

Reuters Institute Digital News Report 2015

TRACKING THE FUTURE OF NEWS

Supplementary Report



REUTERS
INSTITUTE for the
STUDY of
JOURNALISM

INFORMATION AND TERMS OF USE

- This information is based on one of the largest news surveys in the world.
- In 2015, the study explored the habits of more than 30,000 people in 18 countries. The results from 12 countries were published in June 2015. The results from a further 6 countries (Poland, Czech Republic, Austria, Netherlands, Turkey, and Portugal) are detailed here, and were published in October 2015.
- To aid the interpretation, the results from the 6 countries are compared to data from 3 of the original 12 countries: United Kingdom, Germany, and Spain.
- Research was conducted online in January/early February 2015. Additional analysis of key themes, country level insights from network of partners RISJ Digital News Report 2015
- Licensing and terms of use You are welcome to use the data and slides in this report for any purpose (commercial or non-commercial) in return for simple attribution under a Creative Commons license: <http://creativecommons.org/licenses/by/3.0/>
- Please attribute to the Reuters Institute Digital News Report 2015. If relevant, add a link to: digitalnewsreport.org
- We welcome feedback and questions at info@digitalnewsreport.org

METHODOLOGY

METHODOLOGY

	POL	CZE	AUT	NED	TUR	POR	(UK)	(GER)	(ESP)
Starting sample	2060	1049	1053	2265	1076	1086	2313	2035	2127
Non news users	2%	2%	4%	10%	3%	3%	7%	3%	5%
Final sample size	2015	1023	1009	2044	1041	1049	2149	1969	2026
Total population	38,346,279	10,627,448	8,223,062	16,877,351	81,619,392	10,813,834	63,742,977	80,996,685	47,737,941
Internet penetration	67%	78%	87%	96%	57%	65%	90%	89%	75%

Note: Turkey is representative of an urban population rather than a national population as such the internet penetration is likely to be higher than stated above, which must be taken into consideration when interpreting results.

Source: Internet World Stats <http://www.internetworldstats.com> internet population estimate 2014

EXECUTIVE SUMMARY

PROPORTION THAT USE EACH DIGITAL DEVICE TO ACCESS NEWS BY COUNTRY

	POL	CZE	AUT	NED	TUR	POR	(UK)	(GER)	(ESP)
Laptop/Desktop computer	81%	83%	67%	64%	65%	78%	59%	57%	66%
Smartphone	52%	34%	41%	42%	57%	34%	42%	34%	48%
Tablet	18%	16%	18%	25%	24%	21%	31%	16%	24%

Q8B. Which, if any, of the following devices have you used to access news in the last week? Please select all that apply.

