

Table of Contents

| | |
|--------------------|---|
| 1 | Q4. How often do you typically consume online content? Online content could be presented to you on social media, the internet, online news sources, podcasts, blogs, streaming services or otherwise. |
| 2 | Q5_1. [General information] How often do you consume the following types of online content? |
| 3 | Q5_2. [National news] How often do you consume the following types of online content? |
| 4 | Q5_3. [European news] How often do you consume the following types of online content? |
| 5 | Q5_4. [International news] How often do you consume the following types of online content? |
| 6 | Q5_5. [Local news] How often do you consume the following types of online content? |
| 7 | Q5_6. [Entertainment] How often do you consume the following types of online content? |
| 8 | Q5_7. [Social media] How often do you consume the following types of online content? |
| 9 | Q5_8. [Shopping] How often do you consume the following types of online content? |
| 10 | Q6_1. [Facebook] How often do you use the following social media and digital media providers or platforms? |
| 11 | Q6_2. [Twitter] How often do you use the following social media and digital media providers or platforms? |
| 12 | Q6_3. [Instagram] How often do you use the following social media and digital media providers or platforms? |
| 13 | Q6_4. [LinkedIn] How often do you use the following social media and digital media providers or platforms? |
| 14 | Q6_5. [Snapchat] How often do you use the following social media and digital media providers or platforms? |
| 15 | Q6_6. [WhatsApp] How often do you use the following social media and digital media providers or platforms? |
| 16 | Q6_7. [Reddit] How often do you use the following social media and digital media providers or platforms? |
| 17 | Q6_8. [YouTube] How often do you use the following social media and digital media providers or platforms? |
| 18 | Q6_9. [TikTok] How often do you use the following social media and digital media providers or platforms? |
| 19 | Q6_10. [Signal] How often do you use the following social media and digital media providers or platforms? |
| 20 | Q6_11. [Telegram] How often do you use the following social media and digital media providers or platforms? |
| 21 | Q6_12. [Online Search (such as Google)] How often do you use the following social media and digital media providers or platforms? |
| 22 | Q6_13. [Streaming services for movies, TV series, or videos (i.e. Netflix, Stan)] How often do you use the following social media and digital media providers or platforms? |
| 23 | Q6_14. [Streaming music services (i.e. Spotify, Deezer, Apple Music, Tidal)] How often do you use the following social media and digital media providers or platforms? |
| 24 | Q7_1. [Facebook] How often do you use the following sources for information? |
| 25 | Q7_2. [Twitter] How often do you use the following sources for information? |
| 26 | Q7_3. [Instagram] How often do you use the following sources for information? |
| 27 | Q7_4. [LinkedIn] How often do you use the following sources for information? |
| 28 | Q7_5. [Snapchat] How often do you use the following sources for information? |
| 29 | Q7_6. [WhatsApp] How often do you use the following sources for information? |
| 30 | Q7_7. [Reddit] How often do you use the following sources for information? |
| 31 | Q7_8. [YouTube] How often do you use the following sources for information? |
| 32 | Q7_9. [TikTok] How often do you use the following sources for information? |
| 33 | Q7_10. [Signal] How often do you use the following sources for information? |
| 34 | Q7_11. [Telegram] How often do you use the following sources for information? |
| 35 | Q7_12. [Online Search (such as Google)] How often do you use the following sources for information? |
| 36 | Q7_13. [Streaming services for movies, TV series, or videos (i.e. Netflix)] How often do you use the following sources for information? |
| 37 | Q7_14. [Streaming music services (i.e. Spotify)] How often do you use the following sources for information? |

- [38](#) Q7_15. [Broadcast TV news] How often do you use the following sources for information?
- [39](#) Q7_16. [Print newspapers] How often do you use the following sources for information?
- [40](#) Q7_17. [News radio] How often do you use the following sources for information?
- [41](#) Q7_18. [Traditional news websites or apps] How often do you use the following sources for information?
- [42](#) Q7_19. [Online-only news providers] How often do you use the following sources for information?
- [43](#) Q7_20. [Google News] How often do you use the following sources for information?
- [44](#) Q7_21. [Apple News] How often do you use the following sources for information?
- [45](#) Q7_22. [Podcasts] How often do you use the following sources for information?
- [46](#) Q8_1. [Facebook] How often do you use the following sources for entertainment?
- [47](#) Q8_2. [Twitter] How often do you use the following sources for entertainment?
- [48](#) Q8_3. [Instagram] How often do you use the following sources for entertainment?
- [49](#) Q8_4. [LinkedIn] How often do you use the following sources for entertainment?
- [50](#) Q8_5. [Snapchat] How often do you use the following sources for entertainment?
- [51](#) Q8_6. [WhatsApp] How often do you use the following sources for entertainment?
- [52](#) Q8_7. [Reddit] How often do you use the following sources for entertainment?
- [53](#) Q8_8. [YouTube] How often do you use the following sources for entertainment?
- [54](#) Q8_9. [TikTok] How often do you use the following sources for entertainment?
- [55](#) Q8_10. [Signal] How often do you use the following sources for entertainment?
- [56](#) Q8_11. [Telegram] How often do you use the following sources for entertainment?
- [57](#) Q8_12. [Online Search (such as Google)] How often do you use the following sources for entertainment?
- [58](#) Q8_13. [Global movie streaming services (i.e. Netflix, Stan, Amazon Prime, Disney +, Apple TV+, etc.)] How often do you use the following sources for entertainment?
- [59](#) Q8_14. [National movie streaming services (i.e. SBS On Demand, ABC iView, YLE Areena, france.tv (includes France 2, 3, 4, and 5 online), ard.de Mediathek, zdf.de Mediathek)] How often do you use the following sources for entertainment?
- [60](#) Q8_15. [Streaming music services (i.e. Spotify, Deezer, Apple Music, Tidal)] How often do you use the following sources for entertainment?
- [61](#) Q8_16. [TV] How often do you use the following sources for entertainment?
- [62](#) Q8_17. [Print (magazines, newspapers, books)] How often do you use the following sources for entertainment?
- [63](#) Q8_18. [Radio] How often do you use the following sources for entertainment?
- [64](#) Q8_19. [Google News] How often do you use the following sources for entertainment?
- [65](#) Q8_20. [Apple News] How often do you use the following sources for entertainment?
- [66](#) Q8_21. [Podcasts] How often do you use the following sources for entertainment?
- [67](#) Q9. [SUMMARY - TOP2BOX (A LOT OF TRUST/SOME TRUST)] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?
- [68](#) Q9. [SUMMARY - LOW2BOX (A LITTLE/NO TRUST AT ALL)] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?
- [69](#) Q9_1. [Facebook] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?
- [70](#) Q9_2. [Twitter] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?
- [71](#) Q9_3. [Instagram] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?
- [72](#) Q9_4. [LinkedIn] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?
- [73](#) Q9_5. [Snapchat] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?
- [74](#) Q9_6. [WhatsApp] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?

- [75](#) Q9_7. [Reddit] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?
- [76](#) Q9_8. [YouTube] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?
- [77](#) Q9_9. [TikTok] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?
- [78](#) Q9_10. [Signal] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?
- [79](#) Q9_11. [Telegram] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?
- [80](#) Q9_12. [Online Search (such as Google)] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?
- [81](#) Q9_13. [Streaming services for movies, TV series, or videos (i.e. Netflix)] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and
- [82](#) Q9_14. [Streaming music services (i.e. Spotify, Deezer, Apple Music, Tidal)] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate,
- [83](#) Q9_15. [Broadcast TV news] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?
- [84](#) Q9_16. [Print newspapers] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?
- [85](#) Q9_17. [News radio] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?
- [86](#) Q9_18. [Traditional news websites or apps] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?
- [87](#) Q9_19. [Online only news providers] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?
- [88](#) Q9_20. [Google News] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?
- [89](#) Q9_21. [Apple News] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?
- [90](#) Q9_22. [Podcasts] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?
- [91](#) Q9_23. [Social media in general] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?
- [92](#) Q9. [SUMMARY - TOP2BOX (A LOT OF TRUST/SOME TRUST)] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced? -
- [93](#) Q9. [SUMMARY - LOW2BOX (A LITTLE/NO TRUST AT ALL)] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced? -
- [94](#) Q9_1. [Facebook] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced? - (EXCLUDING DK)
- [95](#) Q9_2. [Twitter] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced? - (EXCLUDING DK)
- [96](#) Q9_3. [Instagram] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced? - (EXCLUDING DK)
- [97](#) Q9_4. [LinkedIn] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced? - (EXCLUDING DK)
- [98](#) Q9_5. [Snapchat] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced? - (EXCLUDING DK)
- [99](#) Q9_6. [WhatsApp] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced? - (EXCLUDING DK)
- [100](#) Q9_7. [Reddit] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced? - (EXCLUDING DK)
- [101](#) Q9_8. [YouTube] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced? - (EXCLUDING DK)

- [102](#) Q9_9. [TikTok] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced? - (EXCLUDING DK)
- [103](#) Q9_10. [Signal] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced? - (EXCLUDING DK)
- [104](#) Q9_11. [Telegram] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced? - (EXCLUDING DK)
- [105](#) Q9_12. [Online Search (such as Google)] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced? - (EXCLUDING DK)
- [106](#) Q9_13. [Streaming services for movies, TV series, or videos (i.e. Netflix)] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced? - (EXCLUDING DK)
- [107](#) Q9_14. [Streaming music services (i.e. Spotify, Deezer, Apple Music, Tidal)] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced? - (EXCLUDING DK)
- [108](#) Q9_15. [Broadcast TV news] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced? - (EXCLUDING DK)
- [109](#) Q9_16. [Print newspapers] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced? - (EXCLUDING DK)
- [110](#) Q9_17. [News radio] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced? - (EXCLUDING DK)
- [111](#) Q9_18. [Traditional news websites or apps] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced? - (EXCLUDING DK)
- [112](#) Q9_19. [Online only news providers] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced? - (EXCLUDING DK)
- [113](#) Q9_20. [Google News] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced? - (EXCLUDING DK)
- [114](#) Q9_21. [Apple News] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced? - (EXCLUDING DK)
- [115](#) Q9_22. [Podcasts] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced? - (EXCLUDING DK)
- [116](#) Q9_23. [Social media in general] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced? - (EXCLUDING DK)
- [117](#) Q10. [SUMMARY - TOP2BOX (VERY/ SOMEWHAT IMPORTANT)] How important are the following to you personally when consuming online content?
- [118](#) Q10. [SUMMARY - LOW2BOX (NOT VERY/ NOT AT ALL IMPORTANT)] How important are the following to you personally when consuming online content?
- [119](#) Q10_1. [Online content that is from different sources and a variety of perspectives] How important are the following to you personally when consuming online content?
- [120](#) Q10_2. [Online content that is factual and truthful] How important are the following to you personally when consuming online content?
- [121](#) Q10_3. [Online content that matches my personal preferences] How important are the following to you personally when consuming online content?
- [122](#) Q10_4. [Online content that I agree with] How important are the following to you personally when consuming online content?
- [123](#) Q10_5. [Online content that includes Australian, Finnish, French, German content (such as national or local events or stories)] How important are the following to you personally when consuming online content?
- [124](#) Q10_6. [Online content that includes European content] How important are the following to you personally when consuming online content?
- [125](#) Q10_7. [Online content that reflects different points of view on community, regional, and national issues] How important are the following to you personally when consuming online content?
- [126](#) Q10_8. [Online content that includes investigative journalism] How important are the following to you personally when consuming online content?
- [127](#) Q10_9. [Online content that includes local community news and information] How important are the following to you personally when consuming online content?

- [128](#) Q10_10. [Online content that covers underrepresented groups or communities] How important are the following to you personally when consuming online content?
- [129](#) Q10_11. [Online content that is suggested to me based on my preferences] How important are the following to you personally when consuming online content?
- [130](#) Q10_12. [Online content that comes from a source I trust] How important are the following to you personally when consuming online content?
- [131](#) Q10. [SUMMARY - TOP2BOX (VERY/ SOMEWHAT IMPORTANT)] How important are the following to you personally when consuming online content? - (EXCLUDING DK)
- [132](#) Q10. [SUMMARY - LOW2BOX (NOT VERY/ NOT AT ALL IMPORTANT)] How important are the following to you personally when consuming online content? - (EXCLUDING DK)
- [133](#) Q10_1. [Online content that is from different sources and a variety of perspectives] How important are the following to you personally when consuming online content? - (EXCLUDING DK)
- [134](#) Q10_2. [Online content that is factual and truthful] How important are the following to you personally when consuming online content? - (EXCLUDING DK)
- [135](#) Q10_3. [Online content that matches my personal preferences] How important are the following to you personally when consuming online content? - (EXCLUDING DK)
- [136](#) Q10_4. [Online content that I agree with] How important are the following to you personally when consuming online content? - (EXCLUDING DK)
- [137](#) Q10_5. [Online content that includes Australian,Finnish,French,German content (such as national or local events or stories)] How important are the following to you personally when consuming online content? - (EXCLUDING DK)
- [138](#) Q10_6. [Online content that includes European content] How important are the following to you personally when consuming online content? - (EXCLUDING DK)
- [139](#) Q10_7. [Online content that reflects different points of view on community, regional, and national issues] How important are the following to you personally when consuming online content? - (EXCLUDING DK)
- [140](#) Q10_8. [Online content that includes investigative journalism] How important are the following to you personally when consuming online content? - (EXCLUDING DK)
- [141](#) Q10_9. [Online content that includes local community news and information] How important are the following to you personally when consuming online content? - (EXCLUDING DK)
- [142](#) Q10_10. [Online content that covers underrepresented groups or communities] How important are the following to you personally when consuming online content? - (EXCLUDING DK)
- [143](#) Q10_11. [Online content that is suggested to me based on my preferences] How important are the following to you personally when consuming online content? - (EXCLUDING DK)
- [144](#) Q10_12. [Online content that comes from a source I trust] How important are the following to you personally when consuming online content? - (EXCLUDING DK)
- [145](#) Q11. [SUMMARY - TOP2BOX (STRONGLY/ SOMEWHAT AGREE)] To what extent would you agree or disagree with
- [146](#) Q11. [SUMMARY - LOW2BOX (SOMEWHAT/ STRONGLY DISAGREE)] To what extent would you agree or disagree
- [147](#) Q11_1. [I consume online content that is from different sources and a variety of perspectives] To what extent would you agree or disagree with the following?
- [148](#) Q11_2. [I consume online content that is factual and truthful] To what extent would you agree or disagree with the following?
- [149](#) Q11_3. [I consume online content that only matches my personal preferences] To what extent would you agree or disagree with the following?
- [150](#) Q11_4. [I consume online content that I agree with] To what extent would you agree or disagree with the
- [151](#) Q11_5. [I consume online content that includes Australian,Finnish,French,German content (such as national or local events or stories)] To what extent would you agree or disagree with the following?
- [152](#) Q11_6. [I consume online content that reflects different points of view on community, regional, and national issues] To what extent would you agree or disagree with the following?
- [153](#) Q11_7. [I consume online content that includes investigative journalism] To what extent would you agree or disagree with the following?
- [154](#) Q11_8. [I consume online content that includes local community news and information] To what extent would you agree or disagree with the following?
- [155](#) Q11_9. [I consume online content that covers underrepresented groups or communities] To what extent would you agree or disagree with the following?

- [156](#) Q11_10. [I consume online content suggested to me based on my preferences] To what extent would you agree or disagree with the following?
- [157](#) Q11_11. [I consume online content only from sources I trust] To what extent would you agree or disagree with the following?
- [158](#) Q11. [SUMMARY - TOP2BOX (STRONGLY/ SOMEWHAT AGREE)] To what extent would you agree or disagree with the following? - (EXCLUDING DK)
- [159](#) Q11. [SUMMARY - LOW2BOX (SOMEWHAT/ STRONGLY DISAGREE)] To what extent would you agree or disagree with the following? - (EXCLUDING DK)
- [160](#) Q11_1. [I consume online content that is from different sources and a variety of perspectives] To what extent would you agree or disagree with the following? - (EXCLUDING DK)
- [161](#) Q11_2. [I consume online content that is factual and truthful] To what extent would you agree or disagree with the following? - (EXCLUDING DK)
- [162](#) Q11_3. [I consume online content that only matches my personal preferences] To what extent would you agree or disagree with the following? - (EXCLUDING DK)
- [163](#) Q11_4. [I consume online content that I agree with] To what extent would you agree or disagree with the following? - (EXCLUDING DK)
- [164](#) Q11_5. [I consume online content that includes Australian,Finnish,French,German content (such as national or local events or stories)] To what extent would you agree or disagree with the following? - (EXCLUDING DK)
- [165](#) Q11_6. [I consume online content that reflects different points of view on community, regional, and national issues] To what extent would you agree or disagree with the following? - (EXCLUDING DK)
- [166](#) Q11_7. [I consume online content that includes investigative journalism] To what extent would you agree or disagree with the following? - (EXCLUDING DK)
- [167](#) Q11_8. [I consume online content that includes local community news and information] To what extent would you agree or disagree with the following? - (EXCLUDING DK)
- [168](#) Q11_9. [I consume online content that covers underrepresented groups or communities] To what extent would you agree or disagree with the following? - (EXCLUDING DK)
- [169](#) Q11_10. [I consume online content suggested to me based on my preferences] To what extent would you agree or disagree with the following? - (EXCLUDING DK)
- [170](#) Q11_11. [I consume online content only from sources I trust] To what extent would you agree or disagree with the following? - (EXCLUDING DK)
- [171](#) Q12. In the past year, how often have you consumed (either clicked or been shown) online content such as news, information, or entertainment that has been suggested, 'pushed', or recommended to you by social media or online
- [172](#) Q13. [SUMMARY - TOP2BOX (VERY/ SOMEWHAT SATISFIED)] Overall, how satisfied or dissatisfied are you with the
- [173](#) Q13. [SUMMARY - LOW2BOX (SOMEWHAT/ VERY DISSATISFIED)] Overall, how satisfied or dissatisfied are you with the following?
- [174](#) Q13_1. [The accuracy of information I find online] Overall, how satisfied or dissatisfied are you with the following?
- [175](#) Q13_2. [The accuracy of information that is suggested, 'pushed', or recommended to me online] Overall, how satisfied or dissatisfied are you with the following?
- [176](#) Q13_3. [The availability of online content that offers different points of view] Overall, how satisfied or dissatisfied are you with the following?
- [177](#) Q13_4. [Discovering online content that matches my interests] Overall, how satisfied or dissatisfied are you with the following?
- [178](#) Q13. [SUMMARY - TOP2BOX (VERY/ SOMEWHAT SATISFIED)] Overall, how satisfied or dissatisfied are you with the following? - (EXCLUDING DK)
- [179](#) Q13. [SUMMARY - LOW2BOX (SOMEWHAT/ VERY DISSATISFIED)] Overall, how satisfied or dissatisfied are you with the following? - (EXCLUDING DK)
- [180](#) Q13_1. [The accuracy of information I find online] Overall, how satisfied or dissatisfied are you with the following? - (EXCLUDING DK)
- [181](#) Q13_2. [The accuracy of information that is suggested, 'pushed', or recommended to me online] Overall, how satisfied or dissatisfied are you with the following? - (EXCLUDING DK)
- [182](#) Q13_3. [The availability of online content that offers different points of view] Overall, how satisfied or dissatisfied are you with the following? - (EXCLUDING DK)
- [183](#) Q13_4. [Discovering online content that matches my interests] Overall, how satisfied or dissatisfied are you with the following? - (EXCLUDING DK)

[184](#) Q14. Why would you say that you are ... with the online content that is suggested, pushed, or recommended to

[185](#) Q14. Why would you say that you are very satisfied/somewhat satisfied with the online content that is suggested, pushed, or recommended to you?

[186](#) Q14. Why would you say that you are somewhat dissatisfied/very dissatisfied with the online content that is suggested, pushed, or recommended to you?

[187](#) Q15. [SUMMARY - TOP2BOX (VERY/ SOMEWHAT KNOWLEDGEABLE)] How knowledgeable would you say that you are about the following?

[188](#) Q15. [SUMMARY - LOW2BOX (NOT VERY/ NOT AT ALL KNOWLEDGEABLE)] How knowledgeable would you say that you are about the following?

[189](#) Q15_1. [How online platforms suggest or recommend online content to you] How knowledgeable would you say that you are about the following?

[190](#) Q15_2. [The type of information that online platforms collect from you when you use these networks] How knowledgeable would you say that you are about the following?

[191](#) Q15_3. [How online platforms prioritize which content a user sees] How knowledgeable would you say that you are about the following?

[192](#) Q15_4. [How to adjust your online platforms controls in order to access opposing views on a topic as part of your information consumption experience] How knowledgeable would you say that you are about the following?

[193](#) Q16. Have you heard of the term online algorithm?

[194](#) Q17. In your own words, please describe what an online algorithm is or how it works. If you do not know please indicate so.

[195](#) Q18. We have some follow-up questions about online algorithms, which are defined as programs that determine what we see online--based on our likes, dislikes, search history, views, interests, relationships that you may have shared on various social media platforms and more How knowledgeable would you say that you are about online

[196](#) Q19. [SUMMARY - TOP2BOX (VERY/ SOMEWHAT INTERESTED)] How interested are you to learn more about the

[197](#) Q19. [SUMMARY - LOW2BOX (NOT VERY/NOT AT ALL INTERESTED)] How interested are you to learn more about the

[198](#) Q19_1. [How online platforms recommend online content for you] How interested are you to learn more about the following?

[199](#) Q19_2. [The type of information that online platforms collect from you] How interested are you to learn more about the following?

[200](#) Q19_3. [How online platforms prioritize which content a user is exposed to] How interested are you to learn more about the following?

[201](#) Q19_4. [How online algorithms work] How interested are you to learn more about the following?

[202](#) Q19_5. [How to adjust your online platforms controls in order to access opposing views on a topic as part of your information consumption experience] How interested are you to learn more about the following?

[203](#) Q19_6. [When online content has been suggested, pushed, or recommended to you based on preferences or being sponsored by a third party] How interested are you to learn more about the following?

[204](#) Q19. [SUMMARY - TOP2BOX (VERY/ SOMEWHAT INTERESTED)] How interested are you to learn more about the following? - (EXCLUDING DK)

[205](#) Q19. [SUMMARY - LOW2BOX (NOT VERY/NOT AT ALL INTERESTED)] How interested are you to learn more about the following? - (EXCLUDING DK)

[206](#) Q19_1. [How online platforms recommend online content for you] How interested are you to learn more about the following? - (EXCLUDING DK)

[207](#) Q19_2. [The type of information that online platforms collect from you] How interested are you to learn more about the following? - (EXCLUDING DK)

[208](#) Q19_3. [How online platforms prioritize which content a user is exposed to] How interested are you to learn more about the following? - (EXCLUDING DK)

[209](#) Q19_4. [How online algorithms work] How interested are you to learn more about the following? - (EXCLUDING DK)

[210](#) Q19_5. [How to adjust your online platforms controls in order to access opposing views on a topic as part of your information consumption experience] How interested are you to learn more about the following? - (EXCLUDING DK)

[211](#) Q19_6. [When online content has been suggested, pushed, or recommended to you based on preferences or being sponsored by a third party] How interested are you to learn more about the following? - (EXCLUDING DK)

[212](#) Q20_1. [The European Union] How much responsibility should the following organizations have in ensuring that online content is fair, balanced, and provides users with different points of view?

- [213](#) Q20_2. [The Australian,Finnish,French,German Government] How much responsibility should the following organizations have in ensuring that online content is fair, balanced, and provides users with different points of view?
- [214](#) Q20_3. [Online platforms (e.g. Google, Apple)] How much responsibility should the following organizations have in ensuring that online content is fair, balanced, and provides users with different points of view?
- [215](#) Q20_4. [Social Media platforms (e.g. Facebook, Twitter)] How much responsibility should the following organizations have in ensuring that online content is fair, balanced, and provides users with different points of view?
- [216](#) Q20_5. [Citizens or people like me] How much responsibility should the following organizations have in ensuring that online content is fair, balanced, and provides users with different points of view?
- [217](#) Q20_6. [Online content creators] How much responsibility should the following organizations have in ensuring that online content is fair, balanced, and provides users with different points of view?
- [218](#) Q20_1. [The European Union] How much responsibility should the following organizations have in ensuring that online content is fair, balanced, and provides users with different points of view? - (EXCLUDING DK)
- [219](#) Q20_2. [The Australian,Finnish,French,German Government] How much responsibility should the following organizations have in ensuring that online content is fair, balanced, and provides users with different points of view?
- [220](#) Q20_3. [Online platforms (e.g. Google, Apple)] How much responsibility should the following organizations have in ensuring that online content is fair, balanced, and provides users with different points of view? - (EXCLUDING DK)
- [221](#) Q20_4. [Social Media platforms (e.g. Facebook, Twitter)] How much responsibility should the following organizations have in ensuring that online content is fair, balanced, and provides users with different points of view?
- [222](#) Q20_5. [Citizens or people like me] How much responsibility should the following organizations have in ensuring that online content is fair, balanced, and provides users with different points of view? - (EXCLUDING DK)
- [223](#) Q20_6. [Online content creators] How much responsibility should the following organizations have in ensuring that online content is fair, balanced, and provides users with different points of view? - (EXCLUDING DK)
- [224](#) Q21. How confident are you in your ability to tell if the online content that you read, see, or hear is fair, balanced, and represents different points of view?
- [225](#) Q21. How confident are you in your ability to tell if the online content that you read, see, or hear is fair, balanced, and represents different points of view? - (EXCLUDING DK)
- [226](#) Q21b. How confident are you that the content recommended by social media platforms is fair, balanced, and represents different points of view?
- [227](#) Q21b. How confident are you that the content recommended by social media platforms is fair, balanced, and represents different points of view? - (EXCLUDING DK)
- [228](#) Q21c. How confident are you that content provided by traditional media sources (such as print, radio, and television) is fair, balanced, and represents different points of view?
- [229](#) Q21c. How confident are you that content provided by traditional media sources (such as print, radio, and television) is fair, balanced, and represents different points of view? - (EXCLUDING DK)
- [230](#) Q22. [SUMMARY - TOP2BOX (STRONGLY/ SOMEWHAT AGREE)] Indicate to what extent you agree or disagree with the following statements
- [231](#) Q22. [SUMMARY - LOW2BOX (SOMEWHAT/ STRONGLY DISAGREE)] Indicate to what extent you agree or disagree with the following statements
- [232](#) Q22_1. [Having access to different sources of information with different points of view is important for people to participate in democracy] Indicate to what extent you agree or disagree with the following statements
- [233](#) Q22_2. [I often do not have the time to fact check information that I find online] Indicate to what extent you agree or disagree with the following statements
- [234](#) Q22_3. [I prefer to consume online content that is suggested or recommended to me rather than seek out information online myself because it is easier] Indicate to what extent you agree or disagree with the following statements
- [235](#) Q22_4. [I am often suggested or recommended content from my local community or region] Indicate to what extent you agree or disagree with the following statements
- [236](#) Q22_5. [Over the past two years, online platforms have made it easier to access different sources of information] Indicate to what extent you agree or disagree with the following statements
- [237](#) Q22_6. [During the past two years, the tone of online content recommended to me has grown more polarized or negative] Indicate to what extent you agree or disagree with the following statements
- [238](#) Q22_7. [It is important for me to use ad-blockers and/or incognito mode to protect my privacy online] Indicate to what extent you agree or disagree with the following statements
- [239](#) Q22. [SUMMARY - TOP2BOX (STRONGLY/ SOMEWHAT AGREE)] Indicate to what extent you agree or disagree with the following statements - (EXCLUDING DK)

- [240](#) Q22. [SUMMARY - LOW2BOX (SOMEWHAT/ STRONGLY DISAGREE)] Indicate to what extent you agree or disagree with the following statements - (EXCLUDING DK)
- [241](#) Q22_1. [Having access to different sources of information with different points of view is important for people to participate in democracy] Indicate to what extent you agree or disagree with the following statements -
- [242](#) Q22_2. [I often do not have the time to fact check information that I find online] Indicate to what extent you agree or disagree with the following statements - (EXCLUDING DK)
- [243](#) Q22_3. [I prefer to consume online content that is suggested or recommended to me rather than seek out information online myself because it is easier] Indicate to what extent you agree or disagree with the following statements - (EXCLUDING DK)
- [244](#) Q22_4. [I am often suggested or recommended content from my local community or region] Indicate to what extent you agree or disagree with the following statements - (EXCLUDING DK)
- [245](#) Q22_5. [Over the past two years, online platforms have made it easier to access different sources of information] Indicate to what extent you agree or disagree with the following statements - (EXCLUDING DK)
- [246](#) Q22_6. [During the past two years, the tone of online content recommended to me has grown more polarized or negative] Indicate to what extent you agree or disagree with the following statements - (EXCLUDING DK)
- [247](#) Q22_7. [It is important for me to use ad-blockers and/or incognito mode to protect my privacy online] Indicate to what extent you agree or disagree with the following statements - (EXCLUDING DK)
- [248](#) Q23_1. [The European Union] How much responsibility should the following organizations have in financially supporting journalists and news publishers to ensure they receive fair compensation when their work is reproduced
- [249](#) Q23_2. [The Australian,Finnish,French,German Government] How much responsibility should the following organizations have in financially supporting journalists and news publishers to ensure they receive fair compensation when their work is reproduced online?
- [250](#) Q23_3. [Online platforms (e.g. Google, Apple)] How much responsibility should the following organizations have in financially supporting journalists and news publishers to ensure they receive fair compensation when their work is reproduced online?
- [251](#) Q23_4. [Social Media platforms (e.g. Facebook, Twitter)] How much responsibility should the following organizations have in financially supporting journalists and news publishers to ensure they receive fair compensation when their work is reproduced online?
- [252](#) Q23_1. [The European Union] How much responsibility should the following organizations have in financially supporting journalists and news publishers to ensure they receive fair compensation when their work is reproduced online? - (EXCLUDING DK)
- [253](#) Q23_2. [The Australian,Finnish,French,German Government] How much responsibility should the following organizations have in financially supporting journalists and news publishers to ensure they receive fair compensation when their work is reproduced online? - (EXCLUDING DK)
- [254](#) Q23_3. [Online platforms (e.g. Google, Apple)] How much responsibility should the following organizations have in financially supporting journalists and news publishers to ensure they receive fair compensation when their work is reproduced online? - (EXCLUDING DK)
- [255](#) Q23_4. [Social Media platforms (e.g. Facebook, Twitter)] How much responsibility should the following organizations have in financially supporting journalists and news publishers to ensure they receive fair compensation when their work is reproduced online? - (EXCLUDING DK)
- [256](#) Q24_1. [Facebook] How often do you get news and information about COVID-19 from the following sources?
- [257](#) Q24_2. [Twitter] How often do you get news and information about COVID-19 from the following sources?
- [258](#) Q24_3. [Instagram] How often do you get news and information about COVID-19 from the following sources?
- [259](#) Q24_4. [LinkedIn] How often do you get news and information about COVID-19 from the following sources?
- [260](#) Q24_5. [Snapchat] How often do you get news and information about COVID-19 from the following sources?
- [261](#) Q24_6. [WhatsApp] How often do you get news and information about COVID-19 from the following sources?
- [262](#) Q24_7. [Reddit] How often do you get news and information about COVID-19 from the following sources?
- [263](#) Q24_8. [YouTube] How often do you get news and information about COVID-19 from the following sources?
- [264](#) Q24_9. [TikTok] How often do you get news and information about COVID-19 from the following sources?
- [265](#) Q24_10. [Signal] How often do you get news and information about COVID-19 from the following sources?
- [266](#) Q24_11. [Telegram] How often do you get news and information about COVID-19 from the following sources?
- [267](#) Q24_12. [Online Search (such as Google)] How often do you get news and information about COVID-19 from the following sources?

| | |
|---------------------|---|
| 268 | Q24_13. [Streaming services for movies, TV series, or videos (i.e. Netflix)] How often do you get news and information about COVID-19 from the following sources? |
| 269 | Q24_14. [Streaming music services (i.e. Spotify)] How often do you get news and information about COVID-19 from the following sources? |
| 270 | Q24_15. [Government websites] How often do you get news and information about COVID-19 from the following |
| 271 | Q24_16. [Broadcast TV news] How often do you get news and information about COVID-19 from the following |
| 272 | Q24_17. [Print newspapers] How often do you get news and information about COVID-19 from the following |
| 273 | Q24_18. [News radio] How often do you get news and information about COVID-19 from the following sources? |
| 274 | Q24_19. [Traditional news websites or apps] How often do you get news and information about COVID-19 from the following sources? |
| 275 | Q24_20. [Online only news providers] How often do you get news and information about COVID-19 from the following sources? |
| 276 | Q24_21. [Google News] How often do you get news and information about COVID-19 from the following sources? |
| 277 | Q24_22. [Apple News] How often do you get news and information about COVID-19 from the following sources? |
| 278 | Q24_23. [Podcasts] How often do you get news and information about COVID-19 from the following sources? |
| 279 | Q25. How often do you check accuracy and reliability of information regarding COVID-19 and the pandemic by accessing multiple sources of information (for example, other websites)? |
| 280 | Q26. In what language(s) do you consume online content? |
| 281 | QAUS02INC. Which of the following categories best describes your total household annual income? |
| 282 | QFININC. What is your gross annual household income? |
| 283 | QGER02INC. What is the TOTAL NET HOUSEHOLD monthly income earned by all members of your household? |
| 284 | QFR01INC. Into which category does your TOTAL NET HOUSEHOLD annual income from all sources fall (i.e. income after tax deduction)? |
| 285 | QRESP_age. RespondentAge |
| 286 | QGENDER_NONBINARY. Which of the following describes how you think of yourself? |
| 287 | QAUS01EDU. What is your highest level of education attained? |
| 288 | QFINEDU. What is your highest level of education attained? |
| 289 | QGER01EDU. What is the highest level of education you have achieved? |
| 290 | QFR02EDU. Select your highest level of education attained. |
| 291 | QAUSSTDREGION. Region |
| 292 | QFIREGION1. Region |
| 293 | QFRSTDREGION. Region |
| 294 | QGERSTDREGION. Region |

2021 Diversity of Online Content (International)

Table: 1

Q4. How often do you typically consume online content? Online content could be presented to you on social media, the internet, online news sources, podcasts, blogs, streaming services or otherwise.

| | TOTAL | Country | | | |
|------------------------------------|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Respondents | 3201 | 800 | 800 | 800 | 801 |
| Base: All Respondents (wtd) | 3201 | 800 | 800 | 800 | 801 |
| Several times a day | 1890 | 503 | 499 | 431 | 457 |
| | 59.0% | 63.0% | 62.0% | 54.0% | 57.0% |
| | | CD | CD | | |
| At least once a day | 713 | 189 | 175 | 162 | 187 |
| | 22.0% | 24.0% | 22.0% | 20.0% | 23.0% |
| | | | | | |
| 2-3 times a week | 269 | 46 | 66 | 68 | 89 |
| | 8.0% | 6.0% | 8.0% | 8.0% | 11.0% |
| | | | | A | A |
| At least once a week | 86 | 19 | 19 | 25 | 23 |
| | 3.0% | 2.0% | 2.0% | 3.0% | 3.0% |
| | | | | | |
| A few times a month | 58 | 8 | 8 | 27 | 15 |
| | 2.0% | 1.0% | 1.0% | 3.0% | 2.0% |
| | | | | AB | |
| A few times a year or less often | 47 | 13 | 7 | 20 | 7 |
| | 1.0% | 2.0% | 1.0% | 2.0% | 1.0% |
| | | | | BD | |
| Never | 138 | 22 | 26 | 67 | 23 |
| | 4.0% | 3.0% | 3.0% | 8.0% | 3.0% |
| | | | | ABD | |
| Sigma | 3201 | 800 | 800 | 800 | 801 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Summary | | | | | |
| At least once a day | 2603 | 692 | 674 | 593 | 644 |
| | 81.0% | 86.0% | 84.0% | 74.0% | 80.0% |
| | | CD | CD | | C |
| At least once a week | 2958 | 757 | 759 | 686 | 756 |
| | 92.0% | 95.0% | 95.0% | 86.0% | 94.0% |
| | | C | C | | C |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 2

Q5_1. [General information] How often do you consume the following types of online content?

| | TOTAL | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3063 | 778 | 774 | 733 | 778 |
| Base: Those who consume online content in some way (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Several times a day | 830 27.0% | 290 37.0% | 212 27.0% | 130 18.0% | 198 25.0% |
| | | BCD | C | | C |
| At least once a day | 1067 35.0% | 260 33.0% | 294 38.0% | 206 28.0% | 307 39.0% |
| | | C | C | | AC |
| 2-3 times a week | 537 18.0% | 99 13.0% | 143 18.0% | 133 18.0% | 162 21.0% |
| | | | A | A | A |
| At least once a week | 297 10.0% | 70 9.0% | 78 10.0% | 80 11.0% | 69 9.0% |
| | | | | | |
| A few times a month | 182 6.0% | 33 4.0% | 30 4.0% | 100 14.0% | 19 2.0% |
| | | D | | ABD | |
| A few times a year or less often | 71 2.0% | 17 2.0% | 14 2.0% | 25 3.0% | 15 2.0% |
| | | | | | |
| Never | 79 3.0% | 9 1.0% | 3 * | 59 8.0% | 8 1.0% |
| | | | | ABD | |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 1897 62.0% | 550 71.0% | 506 65.0% | 336 46.0% | 505 65.0% |
| | | BCD | C | | C |
| At least once a week | 2731 89.0% | 719 92.0% | 727 94.0% | 549 75.0% | 736 95.0% |
| | | C | C | | C |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 3

Q5_2. [National news] How often do you consume the following types of online content?

| | TOTAL | Country | | | |
|---|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3063 | 778 | 774 | 733 | 778 |
| Base: Those who consume online content in some way (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Several times a day | 796 | 182 | 236 | 168 | 210 |
| | 26.0% | 23.0% | 30.0% | 23.0% | 27.0% |
| | | | AC | | |
| At least once a day | 1228 | 321 | 296 | 299 | 312 |
| | 40.0% | 41.0% | 38.0% | 41.0% | 40.0% |
| 2-3 times a week | 432 | 102 | 117 | 106 | 107 |
| | 14.0% | 13.0% | 15.0% | 14.0% | 14.0% |
| At least once a week | 271 | 61 | 61 | 68 | 81 |
| | 9.0% | 8.0% | 8.0% | 9.0% | 10.0% |
| A few times a month | 175 | 52 | 39 | 51 | 33 |
| | 6.0% | 7.0% | 5.0% | 7.0% | 4.0% |
| | | D | | D | |
| A few times a year or less often | 73 | 18 | 16 | 25 | 14 |
| | 2.0% | 2.0% | 2.0% | 3.0% | 2.0% |
| | | | | D | |
| Never | 88 | 42 | 9 | 16 | 21 |
| | 3.0% | 5.0% | 1.0% | 2.0% | 3.0% |
| | | BCD | | | B |
| Sigma | 3063 | 778 | 774 | 733 | 778 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Summary | | | | | |
| At least once a day | 2024 | 503 | 532 | 467 | 522 |
| | 66.0% | 65.0% | 69.0% | 64.0% | 67.0% |
| | | | C | | |
| At least once a week | 2727 | 666 | 710 | 641 | 710 |
| | 89.0% | 86.0% | 92.0% | 87.0% | 91.0% |
| | | | AC | | AC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 4

Q5_3. [European news] How often do you consume the following types of online content?

| | TOTAL | Country | | | |
|---|-------------|-----------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 2285 | - | 774 | 733 | 778 |
| Base: Those who consume online content in some way (wtd) | 2285 | - | 774 | 733 | 778 |
| Several times a day | 358 | - | 133 | 92 | 133 |
| | 16.0% | - | 17.0% | 13.0% | 17.0% |
| | | | C | | C |
| At least once a day | 792 | - | 284 | 215 | 293 |
| | 35.0% | - | 37.0% | 29.0% | 38.0% |
| | | | C | | C |
| 2-3 times a week | 428 | - | 165 | 134 | 129 |
| | 19.0% | - | 21.0% | 18.0% | 17.0% |
| | | | D | | |
| At least once a week | 324 | - | 105 | 110 | 109 |
| | 14.0% | - | 14.0% | 15.0% | 14.0% |
| | | | | | |
| A few times a month | 196 | - | 47 | 100 | 49 |
| | 9.0% | - | 6.0% | 14.0% | 6.0% |
| | | | | BD | |
| A few times a year or less often | 81 | - | 19 | 37 | 25 |
| | 4.0% | - | 2.0% | 5.0% | 3.0% |
| | | | | B | |
| Never | 106 | - | 21 | 45 | 40 |
| | 5.0% | - | 3.0% | 6.0% | 5.0% |
| | | | | B | B |
| Sigma | 2285 | - | 774 | 733 | 778 |
| | 100.0% | - | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 1150 | - | 417 | 307 | 426 |
| | 50.0% | - | 54.0% | 42.0% | 55.0% |
| | | | C | | C |
| At least once a week | 1902 | - | 687 | 551 | 664 |
| | 83.0% | - | 89.0% | 75.0% | 85.0% |
| | | | CD | | C |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 5

Q5_4. [International news] How often do you consume the following types of online content?

| | TOTAL | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3063 | 778 | 774 | 733 | 778 |
| Base: Those who consume online content in some way (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Several times a day | 636 21.0% | 140 18.0% | 210 27.0% | 119 16.0% | 167 21.0% |
| | | | ACD | | C |
| At least once a day | 1136 37.0% | 281 36.0% | 299 39.0% | 253 35.0% | 303 39.0% |
| 2-3 times a week | 499 16.0% | 118 15.0% | 127 16.0% | 117 16.0% | 137 18.0% |
| At least once a week | 344 11.0% | 89 11.0% | 71 9.0% | 93 13.0% | 91 12.0% |
| | | | | B | |
| A few times a month | 221 7.0% | 63 8.0% | 46 6.0% | 76 10.0% | 36 5.0% |
| | | D | | BD | |
| A few times a year or less often | 102 3.0% | 35 4.0% | 13 2.0% | 36 5.0% | 18 2.0% |
| | | BD | | BD | |
| Never | 125 4.0% | 52 7.0% | 8 1.0% | 39 5.0% | 26 3.0% |
| | | BD | | B | B |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| Summary | | | | | |
| At least once a day | 1772 58.0% | 421 54.0% | 509 66.0% | 372 51.0% | 470 60.0% |
| | | | ACD | | AC |
| At least once a week | 2615 85.0% | 628 81.0% | 707 91.0% | 582 79.0% | 698 90.0% |
| | | | AC | | AC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 6

Q5_5. [Local news] How often do you consume the following types of online content?

| | | Country | | | |
|---|-------------|------------|------------|------------|------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3063 | 778 | 774 | 733 | 778 |
| Base: Those who consume online content in some way (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Several times a day | 681 | 160 | 197 | 136 | 188 |
| | 22.0% | 21.0% | 25.0% | 19.0% | 24.0% |
| | | | AC | | C |
| At least once a day | 1252 | 302 | 336 | 294 | 320 |
| | 41.0% | 39.0% | 43.0% | 40.0% | 41.0% |
| 2-3 times a week | 494 | 123 | 121 | 120 | 130 |
| | 16.0% | 16.0% | 16.0% | 16.0% | 17.0% |
| At least once a week | 277 | 76 | 74 | 59 | 68 |
| | 9.0% | 10.0% | 10.0% | 8.0% | 9.0% |
| A few times a month | 179 | 57 | 25 | 66 | 31 |
| | 6.0% | 7.0% | 3.0% | 9.0% | 4.0% |
| | | BD | | BD | |
| A few times a year or less often | 71 | 17 | 14 | 26 | 14 |
| | 2.0% | 2.0% | 2.0% | 4.0% | 2.0% |
| | | | | BD | |
| Never | 109 | 43 | 7 | 32 | 27 |
| | 4.0% | 6.0% | 1.0% | 4.0% | 3.0% |
| | | B | | B | B |
| Sigma | 3063 | 778 | 774 | 733 | 778 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Summary | | | | | |
| At least once a day | 1933 | 462 | 533 | 430 | 508 |
| | 63.0% | 59.0% | 69.0% | 59.0% | 65.0% |
| | | | AC | | AC |
| At least once a week | 2704 | 661 | 728 | 609 | 706 |
| | 88.0% | 85.0% | 94.0% | 83.0% | 91.0% |
| | | | ACD | | AC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 7

Q5_6. [Entertainment] How often do you consume the following types of online content?

| | | Country | | | |
|---|-------------|------------|------------|------------|------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3063 | 778 | 774 | 733 | 778 |
| Base: Those who consume online content in some way (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Several times a day | 732 | 185 | 221 | 178 | 148 |
| | 24.0% | 24.0% | 29.0% | 24.0% | 19.0% |
| | | D | AD | D | |
| At least once a day | 879 | 213 | 234 | 193 | 239 |
| | 29.0% | 27.0% | 30.0% | 26.0% | 31.0% |
| | | | | | |
| 2-3 times a week | 585 | 124 | 158 | 128 | 175 |
| | 19.0% | 16.0% | 20.0% | 17.0% | 22.0% |
| | | | A | | AC |
| At least once a week | 359 | 82 | 77 | 100 | 100 |
| | 12.0% | 11.0% | 10.0% | 14.0% | 13.0% |
| | | | | B | |
| A few times a month | 273 | 76 | 55 | 84 | 58 |
| | 9.0% | 10.0% | 7.0% | 11.0% | 7.0% |
| | | | | BD | |
| A few times a year or less often | 122 | 47 | 21 | 27 | 27 |
| | 4.0% | 6.0% | 3.0% | 4.0% | 3.0% |
| | | BCD | | | |
| Never | 113 | 51 | 8 | 23 | 31 |
| | 4.0% | 7.0% | 1.0% | 3.0% | 4.0% |
| | | BCD | | B | B |
| Sigma | 3063 | 778 | 774 | 733 | 778 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 1611 | 398 | 455 | 371 | 387 |
| | 53.0% | 51.0% | 59.0% | 51.0% | 50.0% |
| | | | ACD | | |
| At least once a week | 2555 | 604 | 690 | 599 | 662 |
| | 83.0% | 78.0% | 89.0% | 82.0% | 85.0% |
| | | | ACD | A | A |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 8

Q5_7. [Social media] How often do you consume the following types of online content?

| | | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3063 | 778 | 774 | 733 | 778 |
| Base: Those who consume online content in some way (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Several times a day | 1230 40.0% | 368 47.0% | 356 46.0% | 249 34.0% | 257 33.0% |
| | | CD | CD | | |
| At least once a day | 763 25.0% | 185 24.0% | 187 24.0% | 188 26.0% | 203 26.0% |
| 2-3 times a week | 316 10.0% | 55 7.0% | 90 12.0% | 87 12.0% | 84 11.0% |
| | | | A | A | A |
| At least once a week | 227 7.0% | 46 6.0% | 53 7.0% | 63 9.0% | 65 8.0% |
| | | | | A | |
| A few times a month | 148 5.0% | 24 3.0% | 43 6.0% | 45 6.0% | 36 5.0% |
| | | | A | A | |
| A few times a year or less often | 94 3.0% | 23 3.0% | 18 2.0% | 28 4.0% | 25 3.0% |
| Never | 285 9.0% | 77 10.0% | 27 3.0% | 73 10.0% | 108 14.0% |
| | | B | | B | ABC |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| Summary | | | | | |
| At least once a day | 1993 65.0% | 553 71.0% | 543 70.0% | 437 60.0% | 460 59.0% |
| | | CD | CD | | |
| At least once a week | 2536 83.0% | 654 84.0% | 686 89.0% | 587 80.0% | 609 78.0% |
| | | CD | ACD | | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 9

Q5_8. [Shopping] How often do you consume the following types of online content?

| | | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3063 | 778 | 774 | 733 | 778 |
| Base: Those who consume online content in some way (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Several times a day | 255 8.0% | 57 7.0% | 72 9.0% | 54 7.0% | 72 9.0% |
| At least once a day | 524 17.0% | 119 15.0% | 150 19.0% | 114 16.0% | 141 18.0% |
| 2-3 times a week | 785 26.0% | 204 26.0% | 216 28.0% | 140 19.0% | 225 29.0% |
| At least once a week | 577 19.0% | 142 18.0% | 152 20.0% | 113 15.0% | 170 22.0% |
| A few times a month | 485 16.0% | 126 16.0% | 118 15.0% | 131 18.0% | 110 14.0% |
| A few times a year or less often | 243 8.0% | 95 12.0% | 49 6.0% | 63 9.0% | 36 5.0% |
| Never | 194 6.0% | 35 4.0% | 17 2.0% | 118 16.0% | 24 3.0% |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| Summary | | | | | |
| At least once a day | 779 25.0% | 176 23.0% | 222 29.0% | 168 23.0% | 213 27.0% |
| At least once a week | 2141 70.0% | 522 67.0% | 590 76.0% | 421 57.0% | 608 78.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 10

Q6_1. [Facebook] How often do you use the following social media and digital media providers or platforms?

| | TOTAL | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3063 | 778 | 774 | 733 | 778 |
| Base: Those who consume online content in some way (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Several times a day | 1076 35.0% | 324 42.0% | 266 34.0% | 290 40.0% | 196 25.0% |
| | | BD | D | BD | |
| At least once a day | 651 21.0% | 181 23.0% | 163 21.0% | 155 21.0% | 152 20.0% |
| 2-3 times a week | 277 9.0% | 67 9.0% | 87 11.0% | 58 8.0% | 65 8.0% |
| | | | C | | |
| At least once a week | 212 7.0% | 50 6.0% | 55 7.0% | 43 6.0% | 64 8.0% |
| A few times a month | 170 6.0% | 35 4.0% | 59 8.0% | 39 5.0% | 37 5.0% |
| | | | AD | | |
| A few times a year or less often | 126 4.0% | 23 3.0% | 30 4.0% | 31 4.0% | 42 5.0% |
| | | | | | A |
| Never | 551 18.0% | 98 13.0% | 114 15.0% | 117 16.0% | 222 29.0% |
| | | | | | ABC |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| Summary | | | | | |
| At least once a day | 1727 56.0% | 505 65.0% | 429 55.0% | 445 61.0% | 348 45.0% |
| | | BD | D | BD | |
| At least once a week | 2216 72.0% | 622 80.0% | 571 74.0% | 546 74.0% | 477 61.0% |
| | | BCD | D | D | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 11

Q6_2. [Twitter] How often do you use the following social media and digital media providers or platforms?

| | TOTAL | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3063 | 778 | 774 | 733 | 778 |
| Base: Those who consume online content in some way (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Several times a day | 275 9.0% | 58 7.0% | 77 10.0% | 82 11.0% | 58 7.0% |
| | | | | AD | |
| At least once a day | 267 9.0% | 57 7.0% | 88 11.0% | 61 8.0% | 61 8.0% |
| | | | ACD | | |
| 2-3 times a week | 237 8.0% | 52 7.0% | 84 11.0% | 45 6.0% | 56 7.0% |
| | | | ACD | | |
| At least once a week | 192 6.0% | 35 4.0% | 64 8.0% | 45 6.0% | 48 6.0% |
| | | | A | | |
| A few times a month | 193 6.0% | 43 6.0% | 69 9.0% | 38 5.0% | 43 6.0% |
| | | | ACD | | |
| A few times a year or less often | 178 6.0% | 47 6.0% | 57 7.0% | 45 6.0% | 29 4.0% |
| | | D | D | D | |
| Never | 1721 56.0% | 486 62.0% | 335 43.0% | 417 57.0% | 483 62.0% |
| | | BC | | B | BC |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 542 18.0% | 115 15.0% | 165 21.0% | 143 20.0% | 119 15.0% |
| | | | AD | AD | |
| At least once a week | 971 32.0% | 202 26.0% | 313 40.0% | 233 32.0% | 223 29.0% |
| | | | ACD | A | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 12

Q6_3. [Instagram] How often do you use the following social media and digital media providers or platforms?

| | TOTAL | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3063 | 778 | 774 | 733 | 778 |
| Base: Those who consume online content in some way (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Several times a day | 676 22.0% | 142 18.0% | 188 24.0% | 179 24.0% | 167 21.0% |
| | | | A | A | |
| At least once a day | 421 14.0% | 104 13.0% | 131 17.0% | 83 11.0% | 103 13.0% |
| | | | CD | | |
| 2-3 times a week | 283 9.0% | 66 8.0% | 112 14.0% | 60 8.0% | 45 6.0% |
| | | D | ACD | | |
| At least once a week | 184 6.0% | 41 5.0% | 54 7.0% | 45 6.0% | 44 6.0% |
| | | | | | |
| A few times a month | 170 6.0% | 40 5.0% | 55 7.0% | 34 5.0% | 41 5.0% |
| | | | C | | |
| A few times a year or less often | 117 4.0% | 29 4.0% | 41 5.0% | 26 4.0% | 21 3.0% |
| | | | D | | |
| Never | 1212 40.0% | 356 46.0% | 193 25.0% | 306 42.0% | 357 46.0% |
| | | B | | B | B |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 1097 36.0% | 246 32.0% | 319 41.0% | 262 36.0% | 270 35.0% |
| | | | ACD | | |
| At least once a week | 1564 51.0% | 353 45.0% | 485 63.0% | 367 50.0% | 359 46.0% |
| | | | ACD | | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 13

Q6_4. [LinkedIn] How often do you use the following social media and digital media providers or platforms?

| | TOTAL | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3063 | 778 | 774 | 733 | 778 |
| Base: Those who consume online content in some way (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Several times a day | 139 5.0% | 44 6.0% | 33 4.0% | 34 5.0% | 28 4.0% |
| At least once a day | 205 7.0% | 56 7.0% | 60 8.0% | 50 7.0% | 39 5.0% |
| 2-3 times a week | 223 7.0% | 53 7.0% | 62 8.0% | 59 8.0% | 49 6.0% |
| At least once a week | 227 7.0% | 64 8.0% | 60 8.0% | 55 8.0% | 48 6.0% |
| A few times a month | 234 8.0% | 62 8.0% | 72 9.0% | 65 9.0% | 35 4.0% |
| A few times a year or less often | 247 8.0% | 84 11.0% | 76 10.0% | 48 7.0% | 39 5.0% |
| Never | 1788 58.0% | 415 53.0% | 411 53.0% | 422 58.0% | 540 69.0% |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| Summary | | | | | |
| At least once a day | 344 11.0% | 100 13.0% | 93 12.0% | 84 11.0% | 67 9.0% |
| At least once a week | 794 26.0% | 217 28.0% | 215 28.0% | 198 27.0% | 164 21.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 14

Q6_5. [Snapchat] How often do you use the following social media and digital media providers or platforms?

| | TOTAL | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3063 | 778 | 774 | 733 | 778 |
| Base: Those who consume online content in some way (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Several times a day | 330 11.0% | 54 7.0% | 95 12.0% | 126 17.0% | 55 7.0% |
| | | | AD | ABD | |
| At least once a day | 259 8.0% | 60 8.0% | 72 9.0% | 73 10.0% | 54 7.0% |
| | | | | D | |
| 2-3 times a week | 190 6.0% | 51 7.0% | 52 7.0% | 55 8.0% | 32 4.0% |
| | | D | D | D | |
| At least once a week | 141 5.0% | 30 4.0% | 44 6.0% | 31 4.0% | 36 5.0% |
| | | | | | |
| A few times a month | 129 4.0% | 32 4.0% | 40 5.0% | 36 5.0% | 21 3.0% |
| | | | D | D | |
| A few times a year or less often | 136 4.0% | 36 5.0% | 45 6.0% | 29 4.0% | 26 3.0% |
| | | | D | | |
| Never | 1878 61.0% | 515 66.0% | 426 55.0% | 383 52.0% | 554 71.0% |
| | | BC | | | ABC |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 589 19.0% | 114 15.0% | 167 22.0% | 199 27.0% | 109 14.0% |
| | | | AD | ABD | |
| At least once a week | 920 30.0% | 195 25.0% | 263 34.0% | 285 39.0% | 177 23.0% |
| | | | AD | ABD | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 15

Q6_6. [WhatsApp] How often do you use the following social media and digital media providers or platforms?

| | TOTAL | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3063 | 778 | 774 | 733 | 778 |
| Base: Those who consume online content in some way (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Several times a day | 980 32.0% | 103 13.0% | 297 38.0% | 164 22.0% | 416 53.0% |
| | | | AC | A | ABC |
| At least once a day | 468 15.0% | 64 8.0% | 169 22.0% | 110 15.0% | 125 16.0% |
| | | | ACD | A | A |
| 2-3 times a week | 341 11.0% | 79 10.0% | 108 14.0% | 84 11.0% | 70 9.0% |
| | | | AD | | |
| At least once a week | 198 6.0% | 44 6.0% | 49 6.0% | 58 8.0% | 47 6.0% |
| | | | | | |
| A few times a month | 183 6.0% | 52 7.0% | 48 6.0% | 67 9.0% | 16 2.0% |
| | | D | D | BD | |
| A few times a year or less often | 118 4.0% | 66 8.0% | 15 2.0% | 28 4.0% | 9 1.0% |
| | | BCD | | BD | |
| Never | 775 25.0% | 370 48.0% | 88 11.0% | 222 30.0% | 95 12.0% |
| | | BCD | | BD | |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 1448 47.0% | 167 21.0% | 466 60.0% | 274 37.0% | 541 70.0% |
| | | | AC | A | ABC |
| At least once a week | 1987 65.0% | 290 37.0% | 623 80.0% | 416 57.0% | 658 85.0% |
| | | | AC | A | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 16

Q6_7. [Reddit] How often do you use the following social media and digital media providers or platforms?

| | TOTAL | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3063 | 778 | 774 | 733 | 778 |
| Base: Those who consume online content in some way (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Several times a day | 122 4.0% | 28 4.0% | 52 7.0% | 13 2.0% | 29 4.0% |
| | | C | ACD | | C |
| At least once a day | 162 5.0% | 52 7.0% | 46 6.0% | 31 4.0% | 33 4.0% |
| | | CD | | | |
| 2-3 times a week | 180 6.0% | 41 5.0% | 70 9.0% | 32 4.0% | 37 5.0% |
| | | | ACD | | |
| At least once a week | 142 5.0% | 34 4.0% | 51 7.0% | 26 4.0% | 31 4.0% |
| | | | CD | | |
| A few times a month | 174 6.0% | 48 6.0% | 49 6.0% | 46 6.0% | 31 4.0% |
| | | D | D | D | |
| A few times a year or less often | 146 5.0% | 41 5.0% | 52 7.0% | 25 3.0% | 28 4.0% |
| | | | CD | | |
| Never | 2137 70.0% | 534 69.0% | 454 59.0% | 560 76.0% | 589 76.0% |
| | | B | | AB | AB |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 284 9.0% | 80 10.0% | 98 13.0% | 44 6.0% | 62 8.0% |
| | | C | CD | | |
| At least once a week | 606 20.0% | 155 20.0% | 219 28.0% | 102 14.0% | 130 17.0% |
| | | C | ACD | | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 17

Q6_8. [YouTube] How often do you use the following social media and digital media providers or platforms?

| | TOTAL | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3063 | 778 | 774 | 733 | 778 |
| Base: Those who consume online content in some way (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Several times a day | 734 24.0% | 149 19.0% | 220 28.0% | 195 27.0% | 170 22.0% |
| | | | AD | AD | |
| At least once a day | 597 19.0% | 154 20.0% | 154 20.0% | 135 18.0% | 154 20.0% |
| 2-3 times a week | 619 20.0% | 158 20.0% | 171 22.0% | 133 18.0% | 157 20.0% |
| At least once a week | 347 11.0% | 89 11.0% | 79 10.0% | 83 11.0% | 96 12.0% |
| A few times a month | 367 12.0% | 99 13.0% | 90 12.0% | 93 13.0% | 85 11.0% |
| A few times a year or less often | 167 5.0% | 53 7.0% | 33 4.0% | 42 6.0% | 39 5.0% |
| | | B | | | |
| Never | 232 8.0% | 76 10.0% | 27 3.0% | 52 7.0% | 77 10.0% |
| | | B | | B | B |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| Summary | | | | | |
| At least once a day | 1331 43.0% | 303 39.0% | 374 48.0% | 330 45.0% | 324 42.0% |
| | | | AD | A | |
| At least once a week | 2297 75.0% | 550 71.0% | 624 81.0% | 546 74.0% | 577 74.0% |
| | | | ACD | | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 18

Q6_9. [TikTok] How often do you use the following social media and digital media providers or platforms?

| | TOTAL | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3063 | 778 | 774 | 733 | 778 |
| Base: Those who consume online content in some way (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Several times a day | 281 9.0% | 46 6.0% | 89 11.0% | 76 10.0% | 70 9.0% |
| | | | A | A | A |
| At least once a day | 212 7.0% | 41 5.0% | 58 7.0% | 51 7.0% | 62 8.0% |
| | | | | | A |
| 2-3 times a week | 192 6.0% | 49 6.0% | 58 7.0% | 33 5.0% | 52 7.0% |
| | | | C | | |
| At least once a week | 127 4.0% | 30 4.0% | 36 5.0% | 28 4.0% | 33 4.0% |
| | | | | | |
| A few times a month | 107 3.0% | 21 3.0% | 41 5.0% | 28 4.0% | 17 2.0% |
| | | | AD | | |
| A few times a year or less often | 110 4.0% | 23 3.0% | 38 5.0% | 22 3.0% | 27 3.0% |
| | | | A | | |
| Never | 2034 66.0% | 568 73.0% | 454 59.0% | 495 68.0% | 517 66.0% |
| | | BCD | | B | B |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 493 16.0% | 87 11.0% | 147 19.0% | 127 17.0% | 132 17.0% |
| | | | A | A | A |
| At least once a week | 812 27.0% | 166 21.0% | 241 31.0% | 188 26.0% | 217 28.0% |
| | | | AC | A | A |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 19

Q6_10. [Signal] How often do you use the following social media and digital media providers or platforms?

| | TOTAL | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3063 | 778 | 774 | 733 | 778 |
| Base: Those who consume online content in some way (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Several times a day | 114 4.0% | 22 3.0% | 31 4.0% | 24 3.0% | 37 5.0% |
| | | | | | A |
| At least once a day | 174 6.0% | 38 5.0% | 62 8.0% | 32 4.0% | 42 5.0% |
| | | | ACD | | |
| 2-3 times a week | 172 6.0% | 34 4.0% | 49 6.0% | 39 5.0% | 50 6.0% |
| At least once a week | 125 4.0% | 21 3.0% | 33 4.0% | 30 4.0% | 41 5.0% |
| | | | | | A |
| A few times a month | 122 4.0% | 16 2.0% | 49 6.0% | 36 5.0% | 21 3.0% |
| | | | AD | AD | |
| A few times a year or less often | 101 3.0% | 17 2.0% | 40 5.0% | 19 3.0% | 25 3.0% |
| | | | AC | | |
| Never | 2255 74.0% | 630 81.0% | 510 66.0% | 553 75.0% | 562 72.0% |
| | | BCD | | B | B |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 288 9.0% | 60 8.0% | 93 12.0% | 56 8.0% | 79 10.0% |
| | | | AC | | |
| At least once a week | 585 19.0% | 115 15.0% | 175 23.0% | 125 17.0% | 170 22.0% |
| | | | AC | | AC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 20

Q6_11. [Telegram] How often do you use the following social media and digital media providers or platforms?

| | TOTAL | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3063 | 778 | 774 | 733 | 778 |
| Base: Those who consume online content in some way (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Several times a day | 158 5.0% | 28 4.0% | 45 6.0% | 27 4.0% | 58 7.0% |
| | | | A | | AC |
| At least once a day | 156 5.0% | 26 3.0% | 49 6.0% | 28 4.0% | 53 7.0% |
| | | | AC | | AC |
| 2-3 times a week | 152 5.0% | 29 4.0% | 49 6.0% | 26 4.0% | 48 6.0% |
| | | | AC | | AC |
| At least once a week | 119 4.0% | 18 2.0% | 33 4.0% | 29 4.0% | 39 5.0% |
| | | | A | | A |
| A few times a month | 123 4.0% | 17 2.0% | 38 5.0% | 35 5.0% | 33 4.0% |
| | | | A | A | A |
| A few times a year or less often | 119 4.0% | 22 3.0% | 47 6.0% | 23 3.0% | 27 3.0% |
| | | | ACD | | |
| Never | 2236 73.0% | 638 82.0% | 513 66.0% | 565 77.0% | 520 67.0% |
| | | BCD | | BD | |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 314 10.0% | 54 7.0% | 94 12.0% | 55 8.0% | 111 14.0% |
| | | | AC | | AC |
| At least once a week | 585 19.0% | 101 13.0% | 176 23.0% | 110 15.0% | 198 25.0% |
| | | | AC | | AC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 21

Q6_12. [Online Search (such as Google)] How often do you use the following social media and digital media providers or platforms?

| | TOTAL | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3063 | 778 | 774 | 733 | 778 |
| Base: Those who consume online content in some way (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Several times a day | 1530 50.0% | 378 49.0% | 423 55.0% | 399 54.0% | 330 42.0% |
| | | D | AD | AD | |
| At least once a day | 763 25.0% | 210 27.0% | 187 24.0% | 159 22.0% | 207 27.0% |
| | | C | | | C |
| 2-3 times a week | 431 14.0% | 98 13.0% | 102 13.0% | 87 12.0% | 144 19.0% |
| | | | | | ABC |
| At least once a week | 159 5.0% | 46 6.0% | 28 4.0% | 37 5.0% | 48 6.0% |
| | | B | | | B |
| A few times a month | 88 3.0% | 23 3.0% | 24 3.0% | 23 3.0% | 18 2.0% |
| A few times a year or less often | 31 1.0% | 9 1.0% | 2 * | 6 1.0% | 14 2.0% |
| | | B | | | B |
| Never | 61 2.0% | 14 2.0% | 8 1.0% | 22 3.0% | 17 2.0% |
| | | | | B | |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| Summary | | | | | |
| At least once a day | 2293 75.0% | 588 76.0% | 610 79.0% | 558 76.0% | 537 69.0% |
| | | D | D | D | |
| At least once a week | 2883 94.0% | 732 94.0% | 740 96.0% | 682 93.0% | 729 94.0% |
| | | | C | | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 22

Q6_13. [Streaming services for movies, TV series, or videos (i.e. Netflix, Stan)] How often do you use the following social media and digital media providers or platforms?

