

Flash Eurobarometer

News & Media Survey 2022

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Introduction

Citizens' perceptions of the European Union and Parliament are influenced by what they see, hear and read in various media. This Flash Eurobarometer is designed to **present a picture of EU citizens' media use and media habits, looking at both traditional media and online media.**

Ipsos European Public Affairs interviewed a representative sample of EU citizens, aged 15 years and over, in each of the 27 Member States of the European Union. **Between 26 April and 11 May 2022, 52 347 interviews were completed via computer-assisted web interviewing (CAWI), using Ipsos online panels and their partner network.**

Key findings (1)

Awareness and recall

- 72% of respondents reply that they have recently read, seen or heard something about the **European Union**, either in the press, on the Internet, television or radio; 57% have recently read, seen or heard something about the **European Parliament**.

Media habits

- **Television dominates as the primary news source** (75%), particularly for over 54 year-olds (85% access news via television). Next are online news platforms (43%), then radio (39%), and then social media platforms and blogs (26%). The written press comes in fifth place (21%). **Younger respondents** are much more likely to than older respondents to use **social media platforms and blogs** to access news (46% of 15-24 year-olds vs 15% of 55+ year-olds).
- Although traditional news sources – particularly television – are important, **88% of respondents get at least some news online via their smartphone, computer or laptop** (vs 10% who never access news online). 43% of respondents use the website of the news source (e.g. website of a newspaper) to access news online, and 31% read articles or posts that appear in their online social networks. The latter response is selected by 43% of 15-24 year-olds (vs 24% of 55+ respondents).
- Among those who access news online, **70% only use only free news content or news services online**.
- Respondents who access news online were asked what make them likely to open an article, 54% reply that a title relevant to their interests makes it more likely they open an online news article and 37% that it is **important they trust the news outlet posting the news article**.

Key findings (2)

Social media channels

- A majority of respondents use **Facebook (67%), WhatsApp (61%) and YouTube (56%)**. **Among 15-24 year-olds, Instagram is the most used social media platform (79%)**. TikTok (49%) and Snapchat (43%) are also common among the youngest respondents.
- **Across all age groups**, about half of respondents use social media to send direct messages to friends and family and **at least four in ten use social media to follow the news and current events (44%-46%)**, but there is a difference in posting habits: 28% of 15-24 year-olds post their own content on social media, compared to 15% of 55+ year-olds.

Most trusted media sources

- **Traditional broadcast and print media, and their online presence, rank higher as trusted news sources than online news platforms and social media channels** (e.g. Instagram and YouTube). 49% of respondents expect public TV and radio stations to give them truthful news, followed by the written press (and their online presence), selected by 39%. On the other hand, private TV and radio stations (and their online presence) are cited by 27% as a trusted media source.

Exposure to disinformation and fake news

- **10% of respondents think that, in that past seven days, they have 'very often' been exposed to disinformation and fake news; 18% reply that this happened 'often' in the past seven days**. Respondents in Bulgaria are overall the most likely to reply that they have often been exposed to disinformation and fake news in the past seven days (29% 'very often' and 26% 'often' responses), while respondents in the Netherlands are the least likely to say so (3% 'very often' and 9% 'often' responses).
- **A majority of respondents feel confident they can recognise disinformation and fake news**: 12% feel 'very confident' and 52% 'somewhat confident'. The level of confidence in distinguishing between real news and fake news decreases with age and increases with level of education.

Awareness and recall

1

A hand is shown holding a white sheet of paper against a blue background. The background features a faint, stylized pattern of the European Union flag, including a circle of stars and a swooshing line. The overall composition is clean and professional.

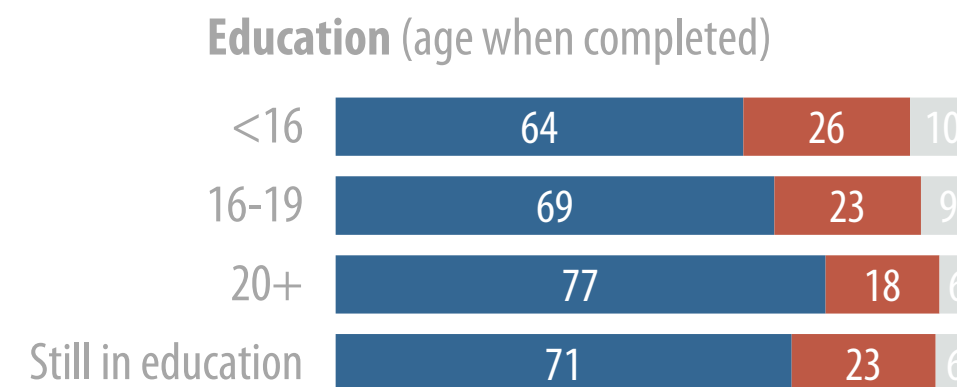
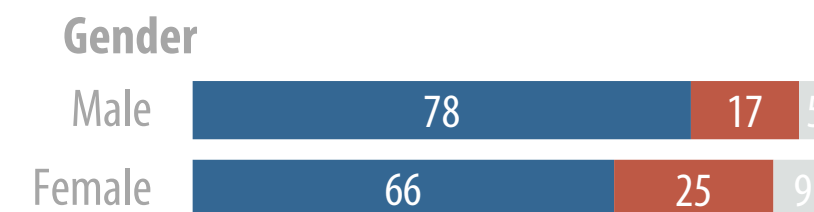
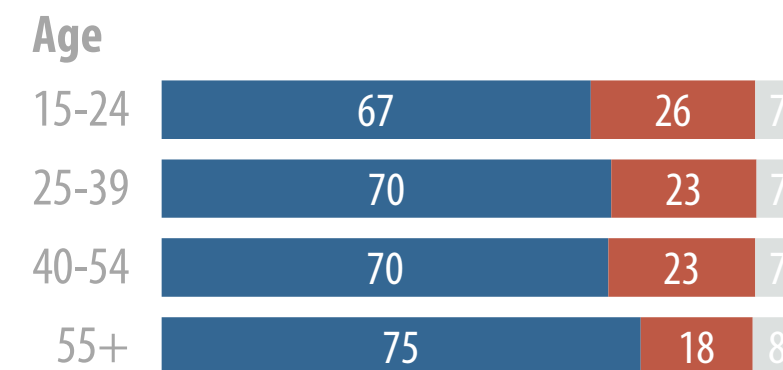
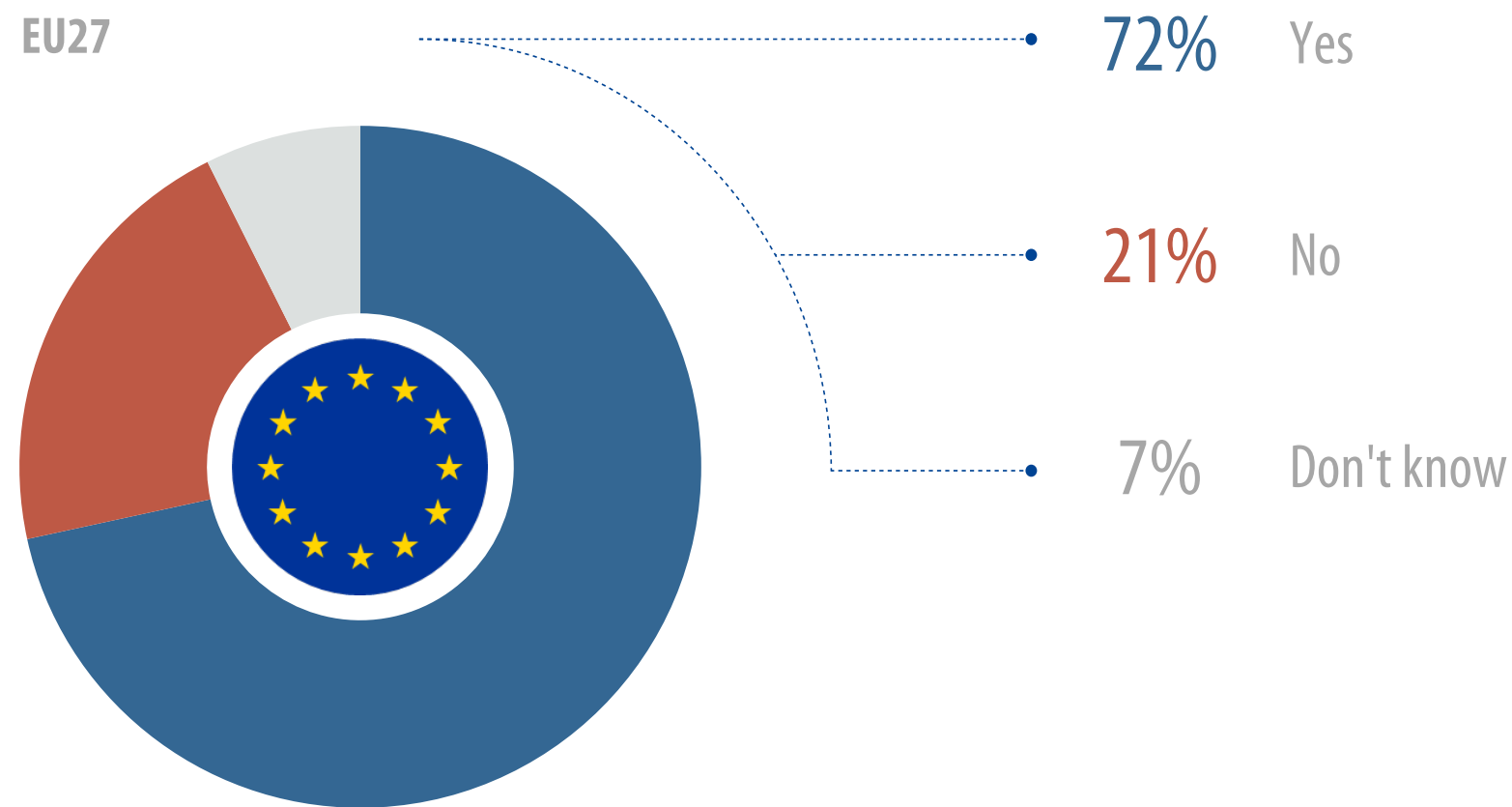
Awareness and recall

This section looks at the information EU citizens get about the European Union and the European Parliament.

- **72% of respondents reply that they have recently read, seen or heard something about the European Union**, either in the press, on the Internet, television or radio. **57% of respondents have recently read, seen or heard something about the European Parliament.**
- There is considerable **variation between Member States** in the proportions saying they have recently read, seen or heard something about the European Union (between 57% in France and 90% in Romania) or the European Parliament (between 39% in France and 85% in Malta).
- The **socio-demographic findings** indicate that:
 - The proportions having read, seen or heard something increase with age, from 67% of 15-24 year-olds to 75% of 55+ year-olds for news about the European Union and from 50% to 62%, respectively, for news about the European Parliament.
 - Men are more likely than women to say they have recently read, seen or heard something about the European Union (78% vs 66%, respectively) or about the European Parliament (63% vs 51%).
 - More highly educated respondents are more likely to say they have read, seen or heard something recently about the European Union (77% of the higher educated vs 64% of the lower educated) or about the European Parliament (61% vs 53%, respectively).

Q1

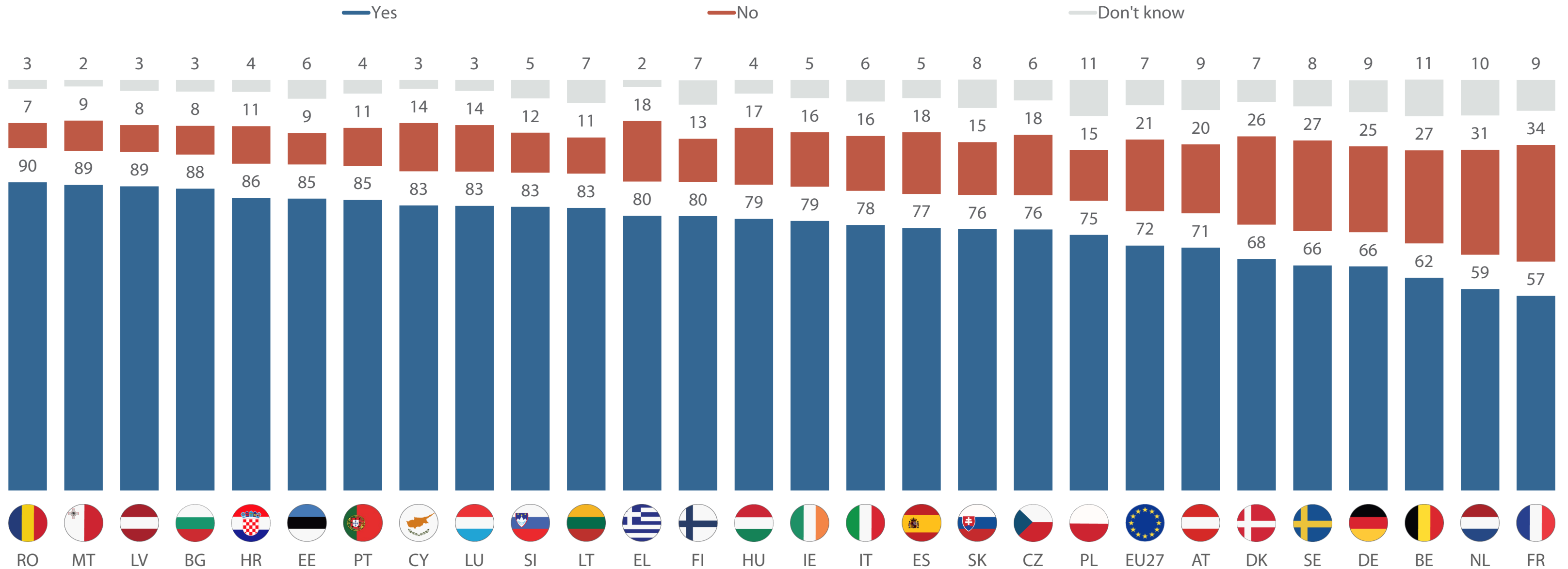
Have you recently read in the press, seen on the Internet or on television or heard on the radio something about the European Union?