Base: Total sample in each country

ALSO FROM 2015

COMPUTER FOR NEWS

HIGHEST
CZECH REPUBLIC: 83%
LOWEST
GERMANY: 57%

18 COUNTRY AVERAGE

68%

SMARTPHONE FOR NEWS

HIGHEST
AUSTRALIA: 59%
LOWEST
JAPAN: 33%

18 COUNTRY AVERAGE

45%

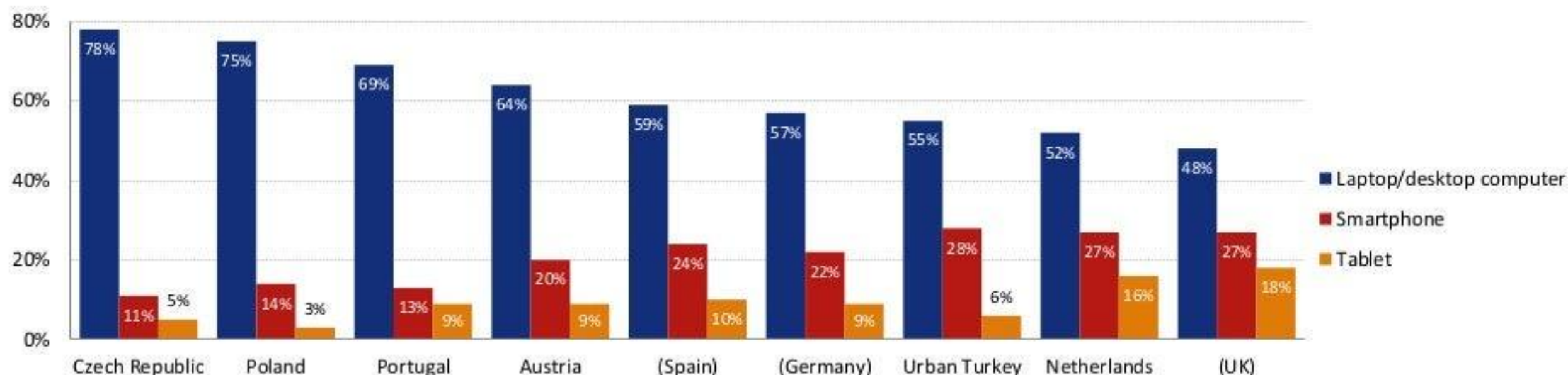
TABLET FOR NEWS

HIGHEST
DENMARK: 39%
LOWEST
JAPAN: 13%

18 COUNTRY AVERAGE

23%

PROPORTION THAT SAID EACH DEVICE WAS THEIR MAIN DIGITAL NEWS DEVICE BY COUNTRY (ORDERED BY COMPUTER)



UK8b6_5. You've said you use the following devices to access news in the last week, which is your MAIN way of accessing online news?

Base: All who used a digital device to access news in the last week Poland = 1923, Czech Republic = 948, Austria = 854, Netherlands = 1753, Urban Turkey = 961, Portugal = 973, UK = 1795, Germany = 1554, Spain = 1819.

Note: Data for each country do not add up to 100% because the small proportion who selected another digital device as their main device for news is not shown.

