



RESEARCH ON TRUST IN JOURNALISM

Public opinion survey

SEPTEMBER 2022

The survey was conducted by the Public Opinion and Market Research Unit of the University Research Institute of the University of Macedonia on behalf of iMEDD

Research ID

Research Conducted by: Public Opinion Research Unit (poru.eu) of the University of Macedonia Research Institute

Research Commissioned by: iMEdD - incubator for Media Education and Development

Type and Method: Quantitative survey with telephone interviews and use of structured questionnaire

Population: General population aged 17 and over

Coverage: Nationwide

Planned Sample Size: 1,500

Participating Sample Size: 1,536

Weighting: By gender and age

Period of Conduct: September 1, 2021 - September 9, 2022

Method of Sampling: Stratified Sampling

Uncertainty interval (sampling error): Over the whole sample, maximum +/- 2,5 % at 95 % confidence interval. In analyses with smaller bases the sampling error increases.

Research staff: 39 researchers and 2 supervisors

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Executive summary of the survey is published at trustinjournalism.imedd.org

iMEdD, 2022



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This research report does not constitute a recommendation or advice for specific action and should not be taken as such. This report reflects the journalistic environment at the time of the research, as it reflects the attitudes and beliefs of the journalistic community on the specific issues covered by the respective research. All data analyses and visualizations should not be considered predictions for the future as, should the environment change, the attitudes and beliefs of the community surveyed will be affected.

Foreword and Key Findings

Kelly Kiki

Data Journalist - Project Manager iMEDD Lab

The problem of the loss of trust in the Press is, of course, international and has already acquired timeless features. Particularly, in Greece, of which we can speak from experience, the deficit of trust in the Media is, we could say, an entrenched situation –so much so that one has to wonder whether bringing it up impresses anyone else, whether anyone other than the journalists themselves, when they do it, is striving to reverse this situation. One only has to think of the use of the term “fourth estate” in public discourse: the signifier that once might have denoted the autonomous and controlling role of the Media, for the sake of the public interest, has long since been used mainly to derisively denote a sectoral leverage derived not from the control exercised over powers but, on the contrary, from the entanglement of the media industry with them.

And then come the numbers: in the annual benchmark survey on trust in news, the Digital News Report by the Reuters Institute for the Study of Journalism of the University of Oxford¹, in 2022, Greece maintains the traditionally low levels of public trust in news and, it also comes last, out of 46 countries, in terms of the percentage of people who believe that the Media are, on the one hand, independent of undue political influence (7%) and, on the other hand, independent of undue business influence (8%). Therefore, the public’s opinion, as reflected in the Report, “complements” the annual report of Reporters Without Borders, which places Greece in the 108th place in terms of Press freedom (rsf.org/en/index), out of 180 countries worldwide.

Hence, a domestic survey on the trust of the public in journalism could be considered a superfluous task, an exaggeration. However, it is obvious that at iMEDD we did not decide to carry out such a survey actually wondering what the participants would respond to a question that has already been answered. At the time, in view of the International Journalism Week 2022 (forum.imedd.org), we decided to do so in the belief that there is added value in exploring the public’s attitudes and perceptions of journalism alongside those of its practitioners. Information is, after all, a commodity that some people offer, because everyone has a right to it. Therefore, how do the practitioners of journalism perceive it and how do those to whom it is addressed receive it?

The nationwide survey on public trust in journalism, which was conducted by the Public Opinion Research Unit (poru.eu) of the University Research Institute of the University of Macedonia, from September 1 to September 9, 2022, with the participation of 1,536 citizens, is presented together with the corresponding survey on journalists’ own trust in journalism². And it comes to highlight points of convergence and divergence between the views and experiences of those who produce and those who perceive the journalistic work.

1. <https://reutersinstitute.politics.ox.ac.uk/digital-news-report/2022>

2. <https://trustinjournalism.imedd.org/en/the-publics-trust-in-journalism/id-overview/foreword-and-key-findings/>

In terms of values, the public agrees with the opinion of professionals in the field: 70.5% consider journalism to be a vocation and the vast majority (89.5%) agree that journalism is essential for democracy. However, in reality, and in the context of a broader trust crisis towards the institutions emerging from the present survey, citizens do not trust the Media, with the percentage of distrust towards them reaching 67.5% –in comparison, it is the second highest, after the percentage of distrust towards political parties, which amounts to 77.5%.

The trust deficit is expressed towards every media category, with TV being in the worst position (72% of the public have little or no trust in it), followed by websites (50% of the public do not trust them). In fact, this is the case, while websites and broadcasting are the most popular media categories, with 37% and 31% of the public respectively preferring to receive their news by them. At the same time, a recurrent finding is the even higher percentage of distrust especially among younger people, those who have received advanced education and those who, on the Left-Right political spectrum, position themselves on the Left and the Center.

Indicatively, when the public is asked to judge how the Media cover four current affairs topics, the response is “inadequately” by 62% for the war in Ukraine, 57% for the energy crisis, 55% for inflation and 62.5% for the wiretapping case. In fact, with regard to the latter, which, on the one hand, constitutes a journalistic revelation and, on the other hand, includes journalists as victims, 34% of the public respond that it is “definitely inadequately covered” and 28.5% say “rather inadequately”.

Public opinion remains unchanged when participants are asked how much they trust journalists in particular: 74% of the total sample express little or no trust, and this percentage also increases when the analysis focuses on younger age groups, graduates of advanced education programs and those who identify themselves politically at the Center and to the Left of it.

Even though the public considers journalists to be well qualified (65%), the vast majority (85%) believe for them that they “attempt to manipulate people” and also consider them to be “censored by their superiors” (83.5%). It should be noted that the latter fact is confirmed by the journalistic community, since, depending on the individual motives or causes of interventions, only three or four in ten journalists state that they are “never” censored by their superiors. However, the public’s view of journalism as a profession seems to diverge from the working reality as reported by professionals: while 54% of the public believe that journalists “are well paid”, 55% of journalists say they are not always paid on time. In fact, 28% of the professionals who participated in the survey on journalists’ trust in journalism state that their monthly net income from the profession does not exceed 800 euros and 29% that they are paid between 801 and 1,200 euros net monthly.

On the other hand, almost identical opinions between the public and professionals emerge in response to the research question whether there is an excessive dependence of journalists and the Media on governments and/or political parties in Greece: the public respond positively, with percentages exceeding 90% in each case. In fact, when the question is posed to citizens, in the form of a dilemma, as to whether the highest possible professional integrity on the part of journalists would be sufficient to increase trust in journalism or whether it would be sufficient to eliminate interference in their work, citizens mainly answer the latter (48%). 26.5% place themselves in the middle, while 19.5% consider the highest possible journalistic integrity to be sufficient.

At the same time, when asked to evaluate the Media in Greece in terms of their

freedom, independence and control exercised over power, respondents give a very low score of 47.5% to the freedom of Press, 66.5% to its independence from political power and 65.5% to its economic independence. However, the public itself predicts the future viability of the sector when responding that: firstly, they do not actively subscribe to any print or online media (90%). Secondly, they would not keep reading their preferred news websites (70%) if these were to become subscription-based from tomorrow morning. Thirdly, they do not believe that the public should have to pay for the journalistic content they consume (68%) and, finally, online news media should derive their revenues from advertising (74.5%).

Thus, one cannot help but reflect, once again, on the vicious circle of financial independence: how can journalism be solid, viable and self-sustaining if it is not supported by its audience? And, on the other hand, how can it expect to receive the support of the public when it does not have their trust? This twofold question, to which of course discussions on the quality of the news are increasingly leading, has not been answered –and is not answered in the following pages either. We hope, however, that the following sections will contribute to a broader discussion of (self-)criticism and the search for ways out of the vicious circle.

74,5%

do not trust
journalists

83,5%

believe that
journalists
are being
censored
by their
superiors

93%

regards
journalists and
the Media in
Greece to be too
dependent on
governments and/
or political
parties





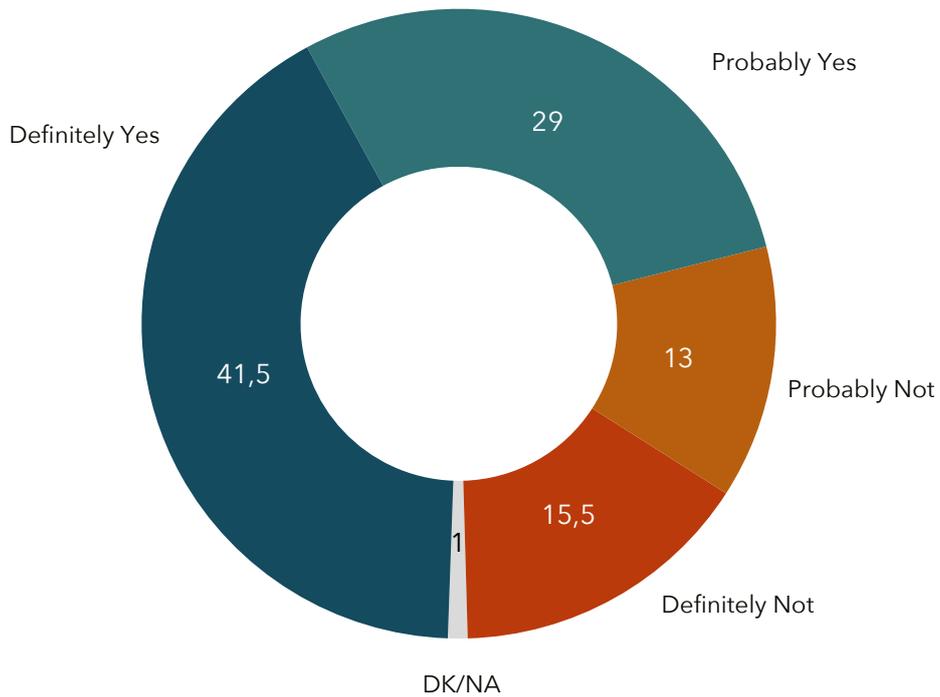
General Views and Perceptions

The majority of citizens who participated in the survey consider journalism a vocation: specifically, 70.5% of the respondents answered positively to the question whether journalism is a vocation –with 41.5% stating “definitely yes” and 29% responding “probably yes”. On the contrary, 28.5% do not believe that journalism is a vocation (“definitely not” say 15.5%, “probably not” state 13%).

At the same time, the vast majority of the public (89.5%) believes that journalism is essential for democracy –with most respondents giving an emphatically positive answer (“definitely yes”) and 18% responding “probably yes”. On the other hand, one in ten do not believe that journalism is essential for democracy –with 5.5% responding “definitely not” and 4% stating “probably not”.

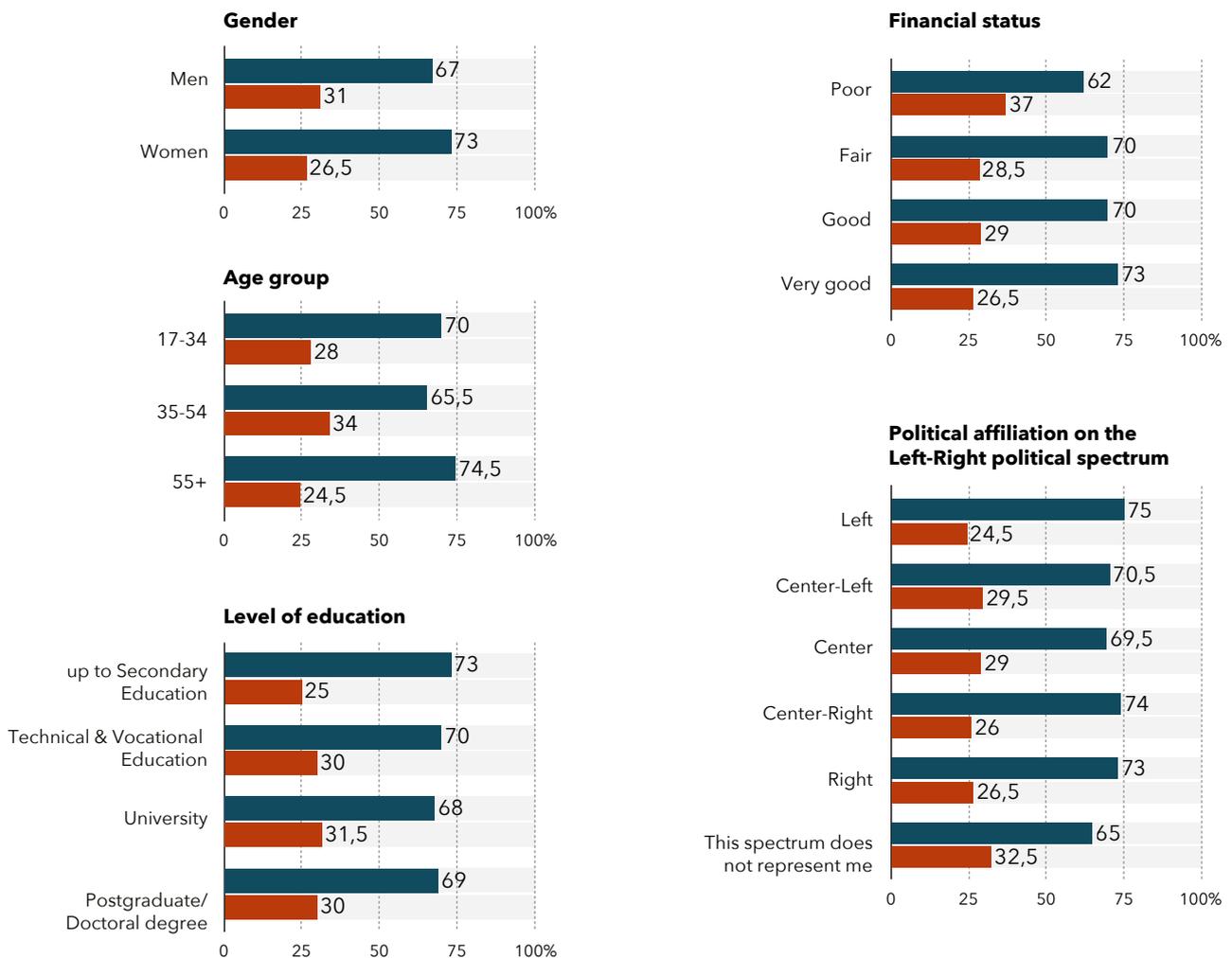
>Is journalism a vocation?

70.5% answer "Definitely Yes"/"Probably Yes"



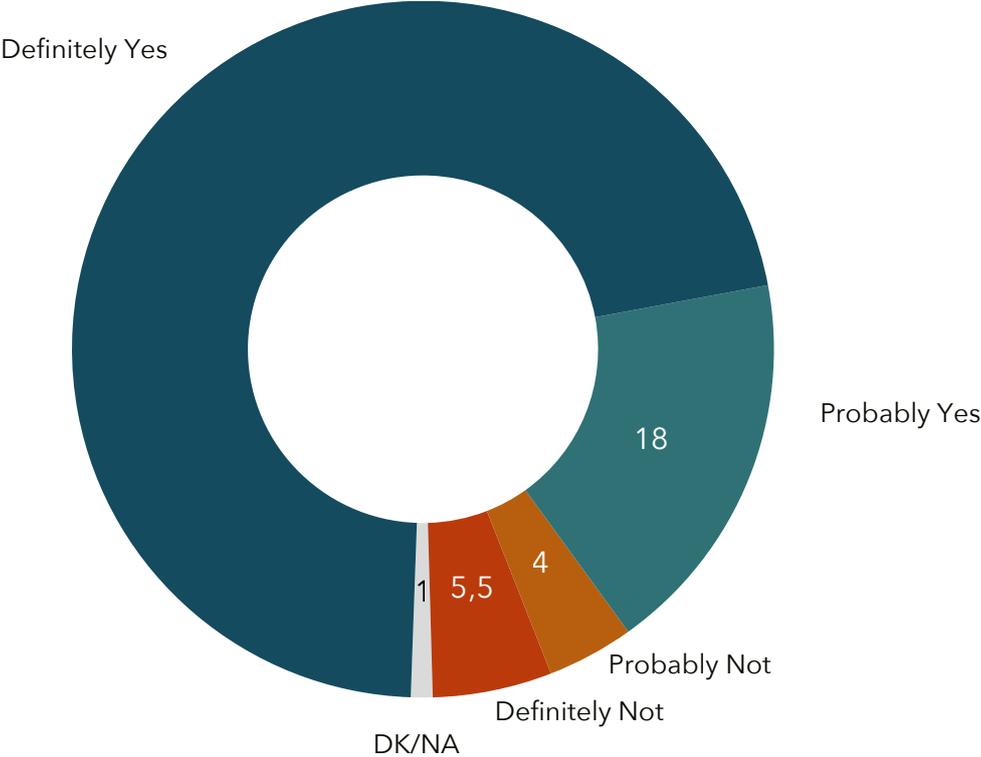
By demographic category

■ Yes ■ No



>Is journalism essential for democracy?

89.5% answer "Definitely Yes"/"Probably Yes"



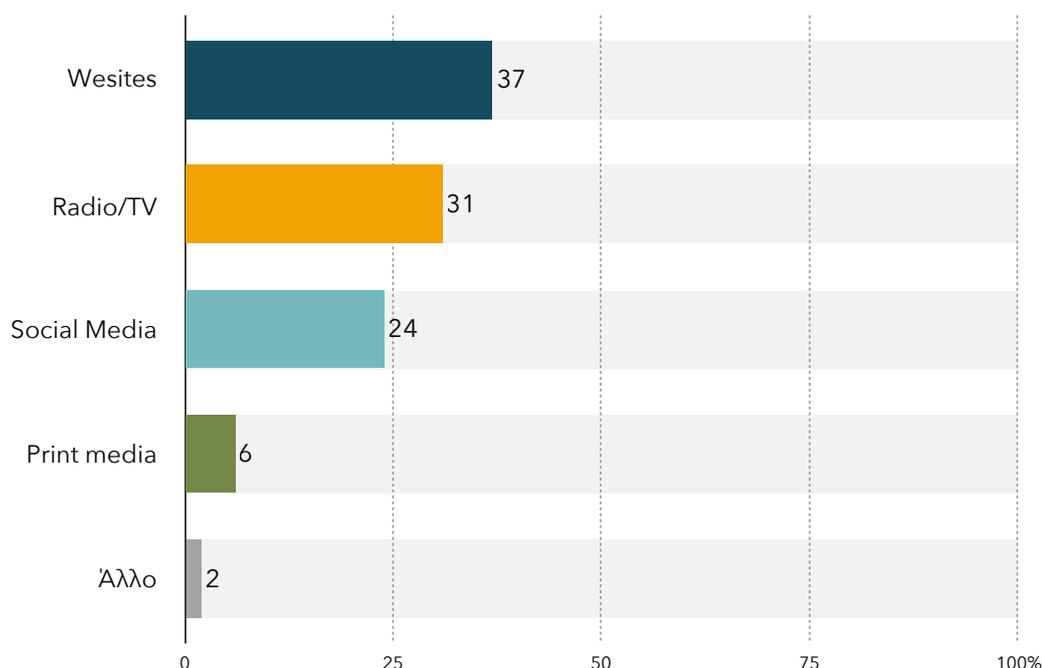
News Habits

The sample seems to mainly obtain news from websites, at a rate of 37%, mostly composed by those belonging to younger age groups: 46% of those aged 17-34 and 44% of those aged 35-54 say that they mainly prefer digital news. Radio and TV (31%) are next in the public's preference for obtaining news, with the percentage of preference in this case being dominated by those aged 55 and over –TV and radio are the main source of news for 50% of this age group. Of the total sample, 24% respond that they are mainly informed through social media, which is the second most preferred source of news for the 17-34 age group (38.5%). Only 6% of the public prefer print media, increasing to 11.5% when studying only respondents aged 55 and over, and decreasing to around 3% for younger respondents.

The sample also appears to diversify in terms of preferences, when the analysis is specified by level of education and by declared political position, on the Left-Right political spectrum: In particular, almost six in ten postgraduate/doctoral degree holders prefer websites as their main source of news, a percentage considerably higher than the corresponding proportions of those who have graduated from other levels of education. TV and radio are the most popular media among those who identify themselves politically with the Center-Right and the Right (42% and 41% respectively), compared to those who say they belong politically to the Center or the Left. For those who say that the Left-Right spectrum does not represent them politically, websites are also the main source of news (38%).

>Which category of media do you mainly use for obtaining news?

Only 6% prefer the press, while two in ten are mainly informed by social media

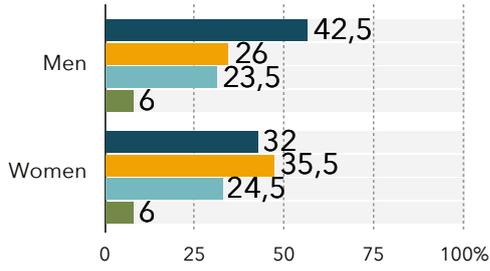


Note: The graph is presented ordered by the percentage of responses each of the options gathered by respondents – not by the original order in which they were listed in the questionnaire.

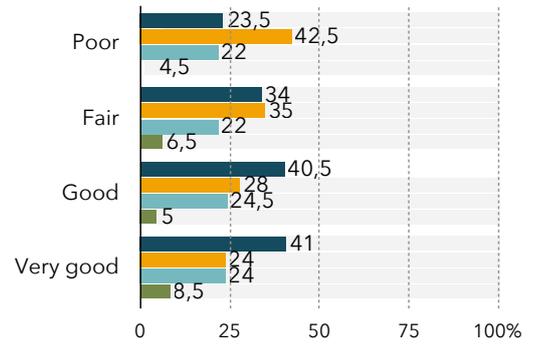
By demographic category

■ Websites
 ■ Radio/TV
 ■ Social media
 ■ Print media

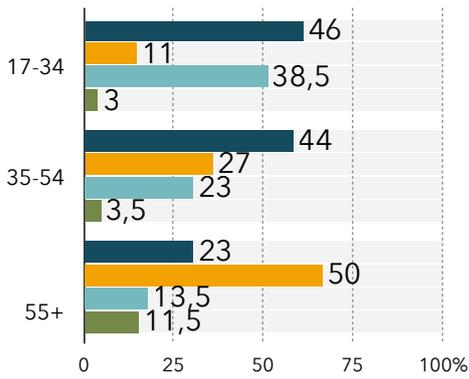
Gender



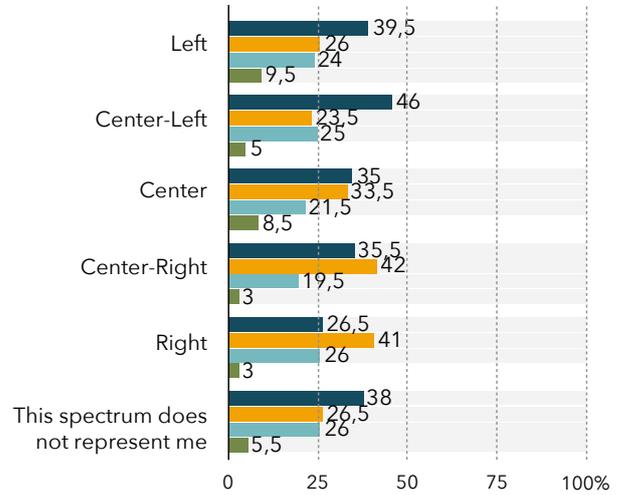
Financial status



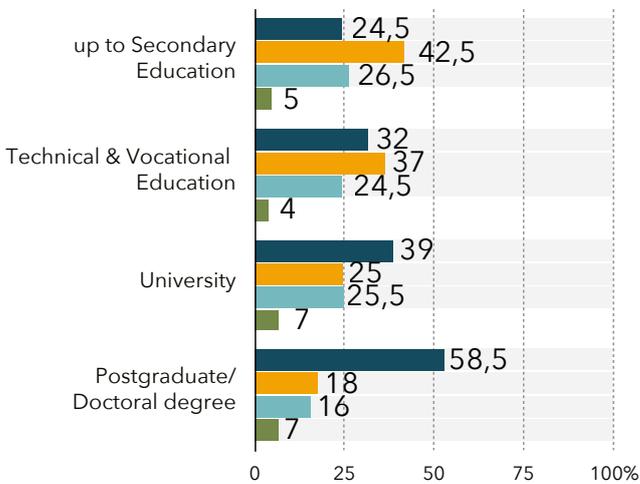
Age group



Political affiliation on the Left-Right political spectrum



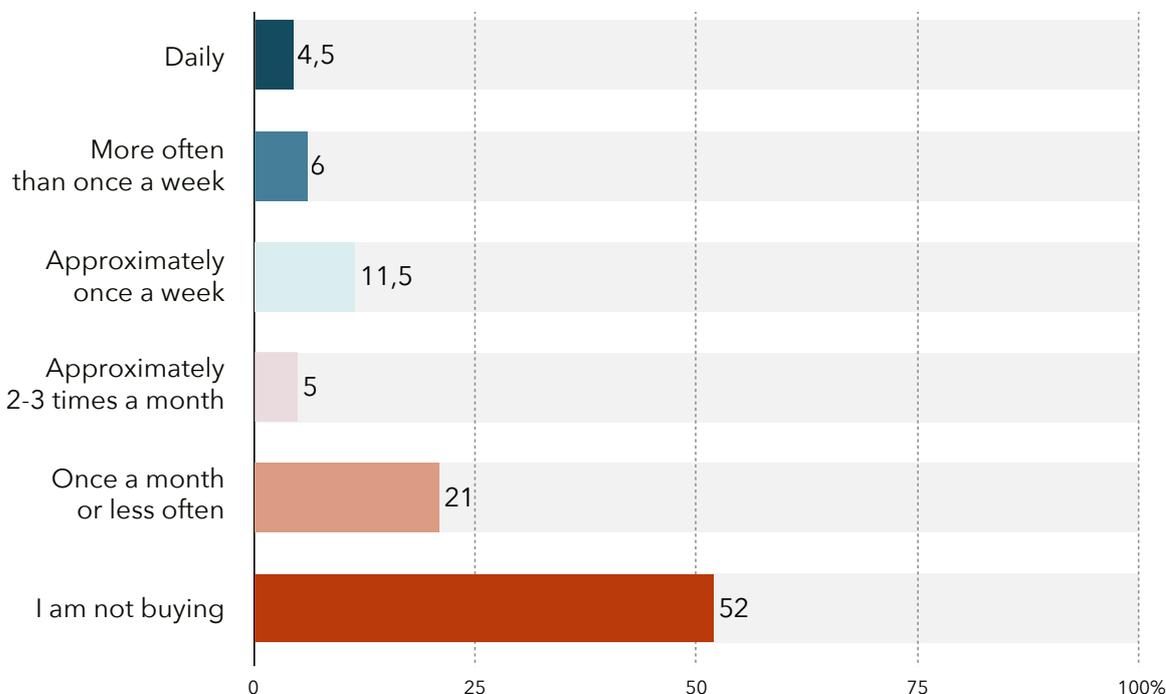
Level of education



One in two (52%) never buys newspapers or other print media, while 21% “go to the newsagent” once a month or less. 16.5% respond that they buy print media about one to three times a month, while 6% state that they do so more often than once a week. A mere 4.5% buy newspapers or other print media on a daily basis.

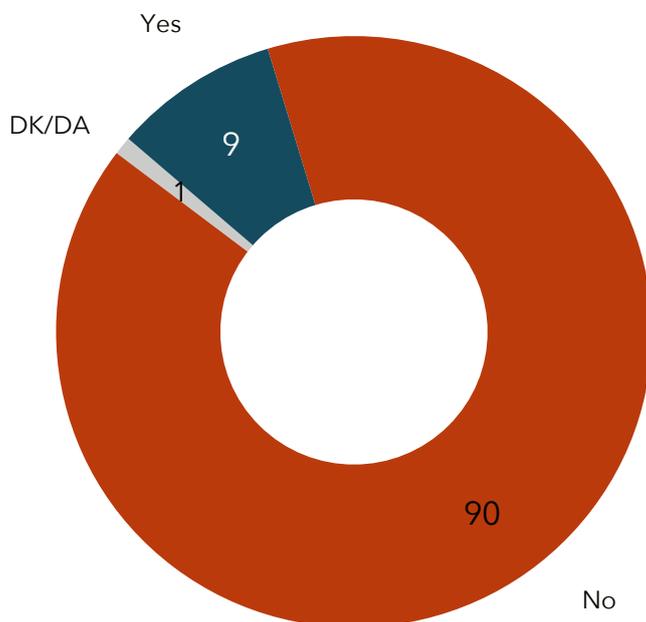
>How often do you buy newspapers or other print media?

One in two never buy newspapers



The vast majority of the public (90%) do not have an active subscription to a newspaper or other print media, nor to a website with subscription content. 9% responded positively that they do maintain a subscription.

