

News Consumption in the UK 2025

Supporting Slides

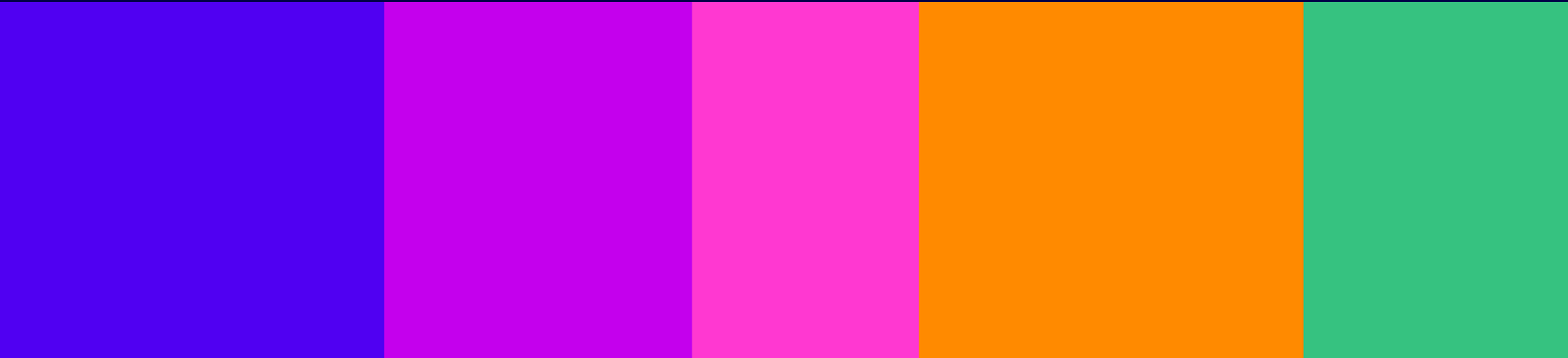
21 July 2025



Background and Objectives

- This report provides the findings of Ofcom's 2024/25 research into news consumption across television, on-demand/catch-up services, radio, print, social media, podcasts, other websites/apps and magazines. It is published as part of our range of market research reports examining the consumption of content, and attitudes towards that content, across different platforms.
- The aim of this slide pack report is to inform understanding of news consumption across the UK and within each UK Nation. This includes sources and platforms used, the perceived importance of different outlets for news, attitudes towards individual news sources, international and local news use.
- This slide pack also provides an understanding of current affairs consumption among adults and news consumption among 12-15 year olds.

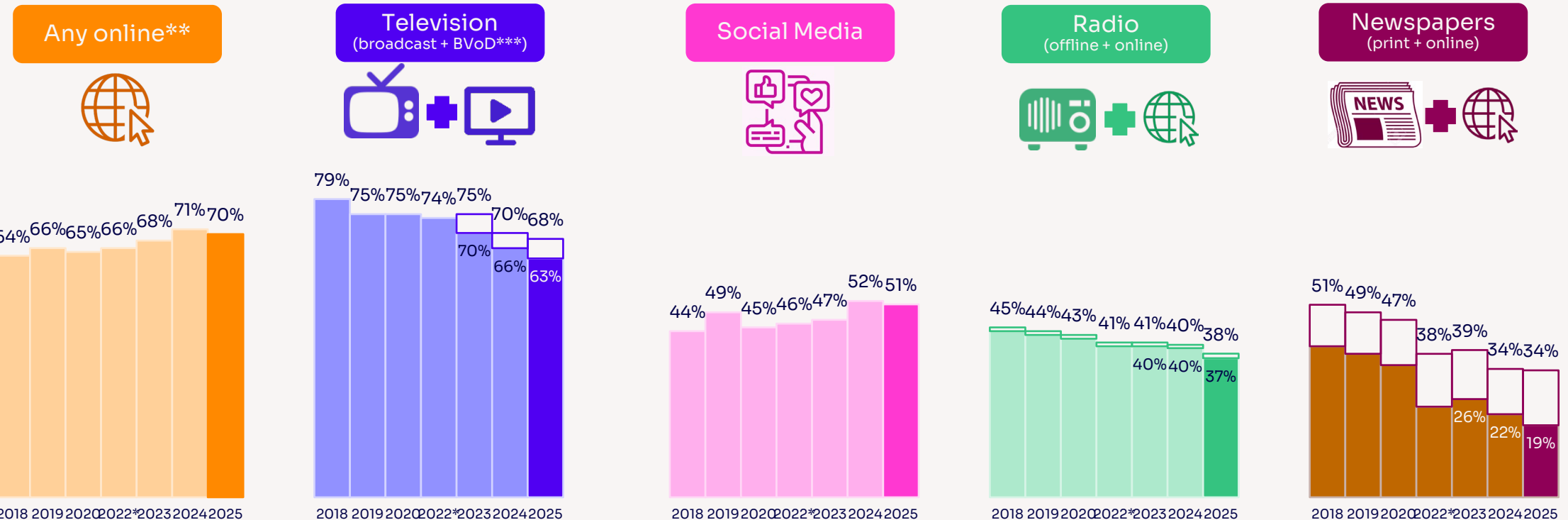
Platforms used for news nowadays



Despite decreasing interest, an overwhelming majority (96%) of UK adults watch, listen or read news in some form. More people are consuming online than through TV, radio or newspapers. Social media is an important driver for this, being used by more than half of adults aged 16+

Use of main platforms for news nowadays

All adults 16+



▲ ▼ Significantly higher/lower than 2024

Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

Question: C1. Which of the following platforms do you use for news nowadays?

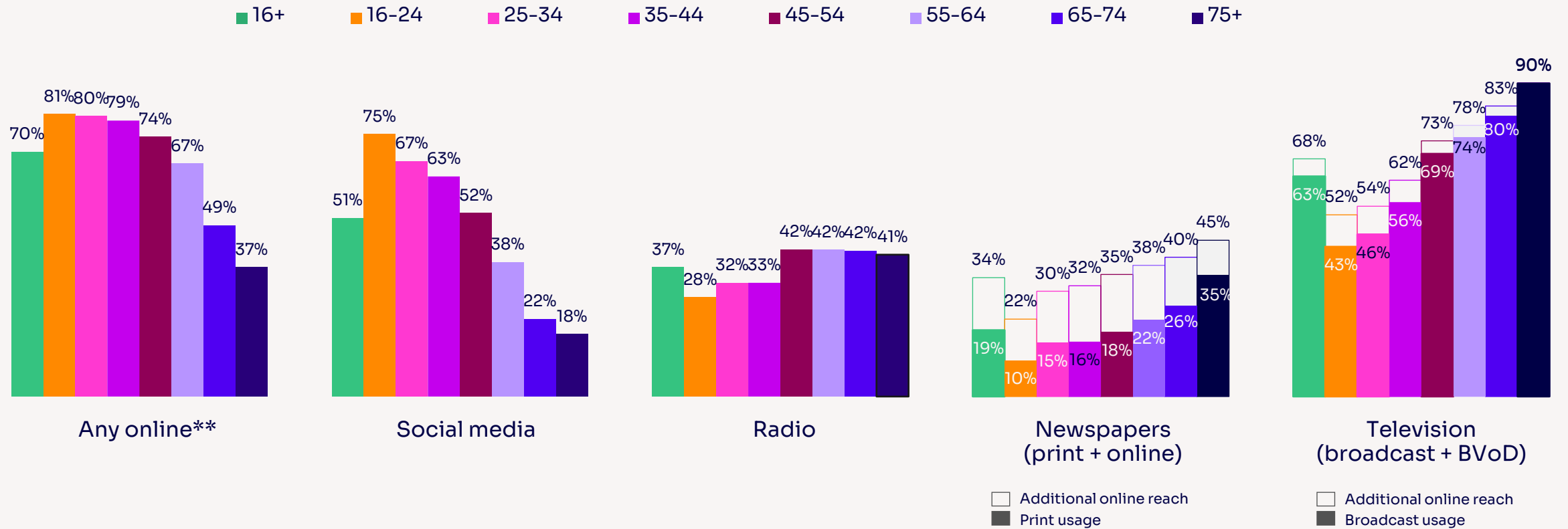
Base: All Adults 16+ – 2025=4573, 2024=5466, 2023=4556, 2022 W2*=2792, 2020=4576, 2019=4691, 2018=4618

*2022 W1, and 2021, data not shown because face-to-face fieldwork was not possible during Covid-19 pandemic

** 'Online' Includes use of social media, podcasts and other websites/apps accessed via any device ***BVoD added in 2023

Younger age groups remain more likely to use social media for news whereas older age groups are more likely to use television

Use of main platforms for news nowadays 2025: by age group
All adults 16+



Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

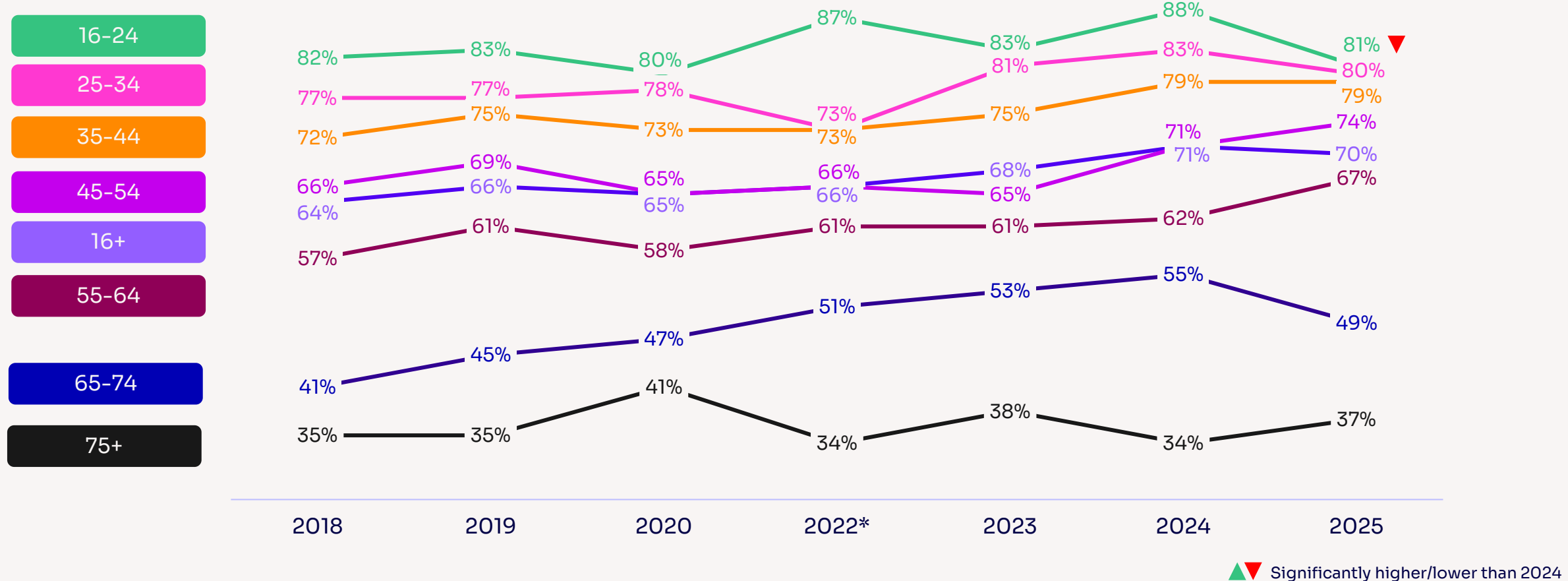
Question: C1. Which of the following platforms do you use for news nowadays?

Base: All Adults 16+ 2025 – 16-24=585, 25-34=770, 35-44=787, 45-54=741, 55-64=587, 65-74=628, 75+=472

** 'Online' includes use of social media, podcasts and other websites/apps accessed via any device

Over time, the 55-64 age group has seen the highest increase in using online for news. It is stable for 16-34s and 75+ age groups.

Use of any online** for news nowadays 2018-2025
All adults 16+



Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

Question: C1. Which of the following platforms do you use for news nowadays?

Base: All Adults 16+: 2025=4573, 2024=5466, 2023=4556, 2022 W2*=2792, 2020=4576, 2019=4691, 2018=4618

*2022 W1, and 2021, data not shown because face-to-face fieldwork was not possible during Covid-19 pandemic

** 'Online' includes use of social media, podcasts and other websites/apps accessed via any device

Adults aged 16+ now use an average of 6.9 individual news sources across all platforms. The average number of TV sources has continued to decline while for online sources it has increased

Average number of individual news sources used nowadays by platform
All adults 16+ / All using each platform for news



	All adults 16+		Aged 16-24	
	2024	2025	2024	2025
Social media	2.5	2.5	3.1	3.1
Podcasts	2.2	2.5	2.1	2.4
Search engines/ News aggregators	1.2	1.2	1.4	1.5
Other websites/apps	3.1	3.1	4.2	3.6

▲ ▼ Significantly higher/lower than 2024

Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

Question: D2a-D8a. Thinking specifically about <platform>, which of the following do you use for news nowadays?

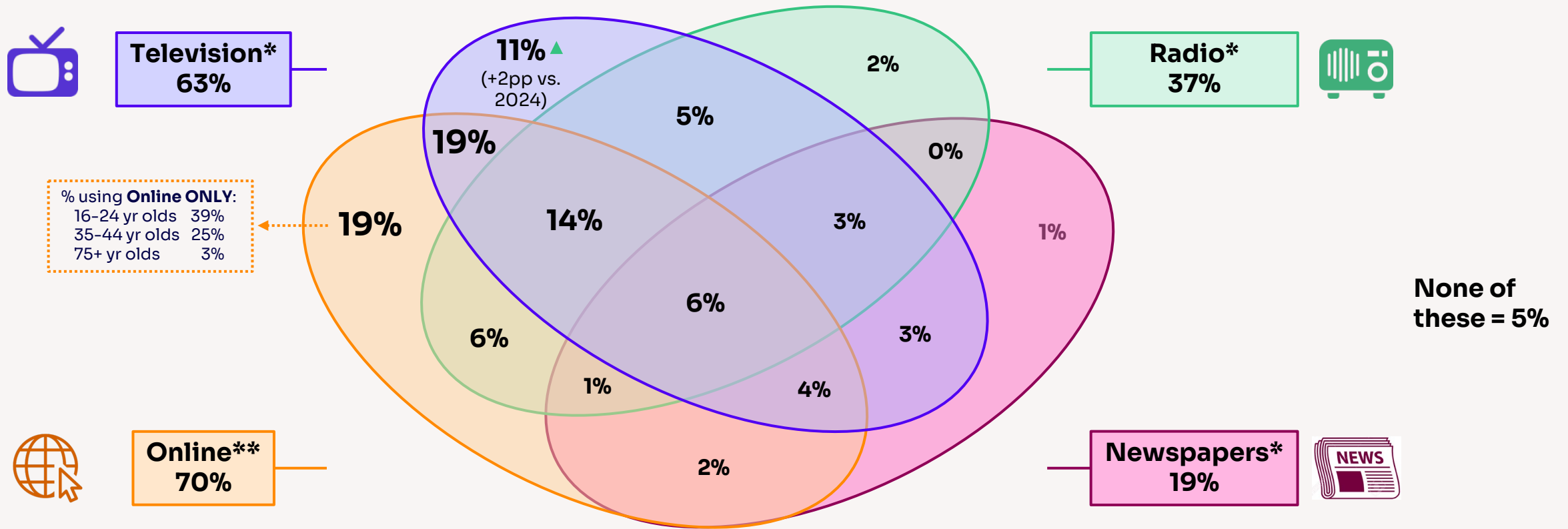
Base: All Adults 16+ 2025 – Total=4573 / All using each platform for news 2025 – TV=3019, Online=3126, Radio=1795, Newspapers=998

*2022 W1, and 2021, data not shown because face-to-face fieldwork was not possible during Covid-19 pandemic

** 'Online' is the sum of social media, podcasts and other websites/apps (incl. search engines/news aggregators, which were split out and asked about separately from 2024 onwards)

One-in-five (19%) use online sources only

Crossover use of four main platforms for news nowadays 2025
All adults 16+



▲ ▼ Significantly higher/lower than 2024

Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

Question: C1. Which of the following platforms do you use for news nowadays? Base: All Adults 16+ - 2025=4573

* Use of Television, Radio and Newspapers represents offline usage only

** 'Online' includes use of social media, podcasts and other websites/apps accessed via any device

The PSBs continue to play a key role in people's news consumption but are in decline. BBC One remains the most used news source across platforms, with ITV1 now 3rd (after Facebook)

Top 20 news sources – trend data

% of all adults 16+ using each source for news nowadays

TV channel
Audio
Newspaper (print + online)
Social media
Other website/app

	2019	2020	2022*	2023	2024	2025
NET: BBC	78%	77%	76%	73%	68%	67%
BBC One	58%	56%	53%	49%	43%	41%
Facebook	35%	34%	32%	30%	30%	30%
ITV1/ITV WALES/UTV/STV	40%	41%	35%	34%	30%	25% ▼
BBC news website/app	25%	23%	23%	22%	18%	21% ▲
BBC iPlayer**	-	-	-	24%	23%	20% ▼
Instagram	13%	14%	16%	16%	18%	18%
YouTube	6%	6%	8%	7%	19%	18%
Sky News Channel	23%	25%	23%	21%	19%	17%
Google (search engine)	19%	15%	12%	13%	14%	16%
BBC News Channel	23%	21%	24%	23%	18%	16%
X (formerly Twitter)	16%	17%	17%	17%	15%	14%
Channel 4	17%	18%	17%	16%	14%	12%
WhatsApp	14%	13%	14%	13%	14%	12% ▼
TikTok**	-	1%	7%	10%	11%	11%
Daily Mail/Mail on Sunday	18%	17%	15%	14%	13%	11%
ITVX/ITVX Premium**	-	-	-	11%	12%	11%
The Guardian/Observer	11%	10%	10%	10%	10%	10%
Channel 4 streaming**	-	-	-	8%	12%	10%
BBC Sounds**	-	-	-	-	9%	9%
BBC Radio 2	12%	12%	11%	11%	10%	9%

While social media sources such as Facebook and YouTube are technically not publishers of news, they are avenues that news publishers such as the BBC and ITV use to distribute news content, which is the reason why some audiences view them as news sources

▲ ▼ Significantly higher/lower than 2024

Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

Question: D2a-D8a. Thinking specifically about <platform>, which of the following do you use for news nowadays?

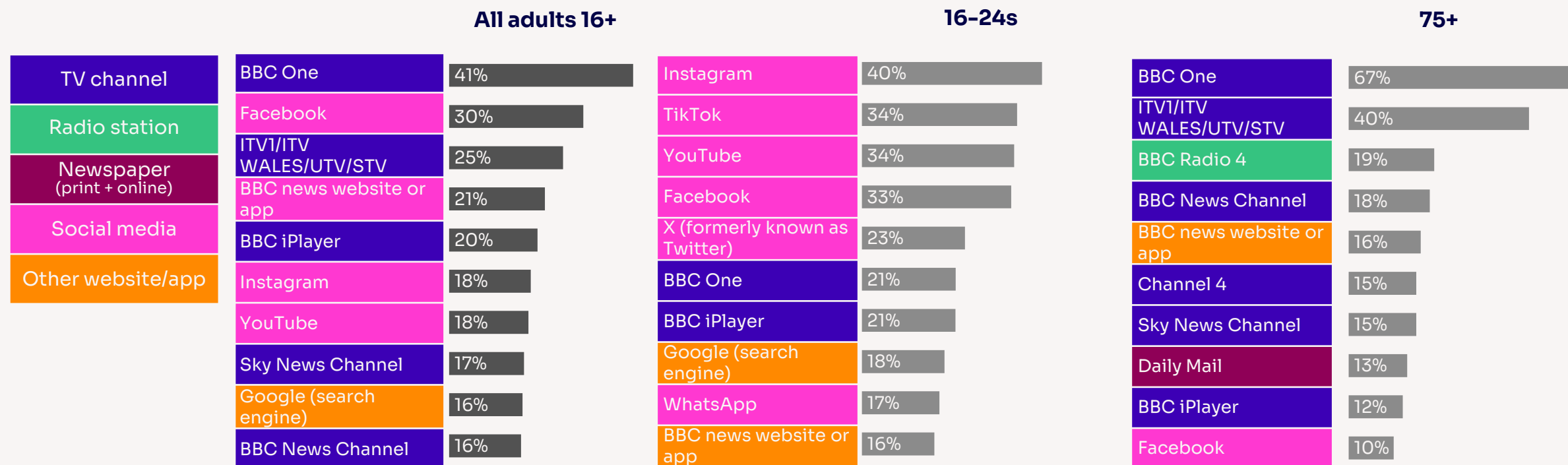
Base: All Adults 16+ – 2025=4573, 2024=5466, 2023=4556, 2022 W2*=2792, 2020=4576, 2019=4691

*2022 W1, and 2021, data not shown because face-to-face fieldwork was not possible during Covid-19 pandemic

**BBC Sounds added in 2024; BBC iPlayer, ITVX, Channel 4+/Channel4+ added in 2023; TikTok added in 2020

16-24s continue to rely on social media for their news, with BBC One the only traditional source to make their top ten news source. While the over 75s mainly use TV and BBC sources.

Top 10 news sources 2025 – by age group
% of all adults using each source for news nowadays



Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

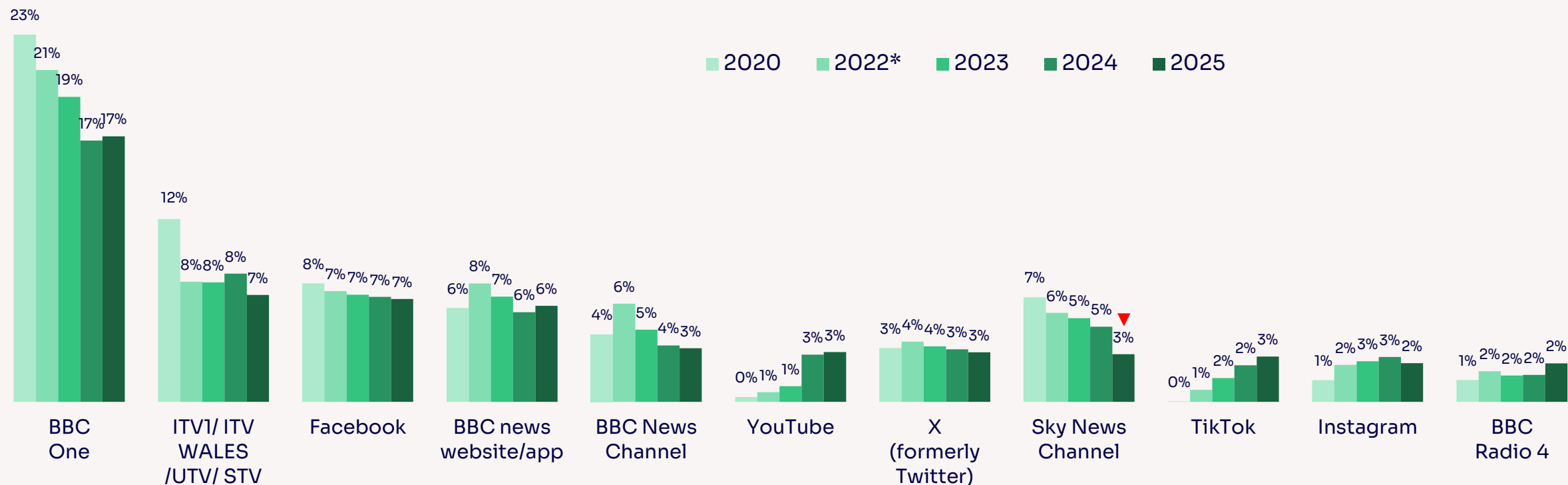
Question: D2a-D8a. Thinking specifically about <platform>, which of the following do you use for news nowadays?

Base: All Adults 16+ 2025=4573, All Aged 16-24=585, All Aged 75+=472

BBC One is still selected by the largest proportion of people as their single most important news source. The proportion selecting BBC One has remained flat since 2024, whilst the proportion allocated to other TV channels has declined

Single most important news source

All adults 16+ using TV/Newspapers/Radio/Online/Magazine for news



▲ ▼ Significantly higher/lower than 2024

Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

Question: E1a. Looking at all the sources of news you have just said that you use, which one is most important to you?

Base: All adults 16+ specifying at least one source for news – 2025=4290, 2024=5144, 2023=4280, 2022 W2*=2665, 2020=4314

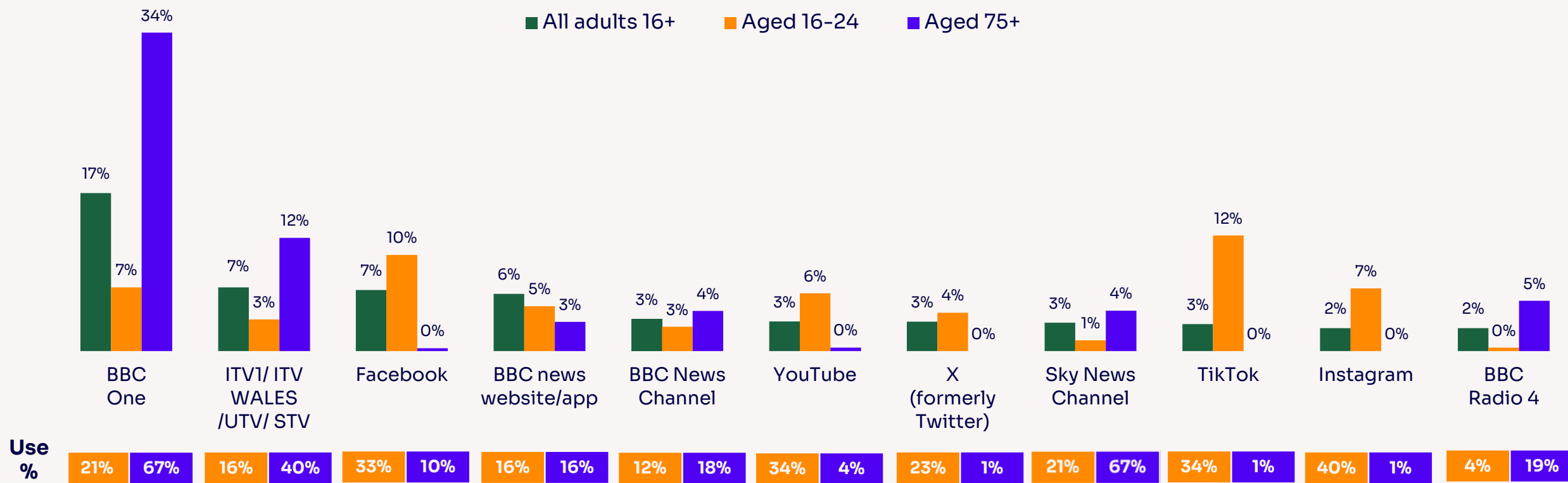
*2022 W1, and 2021, data not shown because face-to-face fieldwork was not possible during Covid-19 pandemic

Only sources with an incidence of 2%+ in 2025 are shown

Over 75s place more importance on traditional news providers, while those aged 16–24 are more likely to select a social media source as their most important source

Single most important news source 2025: by selected age group

All adults 16+ using TV/Newspapers/Radio/Online/Magazine for news



Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

Question: E1a. Looking at all the sources of news you have just said that you use, which one is most important to you?