ALSO FROM 2015

COMPUTER AS MAIN DEVICE

HIGHEST
CZECH REPUBLIC: 78%
LOWEST
DENMARK: 47%

18 COUNTRY AVERAGE

59%

SMARTPHONE AS MAIN DEVICE

HIGHEST
IRELAND & AUSTRALIA: 32%
LOWEST
CZECH REPUBLIC: 11%

18 COUNTRY AVERAGE

24%

TABLET AS MAIN DEVICE

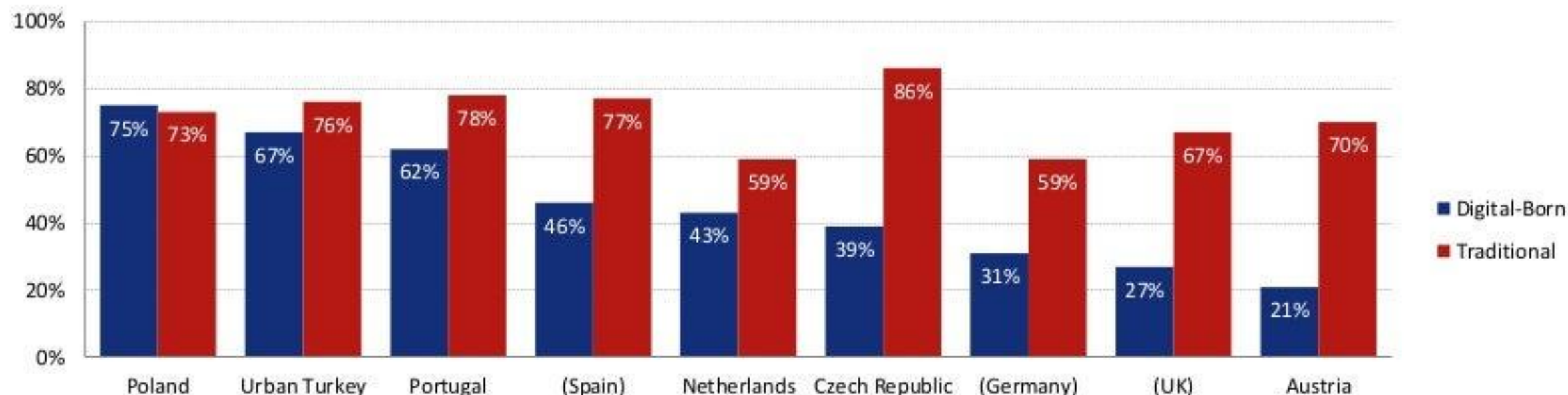
HIGHEST
DENMARK: 20%
LOWEST
POLAND: 3%

18 COUNTRY AVERAGE

10%

COMBINED ONLINE REACH OF DIGITAL-BORN AND TRADITIONAL NEWS BRANDS

BY COUNTRY (ORDERED BY DIGITAL-BORN)



Q5b. Which, if any, of the following have you used to access news in the last week? Please select all that apply. Via online platforms (web, mobile, tablet, e-reader)

Base: Total sample in each country

ALSO FROM 2015

DIGITAL-BORN

HIGHEST

POLAND: 75%

LOWEST

AUSTRIA: 21%

18 COUNTRY AVERAGE

47%

TRADITIONAL ONLINE

HIGHEST

FINLAND: 88%

LOWEST

JAPAN: 47%

18 COUNTRY AVERAGE

69%



MOST POPULAR DIGITAL-BORN NEWS BRANDS BY COUNTRY

	POL	CZE	AUT	NED	TUR	POR	(UK)	(GER)	(ESP)
First	48% Onet	31% Aktuálně	12% Google News	34% Nu.nl	26% Mynet	26% SAPO	12% Huffington Post	13% T-Online	15% Google News
Second	40% WP	12% Super	5% Yahoo News	6% Google News	21% Haberler	23% Notícias ao Minuto	8% Yahoo News	11% Google News	10% El Confidencial
Third	26% Interia	6% Google News	4% MSN News	6% MSN News	21% Internethaber	17% Google News	6% Google News	6% Huffington Post	9% MSN News

Q5b. Which, if any, of the following have you used to access news in the last week? Please select all that apply. Via online platforms (web, mobile, tablet, e-reader)

Base: Total sample in each country

Note: Domestic digital-born brands are marked in red.

PROPORTION THAT USE SELECTED INTERNATIONAL DIGITAL-BORN BRANDS FOR NEWS BY COUNTRY

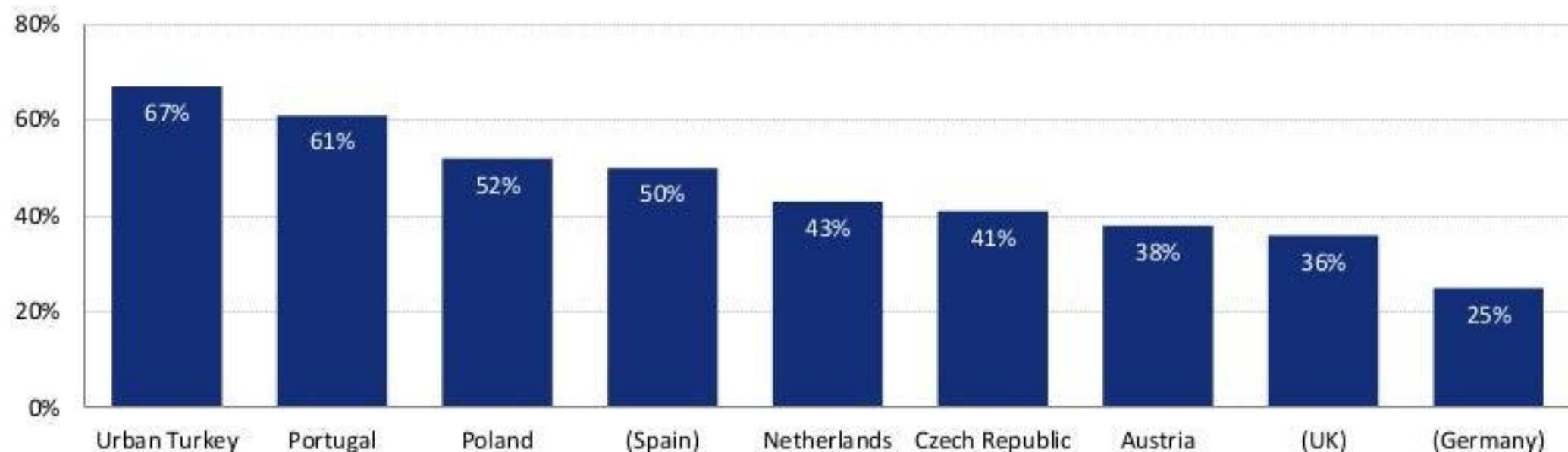
	POL	CZE	AUT	NED	TUR	POR	(UK)	(GER)	(ESP)
Huffington Post	1%	0%	2%	1%	2%	2%	12%	6%	8%
BuzzFeed	1%	0%	1%	1%	2%	1%	5%	1%	1%
Vice	-	0%	1%	1%	2%	1%	1%	1%	1%
Yahoo News	3%	0%	5%	1%	5%	2%	8%	5%	8%
MSN News	-	0%	4%	6%	13%	9%	5%	4%	9%
Google News	12%	6%	12%	6%	15%	17%	6%	11%	15%