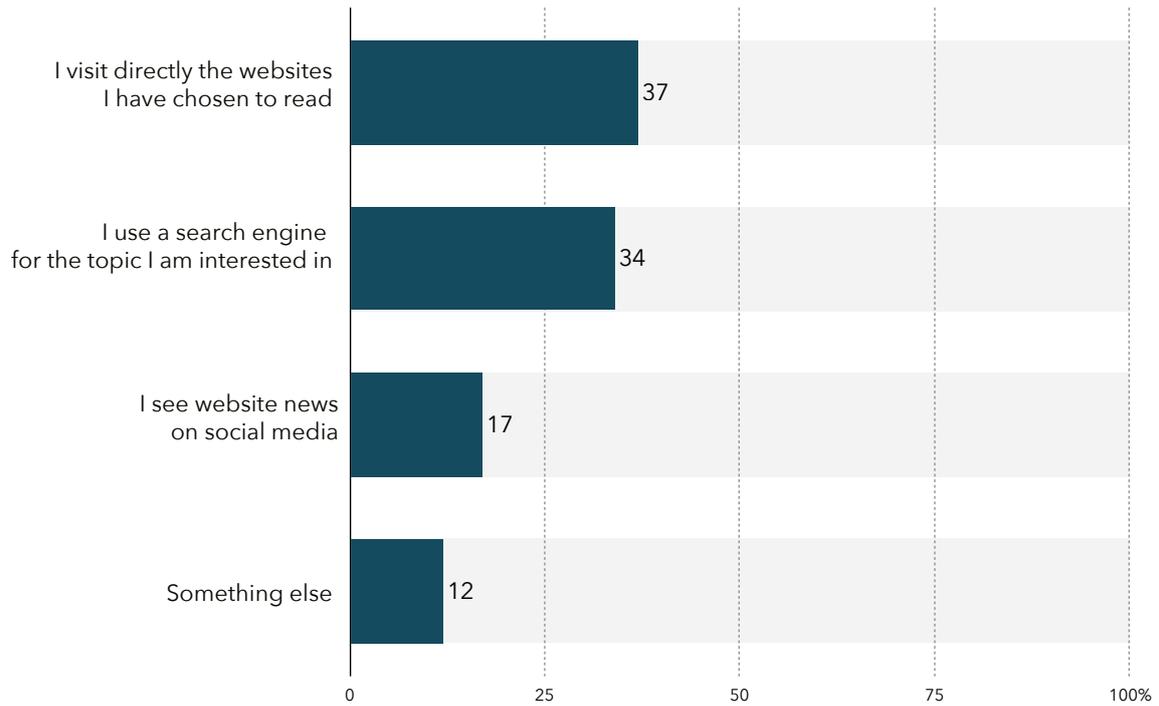
>Do you have an active subscription to a newspaper or a magazine or a website?



37% state that when they obtain news from websites, they go directly to the ones they have chosen to read, while 34% say that they “end up” on the websites from which they obtain news after using a search engine on the topic of interest. 17% respond that they spot the website news from social media.

>How do you spot the news on the websites from which you obtain information about current affairs?

37% visit the websites of their choice directly, while 34% are directed to websites after searching for the topic in a search engine

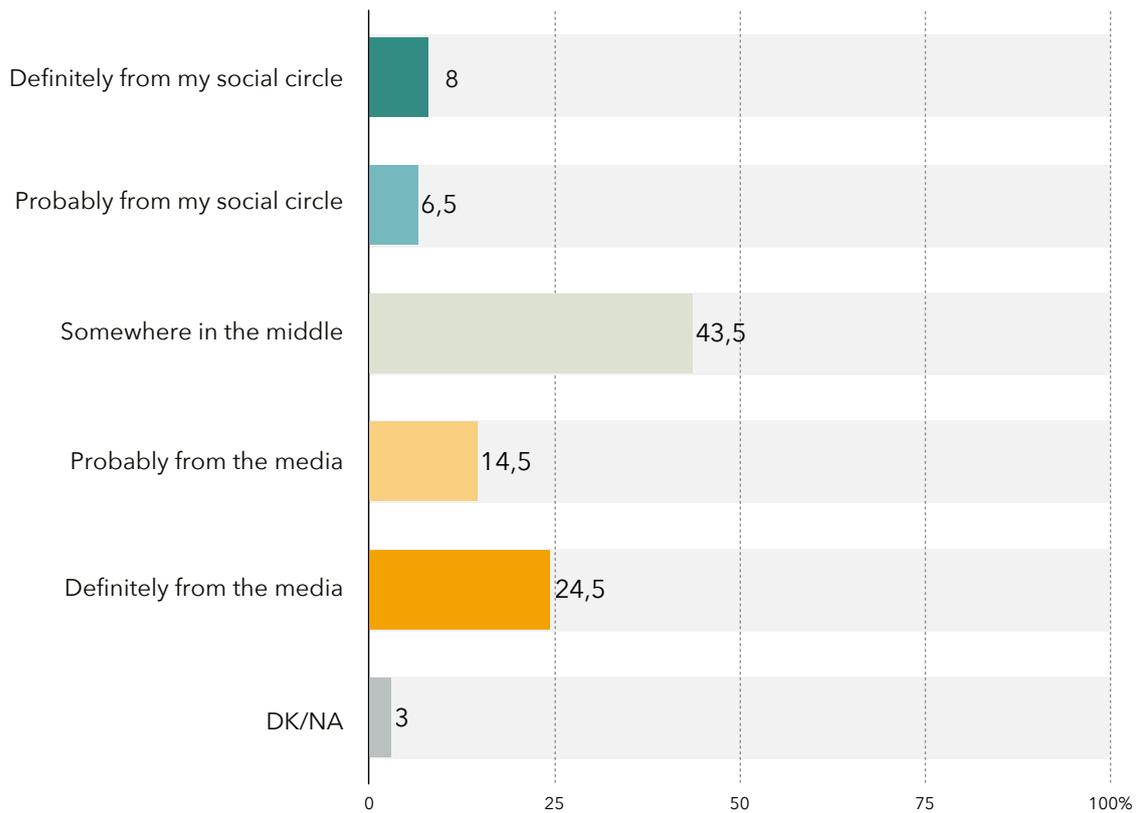


"Somewhere in the middle" is the answer given by 43.5% of respondents to the question whether they trust more news they hear from their family/social circle or from the media. 39% say they trust the media the most. On the contrary, 14.5% trust their social circle more.

Do you, in general, say that you trust news you hear from your social circle or from the media?

Do you trust news you hear from your social circle or from the media?

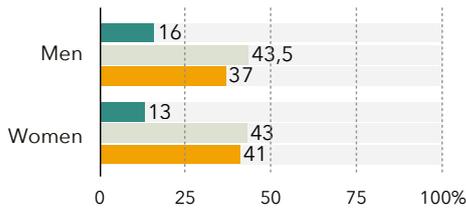
"Somewhere in the middle" answer 43.5%



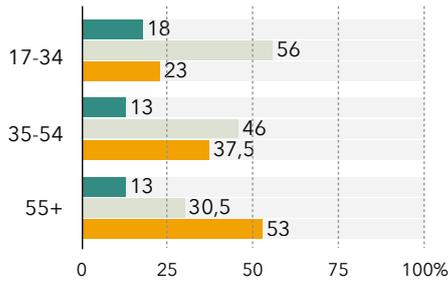
By demographic category

■ Social circle
 ■ Somewhere in the middle
 ■ Media

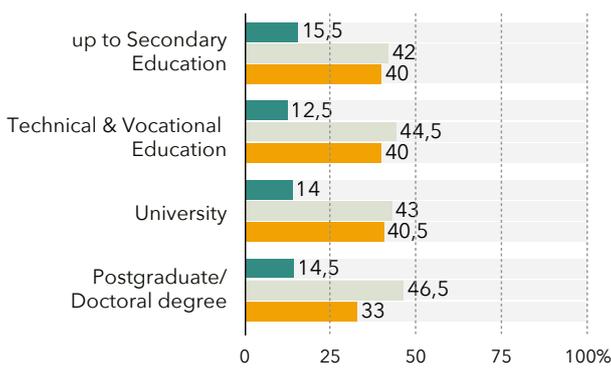
Gender



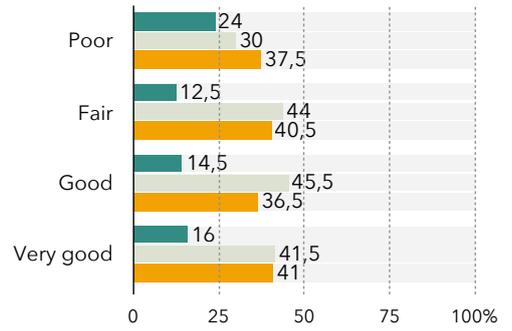
Age group



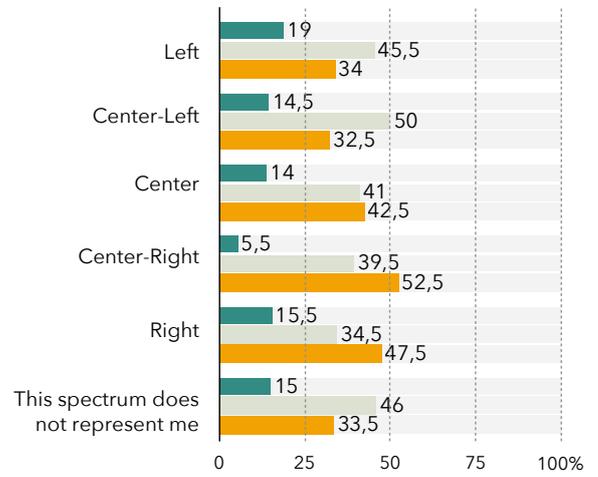
Level of education



Financial status



Political affiliation on the Left-Right political spectrum



Trusting the Media

The majority (72%) of the public does not trust Greek television: specifically, 36.5% of the sample responded that they trust it “only a little” and 35.5% “not at all”. 21.5% respond that they trust it “fairly much”, while 5.5% say they trust it very much or completely.

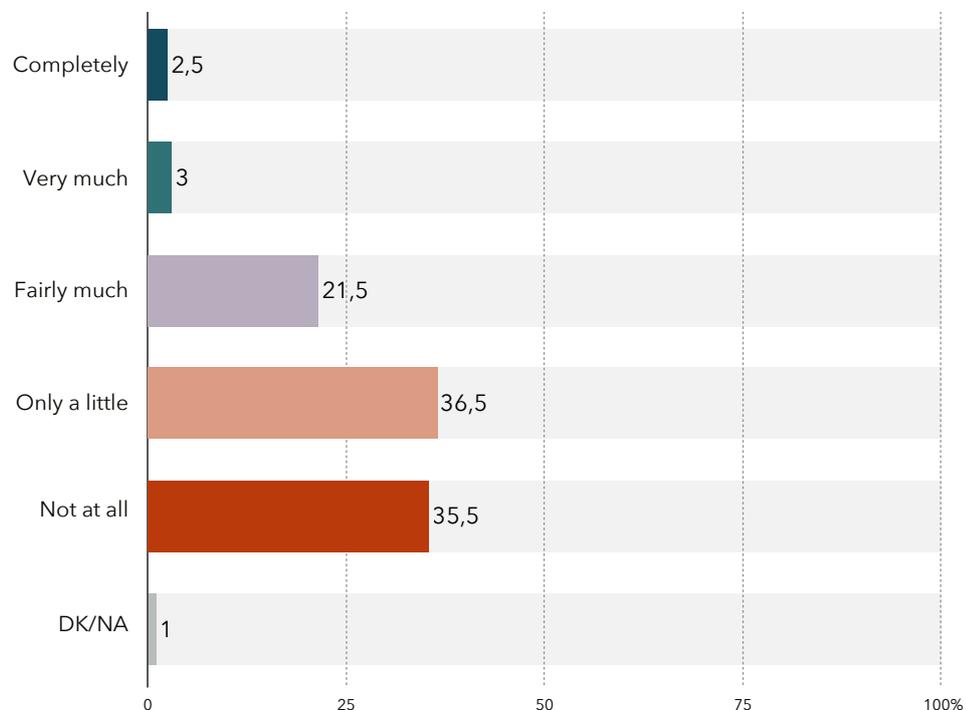
It is characteristic that the sample diversifies when the degree of trust in television is studied in relation to individual characteristics of the respondents: when it comes to the 17-34 age group, the percentage stating they do not trust television increases to 84%, while the corresponding percentages in the age groups 35-54 and 55 and over are 73% and 62% respectively. Distrust in television rises to 75% and 77% for university graduates and postgraduates respectively, while the corresponding percentage is 66.5% for those with secondary or lower level of education.

The degree of trust in Greek television also seems to vary according to the political self-identification of the sample on the Left-Right political spectrum: 89.5% and 82% of those who state that they are politically positioned on the Left and Center-Left respectively, say that they do not trust television, while the corresponding percentage is 58% and 51% in the case of those who state that they are politically positioned on the Right and Center-Right respectively. In fact, even those who say that the Left-Right political spectrum does not represent them express distrust in television by 76.5%.

To what extent would you say that you trust the following media in Greece?

>Level of trust in television in Greece

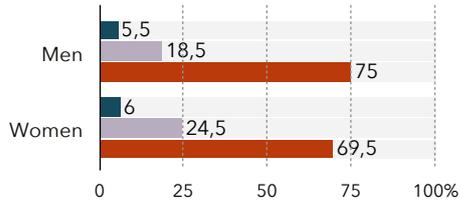
72% do not trust Greek TV



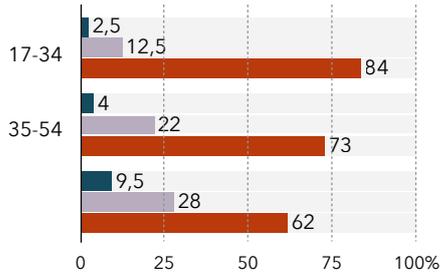
By demographic category

■ Completely/Very much
 ■ Fairly much
 ■ Once a little/Not at all

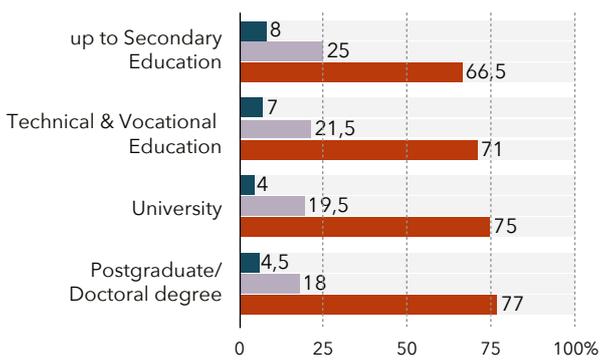
Gender



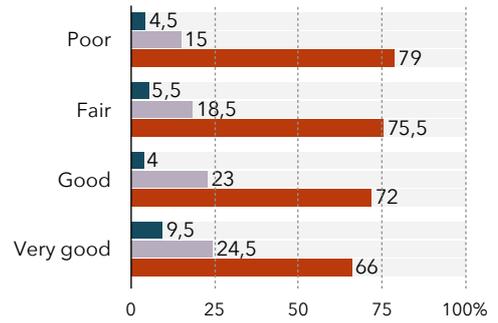
Age group



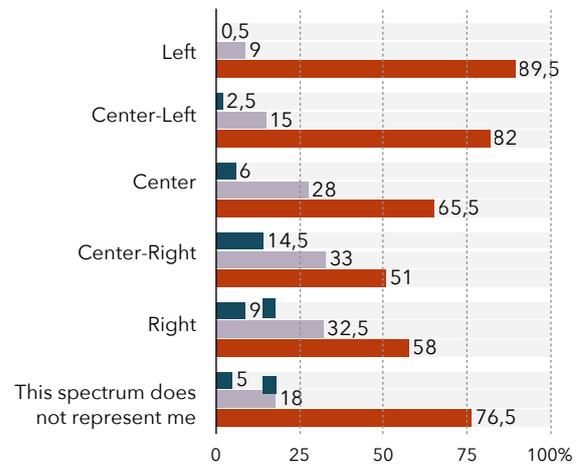
Level of education



Financial status



Political affiliation on the Left-Right political spectrum

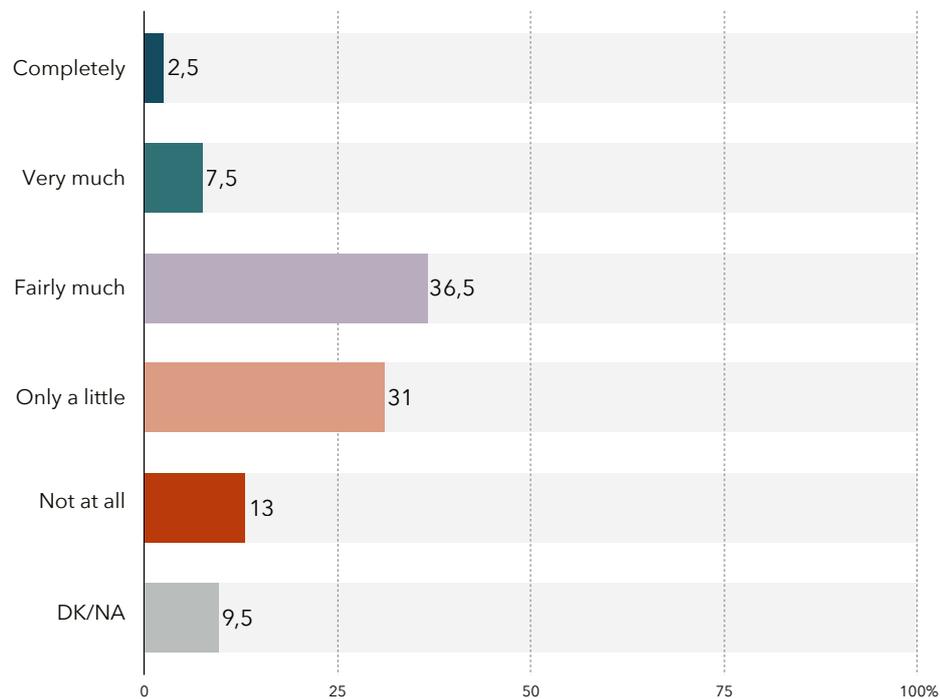


36.5% say that they trust the radio fairly much, while 10% say they trust it very much or completely. On the contrary, 44% do not trust the radio: in particular, 31% say they trust it "only a little", while 13% "not at all". At the same time, one in ten (9.5%) respond that they don't know/no answer, while the corresponding percentage in the same question for television is only 1%. Younger people (51% of the 17-34 age group) seem to distrust radio more than older people (37.5% of those aged 55 and over).

To what extent would you say that you trust the following media in Greece?

>Level of trust in radio in Greece

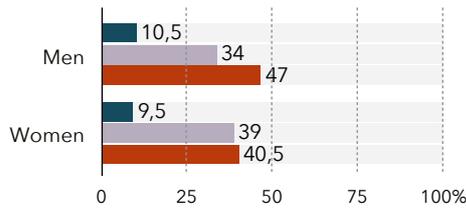
46.5% trust the Greek radio, with 36.5% responding "fairly much" and 10% responding "completely"/"very much"



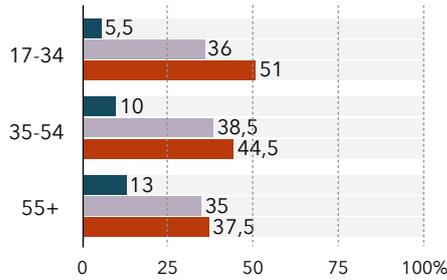
By demographic category

■ Completely/Very much
 ■ Fairly much
 ■ Once a little/Not at all

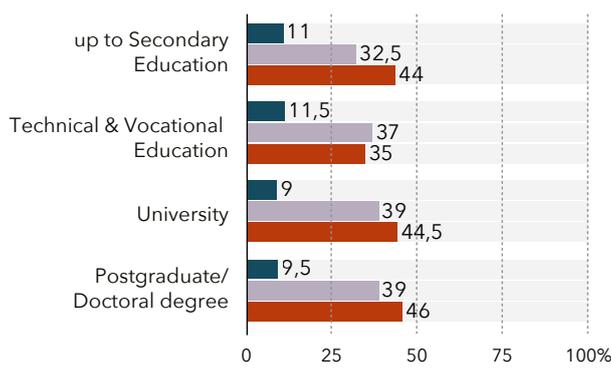
Gender



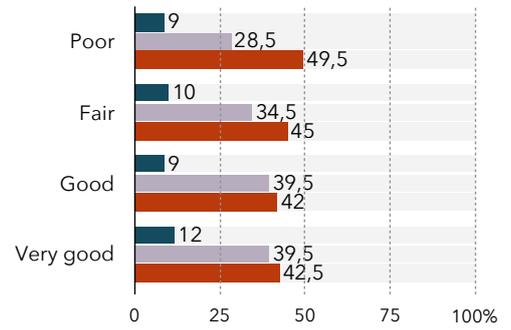
Age group



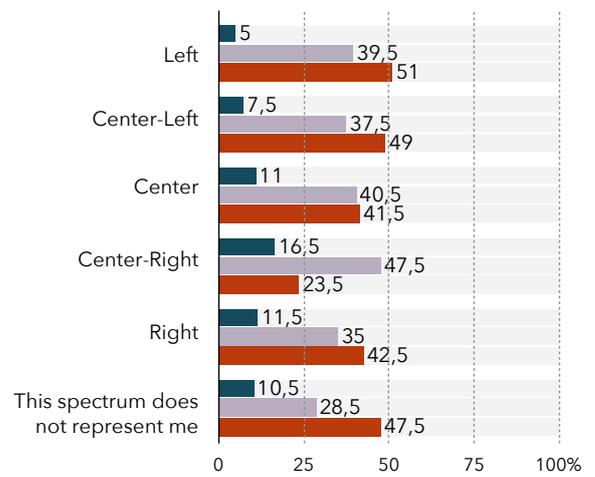
Level of education



Financial status



Political affiliation on the Left-Right political spectrum

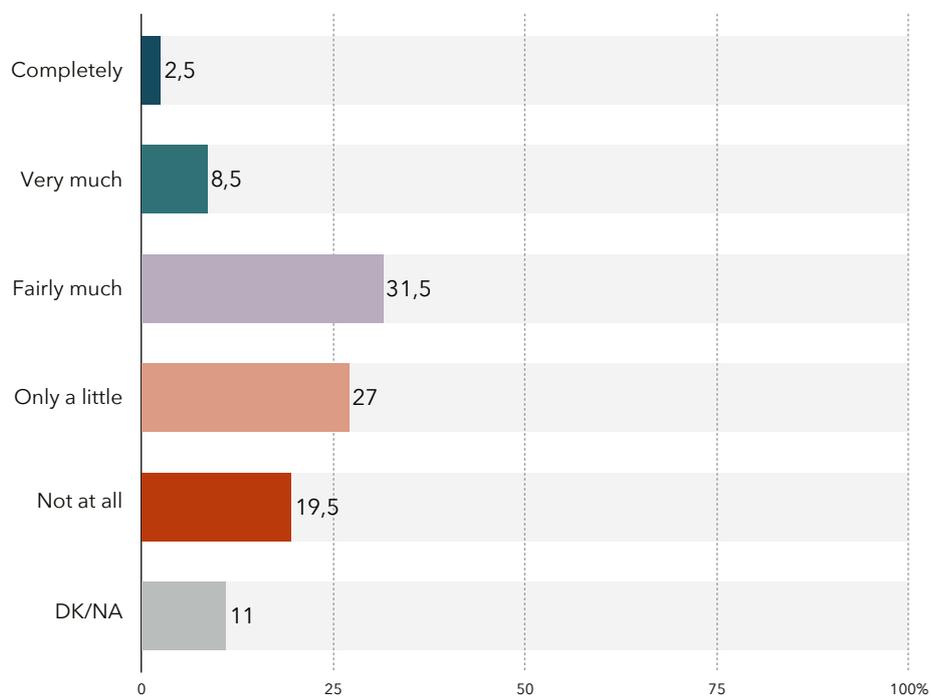


46.5% do not trust newspapers and magazines, with 27% and 19.5% indicating little and no trust respectively. 31.5% say they trust the print media "fairly much", while 11% say they trust them "very much" or "completely". As much of the sample (11%) responded that they don't know/no answer. Those who declare that they are politically positioned on the Left and the Center-Left express distrust in the print media by 50.5% and 55.5% respectively, while the corresponding percentages "drop" to 46% and 32.5% for those who identify themselves politically on the Right and the Center-Right respectively.

To what extent would you say that you trust the following media in Greece?

>Level of trust in print media in Greece

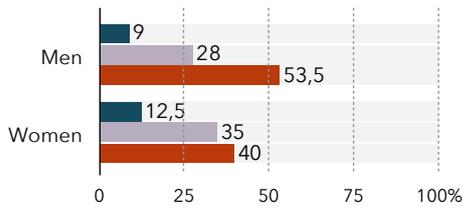
46.5% do not trust newspapers and other print media, 31.5% say they trust them "fairly much"



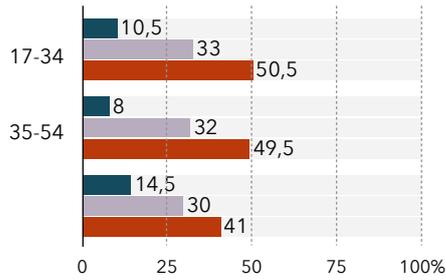
By demographic category

■ Completely/Very much
 ■ Fairly much
 ■ Once a little/Not at all

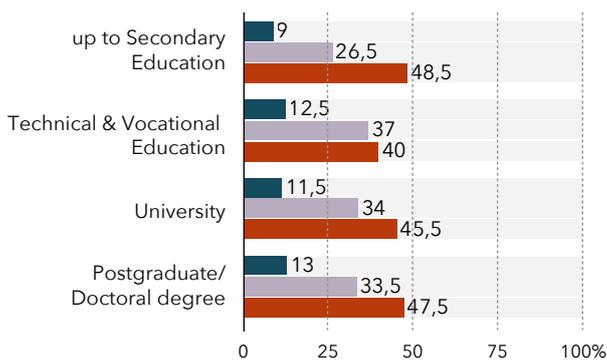
Gender



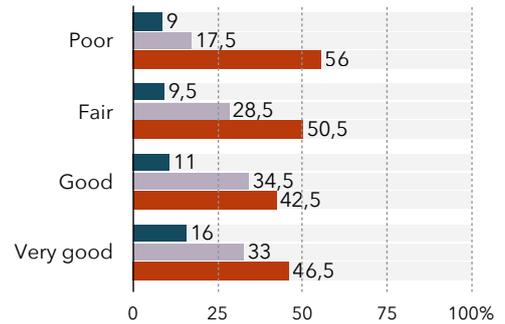
Age group



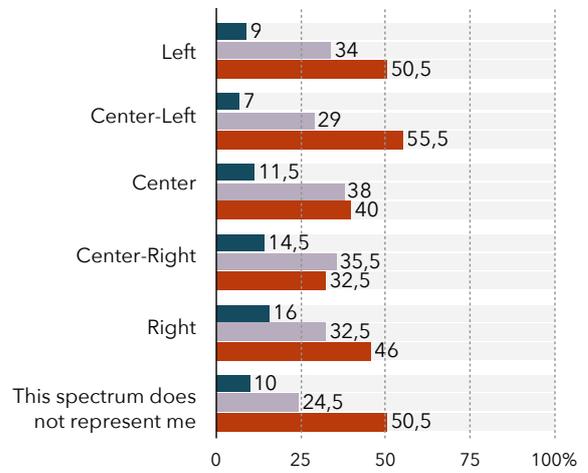
Level of education



Financial status



Political affiliation on the Left-Right political spectrum

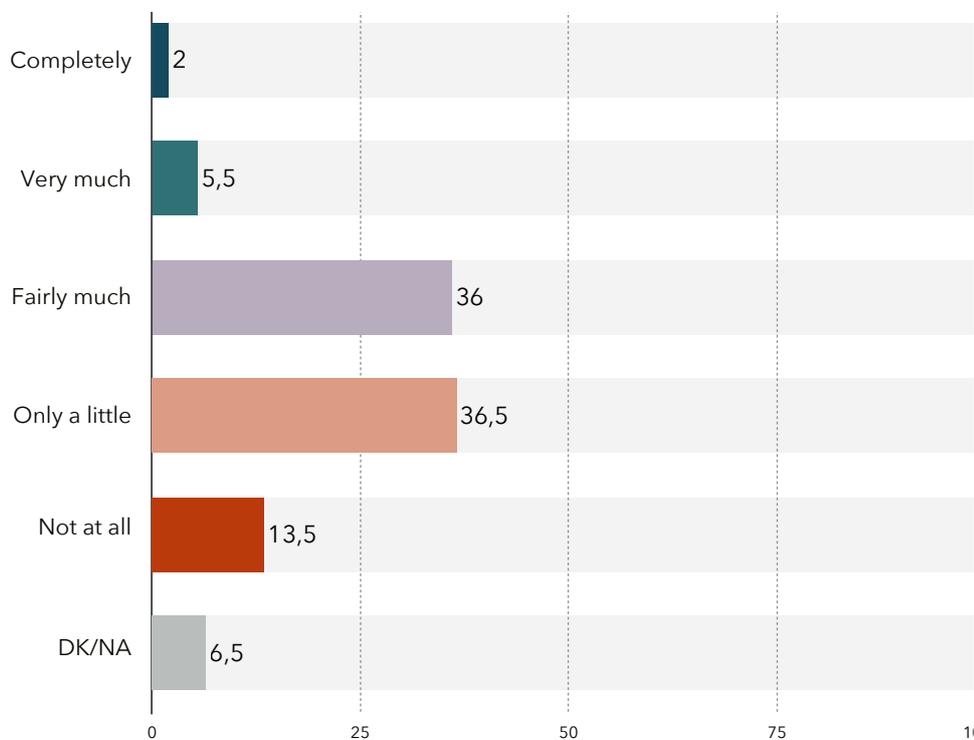


One in two respondents say they do not trust websites for obtaining news, with 36.5% showing little trust and 13.5% “not at all”. 36% say they trust them “fairly much”, while 7.5% show a lot or complete trust. When the analysis is broken down by age group of respondents, younger people (the 17-34 age group) appear to be comparatively more skeptical, as they answer that they trust websites “only a little” or “not at all” by 70.5%, while the corresponding percentage decreases to 63.5% for the 35-54 age group and “drops” to 52.5% for those aged 55 and over. Those who declare that they are politically positioned on the Left and the Center-Left express distrust towards websites by 78% and 69.5% respectively, while the corresponding percentages “drop” to 49% and 41% for those who identify themselves politically on the Right and the Center-Right respectively.

