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DIGITAL NEWS REPORT

PORTUGAL 2025 — MAIN FINDINGS

JUNHO 2025

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This document is an author's translation of the main findings of the Digital News Report Portugal 2025, which is only available in Portuguese at OberCom's website. As this is a direct translation of the original Portuguese report, it can be cited using the same reference (APA 7th):

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Digital News Report

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About the Digital News Report Portugal 2025

The Digital News Report Portugal is an annual publication, produced by OberCom – Observatório da Comunicação since 2015. **It focuses on understanding how Portuguese internet users engage with news content, news brands, and journalism**. Portugal is one of several countries whose research teams produce a national report published alongside the global Digital News Report by the Reuters Institute for the Study of Journalism (RISJ), University of Oxford.

The insights, interpretations, and conclusions presented here refer specifically to the Portuguese context. However, international and global comparisons are made to situate and contextualise how Portuguese audiences engage with news content.

For a more comprehensive understanding of news consumption in Portugal, readers are encouraged to consult the full series of Digital News Report Portugal editions (available at the OberCom website[1]) and, for a deeper understanding of the global outlook, the Digital News Report series published by the Reuters Institute for the Study of Journalism[2]. **The global report provides comparative perspectives and international trends, while this national edition offers an in-depth analysis of all findings relating to Portugal**.

In addition to producing this national report, the authors also contribute to the global report by preparing the Portugal Country Profile Brief—a concise overview of the Portuguese media and news ecosystem, included in its original version at the end of this document.

[1] OberCom.pt – Digital News Report Portugal
[2] Reuters Institute for the Study of Journalism – Reuters Digital News Report

The Digital News Report Portugal 2025 (DNRPT25) marks the 10th edition of the national report series published by OberCom – Observatório da Comunicação since 2015.

OberCom works closely with the Reuters Institute for the Study of Journalism in suggesting potential topics and themes to be covered each year, assuring the quality of the national questionnaire, and in the analysis and interpretation of the Portuguese data. This year's report offers a detailed examination of the results for Portugal and benefits from ten years of accumulated data since 2015[3]. This long-term dataset enables the identification of specific national trends and their comparison with broader international developments.

Fieldwork was conducted by YouGov, and **the global survey reached approximately 97,000 internet users across 48 countries**. Serbia joined the list of countries in the study in 2025, following the inclusion of Morocco in 2024.

As in previous years, the 2025 survey was conducted using a nationally representative sample of the Portuguese population (n=2014), stratified by education level, gender, age, and region[4]. These variables are analysed in aggregated form throughout the report[5].

[3] Annual samples n≈2000 (except 2015, n≈1000) – These samples include only Portuguese respondents who use the internet. (For information on global sub-samples, please refer to the methodology note at the end of this document).

[4] Stratification by education level was applied in most countries, though not all. In the Portuguese case, the sample includes a higher proportion of respondents with lower levels of education, in order to more accurately reflect the national population distribution by educational attainment.

[5] Age groups: 18–24, 25–34, 35–44, 45–54, 55–64, 65+ years; Household income brackets: Low income – up to €4,999/year, Medium income – €5,000 to €24,999/year, High income – over €24,999/year; Education levels: Low – up to lower secondary education (9th grade), Medium – upper secondary education, High – certified vocational training or any form of higher education.

In addition to tracking key indicators over time, the Digital News Report Portugal 2025 focuses in particular on the following areas:

1. The role of Artificial Intelligence (AI) in journalism, and audience perceptions of its use in the news media;
2. Fact-checking habits;
3. The impact of news and media literacy on people's relationship with news.

Fieldwork took place between 13 January and 24 February 2025. As in previous years, **the authors note that the data may reflect distortions related to the media agenda** (e.g., political events, elections, armed conflicts, or public health crises).

Nonetheless, when such distortions are observed, they are flagged throughout the report. Over the ten years of Digital News Report Portugal, the evidence consistently points to multidimensional explanations—driven by various structural and behavioural factors that shape the way Portuguese audiences relate to news content, the news agenda being only one of these factors.

Main Findings

The Digital News Report Portugal 2025 offers an in-depth analysis of news consumption practices in Portugal, within a media ecosystem undergoing significant transformation. This study sheds light on access dynamics, format preferences, the role of digital platforms, and the positioning of news brands.

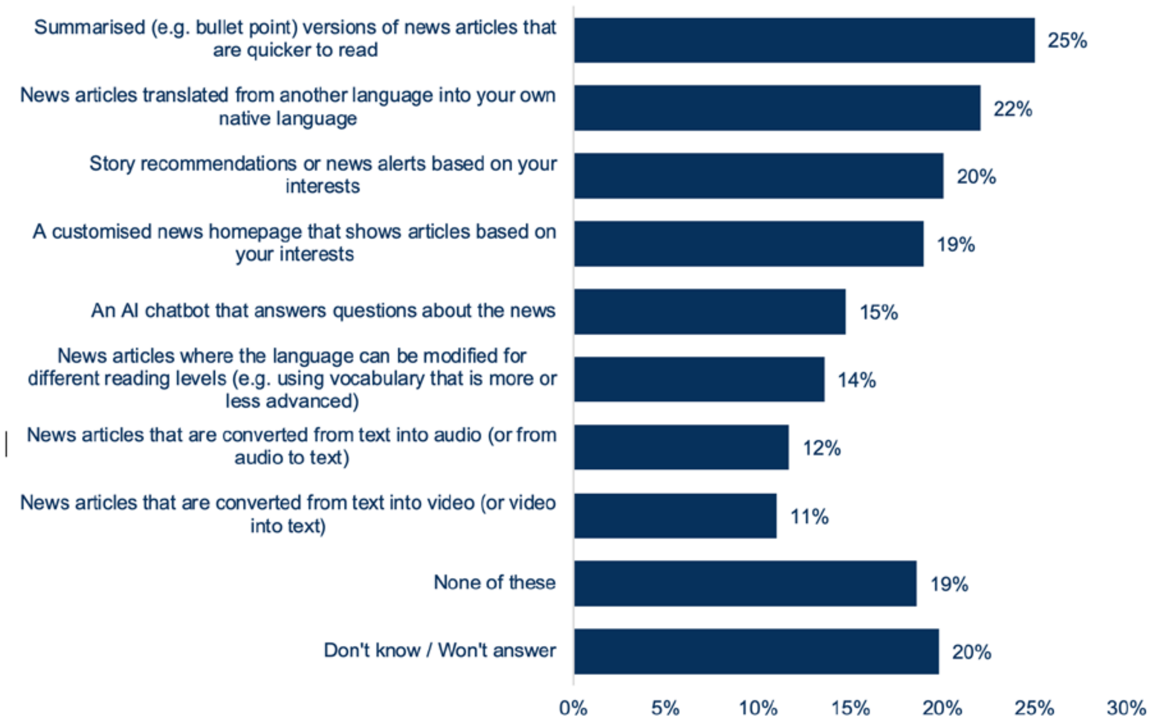
While this report focuses exclusively on Portugal, the global report published by the Reuters Institute for the Study of Journalism covers developments across 48 markets worldwide. This document is focused on the Portuguese context, with global and European comparisons included where relevant.

