	Page	Table	Title	Base Description	Base
●	1	1	QA Topics of interest	Base : All adults 16+	2894
●	2	2	QA Topics of interest	Base : All adults 16+	2894
●	3	3	QA Topics of interest	Base : All adults 16+	2894
●	5	4	QB Internet access	Base : All adults 16+	2894
●	7	5	QB Internet access	Base : All adults 16+	2894
●	9	6	QB Internet access	Base : All adults 16+	2894
●	11	7	QC1/QC2 Devices personally own	Base : All adults 16+	2894
●	12	8	QC1/QC2 Devices personally own	Base : All adults 16+	2894
●	13	9	QC1/QC2 Devices personally own	Base : All adults 16+	2894
●	15	10	QD1 TV services in household	Base : All adults 16+	2894
●	17	11	QD1 TV services in household	Base : All adults 16+	2894
●	19	12	QD1 TV services in household	Base : All adults 16+	2894
●	21	13	Q2 Reasons for following news	Base : All adults 16+	2894
●	23	14	Q2 Reasons for following news	Base : All adults 16+	2894
●	25	15	Q2 Reasons for following news	Base : All adults 16+	2894
●	27	16	Q3a/Q3aa Platforms use for news nowadays (all platforms)	Base : All adults 16+	2894
●	29	17	Q3a/Q3aa Platforms use for news nowadays (all platforms)	Base : All adults 16+	2894
●	30	18	Q3a/Q3aa Platforms use for news nowadays (all platforms)	Base : All adults 16+	2894
●	32	19	Q3a/Q3aa_Number Number of platforms use for news nowadays (all 10 platforms)	Base : All adults 16+	2894
●	33	20	Q3a/Q3aa_Number Number of platforms use for news nowadays (all 10 platforms)	Base : All adults 16+	2894
●	34	21	Q3a/Q3aa_Number Number of platforms use for news nowadays (all 10 platforms)	Base : All adults 16+	2894
●	36	22	Q3a_Number Number of platforms use for news nowadays (all 8 platforms)	Base : All adults 16+	2894
●	37	23	Q3a_Number Number of platforms use for news nowadays (all 8 platforms)	Base : All adults 16+	2894
●	38	24	Q3a_Number Number of platforms use for news nowadays (all 8 platforms)	Base : All adults 16+	2894

	Page	Table	Title	Base Description	Base
●	40	25	Q3a_Platform_5 main platforms Platform Combinations (5 main platforms) - Nowadays	Base : All adults 16+	2894
●	44	26	Q3a_Platform_5 main platforms Platform Combinations (5 main platforms) - Nowadays	Base : All adults 16+	2894
●	48	27	Q3a_Platform_5 main platforms Platform Combinations (5 main platforms) - Nowadays	Base : All adults 16+	2894
●	53	28	Q3ab News from Social Media	Base : All adults 16+ who don't use internet or apps	1722
●	54	29	Q3ab News from Social Media	Base : All adults 16+ who don't use internet or apps	1722
●	55	30	Q3ab News from Social Media	Base : All adults 16+ who don't use internet or apps	1722
●	56	31	Q3b1 Websites, apps or alerts (on any device) used to get news	Base : All adults 16+ who use Internet for news nowadays	1172
●	58	32	Q3b1 Websites, apps or alerts (on any device) used to get news	Base : All adults 16+ who use Internet for news nowadays	1172
●	60	33	Q3b1 Websites, apps or alerts (on any device) used to get news	Base : All adults 16+ who use Internet for news nowadays	1172
●	62	34	Q3b1/Q3ab. Websites, apps or alerts (on any device) used to get news	Base : All adults 16+ who use Internet or social media for news nowadays	1418
●	64	35	Q3b1/Q3ab. Websites, apps or alerts (on any device) used to get news	Base : All adults 16+ who use Internet or social media for news nowadays	1418
●	66	36	Q3b1/Q3ab. Websites, apps or alerts (on any device) used to get news	Base : All adults 16+ who use Internet or social media for news nowadays	1418
●	68	37	Q3a/Q3aa/Q3ab/Q3b1 Platforms/ways access news nowadays	Base : All adults 16+	2894
●	71	38	Q3a/Q3aa/Q3ab/Q3b1 Platforms/ways access news nowadays	Base : All adults 16+	2894
●	74	39	Q3a/Q3aa/Q3ab/Q3b1 Platforms/ways access news nowadays	Base : All adults 16+	2894
●	77	40	Q5a News sources use nowadays - TV Channels	Base : All adults 16+ who use Television for news nowadays	2096
●	80	41	Q5a News sources use nowadays - TV Channels	Base : All adults 16+ who use Television for news nowadays	2096
●	83	42	Q5a News sources use nowadays - TV Channels	Base : All adults 16+ who use Television for news nowadays	2096
●	87	43	Q5a_number Number of TV channels used nowadays	Base : All adults 16+ who use Television for news nowadays	2096
●	88	44	Q5a_number Number of TV channels used nowadays	Base : All adults 16+ who use Television for news nowadays	2096
●	89	45	Q5a_number Number of TV channels used nowadays	Base : All adults 16+ who use Television for news nowadays	2096
	91	46	Q5ai Frequency of watching the news on television channels - Summary Table	Base : All adults 16+ who use television channels for news nowadays	1575

	Page	Table	Title	Base Description	Base
●	93	47	Q5b News sources use nowadays - Daily Newspapers	Base : All adults 16+ who use Newspapers for news nowadays	910
●	96	48	Q5b News sources use nowadays - Daily Newspapers	Base : All adults 16+ who use Newspapers for news nowadays	910
●	99	49	Q5b News sources use nowadays - Daily Newspapers	Base : All adults 16+ who use Newspapers for news nowadays	910
●	102	50	Q5b_number Number of Daily Newspapers used nowadays	Base : All adults 16+ who use Newspapers for news nowadays	910
●	103	51	Q5b_number Number of Daily Newspapers used nowadays	Base : All adults 16+ who use Newspapers for news nowadays	910
●	104	52	Q5b_number Number of Daily Newspapers used nowadays	Base : All adults 16+ who use Newspapers for news nowadays	910
	105	53	Q5bi Frequency of reading the news in Daily Newspapers - Summary Table	Base : All adults 16+ who use Daily Newspapers for news nowadays	183
●	107	54	Q5c News sources use nowadays - Weekly Newspapers	Base : All adults 16+ who use Newspapers for news nowadays	910
●	109	55	Q5c News sources use nowadays - Weekly Newspapers	Base : All adults 16+ who use Newspapers for news nowadays	910
●	111	56	Q5c News sources use nowadays - Weekly Newspapers	Base : All adults 16+ who use Newspapers for news nowadays	910
●	114	57	Q5c_number Number of Weekly Newspapers used nowadays	Base : All adults 16+ who use Newspapers for news nowadays	910
●	115	58	Q5c_number Number of Weekly Newspapers used nowadays	Base : All adults 16+ who use Newspapers for news nowadays	910
●	116	59	Q5c_number Number of Weekly Newspapers used nowadays	Base : All adults 16+ who use Newspapers for news nowadays	910
	117	60	Q5ci Frequency of reading the news in Weekly Newspapers - Summary Table	Base : All adults 16+ who use Weekly Newspapers for news nowadays	86
●	118	61	Q5b/Q5c News sources use nowadays - Newspapers (Any type)	Base : All adults 16+ who use Newspapers (daily or weekly) nowadays	910
●	122	62	Q5b/Q5c News sources use nowadays - Newspapers (Any type)	Base : All adults 16+ who use Newspapers (daily or weekly) nowadays	910
●	127	63	Q5b/Q5c News sources use nowadays - Newspapers (Any type)	Base : All adults 16+ who use Newspapers (daily or weekly) nowadays	910
●	133	64	Q5b/c_number Number of Newspapers (Any type) used nowadays	Base : All adults 16+ who use Newspapers (daily or weekly) nowadays	910
●	134	65	Q5b/c_number Number of Newspapers (Any type) used nowadays	Base : All adults 16+ who use Newspapers (daily or weekly) nowadays	910
●	135	66	Q5b/c_number Number of Newspapers (Any type) used nowadays	Base : All adults 16+ who use Newspapers (daily or weekly) nowadays	910

	Page	Table	Title	Base Description	Base
●	136	67	Q5d News sources use nowadays - Radio Stations	Base : All adults 16+ who use Radio for news nowadays	910
●	139	68	Q5d News sources use nowadays - Radio Stations	Base : All adults 16+ who use Radio for news nowadays	910
●	142	69	Q5d News sources use nowadays - Radio Stations	Base : All adults 16+ who use Radio for news nowadays	910
●	145	70	Q5d_number Number of Radio Stations used nowadays	Base : All adults 16+ who use Radio for news nowadays	910
●	146	71	Q5d_number Number of Radio Stations used nowadays	Base : All adults 16+ who use Radio for news nowadays	910
●	147	72	Q5d_number Number of Radio Stations used nowadays	Base : All adults 16+ who use Radio for news nowadays	910
	148	73	Q5di Frequency of listening to the news on radio stations - Summary Table	Base : All adults 16+ who use radio stations for news nowadays	237
●	150	74	Q5e News sources use nowadays - Websites or apps	Base : All adults 16+ who use Internet or social media for news nowadays	1418
●	154	75	Q5e News sources use nowadays - Websites or apps	Base : All adults 16+ who use Internet or social media for news nowadays	1418
●	159	76	Q5e News sources use nowadays - Websites or apps	Base : All adults 16+ who use Internet or social media for news nowadays	1418
●	165	77	Q5e_number Number of Websites or apps used nowadays	Base : All adults 16+ who use Internet or social media for news nowadays	1418
●	167	78	Q5e_number Number of Websites or apps used nowadays	Base : All adults 16+ who use Internet or social media for news nowadays	1418
●	169	79	Q5e_number Number of Websites or apps used nowadays	Base : All adults 16+ who use Internet or social media for news nowadays	1418
	171	80	Q5ei Frequency of accessing news on website/apps - Summary Table	Base : All adults 16+ who use website/apps for news nowadays	686
●	175	81	Q5f News sources used nowadays - Magazines	Base : All adults 16+ who use magazines nowadays	100
	176	82	Q5f News sources used nowadays - Magazines	Base : All adults 16+ who use magazines nowadays	100
	177	83	Q5f News sources used nowadays - Magazines	Base : All adults 16+ who use magazines nowadays	100
●	178	84	Q5f_number Number of magazines used for news nowdays	Base : All adults 16+ who use magazines nowadays	100
	179	85	Q5f_number Number of magazines used for news nowdays	Base : All adults 16+ who use magazines nowadays	100
	180	86	Q5f_number Number of magazines used for news nowdays	Base : All adults 16+ who use magazines nowadays	100
	181	87	Frequency of reading the news in magazines - Summary Table	Base : All adults 16+ who use magazines for news nowadays	9

	Page	Table	Title	Base Description	Base
●	182	88	Q5a-Q5f News sources use nowadays - Cross Platform nets	Base : All adults 16+ who use TV, Newspapers, Radio, Internet, Magazines or social media for news nowadays	2701
●	184	89	Q5a-Q5f News sources use nowadays - Cross Platform nets	Base : All adults 16+ who use TV, Newspapers, Radio, Internet, Magazines or social media for news nowadays	2701
●	186	90	Q5a-Q5f News sources use nowadays - Cross Platform nets	Base : All adults 16+ who use TV, Newspapers, Radio, Internet, Magazines or social media for news nowadays	2701
●	189	91	Q5a-f_number Number of Sources used nowadays - Across all Platforms	Base : All adults 16+ who use TV, Newspapers, Radio, Internet, Magazines or social media for news nowadays	2701
●	191	92	Q5a-f_number Number of Sources used nowadays - Across all Platforms	Base : All adults 16+ who use TV, Newspapers, Radio, Internet, Magazines or social media for news nowadays	2701
●	193	93	Q5a-f_number Number of Sources used nowadays - Across all Platforms	Base : All adults 16+ who use TV, Newspapers, Radio, Internet, Magazines or social media for news nowadays	2701
●	196	94	Q6a Ways access and use news through internet or apps nowadays - used at all	Base : All adults 16+ who use Internet for news nowadays	1172
●	198	95	Q6a Ways access and use news through internet or apps nowadays - used at all	Base : All adults 16+ who use Internet for news nowadays	1172
●	201	96	Q6a Ways access and use news through internet or apps nowadays - used at all	Base : All adults 16+ who use Internet for news nowadays	1172
●	204	97	Q6a2 Way closest to how they find out about news online	Base : All adults 16+ who get news stories through social media (e.g. Facebook, Twitter, YouTube, etc)	730
●	205	98	Q6a2 Way closest to how they find out about news online	Base : All adults 16+ who get news stories through social media (e.g. Facebook, Twitter, YouTube, etc)	730
●	206	99	Q6a2 Way closest to how they find out about news online	Base : All adults 16+ who get news stories through social media (e.g. Facebook, Twitter, YouTube, etc)	730
●	207	100	Q6a4_01 Frequency of accessing news online in different ways Go directly to a website/app of a news provider such as the Mail Online, BBC News online, or Buzzfeed	Base : All adults 16+ who use Internet or social media for news nowadays	1418
●	208	101	Q6a4_01 Frequency of accessing news online in different ways Go directly to a website/app of a news provider such as the Mail Online, BBC News online, or Buzzfeed	Base : All adults 16+ who use Internet or social media for news nowadays	1418
●	209	102	Q6a4_01 Frequency of accessing news online in different ways Go directly to a website/app of a news provider such as the Mail Online, BBC News online, or Buzzfeed	Base : All adults 16+ who use Internet or social media for news nowadays	1418
●	210	103	Q6a4_02 Frequency of accessing news online in different ways Go directly to a website/app that brings together news from different news providers such as Yahoo, Tesco home page, Apple News, Flipboard etc	Base : All adults 16+ who use Internet or social media for news nowadays	1418

	Page	Table	Title	Base Description	Base
●	211	104	Q6a4_02 Frequency of accessing news online in different ways Go directly to a website/app that brings together news from different news providers such as Yahoo, Tesco home page, Apple News, Flipboard etc	Base : All adults 16+ who use Internet or social media for news nowadays	1418
	212	105	Q6a4_02 Frequency of accessing news online in different ways Go directly to a website/app that brings together news from different news providers such as Yahoo, Tesco home page, Apple News, Flipboard etc	Base : All adults 16+ who use Internet or social media for news nowadays	1418
●	213	106	Q6a4_03 Frequency of accessing news online in different ways Go to a search engine and search for a news story	Base : All adults 16+ who use Internet or social media for news nowadays	1418
●	214	107	Q6a4_03 Frequency of accessing news online in different ways Go to a search engine and search for a news story	Base : All adults 16+ who use Internet or social media for news nowadays	1418
●	215	108	Q6a4_03 Frequency of accessing news online in different ways Go to a search engine and search for a news story	Base : All adults 16+ who use Internet or social media for news nowadays	1418
●	216	109	Q6a4_04 Frequency of accessing news online in different ways Get news from social media	Base : All adults 16+ who use Internet or social media for news nowadays	1418
●	217	110	Q6a4_04 Frequency of accessing news online in different ways Get news from social media	Base : All adults 16+ who use Internet or social media for news nowadays	1418
●	218	111	Q6a4_04 Frequency of accessing news online in different ways Get news from social media	Base : All adults 16+ who use Internet or social media for news nowadays	1418
	219	112	Q6a4 Frequency of accessing news online in different ways - Summary Table	Base : All adults 16+ who use Internet or social media for news nowadays	1418
●	220	113	Q6a3 Types of news get from social media posts	Base : All adults 16+ who get news stories through social media (e.g. Facebook, Twitter, YouTube, etc)	730
●	221	114	Q6a3 Types of news get from social media posts	Base : All adults 16+ who get news stories through social media (e.g. Facebook, Twitter, YouTube, etc)	730
●	222	115	Q6a3 Types of news get from social media posts	Base : All adults 16+ who get news stories through social media (e.g. Facebook, Twitter, YouTube, etc)	730
●	223	116	Q6a5 News related activities on Facebook in the last week	Base : All adults 16+ who use Facebook for news nowadays	401
●	224	117	Q6a5 News related activities on Facebook in the last week	Base : All adults 16+ who use Facebook for news nowadays	401
●	225	118	Q6a5 News related activities on Facebook in the last week	Base : All adults 16+ who use Facebook for news nowadays	401
●	226	119	Q6a6 Who posted/shared the comments looked at on Facebook	Base : All adults 16+ who look at comments on Facebook	238
●	227	120	Q6a6 Who posted/shared the comments looked at on Facebook	Base : All adults 16+ who look at comments on Facebook	238

	Page	Table	Title	Base Description	Base
	228	121	Q6a6 Who posted/shared the comments looked at on Facebook	Base : All adults 16+ who look at comments on Facebook	238
●	229	122	Q6a7 Who posted/shared the news articles or videos looked at on Facebook	Base : All adults 16+ who look at or click on news articles/videos on Facebook	374
●	230	123	Q6a7 Who posted/shared the news articles or videos looked at on Facebook	Base : All adults 16+ who look at or click on news articles/videos on Facebook	374
	231	124	Q6a7 Who posted/shared the news articles or videos looked at on Facebook	Base : All adults 16+ who look at or click on news articles/videos on Facebook	374
●	232	125	Q6a8 News related activities on Twitter in the last week	Base : All adults 16+ who use Twitter for news nowadays	122
	233	126	Q6a8 News related activities on Twitter in the last week	Base : All adults 16+ who use Twitter for news nowadays	122
	234	127	Q6a8 News related activities on Twitter in the last week	Base : All adults 16+ who use Twitter for news nowadays	122
	235	128	Q6a9 Who posted/shared the Tweets looked at on Twitter	Base : All adults 16+ that look at tweets on Twitter	94
	236	129	Q6a9 Who posted/shared the Tweets looked at on Twitter	Base : All adults 16+ that look at tweets on Twitter	94
	237	130	Q6a9 Who posted/shared the Tweets looked at on Twitter	Base : All adults 16+ that look at tweets on Twitter	94
●	238	131	Q6a10 Who posted/shared the news articles or videos looked at on Twitter?	Base : All adults 16+ who look at or click on news articles/videos on Twitter	124
	239	132	Q6a10 Who posted/shared the news articles or videos looked at on Twitter?	Base : All adults 16+ who look at or click on news articles/videos on Twitter	124
●	240	133	Q6a10 Who posted/shared the news articles or videos looked at on Twitter?	Base : All adults 16+ who look at or click on news articles/videos on Twitter	124
●	241	134	Q8a Source of news of most personal importance	Base : All adults 16+ who have chosen a news source from any platform	2618
●	255	135	Q8a Source of news of most personal importance	Base : All adults 16+ who have chosen a news source from any platform	2618
●	269	136	Q8a Source of news of most personal importance	Base : All adults 16+ who have chosen a news source from any platform	2618
	287	137	Q9b Importance of news sources - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	1688
	288	138	Q9b Importance of news sources - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	34

	Page	Table	Title	Base Description	Base
	289	139	Q9b Importance of news sources - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	23
	290	140	Q9b Importance of news sources - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	153
	291	141	Q9b Importance of news sources - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	119
	292	142	Q9b Importance of news sources - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	94
	293	143	Q9b Importance of news sources - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	740
	294	144	Q9b Importance of news sources - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	1943
	295	145	Q9c News source rating - is accurate and reliable - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	1688
	296	146	Q9c News source rating - is accurate and reliable - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	34
	297	147	Q9c News source rating - is accurate and reliable - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	23
	298	148	Q9c News source rating - is accurate and reliable - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	153
	299	149	Q9c News source rating - is accurate and reliable - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	119
	300	150	Q9c News source rating - is accurate and reliable - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	94
	301	151	Q9c News source rating - is accurate and reliable - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	159
	302	152	Q9c News source rating - is accurate and reliable - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	116
	303	153	Q9c News source rating - is trustworthy - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	1688
	304	154	Q9c News source rating - is trustworthy - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	34

	Page	Table	Title	Base Description	Base
	305	155	Q9c News source rating - is trustworthy - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	23
	306	156	Q9c News source rating - is trustworthy - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	153
	307	157	Q9c News source rating - is trustworthy - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	119
	308	158	Q9c News source rating - is trustworthy - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	94
	309	159	Q9c News source rating - is trustworthy - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	159
	310	160	Q9c News source rating - is trustworthy - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	981
	311	161	Q9c News source rating - is impartial and unbiased - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	1688
	312	162	Q9c News source rating - is impartial and unbiased - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	34
	313	163	Q9c News source rating - is impartial and unbiased - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	23
	314	164	Q9c News source rating - is impartial and unbiased - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	153
	315	165	Q9c News source rating - is impartial and unbiased - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	119
	316	166	Q9c News source rating - is impartial and unbiased - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	94
	317	167	Q9c News source rating - is impartial and unbiased - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	159
	318	168	Q9c News source rating - is impartial and unbiased - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	981
	319	169	Q9c News source rating - offers a range of opinions - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	1688
	320	170	Q9c News source rating - offers a range of opinions - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	34

	Page	Table	Title	Base Description	Base
	321	171	Q9c News source rating - offers a range of opinions - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	23
	322	172	Q9c News source rating - offers a range of opinions - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	153
	323	173	Q9c News source rating - offers a range of opinions - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	119
	324	174	Q9c News source rating - offers a range of opinions - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	56
	325	175	Q9c News source rating - offers a range of opinions - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	116
	326	176	Q9c News source rating - offers a range of opinions - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	1943
	327	177	Q9c News source rating - helps me make up my mind - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	1688
	328	178	Q9c News source rating - helps me make up my mind - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	34
	329	179	Q9c News source rating - helps me make up my mind - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	23
	330	180	Q9c News source rating - helps me make up my mind - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	153
	331	181	Q9c News source rating - helps me make up my mind - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	119
	332	182	Q9c News source rating - helps me make up my mind - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	56
	333	183	Q9c News source rating - helps me make up my mind - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	116
	334	184	Q9c News source rating - helps me make up my mind - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	1943
	335	185	Q9c News source rating - Is of high quality - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	1688
	336	186	Q9c News source rating - Is of high quality - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	34

	Page	Table	Title	Base Description	Base
	337	187	Q9c News source rating - Is of high quality - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	23
	338	188	Q9c News source rating - Is of high quality - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	18
	339	189	Q9c News source rating - Is of high quality - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	40
	340	190	Q9c News source rating - Is of high quality - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	81
	341	191	Q9c News source rating - Is of high quality - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	18
	342	192	Q9c News source rating - Is of high quality - Summary Table	Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)	201
●	343	193	QN1 Level of interest in national news	Base : All adults 16+ who use a platform for news nowadays	2710
●	344	194	QN1 Level of interest in national news	Base : All adults 16+ who use a platform for news nowadays	2710
●	345	195	QN1 Level of interest in national news	Base : All adults 16+ who use a platform for news nowadays	2710
●	346	196	QXX2 Ways of accessing national news	Base : All adults 16+ who are in Wales, Scotland or Northern Ireland and who use a platform for news nowadays	1032
●	348	197	QXX2 Ways of accessing national news	Base : All adults 16+ who are in Wales, Scotland or Northern Ireland and who use a platform for news nowadays	1032
●	350	198	QXX2 Ways of accessing national news	Base : All adults 16+ who are in Wales, Scotland or Northern Ireland and who use a platform for news nowadays	1032
●	352	199	QXX2_Number Number of ways access national news nowadays	Base : All adults 16+ who are in Wales, Scotland or Northern Ireland and who use a platform for news nowadays	1032
●	353	200	QXX2_Number Number of ways access national news nowadays	Base : All adults 16+ who are in Wales, Scotland or Northern Ireland and who use a platform for news nowadays	1032
●	354	201	QXX2_Number Number of ways access national news nowadays	Base : All adults 16+ who are in Wales, Scotland or Northern Ireland and who use a platform for news nowadays	1032
●	355	202	QN2 News sources use nowadays for national news	Base : All adults 16+ who have chosen a news source from any platform	2618
●	371	203	QN2 News sources use nowadays for national news	Base : All adults 16+ who have chosen a news source from any platform	2618

	Page	Table	Title	Base Description	Base
●	388	204	QN2 News sources use nowadays for national news	Base : All adults 16+ who have chosen a news source from any platform	2618
●	410	205	QN2_number Number of news sources use nowadays for national news - Across all Platforms	Base : All adults 16+ who have chosen a news source from any platform	2618
●	411	206	QN2_number Number of news sources use nowadays for national news - Across all Platforms	Base : All adults 16+ who have chosen a news source from any platform	2618
●	412	207	QN2_number Number of news sources use nowadays for national news - Across all Platforms	Base : All adults 16+ who have chosen a news source from any platform	2618
	414	208	QN2i Frequency of using news sources for national news - Summary Table (TV, RADIO, WEBSITES)	Base : All adults 16+ who use news sources for national news nowadays	1038
	418	209	QN2i Frequency of using news sources for national news - Summary Table (DAILY NEWSPAPERS)	Base : All adults 16+ who use news sources for national news nowadays	24
	420	210	QN2i Frequency of using news sources for national news - Summary Table (WEEKLY NEWSPAPERS)	Base : All adults 16+ who use news sources for national news nowadays	10
	421	211	QN2i Frequency of using news sources for national news - Summary Table (MAGAZINES)	Base : All adults 16+ who use news sources for national news nowadays	2
●	422	212	QXX3 Ways of accessing local news	Base : All adults 16+ who use a platform for news nowadays	2710
●	424	213	QXX3 Ways of accessing local news	Base : All adults 16+ who use a platform for news nowadays	2710
●	426	214	QXX3 Ways of accessing local news	Base : All adults 16+ who use a platform for news nowadays	2710
●	429	215	QXX3_Number Number of ways access local news nowadays	Base : All adults 16+ who use a platform for news nowadays	2710
●	430	216	QXX3_Number Number of ways access local news nowadays	Base : All adults 16+ who use a platform for news nowadays	2710
●	431	217	QXX3_Number Number of ways access local news nowadays	Base : All adults 16+ who use a platform for news nowadays	2710
●	432	218	S1 Gender	Base : All adults 16+	2894
	433	219	S1 Gender	Base : All adults 16+	2894
●	434	220	S1 Gender	Base : All adults 16+	2894
●	435	221	S2, S2b Age	Base : All adults 16+	2894
●	436	222	S2, S2b Age	Base : All adults 16+	2894
●	437	223	S2, S2b Age	Base : All adults 16+	2894

	Page	Table	Title	Base Description	Base
●	438	224	SEG Social Grade	Base : All adults 16+	2894
●	439	225	SEG Social Grade	Base : All adults 16+	2894
●	440	226	SEG Social Grade	Base : All adults 16+	2894
●	442	227	S3 Ethnic Origin	Base : All adults 16+	2894
●	444	228	S3 Ethnic Origin	Base : All adults 16+	2894
●	446	229	S3 Ethnic Origin	Base : All adults 16+	2894
●	448	230	QDEM1 Working status	Base : All adults 16+	2894
●	449	231	QDEM1 Working status	Base : All adults 16+	2894
●	450	232	QDEM1 Working status	Base : All adults 16+	2894
●	451	233	QDEM2 Number of adults aged 16+ in household altogether	Base : All adults 16+	2894
●	452	234	QDEM2 Number of adults aged 16+ in household altogether	Base : All adults 16+	2894
●	453	235	QDEM2 Number of adults aged 16+ in household altogether	Base : All adults 16+	2894
●	454	236	QDEM3 Whether have any children under 16 living in the household	Base : All adults 16+	2894
●	455	237	QDEM3 Whether have any children under 16 living in the household	Base : All adults 16+	2894
●	456	238	QDEM3 Whether have any children under 16 living in the household	Base : All adults 16+	2894
●	457	239	QDEM4 Number of children under the age of 16 in the household	Base : All adults 16+ with children under 16 living in the household	646
●	458	240	QDEM4 Number of children under the age of 16 in the household	Base : All adults 16+ with children under 16 living in the household	646
●	459	241	QDEM4 Number of children under the age of 16 in the household	Base : All adults 16+ with children under 16 living in the household	646
●	460	242	QDEM5 Age groups children under the age of 16 fall into	Base : All adults 16+ with children under 16 living in the household	646
●	461	243	QDEM5 Age groups children under the age of 16 fall into	Base : All adults 16+ with children under 16 living in the household	646
●	462	244	QDEM5 Age groups children under the age of 16 fall into	Base : All adults 16+ with children under 16 living in the household	646

	Page	Table	Title	Base Description	Base
●	463	245	QDEM11 Highest educational or vocational qualification currently have	Base : All adults 16+	2894
●	465	246	QDEM11 Highest educational or vocational qualification currently have	Base : All adults 16+	2894
●	467	247	QDEM11 Highest educational or vocational qualification currently have	Base : All adults 16+	2894
●	470	248	QDEM12 Housing Tenure	Base : All adults 16+	2894
●	471	249	QDEM12 Housing Tenure	Base : All adults 16+	2894
●	472	250	QDEM12 Housing Tenure	Base : All adults 16+	2894
●	473	251	QDEM14 Disability	Base : All adults 16+	2894
●	474	252	QDEM14 Disability	Base : All adults 16+	2894
●	475	253	QDEM14 Disability	Base : All adults 16+	2894
●	477	254	QDEM15 Working status of Chief Income Earner (CIE)	Base : All adults 16+	2894
●	478	255	QDEM15 Working status of Chief Income Earner (CIE)	Base : All adults 16+	2894
●	479	256	QDEM15 Working status of Chief Income Earner (CIE)	Base : All adults 16+	2894

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QA Topics of interest

Base : All adults 16+

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	2894	1379	1515	328	409	373	387	420	540	437	737	760	1397	512	753	608	1021	1265	1629	1199	1695
Weighted base	2894	1409	1485	354	539	505	492	356	365	283	893	997	1004	565	860	651	818	1425	1469	1678	1216
Music	1533	729	805	225	323	243	274	186	167	114	548	518	468	318	483	338	395	801	733	927	606
	53%jmq	*52%*	*54%*	64%afhij	60%afij	*48%*	56%ij	52%j	*46%*	*40%*	61%alm	52%m	*47%*	56%q	56%q	*52%*	*48%*	56%s	*50%*	55%u	*50%*
Film and Cinema	1334	619	714	203	315	276	237	132	110	61	518	513	303	302	441	281	310	743	591	866	468
	46%hijmqsu	*44%*	*48%*	57%aghij	59%aghij	55%ahij	48%hij	37%j	30%j	*21%*	58%alm	51%am	*30%*	53%apq	51%apq	*43%*	*38%*	52%as	*40%*	52%au	*38%*
Holidays\travel	1193	514	679	122	242	240	224	160	143	60	365	464	363	297	402	252	242	698	494	797	396
	41%bdjmqsu	*36%*	46%ab	35%j	45%dj	48%adij	46%dj	45%dj	39%j	*21%*	*41%*	47%am	*36%*	53%apq	47%apq	39%q	*30%*	49%as	*34%*	47%au	*33%*
Books	1166	421	745	89	169	199	219	166	182	141	259	418	489	294	375	207	290	669	497	623	543
	40%bdekqs	*30%*	50%ab	*25%*	*31%*	39%de	45%de	47%ade	50%adef	50%adef	*29%*	42%k	49%akl	52%aopq	44%pq	*32%*	*35%*	47%as	*34%*	*37%*	45%at
Cooking	1133	408	725	113	238	225	202	147	118	90	351	426	355	253	327	255	298	580	553	680	453
	39%bdijm	*29%*	49%ab	*32%*	44%dij	44%dij	41%dij	41%dij	*32%*	*32%*	*39%*	43%m	*35%*	45%aoq	*38%*	*39%*	*36%*	*41%*	*38%*	*41%*	*37%*
Sport	1085	789	297	142	217	196	170	125	142	93	358	367	360	236	336	237	275	572	513	696	389
	37%cu	56%ac	*20%*	*40%*	40%j	*39%*	*35%*	*35%*	*39%*	*33%*	*40%*	*37%*	*36%*	42%q	39%q	*36%*	*34%*	40%s	*35%*	41%au	*32%*
News and Current affairs	956	509	447	70	120	163	168	143	163	129	191	331	435	267	327	173	190	593	363	529	427
	33%dekpqs	36%c	*30%*	*20%*	*22%*	32%de	34%de	40%adef	45%adefg	46%adefg	*21%*	33%k	43%akl	47%aopq	38%apq	*27%*	*23%*	42%as	*25%*	*32%*	*35%*
Politics	597	357	240	46	90	113	98	90	98	62	136	211	250	196	211	92	98	407	190	357	239
	21%cdkpqs	25%ac	*16%*	*13%*	*17%*	22%d	20%d	25%de	27%adeg	22%d	*15%*	21%k	25%ak	35%aopq	25%apq	*14%*	*12%*	29%as	*13%*	*21%*	*20%*
Cars\motoring	548	437	111	71	101	98	104	67	76	31	171	203	175	123	164	127	134	287	261	352	196
	19%ciu	31%ac	*7%*	20%j	19%j	19%j	21%j	19%j	21%j	*11%*	*19%*	*20%*	*17%*	22%q	*19%*	*19%*	*16%*	*20%*	*18%*	21%u	*16%*
Fashion	538	114	424	87	136	105	97	58	29	26	222	202	113	107	187	117	127	294	244	342	196
	19%hijm	*8%*	29%ab	24%ahij	25%ahij	21%ij	20%ij	16%ij	*8%*	*9%*	25%am	20%m	*11%*	*19%*	22%q	*18%*	*16%*	21%s	*17%*	20%u	*16%*
Business	308	203	104	39	62	87	56	24	30	10	100	144	64	90	111	57	49	201	106	228	80
	11%hijmqsu	14%ac	*7%*	11%j	11%hj	17%adeghij	11%hj	*7%*	8%j	*4%*	11%m	14%am	*6%*	16%apq	13%pq	*9%*	*6%*	14%as	*7%*	14%au	*7%*
None of these	147	75	72	11	20	22	26	20	29	19	31	49	68	13	23	45	65	36	110	67	80
	5%nor	*5%*	*5%*	*3%*	*4%*	*4%*	*5%*	*6%*	8%ade	7%d	*3%*	*5%*	7%k	*2%*	*3%*	7%no	8%ano	*3%*	8%ar	*4%*	7%l

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QA Topics of interest

Base : All adults 16+

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	2894	1768	362	413	351	1986	557	280	188	153	185	170	208	86	238	260	2642	234
Weighted base	2894	2423	248	142	81	2307	506	393	245	208	251	245	269	124*	321	367	2549	325
Music	1533	1285	118	87	44	1217	273	244	136	126	141	110	144	62	148	173	1376	153
	53%	*53%*	*48%*	61%abc	*54%*	*53%*	*54%*	62%alop	*55%*	61%lop	*56%*	*45%*	*54%*	*50%*	*46%*	*47%*	*54%*	*47%*
Film and Cinema	1334	1126	97	69	42	1057	235	203	107	93	129	106	130	72	122	164	1190	139
	46%co	46%c	*39%*	49%c	52%ac	*46%*	*46%*	52%o	*43%*	*45%*	51%o	*43%*	49%o	58%allop	*38%*	*45%*	*47%*	*43%*
Holidays\travel	1193	1021	72	57	42	945	206	191	114	76	126	90	116	66	110	133	1065	124
	41%co	42%c	*29%*	41%c	52%abcd	*41%*	*41%*	49%ajlop	*46%op*	*37%*	50%ajlop	*37%*	*43%*	53%ajlop	*34%*	*36%*	*42%*	*38%*
Books	1166	998	78	59	31	917	217	186	116	92	111	71	126	52	113	131	1064	94
	40%clr	41%c	*31%*	42%c	*38%*	*40%*	*43%*	47%alop	47%lop	44%l	44%l	*29%*	47%lop	*42%*	*35%*	*36%*	42%r	*29%*
Cooking	1133	972	76	65	21	899	213	170	97	69	102	92	119	53	110	159	995	131
	39%ce	40%ce	*30%*	46%ace	*26%*	*39%*	*42%*	43%o	*40%*	*33%*	*41%*	*37%*	44%o	*43%*	*34%*	43%o	*39%*	*40%*
Sport	1085	898	95	60	31	880	174	148	97	79	84	89	112	50	127	113	977	100
	37%p	*37%*	*38%*	*42%*	*39%*	*38%*	*34%*	*38%*	*39%*	*38%*	*33%*	*36%*	42%p	*41%*	40%p	*31%*	38%r	*31%*
News and Current affairs	956	819	62	53	22	751	182	146	106	61	73	59	121	54	82	117	869	81
	33%clor	34%ce	*25%*	37%ce	*28%*	*33%*	*36%*	37%lo	43%ajklop	*29%*	*29%*	*24%*	45%ajklop	43%jklo	*26%*	*32%*	34%r	*25%*
Politics	597	522	36	27	11	472	114	81	70	44	44	32	85	27	57	82	531	60
	21%cel	22%ce	*15%*	*19%*	*14%*	*20%*	*23%*	*20%*	29%aklo	*21%*	*17%*	*13%*	32%ahjklop	*22%*	*18%*	22%l	*21%*	*19%*
Cars\motoring	548	460	38	32	19	410	120	75	59	42	36	62	57	30	48	52	491	54
	19%	*19%*	*15%*	22%c	23%c	*18%*	24%af	*19%*	24%kop	*20%*	*14%*	25%kop	*21%*	24%p	*15%*	*14%*	*19%*	*17%*
Fashion	538	459	31	26	22	443	73	82	44	34	51	29	54	28	62	74	458	78
	19%cgl	19%c	*12%*	18%c	27%abcd	19%g	*14%*	21%l	*18%*	*17%*	*20%*	*12%*	20%l	23%l	*19%*	20%l	*18%*	24%q
Business	308	274	16	11	6	245	56	32	39	21	26	17	35	10	36	59	244	60
	11%c	11%cd	*7%*	*8%*	*8%*	*11%*	*11%*	*8%*	16%hl	*10%*	*11%*	*7%*	*13%*	*8%*	*11%*	16%ahl	*10%*	19%aq
None of these	147	108	33	4	2	120	25	15	7	7	10	15	3	2	16	32	123	21
	5%dm	*4%*	13%abde	*2%*	*3%*	*5%*	*5%*	*4%*	*3%*	*3%*	*4%*	6%m	*1%*	*2%*	5%m	9%ahimn	*5%*	*7%*

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QA Topics of interest

Base : All adults 16+

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	2894	194	424	394	2096	910	910	783	686	922	109	100	474	2096	910	910	1418	100	60	517	290	184	14
Weighted base	2894	253	495	457	2000	830	957	923	837	1115	138*	120*	484	2000	830	957	1684	120*	71*	412	205	139	15**
Music	1533 53%l	153 *61%*	302 61%a	271 59%a	1097 *55%*	470 *57%*	599 63%aef	557 60%ae	535 64%aef	712 64%aef	83 *60%*	75 *62%*	302 62%ae	1097 55%tu	470 57%tu	599 63%anotu	996 59%antu	75 62%tu	50 70%antu	172 *42%*	94 *46%*	81 58%tu	11 *74%*
Film and Cinema	1334 46%tu	134 *53%*	288 58%a	276 60%a	897 *45%*	397 *48%*	502 52%ae	545 59%aefgl	493 59%aefgl	650 58%aefg	77 *56%e*	57 *47%*	285 59%aef	897 45%tu	397 48%tu	502 52%antuv	931 55%anotuv	57 47%tu	45 63%anotuv	137 *33%*	64 *31%*	57 *41%*	11 *72%*
Holidays\travel	1193 41%l	120 *48%*	252 51%a	260 57%a	870 *43%*	410 49%ae	457 48%a	465 50%ae	429 51%ae	550 49%ae	82 59%aeg	62 *52%*	273 56%aefgj	870 43%l	410 49%antv	457 48%atv	793 47%atv	62 52%tv	45 63%anpqtuv	120 *29%*	88 43%t	52 *37%*	9 *60%*
Books	1166 40%l	148 59%ac	240 49%a	232 51%a	837 *42%*	419 50%aeij	498 52%aeij	448 49%aeij	335 *40%*	473 *42%*	58 *42%*	63 52%ai	230 48%ai	837 42%t	419 50%anqt	498 52%anqt	692 41%t	63 52%at	39 54%t	126 *31%*	101 49%aqt	77 56%anqt	9 *60%*
Cooking	1133 39%l	104 *41%*	236 48%a	228 50%a	783 *39%*	345 *42%*	415 *43%*	412 45%ae	373 45%ae	506 45%ae	67 *49%*	63 52%ae	201 *41%*	783 39%t	345 42%tv	415 43%tv	724 43%antv	63 52%antuv	47 66%anopqtuv	129 *31%*	80 *39%*	43 *31%*	12 *81%*
Sport	1085 37%l	113 *45%*	222 45%a	202 44%a	787 *39%*	359 43%a	412 43%a	394 43%a	364 44%a	446 *40%*	65 47%l	39 *32%*	198 *41%*	787 39%t	359 43%at	412 43%at	687 41%t	39 *32%*	26 *37%*	116 *28%*	79 39%t	73 52%anqrtu	3 *18%*
News and Current affairs	956 33%l	131 52%a	234 47%a	228 50%a	791 40%aj	409 49%aeij	469 49%aeij	413 45%aej	347 41%aj	386 *35%*	72 52%aej	64 54%aej	227 47%aej	791 40%aqt	409 49%anqt	469 49%anqt	596 35%t	64 54%anqt	49 68%anopqtu	95 *23%*	90 44%aqt	77 55%anqtu	9 *57%*
Politics	597 21%l	110 44%a	179 36%a	158 35%a	473 24%a	253 30%aej	285 30%aej	308 33%aeij	220 26%a	262 *23%*	49 35%aej	34 *28%*	132 27%a	473 24%at	253 30%anqtu	285 30%anqtu	405 24%at	34 28%t	26 37%anqtu	45 *11%*	43 21%l	46 33%anqtu	3 *20%*
Cars\motoring	548 19%l	58 *23%*	117 24%a	99 *22%*	402 *20%*	179 *22%*	222 23%a	203 *22%*	195 23%a	233 *21%*	43 31%aefj	34 28%a	127 *26%*e	402 20%l	179 22%tu	222 23%atu	351 21%t	34 28%atu	22 31%atu	56 *14%*	31 *15%*	35 25%tu	5 *36%*
Fashion	538 19%u	48 *19%*	104 *21%*	103 *23%*	365 *18%*	149 *18%*	186 *19%*	184 *20%*	224 27%aefgh	292 26%aefgh	35 *26%*	48 40%aefghijm	132 27%aefgh	365 18%u	149 *18%*	186 19%tu	378 22%anotuv	48 40%anopqtuv	31 43%anopqtuv	59 *14%*	26 *13%*	17 *12%*	6 *41%*

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QA Topics of interest

Base : All adults 16+

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	2894	253	495	457	2000	830	957	923	837	1115	138*	120*	484	2000	830	957	1684	120*	71*	412	205	139	15**
Business	308 11%lu	58 23%a	99 20%a	77 17%a	232 *12%*	104 *12%*	138 14%a	147 16%ae	132 16%ae	149 13%a	28 21%aef	25 21%aef	95 20%efg j	232 12%lu	104 12%lu	138 14%atu	234 14%atu	25 21%anotuv	17 24%anoqtuv	20 *5%*	11 *5%*	13 *9%*	2 *12%*
None of these	147 5%cdfghijmopqv	4 *2%*	4 *1%*	9 *2%*	77 4%fghij	17 *2%*	17 *2%*	15 *2%*	7 *1%*	22 *2%*	6 4%i	1 *1%*	12 3%	77 4%opq	17 *2%*	17 *2%*	36 *2%*	1 *1%*	- -	44 11%anopqrsuv	9 4%p	2 *1%*	- -

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QB Internet access

Base : All adults 16+

	Total	Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	(a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	2894	1379	1515	328	409	373	387	420	540	437	737	760	1397	512	753	608	1021	1265	1629	1199	1695
Weighted base	2894	1409	1485	354	539	505	492	356	365	283	893	997	1004	565	860	651	818	1425	1469	1678	1216
Using a Wi-Fi (wireless) connection to broadband	2405 83% jmqsu	1171 83%	1235 83%	330 93%ahij	486 90%ahij	485 96%aeghij	448 91%ahij	288 81%ij	266 73%j	101 36%	816 91%am	933 94%am	656 65%	520 92%apq	766 89%aq	561 86%q	558 68%	1287 90%as	1119 76%	1564 93%au	841 69%
Using a wired (Ethernet) connection to broadband	237 8%	137 10%c	100 7%	20 6%	41 8%	37 7%	67 14%adefhj	23 7%	33 9%	15 5%	61 7%	104 10%km	72 7%	67 12%aoq	65 8%	53 8%	52 6%	131 9%	105 7%	156 9%u	81 7%
Using a mobile network e.g. using 3G/4G on a smartphone\tablet\dongle	1104 38%hijmqu	535 38%	569 38%	185 52%aghij	273 51%aghij	251 50%aghij	199 40%hij	115 32%ij	70 19%j	11 4%	458 51%alm	450 45%am	196 20%	256 45%aq	339 39%q	252 39%q	257 31%	595 42%s	509 35%	782 47%au	322 26%
Using a dial-up connection to the internet i.e. you cannot make phone calls at the same time	6 *	4 *	2 *	- -	- -	4 1%	* *	2 *	- -	- -	- -	4 *	2 *	2 *	3 *	- -	1 *	5 *	1 *	4 *	2 *
While travelling using a Wi-Fi (wireless) network	711 25%jmpqsu	324 23%	387 26%	117 33%ahij	158 29%ij	167 33%ahij	136 28%ij	83 23%ij	42 12%j	8 3%	275 31%am	303 30%am	133 13%	201 36%aopq	253 29%apq	131 20%q	126 15%	454 32%as	257 18%	513 31%au	198 16%
While travelling using a mobile network e.g. using 3G/4G on a smartphone\tablet\dongle	1384 48%hijmqsu	673 48%	711 48%	217 61%aghij	351 65%aghij	324 64%aghij	244 50%ij	148 42%ij	91 25%j	10 4%	568 64%alm	567 57%am	249 25%	314 56%apq	489 57%apq	308 47%q	274 33%	803 56%as	582 40%	1012 60%au	372 31%
At work or place of study	683 24%hijmpqsu	344 24%	339 23%	142 40%aefghij	160 30%ahij	160 32%ahij	141 29%hij	64 18%ij	13 4%j	2 1%	302 34%am	301 30%am	79 8%	208 37%apq	296 34%apq	113 17%q	65 8%	504 35%as	179 12%	593 35%au	90 7%
In a public place (e.g. café or library) using a Wi-Fi (wireless) network	501 17%ijmqsu	240 17%	261 18%	83 24%ahij	121 22%ahij	117 23%ahij	99 20%ij	52 15%ij	25 7%j	4 2%	204 23%am	216 22%am	81 8%	150 27%aopq	171 20%q	113 17%q	67 8%	322 23%as	180 12%	357 21%au	145 12%
In a public place (e.g. café or library) using a wired (Ethernet) connection to broadband	103 4%im	51 4%	53 4%	19 5%ij	25 5%ij	27 5%ij	19 4%ij	9 2%j	3 1%	1 *	44 5%m	47 5%m	13 1%	27 5%q	34 4%	25 4%	17 2%	61 4%	43 3%	73 4%u	30 3%
In a public place (e.g. café or library) using a mobile network e.g. using 3G/4G on a smartphone\tablet\dongle	549 19%ijmqsu	276 20%	273 18%	92 26%ahij	139 26%ahij	134 26%ahij	106 22%hij	52 15%ij	25 7%j	1 *	231 26%am	240 24%am	78 8%	174 31%aopq	187 22%pq	107 16%q	81 10%	361 25%as	188 13%	436 26%au	114 9%
Home\personal email address	2201 76%ijmqsu	1069 76%	1132 76%	310 88%ahij	478 89%aghij	430 85%ahij	405 82%ahij	261 73%ij	233 64%j	83 29%	789 88%alm	835 84%am	577 57%	492 87%apq	719 84%apq	508 78%q	483 59%	1211 85%as	990 67%	1449 86%au	752 62%

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QB Internet access

Base : All adults 16+

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Weighted base	2894	1409	1485	354	539	505	492	356	365	283	893	997	1004	565	860	651	818	1425	1469	1678	1216
Work email address	522 18%imqs u	260 *18%*	263 *16%*	55 15%ij	144 27%adhij	136 27%adhij	122 25%adhij	51 14%ij	11 *3%*	4 *1%*	199 22%am	258 26%am	66 *7%*	171 30%apq	220 26%apq	93 14%q	39 *5%*	391 27%as	132 *9%*	503 30%au	19 *2%*
None of these\Don't access the internet	365 13%defgk lnort	169 *12%*	196 *13%*	11 *3%*	5 *1%*	7 *1%*	29 6%ef	54 15%defg	85 23%adefg h	174 61%adefgh ij	16 *2%*	36 *4%*	313 31%akl	31 *6%*	64 *7%*	64 10%n	205 25%anop	96 *7%*	269 18%ar	52 *3%*	313 26%at
NET : Any	**2521** 87%imqs u	**1235** ***88%***	**1286** ***87%***	**340** 96%ahij	**533** 99%adghi j	**498** 99%aghij	**461** 94%ahij	**302** 85%ij	**278** 76%j	**109** ***38%***	**873** 98%am	**959** 96%am	**689** ***69%***	**533** 94%apq	**793** 92%aq	**587** 90%q	**608** ***74%***	**1325** 93%as	**1196** ***81%***	**1622** 97%au	**899** ***74%***
NET : None	**373** 13%defgk lnort	**174** ***12%***	**199** ***13%***	**14** 4%e	**6** ***1%***	**7** ***1%***	**30** 6%ef	**54** 15%defg	**87** 24%adefg h	**174** 62%adefgh i	**20** ***2%***	**38** ***4%***	**315** 31%akl	**32** ***6%***	**67** ***8%***	**64** 10%n	**210** 26%anop	**100** ***7%***	**273** 19%ar	**56** ***3%***	**317** 26%at

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QB Internet access

Base : All adults 16+

	Total (a)	Nation: England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Rural/Urban Split: Urban (f)	Rural (g)	England Regions: S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	Ethnic Group: White (q)	Non-White (r)
Unweighted base	2894	1768	362	413	351	1986	557	280	188	153	185	170	208	86	238	260	2642	234
Weighted base	2894	2423	248	142	81	2307	506	393	245	208	251	245	269	124*	321	367	2549	325
Using a Wi-Fi (wireless) connection to broadband	2405 83%de	2038 84%de	198 *80%*	109 *77%*	60 *75%*	1937 *84%*	408 *81%*	335 *85%*	221 90%ajkm	167 *80%*	201 *80%*	206 *84%*	216 *80%*	105 *85%*	270 *84%*	316 *86%*	2117 *83%*	272 *84%*
Using a wired (Ethernet) connection to broadband	237 8%deip	169 7%de	61 25%abde	5 4%e	1 *1%*	202 *9%*	34 *7%*	30 8%i	7 *3%*	10 *5%*	30 12%ijnp	13 *5%*	21 8%i	4 *3%*	38 12%ijlnp	17 *5%*	214 *8%*	20 *6%*
Using a mobile network e.g. using 3G/4G on a smartphone\tablet\dongle	1104 38%dikn	928 38%d	101 41%d	32 *22%*	43 54%abcd	887 *38%*	174 *34%*	147 37%in	51 *21%*	101 49%ahikn	75 30%n	116 47%aikn	108 40%in	20 *16%*	164 51%ahikmnp	146 40%ikn	953 *37%*	144 *44%*
Using a dial-up connection to the internet i.e. you cannot make phone calls at the same time	6 *	5 *	- -	1 *1%*	- -	3 *	3 *1%*	- -	- -	1 *1%*	1 *	- -	2 *1%*	- -	2 *1%*	- -	6 *	- -
While travelling using a Wi-Fi (wireless) network	711 25%mo	595 *25%*	66 *26%*	34 *24%*	16 *20%*	561 *24%*	134 *27%*	108 28%mo	67 27%mo	62 30%mo	75 30%mo	77 31%mo	46 *17%*	40 32%mo	36 *11%*	84 23%o	630 *25%*	78 *24%*
While travelling using a mobile network e.g. using 3G/4G on a smartphone\tablet\dongle	1384 48%cdg	1199 49%cd	94 *38%*	55 *39%*	36 *45%*	1143 50%g	205 *41%*	210 53%p	123 *50%*	98 *47%*	122 *49%*	127 *52%*	148 55%p	63 *51%*	147 *46%*	160 *44%*	1201 *47%*	176 *54%*
At work or place of study	683 24%dep	614 25%de	51 20%de	9 *6%*	10 12%d	569 *25%*	104 *21%*	126 32%ajop	81 33%ajop	40 *19%*	70 28%op	70 29%op	68 25%p	43 35%ajop	57 *18%*	58 *16%*	603 *24%*	74 *23%*
In a public place (e.g. café or library) using a Wi-Fi (wireless) network	501 17%d	422 17%d	46 18%d	16 *11%*	17 21%d	403 *17%*	81 *16%*	75 19%n	42 *17%*	35 *17%*	41 *16%*	60 24%ano	46 *17%*	10 *8%*	48 *15%*	65 *18%*	446 *17%*	51 *16%*
In a public place (e.g. café or library) using a wired (Ethernet) connection to broadband	103 4%de	95 4%de	7 3%de	1 *	* *	88 *4%*	15 *3%*	29 7%aijkmo	7 *3%*	5 *2%*	4 *1%*	10 *4%*	7 *3%*	3 *2%*	9 *3%*	22 6%ak	87 *3%*	14 *4%*
In a public place (e.g. café or library) using a mobile network e.g. using 3G/4G on a smartphone\tablet\dongle	549 19%do	460 19%d	64 26%abd	8 *6%*	17 22%d	440 *19%*	92 *18%*	86 22%o	36 *15%*	53 25%imop	47 19%o	78 32%ahikmop	41 *15%*	31 25%o	28 *9%*	60 16%o	483 *19%*	62 *19%*
Home\personal email address	2201 76%cdeo	1889 78%cde	173 70%e	94 67%e	44 *55%*	1761 *76%*	395 *78%*	333 85%ajop	208 85%ajop	150 *72%*	194 *77%*	201 82%op	213 79%o	107 86%jop	219 *68%*	265 *72%*	1937 *76%*	250 *77%*

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QB Internet access

Base : All adults 16+

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Weighted base	2894	2423	248	142	81	2307	506	393	245	208	251	245	269	124*	321	367	2549	325
Work email address	522	475	30	9	8	435	79	115	47	35	49	28	57	34	60	50	466	55
	18%cdel	20%cde	12%d	7%	10%	19%	16%	29%aijklop	19%	17%	20%	11%	21%lp	28%alp	19%	14%	18%	17%
None of these\Don't access the internet	365	277	44	26	17	271	77	40	21	34	32	25	43	12	37	32	334	27
	13%	11%	18%ab	18%ab	21%ab	12%	15%	10%	9%	17%ip	13%	10%	16%ip	10%	11%	9%	13%	8%
NET : Any	**2521**	**2139**	**203**	**115**	**63**	**2029**	**428**	**352**	**223**	**174**	**220**	**220**	**225**	**112**	**282**	**332**	**2209**	**296**
	87%cde	88%cde	**82%**	**81%**	**78%**	**88%**	**85%**	**90%**	**91%**	**83%**	**87%**	**90%**	**84%**	**90%**	**88%**	90%m	**87%**	**91%**
NET : None	**373**	**284**	**45**	**27**	**17**	**278**	**78**	**41**	**22**	**34**	**32**	**25**	**43**	**12**	**39**	**35**	**340**	**29**
	13%	**12%**	18%ab	19%ab	22%ab	**12%**	**15%**	**10%**	**9%**	17%p	**13%**	**10%**	16%p	**10%**	**12%**	**10%**	**13%**	**9%**

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QB Internet access

Base : All adults 16+

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	2894	194	424	394	2096	910	910	783	686	922	109	100	474	2096	910	910	1418	100	60	517	290	184	14
Weighted base	2894	253	495	457	2000	830	957	923	837	1115	138*	120*	484	2000	830	957	1684	120*	71*	412	205	139	15**
Using a Wi-Fi (wireless) connection to broadband	2405 83%efnotuv	244 96%a	484 98%a	444 97%a	1600 *80%*	639 *77%*	816 85%ef	900 98%aefgijm	792 95%aefglm	1059 95%aefglm	135 98%aefglm	106 88%l	420 87%ef	1600 80%tuv	639 77%tuv	816 85%notuv	1599 95%anoprstuv	106 88%otuv	60 85%tuv	273 66%u	112 *55%*	90 *65%*	10 *63%*
Using a wired (Ethernet) connection to broadband	237 *8%*	41 16%ad	68 14%a	45 *10%*	165 *8%*	69 *8%*	84 *9%*	99 *11%*	84 *10%*	96 *9%*	13 *10%*	12 *10%*	43 *9%*	165 *8%*	69 *8%*	84 *9%*	152 *9%*	12 *10%*	7 *10%*	32 *8%*	15 *7%*	7 *5%*	5 *30%*
Using a mobile network e.g. using 3G/4G on a smartphone\tablet\dongle	1104 38%tuv	125 49%a	251 51%a	217 47%a	700 *35%*	282 *34%*	358 *37%*	442 48%aefg	424 51%aefg	523 47%aefg	62 45%f	56 46%ef	233 48%aefg	700 35%tuv	282 34%tuv	358 37%tuv	791 47%anoptuv	56 46%notuv	43 60%anoptuv	111 27%uv	27 *13%*	21 *15%*	7 *49%*
Using a dial-up connection to the internet i.e. you cannot make phone calls at the same time	6 *	1 *	3 *1%*	1 *	4 *	3 *	3 *	5 *	4 *	2 *	- -	- -	2 *	4 *	3 *	3 *	5 *	- -	- -	1 *	- -	- -	- -
While travelling using a Wi-Fi (wireless) network	711 25%entuv	92 36%a	198 40%a	162 35%a	434 *22%*	179 *22%*	276 29%aef	320 35%aefg	327 39%aefgm	391 35%aefg	48 35%aef	48 40%aefg	152 31%aef	434 22%tuv	179 22%tuv	276 29%anotuv	552 33%anotuv	48 40%anoptuv	29 40%anotuv	37 *9%*	14 *7%*	14 *10%*	2 *11%*
While travelling using a mobile network e.g. using 3G/4G on a smartphone\tablet\dongle	1384 48%lotuv	159 63%a	307 62%a	298 65%a	896 45%f	327 *39%*	504 53%aef	562 61%aefg	572 68%aefghjm	694 62%aefg	83 60%aef	70 58%ef	293 61%aefg	896 45%otuv	327 39%tuv	504 53%anotuv	1015 60%anoptuv	70 58%notuv	38 53%tuv	118 29%u	30 *15%*	34 25%u	4 *30%*
At work or place of study	683 24%tuv	109 43%a	194 39%a	175 38%a	426 *21%*	184 *22%*	283 30%aef	334 36%aefg	318 38%aefgm	379 34%aef	53 38%aef	40 33%ef	150 31%aef	426 21%tuv	184 22%tuv	283 30%anotuv	559 33%anotuv	40 33%notuv	20 28%tuv	21 *5%*	15 *7%*	10 *7%*	2 *12%*
In a public place (e.g. café or library) using a Wi-Fi (wireless) network	501 17%tuv	66 26%a	155 31%a	135 30%a	324 *16%*	143 *17%*	212 22%aef	249 27%aefg	253 30%aefgj	278 25%aef	30 *22%*	43 36%aefgjk	131 27%aef	324 16%tuv	143 17%tuv	212 22%anotuv	411 24%anotuv	43 36%anopqtuv	25 35%anoptuv	26 *6%*	6 *3%*	13 9%u	1 *5%*
In a public place (e.g. café or library) using a wired (Ethernet) connection to broadband	103 4%tu	9 *4%*	29 6%a	20 *4%*	57 *3%*	28 *3%*	47 5%e	42 *4%*	56 7%aef	51 5%e	6 *5%*	7 *6%*	22 *4%*	57 3%tu	28 3%tu	47 5%ntu	84 5%ntu	7 6%tu	6 8%ntu	3 *1%*	* *	4 3%tu	- -

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QB Internet access

Base : All adults 16+

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	2894	253	495	457	2000	830	957	923	837	1115	138*	120*	484	2000	830	957	1684	120*	71*	412	205	139	15**
In a public place (e.g. café or library) using a mobile network e.g. using 3G\4G on a smartphone\tablet\dongle	549 19%lotuv	71 28%a	140 28%a	135 29%a	373 *19%*	128 *15%*	208 22%f	250 27%aefg	249 30%aefg	312 28%aefg	33 24%f	27 *22%*	117 24%aef	373 19%tuv	128 15%tuv	208 22%otuv	437 26%anoptuv	27 22%tuv	16 22%tuv	34 *8%*	11 *6%*	11 *8%*	- -
Home\personal email address	2201 76%lotuv	245 97%a	466 94%a	427 93%a	1487 *74%*	596 *72%*	767 80%aef	871 94%aefgijklm	744 89%aefgm	1011 91%aefgm	120 87%aef	102 85%ef	381 79%f	1487 74%tuv	596 72%tuv	767 80%anotuv	1522 90%anopstuv	102 85%notuv	58 81%tuv	221 *54%*	101 *49%*	80 *57%*	10 *69%*
Work email address	522 18%tuv	85 34%a	156 31%a	145 32%a	358 *18%*	149 *18%*	251 26%aef	274 30%aefjm	239 29%aef	272 24%aef	43 31%aef	24 *20%*	110 23%ae	358 18%tuv	149 18%tuv	251 26%anotuv	420 25%anotuv	24 20%tuv	20 28%tuv	21 *5%*	16 *8%*	6 *4%*	2 *12%*
None of these\Don't access the internet	365 13%bcdhijkmq	- -	* *	- -	311 16%aghijkm	158 19%aeghijklm	110 11%hijk	3 *	6 *1%*	14 *1%*	2 *1%*	10 8%hijk	40 8%hijk	311 16%apq	158 19%anpqr	110 11%q	18 *1%*	10 8%q	8 11%q	122 30%anopqrs	83 40%anopqrst	47 34%anopqrs	5 *31%*
NET : Any	**2521** 87%efnotuv	**251** 100%a	**493** 100%a	**455** 100%a	**1683** ***84%***	**670** ***81%***	**846** 88%ef	**917** 99%aefglm	**829** 99%aefglm	**1100** 99%aefglm	**136** 99%aefglm	**110** 91%f	**442** 91%aef	**1683** 84%tuv	**670** 81%tuv	**846** 88%notuv	**1662** 99%anoprstuv	**110** 91%otuv	**64** 89%tuv	**289** 70%u	**122** ***60%***	**92** ***66%***	**10** ***69%***
NET : None	**373** 13%bcdhijkmq	**1** *	**1** *	**1** *	**317** 16%aghijkm	**160** 19%aghijklm	**112** 12%hijk	**5** *1%*	**8** *1%*	**15** *1%*	**2** *1%*	**11** 9%hijk	**42** 9%hijk	**317** 16%apq	**160** 19%apqr	**112** 12%q	**23** *1%*	**11** 9%q	**8** 11%q	**123** 30%anopqrs	**83** 40%anopqrst	**47** 34%anopqrs	**5** *31%*

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QC1/QC2 Devices personally own

Base : All adults 16+

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	2894	1379	1515	328	409	373	387	420	540	437	737	760	1397	512	753	608	1021	1265	1629	1199	1695
Weighted base	2894	1409	1485	354	539	505	492	356	365	283	893	997	1004	565	860	651	818	1425	1469	1678	1216
Mobile phone	2574 89%jmqs u	1264 90%	1310 88%	347 98%aghij	513 95%aghij	485 96%aghij	448 91%ij	314 88%ij	291 80%j	176 62%	860 96%alm	933 94%am	781 78%	524 93%apq	787 92%q	577 89%q	686 84%	1311 92%as	1263 86%	1578 94%au	996 82%
Laptop or netbook computer	1731 60%jmqs u	880 62%c	851 57%	254 72%aghij	358 67%ahij	367 73%aghij	300 61%ij	199 56%j	183 50%j	69 24%	613 69%am	667 67%am	451 45%	417 74%aopq	581 68%apq	366 56%q	367 45%	998 70%as	733 50%	1161 69%au	570 47%
Tablet Computer e.g. iPad or Samsung Galaxy	1388 48%jmqs u	653 46%	734 49%	166 47%j	298 55%adhij	297 59%adhij	260 53%ij	168 47%ij	143 39%j	56 20%	463 52%m	557 56%am	367 37%	331 59%apq	448 52%q	324 50%q	285 35%	779 55%as	609 41%	927 55%au	461 38%
E-book Reader e.g. Kindle or Kobo	485 17%bdjpq su	182 13%	302 20%ab	32 9%	93 17%dj	91 18%dj	101 21%dj	83 23%adj	64 17%dj	20 7%	125 14%	193 19%k	167 17%	165 29%aopq	168 20%pq	76 12%	76 9%	333 23%as	152 10%	329 20%u	155 13%
Mobile gaming device e.g. PSP or Nintendo DSi	339 12%chijm u	215 15%ac	123 8%	101 29%aefgh ij	105 20%afghi j	57 11%hij	62 13%hij	7 2%	6 2%	2 1%	206 23%alm	119 12%m	14 1%	74 13%q	116 13%q	75 11%	74 9%	190 13%s	149 10%	252 15%au	87 7%
MP3 player e.g. iPod Touch	516 18%hijmq su	285 20%c	232 16%	77 22%hij	132 24%ahij	108 21%hij	114 23%ahij	46 13%ij	30 8%j	9 3%	209 23%am	222 22%am	86 9%	137 24%apq	186 22%aq	116 18%q	78 9%	323 23%as	194 13%	376 22%au	140 12%
Other mobile device	31 1%	17 1%	13 1%	2 1%	12 2%f	2 *	5 1%	5 1%	4 1%	1 *	14 2%	6 1%	11 1%	8 1%	11 1%	3 1%	7 1%	20 1%	11 1%	20 1%	11 1%
None of these	182 6%defkln ort	81 6%	101 7%	3 1%	9 2%	6 1%	20 4%df	20 5%def	39 11%adefg h	86 30%adefgh i	12 1%	27 3%	144 14%akl	14 2%	34 4%	43 7%n	91 11%anop	48 3%	134 9%ar	34 2%	148 12%at
Don't know	14 *	6 *	8 1%	- -	- -	2 *	5 1%	2 *	3 1%	3 1%e	- -	7 1%	7 1%k	4 1%	6 1%	1 *	3 *	9 1%	4 *	6 *	7 1%
Smartphone owner	2039 70%hijmq su	999 71%	1039 70%	335 95%afghi j	492 91%aghij	454 90%aghij	375 76%ahij	210 59%ij	143 39%j	29 10%	827 93%alm	829 83%am	383 38%	437 77%apq	664 77%apq	463 71%q	475 58%	1100 77%as	939 64%	1413 84%au	626 51%
Normal mobile phone owner	535 19%defkl ort	265 19%	270 18%	12 3%	21 4%	31 6%	73 15%def	104 29%adefg	148 40%adefg h	147 52%adefgh i	33 4%	104 10%k	398 40%akl	88 16%	124 14%	114 17%	210 26%anop	211 15%	324 22%ar	165 10%	370 30%at
NET : OWNER OF (NON MOBILE PHONE) INTERNET CONNECTED PORTABLE DEVICE	**2236** 77%jmqs u	**1095** **78%**	**1141** **77%**	**306** 86%aghij	**467** 87%aghij	**443** 88%aghij	**388** 79%ij	**274** 77%ij	**250** 68%j	**107** **38%**	**773** 87%am	**831** 83%am	**631** **63%**	**497** 88%apq	**727** 84%apq	**500** 77%q	**511** **62%**	**1224** 86%as	**1012** **69%**	**1450** 86%au	**786** **65%**