To what extent would you say that you trust the following media in Greece?

>Level of trust in websites in Greece

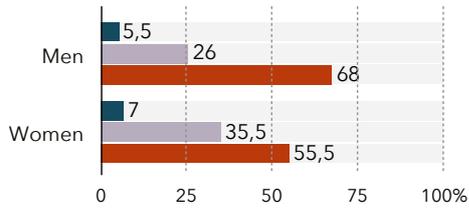
50% do not trust websites, 36% say they trust them “fairly much”



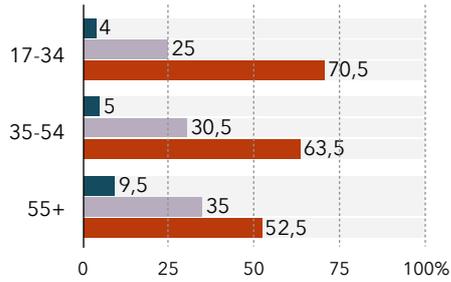
By demographic category

■ Completely/Very much
 ■ Fairly much
 ■ Once a little/Not at all

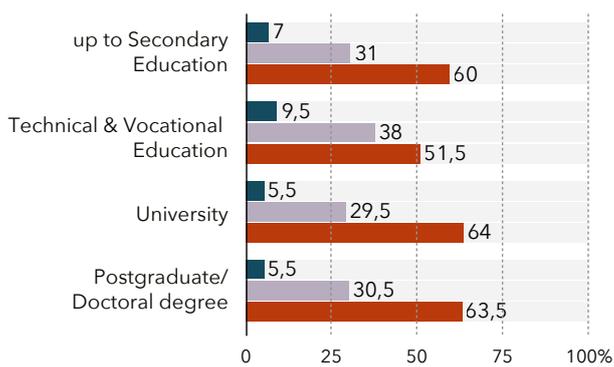
Gender



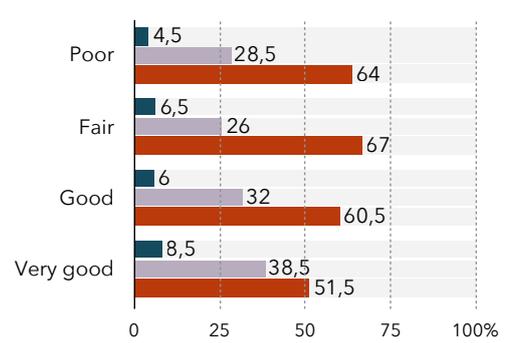
Age group



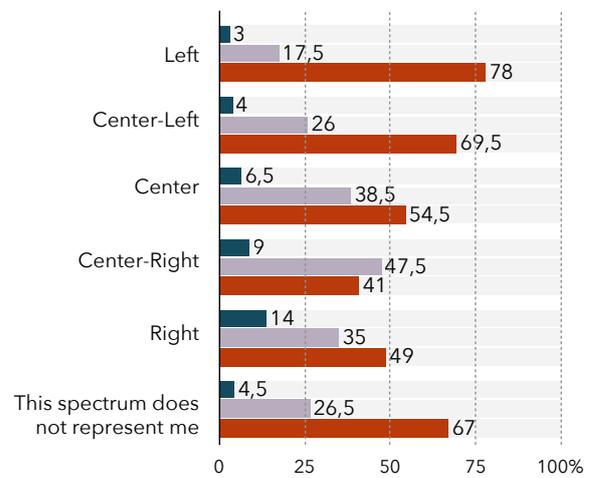
Level of education



Financial status



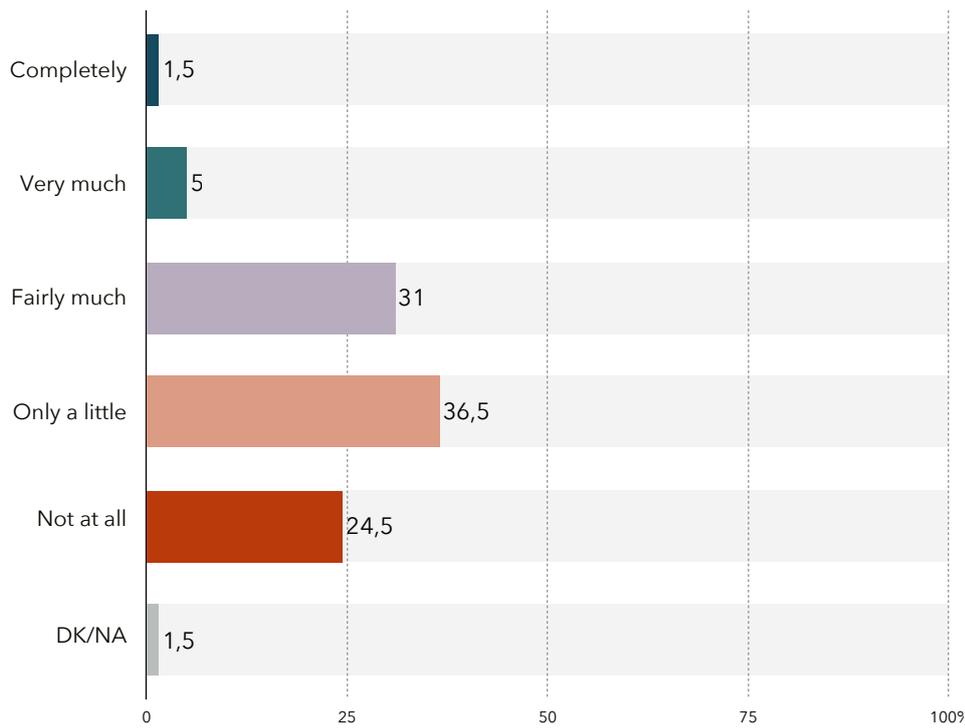
Political affiliation on the Left-Right political spectrum



Regarding the lack of trust, on the one hand, especially towards nationwide media and, on the other hand, especially towards local media, the two categories present a similar picture: a total of 61% distrust nationwide media and a total of 57.5% distrust local media. However, 24.5% say they do not trust nationwide media at all, while the percentage of zero trust in local media decreases to 13.5%.

>Level of trust in nationwide media in general

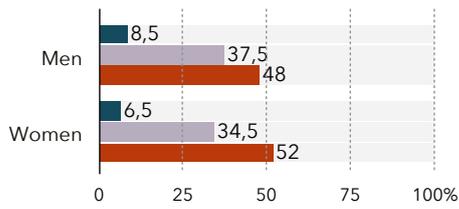
61% declare that they do not trust nationwide media or trust them "only a little"



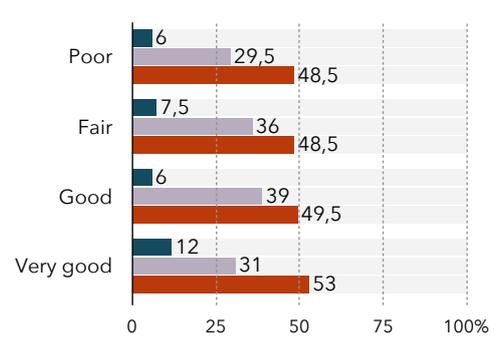
By demographic category

■ Completely/Very much
 ■ Fairly much
 ■ Once a little/Not at all

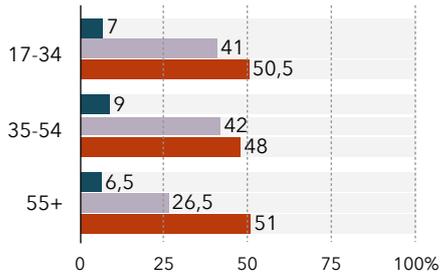
Gender



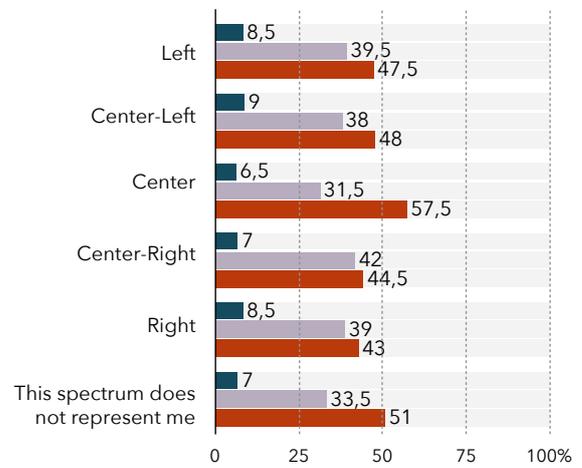
Financial status



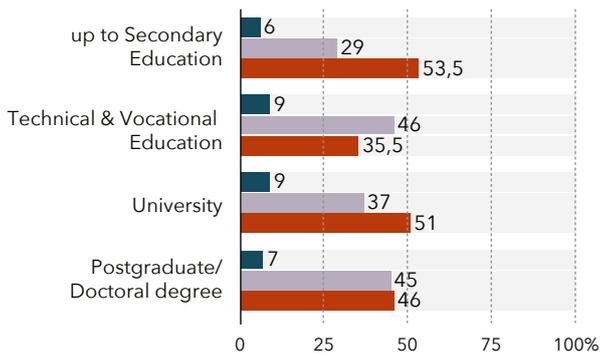
Age group



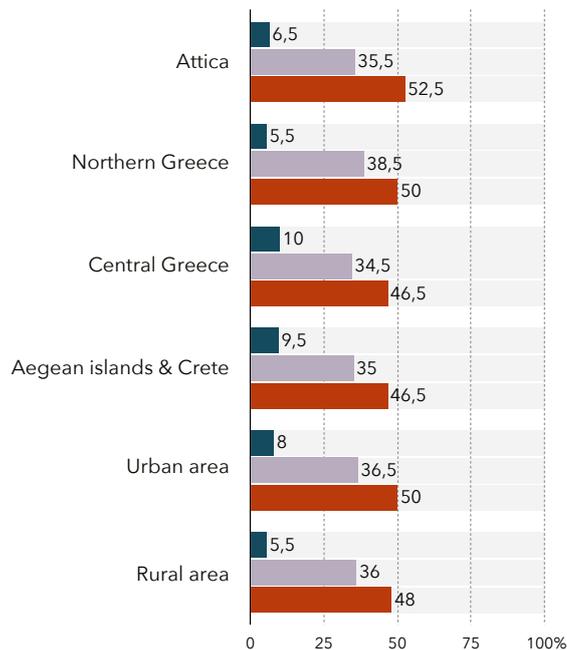
Political affiliation on the Left-Right political spectrum



Level of education



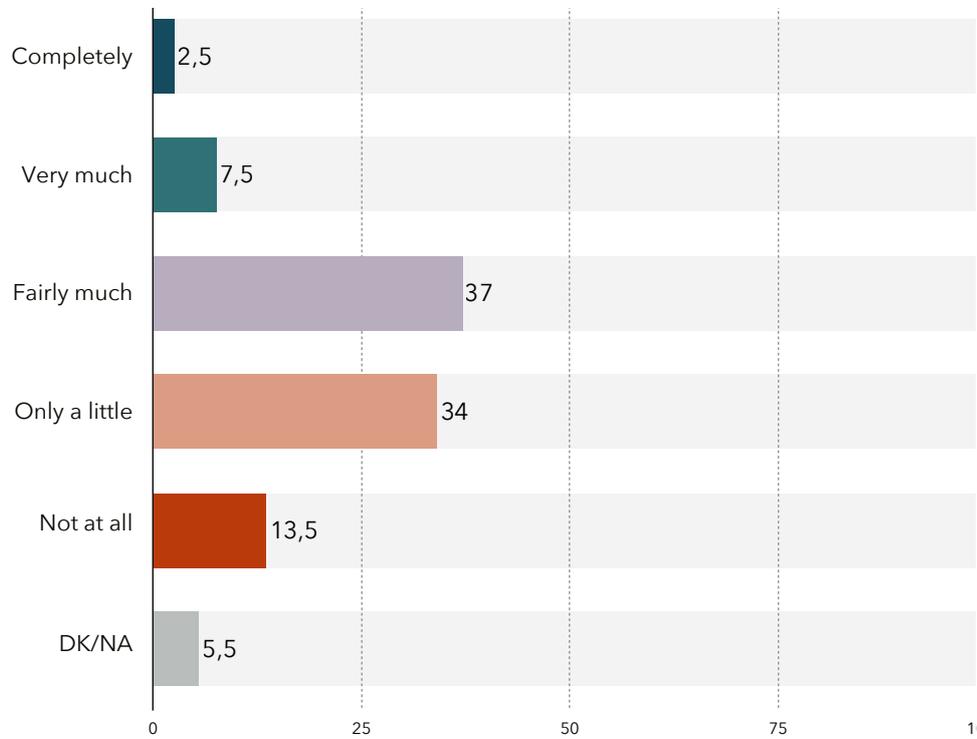
By geographical area of residence



To what extent would you say that you trust the following media in Greece?

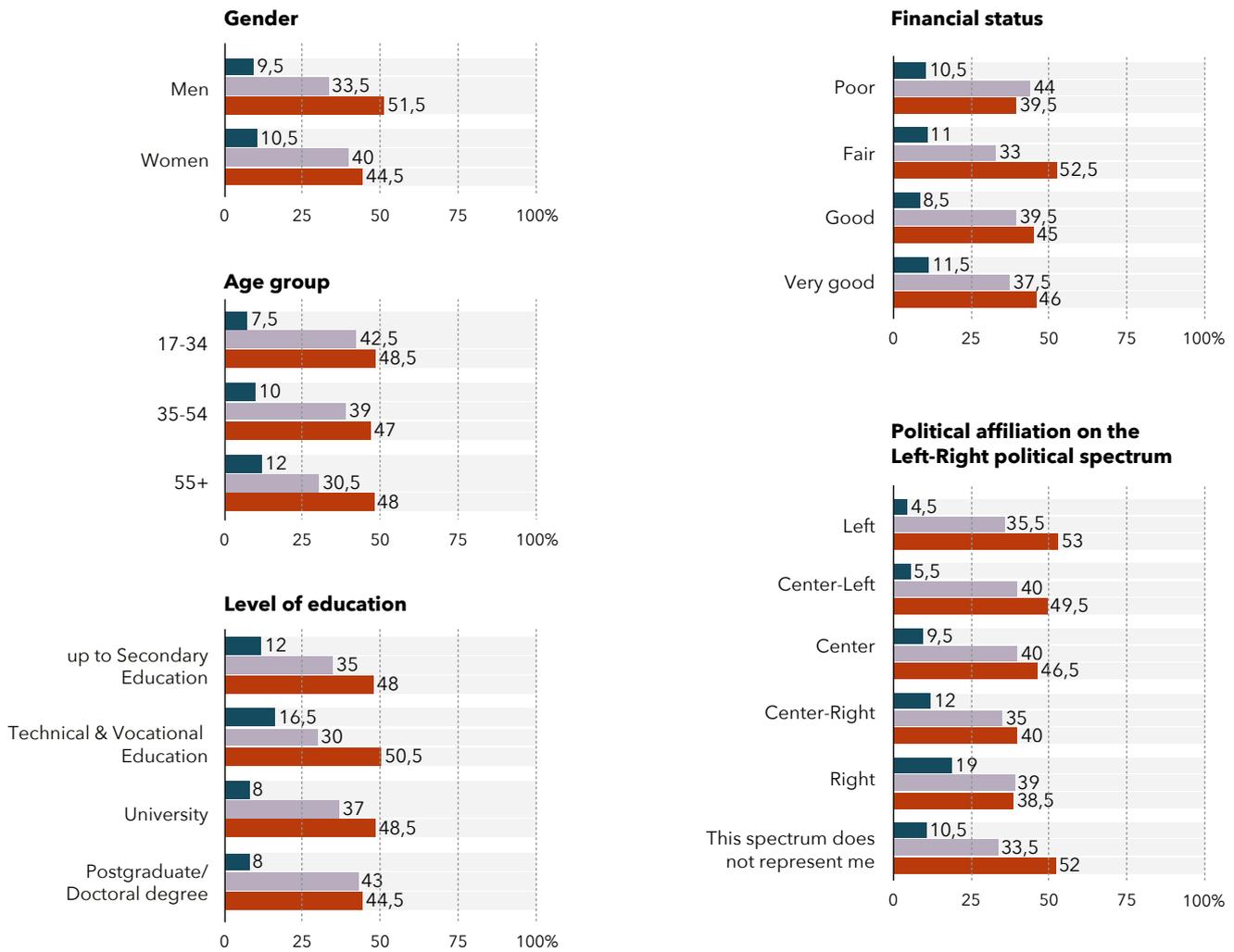
>Level of trust in local media in Greece in general

57.5% do not trust the local media, 37% say they trust them "fairly much", while 10% consider them completely or very trustworthy

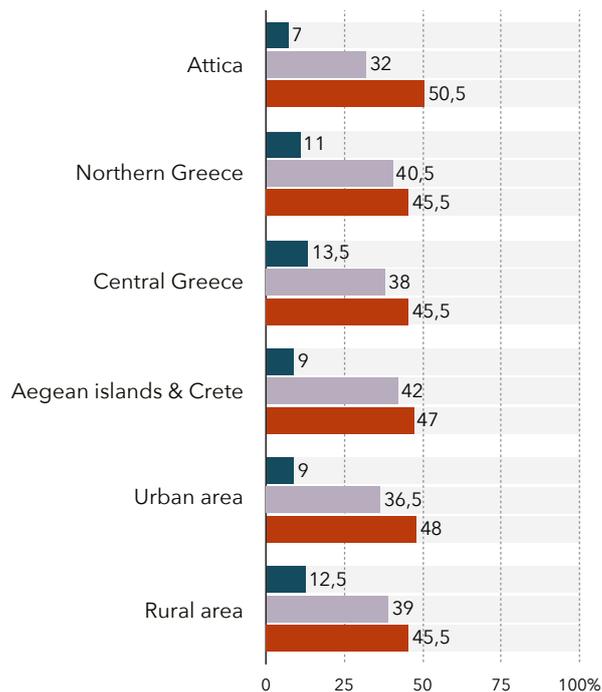


By demographic category

■ Completely/Very much
 ■ Fairly much
 ■ Once a little/Not at all



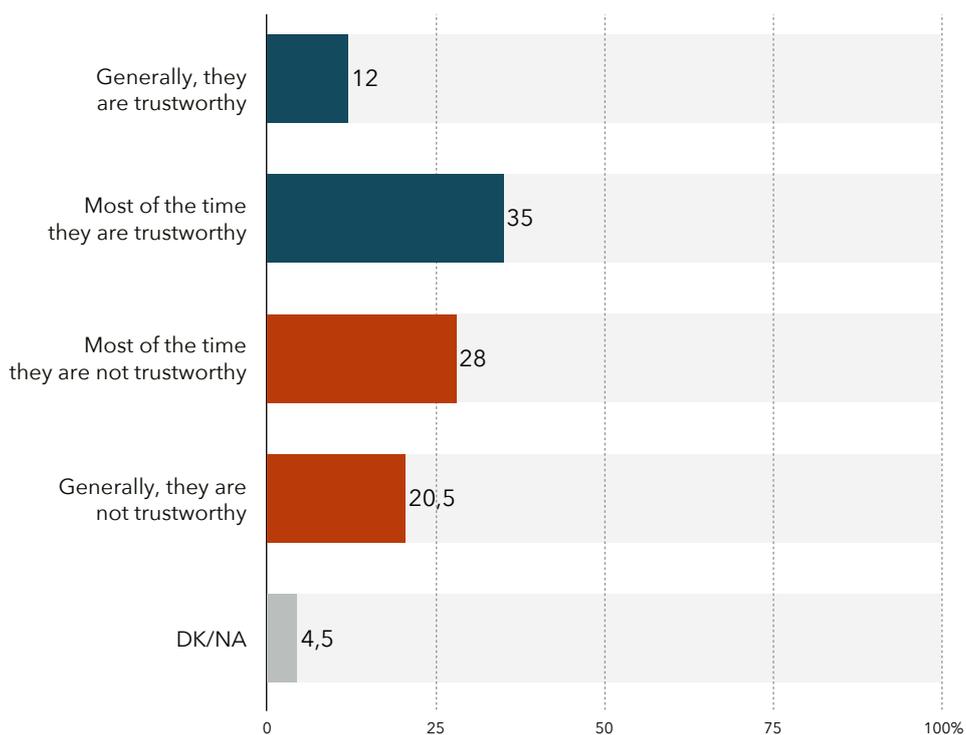
By geographical area of residence



Participants are divided when asked specifically about the news published/broadcast by local media: 48.5% consider them untrustworthy, but 47% think the opposite. Asked respectively about news published/broadcast by nationwide media, six in ten responded that they are not trustworthy.

>View on news in local media in Greece

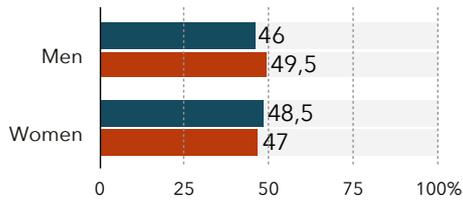
Participants are divided on trust in the news reported by local **μεταδοτικά μέσα**



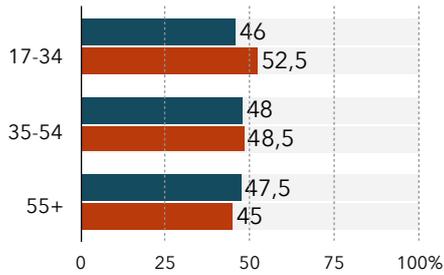
By demographic category

Trustworthy They are not trustworthy

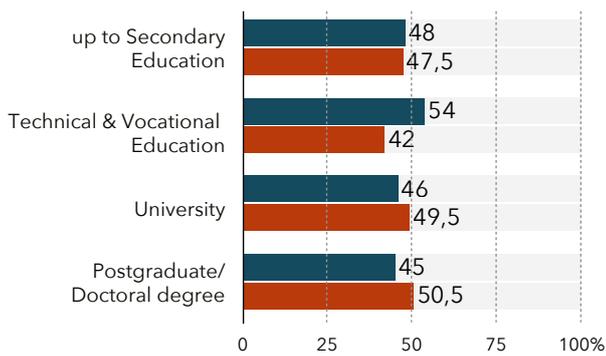
Gender



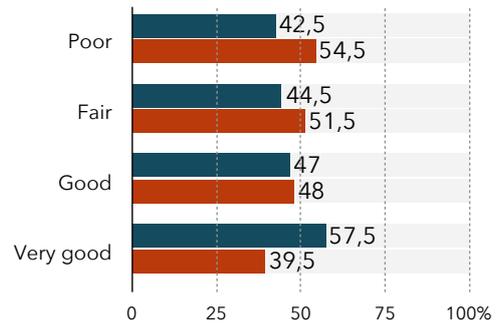
Age group



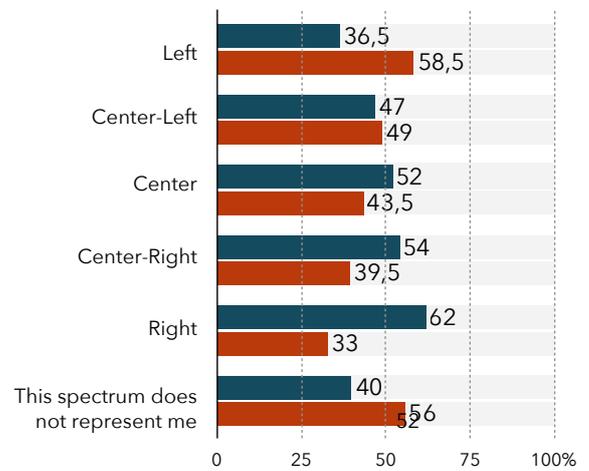
Level of education



Financial status

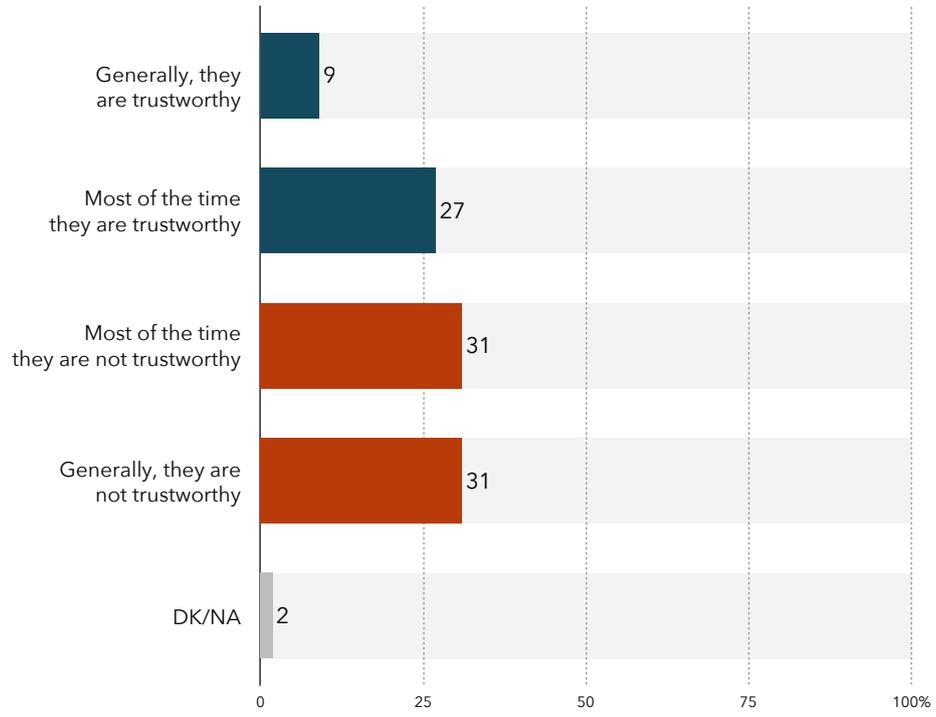


Political affiliation on the Left-Right political spectrum



>View on the news in nationwide media

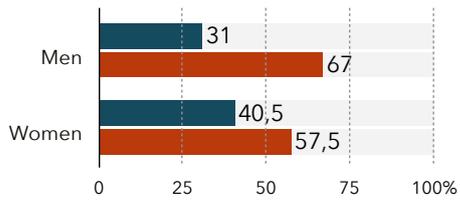
62% of participants consider that the news broadcast in nationwide media outlets cannot be trusted



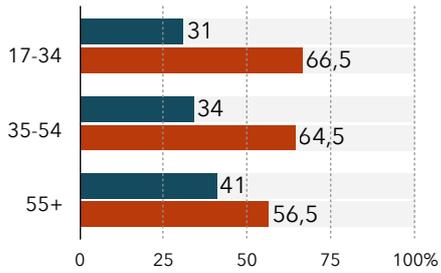
By demographic category

Trustworthy They are not trustworthy

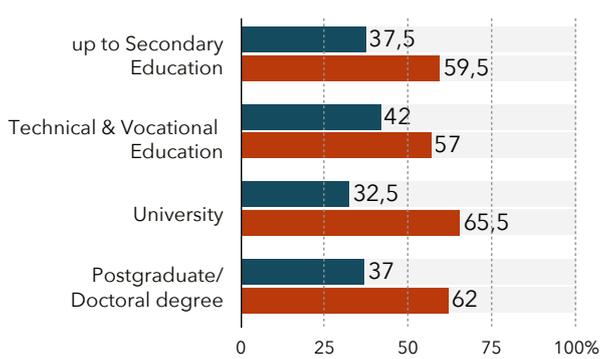
Gender



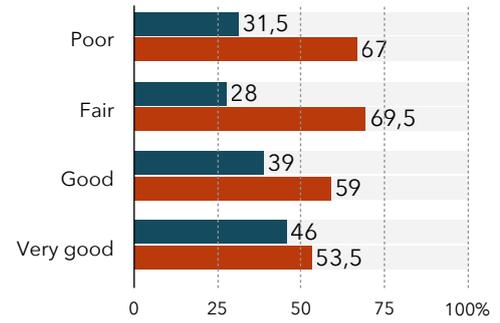
Age group



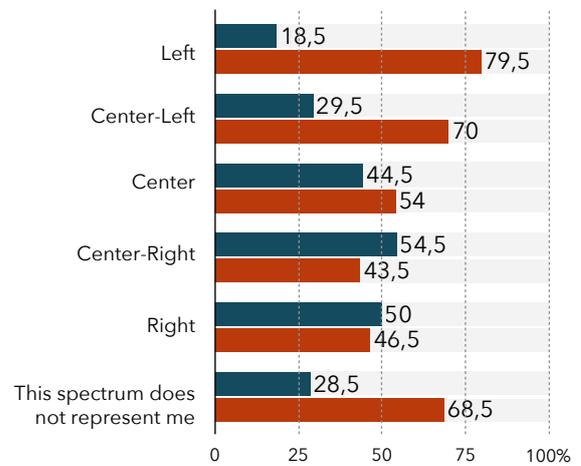
Level of education



Financial status



Political affiliation on the Left-Right political spectrum





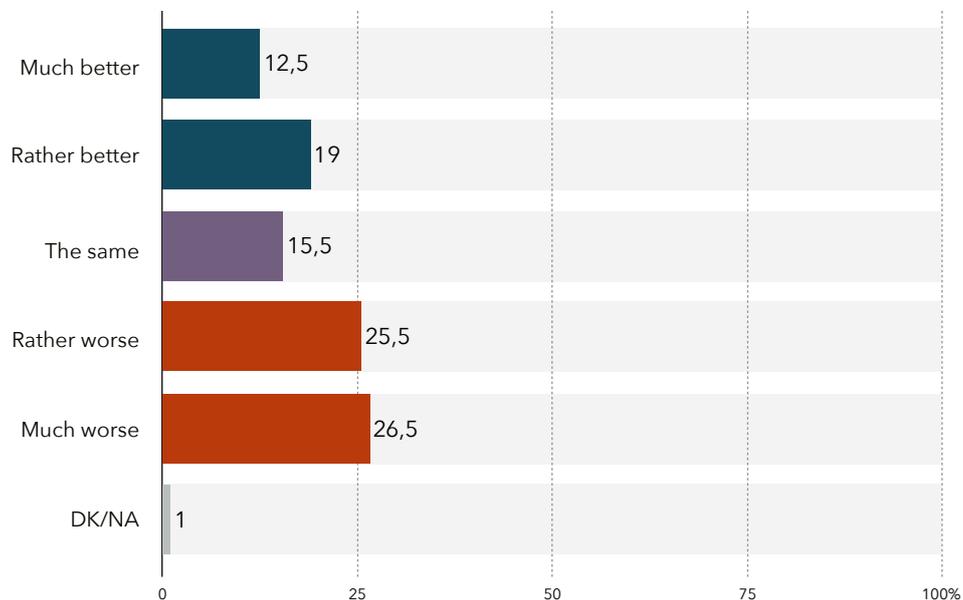
Quality and Characteristics of Media Evaluation

Compared to a decade ago, 52% of the public considers the quality of news in Greece to be worse, describing it as either "much worse" (26.5%) or "rather worse" (25.5%). 31.5% believe that the quality of news is better today, while 15.5% say it is "the same".

