



Reuters Institute Digital News Report 2015 (Ireland)

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with **Jane Suiter** *and* **Paul McNamara**

Foreword by Jane Suiter. Methodology, Authorship and Research Acknowledgements, Executive Summary and Key Findings by Paul McNamara



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BAI Foreword

The universal provision of well resourced news and current affairs and a culture of mature conversation, open debate and healthy dissent are essential elements of a democratic society. The increased availability and accessibility of news content are clear benefits of the digital age but these developments do not, of themselves, ensure plurality. Citizens need to be aware of, and be empowered to access, a diverse range of quality and culturally relevant content. Comparative and specific research is an essential building block in the process to deliver on this requirement. The Broadcasting Authority of Ireland has a statutory responsibility under the new Competition and Consumer Protection Act 2014 to produce such research.

In this context, the BAI is pleased to co-sponsor the Reuters Institute Digital News Report 2015. We believe this is an important tool in tracking digital news consumption, being the largest ongoing comparative study of news consumption in the world. The BAI is also delighted to partner over the next three years with the new Institute for Future Media and Journalism in DCU which will analyse the emerging data from the Reuter's survey and prepare an Irish specific report, of which this is the first. These reports will track key trends and identify data points that will assist the BAI in its deliberations; as well as policy makers, journalists, media analysts, and, ultimately, the public – who are the key beneficiaries of a free and pluralistic media.

Michael O'Keeffe
BAI Chief Executive
June 2015

Digital News Report (Ireland) Foreword

Welcome to the first annual Irish Digital News Report which has been designed to capture the changing ecology of news for the first time this year in Ireland.

The international report is based on a survey of more than 20,000 people in 12 countries, which makes it the largest on-going comparative study of news consumption in the world. This year Ireland and Australia join France, Germany, Denmark, Finland, Italy, Spain, Brazil, and Japan – as well as the UK and US, in this analysis.

We find that Irish news consumption patterns are broadly similar to the rest of the world, and there is clear evidence about the role of social media in finding, sharing and discussing the news and about the growing role of smartphones in the news. But there are also patterns which are peculiar to the Irish or at least more pronounced here, for example, a reluctance to pay for news, and a propensity to consume international news from global providers.

However, because this survey was conducted online it must be acknowledged that the results will under-represent the consumption habits of those who are not online. We wish to stress the importance of considering this in interpreting the data and analysis.

A series of reports will appear on our website www.fujomedia.eu over the coming days and weeks. Additional data will be posted on our website, including slide packs and charts. The international material is available on www.digitalnewsreport.org, along with a licence that encourages reuse, subject to attribution to the Reuters Institute. The data set is large and highly informative. Not all points of interest that emerged could be included in this brief report. However, further research publications and posts will be forthcoming.

Because this is Ireland's first year participating, changes over time are not yet the focus, rather we seek to describe the current conditions of news consumption in Ireland. This will provide a benchmark from which changes can be tracked over future years. This report both puts the Irish data in international context and delves deeper into specific issues.

We hope this will build into an invaluable resource for academics, media owners, journalists, and those developing policy. A description of the methodology is available on the website along with the complete questionnaire.

Our team, based at the Institute for Future Media and Journalism (FuJo) at Dublin City University, are hugely grateful to our sponsor, the Broadcasting Authority of Ireland (BAI), and our academic partners the Reuters Centre for the Study of Journalism at Oxford University as well as the international pollsters YouGov and their Irish partners Research Now.

Other academic partners globally, Roskilde University, the Hans Bredow Institute, the University of Navarra, the Tow Center at Columbia University's Graduate School of Journalism, and the University of Canberra, have also delved deeper developing their own country reports and all of these also offer interesting insights.

It is hoped that the annual Irish Digital News Report and associated research from the FuJo Institute will form a permanent knowledge base for the Irish media industry. We aim to make research available as widely as possible. Further information will be available on the www.fujo.eu website .

We look forward to advancing on the 2015 findings next year.

Jane Suiter

Director Institute for Future Media and Journalism

June 2015

Methodology

Country	Starting sample	Non News Users	Final Sample Size	Total population	Internet penetration
Ireland	1575	5%	1501	4,832,765	78%
UK	2313	7%	2149	63,794,977	90%
Germany	2035	3%	1969	80,996,685	86%
Spain	2127	5%	2026	47,737,941	75%
Italy	2059	3%	2006	61,680,122	59%
France	2131	7%	1991	66,259,012	83%
Denmark	2097	4%	2019	5,569,077	95%
Finland	1527	1%	1509	5,268,799	92%
USA	2588	11%	2295	353,860,277	85%
Urban Brazil	2091	3%	2033	202,656,788	54%
Japan	2141	6%	2017	127,103,388	86%
Australia	2164	6%	2042	22,507,616	87%

Please note that Brazil is representative of an urban population rather than a national population as such the internet penetration is likely to be higher than stated above, which must be taken into consideration when interpreting results.

Source: Internet World Stats <http://www.internetworldstats.com> internet population estimate 2013

This study was commissioned by the Broadcasting Authority of Ireland in association with the Reuters Institute for the Study of Journalism at Oxford University with analysis undertaken by the Institute for Future Media and Journalism (FuJo) at Dublin City University (DCU) in order to understand how news is being consumed in Ireland. Research was conducted by YouGov in cooperation with Irish partner Research Now, utilising an online questionnaire in January and February 2015. All figures, unless otherwise stated, are from YouGov Plc.

- Total sample size for Ireland was 1,501 adults who access news once a month or more. Fieldwork was undertaken between 27/01/2015–19/02/2015. The survey was carried out online. The figures have been weighted to be representative of all ROI adults (aged 18+) in terms of age, gender and region.
- A comprehensive online questionnaire was designed to capture all aspects of news consumption.

- Core questions were asked in Ireland, France, Germany, Denmark, Finland, Spain, Italy, Japan, Brazil, Australia, the US, as well as the UK.
- The data were weighted to targets based on census/industry accepted data, such as age, gender, region, newspaper readership, and social grade, to represent the total population of each country. The sample is reflective of the population that has access to the internet¹.
- As this survey deals with news consumption, we filtered out anyone who said that they had not consumed any news in the past month, to ensure irrelevant responses didn't adversely affect data quality. This category averaged around 5% globally and in Ireland but was as high as 11% in the US.
- YouGov Plc normally achieves a response rate of between 17% and 50% to surveys however, this does vary depending on the subject matter, complexity and length of the questionnaire. The responding sample is weighted to provide a representative reporting sample. The profile is derived from census data.
- YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information, in this sample +/- 2.5%.

This is an online survey – and as such the results will under-represent the consumption habits of people who are not online (typically older, less affluent, and with limited formal education).

1 Internet penetration is 78% in Ireland (source: internetworldstats.com)

Authorship and Research Acknowledgements

Dr Jane Suiter is Director of the Institute for Future Media and Journalism (FuJo) at Dublin City University. She previously worked at The Irish Times as reporter, correspondent and later as Economics Editor. She is the author of multiple peer reviewed articles in international journals.

Niamh Kirk is a member of the Institute for Future Media and Journalism at DCU and a PhD researcher at the School of Communications. Niamh achieved a Masters in Digital Media and Journalism while working as a regional and freelance journalist. Her main research interests include journalism production, regulation, organisational cultures and social impact using both quantitative and qualitative methods.

Paul McNamara is a member of the Institute for Future Media and Journalism (FuJo) at DCU. He is a lecturer in journalism at the School of Communications and is a former Head of School. He formerly worked as a journalist at the Independent and on the Evening Herald.

We are also very grateful to **Dr David A. L. Levy** Director of the Reuters Institute for the Study of Journalism and an expert in media policy and regulation, **Nic Newman** a journalist and digital strategist a Research Associate at the Reuters Institute for the Study of Journalism, **Nuala Dormer** and **Ciarán Kissane** of the Broadcasting Authority of Ireland for all their contributions and assistance.

Executive Summary

News consumption is high in Ireland across all demographics, with 86% of people assessing some news every day. Online migration has seen 43% of Irish news consumers mainly use digital news providers. However, traditional news sources such as TV and radio remain popular, with 23% of consumers using them as a main source of news.

Platforms: Online news is the most popular platform internationally with TV news a strong second. However, TV usage is in decline, particularly among younger people. Print and broadcast news are converging online.

TV news remains a powerful medium in Ireland, with 75% watching it weekly. Radio news is also popular with 50% of people tuning in weekly, while print news attracts 49% per cent. Only six per cent identify print as their main source of news during the day. Digital news sources have overtaken traditional by 20 percentage points in Ireland.

TV is the most highly valued news source because it commands the most trust in Ireland and because of its accuracy and reliability. Online news, however, is the most popular for breaking stories, offering a diversity of news sources and a wide range of comment and analysis. RTE has a much wider reach with its traditional outlets than its digital offerings. TV news is more popular with older people while online news is favoured by the young.

Devices: Some 74% of Irish people use computers to access news weekly. Smartphone use is also high with 52% of people using one weekly. Forty per cent of digital news users combine computer and smartphone. Ten per cent of Irish people own a smart TV, with older people more likely to have a set. The Irish adapt quickly to new devices which enable them to access news easily.

News preferences: At 24%, scheduled TV news is a primary driver of news engagement in Ireland. Compared to many other countries, the Irish are particularly interested in economic and business news. Gender and age play a role in news category preferences. Men prefer sport, political and business news whereas women favour health, celebrity and education news. Older people are more interested in economic, political and sports news than young people. The latter engage more with health and education stories.

Trust and Attitudes: Fewer than half of those surveyed, 46%, trust the news in general. And 30% said they don't trust most news. There are clearly reputational concerns about the news industry among Irish consumers. But 57% said they trust their chosen sources of news. Traditional news is perceived to be more accurate, reliable and trusted than online news in general. TV news is seen to be more accurate than either print or online news.

When selecting online news sources, 58% of Irish people favour headlines over trust. An interesting digital headline is more likely to capture their attention than a trusted online news brand or journalist.

News consumers have more trust in traditional news providers than in those online. Trust increases with consumer age, level of education and income.

Paying for News: Although print news is in decline internationally, Irish consumers have a loyal relationship with it. More than half, 54%, of Irish consumers bought print news in the last week.

Some 69% of Irish consumers use a brand's print offering in a given week while 53% use the brand's online offering. News aggregators and digital born brands are perceived to produce little original journalism with the bulk of content being generated by traditional publications and broadcasters.

At seven per cent, Ireland has one of the lowest rates of paying for news of the countries surveyed. And only a fifth of these are subscribers. One-off payment accounts for the rest, indicating this revenue stream is not a reliable one for digital publishers. Story purchases appear to be driven by topic sensitivity rather than subscription stability.

Middle income earners are twice as likely to pay for online and print news than those on low or high incomes. And 68% of those on subscription are middle income earners. Alarming for news providers, circa 85% of Irish consumers are unwilling to pay for online news. Less than two per cent say they are likely to pay for news in the future while 82% say they are unlikely to pay.

One explanation may be the large volume of news freely available online in Ireland. Numerous global and national news sites offer content gratis, creating a monetization nightmare for domestic news content providers. The outlook for generating customer revenue from online news in the Irish market is not promising.

Brands: Competition for online audiences is fierce for traditional news brands and digital born players. While the latter are increasingly gaining readers and viewers, the traditional news organisations brought many of their readers with them when they expanded online. Their content extended to innovative reader services, audio, video, picture gallery and interactive offerings in a widening of journalistic outputs and styles.

For international news, the content-rich BBC is the most popular global brand in Ireland, even though it carries less Irish material than national news brands. British brands have made more of an impact online in Ireland than those from the USA.

In the domestic market, RTÉ dominates with 58% watching TV news and 33% listening to radio weekly. INM publications capture 33% of Irish news consumers weekly. TV3 news has a 32% weekly share and The Irish Times 25%. Regional radio stations and newspapers have 28% and 23% respectively of Irish people accessing their outputs weekly.

Digital news brands reach 75% of Irish news consumers. Thejournal.ie, Ireland's main digital born news provider, is the fourth strongest digital news service at 23% behind RTE, independent.ie and irishtimes.com.

Social media: Social media is not as highly valued as other news sources in Ireland. Just seven per cent consider it a reliable and accurate news source, compared to 37% for TV and 12% for print news. Facebook dominates social media usage in Ireland at 71% and usage as a news source at 46%, both figures above international averages. YouTube and Twitter also show above average use in Ireland.

Different social networks and brands have different user profiles in Ireland where participation levels are the third highest of the countries surveyed with 80% active users. Levels of sharing and commenting on news are also high at 29% and 25% respectively.

Gateways to news: There is a growing reliance on search engines and social media for finding news. Brand pages, on the other hand, are less likely to be the starting point in the search for news. There is less visiting of brand home pages as destination sites offering story menus. Consumers are more likely to access a news site indirectly by referral to a specific article via search or social media.

Searching is how 46% of Irish respondents find news while 44% go directly to news brand websites. Generational differences are apparent. Only 21% of 18–24s go directly to a news brand whereas 49% of 35–55+s do. No major generational differences occur using search engines. However, 64% of 18–24s use social media as a gateway to news while only 20% of 55+s do.

Nine per cent of Irish respondents use email as a method of news delivery, amongst the lowest level internationally. And the Irish are slightly more likely to use their computers to access news at 47% than their smartphones at 45%.

Some 62% of Irish respondents say they read full news articles, indicating they are actively engaged with news while 45% say they skim lists of headlines. They are also heavy users of news video by international standards, with 27% viewing this medium. News video is considered a welcome support for news text while the latter is seen as a powerful gateway to video.

Irish respondents who are not regular video viewers give reasons why this is the case. These include technical issues such as the video taking too long to load, difficulty getting direct access to video news, unwillingness to watch video on smaller screens and the presence of annoying pre-roll advertising. In the latter case, the presence of the revenue stream that funds the content becomes a barrier to accessing what first attracted users to the site.

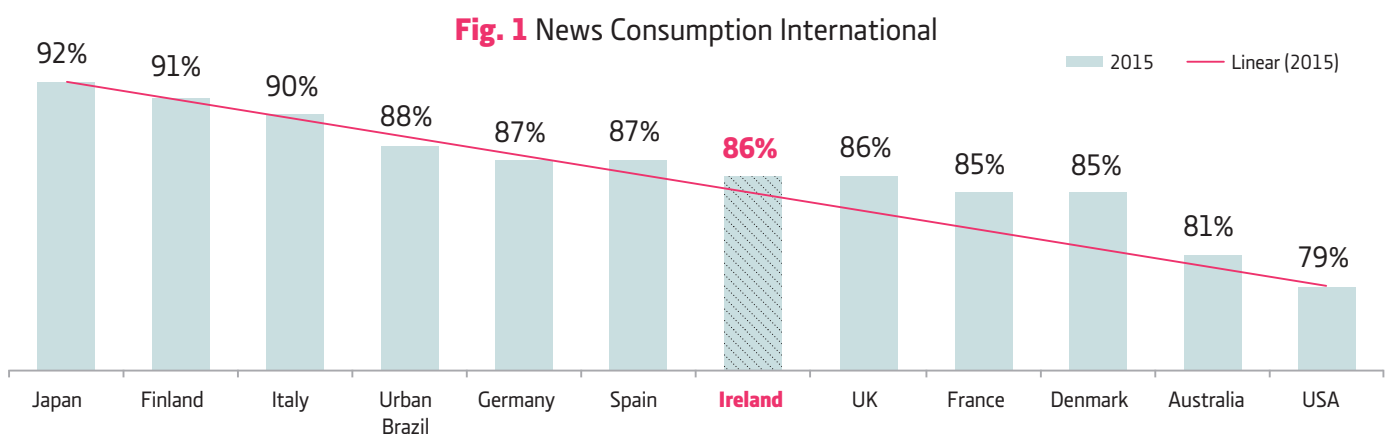
Section One Overview

This section looks at Ireland's broad news habits and places them in the international context.

News consumption

In terms of basic news consumption, 86% of Irish people access some news every day and consumption is high across all demographics. Internationally, English-speaking countries occupy the lower half of the daily-usage spectrum. So, while Ireland's daily engagement with the news might be average, it is the highest among the English speaking nations. However, Ireland is not as highly engaged as some European and international counterparts such as Finland, Italy and Japan where daily news usage is higher.

See Fig. 1

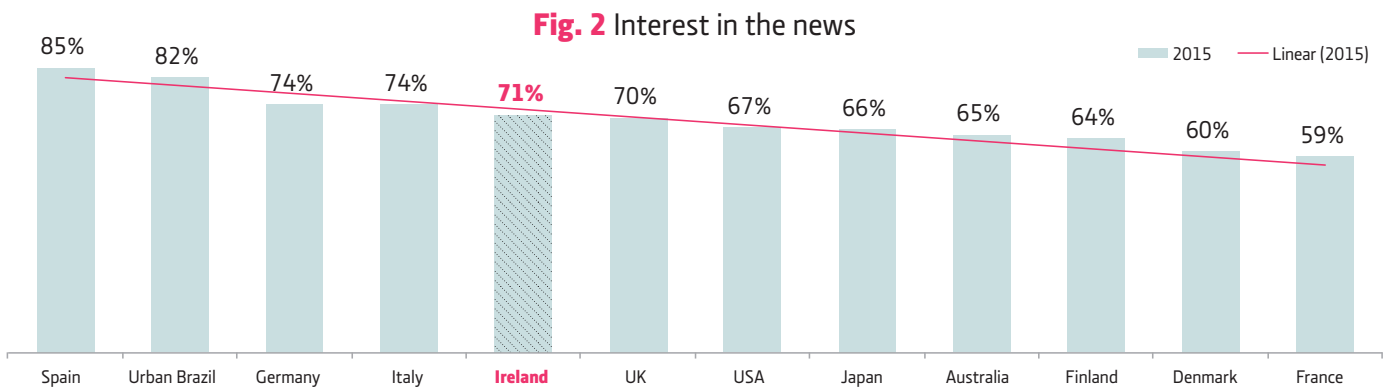


Q1b: Typically, how often do you access news. By news we mean national international, regional/local news and other topical events accessed via radio, TV, newspaper or online.

