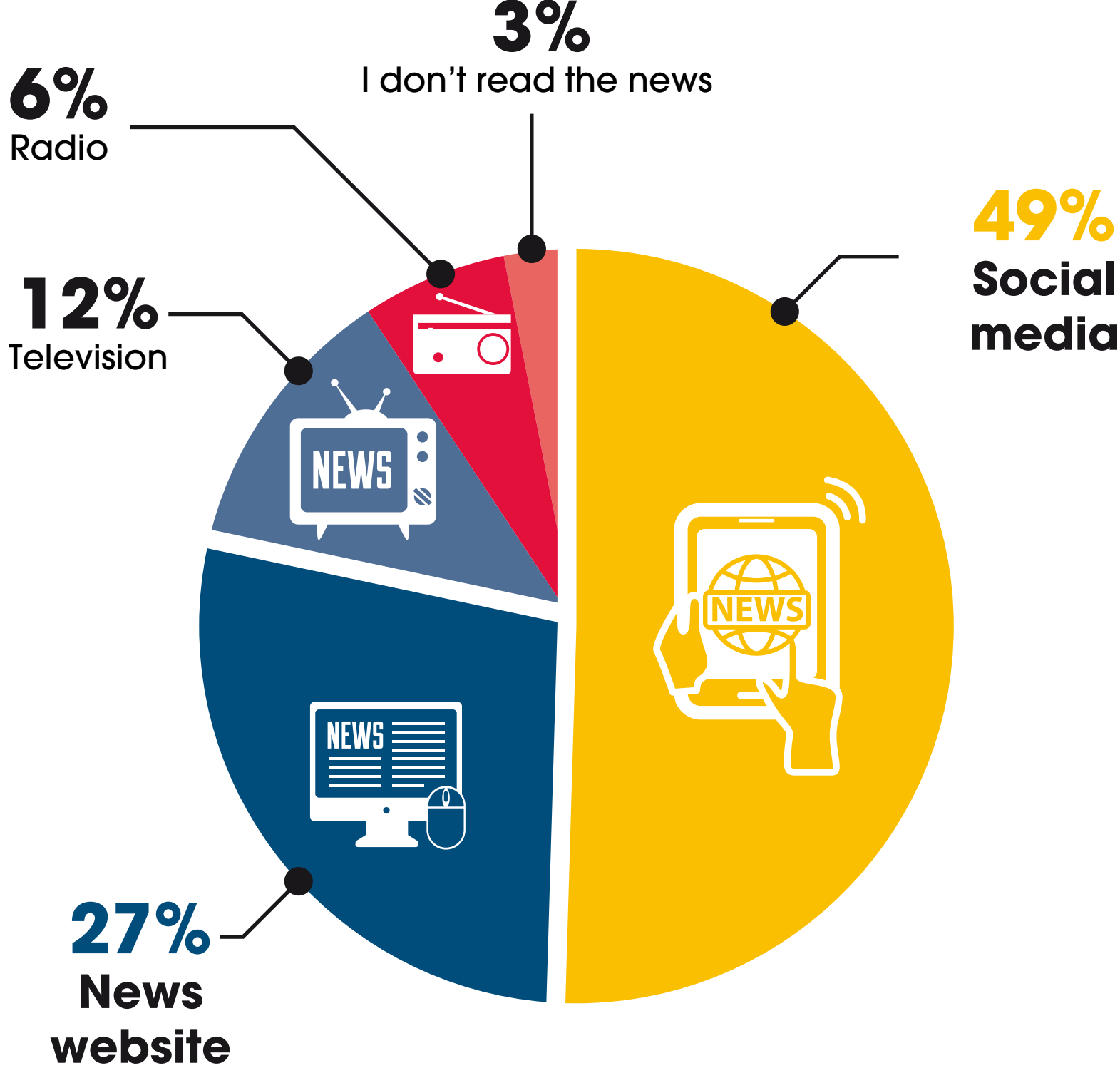


YOUNG PEOPLE & NEWS MEDIA

NEWS MEDIA FOR UNDER 25s

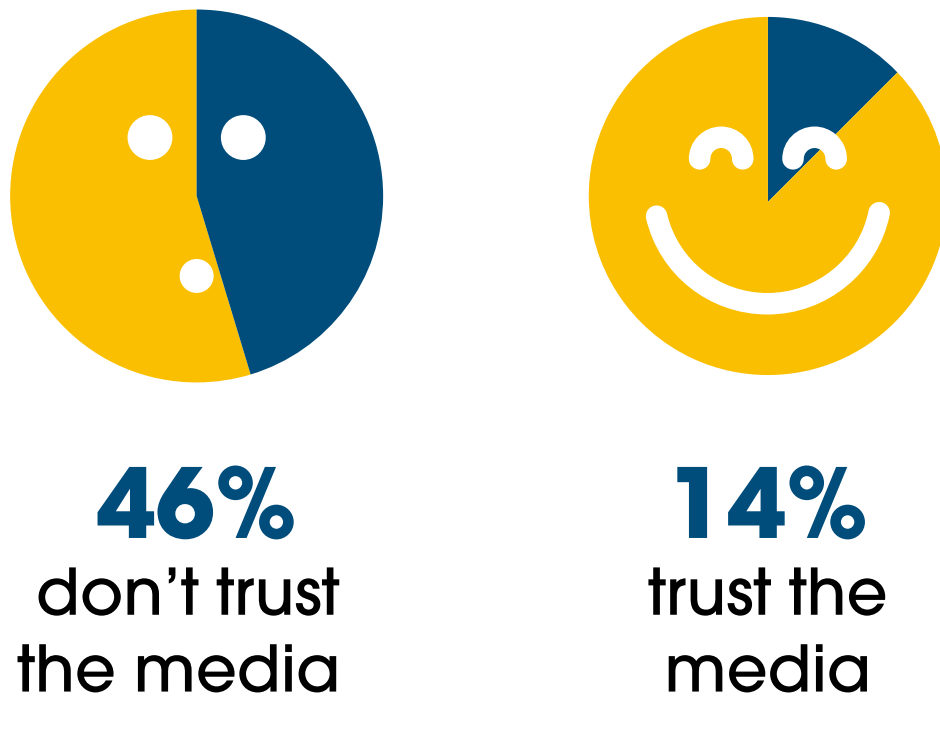
The 'newsjacking' show **In The Mix** comes at a time when there is a gap in the market as