

Reuters Digital News Report 2014

Key Findings: Finland

Agenda

- ▶ Background and methodology
- ▶ Overall news consumption
- ▶ Devices to access news
- ▶ Digital devices and the news day
- ▶ Pathways to the news
- ▶ Social media, sharing and participation
- ▶ Paying for news
- ▶ News videos
- ▶ Trust and partiality

Background and methodology

- ▶ This study has been commissioned to understand how news is currently being consumed globally with a particular focus on digital news consumption and devices used to access the news. The research was conducted online in late January 2014.
- ▶ The data was weighted to targets set on age and gender, region, newspaper readership and social grade to reflect the total population. The sample is reflective of the population who have access to the internet. Respondents were screened out if they had not accessed news in the last month.
- ▶ A comprehensive online questionnaire was designed with input from all stakeholders to capture all aspects of news consumption. Core questions were asked in France, Germany, Denmark, Spain, Italy, Finland, Japan, Brazil and the USA as well as the UK to a nationally representative audience to provide an international comparison.
- ▶ This is a study for the Reuters Institute made possible with the support of several companies and academic organizations. The survey was conducted by YouGov. In Finland, the research was coordinated by The Media Industry Research Foundation of Finland. This slide presentation and the Finnish report of key findings were compiled by COMET Research Centre at the University of Tampere.

Country	Starting sample	Non news users	Final sample	Total population	Internet penetration
USA	2384	8%	2197	313 847 465	78%
UK	2271	8%	2082	63 047 162	84%
Germany	2116	3%	2063	81 305 856	83%
France	2039	5%	1946	65 630 692	80%
Denmark	2075	2%	2036	5 543 453	90%
Finland	1532	1%	1520	5 262 930	89%
Spain	2082	3%	2017	47 042 984	67%
Italy	2041	2%	2010	61 261 254	58%
Urban Brazil	1037	2%	1015	193 946 886	46%
Japan	2015	2%	1973	127 368 088	80%

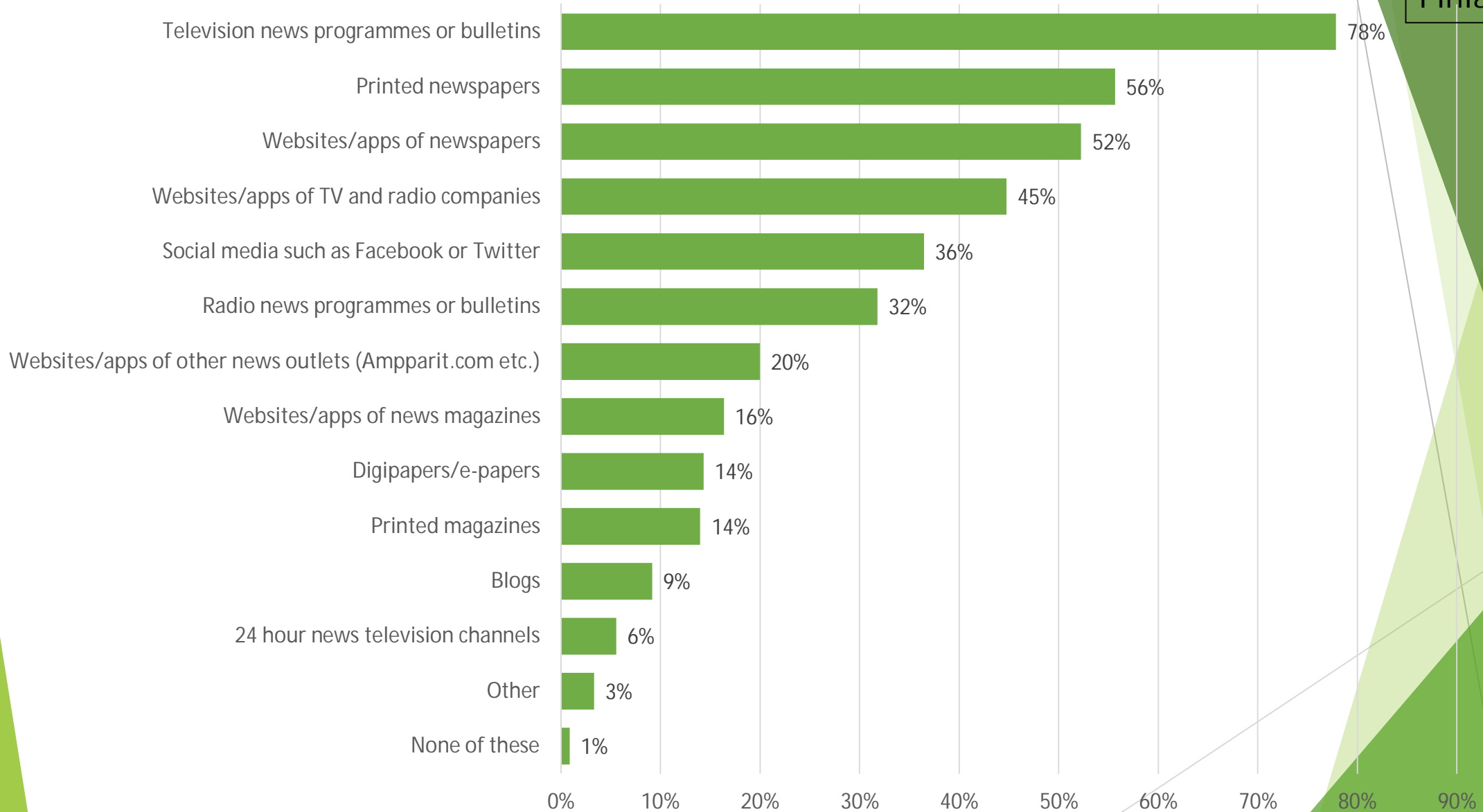
OVERALL NEWS CONSUMPTION

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the right side of the frame, creating a modern, layered effect. The rest of the background is plain white.

Weekly use of different media for accessing news



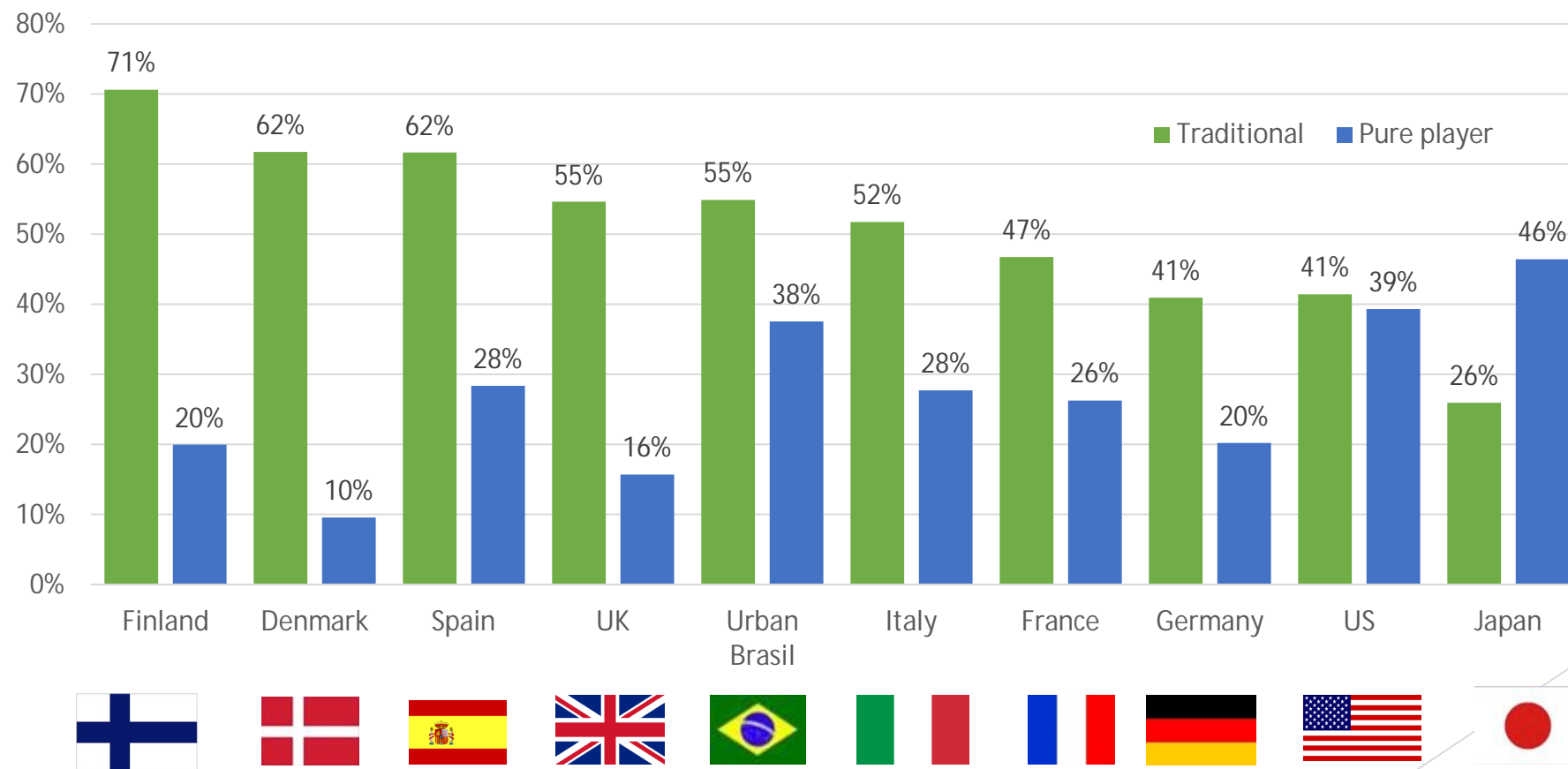
Finland, N=1520



Q3. Which, if any, of the following have you used in the _last week_ as a source of news? (Please select all that apply)

