

# News Consumption in the UK 2024

Supporting Slides

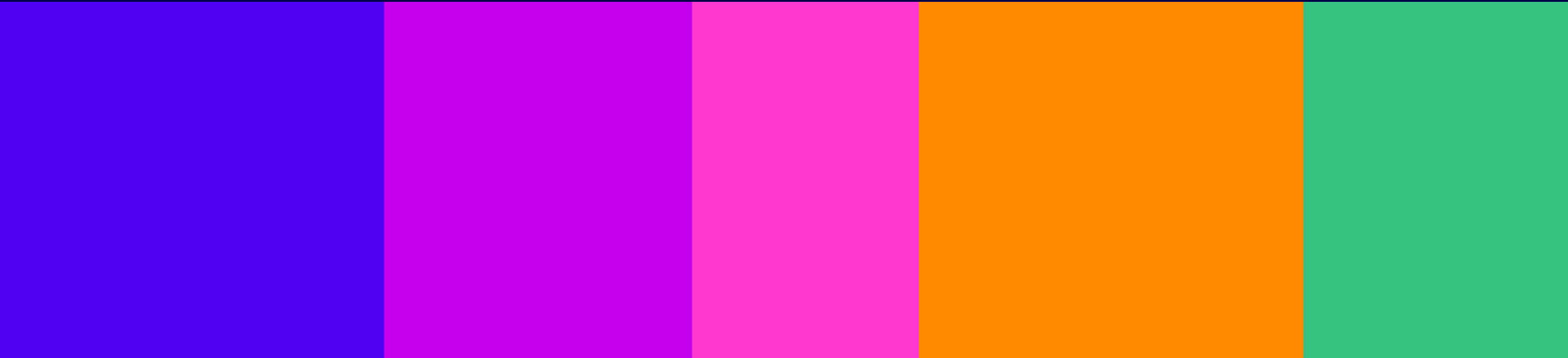
September 2024



# Background and Objectives

- This report provides the findings of Ofcom's 2023/24 research into news consumption across television, on-demand/catch-up services, radio, print, social media, podcasts, other websites/apps and magazines. It is published as part of our range of market research reports examining the consumption of content, and attitudes towards that content, across different platforms.
- The aim of this slide pack report is to inform understanding of news consumption across the UK and within each UK Nation. This includes sources and platforms used, the perceived importance of different outlets for news, attitudes towards individual news sources, international and local news use.
- This slide pack also provides an understanding of current affairs consumption among adults and news consumption among 12-15 year olds.

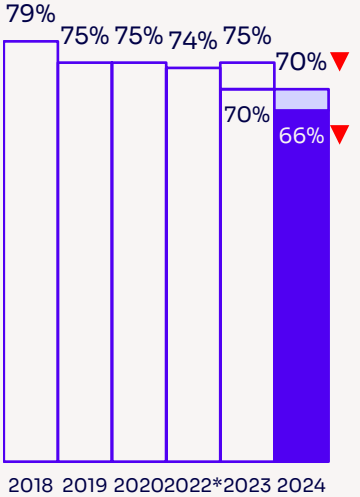
# Platforms used for news nowadays



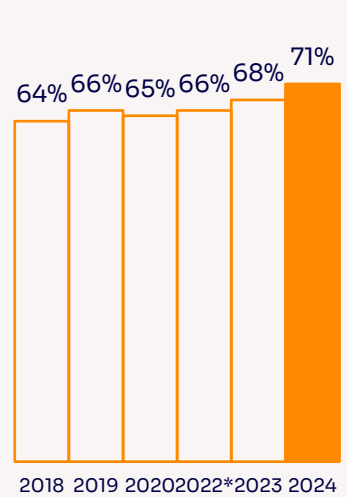
# Overwhelming majority (96%) of UK adults watch, listen or read news in some form. Online is now on par with TV as the most used platform for news. Social media is an important driver for this, now being used by more than half of adults aged 16+

Use of main platforms for news nowadays  
All adults 16+

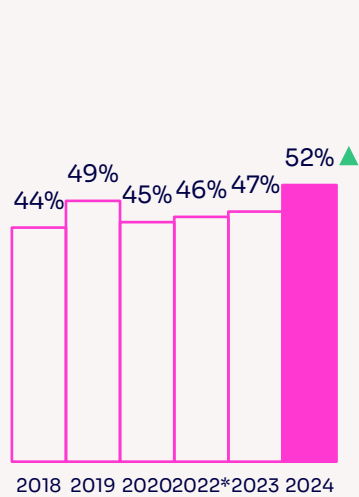
**Television**  
(broadcast + BVoD)



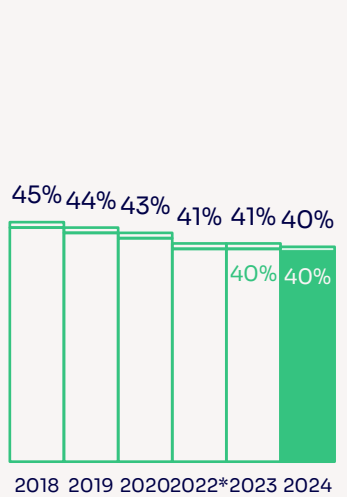
**Online\*\***



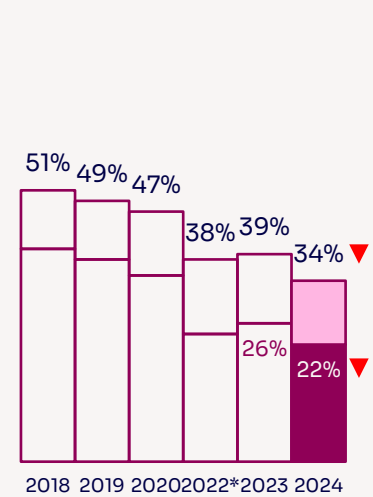
**Social Media**



**Radio**  
(offline + online)



**Newspapers**  
(print + online)



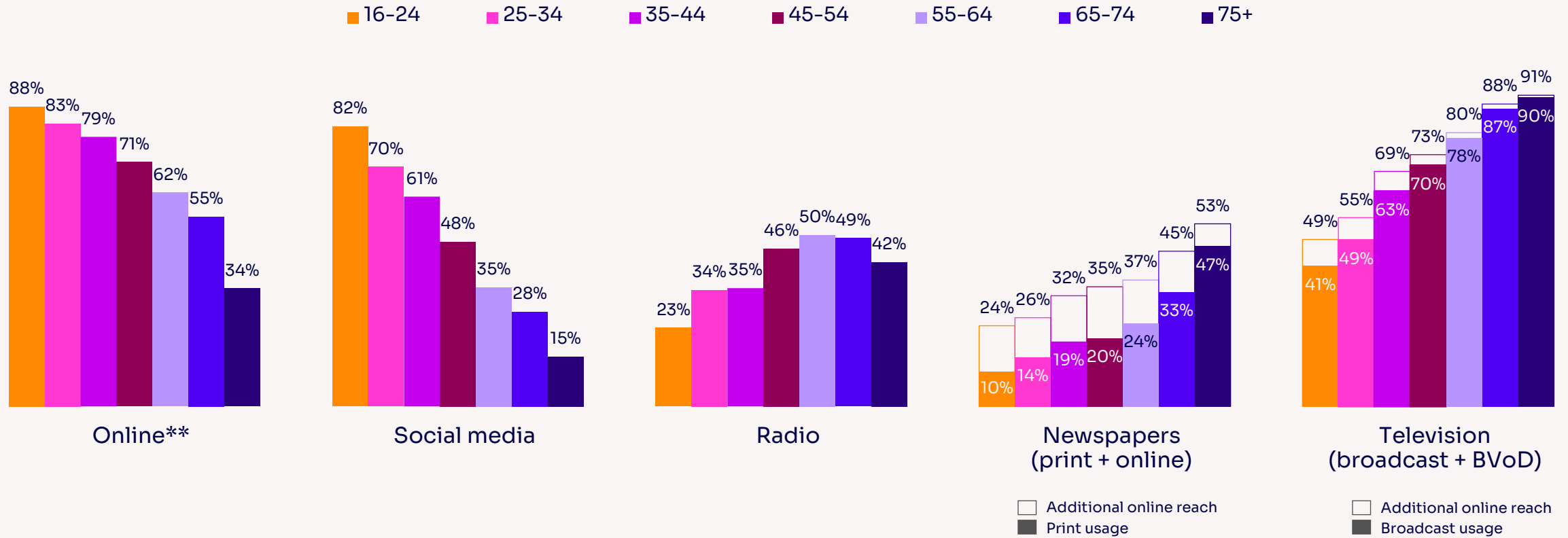
Top bar represents additional online reach of news platforms  
Bottom bar represents offline usage

▲ ▼ Significantly higher/lower than 2023

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=5466, 2023=4556, 2022 W2\*=2792, 2020=4576, 2019=4691, 2018=4618  
 \*2022 W1, and 2021, data not shown because face-to-face fieldwork was not possible during Covid-19 pandemic  
 \*\* 'Online' Includes use of social media, podcasts, messaging apps and other websites/apps accessed via any device  
 \*\*\* Online radio services, Messaging apps and Smart devices added in 2024; BVoD added in 2023

# Younger age groups remain more likely to use social media for news

Use of main platforms for news nowadays 2024 – by age group  
All adults 16+



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

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

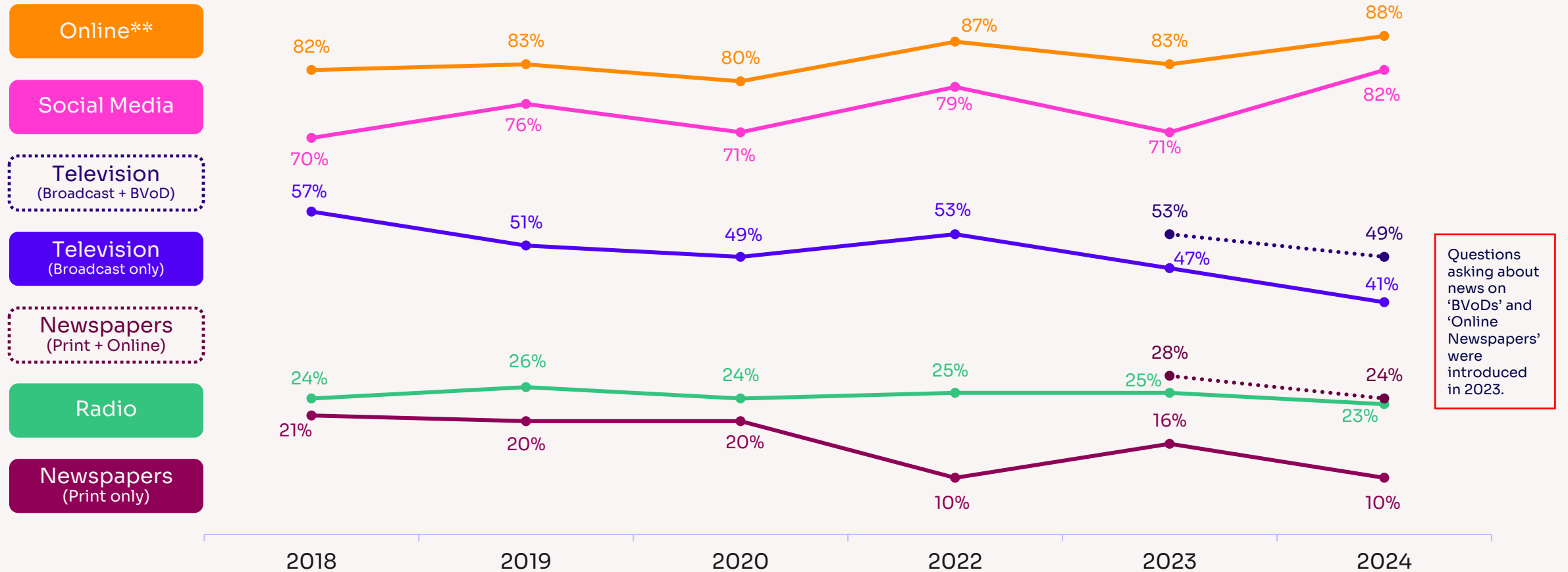
Base: All Adults 16+ 2024 - AB = 1346, C1 = 1683, C2 = 1012, DE = 1393

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

# 16-24-year-olds are more likely to use the internet and social media than traditional news outlets, and this difference has increased from 2018

Use of main platforms for news nowadays 2018-2024

16-24-year-olds



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

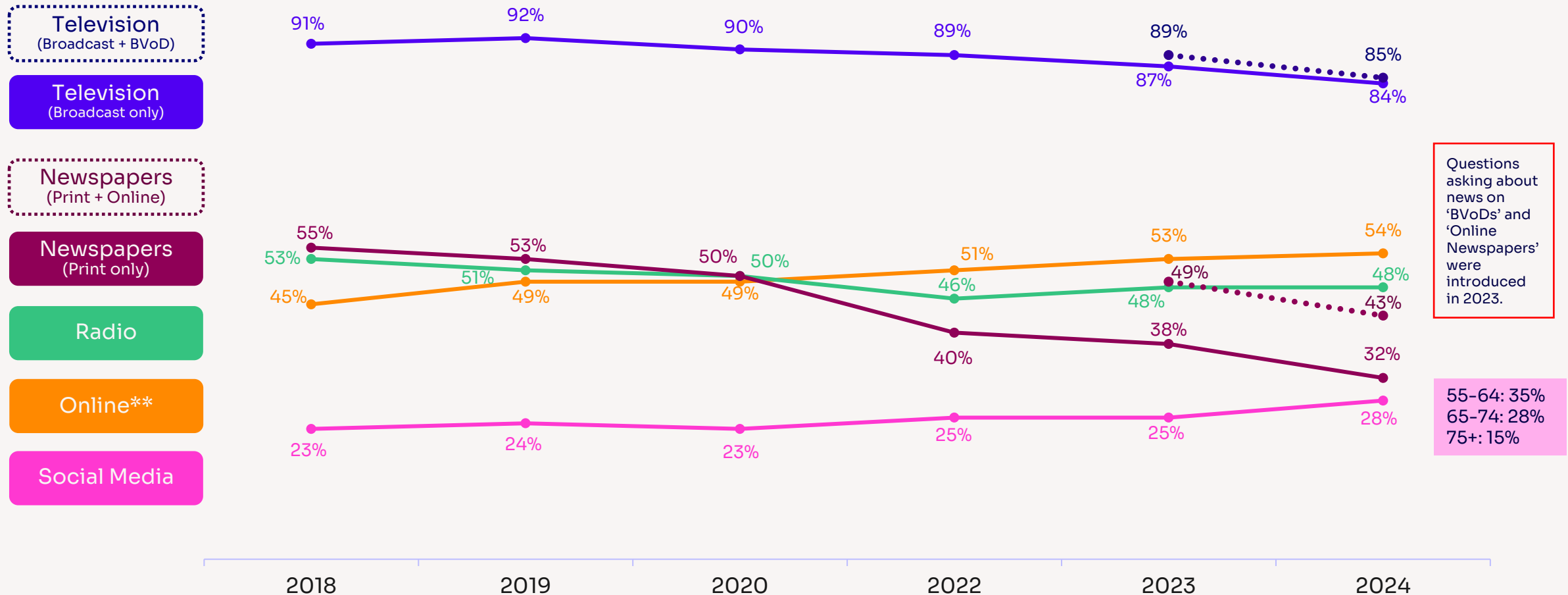
Question: C1. Which of the following platforms do you use for news nowadays?

Base: All Adults 16+ 2024 - Aged 16-24 - 2018 -(676) 2019 -(678) 2020-(676) 2022-(353) 2023-(645) 2024-(738) \*\* 'Online' includes use of social media, podcasts, messaging apps and other websites/apps accessed via any device

# Online among those aged 55+ has been increasing over the last six years

## Use of main platforms for news nowadays 2018-2024

55+ year olds



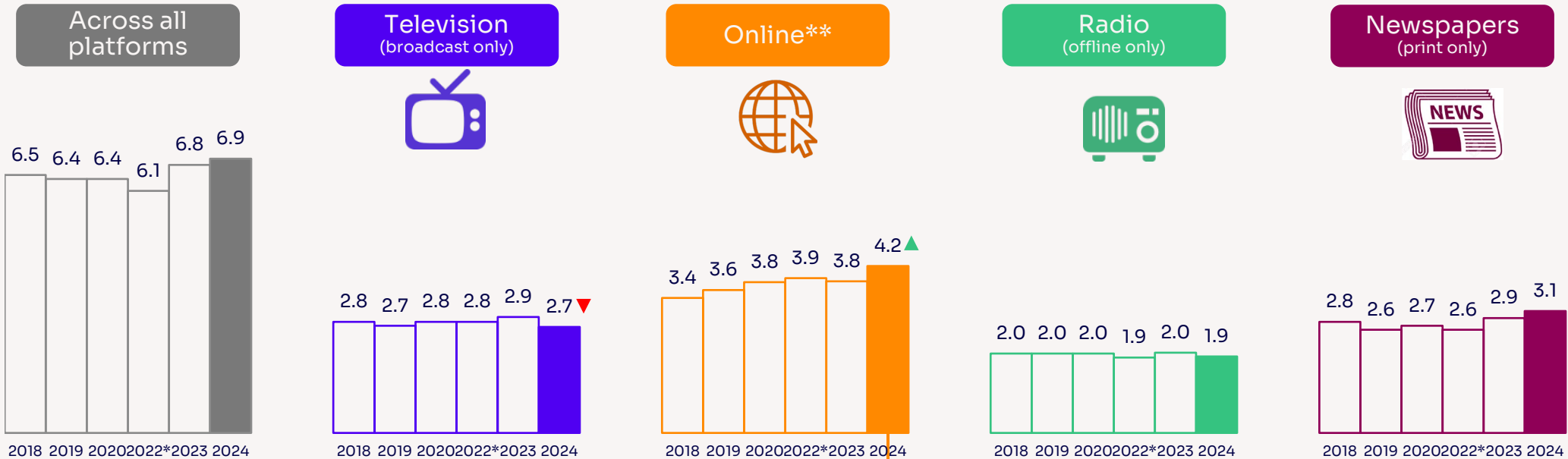
Source: Ofcom News Consumption Survey 2024 – COMBINED F2F & ONLINE sample

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

Base: All Adults 16+ 2024 – Aged 55+– 2018 –(1612) 2019 –(1518) 2020–(1526) 2022–(981) 2023–(1607) 2024–(2090) \*\* 'Online' includes use of social media, podcasts, messaging apps and other websites/apps accessed via any device

# UK Adults now use an average of 6.9 individual news sources across all platforms. In particular, the average number for online sources has increased from 3.8 in 2023 to 4.2

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



	2023	2024	16-24 2023	16-24 2024
Social media	2.3	2.5 ▲	2.9	3.1
Podcasts	2.3	2.2	2.0	2.1
Search engines/ News aggregators	-	1.2	-	1.4
Other websites/apps	-	3.1	-	4.2

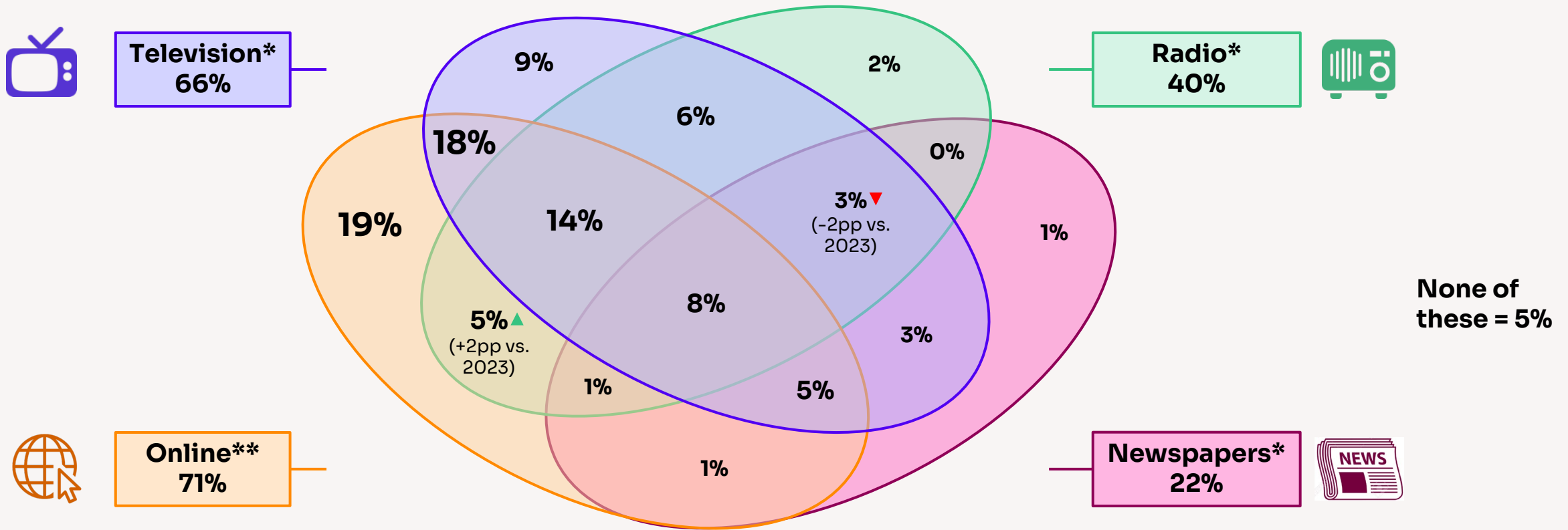
▲ ▼ Significantly higher/lower than 2023

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 – Total=5466 / All using each platform for news 2024 – TV=3804, Online=3691, Radio=2319, Newspapers=1378  
 \*2022 W1, and 2021, data not shown because face-to-face fieldwork was not possible during Covid-19 pandemic  
 \*\* ‘Online’ is the sum of social media, podcasts and other websites/apps (incl. search engines/news aggregators, which were split out and asked about separately in 2024)



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

Crossover use of four main platforms for news nowadays 2024  
*All adults 16+*



▲ ▼ Significantly higher/lower than 2023

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=5466  
 \* Use of Television, Radio and Newspapers represents offline usage only  
 \*\* 'Online' includes use of social media, podcasts, messaging apps and other websites/apps accessed via any device

# The PSBs play a key role in people's news consumption but are in decline. BBC One remains the most used news source across platforms

## Top 20 news sources – trend data

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

	2019	2020	2022*	2023	2024	
TV channel	BBC One	58%	56%	53%	49%	43% ▼
	ITV1/ITV WALES/UTV/STV	40%	41%	35%	34%	30% ▼
Radio station	Facebook	35%	34%	32%	30%	30%
	BBC iPlayer**	-	-	-	24%	23%
Newspaper (print + online)	YouTube	6%	6%	8%	7%	19% ▲
	Sky News Channel	23%	25%	23%	21%	19%
Social media	BBC News Channel	23%	21%	24%	23%	18% ▼
	BBC news online (website/app)	25%	23%	23%	22%	18% ▼
Other website/app	Instagram	13%	14%	16%	16%	18%
	X (formerly known as Twitter)	16%	17%	17%	17%	15%
	WhatsApp	14%	13%	14%	13%	14%
	Channel 4	17%	18%	17%	16%	14%
	Google (search engine)	19%	15%	12%	13%	14%
	Daily Mail/Mail on Sunday	18%	17%	15%	14%	13%
	Channel 4 / Channel 4+ ** (All 4/All4+)	-	-	-	8%	12% ▲
	ITVX/ITVX Premium**	-	-	-	11%	12%
	TikTok**	-	1%	7%	10%	11%
	The Guardian/Observer	11%	10%	10%	10%	10%
BBC Radio 2	12%	12%	11%	11%	10%	
BBC Sounds**	-	-	-	-	9%	

▲ ▼ Significantly higher/lower than 2023

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?

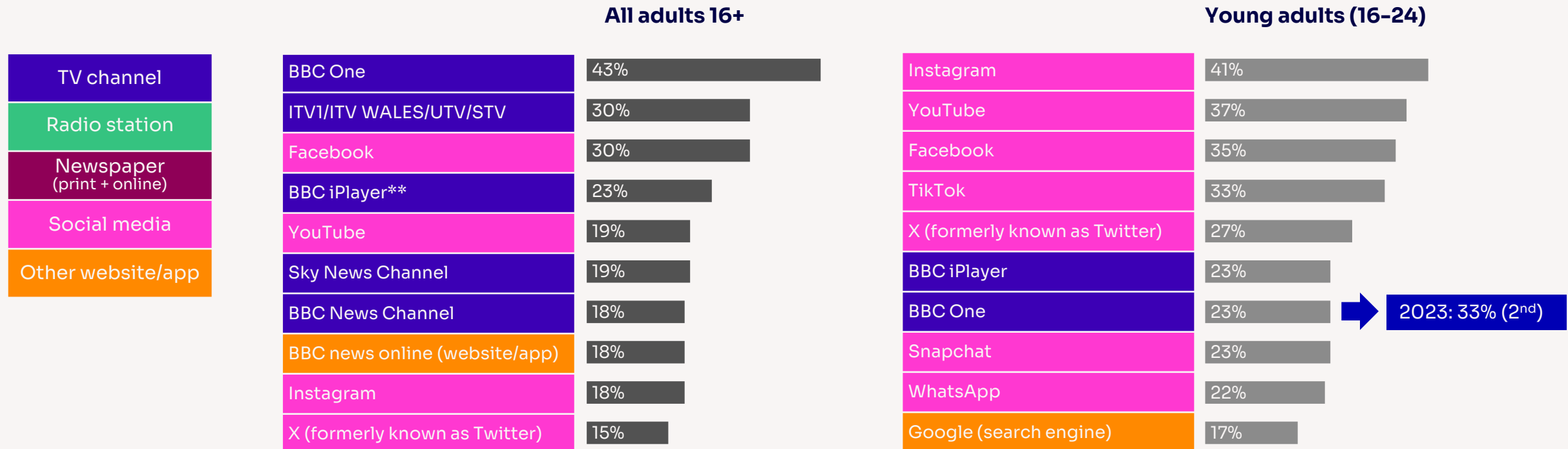
Base: All Adults 16+ - 2024=5466, 2023=4556, 2022 W2\*=2792, 2020=4576, 2019=4691

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

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

# 16-24s continue to rely on social media for their news. BBC One is the only traditional source to make their top ten news sources which has fallen to 7<sup>th</sup> position from 2<sup>nd</sup> in 2023. BBC One is selected as the single most important news source among all adults.