Interest in the news

Interest in news in Ireland is high with 71% of people responding that they are at minimum very interested in the news. Ireland has the fifth highest level of interest internationally, slightly higher than that of the UK and US. But levels of interest in other European countries such as Spain, Germany and Italy are higher. Interest in news increases with age but, as will be seen in more detail later, this generalisation can obscure some generational differences when it comes to platforms, devices and news preferences.

See Fig. 2

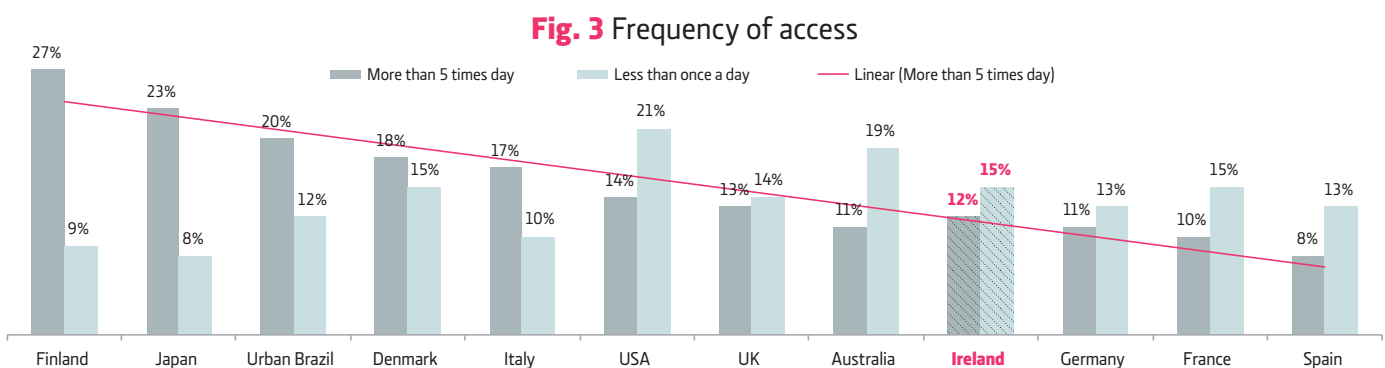


Q1c: How interested, if at all, would you say you are in news? Chart shows net: extremely/very interested.

Frequency of access

Despite above average levels of interest, the Irish are not among the most frequent news users with only 12% of the population checking for updates more than five times a day. There are more infrequent than avid consumers with 15% of Irish people occasionally going a day or two without checking news sources. However, the majority of Irish news users check the news at least once a day.

See Fig. 3



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

Main sources of news in Ireland

In Ireland the impact of the digital shift has resulted in some 43% of news consumers mainly use digital news sources. However, traditional sources such as TV and radio are still popular with 23% of people using them as a main source. Avid news readers are in the minority, with 21% categorised as ‘News Lovers’ who are very interested and access news more than five times a day. Most people express a moderate to casual engagement with the news with 45% interested and checking daily (Daily Briefers) and 34% somewhat interested and checking less than once a day (Casual Users).

The emerging image of Irish news consumers is that of a broadly engaged and interested audience who are digitally immersed but with a substantial allegiance to traditional sources.

See Figs. 4–6

Fig. 4

Types of users segmented:
Traditional and digital

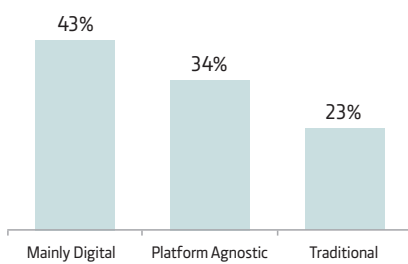


Fig. 5

Types of users segmented:
Lovers and casual

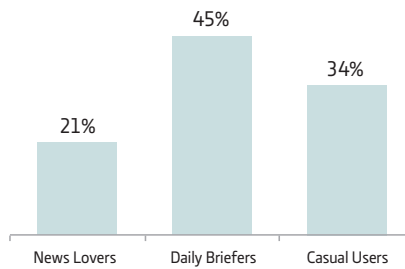
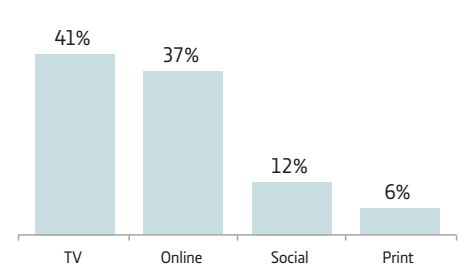


Fig. 5

Main source of news



Segmentations as per DNR report. Q4. You say you've used these sources of news in the last week, which would you say is your MAIN source of news?
Q1B. Typically, how often do you access news? Q1c. How interested, if at all, would you say you are in news?
Segmentations: News Lovers: Extremely interested in news and access 5+ times a day. Daily Briefers are very interested and access 1-5 times a day and casual user's access are somewhat interested access about once a day.

Section Two

News Sources – Platforms and Devices

2.1 Platforms

This section examines how different platforms have fared in the digitally transformed climate. It looks at international trends and places Ireland's main news platforms in global context. Ireland has eight national daily newspapers each with an online counterpart, a growing number of digitally born news sources as well as eight national weekend titles and more than 100 regional newspapers. There are six TV channels offering Irish news on Saorview, Ireland's free to air TV service, some brands with subsidiary channels such as TV3+1 or RTÉ One HD. There are 11 national radio stations, nine owned by RTÉ as well as 31 regional radio stations. The Irish are presented with a host of options for incorporating news access into their lives with a considerable proportion embracing digital while still engaging with traditional platforms.

Sources of news by country

Internationally, online is the most popular platform for sourcing news but television is a strong second. However, these stand-alone figures can obscure the global trend over time which shows a decline in TV usage, particularly among younger generations. It also points to a convergence of both print and broadcast news use online. Among the traditional news sources, TV remains the main news platform in the UK, Germany, France and Japan, while the rest including Ireland have moved to a more digital environment. However, traditional sources retain popularity. In Ireland TV is still a powerful medium with just over three quarters of people watching TV news weekly.

Radio, too, remains resilient in many countries; Ireland, Germany and Denmark have the highest listenership with 50% of people tuning into news each week. And although only 6% of Irish people say print is their main source for news during the day, over a week print news still reaches about half of all Irish people at 49%.

See Fig. 7

Fig. 7 Sources of news by country

	Ireland	UK	Germany	Spain	Italy	France	Denmark	Finland	USA	Urban Brazil	Japan	Australia
TV	76%	75%	82%	82%	78%	80%	75%	75%	64%	81%	73%	72%
Radio	50%	37%	50%	40%	23%	28%	50%	45%	26%	39%	17%	41%
Printed Newspapers	49%	38%	38%	47%	38%	19%	33%	49%	23%	33%	44%	39%
Online/Social Media	83%	73%	60%	85%	81%	71%	85%	90%	74%	91%	70%	85%

Key: **Most used** **Standout usage**

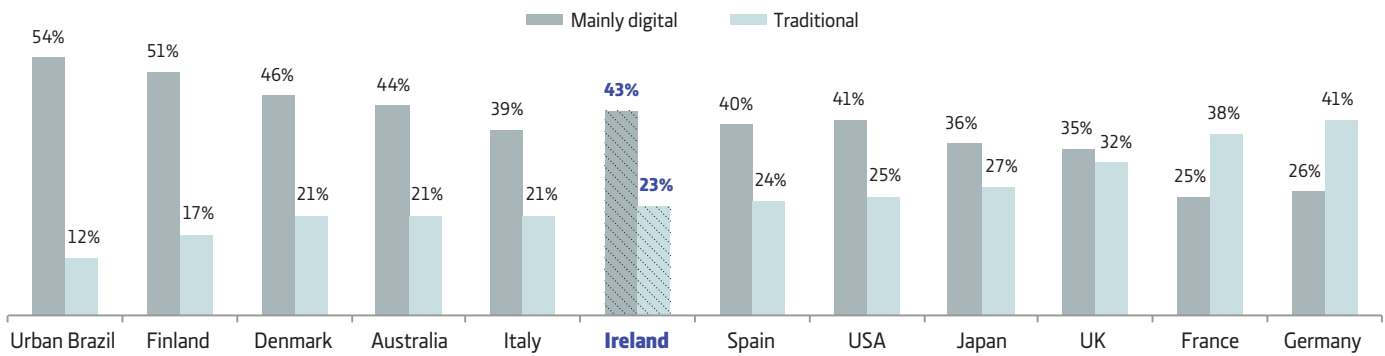
Q3. Which, if any, of the following have you used in the last week as a source of news? Please select all that apply.

News sources – digital on-top

Digital news sources have broadly overtaken traditional by 20 percentage points in Ireland but traditional sources remain strong. While digital news is now dominant in 10 of the 12 countries, the digital shift is not homogenous and strong allegiances to national cultural news traditions remain; such as the dominance of TV in Germany and print news in Japan. The international pattern also shows that older people are more engaged with TV while younger age groups, particularly digital natives under 24, predominantly use digital news sources.

See Fig. 8

Fig. 8 News sources



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

Digital and traditional sources

In Ireland, 49% of people use social media for news in a given week a similar level to radio at 44%. Social media is considered by 12% to be a main source of news on any given day and when combined with blogs is 49% in a given week.

See Figs. 9 & 10

Fig. 9

News sources used in the past week

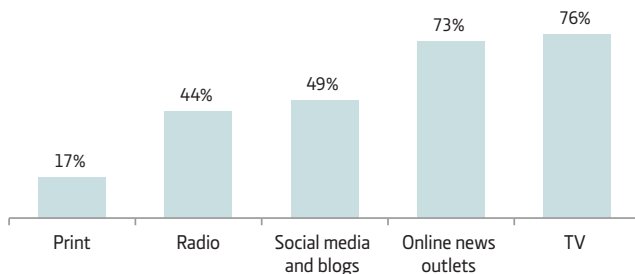
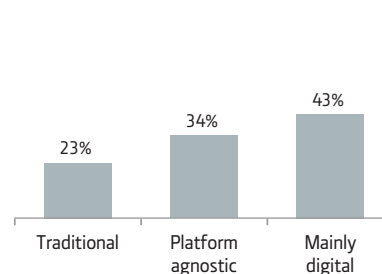
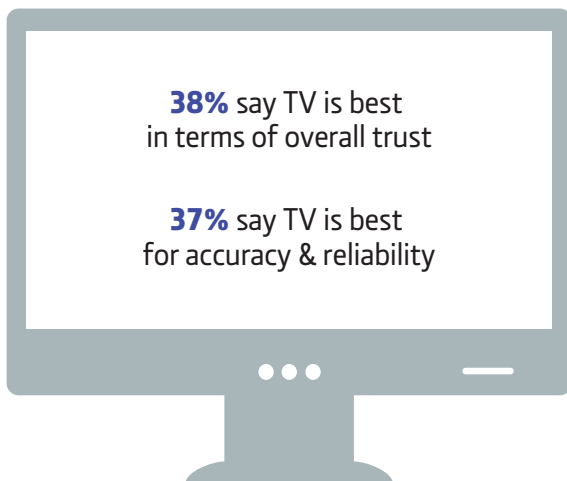


Fig. 10

Traditional, agnostic and digital use



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



Main source: TV and online by age

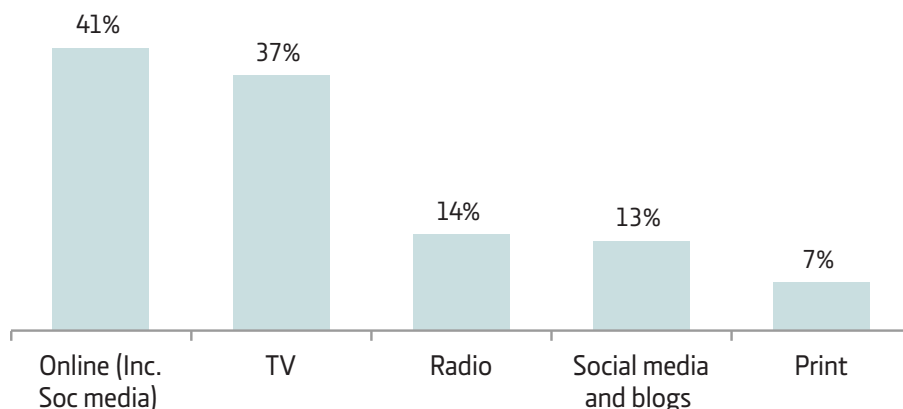
As the main news source for Irish people, TV is the most highly valued for a number of reasons: 21% prefer TV for accuracy and reliability and it commands the most trust overall. However, online news is the most popular for breaking news, offering a range of news sources as well as comment and analysis. Although social media is not highly trusted as a news source, 19% of people find it best for breaking news and 23% find it best for drawing attention to stories they might not otherwise have seen. Only 11% use radio for breaking news and 10% find it useful for new stories, and 11% find it to be the most reliable news source.

TV news, is more popular with older age groups, while online is more popular among younger people. Fewer younger people use TV as a main news source than older people. This generation gap across platforms highlights questions about the differences in news content received by the two groups raising potential barriers to cross generational communication.

RTÉ has a far greater reach with its traditional outlets than its digital offerings. RTÉ is Ireland's primary publicly funded broadcaster as well as its largest news organisation and is rooted in traditional news of radio and TV. Comparing the reach public service broadcaster across both mediums the return on the Irish taxpayer's investment shows a net of 65% mainly using RTÉ's traditional platforms while 31% mainly using their website. A generational difference also emerges with rte.ie less popular among older generations but capturing a moderate 21% of 18-24s.

See Figs. 11-13

Fig. 11 Main sources for news



Q4. You say you've used these sources of news in the last week, which would you say is your MAIN source of news?

Fig. 13 RTÉ traditional and online by age group

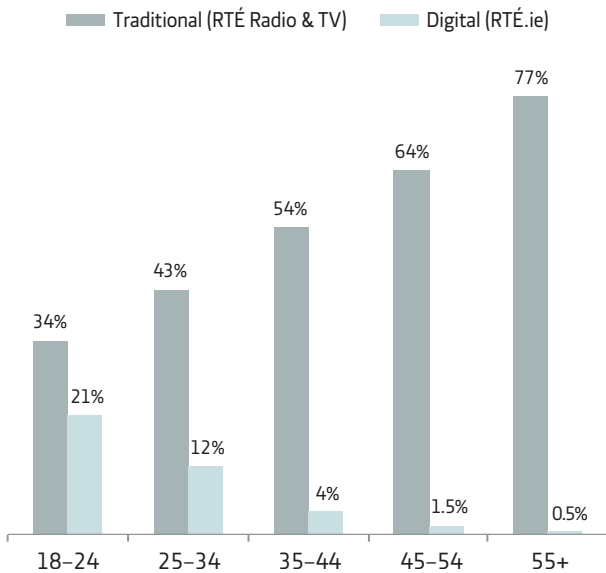
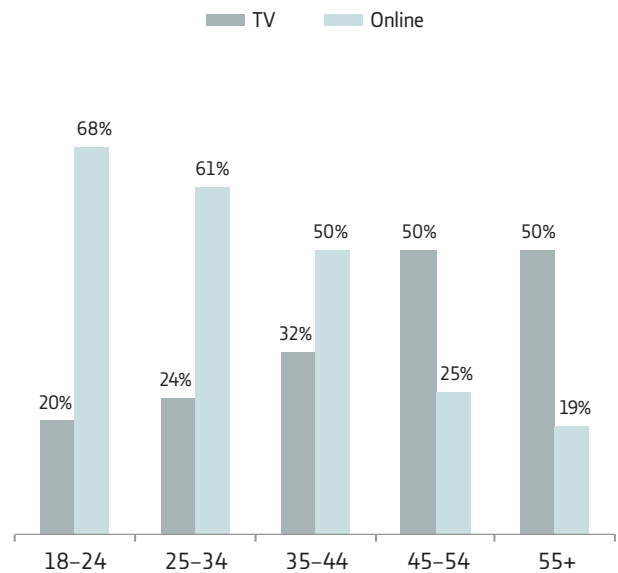


Fig. 13 Irish TV and online use by age groups



Q5B. Which, if any, of the following have you used to access news in the last week? Please select all that apply. Via online platforms (web, mobile, tablet, e-reader) RTE236

Q5A. Which, if any, of the following have you used to access news in the last week? Please select all that apply Via TV, RADIO OR PRINT ONLY

In Ireland ‘thick’ news platforms such as TV perform better than ‘thin’ text-based sources.

Despite the strength of online as a competitor for the Irish audience and in the context of an overall international decline in TV as a news source, it is interesting that TV is the platform that has seen the most significant growth and development in recent months. The industry has seen the launch of UTV Ireland and Irish TV as well as expansion of RTÉ and TV3 with both launching additional digital channels.

89% watch TV news weekly

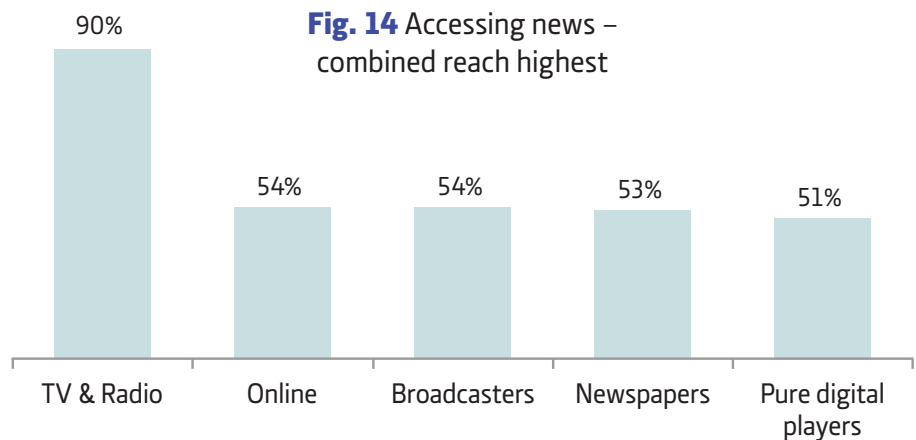
11% use radio for breaking news and 11% find it most reliable

8% of 18-24's listen to radio for news compared to 36% of 55+

24% watch scheduled news bulletins or programmes on TV

14% listen to scheduled news bulletins or programmes on radio

Fig. 14 Accessing news – combined reach highest



Q5A/B. Which, if any, of the following have you used to access news in the last week? Please select all that apply. Via Traditional platforms/Online

2.2 Devices

This section examines the impact digital devices have had on news consumption. How news is consumed has been transformed by technological developments, particularly laptops, smartphones and tablets.