Note: Percentages may not total 100 due to rounding.

Q1

Have you recently read in the press, seen on the Internet or on television or heard on the radio something about the European Union?



Note: Percentages may not total 100 due to rounding.

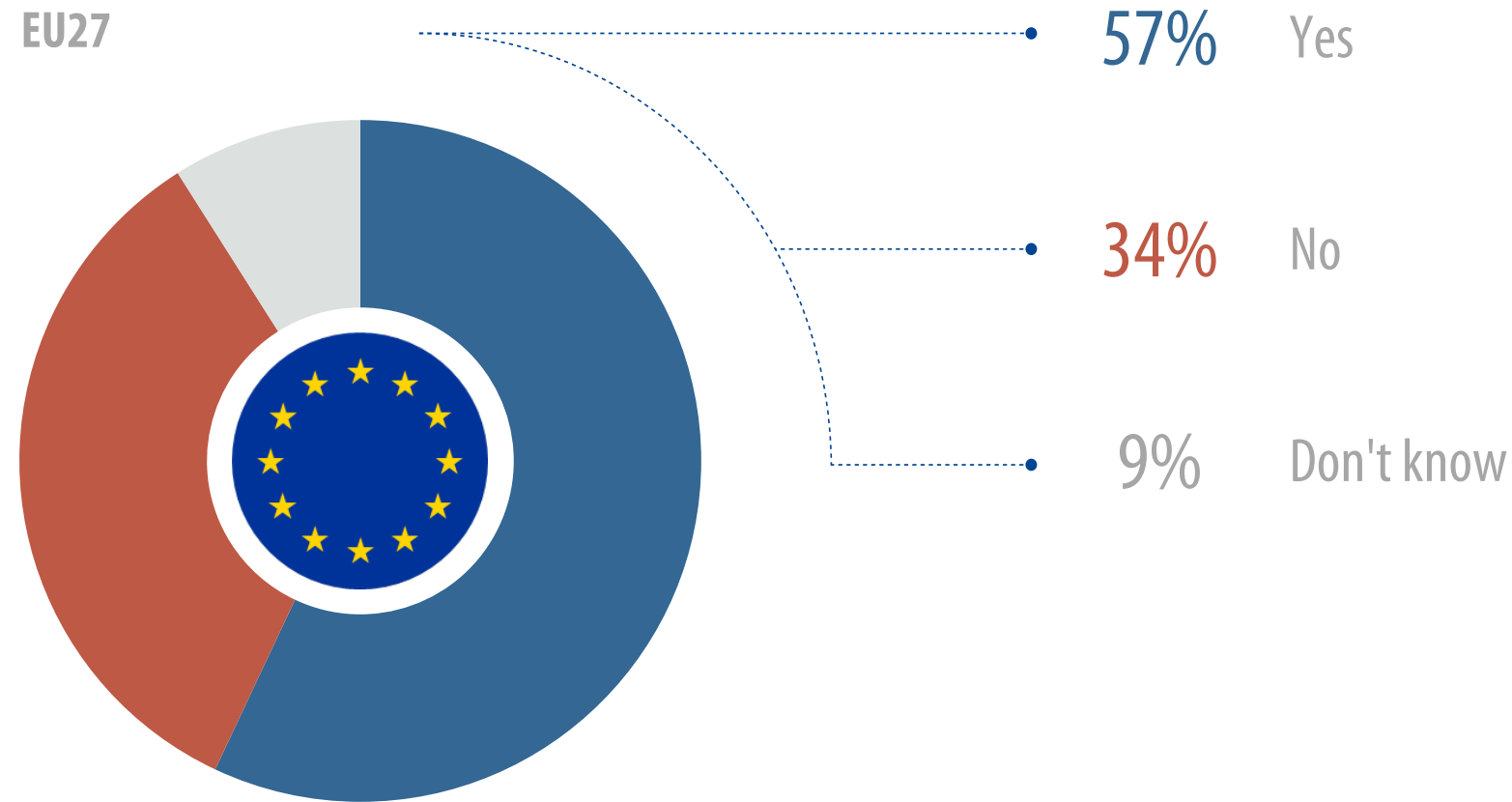
Flash Eurobarometer FL011EP – Media & News Survey 2022 / Fieldwork: 26/04 – 11/05/2022

(%) Base: n=52 347 – All respondents (EU27)

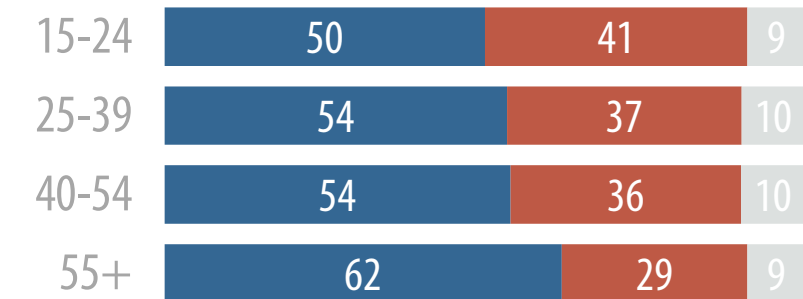
Q2

Have you recently read in the press, seen on the Internet or on television or heard on the radio something about the European Parliament?

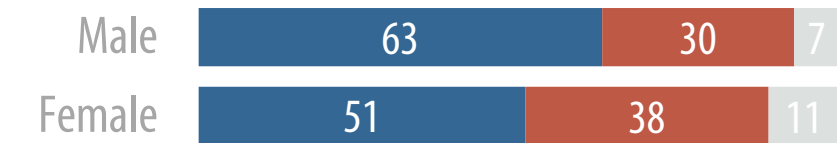
EU27



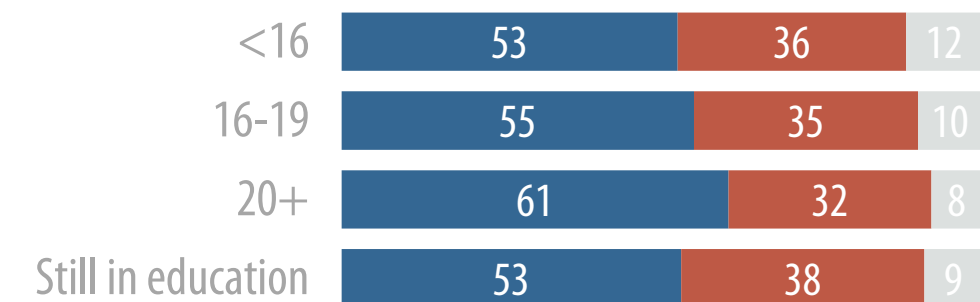
Age



Gender



Education (age when completed)



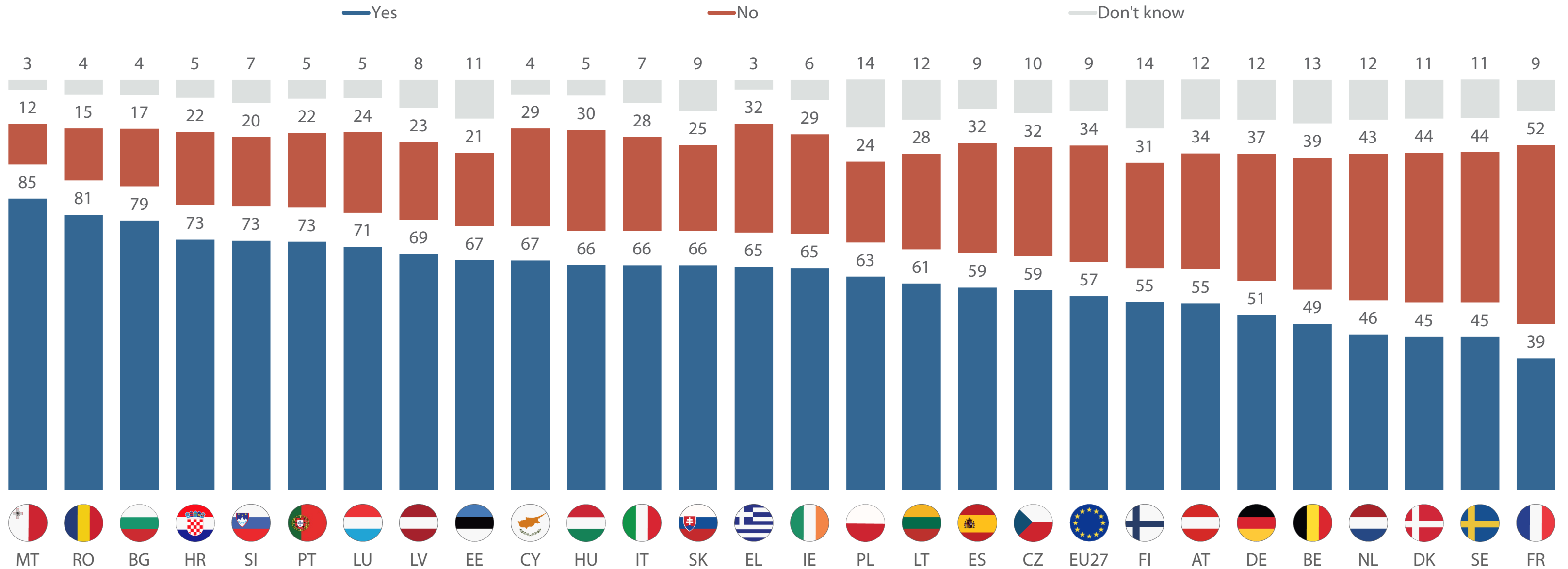
Note: Percentages may not total 100 due to rounding.

Flash Eurobarometer FL011EP – Media & News Survey 2022 / Fieldwork: 26/04 – 11/05/2022

(%) Base: n=52 347 – All respondents (EU27)

Q2

Have you recently read in the press, seen on the Internet or on television or heard on the radio something about the European Parliament?



Note: Percentages may not total 100 due to rounding.

Flash Eurobarometer FL011EP – Media & News Survey 2022 / Fieldwork: 26/04 – 11/05/2022

(%) Base: n=52 347 – All respondents (EU27)

Media habits

2

The background of the slide features a photograph of a person reading a book, overlaid with a semi-transparent blue filter. The person's hand is visible at the top right, holding the book. The bottom left corner of the image shows a portion of a blue surface with yellow stars, resembling the European Union flag.

General media use

Citizens' perceptions of the European Union and Parliament are influenced by what they see, hear and read in the media and other sources. This section looks at the different types of media used by EU citizens and the news topics they access.

Most used media

- **75% of respondents reply that TV was one of their most used media to access news in the past seven days** – TV is the most commonly used media channel in most Member States. TV is followed (at a distance) by **online news platforms** (43%) and **radio** (39%). The written press is mentioned by 21% of respondents, while social media platforms and blogs are mentioned by 26%.
- There are differences in media usage between socio-demographic groups:
 - **Younger respondents are much more likely to use social media platform and blogs** (46% of 15-24 year-olds vs 15% of 55+ year-olds), but they are also more likely to use **YouTube and other video platforms** (34% vs 8%, respectively). Older people make much greater use of traditional news media (TV, radio and written press).
 - **The largest difference in terms of education is seen for the use of online news platforms** (selected by 49% of the higher educated vs 30% of the lower educated respondents). Only minor differences are observed for the use of traditional news media (TV, radio and written press).

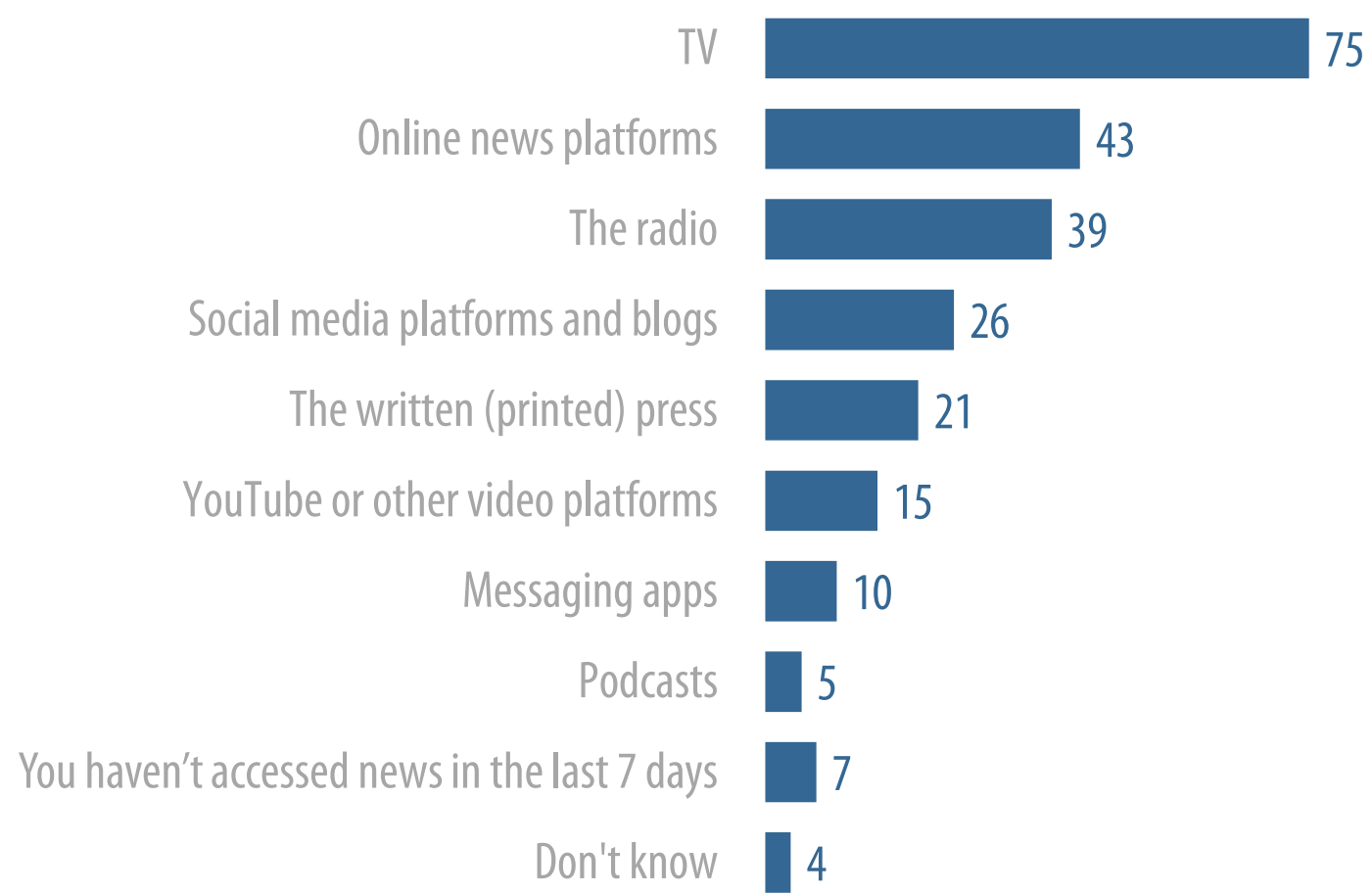
News topics accessed

- Asked about the news topics accessed in the past 7 days, the highest-ranking topics are **national politics** (selected by 50%), **local news** (47%) and **European and international affairs** (46%). These topics are the highest-ranking ones across socio-demographic groups and across countries.

