



Opinion Poll Report: UAE Public Opinion on the Reliability of News Sources



Composition of the Sample

- ❑ The total number of respondents was **601**.
- ❑ **53** percent of the respondents were female, and **47** percent were male.
- ❑ Non-Emirati participants made up **94** percent of the sample, while Emiratis made up the remaining **6** percent.
- ❑ **20** percent of the respondents were aged 18-29 years, **45** percent were aged 30-39, **25** percent were aged 40-49, and **10** percent were aged 50 and above.
- ❑ **30** percent of the respondents were from the emirate of Abu Dhabi, while **50** percent were from the emirate of Dubai.

Results of the Poll

- ❑ **71** percent of the respondents were interested in following the news.
- ❑ Regarding the news sources the respondents relied on the most, **87** percent said social media, **38** percent said news websites, and **30** percent said TV channels.
- ❑ The level of trust UAE community members have in various news sources:
 - TV channels:** **59** percent [high trust], **35** percent [average trust], **6** percent [low trust].
 - Radio channels:** **50** percent [high trust], **36** percent [average trust], **14** percent [low trust].
 - Newspapers:** **52** percent [high trust], **35** percent [average trust], **13** percent [low trust].
 - News agencies:** **45** percent [high trust], **40** percent [average trust], **15** percent [low trust].
 - News websites:** **57** percent [high trust], **35** percent [average trust], **8** percent [low trust].
 - Social media:** **57** percent [high trust], **29** percent [average trust], **14** percent [low trust].
- ❑ Regarding which news source UAE residents turn to first in the event of an important local or international development, **58** percent of the respondents said social media, while **16** percent said news websites.



Introduction

As part of its opinion poll series, **TRENDS Research & Advisory Center** conducted a poll on the “**UAE Public Opinion on the Reliability of News Sources**”. The poll aimed to gauge the level of trust UAE residents had in various news sources.

Supervised by the Center’s Global Barometer Department, the poll was conducted in the context of a memorandum of understanding and cooperation recently signed between TRENDS Research and Advisory Center and the *Al-Emarat Al-Youm* newspaper, aimed at enhancing partnership and cooperation between research centers and media institutions, both regionally and internationally.

The poll included a number of questions aimed at finding out how interested UAE residents were in following the news and identifying the main news sources on which they relied.

The poll also sought to explore the first news source UAE residents turned to in the event of an important local or international development.

The poll included four questions:

1. Are you interested in following the news?
2. Which news sources do you rely on the most?
3. What is your level of trust in the following news sources?
4. Which news source do you turn to first in the event of an important local or international development?



Objectives of the Poll

- To determine UAE residents' interest in following the news.
- To find out what kinds of media outlets UAE residents rely on the most.
- To determine the level of trust UAE residents have in various news sources.
- To identify the first news source UAE residents turn to in the event of an important local or international development.

Methodology

Data Collection:

Given the COVID-19 precautionary measures, the electronic data collection method was used. A questionnaire was posted on the TRENDS website to ensure ease of response.

The Sample:

a- Sample Selection:

Owing to the difficulty of reaching the target audience, snowball sampling method was used. A link to the questionnaire was sent to individuals on the TRENDS Research & Advisory Center database. We requested that they share the link with others who fit the sample profile. We used *Survview* for the creation of the questionnaire and collection of data.

b- Characteristics of the Sample

The sample consisted of **601** UAE residents across different age groups and nationalities.

c- Margin of Error:

The margin of error was $\pm 4.0\%$, which fell within the statistically acceptable range in electronic surveys. This was accounted for in the analysis to ensure the accuracy of the results.

Questionnaire Format:

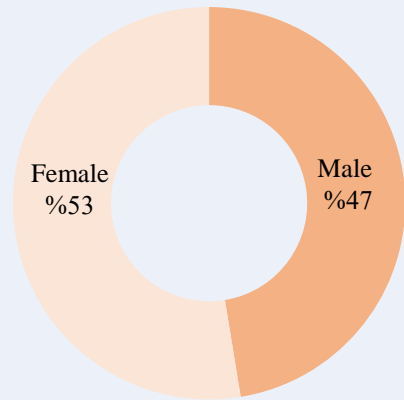
An electronic questionnaire was designed for the purpose of this survey. It consisted of four questions, which aimed to explore UAE residents' level of trust in various news sources.

