

# News Consumption in the UK: 2019

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## Key findings from the report

**While TV remains the most-used platform for news nowadays by UK adults, usage has decreased since last year (75% vs. 79% in 2018). At the same time, use of social media for news use has gone up (49% vs. 44%).** Use of TV for news is much more likely among the 65+ age group (94%), while the internet is the most-used platform for news consumption among 16-24s and those from a minority ethnic background.

**Fewer UK adults use BBC TV channels for news compared to last year, while more are using social media platforms.** As was the case in 2018, BBC One is the most-used news source among all adults (58%), followed by ITV (40%) and Facebook (35%). However, several BBC TV news sources (BBC One, BBC News Channel and BBC Two) have all seen a decrease in use for news compared to 2018. Use of several social media platforms for news have increased since last year (Twitter, WhatsApp, Instagram and Snapchat).

**There is evidence that UK adults are consuming news more actively via social media.** For example, those who access news shared by news organisations, trending news or news stories from friends and family or other people they follow via Facebook or Twitter are more likely to make comments on the new posts they see compared to the previous year.

**When rated by their users on measures such as quality, accuracy, trustworthiness and impartiality, magazines continue to perform better than other news platforms, followed by TV.** As was the case in 2018, ratings tend to be lower for the majority of the attributes among users of social media sites.

## Key findings from the report

**TV is the most common platform for accessing international and local news, despite a decrease in use compared to 2018.** Users of TV for international and local news tend to be highly satisfied with the quality of this type of news output that the platform provides. In the Nations, BBC One remains the most-used source for news in England, Wales and Scotland; while both UTV and BBC are top in Northern Ireland.

**Six in ten 12-15 year olds are interested in news.** These children primarily engage with news to understand what's going on around them and to learn about new things. Being 'too boring' is the key reason for lack of interest in news.

**TV is still the most-used platform for news consumption among 12-15 year olds and BBC One/BBC Two are still the most-used news sources, despite a drop in usage (40% vs. 45% in 2018).** As was the case last year, Family, Radio and TV are considered to be the most truthful news sources, while social media and friends are the least truthful.

# Introduction

- This report provides the findings of Ofcom's 2018/19 research into news consumption across television, radio, print, social media, other internet sources 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.
- The primary source is Ofcom's News Consumption Survey. The report also contains information from a range of industry currencies including:
  - BARB for television viewing
  - TouchPoints for newspaper readership
  - ABC for newspaper circulation
  - Comscore for online consumption

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# Section 1

## Overall summary of findings

# Overall summary – Adults (1)

**TV remains the most-used platform among UK adults for news nowadays (75%), despite an overall decrease in use since last year (79%). At the same time, use of social media has gone up, with nearly half (49%) of all adults saying they use it for news (vs. 44% last year).**

While TV is the most-used platform for news overall, there are some exceptions; for example, young people aged 16-24 are more likely to use the internet for news nowadays than TV (83% vs. 51%), while the same is true for those from a minority ethnic background (82% vs. 65%). By contrast, older people aged 65+ are more likely to stick to the more traditional platforms for news, including TV, radio and print newspapers, with TV use among this age group being almost universal (94%). ABC1s remain more likely than C2DEs to use the internet, radio and print newspapers\*. While TV news use has gone down since last year, more people are using social media for news consumption. Young people aged 16-24 in particular are much more likely to use social media for news than their older 65+ counterparts (76% vs. 16%).

**The decrease in TV news consumption since 2018 is reflected in the decrease in use of several BBC TV news sources. While BBC One remains the most-used news source among all adults overall (58%), its use has gone down since last year (62%).**

Use of the BBC News Channel and BBC Two have also decreased since last year. At the same time, corresponding with the increase in use of social media, usage of several online sources for news have increased (including Google search engine, Twitter, WhatsApp and Instagram). When looking across all platforms, UK adults say they use an average of 6.7 individual news sources. TV remains central to people's news consumption with seven TV sources appearing in the top 20 most-used source list, more than any other platform (four social media sites, four newspaper titles (print or digital format), three radio stations and two websites/apps also appear in the top 20 most-used source list. When these sources are grouped into wholesale categories, the BBC has the highest audience reach (declining from 81% in 2018 to 78% in 2019), followed by ITN (51%), Sky (27%) and DMGT (25%).

**However, BBC One maintains its status as the most important news source, although this measure has also decreased since 2018; from 27% of all adults in 2018 to 24% in 2019.**

Around a quarter of adults said that out of all the news sources they use, BBC One is their most important, this was followed by ITV (11%), Facebook (8%) and the BBC website/app (6%). Importance of BBC One is heightened among those aged 65+ (40%), while for 16-24s, Facebook is their most important news source (17%). At a platform level, measures such as quality, accuracy, trustworthiness and impartiality tend to be the strongest among readers of magazines and weakest among users of social media. For example, 37% of users of social media for news said they thought it was impartial, compared to 78% among users of magazines, 62% for TV, 61% for radio and 58% for print newspapers.

## Overall summary – Adults (2)

**Social media is increasingly being used for news nowadays (increased from 44% of all adults in 2018 to 49% in 2019), and is used more than any other type of internet news source (remaining steady at 38%).**

Of those using social media for news nowadays, three-quarters claim to use Facebook, with around one third using Twitter and three in ten using WhatsApp and Instagram. Compared to 12 months ago, more social media news users claim to be using WhatsApp for news (from 22% to 30%), Instagram (from 21% to 28%) and Snapchat (from 14% to 17%), while Reddit has also gone up slightly (from 4% to 6%), but Facebook has remained steady at 73%. When social media users were asked how they find out about news when they are online, 41% said they mostly get news from social media posts. In addition, an increasing proportion of social media users are actively consuming news across a range of different news posts, being more likely to do things such as make comments, share or retweet content. However some still struggle to remember the original source of the news stories posted on social media.

**The proportion who use social media for news, and the specific types of social media sites, vary by demographic group.**

16-24s and people from minority ethnic backgrounds are more likely to use most of the social media sites for news than those aged 65+ and white people. For example, among social media news users, half of 16-24s said they used Instagram for news, compared to just 8% of those aged 65+, while 48% of those from minority ethnic background use WhatsApp, compared to just a quarter of white people. Men are more likely to use Twitter, WhatsApp, LinkedIn, Reddit and Viber than women, while women are more likely to use Facebook, Instagram and Snapchat than men.

**TV is still the most popular platform for accessing international and local news, despite a decline in popularity. And people are generally highly satisfied with the quality of local and international news TV channels provide.**

TV is the most popular platform for accessing international news (declining from 62% to 58%), followed by radio (23%), printed newspapers (23%) and social media (increasing from 18% to 22%). More than four in five users of TV, radio and printed newspapers for international news said they are satisfied with the quality of this type of news provided by the platforms, however only two-thirds of the social media users are satisfied. TV is also the most popular platform for accessing local news. Two in five of all adults say they watch regional/local broadcasts on BBC TV (declining from 48% for 42%) and one-third watch ITV. More than four in five of these viewers are satisfied with the quality of news that these channels provide. There has been an increase in use of websites/apps of local or regional newspapers, social media and word of mouth for local news.



## Overall summary – Adults (3)

**In the Nations, BBC One remains the most-used news source in England, Wales and Scotland, with UTV and BBC One being equally used in Northern Ireland.**

Facebook is the third most popular source across all Nations. Similarly, BBC One is the single most important news source in Wales, England and Scotland, whereas UTV is the most important source in Northern Ireland. Scottish respondents are most likely to say they're very interested in news about their Nation (58% vs. 47% in Wales, 43% in Northern Ireland and 31% in England). And in terms of individual sources used to access news specifically about their Nation, BBC One is most common in England and Wales, while in Scotland it is STV and in Northern Ireland, UTV.

**As was the case in 2018, six in ten adults think it is important for 'society overall' that broadcasters provide current affairs programming, more than those who say it is important to them personally (52%).**

Around seven in ten adults also think it is important that current affairs programmes are impartial, provide high quality commentary and interpretation of events/issues, helps them to understand what is going on in the world today and provides a good depth of analysis. However, fewer adults watch/listen to current affairs programmes compared to 2018, with TV declining in popularity (from 66% to 62%). BBC One and BBC Radio 4 are the most-used TV and radio sources for current affairs.

# Overall summary – 12-15 year olds (1)

## **Six in ten 12-15 year olds claim to be either ‘very’ or ‘quite’ interested in news.**

These children primarily engage with news to understand what’s going on around them and to learn about new things. Among the four in ten who are not interested in the news, the main reason is it’s ‘too boring’ (41%). A further one in five said it was not relevant for people their age (19%) and one in six said it was too upsetting (15%).

## **However, when we asked how often they read, watch or listen to or follow news, three quarters of 12-15s said they do so at least once a week.**

Only 8% said they never accessed news. Recognising that news is not always accessed on purpose, we asked children how often they inadvertently came across news (e.g. because others are watching, listening to or talking about it) and eight in ten said this happened at least once a week, while only six in ten said they actively look for news at least once a week.

## **TV remains the most-used platform for news consumption and BBC One remains the most-used source, although similar to adults, usage has decreased since last year.**

12-15 year olds are particularly interested in music and celebrity news, but when asked which types of news content they are *most* interested in sports/sports personalities (18%) and music news/singers/musicians (17%) come out top. TV remains the platform used most often for news (29%), followed by social media (21%) and talking to family (15%). Social media is used most often for celebrity, music and fashion news, while TV was used most often for all other types of news content. BBC One/Two remain the most-used and most important news source across all platforms, despite a drop in usage (decreasing from 45% in 2018 to 40% in 2019), followed by Facebook (32%), YouTube (30%) and then ITV (29%). 12-15 year olds are most likely to first find out about TV and radio sources from parent(s), and find out about social media sources from friends.

## Overall summary – 12-15 year olds (2)

**Family, radio and TV are perceived to be the most truthful news sources, while news from social media is the least truthful. More children are thinking about whether a news story they see on social media is accurate or not than compared to last year.**

As was the case in 2018, eight in ten 12-15s said the news they heard from family was either 'always' or 'mostly' accurate, compared to 77% for radio and 70 % for TV. Only one in three (35%) think news stories on social media are reported truthfully and four in ten (39%) said the same about news they hear from friends. Just over two in five 12-15s who use social media for news claim they always/often think about whether the stories they see there are accurate (increasing from 36% in 2018 to 44% in 2019), however, half said it is difficult to tell whether news on social media is accurate or not. Nine in ten 12-15s say they have heard about 'fake news' (increasing from 78% to 87%), eight in ten say they're aware of its meaning (also increasing from 74% to 83%) and half claim they have seen a 'fake news' story (increasing from 43% to 50%). The most common action they would take if they saw a fake news story is to tell parents or another family member.

## Section 2

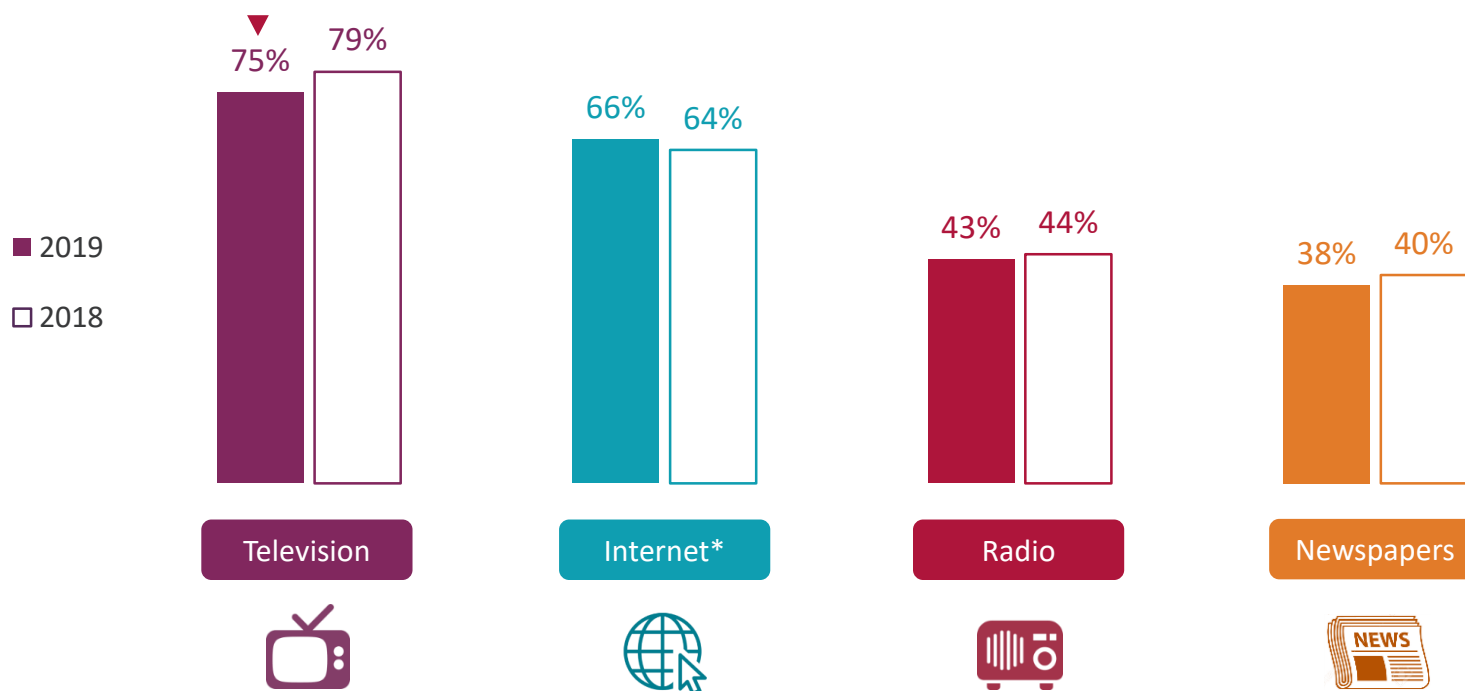
# Platforms used for news nowadays

TV remains the most-used platform for news nowadays, despite a decrease since last year. This is followed by the internet, which is used by two-thirds of adults

## Figure 2.1

Use of main platforms for news nowadays

All adults 16+



Source: Ofcom News Consumption Survey 2019

Question: C1. Which of the following platforms do you use for news nowadays? Base: All Adults 16+ - 2019=4691, 2018=4618 \*Internet figures include use of social media and all other internet sources accessed via any device

Green/red triangles indicate statistically significant differences between 2019 and 2018

Capturing online use of traditional news platforms has the biggest impact on newspapers. Combining use of print newspapers and newspaper websites/apps brings the overall use of newspapers up to 49% of adults in 2019

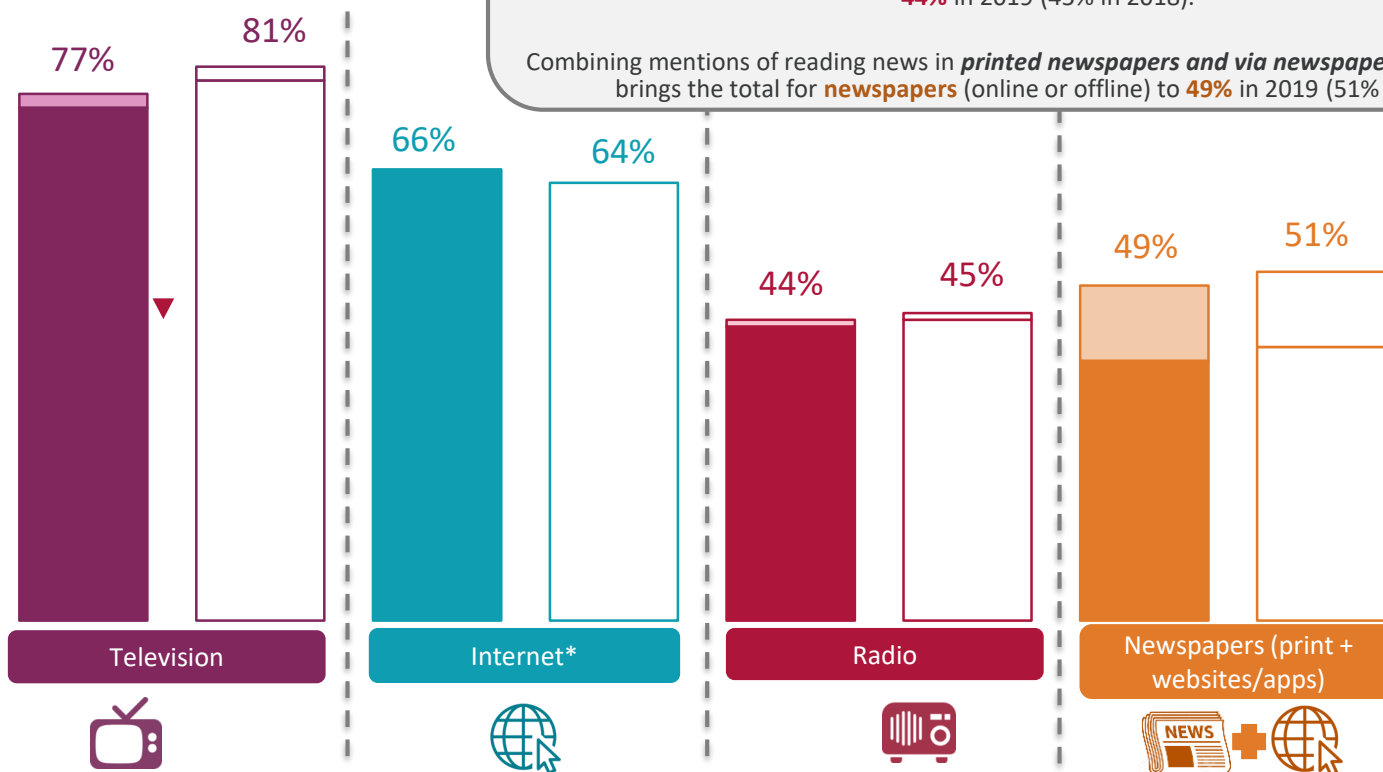
**Figure 2.2**

Use of main platforms for news nowadays

All adults 16+

Note: top bar represents additional online reach of news platforms

■ 2019  
□ 2018



In the internet section of the questionnaire, we ask respondents 'In which types of ways do you access and use news through internet sources nowadays'. A possible answer here was 'Watch TV news online'. Including respondents who selected this option, who didn't originally say they used TV for news, brings the total for **TV** news (online or offline) to **77%** in 2019 (81% in 2018).

Another option here was 'Listen to radio news online', including those who selected this option, who hadn't originally said they use radio for news, brings the total for **radio** (online or offline) to **44%** in 2019 (45% in 2018).

Combining mentions of reading news in *printed newspapers and via newspaper websites/apps*, brings the total for **newspapers** (online or offline) to **49%** in 2019 (51% in 2018).

Source: Ofcom News Consumption Survey 2019

Question: C1. Which of the following platforms do you use for news nowadays? Base: All Adults 16+ - 2019=4691, 2018=4618 \*Internet figures include use of social media and all other internet sources accessed via any device

Green/red triangles indicate statistically significant differences between 2019 and 2018

While those aged 65+ and white adults are more likely to use TV, radio and newspapers for news, 16-24s and people from minority ethnic backgrounds are more likely to use the internet

### Figure 2.3

#### Use of main platforms for news nowadays 2019 - by demographic group

All adults 16+

	Total	Male	Female	16-24	65+	ABC1	C2DE	Minority ethnic	White
Television	75%	76%	75%	51%	94%	76%	74%	65%	77%
Internet (any device)*	66%	67%	66%	83%	40%	72%	61%	82%	64%
Radio	43%	45%	42%	26%	49%	47%	39%	32%	45%
Newspapers (printed only)	38%	40%	35%	20%	58%	41%	34%	34%	39%
<i>Newspapers (printed or websites/apps)</i>	49%	51%	47%	35%	64%	56%	42%	48%	49%

Source: Ofcom News Consumption Survey 2019

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

Base: All Adults 16+ 2019 - Total=4691, Male=2146, Female=2538, 16-24=805, 65+=903, ABC1=2743, C2DE=1939, Minority ethnic=680, White=3998

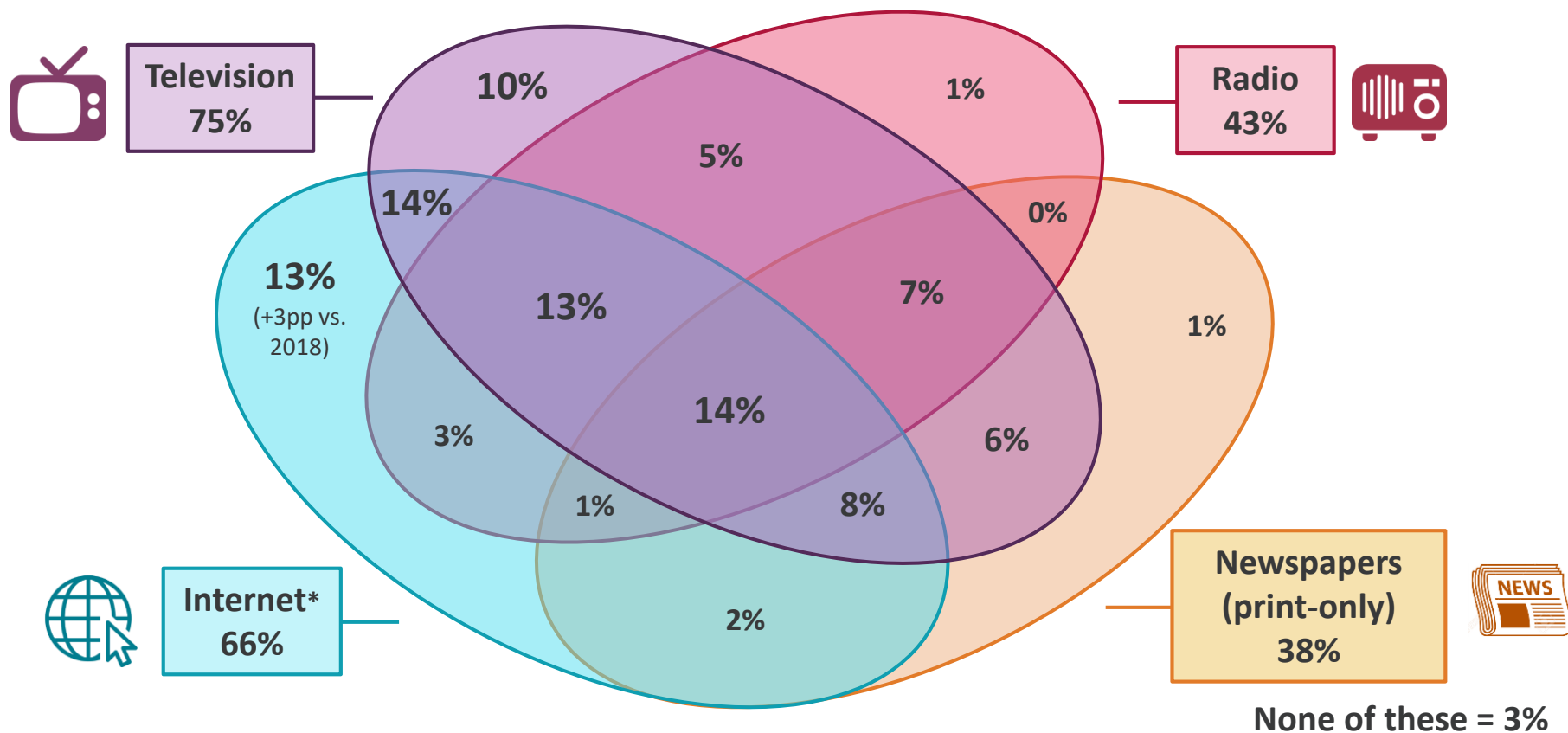
Green shading indicates significant differences between groups \*Internet figures include use of social media and all other internet sources accessed via any device

One in seven adults claim to use all four of the main platforms for news. A similar proportion only use the internet, which is an increase since last year

**Figure 2.4**

Crossover use of four main platforms for news nowadays - 2019

All adults 16+



Source: Ofcom News Consumption Survey 2019

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

Base: All Adults 16+ 2019 - Total=4691

\*Internet figures include use of social media and all other internet sources accessed via any device (including newspaper website / apps)

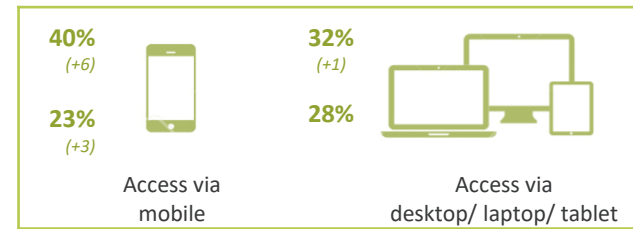
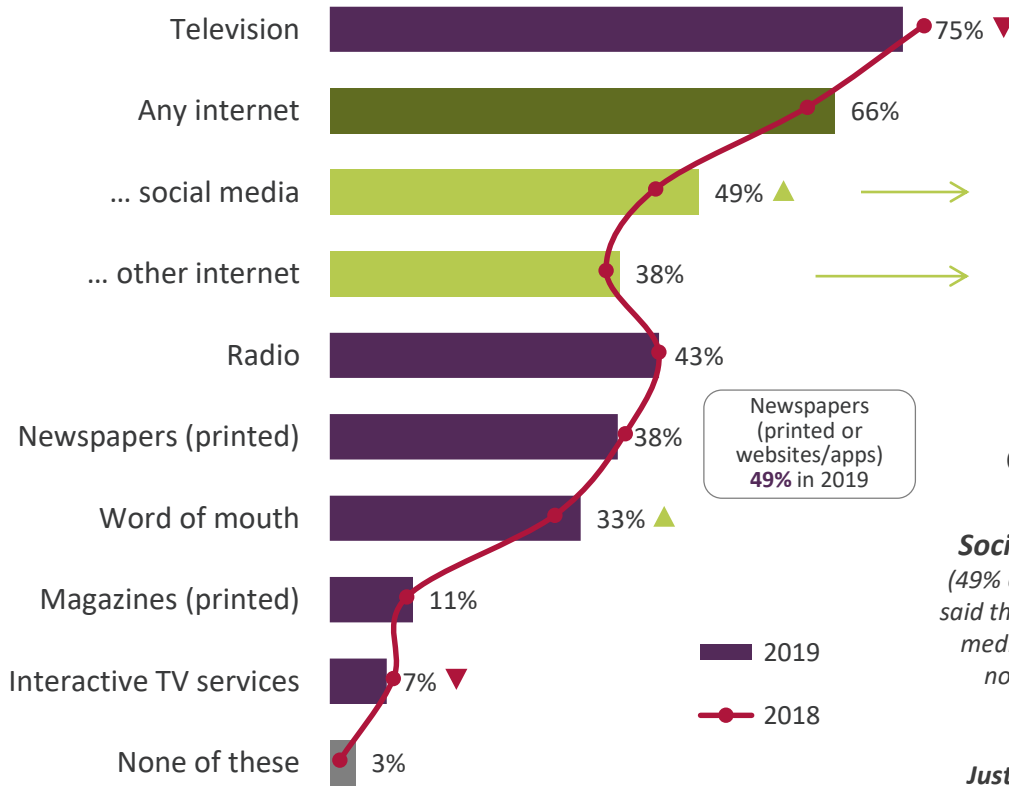


# Compared to last year, a greater proportion of adults claim to use social media and word of mouth for news nowadays

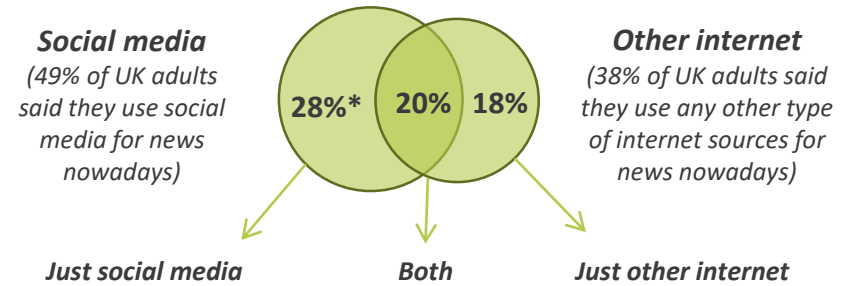
**Figure 2.5**

## All platforms used for news nowadays - 2019

All adults 16+



### Crossover use of social media and other internet



\*Percentages may not sum to nets due to rounding

Source: Ofcom News Consumption Survey 2019

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

Base: All Adults 16+ 2019 - Total=4691

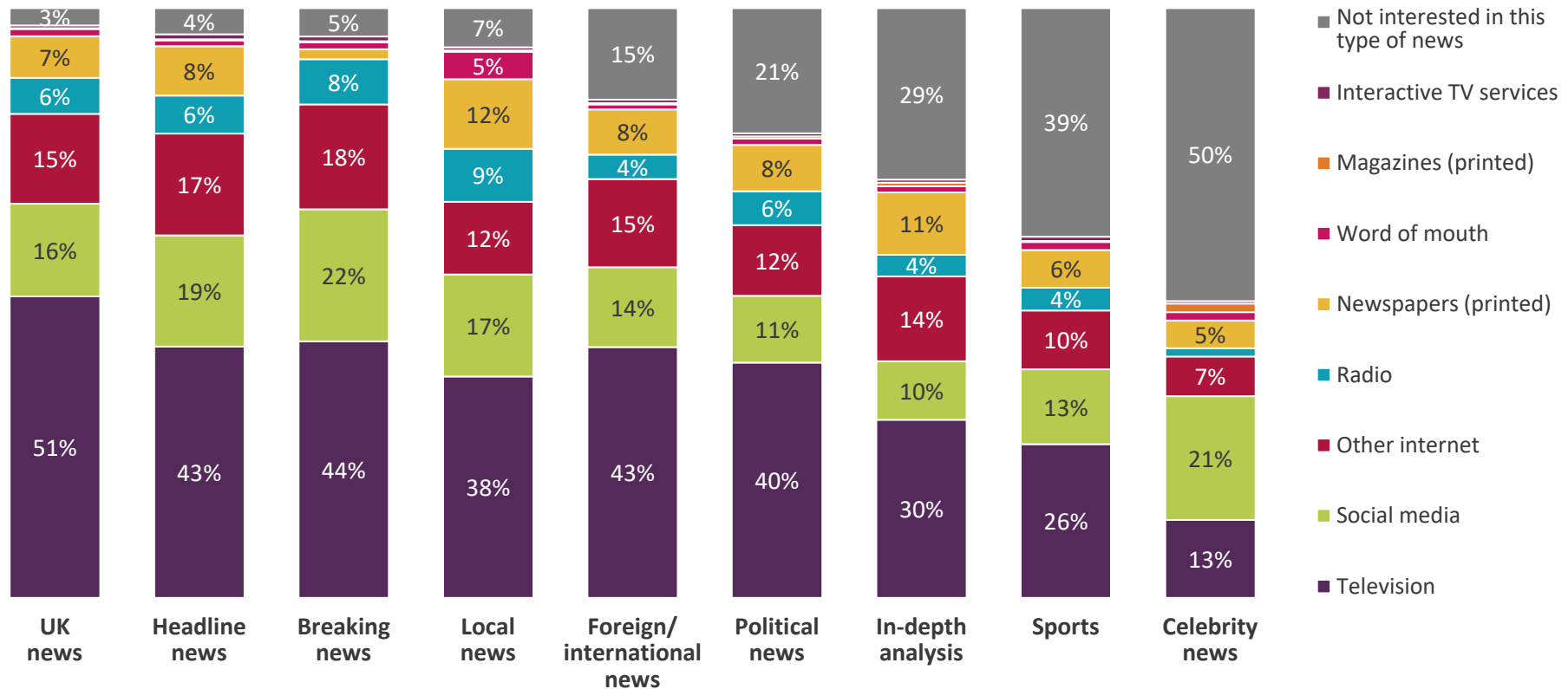
Green/red triangles indicate statistically significant differences between 2019 and 2018

For all types of news content, TV is the most-used platform. The only exception is celebrity news, for which social media is used most often

**Figure 2.6**

Platforms used most often for different types of news content – 2019

All adults 16+ who follow news



Source: Ofcom News Consumption Survey 2019

Question: D1. Where do you tend to go most often for each of the following types of news content?

Base: All adults 16+ who follow news 2019 – Total=4524

# Section 3

## Cross-platform news consumption

BBC One remains the most-used news source across platforms, despite a decrease since last year. Use of most social media sites and Google search engine for news has increased since last year

**Figure 3.1**

Top 20 news sources

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

	2019	2018
BBC One	58% ▼	62%
ITV/ITV WALES/UTV/STV	40%	41%
Facebook	35%	33%
BBC website/app	25%	23%
BBC News channel	23% ▼	26%
Sky News channel	23%	24%
Google (search engine)	19% ▲	17%
Daily Mail/Mail on Sunday	18%	18%
Channel 4	17%	18%
Twitter	16% ▲	14%
WhatsApp	14% ▲	10%
Instagram	13% ▲	9%
BBC Radio 2	12%	12%
The Guardian/Observer	11%	11%
The Sun/Sun on Sunday	11%	11%
BBC Two	11% ▼	14%
Channel 5	10%	10%
BBC Radio 4	9%	10%
BBC Radio 1	9%	9%
Metro	9%	10%



Source: Ofcom News Consumption Survey 2019

Question: D2a-8a. Thinking specifically about <platform>, which of the following do you use for news nowadays?

Base: All adults 16+ –2019=4691, 2018=4618

Green/red triangles indicate statistically significant differences between 2019 and 2018

Those aged 65+ are twice as likely as 16-24s to use BBC One and ITV, while 16-24s are more likely to use social media sites. ABC1s and people from minority ethnic backgrounds are more likely to use the majority of news sources than C2DEs and white adults

**Figure 3.2**  
**Top 20 news sources 2019 - by demographic group**  
*% of all adults 16+ using each source for news nowadays*

	Total	Male	Female	16-24	65+	ABC1	C2DE	Minority ethnic	White
BBC One	58%	58%	57%	35%	78%	60%	55%	48%	59%
ITV/ITV WALES/UTV/STV	40%	38%	41%	26%	52%	38%	42%	26%	42%
Facebook	35%	31%	39%	49%	10%	35%	35%	45%	34%
BBC website/app	25%	29%	21%	23%	20%	31%	17%	28%	24%
BBC News channel	23%	25%	21%	17%	28%	27%	19%	28%	22%
Sky News channel	23%	25%	20%	17%	21%	25%	20%	26%	22%
Google (search engine)	19%	21%	18%	24%	13%	23%	16%	25%	19%
Daily Mail/on Sunday (print or website/app)	18%	17%	19%	12%	25%	20%	15%	15%	18%
Channel 4	17%	18%	16%	14%	18%	18%	16%	19%	17%
Twitter	16%	18%	15%	33%	4%	19%	14%	29%	14%
WhatsApp	14%	15%	14%	23%	2%	16%	13%	33%	11%
Instagram	13%	11%	15%	38%	1%	14%	12%	32%	10%
BBC Radio 2	12%	13%	11%	3%	15%	13%	11%	5%	13%
BBC Two	11%	13%	9%	7%	16%	13%	9%	11%	11%
The Guardian/Observer (print or website/app)	11%	12%	10%	12%	7%	16%	5%	16%	10%
The Sun/on Sunday (print or website/app)	11%	13%	9%	9%	8%	8%	14%	12%	11%
Channel 5	10%	11%	8%	6%	10%	9%	10%	10%	10%
BBC Radio 4	9%	10%	9%	3%	19%	13%	5%	6%	10%
Metro (print or website/app)	9%	10%	8%	7%	6%	10%	8%	16%	8%
BBC Radio 1	9%	9%	9%	14%	2%	10%	8%	12%	9%

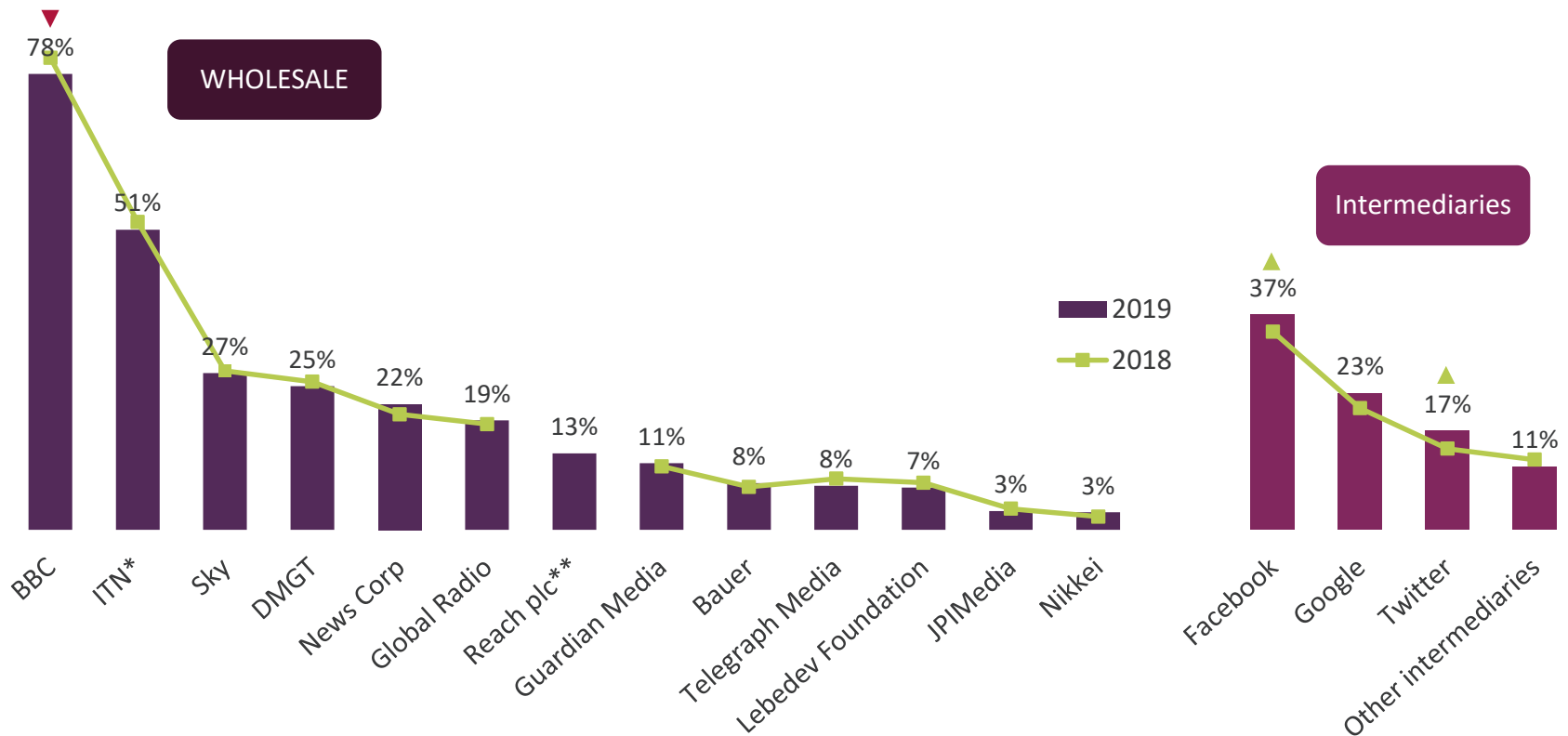
Source: Ofcom News Consumption Survey 2019  
 Question: D2a-8a. Thinking specifically about <platform>, which of the following do you use for news nowadays?  
 Base: All adults 16+ 2019 - Total=4691, Male=2146, Female=2538, 16-24=805, 65+=903, ABC1=2743, C2DE=1939, Minority ethnic=680, White=3998  
 Green shading indicates significant differences between groups

# The wholesale cross-platform audience reach of the BBC has decreased over the past year, whereas Facebook and Twitter reach has increased

## Figure 3.3

### Cross-platform wholesale providers used for news nowadays

All adults 16+ using TV/Newspapers/Radio/Internet/Magazines for news



\*\*In 2018, Trinity Mirror rebranded as Reach plc and acquired Northern & Shell. In 2018, wholesale cross-platform reach for Trinity Mirror was 10% and 8% for Northern & Shell

Source: Ofcom News Consumption Survey 2019

Green/red triangles indicate statistically significant differences between 2019 and 2018

Question: D2a-8a. Thinking specifically about <platform>, which of the following do you use for news nowadays?

