

**BELGIAN MEDIA**  
**ARE MORE TRUSTED**



**64%**

**INFORMATION IN BELGIAN MEDIA**  
**IS MORE RELIABLE**

**REAL JOURNALISM**  
**HAS A ROLE TO PLAY**



**74%**

**AGREE THAT CONTENT FROM BELGIAN MEDIA,**  
**MANAGED BY REAL JOURNALISTS HELPS THEM**  
**SEE CLEARLY**

**A GROWING  
CONSCIOUSNESS**



**82%**

*coupled with...* →

**I AM INCREASINGLY CAREFUL ABOUT MY SOURCES  
OF INFORMATION**

A GROWING FEELING  
OF MISTRUST

FAKE  
FACTS

ESPECIALLY TOWARDS  
SOCIAL NETWORKS



88%

OF BELGIANS SAY THERE ARE MORE AND MORE  
UNRELIABLE INFORMATION

94%

OF BELGIANS SAY NEWS ON **SOCIAL NETWORKS**  
CAN'T ALWAYS BE TRUSTED