

## 21st November, World Television Day

***The television products preferred by Basque youths are series and films; fewer and fewer watch the news on a daily basis***

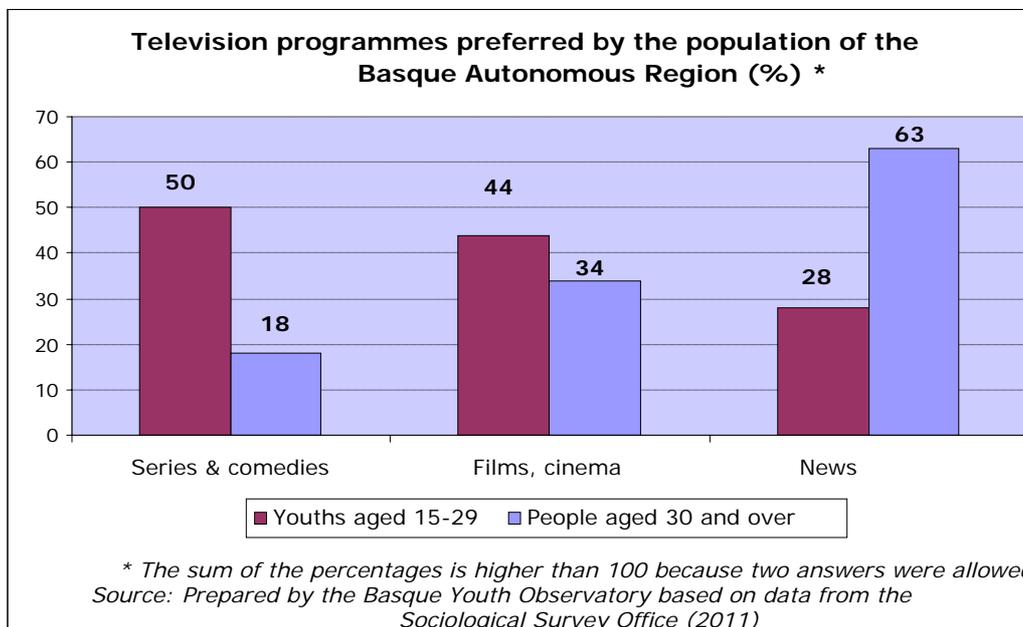
On occasion of the World Television Day, the [Basque Youth Observatory](#) would like to highlight some data regarding television usage and preferences of young people in the Basque Autonomous Region.

The data presented comes from the study titled, [Youth Portraits-15. The Media](#), prepared by the Sociological Survey Office of the Basque Government for the Basque Youth Observatory. These data are the result of a survey conducted in October 2011 involving 1272 Basque youths aged 15 to 29.

According to this study, 78% of young people in the Basque Autonomous Region watch television for less than two hours on a daily basis, in most cases, whether on weekdays and on weekends.

Young people watch television for entertainment (stated by 92% of young people who watch TV on a more or less regular basis), and, therefore, they mainly choose series (50%) and films (44%).

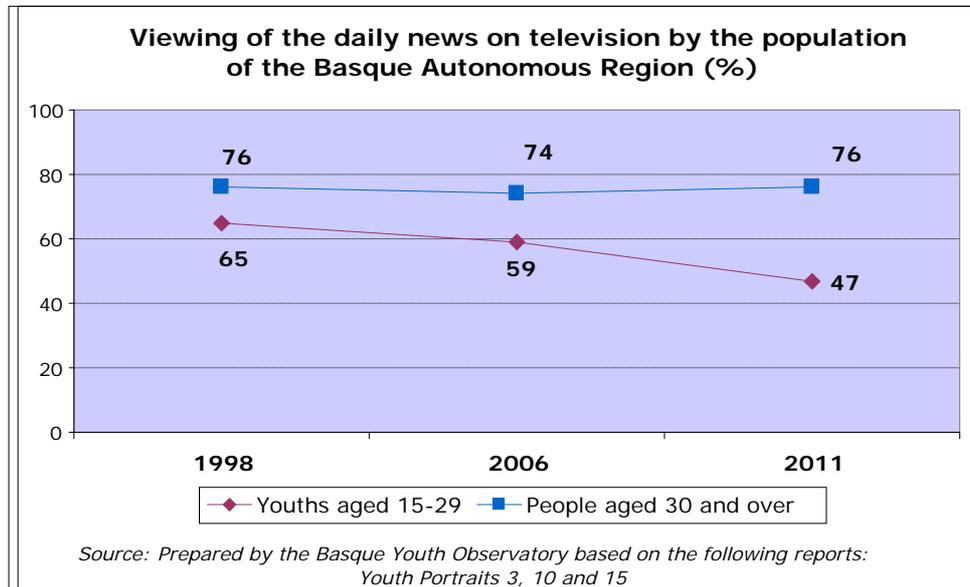
The greatest difference with the population aged 30 and over can be found in the type of programmes preferred: while scarcely 28% of young people mentioned the news as one of their two favourite types of programme, this percentage rose to 63% among people aged 30 and over.



Given these data, it is not surprising that when asked how often they watched the news on television, only 47% of young people said they watched the news on a daily basis, compared to 76% among people aged 29 and over.

Furthermore, comparing these data with those collected in previous years, a considerable and continuous fall in the viewing rate of news programmes by young people in the Basque Autonomous Region can be identified; falling from 65 % in [1998](#) to 59 % in [2006](#) and to 47 % in 2011.

This decline, however, is not found in the population aged 30 and over.



These differences are mainly due to the greater number of young people who access the Internet to be informed of the daily news. When the population was asked about their preferred type of media to obtain news, 41% of young people chose Internet compared to 16% of people aged 30 and older.

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