Newspaper Habits

Conducted by YouGov on behalf of DCMS
Fieldwork Dates: 23rd - 24th August 2018
Newspaper Habits

HDN_Q1. Moving on...Which, if any, of the following are ways you regularly access the news (i.e. at least once a week)? (Please select all that apply. If you do not access the news regularly, please select the 'Not applicable' option)

- Via a national newspaper in print form (e.g. The Sun, The Daily Mail, The Times, The Guardian etc.)
  - 22%
- Via a national newspaper online or via an app (e.g. The Mail Online, Guardian online, Telegraph online etc.)
  - 28%
- Via a local/ regional newspaper in print form
  - 13%
- Via a local/ regional newspaper online or via an app
  - 13%
- Via another online or app news source (e.g. BBC News Online, The Huffington Post, Buzzfeed news etc.)
  - 37%
- Through social media feeds (e.g. via Facebook, Twitter, Snapchat etc.)
  - 29%
- Via a news aggregator (e.g. Apple news, Google news, Fark, Feedly etc.)
  - 8%
- On the television (e.g. news bulletins or full news programmes on BBC, ITV, Channel 4, Sky News etc.)
  - 43%
- On the radio
  - 1%
- Other offline
  - 1%
- Other online
  - 1%
- Don’t know
  - 1%
- Not applicable - I do not access the news regularly
  - 7%

Unweighted base: All GB Adults online (2020)
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HDN_Q2. You previously said that you access news online...Which, if any, of the following devices do you use to regularly access the news online? (Please select all that apply. If any of your answers do not appear in the list below, please type them into the 'other' box)

Unweighted base: All GB Adults online that access news online regularly (1368)
Newspaper Habits

HDN_Q3a. Compared to 5 years ago, would you say that you do more or less of the following? (Please select one option on each row)

Unweighted base: All GB Adults that access news regularly (1877)

- **Read different news brands (e.g. The Sun, The Guardian, the Huffington Post etc.)**
  - 10% Much more
  - 18% A little more
  - 39% The same amount
  - 9% A little less
  - 19% Much less
  - 5% Don't know
  - 28% Net: More
  - 28% Net: Less

- **Access news in different ways (e.g. in print, online, through news aggregators etc.)**
  - 20% Much more
  - 28% A little more
  - 34% The same amount
  - 5% A little less
  - 8% Much less
  - 6% Don't know
  - 47% Net: More
  - 13% Net: Less
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*HDN_Q3a_1. Compared to 5 years ago, would you say that you do more or less of the following? (Please select one option on each row) - Read different news brands (e.g. The Sun, The Guardian, the Huffington Post etc.)*

- Much more: 10%
- A little more: 18%
- The same amount: 39%
- A little less: 9%
- Much less: 19%
- Don't know: 5%
- Net: More: 28%
- Net: Less: 28%

Unweighted base: All GB Adults that access news regularly (1877)
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HDN_Q3a_2. Compared to 5 years ago, would you say that you do more or less of the following? (Please select one option on each row) - Access news in different ways (e.g. in print, online, through news aggregators etc.)

![Bar chart showing the percentage of respondents for each option.]

Unweighted base: All GB Adults that access news regularly (1877)
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HDN_Q4. For the following question, by ‘pay attention’, we mean reading in the most detail/ investing more time into reading...Thinking about the ways in which you read a print newspaper compared to the news online...Would you say that you pay more or less attention to what you read in print, vs what you read online, or is it about the same? (Please select the option that best applies. If you do not read news in print, please select the 'Not applicable' option)

- I pay more attention to what I read in a printed newspaper than to the news I access online
- I pay the same level of attention to both print and online news
- I pay less attention to what I read in a printed newspaper than to the news I access online
- Don’t know

Unweighted base: All GB Adults online that access news online and in print regularly (403)
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**HDN_Q5.** In general, would you say that the quality of the news nowadays is better or worse than it was five years ago, or would you say the quality has not changed? (Please select the option that best applies)

- Much better than it was five years ago: 4%
- Slightly better than it was five years ago: 11%
- It has not changed: 30%
- Slightly worse than it was five years ago: 29%
- Much worse than it was five years ago: 8%
- Don't know: 8%

**Net: Better than five years ago:** 15%

**Net: Worse than five years ago:** 42%

Unweighted base: All GB Adults that access news regularly (1877)
Newspaper Habits

HDN_Q6a. Which, if any, of the following types or topics of news are particularly important to you? (Please select all that apply. If your answer does not appear in the list below, please type it into the ‘other’ box. If there is no type or topic of news that is particularly important to you, please select the ‘Not applicable’ option)

Unweighted base: All GB Adults that access news regularly (1877)
Newspaper Habits

HDN_Q7. Thinking about your local area… in general, would you say that there is enough or that there is not enough local news provided for you where you live (e.g. through local newspapers, online etc.)? (Please select the option that best applies)

- There is enough local news where I live: 61%
- There is not enough local news where I live: 28%
- Don’t know: 11%

Unweighted base: All GB Adults that access news regularly (1877)
Newspaper Habits

**HDN_Q9. In general, how important, if at all, is local news to you? (Please select the option that best applies)**

- Very important: 22%
- Fairly important: 54%
- Not very important: 18%
- Not at all important: 4%
- Don't know: 2%

Unweighted base: All GB Adults that access news regularly (1877)
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HDN_Q8. You previously said that local news is important to you...Which of the following types of local news is important to you? (Please select all that apply. If any of your answers do not appear in the list below, please type them into the 'other' box)

- Crime and policing: 80%
- Local events and entertainment: 69%
- Traffic and travel: 63%
- Local politics (e.g. local authority or local elections): 62%
- Environment: 60%
- Housing and planning: 56%
- Health: 51%
- Schools and education: 37%
- Sport: 21%
- Other: 1%
- Don't know: 2%

Unweighted base: All GB Adults that access news regularly, and local news is important to them (1442)
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