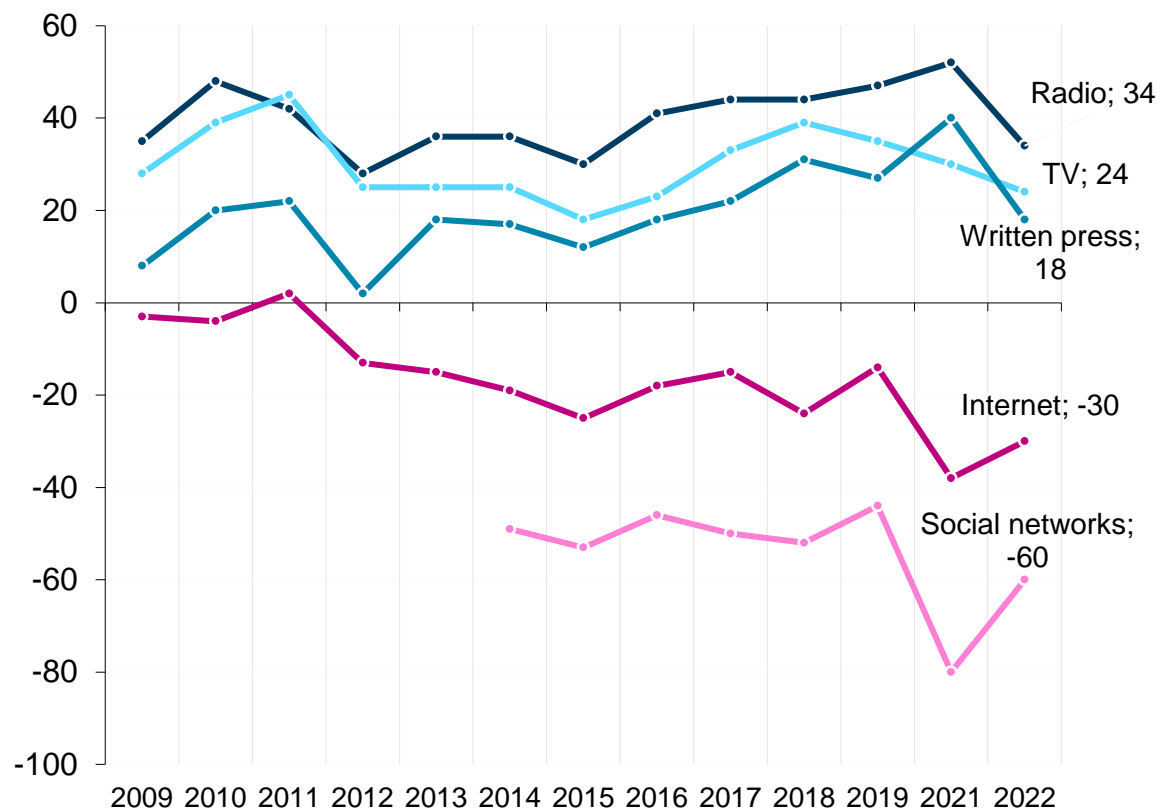


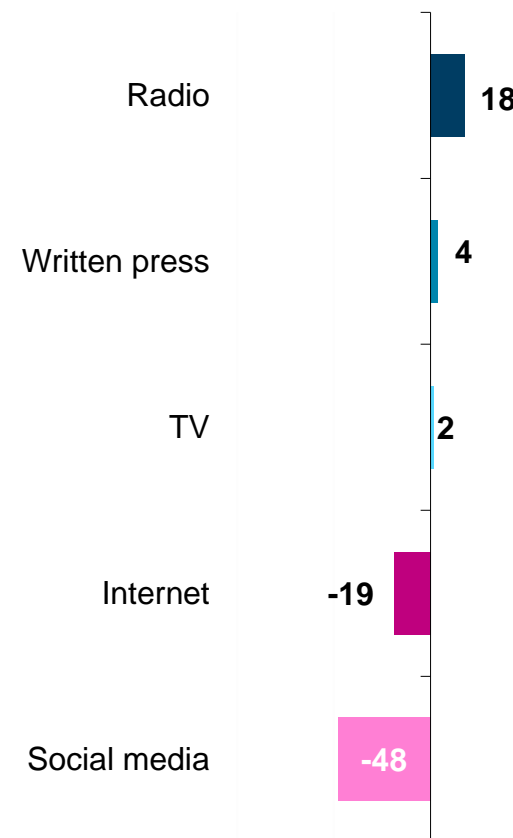
Declared trust in media categories, Belgium vs EU

Q: "How much do you have in certain media ? For each of the following media, do you tend to trust it or tend not to trust it"

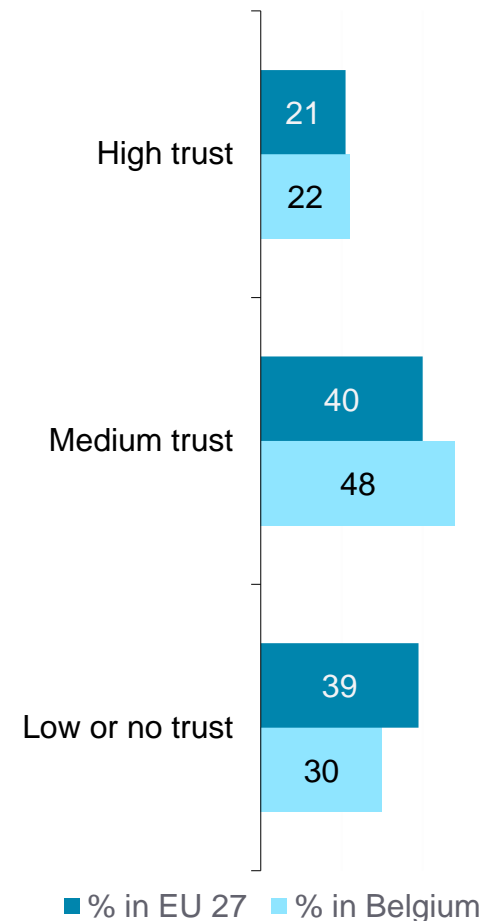
Evolution in Belgium *



Average for EU 27 * 2022



Level of trust in media 2022



* Net trust index = % positive « trend to trust » - % negative « tend not to trust »