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Western Europeans Under 30 View News Media Less Positively, Rely More on Digital Platforms Than Older Adults

Across eight Western European countries, adults ages 18 to 29 are about twice as likely to get news online than from TV. They also tend to be more critical of the news media's performance and coverage of key issues than older adults

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Western Europeans Under 30 View News Media Less Positively, Rely More on Digital Platforms Than Older Adults

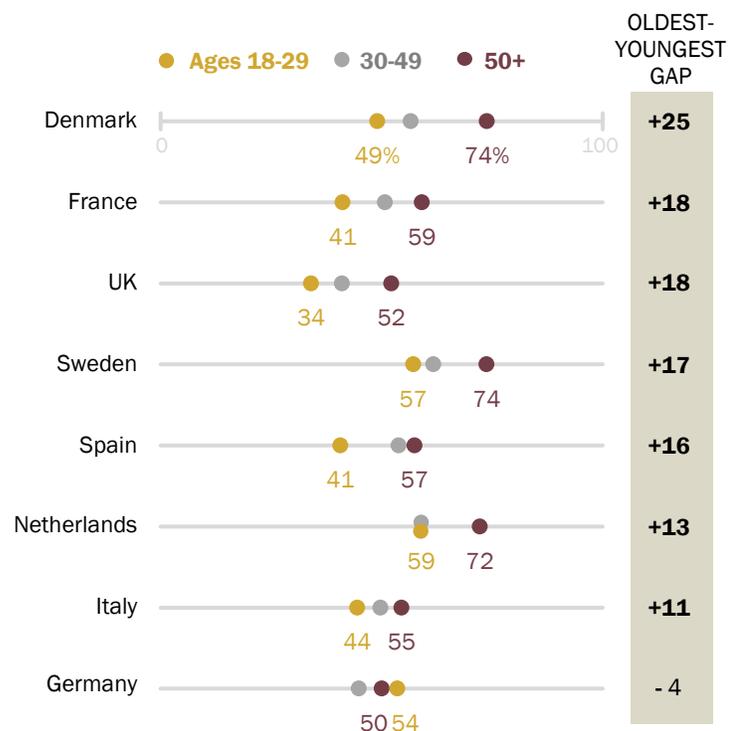
Across eight Western European countries, adults ages 18 to 29 are about twice as likely to get news online than from TV. They also tend to be more critical of the news media's performance and coverage of key issues than older adults

People of all ages in Western Europe value the importance of the news media in society. Yet, younger adults – those under 30 – are less trusting of the news media and less likely to think the news media are doing a good job in their key responsibilities. And while younger adults rarely read the news in print, they often name established newspaper brands as their main source of news.

This new analysis builds off Pew Research Center's [earlier findings](#) about news media and political identities to understand age dynamics in eight Western European countries – [Denmark](#), [France](#), [Germany](#), [Italy](#), [the Netherlands](#), [Spain](#), [Sweden](#) and the [United Kingdom](#). Together, these eight European Union (EU) member states account for

Younger Europeans are more critical of how the news media covers immigration

*% of adults in each country who say the news media do a very/somewhat good job covering **immigration***



Note: Statistically significant differences are in **bold**.

Source: Survey of eight Western European countries conducted Oct. 30-Dec. 20, 2017. "Western Europeans Under 30 View News Media Less Positively, Rely More on Digital Platforms Than Older Adults"

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roughly 69% of the EU population and 75% of the EU economy.¹

Across the eight Western European countries surveyed, broad majorities in each of the three age groups say that news media are important to society. Among those under 30, the share who holds this view ranges from 75% in Italy to 94% in Sweden.

Younger Western Europeans, however, are less approving of the news media. In five of eight countries polled, younger adults, defined here as those ages 18 to 29, are less likely to *trust* the news media than the oldest age group (those 50 and older). And when it comes to how the news media perform on key functions, in six countries adults under 30 give the news media lower ratings across at least three of the five performance areas measured than do those ages 50 and older.

One issue where younger Europeans are noticeably less satisfied with the news media's performance is coverage of immigration. In Denmark, for example, about half of those under 30 (49%) say the news media are doing a good job covering immigration, compared with 74% of those 50 and older, a gap of 25 percentage points. Similar but narrower gaps in how younger and older Europeans rate immigration coverage are evident in six of the seven other countries surveyed. Modest differences also emerge in ratings for coverage of the economy and crime, with younger adults giving the news media lower marks.

These general patterns notwithstanding, the survey finds that Western Europeans under 30 can be more trusting of specific news outlets than older adults. For example, in the Netherlands, 59% of those ages 18-29 generally trust the news media, compared with 65% of those 30-49 and 72% of those 50 and above. Yet, about half of younger Dutch adults (53%) trust the specific newspaper *De Telegraaf*, compared with 36% of those 50 and older.

Additionally, younger Europeans in these countries are almost twice as likely to get news online as they are from television. This stands in stark contrast to those 50 years and older, for whom television is the main pathway to news. At the same time, those ages 30 to 49, who bridge the gap between the youngest and the oldest age groups, also bridge the news consumption gap on these two platforms, with 61% getting news from TV and 68% getting it online. The greater appeal of digital among younger adults and television among the oldest age group is consistent across all eight countries studied, with majorities of those ages 18 to 29 getting news online daily. Within the

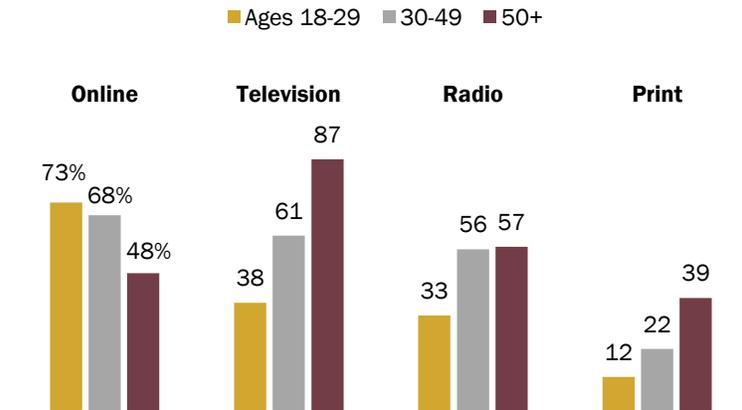
¹ In June 2016, citizens of the United Kingdom voted to leave the European Union. At the time of this survey, the UK had formally notified the bloc of its intentions to withdraw from the union but was still an EU member state.

digital realm, younger adults are also about twice as likely to get news daily through social media than those ages 50 and older.

Younger Europeans also get news in print at much lower rates than those older than them. Those under 30 are about half as likely as those ages 30-49 to read print news sources on a daily basis – and the gap is even larger when compared to those 50 and older. But younger Europeans rely on – and trust – newspaper *brands*, suggesting that their consumption of news is more likely to be through newspaper websites or social media accounts.

Younger Europeans more likely to get news online than from TV

Across eight Western European countries, median percent of adults in each age group who get news at least daily from ...



Note: Percentages are medians based on eight Western European countries.
Source: Survey of eight Western European countries conducted Oct. 30-Dec. 20, 2017.
“Western Europeans Under 30 View News Media Less Positively, Rely More on Digital Platforms Than Older Adults”

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These are among the key findings of a new analysis of a Pew Research Center public opinion study that maps the media landscape in these eight Western European countries. The analysis is based on a [survey](#) of 16,114 adults across all eight countries conducted from Oct. 30 to Dec. 20, 2017, including 2,970 people under the age of 30.

Main sources of news differ by age

The survey also asked respondents to name the specific outlet they rely on most for news. Responses to the open-ended question vary by country, but some consistent differences by age emerge across the eight nations studied.

Younger Europeans, for instance, are less likely than those 50 and older to name a public media outlet as their main source of news. This contrast is particularly pronounced in the three southern countries polled – France, Spain and Italy.²

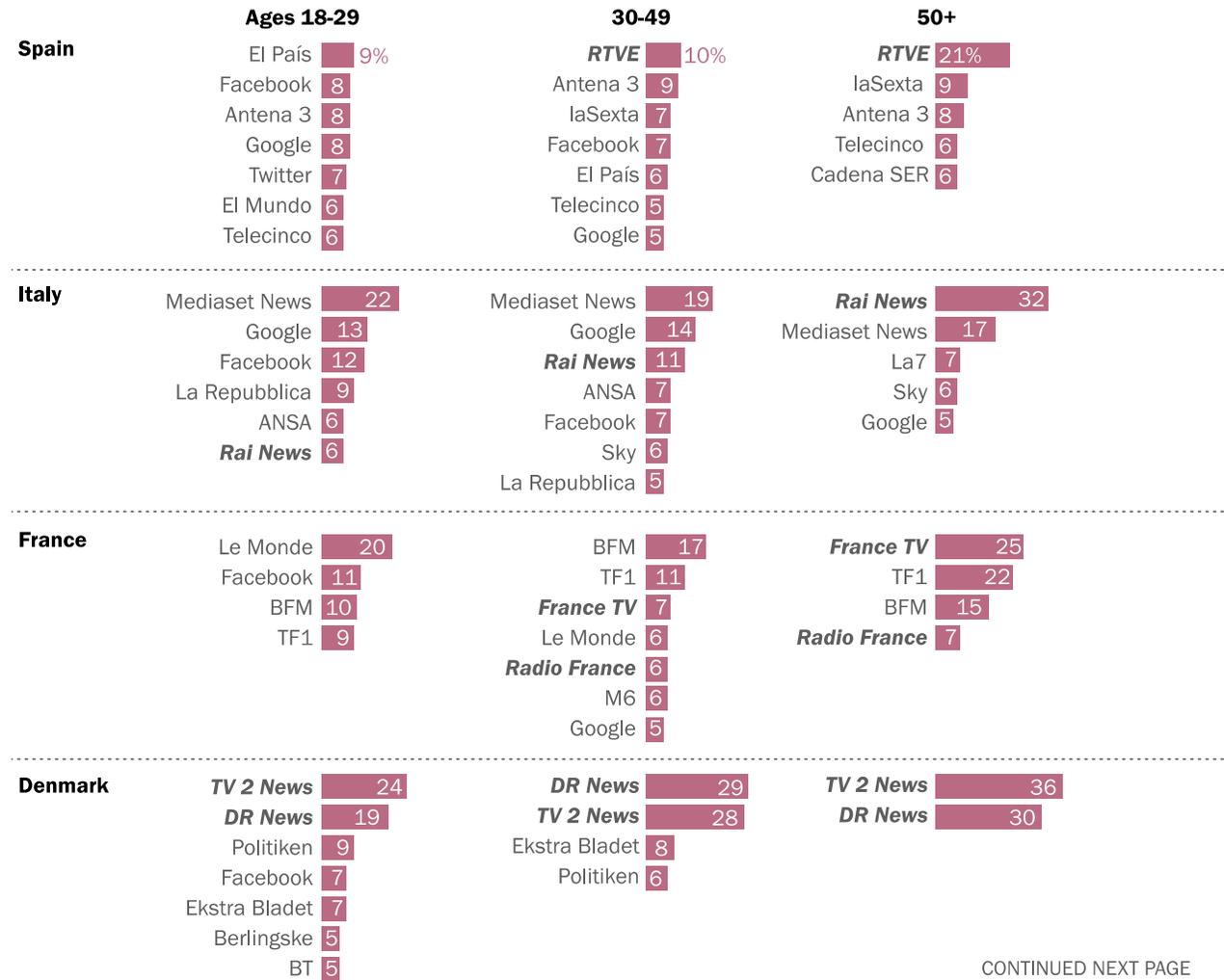
For example, in Spain, younger adults name the newspaper El País as their top main news source, while those ages 30-49 and those 50 and older name the public broadcaster RTVE. The UK is the one country surveyed where a public broadcaster (the BBC) dominates as the main news source across all age groups.

