

7 insights about news media habits across different countries

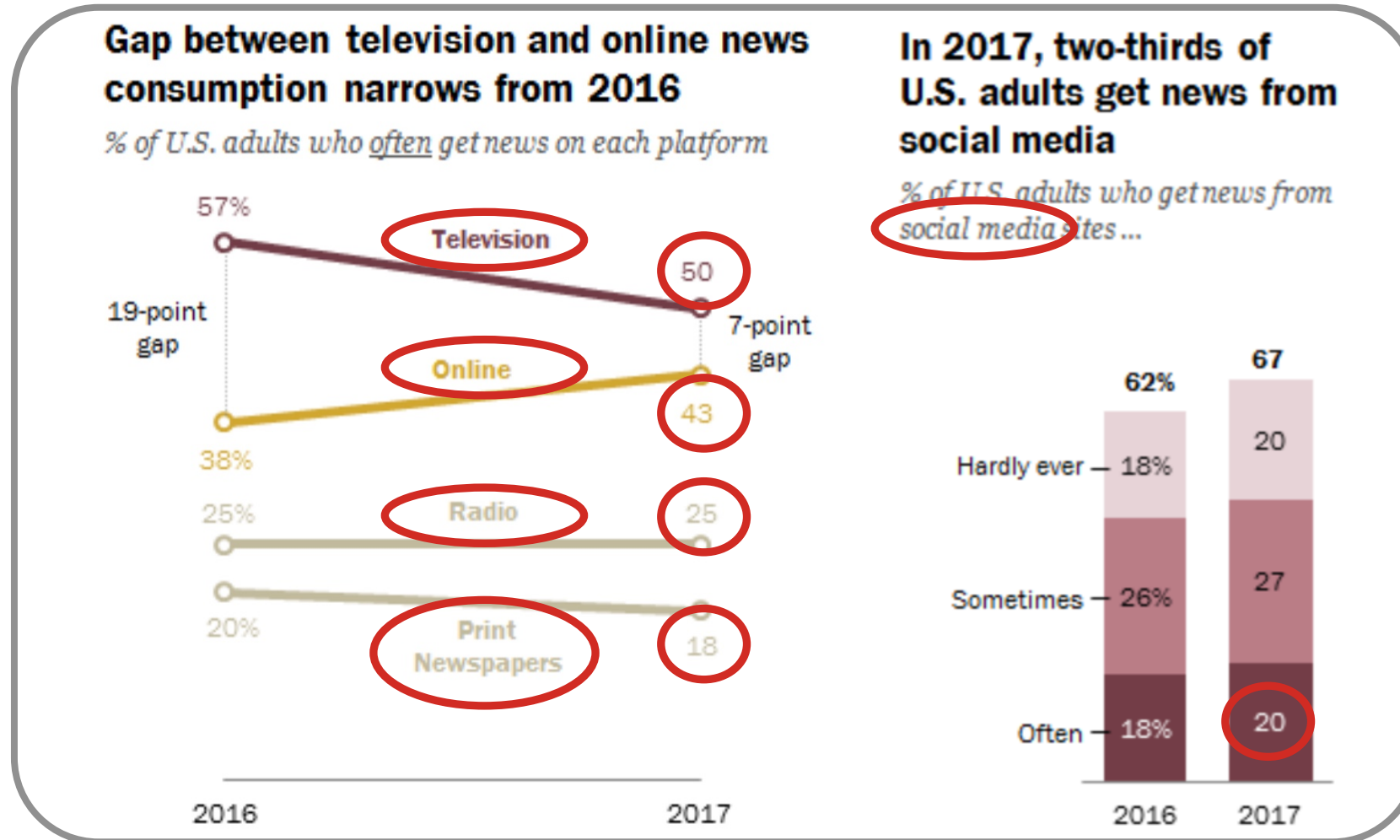
“Providing facts where opinions are formed” OECD Conference

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05 October 2017



Pew Research from Aug 2017 shows that TV is still the most used platform for news amongst US adults



Source: Pew Research Center, Survey conducted Aug 8-21, 2017

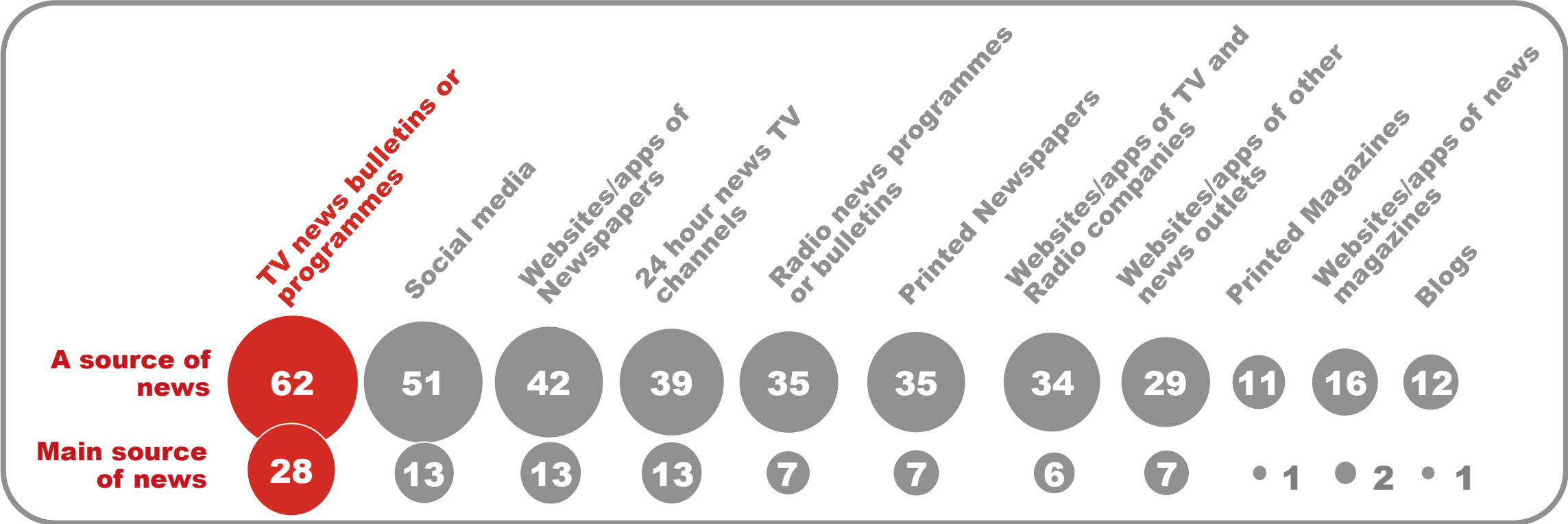
1.

