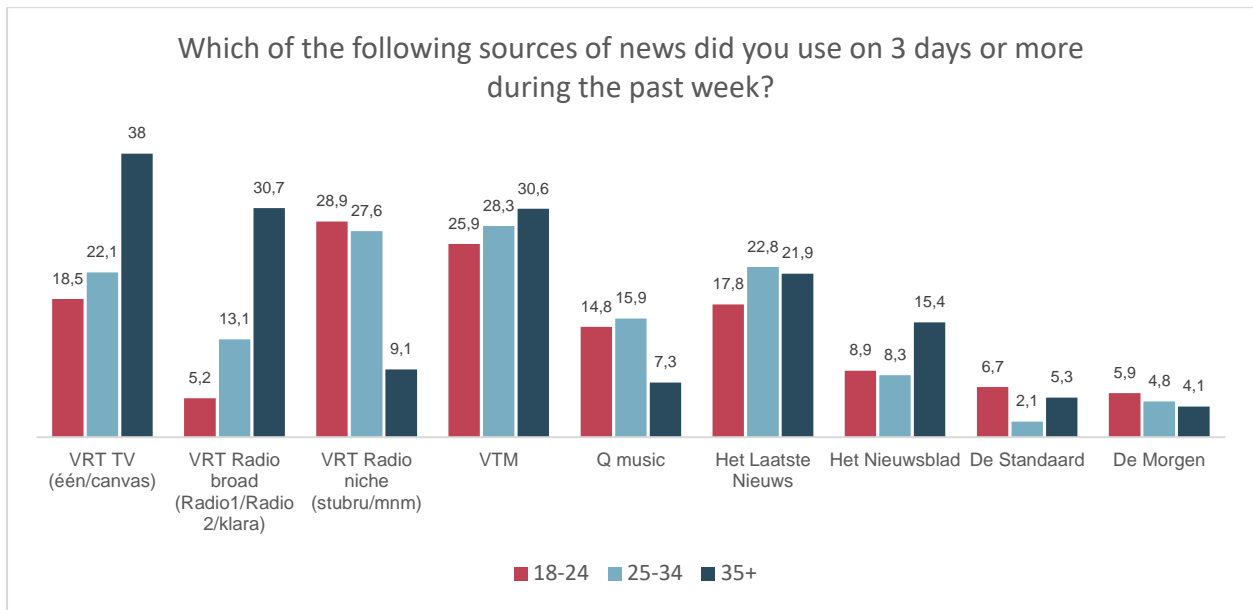
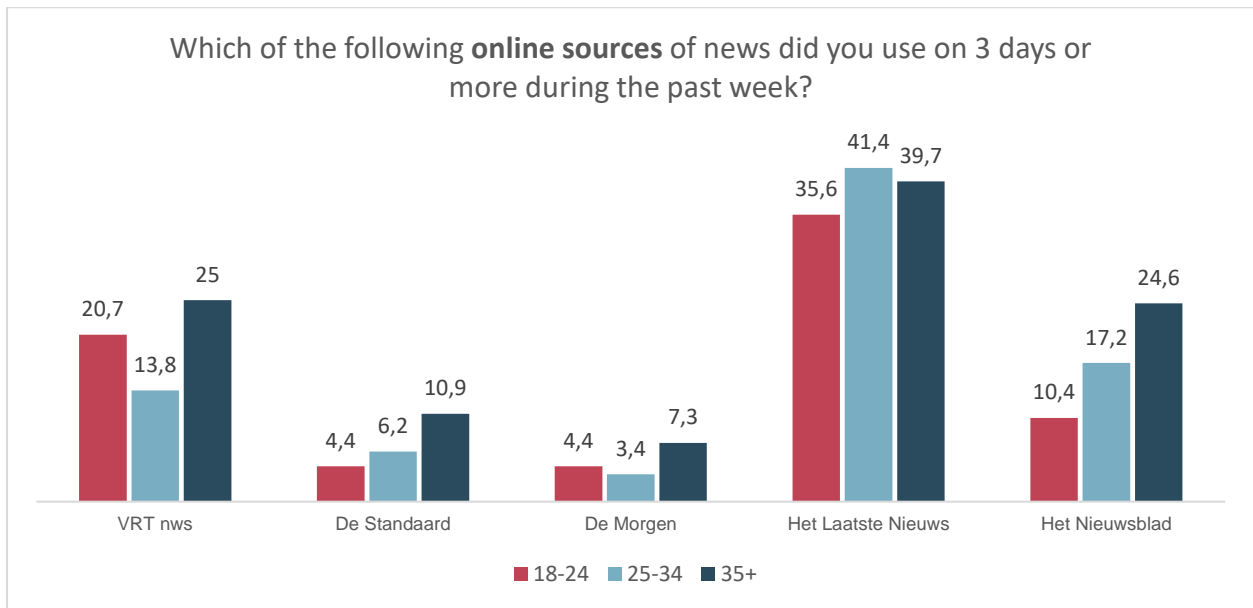