Data Analysis:

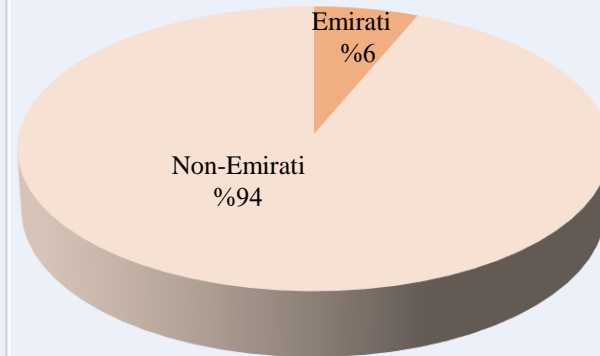
SPSS and Excel statistical programs were used to process and analyze the data, extract tables and graphs, and prepare the statistical report.

Sample Distribution

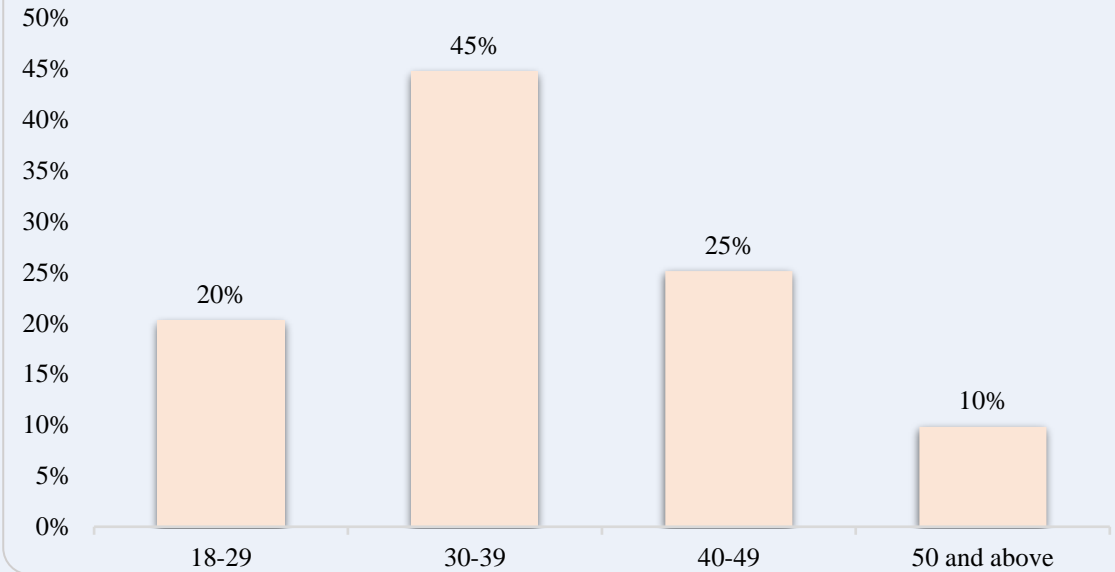
