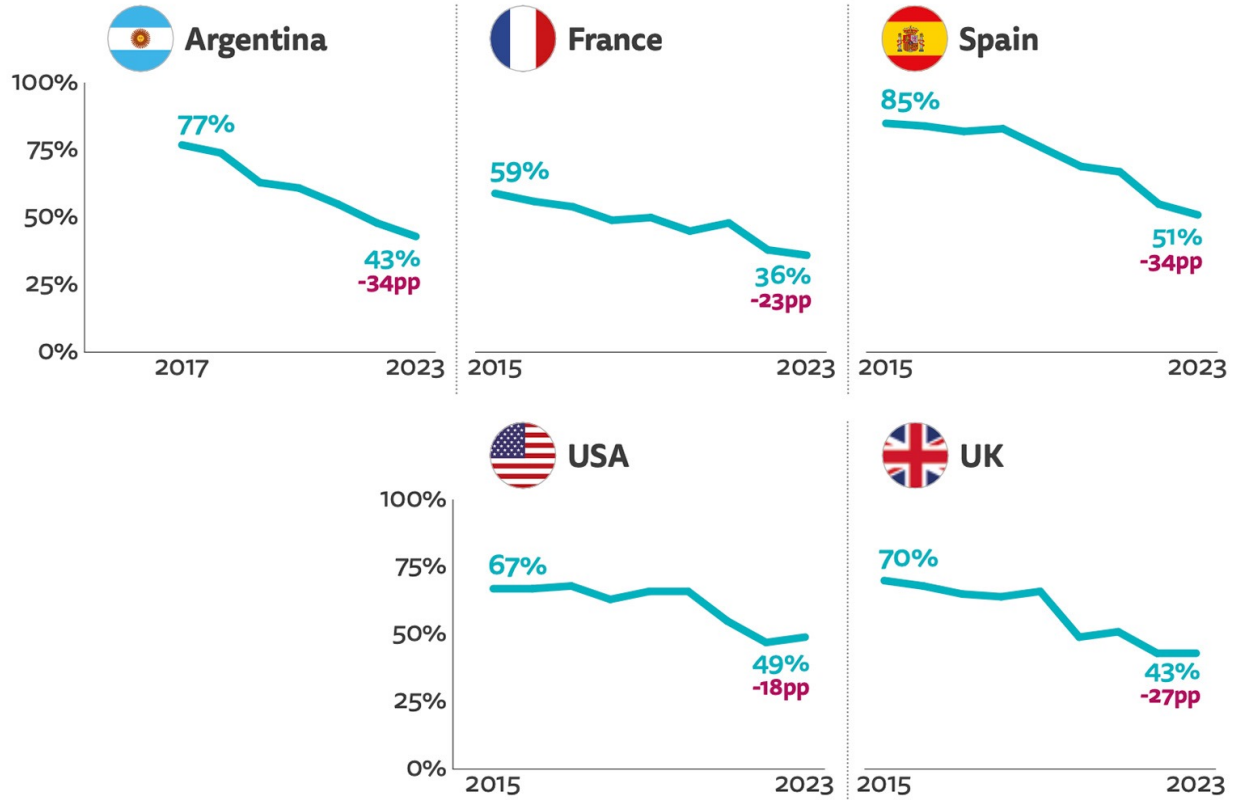


