

# 7 insights about news media habits across different countries

“Providing facts where opinions are formed” OECD Conference

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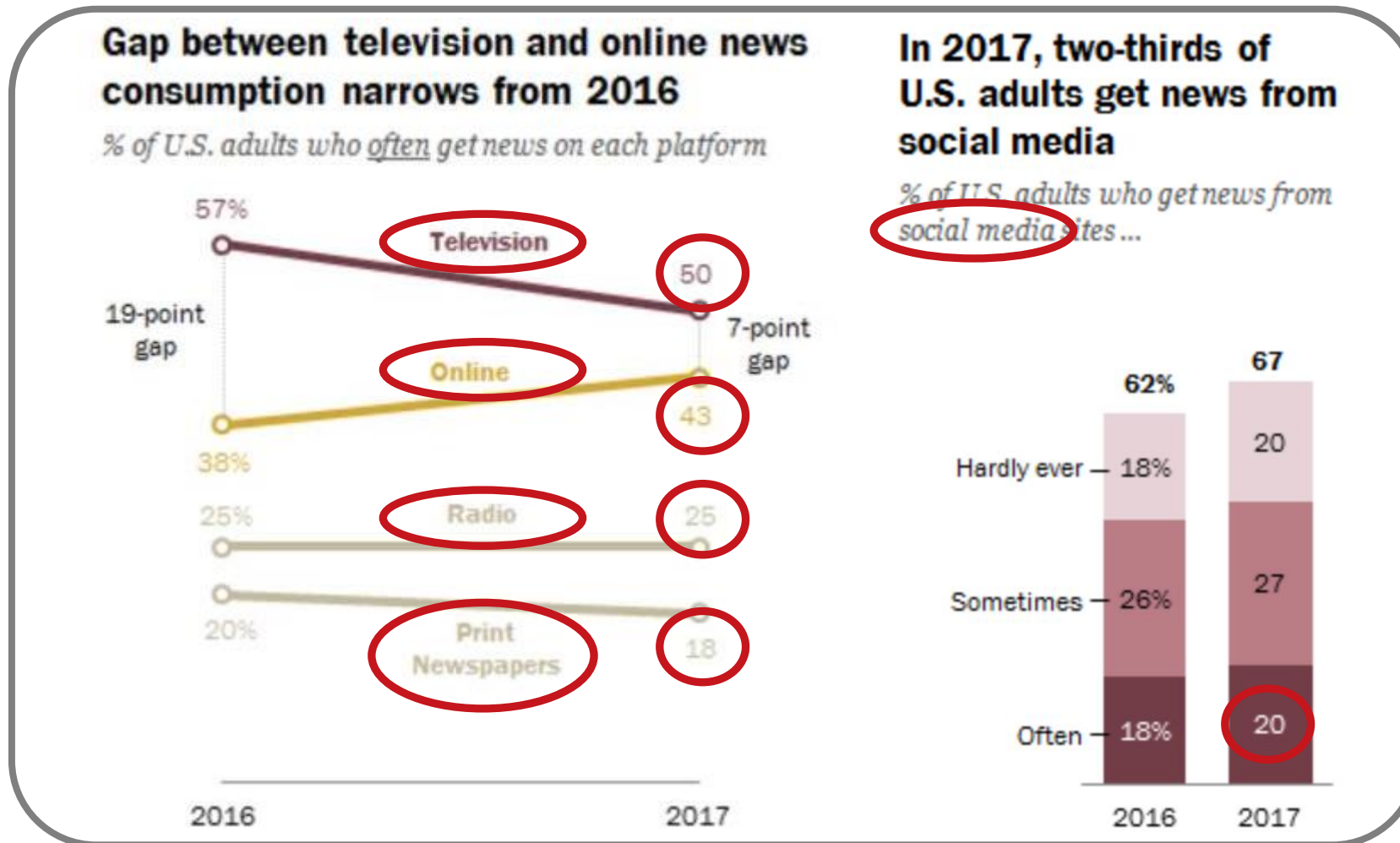
**AKAS: Audiences Understood. Clients Inspired**