TV News is the no. 1 source for news across 28 OECD countries

So make sure you maximise your exposure with the big TV news brands in your country

Across 28 OECD countries TV is the top source of news and the main source of news

Sources of news vs. main source of news by % on each platform
(18+ adults, 28 OECD Countries 2017)



Question: Which, if any, of the following have you used in the last week as a source of news ? You say you've used these sources of news in the last week , which would you say is your MAIN source of news?

Source: AKAS analysis of the Reuters Digital News Report 2017, Sample 18+ Adults N= 56,627

On a country level analysis, TV news is the main source of news in 23 out of the 28 OECD countries analysed

Main source of news by % on each platform (18+ adults, broken by the 28 OECD countries 2017)

News Media Platform	OECD Countries																												
	AVE	SLOK	GER	JAP	BEL	ITA	NET	HUN	FIN	SPA	KOR	CZE	AUT	DEN	NOR	UK	CAN	FRA	SWE	GRE	AUSLIA	SWI	TUR	IRE	USA	POL	CHI	MEX	POR
TV news bulletins or programmes	28	51	42	38	37	35	34	34	33	32	31	30	29	29	28	27	27	27	26	25	25	25	23	22	21	20	18	14	13
Social media	13	13	7	7	7	9	9	24	8	15	6	10	10	10	10	9	15	11	10	23	16	9	13	16	16	13	21	23	13
Websites/apps of Newspapers	13	12	6	4	23	11	12	6	26	14	1	20	14	21	27	11	7	11	29	9	13	24	9	14	7	6	13	14	9
24 hour news TV channels	13	-	10	5	3	25	3	9	1	10	14	15	5	11	7	13	18	23	3	3	11	6	24	11	20	28	20	14	42
Radio news programmes or bulletins	7	8	10	4	8	4	7	5	6	8	1	5	10	7	9	7	6	7	10	5	8	9	6	12	5	6	5	6	5
Printed Newspapers	7	3	6	14	12	6	13	1	11	9	4	2	21	7	4	10	6	4	8	2	9	17	5	6	5	2	8	8	5
Websites/apps of TV and Radio companies	6	2	3	1	5	3	8	4	9	4	6	2	5	11	8	18	12	4	5	4	8	3	7	7	6	4	10	6	5
Websites/apps of other news outlets	7	7	4	24	1	4	10	2	4	4	31	12	2	1	2	2	3	5	4	19	4	3	7	6	13	18	2	6	3
Printed Magazines	1	0	1	1	1	1	0	1	0	1	1	1	1	0	1	1	0	2	1	0	0	1	1	1	1	1	0	2	1
Websites/apps of news magazines	2	1	7	1	2	1	1	11	1	1	1	1	1	1	1	1	1	3	0	2	1	1	2	1	1	1	0	3	1
Blogs	1	0	0	1	0	1	0	1	0	0	1	0	0	0	0	0	1	1	1	6	1	0	1	1	1	0	0	1	1

Source: AKAS analysis of the Reuters Digital News Report 2017, Sample 18+ Adults N= 56,627

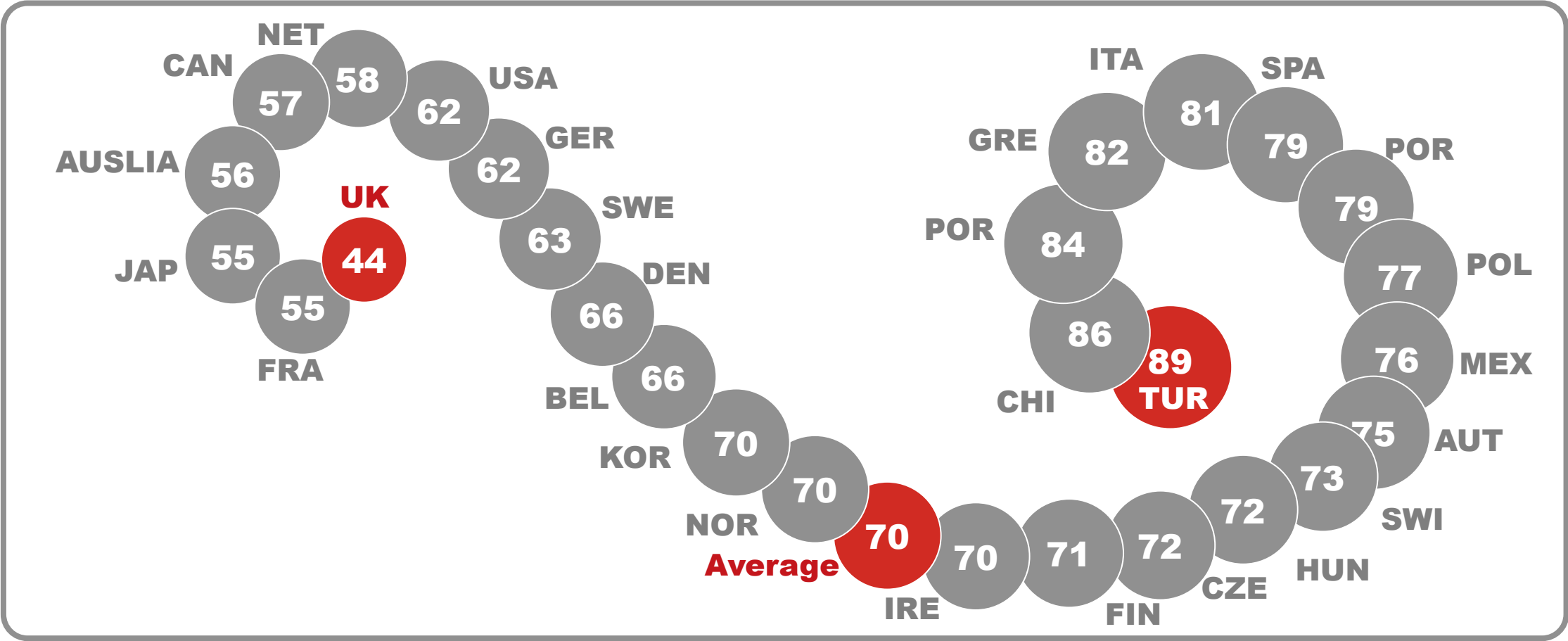
2.