Second, younger Europeans are much more likely to name social media and search engine sites as main sources of news. In seven of the eight countries, Facebook is named by at least 5% of younger adults. Twitter is also named as a main source by younger adults in one country (Spain), and Google is named in three countries (Spain, Germany and Italy). Across the eight countries, these sites are rarely named by those 50 and older as a main source: Just one site, Google, is named by at least 5% of this age group, and only in Italy.

² For this study, southern Europe refers to France, Italy and Spain. These three countries have somewhat similar news media environments, relationships between the press and the government, and political histories (Hallin & Mancini, 2004; Bruggemann et al., 2014).

Younger Europeans are less likely than older adults to name public news media as top news source

% of adults in each country who name each outlet as their main news source



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Note: Public broadcasters in each country are in **bold**. Respondents in each country were asked to name the outlet they turn to the most for news. Only sources named by 5% or more of each age group in each country are shown. These outlets may differ from the specific news outlets asked about separately in this survey. Major brands were grouped into their larger news organization. For example, in France, France 2 is part of France Télévisions (France TV).

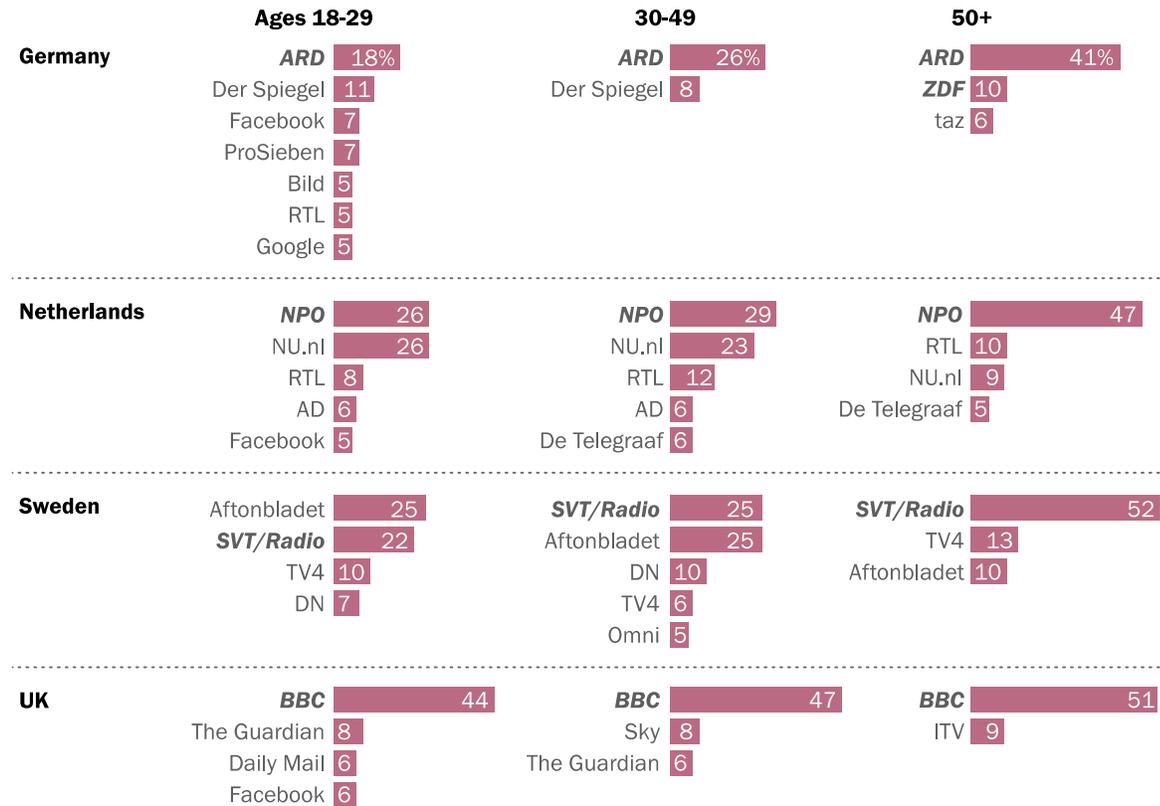
Source: Survey of eight Western European countries conducted Oct. 30-Dec. 20, 2017.

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Younger Europeans are less likely than older adults to name public news media as top news source (continued)

% of adults in each country who name each outlet as their main news source



Note: Public broadcasters in each country are in **bold**. Respondents in each country were asked to name the outlet they turn to the most for news. Only sources named by 5% or more of each age group in each country are shown. These outlets may differ from the specific news outlets asked about separately in this survey. Major brands were grouped into their larger news organization. For example, in France, France 2 is part of France Télévisions (France TV).

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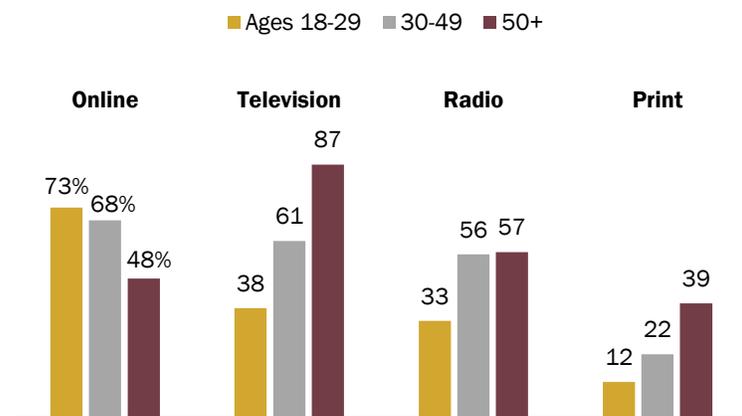
1. Younger Europeans are less likely to get news from legacy platforms

Younger Western Europeans, defined in this study as those ages 18 to 29, tend to go online to get their news. A median of 73% of 18- to 29-year-olds across all eight countries surveyed get news online at least daily, while they get news from other traditional platforms at lower rates: 38% get news at least daily from TV, 33% do from radio and 12% do from print newspapers.

This stands in contrast to those ages 50 and older, who use television the most for news. A median of 87% in this group get news daily from TV, compared with 48% who do online. Adults ages 30 to 49 fall roughly in between the other two age groups for both television and online news consumption, with 61% getting news daily from TV and 68% getting it online.

Younger Europeans are less likely than older adults to get news from all platforms but the internet

Across eight Western European countries, median percent of adults in each age group who get news at least daily from ...



Note: Percentages are medians based on eight Western European countries.
Source: Survey of eight Western European countries conducted Oct. 30-Dec. 20, 2017. "Western Europeans Under 30 View News Media Less Positively, Rely More on Digital Platforms Than Older Adults"

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Younger Europeans' preference for digital platforms occurs in all eight countries studied, with a majority of those under 30 in each country saying they get news online at least daily. And though substantial portions of adults ages 50 and older also get news daily online (ranging from 37% in the UK to 59% in Sweden), they are less likely than younger Europeans to do so. For example, in Italy, while a majority of those ages 50 and older (56%) get news online at least daily, far more of those under 30 are daily online news users (83%). (See [detailed tables](#) for more information.)

In six of the eight countries studied, fewer than half of those under 30 get news on TV at least daily. Italy and Spain are the only exceptions, where about two-thirds of younger adults get news from TV daily. TV news use among this age group is the least popular in Denmark, Sweden and the UK, where roughly a third of adults under 30 get news daily from TV.

Few younger Europeans get daily news from print sources in hard copy – no more than 20% of those ages 18 to 29 do so in any of the countries studied, and as few as 10% do in the UK. The age differences in print news use are especially wide in Germany and Sweden, where adults under 30 are 44 percentage points less likely than those 50 and older to get news from print daily.

Younger Europeans are also less likely than older adults to get news from radio in most countries. Among 18- to 29-year-olds in Western Europe, between 27% (in Spain) and 49% (in Germany) do so daily. Younger adults are less likely than the two older age groups to get news from radio daily in every country but Italy, where 41% of those ages 18 to 29, 56% of those 30 to 49, and 43% of those 50 and older say they get news from radio daily.

Share in each country who never get news online varies by age

Just 13% or fewer of 18- to 29-year-olds and 23% or fewer of 30- to 49-year-olds in each country say they *never* get news online. But in all eight countries, substantial portions of those 50 and older *never* get news online – from 22% in Sweden to 42% in Germany.

For television news, the pattern is reversed. Up to 24% of those ages 18 to 29 say they *never* get news on TV, compared with no more than 5% of those 50 and older in any country studied. Among adults ages 30 to 49, between 3% in Spain and 15% in Sweden never get news on TV.

2. Younger Europeans are far more likely to get news from social media

Younger Western Europeans, those ages 18 to 29, are far more likely to get news on social media than older adults (those ages 30 to 49 and those 50 and older). In most countries, they are also more likely to be familiar with the news sources they encounter on social media. Their other experiences on social media, though, are similar to those of the two older age groups. Relatively few in each age group say that the news they see on social media is often in line with their own political views. Similarly, across most countries surveyed, few people in any age cohort say the news they discuss with friends reflects their own political views.