Compared to ten years ago, the quality of news in Greece is...

>The quality of news in Greece, compared to ten years ago

It is worse, respond a total of 52%

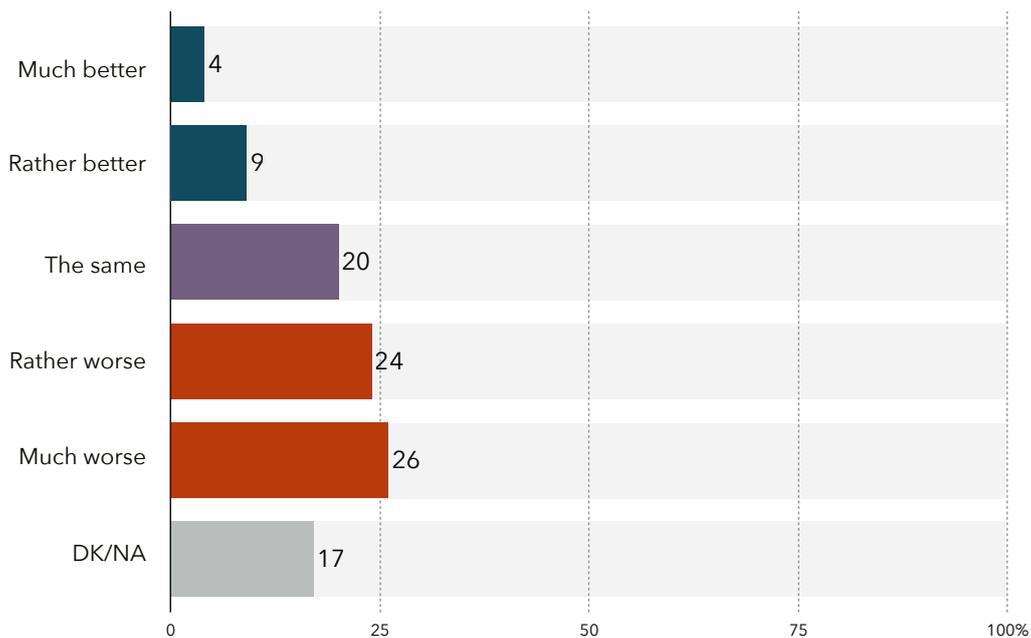


Comparing Greek media with European media in general, one in two respondents say that the quality of information is worse in domestic media. 13% believe that the information provided by Greek media is better than that provided by European media, while 20% say it is "the same".

Compared to European media, the quality of information from Greek media is...

>The quality of information provided by Greek media, compared to European media

It is worse, says one in two



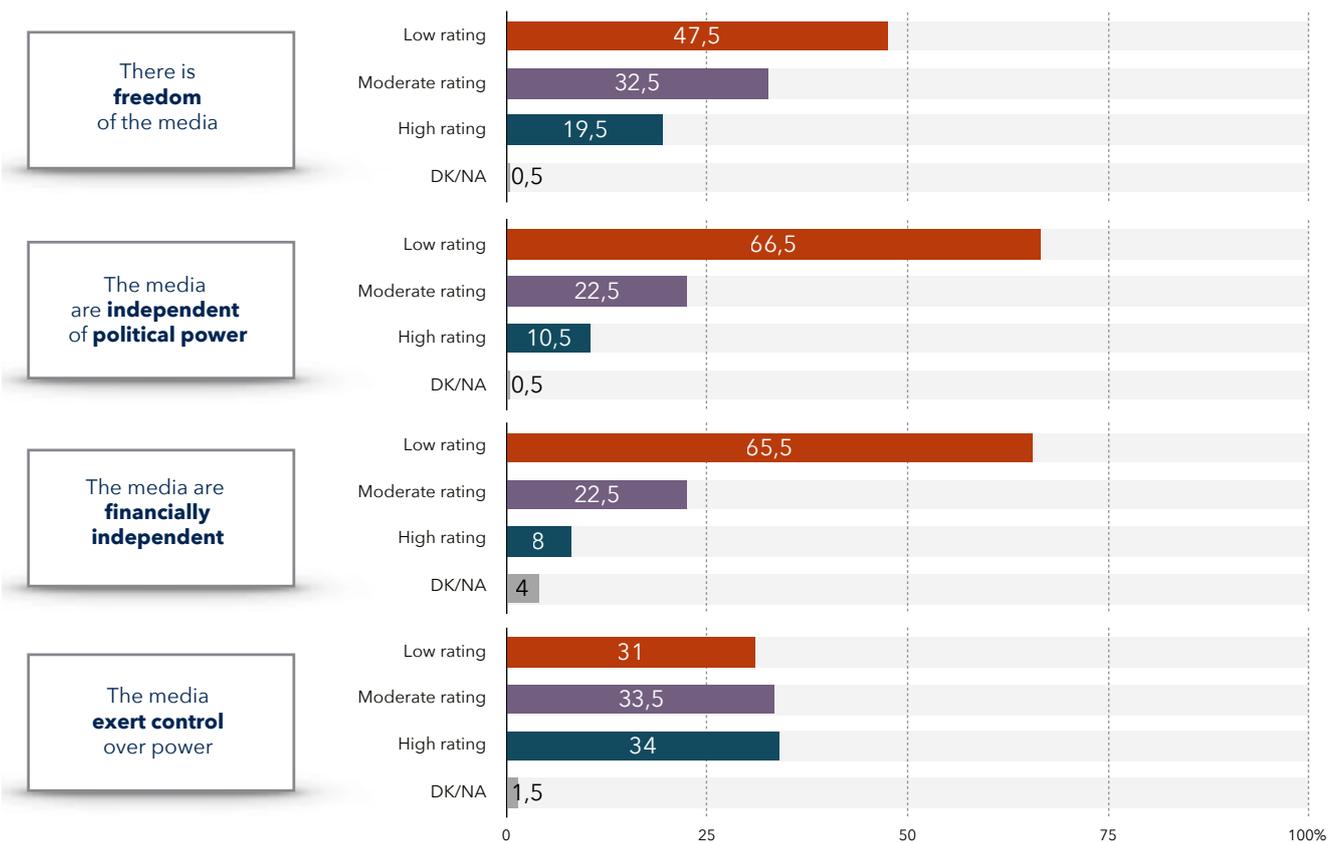
When asked to evaluate the media in Greece in terms of their freedom, independence and control exercised over power, respondents give a low score of 47.5% to the freedom of Press, 66.5% to its independence from political power and 65.5% to its economic independence. The sample is "split" between the different degrees of control that they consider that the media exert on power: 34% say high, 33.5% say medium and 31% say low.

On a scale from 0 to 10, where 0 means "not at all" and 10 means "to an excessive extent", to what extent would you say that in Greece:

- There is freedom of the media
- The media are independent of political power
- The media are financially independent
- The media exert control over power

>Evaluation of the media in Greece in regard to four characteristics

The majority believes that the degree of freedom and independence of the media is low. Respondents' responses are almost "split" between the different degrees of control exercised by the media over power



Note: Participants' responses were grouped into three categories: low rating for scores 0-4, moderate rating for scores 5-7, high rating for scores 8-10

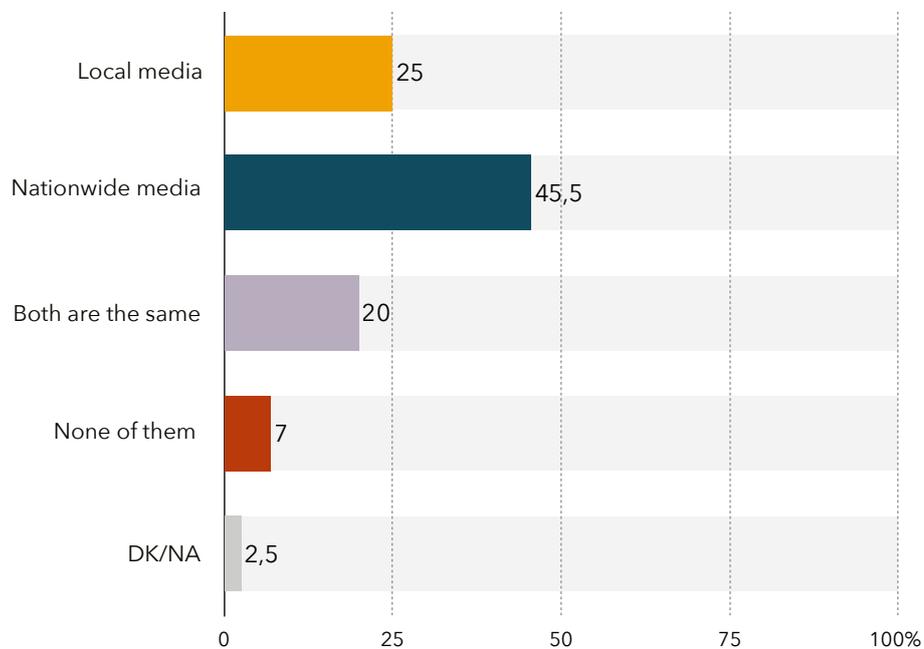
When comparing local and nationwide media, respondents consider that the latter are better at responding to breaking news (45.5%) and that they offer more interesting content (50%). However, when asked which of them are objective and reliable, 30% of the sample answered local, while 20.5% answered "none". Almost two in ten say that both categories operate "the same" in terms of each individual characteristic.

If we compare local media, such as websites, radio stations and local circulation/interest newspapers, with nationwide media, which would you say...

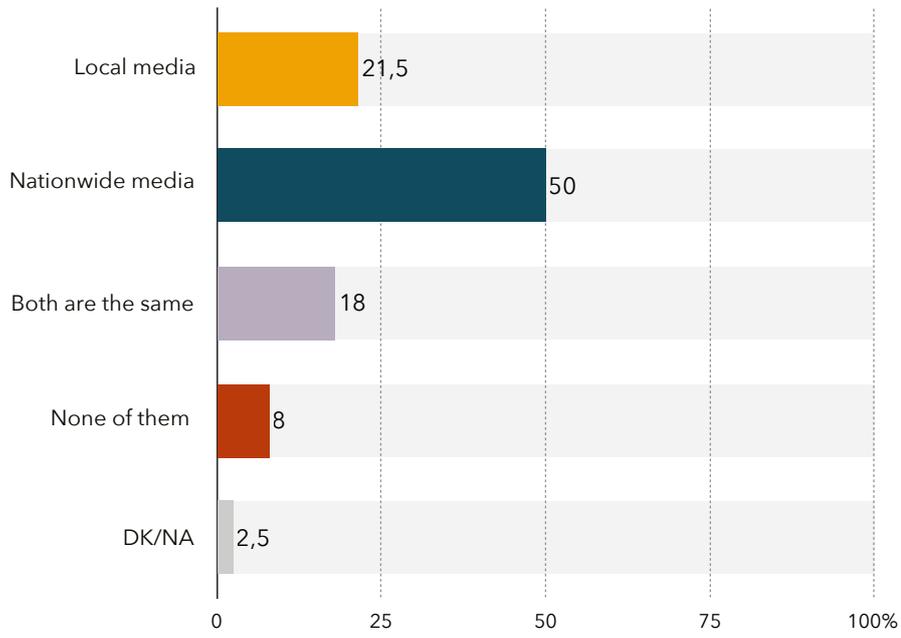
>Comparison of local and nationwide media in regard to three characteristics

One in two believe that nationwide media respond better to breaking news and broadcast more interesting content - In comparison, local media are considered more reliable

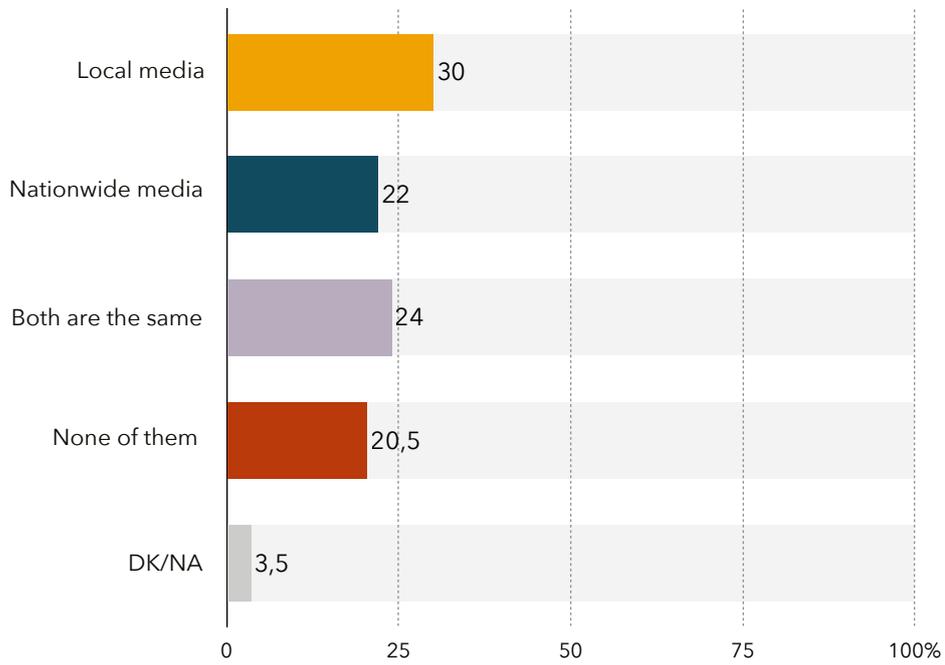
They respond better to breaking news



They have more interesting content



They are objective and reliable

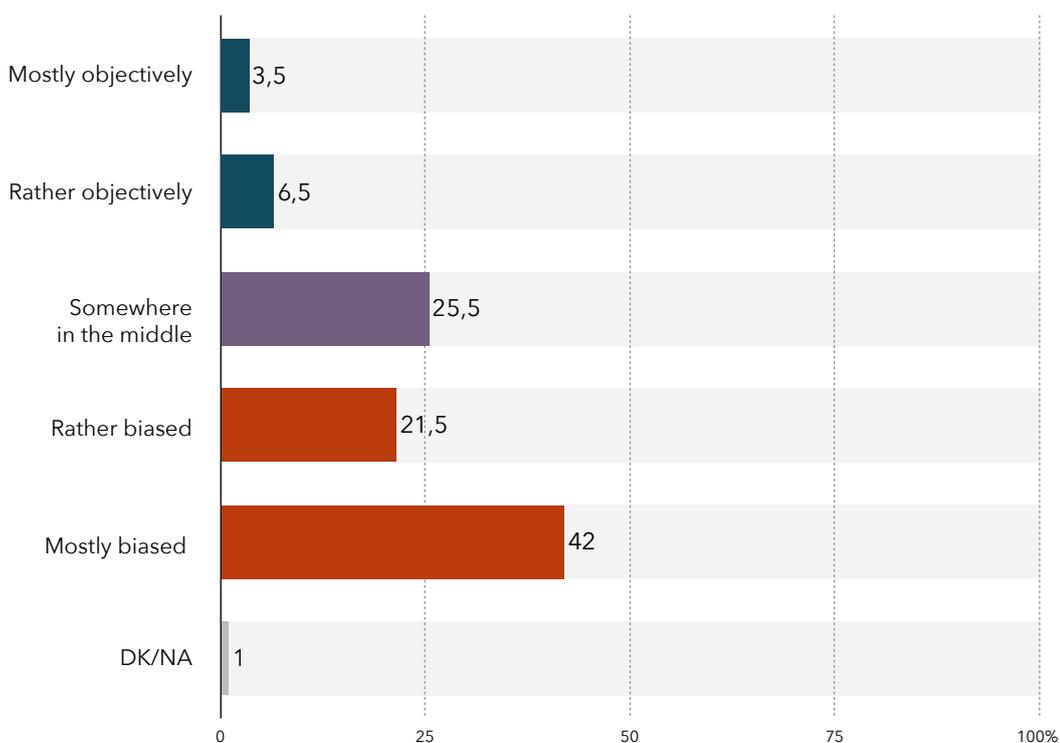


Views and Attitudes Towards Journalists and the Media

The majority of the sample (63.5%) believe that journalists in our country are biased when broadcasting/publishing news, with 42% answering “mostly biased” and 21.5% estimating that they are “rather biased”. One in four say that the news coverage is “somewhere in the middle”, between “objectivity” and bias. 10% of respondents believe that journalists deliver the news objectively.

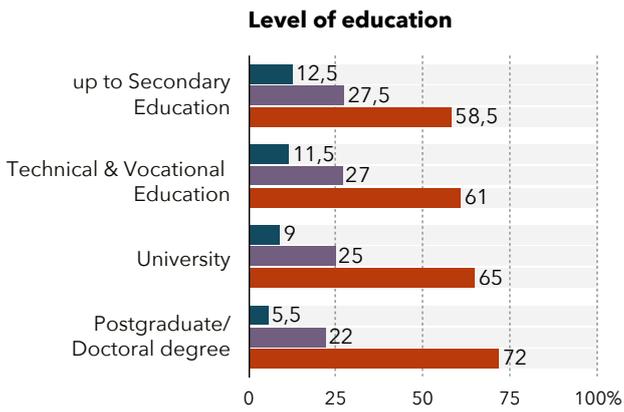
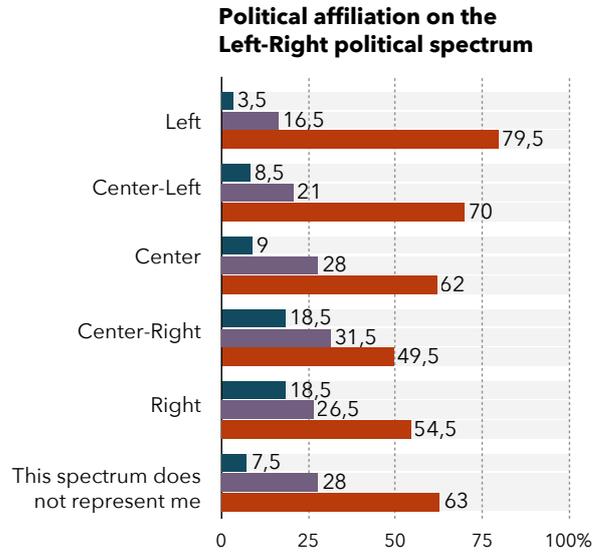
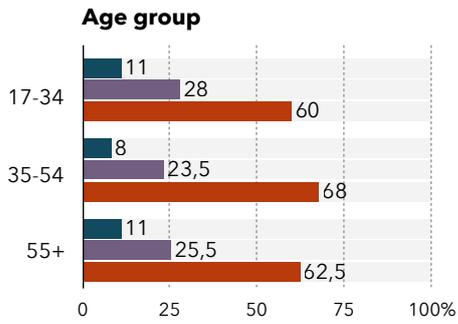
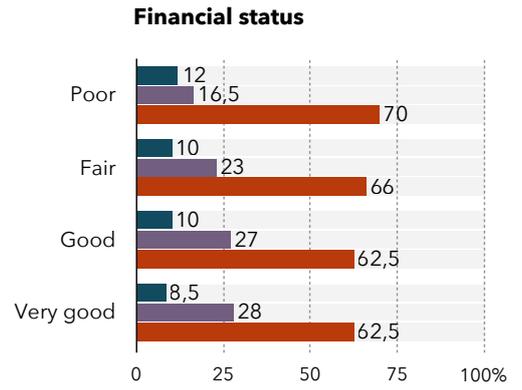
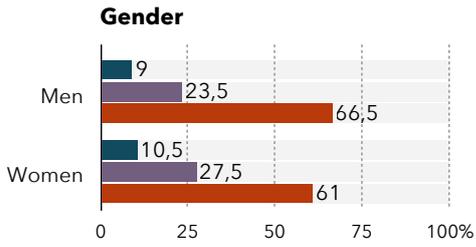
>Do journalists in Greece report mostly objectively or do they report the news with some bias?

63.5% believe that journalists are biased when reporting news



By demographic category

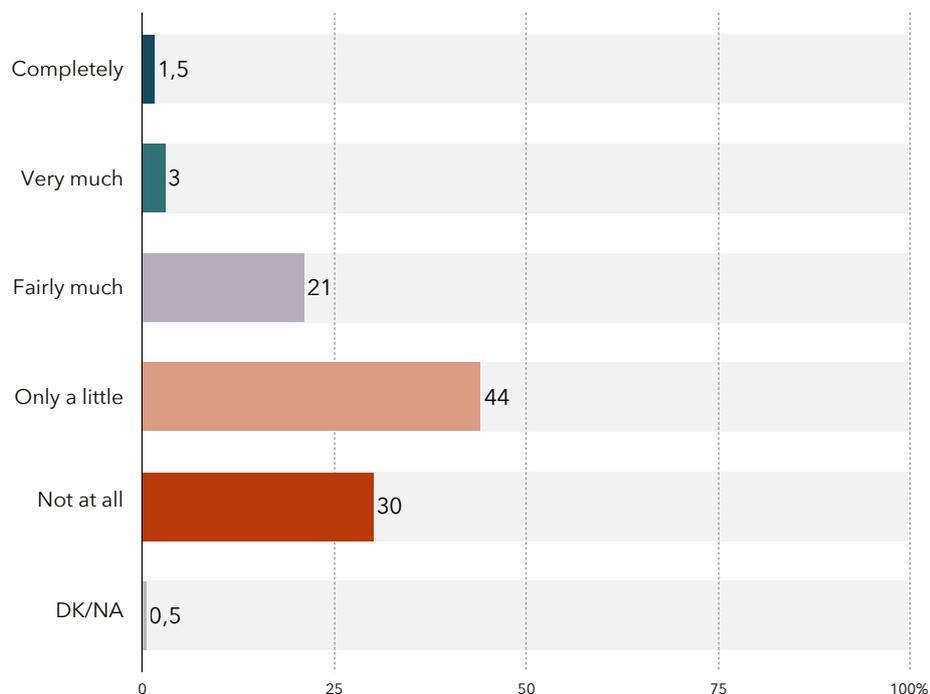
Objectively Somewhere in the middle Biased



The majority of the public (74%) does not trust journalists in Greece: specifically, 44% say they have little trust in them and 30% say they do not trust them at all. A fair amount of trust is shown by 21%, while only 4.5% say they trust journalists “very much” or “completely”. Especially among younger people, the rate of distrust rises to 79% in the 17-34 age group and 76.5% for those aged between 35 and 54. When the analysis also takes into account the political self-positioning of the sample on the Left-Right political spectrum, it emerges that the vast majority of those who place themselves on the Left (85.5%) do not trust journalists in our country. The rates of distrust are also very high among those who position themselves on the Center-Left (79.5%) and the Center (71%), as well as among those who say that they are not politically represented by the Left-Right spectrum (78%). The percentage of those who say that they have little or no trust in journalists and are politically represented by the Center-Right and the Right is reduced to 55% and 62% respectively.

>How much do you trust journalists in Greece?

74% do not trust journalists, with 44% responding “only a little” and 30% “not at all”



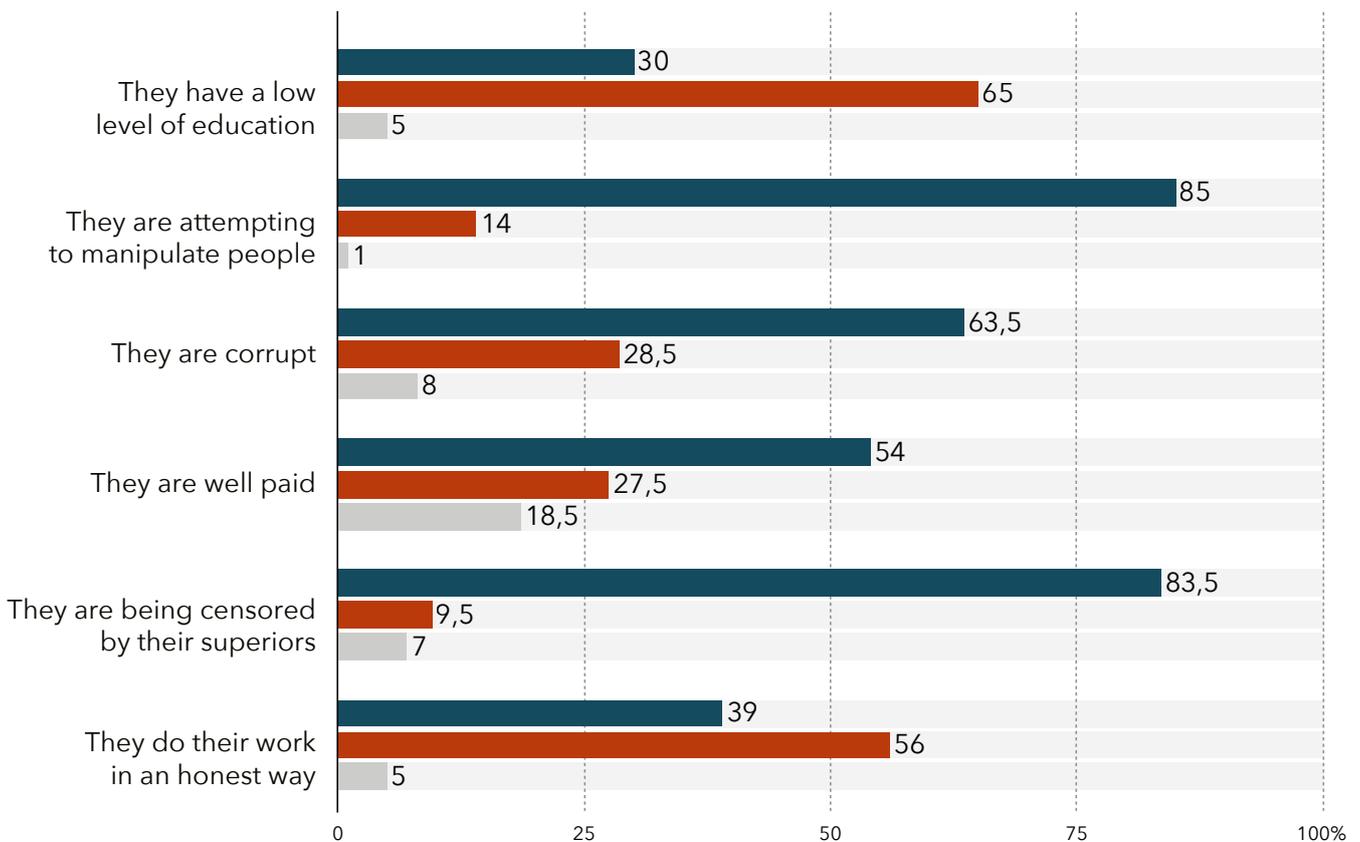
As it emerges from the responses of participants to a series of questions about their opinion on individual characteristics of journalists in our country, the public believes that, although well qualified (65%), journalists “attempt to manipulate people” (85%), “are censored by their superiors” (83.5%), “are corrupt” (63.5%) and untrustworthy (63.5%). When asked if journalists are well paid, one in two participants (54%) respond positively and 27.5% respond negatively – the “don’t know/no answer” option receives 18.5% of the answers.

Do you think that journalists in Greece...