In 2025, the Portuguese media landscape remains shaped by the coexistence of traditional consumption models—via television, radio, and print—with increasingly prominent digital dynamics, particularly among younger generations. The study highlights structural challenges around building online audience loyalty, ensuring the financial sustainability of news media (especially through digital news payments), and maintaining trust in journalism. These challenges are particularly salient at a time when audiences are facing the rise of Artificial Intelligence (AI), forming perceptions of its impact—including on journalism and the news they consume—and are increasingly called upon to verify the accuracy of the information they encounter.

In a context marked by both source fragmentation and consumption concentration on a few dominant platforms, the Digital News Report Portugal 2025 paints a portrait of a hybrid news ecosystem. Immediate access, convenience, and the informality of social media coexist with the ongoing demand for credibility and depth offered by traditional journalistic brands. All of this unfolds within an information environment in which audiences are continually seeking meaning and ways to navigate the complexity of contemporary political, economic, social, and cultural issues.

The main findings and key takeaways from the Digital News Report Portugal 2025 are presented below:

Artificial Intelligence and News Personalisation



"The news industry is considering using AI to better adapt news content to people's individual needs. Which of the following options, if any, would you be interested in using? Please select all that apply, Portugal, 2025

Source: Reuters Digital News Report 2025. Edition: OberCom. n=2014.

Between 2024 and 2025, the public debate around the role of AI in journalism intensified as these technologies rapidly consolidated worldwide. Findings from the Digital News Report Portugal 2025 indicate that Portuguese respondents are significantly more comfortable with moderate uses of AI—where journalists remain in control and AI plays a supporting role—than with more automated forms of content production. While 34% express comfort with journalist-led AI support, only 17% feel comfortable with news produced primarily by AI with some human oversight. Rejection increases sharply with automation: 47% are uncomfortable with mostly AI-generated content, compared to 27% when news is primarily authored by journalists using technological assistance.

Support for AI in journalism varies across demographic profiles. Men, younger respondents (particularly 18–24), individuals with higher education levels, and those with media literacy training tend to be more open to the use of AI in newsrooms.

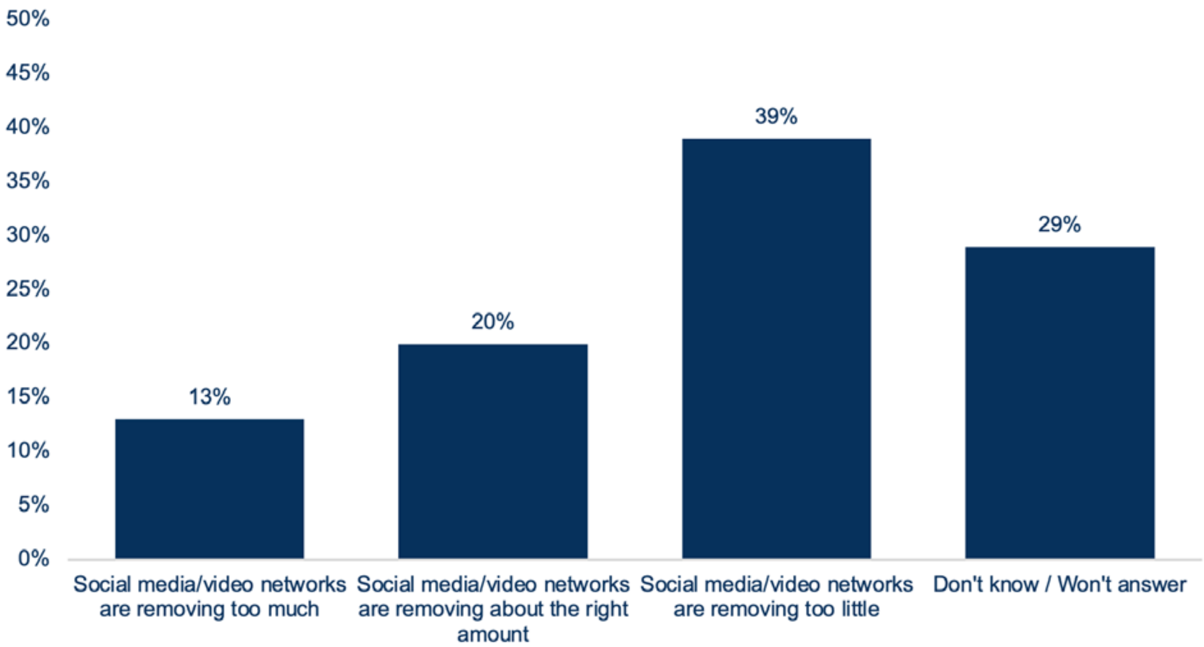
When asked about the potential impact of AI on news quality, Portuguese respondents highlight positive aspects such as increased speed (28%) and reduced production costs (27%). However, many remain sceptical regarding AI's ability to improve accuracy, trust, or impartiality—only 17% believe it will make news more trustworthy, while 35% expect a negative effect. A substantial portion of respondents answered neutrally or expressed uncertainty, suggesting limited public knowledge about the concrete applications of AI in journalism.

There is also a clear preference for AI functionalities that support formatting (e.g., summarisation, translation, personalised recommendations) rather than the creation of synthetic content. News personalisation based on past consumption patterns is widely accepted—especially for weather updates (67%)—though less so for categories like sports or social media content. Younger audiences, individuals with higher incomes, and those with more education or media literacy training show greater openness to these technologies.

Fact-Checking

Fact-checking is a relevant and rather common practice among Portuguese news users according to the 2025 edition of this report, though it is marked by strong differences in sources used and by distinct sociodemographic patterns. Most respondents rely primarily on trusted news brands (38%) and official sources (38%), followed by search engines (35%) and independent fact-checkers (22%). Only a minority consult more than three sources to verify suspicious content.

Younger people (18–24) tend to diversify their sources more, using social media, user comments, and AI chatbots more frequently (20% compared to 10% of the general sample). Respondents with higher income and education levels are more likely to rely on trusted brands and official sources.



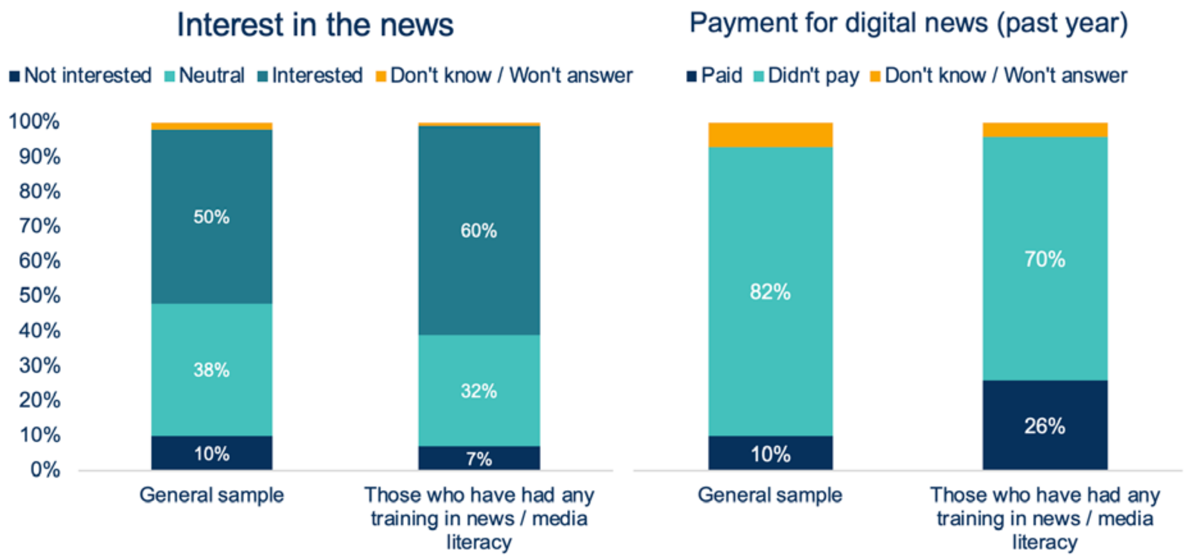
“Thinking about how social media and online video networks sometimes remove content that is deemed harmful or offensive (in addition to content that is illegal), which comes closest to your view? Please select one option”, Portugal, 2025

Source: Reuters Digital News Report 2025. Edition: OberCom. n=2014.

