

News consumption in the UK: Supporting data

Produced by: Jigsaw Research

Fieldwork dates: November & December 2022 and March & April 2023

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Methodology and sample

- The findings of the survey this year are explored in detail in the [News Consumption in the UK 2023 report](#). This pack contains supporting data.
- In News Reports published from 2018 to 2020, the adult (16+) research was conducted using a mixed methodology, combining online and face-to-face interviews (F2F). However, during the next two years of research, Jigsaw 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 7 November – 7 December 2022 and 27 February – 3 April 2023.
- The 2023 News Report shows combined online and face-to-face adult data for 2023, compared with 2022 (March/April 2022 only), 2020, 2019 and 2018.
- The Teens (12-15) survey methodology was unchanged throughout the Covid-19 pandemic, as it uses an online (only) approach. This year, the Teen interviews were conducted from 5 November – 6 December 2022 and 27 February – 20 March 2023.

Summary of findings in brief

Overall news consumption:

- News content is available across a variety of platforms and provided in a range of ways that make it accessible and convenient for many people. Most UK adults (96%) say they consume news in some form with broadcast TV maintaining its position as the most used platform (used by 70% of UK adults). This increases to 75% when on-demand content is included.
- BBC news output across all its platforms reaches 73% of all UK adults, with BBC One continuing to be the most used source as well as the single most important source.
- Although there has been a long-term decline in the use of print newspapers, with overall reach of these news brands being supplemented by their digital platforms, our most recent data shows consistent print newspaper reach between 2022 and 2023.

Social Media:

- Online sources are the second most used platforms for news behind broadcast TV, used by over two thirds (68%) of UK adults. Social media is an important driver for this, with just under half (47%) of UK adults using social media for news nowadays.
- Though Facebook continues to be the most used social media source (reaching 30% of UK adults), it is showing signs of decline in use (35% in 2019). In contrast, TikTok has been growing in popularity as a source of news, reaching 10% of UK adults, an increase from 1% in 2020).
- There is some differentiation in the types of news people use different social media platforms for, but most platforms are used for a range of news types.

Young adults (16-24 year olds):

- A majority (83%) of 16-24 year olds consume news online. This is driven by use of social media for news (71%). In contrast, broadcast TV is used for news by under half (47%) of this age group though this increases to 53% when on-demand viewing is included.
- How they reach news online is also different from older adults. Far fewer 16-24s mainly go direct to websites for their news; they are more likely to go via social media.
- Their reasons for following news also differ. While being more informed about what is going on across the UK or in their local area are key drivers for the overall population, young adults are more likely to follow the news for work or studies, and to pass time when bored or commuting.
- They are more interested than other adults in lighter forms of news on social media, but not at the expense of consuming harder news topics.

Teens (12-15 year olds):

- While the BBC has the highest reach of any news organisation, with its content reaching 39% of this age group, after that, TikTok (28%), YouTube (25%) and Instagram (25%) are the three most used individual sources for news. One in ten teens cited TikTok as their main source of news.
- In line with their news topics of interest lighter news topics are of greatest interest on social media platforms with news about 'celebrities' and 'music' number one and number two choices for those using TikTok, Instagram, Facebook and Snapchat for news.

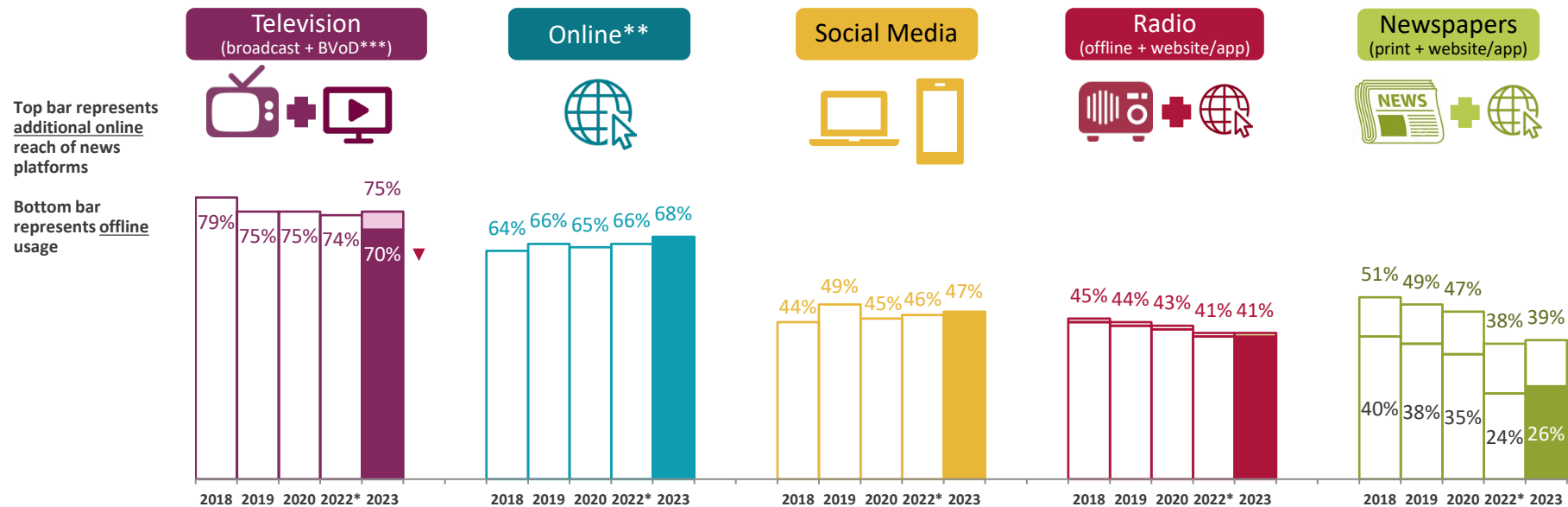
Platforms used for news nowadays

Reach of broadcast TV has decreased whereas reach of newspapers, having fallen in previous years, remains stable this year.

Figure 1.1

Use of main platforms for news nowadays

All adults 16+



Additional online reach represents:

For **Television** – respondents who didn't originally say they used TV for news, but who subsequently said they used BVoD services and/or stated that they '*watched TV news online*'. Including these responses increases the total for **TV news** from **70%** to **75%**.

For **Radio** – those who didn't originally say they used radio for news, but who subsequently said that they '*listened to radio news online*'. Including these respondents brings the total for **radio** up from **40%** to **41%**.

For **Newspapers** - combining mentions of reading news in *printed newspapers* and *via newspaper websites/apps*, brings the total for **newspapers** up from **26%** to **39%**.

Source: Ofcom News Consumption Survey 2023 – **COMBINED F2F & ONLINE** sample

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

Includes use of social media, podcasts and all other websites/apps accessed via any device *Broadcast video-on-demand (BVoD) included for first time in 2023

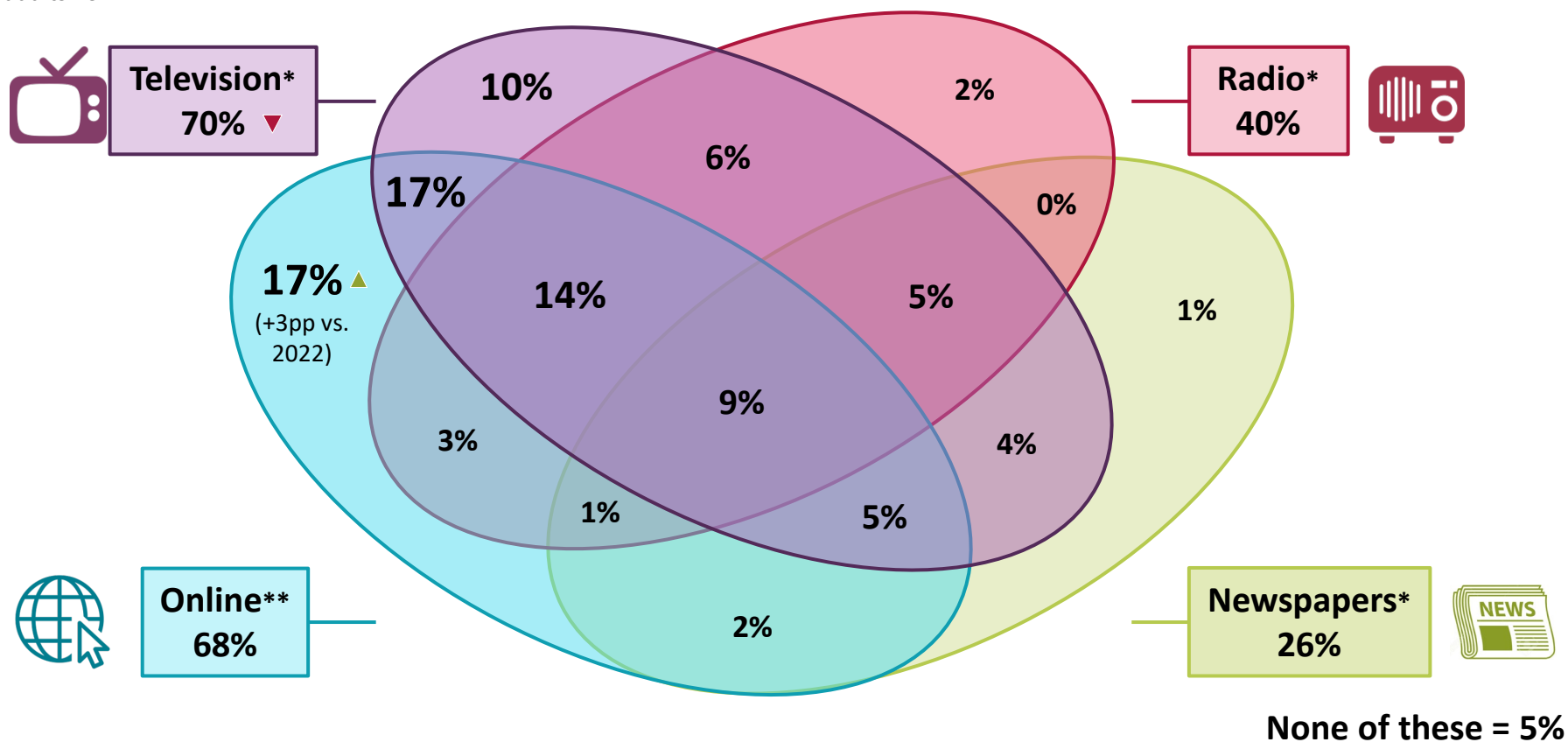
Green/red triangles indicate statistically significant differences between 2023 and 2022 (at 99% confidence level)

Overall, a smaller proportion of adults claim to use TV and a larger proportion claim to only use the internet.

Figure 1.2

Crossover use of four main platforms for news nowadays 2023

All adults 16+



Source: Ofcom News Consumption Survey 2023 – COMBINED F2F & ONLINE sample

Question: C1. Which of the following platforms do you use for news nowadays? Base: All Adults 16+ - 2023=4556

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

**Internet figures include use of social media, podcasts and all other websites/apps accessed via any device

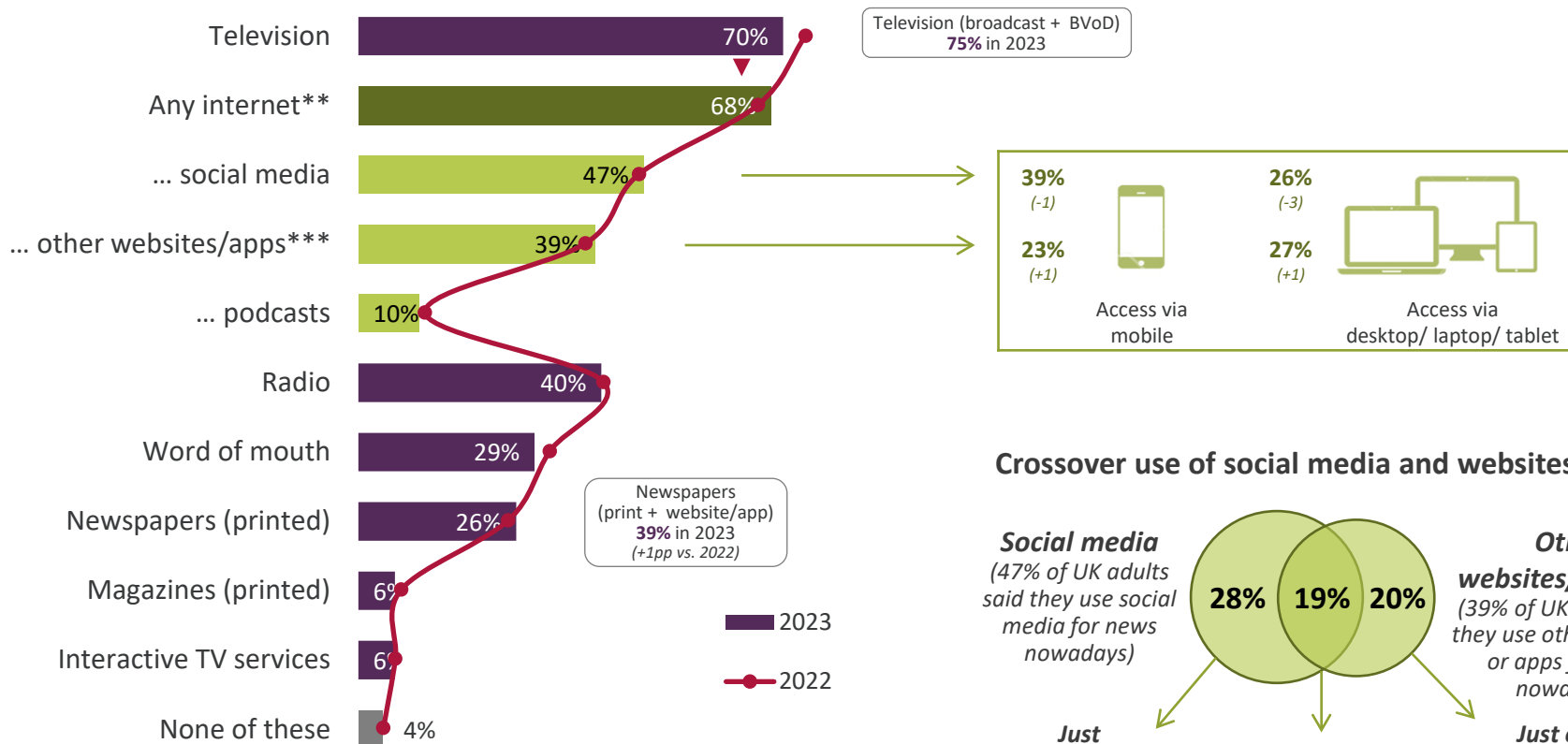
Green/red triangles indicate statistically significant differences between 2023 and 2022 (at 99% confidence level)

Reach of other news platforms, such as podcasts and magazines, remain consistent with 2022.

