

TRACKING THE FUTURE OF NEWS

REUTERS INSTITUTE
DIGITAL NEWS REPORT 2014



REUTERS
INSTITUTE for the
STUDY of
JOURNALISM

NEWS

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Please attribute to the Reuters Institute Digital News Report 2014. If relevant, add a link to digitalnewsreport.org

We welcome feedback and questions at
info@digitalnewsreport.org

Key findings

- Role of smartphone as a key agent of change
- Generational split in news consumption
- Increasing disruption to mainstream media companies from pure players and aggregators
- Rise of the reporter as a key focus of trust and engagement
- Role of social media and emergence of WhatsApp as news network
- Video not growing as fast as expected

Background and methodology











One of the largest news surveys in the world – online news habits of more than 18,000 people in ten countries. Research conducted online in January/early February 2014.

Additional analysis of key themes, country level insights from network of partners

Full methodology on digitalnewsreport.org

Polling by

YouGov

	COUNTRY	STARTING SAMPLE	NON NEWS USERS	FINAL SAMPLE	TOTAL POPULATION	INTERNET PENETRATION
	USA	2384	8%	2197	313,847,465	78%
	UK	2271	8%	2082	63,047,162	84%
	GERMANY	2116	3%	2063	81,305,856	83%
	FRANCE	2039	5%	1946	65,630,692	80%
	DENMARK	2075	2%	2036	5,543,453	90%
	FINLAND	1532	1%	1520	5,262,930	89%
	SPAIN	2082	3%	2017	47,042,984	67%
	ITALY	2041	2%	2010	61,261,254	58%
	URBAN BRAZIL	1037	2%	1015	193,946,886	46%
	JAPAN	2015	2%	1973	127,368,088	80%

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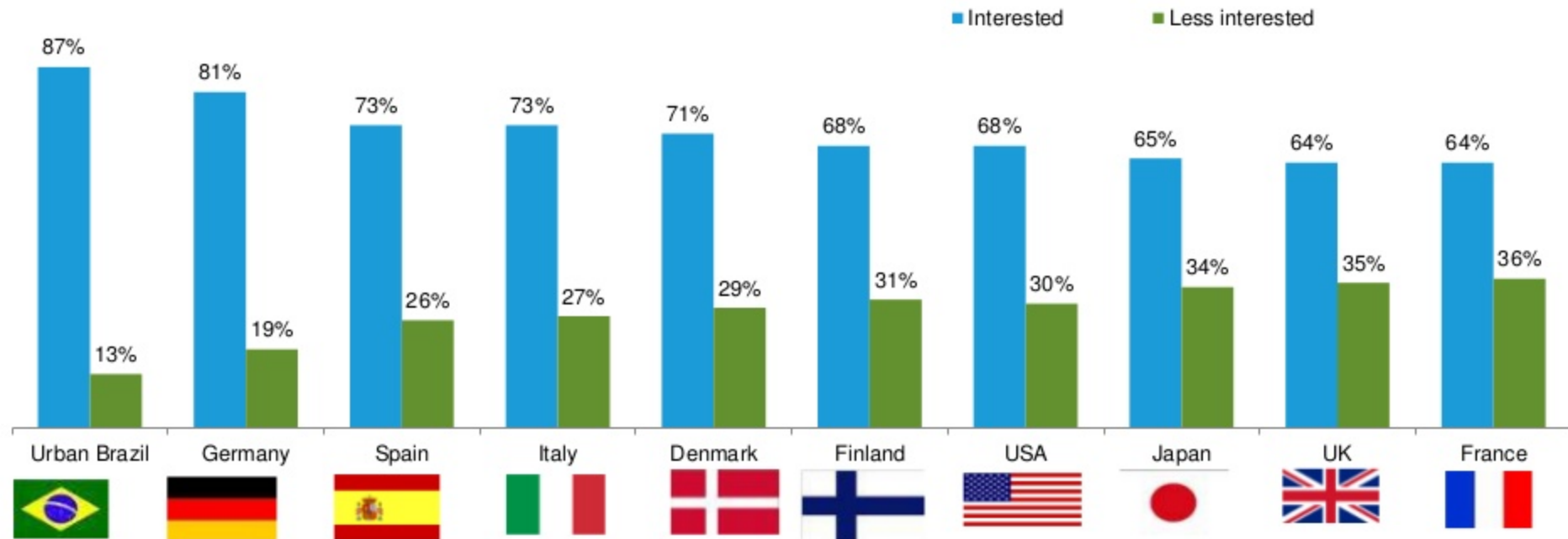
Foundation of Finland



