

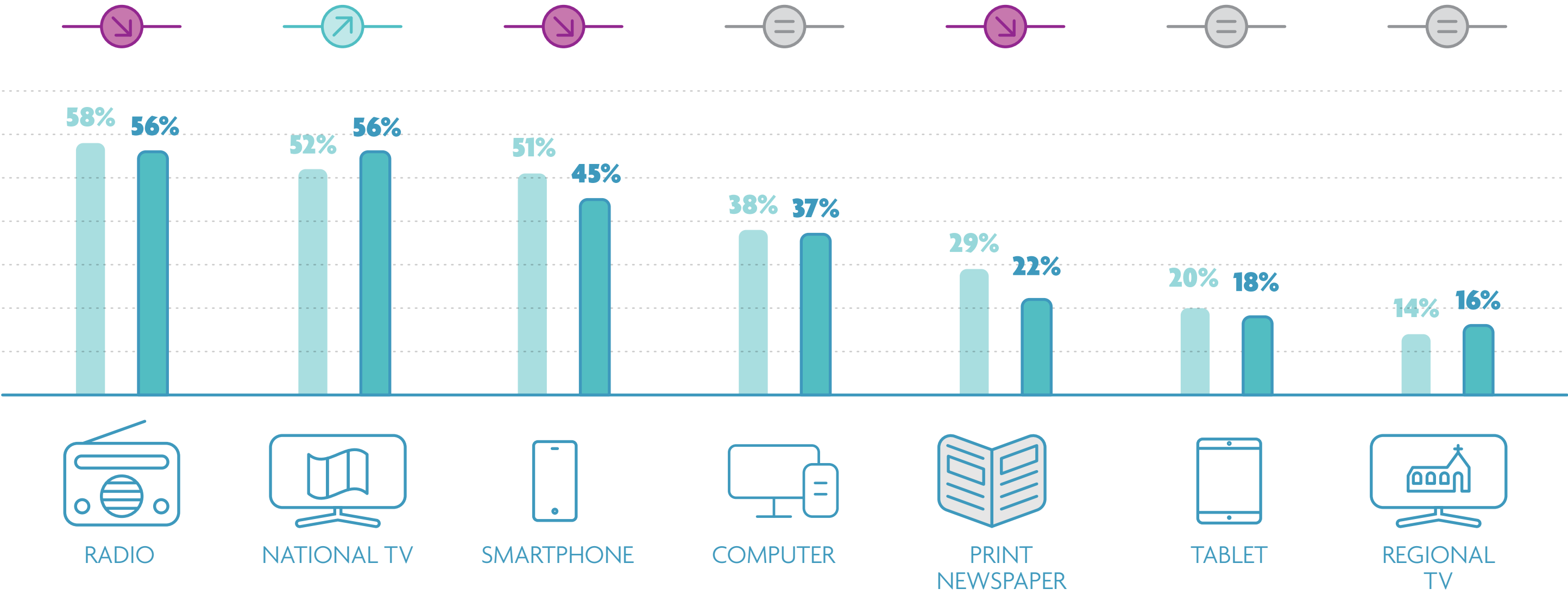
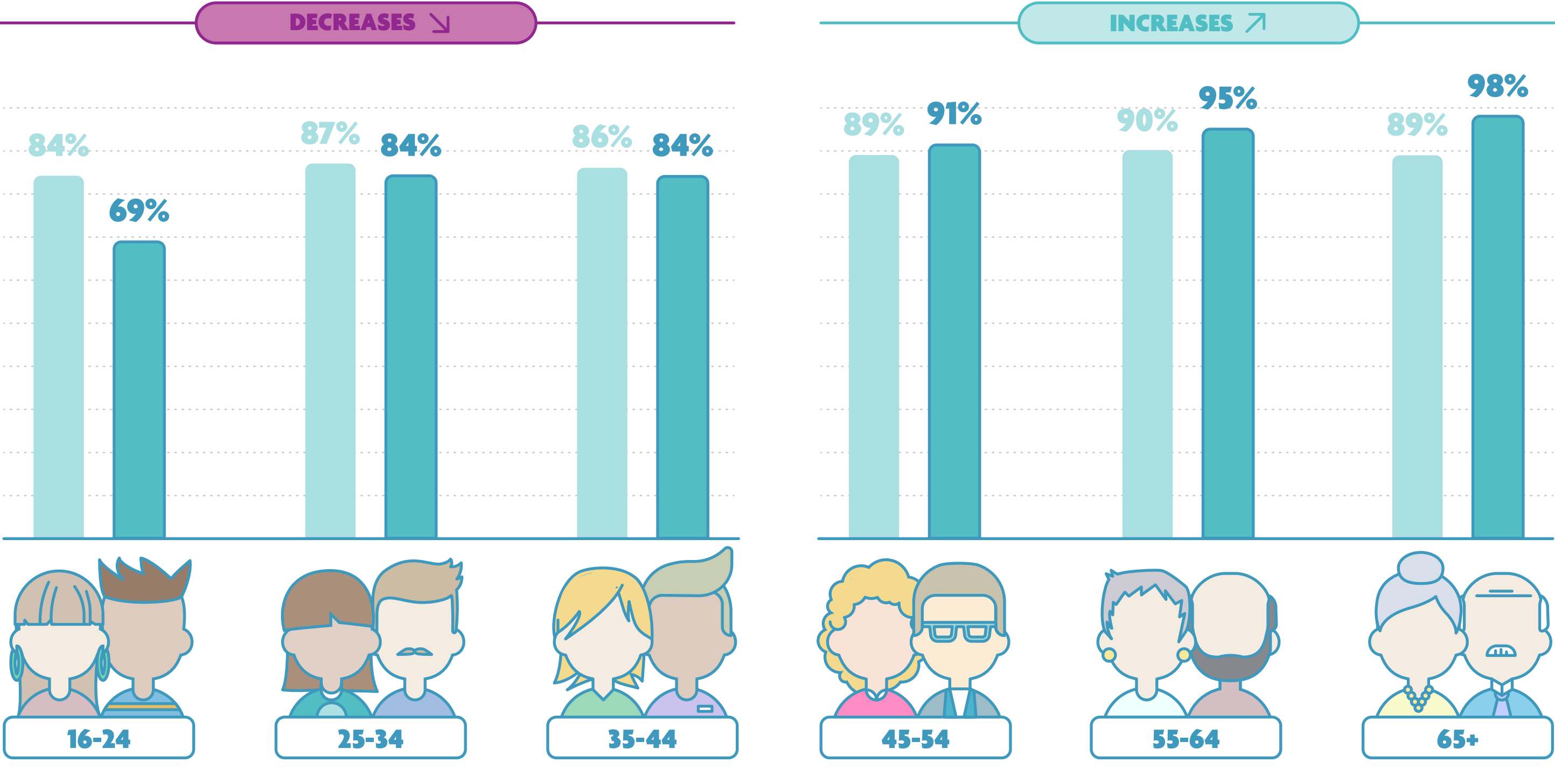
NEWS