Base: All adults 16+ using TV/Newspapers/Radio/Internet/Magazines for news – 2019=4481, 2018=4479

NOTE: 'Google' = Google News + Google + YouTube. 'Other intermediary' includes MSN, Yahoo, AOL, Flipboard, NewsNow. We distinguish between retail news provision (the individual title or brand of each news source that provides content to the user e.g. ITV News) and wholesale news provision (the supply and production of the news for a retail news source e.g. ITN).

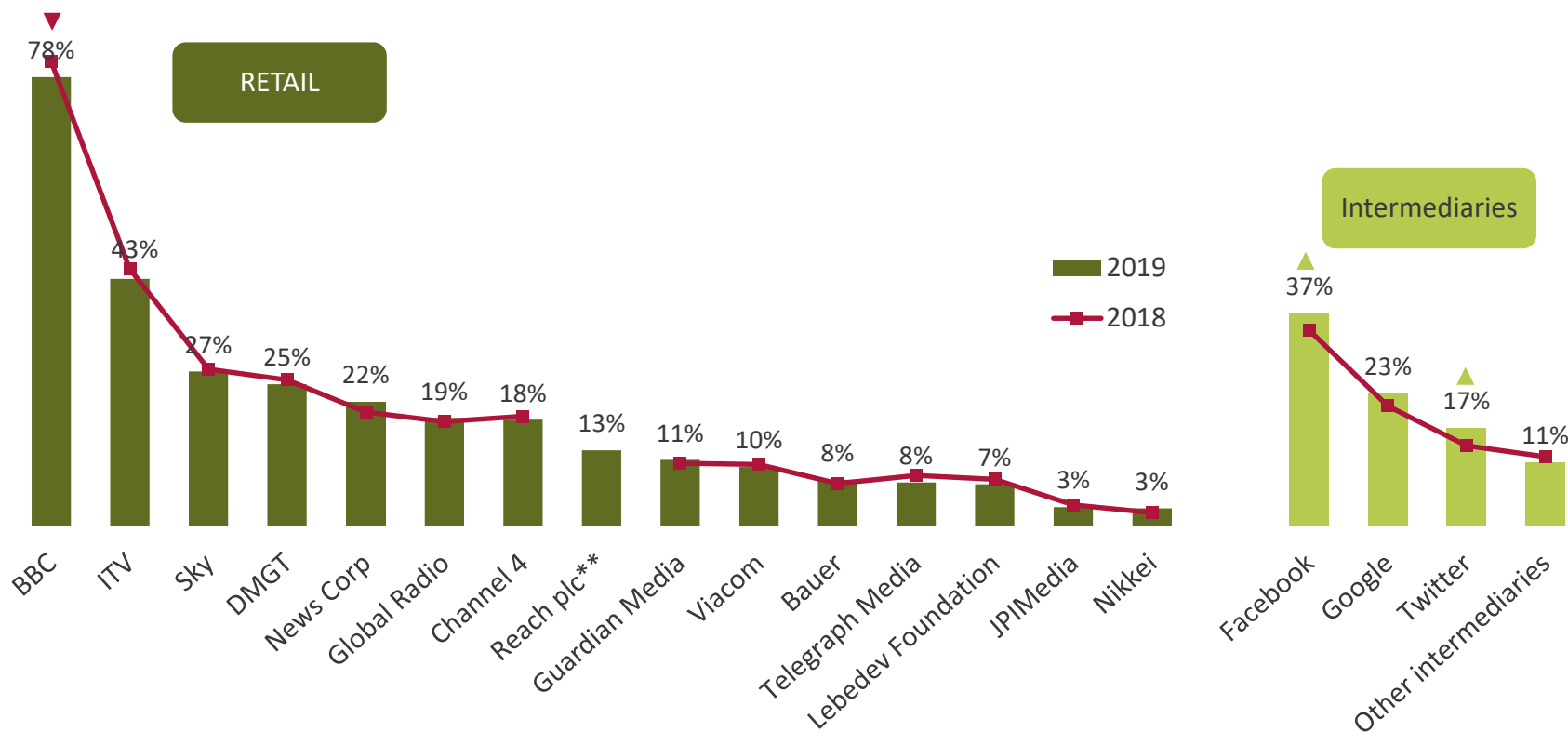
\*In some circumstances, ITV is also a wholesale provider and is included in ITN. The information included in this chart is based on the most up to date information we have.

The same trend is observed at a retail level with the BBC's cross-platform audience reach decreasing and Facebook and Twitter both increasing

**Figure 3.4**

**Cross-platform retail providers used for news nowadays**

All adults 16+ using TV/Newspapers/Radio/Internet/Magazines for news



\*\*In 2018, Trinity Mirror rebranded as Reach plc and acquired Northern & Shell. In 2018, retail cross-platform reach for Trinity Mirror was 10% and 8% for Northern & Shell

Source: Ofcom News Consumption Survey 2019

Green/red triangles indicate statistically significant differences between 2019 and 2020

Question: D2a-8a. Thinking specifically about <platform>, which of the following do you use for news nowadays?

Base: All adults 16+ using TV/Newspapers/Radio/Internet/Magazines for news – 2019=4481, 2018=4479

NOTE: 'Google'= Google News + Google + YouTube. 'Other intermediary' includes MSN, Yahoo, AOL, Flipboard, NewsNow. We distinguish between retail news provision (the individual title or brand of each news source that provides content to the user e.g. ITV News) and wholesale news provision (the supply and production of the news for a retail news source e.g. ITN). The information included in this chart is based on the most up to date information we have.

# Section 4

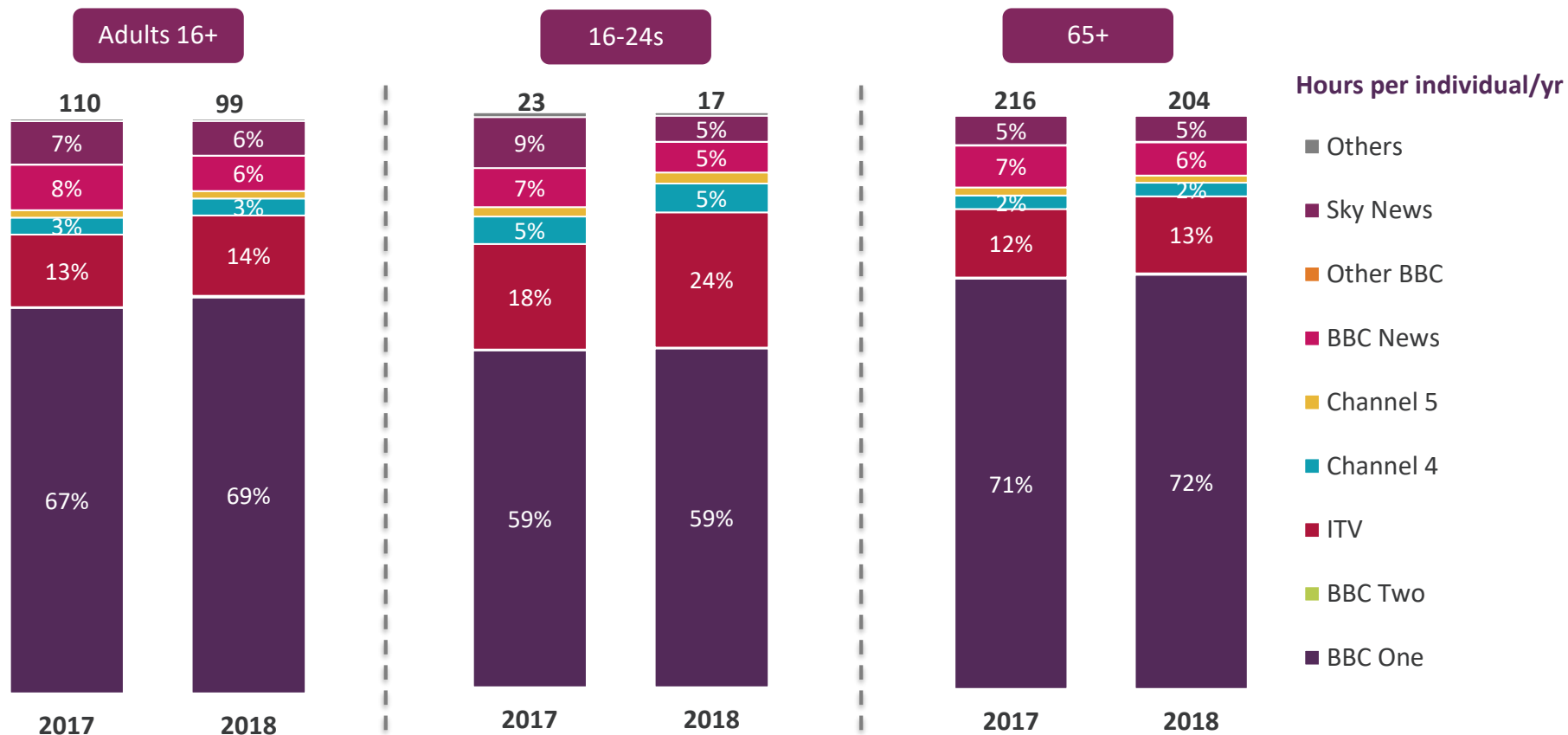
## News consumption via television



Overall, adults watch an average of 99 hours of news per year, with a majority of this news viewing through BBC One. Those aged 65+ spend much more time watching news than 16-24s (204 hours per annum vs. 17 hours for 16-24s)

**Figure 4.1**

Proportion of national/international news viewing hours by channel group – 2017-18



Source: BARB, Network. Network programming based on 4+ area filter. Genre = national/international news.

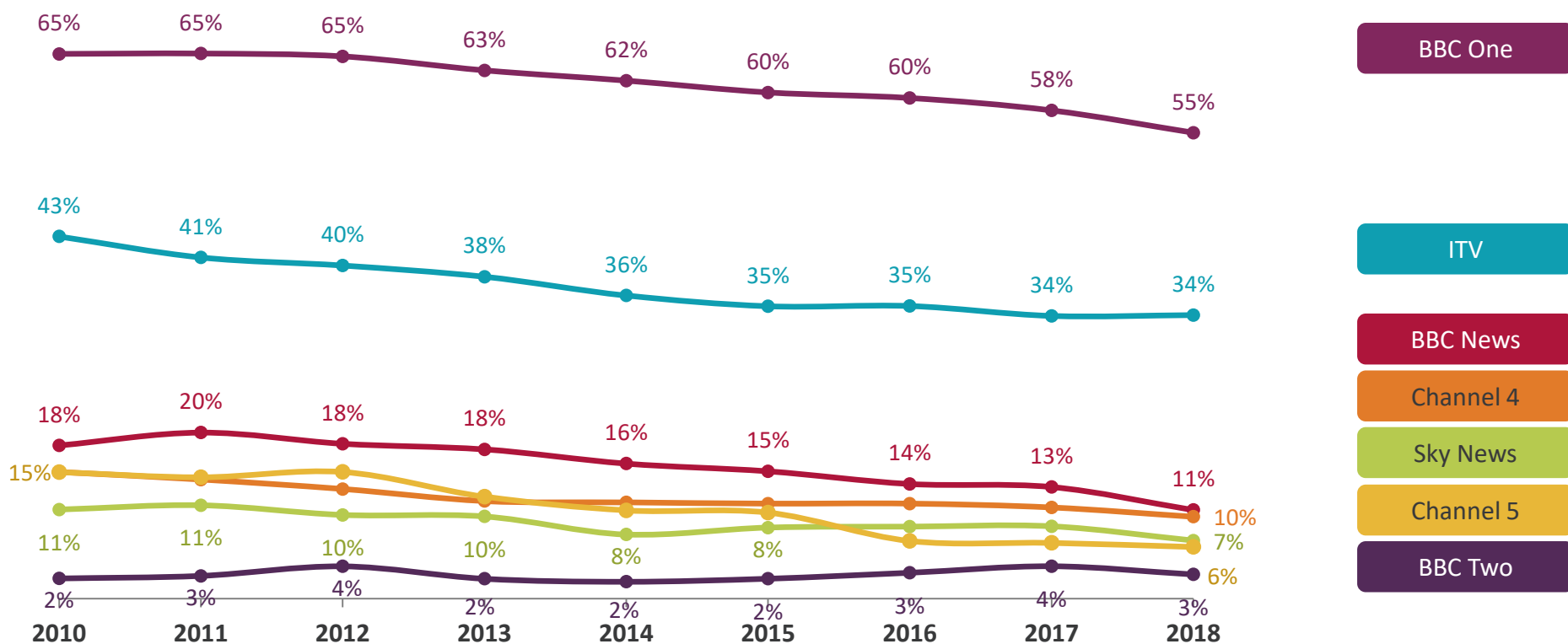
Channels include their HD and +1 variants. Others = all other channels that showed national/international news that are not any of the listed channels above.

On average 55% of adults in the UK watched news on BBC One each week in 2018, the highest reach of all channels. However, this represents a 10 percentage point decrease since 2010

**Figure 4.2**

Average weekly reach of national/international news by channel - 2010 to 2018

All adults 16+



Source: BARB, Network. Network programming based on 4+ area filter. Genre = national/international news.

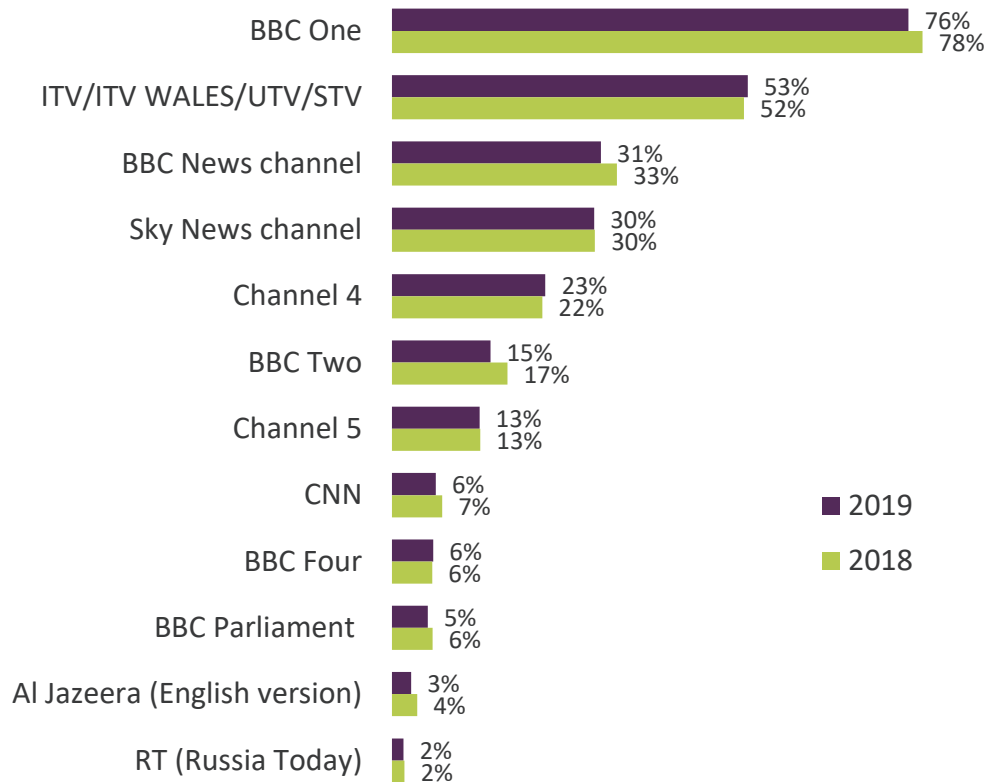
Channels include their HD and +1 variants. Reach criteria = 3 consecutive minutes. Full weeks used for the correct calculation of weekly averages

# Among adults who use TV for news (75%), the most-used channel for news nowadays is BBC One, followed by ITV then the BBC and Sky News channels

**Figure 4.3**

## TV channels used for news nowadays

*All using TV for news*



Source: Ofcom News Consumption Survey 2019

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

Base: All using TV for news – 2019=3556, 2018=3731

Only sources with an incidence of 2%+ in 2019 are shown

Males and those from minority ethnic backgrounds are more likely than females and white adults to use most TV sources, although the converse is true for ITV

**Figure 4.4**

TV channels used for news nowadays 2019 - by demographic group

*All using TV for news*

	Total	Male	Female	16-24	65+	ABC1	C2DE	Minority ethnic	White
BBC One	76%	76%	76%	68%	83%	79%	74%	74%	77%
ITV/ITV WALES/UTV/STV	53%	50%	55%	51%	55%	50%	56%	39%	55%
BBC News channel	31%	33%	29%	33%	30%	35%	26%	44%	29%
Sky News channel	30%	33%	27%	33%	23%	33%	26%	40%	29%
Channel 4	23%	24%	22%	28%	19%	24%	21%	28%	22%
BBC Two	15%	17%	13%	13%	17%	17%	12%	17%	14%
Channel 5	13%	15%	11%	11%	11%	12%	14%	15%	13%
CNN	6%	8%	5%	8%	2%	8%	5%	17%	5%
BBC Four	6%	7%	5%	6%	6%	6%	6%	10%	6%
BBC Parliament	5%	7%	4%	5%	5%	7%	3%	7%	5%
Al Jazeera (English version)	3%	4%	2%	4%	2%	3%	2%	10%	2%
RT (Russia Today)	2%	2%	1%	2%	2%	2%	1%	2%	2%

Source: Ofcom News Consumption Survey 2019

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

Base: All using TV for news 2019 - Total=3556, Male=1660, Female=1891, 16-24=433, 65+=844, ABC1=2077, C2DE=1475, Minority ethnic=451, White=3096

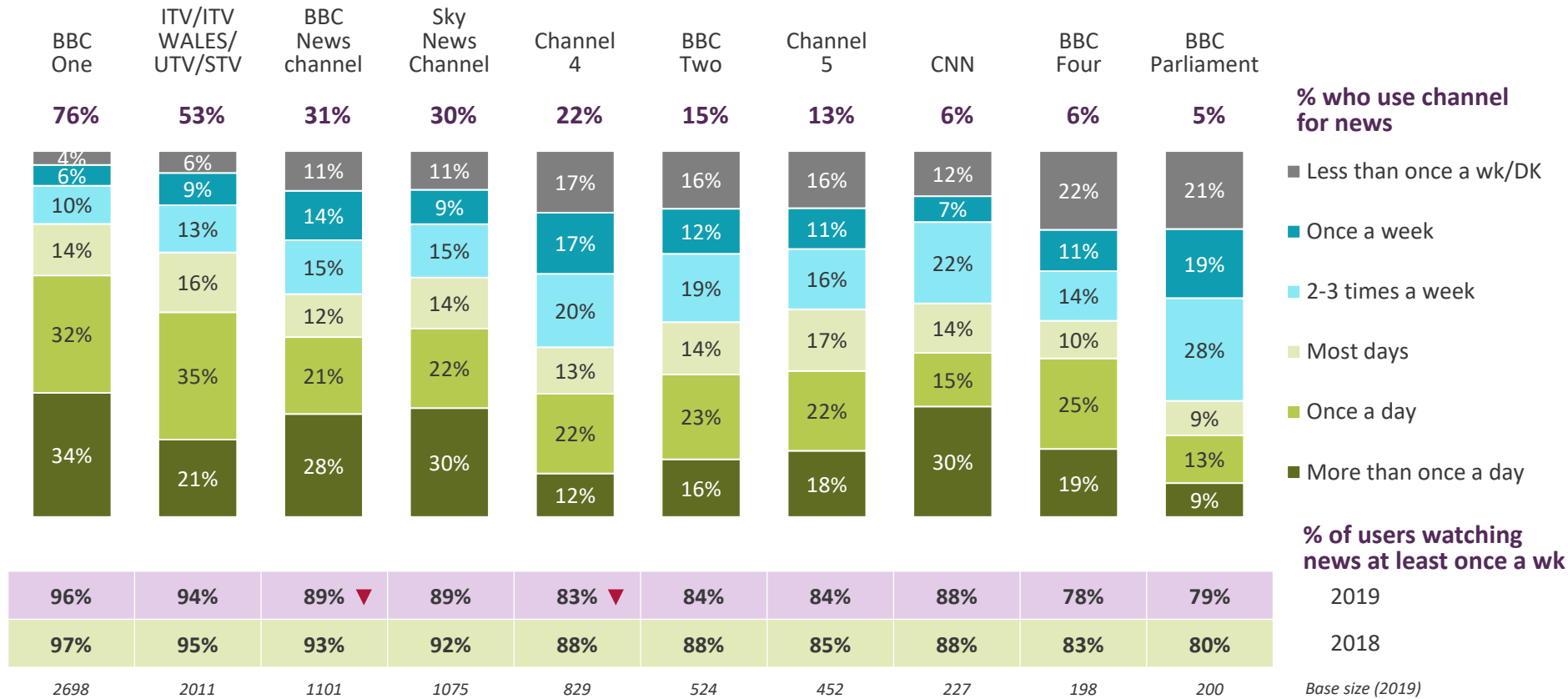
Green shading indicates significant differences between groups. Only sources with an incidence of 2%+ in 2019 are shown.

BBC One is used most frequently for news, with two thirds (66%) of those who use TV for news using the channel at least once a day

**Figure 4.5**

**Frequency of consumption for main TV channels - 2019**

All using each source for news



Source: Ofcom News Consumption Survey 2019

Green/red triangles indicate statistically significant differences between 2019 and 2018

Question: D2b. And typically how often do you watch the news on...

Base: All who use each source for news 2019 (bases shown above, only sources used by 100+ respondents included)

# Section 5

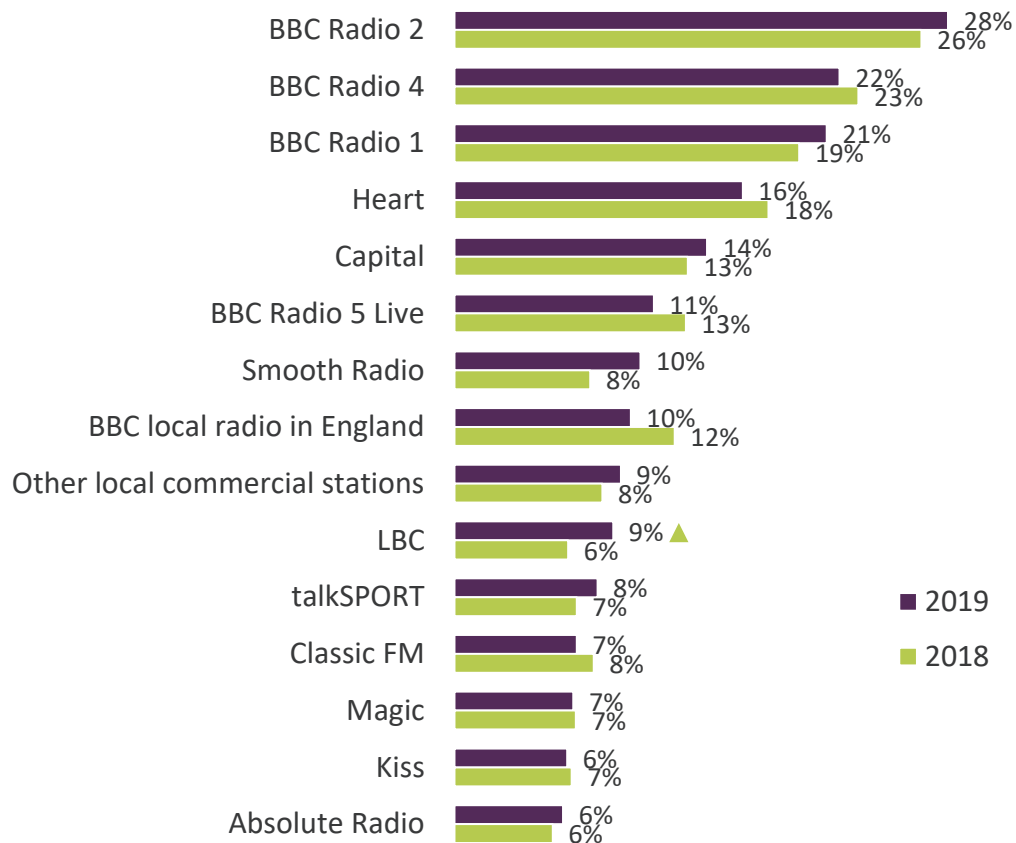
## News consumption via radio

# Among those that use radio for news (43%), seven in ten claim to use any BBC station, with BBC Radio 2 continuing to be the most used

**Figure 5.1**

## Radio stations used for news nowadays

All using radio for news



	2019	2018
Any BBC Radio	72%	74%
UK-wide BBC Radio	67%	65%
Commercial radio	59% ▲	55%
BBC Radio only	39%	42%
Commercial radio only	26%	24%
Both BBC and Commercial	32%	32%

■ 2019  
■ 2018

Source: Ofcom News Consumption Survey 2019

Green/red triangles indicate statistically significant differences between 2019 and 2018

Question: D6a. Thinking specifically about radio stations, which of the following do you use for news nowadays?

Base: All using radio for news – 2019=2043, 2018=2096. Only sources with an incidence of 5%+ in 2019 are shown

Note: Radio stations include short news bulletins at the start of each hour which aren't able to be measured through the industry metric, RAJAR. Our survey helps us understand the role radio plays in news consumption.

# People from minority ethnic backgrounds and those aged 16-24 are more likely than white adults and those aged 65+ to use most radio sources for news

## Figure 5.2

### Radio stations used for news nowadays 2019 - by demographic group

*All using radio for news*

	Total	Male	Female	16-24	65+	ABC1	C2DE	Minority ethnic	White
BBC Radio 2	28%	28%	27%	12%	30%	27%	28%	14%	29%
BBC Radio 4	22%	23%	21%	11%	38%	27%	14%	19%	22%
BBC Radio 1	21%	20%	22%	53%	5%	21%	21%	37%	19%
Heart	16%	12%	20%	28%	3%	14%	19%	21%	16%
Capital	14%	12%	17%	38%	1%	13%	16%	30%	12%
BBC Radio 5 Live	11%	18%	5%	4%	14%	14%	8%	12%	11%
Smooth Radio	10%	9%	11%	10%	9%	9%	13%	17%	10%
BBC local radio in England	10%	11%	9%	5%	17%	9%	11%	4%	11%
Other local commercial stations	9%	8%	11%	4%	6%	8%	12%	0%	10%
LBC	9%	10%	8%	10%	5%	9%	9%	21%	7%
talkSPORT	8%	13%	3%	9%	3%	7%	9%	12%	7%
Classic FM	7%	8%	6%	8%	10%	8%	6%	11%	6%
Magic	7%	7%	7%	10%	2%	7%	7%	17%	5%
Kiss	6%	5%	7%	16%	0%	6%	7%	17%	5%
Absolute Radio	6%	6%	6%	9%	1%	6%	6%	9%	6%

Source: Ofcom News Consumption Survey 2019

Question: D6a. Thinking specifically about radio stations, which of the following do you use for news nowadays?

Base: All using radio for news 2019 - Total=2043, Male=968, Female=1072, 16-24=239, 65+=424, ABC1=1296, C2DE=742, Minority ethnic=226, White=1812

Green shading indicates significant differences between groups. Only sources with an incidence of 5%+ in 2019 are shown.



# Section 6

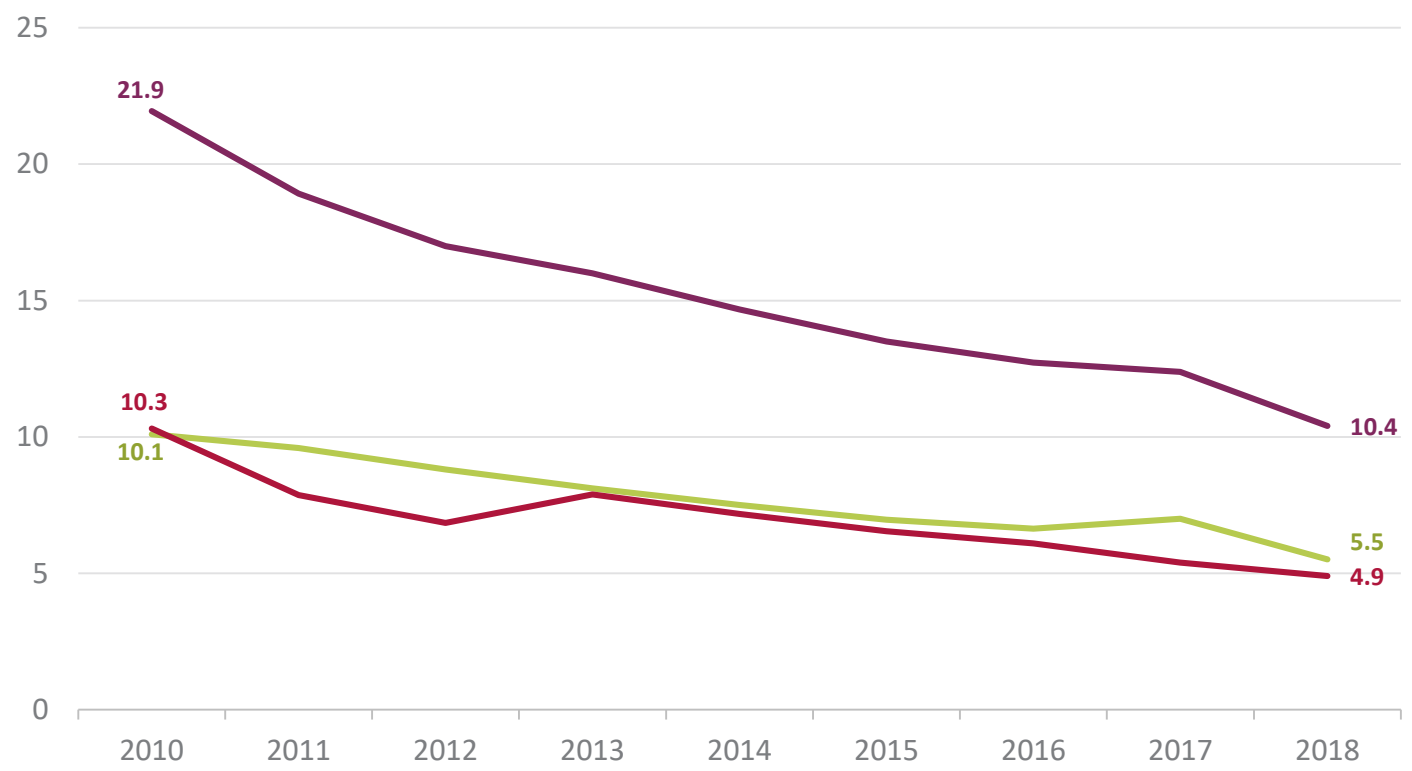
## News consumption via newspapers

# Circulation of national newspaper titles has decreased from nearly 22 million in 2010 to 10.4 million in 2018

## Figure 6.1

### Circulation trends for national newspaper titles - 2010 to 2018

Average UK net circulation (million)



- Total Market
- National Daily titles
- National Sunday titles

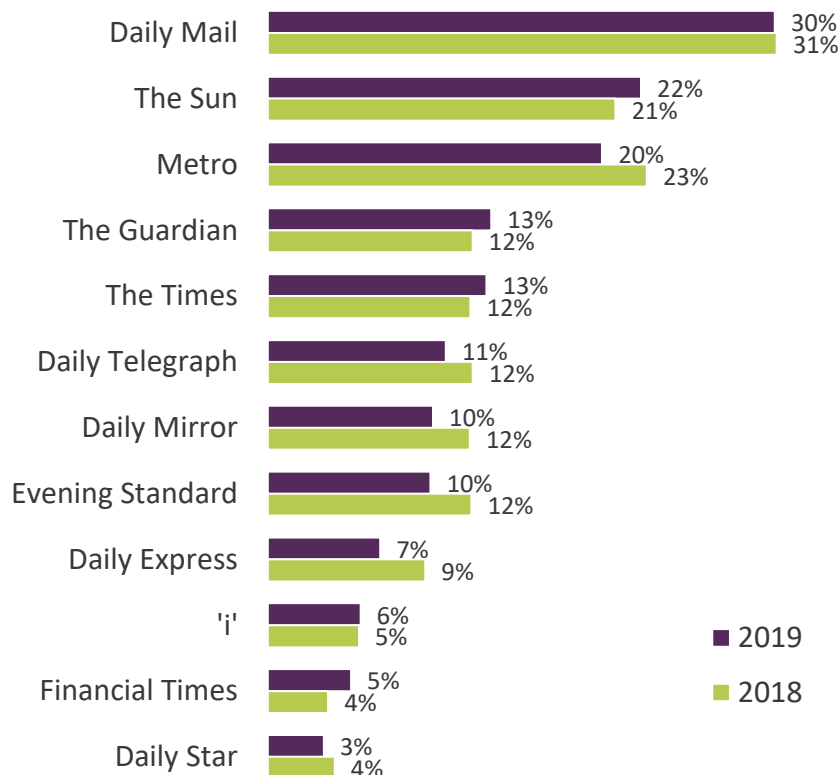
Source: ABC / Ofcom analysis

# Among the two fifths (38%) of adults who claim to consume news through newspapers, the most-used title is the Daily Mail followed by The Sun and Metro

**Figure 6.2**

## Daily newspapers used for news nowadays (print only)

All using printed newspapers for news



In total, **23%** (26% in 2018) of print newspaper readers used **daily 'free-sheets'**

Source: Ofcom News Consumption Survey 2019

Green/red triangles indicate statistically significant differences between 2019 and 2018

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

Base: All using newspapers for news – 2019=1741, 2018=1847

Only sources with an incidence of 3%+ in 2019 are shown

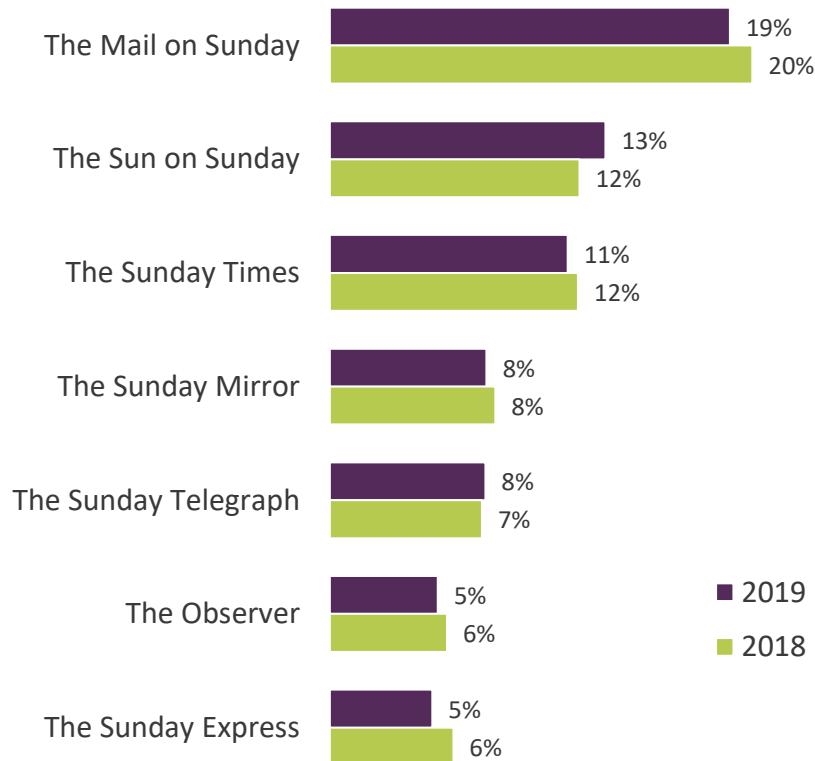
Note: Daily free-sheets are the Metro and the London Evening Standard

# The Mail on Sunday remains the most read Sunday title, followed by The Sun on Sunday and The Sunday Times

**Figure 6.3**

## Sunday newspapers used for news nowadays (print only)

All using printed newspapers for news



In total, **3%** (**6%** in 2018) of print newspaper readers used **free local weekly newspapers**

■ 2019  
■ 2018

Source: Ofcom News Consumption Survey 2019

Green/red triangles indicate statistically significant differences between 2019 and 2018

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

Base: All using newspapers for news – 2019=1741, 2018=1847

Only sources with an incidence of 3%+ in 2019 are shown

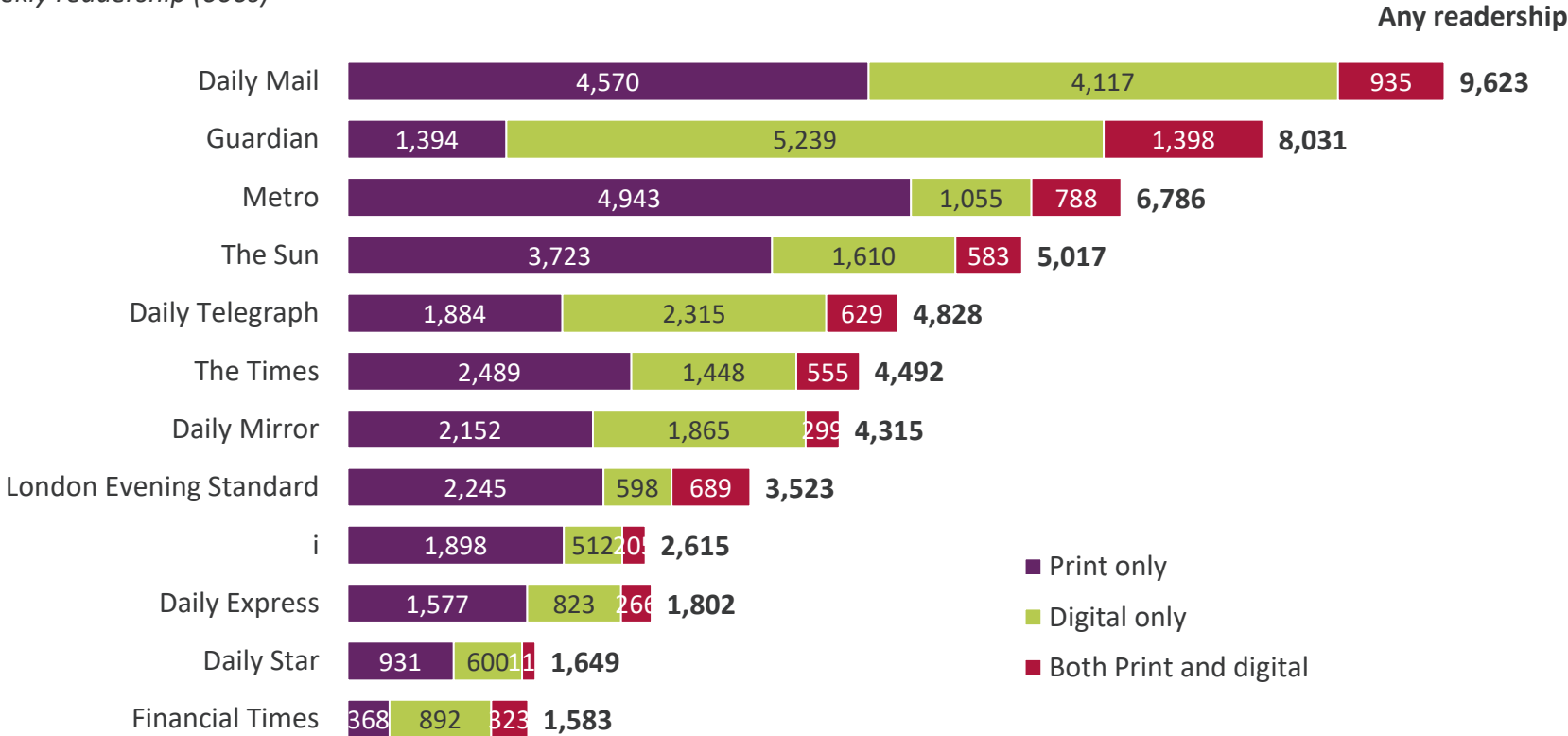
The Daily Mail is the most widely-read news title in the UK overall. The Guardian is the most widely-read digital title and the Metro the most read print newspaper



**Figure 6.4**

Print vs. online newspaper readership by title – 2018

Weekly readership (000s)



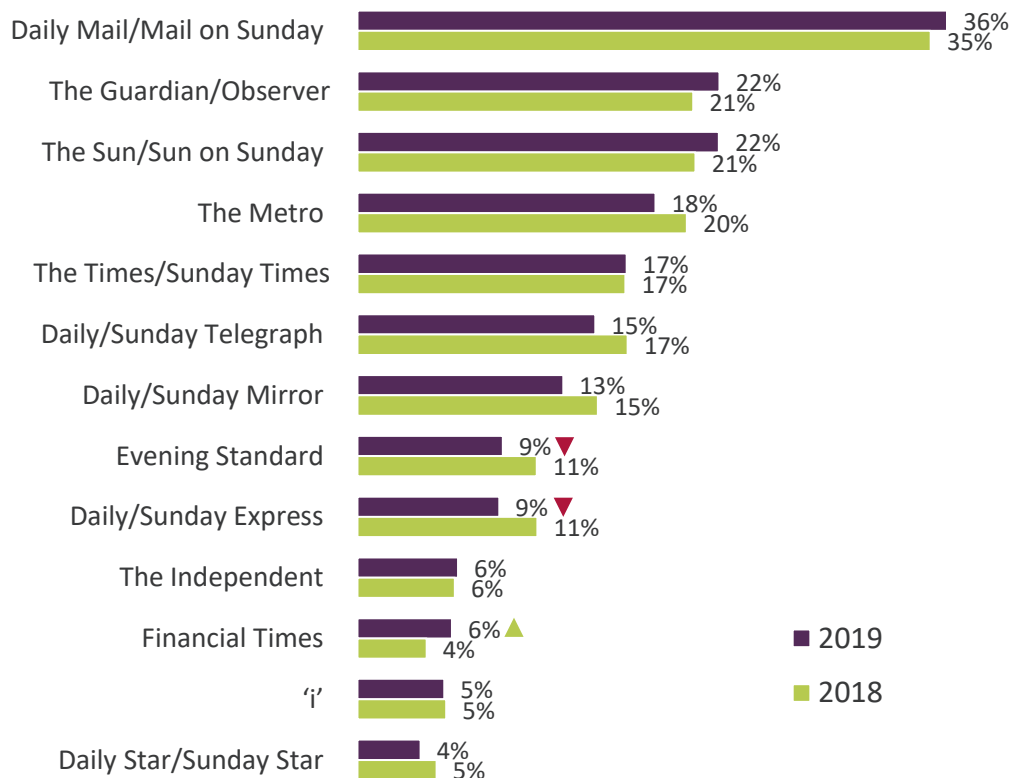
Source: TouchPoints 2018, GB adults 15+

Among the half (49%) of adults who claim to consume news through newspapers (print or online), the most-used title/site/app is the Daily Mail/Mail on Sunday followed by The Guardian/Observer and The Sun/Sun on Sunday

**Figure 6.5**

**Newspapers (printed or websites/apps) used for news nowadays**

*All using newspapers (printed or websites/apps) for news*



Source: Ofcom News Consumption Survey 2019

Green/red triangles indicate statistically significant differences between 2019 and 2018

Question: D3a/D4a. Thinking specifically about daily/weekly newspapers, which of the following do you use for news nowadays? D8a. Thinking specifically about the internet, which of the following do you use for news nowadays?