| | TOTAL | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3063 | 778 | 774 | 733 | 778 |
| Base: Those who consume online content in some way (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Several times a day | 548 18.0% | 127 16.0% | 133 17.0% | 156 21.0% | 132 17.0% |
| | | | | ABD | |
| At least once a day | 643 21.0% | 196 25.0% | 172 22.0% | 145 20.0% | 130 17.0% |
| | | CD | D | | |
| 2-3 times a week | 558 18.0% | 128 16.0% | 167 22.0% | 116 16.0% | 147 19.0% |
| | | | AC | | |
| At least once a week | 232 8.0% | 55 7.0% | 72 9.0% | 45 6.0% | 60 8.0% |
| | | | C | | |
| A few times a month | 198 6.0% | 56 7.0% | 53 7.0% | 54 7.0% | 35 4.0% |
| | | D | D | D | |
| A few times a year or less often | 121 4.0% | 28 4.0% | 46 6.0% | 19 3.0% | 28 4.0% |
| | | | ACD | | |
| Never | 763 25.0% | 188 24.0% | 131 17.0% | 198 27.0% | 246 32.0% |
| | | B | | B | ABC |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 1191 39.0% | 323 42.0% | 305 39.0% | 301 41.0% | 262 34.0% |
| | | D | D | D | |
| At least once a week | 1981 65.0% | 506 65.0% | 544 70.0% | 462 63.0% | 469 60.0% |
| | | | ACD | | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 23

Q6_14. [Streaming music services (i.e. Spotify, Deezer, Apple Music, Tidal)] How often do you use the following social media and digital media providers or platforms?

| | TOTAL | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3063 | 778 | 774 | 733 | 778 |
| Base: Those who consume online content in some way (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Several times a day | 486 16.0% | 110 14.0% | 130 17.0% | 122 17.0% | 124 16.0% |
| At least once a day | 450 15.0% | 111 14.0% | 126 16.0% | 107 15.0% | 106 14.0% |
| 2-3 times a week | 407 13.0% | 102 13.0% | 123 16.0% | 92 13.0% | 90 12.0% |
| At least once a week | 214 7.0% | 53 7.0% | 71 9.0% | 45 6.0% | 45 6.0% |
| A few times a month | 235 8.0% | 56 7.0% | 70 9.0% | 69 9.0% | 40 5.0% |
| A few times a year or less often | 192 6.0% | 54 7.0% | 65 8.0% | 40 5.0% | 33 4.0% |
| Never | 1079 35.0% | 292 38.0% | 189 24.0% | 258 35.0% | 340 44.0% |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| Summary | | | | | |
| At least once a day | 936 31.0% | 221 28.0% | 256 33.0% | 229 31.0% | 230 30.0% |
| At least once a week | 1557 51.0% | 376 48.0% | 450 58.0% | 366 50.0% | 365 47.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 24

Q7_1. [Facebook] How often do you use the following sources for information?

| | | Country | | | |
|----------------------------------|-------------|------------|------------|------------|------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 2512 | 680 | 660 | 616 | 556 |
| Base: All Answering (wtd) | 2512 | 680 | 660 | 616 | 556 |
| Several times a day | 756 | 212 | 158 | 218 | 168 |
| | 30.0% | 31.0% | 24.0% | 35.0% | 30.0% |
| | | B | | B | B |
| At least once a day | 613 | 175 | 135 | 159 | 144 |
| | 24.0% | 26.0% | 20.0% | 26.0% | 26.0% |
| | | B | | B | B |
| 2-3 times a week | 306 | 71 | 105 | 58 | 72 |
| | 12.0% | 10.0% | 16.0% | 9.0% | 13.0% |
| | | | AC | | |
| At least once a week | 232 | 52 | 74 | 51 | 55 |
| | 9.0% | 8.0% | 11.0% | 8.0% | 10.0% |
| | | | A | | |
| A few times a month | 206 | 46 | 73 | 48 | 39 |
| | 8.0% | 7.0% | 11.0% | 8.0% | 7.0% |
| | | | ACD | | |
| A few times a year or less often | 116 | 26 | 32 | 22 | 36 |
| | 5.0% | 4.0% | 5.0% | 4.0% | 6.0% |
| | | | | | AC |
| Never | 283 | 98 | 83 | 60 | 42 |
| | 11.0% | 14.0% | 13.0% | 10.0% | 8.0% |
| | | CD | D | | |
| Sigma | 2512 | 680 | 660 | 616 | 556 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Summary | | | | | |
| At least once a day | 1369 | 387 | 293 | 377 | 312 |
| | 54.0% | 57.0% | 44.0% | 61.0% | 56.0% |
| | | B | | B | B |
| At least once a week | 1907 | 510 | 472 | 486 | 439 |
| | 76.0% | 75.0% | 72.0% | 79.0% | 79.0% |
| | | | | B | B |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 25

Q7_2. [Twitter] How often do you use the following sources for information?

| | | Country | | | |
|----------------------------------|-------------|------------|------------|------------|------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 1342 | 292 | 439 | 316 | 295 |
| Base: All Answering (wtd) | 1342 | 292 | 439 | 316 | 295 |
| Several times a day | 215 | 45 | 56 | 66 | 48 |
| | 16.0% | 15.0% | 13.0% | 21.0% | 16.0% |
| | | | | B | |
| At least once a day | 232 | 51 | 69 | 65 | 47 |
| | 17.0% | 17.0% | 16.0% | 21.0% | 16.0% |
| | | | | | |
| 2-3 times a week | 223 | 47 | 73 | 42 | 61 |
| | 17.0% | 16.0% | 17.0% | 13.0% | 21.0% |
| | | | | | C |
| At least once a week | 171 | 28 | 61 | 32 | 50 |
| | 13.0% | 10.0% | 14.0% | 10.0% | 17.0% |
| | | | | | AC |
| A few times a month | 187 | 39 | 66 | 39 | 43 |
| | 14.0% | 13.0% | 15.0% | 12.0% | 15.0% |
| | | | | | |
| A few times a year or less often | 129 | 35 | 45 | 28 | 21 |
| | 10.0% | 12.0% | 10.0% | 9.0% | 7.0% |
| | | D | | | |
| Never | 185 | 47 | 69 | 44 | 25 |
| | 14.0% | 16.0% | 16.0% | 14.0% | 8.0% |
| | | D | D | D | |
| Sigma | 1342 | 292 | 439 | 316 | 295 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 447 | 96 | 125 | 131 | 95 |
| | 33.0% | 33.0% | 28.0% | 41.0% | 32.0% |
| | | | | ABD | |
| At least once a week | 841 | 171 | 259 | 205 | 206 |
| | 63.0% | 59.0% | 59.0% | 65.0% | 70.0% |
| | | | | | AB |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 26

Q7_3. [Instagram] How often do you use the following sources for information?

| | TOTAL | Country | | | |
|----------------------------------|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 1851 | 422 | 581 | 427 | 421 |
| Base: All Answering (wtd) | 1851 | 422 | 581 | 427 | 421 |
| Several times a day | 435 | 88 | 92 | 124 | 131 |
| | 24.0% | 21.0% | 16.0% | 29.0% | 31.0% |
| | | B | | AB | AB |
| At least once a day | 337 | 80 | 91 | 81 | 85 |
| | 18.0% | 19.0% | 16.0% | 19.0% | 20.0% |
| | | | | | |
| 2-3 times a week | 287 | 62 | 96 | 61 | 68 |
| | 16.0% | 15.0% | 17.0% | 14.0% | 16.0% |
| | | | | | |
| At least once a week | 213 | 44 | 65 | 51 | 53 |
| | 12.0% | 10.0% | 11.0% | 12.0% | 13.0% |
| | | | | | |
| A few times a month | 189 | 32 | 82 | 41 | 34 |
| | 10.0% | 8.0% | 14.0% | 10.0% | 8.0% |
| | | | ACD | | |
| A few times a year or less often | 105 | 23 | 49 | 17 | 16 |
| | 6.0% | 5.0% | 8.0% | 4.0% | 4.0% |
| | | | CD | | |
| Never | 285 | 93 | 106 | 52 | 34 |
| | 15.0% | 22.0% | 18.0% | 12.0% | 8.0% |
| | | CD | CD | D | |
| Sigma | 1851 | 422 | 581 | 427 | 421 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Summary | | | | | |
| At least once a day | 772 | 168 | 183 | 205 | 216 |
| | 42.0% | 40.0% | 31.0% | 48.0% | 51.0% |
| | | B | | AB | AB |
| At least once a week | 1272 | 274 | 344 | 317 | 337 |
| | 69.0% | 65.0% | 59.0% | 74.0% | 80.0% |
| | | | | AB | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 27

Q7_4. [LinkedIn] How often do you use the following sources for information?

| | TOTAL | Country | | | |
|----------------------------------|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 1275 | 363 | 363 | 311 | 238 |
| Base: All Answering (wtd) | 1275 | 363 | 363 | 311 | 238 |
| Several times a day | 108 | 38 | 21 | 33 | 16 |
| | 8.0% | 10.0% | 6.0% | 11.0% | 7.0% |
| | | B | | B | |
| At least once a day | 193 | 46 | 52 | 52 | 43 |
| | 15.0% | 13.0% | 14.0% | 17.0% | 18.0% |
| 2-3 times a week | 217 | 54 | 56 | 55 | 52 |
| | 17.0% | 15.0% | 15.0% | 18.0% | 22.0% |
| | | | | | AB |
| At least once a week | 186 | 37 | 56 | 42 | 51 |
| | 15.0% | 10.0% | 15.0% | 14.0% | 21.0% |
| | | | A | | AC |
| A few times a month | 194 | 57 | 65 | 44 | 28 |
| | 15.0% | 16.0% | 18.0% | 14.0% | 12.0% |
| | | | D | | |
| A few times a year or less often | 163 | 54 | 53 | 31 | 25 |
| | 13.0% | 15.0% | 15.0% | 10.0% | 11.0% |
| Never | 214 | 77 | 60 | 54 | 23 |
| | 17.0% | 21.0% | 17.0% | 17.0% | 10.0% |
| | | D | D | D | |
| Sigma | 1275 | 363 | 363 | 311 | 238 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Summary | | | | | |
| At least once a day | 301 | 84 | 73 | 85 | 59 |
| | 24.0% | 23.0% | 20.0% | 27.0% | 25.0% |
| | | | | B | |
| At least once a week | 704 | 175 | 185 | 182 | 162 |
| | 55.0% | 48.0% | 51.0% | 59.0% | 68.0% |
| | | | | AB | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 28

Q7_5. [Snapchat] How often do you use the following sources for information?

| | | Country | | | |
|----------------------------------|-------------|------------|------------|------------|------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 1185 | 263 | 348 | 350 | 224 |
| Base: All Answering (wtd) | 1185 | 263 | 348 | 350 | 224 |
| Several times a day | 240 | 36 | 57 | 98 | 49 |
| | 20.0% | 14.0% | 16.0% | 28.0% | 22.0% |
| | | | | AB | A |
| At least once a day | 188 | 36 | 52 | 62 | 38 |
| | 16.0% | 14.0% | 15.0% | 18.0% | 17.0% |
| | | | | | |
| 2-3 times a week | 186 | 45 | 51 | 46 | 44 |
| | 16.0% | 17.0% | 15.0% | 13.0% | 20.0% |
| | | | | | C |
| At least once a week | 140 | 34 | 35 | 36 | 35 |
| | 12.0% | 13.0% | 10.0% | 10.0% | 16.0% |
| | | | | | B |
| A few times a month | 94 | 18 | 28 | 27 | 21 |
| | 8.0% | 7.0% | 8.0% | 8.0% | 9.0% |
| | | | | | |
| A few times a year or less often | 85 | 20 | 32 | 23 | 10 |
| | 7.0% | 8.0% | 9.0% | 7.0% | 4.0% |
| | | | D | | |
| Never | 252 | 74 | 93 | 58 | 27 |
| | 21.0% | 28.0% | 27.0% | 17.0% | 12.0% |
| | | CD | CD | | |
| Sigma | 1185 | 263 | 348 | 350 | 224 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 428 | 72 | 109 | 160 | 87 |
| | 36.0% | 27.0% | 31.0% | 46.0% | 39.0% |
| | | | | AB | A |
| At least once a week | 754 | 151 | 195 | 242 | 166 |
| | 64.0% | 57.0% | 56.0% | 69.0% | 74.0% |
| | | | | AB | AB |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 29

Q7_6. [WhatsApp] How often do you use the following sources for information?

| | | Country | | | |
|----------------------------------|-------------|------------|------------|------------|------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 2288 | 408 | 686 | 511 | 683 |
| Base: All Answering (wtd) | 2288 | 408 | 686 | 511 | 683 |
| Several times a day | 622 | 62 | 144 | 109 | 307 |
| | 27.0% | 15.0% | 21.0% | 21.0% | 45.0% |
| | | | A | A | ABC |
| At least once a day | 417 | 56 | 127 | 93 | 141 |
| | 18.0% | 14.0% | 19.0% | 18.0% | 21.0% |
| | | | A | | A |
| 2-3 times a week | 275 | 46 | 89 | 63 | 77 |
| | 12.0% | 11.0% | 13.0% | 12.0% | 11.0% |
| | | | | | |
| At least once a week | 205 | 35 | 61 | 57 | 52 |
| | 9.0% | 9.0% | 9.0% | 11.0% | 8.0% |
| | | | | D | |
| A few times a month | 167 | 36 | 54 | 48 | 29 |
| | 7.0% | 9.0% | 8.0% | 9.0% | 4.0% |
| | | D | D | D | |
| A few times a year or less often | 121 | 44 | 46 | 19 | 12 |
| | 5.0% | 11.0% | 7.0% | 4.0% | 2.0% |
| | | BCD | CD | D | |
| Never | 481 | 129 | 165 | 122 | 65 |
| | 21.0% | 32.0% | 24.0% | 24.0% | 10.0% |
| | | BCD | D | D | |
| Sigma | 2288 | 408 | 686 | 511 | 683 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 1039 | 118 | 271 | 202 | 448 |
| | 45.0% | 29.0% | 40.0% | 40.0% | 66.0% |
| | | | A | A | ABC |
| At least once a week | 1519 | 199 | 421 | 322 | 577 |
| | 66.0% | 49.0% | 61.0% | 63.0% | 84.0% |
| | | | A | A | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 30

Q7_7. [Reddit] How often do you use the following sources for information?

| | TOTAL | Country | | | |
|----------------------------------|------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 926 | 244 | 320 | 173 | 189 |
| Base: All Answering (wtd) | 926 | 244 | 320 | 173 | 189 |
| Several times a day | 95 | 23 | 36 | 16 | 20 |
| | 10.0% | 9.0% | 11.0% | 9.0% | 11.0% |
| At least once a day | 123 | 37 | 34 | 23 | 29 |
| | 13.0% | 15.0% | 11.0% | 13.0% | 15.0% |
| 2-3 times a week | 186 | 47 | 68 | 30 | 41 |
| | 20.0% | 19.0% | 21.0% | 17.0% | 22.0% |
| At least once a week | 128 | 32 | 27 | 29 | 40 |
| | 14.0% | 13.0% | 8.0% | 17.0% | 21.0% |
| A few times a month | 130 | 33 | 49 | 30 | 18 |
| | 14.0% | 14.0% | 15.0% | 17.0% | 10.0% |
| A few times a year or less often | 105 | 27 | 52 | 10 | 16 |
| | 11.0% | 11.0% | 16.0% | 6.0% | 8.0% |
| Never | 159 | 45 | 54 | 35 | 25 |
| | 17.0% | 18.0% | 17.0% | 20.0% | 13.0% |
| Sigma | 926 | 244 | 320 | 173 | 189 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Summary | | | | | |
| At least once a day | 218 | 60 | 70 | 39 | 49 |
| | 24.0% | 25.0% | 22.0% | 23.0% | 26.0% |
| At least once a week | 532 | 139 | 165 | 98 | 130 |
| | 57.0% | 57.0% | 52.0% | 57.0% | 69.0% |
| | | | | | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 31

Q7_8. [YouTube] How often do you use the following sources for information?

| | | Country | | | |
|----------------------------------|-------------|------------|------------|------------|------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 2831 | 702 | 747 | 681 | 701 |
| Base: All Answering (wtd) | 2831 | 702 | 747 | 681 | 701 |
| Several times a day | 534 | 89 | 146 | 152 | 147 |
| | 19.0% | 13.0% | 20.0% | 22.0% | 21.0% |
| | | | A | A | A |
| At least once a day | 506 | 138 | 118 | 117 | 133 |
| | 18.0% | 20.0% | 16.0% | 17.0% | 19.0% |
| | | | | | |
| 2-3 times a week | 549 | 128 | 140 | 124 | 157 |
| | 19.0% | 18.0% | 19.0% | 18.0% | 22.0% |
| | | | | | |
| At least once a week | 394 | 96 | 114 | 77 | 107 |
| | 14.0% | 14.0% | 15.0% | 11.0% | 15.0% |
| | | | C | | C |
| A few times a month | 373 | 100 | 111 | 91 | 71 |
| | 13.0% | 14.0% | 15.0% | 13.0% | 10.0% |
| | | D | D | | |
| A few times a year or less often | 195 | 57 | 48 | 43 | 47 |
| | 7.0% | 8.0% | 6.0% | 6.0% | 7.0% |
| | | | | | |
| Never | 280 | 94 | 70 | 77 | 39 |
| | 10.0% | 13.0% | 9.0% | 11.0% | 6.0% |
| | | BD | D | D | |
| Sigma | 2831 | 702 | 747 | 681 | 701 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 1040 | 227 | 264 | 269 | 280 |
| | 37.0% | 32.0% | 35.0% | 40.0% | 40.0% |
| | | | | A | A |
| At least once a week | 1983 | 451 | 518 | 470 | 544 |
| | 70.0% | 64.0% | 69.0% | 69.0% | 78.0% |
| | | | A | | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 32

Q7_9. [TikTok] How often do you use the following sources for information?

| | | Country | | | |
|----------------------------------|-------------|------------|------------|------------|------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 1029 | 210 | 320 | 238 | 261 |
| Base: All Answering (wtd) | 1029 | 210 | 320 | 238 | 261 |
| Several times a day | 198 | 32 | 50 | 62 | 54 |
| | 19.0% | 15.0% | 16.0% | 26.0% | 21.0% |
| | | | | AB | |
| At least once a day | 204 | 37 | 52 | 49 | 66 |
| | 20.0% | 18.0% | 16.0% | 21.0% | 25.0% |
| | | | | | AB |
| 2-3 times a week | 169 | 41 | 55 | 30 | 43 |
| | 16.0% | 20.0% | 17.0% | 13.0% | 16.0% |
| | | C | | | |
| At least once a week | 121 | 25 | 36 | 27 | 33 |
| | 12.0% | 12.0% | 11.0% | 11.0% | 13.0% |
| | | | | | |
| A few times a month | 101 | 16 | 35 | 26 | 24 |
| | 10.0% | 8.0% | 11.0% | 11.0% | 9.0% |
| | | | | | |
| A few times a year or less often | 71 | 16 | 23 | 12 | 20 |
| | 7.0% | 8.0% | 7.0% | 5.0% | 8.0% |
| | | | | | |
| Never | 165 | 43 | 69 | 32 | 21 |
| | 16.0% | 20.0% | 22.0% | 13.0% | 8.0% |
| | | CD | CD | | |
| Sigma | 1029 | 210 | 320 | 238 | 261 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 402 | 69 | 102 | 111 | 120 |
| | 39.0% | 33.0% | 32.0% | 47.0% | 46.0% |
| | | | | AB | AB |
| At least once a week | 692 | 135 | 193 | 168 | 196 |
| | 67.0% | 64.0% | 60.0% | 71.0% | 75.0% |
| | | | | B | AB |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 33

Q7_10. [Signal] How often do you use the following sources for information?

| | | Country | | | |
|----------------------------------|---------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 808 | 148 | 264 | 180 | 216 |
| Base: All Answering (wtd) | 808 | 148 | 264 | 180 | 216 |
| Several times a day | 85 11.0% | 16 11.0% | 21 8.0% | 16 9.0% | 32 15.0% |
| | | | | | B |
| At least once a day | 124 15.0% | 32 22.0% | 35 13.0% | 24 13.0% | 33 15.0% |
| | | BC | | | |
| 2-3 times a week | 152 19.0% | 35 24.0% | 50 19.0% | 29 16.0% | 38 18.0% |
| At least once a week | 132 16.0% | 19 13.0% | 39 15.0% | 34 19.0% | 40 19.0% |
| A few times a month | 89 11.0% | 12 8.0% | 27 10.0% | 27 15.0% | 23 11.0% |
| A few times a year or less often | 64 8.0% | 7 5.0% | 31 12.0% | 16 9.0% | 10 5.0% |
| | | | AD | | |
| Never | 162 20.0% | 27 18.0% | 61 23.0% | 34 19.0% | 40 19.0% |
| Sigma | 808 100.0% | 148 100.0% | 264 100.0% | 180 100.0% | 216 100.0% |
| Summary | | | | | |
| At least once a day | 209 26.0% | 48 32.0% | 56 21.0% | 40 22.0% | 65 30.0% |
| | | BC | | | B |
| At least once a week | 493 61.0% | 102 69.0% | 145 55.0% | 103 57.0% | 143 66.0% |
| | | BC | | | B |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 34

Q7_11. [Telegram] How often do you use the following sources for information?

| | | Country | | | |
|----------------------------------|------------|------------|------------|------------|------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 827 | 140 | 261 | 168 | 258 |
| Base: All Answering (wtd) | 827 | 140 | 261 | 168 | 258 |
| Several times a day | 100 | 18 | 30 | 10 | 42 |
| | 12.0% | 13.0% | 11.0% | 6.0% | 16.0% |
| | | C | | | C |
| At least once a day | 151 | 27 | 42 | 33 | 49 |
| | 18.0% | 19.0% | 16.0% | 20.0% | 19.0% |
| | | | | | |
| 2-3 times a week | 139 | 38 | 37 | 25 | 39 |
| | 17.0% | 27.0% | 14.0% | 15.0% | 15.0% |
| | | BCD | | | |
| At least once a week | 113 | 17 | 33 | 27 | 36 |
| | 14.0% | 12.0% | 13.0% | 16.0% | 14.0% |
| | | | | | |
| A few times a month | 72 | 6 | 19 | 25 | 22 |
| | 9.0% | 4.0% | 7.0% | 15.0% | 9.0% |
| | | | | ABD | |
| A few times a year or less often | 76 | 12 | 30 | 14 | 20 |
| | 9.0% | 9.0% | 11.0% | 8.0% | 8.0% |
| | | | | | |
| Never | 176 | 22 | 70 | 34 | 50 |
| | 21.0% | 16.0% | 27.0% | 20.0% | 19.0% |
| | | | AD | | |
| Sigma | 827 | 140 | 261 | 168 | 258 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 251 | 45 | 72 | 43 | 91 |
| | 30.0% | 32.0% | 28.0% | 26.0% | 35.0% |
| | | | | | C |
| At least once a week | 503 | 100 | 142 | 95 | 166 |
| | 61.0% | 71.0% | 54.0% | 57.0% | 64.0% |
| | | BC | | | B |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 35

Q7_12. [Online Search (such as Google)] How often do you use the following sources for information?

| | | Country | | | |
|----------------------------------|-------------|------------|------------|------------|------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 3002 | 764 | 766 | 711 | 761 |
| Base: All Answering (wtd) | 3002 | 764 | 766 | 711 | 761 |
| Several times a day | 1250 | 284 | 359 | 326 | 281 |
| | 42.0% | 37.0% | 47.0% | 46.0% | 37.0% |
| | | | AD | AD | |
| At least once a day | 784 | 203 | 188 | 187 | 206 |
| | 26.0% | 27.0% | 25.0% | 26.0% | 27.0% |
| | | | | | |
| 2-3 times a week | 497 | 156 | 111 | 93 | 137 |
| | 17.0% | 20.0% | 14.0% | 13.0% | 18.0% |
| | | BC | | | C |
| At least once a week | 240 | 60 | 56 | 45 | 79 |
| | 8.0% | 8.0% | 7.0% | 6.0% | 10.0% |
| | | | | | BC |
| A few times a month | 132 | 33 | 31 | 33 | 35 |
| | 4.0% | 4.0% | 4.0% | 5.0% | 5.0% |
| | | | | | |
| A few times a year or less often | 41 | 14 | 9 | 6 | 12 |
| | 1.0% | 2.0% | 1.0% | 1.0% | 2.0% |
| | | | | | |
| Never | 58 | 14 | 12 | 21 | 11 |
| | 2.0% | 2.0% | 2.0% | 3.0% | 1.0% |
| | | | | D | |
| Sigma | 3002 | 764 | 766 | 711 | 761 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 2034 | 487 | 547 | 513 | 487 |
| | 68.0% | 64.0% | 71.0% | 72.0% | 64.0% |
| | | | AD | AD | |
| At least once a week | 2771 | 703 | 714 | 651 | 703 |
| | 92.0% | 92.0% | 93.0% | 92.0% | 92.0% |
| | | | | | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 36

Q7_13. [Streaming services for movies, TV series, or videos (i.e. Netflix)] How often do you use the following sources for information?

| | TOTAL | Country | | | |
|----------------------------------|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 2300 | 590 | 643 | 535 | 532 |
| Base: All Answering (wtd) | 2300 | 590 | 643 | 535 | 532 |
| Several times a day | 411 | 95 | 94 | 114 | 108 |
| | 18.0% | 16.0% | 15.0% | 21.0% | 20.0% |
| | | | | AB | B |
| At least once a day | 475 | 128 | 99 | 126 | 122 |
| | 21.0% | 22.0% | 15.0% | 24.0% | 23.0% |
| | | B | | B | B |
| 2-3 times a week | 443 | 91 | 109 | 109 | 134 |
| | 19.0% | 15.0% | 17.0% | 20.0% | 25.0% |
| | | | | A | AB |
| At least once a week | 256 | 62 | 77 | 48 | 69 |
| | 11.0% | 11.0% | 12.0% | 9.0% | 13.0% |
| | | | | | C |
| A few times a month | 209 | 58 | 74 | 38 | 39 |
| | 9.0% | 10.0% | 12.0% | 7.0% | 7.0% |
| | | | CD | | |
| A few times a year or less often | 145 | 40 | 63 | 22 | 20 |
| | 6.0% | 7.0% | 10.0% | 4.0% | 4.0% |
| | | D | CD | | |
| Never | 361 | 116 | 127 | 78 | 40 |
| | 16.0% | 20.0% | 20.0% | 15.0% | 8.0% |
| | | CD | CD | D | |
| Sigma | 2300 | 590 | 643 | 535 | 532 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 886 | 223 | 193 | 240 | 230 |
| | 39.0% | 38.0% | 30.0% | 45.0% | 43.0% |
| | | B | | AB | B |
| At least once a week | 1585 | 376 | 379 | 397 | 433 |
| | 69.0% | 64.0% | 59.0% | 74.0% | 81.0% |
| | | | | AB | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 37

Q7_14. [Streaming music services (i.e. Spotify)] How often do you use the following sources for information?

| | | Country | | | |
|----------------------------------|-------------|------------|------------|------------|------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 1984 | 486 | 585 | 475 | 438 |
| Base: All Answering (wtd) | 1984 | 486 | 585 | 475 | 438 |
| Several times a day | 318 | 59 | 79 | 93 | 87 |
| | 16.0% | 12.0% | 14.0% | 20.0% | 20.0% |
| | | | | AB | AB |
| At least once a day | 334 | 76 | 82 | 88 | 88 |
| | 17.0% | 16.0% | 14.0% | 19.0% | 20.0% |
| | | | | B | B |
| 2-3 times a week | 321 | 86 | 75 | 72 | 88 |
| | 16.0% | 18.0% | 13.0% | 15.0% | 20.0% |
| | | B | | | B |
| At least once a week | 230 | 52 | 88 | 37 | 53 |
| | 12.0% | 11.0% | 15.0% | 8.0% | 12.0% |
| | | | AC | | C |
| A few times a month | 187 | 37 | 72 | 42 | 36 |
| | 9.0% | 8.0% | 12.0% | 9.0% | 8.0% |
| | | | AD | | |
| A few times a year or less often | 160 | 45 | 60 | 29 | 26 |
| | 8.0% | 9.0% | 10.0% | 6.0% | 6.0% |
| | | | CD | | |
| Never | 434 | 131 | 129 | 114 | 60 |
| | 22.0% | 27.0% | 22.0% | 24.0% | 14.0% |
| | | D | D | D | |
| Sigma | 1984 | 486 | 585 | 475 | 438 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Summary | | | | | |
| At least once a day | 652 | 135 | 161 | 181 | 175 |
| | 33.0% | 28.0% | 28.0% | 38.0% | 40.0% |
| | | | | AB | AB |
| At least once a week | 1203 | 273 | 324 | 290 | 316 |
| | 61.0% | 56.0% | 55.0% | 61.0% | 72.0% |
| | | | | | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 38

Q7_15. [Broadcast TV news] How often do you use the following sources for information?

| | | Country | | | |
|----------------------------------|-------------|------------|------------|------------|------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 3201 | 800 | 800 | 800 | 801 |
| Base: All Answering (wtd) | 3201 | 800 | 800 | 800 | 801 |
| Several times a day | 629 | 97 | 171 | 181 | 180 |
| | 20.0% | 12.0% | 21.0% | 23.0% | 22.0% |
| | | | A | A | A |
| At least once a day | 1160 | 276 | 267 | 286 | 331 |
| | 36.0% | 34.0% | 33.0% | 36.0% | 41.0% |
| | | | | | ABC |
| 2-3 times a week | 447 | 106 | 122 | 111 | 108 |
| | 14.0% | 13.0% | 15.0% | 14.0% | 13.0% |
| | | | | | |
| At least once a week | 262 | 73 | 80 | 51 | 58 |
| | 8.0% | 9.0% | 10.0% | 6.0% | 7.0% |
| | | C | CD | | |
| A few times a month | 202 | 55 | 70 | 42 | 35 |
| | 6.0% | 7.0% | 9.0% | 5.0% | 4.0% |
| | | D | CD | | |
| A few times a year or less often | 122 | 37 | 30 | 31 | 24 |
| | 4.0% | 5.0% | 4.0% | 4.0% | 3.0% |
| | | | | | |
| Never | 379 | 156 | 60 | 98 | 65 |
| | 12.0% | 20.0% | 8.0% | 12.0% | 8.0% |
| | | BCD | | BD | |
| Sigma | 3201 | 800 | 800 | 800 | 801 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 1789 | 373 | 438 | 467 | 511 |
| | 56.0% | 47.0% | 55.0% | 58.0% | 64.0% |
| | | | A | A | ABC |
| At least once a week | 2498 | 552 | 640 | 629 | 677 |
| | 78.0% | 69.0% | 80.0% | 79.0% | 85.0% |
| | | | A | A | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 39

Q7_16. [Print newspapers] How often do you use the following sources for information?

| | | Country | | | |
|----------------------------------|-------------|------------|------------|------------|------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 3201 | 800 | 800 | 800 | 801 |
| Base: All Answering (wtd) | 3201 | 800 | 800 | 800 | 801 |
| Several times a day | 177 | 28 | 70 | 34 | 45 |
| | 6.0% | 4.0% | 9.0% | 4.0% | 6.0% |
| | | | ACD | | A |
| At least once a day | 574 | 104 | 171 | 115 | 184 |
| | 18.0% | 13.0% | 21.0% | 14.0% | 23.0% |
| | | | AC | | AC |
| 2-3 times a week | 424 | 78 | 137 | 101 | 108 |
| | 13.0% | 10.0% | 17.0% | 13.0% | 13.0% |
| | | | ACD | | A |
| At least once a week | 427 | 100 | 95 | 110 | 122 |
| | 13.0% | 12.0% | 12.0% | 14.0% | 15.0% |
| | | | | | |
| A few times a month | 376 | 72 | 110 | 99 | 95 |
| | 12.0% | 9.0% | 14.0% | 12.0% | 12.0% |
| | | | A | A | |
| A few times a year or less often | 414 | 137 | 106 | 97 | 74 |
| | 13.0% | 17.0% | 13.0% | 12.0% | 9.0% |
| | | BCD | D | | |
| Never | 809 | 281 | 111 | 244 | 173 |
| | 25.0% | 35.0% | 14.0% | 30.0% | 22.0% |
| | | BCD | | BD | B |
| Sigma | 3201 | 800 | 800 | 800 | 801 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 751 | 132 | 241 | 149 | 229 |
| | 23.0% | 16.0% | 30.0% | 19.0% | 29.0% |
| | | | AC | | AC |
| At least once a week | 1602 | 310 | 473 | 360 | 459 |
| | 50.0% | 39.0% | 59.0% | 45.0% | 57.0% |
| | | | AC | A | AC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 40

Q7_17. [News radio] How often do you use the following sources for information?

| | | Country | | | |
|----------------------------------|-------------|------------|------------|------------|------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 3201 | 800 | 800 | 800 | 801 |
| Base: All Answering (wtd) | 3201 | 800 | 800 | 800 | 801 |
| Several times a day | 462 | 93 | 118 | 94 | 157 |
| | 14.0% | 12.0% | 15.0% | 12.0% | 20.0% |
| | | | | | ABC |
| At least once a day | 679 | 159 | 163 | 172 | 185 |
| | 21.0% | 20.0% | 20.0% | 22.0% | 23.0% |
| | | | | | |
| 2-3 times a week | 484 | 110 | 123 | 123 | 128 |
| | 15.0% | 14.0% | 15.0% | 15.0% | 16.0% |
| | | | | | |
| At least once a week | 325 | 88 | 84 | 80 | 73 |
| | 10.0% | 11.0% | 10.0% | 10.0% | 9.0% |
| | | | | | |
| A few times a month | 270 | 58 | 92 | 75 | 45 |
| | 8.0% | 7.0% | 12.0% | 9.0% | 6.0% |
| | | | AD | D | |
| A few times a year or less often | 216 | 45 | 85 | 49 | 37 |
| | 7.0% | 6.0% | 11.0% | 6.0% | 5.0% |
| | | | ACD | | |
| Never | 765 | 247 | 135 | 207 | 176 |
| | 24.0% | 31.0% | 17.0% | 26.0% | 22.0% |
| | | BCD | | B | B |
| Sigma | 3201 | 800 | 800 | 800 | 801 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 1141 | 252 | 281 | 266 | 342 |
| | 36.0% | 32.0% | 35.0% | 33.0% | 43.0% |
| | | | | | ABC |
| At least once a week | 1950 | 450 | 488 | 469 | 543 |
| | 61.0% | 56.0% | 61.0% | 59.0% | 68.0% |
| | | | | | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 41

Q7_18. [Traditional news websites or apps] How often do you use the following sources for information?

| | TOTAL | Country | | | |
|----------------------------------|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 3063 | 778 | 774 | 733 | 778 |
| Base: All Answering (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Several times a day | 532 | 105 | 187 | 103 | 137 |
| | 17.0% | 13.0% | 24.0% | 14.0% | 18.0% |
| | | | ACD | | A |
| At least once a day | 850 | 188 | 277 | 170 | 215 |
| | 28.0% | 24.0% | 36.0% | 23.0% | 28.0% |
| | | | ACD | | C |
| 2-3 times a week | 512 | 130 | 142 | 124 | 116 |
| | 17.0% | 17.0% | 18.0% | 17.0% | 15.0% |
| | | | | | |
| At least once a week | 312 | 85 | 60 | 67 | 100 |
| | 10.0% | 11.0% | 8.0% | 9.0% | 13.0% |
| | | B | | | BC |
| A few times a month | 250 | 63 | 44 | 81 | 62 |
| | 8.0% | 8.0% | 6.0% | 11.0% | 8.0% |
| | | | | BD | |
| A few times a year or less often | 164 | 55 | 31 | 38 | 40 |
| | 5.0% | 7.0% | 4.0% | 5.0% | 5.0% |
| | | B | | | |
| Never | 443 | 152 | 33 | 150 | 108 |
| | 14.0% | 20.0% | 4.0% | 20.0% | 14.0% |
| | | BD | | BD | B |
| Sigma | 3063 | 778 | 774 | 733 | 778 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 1382 | 293 | 464 | 273 | 352 |
| | 45.0% | 38.0% | 60.0% | 37.0% | 45.0% |
| | | | ACD | | AC |
| At least once a week | 2206 | 508 | 666 | 464 | 568 |
| | 72.0% | 65.0% | 86.0% | 63.0% | 73.0% |
| | | | ACD | | AC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 42

Q7_19. [Online-only news providers] How often do you use the following sources for information?

| | TOTAL | Country | | | |
|----------------------------------|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 3063 | 778 | 774 | 733 | 778 |
| Base: All Answering (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Several times a day | 404 13.0% | 80 10.0% | 151 20.0% | 65 9.0% | 108 14.0% |
| | | | ACD | | AC |
| At least once a day | 644 21.0% | 152 20.0% | 197 25.0% | 131 18.0% | 164 21.0% |
| | | | ACD | | |
| 2-3 times a week | 480 16.0% | 110 14.0% | 139 18.0% | 91 12.0% | 140 18.0% |
| | | | AC | | AC |
| At least once a week | 358 12.0% | 95 12.0% | 95 12.0% | 81 11.0% | 87 11.0% |
| | | | | | |
| A few times a month | 289 9.0% | 63 8.0% | 87 11.0% | 70 10.0% | 69 9.0% |
| | | | A | | |
| A few times a year or less often | 169 6.0% | 45 6.0% | 32 4.0% | 56 8.0% | 36 5.0% |
| | | | | BD | |
| Never | 719 23.0% | 233 30.0% | 73 9.0% | 239 33.0% | 174 22.0% |
| | | BD | | BD | B |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 1048 34.0% | 232 30.0% | 348 45.0% | 196 27.0% | 272 35.0% |
| | | | ACD | | AC |
| At least once a week | 1886 62.0% | 437 56.0% | 582 75.0% | 368 50.0% | 499 64.0% |
| | | C | ACD | | AC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 43

Q7_20. [Google News] How often do you use the following sources for information?

| | TOTAL | Country | | | |
|----------------------------------|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 3063 | 778 | 774 | 733 | 778 |
| Base: All Answering (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Several times a day | 406 | 84 | 97 | 129 | 96 |
| | 13.0% | 11.0% | 13.0% | 18.0% | 12.0% |
| | | | | ABD | |
| At least once a day | 614 | 114 | 139 | 180 | 181 |
| | 20.0% | 15.0% | 18.0% | 25.0% | 23.0% |
| | | | | AB | AB |
| 2-3 times a week | 417 | 85 | 118 | 98 | 116 |
| | 14.0% | 11.0% | 15.0% | 13.0% | 15.0% |
| | | | A | | A |
| At least once a week | 280 | 65 | 84 | 56 | 75 |
| | 9.0% | 8.0% | 11.0% | 8.0% | 10.0% |
| | | | C | | |
| A few times a month | 296 | 72 | 84 | 78 | 62 |
| | 10.0% | 9.0% | 11.0% | 11.0% | 8.0% |
| | | | | | |
| A few times a year or less often | 166 | 55 | 45 | 32 | 34 |
| | 5.0% | 7.0% | 6.0% | 4.0% | 4.0% |
| | | CD | | | |
| Never | 884 | 303 | 207 | 160 | 214 |
| | 29.0% | 39.0% | 27.0% | 22.0% | 28.0% |
| | | BCD | C | | C |
| Sigma | 3063 | 778 | 774 | 733 | 778 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 1020 | 198 | 236 | 309 | 277 |
| | 33.0% | 25.0% | 30.0% | 42.0% | 36.0% |
| | | | A | ABD | AB |
| At least once a week | 1717 | 348 | 438 | 463 | 468 |
| | 56.0% | 45.0% | 57.0% | 63.0% | 60.0% |
| | | | A | AB | A |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 44

Q7_21. [Apple News] How often do you use the following sources for information?

| | | Country | | | |
|----------------------------------|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 3063 | 778 | 774 | 733 | 778 |
| Base: All Answering (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Several times a day | 115 4.0% | 30 4.0% | 31 4.0% | 20 3.0% | 34 4.0% |
| At least once a day | 184 6.0% | 45 6.0% | 37 5.0% | 49 7.0% | 53 7.0% |
| 2-3 times a week | 180 6.0% | 48 6.0% | 45 6.0% | 37 5.0% | 50 6.0% |
| At least once a week | 143 5.0% | 34 4.0% | 34 4.0% | 31 4.0% | 44 6.0% |
| A few times a month | 143 5.0% | 28 4.0% | 39 5.0% | 45 6.0% | 31 4.0% |
| A few times a year or less often | 146 5.0% | 36 5.0% | 44 6.0% | 34 5.0% | 32 4.0% |
| Never | 2152 70.0% | 557 72.0% | 544 70.0% | 517 71.0% | 534 69.0% |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| Summary | | | | | |
| At least once a day | 299 10.0% | 75 10.0% | 68 9.0% | 69 9.0% | 87 11.0% |
| At least once a week | 622 20.0% | 157 20.0% | 147 19.0% | 137 19.0% | 181 23.0% |
| | | | | | BC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 45

Q7_22. [Podcasts] How often do you use the following sources for information?

| | | Country | | | |
|----------------------------------|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 3063 | 778 | 774 | 733 | 778 |
| Base: All Answering (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Several times a day | 100 3.0% | 18 2.0% | 31 4.0% | 19 3.0% | 32 4.0% |
| | | | | | A |
| At least once a day | 195 6.0% | 44 6.0% | 55 7.0% | 38 5.0% | 58 7.0% |
| | | | | | |
| 2-3 times a week | 316 10.0% | 73 9.0% | 82 11.0% | 75 10.0% | 86 11.0% |
| | | | | | |
| At least once a week | 247 8.0% | 46 6.0% | 75 10.0% | 47 6.0% | 79 10.0% |
| | | | AC | | AC |
| A few times a month | 308 10.0% | 70 9.0% | 95 12.0% | 61 8.0% | 82 11.0% |
| | | | AC | | |
| A few times a year or less often | 335 11.0% | 121 16.0% | 100 13.0% | 47 6.0% | 67 9.0% |
| | | CD | CD | | |
| Never | 1562 51.0% | 406 52.0% | 336 43.0% | 446 61.0% | 374 48.0% |
| | | B | | ABD | |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 295 10.0% | 62 8.0% | 86 11.0% | 57 8.0% | 90 12.0% |
| | | | AC | | AC |
| At least once a week | 858 28.0% | 181 23.0% | 243 31.0% | 179 24.0% | 255 33.0% |
| | | | AC | | AC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 46

Q8_1. [Facebook] How often do you use the following sources for entertainment?

| | | Country | | | |
|----------------------------------|-------------|------------|------------|------------|------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 2512 | 680 | 660 | 616 | 556 |
| Base: All Answering (wtd) | 2512 | 680 | 660 | 616 | 556 |
| Several times a day | 796 | 222 | 181 | 237 | 156 |
| | 32.0% | 33.0% | 27.0% | 38.0% | 28.0% |
| | | B | | ABD | |
| At least once a day | 590 | 165 | 147 | 145 | 133 |
| | 23.0% | 24.0% | 22.0% | 24.0% | 24.0% |
| | | | | | |
| 2-3 times a week | 349 | 73 | 123 | 62 | 91 |
| | 14.0% | 11.0% | 19.0% | 10.0% | 16.0% |
| | | | AC | | AC |
| At least once a week | 254 | 59 | 71 | 61 | 63 |
| | 10.0% | 9.0% | 11.0% | 10.0% | 11.0% |
| | | | | | |
| A few times a month | 158 | 35 | 54 | 35 | 34 |
| | 6.0% | 5.0% | 8.0% | 6.0% | 6.0% |
| | | | A | | |
| A few times a year or less often | 122 | 32 | 24 | 27 | 39 |
| | 5.0% | 5.0% | 4.0% | 4.0% | 7.0% |
| | | | | | B |
| Never | 243 | 94 | 60 | 49 | 40 |
| | 10.0% | 14.0% | 9.0% | 8.0% | 7.0% |
| | | BCD | | | |
| Sigma | 2512 | 680 | 660 | 616 | 556 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 1386 | 387 | 328 | 382 | 289 |
| | 55.0% | 57.0% | 50.0% | 62.0% | 52.0% |
| | | B | | BD | |
| At least once a week | 1989 | 519 | 522 | 505 | 443 |
| | 79.0% | 76.0% | 79.0% | 82.0% | 80.0% |
| | | | | A | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 47

Q8_2. [Twitter] How often do you use the following sources for entertainment?

| | | Country | | | |
|----------------------------------|-------------|------------|------------|------------|------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 1342 | 292 | 439 | 316 | 295 |
| Base: All Answering (wtd) | 1342 | 292 | 439 | 316 | 295 |
| Several times a day | 192 | 39 | 54 | 58 | 41 |
| | 14.0% | 13.0% | 12.0% | 18.0% | 14.0% |
| | | | | B | |
| At least once a day | 253 | 57 | 74 | 64 | 58 |
| | 19.0% | 20.0% | 17.0% | 20.0% | 20.0% |
| | | | | | |
| 2-3 times a week | 217 | 35 | 74 | 46 | 62 |
| | 16.0% | 12.0% | 17.0% | 15.0% | 21.0% |
| | | | | | AC |
| At least once a week | 185 | 30 | 73 | 45 | 37 |
| | 14.0% | 10.0% | 17.0% | 14.0% | 13.0% |
| | | | A | | |
| A few times a month | 145 | 35 | 50 | 25 | 35 |
| | 11.0% | 12.0% | 11.0% | 8.0% | 12.0% |
| | | | | | |
| A few times a year or less often | 125 | 29 | 39 | 28 | 29 |
| | 9.0% | 10.0% | 9.0% | 9.0% | 10.0% |
| | | | | | |
| Never | 225 | 67 | 75 | 50 | 33 |
| | 17.0% | 23.0% | 17.0% | 16.0% | 11.0% |
| | | CD | D | | |
| Sigma | 1342 | 292 | 439 | 316 | 295 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 445 | 96 | 128 | 122 | 99 |
| | 33.0% | 33.0% | 29.0% | 39.0% | 34.0% |
| | | | | B | |
| At least once a week | 847 | 161 | 275 | 213 | 198 |
| | 63.0% | 55.0% | 63.0% | 67.0% | 67.0% |
| | | | A | A | A |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 48

Q8_3. [Instagram] How often do you use the following sources for entertainment?

| | TOTAL | Country | | | |
|----------------------------------|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 1851 | 422 | 581 | 427 | 421 |
| Base: All Answering (wtd) | 1851 | 422 | 581 | 427 | 421 |
| Several times a day | 497 | 114 | 131 | 134 | 118 |
| | 27.0% | 27.0% | 23.0% | 31.0% | 28.0% |
| | | | | B | B |
| At least once a day | 378 | 83 | 111 | 93 | 91 |
| | 20.0% | 20.0% | 19.0% | 22.0% | 22.0% |
| | | | | | |
| 2-3 times a week | 293 | 70 | 100 | 61 | 62 |
| | 16.0% | 17.0% | 17.0% | 14.0% | 15.0% |
| | | | | | |
| At least once a week | 235 | 43 | 82 | 47 | 63 |
| | 13.0% | 10.0% | 14.0% | 11.0% | 15.0% |
| | | | | | A |
| A few times a month | 169 | 35 | 63 | 39 | 32 |
| | 9.0% | 8.0% | 11.0% | 9.0% | 8.0% |
| | | | | | |
| A few times a year or less often | 106 | 27 | 42 | 15 | 22 |
| | 6.0% | 6.0% | 7.0% | 4.0% | 5.0% |
| | | | C | | |
| Never | 173 | 50 | 52 | 38 | 33 |
| | 9.0% | 12.0% | 9.0% | 9.0% | 8.0% |
| | | | | | |
| Sigma | 1851 | 422 | 581 | 427 | 421 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 875 | 197 | 242 | 227 | 209 |
| | 47.0% | 47.0% | 42.0% | 53.0% | 50.0% |
| | | | | B | B |
| At least once a week | 1403 | 310 | 424 | 335 | 334 |
| | 76.0% | 73.0% | 73.0% | 78.0% | 79.0% |
| | | | | B | AB |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 49

Q8_4. [LinkedIn] How often do you use the following sources for entertainment?

| | | Country | | | |
|----------------------------------|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 1275 | 363 | 363 | 311 | 238 |
| Base: All Answering (wtd) | 1275 | 363 | 363 | 311 | 238 |
| Several times a day | 93 7.0% | 29 8.0% | 23 6.0% | 26 8.0% | 15 6.0% |
| At least once a day | 168 13.0% | 42 12.0% | 40 11.0% | 47 15.0% | 39 16.0% |
| 2-3 times a week | 218 17.0% | 46 13.0% | 59 16.0% | 54 17.0% | 59 25.0% |
| At least once a week | 163 13.0% | 36 10.0% | 54 15.0% | 41 13.0% | 32 13.0% |
| A few times a month | 148 12.0% | 35 10.0% | 41 11.0% | 42 14.0% | 30 13.0% |
| A few times a year or less often | 134 11.0% | 38 10.0% | 42 12.0% | 27 9.0% | 27 11.0% |
| Never | 351 28.0% | 137 38.0% | 104 29.0% | 74 24.0% | 36 15.0% |
| Sigma | 1275 100.0% | 363 100.0% | 363 100.0% | 311 100.0% | 238 100.0% |
| Summary | | | | | |
| At least once a day | 261 20.0% | 71 20.0% | 63 17.0% | 73 23.0% | 54 23.0% |
| At least once a week | 642 50.0% | 153 42.0% | 176 48.0% | 168 54.0% | 145 61.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 50

Q8_5. [Snapchat] How often do you use the following sources for entertainment?

| | | Country | | | |
|----------------------------------|-------------|------------|------------|------------|------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 1185 | 263 | 348 | 350 | 224 |
| Base: All Answering (wtd) | 1185 | 263 | 348 | 350 | 224 |
| Several times a day | 280 | 53 | 70 | 107 | 50 |
| | 24.0% | 20.0% | 20.0% | 31.0% | 22.0% |
| | | | | ABD | |
| At least once a day | 206 | 51 | 57 | 61 | 37 |
| | 17.0% | 19.0% | 16.0% | 17.0% | 17.0% |
| | | | | | |
| 2-3 times a week | 206 | 43 | 66 | 52 | 45 |
| | 17.0% | 16.0% | 19.0% | 15.0% | 20.0% |
| | | | | | |
| At least once a week | 159 | 37 | 44 | 42 | 36 |
| | 13.0% | 14.0% | 13.0% | 12.0% | 16.0% |
| | | | | | |
| A few times a month | 121 | 29 | 32 | 33 | 27 |
| | 10.0% | 11.0% | 9.0% | 9.0% | 12.0% |
| | | | | | |
| A few times a year or less often | 79 | 18 | 32 | 20 | 9 |
| | 7.0% | 7.0% | 9.0% | 6.0% | 4.0% |
| | | | D | | |
| Never | 134 | 32 | 47 | 35 | 20 |
| | 11.0% | 12.0% | 14.0% | 10.0% | 9.0% |
| | | | | | |
| Sigma | 1185 | 263 | 348 | 350 | 224 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 486 | 104 | 127 | 168 | 87 |
| | 41.0% | 40.0% | 36.0% | 48.0% | 39.0% |
| | | | | ABD | |
| At least once a week | 851 | 184 | 237 | 262 | 168 |
| | 72.0% | 70.0% | 68.0% | 75.0% | 75.0% |
| | | | | B | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 51

Q8_6. [WhatsApp] How often do you use the following sources for entertainment?

| | | Country | | | |
|----------------------------------|-------------|------------|------------|------------|------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 2288 | 408 | 686 | 511 | 683 |
| Base: All Answering (wtd) | 2288 | 408 | 686 | 511 | 683 |
| Several times a day | 602 | 54 | 160 | 102 | 286 |
| | 26.0% | 13.0% | 23.0% | 20.0% | 42.0% |
| | | | A | A | ABC |
| At least once a day | 425 | 59 | 123 | 98 | 145 |
| | 19.0% | 14.0% | 18.0% | 19.0% | 21.0% |
| | | | | | A |
| 2-3 times a week | 313 | 52 | 101 | 76 | 84 |
| | 14.0% | 13.0% | 15.0% | 15.0% | 12.0% |
| | | | | | |
| At least once a week | 233 | 36 | 83 | 53 | 61 |
| | 10.0% | 9.0% | 12.0% | 10.0% | 9.0% |
| | | | | | |
| A few times a month | 178 | 32 | 60 | 53 | 33 |
| | 8.0% | 8.0% | 9.0% | 10.0% | 5.0% |
| | | D | D | D | |
| A few times a year or less often | 118 | 34 | 41 | 23 | 20 |
| | 5.0% | 8.0% | 6.0% | 5.0% | 3.0% |
| | | CD | D | | |
| Never | 419 | 141 | 118 | 106 | 54 |
| | 18.0% | 35.0% | 17.0% | 21.0% | 8.0% |
| | | BCD | D | D | |
| Sigma | 2288 | 408 | 686 | 511 | 683 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 1027 | 113 | 283 | 200 | 431 |
| | 45.0% | 28.0% | 41.0% | 39.0% | 63.0% |
| | | | A | A | ABC |
| At least once a week | 1573 | 201 | 467 | 329 | 576 |
| | 69.0% | 49.0% | 68.0% | 64.0% | 84.0% |
| | | | A | A | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 52

Q8_7. [Reddit] How often do you use the following sources for entertainment?

| | | Country | | | |
|----------------------------------|------------|------------|------------|------------|------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 926 | 244 | 320 | 173 | 189 |
| Base: All Answering (wtd) | 926 | 244 | 320 | 173 | 189 |
| Several times a day | 91 | 20 | 34 | 14 | 23 |
| | 10.0% | 8.0% | 11.0% | 8.0% | 12.0% |
| At least once a day | 153 | 43 | 54 | 28 | 28 |
| | 17.0% | 18.0% | 17.0% | 16.0% | 15.0% |
| 2-3 times a week | 174 | 42 | 48 | 31 | 53 |
| | 19.0% | 17.0% | 15.0% | 18.0% | 28.0% |
| At least once a week | 133 | 33 | 48 | 28 | 24 |
| | 14.0% | 14.0% | 15.0% | 16.0% | 13.0% |
| A few times a month | 122 | 34 | 52 | 17 | 19 |
| | 13.0% | 14.0% | 16.0% | 10.0% | 10.0% |
| A few times a year or less often | 94 | 28 | 33 | 17 | 16 |
| | 10.0% | 11.0% | 10.0% | 10.0% | 8.0% |
| Never | 159 | 44 | 51 | 38 | 26 |
| | 17.0% | 18.0% | 16.0% | 22.0% | 14.0% |
| Sigma | 926 | 244 | 320 | 173 | 189 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Summary | | | | | |
| At least once a day | 244 | 63 | 88 | 42 | 51 |
| | 26.0% | 26.0% | 28.0% | 24.0% | 27.0% |
| At least once a week | 551 | 138 | 184 | 101 | 128 |
| | 60.0% | 57.0% | 58.0% | 58.0% | 68.0% |
| | | | | | AB |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 53

Q8_8. [YouTube] How often do you use the following sources for entertainment?

| | TOTAL | Country | | | |
|----------------------------------|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 2831 | 702 | 747 | 681 | 701 |
| Base: All Answering (wtd) | 2831 | 702 | 747 | 681 | 701 |
| Several times a day | 637 | 128 | 190 | 175 | 144 |
| | 23.0% | 18.0% | 25.0% | 26.0% | 21.0% |
| | | | AD | AD | |
| At least once a day | 517 | 139 | 123 | 123 | 132 |
| | 18.0% | 20.0% | 16.0% | 18.0% | 19.0% |
| | | | | | |
| 2-3 times a week | 612 | 128 | 167 | 140 | 177 |
| | 22.0% | 18.0% | 22.0% | 21.0% | 25.0% |
| | | | | | AC |
| At least once a week | 397 | 107 | 117 | 72 | 101 |
| | 14.0% | 15.0% | 16.0% | 11.0% | 14.0% |
| | | C | C | | C |
| A few times a month | 360 | 95 | 96 | 87 | 82 |
| | 13.0% | 14.0% | 13.0% | 13.0% | 12.0% |
| | | | | | |
| A few times a year or less often | 169 | 56 | 32 | 39 | 42 |
| | 6.0% | 8.0% | 4.0% | 6.0% | 6.0% |
| | | B | | | |
| Never | 139 | 49 | 22 | 45 | 23 |
| | 5.0% | 7.0% | 3.0% | 7.0% | 3.0% |
| | | BD | | BD | |
| Sigma | 2831 | 702 | 747 | 681 | 701 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 1154 | 267 | 313 | 298 | 276 |
| | 41.0% | 38.0% | 42.0% | 44.0% | 39.0% |
| | | | | A | |
| At least once a week | 2163 | 502 | 597 | 510 | 554 |
| | 76.0% | 72.0% | 80.0% | 75.0% | 79.0% |
| | | | AC | | A |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 54

Q8_9. [TikTok] How often do you use the following sources for entertainment?

| | | Country | | | |
|----------------------------------|-------------|------------|------------|------------|------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 1029 | 210 | 320 | 238 | 261 |
| Base: All Answering (wtd) | 1029 | 210 | 320 | 238 | 261 |
| Several times a day | 248 | 39 | 75 | 74 | 60 |
| | 24.0% | 19.0% | 23.0% | 31.0% | 23.0% |
| | | | | ABD | |
| At least once a day | 195 | 43 | 58 | 51 | 43 |
| | 19.0% | 20.0% | 18.0% | 21.0% | 16.0% |
| | | | | | |
| 2-3 times a week | 187 | 51 | 43 | 29 | 64 |
| | 18.0% | 24.0% | 13.0% | 12.0% | 25.0% |
| | | BC | | | BC |
| At least once a week | 142 | 26 | 53 | 25 | 38 |
| | 14.0% | 12.0% | 17.0% | 11.0% | 15.0% |
| | | | C | | |
| A few times a month | 106 | 17 | 43 | 24 | 22 |
| | 10.0% | 8.0% | 13.0% | 10.0% | 8.0% |
| | | | | | |
| A few times a year or less often | 65 | 15 | 25 | 12 | 13 |
| | 6.0% | 7.0% | 8.0% | 5.0% | 5.0% |
| | | | | | |
| Never | 86 | 19 | 23 | 23 | 21 |
| | 8.0% | 9.0% | 7.0% | 10.0% | 8.0% |
| | | | | | |
| Sigma | 1029 | 210 | 320 | 238 | 261 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 443 | 82 | 133 | 125 | 103 |
| | 43.0% | 39.0% | 42.0% | 53.0% | 39.0% |
| | | | | ABD | |
| At least once a week | 772 | 159 | 229 | 179 | 205 |
| | 75.0% | 76.0% | 72.0% | 75.0% | 79.0% |
| | | | | | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 55

Q8_10. [Signal] How often do you use the following sources for entertainment?

| | TOTAL | Country | | | |
|----------------------------------|---------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 808 | 148 | 264 | 180 | 216 |
| Base: All Answering (wtd) | 808 | 148 | 264 | 180 | 216 |
| Several times a day | 73 9.0% | 17 11.0% | 21 8.0% | 14 8.0% | 21 10.0% |
| At least once a day | 146 18.0% | 33 22.0% | 44 17.0% | 34 19.0% | 35 16.0% |
| 2-3 times a week | 156 19.0% | 25 17.0% | 45 17.0% | 43 24.0% | 43 20.0% |
| At least once a week | 110 14.0% | 20 14.0% | 31 12.0% | 25 14.0% | 34 16.0% |
| A few times a month | 86 11.0% | 14 9.0% | 34 13.0% | 13 7.0% | 25 12.0% |
| A few times a year or less often | 66 8.0% | 9 6.0% | 28 11.0% | 13 7.0% | 16 7.0% |
| Never | 171 21.0% | 30 20.0% | 61 23.0% | 38 21.0% | 42 19.0% |
| Sigma | 808 100.0% | 148 100.0% | 264 100.0% | 180 100.0% | 216 100.0% |
| Summary | | | | | |
| At least once a day | 219 27.0% | 50 34.0% | 65 25.0% | 48 27.0% | 56 26.0% |
| | | B | | | |
| At least once a week | 485 60.0% | 95 64.0% | 141 53.0% | 116 64.0% | 133 62.0% |
| | | B | | B | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 56

Q8_11. [Telegram] How often do you use the following sources for entertainment?

| | TOTAL | Country | | | |
|----------------------------------|------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 827 | 140 | 261 | 168 | 258 |
| Base: All Answering (wtd) | 827 | 140 | 261 | 168 | 258 |
| Several times a day | 102 | 22 | 29 | 16 | 35 |
| | 12.0% | 16.0% | 11.0% | 10.0% | 14.0% |
| At least once a day | 142 | 26 | 41 | 27 | 48 |
| | 17.0% | 19.0% | 16.0% | 16.0% | 19.0% |
| 2-3 times a week | 149 | 27 | 39 | 30 | 53 |
| | 18.0% | 19.0% | 15.0% | 18.0% | 21.0% |
| At least once a week | 111 | 16 | 34 | 24 | 37 |
| | 13.0% | 11.0% | 13.0% | 14.0% | 14.0% |
| A few times a month | 99 | 17 | 31 | 29 | 22 |
| | 12.0% | 12.0% | 12.0% | 17.0% | 9.0% |
| A few times a year or less often | 67 | 8 | 27 | 12 | 20 |
| | 8.0% | 6.0% | 10.0% | 7.0% | 8.0% |
| Never | 157 | 24 | 60 | 30 | 43 |
| | 19.0% | 17.0% | 23.0% | 18.0% | 17.0% |
| Sigma | 827 | 140 | 261 | 168 | 258 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Summary | | | | | |
| At least once a day | 244 | 48 | 70 | 43 | 83 |
| | 30.0% | 34.0% | 27.0% | 26.0% | 32.0% |
| At least once a week | 504 | 91 | 143 | 97 | 173 |
| | 61.0% | 65.0% | 55.0% | 58.0% | 67.0% |
| | | B | | | B |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 57

Q8_12. [Online Search (such as Google)] How often do you use the following sources for entertainment?

| | TOTAL | Country | | | |
|----------------------------------|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 3002 | 764 | 766 | 711 | 761 |
| Base: All Answering (wtd) | 3002 | 764 | 766 | 711 | 761 |
| Several times a day | 846 | 174 | 217 | 247 | 208 |
| | 28.0% | 23.0% | 28.0% | 35.0% | 27.0% |
| | | | A | ABD | A |
| At least once a day | 694 | 160 | 185 | 176 | 173 |
| | 23.0% | 21.0% | 24.0% | 25.0% | 23.0% |
| 2-3 times a week | 535 | 131 | 145 | 112 | 147 |
| | 18.0% | 17.0% | 19.0% | 16.0% | 19.0% |
| At least once a week | 331 | 88 | 97 | 59 | 87 |
| | 11.0% | 12.0% | 13.0% | 8.0% | 11.0% |
| | | C | C | | C |
| A few times a month | 218 | 67 | 57 | 45 | 49 |
| | 7.0% | 9.0% | 7.0% | 6.0% | 6.0% |
| A few times a year or less often | 108 | 35 | 27 | 14 | 32 |
| | 4.0% | 5.0% | 4.0% | 2.0% | 4.0% |
| | | C | | | C |
| Never | 270 | 109 | 38 | 58 | 65 |
| | 9.0% | 14.0% | 5.0% | 8.0% | 9.0% |
| | | BCD | | B | B |
| Sigma | 3002 | 764 | 766 | 711 | 761 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Summary | | | | | |
| At least once a day | 1540 | 334 | 402 | 423 | 381 |
| | 51.0% | 44.0% | 52.0% | 59.0% | 50.0% |
| | | | A | ABD | A |
| At least once a week | 2406 | 553 | 644 | 594 | 615 |
| | 80.0% | 72.0% | 84.0% | 84.0% | 81.0% |
| | | | A | A | A |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 58

Q8_13. [Global movie streaming services (i.e. Netflix, Stan, Amazon Prime, Disney +, Apple TV+, etc.)] How often do you use the following sources for entertainment?

| | | Country | | | |
|----------------------------------|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 3063 | 778 | 774 | 733 | 778 |
| Base: All Answering (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Several times a day | 485 16.0% | 117 15.0% | 125 16.0% | 141 19.0% | 102 13.0% |
| | | | | AD | |
| At least once a day | 564 18.0% | 160 21.0% | 139 18.0% | 139 19.0% | 126 16.0% |
| | | D | | | |
| 2-3 times a week | 563 18.0% | 126 16.0% | 154 20.0% | 123 17.0% | 160 21.0% |
| | | | | | A |
| At least once a week | 247 8.0% | 78 10.0% | 66 9.0% | 47 6.0% | 56 7.0% |
| | | CD | | | |
| A few times a month | 199 6.0% | 54 7.0% | 70 9.0% | 36 5.0% | 39 5.0% |
| | | | CD | | |
| A few times a year or less often | 154 5.0% | 35 4.0% | 55 7.0% | 39 5.0% | 25 3.0% |
| | | | AD | D | |
| Never | 851 28.0% | 208 27.0% | 165 21.0% | 208 28.0% | 270 35.0% |
| | | B | | B | ABC |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 1049 34.0% | 277 36.0% | 264 34.0% | 280 38.0% | 228 29.0% |
| | | D | D | D | |
| At least once a week | 1859 61.0% | 481 62.0% | 484 63.0% | 450 61.0% | 444 57.0% |
| | | | D | | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 59

Q8_14. [National movie streaming services (i.e. SBS On Demand, ABC iview, YLE Areena, france.tv (includes France 2, 3, 4, and 5 online), ard.de Mediathek, zdf.de Mediathek)] How often do you use the following sources for entertainment?

| | TOTAL | Country | | | |
|----------------------------------|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 3063 | 778 | 774 | 733 | 778 |
| Base: All Answering (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Several times a day | 355 12.0% | 51 7.0% | 104 13.0% | 118 16.0% | 82 11.0% |
| | | | A | AD | A |
| At least once a day | 489 16.0% | 87 11.0% | 153 20.0% | 154 21.0% | 95 12.0% |
| | | | AD | AD | |
| 2-3 times a week | 589 19.0% | 114 15.0% | 200 26.0% | 115 16.0% | 160 21.0% |
| | | | ACD | | AC |
| At least once a week | 358 12.0% | 74 10.0% | 98 13.0% | 81 11.0% | 105 13.0% |
| | | | A | | A |
| A few times a month | 337 11.0% | 95 12.0% | 92 12.0% | 66 9.0% | 84 11.0% |
| | | C | | | |
| A few times a year or less often | 277 9.0% | 106 14.0% | 65 8.0% | 43 6.0% | 63 8.0% |
| | | BCD | | | |
| Never | 658 21.0% | 251 32.0% | 62 8.0% | 156 21.0% | 189 24.0% |
| | | BCD | | B | B |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 844 28.0% | 138 18.0% | 257 33.0% | 272 37.0% | 177 23.0% |
| | | | AD | AD | A |
| At least once a week | 1791 58.0% | 326 42.0% | 555 72.0% | 468 64.0% | 442 57.0% |
| | | | ACD | AD | A |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 60

Q8_15. [Streaming music services (i.e. Spotify, Deezer, Apple Music, Tidal)] How often do you use the following sources for entertainment?