■ Yes ■ No ■ DK/NA

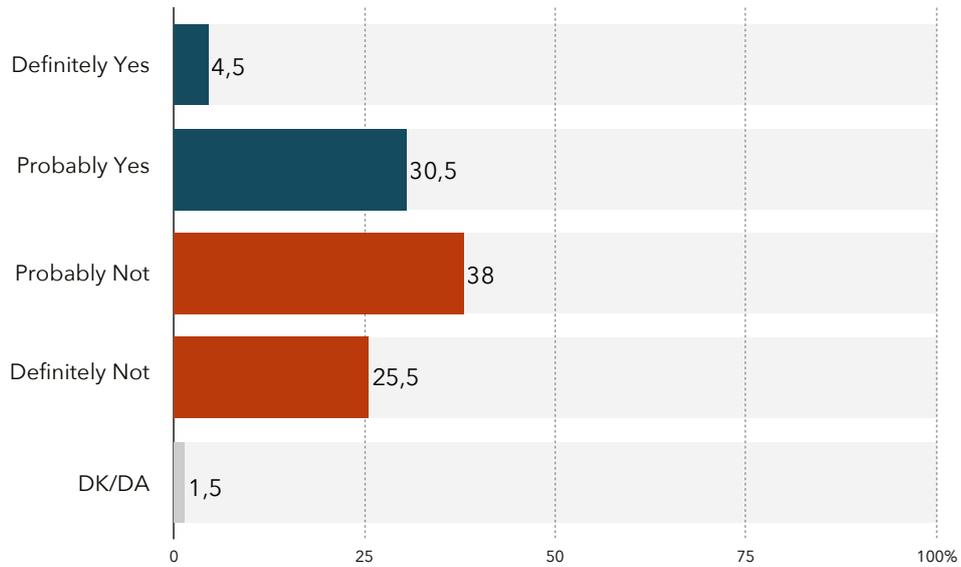
>The public’s view of journalists in Greece

The majority of the respondents believe that journalists, although well educated, lack credibility and professional integrity - The vast majority state that journalists are “censored by their superiors” and “attempt to manipulate” people



Note: Respondents were able to choose between the following answers: Yes, Probably Yes, Probably Not, No, DK/NA. Here, their responses are grouped accordingly.

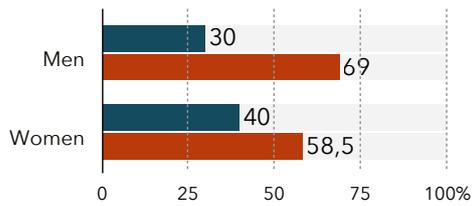
>They are reliable



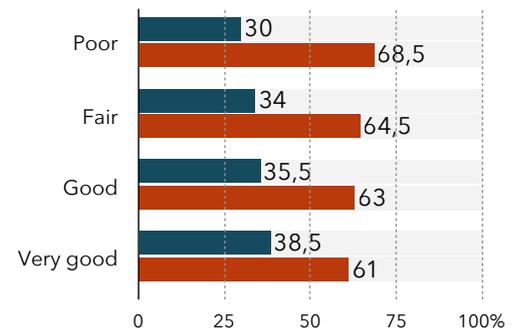
By demographic category

■ Yes ■ No

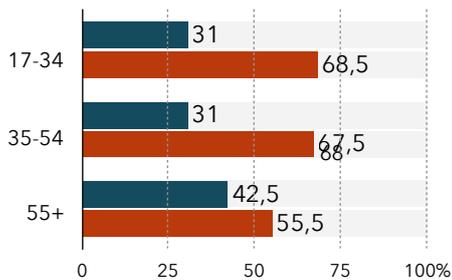
Gender



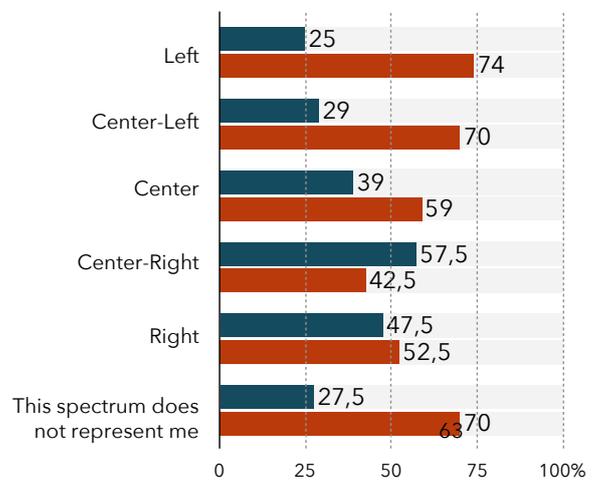
Financial status



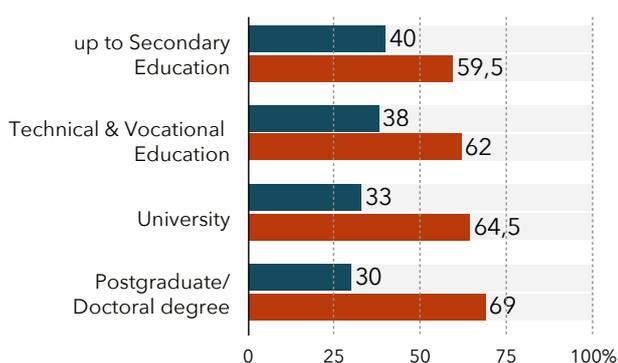
Age group



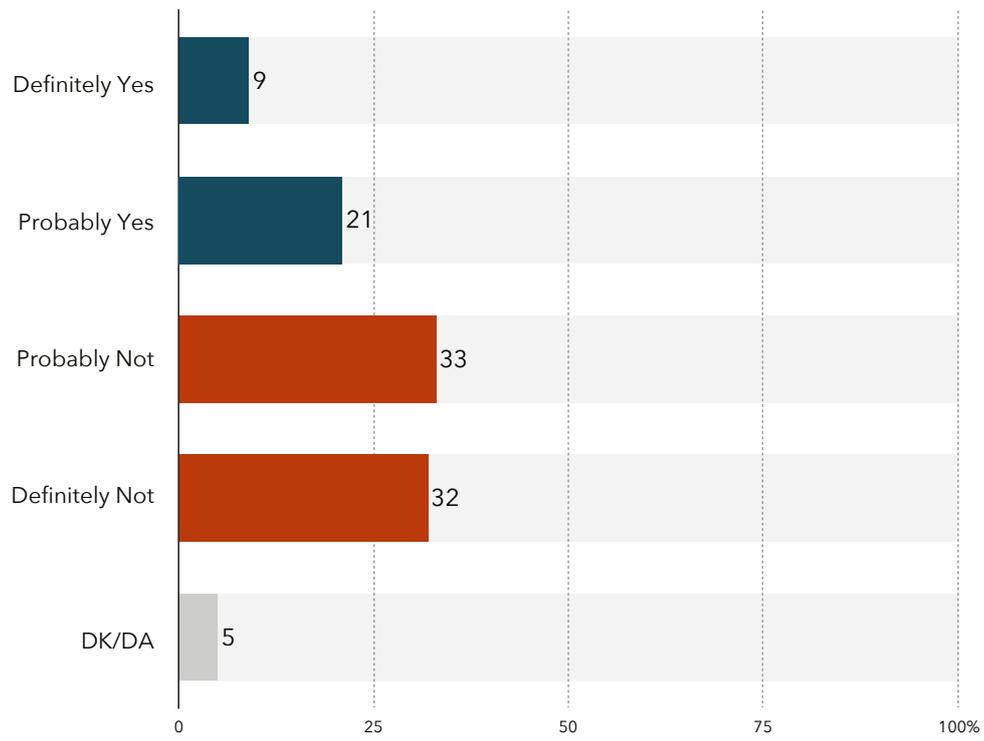
Political affiliation on the Left-Right political spectrum



Level of education



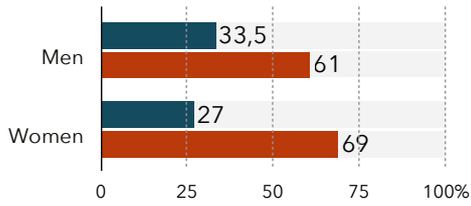
>They have a low level of education



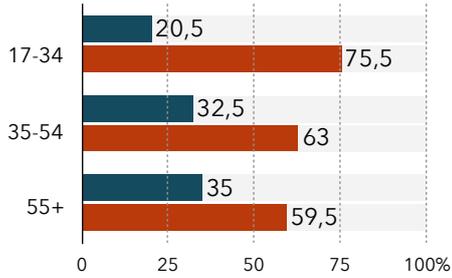
By demographic category

■ Yes ■ No

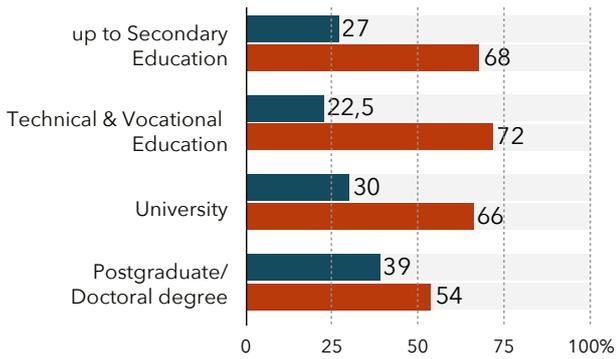
Gender



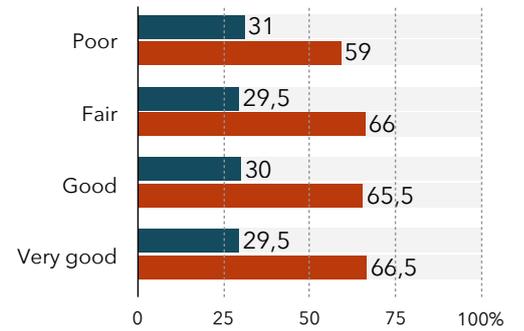
Age group



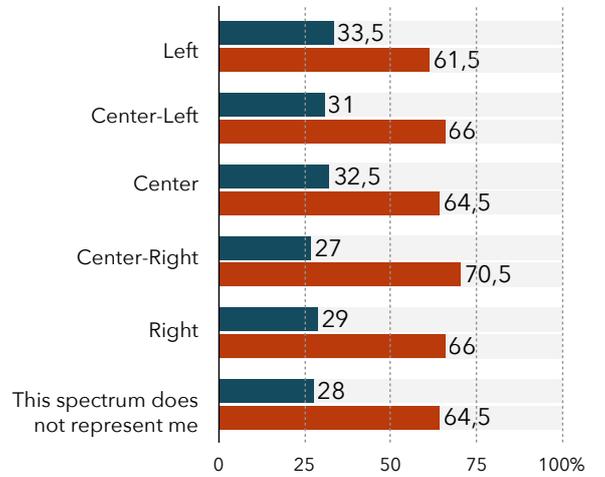
Level of education



Financial status

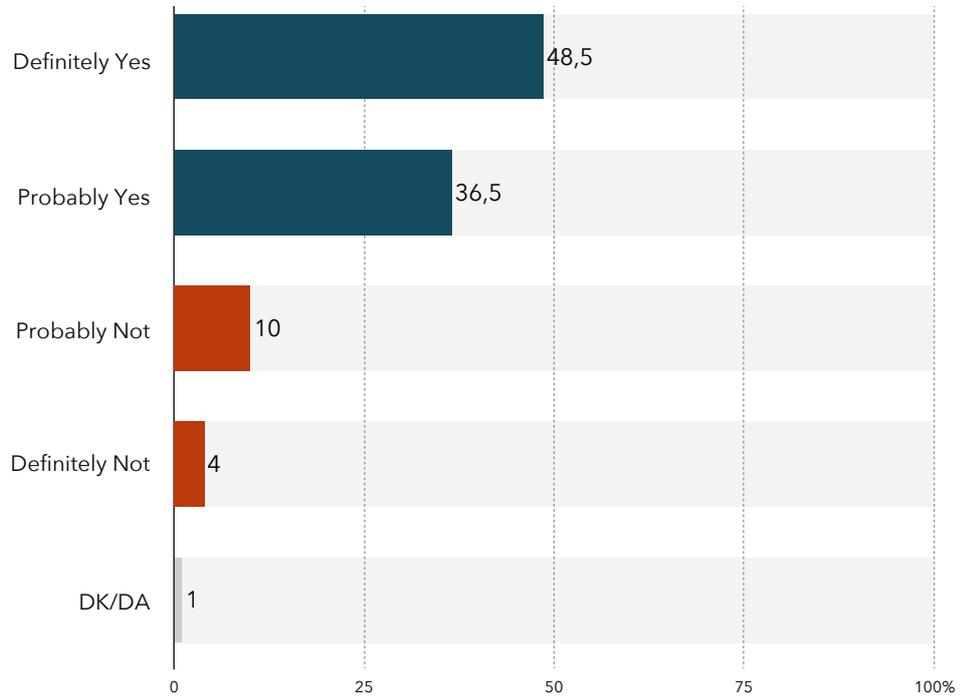


Political affiliation on the Left-Right political spectrum



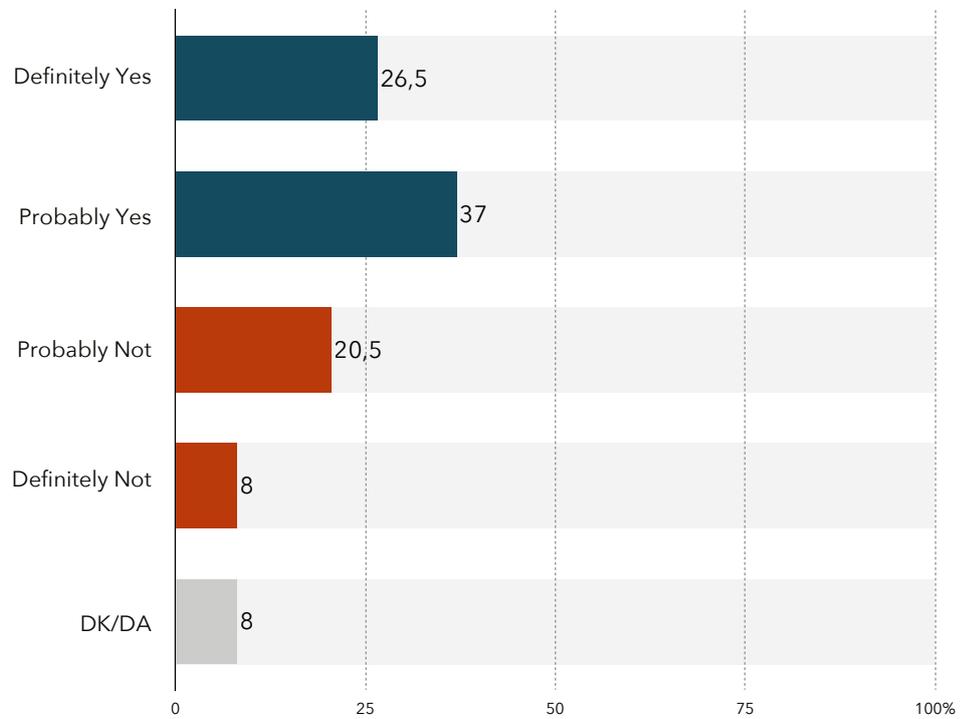
Do you think that journalists in Greece...

>They are attempting to manipulate people



Do you think that journalists in Greece...

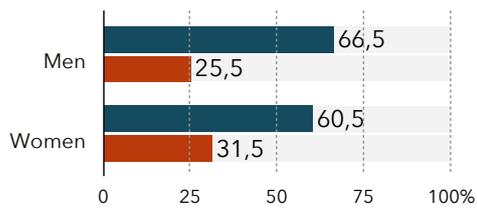
>They are corrupt



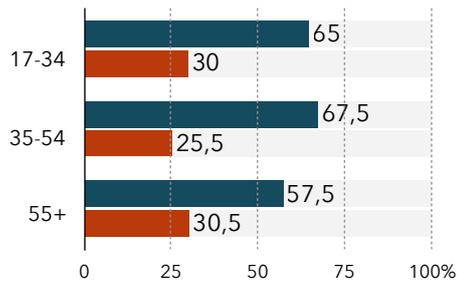
By demographic category

■ Yes ■ No

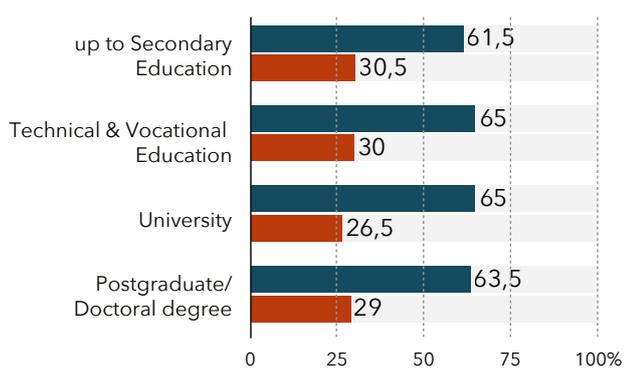
Gender



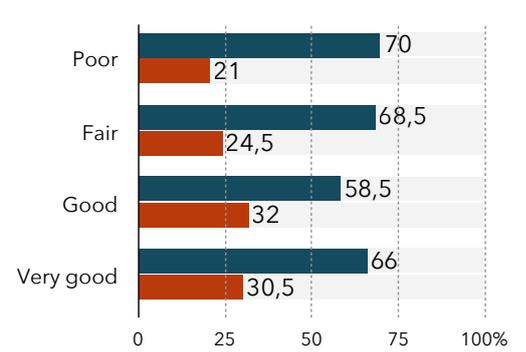
Age group



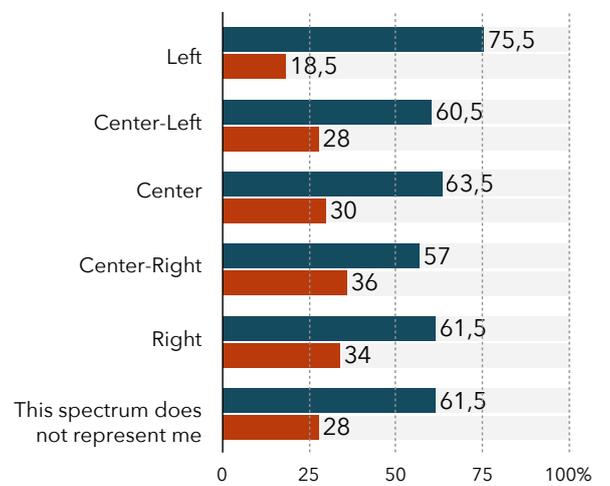
Level of education



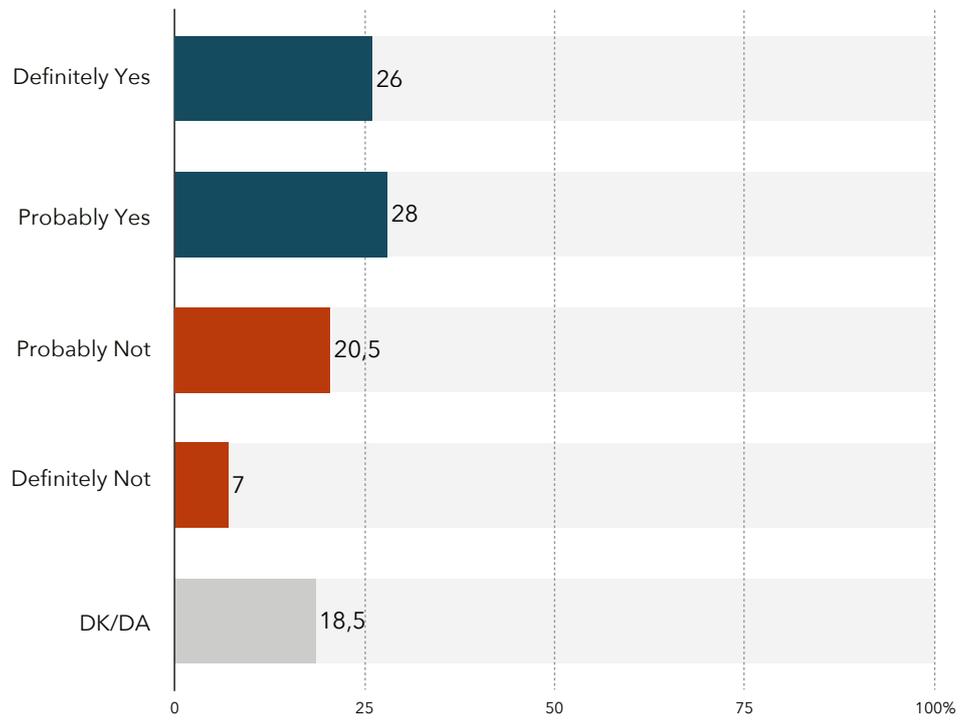
Financial status



Political affiliation on the Left-Right political spectrum



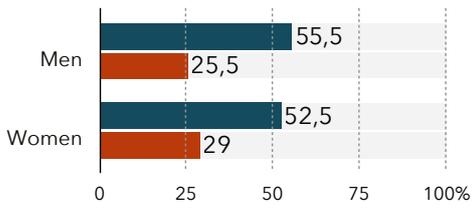
>They are well paid



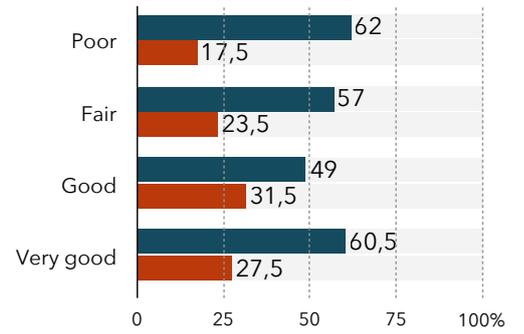
By demographic category

■ Yes ■ No

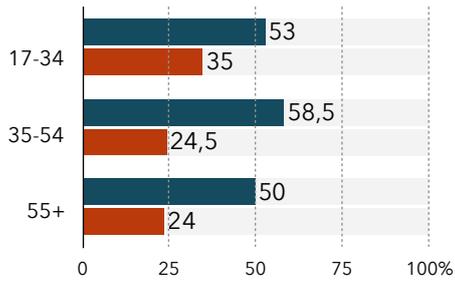
Gender



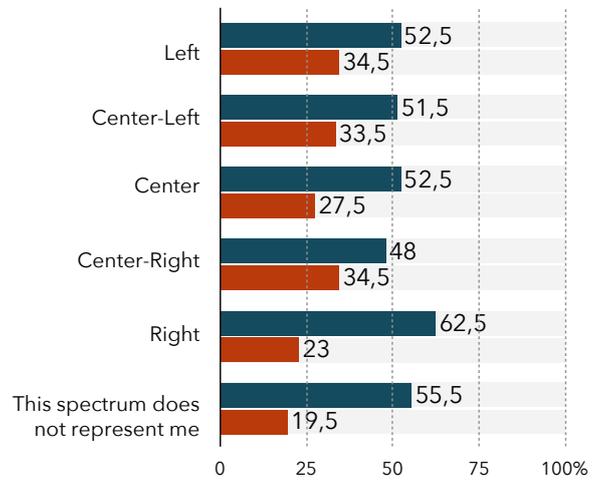
Financial status



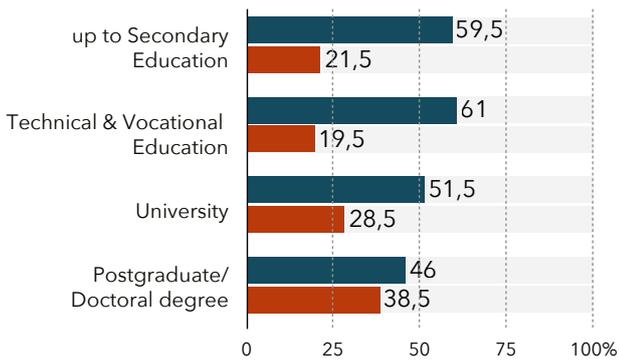
Age group



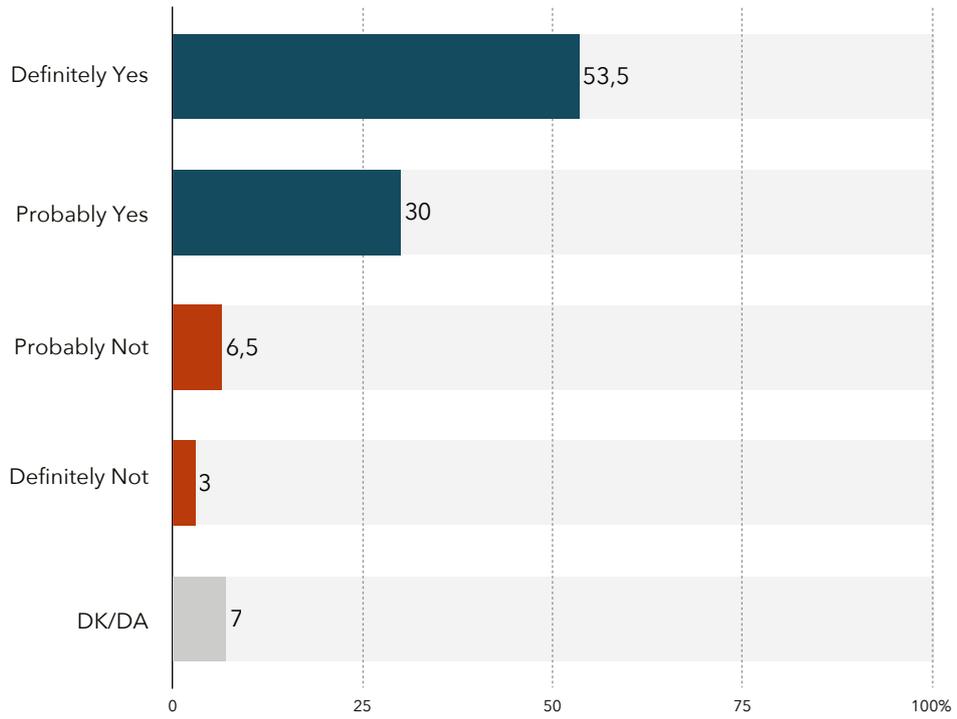
Political affiliation on the Left-Right political spectrum