Traditional media's online services and pure players as sources of news

N = All the respondents

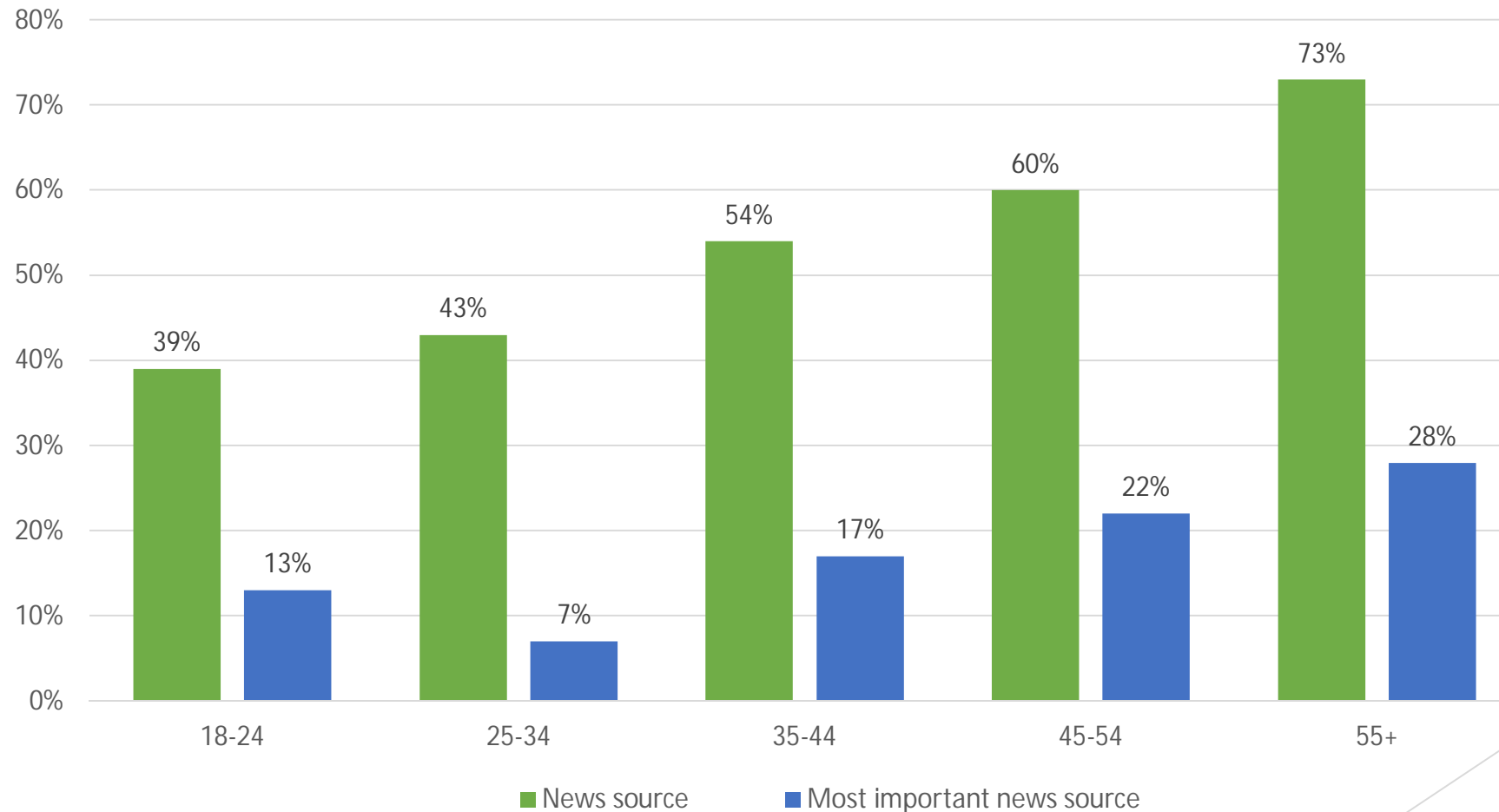


Q3. Which, if any, of the following have you used in the _last week_ as a source of news? (Please select all that apply)



Finland
News source: N=1520
Most important news source: N=1369

Weekly use of printed papers for accessing news



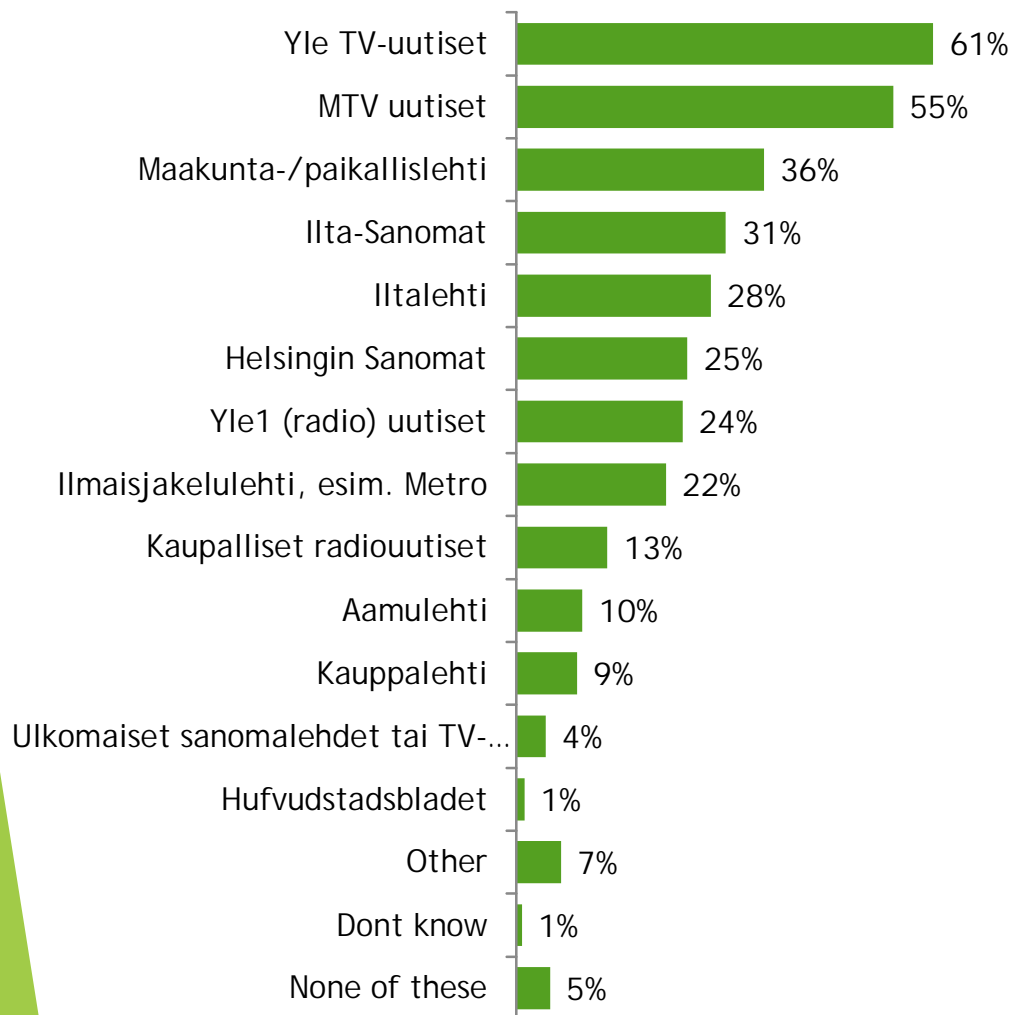
Q3. Which, if any, of the following have you used in the last week as a source of news? (Please select all that apply) Q4: You say you've used these sources of news in the last week, which would you say is your MAIN source of news / Net: printed (newspapers and magazines)



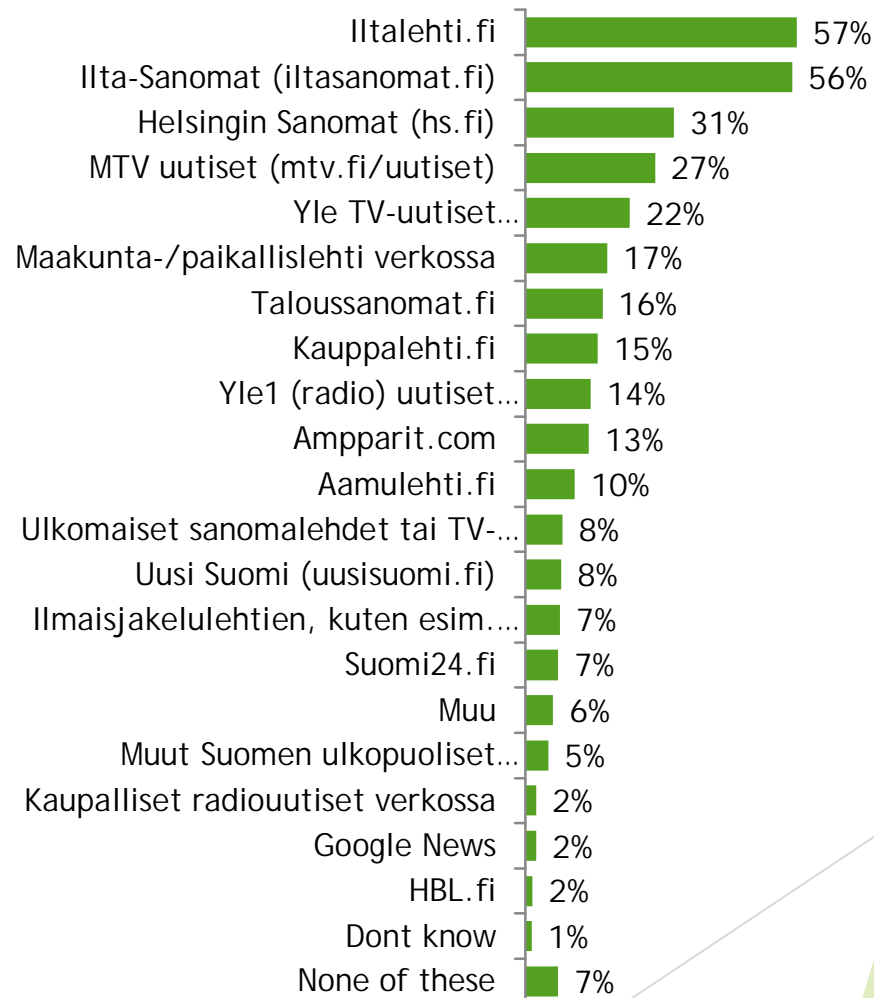
Finland, N=1520

News sources accessed last week

Traditional sources



Online sources



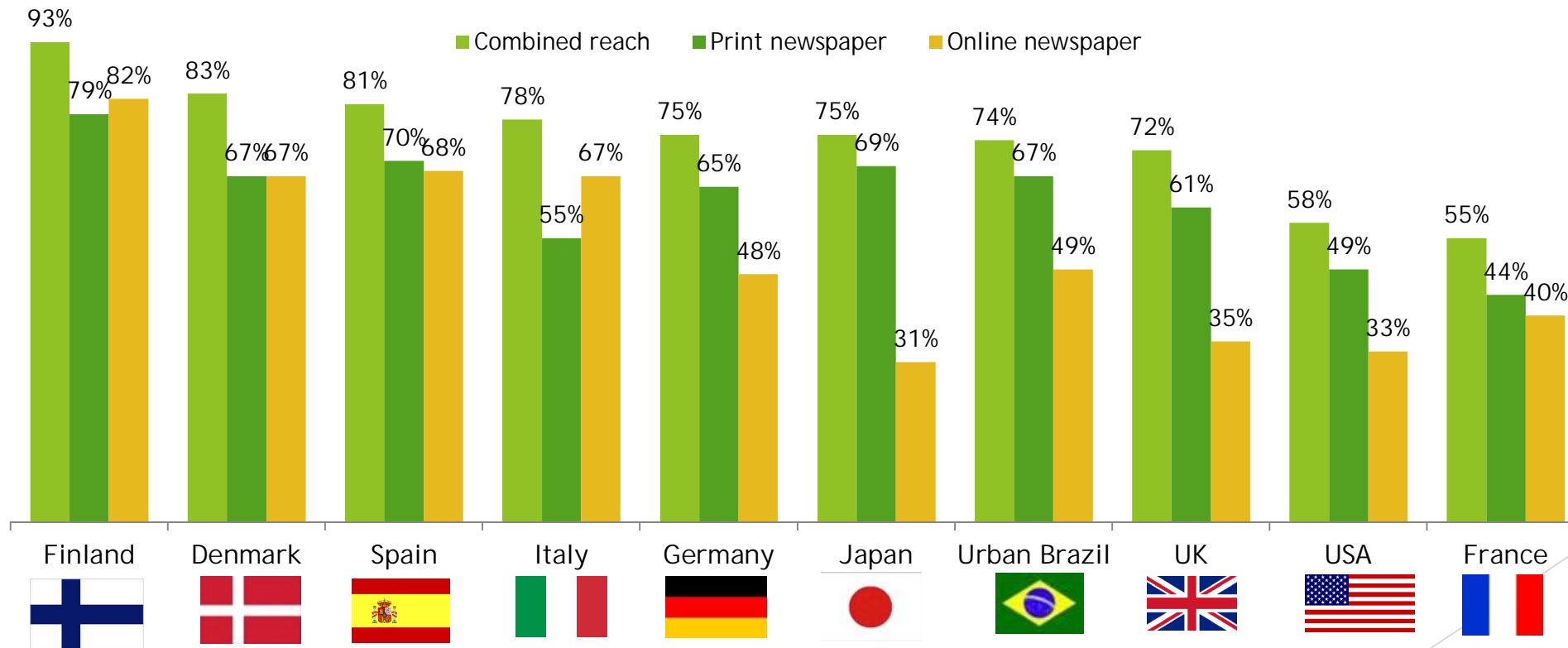
Q5a. Which, if any, of the following have you used to access news in the last week? Via traditional (Radio/TV/Print)