Q5b. Which, if any, of the following have you used to access news in the last week? Please select all that apply. Via online platforms (web, mobile, tablet, e-reader)

Base: Total sample in each country

Note: We did not ask respondents about Vice or MSN news use in Poland

PROPORTION THAT USE SOCIAL MEDIA AS A SOURCE OF NEWS BY COUNTRY



Q3. Which, if any, of the following have you used in the last week as a source of news? Please select all that apply.

Base: Total sample in each country

ALSO FROM 2015

SOCIAL MEDIA FOR NEWS

HIGHEST

URBAN TURKEY: 67%

LOWEST

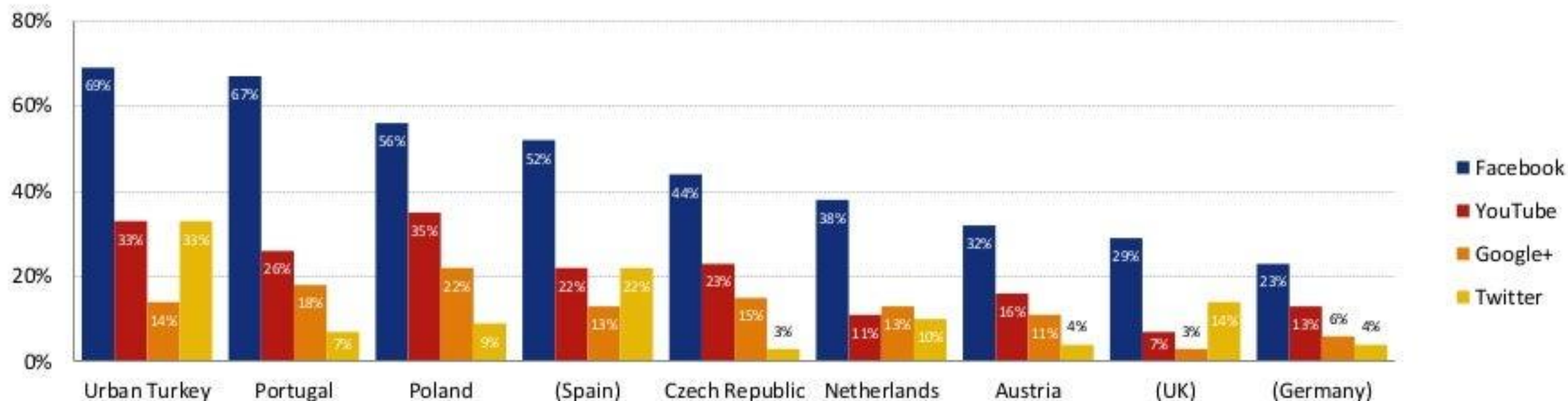
JAPAN: 21%

18 COUNTRY AVERAGE

44%

PROPORTION THAT USE EACH SOCIAL NETWORK FOR NEWS

BY COUNTRY (ORDERED BY FACEBOOK)



Q12b. Which, if any, of the following have you used for finding, reading, watching, sharing or discussing news in the last week? Please select all that apply.