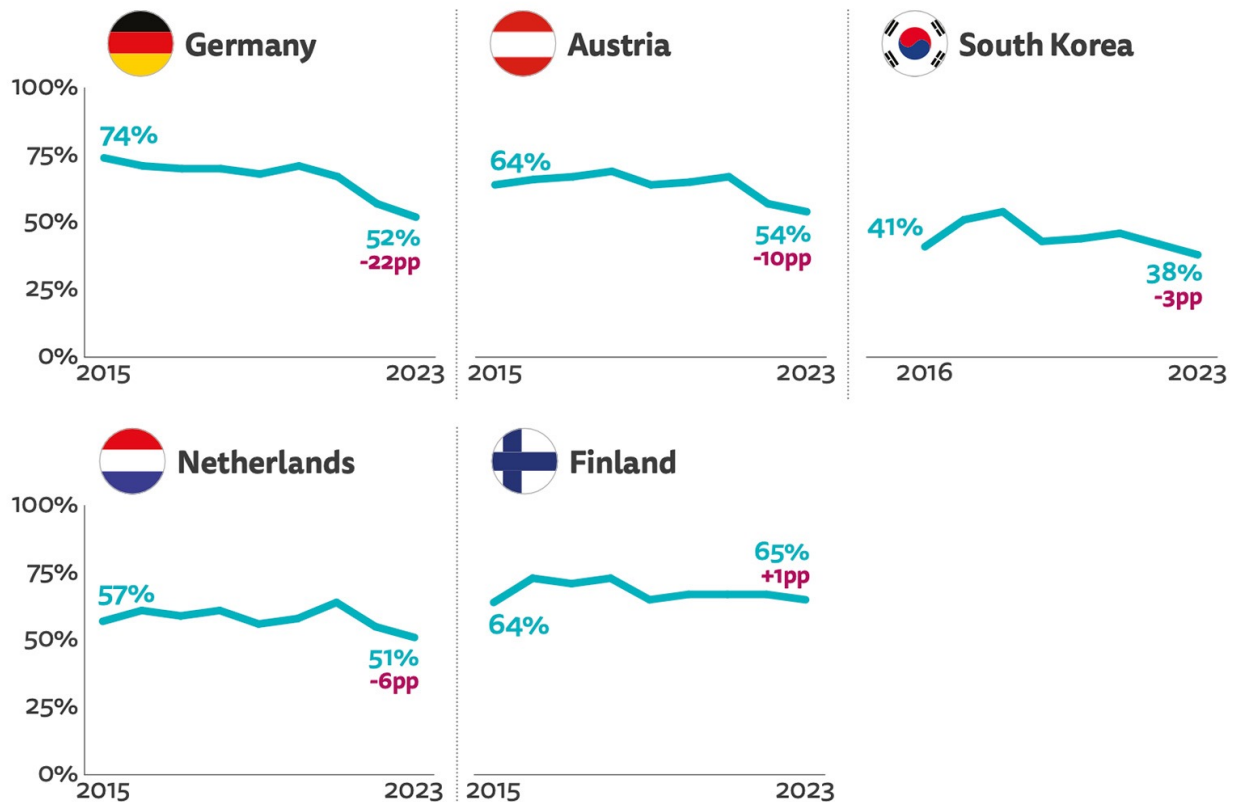
Interest in news content is declining.