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QC1/QC2 Devices personally own

Base : All adults 16+

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	2894	1768	362	413	351	1986	557	280	188	153	185	170	208	86	238	260	2642	234
Weighted base	2894	2423	248	142	81	2307	506	393	245	208	251	245	269	124*	321	367	2549	325
Mobile phone	2574 89%ci	2169 90%c	205 *83%*	123 *87%*	77 95%abcd	2061 *89%*	437 *86%*	361 92%i	199 *81%*	183 *88%*	234 93%i	228 93%i	241 90%i	116 94%i	282 *88%*	325 89%i	2255 *88%*	301 *93%*
Laptop or netbook computer	1731 60%ce	1479 61%ce	132 *53%*	79 *56%*	41 *51%*	1391 *60%*	300 *59%*	264 67%ajlo	152 *62%*	112 *54%*	149 *59%*	135 *55%*	171 *64%*	72 *58%*	185 *58%*	239 65%j	1503 *59%*	218 67%aq
Tablet Computer e.g. iPad or Samsung Galaxy	1388 48%cp	1188 49%c	94 *38%*	68 48%c	38 47%c	1111 *48%*	238 *47%*	208 53%p	111 *45%*	107 52%p	146 58%ailp	110 *45%*	138 51%p	69 56%p	158 49%p	139 *38%*	1222 *48%*	157 *48%*
E-book Reader e.g. Kindle or Kobo	485 17%r	407 *17%*	37 *15%*	28 *20%*	13 *16%*	378 *16%*	94 *19%*	67 *17%*	51 21%p	37 *18%*	43 *17%*	36 *15%*	48 *18%*	39 31%ahjklmo p	42 *13%*	44 *12%*	451 18%r	30 *9%*
Mobile gaming device e.g. PSP or Nintendo DSi	339 12%e	293 12%e	28 11%e	14 10%e	3 *4%*	279 *12%*	56 *11%*	33 *8%*	25 *10%*	30 *14%*	41 16%hp	37 15%h	33 *12%*	24 19%hp	36 *11%*	35 *9%*	292 *11%*	44 *14%*
MP3 player e.g. iPod Touch	516 18%ep	443 18%e	42 17%e	26 18%e	6 *7%*	428 *19%*	83 *16%*	74 19%p	48 20%p	25 *12%*	60 24%jp	44 18%p	51 19%p	39 31%ahjlmp	65 20%jp	38 *10%*	468 *18%*	47 *14%*
Other mobile device	31 *1%*	22 *1%*	6 2%abe	2 *1%*	- -	22 *1%*	9 *2%*	3 *1%*	6 *2%*	2 *1%*	1 *	4 *2%*	1 *	- -	2 *1%*	4 *1%*	25 *1%*	5 *2%*
None of these	182 *6%*	134 *6%*	31 13%abe	13 9%abe	3 *4%*	135 *6%*	44 9%r	17 *4%*	13 *5%*	10 *5%*	12 *5%*	11 *4%*	20 *7%*	6 *5%*	24 *7%*	22 *6%*	168 *7%*	12 *4%*
Don't know	14 *	12 *1%*	1 *	* *	- -	11 *	3 *1%*	- -	8 3%ahjklop	- -	- -	- -	3 *1%*	- -	- -	1 *	10 *	3 *1%*
Smartphone owner	2039 70%cdg	1748 72%cde	147 *59%*	92 *65%*	53 *65%*	1659 72%g	327 *65%*	296 75%ij	160 *65%*	131 *63%*	179 *71%*	173 *71%*	197 *73%*	98 79%ij	235 *73%j*	278 *76%i*	1757 *69%*	269 83%aq
Normal mobile phone owner	535 19%pr	421 *17%*	58 23%ab	32 22%b	24 30%abd	402 *17%*	110 *22%*	64 *16%*	38 *16%*	52 25%hiop	56 22%p	54 22%p	44 *16%*	19 *15%*	47 *15%*	47 *13%*	498 20%r	33 *10%*
NET : OWNER OF (NON MOBILE PHONE) INTERNET CONNECTED PORTABLE DEVICE	**2236** 77%ce	**1910** 79%ce	**165** ***68%***	**105** 74%c	**56** ***69%***	**1793** ***78%***	**387** ***76%***	**335** 85%ajlmop	**200** ***82%***	**158** ***76%***	**203** ***81%***	**182** ***74%***	**208** ***78%***	**101** ***82%***	**250** ***78%***	**272** ***74%***	**1964** ***77%***	**261** ***80%***

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QC1/QC2 Devices personally own

Base : All adults 16+

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	2894	194	424	394	2096	910	910	783	686	922	109	100	474	2096	910	910	1418	100	60	517	290	184	14
Weighted base	2894	253	495	457	2000	830	957	923	837	1115	138*	120*	484	2000	830	957	1684	120*	71*	412	205	139	15**
Mobile phone	2574 89%rtuv	238 94%a	466 94%a	443 97%a	1773 89%l	723 *87%*	873 91%ll	881 95%aefgkl	815 97%aefgkim	1070 96%aefgkl	125 *90%*	97 *81%*	458 95%aefl	1773 89%rtuv	723 87%tuv	873 91%ortuv	1611 96%anoprstuv	97 *81%*	64 *89%*	318 *77%*	159 *78%*	112 *80%*	11 *73%*
Laptop or netbook computer	1731 60%tuv	189 75%a	466 94%abd	346 76%a	1173 *59%*	474 *57%*	609 64%ef	713 77%aefglm	634 76%aefglm	823 74%aefg	102 74%aef	76 *64%*	330 68%aef	1173 59%tuv	474 57%tuv	609 64%notuv	1244 74%anoprtuv	76 64%tuv	54 76%anotuv	160 *39%*	75 *37%*	51 *37%*	8 *54%*
Tablet Computer e.g. iPad or Samsung Galaxy	1388 48%tuv	160 63%a	275 56%a	412 90%abc	952 *48%*	386 *47%*	512 53%aef	578 63%aefgm	487 58%aef	663 59%aefg	89 65%aef	76 63%aef	256 *53%*	952 48%tuv	386 47%tuv	512 53%anotuv	987 59%anoptuv	76 63%anotuv	48 67%anotuv	137 *33%*	55 *27%*	40 *29%*	9 *57%*
E-book Reader e.g. Kindle or Kobo	485 17%l	78 31%a	127 26%a	134 29%a	340 *17%*	170 21%a	198 21%ae	223 24%ae	190 23%ae	256 23%ae	35 25%ae	32 26%ae	111 23%ae	340 17%l	170 21%atv	198 21%antv	363 22%antv	32 26%antv	22 31%antuv	25 *6%*	34 17%l	15 *11%*	5 *35%*
Mobile gaming device e.g. PSP or Nintendo DSi	339 12%lotuv	43 17%a	75 *15%*	86 19%a	217 11%l	65 *8%*	103 *11%*	137 15%aefg	161 19%aefg	208 19%aefg	30 21%aefg	14 *11%*	70 15%l	217 11%otuv	65 8%uv	103 11%tuv	273 16%anoptuv	14 11%tuv	9 12%tuv	21 *5%*	4 *2%*	3 *2%*	- -
MP3 player e.g. iPod Touch	516 18%tuv	96 38%ac	142 29%a	133 29%a	362 *18%*	149 *18%*	202 *21%*	238 26%aef	234 28%aefg	282 25%aef	52 38%aefghjm	35 29%aef	115 24%aef	362 18%tuv	149 18%tuv	202 21%tuv	402 24%anotuv	35 29%anotuv	23 32%anotuv	38 *9%*	21 *10%*	9 *7%*	4 *28%*
Other mobile device	31 *1%*	6 *2%*	9 *2%*	5 *1%*	16 *1%*	8 *1%*	13 *1%*	12 *1%*	14 *2%*	10 *1%*	4 *3%e*	4 *3%e*	6 *1%*	16 *1%*	8 *1%*	13 *1%*	21 *1%*	4 *3%n*	3 4%rtu	3 *1%*	* *	1 *1%*	1 *6%*
None of these	182 6%bcdhijkmo	1 *	- -	- -	135 7%ahijkm	65 8%ghijkm	43 5%hij	3 *	5 *1%*	10 *1%*	1 *	8 6%hijkm	10 2%h	135 7%pq	65 8%pq	43 5%q	12 *1%*	8 6%q	4 5%q	62 15%anoqr	31 15%anoqr	16 11%apq	3 *20%*
Don't know	14 *	- -	2 *	- -	9 *	1 *	4 *	2 *	2 *	4 *	- -	- -	3 *1%*	9 *	1 *	4 *	6 *	- -	- -	4 1%o	1 *	* *	- -
Smartphone owner	2039 70%efnotuv	215 85%a	411 83%a	401 88%a	1316 66%l	487 *59%*	662 69%f	783 85%aefgl	803 96%aefghjklm	990 89%aefghlm	114 83%aefgl	76 *64%*	387 80%aefgl	1316 66%otuv	487 59%tuv	662 69%otuv	1473 87%anoprstuv	76 64%tuv	49 68%tuv	201 49%uv	56 *27%*	49 *35%*	4 *27%*

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QC1/QC2 Devices personally own

Base : All adults 16+

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	2894	253	495	457	2000	830	957	923	837	1115	138*	120*	484	2000	830	957	1684	120*	71*	412	205	139	15**
Normal mobile phone owner	535 19%bcdhi jkq	23 9%	54 11%	42 9%	458 23%ahij km	237 29%aegh ijklm	211 22%ahij km	98 11%ij	12 1%	80 7%i	11 8%i	21 17%ij	70 15%ij	458 23%aq	237 29%anpq r	211 22%aq	138 8%	21 17%q	15 21%q	117 28%anpq r	103 50%anop qrst	62 45%anop qrst	7 46%
NET : OWNER OF (NON MOBILE PHONE) INTERNET CONNECTED PORTABLE DEVICE	**2236** 77%tuv	**229** 91%a	**488** 99%ab	**449** 98%ab	**1522** ***76%***	**613** ***74%***	**775** 81%aef	**866** 94%aefg **ijlm**	**755** 90%aefg **m**	**1003** 90%aefg **m**	**127** 92%aefg **m**	**101** 84%f	**394** 81%ef	**1522** 76%tuv	**613** 74%tuv	**775** 81%anot **uv**	**1520** 90%anop **tuv**	**101** 84%otuv	**61** 85%tuv	**244** ***59%***	**117** ***57%***	**76** ***54%***	**11** ***74%***

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QD1 TV services in household

Base : All adults 16+

	Total	Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	(a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	2894	1379	1515	328	409	373	387	420	540	437	737	760	1397	512	753	608	1021	1265	1629	1199	1695
Weighted base	2894	1409	1485	354	539	505	492	356	365	283	893	997	1004	565	860	651	818	1425	1469	1678	1216
Sky - Digital Satellite TV for a monthly subscription	1064 37%imqu	489 35%	575 39%	120 34%j	227 42%dhij	225 45%adhij	203 41%hij	114 32%j	111 30%j	64 23%	347 39%m	428 43%am	289 29%	217 38%q	334 39%q	262 40%q	251 31%	551 39%	513 35%	703 42%au	361 30%
Satellite TV from someone other than Sky	14 *	5 *	9 1%	- -	- -	3 1%	2 *	6 2%ade	1 *	2 1%e	- -	5 *	9 1%k	2 *	1 *	5 1%	6 1%	3 *	11 1%	10 1%	4 *
Free-Sat - Digital Satellite TV WITHOUT a monthly subscription	115 4%	64 5%	51 3%	15 4%	11 2%	17 3%	25 5%e	15 4%	22 6%e	11 4%	26 3%	42 4%	47 5%	28 5%o	23 3%	31 5%	33 4%	51 4%	64 4%	66 4%	49 4%
Virgin Media through cable	381 13%j	191 14%	189 13%	48 14%j	72 13%j	69 14%j	78 16%j	47 13%j	43 12%	22 8%	121 14%	147 15%m	112 11%	88 16%q	128 15%q	81 12%	84 10%	216 15%s	165 11%	237 14%	144 12%
Freeview through a TV aerial and set-top box	421 15%l	233 17%c	187 13%	43 12%	76 14%	49 10%	70 14%	58 16%l	59 16%l	66 23%adefg hi	119 13%	119 12%	183 18%akl	61 11%	123 14%	89 14%	147 18%an	185 13%	236 16%r	216 13%	204 17%l
TV set which has Freeview channels built in (without a separate set-top box)	776 27%ekt	384 27%	391 26%	79 22%	103 19%	121 24%	118 24%	106 30%de	127 35%adefg	121 43%adefg hi	182 20%	239 24%	355 35%akl	145 26%	214 25%	157 24%	260 32%anop	359 25%	416 28%	377 22%	399 33%at
YouView set top box	17 1%m	7 1%	10 1%	1 *	5 1%	3 1%	8 2%ij	* *	- -	- -	6 1%m	11 1%m	* *	8 1%o	1 *	4 1%	5 1%	9 1%	9 1%	15 1%u	2 *
BT TV (formerly BT Vision)	129 4%djqu	65 5%	65 4%	4 1%	26 5%dj	25 5%dj	23 5%dj	29 8%adj	18 5%dj	5 2%	30 3%	48 5%	52 5%	42 7%aq	39 5%q	32 5%q	17 2%	80 6%s	49 3%	93 6%u	36 3%
Talk Talk TV	41 1%	19 1%	22 1%	6 2%h	10 2%h	11 2%h	7 1%	* *	5 1%	2 1%	17 2%	17 2%	7 1%	7 1%	6 1%	15 2%o	13 2%	14 1%	27 2%	25 2%	16 1%
Other	55 2%	26 2%	30 2%	17 5%afghij	15 3%	5 1%	6 1%	5 1%	4 1%	4 1%	32 4%alm	11 1%	13 1%	10 2%	18 2%	11 2%	17 2%	27 2%	28 2%	28 2%	28 2%
NO TV	125 4%m	69 5%	56 4%	33 9%aghij	31 6%gij	27 5%ij	11 2%	11 3%	8 2%	4 2%	63 7%alm	38 4%	24 2%	15 3%	45 5%n	28 4%	37 5%	60 4%	65 4%	72 4%	54 4%
Don't know	19 1%	5 *	15 1%	5 1%	1 *	5 1%	1 *	1 *	* *	5 2%egi	6 1%	6 1%	6 1%	2 *	5 1%	7 1%	6 1%	7 *	12 1%	8 *	11 1%
NET : ANY SATELLITE	**1181** 41%imqu	**552** ***39%***	**629** ***42%***	**133** 38%j	**236** 44%ij	**244** 48%adhij	**228** 46%dhij	**132** 37%j	**132** 36%j	**76** ***27%***	**370** 41%m	**472** 47%akm	**340** ***34%***	**247** 44%q	**354** 41%q	**297** 46%q	**284** ***35%***	**601** ***42%***	**580** ***39%***	**771** 46%au	**410** ***34%***
NET : ANY FREEVIEW - INC. YOUVIEW	**1190** 41%defkl t	**611** 43%c	**579** ***39%***	**120** ***34%***	**182** ***34%***	**171** ***34%***	**185** ***38%***	**162** 46%defg	**185** 50%adefg	**185** 66%adefg hi	**302** ***34%***	**355** ***36%***	**532** 53%akl	**210** ***37%***	**335** ***39%***	**239** ***37%***	**406** 50%anop	**545** ***38%***	**645** 44%r	**592** ***35%***	**598** 49%at

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QD1 TV services in household

Base : All adults 16+

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Weighted base	2894	1409	1485	354	539	505	492	356	365	283	893	997	1004	565	860	651	818	1425	1469	1678	1216
NET : ANY FREEVIEW - EXC. YOUVIEW	**1183** 41%defkl t	**608** 43%c	**575** ***39%***	**119** ***34%***	**179** ***33%***	**168** ***33%***	**185** ***38%***	**162** 46%defg	**185** 50%adefg	**185** 66%adefg hi	**298** ***33%***	**353** ***35%***	**532** 53%akl	**206** ***36%***	**334** ***39%***	**239** ***37%***	**404** 49%anop	**540** ***38%***	**643** 44%r	**586** ***35%***	**598** 49%at
NET : ANY IPTV	**171** 6%qu	**84** ***6%***	**87** ***6%***	**10** ***3%***	**36** 7%dj	**35** 7%dj	**30** 6%j	**29** 8%dj	**22** 6%j	**7** ***2%***	**46** ***5%***	**65** ***7%***	**59** ***6%***	**49** 9%aoq	**45** ***5%***	**47** 7%q	**29** ***4%***	**94** ***7%***	**76** ***5%***	**119** 7%u	**52** ***4%***
NET : ANY PAY TV	**1616** 56%jmqs u	**766** ***54%***	**850** ***57%***	**179** 51%j	**335** 62%adhij	**328** 65%adhij	**311** 63%adhij	**193** 54%j	**177** 49%j	**93** ***33%***	**514** 58%m	**639** 64%akm	**463** ***46%***	**354** 63%aq	**504** 59%q	**392** 60%q	**367** ***45%***	**858** 60%as	**759** ***52%***	**1058** 63%au	**559** ***46%***
NET : ANY FTA	**1285** 44%efklt	**659** 47%c	**626** ***42%***	**135** ***38%***	**191** ***36%***	**185** ***37%***	**208** ***42%***	**173** 48%def	**199** 54%adefg	**194** 68%adefg hi	**326** ***37%***	**393** ***39%***	**565** 56%akl	**232** ***41%***	**351** ***41%***	**267** ***41%***	**434** 53%anop	**584** ***41%***	**701** 48%r	**648** ***39%***	**636** 52%at
NET : ANY TV SERVICE	**2750** 95%dk	**1336** ***95%***	**1414** ***95%***	**316** ***89%***	**507** 94%d	**473** ***94%***	**479** 98%def	**344** 97%d	**357** 98%adef	**274** 97%d	**823** ***92%***	**953** 98%k	**974** 97%ak	**548** 97%o	**810** ***94%***	**616** ***95%***	**775** ***95%***	**1359** ***95%***	**1391** ***95%***	**1598** ***95%***	**1151** ***95%***

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Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QD1 TV services in household

Base : All adults 16+

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	2894	1768	362	413	351	1986	557	280	188	153	185	170	208	86	238	260	2642	234
Weighted base	2894	2423	248	142	81	2307	506	393	245	208	251	245	269	124*	321	367	2549	325
Sky - Digital Satellite TV for a monthly subscription	1064 37%p	869 36%	91 37%	66 47%abc	38 47%abc	849 37%	177 35%	142 36%	91 37%	73 35%	93 37%	97 40%	99 37%	51 41%	112 35%	110 30%	921 36%	135 42%
Satellite TV from someone other than Sky	14 *	12 *	* *	1 1%	- -	9 *	5 1%	2 *	2 1%	- -	1 *	2 1%	1 *	3 2%	- -	2 1%	12 *	2 1%
Free-Sat - Digital Satellite TV WITHOUT a monthly subscription	115 4%e	93 4%e	11 5%e	10 7%abe	1 1%	85 4%	29 6%	13 3%	11 4%	8 4%	15 6%m	12 5%	4 2%	4 3%	7 2%	20 5%m	105 4%	6 2%
Virgin Media through cable	381 13%de	327 13%de	40 16%de	9 6%	5 6%	324 14%	52 10%	58 15%	24 10%	27 13%	39 15%	26 10%	38 14%	18 15%	47 15%	51 14%	339 13%	42 13%
Freeview through a TV aerial and set-top box	421 15%cdehk	381 16%cde	24 10%	10 7%	6 8%	356 15%	58 12%	35 9%	31 13%	47 23%ahikn	16 7%	60 25%ahikn	52 19%hkn	9 7%	64 20%ahkn	66 18%hkn	369 14%	48 15%
TV set which has Freeview channels built in (without a separate set-top box)	776 27%lpr	654 27%	61 25%	34 24%	26 33%abcd	565 24%	184 36%af	104 27%p	68 28%p	46 22%p	99 39%ahijlmp	45 18%	61 23%p	66 53%ahijlmo p	124 39%ahijlmp	41 11%	716 28%r	55 17%
YouView set top box	17 1%	17 1%	- -	1 *	* *	9 *	8 2%af	2 *	2 1%	1 1%	- -	2 1%	- -	3 2%p	6 2%ap	- -	14 1%	3 1%
BT TV (formerly BT Vision)	129 4%em	109 4%e	12 5%e	7 5%e	1 1%	101 4%	27 5%	28 7%m	22 9%ajmop	7 3%	11 4%	11 4%	3 1%	3 3%	11 3%	13 3%	114 4%	16 5%
Talk Talk TV	41 1%	32 1%	6 2%	3 2%	* *	35 2%	6 1%	1 *	3 1%	2 1%	- -	5 2%	- -	4 4%hkm	14 4%ahkmp	3 1%	33 1%	8 2%
Other	55 2%	43 2%	6 2%	3 2%	3 3%	38 2%	14 3%	6 2%	10 4%kop	5 3%	1 1%	6 2%	7 3%	2 1%	3 1%	3 1%	52 2%	3 1%
NO TV	125 4%dgjkl	113 5%d	7 3%	3 2%	2 3%	120 5%g	3 1%	19 5%ikl	1 *	5 3%l	2 1%	- -	20 8%alklo	3 2%	5 2%	58 16%ahijklmn o	91 4%	33 10%aq
Don't know	19 1%	16 1%	2 1%	1 1%	- -	18 1%	2 *	- -	3 1%	1 *	1 *	- -	- -	- -	1 *	11 3%ahlmo	12 *	7 2%aq
NET : ANY SATELLITE	**1181** **41%**	**964** **40%**	**102** **41%**	**77** 54%abc	**38** 47%ab	**938** **41%**	**205** **41%**	**155** **39%**	**104** **42%**	**80** **38%**	**108** **43%**	**109** **44%**	**104** **39%**	**56** **45%**	**117** **37%**	**132** **36%**	**1026** **40%**	**143** **44%**
NET : ANY FREEVIEW - INC. YOUVIEW	**1190** 41%cdpr	**1029** 42%cd	**84** **34%**	**44** **31%**	**32** 40%c	**916** **40%**	**241** 48%af	**139** **35%**	**97** 40%p	**95** 46%hp	**116** 46%hp	**103** 42%p	**111** 41%p	**73** 59%ahilmp	**188** 59%ahijklm p	**107** **29%**	**1080** 42%r	**102** **31%**

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*** small base**

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		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Weighted base	2894	2423	248	142	81	2307	506	393	245	208	251	245	269	124*	321	367	2549	325
NET : ANY FREEVIEW - EXC. YOUVIEW	**1183** 41%cdpr	**1023** 42%cd	**84** ***34%***	**44** ***31%***	**32** 40%d	**913** ***40%***	**238** 47%af	**139** ***35%***	**97** 40%p	**94** 45%p	**116** 46%hp	**101** 41%p	**111** 41%p	**73** 59%ahilmp	**186** 58%ahijklmp	**107** ***29%***	**1074** 42%r	**102** ***31%***
NET : ANY IPTV	**171** 6%em	**141** 6%e	**18** 7%e	**10** 7%e	**2** ***2%***	**136** ***6%***	**33** ***6%***	**29** 7%m	**25** 10%akmp	**9** ***4%***	**11** ***4%***	**16** 6%m	**3** ***1%***	**8** 6%m	**25** 8%m	**15** ***4%***	**147** ***6%***	**24** ***7%***
NET : ANY PAY TV	**1616** 56%p	**1338** ***55%***	**149** ***60%***	**86** ***61%***	**44** ***54%***	**1307** ***57%***	**265** ***52%***	**229** 58%p	**138** ***56%***	**108** ***52%***	**142** ***57%***	**140** ***57%***	**141** ***53%***	**79** 64%p	**182** ***57%***	**178** ***49%***	**1406** ***55%***	**202** ***62%***
NET : ANY FTA	**1285** 44%cdpr	**1105** 46%cd	**93** ***37%***	**54** ***38%***	**33** ***41%***	**992** ***43%***	**259** 51%af	**152** ***39%***	**107** ***44%***	**100** 48%p	**126** 50%hp	**112** 45%p	**114** ***43%***	**75** 60%ahilmp	**192** 60%ahijlmp	**127** ***35%***	**1167** 46%r	**107** ***33%***
NET : ANY TV SERVICE	**2750** 95%pr	**2294** ***95%***	**239** ***96%***	**138** ***97%***	**79** 97%b	**2169** ***94%***	**502** 99%af	**374** 95%p	**242** 99%amp	**202** 97%p	**249** 99%ahmp	**245** 100%ahjmp	**248** 92%p	**121** 98%p	**314** 98%mp	**298** ***81%***	**2446** 96%r	**285** ***88%***

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*** small base**

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Base : All adults 16+

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	2894	194	424	394	2096	910	910	783	686	922	109	100	474	2096	910	910	1418	100	60	517	290	184	14
Weighted base	2894	253	495	457	2000	830	957	923	837	1115	138*	120*	484	2000	830	957	1684	120*	71*	412	205	139	15**
Sky - Digital Satellite TV for a monthly subscription	1064 37%	83 33%	177 36%	177 39%	758 38%	305 37%	339 35%	344 37%	336 40%	453 41%g	58 42%	48 40%	198 41%	758 38%	305 37%	339 35%	661 39%v	48 40%	26 36%	148 36%	69 34%	42 30%	7 49%
Satellite TV from someone other than Sky	14 *	1 *	3 1%	2 *	11 1%	4 *	7 1%	4 *	3 *	4 *	2 1%m	- -	- -	11 1%	4 *	7 1%	7 *	- -	- -	- -	3 2%aqt	1 *	- -
Free-Sat - Digital Satellite TV WITHOUT a monthly subscription	115 4%t	11 4%	17 3%	18 4%	72 4%	35 4%	47 5%	36 4%	36 4%	47 4%	8 6%	2 2%	19 4%	72 4%t	35 4%t	47 5%t	69 4%t	2 2%	2 2%	6 1%	5 3%	10 7%t	- -
Virgin Media through cable	381 13%	40 16%	81 16%	73 16%	266 13%	95 11%	128 13%	144 16%t	114 14%	158 14%	28 21%af	17 14%	61 13%	266 13%	95 11%	128 13%	243 14%	17 14%	11 16%	59 14%	19 9%	12 9%	1 6%
Freeview through a TV aerial and set-top box	421 15%	36 14%	52 11%	52 11%	291 15%	119 14%	117 12%	113 12%	101 12%	151 14%	23 16%	16 13%	59 12%	291 15%	119 14%	117 12%	219 13%	16 13%	11 16%	67 16%	28 13%	28 20%pq	2 14%
TV set which has Freeview channels built in (without a separate set-top box)	776 27%hijq	59 24%	113 23%	120 26%	624 31%ahij	253 30%hij	320 33%ahijk	206 22%	180 22%	254 23%	30 22%	37 31%	177 37%ahijk	624 31%aq	253 30%q	320 33%aq	370 22%	37 31%	26 36%q	129 31%q	80 39%anoq	44 32%q	10 67%
YouView set top box	17 1%	4 2%	6 1%	8 2%	11 1%	5 1%	6 1%	11 1%	7 1%	15 1%a	- -	- -	8 2%ae	11 1%	5 1%	6 1%	15 1%	- -	- -	- -	- -	- -	- -
BT TV (formerly BT Vision)	129 4%	21 8%a	27 6%	34 7%a	104 5%m	36 4%	51 5%m	59 6%m	44 5%m	53 5%	3 2%	7 6%	11 2%	104 5%	36 4%	51 5%	90 5%	7 6%	7 10%tu	13 3%	7 3%	6 5%	- -
Talk Talk TV	41 1%	5 2%	7 1%	12 3%	19 1%	5 1%	12 1%	16 2%	13 2%	19 2%	2 1%	1 *	7 1%	19 1%	5 1%	12 1%	28 2%	1 *	1 1%	5 1%	- -	2 1%	- -
Other	55 2%	3 1%	11 2%	5 1%	22 1%	7 1%	15 2%	21 2%ef	24 3%ef	27 2%ef	- -	3 3%	14 3%ef	22 1%	7 1%	15 2%	41 2%no	3 3%	- -	6 1%	1 1%	1 1%	- -
NO TV	125 4%dektuv	10 4%d	32 6%d	5 1%	22 1%	26 3%e	25 3%e	46 5%egkm	49 6%efgkm	52 5%ek	- -	4 4%	11 2%	22 1%	26 3%nv	25 3%n	88 5%nptuv	4 4%	- -	8 2%	3 1%	- -	- -

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QD1 TV services in household

Base : All adults 16+

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	2894	253	495	457	2000	830	957	923	837	1115	138*	120*	484	2000	830	957	1684	120*	71*	412	205	139	15**
Don't know	19 1%	- -	1 *	- -	9 *	7 1%h	1 *	1 *	5 1%	7 1%	- -	- -	2 *	9 *	7 1%	1 *	8 1%	- -	- -	2 *	5 2%anpqt	* *	- -
NET : ANY SATELLITE	**1181** **41%**	**93** **37%**	**193** **39%**	**195** **43%**	**831** **42%**	**338** **41%**	**385** **40%**	**377** **41%**	**374** **45%**	**498** **45%**	**66** **48%**	**51** **42%**	**216** **45%**	**831** **42%**	**338** **41%**	**385** **40%**	**728** 43%t	**51** **42%**	**28** **39%**	**153** **37%**	**76** **37%**	**51** **37%**	**7** **49%**
NET : ANY FREEVIEW - INC. YOUVIEW	**1190** 41%chijq	**100** **40%**	**171** **35%**	**171** **38%**	**911** 46%ahij	**374** 45%hij	**438** 46%ahij	**322** **35%**	**280** **34%**	**402** **36%**	**52** **38%**	**52** **43%**	**238** 49%ahij	**911** 46%aq	**374** 45%q	**438** 46%aq	**587** **35%**	**52** **43%**	**37** 51%q	**196** 48%aq	**106** 52%aq	**73** 52%aq	**11** **76%**
NET : ANY FREEVIEW - EXC. YOUVIEW	**1183** 41%chijq	**96** **38%**	**165** **33%**	**169** **37%**	**905** 45%ahij	**369** 44%hij	**434** 45%ahij	**315** **34%**	**275** **33%**	**396** **35%**	**52** **38%**	**52** **43%**	**233** 48%ahij	**905** 45%aq	**369** 44%q	**434** 45%aq	**580** **34%**	**52** **43%**	**37** 51%q	**196** 48%aq	**106** 52%aq	**73** 52%aq	**11** **76%**
NET : ANY IPTV	**171** **6%**	**25** 10%a	**34** **7%**	**46** 10%a	**123** **6%**	**41** **5%**	**63** **7%**	**75** 8%afm	**57** **7%**	**72** **6%**	**5** **4%**	**8** **7%**	**18** **4%**	**123** **6%**	**41** **5%**	**63** **7%**	**117** **7%**	**8** **7%**	**8** 11%u	**18** **4%**	**7** **3%**	**8** **6%**	**-**
NET : ANY PAY TV	**1616** 56%uv	**149** **59%**	**292** **59%**	**294** 64%a	**1149** **57%**	**443** **53%**	**535** **56%**	**562** 61%af	**508** 61%af	**681** 61%af	**93** 67%afg	**71** **59%**	**277** **57%**	**1149** 57%uv	**443** **53%**	**535** 56%uv	**1020** 61%aotuv	**71** 59%v	**45** 63%v	**223** **54%**	**98** **48%**	**61** **44%**	**8** **54%**
NET : ANY FTA	**1285** 44%chijq	**105** **42%**	**183** **37%**	**186** **41%**	**964** 48%ahij	**396** 48%hij	**471** 49%ahij	**349** **38%**	**311** **37%**	**443** **40%**	**57** **42%**	**54** **45%**	**252** 52%ahij	**964** 48%aq	**396** 48%q	**471** 49%aq	**644** **38%**	**54** **45%**	**36** 53%q	**202** 49%q	**109** 53%aq	**80** 57%aoq	**11** **76%**
NET : ANY TV SERVICE	**2750** **95%**	**242** **96%**	**462** **93%**	**451** 99%abc	**1969** 98%afhij	**796** **96%**	**931** 97%ahij	**876** **95%**	**783** **94%**	**1057** **95%**	**138** 100%ahij	**116** **96%**	**471** 97%	**1969** 98%aoqu	**796** **96%**	**931** 97%aq	**1588** **94%**	**116** **96%**	**71** **100%**	**403** 98%aq	**197** **96%**	**139** 100%aoqu	**15** **100%**

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q2 Reasons for following news

Base : All adults 16+

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	2894	1379	1515	328	409	373	387	420	540	437	737	760	1397	512	753	608	1021	1265	1629	1199	1695
Weighted base	2894	1409	1485	354	539	505	492	356	365	283	893	997	1004	565	860	651	818	1425	1469	1678	1216
To know what's going on across the UK	1296 45%dekqs	625 44%	671 45%	129 37%	201 37%	235 47%de	226 46%de	175 49%de	191 52%ade	139 49%de	331 37%	461 46%k	505 50%ak	289 51%apq	418 49%q	279 43%	309 38%	708 50%as	588 40%	733 44%	563 46%
To know what's going on around the world	1282 44%dkpqs	645 46%	637 43%	132 37%	211 39%	211 42%	226 46%d	177 50%def	192 52%adef	133 47%de	343 38%	437 44%	502 50%akl	320 57%aopq	414 48%pq	247 38%	301 37%	733 51%as	549 37%	753 45%	529 44%
To know what's going on in my local area	1227 42%dekq	585 42%	641 43%	96 27%	197 37%d	250 50%ade	213 43%d	166 46%de	167 46%de	137 48%ade	293 33%	464 46%k	470 47%ak	260 46%q	396 46%q	268 41%	302 37%	656 46%s	571 39%	719 43%	508 42%
To know what's going on in respective nations	1222 42%dek	570 40%	652 44%	107 30%	175 32%	245 48%ade	200 41%de	182 51%adeg	176 48%adeg	138 49%adeg	281 32%	444 45%k	497 49%ak	242 43%	375 44%	290 45%q	315 39%	617 43%	606 41%	697 42%	525 43%
Because I feel it's important to keep informed about certain issues	884 31%ekqs	425 30%	458 31%	91 26%	128 24%	167 33%e	149 30%	133 37%ade	129 35%de	87 31%e	219 24%	316 32%k	348 35%ak	229 41%apq	308 36%apq	170 26%	176 22%	537 38%as	347 24%	511 30%	373 31%
For information about daily life, e.g. travel, health, taxes, education	738 26%djqs	337 24%	401 27%	64 18%	135 25%dj	148 29%dj	139 28%dj	105 29%dj	99 27%dj	49 17%	198 22%	288 29%k	252 25%	210 37%aopq	242 28%q	156 24%q	129 16%	452 32%as	286 19%	464 28%u	274 23%
Because it allows me to form opinions on the important issues	665 23%epqs	336 24%	329 22%	76 21%	97 18%	104 21%	121 25%e	111 31%adefj	97 26%e	60 21%	173 19%	225 23%	268 27%ak	186 33%apq	240 28%apq	115 18%	124 15%	426 30%as	239 16%	400 24%	265 22%
To get different perspectives on what's happening	646 22%kqs	319 23%	327 22%	67 19%	98 18%	116 23%	119 24%	89 25%e	98 27%de	60 21%	165 18%	235 24%k	247 25%k	181 32%aopq	216 25%pq	123 19%	126 15%	398 28%as	248 17%	383 23%	263 22%
Out of habit - it's part of my routine	575 20%dek	285 20%	291 20%	50 14%	81 15%	102 20%	93 19%	78 22%de	91 25%ade	79 28%adefg	131 15%	196 20%k	248 25%akl	132 23%	163 19%	127 19%	154 19%	295 21%	280 19%	309 18%	266 22%l
Because it gives me something to talk about with others	431 15%	195 14%	235 16%	50 14%	78 14%	64 13%	84 17%	56 16%	60 16%	39 14%	127 14%	148 15%	155 15%	90 16%	139 16%q	102 16%	99 12%	229 16%	201 14%	255 15%	176 14%
To be knowledgeable for my job/work/studies	416 14%ijmqs u	200 14%	217 15%	71 20%ahij	88 16%ij	98 19%ahij	93 19%ahij	39 11%ij	18 5%	10 4%	158 18%am	191 19%am	67 7%	128 23%aopq	143 17%q	84 13%q	61 7%	271 19%as	145 10%	307 18%au	109 9%
To pass the time when I'm waiting/travelling/ commuting/bored	379 13%hjmu	215 15%c	164 11%	63 18%ahij	81 15%hj	73 14%hj	70 14%hj	30 8%	41 11%	21 8%	144 16%m	143 14%m	92 9%	92 16%q	116 14%	80 12%	90 11%	209 15%s	171 12%	252 15%u	127 10%
Because it provides some fun and entertainment	260 9%	142 10%	118 8%	42 12%gj	56 10%	38 8%	32 7%	42 12%gj	32 9%	17 6%	98 11%l	70 7%	91 9%	66 12%pq	85 10%	48 7%	61 7%	151 11%s	109 7%	153 9%	107 9%

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q2 Reasons for following news

Base : All adults 16+

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Weighted base	2894	1409	1485	354	539	505	492	356	365	283	893	997	1004	565	860	651	818	1425	1469	1678	1216
For other reasons	21 *1%*	15 *1%*	7 *	5 1%e	* *	2 *	3 *1%*	5 1%e	1 *	6 2%aei	5 *1%*	5 *1%*	11 *1%*	4 *1%*	6 *1%*	9 *1%*	4 *	9 *1%*	12 *1%*	12 *1%*	10 *1%*
Because it's everywhere I look	107 *4%*	51 *4%*	56 *4%*	18 *5%*	21 *4%*	24 *5%*	10 *2%*	12 *3%*	14 *4%*	8 *3%*	39 *4%*	34 *3%*	34 *3%*	25 *4%*	41 *5%*	16 *2%*	25 *3%*	66 5%s	41 *3%*	69 *4%*	39 *3%*
I don't follow news	246 9%jmnor	103 *7%*	143 *10%*	54 15%afghi j	60 11%hij	39 8%j	47 10%ij	20 *6%*	19 *5%*	8 *3%*	114 13%alm	86 9%m	47 *5%*	27 *5%*	51 *6%*	62 10%no	107 13%ano	78 *5%*	169 11%ar	154 *9%*	92 *8%*
Don't Know	139 *5%*	73 *5%*	65 *4%*	19 *5%*	34 6%j	22 *4%*	28 *6%*	14 *4%*	14 *4%*	7 *3%*	53 6%m	50 *5%*	35 *3%*	27 *5%*	32 *4%*	29 *4%*	50 6%o	59 *4%*	79 *5%*	89 *5%*	50 *4%*

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q2 Reasons for following news

Base : All adults 16+

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	2894	1768	362	413	351	1986	557	280	188	153	185	170	208	86	238	260	2642	234
Weighted base	2894	2423	248	142	81	2307	506	393	245	208	251	245	269	124*	321	367	2549	325
To know what's going on across the UK	1296 45%epr	1097 45%e	99 40%	70 49%ce	31 38%	1040 45%	225 45%	218 55%ajlmp	112 46%p	84 41%	137 55%ajlmp	96 39%	112 42%	59 48%p	157 49%p	122 33%	1174 46%r	114 35%
To know what's going on around the world	1282 44%pr	1073 44%	102 41%	73 51%abce	34 42%	974 42%	274 54%af	199 51%lp	131 53%alp	90 43%p	127 51%lp	90 37%	125 46%p	54 43%p	144 45%p	113 31%	1157 45%r	120 37%
To know what's going on in my local area	1227 42%cpr	1033 43%c	81 32%	72 51%abc	41 50%abc	931 40%	254 50%af	177 45%p	112 46%p	94 45%p	140 56%ahlmop	100 41%p	107 40%p	84 68%ahijlmo p	138 43%p	79 22%	1124 44%r	95 29%
To know what's going on in respective nations	1222 42%pr	970 40%	120 48%ab	89 63%abce	43 53%ab	935 41%	244 48%af	172 44%p	99 40%p	91 44%p	106 42%p	116 47%p	101 38%p	67 54%mop	127 40%p	90 24%	1126 44%r	92 28%
Because I feel it's important to keep informed about certain issues	884 31%pr	743 31%	64 26%	47 34%c	30 37%abc	688 30%	166 33%	151 38%alop	84 34%p	69 33%p	80 32%p	64 26%	94 35%p	41 33%p	91 29%p	68 18%	823 32%r	58 18%
For information about daily life, e.g. travel, health, taxes, education	738 26%cp	632 26%c	44 18%	42 30%c	20 25%c	577 25%	141 28%	130 33%alop	73 30%p	59 28%p	62 25%	58 24%	71 27%p	37 30%p	75 23%	67 18%	671 26%	67 21%
Because it allows me to form opinions on the important issues	665 23%cpr	561 23%c	42 17%	37 26%c	25 30%abc	510 22%	130 26%	107 27%p	75 30%aop	46 22%	54 21%	57 23%	63 23%	38 31%p	63 20%	59 16%	617 24%r	47 14%
To get different perspectives on what's happening	646 22%pr	543 22%	45 18%	35 25%c	24 29%abc	499 22%	123 24%	111 28%akp	64 26%kp	52 25%p	42 17%	48 20%	64 24%p	28 23%	81 25%kp	53 14%	591 23%r	52 16%
Out of habit - it's part of my routine	575 20%cpr	481 20%c	37 15%	27 19%	30 37%abcd	424 18%	122 24%f	81 21%p	49 20%	30 14%	55 22%p	70 29%ajop	59 22%p	30 24%p	57 18%	51 14%	546 21%r	28 9%
Because it gives me something to talk about with others	431 15%pr	346 14%	28 11%	30 21%abc	27 34%abcd	310 13%	93 18%f	52 13%	43 17%p	40 19%op	34 14%	39 16%p	42 16%p	26 21%op	34 11%	34 9%	405 16%r	26 8%
To be knowledgeable for my job/work/studies	416 14%d	364 15%cd	26 10%	13 9%	13 16%cd	329 14%	75 15%	67 17%	38 16%	32 15%	32 13%	37 15%	39 15%	20 16%	45 14%	53 14%	376 15%	39 12%
To pass the time when I'm waiting/travelling/ commuting/bored	379 13%cdr	329 14%cd	19 8%	13 9%	18 23%abcd	306 13%	55 11%	54 14%	29 12%	30 14%	26 10%	45 18%	30 11%	24 19%	47 15%	44 12%	355 14%r	25 8%
Because it provides some fun and entertainment	260 9%c	230 9%c	13 5%	10 7%	7 9%	206 9%	47 9%	45 11%	18 8%	15 7%	21 9%	40 16%aijmop	23 9%	19 15%o	21 7%	28 8%	239 9%	21 6%

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q2 Reasons for following news

Base : All adults 16+

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Weighted base	2894	2423	248	142	81	2307	506	393	245	208	251	245	269	124*	321	367	2549	325
For other reasons	21	18	2	1	*	16	5	4	-	2	2	-	4	-	3	3	17	4
	1%	1%	1%	*	*	1%	1%	1%	-	1%	1%	-	2%	-	1%	1%	1%	1%
Because it's everywhere I look	107	96	3	3	5	86	17	7	8	6	16	3	6	22	21	6	104	3
	4%cr	4%c	1%	2%	6%cd	4%	3%	2%	3%	3%	6%hlp	1%	2%	18%ahijklmo p	7%ahlmp	2%	4%r	1%
I don't follow news	246	196	30	7	13	207	27	21	14	13	7	21	24	3	26	66	197	45
	9%dgk	8%	12%abd	5%	16%abd	9%g	5%	5%	6%	6%	3%	9%k	9%k	3%	8%k	18%ahijklmno	8%	14%aq
Don't Know	139	114	23	1	-	112	27	4	32	3	2	15	5	-	12	41	108	29
	5%dehk	5%de	9%abde	1%	-	5%	5%	1%	13%ahjklmno	2%	1%	6%hkmn	2%	-	4%	11%ahjkmno	4%	9%aq

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

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Q2 Reasons for following news

Base : All adults 16+

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	2894	194	424	394	2096	910	910	783	686	922	109	100	474	2096	910	910	1418	100	60	517	290	184	14
Weighted base	2894	253	495	457	2000	830	957	923	837	1115	138*	120*	484	2000	830	957	1684	120*	71*	412	205	139	15**
To know what's going on across the UK	1296 *45%*	132 *52%*	240 *49%*	239 52%a	1040 52%a	457 55%aj	540 56%ahj	461 50%a	435 52%a	543 *49%*	74 *53%*	63 *52%*	260 54%a	1040 52%at	457 55%aqt	540 56%aqt	810 48%t	63 *52%*	43 60%at	167 *41%*	110 54%at	82 59%aqt	12 *79%*
To know what's going on around the world	1282 *44%t*	139 55%a	261 53%a	263 58%a	1034 52%a	464 56%aij	547 57%aeij l	502 54%aj	417 50%a	534 *48%*	65 *47%*	55 *45%*	260 54%a	1034 52%at	464 56%aqt	547 57%anqr t	808 48%at	55 *45%*	44 61%at	150 *36%*	118 57%aqt	83 60%aqrt	8 *55%*
To know what's going on in my local area	1227 *42%*	128 51%a	223 *45%*	251 55%ac	970 49%a	437 53%aj	509 53%aej	443 48%a	401 48%a	520 *47%*	72 *53%*	53 *44%*	277 57%aehi jl	970 49%at	437 53%aqt	509 53%anqt	765 *45%*	53 *44%*	43 61%aqt	164 *40%*	110 54%aqt	70 50%t	9 *62%*
To know what's going on in respective nations	1222 *42%*	113 *45%*	205 *41%*	223 49%a	994 50%aj	443 53%ahjk	537 56%aehi jk	416 *45%*	414 49%aj	473 *42%*	58 *42%*	54 *45%*	267 55%ahjk	994 50%aqt	443 53%aqt	537 56%anqt	738 *44%*	54 *45%*	44 61%aqt	161 *39%*	116 57%aqt	76 55%aqt	11 *71%*
Because I feel it's important to keep informed about certain issues	884 *31%t*	121 48%a	199 40%a	210 46%a	701 35%a	343 41%aej	405 42%aej	388 42%aej	311 37%a	400 36%a	59 43%a	46 *38%*	211 44%aej	701 35%at	343 41%anqt	405 42%anqt	575 34%at	46 38%t	36 50%anqt	91 *22%*	75 37%t	62 45%anqt	6 *39%*
For information about daily life, e.g. travel, health, taxes, education	738 *26%t*	97 38%a	171 35%a	173 38%a	582 29%a	257 31%a	358 37%aefj	323 35%ae	272 33%a	350 31%a	51 37%a	49 41%ae	185 38%aefj	582 29%at	257 31%atu	358 37%anoq tu	511 30%atu	49 41%antu	34 47%anoq tu	62 *15%*	47 *23%t*	44 31%t	6 *39%*
Because it allows me to form opinions on the important issues	665 *23%t*	101 40%a	169 34%a	172 38%a	545 27%a	259 31%a	317 33%aej	312 34%aej	243 29%a	310 28%a	44 *32%*	47 39%aej	175 36%aeij	545 27%at	259 31%atu	317 33%anqt u	457 27%at	47 39%anqt u	30 42%anqt u	61 *15%*	47 23%t	50 36%anqt u	4 *23%*
To get different perspectives on what's happening	646 *22%t*	104 41%a	163 33%a	157 34%a	517 26%a	239 29%a	302 32%ae	305 33%aej	249 30%a	311 28%a	41 *30%*	40 33%a	170 35%aefj	517 26%at	239 29%at	302 32%anqt u	444 26%at	40 33%at	31 43%anoq tu	62 *15%*	46 23%t	42 30%at	3 *18%*
Out of habit - it's part of my routine	575 *20%*	52 *21%*	109 *22%*	108 *24%*	486 24%a	226 27%aij	273 29%aehi j	210 *23%*	176 *21%*	245 22%	33 *24%*	46 38%aefh ij	137 28%alj	486 24%aqt	226 27%aqt	273 29%anqt	338 *20%*	46 38%anoq t	33 46%anop qtu	71 *17%*	57 28%aqt	46 33%anqt	6 *41%*

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q2 Reasons for following news

Base : All adults 16+

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	2894	253	495	457	2000	830	957	923	837	1115	138*	120*	484	2000	830	957	1684	120*	71*	412	205	139	15**
Because it gives me something to talk about with others	431 15%l	54 21%a	89 18%	85 19%	346 17%	180 22%ae	198 21%a	176 19%a	148 18%	211 19%a	20 15%	24 20%	120 25%aehijk	346 17%t	180 22%anqt	198 21%aqt	283 17%t	24 20%t	17 23%t	36 9%	42 20%at	34 24%anqt	1 6%
To be knowledgeable for my job/work/studies	416 14%tu	74 29%a	123 25%a	109 24%a	310 15%	136 16%	213 22%aef	219 24%aef	213 25%aef	250 22%aef	38 27%aef	32 27%aef	120 25%aef	310 15%tu	136 16%tuv	213 22%anotuv	347 21%anotuv	32 27%anotuv	19 26%antuv	15 4%	8 4%	13 9%t	- -
To pass the time when I'm waiting/travelling/ commuting/bored	379 13%l	63 25%a	98 20%a	102 22%a	269 13%	135 16%a	195 20%ae	181 20%ae	156 19%ae	211 19%ae	35 25%aef	20 17%	117 24%aef	269 13%t	135 16%atu	195 20%anqtu	273 16%atu	20 17%t	15 21%tu	22 5%	19 9%	20 14%t	4 28%
Because it provides some fun and entertainment	260 9%l	45 18%a	68 14%a	53 12%	198 10%	93 11%	127 13%ae	118 13%a	104 12%a	141 13%a	18 13%	21 17%ae	63 13%a	198 10%t	93 11%t	127 13%antv	193 11%at	21 17%antv	14 20%antuv	13 3%	19 9%t	9 6%	2 11%
For other reasons	21 1%	6 2%a	5 1%	2 *	15 1%	9 1%	10 1%	9 1%	4 *	10 1%	2 2%	- -	6 1%	15 1%	9 1%	10 1%	11 1%	- -	- -	2 *	5 2%anqt	* *	- -
Because it's everywhere I look	107 4%l	16 6%	32 7%a	24 5%	84 4%	44 5%	60 6%ae	50 5%	50 6%a	60 5%	15 11%aefj	5 4%	43 9%aefhj	84 4%t	44 5%t	60 6%ant	79 5%t	5 4%t	4 6%t	1 *	8 4%t	8 6%t	1 5%
I don't follow news	246 9%bcdefghijnopquv	3 1%	6 1%	11 2%	61 3%fg	10 1%	12 1%	17 2%	21 2%	49 4%fgh	4 3%	4 3%	27 6%efghi	61 3%op	10 1%	12 1%	62 4%op	4 3%	1 2%	29 7%nopqu	3 1%	3 2%	- -
Don't Know	139 5%	10 4%	26 5%	16 3%	78 4%	28 3%	30 3%	41 4%	45 5%	42 4%	12 9%efgj	10 8%fg	23 5%	78 4%	28 3%	30 3%	79 5%	10 8%opv	4 5%	29 7%nopuv	5 3%	2 2%	1 5%

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q3a/Q3aa Platforms use for news nowadays (all platforms)

Base : All adults 16+

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	2894	1379	1515	328	409	373	387	420	540	437	737	760	1397	512	753	608	1021	1265	1629	1199	1695
Weighted base	2894	1409	1485	354	539	505	492	356	365	283	893	997	1004	565	860	651	818	1425	1469	1678	1216
Television	2000 69%defkt	995 *71%*	1005 *68%*	174 *49%*	296 *55%*	312 62%d	348 71%def	292 82%adefq	323 88%adefqh	256 91%adefgh	470 *53%*	660 66%k	870 87%akl	401 *71%*	579 *67%*	466 *72%*	554 *68%*	980 *69%*	1020 *69%*	1085 *65%*	915 75%at
Radio	957 33%dkqs	466 *33%*	491 *33%*	70 *20%*	151 28%d	174 35%d	182 37%de	151 42%adefj	138 38%de	91 32%d	221 *25%*	356 36%k	380 38%ak	227 40%apq	309 36%q	211 32%q	210 *26%*	536 38%as	421 *29%*	586 35%u	371 *31%*
Internet or apps on a computer\laptop\netbook\tablet	923 32%ijmpqsu	470 *33%*	452 *30%*	136 39%aij	202 37%aij	185 37%ij	172 35%ij	127 36%ij	85 23%ij	16 *6%*	338 38%am	357 36%m	228 *23%*	257 46%apq	350 41%apq	161 25%q	154 *19%*	608 43%as	315 *21%*	636 38%au	287 *24%*
Internet or apps on a mobile phone	837 29%hijmqsu	410 *29%*	427 *29%*	160 45%aghij	241 45%aghij	227 45%aghij	123 25%hij	54 15%ij	26 7%ij	6 *2%*	402 45%alm	350 35%am	85 *9%*	222 39%apq	298 35%apq	168 26%q	149 *18%*	520 37%as	317 *22%*	621 37%au	216 *18%*
Newspapers (printed)	830 29%defkl	416 *30%*	414 *28%*	50 *14%*	93 *17%*	108 21%d	126 26%de	130 36%adefq	176 48%adefqh	147 52%adefgh	143 *16%*	234 23%k	453 45%akl	192 34%apq	256 *30%*	177 *27%*	204 *25%*	449 31%s	381 *26%*	419 *25%*	411 34%at
Internet or apps on a laptop/netbook computer	495 17%jmpqsu	255 *18%*	240 *16%*	85 24%agij	117 22%agij	100 20%ij	74 15%ij	62 18%ij	50 14%ij	7 *2%*	202 23%alm	174 17%m	119 *12%*	155 28%aopq	184 21%apq	81 *12%*	74 *9%*	339 24%as	155 *11%*	353 21%au	141 *12%*
Word of mouth (family \ friends \ colleagues) - in person\by phone\email	484 17%ijm	219 *16%*	265 *18%*	79 22%ahij	104 19%ij	88 *17%*	82 *17%*	52 *15%*	45 *12%*	34 *12%*	183 20%am	170 17%m	131 *13%*	104 18%q	168 20%q	99 *15%*	112 *14%*	272 19%s	211 *14%*	300 *18%*	184 *15%*
Internet or apps on a tablet	457 16%ijmpqsu	221 *16%*	236 *16%*	55 16%ij	88 16%ij	94 19%ij	100 20%ij	68 19%ij	44 12%ij	8 *3%*	143 16%m	194 19%am	120 *12%*	151 27%aopq	164 19%pq	76 12%q	66 *8%*	315 22%as	142 *10%*	318 19%au	139 *11%*
Internet or apps on a desktop computer	253 9%cjqsu	160 11%ac	93 *6%*	26 7%ij	52 10%ij	46 9%ij	50 10%ij	45 13%adj	30 8%ij	4 *1%*	78 *9%*	97 *10%*	78 *8%*	89 16%apq	100 12%apq	39 6%q	25 *3%*	189 13%as	64 *4%*	182 11%u	70 *6%*
Interactive TV services via the 'red button', Ceefax or apps on the TV	138 5%qu	70 *5%*	68 *5%*	17 5%ij	31 6%ij	20 4%ij	31 6%ij	21 6%ij	17 5%ij	1 *	49 *5%*	51 *5%*	39 *4%*	38 7%q	40 *5%*	37 6%q	23 *3%*	78 *5%*	60 *4%*	98 6%u	40 *3%*
Magazines	120 4%q	47 *3%*	73 *5%*	18 *5%*	28 *5%*	15 *3%*	19 *4%*	15 *4%*	15 *4%*	10 *3%*	46 *5%*	34 *3%*	40 *4%*	34 6%q	42 5%q	26 *4%*	19 *2%*	76 5%s	44 *3%*	73 *4%*	47 *4%*
None of these	183 6%hijmnr	78 *6%*	105 *7%*	40 11%afghij	51 9%ahij	30 6%j	32 6%j	11 *3%*	12 *3%*	7 *3%*	91 10%alm	62 6%m	30 *3%*	16 *3%*	43 *5%*	37 6%n	87 11%anop	59 *4%*	124 8%ar	112 *7%*	71 *6%*
NET : ANY INTERNET OR APPS	**1393** 48%hijmpqsu	**697** ***49%***	**696** ***47%***	**222** 63%aghij	**345** 64%aghij	**326** 65%aghij	**238** 48%ij	**146** 41%ij	**94** 26%j	**22** ***8%***	**567** 64%alm	**564** 57%am	**262** ***26%***	**354** 63%apq	**513** 60%apq	**271** 42%q	**253** ***31%***	**868** 61%as	**525** ***36%***	**984** 59%au	**409** ***34%***

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q3a/Q3aa Platforms use for news nowadays (all platforms)

Base : All adults 16+

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Weighted base	2894	1409	1485	354	539	505	492	356	365	283	893	997	1004	565	860	651	818	1425	1469	1678	1216
NET : INTERNET OR APPS ON A DESKTOP COMPUTER OR LAPTOP/NETBOOK COMPUTER	**623** 22%mpqs u	**337** 24%c	**286** ***19%***	**99** 28%agij	**141** 26%ij	**120** 24%j	**100** 20%j	**86** 24%j	**66** 18%j	**10** ***4%***	**240** 27%am	**220** 22%m	**162** ***16%***	**187** 33%apq	**236** 27%apq	**107** 16%q	**92** ***11%***	**423** 30%as	**200** ***14%***	**437** 26%au	**186** ***15%***

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q3a/Q3aa Platforms use for news nowadays (all platforms)

Base : All adults 16+

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	2894	1768	362	413	351	1986	557	280	188	153	185	170	208	86	238	260	2642	234
Weighted base	2894	2423	248	142	81	2307	506	393	245	208	251	245	269	124*	321	367	2549	325
Television	2000 69%pr	1681 69%	161 65%	105 74%ce	53 65%	1574 68%	374 74%l	274 70%p	188 77%p	140 67%p	195 78%ap	177 72%p	194 72%p	91 73%p	228 71%p	194 53%	1792 70%r	197 61%
Radio	957 33%cepr	840 35%ce	55 22%	44 31%ce	19 23%	751 33%	187 37%	160 41%aop	97 39%p	80 38%p	99 40%p	82 33%p	107 40%op	40 32%	95 30%	80 22%	905 35%r	50 15%
Internet or apps on a computer\laptop\netbook\ tablet	923 32%ceo	808 33%cde	57 23%	38 27%	20 25%	718 31%	185 36%l	134 34%o	104 42%alo	77 37%o	87 35%o	65 26%	102 38%lo	38 30%	79 25%	122 33%o	820 32%	99 30%
Internet or apps on a mobile phone	837 29%c	719 30%c	58 23%	35 25%	24 30%	683 30%	130 26%	147 37%ajklmo	77 31%	56 27%	65 26%	67 27%	64 24%	45 37%m	88 27%	110 30%	735 29%	97 30%
Newspapers (printed)	830 29%r	704 29%	65 26%	39 27%	22 27%	640 28%	169 33%l	122 31%o	84 34%op	57 28%	87 35%op	71 29%	92 34%op	29 24%	73 23%	90 24%	756 30%r	69 21%
Internet or apps on a laptop/netbook computer	495 17%	428 18%	33 13%	21 15%	13 16%	387 17%	95 19%	63 16%	63 26%ahklo	35 17%	38 15%	36 15%	58 22%	17 14%	46 14%	72 19%	430 17%	61 19%
Word of mouth (family \ friends \ colleagues) - in person\by phone\email	484 17%cd	421 17%cd	20 8%	15 10%	28 34%abcd	356 15%	100 20%l	50 13%	50 20%hl	51 24%ahlp	43 17%	29 12%	50 19%	31 25%hlp	64 20%hl	54 15%	426 17%	55 17%
Internet or apps on a tablet	457 16%	392 16%	32 13%	22 15%	11 13%	343 15%	103 20%af	69 17%	47 19%	36 17%	53 21%lop	27 11%	50 19%	25 20%	41 13%	45 12%	418 16%	37 12%
Internet or apps on a desktop computer	253 9%cde	232 10%cde	12 5%	6 4%	2 3%	209 9%	41 8%	45 11%o	25 10%	27 13%o	21 8%	18 7%	28 10%	14 11%	19 6%	35 10%	232 9%	19 6%
Interactive TV services via the 'red button', Ceefax or apps on the TV	138 5%e	126 5%de	8 3%	4 3%	1 1%	118 5%	19 4%	8 2%	14 6%	11 5%	5 2%	18 7%hk	20 7%hk	12 10%hko	11 3%	26 7%hk	125 5%	12 4%
Magazines	120 4%ce	113 5%ce	3 1%	4 3%	1 1%	98 4%	21 4%	14 4%	22 9%ahjo	6 3%	14 6%	13 5%	15 5%o	5 4%	6 2%	18 5%	106 4%	13 4%
None of these	183 6%hk	135 6%	34 14%abd	6 4%	8 9%abd	152 7%	24 5%	8 2%	11 5%	8 4%	4 2%	16 6%hk	12 4%	3 2%	21 6%hk	53 15%ahijklmno	142 6%	37 11%aq
NET : ANY INTERNET OR APPS	**1393** 48%cde	**1205** 50%cde	**94** ***38%***	**59** ***42%***	**34** ***42%***	**1124** ***49%***	**235** ***46%***	**225** 57%almo	**126** ***51%***	**111** 53%o	**122** ***48%***	**114** ***46%***	**123** ***46%***	**65** ***52%***	**134** ***42%***	**185** ***51%***	**1227** ***48%***	**159** ***49%***
NET : INTERNET OR APPS ON A DESKTOP COMPUTER OR LAPTOP/NETBOOK COMPUTER	**623** 22%c	**547** 23%cd	**37** ***15%***	**25** ***17%***	**14** ***17%***	**494** ***21%***	**114** ***23%***	**86** ***22%***	**69** 28%lo	**54** 26%o	**49** ***20%***	**44** ***18%***	**75** 28%alo	**24** ***19%***	**54** ***17%***	**92** 25%o	**548** ***21%***	**71** ***22%***

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q3a/Q3aa Platforms use for news nowadays (all platforms)