Ubiquitous media on the go is now part of everyday life. Globally, the smartphone has emerged as the device of choice for digital news engagement suggesting Ireland's 1.6 million smartphone users are the most important market to target for news distribution.

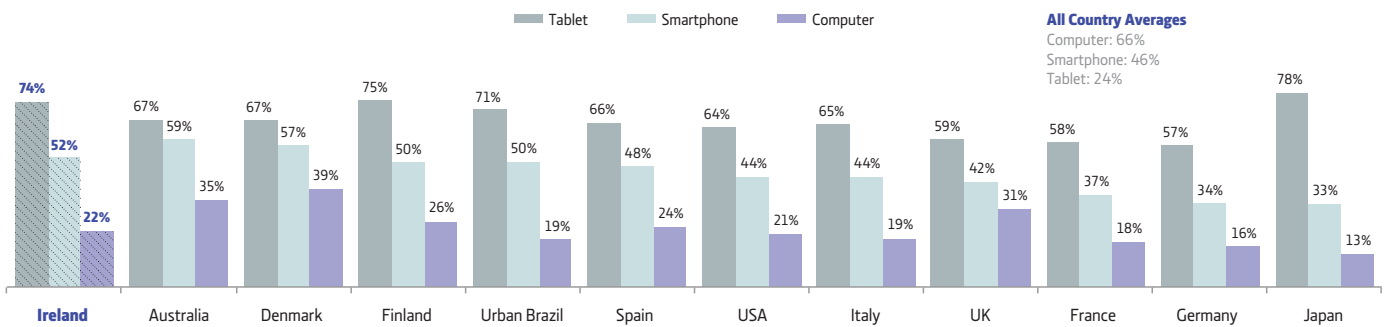
Global trends indicate a fundamental shift in the role of the computer with its use for news in decline. However, this does not spell the demise of the laptop or PC for news as it is still the most used on weekly basis: the likely situation emerging is that of multiple device usage. The trend is not device replacement but synergy of news content across complementary devices.

Using digital devices for accessing news

Ireland has the third highest smartphone usage with 52% of people using one on a weekly basis, surpassed only by Denmark at 57% and Australia at 59%. The computer is still a popular device for Irish users at 74%, the third strongest internationally. But the combination of computer and smartphone is the most prevalent with 40% of Irish digital news users moving between static and mobile devices providing for readily available access to news.

See Figs. 15–16

Fig. 15 Using digital devices for accessing news



Q8B. Which, if any, of the following devices have you used to access news in the last week? Please select all that apply.

Fig. 16 Devices by age group

(Older people use computers, younger use smartphones)

Age Group	18–24	25–34	35–44	45–54	55+
Computer	44%	41%	52%	66%	72%
Smartphone	45%	49%	34%	22%	17%

Q11. Thinking of the way you looked at news online (via any device) in the last week, which of the following ways of consuming news did you use?

Devices used to access news online

Internationally 45% use more than two digital devices to access the news, up from 33% in 2013. Globally smartphone users consume fewer news sources with 47% using one source with 39% of computer users so limited. Some 14% of those using a computer for news access more than five news sources in any given week. Only nine percent of smartphone users access so many.

Smart TVs are gaining ground particularly in European countries. In Germany penetration was at six percent in 2014 more than doubling to 15% in 2015; in France it was nine percent in 2014 and 15% in 2015; while in Spain it was 10% in 2014, increasing to 15% in 2015.

About 10% of Irish people own a Smart TV and use it for news, with older people more likely than younger age groups. Although tablet usage is largely lower than computers and smartphones, Ireland has the fourth highest tablet usage globally. The Irish adapted quickly to new devices and the opportunities they offer to engage with news sources.

See Figs. 17-18

Fig. 17 Devices used to access news online

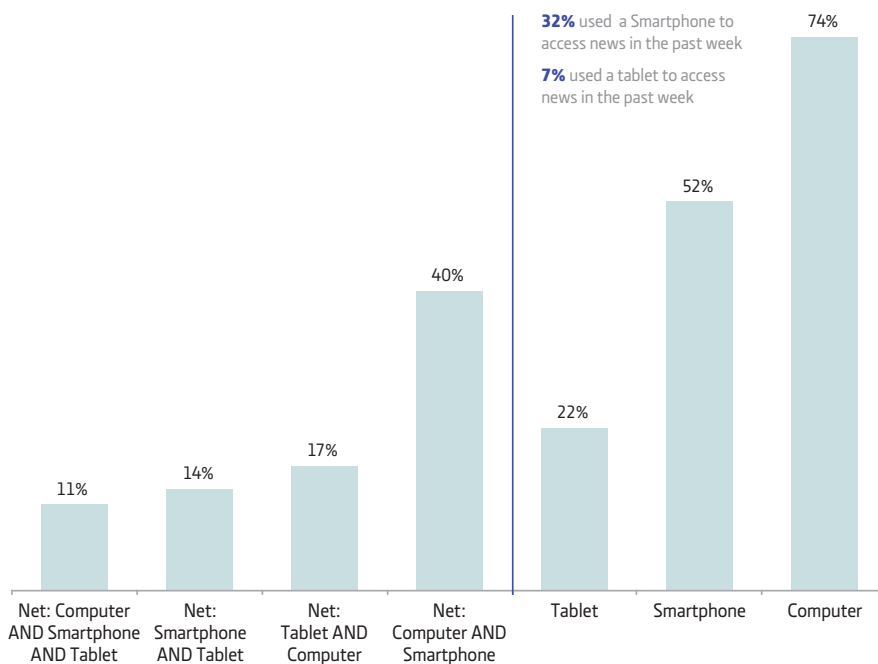
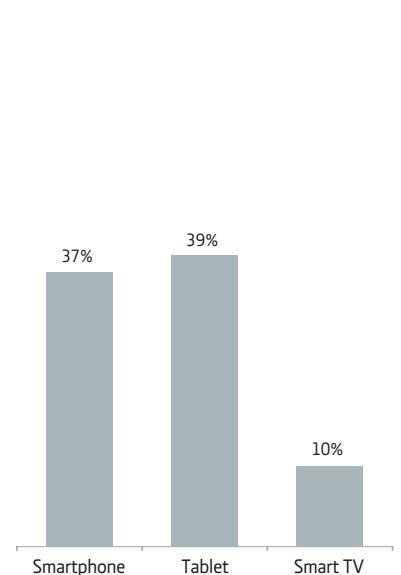


Fig. 18 Smartphone, Tablet and Smart TV owners using news apps weekly



Q8B. Which, if any, of the following devices have you used to access news in the last week?

UK8b6_5. You've said you use the following devices to access news in the last week, which is your MAIN way of accessing online news?

Section Three

Preferences and Trust & Attitudes

3.1 Preferences

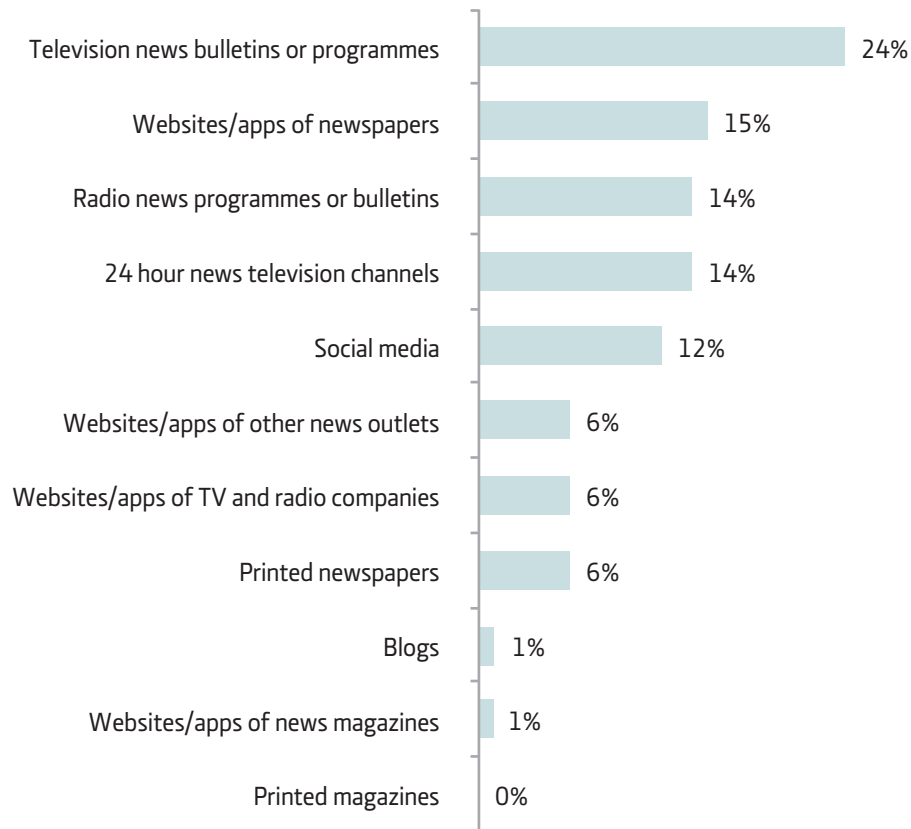
This section evaluates Irish news consumers' preferences, their news category interests and the primary reasons that drive their news engagement. Irish news audience preferences show some notable differences by gender and age, but the regional breakdown by province shows no major deviations across any category examined in this study.

Types of news publishers used in a given week

Irish respondents were asked to indicate the main way they sourced news in the past week across different platforms. Scheduled TV news is still a primary driver of news engagement in Ireland at 24%. However, data shows that when online 15% of Irish people gravitate towards the websites of established newspapers and six per cent use the print editions. Radio remains popular with 15% listening to news bulletins and programmes and six per cent using radio or TV stations websites.

See Fig. 19

Fig. 19 Types of news publishers used in a given week



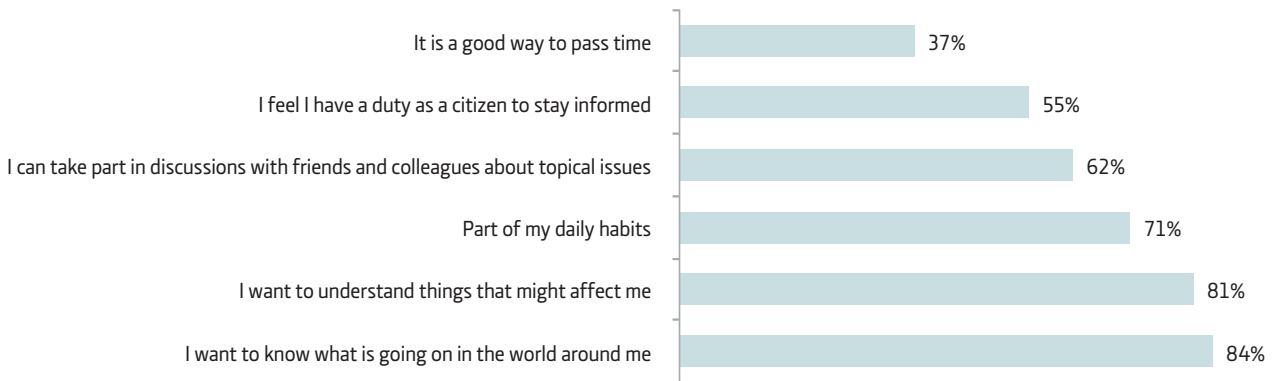
Q11. Thinking of the way you looked at news online (via any device) in the last week, which of the following ways of consuming news did you use?

Reasons for following the news

Looking to reasons why Irish people are interested in the news, the majority want to know about the world around them and the things that will affect their lives. Fewer Irish people check news as a matter of habit and the majority take an active and conscientious decision to inform themselves about current affairs. In this regard, they prove to be motivated by much the same concerns as those in other nations.

See Fig. 20

Fig. 20 Reasons for following the news



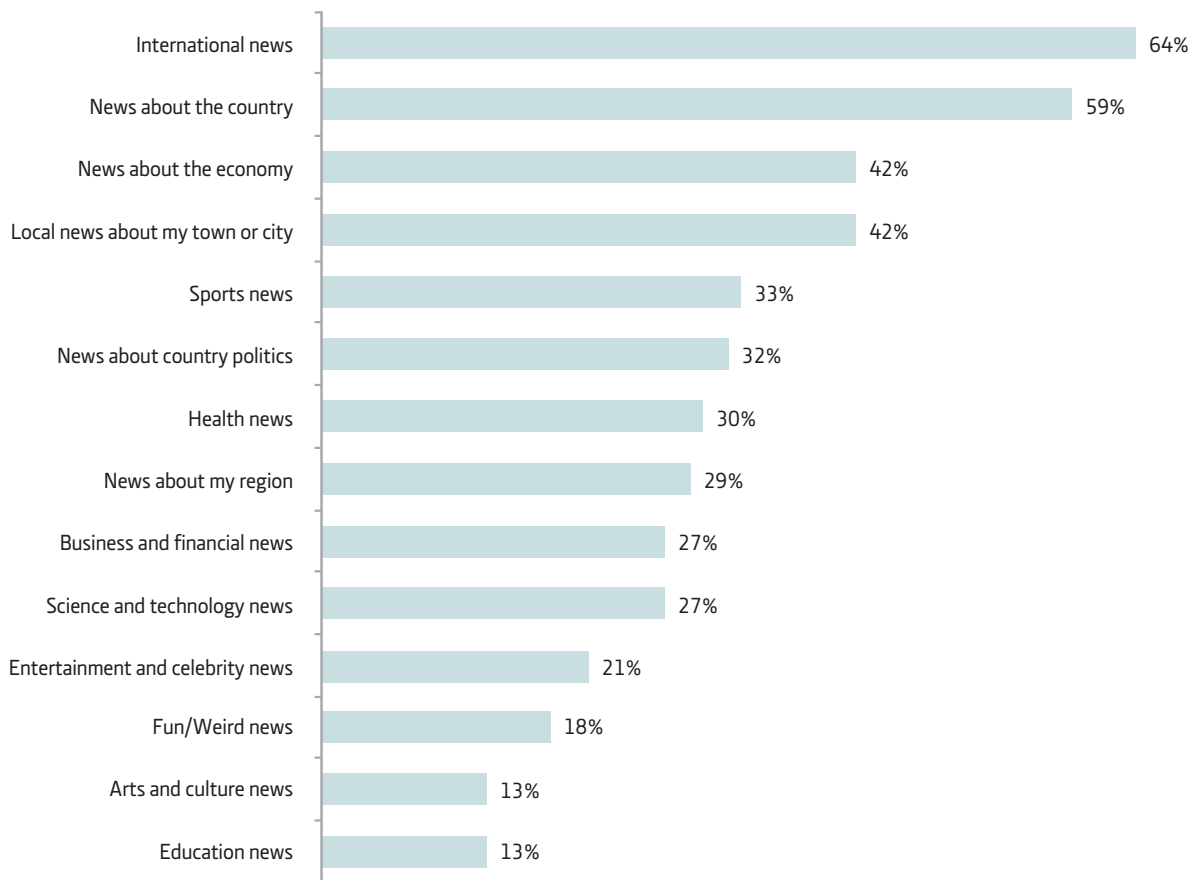
Q2aNEW_1. People have different reasons for following the news. To what extent do you agree or disagree with each of the statements below?

Which news is important to you?

Across all countries respondents were asked to select the five most important types of news to them. In every country the main preferences are for national, international and regional news. However, when it comes to more specific news categories, the Irish, along with the Japanese and Australians, take a particular interest in economic and business news. But within these headline levels of news category preferences there are some critical gender and age variances.

See Fig. 21

Fig. 21 Which news is important to you?



Q2. Which of the following types of news is most important to you? Please choose up to five.

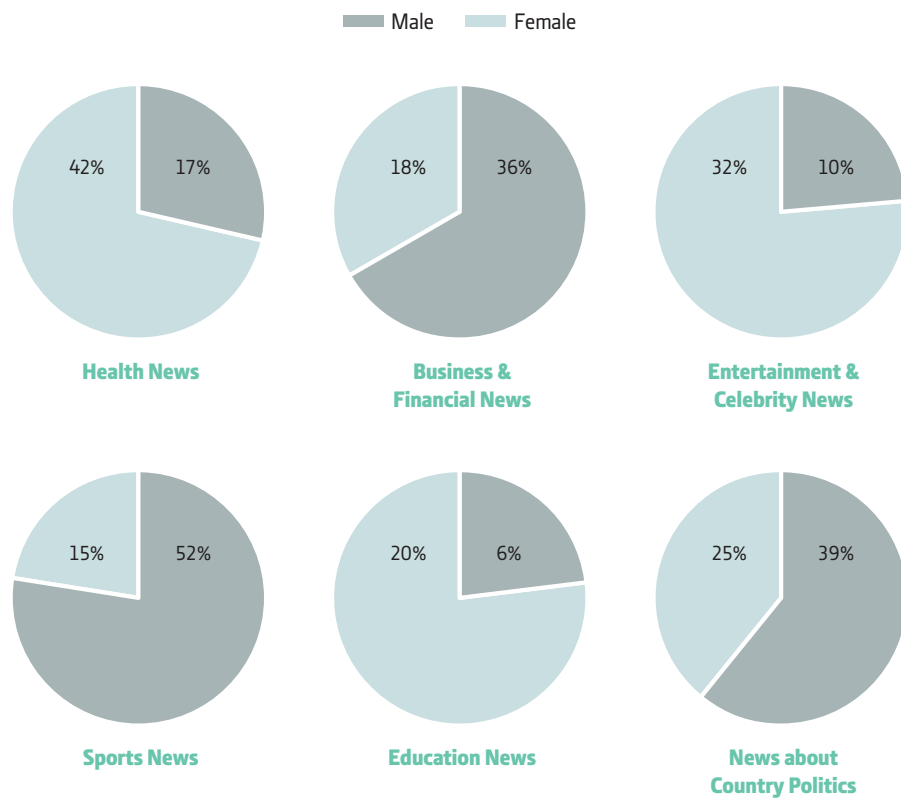
Gender audience for selected news types

In Ireland business, political and sports news is preferred by men while women tend to prefer celebrity, but also health and education news.