PROPORTION THAT SAY THEY ARE VERY OR EXTREMELY INTERESTED IN NEWS

Countries with big declines



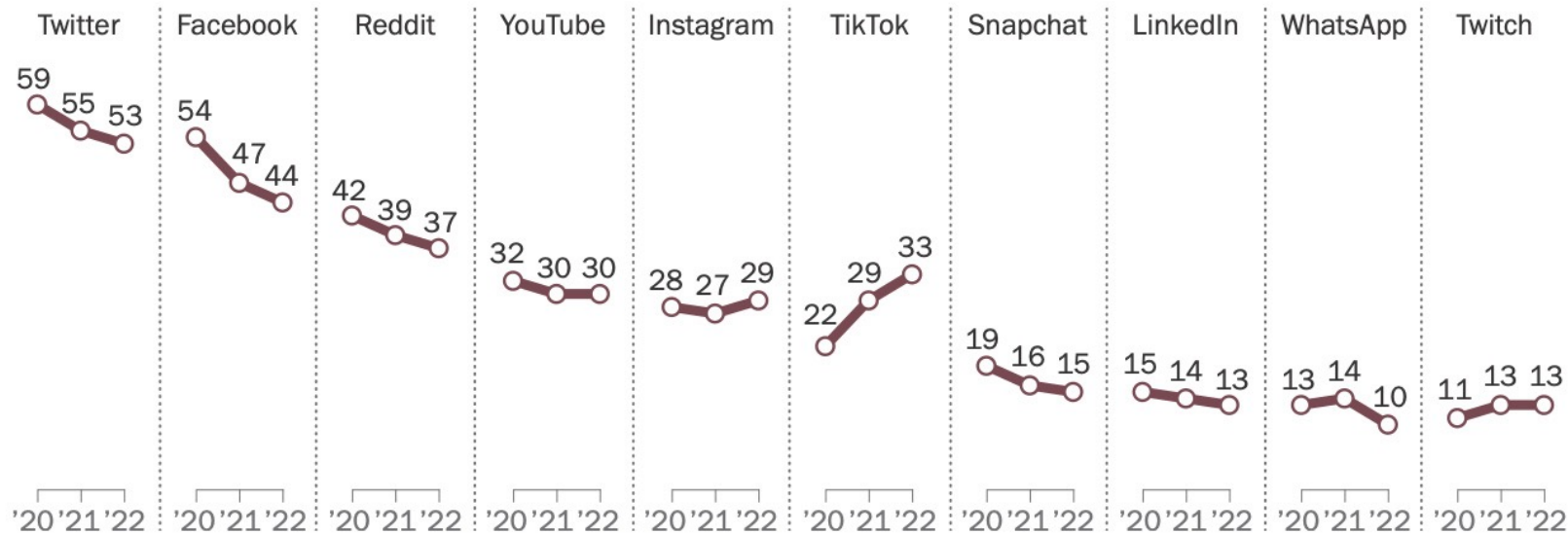
Countries with more stable levels



News consumption is falling across most platforms.

Social media sites by portion of users who regularly get news there

% of each social media site's users who **regularly** get news there

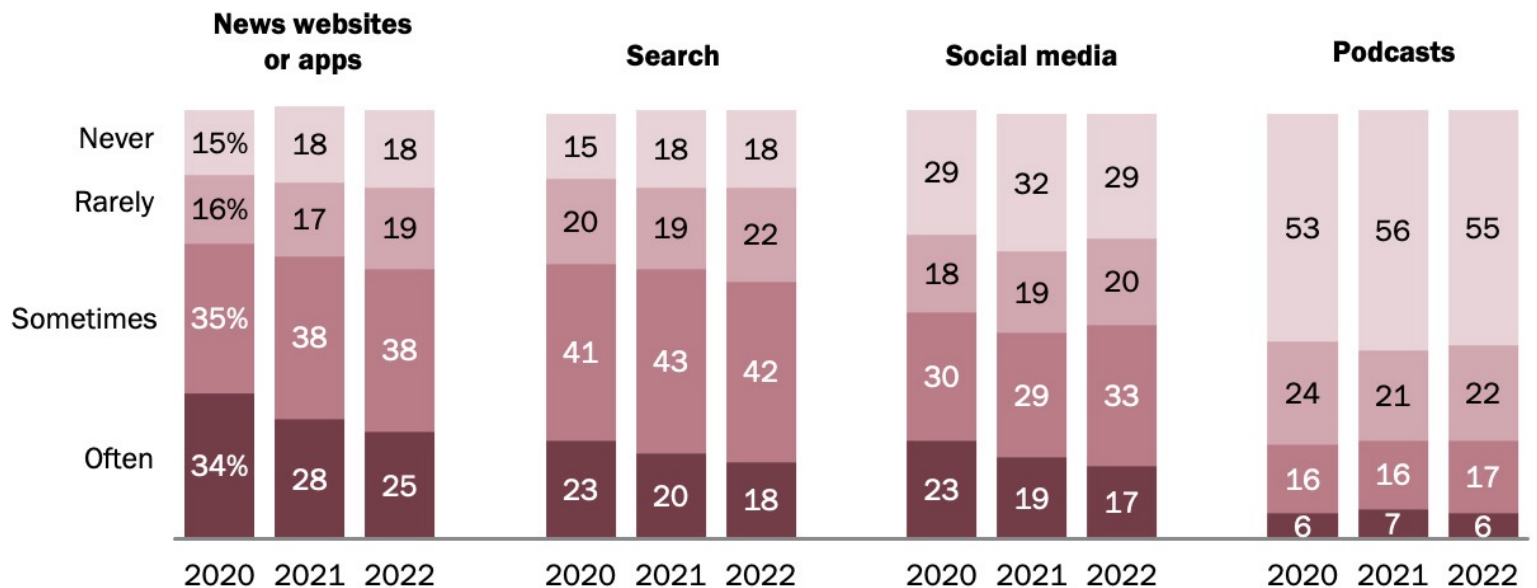


Note: Nextdoor was first asked about this year so there is no trend data.
Source: Survey of U.S. adults conducted July 18-Aug. 21, 2022.

