Impact of COVID-19

What type of false or misleading information have Irish people seen in the last week?

- Coronavirus (COVID-19) 49%
- Politics 28%
- Celebrities 25%
- Climate change or the environment 19%
- Immigration 16%
- Other health issues 15%
- Products and Services 15%

Where do Irish people source their news or information about COVID-19 (by age group)?

- National health organisations (e.g. HSE) 34% 40% 37% 44% 50% 47%
- News organisations 33% 33% 38% 41% 46% 45%
- Scientists, doctors, or other health experts (e.g. NPHET) 37% 38% 34% 39% 42% 43%
- The National Government 35% 35% 31% 35% 39% 41%
- Global Health organisations (e.g. WHO) 32% 36% 26% 29% 33% 26%
- Ordinary people that I know personally 23% 23% 23% 23% 20% 26%
- Ordinary people that I do not know personally 9% 12% 15% 16% 10% 16%
- None of these 16% 19% 13% 11% 10% 6%

News Brands

What are Irish people’s main traditional news sources?

<table>
<thead>
<tr>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>36%</td>
<td>20%</td>
<td>20%</td>
<td>17%</td>
<td>11%</td>
<td>6%</td>
<td>12%</td>
<td>11%</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>2021</td>
<td>44%</td>
<td>19%</td>
<td>19%</td>
<td>16%</td>
<td>16%</td>
<td>12%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
</tr>
</tbody>
</table>

What are Irish people’s main digital news sources?

<table>
<thead>
<tr>
<th>Year</th>
<th>RTÉ News online</th>
<th>Journal.ie</th>
<th>independent.ie</th>
<th>irishtimes.com</th>
<th>BreakingNews.ie</th>
<th>Sky News online</th>
<th>BBC News online</th>
<th>Irish Examiner online</th>
<th>Any local radio news online</th>
<th>Irish Mirror online</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>21%</td>
<td>18%</td>
<td>19%</td>
<td>9%</td>
<td>12%</td>
<td>10%</td>
<td>9%</td>
<td>5%</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>2021</td>
<td>30%</td>
<td>18%</td>
<td>17%</td>
<td>16%</td>
<td>11%</td>
<td>11%</td>
<td>9%</td>
<td>7%</td>
<td>6%</td>
<td>6%</td>
</tr>
</tbody>
</table>
### Source, Payment and Trust

#### What is the main source of news for Irish people?

- **TV**
- **Online (excl. social media/blogs)**
- **Social media**
- **Radio**
- **Printed Newspapers**

<table>
<thead>
<tr>
<th>Year</th>
<th>TV</th>
<th>Online (excl. social media/blogs)</th>
<th>Social Media</th>
<th>Radio</th>
<th>Printed Newspapers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>50%</td>
<td>20%</td>
<td>30%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>2018</td>
<td>45%</td>
<td>25%</td>
<td>35%</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>2019</td>
<td>40%</td>
<td>30%</td>
<td>30%</td>
<td>20%</td>
<td>10%</td>
</tr>
<tr>
<td>2020</td>
<td>35%</td>
<td>35%</td>
<td>30%</td>
<td>25%</td>
<td>15%</td>
</tr>
<tr>
<td>2021</td>
<td>30%</td>
<td>40%</td>
<td>30%</td>
<td>30%</td>
<td>10%</td>
</tr>
</tbody>
</table>

#### Do Irish people pay for, or access paid for, online news content?

- **2020**
  - Ireland: 12%
  - UK: 7%
  - North America: 18%
  - EU: 12%
- **2021**
  - Ireland: 16%
  - UK: 8%
  - North America: 17%
  - EU: 15%

#### How concerned are Irish people about the financial state of commercial news organisations in Ireland?

- **Ireland**
  - Not at all concerned: 15%
  - Not very concerned: 36%
  - Quite concerned: 28%
  - Very concerned: 9%
  - Don’t know: 12%
- **UK**
  - Not at all concerned: 20%
  - Not very concerned: 31%
  - Quite concerned: 20%
  - Very concerned: 6%
  - Don’t know: 23%
- **North America**
  - Not at all concerned: 19%
  - Not very concerned: 29%
  - Quite concerned: 22%
  - Very concerned: 11%
  - Don’t know: 19%
- **EU**
  - Not at all concerned: 23%
  - Not very concerned: 33%
  - Quite concerned: 21%
  - Very concerned: 7%
  - Don’t know: 16%

### Diversity in News Coverage

#### Do Irish people think Irish-based news organisations cover each of the following fairly or unfairly?

- **Where you live**
  - Ireland: 59%
  - UK: 63%
  - North America: 58%
  - EU: 64%
- **Your ethnicity**
  - Ireland: 23%
  - UK: 18%
  - North America: 23%
  - EU: 19%
- **Your social and economic class**
  - Ireland: 19%
  - UK: 19%
  - North America: 19%
  - EU: 17%
- **People your gender**
  - Ireland: 23%
  - UK: 22%
  - North America: 22%
  - EU: 18%
- **People your age**
  - Ireland: 24%
  - UK: 22%
  - North America: 22%
  - EU: 18%
- **Political views**
  - Ireland: 23%
  - UK: 22%
  - North America: 24%
  - EU: 24%

#### Do Irish people feel their age group is represented enough in news coverage?

- **65+**
  - Fairly: 24%
  - Unfairly: 63%
  - Don’t know: 5%
- **55-64**
  - Fairly: 21%
  - Unfairly: 66%
  - Don’t know: 4%
- **45-54**
  - Fairly: 16%
  - Unfairly: 67%
  - Don’t know: 5%
- **35-44**
  - Fairly: 20%
  - Unfairly: 61%
  - Don’t know: 6%
- **25-34**
  - Fairly: 22%
  - Unfairly: 56%
  - Don’t know: 14%
- **18-24**
  - Fairly: 34%
  - Unfairly: 43%
  - Don’t know: 14%

*For a copy of the full Reuters Digital News Report 2021 (Ireland) please visit [www.bai.ie](http://www.bai.ie)*