**05 October 2017**



**OECD**

# 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

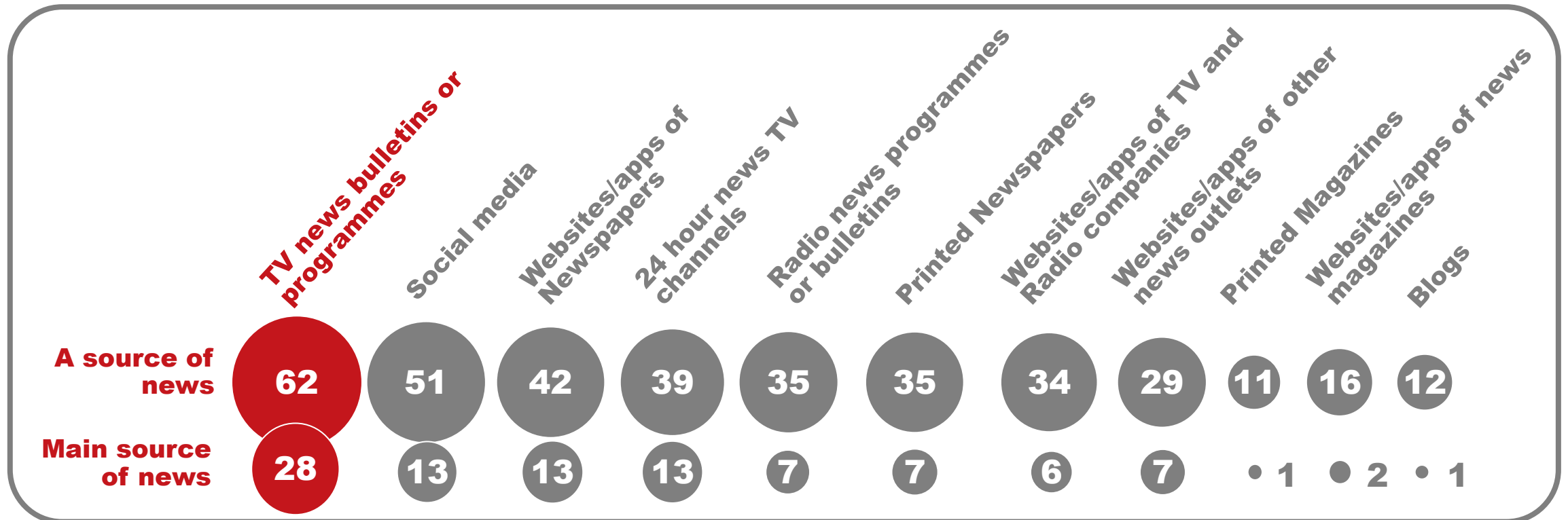
**1.**

**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= 56627

# 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
<b>TV news bulletins or programmes</b>	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	4	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= 56627