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News consumption across digital platforms

% of U.S. adults who ___ get news from ...

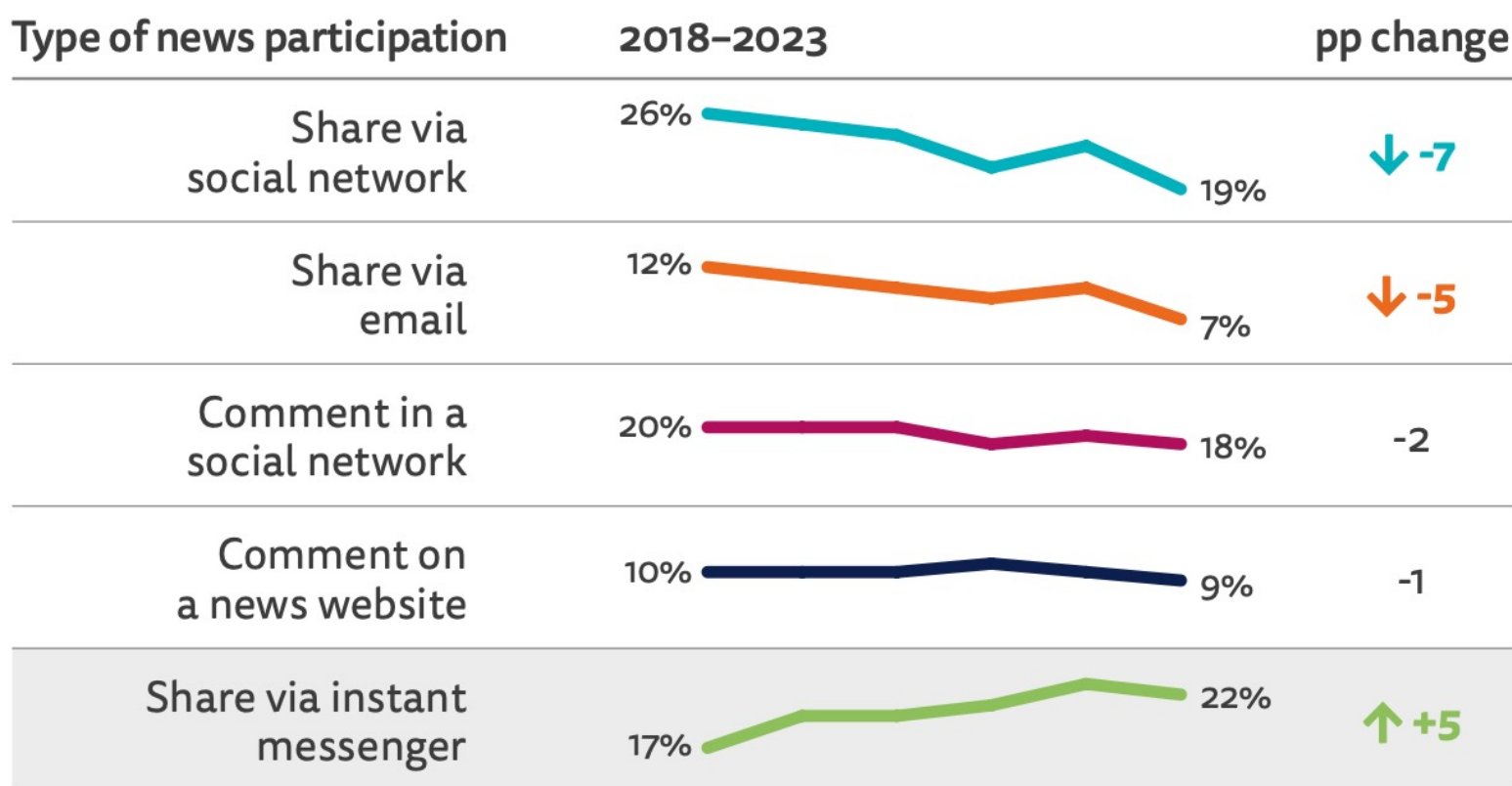


Note: Figures may not add up to 100% due to rounding.
Source: Survey of U.S. adults conducted July 18-31, 2022.