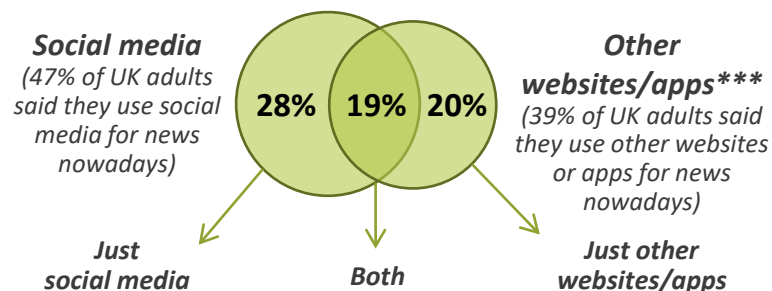
Figure 1.3

All platforms used for news nowadays 2023

All adults 16+



Crossover use of social media and websites/apps



Source: Ofcom News Consumption Survey 2023 – COMBINED F2F & ONLINE sample

Question: C1. Which of the following platforms do you use for news nowadays? Base: All Adults 16+ - 2023=4556, 2022 W2*=2792

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

**Internet figures include use of social media, podcasts and all other websites/apps accessed via any device

***Other websites/apps includes any non-social media internet source (excluding podcasts)

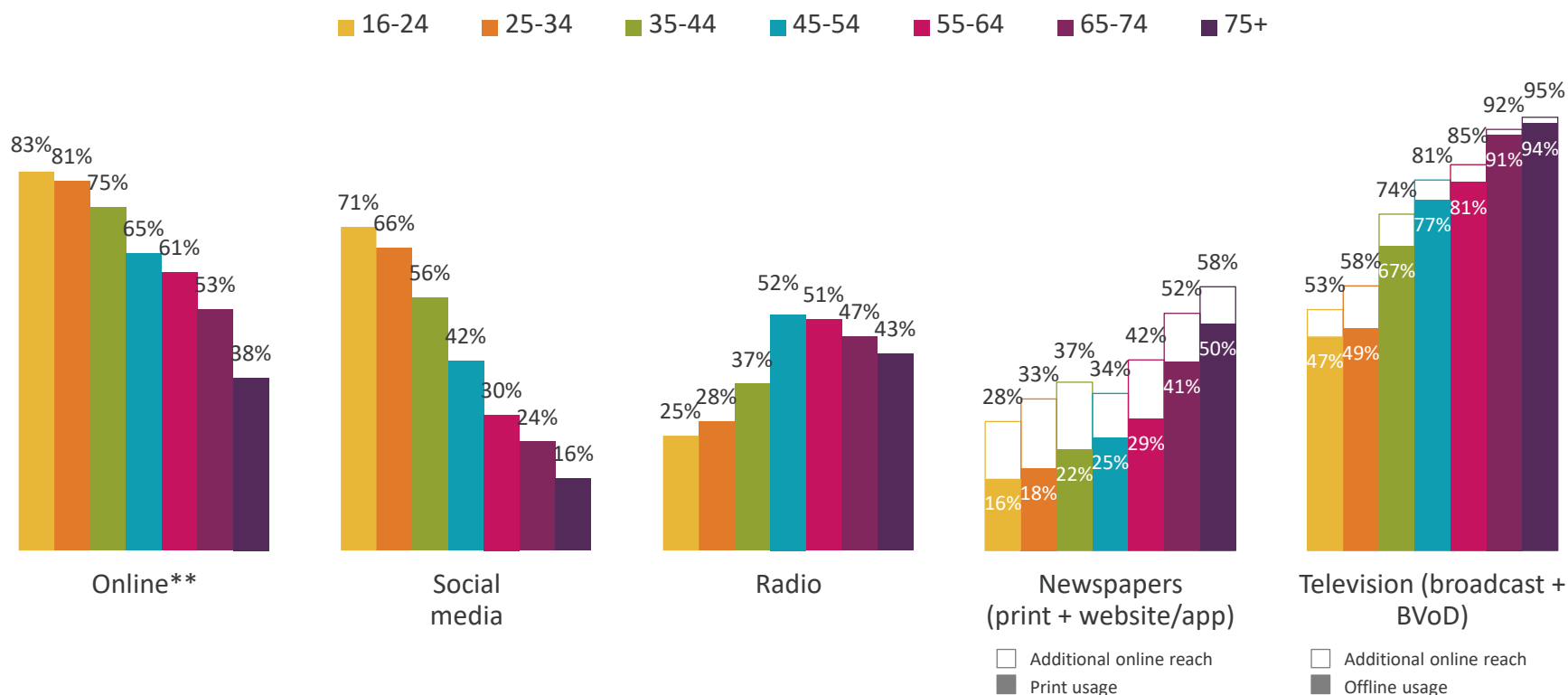
Green/red triangles indicate statistically significant differences between 2023 and 2022 (at 99% confidence level)

Younger age groups remain more likely to use the internet and social media for news. Reach of newspapers increases significantly for groups aged 16-44 when online newspapers are included.

Figure 1.4

Use of main platforms for news nowadays 2023 – by age

All adults 16+



Source: Ofcom News Consumption Survey 2023 – COMBINED F2F & ONLINE sample

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

Base: All Adults 16+ 2023 – Aged 16-24=739, 25-34=665, 35-44=819, 45-54=724, 55-64=622, 65-74=562, 75+=423

** figures include use of social media, podcasts and all other websites/apps accessed via any device

Despite a decrease in usage since 2018, BBC One remains the most-used news source across platforms. BBC iPlayer is the fourth most-used source, behind ITV1 and Facebook.

Figure 1.5

Top 20 news sources – trend data

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

	2018	2019	2020	2022*	2023
TV channel					
BBC One	62%	58%	56%	53%	49%
ITV1/ITV WALES/UTV/STV	41%	40%	41%	35%	34%
Facebook	33%	35%	34%	32%	30%
Newspaper (print + website/app)					
BBC iPlayer**	-	-	-	-	24%
BBC News Channel	26%	23%	21%	24%	23%
Radio station					
BBC website/app***	23%	25%	23%	23%	22%
Sky News Channel	24%	23%	25%	23%	21%
Social media					
Twitter	14%	16%	17%	17%	17%
Channel 4	18%	17%	18%	17%	16%
Instagram	9%	13%	14%	16%	16%
Daily Mail/Mail on Sunday	18%	18%	17%	15%	14%
WhatsApp	10%	14%	13%	14%	13%
Google (search engine)	17%	19%	15%	12%	13%
ITVX/ITVX Premium**	-	-	-	-	11%
BBC Two	14%	11%	11%	11%	11%
BBC Radio 2	12%	12%	12%	11%	11%
The Guardian/Observer	11%	11%	10%	10%	10%
TikTok**	-	-	1%	7%	10%
BBC Radio 1	9%	9%	9%	8%	8%
Channel 5	10%	10%	8%	8%	8%

Source: Ofcom News Consumption Survey 2023 – **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+ - 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

BBC iPlayer and ITVX added in 2023, TikTok added in 2020 *Includes Welsh language version

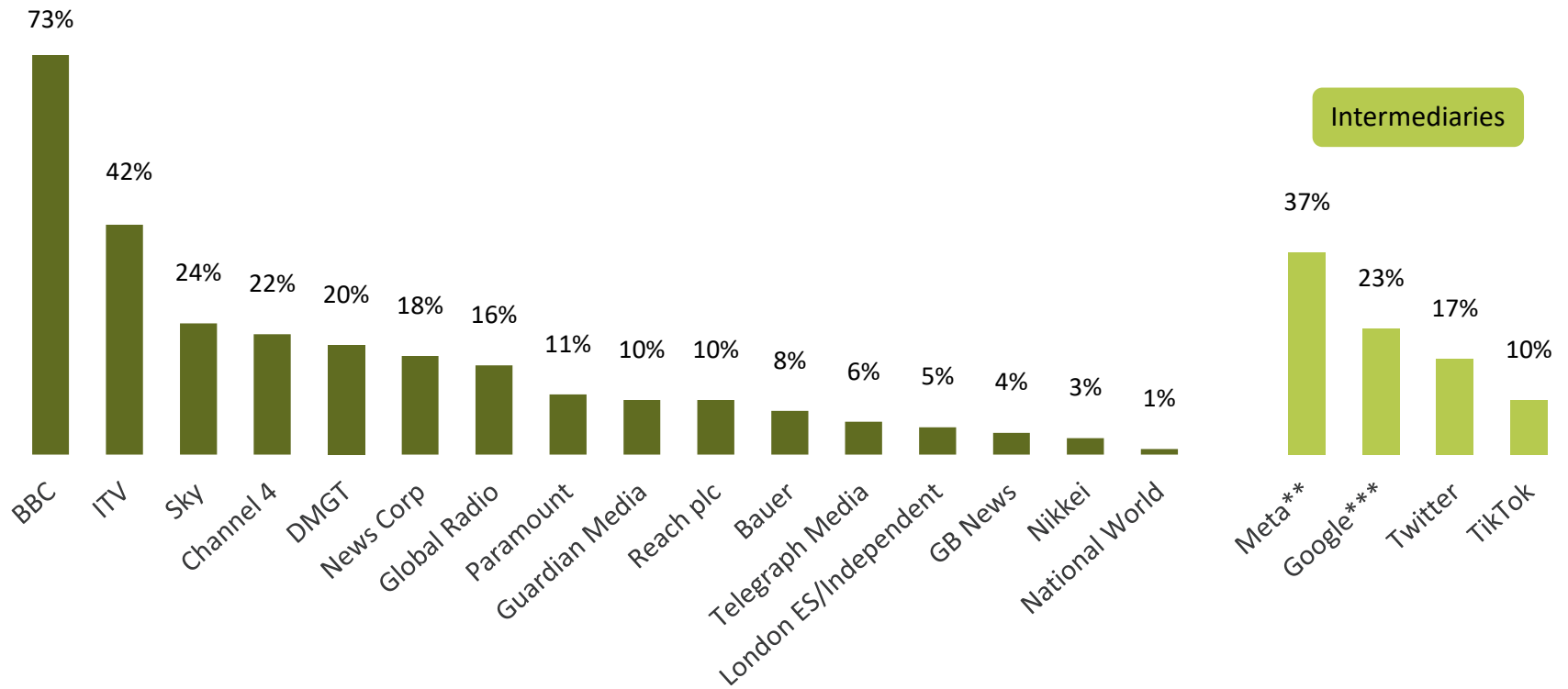
Green/red triangles indicate statistically significant differences between 2023 and 2022 (at 99% confidence level)

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

Figure 1.6

Cross-platform retail providers used for news nowadays 2023

All adults 16+



Source: Ofcom News Consumption Survey 2023 – 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+ 2023=4556

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

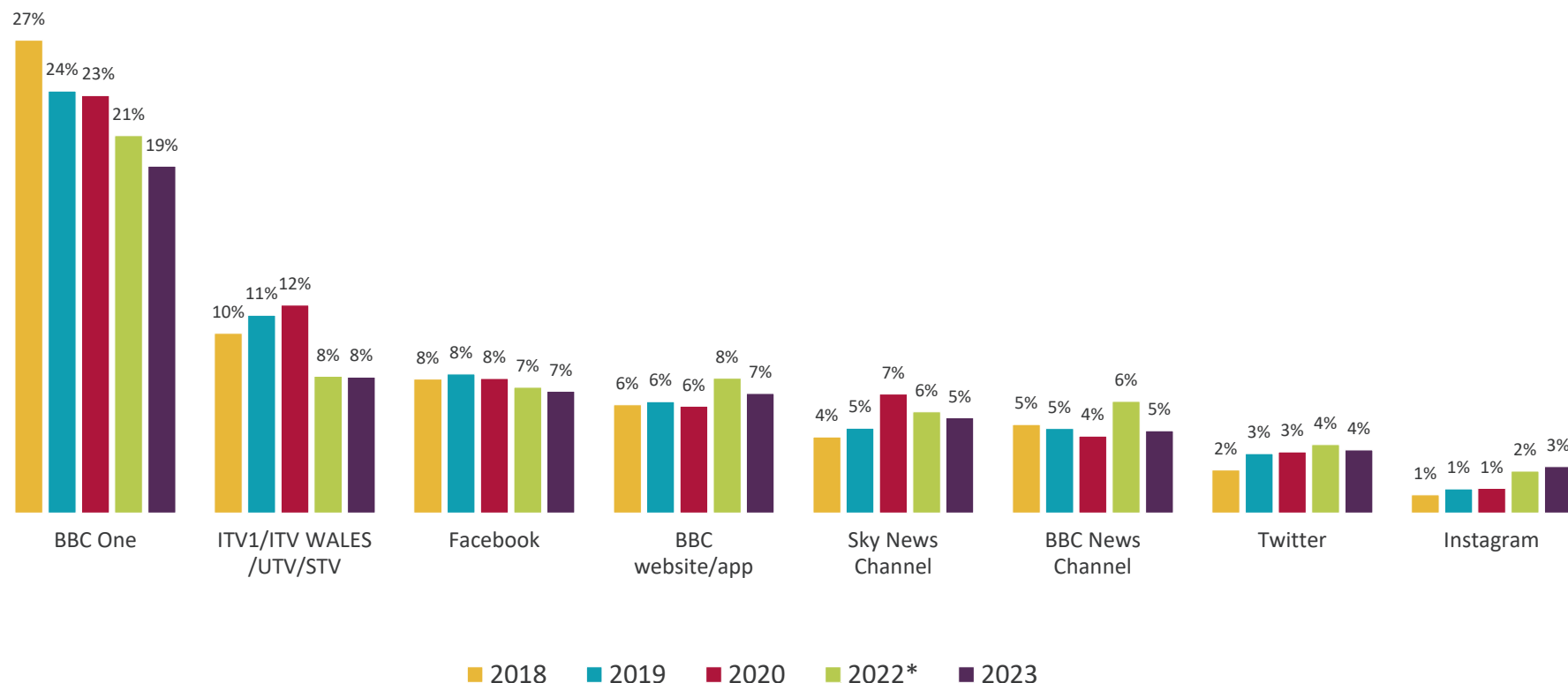
The information included in this chart is based on the most up to date information we have

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

Figure 1.7

Single most important news source

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



Source: Ofcom News Consumption Survey 2023 – **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 – 2023=4280, 2022 W2*=2665, 2020=4314, 2019=4492, 2018=4463

*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 2023 are shown

Green/red triangles indicate statistically significant differences between 2023 and 2022 (at 99% confidence level)

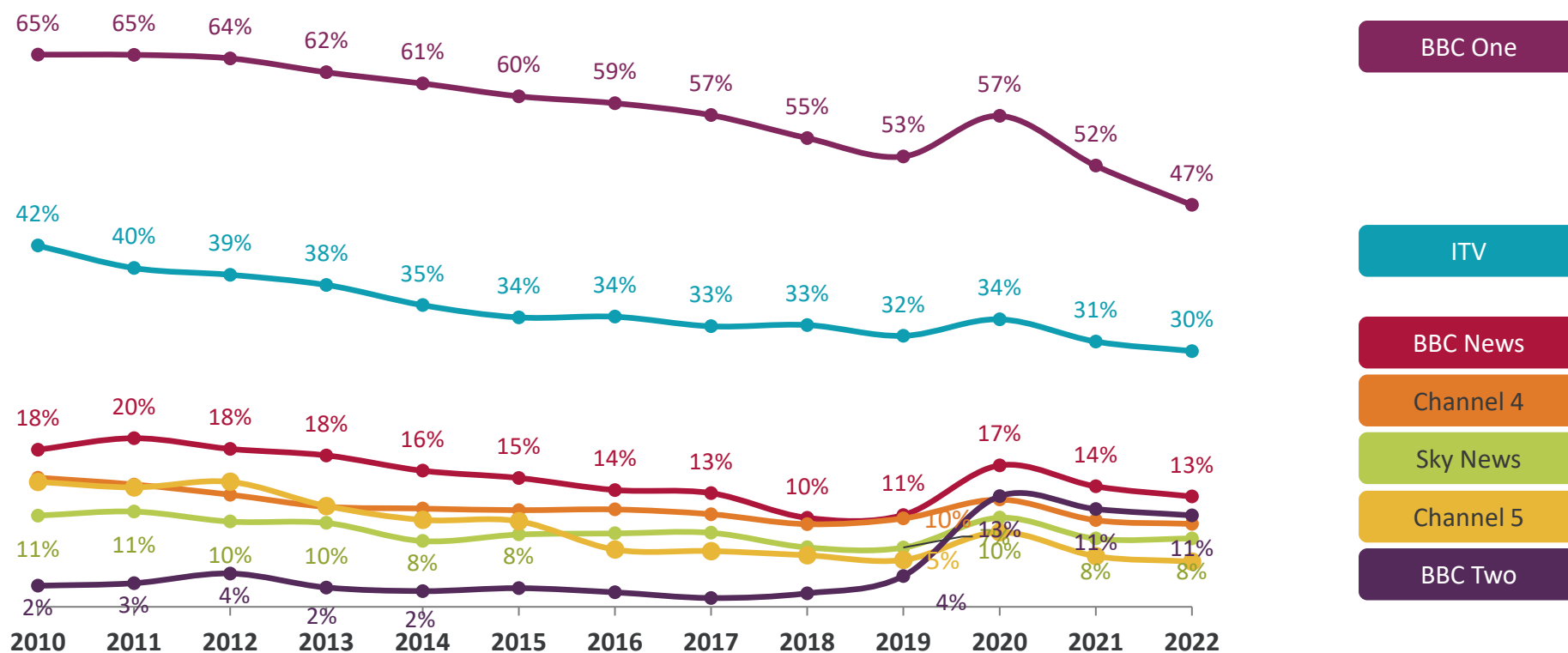
News consumption via television

On average, 47% of adults in the UK watched news on BBC One each week in 2022, the highest reach of all channels. However, this represents an 18 percentage point decrease since 2010.