Edelman

INTEREST IN NEWS AND TYPES OF USERS

Interest in news by country



Q1c. How interested, if at all, would you say you are in news? Chart shows net: extremely/very interested and net somewhat/not very interested

Base: All markets 2014 – UK=2082, Germany=2063, Spain=2017, Italy=2010, France=1946, Denmark=2036, Finland=1520, USA=2197, Urban Brazil=1015, Japan=1973

Interest in news by age (all countries)

Men are more interested in news than women and interest grows with age

	Male	Female	18-24	25-34	35-44	45-54	55+
Interested in news	77%	65%	61%	65%	69%	72%	77%














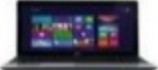


Q1c. How interested, if at all, would you say you are in news? *Net responses for extremely/very interested.*

Base: All markets 2014: 18837

Main platform for accessing news by country

TV remains the most valued platform in general by some distance – followed by online. Young people prefer online

	UK	Germany	Spain	Italy	France	Denmark	Finland	USA	Urban Brazil	Japan
										
TV 	50%	56%	47%	55%	61%	54%	36%	50%	56%	54%
Radio 	8%	13%	4%	6%	11%	9%	5%	4%	1%	2%
Print 	11%	11%	11%	12%	6%	8%	20%	6%	4%	21%
Online (inc. Soc media) 	30%	19%	35%	26%	21%	28%	37%	35%	37%	22%

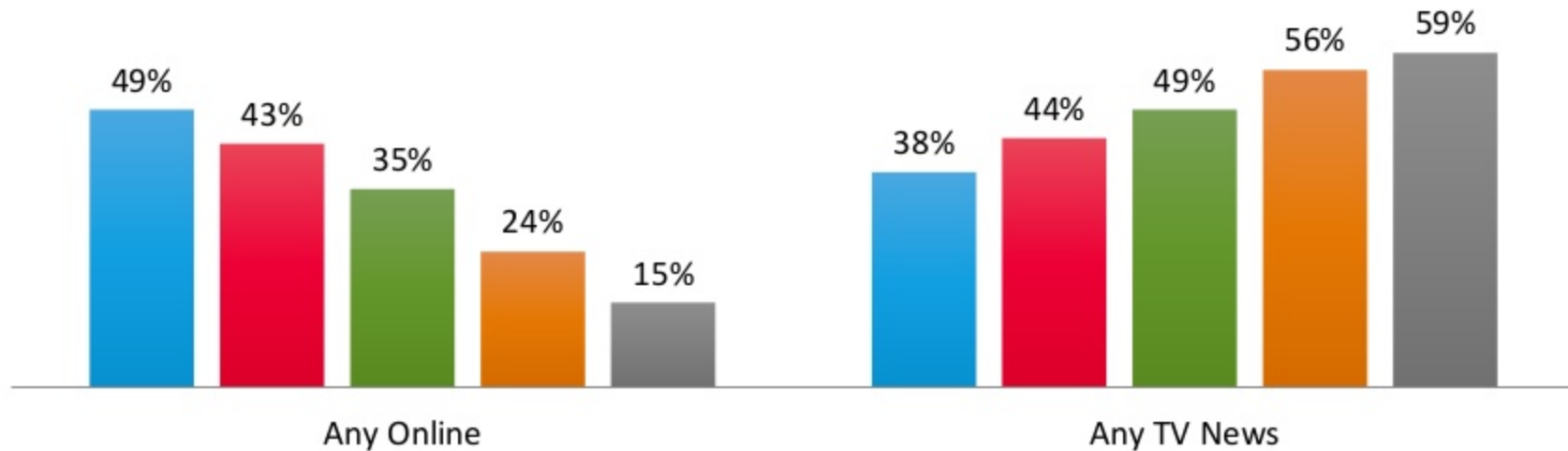
Q4. You say you've used these sources of news in the last week, which would you say is your MAIN source of news?