Base : All adults 16+

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	2894	194	424	394	2096	910	910	783	686	922	109	100	474	2096	910	910	1418	100	60	517	290	184	14
Weighted base	2894	253	495	457	2000	830	957	923	837	1115	138*	120*	484	2000	830	957	1684	120*	71*	412	205	139	15**
Television	2000 69%hiq	177 70%	340 69%	321 70%	2000 100%afgh ijklm	694 84%ahij km	771 81%ahij km	595 65%	499 60%	727 65%i	89 65%	97 81%ahij k	355 73%hij	2000 100%aopq rs	694 84%aq	771 81%aq	1060 63%	97 81%aq	66 92%apq	412 100%aop qrs	205 100%aop qrs	139 100%aop qrs	15 100%
Radio	957 33%tu	115 45%a	225 46%a	207 45%a	771 39%a	393 47%aeh ij	957 100%aefh ijklm	382 41%aj	313 37%	396 36%	69 50%aeij	81 68%aefh ijkm	256 53%aehi j	771 39%atu	393 47%anq tu	957 100%anoq rstu	588 35%tu	81 68%anoq tu	58 82%anoqt u	-	-	139 100%ano qrstu	15 100%
Internet or apps on a computer\laptop\netbook\ tablet	923 32%tuv	253 100%a	495 100%a	457 100%a	595 30%	267 32%	382 40%aef	923 100%aefg ijklm	367 44%aef	534 48%aefg	83 60%aefg ijm	61 50%aef	229 47%aefg	595 30%tuv	267 32%tuv	382 40%anot uv	923 55%anop tuv	61 50%anot uv	43 60%anopt uv	-	-	-	-
Internet or apps on a mobile phone	837 29%entu v	104 41%a	227 46%a	196 43%a	499 25%	218 26%	313 33%ef	367 40%aef g	837 100%aefg hjklm	550 49%aefg h	64 47%aefg	55 46%aefg	215 44%aefg	499 25%tuv	218 26%tuv	313 33%notu v	837 50%anop tuv	55 46%anop tuv	35 49%anopt uv	-	-	-	-
Newspapers (printed)	830 29%qt	73 29%	156 31%	155 34%	694 35%ahi j	830 100%aegh ijklm	393 41%aehi j	267 29%	218 26%	278 25%	48 34%	71 59%aegh ijkm	175 36%ahij	694 35%aqt	830 100%anpq rt	393 41%anqt	420 25%t	71 59%anp qt	71 100%anpqr t	-	205 100%anp qrt	139 100%anp qrt	15 100%
Internet or apps on a laptop/netbook computer	495 17%tuv	124 49%a	495 100%abd	196 43%a	340 17%	156 19%	225 24%aef	495 54%aefg ijklm	227 27%aef	302 27%aef	53 38%aefg ij	38 31%aef	135 28%aef	340 17%tuv	156 19%tuv	225 24%anot uv	495 29%anop tuv	38 31%anot uv	27 38%anopt uv	-	-	-	-
Word of mouth (family \ friends \ colleagues) - in person\by phone\email	484 17%tu	77 31%a	135 27%a	120 26%a	355 18%	175 21%a	256 27%aef	229 25%ae	215 26%ae	253 23%ae	51 37%aefg hij	47 39%aef ghij	484 100%aefg hijkl	355 18%tu	175 21%atu	256 27%anoq tuv	348 21%atu	47 39%anop qtuv	37 52%anopq tuv	36 9%	21 10%	24 17%t	7 44%
Internet or apps on a tablet	457 16%tuv	104 41%a	196 40%a	457 100%abc	321 16%	155 19%	207 22%ae	457 50%aefg ijklm	198 23%aef	276 25%aef	50 36%aefg ijm	34 28%aef	120 25%aef	321 16%tuv	155 19%tuv	207 22%antu v	457 27%anop tuv	34 28%anot uv	27 38%anopt uv	-	-	-	-
Internet or apps on a desktop computer	253 9%tuv	253 100%acd	124 25%a	104 23%a	177 9%	73 9%	115 12%ae	253 27%aefg ijm	104 12%aef	157 14%aef	34 24%aefg ij	15 13%	77 16%aef	177 9%tuv	73 9%tuv	115 12%antu v	253 15%anot uv	15 13%tuv	12 17%antuv	-	-	-	-

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q3a/Q3aa Platforms use for news nowadays (all platforms)

Base : All adults 16+

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	2894	253	495	457	2000	830	957	923	837	1115	138*	120*	484	2000	830	957	1684	120*	71*	412	205	139	15**
Interactive TV services via the 'red button', Ceefax or apps on the TV	138 5%tu	34 13%a	53 11%a	50 11%a	89 *4%*	48 *6%*	69 7%ae	83 9%aef	64 8%ae	82 7%ae	138 100%aefg hijlm	14 12%aef	51 11%aef	89 4%tu	48 6%tu	69 7%antu	120 7%antu	14 12%anot uv	12 16%anopq tuv	- -	* *	4 3%tu	2 *14%*
Magazines	120 4%tuv	15 *6%*	38 8%a	34 7%a	97 *5%*	71 9%aej	81 8%aej	61 7%a	55 7%a	60 *5%*	14 10%ae	120 100%aefg hijkm	47 10%aej	97 5%tuv	71 9%anqtu v	81 8%anqtu v	87 5%tuv	120 100%ano pqtuv	71 100%anopq tuv	- -	- -	- -	15 *100%*
None of these	183 6%bcdef ghijklm nopqrtu v	- -	- -	- -	- -	- -	- -	- -	- -	27 2%efghi m	- -	- -	- -	- -	- -	- -	27 2%nopt	- -	- -	- -	- -	- -	- -
NET : ANY INTERNET OR APPS	**1393** 48%efn otuv	**253** 100%a	**495** 100%a	**457** 100%a	**841** ***42%***	**362** ***44%***	**514** 54%aef	**923** 100%aef gjklm	**837** 100%aefg jklm	**824** 74%aefg m	**106** 77%aefg m	**81** 68%aefg	**305** 63%aefg	**841** 42%tuv	**362** 44%tuv	**514** 54%anot uv	**1393** 83%anop rstuv	**81** 68%anop tuv	**51** 71%anopt uv	**-** -	**-** -	**-** -	**-** -
NET : INTERNET OR APPS ON A DESKTOP COMPUTER OR LAPTOP/NETBOOK COMPUTER	**623** 22%tuv	**253** 100%ad	**495** 100%ad	**218** 48%a	**420** ***21%***	**178** ***21%***	**271** 28%aef	**623** 67%aefg **ijklm**	**265** 32%aef	**374** 34%aefg	**63** 46%aefg **ij**	**42** 35%aef	**166** 34%aef	**420** 21%tuv	**178** 21%tuv	**271** 28%anot **uv**	**623** 37%anop **tuv**	**42** 35%anot **uv**	**28** 40%anotu **v**	**-** -	**-** -	**-** -	**-** -

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q3a/Q3aa_Number Number of platforms use for news nowadays (all 10 platforms)

Base : All adults 16+

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	2894	1379	1515	328	409	373	387	420	540	437	737	760	1397	512	753	608	1021	1265	1629	1199	1695
Weighted base	2894	1409	1485	354	539	505	492	356	365	283	893	997	1004	565	860	651	818	1425	1469	1678	1216
0	206 7%hijmnr	89 *6%*	116 *8%*	45 13%afghij	60 11%ahij	35 7%hij	34 7%hij	11 *3%*	12 *3%*	7 *3%*	106 12%alm	70 *7%m*	30 *3%*	18 *3%*	51 *6%*	40 6%n	97 12%nop	69 *5%*	137 9%ar	126 *8%*	79 *7%*
1	857 30%nor	404 *29%*	453 *31%*	119 34%h	163 *30%*	141 *28%*	154 *31%*	89 *25%*	100 *27%*	91 32%h	282 *32%*	296 *30%*	280 *28%*	118 *21%*	212 *25%*	214 33%no	314 38%ano	330 *23%*	527 36%ar	458 *27%*	399 33%at
2	816 *28%*	403 *29%*	413 *28%*	82 *23%*	134 *25%*	138 *27%*	125 *25%*	109 31%d	123 34%adeg	106 37%adefg	216 *24%*	262 *26%*	338 34%akl	149 *26%*	252 *29%*	196 *30%*	219 *27%*	401 *28%*	415 *28%*	448 *27%*	368 *30%*
3	483 17%d	250 *16%*	234 *16%*	42 *12%*	77 *14%*	87 *17%*	78 *16%*	70 20%d	68 19%d	61 22%ade	119 *13%*	165 *17%*	200 20%ak	113 20%q	144 *17%*	113 *17%*	113 *14%*	257 *18%*	226 *15%*	272 *16%*	212 *17%*
4	258 9%qsu	120 *9%*	138 *9%*	29 *8%*	52 10%j	45 9%j	51 10%j	38 11%j	29 *8%*	13 *5%*	81 *9%*	96 *10%*	81 *8%*	69 12%apq	98 11%pq	43 *7%*	47 *6%*	168 12%as	90 *6%*	184 11%u	74 *6%*
5	142 5%qs	82 *6%*	60 *4%*	22 6%j	20 *4%*	36 7%j	23 5%j	25 7%j	13 *4%j*	4 *1%*	42 *5%*	58 *6%*	41 *4%*	44 8%aq	52 6%q	29 5%q	17 *2%*	96 7%as	46 *3%*	91 *5%*	51 *4%*
6	74 3%qs	36 *3%*	38 *3%*	7 *2%*	14 3%j	16 3%j	14 3%j	8 2%j	13 *4%j*	1 *	21 *2%*	30 *3%*	22 *2%*	28 5%apq	33 4%pq	7 *1%*	6 *1%*	61 4%as	13 *1%*	53 3%u	21 *2%*
7	32 *1%*	14 *1%*	18 *1%*	4 *1%*	8 *1%*	7 *1%*	7 *1%*	3 *1%*	4 *1%*	- -	12 *1%*	14 *1%*	7 *1%*	12 2%pq	11 *1%*	4 *1%*	5 *1%*	23 2%s	9 *1%*	24 *1%*	8 *1%*
8	19 *1%q*	8 *1%*	11 *1%*	3 *1%*	6 *1%*	* *	3 *1%*	2 *1%*	3 *1%*	- -	10 *1%*	4 *	5 *1%*	7 *1%q*	8 1%q	3 *1%*	- -	16 1%s	3 *	16 *1%u*	2 *
9	2 *	2 *	- -	- -	2 *	- -	- -	- -	- -	- -	2 *	- -	- -	2 *	- -	- -	- -	2 *	- -	2 *	- -
10	5 *	1 *	4 *	- -	2 *	- -	2 *	1 *	- -	- -	2 *	2 *	1 *	3 *1%*	- -	2 *	- -	3 *	2 *	4 *	1 *
Mean Score	**2.27jqsu**	**2.31**	**2.23**	**2.08**	**2.23**	**2.34j**	**2.31j**	**2.50adej**	**2.36dj**	**1.99**	**2.17**	**2.33**	**2.31**	**2.86aopq**	**2.49apq**	**2.12q**	**1.76**	**2.63as**	**1.92**	**2.40au**	**2.08**

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q3a/Q3aa_Number Number of platforms use for news nowadays (all 10 platforms)

Base : All adults 16+

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	2894	1768	362	413	351	1986	557	280	188	153	185	170	208	86	238	260	2642	234
Weighted base	2894	2423	248	142	81	2307	506	393	245	208	251	245	269	124*	321	367	2549	325
0	206 7%hk	155 6%	36 15%abd	6 4%	8 10%bd	168 7%	29 6%	10 2%	13 5%	11 5%	6 2%	20 8%hk	13 5%	3 2%	21 6%h	58 16%ahijkmno	159 6%	43 13%aq
1	857 30%i	700 29%	86 35%b	48 34%b	23 28%	699 30%	135 27%	101 26%	46 19%	56 27%	76 30%i	71 29%i	78 29%i	32 26%	117 36%ahi	124 34%hi	723 28%	126 39%aq
2	816 28%p	688 28%	62 25%	44 31%	22 27%	658 28%	137 27%	136 35%amp	67 27%	68 33%p	64 25%	75 31%	69 26%	41 33%	87 27%	82 22%	729 29%	85 26%
3	483 17%pr	404 17%	36 15%	27 19%	16 19%	373 16%	95 19%	80 20%p	51 21%p	27 13%	54 21%p	41 17%p	42 16%p	25 20%p	50 16%p	35 9%	454 18%r	24 7%
4	258 9%	228 9%c	14 6%	9 6%	7 9%	202 9%	49 10%	30 8%	33 13%o	24 11%	21 8%	19 8%	34 13%o	13 11%	19 6%	34 9%	240 9%	17 5%
5	142 5%	125 5%d	11 4%	4 3%	3 3%	112 5%	27 5%	13 3%	15 6%	12 6%	22 9%ahl	5 2%	15 5%	4 3%	19 6%	20 5%	128 5%	14 4%
6	74 3%c	68 3%c	1 1%	2 1%	2 3%c	48 2%	24 5%af	10 3%	15 6%ako	6 3%	1 *	10 4%ko	12 4%ko	4 4%	2 *	9 2%	64 3%	8 3%
7	32 1%	30 1%	* *	1 1%	1 1%	23 1%	8 2%	11 3%ap	3 1%	- -	5 2%	4 2%	4 1%	- -	2 1%	1 *	29 1%	4 1%
8	19 1%	18 1%	* *	* *	- -	18 1%	1 *	2 *	2 1%	5 2%a	2 1%	- -	2 1%	- -	2 1%	3 1%	17 1%	2 *
9	2 *	2 *	- -	- -	- -	2 *	- -	- -	- -	- -	- -	- -	- -	- -	2 1%a	- -	2 *	- -
10	5 *	5 *	- -	- -	- -	5 *	- -	- -	- -	- -	- -	- -	2 1%	2 2%ah	- -	1 *	4 *	1 *
Mean Score	**2.27cdpr**	**2.33cd**	**1.80**	**2.07c**	**2.15c**	**2.24**	**2.45af**	**2.42op**	**2.71alop**	**2.40p**	**2.47op**	**2.19**	**2.52aop**	**2.50p**	**2.09**	**1.97**	**2.32r**	**1.87**

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q3a/Q3aa_Number Number of platforms use for news nowadays (all 10 platforms)

Base : All adults 16+

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	2894	194	424	394	2096	910	910	783	686	922	109	100	474	2096	910	910	1418	100	60	517	290	184	14
Weighted base	2894	253	495	457	2000	830	957	923	837	1115	138*	120*	484	2000	830	957	1684	120*	71*	412	205	139	15**
0	206 7%bcdefghijklmnopqrtuv	- -	- -	- -	- -	- -	- -	23 2%efgim	- -	33 3%efgim	- -	- -	- -	- -	- -	- -	50 3%noptu	- -	- -	- -	- -	- -	- -
1	857 30%bcdefghiklmnopqrsuv	19 *8%*	42 *9%*	25 *5%*	500 25%fghiklm	38 *5%*	43 *5%*	105 11%fglm	139 17%lghlm	288 26%fghiklm	13 10%gl	2 *2%*	34 *7%*	500 25%oprsuv	38 5%uv	43 5%uv	393 23%oprsuv	2 *2%*	- -	376 91%anopqrsuv	- -	- -	- -
2	816 28%bcdfhjklmrstv	39 *15%*	69 *14%*	71 *16%*	609 30%ghjklm	274 33%aghijklm	235 25%klm	186 20%k	219 26%hklm	269 24%klm	15 *11%*	15 *12%*	85 *18%*	609 30%pqrstv	274 33%apqrstv	235 25%rstv	436 26%rstv	15 12%sv	- -	36 9%sv	184 90%anopqrstv	- -	- -
3	483 17%tu	44 *17%*	99 *20%*	102 22%a	411 21%a	227 27%aehijklm	276 29%aehijklm	187 20%a	159 *19%*	201 *18%*	18 *13%*	17 *14%*	96 *20%*	411 21%astu	227 27%anqrstu	276 29%anqrstu	314 19%stu	17 14%t	5 7%t	- -	21 10%t	115 83%anopqrstu	- -
4	258 9%tu	38 15%a	108 22%a	95 21%a	220 11%a	107 13%a	180 19%aefj	180 19%aefj	130 16%ae	141 13%a	28 21%aej	25 21%aefj	100 21%aefj	220 11%atu	107 13%atu	180 19%anoqtu	230 14%antu	25 21%anotu	12 17%tu	- -	- -	20 14%atu	8 *51%*
5	142 5%tu	51 20%a	69 14%a	74 16%a	133 7%a	77 9%ae	106 11%ae	118 13%aej	77 9%a	91 8%a	29 21%aefqhj	20 17%aefij	74 15%aefij	133 7%atu	77 9%antuv	106 11%anqtuv	132 8%atu	20 17%anoqtuv	14 20%anoqtuv	- -	- -	4 3%tu	6 *41%*
6	74 3%tu	23 9%a	53 11%a	44 10%a	69 *3%*	55 7%ae	60 6%ae	66 7%aej	58 7%ae	50 4%a	13 9%ae	25 20%aefghijkm	45 9%aej	69 3%tuv	55 7%anqtuv	60 6%antuv	73 4%atuv	25 20%anopqtuv	24 33%anopqtuv	- -	- -	- -	1 *8%*
7	32 1%u	17 7%a	30 6%a	21 5%a	32 *2%*	27 3%ae	31 3%ae	32 4%ae	29 3%ae	22 *2%*	9 7%aej	4 *3%*	26 5%aej	32 2%t	27 3%antuv	31 3%antuv	32 2%t	4 3%tu	4 5%atuv	- -	- -	- -	- -
8	19 *1%*	14 5%a	17 3%a	17 4%a	19 *1%*	19 2%ae	19 2%a	19 2%ae	19 2%ae	14 *1%*	6 4%aej	6 5%aej	16 3%aej	19 *1%*	19 2%antu	19 2%at	19 *1%*	6 5%anqtuv	6 8%anopqtuv	- -	- -	- -	- -

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
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Q3a/Q3aa_Number Number of platforms use for news nowadays (all 10 platforms)

Base : All adults 16+

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	2894	253	495	457	2000	830	957	923	837	1115	138*	120*	484	2000	830	957	1684	120*	71*	412	205	139	15**
9	2 *	2 1%a	2 *	2 *	- -	2 *	2 *	2 *	2 *	2 *	2 1%aej	2 2%aeghj	2 *e	- -	2 *	2 *	2 *	2 2%anpqt	2 3%anopq tu	- -	- -	- -	- -
10	5 *	5 2%a	5 1%a	5 1%a	5 *	5 1%	5 1%	5 1%	5 1%	5 *	5 4%aefgh ij	5 4%aefgh ijm	5 1%ae	5 *	5 1%	5 1%	5 *	5 4%anopq tuv	5 7%anopq tuv	- -	- -	- -	- -
Mean Score	**2.27t**	**4.26a**	**4.02a**	**4.03a**	**2.67a**	**3.39aej**	**3.54aei** j	**3.45aej**	**3.26aej**	**2.76a**	**4.42aef** ghij	**4.76aef** ghijm	**3.96aef** ghij	**2.67atu**	**3.39anq** tu	**3.54anq** tuv	**2.77atu**	**4.76ano** pqtuv	**5.84ano** pqrtuv	**1.09**	**2.10t**	**3.20anq** tu	**4.58**

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q3a_Number Number of platforms use for news nowadays (all 8 platforms)

Base : All adults 16+

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	2894	1379	1515	328	409	373	387	420	540	437	737	760	1397	512	753	608	1021	1265	1629	1199	1695
Weighted base	2894	1409	1485	354	539	505	492	356	365	283	893	997	1004	565	860	651	818	1425	1469	1678	1216
0	183	78	105	40	51	30	32	11	12	7	91	62	30	16	43	37	87	59	124	112	71
	6%hijmnr	*6%*	*7%*	11%afghij	9%ahij	6%j	*6%j*	*3%*	*3%*	*3%*	10%alm	6%m	*3%*	*3%*	*5%*	6%n	11%nop	*4%*	8%ar	*7%*	*6%*
1	873	415	458	123	166	148	154	89	102	91	289	302	282	121	219	216	318	340	533	466	407
	30%nor	*29%*	*31%*	35%h	*31%*	*29%*	*31%*	*25%*	*28%*	32%h	*32%*	*30%*	*28%*	*21%*	*25%*	33%no	39%ano	*24%*	36%ar	*28%*	33%at
2	873	437	436	85	153	150	136	118	125	106	238	286	349	173	264	205	231	437	436	499	374
	30%d	*31%*	*29%*	*24%*	*28%*	*30%*	*28%*	33%d	34%d	38%adefg	*27%*	*29%*	35%akl	*31%*	*31%*	*31%*	*28%*	*31%*	*30%*	*30%*	*31%*
3	508	262	247	52	84	86	78	75	71	62	137	164	208	124	157	113	115	281	228	280	228
	18%q	*19%*	*17%*	*15%*	*16%*	*17%*	*16%*	*21%*	*19%*	22%de	*15%*	*16%*	21%akl	22%aq	18%q	*17%*	*14%*	20%s	*16%*	*17%*	*19%*
4	249	122	128	29	39	48	51	38	30	13	68	100	81	59	101	44	45	160	89	174	75
	9%qsu	*9%*	*9%*	*8%*	*7%*	10%j	10%j	11%j	*8%*	*5%*	*8%*	*10%*	*8%*	10%q	12%apq	*7%*	*6%*	11%as	*6%*	10%u	*6%*
5	126	60	65	14	18	31	26	19	14	3	32	58	36	42	46	22	16	88	38	83	42
	*4%*qs	*4%*	*4%*	4%j	*3%*	6%j	5%j	5%j	4%j	*1%*	*4%*	6%m	*4%*	7%apq	5%q	*3%*	*2%*	6%as	*3%*	*5%*	*3%*
6	58	26	32	3	20	13	11	3	8	1	23	24	12	20	23	9	6	43	15	47	11
	2%qsu	*2%*	*2%*	*1%*	4%dhj	3%j	*2%*	*1%*	2%j	*	3%m	*2%*	*1%*	4%pq	3%q	*1%*	*1%*	3%s	*1%*	3%u	*1%*
7	18	10	8	8	5	-	*	2	3	-	13	*	4	5	8	4	1	13	5	12	6
	1%	*1%*	*1%*	2%afgj	*1%*	-	*	*	*1%*	-	1%alm	*	*	1%q	*1%*	*1%*	*	*1%*	*	*1%*	*
8	6	1	5	-	2	-	2	2	-	-	2	2	2	4	-	2	-	4	2	4	2
	*	*	*	-	*	-	*	*1%*	-	-	*	*	*	1%oq	-	*	-	*	*	*	*
Mean Score	**2.17qsu**	**2.20**	**2.15**	**1.99**	**2.13**	**2.24j**	**2.20j**	**2.36adej**	**2.26dj**	**1.98**	**2.07**	**2.22**	**2.22k**	**2.61aopq**	**2.37apq**	**2.07q**	**1.74**	**2.47as**	**1.89**	**2.28u**	**2.03**

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q3a_Number Number of platforms use for news nowadays (all 8 platforms)

Base : All adults 16+

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	2894	1768	362	413	351	1986	557	280	188	153	185	170	208	86	238	260	2642	234
Weighted base	2894	2423	248	142	81	2307	506	393	245	208	251	245	269	124*	321	367	2549	325
0	183 6%hk	135 6%	34 14%abd	6 4%	8 9%abd	152 7%	24 5%	8 2%	11 5%	8 4%	4 2%	16 6%hk	12 4%	3 2%	21 6%hk	53 15%ahijkmno	142 6%	37 11%aq
1	873 30%j	713 29%	86 35%	50 35%b	23 29%	709 31%	141 28%	103 26%	46 19%	58 28%	76 30%j	77 32%j	79 29%j	33 27%	115 36%hi	126 34%hi	736 29%	129 40%aq
2	873 30%p	732 30%	73 29%	46 32%	22 28%	705 31%	146 29%	142 36%ap	73 30%	72 35%p	69 27%	77 31%	74 27%	42 34%	95 30%	88 24%	779 31%	93 29%
3	508 18%pr	429 18%	35 14%	28 20%	17 21%c	393 17%	99 20%	78 20%p	58 24%p	31 15%	55 22%p	38 16%	47 17%	28 22%p	52 16%	42 12%	480 19%r	24 7%
4	249 9%cd	226 9%cd	9 4%	8 5%	6 8%c	193 8%	50 10%	34 9%	30 12%o	25 12%o	27 11%o	19 8%	33 12%o	10 8%	16 5%	31 9%	230 9%	18 5%
5	126 4%	110 5%	9 4%	3 2%	3 4%	96 4%	26 5%	18 5%	15 6%	8 4%	15 6%	9 4%	11 4%	4 3%	15 5%	15 4%	112 4%	13 4%
6	58 2%c	55 2%c	1 *	1 1%	1 1%	39 2%	18 4%j	7 2%	11 5%ao	2 1%	3 1%	9 4%	9 3%	2 2%	4 1%	9 2%	48 2%	10 3%
7	18 1%	16 1%	* *	1 *	* *	15 1%	2 *	1 *	1 *	5 2%ap	2 1%	- -	4 1%	- -	3 1%	- -	18 1%	- -
8	6 *	6 *	- -	- -	- -	6 *	- -	1 *	- -	- -	- -	- -	2 1%	2 2%a	- -	1 *	5 *	1 *
Mean Score	**2.17cdpr**	**2.23cd**	**1.72**	**2.00c**	**2.07c**	**2.14**	**2.34af**	**2.31op**	**2.59alop**	**2.30p**	**2.37op**	**2.12**	**2.40aop**	**2.35p**	**2.01**	**1.89**	**2.22r**	**1.82**

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q3a_Number Number of platforms use for news nowadays (all 8 platforms)

Base : All adults 16+

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	2894	194	424	394	2096	910	910	783	686	922	109	100	474	2096	910	910	1418	100	60	517	290	184	14
Weighted base	2894	253	495	457	2000	830	957	923	837	1115	138*	120*	484	2000	830	957	1684	120*	71*	412	205	139	15**
0	183 6%bcdefghijklmnopqrtuv	- -	- -	- -	- -	- -	- -	- -	- -	27 2%efghim	- -	- -	- -	- -	- -	- -	27 2%nopt	- -	- -	- -	- -	- -	- -
1	873 30%bcdefghijklmnopqrsuv	27 *11%*	54 *11%*	37 *8%*	495 25%fghiklm	36 *4%*	43 *5%*	121 13%fglm	130 16%fglm	288 26%fghiklm	13 10%fgl	2 *2%*	31 *6%*	495 25%oprsuv	36 4%uv	43 5%uv	409 24%oprsuv	2 *2%*	- -	376 91%anopqrsuv	- -	- -	- -
2	873 30%cgklmprstv	67 *27%*	111 *22%*	114 *25%*	641 32%ghjklm	271 33%ghjklm	236 25%klm	243 26%klm	235 28%klm	303 27%klm	20 *15%*	15 *12%*	84 *17%*	641 32%prstv	271 33%prstv	236 25%rstv	493 29%prstv	15 12%sv	- -	36 9%sv	184 90%anopqrstv	- -	- -
3	508 18%tu	53 *21%*	120 24%a	114 25%a	440 22%a	239 29%aehijkl	303 32%aehijklm	212 23%a	174 *21%*	217 *20%*	22 *16%*	19 *16%*	116 24%a	440 22%astu	239 29%anqrstu	303 32%anqrstu	339 20%stu	19 16%t	6 8%t	- -	21 10%t	115 83%anopqrstu	- -
4	249 9%tu	44 17%a	98 20%a	92 20%a	225 11%a	125 15%ae	187 20%aefj	171 18%aej	142 17%aej	140 13%a	23 17%a	23 19%ae	100 21%aefj	225 11%atu	125 15%antu	187 20%anoqtu	221 13%atu	23 19%antu	11 15%tu	- -	- -	20 14%atu	8 *51%*
5	126 4%tu	36 14%a	55 11%a	57 12%a	120 6%a	79 10%ae	105 11%aej	101 11%ae	83 10%ae	87 8%a	35 25%aefqhj	24 20%aefqhj	80 17%aefghij	120 6%atu	79 10%anqtuv	105 11%anqtuv	115 7%atu	24 20%anopqtuv	19 26%anopqtuv	- -	- -	4 3%tu	6 *41%*
6	58 2%tu	15 6%a	37 7%a	29 6%a	58 *3%*	55 7%aej	58 6%aej	50 5%aej	48 6%aej	33 *3%*	9 7%ae	20 17%aefqhijk	50 10%aefghij	58 3%tu	55 7%anqtuv	58 6%anqtuv	57 3%atuv	20 17%anopqtuv	19 27%anopqtuv	- -	- -	- -	1 *8%*
7	18 *1%*	6 2%a	15 3%a	10 2%a	16 *1%*	18 2%ae	18 2%ae	18 2%ae	18 2%ae	13 *1%*	10 7%aefghij	11 9%aefghijm	17 3%aej	16 *1%*	18 2%antu	18 2%ant	18 *1%*	11 9%anopqtuv	11 15%anopqtuv	- -	- -	- -	- -

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q3a_Number Number of platforms use for news nowadays (all 8 platforms)

Base : All adults 16+

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	2894	253	495	457	2000	830	957	923	837	1115	138*	120*	484	2000	830	957	1684	120*	71*	412	205	139	15**
8	6	5	5	5	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	-	-	-	-
	*	2%a	1%a	1%a	*	1%a	1%	1%	1%	1%	4%aefgh ij	5%aefgh ijm	1%ae	*	1%a	1%	*	5%anopq tuv	8%anopq tuv	-	-	-	-
Mean Score	**2.17t**	**3.35a**	**3.37a**	**3.37a**	**2.55a**	**3.25aei** j	**3.37aeh** ij	**3.15aej**	**3.07aej**	**2.58a**	**4.03aef** ghij	**4.54aef** ghijm	**3.74aef** ghij	**2.55atu**	**3.25anq** tu	**3.37anq** tu	**2.60atu**	**4.54ano** pqtuv	**5.52ano** pqrtuv	**1.09**	**2.10t**	**3.20anq** tu	**4.58**

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q3a_Platform_5 main platforms Platform Combinations (5 main platforms) - Nowadays

Base : All adults 16+

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	2894	1379	1515	328	409	373	387	420	540	437	737	760	1397	512	753	608	1021	1265	1629	1199	1695
Weighted base	2894	1409	1485	354	539	505	492	356	365	283	893	997	1004	565	860	651	818	1425	1469	1678	1216
Television	2000 69%defkt	995 71%	1005 68%	174 49%	296 55%	312 62%d	348 71%def	292 82%adefg	323 88%adefgh	256 91%adefgh	470 53%	660 66%k	870 87%akl	401 71%	579 67%	466 72%	554 68%	980 69%	1020 69%	1085 65%	915 75%at
Newspapers (printed)	830 29%defkl t	416 30%	414 28%	50 14%	93 17%	108 21%d	126 26%de	130 36%adefg	176 48%adefgh	147 52%adefgh	143 16%	234 23%k	453 45%akl	192 34%apq	256 30%	177 27%	204 25%	449 31%s	381 26%	419 25%	411 34%at
Radio	957 33%dkqs	466 33%	491 33%	70 20%	151 28%d	174 35%d	182 37%de	151 42%adefj	138 38%de	91 32%d	221 25%	356 36%k	380 38%ak	227 40%apq	309 36%q	211 32%q	210 26%	536 38%as	421 29%	586 35%u	371 31%
Magazines	120 4%q	47 3%	73 5%	18 5%	28 5%	15 3%	19 4%	15 4%	15 4%	10 3%	46 5%	34 3%	40 4%	34 6%q	42 5%q	26 4%	19 2%	76 5%s	44 3%	73 4%	47 4%
NET : Internet or apps incl. social media (computer or mobile)	**1684** 58%hijmqsu	**818** **58%**	**866** **58%**	**283** 80%aghij	**416** 77%aghij	**385** 76%aghij	**298** 61%hij	**162** 46%ij	**110** 30%j	**30** **11%**	**699** 78%alm	**683** 69%am	**302** **30%**	**402** 71%apq	**589** 68%apq	**352** 54%q	**342** **42%**	**990** 69%as	**694** **47%**	**1169** 70%au	**515** **42%**
NET : TV Only	**412** 14%defknort	**190** **13%**	**223** **15%**	**27** **8%**	**46** **9%**	**39** **8%**	**68** 14%def	**71** 20%adefg	**83** 23%adefg	**79** 28%adefgh	**73** **8%**	**106** **11%**	**233** 23%akl	**51** **9%**	**79** **9%**	**101** 15%no	**182** 22%anop	**130** **9%**	**283** 19%ar	**161** **10%**	**251** 21%at
NET : Radio only	**37** 1%	**10** 1%	**27** 2%n	**1** *	**7** 1%	**6** 1%	**11** 2%	**7** 2%	**4** 1%	**1** *	**8** 1%	**17** 2%	**12** 1%	**6** 1%	**9** 1%	**14** 2%	**9** 1%	**14** 1%	**23** 2%	**26** 2%	**12** 1%
NET : Newspapers (printed) only	**28** **1%**	**16** **1%**	**12** **1%**	**2** **1%**	**3** **1%**	**9** **2%**	**1** *	**2** **1%**	**4** **1%**	**7** 2%aegh	**5** **1%**	**10** **1%**	**13** **1%**	**2** *	**3** *	**8** **1%**	**15** 2%o	**6** *	**23** 2%r	**11** **1%**	**17** **1%**
NET : Magazines (printed) only	**2** *	**2** *	**-** -	**1** *	**-** -	**-** -	**-** -	**-** -	**-** -	**1** *	**1** *	**-** -	**1** *	**-** -	**2** *	**-** -	**-** -	**2** *	**-** -	**1** *	**1** *
NET : Print (Newspapers and Magazines) only	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -
NET : Internet only	**423** 15%hijmu	**213** 15%	**210** 14%	**106** 30%afghij	**128** 24%aghij	**99** 20%aghij	**58** 12%hij	**16** 5%j	**13** 4%j	**1** *	**235** 26%alm	**157** 16%m	**31** 3%	**91** 16%	**139** 16%	**81** 13%	**112** 14%	**229** 16%	**193** 13%	**291** 17%u	**131** 11%
NET : TV and Newspapers (printed) only	**205** 7%defklt	**96** **7%**	**109** **7%**	**1** *	**3** *	**3** **1%**	**24** 5%def	**33** 9%defg	**68** 18%adefgh	**74** 26%adefghi	**3** *	**27** 3%k	**175** 17%akl	**37** **7%**	**45** **5%**	**48** **7%**	**75** 9%o	**82** **6%**	**123** 8%r	**59** **4%**	**146** 12%at
NET : TV and Radio only	**155** 5%dek	**87** **6%**	**67** **5%**	**2** **1%**	**12** **2%**	**22** 4%d	**28** 6%de	**30** 8%adef	**28** 8%de	**33** 12%adefg	**14** **2%**	**51** 5%k	**90** 9%akl	**22** **4%**	**39** **5%**	**39** **6%**	**55** **7%**	**61** **4%**	**94** 6%r	**77** **5%**	**77** **6%**
NET : TV and Internet only	**456** 16%ijmqu	**229** **16%**	**227** **15%**	**78** 22%ahij	**112** 21%ahij	**96** 19%hij	**87** 18%ij	**46** 13%ij	**29** 8%j	**7** **3%**	**190** 21%am	**184** 18%m	**82** **8%**	**96** 17%q	**141** **16%**	**118** 18%q	**102** **12%**	**236** **17%**	**220** **15%**	**303** 18%u	**154** **13%**

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q3a_Platform_5 main platforms Platform Combinations (5 main platforms) - Nowadays

Base : All adults 16+

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Weighted base	2894	1409	1485	354	539	505	492	356	365	283	893	997	1004	565	860	651	818	1425	1469	1678	1216
NET : TV and Magazines only	6 *	3 *	3 *	- -	3 1%	2 *	- -	1 *	- -	- -	3 *	2 *	1 *	- -	2 *	4 1%	1 *	2 *	5 *	4 *	2 *
NET : TV and Newspapers (printed) and Radio only	139 5%defklt	85 6%c	54 4%	- -	2 *	8 2%	19 4%de	25 7%def	46 13%adefgh	38 14%adefgh	2 *	27 3%k	110 11%akl	24 4%	42 5%	36 5%	38 5%	66 5%	73 5%	46 3%	93 8%at
NET : TV and Newspapers (printed) and Radio and Magazines only	15 1%	3 *	12 1%	- -	- -	- -	5 1%	2 1%	5 1%def	4 1%def	- -	5 *	10 1%k	5 1%	1 *	4 1%	5 1%	6 *	9 1%	5 *	10 1%
NET : TV and Radio and Internet only	251 9%ijmqsu	119 8%	132 9%	26 7%ij	51 9%ij	75 15%adehij	51 10%ij	32 9%ij	14 4%ij	2 1%	77 9%m	125 13%akm	48 5%	65 11%pq	98 11%pq	49 7%	40 5%	163 11%as	88 6%	186 11%au	65 5%
NET : TV and Internet and Newspapers (printed) only	127 4%qs	74 5%	53 4%	18 5%	21 4%	24 5%	26 5%	15 4%	15 4%	8 3%	39 4%	50 5%	38 4%	31 5%q	57 7%apq	21 3%	19 2%	87 6%as	40 3%	85 5%	42 3%
NET : TV and Magazines and Radio only	3 *	* *	2 *	- -	- -	- -	- -	* *	1 *	1 *	- -	- -	3 *	* *	1 *	- -	1 *	1 *	1 *	* *	2 *
NET : TV and Magazines and Internet only	11 *	5 *	6 *	4 1%	3 1%	2 *	* *	- -	1 *	- -	8 1%m	2 *	1 *	2 *	4 *	3 *	3 *	5 *	6 *	8 1%	3 *
NET : TV and Magazines and Newspapers (printed) only	5 *	4 *	1 *	- -	- -	- -	1 *	1 *	- -	2 1%ae	- -	1 *	4 *	2 *	1 *	- -	2 *	3 *	2 *	1 *	4 *
NET : TV and Magazines and Radio and Internet only	12 *	5 *	6 *	2 1%	2 *	3 1%	2 *	1 *	2 *	* *	4 *	5 *	3 *	4 1%	6 1%q	2 *	- -	10 1%s	2 *	7 *	5 *
NET : TV and Magazines and Internet and Newspapers (printed) only	6 *	1 *	5 *	- -	5 1%	- -	- -	1 *	- -	1 *	5 1%	- -	2 *	2 *	- -	4 1%	1 *	2 *	5 *	4 *	2 *
NET : TV and Radio and Newspapers (printed) and Internet only	158 5%iu	78 6%	79 5%	10 3%	29 5%ij	30 6%ij	32 6%ij	26 7%dj	26 7%dj	6 2%	39 4%	62 6%	57 6%	51 9%aopq	47 6%	30 5%	29 4%	98 7%s	60 4%	111 7%u	47 4%
NET : TV and Radio and Magazines and Newspapers (printed) and Internet	39 1%q	14 1%	25 2%	5 1%	7 1%	8 2%	5 1%	8 2%ij	6 2%	1 *	12 1%	13 1%	14 1%	12 2%q	17 2%q	9 1%q	2 *	29 2%s	10 1%	27 2%	13 1%
NET : Internet and Radio only	99 3%ijmu	39 3%	60 4%	16 4%ij	29 5%hij	22 4%ij	22 4%ij	7 2%	2 1%	2 1%	45 5%m	44 4%m	10 1%	25 4%	34 4%	20 3%	20 2%	58 4%	40 3%	72 4%u	26 2%
NET : Internet and Newspapers (printed) only	64 2%ms	24 2%	40 3%	9 3%	11 2%	25 5%aghij	9 2%	4 1%	3 1%	2 1%	20 2%m	35 3%m	9 1%	17 3%q	29 3%pq	9 1%	8 1%	46 3%s	18 1%	47 3%u	17 1%

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q3a_Platform_5 main platforms Platform Combinations (5 main platforms) - Nowadays

Base : All adults 16+

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Weighted base	2894	1409	1485	354	539	505	492	356	365	283	893	997	1004	565	860	651	818	1425	1469	1678	1216
NET : Internet and Radio and Newspapers (printed) only	20 1%	8 1%	12 1%	3 1%	10 2%afij	* *	2 *	5 1%fi	- -	* *	13 1%l	2 *	5 1%	2 *	10 1%	5 1%	2 *	13 1%	8 1%	14 1%	7 1%
NET : Internet and Magazines only	7 *	3 *	4 *	2 *	4 1%	- -	- -	1 *	- -	- -	6 1%l	- -	1 *	- -	3 *	2 *	2 *	3 *	3 *	5 *	2 *
NET : Internet and Magazines and Radio only	6 *	2 *	4 *	2 1%	1 *	- -	2 *	* *	- -	- -	4 *	2 *	* *	2 *	2 *	- -	1 *	4 *	1 *	4 *	1 *
NET : Internet and Magazines and Newspapers (printed) only	2 *	1 *	1 *	1 *	- -	1 *	- -	- -	- -	- -	1 *	1 *	- -	- -	2 *	- -	- -	2 *	- -	1 *	1 *
NET : Internet and Magazines and Radio and Newspapers (printed) only	4 *	2 *	2 *	- -	2 *	- -	2 *	- -	- -	- -	2 *	2 *	- -	4 1%aoq	- -	- -	- -	4 *	- -	4 *	- -
NET : Radio and Newspapers (printed) only	17 1%	9 1%	8 1%	1 *	- -	* *	- -	8 2%adefg	4 1%eg	4 1%efg	1 *	* *	16 2%akl	4 1%	2 *	4 1%	8 1%	6 *	12 1%	5 *	13 1%l
NET : Radio and Magazines only	3 *	2 *	1 *	- -	- -	- -	2 *	- -	1 *	- -	- -	2 *	1 *	2 *	1 *	- -	- -	3 *	- -	2 *	1 *
NET : Radio and Magazines and Newspapers (printed) only	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NET : Number of main platforms used (incl. print magazines) - 1	825 29%nor	387 27%	438 29%	111 31%	159 30%	141 28%	127 26%	95 27%	103 28%	89 31%	271 30%	267 27%	287 29%	128 23%	206 24%	190 29%n	301 37%anop	334 23%	491 33%ar	432 26%	393 32%at
NET : Number of main platforms used (incl. print magazines) - 2	998 34%	490 35%	507 34%	116 33%	174 32%	163 32%	169 34%	122 34%	132 36%	122 43%adefg hi	290 32%	332 33%	376 37%k	190 34%	289 34%	244 38%	274 34%	479 34%	518 35%	570 34%	428 35%
NET : Number of main platforms used(incl. print magazines) - 3	541 19%qs	286 20%	255 17%	56 16%	95 18%	92 18%	97 20%	73 21%	76 21%	52 18%	151 17%	189 19%	201 20%	127 22%q	194 22%apq	114 17%q	107 13%	320 22%as	220 15%	319 19%	221 18%
NET : Number of main platforms used (incl. print magazines) - 4	247 9%qsu	118 8%	128 9%	26 7%	31 6%	63 12%aej	48 10%j	38 11%ej	31 8%j	10 4%	57 6%	111 11%km	79 8%	70 12%apq	93 11%pq	43 7%	41 5%	163 11%as	83 6%	171 10%u	75 6%
NET : Number of main platforms used (excl. magazines) - 1	837 29%nor	392 28%	446 30%	112 32%	166 31%	143 28%	129 26%	97 27%	104 28%	88 31%	277 31%	272 27%	289 29%	131 23%	208 24%	195 30%no	304 37%anop	339 24%	499 34%ar	440 26%	398 33%at

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q3a_Platform_5 main platforms Platform Combinations (5 main platforms) - Nowadays

Base : All adults 16+

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Weighted base	2894	1409	1485	354	539	505	492	356	365	283	893	997	1004	565	860	651	818	1425	1469	1678	1216
NET : Number of main platforms used (excl. magazines) - 2	**1007** 35%	**495** 35%	**512** 35%	**118** 33%	**174** 32%	**164** 32%	**171** 35%	**122** 34%	**133** 36%	**125** 44%defg hi	**292** 33%	**334** 34%	**380** 38%k	**193** 34%	**295** 34%	**241** 37%	**277** 34%	**488** 34%	**518** 35%	**575** 34%	**432** 36%
NET : Number of main platforms used (excl. magazines) - 3	**549** 19%qs	**287** 20%	**263** 18%	**57** 16%	**93** 17%	**92** 18%	**100** 20%	**74** 21%	**80** 22%	**53** 19%	**150** 17%	**192** 19%	**207** 21%	**129** 23%q	**191** 22%q	**119** 18%q	**110** 13%	**320** 22%as	**229** 16%	**321** 19%	**229** 19%
NET : Number of main platforms used (excl. magazines) - 4	**241** 8%qsu	**118** 8%	**124** 8%	**20** 6%j	**37** 7%j	**62** 12%adej	**47** 9%j	**41** 12%dej	**28** 8%j	**6** 2%	**57** 6%	**108** 11%km	**76** 8%	**72** 13%apq	**96** 11%apq	**41** 6%	**33** 4%	**168** 12%as	**73** 5%	**175** 10%u	**66** 5%

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q3a_Platform_5 main platforms Platform Combinations (5 main platforms) - Nowadays

Base : All adults 16+

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	2894	1768	362	413	351	1986	557	280	188	153	185	170	208	86	238	260	2642	234
Weighted base	2894	2423	248	142	81	2307	506	393	245	208	251	245	269	124*	321	367	2549	325
Television	2000 69%pr	1681 69%	161 65%	105 74%ce	53 65%	1574 68%	374 74%	274 70%p	188 77%p	140 67%p	195 78%ap	177 72%p	194 72%p	91 73%p	228 71%p	194 53%	1792 70%r	197 61%
Newspapers (printed)	830 29%r	704 29%	65 26%	39 27%	22 27%	640 28%	169 33%	122 31%o	84 34%op	57 28%	87 35%op	71 29%	92 34%op	29 24%	73 23%	90 24%	756 30%r	69 21%
Radio	957 33%cepr	840 35%ce	55 22%	44 31%ce	19 23%	751 33%	187 37%	160 41%aop	97 39%p	80 38%p	99 40%p	82 33%p	107 40%op	40 32%	95 30%	80 22%	905 35%r	50 15%
Magazines	120 4%ce	113 5%ce	3 1%	4 3%	1 1%	98 4%	21 4%	14 4%	22 9%ahjo	6 3%	14 6%	13 5%	15 5%o	5 4%	6 2%	18 5%	106 4%	13 4%
NET : Internet or apps incl. social media (computer or mobile)	**1684** 58%cdeo	**1455** 60%cde	**119** **48%**	**70** **50%**	**40** **49%**	**1363** **59%**	**282** **56%**	**259** 66%ao	**144** 59%o	**131** 63%o	**154** 61%o	**158** 64%o	**159** 59%o	**78** 63%o	**153** **48%**	**220** 60%o	**1462** **57%**	**214** 66%aq
NET : TV Only	**412** **14%**	**324** **13%**	**47** 19%ab	**30** 21%ab	**12** **15%**	**329** **14%**	**71** **14%**	**40** **10%**	**29** **12%**	**31** **15%**	**34** **13%**	**21** **8%**	**34** **13%**	**11** **9%**	**83** 26%ahijklm np	**40** **11%**	**365** **14%**	**43** **13%**
NET : Radio only	**37** **1%**	**28** **1%**	**4** **2%**	**4** 3%ab	**1** **1%**	**24** **1%**	**12** 2%l	**13** 3%aip	**-**	**2** **1%**	**6** 2%p	**1** **1%**	**3** **1%**	**1** **1%**	**3** **1%**	**-**	**37** **1%**	**-**
NET : Newspapers (printed) only	**28** **1%**	**23** **1%**	**3** **1%**	**1** **1%**	**1** **2%**	**23** **1%**	**4** **1%**	**2** **1%**	**1** *	**-** -	**4** **1%**	**-** -	**4** **1%**	**3** **2%**	**3** **1%**	**6** **2%**	**23** **1%**	**6** **2%**
NET : Magazines (printed) only	**2** *	**2** *	**-** -	**-** -	**-** -	**2** *	**-** -	**-** -	**-** -	**-** -	**1** *	**-** -	**-** -	**-** -	**-** -	**1** *	**2** *	**-** -
NET : Print (Newspapers and Magazines) only	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -
NET : Internet only	**423** **15%**	**355** **15%**	**39** **16%**	**17** **12%**	**11** **14%**	**342** **15%**	**69** **14%**	**51** **13%**	**27** **11%**	**35** **17%**	**25** **10%**	**36** **15%**	**36** **13%**	**20** **16%**	**46** **14%**	**79** 21%ahikmo	**345** **14%**	**75** 23%aq
NET : TV and Newspapers (printed) only	**205** 7%r	**162** 7%	**22** **9%**	**14** 10%b	**7** **9%**	**155** 7%	**42** **8%**	**28** 7%	**21** **9%**	**11** 5%	**18** 7%	**16** 7%	**19** 7%	**11** **9%**	**21** **6%**	**17** **5%**	**193** 8%r	**11** **3%**
NET : TV and Radio only	**155** 5%	**131** 5%	**12** 5%	**9** **6%**	**4** 5%	**126** 5%	**25** 5%	**21** 5%	**13** 5%	**11** 5%	**15** **6%**	**7** **3%**	**16** **6%**	**13** 10%lp	**19** **6%**	**14** **4%**	**146** **6%**	**8** **3%**
NET : TV and Internet only	**456** **16%**	**392** **16%**	**31** **12%**	**20** **14%**	**14** **18%**	**368** **16%**	**74** **15%**	**61** **15%**	**39** **16%**	**30** **14%**	**38** **15%**	**61** 25%ahjkmop	**33** **12%**	**33** 27%ahjkmop	**41** **13%**	**56** **15%**	**384** **15%**	**71** 22%aq
NET : TV and Magazines only	**6** *	**6** *	**-** -	**-** -	**-** -	**4** *	**2** *	**2** *	**2** **1%**	**-** -	**-** -	**2** **1%**	**-** -	**1** **1%**	**-** -	**-** -	**4** *	**2** **1%**

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q3a_Platform_5 main platforms Platform Combinations (5 main platforms) - Nowadays

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		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Weighted base	2894	2423	248	142	81	2307	506	393	245	208	251	245	269	124*	321	367	2549	325
NET : TV and Newspapers (printed) and Radio only	139 5%r	117 5%	10 4%	8 6%	4 5%	98 4%	37 7%af	16 4%	21 9%ap	8 4%	9 4%	21 9%ap	14 5%	6 5%	13 4%	8 2%	135 5%r	3 1%
NET : TV and Newspapers (printed) and Radio and Magazines only	15 1%	15 1%	* *	- -	- -	10 *	6 1%	1 *	1 *	2 1%	4 1%	2 1%	3 1%	- -	- -	1 *	14 1%	1 *
NET : TV and Radio and Internet only	251 9%ep	219 9%e	17 7%	11 8%	4 5%	197 9%	51 10%	47 12%p	23 9%p	19 9%	33 13%p	19 8%	32 12%p	9 7%	23 7%	15 4%	233 9%	18 5%
NET : TV and Internet and Newspapers (printed) only	127 4%	103 4%	14 6%	7 5%	3 4%	96 4%	28 6%	24 6%o	11 5%	9 4%	14 6%	10 4%	9 3%	3 2%	7 2%	16 4%	108 4%	17 5%
NET : TV and Magazines and Radio only	3 *	2 *	- -	* *	- -	2 *	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	3 *	- -
NET : TV and Magazines and Internet only	11 *	10 *	- -	1 1%	- -	11 *	- -	2 *	4 2%a	- -	2 1%	1 *	- -	- -	- -	1 *	8 *	2 1%
NET : TV and Magazines and Newspapers (printed) only	5 *	5 *	- -	- -	- -	4 *	1 *	1 *	1 *	- -	1 *	- -	1 *	- -	1 *	- -	5 *	- -
NET : TV and Magazines and Radio and Internet only	12 *	11 *	- -	1 *	- -	11 *	* *	1 *	2 1%	- -	1 *	2 1%	2 1%	- -	- -	3 1%	12 *	- -
NET : TV and Magazines and Internet and Newspapers (printed) only	6 *	4 *	2 1%	1 *	- -	5 *	2 *	- -	1 *	- -	3 1%a	- -	- -	- -	- -	- -	4 *	2 1%
NET : TV and Radio and Newspapers (printed) and Internet only	158 5%cdn	144 6%cd	6 3%	4 2%	4 5%	128 6%	25 5%	24 6%n	16 7%n	15 7%n	20 8%n	12 5%	23 9%n	- -	18 6%n	16 4%	144 6%	14 4%
NET : TV and Radio and Magazines and Newspapers (printed) and Internet	39 1%	38 2%	* *	* *	1 1%	28 1%	10 2%	7 2%	4 1%	3 2%	3 1%	3 1%	6 2%	4 3%	3 1%	4 1%	35 1%	5 1%
NET : Internet and Radio only	99 3%cr	89 4%c	3 1%	6 4%c	1 2%	84 4%	13 3%	26 7%amp	7 3%	15 7%amp	6 2%	7 3%	5 2%	6 5%	10 3%	6 2%	99 4%r	- -
NET : Internet and Newspapers (printed) only	64 2%	56 2%	5 2%	2 1%	1 1%	57 2%	6 1%	14 4%o	3 1%	5 2%	8 3%	1 1%	9 4%o	2 2%	2 1%	11 3%o	56 2%	8 3%

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q3a_Platform_5 main platforms Platform Combinations (5 main platforms) - Nowadays

Base : All adults 16+

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Weighted base	2894	2423	248	142	81	2307	506	393	245	208	251	245	269	124*	321	367	2549	325
NET : Internet and Radio and Newspapers (printed) only	20 1%	18 1%	2 1%	1 1%	- -	18 1%	2 *	2 *	3 1%	- -	1 *	3 1%	1 *	- -	1 *	8 2%a	18 1%	2 1%
NET : Internet and Magazines only	7 *	6 *	- -	- -	* 1%	6 *	- -	- -	1 *	- -	- -	- -	2 1%	- -	- -	4 1%a	7 *	* *
NET : Internet and Magazines and Radio only	6 *	6 *	- -	* *	- -	6 *	- -	- -	2 1%	- -	- -	2 1%	- -	- -	- -	1 *	6 *	- -
NET : Internet and Magazines and Newspapers (printed) only	2 *	1 *	- -	1 *ab	- -	1 *	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *	1 *
NET : Internet and Magazines and Radio and Newspapers (printed) only	4 *	4 *	- -	- -	- -	4 *	- -	- -	2 1%	- -	- -	- -	- -	- -	2 1%	- -	4 *	- -
NET : Radio and Newspapers (printed) only	17 1%	16 1%	- -	1 1%	* 1%	12 1%	5 1%	3 1%	- -	4 2%a	2 1%	2 1%	1 *	1 1%	3 1%	1 *	16 1%	- -
NET : Radio and Magazines only	3 *	3 *	- -	- -	- -	3 *	- -	- -	3 1%a	- -	- -	- -	- -	- -	- -	- -	3 *	- -
NET : Radio and Magazines and Newspapers (printed) only	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NET : Number of main platforms used (incl. print magazines) - 1	825 29%ij	667 28%	86 35%ab	47 34%b	24 30%	660 29%	141 28%	99 25%	49 20%	62 30%	62 25%	56 23%	68 25%	33 26%	122 38%ahiklm	117 32%j	706 28%	112 34%q
NET : Number of main platforms used (incl. print magazines) - 2	998 34%c	848 35%c	71 29%	51 36%c	27 34%	810 35%	161 32%	149 38%p	82 33%	79 38%	84 33%	96 39%p	88 33%	63 51%aikmop	103 32%	105 29%	888 35%	108 33%
NET : Number of main platforms used(incl. print magazines) - 3	541 19%er	455 19%e	46 19%	28 20%e	11 14%	413 18%	116 23%af	78 20%	63 26%aop	34 17%	66 26%aop	48 20%	52 19%	18 15%	44 14%	51 14%	494 19%r	41 13%
NET : Number of main platforms used (incl. print magazines) - 4	247 9%cd	222 9%cd	12 5%	7 5%	6 7%	197 9%	44 9%	45 11%o	26 10%	18 9%	26 10%	22 9%	32 12%o	6 5%	19 6%	28 8%	231 9%r	15 5%
NET : Number of main platforms used (excl. magazines) - 1	837 29%	679 28%	86 35%ab	47 34%b	24 30%	670 29%	143 28%	100 26%	55 22%	62 30%	61 24%	57 23%	69 26%	34 27%	122 38%ahiklm	119 32%j	716 28%	115 35%q

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q3a_Platform_5 main platforms Platform Combinations (5 main platforms) - Nowadays

Base : All adults 16+

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Weighted base	2894	2423	248	142	81	2307	506	393	245	208	251	245	269	124*	321	367	2549	325
NET : Number of main platforms used (excl. magazines) - 2	**1007**	**856**	**71**	**53**	**27**	**819**	**161**	**151**	**81**	**80**	**86**	**98**	**87**	**62**	**104**	**107**	**896**	**107**
	35%c	35%c	*29%*	37%c	*33%*	*36%*	*32%*	38%p	*33%*	*38%*	*34%*	40%p	*32%*	50%aikmop	*33%*	*29%*	*35%*	*33%*
NET : Number of main platforms used (excl. magazines) - 3	**549**	**463**	**47**	**28**	**11**	**418**	**121**	**78**	**65**	**36**	**71**	**49**	**56**	**18**	**43**	**49**	**503**	**42**
	19%eopr	19%e	*19%*	20%e	*14%*	*18%*	24%af	20%p	26%aop	*17%*	28%ajnop	*20%*	21%op	*15%*	*13%*	*13%*	20%r	*13%*
NET : Number of main platforms used (excl. magazines) - 4	**241**	**217**	**12**	**6**	**6**	**189**	**46**	**45**	**22**	**18**	**21**	**23**	**28**	**8**	**22**	**30**	**228**	**14**
	8%cdr	9%cd	*5%*	*4%*	*8%*	*8%*	*9%*	*11%*	*9%*	*9%*	*8%*	*9%*	*10%*	*7%*	*7%*	*8%*	9%r	*4%*

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q3a_Platform_5 main platforms Platform Combinations (5 main platforms) - Nowadays

Base : All adults 16+

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	2894	194	424	394	2096	910	910	783	686	922	109	100	474	2096	910	910	1418	100	60	517	290	184	14
Weighted base	2894	253	495	457	2000	830	957	923	837	1115	138*	120*	484	2000	830	957	1684	120*	71*	412	205	139	15**
Television	2000 69%hiq	177 *70%*	340 *69%*	321 *70%*	2000 100%afgh ijklm	694 84%ahij km	771 81%ahij km	595 *65%*	499 *60%*	727 65%i	89 *65%*	97 81%ahij k	355 73%hij	2000 100%aopq rs	694 84%aq	771 81%aq	1060 *63%*	97 81%aq	66 92%apq	412 100%aop qrs	205 100%aop qrs	139 100%aop qrs	15 *100%*
Newspapers (printed)	830 29%qt	73 *29%*	156 *31%*	155 *34%*	694 35%ahi j	830 100%aegh ijklm	393 41%aehi j	267 *29%*	218 *26%*	278 *25%*	48 *34%*	71 59%aegh ijkm	175 36%ahij	694 35%aqt	830 100%anpq rt	393 41%anqt	420 25%t	71 59%anp qt	71 100%anpqr t	-	205 100%anp qrt	139 100%anp qrt	15 *100%*
Radio	957 33%tu	115 45%a	225 46%a	207 45%a	771 39%a	393 47%aeh ij	957 100%aefh ijklm	382 41%aj	313 *37%*	396 *36%*	69 50%aeij	81 68%aefh ijkm	256 53%aehi j	771 39%atu	393 47%anq tu	957 100%anoq rstu	588 35%tu	81 68%anoq tu	58 82%anoqt u	-	-	139 100%ano qrstu	15 *100%*
Magazines	120 4%tuv	15 *6%*	38 8%a	34 *7%a*	97 *5%*	71 9%aej	81 8%aej	61 7%a	55 *7%a*	60 *5%*	14 10%ae	120 100%aefg hijkm	47 10%aej	97 5%tuv	71 9%anqtu v	81 8%anqtu v	87 5%tuv	120 100%ano pqtuv	71 100%anopq tuv	-	-	-	15 *100%*
NET : Internet or apps incl. social media (computer or mobile)	**1684** 58%efn **otuv**	**253** 100%a	**495** 100%a	**457** 100%a	**1060** ***53%***	**420** ***51%***	**588** 61%ef	**923** 100%aef **gklm**	**837** 100%aef **gklm**	**1115** 100%aefg **klm**	**120** 87%aefg **lm**	**87** 72%aef	**348** 72%aefg	**1060** 53%tuv	**420** 51%tuv	**588** 61%not **uv**	**1684** 100%anop **rstuv**	**87** 72%anot **uv**	**51** 72%notuv	**-**	**-**	**-**	**-**
NET : TV Only	**412** 14%bcdfg hijklmop qrsuv	-	-	-	**412** 21%afghi jklm	-	-	-	-	-	-	-	**36** 7%fghi jkl	**412** 21%aopqr suv	-	-	-	-	-	**412** 100%anopq rsuv	-	-	-
NET : Radio only	**37** 1%cdefh ijnoqt	-	-	-	-	-	**37** 4%aefhi jm	-	-	-	**2** 1%efhij	-	**4** 1%efhij	-	-	**37** 4%anoqt uv	-	-	-	-	-	-	-
NET : Newspapers (printed) only	**28** 1%eghij npq	-	-	-	-	**28** 3%aeghi jm	-	-	-	-	-	-	*	-	**28** 3%anpqt uv	-	-	-	-	-	-	-	-
NET : Magazines (printed) only	**2** *	-	-	-	-	-	-	-	-	-	-	**2** 2%aefgh ijm	-	-	-	-	-	**2** 2%anopq t	-	-	-	-	-

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q3a_Platform_5 main platforms Platform Combinations (5 main platforms) - Nowadays

Base : All adults 16+

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	2894	253	495	457	2000	830	957	923	837	1115	138*	120*	484	2000	830	957	1684	120*	71*	412	205	139	15**
NET : Print (Newspapers and Magazines) only	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET : Internet only	**423**	**49**	**101**	**87**	-	-	-	**227**	**226**	**262**	**29**	-	**61**	-	-	-	**423**	-	-	-	-	-	-
	15%efgl nopqrstuv	**19%**	20%a	19%a	-	-	-	25%aefq lm	27%aefq lm	23%aefg lm	21%efglm	-	13%efgl	-	-	-	25%anopr stuv	-	-	-	-	-	-
NET : TV and Newspapers (printed) only	**205**	-	-	-	**205**	**205**	-	-	-	-	*	-	**21**	**205**	**205**	-	-	-	-	-	**205**	-	-
	7%bcdgh ijklpqr tv	-	-	-	10%aghi jklm	25%aeghi jklm	-	-	-	-	*	-	4%ghij	10%apqr stv	25%anpqr stv	-	-	-	-	-	100%anopq rstv	-	-
NET : TV and Radio only	**155**	-	-	-	**155**	-	**155**	-	-	-	**1**	-	**25**	**155**	-	**155**	-	-	-	-	-	-	-
	5%bcdfh ijkloqr tuv	-	-	-	8%afhij kl	-	16%aefhi jklm	-	-	-	*	-	5%fhijk l	8%aoqrs tuv	-	16%anoqr stuv	-	-	-	-	-	-	-
NET : TV and Internet only	**456**	**64**	**113**	**101**	**456**	-	-	**204**	**188**	**317**	**20**	-	**60**	**456**	-	-	**456**	-	-	-	-	-	-
	16%fglo prstuv	26%a	23%a	22%a	23%afglm	-	-	22%afgl m	22%afgl m	28%aefg hiklm	15%fgl	-	12%fgl	23%aoprs tuv	-	-	27%anopr stuv	-	-	-	-	-	-
NET : TV and Magazines only	**6**	-	-	-	**6**	-	-	-	-	-	-	**6**	-	**6**	-	-	-	**6**	-	-	-	-	-
	*	-	-	-	*	-	-	-	-	-	-	5%aefgh ijkm	-	*	-	-	-	5%anopq tuv	-	-	-	-	-
NET : TV and Newspapers (printed) and Radio only	**139**	-	-	-	**139**	**139**	**139**	-	-	-	**4**	-	**24**	**139**	**139**	**139**	-	-	-	-	-	**139**	-
	5%bcdhi jlqrtu	-	-	-	7%ahij l	17%aehi jklm	15%aehij klm	-	-	-	3%hij	-	5%hijl	7%aqrt u	17%anqr stu	15%anqrs tu	-	-	-	-	-	100%anopq rstu	-
NET : TV and Newspapers (printed) and Radio and Magazines only	**15**	-	-	-	**15**	**15**	**15**	-	-	-	**2**	**15**	**7**	**15**	**15**	**15**	-	**15**	**15**	-	-	-	**15**
	1%q	-	-	-	1%hij	2%aehij	2%ahij	-	-	-	2%hij	13%aefgh **ijkm**	1%hij	1%q	2%anqt	2%aqt	-	13%anop **qtuv**	21%anopq **tuv**	-	-	-	***100%***
NET : TV and Radio and Internet only	**251**	**48**	**92**	**84**	**251**	-	**251**	**159**	**129**	**178**	**25**	-	**71**	**251**	-	**251**	**251**	-	-	-	-	-	-
	9%flor stuv	19%a	19%a	18%a	13%afl	-	26%aefh ijlm	17%aefl	15%afl	16%aefl	18%afl	-	15%afl	13%aorst uv	-	26%anoq rstuv	15%aorst uv	-	-	-	-	-	-

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q3a_Platform_5 main platforms Platform Combinations (5 main platforms) - Nowadays

