



Digital News Report 2024

Overview

This year's report reveals new findings about the consumption of online news globally. It is based on a YouGov survey of more than 95,000 people in 47 countries representing half of the world's population.

The report looks at the growing importance of platforms in news consumption and production, including more visual and video-led social media such as TikTok, Instagram and YouTube. It explores audience attitudes towards the use of AI in news, the role of creators and news

influencers, how much people pay for news and more. | [Start reading](#)

Overview and key findings

Lee en español

Country and market data

Methodology

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Read the executive summary

A 'platform reset' is changing how audiences interact with news, while news avoidance and concerns around misinformation have both grown since last year, writes lead author Nic Newman.

How audiences think about trust in news

By Rasmus Nielsen and Richard Fletcher

Public attitudes about AI and journalism

By Amy Ross Arguedas

How audiences think about user needs

By Richard Fletcher

How much do people pay for news? And what might encourage more people to pay?

By Craig T. Robertson

What do we know about the rise of news influencers?

By Nic Newman

Explore data from your country

Country



Supplementary report

'OK computer? Understanding public attitudes towards the uses of generative AI in news'. Report commissioned by the Reuters Institute and based on qualitative research by strategic insight agency Craft.

[Read the report](#)



Highlights from countries

Hungary and **Greece**. Only 23% trust most news most of the time in these countries, the lowest figures in our sample.

Spain. The percentage of people that feels worn out by the news agenda has gone from 26% in 2019 to 44% in 2024.

Thailand (39%) and **Kenya** (36%) are the countries in our sample with the highest percentages of TikTok use for news.

Argentina. Interest in news has fallen 32 points since 2017. Up to 45% of Argentinians avoid the news.



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Methodology

Research was conducted by YouGov (and their partners) using an online questionnaire in January and February 2024.

Interactive

Build your own charts with our interactive. Compare data from different markets and demographics.

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