Most adults are multi-platform and multi-source news users

So you need to have a presence on different platforms and multiple sources. There's no silver bullet

The majority use a wide range of news sources

% of 18+ adults in 28 OECD countries that used 5 news sources or more in the previous week



Source: AKAS analysis of the Reuters Digital News Report 2017, Sample 18-24s N=5,941

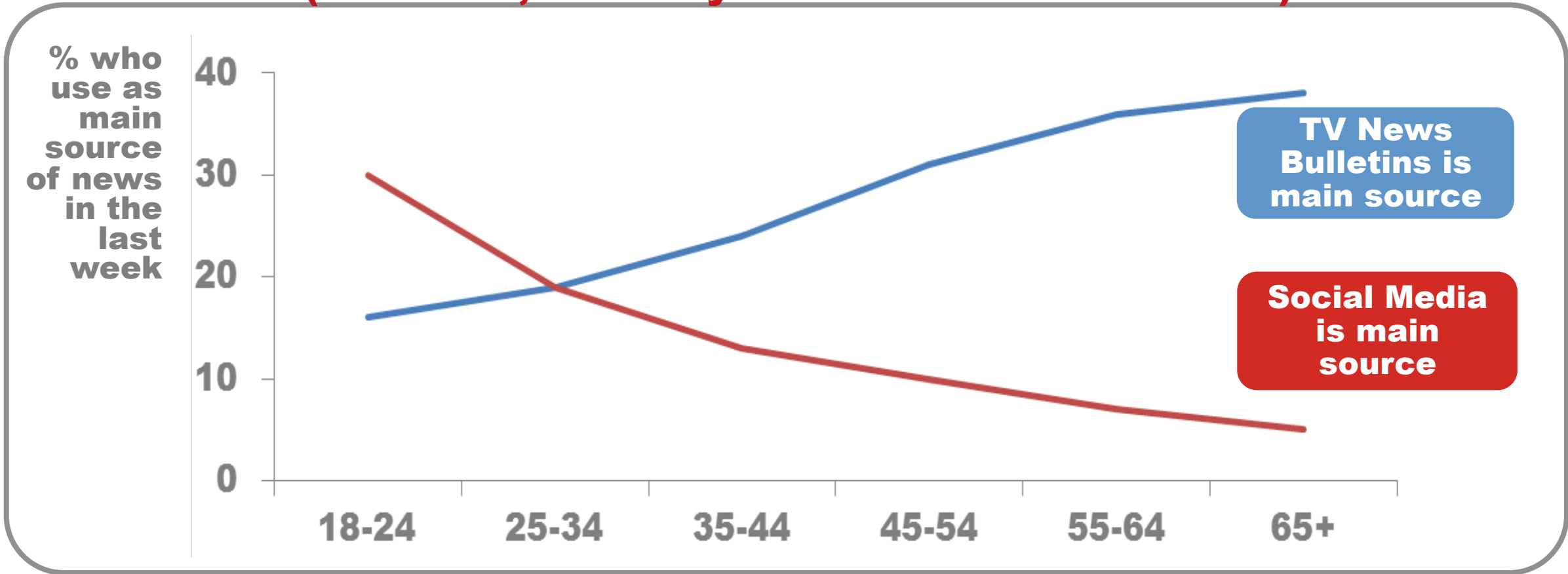
3.

**Social Media is the main
source of news only for the
18-24 age group**

**So go big on this platform
social media when you want to
reach them**

Social media as a main source of news declines amongst older age groups

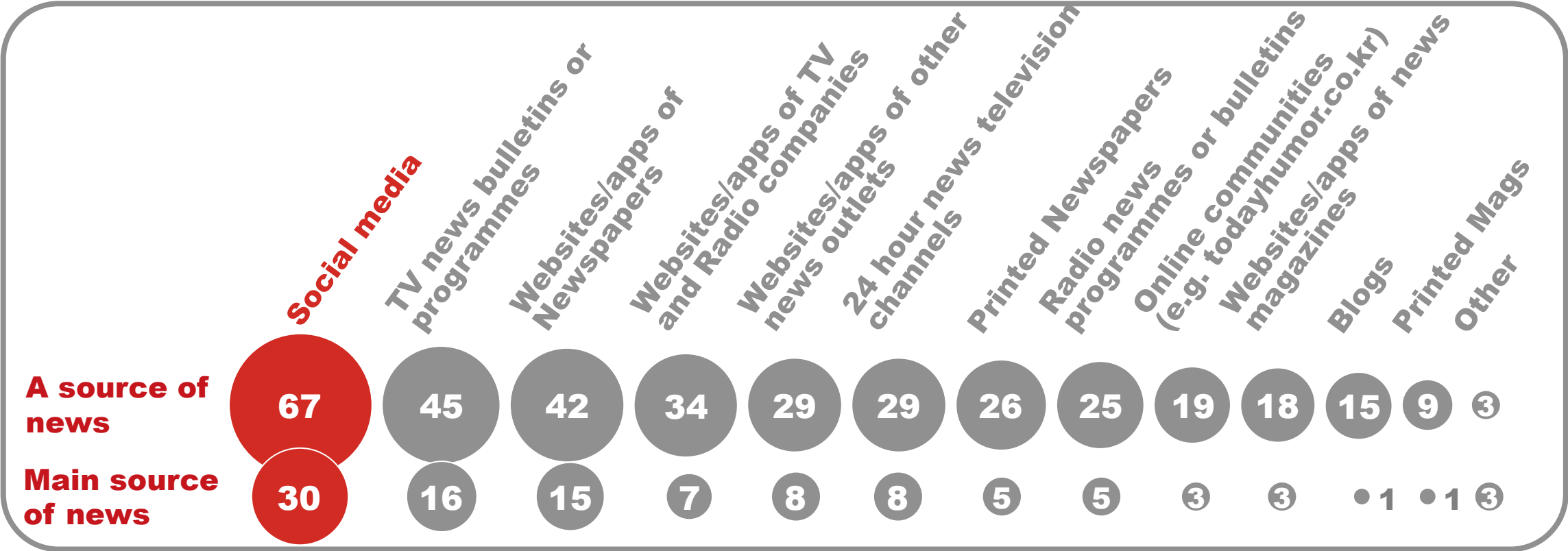
TV News Bulletins vs Social Media as main sources by age (18+ adults, broken by the 28 OECD countries 2017)



