#DNR21 DIGITAL NEWS REPORT 2021

10TH EDITION

REUTERS INSTITUTE FOR THE STUDY OF JOURNALISM | UNIVERSITY OF OXFORD | YouGov

In its 10th year, The Reuters Institute Digital News Report is the most comprehensive and authoritative measure of the world's perception of media in the eyes of consumers – conducted by YouGov.

6 Continents | 46 Markets | 92K Respondents

MEDIA TRUST

TRUST IN NEWS HAS GROWN

6% WORLD WIDE

44%

of the world trusts the news most of the time

Highest levels of trust: Finland

65%

Lowest levels of trust: The USA

29%

Trust in news from search and social media has remained stable

24%

of the world trust the news on social media

34%

of the world trust the news in search

PANDEMIC IMPACT ON NEWS SOURCE

TV AS A NEWS SOURCE HAS BOOSTED

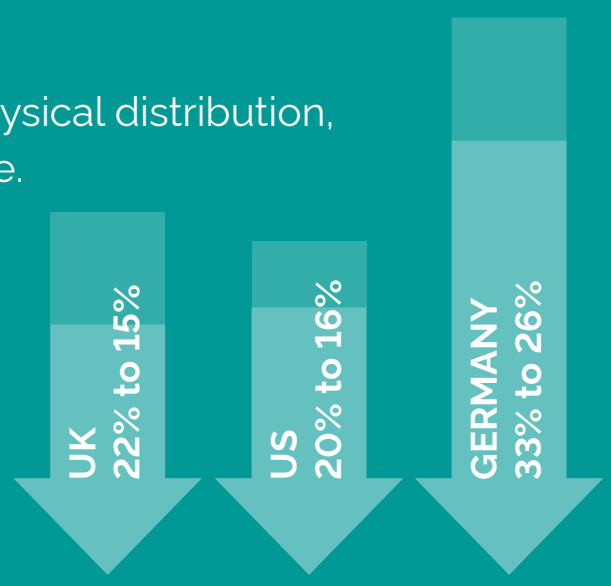
Markets with an uptick in TV as a news source

Markets with a decline in TV as a news source

TV: Television news has boosted with strict lock downs among well trusted broadcasters

Print Newspapers

Print newspapers saw a decline, impacted by physical distribution, accelerating the shift towards an all-digital future.