Base: All who have used sources in the past week (16112)

Main platform for news by age

GENERATIONAL SPLIT: Young prefer online, older groups still prefer TV news

■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55+



Q4. You say you've used these sources of news in the last week, which would you say is your MAIN source of news?

Base: All who have used sources in the past week (16007)

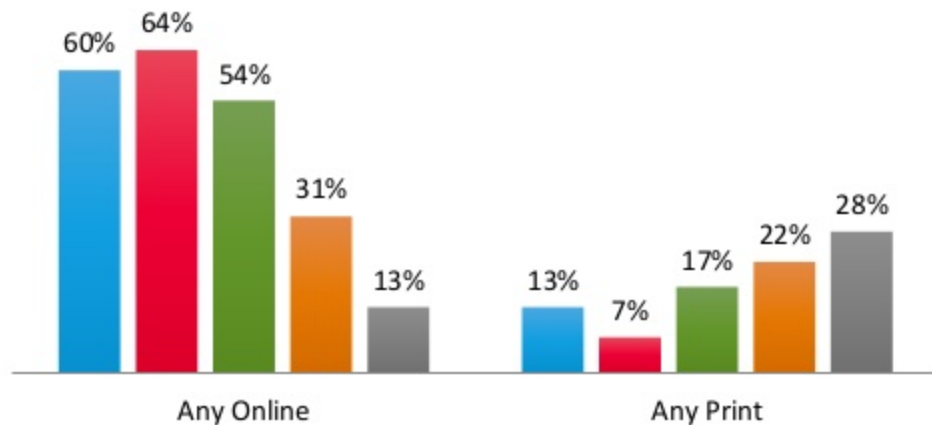
Main platform for news by age

Online vs print (selected)

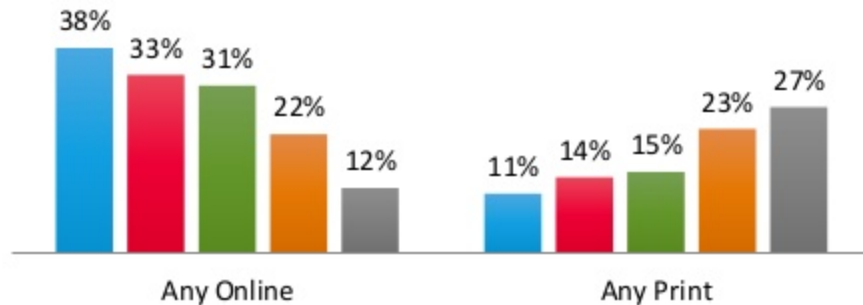


18-24 25-34 35-44 45-54 55+

Finland













Japan



Q4. You say you've used these sources of news in the last week, which would you say is your MAIN source of news ?