Source: AKAS analysis of the Reuters Digital News Report 2017, Sample 18+ Adults N= 56,627

Across 28 OECD countries, for 18-24s, social media is the top source of news and the main source of news

Sources of news vs. main source of news by % on each platform
(18 -24 adults, 28 OECD Countries 2017)



Question: Which, if any, of the following have you used in the last week as a source of news? You say you've used these sources of news in the last week, which would you say is your MAIN source of news? (% of respondents)
Source: AKAS analysis of the Reuters Digital News Report 2017, Sample 18-24s N=5,941

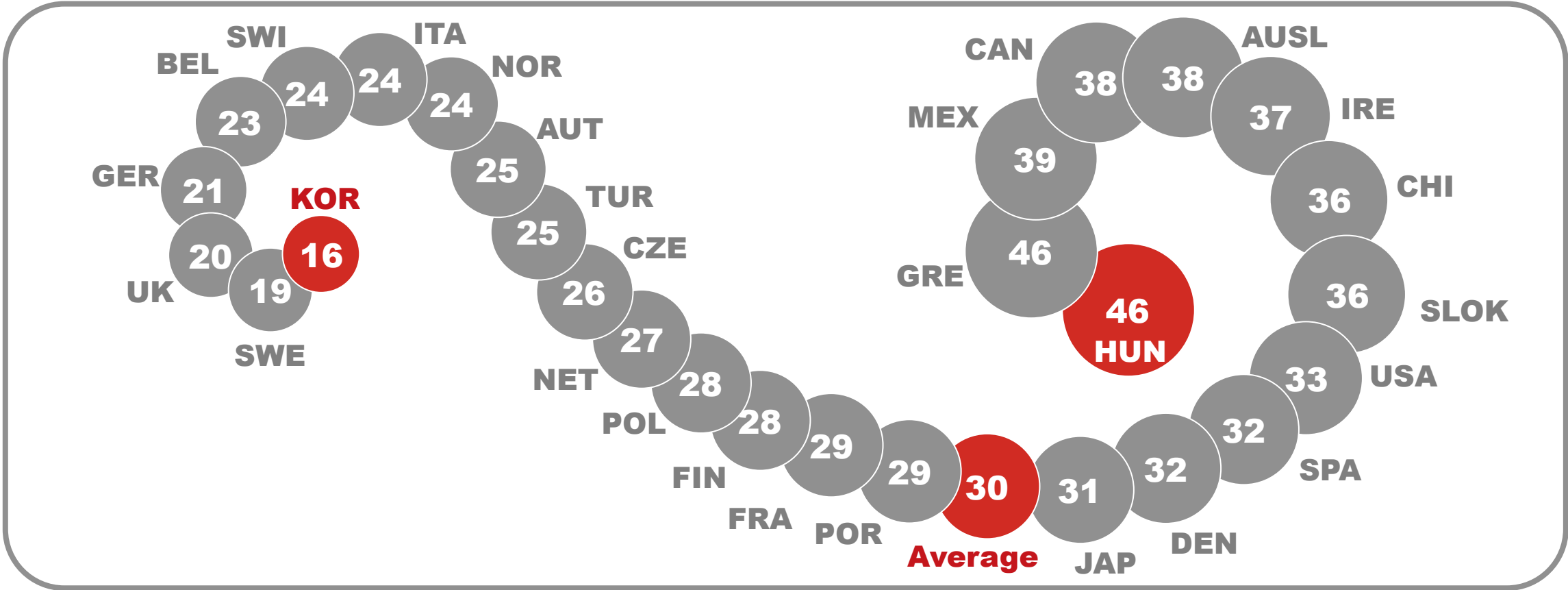
4.

**Social media news usage
varies significantly
internationally**

**So ensure you know the
importance of social media for
your own country**

18-24s naming social media as their main source of news varies between in 16% and 46% across 28 OECD countries

Percentage of 18-24s who use social media as their main source of news (28 OECD countries, 2017)



Source: AKAS analysis of the Reuters Digital News Report 2017, Sample 18-24s N=5,941