PEW RESEARCH CENTER

News engagement is also generally in decline.

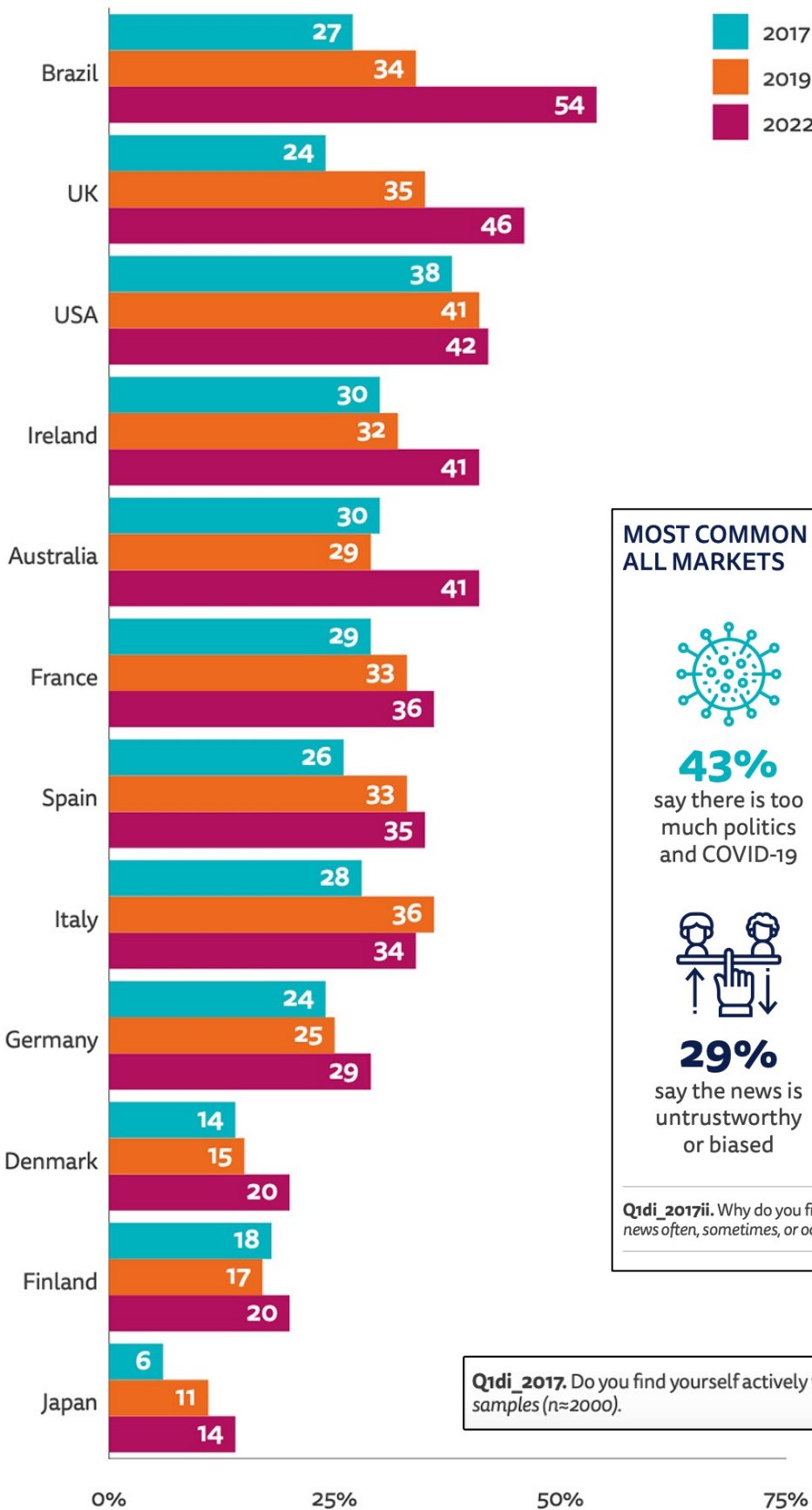
PROPORTION THAT SHARE OR COMMENT ON NEWS IN AN AVERAGE WEEK (2018-2023) - ALL MARKETS



Q13. During an average week in which, if any, of the following ways do you share or participate in news coverage? Please select all that apply. Base: Total sample in each market-year ≈ 2000. Note: Number of markets grew from 36 in 2018 to 46 from 2021 onwards. Markets listed in online methodology.