| | | Country | | | |
|----------------------------------|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 1984 | 486 | 585 | 475 | 438 |
| Base: All Answering (wtd) | 1984 | 486 | 585 | 475 | 438 |
| Several times a day | 426 21.0% | 90 19.0% | 121 21.0% | 121 25.0% | 94 21.0% |
| | | | | A | |
| At least once a day | 421 21.0% | 111 23.0% | 111 19.0% | 94 20.0% | 105 24.0% |
| 2-3 times a week | 413 21.0% | 99 20.0% | 113 19.0% | 91 19.0% | 110 25.0% |
| | | | | | BC |
| At least once a week | 251 13.0% | 63 13.0% | 89 15.0% | 48 10.0% | 51 12.0% |
| | | | C | | |
| A few times a month | 180 9.0% | 46 9.0% | 54 9.0% | 44 9.0% | 36 8.0% |
| A few times a year or less often | 132 7.0% | 33 7.0% | 50 9.0% | 29 6.0% | 20 5.0% |
| | | | D | | |
| Never | 161 8.0% | 44 9.0% | 47 8.0% | 48 10.0% | 22 5.0% |
| | | D | | D | |
| Sigma | 1984 100.0% | 486 100.0% | 585 100.0% | 475 100.0% | 438 100.0% |
| Summary | | | | | |
| At least once a day | 847 43.0% | 201 41.0% | 232 40.0% | 215 45.0% | 199 45.0% |
| At least once a week | 1511 76.0% | 363 75.0% | 434 74.0% | 354 75.0% | 360 82.0% |
| | | | | | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 61

Q8_16. [TV] How often do you use the following sources for entertainment?

| | | Country | | | |
|----------------------------------|-------------|------------|------------|------------|------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 3201 | 800 | 800 | 800 | 801 |
| Base: All Answering (wtd) | 3201 | 800 | 800 | 800 | 801 |
| Several times a day | 976 | 226 | 214 | 298 | 238 |
| | 30.0% | 28.0% | 27.0% | 37.0% | 30.0% |
| | | | | ABD | |
| At least once a day | 1052 | 285 | 216 | 258 | 293 |
| | 33.0% | 36.0% | 27.0% | 32.0% | 37.0% |
| | | B | | B | B |
| 2-3 times a week | 448 | 104 | 141 | 81 | 122 |
| | 14.0% | 13.0% | 18.0% | 10.0% | 15.0% |
| | | | AC | | C |
| At least once a week | 241 | 60 | 84 | 40 | 57 |
| | 8.0% | 8.0% | 10.0% | 5.0% | 7.0% |
| | | C | ACD | | |
| A few times a month | 156 | 38 | 61 | 35 | 22 |
| | 5.0% | 5.0% | 8.0% | 4.0% | 3.0% |
| | | D | ACD | | |
| A few times a year or less often | 78 | 27 | 21 | 20 | 10 |
| | 2.0% | 3.0% | 3.0% | 2.0% | 1.0% |
| | | D | D | | |
| Never | 250 | 60 | 63 | 68 | 59 |
| | 8.0% | 8.0% | 8.0% | 8.0% | 7.0% |
| | | | | | |
| Sigma | 3201 | 800 | 800 | 800 | 801 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 2028 | 511 | 430 | 556 | 531 |
| | 63.0% | 64.0% | 54.0% | 70.0% | 66.0% |
| | | B | | AB | B |
| At least once a week | 2717 | 675 | 655 | 677 | 710 |
| | 85.0% | 84.0% | 82.0% | 85.0% | 89.0% |
| | | | | | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 62

Q8_17. [Print (magazines, newspapers, books)] How often do you use the following sources for entertainment?

| | TOTAL | Country | | | |
|----------------------------------|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 3201 | 800 | 800 | 800 | 801 |
| Base: All Answering (wtd) | 3201 | 800 | 800 | 800 | 801 |
| Several times a day | 224 7.0% | 40 5.0% | 71 9.0% | 52 6.0% | 61 8.0% |
| | | | A | | A |
| At least once a day | 550 17.0% | 112 14.0% | 142 18.0% | 133 17.0% | 163 20.0% |
| | | | A | | A |
| 2-3 times a week | 502 16.0% | 81 10.0% | 152 19.0% | 117 15.0% | 152 19.0% |
| | | | AC | A | AC |
| At least once a week | 457 14.0% | 120 15.0% | 129 16.0% | 104 13.0% | 104 13.0% |
| | | | | | |
| A few times a month | 396 12.0% | 84 10.0% | 113 14.0% | 95 12.0% | 104 13.0% |
| | | | A | | |
| A few times a year or less often | 337 11.0% | 117 15.0% | 77 10.0% | 76 10.0% | 67 8.0% |
| | | BCD | | | |
| Never | 735 23.0% | 246 31.0% | 116 14.0% | 223 28.0% | 150 19.0% |
| | | BD | | BD | B |
| Sigma | 3201 100.0% | 800 100.0% | 800 100.0% | 800 100.0% | 801 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 774 24.0% | 152 19.0% | 213 27.0% | 185 23.0% | 224 28.0% |
| | | | A | A | AC |
| At least once a week | 1733 54.0% | 353 44.0% | 494 62.0% | 406 51.0% | 480 60.0% |
| | | | AC | A | AC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 63

Q8_18. [Radio] How often do you use the following sources for entertainment?

| | | Country | | | |
|----------------------------------|-------------|------------|------------|------------|------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 3201 | 800 | 800 | 800 | 801 |
| Base: All Answering (wtd) | 3201 | 800 | 800 | 800 | 801 |
| Several times a day | 556 | 112 | 97 | 129 | 218 |
| | 17.0% | 14.0% | 12.0% | 16.0% | 27.0% |
| | | | | B | ABC |
| At least once a day | 719 | 179 | 156 | 197 | 187 |
| | 22.0% | 22.0% | 20.0% | 25.0% | 23.0% |
| | | | | B | |
| 2-3 times a week | 514 | 122 | 131 | 126 | 135 |
| | 16.0% | 15.0% | 16.0% | 16.0% | 17.0% |
| | | | | | |
| At least once a week | 345 | 85 | 130 | 69 | 61 |
| | 11.0% | 11.0% | 16.0% | 9.0% | 8.0% |
| | | D | ACD | | |
| A few times a month | 282 | 62 | 95 | 72 | 53 |
| | 9.0% | 8.0% | 12.0% | 9.0% | 7.0% |
| | | | AD | | |
| A few times a year or less often | 211 | 56 | 77 | 38 | 40 |
| | 7.0% | 7.0% | 10.0% | 5.0% | 5.0% |
| | | | CD | | |
| Never | 574 | 184 | 114 | 169 | 107 |
| | 18.0% | 23.0% | 14.0% | 21.0% | 13.0% |
| | | BD | | BD | |
| Sigma | 3201 | 800 | 800 | 800 | 801 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 1275 | 291 | 253 | 326 | 405 |
| | 40.0% | 36.0% | 32.0% | 41.0% | 51.0% |
| | | B | | B | ABC |
| At least once a week | 2134 | 498 | 514 | 521 | 601 |
| | 67.0% | 62.0% | 64.0% | 65.0% | 75.0% |
| | | | | | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 64

Q8_19. [Google News] How often do you use the following sources for entertainment?

| | TOTAL | Country | | | |
|----------------------------------|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 3063 | 778 | 774 | 733 | 778 |
| Base: All Answering (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Several times a day | 318 | 59 | 77 | 97 | 85 |
| | 10.0% | 8.0% | 10.0% | 13.0% | 11.0% |
| | | | | AB | A |
| At least once a day | 512 | 98 | 124 | 152 | 138 |
| | 17.0% | 13.0% | 16.0% | 21.0% | 18.0% |
| | | | | AB | A |
| 2-3 times a week | 377 | 69 | 101 | 101 | 106 |
| | 12.0% | 9.0% | 13.0% | 14.0% | 14.0% |
| | | | A | A | A |
| At least once a week | 313 | 59 | 99 | 62 | 93 |
| | 10.0% | 8.0% | 13.0% | 8.0% | 12.0% |
| | | | AC | | AC |
| A few times a month | 242 | 49 | 81 | 55 | 57 |
| | 8.0% | 6.0% | 10.0% | 8.0% | 7.0% |
| | | | ACD | | |
| A few times a year or less often | 165 | 51 | 42 | 34 | 38 |
| | 5.0% | 7.0% | 5.0% | 5.0% | 5.0% |
| | | | | | |
| Never | 1136 | 393 | 250 | 232 | 261 |
| | 37.0% | 51.0% | 32.0% | 32.0% | 34.0% |
| | | BCD | | | |
| Sigma | 3063 | 778 | 774 | 733 | 778 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 830 | 157 | 201 | 249 | 223 |
| | 27.0% | 20.0% | 26.0% | 34.0% | 29.0% |
| | | | A | ABD | A |
| At least once a week | 1520 | 285 | 401 | 412 | 422 |
| | 50.0% | 37.0% | 52.0% | 56.0% | 54.0% |
| | | | A | A | A |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 65

Q8_20. [Apple News] How often do you use the following sources for entertainment?

| | | Country | | | |
|----------------------------------|-------------|------------|------------|------------|------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 3063 | 778 | 774 | 733 | 778 |
| Base: All Answering (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Several times a day | 106 | 26 | 31 | 20 | 29 |
| | 3.0% | 3.0% | 4.0% | 3.0% | 4.0% |
| At least once a day | 170 | 45 | 40 | 42 | 43 |
| | 6.0% | 6.0% | 5.0% | 6.0% | 6.0% |
| 2-3 times a week | 159 | 30 | 35 | 41 | 53 |
| | 5.0% | 4.0% | 5.0% | 6.0% | 7.0% |
| At least once a week | 166 | 40 | 38 | 44 | 44 |
| | 5.0% | 5.0% | 5.0% | 6.0% | 6.0% |
| A few times a month | 143 | 35 | 47 | 33 | 28 |
| | 5.0% | 4.0% | 6.0% | 5.0% | 4.0% |
| A few times a year or less often | 126 | 25 | 39 | 30 | 32 |
| | 4.0% | 3.0% | 5.0% | 4.0% | 4.0% |
| Never | 2193 | 577 | 544 | 523 | 549 |
| | 72.0% | 74.0% | 70.0% | 71.0% | 71.0% |
| Sigma | 3063 | 778 | 774 | 733 | 778 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Summary | | | | | |
| At least once a day | 276 | 71 | 71 | 62 | 72 |
| | 9.0% | 9.0% | 9.0% | 8.0% | 9.0% |
| At least once a week | 601 | 141 | 144 | 147 | 169 |
| | 20.0% | 18.0% | 19.0% | 20.0% | 22.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 66

Q8_21. [Podcasts] How often do you use the following sources for entertainment?

| | | Country | | | |
|----------------------------------|-------------|------------|------------|------------|------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 3063 | 778 | 774 | 733 | 778 |
| Base: All Answering (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Several times a day | 129 | 28 | 43 | 25 | 33 |
| | 4.0% | 4.0% | 6.0% | 3.0% | 4.0% |
| | | | C | | |
| At least once a day | 188 | 50 | 52 | 34 | 52 |
| | 6.0% | 6.0% | 7.0% | 5.0% | 7.0% |
| | | | | | |
| 2-3 times a week | 332 | 70 | 98 | 62 | 102 |
| | 11.0% | 9.0% | 13.0% | 8.0% | 13.0% |
| | | | AC | | AC |
| At least once a week | 273 | 46 | 87 | 56 | 84 |
| | 9.0% | 6.0% | 11.0% | 8.0% | 11.0% |
| | | | AC | | AC |
| A few times a month | 282 | 63 | 93 | 62 | 64 |
| | 9.0% | 8.0% | 12.0% | 8.0% | 8.0% |
| | | | ACD | | |
| A few times a year or less often | 292 | 113 | 81 | 46 | 52 |
| | 10.0% | 15.0% | 10.0% | 6.0% | 7.0% |
| | | BCD | CD | | |
| Never | 1567 | 408 | 320 | 448 | 391 |
| | 51.0% | 52.0% | 41.0% | 61.0% | 50.0% |
| | | B | | ABD | B |
| Sigma | 3063 | 778 | 774 | 733 | 778 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 317 | 78 | 95 | 59 | 85 |
| | 10.0% | 10.0% | 12.0% | 8.0% | 11.0% |
| | | | C | | |
| At least once a week | 922 | 194 | 280 | 177 | 271 |
| | 30.0% | 25.0% | 36.0% | 24.0% | 35.0% |
| | | | AC | | AC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 67

Q9. [SUMMARY - TOP2BOX (A LOT OF TRUST/SOME TRUST)] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?

| | TOTAL | Country | | | |
|--------------------------------|-------|-----------|---------|--------|---------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Facebook | 828 | 225 | 274 | 188 | 141 |
| | 33.0% | 33.0% | 42.0% | 31.0% | 25.0% |
| | | D | ACD | D | |
| Twitter | 528 | 119 | 190 | 125 | 94 |
| | 39.0% | 41.0% | 43.0% | 40.0% | 32.0% |
| | | D | D | D | |
| Instagram | 679 | 148 | 240 | 155 | 136 |
| | 37.0% | 35.0% | 41.0% | 36.0% | 32.0% |
| | | | AD | | |
| LinkedIn | 582 | 173 | 179 | 137 | 93 |
| | 46.0% | 48.0% | 49.0% | 44.0% | 39.0% |
| | | D | D | | |
| Snapchat | 439 | 86 | 139 | 123 | 91 |
| | 37.0% | 33.0% | 40.0% | 35.0% | 41.0% |
| | | | | | |
| WhatsApp | 883 | 143 | 323 | 177 | 240 |
| | 39.0% | 35.0% | 47.0% | 35.0% | 35.0% |
| | | | ACD | | |
| Reddit | 354 | 89 | 128 | 72 | 65 |
| | 38.0% | 36.0% | 40.0% | 42.0% | 34.0% |
| | | | | | |
| YouTube | 1121 | 286 | 361 | 265 | 209 |
| | 40.0% | 41.0% | 48.0% | 39.0% | 30.0% |
| | | D | ACD | D | |
| TikTok | 375 | 76 | 112 | 96 | 91 |
| | 36.0% | 36.0% | 35.0% | 40.0% | 35.0% |
| | | | | | |
| Signal | 313 | 65 | 106 | 65 | 77 |
| | 39.0% | 44.0% | 40.0% | 36.0% | 36.0% |
| | | | | | |
| Telegram | 345 | 67 | 115 | 71 | 92 |
| | 42.0% | 48.0% | 44.0% | 42.0% | 36.0% |
| | | D | | | |
| Online Search (such as Google) | 1789 | 456 | 556 | 414 | 363 |
| | 60.0% | 60.0% | 73.0% | 58.0% | 48.0% |

| | | | | | |
|---|-------|-------|-------|-------|-------|
| | | D | ACD | D | |
| Streaming services for movies, TV series, or videos (i.e. Netflix) | 1141 | 289 | 335 | 292 | 225 |
| | 50.0% | 49.0% | 52.0% | 55.0% | 42.0% |
| | | D | D | D | |
| Streaming music services (i.e. Spotify, Deezer, Apple Music, Tidal) | 925 | 207 | 286 | 243 | 189 |
| | 47.0% | 43.0% | 49.0% | 51.0% | 43.0% |
| | | | A | AD | |
| Broadcast TV news | 2064 | 482 | 664 | 430 | 488 |
| | 64.0% | 60.0% | 83.0% | 54.0% | 61.0% |
| | | C | ACD | | C |
| Print newspapers | 1955 | 443 | 653 | 429 | 430 |
| | 61.0% | 55.0% | 82.0% | 54.0% | 54.0% |
| | | | ACD | | |
| News radio | 2005 | 471 | 635 | 439 | 460 |
| | 63.0% | 59.0% | 79.0% | 55.0% | 57.0% |
| | | | ACD | | |
| Traditional news websites or apps | 1766 | 446 | 636 | 313 | 371 |
| | 58.0% | 57.0% | 82.0% | 43.0% | 48.0% |
| | | CD | ACD | | |
| Online only news providers | 1457 | 345 | 532 | 261 | 319 |
| | 48.0% | 44.0% | 69.0% | 36.0% | 41.0% |
| | | C | ACD | | C |
| Google News | 1328 | 311 | 405 | 340 | 272 |
| | 43.0% | 40.0% | 52.0% | 46.0% | 35.0% |
| | | D | ACD | AD | |
| Apple News | 608 | 175 | 171 | 125 | 137 |
| | 20.0% | 22.0% | 22.0% | 17.0% | 18.0% |
| | | CD | CD | | |
| Podcasts | 825 | 240 | 273 | 150 | 162 |
| | 27.0% | 31.0% | 35.0% | 20.0% | 21.0% |
| | | CD | CD | | |
| Social media in general | 868 | 202 | 304 | 203 | 159 |
| | 27.0% | 25.0% | 38.0% | 25.0% | 20.0% |
| | | D | ACD | D | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 68

Q9. [SUMMARY - LOW2BOX (A LITTLE/NO TRUST AT ALL)] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?

| | TOTAL | Country | | | |
|--------------------------------|-------|-----------|---------|--------|---------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Facebook | 1541 | 413 | 351 | 384 | 393 |
| | 61.0% | 61.0% | 53.0% | 62.0% | 71.0% |
| | | B | | B | ABC |
| Twitter | 698 | 151 | 213 | 150 | 184 |
| | 52.0% | 52.0% | 49.0% | 47.0% | 62.0% |
| | | | | | ABC |
| Instagram | 1003 | 235 | 292 | 217 | 259 |
| | 54.0% | 56.0% | 50.0% | 51.0% | 62.0% |
| | | | | | BC |
| LinkedIn | 550 | 148 | 141 | 137 | 124 |
| | 43.0% | 41.0% | 39.0% | 44.0% | 52.0% |
| | | | | | AB |
| Snapchat | 606 | 145 | 169 | 175 | 117 |
| | 51.0% | 55.0% | 49.0% | 50.0% | 52.0% |
| | | | | | |
| WhatsApp | 1093 | 183 | 281 | 235 | 394 |
| | 48.0% | 45.0% | 41.0% | 46.0% | 58.0% |
| | | | | | ABC |
| Reddit | 454 | 123 | 160 | 71 | 100 |
| | 49.0% | 50.0% | 50.0% | 41.0% | 53.0% |
| | | | | | C |
| YouTube | 1449 | 348 | 340 | 325 | 436 |
| | 51.0% | 50.0% | 46.0% | 48.0% | 62.0% |
| | | | | | ABC |
| TikTok | 560 | 111 | 179 | 117 | 153 |
| | 54.0% | 53.0% | 56.0% | 49.0% | 59.0% |
| | | | | | C |
| Signal | 344 | 56 | 102 | 78 | 108 |
| | 43.0% | 38.0% | 39.0% | 43.0% | 50.0% |
| | | | | | AB |
| Telegram | 360 | 57 | 101 | 64 | 138 |
| | 44.0% | 41.0% | 39.0% | 38.0% | 53.0% |
| | | | | | ABC |
| Online Search (such as Google) | 1058 | 273 | 173 | 256 | 356 |
| | 35.0% | 36.0% | 23.0% | 36.0% | 47.0% |

| | | | | | |
|---|-------|-------|-------|-------|-------|
| | | B | | B | ABC |
| Streaming services for movies, TV series, or videos (i.e. Netflix) | 929 | 239 | 244 | 183 | 263 |
| | 40.0% | 41.0% | 38.0% | 34.0% | 49.0% |
| | | C | | | ABC |
| Streaming music services (i.e. Spotify, Deezer, Apple Music, Tidal) | 766 | 194 | 216 | 153 | 203 |
| | 39.0% | 40.0% | 37.0% | 32.0% | 46.0% |
| | | C | | | ABC |
| Broadcast TV news | 940 | 256 | 109 | 295 | 280 |
| | 29.0% | 32.0% | 14.0% | 37.0% | 35.0% |
| | | B | | AB | B |
| Print newspapers | 969 | 294 | 110 | 255 | 310 |
| | 30.0% | 37.0% | 14.0% | 32.0% | 39.0% |
| | | BC | | B | BC |
| News radio | 880 | 237 | 128 | 244 | 271 |
| | 27.0% | 30.0% | 16.0% | 30.0% | 34.0% |
| | | B | | B | B |
| Traditional news websites or apps | 987 | 259 | 115 | 288 | 325 |
| | 32.0% | 33.0% | 15.0% | 39.0% | 42.0% |
| | | B | | AB | AB |
| Online only news providers | 1170 | 311 | 194 | 296 | 369 |
| | 38.0% | 40.0% | 25.0% | 40.0% | 47.0% |
| | | B | | B | ABC |
| Google News | 1196 | 312 | 231 | 268 | 385 |
| | 39.0% | 40.0% | 30.0% | 37.0% | 49.0% |
| | | B | | B | ABC |
| Apple News | 1003 | 271 | 220 | 221 | 291 |
| | 33.0% | 35.0% | 28.0% | 30.0% | 37.0% |
| | | B | | | BC |
| Podcasts | 1162 | 291 | 289 | 223 | 359 |
| | 38.0% | 37.0% | 37.0% | 30.0% | 46.0% |
| | | C | C | | ABC |
| Social media in general | 2011 | 538 | 442 | 468 | 563 |
| | 63.0% | 67.0% | 55.0% | 58.0% | 70.0% |
| | | BC | | | BC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 69

Q9_1. [Facebook] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?

| | TOTAL | Country | | | |
|------------------------------------|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 2512 | 680 | 660 | 616 | 556 |
| Base: All Answering (wtd) | 2512 | 680 | 660 | 616 | 556 |
| A lot of trust | 213 8.0% | 42 6.0% | 62 9.0% | 57 9.0% | 52 9.0% |
| | | | A | A | A |
| Some trust | 615 24.0% | 183 27.0% | 212 32.0% | 131 21.0% | 89 16.0% |
| | | CD | ACD | D | |
| A little trust | 873 35.0% | 210 31.0% | 238 36.0% | 208 34.0% | 217 39.0% |
| | | | A | | A |
| No trust at all | 668 27.0% | 203 30.0% | 113 17.0% | 176 29.0% | 176 32.0% |
| | | B | | B | B |
| Don't know | 143 6.0% | 42 6.0% | 35 5.0% | 44 7.0% | 22 4.0% |
| | | | | D | |
| Sigma | 2512 100.0% | 680 100.0% | 660 100.0% | 616 100.0% | 556 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box(A Lot Of Trust/Some Trust) | 828 33.0% | 225 33.0% | 274 42.0% | 188 31.0% | 141 25.0% |
| | | D | ACD | D | |
| Low2Box(A Little/No Trust At All) | 1541 61.0% | 413 61.0% | 351 53.0% | 384 62.0% | 393 71.0% |
| | | B | | B | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 70

Q9_2. [Twitter] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?

| | TOTAL | Country | | | |
|------------------------------------|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 1342 | 292 | 439 | 316 | 295 |
| Base: All Answering (wtd) | 1342 | 292 | 439 | 316 | 295 |
| A lot of trust | 148 11.0% | 31 11.0% | 47 11.0% | 46 15.0% | 24 8.0% |
| | | | | D | |
| Some trust | 380 28.0% | 88 30.0% | 143 33.0% | 79 25.0% | 70 24.0% |
| | | | CD | | |
| A little trust | 487 36.0% | 103 35.0% | 144 33.0% | 108 34.0% | 132 45.0% |
| | | | | | ABC |
| No trust at all | 211 16.0% | 48 16.0% | 69 16.0% | 42 13.0% | 52 18.0% |
| Don't know | 116 9.0% | 22 8.0% | 36 8.0% | 41 13.0% | 17 6.0% |
| | | | | ABD | |
| Sigma | 1342 100.0% | 292 100.0% | 439 100.0% | 316 100.0% | 295 100.0% |
| Summary | | | | | |
| Top2Box(A Lot Of Trust/Some Trust) | 528 39.0% | 119 41.0% | 190 43.0% | 125 40.0% | 94 32.0% |
| | | D | D | D | |
| Low2Box(A Little/No Trust At All) | 698 52.0% | 151 52.0% | 213 49.0% | 150 47.0% | 184 62.0% |
| | | | | | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 71

Q9_3. [Instagram] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?

| | TOTAL | Country | | | |
|------------------------------------|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 1851 | 422 | 581 | 427 | 421 |
| Base: All Answering (wtd) | 1851 | 422 | 581 | 427 | 421 |
| A lot of trust | 206 11.0% | 43 10.0% | 67 12.0% | 46 11.0% | 50 12.0% |
| Some trust | 473 26.0% | 105 25.0% | 173 30.0% | 109 26.0% | 86 20.0% |
| A little trust | 703 38.0% | 163 39.0% | 206 35.0% | 152 36.0% | 182 43.0% |
| No trust at all | 300 16.0% | 72 17.0% | 86 15.0% | 65 15.0% | 77 18.0% |
| Don't know | 169 9.0% | 39 9.0% | 49 8.0% | 55 13.0% | 26 6.0% |
| Sigma | 1851 100.0% | 422 100.0% | 581 100.0% | 427 100.0% | 421 100.0% |
| Summary | | | | | |
| Top2Box(A Lot Of Trust/Some Trust) | 679 37.0% | 148 35.0% | 240 41.0% | 155 36.0% | 136 32.0% |
| Low2Box(A Little/No Trust At All) | 1003 54.0% | 235 56.0% | 292 50.0% | 217 51.0% | 259 62.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 72

Q9_4. [LinkedIn] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?

| | TOTAL | Country | | | |
|------------------------------------|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 1275 | 363 | 363 | 311 | 238 |
| Base: All Answering (wtd) | 1275 | 363 | 363 | 311 | 238 |
| A lot of trust | 144 11.0% | 43 12.0% | 39 11.0% | 36 12.0% | 26 11.0% |
| Some trust | 438 34.0% | 130 36.0% | 140 39.0% | 101 32.0% | 67 28.0% |
| A little trust | 430 34.0% | 120 33.0% | 110 30.0% | 103 33.0% | 97 41.0% |
| No trust at all | 120 9.0% | 28 8.0% | 31 9.0% | 34 11.0% | 27 11.0% |
| Don't know | 143 11.0% | 42 12.0% | 43 12.0% | 37 12.0% | 21 9.0% |
| Sigma | 1275 100.0% | 363 100.0% | 363 100.0% | 311 100.0% | 238 100.0% |
| Summary | | | | | |
| Top2Box(A Lot Of Trust/Some Trust) | 582 46.0% | 173 48.0% | 179 49.0% | 137 44.0% | 93 39.0% |
| Low2Box(A Little/No Trust At All) | 550 43.0% | 148 41.0% | 141 39.0% | 137 44.0% | 124 52.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 73

Q9_5. [Snapchat] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?

| | TOTAL | Country | | | |
|------------------------------------|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 1185 | 263 | 348 | 350 | 224 |
| Base: All Answering (wtd) | 1185 | 263 | 348 | 350 | 224 |
| A lot of trust | 157 13.0% | 25 10.0% | 48 14.0% | 48 14.0% | 36 16.0% |
| | | | | | A |
| Some trust | 282 24.0% | 61 23.0% | 91 26.0% | 75 21.0% | 55 25.0% |
| A little trust | 382 32.0% | 86 33.0% | 104 30.0% | 109 31.0% | 83 37.0% |
| No trust at all | 224 19.0% | 59 22.0% | 65 19.0% | 66 19.0% | 34 15.0% |
| | | D | | | |
| Don't know | 140 12.0% | 32 12.0% | 40 11.0% | 52 15.0% | 16 7.0% |
| | | | | D | |
| Sigma | 1185 100.0% | 263 100.0% | 348 100.0% | 350 100.0% | 224 100.0% |
| Summary | | | | | |
| Top2Box(A Lot Of Trust/Some Trust) | 439 37.0% | 86 33.0% | 139 40.0% | 123 35.0% | 91 41.0% |
| Low2Box(A Little/No Trust At All) | 606 51.0% | 145 55.0% | 169 49.0% | 175 50.0% | 117 52.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 74

Q9_6. [WhatsApp] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?

| | TOTAL | Country | | | |
|------------------------------------|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 2288 | 408 | 686 | 511 | 683 |
| Base: All Answering (wtd) | 2288 | 408 | 686 | 511 | 683 |
| A lot of trust | 249 11.0% | 37 9.0% | 84 12.0% | 53 10.0% | 75 11.0% |
| Some trust | 634 28.0% | 106 26.0% | 239 35.0% | 124 24.0% | 165 24.0% |
| A little trust | 708 31.0% | 107 26.0% | 177 26.0% | 143 28.0% | 281 41.0% |
| No trust at all | 385 17.0% | 76 19.0% | 104 15.0% | 92 18.0% | 113 17.0% |
| Don't know | 312 14.0% | 82 20.0% | 82 12.0% | 99 19.0% | 49 7.0% |
| Sigma | 2288 100.0% | 408 100.0% | 686 100.0% | 511 100.0% | 683 100.0% |
| Summary | | | | | |
| Top2Box(A Lot Of Trust/Some Trust) | 883 39.0% | 143 35.0% | 323 47.0% | 177 35.0% | 240 35.0% |
| Low2Box(A Little/No Trust At All) | 1093 48.0% | 183 45.0% | 281 41.0% | 235 46.0% | 394 58.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 75

Q9_7. [Reddit] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?

| | | Country | | | |
|------------------------------------|---------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 926 | 244 | 320 | 173 | 189 |
| Base: All Answering (wtd) | 926 | 244 | 320 | 173 | 189 |
| A lot of trust | 99 11.0% | 26 11.0% | 30 9.0% | 18 10.0% | 25 13.0% |
| Some trust | 255 28.0% | 63 26.0% | 98 31.0% | 54 31.0% | 40 21.0% |
| A little trust | 319 34.0% | 83 34.0% | 114 36.0% | 48 28.0% | 74 39.0% |
| No trust at all | 135 15.0% | 40 16.0% | 46 14.0% | 23 13.0% | 26 14.0% |
| Don't know | 118 13.0% | 32 13.0% | 32 10.0% | 30 17.0% | 24 13.0% |
| Sigma | 926 100.0% | 244 100.0% | 320 100.0% | 173 100.0% | 189 100.0% |
| Summary | | | | | |
| Top2Box(A Lot Of Trust/Some Trust) | 354 38.0% | 89 36.0% | 128 40.0% | 72 42.0% | 65 34.0% |
| Low2Box(A Little/No Trust At All) | 454 49.0% | 123 50.0% | 160 50.0% | 71 41.0% | 100 53.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 76

Q9_8. [YouTube] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?

| | TOTAL | Country | | | |
|------------------------------------|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 2831 | 702 | 747 | 681 | 701 |
| Base: All Answering (wtd) | 2831 | 702 | 747 | 681 | 701 |
| A lot of trust | 283 10.0% | 72 10.0% | 94 13.0% | 64 9.0% | 53 8.0% |
| | | | D | | |
| Some trust | 838 30.0% | 214 30.0% | 267 36.0% | 201 30.0% | 156 22.0% |
| | | D | ACD | D | |
| A little trust | 1061 37.0% | 260 37.0% | 249 33.0% | 226 33.0% | 326 47.0% |
| | | | | | ABC |
| No trust at all | 388 14.0% | 88 13.0% | 91 12.0% | 99 15.0% | 110 16.0% |
| Don't know | 261 9.0% | 68 10.0% | 46 6.0% | 91 13.0% | 56 8.0% |
| | | B | | ABD | |
| Sigma | 2831 100.0% | 702 100.0% | 747 100.0% | 681 100.0% | 701 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box(A Lot Of Trust/Some Trust) | 1121 40.0% | 286 41.0% | 361 48.0% | 265 39.0% | 209 30.0% |
| | | D | ACD | D | |
| Low2Box(A Little/No Trust At All) | 1449 51.0% | 348 50.0% | 340 46.0% | 325 48.0% | 436 62.0% |
| | | | | | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 77

Q9_9. [TikTok] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?

| | TOTAL | Country | | | |
|------------------------------------|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 1029 | 210 | 320 | 238 | 261 |
| Base: All Answering (wtd) | 1029 | 210 | 320 | 238 | 261 |
| A lot of trust | 153 15.0% | 28 13.0% | 50 16.0% | 47 20.0% | 28 11.0% |
| Some trust | 222 22.0% | 48 23.0% | 62 19.0% | 49 21.0% | 63 24.0% |
| A little trust | 328 32.0% | 59 28.0% | 107 33.0% | 65 27.0% | 97 37.0% |
| No trust at all | 232 23.0% | 52 25.0% | 72 22.0% | 52 22.0% | 56 21.0% |
| Don't know | 94 9.0% | 23 11.0% | 29 9.0% | 25 11.0% | 17 7.0% |
| Sigma | 1029 100.0% | 210 100.0% | 320 100.0% | 238 100.0% | 261 100.0% |
| Summary | | | | | |
| Top2Box(A Lot Of Trust/Some Trust) | 375 36.0% | 76 36.0% | 112 35.0% | 96 40.0% | 91 35.0% |
| Low2Box(A Little/No Trust At All) | 560 54.0% | 111 53.0% | 179 56.0% | 117 49.0% | 153 59.0% |
| | | | | | C |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 78

Q9_10. [Signal] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?

| | TOTAL | Country | | | |
|------------------------------------|---------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 808 | 148 | 264 | 180 | 216 |
| Base: All Answering (wtd) | 808 | 148 | 264 | 180 | 216 |
| A lot of trust | 98 12.0% | 19 13.0% | 33 12.0% | 15 8.0% | 31 14.0% |
| Some trust | 215 27.0% | 46 31.0% | 73 28.0% | 50 28.0% | 46 21.0% |
| A little trust | 246 30.0% | 42 28.0% | 73 28.0% | 56 31.0% | 75 35.0% |
| No trust at all | 98 12.0% | 14 9.0% | 29 11.0% | 22 12.0% | 33 15.0% |
| Don't know | 151 19.0% | 27 18.0% | 56 21.0% | 37 21.0% | 31 14.0% |
| Sigma | 808 100.0% | 148 100.0% | 264 100.0% | 180 100.0% | 216 100.0% |
| Summary | | | | | |
| Top2Box(A Lot Of Trust/Some Trust) | 313 39.0% | 65 44.0% | 106 40.0% | 65 36.0% | 77 36.0% |
| Low2Box(A Little/No Trust At All) | 344 43.0% | 56 38.0% | 102 39.0% | 78 43.0% | 108 50.0% |
| | | | | | AB |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 79

Q9_11. [Telegram] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?

| | TOTAL | Country | | | |
|------------------------------------|---------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 827 | 140 | 261 | 168 | 258 |
| Base: All Answering (wtd) | 827 | 140 | 261 | 168 | 258 |
| A lot of trust | 112 14.0% | 21 15.0% | 42 16.0% | 16 10.0% | 33 13.0% |
| Some trust | 233 28.0% | 46 33.0% | 73 28.0% | 55 33.0% | 59 23.0% |
| A little trust | 231 28.0% | 38 27.0% | 67 26.0% | 41 24.0% | 85 33.0% |
| No trust at all | 129 16.0% | 19 14.0% | 34 13.0% | 23 14.0% | 53 21.0% |
| Don't know | 122 15.0% | 16 11.0% | 45 17.0% | 33 20.0% | 28 11.0% |
| Sigma | 827 100.0% | 140 100.0% | 261 100.0% | 168 100.0% | 258 100.0% |
| Summary | | | | | |
| Top2Box(A Lot Of Trust/Some Trust) | 345 42.0% | 67 48.0% | 115 44.0% | 71 42.0% | 92 36.0% |
| Low2Box(A Little/No Trust At All) | 360 44.0% | 57 41.0% | 101 39.0% | 64 38.0% | 138 53.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 80

Q9_12. [Online Search (such as Google)] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?

| | TOTAL | Country | | | |
|------------------------------------|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 3002 | 764 | 766 | 711 | 761 |
| Base: All Answering (wtd) | 3002 | 764 | 766 | 711 | 761 |
| A lot of trust | 470 | 107 | 169 | 115 | 79 |
| | 16.0% | 14.0% | 22.0% | 16.0% | 10.0% |
| | | D | ACD | D | |
| Some trust | 1319 | 349 | 387 | 299 | 284 |
| | 44.0% | 46.0% | 51.0% | 42.0% | 37.0% |
| | | D | CD | | |
| A little trust | 897 | 233 | 147 | 218 | 299 |
| | 30.0% | 30.0% | 19.0% | 31.0% | 39.0% |
| | | B | | B | ABC |
| No trust at all | 161 | 40 | 26 | 38 | 57 |
| | 5.0% | 5.0% | 3.0% | 5.0% | 7.0% |
| | | | | | B |
| Don't know | 155 | 35 | 37 | 41 | 42 |
| | 5.0% | 5.0% | 5.0% | 6.0% | 6.0% |
| | | | | | |
| Sigma | 3002 | 764 | 766 | 711 | 761 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box(A Lot Of Trust/Some Trust) | 1789 | 456 | 556 | 414 | 363 |
| | 60.0% | 60.0% | 73.0% | 58.0% | 48.0% |
| | | D | ACD | D | |
| Low2Box(A Little/No Trust At All) | 1058 | 273 | 173 | 256 | 356 |
| | 35.0% | 36.0% | 23.0% | 36.0% | 47.0% |
| | | B | | B | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 81

Q9_13. [Streaming services for movies, TV series, or videos (i.e. Netflix)] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?

| | TOTAL | Country | | | |
|------------------------------------|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 2300 | 590 | 643 | 535 | 532 |
| Base: All Answering (wtd) | 2300 | 590 | 643 | 535 | 532 |
| A lot of trust | 369 | 74 | 105 | 112 | 78 |
| | 16.0% | 13.0% | 16.0% | 21.0% | 15.0% |
| Some trust | 772 | 215 | 230 | 180 | 147 |
| | 34.0% | 36.0% | 36.0% | 34.0% | 28.0% |
| | | D | D | D | |
| A little trust | 700 | 186 | 183 | 129 | 202 |
| | 30.0% | 32.0% | 28.0% | 24.0% | 38.0% |
| | | C | | | ABC |
| No trust at all | 229 | 53 | 61 | 54 | 61 |
| | 10.0% | 9.0% | 9.0% | 10.0% | 11.0% |
| Don't know | 230 | 62 | 64 | 60 | 44 |
| | 10.0% | 11.0% | 10.0% | 11.0% | 8.0% |
| | | | | | |
| Sigma | 2300 | 590 | 643 | 535 | 532 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Summary | | | | | |
| Top2Box(A Lot Of Trust/Some Trust) | 1141 | 289 | 335 | 292 | 225 |
| | 50.0% | 49.0% | 52.0% | 55.0% | 42.0% |
| | | D | D | D | |
| Low2Box(A Little/No Trust At All) | 929 | 239 | 244 | 183 | 263 |
| | 40.0% | 41.0% | 38.0% | 34.0% | 49.0% |
| | | C | | | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 82

Q9_14. [Streaming music services (i.e. Spotify, Deezer, Apple Music, Tidal)] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?

| | | Country | | | |
|------------------------------------|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 1984 | 486 | 585 | 475 | 438 |
| Base: All Answering (wtd) | 1984 | 486 | 585 | 475 | 438 |
| A lot of trust | 299 15.0% | 50 10.0% | 99 17.0% | 88 19.0% | 62 14.0% |
| | | | A | A | |
| Some trust | 626 32.0% | 157 32.0% | 187 32.0% | 155 33.0% | 127 29.0% |
| | | | | | |
| A little trust | 572 29.0% | 145 30.0% | 153 26.0% | 115 24.0% | 159 36.0% |
| | | | | | ABC |
| No trust at all | 194 10.0% | 49 10.0% | 63 11.0% | 38 8.0% | 44 10.0% |
| | | | | | |
| Don't know | 293 15.0% | 85 17.0% | 83 14.0% | 79 17.0% | 46 11.0% |
| | | D | | D | |
| Sigma | 1984 100.0% | 486 100.0% | 585 100.0% | 475 100.0% | 438 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box(A Lot Of Trust/Some Trust) | 925 47.0% | 207 43.0% | 286 49.0% | 243 51.0% | 189 43.0% |
| | | | A | AD | |
| Low2Box(A Little/No Trust At All) | 766 39.0% | 194 40.0% | 216 37.0% | 153 32.0% | 203 46.0% |
| | | C | | | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 83

Q9_15. [Broadcast TV news] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?

| | | Country | | | |
|------------------------------------|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 3201 | 800 | 800 | 800 | 801 |
| Base: All Answering (wtd) | 3201 | 800 | 800 | 800 | 801 |
| A lot of trust | 837 26.0% | 146 18.0% | 432 54.0% | 113 14.0% | 146 18.0% |
| | | C | ACD | | C |
| Some trust | 1227 38.0% | 336 42.0% | 232 29.0% | 317 40.0% | 342 43.0% |
| | | B | | B | B |
| A little trust | 711 22.0% | 205 26.0% | 80 10.0% | 218 27.0% | 208 26.0% |
| | | B | | B | B |
| No trust at all | 229 7.0% | 51 6.0% | 29 4.0% | 77 10.0% | 72 9.0% |
| | | B | | AB | AB |
| Don't know | 197 6.0% | 62 8.0% | 27 3.0% | 75 9.0% | 33 4.0% |
| | | BD | | BD | |
| Sigma | 3201 100.0% | 800 100.0% | 800 100.0% | 800 100.0% | 801 100.0% |
| Summary | | | | | |
| Top2Box(A Lot Of Trust/Some Trust) | 2064 64.0% | 482 60.0% | 664 83.0% | 430 54.0% | 488 61.0% |
| | | C | ACD | | C |
| Low2Box(A Little/No Trust At All) | 940 29.0% | 256 32.0% | 109 14.0% | 295 37.0% | 280 35.0% |
| | | B | | AB | B |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 84

Q9_16. [Print newspapers] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?

| | | Country | | | |
|------------------------------------|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 3201 | 800 | 800 | 800 | 801 |
| Base: All Answering (wtd) | 3201 | 800 | 800 | 800 | 801 |
| A lot of trust | 696 22.0% | 128 16.0% | 344 43.0% | 114 14.0% | 110 14.0% |
| | | | ACD | | |
| Some trust | 1259 39.0% | 315 39.0% | 309 39.0% | 315 39.0% | 320 40.0% |
| | | | | | |
| A little trust | 744 23.0% | 223 28.0% | 91 11.0% | 187 23.0% | 243 30.0% |
| | | BC | | B | BC |
| No trust at all | 225 7.0% | 71 9.0% | 19 2.0% | 68 8.0% | 67 8.0% |
| | | B | | B | B |
| Don't know | 277 9.0% | 63 8.0% | 37 5.0% | 116 14.0% | 61 8.0% |
| | | B | | ABD | B |
| Sigma | 3201 100.0% | 800 100.0% | 800 100.0% | 800 100.0% | 801 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box(A Lot Of Trust/Some Trust) | 1955 61.0% | 443 55.0% | 653 82.0% | 429 54.0% | 430 54.0% |
| | | | ACD | | |
| Low2Box(A Little/No Trust At All) | 969 30.0% | 294 37.0% | 110 14.0% | 255 32.0% | 310 39.0% |
| | | BC | | B | BC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 85

Q9_17. [News radio] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?

| | | Country | | | |
|------------------------------------|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 3201 | 800 | 800 | 800 | 801 |
| Base: All Answering (wtd) | 3201 | 800 | 800 | 800 | 801 |
| A lot of trust | 753 24.0% | 156 20.0% | 360 45.0% | 108 14.0% | 129 16.0% |
| | | C | ACD | | |
| Some trust | 1252 39.0% | 315 39.0% | 275 34.0% | 331 41.0% | 331 41.0% |
| | | B | | B | B |
| A little trust | 678 21.0% | 190 24.0% | 99 12.0% | 185 23.0% | 204 25.0% |
| | | B | | B | B |
| No trust at all | 202 6.0% | 47 6.0% | 29 4.0% | 59 7.0% | 67 8.0% |
| | | B | | B | B |
| Don't know | 316 10.0% | 92 12.0% | 37 5.0% | 117 15.0% | 70 9.0% |
| | | B | | BD | B |
| Sigma | 3201 100.0% | 800 100.0% | 800 100.0% | 800 100.0% | 801 100.0% |
| Summary | | | | | |
| Top2Box(A Lot Of Trust/Some Trust) | 2005 63.0% | 471 59.0% | 635 79.0% | 439 55.0% | 460 57.0% |
| | | | ACD | | |
| Low2Box(A Little/No Trust At All) | 880 27.0% | 237 30.0% | 128 16.0% | 244 30.0% | 271 34.0% |
| | | B | | B | B |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 86

Q9_18. [Traditional news websites or apps] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?

| | TOTAL | Country | | | |
|------------------------------------|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 3063 | 778 | 774 | 733 | 778 |
| Base: All Answering (wtd) | 3063 | 778 | 774 | 733 | 778 |
| A lot of trust | 602 | 121 | 318 | 66 | 97 |
| | 20.0% | 16.0% | 41.0% | 9.0% | 12.0% |
| | | C | ACD | | C |
| Some trust | 1164 | 325 | 318 | 247 | 274 |
| | 38.0% | 42.0% | 41.0% | 34.0% | 35.0% |
| | | CD | CD | | |
| A little trust | 777 | 201 | 90 | 224 | 262 |
| | 25.0% | 26.0% | 12.0% | 31.0% | 34.0% |
| | | B | | AB | AB |
| No trust at all | 210 | 58 | 25 | 64 | 63 |
| | 7.0% | 7.0% | 3.0% | 9.0% | 8.0% |
| | | B | | B | B |
| Don't know | 310 | 73 | 23 | 132 | 82 |
| | 10.0% | 9.0% | 3.0% | 18.0% | 11.0% |
| | | B | | ABD | B |
| Sigma | 3063 | 778 | 774 | 733 | 778 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box(A Lot Of Trust/Some Trust) | 1766 | 446 | 636 | 313 | 371 |
| | 58.0% | 57.0% | 82.0% | 43.0% | 48.0% |
| | | CD | ACD | | |
| Low2Box(A Little/No Trust At All) | 987 | 259 | 115 | 288 | 325 |
| | 32.0% | 33.0% | 15.0% | 39.0% | 42.0% |
| | | B | | AB | AB |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 87

Q9_19. [Online only news providers] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?

| | | Country | | | |
|------------------------------------|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 3063 | 778 | 774 | 733 | 778 |
| Base: All Answering (wtd) | 3063 | 778 | 774 | 733 | 778 |
| A lot of trust | 330 11.0% | 66 8.0% | 142 18.0% | 52 7.0% | 70 9.0% |
| | | | ACD | | |
| Some trust | 1127 37.0% | 279 36.0% | 390 50.0% | 209 29.0% | 249 32.0% |
| | | C | ACD | | |
| A little trust | 933 30.0% | 246 32.0% | 165 21.0% | 223 30.0% | 299 38.0% |
| | | B | | B | ABC |
| No trust at all | 237 8.0% | 65 8.0% | 29 4.0% | 73 10.0% | 70 9.0% |
| | | B | | B | B |
| Don't know | 436 14.0% | 122 16.0% | 48 6.0% | 176 24.0% | 90 12.0% |
| | | BD | | ABD | B |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| Summary | | | | | |
| Top2Box(A Lot Of Trust/Some Trust) | 1457 48.0% | 345 44.0% | 532 69.0% | 261 36.0% | 319 41.0% |
| | | C | ACD | | C |
| Low2Box(A Little/No Trust At All) | 1170 38.0% | 311 40.0% | 194 25.0% | 296 40.0% | 369 47.0% |
| | | B | | B | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 88

Q9_20. [Google News] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?

| | TOTAL | Country | | | |
|------------------------------------|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 3063 | 778 | 774 | 733 | 778 |
| Base: All Answering (wtd) | 3063 | 778 | 774 | 733 | 778 |
| A lot of trust | 304 10.0% | 68 9.0% | 99 13.0% | 66 9.0% | 71 9.0% |
| | | | ACD | | |
| Some trust | 1024 33.0% | 243 31.0% | 306 40.0% | 274 37.0% | 201 26.0% |
| | | D | AD | AD | |
| A little trust | 891 29.0% | 225 29.0% | 181 23.0% | 193 26.0% | 292 38.0% |
| | | B | | | ABC |
| No trust at all | 305 10.0% | 87 11.0% | 50 6.0% | 75 10.0% | 93 12.0% |
| | | B | | B | B |
| Don't know | 539 18.0% | 155 20.0% | 138 18.0% | 125 17.0% | 121 16.0% |
| | | D | | | |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| Summary | | | | | |
| Top2Box(A Lot Of Trust/Some Trust) | 1328 43.0% | 311 40.0% | 405 52.0% | 340 46.0% | 272 35.0% |
| | | D | ACD | AD | |
| Low2Box(A Little/No Trust At All) | 1196 39.0% | 312 40.0% | 231 30.0% | 268 37.0% | 385 49.0% |
| | | B | | B | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 89

Q9_21. [Apple News] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?

| | TOTAL | Country | | | |
|------------------------------------|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 3063 | 778 | 774 | 733 | 778 |
| Base: All Answering (wtd) | 3063 | 778 | 774 | 733 | 778 |
| A lot of trust | 161 | 45 | 43 | 31 | 42 |
| | 5.0% | 6.0% | 6.0% | 4.0% | 5.0% |
| Some trust | 447 | 130 | 128 | 94 | 95 |
| | 15.0% | 17.0% | 17.0% | 13.0% | 12.0% |
| | | CD | CD | | |
| A little trust | 582 | 163 | 125 | 133 | 161 |
| | 19.0% | 21.0% | 16.0% | 18.0% | 21.0% |
| | | B | | | B |
| No trust at all | 421 | 108 | 95 | 88 | 130 |
| | 14.0% | 14.0% | 12.0% | 12.0% | 17.0% |
| | | | | | BC |
| Don't know | 1452 | 332 | 383 | 387 | 350 |
| | 47.0% | 43.0% | 49.0% | 53.0% | 45.0% |
| | | | A | AD | |
| Sigma | 3063 | 778 | 774 | 733 | 778 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Summary | | | | | |
| Top2Box(A Lot Of Trust/Some Trust) | 608 | 175 | 171 | 125 | 137 |
| | 20.0% | 22.0% | 22.0% | 17.0% | 18.0% |
| | | CD | CD | | |
| Low2Box(A Little/No Trust At All) | 1003 | 271 | 220 | 221 | 291 |
| | 33.0% | 35.0% | 28.0% | 30.0% | 37.0% |
| | | B | | | BC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 90

Q9_22. [Podcasts] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?

| | TOTAL | Country | | | |
|------------------------------------|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 3063 | 778 | 774 | 733 | 778 |
| Base: All Answering (wtd) | 3063 | 778 | 774 | 733 | 778 |
| A lot of trust | 163 5.0% | 50 6.0% | 51 7.0% | 30 4.0% | 32 4.0% |
| | | CD | CD | | |
| Some trust | 662 22.0% | 190 24.0% | 222 29.0% | 120 16.0% | 130 17.0% |
| | | CD | CD | | |
| A little trust | 776 25.0% | 209 27.0% | 195 25.0% | 134 18.0% | 238 31.0% |
| | | C | C | | BC |
| No trust at all | 386 13.0% | 82 11.0% | 94 12.0% | 89 12.0% | 121 16.0% |
| | | | | | A |
| Don't know | 1076 35.0% | 247 32.0% | 212 27.0% | 360 49.0% | 257 33.0% |
| | | | | ABD | B |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box(A Lot Of Trust/Some Trust) | 825 27.0% | 240 31.0% | 273 35.0% | 150 20.0% | 162 21.0% |
| | | CD | CD | | |
| Low2Box(A Little/No Trust At All) | 1162 38.0% | 291 37.0% | 289 37.0% | 223 30.0% | 359 46.0% |
| | | C | C | | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 91

Q9_23. [Social media in general] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?

| | | Country | | | |
|------------------------------------|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 3201 | 800 | 800 | 800 | 801 |
| Base: All Answering (wtd) | 3201 | 800 | 800 | 800 | 801 |
| A lot of trust | 186 6.0% | 32 4.0% | 63 8.0% | 53 7.0% | 38 5.0% |
| | | | AD | A | |
| Some trust | 682 21.0% | 170 21.0% | 241 30.0% | 150 19.0% | 121 15.0% |
| | | D | ACD | | |
| A little trust | 1169 37.0% | 296 37.0% | 303 38.0% | 260 32.0% | 310 39.0% |
| | | | C | | C |
| No trust at all | 842 26.0% | 242 30.0% | 139 17.0% | 208 26.0% | 253 32.0% |
| | | B | | B | BC |
| Don't know | 322 10.0% | 60 8.0% | 54 7.0% | 129 16.0% | 79 10.0% |
| | | | | ABD | B |
| Sigma | 3201 100.0% | 800 100.0% | 800 100.0% | 800 100.0% | 801 100.0% |
| Summary | | | | | |
| Top2Box(A Lot Of Trust/Some Trust) | 868 27.0% | 202 25.0% | 304 38.0% | 203 25.0% | 159 20.0% |
| | | D | ACD | D | |
| Low2Box(A Little/No Trust At All) | 2011 63.0% | 538 67.0% | 442 55.0% | 468 58.0% | 563 70.0% |
| | | BC | | | BC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 92

Q9. [SUMMARY - TOP2BOX (A LOT OF TRUST/SOME TRUST)] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|--------------------------------|-------|-----------|---------|--------|---------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Facebook | 828 | 225 | 274 | 188 | 141 |
| | 35.0% | 35.0% | 44.0% | 33.0% | 26.0% |
| | | D | ACD | D | |
| Twitter | 528 | 119 | 190 | 125 | 94 |
| | 43.0% | 44.0% | 47.0% | 45.0% | 34.0% |
| | | D | D | D | |
| Instagram | 679 | 148 | 240 | 155 | 136 |
| | 40.0% | 39.0% | 45.0% | 42.0% | 34.0% |
| | | | D | D | |
| LinkedIn | 582 | 173 | 179 | 137 | 93 |
| | 51.0% | 54.0% | 56.0% | 50.0% | 43.0% |
| | | D | D | | |
| Snapchat | 439 | 86 | 139 | 123 | 91 |
| | 42.0% | 37.0% | 45.0% | 41.0% | 44.0% |
| | | | | | |
| WhatsApp | 883 | 143 | 323 | 177 | 240 |
| | 45.0% | 44.0% | 53.0% | 43.0% | 38.0% |
| | | | ACD | | |
| Reddit | 354 | 89 | 128 | 72 | 65 |
| | 44.0% | 42.0% | 44.0% | 50.0% | 39.0% |
| | | | | | |
| YouTube | 1121 | 286 | 361 | 265 | 209 |
| | 44.0% | 45.0% | 51.0% | 45.0% | 32.0% |
| | | D | ACD | D | |
| TikTok | 375 | 76 | 112 | 96 | 91 |
| | 40.0% | 41.0% | 38.0% | 45.0% | 37.0% |
| | | | | | |
| Signal | 313 | 65 | 106 | 65 | 77 |
| | 48.0% | 54.0% | 51.0% | 45.0% | 42.0% |
| | | D | | | |
| Telegram | 345 | 67 | 115 | 71 | 92 |
| | 49.0% | 54.0% | 53.0% | 53.0% | 40.0% |
| | | D | D | D | |
| Online Search (such as Google) | 1789 | 456 | 556 | 414 | 363 |
| | 63.0% | 63.0% | 76.0% | 62.0% | 50.0% |

| | | | | | |
|---|-------|-------|-------|-------|-------|
| | | D | ACD | D | |
| Streaming services for movies, TV series, or videos (i.e. Netflix) | 1141 | 289 | 335 | 292 | 225 |
| | 55.0% | 55.0% | 58.0% | 61.0% | 46.0% |
| | | D | D | AD | |
| Streaming music services (i.e. Spotify, Deezer, Apple Music, Tidal) | 925 | 207 | 286 | 243 | 189 |
| | 55.0% | 52.0% | 57.0% | 61.0% | 48.0% |
| | | | D | AD | |
| Broadcast TV news | 2064 | 482 | 664 | 430 | 488 |
| | 69.0% | 65.0% | 86.0% | 59.0% | 64.0% |
| | | C | ACD | | |
| Print newspapers | 1955 | 443 | 653 | 429 | 430 |
| | 67.0% | 60.0% | 86.0% | 63.0% | 58.0% |
| | | | ACD | | |
| News radio | 2005 | 471 | 635 | 439 | 460 |
| | 69.0% | 67.0% | 83.0% | 64.0% | 63.0% |
| | | | ACD | | |
| Traditional news websites or apps | 1766 | 446 | 636 | 313 | 371 |
| | 64.0% | 63.0% | 85.0% | 52.0% | 53.0% |
| | | CD | ACD | | |
| Online only news providers | 1457 | 345 | 532 | 261 | 319 |
| | 55.0% | 53.0% | 73.0% | 47.0% | 46.0% |
| | | CD | ACD | | |
| Google News | 1328 | 311 | 405 | 340 | 272 |
| | 53.0% | 50.0% | 64.0% | 56.0% | 41.0% |
| | | D | ACD | AD | |
| Apple News | 608 | 175 | 171 | 125 | 137 |
| | 38.0% | 39.0% | 44.0% | 36.0% | 32.0% |
| | | D | CD | | |
| Podcasts | 825 | 240 | 273 | 150 | 162 |
| | 42.0% | 45.0% | 49.0% | 40.0% | 31.0% |
| | | D | CD | D | |
| Social media in general | 868 | 202 | 304 | 203 | 159 |
| | 30.0% | 27.0% | 41.0% | 30.0% | 22.0% |
| | | D | ACD | D | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 93

Q9. [SUMMARY - LOW2BOX (A LITTLE/NO TRUST AT ALL)] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|--------------------------------|-------|-----------|---------|--------|---------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Facebook | 1541 | 413 | 351 | 384 | 393 |
| | 65.0% | 65.0% | 56.0% | 67.0% | 74.0% |
| | | B | | B | ABC |
| Twitter | 698 | 151 | 213 | 150 | 184 |
| | 57.0% | 56.0% | 53.0% | 55.0% | 66.0% |
| | | | | | ABC |
| Instagram | 1003 | 235 | 292 | 217 | 259 |
| | 60.0% | 61.0% | 55.0% | 58.0% | 66.0% |
| | | | | | BC |
| LinkedIn | 550 | 148 | 141 | 137 | 124 |
| | 49.0% | 46.0% | 44.0% | 50.0% | 57.0% |
| | | | | | AB |
| Snapchat | 606 | 145 | 169 | 175 | 117 |
| | 58.0% | 63.0% | 55.0% | 59.0% | 56.0% |
| | | | | | |
| WhatsApp | 1093 | 183 | 281 | 235 | 394 |
| | 55.0% | 56.0% | 47.0% | 57.0% | 62.0% |
| | | B | | B | B |
| Reddit | 454 | 123 | 160 | 71 | 100 |
| | 56.0% | 58.0% | 56.0% | 50.0% | 61.0% |
| | | | | | |
| YouTube | 1449 | 348 | 340 | 325 | 436 |
| | 56.0% | 55.0% | 49.0% | 55.0% | 68.0% |
| | | B | | B | ABC |
| TikTok | 560 | 111 | 179 | 117 | 153 |
| | 60.0% | 59.0% | 62.0% | 55.0% | 63.0% |
| | | | | | |
| Signal | 344 | 56 | 102 | 78 | 108 |
| | 52.0% | 46.0% | 49.0% | 55.0% | 58.0% |
| | | | | | A |
| Telegram | 360 | 57 | 101 | 64 | 138 |
| | 51.0% | 46.0% | 47.0% | 47.0% | 60.0% |
| | | | | | ABC |
| Online Search (such as Google) | 1058 | 273 | 173 | 256 | 356 |
| | 37.0% | 37.0% | 24.0% | 38.0% | 50.0% |

| | | | | | |
|---|-------|-------|-------|-------|-------|
| | | B | | B | ABC |
| Streaming services for movies, TV series, or videos (i.e. Netflix) | 929 | 239 | 244 | 183 | 263 |
| | 45.0% | 45.0% | 42.0% | 39.0% | 54.0% |
| | | C | | | ABC |
| Streaming music services (i.e. Spotify, Deezer, Apple Music, Tidal) | 766 | 194 | 216 | 153 | 203 |
| | 45.0% | 48.0% | 43.0% | 39.0% | 52.0% |
| | | C | | | BC |
| Broadcast TV news | 940 | 256 | 109 | 295 | 280 |
| | 31.0% | 35.0% | 14.0% | 41.0% | 36.0% |
| | | B | | AB | B |
| Print newspapers | 969 | 294 | 110 | 255 | 310 |
| | 33.0% | 40.0% | 14.0% | 37.0% | 42.0% |
| | | B | | B | B |
| News radio | 880 | 237 | 128 | 244 | 271 |
| | 31.0% | 33.0% | 17.0% | 36.0% | 37.0% |
| | | B | | B | B |
| Traditional news websites or apps | 987 | 259 | 115 | 288 | 325 |
| | 36.0% | 37.0% | 15.0% | 48.0% | 47.0% |
| | | B | | AB | AB |
| Online only news providers | 1170 | 311 | 194 | 296 | 369 |
| | 45.0% | 47.0% | 27.0% | 53.0% | 54.0% |
| | | B | | AB | AB |
| Google News | 1196 | 312 | 231 | 268 | 385 |
| | 47.0% | 50.0% | 36.0% | 44.0% | 59.0% |
| | | BC | | B | ABC |
| Apple News | 1003 | 271 | 220 | 221 | 291 |
| | 62.0% | 61.0% | 56.0% | 64.0% | 68.0% |
| | | | | B | AB |
| Podcasts | 1162 | 291 | 289 | 223 | 359 |
| | 58.0% | 55.0% | 51.0% | 60.0% | 69.0% |
| | | | | B | ABC |
| Social media in general | 2011 | 538 | 442 | 468 | 563 |
| | 70.0% | 73.0% | 59.0% | 70.0% | 78.0% |
| | | B | | B | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 94

Q9_1. [Facebook] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering (EXCLUDING DK) | 2369 | 638 | 625 | 572 | 534 |
| Base: All Answering (EXCLUDING DK) (wtd) | 2369 | 638 | 625 | 572 | 534 |
| A lot of trust | 213 9.0% | 42 7.0% | 62 10.0% | 57 10.0% | 52 10.0% |
| | | A | A | A | |
| Some trust | 615 26.0% | 183 29.0% | 212 34.0% | 131 23.0% | 89 17.0% |
| | | CD | ACD | D | |
| A little trust | 873 37.0% | 210 33.0% | 238 38.0% | 208 36.0% | 217 41.0% |
| | | | | | A |
| No trust at all | 668 28.0% | 203 32.0% | 113 18.0% | 176 31.0% | 176 33.0% |
| | | B | | B | B |
| Sigma | 2369 100.0% | 638 100.0% | 625 100.0% | 572 100.0% | 534 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box(A Lot Of Trust/Some Trust) | 828 35.0% | 225 35.0% | 274 44.0% | 188 33.0% | 141 26.0% |
| | | D | ACD | D | |
| Low2Box(A Little/No Trust At All) | 1541 65.0% | 413 65.0% | 351 56.0% | 384 67.0% | 393 74.0% |
| | | B | | B | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 95

Q9_2. [Twitter] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering (EXCLUDING DK) | 1226 | 270 | 403 | 275 | 278 |
| Base: All Answering (EXCLUDING DK) (wtd) | 1226 | 270 | 403 | 275 | 278 |
| A lot of trust | 148 12.0% | 31 11.0% | 47 12.0% | 46 17.0% | 24 9.0% |
| | | | | D | |
| Some trust | 380 31.0% | 88 33.0% | 143 35.0% | 79 29.0% | 70 25.0% |
| | | | D | | |
| A little trust | 487 40.0% | 103 38.0% | 144 36.0% | 108 39.0% | 132 47.0% |
| | | | | | AB |
| No trust at all | 211 17.0% | 48 18.0% | 69 17.0% | 42 15.0% | 52 19.0% |
| | | | | | |
| Sigma | 1226 100.0% | 270 100.0% | 403 100.0% | 275 100.0% | 278 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box(A Lot Of Trust/Some Trust) | 528 43.0% | 119 44.0% | 190 47.0% | 125 45.0% | 94 34.0% |
| | | D | D | D | |
| Low2Box(A Little/No Trust At All) | 698 57.0% | 151 56.0% | 213 53.0% | 150 55.0% | 184 66.0% |
| | | | | | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 96

Q9_3. [Instagram] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|---|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering (EXCLUDING DK) | 1682 | 383 | 532 | 372 | 395 |
| Base: All Answering (EXCLUDING DK) (wtd) | 1682 | 383 | 532 | 372 | 395 |
| A lot of trust | 206 | 43 | 67 | 46 | 50 |
| | 12.0% | 11.0% | 13.0% | 12.0% | 13.0% |
| Some trust | 473 | 105 | 173 | 109 | 86 |
| | 28.0% | 27.0% | 33.0% | 29.0% | 22.0% |
| A little trust | 703 | 163 | 206 | 152 | 182 |
| | 42.0% | 43.0% | 39.0% | 41.0% | 46.0% |
| No trust at all | 300 | 72 | 86 | 65 | 77 |
| | 18.0% | 19.0% | 16.0% | 17.0% | 19.0% |
| Sigma | 1682 | 383 | 532 | 372 | 395 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Summary | | | | | |
| Top2Box(A Lot Of Trust/Some Trust) | 679 | 148 | 240 | 155 | 136 |
| | 40.0% | 39.0% | 45.0% | 42.0% | 34.0% |
| Low2Box(A Little/No Trust At All) | 1003 | 235 | 292 | 217 | 259 |
| | 60.0% | 61.0% | 55.0% | 58.0% | 66.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 97

Q9_4. [LinkedIn] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering (EXCLUDING DK) | 1132 | 321 | 320 | 274 | 217 |
| Base: All Answering (EXCLUDING DK) (wtd) | 1132 | 321 | 320 | 274 | 217 |
| A lot of trust | 144 13.0% | 43 13.0% | 39 12.0% | 36 13.0% | 26 12.0% |
| Some trust | 438 39.0% | 130 40.0% | 140 44.0% | 101 37.0% | 67 31.0% |
| A little trust | 430 38.0% | 120 37.0% | 110 34.0% | 103 38.0% | 97 45.0% |
| No trust at all | 120 11.0% | 28 9.0% | 31 10.0% | 34 12.0% | 27 12.0% |
| Sigma | 1132 100.0% | 321 100.0% | 320 100.0% | 274 100.0% | 217 100.0% |
| Summary | | | | | |
| Top2Box(A Lot Of Trust/Some Trust) | 582 51.0% | 173 54.0% | 179 56.0% | 137 50.0% | 93 43.0% |
| Low2Box(A Little/No Trust At All) | 550 49.0% | 148 46.0% | 141 44.0% | 137 50.0% | 124 57.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 98

Q9_5. [Snapchat] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced? - (EXCLUDING DK)

| | | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering (EXCLUDING DK) | 1045 | 231 | 308 | 298 | 208 |
| Base: All Answering (EXCLUDING DK) (wtd) | 1045 | 231 | 308 | 298 | 208 |
| A lot of trust | 157 15.0% | 25 11.0% | 48 16.0% | 48 16.0% | 36 17.0% |
| Some trust | 282 27.0% | 61 26.0% | 91 30.0% | 75 25.0% | 55 26.0% |
| A little trust | 382 37.0% | 86 37.0% | 104 34.0% | 109 37.0% | 83 40.0% |
| No trust at all | 224 21.0% | 59 26.0% | 65 21.0% | 66 22.0% | 34 16.0% |
| Sigma | 1045 100.0% | 231 100.0% | 308 100.0% | 298 100.0% | 208 100.0% |
| Summary | | | | | |
| Top2Box(A Lot Of Trust/Some Trust) | 439 42.0% | 86 37.0% | 139 45.0% | 123 41.0% | 91 44.0% |
| Low2Box(A Little/No Trust At All) | 606 58.0% | 145 63.0% | 169 55.0% | 175 59.0% | 117 56.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 99

