

Eurbarometer 74 – Internal Analysis of media questions

Data from Standard Eurobarometer 74 - face-to-face interviewing

Fieldwork: last 2 weeks of November 2010

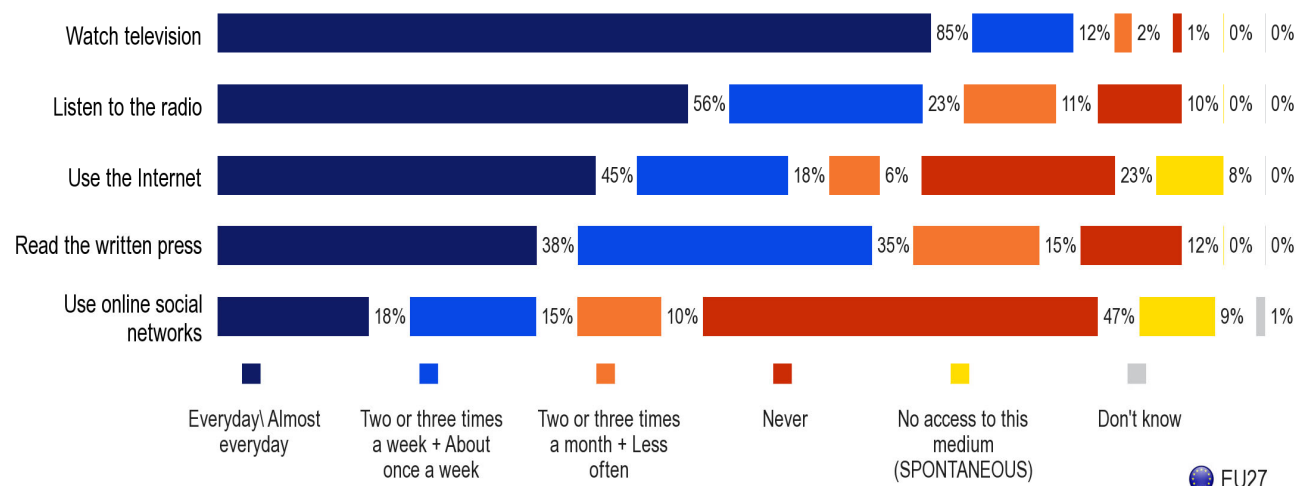
Report available at http://ec.europa.eu/public_opinion/archives/eb/eb74/eb74_infor_en.pdf

Media consumption in general

Television is by far the medium the Europeans use the most. On a weekly basis, television comes first (97%), followed by radio (79%), written press (73%) and the internet (63%). Only 33% of Europeans use online social networks once a week or more.

► **Television is "the mass medium" *par excellence* in the EU but written press and radio should not be neglected.**

QD3. Could you tell me to what extent you...?



Television

Watching television is a little more frequent among the 55 years and more (55+) and less frequent among the youth (15-24 years) and students. Watching television at least one a week is common to all age groups and levels of education (95 to 98%).

► **Television reaches everyone. This may also be seen as a weakness since a "one-size fits all" message is needed on generalist channels.**

QD3.1 Could you tell me to what extent you...?

	Watch television								At least once a week
	Everyday/Almost everyday	Two or three times a week	About once a week	Two or three times a month	Less often	Never	No access to this medium (SP.)	DK	
EU27	85%	10%	2%	1%	1%	1%	0%	0%	97%
Age									
15-24	78%	14%	3%	1%	2%	2%	0%	0%	95%
25-39	81%	12%	3%	1%	2%	1%	0%	0%	96%
40-54	84%	11%	2%	1%	1%	1%	0%	0%	97%
55 +	92%	5%	1%	0%	1%	1%	0%	0%	98%
Education (End of)									
15-	92%	5%	1%	0%	1%	1%	0%	0%	98%
16-19	87%	9%	2%	0%	1%	1%	0%	0%	98%
20+	81%	12%	3%	1%	1%	2%	0%	0%	96%
Still studying	73%	17%	5%	1%	2%	2%	0%	0%	95%

► Overall, television watching habits are rather similar in the various Member States.