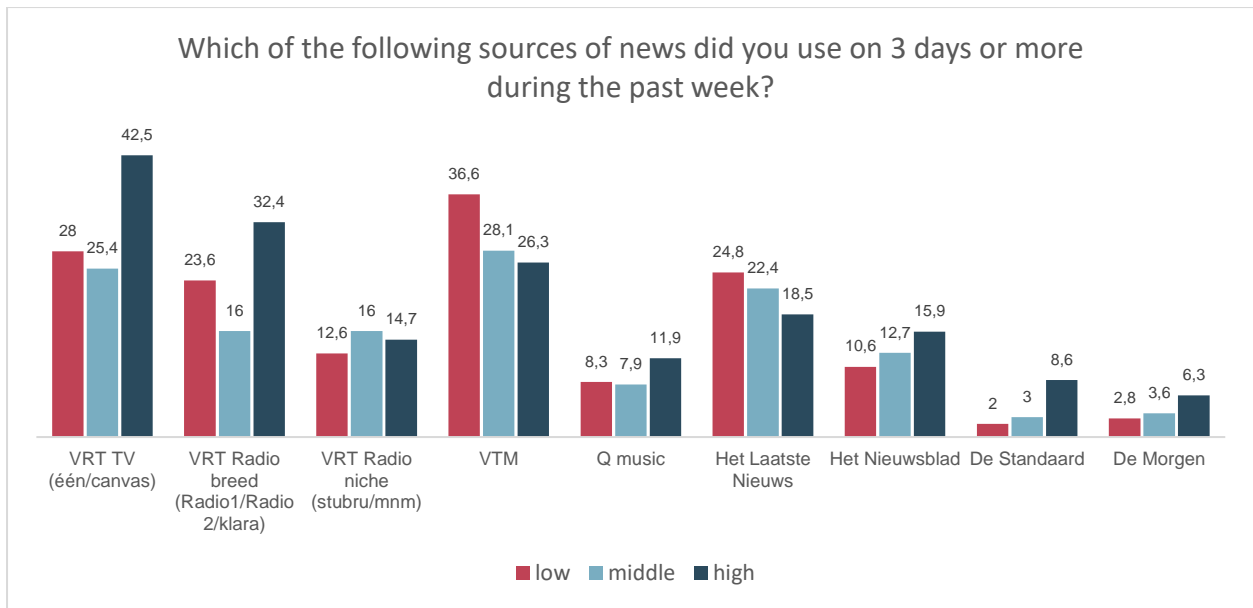
**Annex 1. Reach of selected offline and online brands by age, education level and political orientation**