Q5b. Which, if any, of the following have you used to access news in the last week? Via online (computer, mobile, tablet, e-reader)

Newspaper usage: Combined, print and online

With the exception of France and Italy, newspapers reach three quarters of all those interested in news - through a combination of print and online. Finland has 93% combined reach with enormous levels of overlap (not substitution) and Denmark is the same - partly driven by bundled print and online subscriptions. In the US we have seen falling print sales and much more substitution

In general, though, most online newspaper users ALSO use a print product



Q5. Which, if any, of the following have you used to access news in the last week?

Base: All markets 2014 - UK: 2082; Germany: 2063; Spain: 2017; Italy: 2010; France: 1946; Denmark: 2036; Finland: 1520; USA: 2197; Urban Brazil: 1015; Japan: 1973

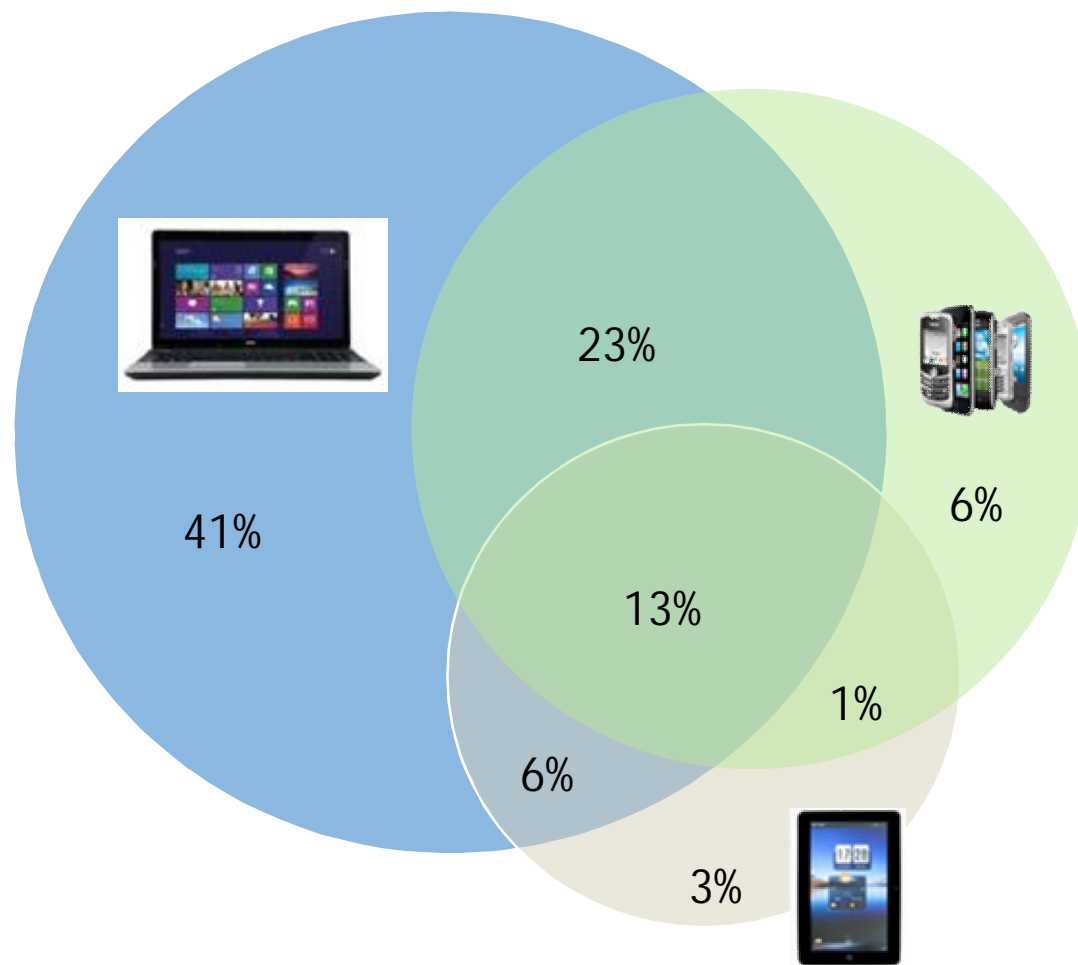
DEVICES TO ACCESS NEWS

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Finland, those who use digital devices
N=1470

Devices for accessing news last week



Q8b. Which, if any, of the following devices have you used to access NEWS in the last week?

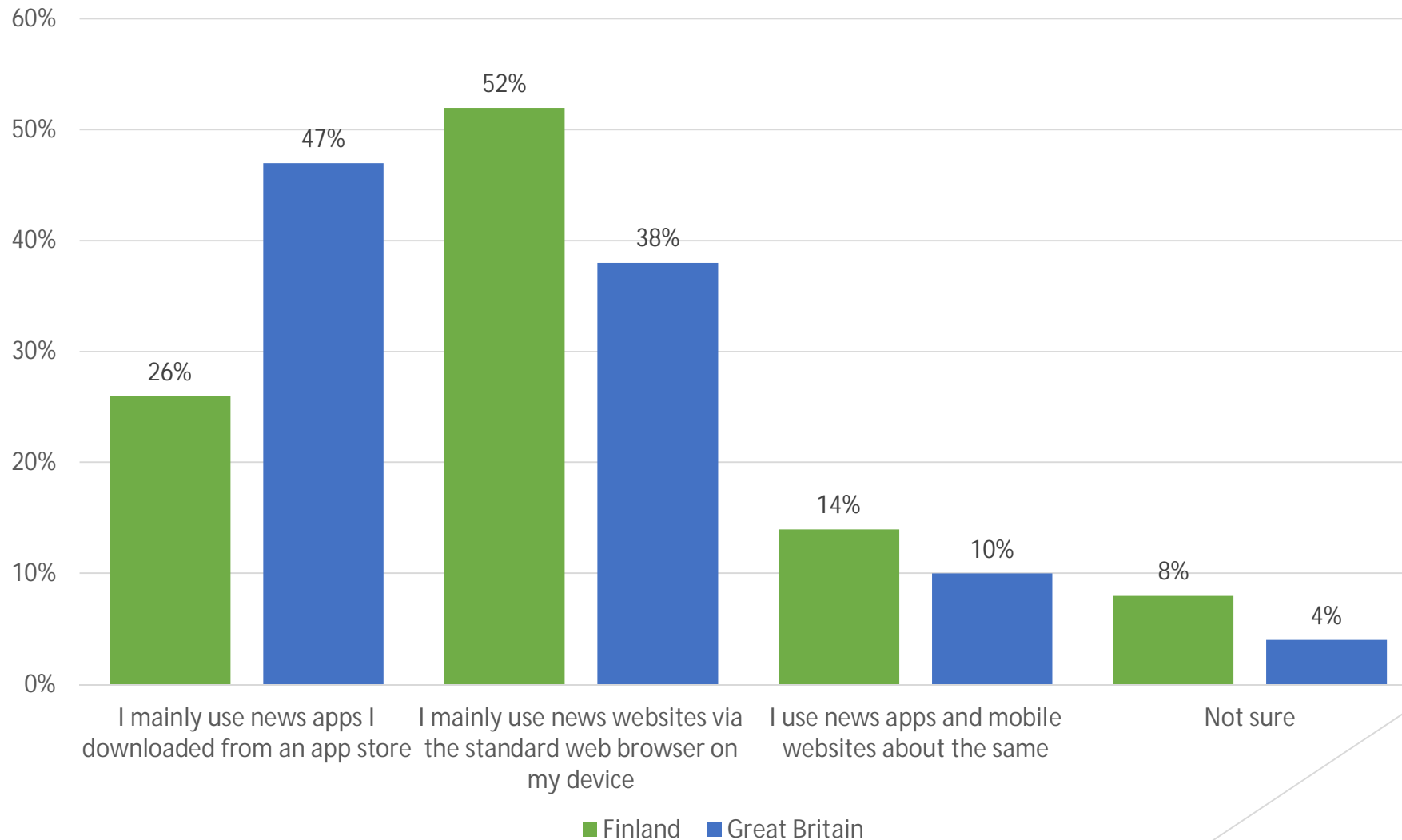


Accessing news via apps and a browser

Those who accessed news via mobile last week.