Base: All who have used sources in the past week, Finland=1368, Japan=1623

Interest in different types of news by country

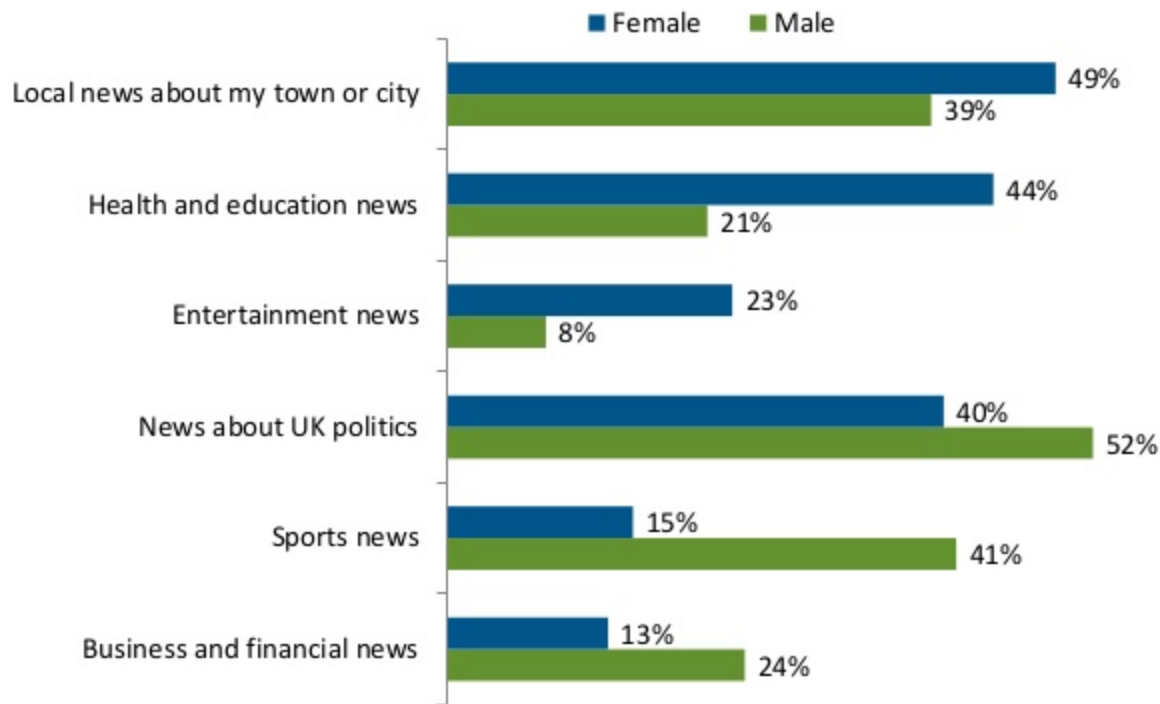
	UK 	Germany 	Spain 	Italy 	France 	Denmark 	Finland 	USA 	Urban Brazil 	Japan 
News about the country	71%	67%	63%	59%	64%	67%	76%	57%	66%	52%
International news	49%	64%	45%	49%	52%	63%	55%	39%	41%	43%
Local news about my town or city	46%	47%	42%	45%	37%	40%	48%	57%	47%	31%
News about my region	38%	51%	42%	38%	41%	26%	47%	31%	12%	33%
Business and financial news	21%	17%	13%	15%	15%	21%	12%	20%	29%	26%
News about the economy	39%	29%	38%	33%	27%	35%	31%	46%	34%	44%
Entertainment and celebrity news	17%	15%	14%	13%	13%	12%	16%	15%	22%	24%
Fun/weird news	15%	14%	18%	21%	22%	18%	14%	16%	15%	28%
Health and education news	28%	30%	37%	38%	31%	29%	27%	28%	57%	30%
Arts and culture news	12%	9%	19%	24%	15%	15%	14%	10%	27%	15%
Sports news	29%	28%	35%	29%	25%	27%	27%	20%	30%	28%
News about the country's politics	37%	51%	40%	54%	45%	59%	30%	46%	37%	52%
Science and technology news	25%	27%	33%	35%	28%	31%	31%	28%	43%	26%

Q2 Which of the following types of news is most important to you? Please choose up to five.