Base : All adults 16+

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	2894	253	495	457	2000	830	957	923	837	1115	138*	120*	484	2000	830	957	1684	120*	71*	412	205	139	15**
NET : TV and Internet and Newspapers (printed) only	**127** 4%cptuv	**16** *6%*	**35** 7%a	**45** 10%a	**127** 6%agl	**127** 15%aeghi **jklm**	**-** -	**70** 8%aglm	**59** 7%agl	**83** 7%aglm	**8** 6%gl	**-** -	**19** 4%g	**127** 6%aprt **uv**	**127** 15%anpqr **stuv**	**-** -	**127** 8%aprst **uv**	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -
NET : TV and Magazines and Radio only	**3** *	**-** -	**-** -	**-** -	**3** *	**-** -	**3** *	**-** -	**-** -	**-** -	**-** -	**3** 2%aefgh ijm	**-** -	**3** *	**-** -	**3** *	**-** -	**3** 2%anopq t	**-** -	**-** -	**-** -	**-** -	**-** -
NET : TV and Magazines and Internet only	**11** *	**-** -	**3** *1%*	**4** *1%*	**11** *1%*	**-** -	**-** -	**5** *1%*	**6** 1%fg	**7** 1%g	**-** -	**11** 9%aefgh ijkm	**-** -	**11** *1%*	**-** -	**-** -	**11** 1%op	**11** 9%anopq stuv	**-** -	**-** -	**-** -	**-** -	**-** -
NET : TV and Magazines and Newspapers (printed) only	**5** *	**-** -	**-** -	**-** -	**5** *	**5** 1%ghj	**-** -	**-** -	**-** -	**-** -	**-** -	**5** 4%aefgh **ijm**	**-** -	**5** *	**5** 1%pq	**-** -	**-** -	**5** 4%anopq **tuv**	**5** 7%anopq **tuv**	**-** -	**-** -	**-** -	**-** -
NET : TV and Magazines and Radio and Internet only	**12** *	**2** *1%*	**4** *1%*	***** *	**12** *1%*	**-** -	**12** 1%af	**8** 1%f	**6** 1%f	**6** *1%*	**1** 1%f	**12** 10%aefgh **ijkm**	**3** *1%*	**12** *1%*	**-** -	**12** 1%aot	**12** 1%o	**12** 10%anopq **stuv**	**-** -	**-** -	**-** -	**-** -	**-** -
NET : TV and Magazines and Internet and Newspapers (printed) only	**6** *	**1** *	**-** -	**1** *	**6** *	**6** 1%ag	**-** -	**2** *	**5** 1%g	**6** *1%*	**1** *	**6** 5%aefgh **ijm**	**1** *	**6** *	**6** 1%ap	**-** -	**6** *	**6** 5%anopq **tuv**	**6** 9%anopq **tuv**	**-** -	**-** -	**-** -	**-** -
NET : TV and Radio and Newspapers (printed) and Internet only	**158** 5%irtu **v**	**39** 16%a	**71** 14%a	**63** 14%a	**158** 8%al	**158** 19%aehi **jlm**	**158** 16%aehi **jl**	**112** 12%ael	**81** 10%al	**103** 9%al	**20** 14%ael	**-** -	**63** 13%ael	**158** 8%arst **uv**	**158** 19%anqr **stuv**	**158** 16%anqrs **tuv**	**158** 9%arstu **v**	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -
NET : TV and Radio and Magazines and Newspapers (printed) and Internet	**39** 1%l	**6** *2%*	**22** 4%a	**24** 5%a	**39** *2%*	**39** 5%aej	**39** 4%ae	**35** 4%ae	**25** 3%a	**28** 2%a	**7** 5%a	**39** 33%aefgh **ijkm**	**26** 5%aej	**39** 2%tu	**39** 5%anqtu **v**	**39** 4%anqtu **v**	**39** 2%atu	**39** 33%anop **qtuv**	**39** 55%anopq **rtuv**	**-** -	**-** -	**-** -	**-** -
NET : Internet and Radio only	**99** 3%efnot uv	**16** *6%*	**22** *5%*	**24** *5%*	**-** -	**-** -	**99** 10%aefhi jklm	**48** 5%aefl	**54** 6%aefl	**59** 5%aefl	**3** 2%ef	**-** -	**25** 5%efl	**-** -	**-** -	**99** 10%anoqr stuv	**99** 6%anort uv	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -
NET : Internet and Newspapers (printed) only	**64** 2%egnpt **u**	**5** *2%*	**14** *3%*	**11** *2%*	**-** -	**64** 8%aeghi **jklm**	**-** -	**29** 3%eg	**32** 4%aegm	**36** 3%egm	**2** 1%eg	**-** -	**6** 1%eg	**-** -	**64** 8%anpqr **stuv**	**-** -	**64** 4%anptu **v**	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q3a_Platform_5 main platforms Platform Combinations (5 main platforms) - Nowadays

Base : All adults 16+

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	2894	253	495	457	2000	830	957	923	837	1115	138*	120*	484	2000	830	957	1684	120*	71*	412	205	139	15**
NET : Internet and Radio and Newspapers (printed) only	**20** 1%en	**-** -	**8** **2%**	**8** 2%a	**-** -	**20** 2%ae	**20** 2%ae	**13** 1%e	**11** 1%e	**18** 2%ae	**1** 1%e	**-** -	**3** 1%e	**-** -	**20** 2%anqtu	**20** 2%antu	**20** 1%nt	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -
NET : Internet and Magazines only	**7** *	**1** *	**1** *	**-** -	**-** -	**-** -	**-** -	**3** *	**4** *e	**6** 1%e	**1** 1%efg	**7** 6%aefghijm	**4** 1%efg	**-** -	**-** -	**-** -	**7** *n	**7** 6%anopqtuv	**-** -	**-** -	**-** -	**-** -	**-** -
NET : Internet and Magazines and Radio only	**6** *	**-** -	**2** *	**2** *	**-** -	**-** -	**6** 1%e	**2** *	**4** *e	**4** *e	**-** -	**6** 5%aefghijkm	**2** *e	**-** -	**-** -	**6** 1%n	**6** *n	**6** 5%anopqtuv	**-** -	**-** -	**-** -	**-** -	**-** -
NET : Internet and Magazines and Newspapers (printed) only	**2** *	**1** *	**2** *	**1** *	**-** -	**2** *	**-** -	**2** *	**1** *	**2** *	**-** -	**2** 1%aegj	**1** *	**-** -	**2** *	**-** -	**2** *	**2** 1%anpqt	**2** 2%anopq **t**	**-** -	**-** -	**-** -	**-** -
NET : Internet and Magazines and Radio and Newspapers (printed) only	**4** *	**4** 2%a	**4** 1%a	**2** *	**-** -	**4** *e	**4** *e	**4** *e	**4** *e	**2** *	**2** 1%aej	**4** 3%aefghijm	**2** *e	**-** -	**4** *n	**4** *n	**4** *	**4** 3%anopqtu	**4** 6%anopqtuv	**-** -	**-** -	**-** -	**-** -
NET : Radio and Newspapers (printed) only	**17** 1%ejnq	**-** -	**-** -	**-** -	**-** -	**17** 2%aehijm	**17** 2%aehij	**-** -	**-** -	**-** -	**1** 1%ej	**-** -	**2** *e	**-** -	**17** 2%anqtu	**17** 2%anqt	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -
NET : Radio and Magazines only	**3** *	**-** -	**-** -	**-** -	**-** -	**-** -	**3** *e	**-** -	**-** -	**-** -	**-** -	**3** 2%aefghijm	**-** -	**-** -	**-** -	**3** *n	**-** -	**3** 2%anopqt	**-** -	**-** -	**-** -	**-** -	**-** -
NET : Radio and Magazines and Newspapers (printed) only	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -
NET : Number of main platforms used (incl. print magazines) - 1	**825** 29%bcde **fghijkl** mnopqrs uv	**36** ***14%***	**66** ***13%***	**49** ***11%***	**412** 21%fghl	**28** ***3%***	**37** ***4%***	**149** 16%fgl	**151** 18%fgl	**212** 19%fgl	**24** 17%fgl	**2** ***2%***	**87** 18%fgl	**412** 21%oprsu **v**	**28** 3%uv	**37** 4%uv	**345** 20%oprsu **v**	**2** ***2%***	**-** -	**412** 100%anopq **rsuv**	**-** -	**-** -	**-** -

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q3a_Platform_5 main platforms Platform Combinations (5 main platforms) - Nowadays

Base : All adults 16+

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	2894	253	495	457	2000	830	957	923	837	1115	138*	120*	484	2000	830	957	1684	120*	71*	412	205	139	15**
NET : Number of main platforms used (incl. print magazines) - 2	**998** 34%cghk **lmprstv**	**72** ***28%***	**131** ***26%***	**133** ***29%***	**755** 38%aghi **klm**	**280** 34%gklm	**256** 27%l	**270** 29%l	**264** 32%l	**406** 36%ghkl **m**	**31** ***22%***	**14** ***12%***	**127** 26%l	**755** 38%aprs **tv**	**280** 34%prst **v**	**256** 27%rstv	**612** 36%prst **v**	**14** 12%stv	**-** -	**-** -	**205** 100%anopq **rstv**	**-** -	**-** -
NET : Number of main platforms used(incl. print magazines) - 3	**541** 19%tu	**62** ***24%***	**122** 25%a	**113** 25%a	**495** 25%a	**263** 32%aehi **jlm**	**355** 37%aefh **ijklm**	**228** 25%a	**187** ***22%***	**258** 23%a	**31** ***23%***	**24** ***20%***	**109** ***23%***	**495** 25%astu	**263** 32%anqr **stu**	**355** 37%anoq **rstu**	**394** 23%astu	**24** 20%tu	**6** 8%tu	**-** -	**-** -	**139** 100%anopq **rstu**	**-** -
NET : Number of main platforms used (incl. print magazines) - 4	**247** 9%tuv	**49** 20%a	**108** 22%a	**104** 23%a	**239** 12%a	**159** 19%ae	**210** 22%aejm	**179** 19%ae	**148** 18%ae	**173** 15%ae	**26** 19%a	**33** 27%aeij **m**	**77** 16%a	**239** 12%atuv	**159** 19%anqt **uv**	**210** 22%anqt **uv**	**232** 14%atuv	**33** 27%anqt **uv**	**21** 29%anqtu **v**	**-** -	**-** -	**-** -	**15** ***100%***
NET : Number of main platforms used (excl. magazines) - 1	**837** 29%bcde **fghijkl** mnopqrs uv	**37** ***15%***	**66** ***13%***	**49** ***11%***	**418** 21%fgh	**28** ***3%***	**40** ***4%***	**150** 16%fg	**154** 18%fg	**217** 19%fg	**25** 18%fg	**14** 12%fg	**91** 19%fg	**418** 21%opsuv	**28** 3%uv	**40** 4%uv	**351** 21%opsu **v**	**14** 12%opsuv	**-** -	**412** 100%anopq **rsuv**	**-** -	**-** -	**-** -
NET : Number of main platforms used (excl. magazines) - 2	**1007** 35%cghk **lmprstv**	**71** ***28%***	**135** ***27%***	**138** ***30%***	**766** 38%aghi **klm**	**286** 34%gklm	**261** ***27%***	**275** ***30%***	**269** 32%klm	**414** 37%ghkl **m**	**29** ***21%***	**24** ***20%***	**125** ***26%***	**766** 38%aprs **tv**	**286** 34%prst **v**	**261** 27%stv	**622** 37%prst **v**	**24** 20%tv	**6** 8%tv	**-** -	**205** 100%anopq **rstv**	**-** -	**-** -
NET : Number of main platforms used (excl. magazines) - 3	**549** 19%tu	**65** 26%a	**125** 25%a	**112** 25%a	**510** 26%a	**278** 33%aehi **jm**	**371** 39%aefh **ijklm**	**231** 25%a	**189** ***23%***	**255** 23%a	**35** ***25%***	**33** ***27%***	**118** 24%a	**510** 26%atu	**278** 33%anqt **u**	**371** 39%anoq **rtu**	**395** 23%atu	**33** 27%tu	**21** 29%tu	**-** -	**-** -	**139** 100%ano **pqrstu**	**15** ***100%***
NET : Number of main platforms used (excl. magazines) - 4	**241** 8%tuv	**52** 20%a	**110** 22%a	**115** 25%a	**231** 12%a	**163** 20%ae	**210** 22%aej	**192** 21%aej	**150** 18%ae	**181** 16%ae	**24** 17%a	**27** 22%ae	**81** 17%ae	**231** 12%atuv	**163** 20%anqt **uv**	**210** 22%anqt **uv**	**241** 14%antu **v**	**27** 22%anqt **uv**	**25** 35%anopq **tuv**	**-** -	**-** -	**-** -	**-** -

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q3ab News from Social Media

Base : All adults 16+ who don't use internet or apps

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	1722	796	926	126	160	144	211	259	421	401	286	355	1081	223	355	386	758	578	1144	521	1201
Weighted base	1501	712	789	132*	193	179	254	210	271	261	325	433	743	210	347	379	564	557	944	695	807
Yes	292	121	171	61	71	59	60	16	16	9	132	119	40	47	75	81	88	122	169	186	106
	19%hijmu	*17%*	22%o	46%aghij	37%aghij	33%ahij	24%hij	8%j	*6%*	*3%*	41%alm	28%am	*5%*	23%q	*22%q*	21%q	*16%*	*22%*	*18%*	*27%au*	*13%*
No	1204	588	616	69	121	120	192	194	256	253	189	312	703	163	*272*	297	*472*	435	769	504	700
	80%defkl t	*83%*	*78%*	*52%*	*62%*	67%d	76%de	92%adefg	94%adefg	97%adefg h	*58%*	*72%k*	95%akl	*77%*	*78%*	*78%*	*84%*	*78%*	*81%*	*73%*	87%at
Don t know	6	4	2	2	2	-	2	-	-	-	4	2	-	-	-	2	4	-	6	5	1
	*	*1%*	*	*2%*	*1%*	-	*1%*	-	-	-	1%m	*	-	-	-	*1%*	*1%*	-	*1%*	*1%*	*

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u
*** small base**

Q3ab News from Social Media

Base : All adults 16+ who don't use internet or apps

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	1722	980	247	267	228	1148	346	130	102	83	111	104	121	47	152	130	1585	124
Weighted base	1501	1218	154	82	47	1184	271	168	120*	97*	130*	132*	145	59*	186	182	1322	166
Yes	292	250	24	11	6	239	47	34	18	20	33	44	36	13	19	35	236	55
	19%deo	21%de	*16%*	*13%*	*12%*	*20%*	*17%*	20%o	*15%*	20%o	25%o	33%ahiop	25%o	*21%*	*10%*	19%o	*18%*	33%aq
No	1204	963	129	71	41	939	224	132	102	77	97	88	109	46	168	143	1084	110
	80%r	*79%*	*84%*	86%ab	88%ab	*79%*	*83%*	*79%*	85%l	*80%*	*75%*	*67%*	*75%*	*79%*	90%ahjklmp	79%l	82%r	*66%*
Don t know	6	5	*	*	-	6	-	2	-	-	-	-	-	-	-	3	3	2
	*	*	*	*	-	*	-	*1%*	-	-	-	-	-	-	-	2%a	*	*1%*

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q3ab News from Social Media

Base : All adults 16+ who don't use internet or apps

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	1722	-	-	-	1370	600	494	-	-	246	30	35	216	1370	600	494	246	35	20	517	290	184	14
Weighted base	1501	-**	-**	-**	1159	468	443	-**	-**	292	32**	39**	178	1159	468	443	292	39**	21**	412	205	139	15**
Yes	292	-	-	-	219	58	74	-	-	292	14	5	43	219	58	74	292	5	1	-	-	-	-
	19%otuv	-	-	-	19%tf	12%	17%	-	-	100%aefgm	44%	14%	24%t	19%otuv	12%tuv	17%tuv	100%anoptuv	14%	3%	-	-	-	-
No	1204	-	-	-	937	408	365	-	-	-	16	34	135	937	408	365	-	34	20	412	205	138	15
	80%iq	-	-	-	81%j	87%aejm	82%j	-	-	-	51%	86%	76%	81%q	87%anq	82%q	-	86%	97%	100%anopq	100%anopq	99%anopq	100%
Don t know	6	-	-	-	2	2	4	-	-	-	2	-	-	2	2	4	-	-	-	*	-	2	-
	*	-	-	-	*	*	1%	-	-	-	5%	-	-	*	*	1%	-	-	-	*	-	1%	-

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
**** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q3b1 Websites, apps or alerts (on any device) used to get news

Base : All adults 16+ who use Internet for news nowadays

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	1172	583	589	202	249	229	176	161	119	36	451	405	316	289	398	222	263	687	485	678	494
Weighted base	1393	697	696	222	345	326	238	146	94*	22**	567	564	262	354	513	271	253	868	525	984	409
Websites\apps of TV and radio companies such as BBC News Online or Sky News Online	663 48%dqs	357 51%c	307 44%	86 39%	149 43%	178 55%de	113 47%	86 59%ade	43 46%	8 39%	236 42%	291 52%k	137 52%k	202 57%apq	269 52%pq	111 41%	81 32%	471 54%as	192 37%	480 49%	183 45%
Social media sites such as Facebook, Twitter, YouTube, etc.	584 42%ghim	261 37%	323 46%b	142 64%aefgh i	177 51%afghi	125 38%i	78 33%i	43 29%	17 19%	2 8%	319 56%alm	203 36%m	62 24%	137 39%	203 40%	122 45%	122 48%	341 39%	244 46%r	401 41%	184 45%
Search engines such as Google, Bing, etc.	501 36%	276 40%c	226 32%	68 31%	117 34%	118 36%	97 41%	52 35%	43 46%d	7 34%	185 33%	214 38%	102 39%	150 42%q	177 35%	98 36%	76 30%	328 38%	173 33%	358 36%	144 35%
Websites\apps of newspapers such as theguardian.com or Mail Online	438 31%qs	212 30%	226 32%	70 32%	102 29%	89 27%	85 36%l	58 40%fl	22 23%	12 54%	172 30%	175 31%	92 35%	134 38%pq	185 36%pq	71 26%	49 19%	319 37%as	119 23%	325 33%	113 27%
Websites or apps that bring together news from different news providers	256 18%	137 20%	119 17%	38 17%	51 15%	54 17%	56 23%e	29 20%	19 20%	8 39%	89 16%	110 20%	57 22%	76 21%q	99 19%	49 18%	32 13%	175 20%	81 15%	186 19%	70 17%
Websites\apps of online news organisations like Buzzfeed, Huffington Post, Vice, etc.	224 16%q	97 14%	128 18%	54 24%aeghi	51 15%	59 18%	32 13%	16 11%	10 11%	3 14%	105 18%m	91 16%	29 11%	83 24%aopq	77 15%q	42 15%	22 9%	160 18%s	64 12%	151 15%	73 18%
Websites\apps of news magazines such as The Economist or The Week	99 7%	51 7%	48 7%	14 6%	29 8%	21 6%	18 8%	13 9%	5 5%	- -	42 7%	39 7%	17 7%	34 10%	36 7%	15 6%	13 5%	71 8%	28 5%	72 7%	27 7%
Blogs	56 4%q	23 3%	33 5%	11 5%	12 3%	11 3%	15 6%	2 2%	4 4%	2 7%	23 4%	25 4%	7 3%	21 6%q	24 5%q	8 3%	2 1%	45 5%s	10 2%	41 4%	15 4%
Other	9 1%	7 1%	1 *	- -	1 *	3 1%	4 2%	- -	1 1%	- -	1 *	7 1%	1 *	2 *	3 1%	3 1%	2 1%	5 1%	4 1%	6 1%	2 1%
Don't know	44 3%	15 2%	29 4%	2 1%	12 3%	9 3%	10 4%	4 3%	6 7%d	- -	14 2%	20 3%	11 4%	5 1%	16 3%	7 2%	17 7%an	21 2%	23 4%	28 3%	16 4%
NET : ANY TRADITIONAL NEWS MEDIA	**909** 65%qs	**464** **67%**	**445** **64%**	**128** **58%**	**218** **63%**	**221** **68%**	**156** **65%**	**113** 77%adegi	**58** **61%**	**16** **75%**	**346** **61%**	**377** **67%**	**187** 71%k	**263** 74%apq	**366** 71%apq	**166** 61%q	**114** **45%**	**629** 73%as	**280** **53%**	**664** 67%u	**245** **60%**
NET : ANY DIGITAL FIRST NEWS MEDIA	**1012** 73%hm	**510** **73%**	**503** **72%**	**186** 84%aefgh i	**258** 75%h	**240** **73%**	**162** **68%**	**92** **63%**	**63** **67%**	**12** **56%**	**444** 78%alm	**402** **71%**	**167** **64%**	**264** **75%**	**350** **68%**	**208** 77%o	**190** **75%**	**614** **71%**	**398** **76%**	**708** **72%**	**304** **74%**
NET : USE SOCIAL MEDIA SITES ONLY	**125** 9%gimnor	**56** **8%**	**69** **10%**	**43** 19%afghi	**42** 12%ghi	**26** 8%i	**7** **3%**	**6** **4%**	**1** **1%**	**-** **-**	**85** 15%alm	**33** **6%**	**7** **3%**	**13** **4%**	**28** **5%**	**26** 10%n	**59** 23%anop	**41** **5%**	**84** 16%ar	**74** **8%**	**51** 12%l

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u
*** small base; ** very small base (under 30) ineligible for sig testing**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q3b1 Websites, apps or alerts (on any device) used to get news

Base : All adults 16+ who use Internet for news nowadays

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Weighted base	1393	697	696	222	345	326	238	146	94*	22**	567	564	262	354	513	271	253	868	525	984	409
NET : DIGITAL FIRST NEWS MEDIA EXCLUDING SOCIAL MEDIA SITES, SEARCH ENGINES, BLOGS	**416** 30%q	**205** *29%*	**211** *30%*	**73** *33%*	**86** *25%*	**104** *32%*	**77** *32%*	**40** *27%*	**27** *29%*	**9** *44%*	**159** *28%*	**181** *32%*	**76** *29%*	**132** 37%aoq	**145** *28%*	**84** 31%q	**54** *21%*	**277** *32%*	**138** *26%*	**291** *30%*	**124** *30%*

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q3b1 Websites, apps or alerts (on any device) used to get news

Base : All adults 16+ who use Internet for news nowadays

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	1172	788	115	146	123	838	211	150	86	70	74	66	87	39	86	130	1057	110
Weighted base	1393	1205	94	59	34	1124	235	225	126*	111*	122*	114*	123*	65*	134*	185	1227	159*
Websites\apps of TV and radio companies such as BBC News Online or Sky News Online	663 *48%*	581 *48%*	39 *41%*	26 *44%*	18 *53%*	542 *48%*	104 *44%*	126 56%p *44%*	55 *44%*	50 *45%*	61 *50%*	50 *44%*	71 58%p *45%*	29 *45%*	62 *46%*	77 *41%*	595 *49%*	63 *40%*
Social media sites such as Facebook, Twitter, YouTube, etc.	584 42%d *42%*	508 42%d *42%*	40 42%d *42%*	15 *25%*	22 64%abcd *64%*	452 *40%*	111 *47%*	97 *43%*	43 *34%*	56 *50%*	52 *43%*	49 *43%*	50 *40%*	36 56%i *56%*	52 *39%*	73 *39%*	526 *43%*	58 *36%*
Search engines such as Google, Bing, etc.	501 36%e *36%*	447 37%e *37%*	27 *28%*	20 *33%*	8 *22%*	401 *36%*	93 *40%*	80 *36%*	43 *34%*	44 *40%*	42 *34%*	35 *31%*	62 50%ahilo *50%*	27 *41%*	42 *31%*	73 *39%*	445 *36%*	54 *34%*
Websites\apps of newspapers such as theguardian.com or Mail Online	438 *31%*	395 33%cde *33%*	22 *23%*	14 *23%*	8 *23%*	360 *32%*	71 *30%*	81 *36%*	38 *30%*	30 *27%*	54 45%ajlm *45%*	31 *27%*	31 *25%*	21 *32%*	45 *33%*	65 *35%*	392 *32%*	46 *29%*
Websites or apps that bring together news from different news providers	256 18%e *18%*	229 19%e *19%*	15 15%e *15%*	10 17%e *17%*	2 *6%*	185 *17%*	68 29%af *29%*	38 *17%*	31 25%o *25%*	30 27%o *27%*	17 *14%*	28 *25%*	21 *17%*	12 *19%*	16 *12%*	36 *19%*	226 *18%*	30 *19%*
Websites\apps of online news organisations like Buzzfeed, Huffington Post, Vice, etc.	224 16%e *16%*	198 16%e *16%*	18 19%e *19%*	7 *12%*	2 *5%*	191 *17%*	32 *13%*	34 *15%*	13 *10%*	21 *19%*	18 *15%*	20 *18%*	18 *15%*	11 *17%*	22 *17%*	40 22%ij *22%*	201 *16%*	24 *15%*
Websites\apps of news magazines such as The Economist or The Week	99 *7%*	88 *7%*	7 *7%*	3 *6%*	1 *2%*	85 *8%*	13 *6%*	16 *7%*	12 *10%*	11 *10%*	6 *5%*	4 *4%*	3 *2%*	2 *2%*	8 *6%*	25 14%alm *14%*	86 *7%*	12 *8%*
Blogs	56 *4%*	49 *4%*	3 *3%*	3 *5%*	* *1%*	44 *4%*	11 *5%*	4 *2%*	4 *4%*	3 *3%*	7 *6%*	8 *7%*	5 *4%*	- -	5 *3%*	12 *7%*	45 *4%*	10 *6%*
Other	9 *1%*	5 * *1%*	2 2%b *2%*	- -	1 3%abd *3%*	7 *1%*	1 * *1%*	- - -	- - -	- - -	1 *1%*	- - -	- - -	- - -	2 *1%*	3 *2%*	6 * *1%*	3 *2%*
Don't know	44 *3%*	42 *3%*	2 *2%*	* *1%*	- -	30 *3%*	14 *6%*	6 *3%*	9 *7%p*	8 *7%p*	4 *3%*	4 *3%*	6 *5%*	1 *2%*	3 *2%*	1 *1%*	36 *3%*	7 *4%*
NET : ANY TRADITIONAL NEWS MEDIA	**909** ***65%***	**798** ***66%***	**54** ***57%***	**36** ***62%***	**21** ***61%***	**737** ***66%***	**152** ***65%***	**166** 74%ajlp ***71%***	**90** ***58%***	**65** ***58%***	**90** ***74%***	**66** ***58%***	**80** ***65%***	**40** ***61%***	**92** ***68%***	**111** ***60%***	**813** ***66%***	**92** ***58%***
NET : ANY DIGITAL FIRST NEWS MEDIA	**1012** 73%o ***73%***	**878** ***73%***	**72** ***76%***	**38** ***65%***	**25** ***73%***	**808** ***72%***	**179** ***76%***	**162** ***72%***	**82** ***65%***	**86** 78%o ***68%***	**83** ***68%***	**87** ***76%***	**96** 78%o ***78%***	**51** ***78%***	**83** ***62%***	**148** 80%o ***73%***	**896** ***73%***	**113** ***71%***

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q3b1 Websites, apps or alerts (on any device) used to get news

Base : All adults 16+ who use Internet for news nowadays

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Weighted base	1393	1205	94	59	34	1124	235	225	126*	111*	122*	114*	123*	65*	134*	185	1227	159*
NET : USE SOCIAL MEDIA SITES ONLY	**125** *9%*	**100** *8%*	**13** 14%d	**3** *5%*	**9** 26%abcd	**101** *9%*	**15** *6%*	**20** *9%*	**5** *4%*	**8** *7%*	**11** *9%*	**11** *9%*	**11** *9%*	**7** *11%*	**11** *8%*	**16** *9%*	**112** *9%*	**13** *8%*
NET : DIGITAL FIRST NEWS MEDIA EXCLUDING SOCIAL MEDIA SITES, SEARCH ENGINES, BLOGS	**416** 30%e	**367** 30%e	**30** 32%e	**16** 27%e	**3** *10%*	**323** *29%*	**89** 38%af	**63** *28%*	**40** *32%*	**43** *39%*	**28** *23%*	**40** *35%*	**34** *27%*	**21** *32%*	**33** *25%*	**64** *35%*	**374** *30%*	**42** *26%*

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q3b1 Websites, apps or alerts (on any device) used to get news

Base : All adults 16+ who use Internet for news nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	1172	194	424	394	726	310	416	783	686	676	79	65	258	726	310	416	1172	65	40	-	-	-	-
Weighted base	1393	253	495	457	841	362	514	923	837	824	106*	81*	305	841	362	514	1393	81*	51*	-**	-**	-**	-**
Websites\apps of TV and radio companies such as BBC News Online or Sky News Online	663 *48%*	137 *54%*	266 *54%*	232 *51%*	463 55%ahj *55%*	211 58%ahj *58%*	310 60%ahij *60%*	452 *49%*	440 *53%*	383 *46%*	65 61%aj *61%*	45 *55%*	164 *54%*	463 55%aq *55%*	211 58%aq *58%*	310 60%aq *60%*	663 *48%*	45 *55%*	30 *59%*	- -	- -	- -	- -
Social media sites such as Facebook, Twitter, YouTube, etc.	584 *42%*	108 *43%*	213 *43%*	190 *42%*	350 *42%*	133 *37%*	217 *42%*	371 *40%*	412 49%aefgh *49%*	584 71%aefghiklm *71%*	48 *45%*	41 *51%*	157 52%aefgh *52%*	350 *42%*	133 *37%*	217 *42%*	584 *42%*	41 *51%*	27 *53%*	- -	- -	- -	- -
Search engines such as Google, Bing, etc.	501 *36%*	129 51%a *51%*	214 43%a *43%*	194 42%a *42%*	355 42%ai *42%*	158 44%ai *44%*	234 45%aij *45%*	366 *40%*	296 *35%*	310 *38%*	62 58%aefhij *58%*	35 *43%*	144 47%aij *47%*	355 42%aq *42%*	158 44%aq *44%*	234 45%aq *45%*	501 *36%*	35 *43%*	27 54%aq *54%*	- -	- -	- -	- -
Websites\apps of newspapers such as theguardian.com or Mail Online	438 *31%*	107 42%a *42%*	176 *36%*	174 38%a *38%*	309 37%a *37%*	160 44%ahi *44%*	212 41%ahi *41%*	316 *34%*	285 *34%*	438 53%aefghikm *53%*	40 *38%*	38 47%a *47%*	133 44%ahi *44%*	309 37%aq *37%*	160 44%aq *44%*	212 41%aq *41%*	438 *31%*	38 47%aq *47%*	28 55%anq *55%*	- -	- -	- -	- -
Websites or apps that bring together news from different news providers	256 *18%*	64 25%a *25%*	123 25%a *25%*	112 24%a *24%*	176 *21%*	90 25%aj *25%*	122 24%a *24%*	200 *22%*	160 *19%*	150 *18%*	37 35%aehij *35%*	34 42%aefghij *42%*	100 33%aeghij *33%*	176 *21%*	90 25%aq *25%*	122 24%aq *24%*	256 *18%*	34 42%anopq *42%*	25 49%anopq *49%*	- -	- -	- -	- -
Websites\apps of online news organisations like Buzzfeed, Huffington Post, Vice, etc.	224 *16%*	57 23%a *23%*	95 *19%*	89 *19%*	139 *17%*	57 *16%*	98 *19%*	156 *17%*	157 *19%*	154 *19%*	29 27%aefh *27%*	23 28%aefh *28%*	70 23%ae *23%*	139 *17%*	57 *16%*	98 *19%*	224 *16%*	23 28%anoq *28%*	17 33%anoq *33%*	- -	- -	- -	- -
Websites\apps of news magazines such as The Economist or The Week	99 *7%*	28 *11%*	48 *10%*	41 *9%*	56 *7%*	35 *10%*	40 *8%*	75 *8%*	65 *8%*	70 *9%*	19 17%aeghij *17%*	21 25%aefghijm *25%*	34 *11%*	56 *7%*	35 *10%*	40 *8%*	99 *7%*	21 25%anopq *25%*	12 24%anopq *24%*	- -	- -	- -	- -
Blogs	56 *4%*	17 *7%*	35 7%a *7%*	23 *5%*	41 *5%*	27 7%a *7%*	32 *6%*	40 *4%*	48 *6%*	45 *6%*	9 *9%*	10 13%aehij *13%*	27 9%aeh *9%*	41 *5%*	27 7%aq *7%*	32 *6%*	56 *4%*	10 13%anq *13%*	10 21%anopq *21%*	- -	- -	- -	- -
Other	9 *1%*	1 * *	3 *1%*	3 *1%*	5 *1%*	- - -	2 * *	7 *1%*	2 * *	* * *	1 *1%*	- - -	2 *1%*	5 *1%*	- - -	2 * *	9 *1%*	- - -	- - -	- - -	- - -	- - -	- - -

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q3b1 Websites, apps or alerts (on any device) used to get news

Base : All adults 16+ who use Internet for news nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	1393	253	495	457	841	362	514	923	837	824	106*	81*	305	841	362	514	1393	81*	51*	-**	-**	-**	-**
Don't know	44 3%bj	* *	12 2%	17 4%b	25 3%j	12 3%j	15 3%j	35 4%j	20 2%j	- -	- -	1 1%j	11 3%j	25 3%	12 3%	15 3%	44 3%	1 1%	1 2%	- -	- -	- -	- -
NET : ANY TRADITIONAL NEWS MEDIA	**909** ***65%***	**185** 73%a	**352** ***71%***	**321** ***70%***	**606** 72%a	**274** 75%ah	**392** 76%ahi	**620** ***67%***	**577** ***69%***	**608** 74%ah	**86** 81%ahi	**63** ***78%***	**221** ***73%***	**606** 72%aq	**274** 75%aq	**392** 76%aq	**909** ***65%***	**63** ***78%***	**38** ***74%***	- -	- -	- -	- -
NET : ANY DIGITAL FIRST NEWS MEDIA	**1012** ***73%***	**209** 83%ad	**375** ***76%***	**335** ***73%***	**622** ***74%***	**264** ***73%***	**386** ***75%***	**670** ***73%***	**639** ***76%***	**692** 84%aefghi	**93** 88%aefghi	**70** 86%afh	**251** 82%aefh	**622** ***74%***	**264** ***73%***	**386** ***75%***	**1012** ***73%***	**70** 86%aoq	**45** 89%aoq	- -	- -	- -	- -
NET : USE SOCIAL MEDIA SITES ONLY	**125** 9%bcdefghknop	**10** ***4%***	**23** ***5%***	**14** ***3%***	**44** ***5%***	**11** ***3%***	**20** ***4%***	**49** ***5%***	**90** 11%efghkm	**125** 15%aefghiklm	**1** ***1%***	**3** ***4%***	**15** ***5%***	**44** ***5%***	**11** ***3%***	**20** ***4%***	**125** 9%nop	**3** ***4%***	- -	- -	- -	- -	- -
NET : DIGITAL FIRST NEWS MEDIA EXCLUDING SOCIAL MEDIA SITES, SEARCH ENGINES, BLOGS	**416** ***30%***	**101** 40%a	**184** 37%a	**172** 38%a	**270** ***32%***	**120** ***33%***	**183** ***36%***	**308** ***33%***	**266** ***32%***	**252** ***31%***	**52** 49%aefghij	**41** 51%aefghij	**138** 45%aefghij	**270** ***32%***	**120** ***33%***	**183** ***36%***	**416** ***30%***	**41** 51%anopq	**30** 59%anopq	- -	- -	- -	- -

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q3b1/Q3ab. Websites, apps or alerts (on any device) used to get news

Base : All adults 16+ who use Internet or social media for news nowadays

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	1418	680	738	255	308	272	212	181	141	49	563	484	371	321	459	284	354	780	638	801	617
Weighted base	1684	818	866	283	416	385	298	162	110	30*	699	683	302	402	589	352	342	990	694	1169	515
Social media sites such as Facebook, Twitter, YouTube, etc.	876 52%hijm r	382 47%	494 57%b	203 72%aefgh ij	248 60%afghi j	184 48%hi	138 46%i	59 36%	33 30%	10 34%	451 65%alm	322 47%m	102 34%	184 46%	279 47%	202 57%no	210 62%no	463 47%	413 59%qr	586 50%	289 56%l
Websites\apps of TV and radio companies such as BBC News Online or Sky News Online	663 39%dkpqs	357 44%c	307 35%	86 31%	149 36%	178 46%dej	113 38%	86 53%adegi j	43 39%	8 28%	236 34%	291 43%k	137 45%k	202 50%apq	269 46%apq	111 32%	81 24%	471 48%as	192 28%	480 41%	183 36%
Search engines such as Google, Bing, etc.	501 30%q	276 34%c	226 26%	68 24%	117 28%	118 30%	97 32%	52 32%	43 39%ade	7 25%	185 26%	214 31%	102 34%k	150 37%apq	177 30%q	98 28%	76 22%	328 33%s	173 25%	358 31%	144 28%
Websites\apps of newspapers such as theguardian.com or Mail Online	438 26%qs	212 26%	226 26%	70 25%	102 24%	89 23%	85 29%	58 36%adefi	22 20%	12 38%l	172 25%	175 26%	92 30%	134 33%apq	185 31%apq	71 20%	49 14%	319 32%as	119 17%	325 28%u	113 22%
Websites or apps that bring together news from different news providers	256 15%q	137 17%	119 14%	38 14%	51 12%	54 14%	56 19%	29 18%	19 17%	8 28%adef	89 13%	110 16%	57 19%k	76 19%q	99 17%q	49 14%	32 9%	175 18%s	81 12%	186 16%	70 14%
Websites\apps of online news organisations like Buzzfeed, Huffington Post, Vice, etc.	224 13%qs	97 12%	128 15%	54 19%aeghi	51 12%	59 15%	32 11%	16 10%	10 9%	3 10%	105 15%m	91 13%	29 10%	83 21%aopq	77 13%q	42 12%q	22 6%	160 16%s	64 9%	151 13%	73 14%
Websites\apps of news magazines such as The Economist or The Week	99 6%	51 6%	48 6%	14 5%	29 7%	21 5%	18 6%	13 8%	5 4%	- -	42 6%	39 6%	17 6%	34 9%q	36 6%	15 4%	13 4%	71 7%s	28 4%	72 6%	27 5%
Blogs	56 3%qs	23 3%	33 4%	11 4%	12 3%	11 3%	15 5%	2 1%	4 3%	2 5%	23 3%	25 4%	7 2%	21 5%q	24 4%q	8 2%	2 1%	45 5%s	10 1%	41 3%	15 3%
Other	9 1%	7 1%	1 *	- -	1 *	3 1%	4 1%	- -	1 1%	- -	1 *	7 1%	1 *	2 *	3 *	3 1%	2 *	5 *	4 1%	6 1%	2 *
Don't know	44 3%	15 2%	29 3%	2 1%	12 3%	9 2%	10 3%	4 3%	6 6%ad	- -	14 2%	20 3%	11 3%	5 1%	16 3%	7 2%	17 5%n	21 2%	23 3%	28 2%	16 3%
NET : ANY TRADITIONAL NEWS MEDIA	**909** 54%dqsu	**464** ***57%***	**445** ***51%***	**128** ***45%***	**218** ***52%***	**221** 57%d	**156** ***52%***	**113** 70%adefg i	**58** ***53%***	**16** ***54%***	**346** ***49%***	**377** ***55%***	**187** 62%ak	**263** 65%apq	**366** 62%apq	**166** 47%q	**114** ***33%***	**629** 64%as	**280** ***40%***	**664** 57%u	**245** ***48%***
NET : ANY DIGITAL FIRST NEWS MEDIA	**1304** 77%hmo	**631** ***77%***	**673** ***78%***	**247** 87%aefgh ij	**329** 79%h	**299** 78%h	**222** ***75%***	**108** ***67%***	**78** ***71%***	**21** ***68%***	**576** 82%alm	**521** 76%m	**207** ***69%***	**311** ***78%***	**425** ***72%***	**289** 82%o	**278** 81%o	**737** ***74%***	**567** 82%r	**894** ***76%***	**410** ***80%***

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q3b1/Q3ab. Websites, apps or alerts (on any device) used to get news

Base : All adults 16+ who use Internet or social media for news nowadays

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Weighted base	1684	818	866	283	416	385	298	162	110	30*	699	683	302	402	589	352	342	990	694	1169	515
NET : USE SOCIAL MEDIA SITES ONLY	**417** 25%hmnor	**177** ***22%***	**240** 28%b	**104** 37%aefghi	**113** 27%hi	**86** 22%h	**67** ***22%***	**22** ***14%***	**17** ***15%***	**9** 28%h	**217** 31%alm	**152** 22%m	**47** ***16%***	**60** ***15%***	**103** ***18%***	**107** 30%no	**147** 43%anop	**163** ***16%***	**254** 37%ar	**260** ***22%***	**157** 30%at
NET : DIGITAL FIRST NEWS MEDIA EXCLUDING SOCIAL MEDIA SITES, SEARCH ENGINES, BLOGS	**416** 25%qs	**205** ***25%***	**211** ***24%***	**73** ***26%***	**86** ***21%***	**104** ***27%***	**77** ***26%***	**40** ***24%***	**27** ***25%***	**9** ***31%***	**159** ***23%***	**181** ***26%***	**76** ***25%***	**132** 33%aopq	**145** 25%q	**84** 24%q	**54** ***16%***	**277** 28%s	**138** ***20%***	**291** ***25%***	**124** ***24%***

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q3b1/Q3ab. Websites, apps or alerts (on any device) used to get news

Base : All adults 16+ who use Internet or social media for news nowadays

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	1418	952	151	170	145	1014	259	171	100	84	92	92	114	46	99	154	1265	147
Weighted base	1684	1455	119	70	40	1363	282	259	144*	131*	154*	158*	159	78*	153*	220	1462	214
Social media sites such as Facebook, Twitter, YouTube, etc.	876 52%d	758 52%d	64 54%d	26 37%	28 69%abcd	691 51%	157 56%	131 50%	61 42%	75 58%	85 55%	93 59%i	86 54%	49 63%i	71 46%	108 49%	762 52%	113 53%
Websites\apps of TV and radio companies such as BBC News Online or Sky News Online	663 39%r	581 40%	39 33%	26 37%	18 45%c	542 40%	104 37%	126 49%alp	55 38%	50 38%	61 39%	50 32%	71 45%	29 37%	62 41%	77 35%	595 41%r	63 30%
Search engines such as Google, Bing, etc.	501 30%e	447 31%e	27 23%	20 28%	8 19%	401 29%	93 33%	80 31%	43 30%	44 34%	42 27%	35 22%	62 39%l	27 34%	42 27%	73 33%	445 30%	54 25%
Websites\apps of newspapers such as theguardian.com or Mail Online	438 26%c	395 27%c	22 18%	14 20%	8 20%	360 26%	71 25%	81 31%m	38 26%	30 23%	54 35%lm	31 19%	31 19%	21 27%	45 29%	65 29%	392 27%	46 22%
Websites or apps that bring together news from different news providers	256 15%e	229 16%e	15 12%	10 14%e	2 5%	185 14%	68 24%af	38 15%	31 22%	30 23%o	17 11%	28 18%	21 13%	12 16%	16 11%	36 16%	226 15%	30 14%
Websites\apps of online news organisations like Buzzfeed, Huffington Post, Vice, etc.	224 13%e	198 14%e	18 15%e	7 10%	2 4%	191 14%	32 11%	34 13%	13 9%	21 16%	18 12%	20 13%	18 11%	11 14%	22 15%	40 18%	201 14%	24 11%
Websites\apps of news magazines such as The Economist or The Week	99 6%	88 6%	7 6%	3 5%	1 2%	85 6%	13 5%	16 6%	12 9%m	11 9%m	6 4%	4 3%	3 2%	2 2%	8 5%	25 12%alm	86 6%	12 6%
Blogs	56 3%	49 3%	3 3%	3 4%	* 1%	44 3%	11 4%	4 2%	4 3%	3 2%	7 5%	8 5%	5 3%	- -	5 3%	12 6%	45 3%	10 5%
Other	9 1%	5 *	2 2%b	- -	1 3%abd	7 *	1 *	- -	- -	- -	1 *	- -	- -	- -	2 1%	3 1%	6 *	3 1%
Don't know	44 3%	42 3%	2 2%	* *	- -	30 2%	14 5%l	6 2%	9 6%p	8 6%p	4 3%	4 2%	6 4%	1 2%	3 2%	1 1%	36 2%	7 3%
NET : ANY TRADITIONAL NEWS MEDIA	**909** 54%ir	**798** 55%c	**54** ***45%***	**36** ***52%***	**21** ***52%***	**737** ***54%***	**152** ***54%***	**166** 64%ajlmp	**90** 62%l	**65** ***49%***	**90** 58%l	**66** ***42%***	**80** ***50%***	**40** ***51%***	**92** 60%l	**111** ***50%***	**813** 56%r	**92** ***43%***
NET : ANY DIGITAL FIRST NEWS MEDIA	**1304** 77%o	**1128** ***77%***	**96** 81%d	**49** ***71%***	**31** ***77%***	**1047** ***77%***	**226** ***80%***	**196** ***76%***	**100** ***70%***	**106** 81%o	**115** ***75%***	**131** 83%io	**132** 83%io	**63** ***81%***	**102** ***66%***	**183** 83%io	**1132** ***77%***	**169** ***79%***

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q3b1/Q3ab. Websites, apps or alerts (on any device) used to get news

Base : All adults 16+ who use Internet or social media for news nowadays

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Weighted base	1684	1455	119	70	40	1363	282	259	144*	131*	154*	158*	159	78*	153*	220	1462	214
NET : USE SOCIAL MEDIA SITES ONLY	**417** ***25%***	**351** ***24%***	**38** 32%d	**14** ***20%***	**15** 37%abd	**341** ***25%***	**61** ***22%***	**54** ***21%***	**23** ***16%***	**27** ***21%***	**44** ***29%***	**55** 35%ahio	**47** 30%i	**20** ***25%***	**29** ***19%***	**52** ***23%***	**348** ***24%***	**69** 32%q
NET : DIGITAL FIRST NEWS MEDIA EXCLUDING SOCIAL MEDIA SITES, SEARCH ENGINES, BLOGS	**416** 25%e	**367** 25%e	**30** 25%e	**16** 22%e	**3** ***8%***	**323** ***24%***	**89** 32%af	**63** ***24%***	**40** ***28%***	**43** 33%k	**28** ***18%***	**40** ***25%***	**34** ***21%***	**21** ***27%***	**33** ***22%***	**64** ***29%***	**374** ***26%***	**42** ***20%***

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q3b1/Q3ab. Websites, apps or alerts (on any device) used to get news

Base : All adults 16+ who use Internet or social media for news nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	1418	194	424	394	908	364	477	783	686	922	90	70	301	908	364	477	1418	70	41	-	-	-	-
Weighted base	1684	253	495	457	1060	420	588	923	837	1115	120*	87*	348	1060	420	588	1684	87*	51*	-**	-**	-**	-**
Social media sites such as Facebook, Twitter, YouTube, etc.	876 52%bcdh	108 43%	213 43%	190 42%	569 54%fh	191 46%	291 49%h	371 40%	412 49%h	876 79%aefg hikm	62 52%	47 54%h	200 58%fhi	569 54%o	191 46%	291 49%	876 52%	47 54%	27 54%	-	-	-	-
Websites\apps of TV and radio companies such as BBC News Online or Sky News Online	663 39%j	137 54%a	266 54%a	232 51%a	463 44%j	211 50%aj	310 53%aej	452 49%aj	440 53%aej	383 34%	65 54%aj	45 52%j	164 47%aj	463 44%	211 50%aq	310 53%anq	663 39%	45 52%	30 58%aq	-	-	-	-
Search engines such as Google, Bing, etc.	501 30%	129 51%a	214 43%a	194 42%a	355 33%j	158 38%aj	234 40%aej	366 40%aej	296 35%aj	310 28%	62 51%aefij	35 40%j	144 41%aej	355 33%	158 38%aq	234 40%anq	501 30%	35 40%	27 54%anq	-	-	-	-
Websites\apps of newspapers such as theguardian.com or Mail Online	438 26%	107 42%a	176 36%a	174 38%a	309 29%	160 38%ae	212 36%ae	316 34%a	285 34%a	438 39%ae	40 33%	38 44%ae	133 38%ae	309 29%	160 38%anq	212 36%anq	438 26%	38 44%anq	28 54%anpq	-	-	-	-
Websites or apps that bring together news from different news providers	256 15%	64 25%a	123 25%a	112 24%a	176 17%	90 21%aj	122 21%aj	200 22%aej	160 19%j	150 13%	37 31%aeij	34 40%aefg hij	100 29%aegh ij	176 17%	90 21%aq	122 21%aq	256 15%	34 40%anop q	25 49%anopq	-	-	-	-
Websites\apps of online news organisations like Buzzfeed, Huffington Post, Vice, etc.	224 13%	57 23%a	95 19%a	89 19%a	139 13%	57 14%	98 17%	156 17%a	157 19%aej	154 14%	29 24%aefj	23 26%aefj	70 20%aefj	139 13%	57 14%	98 17%	224 13%	23 26%anoq	17 33%anopq	-	-	-	-
Websites\apps of news magazines such as The Economist or The Week	99 6%	28 11%a	48 10%a	41 9%	56 5%	35 8%	40 7%	75 8%e	65 8%	70 6%	19 15%aegh ij	21 24%aefg hijm	34 10%ae	56 5%	35 8%	40 7%	99 6%	21 24%anop q	12 24%anopq	-	-	-	-
Blogs	56 3%	17 7%a	35 7%a	23 5%	41 4%	27 6%a	32 6%	40 4%	48 6%a	45 4%	9 8%	10 12%aehj	27 8%aehj	41 4%	27 6%aq	32 6%	56 3%	10 12%anq	10 20%anopq	-	-	-	-
Other	9 1%	1 *	3 1%	3 1%	5 *	- -	2 *	7 1%j	2 *	* *	1 1%	- -	2 1%	5 *	- -	2 *	9 1%	- -	- -	-	-	-	-

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q3b1/Q3ab. Websites, apps or alerts (on any device) used to get news

Base : All adults 16+ who use Internet or social media for news nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	1684	253	495	457	1060	420	588	923	837	1115	120*	87*	348	1060	420	588	1684	87*	51*	-**	-**	-**	-**
Don't know	44 3%j	* *	12 2%	17 4%b	25 2%j	12 3%j	15 2%j	35 4%j	20 2%j	- -	- -	1 1%j	11 3%j	25 2%	12 3%	15 2%	44 3%	1 1%	1 2%	- -	- -	- -	- -
NET : ANY TRADITIONAL NEWS MEDIA	**909** ***54%***	**185** 73%a	**352** 71%a	**321** 70%a	**606** ***57%***	**274** 65%aej	**392** 67%aej	**620** 67%aej	**577** 69%aej	**608** ***55%***	**86** 71%aej	**63** 73%aej	**221** 64%aj	**606** ***57%***	**274** 65%anq	**392** 67%anq	**909** ***54%***	**63** 73%anq	**38** 73%aq	-	-	-	-
NET : ANY DIGITAL FIRST NEWS MEDIA	**1304** 77%h	**209** 83%d	**375** ***76%***	**335** ***73%***	**841** 79%h	**322** ***77%***	**461** 78%h	**670** ***73%***	**639** ***76%***	**984** 88%aefghi	**107** 89%aefghi	**76** 87%h	**294** 84%afhi	**841** ***79%***	**322** ***77%***	**461** ***78%***	**1304** ***77%***	**76** ***87%***	**46** ***89%***	-	-	-	-
NET : USE SOCIAL MEDIA SITES ONLY	**417** 25%bcdfghiklmcprs	**10** ***4%***	**23** ***5%***	**14** ***3%***	**263** 25%fghiklm	**69** 16%hi	**94** 16%hi	**49** ***5%***	**90** 11%h	**417** 37%aefghiklm	**15** 13%h	**8** ***10%***	**58** 17%hi	**263** 25%oprs	**69** 16%s	**94** 16%s	**417** 25%oprs	**8** ***10%***	**1** ***1%***	-	-	-	-
NET : DIGITAL FIRST NEWS MEDIA EXCLUDING SOCIAL MEDIA SITES, SEARCH ENGINES, BLOGS	**416** ***25%***	**101** 40%a	**184** 37%a	**172** 38%a	**270** ***25%***	**120** 29%j	**183** 31%aej	**308** 33%aej	**266** 32%aej	**252** ***23%***	**52** 44%aefg **ij**	**41** 48%aefg **hij**	**138** 40%aefg **ij**	**270** ***25%***	**120** ***29%***	**183** 31%anq	**416** ***25%***	**41** 48%anop **q**	**30** 58%anopq	-	-	-	-

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q3a/Q3aa/Q3ab/Q3b1 Platforms/ways access news nowadays

Base : All adults 16+

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	2894	1379	1515	328	409	373	387	420	540	437	737	760	1397	512	753	608	1021	1265	1629	1199	1695
Weighted base	2894	1409	1485	354	539	505	492	356	365	283	893	997	1004	565	860	651	818	1425	1469	1678	1216
Television	2000 69%defkt	995 *71%*	1005 *68%*	174 *49%*	296 *55%*	312 62%d	348 71%def	292 82%adefg	323 88%adefgh	256 91%adefgh	470 *53%*	660 66%k	870 87%akl	401 *71%*	579 *67%*	466 *72%*	554 *68%*	980 *69%*	1020 *69%*	1085 *65%*	915 75%at
Radio	957 33%dkqs	466 *33%*	491 *33%*	70 *20%*	151 28%d	174 35%d	182 37%de	151 42%adefj	138 38%de	91 32%d	221 *25%*	356 36%k	380 38%ak	227 40%apq	309 36%q	211 32%q	210 *26%*	536 38%as	421 *29%*	586 35%u	371 *31%*
Internet or apps on a computer/laptop/netbook/ tablet	923 32%ijmpqsu	470 *33%*	452 *30%*	136 39%aij	202 37%aij	185 37%ij	172 35%ij	127 36%ij	85 23%ij	16 *6%*	338 38%am	357 36%m	228 *23%*	257 46%apq	350 41%apq	161 25%q	154 *19%*	608 43%as	315 *21%*	636 38%au	287 *24%*
Social media sites such as Facebook, Twitter, YouTube, etc.	876 30%hijmqu	382 *27%*	494 33%b	203 57%aefghij	248 46%afghij	184 36%aghij	138 28%hij	59 17%ij	33 9%ij	10 *4%*	451 51%alm	322 32%m	102 *10%*	184 33%q	279 32%q	202 *31%*	210 *26%*	463 32%s	413 *28%*	586 35%au	289 *24%*
Internet or apps on a mobile phone	837 29%hijmqsu	410 *29%*	427 *29%*	160 45%aghij	241 45%aghij	227 45%aghij	123 25%hij	54 15%ij	26 7%ij	6 *2%*	402 45%alm	350 35%am	85 *9%*	222 39%apq	298 35%apq	168 26%q	149 *18%*	520 37%as	317 *22%*	621 37%au	216 *18%*
Newspapers (printed)	830 29%defklt	416 *30%*	414 *28%*	50 *14%*	93 *17%*	108 21%d	126 26%de	130 36%adefg	176 48%adefgh	147 52%adefgh	143 *16%*	234 23%k	453 45%akl	192 34%apq	256 *30%*	177 *27%*	204 *25%*	449 31%s	381 *26%*	419 *25%*	411 34%at
Websites/apps of TV and radio companies such as BBC News Online or Sky News Online	663 23%ijmpqsu	357 25%c	307 *21%*	86 24%ij	149 28%ij	178 35%adeghij	113 23%ij	86 24%ij	43 12%j	8 *3%*	236 26%m	291 29%am	137 *14%*	202 36%apq	269 31%apq	111 17%q	81 *10%*	471 33%as	192 *13%*	480 29%au	183 *15%*
Search engines such as Google, Bing, etc.	501 17%ijmqsu	276 20%c	226 *15%*	68 19%ij	117 22%hij	118 23%ahij	97 20%ij	52 15%j	43 12%j	7 *3%*	185 21%m	214 21%am	102 *10%*	150 27%aopq	177 21%pq	98 15%q	76 *9%*	328 23%as	173 *12%*	358 21%au	144 *12%*
Internet or apps on a laptop/netbook computer	495 17%ijmpqsu	255 *18%*	240 *16%*	85 24%agij	117 22%agij	100 20%ij	74 15%j	62 18%j	50 14%j	7 *2%*	202 23%alm	174 17%m	119 *12%*	155 28%aopq	184 21%apq	81 *12%*	74 *9%*	339 24%as	155 *11%*	353 21%au	141 *12%*
Word of mouth (family / friends / colleagues) - in person/by phone/email	484 17%ijm	219 *16%*	265 *18%*	79 22%ahij	104 19%ij	88 *17%*	82 *17%*	52 *15%*	45 *12%*	34 *12%*	183 20%am	170 17%m	131 *13%*	104 18%q	168 20%q	99 *15%*	112 *14%*	272 19%s	211 *14%*	300 *18%*	184 *15%*
Internet or apps on a tablet	457 16%ijmpqsu	221 *16%*	236 *16%*	55 16%j	88 16%j	94 19%ij	100 20%ij	68 19%ij	44 12%j	8 *3%*	143 16%m	194 19%am	120 *12%*	151 27%aopq	164 19%pq	76 12%q	66 *8%*	315 22%as	142 *10%*	318 19%au	139 *11%*
Websites/apps of newspapers such as theguardian.com or Mail Online	438 15%ijmpqsu	212 *15%*	226 *15%*	70 20%ij	102 19%ij	89 18%ij	85 17%ij	58 16%ij	22 *6%*	12 *4%*	172 19%am	175 18%m	92 *9%*	134 24%apq	185 21%apq	71 11%q	49 *6%*	319 22%as	119 *8%*	325 19%au	113 *9%*

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u

Q3a/Q3aa/Q3ab/Q3b1 Platforms/ways access news nowadays

Base : All adults 16+

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Weighted base	2894	1409	1485	354	539	505	492	356	365	283	893	997	1004	565	860	651	818	1425	1469	1678	1216
Websites or apps that bring together news from different news providers such as MSN, Yahoo, Google News, or the home page of your internet service provider such as Tesco or Virgin. This might also include apps like Flipboard, Nuzzel or Smart News that are designed for mobiles and tablets.	256 9%imqs u	137 *10%*	119 *8%*	38 11%ij	51 5%ij	54 11%ij	56 11%ij	29 8%j	19 *5%*	8 *3%*	89 10%m	110 11%m	57 *6%*	76 13%apq	99 12%pq	49 8%q	32 *4%*	175 12%as	81 *6%*	186 11%u	70 *6%*
Internet or apps on a desktop computer	253 9%cqsu	160 11%ac	93 *6%*	26 7%j	52 10%j	46 9%j	50 10%j	45 13%adj	30 8%j	4 *1%*	78 *9%*	97 *10%*	78 *8%*	89 16%apq	100 12%apq	39 6%q	25 *3%*	189 13%as	64 *4%*	182 11%u	70 *6%*
Websites/apps of online news organisations like Buzzfeed, Huffington Post, Vice, etc.	224 8%hijmqs	97 *7%*	128 *9%*	54 15%aeghij	51 9%hij	59 12%aghij	32 6%ij	16 4%j	10 *3%*	3 *1%*	105 12%am	91 9%m	29 *3%*	83 15%aopq	77 9%q	42 6%q	22 *3%*	160 11%as	64 *4%*	151 9%u	73 *6%*
Interactive TV services via the 'red button', Ceefax or apps on the TV	138 5%qu	70 *5%*	68 *5%*	17 5%j	31 6%j	20 4%j	31 6%j	21 6%j	17 5%j	1 *	49 *5%*	51 *5%*	39 *4%*	38 7%q	40 *5%*	37 6%q	23 *3%*	78 *5%*	60 *4%*	98 6%u	40 *3%*
Magazines	120 4%q	47 *3%*	73 *5%*	18 *5%*	28 *5%*	15 *3%*	19 *4%*	15 *4%*	15 *4%*	10 *3%*	46 *5%*	34 *3%*	40 *4%*	34 6%q	42 5%q	26 *4%*	19 *2%*	76 5%s	44 *3%*	73 *4%*	47 *4%*
Websites/apps of news magazines such as The Economist or The Week	99 3%jmqs	51 *4%*	48 *3%*	14 4%ij	29 5%ij	21 4%ij	18 4%j	13 4%j	5 1%j	- -	42 5%m	39 4%m	17 *2%*	34 6%apq	36 4%q	15 *2%*	13 *2%*	71 5%as	28 *2%*	72 4%u	27 *2%*
Blogs	56 2%mqs	23 *2%*	33 *2%*	11 3%hj	12 *2%*	11 *2%*	15 3%hj	2 *1%*	4 *1%*	2 *1%*	23 3%m	25 3%m	7 *1%*	21 4%apq	24 3%q	8 1%q	2 *	45 3%as	10 *1%*	41 2%u	15 *1%*
Other	9 *	7 *1%*	1 *	- -	1 *	3 *	4 *1%*	- -	1 *	- -	1 *	7 *1%*	1 *	2 *	3 *	3 *	2 *	5 *	4 *	6 *	2 *
None of these	183 6%hijmnr	78 *6%*	105 *7%*	40 11%afghij	51 9%ahij	30 6%j	32 6%j	11 *3%*	12 *3%*	7 *3%*	91 10%alm	62 6%m	30 *3%*	16 *3%*	43 *5%*	37 6%n	87 11%anop	59 *4%*	124 8%ar	112 *7%*	71 *6%*
NET : ANY INTERNET OR APPS	**1684** 58%hijmqsu	**818** ***58%***	**866** ***58%***	**283** 80%aghij	**416** 77%aghij	**385** 76%aghij	**298** 61%hij	**162** 46%ij	**110** 30%j	**30** ***11%***	**699** 78%alm	**683** 69%am	**302** ***30%***	**402** 71%apq	**589** 68%apq	**352** 54%q	**342** ***42%***	**990** 69%as	**694** ***47%***	**1169** 70%au	**515** ***42%***
NET : INTERNET OR APPS ON A DESKTOP COMPUTER OR LAPTOP/NETBOOK COMPUTER	**623** 22%impqsu	**337** 24%c	**286** ***19%***	**99** 28%agij	**141** 26%ij	**120** 24%j	**100** 20%j	**86** 24%j	**66** 18%j	**10** ***4%***	**240** 27%am	**220** 22%m	**162** ***16%***	**187** 33%apq	**236** 27%apq	**107** 16%q	**92** ***11%***	**423** 30%as	**200** ***14%***	**437** 26%au	**186** ***15%***

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q3a/Q3aa/Q3ab/Q3b1 Platforms/ways access news nowadays

Base : All adults 16+

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Weighted base	2894	1409	1485	354	539	505	492	356	365	283	893	997	1004	565	860	651	818	1425	1469	1678	1216
NET : ANY PRESS	**1182**	**582**	**600**	**106**	**186**	**193**	**180**	**171**	**194**	**152**	**292**	**373**	**517**	**297**	**399**	**237**	**249**	**696**	**486**	**682**	**500**
	41%dekqs	***41%***	***40%***	***30%***	***34%***	38%d	***37%***	48%adefg	53%adefg	54%adefg	***33%***	***37%***	51%akl	53%apq	46%apq	36%q	***30%***	49%as	***33%***	***41%***	***41%***
NET : ANY BROADCAST	**2336**	**1145**	**1192**	**217**	**389**	**382**	**415**	**329**	**342**	**263**	**605**	**797**	**934**	**490**	**698**	**533**	**615**	**1189**	**1147**	**1321**	**1015**
	81%defkq	***81%***	***80%***	***61%***	72%d	76%d	84%def	92%adefg	94%adefg	93%adefg	***68%***	80%k	93%akl	87%aoq	81%q	82%q	***75%***	83%s	***78%***	***79%***	83%at

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q3a/Q3aa/Q3ab/Q3b1 Platforms/ways access news nowadays

Base : All adults 16+

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	2894	1768	362	413	351	1986	557	280	188	153	185	170	208	86	238	260	2642	234
Weighted base	2894	2423	248	142	81	2307	506	393	245	208	251	245	269	124*	321	367	2549	325
Television	2000 69%pr	1681 69%	161 65%	105 74%ce	53 65%	1574 68%	374 74%	274 70%p	188 77%p	140 67%p	195 78%ap	177 72%p	194 72%p	91 73%p	228 71%p	194 53%	1792 70%r	197 61%
Radio	957 33%cepr	840 35%ce	55 22%	44 31%ce	19 23%	751 33%	187 37%	160 41%aop	97 39%p	80 38%p	99 40%p	82 33%p	107 40%op	40 32%	95 30%	80 22%	905 35%r	50 15%
Internet or apps on a computer/laptop/netbook/ tablet	923 32%ceo	808 33%cde	57 23%	38 27%	20 25%	718 31%	185 36%	134 34%o	104 42%alo	77 37%o	87 35%o	65 26%	102 38%lo	38 30%	79 25%	122 33%o	820 32%	99 30%
Social media sites such as Facebook, Twitter, YouTube, etc.	876 30%do	758 31%d	64 26%d	26 18%	28 34%cd	691 30%	157 31%	131 33%o	61 25%	75 36%io	85 34%o	93 38%io	86 32%o	49 39%io	71 22%	108 29%	762 30%	113 35%
Internet or apps on a mobile phone	837 29%c	719 30%c	58 23%	35 25%	24 30%	683 30%	130 26%	147 37%ajklmo	77 31%	56 27%	65 26%	67 27%	64 24%	45 37%m	88 27%	110 30%	735 29%	97 30%
Newspapers (printed)	830 29%r	704 29%	65 26%	39 27%	22 27%	640 28%	169 33%l	122 31%o	84 34%op	57 28%	87 35%op	71 29%	92 34%op	29 24%	73 23%	90 24%	756 30%r	69 21%
Websites/apps of TV and radio companies such as BBC News Online or Sky News Online	663 23%c	581 24%cd	39 16%	26 18%	18 22%c	542 23%	104 21%	126 32%ailop	55 23%	50 24%	61 24%	50 20%	71 27%	29 23%	62 19%	77 21%	595 23%	63 20%
Search engines such as Google, Bing, etc.	501 17%ce	447 18%cde	27 11%	20 14%	8 9%	401 17%	93 18%	80 20%o	43 17%	44 21%o	42 17%	35 14%	62 23%o	27 21%	42 13%	73 20%o	445 17%	54 17%
Internet or apps on a laptop/netbook computer	495 17%	428 18%	33 13%	21 15%	13 16%	387 17%	95 19%	63 16%	63 26%ahklo	35 17%	38 15%	36 15%	58 22%	17 14%	46 14%	72 19%	430 17%	61 19%
Word of mouth (family / friends / colleagues) - in person/by phone/email	484 17%cd	421 17%cd	20 8%	15 10%	28 34%abcd	356 15%	100 20%l	50 13%	50 20%hl	51 24%ahlp	43 17%	29 12%	50 19%	31 26%hlp	64 20%hl	54 15%	426 17%	55 17%
Internet or apps on a tablet	457 16%	392 16%	32 13%	22 15%	11 13%	343 15%	103 20%af	69 17%	47 19%	36 17%	53 21%lop	27 11%	50 19%	25 20%	41 13%	45 12%	418 16%	37 12%
Websites/apps of newspapers such as theguardian.com or Mail Online	438 15%cde	395 16%cde	22 9%	14 10%	8 10%	360 16%	71 14%	81 21%alm	38 15%	30 14%	54 22%alm	31 12%	31 11%	21 17%	45 14%	65 18%	392 15%	46 14%