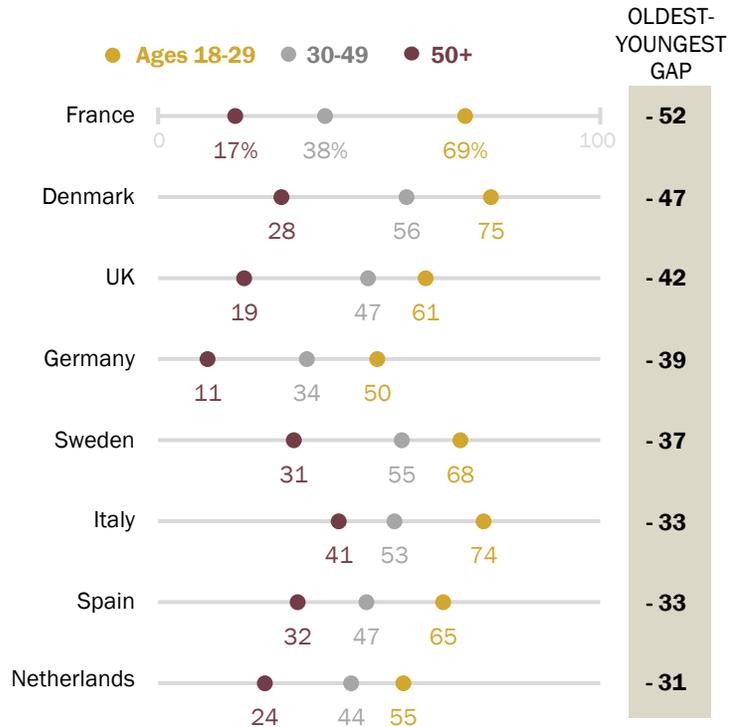
Younger Europeans are much more likely to get news from social media

In all eight countries surveyed, younger Europeans get news on social media at far higher rates than older adults. Half or more of 18- to 29-year-olds in each country use social media for news daily. By comparison, less than a third of adults ages 50 and older get news daily on social media, while the rates for 30- to 49-year-olds fall in between the youngest and oldest age groups.

Younger adults in Italy and Denmark are the most likely to use social media for news, with nearly three-quarters getting news this way every day (74% and 75%, respectively). Adults ages 50 and older in Germany (11%) and France (17%) are the least likely to use social media for news daily. In France, the low rate of use among those ages 50 and older, combined with the high rate of social media use among younger adults (69%), results in a 52-point gap between the youngest and oldest age groups.

Western Europeans under 30 are more likely than older age groups to get news from social media

% of adults in each country who get news from social media at least daily



Note: Statistically significant differences are in **bold**.

Source: Survey of eight Western European countries conducted Oct. 30-Dec. 20, 2017. "Western Europeans Under 30 View News Media Less Positively, Rely More on Digital Platforms Than Older Adults"

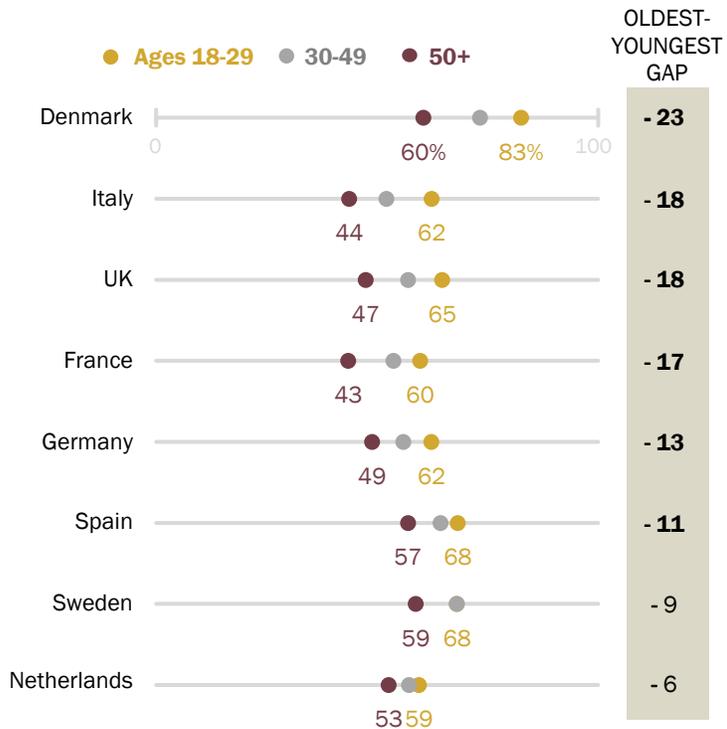
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Younger Europeans who get news on social media tend to recognize the news sources they encounter

Among adults who report using social media to get news, 18- to 29-year-olds are more likely to be familiar with the news sources they encounter on social media than those ages 50 and older. When asked, a majority of younger social media news consumers in the eight countries surveyed – at least 59% in all countries – say most of the news they see on social media comes from sources they are familiar with. Europeans ages 50 and older who use social media for news, on the other hand, are less likely to be familiar with the sources they see on social media in six of the eight countries surveyed. Those ages 30 to 49 fall in between the youngest and oldest age groups, with about half or more in each country saying they are familiar with the sources they come across on social media.

Younger Europeans are more familiar with news sources they see on social media than those 50+

% of social media news consumers in each country who say that most of the news they see on social media comes from sources they are familiar with



Note: Statistically significant differences are in **bold**.

Source: Survey of eight Western European countries conducted Oct. 30-Dec. 20, 2017. "Western Europeans Under 30 View News Media Less Positively, Rely More on Digital Platforms Than Older Adults"

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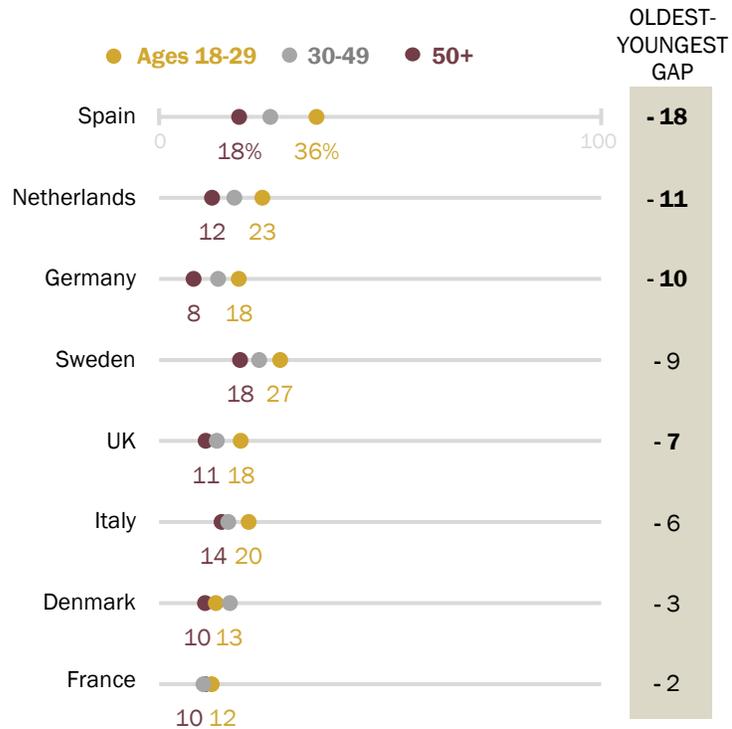
For example, in Denmark, 83% of 18- to 29-year-olds say they are familiar with most of the sources they come across on social media, while just 60% of those 50 and older say the same – a 23-point gap between the youngest and oldest age groups. Those ages 30 to 49 fall between the two groups at 73%.

Regardless of age, few often encounter news on social media that echoes their own views

Few Western Europeans, regardless of age, think the news they see on social media reflects their own political views. In four countries – Spain, the Netherlands, Germany and the UK – younger adults are more likely than those 50 and older to say the news they see on social media is often in line with their own political views. But these differences are minimal, and overall, few adults in any age group think this is the case. Across all eight countries surveyed and across all age groups, a minority of social media news consumers say that the news they encounter on these sites is often in line with their own views. The largest age gap between those under 30 and those 50 and older is in Spain, where 36% of social media news consumers ages 18-29 say the news they see on social media often reflects their own political views, compared with 18% of adults ages 50 and older, an 18-percentage-point gap.

A minority in all eight countries say the news they see on social media reflects their own political views

% of social media news consumers in each country who say that the news they see on social media is often in line with their own political views



Note: Statistically significant differences are in **bold**.

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A similar trend emerges when looking at interpersonal discussions. Across most countries surveyed and across all age groups, few say the news they discuss with friends is reflective of their own views. The exception to this is Sweden, where about half of all age groups say the news they discuss with friends is often in line with their own views. Only in the Netherlands is there an age gap between those under 30 and those 50 and older when it comes to discussing news with friends that often reflects their own political views, with younger adults more likely to say they do than older adults.

3. Younger Europeans are less likely to turn to public news media but more likely to rely on social media and newspaper brands

Younger Western Europeans – those who are 18 to 29 years old – turn to a different mix of outlets for news than adults ages 50 and older. They tend to rely less on public news organizations and more on newspaper and magazine brands (in any format) than those ages 50 and older. And a substantial portion of younger adults in six of the eight countries studied also name social media or search engine sites as their main new sources, which are much less likely to be named by those in the oldest age group. Adults ages 30 to 49 share some similarities with both the youngest and the oldest age groups – in some cases they name public news organizations at rates similar to those 50 and older, but this age group also names some online sources at rates similar to younger Europeans.

Additionally, adults under 30 are less likely to agree on a single main source for news, while those 50 and older are more likely to do so.

Younger Europeans turn to public news organizations less often than older adults

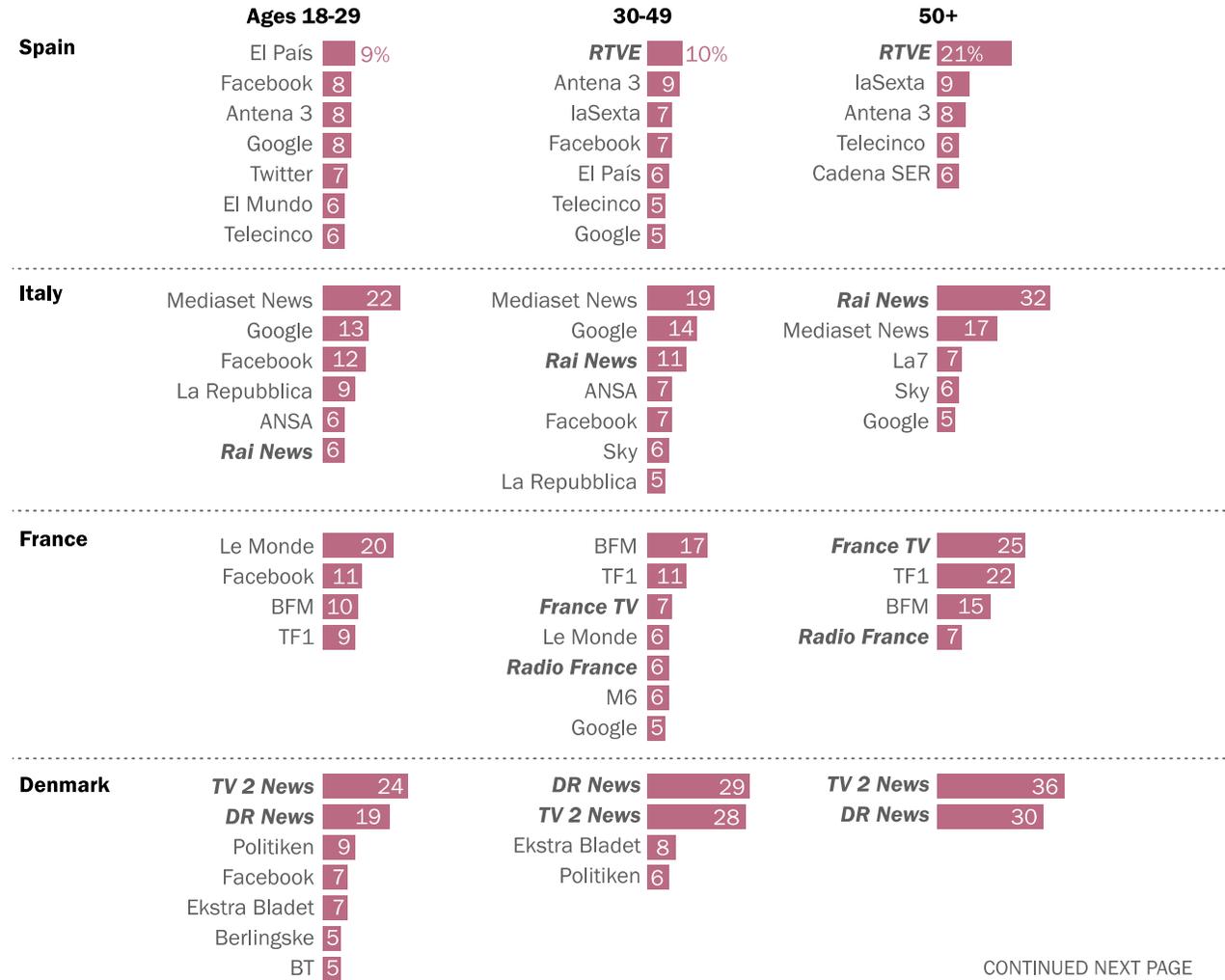
In most countries, younger Western Europeans are less likely than those ages 50 and older to say that their main source for news is a public news organization. In the southern countries studied – France, Italy and Spain – public news media don’t rank among the top three sources named by younger adults at all.³ In Italy, for example, Rai News is the sixth most named source for those under 30, with just 6% of younger adults naming the public broadcaster, compared with 11% of those ages 30 to 49 and 32% of those 50 years and older.