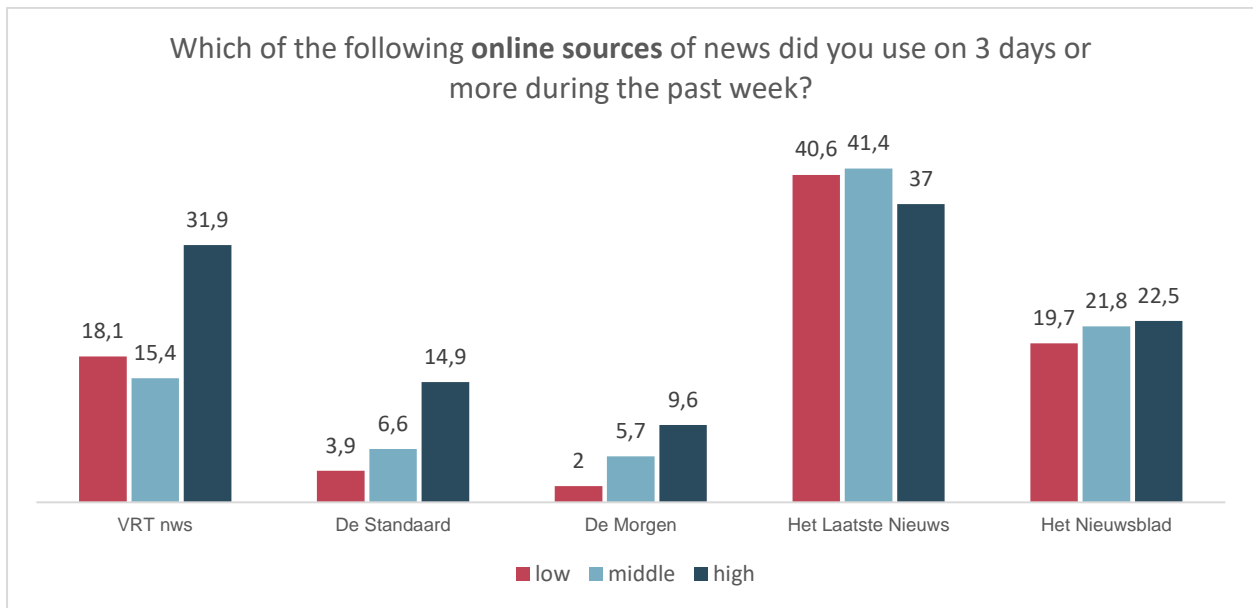
**Table 1.** Reach of selected offline brands by age group (You said you have used the following brands to access news offline in the last week. Which of these, if any, did you use on 3 days or more? Please select all that apply.)



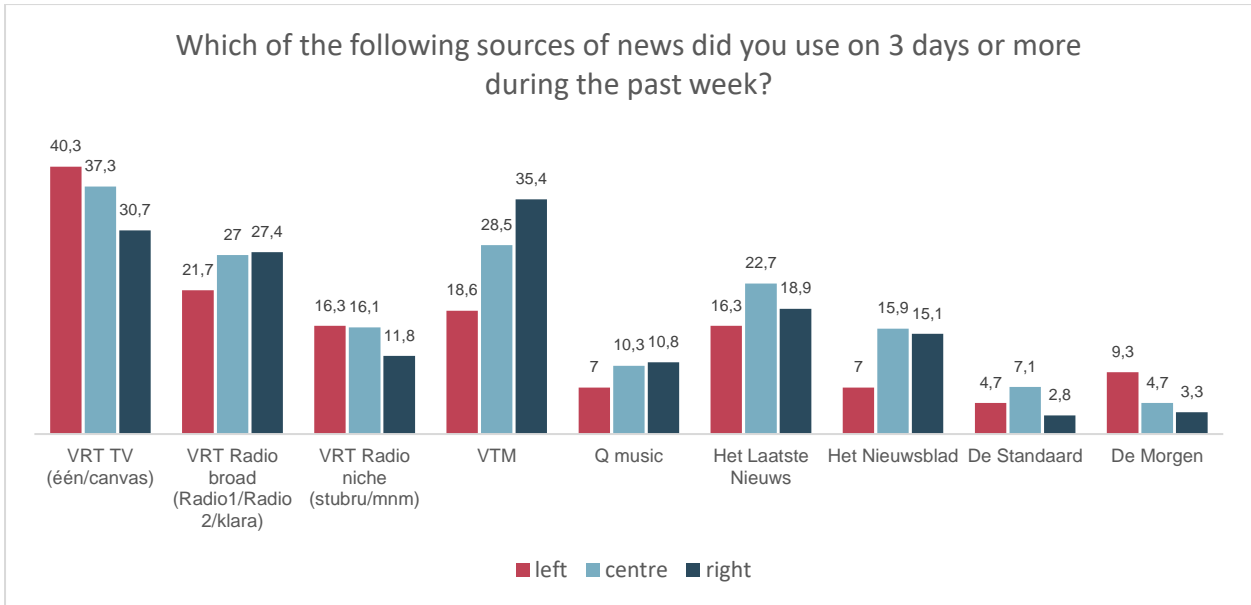
**Table 2.** Reach of selected online brands by age group (You said you have used the following brands to access news online in the last week. Which of these, if any, did you use on 3 days or more? Please select all that apply.)



