

News Consumption survey 2024

SCOTLAND

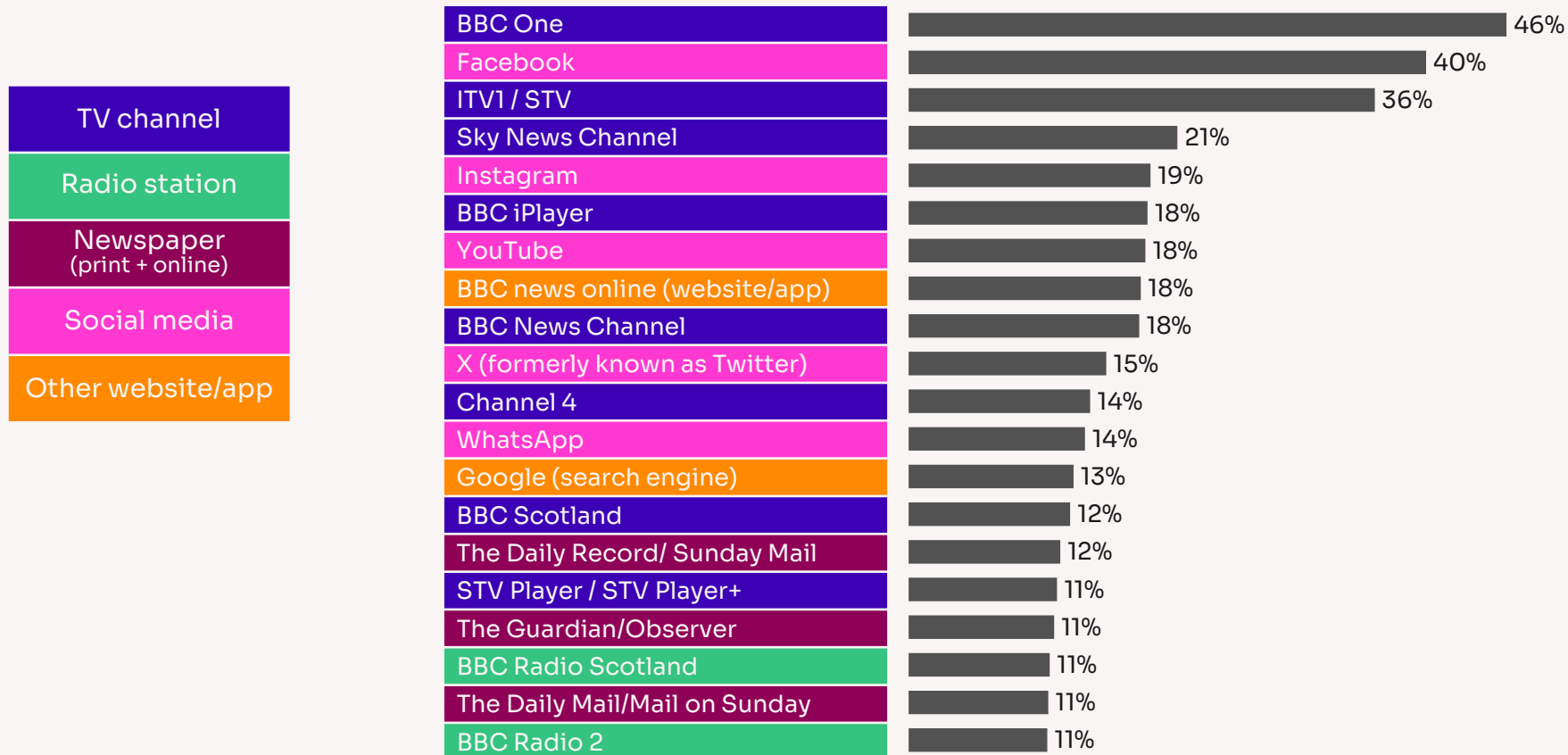


September 2024



Top 20 news sources used in Scotland 2024