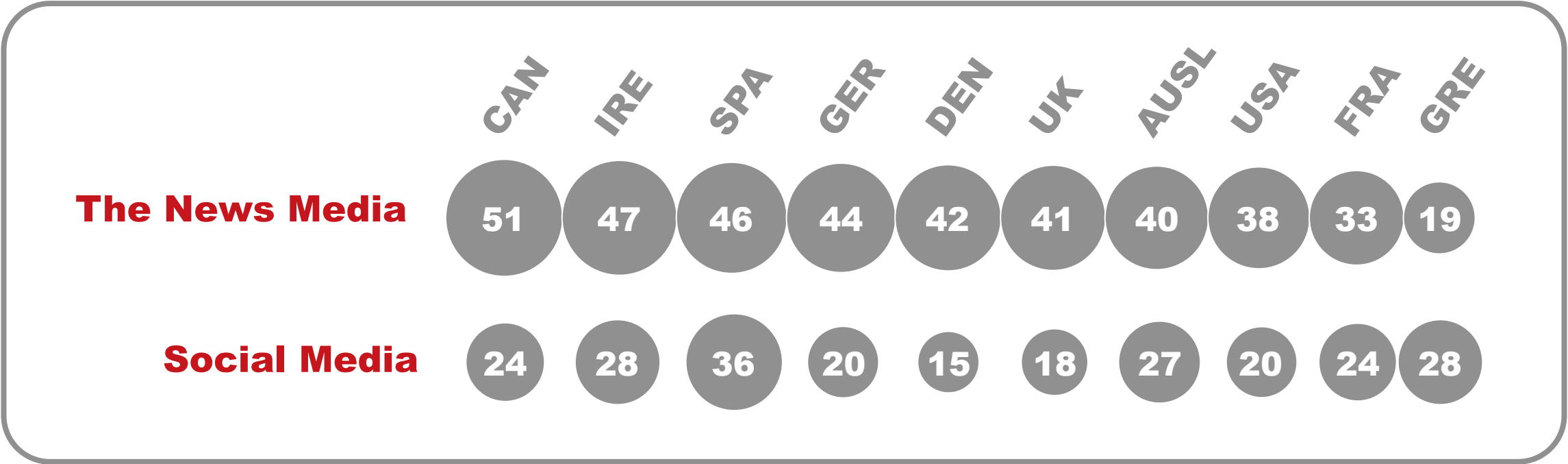
5.

**Social Media news is a less
trusted source for news than
the News Media**

**So ensure that you work with
the most trusted brands,
bloggers and communities**

Only a minority of the publics feel that social media does a good job of identifying fact from fiction

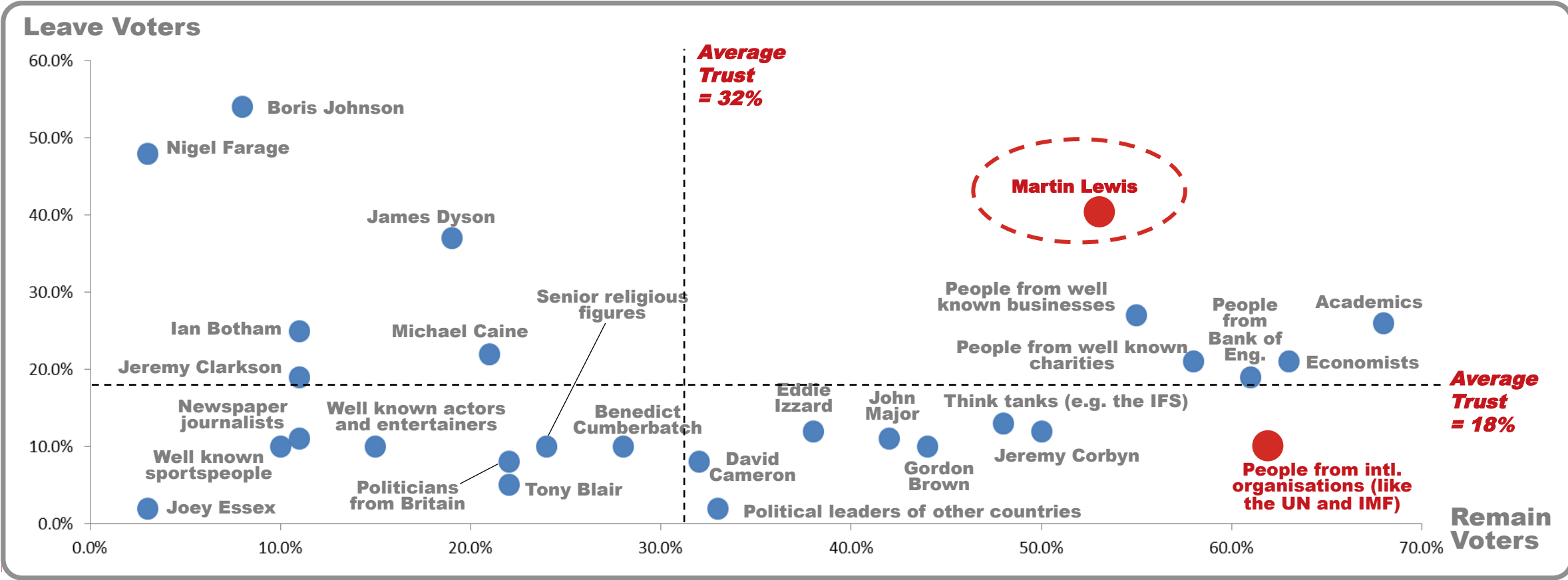
% agree that news media vs social media do a good job in identifying fact from fiction



Source: AKAS analysis of the Reuters Digital News Report 2017, Sample 18+ Adults N= 56,627

Martin Lewis commanded equally high trust before the EU referendum among pro-leave and pro-remain

“Remainers” vs “Leavers” who chose “Trust a lot” or “Trust a fair amount” (% of respondents)



