



TRUST IN ARIZONA LOCAL MEDIA AMONG THE HIGHEST IN AMERICA, REVEALS STUDY

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- **2-in-3 believe their local outlets reflect their community's diversity.**
- **65% feel that its trustworthiness has either improved or remained consistent over 5 years.**

In an age where America's political divide is increasingly mirrored in the media consumption habits of its citizens, the local media landscape offers a glimpse of hope. National news outlets, often seen through a partisan lens, contrast with the more trusted local media. A survey conducted by [PRFire.com](https://www.prfire.com), a leading press release distribution service, involving 3,000 participants, reveals a complex yet reassuring portrait of local news.

Despite a troubling decline in the number of local news outlets nationwide, local journalism retains a significant degree of public trust. According to the survey, a substantial 60% of respondents express confidence in local media, markedly higher than the 47% who trust national outlets. This suggests that local media continues to play a crucial role in informing communities, a testament to its relevance and resilience.

However, this trust is not uniformly distributed across the United States. For instance, a remarkable 83% of people in Delaware trust their local media, but this figure drops to a mere 50% in states like Tennessee, Oregon, and Idaho. The reasons for these disparities warrant further exploration but could include factors such as regional political leanings, the presence of local news deserts, and the effectiveness of community engagement by local media.

In Arizona, local publications are highly regarded, with 75% of respondents affirming their trustworthiness, positioning these media outlets as some of the most trusted in the country.

[Infographic showing trust in local media in each state.](#)

PRFire.com's investigation into the public's perception of local news reveals a nuanced understanding of media bias and representation. A slight majority, 66%, acknowledge some level of ideological slant in local publications. Yet, this does not seem to undermine the media's perceived inclusivity, as 64% believe their local outlets reflect their community's diversity. This is significant, as it highlights the crucial role of local media in fostering a sense of community cohesion and representation.

Encouragingly, the perceived integrity of local news appears to be on solid ground, with 65% feeling that its trustworthiness has either

improved or remained consistent over the past five years. This could be attributed to local media's closer ties to the communities they serve, potentially making them more responsive and accountable to their audiences.

Lastly, over half of the respondents (55%) feel that local media provides a sufficiently diverse array of perspectives and opinions. In a polarized era, the ability of local news to offer a variety of viewpoints is more important than ever, suggesting that while there is always room for improvement, local media is on the right track.

In conclusion, local media in America occupies a unique and vital position. As the national media landscape becomes more partisan, local news offers a more trusted, inclusive, and community-focused alternative. While challenges remain, the findings from PR Fire's survey offer a hopeful outlook for the future of local journalism in America.

"As the national narrative grows more divisive, local media stands as a beacon of community trust and engagement," remarks Sam Allcock of [PRFire.com](https://www.prfire.com). *"Our survey underscores the resilience of local journalism and its critical role in providing a platform for diverse voices. It's a clarion call to support and sustain the local outlets that so faithfully reflect America's rich journalism."*