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



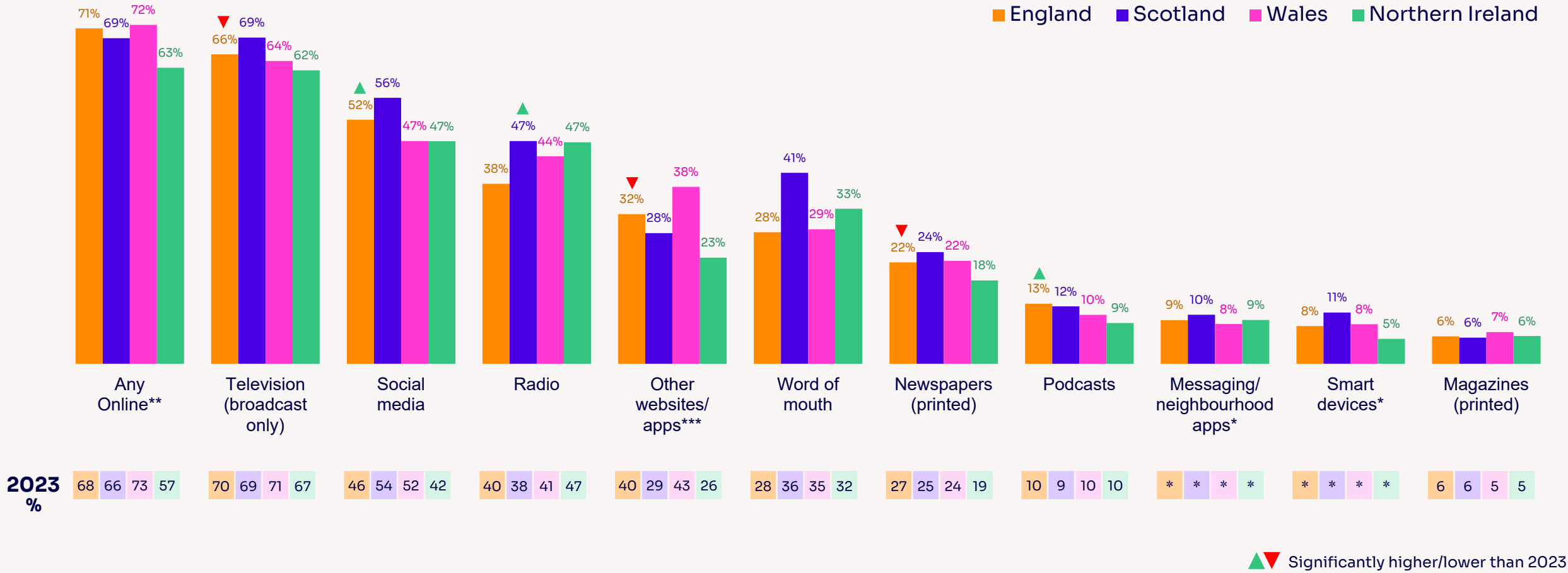
Source: Ofcom News Consumption Survey 2024 – COMBINED F2F & ONLINE sample