In the rest of the countries surveyed, even though public news organizations do rank among their top three main sources, younger adults don’t name these outlets as frequently as those 50 and older do. In the Netherlands, for example, while almost half of those ages 50 and older (47%) name NPO as their main news source, about a quarter of those ages 18 to 29 (26%) and 29% of those 30 to 49 do so. In Sweden, about half of those ages 50 and older (52%) name SVT/Radio as their main news source, compared with 22% of those ages 18-29 and 25% of those 30-49. The one exception is the UK, where the public news organization, the BBC, is the most named news source across all age groups, cited by at least four-in-ten adults in each age group as their main news source.

³ For this study, southern Europe refers to France, Italy and Spain. These three countries have somewhat similar news media environments, relationships between the press and the government, and political histories (Hallin & Mancini, 2004; Bruggemann et al., 2014).

Younger Europeans are less likely than older adults to name public news media as top news source

% of adults in each country who name each outlet as their main news source



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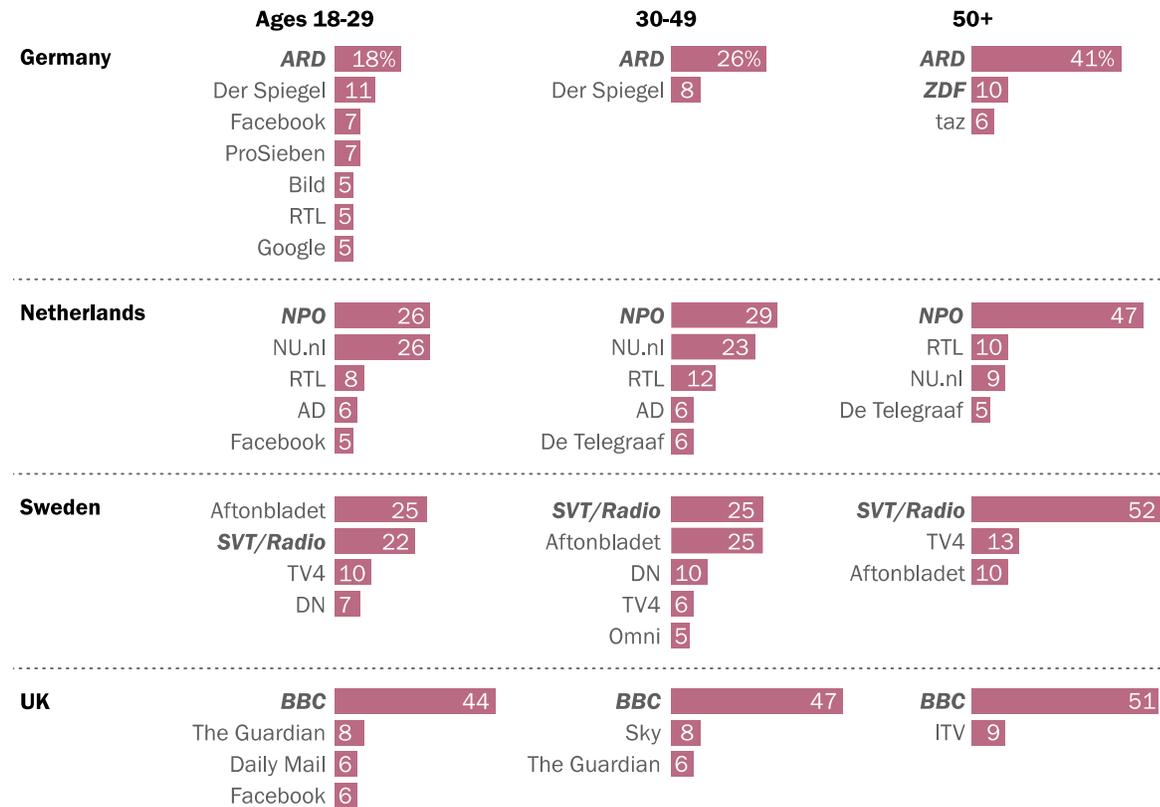
Note: Public broadcasters in each country are in **bold**. Respondents in each country were asked to name the outlet they turn to the most for news. Only sources named by 5% or more of each age group in each country are shown. These outlets may differ from the specific news outlets asked about separately in this survey. Major brands were grouped into their larger news organization. For example, in France, France 2 is part of France Télévisions (France TV).

Source: Survey of eight Western European countries conducted Oct. 30-Dec. 20, 2017.

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Younger Europeans are less likely than older adults to name public news media as top news source (continued)

% of adults in each country who name each outlet as their main news source



Note: Public broadcasters in each country are in **bold**. Respondents in each country were asked to name the outlet they turn to the most for news. Only sources named by 5% or more of each age group in each country are shown. These outlets may differ from the specific news outlets asked about separately in this survey. Major brands were grouped into their larger news organization. For example, in France, France 2 is part of France Télévisions (France TV).

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Younger Europeans are more likely to name newspaper brands as their main source for news

While younger Europeans are *less* likely than those 50 and older to use public news media, they are *more* likely to name a newspaper or magazine brand as their main source for news. A striking example is France, where Le Monde is the most commonly named main news source among those under 30 – 20% name it, compared with 6% of those 30 to 49 and just 2% of those 50 and older. Newspapers are far less common as a primary news source among the oldest age group in all eight countries. Only in one country – Sweden – did adults ages 50 and older name a newspaper (Aftonbladet) at a rate of 5% or more as one of their primary news sources. Adults ages 30 to 49 name newspapers as main sources in some countries but usually at lower rates than those under 30.

This preference for specific newspapers by younger Europeans exists even though they [are less likely to get news from print platforms](#) – suggesting that their consumption of news is more likely to be through newspaper websites or social media accounts. And while these newspapers sometimes have explicit ideological leanings, younger Europeans across most countries surveyed are more likely to turn to them, even after taking into account that younger people in many countries tend to [lean more to the left](#).

Additionally, younger Europeans are more likely than the older age groups to name a social media site as a primary news source: In six of the eight countries studied, 5% or more of adults ages 18 to 29 name Facebook as a primary news source. This is only true in two countries for those ages 30 to 49 and in no countries for those ages 50 and older.

Younger Europeans are less likely to agree on a single main source for news

In nearly all countries, younger adults are less likely than the oldest age group to agree on one outlet as their primary news source. For example, in Germany, 41% of those 50 and older name ARD, the top source for all age groups, as their main news source, compared to just 18% of those ages 18 to 29. Fragmentation among younger adults is especially evident in Spain, where no outlet is named by more than 9% of younger people as their main news source. Two exceptions are the UK and France. In the UK, large portions of both younger adults (44%) and those 50 and older (51%) concentrate around one outlet – the BBC – as their main news source. In France, no more than a quarter of any age group agrees on a top main news source.

Younger and older Europeans also differ in which sources they turn to most. Looking at just the outlets named by 5% or more of each age group, younger adults in all eight countries list at least one outlet that isn't named by those 50 and older. And in the case of Spain and Denmark, younger adults name five sources that aren't named by at least 5% of those ages 50 and older. For example,

in Denmark, younger adults name Politiken, Facebook, Ekstra Bladet, Berlingske and BT as their main sources for news, while those in the oldest age group do not name any of these.

4. Younger Europeans think news media are performing worse but agree with older adults on their importance to society

Across the eight European countries studied, younger adults – those ages 18 to 29 – largely agree with those older than them that the news media are important to the functioning of society. But, when it comes to how the news media are doing, younger people in many countries are less keen on their performance than older adults (those 50 and older). Particularly in Spain, the UK, Denmark and Sweden, those under 30 are much less satisfied with how the news media are doing on reporting without bias or covering key issues.

People of all ages agree news media are important to the functioning of society

Across the eight countries studied, broad majorities of all age groups agree that the news media are important to the functioning of the country's society.

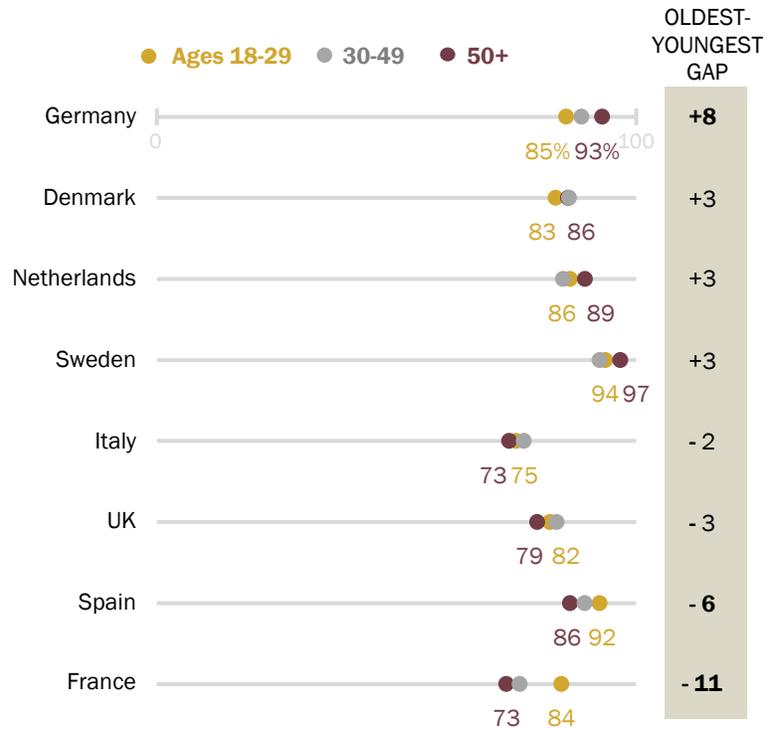
Only in three countries – Germany, France and Spain – do younger people rate the importance of the news media differently from those in the oldest age group. In Germany, younger adults are less likely to think the news media are important to society than older adults. There, 85% of Germans ages 18-29 say the news media are important – about the same rate as those 30-49 (89%) but lower than those 50 and older (93%).