Top 10 news sources 2024 – by age group  
*% of all adults using each source for news nowadays*



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

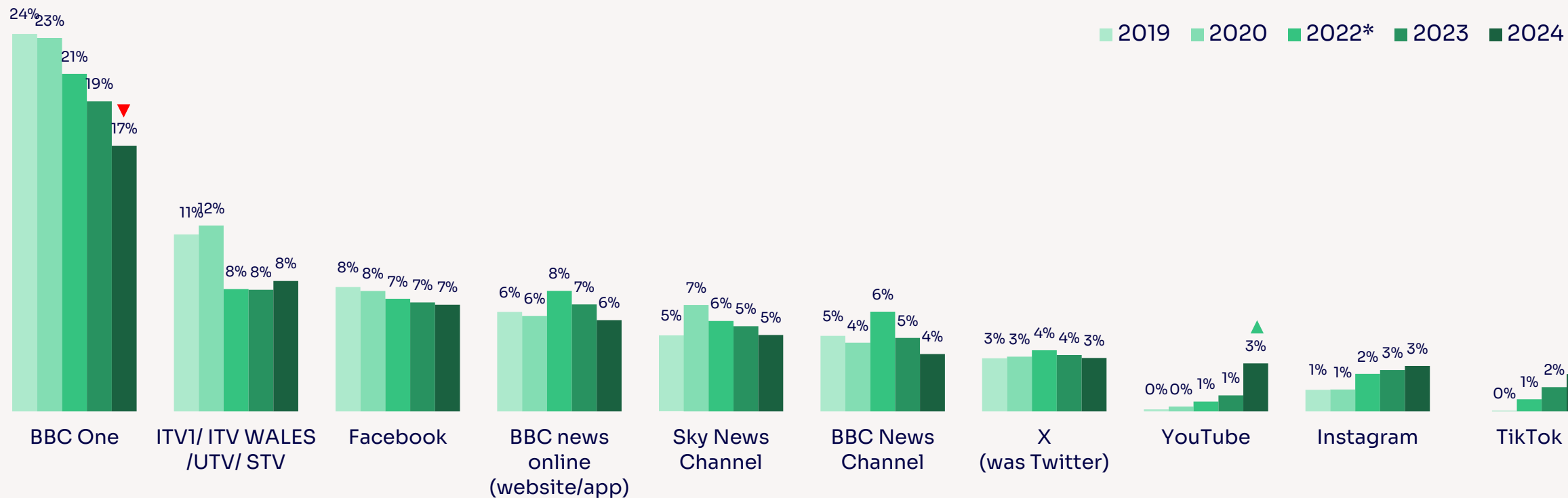
Question: D2a-D8a. Thinking specifically about <platform>, which of the following do you use for news nowadays?

Base: All Adults 16+ 2024 = 5466, All Aged 16-24=692

# BBC One is selected by the largest proportion of people as their single most important news source, but this has seen a significant decline since 2018

## Single most important news source

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



▲ ▼ Significantly higher/lower than 2023

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+ specifying at least one source for news – 2024=5144, 2023=4280, 2022 W2\*=2665, 2020=4314, 2019=4492

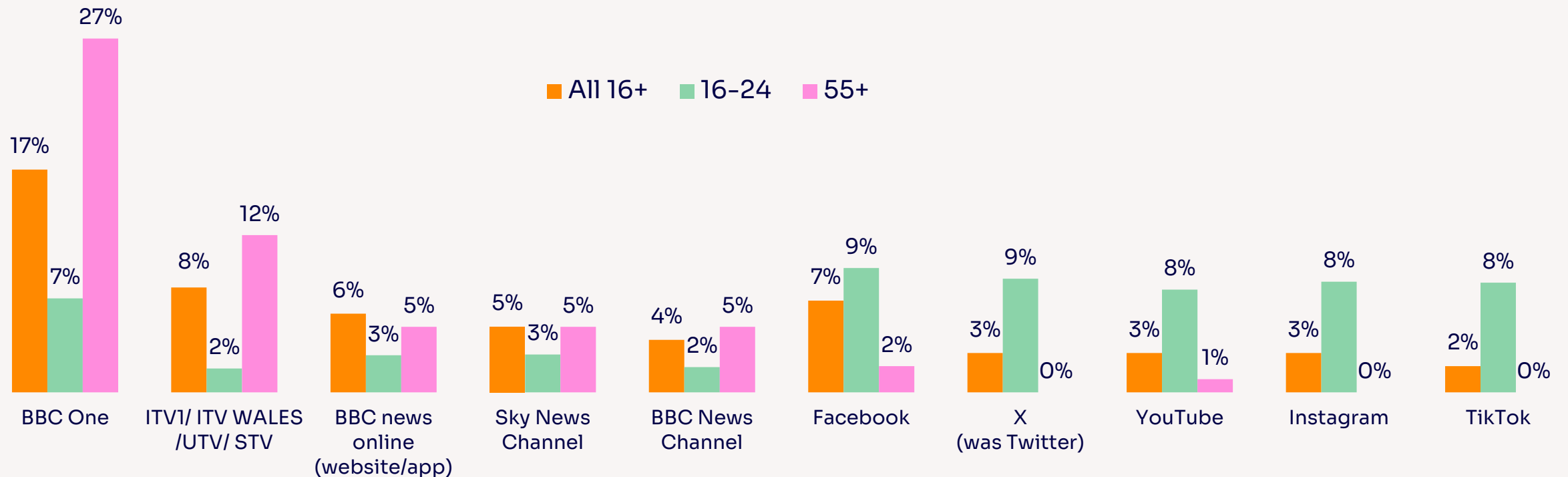
\*2022 W1, and 2021, data not shown because face-to-face fieldwork was not possible during Covid-19 pandemic

Only sources with an incidence of 2%+ in 2024 are shown

# Older adults prefer established news providers, while young people don't have a clear single preference

## Single most important news source – by age group

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



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

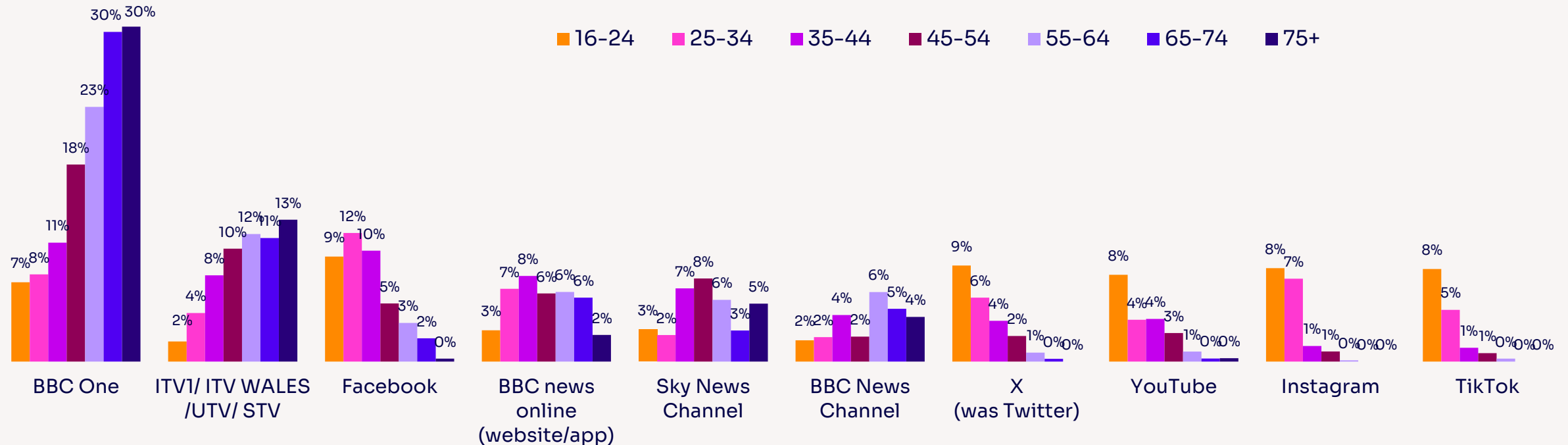
Question: E1a. Looking at all the sources of news you have just said that you use, which one is most important to you?

Base: All adults 16+ specifying at least one source for news 2024 - Aged 16-24=637, 55+ =2020

# Older adults prefer established news providers, while young people don't have a clear single preference

## Single most important news source – by age group

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



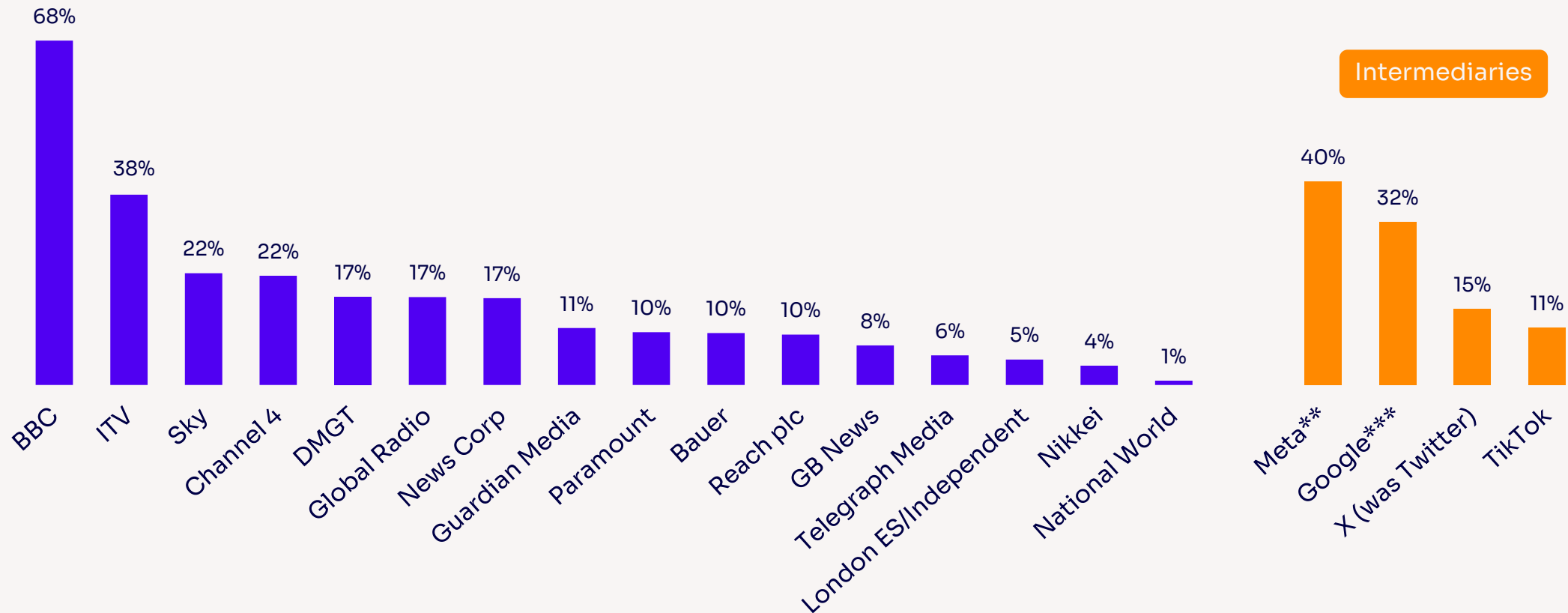
Source: Ofcom News Consumption Survey 2024 – COMBINED F2F & ONLINE sample

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+ specifying at least one source for news 2024 - Aged 16-24=637, 25-34=756, 35-44=867, 45-54=863, 55-64=684, 65-74=775, 75+=561

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

Cross-platform retail providers used for news nowadays 2024  
All adults 16+



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=5466

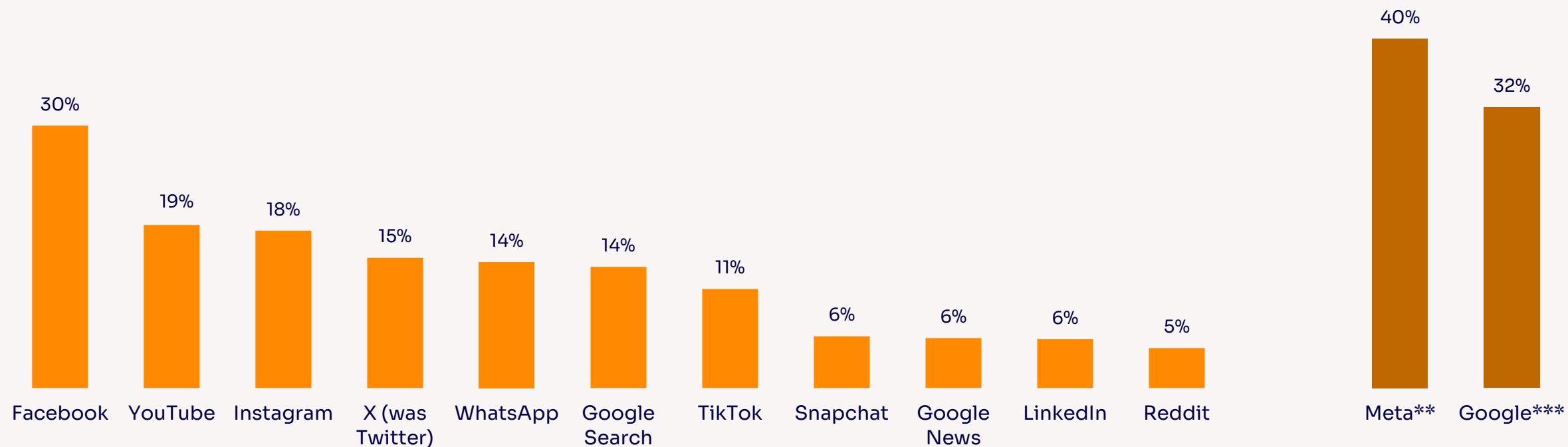
Meta\*\*= Facebook + Instagram + Threads + WhatsApp. Google\*\*\*= Google News + Google + YouTube

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

# Meta and Google sources continue to have the most prominent reach among intermediaries

Intermediaries used for news nowadays 2024

All adults 16+



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=5466

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

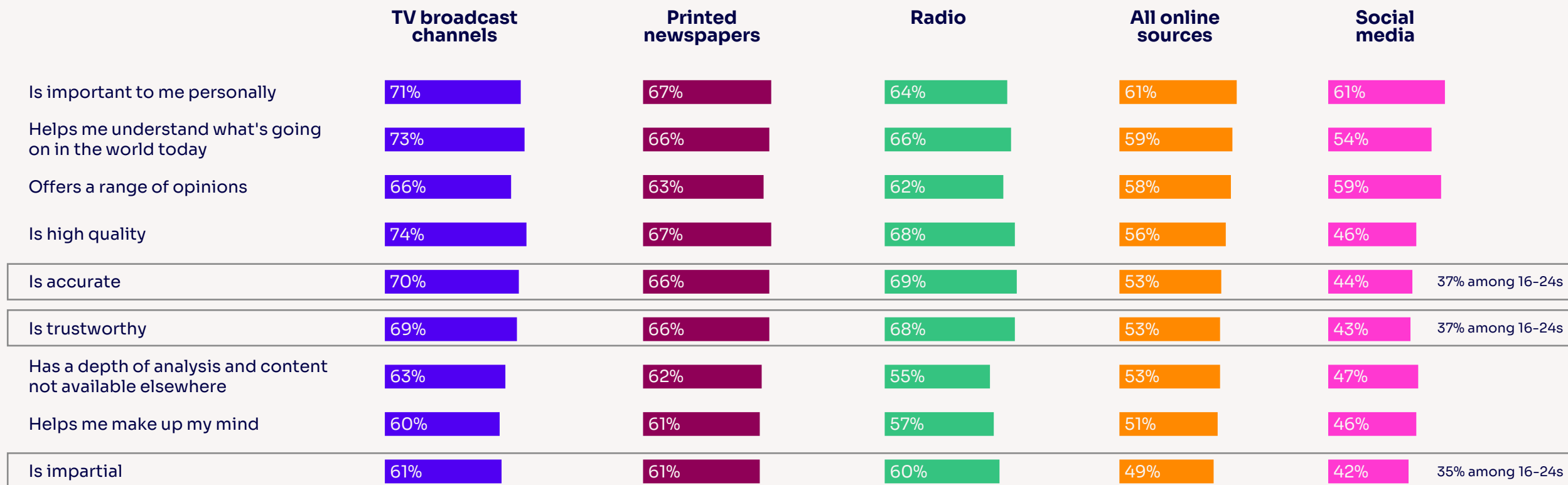
Only sources with an incidence of 5%+ in 2024 are shown



# Ratings for all attributes are stronger for traditional platforms

## Attributes of news platforms 2024

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



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

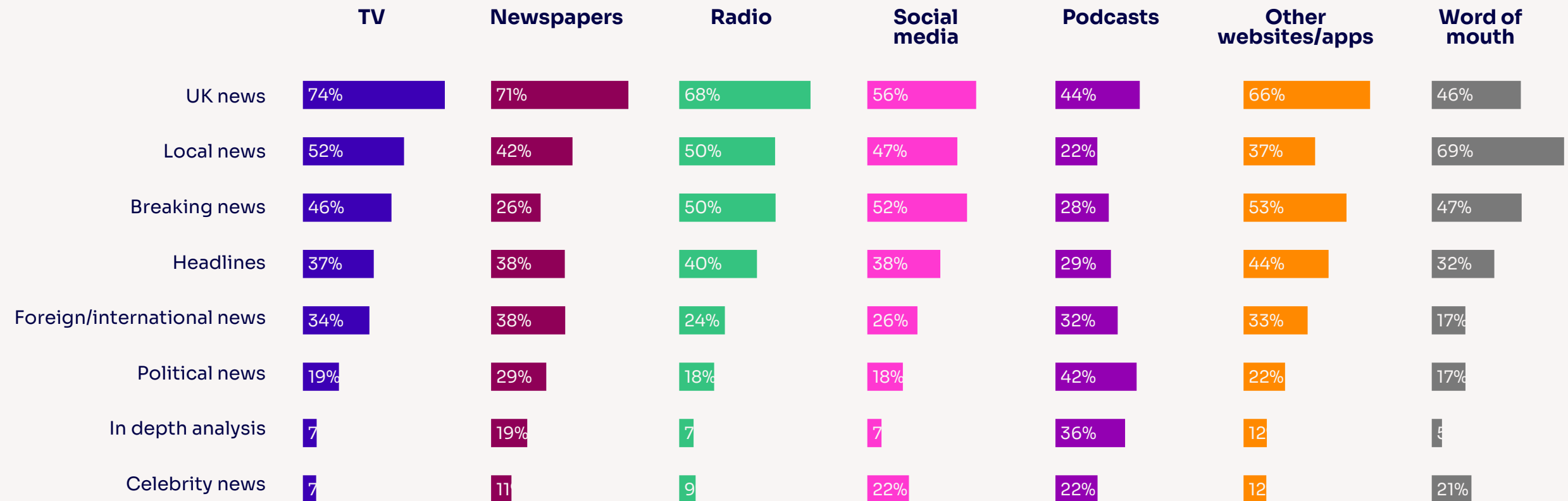
Question: E2. How important is <BRAND> as a source of news to you personally? E3. And to what extent do you think the following statements apply to <BRAND> as a news source? Answer using a scale of 1 to 10.

Base: All ratings by those using each platform for news at least weekly (every 2-3 wks for weekly newspapers/magazines) 2024 – TV=8130, Newspapers=3036, Radio=2411, All online=12218, Social media=5375

# Most platforms are used for UK, local, breaking news and headlines. Podcasts are used for wider variety of news – including political news and in depth analysis

## Top 3 most valuable types of news on each platform

All adults 16+ using each platform

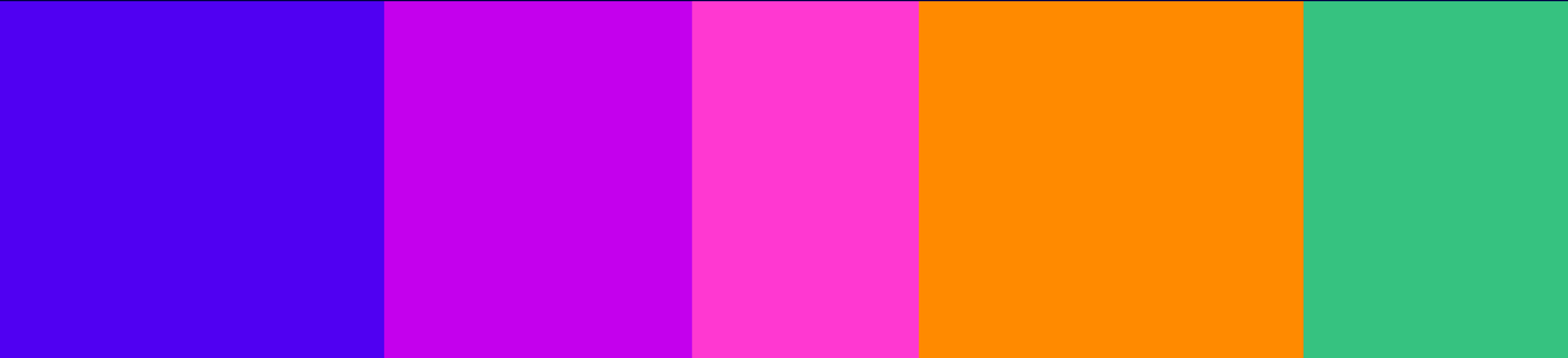


Source: Ofcom News Consumption Survey 2024 – COMBINED F2F & ONLINE sample

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

Base: All Adults 16+ using each platform for news 2024 – TV=3804, Newspapers=1378, Radio=2319, Social media=3905, Podcasts=656, Other websites/apps=2286, Word of mouth=1768

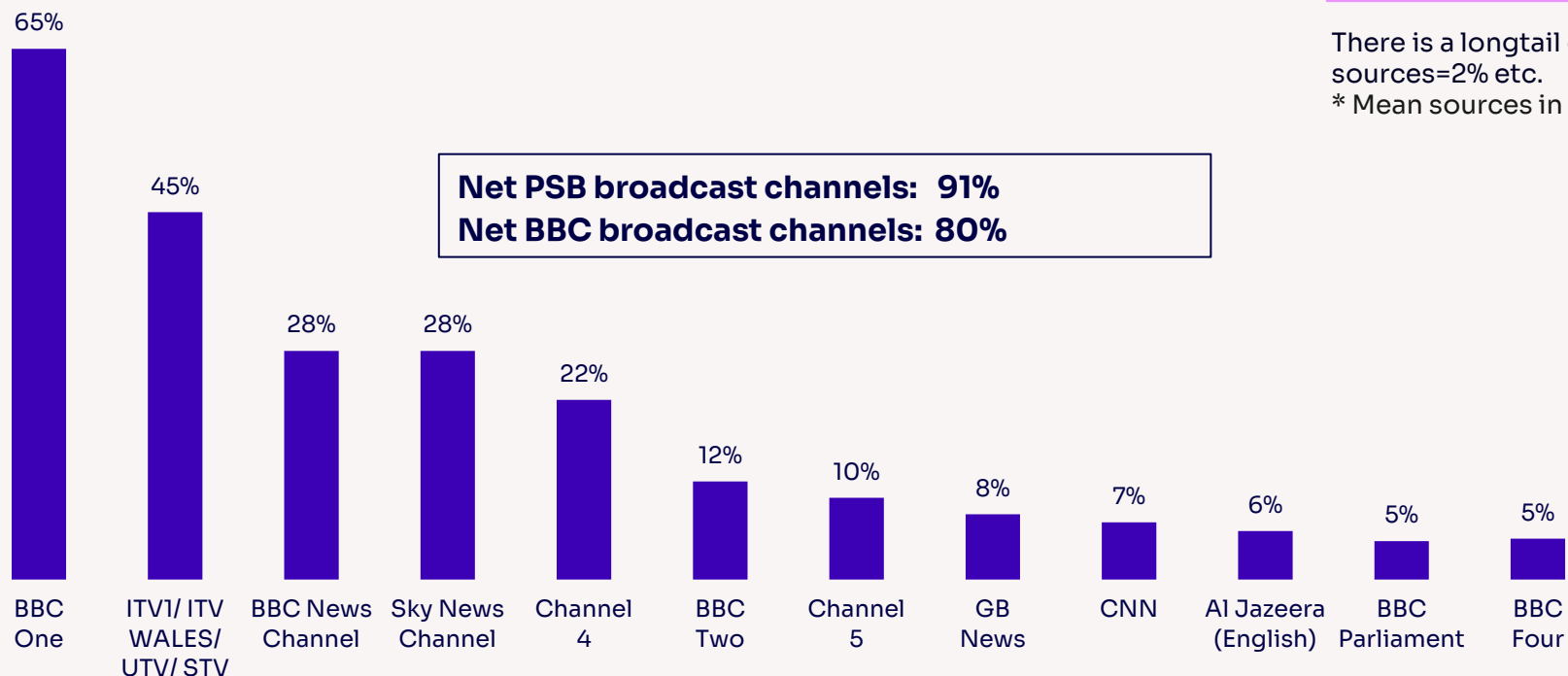
# News consumption via television



# Among all those using broadcast TV for news, BBC One remains the most-used channel, followed by ITV1. BBC iPlayer is the most popular catchup or on demand service.

