

Digital News Report 2025 – Reuters Institute

Chart 1

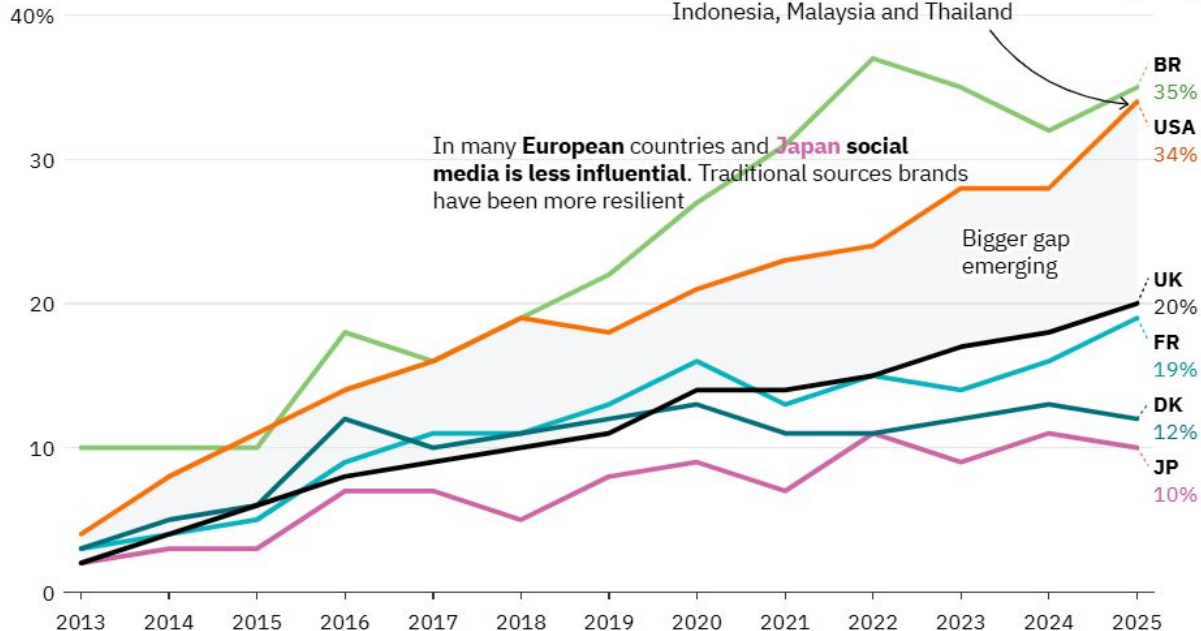
The global proportion of people using social media as their main source of news is increasing

› Americans rely more and more on social media to get informed. It is also true of other countries, but it is happening faster there.

Proportion that say social media is their main source of news

2013–2025

Selected countries



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Proportion that say each is their main source of news

BY AGE

United States

Figures in parentheses indicate change from previous year in percentage points (pp).

→ Ordered from younger to older age group preferences

*Younger groups less likely to access **news websites/apps**

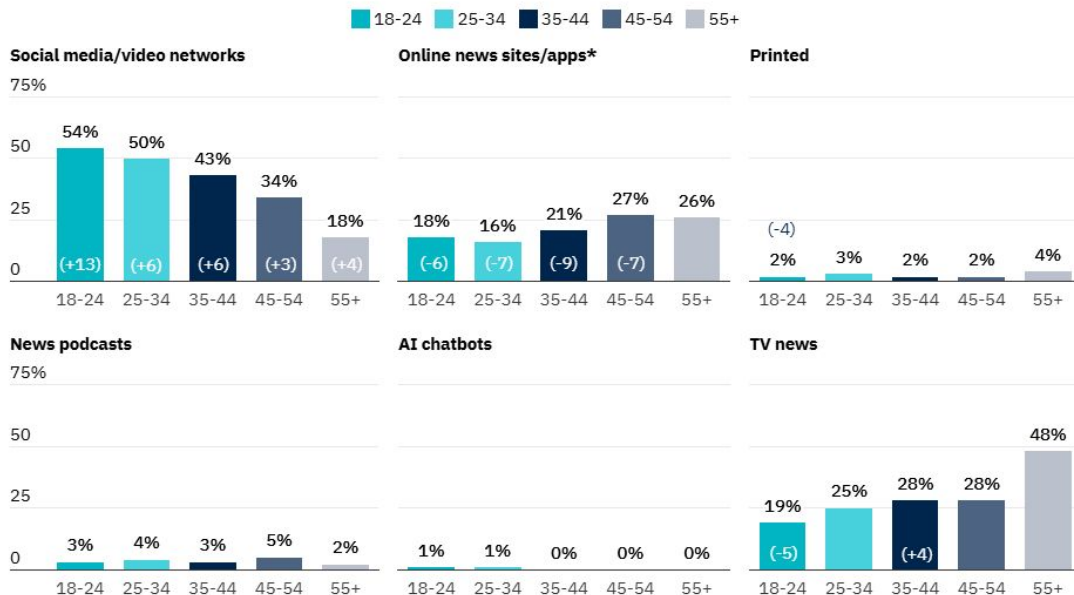


Chart 2

The main target audience of social media are the younger demographics. Social media is the main source of news for **digital natives** (*people born after the Internet)

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Chart 3

This reflects a global trend though in the rest of the world, people do not rely as much on social media (yet). People across the world rarely get access to news through printed media. The shift to social media and online platforms is largely driven by digital natives.