News avoidance is a growing trend...

PROPORTION WHO SOMETIMES OR OFTEN ACTIVELY AVOID THE NEWS (2017-22) - SELECTED MARKETS



38%
All country average
(was 29% in 2017)

MOST COMMON REASONS FOR NEWS AVOIDANCE - ALL MARKETS



43%

say there is too much politics and COVID-19



36%

say news has negative effect on mood



29%

say they are worn out by amount of news



29%

say the news is untrustworthy or biased



17%

say it leads to arguments I'd rather avoid



16%

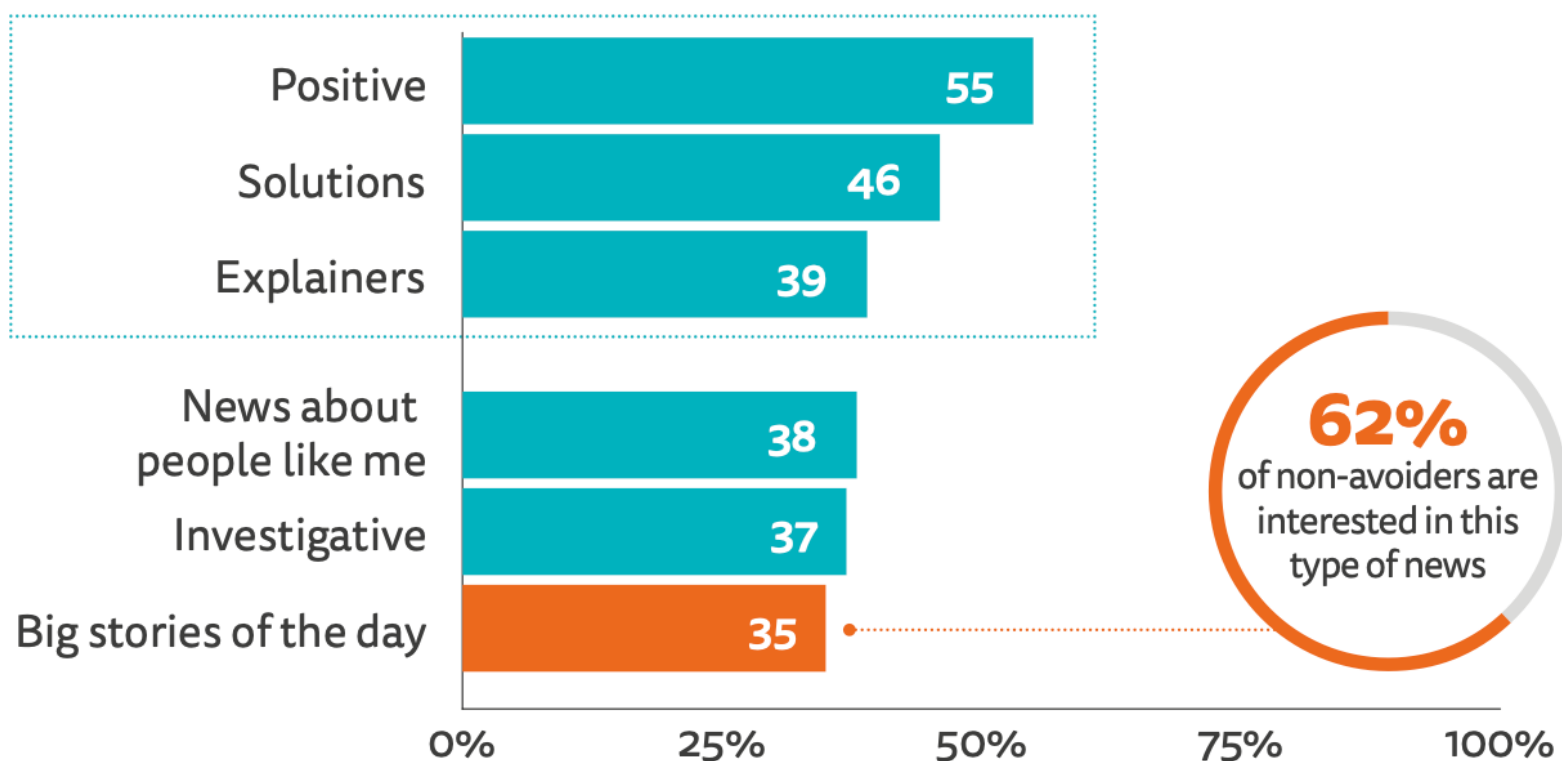
say there is nothing I can do with the information