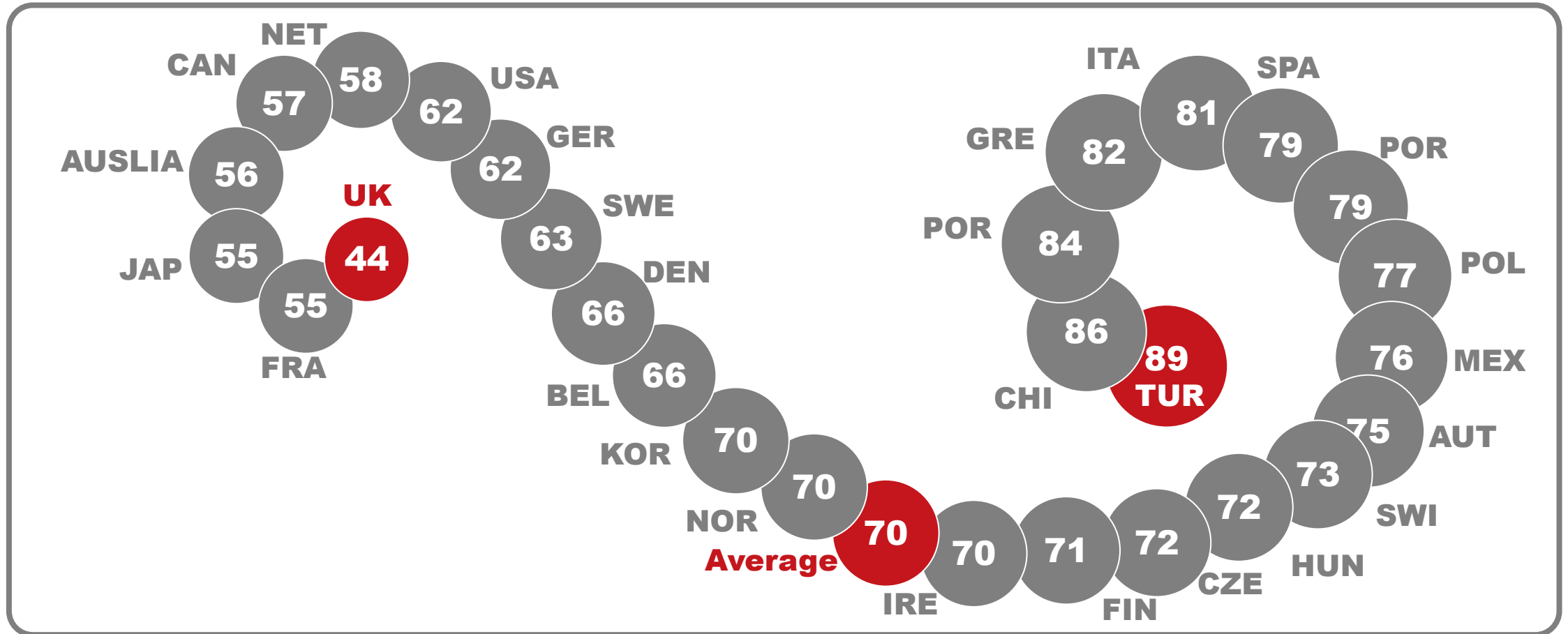
## 2.

**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=5941

**3.**

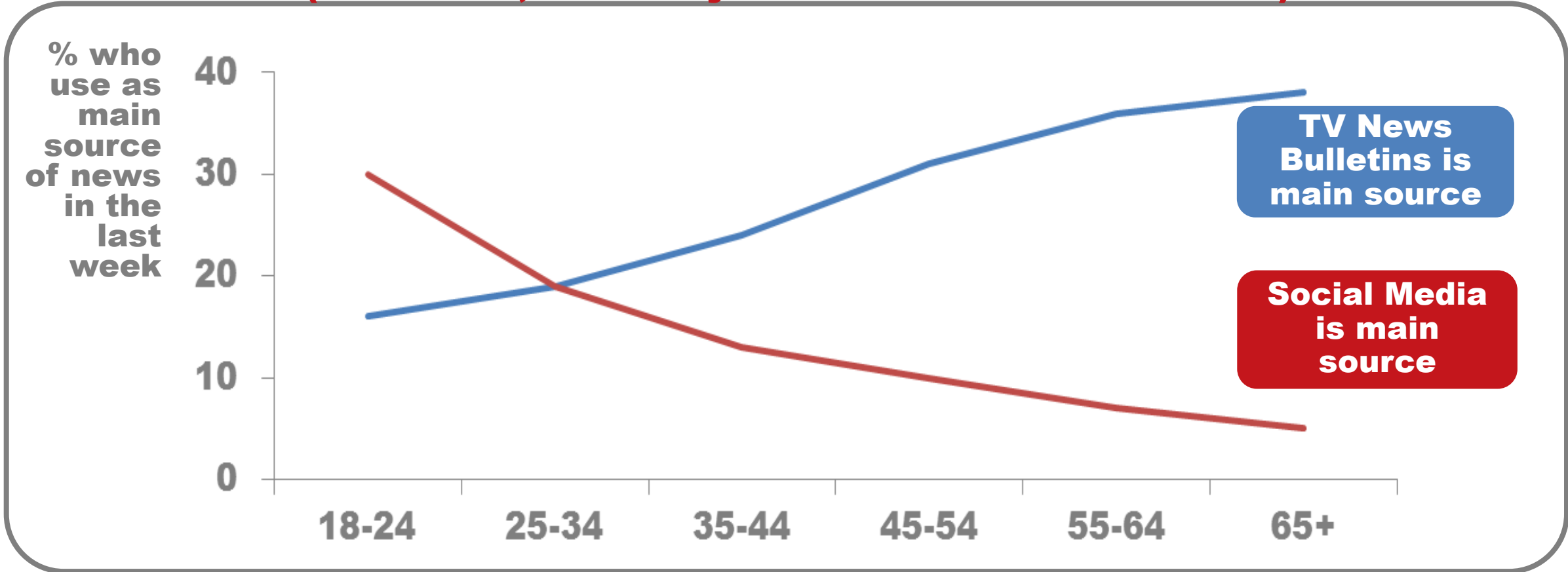
**Social Media is the main  
source of news only for the 18-  
24 age group**