Business and Financial	36% male	18% female
Politics	39% male	25% female
Sports	52% male	15% female
Celebrity and entertainment	10% male	32% female
Health	17% male	42% female
Entertainment	6% male	20% female

See Fig. 22

Fig. 22 Gender audience for selected news types



Q2. Which of the following types of news is most important to you? Please choose up to five.

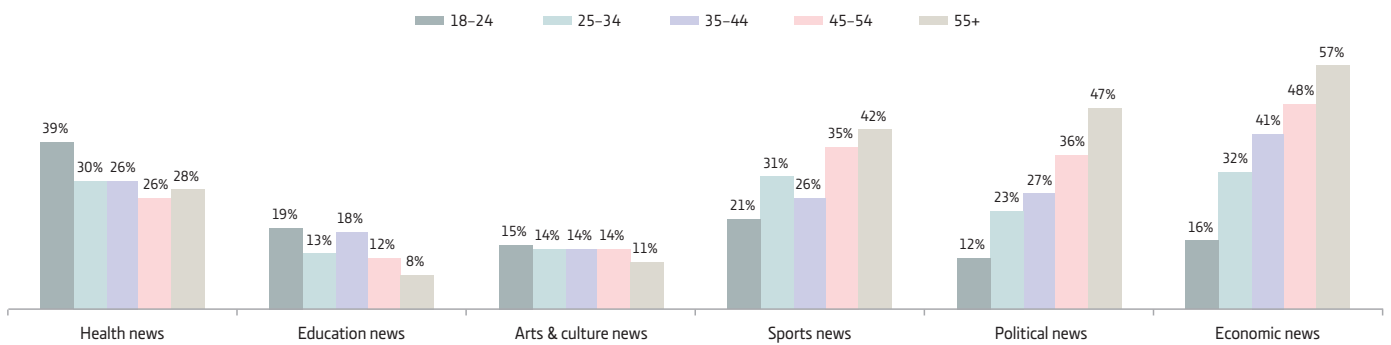
Generational audiences for news types

Generational differences also occur. Older people are more interested in economic and political news than younger people. And they are also much more interested in sports. However, young Irish news users are more engaged with health and education news and are marginally more interested in arts and culture.

Health	18-24: 39%	55+: 28%
Education	18-24: 19%	55+: 8%
Arts & Culture	18-24: 15%	55+: 11%
Politics	18-24: 12%	55+: 47%
Economy	18-24: 16%	55+: 57%
Sports	18-24: 21%	55+: 42%

See Fig. 23

Fig. 23 Generational audiences for news types



Q2. Which of the following types of news is most important to you? Please choose up to five.

3.2 Trust & Attitudes

Levels of trust in the news media

Despite high levels of interest and engagement, fewer than half, 46%, trust the news in general, 22 percentage points lower than the highest in Finland at 68%. Some 30% responded that they don't trust most news and a quarter have no positive leaning. However, slightly more people, 57%, do trust their own chosen sources of news in Ireland.

See Figs. 24–25

Fig. 24 Levels of trust in the news media – all countries

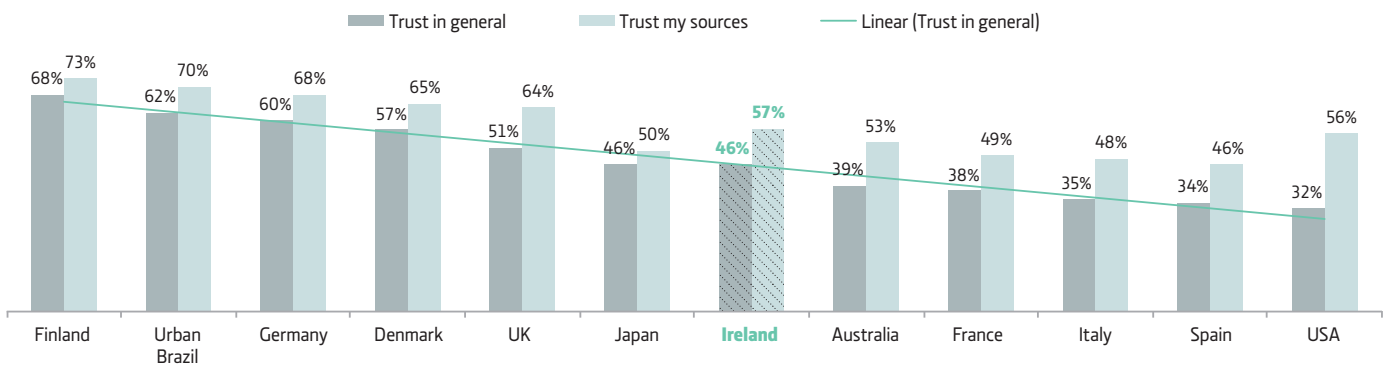
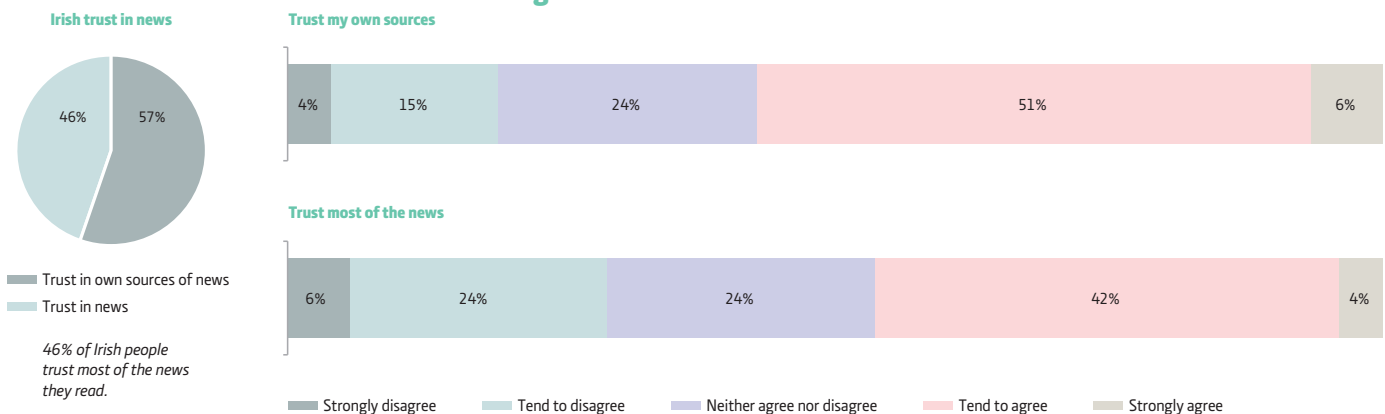


Fig. 25 Trust in news: national



Q6A. Thinking about news in general, do you agree or disagree with the following statement? "I think you can trust most news most of the time"

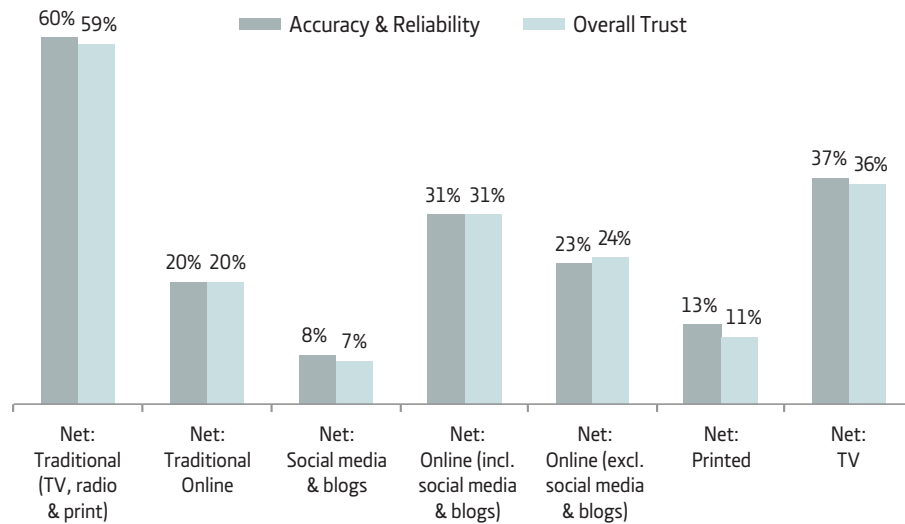
Q6B. Thinking specifically about news sources that you use, do you agree or disagree with the following statement? "I think I can trust most of the news that I use most of the time".

Accuracy and reliability in news

Mirroring international trends (regardless of whether on a traditional or digital platform), traditional news is considered to be more accurate, reliable and trusted than general online news. TV is valued higher for accuracy than both print and online sources.

See Fig. 26

Fig. 26 Television preferred for comment and analysis



Q3aiv. For accuracy and reliability, which one of the sources that you've used in the last week do you find best?
Q3av. In terms of overall trust, which one of the sources that you've used in the last week do you find best?

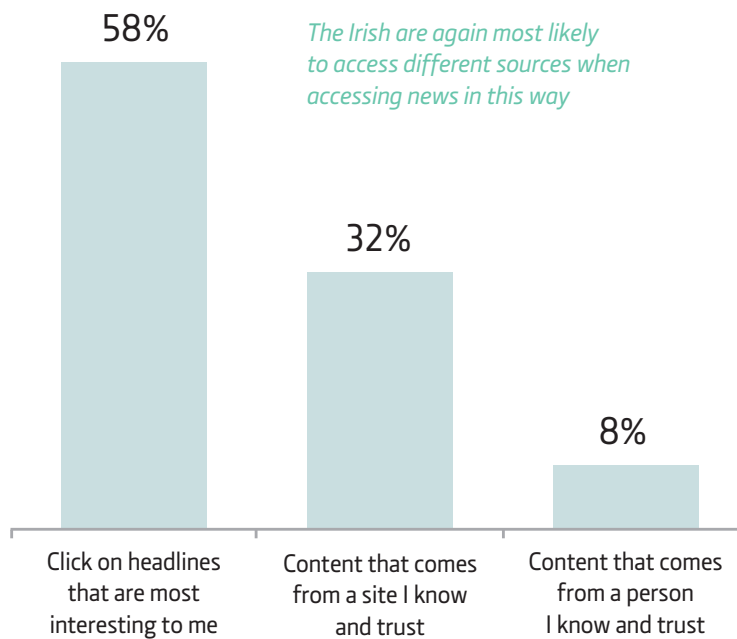
Content accessed

Where Ireland deviates from its international counterparts is that trust is not as important as headlines when Irish people select their online news sources. Other markets rated trust as more important but in Ireland 58% of respondents indicated that when browsing online they were more likely to click on interesting headlines than go towards online news brands or journalists they trust.

This sets Ireland apart from other countries and it raises questions as to the democratic impact of journalism when the majority of those who consume it do not trust it. The reasons for the low levels of trust are not clear in the absence of more in-depth qualitative analysis. But it is clear that in Ireland there are some reputational concerns with the news industry which need to be addressed.

See Fig. 27

Fig. 27 Content accessed



Trust in news

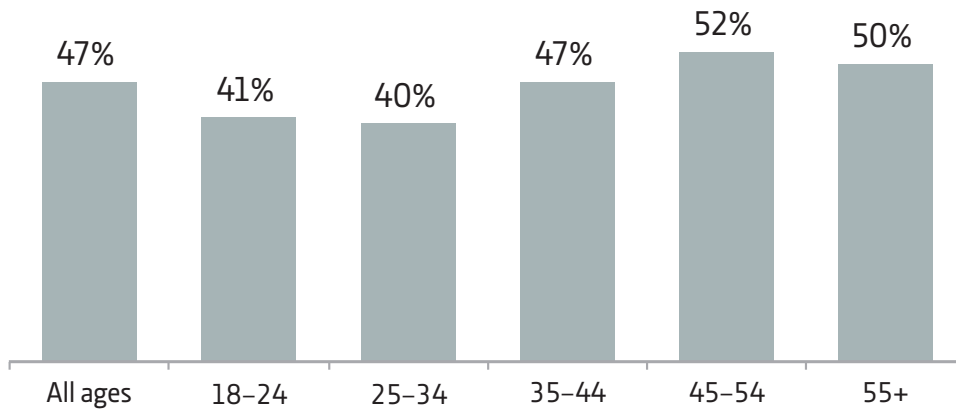
Trust varies across different demographics. In general news consumers have more trust in traditional news sources than in digital. And, overall trust in news increases with age, education and income. In Ireland among the different age groups, 18–24 and 45+ are the most trusting of news while 35–44 are the least.

While ‘News Lovers’ and ‘Daily Briefers’ were found to be more trusting, the predominant ‘Casual Users’ had the lowest levels of trust. And 52% of Irish people are accessing a limited number of trusted sources despite a broadening choices of digital born news publishers.

See Fig. 28

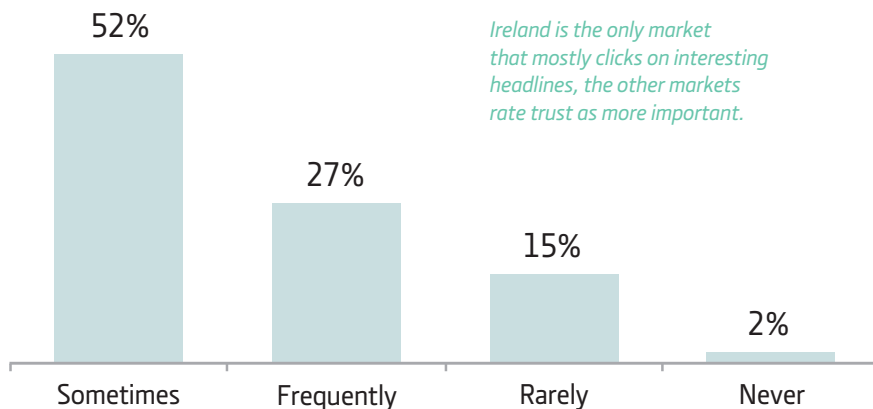
Fig. 28 Trust in news

Trust rises with age



Q6b. Thinking specifically about news sources that you use, do you agree or disagree with the following statement? “I think I can trust most of the news that I use most of the time” and Q6b. “I think I can trust most of the news that I use most of the time”. Shows those who strongly or tend to agree with the statements

Tend towards small number of trusted brands



Ireland is the only market that mostly clicks on interesting headlines, the other markets rate trust as more important.

Q6A. Thinking about news in general, do you agree or disagree with the following statement? “I think you can trust most news most of the time”

Section Four

Paying for News

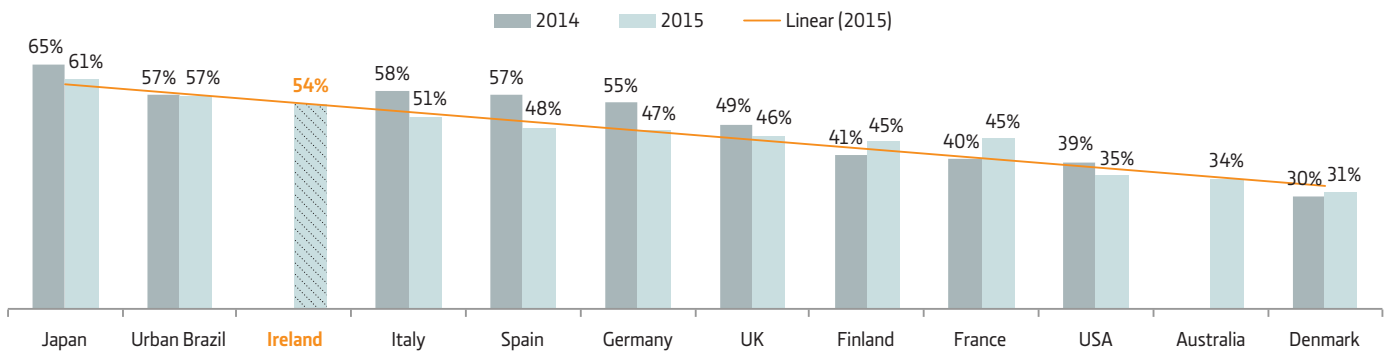
This section examines how the Irish pay for both traditional and digital news. With the global pattern showing a weakening of traditional models of journalism and the growth of digital news, critical issues around the funding of journalism and the monetizing of digital content come to the fore. However, it should be noted that consumption does not equate to payment in the same way that newspaper purchase does not equate to readership.

Buying a newspaper

Internationally print news is in decline in all surveyed countries with some significant drops in the past year such as Germany (-9%), Japan (-7%), US (-7%), and the UK (-8%). However, Ireland has the third strongest engagement with the print news industry with more than half, 54%, having bought some print news in the past week. It should be noted that 5 percentage points more people said they bought a newspaper last week than used newspapers for news, likely due to time constraints for reading the paper. Irish newspaper readers largely buy from a newsstand, 44%, but 5% continue to receive home delivery.

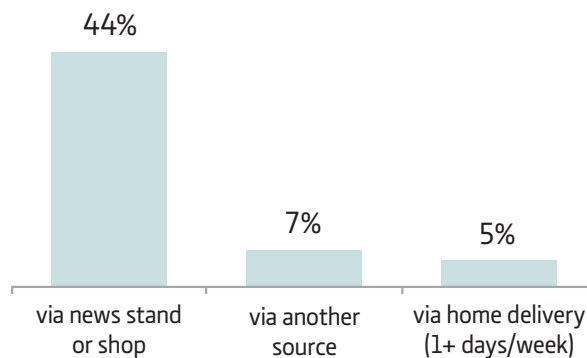
See Fig. 29

Fig. 29 Buying a newspaper



Q7. Have you bought (paid for) a printed newspaper in the last week? (This could be an ongoing subscription or one off payment for a physical copy). Please select all that apply.

