

Supplementary File

Uwe Hasebrink & Sascha Hölig: News media performance from an audience perspective: a conceptual framework and empirical findings from Germany

Table A1: Audience-based indicators for news media performance of 42 German news brands

News medium	Type of medium		Reach and Structure					Motivation (means)			Trust (means)			Perceived functions of news media (means)				
	Medium	Specification	(1) Total (%)	(2) 18-24 yrs. (%)	(3) 65+ yrs. (%)	(4) Difference (3)-(2) (%)	(5) Mean age (in yrs.)	(6) Frequency of news use	(7) Interest in news	(8) Interest in politics	(9) in media in general	(10) in used media	(11) Difference (10)-(9)	(12) Watch-dog	(13) Relevance of topics	(14) Tone	(15) Immediacy	(16) Depth
Total							48,3	6,73	2,89	2,48	3,22	3,53	0,31	3,12	3,35	2,87	3,66	3,39
ARD Tagesschau	TV	Public	48,2	29,7	72,0	42,2	53,3	6,95	3,10	2,75	3,41	3,70	0,29	3,27	3,48	2,88	3,83	3,49
ZDF heute	TV	Public	30,7	11,9	54,2	42,3	55,0	7,06	3,19	2,88	3,46	3,68	0,22	3,31	3,51	2,86	3,81	3,53
ARD Tagesthemen	TV	Public	28,7	10,9	52,6	41,8	55,4	7,07	3,22	2,93	3,42	3,69	0,27	3,29	3,54	2,91	3,86	3,58
ZDF heute journal	TV	Public	28,5	15,8	48,1	32,4	55,4	7,08	3,21	2,91	3,45	3,70	0,25	3,29	3,56	2,87	3,80	3,52
RTL aktuell	TV	Private	29,2	20,1	31,7	11,6	49,8	6,78	2,97	2,40	3,34	3,51	0,17	3,21	3,36	2,95	3,73	3,47
SAT.1 Nachrichten	TV	Private	15,1	10,3	14,0	3,7	50,2	6,76	2,95	2,35	3,28	3,48	0,20	3,10	3,32	2,88	3,66	3,39
ProSieben Newstime	TV	Private	7,6	9,8	1,9	-7,9	40,9	6,69	2,96	2,44	3,15	3,45	0,30	3,18	3,29	2,88	3,72	3,47
n-tv	TV	News channel	20,3	8,2	25,2	17,0	51,9	7,11	3,21	2,87	3,31	3,55	0,24	3,14	3,52	2,86	3,68	3,44
N24	TV	News channel	19,0	8,7	22,1	13,4	50,3	7,08	3,16	2,82	3,33	3,56	0,23	3,24	3,50	2,89	3,72	3,50
Public service radio (general)	Radio	Public	21,4	18,5	24,0	5,5	51,3	7,20	3,15	2,80	3,37	3,69	0,32	3,20	3,58	2,92	3,80	3,51
WDR aktuell	Radio	Public	8,7	4,9	12,7	7,8	54,0	7,00	3,09	2,71	3,27	3,59	0,32	3,18	3,35	2,77	3,66	3,43
Private radio (general)	Radio	Private	16,3	14,1	15,0	0,9	49,4	7,01	3,01	2,60	3,29	3,56	0,27	3,11	3,55	2,83	3,78	3,44
BILD / Bild am Sonntag	Print	National tabloid	11,0	7,1	10,6	3,5	49,9	6,82	3,02	2,53	3,23	3,46	0,23	3,23	3,33	2,89	3,70	3,47
Süddeutsche Zeitung (SZ)	Print	National newspaper	5,2	7,6	5,3	-2,3	44,7	6,97	3,33	3,06	3,19	3,51	0,32	3,13	3,20	2,72	3,67	3,38