## TV broadcast channels used for news nowadays

All adults 16+ using broadcast TV or BVoD for news



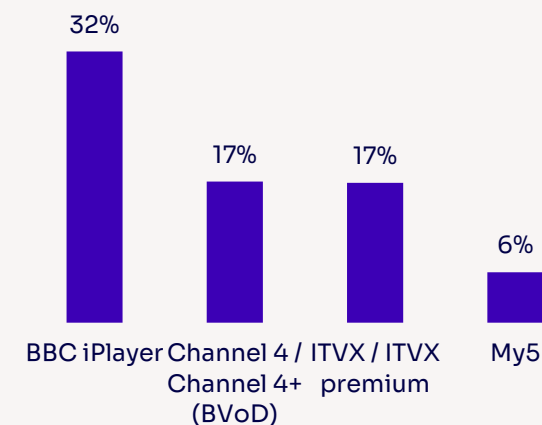
## Number of TV broadcast sources used by TV news viewers in 2024



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

\* Mean sources in 2024 was 2.7 while mean sources in 2013 was 1.9.

## Any BVoD service: 43%



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 catchup services do you use for news nowadays?

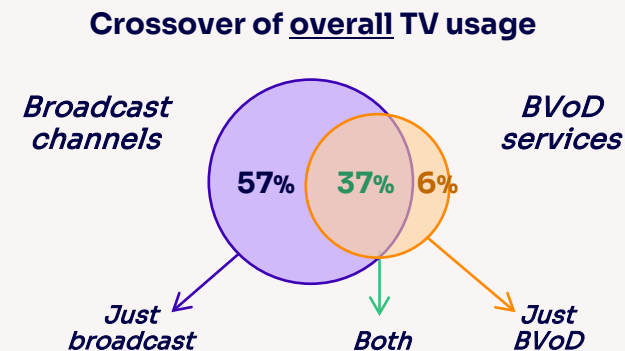
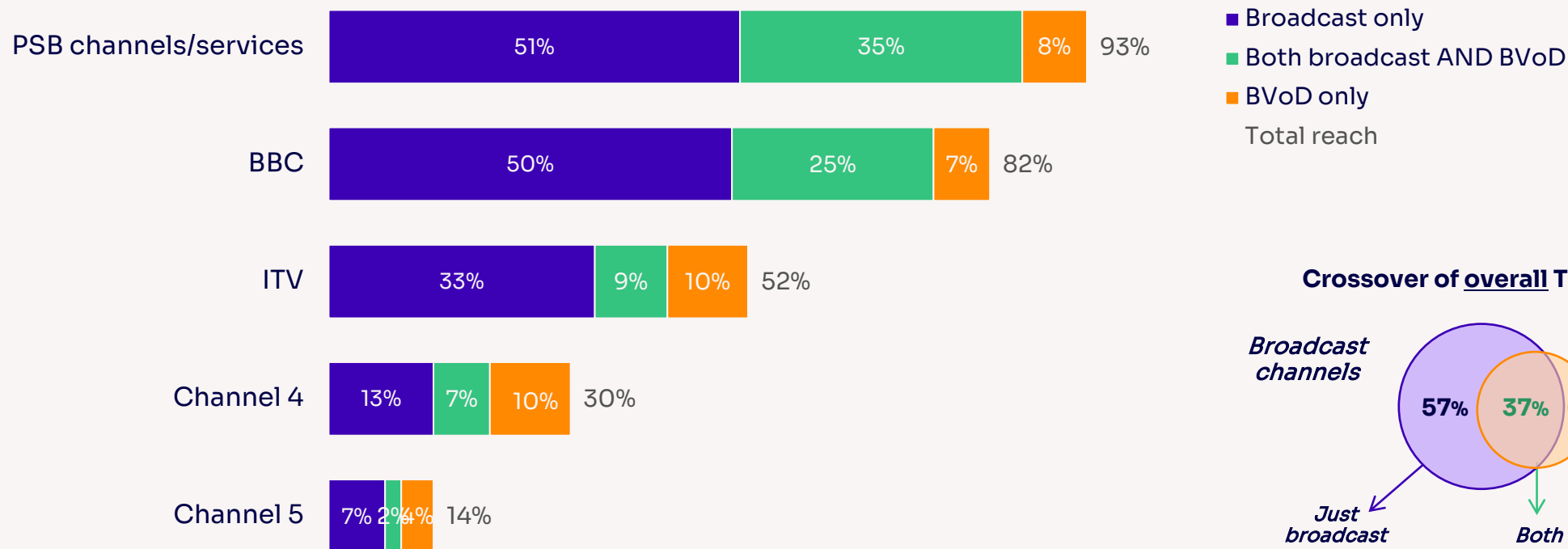
Base: All using broadcast TV for news – 2024=3804, 2023=3216, All using TV (broadcast or BVoD) for news – 2024=4010, 2023=3387

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

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

## Reach of PSB via TV and BVoD 2024

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



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

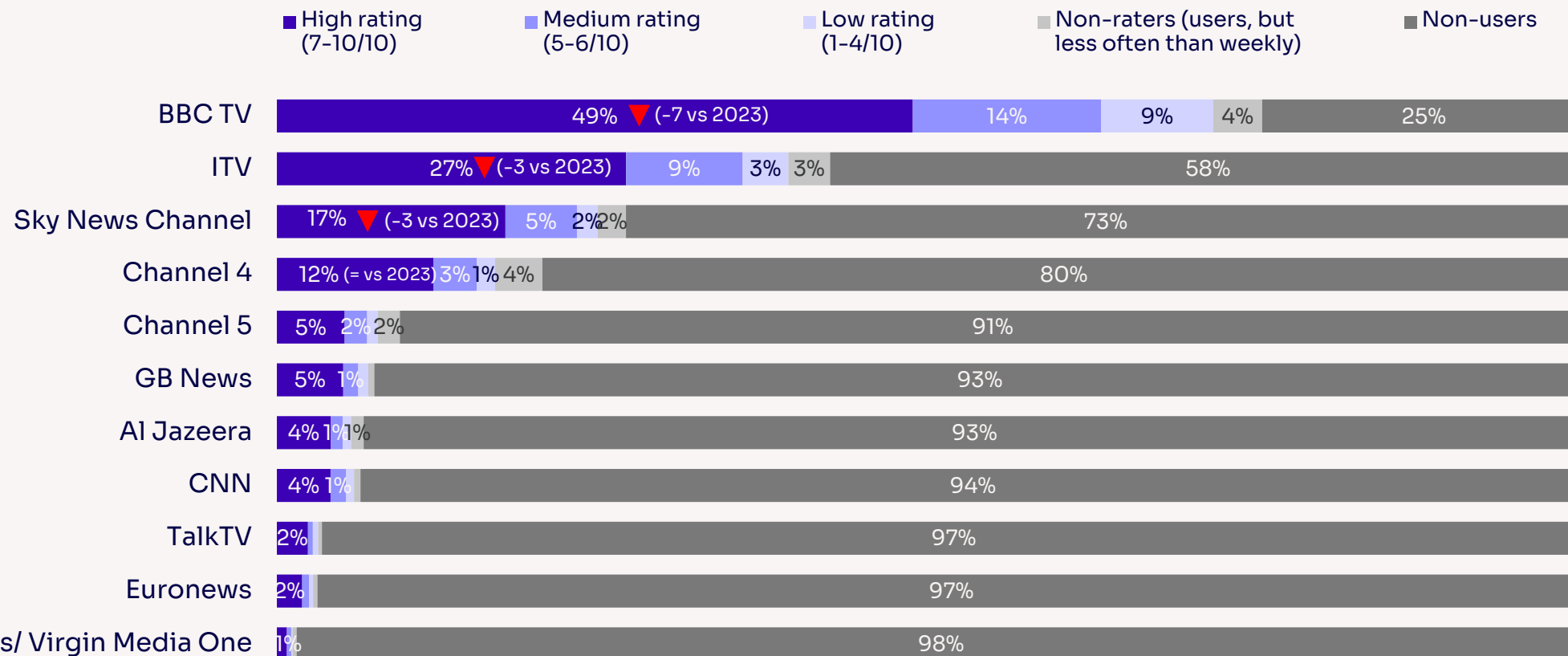
Question: D2a. Thinking specifically about television, which of the following do you use for news nowadays? D2ai. Which, if any, of the following on-demand or catch up services do you use for news nowadays?

Base: All using TV (broadcast or BVoD) for news – 2024=4010

# Half (49%) of all UK television audiences rate BBC TV highly for trust and a quarter (27%) rate ITV highly

## Trust in TV broadcast channels 2024

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



▲ ▼ Significantly higher/lower than 2023

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

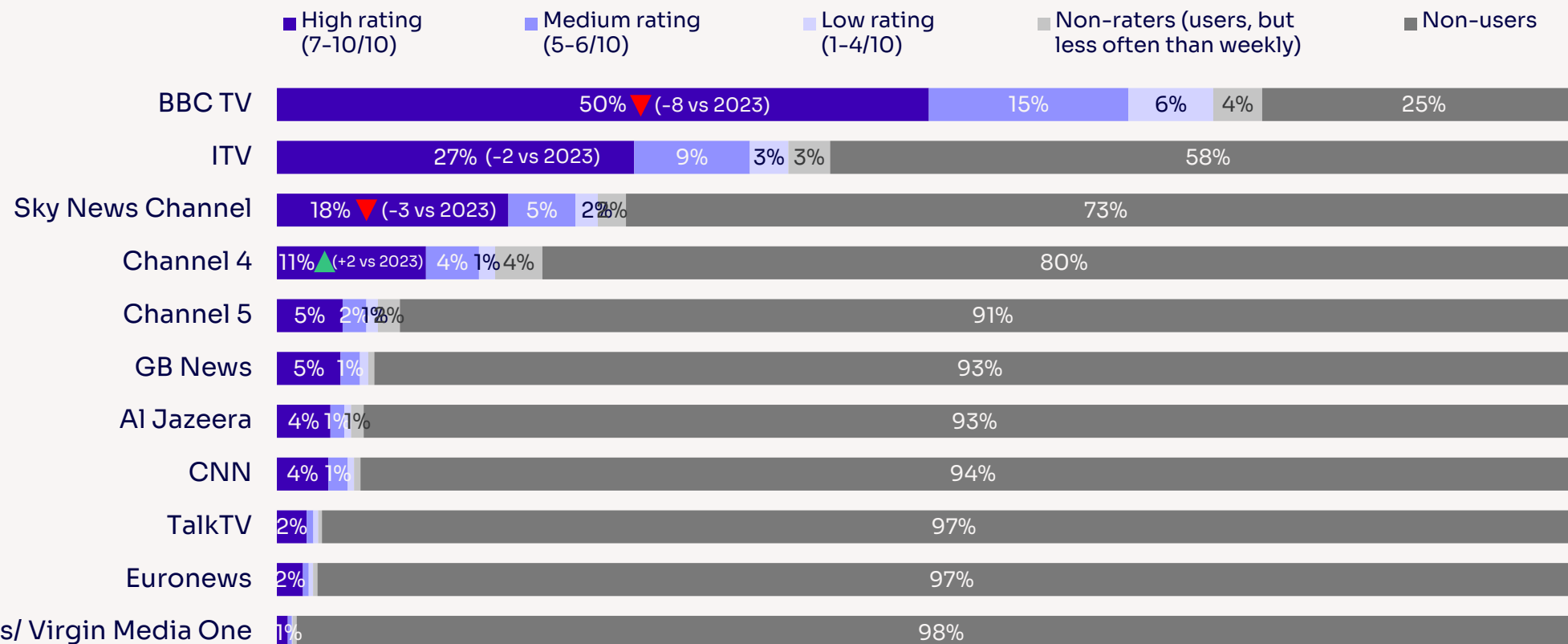
Base: All using TV (broadcast or BVoD) for news – 2024=4010

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

# Similar ratings are seen for perceptions around accuracy. Half (50%) rate BBC TV highly for accuracy and a quarter (27%) rate ITV highly

## Accuracy of TV broadcast channels 2024

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



▲ ▼ Significantly higher/lower than 2023

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

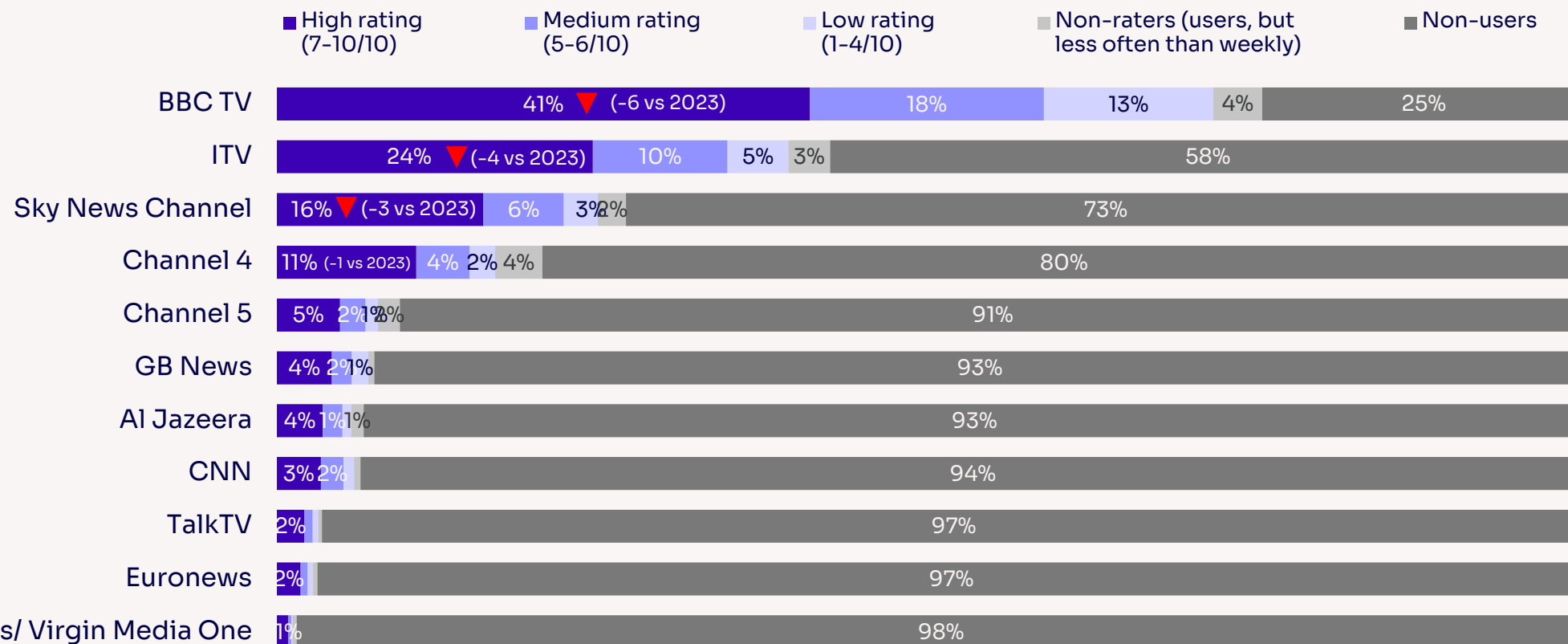
Base: All using TV (broadcast or BVoD) for news – 2024=4010

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

# Perceptions of BBC TV are more polarising regarding impartiality

## Impartiality of TV broadcast channels 2024

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



▲ ▼ Significantly higher/lower than 2023

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

Base: All using TV (broadcast or BVoD) for news – 2024=4010

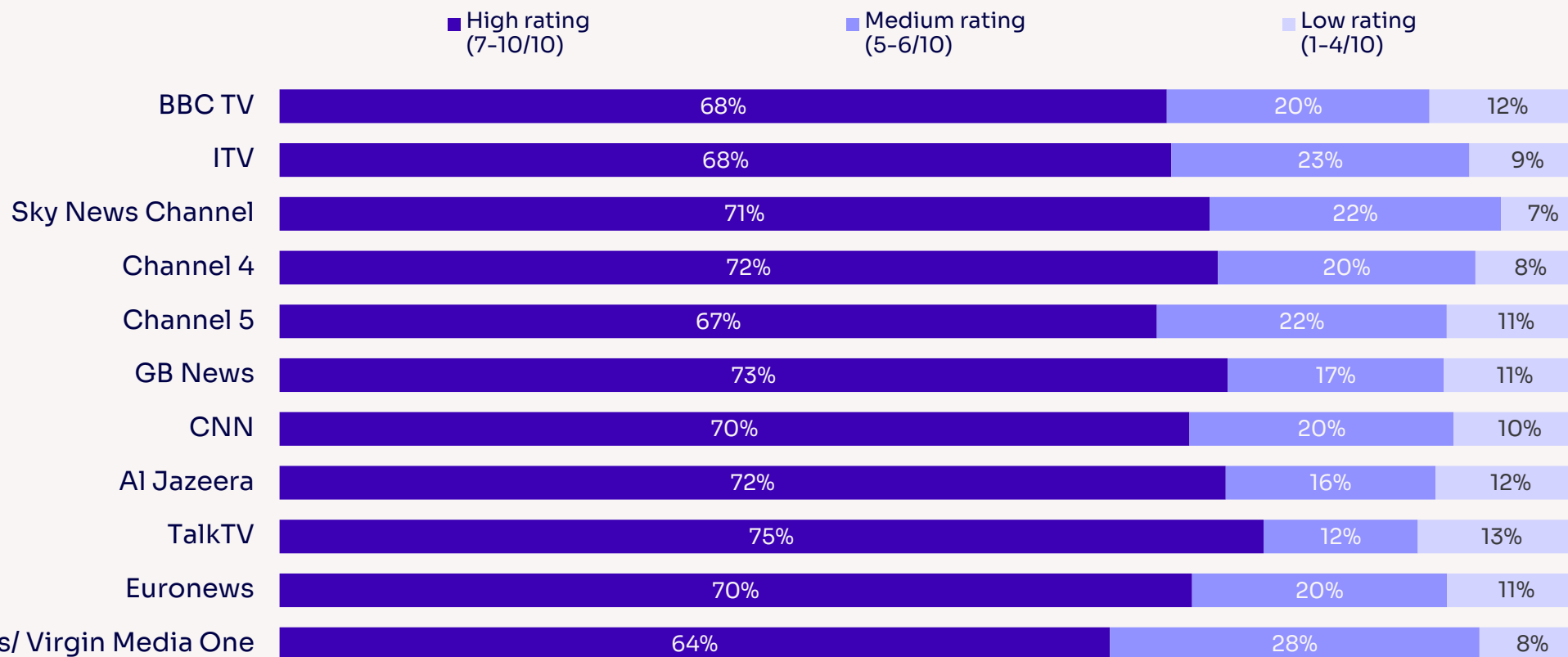
NOTE: Attribution statements were only asked of regular users (defined as using at least weekly); less frequent users and non-users were not asked to rate these statements



## Among regular users, two thirds (68%) rate BBC TV highly for trust in news. Trust scores are strongest for regular users of TalkTV, GB News, Al Jazeera and Channel 4

### Trust in TV broadcast channels 2024

Regular users of each channel for news



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

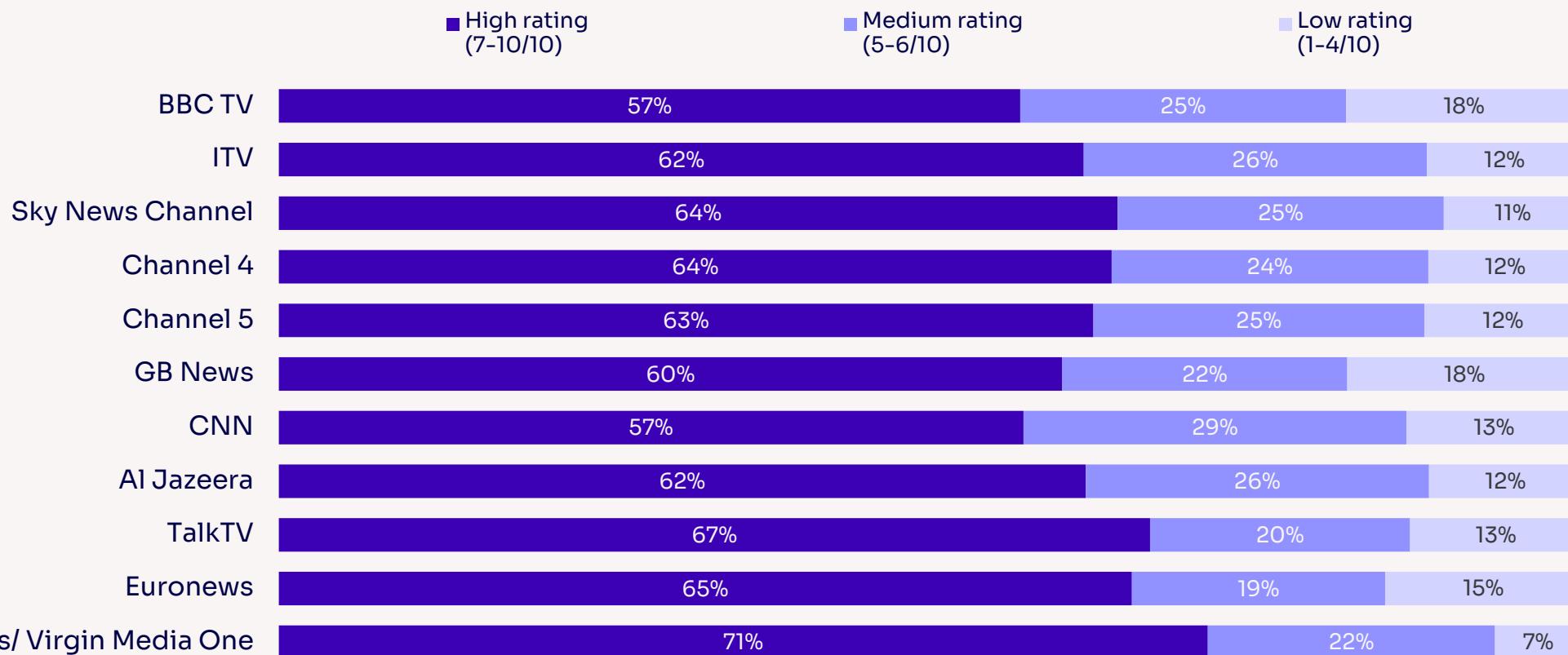
Question: E3. And to what extent do you think the following statements apply to <BRAND> as a news source? Answer using a scale of 1 to 10

Base: All adults 16+ using each source for news at least once a week 2024: BBC=2961, ITV=1782, Sky News Channel=1014, Channel 4=736, Channel 5=369, GB News=312, CNN=260, Al Jazeera=262, TalkTV=142, Euronews=136, RTE/Virgin=110

## Among regular users, three in five (57%) rate BBC TV highly for its news impartiality. Scores are strongest for regular users of RTE/Virgin Media, TalkTV and Euronews