Figure 2.1

Average weekly reach of national/international news by channel - 2010 to 2022

All adults 16+



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

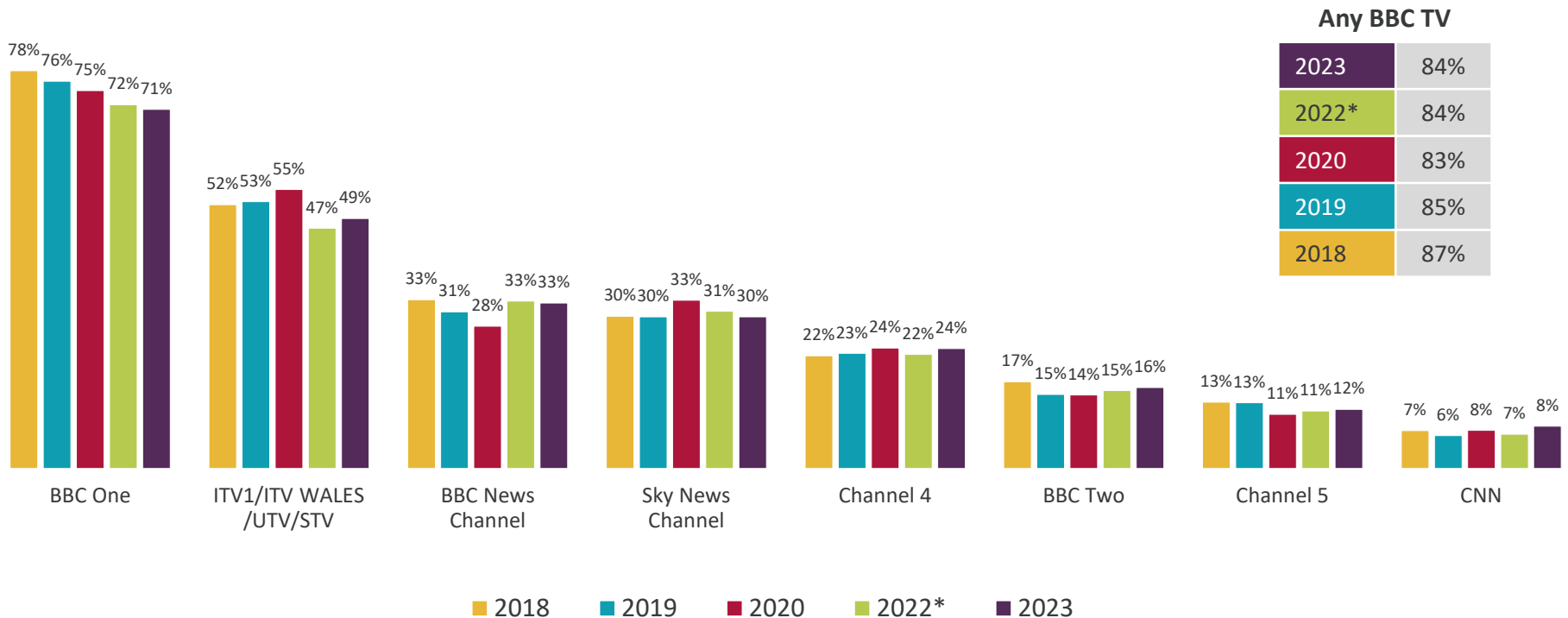
Channels include their HD and +1 variants. Reach criteria = 3 consecutive minutes. Full weeks used for the correct calculation of weekly averages

Among the adults that use TV for news, BBC One remains the most-used channel, followed by ITV1, BBC News Channel and Sky News Channel.

Figure 2.2

TV channels used for news nowadays

All using TV for news



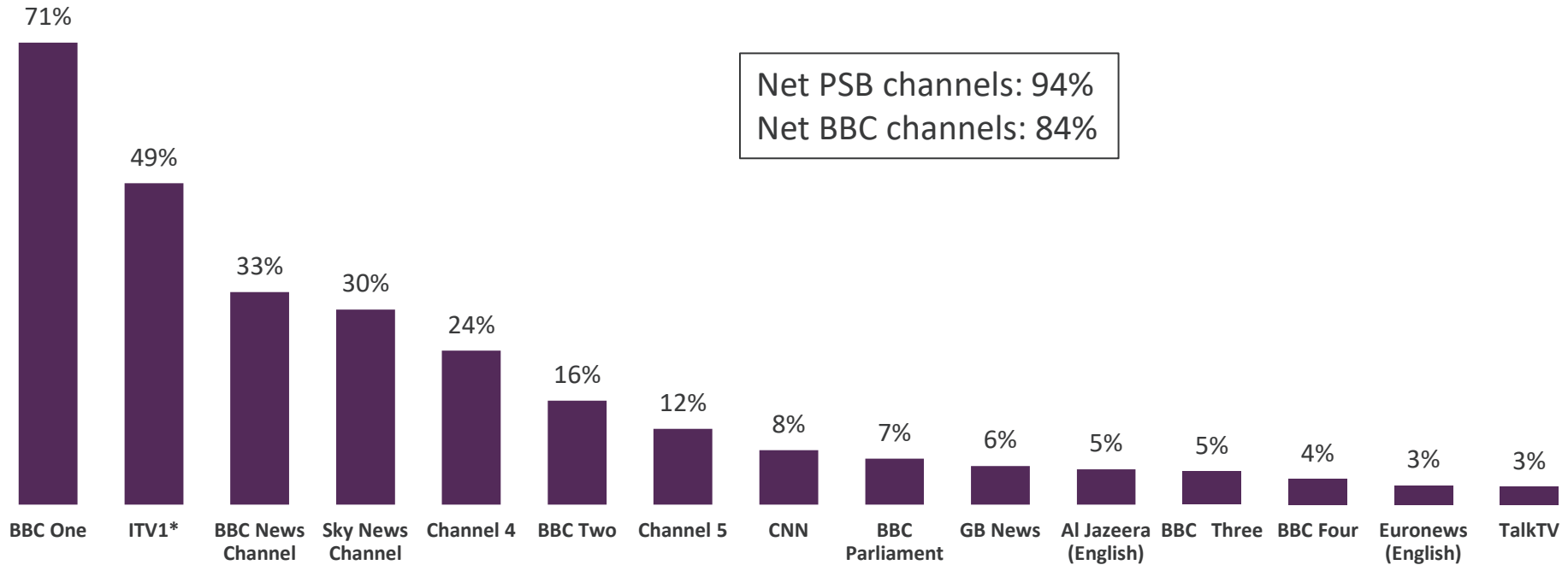
Source: Ofcom News Consumption Survey 2023 – **COMBINED F2F & ONLINE** sample
 Question: D2a. Thinking specifically about television, which of the following do you use for news nowadays?
 Base: All using TV for news – 2023=3216, 2022 W2*=2103, 2020=3456, 2019=3556, 2018=3731
 *2022 W1, and 2021, data not shown because face-to-face fieldwork was not possible during Covid-19 pandemic
 Only sources with an incidence of 8%+ in 2023 are shown
 Green/red triangles indicate statistically significant differences between 2023 and 2022 (at 99% confidence level)

Outside of the Public Service Broadcast channels and Sky News, no other television channel offering news reaches more than 8% of those who use TV for news.

Figure 2.3

TV channels used for news nowadays

All using TV for news



Source: Ofcom News Consumption Survey 2023 – **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 for news – 2023=3216

Only sources with an incidence of >2% are shown

*Includes ITV WALES, STV and UTV

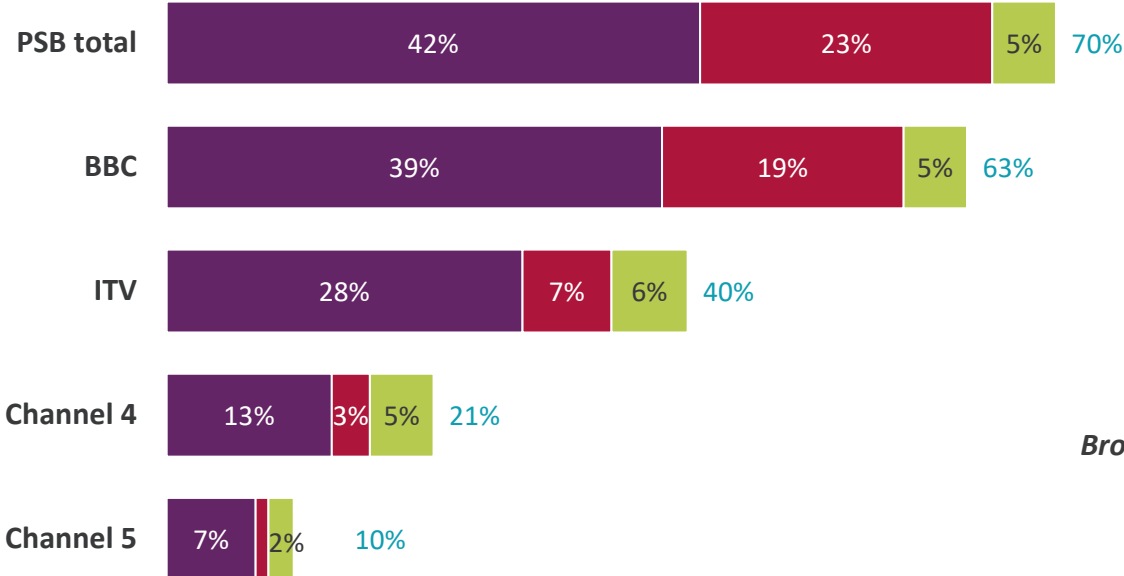
Green/red triangles indicate statistically significant differences between 2023 and 2022 (at 99% confidence level)

News from Public Service Broadcasters (PSB) is mainly accessed via broadcast TV, but almost a quarter of adults consume PSB news both on TV and broadcast video on demand (BVoD).

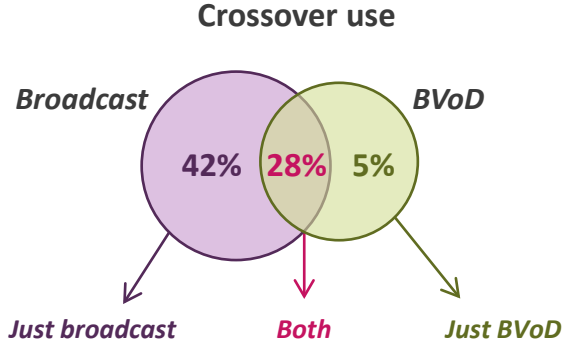
Figure 2.4

Reach of PSB via TV and BVoD

All adults aged 16+



- TV only
- Both
- BVoD only



Source: Ofcom News Consumption Survey 2023 - COMBINED F2F & ONLINE sample

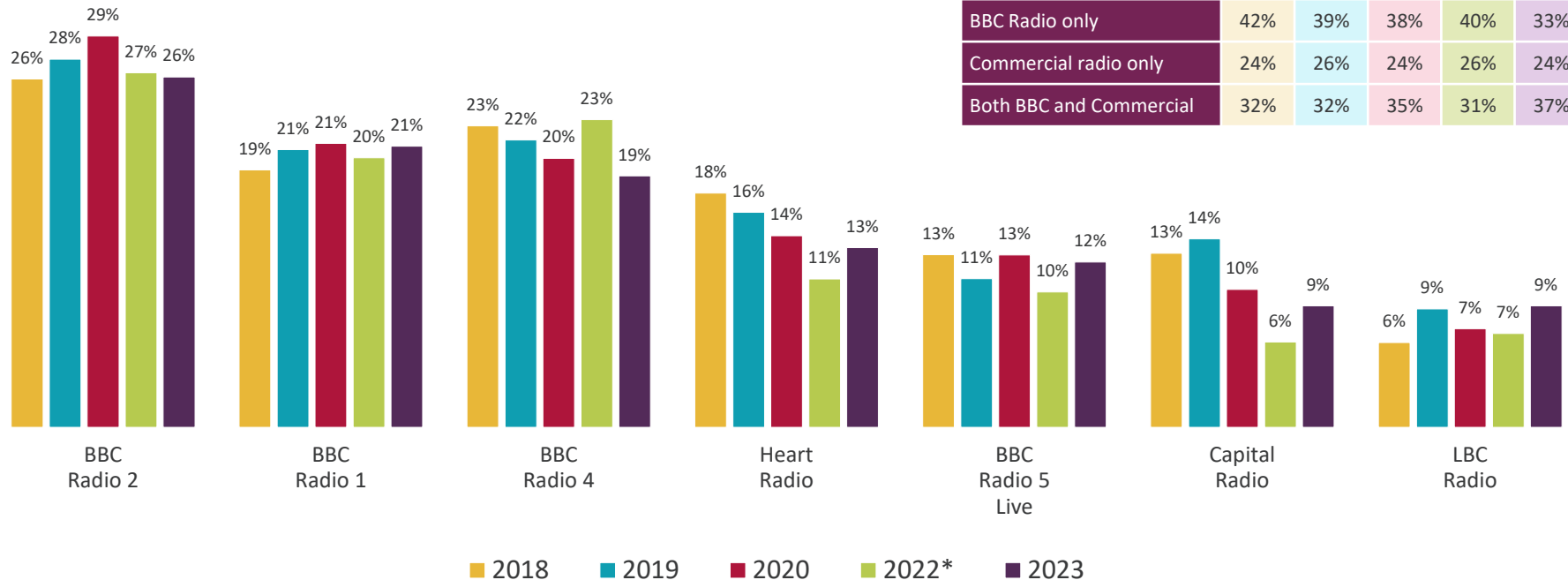
Question: D2a. Thinking specifically about television, which of the following do you use for news nowadays? D2ai. Which, if any, of the following on-demand or catch up services do you use for news nowadays? D13 In which types of ways do you access and use news through internet sources nowadays?