**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

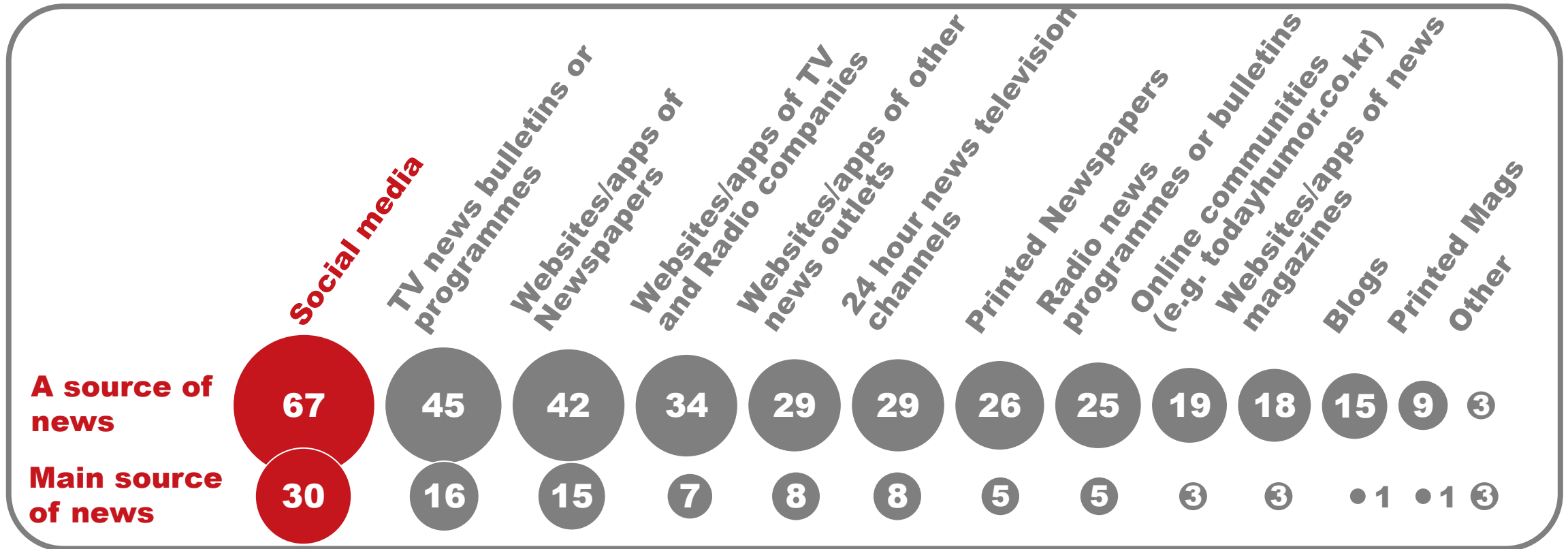
**TV News Bulletins vs Social Media as main sources by age (18+ adults, broken by the 28 OECD countries 2017)**



Source: AKAS analysis of the Reuters Digital News Report 2017, Sample 18+ Adults N= 56627