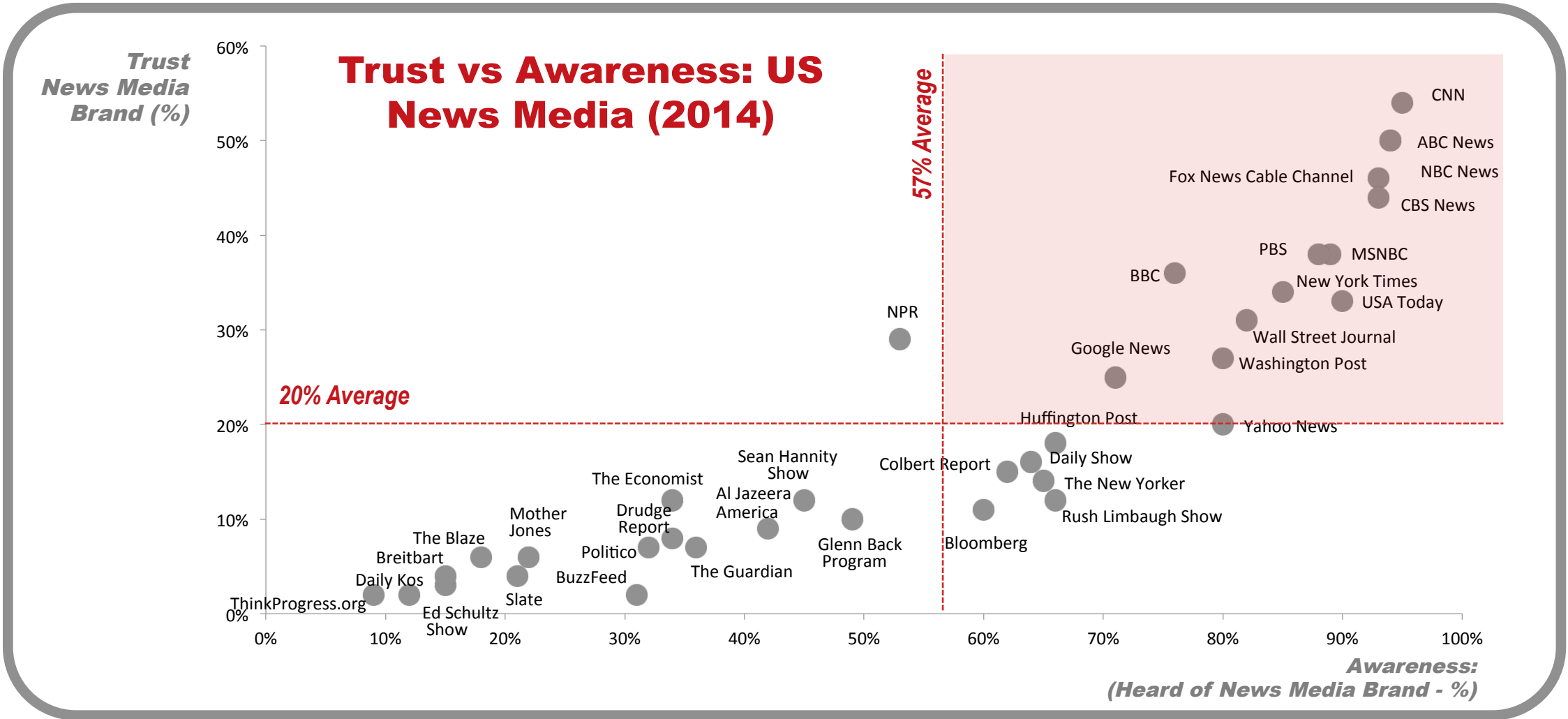
Source: YouGov I Today Programme Survey, June 2016; Analysis by Akas; Sample: GB 18+ Adults N=1,656

6.

**People tend to
disproportionately trust
information brands that they
are more aware of**

**So work on deepening the
awareness of your
organisation/ brand**

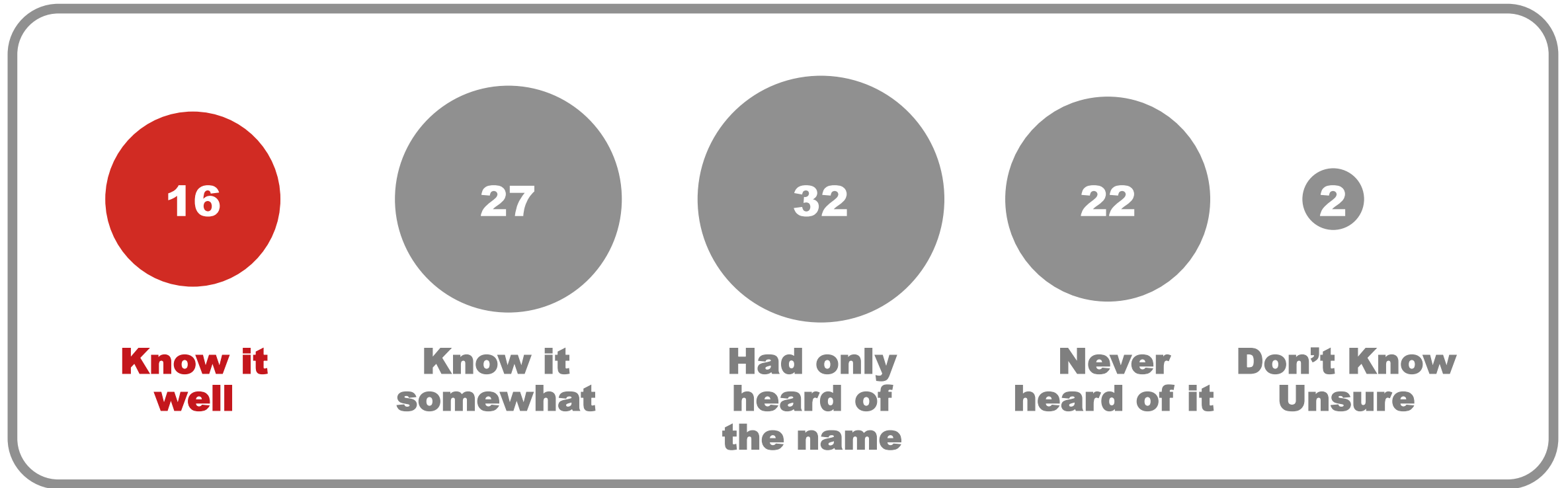
Evidence from the USA shows that high awareness is correlated with trust ratings across the population



Source: Pew Research Center, Mar – Apr 2014, Sample US Adults 18+ N = 2,901

In the UK, awareness of the ONS is high but far fewer know it well

Awareness Levels of ONS – 2016 (% respondents)



Source: National Social Research: Public confidence in official statistics – 2016, UK Adults 18+, N=1,968