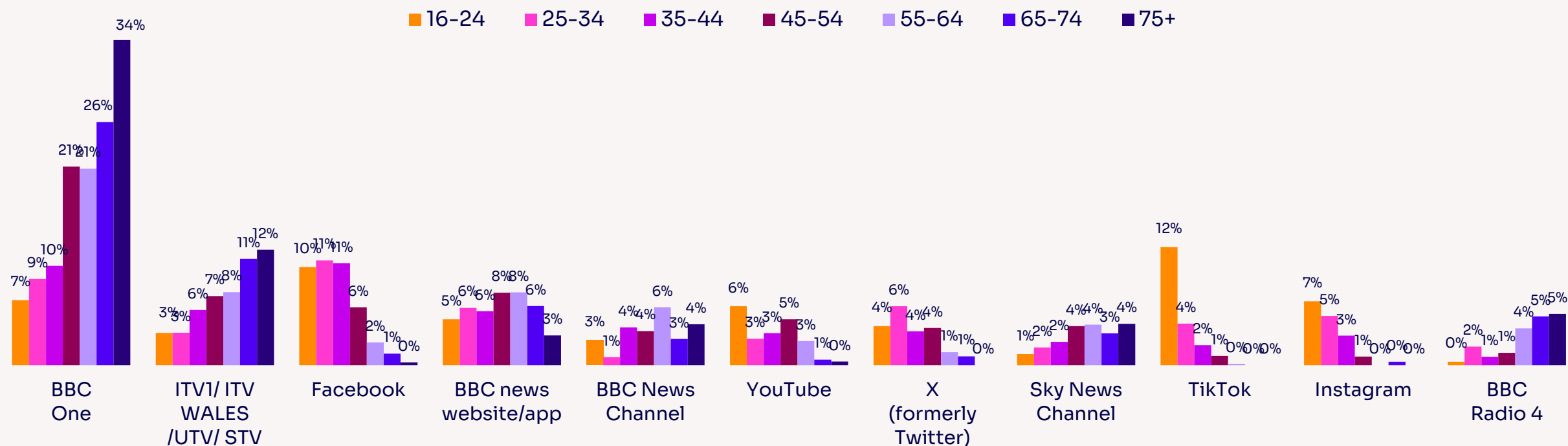
Base: Adults 16+ specifying at least one source for news 2025 – All adults 16+=4290, Aged 16-24=523, Aged 75+=465

Only sources with an incidence of 2%+ for All adults 16+ in 2025 are shown

Younger age groups are more likely to select social media sources as their 'most important' source, whereas older age groups tend to select TV channels

Single most important news source 2025 – by age group

All adults 16+ using TV/Newspapers/Radio/Online/Magazine for news



Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

Question: E1a. Looking at all the sources of news you have just said that you use, which one is most important to you?

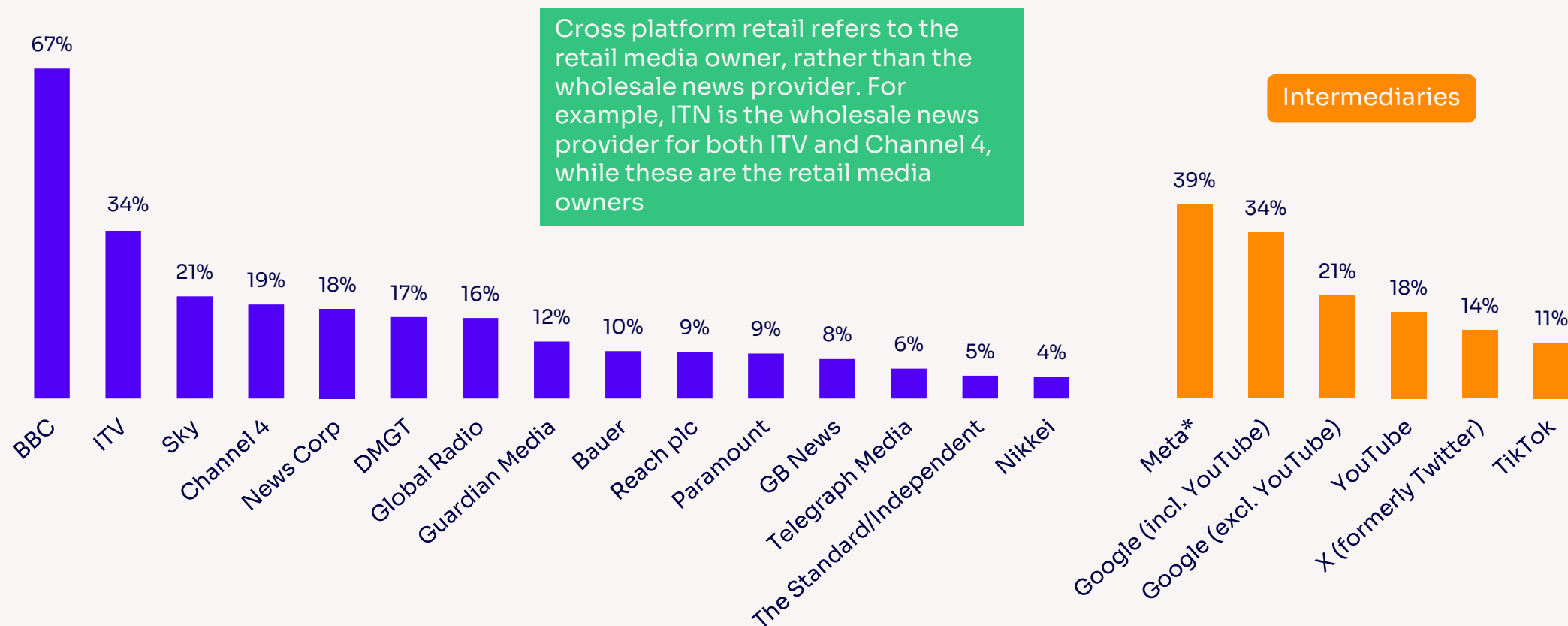
Base: Adults 16+ specifying at least one source for news 2025 - 16-24=523, 25-34=705, 35-44=746, 45-54=697, 55-64=544, 65-74=607, 75+=465

Only sources with an incidence of 2%+ for All adults 16+ in 2025 are shown

The BBC has the highest cross-platform audience reach, followed by Meta and ITV, then Google and Sky

Cross-platform retail providers used for news nowadays 2025

All adults 16+



Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

Question: D2a-D8a. Thinking specifically about <platform>, which of the following do you use for news nowadays? Base: All adults 16+ 2025=4573

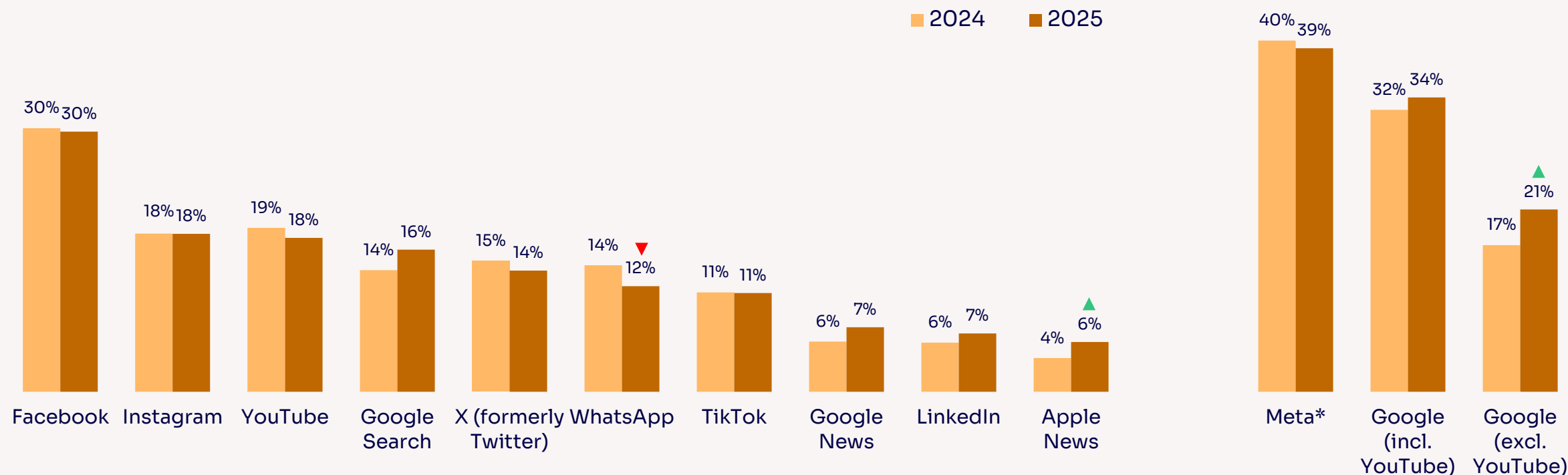
Meta**= Facebook + Instagram + Threads + WhatsApp. Google***= Google News + Google

The information included in this chart is based on the most up to date information we have

Meta sources continue to have the most prominent reach among intermediaries, followed by Google

Intermediaries used for news nowadays

All adults 16+



▲ ▼ Significantly higher/lower than 2024

Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

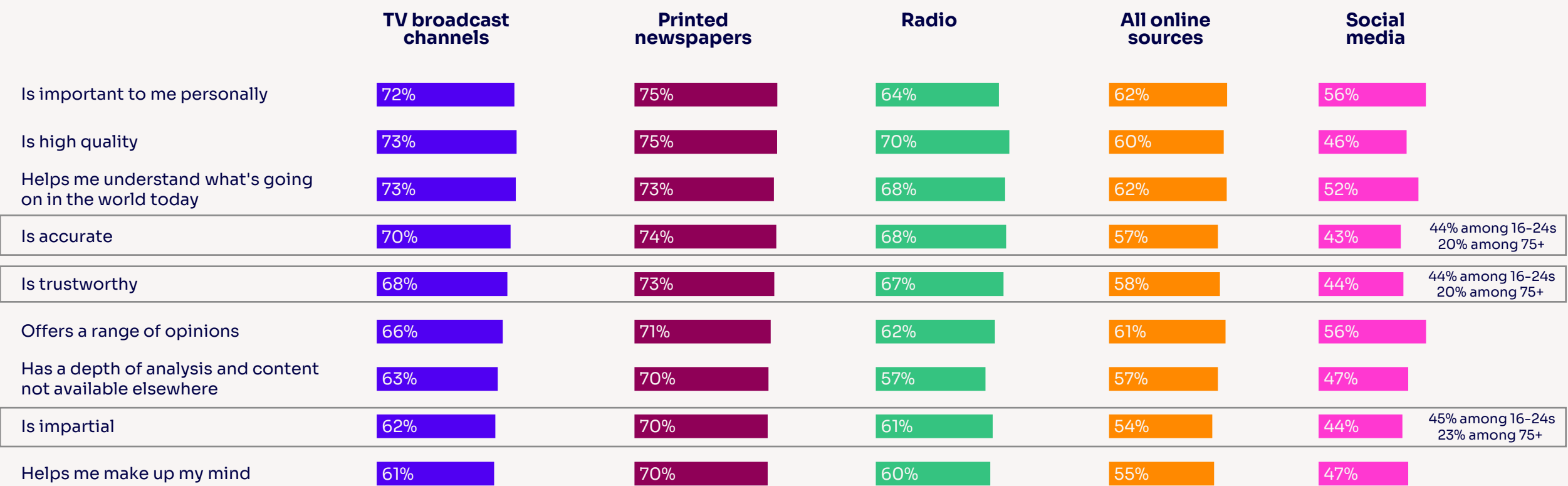
Question: D2a-D8a. Thinking specifically about <platform>, which of the following do you use for news nowadays? Base: All adults 16+ - 2025=4573, 2024=5466

Meta* = Facebook + Instagram + Threads + WhatsApp

Only sources with an incidence of 5%+ in 2024 are shown

Ratings for all attributes remain stronger for traditional news platforms. Social media attribute ratings are weaker for older people.

Attributes of news platforms 2025
% of regular users of each source rating each source highly (7-10)



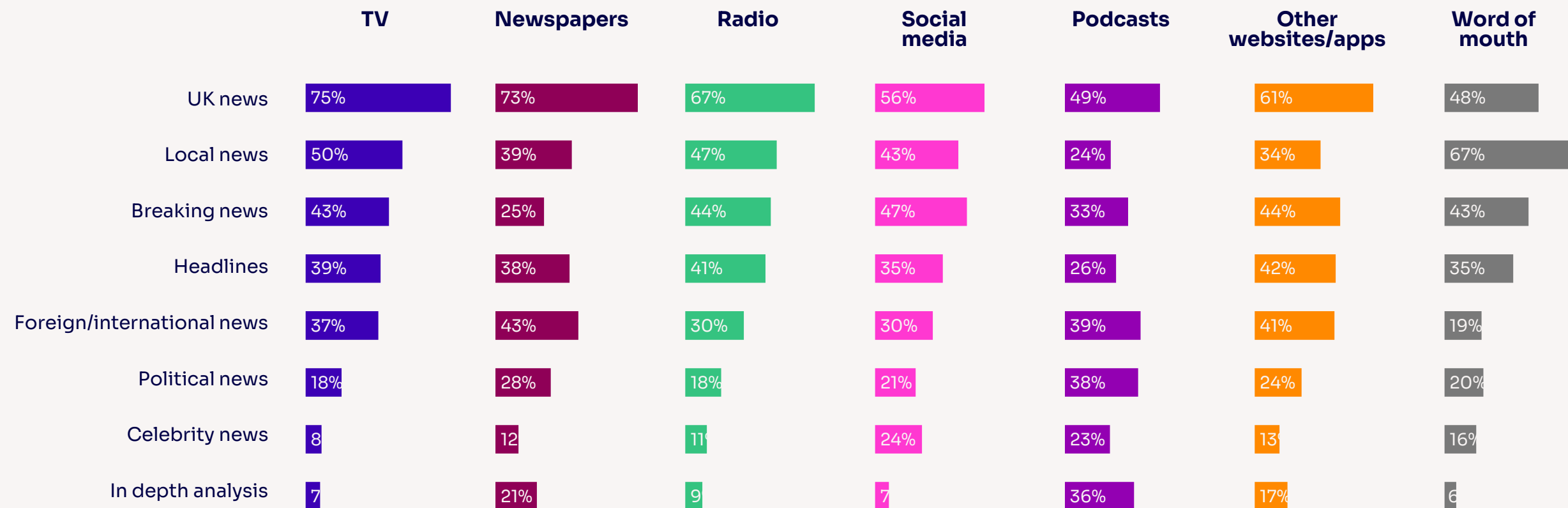
Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample
Question: E2. How important is <BRAND> as a source of news to you personally? E3. And to what extent do you think the following statements apply to <BRAND> as a news source?
Answer using a scale of 1 to 10.
Base: All ratings by those using each platform for news at least weekly (every 2-3 wks for weekly newspapers/magazines) 2025 – TV=6119, Newspapers=2465, Radio=1856, All online=10889, Social media=4389



Most platforms are used for UK, local, breaking news, headlines and Foreign/Intl. news. Podcasts are used for a wider variety of news – including political news and in-depth analysis

Top 3 most valuable types of news on each platform

All adults 16+ using each platform

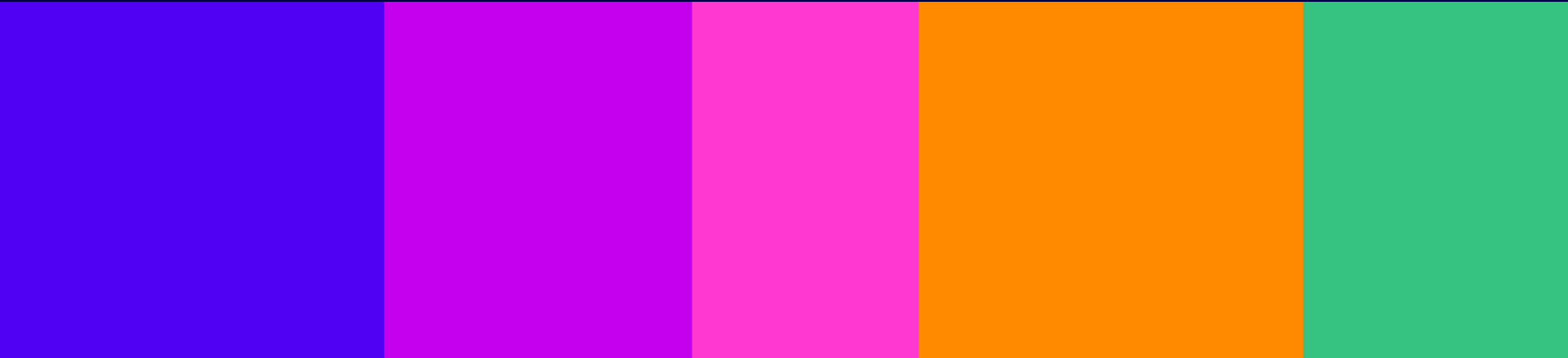


Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

Question: D1. What types of news do you get from each of the following platforms?

Base: All Adults 16+ using each platform for news 2025 – TV=3019, Newspapers=998, Radio=1795, Social media=2336, Podcasts=652, Other websites/apps=1716, Word of mouth=1265

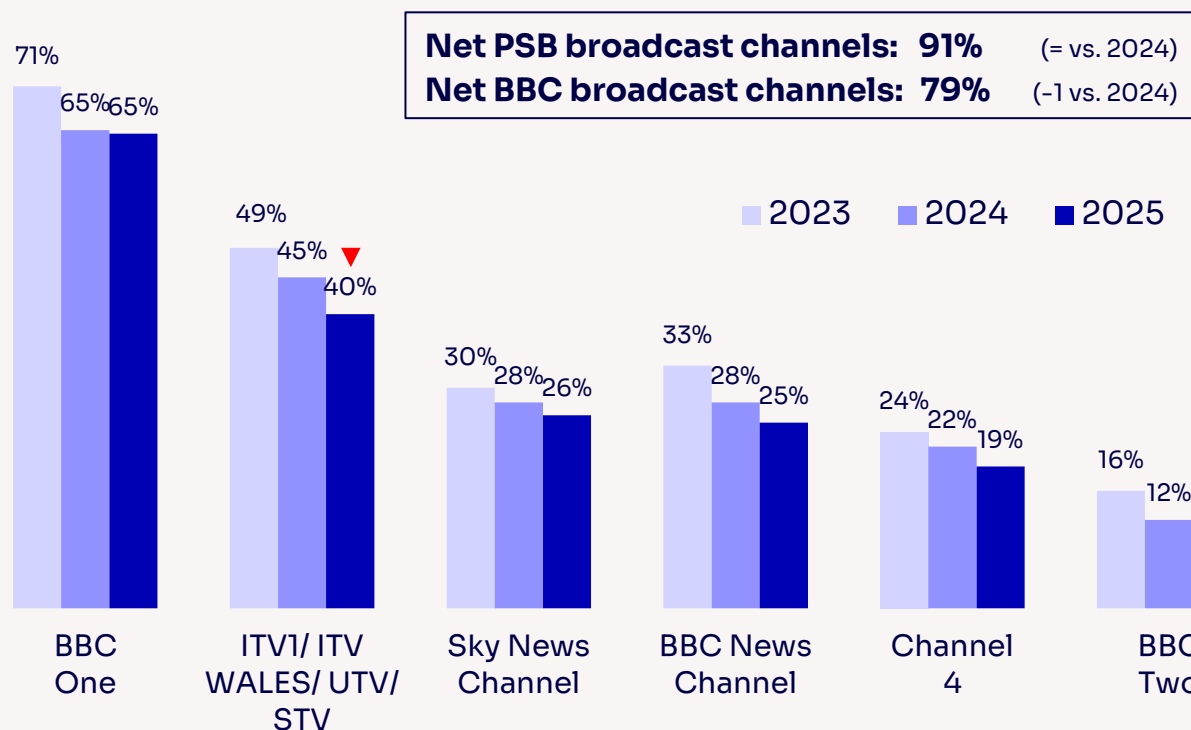
News consumption via television



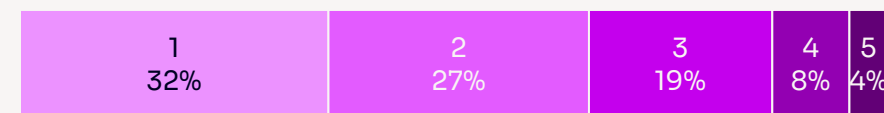
Among all those using broadcast TV for news, BBC One remains the most-used channel. Use of ITV1 has declined significantly since 2024, while use of CNN has increased over the same period

TV broadcast channels used for news nowadays

All adults 16+ using broadcast TV for news



Number of TV broadcast channels used by TV news viewers in 2025



There is a longtail observed for 5+ sources: 6 sources=3%, 7 sources=2% etc.

*Mean number of sources used in 2025 was 2.5 (-0.2 vs. 2024)

▲ ▼ Significantly higher/lower than 2024

Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

Question: D2a. Thinking specifically about television, which of the following do you use for news nowadays?

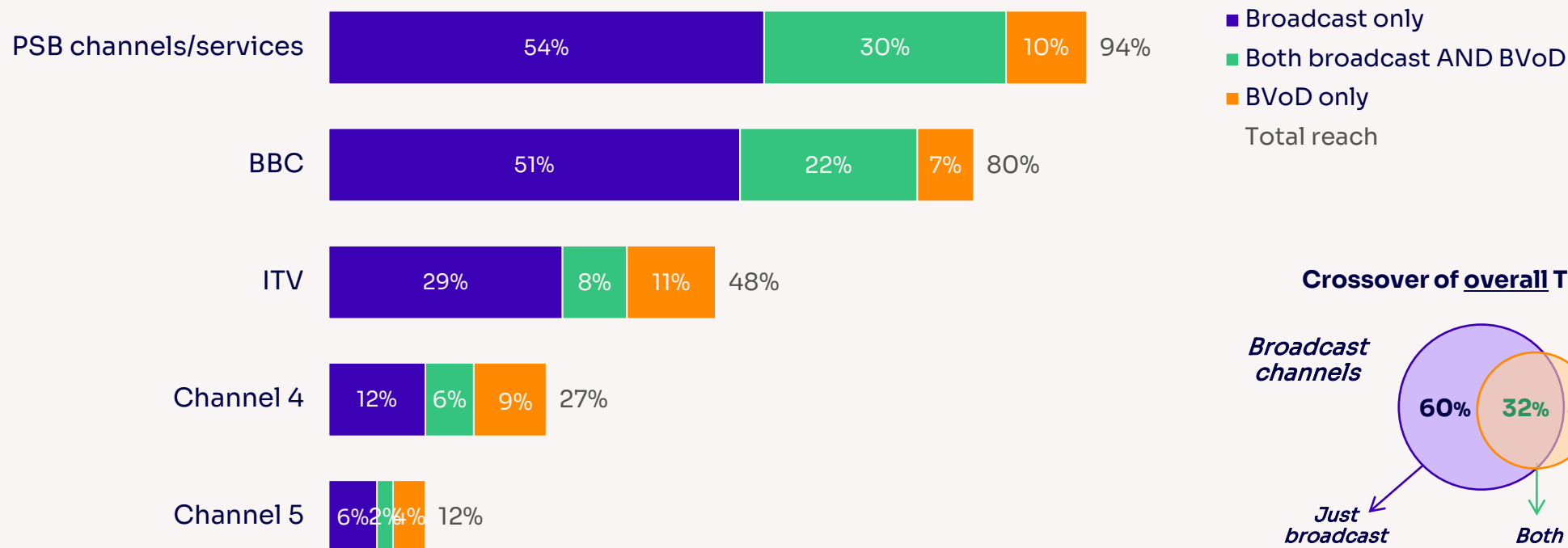
Base: All using broadcast TV for news – 2025=3019, 2024=3804, 2023=3216

Only sources with an incidence of 5%+ in 2025 are shown

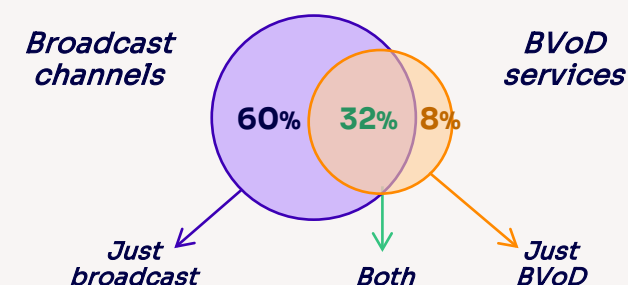
News from Public Service Broadcasters (PSB) is mainly accessed via broadcast TV, but three in ten claim to consume PSB news via TV and broadcast video-on-demand (BVoD)

Reach of PSB via TV and BVoD 2025

All adults 16+ using TV (broadcast or BVoD) for news



Crossover of overall TV usage



Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

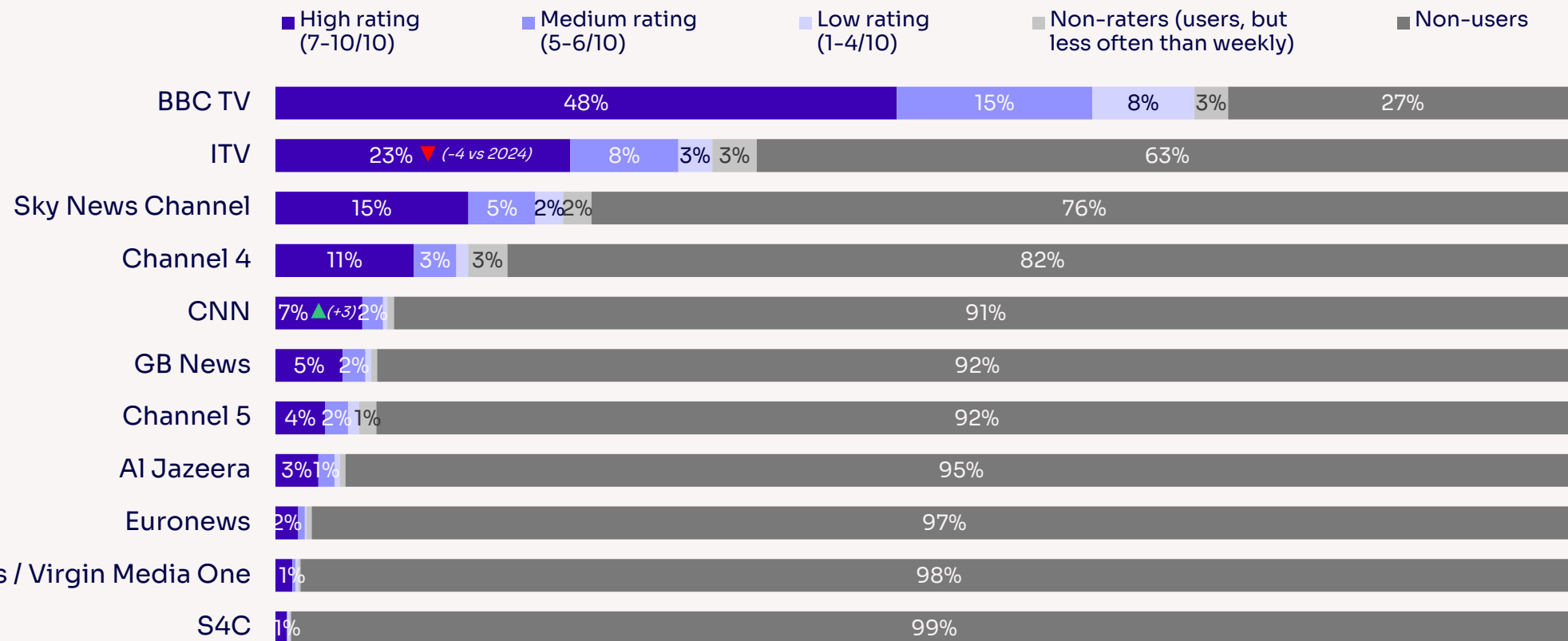
Question: D2a. Thinking specifically about television, which of the following do you use for news nowadays? D2ai. Which, if any, of the following on-demand or catch up services do you use for news nowadays?