Finland: N=667

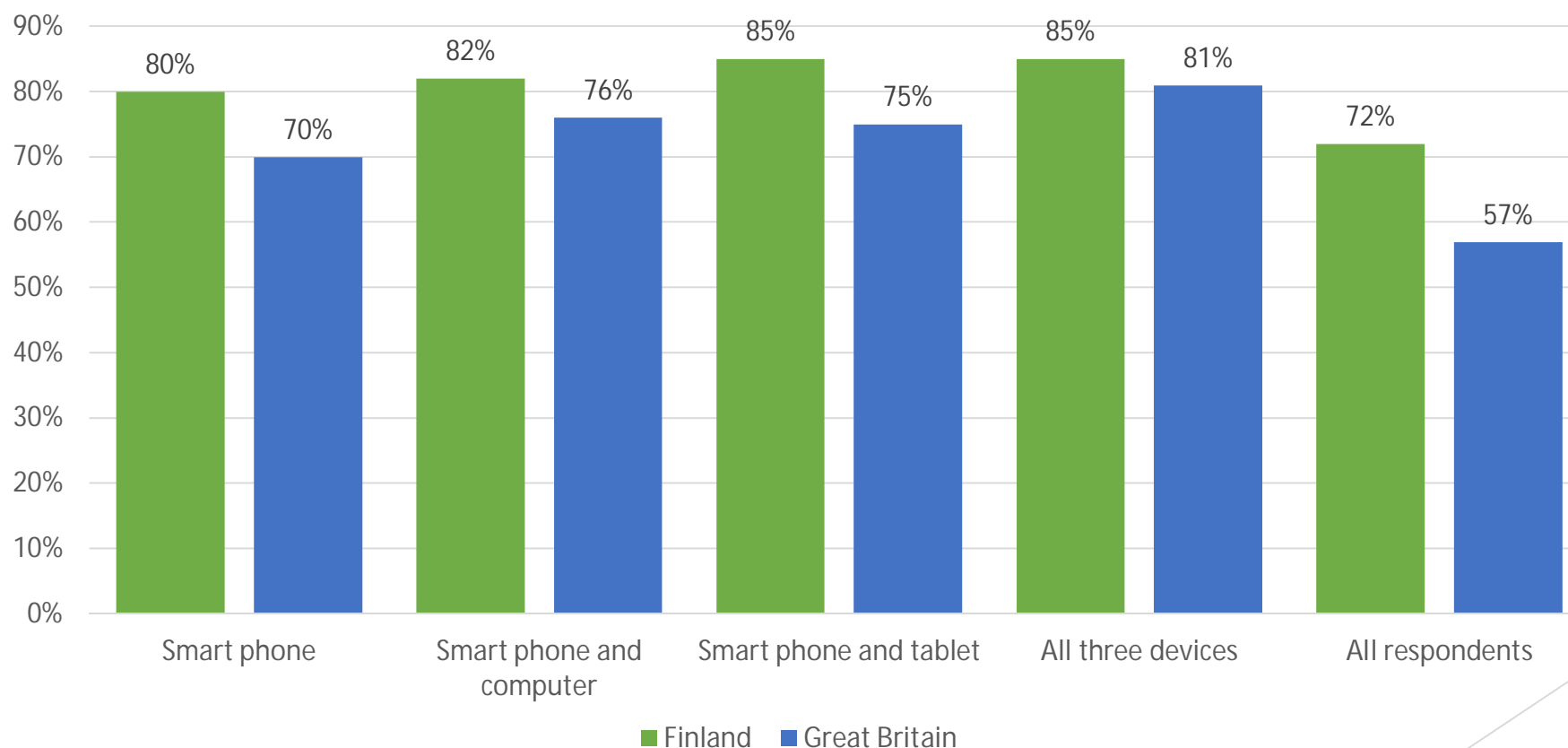
Great Britain: N=658



DIGITAL DEVICES AND THE NEWS DAY



Those accessing news several times in a day according to the use of digital devices

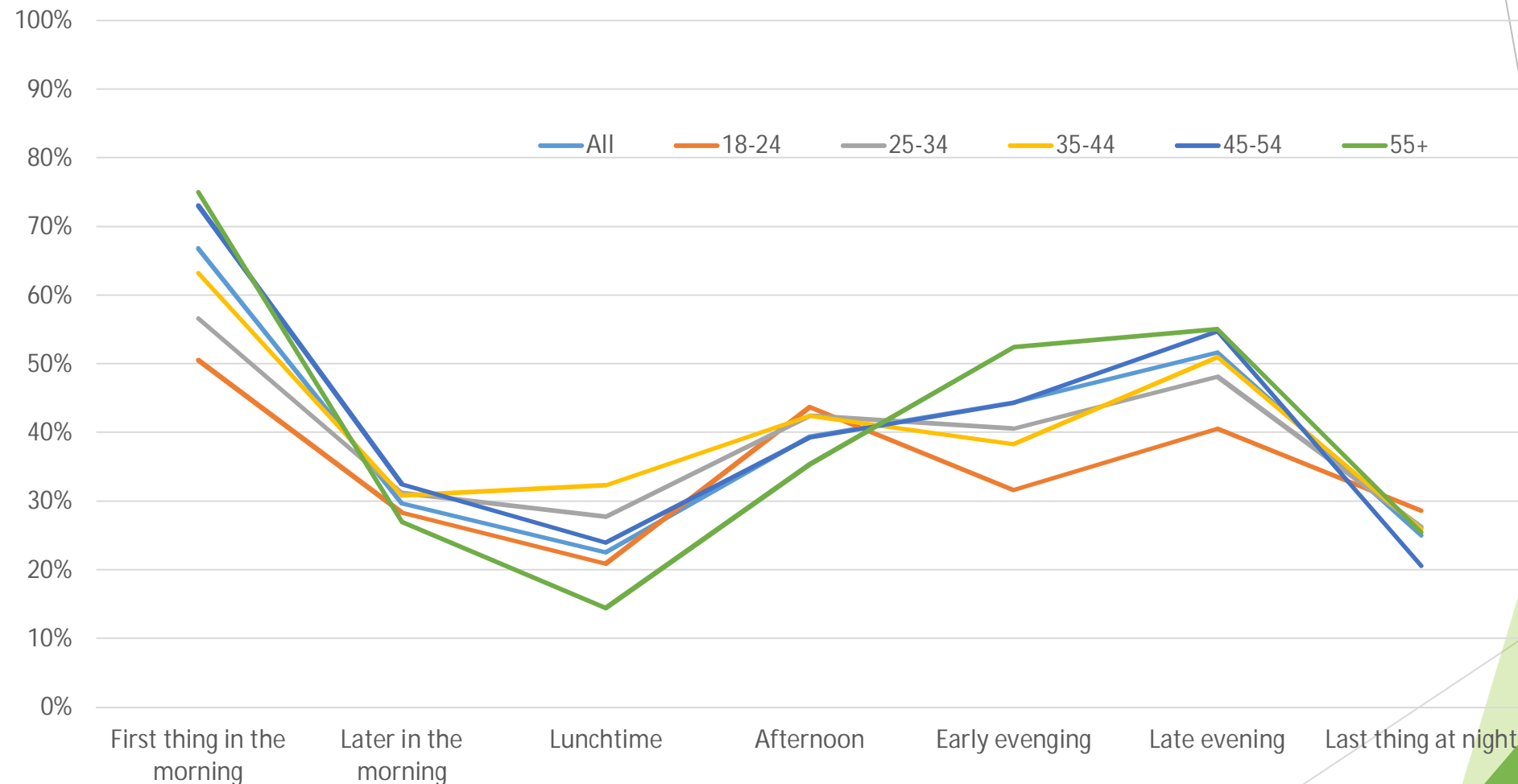


Q1b: Typically, how often do you access news. By news we mean national, international, regional/local news and other topical events accessed via radio, TV, newspaper or online.



Finland, N=1520

Accessing the news during the day



Q4b: When do you typically access the news? (Please select all that apply)