# 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=5941

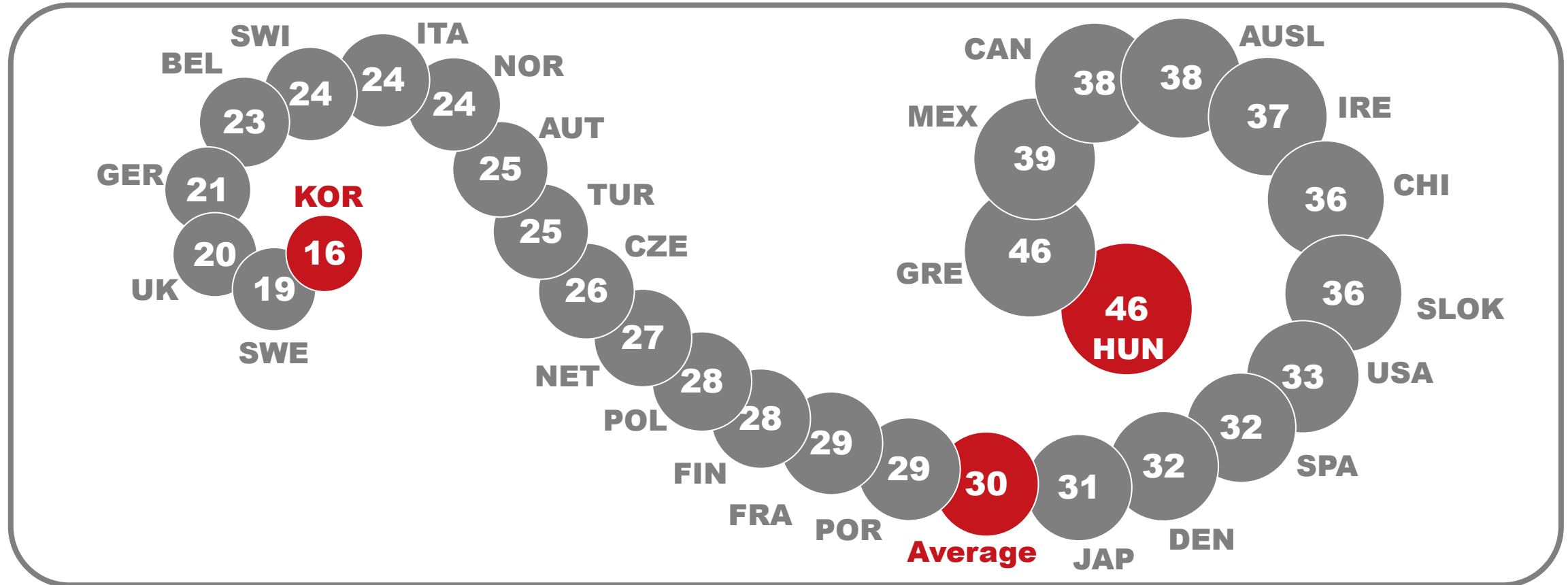
**4.**

**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 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=5941

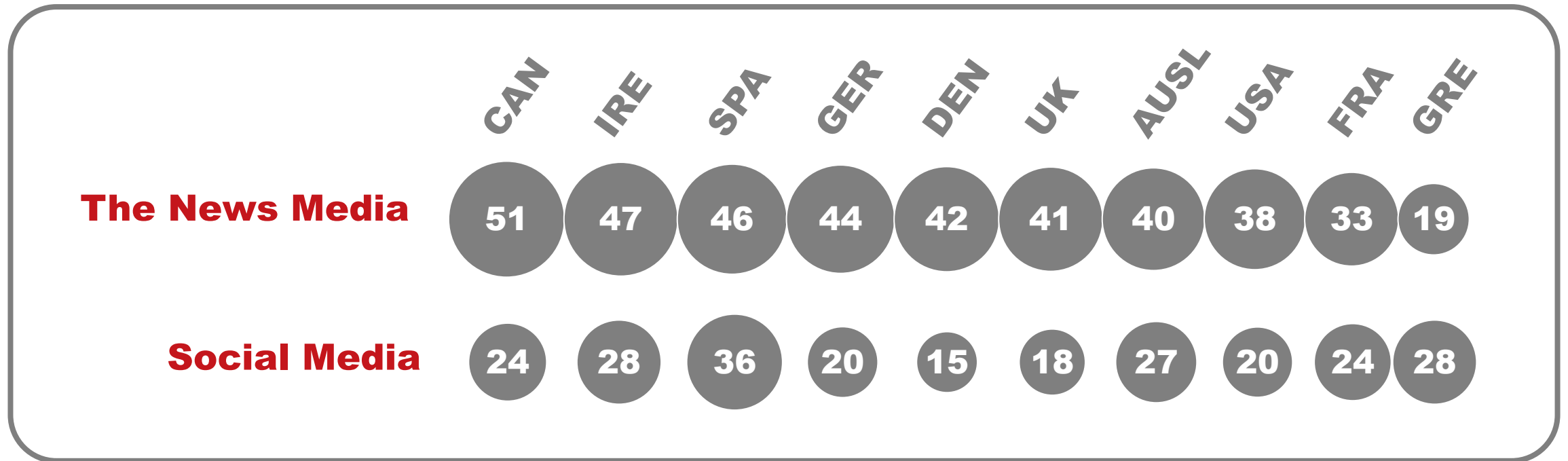