Q3ab

Among the following, what media have you used the most to access news in the past 7 days? Firstly? And then?
[multiple answers possible]

EU27



	Age			
	15-24	25-39	40-54	55+
TV	58	64	75	85
Online news platforms	40	47	46	40
The radio	26	37	43	42
Social media platforms and blogs	46	36	24	15
The written (printed) press	11	16	19	28
YouTube or other video platforms	34	23	12	8
Messaging apps	13	12	9	8
Podcasts	10	9	4	2
You haven't accessed news in the last 7 days	7	7	7	7
Don't know	4	4	4	3


	Gender	
	Male	Female
TV	74	76
Online news platforms	46	41
The radio	41	38
Social media platforms and blogs	24	27
The written (printed) press	22	20
YouTube or other video platforms	19	13
Messaging apps	10	10
Podcasts	6	4
You haven't accessed news in the last 7 days	5	9
Don't know	3	4

	Education (age when completed)			
	<16	16-19	20+	Still in educ.
TV	77	80	74	62
Online news platforms	30	39	49	44
The radio	39	40	42	26
Social media platforms and blogs	19	21	26	43
The written (printed) press	23	21	23	13
YouTube or other video platforms	14	13	14	31
Messaging apps	9	9	10	12
Podcasts	4	3	5	11
You haven't accessed news in the last 7 days	10	8	6	7
Don't know	5	4	2	4

Q3ab

Among the following, what media have you used the most to access news in the past 7 days? Firstly? And then?
[multiple answers possible]

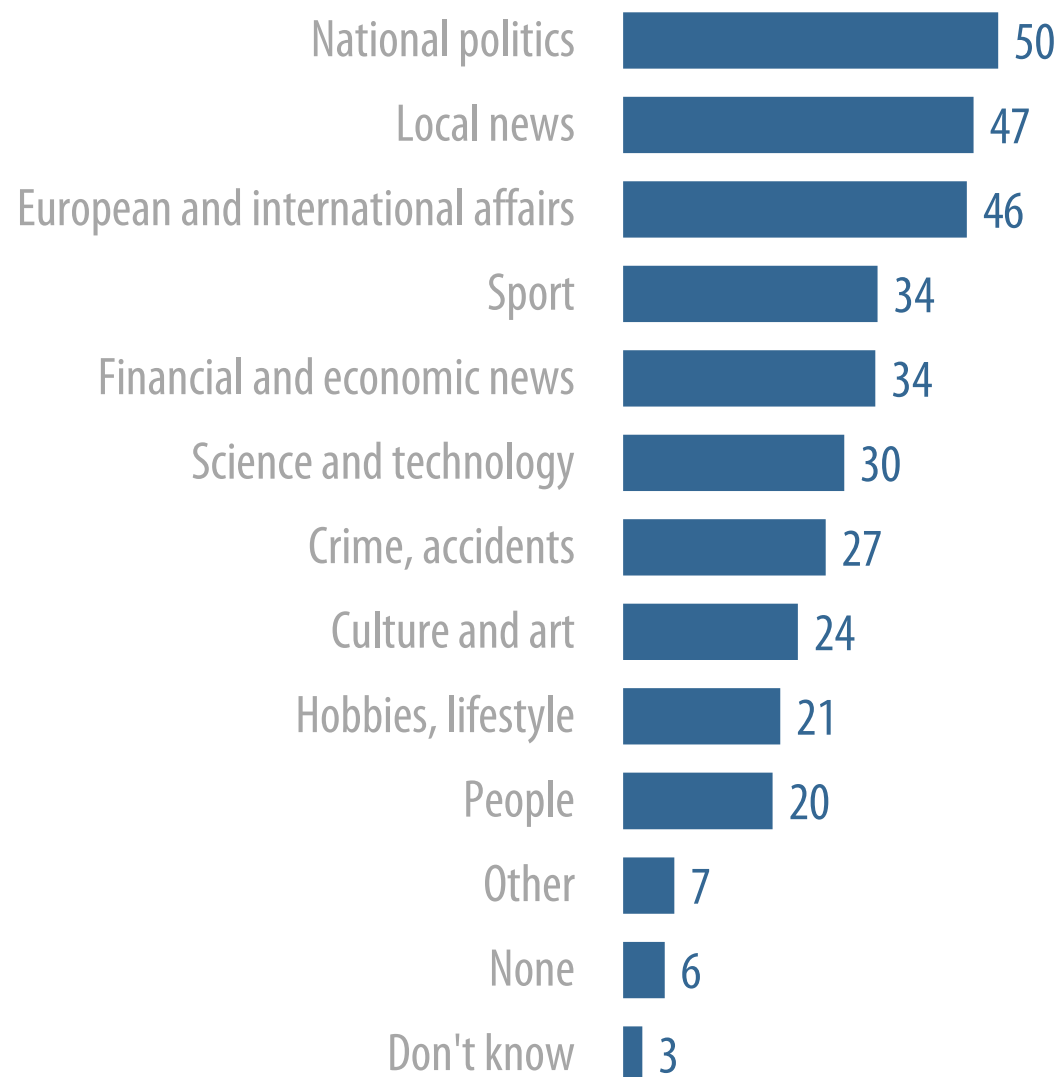
	EU27	BE	BG	CZ	DK	DE	EE	IE	EL	ES	FR	HR	IT	CY	LV	LT	LU	HU	MT	NL	AT	PL	PT	RO	SI	SK	FI	SE
TV	75	70	86	78	72	73	66	62	60	76	78	75	82	63	51	70	61	58	52	72	68	72	84	80	76	73	67	65
Online news platforms	43	37	60	38	53	38	54	48	63	35	29	48	49	59	45	54	53	57	65	37	40	57	50	53	44	37	67	60
The radio	39	48	34	36	32	47	35	44	24	36	45	30	35	25	28	28	60	28	22	32	45	43	33	37	36	44	33	35
Social media platforms and blogs	26	22	47	35	18	16	30	47	46	31	19	42	25	57	41	44	28	43	55	23	21	33	28	29	36	25	28	25
The written (printed) press	21	23	13	14	17	26	17	19	13	20	22	16	27	9	9	9	30	9	11	23	34	13	14	15	18	13	25	23
YouTube or other video platforms	15	11	26	12	8	15	16	19	25	10	15	17	15	24	28	23	15	21	12	8	15	21	10	24	13	20	13	13
Messaging apps	10	6	9	6	4	13	3	8	6	4	7	6	10	8	13	5	11	6	11	12	14	24	5	6	5	6	9	4
Podcasts	5	3	6	6	6	6	4	8	3	5	4	4	5	6	4	8	3	5	3	3	4	5	3	9	2	10	4	6
You haven't accessed news in the last 7 days	7	7	5	10	7	7	4	3	3	10	10	3	6	3	6	3	3	9	2	9	6	5	4	5	5	10	4	5
Don't know	4	5	1	6	6	4	2	1	2	3	5	2	3	3	2	3	1	3	2	5	3	3	3	2	3	6	2	3

 Most-selected response

Q10

Thinking about news and other information, which of the following topics have you accessed in the past 7 days?
[multiple answers possible]

EU27



Age

	15-24	25-39	40-54	55+
National politics	34	42	50	60
Local news	31	43	50	53
European and international affairs	32	41	46	54
Sport	35	36	36	32
Financial and economic news	26	35	36	35
Science and technology	31	33	32	26
Crime, accidents	31	31	29	23
Culture and art	26	24	24	23
Hobbies, lifestyle	29	30	22	13
People	27	25	21	15
Other	5	7	8	7
None	5	5	6	7
Don't know	5	3	2	2

Gender

	Male	Female
National politics	54	47
Local news	45	49
European and international affairs	50	43
Sport	50	20
Financial and economic news	41	28
Science and technology	39	21
Crime, accidents	26	29
Culture and art	21	26
Hobbies, lifestyle	17	24
People	16	25
Other	7	7
None	4	7
Don't know	2	3

Education (age when completed)

	<16	16-19	20+	Still in educ.
National politics	40	49	57	41
Local news	44	51	49	35
European and international affairs	31	43	54	39
Sport	31	33	36	35
Financial and economic news	21	29	41	29
Science and technology	19	25	35	33
Crime, accidents	26	30	26	31
Culture and art	15	18	28	28
Hobbies, lifestyle	15	19	22	29
People	16	18	21	26
Other	7	8	7	5
None	11	7	4	4
Don't know	3	3	2	4

Q10

Thinking about news and other information, which of the following topics have you accessed in the past 7 days? [multiple answers possible]

	EU27	BE	BG	CZ	DK	DE	EE	IE	EL	ES	FR	HR	IT	CY	LV	LT	LU	HU	MT	NL	AT	PL	PT	RO	SI	SK	FI	SE
National politics	50	44	50	45	36	45	55	46	54	51	53	43	57	35	44	40	61	37	51	48	46	60	51	47	45	53	47	59
Local news	47	42	36	40	50	52	65	55	43	52	41	52	48	66	61	42	71	31	69	48	49	44	37	46	47	27	57	63
European and international affairs	46	48	39	46	48	51	60	49	54	43	35	37	41	47	45	49	61	40	50	47	48	57	55	53	30	44	64	51
Sport	34	33	30	30	33	33	29	41	31	37	30	36	37	37	24	23	36	24	32	41	34	37	40	34	39	29	38	39
Financial and economic news	34	31	44	38	35	31	42	29	36	29	26	38	34	31	37	34	38	39	22	36	35	46	35	48	30	36	36	45
Science and technology	30	27	31	20	28	27	34	27	40	33	24	37	33	32	28	31	30	32	27	26	30	30	33	39	28	25	31	33
Crime, accidents	27	32	19	30	35	26	24	43	46	20	21	29	28	46	23	27	44	22	43	43	31	29	27	17	28	26	44	54
Culture and art	24	20	25	21	20	15	29	22	30	33	22	30	29	27	27	24	26	24	32	16	23	25	29	29	18	19	26	20
Hobbies, lifestyle	21	17	21	22	18	19	20	32	26	22	19	34	17	23	25	30	26	28	26	16	24	27	18	30	21	28	26	19
People	20	24	21	16	27	14	31	33	30	17	15	27	15	28	22	23	29	19	20	31	17	32	23	35	21	15	34	32
Other	7	5	7	5	6	11	5	6	4	5	7	7	7	0	7	6	6	9	5	11	10	2	6	7	8	3	6	5
None	6	6	4	4	6	9	2	2	2	6	8	2	3	2	1	2	2	7	2	5	8	3	3	3	3	6	2	3
Don't know	3	3	2	4	6	3	2	2	1	2	2	2	2	1	1	2	2	3	1	5	3	4	3	2	1	3	2	3

 Most-selected response

Accessing news online (1)

This Flash Eurobarometer shows that most EU citizens access at least some news online (10% of respondents reply that they 'never' access news online). This section focusses on **online news access, access method** (and device used) and **paid online news services**.

Method to access news online

43% of respondents reply that they use the website of the news source (e.g. website of a newspaper) to access news online, 31% read articles or posts that appear in their online social networks. Other ways to access news online included using notifications from news apps respondents registered to or alerts they receive (selected by 18%) and using a news aggregator app/website, assembling information on their pre-selected interests (17%).

- In 16 Member States, the largest share of respondents reply that they use the website of the news source (e.g. website of a newspaper), and in 10 Member States, the top-ranking method is reading articles or posts that appear in their online social networks; in one country (Romania), these two methods are selected by an equal share of respondents.
- **Older respondents tend to have a preference for using the website of the news source** (mentioned by 46% of 40-54 year-olds vs 33% of 15-24 year-olds), while **younger respondents are more likely to read articles or posts that appear in their online social networks** (mentioned by 43% of 15-24 year-olds vs 24% of 55+ year-olds).

Accessing news online (2)

Paid online news content

- Among respondents who access news online, **70% only use free news content and online news services**. Paid digital subscriptions are most common in Belgium, Denmark, Estonia, Finland, Ireland, Luxembourg, the Netherlands and Sweden.