Gender and age patterns are also notable. Older men (55+) are more inclined to consult institutional sources and trusted news outlets than women of the same age group. AI chatbots are used more frequently by young men (25% of those aged 18–24) and young women (15% of the same age group). Use of social media for verification is also higher among younger users, particularly men.

Perceptions about platform responsibility in removing harmful or misleading content show that 39% of respondents think platforms do too little. This view is more common among older, more educated, and wealthier individuals. In contrast, younger respondents (18–24) are more likely to believe platforms remove the right amount of content (30% vs. 20% overall), suggesting a more balanced view of platform moderation.

Media and news literacy



"Interest in news and payment for digital news in the previous year, general sample and individuals who have received any education or training on how to use news (e.g., critical media understanding, analysing sources, news literacy etc.)? (anywhere at any point: at school, college or university, online or offline, or in a formal or informal setting)", Portugal, 2025

Source: Reuters Digital News Report 2025. Edition: OberCom. n=2014.

In 2025, around one-fifth of Portuguese respondents (21%) report having received some form of education in media or news literacy. This figure is close to the global average but still lags behind countries like Finland (34%). Training is more prevalent among young adults (41% of those aged 18–24) and those with higher education (32%), though some uptake is also observed among less educated respondents (26%).

Media literacy education correlates with more active news behaviours. Those with such training are more likely to express interest in news (60% vs. 50% overall), pay for online news (26% vs. 10%), and access news directly via news websites (24% vs. 19%).

These individuals also demonstrate more active verification habits, using official sources (46%), trusted brands (44%), and fact-checkers (28%) more frequently. They are more engaged in the news ecosystem overall: 86% report engaging with news daily (reading, sharing, discussing), compared to 74% of the general population.

However, trust in news, concern about misinformation, and reasons for avoiding news do not differ significantly between those with or without media literacy training. This suggests that media literacy has a stronger influence on concrete behaviours than on subjective perceptions of the news environment.

Trust in news

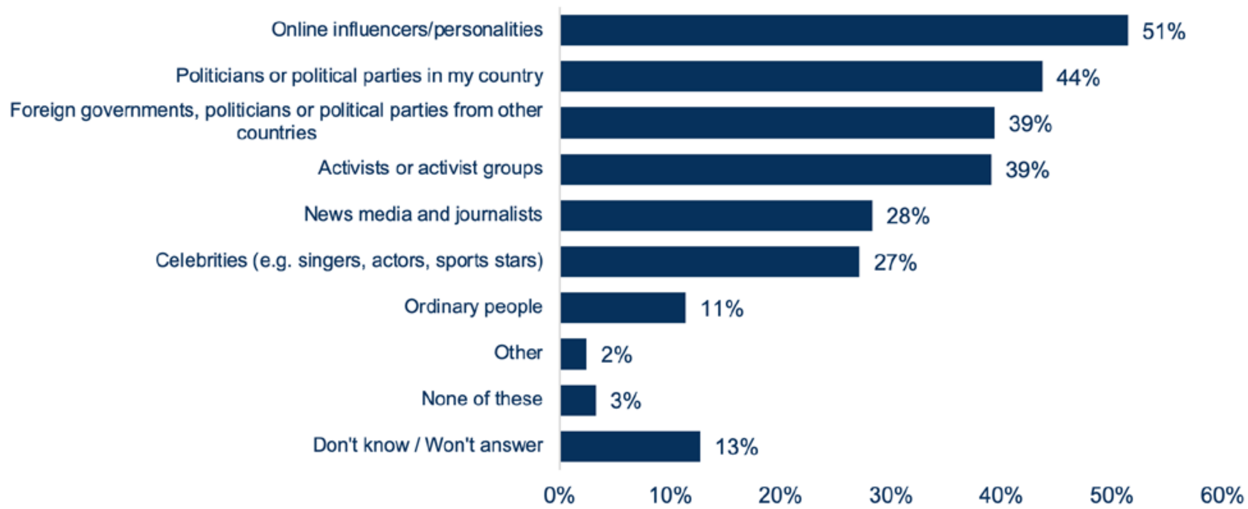
In 2025, trust in news in Portugal has reached its lowest point since the beginning of the Digital News Report series, with 54% of respondents saying they trust the news in general—a 2 percentage point drop from 2024 and a 10-point decrease since 2015. Despite this decline, Portugal remains among the countries with the highest levels of trust, ranking 7th out of 48 markets. It also has a notably positive net trust score, meaning that more people trust the news than distrust it.

Sociodemographic analysis shows consistent patterns: older respondents, those with higher education and income, and individuals who identify politically with the left or center are more likely to trust news. By contrast, younger people (25–44), those with lower income and education levels, and politically unaffiliated respondents tend to trust the news less.

Perceptions of disinformation

In 2025, 71% of Portuguese respondents express concern about misinformation and about distinguishing between real and fake content online—a level significantly above the global average (58%), placing Portugal among the most concerned countries. This level of concern remains stable compared to previous years.

Concern is particularly high among older individuals, the highly educated, those with higher incomes, and people with defined political views. Trust in news is positively correlated with concern about misinformation: 79% of those who trust news are worried, compared to 74% among those who do not.



“When it comes to false and misleading information online these days, in general, which of the following would you say poses a major threat? Please select all that apply”, Portugal, 2025

Source: Reuters Digital News Report 2025. Edition: OberCom. n=2014.

When asked about the main sources of false or misleading information, Portuguese respondents primarily cite influencers and online personalities (51%), followed by national politicians (44%), foreign governments or actors (39%), and activists (39%). Facebook (56%) and TikTok (55%) are the platforms most associated with misinformation risks. Younger respondents tend to view TikTok, X (formerly Twitter), and Instagram as bigger threats, while older respondents assign more responsibility to politicians and influencers.

Search engines, news websites, and interpersonal conversations are consistently viewed as less problematic sources of disinformation, regardless of demographic profile.