In France and Spain, the opposite is true; younger adults tend to see the news media as slightly *more*

important. For example, in France, 84% of those under 30 say the news media are important, compared with 76% of those 30 to 49 and 73% of those 50 and older. Younger French adults are also more likely to say the news media are *very* important to society (37%) than those 50 and older (24%).

Regardless of age, most Europeans say the news media are important to the functioning of society

% of adults in each country who say the news media are very/somewhat important to the functioning of the country's society



Note: Statistically significant differences are in **bold**.

Source: Survey of eight Western European countries conducted Oct. 30-Dec. 20, 2017. "Western Europeans Under 30 View News Media Less Positively, Rely More on Digital Platforms Than Older Adults"

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Younger adults in Spain, the UK, Denmark and Sweden are less satisfied with how the news media perform on key functions

But, even while younger and older Europeans are in sync about the importance of the news media, younger adults stand out in some countries for the relatively low marks they give the news media's performance. In four of the eight countries surveyed – Spain, the United Kingdom, Denmark and Sweden – younger people consistently hold more negative attitudes about the news media than the oldest age group. This is true when it comes to both how the news media perform across five key functions and how well they cover three key issues.

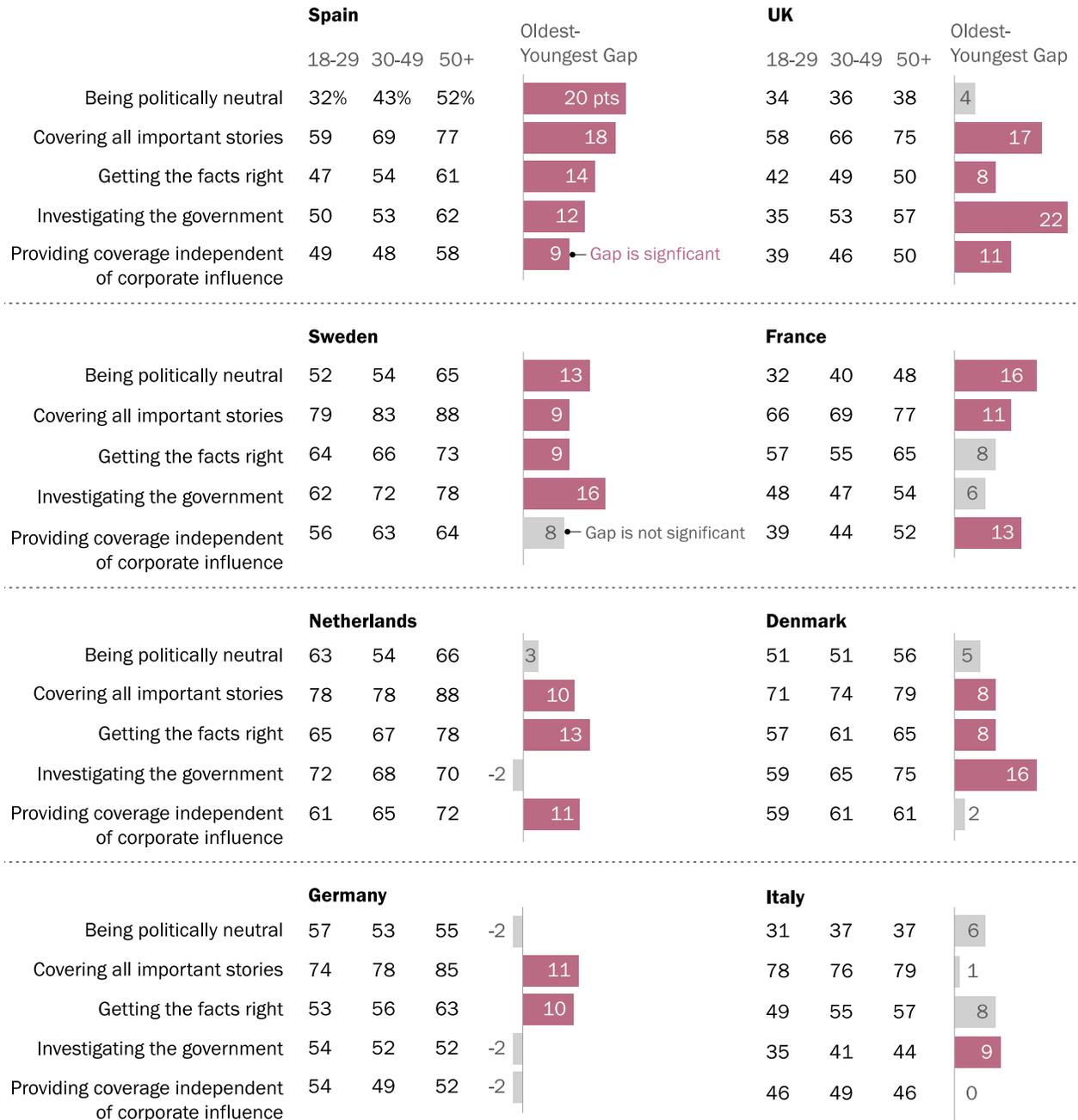
Respondents were asked to rate how well the news media performs across five dimensions: covering all important stories of the day, investigating the actions of the government, getting the facts right, providing coverage independent of corporate influence and being politically neutral in their news coverage. In Spain, the UK and Sweden, adults under age 30 tend to think the news media are doing a worse job across at least four of these issue areas than do those ages 50 and older.

Spain highlights this pattern most clearly. Spaniards under 30 are less likely than those ages 50 and older to give the news media high ratings. For example, 32% of younger Spaniards say the news media are doing a good job being politically neutral in their news coverage, compared with 43% of those ages 30-49 and 52% of those 50 and older. There are similar gaps between younger Spaniards and those 50 and older of at least nine percentage points when it comes to evaluations of how well the news media are doing at providing coverage independent of corporate influence, covering all important stories of the day, getting the facts right and investigating the actions of the government.

Across all of these issue areas, the starkest age gaps emerge when it comes to how well the news media are doing at investigating the actions of the government. In the UK, for example, 35% of those ages 18-29 say the news media are doing a good job at this, compared with 53% of those ages 30-49 and 57% of those 50 and older. In both Denmark and Sweden, younger adults are 16 percentage points less likely to say the news media are doing a good job investigating the government than those 50 and older.

In some countries, younger Europeans give media lower marks for coverage of key issues

% of adults in each country who say the news media do a *very/somewhat good job* at ...



Source: Survey of eight Western European countries conducted Oct. 30-Dec. 20, 2017.
 "Western Europeans Under 30 View News Media Less Positively, Rely More on Digital Platforms Than Older Adults"

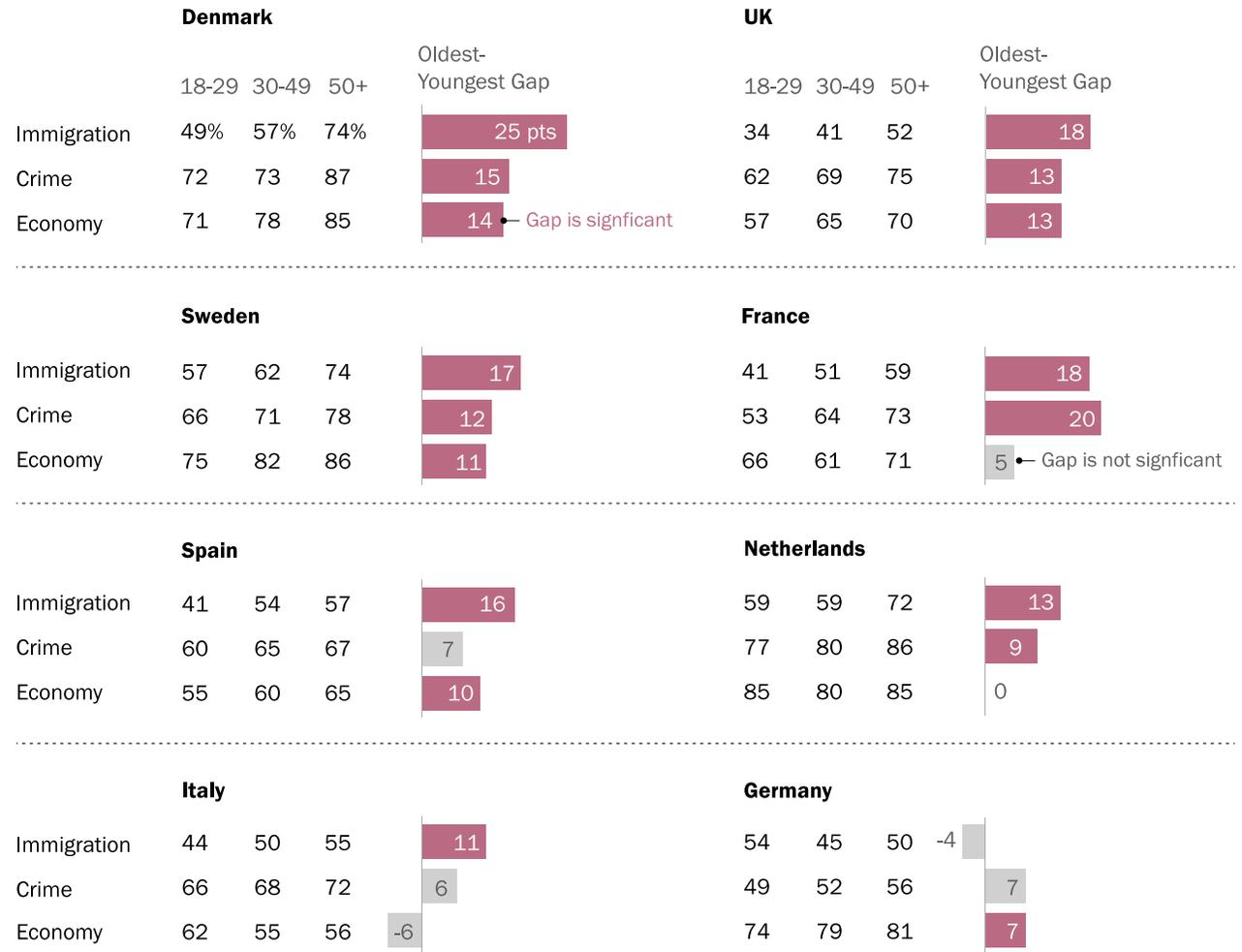
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People were also asked how good of a job they think news organizations are doing reporting on three key issues: immigration, crime and the economy. Once again, younger people in many countries say that the news media are doing a worse job reporting on these issues than those older than them. In France, for example, 53% of adults ages 18-29 think that the news media are doing a good job covering the issue of crime, compared with 64% of those 30-49 and 73% of those 50 and older.