Base: All markets 2014 – UK: 2082; Germany: 2063; Spain: 2017; Italy: 2010; France: 1946; Denmark: 2036; Finland: 1520; USA: 2197; Urban Brazil: 1015; Japan: 1973

Gender differences by news type

Women are more interested in local news, entertainment news and health and education. Men are more interested in politics, sport and business and financial news

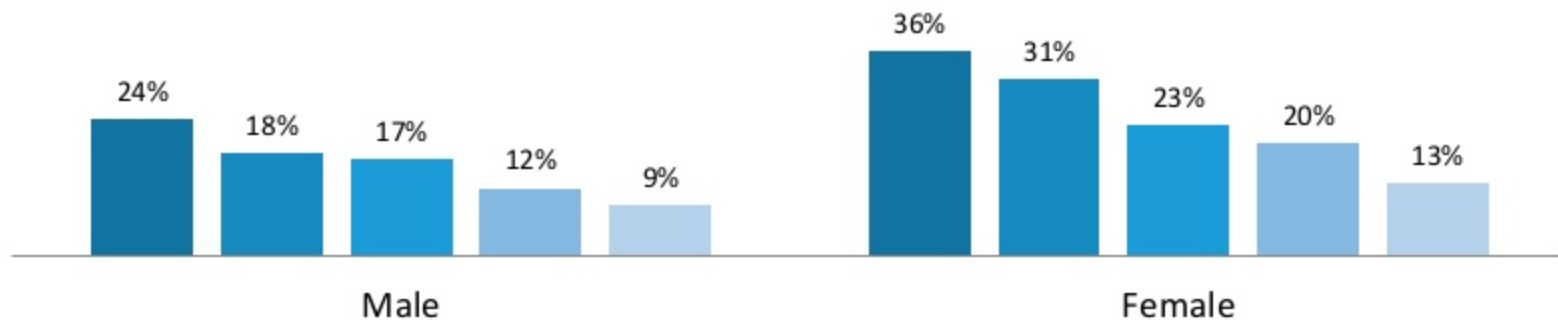


Weird and celebrity news by age and gender

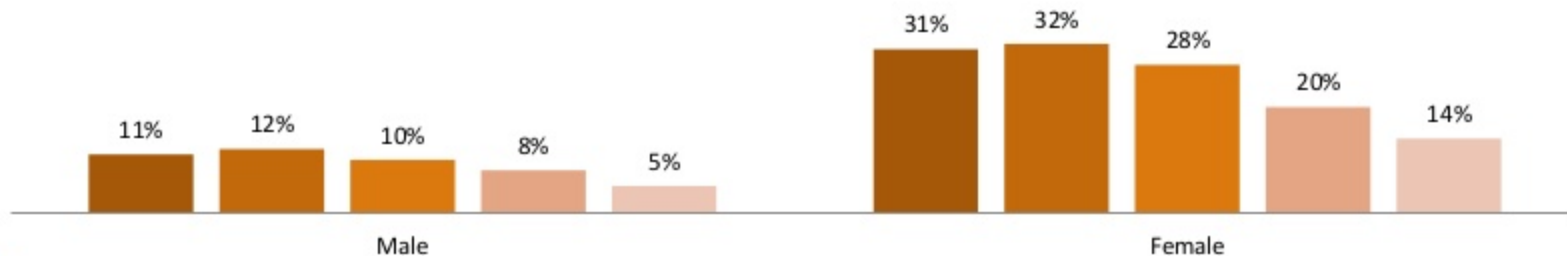
Both news types are driven by young women but **young men** are far more interested in weird/fun news than celebrity news

