

National Journal

National Journal's WIA Study Explores Washington Reaction to Fake News, Reveals Most-Trusted Media Sources Among Washington Insiders for 2017

Perennial media consumption study shows lower confidence in social media platforms as a source for news and information, growing doubt in the public's ability to discern fake news

Washington, D.C. (September 18, 2017) – Today, National Journal released the findings of its *Washington in the Information Age* (WIA) survey for 2017, which details how Washington professionals working in politics and policy use and consume various types of media – social, broadcast, digital, print and events – to remain informed and effective in their jobs.

“Through our WIA study, we identify the media outlets and platforms that decision-makers in Washington rely on most to stay informed,” said National Journal President Kevin Turpin. “The insights we gather from WIA provide a roadmap for organizations to reach policy influencers in Washington more effectively.”

Among some of its more notable media consumption trends, **WIA 2017 finds that public trust in social media platforms as a source of information is diminishing for the first time in the history of the survey.** WIA 2017 also finds that while over 90 percent of Washington insiders trust their ability to decipher “fake news” from factual reporting, less than 20 percent trust the general public's ability to do the same. While the public's trust of the media continues to decline, longstanding outlets such as *The Washington Post* and *NPR* are still among the most trusted names in news media, according to WIA's research.

For the first time, **WIA 2017 also ranks the nation's top journalists by how much people who work and live in Washington trust their opinions or reporting.** In addition, *WIA 2017* highlights changes in the perceptions of various brands and content distribution channels over the past year and provides analysis of best practices for effective communications. This research allows National Journal to track which publications are most trusted by Democrats and Republicans respectively, as well as the rising influence of newer outlets such as *Axios* and *Breitbart*.

To generate this year's WIA study, National Journal surveyed more than 1,100 Washington insiders over the course of six weeks, including more than 150 Capitol Hill staff, more than 600 respondents from the private sector public affairs community and over 400 federal executives. Produced since 2002, *Washington in the Information Age* has become one of National Journal's premier resources for helping government affairs and communications professionals perform more effectively.

The study results are available now to National Journal members and WIA 2017 subscribers and includes details on how the growth in online channels and sources of information have impacted the way

professionals in the policy community go about their daily work, in addition to recommendations for how organizations can best adapt their strategies to account for the trends and changes.

As part of the WIA roll-out, National Journal will host [an event for its members and WIA subscribers](#) on **Thursday, October 12th** at the Watergate Building (600 New Hampshire Ave NW, Washington D.C.) to showcase the biggest takeaways from the research that went into WIA 2017. Additional details will be made available in the coming weeks.

For more information about *Washington in the Information Age 2017*, please contact Afzal Bari at abari@nationaljournal.com.

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About National Journal

National Journal is a premier research and insights company committed to helping organizations effectively navigate Washington. Best known as one of Washington's most trusted media brands for nearly 50 years, National Journal supports thousands of government and business leaders in the nation's capital by providing services in government affairs, communications and political research in addition to exceptional journalism. National Journal is a division of Atlantic Media. Kevin Turpin is National Journal's President.

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