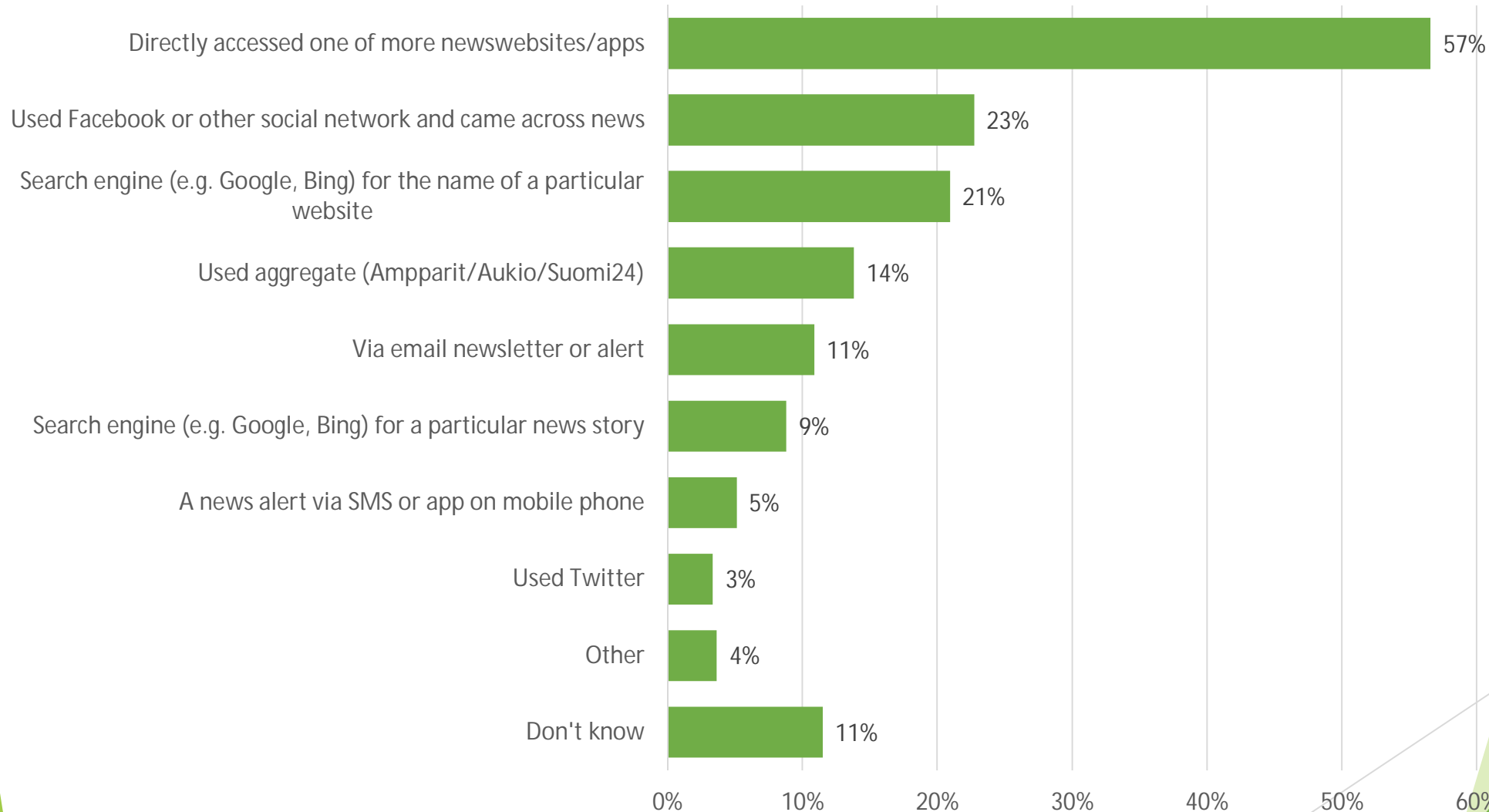
PATHWAYS TO THE NEWS

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Pathways to the online news



Finland, N=1520

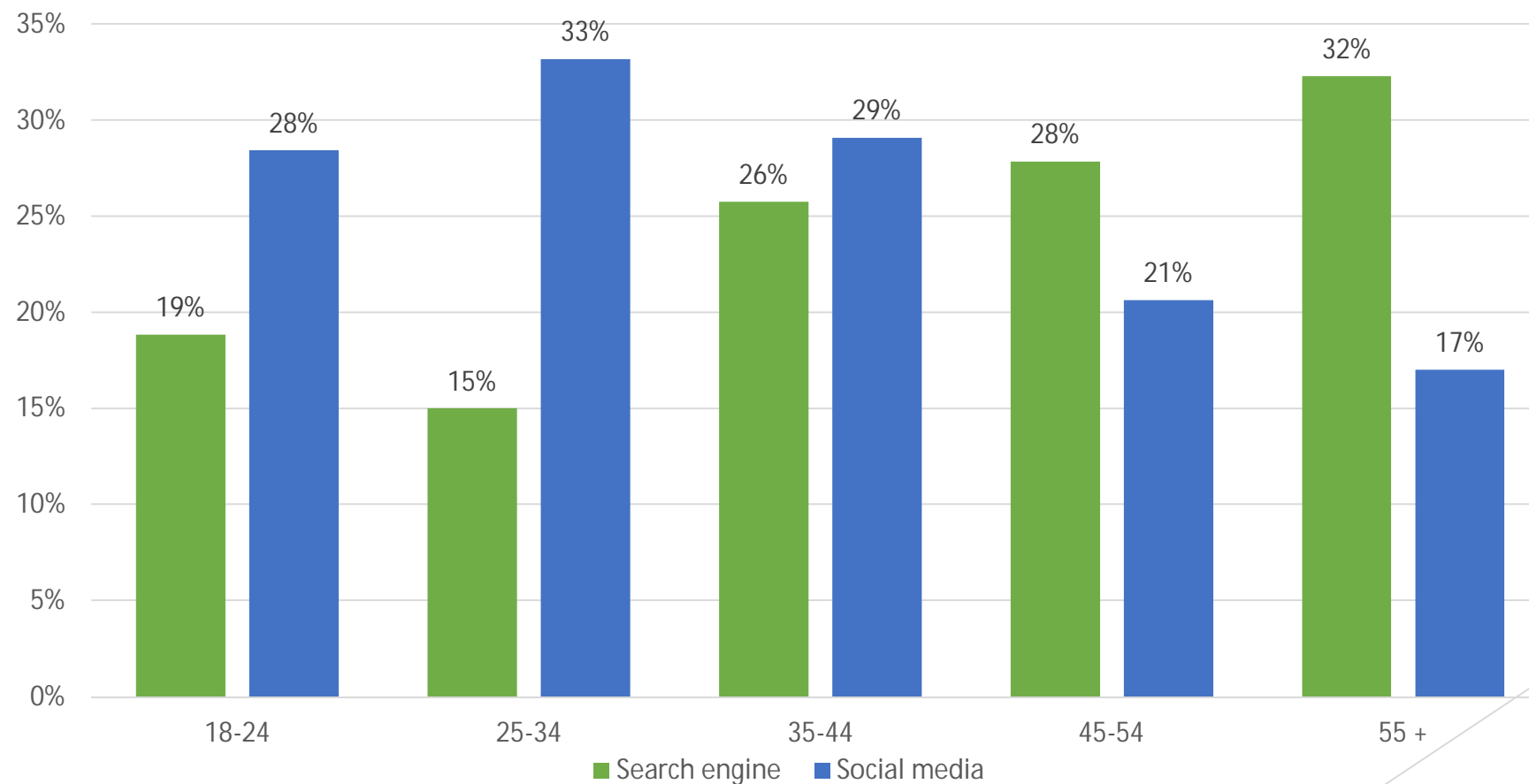


Q10: Thinking about you got news online (via computer, mobile or any device) in the LAST WEEK, which were the ways in which you came across news stories? (Please select all that apply)



Finland, N=1520

Searches and social media as pathways to the news



Q10: Thinking about you got news online (via computer, mobile or any device) in the LAST WEEK, which were the ways in which you came across news stories? (Please select all that apply)

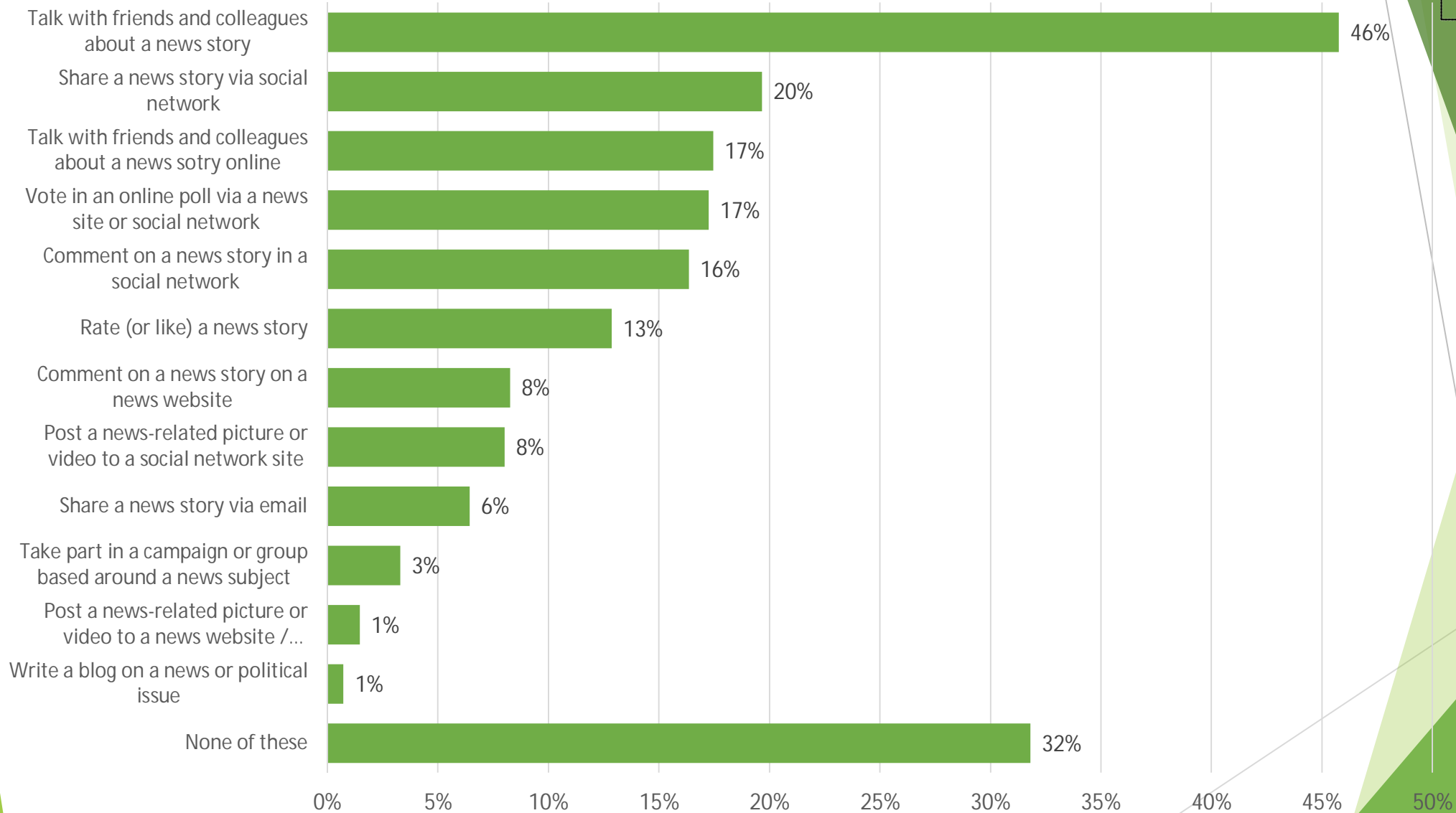
SOCIAL MEDIA, SHARING AND PARTICIPATION

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Sharing, discussing and participating the news



Finland, N=1520

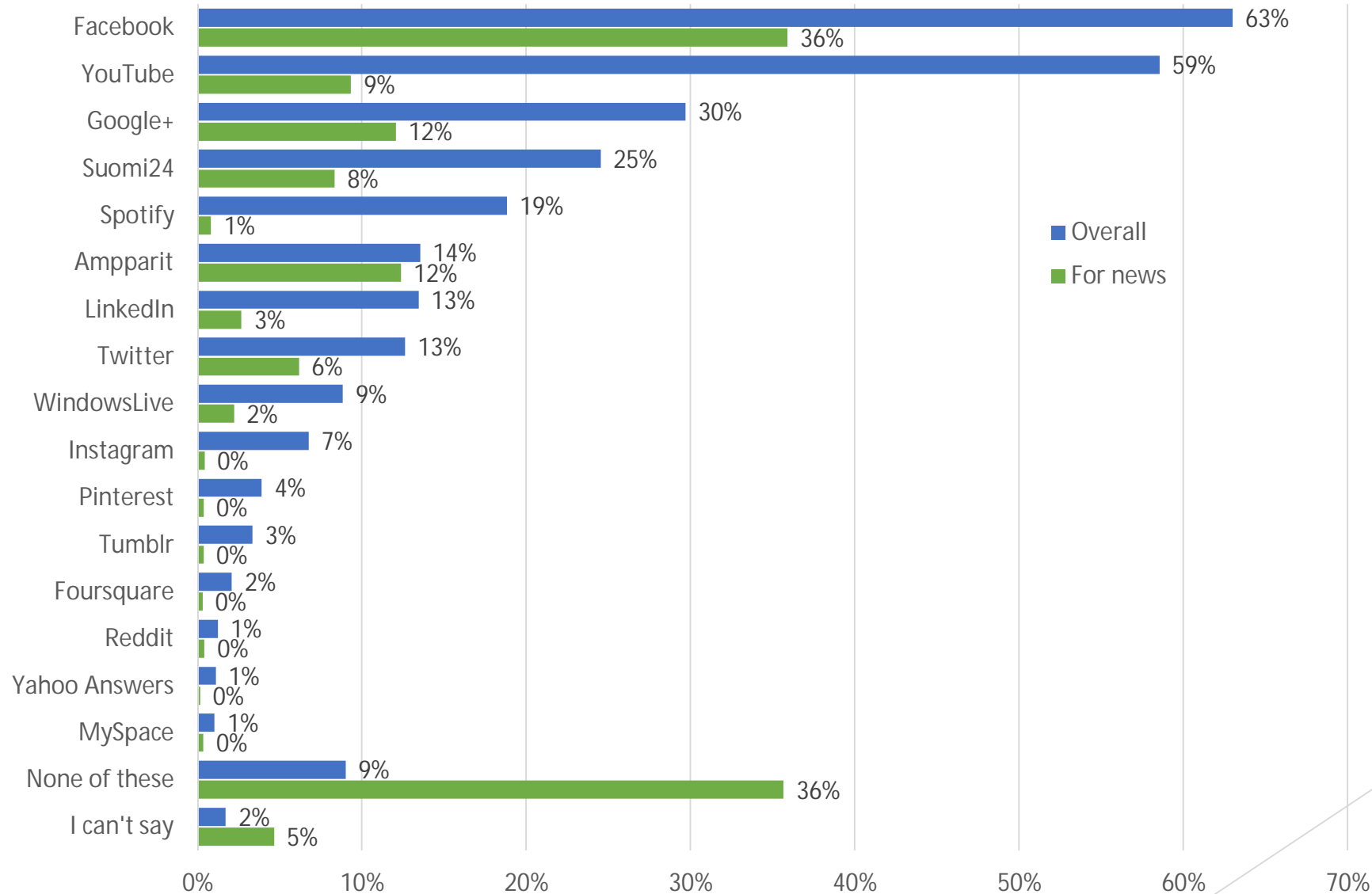


Q13: During an average week in which, if any, of the following ways do you share or participate in news coverage?