Q9_6. [WhatsApp] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced? - (EXCLUDING DK)

| | | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering (EXCLUDING DK) | 1976 | 326 | 604 | 412 | 634 |
| Base: All Answering (EXCLUDING DK) (wtd) | 1976 | 326 | 604 | 412 | 634 |
| A lot of trust | 249 13.0% | 37 11.0% | 84 14.0% | 53 13.0% | 75 12.0% |
| Some trust | 634 32.0% | 106 33.0% | 239 40.0% | 124 30.0% | 165 26.0% |
| A little trust | 708 36.0% | 107 33.0% | 177 29.0% | 143 35.0% | 281 44.0% |
| No trust at all | 385 19.0% | 76 23.0% | 104 17.0% | 92 22.0% | 113 18.0% |
| Sigma | 1976 100.0% | 326 100.0% | 604 100.0% | 412 100.0% | 634 100.0% |
| Summary | | | | | |
| Top2Box(A Lot Of Trust/Some Trust) | 883 45.0% | 143 44.0% | 323 53.0% | 177 43.0% | 240 38.0% |
| Low2Box(A Little/No Trust At All) | 1093 55.0% | 183 56.0% | 281 47.0% | 235 57.0% | 394 62.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 100

Q9_7. [Reddit] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|---|---------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering (EXCLUDING DK) | 808 | 212 | 288 | 143 | 165 |
| Base: All Answering (EXCLUDING DK) (wtd) | 808 | 212 | 288 | 143 | 165 |
| A lot of trust | 99 12.0% | 26 12.0% | 30 10.0% | 18 13.0% | 25 15.0% |
| Some trust | 255 32.0% | 63 30.0% | 98 34.0% | 54 38.0% | 40 24.0% |
| A little trust | 319 39.0% | 83 39.0% | 114 40.0% | 48 34.0% | 74 45.0% |
| No trust at all | 135 17.0% | 40 19.0% | 46 16.0% | 23 16.0% | 26 16.0% |
| Sigma | 808 100.0% | 212 100.0% | 288 100.0% | 143 100.0% | 165 100.0% |
| Summary | | | | | |
| Top2Box(A Lot Of Trust/Some Trust) | 354 44.0% | 89 42.0% | 128 44.0% | 72 50.0% | 65 39.0% |
| Low2Box(A Little/No Trust At All) | 454 56.0% | 123 58.0% | 160 56.0% | 71 50.0% | 100 61.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 101

Q9_8. [YouTube] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering (EXCLUDING DK) | 2570 | 634 | 701 | 590 | 645 |
| Base: All Answering (EXCLUDING DK) (wtd) | 2570 | 634 | 701 | 590 | 645 |
| A lot of trust | 283 11.0% | 72 11.0% | 94 13.0% | 64 11.0% | 53 8.0% |
| | | | D | | |
| Some trust | 838 33.0% | 214 34.0% | 267 38.0% | 201 34.0% | 156 24.0% |
| | | D | D | D | |
| A little trust | 1061 41.0% | 260 41.0% | 249 36.0% | 226 38.0% | 326 51.0% |
| | | B | | | ABC |
| No trust at all | 388 15.0% | 88 14.0% | 91 13.0% | 99 17.0% | 110 17.0% |
| | | | | | B |
| Sigma | 2570 100.0% | 634 100.0% | 701 100.0% | 590 100.0% | 645 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box(A Lot Of Trust/Some Trust) | 1121 44.0% | 286 45.0% | 361 51.0% | 265 45.0% | 209 32.0% |
| | | D | ACD | D | |
| Low2Box(A Little/No Trust At All) | 1449 56.0% | 348 55.0% | 340 49.0% | 325 55.0% | 436 68.0% |
| | | B | | B | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 102

Q9_9. [TikTok] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|---|------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering (EXCLUDING DK) | 935 | 187 | 291 | 213 | 244 |
| Base: All Answering (EXCLUDING DK) (wtd) | 935 | 187 | 291 | 213 | 244 |
| A lot of trust | 153 | 28 | 50 | 47 | 28 |
| | 16.0% | 15.0% | 17.0% | 22.0% | 11.0% |
| Some trust | 222 | 48 | 62 | 49 | 63 |
| | 24.0% | 26.0% | 21.0% | 23.0% | 26.0% |
| A little trust | 328 | 59 | 107 | 65 | 97 |
| | 35.0% | 32.0% | 37.0% | 31.0% | 40.0% |
| No trust at all | 232 | 52 | 72 | 52 | 56 |
| | 25.0% | 28.0% | 25.0% | 24.0% | 23.0% |
| Sigma | 935 | 187 | 291 | 213 | 244 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Summary | | | | | |
| Top2Box(A Lot Of Trust/Some Trust) | 375 | 76 | 112 | 96 | 91 |
| | 40.0% | 41.0% | 38.0% | 45.0% | 37.0% |
| Low2Box(A Little/No Trust At All) | 560 | 111 | 179 | 117 | 153 |
| | 60.0% | 59.0% | 62.0% | 55.0% | 63.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 103

Q9_10. [Signal] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|---|------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering (EXCLUDING DK) | 657 | 121 | 208 | 143 | 185 |
| Base: All Answering (EXCLUDING DK) (wtd) | 657 | 121 | 208 | 143 | 185 |
| A lot of trust | 98 | 19 | 33 | 15 | 31 |
| | 15.0% | 16.0% | 16.0% | 10.0% | 17.0% |
| Some trust | 215 | 46 | 73 | 50 | 46 |
| | 33.0% | 38.0% | 35.0% | 35.0% | 25.0% |
| | | D | D | D | |
| A little trust | 246 | 42 | 73 | 56 | 75 |
| | 37.0% | 35.0% | 35.0% | 39.0% | 41.0% |
| No trust at all | 98 | 14 | 29 | 22 | 33 |
| | 15.0% | 12.0% | 14.0% | 15.0% | 18.0% |
| | | | | | |
| Sigma | 657 | 121 | 208 | 143 | 185 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box(A Lot Of Trust/Some Trust) | 313 | 65 | 106 | 65 | 77 |
| | 48.0% | 54.0% | 51.0% | 45.0% | 42.0% |
| | | D | | | |
| Low2Box(A Little/No Trust At All) | 344 | 56 | 102 | 78 | 108 |
| | 52.0% | 46.0% | 49.0% | 55.0% | 58.0% |
| | | | | | A |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 104

Q9_11. [Telegram] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|---|---------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering (EXCLUDING DK) | 705 | 124 | 216 | 135 | 230 |
| Base: All Answering (EXCLUDING DK) (wtd) | 705 | 124 | 216 | 135 | 230 |
| A lot of trust | 112 16.0% | 21 17.0% | 42 19.0% | 16 12.0% | 33 14.0% |
| Some trust | 233 33.0% | 46 37.0% | 73 34.0% | 55 41.0% | 59 26.0% |
| A little trust | 231 33.0% | 38 31.0% | 67 31.0% | 41 30.0% | 85 37.0% |
| No trust at all | 129 18.0% | 19 15.0% | 34 16.0% | 23 17.0% | 53 23.0% |
| Sigma | 705 100.0% | 124 100.0% | 216 100.0% | 135 100.0% | 230 100.0% |
| Summary | | | | | |
| Top2Box(A Lot Of Trust/Some Trust) | 345 49.0% | 67 54.0% | 115 53.0% | 71 53.0% | 92 40.0% |
| Low2Box(A Little/No Trust At All) | 360 51.0% | 57 46.0% | 101 47.0% | 64 47.0% | 138 60.0% |
| | | | | | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 105

Q9_12. [Online Search (such as Google)] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering (EXCLUDING DK) | 2847 | 729 | 729 | 670 | 719 |
| Base: All Answering (EXCLUDING DK) (wtd) | 2847 | 729 | 729 | 670 | 719 |
| A lot of trust | 470 17.0% | 107 15.0% | 169 23.0% | 115 17.0% | 79 11.0% |
| | | D | ACD | D | |
| Some trust | 1319 46.0% | 349 48.0% | 387 53.0% | 299 45.0% | 284 39.0% |
| | | D | ACD | | |
| A little trust | 897 32.0% | 233 32.0% | 147 20.0% | 218 33.0% | 299 42.0% |
| | | B | | B | ABC |
| No trust at all | 161 6.0% | 40 5.0% | 26 4.0% | 38 6.0% | 57 8.0% |
| | | | | | B |
| Sigma | 2847 100.0% | 729 100.0% | 729 100.0% | 670 100.0% | 719 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box(A Lot Of Trust/Some Trust) | 1789 63.0% | 456 63.0% | 556 76.0% | 414 62.0% | 363 50.0% |
| | | D | ACD | D | |
| Low2Box(A Little/No Trust At All) | 1058 37.0% | 273 37.0% | 173 24.0% | 256 38.0% | 356 50.0% |
| | | B | | B | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 106

Q9_13. [Streaming services for movies, TV series, or videos (i.e. Netflix)] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?
 - (EXCLUDING DK)

| | TOTAL | Country | | | |
|---|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering (EXCLUDING DK) | 2070 | 528 | 579 | 475 | 488 |
| Base: All Answering (EXCLUDING DK) (wtd) | 2070 | 528 | 579 | 475 | 488 |
| A lot of trust | 369 | 74 | 105 | 112 | 78 |
| | 18.0% | 14.0% | 18.0% | 24.0% | 16.0% |
| Some trust | 772 | 215 | 230 | 180 | 147 |
| | 37.0% | 41.0% | 40.0% | 38.0% | 30.0% |
| | | D | D | D | |
| A little trust | 700 | 186 | 183 | 129 | 202 |
| | 34.0% | 35.0% | 32.0% | 27.0% | 41.0% |
| | | C | | | ABC |
| No trust at all | 229 | 53 | 61 | 54 | 61 |
| | 11.0% | 10.0% | 11.0% | 11.0% | 12.0% |
| Sigma | 2070 | 528 | 579 | 475 | 488 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box(A Lot Of Trust/Some Trust) | 1141 | 289 | 335 | 292 | 225 |
| | 55.0% | 55.0% | 58.0% | 61.0% | 46.0% |
| | | D | D | AD | |
| Low2Box(A Little/No Trust At All) | 929 | 239 | 244 | 183 | 263 |
| | 45.0% | 45.0% | 42.0% | 39.0% | 54.0% |
| | | C | | | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 107

Q9_14. [Streaming music services (i.e. Spotify, Deezer, Apple Music, Tidal)] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced?
 - (EXCLUDING DK)

| | TOTAL | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering (EXCLUDING DK) | 1691 | 401 | 502 | 396 | 392 |
| Base: All Answering (EXCLUDING DK) (wtd) | 1691 | 401 | 502 | 396 | 392 |
| A lot of trust | 299 18.0% | 50 12.0% | 99 20.0% | 88 22.0% | 62 16.0% |
| | | A | AD | | |
| Some trust | 626 37.0% | 157 39.0% | 187 37.0% | 155 39.0% | 127 32.0% |
| | | D | | D | |
| A little trust | 572 34.0% | 145 36.0% | 153 30.0% | 115 29.0% | 159 41.0% |
| | | C | | | BC |
| No trust at all | 194 11.0% | 49 12.0% | 63 13.0% | 38 10.0% | 44 11.0% |
| | | | | | |
| Sigma | 1691 100.0% | 401 100.0% | 502 100.0% | 396 100.0% | 392 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box(A Lot Of Trust/Some Trust) | 925 55.0% | 207 52.0% | 286 57.0% | 243 61.0% | 189 48.0% |
| | | | D | AD | |
| Low2Box(A Little/No Trust At All) | 766 45.0% | 194 48.0% | 216 43.0% | 153 39.0% | 203 52.0% |
| | | C | | | BC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 108

Q9_15. [Broadcast TV news] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering (EXCLUDING DK) | 3004 | 738 | 773 | 725 | 768 |
| Base: All Answering (EXCLUDING DK) (wtd) | 3004 | 738 | 773 | 725 | 768 |
| A lot of trust | 837 28.0% | 146 20.0% | 432 56.0% | 113 16.0% | 146 19.0% |
| | | C | ACD | | |
| Some trust | 1227 41.0% | 336 46.0% | 232 30.0% | 317 44.0% | 342 45.0% |
| | | B | | B | B |
| A little trust | 711 24.0% | 205 28.0% | 80 10.0% | 218 30.0% | 208 27.0% |
| | | B | | B | B |
| No trust at all | 229 8.0% | 51 7.0% | 29 4.0% | 77 11.0% | 72 9.0% |
| | | B | | AB | B |
| Sigma | 3004 100.0% | 738 100.0% | 773 100.0% | 725 100.0% | 768 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box(A Lot Of Trust/Some Trust) | 2064 69.0% | 482 65.0% | 664 86.0% | 430 59.0% | 488 64.0% |
| | | C | ACD | | |
| Low2Box(A Little/No Trust At All) | 940 31.0% | 256 35.0% | 109 14.0% | 295 41.0% | 280 36.0% |
| | | B | | AB | B |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 109

Q9_16. [Print newspapers] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering (EXCLUDING DK) | 2924 | 737 | 763 | 684 | 740 |
| Base: All Answering (EXCLUDING DK) (wtd) | 2924 | 737 | 763 | 684 | 740 |
| A lot of trust | 696 24.0% | 128 17.0% | 344 45.0% | 114 17.0% | 110 15.0% |
| | | | ACD | | |
| Some trust | 1259 43.0% | 315 43.0% | 309 40.0% | 315 46.0% | 320 43.0% |
| | | | | B | |
| A little trust | 744 25.0% | 223 30.0% | 91 12.0% | 187 27.0% | 243 33.0% |
| | | B | | B | BC |
| No trust at all | 225 8.0% | 71 10.0% | 19 2.0% | 68 10.0% | 67 9.0% |
| | | B | | B | B |
| Sigma | 2924 100.0% | 737 100.0% | 763 100.0% | 684 100.0% | 740 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box(A Lot Of Trust/Some Trust) | 1955 67.0% | 443 60.0% | 653 86.0% | 429 63.0% | 430 58.0% |
| | | | ACD | | |
| Low2Box(A Little/No Trust At All) | 969 33.0% | 294 40.0% | 110 14.0% | 255 37.0% | 310 42.0% |
| | | B | | B | B |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 110

Q9_17. [News radio] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|---|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering (EXCLUDING DK) | 2885 | 708 | 763 | 683 | 731 |
| Base: All Answering (EXCLUDING DK) (wtd) | 2885 | 708 | 763 | 683 | 731 |
| A lot of trust | 753 | 156 | 360 | 108 | 129 |
| | 26.0% | 22.0% | 47.0% | 16.0% | 18.0% |
| | | CD | ACD | | |
| Some trust | 1252 | 315 | 275 | 331 | 331 |
| | 43.0% | 44.0% | 36.0% | 48.0% | 45.0% |
| | | B | | B | B |
| A little trust | 678 | 190 | 99 | 185 | 204 |
| | 24.0% | 27.0% | 13.0% | 27.0% | 28.0% |
| | | B | | B | B |
| No trust at all | 202 | 47 | 29 | 59 | 67 |
| | 7.0% | 7.0% | 4.0% | 9.0% | 9.0% |
| | | B | | B | B |
| Sigma | 2885 | 708 | 763 | 683 | 731 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box(A Lot Of Trust/Some Trust) | 2005 | 471 | 635 | 439 | 460 |
| | 69.0% | 67.0% | 83.0% | 64.0% | 63.0% |
| | | | ACD | | |
| Low2Box(A Little/No Trust At All) | 880 | 237 | 128 | 244 | 271 |
| | 31.0% | 33.0% | 17.0% | 36.0% | 37.0% |
| | | B | | B | B |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 111

Q9_18. [Traditional news websites or apps] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced? - (EXCLUDING DK)

| | | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering (EXCLUDING DK) | 2753 | 705 | 751 | 601 | 696 |
| Base: All Answering (EXCLUDING DK) (wtd) | 2753 | 705 | 751 | 601 | 696 |
| A lot of trust | 602 22.0% | 121 17.0% | 318 42.0% | 66 11.0% | 97 14.0% |
| | | C | ACD | | |
| Some trust | 1164 42.0% | 325 46.0% | 318 42.0% | 247 41.0% | 274 39.0% |
| | | D | | | |
| A little trust | 777 28.0% | 201 29.0% | 90 12.0% | 224 37.0% | 262 38.0% |
| | | B | | AB | AB |
| No trust at all | 210 8.0% | 58 8.0% | 25 3.0% | 64 11.0% | 63 9.0% |
| | | B | | B | B |
| Sigma | 2753 100.0% | 705 100.0% | 751 100.0% | 601 100.0% | 696 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box(A Lot Of Trust/Some Trust) | 1766 64.0% | 446 63.0% | 636 85.0% | 313 52.0% | 371 53.0% |
| | | CD | ACD | | |
| Low2Box(A Little/No Trust At All) | 987 36.0% | 259 37.0% | 115 15.0% | 288 48.0% | 325 47.0% |
| | | B | | AB | AB |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 112

Q9_19. [Online only news providers] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering (EXCLUDING DK) | 2627 | 656 | 726 | 557 | 688 |
| Base: All Answering (EXCLUDING DK) (wtd) | 2627 | 656 | 726 | 557 | 688 |
| A lot of trust | 330 13.0% | 66 10.0% | 142 20.0% | 52 9.0% | 70 10.0% |
| | | | ACD | | |
| Some trust | 1127 43.0% | 279 43.0% | 390 54.0% | 209 38.0% | 249 36.0% |
| | | D | ACD | | |
| A little trust | 933 36.0% | 246 38.0% | 165 23.0% | 223 40.0% | 299 43.0% |
| | | B | | B | AB |
| No trust at all | 237 9.0% | 65 10.0% | 29 4.0% | 73 13.0% | 70 10.0% |
| | | B | | B | B |
| Sigma | 2627 100.0% | 656 100.0% | 726 100.0% | 557 100.0% | 688 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box(A Lot Of Trust/Some Trust) | 1457 55.0% | 345 53.0% | 532 73.0% | 261 47.0% | 319 46.0% |
| | | CD | ACD | | |
| Low2Box(A Little/No Trust At All) | 1170 45.0% | 311 47.0% | 194 27.0% | 296 53.0% | 369 54.0% |
| | | B | | AB | AB |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 113

Q9_20. [Google News] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced? - (EXCLUDING DK)

| | | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering (EXCLUDING DK) | 2524 | 623 | 636 | 608 | 657 |
| Base: All Answering (EXCLUDING DK) (wtd) | 2524 | 623 | 636 | 608 | 657 |
| A lot of trust | 304 12.0% | 68 11.0% | 99 16.0% | 66 11.0% | 71 11.0% |
| | | | ACD | | |
| Some trust | 1024 41.0% | 243 39.0% | 306 48.0% | 274 45.0% | 201 31.0% |
| | | D | AD | AD | |
| A little trust | 891 35.0% | 225 36.0% | 181 28.0% | 193 32.0% | 292 44.0% |
| | | B | | | ABC |
| No trust at all | 305 12.0% | 87 14.0% | 50 8.0% | 75 12.0% | 93 14.0% |
| | | B | | B | B |
| Sigma | 2524 100.0% | 623 100.0% | 636 100.0% | 608 100.0% | 657 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box(A Lot Of Trust/Some Trust) | 1328 53.0% | 311 50.0% | 405 64.0% | 340 56.0% | 272 41.0% |
| | | D | ACD | AD | |
| Low2Box(A Little/No Trust At All) | 1196 47.0% | 312 50.0% | 231 36.0% | 268 44.0% | 385 59.0% |
| | | BC | | B | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 114

Q9_21. [Apple News] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced? - (EXCLUDING DK)

| | | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering (EXCLUDING DK) | 1611 | 446 | 391 | 346 | 428 |
| Base: All Answering (EXCLUDING DK) (wtd) | 1611 | 446 | 391 | 346 | 428 |
| A lot of trust | 161 10.0% | 45 10.0% | 43 11.0% | 31 9.0% | 42 10.0% |
| Some trust | 447 28.0% | 130 29.0% | 128 33.0% | 94 27.0% | 95 22.0% |
| A little trust | 582 36.0% | 163 37.0% | 125 32.0% | 133 38.0% | 161 38.0% |
| No trust at all | 421 26.0% | 108 24.0% | 95 24.0% | 88 25.0% | 130 30.0% |
| Sigma | 1611 100.0% | 446 100.0% | 391 100.0% | 346 100.0% | 428 100.0% |
| Summary | | | | | |
| Top2Box(A Lot Of Trust/Some Trust) | 608 38.0% | 175 39.0% | 171 44.0% | 125 36.0% | 137 32.0% |
| Low2Box(A Little/No Trust At All) | 1003 62.0% | 271 61.0% | 220 56.0% | 221 64.0% | 291 68.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 115

Q9_22. [Podcasts] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering (EXCLUDING DK) | 1987 | 531 | 562 | 373 | 521 |
| Base: All Answering (EXCLUDING DK) (wtd) | 1987 | 531 | 562 | 373 | 521 |
| A lot of trust | 163 8.0% | 50 9.0% | 51 9.0% | 30 8.0% | 32 6.0% |
| | | D | | | |
| Some trust | 662 33.0% | 190 36.0% | 222 40.0% | 120 32.0% | 130 25.0% |
| | | D | CD | D | |
| A little trust | 776 39.0% | 209 39.0% | 195 35.0% | 134 36.0% | 238 46.0% |
| | | | | | ABC |
| No trust at all | 386 19.0% | 82 15.0% | 94 17.0% | 89 24.0% | 121 23.0% |
| | | | | AB | AB |
| Sigma | 1987 100.0% | 531 100.0% | 562 100.0% | 373 100.0% | 521 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box(A Lot Of Trust/Some Trust) | 825 42.0% | 240 45.0% | 273 49.0% | 150 40.0% | 162 31.0% |
| | | D | CD | D | |
| Low2Box(A Little/No Trust At All) | 1162 58.0% | 291 55.0% | 289 51.0% | 223 60.0% | 359 69.0% |
| | | | | B | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 116

Q9_23. [Social media in general] In general, how much trust and confidence do you have in the following sources of information when it comes to information that is fair, accurate, and balanced? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering (EXCLUDING DK) | 2879 | 740 | 746 | 671 | 722 |
| Base: All Answering (EXCLUDING DK) (wtd) | 2879 | 740 | 746 | 671 | 722 |
| A lot of trust | 186 6.0% | 32 4.0% | 63 8.0% | 53 8.0% | 38 5.0% |
| | | | AD | AD | |
| Some trust | 682 24.0% | 170 23.0% | 241 32.0% | 150 22.0% | 121 17.0% |
| | | D | ACD | D | |
| A little trust | 1169 41.0% | 296 40.0% | 303 41.0% | 260 39.0% | 310 43.0% |
| No trust at all | 842 29.0% | 242 33.0% | 139 19.0% | 208 31.0% | 253 35.0% |
| | | B | | B | B |
| Sigma | 2879 100.0% | 740 100.0% | 746 100.0% | 671 100.0% | 722 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box(A Lot Of Trust/Some Trust) | 868 30.0% | 202 27.0% | 304 41.0% | 203 30.0% | 159 22.0% |
| | | D | ACD | D | |
| Low2Box(A Little/No Trust At All) | 2011 70.0% | 538 73.0% | 442 59.0% | 468 70.0% | 563 78.0% |
| | | B | | B | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 117

Q10. [SUMMARY - TOP2BOX (VERY/ SOMEWHAT IMPORTANT)] How important are the following to you personally when consuming online content?

| | TOTAL | Country | | | |
|--|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3063 | 778 | 774 | 733 | 778 |
| Base: Those who consume online content in some way (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Online content that is from different sources and a variety of perspectives | 2215 | 609 | 599 | 488 | 519 |
| | 72.0% | 78.0% | 77.0% | 67.0% | 67.0% |
| | | CD | CD | | |
| Online content that is factual and truthful | 2360 | 678 | 617 | 457 | 608 |
| | 77.0% | 87.0% | 80.0% | 62.0% | 78.0% |
| | | BCD | C | | C |
| Online content that matches my personal preferences | 1864 | 492 | 483 | 420 | 469 |
| | 61.0% | 63.0% | 62.0% | 57.0% | 60.0% |
| | | C | C | | |
| Online content that I agree with | 1581 | 424 | 365 | 347 | 445 |
| | 52.0% | 54.0% | 47.0% | 47.0% | 57.0% |
| | | BC | | | BC |
| Online content that includes Australian, Finnish, French, German content (such as national or local events or stories) | 2256 | 658 | 596 | 521 | 481 |
| | 74.0% | 85.0% | 77.0% | 71.0% | 62.0% |
| | | BCD | CD | D | |
| Online content that includes European content | 1384 | - | 524 | 380 | 480 |
| | 61.0% | - | 68.0% | 52.0% | 62.0% |
| | | | CD | | C |
| Online content that reflects different points of view on community, regional, and national issues | 2272 | 609 | 610 | 494 | 559 |
| | 74.0% | 78.0% | 79.0% | 67.0% | 72.0% |
| | | CD | CD | | |
| Online content that includes investigative journalism | 2040 | 576 | 542 | 473 | 449 |
| | 67.0% | 74.0% | 70.0% | 65.0% | 58.0% |
| | | CD | CD | D | |
| Online content that includes local community news and | 2192 | 606 | 590 | 474 | 522 |

| | | | | | |
|---|-------|-------|-------|-------|-------|
| information | 72.0% | 78.0% | 76.0% | 65.0% | 67.0% |
| | | CD | CD | | |
| Online content that covers underrepresented groups or communities | 1679 | 490 | 482 | 340 | 367 |
| | 55.0% | 63.0% | 62.0% | 46.0% | 47.0% |
| | | CD | CD | | |
| Online content that is suggested to me based on my preferences | 1463 | 386 | 398 | 350 | 329 |
| | 48.0% | 50.0% | 51.0% | 48.0% | 42.0% |
| | | D | D | D | |
| Online content that comes from a source I trust | 2437 | 675 | 622 | 549 | 591 |
| | 80.0% | 87.0% | 80.0% | 75.0% | 76.0% |
| | | BCD | CD | | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 118

Q10. [SUMMARY - LOW2BOX (NOT VERY/ NOT AT ALL IMPORTANT)] How important are the following to you personally when consuming online content?

| | TOTAL | Country | | | |
|--|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3063 | 778 | 774 | 733 | 778 |
| Base: Those who consume online content in some way (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Online content that is from different sources and a variety of perspectives | 669 | 127 | 142 | 188 | 212 |
| | 22.0% | 16.0% | 18.0% | 26.0% | 27.0% |
| | | | | AB | AB |
| Online content that is factual and truthful | 520 | 74 | 122 | 192 | 132 |
| | 17.0% | 10.0% | 16.0% | 26.0% | 17.0% |
| | | | A | ABD | A |
| Online content that matches my personal preferences | 994 | 240 | 251 | 250 | 253 |
| | 32.0% | 31.0% | 32.0% | 34.0% | 33.0% |
| | | | | | |
| Online content that I agree with | 1233 | 308 | 360 | 309 | 256 |
| | 40.0% | 40.0% | 47.0% | 42.0% | 33.0% |
| | | D | AD | D | |
| Online content that includes Australian, Finnish, French, German content (such as national or local events or stories) | 630 | 98 | 146 | 163 | 223 |
| | 21.0% | 13.0% | 19.0% | 22.0% | 29.0% |
| | | | A | A | ABC |
| Online content that includes European content | 735 | - | 213 | 278 | 244 |
| | 32.0% | - | 28.0% | 38.0% | 31.0% |
| | | | | BD | |
| Online content that reflects different points of view on community, regional, and national issues | 616 | 133 | 137 | 172 | 174 |
| | 20.0% | 17.0% | 18.0% | 23.0% | 22.0% |
| | | | | AB | AB |
| Online content that includes investigative journalism | 796 | 159 | 198 | 192 | 247 |
| | 26.0% | 20.0% | 26.0% | 26.0% | 32.0% |
| | | | A | A | ABC |
| Online content that includes local community news and | 701 | 141 | 150 | 198 | 212 |

| | | | | | |
|---|-------|-------|-------|-------|-------|
| information | 23.0% | 18.0% | 19.0% | 27.0% | 27.0% |
| | | | | AB | AB |
| Online content that covers underrepresented groups or communities | 1123 | 234 | 248 | 308 | 333 |
| | 37.0% | 30.0% | 32.0% | 42.0% | 43.0% |
| | | | | AB | AB |
| Online content that is suggested to me based on my preferences | 1381 | 343 | 334 | 319 | 385 |
| | 45.0% | 44.0% | 43.0% | 44.0% | 49.0% |
| | | | | | ABC |
| Online content that comes from a source I trust | 475 | 81 | 122 | 131 | 141 |
| | 16.0% | 10.0% | 16.0% | 18.0% | 18.0% |
| | | | A | A | A |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 119

Q10_1. [Online content that is from different sources and a variety of perspectives] How important are the following to you personally when consuming online content?

| | | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3063 | 778 | 774 | 733 | 778 |
| Base: Those who consume online content in some way (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Very important | 807 26.0% | 222 29.0% | 263 34.0% | 156 21.0% | 166 21.0% |
| | | CD | ACD | | |
| Somewhat important | 1408 46.0% | 387 50.0% | 336 43.0% | 332 45.0% | 353 45.0% |
| | | B | | | |
| Not very important | 508 17.0% | 98 13.0% | 111 14.0% | 141 19.0% | 158 20.0% |
| | | | | AB | AB |
| Not at all important | 161 5.0% | 29 4.0% | 31 4.0% | 47 6.0% | 54 7.0% |
| | | | | AB | AB |
| Don't know | 179 6.0% | 42 5.0% | 33 4.0% | 57 8.0% | 47 6.0% |
| | | | | B | |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box (Very/ Somewhat important) | 2215 72.0% | 609 78.0% | 599 77.0% | 488 67.0% | 519 67.0% |
| | | CD | CD | | |
| Low2Box (Not very/ Not at all important) | 669 22.0% | 127 16.0% | 142 18.0% | 188 26.0% | 212 27.0% |
| | | | | AB | AB |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 120

Q10_2. [Online content that is factual and truthful] How important are the following to you personally when consuming online content?

| | | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3063 | 778 | 774 | 733 | 778 |
| Base: Those who consume online content in some way (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Very important | 1339 44.0% | 443 57.0% | 381 49.0% | 165 23.0% | 350 45.0% |
| | | BCD | C | | C |
| Somewhat important | 1021 33.0% | 235 30.0% | 236 30.0% | 292 40.0% | 258 33.0% |
| | | | | ABD | |
| Not very important | 375 12.0% | 55 7.0% | 89 11.0% | 141 19.0% | 90 12.0% |
| | | | A | ABD | A |
| Not at all important | 145 5.0% | 19 2.0% | 33 4.0% | 51 7.0% | 42 5.0% |
| | | | A | AB | A |
| Don't know | 183 6.0% | 26 3.0% | 35 5.0% | 84 11.0% | 38 5.0% |
| | | | | ABD | |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box (Very/ Somewhat important) | 2360 77.0% | 678 87.0% | 617 80.0% | 457 62.0% | 608 78.0% |
| | | BCD | C | | C |
| Low2Box (Not very/ Not at all important) | 520 17.0% | 74 10.0% | 122 16.0% | 192 26.0% | 132 17.0% |
| | | | A | ABD | A |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 121

Q10_3. [Online content that matches my personal preferences] How important are the following to you personally when consuming online content?

| | | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3063 | 778 | 774 | 733 | 778 |
| Base: Those who consume online content in some way (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Very important | 454 15.0% | 118 15.0% | 125 16.0% | 101 14.0% | 110 14.0% |
| Somewhat important | 1410 46.0% | 374 48.0% | 358 46.0% | 319 44.0% | 359 46.0% |
| Not very important | 705 23.0% | 164 21.0% | 183 24.0% | 184 25.0% | 174 22.0% |
| Not at all important | 289 9.0% | 76 10.0% | 68 9.0% | 66 9.0% | 79 10.0% |
| Don't know | 205 7.0% | 46 6.0% | 40 5.0% | 63 9.0% | 56 7.0% |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| Summary | | | | | |
| Top2Box (Very/ Somewhat important) | 1864 61.0% | 492 63.0% | 483 62.0% | 420 57.0% | 469 60.0% |
| | | C | C | | |
| Low2Box (Not very/ Not at all important) | 994 32.0% | 240 31.0% | 251 32.0% | 250 34.0% | 253 33.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 122

Q10_4. [Online content that I agree with] How important are the following to you personally when consuming online content?

| | | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3063 | 778 | 774 | 733 | 778 |
| Base: Those who consume online content in some way (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Very important | 369 12.0% | 108 14.0% | 90 12.0% | 76 10.0% | 95 12.0% |
| Somewhat important | 1212 40.0% | 316 41.0% | 275 36.0% | 271 37.0% | 350 45.0% |
| Not very important | 905 30.0% | 229 29.0% | 266 34.0% | 222 30.0% | 188 24.0% |
| Not at all important | 328 11.0% | 79 10.0% | 94 12.0% | 87 12.0% | 68 9.0% |
| Don't know | 249 8.0% | 46 6.0% | 49 6.0% | 77 11.0% | 77 10.0% |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| Summary | | | | | |
| Top2Box (Very/ Somewhat important) | 1581 52.0% | 424 54.0% | 365 47.0% | 347 47.0% | 445 57.0% |
| Low2Box (Not very/ Not at all important) | 1233 40.0% | 308 40.0% | 360 47.0% | 309 42.0% | 256 33.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 123

Q10_5. [Online content that includes Australian,Finnish,French,German content (such as national or local events or stories)] How important are the following to you personally when consuming online content?

| | TOTAL | Country | | | |
|---|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3063 | 778 | 774 | 733 | 778 |
| Base: Those who consume online content in some way (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Very important | 863 | 301 | 264 | 161 | 137 |
| | 28.0% | 39.0% | 34.0% | 22.0% | 18.0% |
| | | CD | CD | D | |
| Somewhat important | 1393 | 357 | 332 | 360 | 344 |
| | 45.0% | 46.0% | 43.0% | 49.0% | 44.0% |
| | | | | B | |
| Not very important | 498 | 78 | 113 | 126 | 181 |
| | 16.0% | 10.0% | 15.0% | 17.0% | 23.0% |
| | | | A | A | ABC |
| Not at all important | 132 | 20 | 33 | 37 | 42 |
| | 4.0% | 3.0% | 4.0% | 5.0% | 5.0% |
| | | | | A | A |
| Don't know | 177 | 22 | 32 | 49 | 74 |
| | 6.0% | 3.0% | 4.0% | 7.0% | 10.0% |
| | | | | AB | ABC |
| Sigma | 3063 | 778 | 774 | 733 | 778 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Summary | | | | | |
| Top2Box (Very/ Somewhat important) | 2256 | 658 | 596 | 521 | 481 |
| | 74.0% | 85.0% | 77.0% | 71.0% | 62.0% |
| | | BCD | CD | D | |
| Low2Box (Not very/ Not at all important) | 630 | 98 | 146 | 163 | 223 |
| | 21.0% | 13.0% | 19.0% | 22.0% | 29.0% |
| | | | A | A | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 124

Q10_6. [Online content that includes European content] How important are the following to you personally when consuming online content?

| | | Country | | | |
|---|-------------|-----------|------------|------------|------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 2285 | - | 774 | 733 | 778 |
| Base: Those who consume online content in some way (wtd) | 2285 | - | 774 | 733 | 778 |
| Very important | 323 | - | 152 | 73 | 98 |
| | 14.0% | - | 20.0% | 10.0% | 13.0% |
| | | | CD | | |
| Somewhat important | 1061 | - | 372 | 307 | 382 |
| | 46.0% | - | 48.0% | 42.0% | 49.0% |
| | | | C | | C |
| Not very important | 554 | - | 157 | 207 | 190 |
| | 24.0% | - | 20.0% | 28.0% | 24.0% |
| | | | | B | |
| Not at all important | 181 | - | 56 | 71 | 54 |
| | 8.0% | - | 7.0% | 10.0% | 7.0% |
| | | | | | |
| Don't know | 166 | - | 37 | 75 | 54 |
| | 7.0% | - | 5.0% | 10.0% | 7.0% |
| | | | | BD | |
| Sigma | 2285 | - | 774 | 733 | 778 |
| | 100.0% | - | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box (Very/ Somewhat important) | 1384 | - | 524 | 380 | 480 |
| | 61.0% | - | 68.0% | 52.0% | 62.0% |
| | | | CD | | C |
| Low2Box (Not very/ Not at all important) | 735 | - | 213 | 278 | 244 |
| | 32.0% | - | 28.0% | 38.0% | 31.0% |
| | | | | BD | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 125

Q10_7. [Online content that reflects different points of view on community, regional, and national issues] How important are the following to you personally when consuming online content?

| | TOTAL | Country | | | |
|---|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3063 | 778 | 774 | 733 | 778 |
| Base: Those who consume online content in some way (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Very important | 788 | 232 | 244 | 132 | 180 |
| | 26.0% | 30.0% | 32.0% | 18.0% | 23.0% |
| | | CD | CD | | C |
| Somewhat important | 1484 | 377 | 366 | 362 | 379 |
| | 48.0% | 48.0% | 47.0% | 49.0% | 49.0% |
| | | | | | |
| Not very important | 474 | 102 | 106 | 128 | 138 |
| | 15.0% | 13.0% | 14.0% | 17.0% | 18.0% |
| | | | | AB | AB |
| Not at all important | 142 | 31 | 31 | 44 | 36 |
| | 5.0% | 4.0% | 4.0% | 6.0% | 5.0% |
| | | | | | |
| Don't know | 175 | 36 | 27 | 67 | 45 |
| | 6.0% | 5.0% | 3.0% | 9.0% | 6.0% |
| | | | | ABD | B |
| Sigma | 3063 | 778 | 774 | 733 | 778 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Summary | | | | | |
| Top2Box (Very/ Somewhat important) | 2272 | 609 | 610 | 494 | 559 |
| | 74.0% | 78.0% | 79.0% | 67.0% | 72.0% |
| | | CD | CD | | |
| Low2Box (Not very/ Not at all important) | 616 | 133 | 137 | 172 | 174 |
| | 20.0% | 17.0% | 18.0% | 23.0% | 22.0% |
| | | | | AB | AB |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 126

Q10_8. [Online content that includes investigative journalism] How important are the following to you personally when consuming online content?

| | TOTAL | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3063 | 778 | 774 | 733 | 778 |
| Base: Those who consume online content in some way (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Very important | 736 24.0% | 236 30.0% | 228 29.0% | 116 16.0% | 156 20.0% |
| | | CD | CD | | C |
| Somewhat important | 1304 43.0% | 340 44.0% | 314 41.0% | 357 49.0% | 293 38.0% |
| | | D | | BD | |
| Not very important | 595 19.0% | 124 16.0% | 145 19.0% | 142 19.0% | 184 24.0% |
| | | | | | ABC |
| Not at all important | 201 7.0% | 35 4.0% | 53 7.0% | 50 7.0% | 63 8.0% |
| | | | A | | A |
| Don't know | 227 7.0% | 43 6.0% | 34 4.0% | 68 9.0% | 82 11.0% |
| | | | | AB | AB |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| Summary | | | | | |
| Top2Box (Very/ Somewhat important) | 2040 67.0% | 576 74.0% | 542 70.0% | 473 65.0% | 449 58.0% |
| | | CD | CD | D | |
| Low2Box (Not very/ Not at all important) | 796 26.0% | 159 20.0% | 198 26.0% | 192 26.0% | 247 32.0% |
| | | | A | A | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 127

Q10_9. [Online content that includes local community news and information] How important are the following to you personally when consuming online content?

| | | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3063 | 778 | 774 | 733 | 778 |
| Base: Those who consume online content in some way (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Very important | 704 23.0% | 226 29.0% | 223 29.0% | 100 14.0% | 155 20.0% |
| | | CD | CD | | C |
| Somewhat important | 1488 49.0% | 380 49.0% | 367 47.0% | 374 51.0% | 367 47.0% |
| Not very important | 537 18.0% | 114 15.0% | 120 16.0% | 147 20.0% | 156 20.0% |
| | | | | AB | AB |
| Not at all important | 164 5.0% | 27 3.0% | 30 4.0% | 51 7.0% | 56 7.0% |
| | | | | AB | AB |
| Don't know | 170 6.0% | 31 4.0% | 34 4.0% | 61 8.0% | 44 6.0% |
| | | | | ABD | |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| Summary | | | | | |
| Top2Box (Very/ Somewhat important) | 2192 72.0% | 606 78.0% | 590 76.0% | 474 65.0% | 522 67.0% |
| | | CD | CD | | |
| Low2Box (Not very/ Not at all important) | 701 23.0% | 141 18.0% | 150 19.0% | 198 27.0% | 212 27.0% |
| | | | | AB | AB |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 128

Q10_10. [Online content that covers underrepresented groups or communities] How important are the following to you personally when consuming online content?

| | TOTAL | Country | | | |
|---|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3063 | 778 | 774 | 733 | 778 |
| Base: Those who consume online content in some way (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Very important | 506 | 157 | 167 | 95 | 87 |
| | 17.0% | 20.0% | 22.0% | 13.0% | 11.0% |
| | | CD | CD | | |
| Somewhat important | 1173 | 333 | 315 | 245 | 280 |
| | 38.0% | 43.0% | 41.0% | 33.0% | 36.0% |
| | | CD | C | | |
| Not very important | 800 | 172 | 184 | 199 | 245 |
| | 26.0% | 22.0% | 24.0% | 27.0% | 31.0% |
| | | | | A | AB |
| Not at all important | 323 | 62 | 64 | 109 | 88 |
| | 11.0% | 8.0% | 8.0% | 15.0% | 11.0% |
| | | | | ABD | AB |
| Don't know | 261 | 54 | 44 | 85 | 78 |
| | 9.0% | 7.0% | 6.0% | 12.0% | 10.0% |
| | | | | AB | AB |
| Sigma | 3063 | 778 | 774 | 733 | 778 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Summary | | | | | |
| Top2Box (Very/ Somewhat important) | 1679 | 490 | 482 | 340 | 367 |
| | 55.0% | 63.0% | 62.0% | 46.0% | 47.0% |
| | | CD | CD | | |
| Low2Box (Not very/ Not at all important) | 1123 | 234 | 248 | 308 | 333 |
| | 37.0% | 30.0% | 32.0% | 42.0% | 43.0% |
| | | | | AB | AB |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 129

Q10_11. [Online content that is suggested to me based on my preferences] How important are the following to you personally when consuming online content?

| | | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3063 | 778 | 774 | 733 | 778 |
| Base: Those who consume online content in some way (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Very important | 350 11.0% | 81 10.0% | 110 14.0% | 87 12.0% | 72 9.0% |
| | | | AD | | |
| Somewhat important | 1113 36.0% | 305 39.0% | 288 37.0% | 263 36.0% | 257 33.0% |
| | | D | | | |
| Not very important | 910 30.0% | 209 27.0% | 231 30.0% | 208 28.0% | 262 34.0% |
| | | | | | AC |
| Not at all important | 471 15.0% | 134 17.0% | 103 13.0% | 111 15.0% | 123 16.0% |
| | | B | | | |
| Don't know | 219 7.0% | 49 6.0% | 42 5.0% | 64 9.0% | 64 8.0% |
| | | | | B | B |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box (Very/ Somewhat important) | 1463 48.0% | 386 50.0% | 398 51.0% | 350 48.0% | 329 42.0% |
| | | D | D | D | |
| Low2Box (Not very/ Not at all important) | 1381 45.0% | 343 44.0% | 334 43.0% | 319 44.0% | 385 49.0% |
| | | | | | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 130

Q10_12. [Online content that comes from a source I trust] How important are the following to you personally when consuming online content?

| | TOTAL | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3063 | 778 | 774 | 733 | 778 |
| Base: Those who consume online content in some way (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Very important | 1161 38.0% | 354 46.0% | 360 47.0% | 199 27.0% | 248 32.0% |
| | | CD | CD | | C |
| Somewhat important | 1276 42.0% | 321 41.0% | 262 34.0% | 350 48.0% | 343 44.0% |
| | | B | | AB | B |
| Not very important | 347 11.0% | 56 7.0% | 87 11.0% | 101 14.0% | 103 13.0% |
| | | | A | A | A |
| Not at all important | 128 4.0% | 25 3.0% | 35 5.0% | 30 4.0% | 38 5.0% |
| Don't know | 151 5.0% | 22 3.0% | 30 4.0% | 53 7.0% | 46 6.0% |
| | | | | AB | A |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| Summary | | | | | |
| Top2Box (Very/ Somewhat important) | 2437 80.0% | 675 87.0% | 622 80.0% | 549 75.0% | 591 76.0% |
| | | BCD | CD | | |
| Low2Box (Not very/ Not at all important) | 475 16.0% | 81 10.0% | 122 16.0% | 131 18.0% | 141 18.0% |
| | | | A | A | A |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 131

Q10. [SUMMARY - TOP2BOX (VERY/ SOMEWHAT IMPORTANT)] How important are the following to you personally when consuming online content? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|--|-------|-----------|---------|--------|---------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Online content that is from different sources and a variety of perspectives | 2215 | 609 | 599 | 488 | 519 |
| | 77.0% | 83.0% | 81.0% | 72.0% | 71.0% |
| | | CD | CD | | |
| Online content that is factual and truthful | 2360 | 678 | 617 | 457 | 608 |
| | 82.0% | 90.0% | 83.0% | 70.0% | 82.0% |
| | | BCD | C | | C |
| Online content that matches my personal preferences | 1864 | 492 | 483 | 420 | 469 |
| | 65.0% | 67.0% | 66.0% | 63.0% | 65.0% |
| | | | | | |
| Online content that I agree with | 1581 | 424 | 365 | 347 | 445 |
| | 56.0% | 58.0% | 50.0% | 53.0% | 63.0% |
| | | B | | | ABC |
| Online content that includes Australian, Finnish, French, German content (such as national or local events or stories) | 2256 | 658 | 596 | 521 | 481 |
| | 78.0% | 87.0% | 80.0% | 76.0% | 68.0% |
| | | BCD | D | D | |
| Online content that includes European content | 1384 | - | 524 | 380 | 480 |
| | 65.0% | - | 71.0% | 58.0% | 66.0% |
| | | | CD | | C |
| Online content that reflects different points of view on community, regional, and national issues | 2272 | 609 | 610 | 494 | 559 |
| | 79.0% | 82.0% | 82.0% | 74.0% | 76.0% |
| | | CD | CD | | |
| Online content that includes investigative journalism | 2040 | 576 | 542 | 473 | 449 |
| | 72.0% | 78.0% | 73.0% | 71.0% | 65.0% |
| | | BCD | D | D | |
| Online content that includes local community news and information | 2192 | 606 | 590 | 474 | 522 |
| | 76.0% | 81.0% | 80.0% | 71.0% | 71.0% |
| | | CD | CD | | |
| Online content that covers underrepresented groups or communities | 1679 | 490 | 482 | 340 | 367 |
| | 60.0% | 68.0% | 66.0% | 52.0% | 52.0% |

| | | | | | |
|--|-------|-------|-------|-------|-------|
| | | CD | CD | | |
| Online content that is suggested to me based on my preferences | 1463 | 386 | 398 | 350 | 329 |
| | 51.0% | 53.0% | 54.0% | 52.0% | 46.0% |
| | | D | D | D | |
| Online content that comes from a source I trust | 2437 | 675 | 622 | 549 | 591 |
| | 84.0% | 89.0% | 84.0% | 81.0% | 81.0% |
| | | BCD | | | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 132

Q10. [SUMMARY - LOW2BOX (NOT VERY/ NOT AT ALL IMPORTANT)] How important are the following to you personally when consuming online content? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|--|-------|-----------|---------|--------|---------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Online content that is from different sources and a variety of perspectives | 669 | 127 | 142 | 188 | 212 |
| | 23.0% | 17.0% | 19.0% | 28.0% | 29.0% |
| | | | | AB | AB |
| Online content that is factual and truthful | 520 | 74 | 122 | 192 | 132 |
| | 18.0% | 10.0% | 17.0% | 30.0% | 18.0% |
| | | | A | ABD | A |
| Online content that matches my personal preferences | 994 | 240 | 251 | 250 | 253 |
| | 35.0% | 33.0% | 34.0% | 37.0% | 35.0% |
| | | | | | |
| Online content that I agree with | 1233 | 308 | 360 | 309 | 256 |
| | 44.0% | 42.0% | 50.0% | 47.0% | 37.0% |
| | | D | AD | D | |
| Online content that includes Australian, Finnish, French, German content (such as national or local events or stories) | 630 | 98 | 146 | 163 | 223 |
| | 22.0% | 13.0% | 20.0% | 24.0% | 32.0% |
| | | | A | A | ABC |
| Online content that includes European content | 735 | - | 213 | 278 | 244 |
| | 35.0% | - | 29.0% | 42.0% | 34.0% |
| | | | | BD | B |
| Online content that reflects different points of view on community, regional, and national issues | 616 | 133 | 137 | 172 | 174 |
| | 21.0% | 18.0% | 18.0% | 26.0% | 24.0% |
| | | | | AB | AB |
| Online content that includes investigative journalism | 796 | 159 | 198 | 192 | 247 |
| | 28.0% | 22.0% | 27.0% | 29.0% | 35.0% |
| | | | A | A | ABC |
| Online content that includes local community news and information | 701 | 141 | 150 | 198 | 212 |
| | 24.0% | 19.0% | 20.0% | 29.0% | 29.0% |
| | | | | AB | AB |
| Online content that covers underrepresented groups or communities | 1123 | 234 | 248 | 308 | 333 |
| | 40.0% | 32.0% | 34.0% | 48.0% | 48.0% |

| | | | | | |
|--|-------|-------|-------|-------|-------|
| | | | | AB | AB |
| Online content that is suggested to me based on my preferences | 1381 | 343 | 334 | 319 | 385 |
| | 49.0% | 47.0% | 46.0% | 48.0% | 54.0% |
| | | | | | ABC |
| Online content that comes from a source I trust | 475 | 81 | 122 | 131 | 141 |
| | 16.0% | 11.0% | 16.0% | 19.0% | 19.0% |
| | | | A | A | A |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 133

Q10_1. [Online content that is from different sources and a variety of perspectives] How important are the following to you personally when consuming online content? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|--|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way (EXCLUDING DK) | 2884 | 736 | 741 | 676 | 731 |
| Base: Those who consume online content in some way (EXCLUDING DK) (wtd) | 2884 | 736 | 741 | 676 | 731 |
| Very important | 807 | 222 | 263 | 156 | 166 |
| | 28.0% | 30.0% | 35.0% | 23.0% | 23.0% |
| | | CD | ACD | | |
| Somewhat important | 1408 | 387 | 336 | 332 | 353 |
| | 49.0% | 53.0% | 45.0% | 49.0% | 48.0% |
| | | B | | | |
| Not very important | 508 | 98 | 111 | 141 | 158 |
| | 18.0% | 13.0% | 15.0% | 21.0% | 22.0% |
| | | | | AB | AB |
| Not at all important | 161 | 29 | 31 | 47 | 54 |
| | 6.0% | 4.0% | 4.0% | 7.0% | 7.0% |
| | | | | AB | AB |
| Don't know | - | - | - | - | - |
| | - | - | - | - | - |
| | | | | | |
| Sigma | 2884 | 736 | 741 | 676 | 731 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box (Very/ Somewhat important) | 2215 | 609 | 599 | 488 | 519 |
| | 77.0% | 83.0% | 81.0% | 72.0% | 71.0% |
| | | CD | CD | | |
| Low2Box (Not very/ Not at all important) | 669 | 127 | 142 | 188 | 212 |
| | 23.0% | 17.0% | 19.0% | 28.0% | 29.0% |
| | | | | AB | AB |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 134

Q10_2. [Online content that is factual and truthful] How important are the following to you personally when consuming online content? - (EXCLUDING DK)

| | | Country | | | |
|--|-------------|------------|------------|------------|------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way (EXCLUDING DK) | 2880 | 752 | 739 | 649 | 740 |
| Base: Those who consume online content in some way (EXCLUDING DK) (wtd) | 2880 | 752 | 739 | 649 | 740 |
| Very important | 1339 | 443 | 381 | 165 | 350 |
| | 46.0% | 59.0% | 52.0% | 25.0% | 47.0% |
| | | BCD | C | | C |
| Somewhat important | 1021 | 235 | 236 | 292 | 258 |
| | 35.0% | 31.0% | 32.0% | 45.0% | 35.0% |
| | | | | ABD | |
| Not very important | 375 | 55 | 89 | 141 | 90 |
| | 13.0% | 7.0% | 12.0% | 22.0% | 12.0% |
| | | | A | ABD | A |
| Not at all important | 145 | 19 | 33 | 51 | 42 |
| | 5.0% | 3.0% | 4.0% | 8.0% | 6.0% |
| | | | A | AB | A |
| Don't know | - | - | - | - | - |
| | - | - | - | - | - |
| | | | | | |
| Sigma | 2880 | 752 | 739 | 649 | 740 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box (Very/ Somewhat important) | 2360 | 678 | 617 | 457 | 608 |
| | 82.0% | 90.0% | 83.0% | 70.0% | 82.0% |
| | | BCD | C | | C |
| Low2Box (Not very/ Not at all important) | 520 | 74 | 122 | 192 | 132 |
| | 18.0% | 10.0% | 17.0% | 30.0% | 18.0% |
| | | | A | ABD | A |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 135

Q10_3. [Online content that matches my personal preferences] How important are the following to you personally when consuming online content? - (EXCLUDING DK)

| | | Country | | | |
|--|-------------|------------|------------|------------|------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way (EXCLUDING DK) | 2858 | 732 | 734 | 670 | 722 |
| Base: Those who consume online content in some way (EXCLUDING DK) (wtd) | 2858 | 732 | 734 | 670 | 722 |
| Very important | 454 | 118 | 125 | 101 | 110 |
| | 16.0% | 16.0% | 17.0% | 15.0% | 15.0% |
| Somewhat important | 1410 | 374 | 358 | 319 | 359 |
| | 49.0% | 51.0% | 49.0% | 48.0% | 50.0% |
| Not very important | 705 | 164 | 183 | 184 | 174 |
| | 25.0% | 22.0% | 25.0% | 27.0% | 24.0% |
| Not at all important | 289 | 76 | 68 | 66 | 79 |
| | 10.0% | 10.0% | 9.0% | 10.0% | 11.0% |
| Don't know | - | - | - | - | - |
| | - | - | - | - | - |
| Sigma | 2858 | 732 | 734 | 670 | 722 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Summary | | | | | |
| Top2Box (Very/ Somewhat important) | 1864 | 492 | 483 | 420 | 469 |
| | 65.0% | 67.0% | 66.0% | 63.0% | 65.0% |
| Low2Box (Not very/ Not at all important) | 994 | 240 | 251 | 250 | 253 |
| | 35.0% | 33.0% | 34.0% | 37.0% | 35.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 136

Q10_4. [Online content that I agree with] How important are the following to you personally when consuming online content? - (EXCLUDING DK)

| | | Country | | | |
|--|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way (EXCLUDING DK) | 2814 | 732 | 725 | 656 | 701 |
| Base: Those who consume online content in some way (EXCLUDING DK) (wtd) | 2814 | 732 | 725 | 656 | 701 |
| Very important | 369 13.0% | 108 15.0% | 90 12.0% | 76 12.0% | 95 14.0% |
| Somewhat important | 1212 43.0% | 316 43.0% | 275 38.0% | 271 41.0% | 350 50.0% |
| Not very important | 905 32.0% | 229 31.0% | 266 37.0% | 222 34.0% | 188 27.0% |
| Not at all important | 328 12.0% | 79 11.0% | 94 13.0% | 87 13.0% | 68 10.0% |
| Don't know | - - | - - | - - | - - | - - |
| Sigma | 2814 100.0% | 732 100.0% | 725 100.0% | 656 100.0% | 701 100.0% |
| Summary | | | | | |
| Top2Box (Very/ Somewhat important) | 1581 56.0% | 424 58.0% | 365 50.0% | 347 53.0% | 445 63.0% |
| Low2Box (Not very/ Not at all important) | 1233 44.0% | 308 42.0% | 360 50.0% | 309 47.0% | 256 37.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 137

Q10_5. [Online content that includes Australian,Finnish,French,German content (such as national or local events or stories)] How important are the following to you personally when consuming online content? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|--|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way (EXCLUDING DK) | 2886 | 756 | 742 | 684 | 704 |
| Base: Those who consume online content in some way (EXCLUDING DK) (wtd) | 2886 | 756 | 742 | 684 | 704 |
| Very important | 863 | 301 | 264 | 161 | 137 |
| | 30.0% | 40.0% | 36.0% | 24.0% | 19.0% |
| | | CD | CD | | |
| Somewhat important | 1393 | 357 | 332 | 360 | 344 |
| | 48.0% | 47.0% | 45.0% | 53.0% | 49.0% |
| | | | | AB | |
| Not very important | 498 | 78 | 113 | 126 | 181 |
| | 17.0% | 10.0% | 15.0% | 18.0% | 26.0% |
| | | | A | A | ABC |
| Not at all important | 132 | 20 | 33 | 37 | 42 |
| | 5.0% | 3.0% | 4.0% | 5.0% | 6.0% |
| | | | | A | A |
| Don't know | - | - | - | - | - |
| | - | - | - | - | - |
| | | | | | |
| Sigma | 2886 | 756 | 742 | 684 | 704 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box (Very/ Somewhat important) | 2256 | 658 | 596 | 521 | 481 |
| | 78.0% | 87.0% | 80.0% | 76.0% | 68.0% |
| | | BCD | D | D | |
| Low2Box (Not very/ Not at all important) | 630 | 98 | 146 | 163 | 223 |
| | 22.0% | 13.0% | 20.0% | 24.0% | 32.0% |
| | | | A | A | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 138

Q10_6. [Online content that includes European content] How important are the following to you personally when consuming online content? - (EXCLUDING DK)

| | | Country | | | |
|--|-------------|-----------|------------|------------|------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way (EXCLUDING DK) | 2119 | - | 737 | 658 | 724 |
| Base: Those who consume online content in some way (EXCLUDING DK) (wtd) | 2119 | - | 737 | 658 | 724 |
| Very important | 323 | - | 152 | 73 | 98 |
| | 15.0% | - | 21.0% | 11.0% | 14.0% |
| | | | CD | | |
| Somewhat important | 1061 | - | 372 | 307 | 382 |
| | 50.0% | - | 50.0% | 47.0% | 53.0% |
| | | | | | C |
| Not very important | 554 | - | 157 | 207 | 190 |
| | 26.0% | - | 21.0% | 31.0% | 26.0% |
| | | | | BD | B |
| Not at all important | 181 | - | 56 | 71 | 54 |
| | 9.0% | - | 8.0% | 11.0% | 7.0% |
| | | | | BD | |
| Don't know | - | - | - | - | - |
| | - | - | - | - | - |
| | | | | | |
| Sigma | 2119 | - | 737 | 658 | 724 |
| | 100.0% | - | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box (Very/ Somewhat important) | 1384 | - | 524 | 380 | 480 |
| | 65.0% | - | 71.0% | 58.0% | 66.0% |
| | | | CD | | C |
| Low2Box (Not very/ Not at all important) | 735 | - | 213 | 278 | 244 |
| | 35.0% | - | 29.0% | 42.0% | 34.0% |
| | | | | BD | B |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 139

Q10_7. [Online content that reflects different points of view on community, regional, and national issues] How important are the following to you personally when consuming online content? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|--|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way (EXCLUDING DK) | 2888 | 742 | 747 | 666 | 733 |
| Base: Those who consume online content in some way (EXCLUDING DK) (wtd) | 2888 | 742 | 747 | 666 | 733 |
| Very important | 788 | 232 | 244 | 132 | 180 |
| | 27.0% | 31.0% | 33.0% | 20.0% | 25.0% |
| | | CD | CD | | C |
| Somewhat important | 1484 | 377 | 366 | 362 | 379 |
| | 51.0% | 51.0% | 49.0% | 54.0% | 52.0% |
| | | | | B | |
| Not very important | 474 | 102 | 106 | 128 | 138 |
| | 16.0% | 14.0% | 14.0% | 19.0% | 19.0% |
| | | | | AB | AB |
| Not at all important | 142 | 31 | 31 | 44 | 36 |
| | 5.0% | 4.0% | 4.0% | 7.0% | 5.0% |
| | | | | AB | |
| Don't know | - | - | - | - | - |
| | - | - | - | - | - |
| | | | | | |
| Sigma | 2888 | 742 | 747 | 666 | 733 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box (Very/ Somewhat important) | 2272 | 609 | 610 | 494 | 559 |
| | 79.0% | 82.0% | 82.0% | 74.0% | 76.0% |
| | | CD | CD | | |
| Low2Box (Not very/ Not at all important) | 616 | 133 | 137 | 172 | 174 |
| | 21.0% | 18.0% | 18.0% | 26.0% | 24.0% |
| | | | | AB | AB |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 140

Q10_8. [Online content that includes investigative journalism] How important are the following to you personally when consuming online content? - (EXCLUDING DK)

| | | Country | | | |
|--|-------------|------------|------------|------------|------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way (EXCLUDING DK) | 2836 | 735 | 740 | 665 | 696 |
| Base: Those who consume online content in some way (EXCLUDING DK) (wtd) | 2836 | 735 | 740 | 665 | 696 |
| Very important | 736 | 236 | 228 | 116 | 156 |
| | 26.0% | 32.0% | 31.0% | 17.0% | 22.0% |
| | | CD | CD | | C |
| Somewhat important | 1304 | 340 | 314 | 357 | 293 |
| | 46.0% | 46.0% | 42.0% | 54.0% | 42.0% |
| | | | | ABD | |
| Not very important | 595 | 124 | 145 | 142 | 184 |
| | 21.0% | 17.0% | 20.0% | 21.0% | 26.0% |
| | | | | A | ABC |
| Not at all important | 201 | 35 | 53 | 50 | 63 |
| | 7.0% | 5.0% | 7.0% | 8.0% | 9.0% |
| | | | | A | A |
| Don't know | - | - | - | - | - |
| | - | - | - | - | - |
| | | | | | |
| Sigma | 2836 | 735 | 740 | 665 | 696 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box (Very/ Somewhat important) | 2040 | 576 | 542 | 473 | 449 |
| | 72.0% | 78.0% | 73.0% | 71.0% | 65.0% |
| | | BCD | D | D | |
| Low2Box (Not very/ Not at all important) | 796 | 159 | 198 | 192 | 247 |
| | 28.0% | 22.0% | 27.0% | 29.0% | 35.0% |
| | | | A | A | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 141

Q10_9. [Online content that includes local community news and information] How important are the following to you personally when consuming online content? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|--|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way (EXCLUDING DK) | 2893 | 747 | 740 | 672 | 734 |
| Base: Those who consume online content in some way (EXCLUDING DK) (wtd) | 2893 | 747 | 740 | 672 | 734 |
| Very important | 704 | 226 | 223 | 100 | 155 |
| | 24.0% | 30.0% | 30.0% | 15.0% | 21.0% |
| | | CD | CD | | C |
| Somewhat important | 1488 | 380 | 367 | 374 | 367 |
| | 51.0% | 51.0% | 50.0% | 56.0% | 50.0% |
| | | | | BD | |
| Not very important | 537 | 114 | 120 | 147 | 156 |
| | 19.0% | 15.0% | 16.0% | 22.0% | 21.0% |
| | | | | AB | AB |
| Not at all important | 164 | 27 | 30 | 51 | 56 |
| | 6.0% | 4.0% | 4.0% | 8.0% | 8.0% |
| | | | | AB | AB |
| Don't know | - | - | - | - | - |
| | - | - | - | - | - |
| | | | | | |
| Sigma | 2893 | 747 | 740 | 672 | 734 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box (Very/ Somewhat important) | 2192 | 606 | 590 | 474 | 522 |
| | 76.0% | 81.0% | 80.0% | 71.0% | 71.0% |
| | | CD | CD | | |
| Low2Box (Not very/ Not at all important) | 701 | 141 | 150 | 198 | 212 |
| | 24.0% | 19.0% | 20.0% | 29.0% | 29.0% |
| | | | | AB | AB |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 142

Q10_10. [Online content that covers underrepresented groups or communities] How important are the following to you personally when consuming online content? - (EXCLUDING DK)

| | | Country | | | |
|--|-------------|------------|------------|------------|------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way (EXCLUDING DK) | 2802 | 724 | 730 | 648 | 700 |
| Base: Those who consume online content in some way (EXCLUDING DK) (wtd) | 2802 | 724 | 730 | 648 | 700 |
| Very important | 506 | 157 | 167 | 95 | 87 |
| | 18.0% | 22.0% | 23.0% | 15.0% | 12.0% |
| | | CD | CD | | |
| Somewhat important | 1173 | 333 | 315 | 245 | 280 |
| | 42.0% | 46.0% | 43.0% | 38.0% | 40.0% |
| | | CD | C | | |
| Not very important | 800 | 172 | 184 | 199 | 245 |
| | 29.0% | 24.0% | 25.0% | 31.0% | 35.0% |
| | | | | AB | AB |
| Not at all important | 323 | 62 | 64 | 109 | 88 |
| | 12.0% | 9.0% | 9.0% | 17.0% | 13.0% |
| | | | | ABD | AB |
| Don't know | - | - | - | - | - |
| | - | - | - | - | - |
| | | | | | |
| Sigma | 2802 | 724 | 730 | 648 | 700 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box (Very/ Somewhat important) | 1679 | 490 | 482 | 340 | 367 |
| | 60.0% | 68.0% | 66.0% | 52.0% | 52.0% |
| | | CD | CD | | |
| Low2Box (Not very/ Not at all important) | 1123 | 234 | 248 | 308 | 333 |
| | 40.0% | 32.0% | 34.0% | 48.0% | 48.0% |
| | | | | AB | AB |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 143

Q10_11. [Online content that is suggested to me based on my preferences] How important are the following to you personally when consuming online content? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|--|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way (EXCLUDING DK) | 2844 | 729 | 732 | 669 | 714 |
| Base: Those who consume online content in some way (EXCLUDING DK) (wtd) | 2844 | 729 | 732 | 669 | 714 |
| Very important | 350 | 81 | 110 | 87 | 72 |
| | 12.0% | 11.0% | 15.0% | 13.0% | 10.0% |
| Somewhat important | 1113 | 305 | 288 | 263 | 257 |
| | 39.0% | 42.0% | 39.0% | 39.0% | 36.0% |
| | | D | | | |
| Not very important | 910 | 209 | 231 | 208 | 262 |
| | 32.0% | 29.0% | 32.0% | 31.0% | 37.0% |
| Not at all important | 471 | 134 | 103 | 111 | 123 |
| | 17.0% | 18.0% | 14.0% | 17.0% | 17.0% |
| | | B | | | |
| Don't know | - | - | - | - | - |
| | - | - | - | - | - |
| Sigma | 2844 | 729 | 732 | 669 | 714 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Summary | | | | | |
| Top2Box (Very/ Somewhat important) | 1463 | 386 | 398 | 350 | 329 |
| | 51.0% | 53.0% | 54.0% | 52.0% | 46.0% |
| Low2Box (Not very/ Not at all important) | 1381 | 343 | 334 | 319 | 385 |
| | 49.0% | 47.0% | 46.0% | 48.0% | 54.0% |
| | | | | | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 144