Across three countries, younger and older adults diverge in their assessments of how well the news media are reporting on all three of these issues. But, the differences in opinion between younger and older Europeans tend to be largest when it comes to how well the news media are doing reporting on the topic of immigration. In Denmark, for example, about half of those under 30 (49%) say that the news media are doing a good job covering immigration, compared with around three-quarters of those 50 and older (74%).

In many countries, older Europeans give the news media higher ratings for covering certain topics

% of adults in each country who say the news media do a very/somewhat good job at covering ...



Source: Survey of eight Western European countries conducted Oct. 30-Dec. 20, 2017.
 “Western Europeans Under 30 View News Media Less Positively, Rely More on Digital Platforms Than Older Adults”

5. Despite overall doubts about the news media, younger Europeans continue to trust specific outlets

When it comes to the news media overall, younger Europeans – those ages 18 to 29 – trust the news media less than adults in the oldest age group (those 50 and older) in five of the eight countries in Western Europe included in this survey. But, this does not mean that younger Europeans are unable to find particular outlets that they use or trust in their respective countries. Even while distrusting the news media at higher rates, younger adults nonetheless trust specific newspaper and magazine brands as much if not more than those older than them.

In most countries, younger Europeans trust the news media less than older adults

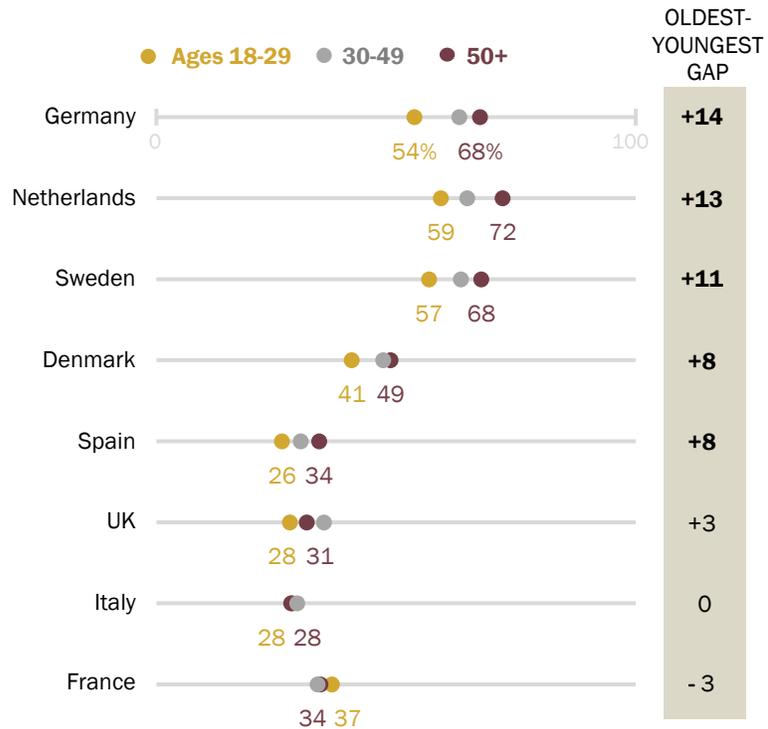
In five of the eight Western European countries surveyed, younger adults trust the news media less than those in the oldest age group. The largest gap between the youngest and oldest age groups is in Germany, where 54% of those ages 18-29 trust the news media, compared with 68% of those 50 and older (and 63% of those 30 to 49). There are also gaps in trust between younger and older adults in the Netherlands, Sweden, Denmark and Spain.

In Germany, the Netherlands and Sweden, even while younger adults tend to trust the news media less than older adults, more than half of those under 30 still trust the news media. For example, in the Netherlands, even while younger adults trust the news media 13 percentage points less than those 50 older, around six-in-ten Dutch adults ages 18 to 29 (59%) say they trust the news media.

In the UK, Italy and France – where trust in the news media is relatively low, particularly in comparison to northern Europe – younger and older adults trust the news media at similar rates.⁴ For example, in Italy, only around a quarter of each age group say they trust the news media (28% of those under 30, 29% of those 30 to 49 and 28% of those 50 and older).

Younger Europeans tend to trust the news media less than older adults

% of adults in each country who trust the news media a lot/somewhat



Note: Statistically significant differences are in bold.

Source: Survey of eight Western European countries conducted Oct. 30-Dec. 20, 2017. "Western Europeans Under 30 View News Media Less Positively, Rely More on Digital Platforms Than Older Adults"

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⁴ For this study, southern Europe refers to France, Italy and Spain. These three countries have somewhat similar news media environments, relationships between the press and the government, and political histories (Hallin & Mancini, 2004; Bruggemann et al., 2014).

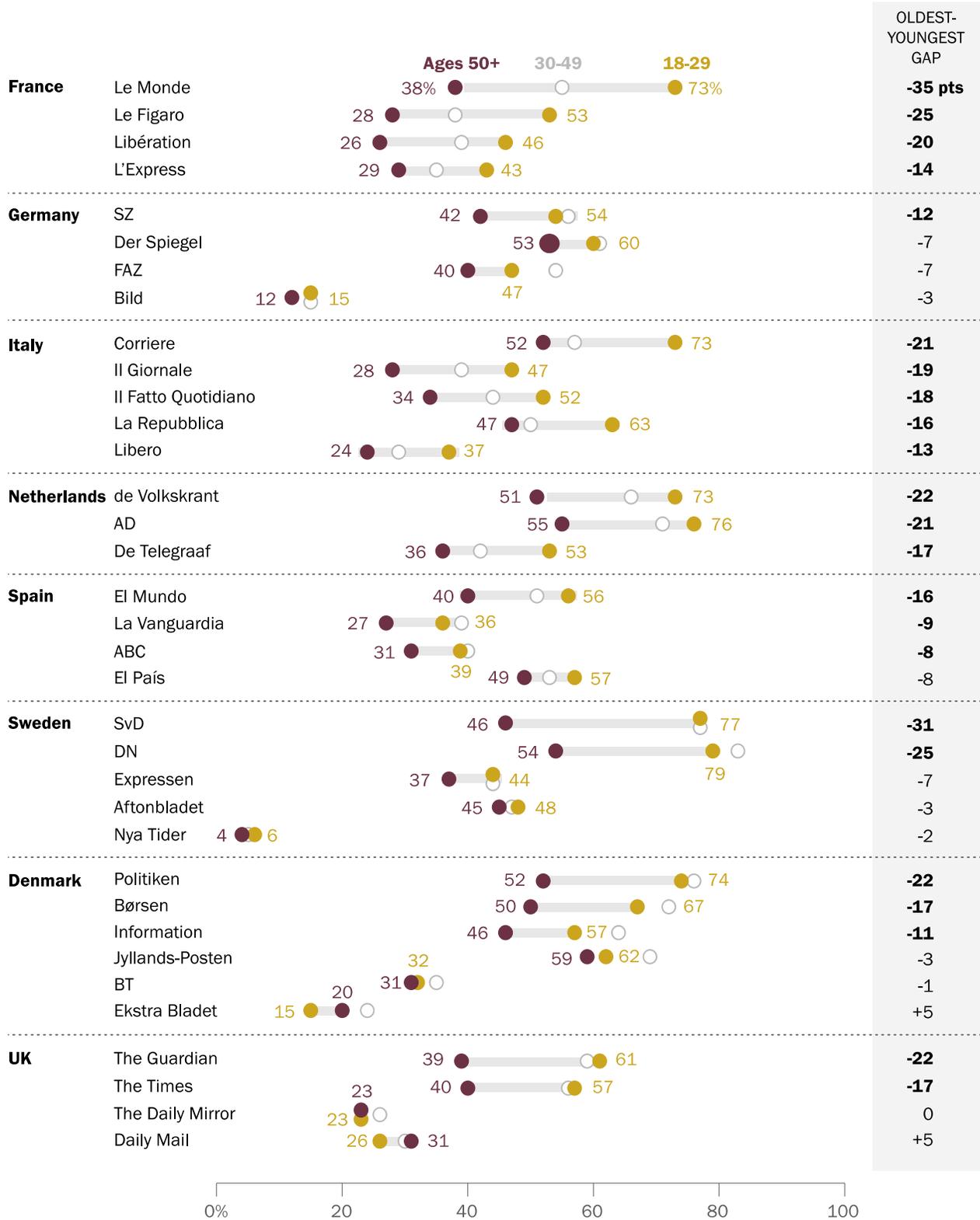
Younger Europeans tend to trust print outlets at higher rates than older Europeans

While younger Europeans tend to trust the news media less than older adults, the same is not true when it comes to trust in specific outlets (see [Appendix A](#) for more information on how the outlets were chosen). In fact, for some outlets, 18- to 29-year-olds trust them as much if not more than those ages 30-49 or 50 and older.

Younger Europeans – who tend to [rely on specific newspapers more than older adults](#) – also tend to trust these outlets at higher rates than adults ages 50 and older. For example, in France, younger adults trust each of the four newspaper brands asked about – Le Monde, Le Figaro, Libération and L’Express – more than those in the oldest age group. These gaps in trust can be substantial, with younger people at least 14 points more trusting of each of these sources than those 50 and older. In the case of Le Monde, there is a 35-percentage-point gap in trust; nearly three-quarters of those 18-29 (73%) trust the outlet, compared with 38% of those 50 and older.

Younger Europeans are more trusting of newspaper and magazine brands

% of adults in each country who generally trust each news outlet



Note: Statistically significant differences are in bold. For information on how these outlets were chosen, see Appendix A.

Source: Survey of eight Western European countries conducted Oct. 30-Dec. 20, 2017.