	Type of medium		Reach and Structure					Motivation (means)			Trust (means)			Perceived functions of news media (means)				
	Medium	Specification	(1) Total (%)	(2) 18-24 yrs. (%)	(3) 65+ yrs. (%)	(4) Difference (3)-(2) (%)	(5) Mean age (in yrs.)	(6) Frequency of news use	(7) Interest in news	(8) Interest in politics	(9) in media in general	(10) in used media	(11) Difference (10)-(9)	(12) Watchdog	(13) Relevance of topics	(14) Tone	(15) Immediacy	(16) Depth
News medium																		
Frankfurter Allgemeine Zeitung (FAZ)	Print	National newspaper	4,2	7,1	3,4	-3,6	42,6	6,98	3,30	3,01	3,19	3,51	0,31	3,12	3,37	2,91	3,75	3,35
Welt	Print	National newspaper	3,1	2,7	3,4	0,7	46,5	7,20	3,37	3,14	2,90	3,30	0,40	2,93	3,36	2,85	3,60	3,34
Handelsblatt	Print	National newspaper	2,5	1,6	2,2	0,6	43,1	7,39	3,17	3,16	2,88	3,21	0,33	2,87	3,26	2,87	3,49	3,28
Tageszeitung (taz)	Print	National newspaper	1,6	3,2	1,9	-1,4	46,2	7,07	3,24	3,15	3,38	3,50	0,13	3,18	3,53	2,79	3,87	3,79
Regional newspapers (general)	Print	Regional newspapers	33,8	16,3	47,0	30,7	54,1	6,96	3,07	2,66	3,41	3,68	0,27	3,21	3,45	2,91	3,78	3,47
Rheinische Post	Print	Regional newspaper	2,3	1,6	4,0	2,4	50,0	6,83	2,85	2,68	3,14	3,35	0,21	3,08	3,11	2,71	3,74	3,51
Focus	Print	Magazine	7,7	5,4	8,4	3,0	49,2	6,99	3,28	2,93	3,27	3,51	0,23	3,25	3,26	2,74	3,82	3,57
Spiegel	Print	Magazine	9,1	12,0	11,2	-0,7	48,1	7,06	3,25	3,01	3,33	3,62	0,29	3,22	3,41	2,74	3,81	3,54
Stern	Print	Magazine	7,4	8,7	8,4	-0,3	47,2	6,83	3,25	2,96	3,30	3,54	0,25	3,31	3,39	2,85	3,75	3,50
ZEIT	Print	Magazine	4,9	7,1	3,4	-3,6	44,0	7,06	3,20	2,98	3,02	3,52	0,50	3,08	3,31	2,72	3,67	3,43
tagesschau.de	Online	Public TV	12,8	15,2	15,9	0,7	48,9	7,26	3,29	3,04	3,26	3,68	0,42	3,20	3,54	2,99	3,82	3,49
heute.de	Online	Public TV	7,1	7,6	9,6	2,0	50,4	7,39	3,48	3,25	3,43	3,82	0,39	3,46	3,58	2,83	3,78	3,71
rtl.de	Online	Private TV	4,7	6,5	2,8	-3,7	44,7	6,81	3,12	2,74	3,46	3,58	0,13	3,34	3,28	2,92	3,82	3,46
Sat1.de	Online	Private TV	2,9	0,5	2,2	1,6	47,3	7,06	3,28	2,76	3,66	3,81	0,16	3,35	3,11	3,09	3,75	3,37
n-tv.de	Online	TV news channel	11,6	10,3	12,8	2,4	49,0	7,29	3,31	2,98	3,31	3,63	0,31	3,34	3,33	2,86	3,85	3,53
n24.de	Online	TV news channel	9,5	4,3	8,1	3,8	48,6	7,11	3,28	2,93	3,11	3,34	0,23	3,19	3,35	2,95	3,66	3,39
bild.de	Online	Newspaper	13,3	13,0	11,8	-1,2	47,2	7,25	3,18	2,68	3,25	3,45	0,20	3,19	3,41	2,84	3,67	3,36
Sueddeutsche.de	Online	Newspaper	9,0	15,8	4,0	-11,7	44,7	7,42	3,29	3,10	3,54	3,85	0,32	3,32	3,49	2,86	3,94	3,66
Welt Online	Online	Newspaper	8,9	12,5	7,5	-5,0	47,2	7,54	3,44	3,27	2,97	3,50	0,53	2,94	3,42	2,95	3,65	3,19
FAZ.NET	Online	Newspaper	5,4	12,5	2,5	-10,0	41,4	7,22	3,45	3,17	3,34	3,76	0,42	3,16	3,40	2,93	3,86	3,24
Handelsblatt Online	Online	Newspaper	4,3	5,4	4,3	-1,1	46,8	7,43	3,48	3,41	3,21	3,52	0,31	3,04	3,42	3,03	3,84	3,38
Spiegel Online	Online	Magazine	17,7	21,1	15,2	-5,9	46,7	7,40	3,33	3,07	3,41	3,71	0,30	3,18	3,53	2,87	3,93	3,57
Focus Online	Online	Magazine	14,4	15,8	15,9	0,1	49,3	7,42	3,38	3,04	3,15	3,50	0,35	3,07	3,47	2,82	3,75	3,50
ZEIT Online	Online	Magazine	8,3	19,6	4,4	-15,2	43,0	7,30	3,21	3,05	3,26	3,76	0,50	3,22	3,63	3,15	3,71	3,51