Q1di_2017ii. Why do you find yourself actively trying to avoid the news? Base: All who avoid the news often, sometimes, or occasionally. All markets = 64,120.

Q1di_2017. Do you find yourself actively trying to avoid news these days? Base: Total 2017-22 samples (n=2000).

... But news avoiders are still interested in some topics ...

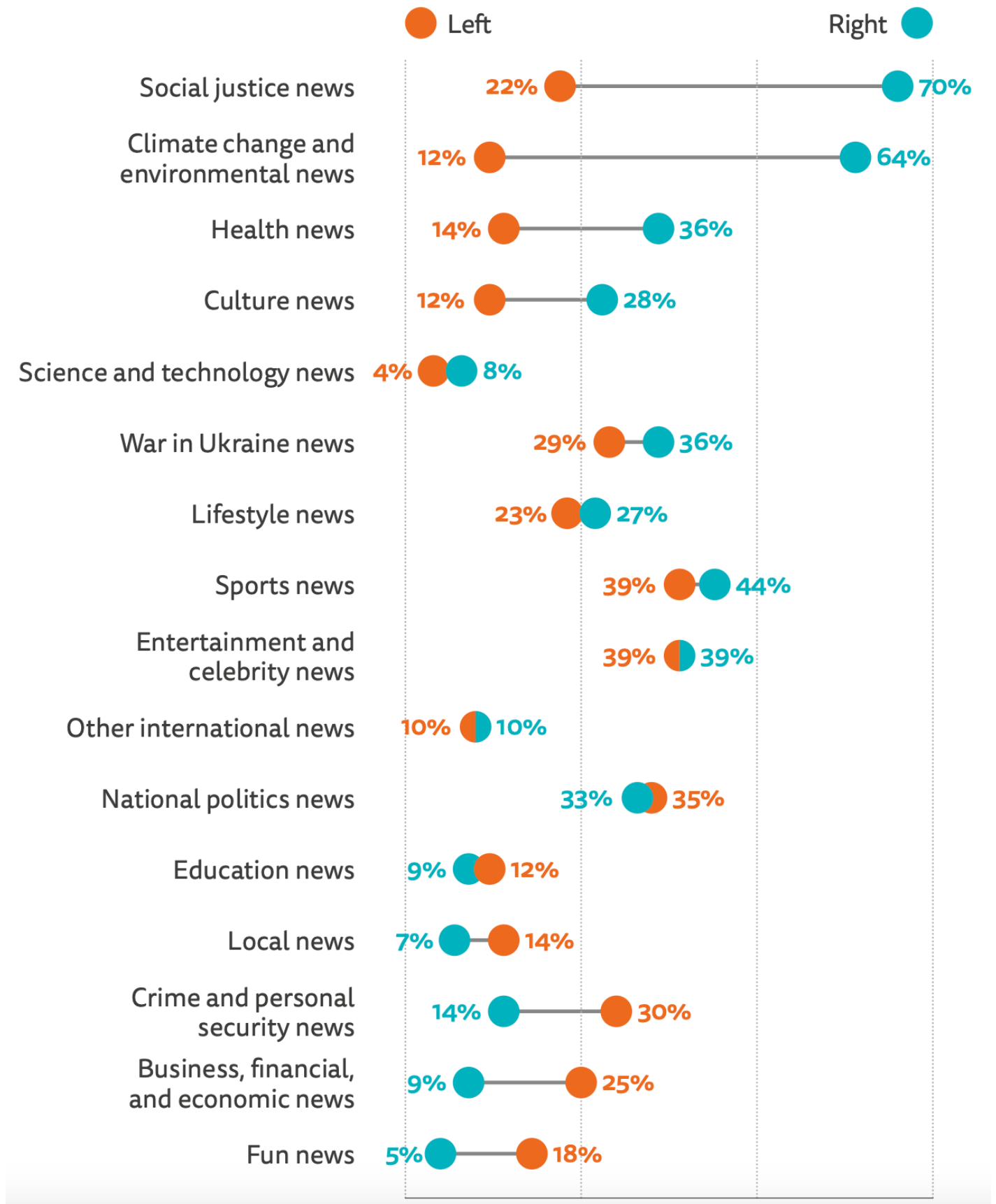
PROPORTION OF NEWS AVOIDERS THAT SAY THEY ARE INTERESTED IN EACH TYPE OF NEWS – AVERAGE OF SELECTED MARKETS