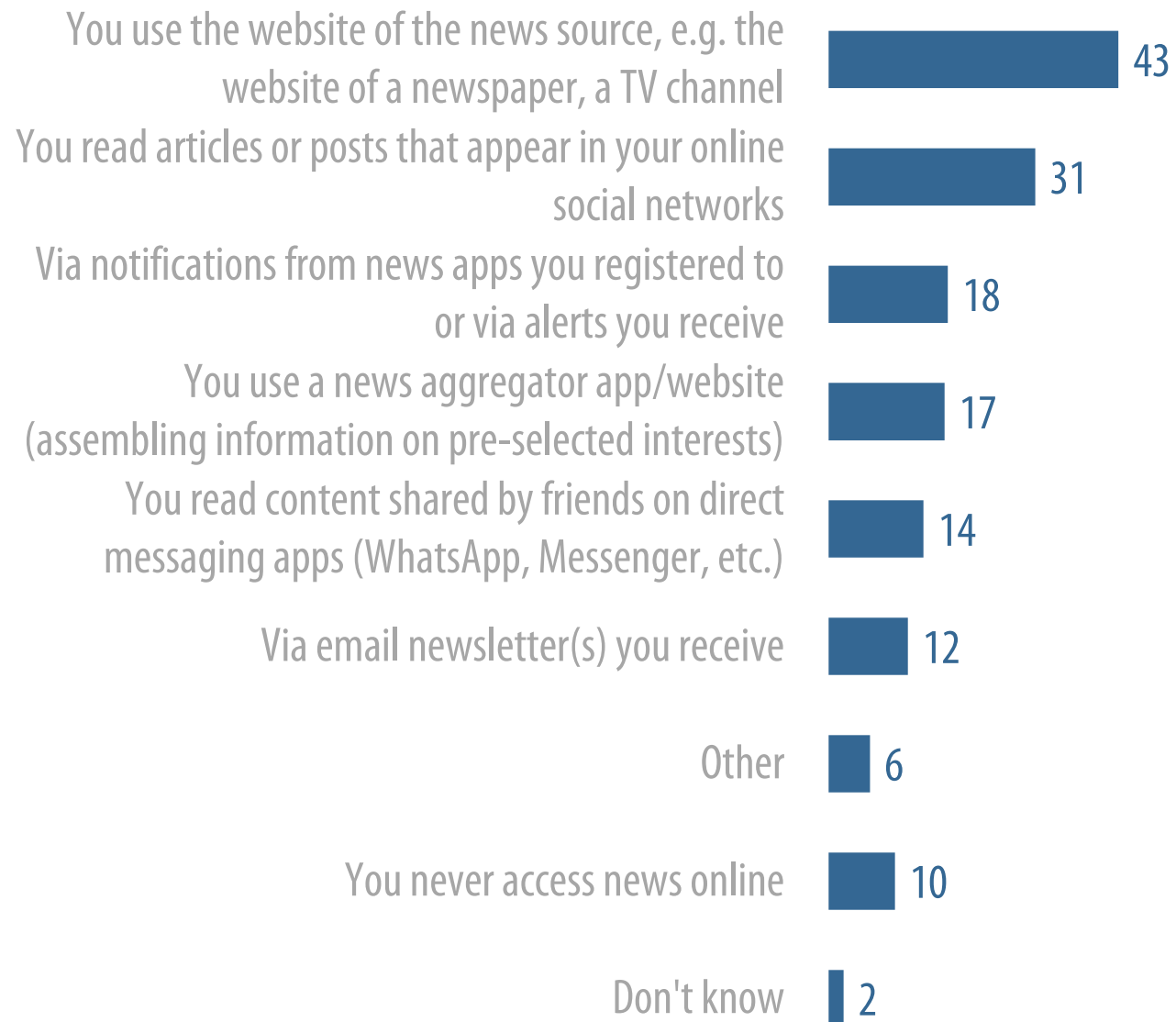
Device to access news online

- Among respondents who access news online, **77% reply that they use a smartphone to access news online** and 59% a desktop or laptop computer. Other devices are less frequently used. 88% of the youngest respondents (aged 15-24) use a smartphone to access news online, compared to 66% of the oldest respondents (aged 55+).

Q4

How do you usually access news online? [multiple answers possible]

EU27



	Age			
	15-24	25-39	40-54	55+
You use the website of the news source, e.g. the website of a newspaper, a TV channel	33	44	46	43
You read articles or posts that appear in your online social networks	43	38	29	24
Via notifications from news apps you registered to or via alerts you receive	19	18	17	17
You use a news aggregator app/website (assembling information on pre-selected interests)	20	22	17	14
You read content shared by friends on direct messaging apps (WhatsApp, Messenger, etc.)	22	18	12	10
Via email newsletter(s) you receive	7	9	11	15
Other	5	5	6	7
You never access news online	7	6	9	14
Don't know	3	2	2	2

	Gender	
	Male	Female
You use the website of the news source, e.g. the website of a newspaper, a TV channel	47	39
You read articles or posts that appear in your online social networks	27	34
Via notifications from news apps you registered to or via alerts you receive	17	18
You use a news aggregator app/website (assembling information on pre-selected interests)	20	15
You read content shared by friends on direct messaging apps (WhatsApp, Messenger, etc.)	13	15
Via email newsletter(s) you receive	12	11
Other	6	6
You never access news online	8	11
Don't know	2	2

	Education (age when completed)			
	<16	16-19	20+	Still in educ.
You use the website of the news source, e.g. the website of a newspaper, a TV channel	32	40	49	38
You read articles or posts that appear in your online social networks	23	28	31	42
Via notifications from news apps you registered to or via alerts you receive	13	17	19	19
You use a news aggregator app/website (assembling information on pre-selected interests)	13	15	19	20
You read content shared by friends on direct messaging apps (WhatsApp, Messenger, etc.)	12	12	14	21
Via email newsletter(s) you receive	11	11	13	8
Other	8	7	6	5
You never access news online	18	13	7	6
Don't know	4	2	2	2

Q4

How do you usually access news online? [multiple answers possible]

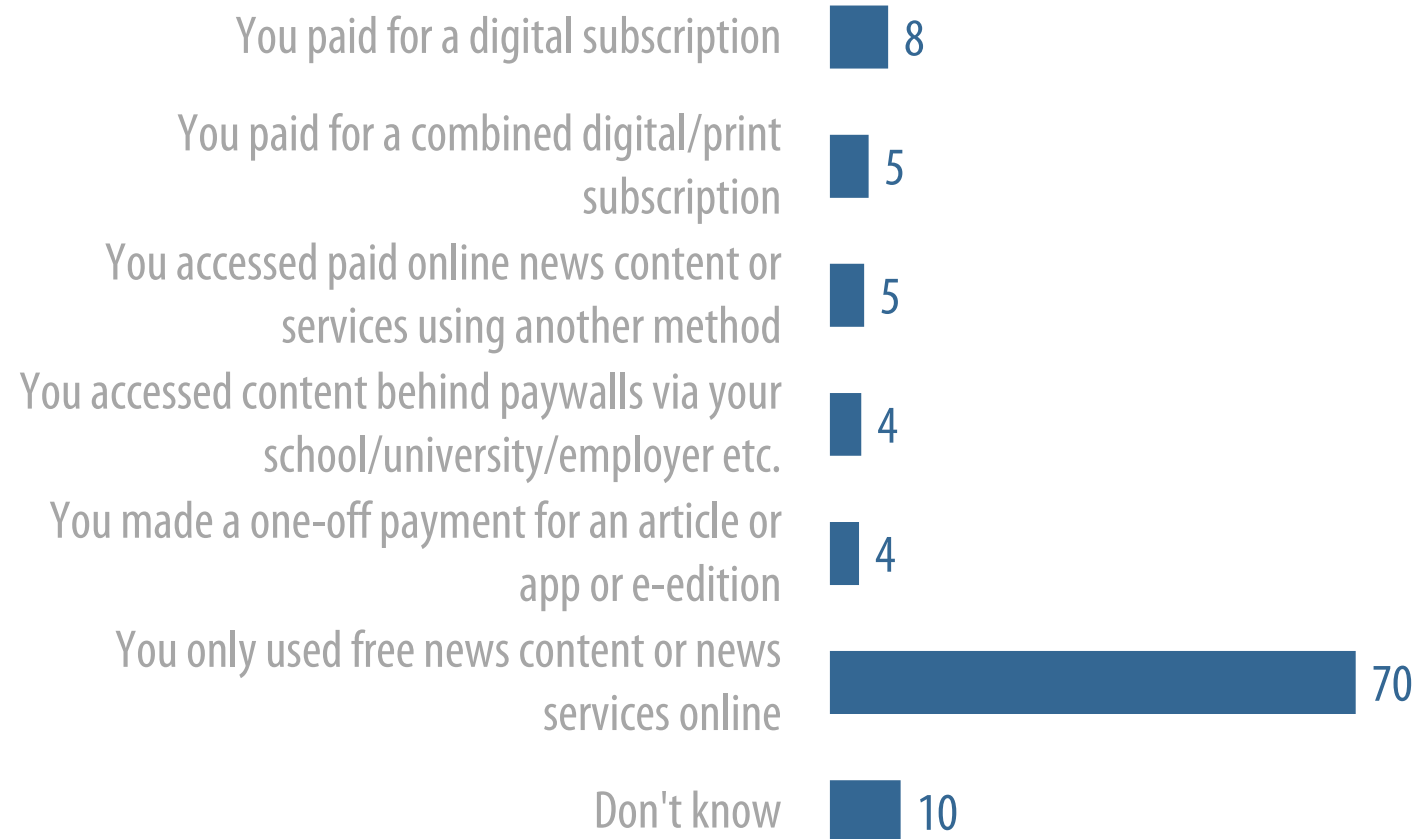
	EU27	BE	BG	CZ	DK	DE	EE	IE	EL	ES	FR	HR	IT	CY	LV	LT	LU	HU	MT	NL	AT	PL	PT	RO	SI	SK	FI	SE
You use the website of the news source (e.g. the website of a newspaper or a TV channel)	43	45	39	44	47	39	60	46	38	44	34	41	52	37	32	34	57	26	48	43	42	55	35	42	37	38	59	59
You read articles or posts that appear in your online social networks	31	26	55	33	26	21	27	45	50	29	25	45	32	55	36	48	32	51	56	22	26	38	43	42	45	20	22	20
Via notifications from news apps you registered to or via alerts you receive	18	16	24	11	17	18	14	20	22	16	20	13	15	27	14	13	26	9	20	16	19	17	25	27	15	36	29	23
You use a news aggregator app/website (assembling information on pre-selected interests)	17	16	15	16	14	14	16	11	25	17	16	18	19	22	27	13	26	28	6	26	12	16	23	18	21	13	15	9
You read content shared by friends on direct messaging apps (WhatsApp, Messenger, etc.)	14	10	24	15	5	10	9	17	17	15	12	12	16	19	14	14	11	9	12	10	13	22	20	20	12	12	13	19
Via email newsletter(s) you receive	12	19	8	12	10	12	7	7	12	9	16	3	10	10	7	9	14	12	4	10	15	11	13	15	14	7	11	5
Other	6	2	5	3	4	13	3	4	5	5	5	4	5	1	3	4	2	8	2	6	7	4	4	5	4	2	3	3
You never access news online	10	11	4	10	8	14	5	6	2	11	17	3	6	3	8	5	3	4	3	10	12	5	7	6	3	13	3	6
Don't know	2	2	2	3	4	3	2	1	1	2	2	1	2	2	2	2	1	2	1	2	2	3	1	1	2	1	3	2

 Most-selected response

Q5

Over the last 12 months, have you accessed paid online news content or services using any of the following methods? [multiple answers possible]

EU27



	Age			
	15-24	25-39	40-54	55+
You paid for a digital subscription	8	9	7	8
You paid for a combined digital/print subscription	5	7	5	5
You accessed paid online news content or services using another method	7	8	4	2
You accessed content behind paywalls via your school/university/employer etc.	10	7	4	1
You made a one-off payment for an article or app or e-edition	7	7	4	1
You only used free news content or news services online	60	64	72	77
Don't know	12	9	10	9

	Gender	
	Male	Female
You paid for a digital subscription	9	7
You paid for a combined digital/print subscription	6	4
You accessed paid online news content or services using another method	6	4
You accessed content behind paywalls via your school/university/employer etc.	5	3
You made a one-off payment for an article or app or e-edition	5	3
You only used free news content or news services online	68	73
Don't know	9	10

	Education (age when completed)			
	<16	16-19	20+	Still in educ.
You paid for a digital subscription	6	7	9	7
You paid for a combined digital/print subscription	5	4	6	5
You accessed paid online news content or services using another method	5	3	5	7
You accessed content behind paywalls via your school/university/employer etc.	4	3	4	10
You made a one-off payment for an article or app or e-edition	4	3	4	6
You only used free news content or news services online	68	74	71	63
Don't know	12	10	8	10

Q5

Over the last 12 months, have you accessed paid online news content or services using any of the following methods? [multiple answers possible]