	Type of medium		Reach and Structure					Motivation (means)			Trust (means)			Perceived functions of news media (means)				
	Medium	Specification	(1) Total (%)	(2) 18-24 yrs. (%)	(3) 65+ yrs. (%)	(4) Difference (3)-(2) (%)	(5) Mean age (in yrs.)	(6) Frequency of news use	(7) Interest in news	(8) Interest in politics	(9) in media in general	(10) in used media	(11) Difference (10)-(9)	(12) Watch-dog	(13) Relevance of topics	(14) Tone	(15) Immediacy	(16) Depth
News medium																		
stern.de	Online	Magazine	6,9	6,0	6,9	0,9	48,3	7,29	3,30	2,89	3,44	3,74	0,30	3,63	3,47	2,73	3,99	3,76
t-online.de	Online	Platform	14,6	8,2	18,7	10,5	52,8	7,07	3,12	2,76	3,30	3,53	0,23	3,17	3,42	2,92	3,69	3,42
web.de	Online	Platform	13,2	6,0	13,0	7,1	50,2	6,83	3,08	2,65	3,34	3,64	0,29	3,25	3,45	2,91	3,88	3,52
gmx.de	Online	Platform	12,1	6,5	10,6	4,1	49,1	6,98	2,97	2,50	3,20	3,51	0,31	3,18	3,32	2,79	3,68	3,35

Data base: Reuters Institute Digital News Survey 2019, German sample (n=2,022)

(1)/(2)/(3): Reach is defined as the percentage of people who said they have used the brand for news within the last week.

(6): "Typically, how often do you access news? By news we mean national, international, regional/local news and other topical events accessed via any platform (radio, TV, newspaper or online). 9=More than 10 times a day, 8=Between 6 and 10 times a day, 7=Between 2 and 5 times a day, 6=Once a day, 5=4-6 days a week, 4=2-3 days a week, 3=Once a week, 2=Less often than once a week, 1=Less often than once a month, 0=Never, 998=Don't know."

(7): "How interested, if at all, would you say you are in news? 4=Extremely interested, 3=Very interested, 2=Somewhat interested, 1=Not very interested, 0=Not at all interested, 998=Don't know."

(8): "How interested, if at all, would you say you are in politics? 4=Extremely interested, 3=Very interested, 2=Somewhat interested, 1=Not very interested, 0=Not at all interested, 998=Don't know."

(9-10): "We are now going to ask you about trust in the news. First we will ask you about how much you trust the news as a whole within your country. Then we will ask you about how much you trust the news that you choose to consume. Please indicate your level of agreement with the following statements: (9) I think you can trust most news most of the time. (10) I think I can trust most of the news I consume most of the time. 1=Strongly disagree, 2=Tend to disagree, 3=Neither agree nor disagree, 4=Tend to agree, 5=Strongly agree."

(11): The calculation was run as follows: [trust in news that the person uses] – [trust in news in general]. Thus, higher positive values indicate a larger gap between the used media and media in general; in some cases even negative values occurred, indicating that the respondents have more trust in news media in general than in the media they use.

(12-16): "We are now going to ask you whether you think the news media in your country is doing a good job or not. Please indicate your level of agreement with the following statements: 1=Strongly disagree, 2=Tend to disagree, 3=Neither agree nor disagree, 4=Tend to agree, 5=Strongly agree."

(12) "The news media monitors and scrutinises powerful people and businesses."

(13) "The topics chosen by the news media do not feel relevant to me." (recoded, higher values indicate higher relevance of topics)

(14) "The news media often takes too negative view of events." (recoded, higher values indicate higher satisfaction with the tone)

(15) "The news media keep me up to date about what's going on."

(16) "The news media helps me understand the news of the day."