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q3a/Q3aa/Q3ab/Q3b1 Platforms/ways access news nowadays

Base : All adults 16+

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Weighted base	2894	2423	248	142	81	2307	506	393	245	208	251	245	269	124*	321	367	2549	325
Websites or apps that bring together news from different news providers such as MSN, Yahoo, Google News, or the home page of your internet service provider such as Tesco or Virgin. This might also include apps like Flipboard, Nuzzel or Smart News that are designed for mobiles and tablets.	256 9%e	229 9%ce	15 6%	10 7%e	2 3%	185 8%	68 14%af	38 10%	31 13%o	30 14%ako	17 7%	28 12%o	21 8%	12 10%	16 5%	36 10%	226 9%	30 9%
Internet or apps on a desktop computer	253 9%cde	232 10%cde	12 5%	6 4%	2 3%	209 9%	41 8%	45 11%o	25 10%	27 13%o	21 8%	18 7%	28 10%	14 11%	19 6%	35 10%	232 9%	19 6%
Websites/apps of online news organisations like Buzzfeed, Huffington Post, Vice, etc.	224 8%e	198 8%de	18 7%e	7 5%	2 2%	191 8%	32 6%	34 9%	13 5%	21 10%	18 7%	20 8%	18 7%	11 9%	22 7%	40 11%	201 8%	24 7%
Interactive TV services via the 'red button', Ceefax or apps on the TV	138 5%e	126 5%de	8 3%	4 3%	1 1%	118 5%	19 4%	8 2%	14 6%	11 5%	5 2%	18 7%hk	20 7%hk	12 10%hko	11 3%	26 7%hk	125 5%	12 4%
Magazines	120 4%ce	113 5%ce	3 1%	4 3%	1 1%	98 4%	21 4%	14 4%	22 9%ahjo	6 3%	14 6%	13 5%	15 5%o	5 4%	6 2%	18 5%	106 4%	13 4%
Websites/apps of news magazines such as The Economist or The Week	99 3%e	88 4%e	7 3%	3 2%	1 1%	85 4%	13 3%	16 4%	12 5%m	11 5%m	6 2%	4 2%	3 1%	2 1%	8 2%	25 7%almo	86 3%	12 4%
Blogs	56 2%	49 2%	3 1%	3 2%	* 1%	44 2%	11 2%	4 1%	4 2%	3 1%	7 3%	8 3%	5 2%	- -	5 1%	12 3%	45 2%	10 3%
Other	9 *	5 *	2 1%	- -	1 1%abd	7 *	1 *	- -	- -	- -	1 *	- -	- -	- -	2 1%	3 1%	6 *	3 1%
None of these	183 6%hk	135 6%	34 14%abd	6 4%	8 9%abd	152 7%	24 5%	8 2%	11 5%	8 4%	4 2%	16 6%hk	12 4%	3 2%	21 6%hk	53 15%ahijkmno	142 6%	37 11%aq
NET : ANY INTERNET OR APPS	**1684** 58%cdeo	**1455** 60%cde	**119** ***48%***	**70** ***50%***	**40** ***49%***	**1363** ***59%***	**282** ***56%***	**259** 66%ao	**144** 59%o	**131** 63%o	**154** 61%o	**158** 64%o	**159** 59%o	**78** 63%o	**153** ***48%***	**220** 60%o	**1462** ***57%***	**214** 66%aq
NET : INTERNET OR APPS ON A DESKTOP COMPUTER OR LAPTOP/NETBOOK COMPUTER	**623** 22%c	**547** 23%cd	**37** ***15%***	**25** ***17%***	**14** ***17%***	**494** ***21%***	**114** ***23%***	**86** ***22%***	**69** 28%lo	**54** 26%o	**49** ***20%***	**44** ***18%***	**75** 28%alo	**24** ***19%***	**54** ***17%***	**92** 25%o	**548** ***21%***	**71** ***22%***

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q3a/Q3aa/Q3ab/Q3b1 Platforms/ways access news nowadays

Base : All adults 16+

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Weighted base	2894	2423	248	142	81	2307	506	393	245	208	251	245	269	124*	321	367	2549	325
NET : ANY PRESS	**1182**	**1024**	**79**	**52**	**27**	**938**	**217**	**192**	**122**	**79**	**121**	**98**	**112**	**48**	**107**	**147**	**1071**	**104**
	41%ceor	42%ce	***32%***	***37%***	***34%***	***41%***	***43%***	49%ajop	50%ao	***38%***	48%o	***40%***	***42%***	***39%***	***33%***	***40%***	42%r	***32%***
NET : ANY BROADCAST	**2336**	**1972**	**183**	**122**	**59**	**1851**	**426**	**346**	**214**	**173**	**220**	**197**	**222**	**108**	**263**	**229**	**2116**	**209**
	81%cepr	81%ce	***74%***	86%abce	***73%***	***80%***	***84%***	88%alp	87%ap	83%p	88%ap	80%p	82%p	87%p	82%p	***62%***	83%r	***64%***

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q3a/Q3aa/Q3ab/Q3b1 Platforms/ways access news nowadays

Base : All adults 16+

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	2894	194	424	394	2096	910	910	783	686	922	109	100	474	2096	910	910	1418	100	60	517	290	184	14
Weighted base	2894	253	495	457	2000	830	957	923	837	1115	138*	120*	484	2000	830	957	1684	120*	71*	412	205	139	15**
Television	2000 69%hiq	177 70%	340 69%	321 70%	2000 100%afgh ijklm	694 84%ahij km	771 81%ahij km	595 65%	499 60%	727 65%i	89 65%	97 81%ahij k	355 73%hij	2000 100%aopq rs	694 84%aq	771 81%aq	1060 63%	97 81%aq	66 92%apq	412 100%aop qrs	205 100%aop qrs	139 100%aop qrs	15 100%
Radio	957 33%tu	115 45%a	225 46%a	207 45%a	771 39%a	393 47%aeh ij	957 100%aefh ijklm	382 41%aj	313 37%	396 36%	69 50%aeij	81 68%aefh ijkm	256 53%aehi j	771 39%atu	393 47%anq tu	957 100%anoq rstu	588 35%tu	81 68%anoq tu	58 82%anoqt u	-	-	139 100%ano qrstu	15 100%
Internet or apps on a computer/laptop/netbook/ tablet	923 32%uv	253 100%a	495 100%a	457 100%a	595 30%	267 32%	382 40%aef	923 100%aefg ijklm	367 44%aef	534 48%aefg	83 60%aefg ijm	61 50%aef	229 47%aefg	595 30%uv	267 32%uv	382 40%anot uv	923 55%anop tuv	61 50%anot uv	43 60%anopt uv	-	-	-	-
Social media sites such as Facebook, Twitter, YouTube, etc.	876 30%fotu v	108 43%a	213 43%a	190 42%a	569 28%f	191 23%	291 30%f	371 40%aefg	412 49%aefg hm	876 79%aefg hiklm	62 45%aefg	47 39%ef	200 41%aefg	569 28%otuv	191 23%uv	291 30%otuv	876 52%anop rtuv	47 39%notu v	27 38%otuv	-	-	-	-
Internet or apps on a mobile phone	837 29%entu v	104 41%a	227 46%a	196 43%a	499 25%	218 26%	313 33%ef	367 40%aef g	837 100%aefg hjklm	550 49%aefg h	64 47%aefg	55 46%aefg	215 44%aefg	499 25%uv	218 26%uv	313 33%notu v	837 50%anop tuv	55 46%anop tuv	35 49%anopt uv	-	-	-	-
Newspapers (printed)	830 29%qt	73 29%	156 31%	155 34%	694 35%ahi j	830 100%aegh ijklm	393 41%aehi j	267 29%	218 26%	278 25%	48 34%	71 59%aegh ijkm	175 36%ahij	694 35%aqt	830 100%anpq rt	393 41%anqt	420 25%t	71 59%anp qt	71 100%anpqr t	-	205 100%anp qrt	139 100%anp qrt	15 100%
Websites/apps of TV and radio companies such as BBC News Online or Sky News Online	663 23%uv	137 54%a	266 54%a	232 51%a	463 23%	211 25%	310 32%aef	452 49%aefg jm	440 53%aefg jlm	383 34%aef	65 47%aefg jm	45 37%aef	164 34%aef	463 23%uv	211 25%uv	310 32%anot uv	663 39%anop tuv	45 37%anot uv	30 42%anotu v	-	-	-	-
Search engines such as Google, Bing, etc.	501 17%uv	129 51%a	214 43%a	194 42%a	355 18%	158 19%	234 24%aef	366 40%aefg jm	296 35%aefg j	310 28%aef	62 45%aefg jlm	35 29%aef	144 30%aef	355 18%tuv	158 19%uv	234 24%anot uv	501 30%anop tuv	35 29%anot uv	27 38%anopt uv	-	-	-	-
Internet or apps on a laptop/netbook computer	495 17%uv	124 49%a	495 100%abd	196 43%a	340 17%	156 19%	225 24%aef	495 54%aefg ijklm	227 27%aef	302 27%aef	53 38%aefg ij	38 31%aef	135 28%aef	340 17%uv	156 19%uv	225 24%anot uv	495 29%anop tuv	38 31%anot uv	27 38%anopt uv	-	-	-	-

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

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		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
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Weighted base	2894	253	495	457	2000	830	957	923	837	1115	138*	120*	484	2000	830	957	1684	120*	71*	412	205	139	15**
Word of mouth (family / friends / colleagues) - in person/by phone/email	484 17%tu	77 31%a	135 27%a	120 26%a	355 *18%*	175 21%a	256 27%aef	229 25%ae	215 26%ae	253 23%ae	51 37%aefg hij	47 39%aef ghij	484 100%aefg hijkl	355 18%tu	175 21%atu	256 27%anoq tuv	348 21%atu	47 39%anop qtuv	37 52%anopq tuv	36 *9%*	21 *10%*	24 17%t	7 *44%*
Internet or apps on a tablet	457 16%tuv	104 41%a	196 40%a	457 100%abc	321 *16%*	155 *19%*	207 22%ae	457 50%aefg ijklm	196 23%aef	276 25%aef	50 36%aefg ijm	34 28%aef	120 25%aef	321 16%tuv	155 19%tuv	207 22%antu v	457 27%anop tuv	34 28%anot uv	27 38%anopt uv	-	-	-	-
Websites/apps of newspapers such as theguardian.com or Mail Online	438 15%tuv	107 42%a	176 36%a	174 38%a	309 *15%*	160 19%ae	212 22%ae	316 34%aefg m	285 34%aefg m	438 39%aefg m	40 29%aef	38 32%aef	133 27%aef	309 15%tuv	160 19%antu v	212 22%antu v	438 26%anot uv	38 32%anot uv	28 39%anopq tuv	-	-	-	-
Websites or apps that bring together news from different news providers such as MSN, Yahoo, Google News, or the home page of your internet service provider such as Tesco or Virgin. This might also include apps like Flipboard, Nuzzel or Smart News that are designed for mobiles and tablets.	256 9%tuv	64 25%a	123 25%a	112 24%a	176 *9%*	90 *11%*	122 13%ae	200 22%aefg j	160 19%aefg j	150 13%ae	37 27%aefg j	34 29%aefg ij	100 21%aefgj	176 9%tuv	90 11%tuv	122 13%antu v	256 15%anot uv	34 29%anop qtuv	25 35%anopq tuv	-	-	-	-
Internet or apps on a desktop computer	253 9%tuv	253 100%acd	124 25%a	104 23%a	177 *9%*	73 *9%*	115 12%ae	253 27%aefg ijlm	104 12%aef	157 14%aef	34 24%aefg ij	15 *13%*	77 16%aef	177 9%tuv	73 9%tuv	115 12%antu v	253 15%anot uv	15 13%tuv	12 17%antuv	-	-	-	-
Websites/apps of online news organisations like Buzzfeed, Huffington Post, Vice, etc.	224 8%tuv	57 23%a	95 19%a	89 19%a	139 *7%*	57 *7%*	98 10%aef	156 17%aefg	157 19%aefg j	154 14%aefg	29 21%aefg	23 19%aefg	70 15%aefg	139 7%tuv	57 7%tuv	98 10%anot uv	224 13%anot uv	23 19%anop tuv	17 24%anopq tuv	-	-	-	-
Interactive TV services via the 'red button', Ceefax or apps on the TV	138 5%tu	34 13%a	53 11%a	50 11%a	89 *4%*	48 *6%*	69 7%ae	83 9%aef	64 8%ae	82 7%ae	138 100%aefg hijlm	14 12%aef	51 11%aef	89 4%tu	48 6%tu	69 7%antu	120 7%antu	14 12%anot uv	12 16%anopq tuv	-	*	4 3%tu	2 *14%*

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Q3a/Q3aa/Q3ab/Q3b1 Platforms/ways access news nowadays

Base : All adults 16+

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
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Weighted base	2894	253	495	457	2000	830	957	923	837	1115	138*	120*	484	2000	830	957	1684	120*	71*	412	205	139	15**
Magazines	120 4%uv	15 6%	38 8%a	34 7%a	97 5%	71 9%aej	81 8%aej	61 7%a	55 7%a	60 5%	14 10%ae	120 100%aefg hijkm	47 10%aej	97 5%tuv	71 9%anqtu v	81 8%anqtu v	87 5%tuv	120 100%ano pqtuv	71 100%anopq tuv	-	-	-	15 100%
Websites/apps of news magazines such as The Economist or The Week	99 3%uv	28 11%a	48 10%a	41 9%a	56 3%	35 4%	40 4%	75 8%aefg	65 8%aefg	70 6%ae	19 13%aefg j	21 17%aefgh ijm	34 7%ae	56 3%tu	35 4%tuv	40 4%tuv	99 6%antu v	21 17%anop qtuv	12 17%anopq tuv	-	-	-	-
Blogs	56 2%l	17 7%a	35 7%a	23 5%a	41 2%	27 3%	32 3%a	40 4%ae	48 6%aef	45 4%ae	9 7%ae	10 9%aefg	27 6%ae	41 2%tu	27 3%tuv	32 3%atuv	56 3%antuv	10 9%anop qtuv	10 15%anopq tuv	-	-	-	-
Other	9 *	1 *	3 1%	3 1%	5 *	- -	2 *	7 1%lj	2 *	* *	1 1%	- -	2 *	5 *	- -	2 *	9 1%	- -	- -	-	-	-	-
None of these	183 6%bcdef ghijklm nopqrtu v	- -	- -	- -	- -	- -	- -	- -	- -	27 2%efghi m	- -	- -	-	- -	- -	- -	27 2%nopt	- -	- -	-	-	-	-
NET : ANY INTERNET OR APPS	**1684** 58%efn oluv	**253** 100%a	**495** 100%a	**457** 100%a	**1060** **53%**	**420** **51%**	**588** 61%ef	**923** 100%aef gklm	**837** 100%aef gklm	**1115** 100%aefg klm	**120** 87%aefg lm	**87** 72%aef	**348** 72%aefg	**1060** 53%tuv	**420** 51%tuv	**588** 61%not uv	**1684** 100%anop rstuv	**87** 72%anot uv	**51** 72%notuv	**-**	**-**	**-**	**-**
NET : INTERNET OR APPS ON A DESKTOP COMPUTER OR LAPTOP/NETBOOK COMPUTER	**623** 22%tuv	**253** 100%ad	**495** 100%ad	**218** 48%a	**420** **21%**	**178** **21%**	**271** 28%aef	**623** 67%aefg **ijklm**	**265** 32%aef	**374** 34%aefg	**63** 46%aefg **ij**	**42** 35%aef	**166** 34%aef	**420** 21%tuv	**178** 21%tuv	**271** 28%anot **uv**	**623** 37%anop **tuv**	**42** 35%anot **uv**	**28** 40%anotu **v**	**-**	**-**	**-**	**-**
NET : ANY PRESS	**1182** 41%l	**151** 60%a	**282** 57%a	**262** 57%a	**904** 45%a	**830** 100%aegh ijkm	**533** 56%ae	**496** 54%ae	**430** 51%ae	**583** 52%ae	**78** 56%ae	**120** 100%aegh ijkm	**258** 53%ae	**904** 45%at	**830** 100%anpq t	**533** 56%anqt	**759** 45%at	**120** 100%anp qt	**71** 100%anpqt	**-**	**205** 100%anp qt	**139** 100%anp qt	**15** **100%**
NET : ANY BROADCAST	**2336** **81%**	**213** **84%**	**420** **85%**	**395** 86%a	**2000** 100%afhi jklm	**769** 93%ahi jkm	**957** 100%afhi jklm	**751** **81%**	**662** **79%**	**884** **79%**	**103** **74%**	**112** 93%ahij km	**410** 85%jk	**2000** 100%aoqr s	**769** 93%aq	**957** 100%aoqr s	**1339** **80%**	**112** 93%aq	**71** 99%aq	**412** 100%aoq r	**205** 100%aoq r	**139** 100%aoq r	**15** **100%**

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Q5a News sources use nowadays - TV Channels

Base : All adults 16+ who use Television for news nowadays

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	2096	1029	1067	153	217	226	275	347	484	394	370	501	1225	385	519	460	732	904	1192	778	1318
Weighted base	2000	995	1005	174	296	312	348	292	323	256	470	660	870	401	579	466	554	980	1020	1085	915
BBC One	1454	741	713	123	187	205	240	232	257	210	311	445	699	302	442	325	385	744	710	758	696
	73%ekl	74%	71%	71%	63%	66%	69%	80%aefg	80%adefg	82%adefg	66%	67%	80%akl	75%	76%pq	70%	69%	76%s	70%	70%	76%l
BBC Two	143	88	55	9	18	17	17	24	33	24	27	34	82	41	41	23	38	82	60	68	74
	7%	9%c	5%	5%	6%	6%	5%	8%	10%ag	9%g	6%	5%	9%akl	10%p	7%	5%	7%	8%	6%	6%	8%
BBC Three	41	20	21	3	14	6	3	6	2	6	18	9	15	5	14	7	15	19	22	28	13
	2%	2%	2%	2%	5%agi	2%	1%	2%	1%	2%	4%lm	1%	2%	1%	2%	2%	3%	2%	2%	3%	1%
BBC Four	50	29	21	2	3	8	6	11	12	9	5	14	32	12	10	7	21	22	28	21	29
	3%	3%	2%	1%	1%	2%	2%	4%	4%e	3%	1%	2%	4%k	3%	2%	1%	4%	2%	3%	2%	3%
BBC Alba	7	3	4	-	-	4	-	1	-	2	-	4	3	-	-	4	3	-	7	4	3
	*	*	*	-	-	1%	-	*	-	1%	-	1%	*	-	-	1%	1%	-	1%	*	*
ITV/ITV WALES/UTV/STV	847	396	452	62	119	117	149	140	145	116	181	266	401	142	222	199	284	365	483	433	414
	42%ur	40%	45%b	36%	40%	37%	43%	48%df	45%	45%	38%	40%	46%k	35%	38%	43%	51%anop	37%	47%ar	40%	45%l
Channel 4	234	126	107	25	35	40	48	30	37	18	60	88	86	67	73	30	64	140	94	141	93
	12%ip	13%	11%	14%j	12%	13%j	14%j	10%	12%	7%	13%	13%	10%	17%apq	13%p	6%	12%p	14%s	9%	13%	10%
S4C	4	1	3	-	-	1	-	*	1	2	-	1	3	1	1	1	1	2	2	1	3
	*	*	*	-	-	*	-	*	*	1%	-	*	*	*	*	*	*	*	*	*	*
Channel 5	83	34	49	6	11	11	13	19	10	12	17	24	41	20	25	15	22	45	37	46	37
	4%	3%	5%	3%	4%	4%	4%	6%	3%	5%	4%	4%	5%	5%	4%	3%	4%	5%	4%	4%	4%
RTE Channels\TG3\TG4	4	2	2	-	-	1	*	1	1	*	-	1	2	1	1	1	1	1	2	2	2
	*	*	*	-	-	*	*	*	*	*	-	*	*	*	*	*	*	*	*	*	*
Sky News Channel	427	233	194	30	66	114	70	61	55	32	96	183	148	100	151	98	78	251	176	280	148
	21%mqsu	23%	19%	17%	22%j	36%adegh ij	20%j	21%j	17%	13%	20%	28%akm	17%	25%q	26%aq	21%q	14%	26%as	17%	26%au	16%
BBC News Channel	357	220	136	18	51	85	83	47	49	24	69	168	120	109	112	66	70	221	136	226	131
	18%cdjmq su	22%ac	14%	10%	17%j	27%adehi j	24%adhij	16%j	15%j	9%	15%	25%akm	14%	27%aopq	19%q	14%	13%	23%as	13%	21%u	14%
CNN	64	41	23	8	11	11	14	6	9	4	19	26	19	17	27	13	6	45	19	43	20
	3%g	4%c	2%	5%	4%	4%	4%	2%	3%	2%	4%	4%	2%	4%q	5%q	3%	1%	5%s	2%	4%u	2%
Fox News	21	15	6	1	2	6	5	4	3	-	3	11	7	4	8	7	2	12	8	13	7
	1%	1%	1%	1%	1%	2%	2%	1%j	1%	-	1%	2%	1%	1%	1%	1%	*	1%	1%	1%	1%
CNBC	10	8	2	-	3	2	2	2	-	1	3	4	3	*	4	3	2	4	5	8	1
	*	1%	*	-	1%	1%	*	1%	-	*	1%	1%	*	*	1%	1%	*	*	*	1%	*

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Q5a News sources use nowadays - TV Channels

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	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Weighted base	2000	995	1005	174	296	312	348	292	323	256	470	660	870	401	579	466	554	980	1020	1085	915
Euronews (English version)	11 1%	10 1%c	1 *	- -	2 1%	3 1%	* *	2 1%	3 1%	1 *	2 *	3 *	6 1%	2 *	5 1%	2 *	3 *	6 1%	5 *	7 1%	4 *
Euronews (Non English version)	6 *	2 *	3 *	- -	1 *	4 1%	- -	- -	1 *	- -	1 *	4 1%	1 *	1 *	3 1%	1 *	- -	4 *	1 *	4 *	2 *
Al Jazeera (English version)	55 3%	34 3%	21 2%	- -	7 2%	7 2%	7 2%	21 7%adefgij	7 2%	5 2%	7 1%	14 2%	34 4%k	17 4%p	17 3%	6 1%	14 3%	34 4%	20 2%	34 3%	21 2%
Al Jazeera (Arabic version)	13 1%	9 1%	4 *	- -	2 1%	4 1%	4 1%	1 *	2 1%	- -	2 *	8 1%	3 *	3 1%	5 1%	2 *	2 *	8 1%	4 *	8 1%	5 1%
RT (Russia Today)	34 2%	25 3%c	9 1%	3 2%	6 2%	8 3%	2 *	8 3%g	4 1%	4 1%	9 2%	10 2%	15 2%	8 2%	12 2%	7 1%	7 1%	20 2%	14 1%	15 1%	19 2%
BBC Parliament	24 1%	18 2%c	6 1%	- -	5 2%	4 1%	7 2%	4 1%	4 1%	1 *	5 1%	11 2%	9 1%	6 2%	7 1%	6 1%	5 1%	13 1%	11 1%	15 1%	9 1%
Zee TV	2 *	- -	2 *	- -	- -	- -	2 1%	- -	- -	- -	- -	2 *	- -	- -	2 *	- -	- -	2 *	- -	2 *	- -
PTV	1 *	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	1 *	1 *	- -
Star Plus	2 *	2 *	- -	- -	- -	- -	2 *	- -	- -	- -	- -	2 *	- -	- -	- -	2 *	- -	- -	2 *	2 *	- -
Bangla TV	8 *	6 1%	2 *	- -	- -	- -	7 2%ahi	- -	- -	1 *	- -	7 1%m	1 *	- -	3 1%	2 *	3 1%	3 *	5 *	7 1%	1 *
Arab News Network	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Deutsche Welle	* *	* *	- -	- -	- -	- -	- -	* *	- -	- -	- -	- -	* *	* *	- -	- -	- -	* *	- -	- -	* *
TF1	3 *	1 *	2 *	- -	3 1%a	- -	- -	- -	- -	- -	3 1%	- -	- -	2 *	- -	1 *	- -	2 *	1 *	2 *	1 *
France 24	9 *	2 *	6 1%	- -	2 1%	- -	- -	4 1%	3 1%	* *	2 *	- -	7 1%l	4 1%	2 *	- -	2 *	6 1%	2 *	6 1%	3 *
CCTV News (China)	7 *	5 *	2 *	- -	3 1%	2 1%	- -	- -	2 1%	* *	3 1%	2 *	2 *	3 1%	1 *	3 1%	* *	4 *	3 *	4 *	3 *
Bloomberg TV	9 *	3 *	5 1%	* *	- -	2 1%	5 1%	1 *	1 *	- -	* *	7 1%	2 *	4 1%	4 1%	- -	1 *	8 1%s	1 *	7 1%	2 *
Other channel(s)	23 1%	10 1%	13 1%	2 1%	10 4%ahij	3 1%	3 1%	1 *	1 *	2 1%	13 3%am	6 1%	4 *	6 1%	3 *	9 2%	5 1%	8 1%	14 1%	18 2%u	4 *

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5a News sources use nowadays - TV Channels

Base : All adults 16+ who use Television for news nowadays

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Weighted base	2000	995	1005	174	296	312	348	292	323	256	470	660	870	401	579	466	554	980	1020	1085	915
None of these	23 1%	18 2%c	5 *	3 2%	3 1%	8 3%gj	* *	4 1%j	5 2%gj	- -	5 1%	8 1%	10 1%	5 1%	7 1%	4 1%	7 1%	12 1%	11 1%	16 2%	7 1%
Don't know	35 2%m	10 1%	25 2%b	7 4%hi	5 2%	11 3%hi	6 2%	1 *	2 1%	3 1%	12 3%m	17 3%m	6 1%	7 2%	12 2%	7 2%	8 1%	19 2%	16 2%	22 2%	13 1%
NET : Euronews	**17** 1%	**13** 1%	**4** *	**-** -	**3** 1%	**6** 2%	* *	**2** 1%	**3** 1%	**1** *	**3** 1%	**6** 1%	**7** 1%	**3** 1%	**8** 1%	**3** 1%	**3** *	**11** 1%	**6** 1%	**10** 1%	**6** 1%
NET : Al Jazeera	**68** 3%d	**42** 4%	**25** 3%	**-** -	**9** 3%	**11** 4%d	**11** 3%	**22** 8%adegij	**9** 3%d	**5** 2%	**9** 2%	**22** 3%	**37** 4%	**20** 5%p	**22** 4%	**8** 2%	**17** 3%	**43** 4%s	**25** 2%	**41** 4%	**26** 3%
NET : PSB channels	**1767** 88%k	**864** 87%	**903** 90%	**146** 84%	**249** 84%	**250** 80%	**313** 90%f	**269** 92%def	**296** 92%def	**243** 95%adefg	**395** 84%	**563** 85%	**808** 93%akl	**343** 85%	**506** 88%	**412** 88%	**506** 91%n	**849** 87%	**918** 90%r	**931** 86%	**836** 91%tl
NET : Digital channels	**701** 35%cjmqsu	**400** 40%ac	**302** 30%	**47** 27%	**112** 38%j	**159** 51%adegh ij	**125** 36%j	**104** 36%j	**101** 31%j	**53** 21%	**159** 34%	**284** 43%akm	**259** 30%	**168** 42%apq	**233** 40%pq	**152** 33%	**149** 27%	**401** 41%as	**300** 29%	**432** 40%au	**269** 29%
NET : Any TV Channel	**1942** 97%f	**967** 97%	**975** 97%	**165** 94%	**288** 97%	**293** 94%	**342** 98%f	**286** 98%f	**315** 98%	**253** 99%df	**453** 96%	**635** 96%	**854** 98%	**389** 97%	**560** 97%	**454** 98%	**539** 97%	**949** 97%	**993** 97%	**1046** 96%	**896** 98%

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5a News sources use nowadays - TV Channels

Base : All adults 16+ who use Television for news nowadays

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	2096	1282	245	329	240	1421	435	201	145	109	153	136	157	67	177	137	1949	137
Weighted base	2000	1681	161	105	53	1574	374	274	188	140*	195	177	194	91*	228	194	1792	197
BBC One	1454 73%cpr	1229 73%c	103 64%	81 78%c	41 77%c	1129 72%	284 76%	236 86%aijklmnop	139 74%p	91 65%	147 75%p	127 72%	148 76%p	67 74%	156 68%	119 61%	1329 74%r	117 59%
BBC Two	143 7%c	130 8%c	3 2%	5 5%	4 7%c	122 8%	17 5%	18 7%	9 5%	5 4%	14 7%	17 10%	19 10%	6 7%	22 10%	19 10%	127 7%	16 8%
BBC Three	41 2%	39 2%	1 1%	* *	* 1%	37 2%	4 1%	1 *	5 3%	2 1%	4 2%	8 5%h	3 1%	- -	5 2%	11 6%ahm	34 2%	8 4%
BBC Four	50 3%e	47 3%e	1 1%	2 2%	- -	41 3%	9 2%	5 2%	8 4%	3 2%	3 2%	4 2%	5 3%	2 2%	6 3%	11 6%ah	45 3%	5 3%
BBC Alba	7 *	7 *	* *	- -	- -	7 *	- -	- -	4 2%a	- -	- -	2 1%	- -	- -	1 *	- -	7 *	- -
ITV/ITV WALES/UTV/STV	847 42%hjpr	693 41%	77 48%d	40 38%	38 72%abcd	654 42%	156 42%	95 35%	56 30%	70 50%hip	105 54%ahimp	74 42%p	72 37%	57 62%ahilmp	111 48%himp	54 28%	788 44%r	54 27%
Channel 4	234 12%cd	217 13%cd	7 4%	5 4%	5 9%cd	179 11%	50 13%	39 14%	29 15%	18 13%	27 14%	20 11%	23 12%	7 8%	32 14%	23 12%	208 12%	26 13%
S4C	4 *	- -	- -	4 4%abce	- -	2 *	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	4 *	- -
Channel 5	83 4%	76 4%	4 2%	2 2%	1 2%	62 4%	20 5%	12 4%	9 5%	9 7%	5 2%	13 7%	11 6%	5 5%	7 3%	5 3%	79 4%	4 2%
RTE Channels\TG3\TG4	4 *	- -	- -	- -	4 7%abcd	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	4 *	- -
Sky News Channel	427 21%cd	374 22%d	28 18%	13 13%	11 21%c	348 22%	68 18%	50 18%	32 17%	40 29%l	54 28%	37 21%	47 24%	18 20%	42 19%	54 28%h	367 20%	57 29%aq
BBC News Channel	357 18%cd	325 19%cde	13 8%	11 11%	7 13%	287 18%	62 17%	53 19%n	34 18%	28 20%	38 20%	32 18%	35 18%	7 8%	39 17%	60 31%ahiklmno	279 16%	75 38%aq
CNN	64 3%d	61 4%cd	1 1%	1 1%	1 2%	54 3%	9 2%	11 4%	2 1%	3 2%	6 3%	5 3%	6 3%	- -	8 4%	19 10%ahijklmno	41 2%	22 11%aq
Fox News	21 1%	17 1%	2 1%	1 1%	1 1%	19 1%	1 *	- -	- -	- -	2 1%	4 2%h	2 1%	- -	- -	9 4%ahijo	16 1%	4 2%

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5a News sources use nowadays - TV Channels

Base : All adults 16+ who use Television for news nowadays

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Weighted base	2000	1681	161	105	53	1574	374	274	188	140*	195	177	194	91*	228	194	1792	197
CNBC	10	8	*	1	-	9	*	-	1	2	1	-	-	-	-	5	6	3
	*	*	*	1%	-	1%	*	-	*	1%	*	-	-	-	-	2%aho	*	2%
Euronews (English version)	11	10	-	1	-	10	1	-	2	-	1	1	3	1	1	1	11	-
	1%	1%	-	1%	-	1%	*	-	1%	-	*	*	1%	1%	*	1%	1%	-
Euronews (Non English version)	6	4	1	-	-	3	2	-	-	1	-	2	-	-	-	1	6	-
	*	*	1%	-	-	*	1%	-	-	1%	-	1%	-	-	-	1%	*	-
Al Jazeera (English version)	55	47	2	3	2	43	10	4	5	3	6	8	3	3	4	10	46	9
	3%	3%	1%	3%	4%	3%	3%	2%	3%	2%	3%	5%	2%	4%	2%	5%	3%	5%
Al Jazeera (Arabic version)	13	11	2	-	-	12	1	2	4	1	1	-	-	-	-	3	8	5
	1%	1%	1%	-	-	1%	*	1%	2%	1%	*	-	-	-	-	1%	*	2%aq
RT (Russia Today)	34	24	4	3	3	26	5	4	1	4	4	2	2	1	4	2	29	5
	2%	1%	2%	3%b	5%ab	2%	1%	1%	*	3%	2%	1%	1%	1%	2%	1%	2%	2%
BBC Parliament	24	23	1	*	-	21	4	3	-	5	2	-	5	2	3	4	22	3
	1%	1%	1%	*	-	1%	1%	1%	-	4%ail	1%	-	2%	2%	1%	2%	1%	1%
Zee TV	2	2	-	-	-	2	-	-	2	-	-	-	-	-	-	-	2	-
	*	*	-	-	-	*	-	-	1%a	-	-	-	-	-	-	-	*	-
PTV	1	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-
	*	-	1%ab	-	-	*	-	-	-	-	-	-	-	-	-	-	*	-
Star Plus	2	2	-	-	-	2	-	-	-	-	-	-	-	-	-	2	-	2
	*	*	-	-	-	*	-	-	-	-	-	-	-	-	-	1%a	-	1%aq
Bangla TV	8	8	-	-	-	8	-	-	2	-	-	-	-	-	-	6	2	6
	*	*	-	-	-	*	-	-	1%	-	-	-	-	-	-	3%ahmo	*	3%aq
Arab News Network	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Deutsche Welle	*	-	*	-	-	-	*	-	-	-	-	-	-	-	-	-	*	-
	*	-	*b	-	-	-	*	-	-	-	-	-	-	-	-	-	*	-
TF1	3	3	-	-	-	3	-	-	-	-	-	-	-	-	-	3	2	1
	*	*	-	-	-	*	-	-	-	-	-	-	-	-	-	1%a	*	1%
France 24	9	8	-	*	-	9	-	-	-	2	1	-	2	-	2	3	8	1
	*	1%	-	*	-	1%	-	-	-	1%	*	-	1%	-	1%	1%	*	1%
CCTV News (China)	7	7	-	*	-	4	3	-	-	5	-	1	-	-	-	1	5	2
	*	*	-	*	-	*	1%	-	-	4%ahikmo	-	*	-	-	-	1%	*	1%

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5a News sources use nowadays - TV Channels

Base : All adults 16+ who use Television for news nowadays

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Weighted base	2000	1681	161	105	53	1574	374	274	188	140*	195	177	194	91*	228	194	1792	197
Bloomberg TV	9	8	-	1	1	7	1	2	-	-	4	-	-	-	-	2	9	-
	*	*	-	1%	1%c	*	*	1%	-	-	2%a	-	-	-	-	1%	*	-
Other channel(s)	23	18	2	1	1	14	7	4	-	2	-	1	5	-	-	6	17	5
	1%	1%	1%	1%	3%ab	1%	2%	2%	-	1%	-	*	3%o	-	-	3%o	1%	3%
None of these	23	18	3	1	1	18	4	-	6	2	2	1	2	-	2	3	20	3
	1%	1%	2%	1%	2%	1%	1%	-	3%ah	2%	1%	*	1%	-	1%	1%	1%	1%
Don't know	35	30	4	1	*	30	4	1	6	2	2	4	2	-	2	11	28	6
	2%	2%	2%	1%	*	2%	1%	*	3%h	1%	1%	2%	1%	-	1%	6%ahmo	2%	3%
NET : Euronews	**17**	**14**	**1**	**1**	**-**	**13**	**4**	**-**	**2**	**1**	**1**	**3**	**3**	**1**	**1**	**3**	**17**	**-**
	1%	1%	1%	1%	-	1%	1%	-	1%	1%	*	2%	1%	1%	*	1%	1%	-
NET : Al Jazeera	**68**	**58**	**4**	**3**	**2**	**55**	**11**	**6**	**9**	**4**	**7**	**8**	**3**	**3**	**4**	**12**	**54**	**14**
	3%	3%	3%	3%	4%	3%	3%	2%	5%	3%	4%	5%	2%	4%	2%	6%m	3%	7%aq
NET : PSB channels	**1767**	**1482**	**141**	**96**	**49**	**1381**	**338**	**254**	**162**	**117**	**180**	**160**	**174**	**84**	**207**	**143**	**1615**	**144**
	88%pr	88%	87%	91%	92%	88%	90%	93%jp	86%p	84%	92%jp	91%p	89%p	93%p	91%p	74%	90%r	73%
NET : Digital channels	**701**	**618**	**43**	**25**	**15**	**569**	**117**	**89**	**63**	**56**	**85**	**60**	**75**	**21**	**65**	**105**	**576**	**121**
	35%cd	37%cde	27%	24%	29%	36%	31%	32%	33%	40%n	44%hno	34%	39%n	23%	29%	54%ahijlmno	32%	61%aq
NET : Any TV Channel	**1942**	**1633**	**154**	**103**	**51**	**1525**	**365**	**273**	**176**	**135**	**191**	**173**	**190**	**91**	**225**	**180**	**1744**	**189**
	97%ip	97%	96%	98%	97%	97%	98%	100%aip	93%	97%	98%p	97%	98%p	100%p	98%ip	93%	97%	96%

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5a News sources use nowadays - TV Channels

Base : All adults 16+ who use Television for news nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	2096	141	290	281	2096	787	750	522	408	598	73	81	355	2096	787	750	908	81	56	517	290	184	14
Weighted base	2000	177	340	321	2000	694	771	595	499	727	89*	97*	355	2000	694	771	1060	97*	66*	412	205	139	15**
BBC One	1454 *73%*	142 *80%*	262 *77%*	249 *77%*	1454 *73%*	549 *79%aeij*	607 *79%aeij*	456 *77%j*	355 *71%*	498 *69%*	70 *78%*	67 *70%*	266 *75%*	1454 *73%*	549 *79%anqt*	607 *79%anqt*	752 *71%*	67 *70%*	51 *78%*	286 *69%*	167 *81%anqt*	122 *88%anoprt*	7 *49%*
BBC Two	143 *7%*	31 *18%acd*	32 *9%*	31 *10%*	143 *7%*	66 *10%*	64 *8%*	63 *11%ae*	46 *9%*	65 *9%*	10 *12%*	11 *11%*	28 *8%*	143 *7%*	66 *10%t*	64 *8%*	84 *8%*	11 *11%*	7 *11%*	23 *6%*	14 *7%*	18 *13%ant*	- -
BBC Three	41 *2%*	2 *1%*	11 *3%*	4 *1%*	41 *2%*	18 *3%*	9 *1%*	12 *2%*	19 *4%g*	23 *3%g*	2 *2%*	3 *3%*	12 *3%g*	41 *2%*	18 *3%*	9 *1%*	28 *3%*	3 *3%*	1 *1%*	5 *1%*	5 *3%*	2 *2%*	- -
BBC Four	50 *3%*	4 *2%*	8 *2%*	8 *2%*	50 *3%*	22 *3%*	24 *3%*	15 *3%*	13 *3%*	19 *3%*	5 *6%*	6 *6%*	5 *2%*	50 *3%*	22 *3%*	24 *3%*	28 *3%*	6 *6%*	3 *5%*	7 *2%*	7 *4%*	2 *2%*	- -
BBC Alba	7 *	- -	* *	- -	7 *	3 *	* *	* *	2 *	3 *	- -	4 *4%aefghijm*	- -	7 *	3 *	* *	3 *	4 *4%anopqtv*	- -	- -	2 *1%p*	- -	- -
ITV/ITV WALES/UTV/STV	847 *42%*	78 *44%*	134 *39%*	136 *42%*	847 *42%*	329 *47%ae*	336 *44%*	246 *41%*	207 *42%*	312 *43%*	42 *47%*	41 *42%*	186 *52%aeghij*	847 *42%*	329 *47%anq*	336 *44%*	425 *40%*	41 *42%*	31 *47%*	185 *45%*	103 *50%anq*	68 *49%*	5 *34%*
Channel 4	234 *12%t*	32 *18%a*	69 *20%a*	64 *20%a*	234 *12%*	102 *15%*	126 *16%ae*	114 *19%ae*	85 *17%ae*	114 *16%ae*	22 *25%aef*	21 *22%ae*	64 *18%ae*	234 *12%t*	102 *15%tu*	126 *16%antu*	155 *15%tu*	21 *22%antu*	15 *24%antu*	18 *4%*	18 *9%t*	18 *13%t*	2 *15%*
S4C	4 *	* *	1 *	1 *	4 *	3 *	2 *	2 *	1 *	1 *	1 *1%*	- -	- -	4 *	3 *	2 *	2 *	- -	- -	* *	1 *1%*	1 *1%*	- -
Channel 5	83 *4%*	10 *6%*	24 *7%*	18 *6%*	83 *4%*	31 *5%*	48 *6%*	37 *6%*	27 *5%*	37 *5%*	12 *13%aefgij*	7 *7%*	22 *6%*	83 *4%*	31 *5%*	48 *6%t*	50 *5%*	7 *7%*	3 *4%*	10 *2%*	8 *4%*	6 *4%*	- -
RTE Channels\TG3\TG4	4 *	- -	1 *	1 *	4 *	2 *	3 *	1 *	1 *	1 *	- -	- -	2 *1%*	4 *	2 *	3 *	2 *	- -	- -	* *	1 *	* *	- -
Sky News Channel	427 *21%tu*	53 *30%a*	122 *36%a*	107 *33%a*	427 *21%*	165 *24%*	216 *28%ae*	198 *33%aef*	166 *33%aef*	209 *29%ae*	43 *48%aefghijl*	24 *25%*	122 *34%aef*	427 *21%tu*	165 *24%tu*	216 *28%antuv*	304 *29%antuv*	24 *25%tu*	19 *29%tu*	45 *11%*	25 *12%*	26 *18%t*	2 *14%*

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5a News sources use nowadays - TV Channels

Base : All adults 16+ who use Television for news nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	2000	177	340	321	2000	694	771	595	499	727	89*	97*	355	2000	694	771	1060	97*	66*	412	205	139	15**
BBC News Channel	357 18%tu	53 30%a	99 29%a	86 27%a	357 18%	157 23%ae	197 25%ae	160 27%ae	129 26%ae	155 21%	38 42%aefg hijm	25 25%	94 26%ae	357 18%tu	157 23%antu	197 25%antu	240 23%antu	25 25%tu	22 33%antu	30 7%	25 12%	28 20%tu	4 28%
CNN	64 3%t	11 6%	24 7%a	12 4%	64 3%	24 3%	31 4%	33 5%ae	26 5%	40 5%ae	10 11%aefg	3 3%	18 5%	64 3%t	24 3%t	31 4%t	49 5%tu	3 3%	1 2%	2 *	2 1%	7 5%tu	- -
Fox News	21 1%	2 1%	9 3%	6 2%	21 1%	11 2%	16 2%	11 2%	9 2%	12 2%	4 5%ae	2 2%	6 2%	21 1%	11 2%t	16 2%tu	17 2%t	2 2%t	- -	- -	- -	3 2%tu	- -
CNBC	10 *	2 1%	4 1%	2 1%	10 *	4 1%	6 1%	6 1%	3 1%	7 1%	2 2%	2 2%	2 *	10 *	4 1%	6 1%	9 1%	2 2%t	- -	- -	- -	1 1%	- -
Euronews (English version)	11 1%	2 1%	2 *	1 *	11 1%	7 1%	7 1%	4 1%	1 *	3 *	2 2%	3 3%aej	4 1%	11 1%	7 1%	7 1%	4 *	3 3%anqtu	1 1%	- -	- -	4 3%anqtu	1 5%
Euronews (Non English version)	6 *	1 *	2 1%	2 1%	6 *	1 *	2 *	3 1%	2 *	4 *	2 3%aefgm	- -	- -	6 *	1 *	2 *	4 *	- -	- -	1 *	- -	- -	- -
Al Jazeera (English version)	55 3%	12 7%a	19 5%a	13 4%	55 3%	30 4%	31 4%	29 5%ae	13 3%	26 4%	8 8%aeim	8 8%aeim	9 3%	55 3%	30 4%t	31 4%t	37 4%t	8 8%antu	6 10%anqtu	4 1%	5 2%	5 3%	- -
Al Jazeera (Arabic version)	13 1%	1 1%	1 *	1 *	13 1%	5 1%	6 1%	4 1%	5 1%	4 1%	1 1%	4 4%aefghj	3 1%	13 1%	5 1%	6 1%	7 1%	4 4%anopqtu	- -	- -	1 *	2 1%t	- -
RT (Russia Today)	34 2%	11 6%a	8 2%	11 4%	34 2%	11 2%	16 2%	22 4%aef	13 3%	21 3%	4 5%	3 3%	13 4%ae	34 2%	11 2%	16 2%	25 2%	3 3%	3 4%	5 1%	2 1%	* *	- -
BBC Parliament	24 1%t	8 4%a	5 1%	10 3%a	24 1%	17 3%ae	22 3%ae	20 3%ae	13 3%	19 3%ae	5 6%ae	2 2%	11 3%ae	24 1%t	17 3%antu	22 3%antu	22 2%tu	2 2%t	2 3%tu	- -	- -	2 1%t	- -
Zee TV	2 *	- -	- -	- -	2 *	- -	2 *	- -	2 *	2 *	- -	2 2%aefghm	- -	2 *	- -	2 *	2 *	2 2%anopqt	- -	- -	- -	- -	- -
PTV	1 *	1 1%	- -	- -	1 *	- -	1 *	1 *	- -	- -	- -	- -	- -	1 *	- -	1 *	1 *	- -	- -	- -	- -	- -	- -

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5a News sources use nowadays - TV Channels

Base : All adults 16+ who use Television for news nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	2000	177	340	321	2000	694	771	595	499	727	89*	97*	355	2000	694	771	1060	97*	66*	412	205	139	15**
Star Plus	2 *	- -	- -	- -	2 *	2 *	2 *	- -	- -	- -	2 2%aehij	- -	2 *	2 *	2 *	2 *	- -	- -	- -	- -	- -	2 1%anqt	- -
Bangla TV	8 *	- -	- -	- -	8 *	- -	4 *	- -	2 *	5 1%	- -	2 2%fhm	- -	8 *	- -	4 *	5 *	2 2%o	- -	1 *	- -	- -	- -
Arab News Network	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Deutsche Welle	* *	* *	* *	* *	* *	- -	* *	* *	- -	* *	- -	- -	- -	* *	- -	* *	* *	- -	- -	- -	- -	- -	- -
TF1	3 *	2 1%	2 -	- -	3 *	- -	1 *	2 *	2 *	3 *	- -	- -	- -	3 *	- -	1 *	3 *	- -	- -	- -	- -	- -	- -
France 24	9 *	4 2%a	5 1%	4 1%	9 *	5 1%	6 1%	7 1%	3 1%	6 1%	4 5%aefgh ijm	1 1%	3 1%	9 *	5 1%	6 1%	7 1%	1 1%	1 2%	1 *	- -	1 1%	- -
CCTV News (China)	7 *	4 2%a	3 1%	5 1%a	7 *	4 1%	3 *	6 1%	3 1%	6 1%	2 2%	- -	5 1%ae	7 *	4 1%	3 *	6 1%	- -	- -	- -	1 1%	* *	- -
Bloomberg TV	9 *	5 3%a	6 2%a	4 1%	9 *	3 *	7 1%	8 1%ae	3 1%	6 1%	5 6%aefgh ijm	2 2%	* *	9 *	3 *	7 1%	8 1%	2 2%	- -	1 *	- -	- -	- -
Other channel(s)	23 1%	3 2%	9 3%	6 2%	23 1%	10 1%	12 2%	13 2%	10 2%	13 2%	4 5%ae	4 4%ae	9 2%	23 1%	10 1%	12 2%	15 1%	4 4%antuv	4 6%anopq tuv	3 1%	1 *	- -	4 26%
None of these	23 1%	4 2%	8 2%	7 2%	23 1%	3 *	7 1%	11 2%	10 2%	7 1%	2 2%	- -	5 1%	23 1%	3 *	7 1%	15 1%	- -	- -	6 1%	- -	- -	- -
Don't know	35 2%gp	1 *	6 2%	1 *	35 2%g	8 1%	4 *	7 1%	9 2%	11 2%	2 2%	2 2%	10 3%g	35 2%p	8 1%	4 *	18 2%	2 2%	1 1%	10 2%p	3 1%	2 1%	1 6%
NET : Euronews	**17** 1%	**3** 2%	**4** 1%	**3** 1%	**17** 1%	**8** 1%	**9** 1%	**7** 1%	**3** 1%	**6** 1%	**4** 5%aegij	**3** 3%	**4** 1%	**17** 1%	**8** 1%	**9** 1%	**9** 1%	**3** 3%tu	**1** 1%	**1** *	**-** -	**4** 3%antu	**1** 5%

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5a News sources use nowadays - TV Channels

Base : All adults 16+ who use Television for news nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	2000	177	340	321	2000	694	771	595	499	727	89*	97*	355	2000	694	771	1060	97*	66*	412	205	139	15**
NET : Al Jazeera	**68** 3%t	**13** 8%a	**20** *6%*	**14** *4%*	**68** *3%*	**36** *5%*	**37** *5%*	**34** 6%ae	**18** *4%*	**30** *4%*	**9** 10%aei	**12** 12%aefghijm	**12** *4%*	**68** 3%t	**36** 5%t	**37** 5%t	**45** 4%t	**12** 12%anopqtu	**6** 10%antu	**4** *1%*	**6** *3%*	**6** 4%t	**-** **-**
NET : PSB channels	**1767** *88%*	**158** *90%*	**297** *87%*	**284** *89%*	**1767** *88%*	**638** 92%aeijm	**696** 90%i	**525** *88%*	**425** *85%*	**633** *87%*	**79** *88%*	**88** *91%*	**310** *87%*	**1767** *88%*	**638** 92%anq	**696** *90%*	**918** *87%*	**88** *91%*	**60** *91%*	**368** *89%*	**193** 94%anqt	**132** 95%anq	**11** *74%*
NET : Digital channels	**701** 35%tu	**93** 53%a	**183** 54%a	**153** 48%a	**701** *35%*	**277** 40%ae	**344** 45%ae	**303** 51%aef	**239** 48%aef	**324** 45%ae	**58** 65%aefghijlm	**42** *44%*	**165** 47%ae	**701** 35%tu	**277** 40%antu	**344** 45%antu	**474** 45%antu	**42** 44%tu	**30** 46%tu	**72** *17%*	**49** *24%*	**51** 37%tu	**5** *31%*
NET : Any TV Channel	**1942** *97%*	**172** *97%*	**326** *96%*	**313** *97%*	**1942** *97%*	**683** 98%m	**760** 99%im	**578** *97%*	**480** *96%*	**709** *97%*	**85** *95%*	**95** *98%*	**340** *96%*	**1942** *97%*	**683** 98%t	**760** 99%t	**1027** *97%*	**95** *98%*	**65** *99%*	**396** *96%*	**202** *99%*	**137** *99%*	**14** *94%*

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5a_number Number of TV channels used nowadays

Base : All adults 16+ who use Television for news nowadays

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	2096	1029	1067	153	217	226	275	347	484	394	370	501	1225	385	519	460	732	904	1192	778	1318
Weighted base	2000	995	1005	174	296	312	348	292	323	256	470	660	870	401	579	466	554	980	1020	1085	915
0 (no source specified)	58	28	30	10	8	19	6	6	8	3	17	25	16	12	19	12	15	31	27	39	19
	3%	3%	3%	6%j	3%	6%aghj	2%	2%	2%	1%	4%	4%	2%	3%	3%	2%	3%	3%	3%	4%	2%
1	809	375	433	85	132	94	149	105	130	113	218	243	348	143	215	211	240	358	451	422	387
	40%l	38%	43%b	49%fh	45%f	30%	43%f	36%	40%f	44%fh	46%l	37%	40%	36%	37%	45%no	43%n	36%	44%r	39%	42%
2	664	333	331	46	83	106	105	107	115	102	129	210	324	121	182	162	199	303	361	329	335
	33%	33%	33%	26%	28%	34%	30%	37%d	36%	40%adeg	27%	32%	37%ak	30%	31%	35%	36%	31%	35%	30%	37%l
3	269	138	130	27	50	52	49	37	32	22	77	101	91	68	97	51	52	165	104	176	92
	13%imqsu	14%	13%	15%j	17%ij	17%ij	14%	13%	10%	9%	16%m	15%m	10%	17%pq	17%pq	11%	9%	17%as	10%	16%u	10%
4	108	56	52	3	15	21	24	18	17	9	18	45	45	30	34	17	26	65	43	66	42
	5%	6%	5%	2%	5%	7%	7%	6%	5%	4%	4%	7%	5%	8%p	6%	4%	5%	7%s	4%	6%	5%
5	41	28	12	1	2	8	11	6	11	1	3	19	19	8	15	6	12	23	18	24	16
	2%	3%c	1%	1%	1%	2%	3%j	2%	3%ej	*	1%	3%k	2%	2%	3%	1%	2%	2%	2%	2%	2%
6	22	12	10	-	3	7	1	4	6	1	3	8	10	10	6	4	3	16	6	11	11
	1%	1%	1%	-	1%	2%	*	1%	2%	*	1%	1%	1%	2%q	1%	1%	*	2%	1%	1%	1%
7	16	13	4	2	-	3	1	6	1	3	2	4	10	4	8	2	3	12	4	10	6
	1%	1%c	*	1%	-	1%	*	2%el	*	1%	1%	1%	1%	1%	1%	*	*	1%	*	1%	1%
8	7	7	1	-	-	2	2	-	2	1	-	4	3	4	2	-	2	6	2	4	3
	*	1%	*	-	-	1%	1%	-	1%	*	-	1%	*	1%	*	-	*	1%	*	*	*
9	2	2	1	-	-	-	-	2	1	-	-	-	2	-	1	-	1	1	1	1	1
	*	*	*	-	-	-	-	1%	*	-	-	-	*	-	*	-	*	*	*	*	*
10	2	1	1	-	-	-	-	2	-	1	-	-	2	1	-	-	1	1	1	1	1
	*	*	*	-	-	-	-	1%	-	*	-	-	*	*	-	-	*	*	*	*	*
12	2	2	-	-	2	-	-	-	-	-	2	-	-	-	-	2	-	-	2	2	-
	*	*	-	-	1%	-	-	-	-	-	*	-	-	-	-	*	-	-	*	*	-
Mean Score	**1.97cdps**	**2.10c**	**1.86**	**1.68**	**1.89**	**2.14dj**	**1.98d**	**2.15dj**	**1.99d**	**1.85**	**1.82**	**2.05k**	**2.00k**	**2.19apq**	**2.07pq**	**1.80**	**1.86**	**2.12as**	**1.84**	**2.03**	**1.91**

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5a_number Number of TV channels used nowadays

Base : All adults 16+ who use Television for news nowadays

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	2096	1282	245	329	240	1421	435	201	145	109	153	136	157	67	177	137	1949	137
Weighted base	2000	1681	161	105	53	1574	374	274	188	140*	195	177	194	91*	228	194	1792	197
0 (no source specified)	58	48	7	2	2	48	8	1	13	4	4	4	4	-	3	14	48	8
	3%h	3%	4%	2%	3%	3%	2%	*	7%aho	3%	2%	3%	2%	-	2%	7%ahkmno	3%	4%
1	809	663	80	55	11	632	165	114	76	52	63	79	72	40	110	56	741	63
	40%ep	39%e	50%abe	52%abe	21%	40%	44%	42%p	40%	38%	32%	44%p	37%	44%	48%kp	29%	41%r	32%
2	664	548	56	34	26	527	111	92	51	50	68	59	71	34	60	63	596	64
	33%	33%	35%	33%	49%abcd	33%	30%	34%	27%	36%	35%	33%	37%	37%	26%	32%	33%	33%
3	269	242	14	6	6	208	54	43	38	20	32	12	27	10	29	30	241	27
	13%d	14%cd	9%	5%	12%d	13%	15%	16%l	20%al	14%	17%l	7%	14%	11%	13%	16%l	13%	13%
4	108	97	2	5	4	86	17	18	5	2	22	8	9	2	17	13	85	22
	5%c	6%c	1%	5%c	8%c	5%	5%	6%	3%	2%	11%aij	4%	5%	2%	7%j	7%	5%	11%aq
5	41	35	1	2	3	27	11	-	2	4	1	9	7	2	4	7	31	9
	2%h	2%	1%	2%	5%abcd	2%	3%	-	1%	3%h	*	5%ahk	4%h	2%	2%	4%h	2%	5%n
6	22	20	*	1	*	18	4	3	4	3	2	-	1	3	1	4	20	2
	1%	1%	*	1%	*	1%	1%	1%	2%	2%	1%	-	*	4%l	*	2%	1%	1%
7	16	16	-	-	1	13	2	1	-	2	-	2	2	-	1	7	16	-
	1%	1%	-	-	1%cd	1%	1%	*	-	1%	-	1%	1%	-	1%	4%ahik	1%	-
8	7	7	-	*	-	7	-	2	-	-	-	3	-	-	2	-	7	-
	*	*	-	*	-	*	-	1%	-	-	-	2%a	-	-	1%	-	*	-
9	2	2	-	-	-	2	1	-	-	-	2	1	-	-	-	-	2	-
	*	*	-	-	-	*	*	-	-	-	1%	*	-	-	-	-	*	-
10	2	2	*	-	-	2	-	-	-	-	1	-	-	-	1	-	1	1
	*	*	*	-	-	*	-	-	-	-	1%	-	-	-	*	-	*	1%
12	2	2	-	-	-	2	-	-	-	2	-	-	-	-	-	-	2	-
	*	*	-	-	-	*	-	-	-	1%a	-	-	-	-	-	-	*	-
Mean Score	**1.97cd**	**2.02cd**	**1.59**	**1.69**	**2.25abcd**	**1.98**	**1.92**	**1.97**	**1.83**	**2.09**	**2.18i**	**2.02**	**2.01**	**1.93**	**1.94**	**2.23ai**	**1.95**	**2.18**

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5a_number Number of TV channels used nowadays

Base : All adults 16+ who use Television for news nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	2096	141	290	281	2096	787	750	522	408	598	73	81	355	2096	787	750	908	81	56	517	290	184	14
Weighted base	2000	177	340	321	2000	694	771	595	499	727	89*	97*	355	2000	694	771	1060	97*	66*	412	205	139	15**
0 (no source specified)	58 *3%*	4 *3%*	14 *4%*	8 *3%*	58 *3%*	12 *2%*	11 *1%*	18 *3%*	19 4%g	18 *3%*	4 *5%*	2 *2%*	15 4%g	58 *3%*	12 *2%*	11 *1%*	33 *3%*	2 *2%*	1 *1%*	16 4%op	3 *1%*	2 *1%*	1 *6%*
1	809 40%bcdf ghijklm opqrv	32 *18%*	78 *23%*	89 *28%*	809 40%fghi jklm	217 31%hk	244 32%hk	150 *25%*	137 28%k	251 34%hikm	13 *14%*	25 *26%*	88 *25%*	809 40%opqr v	217 *31%*	244 *32%*	358 *34%*	25 *26%*	17 *26%*	239 58%anop qrsuv	82 40%opr	42 *30%*	7 *44%*
2	664 *33%*	60 *34%*	98 *29%*	99 *31%*	664 *33%*	249 36%k	254 *33%*	191 *32%*	159 *32%*	234 *32%*	19 *21%*	28 *29%*	103 *29%*	664 *33%*	249 36%t	254 *33%*	351 *33%*	28 *29%*	17 *27%*	118 *29%*	82 40%t	54 39%t	5 *36%*
3	269 13%t	45 25%a	79 23%a	71 22%a	269 *13%*	112 *16%*	139 18%ae	131 22%aef	108 22%aef	123 *17%*	18 *20%*	23 24%ae	81 23%aef	269 13%t	112 16%t	139 18%antu	181 17%ant	23 24%antu	15 23%tu	24 *6%*	23 11%t	21 15%t	- -
4	108 5%t	17 *9%*	39 11%a	25 *8%*	108 *5%*	57 8%ae	57 *7%*	51 9%ae	43 9%ae	49 *7%*	18 20%aefgh ijlm	7 *8%*	35 10%ae	108 5%t	57 8%ant	57 7%t	72 7%t	7 8%t	7 11%t	8 *2%*	9 *5%*	8 6%t	2 *14%*
5	41 *2%*	5 *3%*	10 *3%*	14 4%a	41 *2%*	21 *3%*	30 4%ae	18 *3%*	10 *2%*	20 *3%*	7 8%aeij	5 *5%*	16 4%ae	41 *2%*	21 3%t	30 4%antu	25 *2%*	5 5%tu	3 *5%*	4 *1%*	2 *1%*	7 5%antu	- -
6	22 *1%*	7 4%a	12 4%a	6 *2%*	22 *1%*	12 *2%*	17 *2%*	16 3%ae	10 *2%*	13 *2%*	3 *4%*	3 *3%*	6 *2%*	22 *1%*	12 2%t	17 2%t	17 2%t	3 3%t	3 5%ant	* *	2 *1%*	3 2%t	- -
7	16 *1%*	5 3%a	8 2%a	4 *1%*	16 *1%*	5 *1%*	9 *1%*	13 2%ae	5 *1%*	10 *1%*	3 4%aef	3 *3%*	5 *1%*	16 *1%*	5 *1%*	9 *1%*	13 *1%*	3 3%t	1 *2%*	1 *	1 *	1 *1%*	- -
8	7 *	- -	1 *	2 *1%*	7 *	5 *1%*	6 *1%*	3 *1%*	5 *1%*	5 *1%*	3 4%aefhj	- -	3 *1%*	7 *	5 *1%*	6 *1%*	6 *1%*	- -	- -	- -	1 *	1 *1%*	- -
9	2 *	- -	- -	- -	2 *	2 *	1 *	- -	- -	1 *	- -	- -	- -	2 *	2 *	1 *	1 *	- -	- -	1 *	- -	1 *1%*	- -
10	2 *	- -	* *	1 *	2 *	1 *	1 *	1 *	- -	1 *	- -	- -	1 *	2 *	1 *	1 *	1 *	- -	- -	1 *	- -	- -	- -

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5a_number Number of TV channels used nowadays

Base : All adults 16+ who use Television for news nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	2000	177	340	321	2000	694	771	595	499	727	89*	97*	355	2000	694	771	1060	97*	66*	412	205	139	15**
12	2	2	-	2	2	2	2	2	2	2	2	-	2	2	2	2	2	-	-	-	-	-	-
	*	1%a	-	1%	*	*	*	*	*	*	2%ae	-	*	*	*	*	*	-	-	-	-	-	-
Mean Score	**1.97t**	**2.69a**	**2.53a**	**2.44a**	**1.97**	**2.27ae**	**2.34ae**	**2.47aej**	**2.33ae**	**2.22ae**	**3.35aef** ghijlm	**2.51ae**	**2.49aej**	**1.97t**	**2.27ant** u	**2.34anq** tu	**2.17ant** u	**2.51ant** u	**2.59ant** u	**1.52**	**1.89t**	**2.29ant** u	**1.73**

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5ai Frequency of watching the news on television channels - Summary Table