Fun or weird news

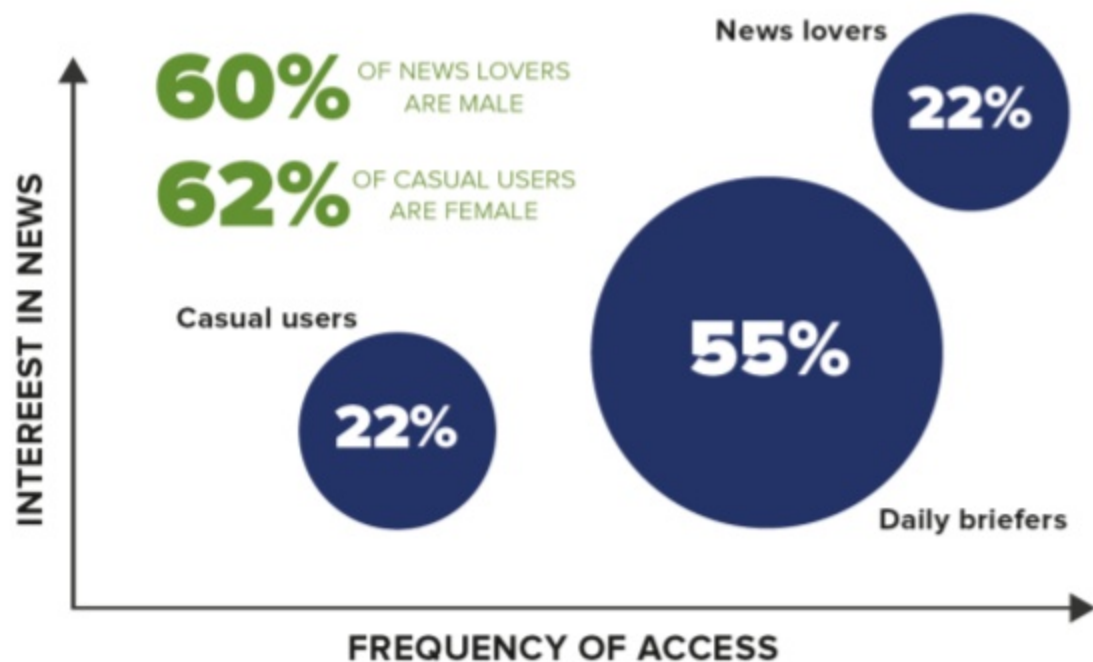
■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55+



Celebrity news



Types of news users drawn from interest and frequency



- **News Lovers:** These are people who access the news several times a day and say they are extremely interested in the news.
- **Daily Briefers:** These are people who also access the news several times a day but they say they are a bit less interested (very or somewhat) in the news.
- **Casual Users:** These are people who consume less frequently – anything between once a day to once a month – and they also tend to be less interested in the news, with a majority only somewhat interested in news.