Base: All using TV (broadcast or BVoD) for news 2025=3262

Half (48%) of all UK television audiences rate BBC TV highly for trust, but less than a quarter (23%) now rate ITV highly

Trust in TV broadcast channels 2025

All adults 16+ using TV (broadcast or BVoD) for news



▲ ▼ Significantly higher/lower than 2024

Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

Question: D2a. Thinking specifically about television, which of the following do you use for news nowadays? E3. And to what extent do you think the following statements apply to <BRAND> as a news source? Answer using a scale of 1 to 10

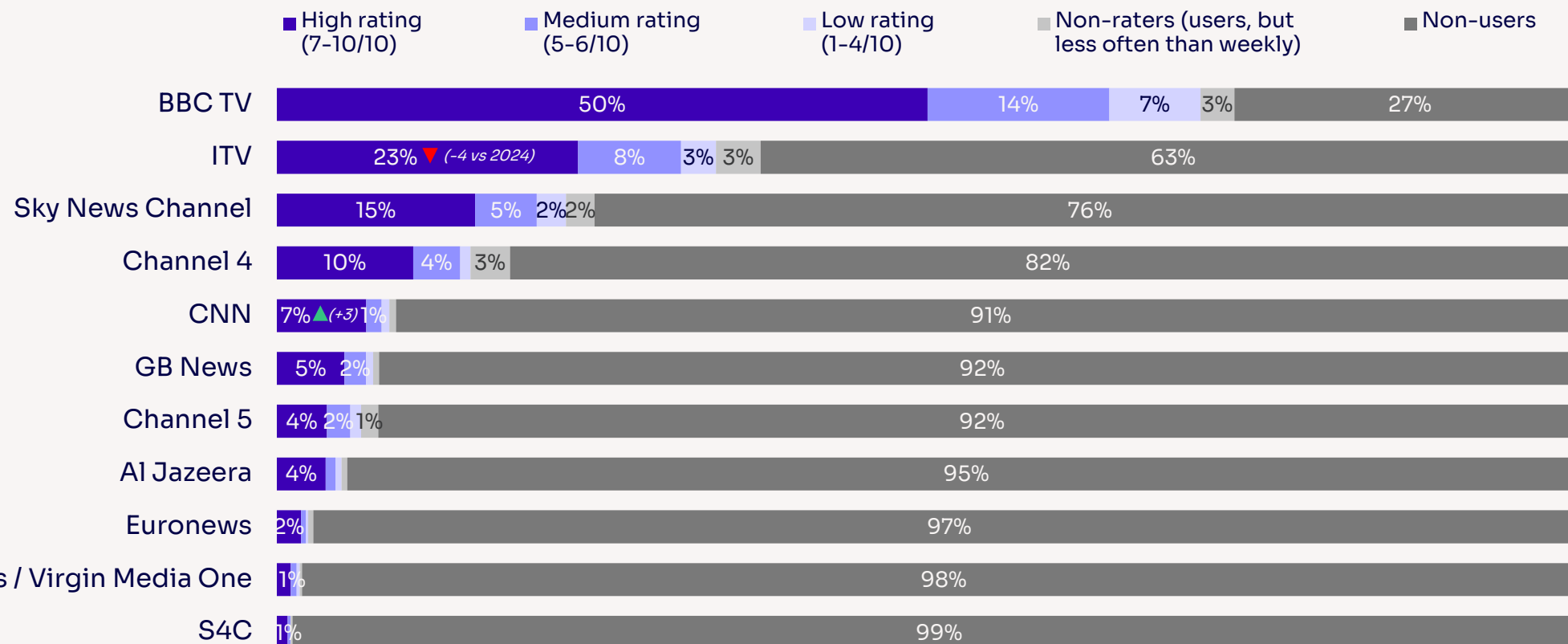
Base: All using TV (broadcast or BVoD) for news – 2025=3262

NOTE: Attribution statements were only asked of regular users (defined as using at least weekly); less frequent users and non-users were not asked to rate these statements

Similar ratings are seen for perceptions around accuracy. Half (50%) rate BBC TV highly for accuracy, but less than a quarter (23%) now rate ITV highly

Accuracy of TV broadcast channels 2025

All adults 16+ using TV (broadcast or BVoD) for news



▲ ▼ Significantly higher/lower than 2024

Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

Question: D2a. Thinking specifically about television, which of the following do you use for news nowadays? E3. And to what extent do you think the following statements apply to <BRAND> as a news source? Answer using a scale of 1 to 10

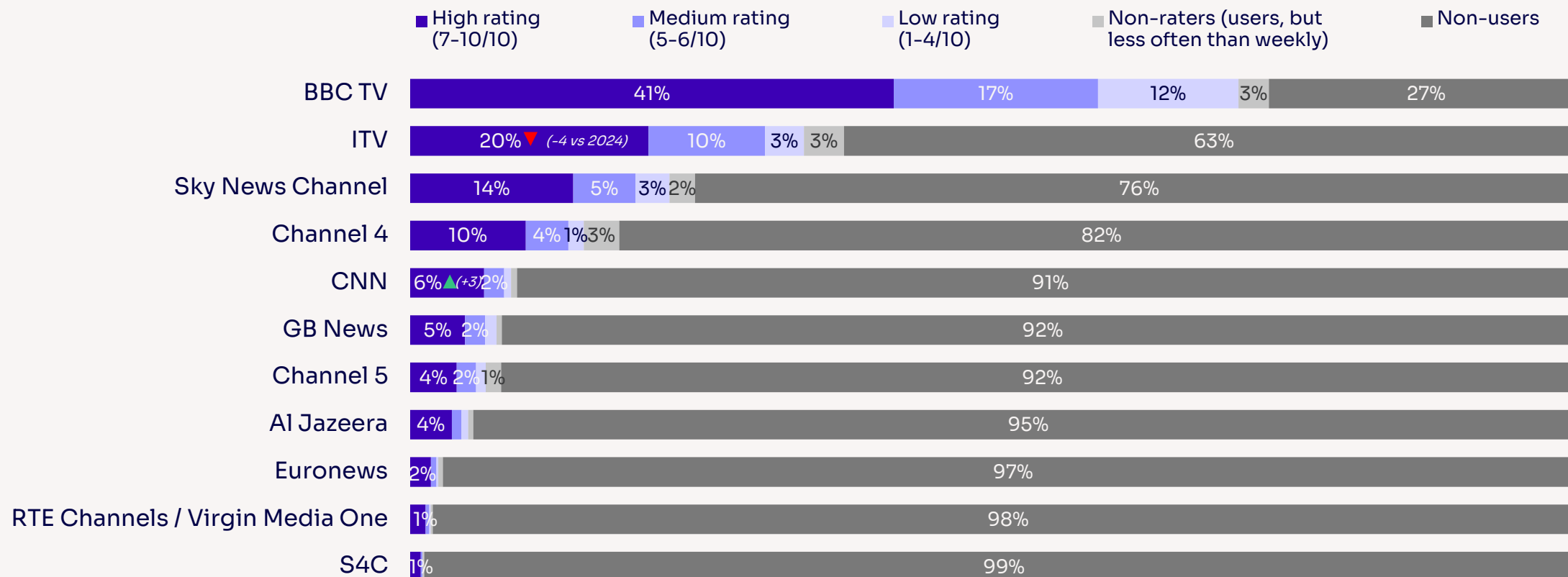
Base: All using TV (broadcast or BVoD) for news – 2025=3262

NOTE: Attribution statements were only asked of regular users (defined as using at least weekly); less frequent users and non-users were not asked to rate these statements

Perceptions of BBC TV remain more polarising regarding impartiality. Only on in five now rate ITV highly.

Impartiality of TV broadcast channels 2025

All adults 16+ using TV (broadcast or BVoD) for news



▲ ▼ Significantly higher/lower than 2024

Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

Question: D2a. Thinking specifically about television, which of the following do you use for news nowadays? E3. And to what extent do you think the following statements apply to <BRAND> as a news source? Answer using a scale of 1 to 10

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NOTE: Attribution statements were only asked of regular users (defined as using at least weekly); less frequent users and non-users were not asked to rate these statements

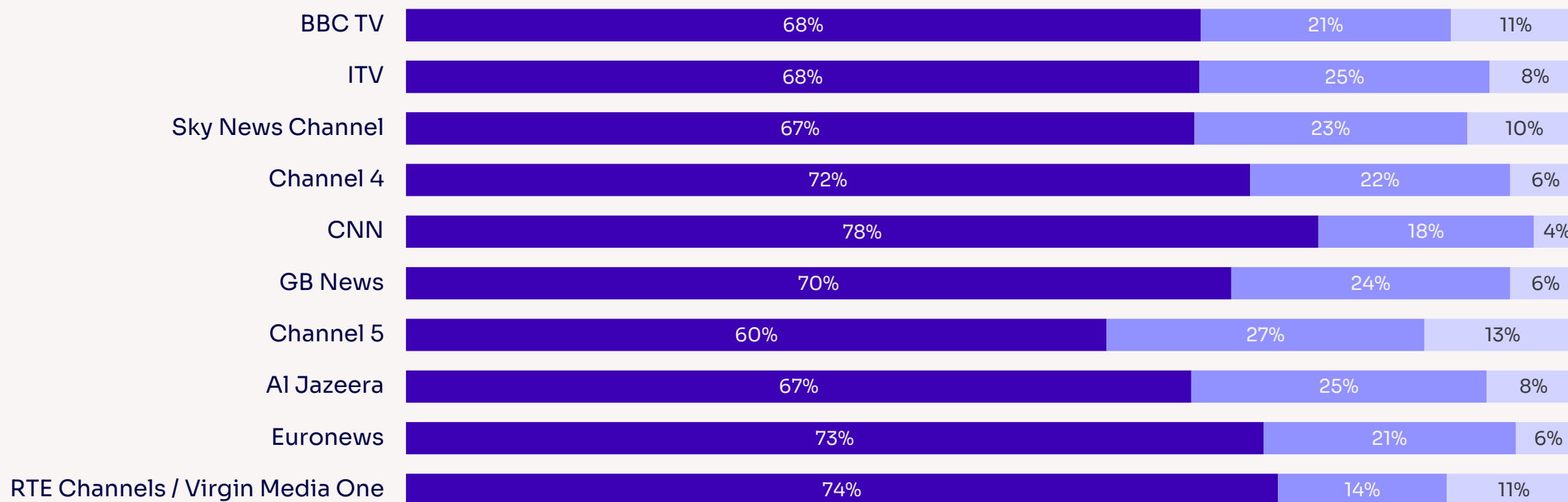
Among regular users, two thirds (68%) rate the BBC highly for trust in news.

Trust scores are strongest for regular users of CNN, RTE/Virgin Media One and Euronews

Trust in TV broadcast channels 2025

Regular users of each channel for news

■ High rating (7-10/10) ■ Medium rating (5-6/10) ■ Low rating (1-4/10)



Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

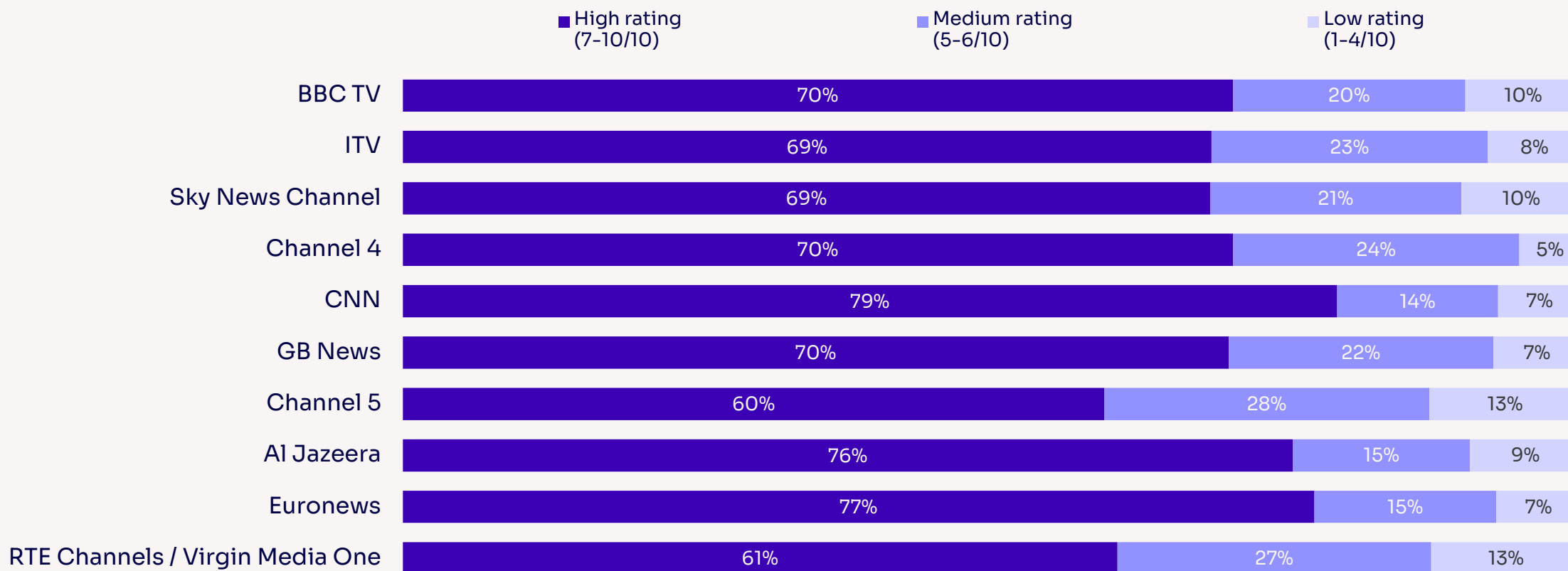
Question: E3. And to what extent do you think the following statements apply to <BRAND> as a news source? Answer using a scale of 1 to 10

Base: All adults 16+ using each source for news at least once a week 2025: BBC=2314, ITV=1320, Sky News Channel=757, Channel 4=512, CNN=279, GB News=245, Channel 5=236, Al Jazeera=181, Euronews=115, RTE/Virgin=100

Among regular users, seven in ten (70%) rate the BBC highly for news accuracy. Accuracy scores are strongest for regular users of CNN, Euronews and Al Jazeera

Accuracy of TV broadcast channels 2025

Regular users of each channel for news



Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

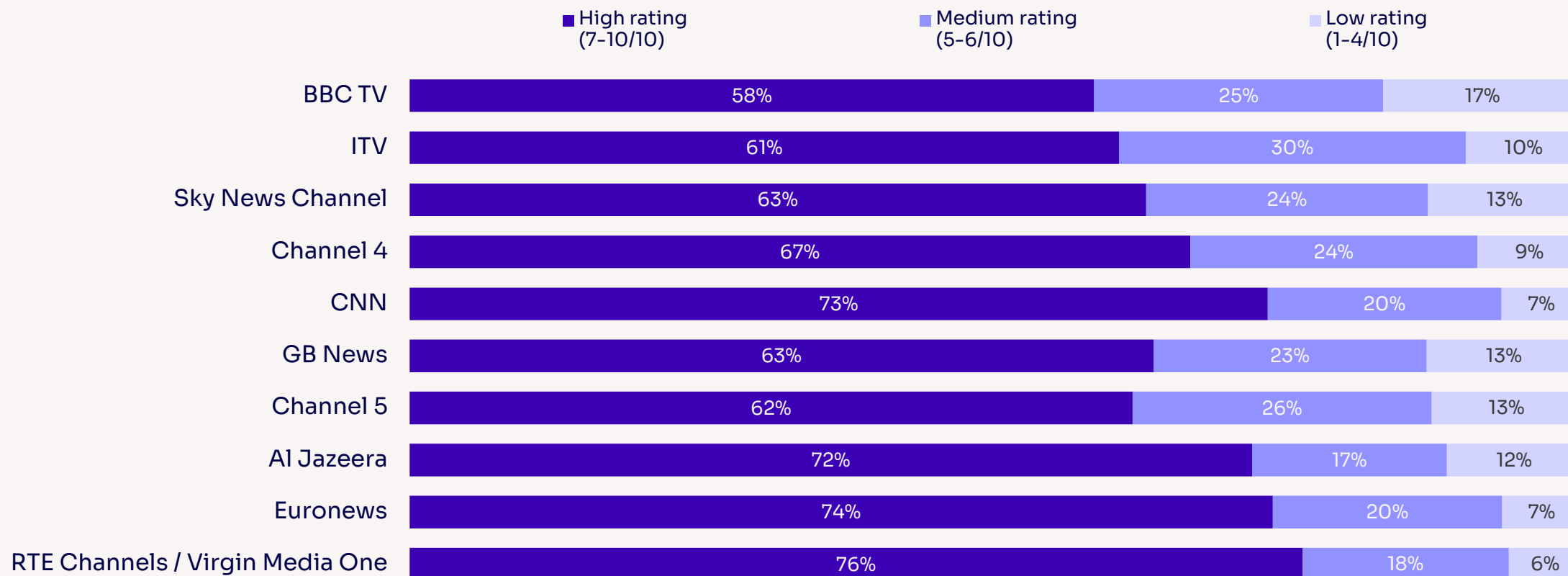
Question: E3. And to what extent do you think the following statements apply to <BRAND> as a news source? Answer using a scale of 1 to 10

Base: All adults 16+ using each source for news at least once a week 2025: BBC=2314, ITV=1320, Sky News Channel=757, Channel 4=512, CNN=279, GB News=245, Channel 5=236, Al Jazeera=181, Euronews=115, RTE/Virgin=100

Among regular users, three in five (58%) rate the BBC highly for news impartiality. Scores are strongest for regular users of RTE/Virgin Media One, Euronews and CNN

Impartiality of TV broadcast channels 2025

Regular users of each channel for news



Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

Question: E3. And to what extent do you think the following statements apply to <BRAND> as a news source? Answer using a scale of 1 to 10

Base: All adults 16+ using each source for news at least once a week 2025: BBC=2314, ITV=1320, Sky News Channel=757, Channel 4=512, CNN=279, GB News=245, Channel 5=236, Al Jazeera=181, Euronews=115, RTE/Virgin=100

Consistent with last year, regular users of BBC consider it to be the most important service, but BBC scores relatively poorly on being impartial and helping me to make up my mind. Regular users of CNN score it relatively strongly across all measures

Attributes of TV broadcast channels 2025

% of regular users of each source rating each source highly (7-10)

	TV broadcast channels TOTAL	BBC TV	ITV	Sky News	Channel 4	CNN	GB News	Channel 5	Al Jazeera	Euro news	RTE / Virgin Media
		2314	1320	757	512	279	245	236	181	115	100
Is important to me personally	72%	77% ▲	67% ▼	70%	65%	81%	71%	55% ▼	75%	74%	87%
Is high quality	73%	74%	72%	73%	75%	78%	70%	61% ▼	77%	80%	68%
Helps me understand what's going on in the world today	73%	75%	69%	72%	74%	78%	69%	57% ▼	79%	74%	68%
Is accurate	70%	70%	69%	69%	70%	79% ▲	70%	60%	76%	77%	61%
Is trustworthy	68%	68%	68%	67%	72%	78%	70%	60%	67%	73%	74%
Offers a range of opinions	66%	64%	66%	67%	69%	76% ▲	64%	58%	72%	72%	67%
Has a depth of analysis and content not available elsewhere	63%	62%	56% ▼	65%	68%	79% ▲	70%	51% ▼	79% ▲	70%	73%
Is impartial	62%	58%	61%	63%	67%	73% ▲	63%	62%	72%	74%	76%
Helps me make up my mind	61%	59%	58%	64%	63%	75% ▲	66%	54%	72%	74%	70%

Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

Question: E2. How important is <BRAND> as a source of news to you personally?

E3. And to what extent do you think the following statements apply to <BRAND> as a news source? Answer using a scale of 1 to 10

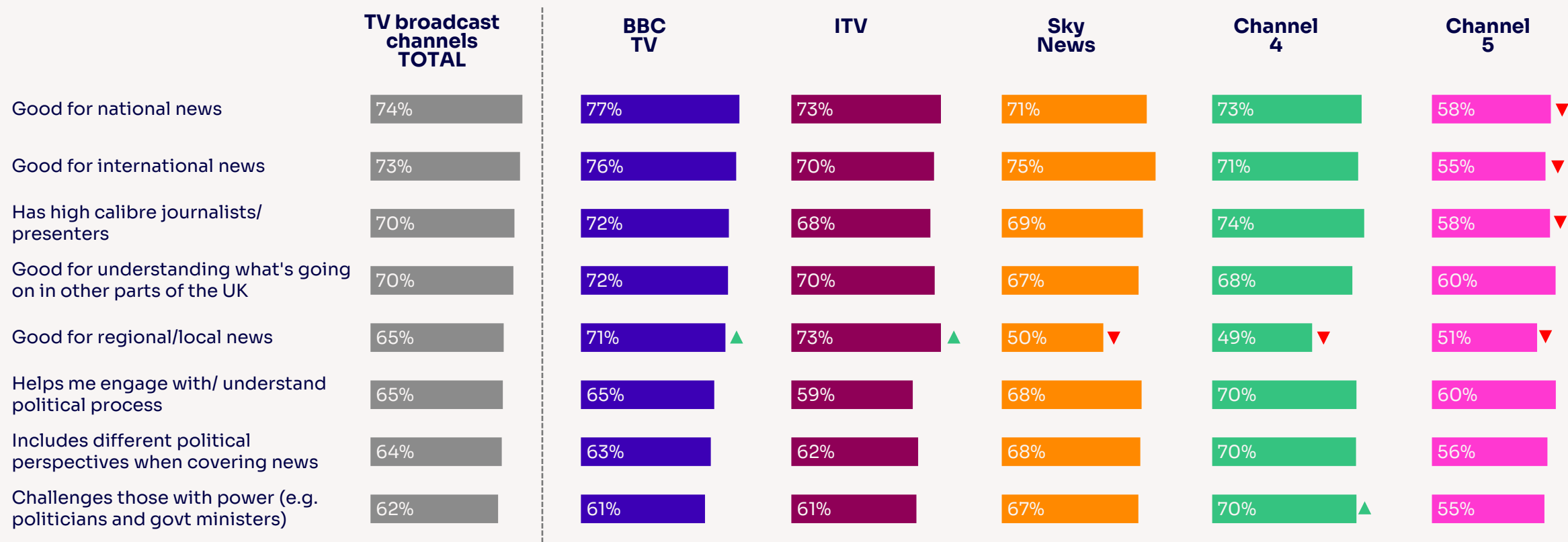
Base: All adults 16+ using each source for news at least once a week 2025 – bases shown above

▲ ▼ Significantly higher/lower than the TOTAL for TV broadcast channels

BBC TV is highly rated among its regular users for 'good national and international news'

Additional attributes of TV broadcast channels 2025

% of regular users of each source rating each source highly (7-10)



Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

Question: E2. How important is <BRAND> as a source of news to you personally?