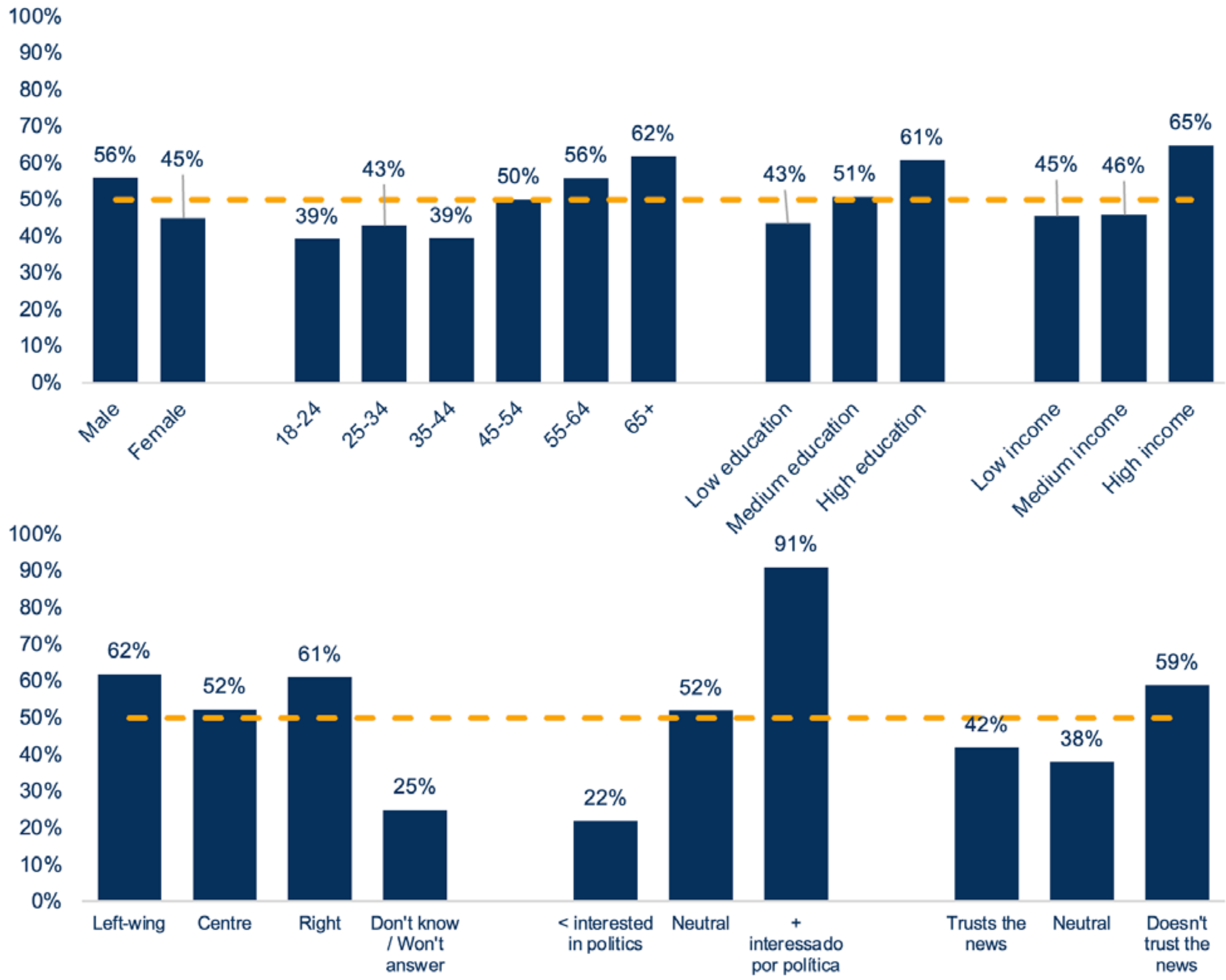
Relationship to news

In 2025, half of Portuguese respondents (50%) say they are interested in news—virtually unchanged from 2024, reinforcing a trend of stabilisation observed over the past three years following a sharp drop in 2022. Interest in news is higher among older individuals, those with more education, higher income, and those with clear political orientations. For instance, 62% of those aged 65+ report interest in news, compared to just 39% of those aged 18–24. Men show greater interest than women, and politically undecided respondents show notably less interest.

Interest in politics and trust in news are both strong predictors of news interest. These groups also show distinct behaviours: they are more likely to use direct sources to access news, rely more on fact-checkers, and express greater concern about online misinformation. Digital news payment is also higher among those interested in news, especially among those who are interested but selectively trust only certain brands—suggesting that interest may be more decisive than trust in driving digital news subscriptions.

Regarding news avoidance, 35% say they frequently or occasionally avoid the news—a slight drop from 2024 (37%), but part of a broader trend in which 70% report avoiding the news to some extent. Avoidance is more common among women, individuals with lower education and income. Top reasons include news fatigue (39%), oversaturation with conflict topics (38%), and emotional toll (32%).

Reasons vary by demographic: women and older people are more likely to cite emotional fatigue, while younger people mention a lack of relevance, political polarisation, helplessness, and difficulty keeping up. War-related coverage, particularly of Ukraine, remains a key driver of fatigue, especially in Europe, where Portugal reports above-average levels of news exhaustion on this topic.



"Interest in the news by Gender, Age, Education, Income and Political orientation", Portugal, 2025

Source: Reuters Digital News Report 2025. Edition: OberCom. n=2014.

Local and Regional News

The 2025 data confirms the continued relevance of local and regional news for a significant portion of the Portuguese audience. Overall, 38% express interest in local and regional news, with higher engagement among men, older respondents, individuals with higher income and education, and those with stated political positions.

Among topics of interest, local culture (38%), information about local services (35%), and local news (34%) are most commonly cited. This suggests that cultural, practical, and community-related content attracts more attention than crime or local politics. Local politics/administration ranks fourth (27%).

Notable gender differences emerge: women tend to prioritise culture, services, and general local news, while men show more interest in local politics, sports, and commerce. Age accentuates these differences, with older respondents engaging more with nearly all topics—especially culture and services—while younger audiences show less involvement overall, except for local sports. This confirms a pattern of greater engagement with local media among older generations.

Higher economic and educational capital is associated with greater interest in cultural, political, and local news content. Practical topics like services, local commerce, and community information show less variation across demographic groups and are accessed more universally. Interpersonal networks remain important for sharing information about commerce and the community, while search engines dominate for local services (29%). Overall, the local news ecosystem is highly fragmented, depending on the topic and user profile, and incorporates traditional media, digital platforms, search engines, and social networks.

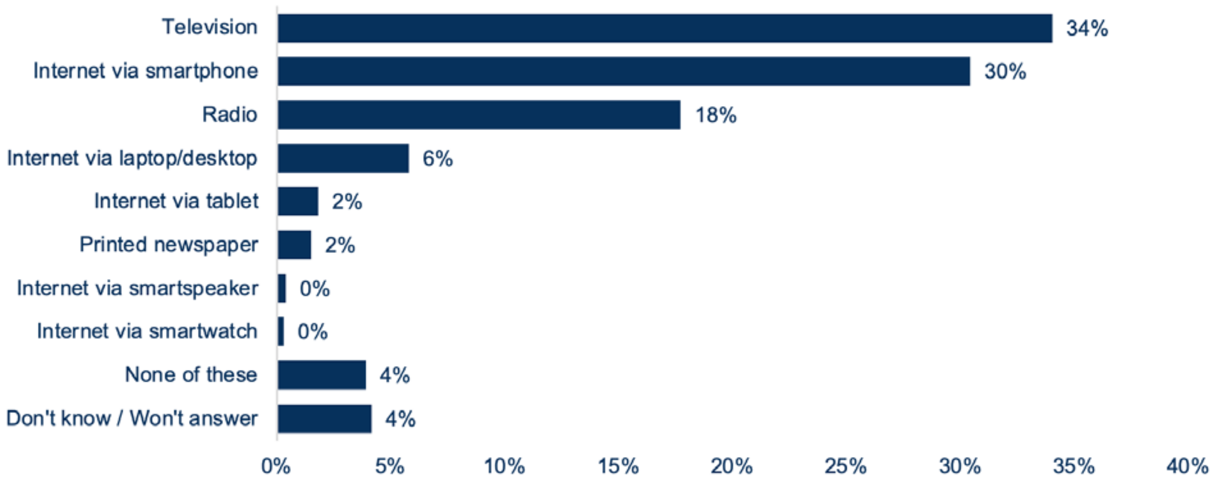
Sources, access and formats

In 2025, television remains the primary source of news for Portuguese audiences, used by 67% and cited as the main access point by 53%. While internet use for news matches TV in overall reach (67%), only 19% cite it as their main source—underscoring the continued dominance of TV, especially among older audiences. Among younger users (18–24), however, digital platforms lead: 26% rely primarily on the internet (excluding social media), and 24% cite social media as their main news source.