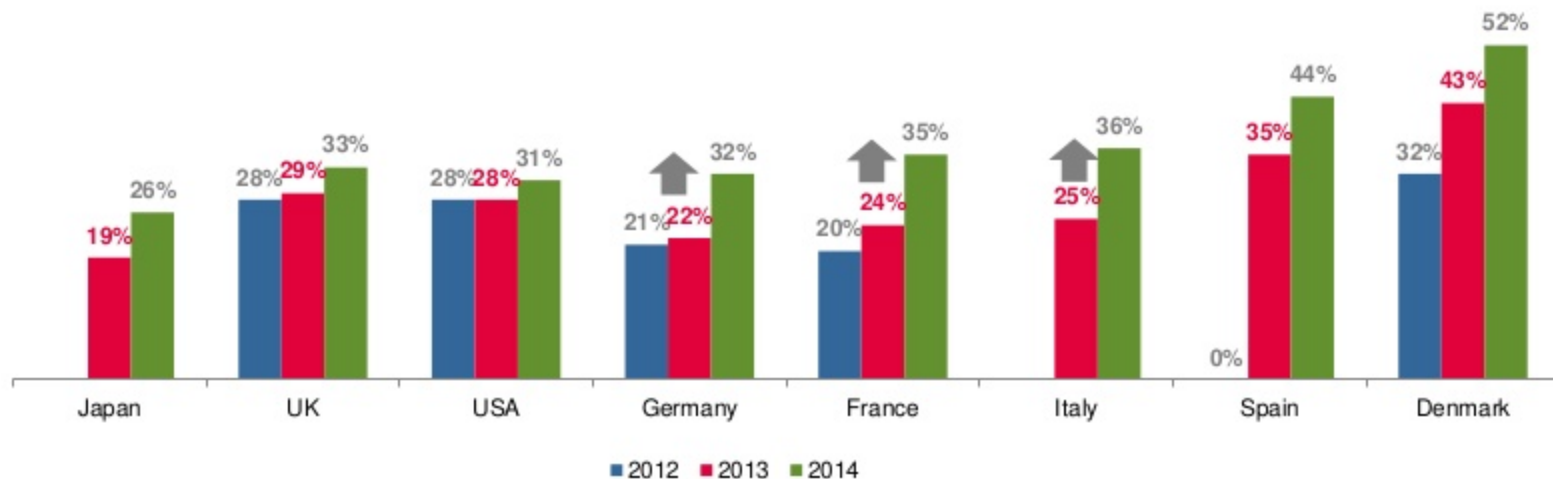


SMARTPHONES AND TABLETS

Strong growth in SMARTPHONE news access

Consistent pattern of strong growth in all markets

37%
access news
weekly
ALL TEN COUNTRIES



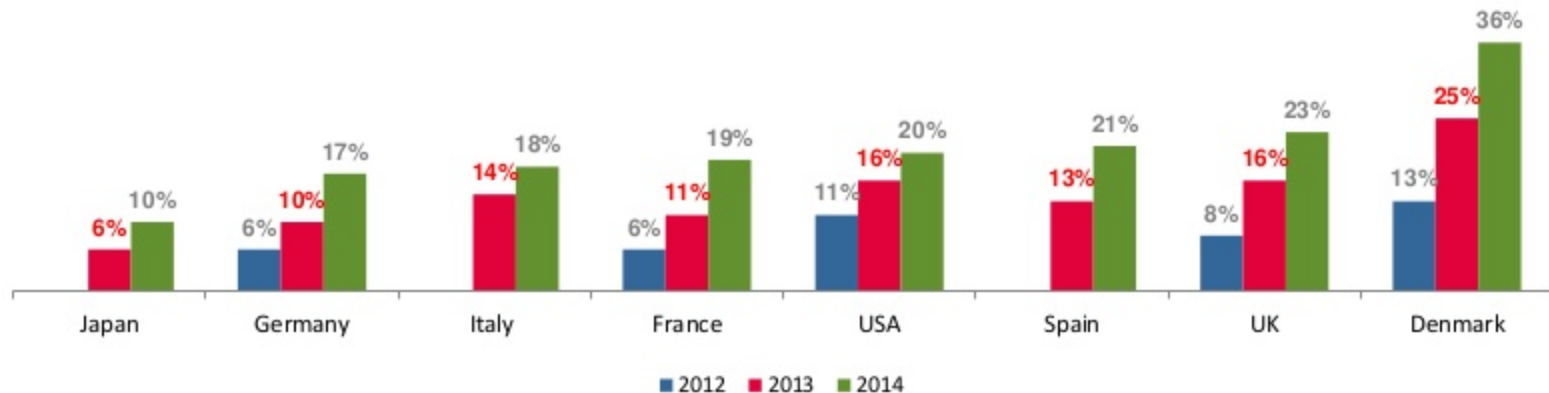
8b Which, if any, of the following devices have you used to access news in the last week?

Base: All (total sample in each country)

Strong growth in TABLET access

Denmark still leads in tablet usage

20%
access news weekly
ALL TEN COUNTRIES



8b Which, if any, of the following devices have you used to access news in the last week?

