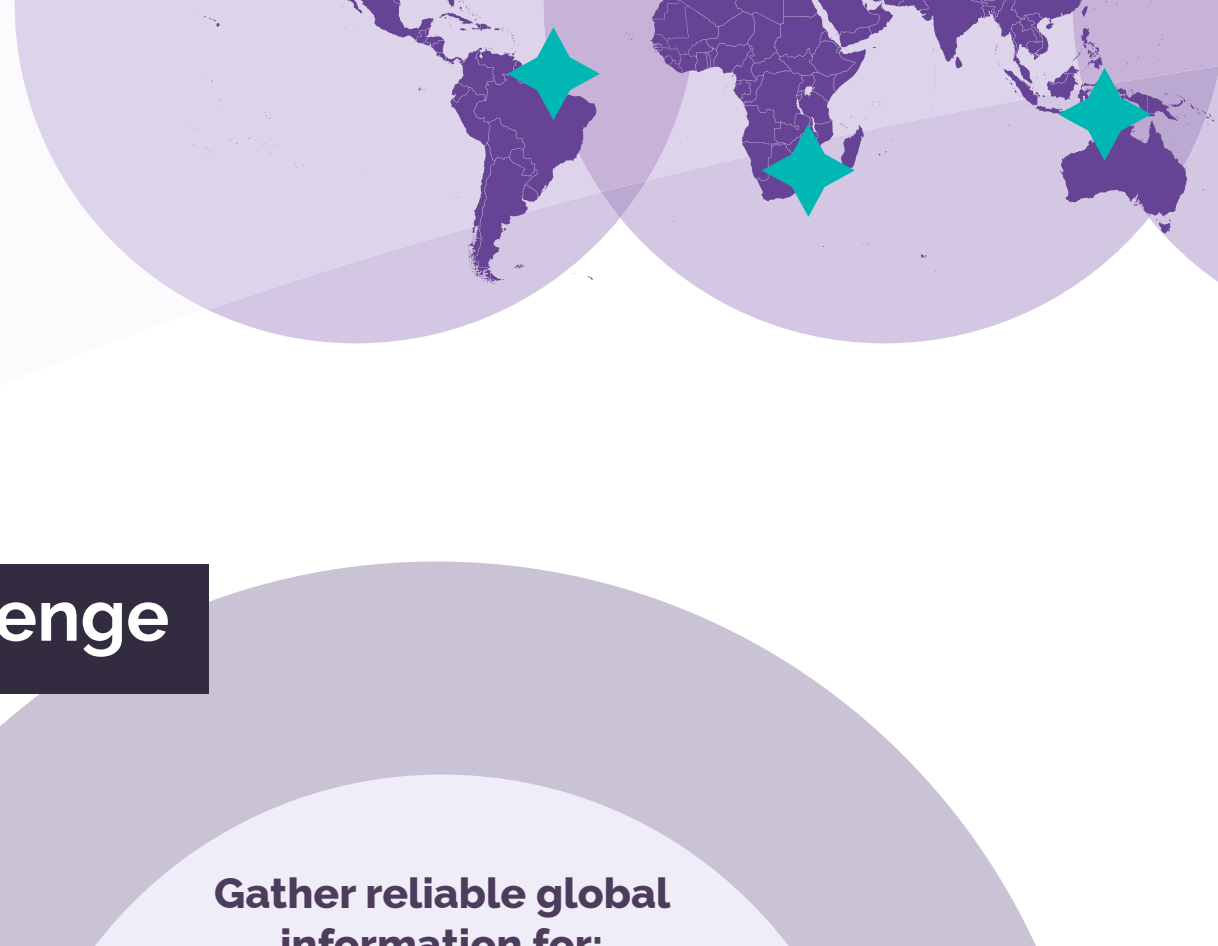


# YouGov® The Digital News Report 2019

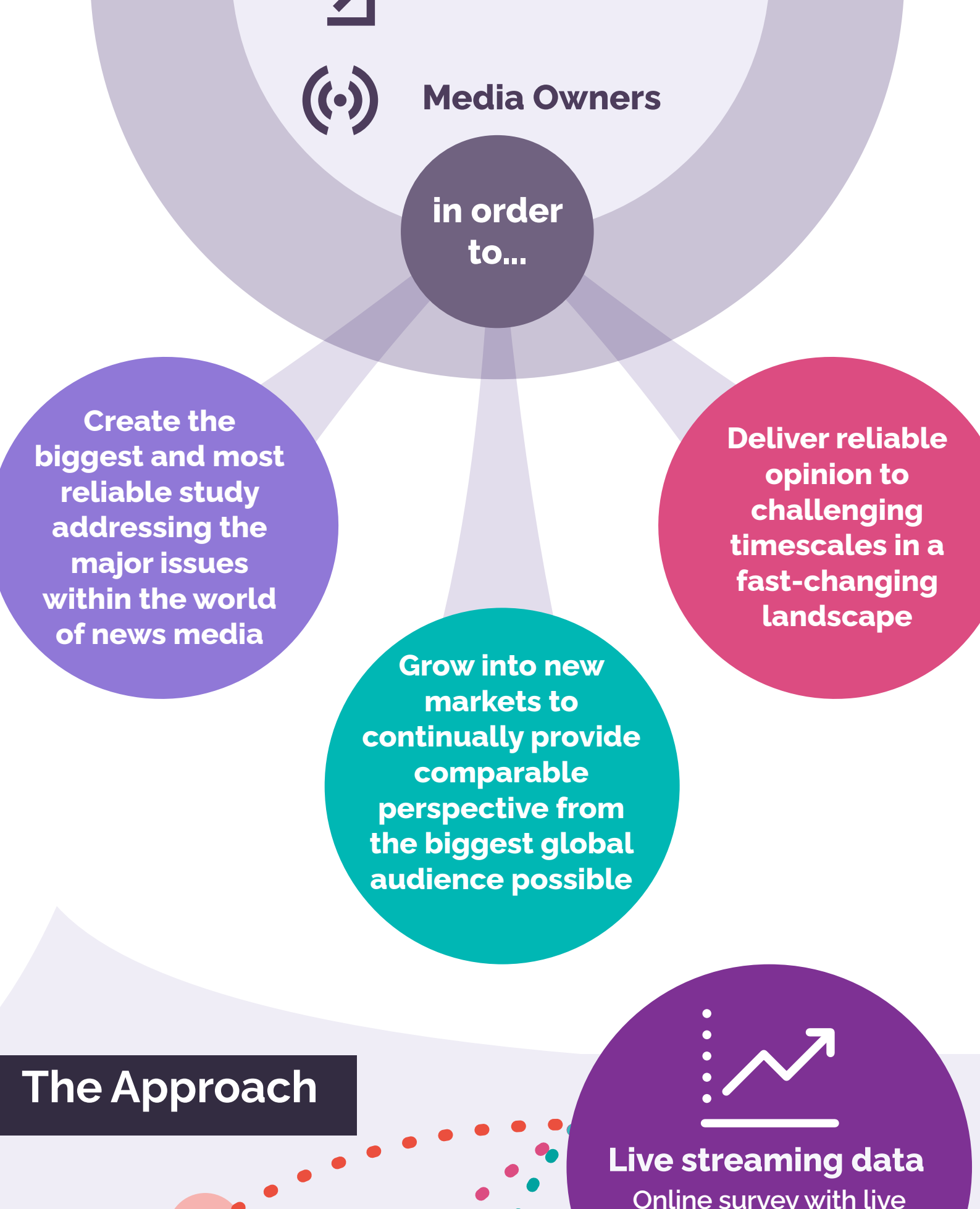
REUTERS  
INSTITUTE

Introducing the world's biggest ongoing survey tracking online news and engagement.