Base: All using newspapers (printed or websites/apps) for news – 2019=2279, 2018=2341

Only sources with an incidence of 3%+ in 2019 are shown

# 16-24s and people from minority ethnic backgrounds are generally more likely to read more of the titles than those aged 65+ and white people

**Figure 6.6**

Newspapers used for news nowadays 2019 (print + websites/apps) - by demographic group



All using newspapers (printed or websites/apps) for news

	Total	Male	Female	16-24	65+	ABC1	C2DE	Minority ethnic	White
Daily Mail/on Sunday (print or website/app)	36%	33%	40%	34%	39%	37%	36%	32%	37%
The Guardian/Observer (print or website/app)	22%	24%	21%	36%	11%	29%	13%	34%	20%
The Sun/on Sunday (print or website/app)	22%	25%	20%	26%	12%	15%	33%	25%	22%
The Metro (print or website/app)	18%	20%	17%	20%	9%	18%	19%	33%	16%
The Times/Sunday Times (print or website/app)	17%	17%	16%	19%	15%	21%	10%	21%	16%
Daily/Sunday Telegraph (print or website/app)	15%	18%	11%	15%	15%	18%	10%	22%	13%
Daily/Sunday Mirror (print or website/app)	13%	12%	14%	12%	11%	10%	17%	11%	13%
Evening Standard (print or website/app)	9%	10%	8%	10%	3%	10%	7%	22%	7%
Daily/Sunday Express (print or website/app)	9%	9%	8%	7%	12%	9%	8%	7%	9%
The Independent (website/app)	6%	7%	6%	13%	2%	7%	5%	10%	6%
Financial Times (print or website/app)	6%	8%	3%	10%	2%	8%	3%	14%	4%
'i' (print or website/app)	5%	6%	5%	5%	6%	6%	4%	5%	5%
Daily Star/Sunday Star (print or website/app)	4%	4%	4%	3%	2%	2%	6%	5%	4%

Source: Ofcom News Consumption Survey 2019

Question: D3a/4a. Thinking specifically about daily/weekly newspapers, which of the following do you use for news nowadays?

Base: All using newspapers (print/websites/apps) for news - Total=2279, Male=1123, Female=1154, 16-24=287, 65+=573, ABC1=1483, C2DE=792, Minority ethnic=346, White=1927. Green shading indicates significant differences between groups. Only sources with an incidence of 3%+ in 2019 are shown.

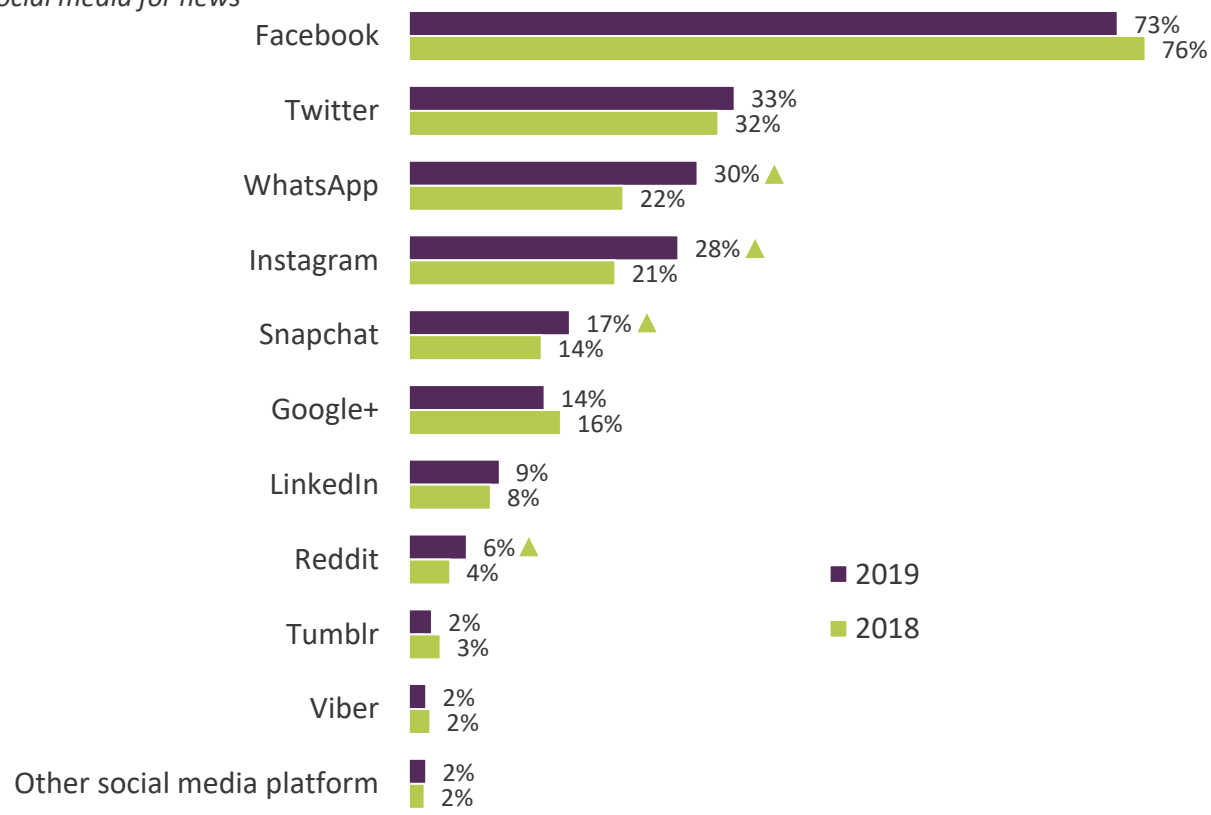
# Section 7

## News consumption via social media



Half (49%) of adults claim to consume news via social media nowadays. Of these, three quarters claim to use Facebook, with around one third using Twitter and WhatsApp

**Figure 7.1**  
Social media used for news nowadays  
*All using social media for news*



Source: Ofcom News Consumption Survey 2019  
 Question: D7a. Thinking specifically about social media (on any device), which of the following do you use for news nowadays?  
 Base: All using social media for news – 2019=2331, 2018=2058  
 Green/red triangles indicate statistically significant differences between 2019 and 2018

With the exception of Facebook, 16-24s and people from minority ethnic backgrounds are more likely to use most of the social media sites for news. Men are more likely to use Twitter, WhatsApp, LinkedIn and Reddit, while women are more likely to use Facebook, Instagram and Snapchat

**Figure 7.2**

Social media used for news nowadays 2019 - by demographic group

*All using social media for news*

	Total	Male	Female	16-24	65+	ABC1	C2DE	Minority ethnic	White
Facebook	73%	68%	77%	65%	62%	71%	75%	64%	75%
Twitter	33%	39%	29%	43%	26%	37%	29%	41%	31%
WhatsApp	30%	33%	27%	31%	10%	32%	27%	48%	25%
Instagram	28%	24%	30%	50%	8%	29%	26%	46%	23%
Snapchat	17%	14%	19%	44%	2%	16%	18%	28%	13%
Google+ *	14%	15%	13%	9%	11%	14%	14%	17%	13%
LinkedIn	9%	12%	7%	10%	4%	13%	5%	16%	7%
Reddit	6%	10%	3%	12%	0%	8%	4%	9%	5%
Tumblr	2%	3%	2%	4%	3%	2%	3%	4%	2%
Viber	2%	3%	1%	2%	0%	2%	1%	3%	2%
Other social media platform	2%	2%	2%	2%	4%	2%	2%	2%	2%

Source: Ofcom News Consumption Survey 2019

Question: D7a. Thinking specifically about social media (on any device), which of the following do you use for news nowadays?

Base: All using social media for news – Total=2331, Male=966, Female=1361, 16-24=620, 65+=142, ABC1=1435, C2DE=887, Minority ethnic=496, White=1825

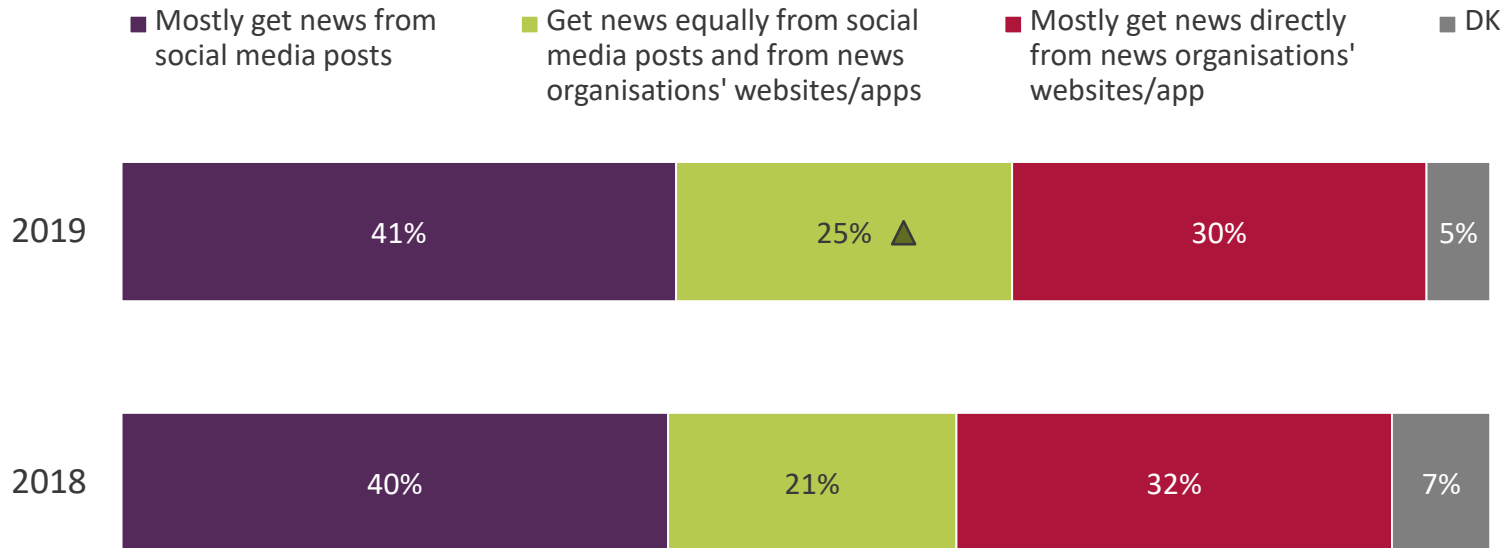
Green shading indicates significant differences between groups. \*NB: WE THINK SOME OF THE 65+ RESPONDENTS WILL HAVE MISINTERPRETTED WHAT GOOGLE+ IS

Those consuming news via social media are still more likely to get their news from 'posts' rather than 'directly from news organisations' websites or apps

### Figure 7.3

#### Use of social media versus news organisations' websites/apps

All using social media for news



Source: Ofcom News Consumption Survey 2019

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 – 2019=2331, 2018=2058

Green/red triangles indicate statistically significant differences between 2019 and 2018

16-24s, females and C2DEs are more likely to get their news mostly from social media posts than 65+, males and ABC1s. Those aged 65+ are more likely to get news directly from news organisations websites/apps

**Figure 7.4**

Use of social media versus news organisations' websites/apps 2019 - by demographic group

*All using social media for news*

	Total	Male	Female	16-24	65+	ABC1	C2DE	Minority ethnic	White
Mostly get news from social media posts	41%	35%	45%	56%	17%	36%	46%	42%	40%
Get news equally from social media posts and from news organisations' websites/apps	25%	26%	23%	18%	27%	25%	24%	24%	25%
Mostly get news directly from news organisations' websites/app	30%	34%	27%	22%	51%	35%	25%	31%	30%
Don't know	5%	5%	4%	4%	6%	4%	6%	3%	5%

Source: Ofcom News Consumption Survey 2019

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 – Total=2331, Male=966, Female=1361, 16-24=620, 65+=142, ABC1=1435, C2DE=887, Minority ethnic=496, White=1825

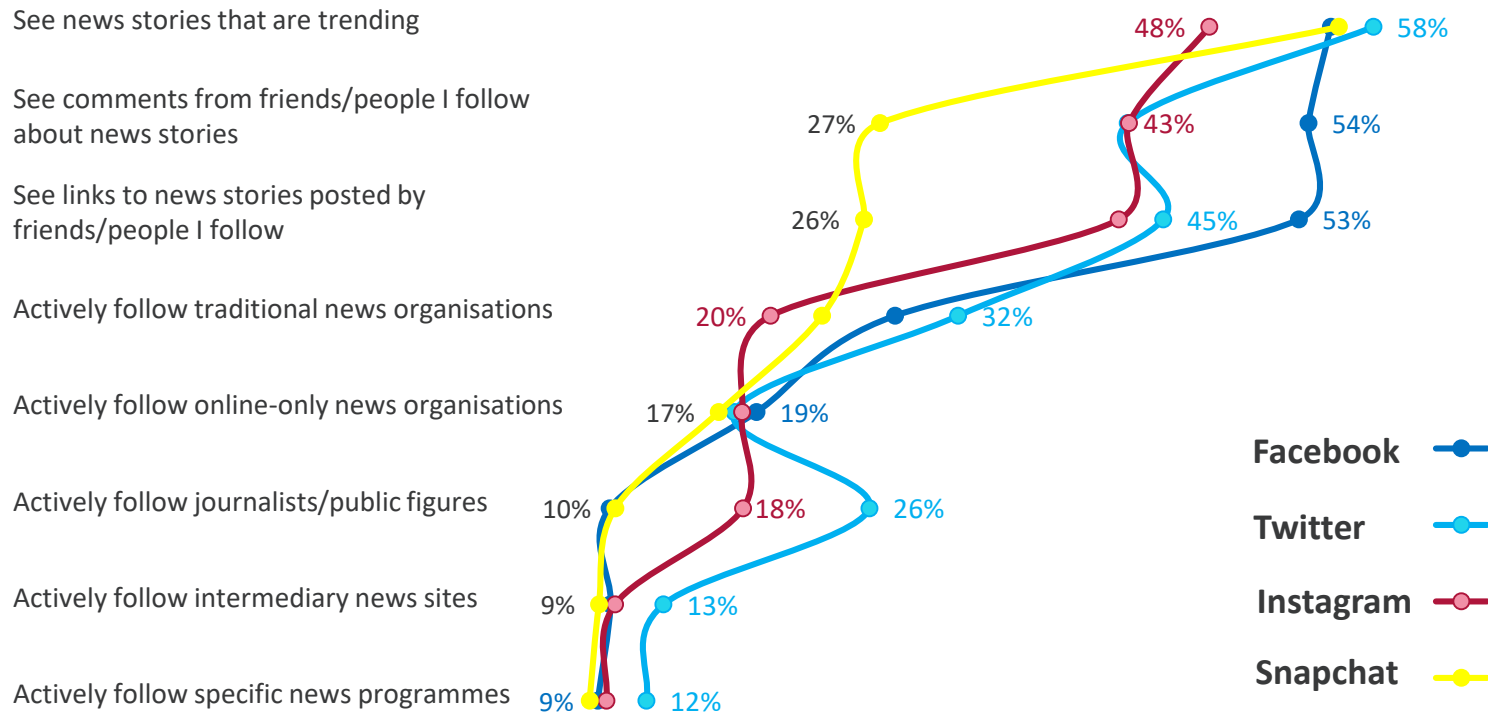
Green shading indicates significant differences between groups

# Across social media sites, news is most likely to be accessed via 'stories that are trending', or by 'seeing comments' and 'links to stories'

## Figure 7.5

How news is accessed via social media - 2019

All using each type of social media for news



Source: Ofcom News Consumption Survey 2019

Question: D9. Earlier you mentioned that you get news from [social media site]. Which of the following do you do nowadays?

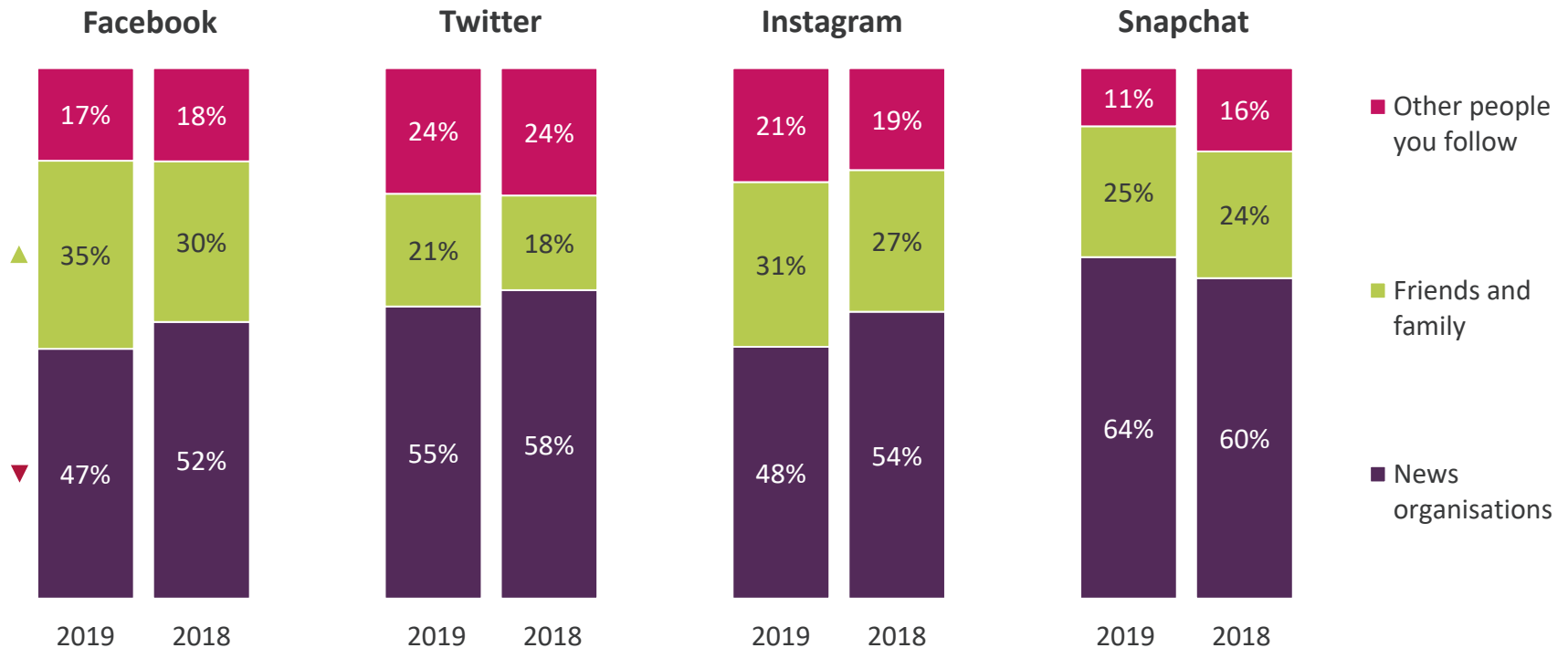
Base: All using each site for news 2019 – Facebook=1749, Twitter=826, Instagram=671, Snapchat=431

Social media news users are still more likely to source their news stories from news organisations. However an increasing proportion of Facebook news users are sourcing stories from friends and family

**Figure 7.6**

Proportion of news on social media accessed from each type of source

*All using each type of social media for news*



Source: Ofcom News Consumption Survey 2019

Question: D10. Approximately what proportion of the news you get from [social media site] nowadays is from news organisations, friends and other people you follow? Base: All using each site for news 2019/2018 – Facebook=1749/1609, Twitter=826/689, Instagram=671/444, Snapchat=431/298

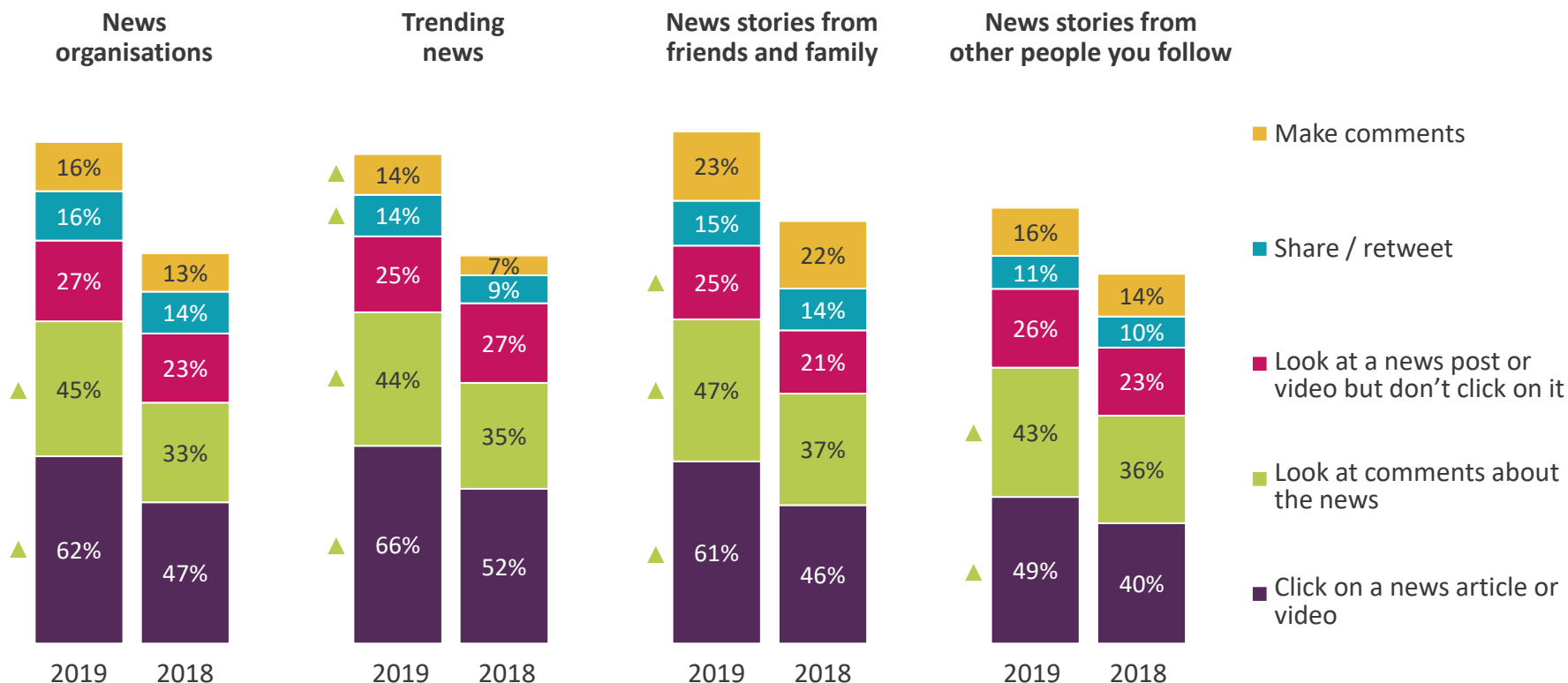
Green/red triangles indicate statistically significant differences between 2019 and 2018

Increasing proportions of Facebook news users are now ‘clicking on news articles/ videos’ or ‘looking at comments about the news’. They are also more likely to share or make comments on trending news

**Figure 7.7**

**Actions normally taken when accessing news on Facebook**

*All accessing news from each source on Facebook*



Note: bars do not sum to 100% as respondents may carry out more than one action

Source: Ofcom News Consumption Survey 2019

Green/red triangles indicate statistically significant differences between 2019 and 2018

Question: D11. Which, if any, of the following do you tend to do when you see posts from the following on Facebook?

Base: All accessing news from each source via Facebook 2019/2018 – News organisations=857/782, Trending news=982/889, News stories from friends/family=1315/1108, News stories from other people you follow=1367/1162

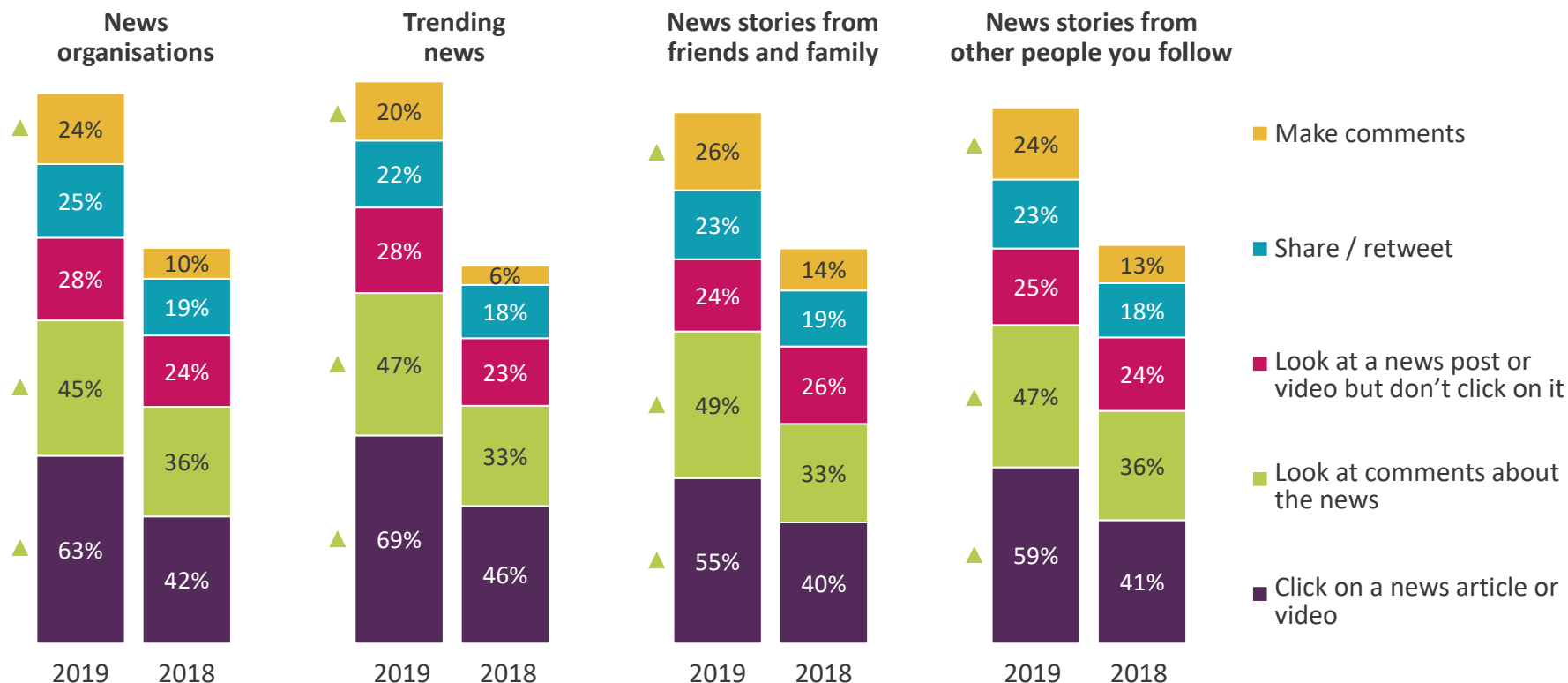
Note: Columns do not sum to 100% (this was a multi-code question)

Similar increases in activity are observed among Twitter news users. However, in addition, this group are more likely to ‘make comments’ across each type of news post

**Figure 7.8**

Actions normally taken when accessing news on **Twitter**

All accessing news from each source on Twitter



Note: bars do not sum to 100% as respondents may carry out more than one action

Green/red triangles indicate statistically significant differences between 2019 and 2018

Source: Ofcom News Consumption Survey 2019

Question: D11. Which, if any, of the following do you tend to do when you see posts from the following on Twitter?

Base: All accessing news from each source via Twitter 2019/2018 – News organisations=476/401, Trending news=478/346, News stories from friends/family=511/397, News stories from other people you follow=582/468

Note: Columns do not sum to 100% (this was a multi-code question)

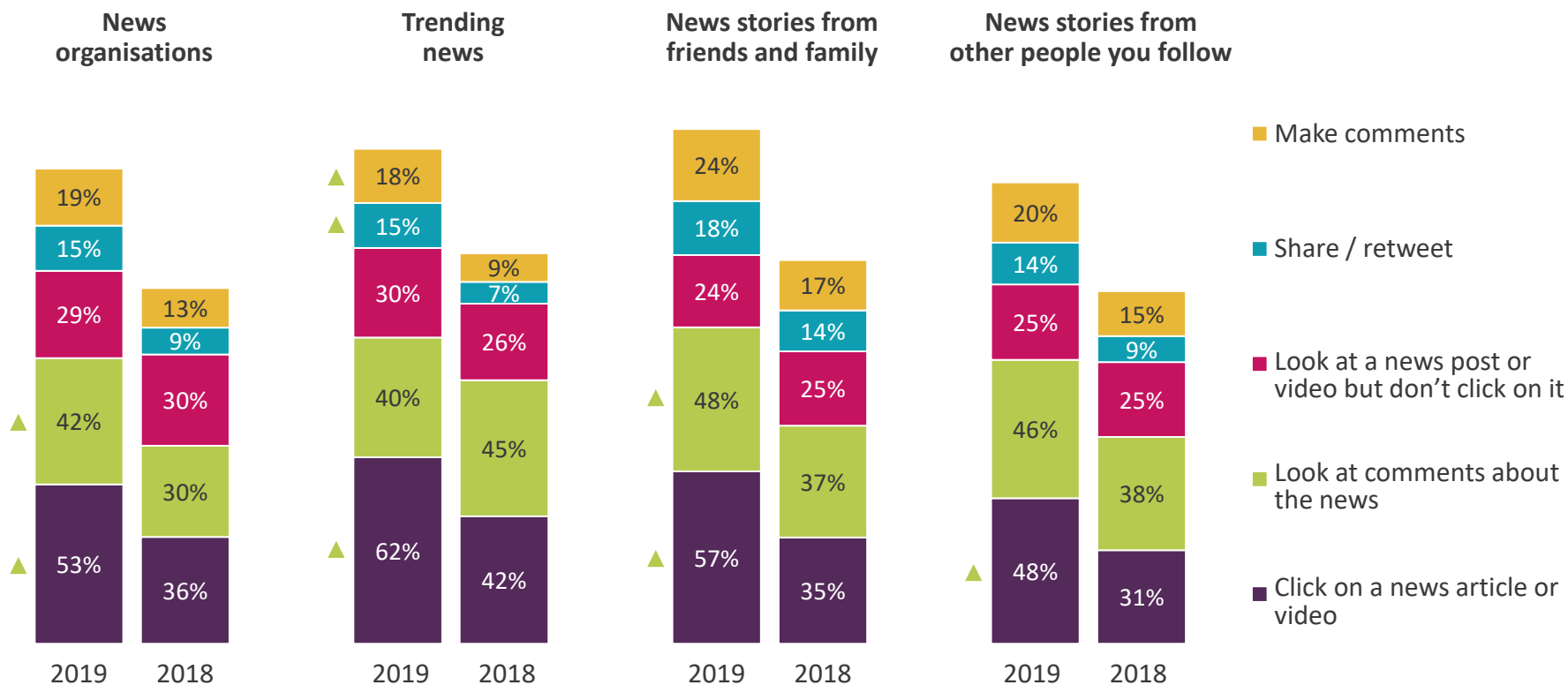


# An increasing proportion of Instagram news users are sharing news posts they see on the site

**Figure 7.9**

## Actions normally taken when accessing news on Instagram

All accessing news from each source on Instagram



Note: bars do not sum to 100% as respondents may carry out more than one action

Source: Ofcom News Consumption Survey 2019

Green/red triangles indicate statistically significant differences between 2019 and 2018

Question: D11. Which, if any, of the following do you tend to do when you see posts from the following on Instagram?

Base: All accessing news from each source via Instagram 2019/2018 – News organisations=346/231, Trending news=320/201, News stories from friends/family=419/250, News stories from other people you follow=478/288

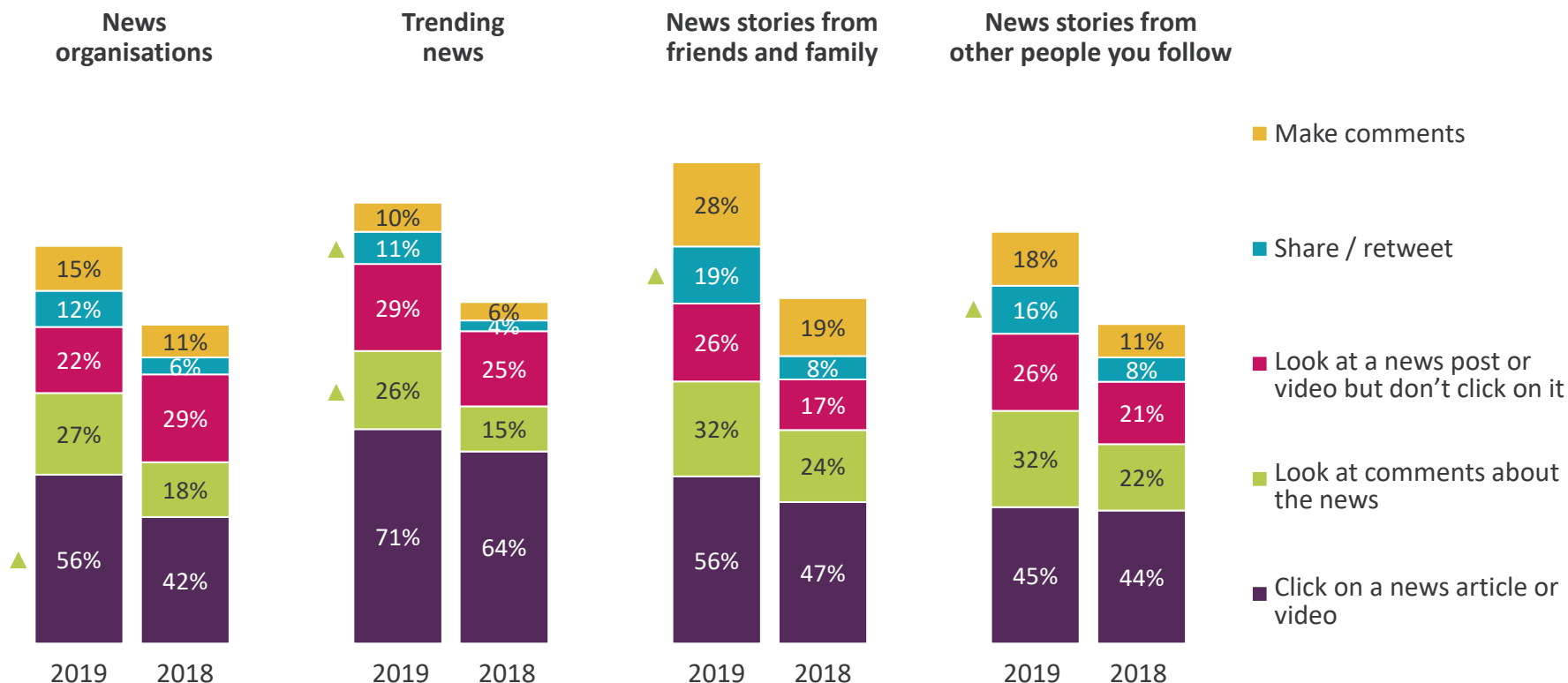
Note: Columns do not sum to 100% (this was a multi-code question)

Again, an increasing proportion of Snapchat news users are actively consuming news: sharing has increased across each type of news post

**Figure 7.10**

Actions normally taken when accessing news on **Snapchat**

All accessing news from each source on Snapchat



Source: Ofcom News Consumption Survey 2019

Green/red triangles indicate statistically significant differences between 2019 and 2018

Question: D11. Which, if any, of the following do you tend to do when you see posts from the following on Facebook?

Base: All accessing news from each source via Snapchat 2019/2018 – News organisations=202/140, Trending news=253/141, News stories from friends/family=175/136, News stories from other people you follow=206/157

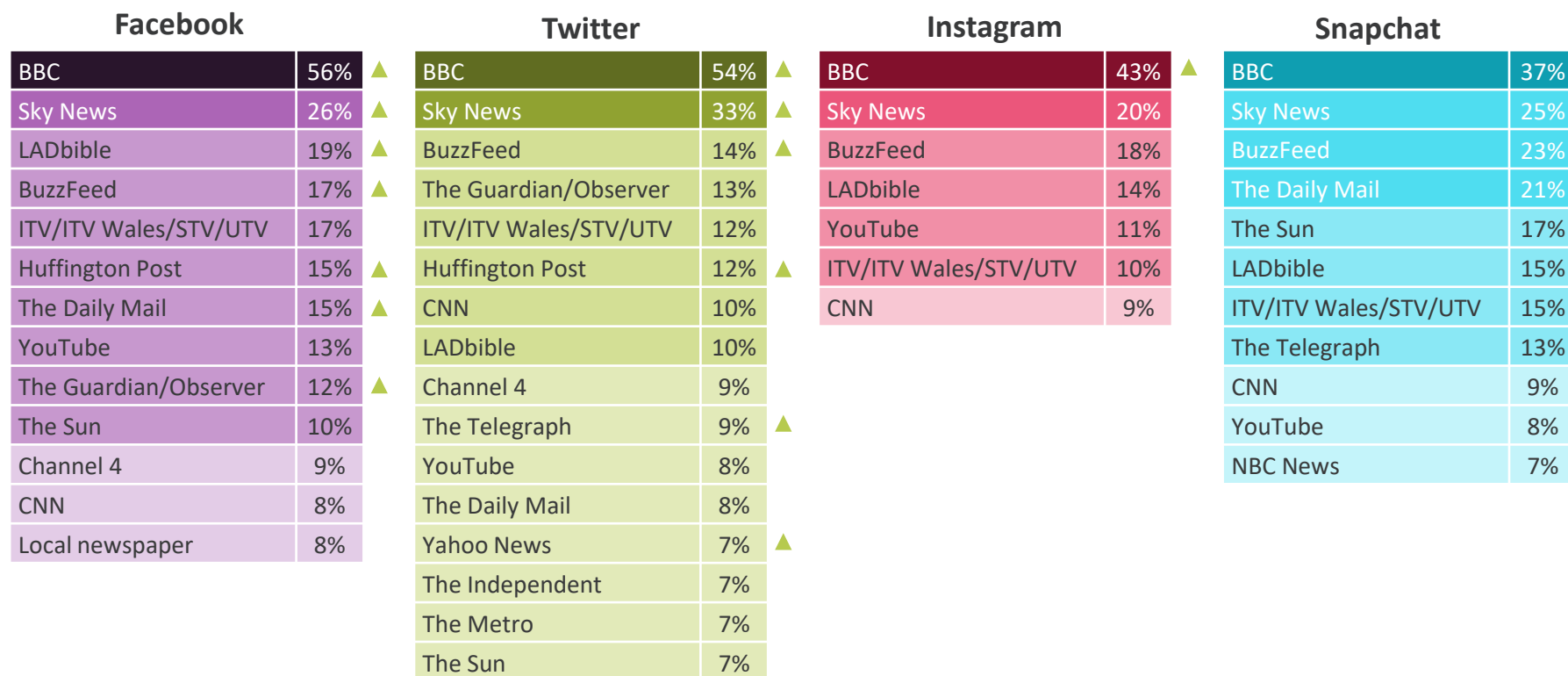
Note: Columns do not sum to 100% (this was a multi-code question)

BBC remains the most commonly followed news organisation across all social media sites asked about, followed by Sky News. BuzzFeed is also commonly followed on all sites

**Figure 7.11**

News organisations followed on social media - 2019

All accessing news organisations via each type of social media



Source: Ofcom News Consumption Survey 2019

Green/red triangles indicate statistically significant differences between 2019 and 2018

Question: D12a. Which, if any, of the following news sources do you follow on [social media site]?