Q10_12. [Online content that comes from a source I trust] How important are the following to you personally when consuming online content? - (EXCLUDING DK)

| | | Country | | | |
|--|-------------|------------|------------|------------|------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way (EXCLUDING DK) | 2912 | 756 | 744 | 680 | 732 |
| Base: Those who consume online content in some way (EXCLUDING DK) (wtd) | 2912 | 756 | 744 | 680 | 732 |
| Very important | 1161 | 354 | 360 | 199 | 248 |
| | 40.0% | 47.0% | 48.0% | 29.0% | 34.0% |
| | | CD | CD | | |
| Somewhat important | 1276 | 321 | 262 | 350 | 343 |
| | 44.0% | 42.0% | 35.0% | 51.0% | 47.0% |
| | | B | | AB | B |
| Not very important | 347 | 56 | 87 | 101 | 103 |
| | 12.0% | 7.0% | 12.0% | 15.0% | 14.0% |
| | | | A | A | A |
| Not at all important | 128 | 25 | 35 | 30 | 38 |
| | 4.0% | 3.0% | 5.0% | 4.0% | 5.0% |
| | | | | | |
| Don't know | - | - | - | - | - |
| | - | - | - | - | - |
| | | | | | |
| Sigma | 2912 | 756 | 744 | 680 | 732 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box (Very/ Somewhat important) | 2437 | 675 | 622 | 549 | 591 |
| | 84.0% | 89.0% | 84.0% | 81.0% | 81.0% |
| | | BCD | | | |
| Low2Box (Not very/ Not at all important) | 475 | 81 | 122 | 131 | 141 |
| | 16.0% | 11.0% | 16.0% | 19.0% | 19.0% |
| | | | A | A | A |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 145

Q11. [SUMMARY - TOP2BOX (STRONGLY/ SOMEWHAT AGREE)] To what extent would you agree or disagree with the following?

| | TOTAL | Country | | | |
|--|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3063 | 778 | 774 | 733 | 778 |
| Base: Those who consume online content in some way (wtd) | 3063 | 778 | 774 | 733 | 778 |
| I consume online content that is from different sources and a variety of perspectives | 2288 | 599 | 590 | 526 | 573 |
| | 75.0% | 77.0% | 76.0% | 72.0% | 74.0% |
| | | C | C | | |
| I consume online content that is factual and truthful | 2291 | 635 | 591 | 474 | 591 |
| | 75.0% | 82.0% | 76.0% | 65.0% | 76.0% |
| | | BCD | C | | C |
| I consume online content that only matches my personal preferences | 1608 | 380 | 493 | 354 | 381 |
| | 52.0% | 49.0% | 64.0% | 48.0% | 49.0% |
| | | | ACD | | |
| I consume online content that I agree with | 1823 | 468 | 444 | 399 | 512 |
| | 60.0% | 60.0% | 57.0% | 54.0% | 66.0% |
| | | C | | | ABC |
| I consume online content that includes Australian, Finnish, French, German content (such as national or local events or stories) | 2318 | 670 | 592 | 557 | 499 |
| | 76.0% | 86.0% | 76.0% | 76.0% | 64.0% |
| | | BCD | D | D | |
| I consume online content that reflects different points of view on community, regional, and national issues | 2261 | 606 | 584 | 511 | 560 |
| | 74.0% | 78.0% | 75.0% | 70.0% | 72.0% |
| | | CD | C | | |
| I consume online content that includes investigative journalism | 2052 | 548 | 547 | 498 | 459 |
| | 67.0% | 70.0% | 71.0% | 68.0% | 59.0% |
| | | D | D | D | |
| I consume online content that includes local community news and information | 2287 | 622 | 616 | 509 | 540 |
| | 75.0% | 80.0% | 80.0% | 69.0% | 69.0% |
| | | CD | CD | | |

| | | | | | |
|---|-------|-------|-------|-------|-------|
| I consume online content that covers underrepresented groups or communities | 1648 | 440 | 483 | 355 | 370 |
| | 54.0% | 57.0% | 62.0% | 48.0% | 48.0% |
| | | CD | ACD | | |
| I consume online content suggested to me based on my preferences | 1623 | 440 | 418 | 366 | 399 |
| | 53.0% | 57.0% | 54.0% | 50.0% | 51.0% |
| | | CD | | | |
| I consume online content only from sources I trust | 2131 | 575 | 522 | 508 | 526 |
| | 70.0% | 74.0% | 67.0% | 69.0% | 68.0% |
| | | BCD | | | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 146

Q11. [SUMMARY - LOW2BOX (SOMEWHAT/ STRONGLY DISAGREE)] To what extent would you agree or disagree with the following?

| | TOTAL | Country | | | |
|--|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3063 | 778 | 774 | 733 | 778 |
| Base: Those who consume online content in some way (wtd) | 3063 | 778 | 774 | 733 | 778 |
| I consume online content that is from different sources and a variety of perspectives | 586 | 132 | 152 | 147 | 155 |
| | 19.0% | 17.0% | 20.0% | 20.0% | 20.0% |
| I consume online content that is factual and truthful | 547 | 90 | 151 | 169 | 137 |
| | 18.0% | 12.0% | 20.0% | 23.0% | 18.0% |
| | | | A | AD | A |
| I consume online content that only matches my personal preferences | 1262 | 350 | 252 | 316 | 344 |
| | 41.0% | 45.0% | 33.0% | 43.0% | 44.0% |
| | | B | | B | B |
| I consume online content that I agree with | 1003 | 261 | 283 | 261 | 198 |
| | 33.0% | 34.0% | 37.0% | 36.0% | 25.0% |
| | | D | D | D | |
| I consume online content that includes Australian, Finnish, French, German content (such as national or local events or stories) | 577 | 87 | 152 | 126 | 212 |
| | 19.0% | 11.0% | 20.0% | 17.0% | 27.0% |
| | | | A | A | ABC |
| I consume online content that reflects different points of view on community, regional, and national issues | 601 | 121 | 151 | 153 | 176 |
| | 20.0% | 16.0% | 20.0% | 21.0% | 23.0% |
| | | | A | A | A |
| I consume online content that includes investigative journalism | 737 | 176 | 181 | 171 | 209 |
| | 24.0% | 23.0% | 23.0% | 23.0% | 27.0% |
| I consume online content that includes local community news and information | 610 | 122 | 131 | 165 | 192 |
| | 20.0% | 16.0% | 17.0% | 23.0% | 25.0% |
| | | | | AB | AB |

| | | | | | |
|---|-------|-------|-------|-------|-------|
| I consume online content that covers underrepresented groups or communities | 1105 | 260 | 251 | 278 | 316 |
| | 36.0% | 33.0% | 32.0% | 38.0% | 41.0% |
| | | | | B | AB |
| I consume online content suggested to me based on my preferences | 1209 | 286 | 302 | 301 | 320 |
| | 39.0% | 37.0% | 39.0% | 41.0% | 41.0% |
| | | | | | |
| I consume online content only from sources I trust | 746 | 162 | 219 | 171 | 194 |
| | 24.0% | 21.0% | 28.0% | 23.0% | 25.0% |
| | | | AC | | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 147

Q11_1. [I consume online content that is from different sources and a variety of perspectives] To what extent would you agree or disagree with the following?

| | | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3063 | 778 | 774 | 733 | 778 |
| Base: Those who consume online content in some way (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Strongly agree | 693 23.0% | 163 21.0% | 222 29.0% | 131 18.0% | 177 23.0% |
| | | | ACD | | C |
| Somewhat agree | 1595 52.0% | 436 56.0% | 368 48.0% | 395 54.0% | 396 51.0% |
| | | BD | | B | |
| Somewhat disagree | 460 15.0% | 113 15.0% | 118 15.0% | 114 16.0% | 115 15.0% |
| Strongly disagree | 126 4.0% | 19 2.0% | 34 4.0% | 33 5.0% | 40 5.0% |
| | | | A | A | A |
| Don't know | 189 6.0% | 47 6.0% | 32 4.0% | 60 8.0% | 50 6.0% |
| | | | | B | B |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| Summary | | | | | |
| Top2Box (Strongly/ Somewhat Agree) | 2288 75.0% | 599 77.0% | 590 76.0% | 526 72.0% | 573 74.0% |
| | | C | C | | |
| Low2Box (Somewhat/ Strongly Disagree) | 586 19.0% | 132 17.0% | 152 20.0% | 147 20.0% | 155 20.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 148

Q11_2. [I consume online content that is factual and truthful] To what extent would you agree or disagree with the following?

| | TOTAL | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3063 | 778 | 774 | 733 | 778 |
| Base: Those who consume online content in some way (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Strongly agree | 879 29.0% | 231 30.0% | 298 39.0% | 116 16.0% | 234 30.0% |
| | | C | ACD | | C |
| Somewhat agree | 1412 46.0% | 404 52.0% | 293 38.0% | 358 49.0% | 357 46.0% |
| | | BD | | B | B |
| Somewhat disagree | 411 13.0% | 70 9.0% | 114 15.0% | 123 17.0% | 104 13.0% |
| | | | A | A | A |
| Strongly disagree | 136 4.0% | 20 3.0% | 37 5.0% | 46 6.0% | 33 4.0% |
| | | | A | A | |
| Don't know | 225 7.0% | 53 7.0% | 32 4.0% | 90 12.0% | 50 6.0% |
| | | B | | ABD | B |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| Summary | | | | | |
| Top2Box (Strongly/ Somewhat Agree) | 2291 75.0% | 635 82.0% | 591 76.0% | 474 65.0% | 591 76.0% |
| | | BCD | C | | C |
| Low2Box (Somewhat/ Strongly Disagree) | 547 18.0% | 90 12.0% | 151 20.0% | 169 23.0% | 137 18.0% |
| | | | A | AD | A |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 149

Q11_3. [I consume online content that only matches my personal preferences] To what extent would you agree or disagree with the following?

| | | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3063 | 778 | 774 | 733 | 778 |
| Base: Those who consume online content in some way (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Strongly agree | 359 12.0% | 78 10.0% | 118 15.0% | 78 11.0% | 85 11.0% |
| | | | ACD | | |
| Somewhat agree | 1249 41.0% | 302 39.0% | 375 48.0% | 276 38.0% | 296 38.0% |
| | | | ACD | | |
| Somewhat disagree | 913 30.0% | 245 31.0% | 199 26.0% | 224 31.0% | 245 31.0% |
| | | B | | B | B |
| Strongly disagree | 349 11.0% | 105 13.0% | 53 7.0% | 92 13.0% | 99 13.0% |
| | | B | | B | B |
| Don't know | 193 6.0% | 48 6.0% | 29 4.0% | 63 9.0% | 53 7.0% |
| | | B | | B | B |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| Summary | | | | | |
| Top2Box (Strongly/ Somewhat Agree) | 1608 52.0% | 380 49.0% | 493 64.0% | 354 48.0% | 381 49.0% |
| | | | ACD | | |
| Low2Box (Somewhat/ Strongly Disagree) | 1262 41.0% | 350 45.0% | 252 33.0% | 316 43.0% | 344 44.0% |
| | | B | | B | B |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 150

Q11_4. [I consume online content that I agree with] To what extent would you agree or disagree with the following?

| | | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3063 | 778 | 774 | 733 | 778 |
| Base: Those who consume online content in some way (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Strongly agree | 359 12.0% | 77 10.0% | 89 11.0% | 68 9.0% | 125 16.0% |
| | | | | | ABC |
| Somewhat agree | 1464 48.0% | 391 50.0% | 355 46.0% | 331 45.0% | 387 50.0% |
| | | C | | | |
| Somewhat disagree | 749 24.0% | 203 26.0% | 216 28.0% | 188 26.0% | 142 18.0% |
| | | D | D | D | |
| Strongly disagree | 254 8.0% | 58 7.0% | 67 9.0% | 73 10.0% | 56 7.0% |
| Don't know | 237 8.0% | 49 6.0% | 47 6.0% | 73 10.0% | 68 9.0% |
| | | | | AB | B |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| Summary | | | | | |
| Top2Box (Strongly/ Somewhat Agree) | 1823 60.0% | 468 60.0% | 444 57.0% | 399 54.0% | 512 66.0% |
| | | C | | | ABC |
| Low2Box (Somewhat/ Strongly Disagree) | 1003 33.0% | 261 34.0% | 283 37.0% | 261 36.0% | 198 25.0% |
| | | D | D | D | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 151

Q11_5. [I consume online content that includes Australian, Finnish, French, German content (such as national or local events or stories)] To what extent would you agree or disagree with the following?

| | TOTAL | Country | | | |
|---|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3063 | 778 | 774 | 733 | 778 |
| Base: Those who consume online content in some way (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Strongly agree | 801 | 271 | 250 | 160 | 120 |
| | 26.0% | 35.0% | 32.0% | 22.0% | 15.0% |
| | | CD | CD | D | |
| Somewhat agree | 1517 | 399 | 342 | 397 | 379 |
| | 50.0% | 51.0% | 44.0% | 54.0% | 49.0% |
| | | B | | BD | |
| Somewhat disagree | 451 | 66 | 130 | 94 | 161 |
| | 15.0% | 8.0% | 17.0% | 13.0% | 21.0% |
| | | | AC | A | ABC |
| Strongly disagree | 126 | 21 | 22 | 32 | 51 |
| | 4.0% | 3.0% | 3.0% | 4.0% | 7.0% |
| | | | | | AB |
| Don't know | 168 | 21 | 30 | 50 | 67 |
| | 5.0% | 3.0% | 4.0% | 7.0% | 9.0% |
| | | | | AB | AB |
| Sigma | 3063 | 778 | 774 | 733 | 778 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Summary | | | | | |
| Top2Box (Strongly/ Somewhat Agree) | 2318 | 670 | 592 | 557 | 499 |
| | 76.0% | 86.0% | 76.0% | 76.0% | 64.0% |
| | | BCD | D | D | |
| Low2Box (Somewhat/ Strongly Disagree) | 577 | 87 | 152 | 126 | 212 |
| | 19.0% | 11.0% | 20.0% | 17.0% | 27.0% |
| | | | A | A | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 152

Q11_6. [I consume online content that reflects different points of view on community, regional, and national issues]
 To what extent would you agree or disagree with the following?

| | TOTAL | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3063 | 778 | 774 | 733 | 778 |
| Base: Those who consume online content in some way (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Strongly agree | 664 22.0% | 158 20.0% | 213 28.0% | 131 18.0% | 162 21.0% |
| | | | ACD | | |
| Somewhat agree | 1597 52.0% | 448 58.0% | 371 48.0% | 380 52.0% | 398 51.0% |
| | | BCD | | | |
| Somewhat disagree | 474 15.0% | 98 13.0% | 120 16.0% | 117 16.0% | 139 18.0% |
| | | | | | A |
| Strongly disagree | 127 4.0% | 23 3.0% | 31 4.0% | 36 5.0% | 37 5.0% |
| | | | | | |
| Don't know | 201 7.0% | 51 7.0% | 39 5.0% | 69 9.0% | 42 5.0% |
| | | | | ABD | |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box (Strongly/ Somewhat Agree) | 2261 74.0% | 606 78.0% | 584 75.0% | 511 70.0% | 560 72.0% |
| | | CD | C | | |
| Low2Box (Somewhat/ Strongly Disagree) | 601 20.0% | 121 16.0% | 151 20.0% | 153 21.0% | 176 23.0% |
| | | | A | A | A |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 153

Q11_7. [I consume online content that includes investigative journalism] To what extent would you agree or disagree with the following?

| | TOTAL | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3063 | 778 | 774 | 733 | 778 |
| Base: Those who consume online content in some way (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Strongly agree | 609 20.0% | 167 21.0% | 199 26.0% | 124 17.0% | 119 15.0% |
| | | CD | ACD | | |
| Somewhat agree | 1443 47.0% | 381 49.0% | 348 45.0% | 374 51.0% | 340 44.0% |
| | | D | | BD | |
| Somewhat disagree | 571 19.0% | 139 18.0% | 137 18.0% | 132 18.0% | 163 21.0% |
| Strongly disagree | 166 5.0% | 37 5.0% | 44 6.0% | 39 5.0% | 46 6.0% |
| Don't know | 274 9.0% | 54 7.0% | 46 6.0% | 64 9.0% | 110 14.0% |
| | | | | B | ABC |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| Summary | | | | | |
| Top2Box (Strongly/ Somewhat Agree) | 2052 67.0% | 548 70.0% | 547 71.0% | 498 68.0% | 459 59.0% |
| | | D | D | D | |
| Low2Box (Somewhat/ Strongly Disagree) | 737 24.0% | 176 23.0% | 181 23.0% | 171 23.0% | 209 27.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 154

Q11_8. [I consume online content that includes local community news and information] To what extent would you agree or disagree with the following?

| | | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3063 | 778 | 774 | 733 | 778 |
| Base: Those who consume online content in some way (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Strongly agree | 696 23.0% | 187 24.0% | 244 32.0% | 107 15.0% | 158 20.0% |
| | | C | ACD | | C |
| Somewhat agree | 1591 52.0% | 435 56.0% | 372 48.0% | 402 55.0% | 382 49.0% |
| | | BD | | BD | |
| Somewhat disagree | 461 15.0% | 101 13.0% | 103 13.0% | 122 17.0% | 135 17.0% |
| | | | | A | AB |
| Strongly disagree | 149 5.0% | 21 3.0% | 28 4.0% | 43 6.0% | 57 7.0% |
| | | | | AB | AB |
| Don't know | 166 5.0% | 34 4.0% | 27 3.0% | 59 8.0% | 46 6.0% |
| | | | | AB | B |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| Summary | | | | | |
| Top2Box (Strongly/ Somewhat Agree) | 2287 75.0% | 622 80.0% | 616 80.0% | 509 69.0% | 540 69.0% |
| | | CD | CD | | |
| Low2Box (Somewhat/ Strongly Disagree) | 610 20.0% | 122 16.0% | 131 17.0% | 165 23.0% | 192 25.0% |
| | | | | AB | AB |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 155

Q11_9. [I consume online content that covers underrepresented groups or communities] To what extent would you agree or disagree with the following?

| | | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3063 | 778 | 774 | 733 | 778 |
| Base: Those who consume online content in some way (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Strongly agree | 408 13.0% | 122 16.0% | 154 20.0% | 56 8.0% | 76 10.0% |
| | | CD | ACD | | |
| Somewhat agree | 1240 40.0% | 318 41.0% | 329 43.0% | 299 41.0% | 294 38.0% |
| Somewhat disagree | 833 27.0% | 211 27.0% | 192 25.0% | 185 25.0% | 245 31.0% |
| | | | | | BC |
| Strongly disagree | 272 9.0% | 49 6.0% | 59 8.0% | 93 13.0% | 71 9.0% |
| | | | | ABD | A |
| Don't know | 310 10.0% | 78 10.0% | 40 5.0% | 100 14.0% | 92 12.0% |
| | | B | | AB | B |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| Summary | | | | | |
| Top2Box (Strongly/ Somewhat Agree) | 1648 54.0% | 440 57.0% | 483 62.0% | 355 48.0% | 370 48.0% |
| | | CD | ACD | | |
| Low2Box (Somewhat/ Strongly Disagree) | 1105 36.0% | 260 33.0% | 251 32.0% | 278 38.0% | 316 41.0% |
| | | | | B | AB |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 156

Q11_10. [I consume online content suggested to me based on my preferences] To what extent would you agree or disagree with the following?

| | | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3063 | 778 | 774 | 733 | 778 |
| Base: Those who consume online content in some way (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Strongly agree | 307 10.0% | 70 9.0% | 100 13.0% | 74 10.0% | 63 8.0% |
| | | | AD | | |
| Somewhat agree | 1316 43.0% | 370 48.0% | 318 41.0% | 292 40.0% | 336 43.0% |
| | | BC | | | |
| Somewhat disagree | 837 27.0% | 204 26.0% | 201 26.0% | 211 29.0% | 221 28.0% |
| Strongly disagree | 372 12.0% | 82 11.0% | 101 13.0% | 90 12.0% | 99 13.0% |
| Don't know | 231 8.0% | 52 7.0% | 54 7.0% | 66 9.0% | 59 8.0% |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| Summary | | | | | |
| Top2Box (Strongly/ Somewhat Agree) | 1623 53.0% | 440 57.0% | 418 54.0% | 366 50.0% | 399 51.0% |
| | | CD | | | |
| Low2Box (Somewhat/ Strongly Disagree) | 1209 39.0% | 286 37.0% | 302 39.0% | 301 41.0% | 320 41.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 157

Q11_11. [I consume online content only from sources I trust] To what extent would you agree or disagree with the following?

| | | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3063 | 778 | 774 | 733 | 778 |
| Base: Those who consume online content in some way (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Strongly agree | 623 20.0% | 180 23.0% | 175 23.0% | 139 19.0% | 129 17.0% |
| | | CD | D | | |
| Somewhat agree | 1508 49.0% | 395 51.0% | 347 45.0% | 369 50.0% | 397 51.0% |
| | | B | | B | B |
| Somewhat disagree | 572 19.0% | 133 17.0% | 171 22.0% | 121 17.0% | 147 19.0% |
| | | | AC | | |
| Strongly disagree | 174 6.0% | 29 4.0% | 48 6.0% | 50 7.0% | 47 6.0% |
| | | | A | A | A |
| Don't know | 186 6.0% | 41 5.0% | 33 4.0% | 54 7.0% | 58 7.0% |
| | | | | B | B |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box (Strongly/ Somewhat Agree) | 2131 70.0% | 575 74.0% | 522 67.0% | 508 69.0% | 526 68.0% |
| | | BCD | | | |
| Low2Box (Somewhat/ Strongly Disagree) | 746 24.0% | 162 21.0% | 219 28.0% | 171 23.0% | 194 25.0% |
| | | | AC | | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 158

Q11. [SUMMARY - TOP2BOX (STRONGLY/ SOMEWHAT AGREE)] To what extent would you agree or disagree with the following? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|--|-------|-----------|---------|--------|---------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| I consume online content that is from different sources and a variety of perspectives | 2288 | 599 | 590 | 526 | 573 |
| | 80.0% | 82.0% | 80.0% | 78.0% | 79.0% |
| | | | | | |
| I consume online content that is factual and truthful | 2291 | 635 | 591 | 474 | 591 |
| | 81.0% | 88.0% | 80.0% | 74.0% | 81.0% |
| | | BCD | C | | C |
| I consume online content that only matches my personal preferences | 1608 | 380 | 493 | 354 | 381 |
| | 56.0% | 52.0% | 66.0% | 53.0% | 53.0% |
| | | | ACD | | |
| I consume online content that I agree with | 1823 | 468 | 444 | 399 | 512 |
| | 65.0% | 64.0% | 61.0% | 60.0% | 72.0% |
| | | | | | ABC |
| I consume online content that includes Australian, Finnish, French, German content (such as national or local events or stories) | 2318 | 670 | 592 | 557 | 499 |
| | 80.0% | 89.0% | 80.0% | 82.0% | 70.0% |
| | | BCD | D | D | |
| I consume online content that reflects different points of view on community, regional, and national issues | 2261 | 606 | 584 | 511 | 560 |
| | 79.0% | 83.0% | 79.0% | 77.0% | 76.0% |
| | | CD | | | |
| I consume online content that includes investigative journalism | 2052 | 548 | 547 | 498 | 459 |
| | 74.0% | 76.0% | 75.0% | 74.0% | 69.0% |
| | | D | D | D | |
| I consume online content that includes local community news and information | 2287 | 622 | 616 | 509 | 540 |
| | 79.0% | 84.0% | 82.0% | 76.0% | 74.0% |
| | | CD | CD | | |
| I consume online content that covers underrepresented groups or communities | 1648 | 440 | 483 | 355 | 370 |
| | 60.0% | 63.0% | 66.0% | 56.0% | 54.0% |
| | | CD | CD | | |

| | | | | | |
|--|-------|-------|-------|-------|-------|
| I consume online content suggested to me based on my preferences | 1623 | 440 | 418 | 366 | 399 |
| | 57.0% | 61.0% | 58.0% | 55.0% | 55.0% |
| | | CD | | | |
| I consume online content only from sources I trust | 2131 | 575 | 522 | 508 | 526 |
| | 74.0% | 78.0% | 70.0% | 75.0% | 73.0% |
| | | BD | | | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 159

Q11. [SUMMARY - LOW2BOX (SOMEWHAT/ STRONGLY DISAGREE)] To what extent would you agree or disagree with the following? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|--|-------|-----------|---------|--------|---------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| I consume online content that is from different sources and a variety of perspectives | 586 | 132 | 152 | 147 | 155 |
| | 20.0% | 18.0% | 20.0% | 22.0% | 21.0% |
| | | | | | |
| I consume online content that is factual and truthful | 547 | 90 | 151 | 169 | 137 |
| | 19.0% | 12.0% | 20.0% | 26.0% | 19.0% |
| | | | A | ABD | A |
| I consume online content that only matches my personal preferences | 1262 | 350 | 252 | 316 | 344 |
| | 44.0% | 48.0% | 34.0% | 47.0% | 47.0% |
| | | B | | B | B |
| I consume online content that I agree with | 1003 | 261 | 283 | 261 | 198 |
| | 35.0% | 36.0% | 39.0% | 40.0% | 28.0% |
| | | D | D | D | |
| I consume online content that includes Australian, Finnish, French, German content (such as national or local events or stories) | 577 | 87 | 152 | 126 | 212 |
| | 20.0% | 11.0% | 20.0% | 18.0% | 30.0% |
| | | | A | A | ABC |
| I consume online content that reflects different points of view on community, regional, and national issues | 601 | 121 | 151 | 153 | 176 |
| | 21.0% | 17.0% | 21.0% | 23.0% | 24.0% |
| | | | | A | A |
| I consume online content that includes investigative journalism | 737 | 176 | 181 | 171 | 209 |
| | 26.0% | 24.0% | 25.0% | 26.0% | 31.0% |
| | | | | | ABC |
| I consume online content that includes local community news and information | 610 | 122 | 131 | 165 | 192 |
| | 21.0% | 16.0% | 18.0% | 24.0% | 26.0% |
| | | | | AB | AB |
| I consume online content that covers underrepresented groups or communities | 1105 | 260 | 251 | 278 | 316 |
| | 40.0% | 37.0% | 34.0% | 44.0% | 46.0% |
| | | | | AB | AB |

| | | | | | |
|--|-------|-------|-------|-------|-------|
| I consume online content suggested to me based on my preferences | 1209 | 286 | 302 | 301 | 320 |
| | 43.0% | 39.0% | 42.0% | 45.0% | 45.0% |
| | | | | A | A |
| I consume online content only from sources I trust | 746 | 162 | 219 | 171 | 194 |
| | 26.0% | 22.0% | 30.0% | 25.0% | 27.0% |
| | | | A | | A |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 160

Q11_1. [I consume online content that is from different sources and a variety of perspectives] To what extent would you agree or disagree with the following? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|--|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way (EXCLUDING DK) | 2874 | 731 | 742 | 673 | 728 |
| Base: Those who consume online content in some way (EXCLUDING DK) (wtd) | 2874 | 731 | 742 | 673 | 728 |
| Strongly agree | 693 24.0% | 163 22.0% | 222 30.0% | 131 19.0% | 177 24.0% |
| | | | ACD | | C |
| Somewhat agree | 1595 55.0% | 436 60.0% | 368 50.0% | 395 59.0% | 396 54.0% |
| | | BD | | B | |
| Somewhat disagree | 460 16.0% | 113 15.0% | 118 16.0% | 114 17.0% | 115 16.0% |
| Strongly disagree | 126 4.0% | 19 3.0% | 34 5.0% | 33 5.0% | 40 5.0% |
| | | | A | A | A |
| Don't know | - - | - - | - - | - - | - - |
| Sigma | 2874 100.0% | 731 100.0% | 742 100.0% | 673 100.0% | 728 100.0% |
| Summary | | | | | |
| Top2Box (Strongly/ Somewhat Agree) | 2288 80.0% | 599 82.0% | 590 80.0% | 526 78.0% | 573 79.0% |
| Low2Box (Somewhat/ Strongly Disagree) | 586 20.0% | 132 18.0% | 152 20.0% | 147 22.0% | 155 21.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 161

Q11_2. [I consume online content that is factual and truthful] To what extent would you agree or disagree with the following? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|--|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way (EXCLUDING DK) | 2838 | 725 | 742 | 643 | 728 |
| Base: Those who consume online content in some way (EXCLUDING DK) (wtd) | 2838 | 725 | 742 | 643 | 728 |
| Strongly agree | 879 31.0% | 231 32.0% | 298 40.0% | 116 18.0% | 234 32.0% |
| | | C | ACD | | C |
| Somewhat agree | 1412 50.0% | 404 56.0% | 293 39.0% | 358 56.0% | 357 49.0% |
| | | BD | | BD | B |
| Somewhat disagree | 411 14.0% | 70 10.0% | 114 15.0% | 123 19.0% | 104 14.0% |
| | | | A | AD | A |
| Strongly disagree | 136 5.0% | 20 3.0% | 37 5.0% | 46 7.0% | 33 5.0% |
| | | | A | AD | |
| Don't know | - - | - - | - - | - - | - - |
| | | | | | |
| Sigma | 2838 100.0% | 725 100.0% | 742 100.0% | 643 100.0% | 728 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box (Strongly/ Somewhat Agree) | 2291 81.0% | 635 88.0% | 591 80.0% | 474 74.0% | 591 81.0% |
| | | BCD | C | | C |
| Low2Box (Somewhat/ Strongly Disagree) | 547 19.0% | 90 12.0% | 151 20.0% | 169 26.0% | 137 19.0% |
| | | | A | ABD | A |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 162

Q11_3. [I consume online content that only matches my personal preferences] To what extent would you agree or disagree with the following? - (EXCLUDING DK)

| | | Country | | | |
|--|-------------|------------|------------|------------|------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way (EXCLUDING DK) | 2870 | 730 | 745 | 670 | 725 |
| Base: Those who consume online content in some way (EXCLUDING DK) (wtd) | 2870 | 730 | 745 | 670 | 725 |
| Strongly agree | 359 | 78 | 118 | 78 | 85 |
| | 13.0% | 11.0% | 16.0% | 12.0% | 12.0% |
| | | | ACD | | |
| Somewhat agree | 1249 | 302 | 375 | 276 | 296 |
| | 44.0% | 41.0% | 50.0% | 41.0% | 41.0% |
| | | | ACD | | |
| Somewhat disagree | 913 | 245 | 199 | 224 | 245 |
| | 32.0% | 34.0% | 27.0% | 33.0% | 34.0% |
| | | B | | B | B |
| Strongly disagree | 349 | 105 | 53 | 92 | 99 |
| | 12.0% | 14.0% | 7.0% | 14.0% | 14.0% |
| | | B | | B | B |
| Don't know | - | - | - | - | - |
| | - | - | - | - | - |
| | | | | | |
| Sigma | 2870 | 730 | 745 | 670 | 725 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box (Strongly/ Somewhat Agree) | 1608 | 380 | 493 | 354 | 381 |
| | 56.0% | 52.0% | 66.0% | 53.0% | 53.0% |
| | | | ACD | | |
| Low2Box (Somewhat/ Strongly Disagree) | 1262 | 350 | 252 | 316 | 344 |
| | 44.0% | 48.0% | 34.0% | 47.0% | 47.0% |
| | | B | | B | B |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 163

Q11_4. [I consume online content that I agree with] To what extent would you agree or disagree with the following? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|--|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way (EXCLUDING DK) | 2826 | 729 | 727 | 660 | 710 |
| Base: Those who consume online content in some way (EXCLUDING DK) (wtd) | 2826 | 729 | 727 | 660 | 710 |
| Strongly agree | 359 | 77 | 89 | 68 | 125 |
| | 13.0% | 11.0% | 12.0% | 10.0% | 18.0% |
| Somewhat agree | 1464 | 391 | 355 | 331 | 387 |
| | 52.0% | 54.0% | 49.0% | 50.0% | 55.0% |
| Somewhat disagree | 749 | 203 | 216 | 188 | 142 |
| | 27.0% | 28.0% | 30.0% | 28.0% | 20.0% |
| Strongly disagree | 254 | 58 | 67 | 73 | 56 |
| | 9.0% | 8.0% | 9.0% | 11.0% | 8.0% |
| Don't know | - | - | - | - | - |
| | - | - | - | - | - |
| Sigma | 2826 | 729 | 727 | 660 | 710 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Summary | | | | | |
| Top2Box (Strongly/ Somewhat Agree) | 1823 | 468 | 444 | 399 | 512 |
| | 65.0% | 64.0% | 61.0% | 60.0% | 72.0% |
| Low2Box (Somewhat/ Strongly Disagree) | 1003 | 261 | 283 | 261 | 198 |
| | 35.0% | 36.0% | 39.0% | 40.0% | 28.0% |
| | | D | D | D | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 164

Q11_5. [I consume online content that includes Australian, Finnish, French, German content (such as national or local events or stories)] To what extent would you agree or disagree with the following? - (EXCLUDING DK)

| | | Country | | | |
|--|-------------|------------|------------|------------|------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way (EXCLUDING DK) | 2895 | 757 | 744 | 683 | 711 |
| Base: Those who consume online content in some way (EXCLUDING DK) (wtd) | 2895 | 757 | 744 | 683 | 711 |
| Strongly agree | 801 | 271 | 250 | 160 | 120 |
| | 28.0% | 36.0% | 34.0% | 23.0% | 17.0% |
| | | CD | CD | D | |
| Somewhat agree | 1517 | 399 | 342 | 397 | 379 |
| | 52.0% | 53.0% | 46.0% | 58.0% | 53.0% |
| | | B | | AB | B |
| Somewhat disagree | 451 | 66 | 130 | 94 | 161 |
| | 16.0% | 9.0% | 17.0% | 14.0% | 23.0% |
| | | | A | A | ABC |
| Strongly disagree | 126 | 21 | 22 | 32 | 51 |
| | 4.0% | 3.0% | 3.0% | 5.0% | 7.0% |
| | | | | | ABC |
| Don't know | - | - | - | - | - |
| | - | - | - | - | - |
| | | | | | |
| Sigma | 2895 | 757 | 744 | 683 | 711 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box (Strongly/ Somewhat Agree) | 2318 | 670 | 592 | 557 | 499 |
| | 80.0% | 89.0% | 80.0% | 82.0% | 70.0% |
| | | BCD | D | D | |
| Low2Box (Somewhat/ Strongly Disagree) | 577 | 87 | 152 | 126 | 212 |
| | 20.0% | 11.0% | 20.0% | 18.0% | 30.0% |
| | | | A | A | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 165

Q11_6. [I consume online content that reflects different points of view on community, regional, and national issues]
 To what extent would you agree or disagree with the following? - (EXCLUDING DK)

| | | Country | | | |
|--|-------------|------------|------------|------------|------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way (EXCLUDING DK) | 2862 | 727 | 735 | 664 | 736 |
| Base: Those who consume online content in some way (EXCLUDING DK) (wtd) | 2862 | 727 | 735 | 664 | 736 |
| Strongly agree | 664 | 158 | 213 | 131 | 162 |
| | 23.0% | 22.0% | 29.0% | 20.0% | 22.0% |
| | | | ACD | | |
| Somewhat agree | 1597 | 448 | 371 | 380 | 398 |
| | 56.0% | 62.0% | 50.0% | 57.0% | 54.0% |
| | | BD | | B | |
| Somewhat disagree | 474 | 98 | 120 | 117 | 139 |
| | 17.0% | 13.0% | 16.0% | 18.0% | 19.0% |
| | | | | A | A |
| Strongly disagree | 127 | 23 | 31 | 36 | 37 |
| | 4.0% | 3.0% | 4.0% | 5.0% | 5.0% |
| | | | | A | |
| Don't know | - | - | - | - | - |
| | - | - | - | - | - |
| Sigma | 2862 | 727 | 735 | 664 | 736 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Summary | | | | | |
| Top2Box (Strongly/ Somewhat Agree) | 2261 | 606 | 584 | 511 | 560 |
| | 79.0% | 83.0% | 79.0% | 77.0% | 76.0% |
| | | CD | | | |
| Low2Box (Somewhat/ Strongly Disagree) | 601 | 121 | 151 | 153 | 176 |
| | 21.0% | 17.0% | 21.0% | 23.0% | 24.0% |
| | | | | A | A |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 166

Q11_7. [I consume online content that includes investigative journalism] To what extent would you agree or disagree with the following? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|--|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way (EXCLUDING DK) | 2789 | 724 | 728 | 669 | 668 |
| Base: Those who consume online content in some way (EXCLUDING DK) (wtd) | 2789 | 724 | 728 | 669 | 668 |
| Strongly agree | 609 | 167 | 199 | 124 | 119 |
| | 22.0% | 23.0% | 27.0% | 19.0% | 18.0% |
| | | CD | CD | | |
| Somewhat agree | 1443 | 381 | 348 | 374 | 340 |
| | 52.0% | 53.0% | 48.0% | 56.0% | 51.0% |
| | | | | B | |
| Somewhat disagree | 571 | 139 | 137 | 132 | 163 |
| | 20.0% | 19.0% | 19.0% | 20.0% | 24.0% |
| | | | | | ABC |
| Strongly disagree | 166 | 37 | 44 | 39 | 46 |
| | 6.0% | 5.0% | 6.0% | 6.0% | 7.0% |
| | | | | | |
| Don't know | - | - | - | - | - |
| | - | - | - | - | - |
| | | | | | |
| Sigma | 2789 | 724 | 728 | 669 | 668 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box (Strongly/ Somewhat Agree) | 2052 | 548 | 547 | 498 | 459 |
| | 74.0% | 76.0% | 75.0% | 74.0% | 69.0% |
| | | D | D | D | |
| Low2Box (Somewhat/ Strongly Disagree) | 737 | 176 | 181 | 171 | 209 |
| | 26.0% | 24.0% | 25.0% | 26.0% | 31.0% |
| | | | | | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 167

Q11_8. [I consume online content that includes local community news and information] To what extent would you agree or disagree with the following? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|--|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way (EXCLUDING DK) | 2897 | 744 | 747 | 674 | 732 |
| Base: Those who consume online content in some way (EXCLUDING DK) (wtd) | 2897 | 744 | 747 | 674 | 732 |
| Strongly agree | 696 24.0% | 187 25.0% | 244 33.0% | 107 16.0% | 158 22.0% |
| | | C | ACD | | C |
| Somewhat agree | 1591 55.0% | 435 58.0% | 372 50.0% | 402 60.0% | 382 52.0% |
| | | BD | | BD | |
| Somewhat disagree | 461 16.0% | 101 14.0% | 103 14.0% | 122 18.0% | 135 18.0% |
| | | | | AB | AB |
| Strongly disagree | 149 5.0% | 21 3.0% | 28 4.0% | 43 6.0% | 57 8.0% |
| | | | | AB | AB |
| Don't know | - - | - - | - - | - - | - - |
| | | | | | |
| Sigma | 2897 100.0% | 744 100.0% | 747 100.0% | 674 100.0% | 732 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box (Strongly/ Somewhat Agree) | 2287 79.0% | 622 84.0% | 616 82.0% | 509 76.0% | 540 74.0% |
| | | CD | CD | | |
| Low2Box (Somewhat/ Strongly Disagree) | 610 21.0% | 122 16.0% | 131 18.0% | 165 24.0% | 192 26.0% |
| | | | | AB | AB |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 168

Q11_9. [I consume online content that covers underrepresented groups or communities] To what extent would you agree or disagree with the following? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|--|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way (EXCLUDING DK) | 2753 | 700 | 734 | 633 | 686 |
| Base: Those who consume online content in some way (EXCLUDING DK) (wtd) | 2753 | 700 | 734 | 633 | 686 |
| Strongly agree | 408 | 122 | 154 | 56 | 76 |
| | 15.0% | 17.0% | 21.0% | 9.0% | 11.0% |
| | | CD | CD | | |
| Somewhat agree | 1240 | 318 | 329 | 299 | 294 |
| | 45.0% | 45.0% | 45.0% | 47.0% | 43.0% |
| | | | | | |
| Somewhat disagree | 833 | 211 | 192 | 185 | 245 |
| | 30.0% | 30.0% | 26.0% | 29.0% | 36.0% |
| | | | | | ABC |
| Strongly disagree | 272 | 49 | 59 | 93 | 71 |
| | 10.0% | 7.0% | 8.0% | 15.0% | 10.0% |
| | | | | ABD | A |
| Don't know | - | - | - | - | - |
| | - | - | - | - | - |
| | | | | | |
| Sigma | 2753 | 700 | 734 | 633 | 686 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box (Strongly/ Somewhat Agree) | 1648 | 440 | 483 | 355 | 370 |
| | 60.0% | 63.0% | 66.0% | 56.0% | 54.0% |
| | | CD | CD | | |
| Low2Box (Somewhat/ Strongly Disagree) | 1105 | 260 | 251 | 278 | 316 |
| | 40.0% | 37.0% | 34.0% | 44.0% | 46.0% |
| | | | | AB | AB |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 169

Q11_10. [I consume online content suggested to me based on my preferences] To what extent would you agree or disagree with the following? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|--|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way (EXCLUDING DK) | 2832 | 726 | 720 | 667 | 719 |
| Base: Those who consume online content in some way (EXCLUDING DK) (wtd) | 2832 | 726 | 720 | 667 | 719 |
| Strongly agree | 307 | 70 | 100 | 74 | 63 |
| | 11.0% | 10.0% | 14.0% | 11.0% | 9.0% |
| Somewhat agree | 1316 | 370 | 318 | 292 | 336 |
| | 46.0% | 51.0% | 44.0% | 44.0% | 47.0% |
| | | BC | | | |
| Somewhat disagree | 837 | 204 | 201 | 211 | 221 |
| | 30.0% | 28.0% | 28.0% | 32.0% | 31.0% |
| Strongly disagree | 372 | 82 | 101 | 90 | 99 |
| | 13.0% | 11.0% | 14.0% | 13.0% | 14.0% |
| Don't know | - | - | - | - | - |
| | - | - | - | - | - |
| Sigma | 2832 | 726 | 720 | 667 | 719 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Summary | | | | | |
| Top2Box (Strongly/ Somewhat Agree) | 1623 | 440 | 418 | 366 | 399 |
| | 57.0% | 61.0% | 58.0% | 55.0% | 55.0% |
| Low2Box (Somewhat/ Strongly Disagree) | 1209 | 286 | 302 | 301 | 320 |
| | 43.0% | 39.0% | 42.0% | 45.0% | 45.0% |
| | | | | A | A |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 170

Q11_11. [I consume online content only from sources I trust] To what extent would you agree or disagree with the following? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|--|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way (EXCLUDING DK) | 2877 | 737 | 741 | 679 | 720 |
| Base: Those who consume online content in some way (EXCLUDING DK) (wtd) | 2877 | 737 | 741 | 679 | 720 |
| Strongly agree | 623 22.0% | 180 24.0% | 175 24.0% | 139 20.0% | 129 18.0% |
| | | D | D | | |
| Somewhat agree | 1508 52.0% | 395 54.0% | 347 47.0% | 369 54.0% | 397 55.0% |
| | | B | | B | B |
| Somewhat disagree | 572 20.0% | 133 18.0% | 171 23.0% | 121 18.0% | 147 20.0% |
| | | | AC | | |
| Strongly disagree | 174 6.0% | 29 4.0% | 48 6.0% | 50 7.0% | 47 7.0% |
| | | | A | A | A |
| Don't know | - - | - - | - - | - - | - - |
| | | | | | |
| Sigma | 2877 100.0% | 737 100.0% | 741 100.0% | 679 100.0% | 720 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box (Strongly/ Somewhat Agree) | 2131 74.0% | 575 78.0% | 522 70.0% | 508 75.0% | 526 73.0% |
| | | BD | | | |
| Low2Box (Somewhat/ Strongly Disagree) | 746 26.0% | 162 22.0% | 219 30.0% | 171 25.0% | 194 27.0% |
| | | | A | | A |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 171

Q12. In the past year, how often have you consumed (either clicked or been shown) online content such as news, information, or entertainment that has been suggested, 'pushed', or recommended to you by social media or online platforms?

| | TOTAL | Country | | | |
|---|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3063 | 778 | 774 | 733 | 778 |
| Base: Those who consume online content in some way (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Several times a day | 321 | 83 | 80 | 80 | 78 |
| | 10.0% | 11.0% | 10.0% | 11.0% | 10.0% |
| At least once a day | 630 | 137 | 180 | 144 | 169 |
| | 21.0% | 18.0% | 23.0% | 20.0% | 22.0% |
| 2-3 times a week | 638 | 141 | 194 | 150 | 153 |
| | 21.0% | 18.0% | 25.0% | 20.0% | 20.0% |
| At least once a week | 384 | 104 | 105 | 88 | 87 |
| | 13.0% | 13.0% | 14.0% | 12.0% | 11.0% |
| A few times a month | 357 | 72 | 93 | 100 | 92 |
| | 12.0% | 9.0% | 12.0% | 14.0% | 12.0% |
| A few times a year or less often | 324 | 112 | 60 | 82 | 70 |
| | 11.0% | 14.0% | 8.0% | 11.0% | 9.0% |
| Never | 409 | 129 | 62 | 89 | 129 |
| | 13.0% | 17.0% | 8.0% | 12.0% | 17.0% |
| Sigma | 3063 | 778 | 774 | 733 | 778 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Summary | | | | | |
| At least once a day | 951 | 220 | 260 | 224 | 247 |
| | 31.0% | 28.0% | 34.0% | 31.0% | 32.0% |
| At least once a week | 1973 | 465 | 559 | 462 | 487 |
| | 64.0% | 60.0% | 72.0% | 63.0% | 63.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 172

Q13. [SUMMARY - TOP2BOX (VERY/ SOMEWHAT SATISFIED)] Overall, how satisfied or dissatisfied are you with the following?

| | TOTAL | Country | | | |
|--|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content that has been suggested to them by social media/online platforms | 2330 | 537 | 652 | 562 | 579 |
| Base: Those who consume online content that has been suggested to them by social media/online platforms (wtd) | 2330 | 537 | 652 | 562 | 579 |
| The accuracy of information I find online | 1247 | 280 | 389 | 281 | 297 |
| | 54.0% | 52.0% | 60.0% | 50.0% | 51.0% |
| | | | ACD | | |
| The accuracy of information that is suggested, 'pushed', or recommended to me online | 996 | 212 | 288 | 263 | 233 |
| | 43.0% | 39.0% | 44.0% | 47.0% | 40.0% |
| | | | | AD | |
| The availability of online content that offers different points of view | 1270 | 290 | 354 | 318 | 308 |
| | 55.0% | 54.0% | 54.0% | 57.0% | 53.0% |
| Discovering online content that matches my interests | 1417 | 327 | 397 | 350 | 343 |
| | 61.0% | 61.0% | 61.0% | 62.0% | 59.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 173

Q13. [SUMMARY - LOW2BOX (SOMEWHAT/ VERY DISSATISFIED)] Overall, how satisfied or dissatisfied are you with the following?

| | TOTAL | Country | | | |
|--|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content that has been suggested to them by social media/online platforms | 2330 | 537 | 652 | 562 | 579 |
| Base: Those who consume online content that has been suggested to them by social media/online platforms (wtd) | 2330 | 537 | 652 | 562 | 579 |
| The accuracy of information I find online | 379 | 96 | 94 | 91 | 98 |
| | 16.0% | 18.0% | 14.0% | 16.0% | 17.0% |
| The accuracy of information that is suggested, 'pushed', or recommended to me online | 435 | 113 | 137 | 91 | 94 |
| | 19.0% | 21.0% | 21.0% | 16.0% | 16.0% |
| | | CD | CD | | |
| The availability of online content that offers different points of view | 312 | 83 | 100 | 65 | 64 |
| | 13.0% | 15.0% | 15.0% | 12.0% | 11.0% |
| | | D | D | | |
| Discovering online content that matches my interests | 204 | 45 | 54 | 62 | 43 |
| | 9.0% | 8.0% | 8.0% | 11.0% | 7.0% |
| | | | | D | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 174

Q13_1. [The accuracy of information I find online] Overall, how satisfied or dissatisfied are you with the following?

| | TOTAL | Country | | | |
|--|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content that has been suggested to them by social media/online platforms | 2330 | 537 | 652 | 562 | 579 |
| Base: Those who consume online content that has been suggested to them by social media/online platforms (wtd) | 2330 | 537 | 652 | 562 | 579 |
| Very satisfied | 224 | 44 | 79 | 44 | 57 |
| | 10.0% | 8.0% | 12.0% | 8.0% | 10.0% |
| Somewhat satisfied | 1023 | 236 | 310 | 237 | 240 |
| | 44.0% | 44.0% | 48.0% | 42.0% | 41.0% |
| | | | D | | |
| Neither satisfied nor dissatisfied | 658 | 149 | 157 | 178 | 174 |
| | 28.0% | 28.0% | 24.0% | 32.0% | 30.0% |
| | | | | B | B |
| Somewhat dissatisfied | 302 | 78 | 70 | 77 | 77 |
| | 13.0% | 15.0% | 11.0% | 14.0% | 13.0% |
| | | B | | | |
| Very dissatisfied | 77 | 18 | 24 | 14 | 21 |
| | 3.0% | 3.0% | 4.0% | 2.0% | 4.0% |
| | | | | | |
| Don't know | 46 | 12 | 12 | 12 | 10 |
| | 2.0% | 2.0% | 2.0% | 2.0% | 2.0% |
| | | | | | |
| Sigma | 2330 | 537 | 652 | 562 | 579 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box (Very/ Somewhat Satisfied) | 1247 | 280 | 389 | 281 | 297 |
| | 54.0% | 52.0% | 60.0% | 50.0% | 51.0% |
| | | | ACD | | |
| Low2Box (Somewhat/ Very Dissatisfied) | 379 | 96 | 94 | 91 | 98 |
| | 16.0% | 18.0% | 14.0% | 16.0% | 17.0% |
| | | | | | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 175

Q13_2. [The accuracy of information that is suggested, 'pushed', or recommended to me online] Overall, how satisfied or dissatisfied are you with the following?

| | | Country | | | |
|--|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content that has been suggested to them by social media/online platforms | 2330 | 537 | 652 | 562 | 579 |
| Base: Those who consume online content that has been suggested to them by social media/online platforms (wtd) | 2330 | 537 | 652 | 562 | 579 |
| Very satisfied | 212 9.0% | 40 7.0% | 77 12.0% | 48 9.0% | 47 8.0% |
| Somewhat satisfied | 784 34.0% | 172 32.0% | 211 32.0% | 215 38.0% | 186 32.0% |
| | | | | ABD | |
| Neither satisfied nor dissatisfied | 828 36.0% | 191 36.0% | 211 32.0% | 196 35.0% | 230 40.0% |
| | | | | | B |
| Somewhat dissatisfied | 324 14.0% | 82 15.0% | 98 15.0% | 73 13.0% | 71 12.0% |
| | | | | | |
| Very dissatisfied | 111 5.0% | 31 6.0% | 39 6.0% | 18 3.0% | 23 4.0% |
| | | C | C | | |
| Don't know | 71 3.0% | 21 4.0% | 16 2.0% | 12 2.0% | 22 4.0% |
| | | | | | |
| Sigma | 2330 100.0% | 537 100.0% | 652 100.0% | 562 100.0% | 579 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box (Very/ Somewhat Satisfied) | 996 43.0% | 212 39.0% | 288 44.0% | 263 47.0% | 233 40.0% |
| | | | | AD | |
| Low2Box (Somewhat/ Very Dissatisfied) | 435 19.0% | 113 21.0% | 137 21.0% | 91 16.0% | 94 16.0% |
| | | CD | CD | | |

Overlap formulae used
 - Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 176

Q13_3. [The availability of online content that offers different points of view] Overall, how satisfied or dissatisfied are you with the following?

| | | Country | | | |
|--|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content that has been suggested to them by social media/online platforms | 2330 | 537 | 652 | 562 | 579 |
| Base: Those who consume online content that has been suggested to them by social media/online platforms (wtd) | 2330 | 537 | 652 | 562 | 579 |
| Very satisfied | 279 12.0% | 79 15.0% | 81 12.0% | 48 9.0% | 71 12.0% |
| | | C | C | | C |
| Somewhat satisfied | 991 43.0% | 211 39.0% | 273 42.0% | 270 48.0% | 237 41.0% |
| | | | | ABD | |
| Neither satisfied nor dissatisfied | 701 30.0% | 154 29.0% | 182 28.0% | 172 31.0% | 193 33.0% |
| | | | | | B |
| Somewhat dissatisfied | 245 11.0% | 65 12.0% | 80 12.0% | 47 8.0% | 53 9.0% |
| | | C | C | | |
| Very dissatisfied | 67 3.0% | 18 3.0% | 20 3.0% | 18 3.0% | 11 2.0% |
| | | | | | |
| Don't know | 47 2.0% | 10 2.0% | 16 2.0% | 7 1.0% | 14 2.0% |
| | | | | | |
| Sigma | 2330 100.0% | 537 100.0% | 652 100.0% | 562 100.0% | 579 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box (Very/ Somewhat Satisfied) | 1270 55.0% | 290 54.0% | 354 54.0% | 318 57.0% | 308 53.0% |
| | | | | | |
| Low2Box (Somewhat/ Very Dissatisfied) | 312 13.0% | 83 15.0% | 100 15.0% | 65 12.0% | 64 11.0% |
| | | D | D | | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 177

Q13_4. [Discovering online content that matches my interests] Overall, how satisfied or dissatisfied are you with the following?

| | | Country | | | |
|--|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content that has been suggested to them by social media/online platforms | 2330 | 537 | 652 | 562 | 579 |
| Base: Those who consume online content that has been suggested to them by social media/online platforms (wtd) | 2330 | 537 | 652 | 562 | 579 |
| Very satisfied | 314 13.0% | 73 14.0% | 97 15.0% | 74 13.0% | 70 12.0% |
| Somewhat satisfied | 1103 47.0% | 254 47.0% | 300 46.0% | 276 49.0% | 273 47.0% |
| Neither satisfied nor dissatisfied | 658 28.0% | 158 29.0% | 180 28.0% | 140 25.0% | 180 31.0% |
| Somewhat dissatisfied | 165 7.0% | 41 8.0% | 47 7.0% | 46 8.0% | 31 5.0% |
| Very dissatisfied | 39 2.0% | 4 1.0% | 7 1.0% | 16 3.0% | 12 2.0% |
| Don't know | 51 2.0% | 7 1.0% | 21 3.0% | 10 2.0% | 13 2.0% |
| Sigma | 2330 100.0% | 537 100.0% | 652 100.0% | 562 100.0% | 579 100.0% |
| Summary | | | | | |
| Top2Box (Very/ Somewhat Satisfied) | 1417 61.0% | 327 61.0% | 397 61.0% | 350 62.0% | 343 59.0% |
| Low2Box (Somewhat/ Very Dissatisfied) | 204 9.0% | 45 8.0% | 54 8.0% | 62 11.0% | 43 7.0% |
| | | | | D | |

Overlap formulae used
 - Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 178

Q13. [SUMMARY - TOP2BOX (VERY/ SOMEWHAT SATISFIED)] Overall, how satisfied or dissatisfied are you with the following? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|--|-------|-----------|---------|--------|---------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| The accuracy of information I find online | 1247 | 280 | 389 | 281 | 297 |
| | 55.0% | 53.0% | 61.0% | 51.0% | 52.0% |
| | | | ACD | | |
| The accuracy of information that is suggested, 'pushed', or recommended to me online | 996 | 212 | 288 | 263 | 233 |
| | 44.0% | 41.0% | 45.0% | 48.0% | 42.0% |
| | | | | AD | |
| The availability of online content that offers different points of view | 1270 | 290 | 354 | 318 | 308 |
| | 56.0% | 55.0% | 56.0% | 57.0% | 55.0% |
| | | | | | |
| Discovering online content that matches my interests | 1417 | 327 | 397 | 350 | 343 |
| | 62.0% | 62.0% | 63.0% | 63.0% | 61.0% |
| | | | | | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 179

Q13. [SUMMARY - LOW2BOX (SOMEWHAT/ VERY DISSATISFIED)] Overall, how satisfied or dissatisfied are you with the following? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|--|-------|-----------|---------|--------|---------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| The accuracy of information I find online | 379 | 96 | 94 | 91 | 98 |
| | 17.0% | 18.0% | 15.0% | 17.0% | 17.0% |
| | | | | | |
| The accuracy of information that is suggested, 'pushed', or recommended to me online | 435 | 113 | 137 | 91 | 94 |
| | 19.0% | 22.0% | 22.0% | 17.0% | 17.0% |
| | | CD | CD | | |
| The availability of online content that offers different points of view | 312 | 83 | 100 | 65 | 64 |
| | 14.0% | 16.0% | 16.0% | 12.0% | 11.0% |
| | | D | CD | | |
| Discovering online content that matches my interests | 204 | 45 | 54 | 62 | 43 |
| | 9.0% | 8.0% | 9.0% | 11.0% | 8.0% |
| | | | | D | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 180

Q13_1. [The accuracy of information I find online] Overall, how satisfied or dissatisfied are you with the following? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|---|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content that has been suggested to them by social media/online platforms (EXCLUDING DK) | 2284 | 525 | 640 | 550 | 569 |
| Base: Those who consume online content that has been suggested to them by social media/online platforms (EXCLUDING DK) (wtd) | 2284 | 525 | 640 | 550 | 569 |
| Very satisfied | 224 | 44 | 79 | 44 | 57 |
| | 10.0% | 8.0% | 12.0% | 8.0% | 10.0% |
| Somewhat satisfied | 1023 | 236 | 310 | 237 | 240 |
| | 45.0% | 45.0% | 48.0% | 43.0% | 42.0% |
| | | | D | | |
| Neither satisfied nor dissatisfied | 658 | 149 | 157 | 178 | 174 |
| | 29.0% | 28.0% | 25.0% | 32.0% | 31.0% |
| | | | | B | B |
| Somewhat dissatisfied | 302 | 78 | 70 | 77 | 77 |
| | 13.0% | 15.0% | 11.0% | 14.0% | 14.0% |
| | | B | | | |
| Very dissatisfied | 77 | 18 | 24 | 14 | 21 |
| | 3.0% | 3.0% | 4.0% | 3.0% | 4.0% |
| Don't know | - | - | - | - | - |
| | - | - | - | - | - |
| Sigma | 2284 | 525 | 640 | 550 | 569 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Summary | | | | | |
| Top2Box (Very/ Somewhat Satisfied) | 1247 | 280 | 389 | 281 | 297 |
| | 55.0% | 53.0% | 61.0% | 51.0% | 52.0% |
| Low2Box (Somewhat/ Very Dissatisfied) | 379 | 96 | 94 | 91 | 98 |
| | 17.0% | 18.0% | 15.0% | 17.0% | 17.0% |
| | | | | | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 181

Q13_2. [The accuracy of information that is suggested, 'pushed', or recommended to me online] Overall, how satisfied or dissatisfied are you with the following? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|---|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content that has been suggested to them by social media/online platforms (EXCLUDING DK) | 2259 | 516 | 636 | 550 | 557 |
| Base: Those who consume online content that has been suggested to them by social media/online platforms (EXCLUDING DK) (wtd) | 2259 | 516 | 636 | 550 | 557 |
| Very satisfied | 212 | 40 | 77 | 48 | 47 |
| | 9.0% | 8.0% | 12.0% | 9.0% | 8.0% |
| Somewhat satisfied | 784 | 172 | 211 | 215 | 186 |
| | 35.0% | 33.0% | 33.0% | 39.0% | 33.0% |
| | | | | BD | |
| Neither satisfied nor dissatisfied | 828 | 191 | 211 | 196 | 230 |
| | 37.0% | 37.0% | 33.0% | 36.0% | 41.0% |
| | | | | | B |
| Somewhat dissatisfied | 324 | 82 | 98 | 73 | 71 |
| | 14.0% | 16.0% | 15.0% | 13.0% | 13.0% |
| Very dissatisfied | 111 | 31 | 39 | 18 | 23 |
| | 5.0% | 6.0% | 6.0% | 3.0% | 4.0% |
| | | C | C | | |
| Don't know | - | - | - | - | - |
| | - | - | - | - | - |
| Sigma | 2259 | 516 | 636 | 550 | 557 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Summary | | | | | |
| Top2Box (Very/ Somewhat Satisfied) | 996 | 212 | 288 | 263 | 233 |
| | 44.0% | 41.0% | 45.0% | 48.0% | 42.0% |
| Low2Box (Somewhat/ Very Dissatisfied) | 435 | 113 | 137 | 91 | 94 |
| | 19.0% | 22.0% | 22.0% | 17.0% | 17.0% |
| | | CD | CD | | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 182

Q13_3. [The availability of online content that offers different points of view] Overall, how satisfied or dissatisfied are you with the following? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content that has been suggested to them by social media/online platforms (EXCLUDING DK) | 2283 | 527 | 636 | 555 | 565 |
| Base: Those who consume online content that has been suggested to them by social media/online platforms (EXCLUDING DK) (wtd) | 2283 | 527 | 636 | 555 | 565 |
| Very satisfied | 279 12.0% | 79 15.0% | 81 13.0% | 48 9.0% | 71 13.0% |
| | | C | C | | C |
| Somewhat satisfied | 991 43.0% | 211 40.0% | 273 43.0% | 270 49.0% | 237 42.0% |
| | | | | ABD | |
| Neither satisfied nor dissatisfied | 701 31.0% | 154 29.0% | 182 29.0% | 172 31.0% | 193 34.0% |
| | | | | | B |
| Somewhat dissatisfied | 245 11.0% | 65 12.0% | 80 13.0% | 47 8.0% | 53 9.0% |
| | | C | C | | |
| Very dissatisfied | 67 3.0% | 18 3.0% | 20 3.0% | 18 3.0% | 11 2.0% |
| Don't know | - - | - - | - - | - - | - - |
| Sigma | 2283 100.0% | 527 100.0% | 636 100.0% | 555 100.0% | 565 100.0% |
| Summary | | | | | |
| Top2Box (Very/ Somewhat Satisfied) | 1270 56.0% | 290 55.0% | 354 56.0% | 318 57.0% | 308 55.0% |
| Low2Box (Somewhat/ Very Dissatisfied) | 312 14.0% | 83 16.0% | 100 16.0% | 65 12.0% | 64 11.0% |
| | | D | CD | | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 183

Q13_4. [Discovering online content that matches my interests] Overall, how satisfied or dissatisfied are you with the following? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content that has been suggested to them by social media/online platforms (EXCLUDING DK) | 2279 | 530 | 631 | 552 | 566 |
| Base: Those who consume online content that has been suggested to them by social media/online platforms (EXCLUDING DK) (wtd) | 2279 | 530 | 631 | 552 | 566 |
| Very satisfied | 314 14.0% | 73 14.0% | 97 15.0% | 74 13.0% | 70 12.0% |
| Somewhat satisfied | 1103 48.0% | 254 48.0% | 300 48.0% | 276 50.0% | 273 48.0% |
| Neither satisfied nor dissatisfied | 658 29.0% | 158 30.0% | 180 29.0% | 140 25.0% | 180 32.0% |
| Somewhat dissatisfied | 165 7.0% | 41 8.0% | 47 7.0% | 46 8.0% | 31 5.0% |
| Very dissatisfied | 39 2.0% | 4 1.0% | 7 1.0% | 16 3.0% | 12 2.0% |
| Don't know | - - | - - | - - | - - | - - |
| Sigma | 2279 100.0% | 530 100.0% | 631 100.0% | 552 100.0% | 566 100.0% |
| Summary | | | | | |
| Top2Box (Very/ Somewhat Satisfied) | 1417 62.0% | 327 62.0% | 397 63.0% | 350 63.0% | 343 61.0% |
| Low2Box (Somewhat/ Very Dissatisfied) | 204 9.0% | 45 8.0% | 54 9.0% | 62 11.0% | 43 8.0% |
| | | | | D | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 184

Q14. Why would you say that you are ... with the online content that is suggested, pushed, or recommended to you?