Base : All adults 16+ who use television channels for news nowadays

		BBC One	BBC Two	BBC Three	BBC Four	BBC Alba	ITV/ITV WALES/ UTV/STV	Channel 4	S4C	Channel 5	RTE Channels\ TG3\TG4	Sky News Channel	BBC News Channel	CNN	Fox News	CNBC	Euronews (English version)	Euronews (Non English version)	Al Jazeera (English version)	Al Jazeera (Arabic version)	RT (Russia Today)
Unweighted base		1575	146	32	50	6	971	203	15	78	17	389	314	52	21	9	11	4	57	10	44
Weighted base		1454	143	41	50	7	847	234	4	83	4	427	357	64	21	10	11	6	55	13	34
Lots of times throughout the day	(21)	69	5	6	3	-	27	7	-	5	*	28	45	4	1	-	-	-	2	-	3
		5%	*3%*	*15%*	*5%*	-	*3%*	*3%*	-	*6%*	*10%*	*7%*	*13%*	*6%*	*5%*	-	-	-	*3%*	-	*8%*
2-3 times a day	(14)	372	19	3	5	3	142	13	1	6	*	86	62	7	4	*	1	2	10	1	4
		26%	*14%*	*6%*	*9%*	*40%*	*17%*	*6%*	*28%*	*8%*	*9%*	*20%*	*17%*	*11%*	*19%*	*3%*	*9%*	*43%*	*19%*	*9%*	*12%*
Once a day	(7)	704	48	7	8	-	415	70	1	30	1	150	108	8	5	7	4	1	15	5	10
		48%	*34%*	*17%*	*17%*	-	*49%*	*30%*	*33%*	*36%*	*25%*	*35%*	*30%*	*12%*	*26%*	*69%*	*37%*	*22%*	*28%*	*39%*	*28%*
Most days	(5)	104	11	9	4	2	66	27	1	7	1	33	40	8	*	2	1	1	*	2	4
		7%	*8%*	*22%*	*9%*	*29%*	*8%*	*11%*	*16%*	*9%*	*28%*	*8%*	*11%*	*13%*	*2%*	*18%*	*5%*	*20%*	*1%*	*16%*	*12%*
2-3 times a week	(3.5)	137	28	3	1	-	120	51	*	11	1	63	55	17	3	1	3	-	9	2	5
		9%	*20%*	*7%*	*2%*	-	*14%*	*22%*	*12%*	*13%*	*29%*	*15%*	*16%*	*26%*	*14%*	*5%*	*26%*	-	*16%*	*12%*	*15%*
About once a week	(1)	38	10	2	11	-	47	42	*	8	-	37	24	12	7	-	3	-	8	2	4
		3%	*7%*	*4%*	*22%*	-	*6%*	*18%*	*6%*	*10%*	-	*9%*	*7%*	*19%*	*35%*	-	*23%*	-	*14%*	*16%*	*13%*
Every 2-3 weeks	(0.5)	7	4	-	2	-	6	6	-	5	-	11	6	3	-	-	-	-	*	-	2
		*	*3%*	-	*4%*	-	*1%*	*2%*	-	*6%*	-	*3%*	*2%*	*5%*	-	-	-	-	*1%*	-	*6%*
About once a month	(0.25)	17	4	-	*	1	10	3	-	2	-	8	5	2	-	*	-	-	6	-	2
		1%	*3%*	-	*1%*	*11%*	*1%*	*1%*	-	*3%*	-	*2%*	*1%*	*3%*	-	*4%*	-	-	*11%*	-	*6%*
Less often	(0.1)	5	9	8	13	1	8	12	*	7	-	9	10	3	-	-	-	1	3	1	-
		*	*6%*	*20%*	*26%*	*20%*	*1%*	*5%*	*6%*	*9%*	-	*2%*	*3%*	*5%*	-	-	-	*15%*	*5%*	*8%*	-
Don't know	(0)	2	4	4	2	-	4	3	-	1	-	2	1	-	-	-	-	-	1	-	-
		*	*3%*	*9%*	*5%*	-	*1%*	*1%*	-	*1%*	-	*	*	-	-	-	-	-	*3%*	-	-
NET : AT LEAST ONCE A DAY		**1145**	**72**	**16**	**16**	**3**	**585**	**90**	**2**	**41**	**2**	**264**	**215**	**18**	**10**	**7**	**5**	**4**	**27**	**6**	**16**
		79%	***50%***	***38%***	***31%***	***40%***	***69%***	***39%***	***61%***	***50%***	***43%***	***62%***	***60%***	***29%***	***49%***	***72%***	***46%***	***65%***	***50%***	***48%***	***48%***
NET : AT LEAST ONCE A WEEK		**1423**	**121**	**29**	**32**	**5**	**819**	**210**	**4**	**67**	**4**	**398**	**335**	**55**	**21**	**9**	**11**	**5**	**44**	**12**	**30**
		98%	***85%***	***71%***	***64%***	***69%***	***97%***	***90%***	***94%***	***82%***	***100%***	***93%***	***94%***	***87%***	***100%***	***96%***	***100%***	***85%***	***81%***	***92%***	***88%***
NET : AT LEAST ONCE A MONTH		**1447**	**130**	**29**	**35**	**6**	**835**	**219**	**4**	**75**	**4**	**416**	**346**	**60**	**21**	**10**	**11**	**5**	**51**	**12**	**34**
		100%	***91%***	***71%***	***69%***	***80%***	***99%***	***94%***	***94%***	***90%***	***100%***	***97%***	***97%***	***95%***	***100%***	***100%***	***100%***	***85%***	***92%***	***92%***	***100%***
Not stated		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean Score		**8.69**	**6.10**	**6.61**	**4.32**	**7.09**	**7.41**	**5.03**	**7.52**	**5.93**	**7.40**	**7.68**	**8.39**	**5.42**	**6.40**	**6.38**	**5.22**	**8.52**	**6.00**	**5.38**	**6.60**
Standard Deviation		**4.73**	**4.96**	**7.13**	**5.80**	**6.40**	**4.47**	**4.35**	**5.19**	**5.37**	**6.21**	**5.55**	**6.23**	**5.64**	**5.89**	**2.27**	**3.74**	**5.71**	**5.55**	**3.86**	**5.84**
Standard Error		**0.12**	**0.41**	**1.26**	**0.82**	**2.61**	**0.14**	**0.30**	**1.34**	**0.61**	**1.51**	**0.28**	**0.35**	**0.78**	**1.28**	**0.76**	**1.13**	**2.85**	**0.74**	**1.22**	**0.88**

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5ai Frequency of watching the news on television channels - Summary Table

Base : All adults 16+ who use television channels for news nowadays

		BBC Parliament	Zee TV	PTV	Star Plus	Bangla TV	Deutsche Welle	TF1	France 24	CCTV News (China)	Bloomberg TV	Other channel(s)
Unweighted base		19	1	1	1	5	1	2	8	6	9	22
Weighted base		24	2	1	2	8	*	3	9	7	9	23
Lots of times throughout the day	(21)	-	-	-	-	-	-	-	1	-	*	-
		-	-	-	-	-	-	-	*9%*	-	*4%*	-
2-3 times a day	(14)	-	-	-	-	1	-	-	-	-	2	-
		-	-	-	-	*15%*	-	-	-	-	*27%*	-
Once a day	(7)	7	-	-	-	5	-	-	2	2	-	-
		29%	-	-	-	*60%*	-	-	*18%*	*34%*	-	-
Most days	(5)	-	-	-	2	2	-	2	1	1	*	-
		-	-	-	*100%*	*25%*	-	*61%*	*11%*	*15%*	*2%*	-
2-3 times a week	(3.5)	9	-	1	-	-	-	1	4	2	-	-
		35%	-	*100%*	-	-	-	*39%*	*45%*	*25%*	-	-
About once a week	(1)	3	2	-	-	-	*	-	1	1	2	-
		11%	*100%*	-	-	-	*100%*	-	*16%*	*15%*	*25%*	-
Every 2-3 weeks	(0.5)	1	-	-	-	-	-	-	-	-	1	-
		5%	-	-	-	-	-	-	-	-	*10%*	-
About once a month	(0.25)	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-
Less often	(0.1)	5	-	-	-	-	-	-	-	1	3	-
		20%	-	-	-	-	-	-	-	*12%*	*32%*	-
Don't know	(0)	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-
NET : AT LEAST ONCE A DAY		**7**	**-**	**-**	**-**	**6**	**-**	**-**	**2**	**2**	**3**	**-**
		29%	**-**	**-**	**-**	***75%***	**-**	**-**	***28%***	***34%***	***30%***	**-**
NET : AT LEAST ONCE A WEEK		**18**	**2**	**1**	**2**	**8**	*	**3**	**9**	**6**	**5**	**-**
		76%	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***88%***	***58%***	**-**
NET : AT LEAST ONCE A MONTH		**20**	**2**	**1**	**2**	**8**	*	**3**	**9**	**6**	**6**	**-**
		80%	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***88%***	***68%***	**-**
Not stated		-	-	-	-	-	-	-	-	-	-	23
		-	-	-	-	-	-	-	-	-	-	*100%*
Mean Score		**3.44**	**1.00**	**3.50**	**5.00**	**7.51**	**1.00**	**4.41**	**5.54**	**4.12**	**4.93**	**-**
Standard Deviation		**2.70**	**-**	**-**	**-**	**3.00**	**-**	**0.94**	**5.61**	**2.73**	**7.08**	**-**
Standard Error		**0.62**	**-**	**-**	**-**	**1.34**	**-**	**0.66**	**1.98**	**1.12**	**2.36**	**-**

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5b News sources use nowadays - Daily Newspapers

Base : All adults 16+ who use Newspapers for news nowadays

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	910	456	454	49	62	77	91	149	262	220	111	168	631	206	242	183	279	448	462	294	616
Weighted base	830	416	414	50*	93*	108*	126*	130	176	147	143*	234	453	192	256	177	204	449	381	419	411
The Sun	179	103	76	14	32	30	26	25	33	21	46	55	78	10	52	54	64	61	118	108	71
	22%nr	25%	18%	28%j	34%ahij	27%j	20%	19%	19%	14%	32%am	24%	17%	5%	20%n	31%ano	31%ano	14%	31%ar	26%u	17%
The Daily Mail	215	102	114	20	20	26	24	35	45	45	40	50	125	48	74	46	47	122	93	108	108
	26%	24%	28%	41%aeg	21%	24%	19%	27%	26%	31%	28%	21%	28%	25%	29%	26%	23%	27%	24%	26%	26%
The Daily Star	30	20	11	2	4	2	1	3	14	5	5	3	22	1	4	15	11	5	26	11	19
	4%nr	5%	3%	3%	4%	2%	1%	3%	8%ag	3%	4%	1%	5%	*	1%	8%ano	5%no	1%	7%ar	3%	5%
The Daily Express	52	24	27	1	5	6	6	10	17	7	6	12	33	5	18	17	11	23	29	26	26
	6%	6%	7%	2%	6%	6%	4%	8%	10%	5%	5%	5%	7%	2%	7%	10%n	6%	5%	8%	6%	6%
The Daily Mirror	91	48	43	7	18	2	16	12	18	19	25	17	48	6	28	27	30	34	57	47	44
	11%n	11%	10%	15%f	19%f	2%	12%f	9%	10%f	13%f	18%l	7%	11%	3%	11%n	15%n	15%n	8%	15%r	11%	11%
The Guardian	73	35	38	11	14	7	19	10	5	6	25	26	21	28	28	10	8	55	17	48	24
	9%mqs	8%	9%	22%afhij	15%ij	6%	15%ij	8%i	3%	4%	18%am	11%m	5%	14%apq	11%q	6%	4%	12%s	5%	12%u	6%
The 'i'	38	14	24	1	-	4	6	8	12	6	1	10	26	12	17	5	4	29	9	15	22
	5%	3%	6%	3%	-	4%	5%	6%e	7%e	4%	1%	4%	6%a	6%q	6%q	3%	2%	6%s	2%	4%	5%
The Times	76	39	37	4	10	7	12	16	18	7	14	20	42	48	20	3	5	68	8	41	35
	9%pqs	9%	9%	8%	11%	7%	10%	13%j	10%	5%	10%	8%	9%	25%aopq	8%pq	2%	3%	15%as	2%	10%	8%
The Daily Telegraph	61	30	31	6	11	6	4	3	17	15	17	10	34	24	22	9	6	45	16	26	35
	7%q	7%	8%	12%h	12%h	5%	3%	2%	10%h	10%h	12%l	4%	8%	12%pq	8%q	5%	3%	10%s	4%	6%	9%
The Financial Times	17	10	7	1	10	1	2	-	2	1	11	3	3	7	10	*	-	17	*	12	5
	2%qs	2%	2%	2%	11%afghij	1%	2%	-	1%	1%	8%alm	1%	1%	4%pq	4%pq	*	-	4%s	*	3%	1%
The Morning Star	2	2	-	-	-	-	-	*	-	1	-	-	2	-	-	*	1	-	2	-	2
	*	*	-	-	-	-	-	*	-	1%	-	-	*	-	-	*	1%	-	*	-	*
The Herald	6	3	3	1	-	3	1	-	2	-	1	4	2	4	2	-	-	6	-	3	3
	1%	1%	1%	1%	-	3%	1%	-	1%	-	*	2%	*	2%	1%	-	-	1%s	-	1%	1%
The Scotsman	3	2	1	*	-	2	-	-	-	-	*	2	-	2	1	-	-	3	-	2	*
	*	*	*	1%	-	2%	-	-	-	-	*	1%	-	1%	*	-	-	1%	-	1%	*
The Daily Record	15	8	7	-	3	2	2	3	4	2	3	4	8	4	3	6	3	6	9	8	7
	2%	2%	2%	-	3%	2%	1%	2%	2%	1%	2%	2%	2%	2%	1%	3%	2%	1%	2%	2%	2%
The National	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Press and Journal (Aberdeen)	3	1	1	-	-	1	-	1	1	-	-	1	2	*	2	-	-	3	-	2	1
	*	*	*	-	-	1%	-	1%	*	-	-	*	*	*	1%	-	-	1%	-	*	*

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5b News sources use nowadays - Daily Newspapers

Base : All adults 16+ who use Newspapers for news nowadays

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Weighted base	830	416	414	50*	93*	108*	126*	130	176	147	143*	234	453	192	256	177	204	449	381	419	411
The Courier and Advertiser (Dundee)	8 1%	4 1%	4 1%	- -	1 1%	- -	3 3%	* *	1 1%	2 1%	1 1%	3 1%	3 1%	3 2%	4 1%	- -	1 *	7 2%	1 *	4 1%	3 1%
The Belfast Telegraph	5 1%	4 1%	1 *	1 1%	- -	- *	1 1%	* *	1 1%	1 1%	1 *	2 1%	3 1%	1 *	1 *	1 *	3 1%	1 *	4 1%	2 *	3 1%
The Irish News	4 *	2 *	2 *	- -	1 1%	* *	- -	* *	1 1%	1 1%	1 *	* *	3 1%	1 *	* *	* *	2 1%	1 *	3 1%	1 *	3 1%
The News Letter	2 *	2 *	* *	- -	- -	- -	1 1%	1 1%	* *	* *	- -	1 *	1 *	- -	1 *	- -	1 1%	1 *	1 *	1 *	1 *
The Western Mail	2 *	1 *	1 *	- -	- -	* *	- -	- -	1 *	1 1%	- -	* *	2 *	1 *	* *	* *	* *	1 *	1 *	* *	2 *
The Daily Post - Wales	2 *	1 *	1 *	1 2%	- -	1 *	- -	- -	- -	* *	1 1%	1 *	* *	- -	2 1%	- -	* *	2 *	* *	1 *	1 *
The South Wales Evening Post	1 *	- -	1 *	- -	- -	* *	* *	- -	* *	- -	- -	1 *	* *	- -	* *	1 *	- -	* *	1 *	1 *	* *
South Wales Echo	1 *	* *	* *	- -	- -	- -	* *	- -	- -	* *	- -	* *	* *	- -	* *	* *	- -	* *	* *	- -	1 *
The Metro	78 9%jm	35 9%	43 10%	15 29%aghij	13 14%ij	16 15%ij	16 13%ij	11 9%ij	4 3%	3 2%	27 19%am	32 14%m	19 4%	12 6%	32 12%	14 8%	21 10%	44 10%	34 9%	51 12%u	27 7%
The Evening Standard	43 5%j	19 5%	23 6%	1 2%	6 7%j	8 7%j	14 11%aij	8 6%j	3 2%	1 1%	7 5%	22 9%m	13 3%	12 6%	18 7%	5 3%	8 4%	30 7%	13 3%	28 7%	15 4%
Any local daily newspaper	79 9%	28 7%	50 12%b	4 8%	5 5%	7 6%	9 7%	13 10%	20 11%	21 15%e	8 6%	16 7%	54 12%	18 9%	24 9%	16 9%	22 11%	41 9%	37 10%	34 8%	44 11%
None of these \ Don't read a Daily Newspaper	66 8%	34 8%	31 8%	2 4%	8 9%	16 15%	9 7%	10 8%	12 7%	9 6%	10 7%	25 11%	31 7%	13 7%	25 10%	14 8%	15 7%	37 8%	28 7%	30 7%	35 9%
Don't know	22 3%	5 1%	17 4%b	3 6%	3 4%	6 5%	2 2%	2 1%	2 1%	4 3%	6 4%	8 3%	8 2%	10 5%op	2 1%	* *	9 4%op	13 3%	9 2%	12 3%	10 2%
NET : Popular daily newspapers	**265** 32%nr	**151** 36%c	**114** **28%**	**19** **39%**	**45** 49%aghij	**34** **31%**	**39** **31%**	**35** **27%**	**52** **30%**	**41** **28%**	**65** 45%alm	**72** **31%**	**128** **28%**	**15** **8%**	**76** 30%n	**85** 48%ano	**89** 44%ano	**91** **20%**	**174** 46%ar	**151** 36%u	**113** **28%**
NET : Midmarket daily newspapers	**252** **30%**	**120** **29%**	**132** **32%**	**20** **41%**	**23** **25%**	**26** **24%**	**30** **24%**	**42** **33%**	**59** **34%**	**51** **34%**	**44** **31%**	**56** **24%**	**152** 34%j	**52** **27%**	**86** **34%**	**59** **33%**	**56** **27%**	**138** **31%**	**114** **30%**	**124** **30%**	**128** **31%**
NET : Quality daily newspapers	**215** 26%pqs	**107** **26%**	**108** **26%**	**17** **35%**	**28** **30%**	**23** **21%**	**33** **26%**	**31** **24%**	**50** **28%**	**33** **22%**	**45** **32%**	**56** **24%**	**114** **25%**	**97** 50%aopq	**71** 28%pq	**24** **14%**	**23** **11%**	**168** 37%as	**47** **12%**	**108** **26%**	**107** **26%**
NET : Freesheet daily newspapers	**93** 11%jm	**41** **10%**	**52** **13%**	**15** 29%ahij	**16** 17%ij	**18** 16%ij	**20** 16%ij	**14** 11%ij	**7** **4%**	**4** **3%**	**30** 21%am	**37** 16%m	**25** **6%**	**18** **10%**	**38** **15%**	**15** **9%**	**22** **11%**	**56** **12%**	**37** **10%**	**58** 14%u	**35** **9%**

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5b News sources use nowadays - Daily Newspapers

Base : All adults 16+ who use Newspapers for news nowadays

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Weighted base	830	416	414	50*	93*	108*	126*	130	176	147	143*	234	453	192	256	177	204	449	381	419	411
NET : Nation specific daily newspapers	**46**	**24**	**22**	**3**	**4**	**9**	**8**	**5**	**10**	**7**	**7**	**17**	**23**	**15**	**14**	**8**	**10**	**29**	**18**	**23**	**23**
	6%	*6%*	*5%*	*5%*	*4%*	*9%*	*6%*	*4%*	*6%*	*5%*	*5%*	*7%*	*5%*	*8%*	*5%*	*5%*	*5%*	*6%*	*5%*	*6%*	*6%*
NET : Any daily newspaper	**743**	**377**	**366**	**45**	**82**	**87**	**115**	**118**	**162**	**135**	**127**	**201**	**415**	**169**	**230**	**163**	**181**	**399**	**344**	**377**	**366**
	90%f	*91%*	*88%*	*91%*	*88%*	*80%*	*91%*	*91%*	92%f	92%f	*89%*	*86%*	*92%*	*88%*	*90%*	*92%*	*88%*	*89%*	*90%*	*90%*	*89%*

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5b News sources use nowadays - Daily Newspapers

Base : All adults 16+ who use Newspapers for news nowadays

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	910	568	101	138	103	603	204	92	72	44	74	65	75	24	59	63	856	48
Weighted base	830	704	65*	39	22*	640	169	122*	84*	57*	87*	71*	92*	29**	73*	90*	756	69*
The Sun	179	150	17	8	4	139	36	29	12	18	20	18	17	6	16	15	163	14
	22%	*21%*	*26%*	*20%*	*20%*	*22%*	*21%*	*24%*	*15%*	*31%*	*23%*	*25%*	*19%*	*20%*	*22%*	*17%*	*22%*	*21%*
The Daily Mail	215	188	11	14	3	161	52	32	29	16	33	16	22	7	19	14	201	14
	26%e	*27%e*	*17%*	*36%abce*	*12%*	*25%*	*31%*	*26%*	*34%p*	*27%*	*38%p*	*22%*	*24%*	*26%*	*27%*	*16%*	*27%*	*21%*
The Daily Star	30	26	3	2	-	21	9	4	2	1	2	3	1	1	12	-	29	2
	4%	*4%*	*4%*	*4%*	-	*3%*	*5%*	*3%*	*3%*	*2%*	*3%*	*4%*	*1%*	*3%*	*16%ahijklmp*	-	*4%*	*2%*
The Daily Express	52	45	5	2	*	39	12	7	6	3	5	14	2	1	7	2	51	-
	6%	*6%*	*8%*	*5%*	*1%*	*6%*	*7%*	*6%*	*7%*	*5%*	*5%*	*19%ahjkmp*	*2%*	*3%*	*9%*	*2%*	*7%*	-
The Daily Mirror	91	81	1	6	3	76	12	8	8	6	12	9	7	3	17	12	74	17
	11%c	*11%c*	*2%*	*15%c*	*15%c*	*12%*	*7%*	*6%*	*10%*	*10%*	*13%*	*13%*	*7%*	*9%*	*23%ahm*	*14%*	*10%*	*24%aq*
The Guardian	73	68	1	2	2	69	2	6	5	-	10	5	14	1	10	16	61	11
	9%cg	*10%c*	*2%*	*4%*	*7%*	*11%g*	*1%*	*5%*	*5%*	-	*12%j*	*7%*	*16%hj*	*3%*	*14%j*	*18%ahij*	*8%*	*16%*
The 'i'	38	35	1	1	1	29	8	9	2	8	5	2	6	2	1	-	38	-
	5%	*5%*	*1%*	*3%*	*3%*	*5%*	*5%*	*7%p*	*3%*	*13%aop*	*6%*	*3%*	*7%p*	*7%*	*1%*	-	*5%*	-
The Times	76	69	4	1	1	54	20	11	13	3	6	5	11	4	1	16	63	12
	9%o	*10%d*	*6%*	*4%*	*6%*	*8%*	*12%*	*9%*	*15%o*	*5%*	*7%*	*7%*	*12%o*	*14%*	*1%*	*17%ao*	*8%*	*18%o*
The Daily Telegraph	61	55	3	3	1	49	12	16	6	3	7	3	5	3	7	5	56	5
	7%	*8%*	*4%*	*7%*	*3%*	*8%*	*7%*	*13%*	*7%*	*5%*	*8%*	*5%*	*6%*	*11%*	*9%*	*6%*	*7%*	*7%*
The Financial Times	17	15	2	-	*	17	-	2	1	-	2	-	2	-	4	4	14	3
	2%	*2%*	*3%*	-	*1%*	*3%*	-	*2%*	*1%*	-	*3%*	-	*2%*	-	*5%*	*4%*	*2%*	*5%*
The Morning Star	2	1	*	-	-	2	-	-	-	-	-	-	-	-	-	1	2	-
	*	*	*1%*	-	-	*	-	-	-	-	-	-	-	-	-	*1%*	*	-
The Herald	6	4	2	-	-	3	3	-	4	-	-	-	-	-	-	-	5	1
	1%	*1%*	*4%ab*	-	-	*1%*	*2%*	-	*4%a*	-	-	-	-	-	-	-	*1%*	*1%*
The Scotsman	3	-	3	-	-	3	-	-	-	-	-	-	-	-	-	-	2	1
	*	-	*4%ab*	-	-	*	-	-	-	-	-	-	-	-	-	-	*	*1%*
The Daily Record	15	-	15	-	-	11	4	-	-	-	-	-	-	-	-	-	15	-
	2%b	-	*23%abde*	-	-	*2%*	*3%*	-	-	-	-	-	-	-	-	-	*2%*	-
The National	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5b News sources use nowadays - Daily Newspapers

Base : All adults 16+ who use Newspapers for news nowadays

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Weighted base	830	704	65*	39	22*	640	169	122*	84*	57*	87*	71*	92*	29**	73*	90*	756	69*
The Press and Journal (Aberdeen)	3 *	- -	3 4%ab	- -	- -	- -	3 2%f	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 *	- -
The Courier and Advertiser (Dundee)	8 1%bf	- -	8 12%abde	- -	- -	- -	8 5%af	- -	- -	- -	- -	- -	- -	- -	- -	- -	8 1%	- -
The Belfast Telegraph	5 1%	- -	- -	- -	5 23%abcd	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	5 1%	- -
The Irish News	4 *	- -	- -	- -	4 16%abcd	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	4 *	- -
The News Letter	2 *	- -	- -	- -	2 9%abcd	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 *	- -
The Western Mail	2 *	- -	- -	2 6%abce	- -	2 *	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 *	- -
The Daily Post - Wales	2 *	- -	- -	2 5%abc	- -	- -	2 1%j	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	1 1%
The South Wales Evening Post	1 *	- -	- -	1 3%abc	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -
South Wales Echo	1 *	- -	- -	1 1%ab	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -
The Metro	78 9%deg	74 11%de	3 5%	1 3%	- -	74 12%g	5 3%	9 7%	2 2%	3 5%	7 8%	10 14%i	7 8%	4 15%	6 8%	26 29%ahijkmo	59 8%	19 27%aq
The Evening Standard	43 5%cdeg	43 6%cde	- -	- -	- -	41 6%g	2 1%	7 6%	- -	- -	- -	- -	4 4%	- -	2 3%	29 33%ahijklmo	30 4%	12 18%aq
Any local daily newspaper	79 9%	71 10%	2 4%	3 8%	2 10%	61 10%	15 9%	11 9%	5 6%	3 6%	17 20%alp	6 9%	11 12%	5 16%	9 12%	3 3%	73 10%	5 8%
None of these \ Don't read a Daily Newspaper	66 8%	57 8%	4 6%	3 7%	2 7%	45 7%	19 11%	15 12%p	7 8%	5 9%	7 8%	4 6%	12 14%p	- -	6 8%	2 2%	59 8%	5 7%
Don't know	22 3%	19 3%	2 3%	* 1%	* 2%	18 3%	4 2%	2 2%	7 8%alo	2 3%	3 3%	- -	1 1%	- -	- -	5 5%	18 2%	4 6%
NET : Popular daily newspapers	**265** ***32%***	**225** ***32%***	**19** ***29%***	**13** ***35%***	**7** ***34%***	**207** ***32%***	**51** ***30%***	**37** ***30%***	**21** ***25%***	**23** ***40%***	**31** ***35%***	**26** ***37%***	**23** ***25%***	**9** ***32%***	**33** 46%aimp	**21** ***24%***	**237** ***31%***	**26** ***38%***
NET : Midmarket daily newspapers	**252** 30%ep	**218** 31%e	**16** ***24%***	**15** 40%ace	**3** ***13%***	**185** ***29%***	**64** 38%f	**35** ***28%***	**32** 38%p	**17** ***29%***	**35** 41%p	**27** 38%p	**23** ***25%***	**8** ***29%***	**25** 34%p	**15** ***17%***	**236** ***31%***	**14** ***21%***

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5b News sources use nowadays - Daily Newspapers

Base : All adults 16+ who use Newspapers for news nowadays

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Weighted base	830	704	65*	39	22*	640	169	122*	84*	57*	87*	71*	92*	29**	73*	90*	756	69*
NET : Quality daily newspapers	**215**	**196**	**10**	**6**	**3**	**173**	**39**	**37**	**25**	**13**	**18**	**15**	**30**	**10**	**14**	**32**	**192**	**22**
	26%cde	28%cde	*15%*	*16%*	*14%*	*27%*	*23%*	*30%*	*30%*	*24%*	*21%*	*21%*	*33%*	*35%*	*20%*	*36%*	*25%*	*32%*
NET : Freesheet daily newspapers	**93**	**89**	**3**	**1**	**-**	**88**	**5**	**9**	**2**	**3**	**7**	**10**	**9**	**4**	**8**	**37**	**73**	**20**
	11%degi	13%cde	*5%*	*3%*	-	14%g	*3%*	*7%*	*2%*	*5%*	*8%*	14%i	*10%*	*15%*	*11%*	41%ahijklmo	*10%*	30%aq
NET : Nation specific daily newspapers	**46**	**4**	**28**	**6**	**9**	**19**	**19**	**-**	**4**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**45**	**2**
	6%bfhm	*1%*	43%abd	15%ab	42%abd	*3%*	11%af	-	*4%*	-	-	-	-	-	-	-	*6%*	*2%*
NET : Any daily newspaper	**743**	**629**	**60**	**35**	**19**	**577**	**147**	**105**	**70**	**51**	**78**	**67**	**78**	**29**	**67**	**84**	**680**	**60**
	90%	*89%*	*91%*	*92%*	*91%*	*90%*	*87%*	*86%*	*84%*	*88%*	*90%*	*94%*	*85%*	*100%*	*92%*	*93%*	*90%*	*88%*

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5b News sources use nowadays - Daily Newspapers

Base : All adults 16+ who use Newspapers for news nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	910	59	130	130	787	910	404	231	177	234	38	60	170	787	910	404	364	60	60	-	290	184	14
Weighted base	830	73*	156*	155*	694	830	393	267	218	278	48**	71*	175	694	830	393	420	71*	71*	-**	205	139	15**
The Sun	179	4	22	30	154	179	75	51	45	65	10	16	39	154	179	75	91	16	16	-	48	26	3
	22%u	6%	14%	19%u	22%	22%	19%	19%	21%	23%	22%	23%	22%	22%	22%	19%	22%	23%	23%	-	23%	18%	20%
The Daily Mail	215	19	43	31	185	215	93	64	67	73	11	20	52	185	215	93	110	20	20	-	61	29	2
	26%	25%	27%	20%	27%	26%	24%	24%	31%	26%	24%	28%	30%	27%	26%	24%	26%	28%	28%	-	30%	21%	12%
The Daily Star	30	-	6	7	25	30	13	7	5	9	4	2	8	25	30	13	12	2	2	-	7	8	-
	4%	-	4%	4%	4%	4%	3%	3%	2%	3%	8%	3%	5%	4%	4%	3%	3%	3%	3%	-	3%	6%	-
The Daily Express	52	7	11	12	44	52	18	18	7	14	5	1	8	44	52	18	22	1	1	-	17	11	-
	6%	9%	7%	8%	6%	6%	5%	7%	3%	5%	11%	1%	5%	6%	6%	5%	5%	1%	1%	-	8%	8%	-
The Daily Mirror	91	5	18	15	79	91	43	25	24	38	8	6	24	79	91	43	42	6	6	-	29	17	-
	11%	7%	11%	10%	11%	11%	11%	9%	11%	14%	18%	9%	13%	11%	11%	11%	10%	9%	9%	-	14%	12%	-
The Guardian	73	18	30	25	50	73	40	41	27	49	9	10	20	50	73	40	56	10	10	-	5	7	-
	9%u	24%a	19%a	16%a	7%	9%	10%	15%aef	13%e	18%aefg	18%	14%	11%	7%u	9%u	10%u	13%anou	14%u	14%u	-	3%	5%	-
																	v						
The 'i'	38	7	8	7	29	38	30	12	6	12	3	4	7	29	38	30	20	4	4	-	1	12	-
	5%u	10%	5%	4%	4%	5%	8%ei	5%	3%	4%	6%	5%	4%	4%u	5%u	8%nu	5%u	5%u	5%u	-	1%	9%nu	-
The Times	76	13	29	23	68	76	58	38	39	32	5	13	22	68	76	58	50	13	13	-	8	14	1
	9%u	18%	19%a	15%	10%	9%	15%aef	14%af	18%aef	12%	12%	18%af	13%	10%u	9%u	15%anou	12%u	18%aou	18%aou	-	4%	10%u	6%
The Daily Telegraph	61	8	16	21	53	61	36	28	19	26	8	12	29	53	61	36	36	12	12	-	13	9	2
	7%	11%	10%	13%a	8%	7%	9%	10%	9%	10%	17%	16%aef	16%efg	8%	7%	9%	8%	16%anou	16%anouv	-	6%	6%	12%
																		v					
The Financial Times	17	4	7	9	13	17	12	12	9	11	2	2	9	13	17	12	13	2	2	-	1	3	-
	2%	6%	4%	6%a	2%	2%	3%	4%	4%	4%	4%	2%	5%	2%	2%	3%	3%	2%	2%	-	*	2%	-
The Morning Star	2	-	-	-	2	2	2	-	-	-	-	-	-	2	2	2	-	-	-	-	-	2	-
	*	-	-	-	*	*	*	-	-	-	-	-	-	*	*	*	-	-	-	-	-	1%q	-
The Herald	6	2	3	4	6	6	2	4	4	3	-	-	2	6	6	2	4	-	-	-	*	2	-
	1%	3%	2%	2%	1%	1%	*	2%	2%	1%	-	-	1%	1%	1%	*	1%	-	-	-	*	1%	-

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5b News sources use nowadays - Daily Newspapers

Base : All adults 16+ who use Newspapers for news nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	830	73*	156*	155*	694	830	393	267	218	278	48**	71*	175	694	830	393	420	71*	71*	-**	205	139	15**
The Scotsman	3 *	- -	* *	1 1%	3 *	3 *	2 *	2 1%	3 1%	1 *	- -	* 1%	2 1%	3 *	3 *	2 *	3 1%	* 1%	* 1%	- -	- -	- -	- -
The Daily Record	15 2%	1 2%	1 1%	2 1%	11 2%	15 2%	3 1%	4 2%	3 1%	4 1%	* 1%	2 2%	1 1%	11 2%	15 2%	3 1%	7 2%	2 2%	2 2%	- -	6 3%p	1 1%	* 3%
The National	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
The Press and Journal (Aberdeen)	3 *	- -	- -	- -	3 *	3 *	* *	- -	- -	1 *	- -	- -	- -	3 *	3 *	* *	1 *	- -	- -	- -	1 1%	* *	- -
The Courier and Advertiser (Dundee)	8 1%	1 1%	1 1%	2 1%	8 1%	8 1%	1 *	2 1%	2 1%	4 1%	1 2%	- -	2 1%	8 1%	8 1%	1 *	4 1%	- -	- -	- -	4 2%p	* *	- -
The Belfast Telegraph	5 1%	- -	1 1%	1 1%	5 1%	5 1%	2 *	1 *	1 1%	1 *	- -	- -	2 1%	5 1%	5 1%	2 *	2 *	- -	- -	- -	2 1%	1 1%	- -
The Irish News	4 *	- -	* *	* *	3 *	4 *	1 *	1 *	1 *	* *	- -	- -	1 *	3 *	4 *	1 *	1 *	- -	- -	- -	2 1%	1 *	- -
The News Letter	2 *	- -	* *	* *	2 *	2 *	1 *	* *	1 *	1 *	- -	- -	2 1%	2 *	2 *	1 *	1 *	- -	- -	- -	1 *	1 *	- -
The Western Mail	2 *	* 1%	1 *	1 *	2 *	2 *	2 *	1 *	* *	- -	1 1%	- -	- -	2 *	2 *	2 *	1 *	- -	- -	- -	* *	1 1%	- -
The Daily Post - Wales	2 *	- -	1 1%	1 1%	1 *	2 *	* *	2 1%	1 *	1 *	- -	1 1%	- -	1 *	2 *	* *	2 *	1 1%	1 1%	- -	- -	* *	- -
The South Wales Evening Post	1 *	- -	- -	* *	* *	1 *	* *	* *	- -	1 *	- -	- -	- -	* *	1 *	* *	1 *	- -	- -	- -	- -	- -	- -
South Wales Echo	1 *	- -	- -	- -	1 *	1 *	* *	- -	- -	- -	- -	- -	- -	1 *	1 *	* *	- -	- -	- -	- -	* *	* *	- -
The Metro	78 9%uv	13 18%	21 14%	18 12%	50 7%	78 9%	30 8%	34 13%e	38 17%aefg	38 14%eg	9 19%	8 11%	23 13%e	50 7%u	78 9%uv	30 8%u	62 15%anopuv	8 11%u	8 11%u	-	5 2%	5 4%	-

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5b News sources use nowadays - Daily Newspapers

Base : All adults 16+ who use Newspapers for news nowadays

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Weighted base	830	73*	156*	155*	694	830	393	267	218	278	48**	71*	175	694	830	393	420	71*	71*	-**	205	139	15**
The Evening Standard	43 5%uv	9 12%a	8 5%	9 6%	27 4%	43 5%	16 4%	17 6%	20 9%eg	18 6%	2 4%	3 4%	10 6%	27 4%	43 5%uv	16 4%	33 8%nuv	3 4%	3 4%	- -	3 1%	1 1%	3 21%
Any local daily newspaper	79 9%	4 6%	14 9%	8 5%	71 10%	79 9%	37 9%	19 7%	12 6%	16 6%	1 2%	14 20%aefgh ijm	15 8%	71 10%	79 9%	37 9%	29 7%	14 20%anop q	14 20%anopq	- -	25 12%	15 11%	8 50%
None of these \ Don't read a Daily Newspaper	66 8%	4 5%	14 9%	15 10%	57 8%	66 8%	40 10%	28 11%	23 11%	27 10%	3 7%	2 3%	14 8%	57 8%	66 8%	40 10%	39 9%	2 3%	2 3%	- -	12 6%	13 10%	- -
Don't know	22 3%	2 3%	9 5%	7 4%	18 3%	22 3%	11 3%	10 4%	7 3%	4 2%	- -	3 4%	5 3%	18 3%	22 3%	11 3%	13 3%	3 4%	3 4%	- -	6 3%	1 1%	1 6%
NET : Popular daily newspapers	**265** 32%b	**8** **12%**	**36** **24%**	**44** 29%b	**227** **33%**	**265** **32%**	**114** **29%**	**70** **26%**	**65** **30%**	**97** **35%**	**14** **30%**	**23** **32%**	**58** **33%**	**227** **33%**	**265** **32%**	**114** **29%**	**129** **31%**	**23** **32%**	**23** **32%**	**-** **-**	**73** **35%**	**43** **31%**	**3** **20%**
NET : Midmarket daily newspapers	**252** **30%**	**21** **28%**	**51** **32%**	**40** **26%**	**218** **31%**	**252** **30%**	**104** **27%**	**76** **28%**	**70** **32%**	**81** **29%**	**15** **32%**	**20** **29%**	**55** **31%**	**218** **31%**	**252** **30%**	**104** **27%**	**124** **29%**	**20** **29%**	**20** **29%**	**-** **-**	**74** 36%p	**37** **26%**	**2** **12%**
NET : Quality daily newspapers	**215** 26%u	**37** 50%a	**62** 40%a	**53** **34%**	**174** **25%**	**215** **26%**	**135** 34%aef	**92** 34%aef	**75** 34%aef	**92** 33%e	**19** **40%**	**29** 41%aef	**63** 36%aef	**174** 25%u	**215** 26%u	**135** 34%anou	**131** 31%u	**29** 41%anou	**29** 41%anou	**-** **-**	**28** **13%**	**40** 28%u	**3** **18%**
NET : Freesheet daily newspapers	**93** 11%uv	**16** 21%a	**23** **15%**	**22** **14%**	**63** **9%**	**93** **11%**	**38** **10%**	**39** 15%e	**44** 20%aefg	**45** 16%eg	**9** **19%**	**11** **15%**	**29** 17%eg	**63** 9%u	**93** 11%uv	**38** 10%uv	**71** 17%anop uv	**11** 15%uv	**11** 15%uv	**-** **-**	**8** **4%**	**5** **4%**	**3** **21%**
NET : Nation specific daily newspapers	**46** **6%**	**5** **6%**	**9** **5%**	**10** **6%**	**40** **6%**	**46** **6%**	**13** **3%**	**15** **6%**	**14** **6%**	**15** **6%**	**2** **5%**	**3** **4%**	**8** **5%**	**40** **6%**	**46** **6%**	**13** **3%**	**23** **5%**	**3** **4%**	**3** **4%**	**-** **-**	**15** 8%p	**7** **5%**	* **3%**
NET : Any daily newspaper	**743** **90%**	**67** **91%**	**133** **85%**	**133** **86%**	**620** **89%**	**743** **90%**	**343** **87%**	**229** **86%**	**188** **86%**	**246** **88%**	**44** **93%**	**66** **93%**	**157** **90%**	**620** **89%**	**743** **90%**	**343** **87%**	**369** **88%**	**66** **93%**	**66** **93%**	**-** **-**	**187** **91%**	**126** **90%**	**14** **94%**

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5b_number Number of Daily Newspapers used nowadays

Base : All adults 16+ who use Newspapers for news nowadays

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	910	456	454	49	62	77	91	149	262	220	111	168	631	206	242	183	279	448	462	294	616
Weighted base	830	416	414	50*	93*	108*	126*	130	176	147	143*	234	453	192	256	177	204	449	381	419	411
0 (no source specified)	87	39	48	5	11	22	11	12	14	12	16	33	38	23	26	14	24	49	37	42	45
	10%	*9%*	*12%*	*9%*	*12%*	*20%aij*	*9%*	*9%*	*8%*	*8%*	*11%*	*14%*	*8%*	*12%*	*10%*	*8%*	*12%*	*11%*	*10%*	*10%*	*11%*
1	498	256	242	17	37	53	81	84	119	108	54	133	311	107	142	111	138	249	249	230	268
	60%dek	*61%*	*58%*	*34%*	*40%*	*48%*	64%de	64%def	68%adef	73%adef	*38%*	57%uk	69%akl	*56%*	*55%*	*63%*	67%no	*56%*	65%r	*55%*	65%l
2	173	89	85	20	28	24	20	28	30	23	48	44	81	51	60	38	25	111	62	101	72
	21%q	*21%*	*20%*	41%aghij	30%ij	*22%*	*16%*	*21%*	*17%*	*16%*	34%alm	*19%*	*18%*	26%q	23%q	21%q	*12%*	25%s	*16%*	24%u	*17%*
3	56	30	27	2	14	10	11	6	11	3	16	21	19	9	21	14	12	30	27	40	16
	7%iu	*7%*	*6%*	*4%*	15%ahj	9%j	9%j	*4%*	6%j	*2%*	11%m	9%m	*4%*	*5%*	*8%*	*8%*	*6%*	*7%*	*7%*	10%u	*4%*
4	11	2	8	4	-	1	2	1	2	1	4	3	4	2	3	-	6	5	6	3	7
	1%	*1%*	*2%*	8%aefhij	-	*	*2%*	*1%*	*1%*	*1%*	*3%*	*1%*	*1%*	*1%*	*1%*	-	3%o	*1%*	*2%*	*1%*	*2%*
5	3	1	2	2	1	-	-	-	-	-	3	-	-	-	2	-	1	2	1	-	3
	*	*	*	4%ahij	*1%*	-	-	-	-	-	2%m	-	-	-	*1%*	-	*	*	*	-	*1%*
6	2	-	2	-	2	-	-	-	-	-	2	-	-	-	2	-	-	2	-	2	-
	*	-	*1%*	-	3%a	-	-	-	-	-	2%m	-	-	-	*1%*	-	-	*1%*	-	*1%*	-
Mean Score	**1.31jm**	**1.29**	**1.33**	**1.81afgh**	**1.63afhi**	**1.21**	**1.31**	**1.24**	**1.24**	**1.13**	**1.70alm**	**1.26**	**1.20**	**1.27**	**1.41**	**1.30**	**1.22**	**1.35**	**1.26**	**1.39u**	**1.22**

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5b_number Number of Daily Newspapers used nowadays

Base : All adults 16+ who use Newspapers for news nowadays

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	910	568	101	138	103	603	204	92	72	44	74	65	75	24	59	63	856	48
Weighted base	830	704	65*	39	22*	640	169	122*	84*	57*	87*	71*	92*	29**	73*	90*	756	69*
0 (no source specified)	87	76	6	3	2	63	22	17	14	7	9	4	14	-	6	6	76	8
	10%	*11%*	*9%*	*8%*	*9%*	*10%*	*13%*	*14%*	*16%*	*12%*	*10%*	*6%*	*15%*	-	*8%*	*7%*	*10%*	*12%*
1	498	415	43	27	13	380	104	67	52	40	52	47	56	22	36	43	469	26
	60%r	*59%*	*65%*	*69%b*	*62%*	*59%*	*62%*	*55%*	*62%*	*69%p*	*60%*	*66%*	*62%*	*74%*	*50%*	*48%*	*62%r*	*38%*
2	173	150	12	7	5	139	29	32	14	10	12	16	14	8	18	28	151	21
	21%	*21%*	*18%*	*17%*	*23%*	*22%*	*17%*	*26%*	*17%*	*17%*	*13%*	*22%*	*15%*	*26%*	*24%*	*31%km*	*20%*	*31%*
3	56	50	4	1	1	45	10	4	4	1	11	4	7	-	13	7	49	8
	7%	*7%*	*6%*	*3%*	*5%*	*7%*	*6%*	*3%*	*4%*	*2%*	*12%h*	*6%*	*8%*	-	*18%ahij*	*8%*	*6%*	*11%*
4	11	9	1	1	*	8	3	1	1	-	2	-	1	-	-	4	9	2
	1%	*1%*	*1%*	*3%*	*2%*	*1%*	*2%*	*1%*	*1%*	-	*2%*	-	*1%*	-	-	*5%a*	*1%*	*2%*
5	3	2	1	-	-	2	1	1	-	-	-	-	-	-	-	1	2	1
	*	*	*1%*	-	-	*	*	*1%*	-	-	-	-	-	-	-	*1%*	*	*1%*
6	2	2	-	-	-	2	-	-	-	-	2	-	-	-	-	-	-	2
	*	*	-	-	-	*	-	-	-	-	*3%a*	-	-	-	-	-	-	*3%aq*
Mean Score	**1.31**	**1.31**	**1.28**	**1.23**	**1.28**	**1.33**	**1.22**	**1.25**	**1.12**	**1.09**	**1.47**	**1.28**	**1.18**	**1.26**	**1.52ijm**	**1.59ahijm**	**1.27**	**1.71aq**

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5b_number Number of Daily Newspapers used nowadays

Base : All adults 16+ who use Newspapers for news nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	910	59	130	130	787	910	404	231	177	234	38	60	170	787	910	404	364	60	60	-	290	184	14
Weighted base	830	73*	156*	155*	694	830	393	267	218	278	48**	71*	175	694	830	393	420	71*	71*	-**	205	139	15**
0 (no source specified)	87 *10%*	6 *9%*	23 *15%*	22 *14%*	75 *11%*	87 *10%*	50 *13%*	38 *14%*	30 *14%*	32 *12%*	3 *7%*	5 *7%*	18 *10%*	75 *11%*	87 *10%*	50 *13%*	51 *12%*	5 *7%*	5 *7%*	-	18 *9%*	13 *10%*	1 *6%*
1	498 60%bcdhijmq	29 *39%*	65 *42%*	73 *47%*	418 60%hijm	498 60%hijm	220 56%im	127 *47%*	92 *42%*	131 *47%*	21 *44%*	33 *47%*	79 *45%*	418 60%q	498 60%q	220 *56%*	210 *50%*	33 *47%*	33 *47%*	-	143 70%anoqrs	96 69%pqrs	10 *65%*
2	173 *21%*	27 37%a	40 *26%*	36 *23%*	145 *21%*	173 *21%*	84 *21%*	66 *25%*	62 29%af	76 *27%*	12 *26%*	23 *32%*	50 *29%*	145 *21%*	173 *21%*	84 *21%*	105 25%v	23 32%uv	23 32%uv	-	36 *17%*	22 *16%*	4 *29%*
3	56 *7%*	11 16%a	21 13%a	18 *11%*	47 *7%*	56 *7%*	29 *8%*	28 *10%*	24 *11%*	28 *10%*	9 *19%*	8 *11%*	22 13%aef	47 *7%*	56 *7%*	29 *8%*	42 10%u	8 11%u	8 11%u	-	7 *3%*	6 *4%*	- -
4	11 *1%*	- -	3 *2%*	3 *2%*	7 *1%*	11 *1%*	6 *2%*	5 *2%*	5 *2%*	6 *2%*	2 *4%*	2 *3%*	3 *2%*	7 *1%*	11 *1%*	6 *2%*	7 *2%*	2 *3%*	2 *3%*	-	1 *	2 *1%*	- -
5	3 *	- -	1 *1%*	- -	1 *	3 *	- -	2 *1%*	2 *1%*	3 *1%*	- -	1 *1%*	1 *	1 *	3 *	- -	3 *1%*	1 *1%*	1 *1%*	-	- -	- -	- -
6	2 *	- -	2 *2%*	2 *2%*	2 *	2 *	2 *1%*	2 *1%*	2 *1%*	2 *1%*	- -	- -	2 *1%*	2 *	2 *	2 *1%*	2 *1%*	- -	- -	-	- -	- -	- -
Mean Score	**1.31u**	**1.59a**	**1.55a**	**1.46**	**1.29**	**1.31**	**1.32**	**1.44**	**1.53aef** g	**1.51aef** g	**1.68**	**1.58aef**	**1.57aef** g	**1.29**	**1.31u**	**1.32u**	**1.43nuv**	**1.58ano** uv	**1.58anouv**	**-**	**1.16**	**1.19**	**1.23**

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5bi Frequency of reading the news in Daily Newspapers - Summary Table

Base : All adults 16+ who use Daily Newspapers for news nowadays

		The Sun	The Daily Mail	The Daily Star	The Daily Express	The Daily Mirror	The Guardian	The 'i'	The Times	The Daily Telegraph	The Financial Times	The Morning Star	The Herald	The Scotsman	The Daily Record	The Belfast Telegraph	The Irish News	The News Letter	The Western Mail
Unweighted base		183	232	32	56	100	59	39	71	66	13	2	7	3	24	24	21	9	9
Weighted base		179	215	30	52	91	73	38	76	61	17	2	6	3	15	5	4	2	2
Lots of times throughout the day	(18)	8 *4%*	7 *3%*	- -	- -	4 *4%*	10 *14%*	1 *2%*	3 *4%*	3 *5%*	3 *18%*	- -	- -	- -	- -	1 *24%*	* *8%*	1 *65%*	- -
2-3 times a day	(12)	12 *7%*	8 *4%*	2 *7%*	2 *4%*	9 *10%*	9 *12%*	5 *14%*	2 *3%*	6 *10%*	- -	* *27%*	- -	- -	2 *15%*	- -	* *5%*	- -	* *10%*
Once a day	(6)	89 *50%*	95 *44%*	16 *52%*	23 *45%*	45 *49%*	19 *26%*	10 *27%*	33 *43%*	19 *31%*	2 *14%*	- -	4 *67%*	- -	8 *49%*	2 *39%*	2 *65%*	1 *27%*	1 *39%*
Most days	(4)	20 *11%*	32 *15%*	2 *8%*	3 *5%*	4 *5%*	5 *7%*	5 *14%*	7 *9%*	8 *14%*	4 *22%*	- -	2 *33%*	- -	1 *8%*	* *6%*	* *10%*	- -	* *9%*
2-3 times a week	(2)	30 *17%*	37 *17%*	7 *22%*	14 *27%*	15 *16%*	11 *15%*	9 *25%*	15 *19%*	7 *12%*	- -	- -	- -	2 *61%*	3 *20%*	1 *18%*	* *5%*	* *8%*	1 *42%*
About once a week	(0.85)	9 *5%*	27 *12%*	3 *11%*	8 *16%*	11 *12%*	14 *19%*	5 *12%*	12 *16%*	13 *22%*	6 *35%*	- -	- -	1 *39%*	- -	1 *13%*	* *8%*	- -	- -
Every 2-3 weeks	(0.5)	4 *2%*	5 *2%*	- -	- -	3 *3%*	3 *5%*	- -	2 *2%*	2 *4%*	1 *6%*	- -	- -	- -	1 *7%*	- -	- -	- -	- -
About once a month	(0.25)	6 *3%*	4 *2%*	- -	2 *3%*	- -	2 *3%*	- -	3 *3%*	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -
Less often	(0.1)	1 *1%*	1 *1%*	- -	- -	- -	- -	2 *6%*	- -	* *1%*	1 *6%*	1 *73%*	- -	- -	- -	- -	- -	- -	- -
Don't know	(0)	- -	- -	- -	- -	- -	- -	- -	- -	1 *1%*	- -	- -	- -	- -	- -	- -	- -	- -	- -
NET : AT LEAST ONCE A DAY		**109** ***61%***	**110** ***51%***	**18** ***59%***	**25** ***49%***	**58** ***64%***	**37** ***51%***	**16** ***43%***	**38** ***50%***	**28** ***46%***	**5** ***32%***	* ***27%***	**4** ***67%***	- -	**10** ***64%***	**3** ***63%***	**3** ***77%***	**2** ***92%***	**1** ***49%***
NET : AT LEAST ONCE A WEEK		**168** ***94%***	**205** ***95%***	**30** ***100%***	**50** ***97%***	**88** ***97%***	**67** ***92%***	**36** ***94%***	**72** ***95%***	**57** ***94%***	**15** ***88%***	* ***27%***	**6** ***100%***	**3** ***100%***	**14** ***93%***	**5** ***100%***	**4** ***100%***	**2** ***100%***	**2** ***100%***
NET : AT LEAST ONCE A MONTH		**178** ***99%***	**214** ***99%***	**30** ***100%***	**52** ***100%***	**91** ***100%***	**73** ***100%***	**36** ***94%***	**76** ***100%***	**60** ***98%***	**16** ***94%***	* ***27%***	**6** ***100%***	**3** ***100%***	**15** ***100%***	**5** ***100%***	**4** ***100%***	**2** ***100%***	**2** ***100%***
Not stated		- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Mean Score		**5.41**	**4.72**	**4.78**	**4.02**	**5.59**	**6.21**	**4.78**	**4.55**	**4.91**	**5.23**	**3.28**	**5.35**	**1.56**	**5.54**	**7.33**	**6.40**	**13.48**	**4.74**
Standard Deviation		**3.87**	**3.53**	**2.81**	**2.73**	**4.10**	**5.88**	**4.02**	**3.78**	**4.45**	**6.44**	**-**	**1.03**	**0.71**	**3.43**	**7.01**	**4.75**	**8.77**	**4.06**
Standard Error		**0.29**	**0.23**	**0.50**	**0.36**	**0.41**	**0.77**	**0.64**	**0.45**	**0.55**	**1.78**	**-**	**0.39**	**0.41**	**0.70**	**1.43**	**1.04**	**2.92**	**1.35**

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5bi Frequency of reading the news in Daily Newspapers - Summary Table

Base : All adults 16+ who use Daily Newspapers for news nowadays

		The Daily Post - Wales	The South Wales Evening Post	South Wales Echo	The Metro	The Evening Standard	The Press and Journal (Aberdeen)	The Courier and Advertiser (Dundee)	Any local daily newspaper
Unweighted base		4	3	2	57	28	4	12	87
Weighted base		2	1	1	78	43	3	8	79
Lots of times throughout the day	(18)	-	-	-	2	-	-	-	-
		-	-	-	*2%*	-	-	-	-
2-3 times a day	(12)	-	*	-	4	-	-	2	-
		-	*41%*	-	*5%*	-	-	*31%*	-
Once a day	(6)	1	1	1	24	6	1	5	-
		29%	*59%*	*100%*	*31%*	*15%*	*48%*	*69%*	-
Most days	(4)	-	-	-	17	7	-	-	-
		-	-	-	*22%*	*17%*	-	-	-
2-3 times a week	(2)	*	-	-	19	17	*	-	-
		24%	-	-	*24%*	*41%*	*16%*	-	-
About once a week	(0.85)	*	-	-	6	5	1	-	-
		13%	-	-	*7%*	*12%*	*36%*	-	-
Every 2-3 weeks	(0.5)	1	-	-	2	3	-	-	-
		34%	-	-	*3%*	*7%*	-	-	-
About once a month	(0.25)	-	-	-	3	3	-	-	-
		-	-	-	*4%*	*8%*	-	-	-
Less often	(0.1)	-	-	-	1	-	-	-	-
		-	-	-	*1%*	-	-	-	-
Don't know	(0)	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-
NET : AT LEAST ONCE A DAY		**1**	**1**	**1**	**30**	**6**	**1**	**8**	**-**
		29%	***100%***	***100%***	***38%***	***15%***	***48%***	***100%***	**-**
NET : AT LEAST ONCE A WEEK		**1**	**1**	**1**	**72**	**36**	**3**	**8**	**-**
		66%	***100%***	***100%***	***92%***	***85%***	***100%***	***100%***	**-**
NET : AT LEAST ONCE A MONTH		**2**	**1**	**1**	**77**	**43**	**3**	**8**	**-**
		100%	***100%***	***100%***	***99%***	***100%***	***100%***	***100%***	**-**
Not stated		-	-	-	-	-	-	-	79
		-	-	-	-	-	-	-	*100%*
Mean Score		**2.52**	**8.47**	**6.00**	**4.33**	**2.57**	**3.52**	**7.87**	**-**
Standard Deviation		**-**	**-**	**-**	**3.44**	**1.85**	**3.01**	**2.98**	**-**
Standard Error		**-**	**-**	**-**	**0.46**	**0.35**	**1.50**	**0.86**	**-**

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5c News sources use nowadays - Weekly Newspapers

Base : All adults 16+ who use Newspapers for news nowadays

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	910	456	454	49	62	77	91	149	262	220	111	168	631	206	242	183	279	448	462	294	616
Weighted base	830	416	414	50*	93*	108*	126*	130	176	147	143*	234	453	192	256	177	204	449	381	419	411
The Sun on Sunday	87	52	34	4	14	13	11	14	17	13	18	24	45	7	25	24	30	32	55	50	37
	10%n	13%	8%	8%	15%	12%	8%	11%	10%	9%	12%	10%	10%	4%	10%n	14%n	15%n	7%	14%r	12%	9%
The Mail on Sunday	121	72	50	7	*	18	16	24	30	26	8	34	80	30	33	30	27	63	58	57	64
	15%ek	17%	12%	15%e	*	16%e	13%e	18%e	17%e	18%e	5%	14%k	18%k	16%	13%	17%	13%	14%	15%	14%	16%
The Daily Star on Sunday	9	8	2	1	-	-	-	1	5	3	1	-	8	1	2	5	2	3	7	-	9
	1%	2%	*	2%	-	-	-	1%	3%	2%	1%	-	2%	*	1%	3%	1%	1%	2%	-	2%l
The Sunday Express	28	15	13	2	2	-	4	5	11	4	4	4	21	1	11	10	6	12	16	11	17
	3%	4%	3%	4%	2%	-	3%	4%	7%af	3%	2%	2%	5%	1%	4%n	6%n	3%	3%	4%	3%	4%
The Sunday Mirror	48	32	16	-	5	3	6	5	18	11	5	10	34	3	16	14	16	19	30	20	28
	6%n	8%c	4%	-	5%	3%	5%	4%	10%adh	7%	3%	4%	8%	1%	6%n	8%n	8%n	4%	8%	5%	7%
The Observer	32	11	21	1	4	5	8	4	4	7	5	13	14	18	8	3	3	25	7	20	12
	4%	3%	5%	2%	4%	4%	7%	3%	2%	4%	3%	6%	3%	9%aopq	3%	2%	2%	6%s	2%	5%	3%
The Sunday Times	77	42	35	4	12	9	15	17	16	5	16	24	37	39	28	6	4	67	10	51	26
	9%jpqs	10%	9%	8%	13%j	8%	12%j	13%j	9%j	3%	11%	10%	8%	20%aopq	11%pq	3%	2%	15%as	3%	12%u	6%
The Sunday Telegraph	39	22	17	2	3	6	1	7	11	8	5	7	26	20	14	4	1	34	5	13	26
	5%qs	5%	4%	4%	3%	6%	1%	6%	6%g	5%	4%	3%	6%	11%apq	5%q	2%	*	8%s	1%	3%	6%
The People	10	7	3	-	-	-	-	3	4	3	-	-	10	-	3	3	4	3	7	2	7
	1%	2%	1%	-	-	-	-	3%	2%	2%	-	-	2%	-	1%	2%	2%	1%	2%	1%	2%
The Sunday Herald	2	1	1	-	-	1	1	-	-	-	-	2	-	1	1	-	-	2	-	2	-
	*	*	*	-	-	1%	1%	-	-	-	-	1%	-	1%	*	-	-	*	-	1%	-
The Sunday Post	7	4	2	-	1	1	1	*	1	2	1	2	3	2	2	1	1	4	3	3	3
	1%	1%	1%	-	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
The Sunday Mail	12	7	5	-	1	1	3	4	2	1	1	4	8	2	3	4	3	4	8	7	5
	1%	2%	1%	-	1%	1%	2%	3%	1%	1%	1%	2%	2%	1%	1%	2%	2%	1%	2%	2%	1%
Scotland on Sunday	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wales on Sunday	*	-	*	-	-	-	-	-	*	-	-	-	*	*	-	-	*	*	*	-	*
	*	-	*	-	-	-	-	-	*	-	-	-	*	*	-	-	*	*	*	-	*
Sunday Life	2	1	1	-	-	-	*	1	1	*	-	*	2	-	-	*	2	-	2	-	2
	*	*	*	-	-	-	*	*	*	*	-	*	*	-	-	*	1%	-	1%	-	1%
Sunday World	2	1	1	-	1	*	*	*	*	*	1	1	1	-	*	1	1	*	2	1	1
	*	*	*	-	1%	*	*	*	*	*	*	*	*	-	*	*	*	*	*	*	*

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5c News sources use nowadays - Weekly Newspapers

Base : All adults 16+ who use Newspapers for news nowadays

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Weighted base	830	416	414	50*	93*	108*	126*	130	176	147	143*	234	453	192	256	177	204	449	381	419	411
Any local paid weekly paper	33 *4%*	17 *4%*	16 *4%*	* *1%*	6 *7%*	2 *1%*	3 *3%*	5 *4%*	8 *5%*	9 *6%*	7 *5%*	5 *2%*	22 *5%*	9 *5%*	8 *3%*	5 *3%*	12 *6%*	17 *4%*	17 *4%*	11 *3%*	22 *5%*
Any local free weekly newspaper	27 *3%*	9 *2%*	18 *4%*	- -	4 *4%*	2 *2%*	6 *5%*	5 *4%*	3 *2%*	6 *4%*	4 *2%*	8 *3%*	15 *3%*	5 *3%*	5 *2%*	11 6%o	6 *3%*	10 *2%*	17 *4%*	13 *3%*	14 *3%*
None of these \ Don't read a Weekly Newspaper	311 *38%*	142 *34%*	170 *41%*	26 52%hij	41 *44%*	43 *39%*	53 *42%*	41 *32%*	57 *32%*	51 *35%*	67 47%m	96 *41%*	149 *33%*	71 *37%*	104 *40%*	61 *35%*	75 *37%*	174 *39%*	137 *36%*	162 *39%*	149 *36%*
Don't know	64 8%b	16 *4%*	48 11%b	5 *9%*	7 *8%*	7 *7%*	11 *9%*	12 *9%*	10 *6%*	11 *8%*	12 *8%*	18 *8%*	34 *7%*	14 *7%*	18 *7%*	7 *4%*	26 13%ap	31 *7%*	33 *9%*	30 *7%*	34 *8%*
NET : Popular Sunday newspapers	**137** 16%cnr	**89** 21%c	**47** ***11%***	**4** ***8%***	**18** ***20%***	**17** ***15%***	**15** ***12%***	**20** ***16%***	**37** ***21%***	**26** ***18%***	**23** ***16%***	**31** ***13%***	**83** ***18%***	**9** ***5%***	**39** 15%n	**41** 23%n	**48** 23%an	**48** ***11%***	**89** 23%ar	**68** ***16%***	**69** ***17%***
NET : Midmarket Sunday newspapers	**147** 18%ek	**86** ***21%***	**61** ***15%***	**9** 18%e	**2** ***2%***	**18** 16%e	**20** 16%e	**28** 22%e	**40** 23%e	**30** 21%e	**11** ***8%***	**37** ***16%***	**99** 22%k	**32** ***16%***	**42** ***16%***	**40** ***23%***	**34** ***16%***	**73** ***16%***	**74** ***19%***	**68** ***16%***	**80** ***19%***
NET : Quality Sunday newspapers	**138** 17%pqs	**71** ***17%***	**67** ***16%***	**7** ***14%***	**18** ***20%***	**20** ***18%***	**22** ***18%***	**23** ***18%***	**30** ***17%***	**18** ***12%***	**26** ***18%***	**42** ***18%***	**70** ***16%***	**71** 37%aopq	**47** 19%pq	**12** ***7%***	**8** ***4%***	**118** 26%as	**20** ***5%***	**80** ***19%***	**58** ***14%***
NET : Nation specific Sunday newspapers	**21** ***3%***	**13** ***3%***	**8** ***2%***	**-** -	**2** ***2%***	**3** ***3%***	**3** ***2%***	**5** ***4%***	**5** ***3%***	**4** ***3%***	**2** ***1%***	**6** ***3%***	**13** ***3%***	**2** ***1%***	**6** ***2%***	**7** ***4%***	**7** ***4%***	**7** ***2%***	**14** ***4%***	**10** ***2%***	**12** ***3%***
NET : Any weekly newspaper	**456** 55%cd	**258** 62%ac	**197** ***48%***	**19** ***38%***	**45** ***49%***	**58** ***54%***	**62** ***49%***	**77** 59%d	**109** 62%d	**85** 58%d	**64** ***45%***	**120** ***51%***	**271** 60%k	**109** ***57%***	**135** ***53%***	**109** ***61%***	**103** ***50%***	**244** ***54%***	**212** ***56%***	**227** ***54%***	**229** ***56%***

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5c News sources use nowadays - Weekly Newspapers