Radio

Listening to the radio on a daily basis is preferred by people having the highest level of education.

► Radio is a good medium to target the higher social segments. It is also more appropriate for complex issues – like the written press.

► To note also that radio is also the most trusted medium.

QD3.2 Could you tell me to what extent you...?

	Listen to the radio								
	Everyday/ Almost everyday	Two or three times a week	About once a week	Two or three times a month	Less often	Never	No access to this medium (SP.)	DK	At least once a week
EU27	56%	16%	7%	3%	8%	10%	0%	0%	79%
Age									
15-24	48%	21%	9%	3%	9%	10%	0%	0%	78%
25-39	57%	19%	8%	2%	7%	7%	0%	0%	84%
40-54	60%	15%	7%	3%	7%	8%	0%	0%	82%
55 +	55%	13%	6%	2%	9%	14%	1%	0%	74%
Education (End of)									
15-	46%	14%	7%	3%	11%	17%	1%	1%	67%
16-19	58%	17%	7%	2%	8%	8%	0%	0%	82%
20+	63%	15%	6%	3%	6%	7%	0%	0%	84%
Still studying	47%	21%	11%	3%	8%	10%	0%	0%	79%

Internet

45% of Europeans use internet everyday and 63% at least once a week. 23% of Europeans never use internet. Though, it should be noted that the use of internet is not universal yet. Only 33% of the "55+" use internet at least once a week (and 20%every day). Only 24% of people having the lower level of education use internet at least one a week.

► Be cautious how to use the Internet. It reaches less the "old people", aged 55+

► In addition, note that trust in the internet is rather low.

QD3.4 Could you tell me to what extent you...?

	Use the Internet								
	Everyday/ Almost everyday	Two or three times a week	About once a week	Two or three times a month	Less often	Never	No access to this medium (SP.)	DK	At least once a week
EU27	45%	13%	5%	2%	4%	23%	8%	0%	63%
Age									
15-24	75%	12%	4%	2%	2%	4%	1%	0%	91%
25-39	63%	15%	5%	2%	4%	8%	3%	0%	83%
40-54	45%	17%	7%	2%	5%	18%	6%	0%	69%
55 +	20%	9%	4%	1%	4%	44%	17%	1%	33%
Education (End of)									
15-	13%	8%	3%	1%	3%	51%	20%	1%	24%
16-19	42%	16%	6%	2%	5%	21%	8%	0%	64%
20+	65%	13%	4%	2%	4%	9%	3%	0%	82%
Still studying	85%	9%	3%	1%	1%	0%	1%	0%	97%

Online social networks

The use of online social networks was measured for the first time in the Standard EB 74. 56% of Europeans are "out of reach" of online social networks: 47% of Europeans never use them and 9% say they do not have access to them. 33% of Europeans use them at least one a week.

Social networks are clearly, for the moment at least, a matter for young people: 50% of those aged 15-24 years use them every day and 74% at least once a week.

► **Online social networks usage makes it relevant only for the 15-24 years. Beyond that age group, utilisation is irregular or close to zero.**

QD3.5 Could you tell me to what extent you...?