E3. And to what extent do you think the following statements apply to <BRAND> as a news source? Answer using a scale of 1 to 10

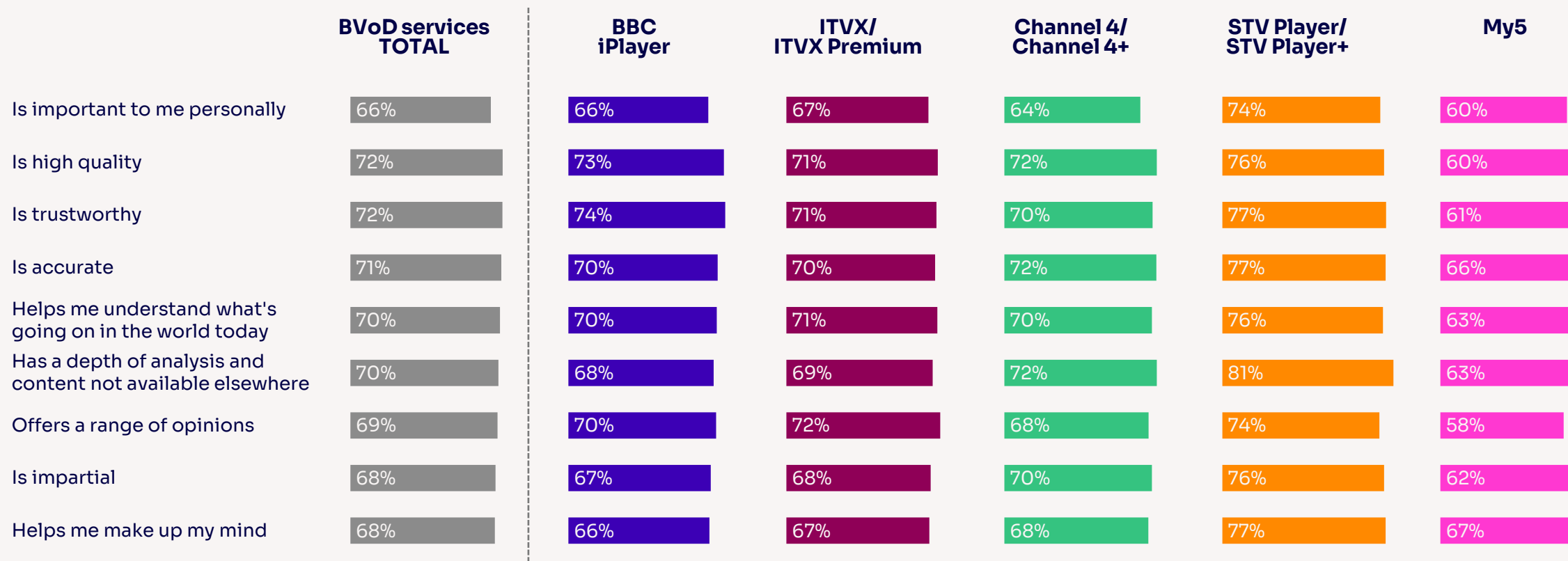
Base: All adults 16+ using each source for news at least once a week 2025 – BBC TV=2314, ITV=1320, Sky News=757, Channel 4=512, Channel 5=236

▲ ▼ Significantly higher/lower than the TOTAL for TV broadcast channels

STV Player is highly rated among its regular users

Attributes of TV BVoD services 2025

% of regular users of each source rating each source highly (7-10)



Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

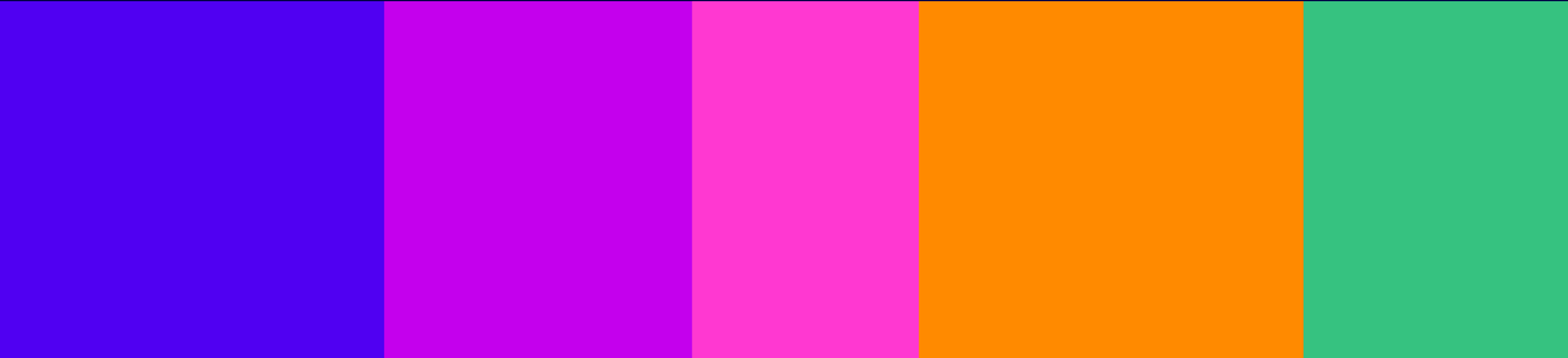
Question: E2. How important is <BRAND> as a source of news to you personally?

E3. And to what extent do you think the following statements apply to <BRAND> as a news source? Answer using a scale of 1 to 10

Base: All adults 16+ using each source for news at least once a week 2025 – BBC iPlayer=785, ITVX=447, Channel4/Channel4+=423, STV Player=183, My5=177

▲▼ Significantly higher/lower than the
TOTAL for TV BVoD services

News consumption via Online



Among those directly using websites or apps for news, BBC Online remains the most used source, followed by Sky, The Guardian/Observer and The Daily Mail

Websites/apps used for news nowadays

All adults 16+ using other websites/apps for news**

	2019	2020	2022*	2023	2024	2025
BBC news website/app****	65%	60%	62%	58%	59%	59%
Sky News website/app	20%	20%	20%	16%	20%	21%
'The Guardian/Observer' news website/app	18%	18%	19%	16%	20%	20%
'The Daily Mail' news website/app	17%	18%	18%	16%	19%	14% ▼
LADBible news website/app	6%	8%	6%	7%	9%	11%
HuffPost news website/app	11%	10%	7%	6%	8%	9%
Buzzfeed news website/app	9%	10%	7%	6%	10%	9%
GB News website/app*****	-	-	-	-	9%	8%
'The Telegraph' news website/app	8%	8%	7%	5%	9%	8%
'The Sun' news website/app	7%	6%	6%	6%	7%	8%
ITV/ITN news website/app***	8%	10%	8%	8%	9%	7%
Any local newspaper websites/apps	10%	10%	10%	8%	7%	7%
'The Times/Sunday Times' news website/app	4%	5%	5%	5%	5%	7%
'The Independent' news website/app	8%	7%	6%	5%	8%	6%
Channel 4 news website/app	4%	5%	6%	5%	6%	6%
'The Metro' news website/app	5%	6%	5%	4%	8%	6%
LBC News website/app*****	-	-	-	-	5%	6%

Net reach	2019	2020	2022*	2023	2024	2025
TV broadcaster websites/apps	74%	72%	74%	69%	73%	73%
Newspaper websites/apps	51%	52%	53%	47%	55%	53%

▲ ▼ Significantly higher/lower than 2024

Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

Question: D8a. Thinking about these ways of getting news (on any device), which of the following brands do you get news from online nowadays – i.e. which have you used in the last month or so? Are there any others? NOTE: Question and answer wording changed in 2024, so comparisons to previous years' data should be treated with caution

Base: All using other websites/apps for news** – 2025=1716, 2024=1749, 2023=1639, 2022 W2*=1021, 2020=1757, 2019=1773. *2022 W1, and 2021, data not shown because face-to-face fieldwork was not possible during Covid-19 pandemic. **This question was not asked to those that said they used social media and no other types of websites/apps site for news.

does not include mentions of STV or UTV **Includes Welsh language version *****GB News and LBC News added in 2024 Only sources with an incidence of >5% in 2025 are shown

Channel 4 online and The Guardian/Observer online performs well among its regular users, with both performing particularly well on 'high quality' and Channel 4 on 'depth of analysis'

Attributes of Other Websites/Apps 2025

% of regular users of each source rating each source highly (7-10)

	Other Websites/apps TOTAL	BBC news website/app	Sky News website/app	'The Guardian/Observer' website/app	'The Daily Mail' website/app	ITV/ITN news website/app	HuffPost news website/app	'The Telegraph' website/app	Channel 4 news website/app	'The Sun' website/app	'The Times/Sunday Times' website/app	'The Independent' website/app
		911	335	283	260	158	143	124	113	107	106	100
Is important to me personally	66%	75% ▲	66%	65%	59%	68%	54%	68%	78%	44% ▼	65%	50%
Helps me understand what's going on in the world today	69%	73%	73%	80%	58% ▼	74%	52% ▼	73%	78%	44% ▼	70%	72%
Is high quality	69%	74%	70%	83% ▲	51% ▼	72%	50% ▼	67%	83%	40% ▼	71%	72%
Is accurate	66%	71%	67%	76%	47% ▼	66%	56%	61%	77%	41% ▼	70%	71%
Is trustworthy	66%	70%	70%	76%	48% ▼	69%	52%	59%	76%	41% ▼	70%	68%
Has a depth of analysis and content not available elsewhere	61%	61%	62%	73%	43% ▼	66%	53%	70%	80% ▲	38% ▼	66%	67%
Offers a range of opinions	60%	62%	63%	64%	49% ▼	69%	52%	53%	71%	46%	60%	58%
Helps me make up my mind	59%	59%	62%	68%	42% ▼	69%	45%	62%	67%	34% ▼	54%	55%
Is impartial	56%	59%	63%	50%	38% ▼	61%	50%	40%	68%	32% ▼	65%	61%
Challenges those with power (e.g. politicians, govt ministers)	58%	57%	-	74% ▲	45% ▼	-	-	54%	-	38% ▼	62%	64%
Includes different political perspectives when covering news	52%	61% ▲	-	58%	44%	-	-	52%	-	35%	58%	61%

Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

Question: E2. How important is <BRAND> as a source of news to you personally?

E3. And to what extent do you think the following statements apply to <BRAND> as a news source? Answer using a scale of 1 to 10

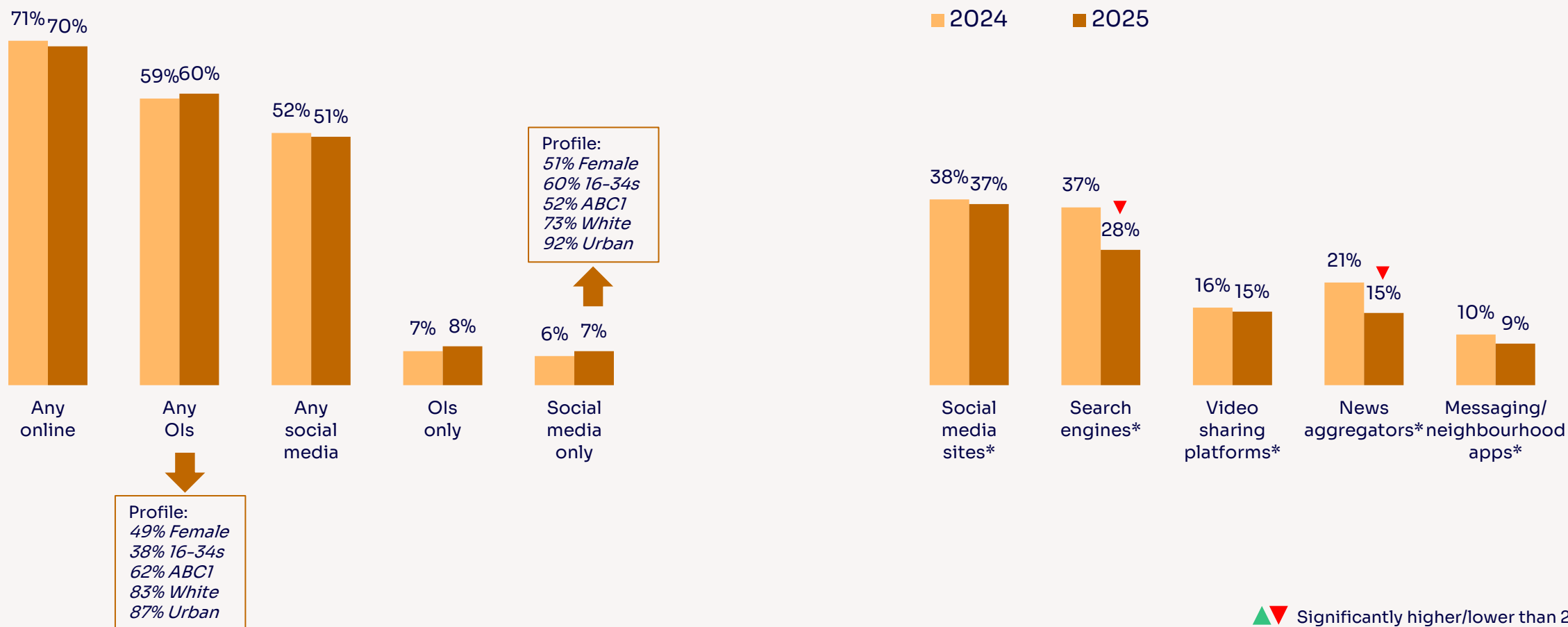
Base: All adults 16+ using each source for news at least once a week 2025 – bases shown above

▲ ▼ Significantly higher/lower than the TOTAL for Other websites/apps

Online Intermediation: Six in ten UK adults claim to use some form of online intermediary for their news consumption

Types of websites/apps used for news nowadays

All adults 16+



Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

Question: C1. Which of the following platforms do you use for news nowadays? C2. Which, if any, of the following online sources do you use for news nowadays?

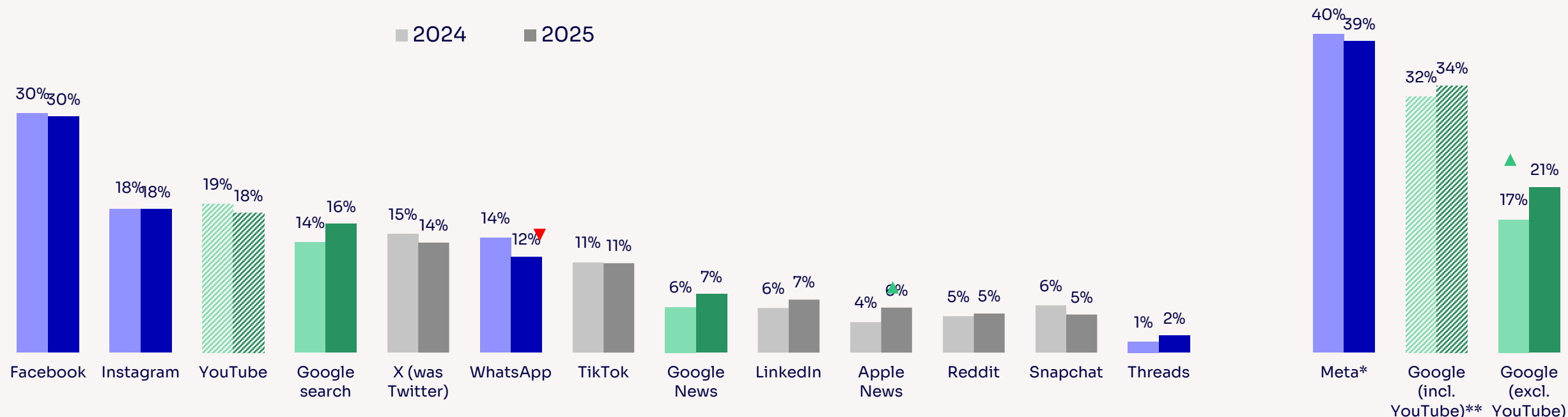
Base: All adults 16+ - 2025=4573, 2024=5466 Any Ols = Social media, search engines and news aggregators *Examples given for Social media sites (e.g. Facebook, X, TikTok), Video sharing platforms (e.g. YouTube, Vimeo), News aggregators (e.g. Apple News, Google News, Yahoo News), Messaging or neighbourhood apps (e.g. WhatsApp, Nextdoor)

*NOTE: Question filter changed in 2024, so not comparable to previous years' data

Meta sources continue to have the most prominent reach among online intermediaries

Intermediaries used for news nowadays

All adults 16+



Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

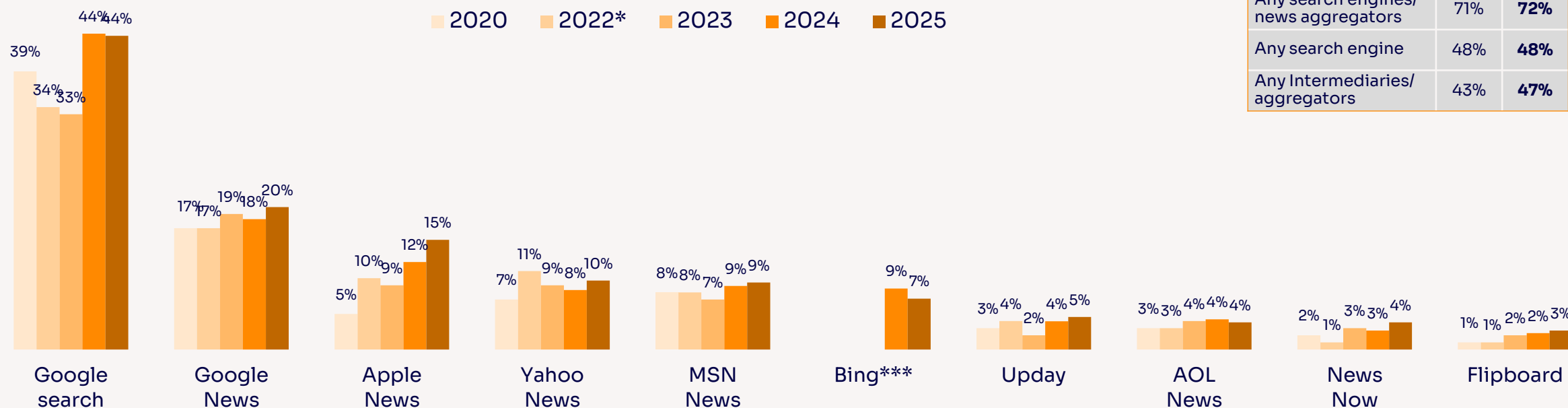
Question: D2a-D8a. Thinking specifically about <platform>, which of the following do you use for news nowadays? Base: All adults 16+ - 2025=4573, 2024=5466

Meta* = Facebook + Instagram + Threads + WhatsApp.

Among those using websites or apps for news, seven in ten claim to use search engines and/or news aggregators. Half claim to use a search engine, primarily Google search, and/or a news aggregator

Search engines/news aggregators used for news nowadays

All adults 16+ using other websites/apps for news**



Net reach	2024	2025
Any search engines/news aggregators	71%	72%
Any search engine	48%	48%
Any Intermediaries/aggregators	43%	47%

▲ ▼ Significantly higher/lower than 2024

Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

Question: D8aaa. Thinking specifically about search engines and news aggregators (e.g. websites/apps that bring together news from different news providers, such as Apple News, Google News or Yahoo News) on any device, which of the following do you use to access news nowadays – i.e. which have you used in the last month or so to access news?

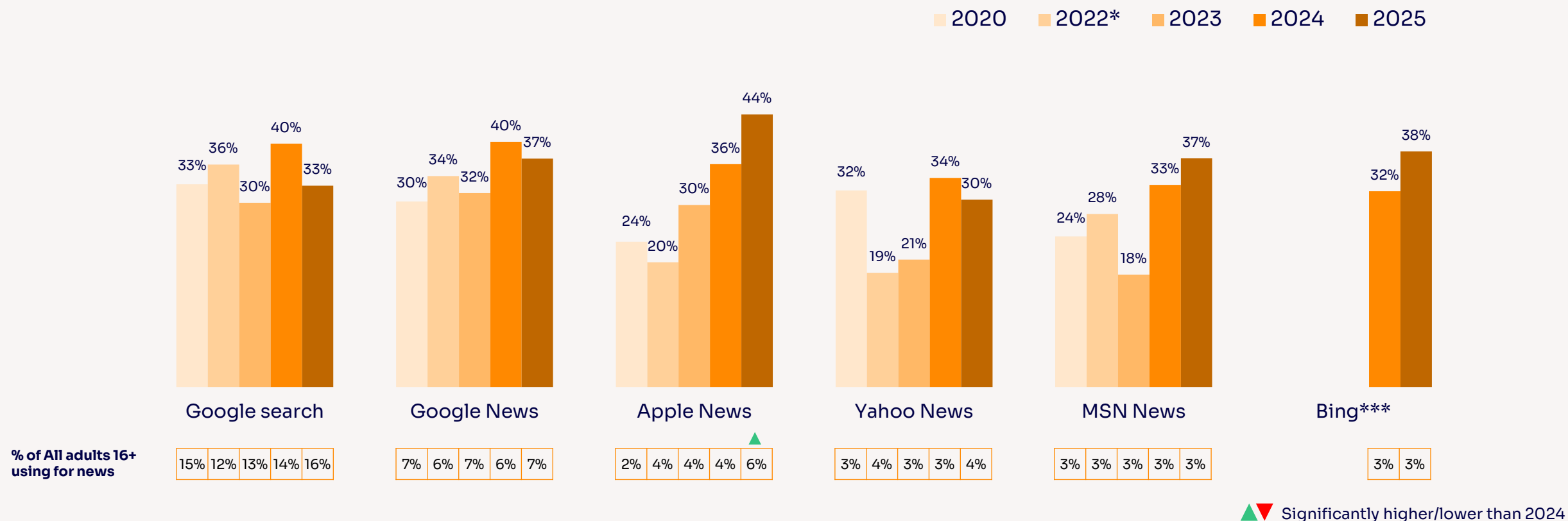
Base: All using other websites/apps for news** – 2025=1716, 2024=1749, 2023=1639, 2022 W2*=1021, 2020=1757. *2022 W1, and 2021, data not shown because face-to-face fieldwork was not possible during Covid-19 pandemic. **This question was not asked to those that said they used social media and no other types of websites/apps site for news. ***Bing added in 2024

NOTE: Question wording and structure changed in 2024, so comparisons to previous years' data should be treated with caution

Apple News, MSN News and Bing have all seen an increase in the proportion of users using them to access news multiple times a day

Search engines/news aggregators used multiple times a day

% of users of each source, using more than once a day to access news



% of All adults 16+ using for news

15% 12% 13% 14% 16%

7% 6% 7% 6% 7%

2% 4% 4% 4% 6%

3% 4% 3% 3% 4%

3% 3% 3% 3% 3%

3% 3%

Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

Question: D8bbb. And typically how often do you use <SOURCE>

Base: All using each source for news – 2025=145-799, 2024=167-785, 2023=139-580; All adults 16+ – 2025=4573, 2024=5466, 2023=4556

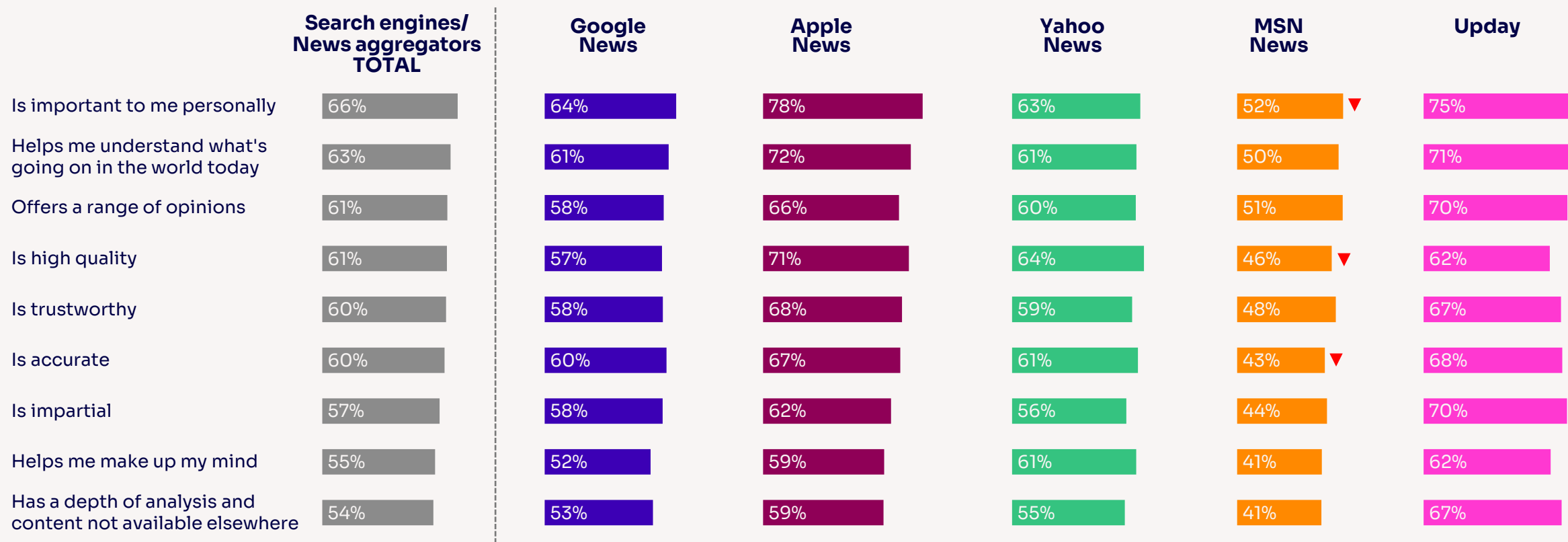
*2022 W1, and 2021, data not shown because face-to-face fieldwork was not possible during Covid-19 pandemic

***Bing added in 2024

Both Apple News and Upday are rated highly for 'helping what's going on in the world'. Apple is also rated highly for 'high quality' and Upday for 'offering a range of opinions' and 'impartiality'

Attributes of search engines/news aggregators sites 2025

% of regular users of each source rating each source highly (7-10)



Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

Question: E2. How important is <BRAND> as a source of news to you personally?