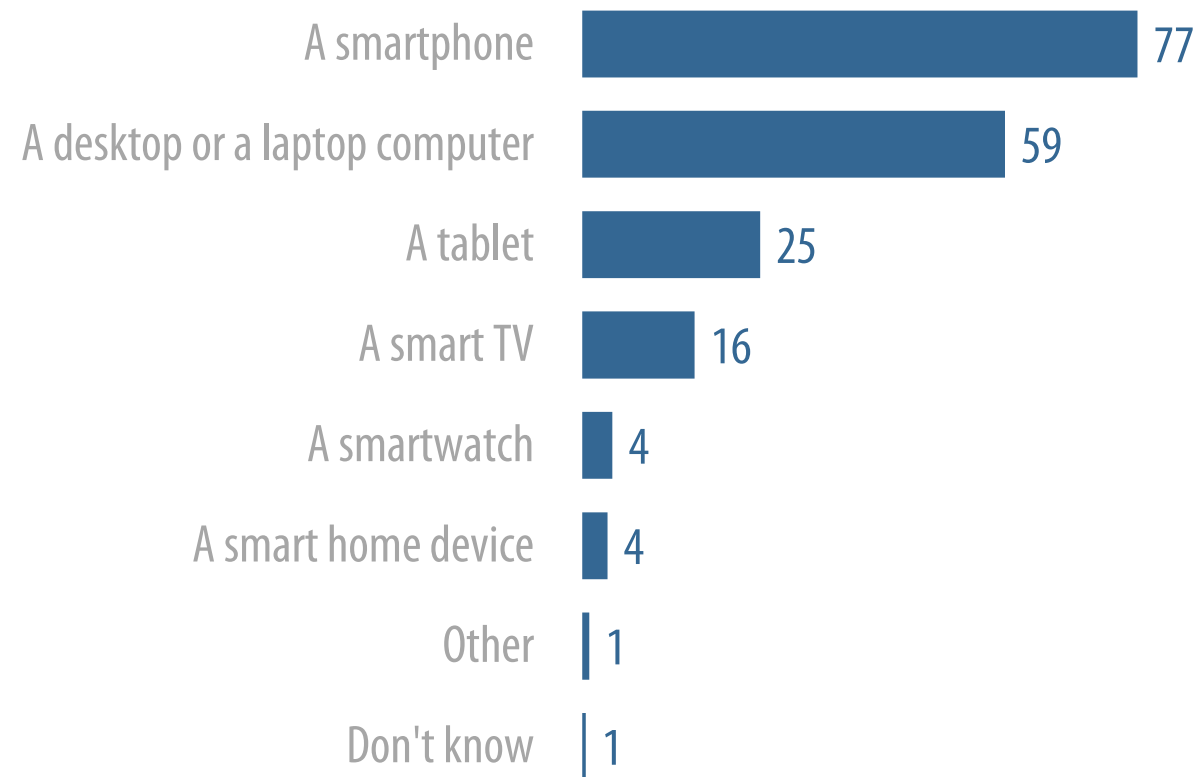
	EU27	BE	BG	CZ	DK	DE	EE	IE	EL	ES	FR	HR	IT	CY	LV	LT	LU	HU	MT	NL	AT	PL	PT	RO	SI	SK	FI	SE
You paid for a digital subscription	8	10	3	7	10	9	24	12	4	5	7	4	8	3	6	6	14	5	3	10	8	8	4	9	4	9	14	18
You paid for a combined digital/print subscription	5	10	2	3	7	7	9	4	3	3	5	3	4	1	2	3	14	3	2	12	8	3	3	4	3	3	8	11
You accessed paid online news content or services using another method	5	7	3	5	5	5	7	3	5	4	5	3	5	3	3	4	4	4	2	6	3	4	3	5	3	4	3	3
You made a one-off payment for an article or app or e-edition	4	4	4	5	1	5	5	3	2	2	5	3	5	2	3	3	4	3	1	3	3	5	2	4	4	4	7	4
You accessed content behind paywalls via your school/university/employer etc.	4	6	5	4	7	4	7	4	3	3	5	2	5	4	3	3	6	3	1	5	3	3	4	4	3	5	7	6
You only used free news content or news services online	70	63	74	56	68	73	50	68	76	76	74	79	66	73	78	75	61	81	83	66	75	69	82	60	77	64	60	61
Don't know	10	6	14	26	6	5	8	9	12	11	5	10	13	16	9	9	6	3	9	6	4	14	6	20	10	16	9	5

 Most-selected response (among 'paying' options)

Q9

Which device(s) do you use to access news online? [multiple answers possible]

EU27



	Age			
	15-24	25-39	40-54	55+
A smartphone	88	86	81	66
A desktop or a laptop computer	47	50	58	69
A tablet	19	22	25	28
A smart TV	15	19	15	15
A smartwatch	6	7	4	2
A smart home device	5	6	4	2
Other	2	1	1	1
Don't know	1	1	1	0

	Gender	
	Male	Female
A smartphone	76	78
A desktop or a laptop computer	65	53
A tablet	25	24
A smart TV	18	14
A smartwatch	5	4
A smart home device	5	3
Other	1	1
Don't know	0	1

	Education (age when completed)			
	<16	16-19	20+	Still in educ.
A smartphone	68	74	79	86
A desktop or a laptop computer	49	57	63	53
A tablet	25	24	26	21
A smart TV	18	16	16	14
A smartwatch	4	3	4	6
A smart home device	4	3	4	4
Other	2	1	1	2
Don't know	1	1	0	1

Q9

Which device(s) do you use to access news online? [multiple answers possible]

	EU27	BE	BG	CZ	DK	DE	EE	IE	EL	ES	FR	HR	IT	CY	LV	LT	LU	HU	MT	NL	AT	PL	PT	RO	SI	SK	FI	SE
A smartphone	77	73	78	70	77	73	78	87	76	79	73	86	78	81	79	81	89	74	80	79	80	84	80	82	80	68	84	79
A desktop or a laptop computer	59	64	66	66	44	58	76	42	61	53	62	57	53	47	56	57	55	68	57	61	53	74	59	57	68	57	52	50
A tablet	25	25	23	16	28	30	16	33	28	25	25	19	24	28	18	19	36	15	25	37	24	20	19	17	22	18	25	27
A smart TV	16	10	23	17	10	21	8	20	21	11	8	17	17	20	13	18	7	13	13	22	15	14	7	26	16	19	12	11
A smart home device	4	3	5	3	3	5	1	8	3	3	2	3	4	2	2	5	3	4	4	4	3	2	1	5	4	4	2	1
A smartwatch	4	3	5	3	2	5	2	7	5	4	3	4	5	4	1	4	4	3	3	7	3	7	2	4	5	5	3	2
Other	1	1	1	2	1	2	1	2	2	2	1	1	0	2	2	1	0	1	2	1	2	0	1	1	1	2	1	1
Don't know	1	0	0	1	1	1	1	0	0	1	0	0	1	1	0	1	0	0	0	0	0	0	0	0	0	1	1	1

 Most-selected response

What attracts people to an online news article?

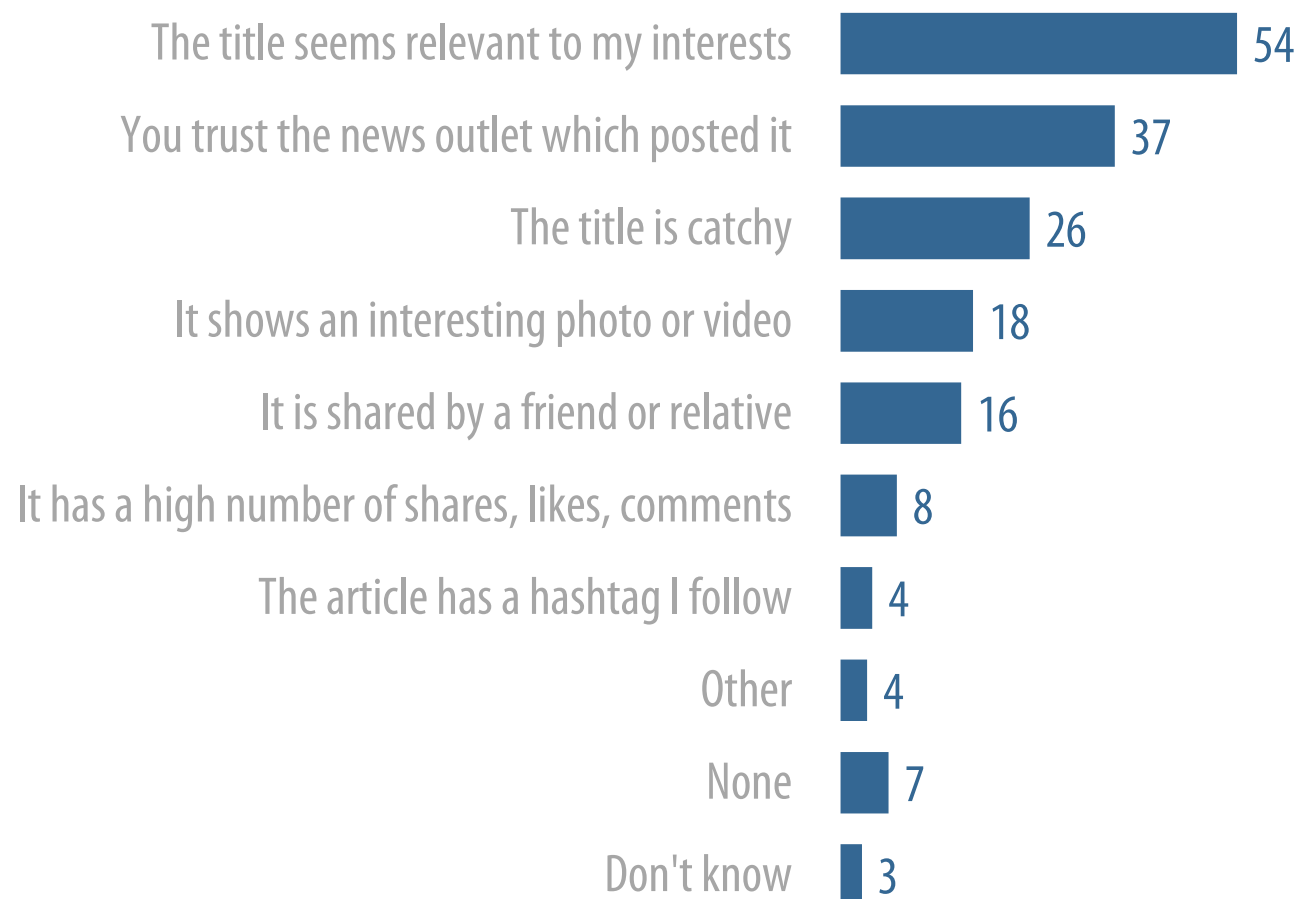
Respondents who access news online were asked what, in their experience, makes it most likely they open an online news article.

- **54% of respondents reply that a title relevant to their interests makes it likely they open an online news article**, while for 26% a catchy title could be sufficient. **Trust in the media outlet that posted the article is also an important driver, selected by 37% of respondents**, and it is mentioned most frequently by more highly educated respondents (41%).
- **Younger respondents** are more likely than their older counterparts to say that a catchy title is important (30% of 15-24 year-olds select this driver vs 22% of 55+ year-olds). Younger people also more frequently get attracted by an **interesting photo or video** (from 15% of 55+ year-olds to 25% of 15-24 year-olds) and they more frequently look at **news articles shared by a friend or relative** (from 13% to 22%, respectively).

Q6

In your experience, which of the following makes it most likely you open an online news article?
[multiple answers possible]

EU27



	Age			
	15-24	25-39	40-54	55+
The title seems relevant to my interests	51	52	54	55
You trust the news outlet which posted it	35	37	36	38
The title is catchy	30	28	27	22
It shows an interesting photo or video	25	20	17	15
It is shared by a friend or relative	22	19	15	13
It has a high number of shares, likes, comments	12	11	7	5
The article has a hashtag I follow	6	7	4	3
Other	3	3	4	4
None	4	5	6	9
Don't know	2	2	3	4

	Gender	
	Male	Female
The title seems relevant to my interests	52	55
You trust the news outlet which posted it	38	36
The title is catchy	24	27
It shows an interesting photo or video	19	17
It is shared by a friend or relative	14	18
It has a high number of shares, likes, comments	8	8
The article has a hashtag I follow	5	4
Other	4	3
None	7	7
Don't know	3	3

	Education (age when completed)			
	<16	16-19	20+	Still in educ.
The title seems relevant to my interests	45	52	57	53
You trust the news outlet which posted it	30	33	41	39
The title is catchy	21	26	26	30
It shows an interesting photo or video	17	18	17	22
It is shared by a friend or relative	16	15	16	22
It has a high number of shares, likes, comments	8	7	7	11
The article has a hashtag I follow	4	3	5	6
Other	4	4	3	3
None	9	8	5	5
Don't know	4	3	2	2

Q6

In your experience, which of the following makes it most likely you open an online news article? [multiple answers possible]

	EU27	BE	BG	CZ	DK	DE	EE	IE	EL	ES	FR	HR	IT	CY	LV	LT	LU	HU	MT	NL	AT	PL	PT	RO	SI	SK	FI	SE
The title seems relevant to my interests	54	55	60	57	55	59	60	60	59	46	52	57	48	69	53	49	58	58	57	52	63	52	52	55	62	41	56	62
You trust the news outlet which posted it	37	32	43	32	38	34	33	45	48	45	32	16	37	41	38	35	38	32	34	33	33	46	33	41	22	33	33	40
The title is catchy	26	27	35	31	27	29	45	14	13	20	29	36	19	16	34	18	38	13	35	28	30	21	44	36	34	30	33	10
It shows an interesting photo or video	18	17	19	21	8	16	17	16	19	12	20	20	19	24	13	15	18	22	20	16	16	23	17	23	17	15	12	12
It is shared by a friend or relative	16	12	23	20	9	12	17	15	15	22	18	13	16	21	17	18	14	16	13	11	14	19	21	18	13	15	12	10
It has a high number of shares, likes or comments	8	6	16	10	4	6	7	7	8	7	7	11	8	9	7	13	8	7	6	6	6	11	6	13	7	11	4	4
The article has a hashtag I follow	4	3	6	3	2	4	3	2	5	3	3	7	6	5	11	6	4	4	2	3	3	6	2	8	12	4	2	2
Other	4	3	2	3	3	4	3	3	3	5	3	4	3	1	2	2	4	5	3	4	4	3	3	4	3	4	3	5
None	7	8	5	4	6	7	3	4	6	7	9	4	9	4	3	5	5	5	3	7	5	5	4	2	6	8	4	4
Don't know	3	4	1	4	7	2	3	2	2	2	3	1	3	3	1	3	1	3	1	4	2	4	2	1	2	4	5	6

 Most-selected response

Social media use

3

The background features a dark blue gradient on the right side, transitioning into a lighter blue and white on the left. A faint, semi-transparent image of a person's hand holding a smartphone is visible on the right side, partially overlapping the blue gradient.