Base: All adults 16+ 2023=4556

News consumption via radio

Among the adults that use radio for news, 7 in 10 continue to use a BBC radio station. Fewer radio users listen only to BBC radio.

Figure 3.1
Radio stations used for news nowadays
All using radio for news



Net reach of stations	2018	2019	2020	2022*	2023
Any BBC Radio	74%	72%	73%	71%	71%
UK-wide BBC Radio	65%	67%	67%	65%	65%
Commercial radio	55%	59%	59%	56%	62%
BBC Radio only	42%	39%	38%	40%	33% ▼
Commercial radio only	24%	26%	24%	26%	24%
Both BBC and Commercial	32%	32%	35%	31%	37%

Source: Ofcom News Consumption Survey 2023 – **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 – 2023=1807, 2022 W2*=1176, 2020=1975, 2019=2043, 2018=2096. Only sources with an incidence of >8% in 2023 are shown
 *2022 W1, and 2021, data not shown because face-to-face fieldwork was not possible during Covid-19 pandemic
 Green/red triangles indicate statistically significant differences between 2023 and 2022 (at 99% confidence level)
 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.

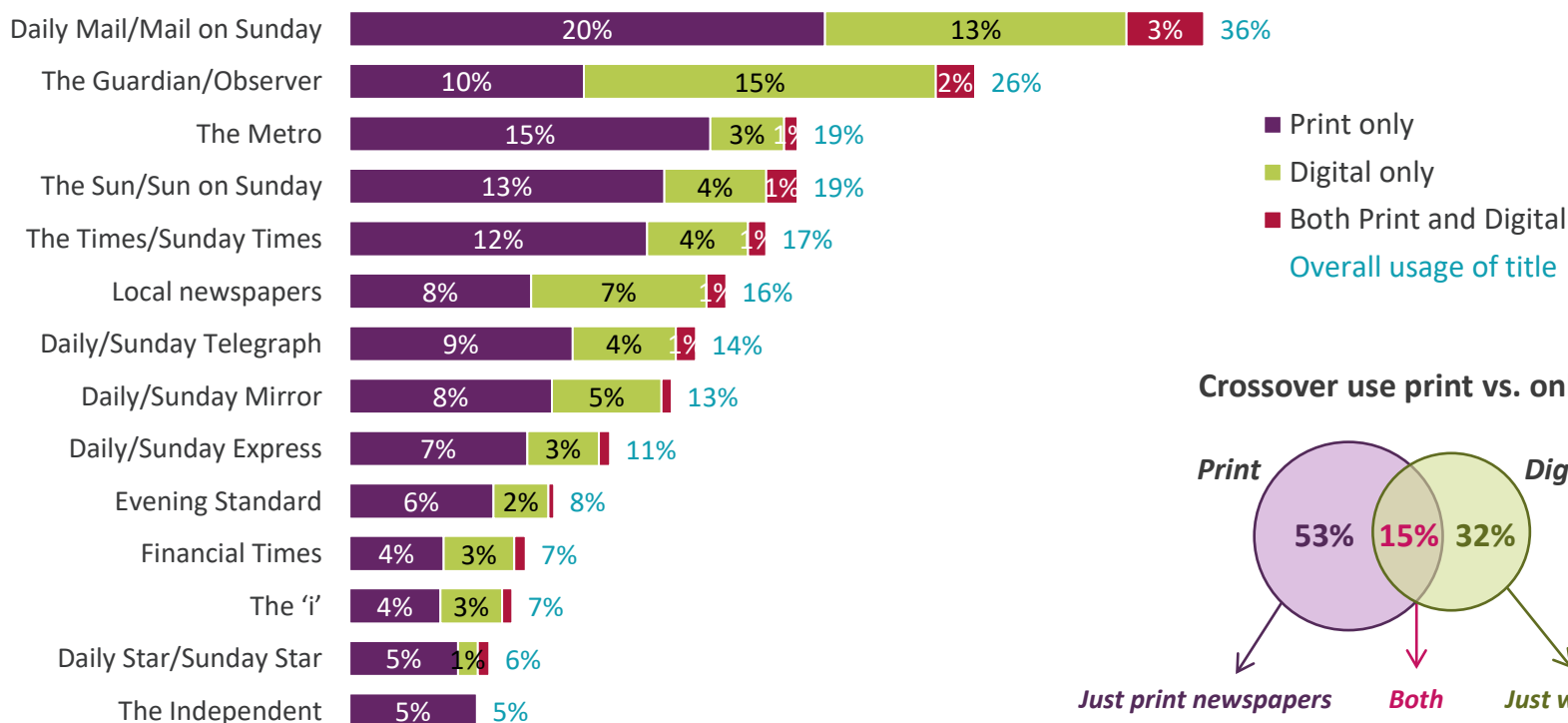
News consumption via newspapers and magazines

The Daily Mail/Mail on Sunday remains the most widely-read news title overall, whilst The Guardian/Observer is the most widely-read digital title.

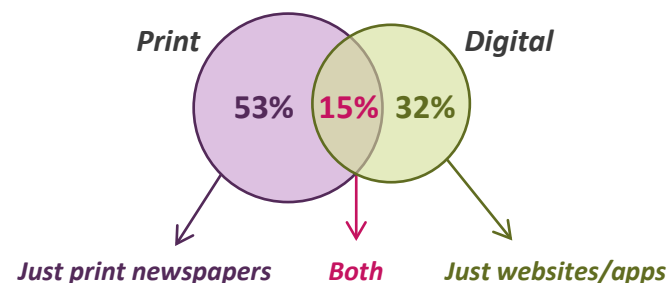
Figure 4.1

Print vs. digital newspaper readership 2023

All using newspapers (print + website/app) for news



Crossover use print vs. online



Source: Ofcom News Consumption Survey 2023 - 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 specifically about the internet, which of the following do you use for news nowadays?

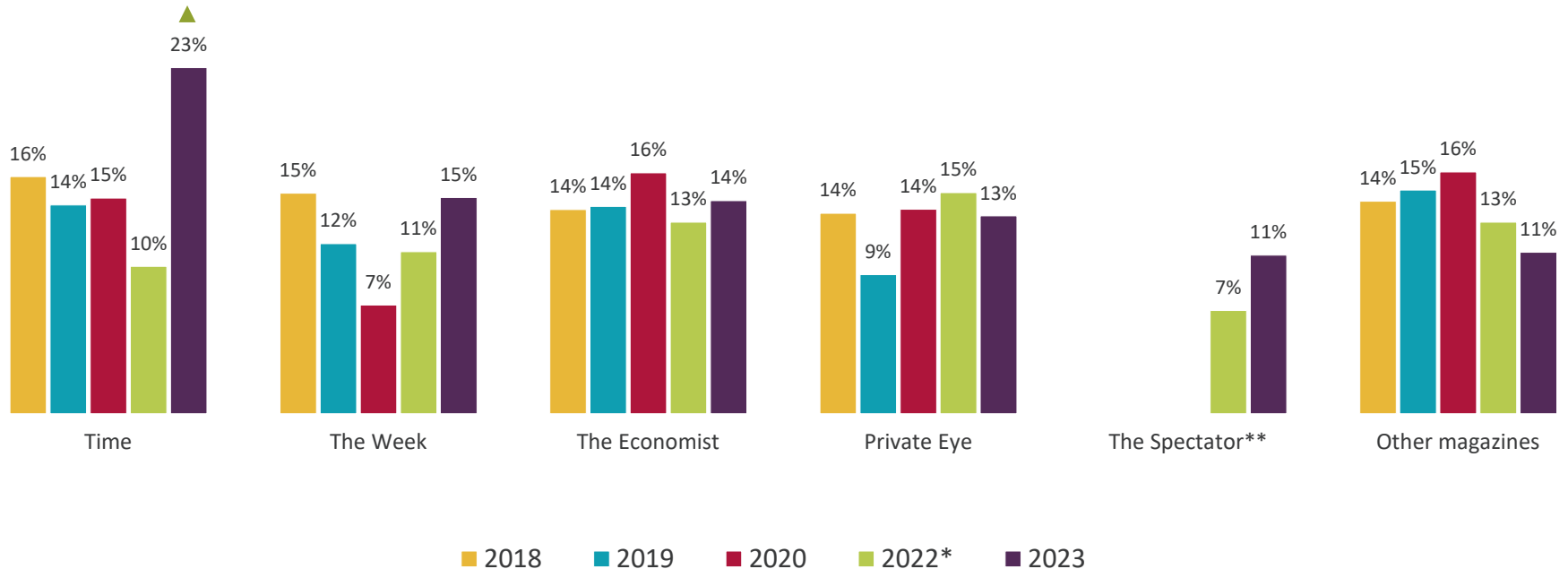
Base: All using newspapers (print + website/app) for news – 2023=1767

Time is the most popular magazine among the adults who consume news via magazines, having seen an increase in reach since 2022.

Figure 4.2

Magazines used for news nowadays

All using magazines for news



Source: Ofcom News Consumption Survey 2023 – **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 – 2023=297, 2022 W2*=182, 2020=433, 2019=496, 2018=533

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

Green/red triangles indicate statistically significant differences between 2023 and 2022 (at 99% confidence level)

**The Spectator added in 2022

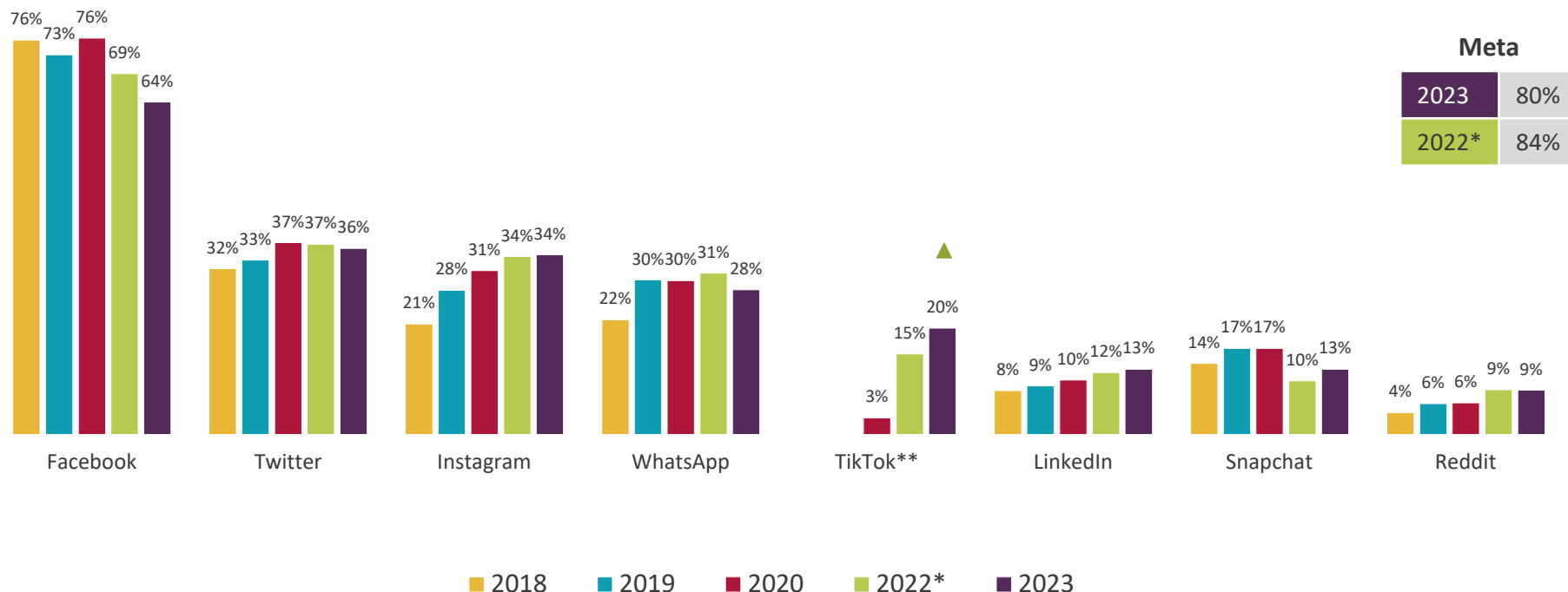
News consumption online

Among the adults who consume news via social media, Facebook is still the most popular source. However, smaller proportions claim to use Facebook for news nowadays than in 2018 and an increasing number claim to use TikTok.

Figure 5.1

Social media used for news nowadays

All using social media for news



Source: Ofcom News Consumption Survey 2023 – **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 using social media for news – 2023=2220, 2022 W2*=1365, 2020=2143, 2019=2331, 2018=2058

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

** TikTok added in 2020 Only sources with an incidence of 5%+ in 2023 are shown

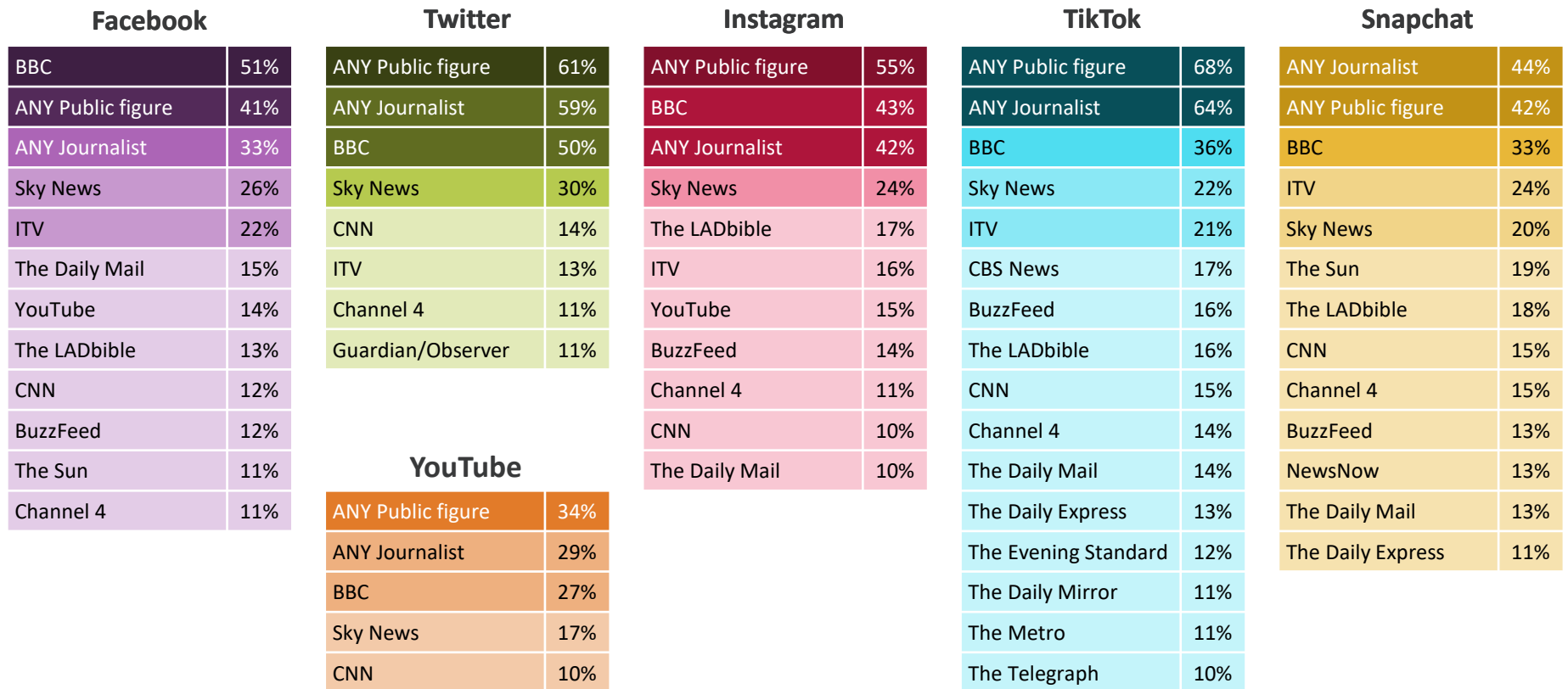
Green/red triangles indicate statistically significant differences between 2023 and 2022 (at 99% confidence level)