Use online social networks

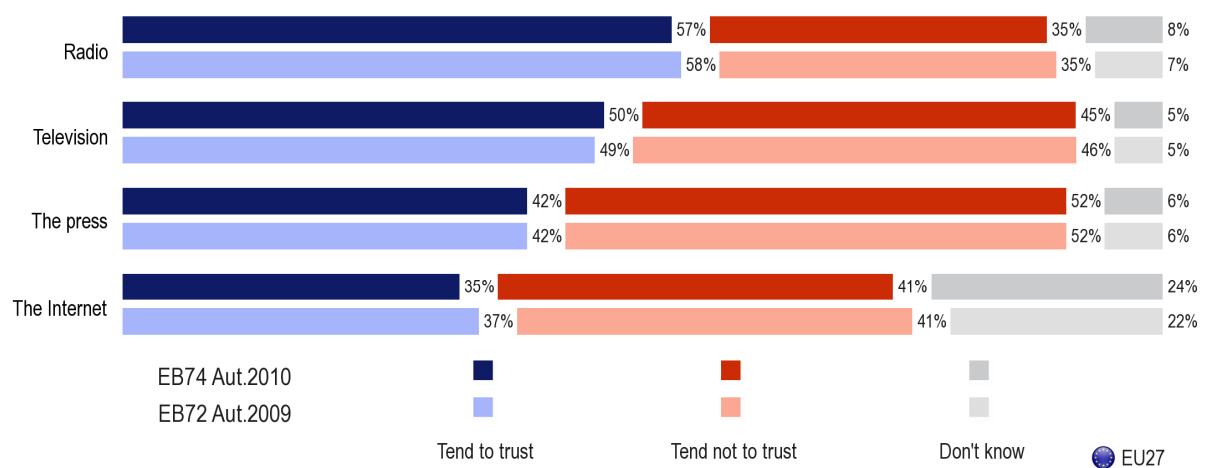
	Everyday/ Almost everyday	Two or three times a week	About once a week	Two or three times a month	Less often	Never	No access to this medium (SP.)	DK	At least once a week
EU27	18%	9%	6%	3%	7%	47%	9%	1%	33%
Age									
15-24	50%	16%	8%	3%	6%	15%	2%	0%	74%
25-39	26%	15%	8%	5%	10%	32%	3%	1%	49%
40-54	11%	9%	6%	4%	10%	53%	6%	1%	26%
55 +	3%	3%	2%	1%	5%	66%	19%	1%	8%
Education (End of)									
15-	4%	3%	2%	1%	3%	66%	20%	1%	9%
16-19	16%	9%	6%	3%	9%	48%	8%	1%	31%
20+	20%	12%	8%	4%	10%	41%	4%	1%	40%
Still studying	58%	17%	6%	3%	5%	10%	1%	0%	81%

Trust in media

Europeans trust the radio the most (57%); they also trust television more than the written press (50% vs. 42%). A relative majority of Europeans distrust the Internet (41% vs. 35%) and an absolute majority distrust the written press (52% vs. 48%). However, views are very divergent from a country to another on written press.

► **Again, the use the Internet needs a lot of care. People tend to trust the internet less than other media.**

QA12a. I would like to ask you a question about how much trust you have in certain institutions. For each of the following institutions, please tell me if you tend to trust it or tend not to trust it.

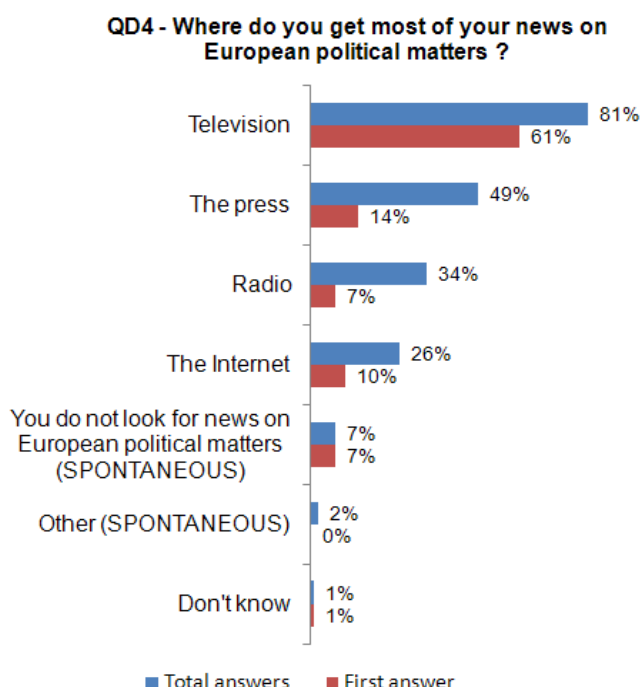


Media and the European Union

"Passive" information

Results to this question reflect people's media consumption habits. Europeans say they get their information on EU primarily through television. The written press also plays a significant role but comes second. Radio and the internet are less prominent.