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

Base: All Adults 16+ in Scotland 2024 = 664

Platforms used for news nowadays 2024 – by Nation

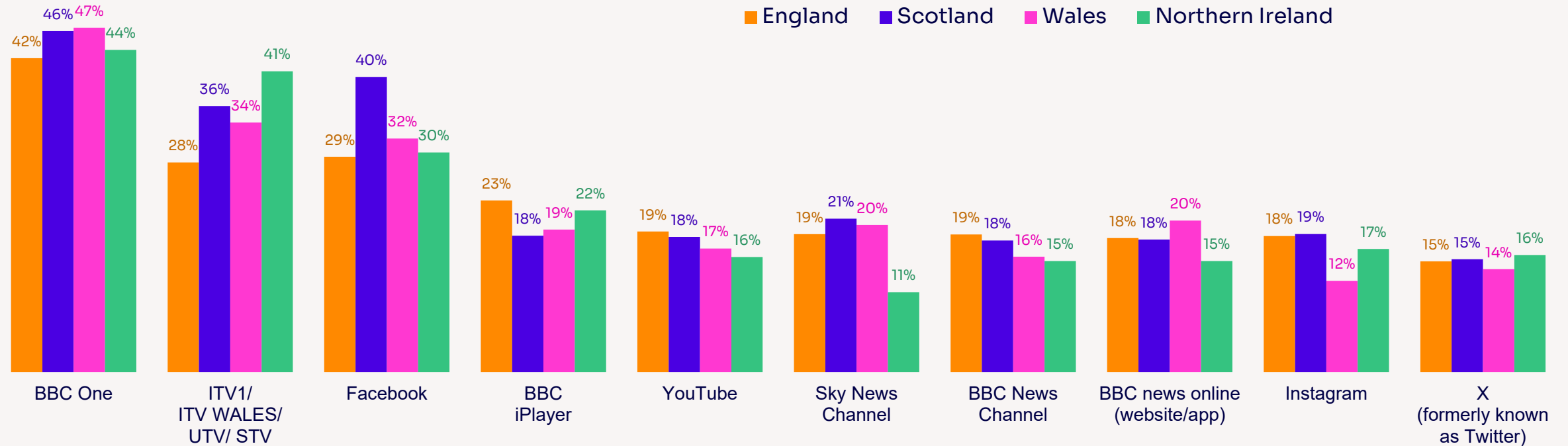
Adults 16+ in each Nation



Source: Ofcom News Consumption Survey 2024 – COMBINED F2F & ONLINE sample
 Question: C1. Which of the following platforms do you use for news nowadays? Base: All adults 16+ 2024 – England=3517, Scotland=664, Wales=671, NI=614
 * Messaging apps and Smart devices added in 2024
 ** ‘Any Online’ includes use of social media, podcasts, messaging apps and other websites/apps accessed via any device
 *** Other websites/apps includes non-social media internet sources (excluding podcasts and messaging apps)

Most used sources for news nowadays 2024 – by Nation

Adults 16+ in each Nation



Source: Ofcom News Consumption Survey 2024 – COMBINED F2F & ONLINE sample

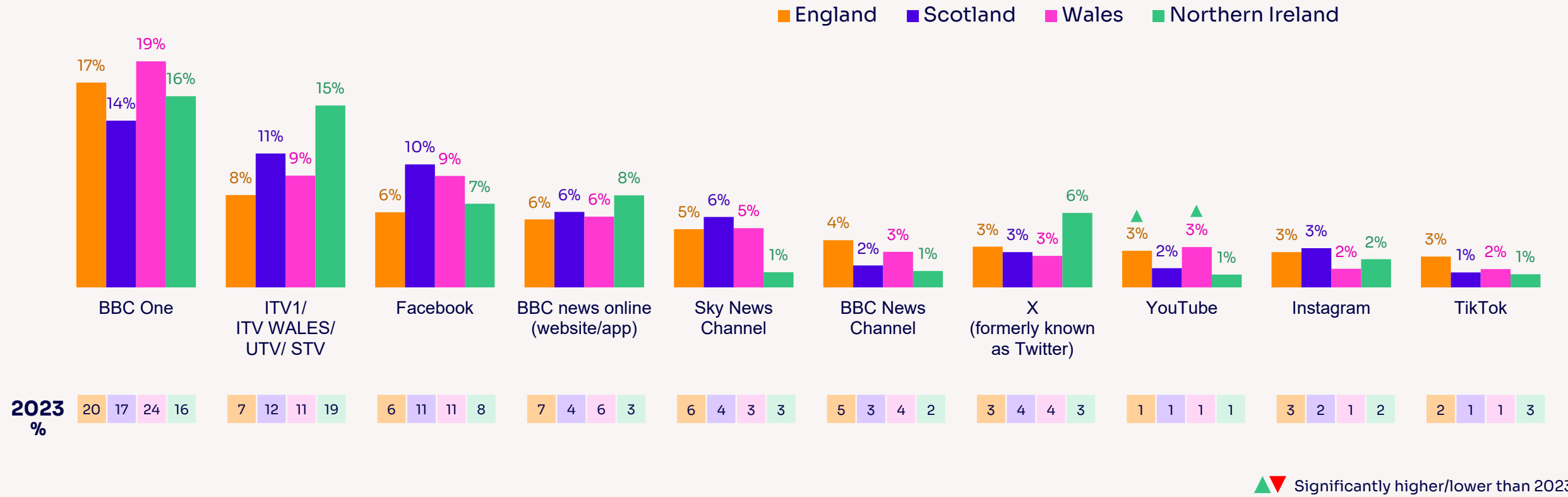
Question: D2a-D8a. Thinking specifically about <platform>, which of the following do you use for news nowadays?