Radio (7%) and print (4%) maintain marginal roles. Podcasts and AI chatbots, included for the first time in 2025, remain niche sources, each cited as a primary access point by only 1%, despite being used by 6% and 4% respectively in the past week.

Online, search engines (28%) are the most common gateway to news, followed by direct visits to news websites (19%) and social media (20%). This diverges from the global trend, where social media generally dominates. Mobile notifications also play a prominent role in Portugal (17%), exceeding the global average (9%), though resistance is growing—22% say they've disabled notifications due to overload.

Portuguese news users are notably multiplatform: most use two or more devices to access news, with smartphones (80%) and computers (66%) being the most common. News aggregators tied to Google dominate the mobile landscape, while services like Apple News, Upday, or AI-based solutions have minimal presence.



"What is the FIRST way you typically come across news in the morning?", Portugal, 2025

Source: Reuters Digital News Report 2025. Edition: OberCom. n=2014.

Morning news consumption reveals a generational divide: older users favour television, while younger users opt for smartphones and digital tools. Among digital options, aggregators (19%), websites/apps (16%), and home screen links (15%) are most used.

Format preferences show a clear dominance of reading (43%), although video (30%) is gaining ground, particularly among younger, less educated, and lower-income audiences. Video consumption is highly segmented: younger users favour Instagram, TikTok, and YouTube, while older audiences prefer news websites and Facebook.

Paying for digital news

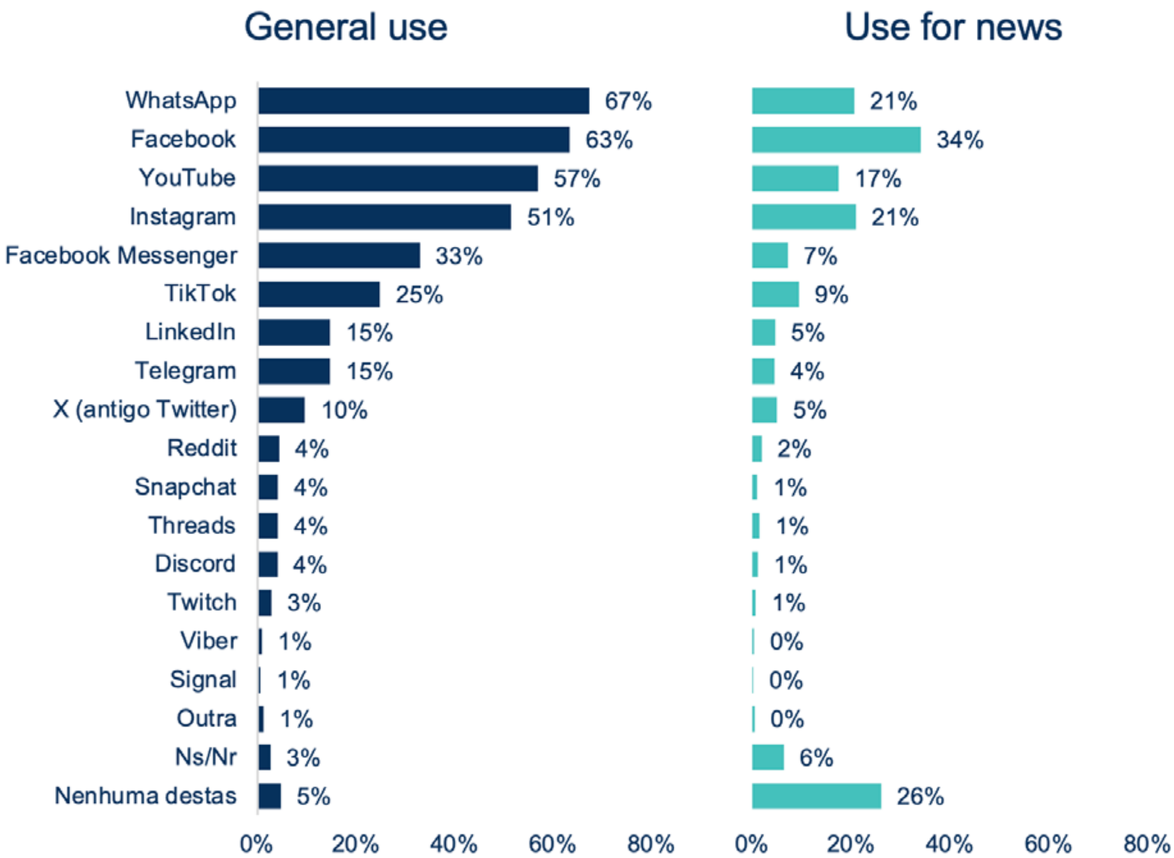
Portugal continues to report one of the lowest levels of digital news payment among the 48 countries surveyed, with only 10% of respondents saying they paid for online news in the previous year—a 2 percentage point drop from 2024. This confirms a stagnation trend also seen in other European markets, including countries with strong digital subscription traditions like Sweden and Norway. Globally, digital payment stands at 18%, up slightly from 2024 (+1 pp.), with Switzerland showing one of the few significant increases (+5 pp.).

Among those who do pay, the most common method is ongoing subscriptions (33%), though there's also a noticeable share accessing news via bundled services (33%). Combined print and digital packages have grown (23%), as has one-off payment for individual articles or editions (20%). Donations to support journalism remain marginal (10%) but have seen a slight increase.

Despite this diversity, around 70% of those who pay do so on a recurring basis, suggesting a high level of loyalty among current subscribers. However, growth potential remains limited: 66% of non-payers say they are not interested in any of the proposed conditions for paying for news, highlighting enduring cultural and economic barriers to digital monetisation in Portugal.

Social Media

News consumption via social media in Portugal remains concentrated on a small number of platforms. Facebook continues to lead as the main platform for accessing news (34%), despite a decline in its overall use. WhatsApp, while the most widely used social app in daily life (67%), plays a more limited role in news consumption (21%), functioning mainly as an interpersonal communication tool. Instagram (21%), YouTube (17%), and TikTok (9%) complete the list of platforms with significant news-related usage.



Social media: general use and use for news, Portugal, 2025 (multiple choice)

Source: Reuters Digital News Report 2025. Edition: OberCom. n=2014.

Despite the wide variety of platforms used for social interaction, news consumption tends to be highly focused: 55% of respondents consume news on just one social platform, indicating selective and concentrated habits.