Television's role is dominant as the main source of news on European matters in all EU countries. However, it should be noted that the press is a major source of news (at higher level than the EU average) in Finland (79%), Sweden (69%), Austria (66%), Luxembourg (64%), the Netherlands (62%), Germany (62%) and Italy (54%). The Internet gets its higher score in Latvia (46%) and Estonia (45%).

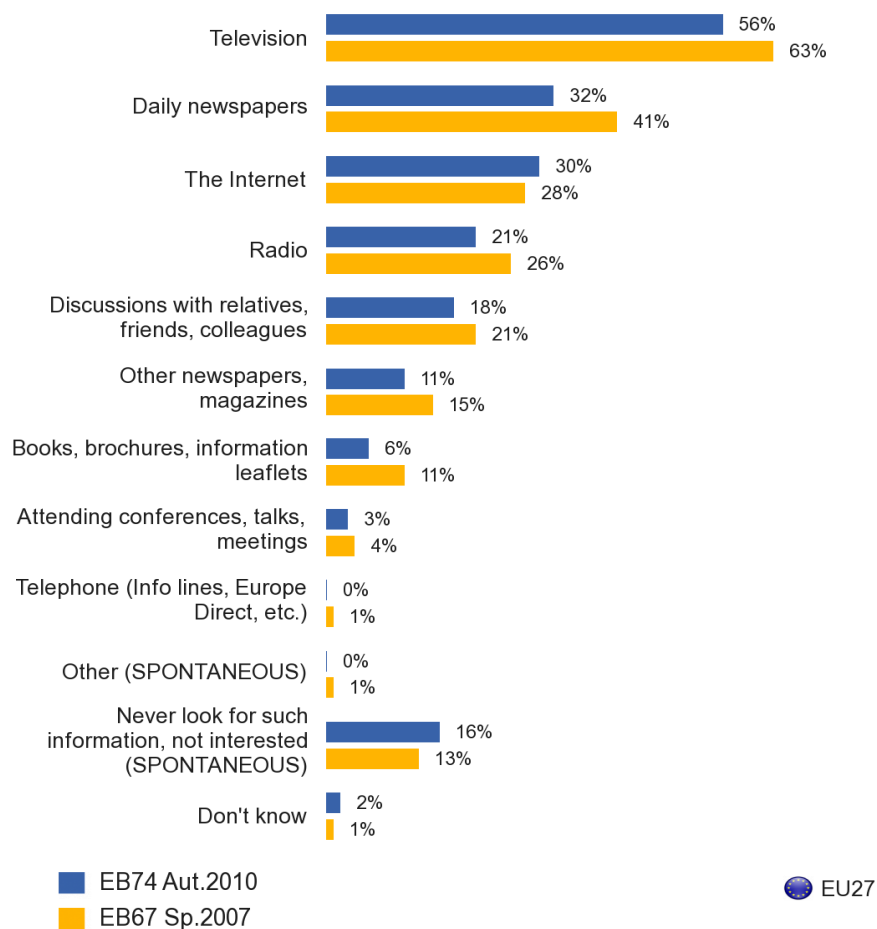


► TV is the "by default" source of information of Europeans. What is shown and said there reach the public. This is why it remains so important. However, the written press remains key in some countries.

"Active information"

When asked about the sources they use when looking for information on the European Union, its policies and its institutions, 56% of Europeans again mention television. It is the only medium mentioned by an absolute majority of respondents. It is followed by daily newspapers (32%), the Internet (30%), radio (21%), discussions with relatives, friends and colleagues (18%) and magazines (11%). Books, brochures and information leaflets (6%) and attending conferences and seminars (3%) remain fairly marginal sources of information. The mention of telephone lines is very marginal. Compared to 2007, the internet is the only growth area, now on a par with daily newspapers.