News sources and attitudes differ sharply
by age category

DAILY NEWS CONSUMPTION

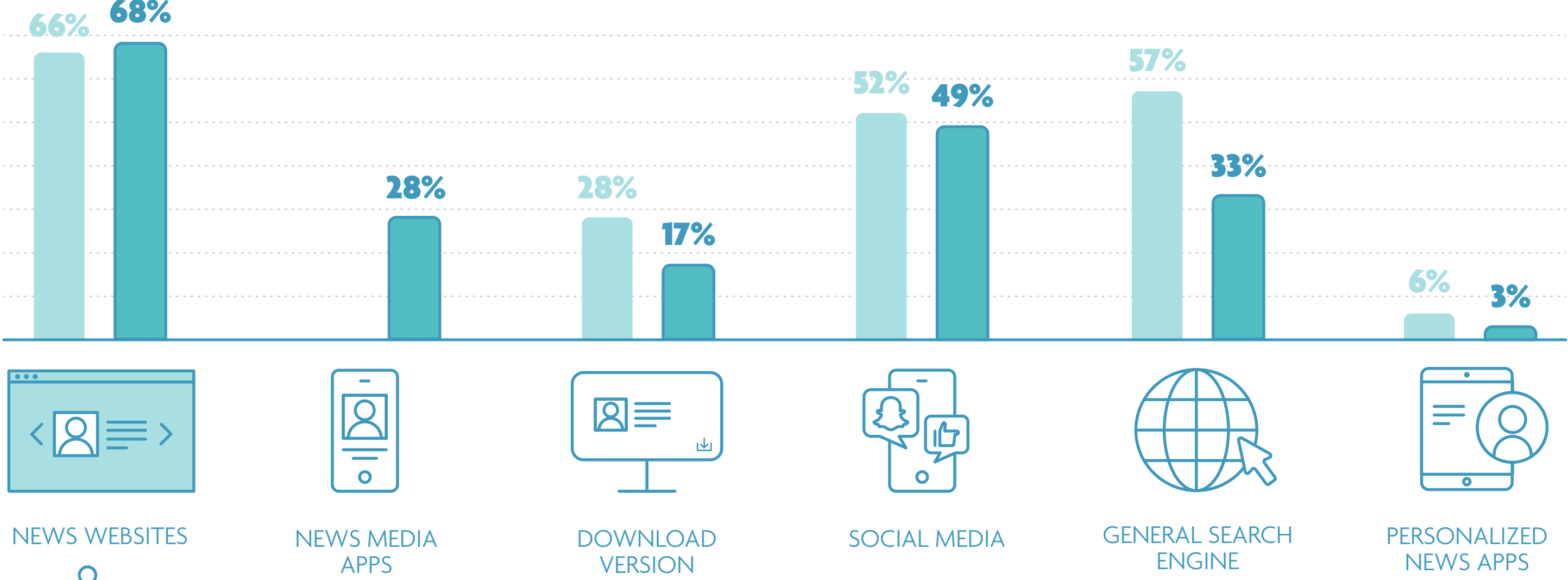
Actively following the news down among 16-24 year olds