Type of payment made for printed newspapers in Ireland



Newspapers and online combined reach

Comparing traditional and online access of newspaper brands, the data shows that 69% of those in Ireland and 74% internationally use a brand's print newspaper in a given week. The newspapers online edition access is lower at 53% in Ireland and 52% internationally, but with the global pattern showing annual growth.

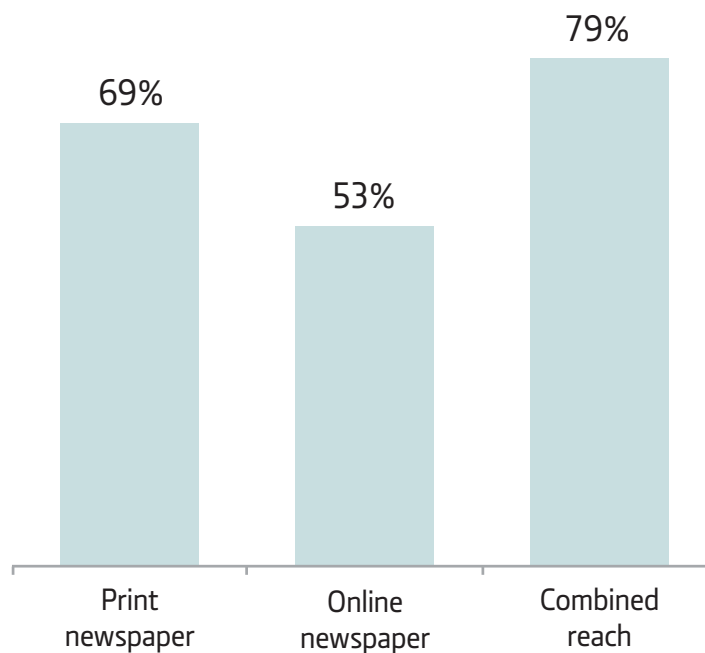
Irish national newspapers, such as the Irish Independent and independent.ie or The Irish Times and irishtimes.com are balancing two mediums by operating both print and digital outlets. And the online and print editions are currently mutually supportive by extending the reach of their news content.

In Ireland, as globally, news aggregators and many digital born brands produce little original journalism with the bulk of original news content coming from established traditionally rooted publications and broadcasters.

This extended reach across platforms in print journalism offers an advantage to these traditionally based producers who publish across both in terms of reaching higher percentages of the population and better positioning to lead the news agenda. Similarly, it illustrates the limited reach of digital born news producers and the investment and efforts that will be required to compete against long established brands.

See Fig. 30

Fig. 30 Newspapers and online combined reach (Ireland)



74% read newspapers in print or online

Q5A/B. Which, if any, of the following have you used to access news in the last week? Please select all that apply. Via Traditional platforms/Online

Paying for digital news

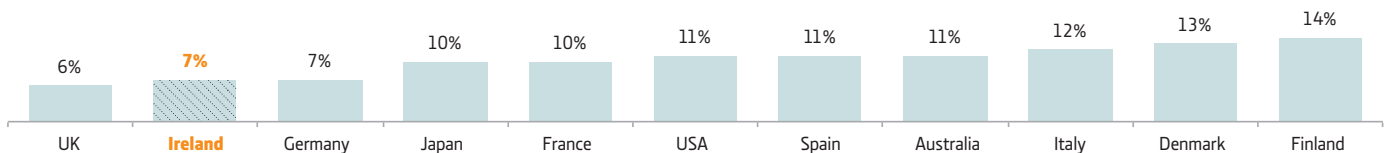
Willingness to pay for digital news internationally is low, with those who bought news online in a given week ranging from six per cent in the UK to 14% in Finland. Ireland has the second lowest rate of paying for news at seven per cent, along with Germany. Given Germany shows more allegiance to traditional sources, the low uptake of digital payments is logical, but it is noteworthy that in Ireland where there is the same level of low payments, digital engagement with news is predominant.

Seven per cent of Irish people currently pay for digital news but only a fifth of these are subscribers. One-off payment is the most common indicating it is not yet a steady or reliable revenue stream for digital publishers. Of these one-off payers, the higher percentage buy a specific piece of news content such as an article, issue, editions or pdf document. This implies a topic sensitivity or specific need/want for a document among Irish digital consumers as opposed to a general movement toward ongoing news subscriptions.

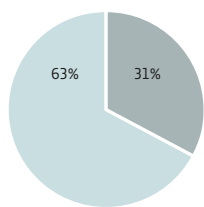
Of this seven per cent of those who made a payment for digital news, medium income earners prove twice as likely to pay for online news as well as printed news than those on low or high incomes. And of those making ongoing payments, 68% were middle income earners.

See Fig. 31

Fig. 31 Paying for digital news

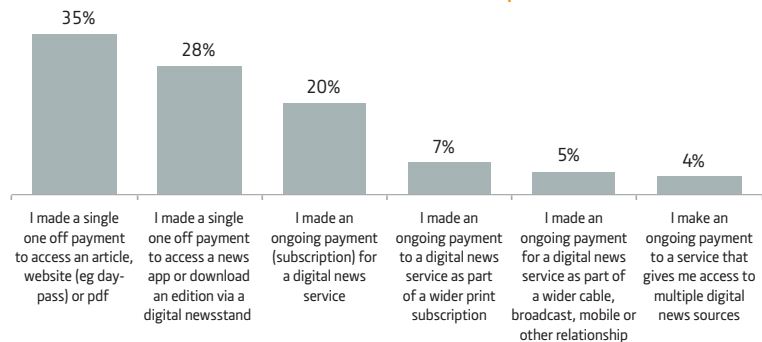


Q7. Have you paid for ONLINE news content, or accessed a paid for ONLINE news service in the last year? (This could be digital subscription, combined digital/print subscription or one off payment for an article or app)



Ireland
31% make ongoing payments
63% make one-off payments

Of those who do have an online subscription:



Q7Ai. Which, if any, of the following ways have you used to pay for ONLINE news content in the last year? Q7ai. You said you have accessed paid for ONLINE news content in the last year... Which, if any, of the following ways have you used to pay for ONLINE news content in the last year? Please select all that apply.

Paying for digital news

Some 13% of respondents indicated that they would be willing to pay for digital news in the future. Device usage also makes little difference with few users across all digital devices willing to pay for news. Some 84% to 86% of Irish people want their digital news free.

Fewer than two per cent say they are very likely to pay for news in the future while the vast majority (82%) say they are unlikely to pay. Although an age breakdown does indicate a slight rise in younger people willing to pay in the future, the levels in each generation that are averse to it are overwhelmingly high.

A possible reason for this reluctance is the high volume of free news available online in Ireland. Almost all the most popular global and national digital news sites are available free. This creates a challenging environment for the introduction of measures aimed at generating revenue from digital news consumers.

Internationally, 2013 and 2014 saw more brands introducing paywalls. However, there was little corresponding increase in payments with most countries hovering around a 10% average. Two Irish news websites with corresponding print editions erected a form of paywall.

The *irishtimes.com* introduced a loose paywall in February 2015, after this survey had closed. This year's data offers a pre-paywall insight and a point of comparison for next year's report. The Irish Times paywall targets highly active users, with non-subscribers offered 10 articles free via computers and news apps but there is open access if the referral comes via social media. The monthly payment is €12 for a standard digital package or €16 for a premium package.

The *sun.ie* went behind a hard-paywall in August 2013 and currently offers access as €4.99 a month or €1.25 per week.

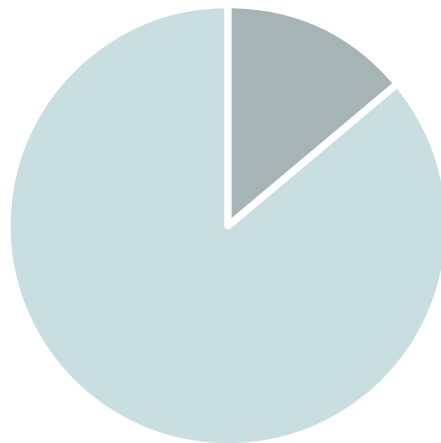
The global data shows variations in the average monthly spend on digital allowing Irish prices to be contextualised. Spain has a €5 per month average spend compared to Australia's \$10 and the US's \$10, and the UK's £10. However, the UK is having less success than Ireland in terms of generating a will to pay for digital news with only six per cent currently paying for any news online and fewer subscribers, even though more UK titles are behind paywalls.

The current conditions for generating customer revenue from digital news are not promising nor are there many signs of improvement in the short term.

See Fig. 32

Fig. 32 Paying for digital news

Of those who are not paying,
few are likely to start in the future



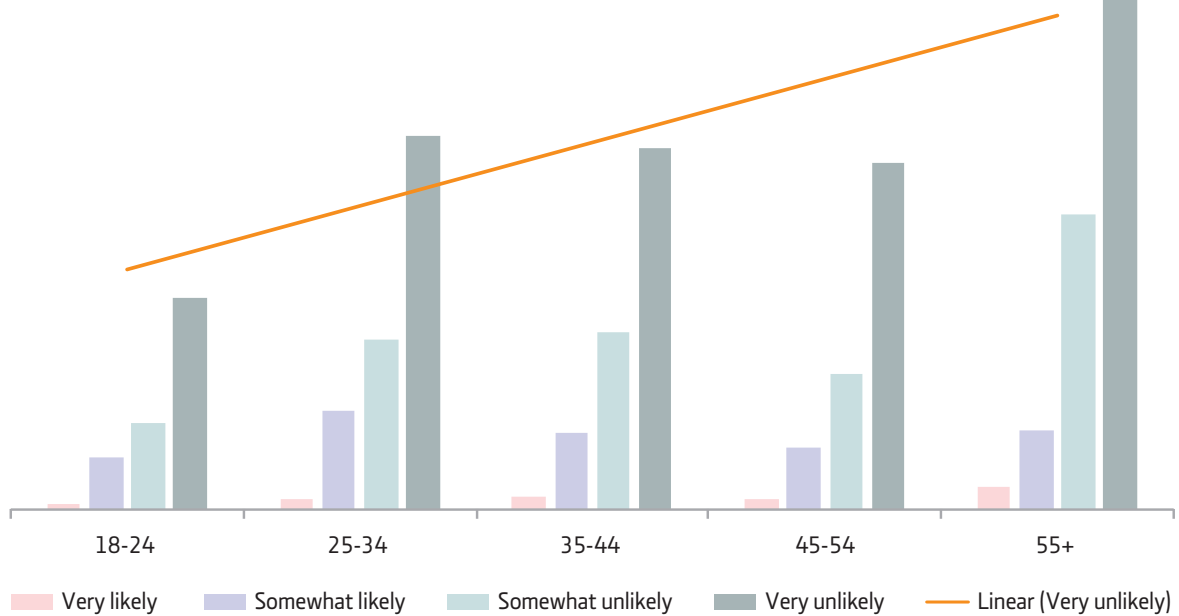
Net: likely Net: not likely

14%
of smartphone news users
might pay in the future

14%
of tablet news users
might pay in the future

13%
of computer news users
might pay in the future

Older people are less likely to pay for digital news in the future



Q7aii. 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?

Section Five

News Brands

This section examines the impact of global and national brands across traditional and digital news platforms and demographics in Ireland. With the increase in dependence on advertiser funding for digital news, competition for capturing online audiences is fierce and digital born players are increasingly gaining readers and viewers. However, as traditional news brands moved online much of the readership followed. The move to digital for many brands presented an opportunity to expand content and innovative services to readers, with print publications' online counterparts branching into audio, video, picture gallery and interactive content in a wider range of journalistic styles such as breaking coverage, news blogs and list articles.

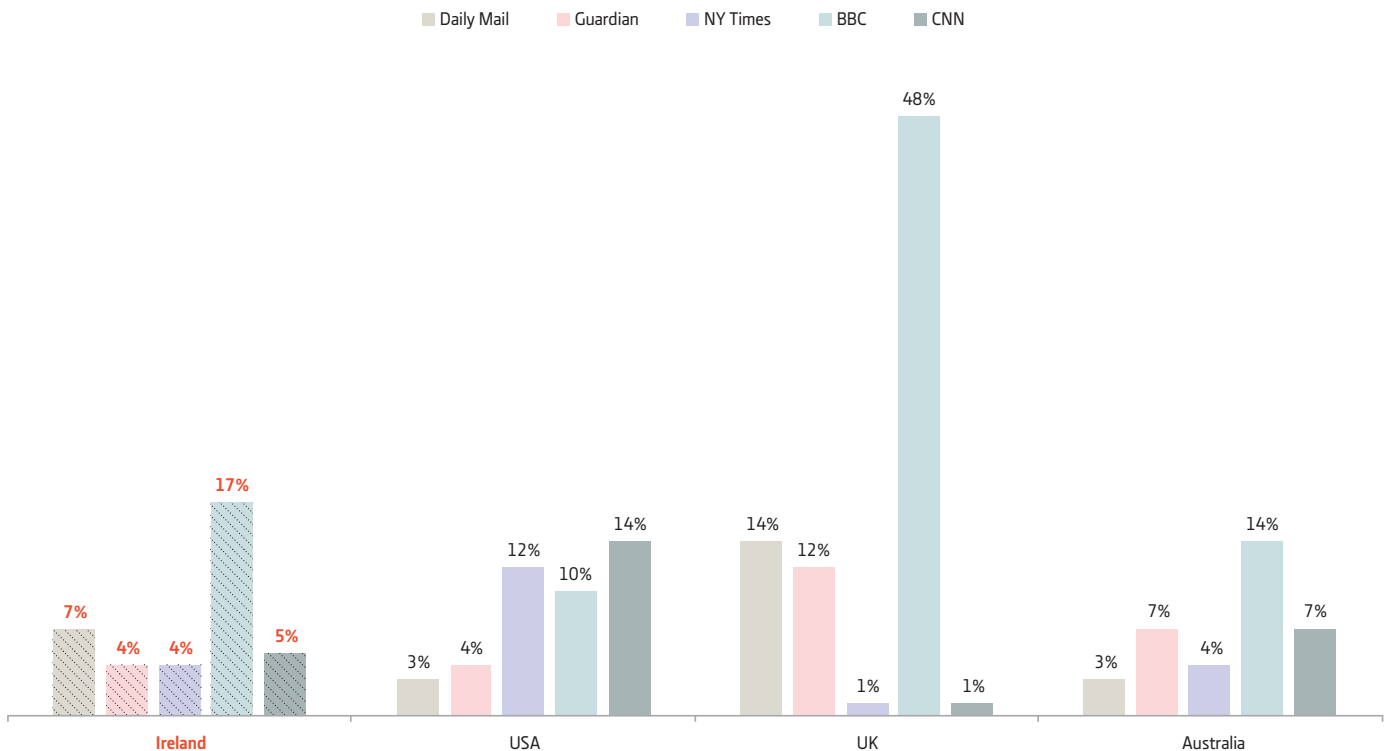
Global traditional news titles

In Ireland the popularity of the BBC stands out, bearing in mind it covers Northern Ireland as a region of the UK and Ireland in its international section. With comparatively less Irish content on the website than Irish brands, the BBC is nonetheless the most popular of the global brands as a source for international news. US brands have not made as big an impact in Ireland as have UK brands. However, some UK brands do have affiliations in Ireland which may account for the slightly higher volume of traffic. The Daily Mail, the world's most popular news website, has seven per cent of the Irish market and has a newspaper, The Irish Daily Mail, based here. The Guardian, with a dedicated Irish and NI correspondent, has captured four per cent of Irish readers.

Established international news brands such as CNN, BBC, NY Times and the Daily Mail have made more headway in some countries more than others. They have had varying but minor levels of success in non-English speaking markets.

See Fig. 33

Fig. 33 Global traditional news brands in selected countries



Q5B. Which, if any, of the following have you used to access news in the last week? Via online platforms (web, mobile, tablet, e-reader)

¹ Weighted percentage calculated using population data from Internet World Stats and the World Bank: weighted = (country population x percentage adults x percentage accessed)/total population of all countries surveyed. Brazil is not included in weighting due to the absence of reliable data about its urban population. Usage and population in Denmark and Finland is relatively small and has not been included.

*Joint ventures or former joint ventures and some cases (e.g. Australia's NineMSN) where MSN retains the name but has sold the business.