Base: All (total sample in each country)

Impact and value of new devices

- Increasing the frequency with which we access the news
- Increasing the access points for news

"in the café or at the bus it's right there, you have all the news at your fingertips"

- Encouraging payment for news

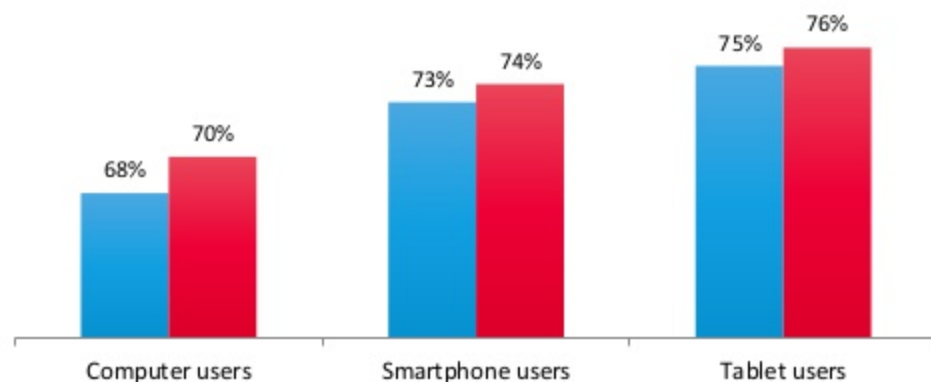


Frequency of access by device

Smartphones and tablets are encouraging more frequent access. The more devices you have the more likely you are to access news more frequently ...

% accessing news several times a day (Global)

■ 2013 ■ 2014



Device	Several times a day
One digital device	62%
Two digital devices	74%
Three digital devices	81%
Four or more devices	87%

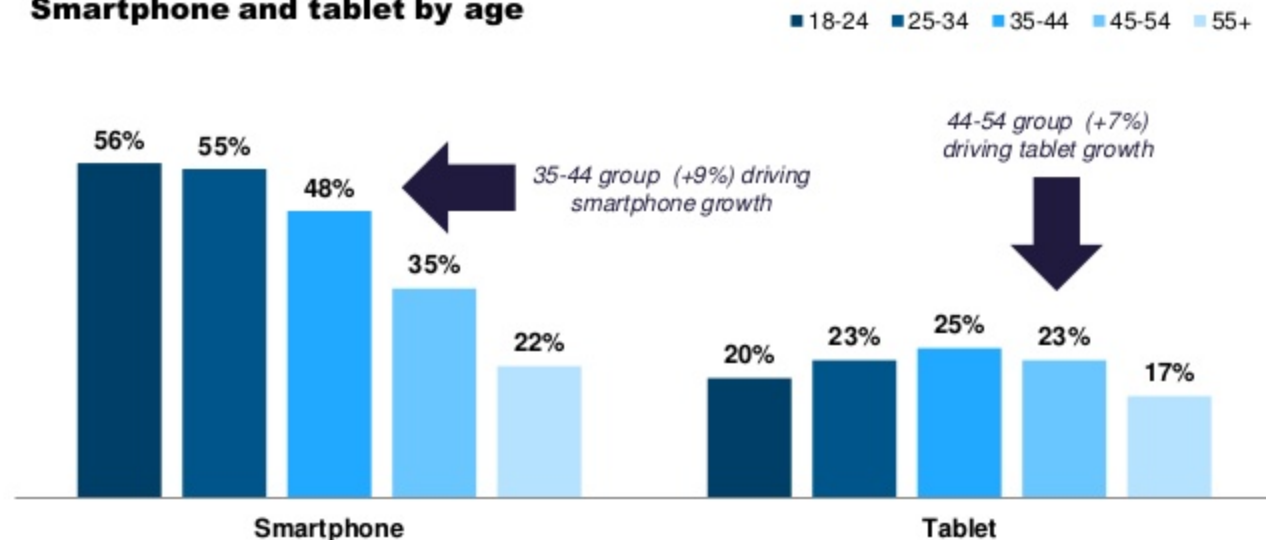
Q1b. Typically, how often do you access news (in any way)?

Base: All markets 2014: 18837, 2013: 11004

Smartphone and tablet demographics

Smartphones are still more popular with younger age groups. Tablets are used equally through age groups but with a significant bulge with the 35-44 group.

Smartphone and tablet by age



Q8b. Which, if any, of the following devices have you used to access news in the last week?

Base: All