| | TOTAL | Country | | | |
|--|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Satisfied or dissatisfied with online content recommended to them | 2164 | 566 | 547 | 525 | 526 |
| Base: Satisfied or dissatisfied with online content recommended to them (wtd) | 2164 | 566 | 547 | 525 | 526 |
| Negative Mentions (Net) | 894 | 301 | 218 | 140 | 235 |
| | 41.0% | 53.0% | 40.0% | 27.0% | 45.0% |
| | | BCD | C | | C |
| Content (Subnet) | 492 | 167 | 122 | 79 | 124 |
| | 23.0% | 30.0% | 22.0% | 15.0% | 24.0% |
| | | BCD | C | | C |
| Suggested to me are not based on my preferences | 251 | 123 | 49 | 33 | 46 |
| | 12.0% | 22.0% | 9.0% | 6.0% | 9.0% |
| | | BCD | | | |
| Content not relevant to interests | 185 | 81 | 46 | 27 | 31 |
| | 9.0% | 14.0% | 8.0% | 5.0% | 6.0% |
| | | BCD | C | | |
| Poor quality content | 43 | 5 | 19 | 4 | 15 |
| | 2.0% | 1.0% | 3.0% | 1.0% | 3.0% |
| | | | AC | | AC |
| Lots of fake news | 26 | 1 | 2 | 8 | 15 |
| | 1.0% | * | * | 2.0% | 3.0% |
| | | | | AB | AB |
| Online content that I don't agree with | 19 | 7 | 3 | 3 | 6 |
| | 1.0% | 1.0% | 1.0% | 1.0% | 1.0% |
| | | | | | |
| Comes from unreliable source | 18 | 9 | 3 | 4 | 2 |
| | 1.0% | 2.0% | 1.0% | 1.0% | * |
| | | D | | | |
| Repetitive/ redundant | 17 | 3 | 6 | 6 | 2 |
| | 1.0% | 1.0% | 1.0% | 1.0% | * |
| | | | | | |
| Censorship on content | 16 | 1 | 4 | 3 | 8 |
| | 1.0% | * | 1.0% | 1.0% | 2.0% |
| | | | | | A |

| | | | | | |
|--|-------|-------|-------|-------|-------|
| Not enough selection/ variety/ more content/ options | 9 | 5 | 3 | - | 1 |
| | * | 1.0% | 1.0% | - | * |
| | | C | | | |
| Too many politically agenda | 6 | 1 | 2 | 1 | 2 |
| | * | * | * | * | * |
| | | | | | |
| Other content mentions | 9 | 3 | 1 | 1 | 4 |
| | * | 1.0% | * | * | 1.0% |
| | | | | | |
| I don't like it/ annoying | 164 | 60 | 32 | 18 | 54 |
| | 8.0% | 11.0% | 6.0% | 3.0% | 10.0% |
| | | BC | | | BC |
| Appeal (Subnet) | 142 | 33 | 34 | 22 | 53 |
| | 7.0% | 6.0% | 6.0% | 4.0% | 10.0% |
| | | | | | ABC |
| Lack of facts/ not truthful | 129 | 30 | 30 | 18 | 51 |
| | 6.0% | 5.0% | 5.0% | 3.0% | 10.0% |
| | | | | | ABC |
| Privacy/ security issues | 13 | 3 | 4 | 4 | 2 |
| | 1.0% | 1.0% | 1.0% | 1.0% | * |
| | | | | | |
| Not reliable/ untrustworthy | 48 | 17 | 14 | 7 | 10 |
| | 2.0% | 3.0% | 3.0% | 1.0% | 2.0% |
| | | | | | |
| Not accurate information I find online | 47 | 31 | 5 | 6 | 5 |
| | 2.0% | 5.0% | 1.0% | 1.0% | 1.0% |
| | | BCD | | | |
| Biased/ not fair | 46 | 25 | 4 | 8 | 9 |
| | 2.0% | 4.0% | 1.0% | 2.0% | 2.0% |
| | | BCD | | | |
| Too many advertisement | 41 | 9 | 18 | 6 | 8 |
| | 2.0% | 2.0% | 3.0% | 1.0% | 2.0% |
| | | | C | | |
| Too many clickbait | 22 | 17 | - | 1 | 4 |
| | 1.0% | 3.0% | - | * | 1.0% |
| | | BCD | | | B |
| Intrusive/ invading | 21 | 5 | 3 | 5 | 8 |
| | 1.0% | 1.0% | 1.0% | 1.0% | 2.0% |
| | | | | | |
| Other negative mentions | 28 | 2 | 13 | 6 | 7 |
| | 1.0% | * | 2.0% | 1.0% | 1.0% |
| | | | A | | |
| Positive Mentions (Net) | 735 | 148 | 170 | 253 | 164 |
| | 34.0% | 26.0% | 31.0% | 48.0% | 31.0% |
| | | | | ABD | |

| | | | | | |
|---|-------|-------|-------|-------|-------|
| Appeal (Subnet) | 378 | 76 | 105 | 111 | 86 |
| | 17.0% | 13.0% | 19.0% | 21.0% | 16.0% |
| | | | A | AD | |
| Good/ great/ I like it | 160 | 37 | 47 | 32 | 44 |
| | 7.0% | 7.0% | 9.0% | 6.0% | 8.0% |
| | | | | | |
| Interesting/ intriguing | 67 | 11 | 27 | 19 | 10 |
| | 3.0% | 2.0% | 5.0% | 4.0% | 2.0% |
| | | | AD | | |
| Meets my needs | 63 | 6 | 17 | 25 | 15 |
| | 3.0% | 1.0% | 3.0% | 5.0% | 3.0% |
| | | | A | A | A |
| Informative/ provide details | 51 | 11 | 9 | 19 | 12 |
| | 2.0% | 2.0% | 2.0% | 4.0% | 2.0% |
| | | | | B | |
| Ease/ convenient | 24 | 5 | 6 | 9 | 4 |
| | 1.0% | 1.0% | 1.0% | 2.0% | 1.0% |
| | | | | | |
| Accuracy of information I find online | 23 | 8 | 4 | 10 | 1 |
| | 1.0% | 1.0% | 1.0% | 2.0% | * |
| | | D | | D | |
| Other appeal mentions | 4 | - | - | 1 | 3 |
| | * | - | - | * | 1.0% |
| | | | | | |
| Content (Subnet) | 365 | 75 | 65 | 147 | 78 |
| | 17.0% | 13.0% | 12.0% | 28.0% | 15.0% |
| | | | | ABD | |
| Content relevant to interests | 135 | 31 | 18 | 58 | 28 |
| | 6.0% | 5.0% | 3.0% | 11.0% | 5.0% |
| | | | | ABD | |
| Suggested to me based on my preferences | 72 | 12 | 17 | 33 | 10 |
| | 3.0% | 2.0% | 3.0% | 6.0% | 2.0% |
| | | | | ABD | |
| Selection/ variety/ more content/ options | 58 | 7 | 11 | 27 | 13 |
| | 3.0% | 1.0% | 2.0% | 5.0% | 2.0% |
| | | | | ABD | |
| Quality/ better Content | 45 | 23 | 9 | 8 | 5 |
| | 2.0% | 4.0% | 2.0% | 2.0% | 1.0% |
| | | BCD | | | |
| Factual and truthful | 41 | 3 | 7 | 22 | 9 |
| | 2.0% | 1.0% | 1.0% | 4.0% | 2.0% |
| | | | | ABD | |
| Up-To-Date/ new content | 24 | 7 | 7 | 4 | 6 |
| | 1.0% | 1.0% | 1.0% | 1.0% | 1.0% |

| | | | | | |
|---|--------|--------|--------|--------|--------|
| | | | | | |
| Availability of online content that offers different points of view | 22 | 8 | 4 | 7 | 3 |
| | 1.0% | 1.0% | 1.0% | 1.0% | 1.0% |
| Comes from a source I trust | 21 | 6 | 2 | 6 | 7 |
| | 1.0% | 1.0% | * | 1.0% | 1.0% |
| Online content that I agree with | 9 | 1 | - | 5 | 3 |
| | * | * | - | 1.0% | 1.0% |
| Other content mentions | 1 | - | - | - | 1 |
| | * | - | - | - | * |
| Trustworthy | 18 | 4 | 2 | 6 | 6 |
| | 1.0% | 1.0% | * | 1.0% | 1.0% |
| Useful/ helpful | 14 | 2 | 7 | 1 | 4 |
| | 1.0% | * | 1.0% | * | 1.0% |
| Keep personal info/ activities safe or private | 8 | 4 | 1 | 1 | 2 |
| | * | 1.0% | * | * | * |
| Other positive mentions | 16 | 5 | - | 9 | 2 |
| | 1.0% | 1.0% | - | 2.0% | * |
| Other | 36 | 9 | 8 | 4 | 15 |
| | 2.0% | 2.0% | 1.0% | 1.0% | 3.0% |
| Nothing | 74 | 14 | 28 | 13 | 19 |
| | 3.0% | 2.0% | 5.0% | 2.0% | 4.0% |
| Don't know | 449 | 102 | 129 | 118 | 100 |
| | 21.0% | 18.0% | 24.0% | 22.0% | 19.0% |
| Sigma | 2593 | 754 | 621 | 606 | 612 |
| | 120.0% | 133.0% | 114.0% | 115.0% | 116.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 185

Q14. Why would you say that you are very satisfied/somewhat satisfied with the online content that is suggested, pushed, or recommended to you?

| | TOTAL | Country | | | |
|--|------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Satisfied with online content recommended to them | 996 | 212 | 288 | 263 | 233 |
| Base: Satisfied with online content recommended to them (wtd) | 996 | 212 | 288 | 263 | 233 |
| Positive Mentions (Net) | 590 | 109 | 139 | 210 | 132 |
| | 59.0% | 51.0% | 48.0% | 80.0% | 57.0% |
| | | | | ABD | |
| Appeal (Subnet) | 313 | 60 | 88 | 98 | 67 |
| | 31.0% | 28.0% | 31.0% | 37.0% | 29.0% |
| | | | | AD | |
| Good/ great/ I like it | 140 | 31 | 47 | 29 | 33 |
| | 14.0% | 15.0% | 16.0% | 11.0% | 14.0% |
| | | | | | |
| Meets my needs | 57 | 6 | 15 | 22 | 14 |
| | 6.0% | 3.0% | 5.0% | 8.0% | 6.0% |
| | | | | A | |
| Informative/ provide details | 45 | 10 | 8 | 19 | 8 |
| | 5.0% | 5.0% | 3.0% | 7.0% | 3.0% |
| | | | | B | |
| Interesting/ intriguing | 39 | 5 | 15 | 12 | 7 |
| | 4.0% | 2.0% | 5.0% | 5.0% | 3.0% |
| | | | | | |
| Ease/ convenient | 21 | 4 | 5 | 9 | 3 |
| | 2.0% | 2.0% | 2.0% | 3.0% | 1.0% |
| | | | | | |
| Accuracy of information I find online | 20 | 6 | 3 | 10 | 1 |
| | 2.0% | 3.0% | 1.0% | 4.0% | * |
| | | D | | BD | |
| Other appeal mentions | 4 | - | - | 1 | 3 |
| | * | - | - | * | 1.0% |
| | | | | | |
| Content (Subnet) | 290 | 54 | 51 | 122 | 63 |
| | 29.0% | 25.0% | 18.0% | 46.0% | 27.0% |
| | | B | | ABD | B |

| | | | | | |
|---|-------|-------|-------|-------|-------|
| Content relevant to interests | 107 | 22 | 15 | 47 | 23 |
| | 11.0% | 10.0% | 5.0% | 18.0% | 10.0% |
| | | B | | ABD | B |
| Suggested to me based on my preferences | 54 | 6 | 13 | 27 | 8 |
| | 5.0% | 3.0% | 5.0% | 10.0% | 3.0% |
| | | | | ABD | |
| Selection/ variety/ more content/ options | 41 | 5 | 7 | 19 | 10 |
| | 4.0% | 2.0% | 2.0% | 7.0% | 4.0% |
| | | | | AB | |
| Quality/ better Content | 41 | 20 | 8 | 8 | 5 |
| | 4.0% | 9.0% | 3.0% | 3.0% | 2.0% |
| | | BCD | | | |
| Factual and truthful | 36 | 2 | 7 | 20 | 7 |
| | 4.0% | 1.0% | 2.0% | 8.0% | 3.0% |
| | | | | ABD | |
| Up-To-Date/ new content | 22 | 6 | 7 | 4 | 5 |
| | 2.0% | 3.0% | 2.0% | 2.0% | 2.0% |
| | | | | | |
| Comes from a source I trust | 18 | 6 | 1 | 5 | 6 |
| | 2.0% | 3.0% | * | 2.0% | 3.0% |
| | | B | | | B |
| Availability of online content that offers different points of view | 15 | 5 | 2 | 6 | 2 |
| | 2.0% | 2.0% | 1.0% | 2.0% | 1.0% |
| | | | | | |
| Online content that I agree with | 8 | 1 | - | 4 | 3 |
| | 1.0% | * | - | 2.0% | 1.0% |
| | | | | B | |
| Trustworthy | 18 | 4 | 2 | 6 | 6 |
| | 2.0% | 2.0% | 1.0% | 2.0% | 3.0% |
| | | | | | |
| Useful/ helpful | 14 | 2 | 7 | 1 | 4 |
| | 1.0% | 1.0% | 2.0% | * | 2.0% |
| | | | C | | |
| Keep personal info/ activities safe or private | 4 | 2 | - | 1 | 1 |
| | * | 1.0% | - | * | * |
| | | | | | |
| Other positive mentions | 8 | 3 | - | 3 | 2 |
| | 1.0% | 1.0% | - | 1.0% | 1.0% |
| | | B | | | |
| Negative Mentions (Net) | 198 | 67 | 69 | 17 | 45 |
| | 20.0% | 32.0% | 24.0% | 6.0% | 19.0% |
| | | CD | C | | C |
| | 96 | 30 | 33 | 7 | 26 |

| | | | | | |
|--|-------|-------|-------|------|-------|
| Content (Subnet) | 10.0% | 14.0% | 11.0% | 3.0% | 11.0% |
| | | C | C | | C |
| Content not relevant to interests | 41 | 17 | 17 | 2 | 5 |
| | 4.0% | 8.0% | 6.0% | 1.0% | 2.0% |
| | | CD | CD | | |
| Suggested to me are not based on my preferences | 35 | 18 | 11 | 2 | 4 |
| | 4.0% | 8.0% | 4.0% | 1.0% | 2.0% |
| | | BCD | C | | |
| Poor quality content | 13 | - | 6 | 2 | 5 |
| | 1.0% | - | 2.0% | 1.0% | 2.0% |
| | | | A | | A |
| Lots of fake news | 8 | 1 | 1 | - | 6 |
| | 1.0% | * | * | - | 3.0% |
| | | | | | BC |
| Censorship on content | 6 | 1 | 2 | 1 | 2 |
| | 1.0% | * | 1.0% | * | 1.0% |
| | | | | | |
| Repetitive/ redundant | 5 | 2 | 2 | - | 1 |
| | 1.0% | 1.0% | 1.0% | - | * |
| | | | | | |
| Comes from unreliable source | 5 | 2 | 3 | - | - |
| | 1.0% | 1.0% | 1.0% | - | - |
| | | | | | |
| Online content that I don't agree with | 4 | 1 | - | - | 3 |
| | * | * | - | - | 1.0% |
| | | | | | |
| Not enough selection/ variety/ more content/ options | 2 | 2 | - | - | - |
| | * | 1.0% | - | - | - |
| | | | | | |
| Too many politically agenda | 2 | - | 1 | 1 | - |
| | * | - | * | * | - |
| | | | | | |
| Other content mentions | 4 | 2 | - | - | 2 |
| | * | 1.0% | - | - | 1.0% |
| | | | | | |
| Appeal (Subnet) | 37 | 8 | 15 | 2 | 12 |
| | 4.0% | 4.0% | 5.0% | 1.0% | 5.0% |
| | | C | C | | C |
| Lack of facts/ not truthful | 36 | 7 | 15 | 2 | 12 |
| | 4.0% | 3.0% | 5.0% | 1.0% | 5.0% |
| | | C | C | | C |
| Privacy/ security issues | 1 | 1 | - | - | - |
| | * | * | - | - | - |
| | | | | | |

| | | | | | |
|--|--------|--------|--------|--------|--------|
| I don't like it/ annoying | 28 | 10 | 10 | 5 | 3 |
| | 3.0% | 5.0% | 3.0% | 2.0% | 1.0% |
| | | D | | | |
| Not accurate information I find online | 17 | 14 | 1 | 1 | 1 |
| | 2.0% | 7.0% | * | * | * |
| | | BCD | | | |
| Biased/ not fair | 12 | 8 | - | 1 | 3 |
| | 1.0% | 4.0% | - | * | 1.0% |
| | | BC | | | |
| Not reliable/ untrustworthy | 9 | - | 5 | - | 4 |
| | 1.0% | - | 2.0% | - | 2.0% |
| | | | C | | C |
| Too many clickbait | 7 | 5 | - | - | 2 |
| | 1.0% | 2.0% | - | - | 1.0% |
| | | BC | | | |
| Too many advertisement | 2 | - | 1 | - | 1 |
| | * | - | * | - | * |
| | | | | | |
| Intrusive/ invading | 2 | - | - | 1 | 1 |
| | * | - | - | * | * |
| | | | | | |
| Other negative mentions | 10 | 1 | 7 | 1 | 1 |
| | 1.0% | * | 2.0% | * | * |
| | | | C | | |
| Other | 27 | 7 | 7 | 3 | 10 |
| | 3.0% | 3.0% | 2.0% | 1.0% | 4.0% |
| | | | | | C |
| Nothing | 29 | 3 | 15 | 2 | 9 |
| | 3.0% | 1.0% | 5.0% | 1.0% | 4.0% |
| | | | AC | | C |
| Don't know | 167 | 32 | 62 | 32 | 41 |
| | 17.0% | 15.0% | 22.0% | 12.0% | 18.0% |
| | | | C | | |
| Sigma | 1184 | 280 | 328 | 309 | 267 |
| | 119.0% | 132.0% | 114.0% | 117.0% | 115.0% |
| | | | | | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 186

Q14. Why would you say that you are somewhat dissatisfied/very dissatisfied with the online content that is suggested, pushed, or recommended to you?

| | TOTAL | Country | | | |
|---|------------|------------|------------|-----------|-----------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Dissatisfied with online content recommended to them | 435 | 113 | 137 | 91 | 94 |
| Base: Dissatisfied with online content recommended to them (wtd) | 435 | 113 | 137 | 91 | 94 |
| Negative Mentions (Net) | 342 | 101 | 103 | 69 | 69 |
| | 79.0% | 89.0% | 75.0% | 76.0% | 73.0% |
| | | BCD | | * | * |
| Content (Subnet) | 188 | 59 | 58 | 36 | 35 |
| | 43.0% | 52.0% | 42.0% | 40.0% | 37.0% |
| | | D | | * | * |
| Suggested to me are not based on my preferences | 78 | 44 | 21 | 5 | 8 |
| | 18.0% | 39.0% | 15.0% | 5.0% | 9.0% |
| | | BCD | C | * | * |
| Content not relevant to interests | 75 | 31 | 19 | 15 | 10 |
| | 17.0% | 27.0% | 14.0% | 16.0% | 11.0% |
| | | BD | | * | * |
| Poor quality content | 22 | 4 | 10 | 2 | 6 |
| | 5.0% | 4.0% | 7.0% | 2.0% | 6.0% |
| | | | | * | * |
| Lots of fake news | 16 | - | 1 | 8 | 7 |
| | 4.0% | - | 1.0% | 9.0% | 7.0% |
| | | | | AB* | AB* |
| Repetitive/ redundant | 8 | - | 2 | 5 | 1 |
| | 2.0% | - | 1.0% | 5.0% | 1.0% |
| | | | | A* | * |
| Online content that I don't agree with | 8 | 2 | 3 | 2 | 1 |
| | 2.0% | 2.0% | 2.0% | 2.0% | 1.0% |
| | | | | * | * |
| Comes from unreliable source | 8 | 4 | - | 4 | - |
| | 2.0% | 4.0% | - | 4.0% | - |
| | | B | | BD* | * |
| Censorship on content | 5 | - | 1 | 2 | 2 |
| | 1.0% | - | 1.0% | 2.0% | 2.0% |
| | | | | * | * |

| | | | | | |
|--|-------|-------|-------|-------|-------|
| Too many politically agenda | 4 | 1 | 1 | - | 2 |
| | 1.0% | 1.0% | 1.0% | - | 2.0% |
| | | | | * | * |
| Not enough selection/ variety/ more content/ options | 3 | 2 | 1 | - | - |
| | 1.0% | 2.0% | 1.0% | - | - |
| | | | | * | * |
| Other content mentions | 3 | 1 | 1 | 1 | - |
| | 1.0% | 1.0% | 1.0% | 1.0% | - |
| | | | | * | * |
| Appeal (Subnet) | 65 | 15 | 16 | 14 | 20 |
| | 15.0% | 13.0% | 12.0% | 15.0% | 21.0% |
| | | | | * | B* |
| Lack of facts/ not truthful | 58 | 13 | 14 | 12 | 19 |
| | 13.0% | 12.0% | 10.0% | 13.0% | 20.0% |
| | | | | * | B* |
| Privacy/ security issues | 7 | 2 | 2 | 2 | 1 |
| | 2.0% | 2.0% | 1.0% | 2.0% | 1.0% |
| | | | | * | * |
| I don't like it/ annoying | 35 | 10 | 10 | 4 | 11 |
| | 8.0% | 9.0% | 7.0% | 4.0% | 12.0% |
| | | | | * | * |
| Biased/ not fair | 28 | 15 | 4 | 6 | 3 |
| | 6.0% | 13.0% | 3.0% | 7.0% | 3.0% |
| | | BD | | * | * |
| Too many advertisement | 28 | 4 | 14 | 6 | 4 |
| | 6.0% | 4.0% | 10.0% | 7.0% | 4.0% |
| | | | A | * | * |
| Not accurate information I find online | 26 | 14 | 4 | 5 | 3 |
| | 6.0% | 12.0% | 3.0% | 5.0% | 3.0% |
| | | BD | | * | * |
| Not reliable/ untrustworthy | 18 | 8 | 6 | 3 | 1 |
| | 4.0% | 7.0% | 4.0% | 3.0% | 1.0% |
| | | D | | * | * |
| Too many clickbait | 10 | 8 | - | 1 | 1 |
| | 2.0% | 7.0% | - | 1.0% | 1.0% |
| | | BCD | | * | * |
| Intrusive/ invading | 10 | 4 | 2 | 1 | 3 |
| | 2.0% | 4.0% | 1.0% | 1.0% | 3.0% |
| | | | | * | * |
| Other negative mentions | 13 | - | 5 | 3 | 5 |
| | 3.0% | - | 4.0% | 3.0% | 5.0% |
| | | | A | * | A* |
| Positive Mentions (Net) | 37 | 8 | 7 | 12 | 10 |
| | 9.0% | 7.0% | 5.0% | 13.0% | 11.0% |
| | | | | B* | * |

| | | | | | |
|---|------|------|------|------|------|
| Content (Subnet) | 20 | 2 | 6 | 7 | 5 |
| | 5.0% | 2.0% | 4.0% | 8.0% | 5.0% |
| | | | | A* | * |
| Selection/ variety/ more content/ options | 7 | 1 | 3 | 2 | 1 |
| | 2.0% | 1.0% | 2.0% | 2.0% | 1.0% |
| | | | | * | * |
| Content relevant to interests | 6 | 1 | 1 | 2 | 2 |
| | 1.0% | 1.0% | 1.0% | 2.0% | 2.0% |
| | | | | * | * |
| Suggested to me based on my preferences | 4 | 1 | 1 | 2 | - |
| | 1.0% | 1.0% | 1.0% | 2.0% | - |
| | | | | * | * |
| Factual and truthful | 3 | - | - | 1 | 2 |
| | 1.0% | - | - | 1.0% | 2.0% |
| | | | | * | * |
| Availability of online content that offers different points of view | 3 | - | 1 | 1 | 1 |
| | 1.0% | - | 1.0% | 1.0% | 1.0% |
| | | | | * | * |
| Quality/ better Content | 1 | - | 1 | - | - |
| | * | - | 1.0% | - | - |
| | | | | * | * |
| Comes from a source I trust | 1 | - | - | 1 | - |
| | * | - | - | 1.0% | - |
| | | | | * | * |
| Appeal (Subnet) | 13 | 3 | 1 | 4 | 5 |
| | 3.0% | 3.0% | 1.0% | 4.0% | 5.0% |
| | | | | * | B* |
| Good/ great/ I like it | 5 | 1 | - | 2 | 2 |
| | 1.0% | 1.0% | - | 2.0% | 2.0% |
| | | | | * | * |
| Meets my needs | 4 | - | 1 | 2 | 1 |
| | 1.0% | - | 1.0% | 2.0% | 1.0% |
| | | | | * | * |
| Accuracy of information I find online | 2 | 2 | - | - | - |
| | * | 2.0% | - | - | - |
| | | | | * | * |
| Informative/ provide details | 1 | - | - | - | 1 |
| | * | - | - | - | 1.0% |
| | | | | * | * |
| Interesting/ intriguing | 1 | - | - | - | 1 |
| | * | - | - | - | 1.0% |
| | | | | * | * |
| | 2 | 2 | - | - | - |

| | | | | | |
|--|--------|--------|--------|--------|--------|
| Keep personal info/ activities safe or private | * | 2.0% | - | - | - |
| | | | | * | * |
| Other positive mentions | 2 | 1 | - | 1 | - |
| | * | 1.0% | - | 1.0% | - |
| | | | | * | * |
| Other | 3 | - | - | - | 3 |
| | 1.0% | - | - | - | 3.0% |
| | | | | * | B* |
| Nothing | 6 | 2 | 3 | 1 | - |
| | 1.0% | 2.0% | 2.0% | 1.0% | - |
| | | | | * | * |
| Don't know | 52 | 3 | 25 | 10 | 14 |
| | 12.0% | 3.0% | 18.0% | 11.0% | 15.0% |
| | | | A | A* | A* |
| Sigma | 566 | 181 | 157 | 112 | 116 |
| | 130.0% | 160.0% | 115.0% | 123.0% | 123.0% |
| | | | | | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 187

Q15. [SUMMARY - TOP2BOX (VERY/ SOMEWHAT KNOWLEDGEABLE)] How knowledgeable would you say that you are about the following?

| | TOTAL | Country | | | |
|--|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 3063 | 778 | 774 | 733 | 778 |
| Base: All Answering (wtd) | 3063 | 778 | 774 | 733 | 778 |
| How online platforms suggest or recommend online content to you | 1661 | 423 | 509 | 336 | 393 |
| | 54.0% | 54.0% | 66.0% | 46.0% | 51.0% |
| | | C | ACD | | |
| The type of information that online platforms collect from you when you use these networks | 1627 | 424 | 491 | 311 | 401 |
| | 53.0% | 54.0% | 63.0% | 42.0% | 52.0% |
| | | C | ACD | | C |
| How online platforms prioritize which content a user sees | 1527 | 393 | 469 | 292 | 373 |
| | 50.0% | 51.0% | 61.0% | 40.0% | 48.0% |
| | | C | ACD | | C |
| How to adjust your online platforms controls in order to access opposing views on a topic as part of your information consumption experience | 1431 | 358 | 431 | 269 | 373 |
| | 47.0% | 46.0% | 56.0% | 37.0% | 48.0% |
| | | C | ACD | | C |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 188

Q15. [SUMMARY - LOW2BOX (NOT VERY/ NOT AT ALL KNOWLEDGEABLE)] How knowledgeable would you say that you are about the following?

| | TOTAL | Country | | | |
|--|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 3063 | 778 | 774 | 733 | 778 |
| Base: All Answering (wtd) | 3063 | 778 | 774 | 733 | 778 |
| How online platforms suggest or recommend online content to you | 1402 | 355 | 265 | 397 | 385 |
| | 46.0% | 46.0% | 34.0% | 54.0% | 49.0% |
| | | B | | AB | B |
| The type of information that online platforms collect from you when you use these networks | 1436 | 354 | 283 | 422 | 377 |
| | 47.0% | 46.0% | 37.0% | 58.0% | 48.0% |
| | | B | | ABD | B |
| How online platforms prioritize which content a user sees | 1536 | 385 | 305 | 441 | 405 |
| | 50.0% | 49.0% | 39.0% | 60.0% | 52.0% |
| | | B | | ABD | B |
| How to adjust your online platforms controls in order to access opposing views on a topic as part of your information consumption experience | 1632 | 420 | 343 | 464 | 405 |
| | 53.0% | 54.0% | 44.0% | 63.0% | 52.0% |
| | | B | | ABD | B |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 189

Q15_1. [How online platforms suggest or recommend online content to you] How knowledgeable would you say that you are about the following?

| | TOTAL | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 3063 | 778 | 774 | 733 | 778 |
| Base: All Answering (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Very knowledgeable | 300 10.0% | 73 9.0% | 105 14.0% | 57 8.0% | 65 8.0% |
| | | | ACD | | |
| Somewhat knowledgeable | 1361 44.0% | 350 45.0% | 404 52.0% | 279 38.0% | 328 42.0% |
| | | C | ACD | | |
| Not very knowledgeable | 1042 34.0% | 266 34.0% | 217 28.0% | 274 37.0% | 285 37.0% |
| | | B | | B | B |
| Not at all knowledgeable | 360 12.0% | 89 11.0% | 48 6.0% | 123 17.0% | 100 13.0% |
| | | B | | ABD | B |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| Summary | | | | | |
| Top2Box (Very/ Somewhat Knowledgeable) | 1661 54.0% | 423 54.0% | 509 66.0% | 336 46.0% | 393 51.0% |
| | | C | ACD | | |
| Low2Box (Not Very/Not At All Knowledgeable) | 1402 46.0% | 355 46.0% | 265 34.0% | 397 54.0% | 385 49.0% |
| | | B | | AB | B |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 190

Q15_2. [The type of information that online platforms collect from you when you use these networks] How knowledgeable would you say that you are about the following?

| | TOTAL | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 3063 | 778 | 774 | 733 | 778 |
| Base: All Answering (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Very knowledgeable | 298 10.0% | 78 10.0% | 94 12.0% | 60 8.0% | 66 8.0% |
| | | | CD | | |
| Somewhat knowledgeable | 1329 43.0% | 346 44.0% | 397 51.0% | 251 34.0% | 335 43.0% |
| | | C | ACD | | C |
| Not very knowledgeable | 1079 35.0% | 263 34.0% | 234 30.0% | 301 41.0% | 281 36.0% |
| | | | | ABD | B |
| Not at all knowledgeable | 357 12.0% | 91 12.0% | 49 6.0% | 121 17.0% | 96 12.0% |
| | | B | | ABD | B |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| Summary | | | | | |
| Top2Box (Very/ Somewhat Knowledgeable) | 1627 53.0% | 424 54.0% | 491 63.0% | 311 42.0% | 401 52.0% |
| | | C | ACD | | C |
| Low2Box (Not Very/Not At All Knowledgeable) | 1436 47.0% | 354 46.0% | 283 37.0% | 422 58.0% | 377 48.0% |
| | | B | | ABD | B |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 191

Q15_3. [How online platforms prioritize which content a user sees] How knowledgeable would you say that you are about the following?

| | TOTAL | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 3063 | 778 | 774 | 733 | 778 |
| Base: All Answering (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Very knowledgeable | 269 9.0% | 79 10.0% | 83 11.0% | 50 7.0% | 57 7.0% |
| | | CD | CD | | |
| Somewhat knowledgeable | 1258 41.0% | 314 40.0% | 386 50.0% | 242 33.0% | 316 41.0% |
| | | C | ACD | | C |
| Not very knowledgeable | 1127 37.0% | 273 35.0% | 249 32.0% | 305 42.0% | 300 39.0% |
| | | | | AB | B |
| Not at all knowledgeable | 409 13.0% | 112 14.0% | 56 7.0% | 136 19.0% | 105 13.0% |
| | | B | | ABD | B |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| Summary | | | | | |
| Top2Box (Very/ Somewhat Knowledgeable) | 1527 50.0% | 393 51.0% | 469 61.0% | 292 40.0% | 373 48.0% |
| | | C | ACD | | C |
| Low2Box (Not Very/Not At All Knowledgeable) | 1536 50.0% | 385 49.0% | 305 39.0% | 441 60.0% | 405 52.0% |
| | | B | | ABD | B |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 192

Q15_4. [How to adjust your online platforms controls in order to access opposing views on a topic as part of your information consumption experience] How knowledgeable would you say that you are about the following?

| | TOTAL | Country | | | |
|---|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 3063 | 778 | 774 | 733 | 778 |
| Base: All Answering (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Very knowledgeable | 316 | 93 | 100 | 48 | 75 |
| | 10.0% | 12.0% | 13.0% | 7.0% | 10.0% |
| | | C | CD | | C |
| Somewhat knowledgeable | 1115 | 265 | 331 | 221 | 298 |
| | 36.0% | 34.0% | 43.0% | 30.0% | 38.0% |
| | | | AC | | C |
| Not very knowledgeable | 1176 | 282 | 279 | 315 | 300 |
| | 38.0% | 36.0% | 36.0% | 43.0% | 39.0% |
| | | | | AB | |
| Not at all knowledgeable | 456 | 138 | 64 | 149 | 105 |
| | 15.0% | 18.0% | 8.0% | 20.0% | 13.0% |
| | | BD | | BD | B |
| Sigma | 3063 | 778 | 774 | 733 | 778 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box (Very/ Somewhat Knowledgeable) | 1431 | 358 | 431 | 269 | 373 |
| | 47.0% | 46.0% | 56.0% | 37.0% | 48.0% |
| | | C | ACD | | C |
| Low2Box (Not Very/Not At All Knowledgeable) | 1632 | 420 | 343 | 464 | 405 |
| | 53.0% | 54.0% | 44.0% | 63.0% | 52.0% |
| | | B | | ABD | B |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 193

Q16. Have you heard of the term online algorithm?

| | | Country | | | |
|------------------------------------|-------------|------------|------------|------------|------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Respondents | 3201 | 800 | 800 | 800 | 801 |
| Base: All Respondents (wtd) | 3201 | 800 | 800 | 800 | 801 |
| Yes | 1809 | 416 | 613 | 358 | 422 |
| | 57.0% | 52.0% | 77.0% | 45.0% | 53.0% |
| | | C | ACD | | C |
| No | 1124 | 316 | 125 | 379 | 304 |
| | 35.0% | 40.0% | 16.0% | 47.0% | 38.0% |
| | | B | | ABD | B |
| Don't know | 268 | 68 | 62 | 63 | 75 |
| | 8.0% | 8.0% | 8.0% | 8.0% | 9.0% |
| | | | | | |
| Sigma | 3201 | 800 | 800 | 800 | 801 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 194

Q17. In your own words, please describe what an online algorithm is or how it works. If you do not know please indicate so.

| | TOTAL | Country | | | |
|--|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who have heard of the term 'online algorithm' | 1233 | 315 | 431 | 201 | 286 |
| Base: Those who have heard of the term 'online algorithm' (wtd) | 1233 | 315 | 431 | 201 | 286 |
| Algorithm (Net) | 902 | 238 | 311 | 155 | 198 |
| | 73.0% | 76.0% | 72.0% | 77.0% | 69.0% |
| Using mathematics/ formula to calculate user has consumed | 254 | 16 | 147 | 48 | 43 |
| | 21.0% | 5.0% | 34.0% | 24.0% | 15.0% |
| | | | ACD | AD | A |
| Tracking/ spying online activity | 235 | 110 | 37 | 39 | 49 |
| | 19.0% | 35.0% | 9.0% | 19.0% | 17.0% |
| | | BCD | | B | B |
| System logic/ type of code | 195 | 35 | 96 | 25 | 39 |
| | 16.0% | 11.0% | 22.0% | 12.0% | 14.0% |
| | | | ACD | | |
| Generates suggestions based on past research | 165 | 59 | 47 | 19 | 40 |
| | 13.0% | 19.0% | 11.0% | 9.0% | 14.0% |
| | | BC | | | |
| Figures your personal usage | 128 | 42 | 35 | 18 | 33 |
| | 10.0% | 13.0% | 8.0% | 9.0% | 12.0% |
| | | B | | | |
| Keywords describing your content of interest | 68 | 48 | 4 | 12 | 4 |
| | 6.0% | 15.0% | 1.0% | 6.0% | 1.0% |
| | | BCD | | BD | |
| Analyzing data/ usage history | 57 | 12 | 14 | 12 | 19 |
| | 5.0% | 4.0% | 3.0% | 6.0% | 7.0% |
| | | | | | B |
| Target ads by search preference | 50 | 20 | 12 | 8 | 10 |
| | 4.0% | 6.0% | 3.0% | 4.0% | 3.0% |
| | | B | | | |
| Pattern/ Internet habit | 34 | 9 | 8 | 5 | 12 |
| | 3.0% | 3.0% | 2.0% | 2.0% | 4.0% |

| | | | | | |
|--|-------|-------|-------|-------|-------|
| | | | | | |
| How information/ post on social media | 23 | 3 | 9 | 3 | 8 |
| | 2.0% | 1.0% | 2.0% | 1.0% | 3.0% |
| The way they do marketing | 8 | - | 2 | 6 | - |
| | 1.0% | - | * | 3.0% | - |
| Other algorithm mentions | 27 | - | 4 | 15 | 8 |
| | 2.0% | - | 1.0% | 7.0% | 3.0% |
| Content (Net) | 179 | 58 | 54 | 26 | 41 |
| | 15.0% | 18.0% | 13.0% | 13.0% | 14.0% |
| Shows similar content relevant to your interests | 100 | 15 | 33 | 22 | 30 |
| | 8.0% | 5.0% | 8.0% | 11.0% | 10.0% |
| Customized/ prioritized content to show | 82 | 44 | 21 | 5 | 12 |
| | 7.0% | 14.0% | 5.0% | 2.0% | 4.0% |
| Appeal (Net) | 44 | 15 | 16 | 3 | 10 |
| | 4.0% | 5.0% | 4.0% | 1.0% | 3.0% |
| Good/ great/ I like it | 35 | 10 | 15 | 3 | 7 |
| | 3.0% | 3.0% | 3.0% | 1.0% | 2.0% |
| Good quality | 5 | 3 | 1 | - | 1 |
| | * | 1.0% | * | - | * |
| Interesting | 3 | 2 | - | - | 1 |
| | * | 1.0% | - | - | * |
| Other appeal mentions | 1 | - | - | - | 1 |
| | * | - | - | - | * |
| Miscellaneous (Net) | 46 | 11 | 20 | 2 | 13 |
| | 4.0% | 3.0% | 5.0% | 1.0% | 5.0% |
| Not familiar/ needs more information | 39 | 11 | 13 | 2 | 13 |
| | 3.0% | 3.0% | 3.0% | 1.0% | 5.0% |
| Efficient/ works well | 7 | - | 7 | - | - |
| | 1.0% | - | 2.0% | - | - |
| | 43 | 13 | 16 | 6 | 8 |

| | | | | | |
|------------|--------|--------|--------|--------|--------|
| Other | 3.0% | 4.0% | 4.0% | 3.0% | 3.0% |
| | | | | | |
| Nothing | 11 | 1 | 2 | 1 | 7 |
| | 1.0% | * | * | * | 2.0% |
| | | | | | AB |
| Don't know | 123 | 17 | 48 | 27 | 31 |
| | 10.0% | 5.0% | 11.0% | 13.0% | 11.0% |
| | | | A | A | A |
| Sigma | 1693 | 470 | 571 | 276 | 376 |
| | 137.0% | 149.0% | 132.0% | 137.0% | 131.0% |
| | | | | | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 195

Q18. We have some follow-up questions about online algorithms, which are defined as programs that determine what we see online--based on our likes, dislikes, search history, views, interests, relationships that you may have shared on various social media platforms and more. How knowledgeable would you say that you are about online algorithms?

| | | Country | | | |
|--|-------------|------------|------------|------------|------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Respondents | 3201 | 800 | 800 | 800 | 801 |
| Base: All Respondents (wtd) | 3201 | 800 | 800 | 800 | 801 |
| Very knowledgeable | 290 | 58 | 103 | 67 | 62 |
| | 9.0% | 7.0% | 13.0% | 8.0% | 8.0% |
| | | | ACD | | |
| Somewhat knowledgeable | 1035 | 254 | 357 | 173 | 251 |
| | 32.0% | 32.0% | 45.0% | 22.0% | 31.0% |
| | | C | ACD | | C |
| Not very knowledgeable | 1099 | 269 | 239 | 316 | 275 |
| | 34.0% | 34.0% | 30.0% | 40.0% | 34.0% |
| | | | | ABD | |
| Not at all knowledgeable | 777 | 219 | 101 | 244 | 213 |
| | 24.0% | 27.0% | 13.0% | 30.0% | 27.0% |
| | | B | | B | B |
| Sigma | 3201 | 800 | 800 | 800 | 801 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box (Very/ Somewhat Knowledgeable) | 1325 | 312 | 460 | 240 | 313 |
| | 41.0% | 39.0% | 58.0% | 30.0% | 39.0% |
| | | C | ACD | | C |
| Low2Box (Not Very/ At All Knowledgeable) | 1876 | 488 | 340 | 560 | 488 |
| | 59.0% | 61.0% | 42.0% | 70.0% | 61.0% |
| | | B | | ABD | B |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 196

Q19. [SUMMARY - TOP2BOX (VERY/ SOMEWHAT INTERESTED)] How interested are you to learn more about the following?

| | | Country | | | |
|--|-------------|------------|------------|------------|------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Respondents | 3201 | 800 | 800 | 800 | 801 |
| Base: All Respondents (wtd) | 3201 | 800 | 800 | 800 | 801 |
| How online platforms recommend online content for you | 1915 | 488 | 551 | 435 | 441 |
| | 60.0% | 61.0% | 69.0% | 54.0% | 55.0% |
| | | CD | ACD | | |
| The type of information that online platforms collect from you | 2065 | 542 | 575 | 465 | 483 |
| | 65.0% | 68.0% | 72.0% | 58.0% | 60.0% |
| | | CD | CD | | |
| How online platforms prioritize which content a user is exposed to | 1912 | 493 | 536 | 448 | 435 |
| | 60.0% | 62.0% | 67.0% | 56.0% | 54.0% |
| | | CD | ACD | | |
| How online algorithms work | 1863 | 464 | 511 | 440 | 448 |
| | 58.0% | 58.0% | 64.0% | 55.0% | 56.0% |
| | | | ACD | | |
| How to adjust your online platforms controls in order to access opposing views on a topic as part of your information consumption experience | 1994 | 511 | 566 | 464 | 453 |
| | 62.0% | 64.0% | 71.0% | 58.0% | 57.0% |
| | | CD | ACD | | |
| When online content has been suggested, pushed, or recommended to you based on preferences or being sponsored by a third party | 1831 | 454 | 540 | 453 | 384 |
| | 57.0% | 57.0% | 68.0% | 57.0% | 48.0% |
| | | D | ACD | D | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 197

Q19. [SUMMARY - LOW2BOX (NOT VERY/NOT AT ALL INTERESTED)] How interested are you to learn more about the following?

| | TOTAL | Country | | | |
|--|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Respondents | 3201 | 800 | 800 | 800 | 801 |
| Base: All Respondents (wtd) | 3201 | 800 | 800 | 800 | 801 |
| How online platforms recommend online content for you | 1071 | 280 | 214 | 268 | 309 |
| | 33.0% | 35.0% | 27.0% | 34.0% | 39.0% |
| | | B | | B | BC |
| The type of information that online platforms collect from you | 911 | 222 | 183 | 246 | 260 |
| | 28.0% | 28.0% | 23.0% | 31.0% | 32.0% |
| | | B | | B | AB |
| How online platforms prioritize which content a user is exposed to | 1071 | 266 | 228 | 268 | 309 |
| | 33.0% | 33.0% | 28.0% | 34.0% | 39.0% |
| | | B | | B | ABC |
| How online algorithms work | 1050 | 289 | 219 | 253 | 289 |
| | 33.0% | 36.0% | 27.0% | 32.0% | 36.0% |
| | | B | | | B |
| How to adjust your online platforms controls in order to access opposing views on a topic as part of your information consumption experience | 965 | 251 | 190 | 240 | 284 |
| | 30.0% | 31.0% | 24.0% | 30.0% | 35.0% |
| | | B | | B | BC |
| When online content has been suggested, pushed, or recommended to you based on preferences or being sponsored by a third party | 1135 | 312 | 212 | 250 | 361 |
| | 35.0% | 39.0% | 26.0% | 31.0% | 45.0% |
| | | BC | | B | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 198

Q19_1. [How online platforms recommend online content for you] How interested are you to learn more about the following?

| | TOTAL | Country | | | |
|--|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Respondents | 3201 | 800 | 800 | 800 | 801 |
| Base: All Respondents (wtd) | 3201 | 800 | 800 | 800 | 801 |
| Very interested | 517 16.0% | 127 16.0% | 147 18.0% | 115 14.0% | 128 16.0% |
| | | | C | | |
| Somewhat interested | 1398 44.0% | 361 45.0% | 404 50.0% | 320 40.0% | 313 39.0% |
| | | CD | ACD | | |
| Not very interested | 709 22.0% | 184 23.0% | 158 20.0% | 170 21.0% | 197 25.0% |
| | | | | | B |
| Not at all interested | 362 11.0% | 96 12.0% | 56 7.0% | 98 12.0% | 112 14.0% |
| | | B | | B | B |
| Don't know | 215 7.0% | 32 4.0% | 35 4.0% | 97 12.0% | 51 6.0% |
| | | | | ABD | A |
| Sigma | 3201 100.0% | 800 100.0% | 800 100.0% | 800 100.0% | 801 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box (Very/ Somewhat Interested) | 1915 60.0% | 488 61.0% | 551 69.0% | 435 54.0% | 441 55.0% |
| | | CD | ACD | | |
| Low2Box (Not Very/Not At All Interested) | 1071 33.0% | 280 35.0% | 214 27.0% | 268 34.0% | 309 39.0% |
| | | B | | B | BC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 199

Q19_2. [The type of information that online platforms collect from you] How interested are you to learn more about the following?

| | | Country | | | |
|--|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Respondents | 3201 | 800 | 800 | 800 | 801 |
| Base: All Respondents (wtd) | 3201 | 800 | 800 | 800 | 801 |
| Very interested | 772 24.0% | 201 25.0% | 221 28.0% | 172 22.0% | 178 22.0% |
| | | | CD | | |
| Somewhat interested | 1293 40.0% | 341 43.0% | 354 44.0% | 293 37.0% | 305 38.0% |
| | | C | CD | | |
| Not very interested | 590 18.0% | 138 17.0% | 142 18.0% | 147 18.0% | 163 20.0% |
| Not at all interested | 321 10.0% | 84 10.0% | 41 5.0% | 99 12.0% | 97 12.0% |
| | | B | | B | B |
| Don't know | 225 7.0% | 36 4.0% | 42 5.0% | 89 11.0% | 58 7.0% |
| | | | | ABD | A |
| Sigma | 3201 100.0% | 800 100.0% | 800 100.0% | 800 100.0% | 801 100.0% |
| Summary | | | | | |
| Top2Box (Very/ Somewhat Interested) | 2065 65.0% | 542 68.0% | 575 72.0% | 465 58.0% | 483 60.0% |
| | | CD | CD | | |
| Low2Box (Not Very/Not At All Interested) | 911 28.0% | 222 28.0% | 183 23.0% | 246 31.0% | 260 32.0% |
| | | B | | B | AB |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 200

Q19_3. [How online platforms prioritize which content a user is exposed to] How interested are you to learn more about the following?

| | | Country | | | |
|--|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Respondents | 3201 | 800 | 800 | 800 | 801 |
| Base: All Respondents (wtd) | 3201 | 800 | 800 | 800 | 801 |
| Very interested | 568 18.0% | 140 18.0% | 163 20.0% | 118 15.0% | 147 18.0% |
| | | | C | | |
| Somewhat interested | 1344 42.0% | 353 44.0% | 373 47.0% | 330 41.0% | 288 36.0% |
| | | D | CD | D | |
| Not very interested | 711 22.0% | 183 23.0% | 158 20.0% | 169 21.0% | 201 25.0% |
| | | | | | B |
| Not at all interested | 360 11.0% | 83 10.0% | 70 9.0% | 99 12.0% | 108 13.0% |
| | | | | B | B |
| Don't know | 218 7.0% | 41 5.0% | 36 4.0% | 84 10.0% | 57 7.0% |
| | | | | ABD | B |
| Sigma | 3201 100.0% | 800 100.0% | 800 100.0% | 800 100.0% | 801 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box (Very/ Somewhat Interested) | 1912 60.0% | 493 62.0% | 536 67.0% | 448 56.0% | 435 54.0% |
| | | CD | ACD | | |
| Low2Box (Not Very/Not At All Interested) | 1071 33.0% | 266 33.0% | 228 28.0% | 268 34.0% | 309 39.0% |
| | | B | | B | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 201

Q19_4. [How online algorithms work] How interested are you to learn more about the following?

| | | Country | | | |
|--|-------------|------------|------------|------------|------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Respondents | 3201 | 800 | 800 | 800 | 801 |
| Base: All Respondents (wtd) | 3201 | 800 | 800 | 800 | 801 |
| Very interested | 534 | 135 | 137 | 115 | 147 |
| | 17.0% | 17.0% | 17.0% | 14.0% | 18.0% |
| | | | | | C |
| Somewhat interested | 1329 | 329 | 374 | 325 | 301 |
| | 42.0% | 41.0% | 47.0% | 41.0% | 38.0% |
| | | | ACD | | |
| Not very interested | 692 | 177 | 165 | 169 | 181 |
| | 22.0% | 22.0% | 21.0% | 21.0% | 23.0% |
| | | | | | |
| Not at all interested | 358 | 112 | 54 | 84 | 108 |
| | 11.0% | 14.0% | 7.0% | 10.0% | 13.0% |
| | | BC | | B | B |
| Don't know | 288 | 47 | 70 | 107 | 64 |
| | 9.0% | 6.0% | 9.0% | 13.0% | 8.0% |
| | | | A | ABD | |
| Sigma | 3201 | 800 | 800 | 800 | 801 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box (Very/ Somewhat Interested) | 1863 | 464 | 511 | 440 | 448 |
| | 58.0% | 58.0% | 64.0% | 55.0% | 56.0% |
| | | | ACD | | |
| Low2Box (Not Very/Not At All Interested) | 1050 | 289 | 219 | 253 | 289 |
| | 33.0% | 36.0% | 27.0% | 32.0% | 36.0% |
| | | B | | | B |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 202

Q19_5. [How to adjust your online platforms controls in order to access opposing views on a topic as part of your information consumption experience] How interested are you to learn more about the following?

| | | Country | | | |
|--|-------------|------------|------------|------------|------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Respondents | 3201 | 800 | 800 | 800 | 801 |
| Base: All Respondents (wtd) | 3201 | 800 | 800 | 800 | 801 |
| Very interested | 696 | 181 | 188 | 146 | 181 |
| | 22.0% | 23.0% | 24.0% | 18.0% | 23.0% |
| | | C | C | | C |
| Somewhat interested | 1298 | 330 | 378 | 318 | 272 |
| | 41.0% | 41.0% | 47.0% | 40.0% | 34.0% |
| | | D | ACD | D | |
| Not very interested | 651 | 162 | 136 | 164 | 189 |
| | 20.0% | 20.0% | 17.0% | 20.0% | 24.0% |
| | | | | | B |
| Not at all interested | 314 | 89 | 54 | 76 | 95 |
| | 10.0% | 11.0% | 7.0% | 10.0% | 12.0% |
| | | B | | B | B |
| Don't know | 242 | 38 | 44 | 96 | 64 |
| | 8.0% | 5.0% | 6.0% | 12.0% | 8.0% |
| | | | | ABD | AB |
| Sigma | 3201 | 800 | 800 | 800 | 801 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Summary | | | | | |
| Top2Box (Very/ Somewhat Interested) | 1994 | 511 | 566 | 464 | 453 |
| | 62.0% | 64.0% | 71.0% | 58.0% | 57.0% |
| | | CD | ACD | | |
| Low2Box (Not Very/Not At All Interested) | 965 | 251 | 190 | 240 | 284 |
| | 30.0% | 31.0% | 24.0% | 30.0% | 35.0% |
| | | B | | B | BC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 203

Q19_6. [When online content has been suggested, pushed, or recommended to you based on preferences or being sponsored by a third party] How interested are you to learn more about the following?

| | | Country | | | |
|--|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Respondents | 3201 | 800 | 800 | 800 | 801 |
| Base: All Respondents (wtd) | 3201 | 800 | 800 | 800 | 801 |
| Very interested | 565 18.0% | 140 18.0% | 165 21.0% | 131 16.0% | 129 16.0% |
| | | | CD | | |
| Somewhat interested | 1266 40.0% | 314 39.0% | 375 47.0% | 322 40.0% | 255 32.0% |
| | | D | ACD | D | |
| Not very interested | 759 24.0% | 204 26.0% | 156 20.0% | 171 21.0% | 228 28.0% |
| | | B | | | BC |
| Not at all interested | 376 12.0% | 108 14.0% | 56 7.0% | 79 10.0% | 133 17.0% |
| | | BC | | B | BC |
| Don't know | 235 7.0% | 34 4.0% | 48 6.0% | 97 12.0% | 56 7.0% |
| | | | | ABD | A |
| Sigma | 3201 100.0% | 800 100.0% | 800 100.0% | 800 100.0% | 801 100.0% |
| Summary | | | | | |
| Top2Box (Very/ Somewhat Interested) | 1831 57.0% | 454 57.0% | 540 68.0% | 453 57.0% | 384 48.0% |
| | | D | ACD | D | |
| Low2Box (Not Very/Not At All Interested) | 1135 35.0% | 312 39.0% | 212 26.0% | 250 31.0% | 361 45.0% |
| | | BC | | B | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 204

Q19. [SUMMARY - TOP2BOX (VERY/ SOMEWHAT INTERESTED)] How interested are you to learn more about the following? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|--|-------|-----------|---------|--------|---------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| How online platforms recommend online content for you | 1915 | 488 | 551 | 435 | 441 |
| | 64.0% | 64.0% | 72.0% | 62.0% | 59.0% |
| | | | ACD | | |
| The type of information that online platforms collect from you | 2065 | 542 | 575 | 465 | 483 |
| | 69.0% | 71.0% | 76.0% | 65.0% | 65.0% |
| | | CD | ACD | | |
| How online platforms prioritize which content a user is exposed to | 1912 | 493 | 536 | 448 | 435 |
| | 64.0% | 65.0% | 70.0% | 63.0% | 58.0% |
| | | D | ACD | | |
| How online algorithms work | 1863 | 464 | 511 | 440 | 448 |
| | 64.0% | 62.0% | 70.0% | 63.0% | 61.0% |
| | | | ACD | | |
| How to adjust your online platforms controls in order to access opposing views on a topic as part of your information consumption experience | 1994 | 511 | 566 | 464 | 453 |
| | 67.0% | 67.0% | 75.0% | 66.0% | 61.0% |
| | | D | ACD | | |
| When online content has been suggested, pushed, or recommended to you based on preferences or being sponsored by a third party | 1831 | 454 | 540 | 453 | 384 |
| | 62.0% | 59.0% | 72.0% | 64.0% | 52.0% |
| | | D | ACD | AD | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 205

Q19. [SUMMARY - LOW2BOX (NOT VERY/NOT AT ALL INTERESTED)] How interested are you to learn more about the following? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|--|-------|-----------|---------|--------|---------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| How online platforms recommend online content for you | 1071 | 280 | 214 | 268 | 309 |
| | 36.0% | 36.0% | 28.0% | 38.0% | 41.0% |
| | | B | | B | B |
| The type of information that online platforms collect from you | 911 | 222 | 183 | 246 | 260 |
| | 31.0% | 29.0% | 24.0% | 35.0% | 35.0% |
| | | B | | AB | AB |
| How online platforms prioritize which content a user is exposed to | 1071 | 266 | 228 | 268 | 309 |
| | 36.0% | 35.0% | 30.0% | 37.0% | 42.0% |
| | | B | | B | AB |
| How online algorithms work | 1050 | 289 | 219 | 253 | 289 |
| | 36.0% | 38.0% | 30.0% | 37.0% | 39.0% |
| | | B | | B | B |
| How to adjust your online platforms controls in order to access opposing views on a topic as part of your information consumption experience | 965 | 251 | 190 | 240 | 284 |
| | 33.0% | 33.0% | 25.0% | 34.0% | 39.0% |
| | | B | | B | AB |
| When online content has been suggested, pushed, or recommended to you based on preferences or being sponsored by a third party | 1135 | 312 | 212 | 250 | 361 |
| | 38.0% | 41.0% | 28.0% | 36.0% | 48.0% |
| | | BC | | B | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 206

Q19_1. [How online platforms recommend online content for you] How interested are you to learn more about the following? - (EXCLUDING DK)

| | | Country | | | |
|--|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Respondents (EXCLUDE DKs) | 2986 | 768 | 765 | 703 | 750 |
| Base: All Respondents (EXCLUDE DKs) (wtd) | 2986 | 768 | 765 | 703 | 750 |
| Very interested | 517 17.0% | 127 17.0% | 147 19.0% | 115 16.0% | 128 17.0% |
| Somewhat interested | 1398 47.0% | 361 47.0% | 404 53.0% | 320 46.0% | 313 42.0% |
| Not very interested | 709 24.0% | 184 24.0% | 158 21.0% | 170 24.0% | 197 26.0% |
| Not at all interested | 362 12.0% | 96 12.0% | 56 7.0% | 98 14.0% | 112 15.0% |
| Don't know | - - | - - | - - | - - | - - |
| Sigma | 2986 100.0% | 768 100.0% | 765 100.0% | 703 100.0% | 750 100.0% |
| Summary | | | | | |
| Top2Box (Very/ Somewhat Interested) | 1915 64.0% | 488 64.0% | 551 72.0% | 435 62.0% | 441 59.0% |
| Low2Box (Not Very/Not At All Interested) | 1071 36.0% | 280 36.0% | 214 28.0% | 268 38.0% | 309 41.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 207

Q19_2. [The type of information that online platforms collect from you] How interested are you to learn more about the following? - (EXCLUDING DK)

| | | Country | | | |
|--|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Respondents (EXCLUDE DKs) | 2976 | 764 | 758 | 711 | 743 |
| Base: All Respondents (EXCLUDE DKs) (wtd) | 2976 | 764 | 758 | 711 | 743 |
| Very interested | 772 26.0% | 201 26.0% | 221 29.0% | 172 24.0% | 178 24.0% |
| | | | CD | | |
| Somewhat interested | 1293 43.0% | 341 45.0% | 354 47.0% | 293 41.0% | 305 41.0% |
| | | | CD | | |
| Not very interested | 590 20.0% | 138 18.0% | 142 19.0% | 147 21.0% | 163 22.0% |
| Not at all interested | 321 11.0% | 84 11.0% | 41 5.0% | 99 14.0% | 97 13.0% |
| | | B | | B | B |
| Don't know | - - | - - | - - | - - | - - |
| Sigma | 2976 100.0% | 764 100.0% | 758 100.0% | 711 100.0% | 743 100.0% |
| Summary | | | | | |
| Top2Box (Very/ Somewhat Interested) | 2065 69.0% | 542 71.0% | 575 76.0% | 465 65.0% | 483 65.0% |
| | | CD | ACD | | |
| Low2Box (Not Very/Not At All Interested) | 911 31.0% | 222 29.0% | 183 24.0% | 246 35.0% | 260 35.0% |
| | | B | | AB | AB |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 208

Q19_3. [How online platforms prioritize which content a user is exposed to] How interested are you to learn more about the following? - (EXCLUDING DK)

| | | Country | | | |
|--|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Respondents (EXCLUDE DKs) | 2983 | 759 | 764 | 716 | 744 |
| Base: All Respondents (EXCLUDE DKs) (wtd) | 2983 | 759 | 764 | 716 | 744 |
| Very interested | 568 19.0% | 140 18.0% | 163 21.0% | 118 16.0% | 147 20.0% |
| | | | C | | |
| Somewhat interested | 1344 45.0% | 353 47.0% | 373 49.0% | 330 46.0% | 288 39.0% |
| | | D | D | D | |
| Not very interested | 711 24.0% | 183 24.0% | 158 21.0% | 169 24.0% | 201 27.0% |
| | | | | | B |
| Not at all interested | 360 12.0% | 83 11.0% | 70 9.0% | 99 14.0% | 108 15.0% |
| | | | | B | AB |
| Don't know | - - | - - | - - | - - | - - |
| Sigma | 2983 100.0% | 759 100.0% | 764 100.0% | 716 100.0% | 744 100.0% |
| Summary | | | | | |
| Top2Box (Very/ Somewhat Interested) | 1912 64.0% | 493 65.0% | 536 70.0% | 448 63.0% | 435 58.0% |
| | | D | ACD | | |
| Low2Box (Not Very/Not At All Interested) | 1071 36.0% | 266 35.0% | 228 30.0% | 268 37.0% | 309 42.0% |
| | | B | | B | AB |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 209

Q19_4. [How online algorithms work] How interested are you to learn more about the following? - (EXCLUDING DK)

| | | Country | | | |
|--|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Respondents (EXCLUDE DKs) | 2913 | 753 | 730 | 693 | 737 |
| Base: All Respondents (EXCLUDE DKs) (wtd) | 2913 | 753 | 730 | 693 | 737 |
| Very interested | 534 18.0% | 135 18.0% | 137 19.0% | 115 17.0% | 147 20.0% |
| Somewhat interested | 1329 46.0% | 329 44.0% | 374 51.0% | 325 47.0% | 301 41.0% |
| Not very interested | 692 24.0% | 177 24.0% | 165 23.0% | 169 24.0% | 181 25.0% |
| Not at all interested | 358 12.0% | 112 15.0% | 54 7.0% | 84 12.0% | 108 15.0% |
| Don't know | - - | - - | - - | - - | - - |
| Sigma | 2913 100.0% | 753 100.0% | 730 100.0% | 693 100.0% | 737 100.0% |
| Summary | | | | | |
| Top2Box (Very/ Somewhat Interested) | 1863 64.0% | 464 62.0% | 511 70.0% | 440 63.0% | 448 61.0% |
| Low2Box (Not Very/Not At All Interested) | 1050 36.0% | 289 38.0% | 219 30.0% | 253 37.0% | 289 39.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 210

Q19_5. [How to adjust your online platforms controls in order to access opposing views on a topic as part of your information consumption experience] How interested are you to learn more about the following? - (EXCLUDING DK)

| | | Country | | | |
|--|-------------|------------|------------|------------|------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Respondents (EXCLUDE DKs) | 2959 | 762 | 756 | 704 | 737 |
| Base: All Respondents (EXCLUDE DKs) (wtd) | 2959 | 762 | 756 | 704 | 737 |
| Very interested | 696 | 181 | 188 | 146 | 181 |
| | 24.0% | 24.0% | 25.0% | 21.0% | 25.0% |
| Somewhat interested | 1298 | 330 | 378 | 318 | 272 |
| | 44.0% | 43.0% | 50.0% | 45.0% | 37.0% |
| | | D | AD | D | |
| Not very interested | 651 | 162 | 136 | 164 | 189 |
| | 22.0% | 21.0% | 18.0% | 23.0% | 26.0% |
| | | | | B | AB |
| Not at all interested | 314 | 89 | 54 | 76 | 95 |
| | 11.0% | 12.0% | 7.0% | 11.0% | 13.0% |
| | | B | | B | B |
| Don't know | - | - | - | - | - |
| | - | - | - | - | - |
| | | | | | |
| Sigma | 2959 | 762 | 756 | 704 | 737 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box (Very/ Somewhat Interested) | 1994 | 511 | 566 | 464 | 453 |
| | 67.0% | 67.0% | 75.0% | 66.0% | 61.0% |
| | | D | ACD | | |
| Low2Box (Not Very/Not At All Interested) | 965 | 251 | 190 | 240 | 284 |
| | 33.0% | 33.0% | 25.0% | 34.0% | 39.0% |
| | | B | | B | AB |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 211

Q19_6. [When online content has been suggested, pushed, or recommended to you based on preferences or being sponsored by a third party] How interested are you to learn more about the following? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|--|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Respondents (EXCLUDE DKs) | 2966 | 766 | 752 | 703 | 745 |
| Base: All Respondents (EXCLUDE DKs) (wtd) | 2966 | 766 | 752 | 703 | 745 |
| Very interested | 565 19.0% | 140 18.0% | 165 22.0% | 131 19.0% | 129 17.0% |
| | | | D | | |
| Somewhat interested | 1266 43.0% | 314 41.0% | 375 50.0% | 322 46.0% | 255 34.0% |
| | | D | AD | D | |
| Not very interested | 759 26.0% | 204 27.0% | 156 21.0% | 171 24.0% | 228 31.0% |
| | | B | | | BC |
| Not at all interested | 376 13.0% | 108 14.0% | 56 7.0% | 79 11.0% | 133 18.0% |
| | | B | | B | ABC |
| Don't know | - - | - - | - - | - - | - - |
| | | | | | |
| Sigma | 2966 100.0% | 766 100.0% | 752 100.0% | 703 100.0% | 745 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box (Very/ Somewhat Interested) | 1831 62.0% | 454 59.0% | 540 72.0% | 453 64.0% | 384 52.0% |
| | | D | ACD | AD | |
| Low2Box (Not Very/Not At All Interested) | 1135 38.0% | 312 41.0% | 212 28.0% | 250 36.0% | 361 48.0% |
| | | BC | | B | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 212

Q20_1. [The European Union] How much responsibility should the following organizations have in ensuring that online content is fair, balanced, and provides users with different points of view?

| | TOTAL | Country | | | |
|----------------------------------|-------------|-----------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 2401 | - | 800 | 800 | 801 |
| Base: All Answering (wtd) | 2401 | - | 800 | 800 | 801 |
| A lot of responsibility | 1049 | - | 452 | 239 | 358 |
| | 44.0% | - | 56.0% | 30.0% | 45.0% |
| | | | CD | | C |
| A little responsibility | 803 | - | 215 | 316 | 272 |
| | 33.0% | - | 27.0% | 40.0% | 34.0% |
| | | | | BD | B |
| No responsibility | 292 | - | 77 | 118 | 97 |
| | 12.0% | - | 10.0% | 15.0% | 12.0% |
| | | | | B | |
| Don't know | 257 | - | 56 | 127 | 74 |
| | 11.0% | - | 7.0% | 16.0% | 9.0% |
| | | | | BD | |
| Sigma | 2401 | - | 800 | 800 | 801 |
| | 100.0% | - | 100.0% | 100.0% | 100.0% |
| | | | | | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 213

Q20_2. [The Australian, Finnish, French, German Government] How much responsibility should the following organizations have in ensuring that online content is fair, balanced, and provides users with different points of view?

| | TOTAL | Country | | | |
|------------------------------------|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Respondents | 3201 | 800 | 800 | 800 | 801 |
| Base: All Respondents (wtd) | 3201 | 800 | 800 | 800 | 801 |
| A lot of responsibility | 1551 | 492 | 411 | 292 | 356 |
| | 48.0% | 62.0% | 51.0% | 36.0% | 44.0% |
| | | BCD | CD | | C |
| A little responsibility | 1029 | 228 | 236 | 281 | 284 |
| | 32.0% | 28.0% | 30.0% | 35.0% | 35.0% |
| | | | | AB | AB |
| No responsibility | 334 | 40 | 85 | 121 | 88 |
| | 10.0% | 5.0% | 11.0% | 15.0% | 11.0% |
| | | | A | ABD | A |
| Don't know | 287 | 40 | 68 | 106 | 73 |
| | 9.0% | 5.0% | 8.0% | 13.0% | 9.0% |
| | | | A | ABD | A |
| Sigma | 3201 | 800 | 800 | 800 | 801 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 214

Q20_3. [Online platforms (e.g. Google, Apple)] How much responsibility should the following organizations have in ensuring that online content is fair, balanced, and provides users with different points of view?

| | TOTAL | Country | | | |
|------------------------------------|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Respondents | 3201 | 800 | 800 | 800 | 801 |
| Base: All Respondents (wtd) | 3201 | 800 | 800 | 800 | 801 |
| A lot of responsibility | 1802 | 520 | 479 | 368 | 435 |
| | 56.0% | 65.0% | 60.0% | 46.0% | 54.0% |
| | | BCD | CD | | C |
| A little responsibility | 916 | 199 | 203 | 269 | 245 |
| | 29.0% | 25.0% | 25.0% | 34.0% | 31.0% |
| | | | | AB | AB |
| No responsibility | 233 | 31 | 66 | 71 | 65 |
| | 7.0% | 4.0% | 8.0% | 9.0% | 8.0% |
| | | | A | A | A |
| Don't know | 250 | 50 | 52 | 92 | 56 |
| | 8.0% | 6.0% | 6.0% | 12.0% | 7.0% |
| | | | | ABD | |
| Sigma | 3201 | 800 | 800 | 800 | 801 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 215

Q20_4. [Social Media platforms (e.g. Facebook, Twitter)] How much responsibility should the following organizations have in ensuring that online content is fair, balanced, and provides users with different points of view?