Base : All adults 16+ who use Newspapers for news nowadays

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	910	568	101	138	103	603	204	92	72	44	74	65	75	24	59	63	856	48
Weighted base	830	704	65*	39	22*	640	169	122*	84*	57*	87*	71*	92*	29**	73*	90*	756	69*
The Sun on Sunday	87	75	6	3	2	68	17	13	8	8	14	7	6	6	8	6	79	8
	10%	*11%*	*9%*	*9%*	*9%*	*11%*	*10%*	*11%*	*9%*	*13%*	*17%*	*10%*	*6%*	*20%*	*12%*	*6%*	*10%*	*12%*
The Mail on Sunday	121	106	6	8	2	85	34	25	13	7	11	11	10	5	16	8	117	4
	15%	*15%*	*9%*	20%ce	*8%*	*13%*	20%j	*21%*	*15%*	*12%*	*13%*	*15%*	*11%*	*17%*	*21%*	*9%*	*16%*	*5%*
The Daily Star on Sunday	9	9	-	-	-	9	-	1	2	1	1	1	1	1	2	-	9	-
	1%	*1%*	-	-	-	*1%*	-	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*	*3%*	*3%*	-	*1%*	-
The Sunday Express	28	25	1	1	*	21	7	1	2	-	2	10	5	1	2	3	27	1
	3%	*4%*	*2%*	*4%*	*1%*	*3%*	*4%*	*1%*	*3%*	-	*3%*	14%ahijkop	*5%*	*3%*	*2%*	*3%*	*4%*	*2%*
The Sunday Mirror	48	43	1	3	2	42	5	4	5	2	8	7	3	3	11	1	42	7
	6%	*6%*	*1%*	7%c	8%c	*7%*	*3%*	*3%*	*6%*	*4%*	*10%*	10%p	*3%*	*9%*	15%ahmp	*1%*	*6%*	*10%*
The Observer	32	29	2	-	1	27	4	3	3	-	5	3	5	1	6	5	31	1
	4%d	4%d	*2%*	-	6%d	*4%*	*2%*	*2%*	*3%*	-	*6%*	*4%*	*5%*	*3%*	*8%*	*5%*	*4%*	*2%*
The Sunday Times	77	69	3	3	2	56	19	12	13	2	7	7	14	1	1	12	67	8
	9%o	*10%*	*5%*	*8%*	*8%*	*9%*	*11%*	10%o	15%o	*3%*	*8%*	*10%*	15%o	*4%*	*1%*	13%o	*9%*	*12%*
The Sunday Telegraph	39	36	2	1	*	28	10	10	6	2	4	4	2	1	3	4	38	1
	5%	*5%*	*2%*	*3%*	*2%*	*4%*	*6%*	*9%*	*7%*	*3%*	*5%*	*6%*	*2%*	*3%*	*4%*	*4%*	*5%*	*2%*
The People	10	9	1	*	-	8	2	-	1	-	1	-	-	-	7	-	10	-
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	-	*1%*	-	*1%*	-	-	-	10%ahijklmp	-	*1%*	-
The Sunday Herald	2	-	2	-	-	1	1	-	-	-	-	-	-	-	-	-	1	1
	*	-	3%ab	-	-	*	*1%*	-	-	-	-	-	-	-	-	-	*	*1%*
The Sunday Post	7	1	6	-	-	2	4	-	-	-	1	-	-	-	-	-	7	-
	1%	*	9%abde	-	-	*	3%j	-	-	-	*1%*	-	-	-	-	-	*1%*	-
The Sunday Mail	12	-	12	-	-	9	4	-	-	-	-	-	-	-	-	-	12	-
	1%b	-	19%abde	-	-	*1%*	*2%*	-	-	-	-	-	-	-	-	-	*2%*	-
Scotland on Sunday	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wales on Sunday	*	-	-	*	-	*	-	-	-	-	-	-	-	-	-	-	*	-
	*	-	-	1%ab	-	*	-	-	-	-	-	-	-	-	-	-	*	-
Sunday Life	2	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	2	-
	*	-	-	-	10%abcd	-	-	-	-	-	-	-	-	-	-	-	*	-

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base; ** very small base (under 30) ineligible for sig testing**

Q5c News sources use nowadays - Weekly Newspapers

Base : All adults 16+ who use Newspapers for news nowadays

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Weighted base	830	704	65*	39	22*	640	169	122*	84*	57*	87*	71*	92*	29**	73*	90*	756	69*
Sunday World	2	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	2	-
	*	-	-	-	10%abcd	-	-	-	-	-	-	-	-	-	-	-	*	-
Any local paid weekly paper	33	25	3	4	2	16	15	6	4	5	5	2	2	-	1	-	33	-
	4%	4%	5%	9%ab	9%ab	3%	9%af	5%	5%	8%p	5%	3%	2%	-	1%	-	4%	-
Any local free weekly newspaper	27	24	1	2	-	14	13	-	6	-	5	1	9	-	1	1	26	-
	3%	3%	1%	5%	-	2%	7%af	-	7%h	-	6%h	1%	10%ahjlp	-	2%	2%	3%	-
None of these \ Don't read a Weekly Newspaper	311	268	22	11	10	251	50	50	23	30	33	19	39	12	26	35	281	28
	38%	38%	34%	30%	45%cd	39%g	30%	41%	27%	52%il	38%	27%	42%	41%	36%	39%	37%	41%
Don't know	64	52	8	4	*	50	14	5	7	5	1	6	7	1	2	19	49	15
	8%e	7%e	12%e	10%e	1%	8%	8%	4%	9%	8%	1%	8%	8%	3%	3%	21%ahkmo	6%	21%aq
NET : Popular Sunday newspapers	**137**	**120**	**7**	**6**	**3**	**111**	**22**	**16**	**14**	**11**	**19**	**14**	**7**	**9**	**22**	**7**	**125**	**12**
	16%	**17%**	**11%**	**15%**	**16%**	**17%**	**13%**	**13%**	**17%**	**19%**	22%mp	**20%**	**8%**	**32%**	30%ahmp	**8%**	**16%**	**18%**
NET : Midmarket Sunday newspapers	**147**	**129**	**7**	**9**	**2**	**106**	**40**	**26**	**15**	**7**	**14**	**20**	**14**	**5**	**17**	**11**	**142**	**5**
	18%e	18%e	**11%**	23%ce	**8%**	**17%**	**23%**	**22%**	**18%**	**12%**	**16%**	29%p	**15%**	**17%**	**24%**	**12%**	**19%**	**7%**
NET : Quality Sunday newspapers	**138**	**125**	**6**	**4**	**3**	**106**	**30**	**24**	**19**	**4**	**15**	**13**	**18**	**3**	**10**	**20**	**125**	**11**
	17%	**18%**	**10%**	**11%**	**12%**	**16%**	**18%**	**20%**	23%j	**7%**	**17%**	**18%**	**19%**	**10%**	**13%**	22%j	**17%**	**15%**
NET : Nation specific Sunday newspapers	**21**	**1**	**16**	*	**4**	**12**	**6**	**-**	**-**	**-**	**1**	**-**	**-**	**-**	**-**	**-**	**20**	**1**
	3%b	*	25%abd	1%b	18%abd	**2%**	**3%**	**-**	**-**	**-**	**1%**	**-**	**-**	**-**	**-**	**-**	**3%**	**1%**
NET : Any weekly newspaper	**456**	**385**	**36**	**23**	**11**	**339**	**105**	**67**	**54**	**23**	**54**	**46**	**46**	**16**	**45**	**36**	**427**	**26**
	55%pr	**55%**	**55%**	**60%**	**53%**	**53%**	**62%**	**55%**	64%jp	**40%**	62%jp	65%jp	**50%**	**56%**	61%jp	**40%**	56%r	**38%**

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5c News sources use nowadays - Weekly Newspapers

Base : All adults 16+ who use Newspapers for news nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	910	59	130	130	787	910	404	231	177	234	38	60	170	787	910	404	364	60	60	-	290	184	14
Weighted base	830	73*	156*	155*	694	830	393	267	218	278	48**	71*	175	694	830	393	420	71*	71*	-**	205	139	15**
The Sun on Sunday	87	2	9	21	76	87	40	28	12	25	6	8	14	76	87	40	35	8	8	-	27	18	1
	10%	*3%*	*6%*	*14%u*	*11%*	*10%*	*10%*	*11%*	*6%*	*9%*	*12%*	*11%*	*8%*	*11%*	*10%*	*10%*	*8%*	*11%*	*11%*	-	*13%*	*13%*	*5%*
The Mail on Sunday	121	9	19	21	107	121	55	35	32	38	10	10	24	107	121	55	58	10	10	-	31	23	-
	15%	*12%*	*12%*	*14%*	*15%*	*15%*	*14%*	*13%*	*15%*	*14%*	*22%*	*14%*	*14%*	*15%*	*15%*	*14%*	*14%*	*14%*	*14%*	-	*15%*	*17%*	-
The Daily Star on Sunday	9	-	2	2	9	9	5	2	4	5	-	2	3	9	9	5	5	2	2	-	2	3	-
	1%	-	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	-	*3%*	*2%*	*1%*	*1%*	*1%*	*1%*	*3%*	*3%*	-	*1%*	*2%*	-
The Sunday Express	28	2	6	6	25	28	14	11	5	5	4	1	3	25	28	14	11	1	1	-	7	7	-
	3%	*2%*	*4%*	*4%*	*4%*	*3%*	*4%*	*4%*	*2%*	*2%*	*7%*	*1%*	*2%*	*4%*	*3%*	*4%*	*3%*	*1%*	*1%*	-	*4%*	*5%*	-
The Sunday Mirror	48	2	4	3	45	48	20	8	7	10	3	2	9	45	48	20	18	2	2	-	18	11	1
	6%	*3%*	*2%*	*2%*	*7%*	*6%*	*5%*	*3%*	*3%*	*4%*	*6%*	*3%*	*5%*	*7%*	*6%*	*5%*	*4%*	*3%*	*3%*	-	*9%*	*8%*	*9%*
The Observer	32	4	12	12	27	32	24	21	9	17	1	6	8	27	32	24	22	6	6	-	4	5	-
	4%	*6%*	*8%*	*8%*	*4%*	*4%*	*6%*	*8%aef*	*4%*	*6%*	*2%*	*8%*	*5%*	*4%*	*4%*	*6%u*	*5%*	*8%u*	*8%u*	-	*2%*	*4%*	-
The Sunday Times	77	13	26	18	69	77	48	36	31	35	4	16	20	69	77	48	51	16	16	-	7	12	3
	9%u	*18%a*	*17%a*	*12%*	*10%*	*9%*	*12%*	*14%*	*14%*	*12%*	*8%*	*23%aef*	*12%*	*10%u*	*9%u*	*12%u*	*12%u*	*23%anouv*	*23%anouv*	-	*3%*	*8%*	*17%*
The Sunday Telegraph	39	5	7	11	32	39	23	14	11	10	6	7	14	32	39	23	20	7	7	-	8	7	3
	5%	*6%*	*4%*	*7%*	*5%*	*5%*	*6%*	*5%*	*5%*	*3%*	*12%*	*10%*	*8%*	*5%*	*5%*	*6%*	*5%*	*10%*	*10%*	-	*4%*	*5%*	*18%*
The People	10	-	-	-	10	10	4	-	-	1	-	-	2	10	10	4	1	-	-	-	6	3	-
	1%	-	-	-	*1%*	*1%*	*1%*	-	-	*	-	-	*1%*	*1%*	*1%*	*1%*	*	-	-	-	*3%q*	*2%q*	-
The Sunday Herald	2	-	-	1	2	2	-	1	2	1	1	-	2	2	2	-	2	-	-	-	-	-	-
	*	-	-	*1%*	*	*	-	*	*1%*	*	*2%*	-	*1%*	*	*	-	*1%*	-	-	-	-	-	-
The Sunday Post	7	-	1	1	7	7	-	2	2	3	1	-	1	7	7	-	4	-	-	-	2	-	-
	1%	-	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*2%*	-	*1%*	*1%*	*1%*	-	*1%*	-	-	-	*1%*	-	-
The Sunday Mail	12	-	*	1	10	12	5	1	2	3	1	-	3	10	12	5	5	-	-	-	3	4	-
	1%	-	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	-	*1%*	*1%*	*1%*	*1%*	*1%*	-	-	-	*2%*	*3%*	-

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5c News sources use nowadays - Weekly Newspapers

Base : All adults 16+ who use Newspapers for news nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	830	73*	156*	155*	694	830	393	267	218	278	48**	71*	175	694	830	393	420	71*	71*	-**	205	139	15**
Scotland on Sunday	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wales on Sunday	*	-	-	*	*	*	*	-	-	-	*	-	-	*	*	*	-	-	-	-	*	*	-
	*	-	-	-	*	*	*	-	-	-	*	-	-	*	*	*	-	-	-	-	*	*	-
Sunday Life	2	-	*	*	2	2	1	*	1	1	-	-	1	2	2	1	1	-	-	-	*	1	-
	*	-	*	*	*	*	*	*	*	*	-	-	1%	*	*	*	*	-	-	-	*	1%	-
Sunday World	2	-	-	*	2	2	1	*	1	1	-	-	-	2	2	1	1	-	-	-	1	*	-
	*	-	-	*	*	*	*	*	*	*	-	-	-	*	*	*	*	-	-	-	*	*	-
Any local paid weekly paper	33	3	5	9	28	33	22	13	5	10	*	1	7	28	33	22	16	1	1	-	7	5	1
	4%	4%	3%	6%	4%	4%	6%	5%	2%	4%	*	2%	4%	4%	4%	6%	4%	2%	2%	-	3%	4%	5%
Any local free weekly newspaper	27	3	5	5	24	27	21	9	3	8	1	7	8	24	27	21	11	7	7	-	4	6	5
	3%	4%	3%	3%	3%	3%	5%i	3%	1%	3%	3%	10%aefij	4%	3%	3%	5%	3%	10%anoqu	10%anoqu	-	2%	4%	36%
None of these \ Don't read a Weekly Newspaper	311	29	69	50	251	311	132	102	105	117	18	18	71	251	311	132	174	18	18	-	80	39	2
	38%v	39%	45%	32%	36%	38%	34%	38%	48%aefgl	42%l	37%	25%	40%	36%	38%v	34%	41%rsv	25%	25%	-	39%	28%	15%
Don't know	64	7	9	11	48	64	20	17	9	16	2	6	10	48	64	20	29	6	6	-	18	8	2
	8%	9%	5%	7%	7%	8%	5%	6%	4%	6%	4%	9%	6%	7%	8%	5%	7%	9%	9%	-	9%	6%	11%
NET : Popular Sunday newspapers	**137**	**4**	**14**	**25**	**124**	**137**	**62**	**35**	**21**	**39**	**8**	**11**	**23**	**124**	**137**	**62**	**54**	**11**	**11**	**-**	**45**	**30**	**2**
	16%bcd	6%	9%	16%	18%l	16%l	16%	13%	10%	14%	18%	16%	13%	18%	16%	16%	13%	16%	16%	-	22%q	21%q	14%
NET : Midmarket Sunday newspapers	**147**	**9**	**25**	**27**	**129**	**147**	**68**	**45**	**37**	**43**	**14**	**11**	**27**	**129**	**147**	**68**	**68**	**11**	**11**	**-**	**38**	**30**	**-**
	18%	13%	16%	17%	19%	18%	17%	17%	17%	15%	29%	15%	16%	19%	18%	17%	16%	15%	15%	-	19%	21%	-
NET : Quality Sunday newspapers	**138**	**21**	**44**	**41**	**119**	**138**	**86**	**69**	**48**	**59**	**9**	**25**	**40**	**119**	**138**	**86**	**89**	**25**	**25**	**-**	**18**	**21**	**4**
	17%u	29%a	28%a	27%a	17%	17%	22%	26%aef	22%	21%	18%	36%aefgj	23%	17%u	17%u	22%u	21%u	36%anopquv	36%anopquv	-	9%	15%	30%
NET : Nation specific Sunday newspapers	**21**	**-**	**1**	**3**	**19**	**21**	**7**	**4**	**5**	**5**	**1**	**-**	**5**	**19**	**21**	**7**	**9**	**-**	**-**	**-**	**7**	**5**	**-**
	3%	-	1%	2%	3%	3%	2%	1%	2%	2%	3%	-	3%	3%	3%	2%	2%	-	-	-	3%	4%	-

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5c News sources use nowadays - Weekly Newspapers

Base : All adults 16+ who use Newspapers for news nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	830	73*	156*	155*	694	830	393	267	218	278	48**	71*	175	694	830	393	420	71*	71*	-**	205	139	15**
NET : Any weekly newspaper	**456**	**37**	**78**	**93**	**397**	**456**	**240**	**148**	**104**	**144**	**28**	**47**	**94**	**397**	**456**	**240**	**217**	**47**	**47**	**-**	**108**	**92**	**11**
	55%	***51%***	***50%***	***60%***	57%i	***55%***	61%i	***55%***	***48%***	***52%***	***59%***	66%i	***54%***	***57%***	***55%***	61%q	***52%***	***66%***	***66%***	-	***53%***	66%aoqu	***73%***

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5c_number Number of Weekly Newspapers used nowadays

Base : All adults 16+ who use Newspapers for news nowadays

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	910	456	454	49	62	77	91	149	262	220	111	168	631	206	242	183	279	448	462	294	616
Weighted base	830	416	414	50*	93*	108*	126*	130	176	147	143*	234	453	192	256	177	204	449	381	419	411
0 (no source specified)	374	158	216	31	48	50	64	53	66	62	78	114	182	84	121	68	101	205	170	193	182
	45%b	*38%*	*52%ab*	*62%ahij*	*51%*	*46%*	*51%*	*41%*	*38%*	*42%*	*55%m*	*49%*	*40%*	*43%*	*47%*	*39%*	*50%*	*46%*	*44%*	*46%*	*44%*
1	383	219	164	17	41	56	49	60	89	71	58	105	220	85	114	96	88	199	183	197	185
	46%	*53%c*	*40%*	*34%*	*44%*	*52%*	*39%*	*46%*	*51%*	*48%*	*40%*	*45%*	*49%*	*44%*	*45%*	*54%q*	*43%*	*44%*	*48%*	*47%*	*45%*
2	66	35	31	1	4	3	12	15	18	14	5	14	47	20	20	13	13	40	26	26	40
	8%	*8%*	*8%*	*2%*	*4%*	*2%*	*9%*	*12%f*	*10%f*	*9%*	*3%*	*6%*	*10%k*	*10%*	*8%*	*7%*	*6%*	*9%*	*7%*	*6%*	*10%*
3	6	5	1	1	1	-	-	2	2	-	2	-	4	3	1	-	2	4	2	2	4
	1%	*1%*	*	*2%*	*1%*	-	-	*1%*	*1%*	-	*1%*	-	*1%*	*1%*	*	-	*1%*	*1%*	*1%*	*	*1%*
4	1	-	1	-	-	-	1	-	-	-	-	1	-	1	-	-	-	1	-	1	-
	*	-	*	-	-	-	*1%*	-	-	-	-	*	-	*1%*	-	-	-	*	-	*	-
Mean Score	**0.65**	**0.73c**	**0.57**	**0.44**	**0.55**	**0.56**	**0.61**	**0.74d**	**0.75df**	**0.67d**	**0.51**	**0.59**	**0.72kl**	**0.72**	**0.61**	**0.69**	**0.59**	**0.66**	**0.63**	**0.62**	**0.67**

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5c_number Number of Weekly Newspapers used nowadays

Base : All adults 16+ who use Newspapers for news nowadays

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	910	568	101	138	103	603	204	92	72	44	74	65	75	24	59	63	856	48
Weighted base	830	704	65*	39	22*	640	169	122*	84*	57*	87*	71*	92*	29**	73*	90*	756	69*
0 (no source specified)	374	319	30	15	10	300	64	55	30	35	33	25	46	13	28	54	329	43
	45%	*45%*	*45%*	*40%*	*47%*	*47%*	*38%*	*45%*	*36%*	60%iklo	*38%*	*35%*	*50%*	*44%*	*39%*	60%iklo	*44%*	62%aq
1	383	323	30	21	8	293	82	58	47	19	43	40	37	15	32	32	359	21
	46%	*46%*	*47%*	55%e	*38%*	*46%*	*48%*	*47%*	56%jp	*33%*	*50%*	56%jp	*40%*	*51%*	*44%*	*36%*	47%r	*31%*
2	66	59	2	2	3	46	17	9	6	3	10	5	8	2	12	4	61	5
	8%	*8%*	*3%*	*5%*	13%cd	*7%*	*10%*	*7%*	*7%*	*6%*	*11%*	*7%*	*9%*	*6%*	17%ap	*4%*	*8%*	*7%*
3	6	3	2	*	*	1	4	-	1	-	1	1	1	-	-	-	6	-
	1%	*	3%ab	*1%*	*2%*	*	3%af	-	*1%*	-	*1%*	*1%*	*1%*	-	-	-	*1%*	-
4	1	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-
	*	-	2%ab	-	-	-	*1%*	-	-	-	-	-	-	-	-	-	*	-
Mean Score	**0.65p**	**0.64**	**0.69**	**0.66**	**0.71**	**0.61**	**0.80af**	**0.62**	**0.73jp**	**0.46**	**0.75jp**	**0.74jp**	**0.60**	**0.62**	**0.78jp**	**0.44**	**0.67r**	**0.45**

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5c_number Number of Weekly Newspapers used nowadays

Base : All adults 16+ who use Newspapers for news nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	910	59	130	130	787	910	404	231	177	234	38	60	170	787	910	404	364	60	60	-	290	184	14
Weighted base	830	73*	156*	155*	694	830	393	267	218	278	48**	71*	175	694	830	393	420	71*	71*	-**	205	139	15**
0 (no source specified)	374	36	78	62	298	374	152	119	114	133	19	24	81	298	374	152	203	24	24	-	97	48	4
	45%v	49%	50%	40%	43%	45%	39%	45%	52%egl	48%	41%	34%	46%	43%	45%v	39%	48%pv	34%	34%	-	47%v	34%	27%
1	383	32	60	76	325	383	202	116	85	121	21	36	71	325	383	202	178	36	36	-	90	79	9
	46%	44%	39%	49%	47%	46%	52%im	43%	39%	44%	45%	50%	41%	47%	46%	52%q	42%	50%	50%	-	44%	56%aoqu	62%
2	66	5	17	15	64	66	34	30	16	21	5	10	19	64	66	34	35	10	10	-	17	12	1
	8%	7%	11%	10%	9%	8%	9%	11%	7%	7%	10%	13%	11%	9%	8%	9%	8%	13%	13%	-	8%	9%	5%
3	6	-	1	2	6	6	4	3	1	2	1	2	2	6	6	4	3	2	2	-	1	1	1
	1%	-	1%	1%	1%	1%	1%	1%	*	1%	2%	3%	1%	1%	1%	1%	1%	3%	3%	-	1%	1%	6%
4	1	-	-	-	1	1	-	-	1	1	1	-	1	1	1	-	1	-	-	-	-	-	-
	*	-	-	-	*	*	-	-	1%	*	2%	-	1%	*	*	-	*	-	-	-	-	-	-
Mean Score	**0.65**	**0.58**	**0.62**	**0.72**	**0.69**	**0.65**	**0.72i**	**0.69**	**0.57**	**0.62**	**0.80**	**0.84i**	**0.69**	**0.69**	**0.65**	**0.72**	**0.62**	**0.84qu**	**0.84qu**	**-**	**0.62**	**0.76**	**0.90**

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5ci Frequency of reading the news in Weekly Newspapers - Summary Table

Base : All adults 16+ who use Weekly Newspapers for news nowadays

		The Sun on Sunday	The Mail on Sunday	The Daily Star on Sunday	The Sunday Express	The Sunday Mirror	The Observer	The Sunday Times	The Sunday Telegraph	The People	The Sunday Herald	The Sunday Post	The Sunday Mail	Wales on Sunday	Sunday Life	Sunday World	Any local paid weekly paper	Any local free weekly newspaper
Unweighted base		86	133	10	33	59	30	73	42	11	2	10	19	2	14	10	52	28
Weighted base		87	121	9	28	48	32	77	39	10	2	7	12	*	2	2	33	27
About once a week	(1)	76	106	8	22	42	27	50	30	10	-	6	12	*	2	2	-	-
		88%	*88%*	*82%*	*78%*	*88%*	*85%*	*66%*	*77%*	*100%*	-	*94%*	*100%*	*100%*	*93%*	*92%*	-	-
Every 2-3 weeks	(0.5)	6	6	2	3	4	2	19	4	-	1	*	-	-	-	*	-	-
		7%	*5%*	*18%*	*9%*	*9%*	*7%*	*24%*	*9%*	-	*48%*	*6%*	-	-	-	*8%*	-	-
About once a month		4	5	-	4	2	2	4	5	-	1	-	-	-	*	-	-	-
	(0.25)	*5%*	*4%*	-	*13%*	*4%*	*7%*	*5%*	*13%*	-	*52%*	-	-	-	*7%*	-	-	-
Less often	(0.1)	-	3	-	-	-	-	4	-	-	-	-	-	-	-	-	-	-
		-	*3%*	-	-	-	-	*5%*	-	-	-	-	-	-	-	-	-	-
Don't know	(0)	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-
NET : AT LEAST ONCE A MONTH		**87**	**118**	**9**	**28**	**48**	**32**	**73**	**39**	**10**	**2**	**7**	**12**	*****	**2**	**2**	**-**	**-**
		100%	***97%***	***100%***	***100%***	***100%***	***100%***	***95%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	**-**	**-**
Not stated		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	33	27
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*100%*	*100%*
Mean Score		**0.93**	**0.92**	**0.91**	**0.86**	**0.93**	**0.91**	**0.79**	**0.85**	**1.00**	**0.37**	**0.97**	**1.00**	**1.00**	**0.95**	**0.96**	**-**	**-**
Standard Deviation		**0.20**	**0.23**	**0.20**	**0.28**	**0.19**	**0.23**	**0.30**	**0.28**	**0.00**	**0.17**	**0.13**	**0.00**	**-**	**0.26**	**0.18**	**-**	**-**
Standard Error		**0.02**	**0.02**	**0.06**	**0.05**	**0.03**	**0.04**	**0.04**	**0.04**	**0.00**	**0.12**	**0.04**	**0.00**	**-**	**0.07**	**0.06**	**-**	**-**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5b/Q5c News sources use nowadays - Newspapers (Any type)

Base : All adults 16+ who use Newspapers (daily or weekly) nowadays

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total	Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+	16 - 34	35 - 54	55+	AB	C1	C2	DE	ABC1	C2DE	Working	Not working
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Unweighted base	910	456	454	49	62	77	91	149	262	220	111	168	631	206	242	183	279	448	462	294	616
Weighted base	830	416	414	50*	93*	108*	126*	130	176	147	143*	234	453	192	256	177	204	449	381	419	411
The Sun	179	103	76	14	32	30	26	25	33	21	46	55	78	10	52	54	64	61	118	108	71
	22%nr	25%	18%	28%j	34%ahij	27%j	20%	19%	19%	14%	32%am	24%	17%	5%	20%n	31%ano	31%ano	14%	31%ar	26%u	17%
The Daily Mail	215	102	114	20	20	26	24	35	45	45	40	50	125	48	74	46	47	122	93	108	108
	26%	24%	28%	41%aeg	21%	24%	19%	27%	26%	31%	28%	21%	28%	25%	29%	26%	23%	27%	24%	26%	26%
The Daily Star	30	20	11	2	4	2	1	3	14	5	5	3	22	1	4	15	11	5	26	11	19
	4%nr	5%	3%	3%	4%	2%	1%	3%	8%ag	3%	4%	1%	5%	*	1%	8%ano	5%no	1%	7%ar	3%	5%
The Daily Express	52	24	27	1	5	6	6	10	17	7	6	12	33	5	18	17	11	23	29	26	26
	6%	6%	7%	2%	6%	6%	4%	8%	10%	5%	5%	5%	7%	2%	7%	10%n	6%	5%	8%	6%	6%
The Daily Mirror	91	48	43	7	18	2	16	12	18	19	25	17	48	6	28	27	30	34	57	47	44
	11%n	11%	10%	15%f	19%f	2%	12%f	9%	10%f	13%f	18%l	7%	11%	3%	11%n	15%n	15%n	8%	15%r	11%	11%
The Guardian	73	35	38	11	14	7	19	10	5	6	25	26	21	28	28	10	8	55	17	48	24
	9%mqs	8%	9%	22%afhij	15%ij	6%	15%ij	8%i	3%	4%	18%am	11%m	5%	14%apq	11%q	6%	4%	12%s	5%	12%u	6%
The 'i'	38	14	24	1	-	4	6	8	12	6	1	10	26	12	17	5	4	29	9	15	22
	5%	3%	6%	3%	-	4%	5%	6%e	7%e	4%	1%	4%	6%a	6%q	6%q	3%	2%	6%s	2%	4%	5%
The Times	76	39	37	4	10	7	12	16	18	7	14	20	42	48	20	3	5	68	8	41	35
	9%pqs	9%	9%	8%	11%	7%	10%	13%j	10%	5%	10%	8%	9%	25%aopq	8%pq	2%	3%	15%as	2%	10%	8%
The Daily Telegraph	61	30	31	6	11	6	4	3	17	15	17	10	34	24	22	9	6	45	16	26	35
	7%q	7%	8%	12%h	12%h	5%	3%	2%	10%h	10%h	12%l	4%	8%	12%pq	8%q	5%	3%	10%s	4%	6%	9%
The Financial Times	17	10	7	1	10	1	2	-	2	1	11	3	3	7	10	*	-	17	*	12	5
	2%qs	2%	2%	2%	11%afghij	1%	2%	-	1%	1%	8%alm	1%	1%	4%pq	4%pq	*	-	4%s	*	3%	1%
The Morning Star	2	2	-	-	-	-	-	*	-	1	-	-	2	-	-	*	1	-	2	-	2
	*	*	-	-	-	-	-	*	-	1%	-	-	*	-	-	*	1%	-	*	-	*
The Herald	6	3	3	1	-	3	1	-	2	-	1	4	2	4	2	-	-	6	-	3	3
	1%	1%	1%	1%	-	3%	1%	-	1%	-	*	2%	*	2%	1%	-	-	1%s	-	1%	1%
The Scotsman	3	2	1	*	-	2	-	-	-	-	*	2	-	2	1	-	-	3	-	2	*
	*	*	*	1%	-	2%	-	-	-	-	*	1%	-	1%	*	-	-	1%	-	1%	*
The Daily Record	15	8	7	-	3	2	2	3	4	2	3	4	8	4	3	6	3	6	9	8	7
	2%	2%	2%	-	3%	2%	1%	2%	2%	1%	2%	2%	2%	2%	1%	3%	2%	1%	2%	2%	2%
The National	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Belfast Telegraph	5	4	1	1	-	*	1	*	1	1	1	2	3	1	1	1	3	1	4	2	3
	1%	1%	*	1%	-	*	1%	*	1%	1%	*	1%	1%	*	*	*	1%	*	1%	*	1%

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u
*** small base**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5b/Q5c News sources use nowadays - Newspapers (Any type)

Base : All adults 16+ who use Newspapers (daily or weekly) nowadays

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total	Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+	16 - 34	35 - 54	55+	AB	C1	C2	DE	ABC1	C2DE	Working	Not working
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
Weighted base	830	416	414	50*	93*	108*	126*	130	176	147	143*	234	453	192	256	177	204	449	381	419	411
The Irish News	4	2	2	-	1	*	-	*	1	1	1	*	3	1	*	*	2	1	3	1	3
	*	*	*	-	1%	*	-	*	1%	1%	*	*	1%	*	*	*	1%	*	1%	*	1%
The News Letter	2	2	*	-	-	-	1	1	*	*	-	1	1	-	1	-	1	1	1	1	1
	*	*	*	-	-	-	1%	1%	*	*	-	*	*	-	*	-	1%	*	*	*	*
The Western Mail	2	1	1	-	-	*	-	-	1	1	-	*	2	1	*	*	*	1	1	*	2
	*	*	*	-	-	*	-	-	*	1%	-	*	*	*	*	*	*	*	*	*	*
The Daily Post - Wales	2	1	1	1	-	1	-	-	-	*	1	1	*	-	2	-	*	2	*	1	1
	*	*	*	2%	-	*	-	-	-	*	1%	*	*	-	1%	-	*	*	*	*	*
The South Wales Evening Post	1	-	1	-	-	*	*	-	*	-	-	1	*	-	*	1	-	*	1	1	*
	*	-	*	-	-	*	*	-	*	-	-	*	*	-	*	*	-	*	*	*	*
South Wales Echo	1	*	*	-	-	-	*	-	-	*	-	*	*	-	-	*	-	*	*	-	1
	*	*	*	-	-	-	*	-	-	*	-	*	*	-	*	*	-	*	*	-	*
The Metro	78	35	43	15	13	16	16	11	4	3	27	32	19	12	32	14	21	44	34	51	27
	9%ijm	9%	10%	29%aghij	14%ij	15%ij	13%ij	9%ij	3%	2%	19%am	14%m	4%	6%	12%	8%	10%	10%	9%	12%u	7%
The Evening Standard	43	19	23	1	6	8	14	8	3	1	7	22	13	12	18	5	8	30	13	28	15
	5%j	5%	6%	2%	7%j	7%j	11%aij	6%j	2%	1%	5%	9%m	3%	6%	7%	3%	4%	7%	3%	7%	4%
The Press and Journal (Aberdeen)	3	1	1	-	-	1	-	1	1	-	-	1	2	*	2	-	-	3	-	2	1
	*	*	*	-	-	1%	-	1%	*	-	-	*	*	*	1%	-	-	1%	-	*	*
The Courier and Advertiser (Dundee)	8	4	4	-	1	-	3	*	1	2	1	3	3	3	4	-	1	7	1	4	3
	1%	1%	1%	-	1%	-	3%	*	1%	1%	1%	1%	1%	2%	1%	-	*	2%	*	1%	1%
The Sun on Sunday	87	52	34	4	14	13	11	14	17	13	18	24	45	7	25	24	30	32	55	50	37
	10%n	13%	8%	8%	15%	12%	8%	11%	10%	9%	12%	10%	10%	4%	10%n	14%n	15%n	7%	14%r	12%	9%
The Mail on Sunday	121	72	50	7	*	18	16	24	30	26	8	34	80	30	33	30	27	63	58	57	64
	15%ek	17%	12%	15%e	*	16%e	13%e	18%e	17%e	18%e	5%	14%k	18%k	16%	13%	17%	13%	14%	15%	14%	16%
The Daily Star on Sunday	9	8	2	1	-	-	-	1	5	3	1	-	8	1	2	5	2	3	7	-	9
	1%	2%	*	2%	-	-	-	1%	3%	2%	1%	-	2%	*	1%	3%	1%	1%	2%	-	2%l
The Sunday Express	28	15	13	2	2	-	4	5	11	4	4	4	21	1	11	10	6	12	16	11	17
	3%	4%	3%	4%	2%	-	3%	4%	7%af	3%	2%	2%	5%	1%	4%n	6%n	3%	3%	4%	3%	4%
The Sunday Mirror	48	32	16	-	5	3	6	5	18	11	5	10	34	3	16	14	16	19	30	20	28
	6%n	8%c	4%	-	5%	3%	5%	4%	10%adh	7%	3%	4%	8%	1%	6%n	8%n	8%n	4%	8%	5%	7%
The Observer	32	11	21	1	4	5	8	4	4	7	5	13	14	18	8	3	3	25	7	20	12
	4%	3%	5%	2%	4%	4%	7%	3%	2%	4%	3%	6%	3%	9%aopq	3%	2%	2%	6%s	2%	5%	3%
The Sunday Times	77	42	35	4	12	9	15	17	16	5	16	24	37	39	28	6	4	67	10	51	26
	9%jpqs	10%	9%	8%	13%j	8%	12%j	13%j	9%j	3%	11%	10%	8%	20%aopq	11%pq	3%	2%	15%as	3%	12%u	6%

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u
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	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Weighted base	830	416	414	50*	93*	108*	126*	130	176	147	143*	234	453	192	256	177	204	449	381	419	411
The Sunday Telegraph	39 5%gs	22 5%	17 4%	2 4%	3 3%	6 6%	1 1%	7 6%	11 6%g	8 5%	5 4%	7 3%	26 6%	20 11%apq	14 5%q	4 2%	1 *	34 8%s	5 1%	13 3%	26 6%
The People	10 1%	7 2%	3 1%	- -	- -	- -	- -	3 3%	4 2%	3 2%	- -	- -	10 2%	- -	3 1%	3 2%	4 2%	3 1%	7 2%	2 1%	7 2%
The Sunday Herald	2 *	1 *	1 *	- -	- -	1 1%	1 1%	- -	- -	- -	- -	2 1%	- -	1 1%	1 *	- -	- -	2 *	- -	2 1%	- -
The Sunday Post	7 1%	4 1%	2 1%	- -	1 1%	1 1%	1 1%	* *	1 1%	2 1%	1 1%	2 1%	3 1%	2 1%	2 1%	1 1%	1 1%	4 1%	3 1%	3 1%	3 1%
The Sunday Mail	12 1%	7 2%	5 1%	- -	1 1%	1 1%	3 2%	4 3%	2 1%	1 1%	1 1%	4 2%	8 2%	2 1%	3 1%	4 2%	3 2%	4 1%	8 2%	7 2%	5 1%
Scotland on Sunday	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Wales on Sunday	* *	- -	* *	- -	- -	- -	- -	- -	* *	- -	- -	- -	* *	* *	- -	- -	* *	* *	* *	- -	* *
Sunday Life	2 *	1 *	1 *	- -	- -	- -	* *	1 *	1 *	* *	- -	* *	2 *	- -	- -	* *	2 1%	- -	2 1%	- -	2 1%
Sunday World	2 *	1 *	1 *	- -	1 1%	* *	* *	* *	* *	* *	1 *	1 *	1 *	- -	* *	1 *	1 *	* *	2 *	1 *	1 *
Any local daily newspaper	79 9%	28 7%	50 12%b	4 8%	5 5%	7 6%	9 7%	13 10%	20 11%	21 15%e	8 6%	16 7%	54 12%	18 9%	24 9%	16 9%	22 11%	41 9%	37 10%	34 8%	44 11%
Any local paid weekly paper	33 4%	17 4%	16 4%	* 1%	6 7%	2 1%	3 3%	5 4%	8 5%	9 6%	7 5%	5 2%	22 5%	9 5%	8 3%	5 3%	12 6%	17 4%	17 4%	11 3%	22 5%
Any local free weekly newspaper	27 3%	9 2%	18 4%	- -	4 4%	2 2%	6 5%	5 4%	3 2%	6 4%	4 2%	8 3%	15 3%	5 3%	5 2%	11 6%o	6 3%	10 2%	17 4%	13 3%	14 3%
None of these \ Don't read Newspapers (Any type)	51 6%p	22 5%	30 7%	5 9%	7 7%	10 9%	8 6%	7 5%	9 5%	7 5%	11 8%	17 7%	23 5%	14 7%p	15 6%	3 2%	19 9%p	29 7%	22 6%	22 5%	29 7%
NET : Sun / Sun on Sunday	**189** 23%jrr	**108** **26%**	**81** **20%**	**16** 32%j	**34** 37%ahij	**30** 28%j	**26** **21%**	**25** **19%**	**36** **21%**	**22** **15%**	**50** 35%am	**56** **24%**	**82** **18%**	**10** **5%**	**56** 22%n	**58** 33%ano	**65** 32%ano	**66** **15%**	**123** 32%ar	**114** 27%u	**76** **18%**
NET : Daily Mail / Mail on Sunday	**241** **29%**	**119** **29%**	**122** **29%**	**23** 47%aefgi	**20** **22%**	**29** **27%**	**26** **21%**	**40** **31%**	**53** **30%**	**50** 34%g	**44** **30%**	**55** **23%**	**143** **32%**	**55** **29%**	**81** **31%**	**55** **31%**	**51** **25%**	**135** **30%**	**106** **28%**	**118** **28%**	**123** **30%**
NET : Daily Star / Sunday Star	**33** 4%nr	**23** **5%**	**11** **3%**	**2** **3%**	**4** **4%**	**2** **2%**	**1** **1%**	**4** **3%**	**15** 8%ag	**5** **4%**	**5** **4%**	**3** **1%**	**24** 5%l	**1** *	**4** **1%**	**16** 9%ano	**12** 6%no	**5** **1%**	**29** 7%ar	**11** **3%**	**22** **5%**
NET : Daily / Sunday Express	**61** 7%sn	**31** **8%**	**29** **7%**	**3** **6%**	**5** **6%**	**6** **6%**	**7** **5%**	**12** **9%**	**19** **11%**	**9** **6%**	**8** **6%**	**13** **6%**	**39** **9%**	**5** **3%**	**20** 8%n	**22** 12%sn	**14** **7%**	**25** **6%**	**36** **9%**	**29** **7%**	**32** **8%**

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u
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	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Weighted base	830	416	414	50*	93*	108*	126*	130	176	147	143*	234	453	192	256	177	204	449	381	419	411
NET : Daily / Sunday Mirror	108 13%m	60 *14%*	49 *12%*	7 *15%*	20 21%*l*	4 *4%*	18 *14%*	13 *10%*	25 14%*l*	21 14%*l*	27 19%*l*	22 *10%*	59 *13%*	8 *4%*	34 13%*n*	32 18%*n*	35 17%*n*	42 *9%*	67 18%*r*	56 *13%*	52 *13%*
NET : Guardian / Observer	85 10%mqs	39 *9%*	46 *11%*	11 22%ahij	14 15%ij	12 11%*l*	22 18%ij	10 *8%*	6 *4%*	9 *6%*	25 18%am	34 14%m	26 *6%*	35 18%apq	30 12%q	11 *6%*	8 *4%*	65 15%s	20 *5%*	55 13%u	30 *7%*
NET : Times / Sunday Times	115 14%pqs	59 *14%*	57 *14%*	8 *16%*	15 16%j	14 *13%*	21 17%j	25 19%j	24 14%j	9 *6%*	22 *16%*	35 *15%*	58 *13%*	64 33%aopq	38 15%pq	6 *3%*	7 *3%*	102 23%as	13 *3%*	68 *16%*	47 *11%*
NET : Daily / Sunday Telegraph	74 9%qs	37 *9%*	37 *9%*	7 *14%*	11 *12%*	8 *7%*	5 *4%*	8 *6%*	20 *11%*	15 *10%*	18 *13%*	13 *5%*	43 *10%*	31 16%apq	25 10%q	12 *7%*	6 *3%*	56 12%s	18 *5%*	31 *7%*	43 *10%*
NET : Herald / Sunday Herald	7 *1%*	3 *1%*	4 *1%*	1 *1%*	- -	3 *3%*	2 *1%*	- -	2 *1%*	- -	1 *	5 *2%*	2 *	5 3%q	2 *1%*	- -	- -	7 2%s	- -	4 *1%*	3 *1%*
NET : Scotsman / Scotland on Sunday	3 *	2 *	1 *	* *1%*	- -	2 *2%*	- -	- -	- -	- -	* *	2 *1%*	- -	2 *1%*	1 *	- -	- -	3 *1%*	- -	2 *1%*	* *
NET : Daily Record/ Sunday Mail	21 *2%*	10 *2%*	10 *3%*	- -	3 *3%*	2 *2%*	4 *3%*	4 *3%*	5 *3%*	3 *2%*	3 *2%*	6 *2%*	12 *3%*	5 *3%*	4 *2%*	7 *4%*	4 *2%*	9 *2%*	11 *3%*	11 *3%*	9 *2%*
NET : Belfast Telegraph/ Sunday Life	6 *1%*	5 *1%*	2 *	1 *1%*	- -	* *	1 *1%*	1 *1%*	2 *1%*	2 *1%*	1 *	2 *1%*	4 *1%*	1 *	1 *	1 *	4 *2%*	1 *	5 *1%*	2 *	4 *1%*
NET : Western Mail/Wales on Sunday	2 *	1 *	1 *	- -	- -	* *	- -	- -	1 *	1 *1%*	- -	* *	2 *	1 *	* *	* *	1 *	1 *	1 *	* *	2 *
NET : Popular Daily or Weekly newspapers	283 34%nr	163 39%c	120 *29%*	21 *43%*	48 52%aghij	37 *34%*	39 *31%*	36 *28%*	59 *34%*	43 *29%*	69 49%alm	76 *32%*	138 *30%*	16 *9%*	83 32%n	94 53%ano	90 44%ano	99 *22%*	184 48%ar	161 38%u	123 *30%*
NET : Midmarket Daily or Weekly newspapers	283 *34%*	142 *34%*	140 *34%*	25 51%aefg	24 *26%*	29 *27%*	33 *26%*	49 *38%*	67 *38%*	56 *38%*	49 *34%*	62 *26%*	172 38%l	59 *31%*	92 *36%*	70 *40%*	62 *30%*	151 *34%*	132 *35%*	136 *33%*	146 *36%*
NET : Quality Daily or Weekly newspapers	252 30%pqs	125 *30%*	127 *31%*	19 *37%*	29 *31%*	35 *32%*	39 *31%*	39 *30%*	57 *33%*	35 *24%*	48 *33%*	74 *32%*	131 *29%*	115 60%aopq	85 33%pq	28 *16%*	24 *12%*	200 44%as	53 *14%*	133 *32%*	119 *29%*
NET : Nation specific Daily or Weekly newspapers	43 *5%*	24 *6%*	19 *5%*	2 *3%*	4 *4%*	9 *8%*	6 *5%*	5 *4%*	10 *6%*	7 *5%*	6 *4%*	15 *6%*	22 *5%*	12 *6%*	8 *3%*	10 *6%*	12 *6%*	21 *5%*	22 *6%*	20 *5%*	22 *5%*
NET : Any newspaper	778 *94%*	395 *95%*	384 *93%*	45 *91%*	86 *93%*	99 *91%*	118 *94%*	123 *95%*	167 *95%*	140 *95%*	131 *92%*	217 *93%*	430 *95%*	178 *93%*	241 *94%*	174 98%ang	186 *91%*	419 *93%*	359 *94%*	397 *95%*	382 *93%*

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5b/Q5c News sources use nowadays - Newspapers (Any type)

Base : All adults 16+ who use Newspapers (daily or weekly) nowadays

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	910	568	101	138	103	603	204	92	72	44	74	65	75	24	59	63	856	48
Weighted base	830	704	65*	39	22*	640	169	122*	84*	57*	87*	71*	92*	29**	73*	90*	756	69*
The Sun	179 *22%*	150 *21%*	17 *26%*	8 *20%*	4 *20%*	139 *22%*	36 *21%*	29 *24%*	12 *15%*	18 *31%*	20 *23%*	18 *25%*	17 *19%*	6 *20%*	16 *22%*	15 *17%*	163 *22%*	14 *21%*
The Daily Mail	215 *26%e*	188 *27%e*	11 *17%*	14 *36%abce*	3 *12%*	161 *25%*	52 *31%*	32 *26%*	29 *34%p*	16 *27%*	33 *38%p*	16 *22%*	22 *24%*	7 *26%*	19 *27%*	14 *16%*	201 *27%*	14 *21%*
The Daily Star	30 *4%*	26 *4%*	3 *4%*	2 *4%*	- -	21 *3%*	9 *5%*	4 *3%*	2 *3%*	1 *2%*	2 *3%*	3 *4%*	1 *1%*	1 *3%*	12 *16%ahijklmp*	- -	29 *4%*	2 *2%*
The Daily Express	52 *6%*	45 *6%*	5 *8%*	2 *5%*	* *1%*	39 *6%*	12 *7%*	7 *6%*	6 *7%*	3 *5%*	5 *5%*	14 *19%ahjkmp*	2 *2%*	1 *3%*	7 *9%*	2 *2%*	51 *7%*	- -
The Daily Mirror	91 *11%c*	81 *11%c*	1 *2%*	6 *15%c*	3 *15%c*	76 *12%*	12 *7%*	8 *6%*	8 *10%*	6 *10%*	12 *13%*	9 *13%*	7 *7%*	3 *9%*	17 *23%ahm*	12 *14%*	74 *10%*	17 *24%aq*
The Guardian	73 *9%cg*	68 *10%c*	1 *2%*	2 *4%*	2 *7%*	69 *11%g*	2 *1%*	6 *5%*	5 *5%*	- -	10 *12%j*	5 *7%*	14 *16%hj*	1 *3%*	10 *14%j*	16 *18%ahij*	61 *8%*	11 *16%*
The 'i'	38 *5%*	35 *5%*	1 *1%*	1 *3%*	1 *3%*	29 *5%*	8 *5%*	9 *7%p*	2 *3%*	8 *13%aop*	5 *6%*	2 *3%*	6 *7%p*	2 *7%*	1 *1%*	- -	38 *5%*	- -
The Times	76 *9%o*	69 *10%d*	4 *6%*	1 *4%*	1 *6%*	54 *8%*	20 *12%*	11 *9%*	13 *15%o*	3 *5%*	6 *7%*	5 *7%*	11 *12%o*	4 *14%*	1 *1%*	16 *17%ao*	63 *8%*	12 *18%o*
The Daily Telegraph	61 *7%*	55 *8%*	3 *4%*	3 *7%*	1 *3%*	49 *8%*	12 *7%*	16 *13%*	6 *7%*	3 *5%*	7 *8%*	3 *5%*	5 *6%*	3 *11%*	7 *9%*	5 *6%*	56 *7%*	5 *7%*
The Financial Times	17 *2%*	15 *2%*	2 *3%*	- -	* *1%*	17 *3%*	- -	2 *2%*	1 *1%*	- -	2 *3%*	- -	2 *2%*	- -	4 *5%*	4 *4%*	14 *2%*	3 *5%*
The Morning Star	2 *	1 *	* *1%*	- -	- -	2 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *1%*	2 *	- -
The Herald	6 *1%*	4 *1%*	2 *4%ab*	- -	- -	3 *1%*	3 *2%*	- -	4 *4%a*	- -	- -	- -	- -	- -	- -	- -	5 *1%*	1 *1%*
The Scotsman	3 *	- -	3 *4%ab*	- -	- -	3 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 *	1 *1%*
The Daily Record	15 *2%b*	- -	15 *23%abde*	- -	- -	11 *2%*	4 *3%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	15 *2%*	- -
The National	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5b/Q5c News sources use nowadays - Newspapers (Any type)

Base : All adults 16+ who use Newspapers (daily or weekly) nowadays

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Weighted base	830	704	65*	39	22*	640	169	122*	84*	57*	87*	71*	92*	29**	73*	90*	756	69*
The Belfast Telegraph	5 *1%*	- -	- -	- -	5 23%abcd	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	5 *1%*	- -
The Irish News	4 *	- -	- -	- -	4 16%abcd	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	4 *	- -
The News Letter	2 *	- -	- -	- -	2 9%abcd	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 *	- -
The Western Mail	2 *	- -	- -	2 6%abce	-	2 *	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 *	- -
The Daily Post - Wales	2 *	- -	- -	2 5%abc	-	- -	2 1%f	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	1 *1%*
The South Wales Evening Post	1 *	- -	- -	1 3%abc	-	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -
South Wales Echo	1 *	- -	- -	1 1%ab	-	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -
The Metro	78 *9%deg*	74 *11%de*	3 *5%*	1 *3%*	-	74 *12%g*	5 *3%*	9 *7%*	2 *2%*	3 *5%*	7 *8%*	10 *14%i*	7 *8%*	4 *15%*	6 *8%*	26 *29%ahijkmo*	59 *8%*	19 *27%aq*
The Evening Standard	43 *5%cdeg*	43 *6%cde*	- -	- -	-	41 *6%g*	2 *1%*	7 *6%*	- -	- -	- -	- -	4 *4%*	- -	2 *3%*	29 *33%ahijklmo*	30 *4%*	12 *18%aq*
The Press and Journal (Aberdeen)	3 *	- -	3 *4%ab*	- -	-	- -	3 *2%f*	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 *	- -
The Courier and Advertiser (Dundee)	8 *1%bf*	- -	8 *12%abde*	- -	-	- -	8 *5%af*	- -	- -	- -	- -	- -	- -	- -	- -	- -	8 *1%*	- -
The Sun on Sunday	87 *10%*	75 *11%*	6 *9%*	3 *9%*	2 *9%*	68 *11%*	17 *10%*	13 *11%*	8 *9%*	8 *13%*	14 *17%*	7 *10%*	6 *6%*	6 *20%*	8 *12%*	6 *6%*	79 *10%*	8 *12%*
The Mail on Sunday	121 *15%*	106 *15%*	6 *9%*	8 *20%ce*	2 *8%*	85 *13%*	34 *20%f*	25 *21%*	13 *15%*	7 *12%*	11 *13%*	11 *15%*	10 *11%*	5 *17%*	16 *21%*	8 *9%*	117 *16%*	4 *5%*
The Daily Star on Sunday	9 *1%*	9 *1%*	- -	- -	-	9 *1%*	- -	1 *1%*	2 *2%*	1 *2%*	1 *1%*	1 *1%*	1 *1%*	1 *3%*	2 *3%*	- -	9 *1%*	- -
The Sunday Express	28 *3%*	25 *4%*	1 *2%*	1 *4%*	* *1%*	21 *3%*	7 *4%*	1 *1%*	2 *3%*	- -	2 *3%*	10 *14%ahijkop*	5 *5%*	1 *3%*	2 *2%*	3 *3%*	27 *4%*	1 *2%*
The Sunday Mirror	48 *6%*	43 *6%*	1 *1%*	3 *7%c*	2 *8%c*	42 *7%*	5 *3%*	4 *3%*	5 *6%*	2 *4%*	8 *10%*	7 *10%p*	3 *3%*	3 *9%*	11 *15%ahmp*	1 *1%*	42 *6%*	7 *10%*

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5b/Q5c News sources use nowadays - Newspapers (Any type)

Base : All adults 16+ who use Newspapers (daily or weekly) nowadays

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Weighted base	830	704	65*	39	22*	640	169	122*	84*	57*	87*	71*	92*	29**	73*	90*	756	69*
The Observer	32	29	2	-	1	27	4	3	3	-	5	3	5	1	6	5	31	1
	4%d	4%d	2%	-	6%d	4%	2%	2%	3%	-	6%	4%	5%	3%	8%	5%	4%	2%
The Sunday Times	77	69	3	3	2	56	19	12	13	2	7	7	14	1	1	12	67	8
	9%o	10%	5%	8%	8%	9%	11%	10%o	15%o	3%	8%	10%	15%o	4%	1%	13%o	9%	12%
The Sunday Telegraph	39	36	2	1	*	28	10	10	6	2	4	4	2	1	3	4	38	1
	5%	5%	2%	3%	2%	4%	6%	9%	7%	3%	5%	6%	2%	3%	4%	4%	5%	2%
The People	10	9	1	*	-	8	2	-	1	-	1	-	-	-	7	-	10	-
	1%	1%	1%	1%	-	1%	1%	-	1%	-	1%	-	-	-	10%ahijklmp	-	1%	-
The Sunday Herald	2	-	2	-	-	1	1	-	-	-	-	-	-	-	-	-	1	1
	*	-	3%ab	-	-	*	1%	-	-	-	-	-	-	-	-	-	*	1%
The Sunday Post	7	1	6	-	-	2	4	-	-	-	1	-	-	-	-	-	7	-
	1%	*	9%abde	-	-	*	3%j	-	-	-	1%	-	-	-	-	-	1%	-
The Sunday Mail	12	-	12	-	-	9	4	-	-	-	-	-	-	-	-	-	12	-
	1%b	-	19%abde	-	-	1%	2%	-	-	-	-	-	-	-	-	-	2%	-
Scotland on Sunday	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wales on Sunday	*	-	-	*	-	*	-	-	-	-	-	-	-	-	-	-	*	-
	*	-	-	1%ab	-	*	-	-	-	-	-	-	-	-	-	-	*	-
Sunday Life	2	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	2	-
	*	-	-	-	10%abcd	-	-	-	-	-	-	-	-	-	-	-	*	-
Sunday World	2	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	2	-
	*	-	-	-	10%abcd	-	-	-	-	-	-	-	-	-	-	-	*	-
Any local daily newspaper	79	71	2	3	2	61	15	11	5	3	17	6	11	5	9	3	73	5
	9%	10%	4%	8%	10%	10%	9%	9%	6%	6%	20%alp	9%	12%	16%	12%	3%	10%	8%
Any local paid weekly paper	33	25	3	4	2	16	15	6	4	5	5	2	2	-	1	-	33	-
	4%	4%	5%	9%ab	9%ab	3%	9%af	5%	5%	8%p	5%	3%	2%	-	1%	-	4%	-
Any local free weekly newspaper	27	24	1	2	-	14	13	-	6	-	5	1	9	-	1	1	26	-
	3%	3%	1%	5%	-	2%	7%af	-	7%h	-	6%h	1%	10%ahjlp	-	2%	2%	3%	-
None of these \ Don't read Newspapers (Any type)	51	46	3	1	1	37	13	10	8	7	4	3	4	-	5	6	45	6
	6%	7%	4%	3%	5%	6%	8%	8%	9%	12%	5%	5%	4%	-	7%	7%	6%	9%
NET : Sun / Sun on Sunday	**189**	**159**	**17**	**8**	**5**	**147**	**38**	**29**	**13**	**18**	**24**	**18**	**17**	**9**	**17**	**15**	**173**	**15**
	23%	***23%***	***26%***	***22%***	***22%***	***23%***	***22%***	***24%***	***16%***	***31%***	***27%***	***25%***	***19%***	***30%***	***23%***	***17%***	***23%***	***21%***

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
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Q5b/Q5c News sources use nowadays - Newspapers (Any type)

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	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Weighted base	830	704	65*	39	22*	640	169	122*	84*	57*	87*	71*	92*	29**	73*	90*	756	69*
NET : Daily Mail / Mail on Sunday	**241** 29%e	**208** 30%e	**14** *21%*	**16** 41%abce	**3** *15%*	**175** *27%*	**63** 37%l	**36** *30%*	**33** 39%p	**16** *27%*	**34** 39%p	**17** *24%*	**25** *27%*	**7** *26%*	**22** *30%*	**19** *21%*	**223** *29%*	**18** *26%*
NET : Daily Star / Sunday Star	**33** *4%*	**29** *4%*	**3** *4%*	**2** *4%*	**-** -	**24** *4%*	**9** *5%*	**4** *3%*	**3** *4%*	**2** *3%*	**2** *3%*	**3** *4%*	**1** *1%*	**1** *3%*	**13** 17%ahijklmp	**-** -	**31** *4%*	**2** *2%*
NET : Daily / Sunday Express	**61** 7%e	**53** 7%e	**5** *8%*	**2** *6%*	* *1%*	**47** *7%*	**13** *8%*	**7** *6%*	**6** *7%*	**3** *5%*	**5** *5%*	**16** 22%ahijkmp	**5** *6%*	**2** *6%*	**7** *9%*	**3** *3%*	**59** *8%*	**1** *2%*
NET : Daily / Sunday Mirror	**108** 13%c	**97** 14%c	**2** *3%*	**6** 16%c	**4** 16%c	**90** *14%*	**14** *9%*	**9** *8%*	**10** *12%*	**6** *10%*	**19** 22%hm	**12** *17%*	**8** *8%*	**3** *9%*	**19** 25%ahm	**12** *14%*	**87** *11%*	**22** 31%aq
NET : Guardian / Observer	**85** 10%dgj	**78** 11%cd	**3** *4%*	**2** *4%*	**3** 12%cd	**77** 12%g	**5** *3%*	**6** *5%*	**5** *6%*	**-** -	**14** 16%hj	**6** *8%*	**16** 17%hj	**2** *5%*	**11** 16%hj	**17** 19%ahij	**72** *10%*	**12** *18%*
NET : Times / Sunday Times	**115** 14%o	**103** *15%*	**7** *10%*	**4** *11%*	**2** *10%*	**88** *14%*	**26** *15%*	**17** 14%o	**21** 25%ajo	**3** *5%*	**10** 11%o	**9** 13%o	**19** 21%jo	**4** *14%*	**1** *1%*	**16** 20%jo	**97** *13%*	**16** 24%q
NET : Daily / Sunday Telegraph	**74** *9%*	**66** *9%*	**4** *6%*	**3** *8%*	**1** *3%*	**56** *9%*	**18** *11%*	**18** *15%*	**8** *10%*	**3** *5%*	**9** *11%*	**4** *6%*	**6** *6%*	**3** *11%*	**7** *9%*	**6** *8%*	**68** *9%*	**6** *9%*
NET : Herald / Sunday Herald	**7** *1%*	**4** *1%*	**4** 5%abd	**-** -	**-** -	**3** *1%*	**4** 2%l	**-** -	**4** 4%a	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**6** *1%*	**1** *1%*
NET : Scotsman / Scotland on Sunday	**3** *	**-** -	**3** 4%ab	**-** -	**-** -	**3** *	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**2** *	**1** *1%*
NET : Daily Record/ Sunday Mail	**21** 2%b	**-** -	**21** 31%abde	**-** -	**-** -	**14** *2%*	**7** *4%*	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**21** *3%*	**-** -
NET : Belfast Telegraph/ Sunday Life	**6** *1%*	**-** -	**-** -	**-** -	**6** 29%abcd	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**6** *1%*	**-** -
NET : Western Mail/Wales on Sunday	**2** *	**-** -	**-** -	**2** 6%abce	**-** -	**2** *	* *	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -	**2** *	**-** -
NET : Popular Daily or Weekly newspapers	**283** *34%*	**241** *34%*	**20** *31%*	**14** *37%*	**8** *37%*	**223** *35%*	**52** *31%*	**37** *30%*	**23** *27%*	**23** *40%*	**37** 42%p	**27** *38%*	**24** *26%*	**12** *42%*	**37** 51%ahimp	**21** *24%*	**252** *33%*	**29** *43%*
NET : Midmarket Daily or Weekly newspapers	**283** 34%e	**243** 34%e	**19** *28%*	**18** 46%abce	**3** *16%*	**207** *32%*	**72** 43%l	**39** *32%*	**37** 43%p	**17** *29%*	**35** *41%*	**30** 43%p	**29** *32%*	**8** *29%*	**26** *35%*	**22** *24%*	**262** *35%*	**19** *28%*
NET : Quality Daily or Weekly newspapers	**252** 30%e	**226** 32%ce	**13** *20%*	**9** *24%*	**4** *19%*	**199** *31%*	**49** *29%*	**42** *35%*	**30** *36%*	**13** *24%*	**25** *29%*	**17** *24%*	**36** 40%o	**10** *35%*	**15** *21%*	**36** 40%o	**224** *30%*	**26** *38%*
NET : Nation specific Daily or Weekly newspapers	**43** 5%bh	**4** *1%*	**26** 39%abd	**2** 6%b	**10** 48%abd	**21** *3%*	**11** *7%*	**-** -	**4** *4%*	**-** -	**1** *1%*	**-** -	**-** -	**-** -	**-** -	**-** -	**42** *6%*	**1** *1%*

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5b/Q5c News sources use nowadays - Newspapers (Any type)

Base : All adults 16+ who use Newspapers (daily or weekly) nowadays

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Weighted base	830	704	65*	39	22*	640	169	122*	84*	57*	87*	71*	92*	29**	73*	90*	756	69*
NET : Any newspaper	**778**	**658**	**63**	**37**	**20**	**602**	**156**	**112**	**76**	**51**	**83**	**68**	**88**	**29**	**68**	**84**	**711**	**62**
	94%	*93%*	*96%*	*97%*	*95%*	*94%*	*92%*	*92%*	*91%*	*88%*	*95%*	*95%*	*96%*	*100%*	*93%*	*93%*	*94%*	*91%*

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
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Q5b/Q5c News sources use nowadays - Newspapers (Any type)

Base : All adults 16+ who use Newspapers (daily or weekly) nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	910	59	130	130	787	910	404	231	177	234	38	60	170	787	910	404	364	60	60	-	290	184	14
Weighted base	830	73*	156*	155*	694	830	393	267	218	278	48**	71*	175	694	830	393	420	71*	71*	-**	205	139	15**
The Sun	179	4	22	30	154	179	75	51	45	65	10	16	39	154	179	75	91	16	16	-	48	26	3
	22%u	6%	14%	19%u	22%	22%	19%	19%	21%	23%	22%	23%	22%	22%	22%	19%	22%	23%	23%	-	23%	18%	20%
The Daily Mail	215	19	43	31	185	215	93	64	67	73	11	20	52	185	215	93	110	20	20	-	61	29	2
	26%	25%	27%	20%	27%	26%	24%	24%	31%	26%	24%	28%	30%	27%	26%	24%	26%	28%	28%	-	30%	21%	12%
The Daily Star	30	-	6	7	25	30	13	7	5	9	4	2	8	25	30	13	12	2	2	-	7	8	-
	4%	-	4%	4%	4%	4%	3%	3%	2%	3%	8%	3%	5%	4%	4%	3%	3%	3%	3%	-	3%	6%	-
The Daily Express	52	7	11	12	44	52	18	18	7	14	5	1	8	44	52	18	22	1	1	-	17	11	-
	6%	9%	7%	8%	6%	6%	5%	7%	3%	5%	11%	1%	5%	6%	6%	5%	5%	1%	1%	-	8%	8%	-
The Daily Mirror	91	5	18	15	79	91	43	25	24	38	8	6	24	79	91	43	42	6	6	-	29	17	-
	11%	7%	11%	10%	11%	11%	11%	9%	11%	14%	18%	9%	13%	11%	11%	11%	10%	9%	9%	-	14%	12%	-
The Guardian	73	18	30	25	50	73	40	41	27	49	9	10	20	50	73	40	56	10	10	-	5	7	-
	9%u	24%a	19%a	16%a	7%	9%	10%	15%aef	13%e	18%aefg	18%	14%	11%	7%u	9%u	10%u	13%anou	14%u	14%u	-	3%	5%	-
																	v						
The 'i'	38	7	8	7	29	38	30	12	6	12	3	4	7	29	38	30	20	4	4	-	1	12	-
	5%u	10%	5%	4%	4%	5%	8%ei	5%	3%	4%	6%	5%	4%	4%u	5%u	8%nu	5%u	5%u	5%u	-	1%	9%nu	-
The Times	76	13	29	23	68	76	58	38	39	32	5	13	22	68	76	58	50	13	13	-	8	14	1
	9%u	18%	19%a	15%	10%	9%	15%aef	14%af	18%aef	12%	12%	18%af	13%	10%u	9%u	15%anou	12%u	18%aou	18%aou	-	4%	10%u	6%
The Daily Telegraph	61	8	16	21	53	61	36	28	19	26	8	12	29	53	61	36	36	12	12	-	13	9	2
	7%	11%	10%	13%a	8%	7%	9%	10%	9%	10%	17%	16%aef	16%efg	8%	7%	9%	8%	16%anou	16%anouv	-	6%	6%	12%
																		v					
The Financial Times	17	4	7	9	13	17	12	12	9	11	2	2	9	13	17	12	13	2	2	-	1	3	-
	2%	6%	4%	6%a	2%	2%	3%	4%	4%	4%	4%	2%	5%	2%	2%	3%	3%	2%	2%	-	*	2%	-
The Morning Star	2	-	-	-	2	2	2	-	-	-	-	-	-	2	2	2	-	-	-	-	-	2	-
	*	-	-	-	*	*	*	-	-	-	-	-	-	*	*	*	-	-	-	-	-	1%q	-
The Herald	6	2	3	4	6	6	2	4	4	3	-	-	2	6	6	2	4	-	-	-	*	2	-
	1%	3%	2%	2%	1%	1%	*	2%	2%	1%	-	-	1%	1%	1%	*	1%	-	-	-	*	1%	-