nearly **40%** of under 25s think there isn't enough news media aimed at them.

NEWS SOURCES



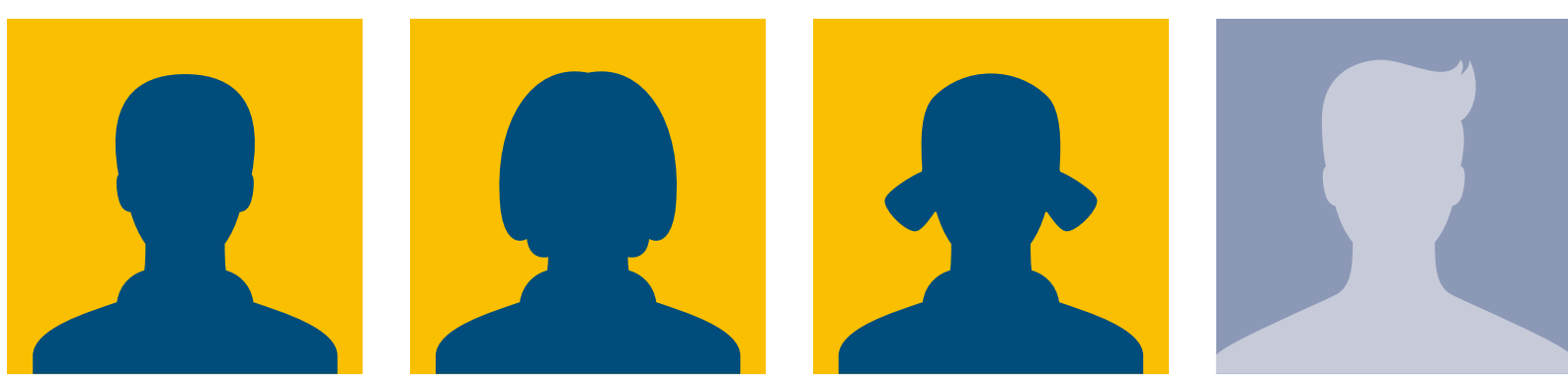
97% of 16-25s access news media with more than three quarter sourcing their news online.