E3. And to what extent do you think the following statements apply to <BRAND> as a news source? Answer using a scale of 1 to 10

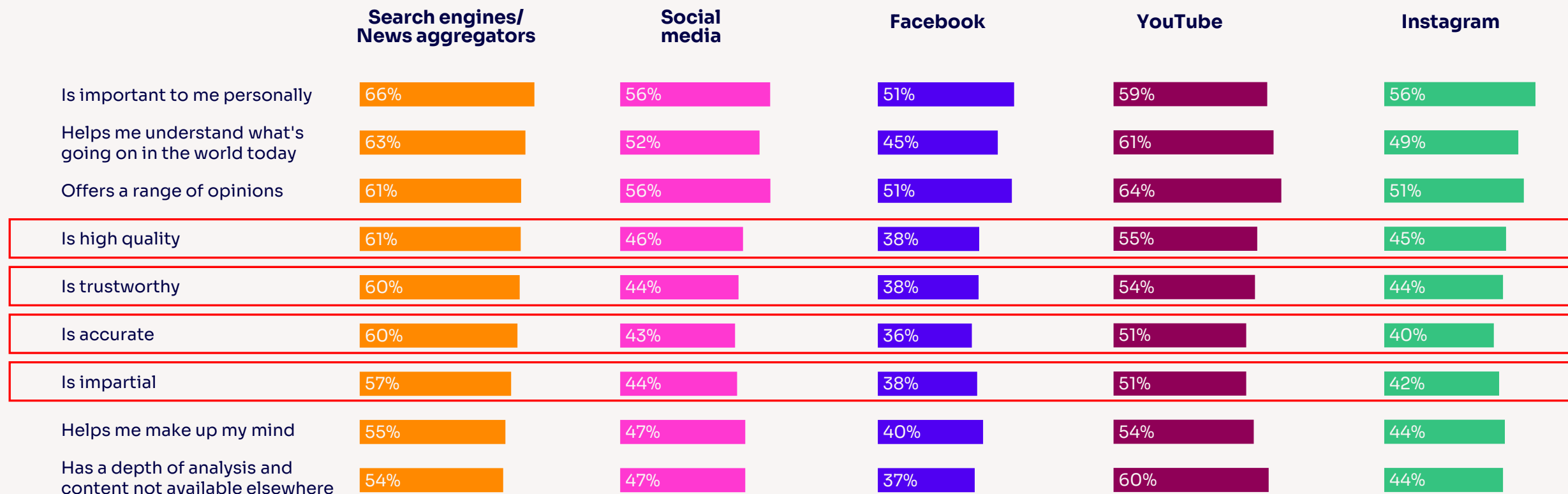
Base: All adults 16+ using each source for news at least once a week 2025 – Google News=360, Apple News=261, Yahoo News=195, MSN News=152, Upday=102

▲ ▼ Significantly higher/lower than the TOTAL
for Search engines/News aggregator sites

Search engines/news aggregators continue to score better than social media, in particular Facebook, for being 'trustworthy', 'high quality', 'accurate' and 'impartial'

Attributes of online platforms 2025

% of regular users of each source rating each source highly (7-10)



Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

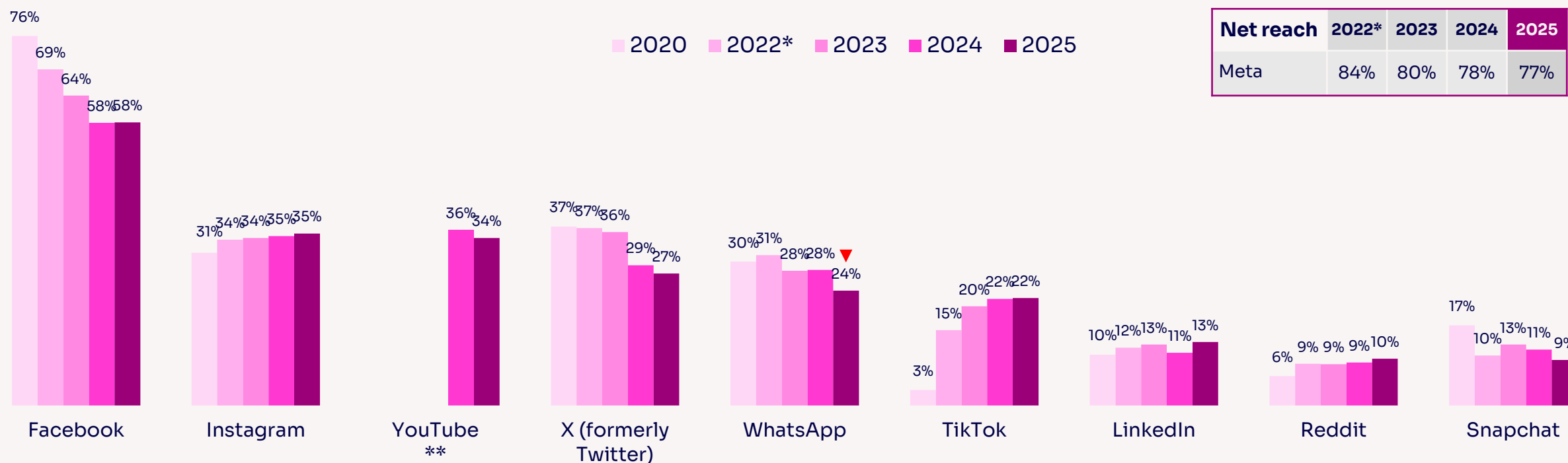
Question: E2. How important is <BRAND> as a source of news to you personally? E3. And to what extent do you think the following statements apply to <BRAND> as a news source?
Answer using a scale of 1 to 10.

Base: All ratings by those using each platform for news at least weekly 2025 – Search engines/news aggregators=1130, Social media=4389, Facebook=1376, YouTube=871, Instagram=783

Among adults using social media for news, Facebook remains the most popular source. Compared to 2024, smaller proportions are now using WhatsApp. Meta's overall reach has declined each year since 2022.

Social media used for news nowadays

All adults 16+ using social media for news



▲ ▼ Significantly higher/lower than 2024

Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

Question: D7a. Thinking specifically about social media (on any device), which of the following do you use to access news nowadays – i.e. which have you used in the last month or so to access news? Base: All using social media for news – 2025=2336, 2024=2764, 2023=2220, 2022 W2*=1365, 2020=2143

*2022 W1, and 2021, data not shown because face-to-face fieldwork was not possible during Covid-19 pandemic

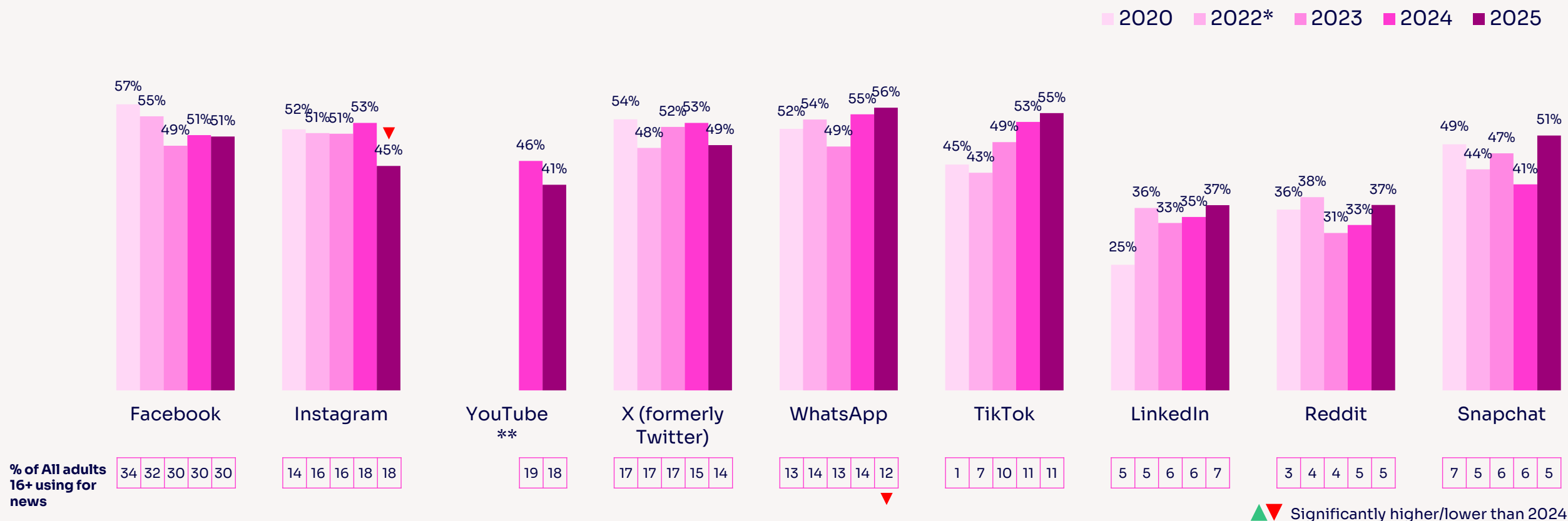
**pre-2024, use of YouTube was asked about in the context of news websites/apps, switched to social media in 2024

Only sources with an incidence of 5%+ in 2025 are shown

The proportion of users that access news multiple times a day on social media remains generally consistent with 2024. However, fewer are now using Instagram

Social media used multiple times a day

% of users of each source, using more than once a day to access news



Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

Question: D7b. And typically how often do you read/watch/listen to the news on <social media site>

Base: All using each source for news – 2025=254-1431, 2024=257-1707, 2023=227-1427; All adults 16+ 2025=4573, 2024=5466, 2023=4556

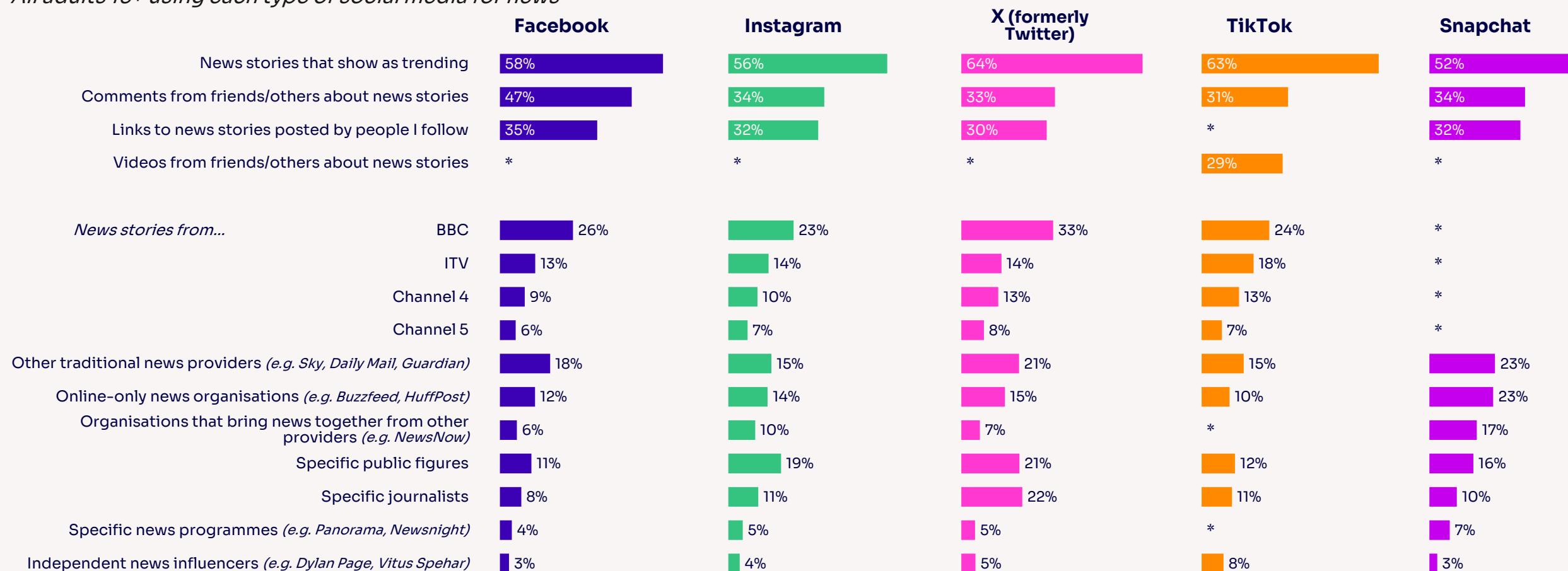
*2022 W1, and 2021, data not shown because face-to-face fieldwork was not possible during Covid-19 pandemic

**pre-2024, use of YouTube was asked about in the context of news websites/apps, switched to social media in 2024

Seeing trending news, comments and links remain the most common ways of consuming news via social media rather than news stories from the publishers, public figures, journalists and influencers

Sources of news seen on social media sites 2025

All adults 16+ using each type of social media for news



Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

Question: D9. Earlier you mentioned that you get news from <social media site>. Which of the following do you see on <social media site> nowadays?*

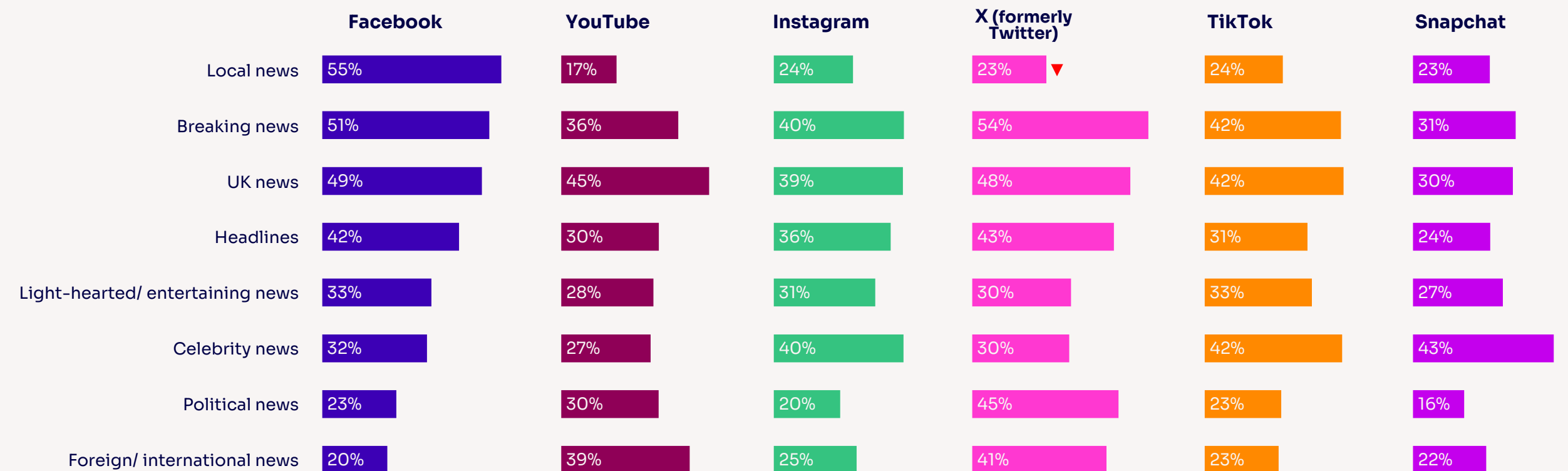
Base: All Adults 16+ using each site for news 2025 – Facebook=1431, Instagram=832, X=646, TikTok=517, Snapchat=260

*Not included in the answer list for this social media site **Question wording changed in 2025, so not comparable to previous years' data

Most social media sites (and X in particular) are used for breaking news. Facebook is most likely to be used for local news, whilst Instagram, Snapchat and TikTok are more likely to be used for celebrity news

Types of news that social media sites are used for 2025

All adults 16+ using each type of social media for news



▲ ▼ Significantly higher/lower than 2024

Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

Question: D11. Which of the following types of news do you use <social media site> for?

Base: All Adults 16+ using each site for news 2025 – Facebook=1431, YouTube=917, Instagram=832, X=646, TikTok=517, Snapchat=260

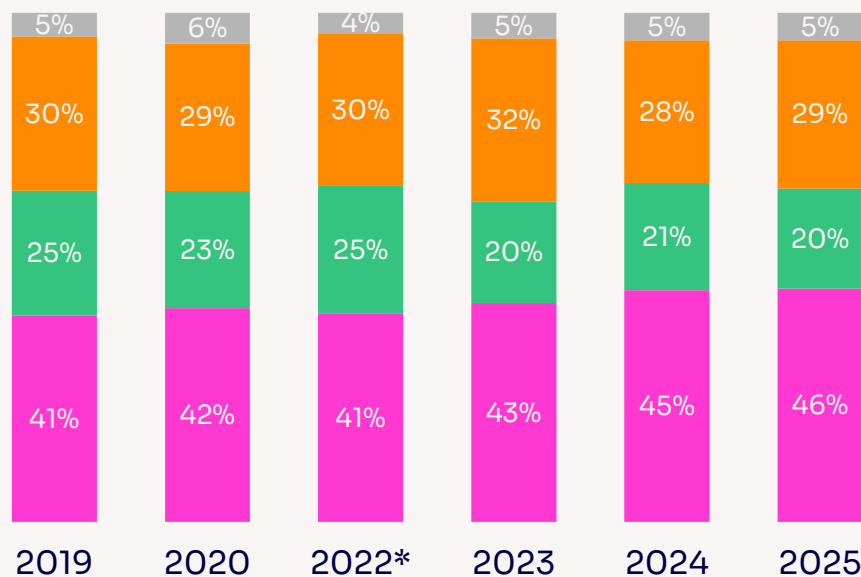
Those consuming news via social media remain more likely to get their online news from 'posts' rather than 'directly from news organisations websites or apps'. This is particularly true for younger age groups

Use of social media vs. news organisations' websites/apps

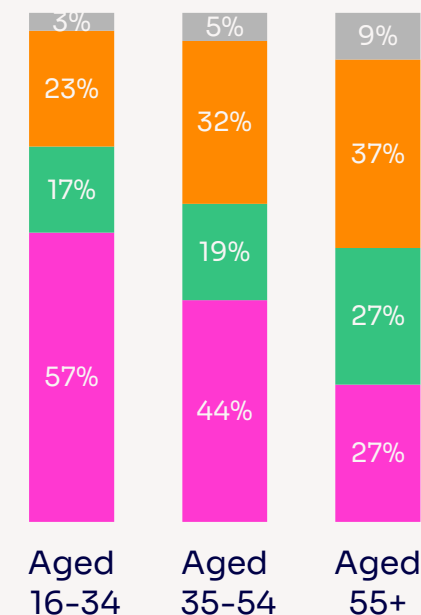
All adults 16+ using social media for news

All adults 16+ using social media for news

- DK
- Mostly get news directly from news organisations' websites/app
- Get news equally from social media posts and from news organisations' websites/apps
- Mostly get news from social media posts



2025 – by age group



▲ ▼ Significantly higher/lower than 2024

Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

Question: D15. And if you had to choose, which one of the following would you say is closest to the way you find out about news when you're online?

Base: All using social media for news – 2025=2336, 2024=2764, 2023=2220, 2022 W2*=1365, 2020=2143, 2019=2331

*2022 W1, and 2021, data not shown because face-to-face fieldwork was not possible during Covid-19 pandemic

Social media platforms continue to score relatively poorly across most attributes, with Facebook receiving the lowest and YouTube and Snapchat the highest scores

Attributes of Social Media sites 2025

% of regular users of each source rating each source highly (7-10)

	Social Media sites TOTAL	Facebook	YouTube	Instagram	X (formerly Twitter)	TikTok	Snapchat
		1376	871	783	622	494	243
Is important to me personally	56%	51%	59%	56%	59%	58%	64%
Offers a range of opinions	56%	51% ▼	64% ▲	51%	59%	60%	60%
Helps me understand what's going on in the world today	52%	45% ▼	61% ▲	49%	53%	55%	59%
Includes different political perspectives when covering news	52%	43% ▼	61% ▲	50%	59%	50%	59%
Challenges those with power (e.g. politicians, govt ministers)	48%	39% ▼	59% ▲	48%	50%	52%	56%
Has a depth of analysis and content not available elsewhere	47%	37% ▼	60% ▲	44%	49%	50%	59% ▲
Helps me make up my mind	47%	40% ▼	54% ▲	44%	49%	49%	61% ▲
Is high quality	46%	38% ▼	55% ▲	45%	43%	50%	62% ▲
Is trustworthy	44%	38% ▼	54% ▲	44%	41%	43%	58% ▲
Is impartial	44%	38% ▼	51% ▲	42%	45%	44%	58% ▲
Is accurate	43%	36% ▼	51% ▲	40%	44%	47%	56% ▲

Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

Question: E2. How important is <BRAND> as a source of news to you personally?

E3. And to what extent do you think the following statements apply to <BRAND> as a news source? Answer using a scale of 1 to 10

Base: All adults 16+ using each source for news at least once a week 2025 – bases shown above

▲ ▼ Significantly higher/lower than the TOTAL for Social Media sites

Among those who follow news organisations on social media, the BBC remains the most common source, generally followed by Sky News and ITV

Top 10 News organisations followed/subscribed to on Social Media sites 2025

All adults 16+ using each type of social media for news

Facebook		YouTube		Instagram		X (formerly Twitter)		TikTok		Snapchat**	
BBC News	29%	BBC News	20%	BBC News	27%	BBC News	29%	BBC News	18%	Sky News	18%
Sky News	16%	Sky News	14%	ITV News	13%	Sky News	20%	ITV News	13%	CNN	15%
ITV News	12%	CNN	10%	Sky News	13%	CNN	12%	Sky News	13%	NBC News	12%
LADBible	9%	ITV News	9%	CNN	10%	Channel 4 News	9%	CNN	9%	CBS News	11%
The Daily Mail	8%	Channel 4 News	6%	LADBible	9%	ITV News	9%	Channel 4 News	9%	BuzzFeed	10%
CNN	8%	Channel 5 News	5%	Channel 4 News	8%	The Daily Mail	8%	The Daily Mail	8%	The Daily Mail	9%
The Sun	7%	NBC News	5%	BuzzFeed	7%	Guardian/Observer	8%	NBC News	6%	The Sun	9%
Channel 4 News	7%	CBS News	5%	Channel 5 News	7%	Channel 5 News	7%	Channel 5 News	5%	The i newspaper	9%
Any local newspaper	7%	The Sun	4%	Guardian/Observer	6%	The Telegraph	7%	The Sun	5%	The Independent	8%
Guardian/Observer	6%	The Daily Mail	4%	The Daily Mail	6%	The New York Times	7%	Guardian/Observer	5%	The Daily Mirror	8%

Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

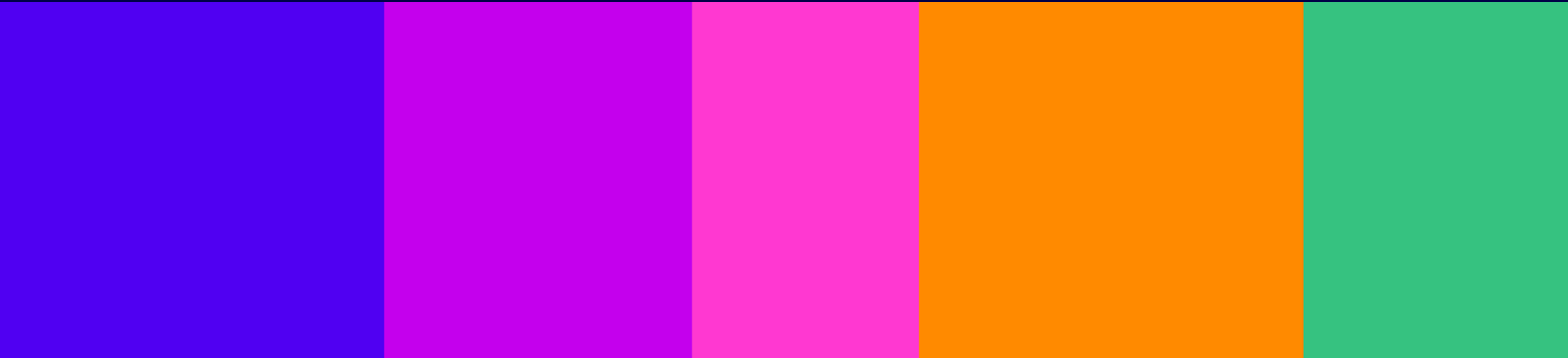
Question: D12a/D12c. Which, if any, of the following news sources do you [follow/subscribe to] on <social media site>?*

Base: All Adults 16+ using each site for news 2025 – Facebook=1431, YouTube=917, Instagram=832, X=646, TikTok=517, Snapchat=260

*List of news organisations changed in 2025, so not comparable to previous years' data

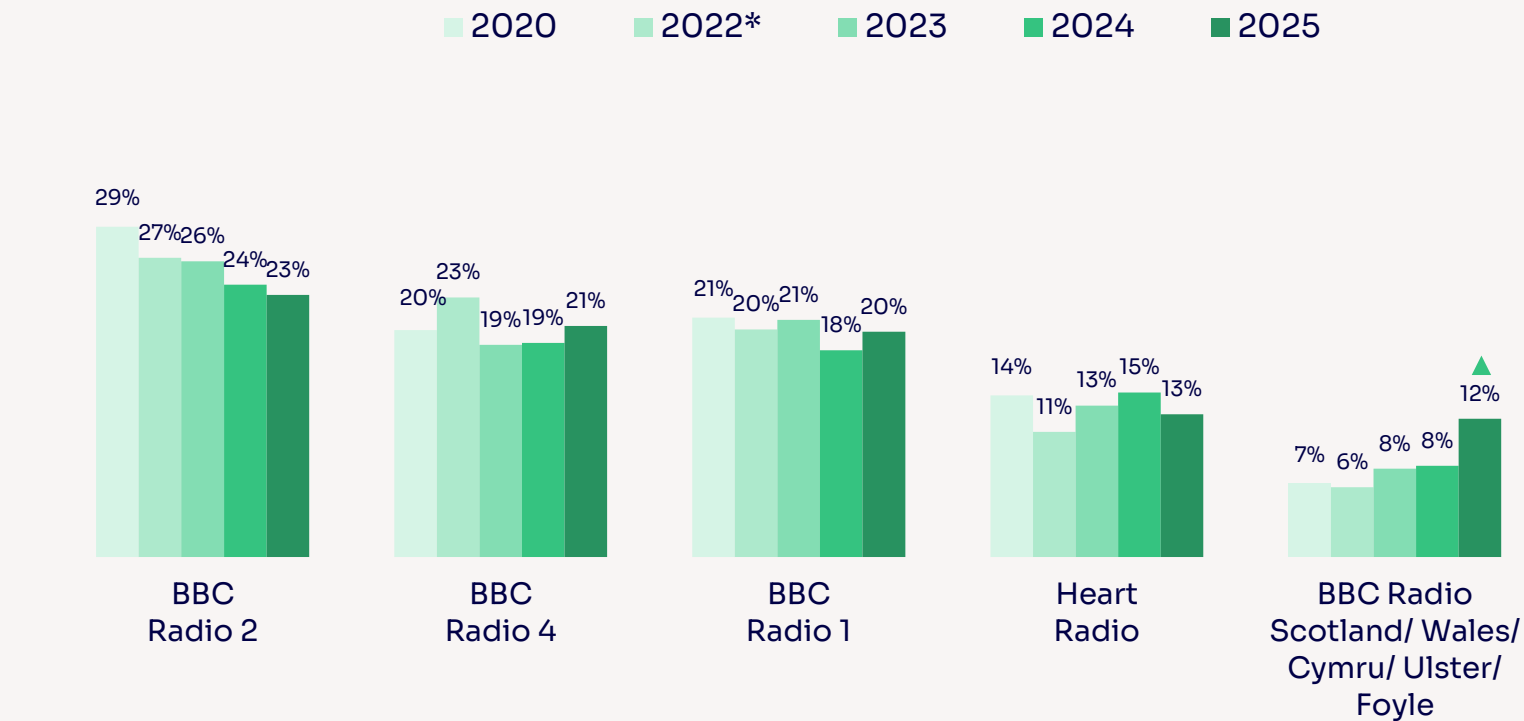
**PBS broadcasters are not included in the answer list for Snapchat

News consumption via radio



Among adults that use radio for news, seven in ten listen to a BBC radio station and six in ten a commercial radio station

Radio stations used for news nowadays
All adults 16+ using radio for news



Net reach of stations	2020	2022*	2023	2024	2025
Any BBC Radio	73%	71%	71%	68%	72%
UK-wide BBC Radio	67%	65%	65%	61%	65%
Commercial radio	59%	56%	62%	62%	61%
BBC Radio only	38%	40%	33%	34%	37%
Commercial radio only	24%	26%	24%	28%	26%
Both BBC and Commercial	35%	31%	37%	33%	35%

▲ ▼ Significantly higher/lower than 2024

Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample
Question: D6a. Thinking specifically about radio stations, which of the following do you use for news nowadays?
Base: All using radio for news – 2025=1795, 2024=2319, 2023=1807, 2022 W2*=1176, 2020=1975. Only sources with an incidence of 7%+ in 2025 are shown
*2022 W1, and 2021, data not shown because face-to-face fieldwork was not possible during Covid-19 pandemic
Note: Radio stations include short news bulletins at the start of each hour which aren't measured through the industry metric, RAJAR. Our survey helps us understand the role radio plays in news consumption.