**5.**

**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

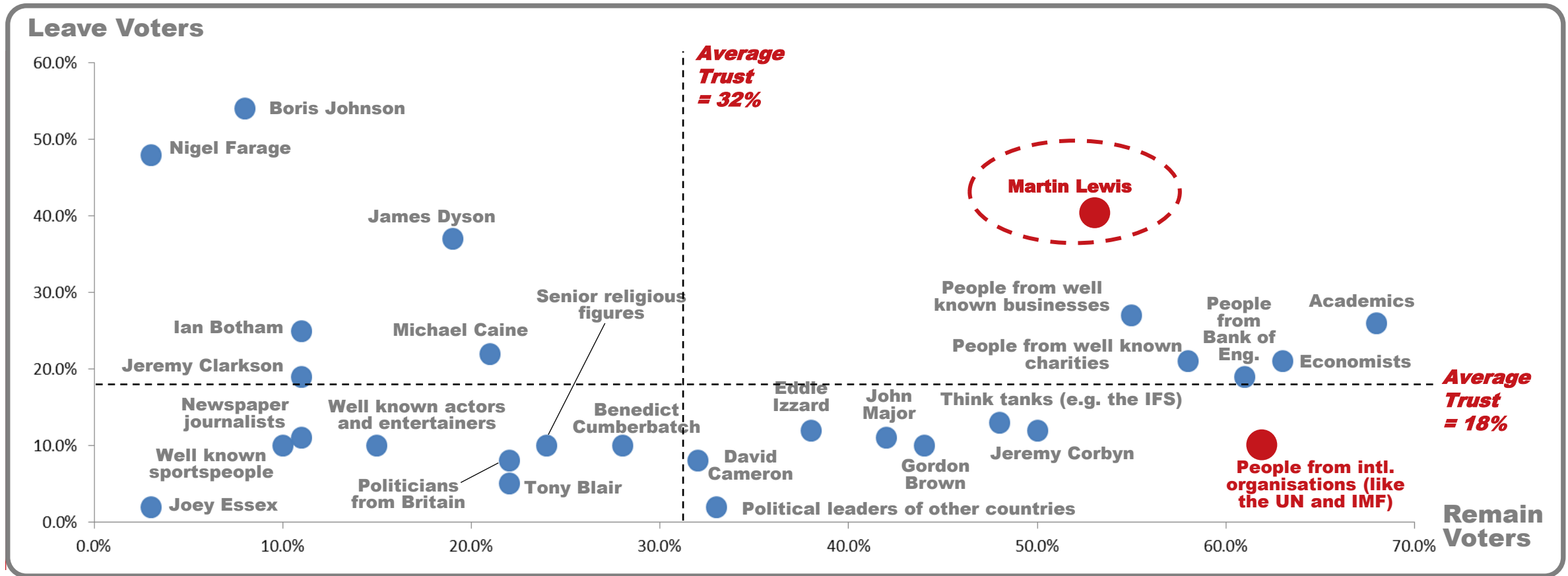
**% agree that news media vs social media do a good job in identifying fact from fiction**



Source: AKAS analysis of the Reuters Digital News Report 2017, Sample 18+ Adults N= 56627