**75k**  
respondents  
**38**  
markets  
**6**  
continents  
**8**  
years



## The Challenge

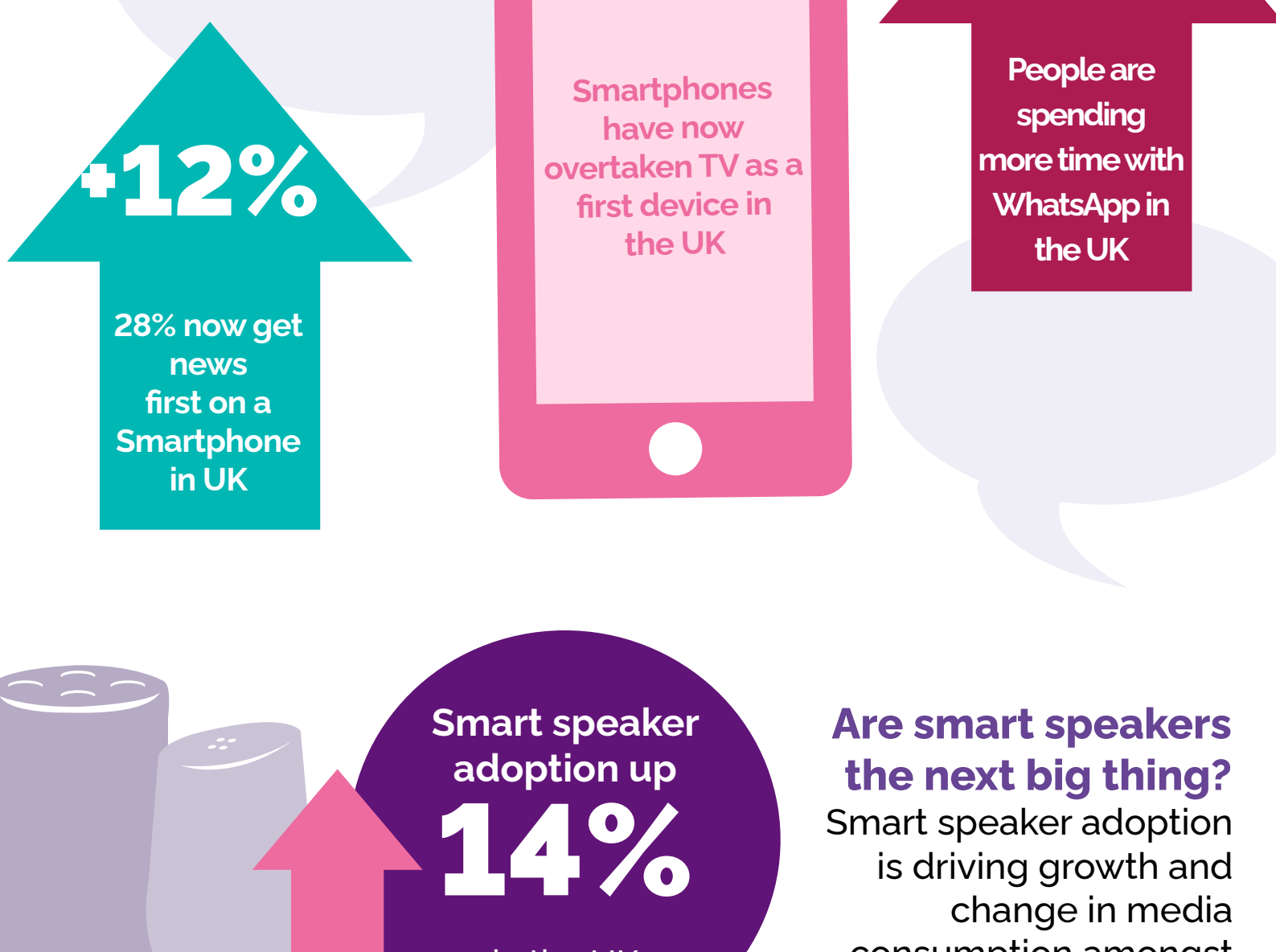


## The Approach



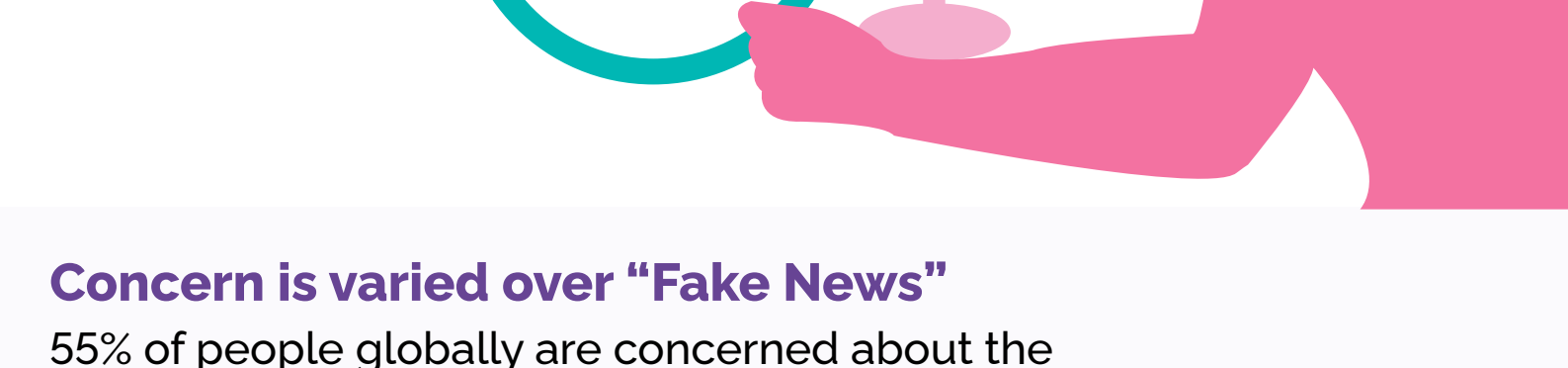