BBC Radio 4 listeners give the strongest scores, especially for 'offering a range of opinions' and having 'a depth of analysis and content not available elsewhere'

Attributes of Radio stations 2025

% of regular users of each source rating each source highly (7-10)

	Radio stations TOTAL	BBC Radio 4	BBC Radio 5 Live	Other BBC Radio	Heart Radio	LBC Radio	Capital Radio	talkSPORT/ talkSPORT2/ talkRADIO
		292	189	776	174	105	113	116
Is important to me personally	64%	76% ▲	55%	68%	51% ▼	67%	52%	61%
Is high quality	70%	76%	73%	72%	52% ▼	77%	60%	61%
Is accurate	68%	76%	67%	68%	55% ▼	80%	57%	60%
Helps me understand what's going on in the world today	68%	76%	68%	68%	53% ▼	75%	63%	52%
Is trustworthy	67%	75%	65%	66%	60%	79%	60%	56%
Offers a range of opinions	62%	73% ▲	65%	60%	42% ▼	76%	54%	59%
Is impartial	61%	66%	65%	61%	50%	68%	53%	56%
Helps me make up my mind	60%	67%	59%	61%	38% ▼	70%	59%	54%
Has a depth of analysis and content not available elsewhere	57%	70% ▲	59%	55%	35% ▼	70%	49%	54%

Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

Question: E2. How important is <BRAND> as a source of news to you personally?

E3. And to what extent do you think the following statements apply to <BRAND> as a news source? Answer using a scale of 1 to 10

Base: All adults 16+ using each source for news at least once a week 2025 – bases shown above

▲ ▼ Significantly higher/lower than the TOTAL for Radio stations

BBC Radio 4 listeners also give the highest scores across a range of additional attributes

Additional attributes of Radio stations 2025

% of regular users of each source rating each source highly (7-10)

	Radio stations TOTAL	BBC Radio 4	BBC Radio 5 Live	Other BBC Radio	Heart Radio
		292	189	776	174
Good for national news	70%	81% ▲	70%	72%	52% ▼
Good for international news	67%	76%	68%	69%	41% ▼
Has high calibre journalists/presenters	65%	77% ▲	61%	66%	46% ▼
Good for understanding what's going on in other parts of the UK	64%	66%	58%	67%	49% ▼
Includes different political perspectives when covering news	59%	68%	63%	60%	42% ▼
Helps me engage with/ understand political process	59%	71% ▲	56%	61%	35% ▼
Challenges those with power (e.g. politicians and govt ministers)	56%	71% ▲	56%	53%	32% ▼
Good for regional/local news	55%	44%	49%	62%	51%

Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

Question: E2. How important is <BRAND> as a source of news to you personally?

E3. And to what extent do you think the following statements apply to <BRAND> as a news source? Answer using a scale of 1 to 10

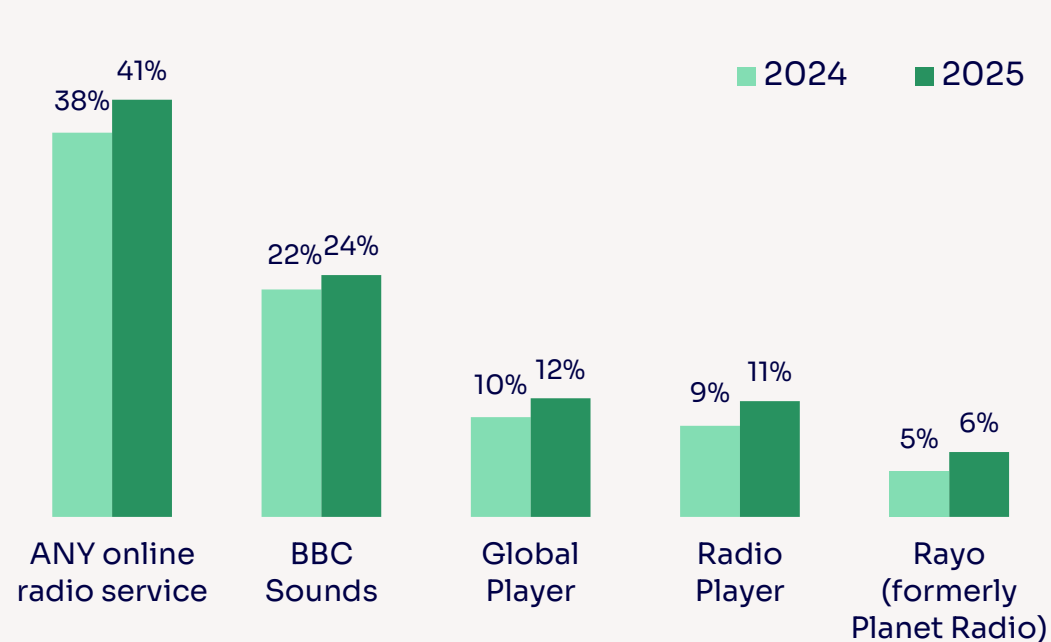
Base: All adults 16+ using each source for news at least once a week 2025 – bases shown above

▲ ▼ Significantly higher/lower than the TOTAL for Radio stations

Four in ten radio listeners now use an online radio service for news, BBC sounds is the most popular

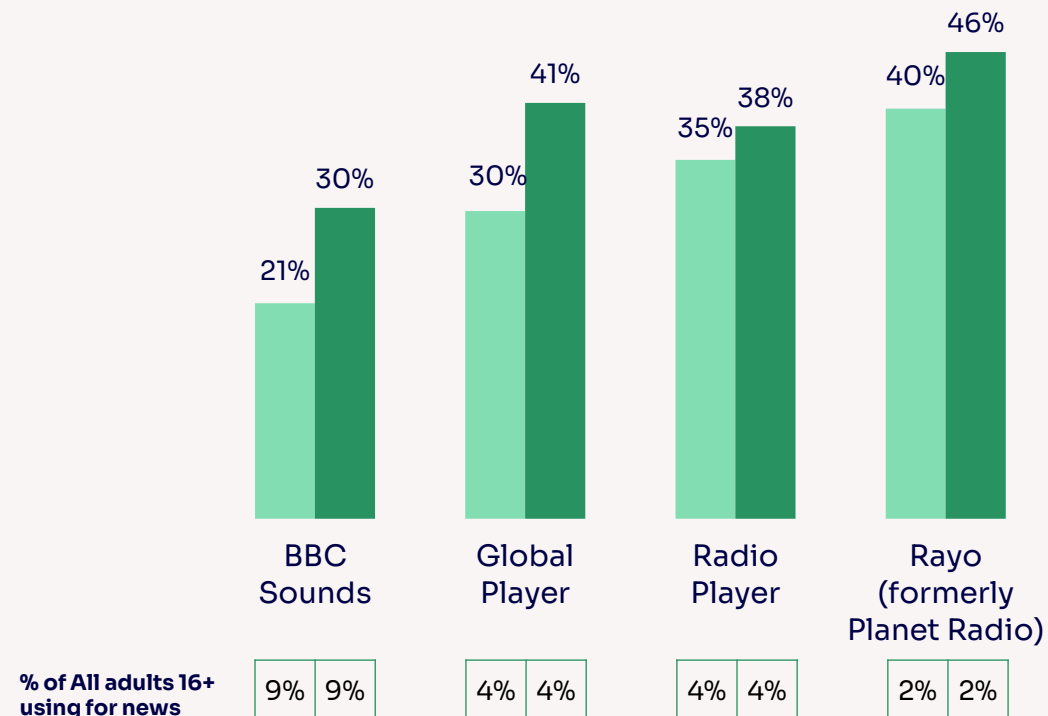
Online radio services used for news nowadays

All adults 16+ using radio for news



Online radio service used multiple times a day

% of users of each source, using more than once a day to access news



Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

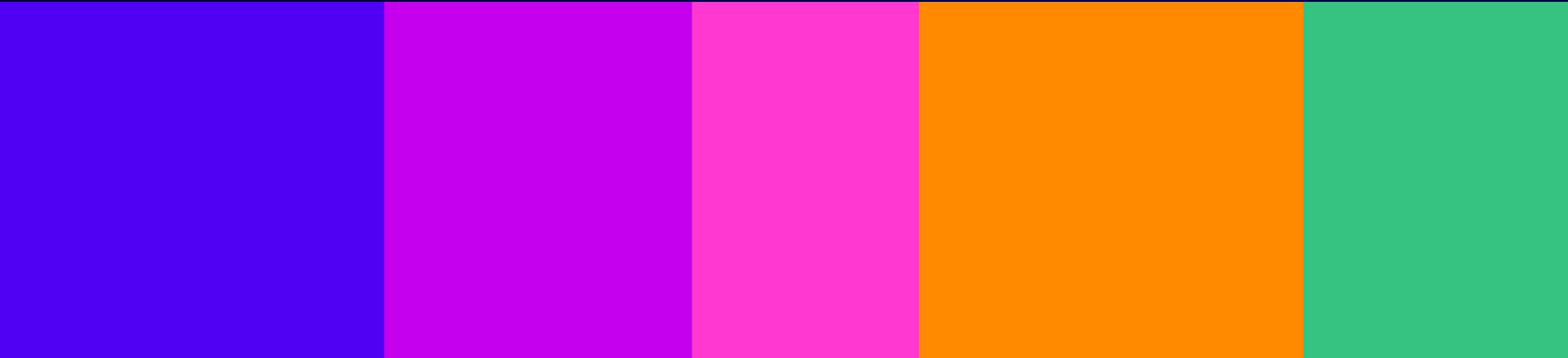
Question: D6c. On which of the following online radio services do you listen to news nowadays? This could be on live radio or catch-up radio.

Base: All using radio for news – 2025=1795, 2024=2319

Question: D6ci. And typically how often do you use <SOURCE>? Base: All using each source for news – 2025=121-436, 2024=107-549; All adults 16+ – 2025=4573, 2024=5466

Online radio service questions added in 2024

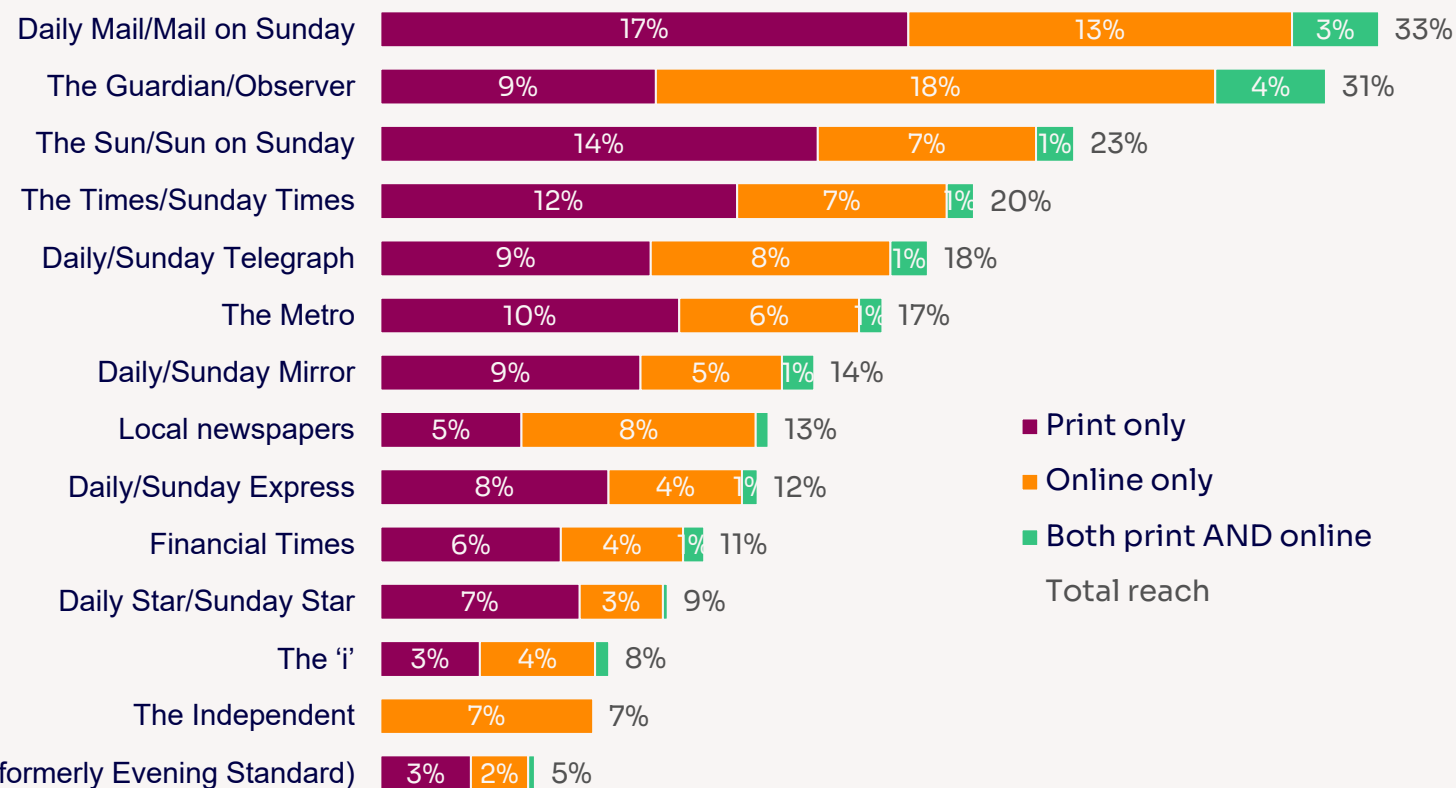
News consumption via newspapers and magazines



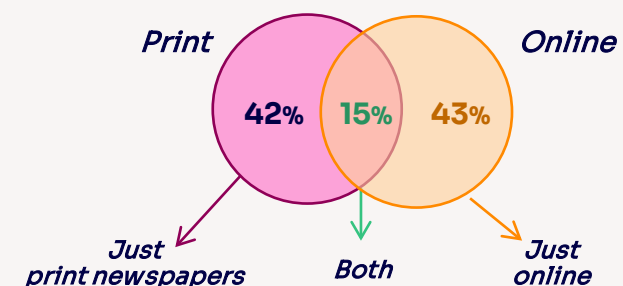
The Daily Mail/Mail on Sunday remains the most widely-read news title overall, followed by The Guardian/Observer then The Sun/Sun on Sunday

Print vs. digital newspaper readership 2025

All adults 16+ using newspapers (print or online) for news



Crossover of overall newspaper usage



Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

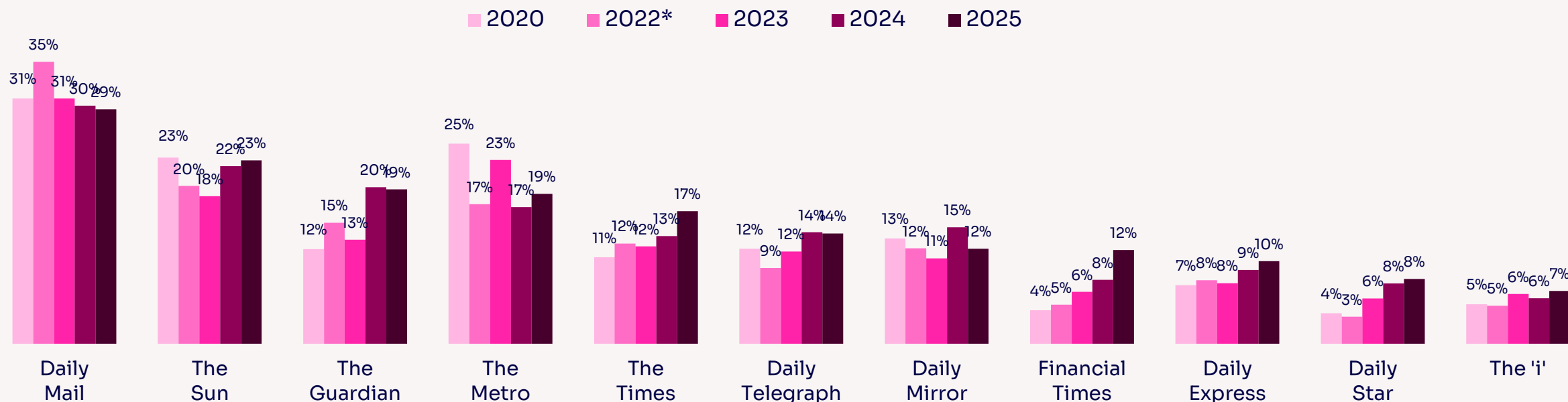
Question: D3a/D4a. Thinking specifically about daily/weekly newspapers, which of the following do you use for news nowadays? D8a. Thinking about these ways of getting news (on any device), which of the following brands do you get news from online nowadays – i.e. which have you used in the last month or so? Are there any others?

Base: All using newspapers (print or online) for news – 2025=1717

Among adults who claim to consume news through print, the Daily Mail remains the most widely-read news title overall, followed by The Sun

Daily newspapers used for news nowadays (print only)

All adults 16+ using printed newspapers for news



▲ ▼ Significantly higher/lower than 2024

Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

Question: D3a. Thinking specifically about daily newspapers, which of the following do you use for news nowadays?

Base: All using print newspapers for news – 2025=998, 2024=1378, 2023=1175, 2022 W2*=707, 2020=1594

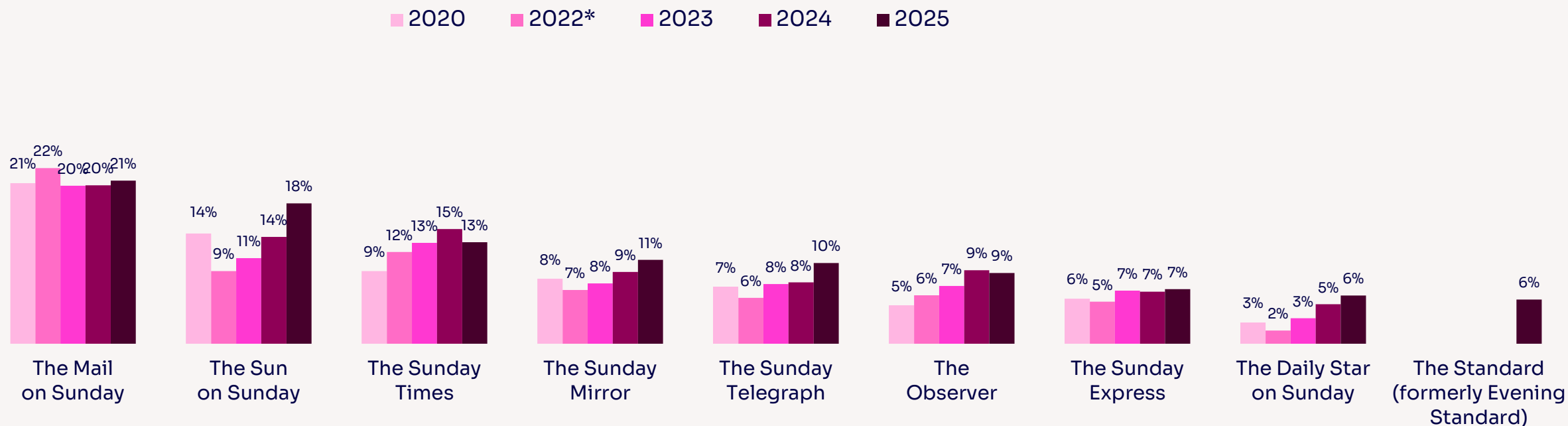
*2022 W1, and 2021, data not shown because face-to-face fieldwork was not possible during Covid-19 pandemic

Only sources with an incidence of 7%+ in 2025 are shown

The Mail on Sunday remains the most read Sunday newspaper, followed by The Sun on Sunday, which has seen an increase in reading for news over the last four years

Sunday newspapers used for news nowadays (print only)

All adults 16+ using printed newspapers for news



▲ ▼ Significantly higher/lower than 2024

Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

Question: D4a. Thinking specifically about weekly newspapers, which of the following do you use for news nowadays?

Base: All using print newspapers for news – 2025=998, 2024=1378, 2023=1175, 2022 W2*=707, 2020=1594

*2022 W1, and 2021, data not shown because face-to-face fieldwork was not possible during Covid-19 pandemic

Only sources with an incidence of 6%+ in 2025 are shown

Readers of The Financial Times and The Guardian/Observer provide consistently higher ratings. The Guardian/Observer readers score it comparatively well on 'depth of analysis', 'helps me make my mind up' and 'challenges those in power'

Attributes of Print Newspapers 2025

% of regular users of each source rating each source highly (7-10)

	Print News paper TOTAL	The Daily Mail/ Mail on Sunday	The Sun/ Sun on Sunday	The Times/ Sunday Times	The Guardian/ Observer	The Daily/ Sunday Mirror	The Daily/ Sunday Telegraph	The Metro	The Daily/ Sunday Express	The Daily/ Sunday Star	The Financial Times
	351	257	222	209	193	184	156	141	117	113	
Is important to me personally	75%	72%	71%	71%	78%	82%	80%	53% ▼	87%	80%	79%
Is high quality	75%	68%	65%	84%	85%	76%	81%	59% ▼	85%	72%	87%
Is accurate	74%	66%	67%	83%	82%	80%	80%	63%	79%	73%	84%
Is trustworthy	73%	64% ▼	69%	75%	84%	76%	77%	59% ▼	83%	73%	86%
Helps me understand what's going on in the world today	73%	71%	71%	80%	84%	79%	76%	56% ▼	79%	70%	76%
Offers a range of opinions	71%	64%	64%	71%	80%	76%	75%	60%	85% ▲	71%	82%
Has a depth of analysis and content not available elsewhere	70%	64%	59% ▼	78%	88% ▲	74%	79%	45% ▼	80%	66%	80%
Challenges those with power (e.g. politicians, govt ministers)	70%	70%	64%	72%	83% ▲	77%	78%	44% ▼	78%	66%	73%
Helps me make up my mind	70%	63%	61%	71%	87% ▲	81%	73%	47% ▼	79%	71%	79%
Is impartial	70%	61% ▼	63%	72%	76%	74%	66%	60%	80%	75%	85%
Includes different political perspectives when covering news	69%	62%	64%	75%	79%	75%	72%	46% ▼	73%	71%	74%

Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

Question: E2. How important is <BRAND> as a source of news to you personally?

E3. And to what extent do you think the following statements apply to <BRAND> as a news source? Answer using a scale of 1 to 10

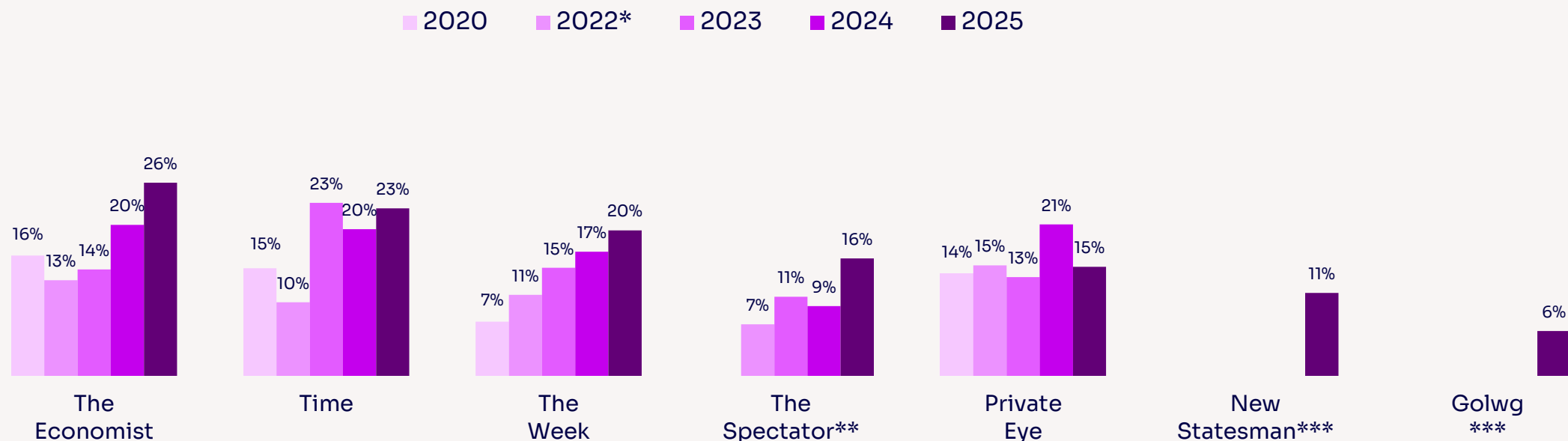
Base: All adults 16+ using each source for news at least once a week (or every 2-3 weeks for weekly newspapers) 2025 – bases shown above

▲ ▼ Significantly higher/lower than the TOTAL for Print Newspapers

The Economist is now the most popular magazine for news. Along with Time, The Week and The Spectator, they all saw increases in reach since 2024. Private Eye fell from 1st to 5th most popular magazine.