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

Figure 5.2

News organisations followed on social media - 2023

All accessing news organisations via each type of social media



Source: Ofcom News Consumption Survey 2023 – **COMBINED F2F & ONLINE** sample

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

Base: All seeing posts from news organisations on each type of social media 2023 - Facebook=660, Twitter=527, Instagram=463, TikTok=182, Snapchat=145, YouTube=515

Only sources with an incidence of 10%+ on each type of social media are shown

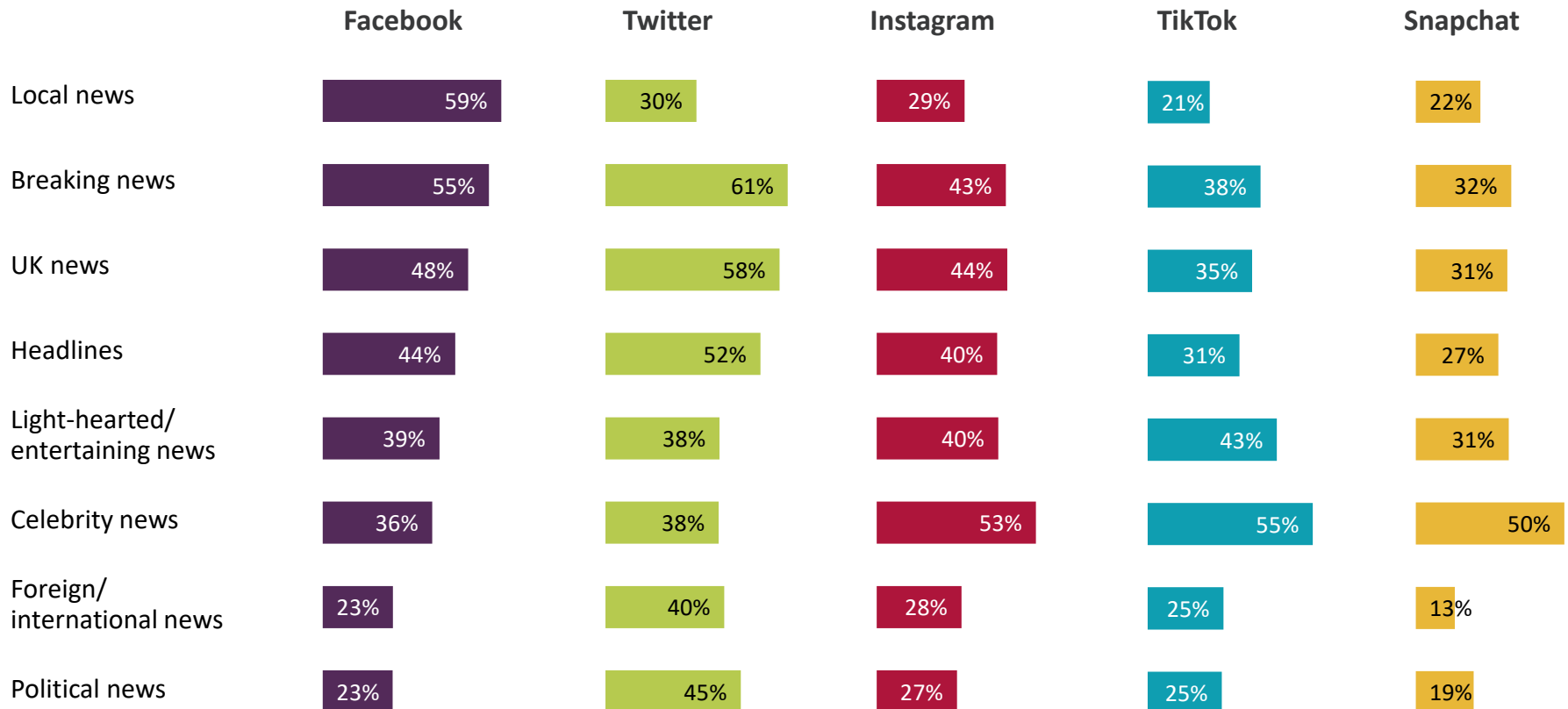
Green/red triangles indicate statistically significant differences between 2023 and 2022 (at 99% confidence level)

Facebook is used most for 'local news', Twitter for 'breaking news'. TikTok, Instagram and Snapchat are all used a lot for 'celebrity news'.

Figure 5.3

Types of news social media platforms used for – 2023

All using each type of social media for news



Source: Ofcom News Consumption Survey 2023 – **COMBINED F2F & ONLINE** sample

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

This question was asked for the first time in 2023

Base: All using each site for news 2023 – Facebook=1427, Twitter=846, Instagram=823, TikTok=526, Snapchat=323

Among those using websites or apps for news, the BBC remains the most used source, followed by Google (search).

Figure 5.4

Websites/apps used for news nowadays

All using other websites/apps for news**

	2018	2019	2020	2022*	2023
BBC website/app****	63%	65%	60%	62%	58%
Google (search engine)	46%	51%	39%	34%	33%
YouTube website/app	13%	15%	15%	21%	19%
Google News	11%	13%	17%	17%	19%
Sky News website/app	17%	20%	20%	20%	16%
Guardian/Observer website/app	17%	18%	18%	19%	16%
The Daily Mail website/app	17%	17%	18%	18%	16%
Yahoo News website/app	11%	7%	7%	11%	9%
Apple News app	6%	6%	5%	10%	9%
Any local newspaper website/app	11%	10%	10%	10%	8%
ITV*** website/app	10%	8%	10%	8%	8%
MSN News website/app	11%	10%	8%	8%	7%
LADBible website/app	5%	6%	8%	6%	7%
CNN website/app	7%	4%	5%	8%	6%
HuffPost website/app	12%	11%	10%	7%	6%
BuzzFeed website/app	8%	9%	10%	7%	6%
The Sun website/app	6%	7%	6%	6%	6%
The Telegraph website/app	9%	8%	8%	7%	5%
The Independent website/app	8%	8%	7%	6%	5%

Net reach:	2018	2019	2020	2022*	2023
TV broadcaster websites/apps	74%	74%	72%	74%	69%
Newspaper websites/apps	53%	51%	52%	53%	47%
Aggregators	42%	36%	38%	42%	43%

Source: Ofcom News Consumption Survey 2023 – **COMBINED F2F & ONLINE** sample

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

Base: All using other websites/apps for news** - 2023=1639, 2022 W2*=1021, 2020=1757, 2019=1773, 2018=1661. *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

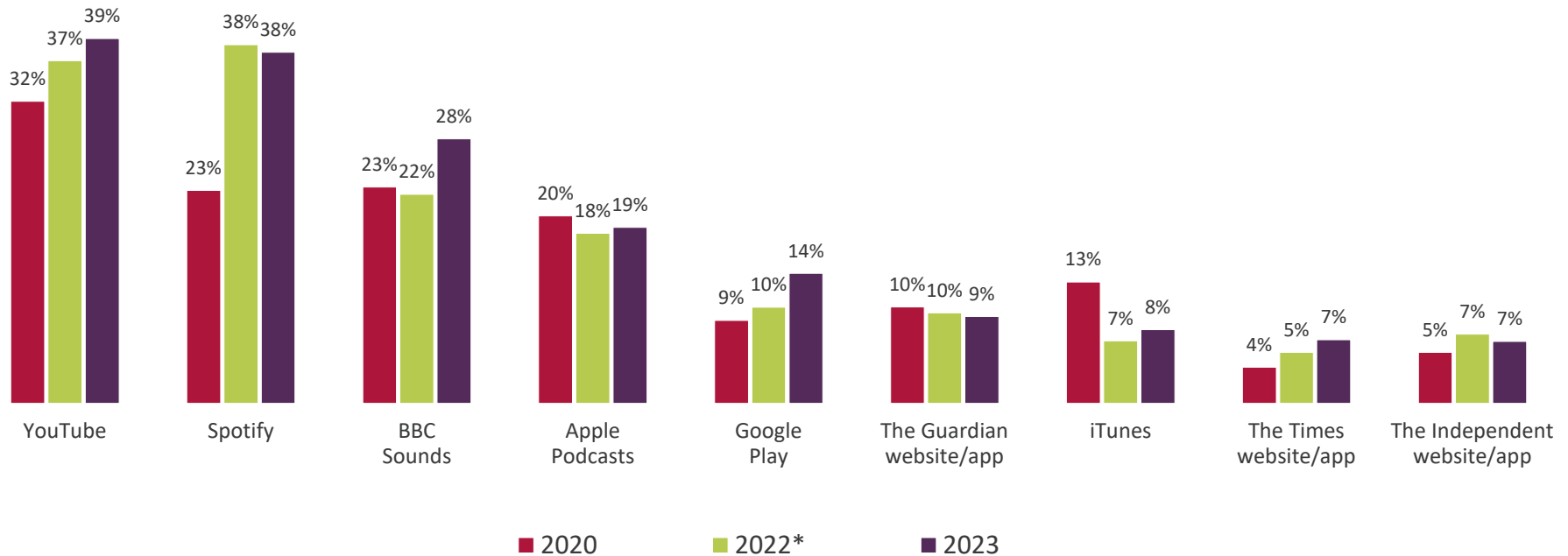
Only sources with an incidence of >5% in 2023 are shown. Green/red triangles indicate statistically significant differences between 2023 and 2022 (at 99% confidence level)

Among the adults who claim to consume news via podcasts nowadays, YouTube and Spotify remain the most popular platforms, followed by BBC Sounds.

Figure 5.5

Podcast platforms used for news nowadays

All using podcasts for news



Source: Ofcom News Consumption Survey 2023 – **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 – 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 6%+ in 2023 are shown

Green/red triangles indicate statistically significant differences between 2023 and 2022 (at 99% confidence level)

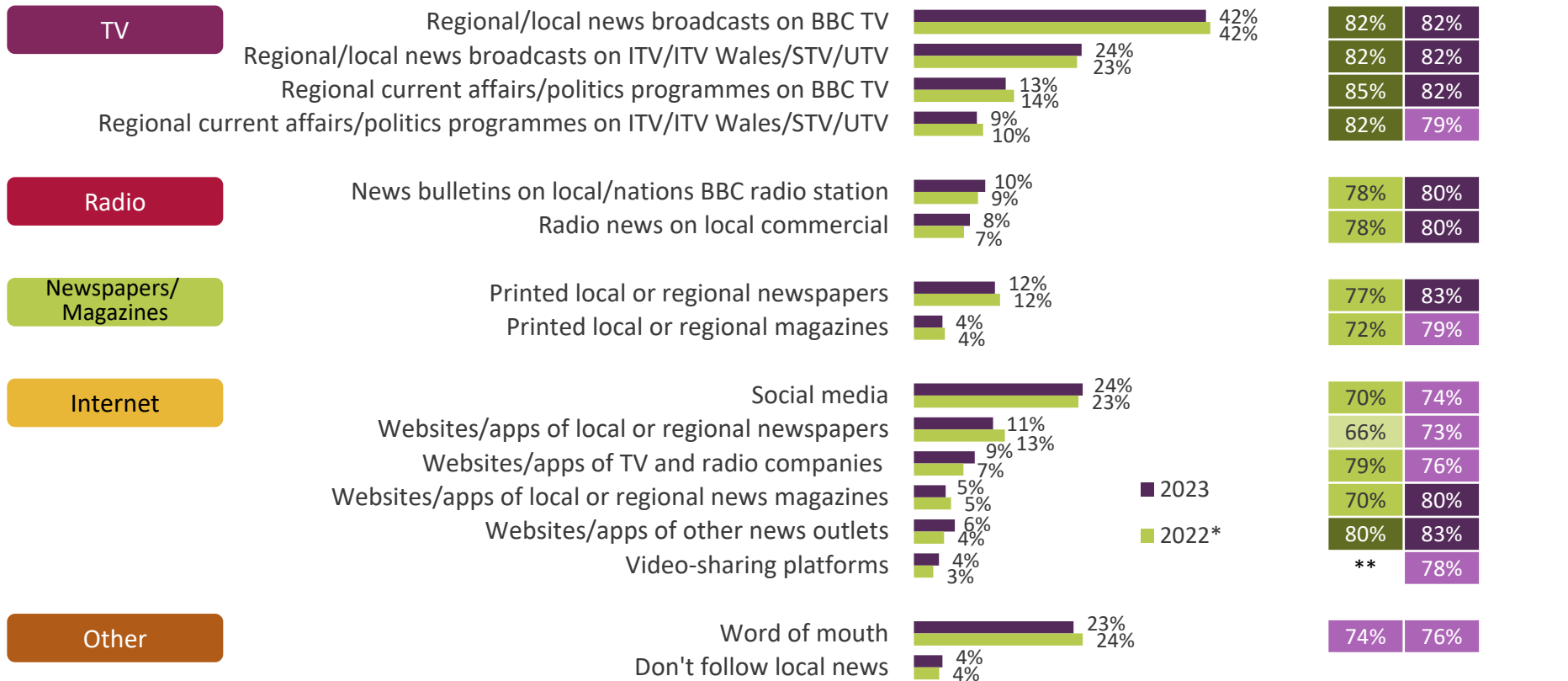
Local news consumption

TV remains the most used platform for accessing local news, and satisfaction with local news sources remains in line with 2022.