Proportion that say each is their main source of news

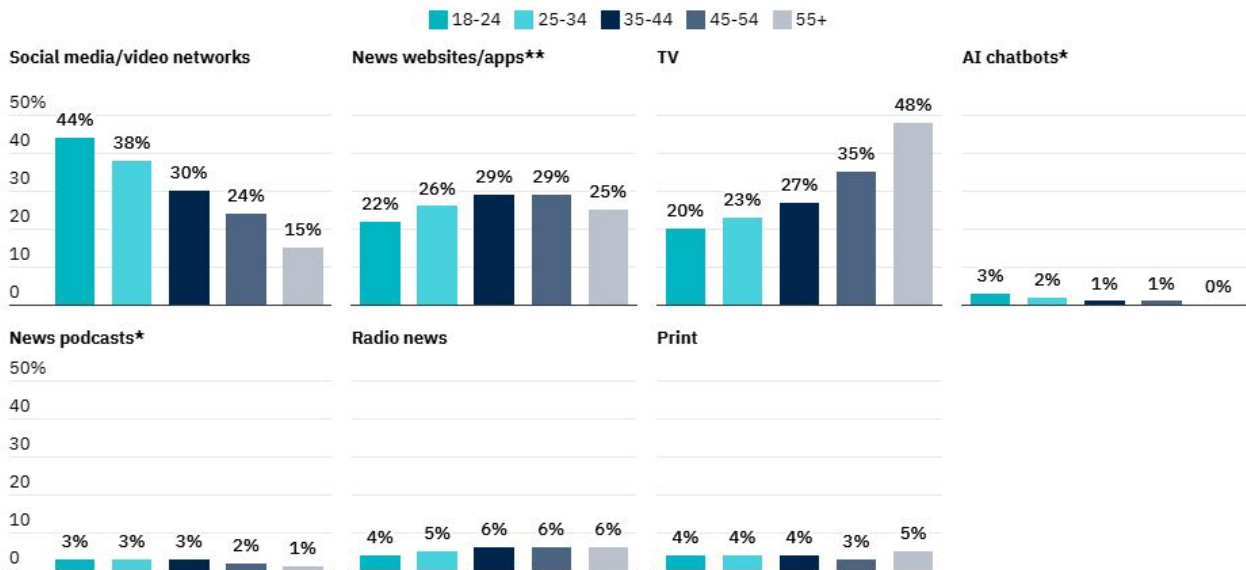
BY AGE

All markets

→ Ordered from younger to older age group preferences

*Chatbots and news podcasts also skew younger.

**Younger groups still less likely to access news websites/apps.



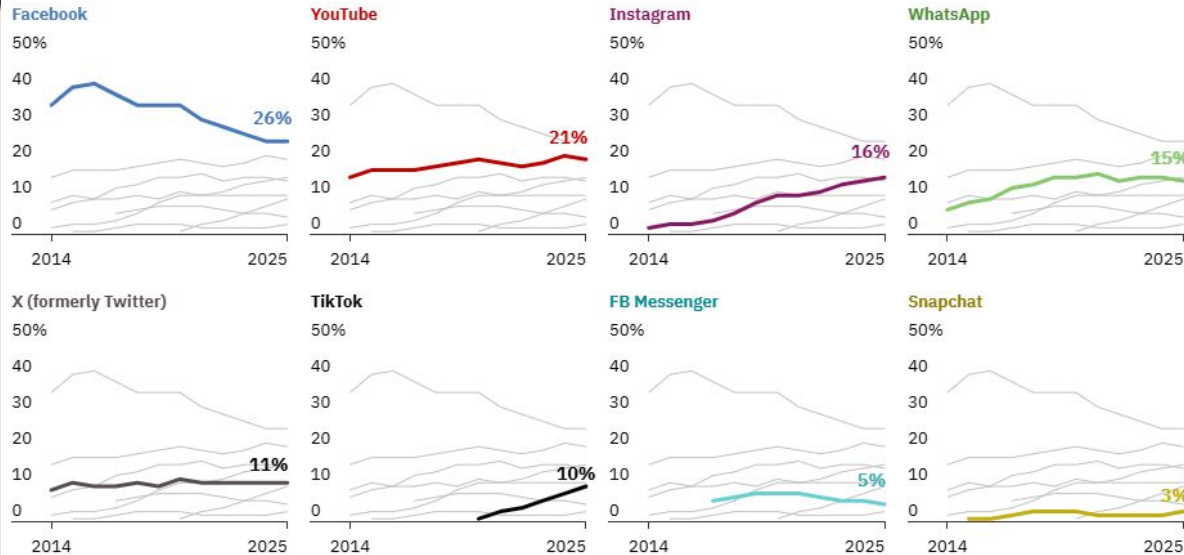
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Proportion that used each network as a source of news in the last week

2014–2025

Selected countries

→ Facebook algorithm changes to reduce news to 3% in feeds but now coming back?



Bluesky: 2024: 1%; 2025: 2%

Q12b. Which, if any, of the following have you used for finding, reading, watching, sharing or discussing news in the last week? Base: Total sample in each country-year in UK, USA, Germany, France, Spain, Italy, Denmark, Finland, Australia, Japan (2014–25). Brazil & Ireland (2015–25) ≈ 2000.

Chart 4

This shows fragmentation of consumption of news on video-based platforms. Through the use of FB as a source of news has been decreasing steadily since 2015, but all other video-based platforms are gaining momentum as news sources.