### Impartiality of TV broadcast channels 2024

Regular users of each channel for news



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

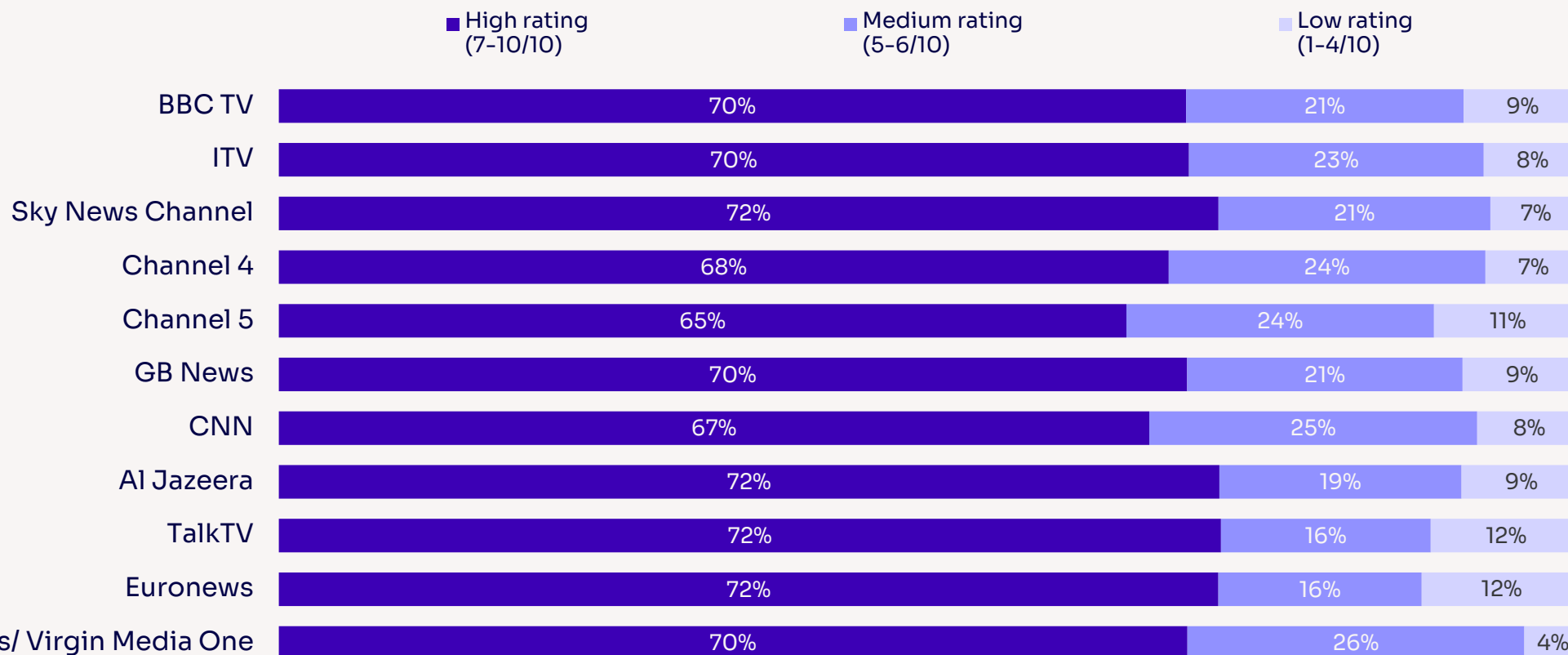
Question: E3. And to what extent do you think the following statements apply to <BRAND> as a news source? Answer using a scale of 1 to 10

Base: All adults 16+ using each source for news at least once a week 2024: BBC=2961, ITV=1782, Sky News Channel=1014, Channel 4=736, Channel 5=369, GB News=312, CNN=260, Al Jazeera=262, TalkTV=142, Euronews=136, RTE/Virgin=110

## Among regular users, seven in ten (70%) rate BBC TV highly for news accuracy. Scores tend to be more consistent on this measure across the broadcasters

### Accuracy of TV broadcast channels 2024

Regular users of each channel for news



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

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

Base: All adults 16+ using each source for news at least once a week 2024: BBC=2961, ITV=1782, Sky News Channel=1014, Channel 4=736, Channel 5=369, GB News=312, CNN=260, Al Jazeera=262, TalkTV=142, Euronews=136, RTE/Virgin=110

# PSBs and non-PSB channels are rated highly by the majority of their regular users

## Attributes of TV broadcast channels 2024

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

	TV channels TOTAL	BBC TV	ITV	Sky News	Channel 4	Channel 5	GB News	CNN	Al Jazeera	TalkTV	Euro news	RTE / Virgin Media
		2961	1782	1014	736	369	312	260	262	142	136	110
Is important to me personally	<b>71%</b>	74%▲	68%	75%	62%▼	55%▼	78%	73%	71%	72%	67%	71%
Is high quality	<b>74%</b>	75%	73%	77%	70%	67%	72%	74%	75%	75%	70%	69%
Helps me understand what's going on in the world today	<b>73%</b>	76%	71%	76%	70%	66%▼	74%	71%	80%	72%	73%	65%
Is accurate	<b>70%</b>	70%	70%	72%	68%	65%	70%	67%	72%	72%	72%	70%
Is trustworthy	<b>69%</b>	68%	68%	71%	72%	67%	73%	70%	72%	75%	70%	64%
Offers a range of opinions	<b>66%</b>	63%	64%	73%▲	65%	62%	75%▲	71%	67%	80%▲	71%	64%
Has a depth of analysis and content not available elsewhere	<b>63%</b>	61%	58%▼	70%▲	64%	56%	70%	68%	77%▲	73%	69%	66%
Is impartial	<b>61%</b>	57%▼	62%	64%	64%	63%	60%	57%	62%	67%	65%	71%
Helps me make up my mind	<b>60%</b>	56%▼	58%	65%	58%	61%	66%	64%	75%▲	71%	67%	70%

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

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

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

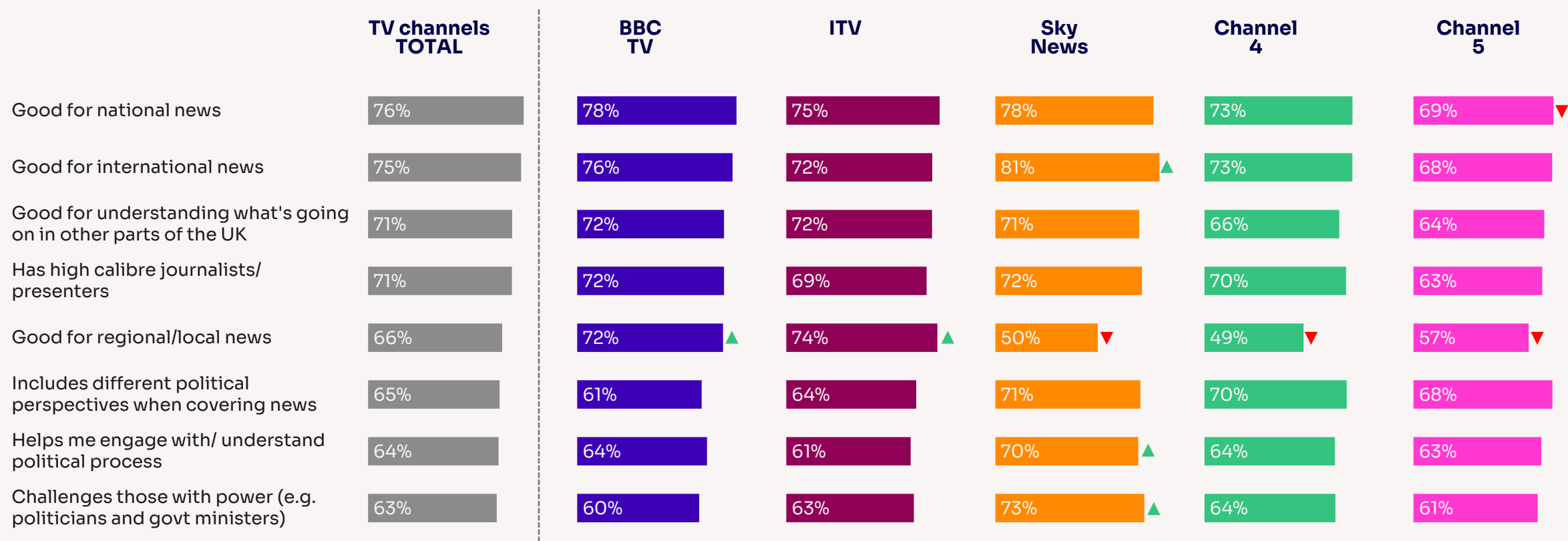
Base: All adults 16+ using each source for news at least once a week 2024 – bases shown above

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

# Sky News is rated highly among its regular users except for 'good for regional/local news'

## Additional attributes of TV broadcast channels 2024

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



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

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

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

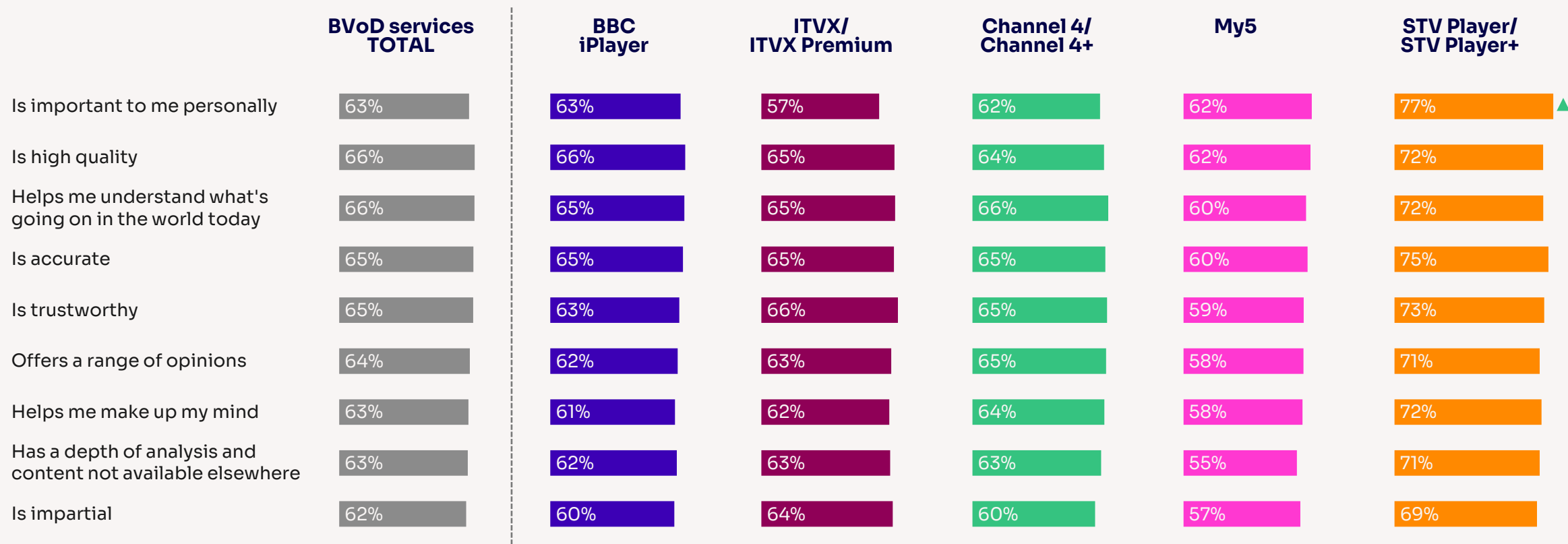
Base: All adults 16+ using each source for news at least once a week 2024 – BBC TV=2961/1440/1521, ITV=1782/875/907, Sky News=1014/474/540, Channel 4=736/360/376, Channel 5=369/182/187

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

# STV Player is highly rated among its regular users

## Attributes of TV BVoD services 2024

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



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

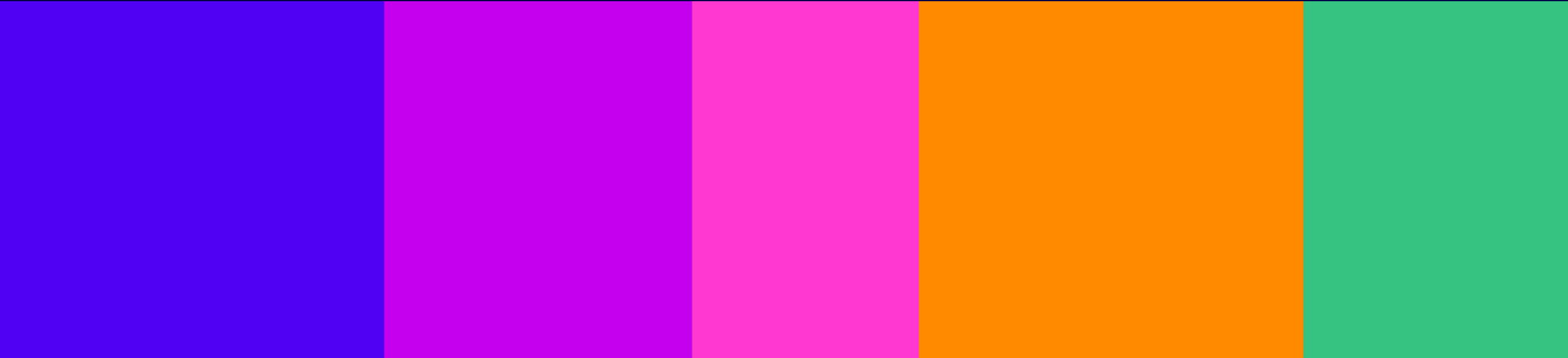
Question: E2. How important is <BRAND> as a source of news to you personally?

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

Base: All adults 16+ using each source for news at least once a week 2024 – BBC iPlayer=951, ITVX=487, Channel4/Channel4+=489, My5=202, STV Player=172

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

# News consumption via online



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

## Websites/apps used for news nowadays

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

	2019	2020	2022*	2023	2024
BBC news online****	65%	60%	62%	58%	59%
Sky News online	20%	20%	20%	16%	20%
'The Guardian/Observer' news online	18%	18%	19%	16%	20%
'The Daily Mail' news online	17%	18%	18%	16%	19%
Buzzfeed news online	9%	10%	7%	6%	10% ▲
ITV/ITN news online***	8%	10%	8%	8%	9%
LADbible news online	6%	8%	6%	7%	9%
GB News online*****	-	-	-	-	9%
'The Telegraph' news online	8%	8%	7%	5%	9% ▲
HuffPost news online	11%	10%	7%	6%	8%
'The Metro' news online	5%	6%	5%	4%	8% ▲
'The Independent' news online	8%	7%	6%	5%	8%
Any local newspaper websites/apps	10%	10%	10%	8%	7%
CNN news online	4%	5%	8%	6%	7%
'The Sun' news online	7%	6%	6%	6%	7%
'The Daily Mirror' news online	5%	5%	5%	5%	6%
Channel 4 news online	4%	5%	6%	5%	6%
'The New York Times' news online	3%	3%	3%	3%	6% ▲
'The Economist' news online	4%	3%	4%	2%	6% ▲

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

▲ ▼ Significantly higher/lower than 2023

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? Are there any others? NOTE: Question and answer wording changed in 2024, so comparisons to previous years' data should be treated with caution

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

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



# Sky News online and BBC news online performs well among its regular users, with Sky performing particularly well on 'depth of analysis', 'offering a range of opinions' and 'impartiality'

## Attributes of Other Websites/Apps 2024

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

	Other Websites /Apps TOTAL	BBC news online	Sky News online	'The Guardian/Observer' news online	'The Daily Mail' news online	ITV/ITN news online	'The Telegraph' news online	HuffPost news online	'The Metro' news online	'The Independent' news online	'The Sun' news online	'The Daily Mirror' news online
		980	335	326	319	139	140	115	122	123	117	101
Is important to me personally	<b>61%</b>	70% ▲	66%	64%	57%	63%	49%	57%	40% ▼	44% ▼	45% ▼	38% ▼
Is high quality	<b>64%</b>	73% ▲	73% ▲	70%	49% ▼	66%	56%	70%	43% ▼	58%	46% ▼	39% ▼
Helps me understand what's going on in the world today	<b>64%</b>	72% ▲	73% ▲	68%	56%	61%	54%	71%	39% ▼	53%	44% ▼	47% ▼
Is accurate	<b>61%</b>	70% ▲	70%	65%	49% ▼	65%	51%	63%	44% ▼	55%	38% ▼	38% ▼
Is trustworthy	<b>60%</b>	67% ▲	70% ▲	64%	44% ▼	64%	52%	60%	48%	57%	35% ▼	39% ▼
Has a depth of analysis and content not available elsewhere	<b>57%</b>	61%	68% ▲	63%	47% ▼	57%	49%	68%	39% ▼	48%	39% ▼	36% ▼
Offers a range of opinions	<b>54%</b>	58%	67% ▲	54%	44% ▼	59%	40%	69%	40%	45%	35% ▼	36% ▼
Helps me make up my mind	<b>52%</b>	55%	62%	56%	44%	58%	38%	67%	34% ▼	46%	30% ▼	31% ▼
Is impartial	<b>51%</b>	57%	64% ▲	47%	35% ▼	59%	39%	63%	50%	47%	32% ▼	34% ▼
Challenges those with power (e.g. politicians gov't ministers)	<b>52%</b>	54%	-	66%	44%	-	47%	-	47%	51%	38%	22% ▼
Includes different political perspectives when covering news	<b>49%</b>	56%	-	51%	41%	-	38%	-	47%	43%	34%	26%

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

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

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

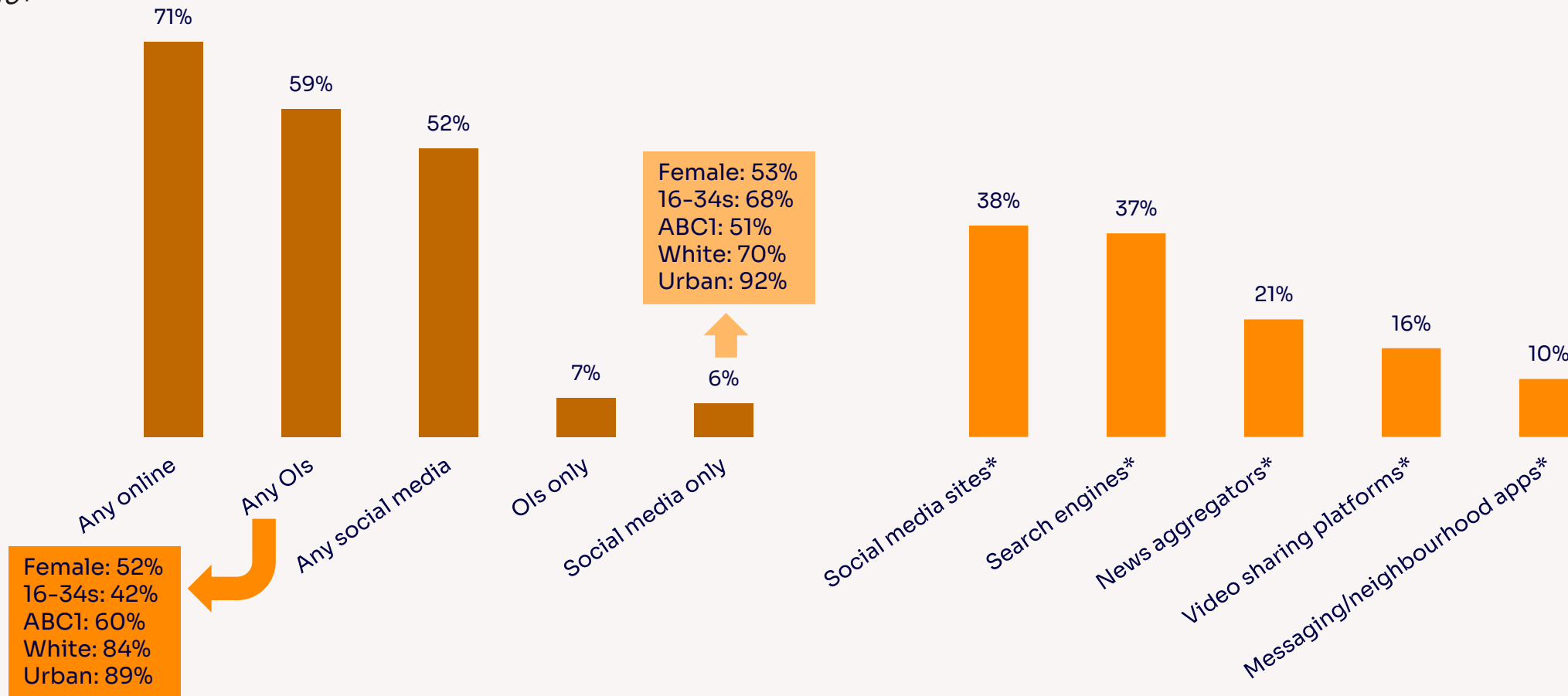
Base: All adults 16+ using each source for news at least once a week 2024 – bases shown above

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

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

Types of websites/apps used for news nowadays

All adults 16+



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

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

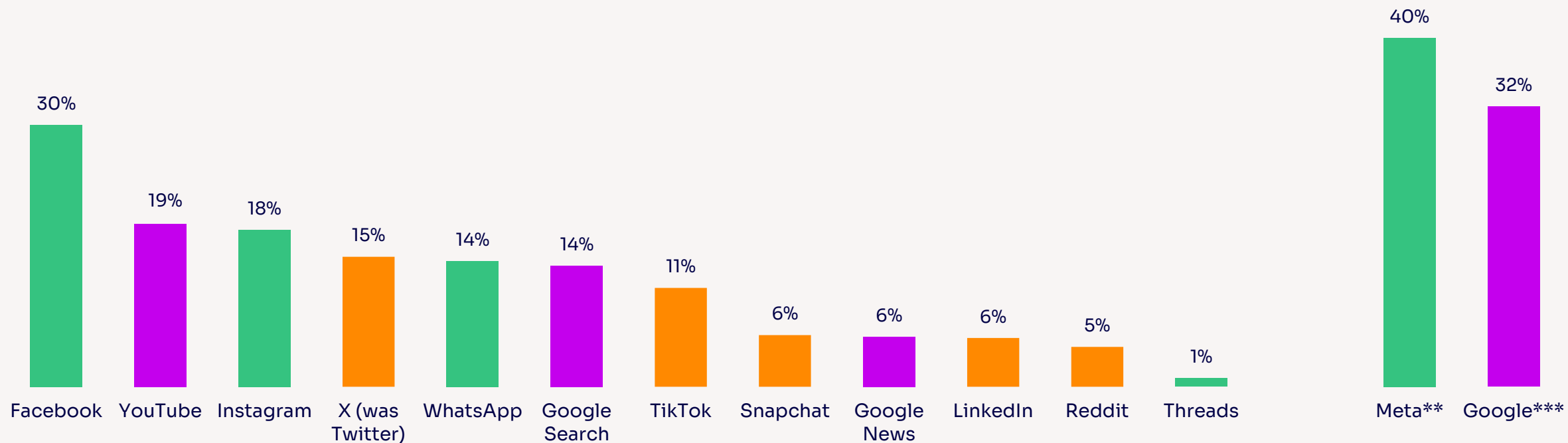
Base: All adults 16+ 2024=5466, Any OIs = Social media, search engines and news aggregators, \*Examples given such as social media sites (e.g. Facebook, X, Tiktok), Video sharing platforms (e.g. YouTube, Vimeo) Messaging or neighbourhood apps (e.g. WhatsApp, Nextdoor)

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

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

Intermediaries used for news nowadays 2024

All adults 16+



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

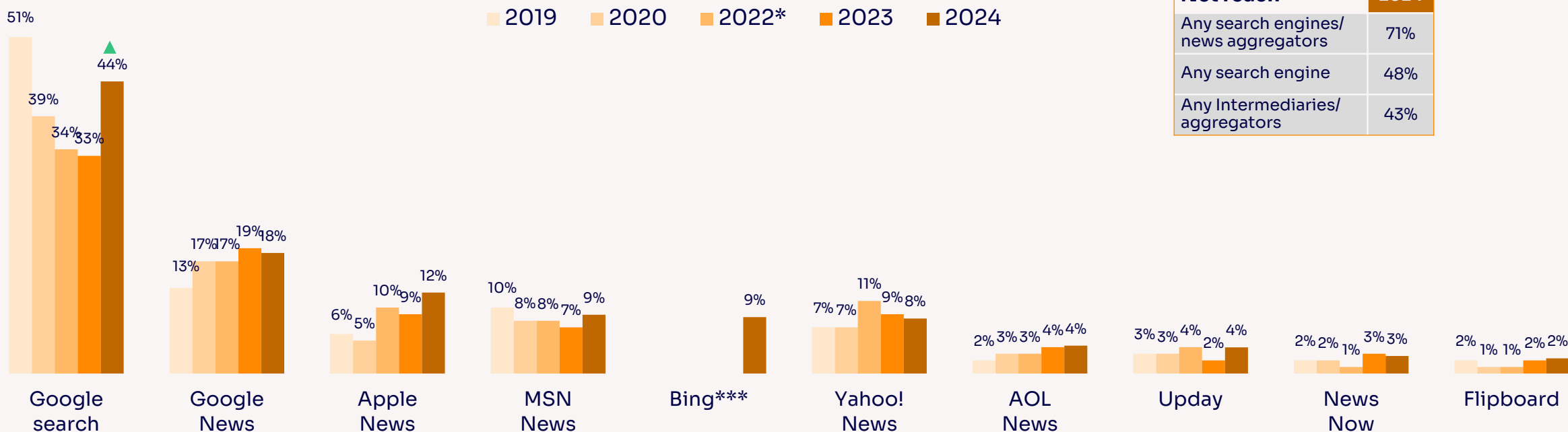
Question: D2a-D8a. Thinking specifically about <platform>, which of the following do you use for news nowadays? Base: All adults 16+ 2024=5466