Figure 6.1

Platforms used to access local news

All adults 16+ who follow news



Source: Ofcom News Consumption Survey 2023 – 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 – 2023=4371, 2022 W2*=2708

Question: F9. How satisfied are you with the quality of the local news available from [source]? Base: All using each source – 2023=175-1785, 2022 W2*=129-1157

*2022 W1, and 2021, data not shown because face-to-face fieldwork was not possible during Covid-19 pandemic **Sample size <100

Green/red triangles indicate statistically significant differences between 2023 and 2022 (at 99% confidence level)

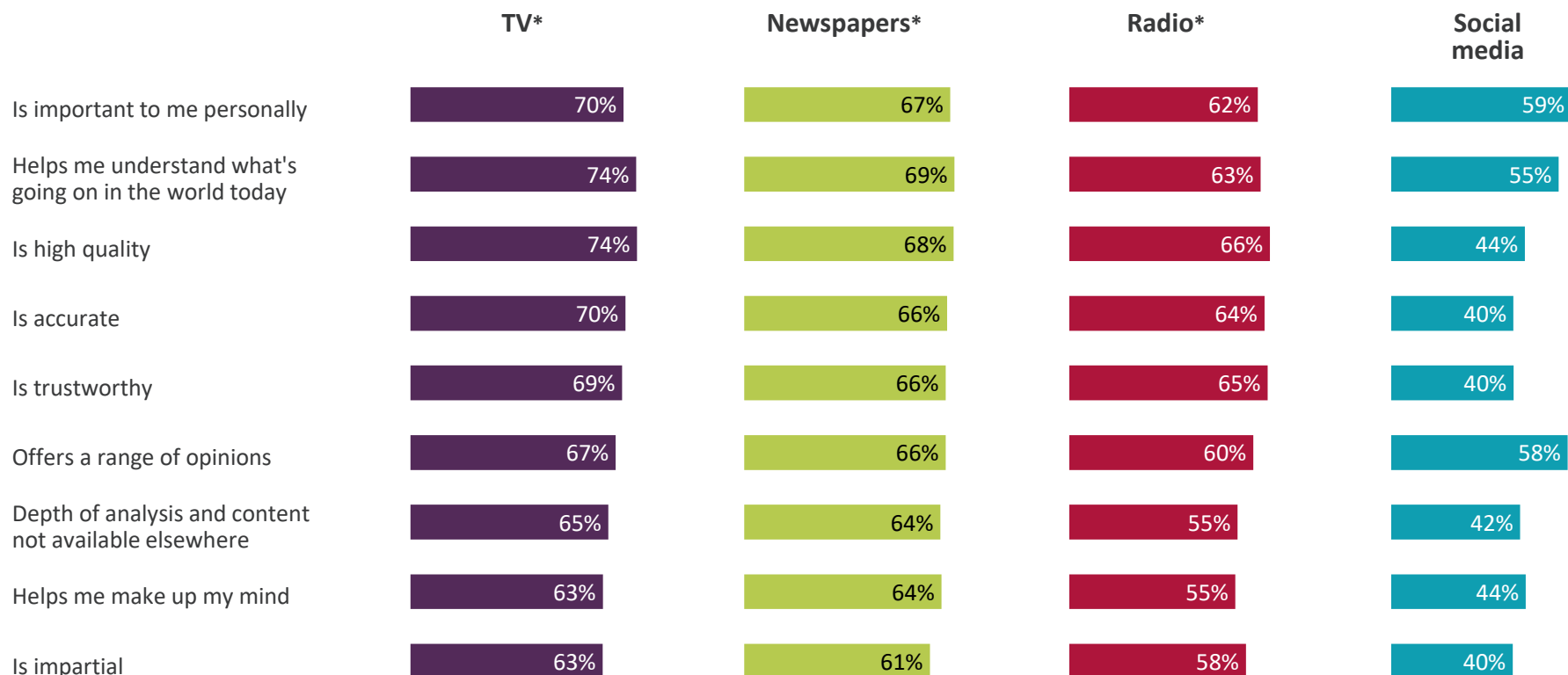
Attitudes to news

Social media news users continue to give the weakest ratings.

Figure 7.1

Attributes of news platforms – 2023

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



Source: Ofcom News Consumption Survey 2023 – **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/mags) 2023 – TV=8107, Newspapers=2536, Radio=2380, Social media=3686

*Television, Newspaper and Radio figures include offline usage only

BBC, ITV and Channel 4 are considered by majorities of their regular users to perform well across attributes, including trust, accuracy and impartiality.

Figure 7.2

Attributes of TV sources (1) – 2023

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

	BBC TV	ITV	Channel 4	Channel 5
	2527	1607	616	303
Is important to me personally	77%	66%	58%	48%
Helps me understand what's going on in the world today	78%	68%	67%	55%
Is high quality	78%	72%	67%	57%
Is accurate	73%	66%	65%	53%
Is trustworthy	71%	66%	61%	51%
Offers a range of opinions	65%	64%	62%	47%
Depth of analysis and content not available elsewhere	65%	55%	60%	46%
Helps me make up my mind	62%	59%	56%	44%
Is impartial	60%	61%	59%	48%

Source: Ofcom News Consumption Survey 2023 – **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 using each source for news at least weekly 2023 – bases shown above

Green/red triangles indicate statistically significant differences between 2023 and 2022 (at 99% confidence level)

Non-PSB channels are also considered by majorities of their regular users to perform well across attributes.

Figure 7.3

Attributes of TV sources (1) – 2023

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

	Sky News	CNN	GB News	Al Jazeera	Euro news
	886	233	198	169	115
Is important to me personally	77%	74%	69%	67%	76%
Helps me understand what's going on in the world today	81%	85%	73%	81%	88%
Is high quality	81%	82%	71%	72%	85%
Is accurate	77%	81%	69%	72%	83%
Is trustworthy	75%	77%	69%	73%	86%
Offers a range of opinions	75%	83%	75%	76%	84%
Depth of analysis and content not available elsewhere	74%	80%	71%	81%	77%
Helps me make up my mind	72%	74%	70%	72%	78%
Is impartial	69%	74%	63%	71%	79%

Source: Ofcom News Consumption Survey 2023 – **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 using each source for news at least weekly 2023 – bases shown above

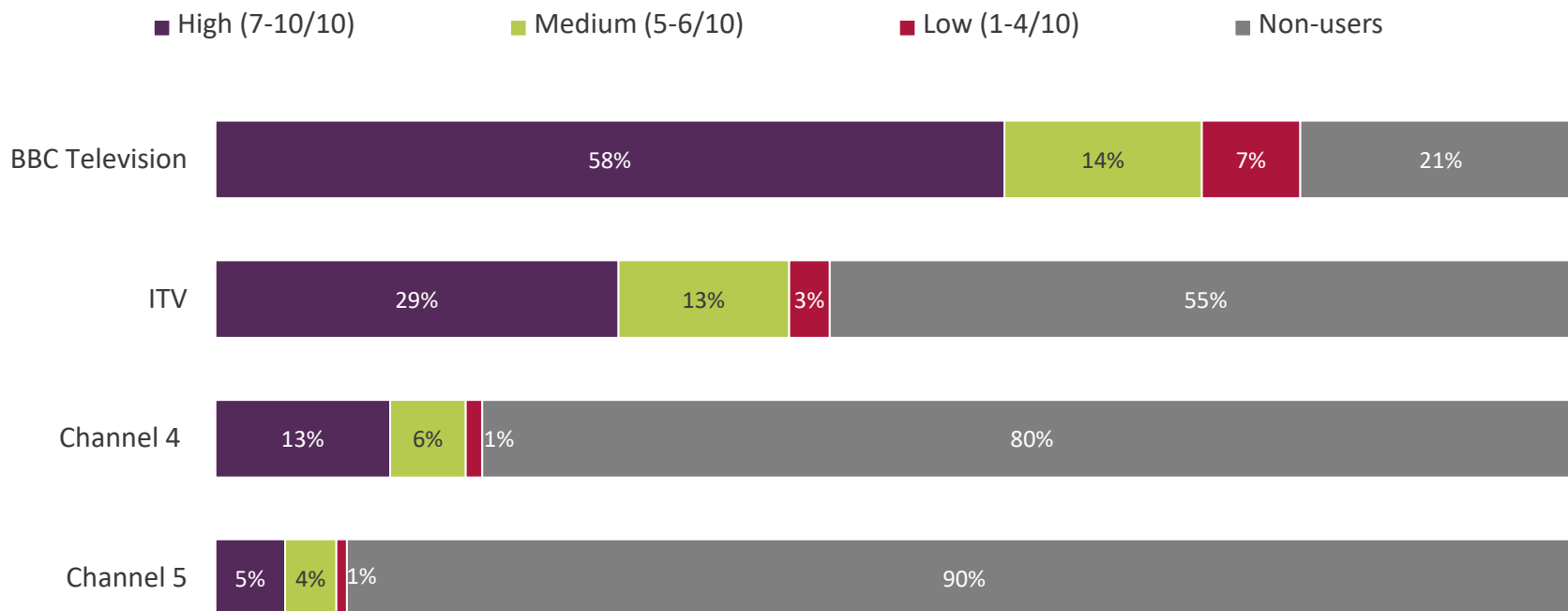
Green/red triangles indicate statistically significant differences between 2023 and 2022 (at 99% confidence level)

Among all those using TV for news, 58% rate BBC TV highly for accuracy and 29% rate ITV highly.

Figure 7.4

Accuracy of TV sources (1) – 2023

% of all TV users rating each source



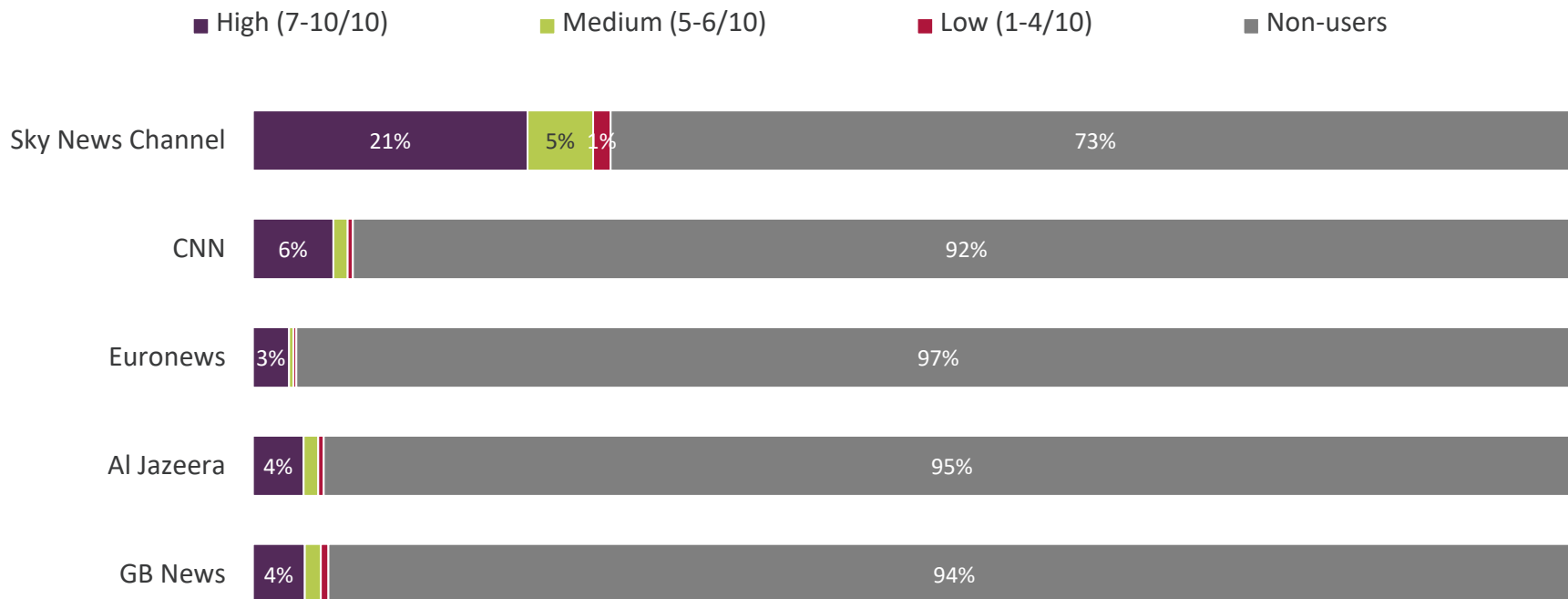
Source: Ofcom News Consumption Survey 2023 – **COMBINED F2F & ONLINE** sample E3. And to what extent do you think the following statements apply to <BRAND> as a news source? Answer using a scale of 1 to 10
Base: All adults 16+ who use television for news nowadays: 3216

Among all those using TV for news, 21% rate Sky News Channel highly for accuracy.

Figure 7.5

Accuracy of TV sources (2) – 2023

% of all TV users rating each source



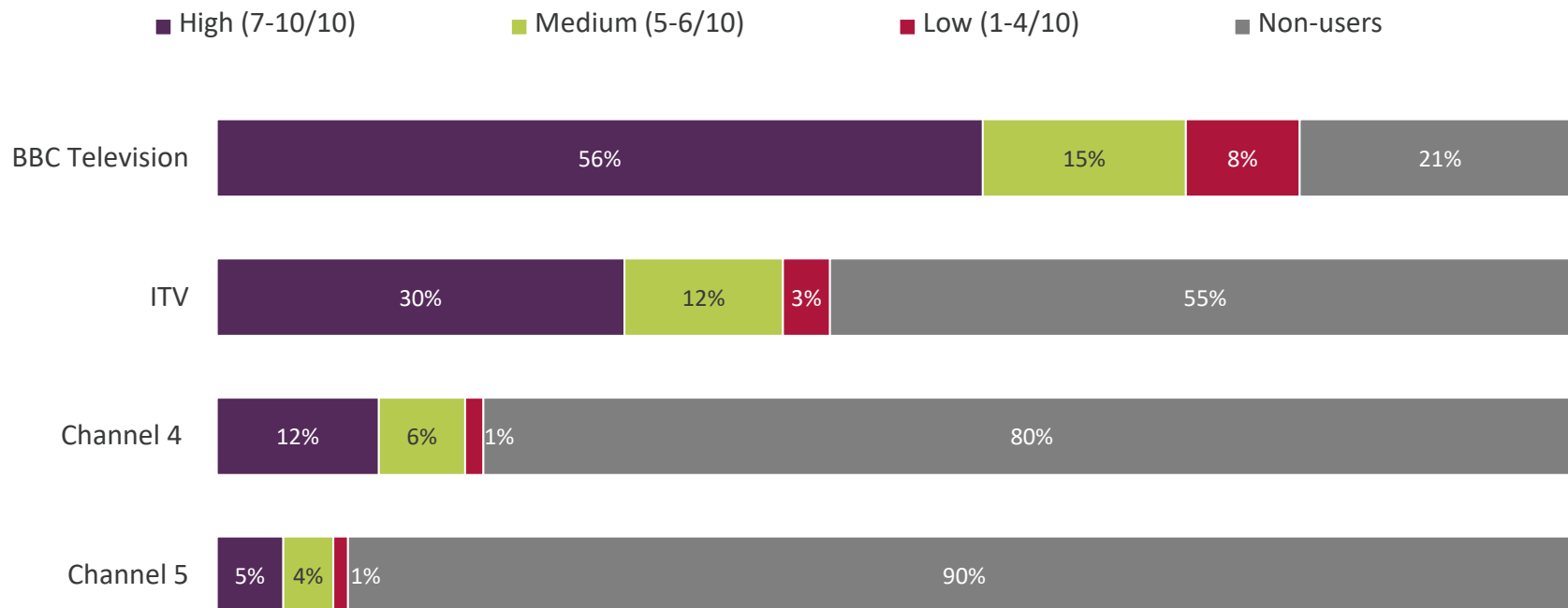
Source: Ofcom News Consumption Survey 2023 – **COMBINED F2F & ONLINE** sample E3. And to what extent do you think the following statements apply to <BRAND> as a news source? Answer using a scale of 1 to 10
 Base: All adults 16+ who use television for news nowadays: 3216

Among all those using TV for news, 56% rate BBC TV highly for trust and 30% rate ITV highly.