By Gender



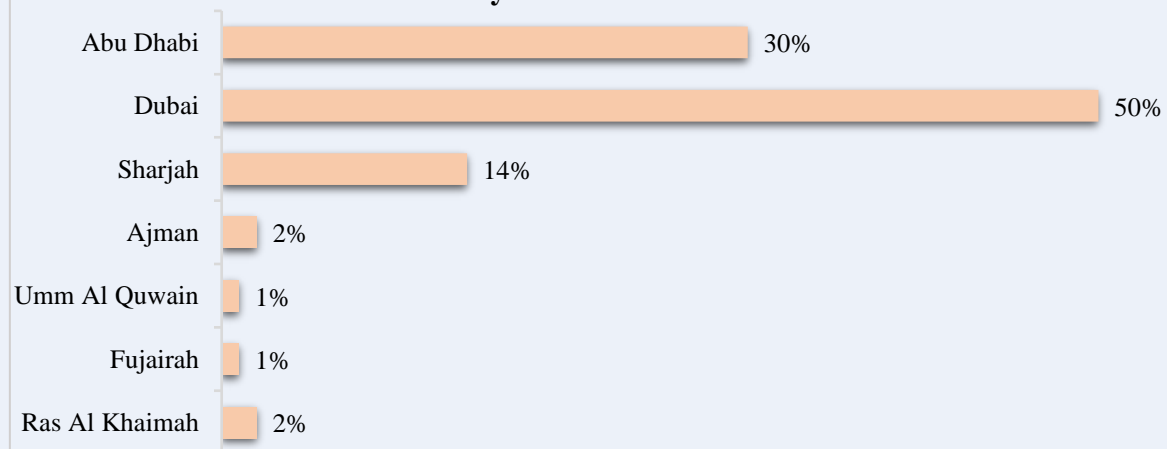
By Nationality



By Age Group

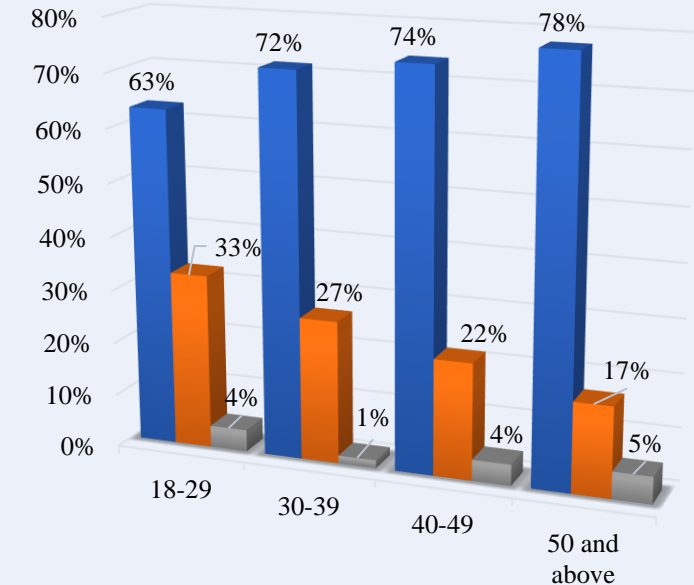
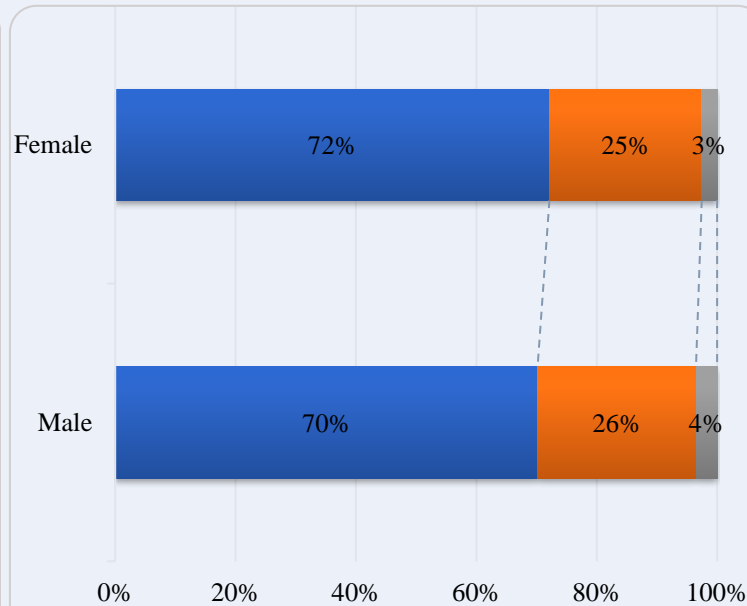
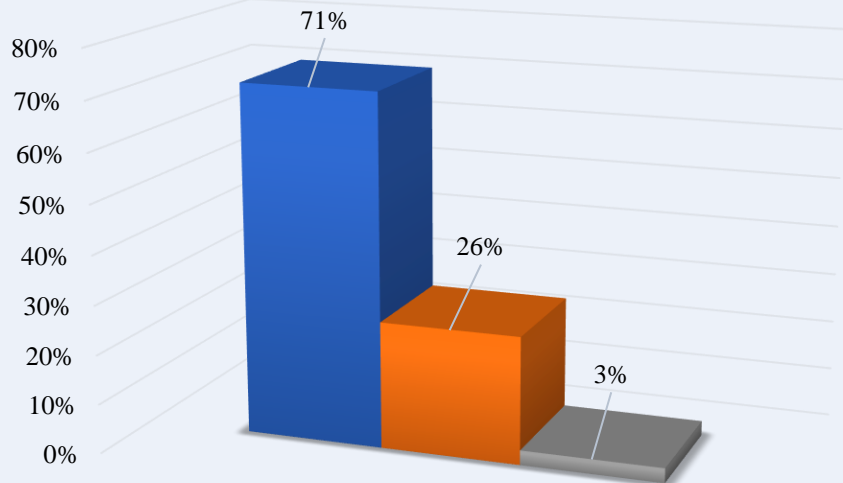
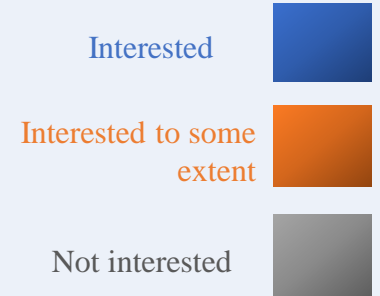