## Key Findings

Source: RISJ Digital News Report 2019



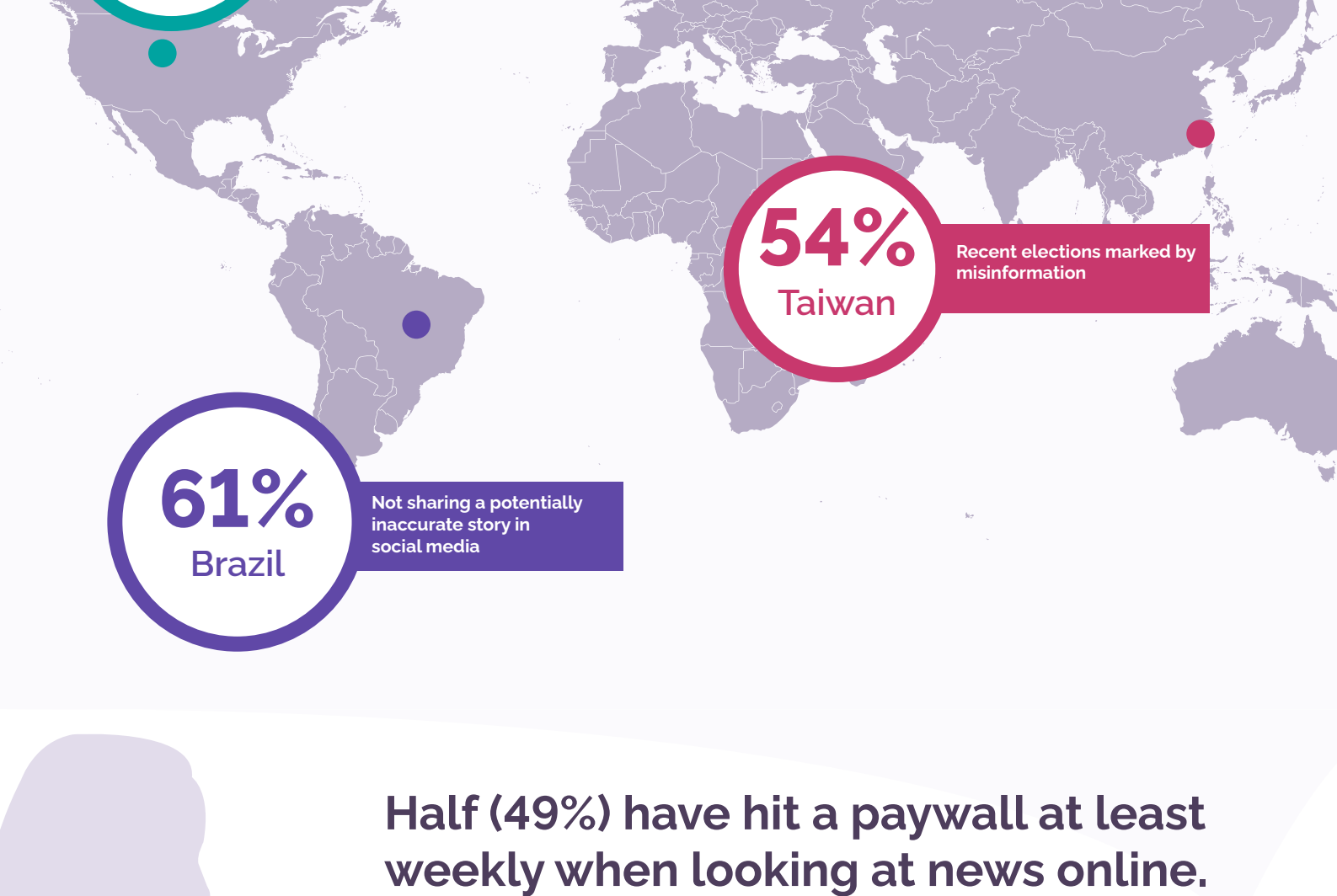
## Podcasting is on the rise - driven by the young

Around half of those under 35 are tuning in to news related podcasts monthly.