Markets with a decline in print as a news source

DEVICES FOR NEWS SOURCES

SMART PHONES ARE THE FASTEST GROWING DEVICE FOR NEWS

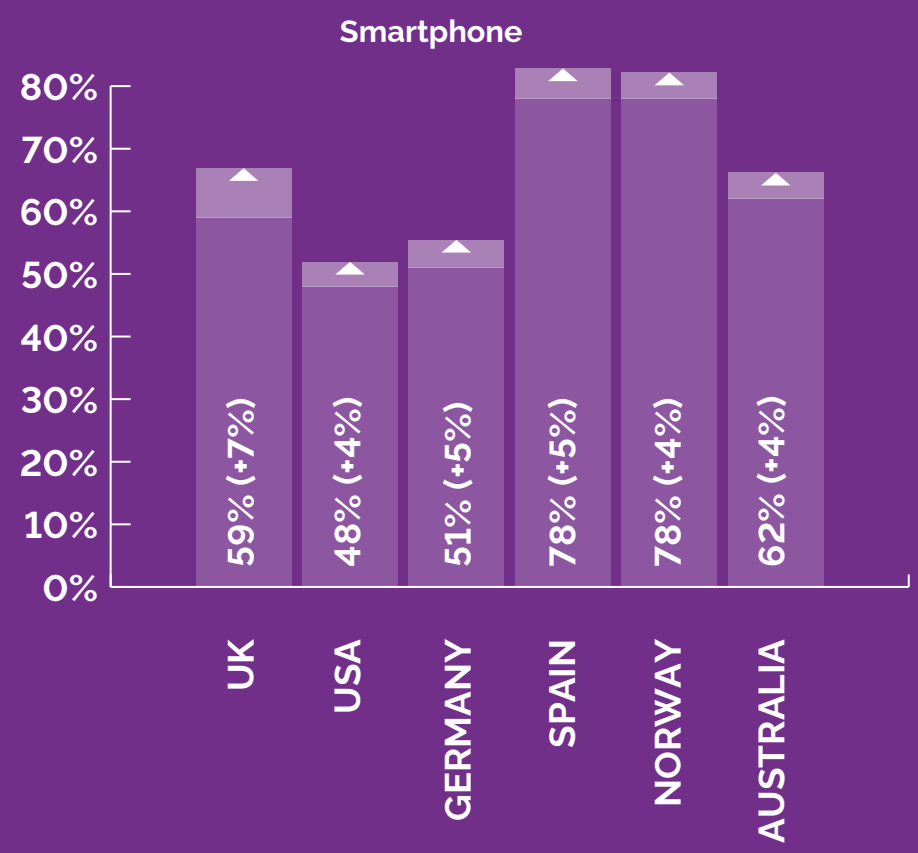
23%

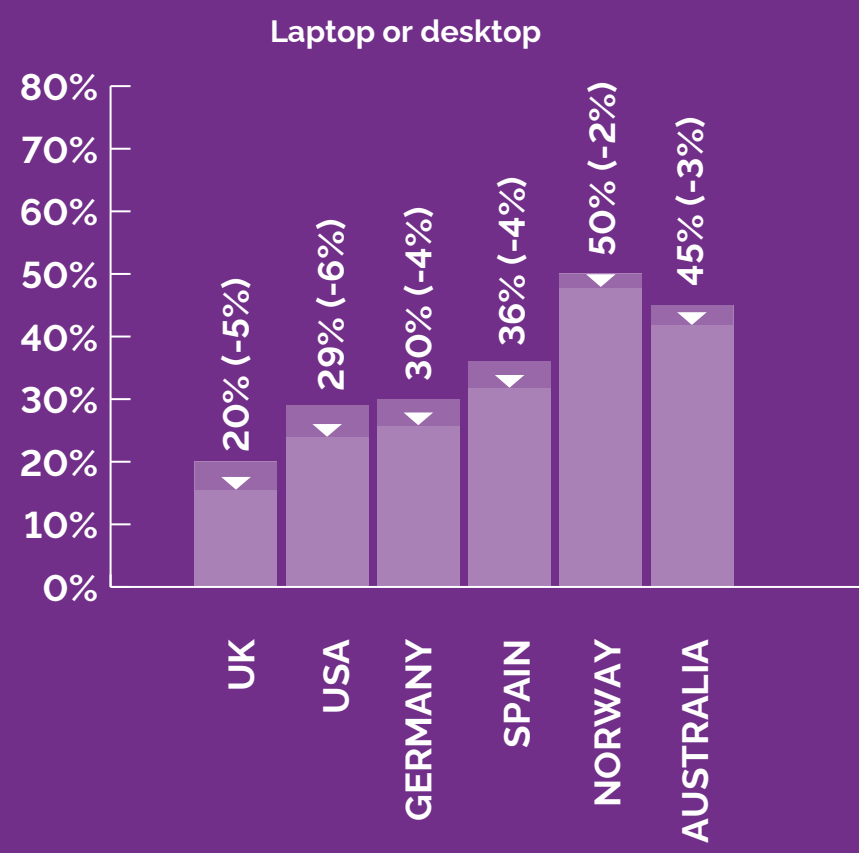
say laptops or desktops are their main device for news