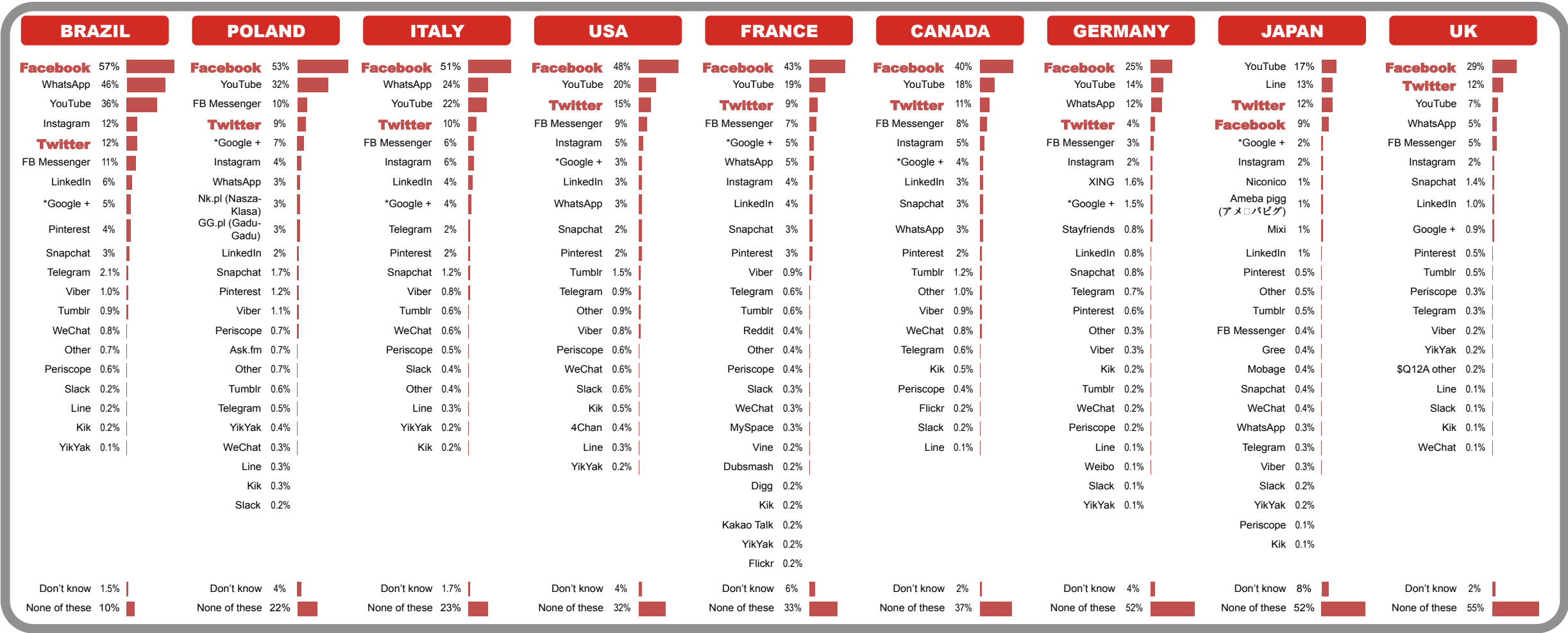
7.

Audiences forget facts very quickly & social media has become a key source of news for all demographics

So use a social approach to re-cut, re-publish, reach out and repeat

Facebook is the dominant social media platform amongst most of the largest economies

Social Media platforms used in the previous week (9 countries, 2017)



Question: 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.
Source: AKAS analysis of the Reuters Digital News Report 2017, Sample 18+ Adults N for the 9 countries analysed = 18,870

**A Social Media
Case Study:
UK's ONS publishes an
important report on people
who were abused as children**



People who were abused as children are more likely to be abused as an adult

27 September 2017 By ONS Digital

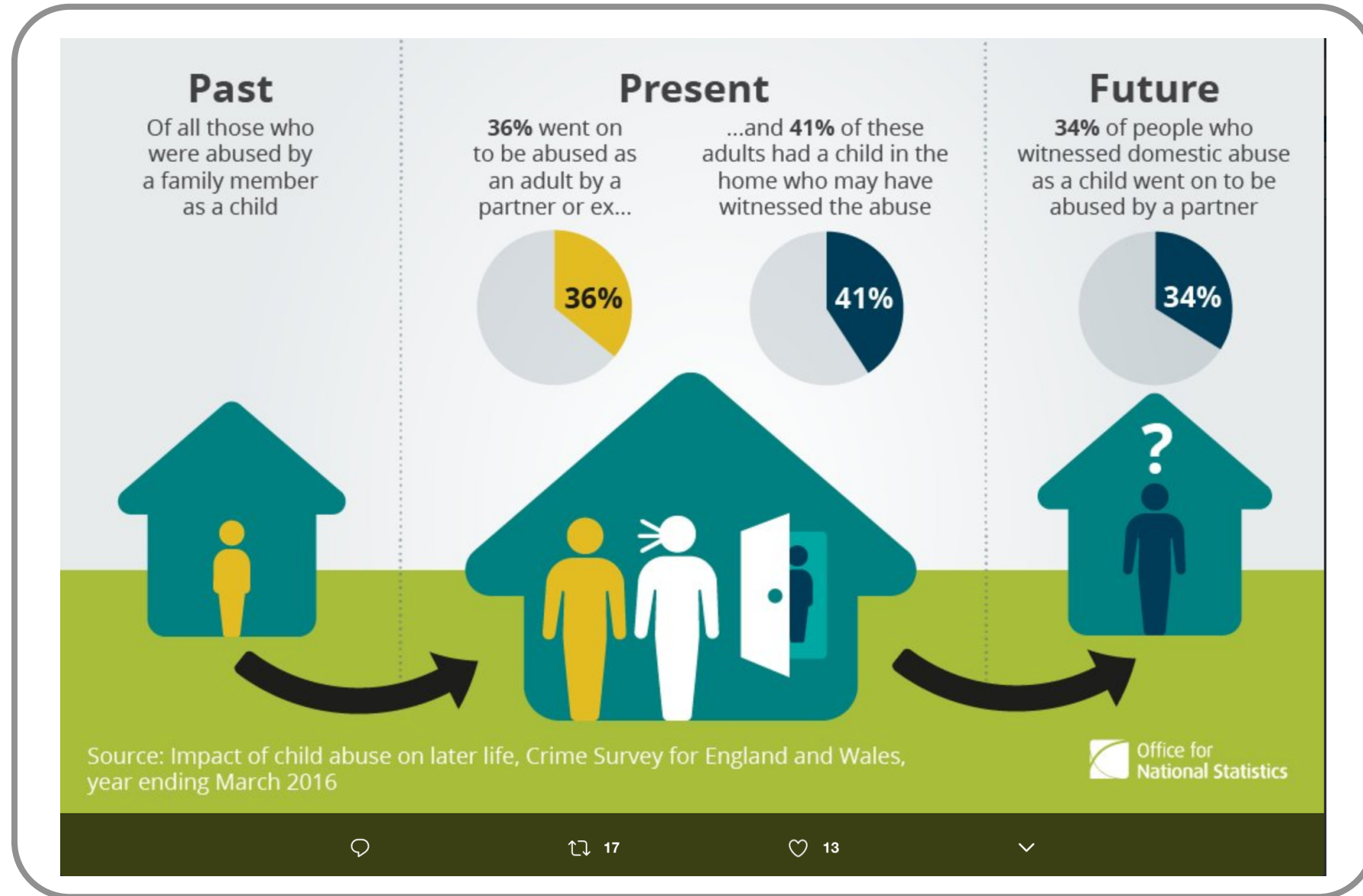
More than half (51%) of adults who were abused as children experienced domestic abuse in later life, [new analysis](#) has revealed¹.