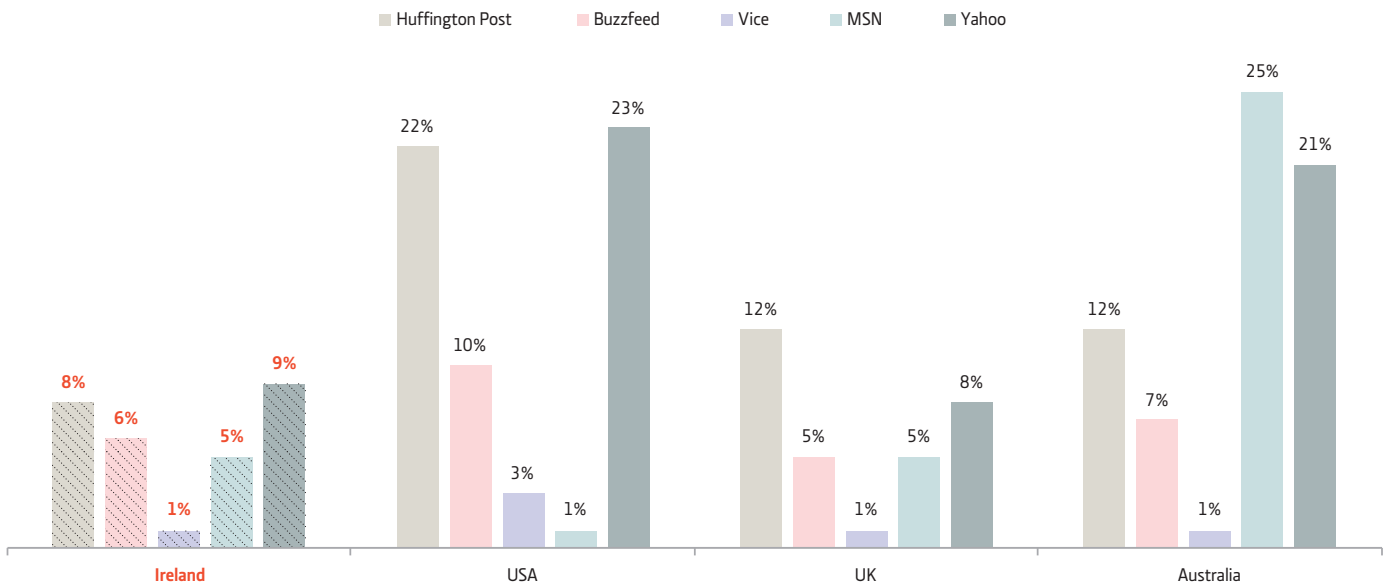
Global digital born news brands

In the past four years, the global trends show that news aggregators such as Yahoo, MSN and Google are in decline while second wave start-ups or digital born brands such as Huffington Post, BuzzFeed and Vice news are increasing their market shares.

Huffington Post is the most popular global digital born publisher in Ireland and has gained ground internationally, increasing its reach by five per cent in the US last year. BuzzFeed made the most impact on the Irish market with six per cent of people reading in a given week, with the majority of use coming from 18-35 year olds. Internationally, BuzzFeed doubled in popularity, a testament to the growth of socially driven news.

See Fig. 34

Fig. 34 Global digital born news brands in selected countries



Q5B. Which, if any, of the following have you used to access news in the last week? Via online platforms (web, mobile, tablet, e-reader)

¹ Weighted percentage calculated using population data from Internet World Stats and the World Bank: weighted = (country population x percentage adults x percentage accessed)/total population of all countries surveyed. Brazil is not included in weighting due to the absence of reliable data about its urban population. Usage and population in Denmark and Finland is relatively small and has not been included.

*Joint ventures or former joint ventures and some cases (e.g. Australia's NineMSN) where MSN retains the name but has sold the business.

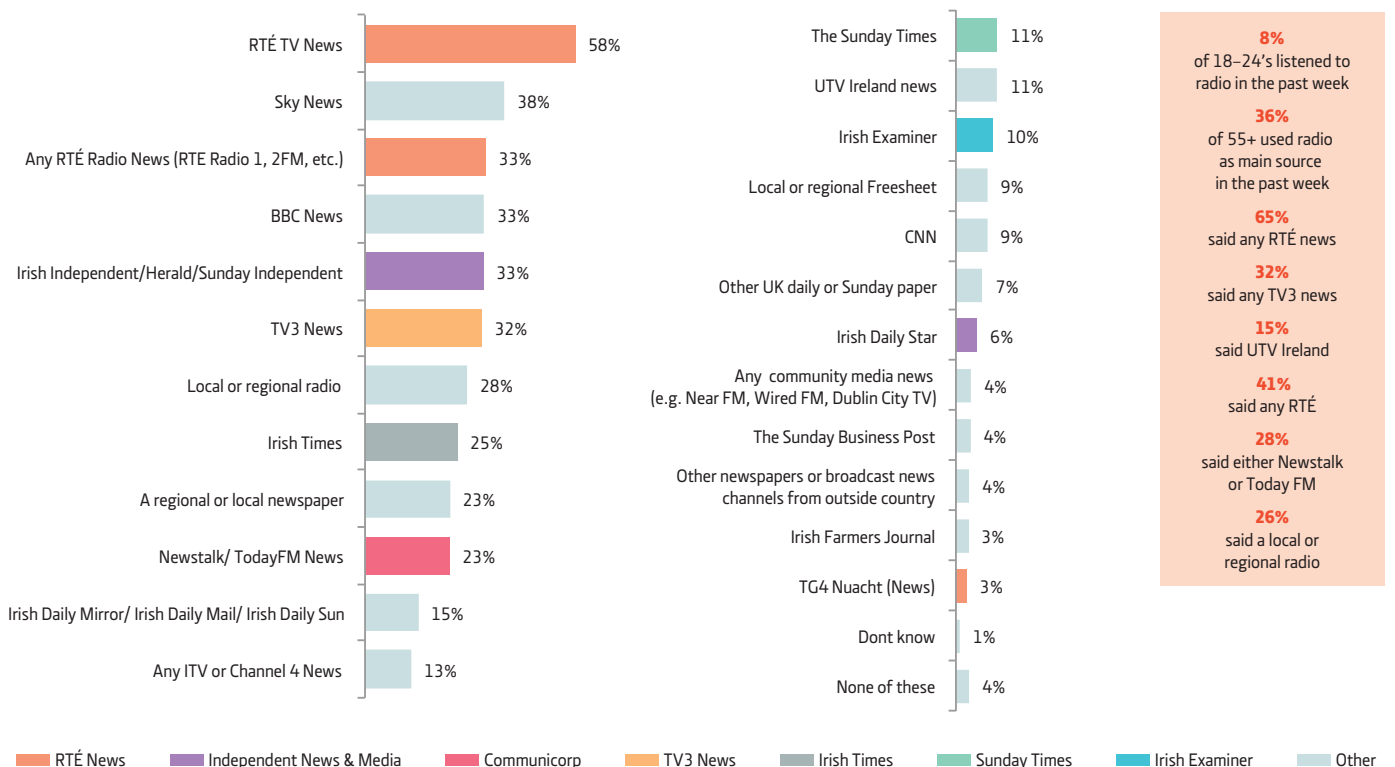
Traditional brands in Ireland

Respondents were asked what brands they accessed for news in the past week. In terms of Irish brands, RTÉ dominates traditional platforms with 58% watching TV news in a given week and 33% tuning into radio. INM newspapers have about 20 percentage points fewer readers than RTÉ TV news viewers. INM publications collectively capture 33% of Irish news consumers weekly and is similar to TV3 news at 32% while The Irish Times has captured 25%. But the presence of BBC and Sky news is noticeable with two of the top four traditional brands being global broadcasters.

In terms of the broadcast arena, 32% watch TV3 news while RTÉ TV News reaches 58% in a given week. Combined with radio this increases to a net of 65%. UTV Ireland launched in January 2015 and after a few weeks in operation had 11% watching its news. Interest and engagement with traditional platforms increases with age. Local radio and newspapers are still a popular source of news with 28% tuning into a local or regional radio station and 23% using local newspapers. Local radio is Ireland's strongest and most vibrant commercial independent radio market with more than 25 stations. The two main national independent radio stations are owned by Communicorp.

See Fig. 35

Fig. 35 Traditional brands in Ireland accessed last week



Q5A. Which, if any, of the following have you used to access news in the last week? Please select all that apply.
Via TV, RADIO OR PRINT ONLY (Traditional platforms).

Digital brands in Ireland

Digital news brands reach more than three quarters of the Irish population of news consumers. With RTÉ dominating traditional TV, (58%) radio (33%) and digital platforms (31%), it is Ireland's most pervasive news brand. Again the Irish Independent's online counterpart independent.ie, with 28% of weekly users, is the second strongest Irish title followed by irishtimes.com at 23%. Thejournal.ie is Ireland's main digital born news source, beginning life as an aggregator of other news but in recent years producing increasing amounts of original journalism, it is the fourth strongest digital news platform at 23%.

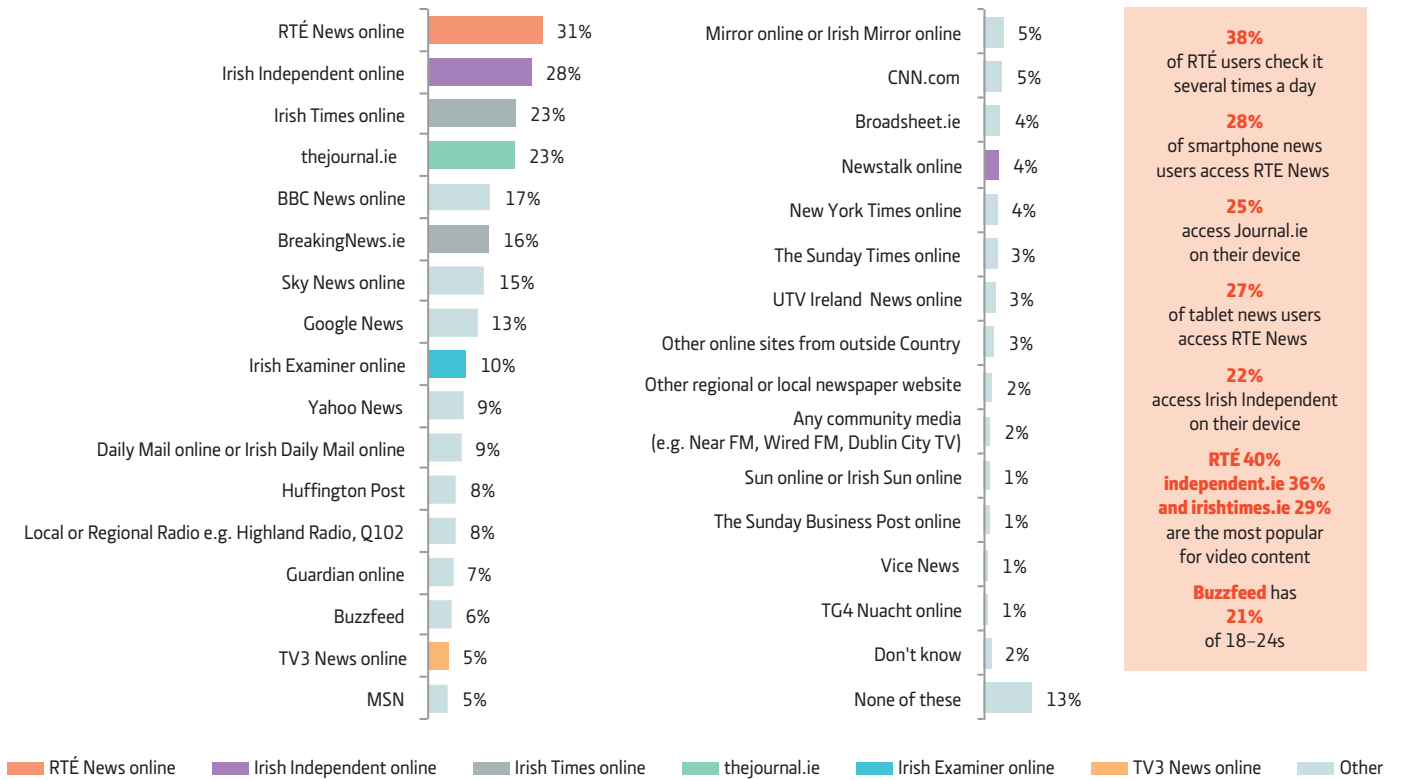
The colour coordinated graph above shows the variety of ownership of Irish media. It illustrates RTÉ's presence and reach but also displays the limited number of independent news sources in both traditional and digital news platforms in the Irish news sector. Brands with traditional roots are dominant with the exception of thejournal.ie, however international digital born players are capturing small sections of the digital market. There is more support for digital brands among the younger generations which is illustrated with thejournal.ie's readership being largely younger than either the independent.ie or the irishtimes.com.

International analysis over time shows that the number of brands used in a week has increased with the growth of digital-born producers. Digital born players have made varying degrees of impact across all countries, gaining the most ground in their country of origin. However, the variety of choice online has not led to a broadening of news sources. Broadly news consumers continue to access a relatively small number of trusted sources, although those with stronger interest in news access a wider variety of sources.

The latter are far more likely to access multiple sources online. For instance in urban Brazil, where there is a strong self-declared interest in news, almost a third (30%) access more than four online sources each week, with a fifth or more doing the same in Ireland (20%), Spain (20%), Denmark (21%), and Finland (24%).

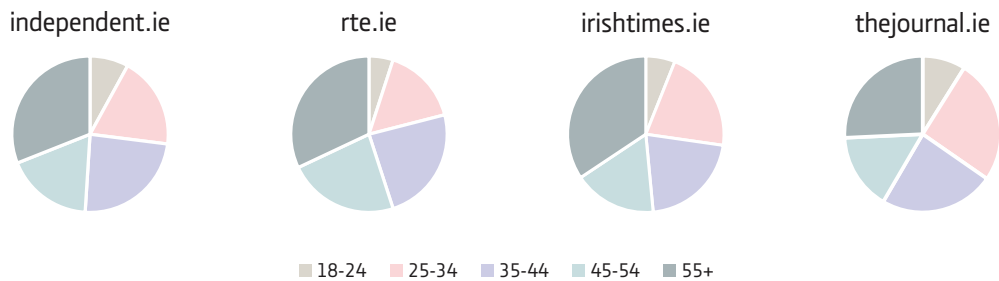
See Figs. 36–37

Fig. 36 Digital brands in Ireland



Q5B. Which, if any, of the following have you used to access news in the last week? Please select all that apply.
Via online platforms (web, mobile, tablet, e-reader)

Fig. 37 Digital brands in Ireland



Section Six

Social Media

Social media has transformed how news is both disseminated and engaged with. Over four years the Oxford Reuters Institute has tracked the rapid rise of social media as a news source and its role in finding, sharing and engaging readers in digital debates. However, a lack of transparency around the algorithms that channel some content to more visible positions online, combined with its ever growing influence, raises some critical concerns. Some 12% of digital news users say social media is their main source of news. In Ireland it is now considered to be more important than print. This is a trend replicated in Brazil, Italy, France, and Australia. But social media is not as highly valued as other news sources in Ireland with only seven per cent of people indicating they considered it reliable or accurate news source compared to 12% valuing print and 37% valuing TV most highly.

Social media usage

In Ireland, as internationally, Facebook dominates both social media usage at 65% and usage as a news source at 41%. Irish users show above average engagement in both categories at 71% and 46% respectively. YouTube and Twitter also show above average use in Ireland.

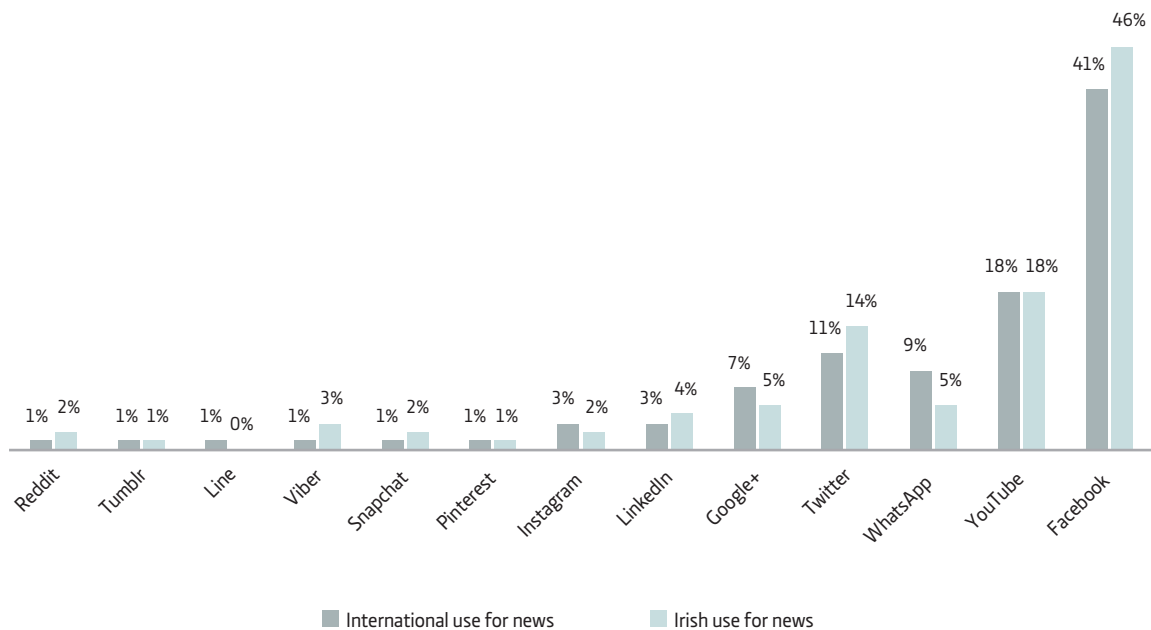
See Figs. 38–39

Fig. 38 Social media usage: international – Irish comparison



Q12a/b. Which, if any, of the following have you used for any purpose/for reading, watching, sharing, or discussing news in the last week?

Fig. 39 Social media use for news: international – Irish comparison



Q12a/b. Which, if any, of the following have you used for any purpose/for reading, watching, sharing, or discussing news in the last week?

Social media engagement

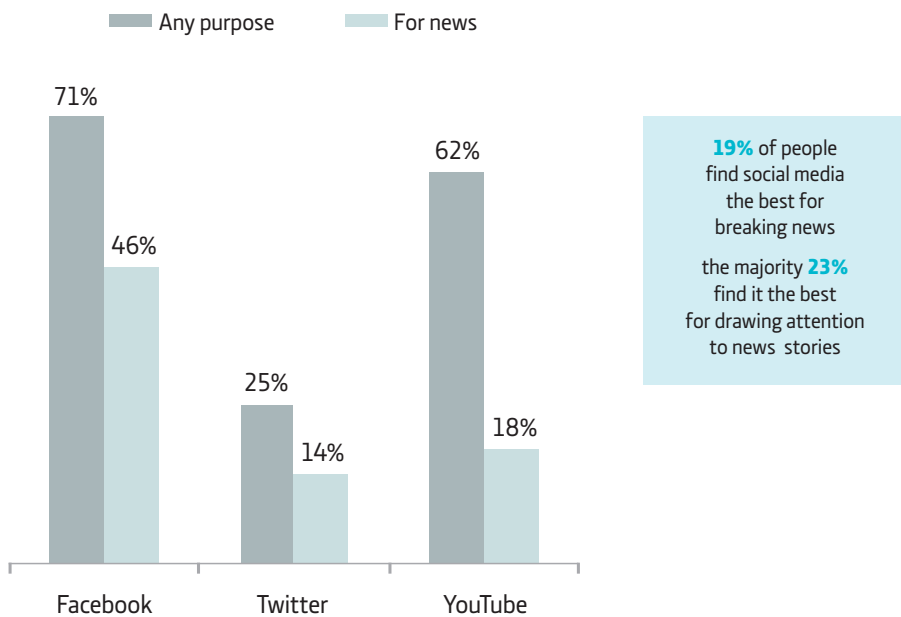
Facebook emerges as a main driver for news on Irish social networks followed by YouTube.