QD5. When you are looking for information about the European Union, its policies, its institutions, which of the following sources do you use?



At country level, television is ranked in first place in almost all EU countries, the exceptions being Finland (56%), Sweden (52%), the Netherlands (51%) and Estonia (49%), where the Internet obtained the highest score. Respondents in Denmark are also more likely than average in Europe to mention the Internet (52%). Respondents in Austria (59%), Germany (47%), Luxembourg (45%) and the Netherlands (45%) are more likely than Europeans on average to rely on the daily press for information.

There are also social and generational differences. The age divide is particularly striking for this question: television and the Internet (47% and 48% respectively) are ranked more or less equally as a means of searching for information by respondents aged 15 to 24, while those aged 55 or over rely overwhelmingly on television ahead of the Internet (62% versus 13%). The choice of medium also depends on the respondent's occupation. Higher socio-professional categories are far more likely than the more "modest" categories to use the Internet: 57% of managers have used it to search for information on the EU, compared with only 30% of manual workers and 11% of pensioners.

► Eurobarometer can give useful indications where to target the "active informed European": on Internet or on radio for the higher social categories, via television for

55+, via TV or internet for the youth, with Internet in Nordic countries, through written press in Germany and neighbours, etc ...

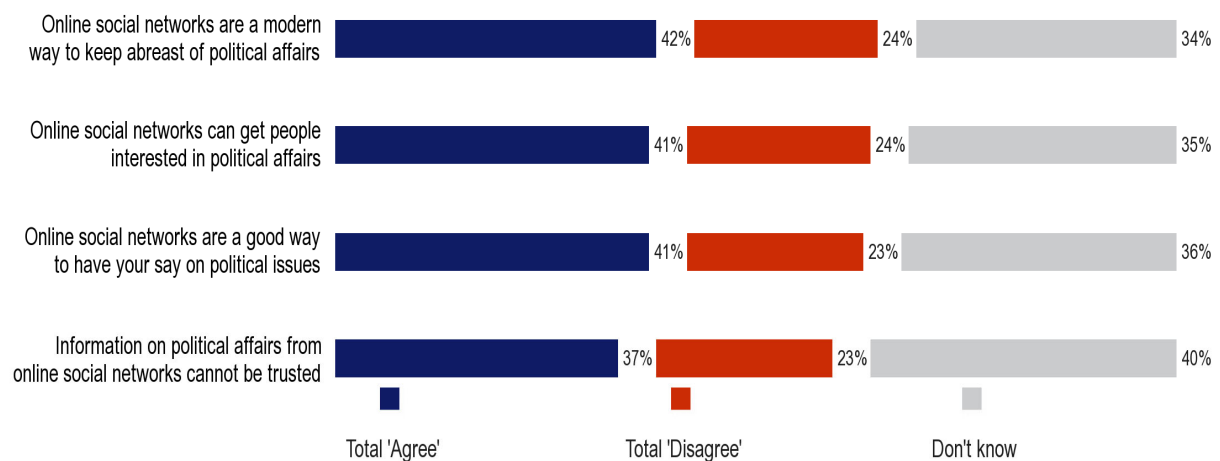
Online social networks

34 to 40% of Europeans do not have specific views on online social network. Those who express a view generally see these networks as modern tools and good to keep informed on political matters or express views on political matters. A relative majority (37% vs. 23%), though, think that political information on these online networks are not trustworthy.

► **One European in three do not know online social networks, half of Europeans have never used them and a good deal do not trust them for political information.**

► **It may be premature to use Online social networks for EU-related communication activities. The only exception is young people.**

QD8. Thinking about online social networks (social networking websites, video hosting websites and blogs), please tell me whether you totally agree, tend to agree, tend to disagree or totally disagree with each of the following statements.



EU27

Finally, trust in the different media – variation by country.

The following pages plot usage and trust in each media (television, radio, press, internet). This reminds us once again about the differences between media and between countries. "One size fits all" is not always the best way to get our message across.