By Emirate



Are you interested in following the news?

- 71 percent of the respondents said they were interested in following the news.
- Of the respondents interested in following the news, 72 percent were female and 70 percent were male.
- The respondents aged '50 and above' were the most interested in following the news (78 percent).

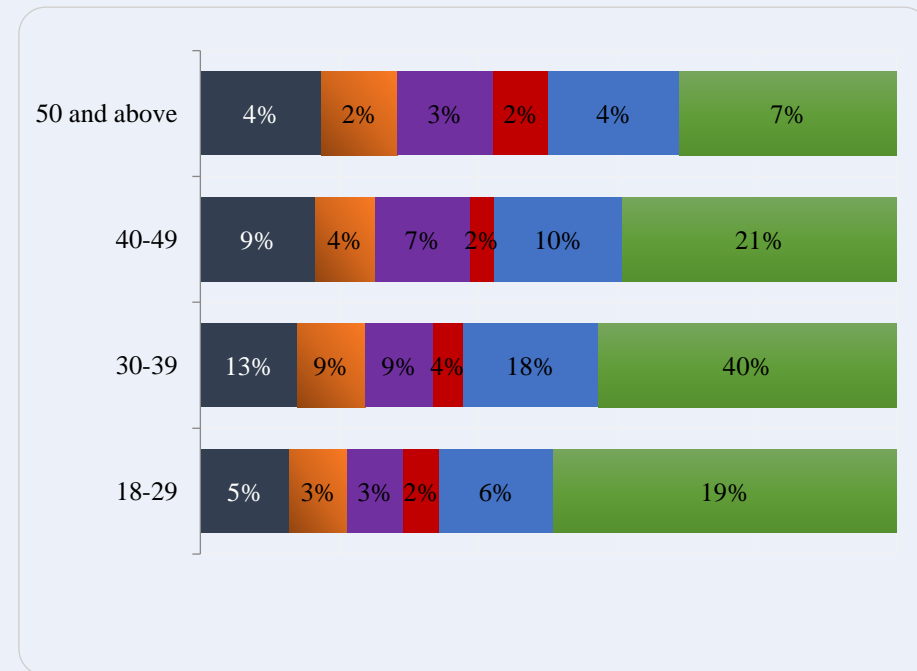
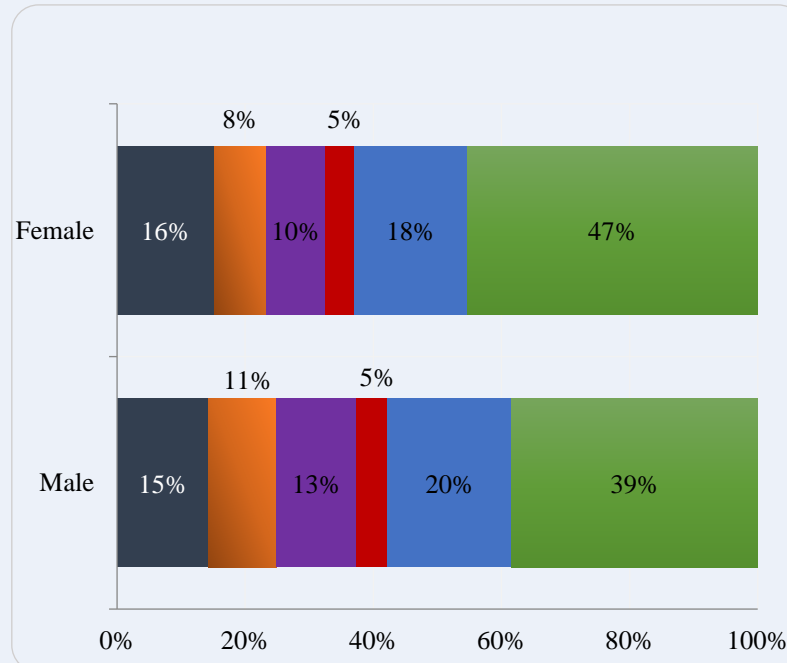
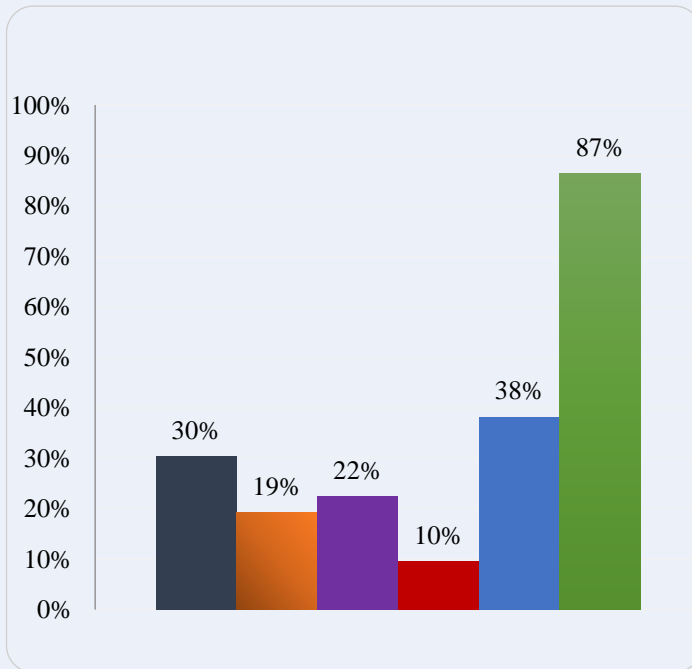
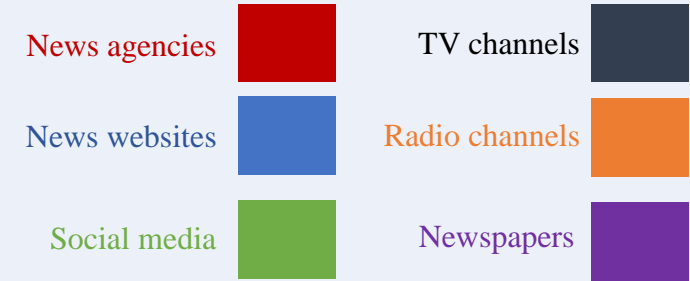


Which news sources do you rely on the most?