Base: All accessing news organisations via each type of social media - Facebook=857, Twitter=476, Instagram=346, Snapchat=202

Only sources with an incidence of 7%+ on each type of social media are shown

As in 2018, the majority of social media news users say they know the source of their news stories 'most' or 'some' of the time.

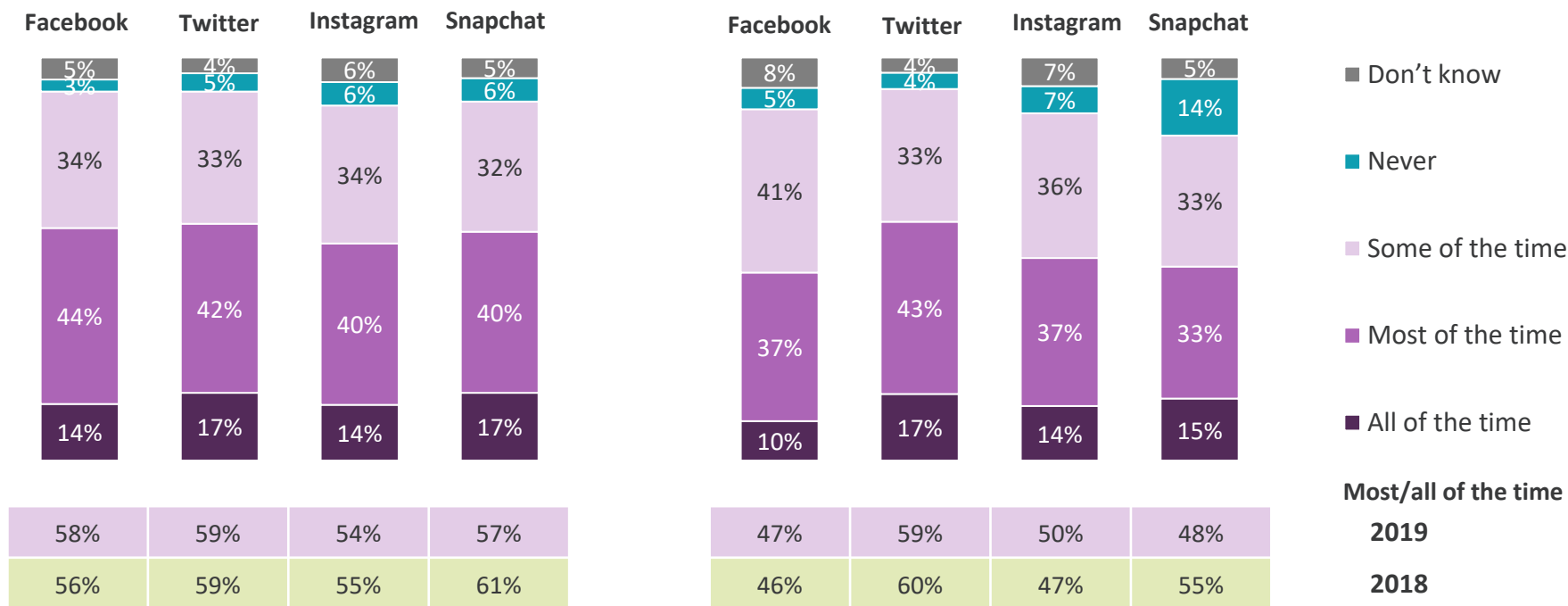
**Figure 7.12**

Awareness of the source of news stories posted on social media

All accessing news stories posted by friends/family or by other people via each type of social media

**News stories posted by friends/ family on...**

**News stories posted by other people you follow on...**



Source: Ofcom News Consumption Survey 2019

Green/red triangles indicate statistically significant differences between 2019 and 2018

Question: D12b. Do you typically know the source of the news stories posted by your friends & family/by other people you follow?

Base: All accessing news stories posted by 2019 - Family/friends on Facebook=1315, Twitter=511, Instagram=419, Snapchat=175 ; Other people on Facebook=1367, Twitter=582, Instagram=478, Snapchat=206

## Section 8

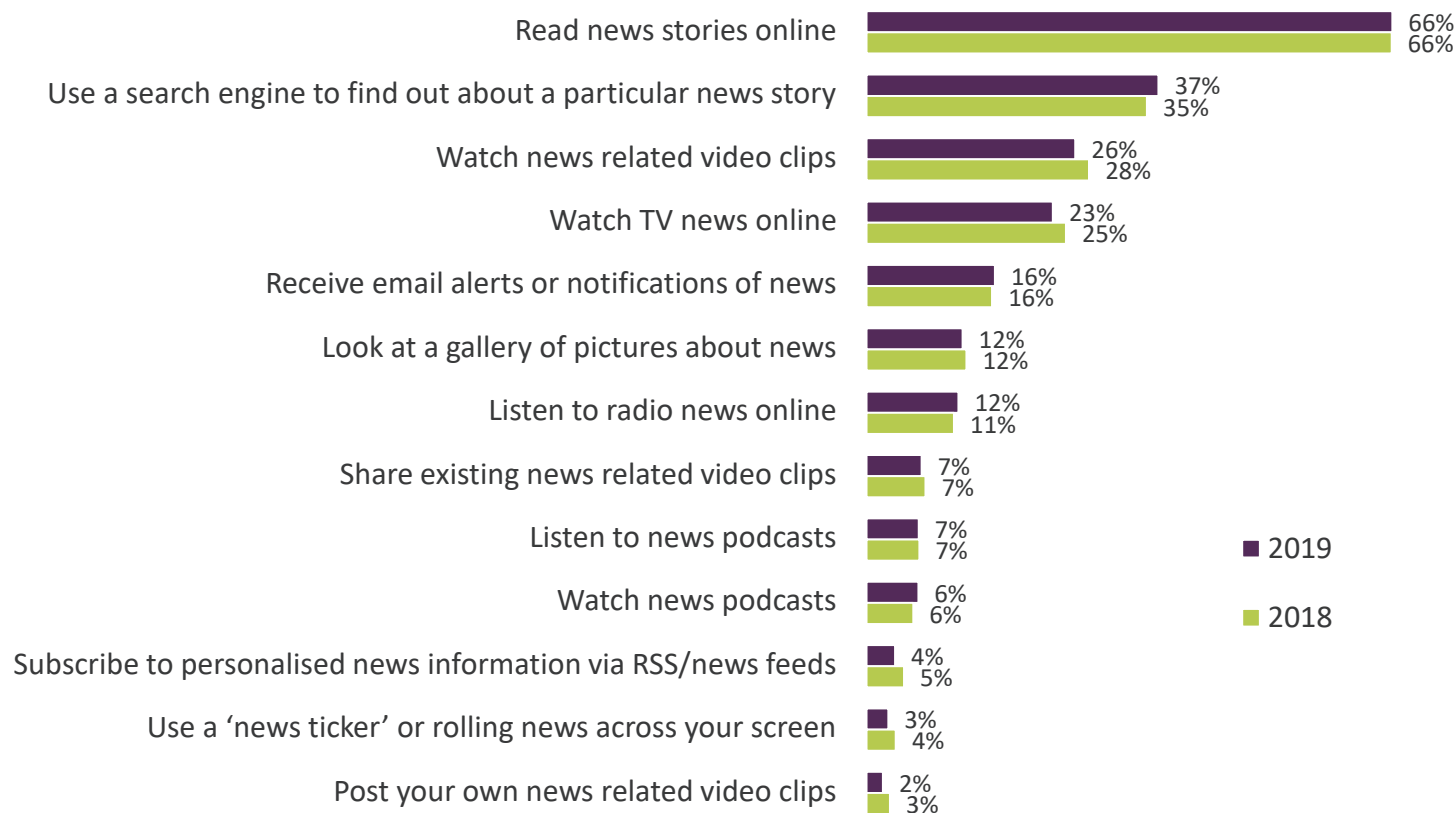
# News consumption via other internet sources

When looking at online news other than social media, reading news stories online remains the most common way of accessing news, followed by using a search engine and watching clips or TV news

**Figure 8.1**

**Ways to access news through the internet**

*All using other internet for news\**



■ 2019  
■ 2018

Source: Ofcom News Consumption Survey 2019

Green/red triangles indicate statistically significant differences between 2019 and 2018

Question: D13. In which types of ways do you access and use news through internet sources nowadays?

Base: All using other internet for news – 2019=1773, 2018=1661

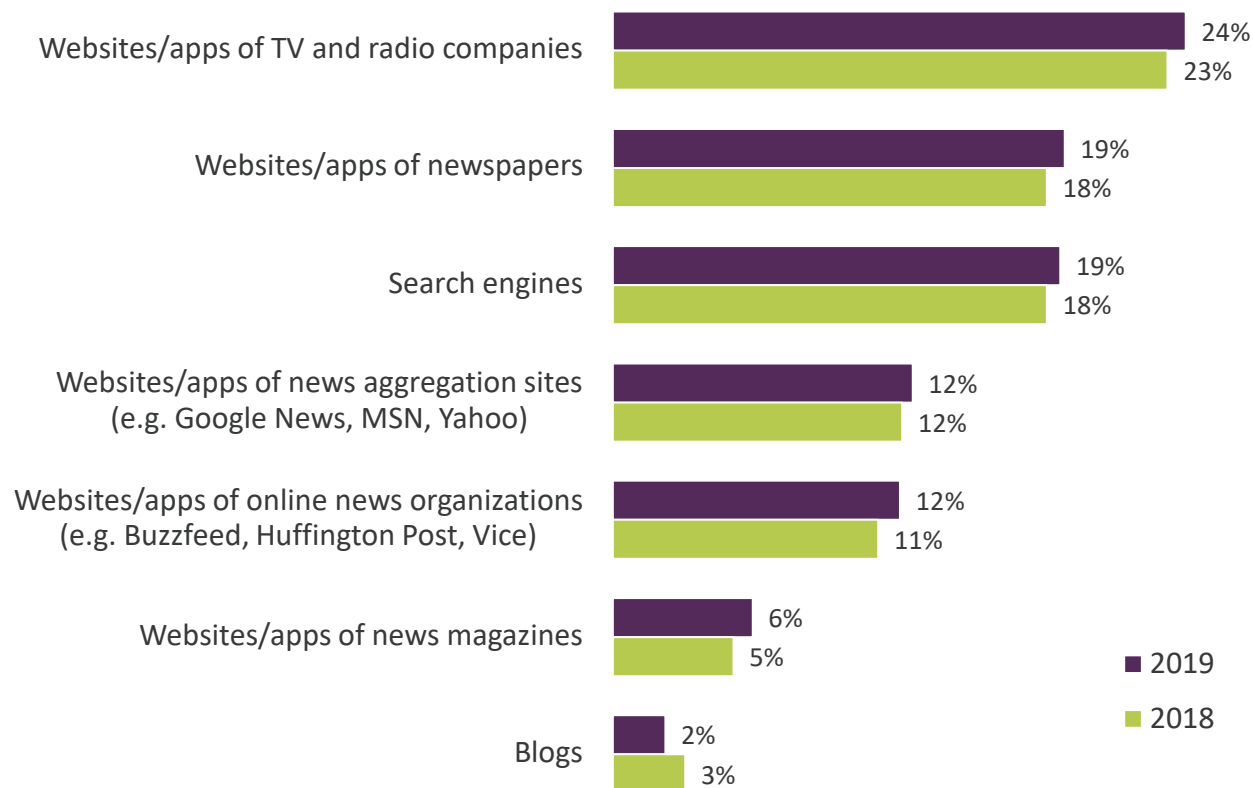
\*This question was not asked to those that said they used social media and no other types of internet site for news

# Websites/apps of TV and radio companies are used by a quarter of all adults for news, followed by newspaper sites/apps and search engines

**Figure 8.2**

Types of websites/apps used for news nowadays

All adults 16+



Source: Ofcom News Consumption Survey 2019

Question: C2. Which of the following do you use to get news?

Base: All adults 16+ – 2019=4691, 2018=4618

Green/red triangles indicate statistically significant differences between 2019 and 2018

Males, 16-24s, ABC1s and people from minority ethnic backgrounds tend to use a wider variety of online news sources nowadays than females, those aged 65+, C2DEs and White people

**Figure 8.3**

Types of websites/apps used for news nowadays 2019 - by demographic group

All adults 16+

	Total	Male	Female	16-24	65+	ABC1	C2DE	Minority ethnic	White
Websites/apps of TV and radio companies	24%	28%	20%	21%	19%	30%	17%	27%	23%
Websites/apps of newspapers	19%	21%	16%	17%	15%	24%	13%	20%	18%
Search engines	19%	20%	17%	21%	11%	22%	15%	23%	18%
Websites/apps of news aggregation sites	12%	15%	10%	13%	8%	15%	10%	17%	12%
Websites/apps of online news organisations	12%	14%	10%	16%	6%	16%	7%	19%	11%
Websites/apps of news magazines	6%	7%	5%	9%	3%	7%	4%	10%	5%
Blogs	2%	3%	2%	2%	1%	3%	1%	3%	2%

Source: Ofcom News Consumption Survey 2019

Question: C2. Which of the following do you use to get news?

Base: All adults 16+ 2019 - Total=4691, Male=2146, Female=2538, 16-24=805, 65+=903, ABC1=2743, C2DE=1939, Minority ethnic=680, White=3998

Green shading indicates significant differences between groups



Usage of Google search engine for news has increased since last year. Two-thirds of online news users claim to use the BBC, with half using Google (search engine) and one in five using the Sky News

**Figure 8.4**

Websites/apps used for news nowadays

All using other internet for news\*

	2019	2018
BBC website/app	65%	63%
Google (search engine)	51% ▲	46%
Sky News website/app	20%	17%
Guardian/Observer website/app	18%	17%
The Daily Mail website/app	17%	17%
YouTube website/app	15%	13%
Google News	13%	11%
Huffington Post website/app	11%	12%
Any local newspaper website/app	10%	11%
MSN News website/app	10%	11%
BuzzFeed website/app	9%	8%
The Independent website/app	8%	8%
The Telegraph website/app	8%	9%
ITV/ITN** website/app	8%	10%
Yahoo News website/app	7% ▼	11%
The Sun website/app	7%	6%
LADbible website/app	6%	5%
Pre-loaded Apple news app	6%	6%
The Daily Mirror website/app	5%	5%
The Metro website/app	5%	5%

	2019	2018
TV broadcaster websites/apps	74%	74%
Newspaper websites/apps	51%	53%
Intermediaries	36% ▼	42%

Source: Ofcom News Consumption Survey 2019

Green/red triangles indicate statistically significant differences between 2019 and 2018

Question: D8a. Thinking specifically about the internet, which of the following do you use for news nowadays?

Base: All using other internet for news\* - 2019=1773, 2018=1661

\*This question was not asked to those that said they used social media and no other types of internet site for news

Only sources with an incidence of 5%+ in 2019 are shown. \*\*ITV/ITN – only includes mentions of ITV/ITN specifically, does not include mentions of STV or UTV.

16-24s and people from minority ethnic backgrounds generally claim to use a wider variety of website/apps for news than those aged 65+ and White people

## Figure 8.5

### Websites/apps used for news nowadays 2019 - by demographic group

All using other internet for news

	Total	Male	Female	16-24	65+	ABC1	C2DE	Minority ethnic	White
BBC website/app	65%	70%	59%	64%	63%	68%	60%	65%	65%
Google (search engine)	51%	50%	52%	65%	40%	50%	53%	58%	50%
Sky News website/app	20%	24%	15%	20%	18%	20%	19%	25%	19%
Guardian/Observer website/app	18%	19%	17%	24%	10%	22%	11%	23%	17%
The Daily Mail website/app	17%	16%	20%	20%	15%	17%	18%	16%	18%
YouTube website/app	15%	16%	13%	36%	7%	14%	16%	25%	13%
Google News	13%	16%	10%	12%	6%	13%	14%	22%	11%
Huffington Post website/app	11%	11%	12%	8%	8%	13%	9%	10%	11%
Any local newspaper website/app	10%	9%	12%	4%	13%	10%	10%	3%	12%
MSN News website/app	10%	11%	8%	5%	14%	10%	10%	11%	10%
BuzzFeed website/app	9%	7%	11%	22%	1%	9%	8%	15%	8%
The Independent website/app	8%	8%	8%	12%	4%	9%	7%	11%	7%
The Telegraph website/app	8%	9%	6%	9%	9%	9%	6%	10%	7%
ITV/ITN** website/app	8%	8%	8%	10%	8%	7%	9%	6%	8%
Yahoo News website/app	7%	8%	7%	7%	5%	8%	7%	12%	7%
The Sun website/app	7%	6%	7%	11%	2%	5%	9%	8%	6%
LADbible website/app	6%	6%	7%	19%	1%	6%	7%	5%	6%
Pre-loaded Apple news app	6%	5%	6%	10%	3%	6%	5%	7%	5%
The Daily Mirror website/app	5%	5%	6%	6%	3%	5%	6%	5%	5%
The Metro website/app	5%	5%	5%	5%	3%	4%	6%	7%	5%

Source: Ofcom News Consumption Survey 2019

Question: D8a. Thinking specifically about the internet, which of the following do you use for news nowadays?

Base: All using other internet for news 2019 - Total=1773, Male=882, Female=889, 16-24=307, 65+=271, ABC1=1241, C2DE=527, Minority ethnic=310, White=1455

Green shading indicates significant differences between groups. Only sources with an incidence of 5%+ in 2019 are shown.

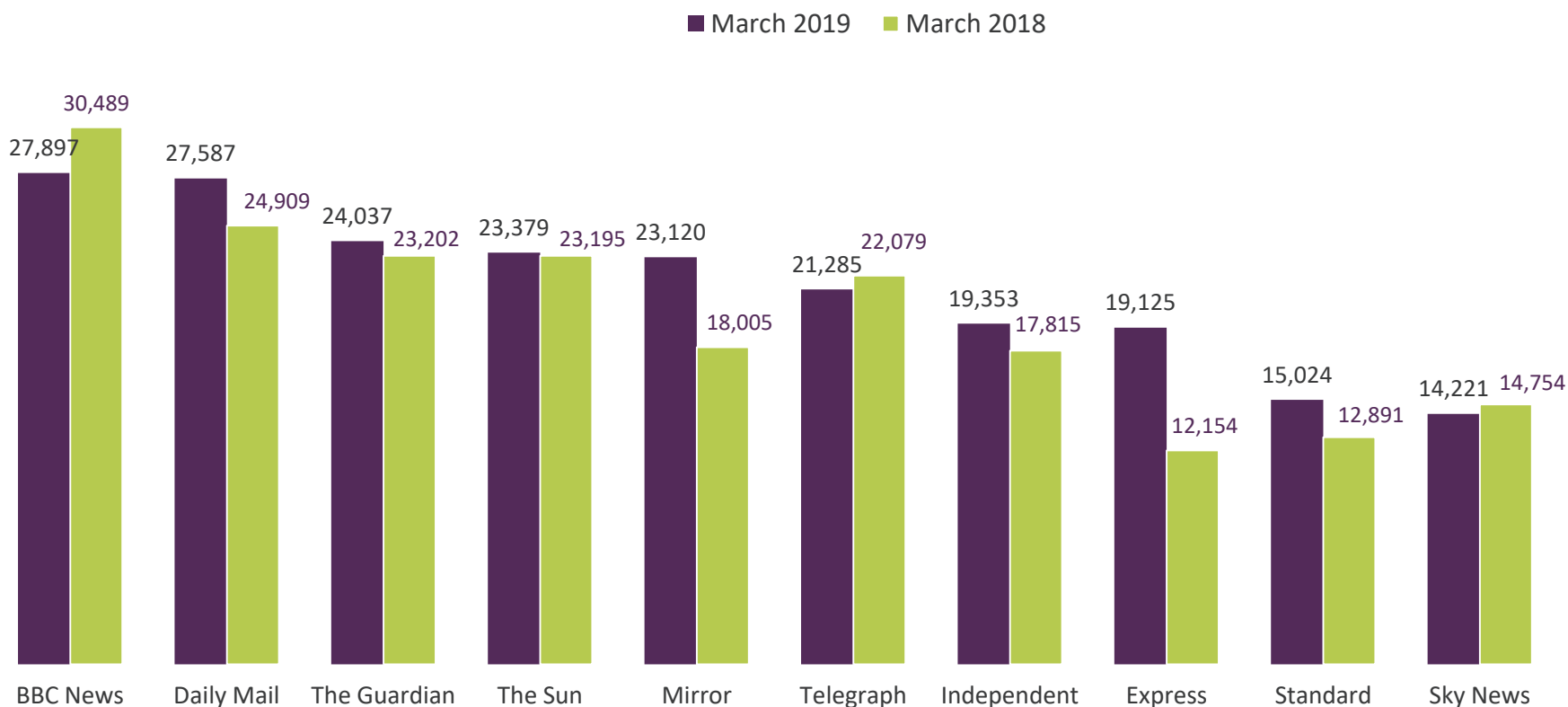
\*\*ITV/ITN – only includes mentions of ITV/ITN specifically, does not include mentions of STV or UTV

# News content on BBC websites has the highest unique visitors of news websites in the UK but is closely followed by the Daily Mail

**Figure 8.6**

Total digital audience of Top 10 news websites (000s) – March 2018 and 2019

Adults aged 18+ -



Source: Comscore MMX Multi-Platform, Age: 18+, March 2018 and 2019, UK

Includes desktop and mobile use of Comscore "News/Information" category. Note: Telegraph Media Group smartphone and tablet data is the only entity charted which is supported by panel only data and not through a unification of panel and census like other entities.

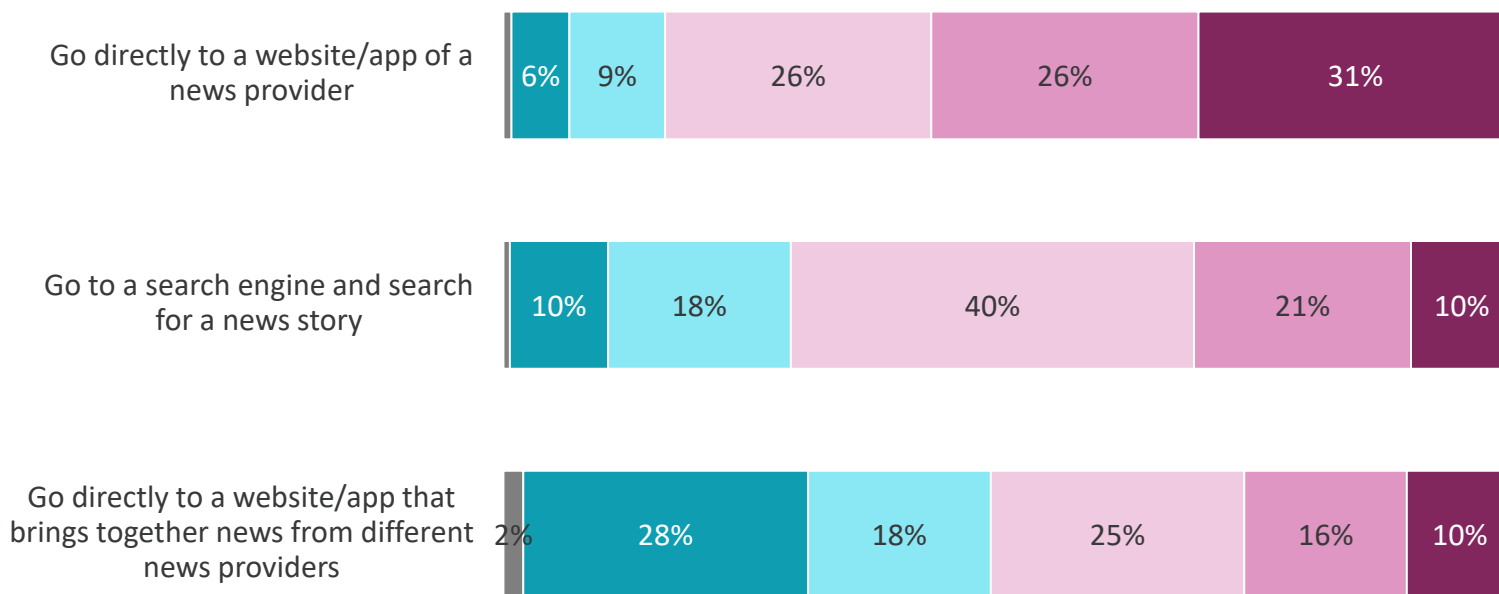
# Online news users are more likely to go directly to the websites/apps of a news provider than via a search engine or a news aggregator

**Figure 8.7**

## Gateways to online news, and frequency of use

All using other internet for news\*

DK Never Rarely Sometimes Often Most times



% Often/Most times

	2019	2018
Go directly to a website/app of a news provider	58%	60%
Go to a search engine and search for a news story	32%	33%
Go directly to a website/app that brings together news from different news providers	27%	26%

Source: Ofcom News Consumption Survey 2019

Question: D14. How often, if at all, you do each of the following when you want to get news?

Base: All using other internet for news\* - 2019=1773, 2018=1661

\*This question was not asked to those that said they used social media and no other types of internet site for news

# 16-24s and people from a minority ethnic background are more likely to use a search engine or a news aggregator compared to 65+ and White people

**Figure 8.8**

Gateways to online news, and frequency of use 2019 - by demographic group

*All using other internet for news*

% Using often/most times	Total	Male	Female	16-24	65+	ABC1	C2DE	Minority ethnic	White
Go directly to a website/app of a news provider	58%	57%	58%	46%	52%	59%	54%	53%	59%
Go to a search engine and search for a news story	32%	31%	32%	38%	24%	29%	36%	40%	30%
Go directly to a website/app that brings together news from different news providers	27%	29%	24%	32%	11%	27%	26%	40%	24%

Source: Ofcom News Consumption Survey 2019

Question: D14. How often, if at all, you do each of the following when you want to get news?

Base: All using other internet for news - Total=1773, Male=882, Female=889, 16-24=307, 65+=271, ABC1=1241, C2DE=527, Minority ethnic=310, White=1455

Green shading indicates significant differences between groups

# Section 9

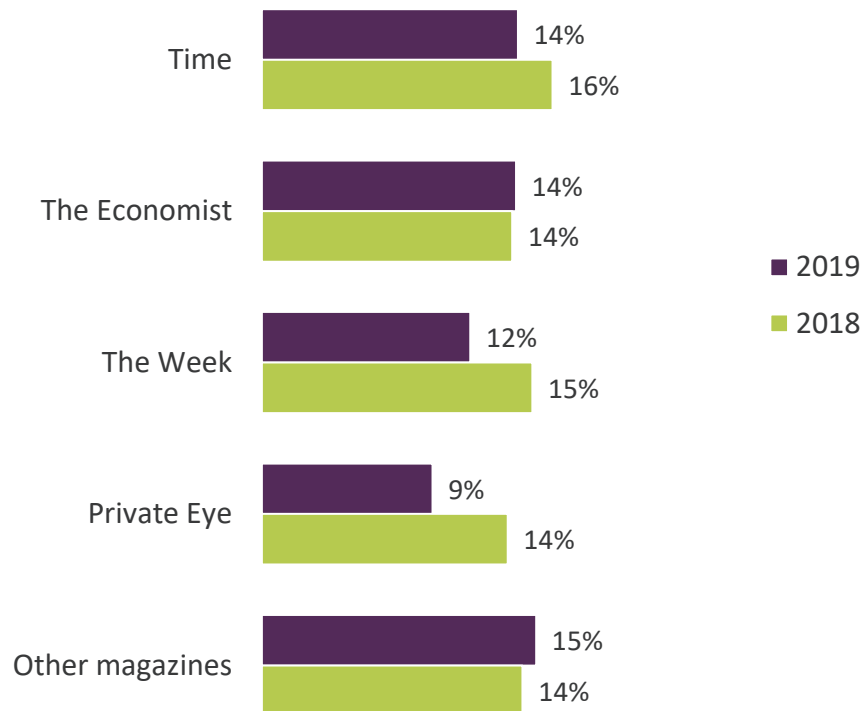
## News consumption via magazines

One in ten adults (11%) claim to consume news via magazines.  
Of these, around one in seven claim to read Time and The Economist

## Figure 9.1

### Magazines used for news nowadays

*All using magazines for news*



Source: Ofcom News Consumption Survey 2019

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

Base: All using magazines for news – 2019=496, 2018=533

The Economist, The Week, Private Eye (and Time) are more likely to be read by ABC1s than C2DEs. Time, The Economist and The Week are also more likely to be read by people from minority ethnic background

## Figure 9.2

### Magazines used for news nowadays 2019 - by demographic group

*All using magazines for news*

	Total	Male	Female	16-24	65+	ABC1	C2DE	Minority ethnic	White
Time	14%	17%	12%	18%	7%	16%	11%	31%	11%
The Economist	14%	19%	10%	32%	2%	19%	5%	30%	11%
The Week	12%	11%	13%	15%	9%	15%	6%	25%	9%
Private Eye	9%	14%	5%	11%	7%	12%	5%	5%	10%
Other magazines	15%	15%	15%	17%	27%	18%	11%	6%	17%

Source: Ofcom News Consumption Survey 2019

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

Base: All using magazines for news 2019 - Total=496, Male=217, Female=279, 16-24=53, 65+=91, ABC1=346, C2DE=150, Minority ethnic=82, White=410

Green shading indicates significant differences between groups



# Section 10

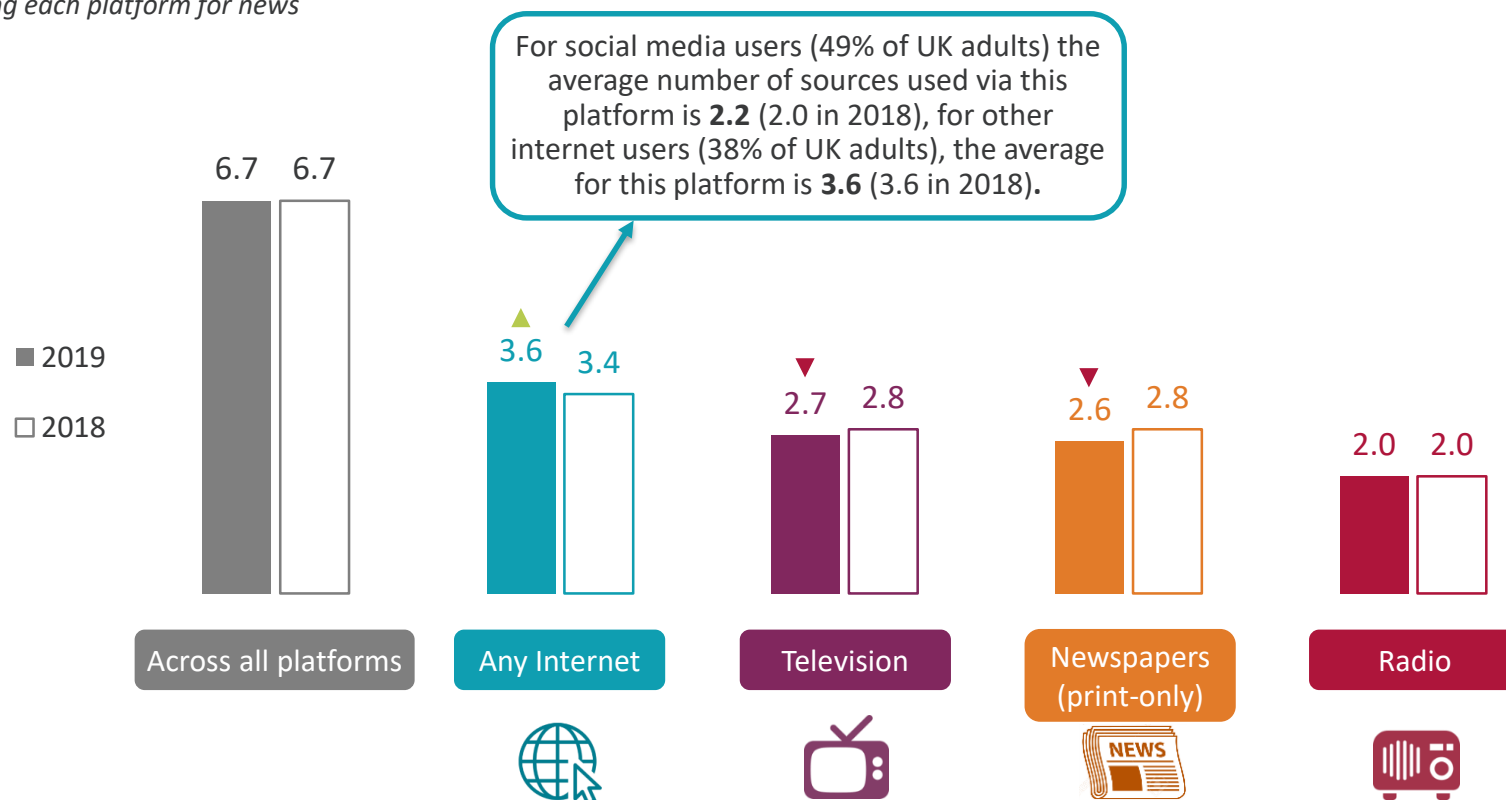
## Multi-sourcing

Across all platforms, an average of 6.7 individual sources are used for news. Compared to last year, the average number of news sources has increased for social media users, but declined for TV and Newspaper users

**Figure 10.1**

Average number of individual news sources used nowadays by platform

*All using each platform for news*



Source: Ofcom News Consumption Survey 2019

Question: D2a-8a. Thinking specifically about <platform>, which of the following do you use for news nowadays?

Base: All using each platform for news 2019/2018 - (All=4481/4479, Any internet=3096/2885, TV=3556/3731, Newspapers=1741/1847, Radio=2043/2096)

Green/red triangles indicate statistically significant differences between 2019 and 2018

People from minority ethnic backgrounds, ABC1s, Males, 16-54 age groups and those living in England/Wales tend to use a greater number of individual news sources.

**Figure 10.2**

Average number of individual sources used across all platforms – by demographic group

*All adults 16+ using TV/Newspapers/Radio/Internet/Magazines for news*

	2019	2018
<b>Total</b>	6.7	6.7
Male	7.2	7.2
Female	6.2	6.3
16-34	7.0	6.9
35-54	7.0	7.1
55+	6.2	6.2
ABC1	7.5	7.2
C2DE	5.8	6.2
Minority ethnic	8.2	8.6
White	6.4	6.4
England	6.9	7.0
Scotland	5.5	5.3
Wales	6.4	5.7
Northern Ireland	5.9	5.2

Source: Ofcom News Consumption Survey 2019

Question: D2a-8a. Thinking specifically about <platform>, which of the following do you use for news nowadays?

Base: All adults 16+ using TV/Newspapers/Radio/Internet/Magazines for news – 2019=4481, 2018=4479

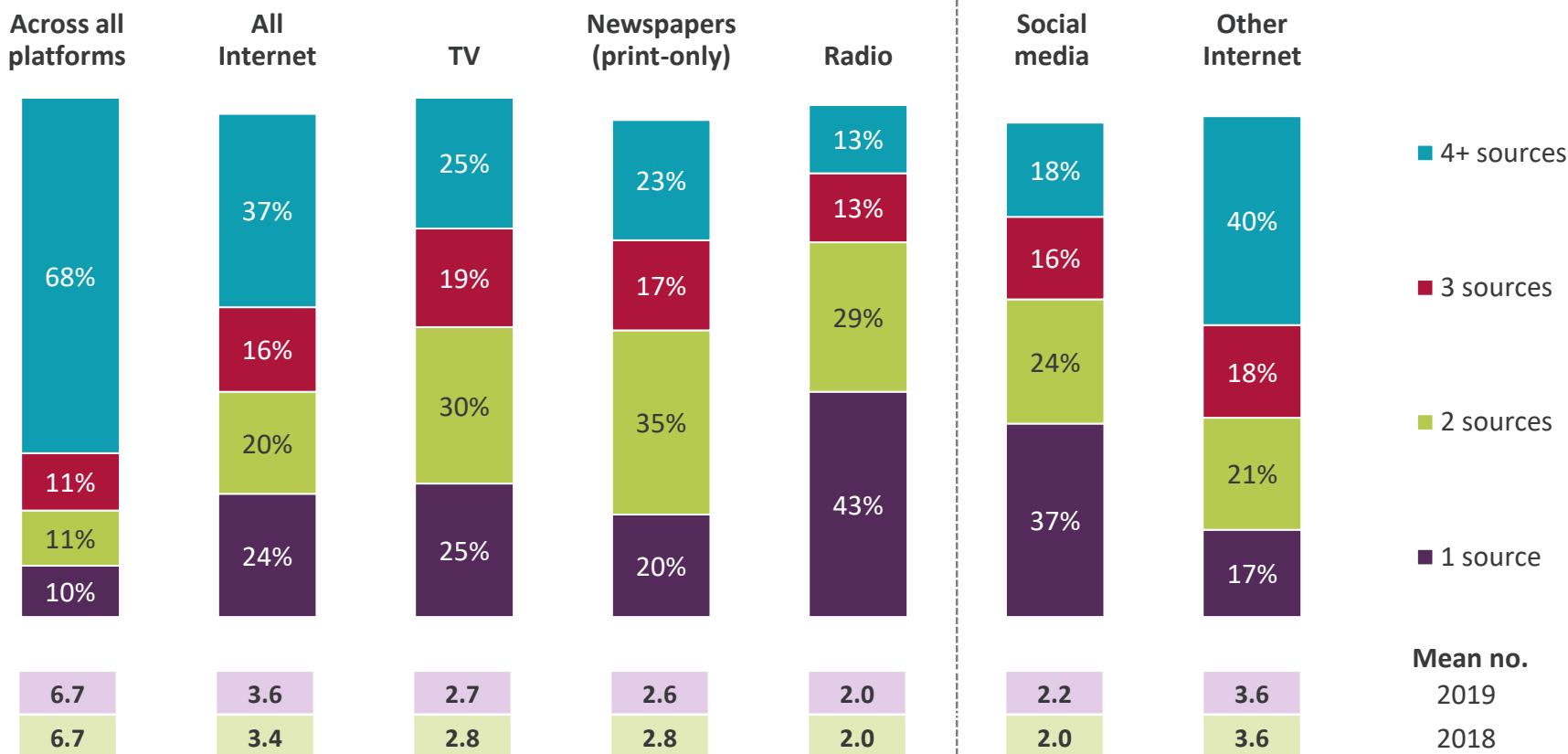
Darker purple shading indicates significant differences between groups in the 2019 data

# Other internet news users use the most individual news sources, with four in ten using four or more news sources

**Figure 10.3**

Number of individual sources used 2019 - by platform

*All using each platform for news*



Source: Ofcom News Consumption Survey 2019

Question: D2a-8a. Thinking specifically about <platform>, which of the following do you use for news nowadays?