News_interest_2023. How interested are you, if at all, in the following types of news? Base: Those who sometimes or often avoid the news in all markets except Turkey, Malaysia, Argentina, Chile, Mexico, South Africa, Kenya, Philippines, Colombia, Indonesia, Nigeria, Peru, and Thailand = 22,467.

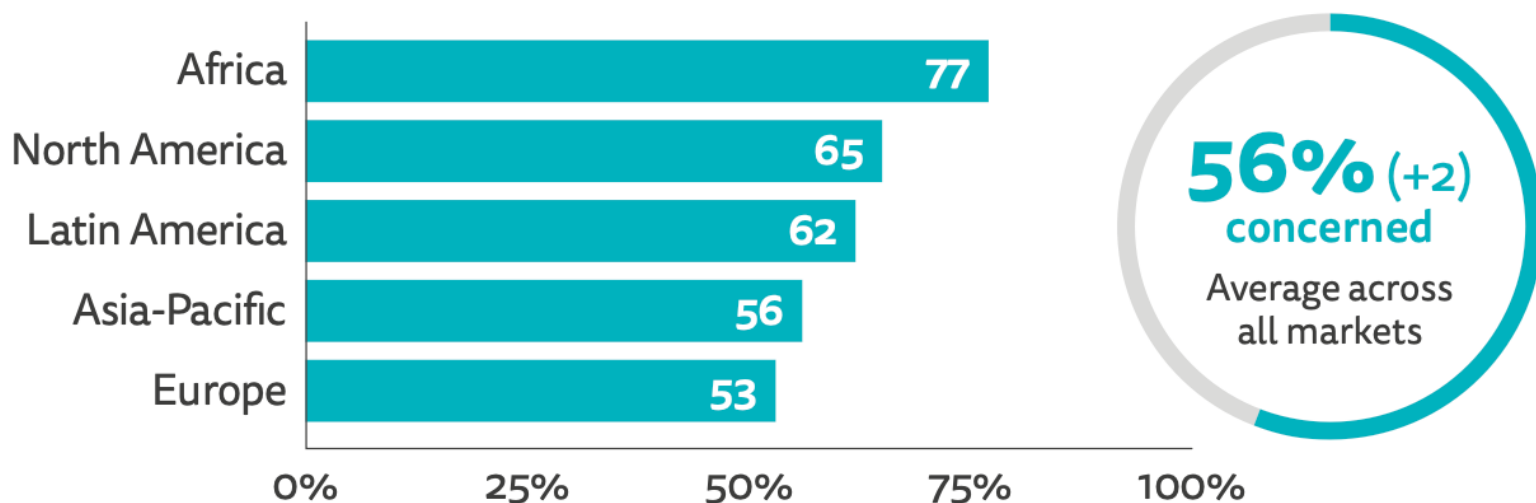
... And certain topics can bridge political divides

PROPORTION OF NEWS AVOIDERS THAT SAY THEY AVOID NEWS ABOUT EACH TOPIC – USA



Misinformation is a concern worldwide.

PROPORTION CONCERNED ABOUT WHAT IS REAL AND WHAT IS FAKE ON THE INTERNET WHEN IT COMES TO NEWS – SELECTED REGIONS



Q_FAKE_NEWS_1. Please indicate your level of agreement with the following statement. Thinking about online news, I am concerned about what is real and what is fake on the internet. *Base: Total sample in Africa = 6063, North America = 4231, Latin America = 12,149, Asia-Pacific = 22,477, Europe = 48,975.*