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

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

Search engines/news aggregators used for news nowadays

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



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

▲ ▼ Significantly higher/lower than 2023

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

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

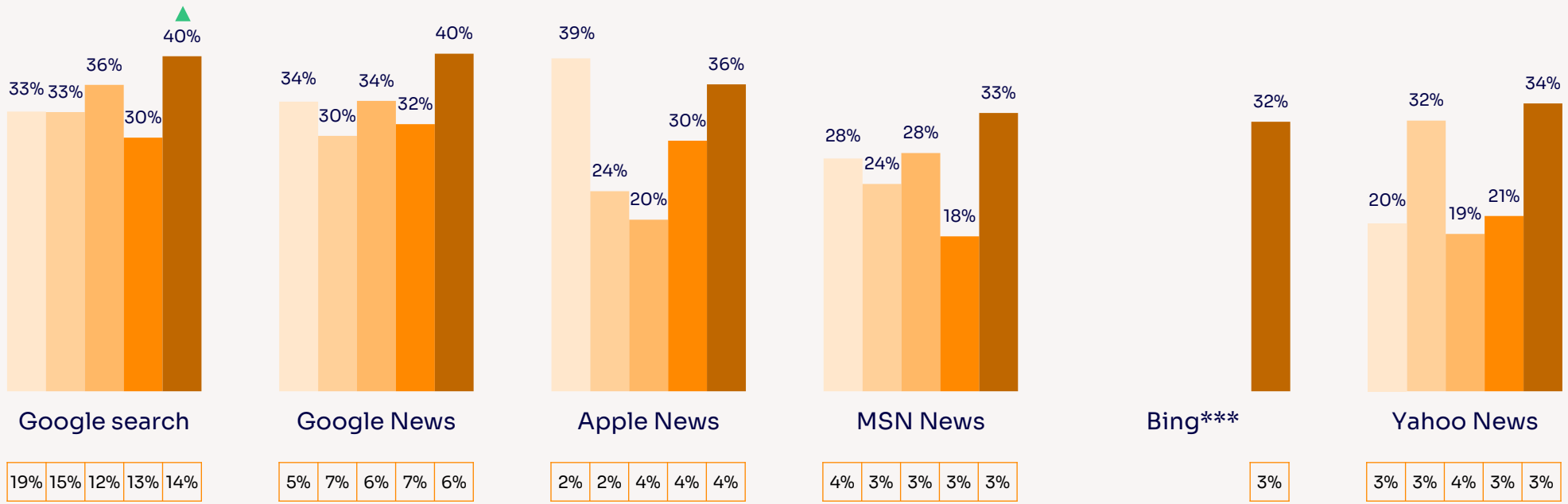
Base: All using other websites/apps for news\*\* - 2024=1749, 2023=1639, 2022 W2\*=1021, 2020=1757, 2019=1773. \*2022 W1, and 2021, data not shown because face-to-face fieldwork was not possible during Covid-19 pandemic. \*\*This question was not asked to those that said they used social media and no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

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

# All search engines/news aggregators have seen an increase in the proportion of users using them to access news multiple times a day

Search engines/news aggregators used multiple times a day  
*% of users of each source, using more than once a day to access news*

2019 2020 2022\* 2023 2024



% of All adults 16+ using for news

19%	15%	12%	13%	14%
-----	-----	-----	-----	-----

5%	7%	6%	7%	6%
----	----	----	----	----

2%	2%	4%	4%	4%
----	----	----	----	----

4%	3%	3%	3%	3%
----	----	----	----	----

3%
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3%	3%	4%	3%	3%
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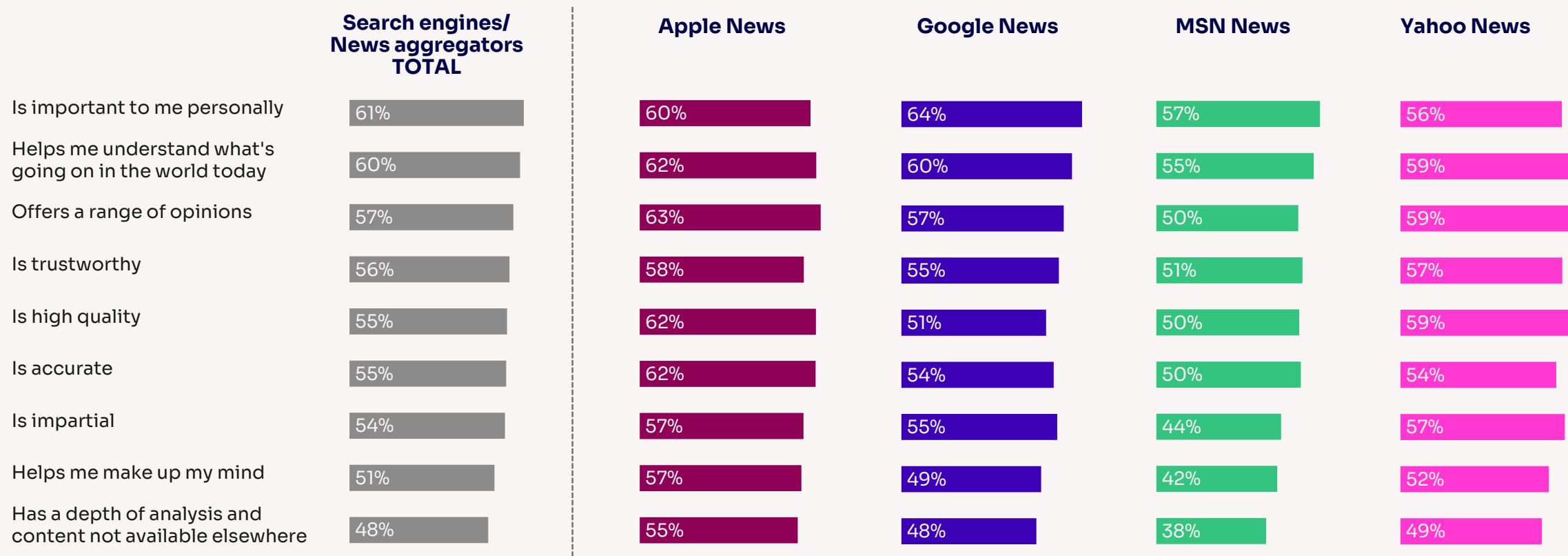
▲ ▼ Significantly higher/lower than 2023

Source: Ofcom News Consumption Survey 2024 – COMBINED F2F & ONLINE sample  
 Question: D8bbb. And typically how often do you use <SOURCE>  
 Base: All using each source for news – 2024=167-785, 2023=139-580; All adults 16+ 2024=5466, 2023=4556  
 \*2022 W1, and 2021, data not shown because face-to-face fieldwork was not possible during Covid-19 pandemic  
 \*\*\*Bing added in 2024

# Apple News is rated highly, particularly for being 'high quality', 'accurate', 'offering a range of opinion' and 'depth of analysis'

## Attributes of search engines/news aggregators sites 2024

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



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

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

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

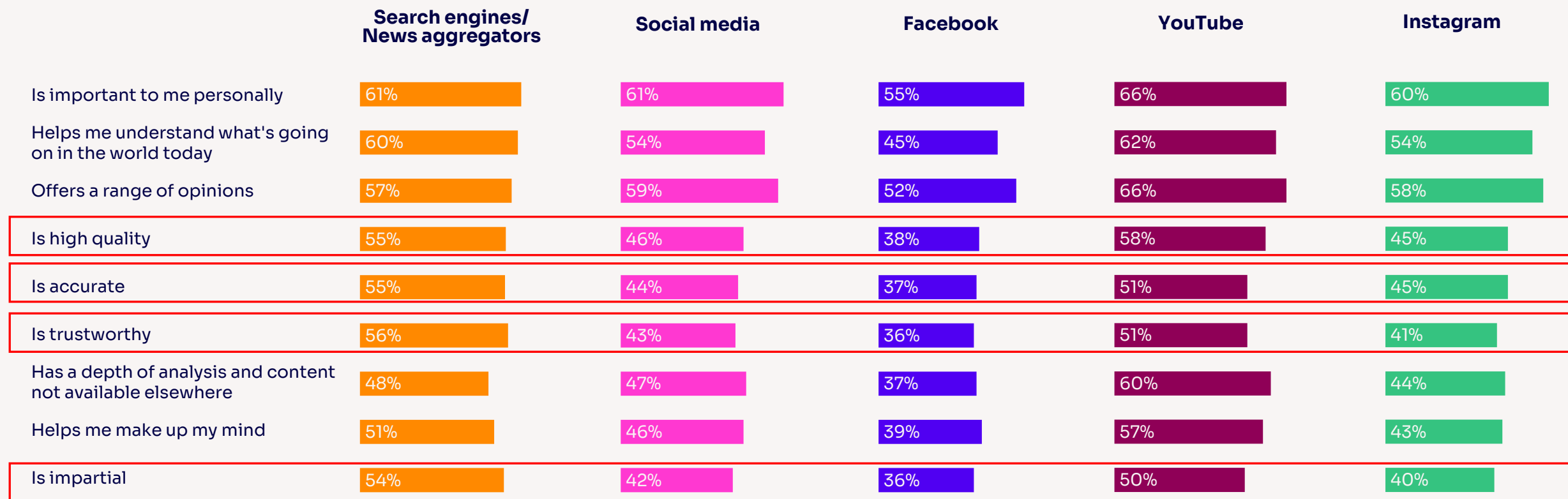
Base: All adults 16+ using each source for news at least once a week 2024 – Google News=329, Apple News=229, MSN News=164, Yahoo News=167

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

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

## Attributes of online platforms 2024

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



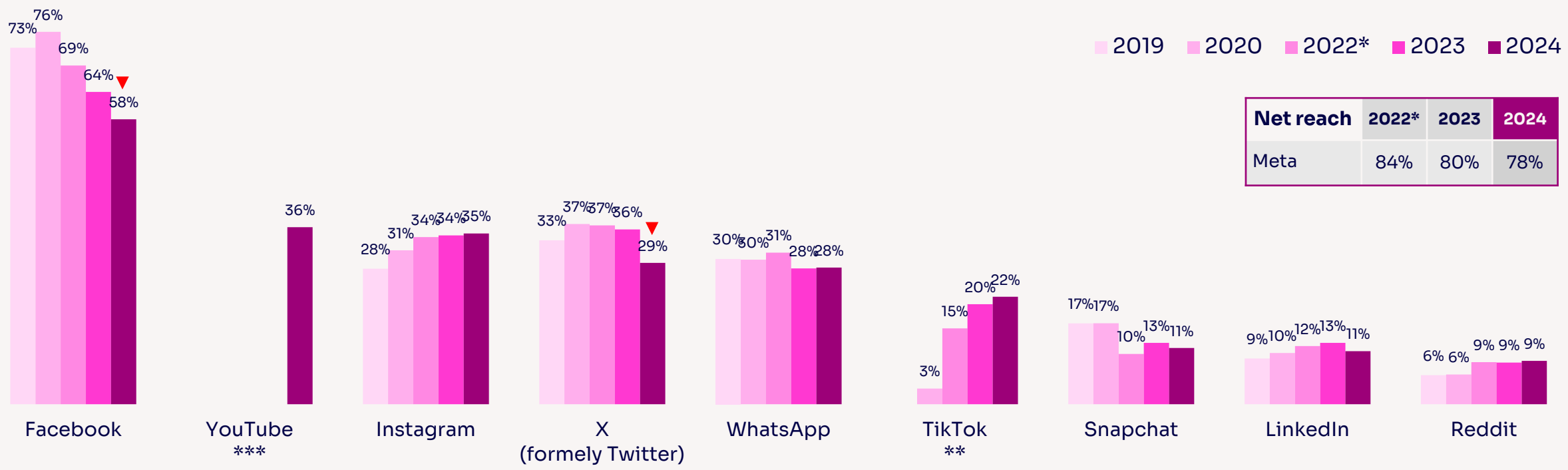
Source: Ofcom News Consumption Survey 2024 – COMBINED F2F & ONLINE sample

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

Base: All ratings by those using each platform for news at least weekly 2024 – All online=12218, Social media=5375, TV BVoD=2365, Search engines/news aggregators=1032, Other news websites/apps=3446

# Among the adults using social media for news, Facebook remains the most popular source. However, compared to 2023, smaller proportions are now using Facebook and X

Social media used for news nowadays  
*All adults 16+ using social media for news*



▲ ▼ Significantly higher/lower than 2023

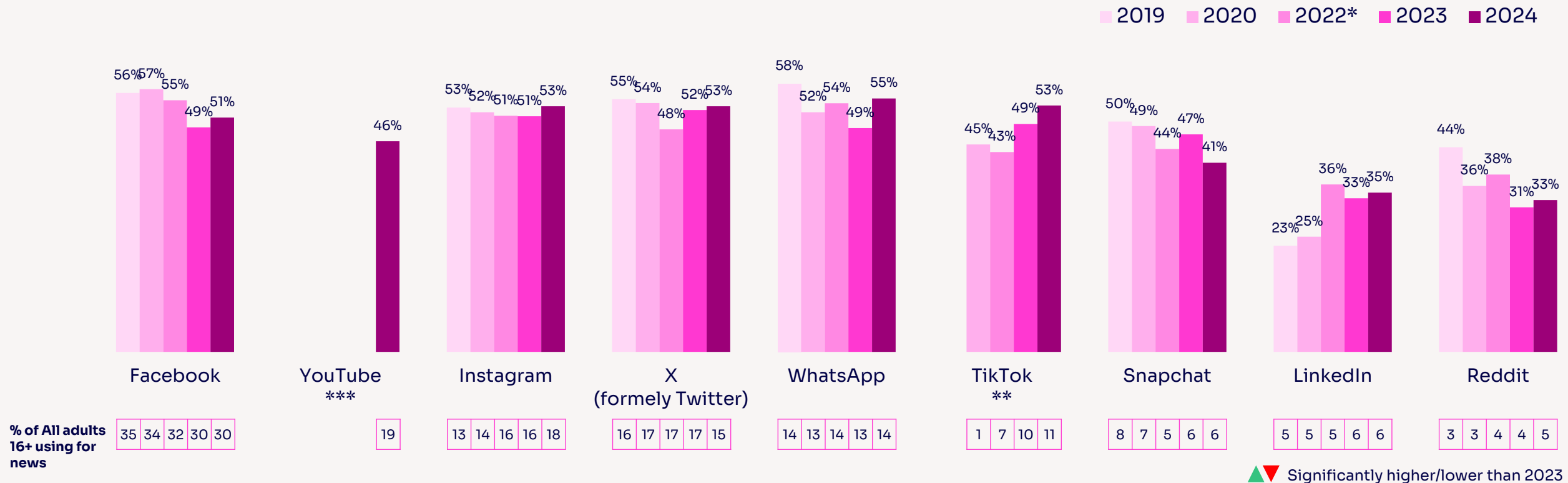
Source: Ofcom News Consumption Survey 2024 – COMBINED F2F & ONLINE sample  
 Question: D7a. Thinking specifically about social media (on any device), which of the following do you use to access news nowadays – i.e. which have you used in the last month or so to access news? Base: All using social media for news – 2024=2764, 2023=2220, 2022 W2\*=1365, 2020=2143, 2019=2331  
 \*2022 W1, and 2021, data not shown because face-to-face fieldwork was not possible during Covid-19 pandemic  
 \*\* TikTok added in 2020 \*\*\*pre-2024, use of YouTube was asked about in the context of news websites/apps, switched to social media in 2024  
 Only sources with an incidence of 5%+ in 2024 are shown



# The proportion of users that access news multiple times a day on social media remains largely consistent with 2023. Slightly more are using WhatsApp and TikTok multiple times a day, whilst fewer are using Snapchat

## Social media used multiple times a day

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



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

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

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

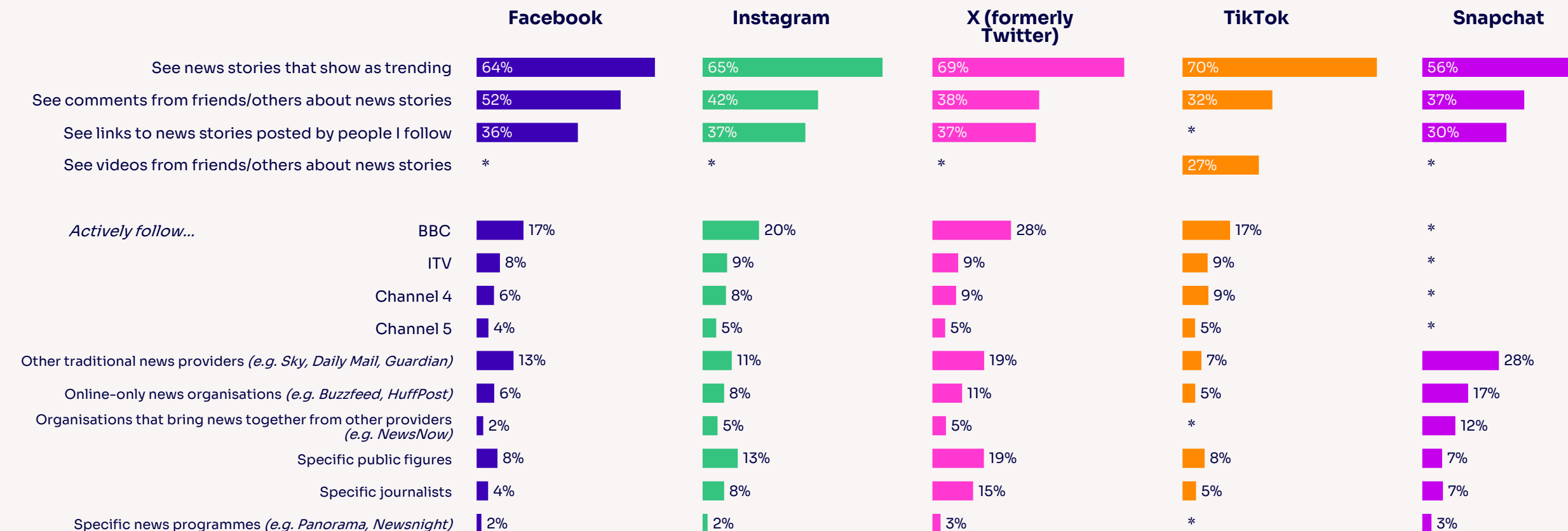
\*2022 W1, and 2021, data not shown because face-to-face fieldwork was not possible during Covid-19 pandemic

\*\* TikTok added in 2020 \*\*\*pre-2024, use of YouTube was asked about in the context of news websites/apps, switched to social media in 2024

# Seeing trending news, comments and links are the most popular ways of consuming news via social media

How news stories are accessed on social media sites 2024

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



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

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

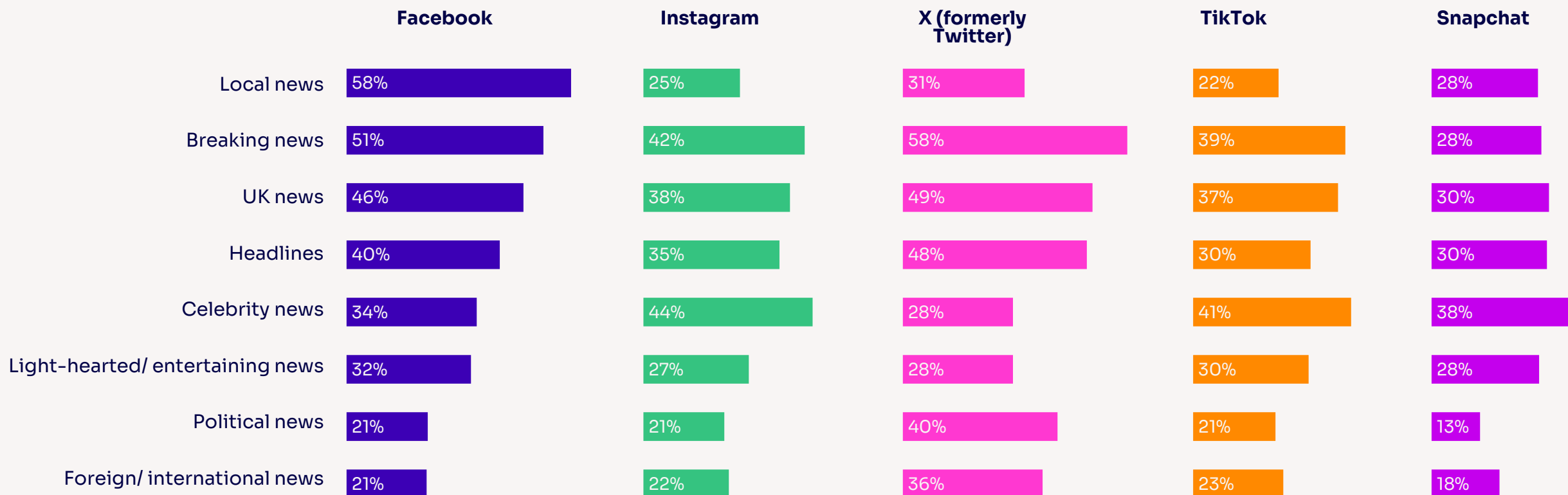
Base: All Adults 16+ using each site for news 2024 – Facebook=1707, Instagram=978, X=836, TikTok=632, Snapchat=341

\*Not included in the answer list for this social media site

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

Types of news that social media sites are used for 2024

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



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

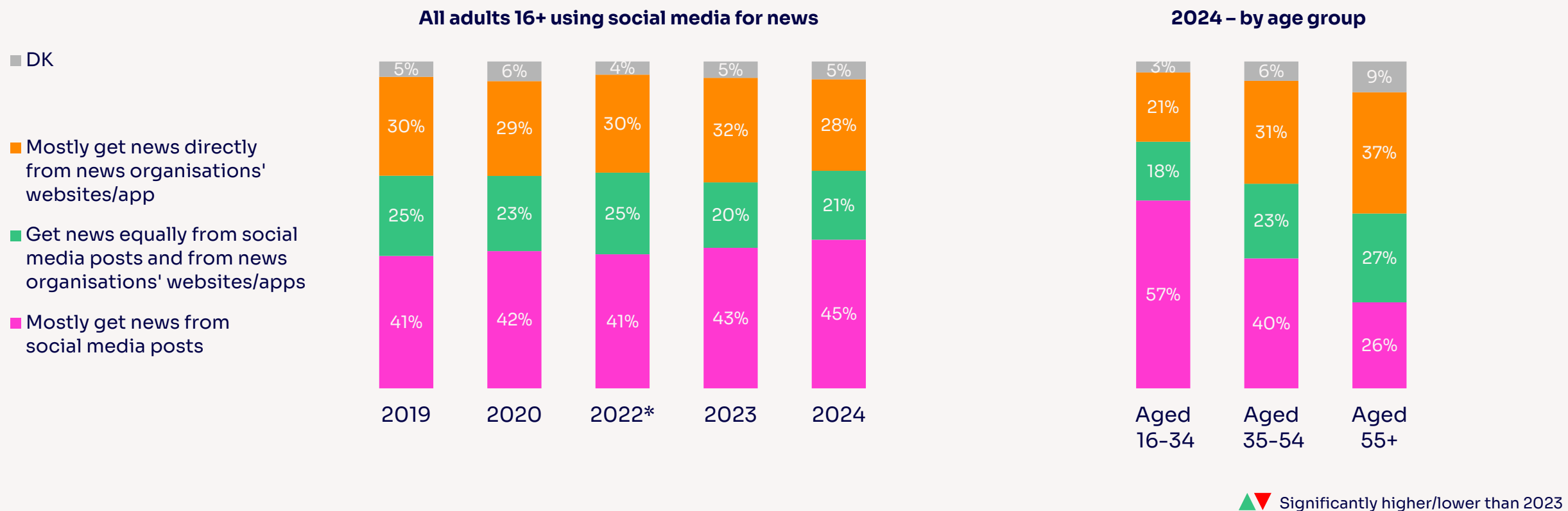
Question: D11. Which of the following types of news do you use <social media site> for?

Base: All Adults 16+ using each site for news 2024 – Facebook=1707, X=836, Instagram=978, TikTok=632, Snapchat=341

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

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

All adults 16+ using social media for news



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

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

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

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

# Social media sources continue to score relatively poorly across most attributes, with Facebook receiving the lowest and YouTube the best scores

## Attributes of Social Media sites 2024

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

	Social Media sites TOTAL	Facebook	YouTube	Instagram	X (formerly Twitter)	TikTok	Snapchat
		1629	1122	917	801	595	311
Is important to me personally	61%	55% ▼	66% ▲	60%	64%	65%	60%
Offers a range of opinions	59%	52% ▼	66% ▲	58%	68% ▲	60%	53%
Helps me understand what's going on in the world today	54%	45% ▼	62% ▲	54%	60%	53%	51%
Includes different political perspectives when covering news	51%	42% ▼	57%	53%	60%	53%	52%
Challenges those with power (e.g. politicians govt ministers)	50%	38% ▼	61% ▲	48%	56%	56%	52%
Has a depth of analysis and content not available elsewhere	47%	37% ▼	60% ▲	44%	49%	48%	48%
Is high quality	46%	38% ▼	58% ▲	45%	50%	46%	48%
Helps me make up my mind	46%	39% ▼	57% ▲	43%	49%	48%	47%
Is accurate	44%	37% ▼	51% ▲	45%	44%	43%	46%
Is trustworthy	43%	36% ▼	51% ▲	41%	44%	44%	48%
Is impartial	42%	36% ▼	50% ▲	40%	44%	44%	45%

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

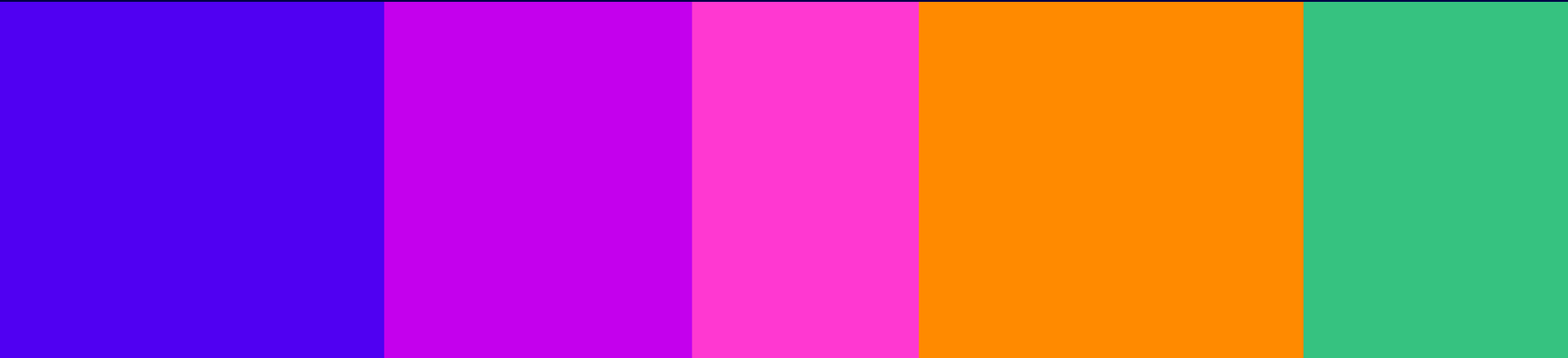
Question: E2. How important is <BRAND> as a source of news to you personally?