Social media

This section looks at the most commonly used online social media platforms and social media activities (information, communication etc.).

Online social media platforms

- **Facebook and WhatsApp** are the **most commonly used online social media platforms** asked about in this survey. Facebook is the most frequently selected social media platform in 20 Member States; moreover, across all Member States, this platform is mentioned by more than half of respondents (from 52% in Germany to 91% in Malta). WhatsApp is the highest-ranking (or joint-highest ranking) platform in eight Member States, such as Spain (with 86% of WhatsApp users) and Italy (82%). In six Member States, however, WhatsApp is selected by less than one in five respondents (Bulgaria, Denmark, Greece, Hungary, Lithuania and Slovenia).
- **Instagram, TikTok and Snapchat are especially common among 15-24 year-olds.** For example, while 6% of 55+ year-olds select TikTok as an online social media platform they use, this proportion increases to 49% for 15-24 year-olds.

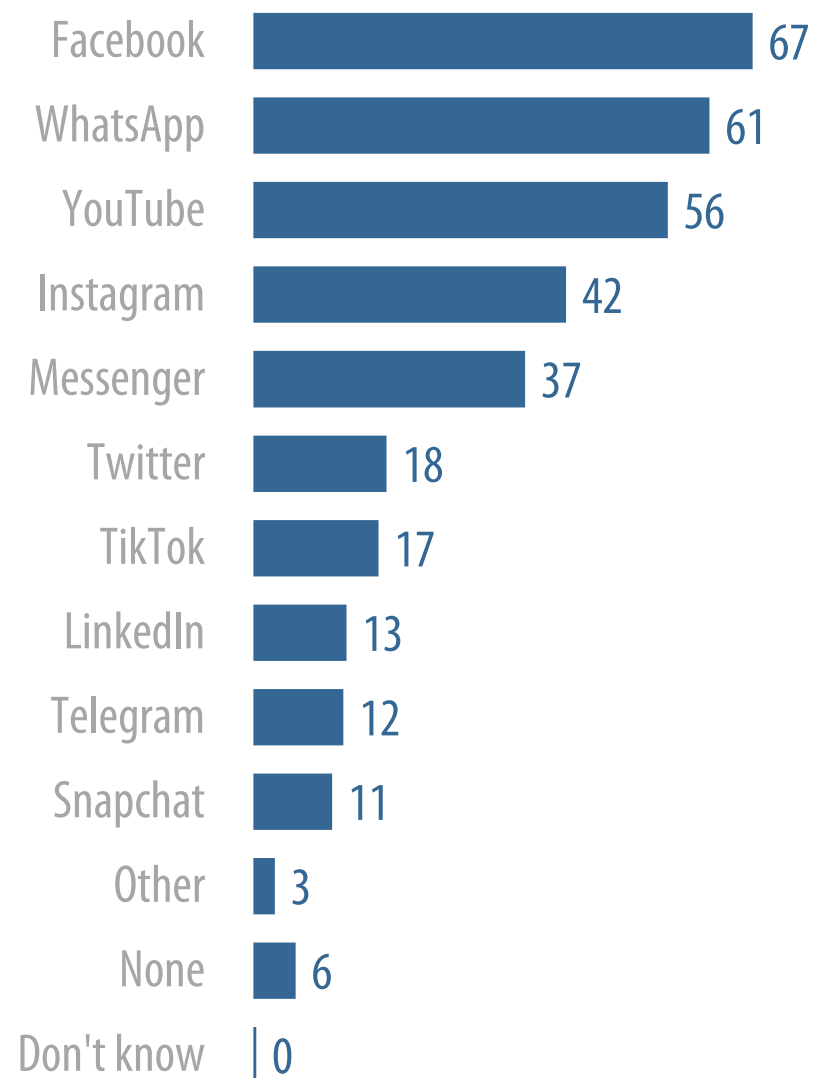
Social media activities

- **49% of respondents use social media for communication purposes** – to send direct messages to friends and family – and **45% reply they use these media for information purposes** – to stay updated on the news and current events. Other activities frequently selected are following what friends, family and colleagues are doing (41%) and watching photo and video content (40%).
- Across all age groups, about half of respondents use social media to send direct messages to friends and family and at least four in ten use them to follow the news and current events, but there is a **difference in posting habits across age groups**: 28% of 15-24 year-olds post their own content on social media, compared to 15% of 55+ year-olds. Similarly, 59% of 15-24 year-olds **use social media to watch photo and video content**, compared to 28% among 55+ year-olds.

Q7

Which of the following online social media or online platforms have you used in the last 7 days? [multiple answers possible]

EU27



	Age				Gender		Education (age when completed)			
	15-24	25-39	40-54	55+	Male	Female	<16	16-19	20+	Still in educ.
Facebook	54	73	72	65	64	70	64	69	69	58
WhatsApp	63	65	64	57	59	63	60	62	62	63
YouTube	76	67	57	43	60	52	46	51	57	73
Instagram	79	59	40	23	38	45	32	36	41	74
Messenger	38	45	37	31	32	40	30	35	38	39
Twitter	31	22	18	12	22	14	11	14	20	30
TikTok	49	22	13	6	17	17	14	15	13	41
LinkedIn	11	18	16	8	15	10	5	7	18	12
Telegram	17	18	13	7	14	10	10	12	12	17
Snapchat	43	15	6	2	10	11	8	8	8	35
Other	3	3	3	3	3	3	2	2	3	3
None	1	2	4	10	6	6	8	7	5	1
Don't know	0	1	0	0	0	0	0	0	0	0

Q7

Which of the following online social media or online platforms have you used in the last 7 days? [multiple answers possible]

	EU27	BE	BG	CZ	DK	DE	EE	IE	EL	ES	FR	HR	IT	CY	LV	LT	LU	HU	MT	NL	AT	PL	PT	RO	SI	SK	FI	SE
Facebook	67	73	85	78	79	52	75	73	75	60	61	74	70	84	74	79	72	83	91	64	61	81	81	83	76	77	71	76
WhatsApp	61	53	17	52	9	75	22	73	16	86	41	65	82	27	68	15	77	9	61	78	79	42	74	78	19	34	79	24
YouTube	56	45	66	60	48	51	63	62	64	56	46	68	56	62	65	66	60	63	57	50	58	69	55	71	59	61	59	56
Instagram	42	37	36	36	49	37	36	56	51	52	35	42	48	52	34	26	47	32	41	41	40	37	56	41	38	35	52	62
Messenger	37	49	62	60	58	17	58	46	57	15	35	52	29	68	32	61	57	64	67	24	24	65	56	61	54	63	39	56
Twitter	18	16	10	11	14	12	10	34	24	32	18	12	20	15	13	6	15	12	14	20	11	18	15	14	18	8	19	16
TikTok	17	13	22	11	16	14	14	34	21	18	14	17	17	29	22	18	18	17	22	13	16	20	18	27	18	14	24	18
LinkedIn	13	16	10	6	23	8	7	20	11	15	13	9	14	14	6	7	11	5	16	24	9	8	18	15	8	6	13	19
Telegram	12	4	15	6	2	11	11	5	8	23	5	11	27	7	22	14	7	5	5	7	14	6	10	11	7	8	6	3
Snapchat	11	14	6	6	33	10	10	24	4	3	20	8	3	5	8	8	19	7	6	14	12	12	3	9	13	7	19	30
Other	3	2	5	3	3	5	3	3	5	2	2	5	2	3	2	3	6	3	4	2	4	1	2	2	4	3	4	4
None	6	7	4	5	7	8	6	1	3	3	12	2	4	1	3	4	5	3	0	6	5	4	2	1	5	5	4	6
Don't know	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	1	0	1	1	0	0	1	1	0	1	0	0	0

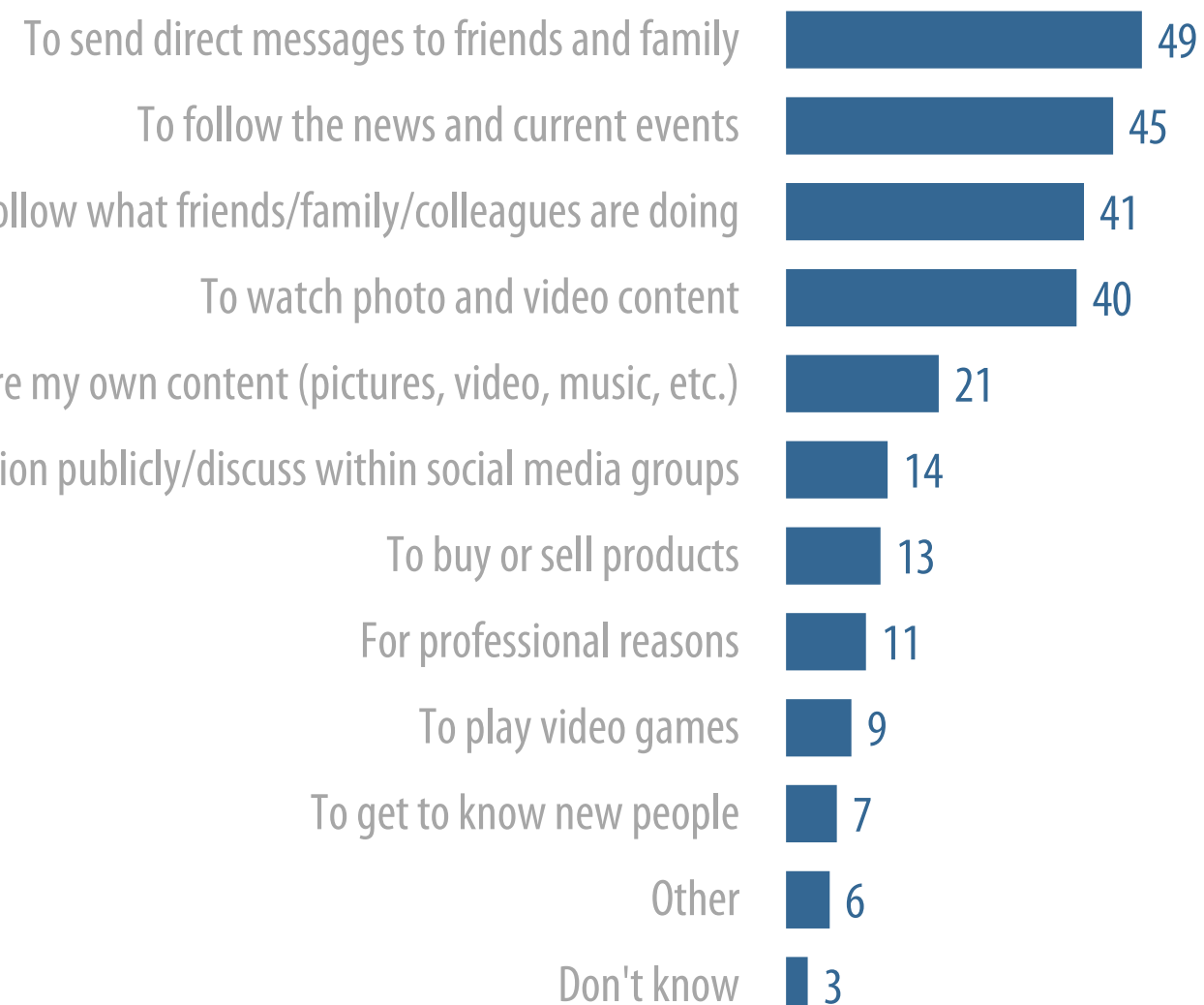
 Most-selected response



Q8

For which purpose(s) did you use online social networks in the last 7 days? [multiple answers possible]

EU27



	Age				Gender		Education (age when completed)			
	15-24	25-39	40-54	55+	Male	Female	<16	16-19	20+	Still in educ.
To send direct messages to friends and family	54	48	47	48	44	53	43	48	49	55
To follow the news and current events	44	46	44	45	45	45	35	42	49	48
To follow what friends/family/colleagues are doing	47	47	40	36	37	45	33	39	42	47
To watch photo and video content	59	49	40	28	39	40	30	37	40	56
To share my own content (pictures, video, music, etc.)	28	25	21	15	19	22	17	19	20	28
To share my opinion publicly/discuss within social media groups	14	15	15	13	15	13	13	14	15	15
To buy or sell products	14	15	12	11	11	14	12	12	13	14
For professional reasons	12	16	15	6	12	10	6	8	15	13
To play video games	16	10	8	7	10	9	10	10	8	13
To get to know new people	12	9	6	4	9	5	6	7	6	11
Other	3	4	7	7	6	6	7	7	5	4
Don't know	2	3	3	4	3	3	5	3	2	2

Q8

For which purpose(s) did you use online social networks in the last 7 days? [multiple answers possible]

	EU27	BE	BG	CZ	DK	DE	EE	IE	EL	ES	FR	HR	IT	CY	LV	LT	LU	HU	MT	NL	AT	PL	PT	RO	SI	SK	FI	SE
To send direct messages to friends and family	49	51	52	53	54	41	64	59	53	54	48	51	49	53	36	40	52	53	64	42	42	44	64	56	50	52	56	57
To follow the news and current events	45	38	61	40	45	38	58	54	66	42	40	59	45	71	63	64	60	50	65	39	40	57	48	55	56	43	49	40
To follow what friends/family/colleagues are doing	41	48	36	38	53	36	40	51	35	40	44	39	35	37	33	33	45	37	38	46	37	51	43	43	39	36	48	55
To watch photo and video content	40	32	43	38	29	37	39	46	37	48	39	50	44	37	40	46	41	35	37	30	42	36	37	44	46	38	47	40
To share my own content (pictures, video, music, etc.)	21	13	27	19	18	16	20	22	25	28	17	26	27	24	16	16	19	18	23	18	20	16	24	20	23	19	28	21
To share my opinion publicly/ to discuss within social media groups	14	8	25	15	10	12	9	16	21	16	11	19	18	22	9	10	9	12	21	7	11	16	13	15	16	14	15	11
To buy or sell products	13	11	15	20	14	15	17	9	11	10	10	20	9	16	11	15	18	16	13	13	16	13	12	12	16	20	17	16
For professional reasons	11	10	16	14	9	11	19	11	12	12	9	12	11	19	12	14	14	9	18	11	14	10	19	14	12	16	14	12
To play video games	9	10	10	9	7	8	6	11	10	9	11	13	8	11	7	9	8	8	10	10	8	9	11	13	13	8	9	9
To get to know new people	7	4	11	10	5	6	4	7	6	7	7	9	8	6	4	5	4	6	5	5	6	9	7	13	11	7	5	7
Other	6	4	4	4	6	11	3	4	3	5	6	4	5	1	3	4	4	7	3	8	7	4	3	4	5	5	6	6
Don't know	3	6	1	3	5	4	2	1	1	2	4	1	3	1	2	3	2	2	2	5	3	3	1	1	1	2	3	3

 Most-selected response

Disinformation

4

The background of the slide features a photograph of a person reading a newspaper, overlaid with a semi-transparent blue filter. The person's hands are visible holding the paper, and the top of their head and shoulders are seen. The blue overlay is darker in some areas and lighter in others, creating a layered effect. The overall composition is clean and professional, typical of a presentation slide.