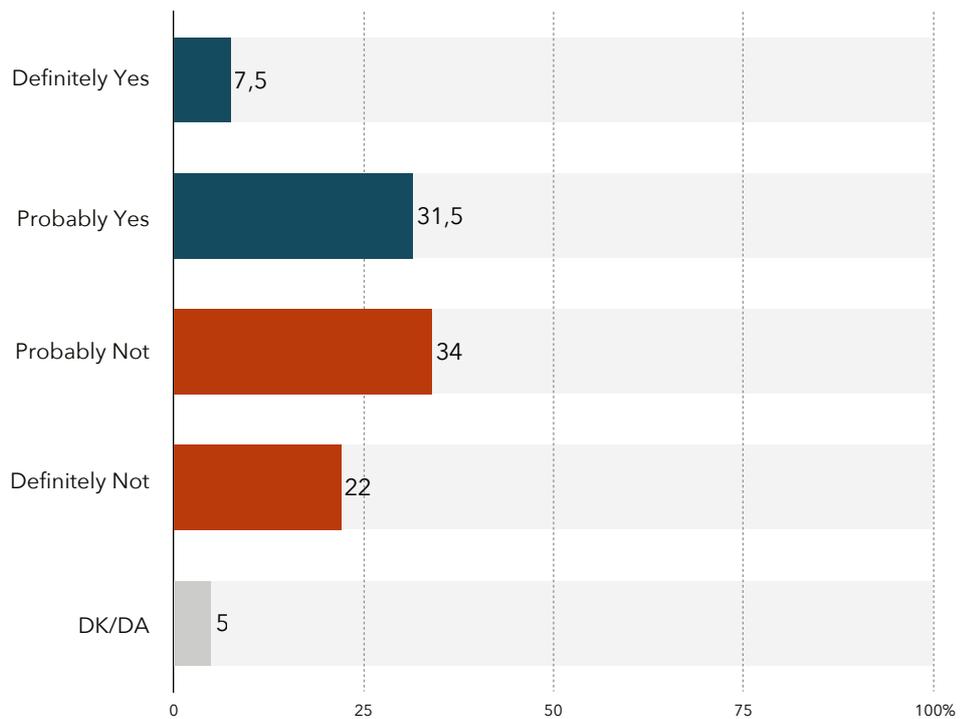
Level of education



>They are being censored by their superiors



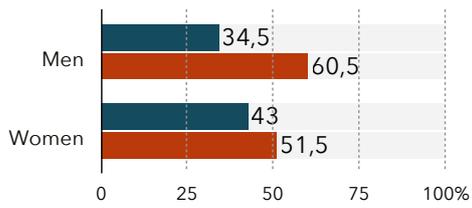
>They do their work in an honest way



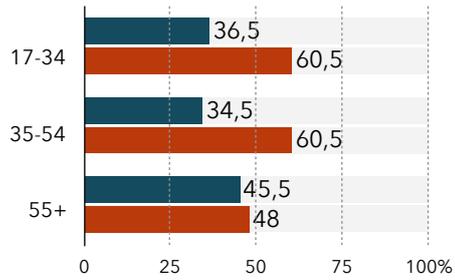
By demographic category

■ Yes ■ No

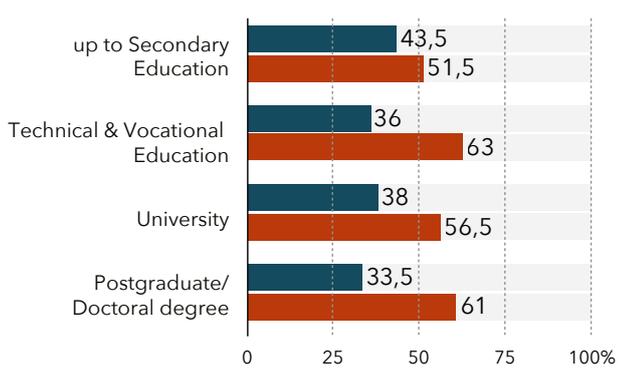
Gender



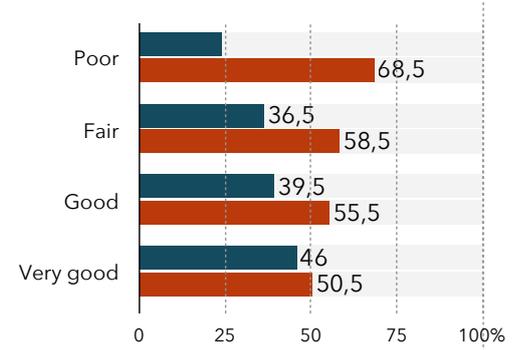
Age group



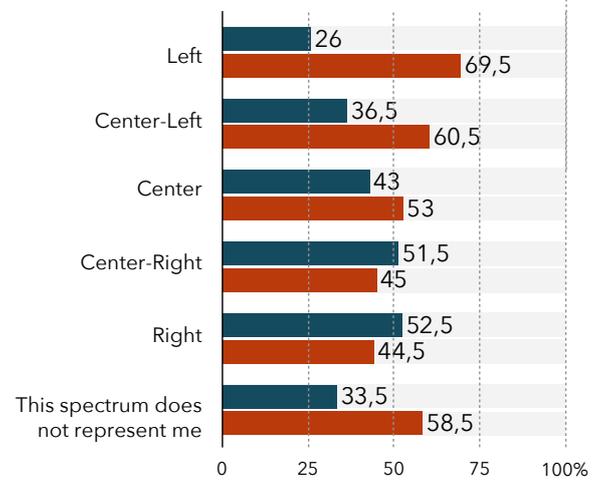
Level of education



Financial status



Political affiliation on the Left-Right political spectrum





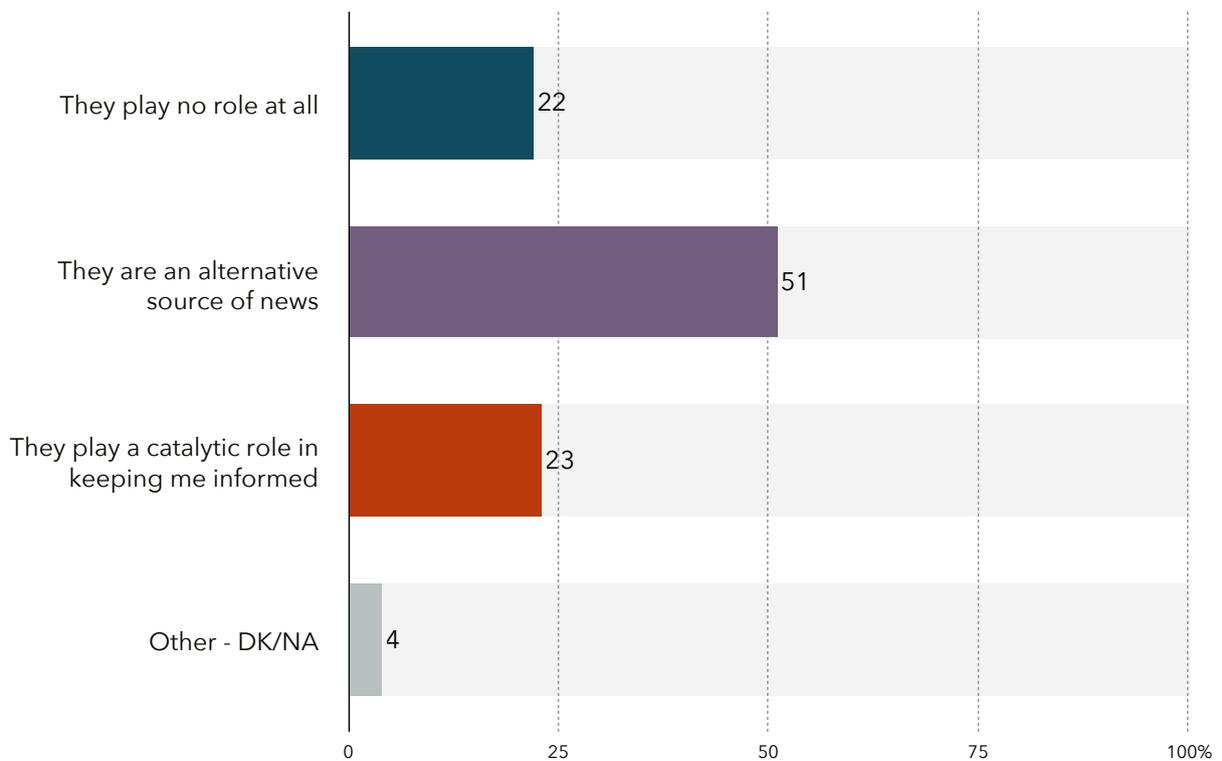
The Role of Social Media in Providing the News

23% of the public say that social media “play a catalytic role in keeping me informed”, but 22% say they “play no role at all”. One in two respondents say that social media “is an alternative source of news”.

What role do social media play in keeping you informed?

>The role of social media in providing the news for the public

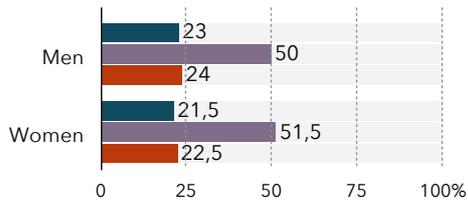
For two in ten, social media plays a catalytic role in keeping them informed



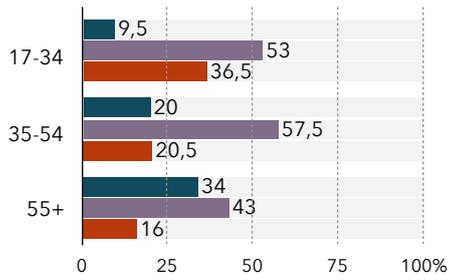
By demographic category

None Alternative source Main source

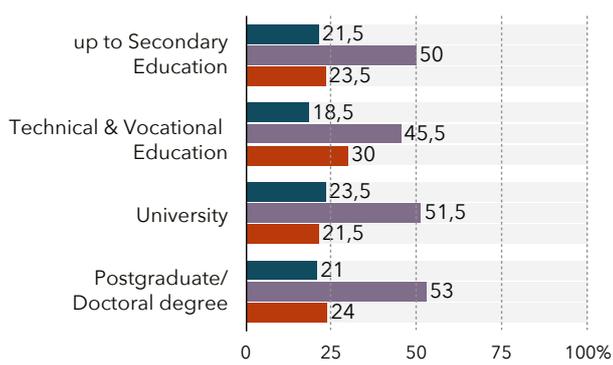
Gender



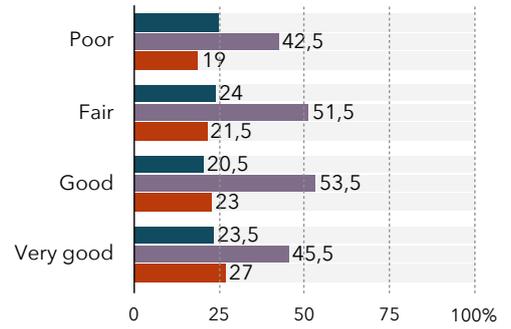
Age group



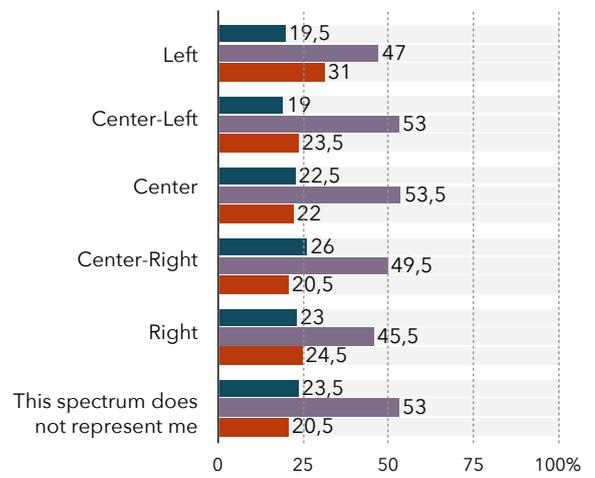
Level of education



Financial status



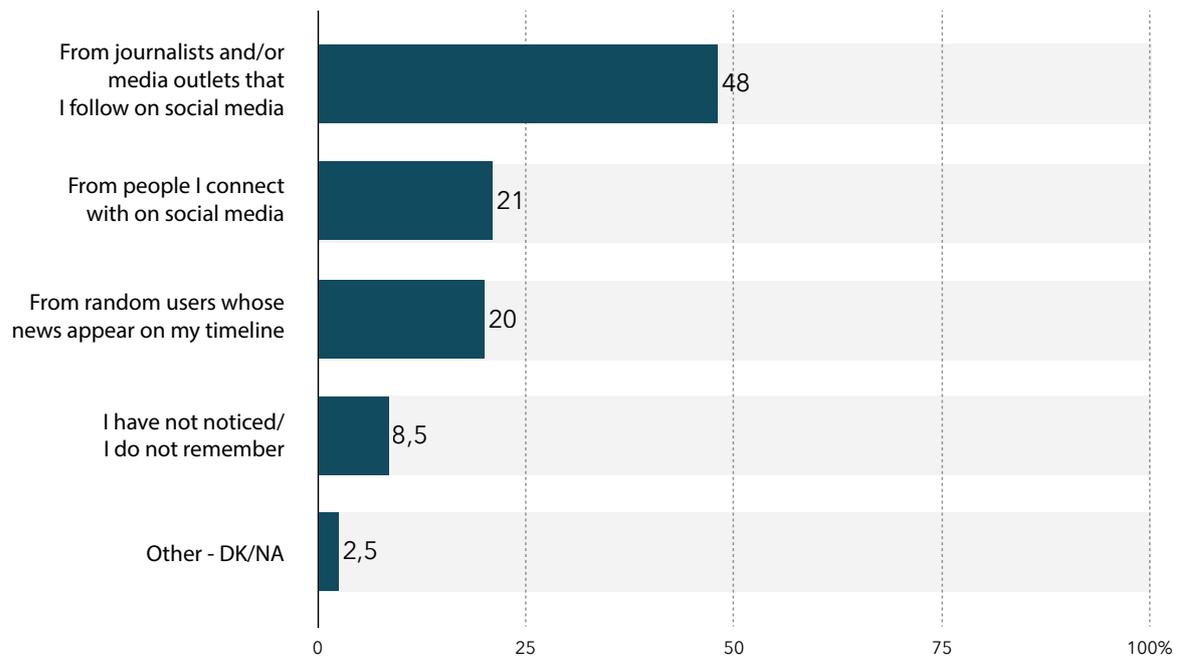
Political affiliation on the Left-Right political spectrum



However, one in two of those who say that social media play a role in keeping them informed, when asked where the news content they read on the platforms mainly comes from, state “from journalists and/or media outlets that I follow on social media”. “From people I connect with on social media” answer 21%, while 20% respond “from random users whose news appear on my timeline”.

>The origin of news content on social media

Journalists and media are the main sources for 48%



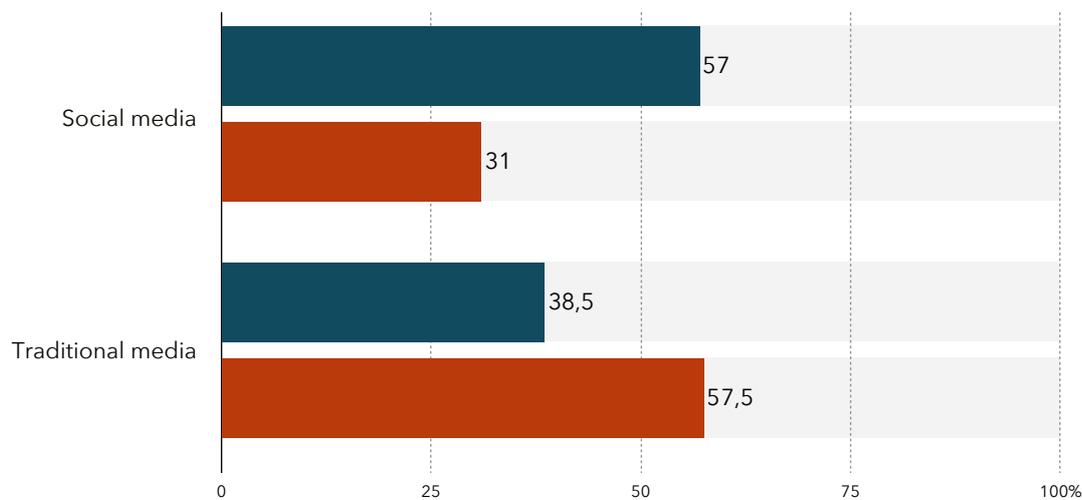
Note: The analysis only refers to those who responded that social media play a role in keeping them informed. The graph is presented ordered by the percentage of responses each of the options gathered by respondents –not by the original order in which they were listed in the questionnaire.

When participants are asked if they have ever read/heard a news story and then found out that it was fake, 57% say it happens very or fairly often on social media and 31% say it happens "rarely" or "never". The picture is reversed when the same question is asked about the so-called "traditional" media: 57.5% say that it rarely or never happens to hear/read a news story and then find out that it was fake, while 38.5% say it happens very or fairly often.

>Comparison of incidents of fake news in social media and "traditional" media

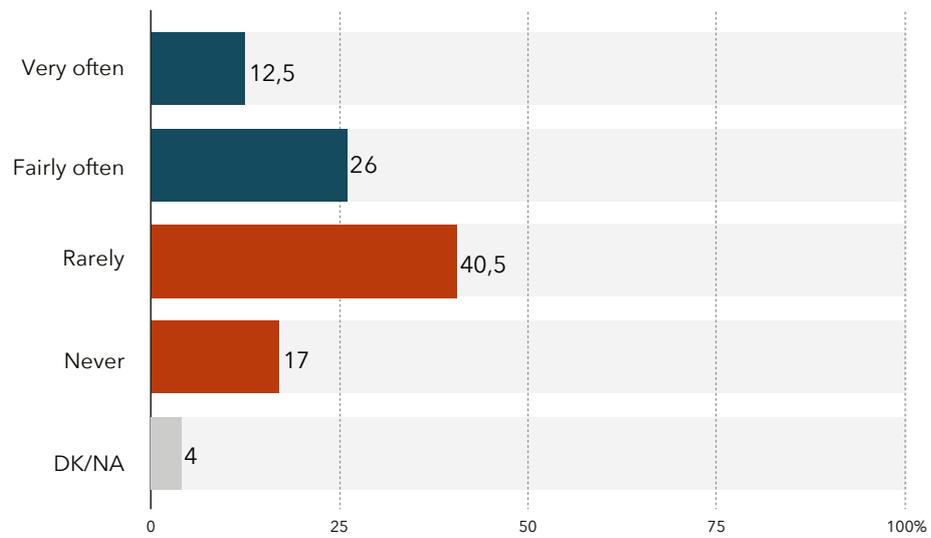
Often Rarely/Never

57% "often" read a news story on social media and then discover that it was fake - The percentage "drops" to 38.5% regarding "traditional" media

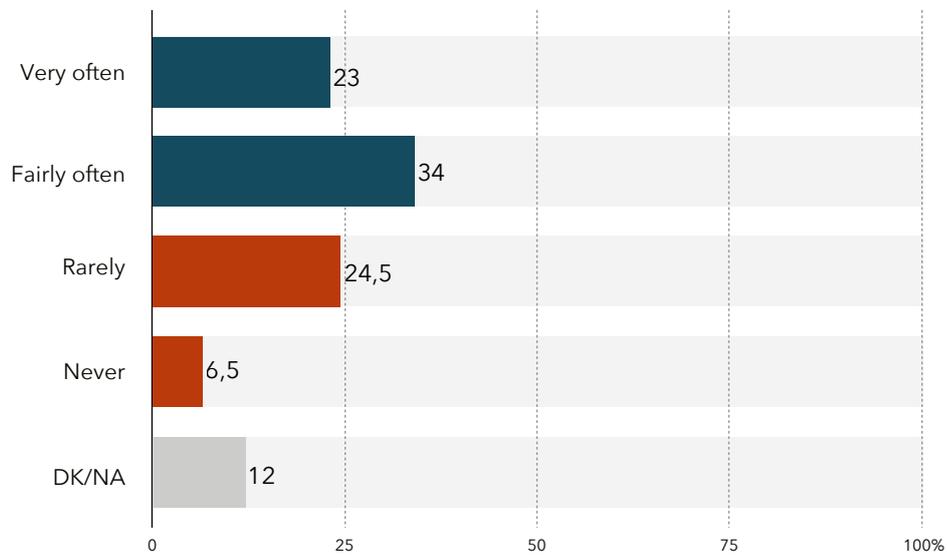


Note: Participants were asked separately if they had ever heard or read a news story on social media on the one hand and in "traditional" media on the other and then found out that it was fake. The options available were: Very often, Fairly often, A few times, Never, DK/NA. Here, the participants' responses are grouped accordingly.

>Have you ever heard or read a news story in “traditional” media and then found out that it was fake?



>Have you ever read a news story on social media and then found out that it was fake?



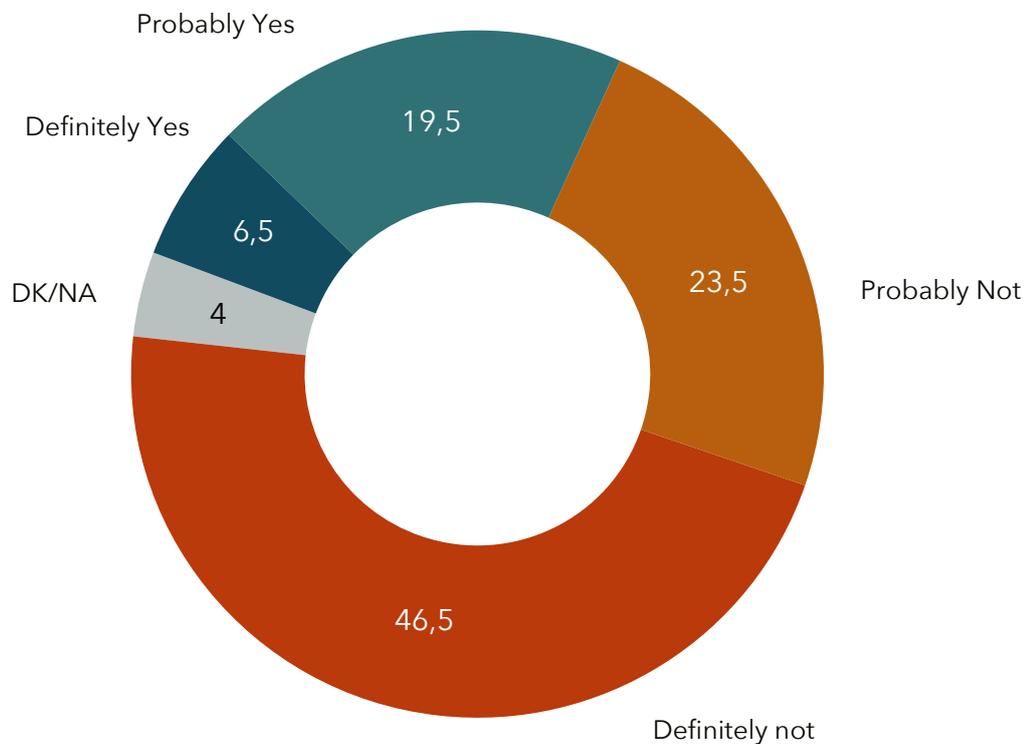


Subscription Content

Seven out of ten respondents answer negatively when asked if they would pay and continue to read their preferred news websites if they were to become subscription-based from tomorrow morning –“definitely not” say 46.5%, “probably not” say 23.5%. 26% of the sample responded positively, with 19.5% saying “probably yes” and 6.5% “definitely yes”. The response “don’t know/no answer” is chosen by 4%.

>If tomorrow morning the websites you obtain your news from were to become subscription-based, would you pay and continue to read them as usual?

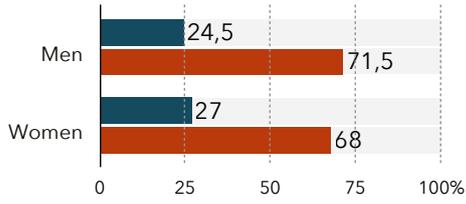
70% answered negatively to the question



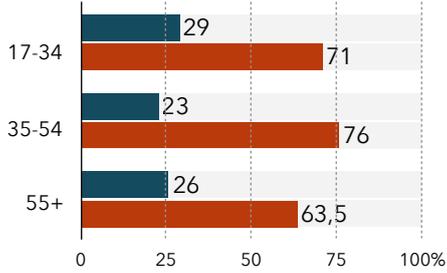
By demographic category

■ Yes ■ No

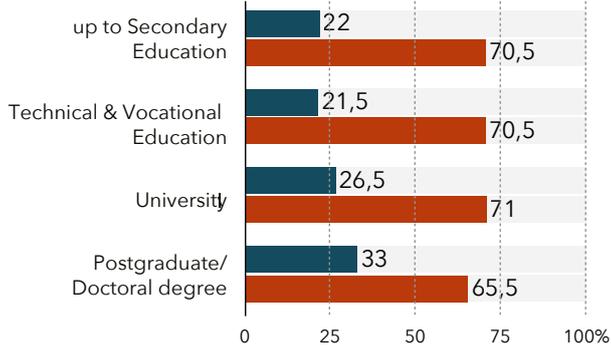
Gender



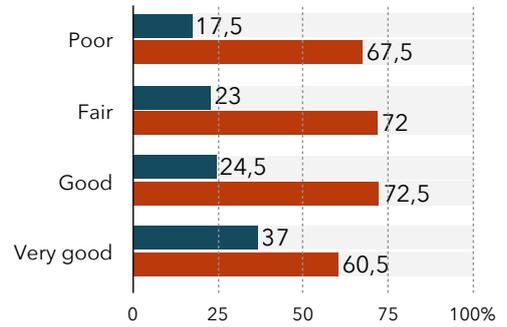
Age group



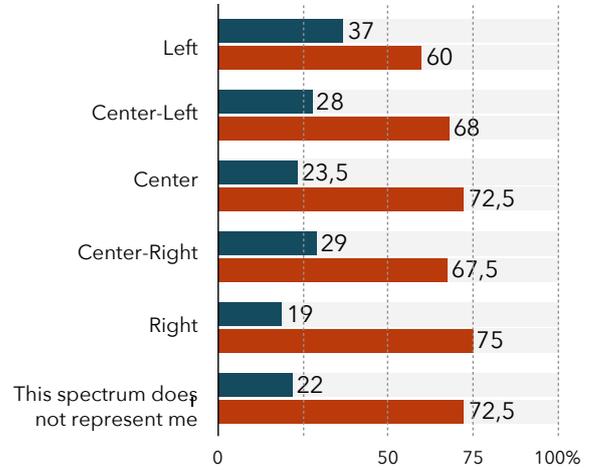
Level of education



Financial status



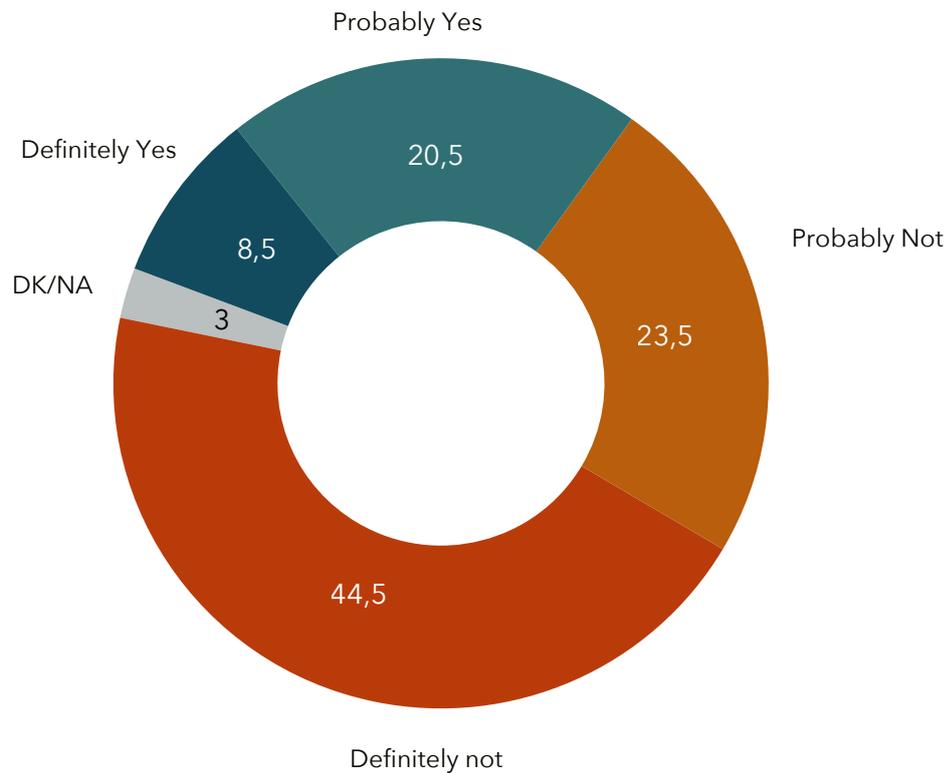
Political affiliation on the Left-Right political spectrum



A similar percentage as those who do not intend to continue reading the websites from which they obtain their news if they become subscription-based say that the public should not have to pay for the journalistic content they consume (68%). At the same time, the majority of the sample (74.5%) responded that news websites should derive their revenues from advertising, when the question is raised in contrast to subscriptions.

>Should the public have to pay for the journalistic content they consume?