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

Base: All adults 16+ using each source for news at least once a week 2024 – bases shown above

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

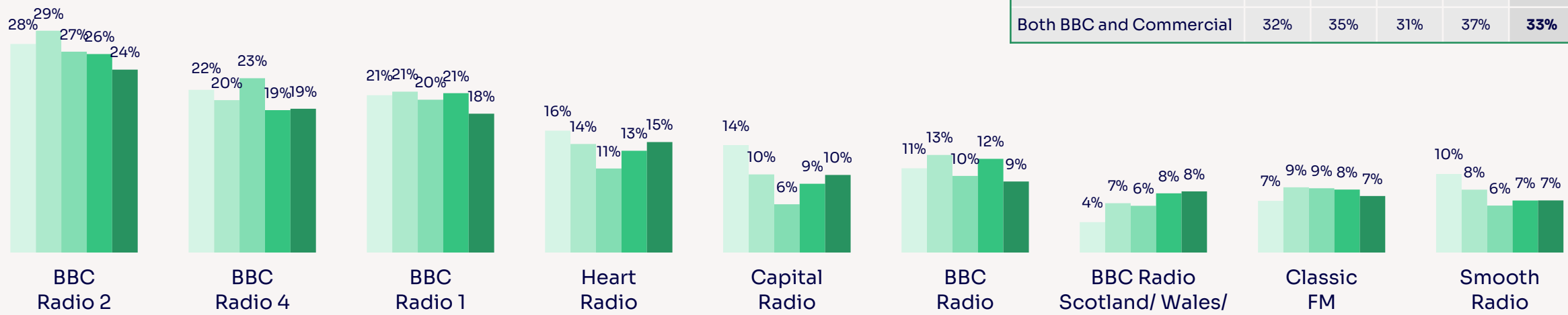
# News consumption via radio



# Among adults that use radio for news, seven in ten continue to use a BBC radio station. Fewer radio users listen to BBC radio

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

2019 2020 2022\* 2023 2024



Net reach of stations	2019	2020	2022*	2023	2024
Any BBC Radio	72%	73%	71%	71%	<b>68%</b>
UK-wide BBC Radio	67%	67%	65%	65%	<b>61%</b>
Commercial radio	59%	59%	56%	62%	<b>62%</b>
BBC Radio only	39%	38%	40%	33%	<b>34%</b>
Commercial radio only	26%	24%	26%	24%	<b>28%</b>
Both BBC and Commercial	32%	35%	31%	37%	<b>33%</b>

▲ ▼ Significantly higher/lower than 2023

Source: Ofcom News Consumption Survey 2024 – COMBINED F2F & ONLINE sample  
 Question: D6a. Thinking specifically about radio stations, which of the following do you use for news nowadays?  
 Base: All using radio for news – 2024=2319, 2023=1807, 2022 W2\*=1176, 2020=1975, 2019=2043. Only sources with an incidence of 7%+ in 2024 are shown  
 \*2022 W1, and 2021, data not shown because face-to-face fieldwork was not possible during Covid-19 pandemic  
 Note: Radio stations include short news bulletins at the start of each hour which aren't measured through the industry metric, RAJAR. Our survey helps us understand the role radio plays in news consumption.

# BBC listeners give the strongest scores, the highest rated commercial station is LBC

## Attributes of Radio stations 2024

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

	Radio stations TOTAL	BBC Radio 4	BBC Radio 5 Live	Other BBC Radio	Heart Radio	Capital Radio	talkSPORT/talkSPORT2/talkRADIO	LBC Radio
		368	230	977	266	192	152	114
Is important to me personally	64%	76% ▲	68%	66%	50% ▼	52% ▼	62%	71%
Is accurate	69%	78% ▲	77%	68%	59% ▼	64%	59%	73%
Is high quality	68%	81% ▲	75%	68%	56% ▼	63%	62%	72%
Is trustworthy	68%	75%	77%	67%	59%	69%	56%	61%
Helps me understand what's going on in the world today	66%	79% ▲	70%	66%	51% ▼	60%	60%	69%
Offers a range of opinions	62%	73% ▲	68%	61%	50% ▼	55%	58%	71%
Is impartial	60%	69%	67%	58%	53%	58%	55%	62%
Helps me make up my mind	57%	67%	63%	54%	49%	55%	47%	59%
Has a depth of analysis and content not available elsewhere	55%	72% ▲	61%	53%	36% ▼	46%	52%	66%

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

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

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

Base: All adults 16+ using each source for news at least once a week 2024 – bases shown above

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



# BBC Radio listeners give the highest scores across all attributes

## Additional attributes of Radio stations 2024

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

	Radio stations TOTAL	BBC Radio 4	BBC Radio 5 Live	Other BBC Radio	Heart Radio	Capital Radio	talkSPORT/talkSPORT2/talkRADIO
		368	230	977	228	156	116
Good for national news	<b>71%</b>	81% ▲	77%	72%	56% ▼	60%	57%
Has high calibre journalists/presenters	<b>66%</b>	81% ▲	76%	66%	48% ▼	55%	49% ▼
Good for international news	<b>64%</b>	80% ▲	68%	66%	44% ▼	51% ▼	51%
Good for understanding what's going on in other parts of the UK	<b>62%</b>	67%	62%	66%	50% ▼	59%	50%
Helps me engage with/ understand political process	<b>59%</b>	71% ▲	63%	60%	37% ▼	55%	49%
Includes different political perspectives when covering news *	<b>59%</b>	76% ▲	69%	55%	40% ▼	*	*
Good for regional/local news	<b>58%</b>	50%	54%	63%	56%	66%	43%
Challenges those with power (e.g. politicians and govt ministers) *	<b>57%</b>	70%	66%	55%	38% ▼	*	*

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

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

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

Base: All adults 16+ using each source for news at least once a week 2024 – bases shown above

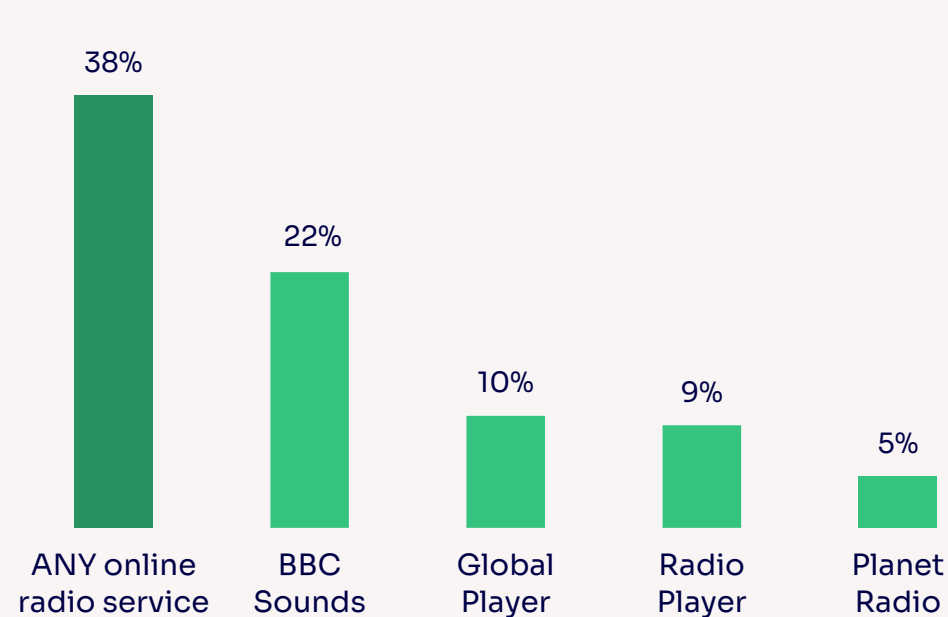
\*Sample sizes are lower for these attributes, data is not shown when sample <100

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

# Over a third of radio listeners use an online radio service for news, BBC Sounds is the most popular

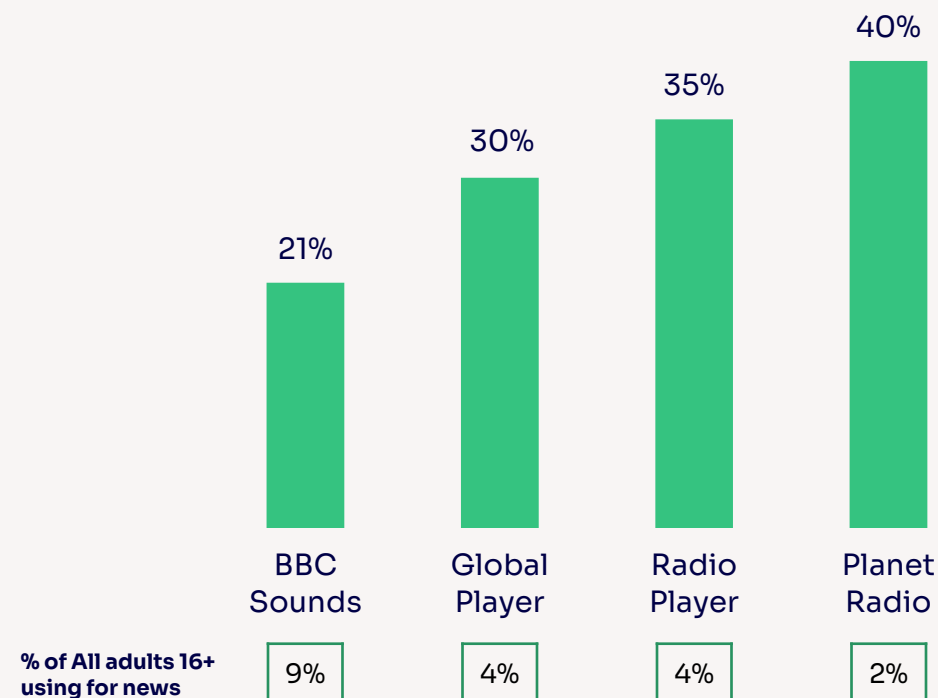
## Online radio services used for news nowadays 2024

All adults 16+ using radio for news



## Online radio service used multiple times a day

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



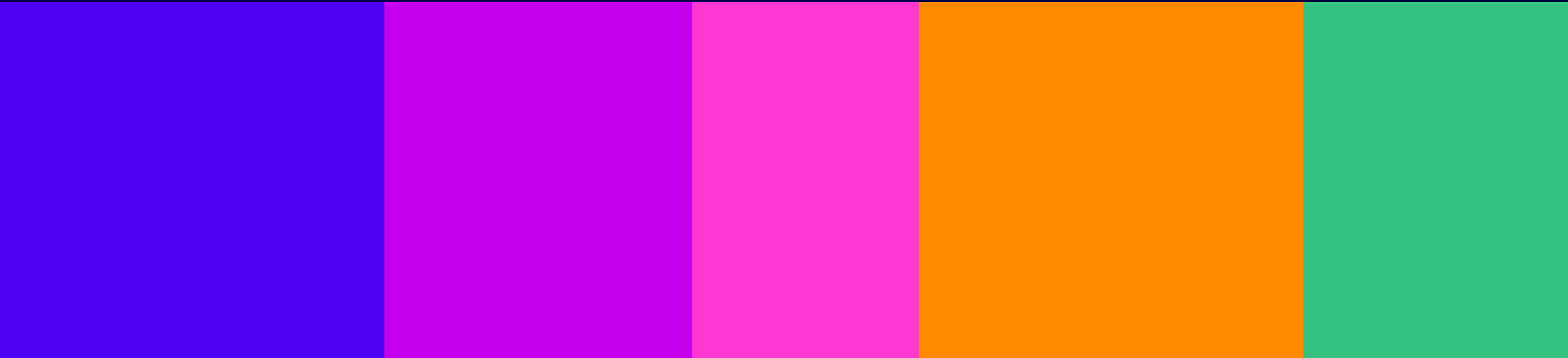
Source: Ofcom News Consumption Survey 2024 – COMBINED F2F & ONLINE sample

Question: D6c. On which of the following online radio services do you listen to news nowadays? This could be on live radio or catch-up radio. Base: All using radio for news – 2024=2319

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

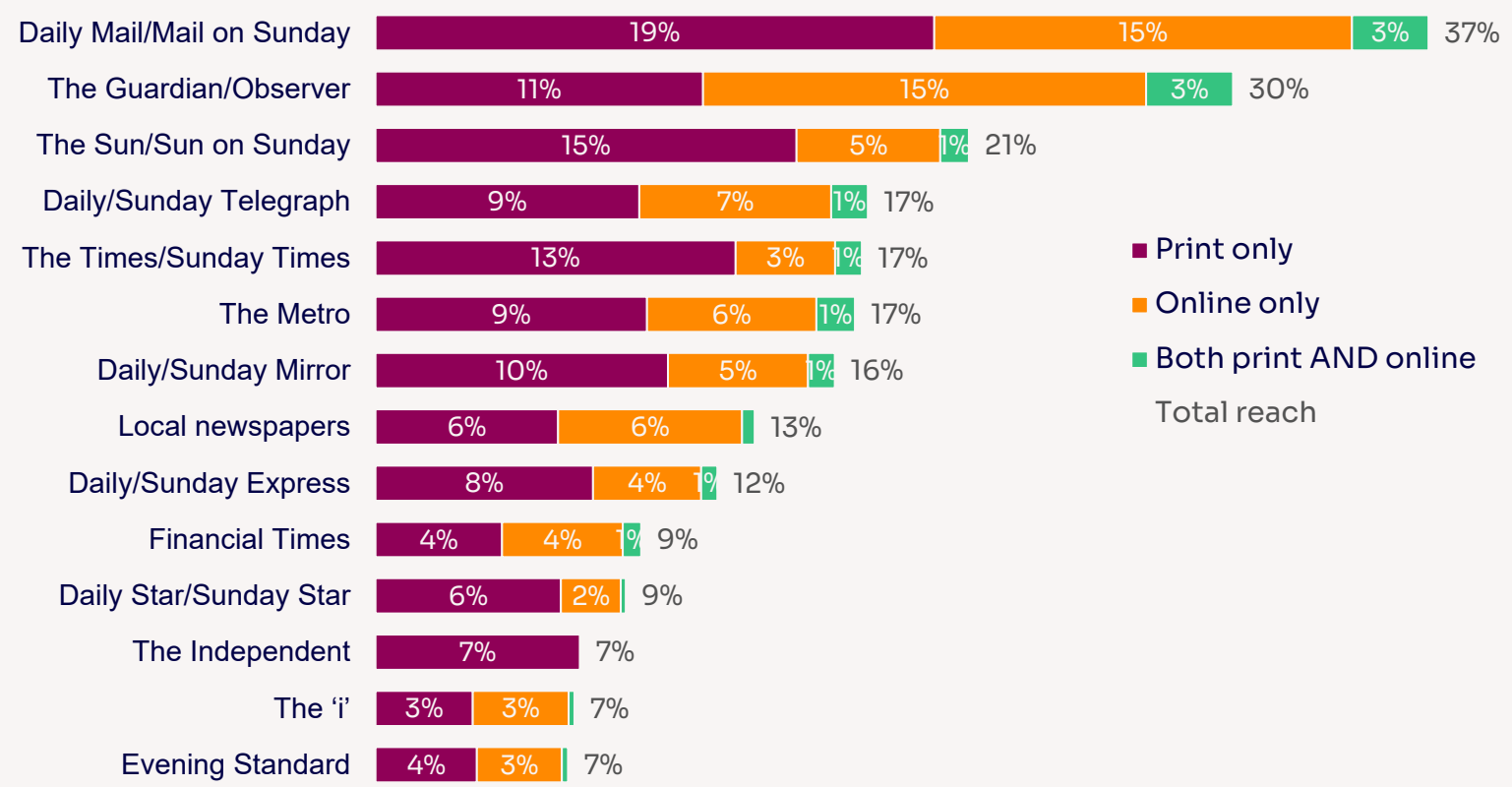
Online radio service questions added in 2024

# News consumption via newspapers and magazines



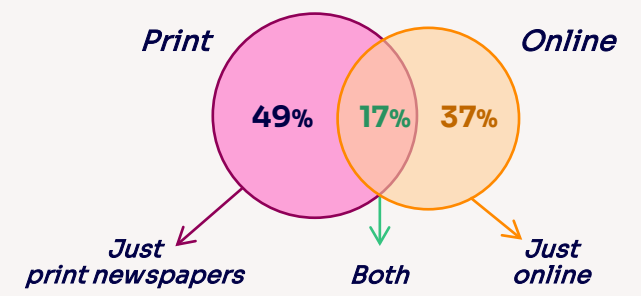
# The Daily Mail/Mail on Sunday remains the most widely-read news title overall

Print vs. digital newspaper readership 2024  
 All adults 16+ using newspapers (print or online) for news



■ Print only  
 ■ Online only  
 ■ Both print AND online  
 Total reach

Crossover of overall newspaper usage

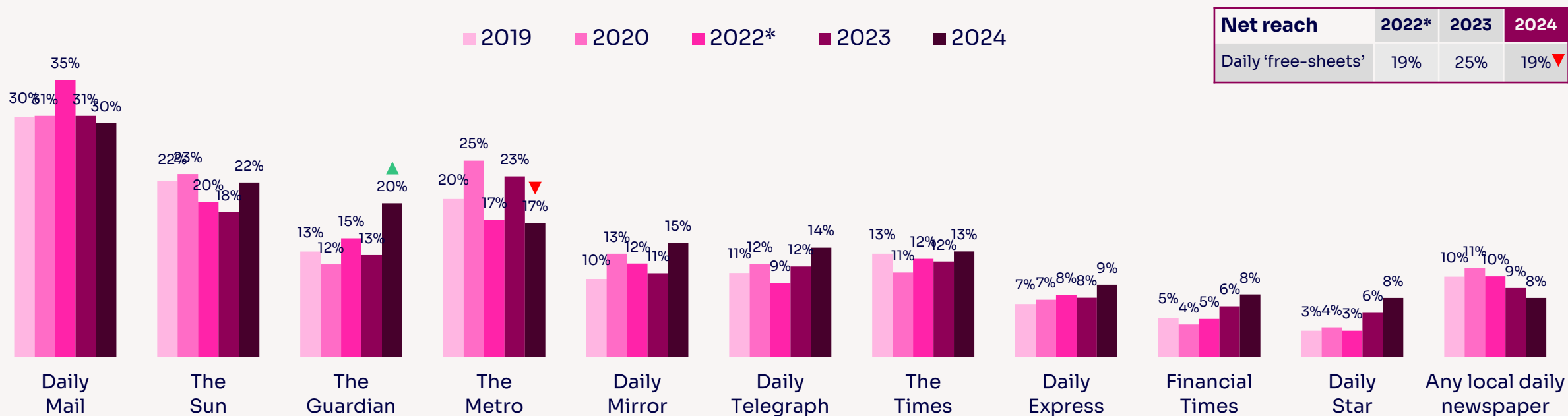


Source: Ofcom News Consumption Survey 2024 – COMBINED F2F & ONLINE sample  
 Question: D3a/D4a. Thinking specifically about daily/weekly newspapers, which of the following do you use for news nowadays? D8a. Thinking about these ways of getting news (on any device), which of the following brands do you get news from online nowadays – i.e. which have you used in the last month or so? Are there any others?  
 Base: All using newspapers (print or online) for news – 2024=2069

# The reach of free newspapers has returned to 2022 levels after an increase last year

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

All adults 16+ using printed newspapers for news



▲ ▼ Significantly higher/lower than 2023

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

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

Base: All using print newspapers for news – 2024=1378, 2023=1175, 2022 W2\*=707, 2020=1594, 2019=1741

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

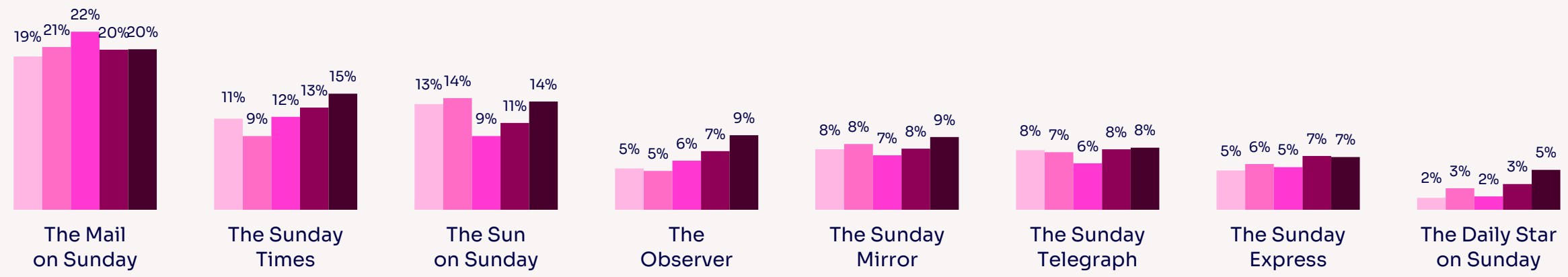
Only sources with an incidence of 8%+ in 2024 are shown. Note: Daily free-sheets are the Metro and the Evening Standard

# The Mail on Sunday remains the most read Sunday newspaper, The Sunday Times and The Sun on Sunday see continued increases in reading for news over the last three years

Sunday newspapers used for news nowadays (print only)  
*All adults 16+ using printed newspapers for news*

2019 2020 2022\* 2023 2024

Net reach	2022*	2023	2024
Free local weekly newspapers	3%	2%	1%



▲ ▼ Significantly higher/lower than 2023

Source: Ofcom News Consumption Survey 2024 – COMBINED F2F & ONLINE sample  
 Question: D4a. Thinking specifically about weekly newspapers, which of the following do you use for news nowadays?  
 Base: All using print newspapers for news – 2024=1378, 2023=1175, 2022 W2\*=707, 2020=1594, 2019=1741  
 \*2022 W1, and 2021, data not shown because face-to-face fieldwork was not possible during Covid-19 pandemic  
 Only sources with an incidence of 5%+ in 2024 are shown

# Readers of The Financial Times consistently give the highest ratings. The Guardian/Observer and Times/Sunday Times are also rated highly for 'high quality' and 'depth of analysis'

## Attributes of Print Newspapers 2024

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

	Print News paper TOTAL	The Daily Mail/ Mail on Sunday	The Sun/ Sun on Sunday	The Guardian/ Observer	The Times/ Sunday Times	The Daily/ Sunday Mirror	The Daily/ Sunday Telegraph	The Metro	The Daily/ Sunday Express	The Daily/ Sunday Star	The Financial Times
		466	331	270	293	241	221	208	181	141	114
Is important to me personally	67%	63%	65%	74%	73%	62%	65%	56%	57%	72%	84% ▲
Is high quality	67%	69%	60%	77% ▲	77% ▲	68%	74%	52% ▼	57%	69%	81%
Is accurate	66%	66%	61%	73%	69%	65%	66%	59%	59%	67%	83% ▲
Helps me understand what's going on in the world today	66%	68%	63%	77% ▲	75%	64%	64%	62%	57%	74%	79%
Is trustworthy	66%	65%	60%	73%	69%	64%	70%	58%	60%	68%	81%
Offers a range of opinions	63%	64%	62%	70%	67%	61%	67%	53%	61%	66%	79%
Includes different political perspectives when covering news *	63%	58%	62%	76%	64%	66%	69%	51%	*	*	*
Challenges those with power (e.g. politicians govt ministers) *	63%	67%	62%	71%	63%	65%	64%	57%	*	*	*
Has a depth of analysis and content not available elsewhere	62%	62%	52% ▼	74% ▲	70%	64%	68%	51%	52%	67%	79% ▲
Is impartial	61%	55%	59%	67%	64%	62%	58%	56%	53%	67%	76%
Helps me make up my mind	61%	62%	59%	69%	66%	64%	58%	54%	55%	64%	78% ▲

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

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

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

Base: All adults 16+ using each source for news at least once a week (or every 2-3 weeks for weekly newspapers) 2024 – bases shown above