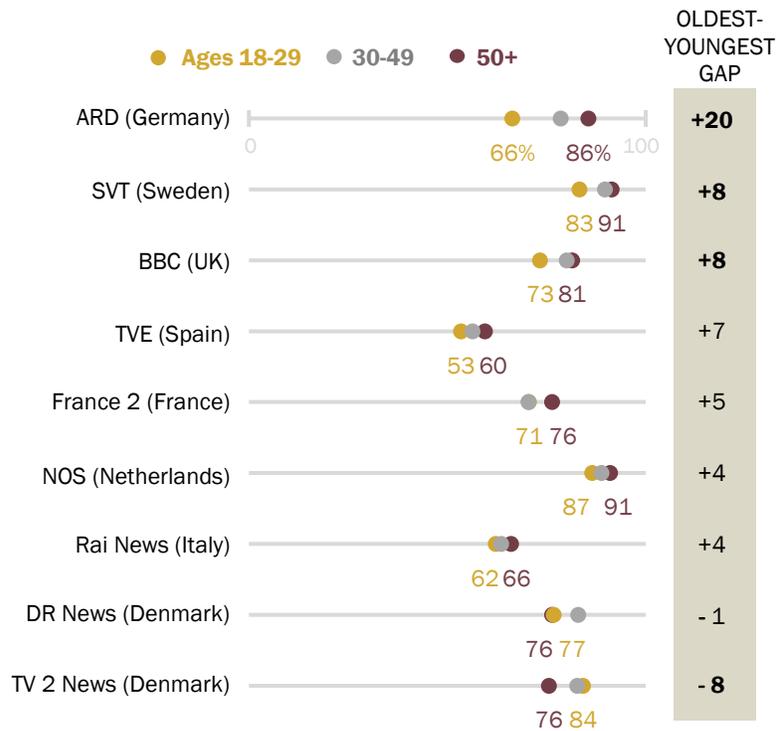
“Western Europeans Under 30 View News Media Less Positively, Rely More on Digital Platforms Than Older Adults”

Views of public news organizations

When it comes to trust in public news organizations, though, there are few differences among the age groups. In four of the eight countries surveyed – Spain, France, Italy and the Netherlands – all age groups are about as equally likely to trust public news media. In three countries – Germany, Sweden and the United Kingdom – those under age 30 are less likely than those ages 50 and older to trust public news organizations in their countries. And, in Denmark, where people were asked to evaluate two public outlets, younger adults are more likely to trust TV 2 News than those 50 and older, while they exhibit similar levels of trust in DR News as those 50 and older.

In three Western European countries, younger adults less likely to trust public news organizations

% of adults in each country who generally trust each news outlet



Note: Statistically significant differences are in **bold**. For information on how these outlets were chosen, see Appendix A.

Source: Survey of eight Western European countries conducted Oct. 30-Dec. 20, 2017. "Western Europeans Under 30 View News Media Less Positively, Rely More on Digital Platforms Than Older Adults"

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But, in all countries – even the three where those under 30 trust the outlets less than those older than them – about half or more of younger adults in each country still trust the public news organization.

Acknowledgments

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Find related reports online at: pewresearch.org/journalism and pewresearch.org/global.

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Methodology

About Pew Research Center's fall 2017 survey

Results for the survey are based on telephone interviews conducted under the direction of SSRS and GfK. The results are based on national samples. More details about our international survey methodology and country-specific sample designs are [available here](#).

General information on international survey research

Appendix A: How news outlets were selected in each country

The goal for selecting news outlets was to ask about a list of well-known outlets that capture a broad range of news media, in terms of platform (print, radio, TV or digital), audience size, funding sources (public vs. private) and ideological appeal. Taking into consideration questionnaire length, question battery length, the mode of the survey (telephone) and cost, researchers decided to ask questions about eight outlets in each country.

The selection of the final list of eight outlets involved several steps. First, researchers took into consideration audience data and self-reported usage data from the Reuters Institute's 2017 Digital News Reports, comScore, Alexa.com, Eurotopics.net, and the World Association of Newspapers and News Publishers (WAN-IFRA) to generate a list of the top outlets per country. From this list, researchers selected outlets that represented a range of platforms and funding sources, with a preference for more widely used outlets within these categories. As part of this selection process, a panel of expert advisers was consulted: Charlie Beckett, professor at the London School of Economics; Gianpietro Mazzoleni, professor at the University of Milan; Adam Thomas, director of the European Journalism Centre; Barbara Thomaß, professor at Ruhr-Universität Bochum; and Claes de Vreese, professor and program group director of political communication and journalism at the Amsterdam School of Communication Research. In addition, researchers reviewed lists of outlets in relevant academic work and the transcripts from [a series of focus groups](#) that Pew Research Center conducted in May and June 2017 in France, Sweden, the Netherlands and the UK in order to ensure that the selected outlets appealed to people across a wide range of political orientations. In certain cases, these consultations and focus groups resulted in adding smaller outlets to the list in order to capture the scope and variety of the news media landscape in each country.

By asking survey questions about eight outlets that vary across four key factors – audience size, type of platform, funding structure and ideological appeal – the study was able to capture public views about the broad scope of each country's media system. It is important to keep in mind, however, that a list of eight outlets cannot represent or capture all of the nuances of and full variety within the media landscape of any country.

The final list of eight outlets in each country asked about consisted of the following:

France

- BFM
- France 2
- TF1
- Le Monde
- Le Figaro
- Libération
- Mediapart
- L'Express

Germany

- ARD
- Sat1
- RTL
- Bild
- Süddeutsche Zeitung (SZ)
- Der Spiegel
- Frankfurter Allgemeine Zeitung (FAZ)
- Die Tageszeitung (taz)⁵

Italy

- Rai News
- Mediaset News
- La7
- La Repubblica
- Corriere della Sera (Corriere)
- Il Giornale
- Il Fatto Quotidiano
- Libero

⁵ Results from [Q.8](#), [Q.9](#) and [Q.10](#) related to the outlet Die Tageszeitung (taz) were removed from the analysis because the language used to identify it may have confused respondents. Results for Q.7 remain due to respondents voluntarily responding Die Tageszeitung (taz) as their main source of news when asked an open-ended question.

The Netherlands

- the NOS (NOS)
- RTL
- Algemeen Dagblad (AD)
- de Volkskrant
- De Telegraaf
- NU.nl
- GeenStijl
- Joop.nl

Spain

- Televisión Española (TVE)
- Antena 3
- El País
- El Mundo
- ABC
- El Diario
- Público
- La Vanguardia

Sweden

- Sveriges Television (SVT)
- TV4
- Dagens Nyheter (DN)
- Svenska Dagbladet (SvD)
- Aftonbladet
- Expressen
- Nya Tider
- Flashback

Denmark

- DR News
- TV 2 News
- Politiken
- Jyllands-Posten
- BT
- Ekstra Bladet
- Børsen
- Information

UK

- BBC
- Sky
- ITV
- The Guardian
- The Times
- The Daily Mirror
- Daily Mail
- HuffPost

In addition to this series of questions about these specific outlets, respondents were also asked in an open-ended question to volunteer their main source for news. This allowed respondents to name any source, not limiting them to the specific ones asked about in the survey questions. All outlets that were named by respondents as their main source for news are reported in the topline. Outlets that were not recognized or were unintelligible by the local vendor or Pew Research Center are grouped together as “other” in the http://www.journalism.org/2018/wp-content/uploads/sites/8/2018/10/PJ_2018.10.30_europe-age_TOPLINE.pdf.

Appendix B: About the focus groups

Pew Research Center conducted a series of focus groups to better understand where people turn for information and their attitudes toward the news media in their countries. Four focus groups were held in each of the following four countries: the UK, France, Sweden and the Netherlands.⁶ Each focus group consisted of eight adults coming together for an hour and a half for a discussion led by a professional moderator from Ipsos MORI using a guide developed by Pew Research Center.

In each country, the groups were structured according to the following criteria:

- Group 1, “lower education” – all participants had less than a college degree;
- Group 2, “younger, higher education” – all participants were under 35 years old and had at least a college degree;
- Group 3, “older, higher education” – all participants were ages 35 and older and had at least a college degree;
- Group 4, “supporters of right-wing or populist parties” – all participants had at least a somewhat favorable opinion of the Party for Freedom (PVV) in the Netherlands, the National Front in France, the UK Independence Party (UKIP) in the United Kingdom and the Sweden Democrats in Sweden.

Focus groups were balanced with regard to gender and participants were required to have at least some interest in politics and to consume news at least several times a week. No participants worked in the media industry or identified as working in politics. Groups 1-3 were balanced with regard to left-right ideology, with at least two participants who identified on the ideological left and two on the ideological right in each group.

Focus groups were held in the following locations and on the following dates:

- London: May 15-17, 2017
- Paris: May 17-18, 2017
- Stockholm: May 29-30, 2017
- Amsterdam: May 31-June 1, 2017

Ipsos MORI recruited the participants via phone using a screener designed by Pew Research Center. All participants were given financial remuneration for their time.

⁶ Focus groups were held in four, rather than all eight countries, because of time and resources. Countries were chosen purposefully in order to ensure coverage of multiple types of European media systems identified in previous research (Hallin & Mancini, 2004; Bruggemann et al., 2014).

Appendix C: Detailed tables

Trust in the news media, by age

% of adults in each country who trust the news media a lot/somewhat

	Ages 18-29	30-49	50+	OLDEST- YOUNGEST GAP
Germany	54%	63%	68%	+14
Netherlands	59	65	72	+13
Sweden	57	64	68	+11
Denmark	41	47	49	+8
Spain	26	30	34	+8
UK	28	35	31	+3
Italy	28	29	28	0
France	37	34	34	-3

Note: Statistically significant differences are in **bold**.

Source: Survey of eight Western European countries conducted Oct. 30-Dec. 20, 2017.
 "Western Europeans Under 30 View News Media Less Positively, Rely More on Digital
 Platforms Than Older Adults"

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View the news media as important to society, by age

% of adults in each country who say the news media are very/somewhat important to the functioning of the country's society

	Ages 18-29	30-49	50+	OLDEST -YOUNGEST GAP
Germany	85%	89%	93%	+8
Sweden	94	92	97	+3
Netherlands	86	85	89	+3
Denmark	83	86	86	+3
Italy	75	77	73	- 2
UK	82	83	79	- 3
Spain	92	89	86	- 6
France	84	76	73	- 11

Note: Statistically significant differences are in **bold**.

Source: Survey of eight Western European countries conducted Oct. 30-Dec. 20, 2017.
 "Western Europeans Under 30 View News Media Less Positively, Rely More on Digital
 Platforms Than Older Adults"

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Trust in news outlets, by age

% of adults in each country who generally trust each news outlet

Outlets in each country	Ages 18-29	30-49	50+	OLDEST -YOUNGEST GAP
Denmark				
Ekstra Bladet	15%	24%	20%	+5
DR News	77	83	76	- 1
BT	32	35	31	- 1
Jyllands-Posten	62	69	59	- 3
TV 2 News	84	83	76	- 8
Information	57	64	46	- 11
Børsen	67	72	50	- 17
Politiken	74	76	52	- 22
France				
BFM	49	57	56	+7
TF1	62	59	68	+6
France 2	71	70	76	+5
Mediapart	30	29	22	- 8
L'Express	43	35	29	- 14
Libération	46	39	26	- 20
Le Figaro	53	38	28	- 25
Le Monde	73	55	38	- 35
Germany				
ARD	66	79	86	+20
RTL	33	39	41	+8
Bild	15	15	12	- 3
Sat1	48	41	42	- 6
Der Spiegel	60	61	53	- 7
FAZ	47	54	40	- 7
SZ	54	56	42	- 12

Note: Statistically significant differences are in **bold**. The survey asked respondents a series of questions about eight specific outlets in their country, which in some cases are part of a larger news organization. Therefore, the outlets listed here may differ from the main news source outlets analyzed. For example, in France the survey asked specifically about the television news channel France 2, which is part of the larger France Télévisions (France TV) family of channels.