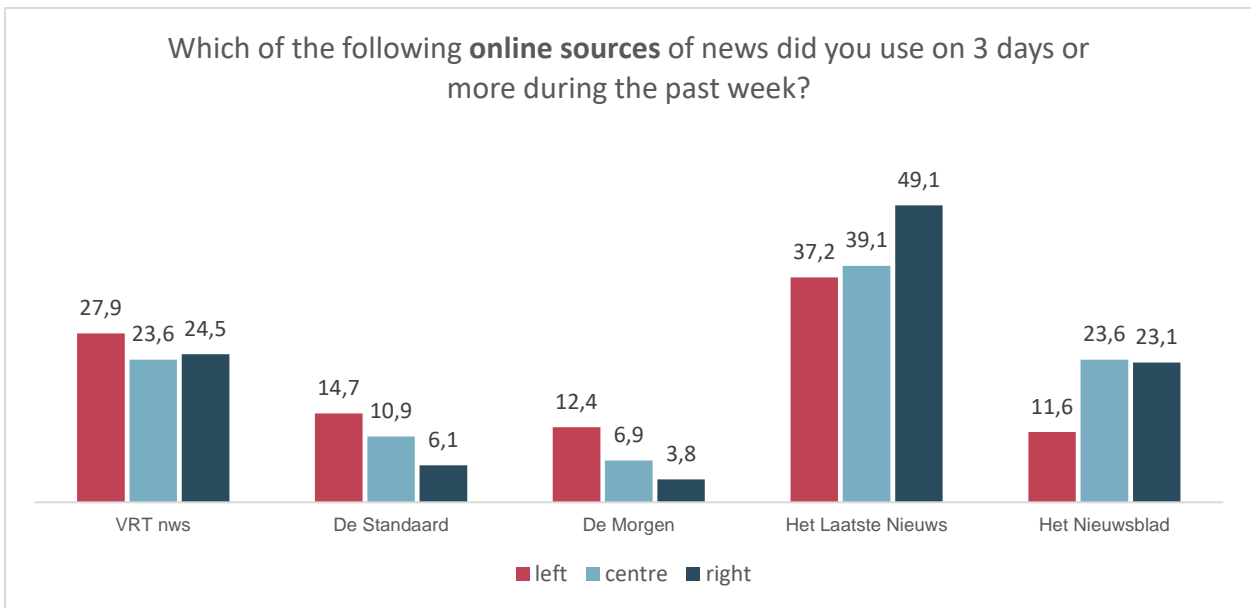
**Table 3.** Reach of selected offline brands by education level (You said you have used the following brands to access news offline in the last week. Which of these, if any, did you use on 3 days or more? Please select all that apply.)



**Table 4.** Reach of selected online brands by education level (You said you have used the following brands to access news online in the last week. Which of these, if any, did you use on 3 days or more? Please select all that apply.)



**Table 5.** Reach of selected offline brands by political orientation (You said you have used the following brands to access news offline in the last week. Which of these, if any, did you use on 3 days or more? Please select all that apply.)



**Table 6.** Reach of selected online brands by political orientation (You said you have used the following brands to access news online in the last week. Which of these, if any, did you use on 3 days or more? Please select all that apply.)

## Annex 2. Statistical significance test for group differences

In order to test statistical significance we conducted a One-way Anova test for the dependent variable (brand trust scores) for each of the sociodemographic variables in order to compare the averages between the different categories. Significance was calculated using a Tukey post-hoc test. Scores with a different subscript differ significantly from each other at the 0.05 level.