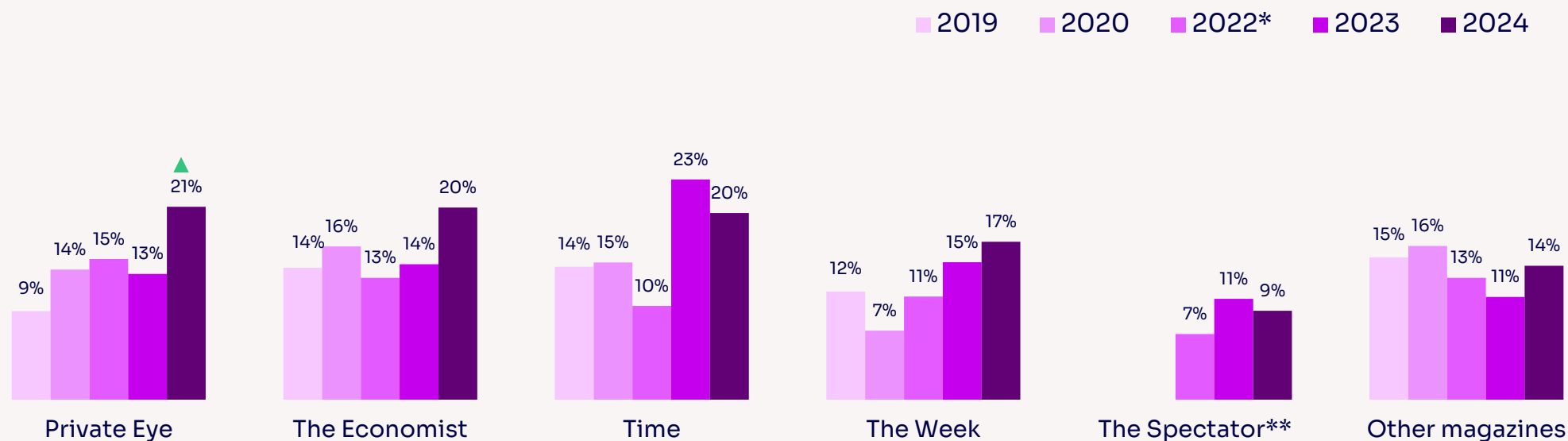
\*Sample sizes are lower for these 2 attributes, data is not shown when sample <100

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

# Private Eye is now the most popular magazine, seeing an increase from 2023, followed by The Economist and Time.

## Magazines used for news nowadays

All adults 16+ using magazines for news



▲ ▼ Significantly higher/lower than 2023

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

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

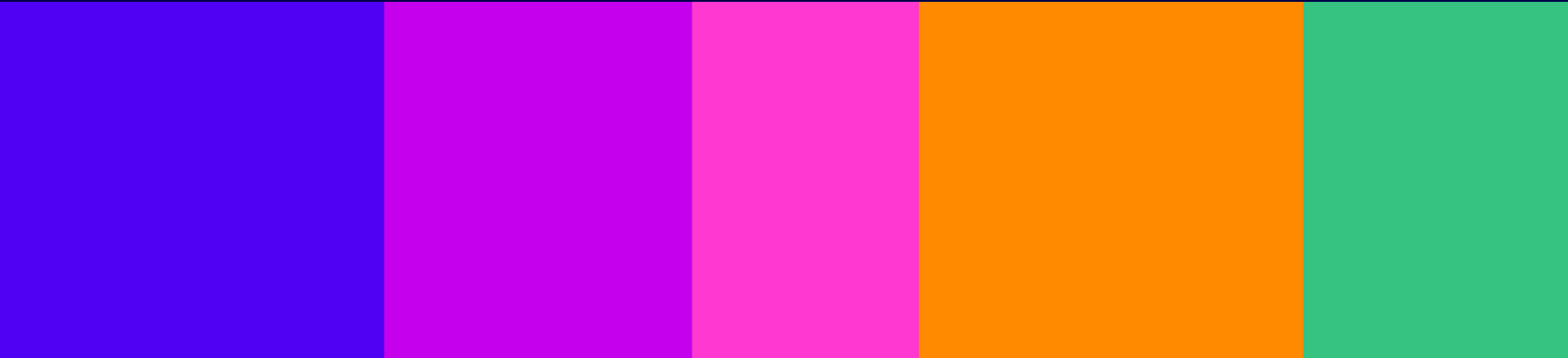
Base: All using magazines for news – 2024=397, 2023=297, 2022 W2\*=182, 2020=433, 2019=496

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

\*\*The Spectator added in 2022



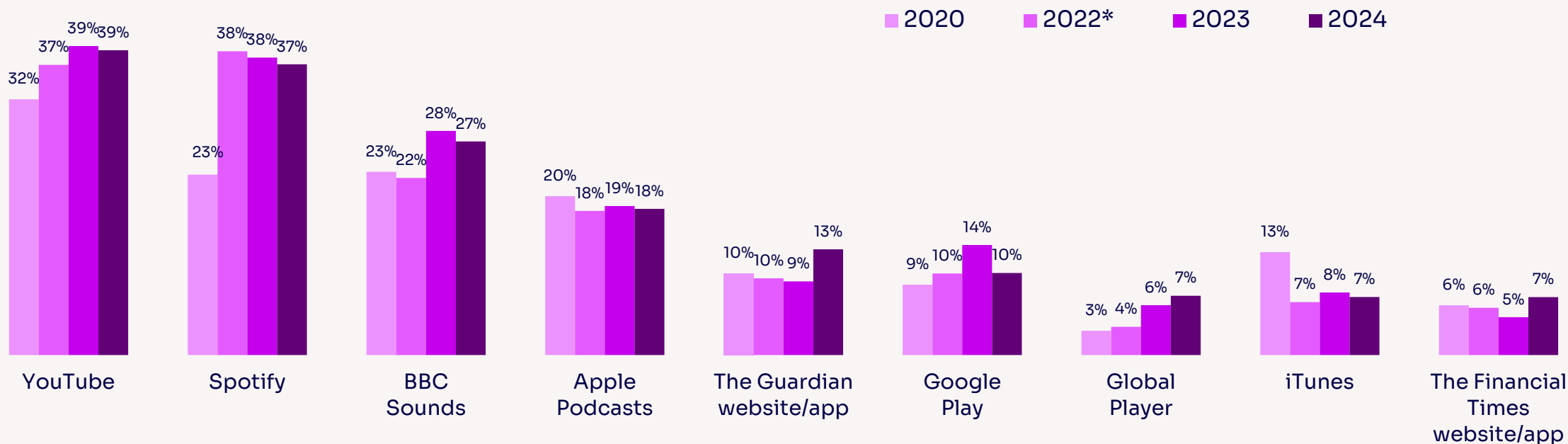
# News consumption via podcasts



# YouTube and Spotify remain the most popular sources for news via podcasts, followed by BBC Sounds

## Podcast platforms used for news nowadays

All adults 16+ using podcasts for news



▲ ▼ Significantly higher/lower than 2023

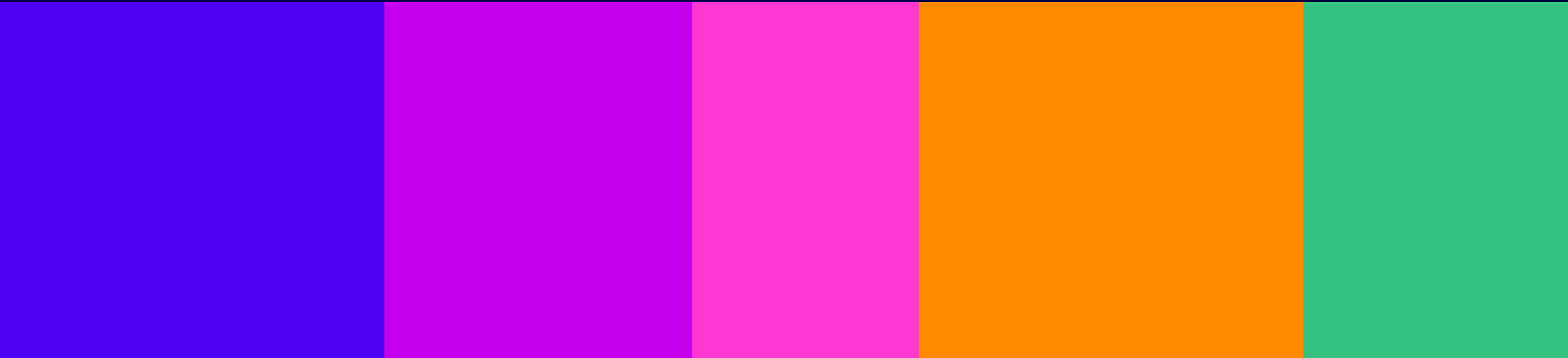
Source: Ofcom News Consumption Survey 2024 – COMBINED F2F & ONLINE sample

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

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

Only sources with an incidence of 7%+ in 2024 are shown

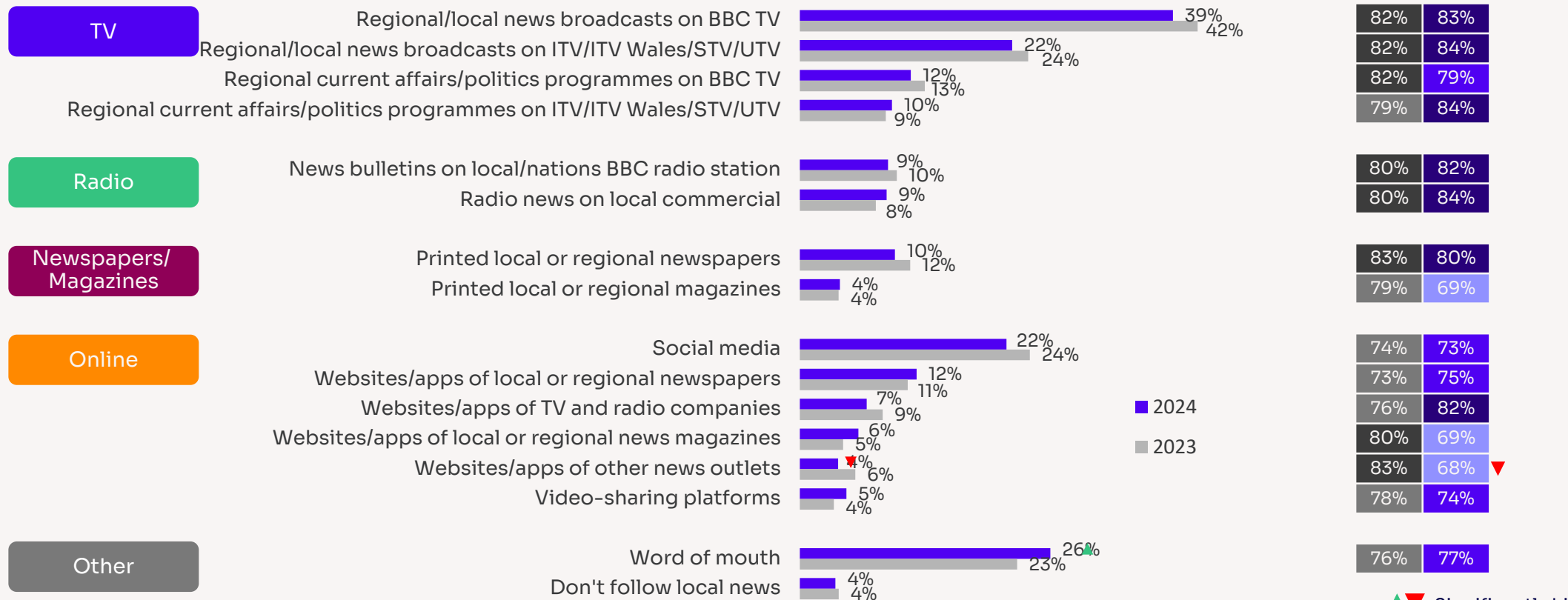
# Local news consumption



# TV remains the most used platform for accessing local news but an increasing amount is obtained through word of mouth. Satisfaction with local news sources remains in line with 2023

## Platforms used to access local news

All adults 16+ who follow news



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

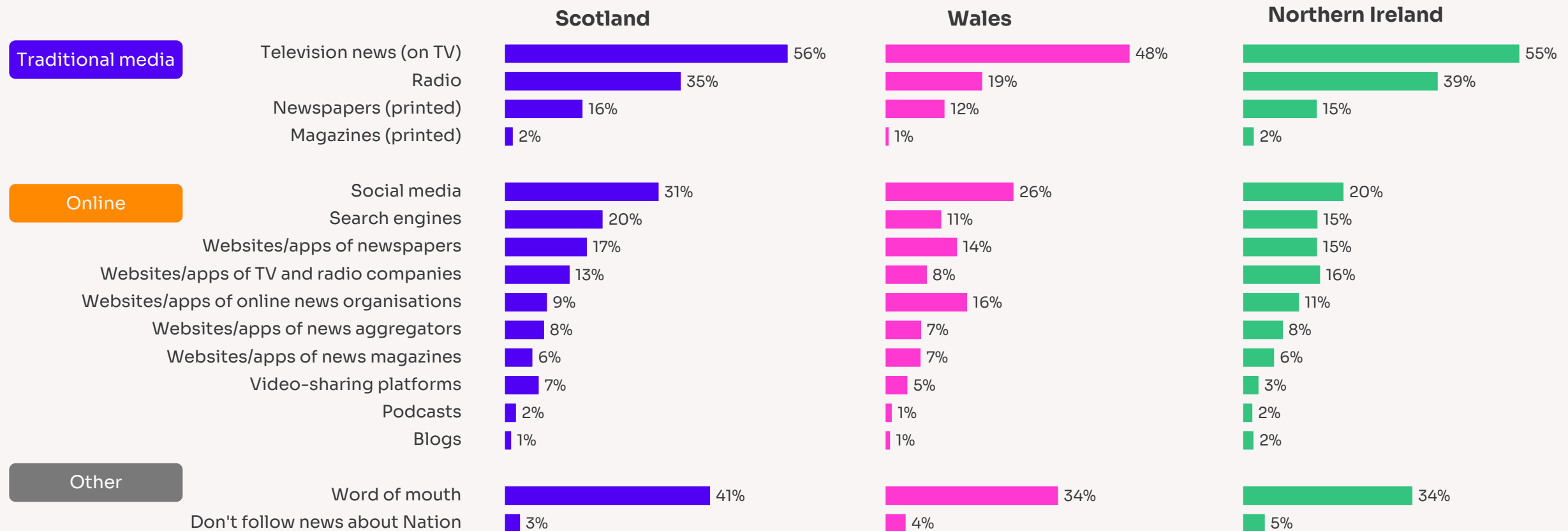
Question: F8. Thinking particularly about local news, which of the following do you use? Base: All adults 16+ who follow news – 2024=5250, 2023=4371

Question: F9. How satisfied are you with the quality of the local news available from [source]? Base: All using each source – 2024=232-2172, 2023=175-1785

# TV is the most popular platform for accessing news about the nations, news organisations websites play a more important role for Wales than the other nations

## Platforms used to access news about own nation 2024 – by Nation

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

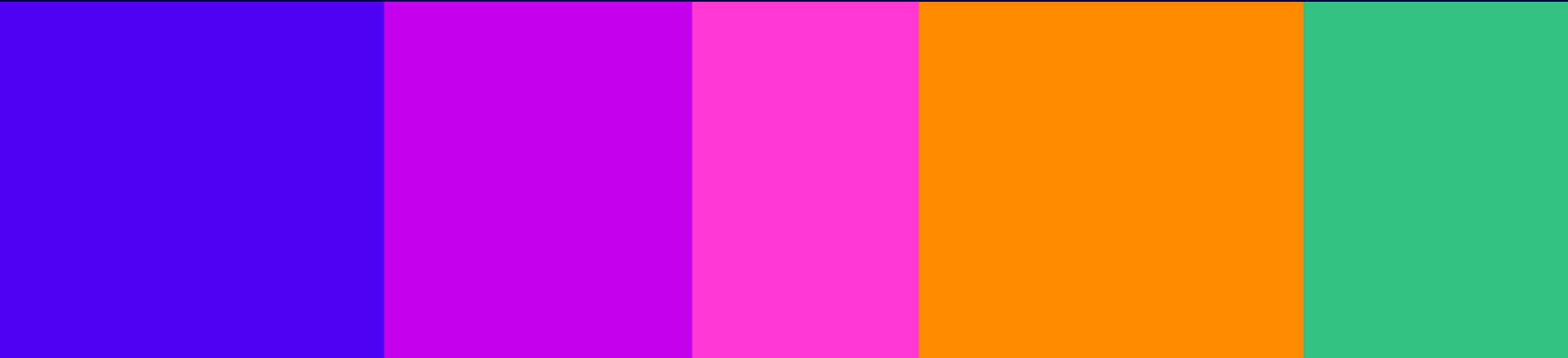


Source: Ofcom News Consumption Survey 2024 – COMBINED F2F & ONLINE sample

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

Base: All adults 16+ who follow news 2024 – Scotland=647, Wales=635, Northern Ireland=564

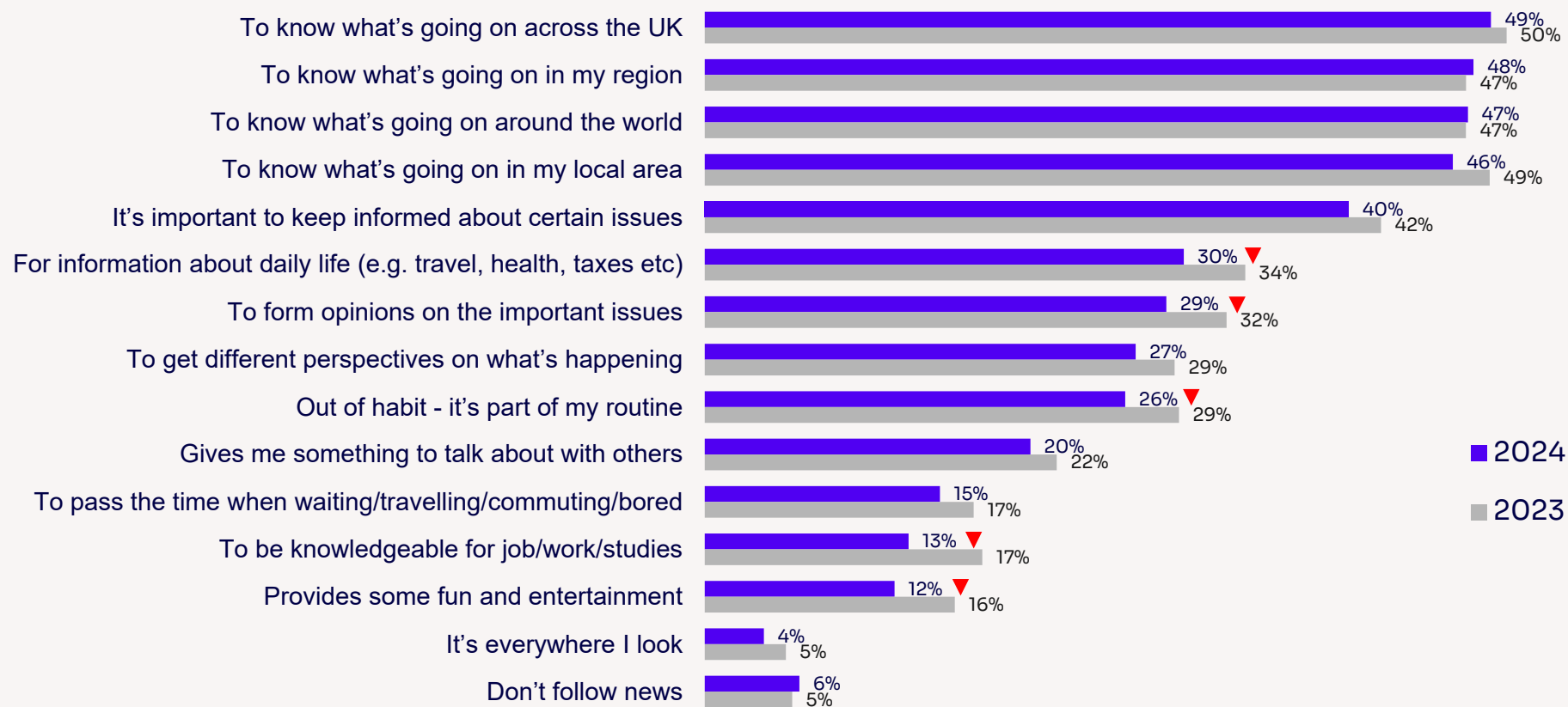
# Reasons for following the news



# Top reasons for following the news remain largely the same, wanting 'to know what's going on across the UK / my region / around the world / my local area'.

## Reasons to follow the news

All adults 16+



▲ ▼ Significantly higher/lower than 2023

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

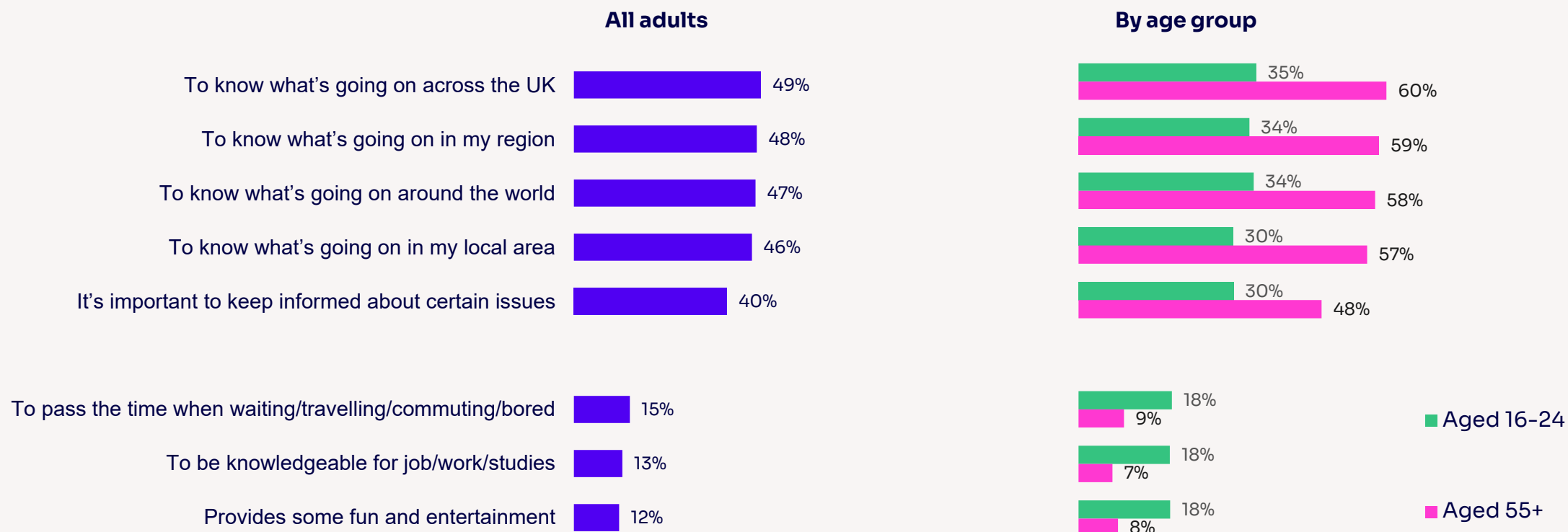
Question: G1. Thinking about some of the reasons people might have for following news, which of these reasons apply to you?