61%

of the world say smartphones are their main device used for news

Main device for news by market with change since 2020





SOCIAL MEDIA AS A NEWS SOURCE

TIKTOK NOW REACHES A QUARTER OF THE WORLD'S UNDER 35's

24%

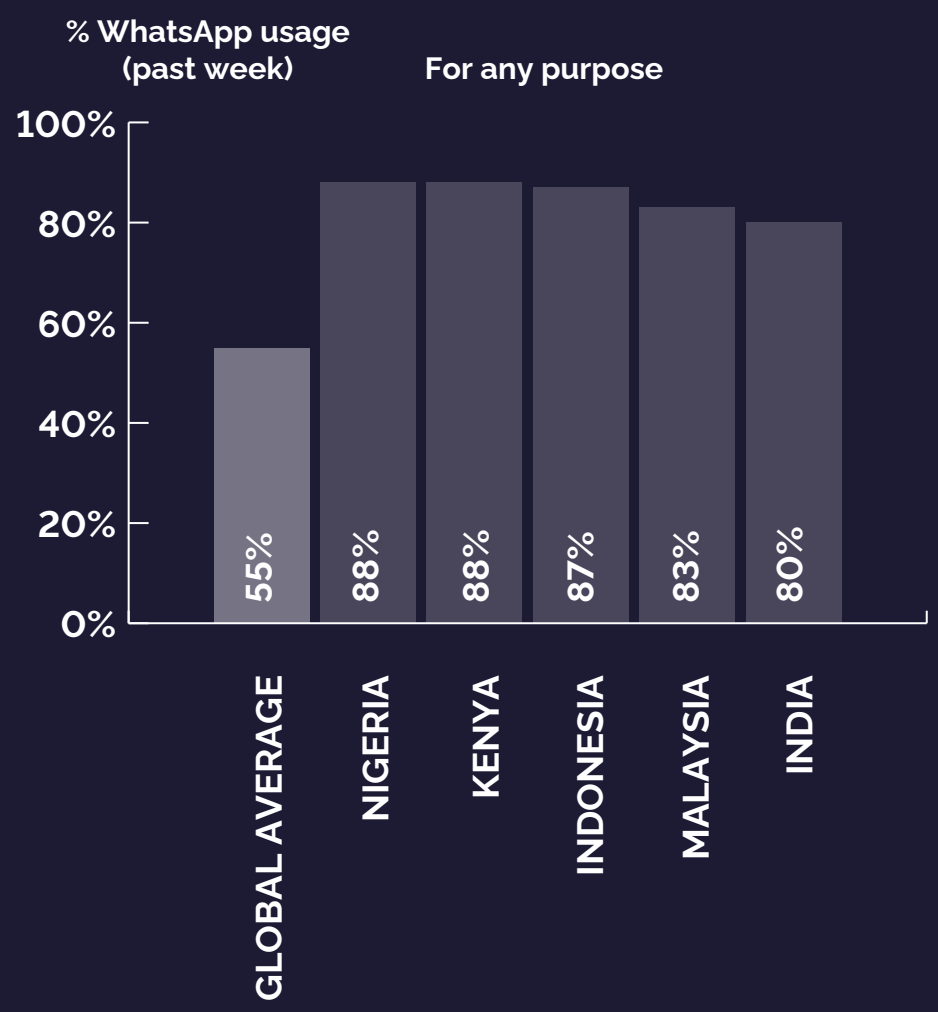
of under 35's worldwide now use TikTok

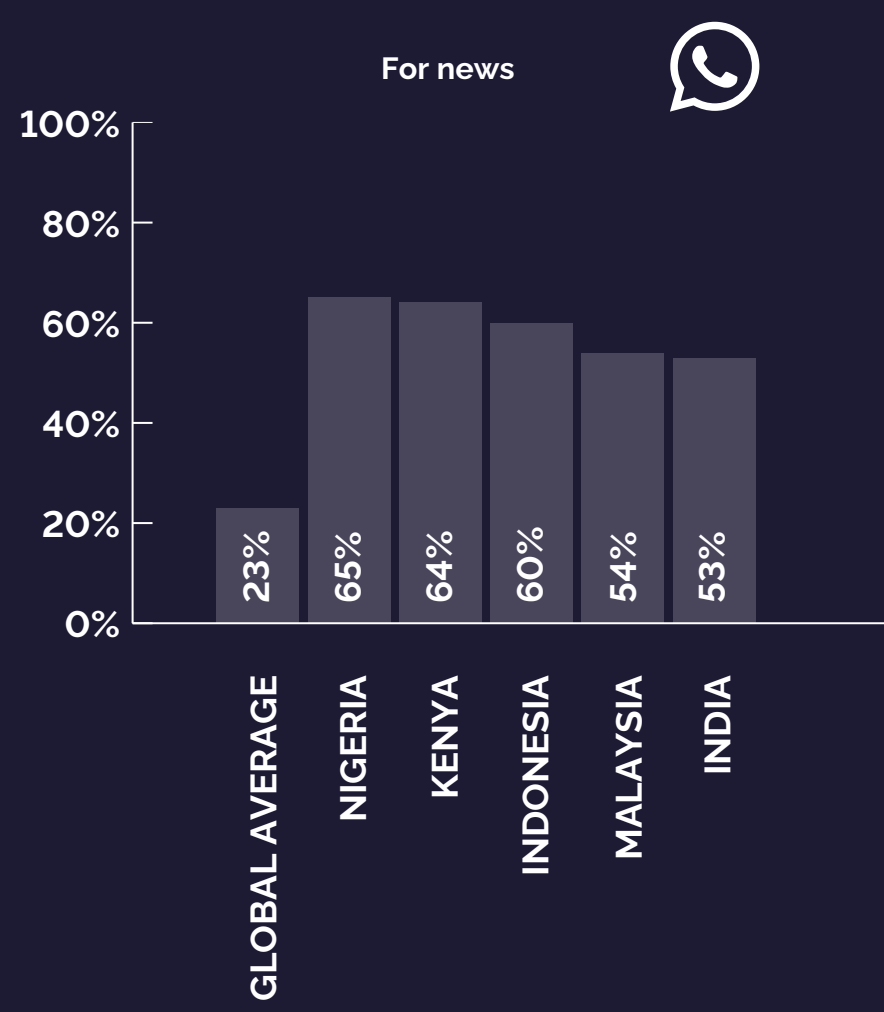
40%

of those aged 18-24 say social media is their main source of news

7% of under 35's use it for news

WhatsApp has become especially popular in the global south





Mainstream news brands and journalists attract most attention around news seen on:

Facebook **28%** and Twitter **31%**

They are eclipsed by influencers and alternative sources in networks such as:

TikTok **36%**

Snapchat **35%**

Instagram **34%**

MISINFORMATION AND COVID-19

THREAT OF MISINFORMATION REMAINS HIGH ABOUT COVID-19

Highest level of concern

82%

in Brazil

Lowest level of concern

37% in Germany

58%

of the world say they are concerned about fake news on the internet

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54%

of the world say they had seen false or misleading information about COVID-19 in the past week, more than any other subject

Markets with highest levels of perceived misinformation

MEXICO 69%

COLOMBIA 72%

PERU 70%

ROMANIA 70%

SOUTH AFRICA 71%

Top concerns around the world

55%

are concerned about false or misleading information about COVID-19 being spread through social platforms

29%

are worried about politicians sharing false information about the virus

16%

are concerned about ordinary people spreading falsehoods about the virus

TESTIMONIAL

"YouGov has been an outstanding partner for our Digital News Report, the largest ongoing international study of news and media use across the world. Not only have they helped us collect data and conduct analysis with very quick turn-around in a complex project. They have also been good partners in continuously improving both the design and data quality and complementing the main survey with a number of highly specialized in-depth studies using passive tracking, online focus groups, open-ended responses and other supplementary methods. Working with YouGov, we have been able to build up the Digital News Report to a critically important must-read source of accurate and timely analysis of trends in a fast-changing media environment."

Professor Rasmus Kleis Nielsen, Director of the Reuters Institute for the Study of Journalism

Data for the Digital News Report was sourced by YouGov using custom and international omnibus research services across 46 markets, among 92,372 respondents between 10 January and 12 February 2021. Data has been analysed by YouGov's Digital Media Research experts in partnership with The Reuters Institute.

Download the full report at digitalnewsreport.org