Base: All adults 16+ 2024 – England=3517, Scotland=664, Wales=671, NI=614

Only sources with an incidence of 15%+ in 2024 for the Total sample are shown

Single most important source for news nowadays 2024 – by Nation

Adults 16+ using TV/Newspapers/Radio/Online/Magazine for news in each Nation

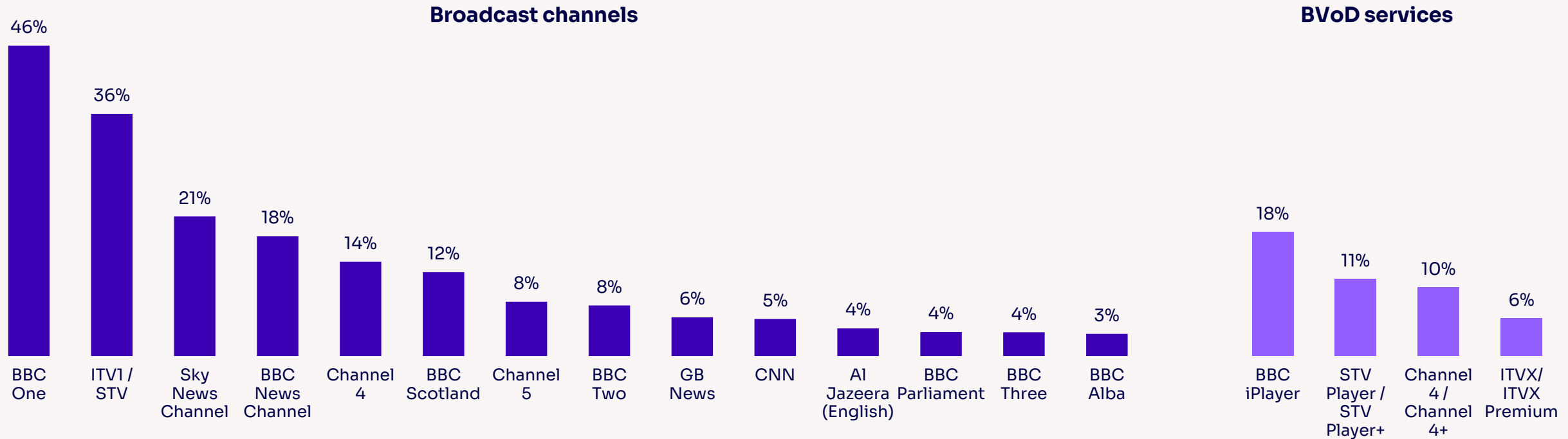


Source: Ofcom News Consumption Survey 2024 – COMBINED F2F & ONLINE sample
 Question: E1a. Looking at all the sources of news you have just said that you use, which one is most important to you?
 Base: All adults 16+ using TV/Newspapers/Radio/Online/Magazines for news 2024 – England=3340, Scotland=632, Wales=627, NI=545
 Only sources with an incidence of 2%+ in 2024 for the Total sample are shown

TV channels used for news nowadays – Scotland

Adults 16+ in Scotland

Any TV broadcast channel: 69%
Any BVoD service: 27%
Any TV broadcast OR BVoD: 71%