2017 2018

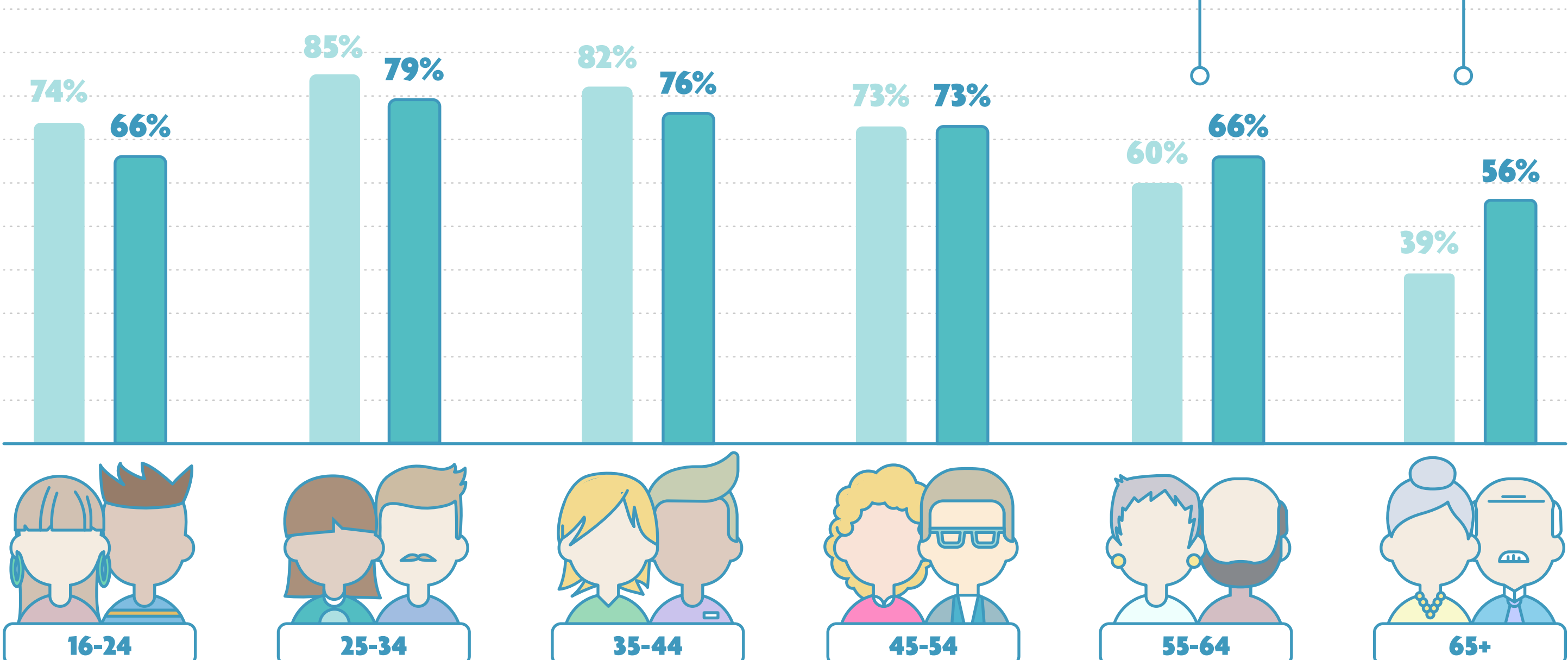


DIGITAL NEWS CHANNELS

News websites struggling with ageing of the reading audience



CLEAR RISE AMONG 55+



ATTITUDE TO NEWS

Positive attitude to news, but concern about the impact of fake news

AGE CATEGORY WITH LOWEST % AGE CATEGORY WITH HIGHEST % AVERAGE