Base: All using each platform for news 2019 – All platforms=4481, All internet=3035, TV=3556, Newspapers=1741, Radio=2043, Social media=2331, Other internet=1773

Note: Columns do not sum to 100% as some respondents did not name specific sources within a platform (zero sources)

## Section 11

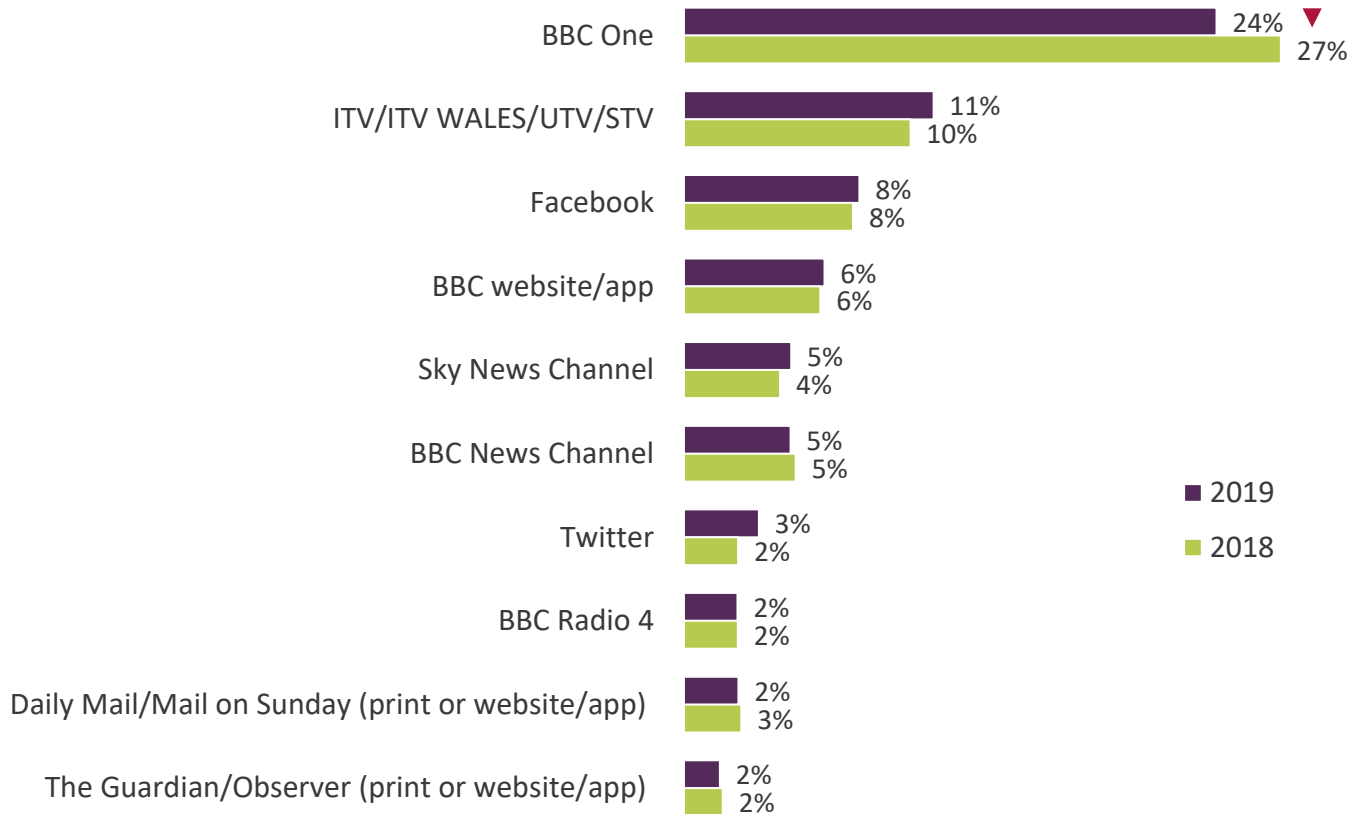
# Importance of sources and attitudes to news

# Just under a quarter of news users nominate BBC One as their single most important source, which is a decrease since last year

**Figure 11.1**

## Single most important news source

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



Source: Ofcom News Consumption Survey 2019

Green/red triangles indicate statistically significant differences between 2019 and 2018

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 – 2019=4492, 2018=4463

Only sources with an incidence of 2%+ in 2019 are shown.

In general, those aged 65+ and White news users are more likely to say TV news sources are most important to them, while 16-24s are more likely to say Facebook is most important to them

## Figure 11.2

### Single most important news source 2019 - by demographic group

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

	Total	Male	Female	16-24	65+	ABC1	C2DE	Minority ethnic	White
BBC One	24%	23%	24%	10%	40%	23%	25%	15%	25%
ITV/ITV WALES/UTV/STV	11%	9%	13%	5%	14%	8%	15%	3%	12%
Facebook	8%	6%	10%	17%	0%	6%	9%	8%	8%
BBC website/app	6%	7%	5%	6%	2%	8%	5%	6%	6%
Sky News Channel	5%	6%	4%	3%	3%	5%	4%	6%	5%
BBC News Channel	5%	5%	4%	3%	5%	5%	4%	7%	4%
Twitter	3%	4%	3%	8%	0%	3%	3%	6%	3%
BBC Radio 4	2%	2%	3%	1%	6%	4%	1%	1%	3%
Daily Mail/Mail on Sunday (print or website/app)	2%	2%	2%	1%	4%	3%	2%	2%	3%
The Guardian/Observer (print or website/app)	2%	2%	1%	1%	1%	2%	1%	1%	2%
ANY TV	47%	46%	48%	23%	65%	44%	50%	38%	49%
ANY SOCIAL MEDIA	16%	15%	17%	43%	1%	14%	18%	27%	14%
ANY OTHER INTERNET	13%	15%	11%	14%	5%	16%	10%	15%	13%
ANY RADIO	8%	8%	7%	5%	11%	9%	6%	5%	8%
ANY NEWSPAPER	7%	8%	6%	3%	13%	8%	6%	6%	7%
ANY MAGAZINE	0%	0%	0%	0%	0%	0%	0%	0%	0%

Source: Ofcom News Consumption Survey 2019

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 2019 - Total=4492, Male=2057, Female=2428, 16-24=748, 65+=883, ABC1=2659, C2DE=1824, Minority ethnic=659, White=3820

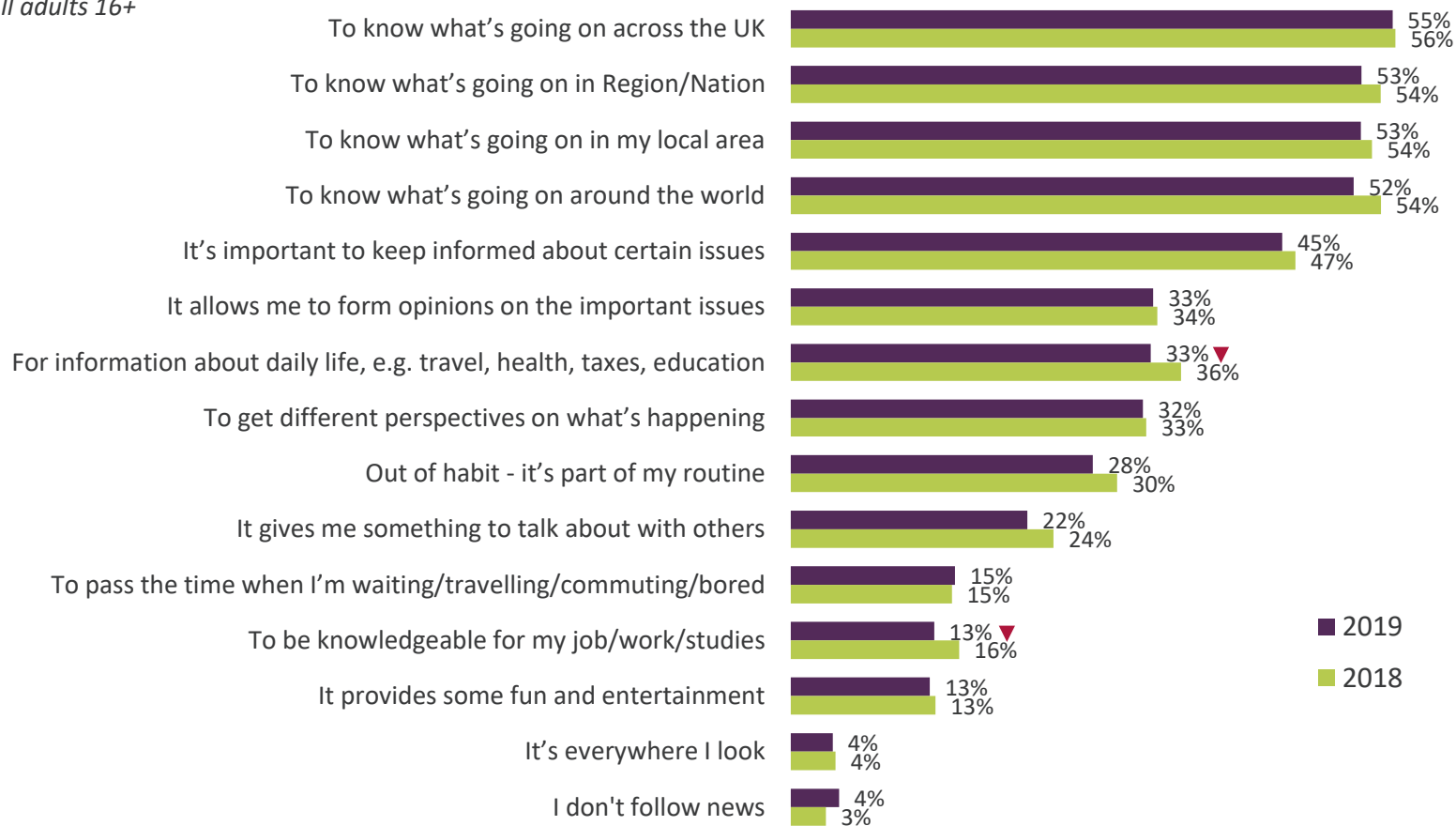
Green shading indicates significant differences between groups. Only sources with an incidence of 2%+ in 2019 are shown.

# Respondents follow the news in order to know what's going on across the UK, their region/nation, their local area and the world

**Figure 11.3**

## Reasons for following news

All adults 16+



Source: Ofcom News Consumption Survey 2019

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+ - 2019=4691, 2018=4618

Green/red triangles indicate statistically significant differences between 2019 and 2018

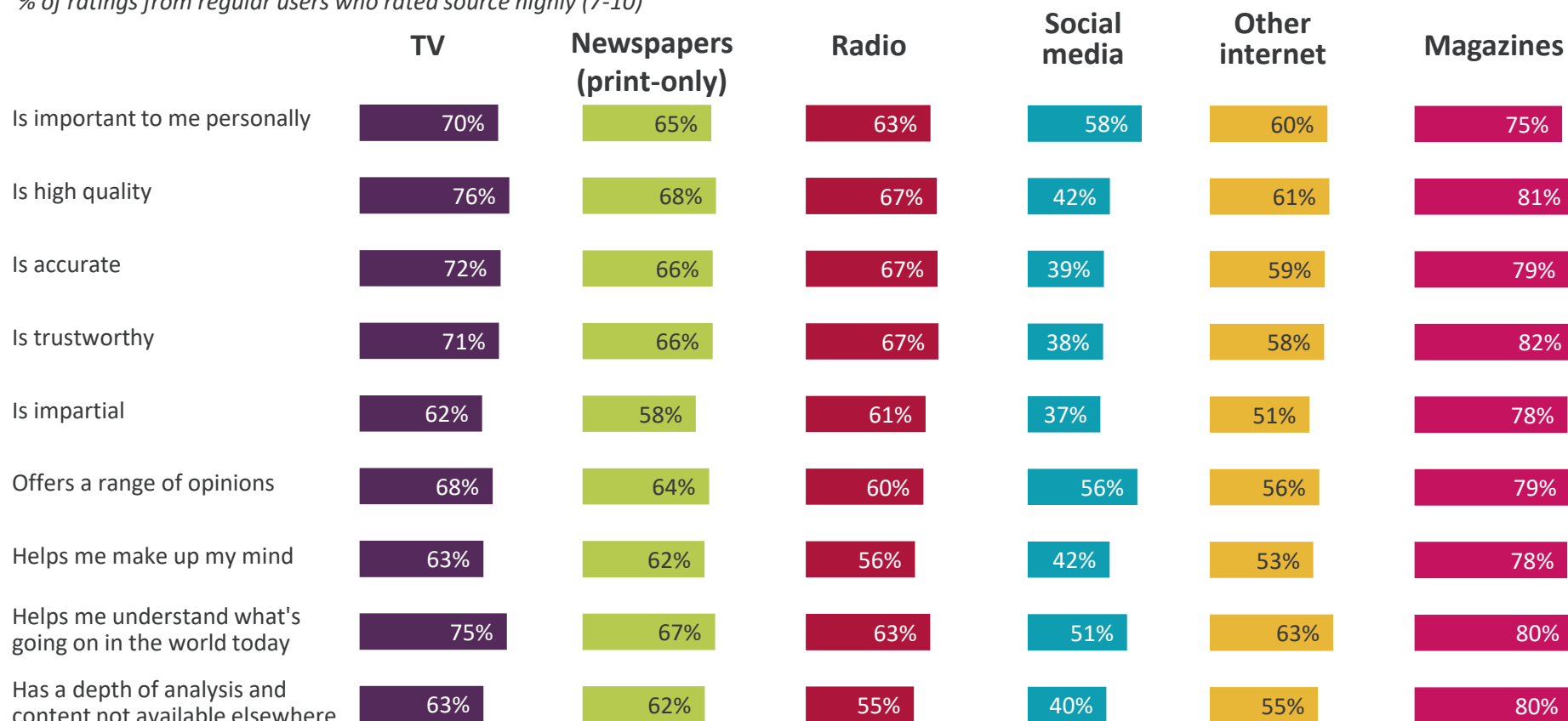


# Readers of magazines give the strongest ratings for most attributes, followed by users of TV. Social media news users tend to give the weakest ratings

**Figure 11.4**

## Attributes of news platforms - 2019

% of ratings from regular users who rated source highly (7-10)



Source: Ofcom News Consumption Survey 2019

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

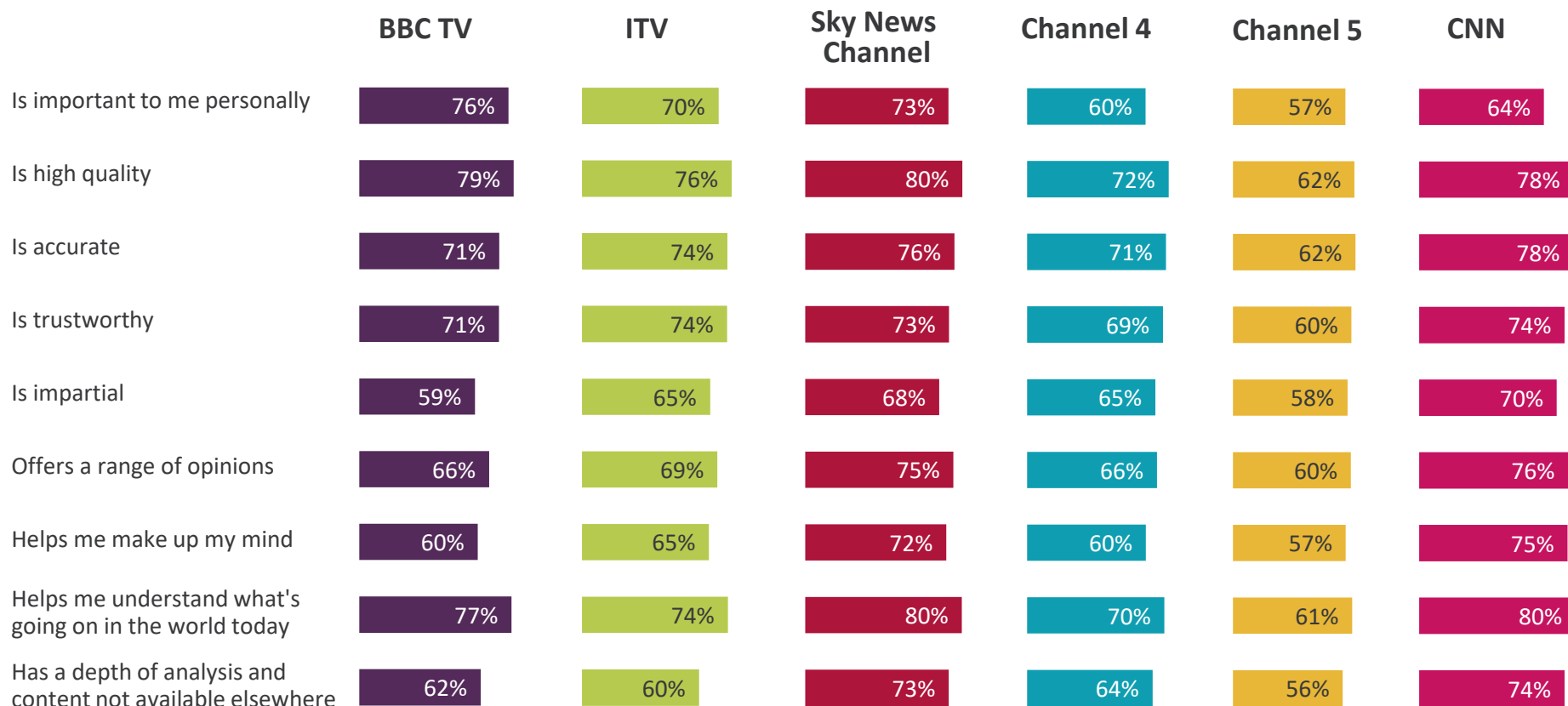
Base: All ratings by those using each platform for news at least weekly (or every 2-3 weeks for weekly newspapers and magazines) 2019 – TV=7301, Newspapers=3272, Radio=3033, Social media=3436, Other internet=4103, Magazines=189

# The Sky News Channel and CNN in particular tend to have high ratings across the majority of the attributes

**Figure 11.5**

Attributes of TV sources (1) - 2019

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



Source: Ofcom News Consumption Survey 2019

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

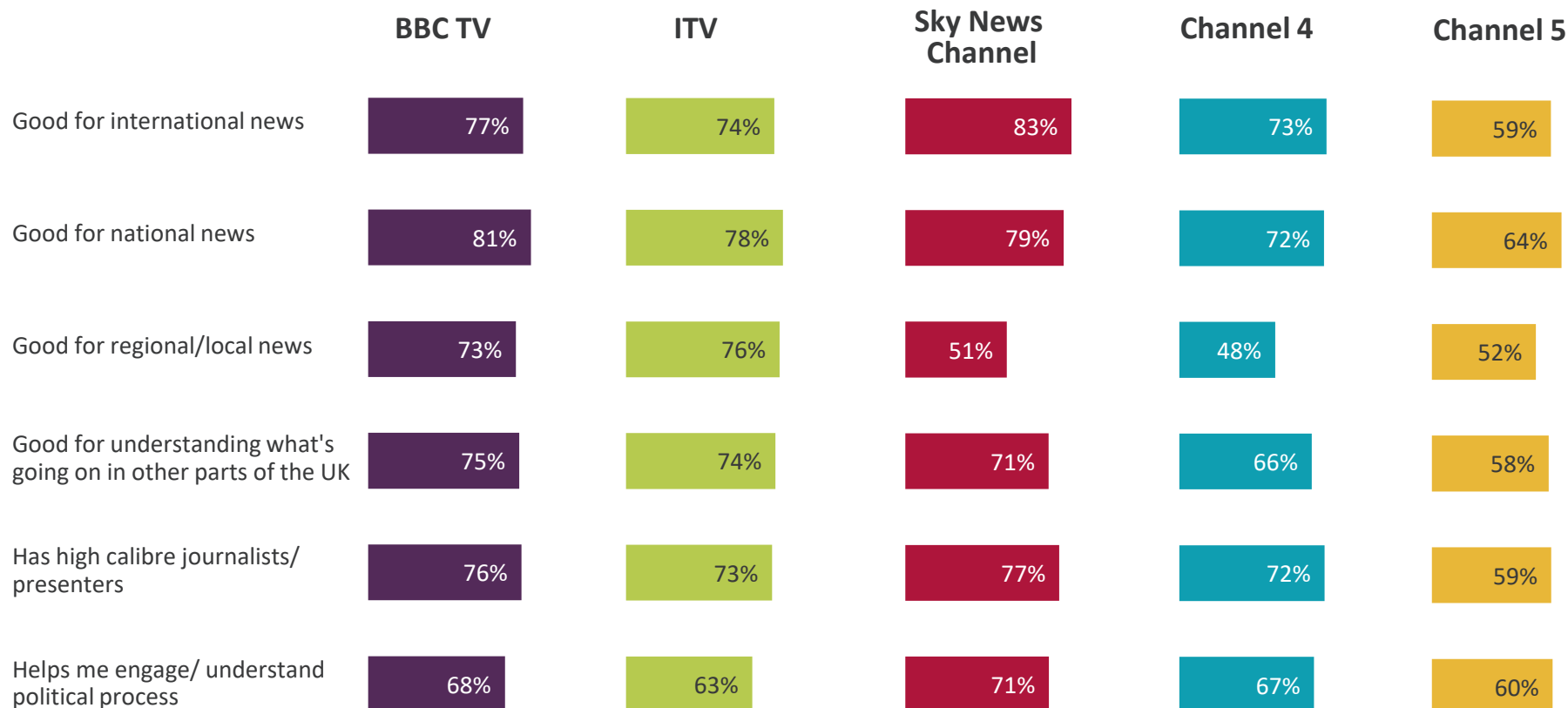
Base: All using each source for news at least weekly 2019 – BBC TV=2878, ITV=1888, Sky News Channel=959, Channel 4=688, Channel 5=376, CNN=200

Results are similar among users of the BBC, ITV and Sky News. However, Sky ratings are better for 'International' news, whereas BBC and ITV tend to rate better on 'Regional/Local' news

**Figure 11.6**

Attributes of TV sources (2) - 2019

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



Source: Ofcom News Consumption Survey 2019

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 using each source for news at least weekly 2019 – BBC TV=2878, ITV=1888, Sky News Channel=959, Channel 4=688, Channel 5=376

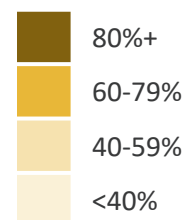
Readers of The Guardian, The Times and The Telegraph are more likely to rate these newspapers highly (above 80%) for ‘high quality’ and ‘helps me understand what's going on in the world today’

**Figure 11.7**

**Attributes of Newspaper sources - 2019**

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

	Daily Mail/ Mail on Sunday	The Sun/ Sun on Sunday	The Metro	The Times/ Sunday Times	The Guardian/ Observer	Daily/Sunday Mirror	Daily/Sunday Telegraph	Local daily newspaper	Evening Standard	Daily/Sunday Express
	546	406	324	272	251	213	197	166	154	138
Is important to me personally	68%	61%	50%	69%	80%	66%	70%	68%	48%	67%
Is high quality	71%	54%	52%	82%	85%	67%	82%	58%	55%	67%
Is accurate	66%	51%	57%	76%	81%	68%	76%	61%	54%	65%
Is trustworthy	64%	50%	60%	77%	79%	72%	75%	64%	58%	64%
Is impartial	52%	45%	54%	66%	69%	58%	67%	61%	49%	54%
Offers a range of opinions	67%	55%	51%	75%	78%	64%	73%	54%	55%	62%
Helps me make up my mind	61%	51%	53%	73%	81%	63%	73%	50%	53%	58%
Helps me understand what's going on in the world today	70%	58%	57%	81%	84%	69%	81%	46%	62%	63%
Has a depth of analysis and content not available elsewhere	65%	48%	47%	79%	83%	60%	75%	49%	53%	62%



Source: Ofcom News Consumption Survey 2019

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 using each source for news at least weekly (or every 2-3 weeks for weekly newspapers) 2019 – bases shown above

NOTE: colour differences in the table are to show different ranges of scores. The results have not been tested for statistical significance.

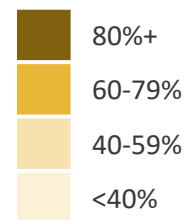
# LBC listeners are more likely to rate this station highly (above 80%) across the various attributes.

## Figure 11.8

### Attributes of Radio sources (1) - 2019

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

	BBC Radio	Heart	Capital	Smooth Radio	talkSPORT	LBC	Classic FM	Magic	Absolute Radio	Kiss
	1434	315	289	181	157	149	133	122	117	111
Is important to me personally	68%	46%	57%	65%	72%	83%	56%	61%	45%	46%
Is high quality	75%	49%	53%	66%	69%	81%	61%	57%	51%	37%
Is accurate	72%	57%	55%	72%	66%	80%	66%	63%	57%	44%
Is trustworthy	72%	60%	54%	69%	70%	83%	64%	63%	55%	45%
Is impartial	64%	55%	50%	64%	64%	72%	64%	58%	50%	41%
Offers a range of opinions	67%	41%	45%	61%	64%	85%	45%	54%	47%	34%
Helps me make up my mind	61%	40%	42%	57%	58%	78%	48%	52%	42%	35%
Helps me understand what's going on in the world today	72%	47%	46%	63%	57%	85%	56%	58%	49%	34%
Has a depth of analysis and content not available elsewhere	63%	35%	40%	55%	61%	79%	40%	51%	42%	33%



Source: Ofcom News Consumption Survey 2019

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 using each source for news at least weekly 2019 – bases shown above

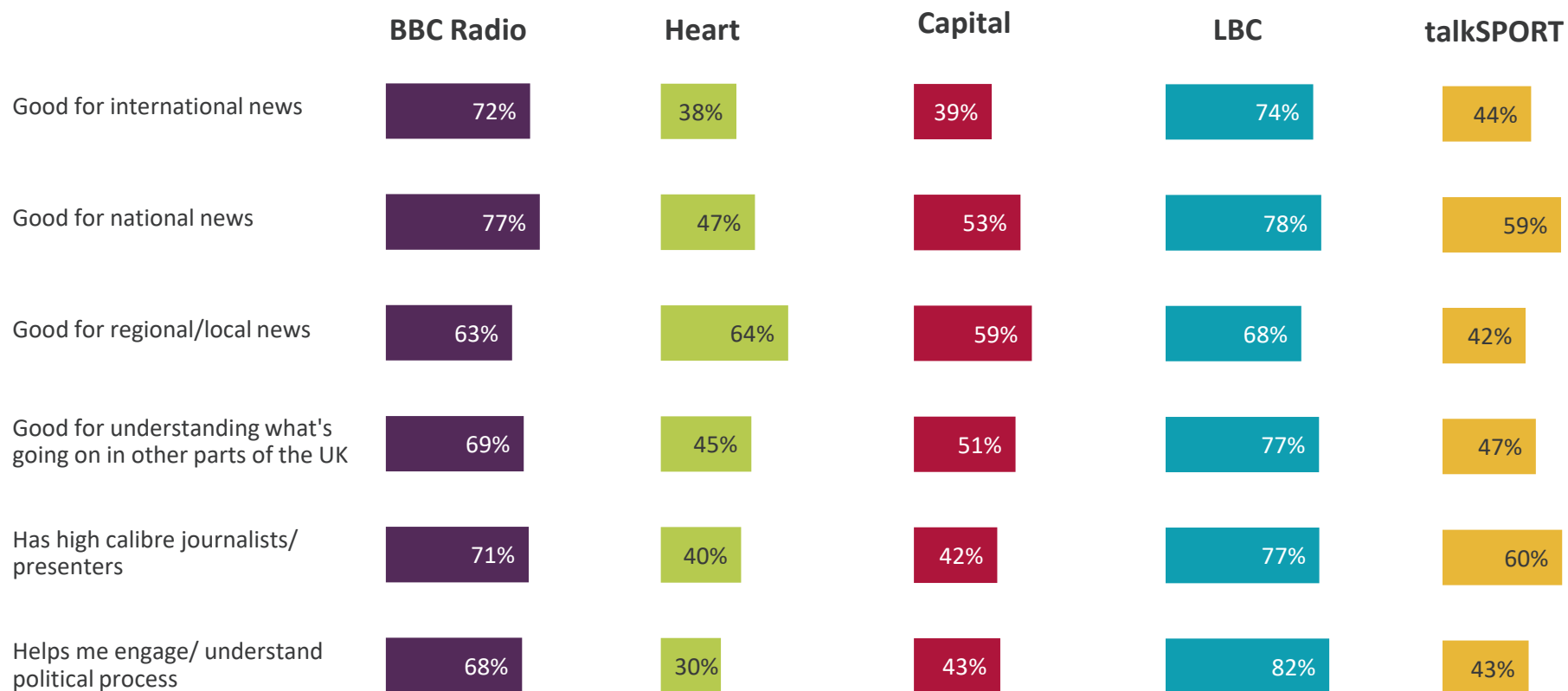
NOTE: colour differences in the table are to show different ranges of scores. The results have not been tested for statistical significance.

LBC users tend to rate the station high (above 70%) for the majority of the attributes, in particular, 'helps me engage/understand the political process'

**Figure 11.9**

**Attributes of Radio sources (2) - 2019**

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



Source: Ofcom News Consumption Survey 2019

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

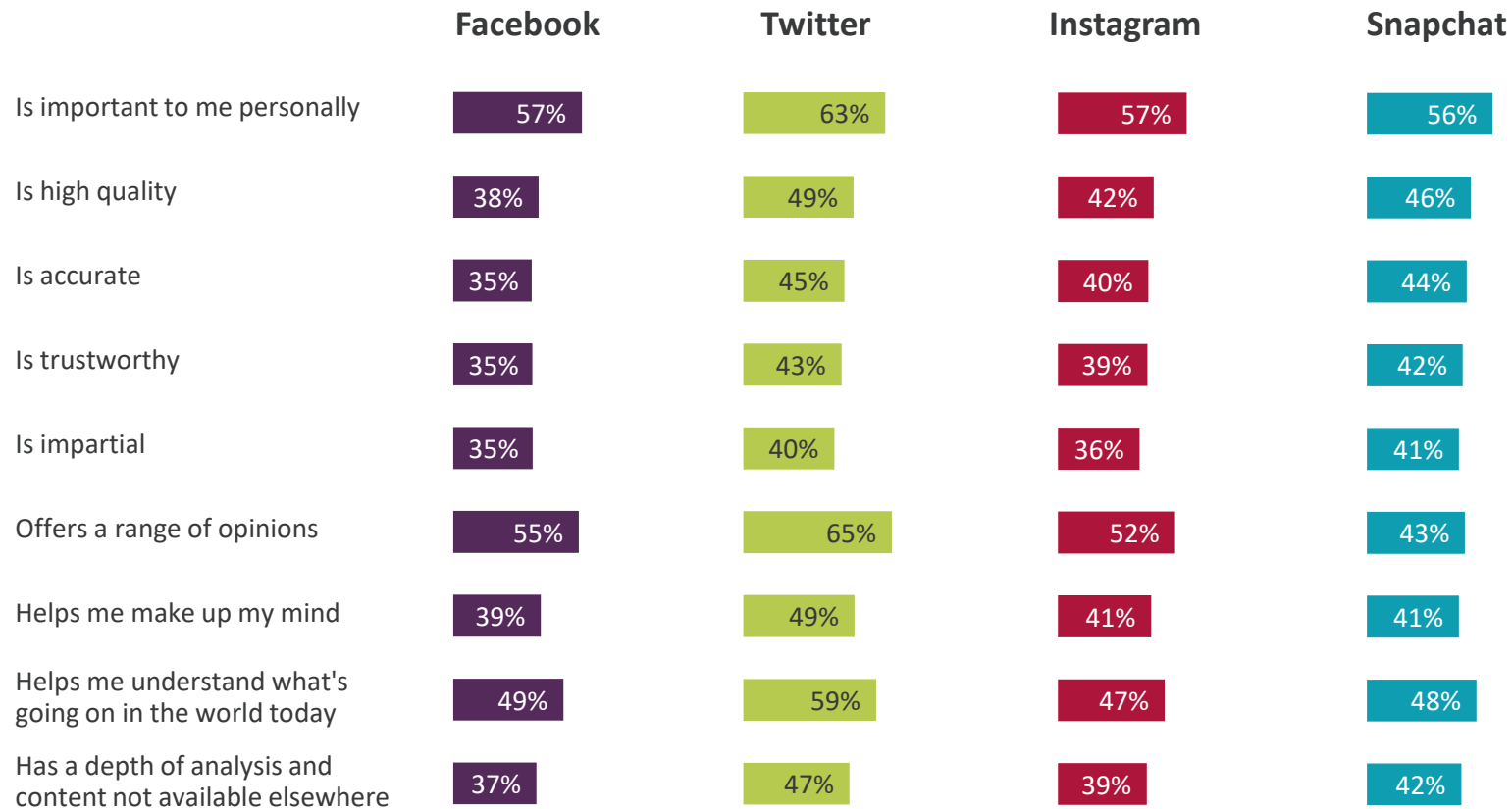
Base: All using each source for news at least weekly 2019 – BBC Radio=1434, Heart=187, Capital=187, LBC=104, talkSPORT=103

# Social media platforms rate relatively low across all attributes. They perform best on 'important to me' and 'offers a range of opinions'

**Figure 11.10**

## Attributes of Social Media - 2019

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



Source: Ofcom News Consumption Survey 2019

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 using each source for news at least weekly 2019 – Facebook=1667, Twitter=775, Instagram=611, Snapchat=383

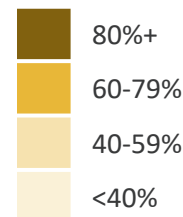
BBC and Sky News (and to a lesser extent The Guardian) users are more likely to rate these websites/apps highly (above 60%) – especially on ‘high quality’ and ‘helps me understand what's going on in the world today’

**Figure 11.11**

**Attributes of Other Internet sources - 2019**

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

	BBC website/app 1087	Sky News website/app 320	Guardian/Observer 317	Daily Mail website/app 306	YouTube 261	Google News 232	Huffington Post 177	MSN News 154	Independent website/app 130	Telegraph website/app 124	ITV/ITN* website/app 119	Yahoo News 119	The Sun website/app 110	
Is important to me personally	73%	71%	61%	47%	55%	68%	45%	52%	57%	41%	49%	54%	50%	80%+
Is high quality	75%	73%	73%	42%	45%	59%	42%	50%	59%	62%	62%	45%	39%	60-79%
Is accurate	74%	67%	65%	39%	35%	62%	38%	54%	58%	56%	58%	46%	41%	40-59%
Is trustworthy	71%	68%	67%	40%	37%	58%	40%	56%	57%	55%	58%	45%	45%	<40%
Is impartial	61%	61%	49%	32%	37%	58%	38%	51%	47%	37%	55%	46%	37%	
Offers a range of opinions	62%	68%	56%	40%	65%	66%	45%	49%	51%	48%	61%	48%	36%	
Helps me make up my mind	61%	63%	60%	39%	46%	58%	37%	48%	53%	47%	57%	41%	37%	
Helps me understand what's going on in the world today	76%	71%	69%	49%	54%	68%	46%	61%	62%	55%	59%	49%	42%	
Has a depth of analysis and content not available elsewhere	63%	66%	68%	39%	50%	59%	43%	44%	57%	54%	56%	42%	38%	



Source: Ofcom News Consumption Survey 2019

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 using each source for news at least weekly 2019 – bases shown above

\*ITV/ITN website/app – only includes ratings of ITV/ITN specifically, does not include ratings of STV or UTV website/app

NOTE: colour differences in the table are to show different ranges of scores. The results have not been tested for statistical significance.