Around one in five adults aged 16 to 59 (an estimated 6.2 million people) had experienced some form of abuse as a child, according to the Crime Survey for England and Wales (CSEW) for the year ending March 2016².

Domestic abuse includes sexual assault, non-sexual abuse and stalking by a partner or family member. The CSEW defines domestic abuse as occurring after the age of 16.

Related

- [Impact of child abuse on later life, Crime Survey for England and Wales, year ending March 2016](#)
Dataset
- [2015-16 Crime Survey for England and Wales Questionnaire](#)
Questionnaire



Only one newspaper from the mainstream media covered it

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More than half of child abuse victims experience domestic abuse in later life, statistics show

In the last year alone, roughly one in six former child victims reported domestic abuse; those aged between 16 and 24 were most likely victims

[May Bulman](#) Social Affairs Correspondent | [@maybulman](#) | Wednesday 27 September 2017 11:15 BST |  0 comments

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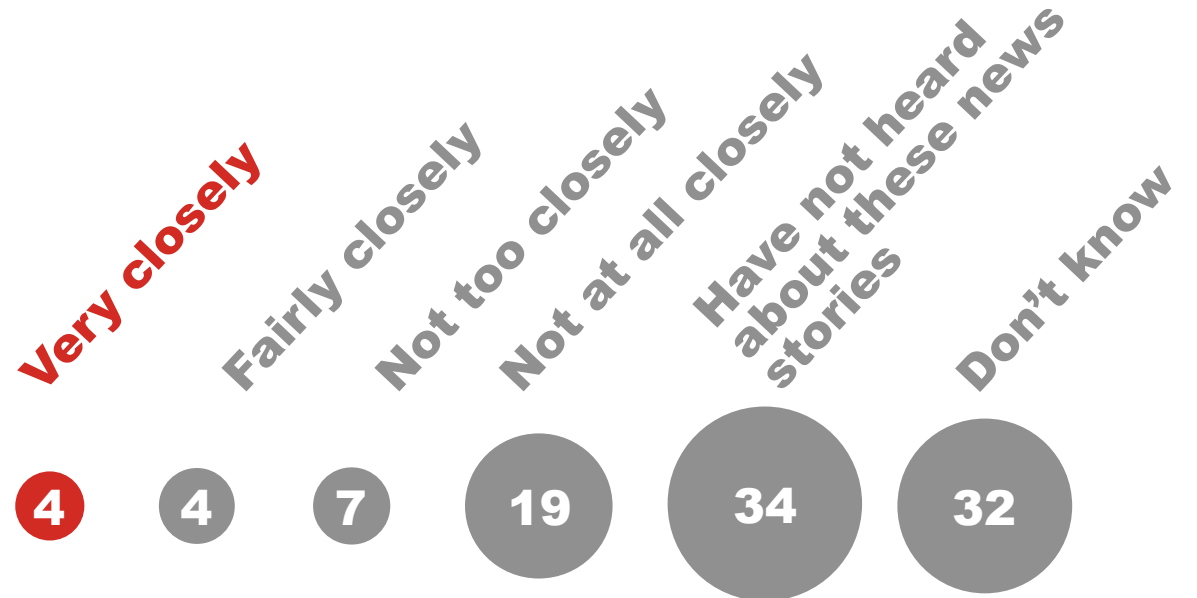
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Source: <http://www.independent.co.uk/news/uk/home-news/adults-child-abuse-domestic-later-life-children-statistics-welfare-uk-office-national-statistics-ons-a7969506.html>

Only 4% of UK adults followed the story very closely

In the last week, how closely have you followed news about:
(% of respondents)

**Office of National Statistics analysis
of the experience of adults who have
survived child abuse**



Source: Akas commissioned Google Survey, October 2017,

How Doctor Foster has raised the profile of domestic abuse: Expert reveals 50% more women are seeking advice since the show's premiere (and says Simon embodies warning signs)

- Gripping BBC1 drama Doctor Foster has kept viewers on the edge of their seats
- Relationship expert Sara Davison said it has also shone a light on domestic abuse
- Revealed how there has been a spike in people seeking advice on the topic
- Shared the 10 domestic abuse warning signs women and men should watch for

By [STEPHANIE LINNING FOR MAILONLINE](#)

PUBLISHED: 15:12, 27 September 2017 | **UPDATED:** 15:52, 27 September 2017



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Ironically, on the same day of the release, the TV programme *Dr Foster* raised the issue of domestic abuse.

How Doctor Foster has raised the profile of domestic abuse: Expert reveals 50% more women are seeking advice since the show's premiere (and says Simon embodies warning signs)

- Gripping BBC1 drama Doctor Foster has kept viewers on the edge of their seats
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PUBLISHED: 15:12, 27 September 2017 | **UPDATED:** 15:52, 27 September 2017



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Thought:
An opportunity to reach out, join the conversation and impartially share facts especially in relation to comments like *“There are as many men abused and its a pity that these type of shows don't show it.”*

Thank You & Good Luck!

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Co-Founder and Director
AKAS: Audience Understood. Clients Inspired

05 October 2017