Twitter emerges as the fourth most popular with messaging service WhatsApp slightly higher, but it is the third most popular of the public social networks and seems to gain a large proportion of media headlines.

In Ireland half of Twitter users use it for news but fewer trust it as a source. Activities on Twitter gain a considerable proportion of news headlines about social media despite its comparatively low penetration and, in this regard, it is potentially more a source of news for journalists than a source of news for account holders. This renders it a good outlet for the transfer of news content across publications as news is both disseminated and picked up on Twitter.

See Fig. 40

Fig. 40 Social media engagement



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_?

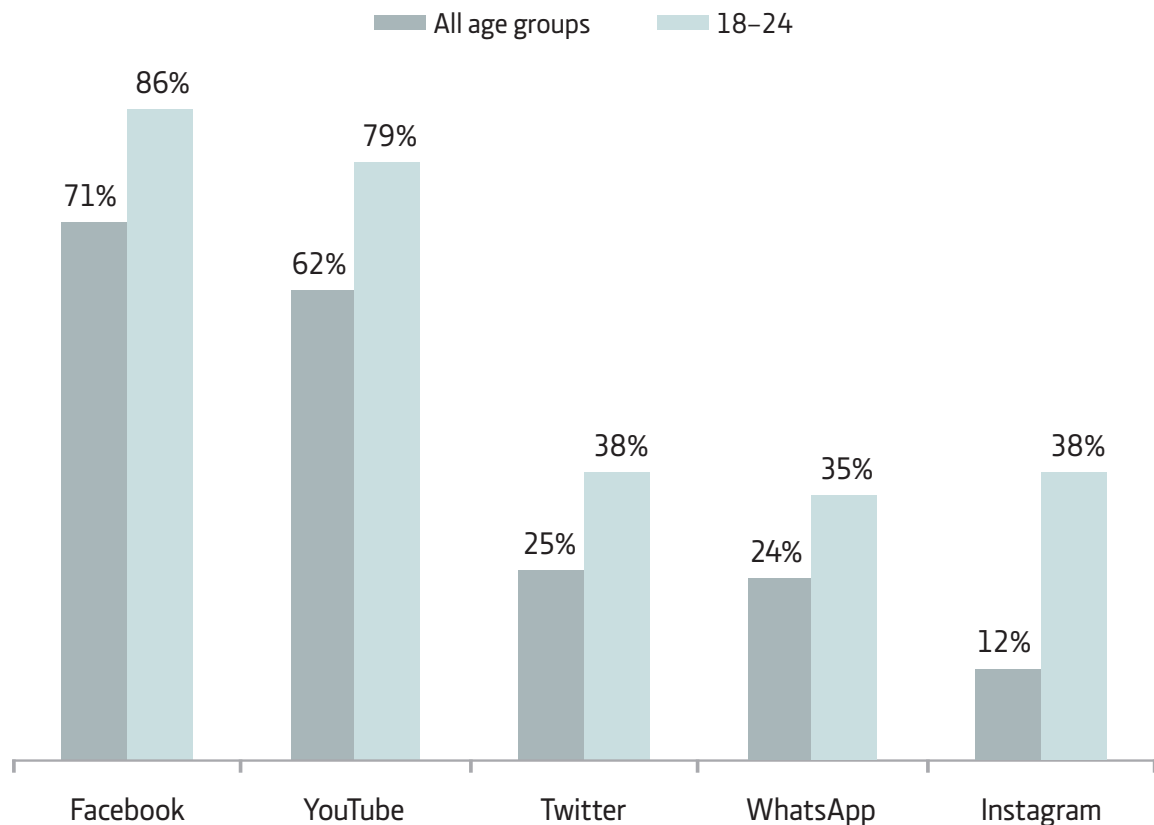
Social media use

In general, analysis shows that different social networks and brands have different user profiles. Twitter is best for targeting interested and frequent news users or 'News Lovers' while Facebook and YouTube have a much higher proportion of more moderately engaged 'Daily Briefers' and 'Casual Users'.

Younger people tend to be more socially engaged across newer social media with 50% of Irish Snapchat users in the 18-24 age group and 38% of 18-24s on Instagram and Twitter. WhatsApp is more popular among 25-34s. Facebook and Twitter command more attention from older users than newer sites with 63% of 55+ age group on Facebook, 51% using YouTube and 23% on LinkedIn.

See Fig. 41

Fig. 41 Social media use by age group



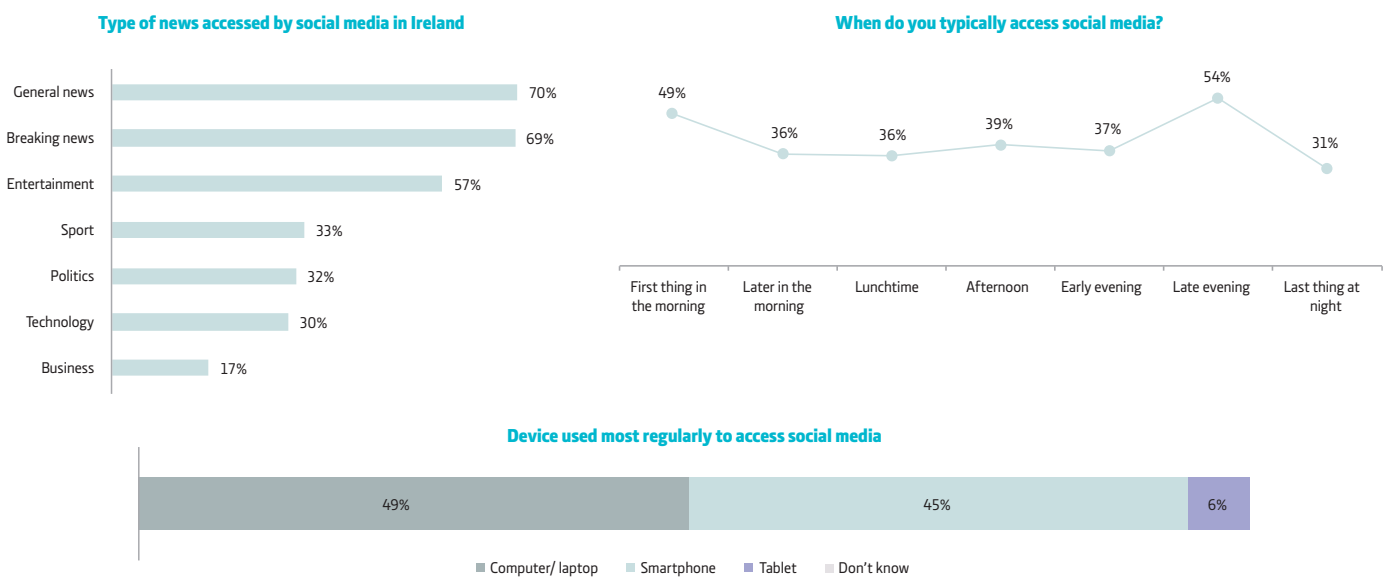
Q12B. Which, if any, of the following have you used for any purpose/for reading, watching, sharing, or discussing news in the last week?

Using social media to access news

The difference between general usage and that for news implies that social networks are used largely for their primary purpose of communicating with friends and as a secondary source for news. However, when Irish users are logged on they follow their main news interests such as general and breaking news, albeit with a slightly higher tendency to engage with entertainment news. Irish users are most active on social media in the morning and in the evening coinciding with traditional work and study patterns. Some 49% of Irish people access news via social media using a computer while 45% use their smartphone.

See Fig. 42

Fig. 42 Using social media to access breaking and general news



Q10cii. You said you came across news via social media in the last week, what type of content do you tend to access this way?

Q10ciii. When do you typically access social media?

Q10civ. On what device do you most regularly access news via social media?

Sharing, commenting and participating

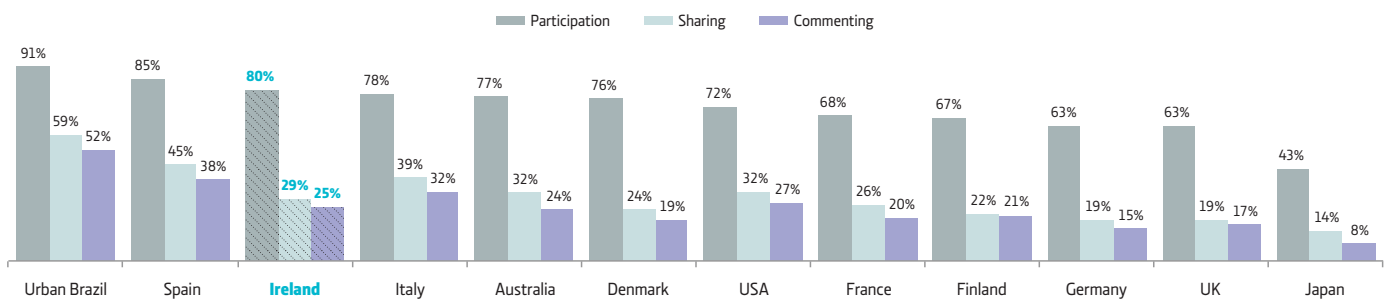
The Irish are comparatively active on social media with overall participation the third highest internationally with 80% being active users. They also show high levels of sharing (29%) and commenting (25%) on news.

But because the users themselves are the main drivers of content, it is important to consider their role in the dissemination of news. Sharing news is the most common way to actively participate in news dissemination and Facebook is the most popular site. Commenting within social networks is most popular for public digital engagement but for the private sharing of news in one-on-one chats, sharing within defined social groups is the most popular.

For political analysts and those conducting casual online polls, particularly pre-election canvassing of opinions, it is worth noting that just 16% of digital news users said they participate in online voting.

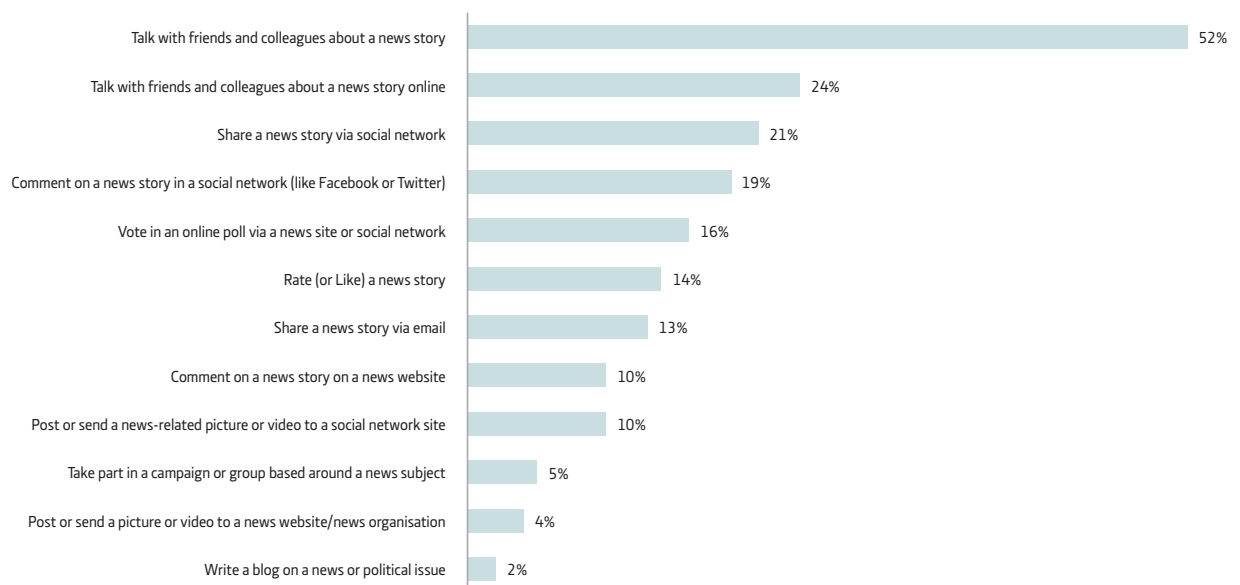
See Figs. 43–44

Fig. 43 Sharing, commenting and participating



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.

Fig. 44 Active engagement with news online



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

Section Seven

Gateways to news

This section examines how digital news users access and discover news online as well as some of the habits and values around social discovery. Internationally, there has been a marked increase in the importance of search and social gateways to digital news. However, 24% of Irish news users tune into scheduled TV news bulletins and 14% use radio, while 13% tune into 24-hour news channels.

Gateways to news

International analyses over time show a change in the manner in which news is accessed. Brand pages are increasingly less likely to be the starting point for news discovery and there is an increasing reliance on search engines and social media for finding news. Digital news consumers are increasingly likely to access a news site indirectly by being referred to a specific article through searching or social media and there is less visiting of homepages as destination sites listing news stories.

Internationally in 2014 45% of people found news through search in a given week which jumped to 60% in 2015. There was also a 16% fall in weekly visits to news brands' homepages, from 58% in 2014 to 42% in 2015.

See Fig. 45

Fig. 45 Gateways to news

How did you come across news online?	Ireland
Direct to news brand	44%
Search	46%
Social media	36%
Email	9%
Mobile notifications and alerts	9%

	Social	Search	Brand	Email	Notifications
Male	27%	46%	41%	19%	11%
Female	36%	44%	33%	16%	8%

Q10. Thinking about how 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?

Accessing news by email and social media

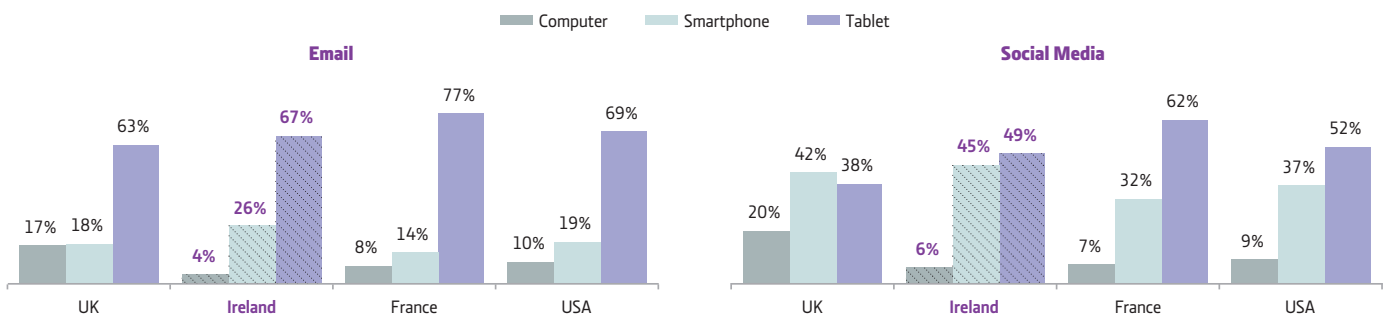
In Ireland searching for news content is how most respondents came across news at 46%. Only two percentage points more than going directly to news brands websites at 44%. But, in a generational breakdown of Irish respondents some significant age differences emerge in the two most popular methods of social discovery. Where only 21% of 18–24s go directly to a news brand, almost half of older generations do, 49% of 35–55+.

While there are no major differences in using search engines, 64% of 18–24 year olds say they used social media as a gateway to news while this declines dramatically as age increases to 42% of 25–34s, 31% of 45–54 and only 20% of 55+.

Some moderate gender divisions also arise illustrating that social news reaches somewhat different demographics. Irish women, in line with international trends are more inclined to use social and search while Irish men are more brand orientated. While gender patterns for news and search are more even, social is the only discovery mechanism that overtly appeals more to female users.

See Fig. 46

Fig. 46 Accessing news by email and social media



Q10Civ/Diii. On what device do you most regularly access news from social media/email news?

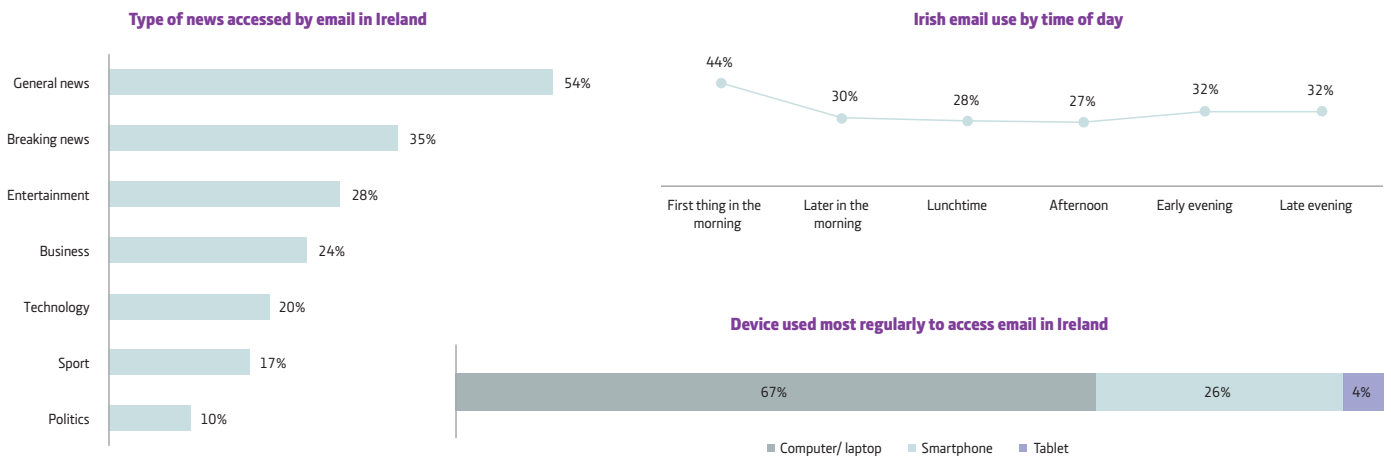
Email news

Ireland has among the lowest levels of email use as a method of news delivery with only nine per cent of respondents accessing news in this way. But it still holds sway in some countries such as the US, 35% and Brazil, 23%. Social media is on the rise. Ireland has the highest level of use of smartphones for news discovery ahead of the UK, US and France. A closer inspection of Ireland by comparing device use for social media shows that while computer is the domain for email use, social media is used more evenly across devices. The multi-digital-device-using Irish are only slightly more likely to be logged on to their computers (47%) as their smartphones (45%).