| | TOTAL | Country | | | |
|------------------------------------|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Respondents | 3201 | 800 | 800 | 800 | 801 |
| Base: All Respondents (wtd) | 3201 | 800 | 800 | 800 | 801 |
| A lot of responsibility | 1732 | 529 | 426 | 364 | 413 |
| | 54.0% | 66.0% | 53.0% | 46.0% | 52.0% |
| A little responsibility | | BCD | C | | C |
| | 895 | 180 | 237 | 258 | 220 |
| | 28.0% | 22.0% | 30.0% | 32.0% | 27.0% |
| No responsibility | | | A | AD | A |
| | 305 | 45 | 77 | 84 | 99 |
| | 10.0% | 6.0% | 10.0% | 10.0% | 12.0% |
| Don't know | | | A | A | A |
| | 269 | 46 | 60 | 94 | 69 |
| | 8.0% | 6.0% | 8.0% | 12.0% | 9.0% |
| Sigma | | | | ABD | A |
| | 3201 | 800 | 800 | 800 | 801 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 216

Q20_5. [Citizens or people like me] How much responsibility should the following organizations have in ensuring that online content is fair, balanced, and provides users with different points of view?

| | TOTAL | Country | | | |
|------------------------------------|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Respondents | 3201 | 800 | 800 | 800 | 801 |
| Base: All Respondents (wtd) | 3201 | 800 | 800 | 800 | 801 |
| A lot of responsibility | 1193 | 365 | 304 | 205 | 319 |
| | 37.0% | 46.0% | 38.0% | 26.0% | 40.0% |
| | | BCD | C | | C |
| A little responsibility | 1354 | 303 | 349 | 384 | 318 |
| | 42.0% | 38.0% | 44.0% | 48.0% | 40.0% |
| | | | A | AD | |
| No responsibility | 353 | 67 | 86 | 109 | 91 |
| | 11.0% | 8.0% | 11.0% | 14.0% | 11.0% |
| | | | | A | A |
| Don't know | 301 | 65 | 61 | 102 | 73 |
| | 9.0% | 8.0% | 8.0% | 13.0% | 9.0% |
| | | | | ABD | |
| Sigma | 3201 | 800 | 800 | 800 | 801 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 217

Q20_6. [Online content creators] How much responsibility should the following organizations have in ensuring that online content is fair, balanced, and provides users with different points of view?

| | TOTAL | Country | | | |
|------------------------------------|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Respondents | 3201 | 800 | 800 | 800 | 801 |
| Base: All Respondents (wtd) | 3201 | 800 | 800 | 800 | 801 |
| A lot of responsibility | 1713 | 473 | 490 | 347 | 403 |
| | 54.0% | 59.0% | 61.0% | 43.0% | 50.0% |
| A little responsibility | | CD | CD | | C |
| | 973 | 228 | 201 | 281 | 263 |
| | 30.0% | 28.0% | 25.0% | 35.0% | 33.0% |
| No responsibility | | | | AB | B |
| | 259 | 45 | 62 | 80 | 72 |
| | 8.0% | 6.0% | 8.0% | 10.0% | 9.0% |
| Don't know | | | | A | A |
| | 256 | 54 | 47 | 92 | 63 |
| | 8.0% | 7.0% | 6.0% | 12.0% | 8.0% |
| Sigma | | | | ABD | |
| | 3201 | 800 | 800 | 800 | 801 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 218

Q20_1. [The European Union] How much responsibility should the following organizations have in ensuring that online content is fair, balanced, and provides users with different points of view? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|---|-------------|-----------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering (EXCLUDING DK) | 2144 | - | 744 | 673 | 727 |
| Base: All Answering (EXCLUDING DK) (wtd) | 2144 | - | 744 | 673 | 727 |
| A lot of responsibility | 1049 | - | 452 | 239 | 358 |
| | 49.0% | - | 61.0% | 36.0% | 49.0% |
| | | | CD | | C |
| A little responsibility | 803 | - | 215 | 316 | 272 |
| | 37.0% | - | 29.0% | 47.0% | 37.0% |
| | | | BD | | B |
| No responsibility | 292 | - | 77 | 118 | 97 |
| | 14.0% | - | 10.0% | 18.0% | 13.0% |
| | | | BD | | |
| Sigma | 2144 | - | 744 | 673 | 727 |
| | 100.0% | - | 100.0% | 100.0% | 100.0% |
| | | | | | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 219

Q20_2. [The Australian, Finnish, French, German Government] How much responsibility should the following organizations have in ensuring that online content is fair, balanced, and provides users with different points of view? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering (EXCLUDING DK) | 2914 | 760 | 732 | 694 | 728 |
| Base: All Answering (EXCLUDING DK) (wtd) | 2914 | 760 | 732 | 694 | 728 |
| A lot of responsibility | 1551 53.0% | 492 65.0% | 411 56.0% | 292 42.0% | 356 49.0% |
| | | BCD | CD | | C |
| A little responsibility | 1029 35.0% | 228 30.0% | 236 32.0% | 281 40.0% | 284 39.0% |
| | | | | AB | AB |
| No responsibility | 334 11.0% | 40 5.0% | 85 12.0% | 121 17.0% | 88 12.0% |
| | | | A | ABD | A |
| Sigma | 2914 100.0% | 760 100.0% | 732 100.0% | 694 100.0% | 728 100.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 220

Q20_3. [Online platforms (e.g. Google, Apple)] How much responsibility should the following organizations have in ensuring that online content is fair, balanced, and provides users with different points of view? - (EXCLUDING DK)

| | | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering (EXCLUDING DK) | 2951 | 750 | 748 | 708 | 745 |
| Base: All Answering (EXCLUDING DK) (wtd) | 2951 | 750 | 748 | 708 | 745 |
| A lot of responsibility | 1802 61.0% | 520 69.0% | 479 64.0% | 368 52.0% | 435 58.0% |
| | | BCD | CD | | C |
| A little responsibility | 916 31.0% | 199 27.0% | 203 27.0% | 269 38.0% | 245 33.0% |
| | | | | ABD | AB |
| No responsibility | 233 8.0% | 31 4.0% | 66 9.0% | 71 10.0% | 65 9.0% |
| | | | A | A | A |
| Sigma | 2951 100.0% | 750 100.0% | 748 100.0% | 708 100.0% | 745 100.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 221

Q20_4. [Social Media platforms (e.g. Facebook, Twitter)] How much responsibility should the following organizations have in ensuring that online content is fair, balanced, and provides users with different points of view? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|---|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering (EXCLUDING DK) | 2932 | 754 | 740 | 706 | 732 |
| Base: All Answering (EXCLUDING DK) (wtd) | 2932 | 754 | 740 | 706 | 732 |
| A lot of responsibility | 1732 | 529 | 426 | 364 | 413 |
| | 59.0% | 70.0% | 58.0% | 52.0% | 56.0% |
| A little responsibility | | BCD | C | | |
| | 895 | 180 | 237 | 258 | 220 |
| | 31.0% | 24.0% | 32.0% | 37.0% | 30.0% |
| No responsibility | | | A | AD | A |
| | 305 | 45 | 77 | 84 | 99 |
| | 10.0% | 6.0% | 10.0% | 12.0% | 14.0% |
| Sigma | | | A | A | A |
| | 2932 | 754 | 740 | 706 | 732 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 222

Q20_5. [Citizens or people like me] How much responsibility should the following organizations have in ensuring that online content is fair, balanced, and provides users with different points of view? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|---|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering (EXCLUDING DK) | 2900 | 735 | 739 | 698 | 728 |
| Base: All Answering (EXCLUDING DK) (wtd) | 2900 | 735 | 739 | 698 | 728 |
| A lot of responsibility | 1193 | 365 | 304 | 205 | 319 |
| | 41.0% | 50.0% | 41.0% | 29.0% | 44.0% |
| | | BCD | C | | C |
| A little responsibility | 1354 | 303 | 349 | 384 | 318 |
| | 47.0% | 41.0% | 47.0% | 55.0% | 44.0% |
| | | | A | ABD | |
| No responsibility | 353 | 67 | 86 | 109 | 91 |
| | 12.0% | 9.0% | 12.0% | 16.0% | 12.0% |
| | | | | AB | A |
| Sigma | 2900 | 735 | 739 | 698 | 728 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 223

Q20_6. [Online content creators] How much responsibility should the following organizations have in ensuring that online content is fair, balanced, and provides users with different points of view? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|---|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering (EXCLUDING DK) | 2945 | 746 | 753 | 708 | 738 |
| Base: All Answering (EXCLUDING DK) (wtd) | 2945 | 746 | 753 | 708 | 738 |
| A lot of responsibility | 1713 | 473 | 490 | 347 | 403 |
| | 58.0% | 63.0% | 65.0% | 49.0% | 55.0% |
| | | CD | CD | | C |
| A little responsibility | 973 | 228 | 201 | 281 | 263 |
| | 33.0% | 31.0% | 27.0% | 40.0% | 36.0% |
| | | | | AB | AB |
| No responsibility | 259 | 45 | 62 | 80 | 72 |
| | 9.0% | 6.0% | 8.0% | 11.0% | 10.0% |
| | | | | AB | A |
| Sigma | 2945 | 746 | 753 | 708 | 738 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 224

Q21. How confident are you in your ability to tell if the online content that you read, see, or hear is fair, balanced, and represents different points of view?

| | | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3016 | 765 | 767 | 713 | 771 |
| Base: Those who consume online content in some way (wtd) | 3016 | 765 | 767 | 713 | 771 |
| Very confident | 364 12.0% | 104 14.0% | 121 16.0% | 66 9.0% | 73 9.0% |
| | | CD | CD | | |
| Somewhat confident | 1504 50.0% | 388 51.0% | 420 55.0% | 314 44.0% | 382 50.0% |
| | | C | CD | | C |
| Not very confident | 757 25.0% | 167 22.0% | 161 21.0% | 222 31.0% | 207 27.0% |
| | | | | AB | AB |
| Not at all confident | 209 7.0% | 65 8.0% | 42 5.0% | 49 7.0% | 53 7.0% |
| | | B | | | |
| Don't know | 182 6.0% | 41 5.0% | 23 3.0% | 62 9.0% | 56 7.0% |
| | | B | | AB | B |
| Sigma | 3016 100.0% | 765 100.0% | 767 100.0% | 713 100.0% | 771 100.0% |
| Summary | | | | | |
| Top2Box (Very/Somewhat Confident) | 1868 62.0% | 492 64.0% | 541 71.0% | 380 53.0% | 455 59.0% |
| | | CD | ACD | | C |
| Low2Box (Not Very/Not At All Confident) | 966 32.0% | 232 30.0% | 203 26.0% | 271 38.0% | 260 34.0% |
| | | | | AB | B |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 225

Q21. How confident are you in your ability to tell if the online content that you read, see, or hear is fair, balanced, and represents different points of view? - (EXCLUDING DK)

| | | Country | | | |
|--|-------------|------------|------------|------------|------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way (EXCLUDING DK) | 2834 | 724 | 744 | 651 | 715 |
| Base: Those who consume online content in some way (EXCLUDING DK) (wtd) | 2834 | 724 | 744 | 651 | 715 |
| Very confident | 364 | 104 | 121 | 66 | 73 |
| | 13.0% | 14.0% | 16.0% | 10.0% | 10.0% |
| | | CD | CD | | |
| Somewhat confident | 1504 | 388 | 420 | 314 | 382 |
| | 53.0% | 54.0% | 56.0% | 48.0% | 53.0% |
| | | C | C | | |
| Not very confident | 757 | 167 | 161 | 222 | 207 |
| | 27.0% | 23.0% | 22.0% | 34.0% | 29.0% |
| | | | | ABD | AB |
| Not at all confident | 209 | 65 | 42 | 49 | 53 |
| | 7.0% | 9.0% | 6.0% | 8.0% | 7.0% |
| | | B | | | |
| Don't know | - | - | - | - | - |
| | - | - | - | - | - |
| | | | | | |
| Sigma | 2834 | 724 | 744 | 651 | 715 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box (Very/Somewhat Confident) | 1868 | 492 | 541 | 380 | 455 |
| | 66.0% | 68.0% | 73.0% | 58.0% | 64.0% |
| | | C | ACD | | C |
| Low2Box (Not Very/Not At All Confident) | 966 | 232 | 203 | 271 | 260 |
| | 34.0% | 32.0% | 27.0% | 42.0% | 36.0% |
| | | B | | ABD | B |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 226

Q21b. How confident are you that the content recommended by social media platforms is fair, balanced, and represents different points of view?

| | TOTAL | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3016 | 765 | 767 | 713 | 771 |
| Base: Those who consume online content in some way (wtd) | 3016 | 765 | 767 | 713 | 771 |
| Very confident | 203 7.0% | 53 7.0% | 56 7.0% | 46 6.0% | 48 6.0% |
| Somewhat confident | 850 28.0% | 221 29.0% | 244 32.0% | 183 26.0% | 202 26.0% |
| Not very confident | 1060 35.0% | 241 32.0% | 278 36.0% | 264 37.0% | 277 36.0% |
| Not at all confident | 709 24.0% | 205 27.0% | 154 20.0% | 162 23.0% | 188 24.0% |
| Don't know | 194 6.0% | 45 6.0% | 35 5.0% | 58 8.0% | 56 7.0% |
| Sigma | 3016 100.0% | 765 100.0% | 767 100.0% | 713 100.0% | 771 100.0% |
| Summary | | | | | |
| Top2Box (Very/ Somewhat Confident) | 1053 35.0% | 274 36.0% | 300 39.0% | 229 32.0% | 250 32.0% |
| Low2Box (Not Very/Not At All Confident) | 1769 59.0% | 446 58.0% | 432 56.0% | 426 60.0% | 465 60.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 227

Q21b. How confident are you that the content recommended by social media platforms is fair, balanced, and represents different points of view? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|--|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way (EXCLUDING DK) | 2822 | 720 | 732 | 655 | 715 |
| Base: Those who consume online content in some way (EXCLUDING DK) (wtd) | 2822 | 720 | 732 | 655 | 715 |
| Very confident | 203 | 53 | 56 | 46 | 48 |
| | 7.0% | 7.0% | 8.0% | 7.0% | 7.0% |
| Somewhat confident | 850 | 221 | 244 | 183 | 202 |
| | 30.0% | 31.0% | 33.0% | 28.0% | 28.0% |
| Not very confident | 1060 | 241 | 278 | 264 | 277 |
| | 38.0% | 33.0% | 38.0% | 40.0% | 39.0% |
| Not at all confident | 709 | 205 | 154 | 162 | 188 |
| | 25.0% | 28.0% | 21.0% | 25.0% | 26.0% |
| Don't know | - | - | - | - | - |
| | - | - | - | - | - |
| Sigma | 2822 | 720 | 732 | 655 | 715 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Summary | | | | | |
| Top2Box (Very/ Somewhat Confident) | 1053 | 274 | 300 | 229 | 250 |
| | 37.0% | 38.0% | 41.0% | 35.0% | 35.0% |
| Low2Box (Not Very/Not At All Confident) | 1769 | 446 | 432 | 426 | 465 |
| | 63.0% | 62.0% | 59.0% | 65.0% | 65.0% |
| | | | | B | B |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 228

Q21c. How confident are you that content provided by traditional media sources (such as print, radio, and television) is fair, balanced, and represents different points of view?

| | | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3016 | 765 | 767 | 713 | 771 |
| Base: Those who consume online content in some way (wtd) | 3016 | 765 | 767 | 713 | 771 |
| Very confident | 411 14.0% | 92 12.0% | 120 16.0% | 65 9.0% | 134 17.0% |
| | | | AC | | AC |
| Somewhat confident | 1438 48.0% | 346 45.0% | 396 52.0% | 322 45.0% | 374 49.0% |
| | | | AC | | |
| Not very confident | 753 25.0% | 209 27.0% | 172 22.0% | 211 30.0% | 161 21.0% |
| | | BD | | BD | |
| Not at all confident | 263 9.0% | 89 12.0% | 51 7.0% | 69 10.0% | 54 7.0% |
| | | BD | | B | |
| Don't know | 151 5.0% | 29 4.0% | 28 4.0% | 46 6.0% | 48 6.0% |
| | | | | AB | AB |
| Sigma | 3016 100.0% | 765 100.0% | 767 100.0% | 713 100.0% | 771 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box (Very/ Somewhat Confident) | 1849 61.0% | 438 57.0% | 516 67.0% | 387 54.0% | 508 66.0% |
| | | | AC | | AC |
| Low2Box (Not Very/Not At All Confident) | 1016 34.0% | 298 39.0% | 223 29.0% | 280 39.0% | 215 28.0% |
| | | BD | | BD | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 229

Q21c. How confident are you that content provided by traditional media sources (such as print, radio, and television) is fair, balanced, and represents different points of view? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|--|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way (EXCLUDING DK) | 2865 | 736 | 739 | 667 | 723 |
| Base: Those who consume online content in some way (EXCLUDING DK) (wtd) | 2865 | 736 | 739 | 667 | 723 |
| Very confident | 411 | 92 | 120 | 65 | 134 |
| | 14.0% | 12.0% | 16.0% | 10.0% | 19.0% |
| | | | AC | | AC |
| Somewhat confident | 1438 | 346 | 396 | 322 | 374 |
| | 50.0% | 47.0% | 54.0% | 48.0% | 52.0% |
| | | | AC | | |
| Not very confident | 753 | 209 | 172 | 211 | 161 |
| | 26.0% | 28.0% | 23.0% | 32.0% | 22.0% |
| | | BD | | BD | |
| Not at all confident | 263 | 89 | 51 | 69 | 54 |
| | 9.0% | 12.0% | 7.0% | 10.0% | 7.0% |
| | | BD | | B | |
| Don't know | - | - | - | - | - |
| | - | - | - | - | - |
| | | | | | |
| Sigma | 2865 | 736 | 739 | 667 | 723 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box (Very/ Somewhat Confident) | 1849 | 438 | 516 | 387 | 508 |
| | 65.0% | 60.0% | 70.0% | 58.0% | 70.0% |
| | | | AC | | AC |
| Low2Box (Not Very/Not At All Confident) | 1016 | 298 | 223 | 280 | 215 |
| | 35.0% | 40.0% | 30.0% | 42.0% | 30.0% |
| | | BD | | BD | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 230

Q22. [SUMMARY - TOP2BOX (STRONGLY/ SOMEWHAT AGREE)] Indicate to what extent you agree or disagree with the following statements

| | TOTAL | Country | | | |
|---|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3016 | 765 | 767 | 713 | 771 |
| Base: Those who consume online content in some way (wtd) | 3016 | 765 | 767 | 713 | 771 |
| Having access to different sources of information with different points of view is important for people to participate in democracy | 2113 | 575 | 542 | 474 | 522 |
| | 70.0% | 75.0% | 71.0% | 66.0% | 68.0% |
| | | BCD | | | |
| I often do not have the time to fact check information that I find online | 1334 | 360 | 345 | 277 | 352 |
| | 44.0% | 47.0% | 45.0% | 39.0% | 46.0% |
| | | C | C | | C |
| I prefer to consume online content that is suggested or recommended to me rather than seek out information online myself because it is easier | 913 | 215 | 269 | 218 | 211 |
| | 30.0% | 28.0% | 35.0% | 31.0% | 27.0% |
| | | | AD | | |
| I am often suggested or recommended content from my local community or region | 1165 | 306 | 332 | 269 | 258 |
| | 39.0% | 40.0% | 43.0% | 38.0% | 33.0% |
| | | D | CD | | |
| Over the past two years, online platforms have made it easier to access different sources of information | 1429 | 411 | 359 | 361 | 298 |
| | 47.0% | 54.0% | 47.0% | 51.0% | 39.0% |
| | | BD | D | D | |
| During the past two years, the tone of online content recommended to me has grown more polarized or negative | 1197 | 324 | 296 | 259 | 318 |
| | 40.0% | 42.0% | 39.0% | 36.0% | 41.0% |
| | | C | | | |
| It is important for me to use ad-blockers and/or incognito mode to protect my privacy online | 1690 | 429 | 411 | 438 | 412 |
| | 56.0% | 56.0% | 54.0% | 61.0% | 53.0% |
| | | | | ABD | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 231

Q22. [SUMMARY - LOW2BOX (SOMEWHAT/ STRONGLY DISAGREE)] Indicate to what extent you agree or disagree with the following statements

| | TOTAL | Country | | | |
|---|---------------|--------------|--------------|--------------|--------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3016 | 765 | 767 | 713 | 771 |
| Base: Those who consume online content in some way (wtd) | 3016 | 765 | 767 | 713 | 771 |
| Having access to different sources of information with different points of view is important for people to participate in democracy | 168 6.0% | 32 4.0% | 48 6.0% | 44 6.0% | 44 6.0% |
| I often do not have the time to fact check information that I find online | 681 23.0% | 169 22.0% | 206 27.0% | 141 20.0% | 165 21.0% |
| I prefer to consume online content that is suggested or recommended to me rather than seek out information online myself because it is easier | 1238 41.0% | 333 44.0% | 262 34.0% | 290 41.0% | 353 46.0% |
| I am often suggested or recommended content from my local community or region | 760 25.0% | 185 24.0% | 172 22.0% | 161 23.0% | 242 31.0% |
| Over the past two years, online platforms have made it easier to access different sources of information | 421 14.0% | 84 11.0% | 135 18.0% | 87 12.0% | 115 15.0% |
| During the past two years, the tone of online content recommended to me has grown more polarized or negative | 518 17.0% | 81 11.0% | 185 24.0% | 101 14.0% | 151 20.0% |
| It is important for me to use ad-blockers and/or incognito mode to protect my privacy online | 406 13.0% | 90 12.0% | 134 17.0% | 74 10.0% | 108 14.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 232

Q22_1. [Having access to different sources of information with different points of view is important for people to participate in democracy] Indicate to what extent you agree or disagree with the following statements

| | TOTAL | Country | | | |
|---|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3016 | 765 | 767 | 713 | 771 |
| Base: Those who consume online content in some way (wtd) | 3016 | 765 | 767 | 713 | 771 |
| Strongly agree | 955 | 255 | 272 | 182 | 246 |
| | 32.0% | 33.0% | 35.0% | 26.0% | 32.0% |
| | | C | C | | C |
| Somewhat agree | 1158 | 320 | 270 | 292 | 276 |
| | 38.0% | 42.0% | 35.0% | 41.0% | 36.0% |
| | | BD | | BD | |
| Neither agree nor disagree | 583 | 129 | 149 | 143 | 162 |
| | 19.0% | 17.0% | 19.0% | 20.0% | 21.0% |
| | | | | | A |
| Somewhat disagree | 111 | 20 | 35 | 26 | 30 |
| | 4.0% | 3.0% | 5.0% | 4.0% | 4.0% |
| | | | A | | |
| Strongly disagree | 57 | 12 | 13 | 18 | 14 |
| | 2.0% | 2.0% | 2.0% | 3.0% | 2.0% |
| | | | | | |
| Don't know | 152 | 29 | 28 | 52 | 43 |
| | 5.0% | 4.0% | 4.0% | 7.0% | 6.0% |
| | | | | AB | |
| Sigma | 3016 | 765 | 767 | 713 | 771 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box (Strongly/ Somewhat Agree) | 2113 | 575 | 542 | 474 | 522 |
| | 70.0% | 75.0% | 71.0% | 66.0% | 68.0% |
| | | BCD | | | |
| Low2Box (Somewhat/ Strongly Disagree) | 168 | 32 | 48 | 44 | 44 |
| | 6.0% | 4.0% | 6.0% | 6.0% | 6.0% |
| | | | | | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 233

Q22_2. [I often do not have the time to fact check information that I find online] Indicate to what extent you agree or disagree with the following statements

| | | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3016 | 765 | 767 | 713 | 771 |
| Base: Those who consume online content in some way (wtd) | 3016 | 765 | 767 | 713 | 771 |
| Strongly agree | 345 11.0% | 99 13.0% | 91 12.0% | 51 7.0% | 104 13.0% |
| | | C | C | | C |
| Somewhat agree | 989 33.0% | 261 34.0% | 254 33.0% | 226 32.0% | 248 32.0% |
| Neither agree nor disagree | 839 28.0% | 211 28.0% | 186 24.0% | 232 33.0% | 210 27.0% |
| | | | | ABD | |
| Somewhat disagree | 450 15.0% | 119 16.0% | 132 17.0% | 97 14.0% | 102 13.0% |
| | | | D | | |
| Strongly disagree | 231 8.0% | 50 7.0% | 74 10.0% | 44 6.0% | 63 8.0% |
| | | | AC | | |
| Don't know | 162 5.0% | 25 3.0% | 30 4.0% | 63 9.0% | 44 6.0% |
| | | | | ABD | A |
| Sigma | 3016 100.0% | 765 100.0% | 767 100.0% | 713 100.0% | 771 100.0% |
| Summary | | | | | |
| Top2Box (Strongly/ Somewhat Agree) | 1334 44.0% | 360 47.0% | 345 45.0% | 277 39.0% | 352 46.0% |
| | | C | C | | C |
| Low2Box (Somewhat/ Strongly Disagree) | 681 23.0% | 169 22.0% | 206 27.0% | 141 20.0% | 165 21.0% |
| | | | ACD | | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 234

Q22_3. [I prefer to consume online content that is suggested or recommended to me rather than seek out information online myself because it is easier] Indicate to what extent you agree or disagree with the following statements

| | TOTAL | Country | | | |
|---|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3016 | 765 | 767 | 713 | 771 |
| Base: Those who consume online content in some way (wtd) | 3016 | 765 | 767 | 713 | 771 |
| Strongly agree | 253 | 53 | 68 | 75 | 57 |
| | 8.0% | 7.0% | 9.0% | 11.0% | 7.0% |
| | | | | AD | |
| Somewhat agree | 660 | 162 | 201 | 143 | 154 |
| | 22.0% | 21.0% | 26.0% | 20.0% | 20.0% |
| | | | ACD | | |
| Neither agree nor disagree | 730 | 189 | 211 | 158 | 172 |
| | 24.0% | 25.0% | 28.0% | 22.0% | 22.0% |
| | | | CD | | |
| Somewhat disagree | 650 | 171 | 149 | 153 | 177 |
| | 22.0% | 22.0% | 19.0% | 21.0% | 23.0% |
| | | | | | |
| Strongly disagree | 588 | 162 | 113 | 137 | 176 |
| | 19.0% | 21.0% | 15.0% | 19.0% | 23.0% |
| | | B | | B | B |
| Don't know | 135 | 28 | 25 | 47 | 35 |
| | 4.0% | 4.0% | 3.0% | 7.0% | 5.0% |
| | | | | AB | |
| Sigma | 3016 | 765 | 767 | 713 | 771 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box (Strongly/ Somewhat Agree) | 913 | 215 | 269 | 218 | 211 |
| | 30.0% | 28.0% | 35.0% | 31.0% | 27.0% |
| | | | AD | | |
| Low2Box (Somewhat/ Strongly Disagree) | 1238 | 333 | 262 | 290 | 353 |
| | 41.0% | 44.0% | 34.0% | 41.0% | 46.0% |
| | | B | | B | BC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 235

Q22_4. [I am often suggested or recommended content from my local community or region] Indicate to what extent you agree or disagree with the following statements

| | TOTAL | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3016 | 765 | 767 | 713 | 771 |
| Base: Those who consume online content in some way (wtd) | 3016 | 765 | 767 | 713 | 771 |
| Strongly agree | 201 7.0% | 55 7.0% | 60 8.0% | 48 7.0% | 38 5.0% |
| | | | D | | |
| Somewhat agree | 964 32.0% | 251 33.0% | 272 35.0% | 221 31.0% | 220 29.0% |
| | | | D | | |
| Neither agree nor disagree | 895 30.0% | 238 31.0% | 224 29.0% | 213 30.0% | 220 29.0% |
| | | | | | |
| Somewhat disagree | 489 16.0% | 120 16.0% | 112 15.0% | 103 14.0% | 154 20.0% |
| | | | | | ABC |
| Strongly disagree | 271 9.0% | 65 8.0% | 60 8.0% | 58 8.0% | 88 11.0% |
| | | | | | BC |
| Don't know | 196 6.0% | 36 5.0% | 39 5.0% | 70 10.0% | 51 7.0% |
| | | | | ABD | |
| Sigma | 3016 100.0% | 765 100.0% | 767 100.0% | 713 100.0% | 771 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box (Strongly/ Somewhat Agree) | 1165 39.0% | 306 40.0% | 332 43.0% | 269 38.0% | 258 33.0% |
| | | D | CD | | |
| Low2Box (Somewhat/ Strongly Disagree) | 760 25.0% | 185 24.0% | 172 22.0% | 161 23.0% | 242 31.0% |
| | | | | | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 236

Q22_5. [Over the past two years, online platforms have made it easier to access different sources of information]
Indicate to what extent you agree or disagree with the following statements

| | | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3016 | 765 | 767 | 713 | 771 |
| Base: Those who consume online content in some way (wtd) | 3016 | 765 | 767 | 713 | 771 |
| Strongly agree | 366 12.0% | 112 15.0% | 100 13.0% | 87 12.0% | 67 9.0% |
| | | D | D | D | |
| Somewhat agree | 1063 35.0% | 299 39.0% | 259 34.0% | 274 38.0% | 231 30.0% |
| | | BD | | D | |
| Neither agree nor disagree | 862 29.0% | 214 28.0% | 211 28.0% | 178 25.0% | 259 34.0% |
| | | | | | ABC |
| Somewhat disagree | 296 10.0% | 55 7.0% | 93 12.0% | 69 10.0% | 79 10.0% |
| | | | A | | A |
| Strongly disagree | 125 4.0% | 29 4.0% | 42 5.0% | 18 3.0% | 36 5.0% |
| | | | C | | C |
| Don't know | 304 10.0% | 56 7.0% | 62 8.0% | 87 12.0% | 99 13.0% |
| | | | | AB | AB |
| Sigma | 3016 100.0% | 765 100.0% | 767 100.0% | 713 100.0% | 771 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box (Strongly/ Somewhat Agree) | 1429 47.0% | 411 54.0% | 359 47.0% | 361 51.0% | 298 39.0% |
| | | BD | D | D | |
| Low2Box (Somewhat/ Strongly Disagree) | 421 14.0% | 84 11.0% | 135 18.0% | 87 12.0% | 115 15.0% |
| | | | AC | | A |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 237

Q22_6. [During the past two years, the tone of online content recommended to me has grown more polarized or negative] Indicate to what extent you agree or disagree with the following statements

| | TOTAL | Country | | | |
|---|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3016 | 765 | 767 | 713 | 771 |
| Base: Those who consume online content in some way (wtd) | 3016 | 765 | 767 | 713 | 771 |
| Strongly agree | 368 | 107 | 100 | 61 | 100 |
| | 12.0% | 14.0% | 13.0% | 9.0% | 13.0% |
| | | C | C | | C |
| Somewhat agree | 829 | 217 | 196 | 198 | 218 |
| | 27.0% | 28.0% | 26.0% | 28.0% | 28.0% |
| | | | | | |
| Neither agree nor disagree | 1004 | 289 | 232 | 255 | 228 |
| | 33.0% | 38.0% | 30.0% | 36.0% | 30.0% |
| | | BD | | BD | |
| Somewhat disagree | 348 | 61 | 116 | 77 | 94 |
| | 12.0% | 8.0% | 15.0% | 11.0% | 12.0% |
| | | | AC | | A |
| Strongly disagree | 170 | 20 | 69 | 24 | 57 |
| | 6.0% | 3.0% | 9.0% | 3.0% | 7.0% |
| | | | AC | | AC |
| Don't know | 297 | 71 | 54 | 98 | 74 |
| | 10.0% | 9.0% | 7.0% | 14.0% | 10.0% |
| | | | | ABD | |
| Sigma | 3016 | 765 | 767 | 713 | 771 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box (Strongly/ Somewhat Agree) | 1197 | 324 | 296 | 259 | 318 |
| | 40.0% | 42.0% | 39.0% | 36.0% | 41.0% |
| | | C | | | |
| Low2Box (Somewhat/ Strongly Disagree) | 518 | 81 | 185 | 101 | 151 |
| | 17.0% | 11.0% | 24.0% | 14.0% | 20.0% |
| | | | ACD | A | AC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 238

Q22_7. [It is important for me to use ad-blockers and/or incognito mode to protect my privacy online] Indicate to what extent you agree or disagree with the following statements

| | | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3016 | 765 | 767 | 713 | 771 |
| Base: Those who consume online content in some way (wtd) | 3016 | 765 | 767 | 713 | 771 |
| Strongly agree | 719 24.0% | 189 25.0% | 161 21.0% | 177 25.0% | 192 25.0% |
| Somewhat agree | 971 32.0% | 240 31.0% | 250 33.0% | 261 37.0% | 220 29.0% |
| Neither agree nor disagree | 724 24.0% | 202 26.0% | 184 24.0% | 149 21.0% | 189 25.0% |
| Somewhat disagree | 285 9.0% | 66 9.0% | 95 12.0% | 52 7.0% | 72 9.0% |
| Strongly disagree | 121 4.0% | 24 3.0% | 39 5.0% | 22 3.0% | 36 5.0% |
| Don't know | 196 6.0% | 44 6.0% | 38 5.0% | 52 7.0% | 62 8.0% |
| Sigma | 3016 100.0% | 765 100.0% | 767 100.0% | 713 100.0% | 771 100.0% |
| Summary | | | | | |
| Top2Box (Strongly/ Somewhat Agree) | 1690 56.0% | 429 56.0% | 411 54.0% | 438 61.0% | 412 53.0% |
| Low2Box (Somewhat/ Strongly Disagree) | 406 13.0% | 90 12.0% | 134 17.0% | 74 10.0% | 108 14.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 239

Q22. [SUMMARY - TOP2BOX (STRONGLY/ SOMEWHAT AGREE)] Indicate to what extent you agree or disagree with the following statements - (EXCLUDING DK)

| | TOTAL | Country | | | |
|---|-------|-----------|---------|--------|---------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Having access to different sources of information with different points of view is important for people to participate in democracy | 2113 | 575 | 542 | 474 | 522 |
| | 74.0% | 78.0% | 73.0% | 72.0% | 72.0% |
| | | BCD | | | |
| I often do not have the time to fact check information that I find online | 1334 | 360 | 345 | 277 | 352 |
| | 47.0% | 49.0% | 47.0% | 43.0% | 48.0% |
| | | C | | | C |
| I prefer to consume online content that is suggested or recommended to me rather than seek out information online myself because it is easier | 913 | 215 | 269 | 218 | 211 |
| | 32.0% | 29.0% | 36.0% | 33.0% | 29.0% |
| | | | AD | | |
| I am often suggested or recommended content from my local community or region | 1165 | 306 | 332 | 269 | 258 |
| | 41.0% | 42.0% | 46.0% | 42.0% | 36.0% |
| | | D | D | D | |
| Over the past two years, online platforms have made it easier to access different sources of information | 1429 | 411 | 359 | 361 | 298 |
| | 53.0% | 58.0% | 51.0% | 58.0% | 44.0% |
| | | BD | D | BD | |
| During the past two years, the tone of online content recommended to me has grown more polarized or negative | 1197 | 324 | 296 | 259 | 318 |
| | 44.0% | 47.0% | 42.0% | 42.0% | 46.0% |
| | | | | | |
| It is important for me to use ad-blockers and/or incognito mode to protect my privacy online | 1690 | 429 | 411 | 438 | 412 |
| | 60.0% | 60.0% | 56.0% | 66.0% | 58.0% |
| | | | | ABD | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 240

Q22. [SUMMARY - LOW2BOX (SOMEWHAT/ STRONGLY DISAGREE)] Indicate to what extent you agree or disagree with the following statements - (EXCLUDING DK)

| | TOTAL | Country | | | |
|---|-------|-----------|---------|--------|---------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Having access to different sources of information with different points of view is important for people to participate in democracy | 168 | 32 | 48 | 44 | 44 |
| | 6.0% | 4.0% | 6.0% | 7.0% | 6.0% |
| | | | | | |
| I often do not have the time to fact check information that I find online | 681 | 169 | 206 | 141 | 165 |
| | 24.0% | 23.0% | 28.0% | 22.0% | 23.0% |
| | | | ACD | | |
| I prefer to consume online content that is suggested or recommended to me rather than seek out information online myself because it is easier | 1238 | 333 | 262 | 290 | 353 |
| | 43.0% | 45.0% | 35.0% | 44.0% | 48.0% |
| | | B | | B | B |
| I am often suggested or recommended content from my local community or region | 760 | 185 | 172 | 161 | 242 |
| | 27.0% | 25.0% | 24.0% | 25.0% | 34.0% |
| | | | | | ABC |
| Over the past two years, online platforms have made it easier to access different sources of information | 421 | 84 | 135 | 87 | 115 |
| | 16.0% | 12.0% | 19.0% | 14.0% | 17.0% |
| | | | AC | | A |
| During the past two years, the tone of online content recommended to me has grown more polarized or negative | 518 | 81 | 185 | 101 | 151 |
| | 19.0% | 12.0% | 26.0% | 16.0% | 22.0% |
| | | | AC | A | AC |
| It is important for me to use ad-blockers and/or incognito mode to protect my privacy online | 406 | 90 | 134 | 74 | 108 |
| | 14.0% | 12.0% | 18.0% | 11.0% | 15.0% |
| | | | AC | | C |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 241

Q22_1. [Having access to different sources of information with different points of view is important for people to participate in democracy] Indicate to what extent you agree or disagree with the following statements - (EXCLUDING DK)

| | TOTAL | Country | | | |
|--|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way (EXCLUDING DK) | 2864 | 736 | 739 | 661 | 728 |
| Base: Those who consume online content in some way (EXCLUDING DK) (wtd) | 2864 | 736 | 739 | 661 | 728 |
| Strongly agree | 955 | 255 | 272 | 182 | 246 |
| | 33.0% | 35.0% | 37.0% | 28.0% | 34.0% |
| | | C | C | | C |
| Somewhat agree | 1158 | 320 | 270 | 292 | 276 |
| | 40.0% | 43.0% | 37.0% | 44.0% | 38.0% |
| | | BD | | BD | |
| Neither agree nor disagree | 583 | 129 | 149 | 143 | 162 |
| | 20.0% | 18.0% | 20.0% | 22.0% | 22.0% |
| | | | | | A |
| Somewhat disagree | 111 | 20 | 35 | 26 | 30 |
| | 4.0% | 3.0% | 5.0% | 4.0% | 4.0% |
| | | | A | | |
| Strongly disagree | 57 | 12 | 13 | 18 | 14 |
| | 2.0% | 2.0% | 2.0% | 3.0% | 2.0% |
| | | | | | |
| Don't know | - | - | - | - | - |
| | - | - | - | - | - |
| | | | | | |
| Sigma | 2864 | 736 | 739 | 661 | 728 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box (Strongly/ Somewhat Agree) | 2113 | 575 | 542 | 474 | 522 |
| | 74.0% | 78.0% | 73.0% | 72.0% | 72.0% |
| | | BCD | | | |
| Low2Box (Somewhat/ Strongly Disagree) | 168 | 32 | 48 | 44 | 44 |
| | 6.0% | 4.0% | 6.0% | 7.0% | 6.0% |
| | | | | | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 242

Q22_2. [I often do not have the time to fact check information that I find online] Indicate to what extent you agree or disagree with the following statements - (EXCLUDING DK)

| | | Country | | | |
|--|-------------|------------|------------|------------|------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way (EXCLUDING DK) | 2854 | 740 | 737 | 650 | 727 |
| Base: Those who consume online content in some way (EXCLUDING DK) (wtd) | 2854 | 740 | 737 | 650 | 727 |
| Strongly agree | 345 | 99 | 91 | 51 | 104 |
| | 12.0% | 13.0% | 12.0% | 8.0% | 14.0% |
| Somewhat agree | 989 | 261 | 254 | 226 | 248 |
| | 35.0% | 35.0% | 34.0% | 35.0% | 34.0% |
| Neither agree nor disagree | 839 | 211 | 186 | 232 | 210 |
| | 29.0% | 29.0% | 25.0% | 36.0% | 29.0% |
| Somewhat disagree | 450 | 119 | 132 | 97 | 102 |
| | 16.0% | 16.0% | 18.0% | 15.0% | 14.0% |
| Strongly disagree | 231 | 50 | 74 | 44 | 63 |
| | 8.0% | 7.0% | 10.0% | 7.0% | 9.0% |
| Don't know | - | - | - | - | - |
| | - | - | - | - | - |
| Sigma | 2854 | 740 | 737 | 650 | 727 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Summary | | | | | |
| Top2Box (Strongly/ Somewhat Agree) | 1334 | 360 | 345 | 277 | 352 |
| | 47.0% | 49.0% | 47.0% | 43.0% | 48.0% |
| Low2Box (Somewhat/ Strongly Disagree) | 681 | 169 | 206 | 141 | 165 |
| | 24.0% | 23.0% | 28.0% | 22.0% | 23.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 243

Q22_3. [I prefer to consume online content that is suggested or recommended to me rather than seek out information online myself because it is easier] Indicate to what extent you agree or disagree with the following statements - (EXCLUDING DK)

| | TOTAL | Country | | | |
|--|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way (EXCLUDING DK) | 2881 | 737 | 742 | 666 | 736 |
| Base: Those who consume online content in some way (EXCLUDING DK) (wtd) | 2881 | 737 | 742 | 666 | 736 |
| Strongly agree | 253 | 53 | 68 | 75 | 57 |
| | 9.0% | 7.0% | 9.0% | 11.0% | 8.0% |
| | | | | AD | |
| Somewhat agree | 660 | 162 | 201 | 143 | 154 |
| | 23.0% | 22.0% | 27.0% | 21.0% | 21.0% |
| | | | ACD | | |
| Neither agree nor disagree | 730 | 189 | 211 | 158 | 172 |
| | 25.0% | 26.0% | 28.0% | 24.0% | 23.0% |
| | | | CD | | |
| Somewhat disagree | 650 | 171 | 149 | 153 | 177 |
| | 23.0% | 23.0% | 20.0% | 23.0% | 24.0% |
| Strongly disagree | 588 | 162 | 113 | 137 | 176 |
| | 20.0% | 22.0% | 15.0% | 21.0% | 24.0% |
| | | B | | B | B |
| Don't know | - | - | - | - | - |
| | - | - | - | - | - |
| Sigma | 2881 | 737 | 742 | 666 | 736 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Summary | | | | | |
| Top2Box (Strongly/ Somewhat Agree) | 913 | 215 | 269 | 218 | 211 |
| | 32.0% | 29.0% | 36.0% | 33.0% | 29.0% |
| | | | AD | | |
| Low2Box (Somewhat/ Strongly Disagree) | 1238 | 333 | 262 | 290 | 353 |
| | 43.0% | 45.0% | 35.0% | 44.0% | 48.0% |
| | | B | | B | B |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 244

Q22_4. [I am often suggested or recommended content from my local community or region] Indicate to what extent you agree or disagree with the following statements - (EXCLUDING DK)

| | TOTAL | Country | | | |
|--|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way (EXCLUDING DK) | 2820 | 729 | 728 | 643 | 720 |
| Base: Those who consume online content in some way (EXCLUDING DK) (wtd) | 2820 | 729 | 728 | 643 | 720 |
| Strongly agree | 201 | 55 | 60 | 48 | 38 |
| | 7.0% | 8.0% | 8.0% | 7.0% | 5.0% |
| Somewhat agree | 964 | 251 | 272 | 221 | 220 |
| | 34.0% | 34.0% | 37.0% | 34.0% | 31.0% |
| | | | D | | |
| Neither agree nor disagree | 895 | 238 | 224 | 213 | 220 |
| | 32.0% | 33.0% | 31.0% | 33.0% | 31.0% |
| Somewhat disagree | 489 | 120 | 112 | 103 | 154 |
| | 17.0% | 16.0% | 15.0% | 16.0% | 21.0% |
| | | | | | ABC |
| Strongly disagree | 271 | 65 | 60 | 58 | 88 |
| | 10.0% | 9.0% | 8.0% | 9.0% | 12.0% |
| | | | | | AB |
| Don't know | - | - | - | - | - |
| | - | - | - | - | - |
| Sigma | 2820 | 729 | 728 | 643 | 720 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Summary | | | | | |
| Top2Box (Strongly/ Somewhat Agree) | 1165 | 306 | 332 | 269 | 258 |
| | 41.0% | 42.0% | 46.0% | 42.0% | 36.0% |
| | | D | D | D | |
| Low2Box (Somewhat/ Strongly Disagree) | 760 | 185 | 172 | 161 | 242 |
| | 27.0% | 25.0% | 24.0% | 25.0% | 34.0% |
| | | | | | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 245

Q22_5. [Over the past two years, online platforms have made it easier to access different sources of information]
 Indicate to what extent you agree or disagree with the following statements - (EXCLUDING DK)

| | TOTAL | Country | | | |
|--|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way (EXCLUDING DK) | 2712 | 709 | 705 | 626 | 672 |
| Base: Those who consume online content in some way (EXCLUDING DK) (wtd) | 2712 | 709 | 705 | 626 | 672 |
| Strongly agree | 366 | 112 | 100 | 87 | 67 |
| | 13.0% | 16.0% | 14.0% | 14.0% | 10.0% |
| | | D | D | D | |
| Somewhat agree | 1063 | 299 | 259 | 274 | 231 |
| | 39.0% | 42.0% | 37.0% | 44.0% | 34.0% |
| | | BD | | BD | |
| Neither agree nor disagree | 862 | 214 | 211 | 178 | 259 |
| | 32.0% | 30.0% | 30.0% | 28.0% | 39.0% |
| | | | | | ABC |
| Somewhat disagree | 296 | 55 | 93 | 69 | 79 |
| | 11.0% | 8.0% | 13.0% | 11.0% | 12.0% |
| | | | A | A | A |
| Strongly disagree | 125 | 29 | 42 | 18 | 36 |
| | 5.0% | 4.0% | 6.0% | 3.0% | 5.0% |
| | | | C | | C |
| Don't know | - | - | - | - | - |
| | - | - | - | - | - |
| | | | | | |
| Sigma | 2712 | 709 | 705 | 626 | 672 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| Top2Box (Strongly/ Somewhat Agree) | 1429 | 411 | 359 | 361 | 298 |
| | 53.0% | 58.0% | 51.0% | 58.0% | 44.0% |
| | | BD | D | BD | |
| Low2Box (Somewhat/ Strongly Disagree) | 421 | 84 | 135 | 87 | 115 |
| | 16.0% | 12.0% | 19.0% | 14.0% | 17.0% |
| | | | AC | | A |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 246

Q22_6. [During the past two years, the tone of online content recommended to me has grown more polarized or negative] Indicate to what extent you agree or disagree with the following statements - (EXCLUDING DK)

| | TOTAL | Country | | | |
|--|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way (EXCLUDING DK) | 2719 | 694 | 713 | 615 | 697 |
| Base: Those who consume online content in some way (EXCLUDING DK) (wtd) | 2719 | 694 | 713 | 615 | 697 |
| Strongly agree | 368 | 107 | 100 | 61 | 100 |
| | 14.0% | 15.0% | 14.0% | 10.0% | 14.0% |
| Somewhat agree | 829 | 217 | 196 | 198 | 218 |
| | 30.0% | 31.0% | 27.0% | 32.0% | 31.0% |
| Neither agree nor disagree | 1004 | 289 | 232 | 255 | 228 |
| | 37.0% | 42.0% | 33.0% | 41.0% | 33.0% |
| Somewhat disagree | 348 | 61 | 116 | 77 | 94 |
| | 13.0% | 9.0% | 16.0% | 13.0% | 13.0% |
| Strongly disagree | 170 | 20 | 69 | 24 | 57 |
| | 6.0% | 3.0% | 10.0% | 4.0% | 8.0% |
| Don't know | - | - | - | - | - |
| | - | - | - | - | - |
| Sigma | 2719 | 694 | 713 | 615 | 697 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Summary | | | | | |
| Top2Box (Strongly/ Somewhat Agree) | 1197 | 324 | 296 | 259 | 318 |
| | 44.0% | 47.0% | 42.0% | 42.0% | 46.0% |
| Low2Box (Somewhat/ Strongly Disagree) | 518 | 81 | 185 | 101 | 151 |
| | 19.0% | 12.0% | 26.0% | 16.0% | 22.0% |
| | | | AC | A | AC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 247

Q22_7. [It is important for me to use ad-blockers and/or incognito mode to protect my privacy online] Indicate to what extent you agree or disagree with the following statements - (EXCLUDING DK)

| | TOTAL | Country | | | |
|--|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way (EXCLUDING DK) | 2820 | 721 | 729 | 661 | 709 |
| Base: Those who consume online content in some way (EXCLUDING DK) (wtd) | 2820 | 721 | 729 | 661 | 709 |
| Strongly agree | 719 | 189 | 161 | 177 | 192 |
| | 25.0% | 26.0% | 22.0% | 27.0% | 27.0% |
| | | | | B | B |
| Somewhat agree | 971 | 240 | 250 | 261 | 220 |
| | 34.0% | 33.0% | 34.0% | 39.0% | 31.0% |
| | | | | ABD | |
| Neither agree nor disagree | 724 | 202 | 184 | 149 | 189 |
| | 26.0% | 28.0% | 25.0% | 23.0% | 27.0% |
| | | C | | | |
| Somewhat disagree | 285 | 66 | 95 | 52 | 72 |
| | 10.0% | 9.0% | 13.0% | 8.0% | 10.0% |
| | | | AC | | |
| Strongly disagree | 121 | 24 | 39 | 22 | 36 |
| | 4.0% | 3.0% | 5.0% | 3.0% | 5.0% |
| Don't know | - | - | - | - | - |
| | - | - | - | - | - |
| Sigma | 2820 | 721 | 729 | 661 | 709 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Summary | | | | | |
| Top2Box (Strongly/ Somewhat Agree) | 1690 | 429 | 411 | 438 | 412 |
| | 60.0% | 60.0% | 56.0% | 66.0% | 58.0% |
| | | | | ABD | |
| Low2Box (Somewhat/ Strongly Disagree) | 406 | 90 | 134 | 74 | 108 |
| | 14.0% | 12.0% | 18.0% | 11.0% | 15.0% |
| | | | AC | | C |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 248

Q23_1. [The European Union] How much responsibility should the following organizations have in financially supporting journalists and news publishers to ensure they receive fair compensation when their work is reproduced online?

| | TOTAL | Country | | | |
|---|----------------|-----------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 2401 | - | 800 | 800 | 801 |
| Base: Those who consume online content in some way (wtd) | 2401 | - | 800 | 800 | 801 |
| A lot of responsibility | 902 38.0% | - | 379 47.0% | 210 26.0% | 313 39.0% |
| | | | CD | | C |
| A little responsibility | 861 36.0% | - | 251 31.0% | 327 41.0% | 283 35.0% |
| | | | | BD | |
| No responsibility | 356 15.0% | - | 94 12.0% | 145 18.0% | 117 15.0% |
| | | | | B | |
| Don't know | 282 12.0% | - | 76 10.0% | 118 15.0% | 88 11.0% |
| | | | | BD | |
| Sigma | 2401 100.0% | - | 800 100.0% | 800 100.0% | 801 100.0% |
| | | | | | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 249

Q23_2. [The Australian, Finnish, French, German Government] How much responsibility should the following organizations have in financially supporting journalists and news publishers to ensure they receive fair compensation when their work is reproduced online?

| | TOTAL | Country | | | |
|---|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3201 | 800 | 800 | 800 | 801 |
| Base: Those who consume online content in some way (wtd) | 3201 | 800 | 800 | 800 | 801 |
| A lot of responsibility | 1352 | 416 | 364 | 251 | 321 |
| | 42.0% | 52.0% | 46.0% | 31.0% | 40.0% |
| | | BCD | CD | | C |
| A little responsibility | 1123 | 243 | 258 | 318 | 304 |
| | 35.0% | 30.0% | 32.0% | 40.0% | 38.0% |
| | | | | AB | AB |
| No responsibility | 401 | 77 | 106 | 126 | 92 |
| | 13.0% | 10.0% | 13.0% | 16.0% | 11.0% |
| | | | A | AD | |
| Don't know | 325 | 64 | 72 | 105 | 84 |
| | 10.0% | 8.0% | 9.0% | 13.0% | 10.0% |
| | | | | AB | |
| Sigma | 3201 | 800 | 800 | 800 | 801 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 250

Q23_3. [Online platforms (e.g. Google, Apple)] How much responsibility should the following organizations have in financially supporting journalists and news publishers to ensure they receive fair compensation when their work is reproduced online?

| | TOTAL | Country | | | |
|---|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3201 | 800 | 800 | 800 | 801 |
| Base: Those who consume online content in some way (wtd) | 3201 | 800 | 800 | 800 | 801 |
| A lot of responsibility | 1507 47.0% | 435 54.0% | 392 49.0% | 324 40.0% | 356 44.0% |
| | | BCD | C | | |
| A little responsibility | 1034 32.0% | 229 29.0% | 250 31.0% | 294 37.0% | 261 33.0% |
| | | | | AB | |
| No responsibility | 320 10.0% | 67 8.0% | 82 10.0% | 73 9.0% | 98 12.0% |
| | | | | | AC |
| Don't know | 340 11.0% | 69 9.0% | 76 10.0% | 109 14.0% | 86 11.0% |
| | | | | AB | |
| Sigma | 3201 100.0% | 800 100.0% | 800 100.0% | 800 100.0% | 801 100.0% |
| | | | | | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 251

Q23_4. [Social Media platforms (e.g. Facebook, Twitter)] How much responsibility should the following organizations have in financially supporting journalists and news publishers to ensure they receive fair compensation when their work is reproduced online?

| | TOTAL | Country | | | |
|---|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way | 3201 | 800 | 800 | 800 | 801 |
| Base: Those who consume online content in some way (wtd) | 3201 | 800 | 800 | 800 | 801 |
| A lot of responsibility | 1464 | 439 | 385 | 309 | 331 |
| | 46.0% | 55.0% | 48.0% | 39.0% | 41.0% |
| | | BCD | CD | | |
| A little responsibility | 1042 | 233 | 252 | 300 | 257 |
| | 33.0% | 29.0% | 32.0% | 38.0% | 32.0% |
| | | | | ABD | |
| No responsibility | 344 | 59 | 85 | 83 | 117 |
| | 11.0% | 7.0% | 11.0% | 10.0% | 15.0% |
| | | | A | A | ABC |
| Don't know | 351 | 69 | 78 | 108 | 96 |
| | 11.0% | 9.0% | 10.0% | 14.0% | 12.0% |
| | | | | AB | A |
| Sigma | 3201 | 800 | 800 | 800 | 801 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 252

Q23_1. [The European Union] How much responsibility should the following organizations have in financially supporting journalists and news publishers to ensure they receive fair compensation when their work is reproduced online? - (EXCLUDING DK)

| | TOTAL | Country | | | |
|--|-------------|-----------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way (EXCLUDING DK) | 2119 | - | 724 | 682 | 713 |
| Base: Those who consume online content in some way (EXCLUDING DK) (wtd) | 2119 | - | 724 | 682 | 713 |
| A lot of responsibility | 902 | - | 379 | 210 | 313 |
| | 43.0% | - | 52.0% | 31.0% | 44.0% |
| | | | CD | | C |
| A little responsibility | 861 | - | 251 | 327 | 283 |
| | 41.0% | - | 35.0% | 48.0% | 40.0% |
| | | | | BD | B |
| No responsibility | 356 | - | 94 | 145 | 117 |
| | 17.0% | - | 13.0% | 21.0% | 16.0% |
| | | | | BD | |
| Sigma | 2119 | - | 724 | 682 | 713 |
| | 100.0% | - | 100.0% | 100.0% | 100.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 253

Q23_2. [The Australian, Finnish, French, German Government] How much responsibility should the following organizations have in financially supporting journalists and news publishers to ensure they receive fair compensation when their work is reproduced online? - (EXCLUDING DK)

| | | Country | | | |
|--|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way (EXCLUDING DK) | 2876 | 736 | 728 | 695 | 717 |
| Base: Those who consume online content in some way (EXCLUDING DK) (wtd) | 2876 | 736 | 728 | 695 | 717 |
| A lot of responsibility | 1352 47.0% | 416 57.0% | 364 50.0% | 251 36.0% | 321 45.0% |
| | | BCD | CD | | C |
| A little responsibility | 1123 39.0% | 243 33.0% | 258 35.0% | 318 46.0% | 304 42.0% |
| | | | | AB | AB |
| No responsibility | 401 14.0% | 77 10.0% | 106 15.0% | 126 18.0% | 92 13.0% |
| | | | A | AD | |
| Sigma | 2876 100.0% | 736 100.0% | 728 100.0% | 695 100.0% | 717 100.0% |
| | | | | | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 254

Q23_3. [Online platforms (e.g. Google, Apple)] How much responsibility should the following organizations have in financially supporting journalists and news publishers to ensure they receive fair compensation when their work is reproduced online? - (EXCLUDING DK)

| | | Country | | | |
|--|-------------|------------|------------|------------|------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way (EXCLUDING DK) | 2861 | 731 | 724 | 691 | 715 |
| Base: Those who consume online content in some way (EXCLUDING DK) (wtd) | 2861 | 731 | 724 | 691 | 715 |
| A lot of responsibility | 1507 | 435 | 392 | 324 | 356 |
| | 53.0% | 60.0% | 54.0% | 47.0% | 50.0% |
| | | BCD | C | | |
| A little responsibility | 1034 | 229 | 250 | 294 | 261 |
| | 36.0% | 31.0% | 35.0% | 43.0% | 37.0% |
| | | | | ABD | A |
| No responsibility | 320 | 67 | 82 | 73 | 98 |
| | 11.0% | 9.0% | 11.0% | 11.0% | 14.0% |
| | | | | | A |
| Sigma | 2861 | 731 | 724 | 691 | 715 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 255

Q23_4. [Social Media platforms (e.g. Facebook, Twitter)] How much responsibility should the following organizations have in financially supporting journalists and news publishers to ensure they receive fair compensation when their work is reproduced online? - (EXCLUDING DK)

| | | Country | | | |
|--|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Those who consume online content in some way (EXCLUDING DK) | 2850 | 731 | 722 | 692 | 705 |
| Base: Those who consume online content in some way (EXCLUDING DK) (wtd) | 2850 | 731 | 722 | 692 | 705 |
| A lot of responsibility | 1464 51.0% | 439 60.0% | 385 53.0% | 309 45.0% | 331 47.0% |
| | | BCD | CD | | |
| A little responsibility | 1042 37.0% | 233 32.0% | 252 35.0% | 300 43.0% | 257 36.0% |
| | | | | ABD | |
| No responsibility | 344 12.0% | 59 8.0% | 85 12.0% | 83 12.0% | 117 17.0% |
| | | | A | A | ABC |
| Sigma | 2850 100.0% | 731 100.0% | 722 100.0% | 692 100.0% | 705 100.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 256

Q24_1. [Facebook] How often do you get news and information about COVID-19 from the following sources?

| | TOTAL | Country | | | |
|----------------------------------|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 2512 | 680 | 660 | 616 | 556 |
| Base: All Answering (wtd) | 2512 | 680 | 660 | 616 | 556 |
| Several times a day | 399 | 104 | 81 | 112 | 102 |
| | 16.0% | 15.0% | 12.0% | 18.0% | 18.0% |
| | | | | B | B |
| At least once a day | 487 | 127 | 135 | 111 | 114 |
| | 19.0% | 19.0% | 20.0% | 18.0% | 21.0% |
| | | | | | |
| 2-3 times a week | 368 | 85 | 128 | 79 | 76 |
| | 15.0% | 12.0% | 19.0% | 13.0% | 14.0% |
| | | | ACD | | |
| At least once a week | 290 | 70 | 101 | 62 | 57 |
| | 12.0% | 10.0% | 15.0% | 10.0% | 10.0% |
| | | | ACD | | |
| A few times a month | 177 | 39 | 62 | 47 | 29 |
| | 7.0% | 6.0% | 9.0% | 8.0% | 5.0% |
| | | | AD | | |
| A few times a year or less often | 94 | 27 | 24 | 22 | 21 |
| | 4.0% | 4.0% | 4.0% | 4.0% | 4.0% |
| | | | | | |
| Never | 697 | 228 | 129 | 183 | 157 |
| | 28.0% | 34.0% | 20.0% | 30.0% | 28.0% |
| | | BD | | B | B |
| Sigma | 2512 | 680 | 660 | 616 | 556 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 886 | 231 | 216 | 223 | 216 |
| | 35.0% | 34.0% | 33.0% | 36.0% | 39.0% |
| | | | | | B |
| At least once a week | 1544 | 386 | 445 | 364 | 349 |
| | 61.0% | 57.0% | 67.0% | 59.0% | 63.0% |
| | | | AC | | A |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 257

Q24_2. [Twitter] How often do you get news and information about COVID-19 from the following sources?

| | | Country | | | |
|----------------------------------|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 1342 | 292 | 439 | 316 | 295 |
| Base: All Answering (wtd) | 1342 | 292 | 439 | 316 | 295 |
| Several times a day | 145 11.0% | 28 10.0% | 47 11.0% | 37 12.0% | 33 11.0% |
| At least once a day | 230 17.0% | 47 16.0% | 60 14.0% | 62 20.0% | 61 21.0% |
| 2-3 times a week | 237 18.0% | 45 15.0% | 86 20.0% | 52 16.0% | 54 18.0% |
| At least once a week | 183 14.0% | 39 13.0% | 56 13.0% | 37 12.0% | 51 17.0% |
| A few times a month | 144 11.0% | 25 9.0% | 55 13.0% | 32 10.0% | 32 11.0% |
| A few times a year or less often | 73 5.0% | 14 5.0% | 38 9.0% | 14 4.0% | 7 2.0% |
| Never | 330 25.0% | 94 32.0% | 97 22.0% | 82 26.0% | 57 19.0% |
| Sigma | 1342 100.0% | 292 100.0% | 439 100.0% | 316 100.0% | 295 100.0% |
| Summary | | | | | |
| At least once a day | 375 28.0% | 75 26.0% | 107 24.0% | 99 31.0% | 94 32.0% |
| At least once a week | 795 59.0% | 159 54.0% | 249 57.0% | 188 59.0% | 199 67.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 258

Q24_3. [Instagram] How often do you get news and information about COVID-19 from the following sources?

| | | Country | | | |
|----------------------------------|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 1851 | 422 | 581 | 427 | 421 |
| Base: All Answering (wtd) | 1851 | 422 | 581 | 427 | 421 |
| Several times a day | 215 12.0% | 33 8.0% | 63 11.0% | 58 14.0% | 61 14.0% |
| At least once a day | 272 15.0% | 65 15.0% | 84 14.0% | 61 14.0% | 62 15.0% |
| 2-3 times a week | 254 14.0% | 56 13.0% | 79 14.0% | 56 13.0% | 63 15.0% |
| At least once a week | 237 13.0% | 33 8.0% | 89 15.0% | 46 11.0% | 69 16.0% |
| A few times a month | 145 8.0% | 23 5.0% | 61 10.0% | 31 7.0% | 30 7.0% |
| A few times a year or less often | 89 5.0% | 18 4.0% | 35 6.0% | 23 5.0% | 13 3.0% |
| Never | 639 35.0% | 194 46.0% | 170 29.0% | 152 36.0% | 123 29.0% |
| Sigma | 1851 100.0% | 422 100.0% | 581 100.0% | 427 100.0% | 421 100.0% |
| Summary | | | | | |
| At least once a day | 487 26.0% | 98 23.0% | 147 25.0% | 119 28.0% | 123 29.0% |
| At least once a week | 978 53.0% | 187 44.0% | 315 54.0% | 221 52.0% | 255 61.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 259

Q24_4. [LinkedIn] How often do you get news and information about COVID-19 from the following sources?

| | | Country | | | |
|----------------------------------|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 1275 | 363 | 363 | 311 | 238 |
| Base: All Answering (wtd) | 1275 | 363 | 363 | 311 | 238 |
| Several times a day | 88 7.0% | 23 6.0% | 33 9.0% | 15 5.0% | 17 7.0% |
| At least once a day | 149 12.0% | 39 11.0% | 39 11.0% | 35 11.0% | 36 15.0% |
| 2-3 times a week | 174 14.0% | 51 14.0% | 42 12.0% | 41 13.0% | 40 17.0% |
| At least once a week | 163 13.0% | 24 7.0% | 46 13.0% | 50 16.0% | 43 18.0% |
| A few times a month | 135 11.0% | 33 9.0% | 41 11.0% | 31 10.0% | 30 13.0% |
| A few times a year or less often | 76 6.0% | 16 4.0% | 34 9.0% | 16 5.0% | 10 4.0% |
| Never | 490 38.0% | 177 49.0% | 128 35.0% | 123 40.0% | 62 26.0% |
| Sigma | 1275 100.0% | 363 100.0% | 363 100.0% | 311 100.0% | 238 100.0% |
| Summary | | | | | |
| At least once a day | 237 19.0% | 62 17.0% | 72 20.0% | 50 16.0% | 53 22.0% |
| At least once a week | 574 45.0% | 137 38.0% | 160 44.0% | 141 45.0% | 136 57.0% |
| | | | | A | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 260

Q24_5. [Snapchat] How often do you get news and information about COVID-19 from the following sources?

| | | Country | | | |
|----------------------------------|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 1185 | 263 | 348 | 350 | 224 |
| Base: All Answering (wtd) | 1185 | 263 | 348 | 350 | 224 |
| Several times a day | 144 12.0% | 22 8.0% | 42 12.0% | 44 13.0% | 36 16.0% |
| | | | | | A |
| At least once a day | 176 15.0% | 37 14.0% | 48 14.0% | 57 16.0% | 34 15.0% |
| | | | | | |
| 2-3 times a week | 196 17.0% | 34 13.0% | 56 16.0% | 58 17.0% | 48 21.0% |
| | | | | | A |
| At least once a week | 163 14.0% | 32 12.0% | 55 16.0% | 41 12.0% | 35 16.0% |
| | | | | | |
| A few times a month | 86 7.0% | 17 6.0% | 28 8.0% | 23 7.0% | 18 8.0% |
| | | | | | |
| A few times a year or less often | 52 4.0% | 9 3.0% | 22 6.0% | 12 3.0% | 9 4.0% |
| | | | | | |
| Never | 368 31.0% | 112 43.0% | 97 28.0% | 115 33.0% | 44 20.0% |
| | | BCD | D | D | |
| Sigma | 1185 100.0% | 263 100.0% | 348 100.0% | 350 100.0% | 224 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 320 27.0% | 59 22.0% | 90 26.0% | 101 29.0% | 70 31.0% |
| | | | | | A |
| At least once a week | 679 57.0% | 125 48.0% | 201 58.0% | 200 57.0% | 153 68.0% |
| | | | A | A | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 261

Q24_6. [WhatsApp] How often do you get news and information about COVID-19 from the following sources?