Figure 7.6

Trust in TV sources (1) – 2023

% of all TV users rating each source



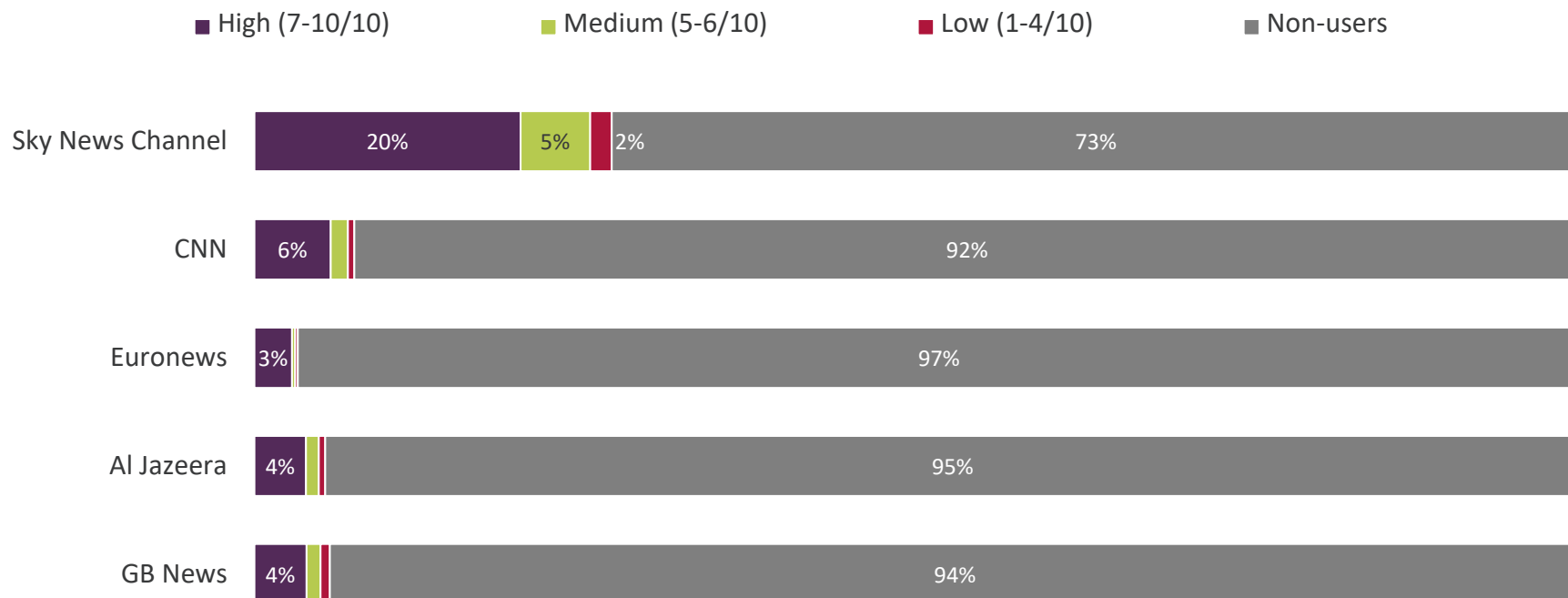
Source: Ofcom News Consumption Survey 2023 – **COMBINED F2F & ONLINE** sample E3. And to what extent do you think the following statements apply to <BRAND> as a news source? Answer using a scale of 1 to 10
Base: All adults 16+ who use television for news nowadays: 3216

Among all those using TV for news, 20% rate Sky News Channel highly for trust.

Figure 7.7

Trust in TV sources (2) – 2023

% of all TV users rating each source



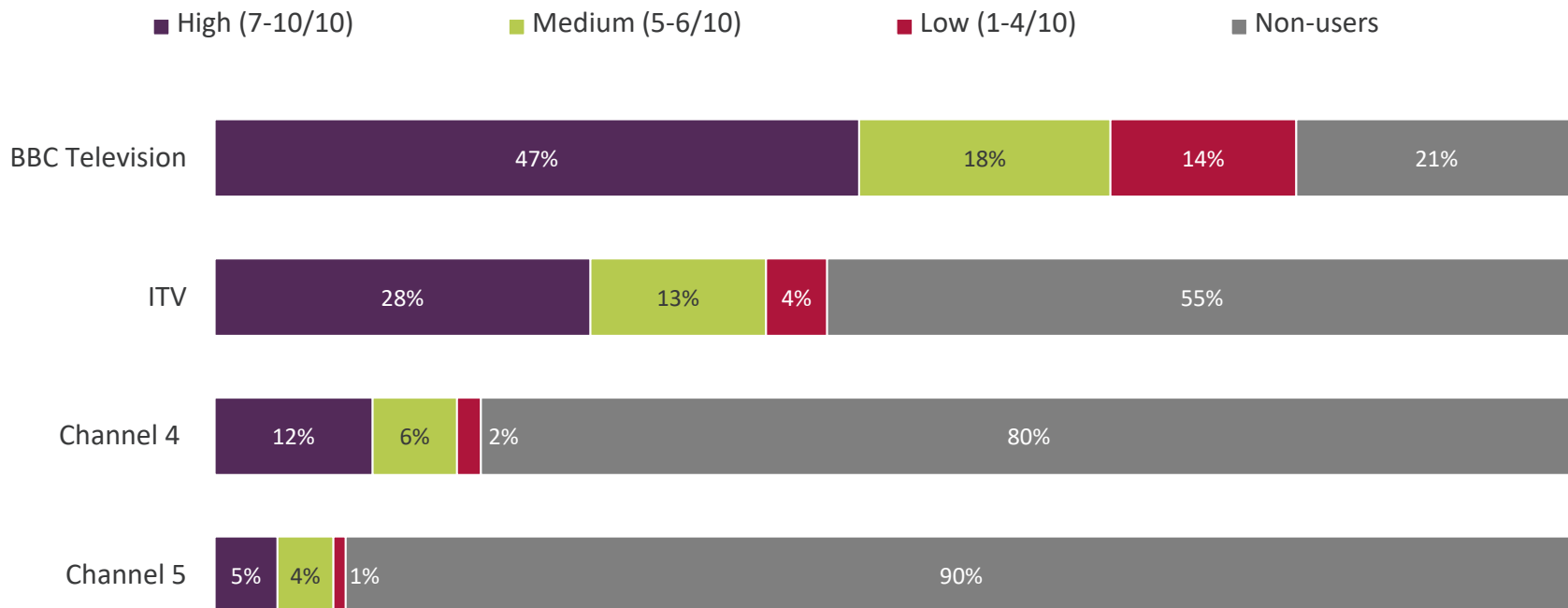
Source: Ofcom News Consumption Survey 2023 – **COMBINED F2F & ONLINE** sample E3. And to what extent do you think the following statements apply to <BRAND> as a news source? Answer using a scale of 1 to 10
Base: All adults 16+ who use television for news nowadays: 3216

Among all those using TV for news, 47% rate BBC TV highly for impartiality and 28% rate ITV highly.

Figure 7.8

Impartiality of TV sources (1) – 2023

% of all TV users rating each source



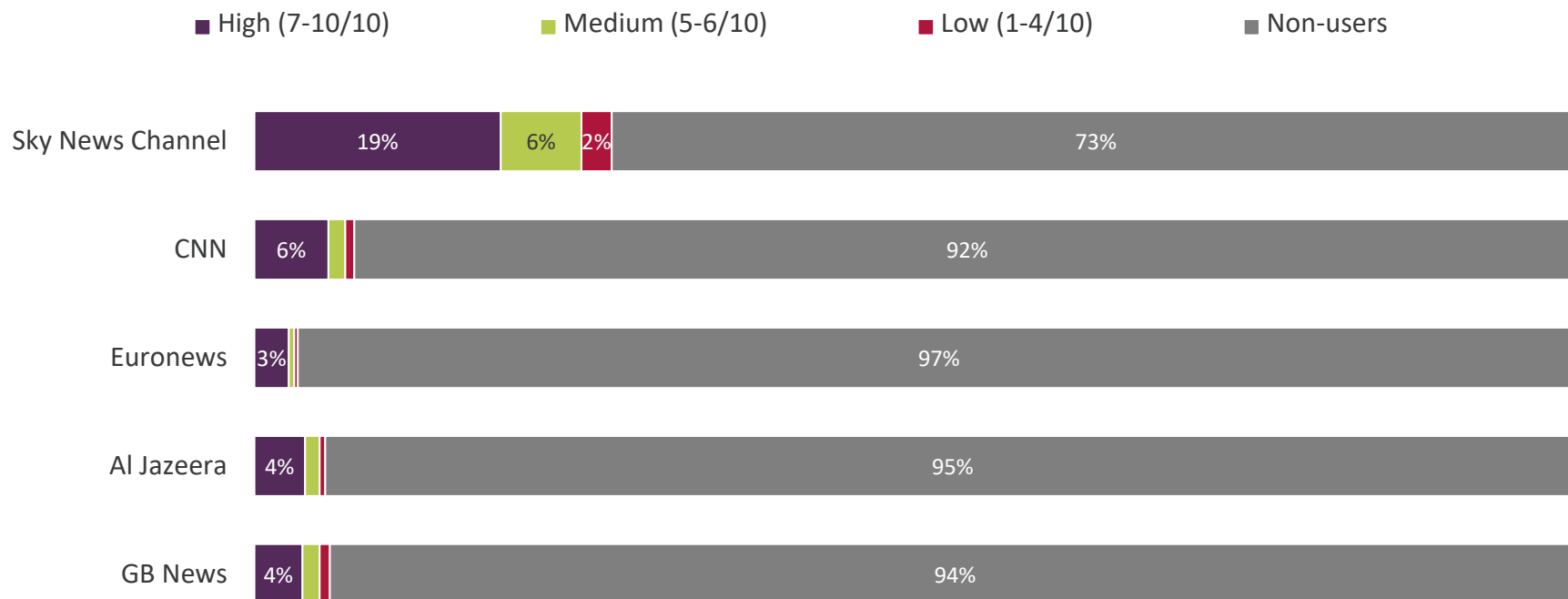
Source: Ofcom News Consumption Survey 2023 – **COMBINED F2F & ONLINE** sample E3. And to what extent do you think the following statements apply to <BRAND> as a news source? Answer using a scale of 1 to 10
Base: All adults 16+ who use television for news nowadays: 3216

Among all those using TV for news, 19% rate Sky News Channel highly for impartiality.

Figure 7.9

Impartiality of TV sources (2) – 2023

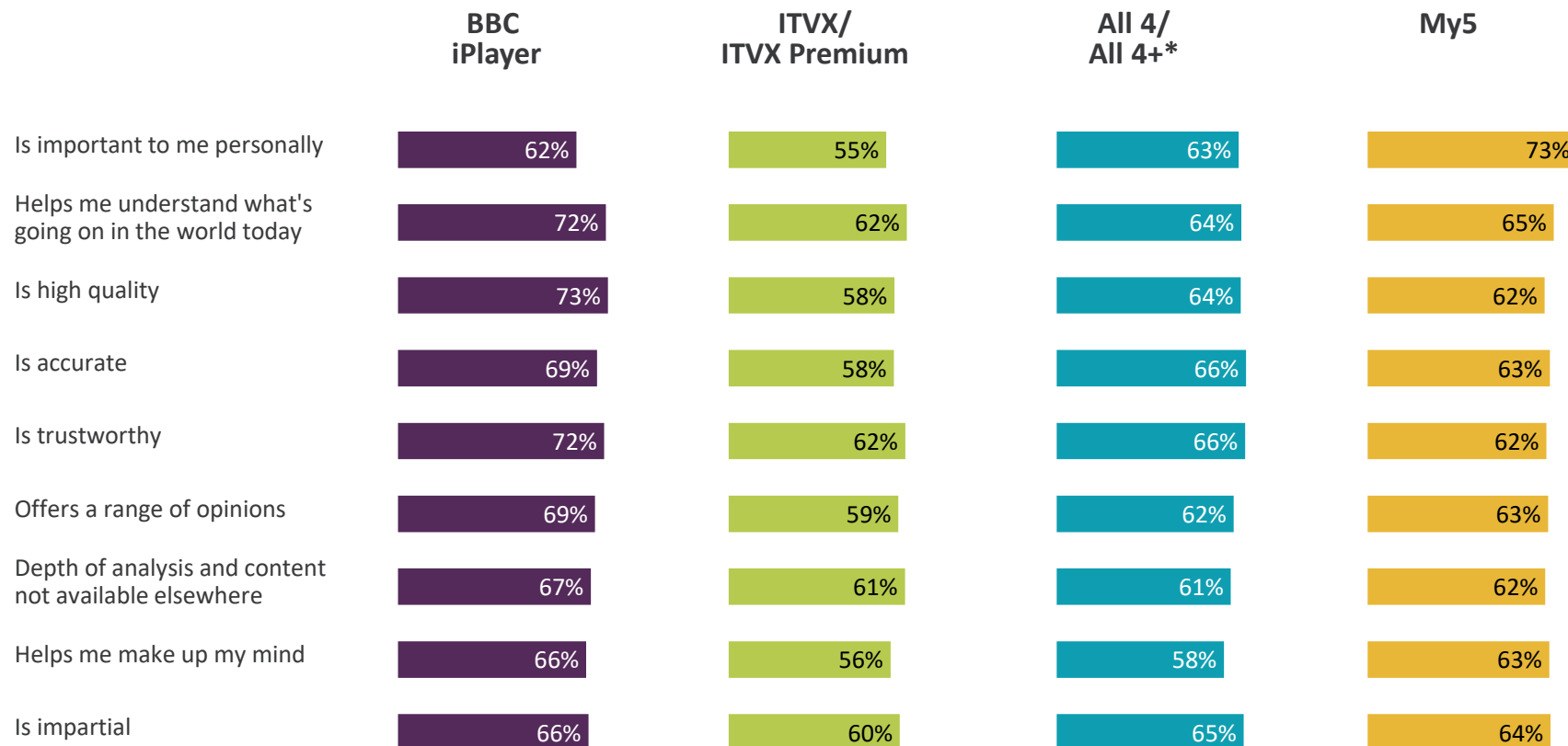
% of all TV users rating each source



Source: Ofcom News Consumption Survey 2023 – **COMBINED F2F & ONLINE** sample 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+ who use television for news nowadays: 3216

With the exception of ‘important to me personally’, users of BBC iPlayer give the highest ratings of BVoD services.