Magazines used for news nowadays

All adults 16+ using magazines for news



▲ ▼ Significantly higher/lower than 2024

Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

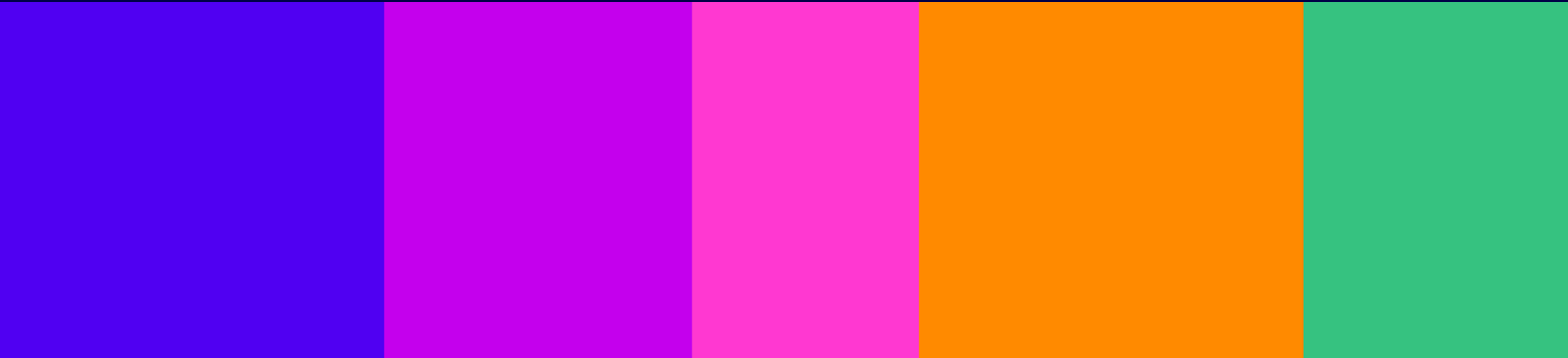
Question: D5a. Thinking specifically about magazines, which of the following do you use for news nowadays?

Base: All using magazines for news – 2025=283, 2024=397, 2023=297, 2022 W2*=182, 2020=433

*2022 W1, and 2021, data not shown because face-to-face fieldwork was not possible during Covid-19 pandemic

The Spectator added in 2022, *New Statesman and Golwg added in 2025

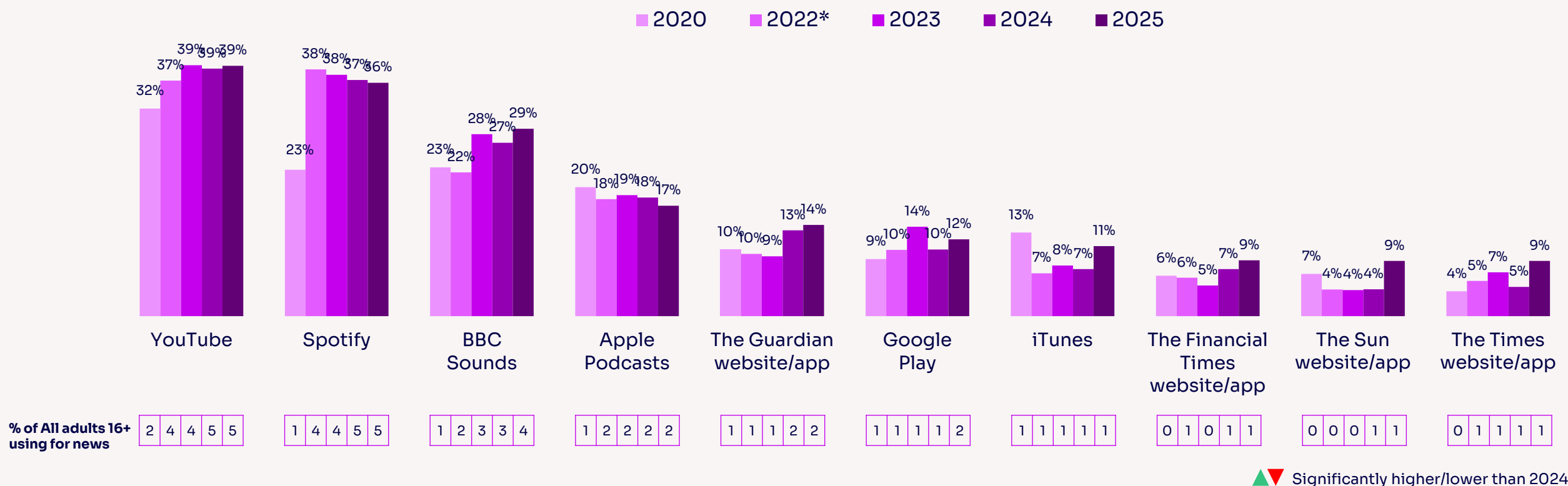
News consumption via podcasts



Among adults who claim to consume news via podcasts, YouTube and Spotify remain the most used services, followed by BBC Sounds

Podcast platforms used for news nowadays

All adults 16+ using podcasts for news



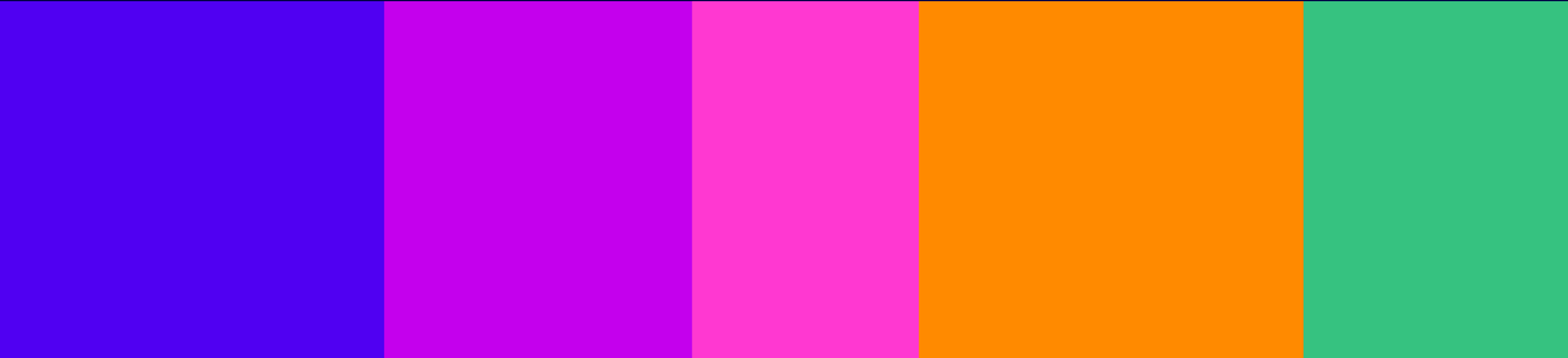
Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

Question: D8ai. And, thinking specifically about podcasts you use for news nowadays on any device, how do you tend to access them? Which have you used in the last month or so for news? Base: All using podcasts for news – 2025=652, 2024=656, 2023=494, 2022 W2*=286, 2020=316 ; Base: All adults 16+ – 2025=4573, 2024=5466, 2023=4556, 2022 W2*=2792

*2022 W1, and 2021, data not shown because face-to-face fieldwork was not possible during Covid-19 pandemic

Only the top 10 podcast platforms in 2025 are shown

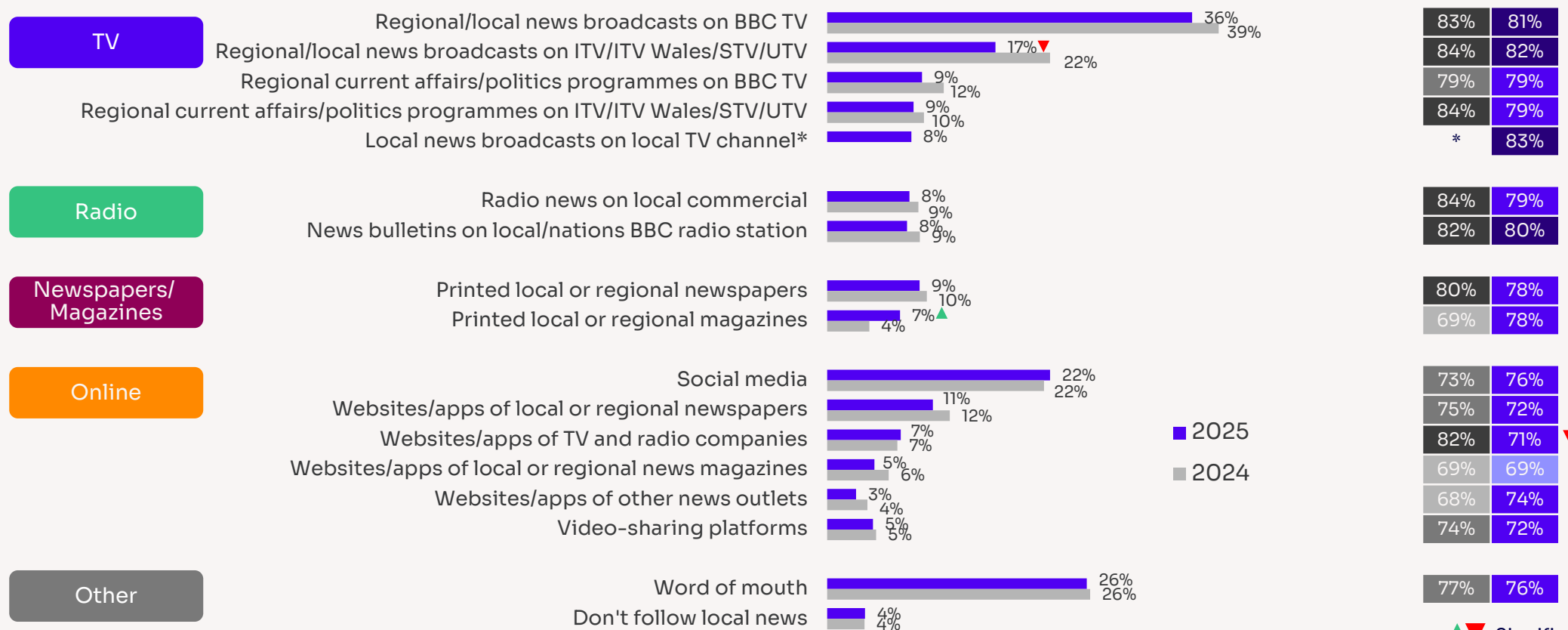
Local news consumption



TV remains the most used platform for accessing local news, although usage of ITV has declined significantly since 2024. Satisfaction with local news is generally in line with 2024, although satisfaction with websites/aps of TV and radio companies has declined

Platforms used to access local news

All adults 16+ who follow news



% of users that are satisfied with the quality of local news provided

2024 2025

83%	81%
84%	82%
79%	79%
84%	79%
*	83%
84%	79%
82%	80%
80%	78%
69%	78%
73%	76%
75%	72%
82%	71%
69%	69%
68%	74%
74%	72%
77%	76%

▲ ▼ Significantly higher/lower than 2024

Source: 'Ofcom' News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

Question: F8. Thinking particularly about local news, which of the following do you use? Base: All adults 16+ who follow news – 2025=4371, 2024=5250

Question: F9. How satisfied are you with the quality of the local news available from [source]? Base: All using each source – 2025=136-1635, 2024=232-2172

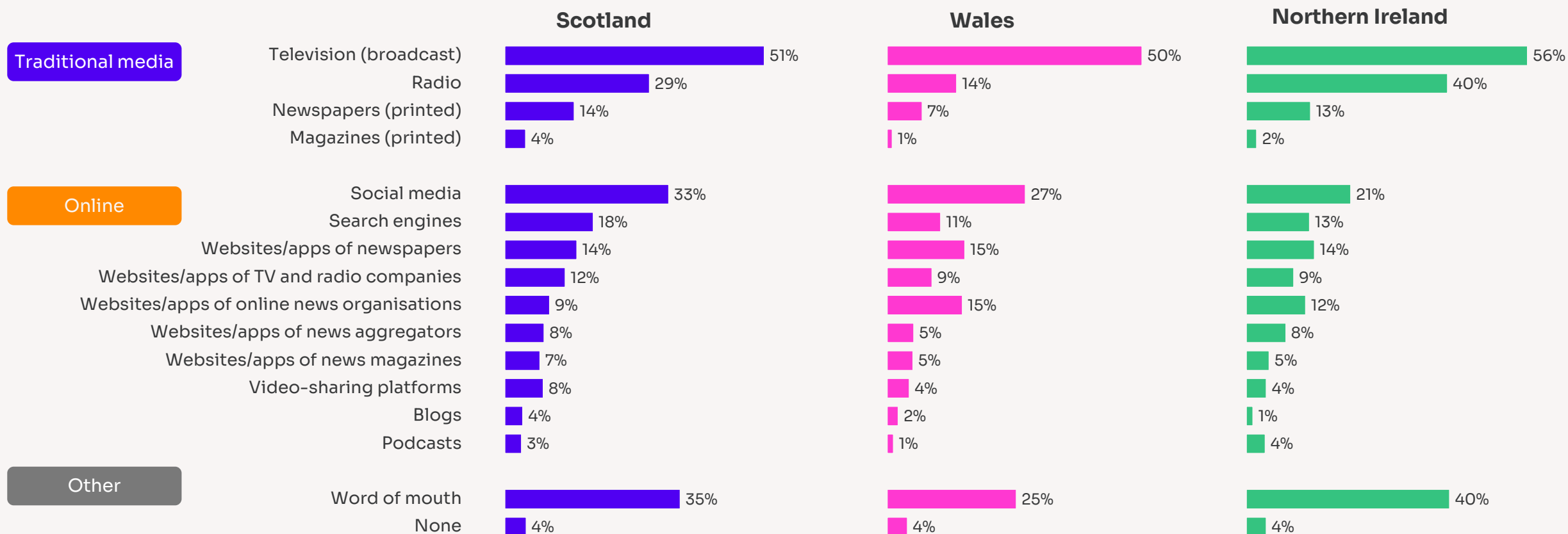
* 'Local news broadcasts on local TV channel' added in 2025



TV remains the most popular platform for accessing news about the nations

Platforms used to access news about own nation 2025 – by Nation

All adults 16+ in Scotland/Wales/Northern Ireland who follow news

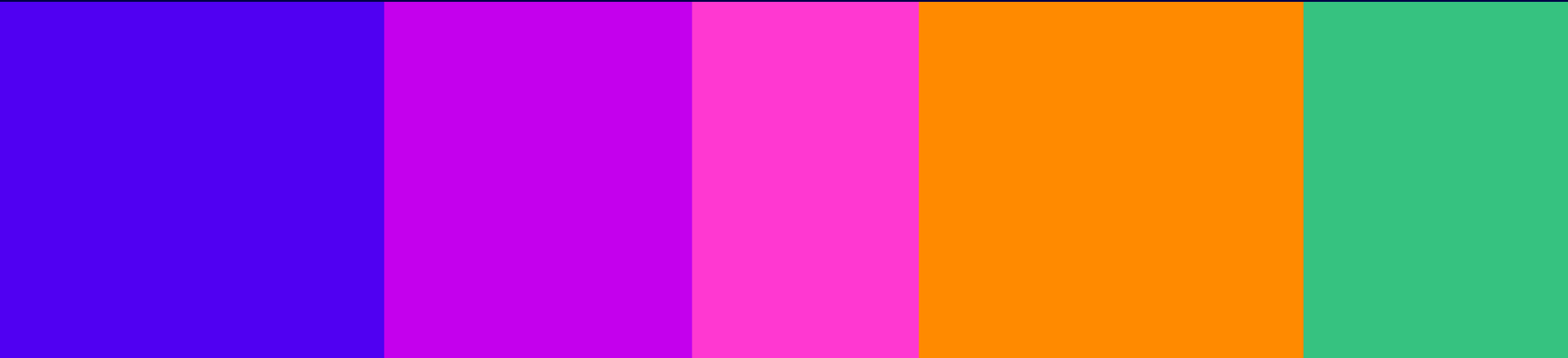


Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

Question: F4. Thinking particularly about your source of news for what is going on in NATION, which of the following do you use?

Base: All adults 16+ who follow news 2025 – Scotland=634, Wales=622, Northern Ireland=564

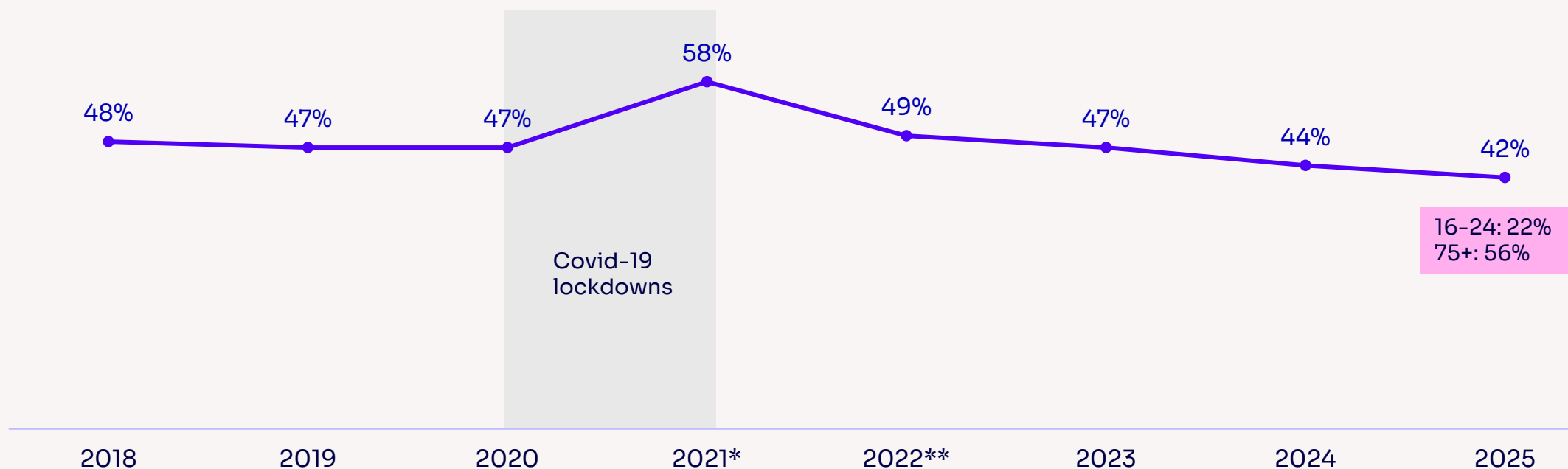
Interest in and reasons for following the news



News and current affairs as a topic of interest has been decreasing over time. There are differences by age, with younger age groups less interested and older age groups more interested.

Proportion of adults indicating interest in news and current affairs

All adults 16+, 2018-2025



Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

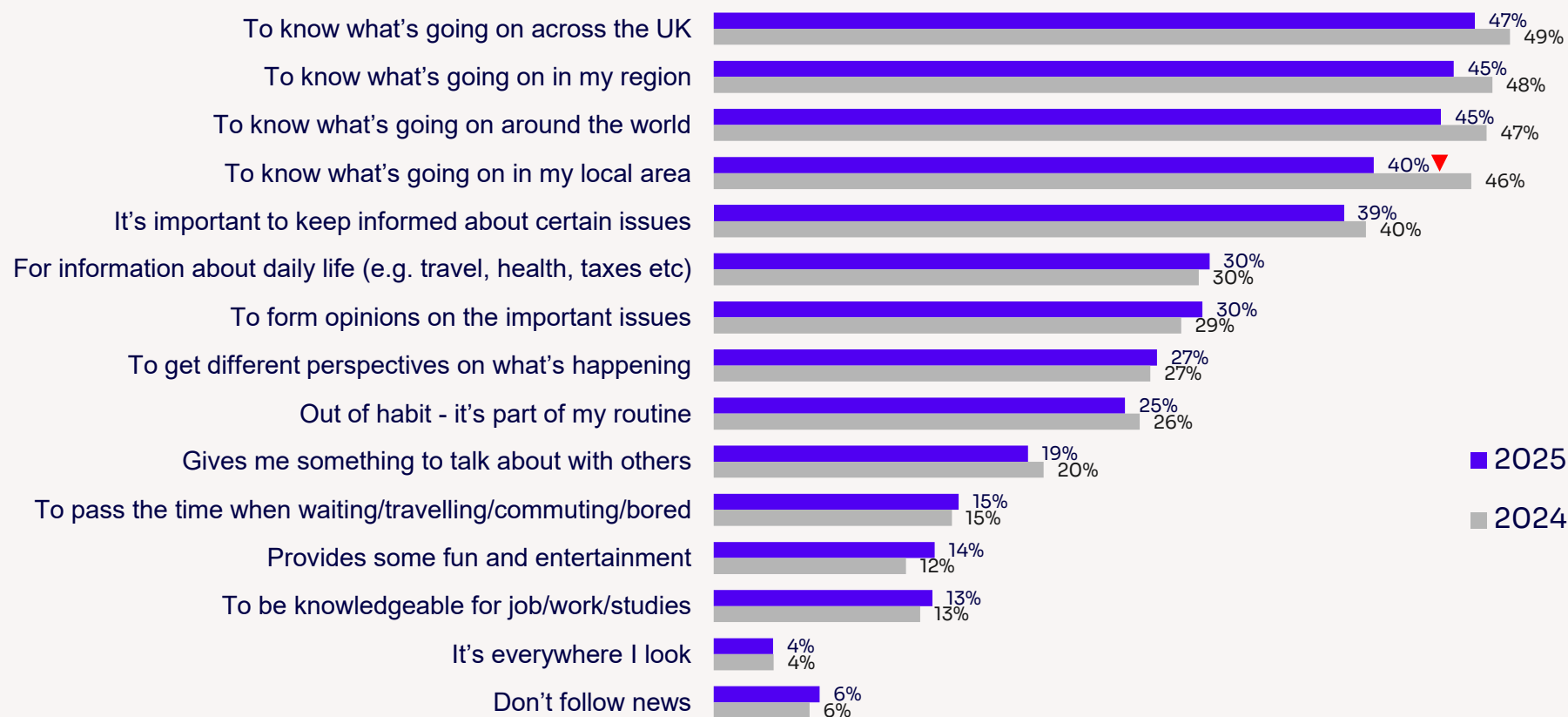
Question: B1. Which of the following are you interested in? Base: All Adults 16+ - 2025=4573, 2024=5466, 2023=4556, 2022 W2*=2792, 2021=4605, 2020=4576, 2019=4691, 2018=4618

*2021 data shown is based on CATI and online methodology **2022 W1 data not shown because face-to-face fieldwork was not possible during Covid-19 pandemic

Top reasons for following the news remain largely the same, wanting 'to know what's going on across the UK / my region / around the world'. Compared to 2024, significantly fewer are wanting 'to know what's going on in my local region'

Reasons to follow the news

All adults 16+



▲ ▼ Significantly higher/lower than 2024

Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

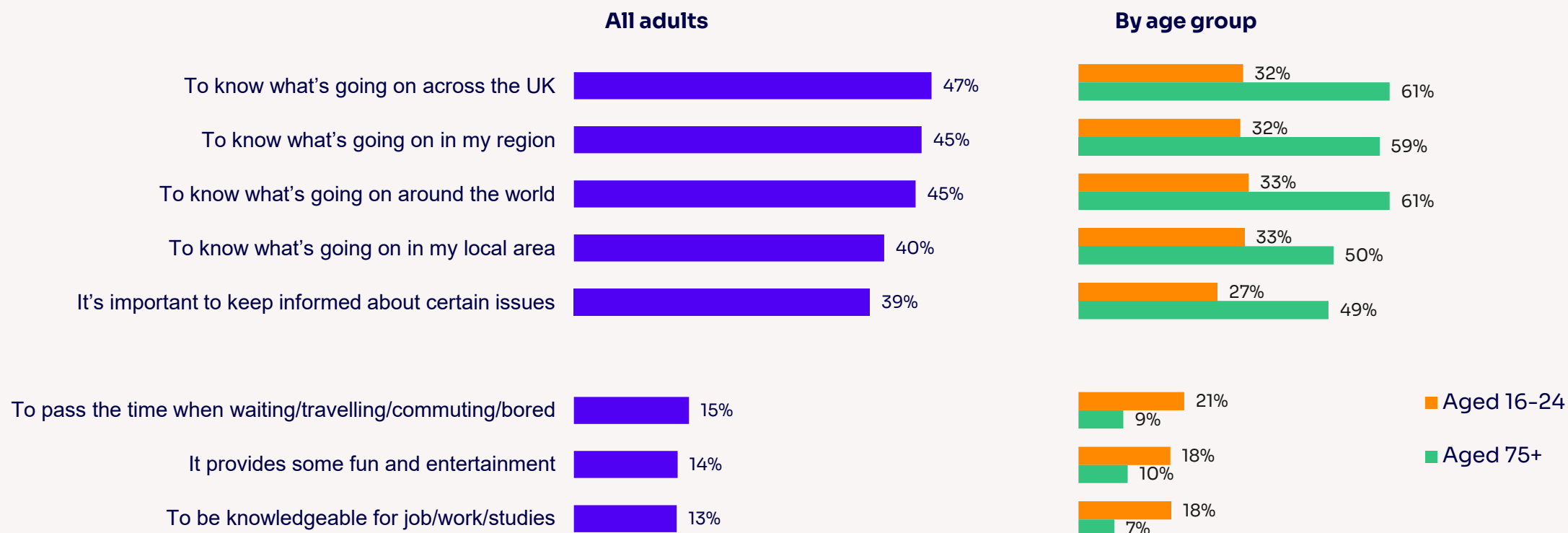
Question: G1. Thinking about some of the reasons people might have for following news, which of these reasons apply to you?

Base: All adults 16+ 2025=4573, 2024=5466

Older adults (aged 75+) have different motivations for following the news than younger adults (16-24s)

Reasons to follow the news 2025 – by age group

All adults 16+



Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

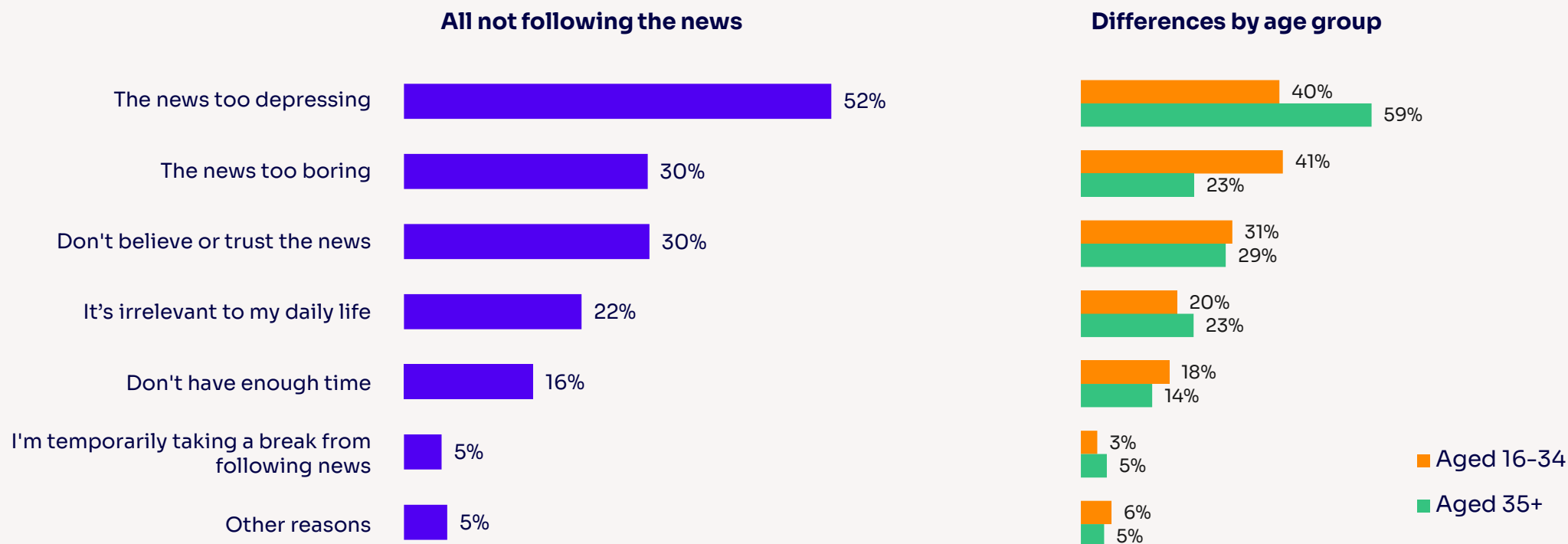
Question: G1. Thinking about some of the reasons people might have for following news, which of these reasons apply to you?