Use of social media services



Finland, N=1520



Q12A: Which, if any, of the following have you used for any purpose in the last week? (Please select all that apply)

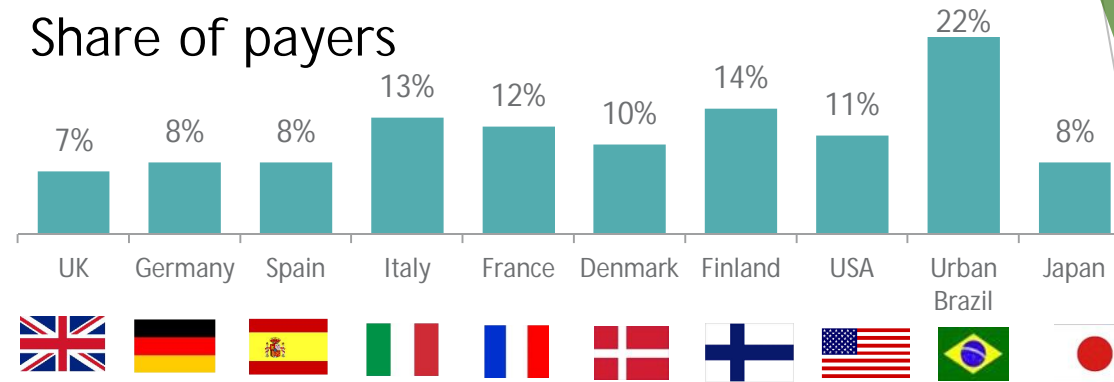
Q12B: Which, if any, of the following have you used for reading, watching, sharing or discussing news in the last week?

PAYING FOR NEWS

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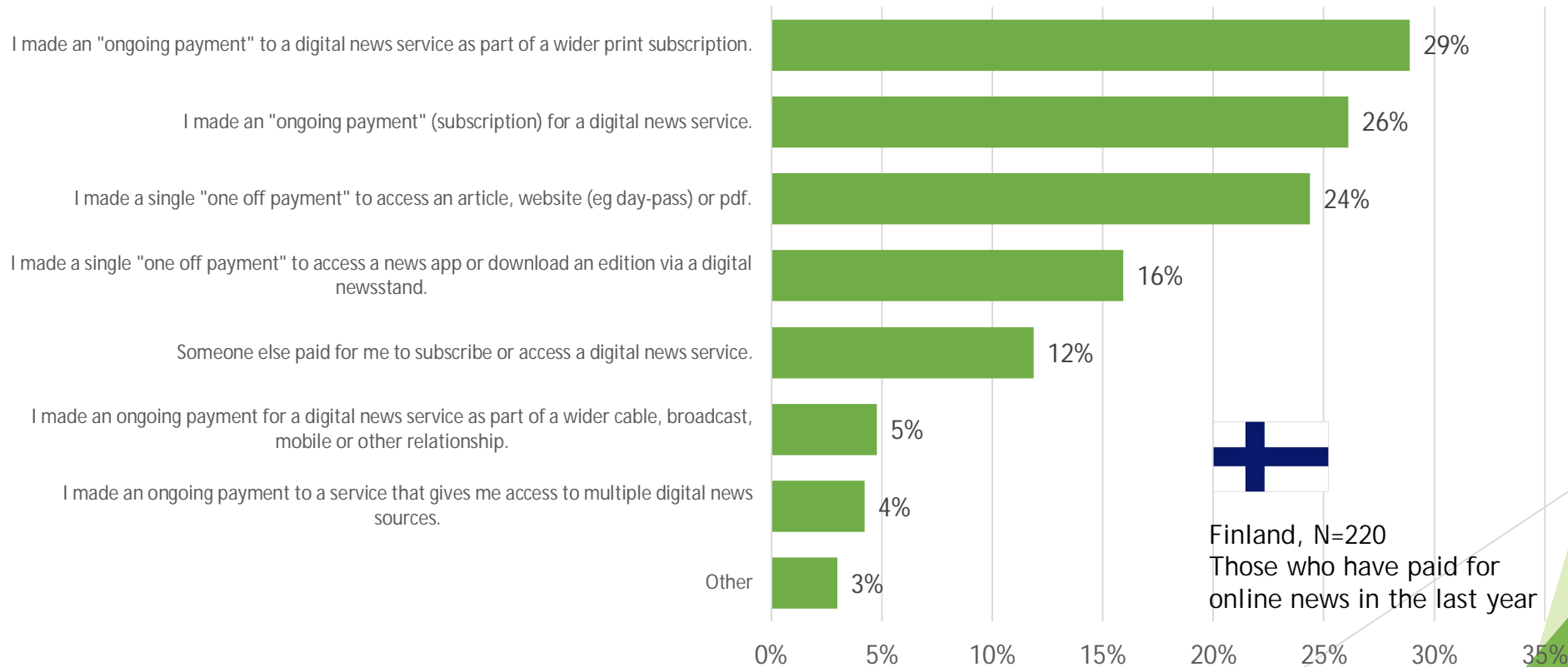
Paying for digital news

Share of payers



Q7. Have you paid for ONLINE news content, or accessed a paid for ONLINE news service in the _last year_ (this could be an ongoing subscription or one off payment for an article or app)

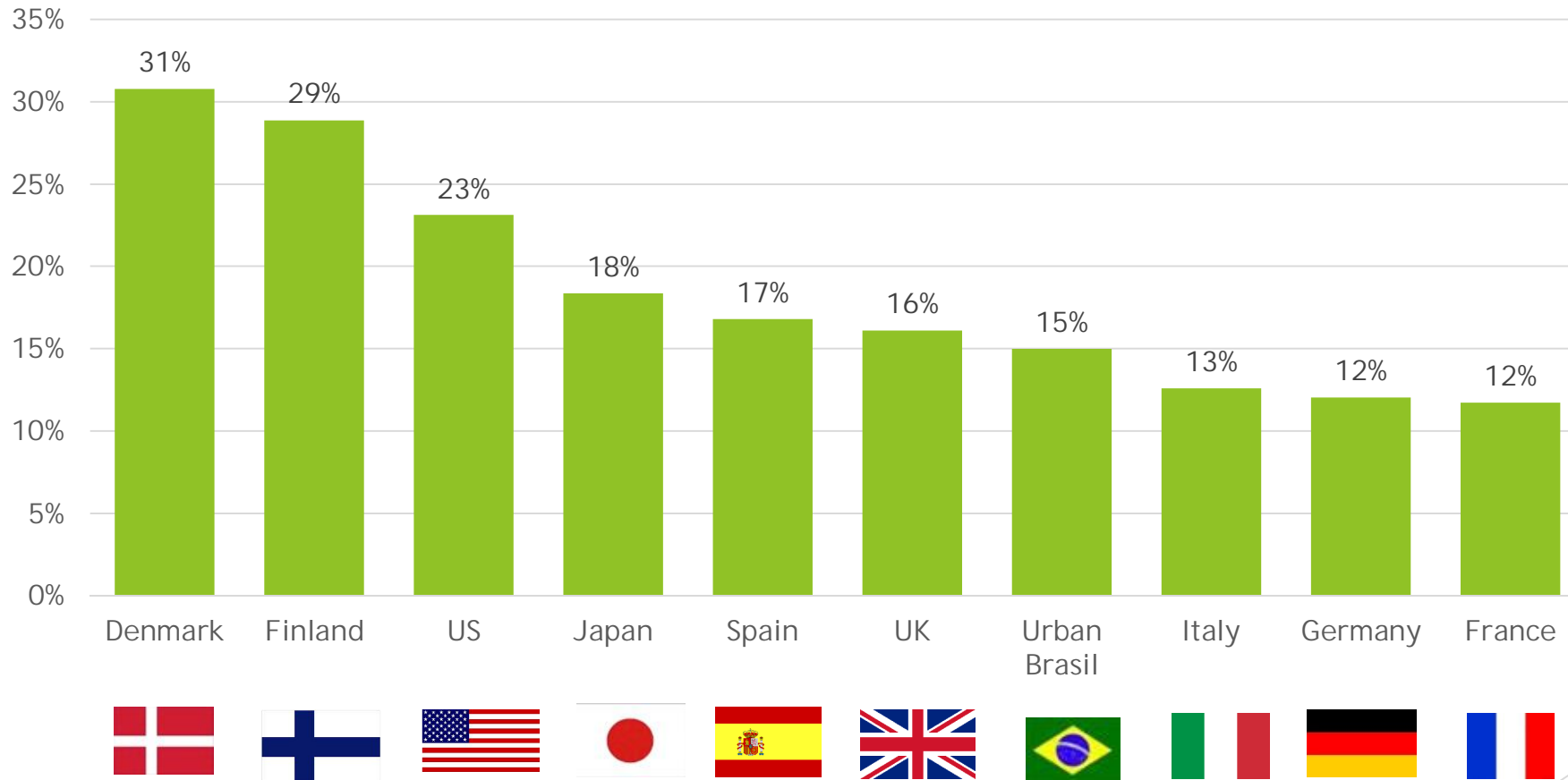
Ways of paying



Q7ai. You said you have accessed paid for ONLINE news content in the last year. Which, if any, of the following types of payment have you used to pay for ONLINE news content in the last year? (Please tick all that apply)

"I made an 'ongoing payment' to a digital news service as part of a wider print subscription"

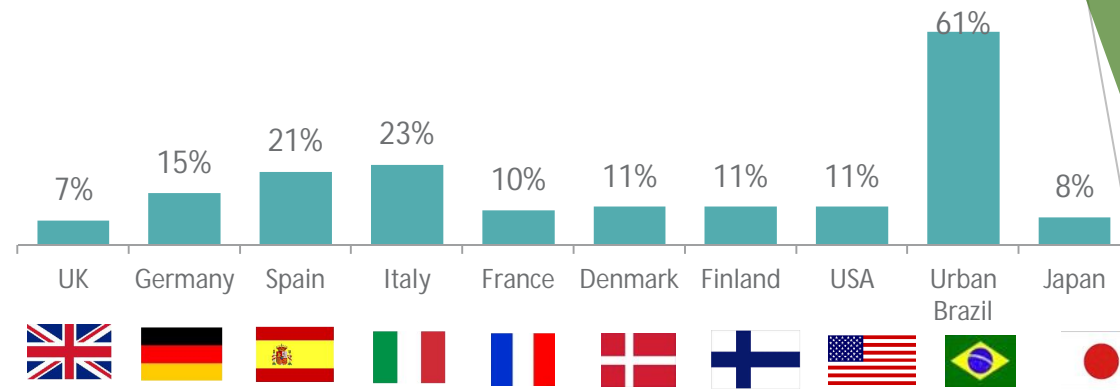
Base: Those who have paid to access online news in the past year



