



NEW RESEARCH REVEALS THAT 7 OUT OF 10 PEOPLE ARE MORE CONCERNED ABOUT WORLD EVENTS THAN EVER BEFORE

- ***Study by BBC World News also shows that almost two thirds of people feel that news from other parts of the world is more relevant to them now than in the past***
- ***Terrorism, conflict, health and the environment are biggest issues but the global economy is also important to Australians***
- ***Over half discuss international news with friends and family***
- ***38% have turned to social media to read about news stories***

Sydney, June 9th. BBC World News today announced the findings of a new global survey* into changing attitudes towards international affairs. The study showed that an average 69% of people are more concerned about world events now than they have ever been before.

73% of Australians cited terrorism as a global news story they are currently most concerned about, followed by war/conflict (61%) and the global economy (51%). Globally, the main areas of concern were terrorism (70%), war/conflict (59%), health (55%) and the environment (52%). Corruption was cited as the biggest issue in South Africa (65%), health was number one in Hong Kong (71%) and war/conflict came first in Germany (73%).

Globally, nearly two thirds of respondents (64%) said that news stories from other parts of the world felt more relevant to them than they had in the past and in Australia 73% of respondents were more concerned about global issues than five years ago.

The study revealed that Australians feel that global news plays an important role in making them feel informed about what's going on in the world (72%) and understanding it (60%).

Globalisation is driving interest and behavioural change, with more than half of Australians (56%) surveyed saying that they pay more attention to global news and that they discuss international news with friends and family (56%).

On average, of the countries polled, over a third of people (36%) use it to make decisions about how to protect their family and more than a quarter (28%) find it useful for making financial choices. A similar proportion (26%) said that they have given advice to others as a result of seeing coverage of global stories and 38% of people said they have turned to social media to read more about news stories.

To view or embed the animated YouTube video please visit the following link:

<https://www.youtube.com/watch?v=136uDGaiafU>

Jim Egan, CEO of BBC Global News Ltd, which owns BBC World News and BBC.com/news, said, "These results show the increasing impact and relevance of news events to people across the world. At a time when many news providers are cutting their international coverage and opinion and propaganda are being touted as fact, audiences want to cut through the noise in search of information they can use to inform their understanding and

decisions. As the world becomes increasingly interconnected, access to accurate, impartial news, whether on TV, radio, online or social media, is more important than ever.”

Recent figures** show that figures for the BBC’s international news services have grown across all three of its platforms – TV, radio and online have grown over the past year. BBC Global News Ltd’s audience has grown to 105 million with BBC World News TV’s up by 12 per cent, and bbc.com/news growing by 16 per cent. For the first time, television (148m) overtook radio (133m) as the most popular platform for BBC international news. The BBC World Service’s audience has increased by 10 per cent and now stands at 210m, with the biggest boost coming from new World Service TV news bulletins in languages other than English.

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Notes to editors:

*Source: All figures, unless otherwise stated, are from YouGov Plc.

Study conducted by YouGov on behalf of BBC World News between 13th and 25th March 2015. Respondents were nationally representative, online or urban samples from USA, Germany, Japan, South Africa, Australia, Hong Kong, Singapore and India. Total sample size was 7,691 adults.

Total sample size in Australia was 1,001 adults. The survey was carried out online. The figures have been weighted and are representative of all Australian adults (aged 18+).

**Source: The BBC Global Audience Measure

BBC World News and BBC.com, the BBC’s commercially funded international 24-hour English news platforms, are owned and operated by BBC Global News Ltd. BBC World News television is available in more than 200 countries and territories worldwide, and over 385 million households and 1.8 million hotel rooms. The channel’s content is also available on 178 cruise ships, 53 airlines and 23 mobile phone networks. BBC.com offers up-to-the minute international news and in-depth analysis for PCs, tablets and mobile devices to more than 80 million unique browsers each month.

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