# Section 12

## International news

As with news in general, TV is the most used platform for accessing international news, followed by radio, newspapers and social media. Four in five who use TV for international news remain satisfied with the quality of that news

**Figure 12.1**

Platforms used to access international news

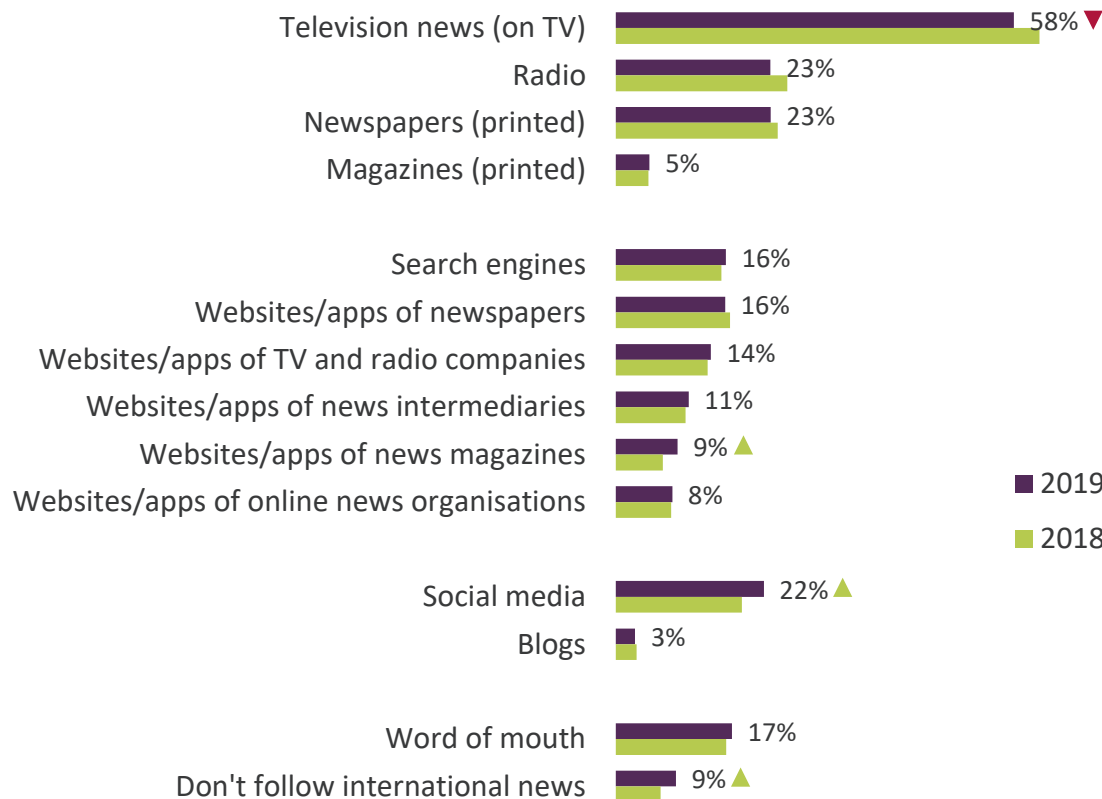
All adults 16+ who follow news

Traditional media

Websites/apps

Social media

Other



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

2019	2018
84%	82%
81%	78%
84%	82%
74%	70%
78%	75%
72% ▼	78%
76%	76%
73%	71%
72%	68%
68%	73%
64%	65%
59%	60%
69%	68%

Source: Ofcom News Consumption Survey 2019

Question: F1. From which of the following sources do you get international news nowadays? Base: All adults 16+ who follow news – 2019=4524, 2018=4523

F2. How satisfied are you with the quality of international news available from [source]? Base: All adults 16+ using each source – 2019=129-2667, 2018=130-2851

Green/red triangles indicate statistically significant differences between 2019 and 2018

# Section 13

## Local news

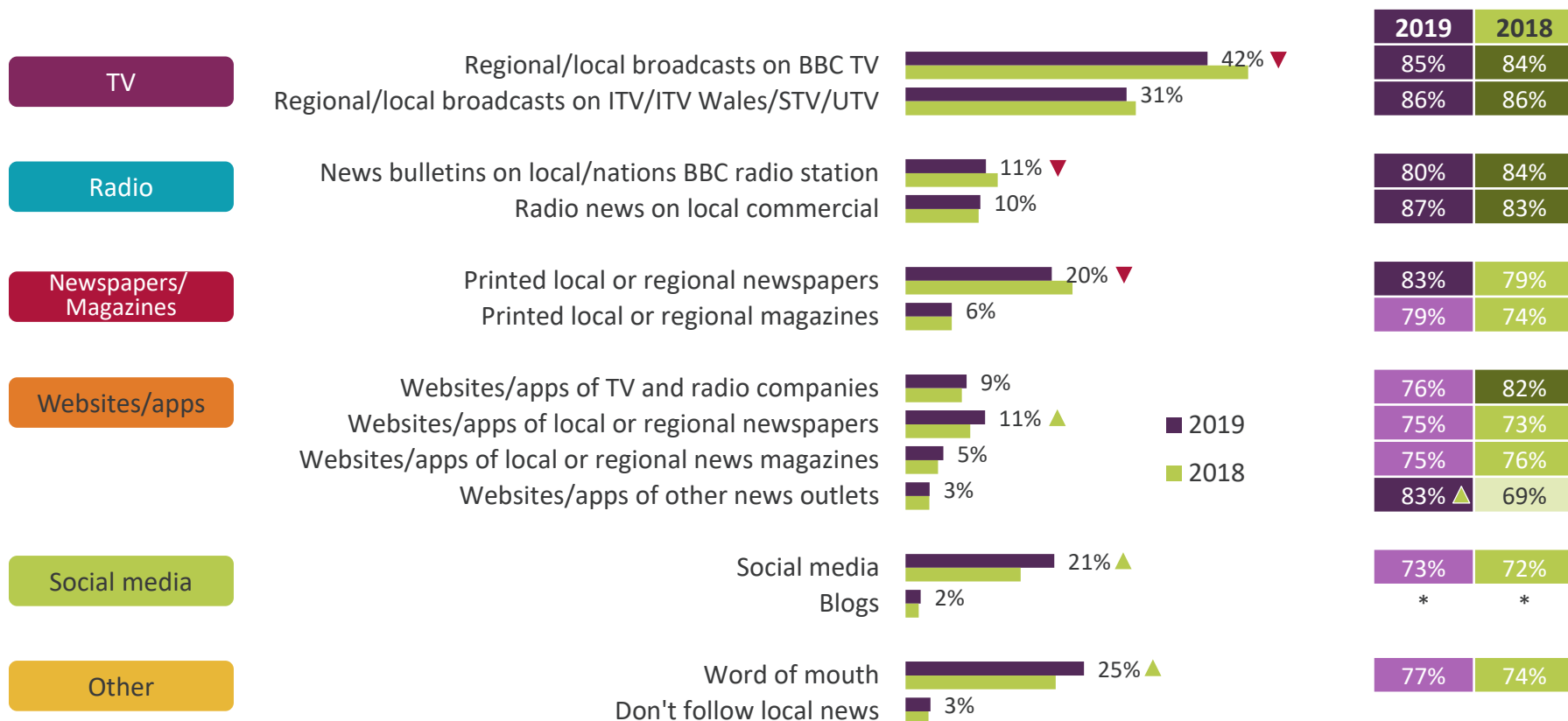
TV remains the most used platform for accessing local news, with two in five news users watching it via BBC TV and three in ten ITV. More than four in five of these are satisfied with the quality of news these channels provide

**Figure 13.1**

**Platforms used to access local news**

All adults 16+ who follow news

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



■ 2019  
■ 2018

Source: Ofcom News Consumption Survey 2019

Green/red triangles indicate statistically significant differences between 2019 and 2018

Question: F8: Thinking particularly about local news, which of the following do you use? Base: All adults 16+ who follow news – 2019=4524, 2018=4523

F9. How satisfied are you with the quality of the local news available from [source]? Base: All using each source – 2019=142-1880, 2018=132-2110

\*sample size <100

# Section 14

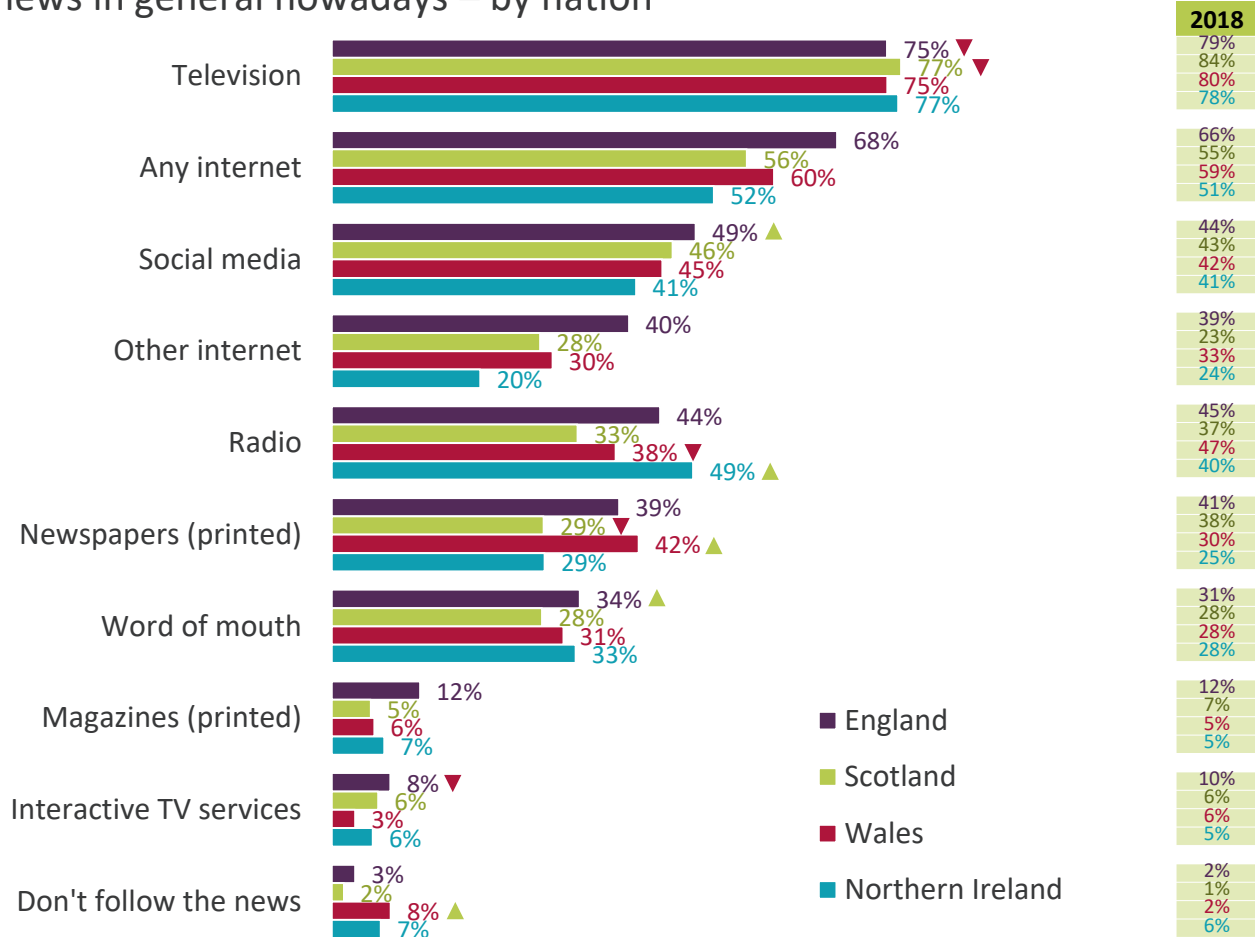
## News consumption in the nations

# Compared to other nations, English respondents are more likely to use the internet for news (both social media and other internet)

**Figure 14.1**

## Platforms used for news in general nowadays – by nation

All adults 16+



Source: Ofcom News Consumption Survey 2019

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

Base: All adults 16+ 2019/2018 – England=3245/3206, Scotland=551/540, Wales=475/485, Northern Ireland=420/414

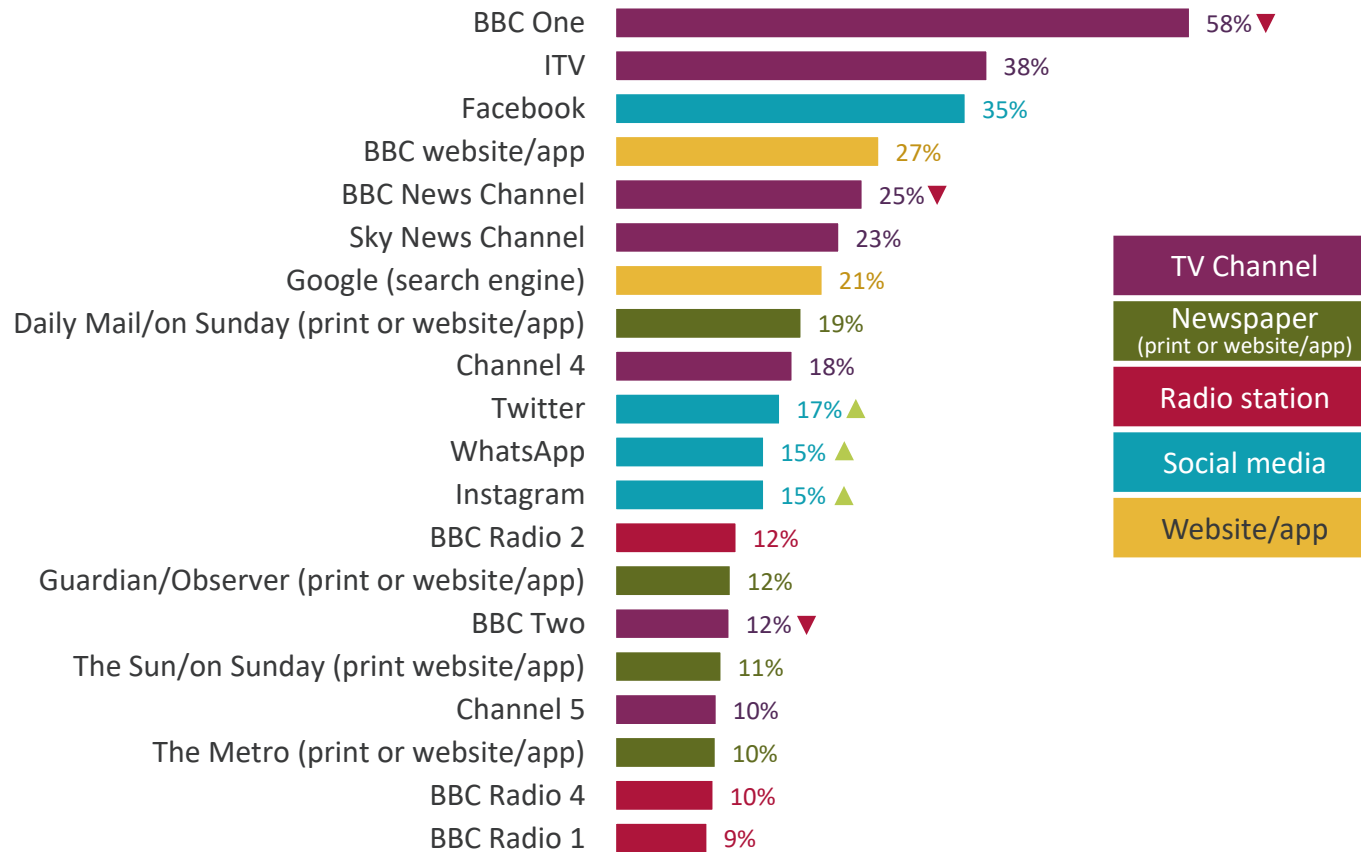
Green/red triangles indicate statistically significant differences between 2019 and 2018

# Six in ten adults in England claim to use BBC One for news, but this is a decrease since last year. More people use Twitter, WhatsApp and Instagram compared to 2018

## Figure 14.2

### Top 20 sources for news in general 2019 - England

% of adults 16+ in England using each source for news nowadays



2018
62%
39%
33%
25%
28%
24%
19%
19%
19%
14%
10%
10%
12%
11%
14%
11%
11%
12%
10%
8%

Source: Ofcom News Consumption Survey 2019

Question: D2a-8a. Thinking specifically about <platform>, which of the following do you use for news nowadays?

Base: All adults 16+ in England – 2019=3245, 2018=3206

Green/red triangles indicate statistically significant differences between 2019 and 2018

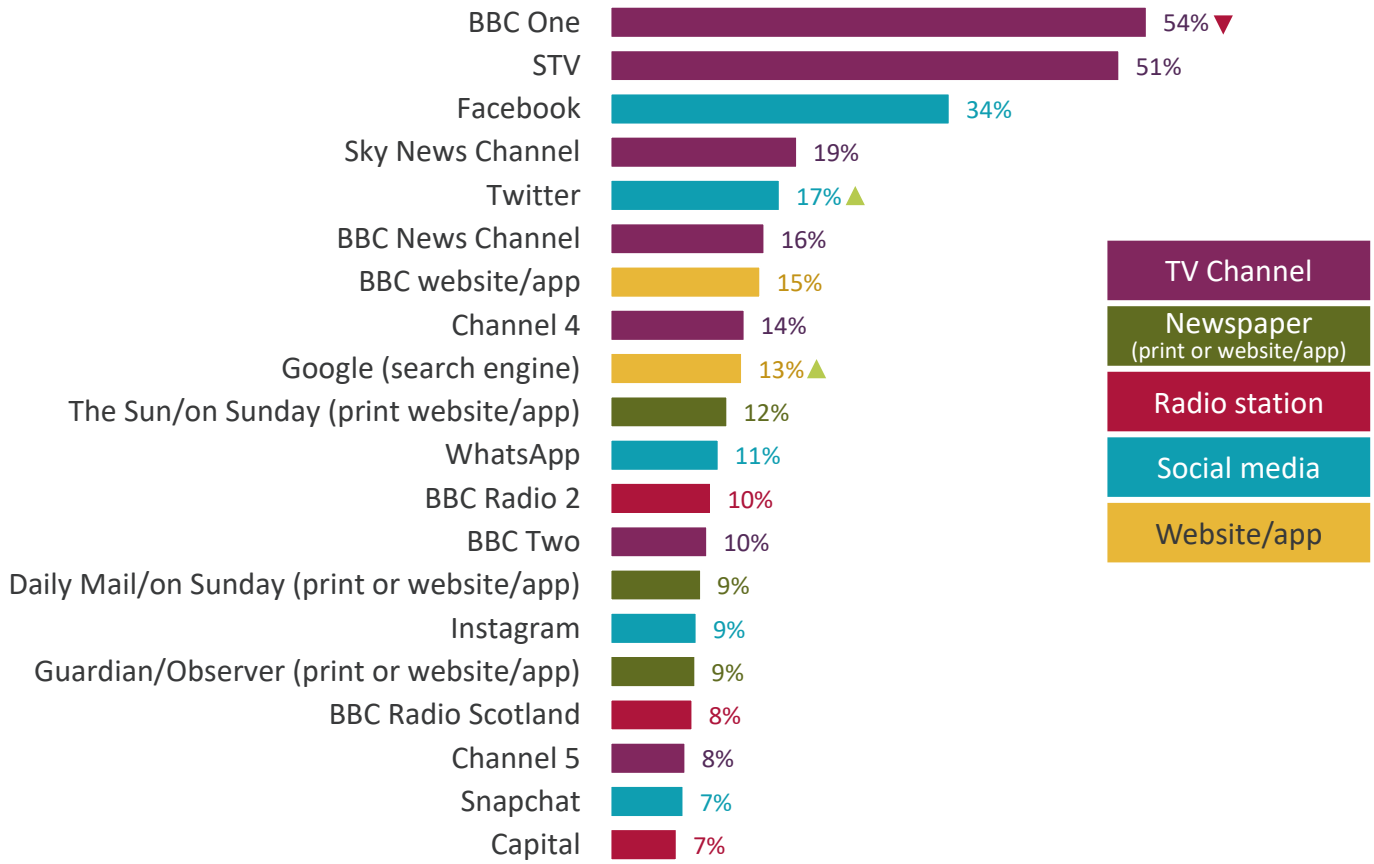
# More than half of adults in Scotland use BBC One or STV for news, while a third use Facebook. More people use Twitter, Google (search engine) and WhatsApp than last year



**Figure 14.3**

## Top 20 sources for news in general 2019 - Scotland

% of adults 16+ in Scotland using each source for news nowadays



- TV Channel
- Newspaper (print or website/app)
- Radio station
- Social media
- Website/app

2018
64%
54%
33%
24%
11%
17%
14%
13%
7%
10%
7%
10%
10%
8%
6%
9%
8%
8%
4%
4%

Source: Ofcom News Consumption Survey 2019

Question: D2a-8a. Thinking specifically about <platform>, which of the following do you use for news nowadays?

Base: All adults 16+ in Scotland – 2019=551, 2018=540

Green/red triangles indicate statistically significant differences between 2019 and 2018

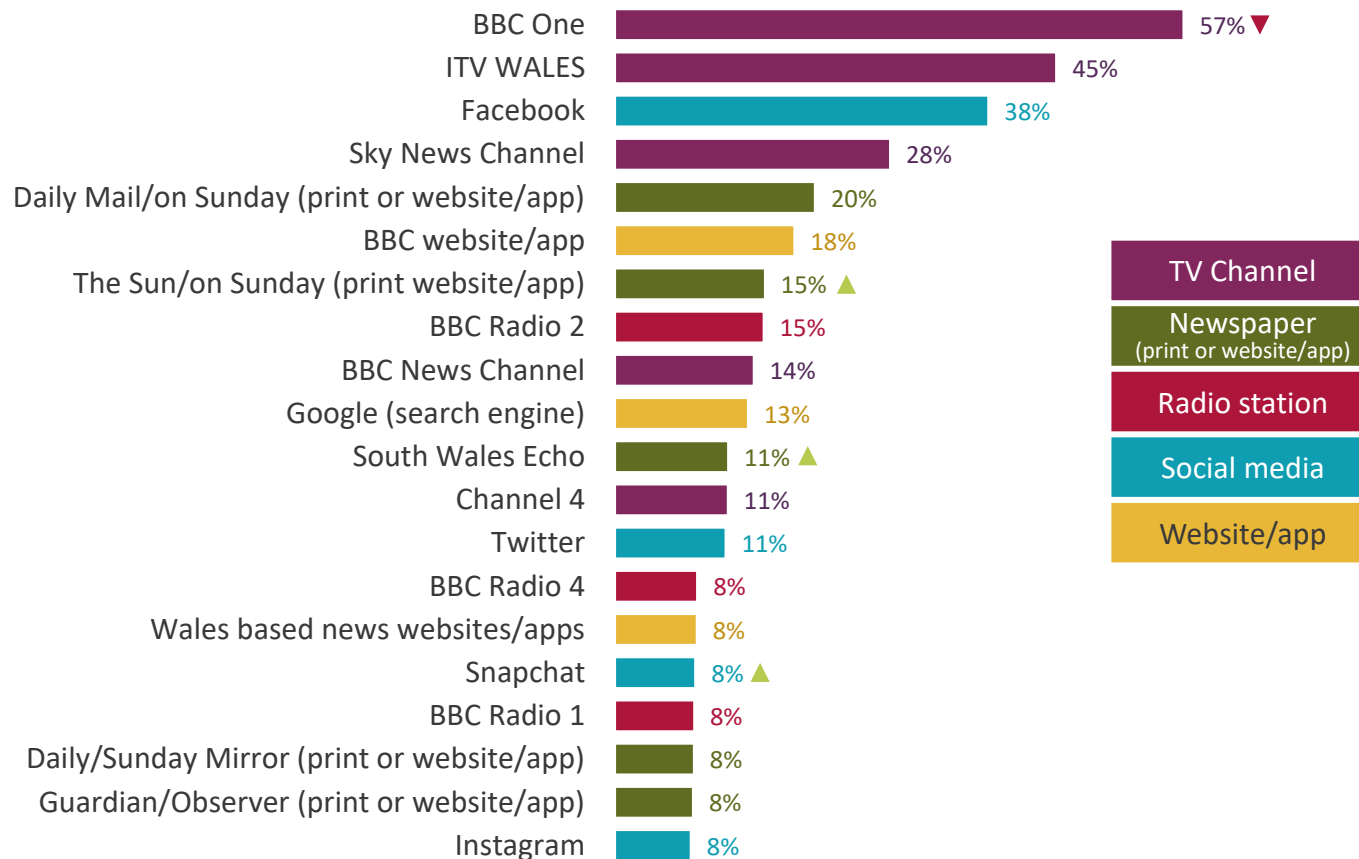


Six in ten adults in Wales use BBC One for news, while almost half use ITV and almost two in five use Facebook. Several newspapers have seen an increase in use since last year

**Figure 14.4**

**Top 20 sources for news in general 2019 - Wales**

*% of adults 16+ in Wales using each source for news nowadays*



2018
68%
45%
35%
26%
15%
22%
8%
14%
19%
10%
2%
12%
13%
14%
5%
4%
8%
8%
7%
6%

Source: Ofcom News Consumption Survey 2019

Question: D2a-8a. Thinking specifically about <platform>, which of the following do you use for news nowadays?

Base: All adults 16+ in Wales – 2019=475, 2018=458

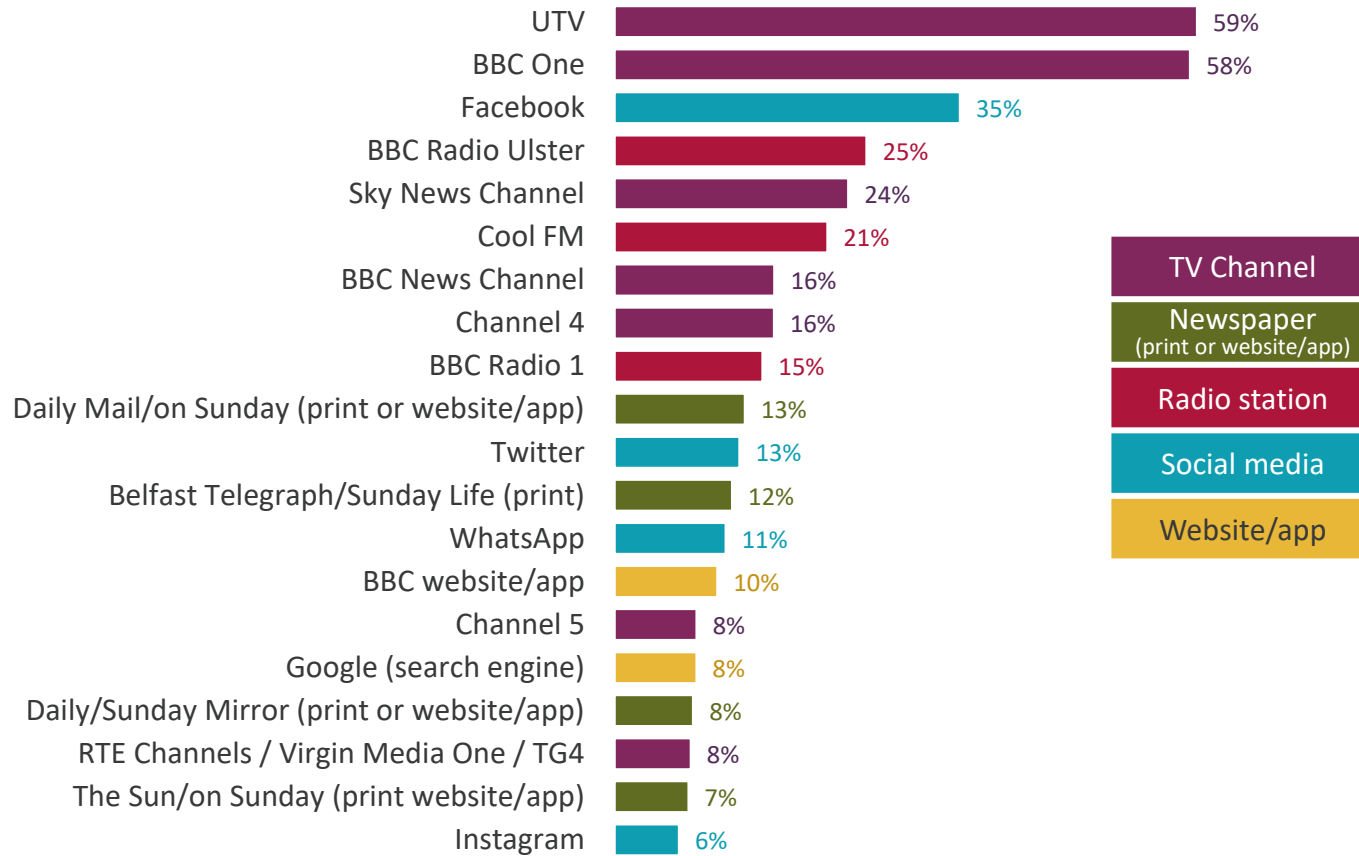
Green/red triangles indicate statistically significant differences between 2019 and 2018

# Six in ten adults in Northern Ireland use UTV or BBC One. Facebook is used by one in three

**Figure 14.5**

## Top 20 sources for news in general 2019 - Northern Ireland

% of adults 16+ in Northern Ireland using each source for news nowadays



**2018**

63%
52%
35%
22%
21%
18%
11%
12%
12%
11%
11%
13%
9%
15%
5%
10%
5%
8%
11%
6%

- TV Channel
- Newspaper (print or website/app)
- Radio station
- Social media
- Website/app

Source: Ofcom News Consumption Survey 2019

Question: D2a-8a. Thinking specifically about <platform>, which of the following do you use for news nowadays?

Base: All adults 16+ in Northern Ireland – 2019=420, 2018=414

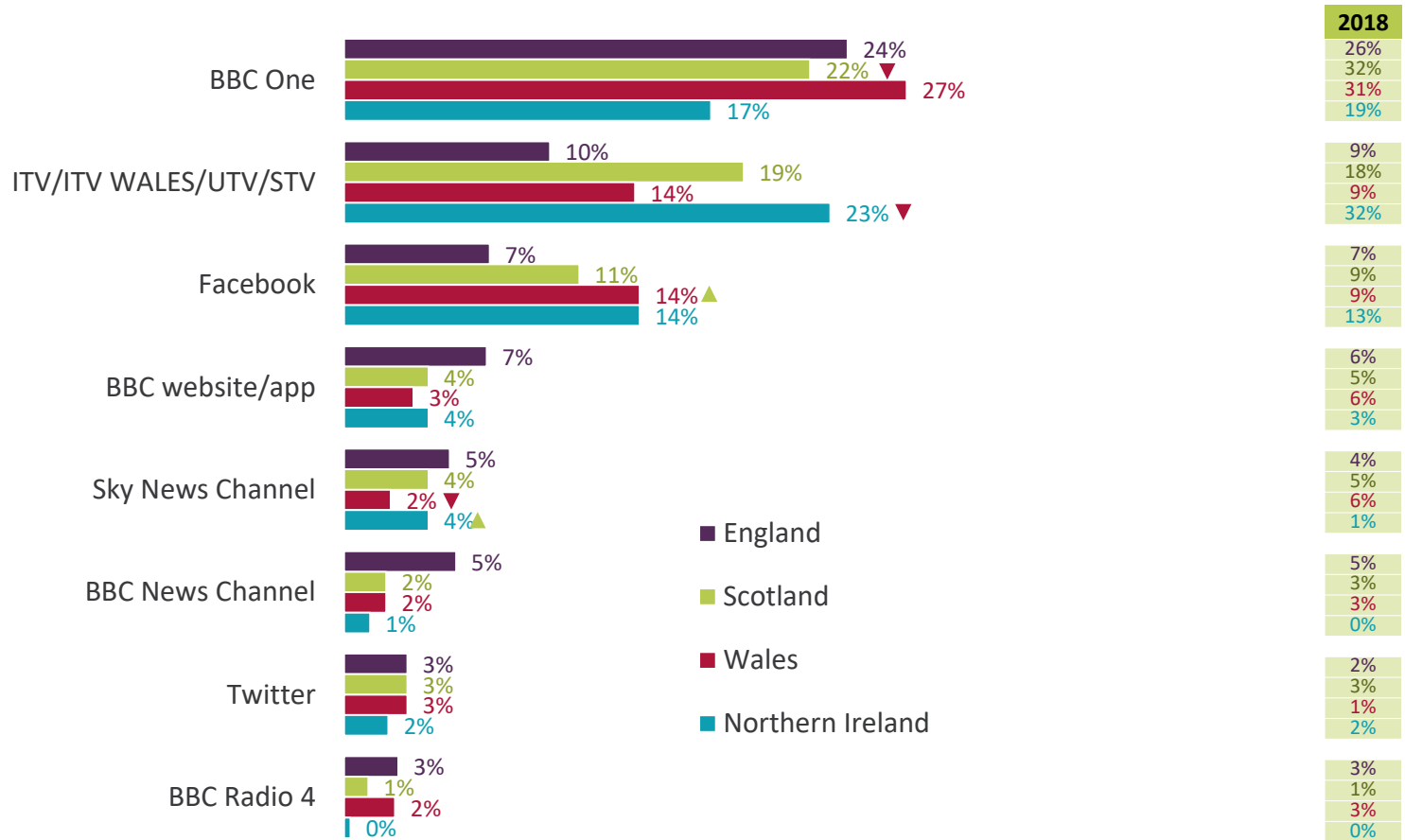
Green/red triangles indicate statistically significant differences between 2019 and 2018

# BBC One is the single most important news source in Wales, England and Scotland, whereas UTV is the most important source in Northern Ireland

**Figure 14.6**

## Single most important source for news in general – by Nation

All adults 16+ in each Nation using TV/Newspapers/Radio/Internet/Magazines for news



Source: Ofcom News Consumption Survey 2019

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+ using TV/Newspapers/Radio/Internet/Magazines for news 2019/2018 – England=3146/3114, Scotland=531/524, Wales=433/448, N Ireland=382/377

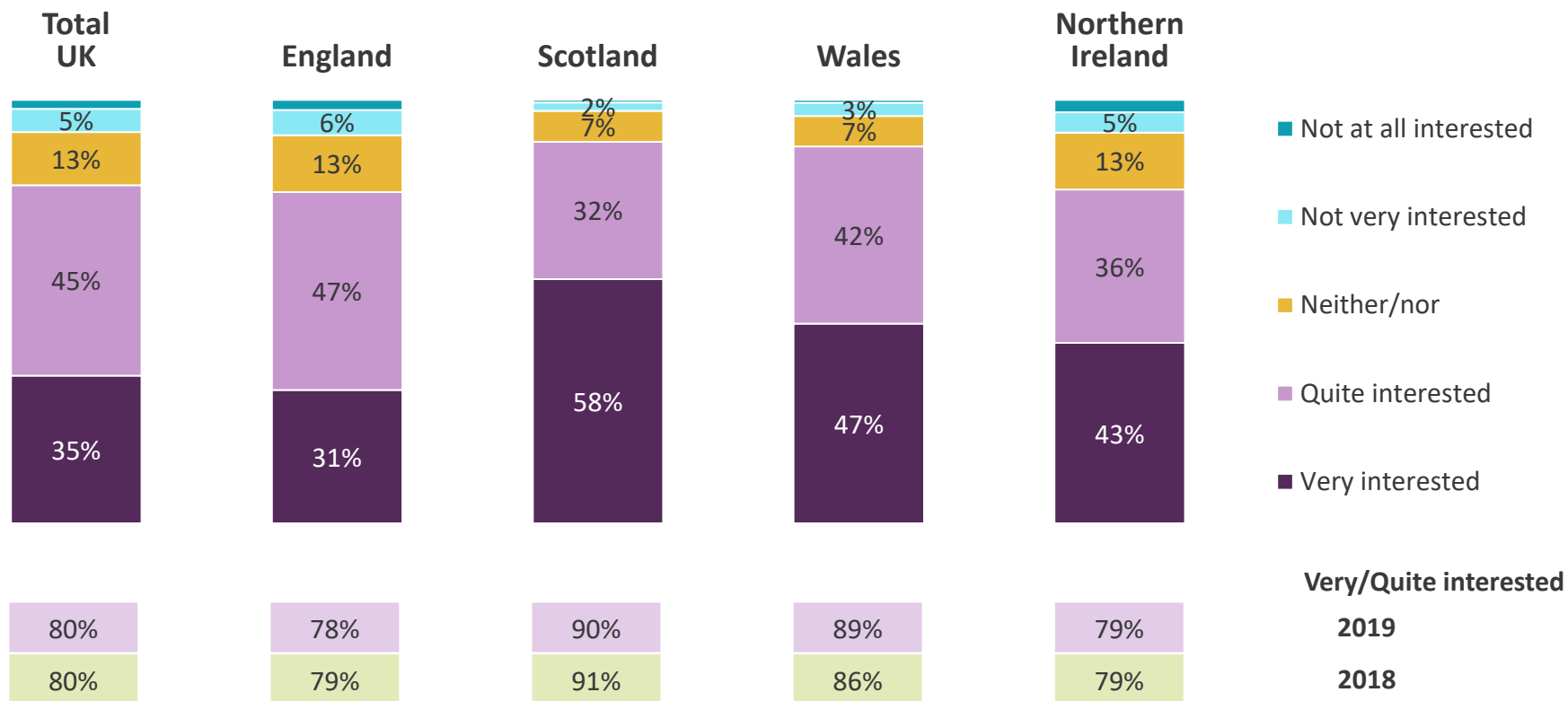
Only sources with an incidence of 2%+ in 2019 for the Total sample are shown. Green/red triangles indicate statistically significant differences between 2019 and 2018

Adults in Scotland are the most likely to say they are ‘very interested’ in news about their nation, whereas those in England are more likely to be ‘quite interested’

**Figure 14.7**

Level of interest in news about own nation – by Nation

All adults 16+ who follow news



Source: Ofcom News Consumption Survey 2019

Question: F3. How interested are you in news about <NATION>?

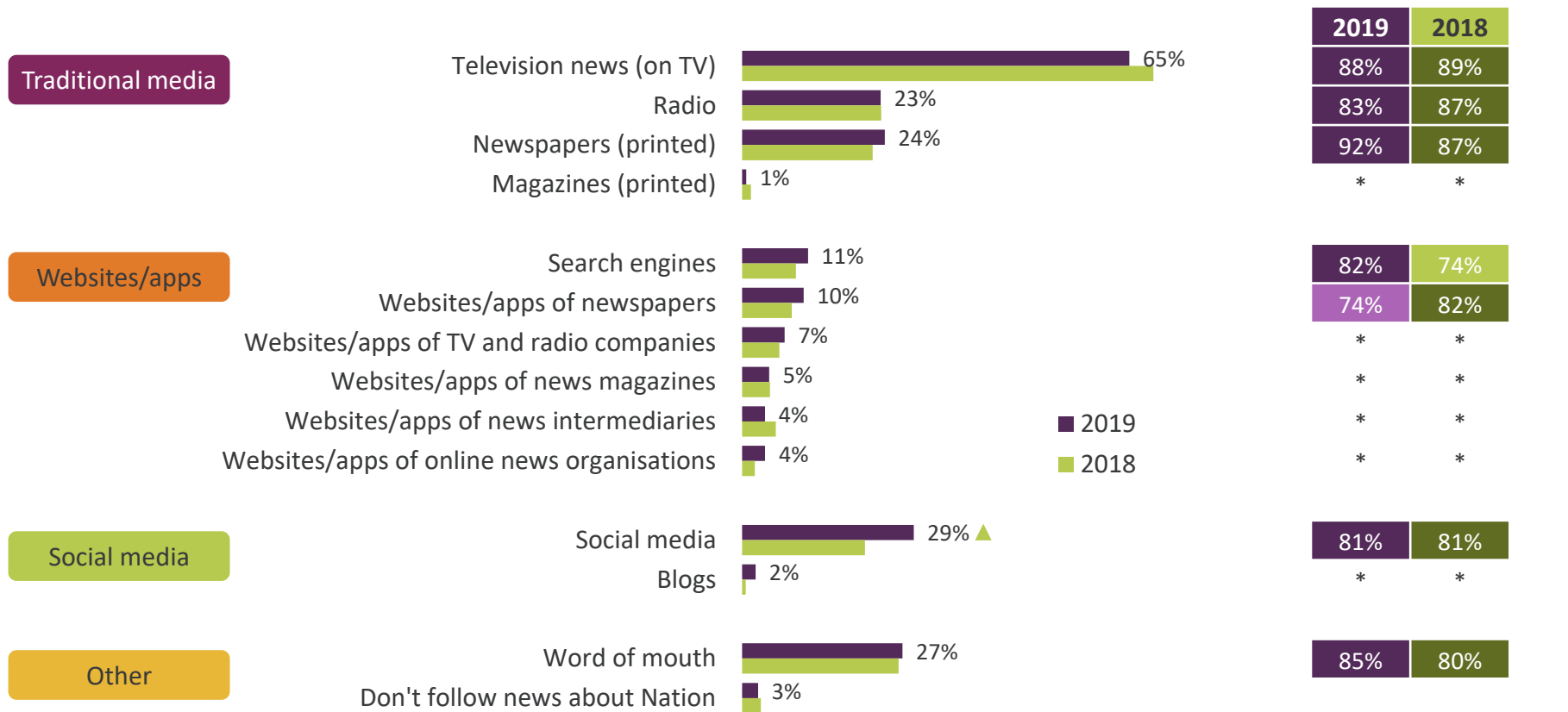
Base: All adults 16+ who follow news 2019/2018 - Total=4524/4523, England=3150/3151, Scotland=544/532, Wales=435/451, Northern Ireland=395/389

# TV remains the most used platform for accessing news about the nations. Nine in ten users are satisfied with the quality of news about their nation provided on TV and newspapers

**Figure 14.8**

## Platforms used to access news about own nation

All in Scotland/Wales/N Ireland who follow news



Source: Ofcom News Consumption Survey 2019

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 in Scotland/Wales/N Ireland – 2019=1374, 2018=1371

F5. How satisfied are you with the quality of the news about NATION available from [source]? Base: All using each source – 2019=133-906, 2018=109-970

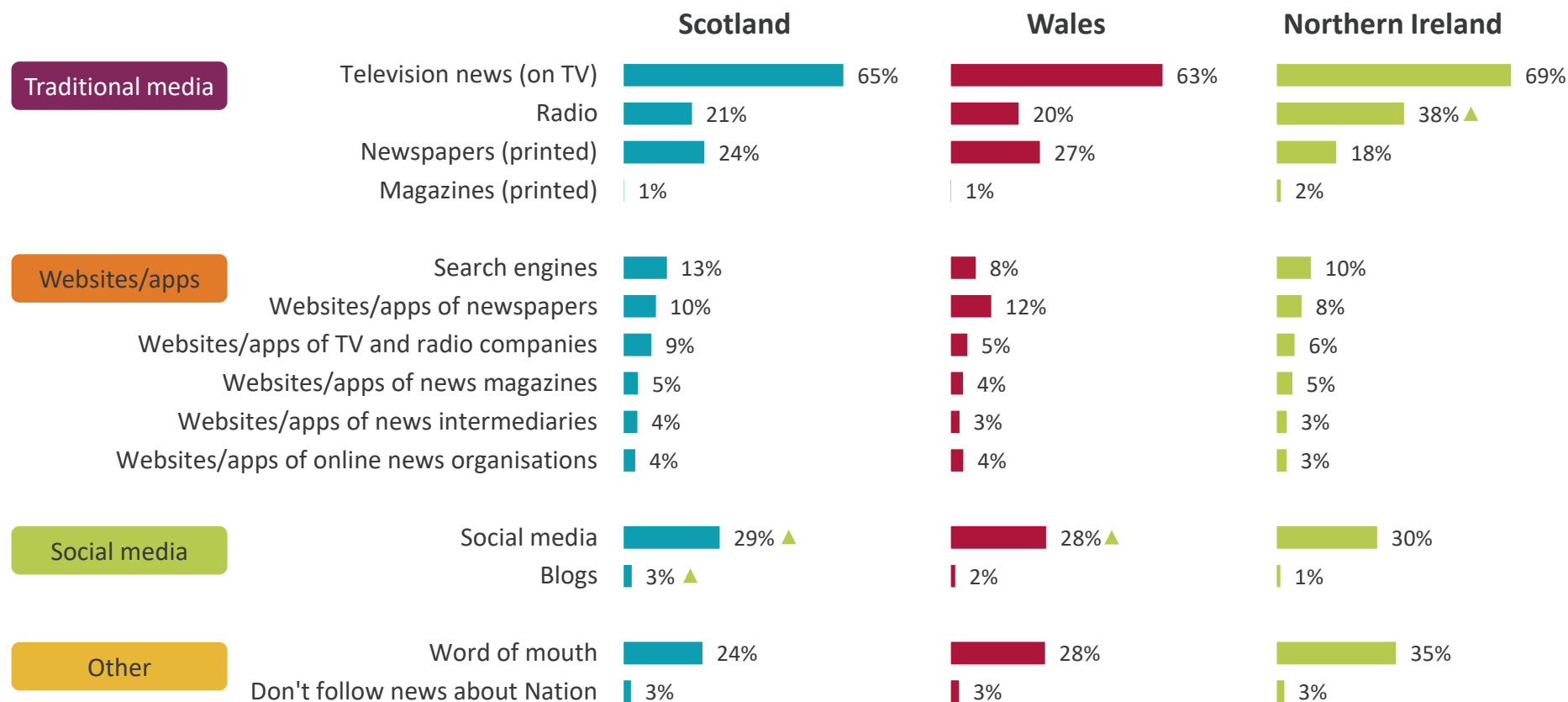
\*sample size <100. Green/red triangles indicate statistically significant differences between 2019 and 2018

Similar trends are noted across Scotland, Wales and N Ireland. However, newspapers are more prominent in Wales and Scotland, and radio in Northern Ireland

**Figure 14.9**

Platforms used to access news about own nation 2019 – by Nation

All in Scotland/Wales/N Ireland who follow news



Source: Ofcom News Consumption Survey 2019

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 – Scotland=544, Wales=435, N Ireland=395

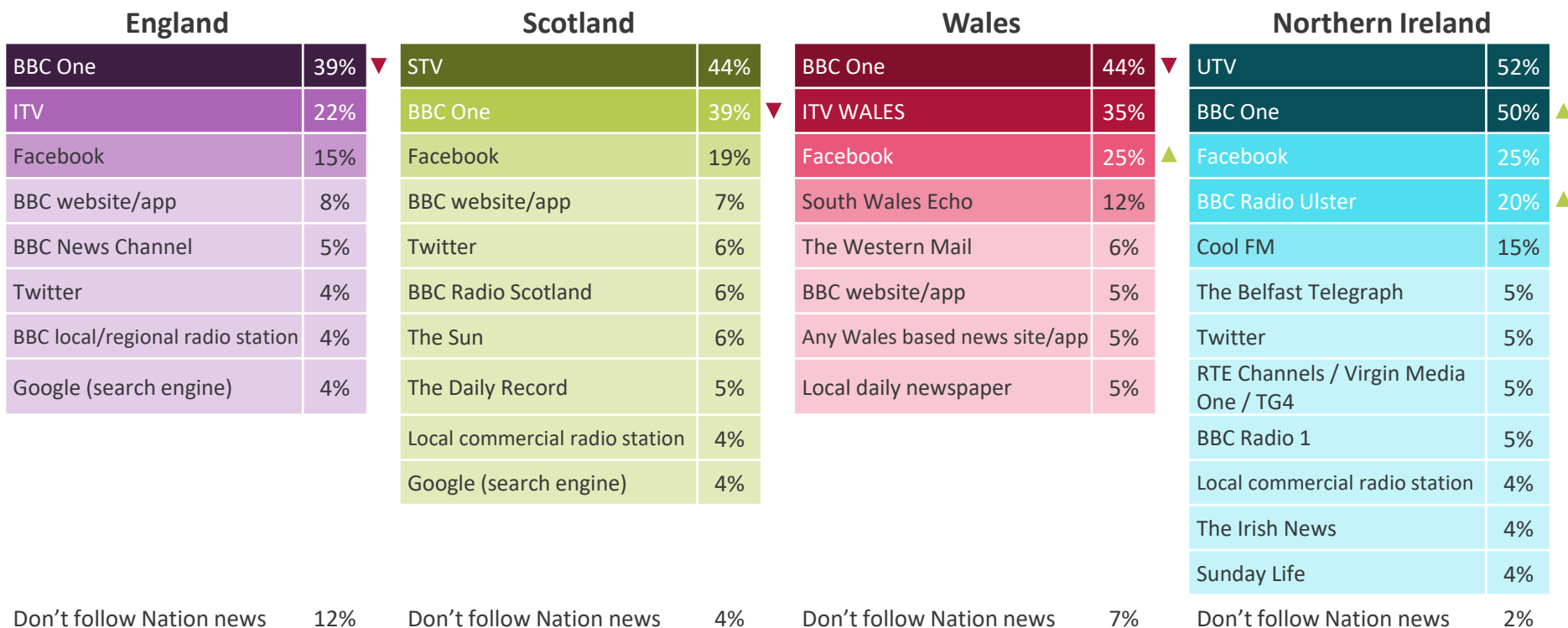
Green/red triangles indicate statistically significant differences between 2019 and 2018

BBC One is the most used news source in England and Wales for accessing news about the Nation, whereas STV is top in Scotland and UTV in Northern Ireland (with BBC One in a close second)

**Figure 14.10**

Sources used to access news about own nation - 2019

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



Source: Ofcom News Consumption Survey 2019

Question: F6. From which of the following sources do you get news about what is going on in your NATION nowadays?