Source: Ofcom News Consumption Survey 2024 – COMBINED F2F & ONLINE sample

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

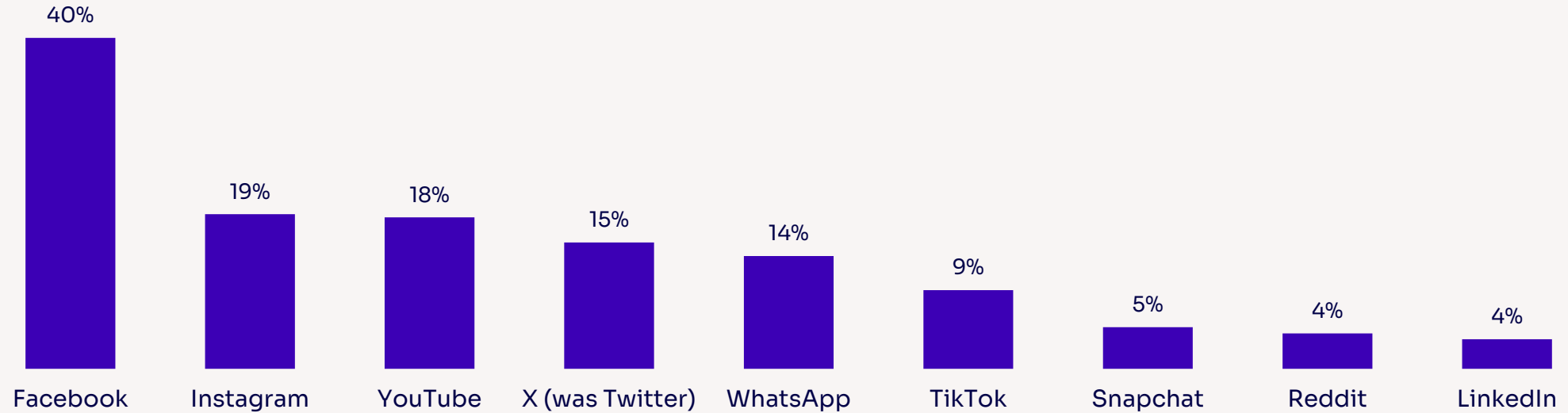
Base: All adults 16+ in Scotland - 2024=664

Only sources with an incidence of >2% are shown

Social media sources used for news nowadays - Scotland

Adults 16+ in Scotland

Any Social Media: 56%



Source: Ofcom News Consumption Survey 2024 – COMBINED F2F & ONLINE sample

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

Base: All adults 16+ in Scotland - 2024=664

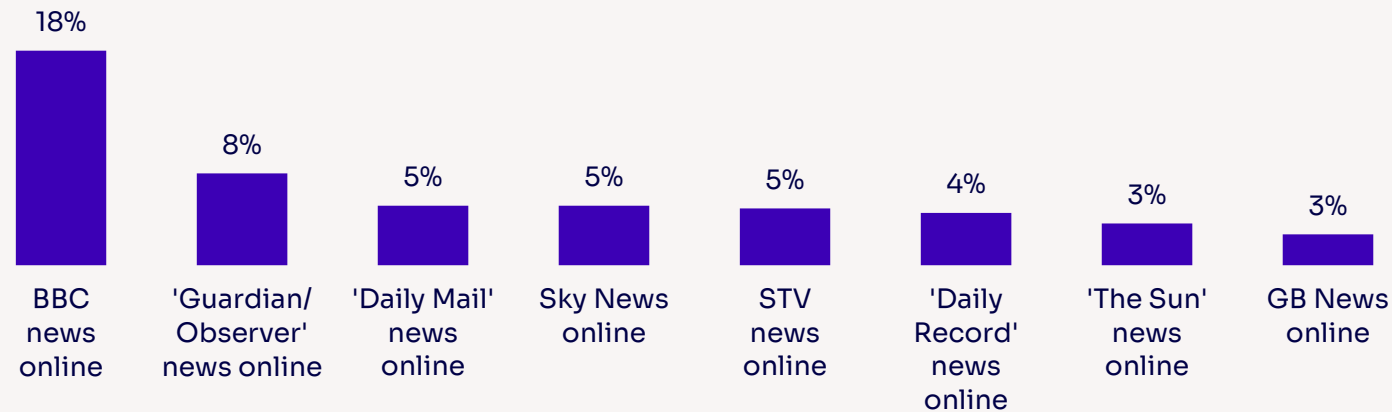
Only sources with an incidence of >2% are shown