Breaking news remains the most attractive content type on social media, especially on Facebook and TikTok. However, audiences also engage with creators focused on sports, technology, gaming, and lifestyle, particularly on Instagram and YouTube. The findings depict a hybrid information environment where traditional news brands, content creators, and personal networks coexist—albeit unevenly across platforms and demographics. Younger users tend to prefer TikTok and Instagram, while older users continue to rely on Facebook as their main news source.

Portugal remains far from the Anglo-Saxon context, such as the United States or the UK, where YouTube and podcasts by influencers regularly surpass legacy news brands in audience reach.

News brands

Analysis of news brand usage in the week prior to the survey confirms existing trends. Traditional brands continue to enjoy higher reach in conventional channels than online, except for the print sector, where digital users now outnumber print readers. Radio and television brands remain in an intermediate phase of digital transition.

Digital-native brands such as Notícias ao Minuto, Observador, and Portal Sapo maintain a strong digital presence, often surpassing traditional brands online. These native platforms are particularly successful in positioning themselves as digital-first destinations, taking advantage of their agility in distribution and content presentation.

Portugal Country Profile Brief 2025

Population: 10.6m
Internet penetration: 89%

> ***After another year of political uncertainty led by a minority government, the Portuguese were called to the polls once again in May 2025. In advance of that the ongoing political uncertainty continued to impact the media landscape, which remains beset by financial difficulties, job insecurity for journalists, and a lack of structural reform.***

In October 2024, the now outgoing government presented a policy package of 30 measures aimed at supporting the media sector. It addressed issues such as economic sustainability and employment conditions, while also seeking to engage major digital platforms in efforts to ensure a more sustainable media ecosystem.

Plans included reforming the current outdated Press and Radio Laws, into a new Media Code along with the reform of RTP, the Public Service Broadcaster, with a new contract. Also at stake were incentives to hire journalists and training in digital technology and AI, and the restructuring of Lusa – the National News agency partly owned by the state. One of the more contentious proposals – the gradual removal of advertising from RTP – which currently accounts for over 20% of their net commercial revenue - sparked political debate and was ultimately rejected during the 2025 national budget vote. Nevertheless, the discussion highlighted the political capital that can be gained from supporting the PSB. In March 2025, RTP's contract was renewed until 2031.

Economic pressures on media businesses remain acute. Two of the country's major private media groups, Impresa and Global Media, have recently reported major losses. Global Media (owner of Diário de Notícias and Jornal de Notícias, both historic newspapers, as well as TSF radio) implemented wage cuts, failed to pay salaries on time, and carried out layoffs, raising fears about the financial sustainability of even the most established brands.

March 2024 marked an historical milestone when more than forty Portuguese media organisations joined a general strike organised by the Portuguese Journalists Union (SINJOR), to protest against low salaries, precarious contracts and worsening working conditions

Amidst the challenges, there were signs of resilience. Medialivre (owner of Correio da Manhã, formerly known as Cofina group) and Media Capital Group (owner of TVI private TV broadcaster), both announced positive results in 2023. After a successful management buy-out, Cofina was sold to Medialivre, an entity built and owned by Cofina executives and with soccer player Cristiano Ronaldo as one of the investors. Media Capital sold its radio broadcasting business to Bauer Media Audio Portugal - the sale included national stations such as market leader Comercial, M80 and CidadeFM. On the public side, RTP also managed to deliver a profit for the 14th successive year in 2024.

In the TV sector, Medialivre launched a cable news tv channel (Now) aiming to challenge the dominance of the three 24-hour news channels owned by Impresa, Media Capital Group and RTP. 40% of those who say TV is their main source for news, point to 24 hours news channels as the main source so one can understand why the new entrant sees grounds for optimism. In August, Media Capital Group also launched a new general channel (V+ TVI), in a rebranding strategy for their existing channel TVI Ficção.

As far as small, independent news brands are concerned, brands like Shifter, Fumaça and Divergente continue to operate and offer niche, investigative journalism that diverges from the mass offer, but they have to fight to attract subscribers and ensure their survival.

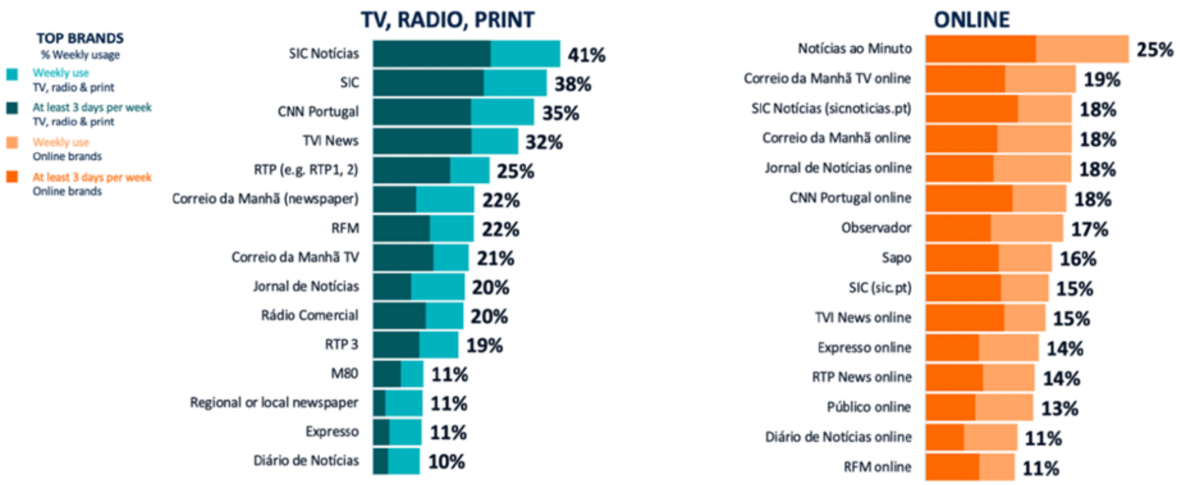
Young people's relationship with news is complex and shaped by their reliance on social media platforms like Instagram, YouTube, and TikTok, which weakens their connection to traditional media.

They generally display lower trust in news, less concern about online disinformation, and feel that journalists and news brands may contribute to misinformation. In response, the government is implementing initiatives like free digital news subscriptions for 15-18-year-olds as part of broader media literacy efforts, aiming to foster the habit of news consumption and, at the same time, a culture of paying for digital news, which may in turn help the ailing media sector.

Following the rising popularity of podcasts among Portuguese audiences, in early 2025 market research firm Marktest launched the country's first audited podcast ranking. The initiative is supported by the four major podcast publishers - Impresa, Grupo Renascença Multimedia, Observador and Bauer Media Audio Portugal. Data gathered for the first month alone, shows that Portuguese listeners downloaded a total 12.8 million podcast episodes and Marktest is aiming to include other publishers in the ranking, arguing that these impressive totals provide a compelling argument to attract advertisers.