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- ❑ The news source UAE residents rely on the most is social media (87 percent).
- ❑ Females rely more on social media (47 percent), compared to males (39 percent).
- ❑ The respondents aged '30-39' are the most reliant on social media (40 percent).

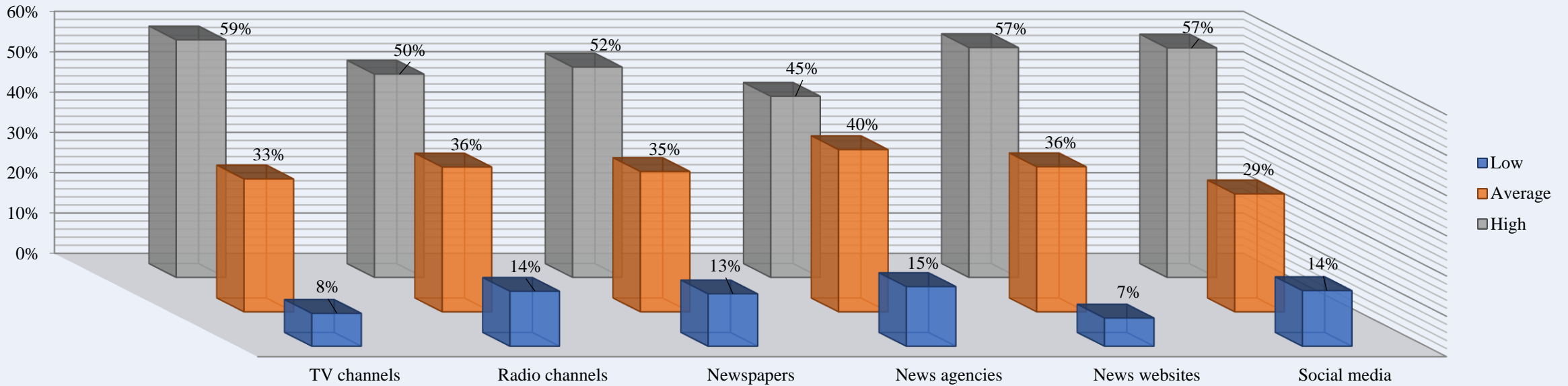


Multiple Response Question: percentage calculated separately for each index

What is your level of trust in the following news sources?



- TV channels are the most trusted source of news among the respondents (59 percent).
- Both news websites and social media rank second (57 percent) as trusted sources of news.

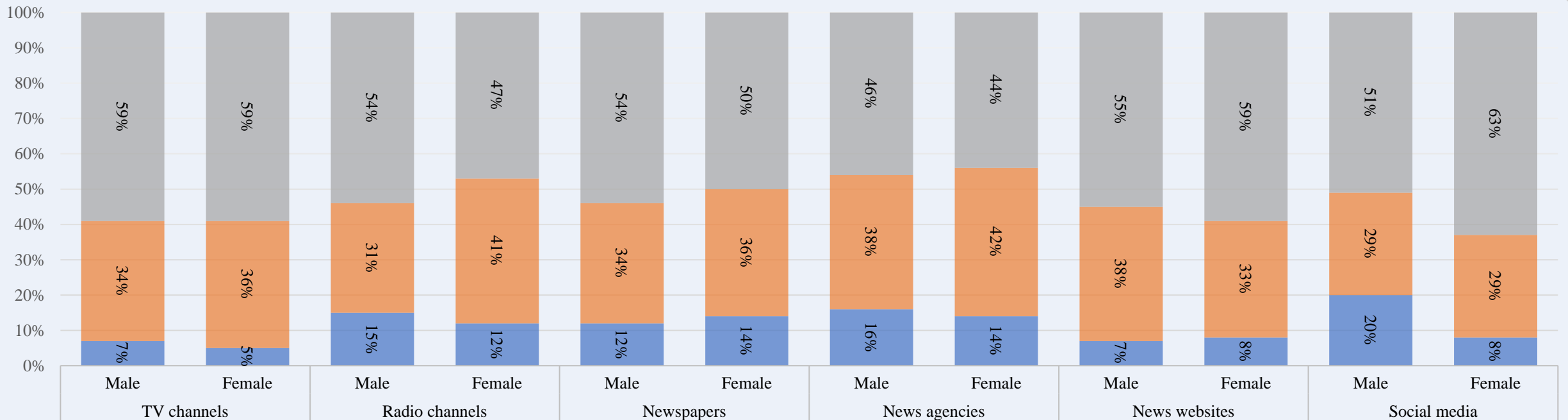
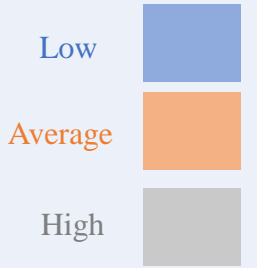