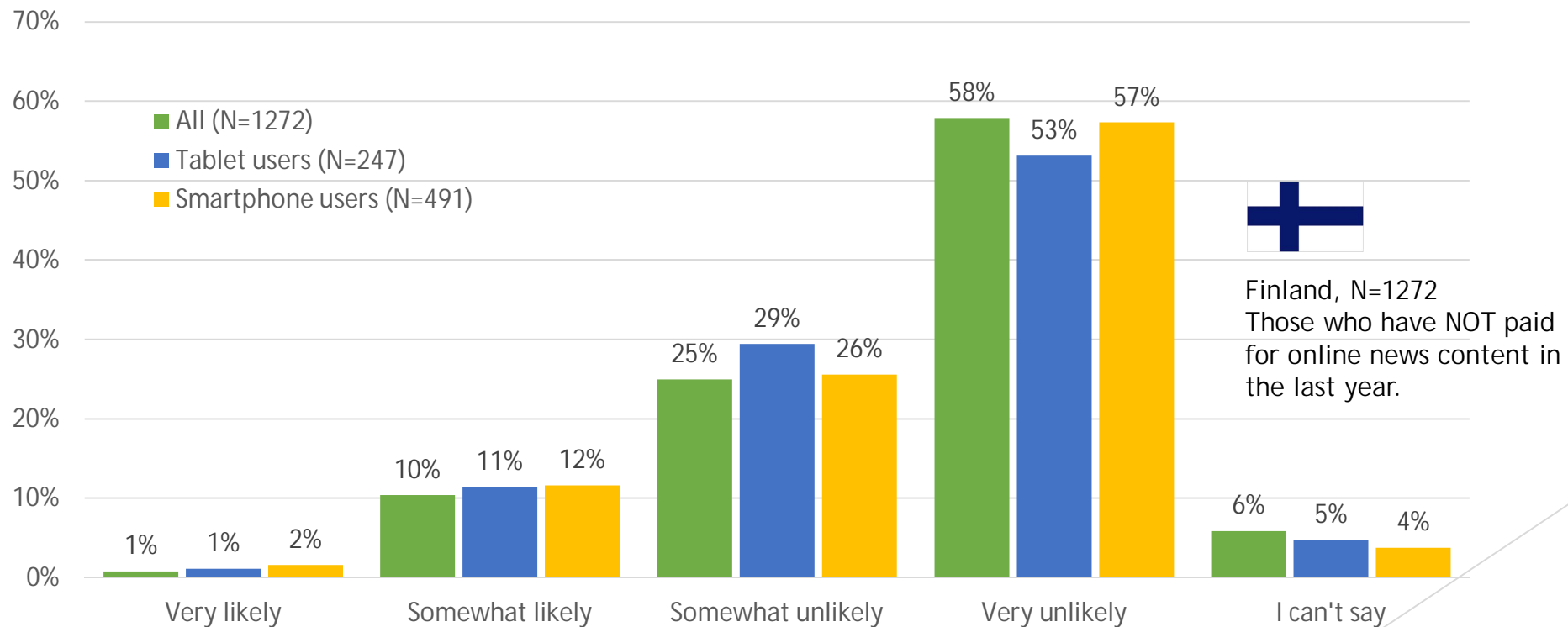
Q7ai. You said you have accessed paid for ONLINE news content in the last year. Which, if any, of the following types of payment have you used in the last year? (Please tick all that apply)

Base: All who have paid to access online news in the past year – UK=139, Germany=173, US=238, Japan=153, Urban Brasil=233, Italy=267, Denmark=206, Spain=173, Finland=220

Willingness to pay for digital news among those who don't pay yet



Q7a.ii. You said you have not paid for online digital content in the last year. How likely or unlikely would you be to pay IN THE FUTURE for online news from particular sources that you like?: "Very likely" or "somewhat likely"

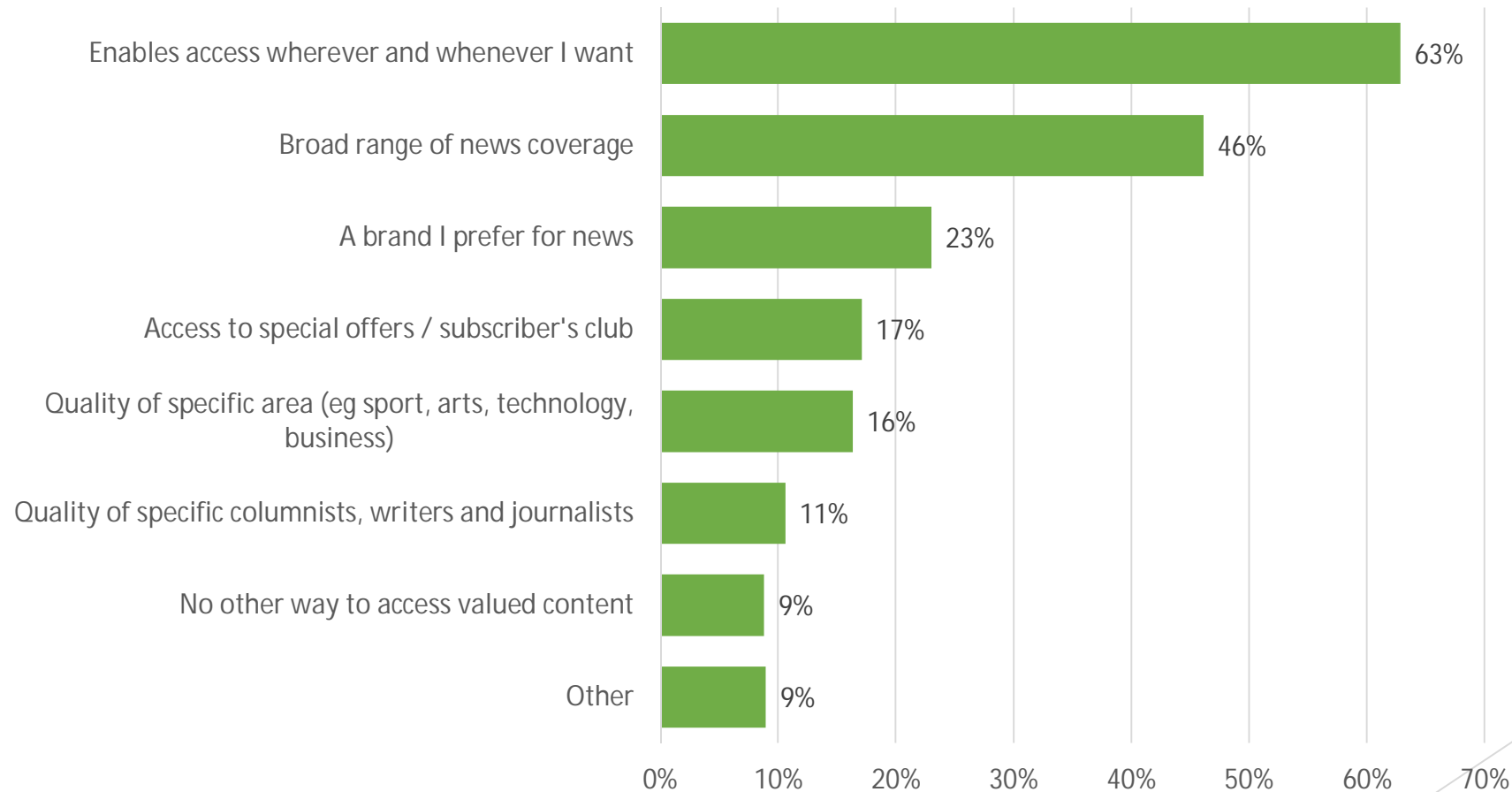


Q7a.ii. You said you have not paid for online digital content in the last year. How likely or unlikely would you be to pay IN THE FUTURE for online news from particular sources that you like?

Most important factors in taking an online news subscription



Finland, N=131
Those who have a subscription with at least one online news provider

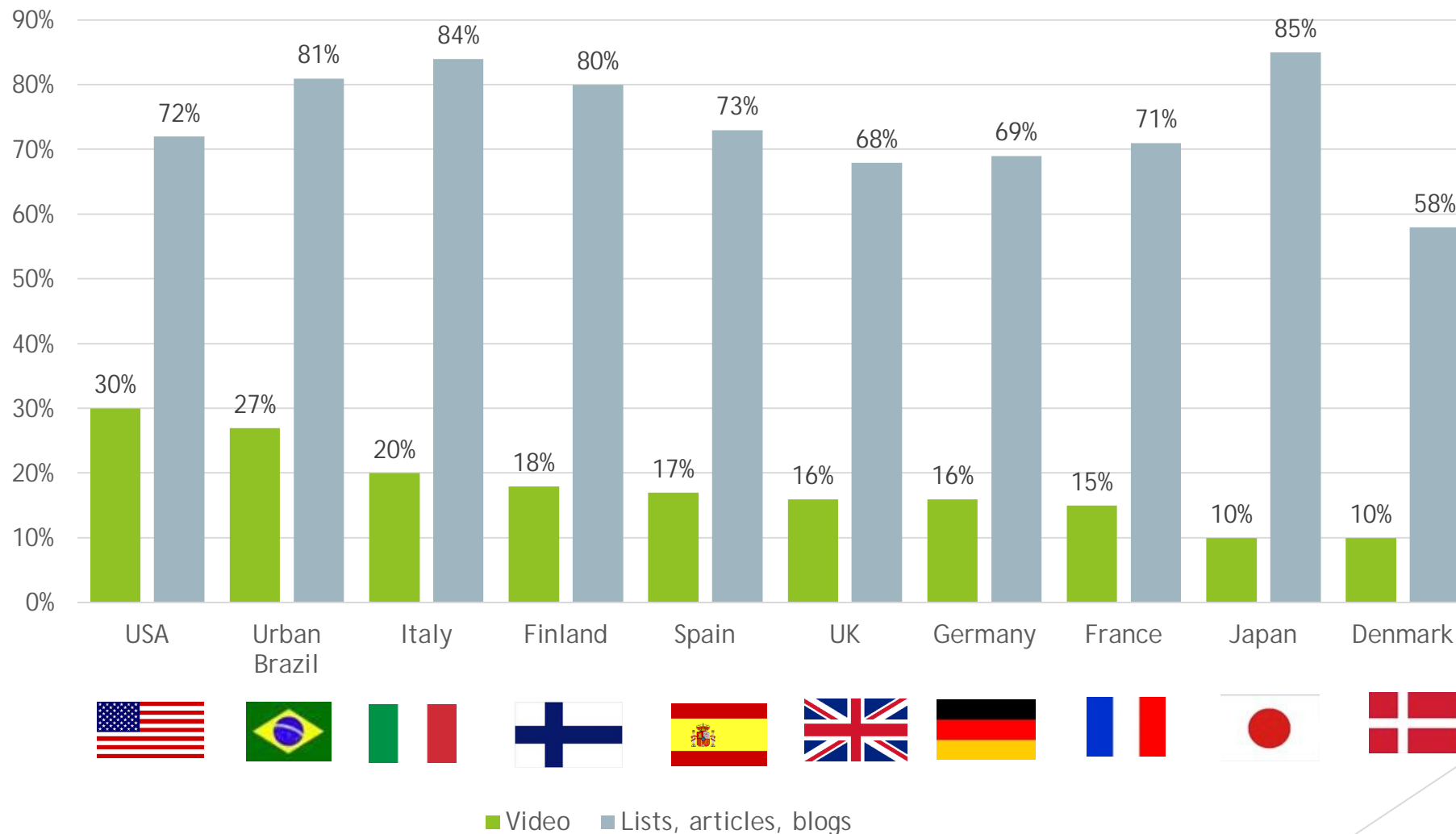


OPTQ7b. You said you have a subscription with at least one ONLINE news provider, what were the three most important factors in _taking_ an online news subscription in the first place (please choose up to three)