	18-24	25-34	35+
VRT Nieuws	7,1 <sub>a</sub>	6,8 <sub>a,b</sub>	7,44 <sub>b</sub>
VTM Nieuws	7,18 <sub>a</sub>	6,61 <sub>b</sub>	6,97 <sub>a,b</sub>
Het Laatste Nieuws	6,45 <sub>a,b</sub>	5,92 <sub>a</sub>	6,66 <sub>b</sub>
Het Nieuwsblad	6,5 <sub>a</sub>	6,43 <sub>a</sub>	6,8 <sub>a</sub>
Qmusic	6,32 <sub>a</sub>	6,33 <sub>a</sub>	6,14 <sub>a</sub>
De Standaard	7,09 <sub>a</sub>	6,7 <sub>a</sub>	7,02 <sub>a</sub>
Radio 1	6,69 <sub>a</sub>	6,63 <sub>a</sub>	7,23 <sub>b</sub>
De Morgen	6,94 <sub>a</sub>	6,36 <sub>b</sub>	6,59 <sub>a,b</sub>
Radio 2	6,62 <sub>a,b</sub>	6,37 <sub>a</sub>	7,09 <sub>b</sub>

**Table 1.** Significant differences in brand trust scores between age groups. (Scores with a different subscript differ significantly from each other at the 0.05 level)

	Low	Middle	High
VRT Nieuws	7,28 <sub>a</sub>	7,17 <sub>a</sub>	7,4 <sub>a</sub>
VTM Nieuws	7,25 <sub>a</sub>	6,89 <sub>a,b</sub>	6,8 <sub>b</sub>
Het Laatste Nieuws	6,92 <sub>a</sub>	6,57 <sub>a,b</sub>	6,23 <sub>b</sub>
Het Nieuwsblad	6,81 <sub>a</sub>	6,7 <sub>a</sub>	6,73 <sub>a</sub>
Qmusic	6,28 <sub>a</sub>	6,24 <sub>a</sub>	6,12 <sub>a</sub>
De Standaard	6,81 <sub>a</sub>	6,82 <sub>a</sub>	7,2 <sub>a</sub>
Radio 1	7,02 <sub>a</sub>	6,84 <sub>a</sub>	7,27 <sub>b</sub>
De Morgen	6,54 <sub>a</sub>	6,56 <sub>a</sub>	6,69 <sub>a</sub>
Radio 2	6,99 <sub>a</sub>	6,88 <sub>a</sub>	6,89 <sub>a</sub>

**Table 2.** Significant differences in brand trust scores between people with different education levels. (Scores with a different subscript differ significantly from each other at the 0.05 level)

	Left	Centre	Right
VRT Nieuws	7,59 <sub>a</sub>	7,54 <sub>a</sub>	6,82 <sub>b</sub>
VTM Nieuws	6,79 <sub>a</sub>	7,08 <sub>a</sub>	6,76 <sub>a</sub>
Het Laatste Nieuws	5,95 <sub>a</sub>	6,62 <sub>b</sub>	6,52 <sub>b</sub>
Het Nieuwsblad	6,38 <sub>a</sub>	6,85 <sub>a</sub>	6,56 <sub>a</sub>
Qmusic	6,22 <sub>a</sub>	6,34 <sub>a</sub>	5,93 <sub>a</sub>
De Standaard	7,40 <sub>a</sub>	7,23 <sub>a</sub>	6,53 <sub>b</sub>
Radio 1	7,32 <sub>a</sub>	7,32 <sub>a</sub>	6,62 <sub>b</sub>
De Morgen	7,21 <sub>a</sub>	6,82 <sub>a</sub>	6,01 <sub>b</sub>
Radio 2	7,15 <sub>a</sub>	7,07 <sub>a</sub>	6,56 <sub>b</sub>

**Table 3.** Significant differences in brand trust scores between people with a different political orientation. (Scores with a different subscript differ significantly from each other at the 0.05 level)