| | | Country | | | |
|----------------------------------|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 2288 | 408 | 686 | 511 | 683 |
| Base: All Answering (wtd) | 2288 | 408 | 686 | 511 | 683 |
| Several times a day | 262 11.0% | 40 10.0% | 69 10.0% | 52 10.0% | 101 15.0% |
| | | | | | ABC |
| At least once a day | 296 13.0% | 50 12.0% | 90 13.0% | 56 11.0% | 100 15.0% |
| 2-3 times a week | 263 11.0% | 39 10.0% | 88 13.0% | 51 10.0% | 85 12.0% |
| At least once a week | 232 10.0% | 30 7.0% | 71 10.0% | 60 12.0% | 71 10.0% |
| | | | | A | |
| A few times a month | 171 7.0% | 21 5.0% | 66 10.0% | 35 7.0% | 49 7.0% |
| | | | A | | |
| A few times a year or less often | 109 5.0% | 23 6.0% | 46 7.0% | 18 4.0% | 22 3.0% |
| | | | CD | | |
| Never | 955 42.0% | 205 50.0% | 256 37.0% | 239 47.0% | 255 37.0% |
| | | BD | | BD | |
| Sigma | 2288 100.0% | 408 100.0% | 686 100.0% | 511 100.0% | 683 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 558 24.0% | 90 22.0% | 159 23.0% | 108 21.0% | 201 29.0% |
| | | | | | ABC |
| At least once a week | 1053 46.0% | 159 39.0% | 318 46.0% | 219 43.0% | 357 52.0% |
| | | | A | | ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 262

Q24_7. [Reddit] How often do you get news and information about COVID-19 from the following sources?

| | | Country | | | |
|----------------------------------|---------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 926 | 244 | 320 | 173 | 189 |
| Base: All Answering (wtd) | 926 | 244 | 320 | 173 | 189 |
| Several times a day | 82 9.0% | 18 7.0% | 30 9.0% | 15 9.0% | 19 10.0% |
| At least once a day | 144 16.0% | 30 12.0% | 50 16.0% | 29 17.0% | 35 19.0% |
| 2-3 times a week | 148 16.0% | 38 16.0% | 51 16.0% | 23 13.0% | 36 19.0% |
| At least once a week | 134 14.0% | 31 13.0% | 42 13.0% | 28 16.0% | 33 17.0% |
| A few times a month | 98 11.0% | 23 9.0% | 38 12.0% | 20 12.0% | 17 9.0% |
| A few times a year or less often | 64 7.0% | 20 8.0% | 26 8.0% | 10 6.0% | 8 4.0% |
| Never | 256 28.0% | 84 34.0% | 83 26.0% | 48 28.0% | 41 22.0% |
| Sigma | 926 100.0% | 244 100.0% | 320 100.0% | 173 100.0% | 189 100.0% |
| Summary | | | | | |
| At least once a day | 226 24.0% | 48 20.0% | 80 25.0% | 44 25.0% | 54 29.0% |
| At least once a week | 508 55.0% | 117 48.0% | 173 54.0% | 95 55.0% | 123 65.0% |
| | | | | | A ABC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 263

Q24_8. [YouTube] How often do you get news and information about COVID-19 from the following sources?

| | TOTAL | Country | | | |
|----------------------------------|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 2831 | 702 | 747 | 681 | 701 |
| Base: All Answering (wtd) | 2831 | 702 | 747 | 681 | 701 |
| Several times a day | 278 10.0% | 57 8.0% | 81 11.0% | 68 10.0% | 72 10.0% |
| At least once a day | 352 12.0% | 76 11.0% | 78 10.0% | 91 13.0% | 107 15.0% |
| 2-3 times a week | 301 11.0% | 56 8.0% | 82 11.0% | 76 11.0% | 87 12.0% |
| At least once a week | 295 10.0% | 55 8.0% | 93 12.0% | 56 8.0% | 91 13.0% |
| A few times a month | 253 9.0% | 54 8.0% | 87 12.0% | 55 8.0% | 57 8.0% |
| A few times a year or less often | 140 5.0% | 40 6.0% | 47 6.0% | 24 4.0% | 29 4.0% |
| Never | 1212 43.0% | 364 52.0% | 279 37.0% | 311 46.0% | 258 37.0% |
| Sigma | 2831 100.0% | 702 100.0% | 747 100.0% | 681 100.0% | 701 100.0% |
| Summary | | | | | |
| At least once a day | 630 22.0% | 133 19.0% | 159 21.0% | 159 23.0% | 179 26.0% |
| At least once a week | 1226 43.0% | 244 35.0% | 334 45.0% | 291 43.0% | 357 51.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 264

Q24_9. [TikTok] How often do you get news and information about COVID-19 from the following sources?

| | | Country | | | |
|----------------------------------|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 1029 | 210 | 320 | 238 | 261 |
| Base: All Answering (wtd) | 1029 | 210 | 320 | 238 | 261 |
| Several times a day | 164 16.0% | 25 12.0% | 52 16.0% | 42 18.0% | 45 17.0% |
| At least once a day | 157 15.0% | 31 15.0% | 50 16.0% | 36 15.0% | 40 15.0% |
| 2-3 times a week | 164 16.0% | 33 16.0% | 51 16.0% | 42 18.0% | 38 15.0% |
| At least once a week | 140 14.0% | 24 11.0% | 43 13.0% | 30 13.0% | 43 16.0% |
| A few times a month | 96 9.0% | 18 9.0% | 29 9.0% | 22 9.0% | 27 10.0% |
| A few times a year or less often | 54 5.0% | 18 9.0% | 17 5.0% | 7 3.0% | 12 5.0% |
| Never | 254 25.0% | 61 29.0% | 78 24.0% | 59 25.0% | 56 21.0% |
| Sigma | 1029 100.0% | 210 100.0% | 320 100.0% | 238 100.0% | 261 100.0% |
| Summary | | | | | |
| At least once a day | 321 31.0% | 56 27.0% | 102 32.0% | 78 33.0% | 85 33.0% |
| At least once a week | 625 61.0% | 113 54.0% | 196 61.0% | 150 63.0% | 166 64.0% |
| | | | | A | A |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 265

Q24_10. [Signal] How often do you get news and information about COVID-19 from the following sources?

| | TOTAL | Country | | | |
|----------------------------------|---------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 808 | 148 | 264 | 180 | 216 |
| Base: All Answering (wtd) | 808 | 148 | 264 | 180 | 216 |
| Several times a day | 63 8.0% | 10 7.0% | 20 8.0% | 12 7.0% | 21 10.0% |
| At least once a day | 127 16.0% | 30 20.0% | 38 14.0% | 24 13.0% | 35 16.0% |
| 2-3 times a week | 150 19.0% | 33 22.0% | 51 19.0% | 33 18.0% | 33 15.0% |
| At least once a week | 115 14.0% | 18 12.0% | 38 14.0% | 28 16.0% | 31 14.0% |
| A few times a month | 74 9.0% | 18 12.0% | 21 8.0% | 20 11.0% | 15 7.0% |
| A few times a year or less often | 49 6.0% | 6 4.0% | 20 8.0% | 8 4.0% | 15 7.0% |
| Never | 230 28.0% | 33 22.0% | 76 29.0% | 55 31.0% | 66 31.0% |
| Sigma | 808 100.0% | 148 100.0% | 264 100.0% | 180 100.0% | 216 100.0% |
| Summary | | | | | |
| At least once a day | 190 24.0% | 40 27.0% | 58 22.0% | 36 20.0% | 56 26.0% |
| At least once a week | 455 56.0% | 91 61.0% | 147 56.0% | 97 54.0% | 120 56.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 266

Q24_11. [Telegram] How often do you get news and information about COVID-19 from the following sources?

| | | Country | | | |
|----------------------------------|---------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 827 | 140 | 261 | 168 | 258 |
| Base: All Answering (wtd) | 827 | 140 | 261 | 168 | 258 |
| Several times a day | 83 10.0% | 16 11.0% | 24 9.0% | 9 5.0% | 34 13.0% |
| | | | | | C |
| At least once a day | 161 19.0% | 34 24.0% | 46 18.0% | 18 11.0% | 63 24.0% |
| | | C | | | C |
| 2-3 times a week | 143 17.0% | 29 21.0% | 42 16.0% | 36 21.0% | 36 14.0% |
| | | | | D | |
| At least once a week | 120 15.0% | 17 12.0% | 35 13.0% | 33 20.0% | 35 14.0% |
| | | | | | |
| A few times a month | 75 9.0% | 10 7.0% | 21 8.0% | 24 14.0% | 20 8.0% |
| | | | | ABD | |
| A few times a year or less often | 38 5.0% | 5 4.0% | 15 6.0% | 8 5.0% | 10 4.0% |
| | | | | | |
| Never | 207 25.0% | 29 21.0% | 78 30.0% | 40 24.0% | 60 23.0% |
| | | | A | | |
| Sigma | 827 100.0% | 140 100.0% | 261 100.0% | 168 100.0% | 258 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 244 30.0% | 50 36.0% | 70 27.0% | 27 16.0% | 97 38.0% |
| | | C | C | | BC |
| At least once a week | 507 61.0% | 96 69.0% | 147 56.0% | 96 57.0% | 168 65.0% |
| | | BC | | | B |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 267

Q24_12. [Online Search (such as Google)] How often do you get news and information about COVID-19 from the following sources?

| | TOTAL | Country | | | |
|----------------------------------|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 3002 | 764 | 766 | 711 | 761 |
| Base: All Answering (wtd) | 3002 | 764 | 766 | 711 | 761 |
| Several times a day | 474 16.0% | 88 12.0% | 133 17.0% | 142 20.0% | 111 15.0% |
| | | | A | AD | |
| At least once a day | 682 23.0% | 135 18.0% | 182 24.0% | 172 24.0% | 193 25.0% |
| | | | A | A | A |
| 2-3 times a week | 526 18.0% | 136 18.0% | 158 21.0% | 110 15.0% | 122 16.0% |
| | | | CD | | |
| At least once a week | 386 13.0% | 113 15.0% | 93 12.0% | 78 11.0% | 102 13.0% |
| | | C | | | |
| A few times a month | 260 9.0% | 83 11.0% | 69 9.0% | 54 8.0% | 54 7.0% |
| | | CD | | | |
| A few times a year or less often | 103 3.0% | 45 6.0% | 27 4.0% | 15 2.0% | 16 2.0% |
| | | BCD | | | |
| Never | 571 19.0% | 164 21.0% | 104 14.0% | 140 20.0% | 163 21.0% |
| | | B | | B | B |
| Sigma | 3002 100.0% | 764 100.0% | 766 100.0% | 711 100.0% | 761 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 1156 39.0% | 223 29.0% | 315 41.0% | 314 44.0% | 304 40.0% |
| | | | A | A | A |
| At least once a week | 2068 69.0% | 472 62.0% | 566 74.0% | 502 71.0% | 528 69.0% |
| | | | A | A | A |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 268

Q24_13. [Streaming services for movies, TV series, or videos (i.e. Netflix)] How often do you get news and information about COVID-19 from the following sources?

| | TOTAL | Country | | | |
|----------------------------------|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 2300 | 590 | 643 | 535 | 532 |
| Base: All Answering (wtd) | 2300 | 590 | 643 | 535 | 532 |
| Several times a day | 229 10.0% | 45 8.0% | 69 11.0% | 66 12.0% | 49 9.0% |
| At least once a day | 289 13.0% | 67 11.0% | 76 12.0% | 75 14.0% | 71 13.0% |
| 2-3 times a week | 268 12.0% | 50 8.0% | 77 12.0% | 74 14.0% | 67 13.0% |
| At least once a week | 172 7.0% | 31 5.0% | 53 8.0% | 39 7.0% | 49 9.0% |
| A few times a month | 138 6.0% | 27 5.0% | 51 8.0% | 28 5.0% | 32 6.0% |
| A few times a year or less often | 110 5.0% | 26 4.0% | 31 5.0% | 22 4.0% | 31 6.0% |
| Never | 1094 48.0% | 344 58.0% | 286 44.0% | 231 43.0% | 233 44.0% |
| Sigma | 2300 100.0% | 590 100.0% | 643 100.0% | 535 100.0% | 532 100.0% |
| Summary | | | | | |
| At least once a day | 518 23.0% | 112 19.0% | 145 23.0% | 141 26.0% | 120 23.0% |
| At least once a week | 958 42.0% | 193 33.0% | 275 43.0% | 254 47.0% | 236 44.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 269

Q24_14. [Streaming music services (i.e. Spotify)] How often do you get news and information about COVID-19 from the following sources?

| | TOTAL | Country | | | |
|----------------------------------|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 1984 | 486 | 585 | 475 | 438 |
| Base: All Answering (wtd) | 1984 | 486 | 585 | 475 | 438 |
| Several times a day | 174 9.0% | 32 7.0% | 56 10.0% | 38 8.0% | 48 11.0% |
| | | | | | A |
| At least once a day | 239 12.0% | 50 10.0% | 71 12.0% | 63 13.0% | 55 13.0% |
| 2-3 times a week | 229 12.0% | 46 9.0% | 64 11.0% | 66 14.0% | 53 12.0% |
| | | | | A | |
| At least once a week | 177 9.0% | 32 7.0% | 53 9.0% | 36 8.0% | 56 13.0% |
| | | | | | AC |
| A few times a month | 88 4.0% | 14 3.0% | 33 6.0% | 16 3.0% | 25 6.0% |
| | | | A | | A |
| A few times a year or less often | 88 4.0% | 26 5.0% | 32 5.0% | 17 4.0% | 13 3.0% |
| | | | | | |
| Never | 989 50.0% | 286 59.0% | 276 47.0% | 239 50.0% | 188 43.0% |
| | | BCD | | D | |
| Sigma | 1984 100.0% | 486 100.0% | 585 100.0% | 475 100.0% | 438 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 413 21.0% | 82 17.0% | 127 22.0% | 101 21.0% | 103 24.0% |
| | | | A | | A |
| At least once a week | 819 41.0% | 160 33.0% | 244 42.0% | 203 43.0% | 212 48.0% |
| | | | A | A | AB |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 270

Q24_15. [Government websites] How often do you get news and information about COVID-19 from the following sources?

| | | Country | | | |
|----------------------------------|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 3063 | 778 | 774 | 733 | 778 |
| Base: All Answering (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Several times a day | 311 10.0% | 59 8.0% | 120 16.0% | 71 10.0% | 61 8.0% |
| | | | ACD | | |
| At least once a day | 575 19.0% | 120 15.0% | 198 26.0% | 130 18.0% | 127 16.0% |
| | | | ACD | | |
| 2-3 times a week | 490 16.0% | 136 17.0% | 160 21.0% | 93 13.0% | 101 13.0% |
| | | CD | CD | | |
| At least once a week | 420 14.0% | 120 15.0% | 106 14.0% | 94 13.0% | 100 13.0% |
| | | | | | |
| A few times a month | 372 12.0% | 137 18.0% | 67 9.0% | 87 12.0% | 81 10.0% |
| | | BCD | | B | |
| A few times a year or less often | 213 7.0% | 78 10.0% | 35 5.0% | 56 8.0% | 44 6.0% |
| | | BD | | B | |
| Never | 682 22.0% | 128 16.0% | 88 11.0% | 202 28.0% | 264 34.0% |
| | | B | | AB | ABC |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 886 29.0% | 179 23.0% | 318 41.0% | 201 27.0% | 188 24.0% |
| | | | ACD | A | |
| At least once a week | 1796 59.0% | 435 56.0% | 584 75.0% | 388 53.0% | 389 50.0% |
| | | D | ACD | | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 271

Q24_16. [Broadcast TV news] How often do you get news and information about COVID-19 from the following sources?

| | TOTAL | Country | | | |
|----------------------------------|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 3201 | 800 | 800 | 800 | 801 |
| Base: All Answering (wtd) | 3201 | 800 | 800 | 800 | 801 |
| Several times a day | 872 | 147 | 281 | 206 | 238 |
| | 27.0% | 18.0% | 35.0% | 26.0% | 30.0% |
| | | | ACD | A | A |
| At least once a day | 1124 | 286 | 240 | 288 | 310 |
| | 35.0% | 36.0% | 30.0% | 36.0% | 39.0% |
| | | B | | B | B |
| 2-3 times a week | 410 | 119 | 109 | 102 | 80 |
| | 13.0% | 15.0% | 14.0% | 13.0% | 10.0% |
| | | D | D | | |
| At least once a week | 252 | 75 | 60 | 58 | 59 |
| | 8.0% | 9.0% | 8.0% | 7.0% | 7.0% |
| | | | | | |
| A few times a month | 152 | 37 | 48 | 35 | 32 |
| | 5.0% | 5.0% | 6.0% | 4.0% | 4.0% |
| | | | | | |
| A few times a year or less often | 64 | 18 | 17 | 16 | 13 |
| | 2.0% | 2.0% | 2.0% | 2.0% | 2.0% |
| | | | | | |
| Never | 327 | 118 | 45 | 95 | 69 |
| | 10.0% | 15.0% | 6.0% | 12.0% | 9.0% |
| | | BD | | BD | B |
| Sigma | 3201 | 800 | 800 | 800 | 801 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 1996 | 433 | 521 | 494 | 548 |
| | 62.0% | 54.0% | 65.0% | 62.0% | 68.0% |
| | | | A | A | AC |
| At least once a week | 2658 | 627 | 690 | 654 | 687 |
| | 83.0% | 78.0% | 86.0% | 82.0% | 86.0% |
| | | | AC | | AC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 272

Q24_17. [Print newspapers] How often do you get news and information about COVID-19 from the following sources?

| | TOTAL | Country | | | |
|----------------------------------|----------------|---------------|---------------|---------------|---------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 3201 | 800 | 800 | 800 | 801 |
| Base: All Answering (wtd) | 3201 | 800 | 800 | 800 | 801 |
| Several times a day | 279 9.0% | 46 6.0% | 101 13.0% | 61 8.0% | 71 9.0% |
| | | | ACD | | A |
| At least once a day | 704 22.0% | 129 16.0% | 191 24.0% | 147 18.0% | 237 30.0% |
| | | | AC | | ABC |
| 2-3 times a week | 474 15.0% | 92 12.0% | 160 20.0% | 102 13.0% | 120 15.0% |
| | | | ACD | | A |
| At least once a week | 428 13.0% | 96 12.0% | 101 13.0% | 116 14.0% | 115 14.0% |
| | | | | | |
| A few times a month | 265 8.0% | 64 8.0% | 77 10.0% | 84 10.0% | 40 5.0% |
| | | D | D | D | |
| A few times a year or less often | 226 7.0% | 85 11.0% | 52 6.0% | 49 6.0% | 40 5.0% |
| | | BCD | | | |
| Never | 825 26.0% | 288 36.0% | 118 15.0% | 241 30.0% | 178 22.0% |
| | | BCD | | BD | B |
| Sigma | 3201 100.0% | 800 100.0% | 800 100.0% | 800 100.0% | 801 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 983 31.0% | 175 22.0% | 292 36.0% | 208 26.0% | 308 38.0% |
| | | | AC | | AC |
| At least once a week | 1885 59.0% | 363 45.0% | 553 69.0% | 426 53.0% | 543 68.0% |
| | | | AC | A | AC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 273

Q24_18. [News radio] How often do you get news and information about COVID-19 from the following sources?

| | | Country | | | |
|----------------------------------|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 3201 | 800 | 800 | 800 | 801 |
| Base: All Answering (wtd) | 3201 | 800 | 800 | 800 | 801 |
| Several times a day | 637 20.0% | 113 14.0% | 187 23.0% | 130 16.0% | 207 26.0% |
| | | | AC | | AC |
| At least once a day | 839 26.0% | 201 25.0% | 195 24.0% | 225 28.0% | 218 27.0% |
| 2-3 times a week | 470 15.0% | 119 15.0% | 122 15.0% | 116 14.0% | 113 14.0% |
| At least once a week | 302 9.0% | 72 9.0% | 96 12.0% | 70 9.0% | 64 8.0% |
| | | | CD | | |
| A few times a month | 199 6.0% | 53 7.0% | 51 6.0% | 60 8.0% | 35 4.0% |
| | | D | | D | |
| A few times a year or less often | 122 4.0% | 37 5.0% | 43 5.0% | 17 2.0% | 25 3.0% |
| | | C | CD | | |
| Never | 632 20.0% | 205 26.0% | 106 13.0% | 182 23.0% | 139 17.0% |
| | | BD | | BD | B |
| Sigma | 3201 100.0% | 800 100.0% | 800 100.0% | 800 100.0% | 801 100.0% |
| Summary | | | | | |
| At least once a day | 1476 46.0% | 314 39.0% | 382 48.0% | 355 44.0% | 425 53.0% |
| | | | A | A | ABC |
| At least once a week | 2248 70.0% | 505 63.0% | 600 75.0% | 541 68.0% | 602 75.0% |
| | | | AC | | AC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 274

Q24_19. [Traditional news websites or apps] How often do you get news and information about COVID-19 from the following sources?

| | | Country | | | |
|----------------------------------|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 3063 | 778 | 774 | 733 | 778 |
| Base: All Answering (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Several times a day | 575 19.0% | 94 12.0% | 251 32.0% | 82 11.0% | 148 19.0% |
| | | | ACD | | AC |
| At least once a day | 857 28.0% | 217 28.0% | 239 31.0% | 174 24.0% | 227 29.0% |
| | | | C | | C |
| 2-3 times a week | 514 17.0% | 130 17.0% | 133 17.0% | 111 15.0% | 140 18.0% |
| At least once a week | 299 10.0% | 84 11.0% | 70 9.0% | 73 10.0% | 72 9.0% |
| A few times a month | 195 6.0% | 57 7.0% | 34 4.0% | 61 8.0% | 43 6.0% |
| | | B | | BD | |
| A few times a year or less often | 99 3.0% | 37 5.0% | 11 1.0% | 31 4.0% | 20 3.0% |
| | | BD | | B | |
| Never | 524 17.0% | 159 20.0% | 36 5.0% | 201 27.0% | 128 16.0% |
| | | BD | | ABD | B |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| Summary | | | | | |
| At least once a day | 1432 47.0% | 311 40.0% | 490 63.0% | 256 35.0% | 375 48.0% |
| | | C | ACD | | AC |
| At least once a week | 2245 73.0% | 525 67.0% | 693 90.0% | 440 60.0% | 587 75.0% |
| | | C | ACD | | AC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 275

Q24_20. [Online only news providers] How often do you get news and information about COVID-19 from the following sources?

| | TOTAL | Country | | | |
|----------------------------------|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 3063 | 778 | 774 | 733 | 778 |
| Base: All Answering (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Several times a day | 441 | 74 | 170 | 80 | 117 |
| | 14.0% | 10.0% | 22.0% | 11.0% | 15.0% |
| | | | ACD | | AC |
| At least once a day | 766 | 187 | 219 | 136 | 224 |
| | 25.0% | 24.0% | 28.0% | 19.0% | 29.0% |
| | | C | C | | AC |
| 2-3 times a week | 472 | 108 | 146 | 103 | 115 |
| | 15.0% | 14.0% | 19.0% | 14.0% | 15.0% |
| | | | ACD | | |
| At least once a week | 320 | 73 | 92 | 68 | 87 |
| | 10.0% | 9.0% | 12.0% | 9.0% | 11.0% |
| | | | | | |
| A few times a month | 226 | 64 | 58 | 56 | 48 |
| | 7.0% | 8.0% | 7.0% | 8.0% | 6.0% |
| | | | | | |
| A few times a year or less often | 106 | 46 | 16 | 24 | 20 |
| | 3.0% | 6.0% | 2.0% | 3.0% | 3.0% |
| | | BCD | | | |
| Never | 732 | 226 | 73 | 266 | 167 |
| | 24.0% | 29.0% | 9.0% | 36.0% | 21.0% |
| | | BD | | ABD | B |
| Sigma | 3063 | 778 | 774 | 733 | 778 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 1207 | 261 | 389 | 216 | 341 |
| | 39.0% | 34.0% | 50.0% | 29.0% | 44.0% |
| | | | ACD | | AC |
| At least once a week | 1999 | 442 | 627 | 387 | 543 |
| | 65.0% | 57.0% | 81.0% | 53.0% | 70.0% |
| | | | ACD | | AC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 276

Q24_21. [Google News] How often do you get news and information about COVID-19 from the following sources?

| | TOTAL | Country | | | |
|----------------------------------|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 3063 | 778 | 774 | 733 | 778 |
| Base: All Answering (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Several times a day | 342 | 67 | 96 | 95 | 84 |
| | 11.0% | 9.0% | 12.0% | 13.0% | 11.0% |
| | | | A | A | |
| At least once a day | 646 | 133 | 147 | 171 | 195 |
| | 21.0% | 17.0% | 19.0% | 23.0% | 25.0% |
| | | | | AB | AB |
| 2-3 times a week | 417 | 86 | 121 | 101 | 109 |
| | 14.0% | 11.0% | 16.0% | 14.0% | 14.0% |
| | | | A | | |
| At least once a week | 304 | 59 | 84 | 76 | 85 |
| | 10.0% | 8.0% | 11.0% | 10.0% | 11.0% |
| | | | A | | A |
| A few times a month | 204 | 55 | 54 | 54 | 41 |
| | 7.0% | 7.0% | 7.0% | 7.0% | 5.0% |
| | | | | | |
| A few times a year or less often | 105 | 41 | 29 | 15 | 20 |
| | 3.0% | 5.0% | 4.0% | 2.0% | 3.0% |
| | | CD | | | |
| Never | 1045 | 337 | 243 | 221 | 244 |
| | 34.0% | 43.0% | 31.0% | 30.0% | 31.0% |
| | | BCD | | | |
| Sigma | 3063 | 778 | 774 | 733 | 778 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 988 | 200 | 243 | 266 | 279 |
| | 32.0% | 26.0% | 31.0% | 36.0% | 36.0% |
| | | | A | AB | A |
| At least once a week | 1709 | 345 | 448 | 443 | 473 |
| | 56.0% | 44.0% | 58.0% | 60.0% | 61.0% |
| | | | A | A | A |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 277

Q24_22. [Apple News] How often do you get news and information about COVID-19 from the following sources?

| | | Country | | | |
|----------------------------------|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 3063 | 778 | 774 | 733 | 778 |
| Base: All Answering (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Several times a day | 132 4.0% | 34 4.0% | 37 5.0% | 22 3.0% | 39 5.0% |
| | | | | | C |
| At least once a day | 249 8.0% | 59 8.0% | 62 8.0% | 69 9.0% | 59 8.0% |
| 2-3 times a week | 227 7.0% | 45 6.0% | 66 9.0% | 58 8.0% | 58 7.0% |
| | | | A | | |
| At least once a week | 204 7.0% | 48 6.0% | 46 6.0% | 53 7.0% | 57 7.0% |
| A few times a month | 129 4.0% | 29 4.0% | 46 6.0% | 29 4.0% | 25 3.0% |
| | | | AD | | |
| A few times a year or less often | 99 3.0% | 19 2.0% | 32 4.0% | 22 3.0% | 26 3.0% |
| Never | 2023 66.0% | 544 70.0% | 485 63.0% | 480 65.0% | 514 66.0% |
| | | B | | | |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| Summary | | | | | |
| At least once a day | 381 12.0% | 93 12.0% | 99 13.0% | 91 12.0% | 98 13.0% |
| At least once a week | 812 27.0% | 186 24.0% | 211 27.0% | 202 28.0% | 213 27.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 278

Q24_23. [Podcasts] How often do you get news and information about COVID-19 from the following sources?

| | | Country | | | |
|----------------------------------|----------------|---------------|---------------|---------------|---------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Answering | 3063 | 778 | 774 | 733 | 778 |
| Base: All Answering (wtd) | 3063 | 778 | 774 | 733 | 778 |
| Several times a day | 110 4.0% | 21 3.0% | 39 5.0% | 19 3.0% | 31 4.0% |
| | | | AC | | |
| At least once a day | 226 7.0% | 47 6.0% | 55 7.0% | 55 8.0% | 69 9.0% |
| | | | | | A |
| 2-3 times a week | 270 9.0% | 56 7.0% | 75 10.0% | 76 10.0% | 63 8.0% |
| | | | | A | |
| At least once a week | 259 8.0% | 43 6.0% | 81 10.0% | 49 7.0% | 86 11.0% |
| | | | AC | | AC |
| A few times a month | 172 6.0% | 33 4.0% | 69 9.0% | 25 3.0% | 45 6.0% |
| | | | ACD | | C |
| A few times a year or less often | 171 6.0% | 42 5.0% | 50 6.0% | 38 5.0% | 41 5.0% |
| | | | | | |
| Never | 1855 61.0% | 536 69.0% | 405 52.0% | 471 64.0% | 443 57.0% |
| | | BD | | BD | |
| Sigma | 3063 100.0% | 778 100.0% | 774 100.0% | 733 100.0% | 778 100.0% |
| | | | | | |
| Summary | | | | | |
| At least once a day | 336 11.0% | 68 9.0% | 94 12.0% | 74 10.0% | 100 13.0% |
| | | | A | | A |
| At least once a week | 865 28.0% | 167 21.0% | 250 32.0% | 199 27.0% | 249 32.0% |
| | | | AC | A | AC |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 279

Q25. How often do you check accuracy and reliability of information regarding COVID-19 and the pandemic by accessing multiple sources of information (for example, other websites)?

| | TOTAL | Country | | | |
|------------------------------------|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Respondents | 3201 | 800 | 800 | 800 | 801 |
| Base: All Respondents (wtd) | 3201 | 800 | 800 | 800 | 801 |
| Often | 725 | 163 | 219 | 164 | 179 |
| | 23.0% | 20.0% | 27.0% | 20.0% | 22.0% |
| | | | ACD | | |
| Sometimes | 1407 | 340 | 350 | 343 | 374 |
| | 44.0% | 42.0% | 44.0% | 43.0% | 47.0% |
| | | | | | |
| Rarely | 685 | 195 | 155 | 181 | 154 |
| | 21.0% | 24.0% | 19.0% | 23.0% | 19.0% |
| | | BD | | | |
| Never | 384 | 102 | 76 | 112 | 94 |
| | 12.0% | 13.0% | 10.0% | 14.0% | 12.0% |
| | | B | | B | |
| Sigma | 3201 | 800 | 800 | 800 | 801 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 280

Q26. In what language(s) do you consume online content?

| | TOTAL | Country | | | |
|------------------------------------|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Respondents | 3201 | 800 | 800 | 800 | 801 |
| Base: All Respondents (wtd) | 3201 | 800 | 800 | 800 | 801 |
| English | 1699 | 775 | 498 | 176 | 250 |
| | 53.0% | 97.0% | 62.0% | 22.0% | 31.0% |
| | | BCD | CD | | C |
| German | 853 | 5 | 54 | 15 | 779 |
| | 27.0% | 1.0% | 7.0% | 2.0% | 97.0% |
| | | | AC | A | ABC |
| French | 835 | 10 | 21 | 778 | 26 |
| | 26.0% | 1.0% | 3.0% | 97.0% | 3.0% |
| | | | A | ABD | A |
| Finnish | 741 | 1 | 734 | 3 | 3 |
| | 23.0% | * | 92.0% | * | * |
| | | | ACD | | |
| Swedish | 114 | - | 108 | 2 | 4 |
| | 4.0% | - | 14.0% | * | * |
| | | | ACD | | A |
| Spanish | 61 | 7 | 20 | 20 | 14 |
| | 2.0% | 1.0% | 2.0% | 2.0% | 2.0% |
| | | | A | A | |
| Arabic | 57 | 8 | 20 | 13 | 16 |
| | 2.0% | 1.0% | 2.0% | 2.0% | 2.0% |
| | | | A | | |
| Other | 57 | 16 | 22 | 6 | 13 |
| | 2.0% | 2.0% | 3.0% | 1.0% | 2.0% |
| | | C | C | | |
| Russian | 53 | 3 | 24 | 4 | 22 |
| | 2.0% | * | 3.0% | * | 3.0% |
| | | | AC | | AC |
| Cantonese | 38 | 9 | 16 | 7 | 6 |
| | 1.0% | 1.0% | 2.0% | 1.0% | 1.0% |
| | | | D | | |
| Italian | 37 | 1 | 8 | 16 | 12 |
| | 1.0% | * | 1.0% | 2.0% | 1.0% |
| | | | A | A | A |

| | | | | | |
|------------------------|------|------|------|------|------|
| Dutch | 35 | 3 | 13 | 9 | 10 |
| | 1.0% | * | 2.0% | 1.0% | 1.0% |
| | | | A | | |
| Estonian | 34 | 3 | 27 | 1 | 3 |
| | 1.0% | * | 3.0% | * | * |
| | | | ACD | | |
| Turkish | 23 | 3 | 5 | 1 | 14 |
| | 1.0% | * | 1.0% | * | 2.0% |
| | | | | | ABC |
| Farsi | 21 | 3 | 12 | 4 | 2 |
| | 1.0% | * | 2.0% | * | * |
| | | | ACD | | |
| Hindi | 20 | 14 | 2 | 3 | 1 |
| | 1.0% | 2.0% | * | * | * |
| | | BCD | | | |
| Polish | 19 | 1 | 6 | 2 | 10 |
| | 1.0% | * | 1.0% | * | 1.0% |
| | | | | | AC |
| Mandarin | 19 | 13 | 5 | 1 | - |
| | 1.0% | 2.0% | 1.0% | * | - |
| | | CD | D | | |
| Portuguese | 18 | 1 | 3 | 10 | 4 |
| | 1.0% | * | * | 1.0% | * |
| | | | | A | |
| Greek | 15 | 6 | 5 | 1 | 3 |
| | * | 1.0% | 1.0% | * | * |
| | | | | | |
| Korean | 15 | 2 | 9 | 2 | 2 |
| | * | * | 1.0% | * | * |
| | | | ACD | | |
| Tamil | 10 | 3 | 3 | 3 | 1 |
| | * | * | * | * | * |
| | | | | | |
| An Indigenous language | 10 | 1 | 4 | - | 5 |
| | * | * | * | - | 1.0% |
| | | | C | | C |
| Urdu | 10 | 5 | 2 | 2 | 1 |
| | * | 1.0% | * | * | * |
| | | | | | |
| Somali | 10 | - | 8 | 2 | - |
| | * | - | 1.0% | * | - |
| | | | AD | | |
| Kurdish | 9 | 1 | 4 | 1 | 3 |
| | * | * | * | * | * |
| | | | | | |
| | 9 | 5 | 3 | 1 | - |

| | | | | | |
|--------------------|--------|--------|--------|--------|--------|
| Punjabi | * | 1.0% | * | * | - |
| | | D | | | |
| Tagalog (Filipino) | 8 | - | 6 | 2 | - |
| | * | - | 1.0% | * | - |
| | | | AD | | |
| Persian | 4 | 1 | 2 | - | 1 |
| | * | * | * | - | * |
| | | | | | |
| Sigma | 4834 | 900 | 1644 | 1085 | 1205 |
| | 151.0% | 112.0% | 206.0% | 136.0% | 150.0% |
| | | | | | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 281

QAUS02INC. Which of the following categories best describes your total household annual income?

| | TOTAL | Country | | | |
|--|------------|------------|---------|--------|---------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Australia Respondents | 800 | 800 | - | - | - |
| Base: Australia Respondents (wtd) | 800 | 800 | - | - | - |
| Less than \$5,000 | 19 | 19 | - | - | - |
| | 2.0% | 2.0% | - | - | - |
| \$5,000-\$9,999 | 9 | 9 | - | - | - |
| | 1.0% | 1.0% | - | - | - |
| \$10,000-\$14,999 | 9 | 9 | - | - | - |
| | 1.0% | 1.0% | - | - | - |
| \$15,000-\$19,999 | 10 | 10 | - | - | - |
| | 1.0% | 1.0% | - | - | - |
| \$20,000-\$24,999 | 25 | 25 | - | - | - |
| | 3.0% | 3.0% | - | - | - |
| \$25,000-\$29,999 | 33 | 33 | - | - | - |
| | 4.0% | 4.0% | - | - | - |
| \$30,000-\$34,999 | 26 | 26 | - | - | - |
| | 3.0% | 3.0% | - | - | - |
| \$35,000-\$39,999 | 41 | 41 | - | - | - |
| | 5.0% | 5.0% | - | - | - |
| \$40,000-\$44,999 | 29 | 29 | - | - | - |
| | 4.0% | 4.0% | - | - | - |
| \$45,000-\$49,999 | 24 | 24 | - | - | - |
| | 3.0% | 3.0% | - | - | - |
| \$50,000-\$54,999 | 35 | 35 | - | - | - |
| | 4.0% | 4.0% | - | - | - |

| | | | | | |
|----------------------|-------|-------|---|---|---|
| | | | | | |
| \$55,000-\$59,999 | 31 | 31 | - | - | - |
| | 4.0% | 4.0% | - | - | - |
| \$60,000-\$64,999 | 33 | 33 | - | - | - |
| | 4.0% | 4.0% | - | - | - |
| \$65,000-\$69,999 | 30 | 30 | - | - | - |
| | 4.0% | 4.0% | - | - | - |
| \$70,000-\$74,999 | 21 | 21 | - | - | - |
| | 3.0% | 3.0% | - | - | - |
| \$75,000-\$79,999 | 26 | 26 | - | - | - |
| | 3.0% | 3.0% | - | - | - |
| \$80,000-\$84,999 | 18 | 18 | - | - | - |
| | 2.0% | 2.0% | - | - | - |
| \$85,000-\$89,999 | 18 | 18 | - | - | - |
| | 2.0% | 2.0% | - | - | - |
| \$90,000-\$94,999 | 16 | 16 | - | - | - |
| | 2.0% | 2.0% | - | - | - |
| \$95,000-\$99,999 | 31 | 31 | - | - | - |
| | 4.0% | 4.0% | - | - | - |
| \$100,000-\$124,999 | 78 | 78 | - | - | - |
| | 10.0% | 10.0% | - | - | - |
| \$125,000-\$149,999 | 75 | 75 | - | - | - |
| | 9.0% | 9.0% | - | - | - |
| \$150,000-\$199,999 | 37 | 37 | - | - | - |
| | 5.0% | 5.0% | - | - | - |
| \$200,000-\$249,999 | 26 | 26 | - | - | - |
| | 3.0% | 3.0% | - | - | - |
| \$250,000 or more | 18 | 18 | - | - | - |
| | 2.0% | 2.0% | - | - | - |
| Don't know/No Answer | 82 | 82 | - | - | - |
| | 10.0% | 10.0% | - | - | - |

| | | | | | |
|-------|--------|--------|---|---|---|
| Sigma | 800 | 800 | - | - | - |
| | 100.0% | 100.0% | - | - | - |
| | | | | | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 282

QFININC. What is your gross annual household income?

| | TOTAL | Country | | | |
|--|------------|-----------|------------|--------|---------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Finland Respondents | 800 | - | 800 | - | - |
| Base: Finland Respondents (wtd) | 800 | - | 800 | - | - |
| Less than 4 999 | 32 | - | 32 | - | - |
| | 4.0% | - | 4.0% | - | - |
| 5 000 - 9 999 Euros | 50 | - | 50 | - | - |
| | 6.0% | - | 6.0% | - | - |
| 10 000 - 14 999 Euros | 69 | - | 69 | - | - |
| | 9.0% | - | 9.0% | - | - |
| 15 000 - 19 999 Euros | 63 | - | 63 | - | - |
| | 8.0% | - | 8.0% | - | - |
| 20 000 - 24 999 Euros | 62 | - | 62 | - | - |
| | 8.0% | - | 8.0% | - | - |
| 25 000 - 29 999 Euros | 62 | - | 62 | - | - |
| | 8.0% | - | 8.0% | - | - |
| 30 000 - 39 999 Euros | 84 | - | 84 | - | - |
| | 10.0% | - | 10.0% | - | - |
| 40 000 - 49 999 Euros | 74 | - | 74 | - | - |
| | 9.0% | - | 9.0% | - | - |
| 50 000 - 59 999 Euros | 56 | - | 56 | - | - |
| | 7.0% | - | 7.0% | - | - |
| 60 000 - 79 999 Euros | 85 | - | 85 | - | - |
| | 11.0% | - | 11.0% | - | - |
| 80 000 - 99 999 Euros | 40 | - | 40 | - | - |
| | 5.0% | - | 5.0% | - | - |

| | | | | | |
|-----------------------|--------|---|--------|---|---|
| 100 000 Euros or more | 40 | - | 40 | - | - |
| | 5.0% | - | 5.0% | - | - |
| Prefer not to answer | 83 | - | 83 | - | - |
| | 10.0% | - | 10.0% | - | - |
| Sigma | 800 | - | 800 | - | - |
| | 100.0% | - | 100.0% | - | - |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 283

QGER02INC. What is the TOTAL NET HOUSEHOLD monthly income earned by all members of your household?

| | TOTAL | Country | | | |
|--|------------|-----------|---------|--------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Germany Respondents | 801 | - | - | - | 801 |
| Base: Germany Respondents (wtd) | 801 | - | - | - | 801 |
| €0 - €500 | 26 | - | - | - | 26 |
| | 3.0% | - | - | - | 3.0% |
| €501-€750 | 18 | - | - | - | 18 |
| | 2.0% | - | - | - | 2.0% |
| €751-€1000 | 33 | - | - | - | 33 |
| | 4.0% | - | - | - | 4.0% |
| €1001-€1250 | 32 | - | - | - | 32 |
| | 4.0% | - | - | - | 4.0% |
| €1251-€1500 | 47 | - | - | - | 47 |
| | 6.0% | - | - | - | 6.0% |
| €1501-€1750 | 33 | - | - | - | 33 |
| | 4.0% | - | - | - | 4.0% |
| €1751-€2000 | 47 | - | - | - | 47 |
| | 6.0% | - | - | - | 6.0% |
| €2001-€2500 | 101 | - | - | - | 101 |
| | 13.0% | - | - | - | 13.0% |
| €2501-€3000 | 113 | - | - | - | 113 |
| | 14.0% | - | - | - | 14.0% |
| €3001-€4000 | 147 | - | - | - | 147 |
| | 18.0% | - | - | - | 18.0% |
| €4001-€5000 | 74 | - | - | - | 74 |
| | 9.0% | - | - | - | 9.0% |

| | | | | | |
|----------------------|--------|---|---|---|--------|
| €5001-€10,000 | 39 | - | - | - | 39 |
| | 5.0% | - | - | - | 5.0% |
| €10,001 or more | 14 | - | - | - | 14 |
| | 2.0% | - | - | - | 2.0% |
| Prefer not to answer | 77 | - | - | - | 77 |
| | 10.0% | - | - | - | 10.0% |
| Sigma | 801 | - | - | - | 801 |
| | 100.0% | - | - | - | 100.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 284

QFR01INC. Into which category does your TOTAL NET HOUSEHOLD annual income from all sources fall (i.e. income after tax deduction)?

| | TOTAL | Country | | | |
|---------------------------------------|------------|-----------|---------|------------|---------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: France Respondents | 800 | - | - | 800 | - |
| Base: France Respondents (wtd) | 800 | - | - | 800 | - |
| 0 € - 6000 € | 51 | - | - | 51 | - |
| | 6.0% | - | - | 6.0% | - |
| 6001 € - 9000 € | 27 | - | - | 27 | - |
| | 3.0% | - | - | 3.0% | - |
| 9001 € - 12000 € | 31 | - | - | 31 | - |
| | 4.0% | - | - | 4.0% | - |
| 12001 € - 15000 € | 38 | - | - | 38 | - |
| | 5.0% | - | - | 5.0% | - |
| 15001 € - 18000 € | 37 | - | - | 37 | - |
| | 5.0% | - | - | 5.0% | - |
| 18001 € - 21000 € | 62 | - | - | 62 | - |
| | 8.0% | - | - | 8.0% | - |
| 21001 € - 24000 € | 70 | - | - | 70 | - |
| | 9.0% | - | - | 9.0% | - |
| 24001 € - 30000 € | 94 | - | - | 94 | - |
| | 12.0% | - | - | 12.0% | - |
| 30001 € - 36000 € | 92 | - | - | 92 | - |
| | 12.0% | - | - | 12.0% | - |
| 36001 € - 48000 € | 90 | - | - | 90 | - |
| | 11.0% | - | - | 11.0% | - |
| 48001 € - 60000 € | 79 | - | - | 79 | - |
| | 10.0% | - | - | 10.0% | - |

| | | | | | |
|----------------------|--------|---|---|--------|---|
| 60001 € - 120000 € | 48 | - | - | 48 | - |
| | 6.0% | - | - | 6.0% | - |
| | | | | | |
| 120001 € and over | 5 | - | - | 5 | - |
| | 1.0% | - | - | 1.0% | - |
| | | | | | |
| Prefer not to answer | 76 | - | - | 76 | - |
| | 10.0% | - | - | 10.0% | - |
| | | | | | |
| Sigma | 800 | - | - | 800 | - |
| | 100.0% | - | - | 100.0% | - |
| | | | | | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 285

QRESP_age. RespondentAge

| | | Country | | | |
|------------------------------------|-------------|------------|------------|------------|------------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Respondents | 3201 | 800 | 800 | 800 | 801 |
| Base: All Respondents (wtd) | 3201 | 800 | 800 | 800 | 801 |
| 18 | 48 1.0% | 14 2.0% | 15 2.0% | 11 1.0% | 8 1.0% |
| 19 | 41 1.0% | 8 1.0% | 9 1.0% | 14 2.0% | 10 1.0% |
| 20 | 91 3.0% | 17 2.0% | 35 4.0% | 17 2.0% | 22 3.0% |
| 21 | 50 2.0% | 6 1.0% | 19 2.0% | 11 1.0% | 14 2.0% |
| 22 | 40 1.0% | 11 1.0% | 14 2.0% | 9 1.0% | 6 1.0% |
| 23 | 41 1.0% | 10 1.0% | 11 1.0% | 10 1.0% | 10 1.0% |
| 24 | 33 1.0% | 13 2.0% | 8 1.0% | 3 * | 9 1.0% |
| 25 | 63 2.0% | 14 2.0% | 24 3.0% | 12 2.0% | 13 2.0% |
| 26 | 53 2.0% | 14 2.0% | 19 2.0% | 4 * | 16 2.0% |
| 27 | 53 2.0% | 20 2.0% | 12 2.0% | 12 2.0% | 9 1.0% |
| 28 | 38 1.0% | 10 1.0% | 12 2.0% | 9 1.0% | 7 1.0% |

| | | | | | |
|----|------|------|------|------|------|
| 29 | 47 | 7 | 9 | 18 | 13 |
| | 1.0% | 1.0% | 1.0% | 2.0% | 2.0% |
| | | | | A | |
| 30 | 77 | 19 | 26 | 16 | 16 |
| | 2.0% | 2.0% | 3.0% | 2.0% | 2.0% |
| | | | | | |
| 31 | 58 | 18 | 11 | 17 | 12 |
| | 2.0% | 2.0% | 1.0% | 2.0% | 1.0% |
| | | | | | |
| 32 | 58 | 18 | 12 | 13 | 15 |
| | 2.0% | 2.0% | 2.0% | 2.0% | 2.0% |
| | | | | | |
| 33 | 53 | 15 | 7 | 13 | 18 |
| | 2.0% | 2.0% | 1.0% | 2.0% | 2.0% |
| | | | | B | |
| 34 | 49 | 15 | 8 | 14 | 12 |
| | 2.0% | 2.0% | 1.0% | 2.0% | 1.0% |
| | | | | | |
| 35 | 53 | 14 | 13 | 14 | 12 |
| | 2.0% | 2.0% | 2.0% | 2.0% | 1.0% |
| | | | | | |
| 36 | 52 | 8 | 14 | 15 | 15 |
| | 2.0% | 1.0% | 2.0% | 2.0% | 2.0% |
| | | | | | |
| 37 | 51 | 23 | 10 | 9 | 9 |
| | 2.0% | 3.0% | 1.0% | 1.0% | 1.0% |
| | | BCD | | | |
| 38 | 45 | 12 | 15 | 10 | 8 |
| | 1.0% | 2.0% | 2.0% | 1.0% | 1.0% |
| | | | | | |
| 39 | 62 | 18 | 16 | 13 | 15 |
| | 2.0% | 2.0% | 2.0% | 2.0% | 2.0% |
| | | | | | |
| 40 | 59 | 15 | 18 | 12 | 14 |
| | 2.0% | 2.0% | 2.0% | 2.0% | 2.0% |
| | | | | | |
| 41 | 53 | 9 | 11 | 19 | 14 |
| | 2.0% | 1.0% | 1.0% | 2.0% | 2.0% |
| | | | | | |
| 42 | 56 | 22 | 14 | 9 | 11 |
| | 2.0% | 3.0% | 2.0% | 1.0% | 1.0% |
| | | C | | | |
| 43 | 43 | 14 | 6 | 6 | 17 |
| | 1.0% | 2.0% | 1.0% | 1.0% | 2.0% |
| | | | | BC | |
| | 48 | 7 | 17 | 10 | 14 |

| | | | | | |
|----|------|------|------|------|------|
| 44 | 1.0% | 1.0% | 2.0% | 1.0% | 2.0% |
| | | | A | | |
| 45 | 72 | 15 | 21 | 22 | 14 |
| | 2.0% | 2.0% | 3.0% | 3.0% | 2.0% |
| 46 | 66 | 12 | 15 | 23 | 16 |
| | 2.0% | 2.0% | 2.0% | 3.0% | 2.0% |
| 47 | 59 | 11 | 17 | 20 | 11 |
| | 2.0% | 1.0% | 2.0% | 2.0% | 1.0% |
| 48 | 51 | 13 | 10 | 16 | 12 |
| | 2.0% | 2.0% | 1.0% | 2.0% | 1.0% |
| 49 | 61 | 17 | 19 | 16 | 9 |
| | 2.0% | 2.0% | 2.0% | 2.0% | 1.0% |
| 50 | 60 | 14 | 16 | 17 | 13 |
| | 2.0% | 2.0% | 2.0% | 2.0% | 2.0% |
| 51 | 44 | 15 | 10 | 6 | 13 |
| | 1.0% | 2.0% | 1.0% | 1.0% | 2.0% |
| | | C | | | |
| 52 | 48 | 12 | 9 | 12 | 15 |
| | 1.0% | 2.0% | 1.0% | 2.0% | 2.0% |
| 53 | 48 | 14 | 11 | 14 | 9 |
| | 1.0% | 2.0% | 1.0% | 2.0% | 1.0% |
| 54 | 55 | 15 | 11 | 8 | 21 |
| | 2.0% | 2.0% | 1.0% | 1.0% | 3.0% |
| | | | | | C |
| 55 | 75 | 9 | 22 | 23 | 21 |
| | 2.0% | 1.0% | 3.0% | 3.0% | 3.0% |
| | | | A | A | A |
| 56 | 80 | 8 | 36 | 25 | 11 |
| | 2.0% | 1.0% | 4.0% | 3.0% | 1.0% |
| 57 | | | AD | AD | |
| | 67 | 8 | 16 | 19 | 24 |
| | 2.0% | 1.0% | 2.0% | 2.0% | 3.0% |
| 58 | | | | A | A |
| | 53 | 3 | 13 | 15 | 22 |
| | 2.0% | * | 2.0% | 2.0% | 3.0% |
| 59 | | | A | A | A |
| | 76 | 6 | 20 | 22 | 28 |
| | 2.0% | 1.0% | 2.0% | 3.0% | 3.0% |

| | | | | | |
|----|------|------|------|------|------|
| 60 | | | A | A | A |
| | 55 | 11 | 13 | 13 | 18 |
| | 2.0% | 1.0% | 2.0% | 2.0% | 2.0% |
| 61 | | | | | |
| | 62 | 8 | 8 | 28 | 18 |
| | 2.0% | 1.0% | 1.0% | 4.0% | 2.0% |
| 62 | | | | AB | AB |
| | 73 | 16 | 25 | 12 | 20 |
| | 2.0% | 2.0% | 3.0% | 2.0% | 2.0% |
| 63 | | | C | | |
| | 65 | 13 | 10 | 18 | 24 |
| | 2.0% | 2.0% | 1.0% | 2.0% | 3.0% |
| 64 | | | | | B |
| | 68 | 16 | 21 | 16 | 15 |
| | 2.0% | 2.0% | 3.0% | 2.0% | 2.0% |
| 65 | | | | | |
| | 62 | 11 | 12 | 23 | 16 |
| | 2.0% | 1.0% | 2.0% | 3.0% | 2.0% |
| 66 | | | | A | |
| | 68 | 23 | 18 | 13 | 14 |
| | 2.0% | 3.0% | 2.0% | 2.0% | 2.0% |
| 67 | | | | | |
| | 47 | 13 | 14 | 7 | 13 |
| | 1.0% | 2.0% | 2.0% | 1.0% | 2.0% |
| 68 | | | | | |
| | 47 | 14 | 7 | 16 | 10 |
| | 1.0% | 2.0% | 1.0% | 2.0% | 1.0% |
| 69 | | | | | |
| | 43 | 13 | 13 | 8 | 9 |
| | 1.0% | 2.0% | 2.0% | 1.0% | 1.0% |
| 70 | | | | | |
| | 38 | 8 | 5 | 15 | 10 |
| | 1.0% | 1.0% | 1.0% | 2.0% | 1.0% |
| 71 | | | | B | |
| | 32 | 8 | 4 | 16 | 4 |
| | 1.0% | 1.0% | * | 2.0% | * |
| 72 | | | | BD | |
| | 28 | 11 | 5 | 3 | 9 |
| | 1.0% | 1.0% | 1.0% | * | 1.0% |
| 73 | | | C | | |
| | 29 | 22 | 2 | 2 | 3 |
| | 1.0% | 3.0% | * | * | * |
| 74 | | | BCD | | |
| | 27 | 13 | 4 | 6 | 4 |
| | 1.0% | 2.0% | * | 1.0% | * |
| | | | BD | | |

| | | | | | |
|----|------|------|---|------|------|
| 75 | 28 | 13 | 1 | 9 | 5 |
| | 1.0% | 2.0% | * | 1.0% | 1.0% |
| | | B | | B | |
| 76 | 28 | 12 | 2 | 6 | 8 |
| | 1.0% | 2.0% | * | 1.0% | 1.0% |
| | | B | | | |
| 77 | 23 | 7 | - | 7 | 9 |
| | 1.0% | 1.0% | - | 1.0% | 1.0% |
| | | B | | B | B |
| 78 | 10 | 5 | 1 | 1 | 3 |
| | * | 1.0% | * | * | * |
| | | | | | |
| 79 | 13 | 5 | 2 | 1 | 5 |
| | * | 1.0% | * | * | 1.0% |
| | | | | | |
| 80 | 4 | 3 | - | - | 1 |
| | * | * | - | - | * |
| | | | | | |
| 81 | 6 | 1 | - | 1 | 4 |
| | * | * | - | * | * |
| | | | | | B |
| 82 | 3 | 3 | - | - | - |
| | * | * | - | - | - |
| | | | | | |
| 83 | 3 | 2 | - | - | 1 |
| | * | * | - | - | * |
| | | | | | |
| 84 | 1 | 1 | - | - | - |
| | * | * | - | - | - |
| | | | | | |
| 85 | 2 | 1 | - | 1 | - |
| | * | * | - | * | - |
| | | | | | |
| 88 | 1 | 1 | - | - | - |
| | * | * | - | - | - |
| | | | | | |
| 90 | 1 | 1 | - | - | - |
| | * | * | - | - | - |
| | | | | | |
| 94 | 1 | 1 | - | - | - |
| | * | * | - | - | - |
| | | | | | |
| 98 | 1 | 1 | - | - | - |
| | * | * | - | - | - |
| | | | | | |
| | 2 | - | 2 | - | - |

| | | | | | |
|----------------|--------|--------|--------|--------|--------|
| 99 | * | - | * | - | - |
| | | | | | |
| Sigma | 3201 | 800 | 800 | 800 | 801 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | | | | |
| Summary | | | | | |
| 18-34 | 893 | 229 | 251 | 203 | 210 |
| | 28.0% | 29.0% | 31.0% | 25.0% | 26.0% |
| | | | CD | | |
| 35-54 | 1086 | 280 | 273 | 271 | 262 |
| | 34.0% | 35.0% | 34.0% | 34.0% | 33.0% |
| | | | | | |
| 55+ | 1222 | 291 | 276 | 326 | 329 |
| | 38.0% | 36.0% | 34.0% | 41.0% | 41.0% |
| | | | | B | B |
| Mean (Excl. 0) | 47 | 48 | 44.6 | 47.7 | 47.8 |
| | | B | | B | B |
| Std. Dev. | 16.7 | 17.9 | 16.1 | 16 | 16.3 |
| | | | | | |
| Std. Err. | 0.3 | 0.6 | 0.6 | 0.6 | 0.6 |
| | | | | | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 286

QGENDER_NONBINARY. Which of the following describes how you think of yourself?

| | TOTAL | Country | | | |
|------------------------------------|-------------|------------|------------|------------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: All Respondents | 3201 | 800 | 800 | 800 | 801 |
| Base: All Respondents (wtd) | 3201 | 800 | 800 | 800 | 801 |
| Male | 1490 | 374 | 365 | 371 | 380 |
| | 47.0% | 47.0% | 46.0% | 46.0% | 47.0% |
| Female | 1591 | 408 | 377 | 409 | 397 |
| | 50.0% | 51.0% | 47.0% | 51.0% | 50.0% |
| In another way | 71 | 13 | 34 | 11 | 13 |
| | 2.0% | 2.0% | 4.0% | 1.0% | 2.0% |
| Prefer not to answer | 49 | 5 | 24 | 9 | 11 |
| | 2.0% | 1.0% | 3.0% | 1.0% | 1.0% |
| Sigma | 3201 | 800 | 800 | 800 | 801 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 287

QAUS01EDU. What is your highest level of education attained?

| | TOTAL | Country | | | |
|--|------------|------------|---------|--------|---------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Australia Respondents | 800 | 800 | - | - | - |
| Base: Australia Respondents (wtd) | 800 | 800 | - | - | - |
| Post graduate | 126 | 126 | - | - | - |
| | 16.0% | 16.0% | - | - | - |
| Bachelor / Honours degree | 205 | 205 | - | - | - |
| | 26.0% | 26.0% | - | - | - |
| Currently studying at University | 28 | 28 | - | - | - |
| | 4.0% | 4.0% | - | - | - |
| Undergraduate diploma | 57 | 57 | - | - | - |
| | 7.0% | 7.0% | - | - | - |
| Currently studying at TAFE | 13 | 13 | - | - | - |
| | 2.0% | 2.0% | - | - | - |
| TAFE/College certificate | 188 | 188 | - | - | - |
| | 24.0% | 24.0% | - | - | - |
| Some TAFE but no certificate | 14 | 14 | - | - | - |
| | 2.0% | 2.0% | - | - | - |
| Now studying or completed HSC / Year 12 / 6th Form | 76 | 76 | - | - | - |
| | 10.0% | 10.0% | - | - | - |
| Now studying or completed Year 10 / 4th Form | 26 | 26 | - | - | - |
| | 3.0% | 3.0% | - | - | - |
| Some high school | 63 | 63 | - | - | - |
| | 8.0% | 8.0% | - | - | - |
| | 3 | 3 | - | - | - |

| | | | | | |
|--------------------------|--------|--------|---|---|---|
| Completed primary school | * | * | - | - | - |
| | | | | | |
| Some primary school | 1 | 1 | - | - | - |
| | * | * | - | - | - |
| | | | | | |
| Sigma | 800 | 800 | - | - | - |
| | 100.0% | 100.0% | - | - | - |
| | | | | | |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 288

QFINEDU. What is your highest level of education attained?

| | TOTAL | Country | | | |
|--|------------|-----------|------------|--------|---------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Finland Respondents | 800 | - | 800 | - | - |
| Base: Finland Respondents (wtd) | 800 | - | 800 | - | - |
| Basic education or less | 92 | - | 92 | - | - |
| | 12.0% | - | 12.0% | - | - |
| Upper secondary /Post-secondary non tertiary education | 365 | - | 365 | - | - |
| | 46.0% | - | 46.0% | - | - |
| Tertiary level | 147 | - | 147 | - | - |
| | 18.0% | - | 18.0% | - | - |
| Second stage of tertiary Education | 150 | - | 150 | - | - |
| | 19.0% | - | 19.0% | - | - |
| Licentiate's degree | 13 | - | 13 | - | - |
| | 2.0% | - | 2.0% | - | - |
| Doctor's degree | 33 | - | 33 | - | - |
| | 4.0% | - | 4.0% | - | - |
| Sigma | 800 | - | 800 | - | - |
| | 100.0% | - | 100.0% | - | - |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 289

QGER01EDU. What is the highest level of education you have achieved?

| | TOTAL | Country | | | |
|--|------------|-----------|---------|--------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Germany Respondents | 801 | - | - | - | 801 |
| Base: Germany Respondents (wtd) | 801 | - | - | - | 801 |
| Primary education | 6 | - | - | - | 6 |
| | 1.0% | - | - | - | 1.0% |
| Lower secondary education, no direct access to general upper secondary | 33 | - | - | - | 33 |
| | 4.0% | - | - | - | 4.0% |
| Lower secondary education, with direct access to general upper secondary | 109 | - | - | - | 109 |
| | 14.0% | - | - | - | 14.0% |
| Vocational upper secondary education, without certificate to access higher education | 229 | - | - | - | 229 |
| | 29.0% | - | - | - | 29.0% |
| Vocational upper secondary education, with certificate to access higher education | 62 | - | - | - | 62 |
| | 8.0% | - | - | - | 8.0% |
| General upper secondary education | 113 | - | - | - | 113 |
| | 14.0% | - | - | - | 14.0% |
| Practical/technical/occupational higher education | 56 | - | - | - | 56 |
| | 7.0% | - | - | - | 7.0% |
| Theoretically based/research higher education | 193 | - | - | - | 193 |
| | 24.0% | - | - | - | 24.0% |
| Sigma | 801 | - | - | - | 801 |
| | 100.0% | - | - | - | 100.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 290

QFR02EDU. Select your highest level of education attained.

| | TOTAL | Country | | | |
|---|------------|-----------|---------|------------|---------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: France Respondents | 800 | - | - | 800 | - |
| Base: France Respondents (wtd) | 800 | - | - | 800 | - |
| Primary education | 9 | - | - | 9 | - |
| | 1.0% | - | - | 1.0% | - |
| Lower secondary education | 41 | - | - | 41 | - |
| | 5.0% | - | - | 5.0% | - |
| Vocational upper secondary education | 141 | - | - | 141 | - |
| | 18.0% | - | - | 18.0% | - |
| Upper secondary education | 204 | - | - | 204 | - |
| | 26.0% | - | - | 26.0% | - |
| Higher education (2 years) | 171 | - | - | 171 | - |
| | 21.0% | - | - | 21.0% | - |
| Higher education (3,4 years / Bachelor, Master 1) | 114 | - | - | 114 | - |
| | 14.0% | - | - | 14.0% | - |
| Higher education (5 years / Master 2, Doctorate) | 115 | - | - | 115 | - |
| | 14.0% | - | - | 14.0% | - |
| Theoretically based/research higher education | 5 | - | - | 5 | - |
| | 1.0% | - | - | 1.0% | - |
| Sigma | 800 | - | - | 800 | - |
| | 100.0% | - | - | 100.0% | - |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 291

QAUSSTDREGION. Region

| | | Country | | | |
|--|------------|------------|---------|--------|---------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Australia Respondents | 800 | 800 | - | - | - |
| Base: Australia Respondents (wtd) | 800 | 800 | - | - | - |
| New South Wales | 265 | 265 | - | - | - |
| | 33.0% | 33.0% | - | - | - |
| Victoria | 200 | 200 | - | - | - |
| | 25.0% | 25.0% | - | - | - |
| Queensland | 174 | 174 | - | - | - |
| | 22.0% | 22.0% | - | - | - |
| South Australia | 74 | 74 | - | - | - |
| | 9.0% | 9.0% | - | - | - |
| West Australia | 46 | 46 | - | - | - |
| | 6.0% | 6.0% | - | - | - |
| Tasmania | 20 | 20 | - | - | - |
| | 2.0% | 2.0% | - | - | - |
| Northern Territory | 6 | 6 | - | - | - |
| | 1.0% | 1.0% | - | - | - |
| Australian Capital Territory | 15 | 15 | - | - | - |
| | 2.0% | 2.0% | - | - | - |
| Sigma | 800 | 800 | - | - | - |
| | 100.0% | 100.0% | - | - | - |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 292

QFIREGION1. Region

| | | Country | | | |
|--|------------|-----------|------------|--------|---------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Finland Respondents | 800 | - | 800 | - | - |
| Base: Finland Respondents (wtd) | 800 | - | 800 | - | - |
| Pohjois- ja Itä-Suomi | 174 | - | 174 | - | - |
| | 22.0% | - | 22.0% | - | - |
| Länsi-Suomi | 168 | - | 168 | - | - |
| | 21.0% | - | 21.0% | - | - |
| Helsinki-Uusimaa | 271 | - | 271 | - | - |
| | 34.0% | - | 34.0% | - | - |
| Etelä-Suomi | 168 | - | 168 | - | - |
| | 21.0% | - | 21.0% | - | - |
| Ahvenanmaa | 19 | - | 19 | - | - |
| | 2.0% | - | 2.0% | - | - |
| Sigma | 800 | - | 800 | - | - |
| | 100.0% | - | 100.0% | - | - |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 293

QFRSTDREGION. Region

| | | Country | | | |
|---------------------------------------|------------|-----------|---------|------------|---------|
| | TOTAL | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: France Respondents | 800 | - | - | 800 | - |
| Base: France Respondents (wtd) | 800 | - | - | 800 | - |
| Nielsen I (Ile de France) | 165 | - | - | 165 | - |
| | 21.0% | - | - | 21.0% | - |
| Nielsen II - North & North East | 143 | - | - | 143 | - |
| | 18.0% | - | - | 18.0% | - |
| Nielsen III - North West & West | 143 | - | - | 143 | - |
| | 18.0% | - | - | 18.0% | - |
| Nielsen IV - Centre & East | 148 | - | - | 148 | - |
| | 18.0% | - | - | 18.0% | - |
| Nielsen V - South | 201 | - | - | 201 | - |
| | 25.0% | - | - | 25.0% | - |
| Sigma | 800 | - | - | 800 | - |
| | 100.0% | - | - | 100.0% | - |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2021 Diversity of Online Content (International)

Table: 294

QGERSTDREGION. Region

| | TOTAL | Country | | | |
|--|------------|-----------|---------|--------|------------|
| | | Australia | Finland | France | Germany |
| | | A | B | C | D |
| Base: Germany Respondents | 795 | - | - | - | 795 |
| Base: Germany Respondents (wtd) | 795 | - | - | - | 795 |
| Nielsen I | 131 | - | - | - | 131 |
| | 16.0% | - | - | - | 16.0% |
| Nielsen II | 173 | - | - | - | 173 |
| | 22.0% | - | - | - | 22.0% |
| Nielsen IIIa | 112 | - | - | - | 112 |
| | 14.0% | - | - | - | 14.0% |
| Nielsen IIIb | 83 | - | - | - | 83 |
| | 10.0% | - | - | - | 10.0% |
| Nielsen IV | 88 | - | - | - | 88 |
| | 11.0% | - | - | - | 11.0% |
| NielsenV(a+b) | 66 | - | - | - | 66 |
| | 8.0% | - | - | - | 8.0% |
| Nielsen VI | 60 | - | - | - | 60 |
| | 8.0% | - | - | - | 8.0% |
| Nielsen VII | 82 | - | - | - | 82 |
| | 10.0% | - | - | - | 10.0% |
| Sigma | 795 | - | - | - | 795 |
| | 100.0% | - | - | - | 100.0% |

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)