Websites/apps used for news nowadays – Scotland

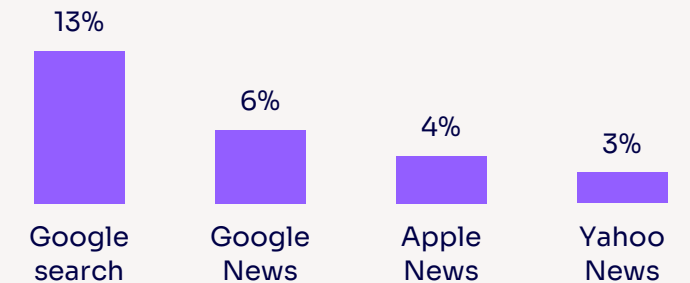
Adults 16+ in Scotland

Any TV broadcaster website/app:	22%
Any Newspaper website/app:	17%
Any search engine/news aggregator:	20%

News websites/apps



Search engines/ News aggregators



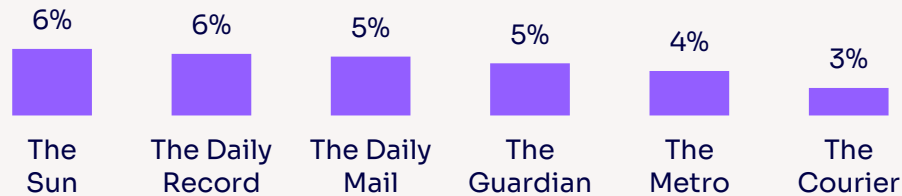
Source: Ofcom News Consumption Survey 2024 – COMBINED F2F & ONLINE sample

Question: D8a. Thinking about these ways of getting news (on any device), which of the following brands do you get news from online nowadays – i.e. which have you used in the last month or so? D8aa. And which of the following Scotland based websites or apps do you use for news nowadays? D8aaa. Thinking specifically about search engines and news aggregators (e.g. websites/apps that bring together news from different news providers) on any device, which of the following do you use to access news nowadays – i.e. which have you used in the last month or so to access news? Base: All adults 16+ in Scotland - 2024=664 Only sources with an incidence of >2% are shown

Newspapers used for news nowadays – Scotland

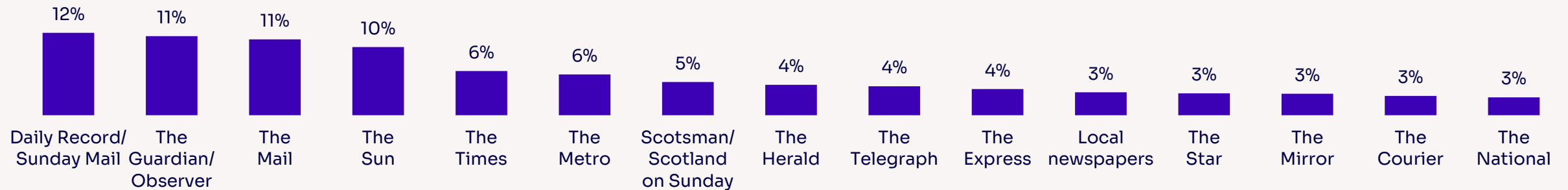
Adults 16+ in Scotland

Printed daily newspapers



Any printed newspaper:	24%
Any online newspaper:	17%
Any printed OR online newspaper:	37%

Combined daily + Sunday + online editions



Source: Ofcom News Consumption Survey 2024 – COMBINED F2F & ONLINE sample

Question: D3a/4a/8a. Thinking specifically about [daily newspapers / weekly newspapers / other internet sources (including apps), on any device], which of the following do you use for news nowadays? D8aa. And which of the following Scotland based websites or apps do you use for news nowadays?