# 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

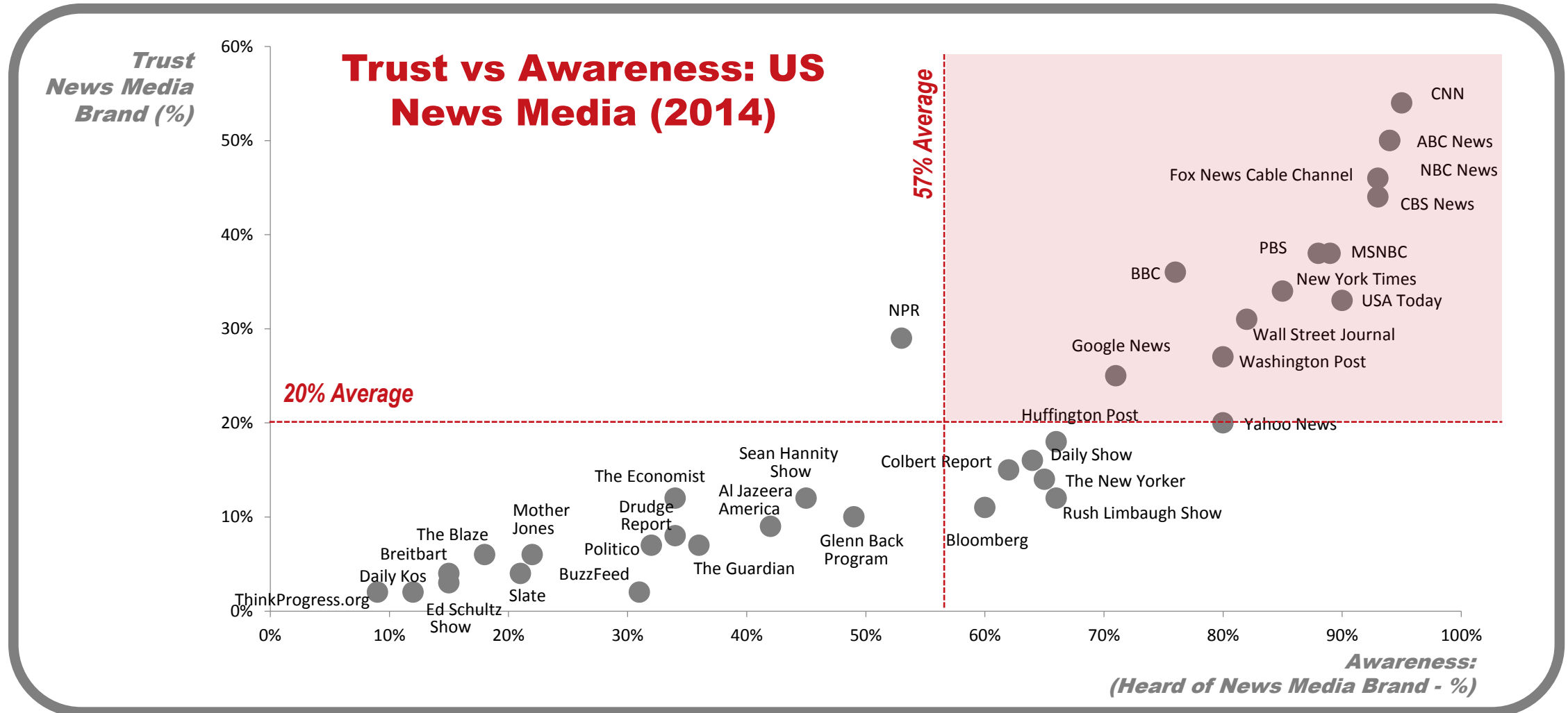
**6.**

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

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



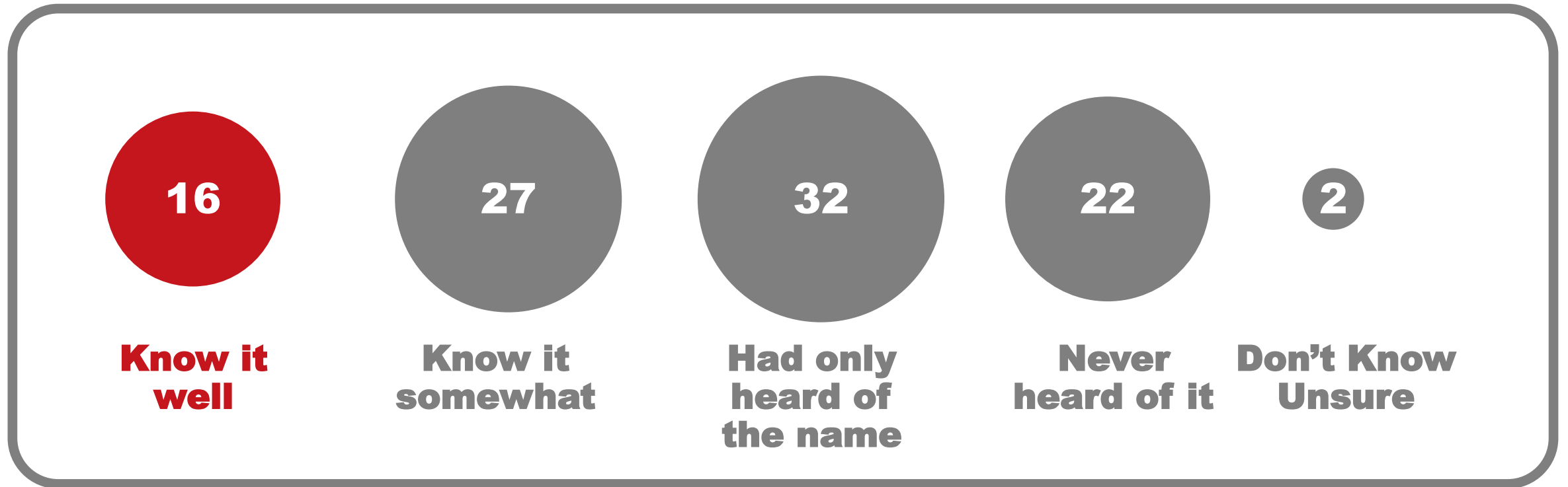
# Evidence from the USA shows that high awareness is correlated with trust ratings across the population



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=1968

**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**

**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 revealed<sup>1</sup>.

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 2016<sup>2</sup>.

**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

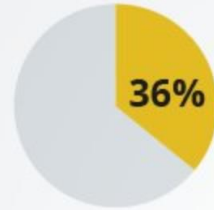
## Past

Of all those who were abused by a family member as a child

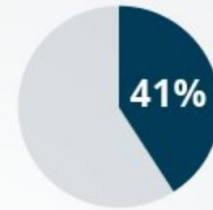


## Present

36% went on to be abused as an adult by a partner or ex...

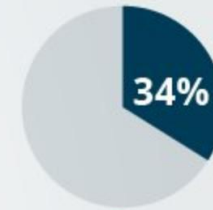


...and 41% of these adults had a child in the home who may have witnessed the abuse



## Future

34% of people who witnessed domestic abuse as a child went on to be abused by a partner



Source: Impact of child abuse on later life, Crime Survey for England and Wales, year ending March 2016

Office for National Statistics



17

13



# Only one newspaper from the mainstream media covered it



The screenshot shows the top of a news article on the Independent website. The navigation bar includes the Independent logo, menu items (News, InFact, Politics, Voices, Indy/Life), and utility icons (search, UK flag, user profile, hamburger menu). A banner for 'JUST GICLEE' is visible. The breadcrumb trail is 'News > UK > Home News'. The main headline is 'More than half of child abuse victims experience domestic abuse in later life, statistics show'. The sub-headline reads: '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'. The author is 'May Bulman Social Affairs Correspondent | @maybulman | Wednesday 27 September 2017 11:15 BST | 0 comments'. At the bottom, there are social media icons for Facebook, Twitter, and Email, with a '362 shares' count. A 'Like' button and a 'Click to follow The Independent Online' link are also present.

**INDEPENDENT** News InFact Politics Voices **Indy/Life**    

**JUST GICLEE** [FIND OUT MORE](#)

News > UK > Home News

## 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

   **362** shares

 Like [Click to follow The Independent Online](#)

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 5% 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



**84**  
shares

**30**  
View comments

**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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**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!

**Richard Addy**

**richard@addykassova.com**

**Co-Founder and Director**

**AKAS: Audience Understood. Clients Inspired**

**05 October 2017**



**OECD**