Base: All adults 16+ using TV/Newspapers/Radio/Internet/Magazine for news - England=3180, Scotland=541, Wales=435, Northern Ireland=385

Only sources with an incidence of 4%+ in each Nation are shown. Green/red triangles indicate statistically significant differences between 2019 and 2018

# Section 15

## Current affairs

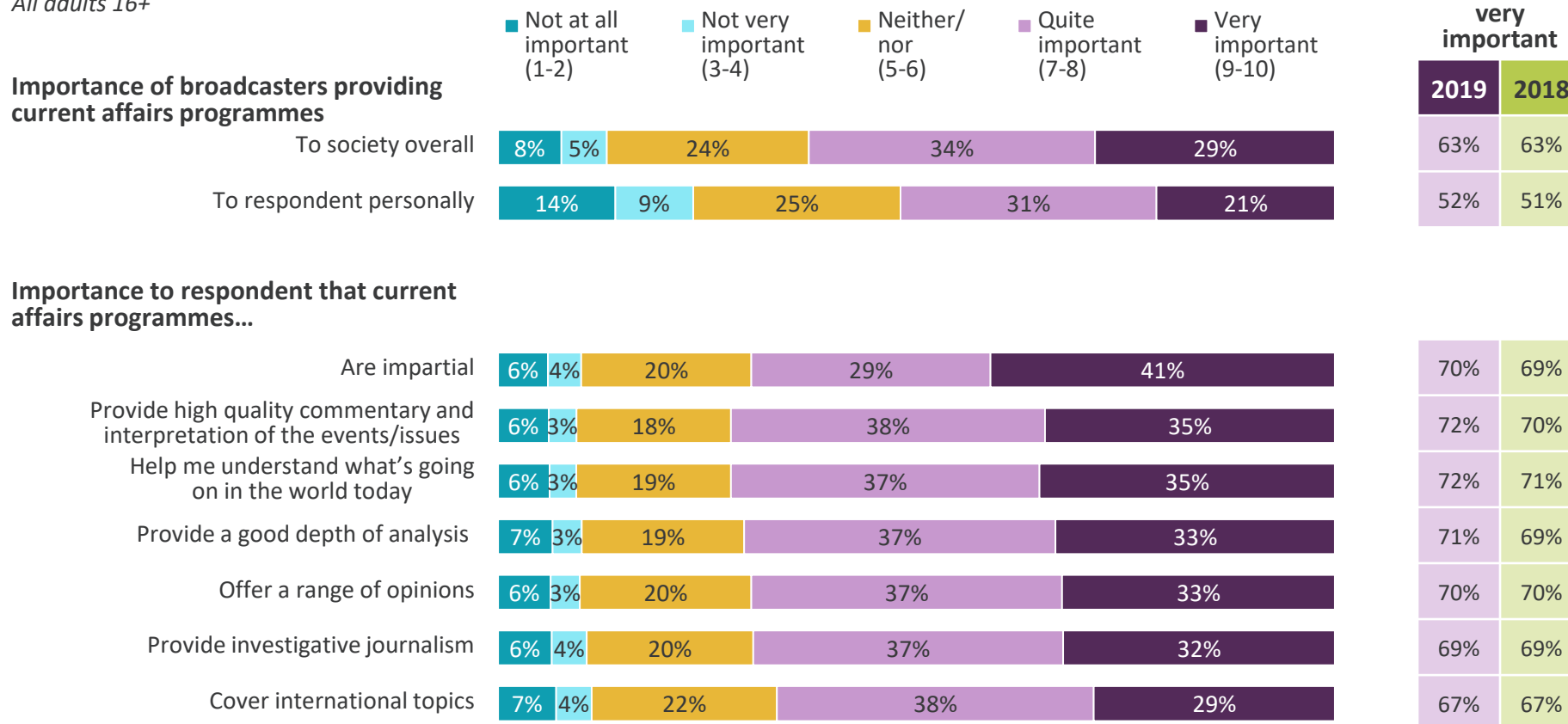


Two thirds of adults feel it is important 'to society overall' that broadcasters provide current affairs programmes, while only half feel it is important 'to them personally'

**Figure 15.1**

**Attitudes to current affairs programmes**

All adults 16+



Source: Ofcom News Consumption Survey 2019

Question: H1/H2. On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for [you personally / society overall] is it that broadcasters provide current affairs programmes? H3. How important for you personally is it that current affairs programmes...

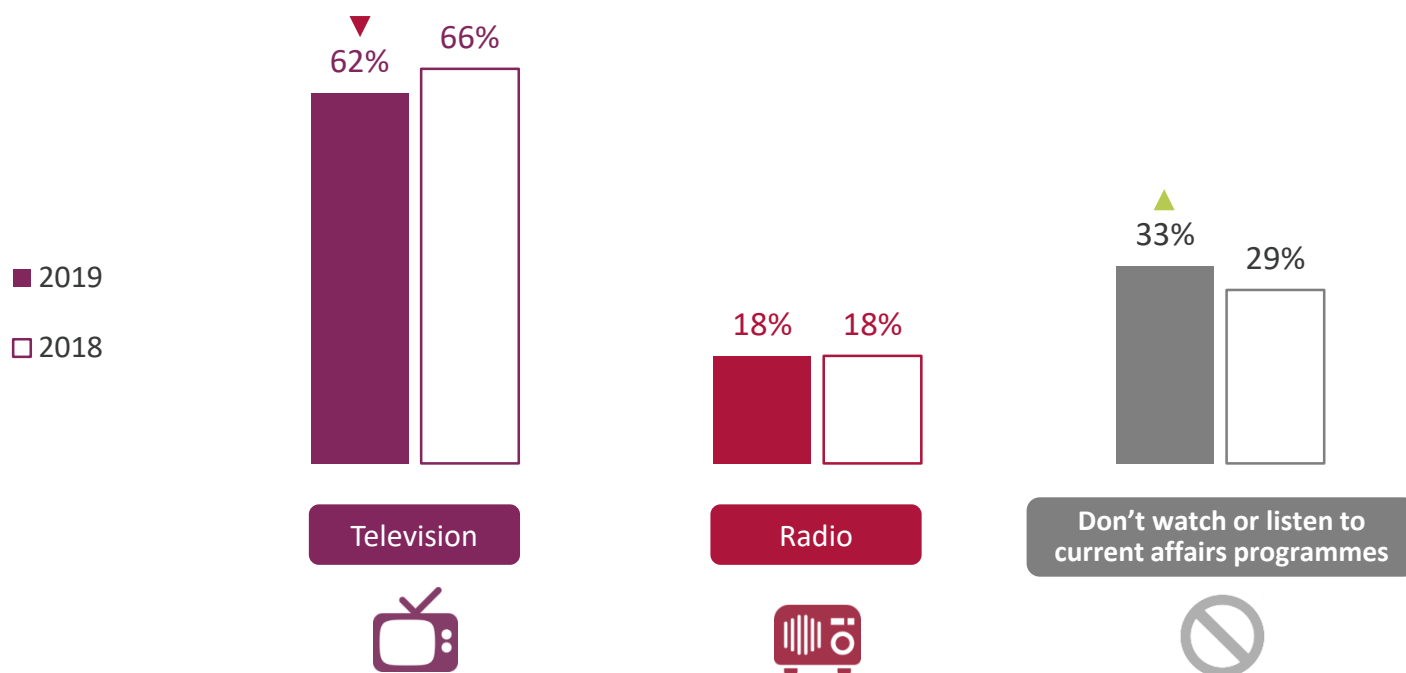
Base: All adults 16+ - 2019=4691, 2018=4618

Overall, fewer adults watch or listen to current affairs programmes compared to 2018. Three in five claim to watch current affairs programmes on TV, while one in five claim to do so on the radio

## Figure 15.2

### Platforms/sources used to access current affairs programmes

All adults 16+



Source: Ofcom News Consumption Survey 2019

Question: H4. Which of the following do you use to watch or listen to current affairs programmes nowadays?

Base: All adults 16+ - 2019=4691, 2018=4618

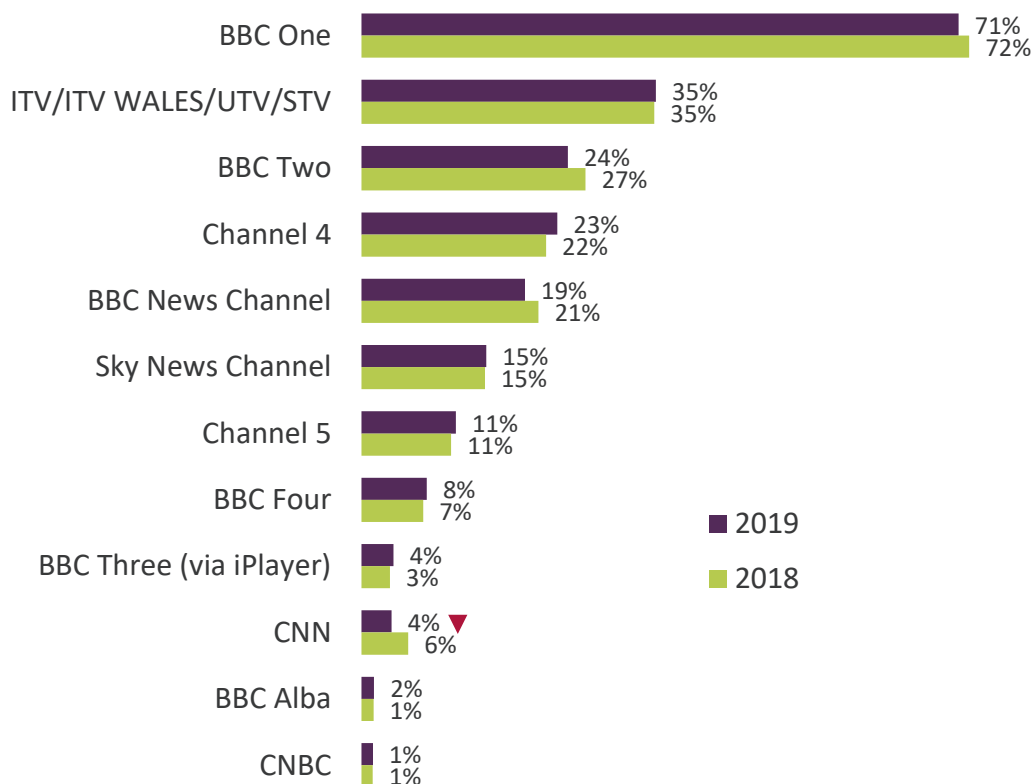
Green/red triangles indicate statistically significant differences between 2019 and 2018

# Three in five adults watch current affairs programmes on TV, with almost three quarters of these doing so on BBC One

**Figure 15.3**

TV channel used for watching current affairs programmes

*All using TV for current affairs programmes*



Source: Ofcom News Consumption Survey 2019

H5. Thinking specifically about television, which of the following do you use to watch current affairs programmes nowadays?

Base: All watching current affairs programmes on TV – 2019=2857, 2018=3028

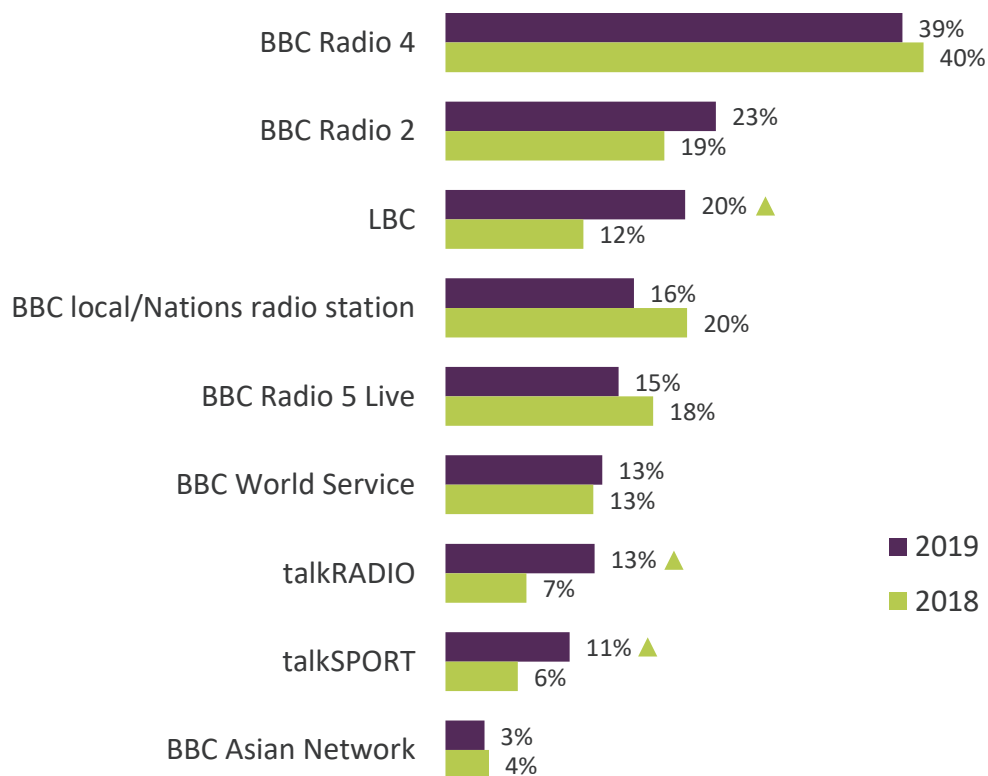
Green/red triangles indicate statistically significant differences between 2019 and 2018

One in five adults claim to listen to current affairs programmes on the radio, with two in five doing so on BBC Radio 4 and almost a quarter doing so on BBC Radio 2

**Figure 15.4**

Radio station used for listening to current affairs programmes

*All using radio for current affairs programmes*



Source: Ofcom News Consumption Survey 2019

H6. Thinking specifically about radio stations, which of the following do you use to listen to current affairs programmes nowadays?

Base: All listening to current affairs programmes on radio – 2019=830, 2018=817

Green/red triangles indicate statistically significant differences between 2019 and 2018

# With the exception of channel 5, all sources of current affairs score above 80% for the majority of attributes

## Figure 15.5

### Attributes of sources used for current affairs programmes - 2019

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

	BBC TV	ITV	Channel 4	Sky	Channel 5	BBC Radio	LBC
	2388	1052	660	418	313	655	142
Covers international topics	84%	82%	85%	87%	67%	85%	87%
Helps me understand what's going on in the world today	83%	81%	86%	87%	73%	85%	86%
Provides high quality commentary and interpretation of the events/issues	82%	82%	84%	84%	73%	85%	91%
Provides investigative journalism	81%	81%	87%	83%	72%	86%	83%
Provides a good depth of analysis	81%	81%	87%	86%	69%	87%	88%
Offers a range of opinions	79%	80%	82%	83%	68%	85%	91%
Is impartial	68%	72%	77%	74%	66%	78%	81%

Source: Ofcom News Consumption Survey 2019

H7. To what extent do you think the following statements apply to <BRAND> as a current affairs source? Answer using a scale of 1 to 10, where, 1 is NOT AT ALL and 10 is COMPLETELY

Base: All using each source for current affairs programmes 2019 – bases shown above

NOTE: colour differences in the table are to show different ranges of scores. The results have not been tested for statistical significance.

# Section 16

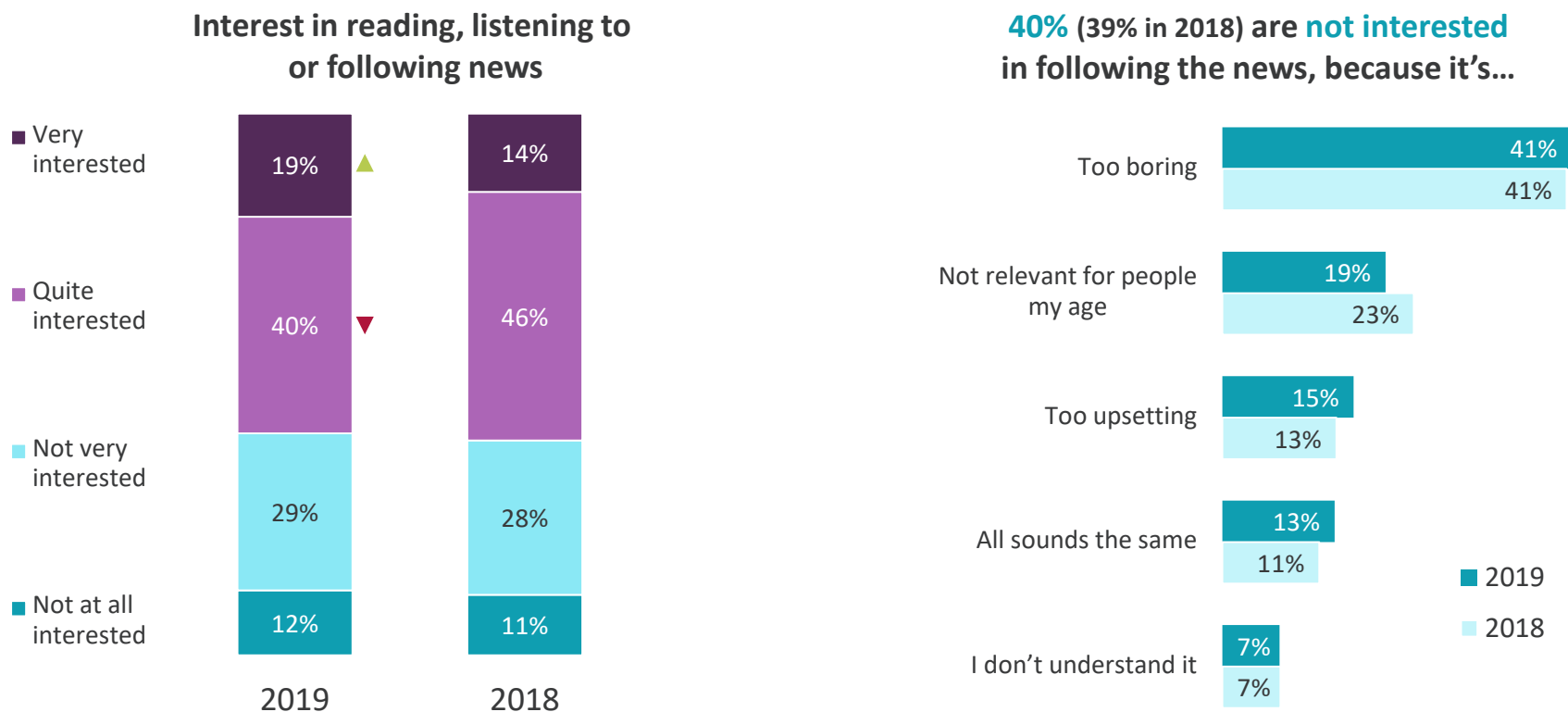
## How children aged 12-15 consume news

# Six in ten 12-15s claim to be very or quite interested in following the news. Being 'too boring' remains the key reason for a lack of interest

**Figure 16.1**

## Overall interest in following the news

All kids aged 12-15



Source: Ofcom Kids News Consumption Survey 2019

Question: B1. How interested are you in reading, watching, listening to or following news? Base: All kids aged 12-15 – 2019=1000, 2018=1001

Question: B2. Why are you not interested in reading, watching, listening to or following news? Base: All not interested in following news – 2019=401, 2018=395

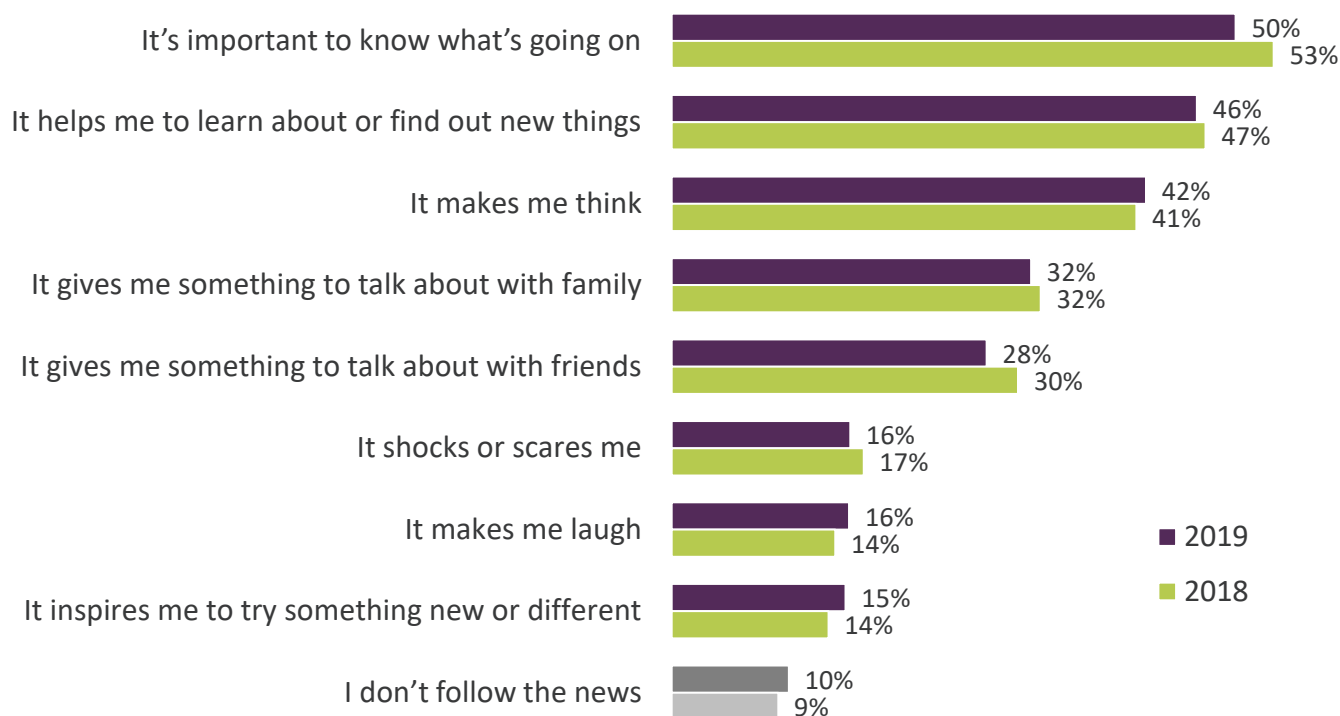
Green/red triangles indicate statistically significant differences between 2019 and 2018

The main reasons for being interested in the news remain unchanged since 2018. 12-15 year olds engage with the news to understand ‘what’s going on’, to ‘learn about new things’ and ‘make them think’

## Figure 16.2

### Reasons for following the news

All kids aged 12-15



Source: Ofcom Kids News Consumption Survey 2019

Question: F1. Here are some reasons that young people might have for reading, watching, listening to or following news. Which of these apply to you?

Base: All kids aged 12-15 – 2019=1000, 2018=1001

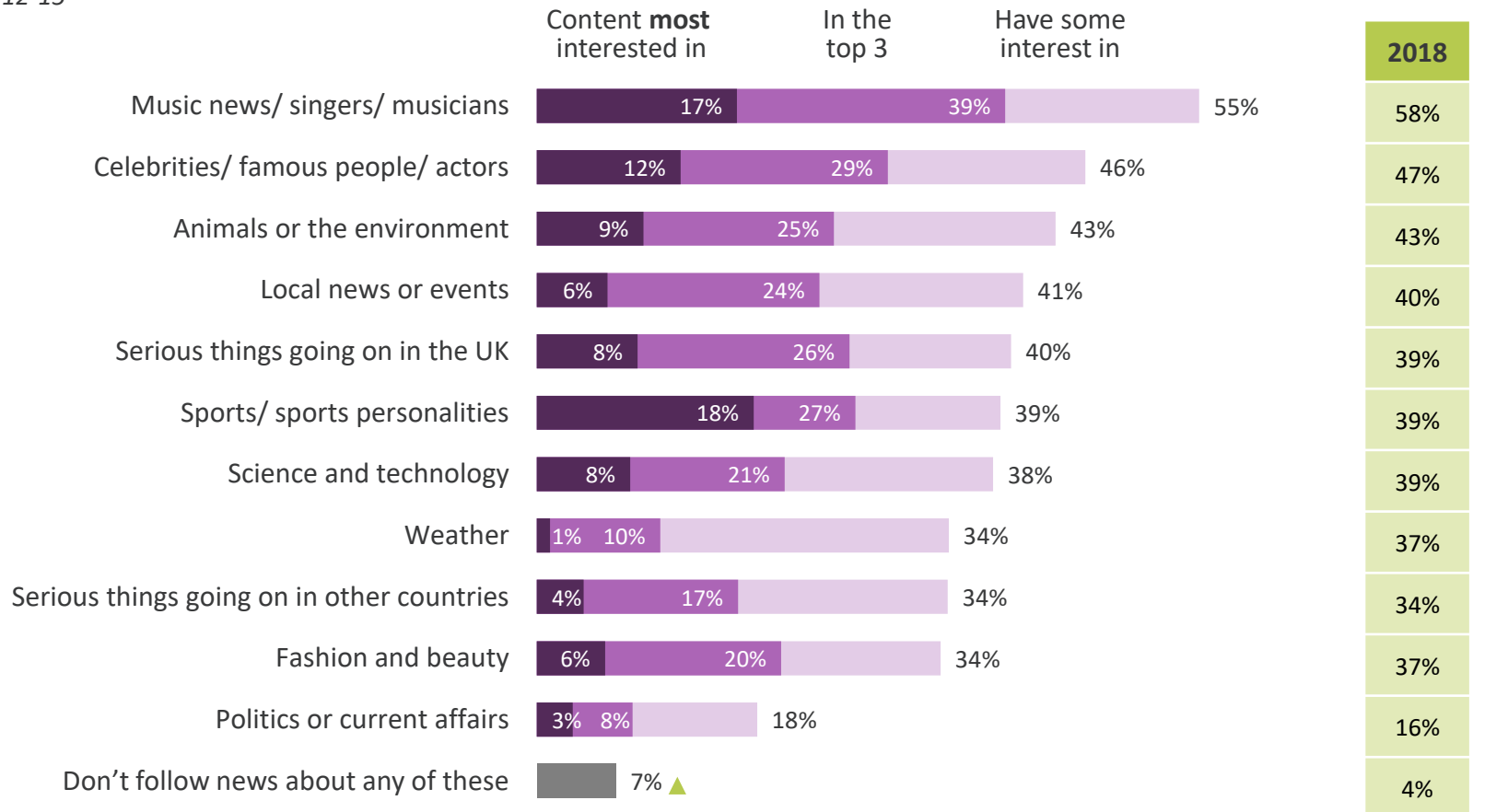


# 12-15 year olds are particularly interested in music and celebrity news, however, one in five are *most* interested in sport/sports personalities

**Figure 16.3**

## Interest in different types of news content

All kids aged 12-15



% Have some interest in

2018

58%

47%

43%

40%

39%

39%

39%

37%

34%

37%

16%

4%

Source: Ofcom Kids News Consumption Survey 2019

Question: B3. Here are some different types of news. Which, if any, of these are you interested in? B4. Which of these types of news are you most interested in?

Base: All kids aged 12-15 – 2019=1000, 2018=1001

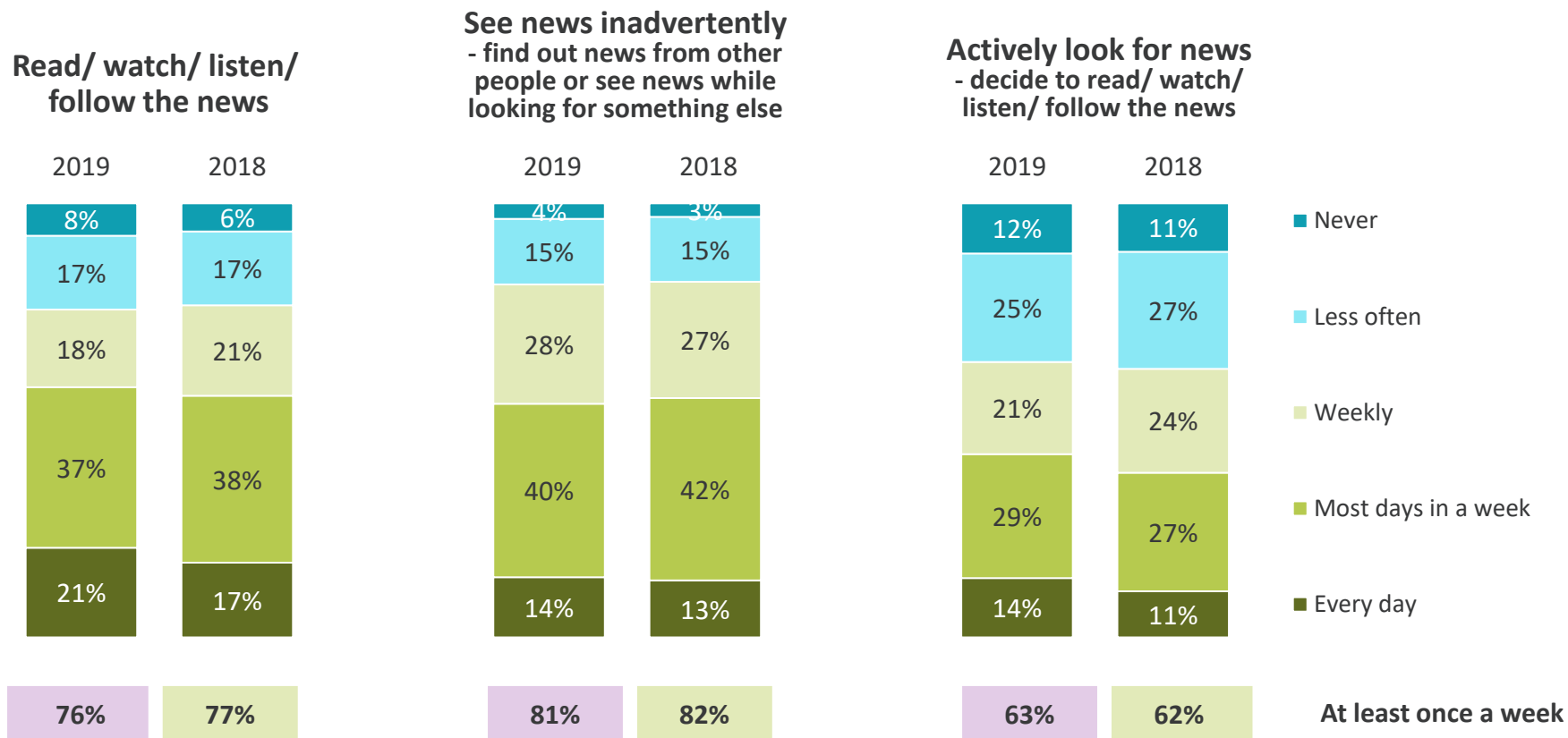
Green/red triangles indicate statistically significant differences between 2019 and 2018

# Three quarters of 12-15s claim to consume news on a weekly basis. Around eight in ten say they are inadvertently exposed to news, while two thirds actively look for news

**Figure 16.4**

Frequency of following the news

All kids aged 12-15



Source: Ofcom Kids News Consumption Survey 2019

Question: B5. How often do you read, watch, listen to or follow the news? Base: All kids aged 12-15 – 2019=1000, 2018=1001

B6. Sometimes people find out about the news because others are watching, listening to or talking about it. On other occasions they may see a news story online, when they're looking for something else. How often, if at all, do you come across the news like this?

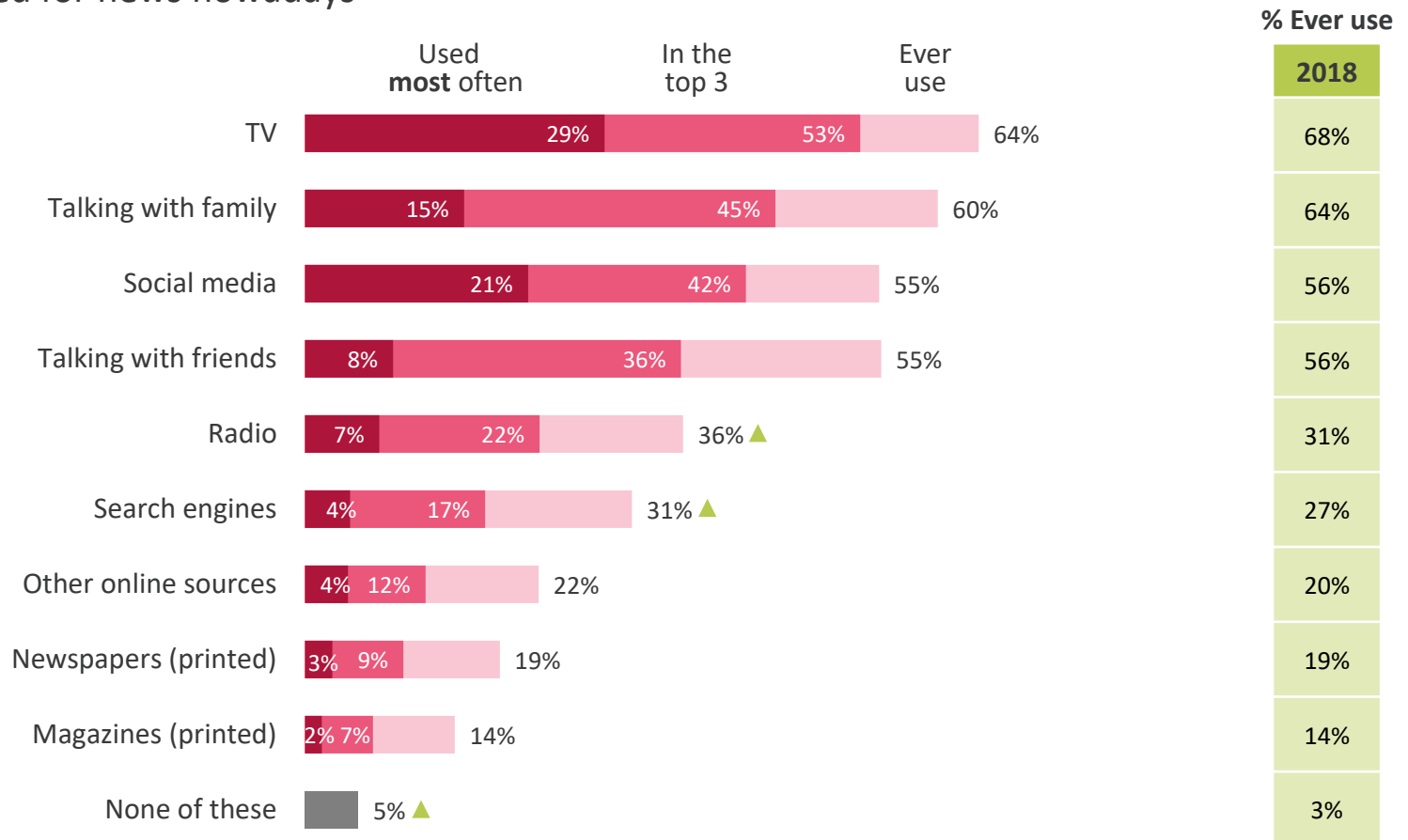
B7. Sometimes people actively look for news. For example, they decide to watch it on TV, listen to it on the radio or read it in the paper. On other occasions, they may go online to look for news, sign up to news alerts or read news updates on social media. How often, if at all do, you actively read, watch, listen to or follow the news like this?

# TV remains the most common platform for news use among 12-15s, followed by talking to family, then social media and talking to friends

## Figure 16.5

### All platforms used for news nowadays

All kids aged 12-15



Source: Ofcom Kids News Consumption Survey 2019

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?