Base: All adults 16+ 2024=5466, 2023=4556

# Older adults (aged 55+) have different motivations for following the news than younger adults (16-24s)

## Reasons to follow the news 2024 – by age group

All adults 16+



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

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

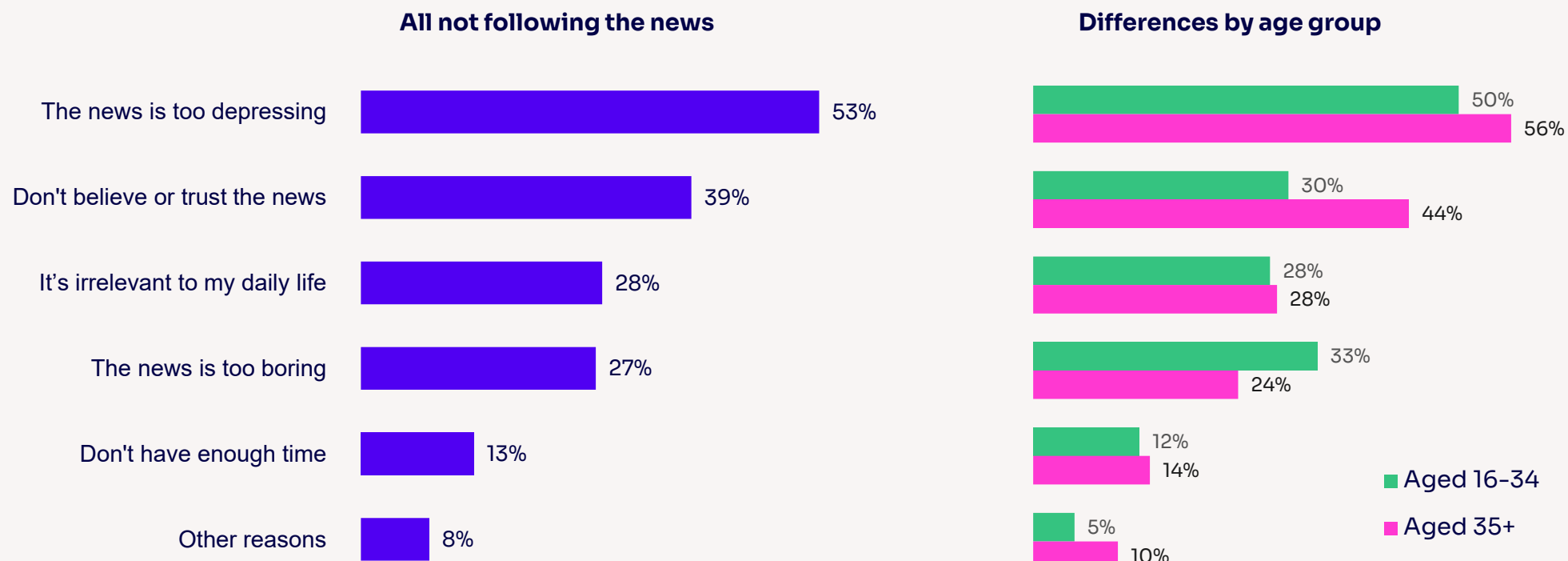
Base: All adults 16+ 2024 - Total=5466, Aged 16-24=692, Aged 55+=2090



# The main reasons for not following the news are that it 'is too depressing' and people are sceptical of what they see, read or hear

## Reasons for not following the news 2024

All adults 16+ not following the news

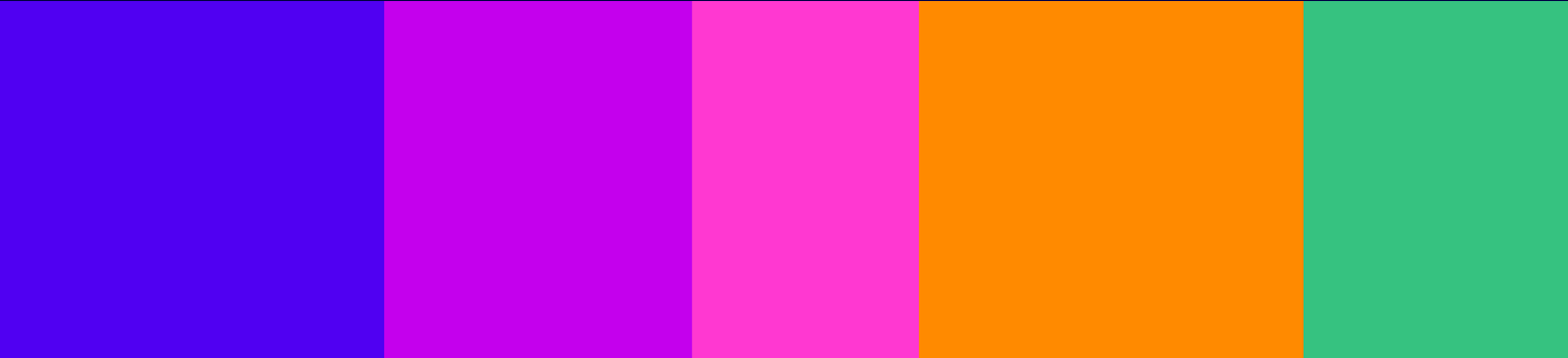


Source: Ofcom News Consumption Survey 2024 – COMBINED F2F & ONLINE sample

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

Base: All adults 16+ not following the news 2024 - Total=307, Aged 16-34=123, Aged 35+=184

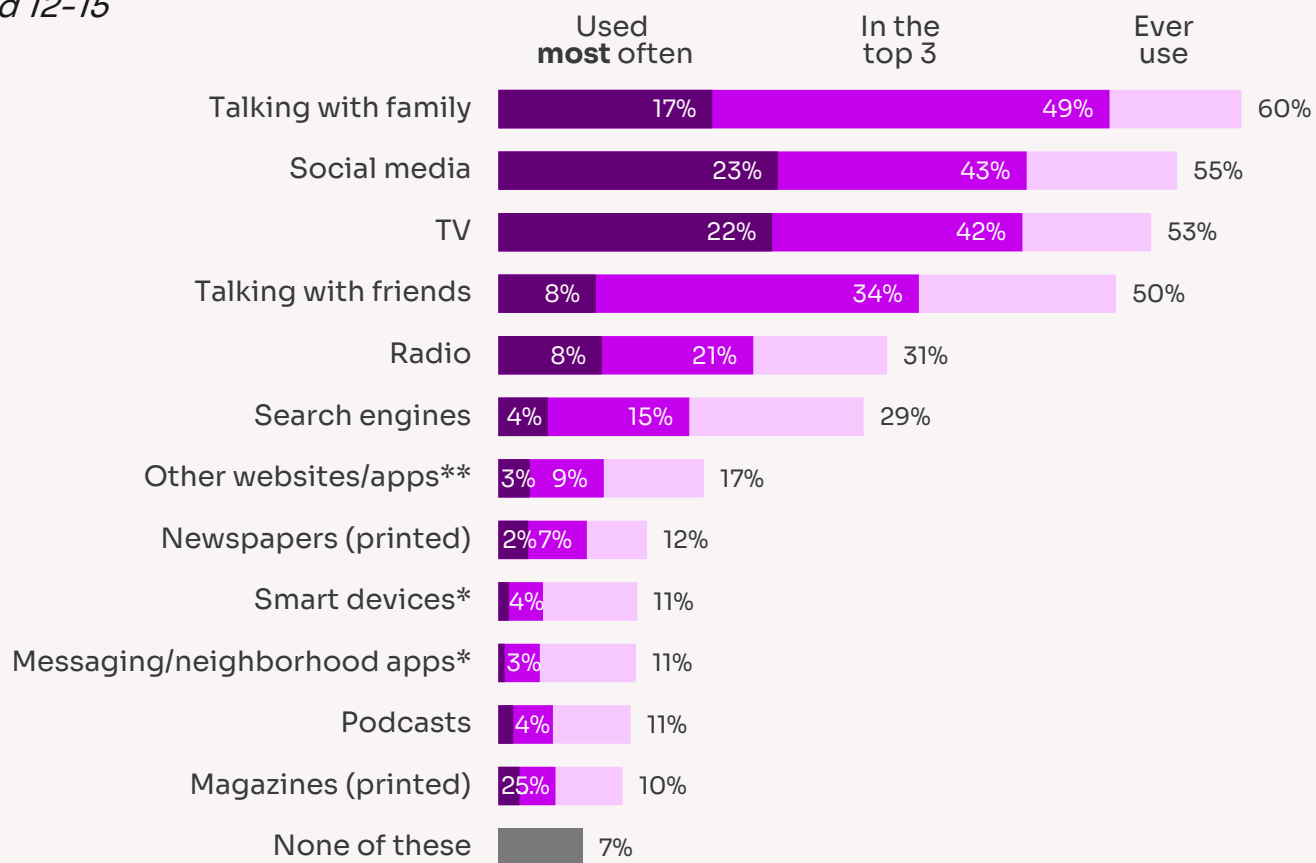
# How teens (12-15s) consume news



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

## All platforms used for news nowadays

All teens aged 12-15



## % Ever use

	2020	2021	2022	2023	2024
Talking with family	68%	68%	65%	68%	60% ▼
Social media	55%	57%	57%	54%	55%
TV	67%	65%	59%	57%	53%
Talking with friends	49%	53%	53%	56%	50% ▼
Radio	38%	34%	34%	33%	31%
Search engines	31%	33%	29%	30%	29%
Other websites/apps**	20%	21%	20%	20%	17%
Newspapers (printed)	15%	16%	13%	15%	12%
Smart devices*	*	*	*	*	11%
Messaging/neighborhood apps*	*	*	*	*	11%
Podcasts	7%	10%	8%	9%	11%
Magazines (printed)	11%	11%	9%	11%	10%
None of these	3%	3%	4%	5%	7%

Source: Ofcom Teens News Consumption Survey 2024

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 teens aged 12-15 – 2024=1007, 2020-2023=1000-1010

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

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

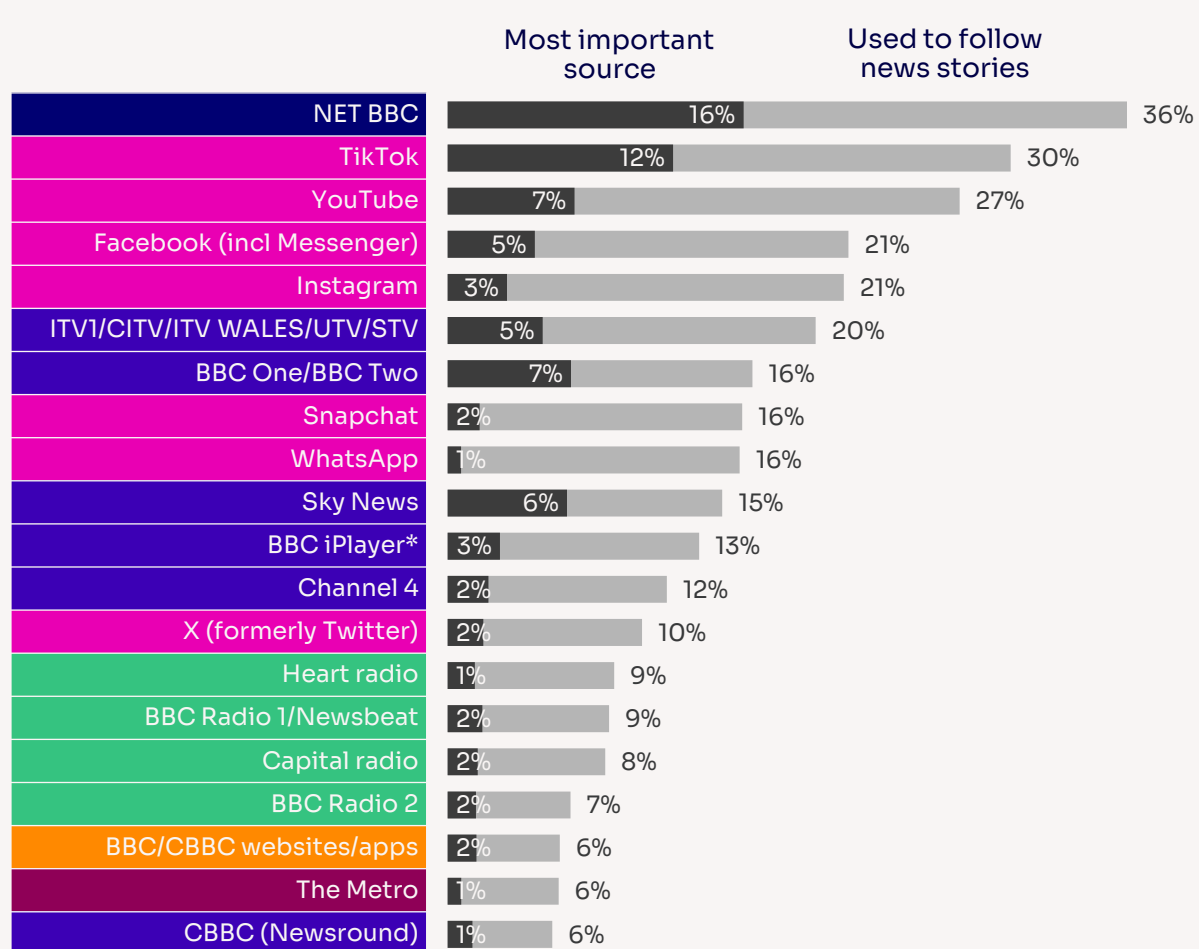
▲ ▼ Significantly higher/lower than 2023

# TikTok remains the most used single source of news across all platforms, followed by YouTube, Facebook and Instagram. However, the combined reach of BBC sources remains higher

## Top news sources All teens aged 12-15



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



	% Used				
	2020	2021	2022	2023	2024
NET BBC	51%	46%	39%	39%	36%
TikTok	11%	22%	28%	28%	30%
YouTube	30%	33%	28%	25%	27%
Facebook (incl Messenger)	29%	27%	22%	18%	21%
Instagram	28%	28%	29%	25%	21%
ITV1/CITV/ITV WALES/UTV/STV	28%	24%	25%	21%	20%
BBC One/BBC Two	41%	35%	24%	21%	16% ▼
Snapchat	16%	17%	19%	15%	16%
WhatsApp	16%	21%	17%	15%	16%
Sky News	19%	24%	19%	17%	15%
BBC iPlayer*	*	*	*	13%	13%
Channel 4	12%	12%	10%	11%	12%
X (formerly Twitter)	13%	16%	13%	12%	10%
Heart radio	10%	9%	10%	11%	9%
BBC Radio 1/Newsbeat	10%	10%	9%	7%	9%
Capital radio	10%	9%	11%	9%	8%
BBC Radio 2	5%	4%	5%	7%	7%
BBC/CBBC websites/apps	10%	10%	8%	7%	6%
The Metro	5%	6%	5%	7%	6%
CBBC (Newsround)	9%	10%	9%	6%	6%

▲ ▼ Significantly higher/lower than 2023

Source: Ofcom Teens News Consumption Survey 2024

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

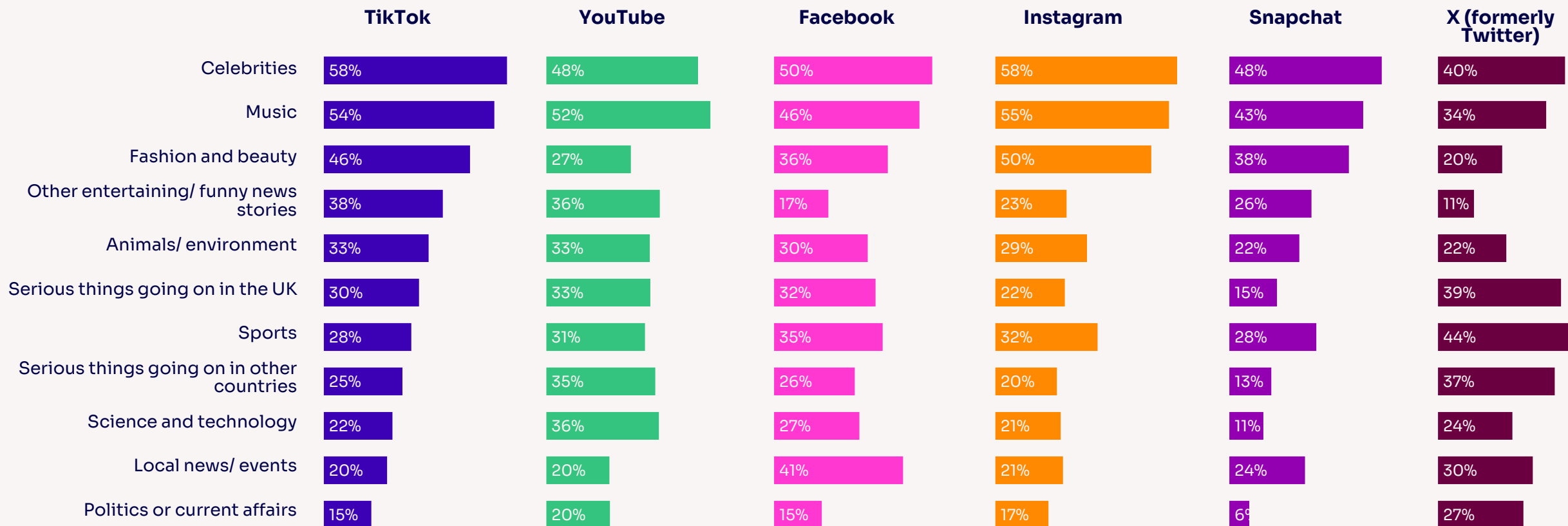
E1a. Here is a list of all the news sources that you say you use. Which ONE of these is the most important news source to you?

Base: All teens aged 12-15 – 2024=1007, 2020-2023=1000-1010 \*\*BBC iPlayer added in 2023

# Teens are more likely to use social media for lighter rather than weightier news topics. In particular, X is more likely to be used for serious news and sports, whilst Facebook is more likely to be used for local news

Types of news that social media sites are used for 2024

*All teens aged 12-15 using each type of social media for news*



Source: Ofcom Teens News Consumption Survey 2024

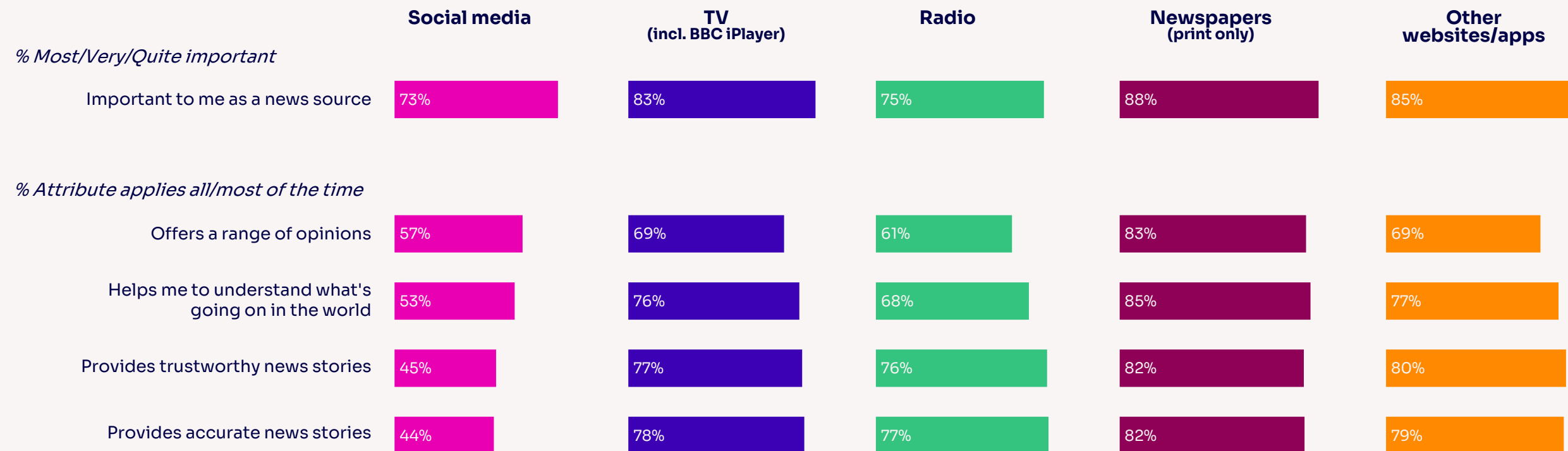
Question: E4: Which of the following types of news stories do you use <social media site> for?

Base: All teens aged 12-15 using each site for news 2024 – TikTok=295, YouTube=272, Facebook=223, Instagram=219, Snapchat=152, X=113

# Teens gave Newspapers the highest ratings across the attributes. Scores for social media are comparatively low

## Attributes of news platforms 2024

Ratings from teens aged 12-15 using each platform for news



Source: Ofcom Teens News Consumption Survey 2024

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 Teens aged 12-15 who use each platform for news 2024 – Social media=1595, TV=863, Radio=526, Newspapers=388, Other websites/apps=192

# Teens gave TV channels higher ratings than social media. Eight in ten claimed that BBC One/Two provides accurate and/or trustworthy news. By contrast, this was one in three for TikTok

## Attributes of news sources 2024

Ratings from teens aged 12-15 using each source for news

### TV (broadcast and BVoD)

ITVI/ CITV/ ITV WALES /UTV/STV	BBC One/ BBC Two	Sky News	BBC iPlayer	Channel 4
196	175	158	139	125

### Social media

TikTok	YouTube	Facebook/ Messenger	Instagram	Snapchat	WhatsApp	X(formerly Twitter)
295	272	223	219	152	160	113

#### % Most/Very/Quite important

	ITVI/ CITV/ ITV WALES /UTV/STV	BBC One/ BBC Two	Sky News	BBC iPlayer	Channel 4	TikTok	YouTube	Facebook/ Messenger	Instagram	Snapchat	WhatsApp	X(formerly Twitter)
Important to me as a news source	81%	82%	88%	85%	85%	79%	80%	68%	68%	68%	67%	77%

#### % Attribute applies all/most of the time

	ITVI/ CITV/ ITV WALES /UTV/STV	BBC One/ BBC Two	Sky News	BBC iPlayer	Channel 4	TikTok	YouTube	Facebook/ Messenger	Instagram	Snapchat	WhatsApp	X(formerly Twitter)
Offers a range of opinions	61%	67%	75%	72%	71%	56%	62%	60%	51%	45%	50%	72%
Helps me to understand what's going on in the world	71%	78%	74%	79%	76%	52%	58%	54%	53%	40%	51%	65%
Provides trustworthy news stories	71%	83%	73%	79%	79%	35%	53%	45%	42%	33%	45%	57%
Provides accurate news stories	71%	82%	76%	82%	81%	35%	52%	41%	44%	31%	42%	58%

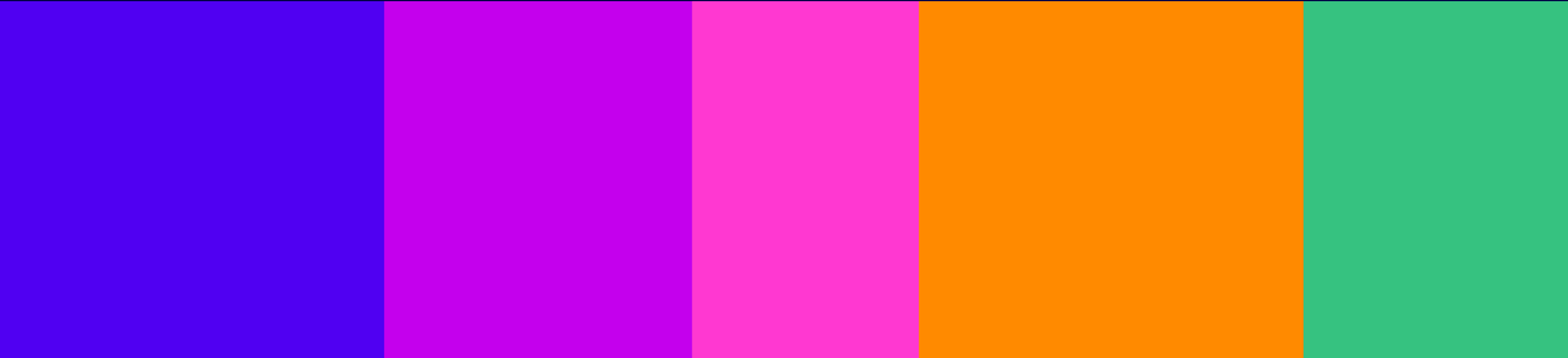
Source: Ofcom Teens News Consumption Survey 2024

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 Teens aged 12-15 who use each source for news 2024 – bases shown above, only sources used by 100+ respondents included

# Appendix – Methodology





# News Consumption Survey – Adult methodology

- From December 2017 until March 2020, Jigsaw Research conducted a mixed methodology approach, combining online and face to face interviews. However, during the next two years of research, they were unable to do this consistently, due to the Covid-19 pandemic.
- Since online methodologies tend to underrepresent low/non internet users, Jigsaw conducted a combination of online and telephone interviews during November/December 2020, March/April 2021 and November/December 2021, to ensure that these groups had the opportunity to express their views. In March/April 2022, Jigsaw reverted back to the preferred methodology of conducting online and face to face interviews, to be consistent with previous years.
- This mixed methodology has been used again from 6th November – 3rd December 2023 and 26th February – 23rd March 2024. NB: These two interviewing periods have remained broadly consistent over the last six years to ensure comparability.
- In total, 5,466 interviews were undertaken. 2,142 were conducted face to face and 3,317 were conducted online.
- As previously noted, the 2024 News Report shows combined online and face-to-face adult data for 2024, compared with 2023, 2022 (March/April 2022 only), 2020, 2019 and 2018.
- Within the sample frame, the nations were over-represented to produce robust sample sizes for analysis. The data has been weighted to correct for this over-representation, with weights applied to match known population profiles. A final weight step was then taken to calibrate between the face to face and online methodologies.
- Full details of the sample design, research methodologies and weighting procedures can be found in the separate ‘Technical Report for Adults’ document.

# News Consumption Survey – Adults & teens methodology

- Statistically significant differences year-on-year are shown at a 99% confidence level, due to the comparison to the lower 2022 sample size.
- The survey has approximately 200 codes for different potential sources for news, as well as the option to allow respondents to nominate their own sources which yields a further 800 or so, including regional sources. This gives us a bottom-up measure of what people consider they use for news (about their nation, the UK, and internationally) and will not necessarily include every possible outlet. The survey therefore provides a granular range of news sources. These individual news sources are then aggregated into various groups or “nets” relating to their owner or publisher.
- This is a recall-based survey. As such, it is likely to provide somewhat different results to other types of measurement. In particular, it may underestimate some online news consumption activity. It is likely to be harder for respondents to recall ad-hoc online news consumption compared to, say, the purchase of a newspaper or the watching of an evening television bulletin. On the other hand, respondents show through such surveys which news sources resonate with them.
- The methodology used for the 12-15s study is largely unchanged over the last 6 years. In total, 502 interviews from 6th November – 3rd December 2023 have been combined with 505 interviews from 26th February – 23rd March 2024.
- Quotas were set on age, gender, socio-economic group (SEG) and nation to ensure the sample was representative of the UK and the data has also been weighted on age, gender, SEG and nation. Full details of the sample design, research methodology and weighting procedures can be found in the separate ‘Technical Report for Teens’ document.
- Statistically significant differences year-on-year are shown at a 95% confidence level. ▪ Each wave of fieldwork was undertaken in three stages:
- Stage 1: Parents of 12-15 year-olds were targeted, using an online panel. ▪ Stage 2: Parents were screened to ensure we recruited a representative sample of participants. ▪ Stage 3: The parent asked their (qualifying) teen to complete the rest of the questionnaire.