What is your level of trust in the following news sources?



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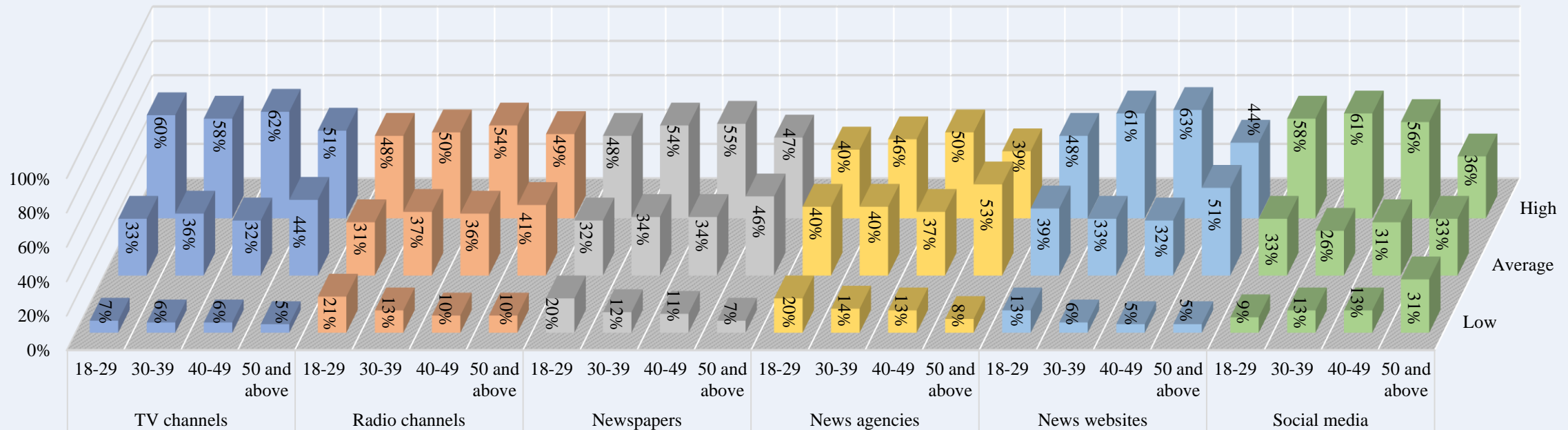
TV channels are the most trusted source of news among male respondents (59 percent), compared to female respondents who consider social media the most trusted news source (63 percent).



What is your level of trust in the following news sources?



- ❑ TV channels are the most trusted source of news among the '18-29' age group (60 percent) and '50 and above' group (51 percent).
- ❑ Both news websites and social media networks are the most trusted news sources among the '30-39' age group (61 percent).
- ❑ The '40-49' age group places the highest trust in news websites (63 percent).



Which news source do you turn to first in the event of an important local or international development?

- ❑ 58 percent of the respondents said they turn to social media networks in the event of an important local or international development.
- ❑ 61 percent of female respondents rely on social media to find out more about important developments, compared to 55 percent of male respondents.
- ❑ Respondents in the '50 and above' age group are the least reliant on social media (32 percent) in the event of an important local or international development.