Base: All adults 16+ 2025 – Total=4573, Aged 16-24=585, Aged 55+=1687

The main reason for not following the news is that it's 'too depressing', followed by 'too boring' and being sceptical of what they see, read or hear

Reasons for not following the news 2025

All adults 16+ not following the news

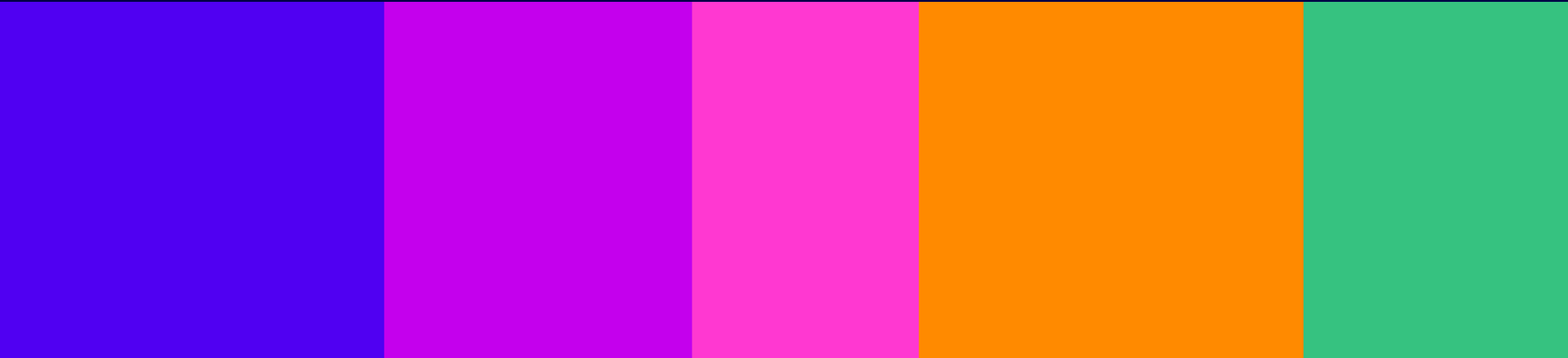


Source: Ofcom News Consumption Survey 2025 – COMBINED F2F & ONLINE sample

Question: G2. Thinking about some of the reasons people do not follow the news, which of these reasons apply to you?

Base: All adults 16+ not following the news 2025 - Total=295, Aged 16-34=127, Aged 35+=168

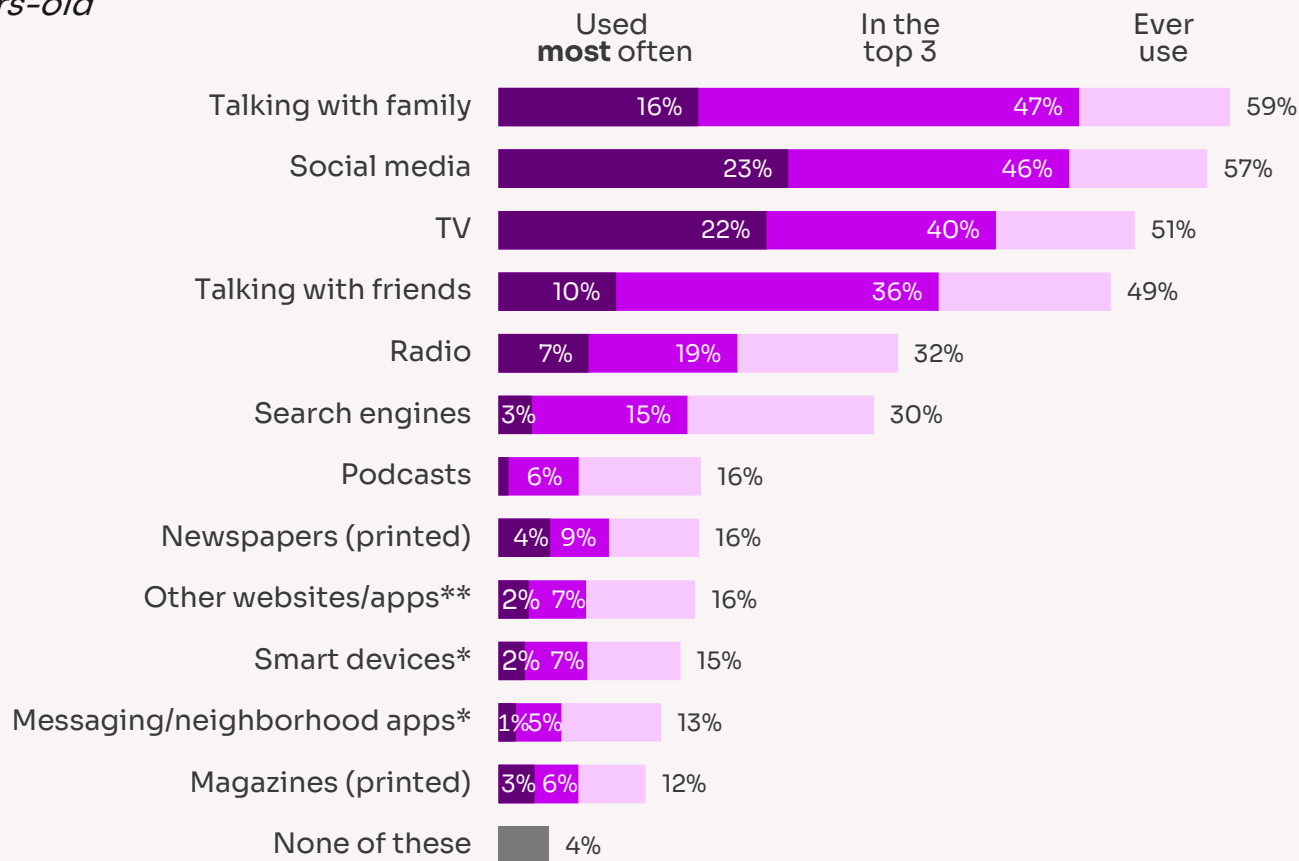
How 12–15s consume news



Talking with family remains the most common way to find out about news among 12–15s, followed now by social media, watching TV and talking with friends

All methods of accessing news ‘nowadays’: 2020–2025

All 12–15-years-old



% Ever use					
2020	2021	2022	2023	2024	2025
68%	68%	65%	68%	60%	59%
55%	57%	57%	54%	55%	57%
67%	65%	59%	57%	53%	51%
49%	53%	53%	56%	50%	49%
38%	34%	34%	33%	31%	32%
31%	33%	29%	30%	29%	30%
7%	10%	8%	9%	11%	16%
15%	16%	13%	15%	12%	16%
20%	21%	20%	20%	17%	16%
*	*	*	*	11%	15%
*	*	*	*	11%	13%
11%	11%	9%	11%	10%	12%
3%	3%	4%	5%	7%	4%

Source: Ofcom Teens News Consumption Survey 2025

Question: C1. Here is a list of different ways you can find out about or get updates on news stories. Which of these ways do you ever use?

C2. And which of these ways do you use the most to get updates on news stories? Base: All 12–15-years-old – 2025=1000, 2020–2024=1000–1010

*Smart devices and Messaging/neighborhood apps added as separate categories in 2024

**Other websites/apps includes any online sources of news not covered by other specified categories

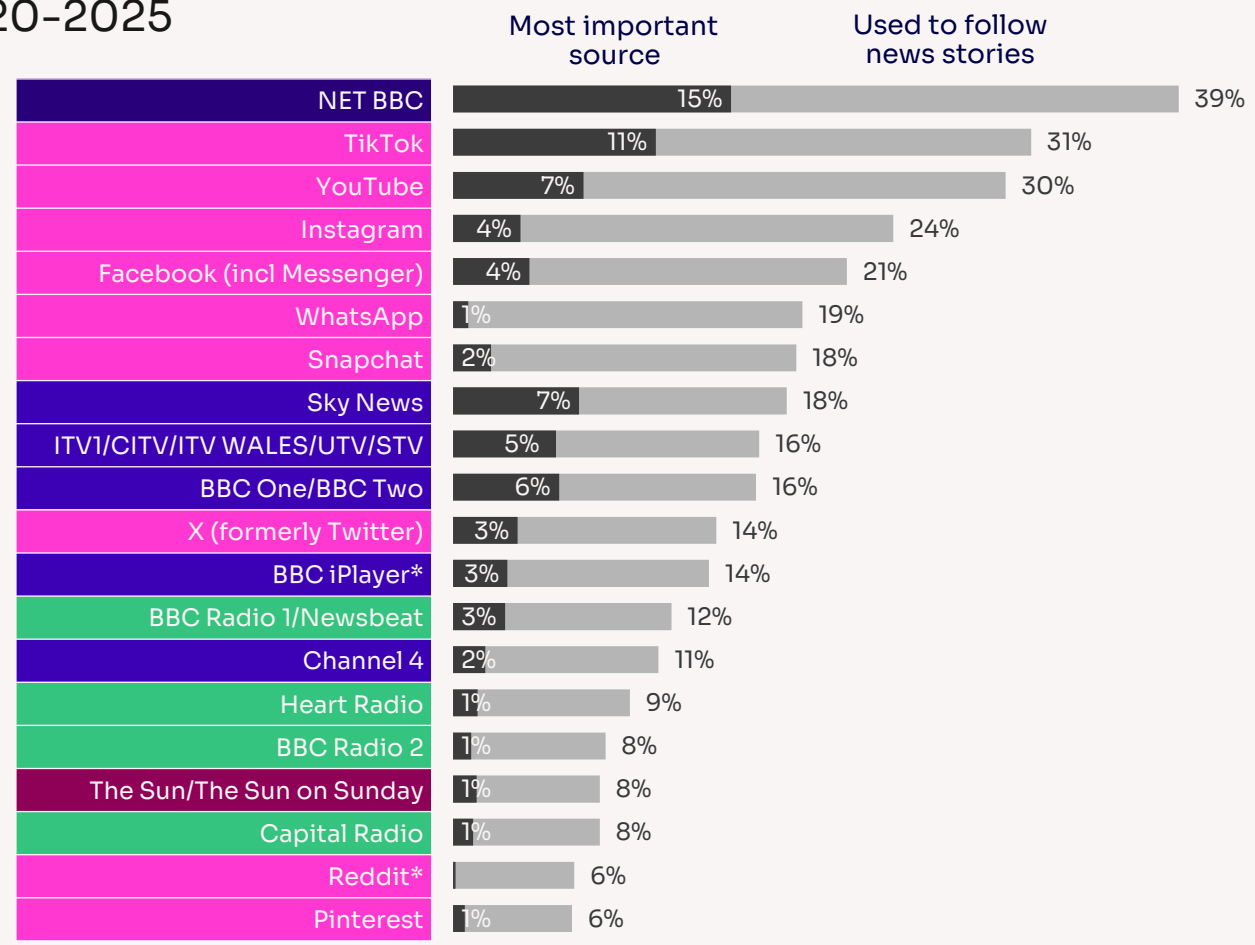
▲ ▼ Significantly higher/lower than 2024

TikTok remains the most-used individual access point for news, followed by YouTube. However, the combined reach of the BBC remains higher

Top news sources: 2020-2025
All 12-15-years-old

- TV channel
- Radio station
- Newspaper (print only)*
- Social media
- Other website/app

*If teens said that they used the internet for news, they were asked if they used 'newspaper websites/apps'. Because the question was asked this way and particular newspaper website/apps were not specified, we cannot provide a combined print/digital figure for individual newspaper sources.



% Used					
2020	2021	2022	2023	2024	2025
51%	46%	39%	39%	36%	39%
11%	22%	28%	28%	30%	31%
30%	33%	28%	25%	27%	30%
28%	28%	29%	25%	21%	24%
29%	27%	22%	18%	21%	21%
16%	21%	17%	15%	16%	19%
16%	17%	19%	15%	16%	18%
19%	24%	19%	17%	15%	18%
28%	24%	25%	21%	20%	16%
41%	35%	24%	21%	16%	16%
13%	16%	13%	12%	10%	14%
*	*	*	13%	13%	14%
10%	10%	9%	7%	9%	12%
12%	12%	10%	11%	12%	11%
10%	9%	10%	11%	9%	9%
5%	4%	5%	7%	7%	8%
5%	5%	5%	6%	5%	8%
10%	9%	11%	9%	8%	8%
*	5%	3%	4%	4%	6%
3%	5%	3%	4%	5%	6%

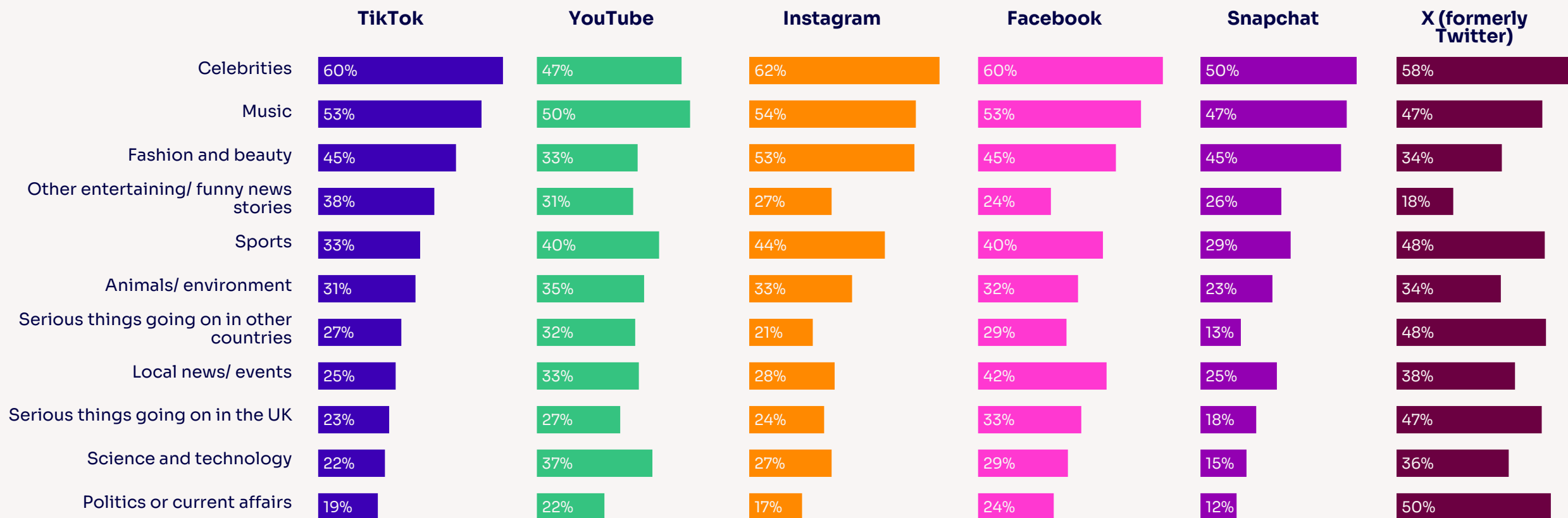
Source: Ofcom Teens News Consumption Survey 2025
Question: D1. Which, if any, of the following do you use to read, watch, listen to or follow news stories?
E1a. Here is a list of all the news sources that you say you use. Which ONE of these is the most important news source to you?
Base: All 12-15-years-old – 2025=1000, 2020-2024=1000-1010 *BBC iPlayer added in 2023, Reddit added in 2021

▲ ▼ Significantly higher/lower than 2024

Teens are more likely to use social media for lighter rather than serious news. In particular, X is more likely to be used for politics or current affairs, serious news and sports, while Facebook is more likely to be used for local news

Types of news that social media sites are used for 2025

All 12-15-years-old using each type of social media for news



Source: Ofcom Teens News Consumption Survey 2025

Question: E4: Which of the following types of news stories do you use <social media site> for?

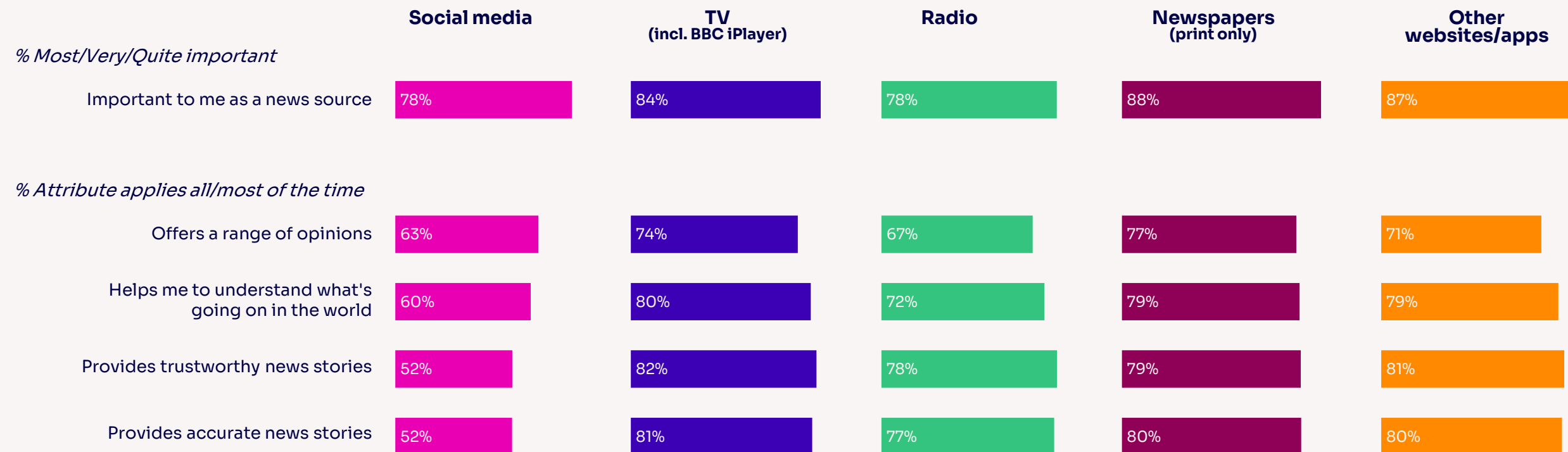
Base: All 12-15-years-old using each site for news 2025 – TikTok=323, YouTube=318, Instagram=261, Facebook=240, Snapchat=195, X=174



12-15s continue to give lower ratings for social media for their news consumption across all of the attributes

Attributes of news platforms 2025

Ratings from 12-15-years-old using each platform for news



Source: Ofcom Teens News Consumption Survey 2025

Question: E2. You will now see all of the other news sources that you use. I would like you to tell me how important each one is to you.

E3. You will now see a list of statements. I would like you to tell me how often each of these statement applies to each of the different news sources

Base: All ratings by 12-15-years-old who use each platform for news 2025 – Social media=1963, TV=893, Radio=663, Newspapers=544, Other websites/apps=232



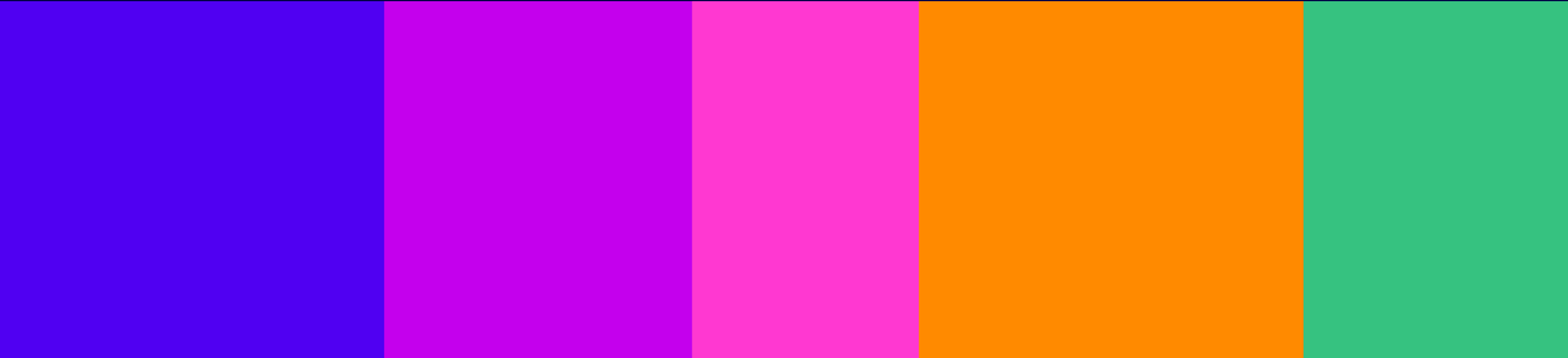
12-15s rated TV channels higher than social media for news, particularly for ‘trustworthy’ and ‘accurate news stories’. The exception is X, where it is rated as highly as the TV channels on ‘offering a range of opinions’

Attributes of news sources 2025
Ratings from 12-15-years-old using each source for news

	TV and Radio							Social media						
	Sky News	ITV1/ CITV/ ITV WALES/ UTV/ STV	BBC One/ BBC Two	BBC iPlayer	BBC Radio 1/ News beat	Channel 4	Heart Radio	TikTok	YouTube	Instagram	Facebook/ Messenger	WhatsApp	Snapchat	X (formerly Twitter)
	203	162	179	141	137	127	108	323	318	261	240	205	195	174
% Most/Very/Quite important														
Important to me as a news source	91%	82%	82%	80%	86%	84%	65%	84%	83%	76%	73%	75%	66%	86%
% Attribute applies all/most of the time														
Offers a range of opinions	79%	67%	75%	73%	75%	71%	58%	65%	67%	62%	63%	58%	53%	77%
Helps me to understand what's going on in the world	84%	76%	81%	72%	82%	80%	66%	55%	68%	56%	57%	55%	49%	73%
Provides trustworthy news stories	85%	76%	87%	82%	86%	80%	71%	38%	56%	55%	52%	52%	42%	67%
Provides accurate news stories	83%	77%	83%	77%	85%	82%	69%	43%	58%	51%	48%	49%	41%	67%

Source: Ofcom Teens News Consumption Survey 2025
Question: E2. You will now see all of the other news sources that you use. I would like you to tell me how important each one is to you.
E3. You will now see a list of statements. I would like you to tell me how often each of these statement applies to each of the different news sources
Base: All ratings by 12-15-years-old who use each source for news 2025 – bases shown above, only sources used by 100+ respondents included

Appendix – Methodology



News Consumption Survey – Adults methodology

- From December 2017 until March 2020, STRAT7 Jigsaw conducted a mixed methodology approach, combining online and face to face interviews. However, during the next two years of research, they were unable to do this consistently, due to the Covid-19 pandemic.
- Since online methodologies tend to underrepresent low/non internet users, STRAT7 Jigsaw conducted a combination of online and telephone interviews during November/December 2020, March/April 2021 and November/December 2021, to ensure that these groups had the opportunity to express their views.
- In March/April 2022, STRAT7 Jigsaw reverted back to the preferred methodology of conducting online and face to face interviews, to be consistent with previous years. This mixed methodology has now been used for the past three years, with the latest fieldwork running from 5th November – 6th December 2024 and 3rd – 28th March 2025. NB: These two interviewing periods have remained broadly consistent over the last seven years to ensure comparability.
- In total, 4,573 interviews were undertaken. 2,159 were conducted face to face and 2,414 were conducted online.
- As previously noted, the 2025 News Report shows combined online and face-to-face adult data for 2025, compared with 2024, 2023, 2022 (March/April 2022 only), 2020, 2019 and 2018.
- Within the sample frame, the nations were over-represented to produce robust sample sizes for analysis. The data has been weighted to correct for this over-representation, with weights applied to match known population profiles. A final weight step was then taken to calibrate between the face to face and online methodologies.
- Full details of the sample design, research methodologies and weighting procedures can be found in the separate 'Technical Report for Adults' document.

News Consumption Survey – Adults & teens methodology

- Statistically significant differences year-on-year are shown at a 99% confidence level, due to the comparison to the lower 2022 sample size.
- The survey has approximately 200 codes for different potential sources for news, as well as the option to allow respondents to nominate their own sources which yields a further 800 or so, including regional sources. This gives us a bottom-up measure of what people consider they use for news (about their nation, the UK, and internationally) and will not necessarily include every possible outlet. The survey therefore provides a granular range of news sources. These individual news sources are then aggregated into various groups or “nets” relating to their owner or publisher.
- This is a recall-based survey. As such, it is likely to provide somewhat different results to other types of measurement. In particular, it may underestimate some online news consumption activity. It is likely to be harder for respondents to recall ad-hoc online news consumption compared to, say, the purchase of a newspaper or the watching of an evening television bulletin. On the other hand, respondents show through such surveys which news sources resonate with them.
- The methodology used for the 12-15s study is largely unchanged over the last 8 years. In total, 501 interviews from 12th November – 3rd December 2024 have been combined with 499 interviews from 10th – 31st March 2025.
- Quotas were set on age, gender, socio-economic group (SEG) and nation to ensure the sample was representative of the UK and the data has also been weighted on age, gender, SEG and nation. Full details of the sample design, research methodology and weighting procedures can be found in the separate ‘Technical Report for Teens’ document.
- Statistically significant differences year-on-year are shown at a 95% confidence level.
- Each wave of fieldwork was undertaken in three stages: Stage 1: Parents of 12-15 year-olds were targeted, using an online panel. Stage 2: Parents were screened to ensure we recruited a representative sample of participants. Stage 3: The parent asked their (qualifying) teen to complete the rest of the questionnaire.