NEWS VIDEOS

Consuming online news: video vs text

Base: All the respondents



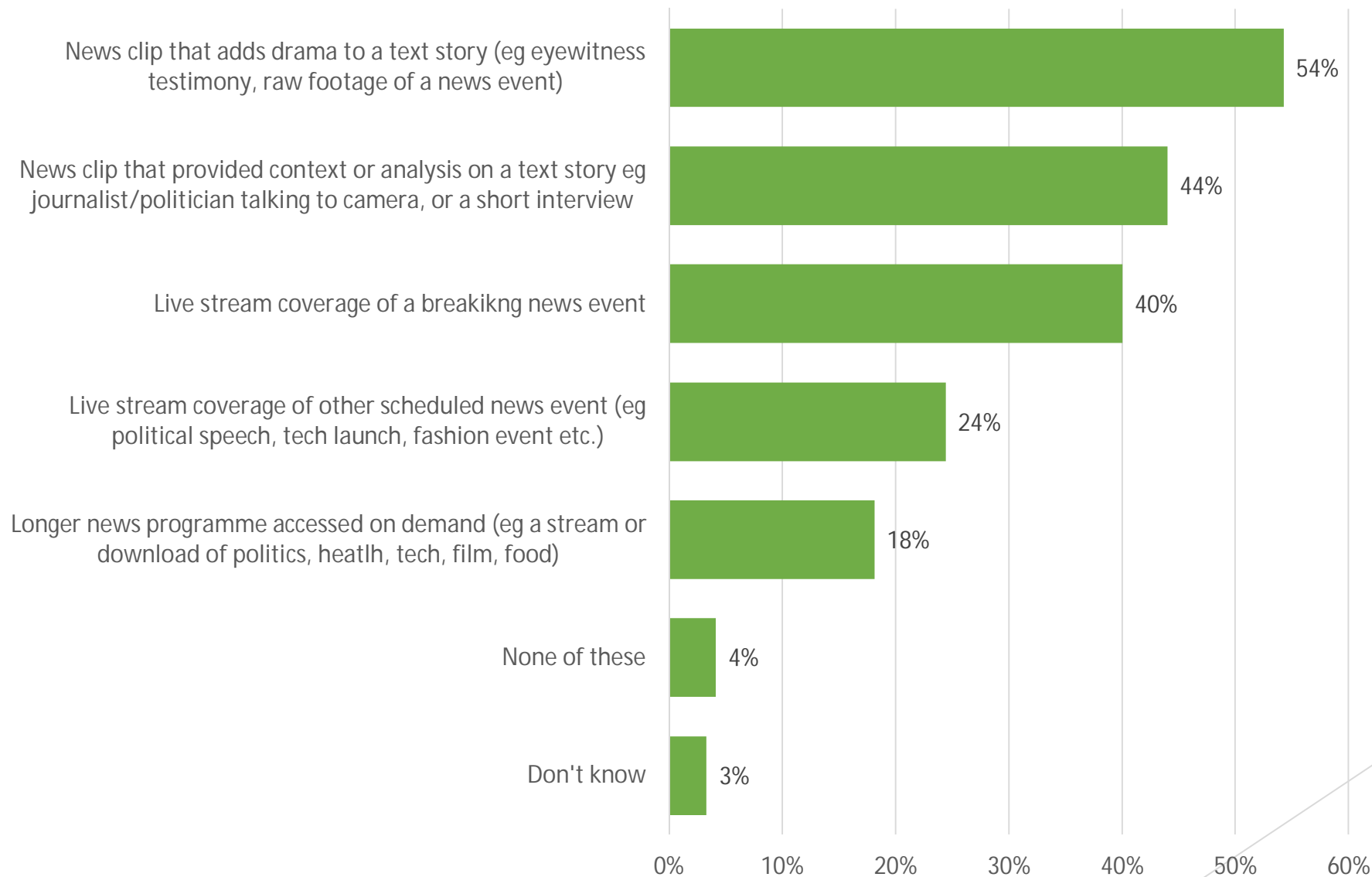
Q11. Looking at news online in the last week, which of the following ways of consuming news did you use?

Base: All markets 2014 – UK=2082, Germany=2063, Spain=2017, Italy=2010, France=1946, Denmark=2036, Finland=1520, US=2197, Urban Brazil=1015, Japan=1973

Watching different types of news videos



Finland, N=278
Those who
have watched
news videos in
the last week



TRUST AND PARTIALITY

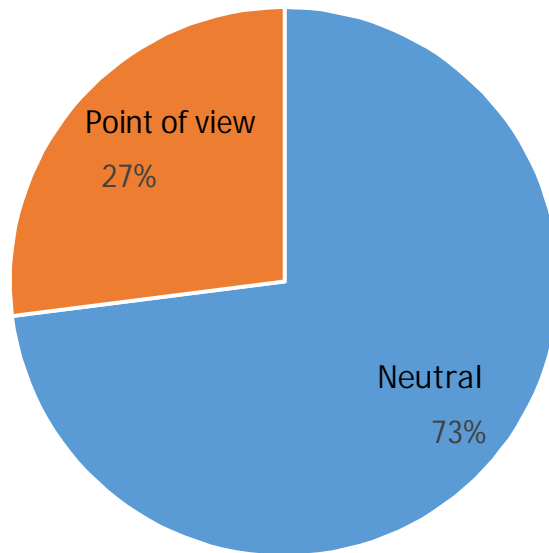
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Preferring neutral or openly angled news



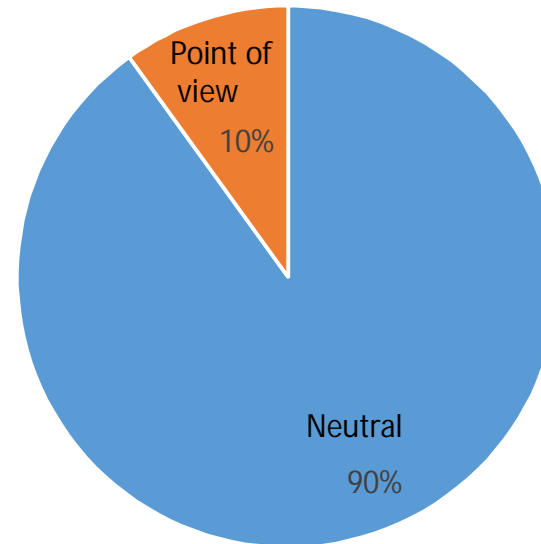
Finland, N=1520

Thinking about the different kinds of news available to you, do you prefer:



- News where the reporter tries to reflect a range of views and leaves it to the reader/viewer to decide
- News where the reporter argues a point of view offering evidence to support that view

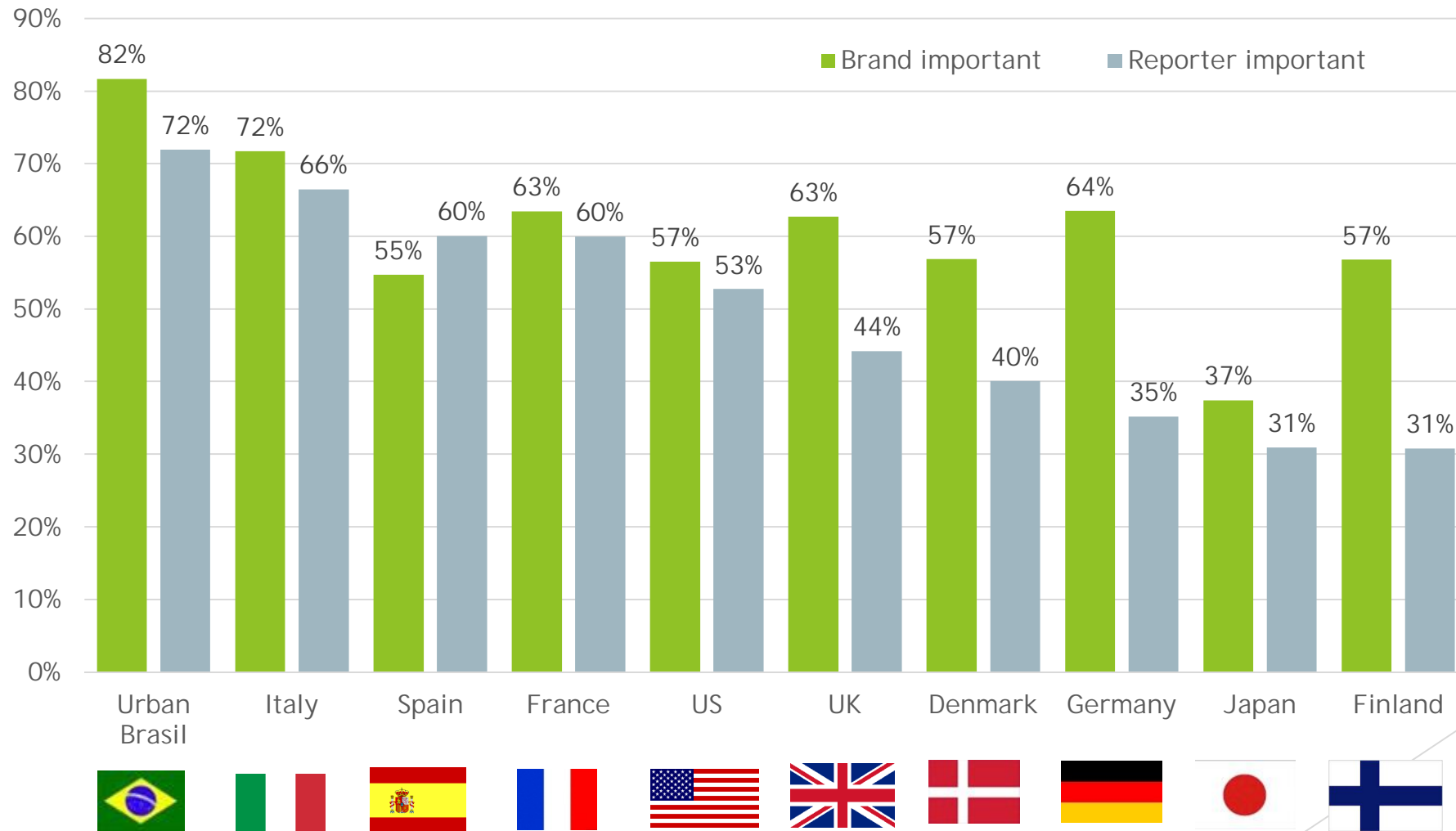
Thinking about the different sources of news available to you (such as a newspaper, broadcaster or online news source), which do you trust (or believe) most:



- News from sources that try to be neutral (or impartial)
- News from sources that are open about their own views and biases

Trust in news brand vs trust in the reporter

N = All the respondents



Q5e: To what extent are the following important to you in terms of whether you trust a source of news - those responding quite or very important.