Source: Survey of eight Western European countries conducted Oct. 30-Dec. 20, 2017. "Western Europeans Under 30 View News Media Less Positively, Rely More on Digital Platforms Than Older Adults"

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Trust in news outlets, by age (continued)

% of adults in each country who generally trust each news outlet

Outlets in each country	Ages 18-29	30-49	50+	OLDEST-YOUNGEST GAP
Italy				
La7	55%	61%	63%	+8
Rai News	62	64	66	+4
Mediaset News	47	52	46	- 1
Libero	37	29	24	- 13
La Repubblica	63	50	47	- 16
Il Fatto Quotidiano	52	44	34	- 18
Il Giornale	47	39	28	- 19
Corriere	73	57	52	- 21
Netherlands				
NOS	87	89	91	+4
RTL	72	77	73	+1
Joop.nl	5	6	5	0
GeenStijl	14	12	9	- 5
De Telegraaf	53	42	36	- 17
AD	76	71	55	- 21
de Volkskrant	73	66	51	- 22
NU.nl	83	74	52	- 31
Spain				
Antena 3	58	65	66	+8
TVE	53	56	60	+7
El País	57	53	49	- 8
ABC	39	40	31	- 8
Público	32	30	24	- 8
El Diario	41	39	32	- 9
La Vanguardia	36	39	27	- 9
El Mundo	56	51	40	- 16

Note: Statistically significant differences are in **bold**. The survey asked respondents a series of questions about eight specific outlets in their country, which in some cases are part of a larger news organization. Therefore, the outlets listed here may differ from the main news source outlets analyzed. For example, in France the survey asked specifically about the television news channel France 2, which is part of the larger France Télévisions (France TV) family of channels.

Source: Survey of eight Western European countries conducted Oct. 30-Dec. 20, 2017. "Western Europeans Under 30 View News Media Less Positively, Rely More on Digital Platforms Than Older Adults"

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Trust in news outlets, by age (continued)

% of adults in each country who generally trust each news outlet

Outlets in each country	Ages 18-29	30-49	50+	OLDEST-YOUNGEST GAP
Sweden				
SVT	83%	90%	91%	+8
TV4	77	84	80	+3
Nya Tider	6	5	4	-2
Aftonbladet	48	47	45	-3
Flashback	8	9	2	-6
Expressen	44	44	37	-7
DN	79	83	54	-25
SvD	77	77	46	-31
UK				
ITV	63	74	79	+16
BBC	73	80	81	+8
Daily Mail	26	30	31	+5
The Daily Mirror	23	26	23	0
Sky News	53	61	52	-1
The Times	57	56	40	-17
HuffPost	31	28	12	-19
The Guardian	61	59	39	-22

Note: Statistically significant differences are in **bold**. The survey asked respondents a series of questions about eight specific outlets in their country, which in some cases are part of a larger news organization. Therefore, the outlets listed here may differ from the main news source outlets analyzed. For example, in France the survey asked specifically about the television news channel France 2, which is part of the larger France Télévisions (France TV) family of channels.

Source: Survey of eight Western European countries conducted Oct. 30-Dec. 20, 2017. "Western Europeans Under 30 View News Media Less Positively, Rely More on Digital Platforms Than Older Adults"

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Get news from TV at least daily, by age

% of adults in each country who get news at least daily from television

	Ages 18-29	30-49	50+	OLDEST-YOUNGEST GAP
Denmark	29%	55%	88%	+59
Sweden	32	48	86	+54
Netherlands	38	63	89	+51
Germany	38	61	87	+49
UK	35	50	79	+44
France	44	62	86	+42
Italy	65	74	91	+26
Spain	68	79	89	+21

Note: Statistically significant differences are in **bold**.

Source: Survey of eight Western European countries conducted Oct. 30-Dec. 20, 2017.

“Western Europeans Under 30 View News Media Less Positively, Rely More on Digital Platforms Than Older Adults”

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Never get news from TV, by age

% of adults in each country who never get news from television

	Ages 18-29	30-49	50+	OLDEST-YOUNGEST GAP
Italy	7%	8%	3%	- 4
Spain	10	3	3	- 7
Netherlands	13	9	3	- 10
UK	19	13	5	- 14
Germany	20	11	4	- 16
France	24	11	5	- 19
Sweden	23	15	3	- 20
Denmark	24	13	2	- 22

Note: Statistically significant differences are in **bold**.

Source: Survey of eight Western European countries conducted Oct. 30-Dec. 20, 2017.

“Western Europeans Under 30 View News Media Less Positively, Rely More on Digital Platforms Than Older Adults”

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Get news from radio at least daily, by age

% of adults in each country who get news *at least daily* from radio

	Ages 18-29	30-49	50+	OLDEST-YOUNGEST GAP
Sweden	34%	58%	72%	+38
Denmark	33	56	65	+32
France	29	57	57	+28
Spain	27	48	53	+26
UK	28	56	53	+25
Germany	49	69	72	+23
Netherlands	40	57	58	+18
Italy	41	56	43	+2

Note: Statistically significant differences are in **bold**.

Source: Survey of eight Western European countries conducted Oct. 30-Dec. 20, 2017.
 “Western Europeans Under 30 View News Media Less Positively, Rely More on Digital Platforms Than Older Adults”

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Never get news from radio, by age

% of adults in each country who *never* get news from radio

	Ages 18-29	30-49	50+	OLDEST-YOUNGEST GAP
Italy	24%	22%	35%	+11
Netherlands	23	17	26	+3
Spain	40	25	32	- 8
Germany	21	10	13	- 8
France	37	21	27	- 10
UK	38	17	27	- 11
Denmark	30	19	15	- 15
Sweden	27	9	8	- 19

Note: Statistically significant differences are in **bold**.

Source: Survey of eight Western European countries conducted Oct. 30-Dec. 20, 2017.
 “Western Europeans Under 30 View News Media Less Positively, Rely More on Digital Platforms Than Older Adults”

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Get news online at least daily, by age

% of adults in each country who get news at least daily online

	Ages 18-29	30-49	50+	OLDEST-YOUNGEST GAP
Netherlands	69%	67%	51%	- 18
France	63	50	41	- 22
Denmark	80	79	56	- 24
Sweden	83	83	59	- 24
Germany	67	68	40	- 27
Italy	83	75	56	- 27
Spain	73	67	45	- 28
UK	72	68	37	- 35

Note: Statistically significant differences are in **bold**.

Source: Survey of eight Western European countries conducted Oct. 30-Dec. 20, 2017.

"Western Europeans Under 30 View News Media Less Positively, Rely More on Digital Platforms Than Older Adults"

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Never get news online, by age

% of adults in each country who never get news online

	Ages 18-29	30-49	50+	OLDEST-YOUNGEST GAP
Germany	6%	9%	42%	+36
Spain	6	13	40	+34
UK	5	11	36	+31
France	13	23	41	+28
Netherlands	3	14	31	+28
Italy	4	9	27	+23
Denmark	2	3	24	+22
Sweden	1	2	22	+21

Note: Statistically significant differences are in **bold**.

Source: Survey of eight Western European countries conducted Oct. 30-Dec. 20, 2017.

"Western Europeans Under 30 View News Media Less Positively, Rely More on Digital Platforms Than Older Adults"

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Get news from print at least daily, by age

% of adults in each country who get news at least daily from print

	Ages 18-29	30-49	50+	OLDEST-YOUNGEST GAP
Germany	16%	31%	60%	+44
Sweden	20	33	64	+44
Netherlands	12	16	53	+41
Denmark	11	16	43	+32
France	11	17	32	+21
UK	10	13	29	+19
Spain	13	26	31	+18
Italy	19	28	36	+17

Note: Statistically significant differences are in **bold**.

Source: Survey of eight Western European countries conducted Oct. 30-Dec. 20, 2017.

"Western Europeans Under 30 View News Media Less Positively, Rely More on Digital Platforms Than Older Adults"

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Never get news from print, by age

% of adults in each country who never get news from print

	Ages 18-29	30-49	50+	OLDEST-YOUNGEST GAP
Spain	37%	33%	36%	- 1
Italy	29	30	26	- 3
Sweden	16	17	9	- 7
UK	35	38	26	- 9
France	45	39	30	- 15
Denmark	32	24	16	- 16
Germany	32	26	14	- 18
Netherlands	43	32	21	- 22

Note: Statistically significant differences are in **bold**.

Source: Survey of eight Western European countries conducted Oct. 30-Dec. 20, 2017.

"Western Europeans Under 30 View News Media Less Positively, Rely More on Digital Platforms Than Older Adults"

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Familiar with news sources seen on social media, by age

% of social media news consumers in each country who say most of the news they see on social media comes from news sources they are familiar with

	Ages 18-29	30-49	50+	OLDEST-YOUNGEST GAP
Netherlands	59%	57%	53%	- 6
Sweden	68	68	59	- 9
Spain	68	64	57	- 11
Germany	62	56	49	- 13
France	60	54	43	- 17
Italy	62	52	44	- 18
UK	65	57	47	- 18
Denmark	83	73	60	- 23

Note: Statistically significant differences are in **bold**.

Source: Survey of eight Western European countries conducted Oct. 30-Dec. 20, 2017. "Western Europeans Under 30 View News Media Less Positively, Rely More on Digital Platforms Than Older Adults"

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News seen on social media reflects one's own political views, by age

% of social media news consumers in each country who say the news they see on social media is often in line with their own political views

	Ages 18-29	30-49	50+	OLDEST-YOUNGEST GAP
France	12%	10%	10%	- 2
Denmark	13	16	10	- 3
Italy	20	16	14	- 6
UK	18	13	11	- 7
Sweden	27	23	18	- 9
Germany	18	13	8	- 10
Netherlands	23	17	12	- 11
Spain	36	25	18	- 18

Note: Statistically significant differences are in **bold**.

Source: Survey of eight Western European countries conducted Oct. 30-Dec. 20, 2017. "Western Europeans Under 30 View News Media Less Positively, Rely More on Digital Platforms Than Older Adults"

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Appendix D: Topline questionnaire

Pew Research Center
Fall 2017 Survey
October 30, 2018 Release

Methodological notes:

- Survey results are based on national samples. For further details on sample designs, see [Methodology](#) section and our [international survey methods database](#).
- Due to rounding, percentages may not total 100%. The topline “total” columns show 100%, because they are based on unrounded numbers.
- Not all questions included in the Fall 2017 survey are presented in this topline.