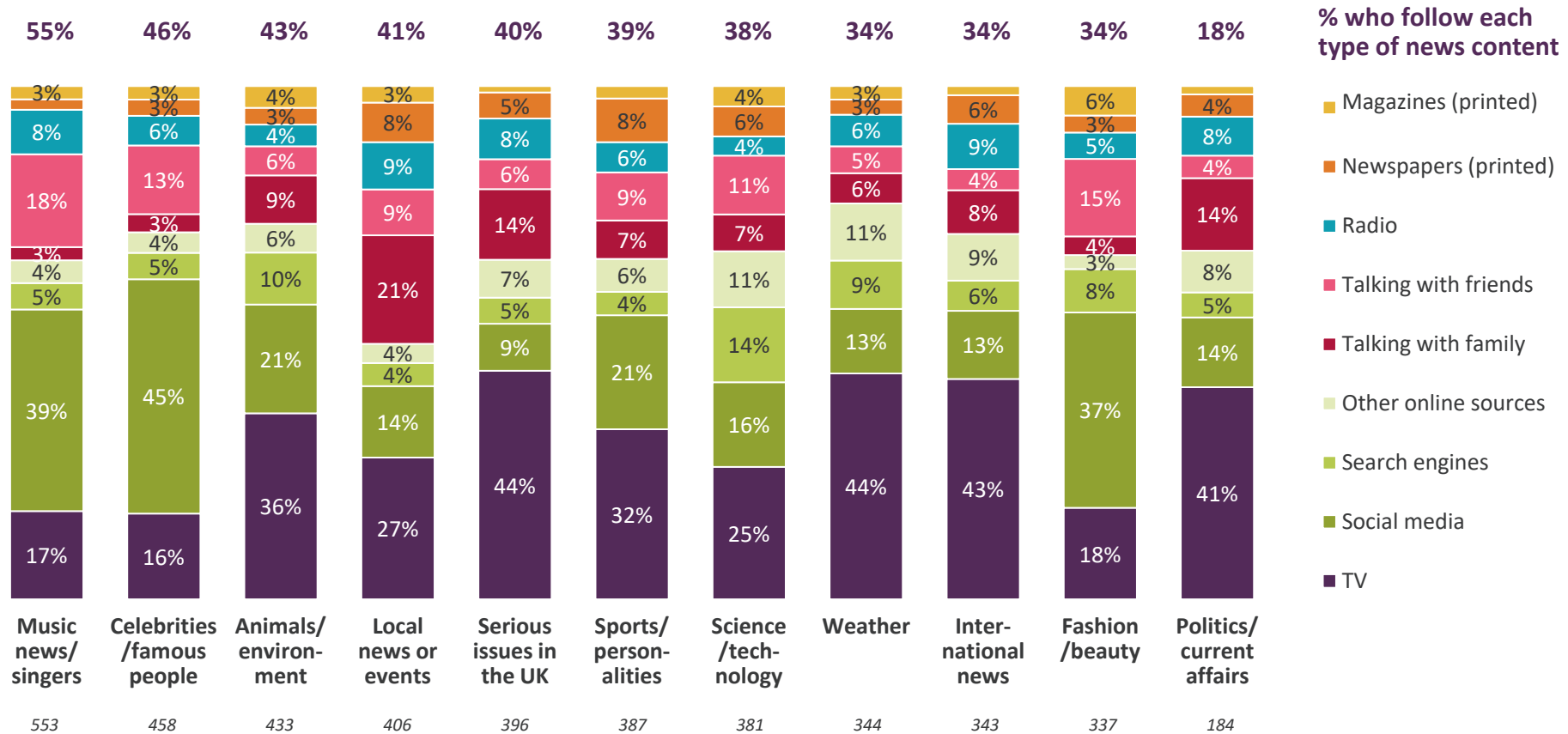
Base: All kids aged 12-15 – 2019=1000, 2018=1001. Green/red triangles indicate statistically significant differences between 2019 and 2018

# Social media is used most often for celebrity, music and fashion news. TV is used most often for all other types of news content

**Figure 16.6**

Platforms/method used most often for different types of news content

All kids aged 12-15 who follow each type of news content



% who follow each type of news content

- Magazines (printed)
- Newspapers (printed)
- Radio
- Talking with friends
- Talking with family
- Other online sources
- Search engines
- Social media
- TV

Source: Ofcom Kids News Consumption Survey 2019

Question: C3. Where do you tend to go most often for the following types of news stories?

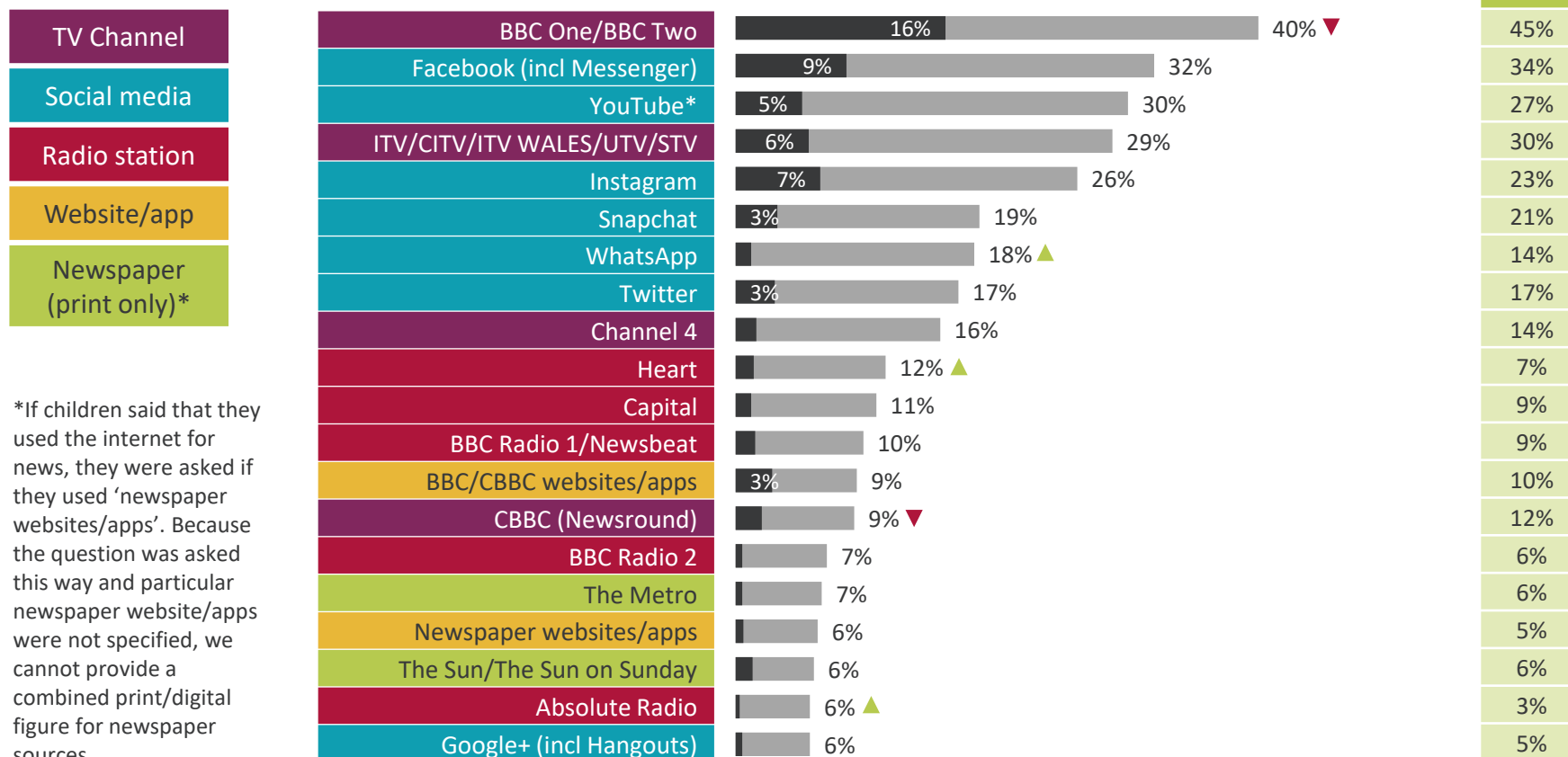
Base: All kids aged 12-15 who follow each type of news content (bases shown above)

# BBC One/Two remains the most used and most important news source across all platforms, despite a drop in usage since 2018. Six social media sites make up the top ten most used sources

## Figure 16.7

### Top 20 news sources

All kids aged 12-15



\*If children 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 newspaper sources.

Green/red triangles indicate statistically significant differences between 2019 and 2018

Source: Ofcom Kids News Consumption Survey 2019

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 kids aged 12-15 – 2019=1000, 2018=1001

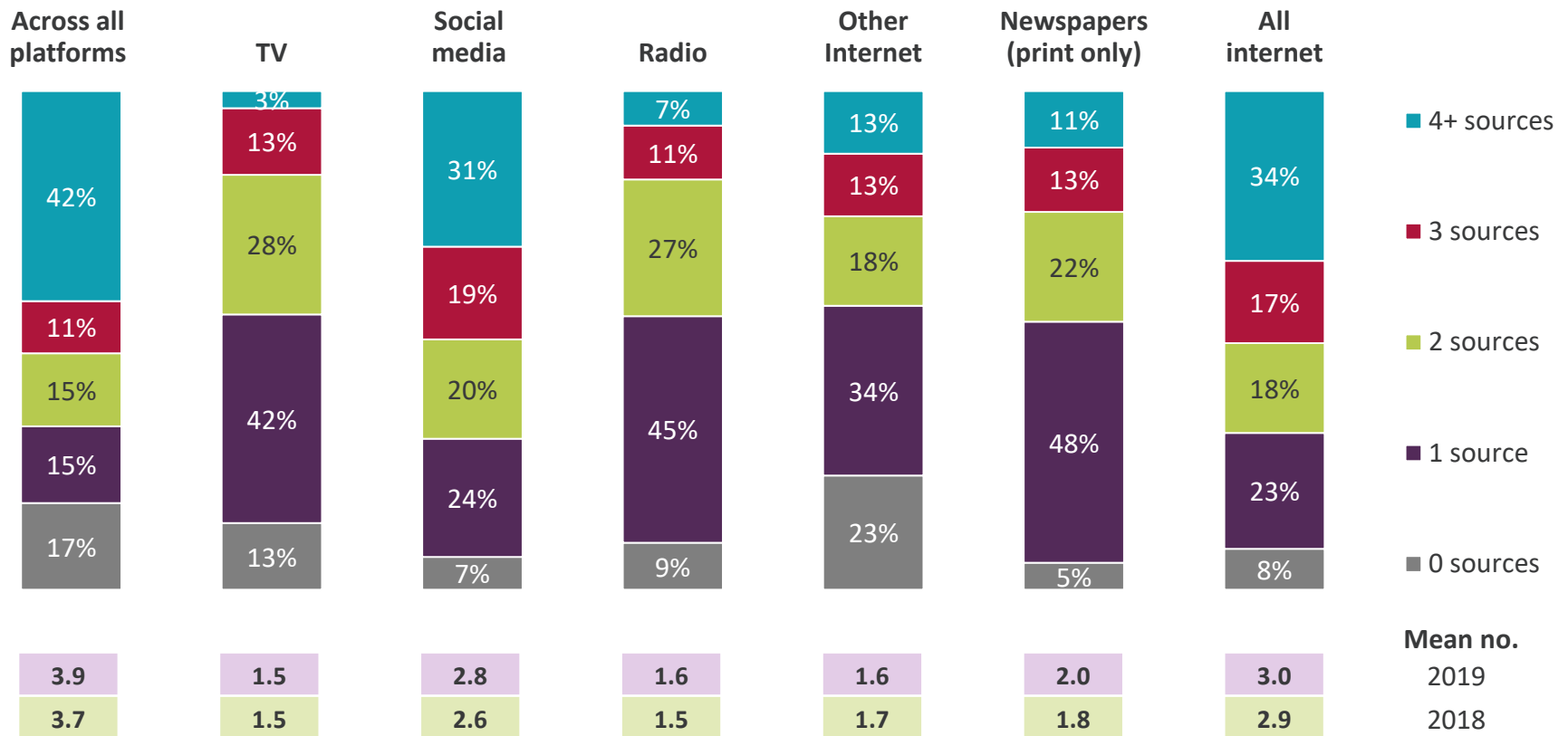
\*YouTube is a net for YouTube as a 'social media' channel plus YouTube website/app as 'an other internet' channel

Across all platforms, an average of 3.9 individual sources are used for news. Social media news users tend to use the most individual sources

**Figure 16.8**

Number of individual sources named - by platform

All kids aged 12-15 using each platform for news



Source: Ofcom Kids News Consumption Survey 2019

Question: D1. Which, if any, of the following do you use to read, watch, listen to or follow news stories?

Base: All using each platform for news 2019 – All platforms=1000, TV=643, Social media=548, Radio=361, Other internet=223, Newspapers=186, All internet (Social media and/or Other Internet)=613

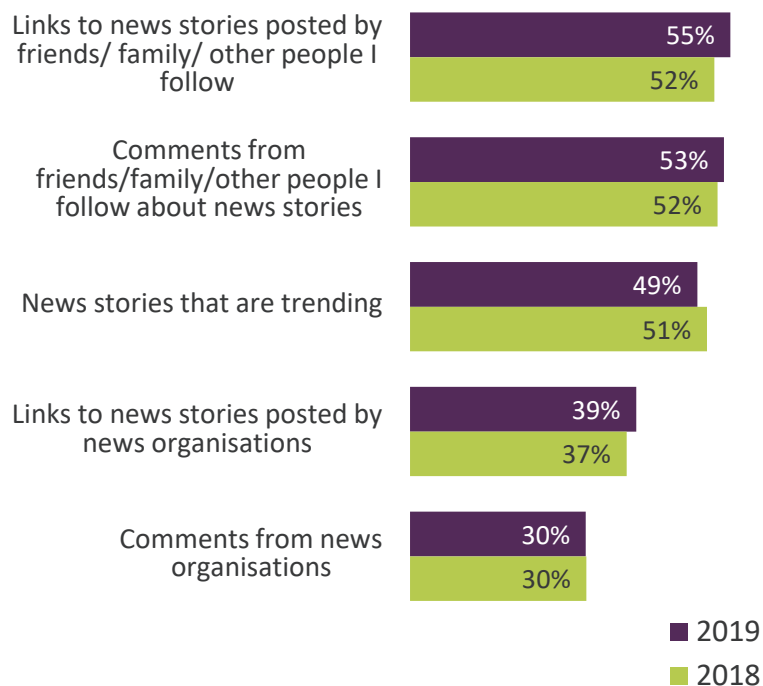
Note: Some respondents did not name specific sources within a platform so appear as having zero sources

More than half of 12-15s claim to access news via social media. They are most likely to access news via links to news stories posted by friends/family. The most common actions include clicking on stories and looking at comments

**Figure 16.9**

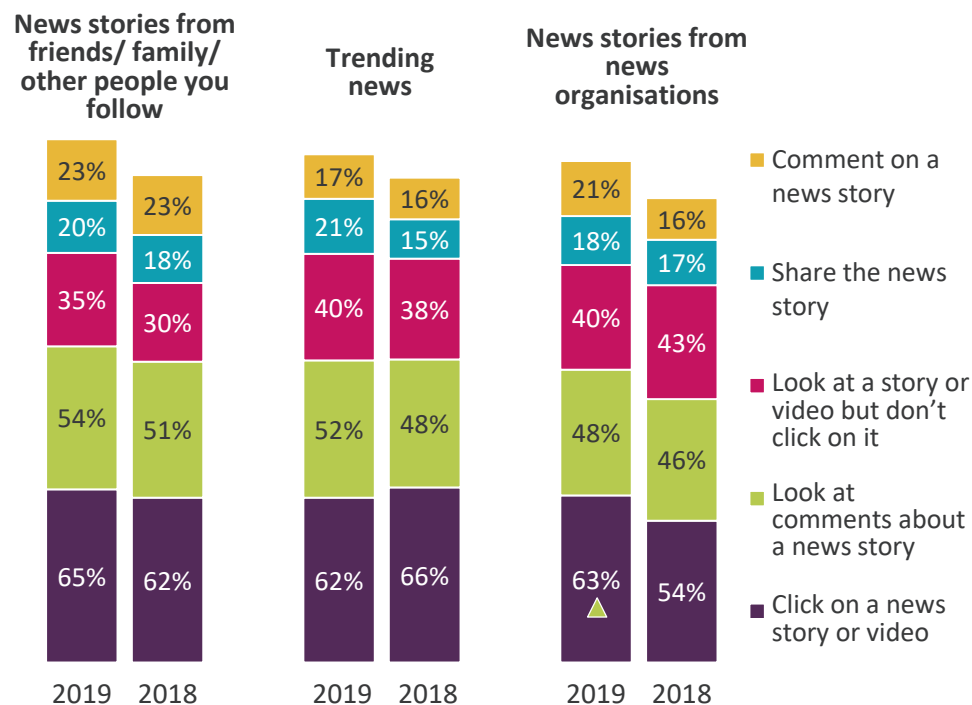
**How news is accessed via social media**

All kids aged 12-15 using any social media to follow news



**Actions normally taken when accessing news on SM**

All accessing news from each source on social media



- Comment on a news story
- Share the news story
- Look at a story or video but don't click on it
- Look at comments about a news story
- Click on a news story or video

Source: Ofcom Kids News Consumption Survey 2019

Green/red triangles indicate statistically significant differences between 2019 and 2018

Question: C7. Which, if any, of the following do you read or see on the social media sites or apps you use most often?

Base: All using social media to follow news – 2019=548, 2018=556

C8. Which, if any, of the following do you do when you read or see [type of news] on social media sites or apps?

Base: All accessing news from each source via social media 2019/2018 – News stories from friends/family/other people=414/409, Trending news=268/281, News organisations=288/274

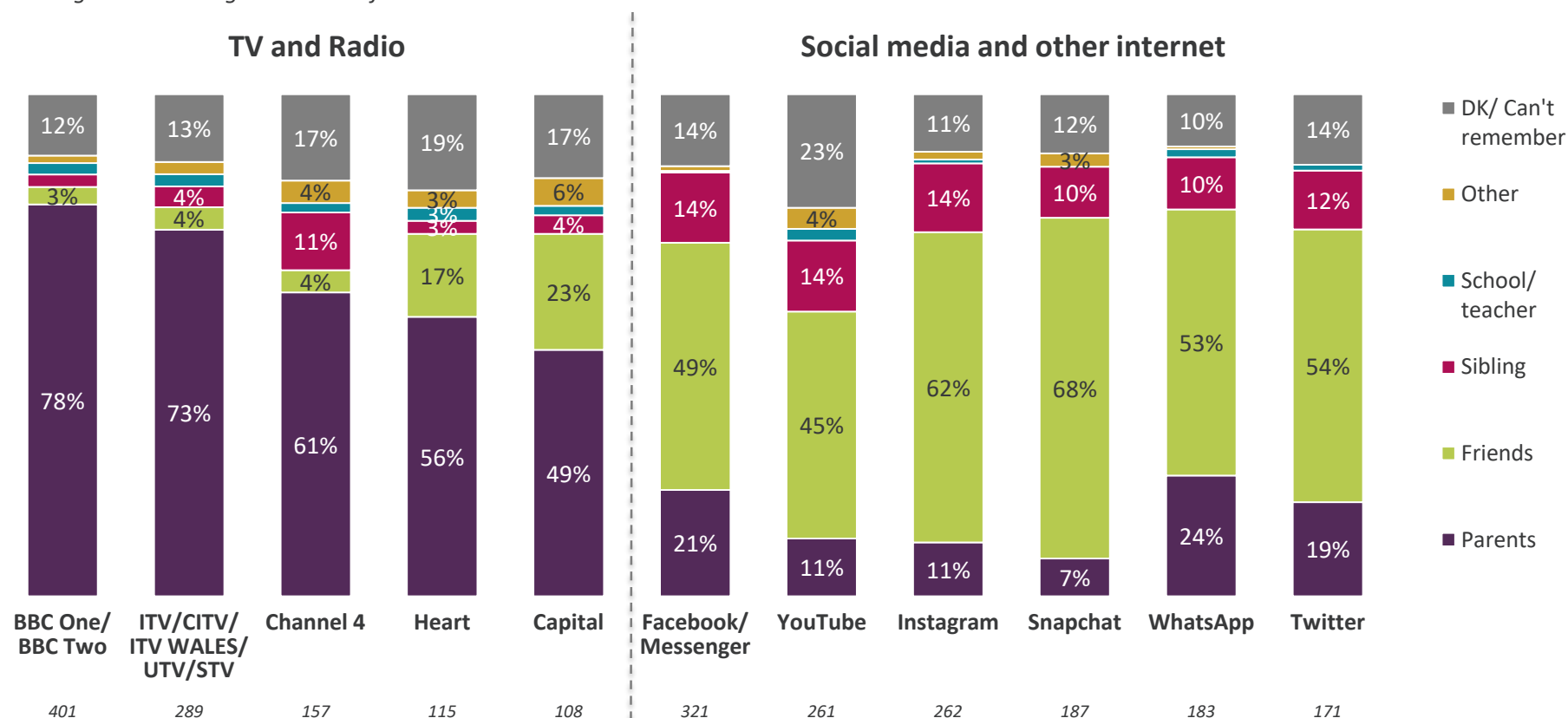
Note: Columns do not sum to 100% (this was a multi-code question)

When 12-15s were asked how they first found out about particular news sources, parents remain most likely to be cited for TV and radio sources, whereas friends are most likely for the social media sources

**Figure 16.10**

**Initial introduction to news sources - 2019**

*All kids aged 12-15 using each source for news*



Source: Ofcom Kids News Consumption Survey 2019

Question: D3. How did you first find out about SOURCE as a source of news?

Base: All kids aged 12-15 who use each source for news (bases shown above, only sources used by 100+ respondents included)

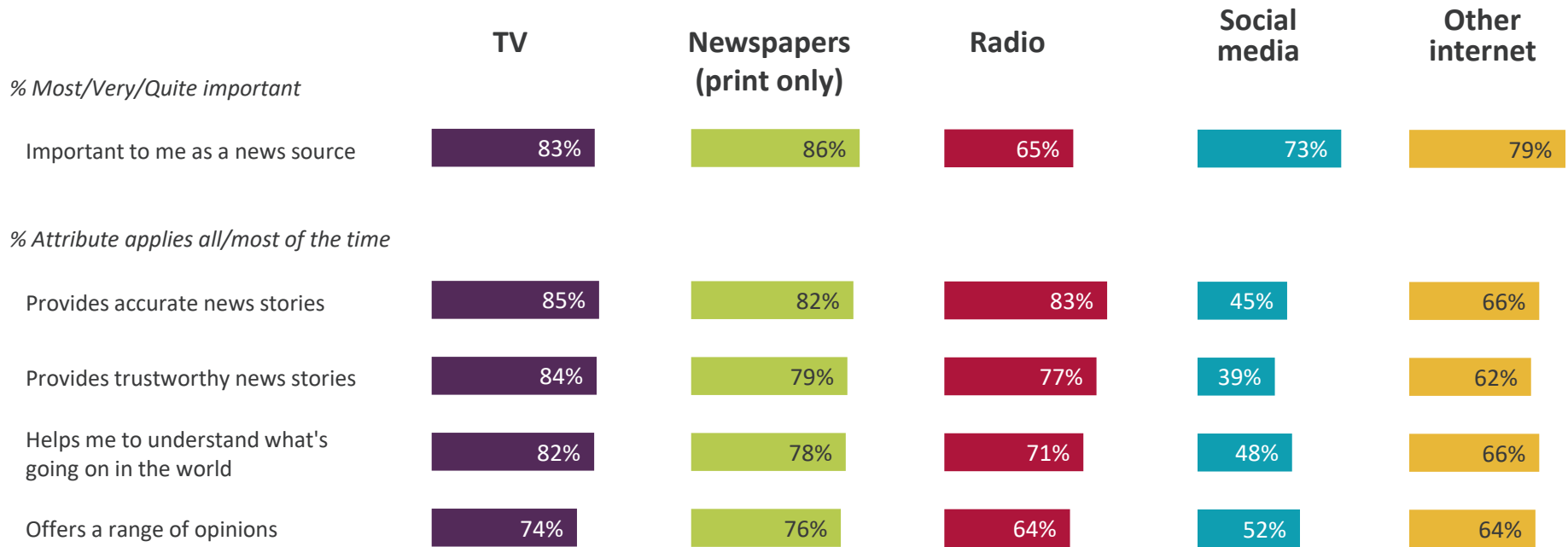


Users of TV tend to give ratings of above 80% across the majority of the attributes asked about. Social media users give comparatively low ratings, especially for 'provides trustworthy news stories'

**Figure 16.11**

**Attributes of news platforms - 2019**

*Ratings from kids aged 12-15 using each platform for news*



Source: Ofcom Kids News Consumption Survey 2019

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 kids aged 12-15 who use each platform for news – TV=977, Newspapers=366, Radio=595, Social media=1516, Other internet=367

# BBC One/Two and ITV viewers tend to give the best ratings (above 80%) across most of the attributes

**Figure 16.12**

## Attributes of news sources – 2019

All kids aged 12-15 using each source for news

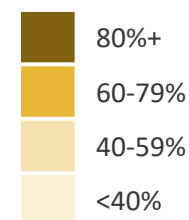
TV and Radio					Social media and other internet					
BBC One/ BBC Two	ITV/CITV/ ITV WALES/ UTV/STV	Channel 4	Heart	Capital	Facebook/ Messenger	YouTube	Instagram	Snapchat	WhatsApp	Twitter
401	289	157	115	108	321	343	262	187	183	171

*% Most/Very/Quite important*

Important to me as a news source	86%	80%	75%	60%	51%	73%	76%	74%	64%	69%	82%
----------------------------------	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----

*% Attribute applies all/most of the time*

Provides accurate news stories	85%	86%	79%	84%	73%	41%	49%	40%	38%	41%	57%
Provides trustworthy news stories	83%	85%	78%	72%	66%	33%	41%	36%	38%	36%	54%
Helps me to understand what's going on in the world	85%	81%	75%	65%	58%	44%	54%	45%	38%	44%	61%
Offers a range of opinions	72%	72%	75%	61%	50%	53%	57%	50%	41%	44%	64%



Source: Ofcom Kids News Consumption Survey 2019

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 kids aged 12-15 who use each source for news (bases shown above, only sources used by 100+ respondents included)

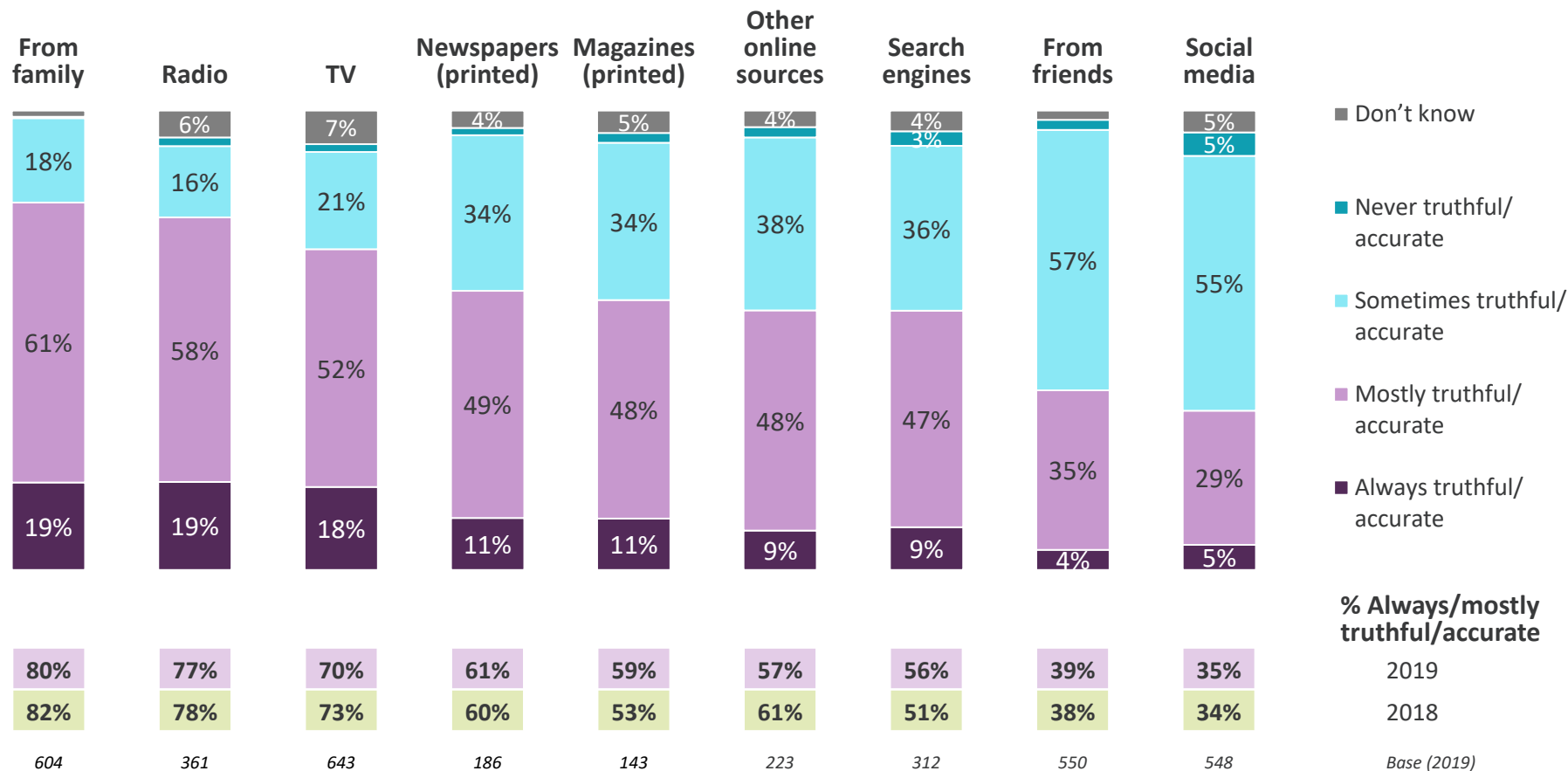
NOTE: colour differences in the table are to show different ranges of scores. The results have not been tested for statistical significance.

# Family, Radio and TV are considered to be the most truthful news sources, while social media and friends are the least truthful

**Figure 16.13**

Perceived accuracy of news stories from each platform

All kids aged 12-15 who use each platform for news



**% Always/mostly truthful/accurate**

2019

2018

Base (2019)

Source: Ofcom Kids News Consumption Survey 2019

Question: C4. Which one of these answers best describes the news that you read or see?

C5/6. When you hear about news stories from your [friends / family], how likely do you think the stories are to be accurate?

Base: All kids aged 12-15 who use each platform for news (bases shown above)

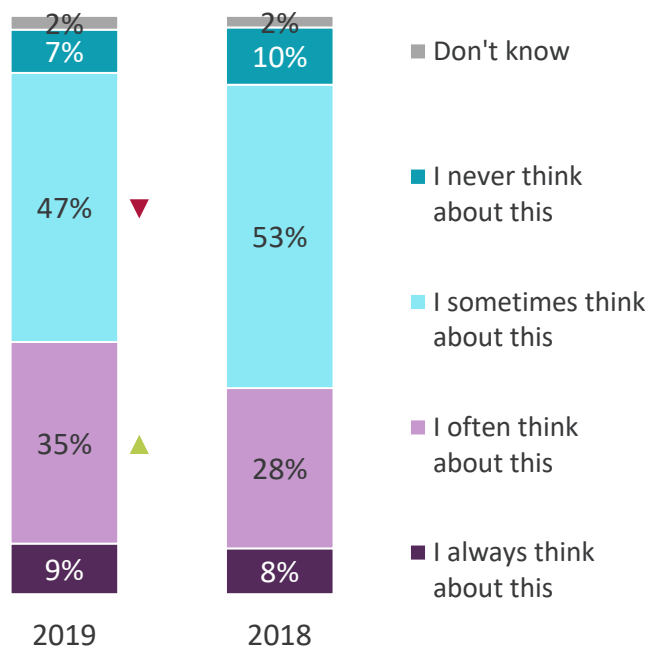
More than two in five 12-15 year olds who use social media for news claim they always/often think about whether the stories are reported accurately, while half said it was difficult to tell whether news on social media is accurate

**Figure 16.14**

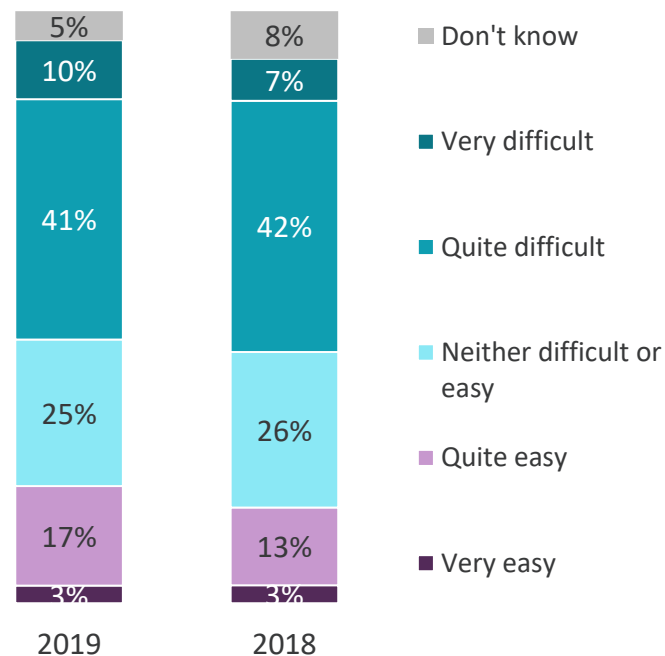
Accuracy of news stories accessed via social media

*All kids aged 12-15 who use social media for news*

**How often children think about whether a news story on social media is accurate**



**How easy it is to tell whether a news story on social media is accurate**



Source: Ofcom Kids News Consumption Survey 2019

Question: C9a. When you read or see a news story on social media sites or apps, how often, if at all do you think about whether the story is actually true? C10. How easy or difficult is it to tell whether a news story on social media is true?

Base: All using social media to follow news – 2019=548, 2018=556

Green/red triangles indicate statistically significant differences between 2019 and 2018

Social media news users aged 12-15 were asked what they would do if they wanted to check a news story they had seen on social media. The most common actions were to 'look at the comments about the story' and to 'check if the same story appears anywhere else'

**Figure 16.15**

Accuracy of news stories accessed via social media

All kids aged 12-15 who use social media for news

Perceptions of news stories on social media



**35%** (34% in 2018) think that news stories on social media are **reported truthfully** most or all of the time



**44%**▲ (36% in 2018) will normally **think about** whether a news story they see on social media is actually true



**20%** (16% in 2018) find it **easy to tell** whether a news story on social media is true

Actions might take to check authenticity of an SM news story



Source: Ofcom Kids News Consumption Survey 2019

Green/red triangles indicate statistically significant differences between 2019 and 2018

Question: C4. Which one of these answers best describes the news that you read or see? C9a. When you read or see a news story on social media sites or apps, how often, if at all do you think about whether the story is actually true? C10. How easy or difficult is it to tell whether a news story on social media is true? C11. When you read or see a news story on social media sites or apps which if any of these things would you ever do if you wanted to check the story?

Base: All using social media to follow news – 2019=548, 2018=556

12-15 year olds are now even more familiar with 'fake news'. Nine in ten claim to have heard of it, eight in ten say they're aware of its meaning and half claim to have seen a 'fake news' story

**Figure 16.16**

**Awareness of 'fake news'**

All kids aged 12-15



**87%** ▲ (78% in 2018) have **ever heard** of 'fake news'



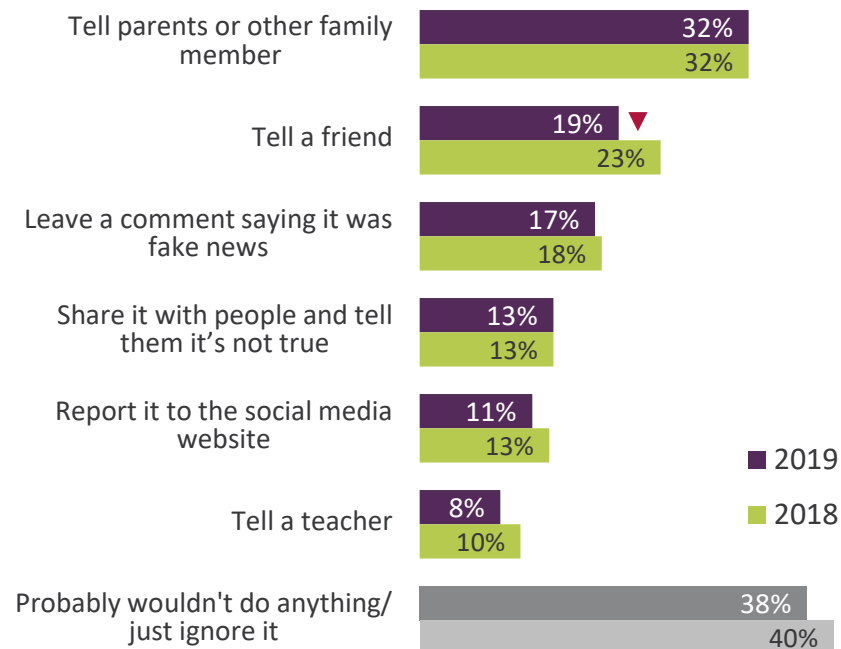
**83%** ▲ (74% in 2018) are **aware of its meaning** as 'false/made up news stories written deliberately to mislead people'



**50%** ▲ (43% in 2018) have **seen a news story** online or on social media that they thought was 'fake news'

**Actions might take if saw a 'fake news' story online**

All kids aged 12-15 aware of 'fake news'



■ 2019  
■ 2018

Source: Ofcom Kids News Consumption Survey 2019

Green/red triangles indicate statistically significant differences between 2019 and 2018

Question: C12. Have you ever heard of "fake news"? C13. Fake news stories are those that are false or made up that can appear on websites or on social media as well as on TV, radio or in newspapers. They are written deliberately to mislead people. Is this what you thought "fake news" was? C14. Have you ever seen anything online or on social media that you thought was a "fake news" story? Base: All kids aged 12-15 – 2019=1000, 2018=1001

C15. If you did see a story on social media or online that you thought was "fake news" what, if anything would you do about it? Base: All aware – 2019=868, 2018=785

# Appendix – Industry currencies and methodology

## Industry currencies used in the report

- BARB (Broadcasters' Audience Research Board) is the official industry currency for TV consumption. It uses a continuous panel of approximately 5,300 UK homes and tracks television viewing among all people aged 4+ in these homes using meters attached to every working television set in the home.
- TouchPoints is an annual survey commissioned by the Institute of Practitioners in Advertising (IPA). With a sample of c.6,000 adults 15+ across Great Britain, it uses a seven-day diary to capture media consumption and other daily activities every half hour. In addition, it also uses a self-completion questionnaire which includes attitudinal statements and other behavioural questions.
- ABC (Audit Bureau of Circulation) publishes verified newspaper circulation figures, based on sales information provided by publishers.
- Comscore is an organisation that provides online audience measurement. It is endorsed by UKOM, the body that sets and governs the UK standard for the online industry. Comscore uses a hybrid measurement approach to online audience measurement which consists of both panel and census data.



## News Consumption Survey methodology (1)

- During 2017/18, Ofcom decided to move the News Consumption tracker from a 100% face-to-face omnibus approach to include online interviews. **This methodology was repeated during 2018/19.**
- Face-to-face respondents were approached to participate by door-to-door interviewers; they then completed the survey using a tablet (CAPI). Online respondents, recruited from an online panel, were invited to complete the same survey separately via email.
- In total, 2,156 face-to-face and 2,535 online interviews were carried out during 2018/19. Nations were over-represented during fieldwork to produce robust sample sizes for analysis.
- The interviews were conducted over two waves (November & December and March) in order to achieve a robust and representative view of UK adults.
  - *NB: The combined 2018/2019 data has been reported as '2019' within this report, whilst the 2017/2018 data has been reported as '2018'.*
- The survey data has been weighted to correct for the over-representation of the Nations, with weights applied to age, gender and SEG within Nation to match known population profiles. A final weight step was taken to calibrate between the face-to-face and online methodologies.
- It is possible to make direct comparisons between the 2018 and 2019 data, as the methodology and question wording is consistent. **However, due to the changes made to the survey in 2017/18, it is not possible to make direct comparisons to data collected before 2018.**
- Findings by different demographic groups are shown on the slides, where possible. Statistically significant differences are shown at a 95% confidence level.

## News Consumption Survey methodology (2)

- The survey has approximately 150 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 news consumption research amongst 12-15 year olds is unchanged since the 2018 report.
- In total, 500 interviews from November & December 2018 have been combined with 500 interviews from March 2019. Quotas were set on age, gender, SEG and nation to ensure the sample was representative of the UK.
- Each wave of fieldwork was undertaken in three stages:
  - Stage 1: We targeted parents of 12-15 year olds, using an online panel.
  - Stage 2: Parents were screened to ensure they had a 12-15 year old.
  - Stage 3: The parent asked their (qualifying) child to complete the rest of the questionnaire.