Most trusted media sources

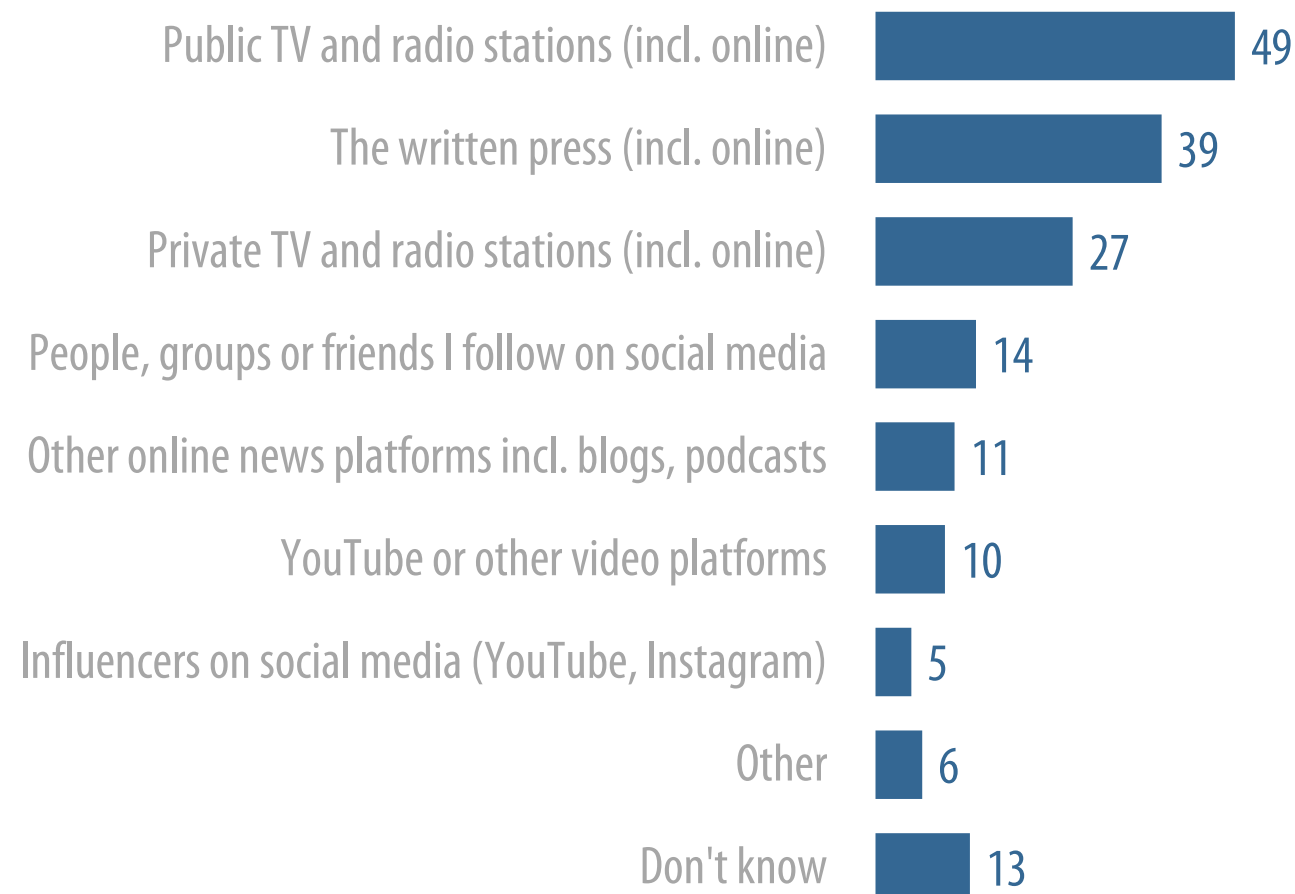
This Flash Eurobarometer also looks at EU citizens' most trusted media sources.

- **49% of respondents select public TV and radio stations (incl. their online presence) as a news source they trust**, while private TV and radio stations are mentioned by 27%. **The written press (incl. their online presence) is a trusted media source for 39% of respondents.**
- **The EU public's trust in public TV and radio stations and the written press varies greatly between countries.** While in Finland, 73% of respondents trust public TV and radio stations, this is only true for 22% of respondents in Hungary and 23% in Poland. Similarly, whereas 63% of respondents in Luxembourg reply they trust the written press, only 18% of those in Bulgaria and Poland reply the same.
- **Traditional broadcast and print media, and their online presence, rank higher as trusted news sources than online news platforms and social media channels (e.g. Instagram and YouTube).** One in seven respondents (14%) trust people, groups or friends they follow on social media to give them truthful news, 11% reply the same about online news platforms (incl. blogs, podcasts), 10% about YouTube or other video platforms and 5% about influencers on social media.
- **Online news platforms, social media channels and influencers are more frequently trusted by younger respondents.** For instance, 7% of 55+ year-olds select online news platforms (incl. blogs and podcasts) as a media source they trust; this figure increases to 16% for 15-24 year-olds. Similarly, 2% of 55+ year-olds trust influencers on social media, compared to 13% of 15-24 year-olds.

Q12

Which news sources do you trust the most? [maximum three answers]

EU27



	Age			
	15-24	25-39	40-54	55+
Public TV and radio stations (incl. online)	41	42	49	56
The written press (incl. online)	35	36	39	42
Private TV and radio stations (incl. online)	21	26	30	27
People, groups or friends I follow on social media	19	17	12	11
Other online news platforms incl. blogs, podcasts	16	15	10	7
YouTube or other video platforms	19	13	7	6
Influencers on social media (YouTube, Instagram)	13	8	3	2
Other	5	6	7	6
Don't know	12	13	14	13

	Gender	
	Male	Female
Public TV and radio stations (incl. online)	49	49
The written press (incl. online)	40	38
Private TV and radio stations (incl. online)	29	26
People, groups or friends I follow on social media	14	14
Other online news platforms incl. blogs, podcasts	12	10
YouTube or other video platforms	12	7
Influencers on social media (YouTube, Instagram)	6	4
Other	7	6
Don't know	11	15

	Education (age when completed)			
	<16	16-19	20+	Still in educ.
Public TV and radio stations (incl. online)	47	50	51	46
The written press (incl. online)	33	36	43	39
Private TV and radio stations (incl. online)	21	27	29	24
People, groups or friends I follow on social media	13	12	14	17
Other online news platforms incl. blogs, podcasts	9	9	12	16
YouTube or other video platforms	11	8	9	16
Influencers on social media (YouTube, Instagram)	5	4	4	10
Other	6	7	6	6
Don't know	15	15	11	11

Q12

Which news sources do you trust the most? [maximum three answers]

	EU27	BE	BG	CZ	DK	DE	EE	IE	EL	ES	FR	HR	IT	CY	LV	LT	LU	HU	MT	NL	AT	PL	PT	RO	SI	SK	FI	SE
Public TV and radio stations (incl. online)	49	56	44	50	66	62	67	59	34	45	49	39	45	45	51	56	66	22	45	57	56	23	67	43	43	41	73	66
The written press (incl. online)	39	51	18	22	46	42	49	45	34	44	46	26	40	34	21	28	63	21	40	54	45	18	50	23	25	21	58	52
Private TV and radio stations (incl. online)	27	19	21	18	11	20	17	17	31	36	29	23	25	36	15	16	24	16	29	27	22	43	49	33	20	20	15	10
People, groups or friends I follow on social media	14	10	25	21	9	9	16	18	23	13	10	19	12	22	20	21	8	25	12	10	10	26	10	18	21	20	9	10
Other online news platforms incl. blogs, podcasts	11	8	23	13	5	7	10	15	29	11	7	14	14	21	12	16	6	22	25	8	6	11	7	18	15	16	5	8
YouTube or other video platforms	10	7	19	8	4	8	8	9	18	7	9	12	10	16	19	18	5	15	7	5	7	16	6	13	11	12	4	6
Influencers on social media (YouTube, Instagram)	5	4	7	6	3	3	3	6	6	5	5	5	6	5	12	8	3	8	4	3	3	7	4	6	6	6	4	3
Other	6	4	6	6	4	7	4	5	8	6	7	8	7	2	6	6	5	10	4	4	8	6	3	6	8	10	5	5
Don't know	13	15	11	15	14	12	9	8	5	14	14	15	12	9	12	10	10	17	9	13	11	15	9	14	15	16	6	11

 Most-selected response

Disinformation and fake news (1)

This section looks at EU citizens' experience with disinformation and fake news and their confidence in distinguishing between real news and fake news. Respondents were explained that disinformation means false or misleading information that is spread deliberately with the intention of deceiving the public.

Exposure to disinformation and fake news

10% of respondents think that, in that past seven days, they have 'very often' been exposed to disinformation and fake news; 18% reply that this happened 'often' in the past seven days and 33% reply that this happened 'sometimes'. At the other extreme, 8% answer that they were **not exposed** to disinformation in the past seven days. 13% 'do not know' how frequently they were exposed to disinformation or fake news.

- Respondents in Bulgaria are overall the most likely to reply that they have often been exposed to disinformation and fake news in the past seven days (29% 'very often' and 26% 'often' responses), while respondents in the Netherlands are the least likely to say so (3% 'very often' and 9% 'often' responses).

Disinformation and fake news (2)

Recognising disinformation and fake news

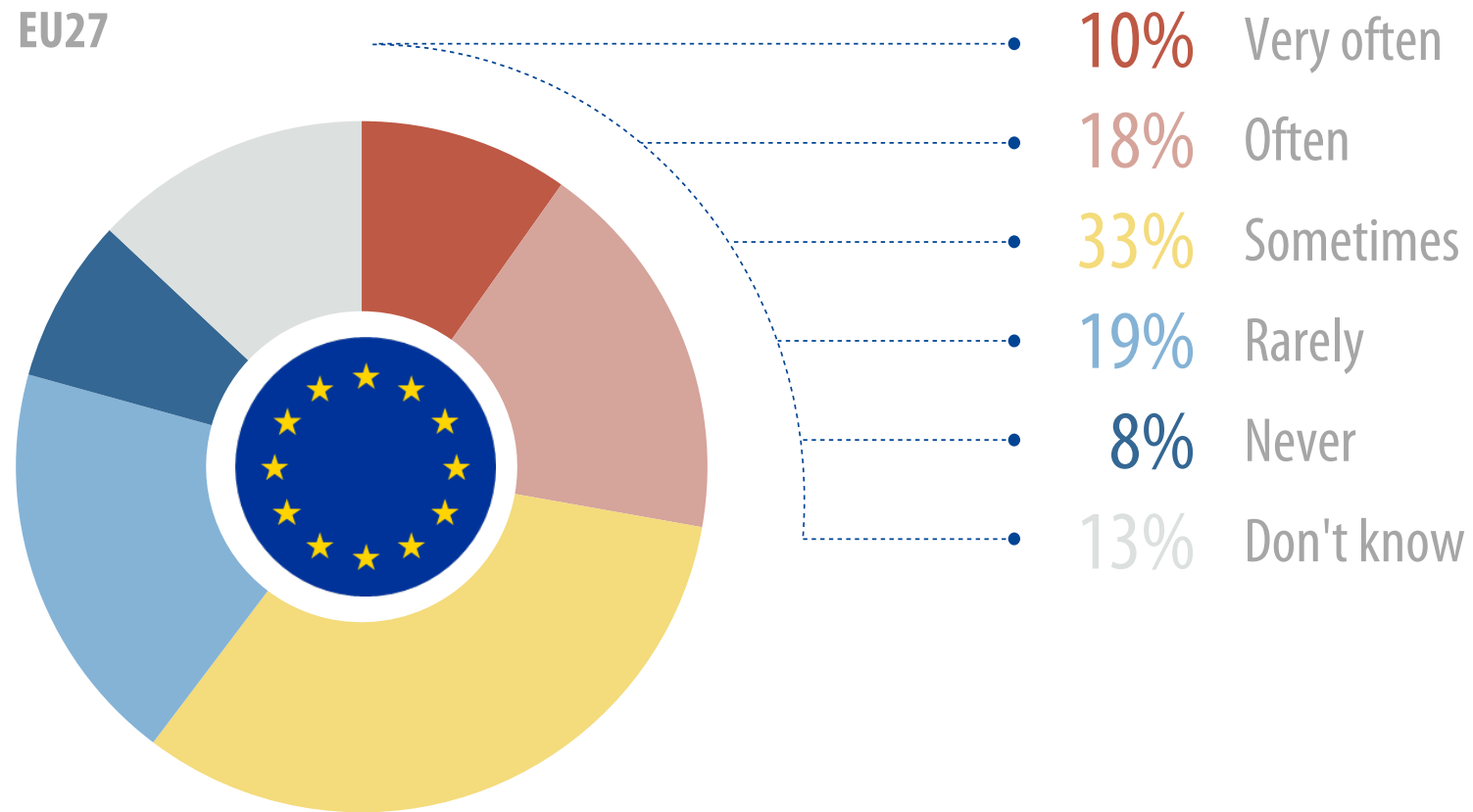
A majority of respondents feel confident they can recognise disinformation: 12% feel 'very confident' and 52% 'somewhat confident'.