Email is among the least popular method of news delivery among the Irish and Ireland has the lowest use of this platform internationally. Nonetheless, Irish companies invest in email gathering, storage and innovations to target users. Among the nine per cent using email for news, the majority go there in the morning for general news.

See Fig. 47

Fig. 47 Popular news types by email



Q10di. You said you came across news via email in the last week, what type of email do you use? Please select all that apply.

Q10dii. When do you typically access email news? Please select all that apply.

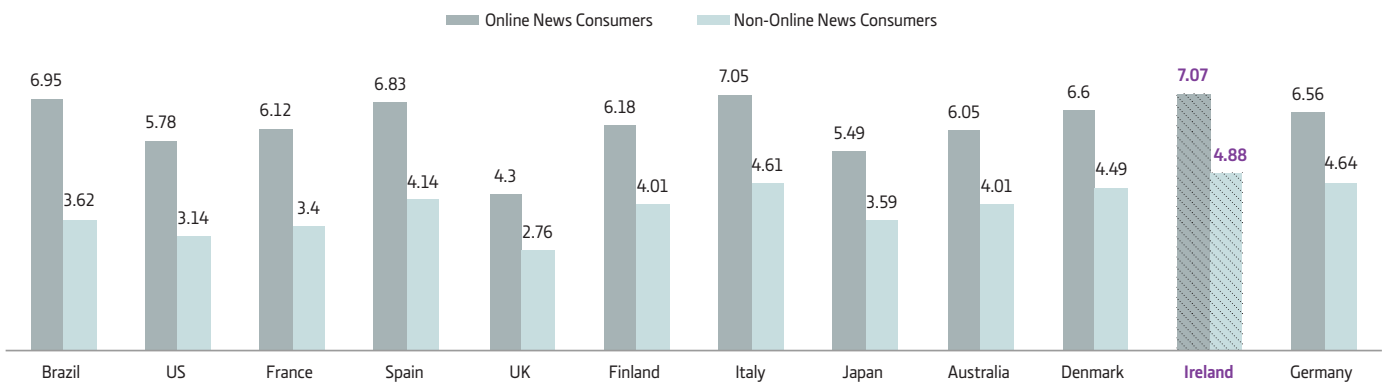
Q10diii. On what device do you most regularly access email news?

Online consumers access more brands

In general online news consumers access a wider range of brands. (Fig 48) However, concerns have been expressed about filter bubbles in online news and the impact of over-personalisation of content using unknown algorithms that raise the profile of some news articles over others. But the aggregate analysis suggests that they may help audiences find more diverse forms of news. Internationally three-quarters of social media users (76%) and search users (73%) said they sometimes access different sources – leading them to new brands they would not otherwise use.

See Fig. 48

Fig. 48 Online consumers access more brands



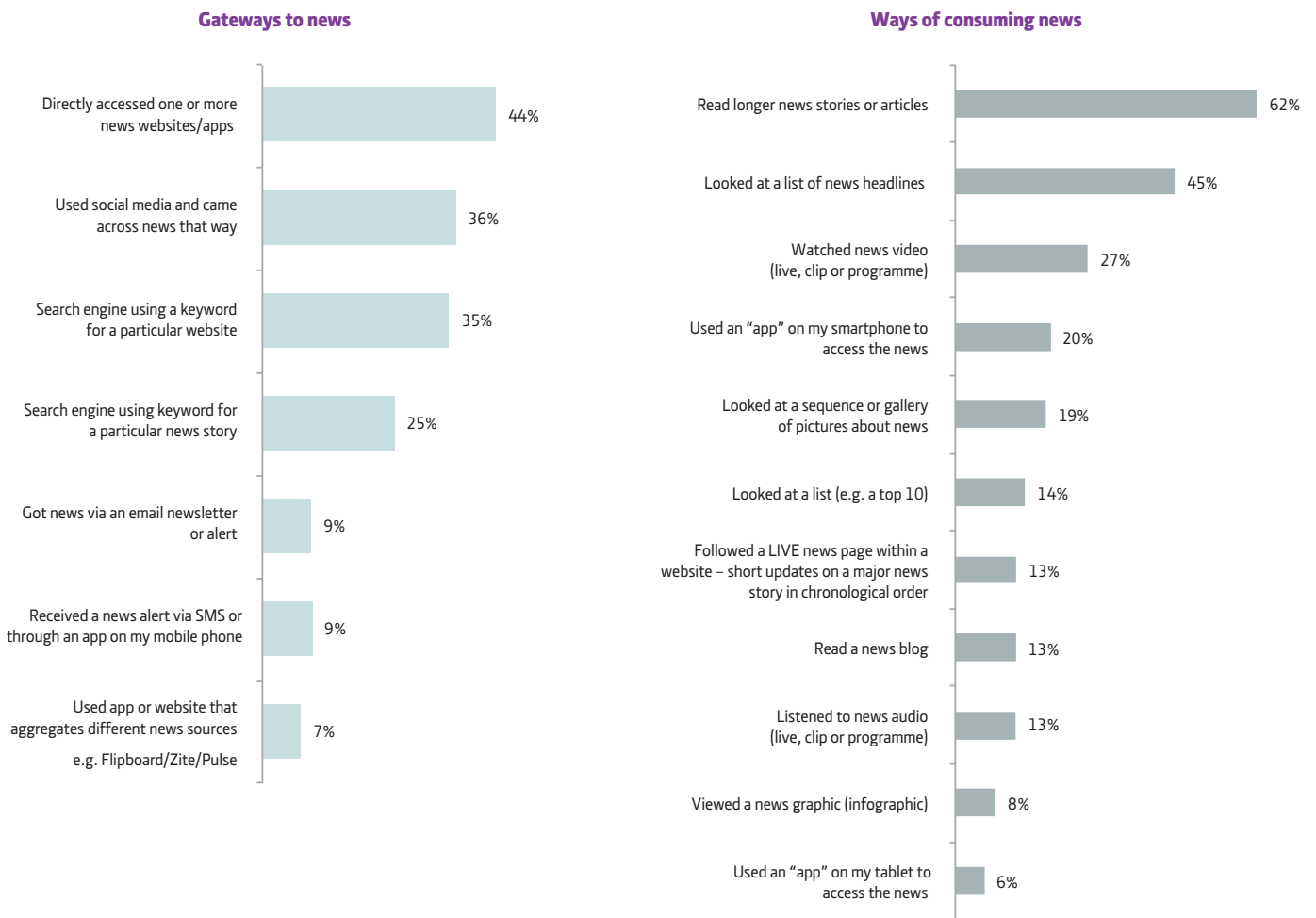
Results achieved by de-duplicating brands from the list of traditional and online sources at Q5a/b and comparing with segments of online and non-online users derived from Q3 which asks about the broad sources of news accessed in the past week.

Consuming news

The Irish are more actively engaged with news as 62% say they read full articles, while 45% say they skim the list of headlines. Video is another popular method of consuming news with 27% watching a news clip or programme, the second highest figure for online video news among the surveyed countries. There is little difference in the type of mobile devices used for watching video news online but there are some generational divisions with 41% of 18-20 year olds having a high preference for watching digital video news.

See Fig. 49

Fig. 49 Search beating direct access to websites



Q10 Thinking about how you FIND news online, which are the main ways that you come across news stories?

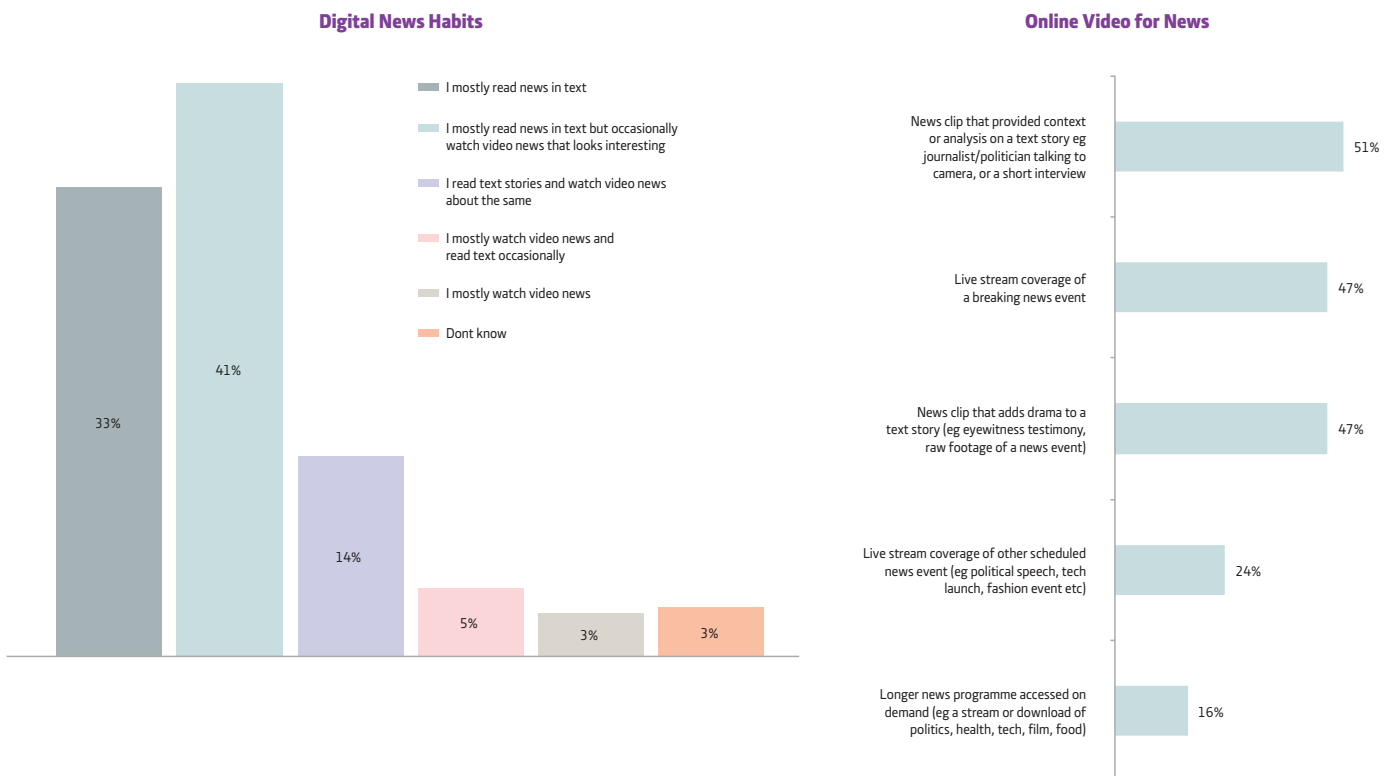
Q11. Thinking of the way you looked at news online (via any device) in the last week, which of the following ways of consuming news did you use?

Digital news consumption

Irish respondents were asked about their news habits in relation to how they use text and video news online. While text again emerges as the most popular, the combined reach of news and video capture 8 percentage points more of the audience than text alone. Some 51% of digital video viewers watch specifically to add context to an article they read and 47% use it to access eye-witness testimonies or raw footage of events. Almost a quarter live stream scheduled TV events. In this regard, news videos can be considered a welcome support to news text and news text can be seen as a powerful gateway to video.

See Fig. 50

Fig. 50 Types of news consumed



OPTQ11D. In thinking about your online news habits, which of the following statements applies best to you?
 OPTQ11aii. Which TYPES of news video have you watched online in the last month? Please select all that apply.

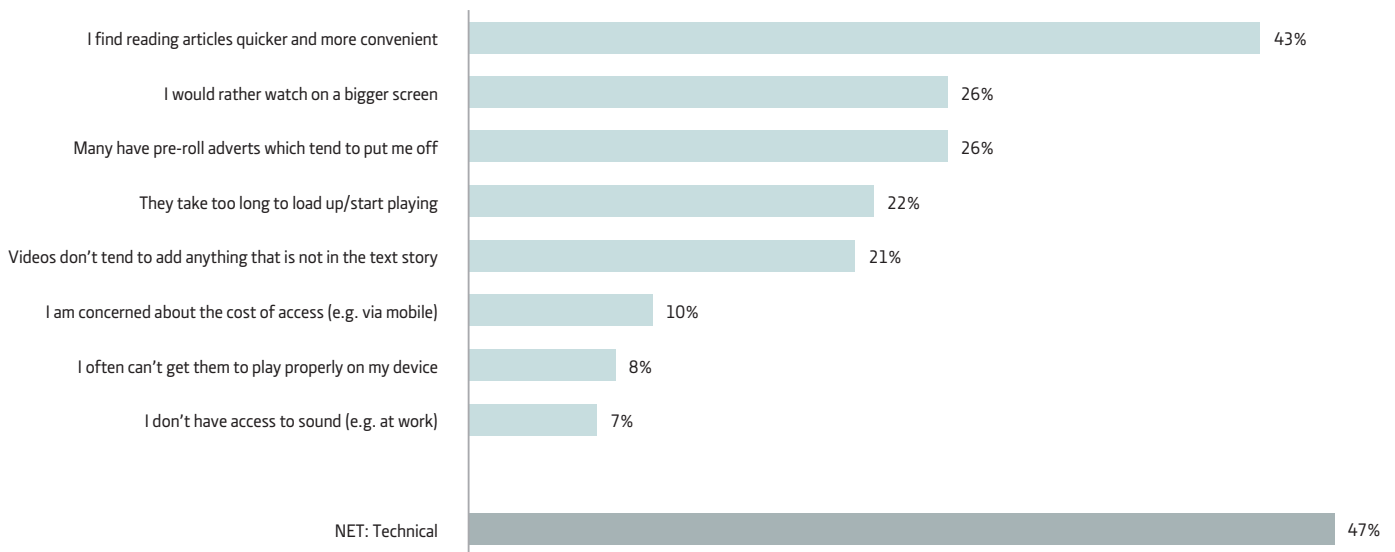
Why don't the Irish watch news video?

Irish digital news users who are not regular video viewers were asked to indicate what put them off. The immediacy and mobility of text makes it a preferable choice to video. Many digital viewers are frustrated by the issues presented when pressing play on a digital video with 47% indicating a technical problem such as taking too long to load or struggling to get access as being the biggest turn-off. Smartphone users also prove a challenging market with many users not happy to watch video on smaller screens.

The growing presence of pre-roll adverts on online videos is another most common turn-off for Irish users. More than a quarter are being dissuaded by the interruption in direct access to video news. This in turn presents a Catch 22 for publishers and producers as the presence of the very revenue stream that funds the content is operating as a barrier to accessing what first attracted users to the site. This indicates that a balance between advertisers, and users, needs to be appropriately struck to avoid diverting potential viewers to other forms of news.

See Fig. 51

Fig. 51 Why don't the Irish watch news video?



OPTQ11ai. You said that you don't usually watch news videos online. Why not? (Please select all that apply)

Conclusion

In 2015 Ireland emerges as a dynamic news environment straddling both traditional and digital markets with high levels of news consumption and engagement in both.

Although online news as a platform is dominant, traditional media are still highly prevalent. TV and radio have a large share of the news audience and print reaches about half the population. However, a broad generational division is evident with older people more inclined to traditional sources while younger generations are more actively engaged online.

The Irish have embraced digital devices with older generations largely using computers while smartphone use is popular among younger age groups.

However, most still follow traditional news output patterns such as tuning into scheduled TV news bulletins. Newspapers and radio too reach about half of the population in a given week and the TV market is growing.

While digital news content is popular, paying for it is not with most Irish people saying they are reluctant to pay. International analyses display some explicit trends in the shifts toward use of digital news and how it is being funded as well as the resilience of traditional platforms. The Irish trends and how Ireland is situated globally will emerge more clearly in future reports.

Trust in the news in Ireland is not high, with fewer than half news users trusting most of the news and a few more trusting their preferred news sources. This is average when compared internationally.

Among the traditional news brands, international producers such as Sky and BBC are popular but second only to RTÉ. INM, TV3 News and The Irish Times are also reaching more than a quarter of Irish news users. The Irish traditional brands have captured much of the digital audience. As many of the bulwarks of Irish journalism such as RTÉ, Irish Independent and The Irish Times expanded online so too did the Irish audience. But Ireland's digital born news publisher thejournal.ie has also made an impact.

Social media's role in finding news online is on the rise internationally and Ireland already shows above average usage. In general social media is a more common news source for younger Irish people. Facebook dominates social media usage for news followed by YouTube and Twitter. The majority of Irish digital news users are actively engaging online with news and they are among the most active internationally. Indeed the role social media is pervasive.

This report illustrates the extent to which the Irish news market is responding and adapting to shifts in extraneous influences such as emerging technologies in news platforms and devices.

Links

Websites:

fujomedia.eu

dcu.ie

bai.ie

digitalnewsreport.org/

<http://reutersinstitute.politics.ox.ac.uk/>

<http://www.researchnow.com/>

<https://yougov.co.uk/>

Social Media:

twitter.com/fujomedia

twitter.com/baitweets

twitter.com/risj_oxford

<https://www.facebook.com/FuJoMedia>