Figure 7.10
Attributes of BVoD services – 2023
% of regular users rating each source highly (7-10)



Source: Ofcom News Consumption Survey 2023 – 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

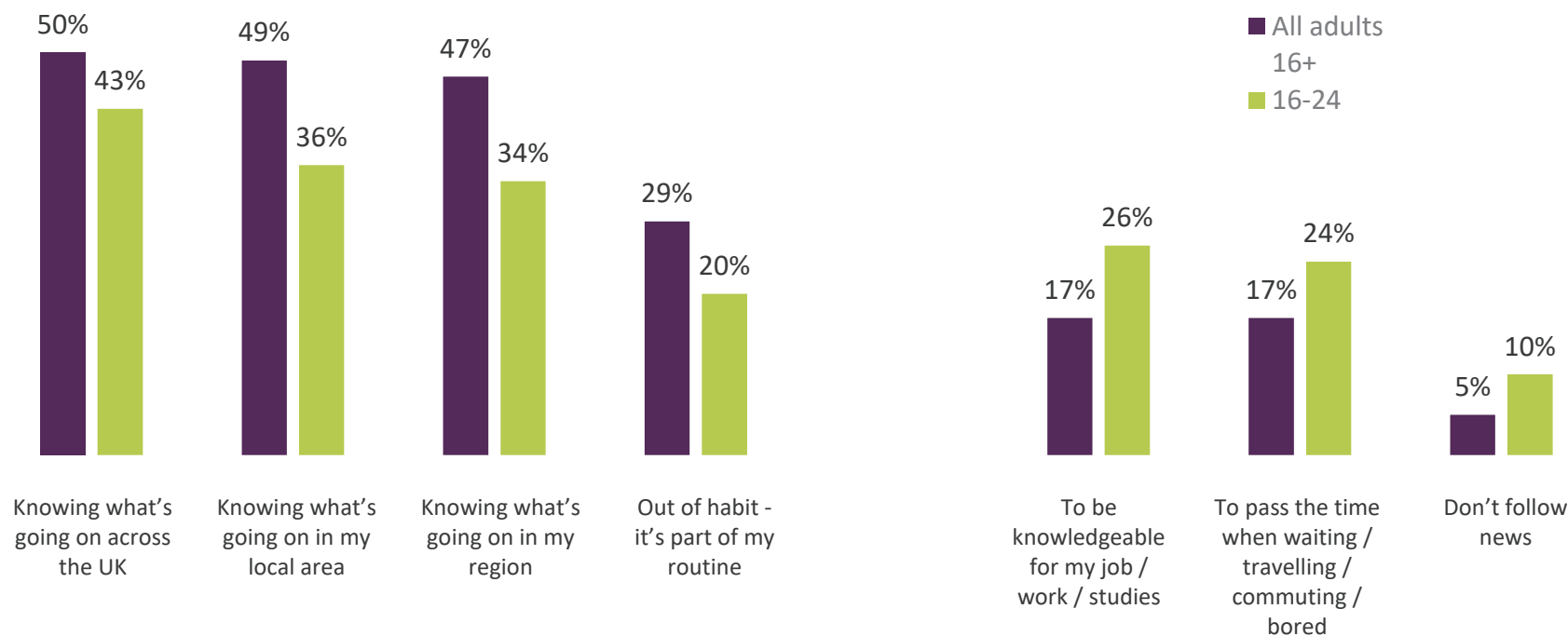
Base: All using each source for news at least weekly 2023 – BBC iPlayer=511, ITVX=268, All 4=213, My5=106

These services were asked about for the first time in 2023 * All4/All4+ was re-branded to 'Channel 4/Channel 4+' in 2023 after NCS fieldwork was complete.

16-24s have slightly different motivations for following news.

Figure 7.11
Reasons to follow news

All adults 16+



Source: Ofcom News Consumption Survey 2023 – COMBINED F2F & ONLINE sample
Question: G1: Reasons to follow news
Base: All Adults 16+ - 2023=4556, 16-24=739

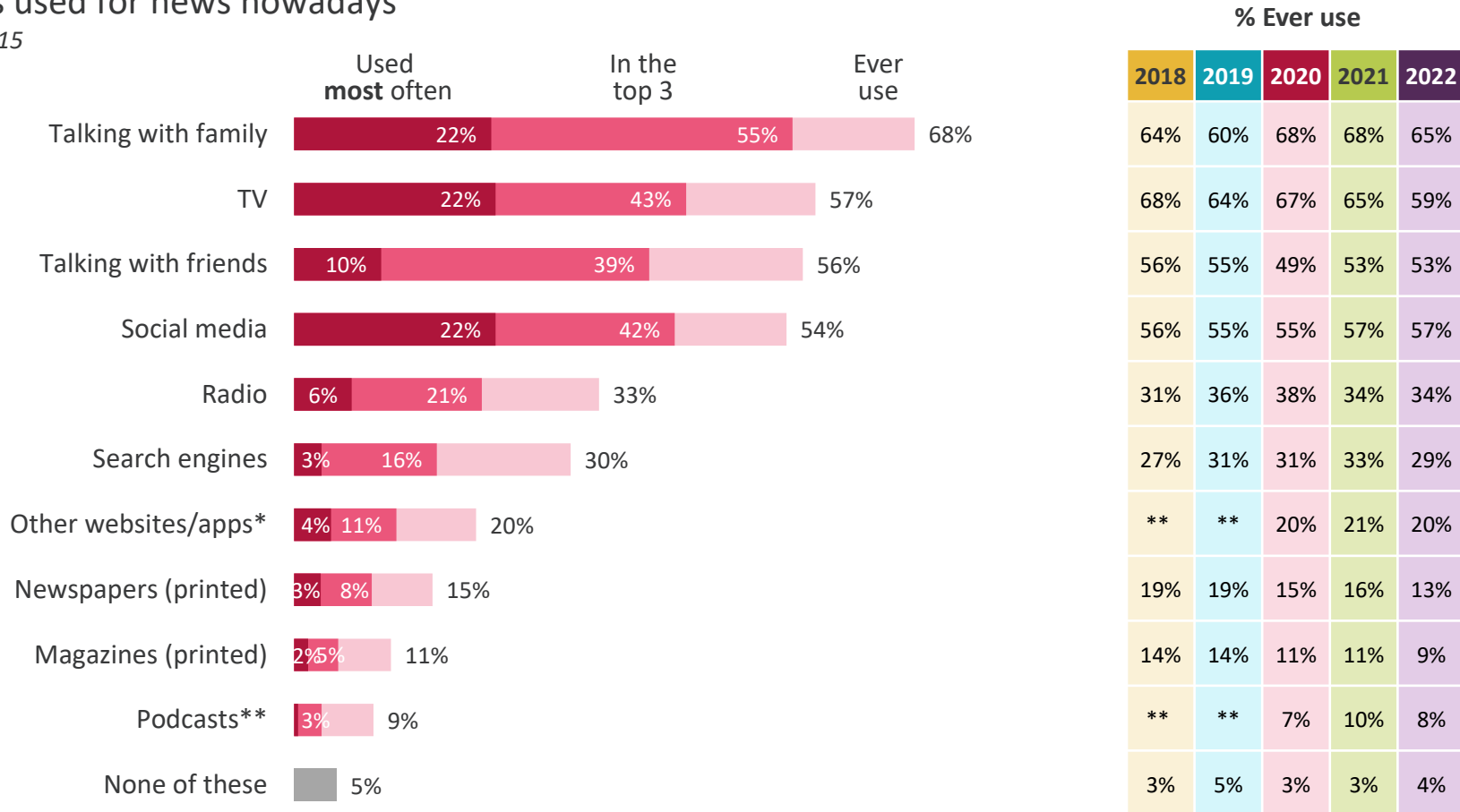
How teens aged 12-15 consume news

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

Figure 8.1

All platforms used for news nowadays

All teens aged 12-15



Source: Ofcom Teens News Consumption Survey 2023

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 – 2023=1003, 2018-2022=1000-1010

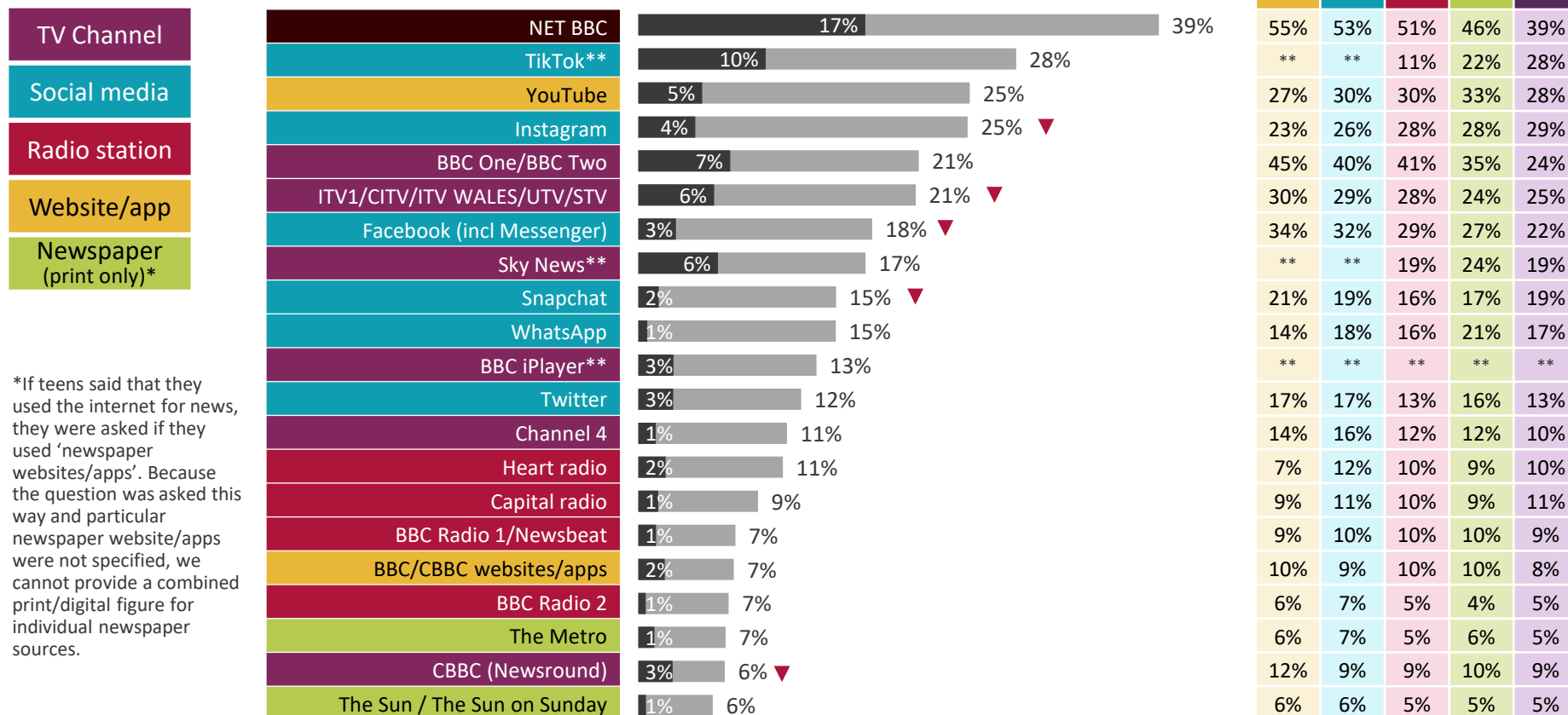
*Other websites/apps includes any internet source, excluding social media/search engines/podcasts **Podcasts asked about as a separate category starting in 2020

Green/red triangles indicate statistically significant differences between 2023 and 2022 (at 95% confidence level)

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

Figure 8.2
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.

Source: Ofcom Teens News Consumption Survey 2023

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 – 2023=1003, 2018-2022=1000-1010 **BBC iPlayer added in 2023, TikTok and Sky News added in 2020

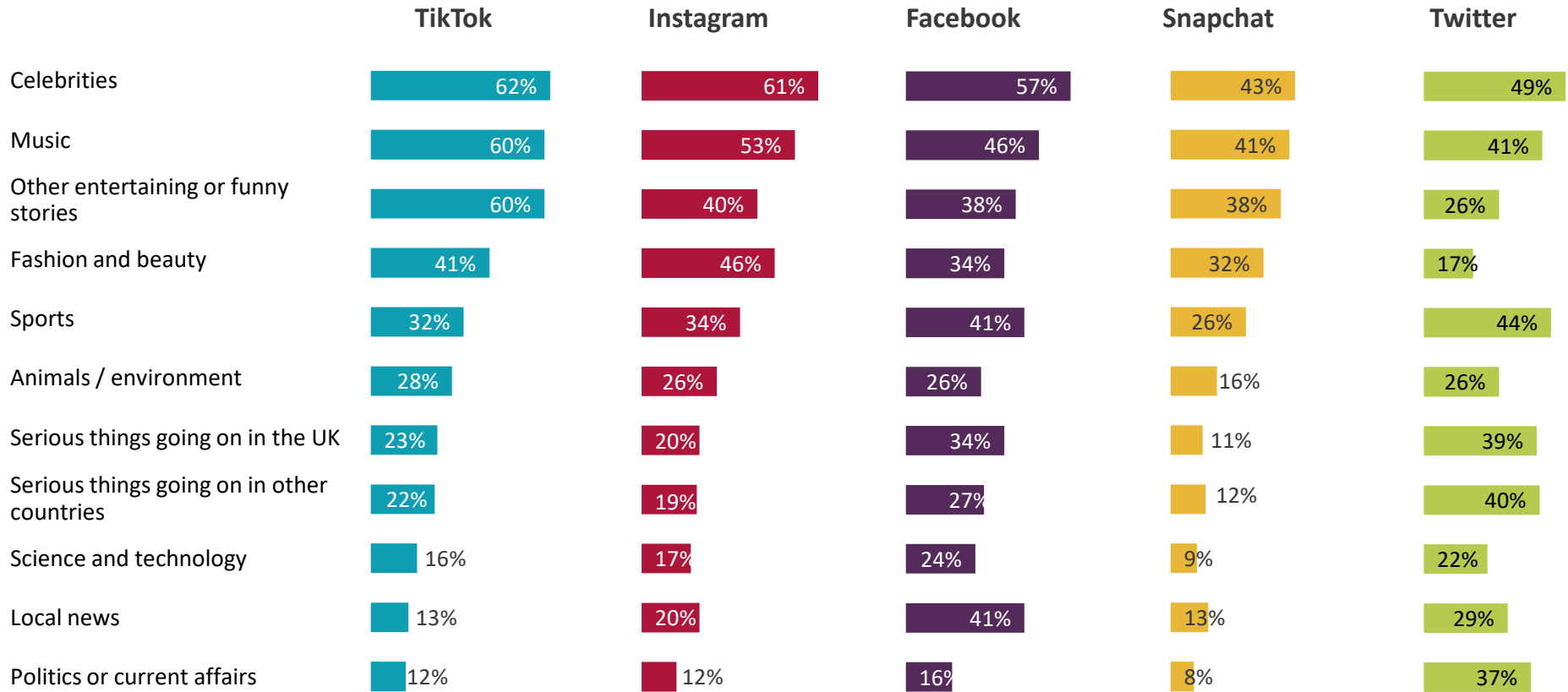
Green/red triangles indicate statistically significant differences between 2023 and 2022 (at 95% confidence level)

Teens are more likely to use social media for lighter news rather than hard news.

Figure 8.3

Types of news that social media platforms are used for – 2023

All using each type of social media for news



Source: Ofcom Teens News Consumption Survey 2023

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

Base: All teens aged 12-15 using TikTok (283), Instagram (249), Facebook (182), Snapchat (148), Twitter (130)

Appendix – Industry currencies and methodology

Industry currencies used in the report

- The Barb Audiences panel is a sample of recruited households, to mirror the entire UK. Each week, Barb interviews 1,000 households in its Establishment Survey to see if the profile of the panel is current and tweaks its data weighting accordingly so the panel reflects the UK. Currently, Barb has approximately 5,300 homes (approximately 12,000 individuals) participating in the panel. Data it collects includes viewing of broadcast TV through a television set, and via any device attached to the set such as a computer, streaming device or set-top box. In addition to this, it provides some data on viewing to content via on-demand/streaming services and on devices not connected to the TV being watched at home.

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 7 November – 7 December 2022 and 27 February – 3 April 2023. *NB: These two interviewing periods have remained broadly consistent over the last six years to ensure comparability.*
- In total, 4,556 interviews were undertaken. 2,142 were conducted face to face and 2,414 were conducted online.
- As previously noted, the 2023 News Report shows combined online and face-to-face adult data for 2023, compared with 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 – Adult & Teen 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, 501 interviews from 5 November – 6 December 2022 have been combined with 502 interviews from 27 February – 20 March 2023.
- 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.