- Across all Member States, at least a slim majority of respondents feel confident they can recognise disinformation and fake news. In Finland, Malta and Ireland, about eight in ten respondents express confidence in their ability to distinguish between real news and fake news.
- There are also differences between socio-demographic groups:
 - Seven in ten **male respondents** feel confident they can recognise disinformation and fake news; among **female respondents**, less than six in ten feel confident (9% 'very confident' and 49% 'somewhat confident' responses).
 - **Confidence in distinguishing between real news and fake news decreases with age and increases with level of education.** Among respondents still in education, 16% reply feeling 'very confident' and 55% 'somewhat confident' in recognising disinformation and fake news. Similarly, among 15-24 year-olds, 68% feel confident they can recognise disinformation, compared to 59% for 55+ year-olds.

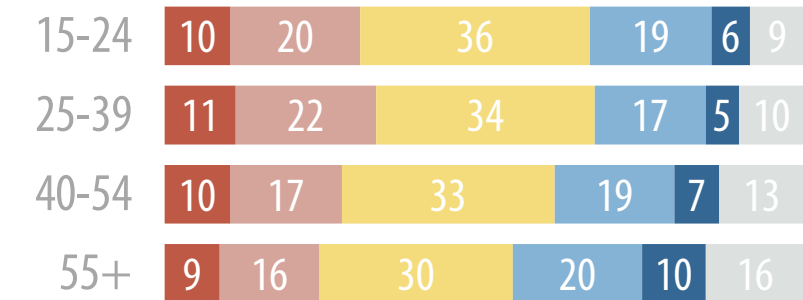
Q11

How often do you think that you have been personally exposed to disinformation and fake news over the past 7 days?

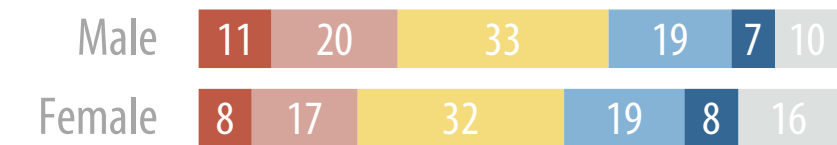
EU27



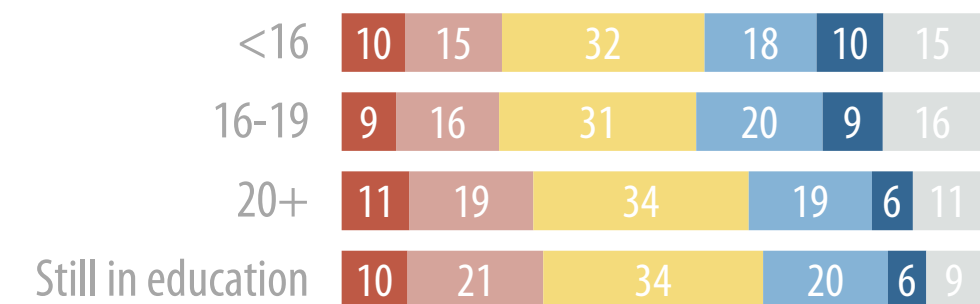
Age



Gender



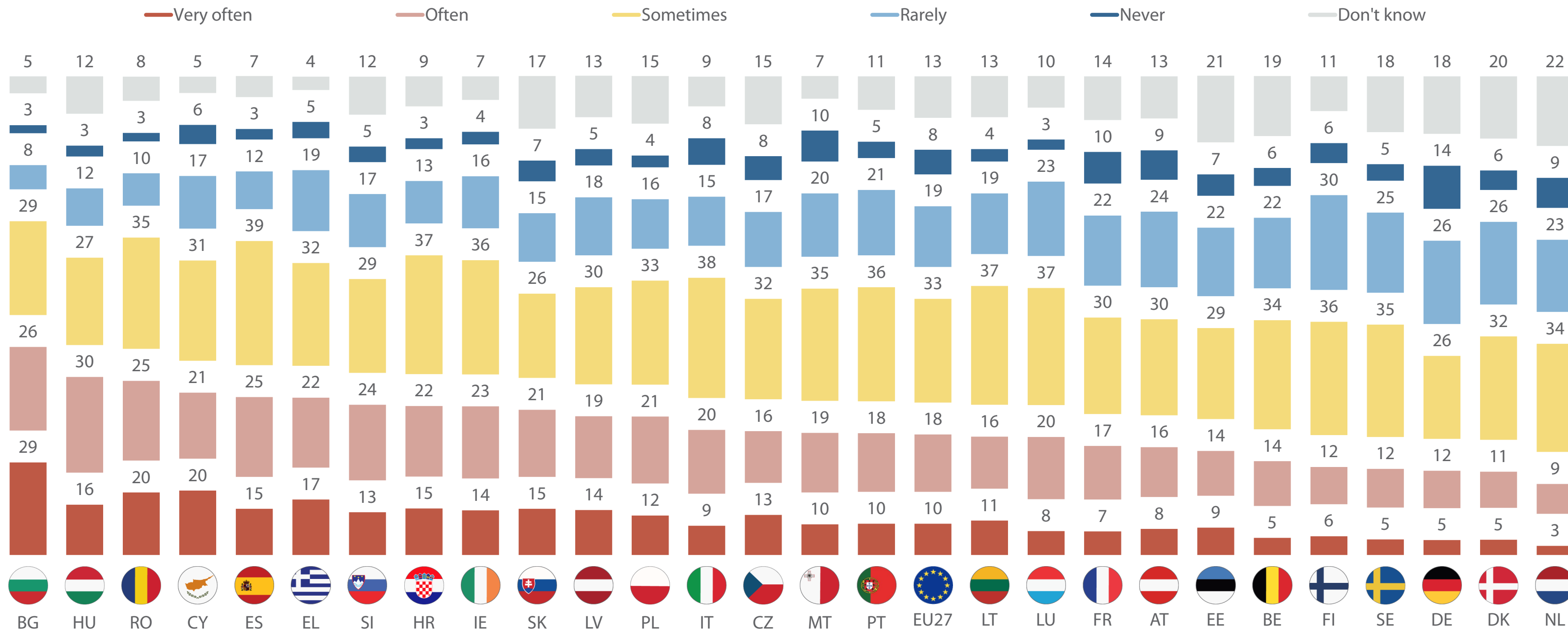
Education (age when completed)



Note: Percentages may not total 100 due to rounding.

Q11

How often do you think that you have been personally exposed to disinformation and fake news over the past 7 days?



Note: Percentages may not total 100 due to rounding.

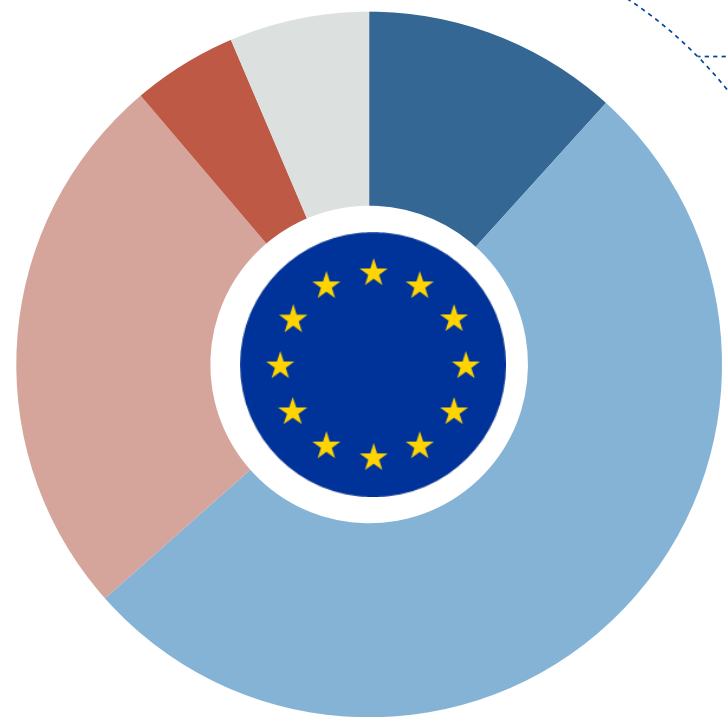
Flash Eurobarometer FL011EP – Media & News Survey 2022 / Fieldwork: 26/04 – 11/05/2022

(%) Base: n=52 347 – All respondents (EU27)

Q13

Do you feel confident that you can recognise disinformation when you encounter it?

EU27



- 12% Very confident
- 52% Somewhat confident
- 25% Not very confident
- 5% Not at all confident
- 6% Don't know

Age

15-24	15	53	23	4	5
25-39	15	53	22	4	5
40-54	12	53	24	5	7
55+	9	50	29	6	7

Gender

Male	15	55	21	4	5
Female	9	49	29	6	8

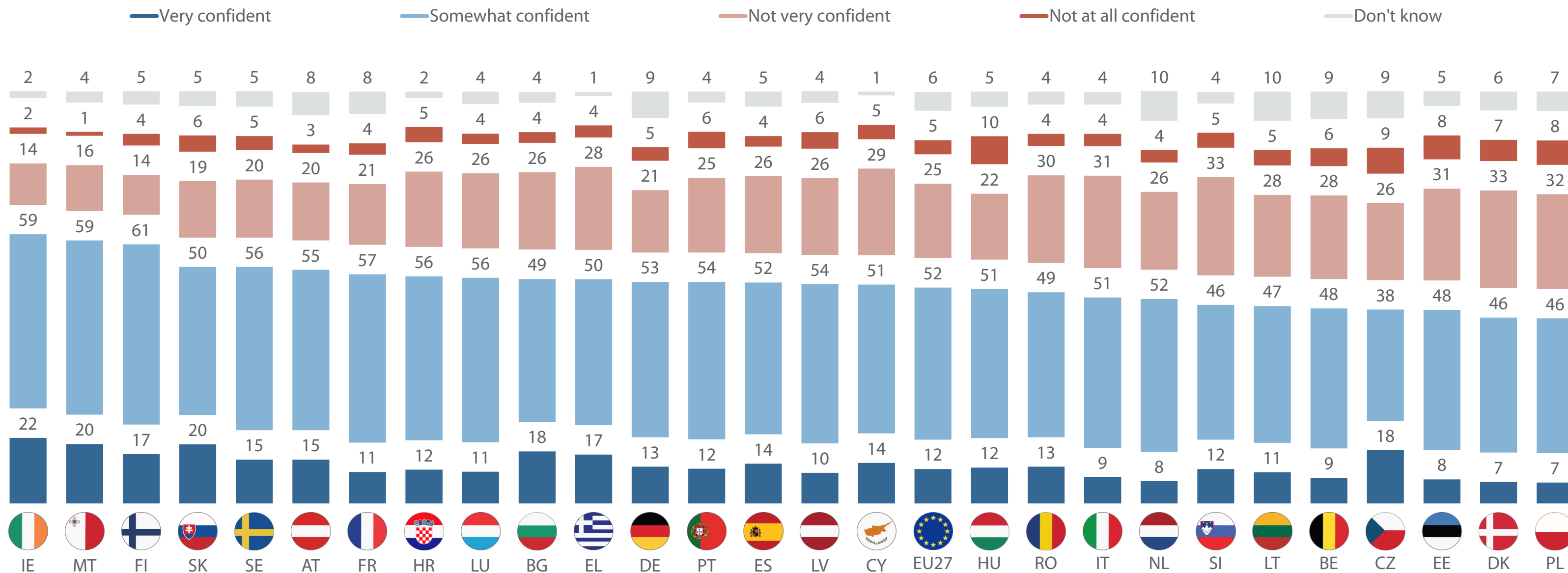
Education (age when completed)

<16	9	41	34	7	9
16-19	9	50	28	6	8
20+	13	56	23	4	5
Still in education	16	55	21	4	4

Note: Percentages may not total 100 due to rounding.

Q13

Do you feel confident that you can recognise disinformation when you encounter it?



Note: Percentages may not total 100 due to rounding.

Flash Eurobarometer FL011EP – Media & News Survey 2022 / Fieldwork: 26/04 – 11/05/2022

(%) Base: n=52 347 – All respondents (EU27)

Technical note

Survey conducted for the European Parliament by Ipsos European Public Affairs

Methodology

- The survey was conducted via computer-assisted web interviewing (CAWI), using Ipsos online panels and their partner network. A share of respondents in a number of countries was recruited via social media networks.
- Fieldwork: **26 April– 11 May 2022**
- Target population: EU citizens, 15 years and over
- Coverage: EU27
- **Sample sizes per region / country vary between 500 and 1 000 (except in three regions with less than 500 interviews)**
- Total number of interviews (EU27): 52 347

Presentation of survey data

Survey data are **weighted** to marginal age by gender, activity status and region population distributions using *rim* weighting.

Note: Percentages may not total 100 due to rounding.

For more information on the full survey, scan the QR-code:



European Parliament/Public Opinion Monitoring Unit/DG COMM

✉ public.opinion.monitoring@ep.europa.eu

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Survey conducted by Ipsos European Public Affairs, at the request of the Public Opinion Monitoring Unit, Directorate-General for Communication, European Parliament

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