TRUST IN THE NEWS



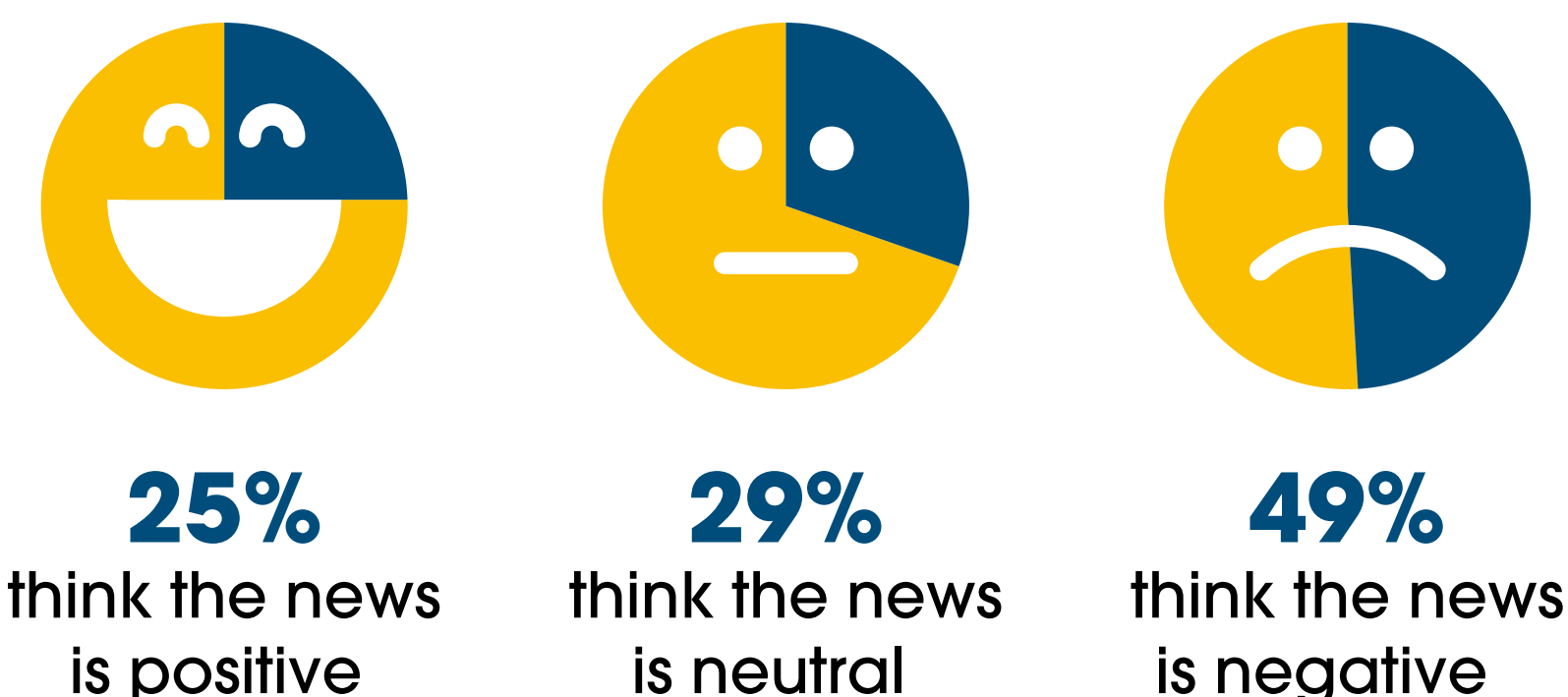
NEARLY HALF of under 25s don't trust the news media.

