



Daytona Regional

CHAMBER OF COMMERCE



ADVOCACY IN ACTION

America's Trust in Media and Government Continues to Plummet

The trust in mass media has hit its lowest rate since 2016. A new GALLUP poll conducted in September 2021 using a random sample of 1005 American adults 18 and older shows that only 36% of Americans trust the media. 7% of U.S. adults said that they had a great deal of trust in media. 29% said that they have a fair amount of trust and confidence in the media. In 2016 the lowest rate was recorded; this coincided with the Trump, Clinton presidential election campaign. The most significant portion of respondents, 34%, said they had no trust in newspapers, television, and radio news reporting. 29% said they did not have very much confidence in the media.

Amongst party lines, Democrats trust the media more than Republicans and Independents. The partisan divide isn't something new. Since 1997, the number of Democrats has shown to have a great/fair amount of trust in the media that hasn't been lower than 51%, with highs hitting 76% in 2018.

Independents show less trust in media than Democrats, with a high of 53% in 2000 and a low of 31% in 2021. Republicans have presented greater mistrust in media, with 52% showing a great/fair trust in the media in 1998 and a low of 10% in 2020.

Not only do Americans show a wavering trust in the media, but they also show a low trust in our federal government to handle problems. In 2021 the overall trust in our federal government to address domestic and international issues hit a new low, with 39% of Americans showing a great/fair amount of trust.

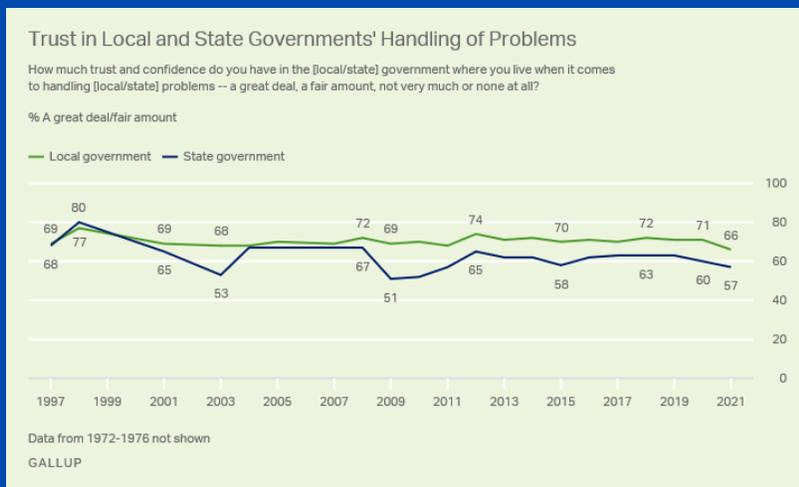
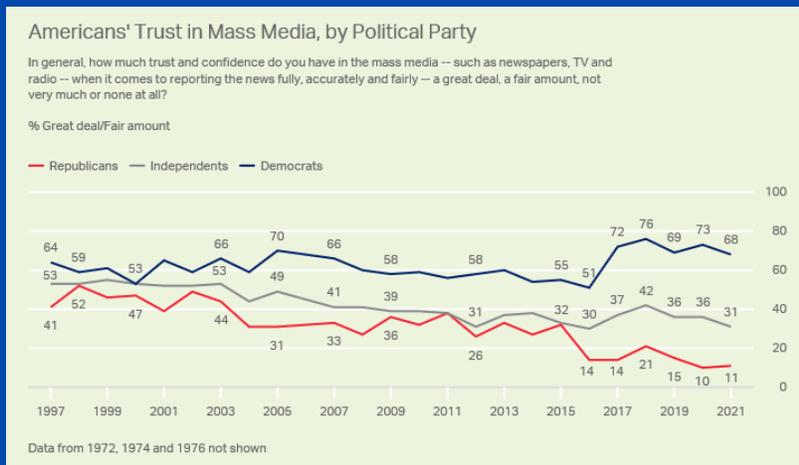
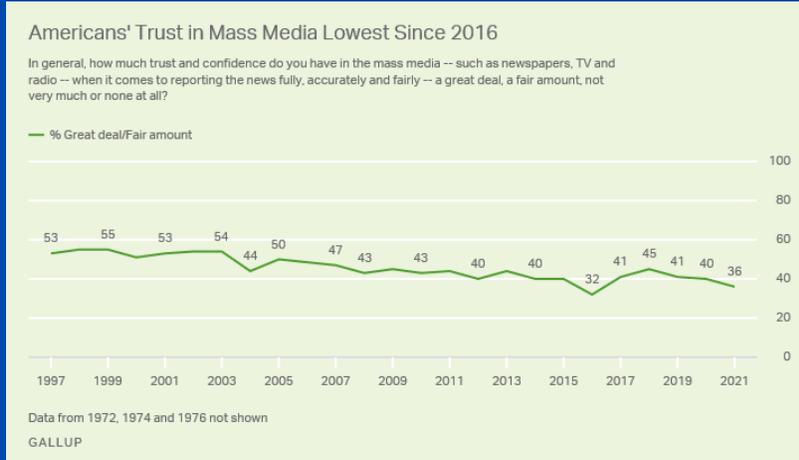
Shawn Richmond
Director of Advocacy

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Local and state governments fared a lot better. In 2021, 57% showed a great/fair amount of trust in state government to handle problems and 66% in local government to deal with problems.

The Daytona Regional Chamber of Commerce champions our efforts with our local and state governments. Advocacy is the cornerstone of the Daytona Regional Chamber of Commerce, and we pride ourselves in our programs that educate and impact our members and local businesses.



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