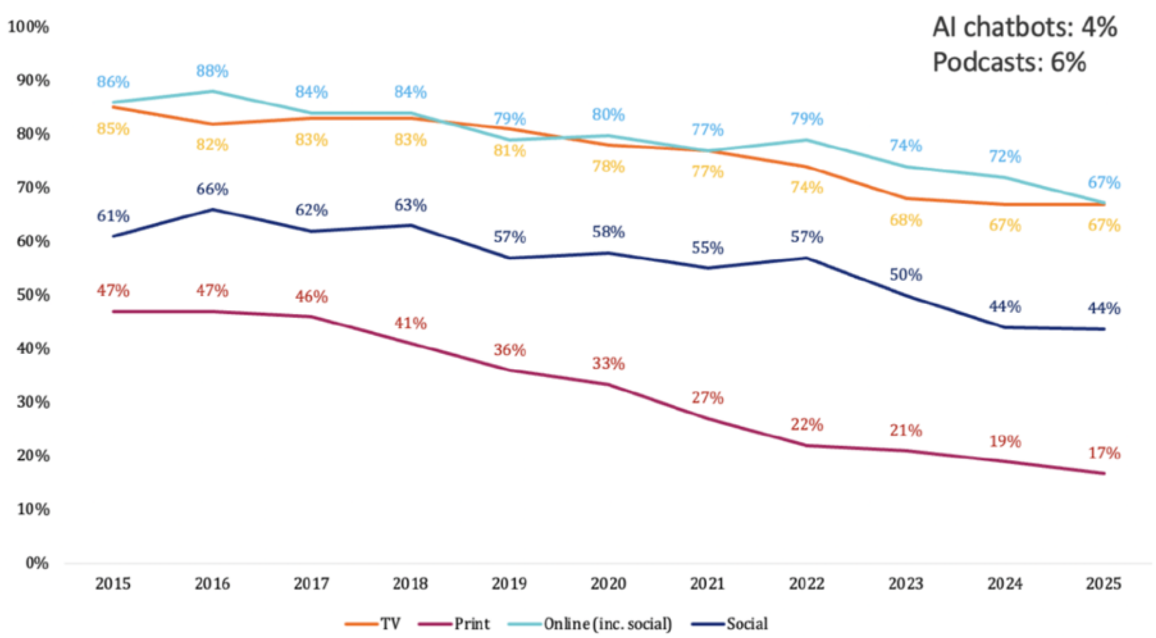
Ana Pinto-Martinho, Miguel Paisana, and Gustavo Cardoso
OberCom - Observatório da Comunicação & ISCTE, University Institute of Lisbon

Weekly reach (offline and online)

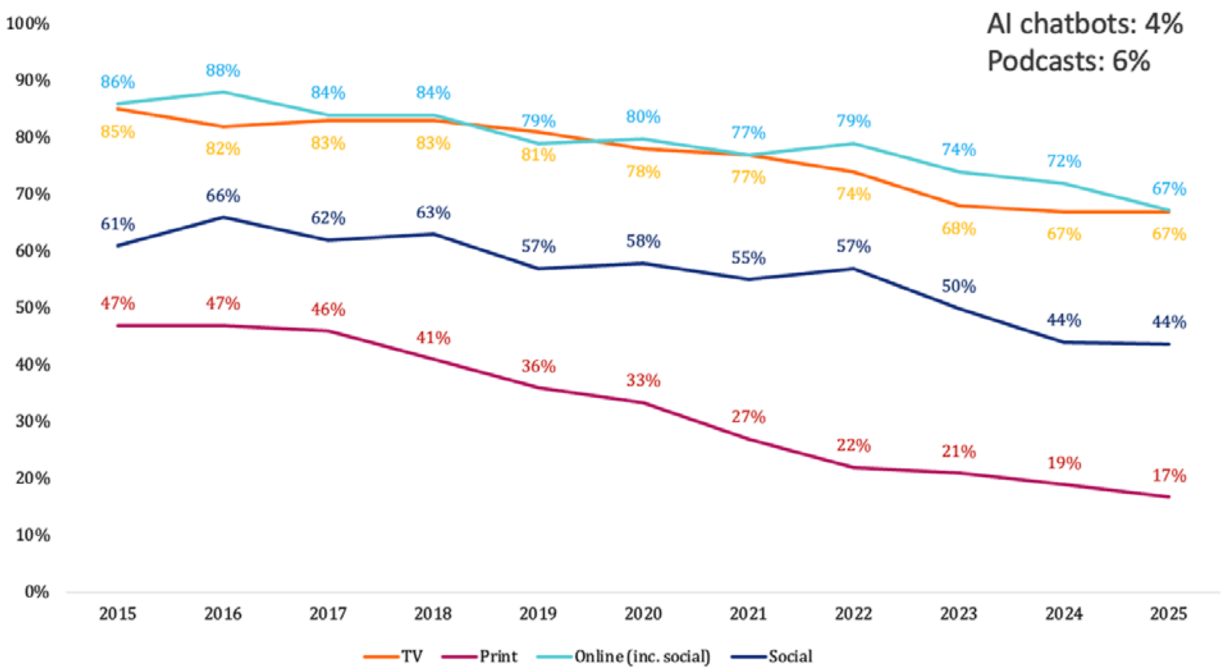


Changing media

While Portuguese news consumers rely on several different sources for information, TV remains at the centre of media diets as the main source of news for about half the population.