REPRESENTATION OF UNDER 25s IN THE NEWS



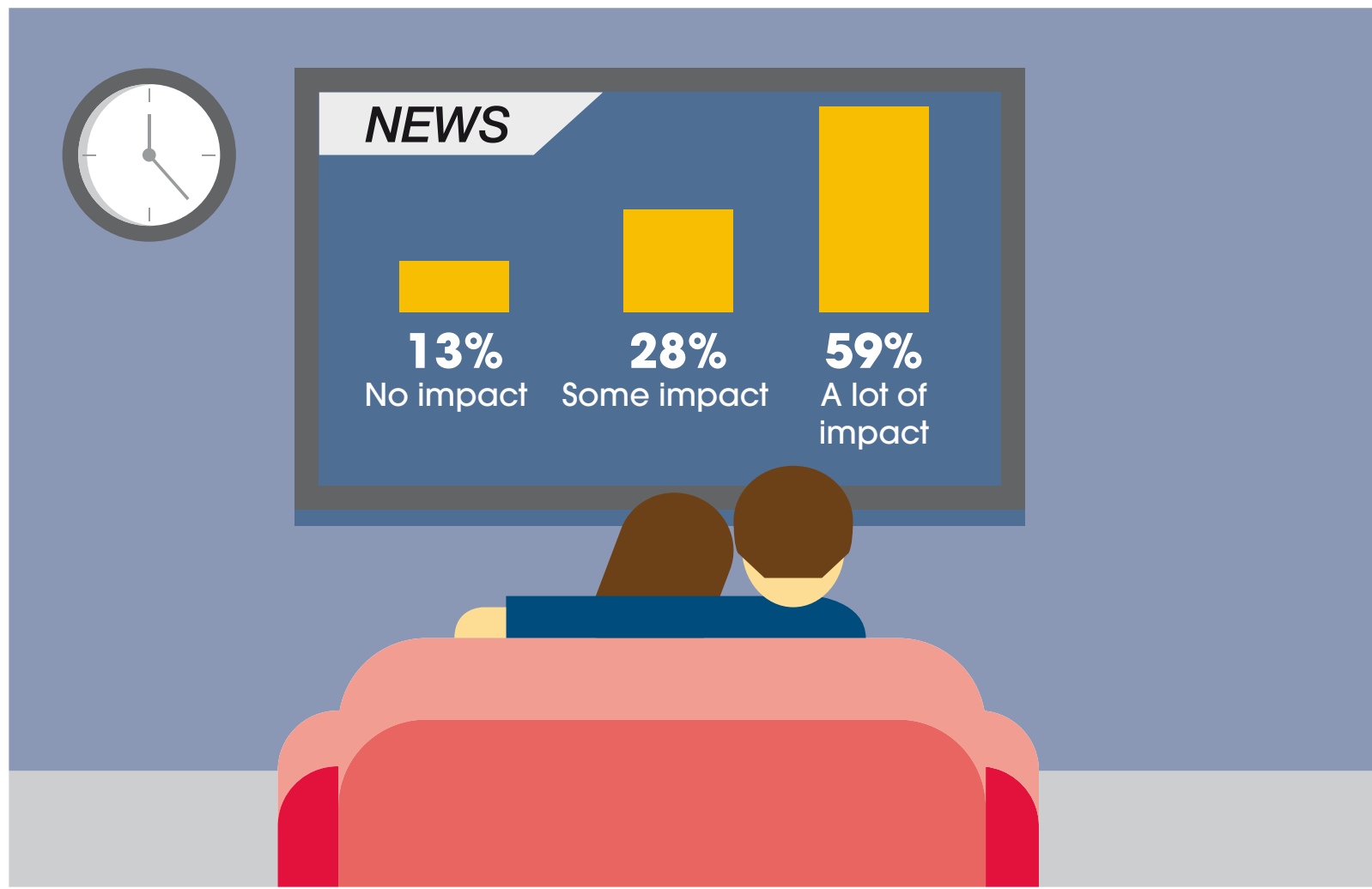
THREE OUT OF FOUR believe they are misrepresented in news media.

POSITIVE STORIES ABOUT UNDER 25s



NEARLY HALF of under 25s believe that news media is negative about them.

NEWS IMPACT ON OLDER GENERATIONS



NEARLY TWO THIRDS of under 25s think that negative news has a strong impact on how older generations perceive them.

About the survey

The survey was conducted by One Pulse Online between 9-13 November 2017 and participants were self selecting. Total sample size was 1049 young people aged between 16-25.