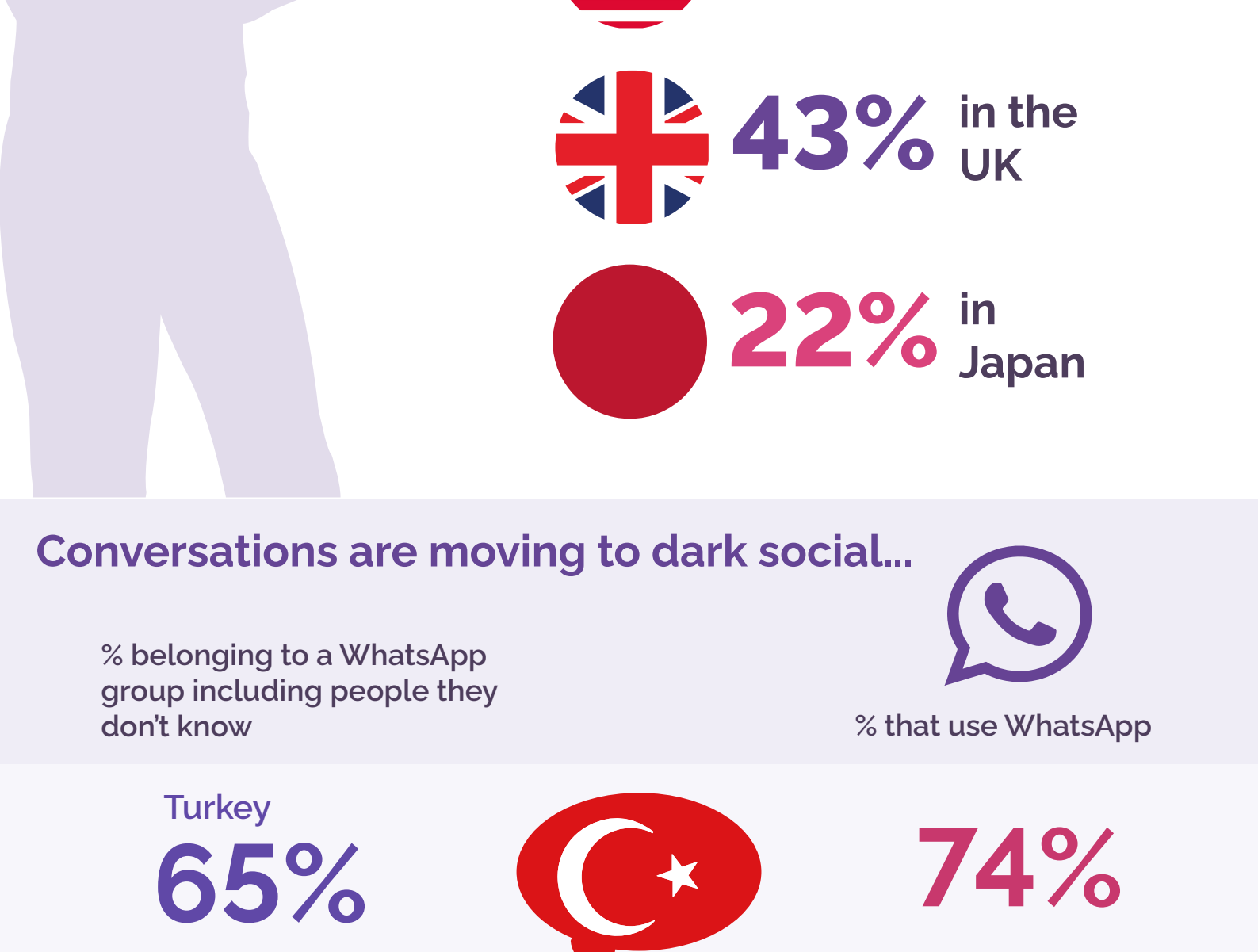


## Concern is varied over "Fake News"

55% of people globally are concerned about the impact of fake news



Half (49%) have hit a paywall at least weekly when looking at news online.



## Conversations are moving to dark social...

% belonging to a WhatsApp group including people they don't know

% that use WhatsApp



## The Impact

Coverage in the first week...



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

Google, BBC NEWS, Ofcom, LEIBNIZ INSTITUTE FOR MEDIA RESEARCH HANS-BREDOW-INSTITUT, Edelman, BAI, ROYAL CANADIAN MOUNTED POLICE, MEDIA INDUSTRY RESEARCH, FOUNDATION OF FINLAND, UNIVERSITY OF CANBERRA, Universidad de Navarra, 한국언론진흥재단, CENTRE D'ETUDES SUR LES MEDIAS, FRITT ORD, Roskilde University, OPEN SOCIETY FOUNDATIONS

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

YouGov®