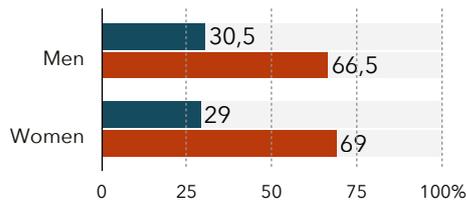
68% answered negatively to the question



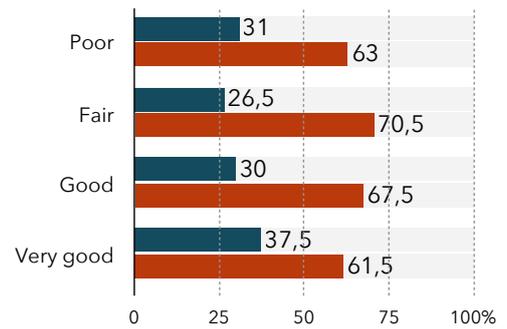
By demographic category

■ Yes ■ No

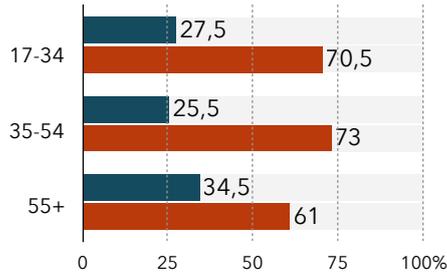
Gender



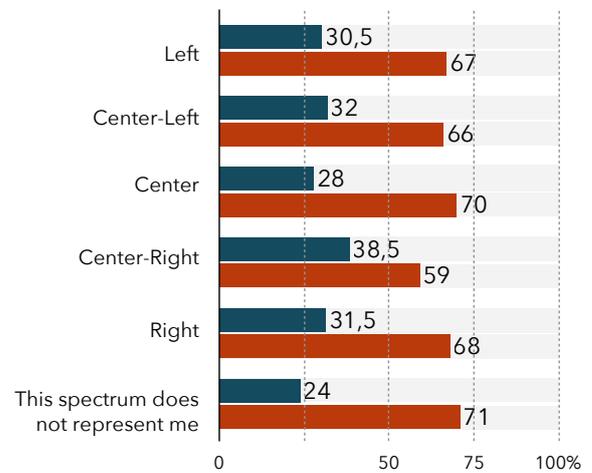
Financial status



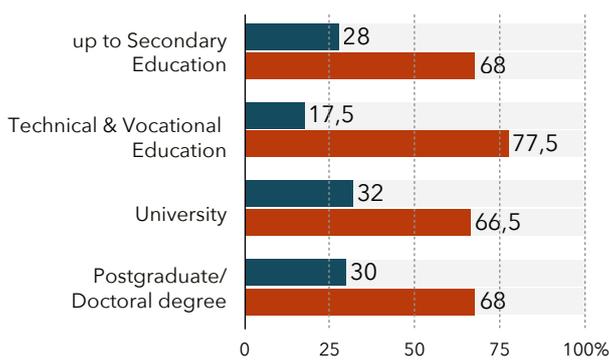
Age group



Political affiliation on the Left-Right political spectrum

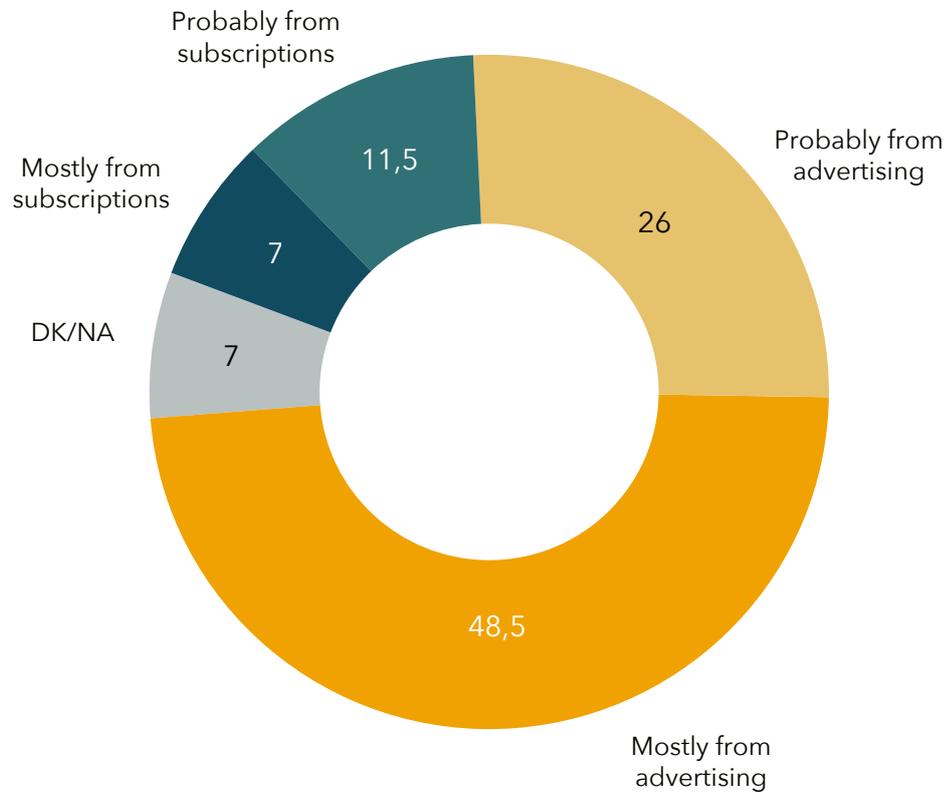


Level of education



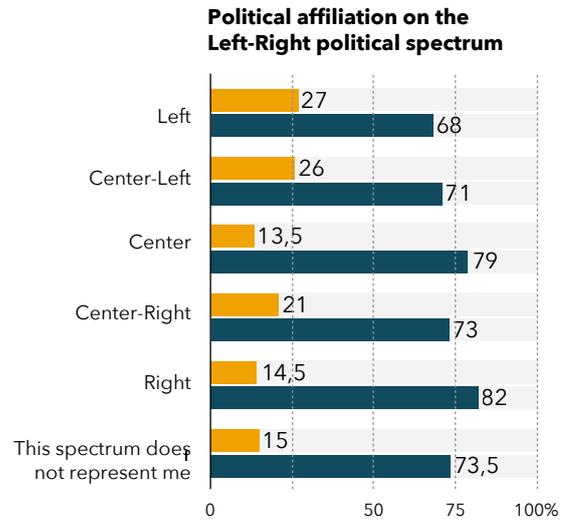
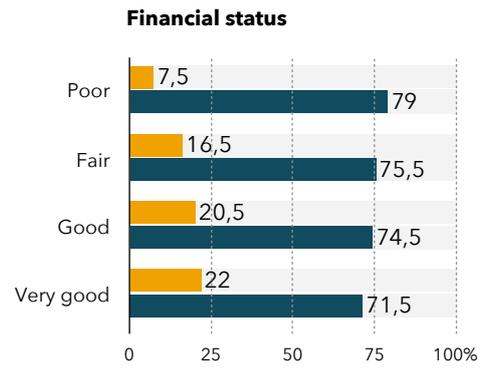
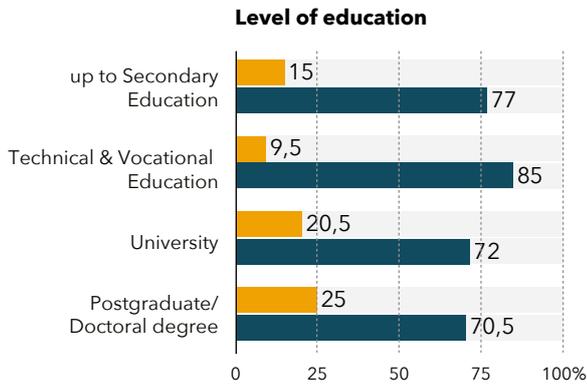
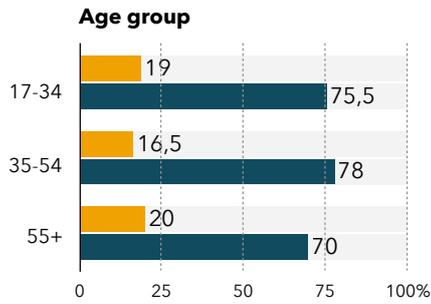
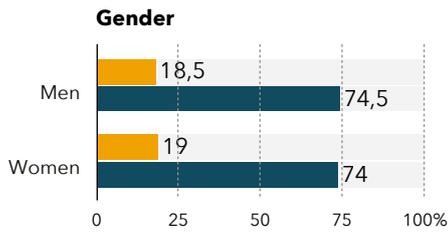
>Where should news websites derive their revenue from?

74.5% respond "from advertising"



By demographic category

Subscriptions Advertising



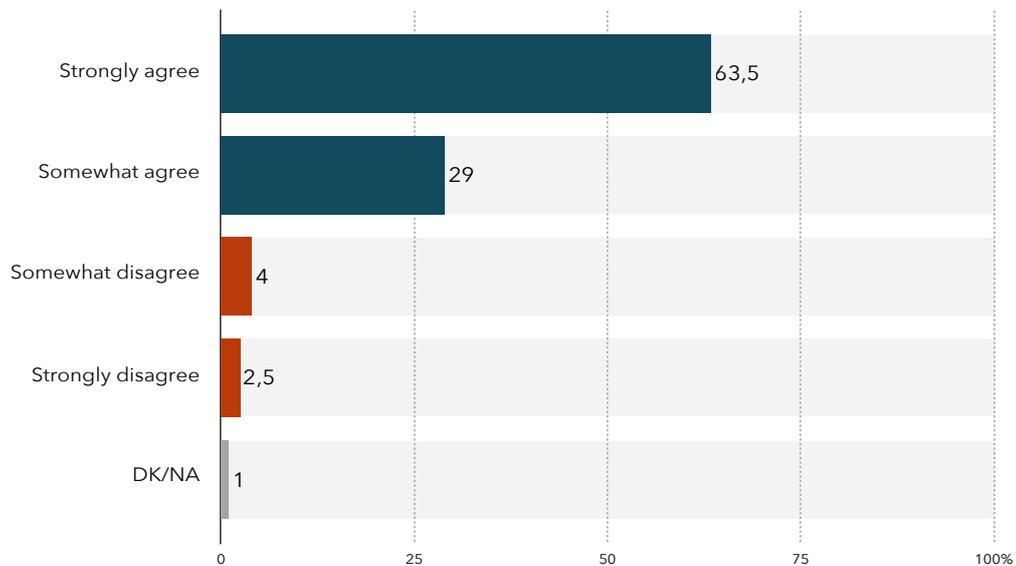
Media and Politics

Almost unanimously, the public believes that in Greece there is excessive dependence of both journalists (92.5%) and the media (93.5%) on governments and/or political parties. 63.5% of the sample state "strongly agree" in both cases.

To what extent would you say that you agree or disagree with the following statements?

>In Greece, journalists are too dependent on governments and/or political parties

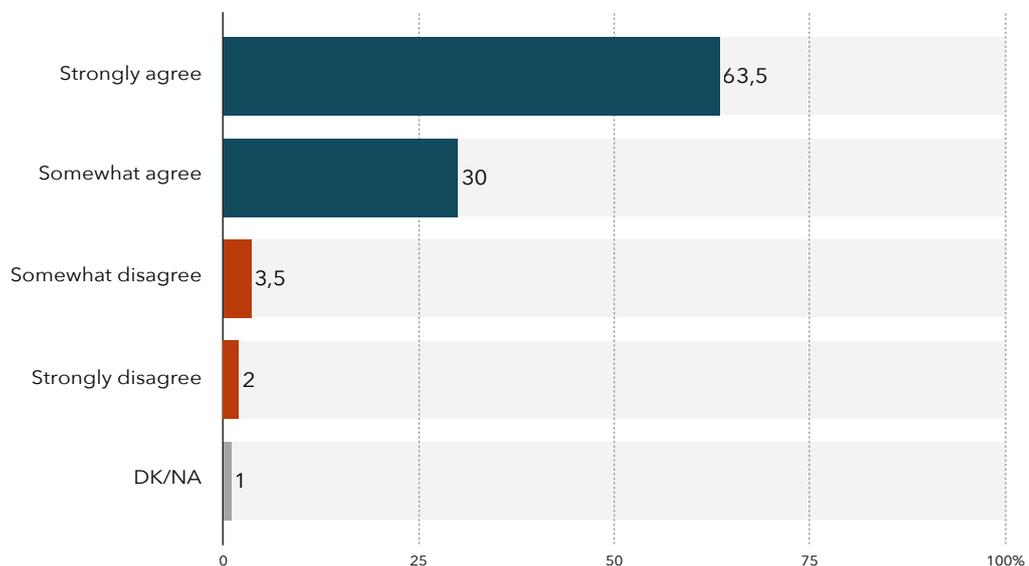
"Agree" reply 92.5% of the participants



To what extent would you say that you agree or disagree with the following statements?

>In Greece, the media are too dependent on governments and/or political parties

"Agree" reply 93.5% of the participants

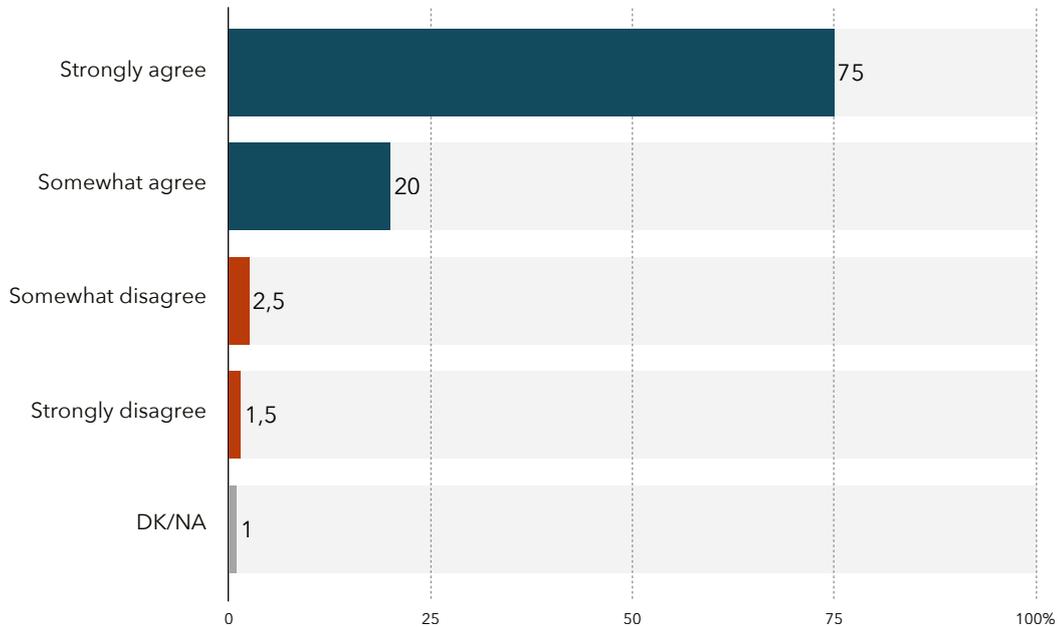


Also almost unanimously (95%) the public respond that media and political interdependence reduces their trust in journalists –“strongly agree” say 75%.

To what extent would you say that you agree or disagree with the following statements?

>Media and political interdependence reduces public trust in journalists

“Agree” reply 95% of the public

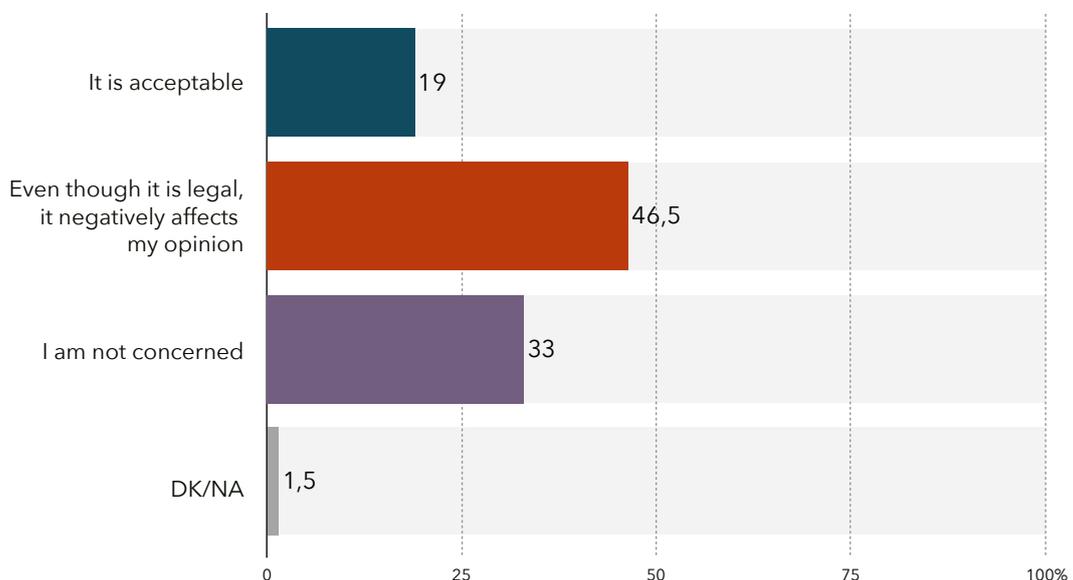


When asked about the involvement of journalists in active politics, 46.5% of the participants responded that “even though it is legal, it negatively affects my opinion”. 33% say “I am not concerned”, while 19% say it is “acceptable”.

From time to time many journalists have been involved in politics. Do you believe that the involvement of journalists in politics...

>Views on the involvement of journalists in politics

46.5% are negatively inclined, “it is acceptable” respond 19%



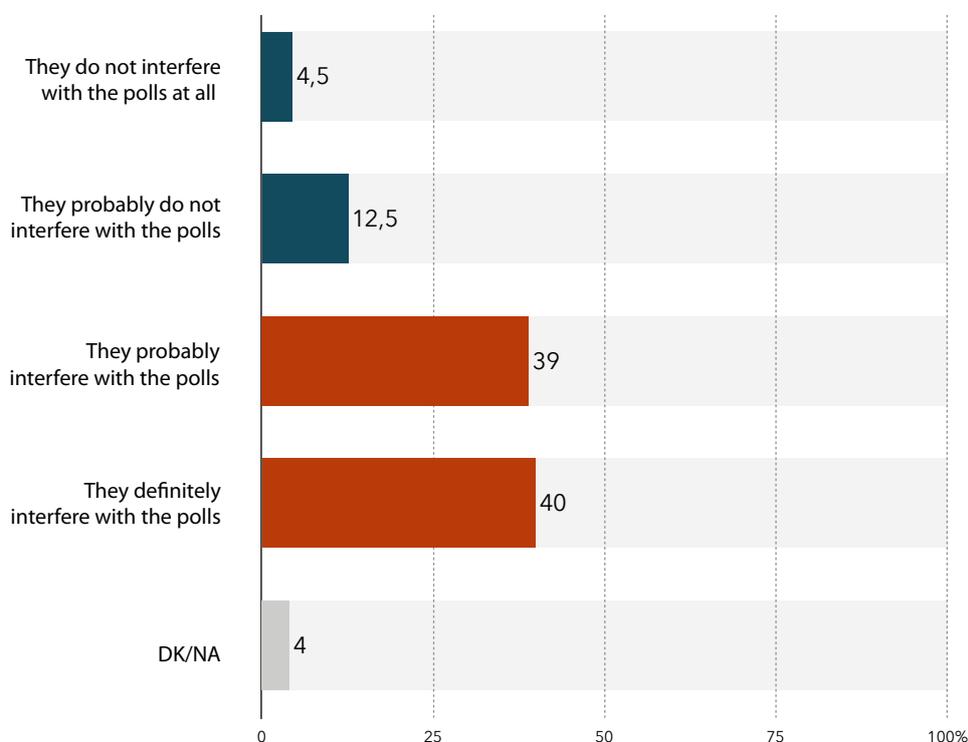
Media and Opinion Polls

The majority of the public (79%) “see” media interference in the opinion polls they broadcast/publish –in particular, 40% respond that the media “definitely interfere” and 39% say they “probably interfere” in the polls. Asked whether the opinion polls currently in circulation are reliable, a total of 59.5% answered negatively, while a total of 37.5% answered positively.

Regarding the credibility of the polls delivered by the media: do you think that the media...

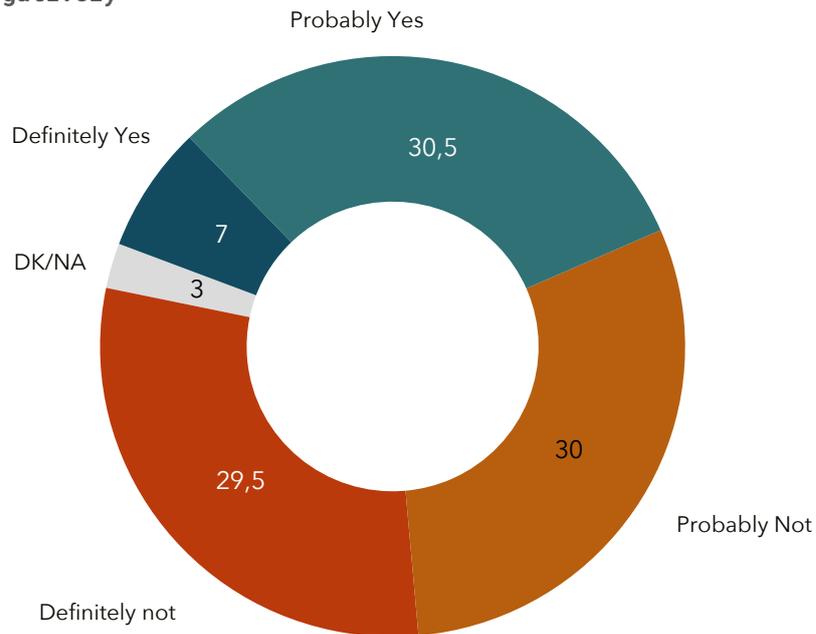
>Views on the role of the media in the delivery of opinion

The majority (79%) “see” media interference in the opinion polls they deliver



>Are the opinion polls currently in circulation reliable?

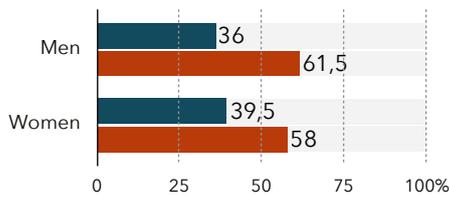
Six in ten answer negatively



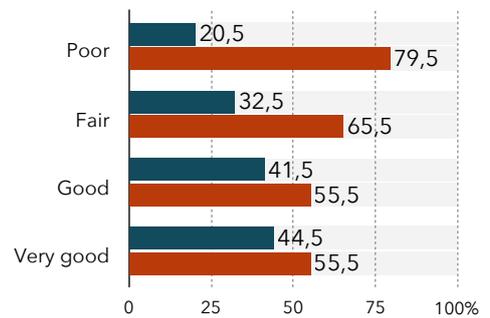
By demographic category

■ Yes ■ No

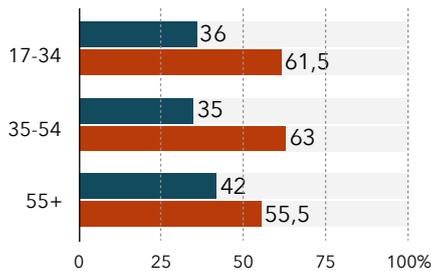
Gender



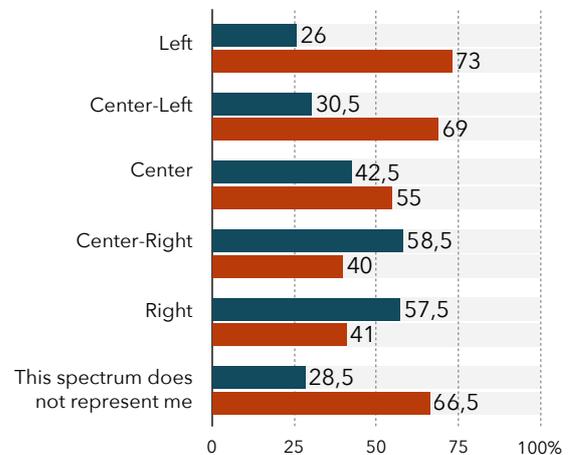
Financial status



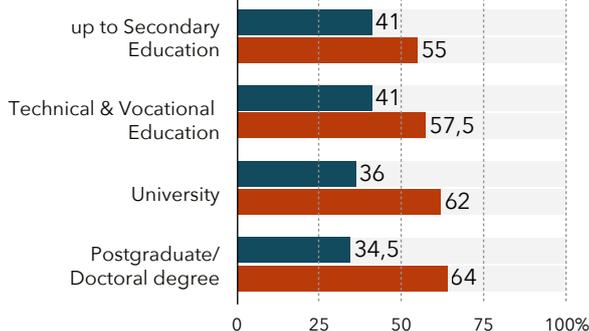
Age group



Political affiliation on the Left-Right political spectrum



Level of education



Factors Increasing Trust in Journalism

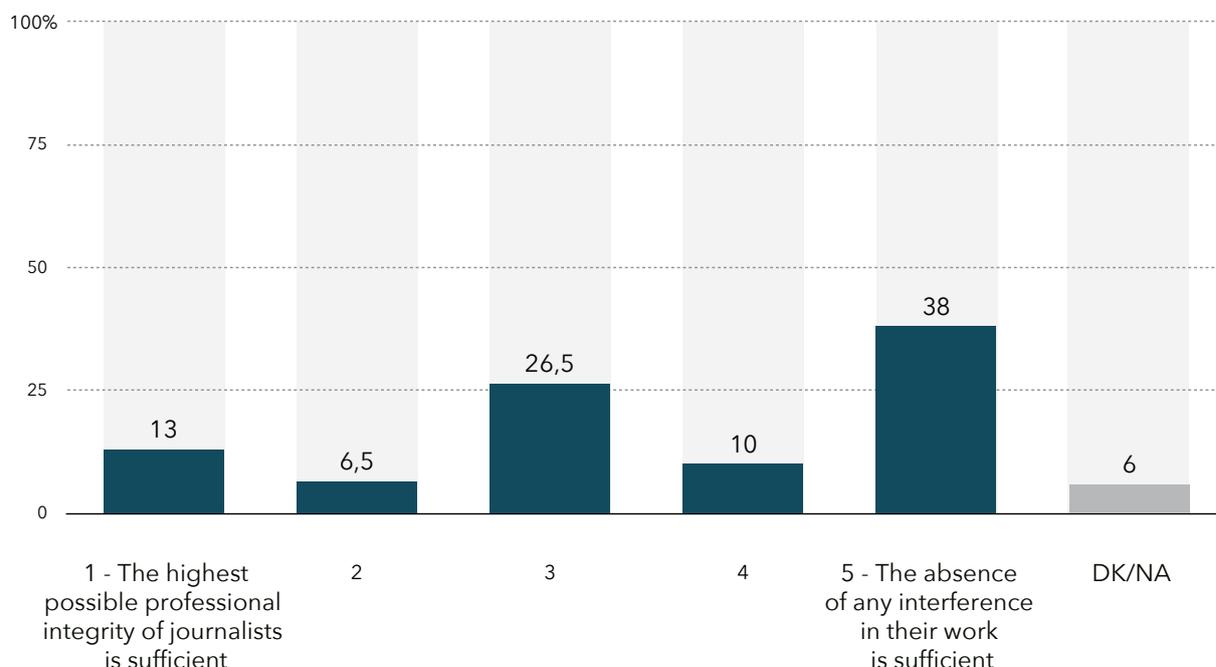
Exploring possible factors that would contribute to increasing public trust in journalism, the survey posed to the participants, in the form of a dilemma, the question of whether the highest possible professional integrity on the part of journalists is enough to regain trust in journalism or whether it is enough for this purpose to be free of any interference with their work.

Given the opportunity to evaluate what would contribute most to increasing trust, scoring from 1 to 5, where 1 means that journalistic integrity is sufficient and 5 means that the absence of interference is sufficient, respondents choose, at 48%, the second pole. 26.5% place themselves in the middle, while 19.5% consider that the highest possible journalistic integrity is sufficient.

If we were to discuss ways to increase public trust in journalism, on a scale of 1 to 5, where 1 means that the highest possible professional integrity of journalists is all that is needed and 5 means that the absence of any interference in their work is all that is needed, which of these positions best expresses yours?

>What is most needed to increase trust in journalism: professional integrity of journalists or to stop interference with their work?

Scoring from 1 to 5, participants seem to respond to the dilemma that the main requirement is that interference with the work of journalists should cease



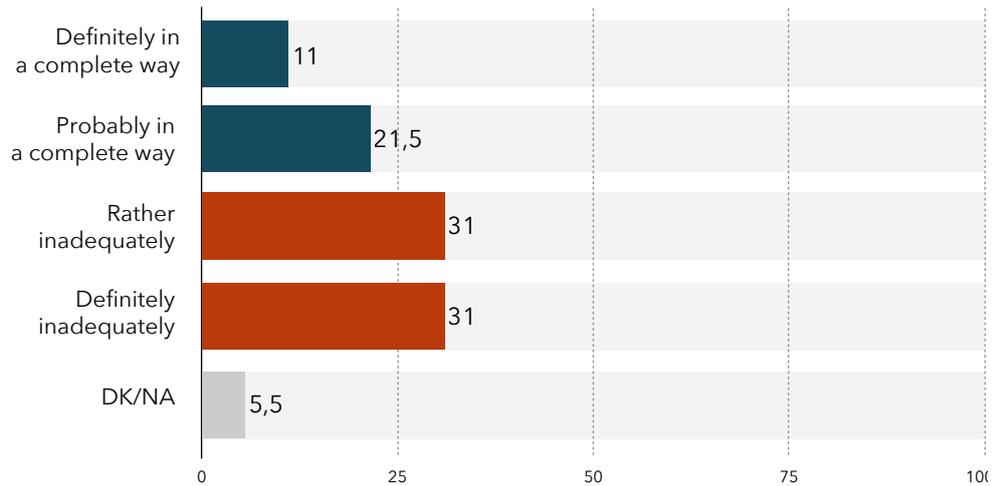
Note: The graph does not include the 6% that responded DK/NA.

Coverage of Current Affairs

A total of 62% of the public respond that the media are not covering the war in Ukraine adequately: in particular, 31% say they are doing so “definitely inadequately” and another percentage say “rather inadequately”. The war in Ukraine is covered by the media “probably in a complete way” and “definitely in a complete way” for 21.5% and 11% respectively.

>How do the media cover the war in Ukraine

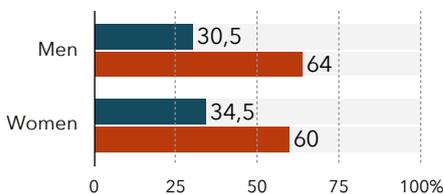
62% respond “inadequately”



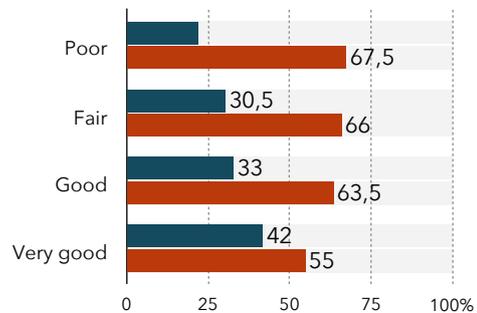
By demographic category

■ Completely ■ Inadequately

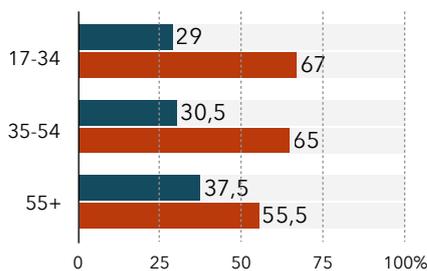
Gender



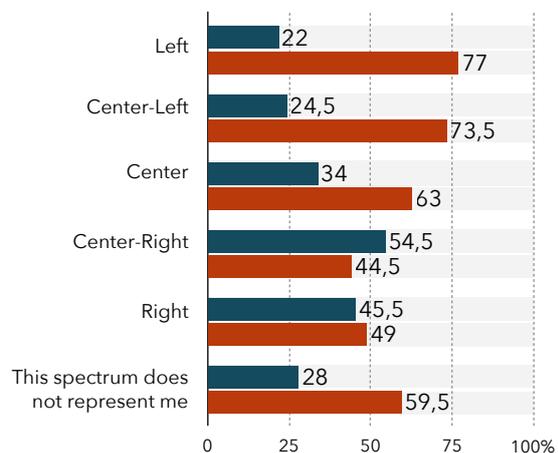
Financial status



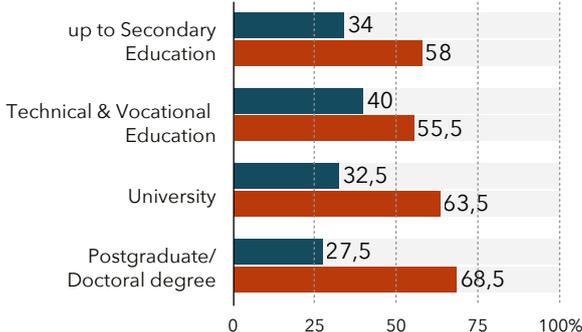
Age group



Political affiliation on the Left-Right political spectrum



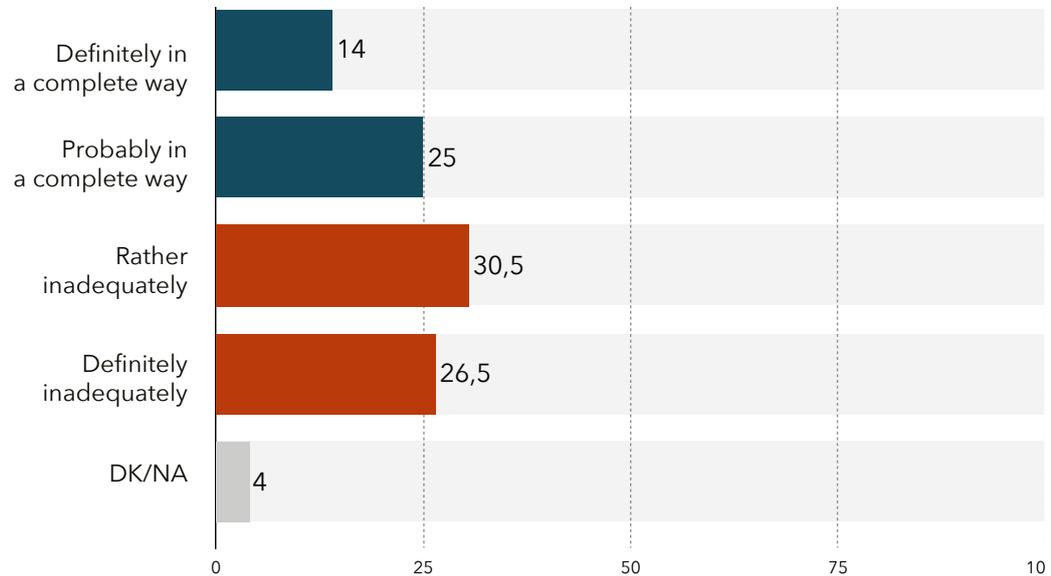
Level of education



A total of 57% of the sample believes that the media are covering the energy crisis inadequately, with 30.5% stating “rather inadequately” and 26.5% saying “definitely inadequately”. “Probably in a complete way” answer 25%, “definitely in a complete way” say 14%.