Base: All adults 16+ in Scotland - 2024=664

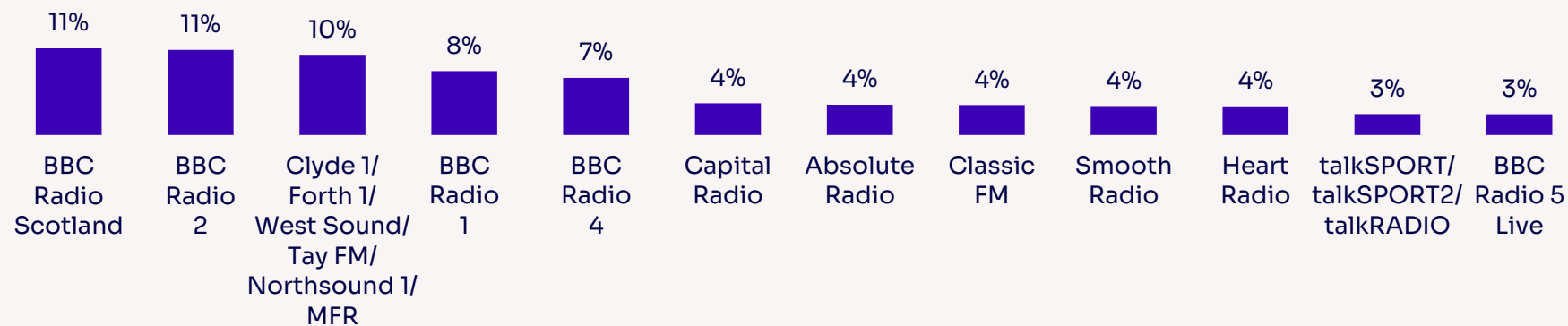
Only sources with an incidence of >2% are shown

Radio stations used for news nowadays - Scotland

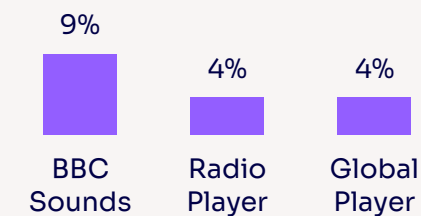
Adults 16+ in Scotland

Any radio station (offline): 47%
Any BBC Radio (offline): 32%
Any online radio service: 16%

Radio stations



Online radio services



Source: Ofcom News Consumption Survey 2024 – COMBINED F2F & ONLINE sample

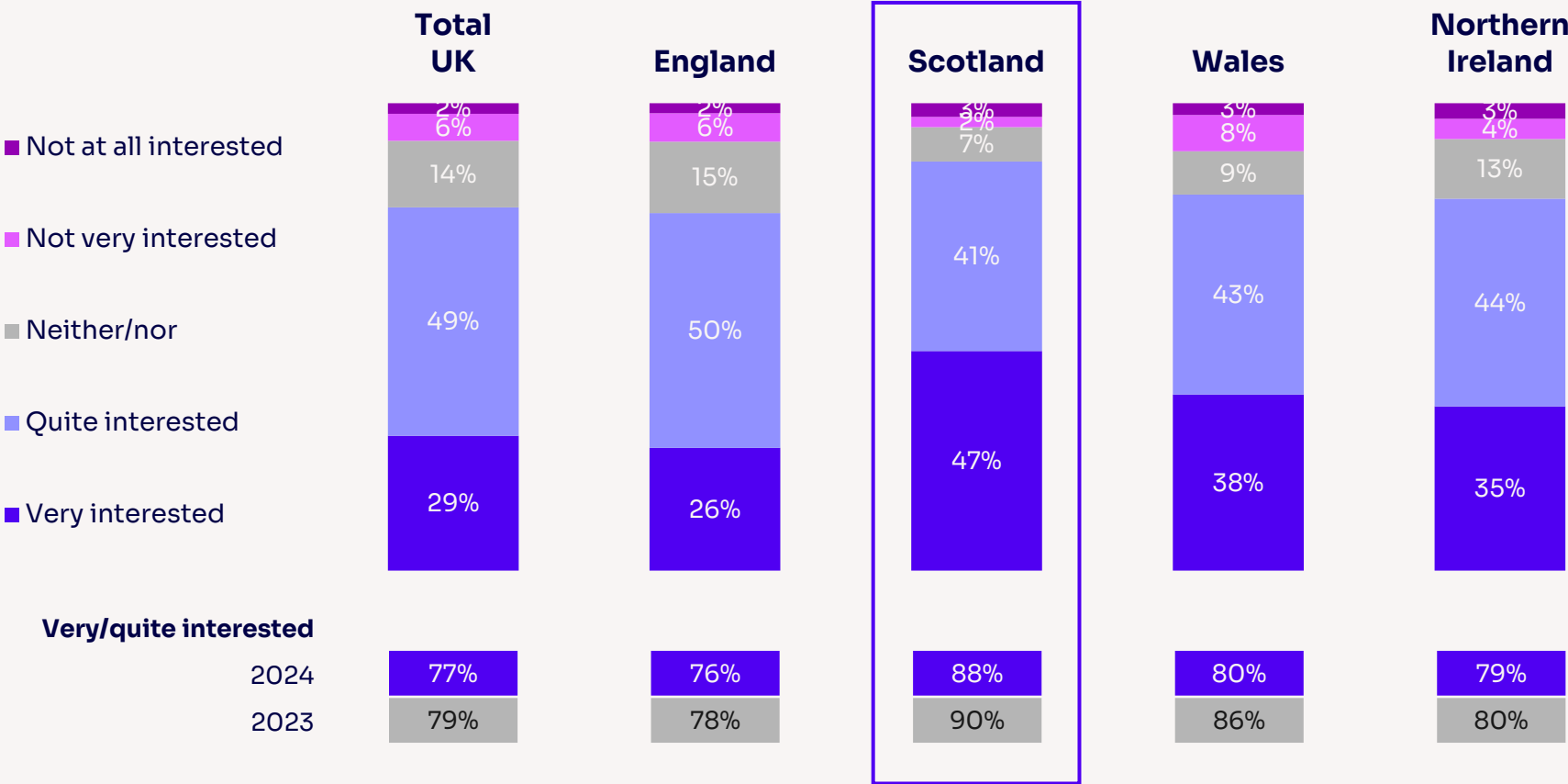
Question: D6a. Thinking specifically about radio, which of the following do you use for news nowadays? D6c. On which of the following online radio services do you listen to news nowadays?