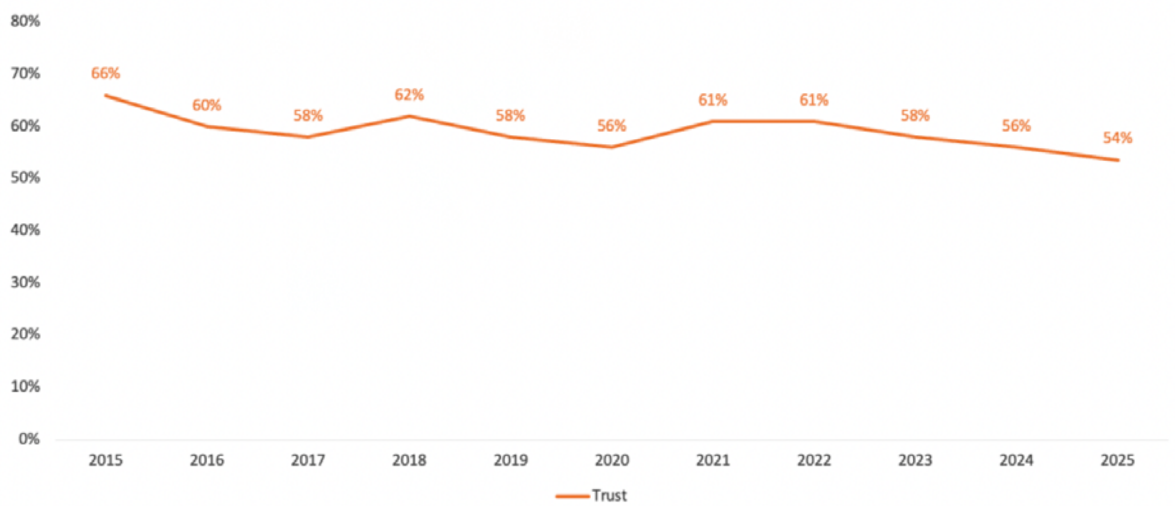


Sources for news 2015-2025

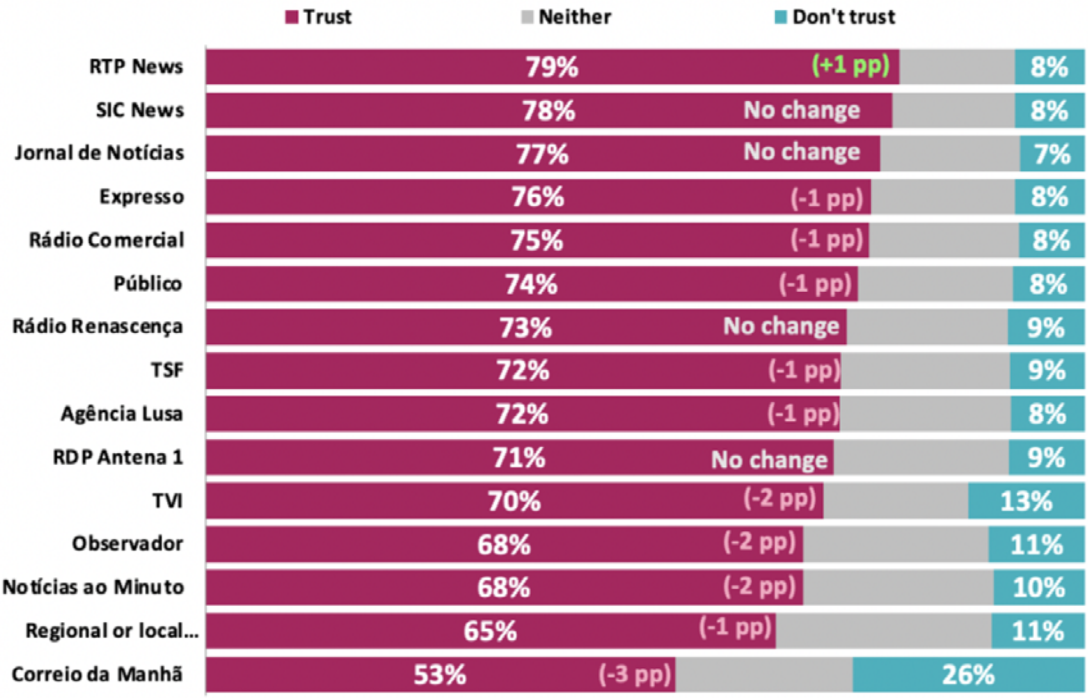


Trust

Trust figures reached their lowest point in 2025 with 54% claiming to trust news, a considerable decline compared to the 66% recorded in 2015, the first year Portugal became part of the Digital News Report. As in previous years, brand trust scores are considerably higher, in the list and led by PSM RTP.



Brand trust scores



Top social and messaging

Rank	Brand	For all	For news
1	Facebook	63%	34% (-1)
2	WhatsApp	67%	21% (-2)
3	Instagram	51%	21% (=)
4	YouTube	57%	17% (-4)
5	TikTok	25%	9% (+2)
6	Facebook Messenger	33%	7% (-4)

Methodology

This study has been commissioned by the Reuters Institute for the Study of Journalism to understand how news is being consumed in a range of countries. Research was conducted by YouGov using an online questionnaire from the middle of January to the end of February 2025.

- Samples were assembled using nationally representative quotas for age, gender, region in every market. Education quotas were also applied in all markets except Kenya, Nigeria, Morocco, Peru, and Thailand. We also apply political quotas based on vote choice in the most recent national election in around a third of our markets including the United States, Australia, and much of Western Europe. The data in all markets were weighted to targets based on census/industry- accepted data.

Market	Sample size	Population	Internet penetration
Europe			
UK	2,107	68m	95%
Austria	2,015	9.1m	88%
Belgium	2,050	11.7m	92%
Bulgaria	2,027	6.9m	70%
Croatia	2,007	4m	93%
Czech Republic	2,009	10.7m	87%
Denmark	2,011	5.8m	98%
Finland	2,015	5.6m	94%
France	2,010	66m	92%
Germany	2,012	84m	94%
Greece	2,020	10m	79%
Hungary	2,023	9.6m	89%
Ireland	2,034	5m	92%
Italy	2,015	60m	91%
Netherlands	2,037	17m	95%
Norway	2,024	5.5m	98%

Market	Sample size	Population	Internet penetration
Poland	2,000	38m	92%
Portugal	2,012	10m	88%
Romania	2,007	19m	78%
Slovakia	2,013	5.5m	90%
Spain	2,060	47m	93%
Sweden	2,018	10m	97%
Switzerland	2,012	8.8m	96%
Turkey	2,082	86m	85%
Americas			
USA	2,023	331m	90%
Argentina	2,023	46m	91%
Brazil	2,022	215m	83%
Canada	2,014	38m	94%
Chile	2,026	19m	97%
Colombia	2,025	52m	83%
Mexico	2,030	132m	67%
Peru	2,013	34m	87%

Market	Sample size	Population	Internet penetration
Asia-Pacific			
Australia	2,003	26m	90%
Hong Kong	2,005	7.6m	92%
India	2,016	1,402m	60%
Indonesia	2,008	278m	76%
Japan	2,019	127m	93%
Malaysia	2,012	33m	94%
Philippines	2,014	112m	91%
Singapore	2,013	5.9m	92%
South Korea	2,015	51m	97%
Taiwan	2,011	24m	95%
Thailand	2,008	70m	88%
Africa			
Kenya	2,043	56m	85%
Morocco	2,022	37m	69%
Nigeria	2,035	211m	73%
South Africa	2,013	60m	58%

Source: United Nations population dashboard (https://www.unfpa.org/data/world-population-dashboard), International Telecommunication Union (ITU)

- Data from India, Kenya, Nigeria, and South Africa are representative of younger English-speakers and not the national population, because it is not possible to reach other groups in a representative way using an online survey. The survey was fielded mostly in English in these markets[6], and restricted to ages 18 to 50 in Kenya and Nigeria. Findings should not be taken to be nationally representative in these countries.
- More generally, online samples will tend to under-represent the news consumption habits of people who are older and less affluent, meaning online use is typically over-represented and traditional offline use under-represented. In this sense, it is better to think of results as representative of the online population. In markets in Northern and Western Europe, where internet penetration is typically over 95%, the differences between the online population and national population will be small, but in countries where internet penetration is lower, the differences between the online population and the nationalpopulation will be large, meaning we need to be cautious when comparing between markets.
- The use of a non-probability sampling approach means that it is not possible to compute a conventional 'margin of error' for individual data points. However, differences of +/- 2 percentage points (pp) or less are very unlikely to be statistically significant and should be interpreted with a very high degree of caution. We typically do not regard differences of +/- 2pp as meaningful, and as a general rule we do not refer to them in the text. The same applies to small changes over time.

[6] Respondents in India could choose to complete the survey in Hindi and respondents in Kenya could chose Swahili, but in both cases the vast majority selected an English survey.

- Surveys capture people's self-reported behaviour, which does not always reflect people's actual behaviour due to biases and imperfect recall. They are useful for capturing people's opinions, but these are subjective, and aggregates reflect public opinion rather than objective reality[7]. Even with relatively large sample sizes it is not possible to meaningfully analyse many minority groups. Some of our survey-based results will not match industry data, which are often based on different methodologies, such as web-tracking.
- A fuller description of the methodology, panel partners, and a discussion of non-probability sampling techniques can be found on our website along with the full questionnaire (https://reutersinstitute.politics.ox.ac.uk/).

[7] From 2012 to 2020 we filtered out respondents who said that they had not consumed any news in the past month. From 2021 onwards we included this group, which generally has lower interest in news. In previous years this group averaged around 2–3% of the starting sample in each market, meaning that the decision to include it has not affected comparative results in any significant way. Some figures have been affected by one or two points in the UK, USA, and Australia, and we have taken this into account when interpreting changes involving these years.

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