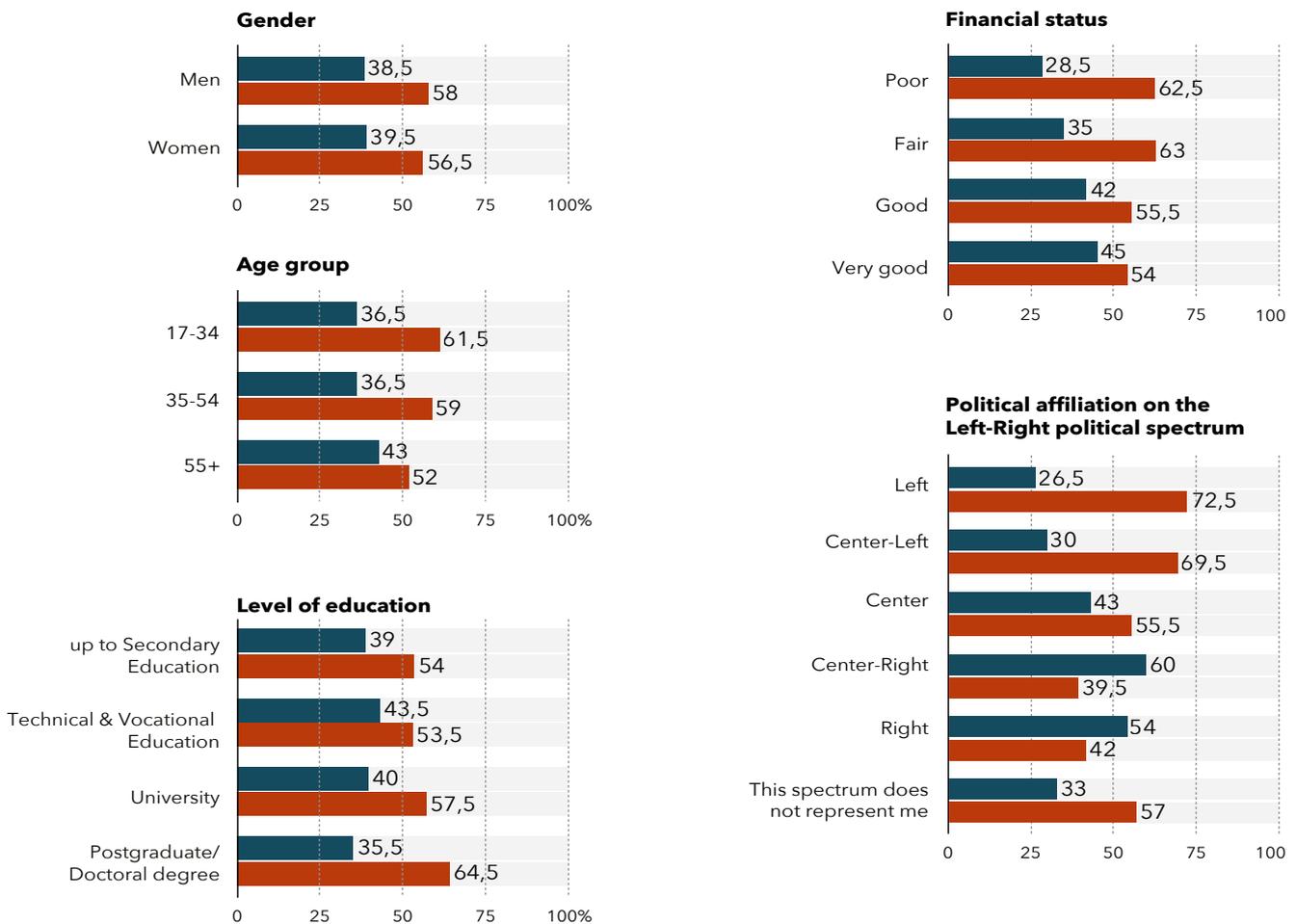
>How do the media cover the energy crisis

57% respond “inadequately”



By demographic category

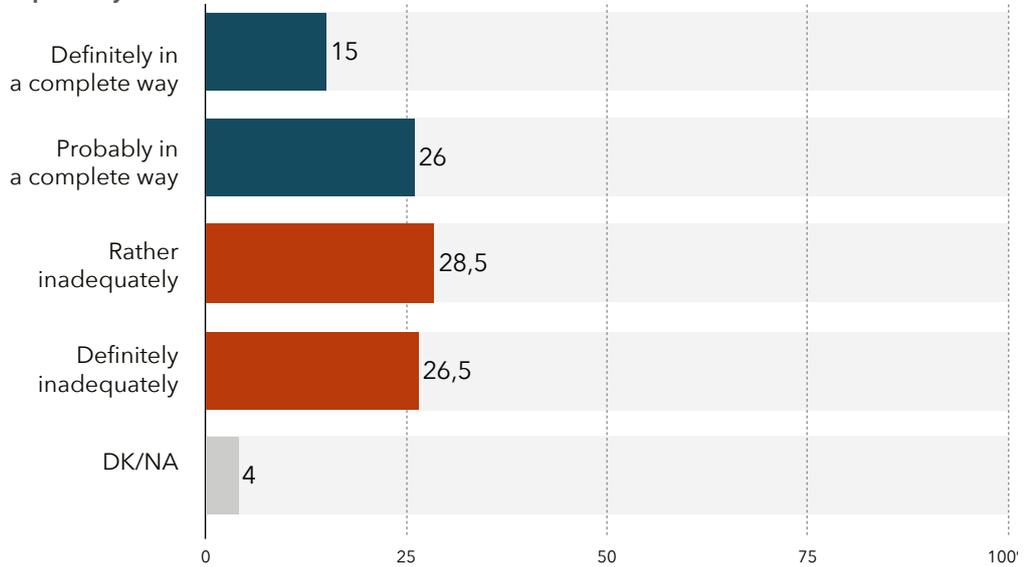
■ Completely ■ Inadequately



A total of 55% “see” inadequacy in the media coverage of inflation and price increases, while 41% of the public believe that the issue is covered in a complete way – “probably in a complete way” say 26%, “definitely in a complete way” say 26%, “definitely in a complete way” say 15%, “definitely in a complete way” say 15%.

>How do the media cover inflation/price increases

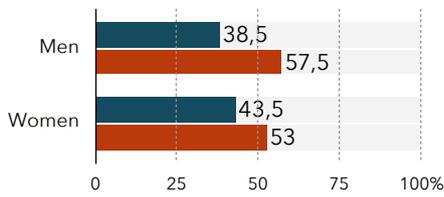
55% respond “inadequately”



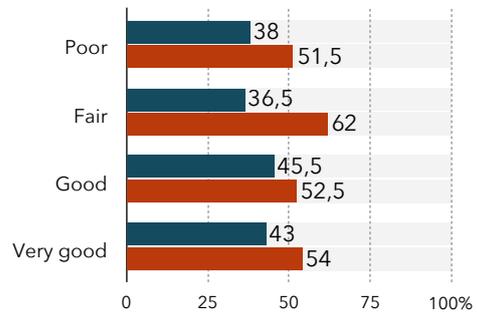
By demographic category

█ Completely █ Inadequately

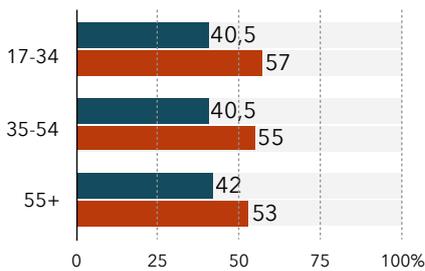
Gender



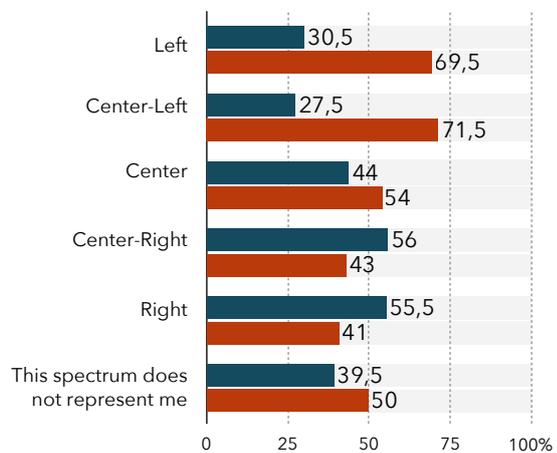
Financial status



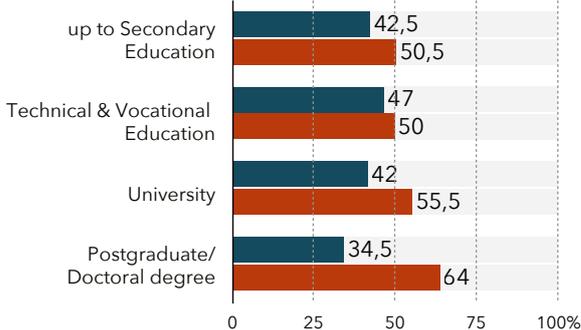
Age group



Political affiliation on the Left-Right political spectrum



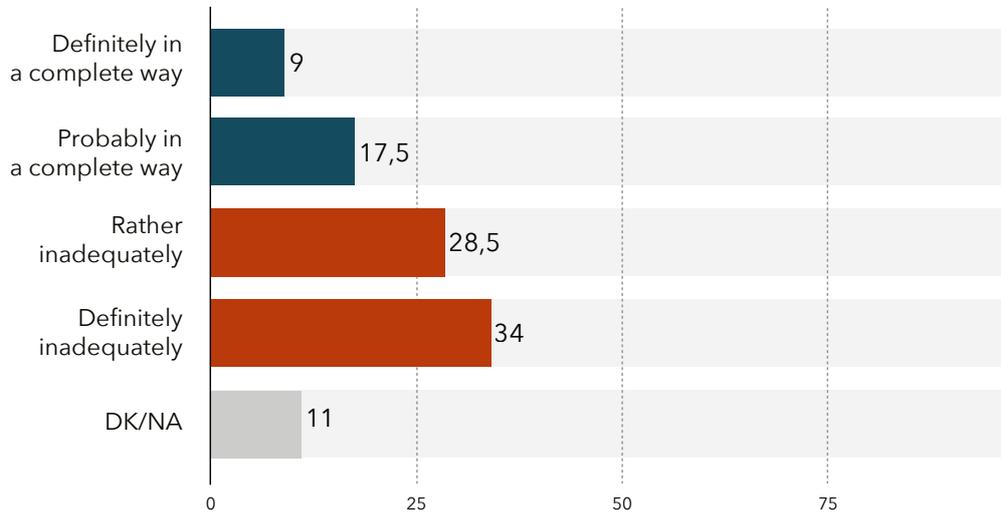
Level of education



For the majority of the sample (62.5%), media coverage of the wiretapping case in Greece is inadequate –with 34% saying “definitely inadequately” and 28.5% saying “rather inadequately”. A total of 26.5% say that the story is covered in a complete way, while 11% respond “don’t know/no answer” –an increased percentage compared to other current affairs issues.

>How do the media cover the wiretapping case

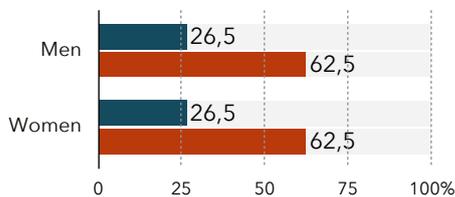
62.5% respond “inadequately”



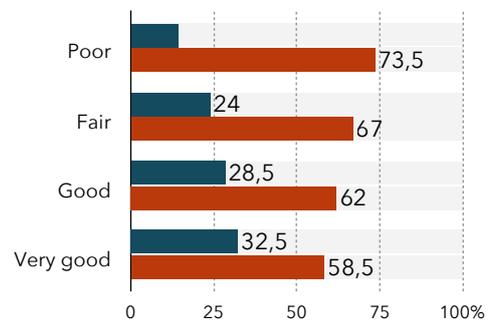
By demographic category

■ Completely ■ Inadequately

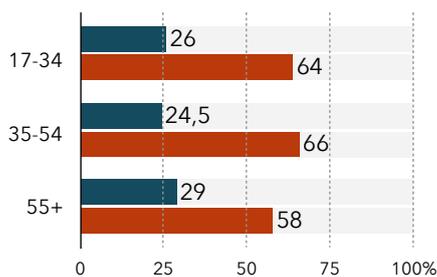
Gender



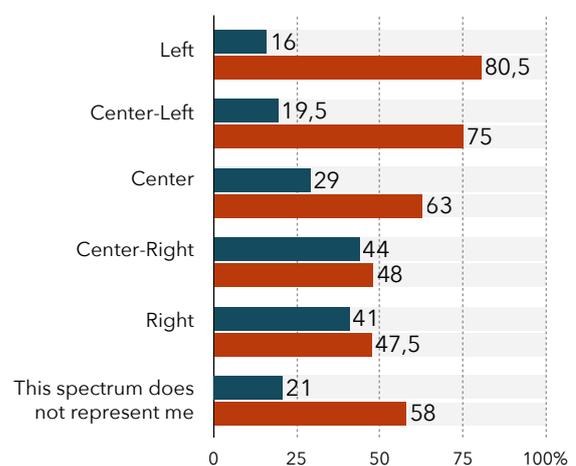
Financial status



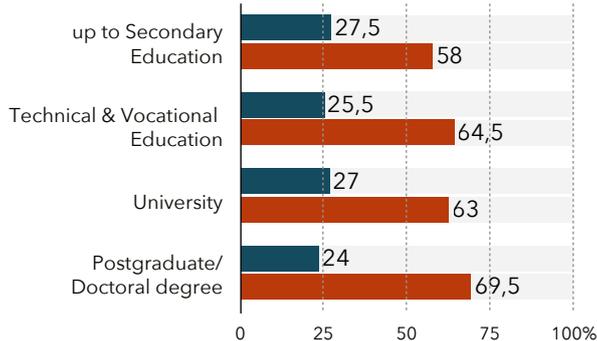
Age group



Political affiliation on the Left-Right political spectrum



Level of education



Trust in Institutions

A lack of public trust in any institution emerges from the survey, in which respondents were asked to indicate their level of trust in the church, the Greek government, local government, political parties, the judiciary and the media.

Political parties and the media are in the worst position, with a total of 77.5% and 67.5% of the sample respectively expressing little or no trust in them. Next comes the Greek government, for which a total of 63% of respondents say they do not trust it (“not at all”: 40%, “only a little”: 23%). This is followed by the church, with an overall distrust rate of 62.5%, and local government, for which 59.5% of the sample say they have “only a little” trust or “not at all”.

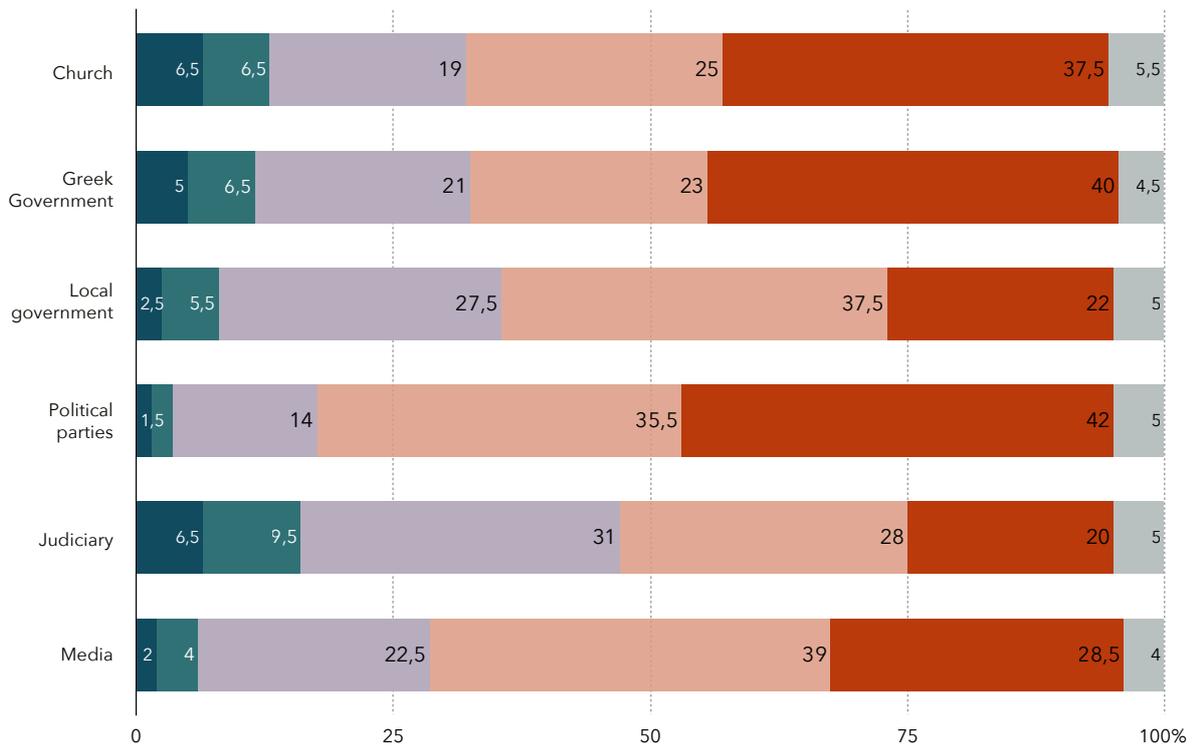
The corresponding overall level of distrust towards the judiciary is 48%, while 31% say they trust it “fairly much” and 16% “very much” or “completely”.

How much do you trust the following institutions?

■ Completely
 ■ Very much
 ■ Fairly much
 ■ Only a little
 ■ Not at all
 ■ DK/NA

>Level of trust in the institutions

Respondents do not trust any of these institutions: Political parties and the media are in the worst position, followed by the Greek government and the church



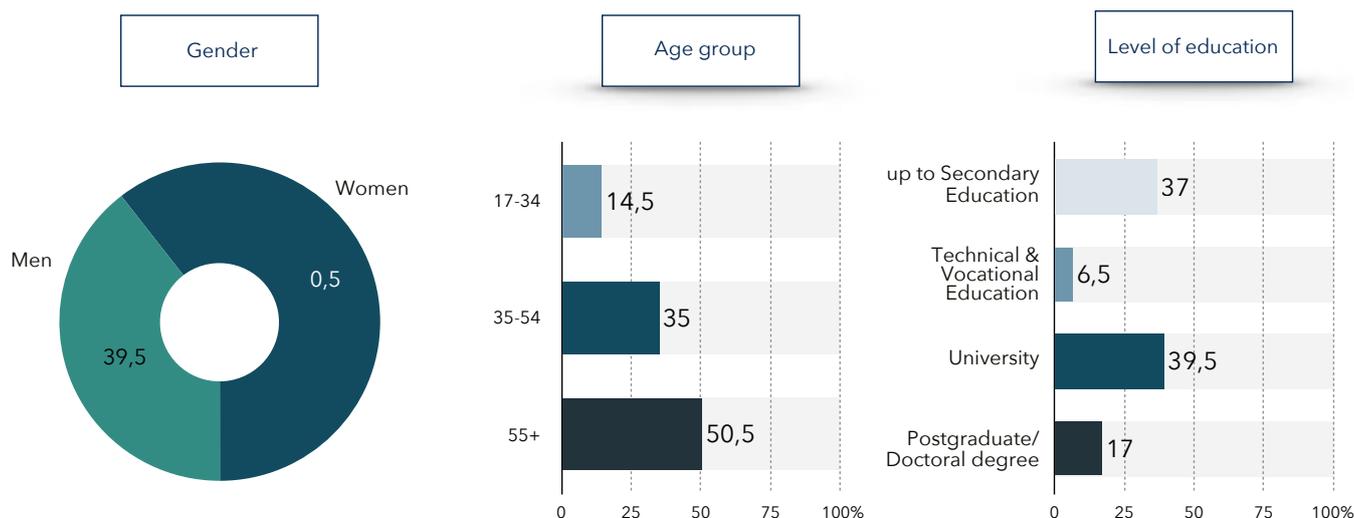
Characteristics of the Sample

Demographic characteristics

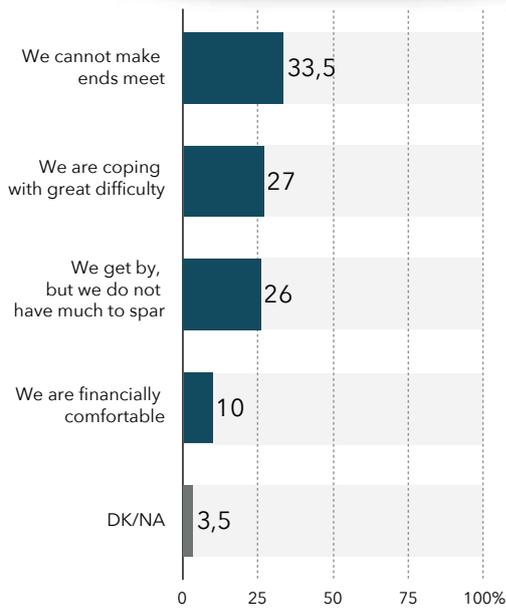
60.5% of the sample consists of women and 39.5% of men. The majority of respondents (50.5%) are people aged 55 and over, followed by those aged 35-54. They are mainly university graduates (56.5% in total), with 17% stating that they hold a postgraduate or doctoral degree. For 37% of the sample, secondary education is the highest level of study.

33.5% of the respondents live in Attica, 27% in North Greece, 26% in Central Greece and 10% in the Aegean and Crete. Seven in ten respondents live in an urban area, while 21% live in a rural area.

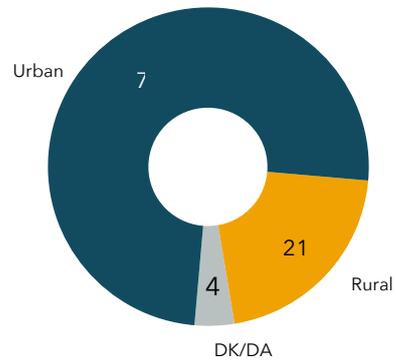
Regarding the financial capacity of the sample, 41% say that in the household they live in "we get by, but we do not have much to spare" and 36.5% that "we get by with great difficulty". The monthly net income of participants ranges from 501 to 1,000 euros for 28.5% and from 1,001 to 1,500 euros for 24%. For 20% of the sample, the monthly net personal income does not exceed 500€.



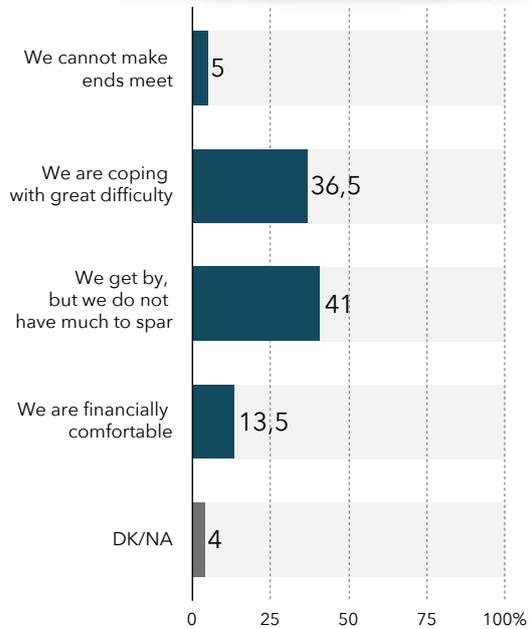
Financial status of the household



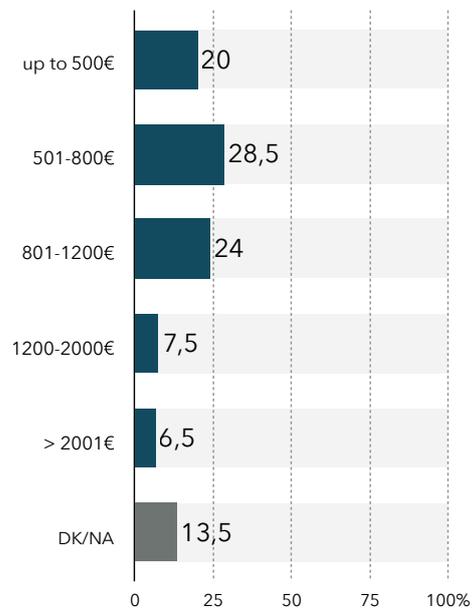
Urban/rural area of residence



Financial status of the household

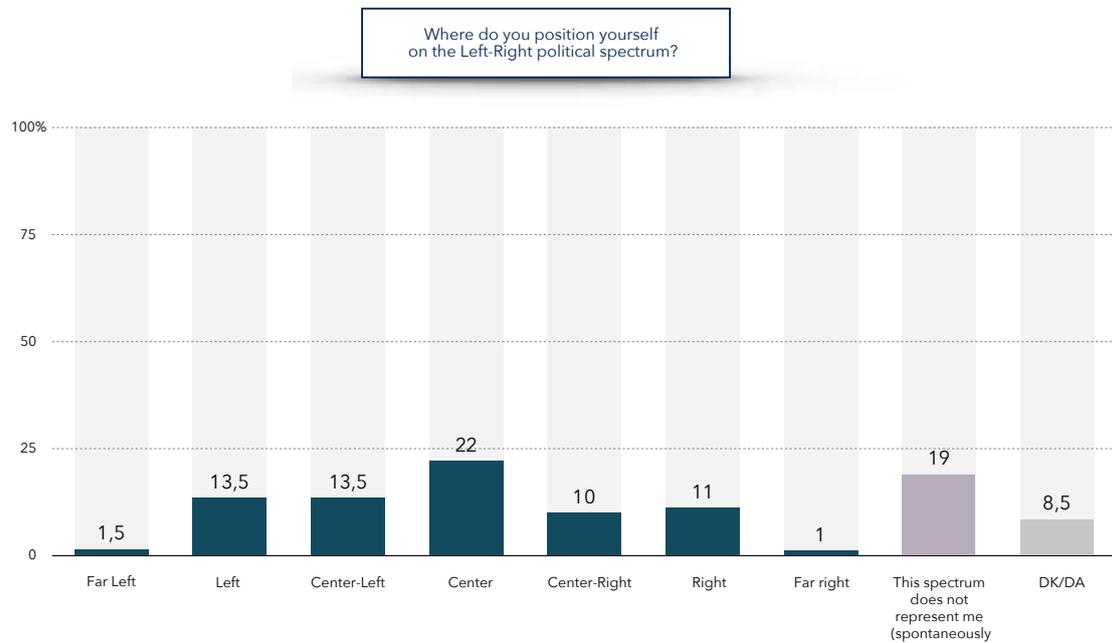


Monthly individual net income



Political self-positioning

Asked to declare where they position themselves politically, on the Left-Right political spectrum, 22% responded "in the Center". 13.5% identify themselves with the Center-Left and another 13.5% identify themselves with the Left. 11% identify themselves with the Right and 10% with the Center-Right. Almost one in five (19%) spontaneously respond that they are not represented by this spectrum.



Notes for reading the diagrams:

1. In all analyses, the unit of measurement is the percentage (%) of participants who chose each response out of the total research sample.
2. In analyses where the percentages of all responses do not add up to 100%, a percentage is missing corresponding to the DK/NA option, which is not represented in the respective graph.
3. The research was conducted by telephone interviews and the use of a structured questionnaire in Greek. The questions and answers have been translated into English for the needs of the English publication of the survey results.