Base: Total sample in each country

ALSO FROM 2015

FACEBOOK FOR NEWS

HIGHEST
URBAN BRAZIL: 70%
LOWEST
JAPAN: 11%

18 COUNTRY AVERAGE

43%

YOUTUBE FOR NEWS

HIGHEST
POLAND: 35%
LOWEST
UNITED KINGDOM: 7%

18 COUNTRY AVERAGE

19%

GOOGLE+ FOR NEWS

HIGHEST
POLAND: 22%
LOWEST
UNITED KINGDOM: 3%

18 COUNTRY AVERAGE

10%

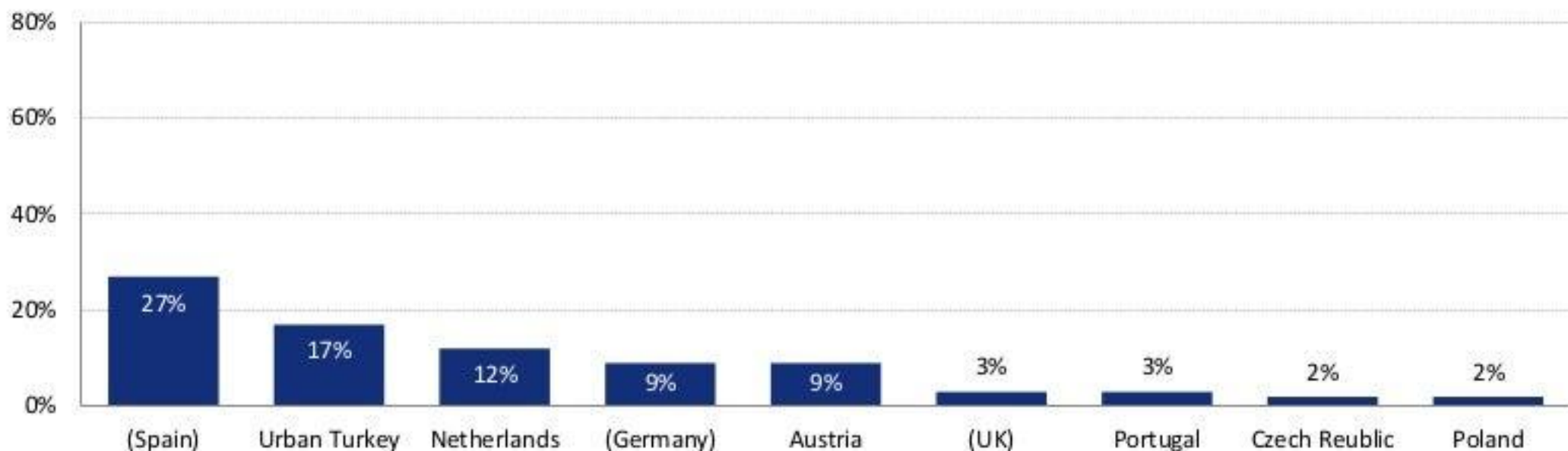
TWITTER FOR NEWS

HIGHEST
URBAN TURKEY: 33%
LOWEST
CZECH REPUBLIC: 3%

18 COUNTRY AVERAGE

11%

PROPORTION THAT USE WHATSAPP AS A SOURCE OF NEWS BY COUNTRY



Q12b. Which, if any, of the following have you used for finding, reading, watching, sharing or discussing news in the last week? Please select all that apply.

Base: Total sample in each country

ALSO FROM 2015

WHATSAPP FOR NEWS

HIGHEST

URBAN BRAZIL: 34%

LOWEST

US, JAPAN & DENMARK: 1%

18 COUNTRY AVERAGE

9%