Base: All adults 16+ in Scotland - 2024=664

Only sources with an incidence of >2% are shown

Level of interest in news about own nation/region 2024 - by Nation

All adults 16+ who follow news



▲ ▼ Significantly higher/lower than 2023

Source: Ofcom News Consumption Survey 2024 – COMBINED F2F & ONLINE sample
 Question: F3. How interested are you in news about your NATION/REGION?
 Base: All adults 16+ who follow news 2024 - Total=5250, England=3404, Scotland=647, Wales=635, Northern Ireland=564

Sources used to access news about own nation/region – by Nation

All adults 16+ who follow news using main platforms

England

BBC One	26%
Facebook	16%
ITV1	16%
BBC news online	7%
Instagram	6%
BBC News Channel	5%
WhatsApp	5%
X (formerly Twitter)	5%
YouTube	5%

Don't follow region news 11%

Scotland

BBC One	27%
ITV1/STV	27%
Facebook	21%
BBC news online	10%
BBC Scotland TV	8%
Instagram	7%
Clyde 1/ Forth 1/ West Sound/ Tay FM/ Northsound/ MFR	7%
BBC Radio Scotland	6%
X (formerly Twitter)	6%
Sky News Channel	6%
BBC News Channel	5%
YouTube	5%

Don't follow Nation news 3%

Wales

BBC One	31%
ITV1/ITV WALES	23%
Facebook	18%
Any Wales based news sites/apps	11%
BBC news online	11%
BBC Radio Wales	6%

Don't follow Nation news 9%

Northern Ireland

BBC One	36%
ITV1/UTV	34%
BBC Radio Ulster/ Foyle	19%
Facebook	15%
Cool FM	13%
BBC news online	11%
X (formerly Twitter)	8%
Any NI based news sites/apps	6%
RTE Channels/Virgin Media One	6%
The Belfast Telegraph	5%
U105	5%

Don't follow Nation news 2%

Source: Ofcom News Consumption Survey 2024 – COMBINED F2F & ONLINE sample

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

Base: All adults 16+ using TV/Newspapers/Radio/Online/Magazine for news 2024 – England=3340, Scotland=632, Wales=627, Northern Ireland=545

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