

# THE DIGITAL NEWS REPORT 2020



How YouGov helped Reuters produce the world's biggest ongoing survey tracking online news and engagement

**80k**  
respondents

**40**  
markets

**6**  
continents

**9**  
years



## The challenge

Gather reliable global information for academics, publishers and media owners in order to:

Create the biggest and most reliable study addressing the major issues within the world of news media

Grow into new markets to continually provide comparable perspective from the biggest global audience possible

Deliver reliable opinion to challenging timescales in a fast-changing landscape



## The approach

### Live streaming data:

Online survey data with live streaming of results for early data comparison across 40 markets



## Key findings

**Paying for news:** Significant increase across many countries: 42% in Norway, 20% in the US, 7% UK

**Trust in the news:** Further falls with increased political polarization a key factor

**Misinformation responsibility:** Left blame domestic politicians. Right more likely to blame journalists. Facebook is main problem in Philippines and the US but WhatsApp in South Africa and Brazil

**TV news audiences:** Falling rapidly especially with younger groups. Loss of reach is putting pressure on public service broadcaster

**GenZ news behaviour:** Differences with millennials becoming increasingly clear. Significant increases in reliance on social media (39% in UK c.f. 27% last year)

**Local news:** A third of those who use local newspapers say they would miss them a lot. Local TV and radio valued by half

**Podcast value:** Users say they offer more depth and range than other media and they are more convenient

**Concern over "Fake News":** 56% of people globally remains concerned about what is real and what is fake when it comes to online news.

For most concerned about false or misleading information is coming from:



### Newsletters email are making a comeback:

- 16% (combined sample) access news each week via email
- 60% (combined sample 21 countries) of newsletters readers receive a briefing of general or political news
- Newsletters readers receive an average of 4 email newsletters or alerts per week
- 47% of American email users are twice likely to receive politically focused emails compared with the average (26%) (combined 21 countries)
- 44% average (combined 21 countries) say they read most of their emails each day.

**Climate change:** 69% (combine sample) consider climate change to be an extremely or very serious problem.

9% (combined sample) don't see climate change as serious

90% in Chile, Kenya and South Africa view climate change as extremely or very serious

Around or less than half in Norway and the Netherlands think climate change is a serious problem



### The impact

Coverage in the first week:



900+ articles globally



4,600 downloads

Coverage in Bloomberg News Online, The New York Times Online, Financial Times, Daily Mail/Mail Online, Reuters Online (also syndicated in the NYT), Mail, Business Insider (among other outlets totalling more than 100), DIE WELT Online, SZ.de (Sueddeutsche Zeitung), BBC News Online and Forbes Online.

What the media had to say:



At a time of so much change and disruption (and a lot of faddish ideas and instant commentary), the report offers a nuanced and authoritative picture of what is really going on in our industry."

**James Montgomery**

*Head of Digital Development, BBC*



The Reuters Institute Digital News report has become a pivotal point in the year at which, those of us who try to follow these trends, can get a really clear snapshot as to what is actually going on."

**Matt Rogerson**

*Head of Public Policy,  
Guardian Media Group*

What Reuters had to say:



YouGov has been an outstanding partner for our Digital News Report, the largest ongoing international study of news and media use across the world. 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*

Download the report at [digitalnewsreport.org](https://digitalnewsreport.org)

**Media:** Google, BBC News, Ofcom, Leibniz Institute for Media Research, Edelman, BAI, Media Industry Research, University of Canberra, Universidad de Navarra, Korea Press Foundation, Centre D'Etudes sur les medias, Fritt Ord, Roskilde University, Commissariaat Voor de Media and Open Society Foundations

## ABOUT YOUNGOV

YouGov is an international research data and analytics group headquartered in London. Our data-led offering supports and improves a wide spectrum of marketing activities of a customer-base including media owners, brands and media agencies. We work with some of the world's most recognised brands.

Our line of products and services includes YouGov BrandIndex, YouGov Profiles, YouGov RealTime, YouGov Custom Research, YouGov Crunch and YouGov Direct.

With over 11 million registered panellists in more than 40 countries, YouGov's market research covers the UK, the Americas, Mainland Europe, the Middle East, and Asia-Pacific. Our panellists come from all ages, socio-economic groups, and other demographic types – allowing us to create nationally and internationally representative online samples of consumers.

For more information, visit [yougov.com](https://yougov.com)

YouGov is a global provider of analysis and data generated by registered panellists in more than 40 markets. As the market research pioneer of Multilevel Regression with Poststratification (MRP) for accurate predictions at a granular level, our data consistently outperforms others on accuracy, as concluded by Pew Research. Combine that with our advanced analytical technology, powered by YouGov Crunch, and we are able to generate the most accurate, complete, and dynamic portrait of the world.

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