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
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Weighted base	830	73*	156*	155*	694	830	393	267	218	278	48**	71*	175	694	830	393	420	71*	71*	-**	205	139	15**
The Scotsman	3 *	- -	* *	1 1%	3 *	3 *	2 *	2 1%	3 1%	1 *	- -	* 1%	2 1%	3 *	3 *	2 *	3 1%	* 1%	* 1%	- -	- -	- -	- -
The Daily Record	15 2%	1 2%	1 1%	2 1%	11 2%	15 2%	3 1%	4 2%	3 1%	4 1%	* 1%	2 2%	1 1%	11 2%	15 2%	3 1%	7 2%	2 2%	2 2%	- -	6 3%p	1 1%	* 3%
The National	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
The Belfast Telegraph	5 1%	- -	1 1%	1 1%	5 1%	5 1%	2 *	1 *	1 1%	1 *	- -	- -	2 1%	5 1%	5 1%	2 *	2 *	- -	- -	- -	2 1%	1 1%	- -
The Irish News	4 *	- -	* *	* *	3 *	4 *	1 *	1 *	1 *	* *	- -	- -	1 *	3 *	4 *	1 *	1 *	- -	- -	- -	2 1%	1 *	- -
The News Letter	2 *	- -	* *	* *	2 *	2 *	1 *	* *	1 *	1 *	- -	- -	2 1%	2 *	2 *	1 *	1 *	- -	- -	- -	1 *	1 *	- -
The Western Mail	2 *	* 1%	1 *	1 *	2 *	2 *	2 *	1 *	* *	- -	1 1%	- -	- -	2 *	2 *	2 *	1 *	- -	- -	- -	* *	1 1%	- -
The Daily Post - Wales	2 *	- -	1 1%	1 1%	1 *	2 *	* *	2 1%	1 *	1 *	- -	1 1%	- -	1 *	2 *	* *	2 *	1 1%	1 1%	- -	- -	* *	- -
The South Wales Evening Post	1 *	- -	- -	* *	* *	1 *	* *	* *	- -	1 *	- -	- -	- -	* *	1 *	* *	1 *	- -	- -	- -	- -	- -	- -
South Wales Echo	1 *	- -	- -	- -	1 *	1 *	* *	- -	- -	- -	- -	- -	- -	1 *	1 *	* *	- -	- -	- -	- -	* *	* *	- -
The Metro	78 9%uv	13 18%	21 14%	18 12%	50 7%	78 9%	30 8%	34 13%e	38 17%aefg	38 14%eg	9 19%	8 11%	23 13%e	50 7%u	78 9%uv	30 8%u	62 15%anopuv	8 11%u	8 11%u	- -	5 2%	5 4%	- -
The Evening Standard	43 5%uv	9 12%a	8 5%	9 6%	27 4%	43 5%	16 4%	17 6%	20 9%eg	18 6%	2 4%	3 4%	10 6%	27 4%	43 5%uv	16 4%	33 8%nuv	3 4%	3 4%	- -	3 1%	1 1%	3 21%
The Press and Journal (Aberdeen)	3 *	- -	- -	- -	3 *	3 *	* *	- -	- -	1 *	- -	- -	- -	3 *	3 *	* *	1 *	- -	- -	- -	1 1%	* *	- -

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
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Weighted base	830	73*	156*	155*	694	830	393	267	218	278	48**	71*	175	694	830	393	420	71*	71*	-**	205	139	15**
The Courier and Advertiser (Dundee)	8 *1%*	1 *1%*	1 *1%*	2 *1%*	8 *1%*	8 *1%*	1 *	2 *1%*	2 *1%*	4 *1%*	1 *2%*	- -	2 *1%*	8 *1%*	8 *1%*	1 *	4 *1%*	- -	- -	- -	4 *2%p*	* *	- -
The Sun on Sunday	87 *10%*	2 *3%*	9 *6%*	21 *14%za*	76 *11%*	87 *10%*	40 *10%*	28 *11%*	12 *6%*	25 *9%*	6 *12%*	8 *11%*	14 *8%*	76 *11%*	87 *10%*	40 *10%*	35 *8%*	8 *11%*	8 *11%*	- -	27 *13%*	18 *13%*	1 *5%*
The Mail on Sunday	121 *15%*	9 *12%*	19 *12%*	21 *14%*	107 *15%*	121 *15%*	55 *14%*	35 *13%*	32 *15%*	38 *14%*	10 *22%*	10 *14%*	24 *14%*	107 *15%*	121 *15%*	55 *14%*	58 *14%*	10 *14%*	10 *14%*	- -	31 *15%*	23 *17%*	- -
The Daily Star on Sunday	9 *1%*	- -	2 *1%*	2 *1%*	9 *1%*	9 *1%*	5 *1%*	2 *1%*	4 *2%*	5 *2%*	- -	2 *3%*	3 *2%*	9 *1%*	9 *1%*	5 *1%*	5 *1%*	2 *3%*	2 *3%*	- -	2 *1%*	3 *2%*	- -
The Sunday Express	28 *3%*	2 *2%*	6 *4%*	6 *4%*	25 *4%*	28 *3%*	14 *4%*	11 *4%*	5 *2%*	5 *2%*	4 *7%*	1 *1%*	3 *2%*	25 *4%*	28 *3%*	14 *4%*	11 *3%*	1 *1%*	1 *1%*	- -	7 *4%*	7 *5%*	- -
The Sunday Mirror	48 *6%*	2 *3%*	4 *2%*	3 *2%*	45 *7%*	48 *6%*	20 *5%*	8 *3%*	7 *3%*	10 *4%*	3 *6%*	2 *3%*	9 *5%*	45 *7%*	48 *6%*	20 *5%*	18 *4%*	2 *3%*	2 *3%*	- -	18 *9%*	11 *8%*	1 *9%*
The Observer	32 *4%*	4 *6%*	12 *8%*	12 *8%*	27 *4%*	32 *4%*	24 *6%*	21 *8%aef*	9 *4%*	17 *6%*	1 *2%*	6 *8%*	8 *5%*	27 *4%*	32 *4%*	24 *6%u*	22 *5%*	6 *8%u*	6 *8%u*	- -	4 *2%*	5 *4%*	- -
The Sunday Times	77 *9%u*	13 *18%a*	26 *17%a*	18 *12%*	69 *10%*	77 *9%*	48 *12%*	36 *14%*	31 *14%*	35 *12%*	4 *8%*	16 *23%aef*	20 *12%*	69 *10%u*	77 *9%u*	48 *12%u*	51 *12%u*	16 *23%anouv*	16 *23%anouv*	- -	7 *3%*	12 *8%*	3 *17%*
The Sunday Telegraph	39 *5%*	5 *6%*	7 *4%*	11 *7%*	32 *5%*	39 *5%*	23 *6%*	14 *5%*	11 *5%*	10 *3%*	6 *12%*	7 *10%*	14 *8%*	32 *5%*	39 *5%*	23 *6%*	20 *5%*	7 *10%*	7 *10%*	- -	8 *4%*	7 *5%*	3 *18%*
The People	10 *1%*	- -	- -	- -	10 *1%*	10 *1%*	4 *1%*	- -	- -	1 *	- -	- -	2 *1%*	10 *1%*	10 *1%*	4 *1%*	1 *	- -	- -	- -	6 *3%q*	3 *2%q*	- -
The Sunday Herald	2 *	- -	- -	1 *1%*	2 *	2 *	- -	1 *	2 *1%*	1 *	1 *2%*	- -	2 *1%*	2 *	2 *	- -	2 *1%*	- -	- -	- -	- -	- -	- -
The Sunday Post	7 *1%*	- -	1 *1%*	1 *1%*	7 *1%*	7 *1%*	- -	2 *1%*	2 *1%*	3 *1%*	1 *2%*	- -	1 *1%*	7 *1%*	7 *1%*	- -	4 *1%*	- -	- -	- -	2 *1%*	- -	- -
The Sunday Mail	12 *1%*	- -	* *	1 *1%*	10 *1%*	12 *1%*	5 *1%*	1 *1%*	2 *1%*	3 *1%*	1 *2%*	- -	3 *1%*	10 *1%*	12 *1%*	5 *1%*	5 *1%*	- -	- -	- -	3 *2%*	4 *3%*	- -

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5b/Q5c News sources use nowadays - Newspapers (Any type)

Base : All adults 16+ who use Newspapers (daily or weekly) nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	830	73*	156*	155*	694	830	393	267	218	278	48**	71*	175	694	830	393	420	71*	71*	-**	205	139	15**
Scotland on Sunday	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wales on Sunday	*	-	-	-	*	*	*	-	-	-	*	-	-	*	*	*	-	-	-	-	*	*	-
	*	-	-	-	*	*	*	-	-	-	*	-	-	*	*	*	-	-	-	-	*	*	-
Sunday Life	2	-	*	*	2	2	1	*	1	1	-	-	1	2	2	1	1	-	-	-	*	1	-
	*	-	*	*	*	*	*	*	*	*	-	-	1%	*	*	*	*	-	-	-	*	1%	-
Sunday World	2	-	-	*	2	2	1	*	1	1	-	-	-	2	2	1	1	-	-	-	1	*	-
	*	-	-	*	*	*	*	*	*	*	-	-	-	*	*	*	*	-	-	-	*	*	-
Any local daily newspaper	79	4	14	8	71	79	37	19	12	16	1	14	15	71	79	37	29	14	14	-	25	15	8
	9%	6%	9%	5%	10%	9%	9%	7%	6%	6%	2%	20%aefgh ijm	8%	10%	9%	9%	7%	20%anopq	20%anopq	-	12%	11%	50%
Any local paid weekly paper	33	3	5	9	28	33	22	13	5	10	*	1	7	28	33	22	16	1	1	-	7	5	1
	4%	4%	3%	6%	4%	4%	6%	5%	2%	4%	*	2%	4%	4%	4%	6%	4%	2%	2%	-	3%	4%	5%
Any local free weekly newspaper	27	3	5	5	24	27	21	9	3	8	1	7	8	24	27	21	11	7	7	-	4	6	5
	3%	4%	3%	3%	3%	3%	5%i	3%	1%	3%	3%	10%aefij	4%	3%	3%	5%	3%	10%anoqu	10%anoqu	-	2%	4%	36%
None of these \ Don't read Newspapers (Any type)	51	3	11	8	44	51	28	16	25	18	-	3	13	44	51	28	27	3	3	-	13	8	1
	6%	4%	7%	5%	6%	6%	7%	6%	11%aef	6%	-	4%	8%	6%	6%	7%	7%	4%	4%	-	6%	6%	6%
NET : Sun / Sun on Sunday	**189**	**7**	**25**	**36**	**163**	**189**	**81**	**56**	**48**	**70**	**13**	**19**	**43**	**163**	**189**	**81**	**97**	**19**	**19**	**-**	**50**	**26**	**3**
	23%b	9%	16%	23%b	24%	23%	21%	21%	22%	25%	27%	27%	25%	24%	23%	21%	23%	27%	27%	-	25%	19%	20%
NET : Daily Mail / Mail on Sunday	**241**	**22**	**50**	**38**	**209**	**241**	**106**	**75**	**76**	**85**	**17**	**21**	**59**	**209**	**241**	**106**	**124**	**21**	**21**	**-**	**65**	**36**	**2**
	29%	30%	32%	24%	30%	29%	27%	28%	35%	31%	36%	29%	34%	30%	29%	27%	30%	29%	29%	-	32%	26%	12%
NET : Daily Star / Sunday Star	**33**	**-**	**6**	**7**	**28**	**33**	**15**	**7**	**6**	**10**	**4**	**2**	**8**	**28**	**33**	**15**	**13**	**2**	**2**	**-**	**7**	**10**	**-**
	4%	-	4%	4%	4%	4%	4%	3%	3%	4%	8%	3%	5%	4%	4%	4%	3%	3%	3%	-	3%	7%	-
NET : Daily / Sunday Express	**61**	**7**	**14**	**13**	**52**	**61**	**26**	**22**	**10**	**15**	**7**	**1**	**11**	**52**	**61**	**26**	**26**	**1**	**1**	**-**	**18**	**14**	**-**
	7%	9%	9%	8%	7%	7%	7%	8%	4%	5%	15%	1%	6%	7%	7%	7%	6%	1%	1%	-	9%	10%rs	-
NET : Daily / Sunday Mirror	**108**	**5**	**18**	**17**	**96**	**108**	**48**	**29**	**27**	**39**	**10**	**8**	**25**	**96**	**108**	**48**	**51**	**8**	**8**	**-**	**33**	**19**	**1**
	13%	7%	11%	11%	14%	13%	12%	11%	12%	14%	21%	11%	14%	14%	13%	12%	12%	11%	11%	-	16%	14%	9%

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5b/Q5c News sources use nowadays - Newspapers (Any type)

Base : All adults 16+ who use Newspapers (daily or weekly) nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	830	73*	156*	155*	694	830	393	267	218	278	48**	71*	175	694	830	393	420	71*	71*	-**	205	139	15**
NET : Guardian / Observer	**85** 10%u	**18** 24%a	**36** 23%a	**29** 19%a	**60** *9%*	**85** *10%*	**48** *12%*	**49** 18%aef	**29** *13%*	**53** 19%aef	**9** *18%*	**11** *16%*	**23** *13%*	**60** 9%u	**85** 10%u	**48** 12%u	**65** 15%anouv	**11** 16%u	**11** 16%u	**-** -	**6** *3%*	**10** *7%*	**-** -
NET : Times / Sunday Times	**115** 14%u	**19** 26%a	**39** 25%a	**28** *18%*	**102** *15%*	**115** *14%*	**75** 19%af	**54** 20%af	**47** 22%aef	**47** *17%*	**8** *16%*	**21** 29%aef	**29** *17%*	**102** 15%u	**115** 14%u	**75** 19%aou	**74** 18%u	**21** 29%anouv	**21** 29%anouv	**-** -	**13** *6%*	**20** 14%u	**3** *17%*
NET : Daily / Sunday Telegraph	**74** *9%*	**10** *13%*	**18** *11%*	**25** 16%a	**64** *9%*	**74** *9%*	**45** *11%*	**32** *12%*	**26** *12%*	**29** *10%*	**10** *21%*	**14** 19%aef	**32** 18%aefj	**64** *9%*	**74** *9%*	**45** *11%*	**44** *10%*	**14** 19%anouv	**14** 19%anouv	**-** -	**14** *7%*	**11** *8%*	**3** *18%*
NET : Herald / Sunday Herald	**7** *1%*	**2** *3%*	**3** *2%*	**4** *2%*	**7** *1%*	**7** *1%*	**2** *	**4** *2%*	**5** *2%*	**4** *1%*	**1** *2%*	**-** -	**3** *2%*	**7** *1%*	**7** *1%*	**2** *	**5** *1%*	**-** -	**-** -	**-** -	***** *	**2** *1%*	**-** -
NET : Scotsman / Scotland on Sunday	**3** *	**-** -	***** *	**1** *1%*	**3** *	**3** *	**2** *	**2** *1%*	**3** *1%*	**1** *	**-** -	***** *1%*	**2** *1%*	**3** *	**3** *	**2** *	**3** *1%*	***** *1%*	***** *1%*	**-** -	**-** -	**-** -	**-** -
NET : Daily Record/ Sunday Mail	**21** *2%*	**1** *2%*	**2** *1%*	**2** *1%*	**16** *2%*	**21** *2%*	**5** *1%*	**5** *2%*	**4** *2%*	**6** *2%*	**2** *3%*	**2** *2%*	**3** *2%*	**16** *2%*	**21** *2%*	**5** *1%*	**9** *2%*	**2** *2%*	**2** *2%*	**-** -	**6** *3%*	**4** *3%*	***** *3%*
NET : Belfast Telegraph/ Sunday Life	**6** *1%*	**-** -	**1** *1%*	**1** *1%*	**6** *1%*	**6** *1%*	**2** *1%*	**1** *	**2** *1%*	**2** *1%*	**-** -	**-** -	**2** *1%*	**6** *1%*	**6** *1%*	**2** *1%*	**2** *	**-** -	**-** -	**-** -	**2** *1%*	**2** *1%*	**-** -
NET : Western Mail/Wales on Sunday	**2** *	***** *1%*	**1** *	**1** *	**2** *	**2** *	**2** *	**1** *	***** *	**-** -	**1** *1%*	**-** -	**-** -	**2** *	**2** *	**2** *	**1** *	**-** -	**-** -	**-** -	**1** *	**1** *1%*	**-** -
NET : Popular Daily or Weekly newspapers	**283** 34%b	**11** *14%*	**40** *26%*	**51** 33%b	**245** *35%*	**283** *34%*	**121** *31%*	**77** *29%*	**71** *32%*	**103** *37%*	**17** *36%*	**26** *37%*	**63** *36%*	**245** *35%*	**283** *34%*	**121** *31%*	**140** *33%*	**26** *37%*	**26** *37%*	**-** -	**77** *38%*	**45** *33%*	**4** *26%*
NET : Midmarket Daily or Weekly newspapers	**283** *34%*	**24** *33%*	**61** *39%*	**48** *31%*	**246** *35%*	**283** *34%*	**124** *32%*	**91** *34%*	**83** *38%*	**95** *34%*	**23** *47%*	**22** *30%*	**65** *37%*	**246** *35%*	**283** *34%*	**124** *32%*	**141** *34%*	**22** *30%*	**22** *30%*	**-** -	**78** *38%*	**45** *32%*	**2** *12%*
NET : Quality Daily or Weekly newspapers	**252** 30%u	**39** 54%a	**75** 48%a	**65** 42%a	**206** *30%*	**252** *30%*	**154** 39%aef	**112** 42%aef	**84** 39%e	**101** *36%*	**19** *40%*	**34** 47%aef	**69** 40%aef	**206** 30%u	**252** 30%u	**154** 39%anou	**158** 38%anou	**34** 47%anouv	**34** 47%anouv	**-** -	**32** *16%*	**43** 31%u	**4** *30%*
NET : Nation specific Daily or Weekly newspapers	**43** *5%*	**4** *5%*	**7** *5%*	**8** *5%*	**37** *5%*	**43** *5%*	**15** *4%*	**13** *5%*	**14** *6%*	**12** *4%*	**2** *5%*	**2** *3%*	**9** *5%*	**37** *5%*	**43** *5%*	**15** *4%*	**20** *5%*	**2** *3%*	**2** *3%*	**-** -	**11** *6%*	**9** *7%*	***** *3%*

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5b/Q5c News sources use nowadays - Newspapers (Any type)

Base : All adults 16+ who use Newspapers (daily or weekly) nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	830	73*	156*	155*	694	830	393	267	218	278	48**	71*	175	694	830	393	420	71*	71*	-**	205	139	15**
NET : Any newspaper	**778**	**70**	**145**	**147**	**650**	**778**	**364**	**251**	**193**	**260**	**48**	**69**	**161**	**650**	**778**	**364**	**393**	**69**	**69**	**-**	**192**	**131**	**14**
	94%i	*96%*	*93%*	*95%*	94%i	94%i	*93%*	*94%*	*89%*	*94%*	*100%*	*96%*	*92%*	*94%*	*94%*	*93%*	*93%*	*96%*	*96%*	-	*94%*	*94%*	*94%*

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5b/c_number Number of Newspapers (Any type) used nowadays

Base : All adults 16+ who use Newspapers (daily or weekly) nowadays

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	910	456	454	49	62	77	91	149	262	220	111	168	631	206	242	183	279	448	462	294	616
Weighted base	830	416	414	50*	93*	108*	126*	130	176	147	143*	234	453	192	256	177	204	449	381	419	411
0 (no source specified)	51	22	30	5	7	10	8	7	9	7	11	17	23	14	15	3	19	29	22	22	29
	6%o	5%	7%	9%	7%	9%	6%	5%	5%	5%	8%	7%	5%	7%p	6%	2%	9%p	7%	6%	5%	7%
1	254	108	146	10	24	37	39	40	52	52	34	76	144	56	75	55	68	131	123	120	134
	31%	26%	35%b	20%	25%	34%	31%	31%	30%	35%	24%	33%	32%	29%	29%	31%	33%	29%	32%	29%	33%
2	325	186	139	20	27	41	50	48	74	65	46	91	188	72	96	74	82	168	157	161	164
	39%	45%c	34%	39%	29%	38%	39%	37%	42%	44%e	32%	39%	42%	38%	37%	42%	40%	38%	41%	38%	40%
3	121	62	59	8	28	11	17	24	22	11	36	27	57	27	48	32	14	75	46	81	40
	15%iqu	15%	14%	16%	30%afgij	10%	13%	18%j	13%	8%	25%alm	12%	13%	14%q	19%q	18%q	7%	17%	12%	19%u	10%
4	52	26	26	3	2	10	11	8	10	9	5	21	27	17	12	10	14	29	24	23	30
	6%	6%	6%	6%	2%	9%	9%	6%	6%	6%	3%	9%	6%	9%	5%	5%	7%	6%	6%	5%	7%
5	18	10	8	2	2	1	1	4	6	3	4	2	12	3	5	3	7	9	9	8	10
	2%	2%	2%	3%	2%	*	1%	3%	3%	2%	3%	1%	3%	2%	2%	1%	3%	2%	2%	2%	2%
6	5	2	3	2	1	-	*	-	1	-	3	*	1	1	3	-	*	4	*	1	3
	1%	*	1%	4%ahj	1%	-	*	-	1%	-	2%m	*	*	1%	1%	-	*	1%	*	*	1%
7	4	1	3	1	2	-	-	-	1	-	3	-	1	1	2	-	1	3	1	2	2
	*	*	1%	2%	3%	-	-	-	*	-	2%m	-	*	*	1%	-	*	1%	*	1%	*
Mean Score	**1.95**	**2.01**	**1.89**	**2.25j**	**2.19j**	**1.78**	**1.92**	**1.98**	**2.00**	**1.80**	**2.21lm**	**1.85**	**1.93**	**1.98**	**2.02**	**1.99**	**1.81**	**2.01**	**1.89**	**2.01**	**1.90**

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5b/c_number Number of Newspapers (Any type) used nowadays

Base : All adults 16+ who use Newspapers (daily or weekly) nowadays

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	910	568	101	138	103	603	204	92	72	44	74	65	75	24	59	63	856	48
Weighted base	830	704	65*	39	22*	640	169	122*	84*	57*	87*	71*	92*	29**	73*	90*	756	69*
0 (no source specified)	51	46	3	1	1	37	13	10	8	7	4	3	4	-	5	6	45	6
	6%	*7%*	*4%*	*3%*	*5%*	*6%*	*8%*	*8%*	*9%*	*12%*	*5%*	*5%*	*4%*	-	*7%*	*7%*	*6%*	*9%*
1	254	212	21	13	7	201	46	36	24	21	25	16	42	11	14	23	233	16
	31%	*30%*	*32%*	*34%*	*34%*	*31%*	*27%*	*29%*	*29%*	*37%*	*29%*	*23%*	*46%ahilop*	*36%*	*19%*	*26%*	*31%*	*24%*
2	325	271	28	17	9	249	67	48	36	21	25	37	31	13	24	35	300	24
	39%	*39%*	*42%*	*44%*	*41%*	*39%*	*39%*	*40%*	*43%*	*36%*	*29%*	*53%kmo*	*34%*	*43%*	*33%*	*39%*	*40%*	*35%*
3	121	108	7	4	1	92	27	19	9	9	22	8	5	5	18	13	109	12
	15%em	*15%e*	*11%*	*11%*	*7%*	*14%*	*16%*	*16%*	*10%*	*15%*	*25%aim*	*12%*	*5%*	*18%*	*25%aim*	*14%*	*14%*	*17%*
4	52	46	3	2	2	45	6	8	5	-	6	2	5	1	8	11	46	6
	6%	*7%*	*4%*	*4%*	*9%*	*7%*	*4%*	*6%*	*6%*	-	*7%*	*2%*	*6%*	*3%*	*11%j*	*12%j*	*6%*	*9%*
5	18	13	3	1	1	11	7	-	2	-	1	4	3	-	3	1	16	2
	2%	*2%*	*4%*	*3%*	*3%*	*2%*	*4%*	-	*2%*	-	*1%*	*6%h*	*3%*	-	*5%h*	*1%*	*2%*	*2%*
6	5	3	1	-	*	2	2	1	-	-	-	-	2	-	-	-	5	-
	1%	*	*2%*	-	*2%b*	*	*1%*	*1%*	-	-	-	-	*2%*	-	-	-	*1%*	-
7	4	4	-	-	-	2	2	-	1	-	3	-	-	-	-	-	2	2
	*	*1%*	-	-	-	*	*1%*	-	*1%*	-	*4%a*	-	-	-	-	-	*	*3%aq*
Mean Score	**1.95j**	**1.95**	**1.97**	**1.89**	**1.98**	**1.94**	**2.02**	**1.87**	**1.86**	**1.55**	**2.21j**	**2.01j**	**1.79**	**1.88**	**2.30ahjm**	**2.03j**	**1.94**	**2.17**

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5b/c_number Number of Newspapers (Any type) used nowadays

Base : All adults 16+ who use Newspapers (daily or weekly) nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	910	59	130	130	787	910	404	231	177	234	38	60	170	787	910	404	364	60	60	-	290	184	14
Weighted base	830	73*	156*	155*	694	830	393	267	218	278	48**	71*	175	694	830	393	420	71*	71*	-**	205	139	15**
0 (no source specified)	51	3	11	8	44	51	28	16	25	18	-	3	13	44	51	28	27	3	3	-	13	8	1
	6%	4%	7%	5%	6%	6%	7%	6%	11%aef	6%	-	4%	8%	6%	6%	7%	7%	4%	4%	-	6%	6%	6%
1	254	16	50	50	205	254	106	86	48	77	12	17	42	205	254	106	125	17	17	-	73	39	2
	31%j	22%	32%	32%	30%	31%i	27%	32%i	22%	28%	25%	23%	24%	30%	31%	27%	30%	23%	23%	-	36%p	28%	12%
2	325	26	43	40	274	325	152	77	74	94	15	21	57	274	325	152	142	21	21	-	81	64	9
	39%cdh	36%	27%	26%	39%h	39%h	39%h	29%	34%	34%	32%	29%	32%	39%	39%	39%	34%	29%	29%	-	40%	46%qrs	62%
3	121	20	27	38	102	121	63	51	44	56	10	18	33	102	121	63	78	18	18	-	24	15	1
	15%	28%a	17%	25%a	15%	15%	16%	19%	20%	20%	22%	25%	19%	15%	15%	16%	19%u	25%uv	25%uv	-	11%	11%	9%
4	52	7	14	9	45	52	27	22	17	17	6	7	17	45	52	27	30	7	7	-	10	8	1
	6%	10%	9%	6%	6%	6%	7%	8%	8%	6%	12%	10%	10%	6%	6%	7%	7%	10%	10%	-	5%	6%	5%
5	18	-	6	4	16	18	10	7	5	9	4	4	7	16	18	10	10	4	4	-	4	4	1
	2%	-	4%	3%	2%	2%	2%	3%	2%	3%	9%	5%	4%	2%	2%	2%	2%	5%	5%	-	2%	3%	6%
6	5	-	3	2	3	5	2	4	3	4	-	2	2	3	5	2	4	2	2	-	-	*	-
	1%	-	2%	2%	*	1%	1%	2%	1%	1%	-	3%aef	1%	*	1%	1%	1%	3%anou	3%anou	-	-	*	-
7	4	-	2	3	4	4	4	3	3	3	-	-	3	4	4	4	3	-	-	-	-	1	-
	*	-	2%	2%	1%	*	1%	1%	2%	1%	-	-	2%	1%	*	1%	1%	-	-	-	-	1%	-
Mean Score	**1.95**	**2.17**	**2.17**	**2.19**	**1.97**	**1.95**	**2.04**	**2.12**	**2.10**	**2.13**	**2.48**	**2.43aef g**	**2.26aef**	**1.97u**	**1.95**	**2.04u**	**2.05u**	**2.43ano puv**	**2.43anopuv**	**-**	**1.79**	**1.94**	**2.14**

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5d News sources use nowadays - Radio Stations

Base : All adults 16+ who use Radio for news nowadays

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	910	442	468	60	100	117	128	175	192	138	160	245	505	217	262	183	248	479	431	402	508
Weighted base	957	466	491	70*	151*	174*	182	151	138	91	221	356	380	227	309	211	210	536	421	586	371
BBC Radio 4	253	144	109	6	19	49	54	51	47	26	26	102	125	102	90	33	28	192	61	144	109
	26%dekpqs	31%c	22%	9%	13%	28%de	30%de	34%de	34%de	29%de	12%	29%uk	33%uk	45%aopq	29%pq	15%	13%	36%as	14%	25%	29%
BBC Radio 3	11	8	3	-	-	2	4	2	*	2	-	6	5	4	3	1	2	7	3	5	5
	1%	2%	1%	-	-	1%	2%	2%	*	2%	-	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%
BBC Radio 2	253	123	130	7	21	57	58	47	41	22	28	116	110	64	99	43	47	163	90	156	97
	26%dek	26%	27%	10%	14%	33%de	32%de	31%de	30%de	24%d	13%	32%uk	29%uk	28%	32%pq	20%	22%	30%s	21%	27%	26%
BBC Radio 1	152	67	84	37	51	22	24	3	8	7	87	46	18	25	60	30	37	85	67	102	50
	16%hijm	14%	17%	52%aefghij	34%afghij	13%h	13%hi	2%	6%	8%h	40%alm	13%m	5%	11%	20%n	14%	17%	16%	16%	17%	13%
BBC Asian Network	6	4	2	-	2	-	4	-	-	-	2	4	-	2	2	-	2	4	2	6	-
	1%	1%	*	-	1%	-	2%	-	-	-	1%	1%	-	1%	1%	-	1%	1%	*	1%	-
BBC Radio 5 Live	73	51	22	1	13	6	12	24	10	5	14	19	40	27	26	9	11	53	20	42	31
	8%	11%c	4%	1%	9%	4%	7%	16%adfgij	8%	6%	6%	5%	11%j	12%pq	8%	4%	5%	10%s	5%	7%	8%
BBC World Service	21	13	8	1	-	9	4	4	3	1	1	13	7	8	4	6	3	12	9	14	7
	2%	3%	2%	1%	-	5%e	2%	3%	2%	1%	*	4%	2%	4%	1%	3%	2%	2%	2%	2%	2%
BBC Radio 6 Music	9	7	2	-	3	2	*	1	3	-	3	3	4	2	4	3	-	6	3	6	3
	1%	1%	1%	-	2%	1%	*	1%	2%	-	1%	1%	1%	1%	1%	2%	-	1%	1%	1%	1%
Classic FM	47	25	23	3	5	1	14	5	12	6	9	15	24	19	17	10	2	36	12	20	27
	5%q	5%	5%	4%	4%	1%	8%f	4%	9%f	7%f	4%	4%	6%	8%q	5%q	5%	1%	7%s	3%	3%	7%l
Talksport	33	30	3	1	12	-	8	9	2	1	13	8	13	7	14	11	2	21	13	24	9
	3%c	7%ac	1%	2%	8%lij	-	4%f	6%lj	2%	1%	6%	2%	3%	3%	4%q	5%q	1%	4%	3%	4%	2%
LBC	36	20	16	3	5	8	10	4	5	1	8	18	10	10	14	6	6	24	12	23	13
	4%	4%	3%	5%	3%	5%	5%	3%	3%	1%	4%	5%	3%	4%	5%	3%	3%	5%	3%	4%	3%
Heart FM	97	30	67	13	24	25	25	6	3	1	37	50	10	20	36	19	22	56	41	72	25
	10%hijm	6%	14%b	19%hij	16%hij	14%hij	14%hij	4%	2%	1%	17%am	14%m	3%	9%	12%	9%	11%	10%	10%	12%u	7%
Absolute Radio	34	27	7	3	5	10	12	4	1	-	8	22	5	9	9	10	6	18	16	29	5
	4%cmu	6%c	1%	4%	3%	5%ij	7%ij	3%	1%	-	3%	6%m	1%	4%	3%	5%	3%	3%	4%	5%u	1%
Capital	86	40	46	16	35	19	9	4	2	-	51	29	6	20	31	18	17	51	35	69	17
	9%hijmu	9%	9%	23%aghij	23%afghij	11%hij	5%j	3%	2%	-	23%alm	8%m	2%	9%	10%	8%	8%	9%	8%	12%u	5%
Real Radio	6	-	6	-	1	3	1	1	1	-	1	3	2	2	3	-	1	5	1	5	2
	1%	-	1%b	-	1%	2%	*	1%	1%	-	1%	1%	1%	1%	1%	-	*	1%	*	1%	*

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5d News sources use nowadays - Radio Stations

Base : All adults 16+ who use Radio for news nowadays

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Weighted base	957	466	491	70*	151*	174*	182	151	138	91	221	356	380	227	309	211	210	536	421	586	371
Kiss	44 5%fijlm	17 4%	27 5%	16 23%afghi j	22 14%afghij	- -	5 3%	1 1%	- -	- -	37 17%alm	5 2%	1 *	3 1%	13 4%	17 8%n	11 5%	16 3%	28 7%r	33 6%	11 3%
Smooth Radio	46 5%	24 5%	22 4%	- -	9 6%	8 5%	10 6%	13 9%dj	5 4%	1 1%	9 4%	18 5%	19 5%	4 2%	16 5%	18 9%n	8 4%	20 4%	26 6%	36 6%u	10 3%
Magic	38 4%j	17 4%	21 4%	2 3%	15 10%aij	6 4%	7 4%	6 4%j	2 1%	-	17 8%m	13 4%	8 2%	9 4%	12 4%	4 2%	13 6%o	21 4%	17 4%	27 5%	11 3%
BBC Radio Scotland / BBC Radio Wales or Cymru / BBC Radio Ulster	19 2%	11 2%	8 2%	* 1%	1 1%	2 1%	3 1%	2 2%	6 4%	5 5%af	2 1%	4 1%	13 3%	7 3%	4 1%	2 1%	5 3%	11 2%	8 2%	7 1%	13 3%j
Any BBC local/regional radio station	61 6%ek	36 8%	25 5%	- -	2 1%	4 2%	7 4%	15 10%def	17 12%adefg	16 17%adefg	2 1%	11 3%	48 13%akl	8 4%	15 5%	16 7%	22 11%no	23 4%	38 9%r	22 4%	40 11%at
Cool FM	4 *	3 1%	2 *	1 1%	1 *	* *	1 1%	1 1%	* *	- -	2 1%	2 *	1 *	* *	1 *	1 *	2 1%	2 *	3 1%	3 1%	1 *
Radio Ceredigion	1 *	* *	* *	- -	- -	* *	- -	* *	- -	- -	- -	* *	* *	- -	* *	- -	* *	* *	* *	* *	* *
Scarlet FM	* *	* *	- -	- -	- -	- -	- -	* *	- -	- -	- -	- -	* *	* *	- -	- -	- -	* *	- -	- -	* *
Radio Pembrokeshire	* *	- -	* *	- -	- -	- -	- -	- -	* *	- -	- -	- -	* *	- -	- -	- -	* *	- -	* *	* *	- -
Radio Carmarthenshire	* *	* *	- -	- -	- -	- -	- -	* *	- -	- -	- -	- -	* *	* *	- -	- -	- -	* *	- -	- -	* *
Other local commercial radio station(s)	112 12%nr	40 8%	73 15%b	8 11%	16 11%	23 13%	28 16%j	17 12%	14 10%	5 6%	24 11%	51 14%	37 10%	13 6%	29 9%	35 17%no	36 17%no	41 8%	71 17%ar	75 13%	37 10%
Other radio station (s) e.g. foreign ones	3 *	1 *	3 1%	* 1%	2 1%	1 *	* *	* *	- -	- -	2 1%	1 *	* *	* *	2 1%	* *	* *	3 1%	1 *	3 *	1 *
None of these	32 3%	17 4%	14 3%	3 4%	1 1%	4 2%	1 1%	5 4%	9 7%aeg	7 8%aefg	4 2%	5 1%	22 6%al	3 1%	5 2%	6 3%	18 8%anop	8 2%	23 6%r	12 2%	19 5%l
Don't know	25 3%	9 2%	16 3%	2 2%	2 2%	5 3%	9 5%	4 2%	1 1%	2 3%	4 2%	14 4%	7 2%	7 3%	5 2%	7 3%	5 3%	12 2%	13 3%	15 3%	10 3%
NET : Commercial radio stations	**406** 42%jmu	**181** ***39%***	**225** ***46%***	**41** 59%ahij	**95** 63%afghi j	**80** 46%ij	**79** 44%ij	**55** 37%j	**41** 30%j	**14** ***15%***	**136** 62%alm	**159** 45%m	**110** ***29%***	**78** ***35%***	**132** ***43%***	**102** 48%n	**94** ***45%***	**210** ***39%***	**196** ***47%***	**282** 48%u	**124** ***33%***
NET : UK wide BBC radio stations	**615** 64%pqs	**326** 70%c	**289** ***59%***	**50** ***71%***	**85** ***57%***	**113** ***65%***	**117** ***64%***	**98** ***65%***	**94** ***68%***	**58** ***63%***	**135** ***61%***	**230** ***65%***	**250** ***66%***	**171** 75%apq	**233** 75%apq	**105** ***50%***	**106** ***50%***	**404** 75%as	**211** ***50%***	**368** ***63%***	**247** ***66%***

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5d News sources use nowadays - Radio Stations

Base : All adults 16+ who use Radio for news nowadays

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Weighted base	957	466	491	70*	151*	174*	182	151	138	91	221	356	380	227	309	211	210	536	421	586	371
NET : Any radio station	**901**	**439**	**461**	**65**	**147**	**166**	**172**	**142**	**128**	**82**	**212**	**338**	**351**	**217**	**298**	**198**	**187**	**515**	**385**	**558**	**342**
	94%q	*94%*	*94%*	*93%*	97%j	*95%*	*94%*	*94%*	*92%*	*89%*	*96%*	*95%*	*92%*	96%q	96%q	*94%*	*89%*	96%s	*91%*	*95%*	*92%*

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5d News sources use nowadays - Radio Stations

Base : All adults 16+ who use Radio for news nowadays

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	910	614	80	129	87	632	191	111	76	58	71	64	84	26	68	56	871	36
Weighted base	957	840	55*	44	19*	751	187	160	97*	80*	99*	82*	107*	40**	95*	80*	905	50*
BBC Radio 4	253	234	5	10	3	199	50	53	32	17	28	18	26	7	32	21	238	15
	26%c	28%c	9%	24%c	17%	27%	27%	33%	33%	21%	28%	22%	25%	17%	34%	26%	26%	29%
BBC Radio 3	11	10	*	-	-	8	3	1	4	1	-	-	3	-	1	-	11	-
	1%	1%	1%	-	-	1%	1%	1%	4%	1%	-	-	3%	-	1%	-	1%	-
BBC Radio 2	253	222	13	16	3	188	63	52	24	24	35	26	33	7	18	3	244	8
	26%ep	26%e	23%	37%abce	13%	25%	33%	33%p	24%p	31%p	35%p	32%p	31%p	18%	19%p	4%	27%	15%
BBC Radio 1	152	138	5	6	2	117	32	26	23	14	13	19	17	1	16	9	139	12
	16%	16%	9%	14%	13%	16%	17%	16%	23%	18%	14%	23%	16%	3%	17%	11%	15%	25%
BBC Asian Network	6	6	-	-	-	6	-	-	4	-	-	-	-	-	2	-	4	2
	1%	1%	-	-	-	1%	-	-	4%ah	-	-	-	-	-	2%	-	*	4%aq
BBC Radio 5 Live	73	65	4	4	1	62	11	8	5	3	5	12	11	-	13	7	69	4
	8%	8%	7%	9%	4%	8%	6%	5%	5%	4%	5%	14%	10%	-	14%	9%	8%	7%
BBC World Service	21	20	-	2	-	15	7	4	1	4	-	5	1	1	3	1	21	-
	2%	2%	-	4%	-	2%	4%	2%	1%	5%	-	7%k	1%	2%	3%	2%	2%	-
BBC Radio 6 Music	9	7	1	1	-	6	3	-	-	4	3	-	-	-	-	-	9	1
	1%	1%	2%	3%ab	-	1%	2%	-	-	5%ah	3%	-	-	-	-	-	1%	2%
Classic FM	47	42	2	3	*	35	12	9	9	2	3	-	10	1	1	7	44	3
	5%	5%	4%	6%	2%	5%	7%	5%	9%lo	3%	3%	-	9%lo	3%	1%	9%lo	5%	6%
Talksport	33	29	3	*	1	29	3	3	2	-	3	7	10	-	1	4	28	5
	3%	3%	6%	1%	6%d	4%	2%	2%	2%	-	3%	8%j	9%ahjo	-	1%	5%	3%	9%
LBC	36	36	-	-	-	36	-	9	1	-	1	-	5	3	-	17	26	10
	4%g	4%d	-	-	-	5%g	-	6%	1%	-	1%	-	5%	7%	-	21%ahijklmo	3%	19%aq
Heart FM	97	88	1	8	-	80	17	27	18	7	6	5	13	1	7	4	93	4
	10%ce	10%ce	2%	18%abce	-	11%	9%	17%p	18%p	8%	7%	7%	12%	3%	7%	5%	10%	7%
Absolute Radio	34	34	*	-	-	30	4	7	2	3	8	6	2	1	1	4	33	2
	4%	4%d	1%	-	-	4%	2%	4%	2%	3%	8%	7%	2%	3%	1%	5%	4%	3%
Capital	86	81	3	2	*	77	8	12	1	7	7	12	3	8	15	16	79	7
	9%el	10%de	5%	3%	1%	10%g	4%	7%	1%	8%	7%	14%im	3%	21%	16%im	20%ahim	9%	14%
Real Radio	6	3	3	1	-	6	1	-	1	-	-	2	-	-	-	-	6	-
	1%	*	5%ab	2%	-	1%	*	-	1%	-	-	3%	-	-	-	-	1%	-

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5d News sources use nowadays - Radio Stations

Base : All adults 16+ who use Radio for news nowadays

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Weighted base	957	840	55*	44	19*	751	187	160	97*	80*	99*	82*	107*	40**	95*	80*	905	50*
Kiss	44	41	1	2	-	39	5	8	2	1	4	-	9	1	2	13	40	4
	5%	*5%*	*2%*	*5%*	-	*5%*	*3%*	*5%*	*2%*	*2%*	*4%*	-	*9%l*	*3%*	*2%*	*16%ahijklo*	*4%*	*8%*
Smooth Radio	46	40	6	*	-	42	4	3	5	8	12	-	-	3	6	3	42	4
	5%d	*5%*	*11%abde*	*	-	*6%*	*2%*	*2%*	*5%*	*9%hlm*	*13%ahlm*	-	-	*9%*	*6%m*	*3%*	*5%*	*7%*
Magic	38	35	2	1	*	35	4	12	2	-	1	-	2	2	2	14	33	5
	4%	*4%*	*4%*	*1%*	*1%*	*5%*	*2%*	*8%jl*	*2%*	-	*1%*	-	*2%*	*5%*	*2%*	*18%aijklmo*	*4%*	*11%*
BBC Radio Scotland / BBC Radio Wales or Cymru / BBC Radio Ulster	19	-	6	6	7	6	6	-	-	-	-	-	-	-	-	-	19	-
	2%b	-	*10%ab*	*14%ab*	*38%abcd*	*1%*	*3%l*	-	-	-	-	-	-	-	-	-	*2%*	-
Any BBC local/regional radio station	61	58	2	*	1	41	19	5	5	7	7	8	12	6	7	3	60	2
	6%d	*7%d*	*4%*	*1%*	*4%*	*6%*	*10%l*	*3%*	*5%*	*8%*	*7%*	*10%*	*11%h*	*15%*	*7%*	*4%*	*7%*	*3%*
Cool FM	4	-	-	-	4	-	-	-	-	-	-	-	-	-	-	-	4	-
	*	-	-	-	*23%abcd*	-	-	-	-	-	-	-	-	-	-	-	*	-
Radio Ceredigion	1	-	-	1	-	*	*	-	-	-	-	-	-	-	-	-	1	-
	*	-	-	*2%ab*	-	*	*	-	-	-	-	-	-	-	-	-	*	-
Scarlet FM	*	-	-	*	-	*	-	-	-	-	-	-	-	-	-	-	*	-
	*	-	-	*1%ab*	-	*	-	-	-	-	-	-	-	-	-	-	*	-
Radio Pembrokeshire	*	-	-	*	-	*	-	-	-	-	-	-	-	-	-	-	*	-
	*	-	-	*1%ab*	-	*	-	-	-	-	-	-	-	-	-	-	*	-
Radio Carmarthenshire	*	-	-	*	-	*	-	-	-	-	-	-	-	-	-	-	*	-
	*	-	-	*1%ab*	-	*	-	-	-	-	-	-	-	-	-	-	*	-
Other local commercial radio station(s)	112	93	13	2	4	80	28	15	11	19	12	8	8	8	12	1	110	2
	12%dp	*11%d*	*25%abd*	*3%*	*20%abd*	*11%*	*15%*	*9%*	*11%p*	*23%ahmp*	*12%p*	*10%*	*7%*	*20%*	*13%p*	*2%*	*12%*	*5%*
Other radio station (s) e.g. foreign ones	3	2	-	1	1	2	-	-	-	-	-	-	-	-	-	2	3	-
	*	*	-	*2%ab*	*5%abc*	*	-	-	-	-	-	-	-	-	-	*2%*	*	-
None of these	32	29	2	*	*	24	7	1	4	5	2	3	3	1	3	7	29	2
	3%	*3%*	*3%*	*1%*	*2%*	*3%*	*4%*	*1%*	*5%*	*6%*	*2%*	*4%*	*3%*	*3%*	*3%*	*9%ah*	*3%*	*5%*
Don't know	25	21	4	1	-	24	1	3	2	2	2	7	3	-	-	3	22	3
	3%	*2%*	*6%*	*2%*	-	*3%*	*1%*	*2%*	*2%*	*3%*	*2%*	*8%ao*	*3%*	-	-	*3%*	*2%*	*5%*
NET : Commercial radio stations	**406**	**356**	**26**	**14**	**10**	**327**	**69**	**72**	**35**	**36**	**44**	**22**	**41**	**20**	**41**	**43**	**379**	**26**
	42%dl	*42%d*	*47%d*	***32%***	*53%d*	***43%***	***37%***	*45%l*	***37%***	***45%***	***44%***	***27%***	***39%***	***51%***	***44%***	*54%l*	***42%***	***51%***
NET : UK wide BBC radio stations	**615**	**554**	**24**	**29**	**8**	**471**	**136**	**120**	**72**	**49**	**66**	**61**	**75**	**13**	**64**	**34**	**585**	**29**
	64%cep	*66%ce*	***43%***	*67%ce*	***43%***	***63%***	*72%l*	*75%ap*	*74%p*	***62%***	*67%p*	*75%p*	*70%p*	***34%***	*67%p*	***42%***	***65%***	***57%***

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
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*** small base; ** very small base (under 30) ineligible for sig testing**

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5d News sources use nowadays - Radio Stations

Base : All adults 16+ who use Radio for news nowadays

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Weighted base	957	840	55*	44	19*	751	187	160	97*	80*	99*	82*	107*	40**	95*	80*	905	50*
NET : Any radio station	**901**	**790**	**50**	**42**	**19**	**703**	**179**	**156**	**90**	**73**	**96**	**72**	**101**	**38**	**93**	**70**	**853**	**46**
	94%	*94%*	*90%*	*97%*	*98%*	*94%*	*95%*	98%lp	*93%*	*91%*	*97%*	*88%*	*94%*	*97%*	*97%*	*88%*	*94%*	*90%*

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5d News sources use nowadays - Radio Stations

Base : All adults 16+ who use Radio for news nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	910	88	185	176	750	404	910	319	240	309	55	66	214	750	404	910	477	66	47	-	-	184	14
Weighted base	957	115*	225	207	771	393	957	382	313	396	69*	81*	256	771	393	957	588	81*	58*	-**	-**	139	15**
BBC Radio 4	253	47	67	66	215	115	253	123	85	98	21	19	58	215	115	253	159	19	15	-	-	30	2
	26%	41%a	30%	32%	28%	29%	26%	32%m	27%	25%	30%	24%	23%	28%	29%	26%	27%	24%	26%	-	-	22%	11%
BBC Radio 3	11	1	2	3	7	4	11	3	5	4	-	4	3	7	4	11	7	4	-	-	-	1	-
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	-	5%aeghj	1%	1%	1%	1%	1%	5%anpq	-	-	-	1%	-
BBC Radio 2	253	32	66	78	216	114	253	115	96	110	20	14	66	216	114	253	161	14	11	-	-	43	2
	26%	28%	29%	37%a	28%	29%	26%	30%	31%	28%	29%	18%	26%	28%	29%	26%	27%	18%	19%	-	-	31%	16%
BBC Radio 1	152	18	41	33	97	50	152	71	71	74	19	12	59	97	50	152	116	12	7	-	-	13	2
	16%	16%	18%	16%	13%	13%	16%	19%e	23%aefg	19%e	27%ef	14%	23%aefg	13%	13%	16%	20%nov	14%	13%	-	-	9%	14%
BBC Asian Network	6	-	-	-	4	-	6	-	2	4	-	4	-	4	-	6	4	4	-	-	-	-	-
	1%	-	-	-	1%	-	1%	-	1%	1%	-	5%aefgh ijm	-	1%	-	1%	1%	5%anopq v	-	-	-	-	-
BBC Radio 5 Live	73	14	23	21	63	36	73	36	19	36	5	5	20	63	36	73	45	5	5	-	-	11	1
	8%	12%	10%	10%	8%	9%	8%	9%	6%	9%	7%	6%	8%	8%	9%	8%	8%	6%	8%	-	-	8%	6%
BBC World Service	21	5	7	2	17	8	21	12	8	11	-	-	11	17	8	21	16	-	-	-	-	2	-
	2%	4%	3%	1%	2%	2%	2%	3%	3%	3%	-	-	4%	2%	2%	2%	3%	-	-	-	-	1%	-
BBC Radio 6 Music	9	2	2	2	8	4	9	4	6	7	-	-	3	8	4	9	9	-	-	-	-	-	-
	1%	2%	1%	1%	1%	1%	1%	1%	2%	2%	-	-	1%	1%	1%	1%	2%	-	-	-	-	-	-
Classic FM	47	7	9	11	44	27	47	17	16	18	6	9	18	44	27	47	25	9	4	-	-	13	3
	5%	6%	4%	5%	6%	7%	5%	4%	5%	4%	8%	11%	7%	6%	7%	5%	4%	11%q	7%	-	-	9%apq	18%
Talksport	33	3	7	9	29	25	33	14	14	22	5	5	8	29	25	33	23	5	5	-	-	7	1
	3%	3%	3%	5%	4%	6%	3%	4%	4%	6%	7%	7%	3%	4%	6%	3%	4%	7%	9%	-	-	5%	6%
LBC	36	6	11	8	31	15	36	16	13	17	2	1	9	31	15	36	21	1	1	-	-	6	-
	4%	5%	5%	4%	4%	4%	4%	4%	4%	4%	3%	2%	3%	4%	4%	4%	4%	2%	2%	-	-	4%	-
Heart FM	97	7	26	27	72	31	97	43	51	64	9	11	36	72	31	97	80	11	8	-	-	5	2
	10%v	6%	11%	13%	9%	8%	10%	11%	16%aefg	16%aefg	13%	13%	14%f	9%v	8%	10%v	14%nov	13%v	14%v	-	-	4%	12%

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
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	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	957	115*	225	207	771	393	957	382	313	396	69*	81*	256	771	393	957	588	81*	58*	-**	-**	139	15**
Absolute Radio	34 *4%*	1 *1%*	14 *6%*	9 *4%*	28 *4%*	19 *5%*	34 *4%*	15 *4%*	13 *4%*	21 *5%*	6 *9%*	4 *4%*	12 *5%*	28 *4%*	19 *5%*	34 *4%*	25 *4%*	4 *4%*	2 *3%*	- -	- -	5 *4%*	- -
Capital	86 *9%v*	13 *12%*	31 *14%*	23 *11%*	66 *8%*	31 *8%*	86 *9%*	45 *12%*	49 *16%aefg*	56 *14%aefg*	16 *23%aefgh*	11 *14%*	39 *15%aefg*	66 *8%v*	31 *8%*	86 *9%v*	76 *13%anopv*	11 *14%v*	10 *16%v*	- -	- -	4 *3%*	- -
Real Radio	6 *1%*	- -	- -	- -	5 *1%*	- -	6 *1%*	- -	- -	4 *1%*	- -	1 *1%*	- -	5 *1%*	- -	6 *1%*	4 *1%*	1 *1%*	- -	- -	- -	- -	- -
Kiss	44 *5%*	1 *1%*	12 *5%*	11 *6%*	31 *4%*	14 *4%*	44 *5%*	17 *4%*	22 *7%*	30 *7%ef*	8 *12%aefg*	9 *11%aefg*	18 *7%*	31 *4%*	14 *4%*	44 *5%*	33 *6%v*	9 *11%anopv*	6 *11%ov*	- -	- -	2 *1%*	- -
Smooth Radio	46 *5%*	12 *10%a*	10 *4%*	10 *5%*	37 *5%*	22 *6%*	46 *5%*	17 *4%*	14 *4%*	25 *6%*	6 *9%*	10 *12%aeghi*	19 *7%*	37 *5%*	22 *6%*	46 *5%*	29 *5%*	10 *12%anpq*	8 *14%anpq*	- -	- -	6 *5%*	3 *19%*
Magic	38 *4%*	6 *6%*	15 *7%*	10 *5%*	34 *4%*	16 *4%*	38 *4%*	20 *5%*	20 *6%*	19 *5%*	9 *13%aefghj*	6 *7%*	20 *8%ag*	34 *4%*	16 *4%*	38 *4%*	29 *5%*	6 *7%*	4 *7%*	- -	- -	4 *3%*	- -
BBC Radio Scotland / BBC Radio Wales or Cymru / BBC Radio Ulster	19 *2%*	1 *	3 *1%*	4 *2%*	18 *2%*	10 *3%*	19 *2%*	5 *1%*	4 *1%*	6 *1%*	1 *1%*	1 *1%*	6 *2%*	18 *2%*	10 *3%*	19 *2%*	7 *1%*	1 *1%*	1 *1%*	- -	- -	6 *4%q*	- -
Any BBC local/regional radio station	61 *6%*	8 *7%*	12 *5%*	10 *5%*	59 *8%i*	33 *8%i*	61 *6%*	25 *7%*	10 *3%*	23 *6%*	8 *11%i*	5 *6%*	19 *7%*	59 *8%*	33 *8%*	61 *6%*	34 *6%*	5 *6%*	5 *9%*	- -	- -	14 *10%*	2 *11%*
Cool FM	4 *	- -	* *	- -	4 *1%*	2 *1%*	4 *	* *	1 *	2 *1%*	- -	- -	3 *1%*	4 *1%*	2 *1%*	4 *	2 *	- -	- -	- -	- -	1 *1%*	- -
Radio Ceredigion	1 *	* *	* *	* *	1 *	1 *	1 *	* *	* *	- -	* *1%*	- -	- -	1 *	1 *	1 *	* *	- -	- -	- -	- -	* *	- -
Scarlet FM	* *	- -	* *	- -	* *	- -	* *	* *	* *	* *	* *	- -	- -	* *	- -	* *	* *	- -	- -	- -	- -	- -	- -
Radio Pembrokeshire	* *	- -	- -	- -	* *	- -	* *	- -	- -	* *	- -	- -	- -	* *	- -	* *	* *	- -	- -	- -	- -	- -	- -

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5d News sources use nowadays - Radio Stations

Base : All adults 16+ who use Radio for news nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	957	115*	225	207	771	393	957	382	313	396	69*	81*	256	771	393	957	588	81*	58*	-**	-**	139	15**
Radio Carmarthenshire	*	-	*	-	*	-	*	*	*	*	*	-	-	*	-	*	*	-	-	-	-	-	-
	*	-	*	-	*	-	*	*	*	*	*	-	-	*	-	*	*	-	-	-	-	-	-
Other local commercial radio station(s)	112	11	24	20	93	47	112	40	42	45	2	6	29	93	47	112	66	6	6	-	-	15	3
	12%	*10%*	*11%*	*10%*	*12%*	*12%*	*12%*	*10%*	*13%*	*11%*	*3%*	*7%*	*11%*	*12%*	*12%*	*12%*	*11%*	*7%*	*10%*	-	-	*11%*	*19%*
Other radio station (s) e.g. foreign ones	3	-	2	2	2	2	3	2	2	2	-	*	3	2	2	3	3	*	-	-	-	-	-
	*	-	*1%*	*1%*	*	*1%*	*	*1%*	*1%*	*	-	*1%*	*1%*	*	*1%*	*	*	*1%*	-	-	-	-	-
None of these	32	2	3	1	27	13	32	5	2	8	*	4	1	27	13	32	12	4	2	-	-	11	2
	3%im	*2%*	*1%*	*1%*	3%im	3%im	3%im	*1%*	*1%*	*2%*	*1%*	5%im	*	*3%*	*3%*	*3%*	*2%*	*5%*	*3%*	-	-	8%anpq	*11%*
Don't know	25	3	7	4	20	14	25	11	5	10	3	5	3	20	14	25	16	5	4	-	-	6	1
	3%	*3%*	*3%*	*2%*	*3%*	*4%*	*3%*	*3%*	*2%*	*3%*	*4%*	6%im	*1%*	*3%*	*4%*	*3%*	*3%*	*6%*	*7%*	-	-	*4%*	*6%*
NET : Commercial radio stations	**406**	**40**	**112**	**87**	**327**	**175**	**406**	**160**	**169**	**199**	**32**	**39**	**135**	**327**	**175**	**406**	**274**	**39**	**29**	**-**	**-**	**49**	**6**
	42%	***35%***	50%b	***42%***	***42%***	***45%***	***42%***	***42%***	54%aefgh	50%aeg	***47%***	***48%***	53%aegh	***42%***	***45%***	***42%***	47%v	***48%***	***49%***	**-**	**-**	***35%***	***42%***
NET : UK wide BBC radio stations	**615**	**90**	**160**	**163**	**490**	**248**	**615**	**282**	**212**	**260**	**48**	**47**	**170**	**490**	**248**	**615**	**398**	**47**	**32**	**-**	**-**	**81**	**6**
	64%	79%a	***71%***	79%a	***64%***	***63%***	***64%***	74%aefgjl	***68%***	***66%***	***70%***	***58%***	***66%***	***64%***	***63%***	***64%***	***68%***	***58%***	***54%***	**-**	**-**	***58%***	***42%***
NET : Any radio station	**901**	**109**	**215**	**203**	**725**	**365**	**901**	**366**	**306**	**378**	**65**	**72**	**251**	**725**	**365**	**901**	**560**	**72**	**53**	**-**	**-**	**123**	**13**
	94%v	***95%***	***95%***	***98%***	***94%***	***93%***	***94%***	96%l	98%aefgjl	***95%***	***95%***	***88%***	98%aefgjl	94%v	***93%***	94%v	95%rv	***88%***	***91%***	-	-	***88%***	***84%***

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5d_number Number of Radio Stations used nowadays

Base : All adults 16+ who use Radio for news nowadays

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	910	442	468	60	100	117	128	175	192	138	160	245	505	217	262	183	248	479	431	402	508
Weighted base	957	466	491	70*	151*	174*	182	151	138	91	221	356	380	227	309	211	210	536	421	586	371
0 (no source specified)	57	27	30	5	4	8	10	9	11	10	9	19	29	10	11	13	23	21	36	28	29
	6%	*6%*	*6%*	*7%*	*3%*	*5%*	*6%*	*6%*	*8%*	*11%e*	*4%*	*5%*	*8%*	*4%*	*4%*	*6%*	*11%no*	*4%*	*9%r*	*5%*	*8%*
1	555	257	298	33	78	100	101	89	86	68	111	200	243	125	174	133	123	299	256	336	219
	58%	*55%*	*61%*	*48%*	*52%*	*57%*	*55%*	*59%*	*63%*	*74%adefg hi*	*50%*	*56%*	*64%k*	*55%*	*56%*	*63%*	*59%*	*56%*	*61%*	*57%*	*59%*
2	218	110	108	18	38	48	38	34	34	10	55	85	78	56	72	49	42	127	91	133	86
	23%j	*24%*	*22%*	*25%j*	*25%j*	*27%j*	*21%*	*23%j*	*24%j*	*11%*	*25%*	*24%*	*20%*	*25%*	*23%*	*23%*	*20%*	*24%*	*22%*	*23%*	*23%*
3	84	45	39	10	21	14	20	12	5	3	31	34	19	24	37	9	15	60	24	58	26
	9%im	*10%*	*8%*	*14%ij*	*14%ij*	*8%*	*11%ij*	*8%*	*4%*	*3%*	*14%m*	*10%*	*5%*	*11%p*	*12%p*	*4%*	*7%*	*11%s*	*6%*	*10%*	*7%*
4	23	14	8	2	8	4	2	3	2	1	10	7	6	6	8	4	5	14	8	16	6
	2%	*3%*	*2%*	*4%*	*5%*	*2%*	*1%*	*2%*	*1%*	*1%*	*5%*	*2%*	*2%*	*3%*	*3%*	*2%*	*2%*	*3%*	*2%*	*3%*	*2%*
5	12	9	4	-	2	1	6	3	-	-	2	8	3	4	2	4	3	6	7	11	1
	1%	*2%*	*1%*	-	*1%*	*1%*	*4%*	*2%*	-	-	*1%*	*2%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*2%*	*2%*	*
6	8	3	5	2	1	-	4	1	-	-	3	4	1	3	5	-	-	8	-	5	3
	1%	*1%*	*1%*	*2%*	*1%*	-	*2%*	*1%*	-	-	*1%*	*1%*	*	*1%*	*1%*	-	-	*1%s*	-	*1%*	*1%*
8	1	1	-	-	-	-	-	-	1	-	-	-	1	-	1	-	-	1	-	-	1
	*	*	-	-	-	-	-	-	*1%*	-	-	-	*	-	*	-	-	*	-	-	*
Mean Score	**1.51ijms**	**1.59**	**1.44**	**1.70ij**	**1.74ij**	**1.48j**	**1.66ij**	**1.49j**	**1.32j**	**1.09**	**1.72am**	**1.57m**	**1.33**	**1.62pq**	**1.63pq**	**1.38**	**1.35**	**1.63s**	**1.37**	**1.58u**	**1.41**

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5d_number Number of Radio Stations used nowadays

Base : All adults 16+ who use Radio for news nowadays

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	910	614	80	129	87	632	191	111	76	58	71	64	84	26	68	56	871	36
Weighted base	957	840	55*	44	19*	751	187	160	97*	80*	99*	82*	107*	40**	95*	80*	905	50*
0 (no source specified)	57	50	5	1	*	48	9	4	6	7	3	10	6	1	3	9	52	5
	6%	*6%*	*10%*	*3%*	*2%*	*6%*	*5%*	*2%*	*7%*	*9%*	*3%*	12%h	*6%*	*3%*	*3%*	12%h	*6%*	*10%*
1	555	479	37	27	12	432	111	91	54	39	55	49	62	32	56	41	531	22
	58%	*57%*	*68%*	*61%*	*64%*	*57%*	*59%*	*57%*	*56%*	*49%*	*55%*	*59%*	*57%*	*81%*	*59%*	*51%*	*59%*	*44%*
2	218	196	7	11	4	168	46	41	19	26	31	7	29	3	27	14	204	14
	23%l	*23%*	*13%*	25%c	*23%*	*22%*	*25%*	*26%l*	*20%*	*32%l*	31%l	*8%*	*27%l*	*7%*	*28%l*	*18%*	*23%*	*28%*
3	84	76	3	3	2	68	14	15	15	5	10	10	4	2	8	7	79	5
	9%	*9%*	*5%*	*7%*	*9%*	*9%*	*7%*	*10%*	15%m	*6%*	*10%*	*12%*	*4%*	*5%*	*9%*	*9%*	*9%*	*9%*
4	23	21	1	1	*	18	4	7	1	2	1	2	3	-	1	4	20	2
	2%	*2%*	*2%*	*1%*	*3%*	*2%*	*2%*	*4%*	*1%*	*3%*	*1%*	*3%*	*3%*	-	*1%*	*5%*	*2%*	*5%*
5	12	12	-	*	-	9	3	2	2	1	-	4	-	-	-	3	11	2
	1%	*1%*	-	*1%*	-	*1%*	*2%*	*1%*	*2%*	*1%*	-	*5%*	-	-	-	*4%*	*1%*	*3%*
6	8	6	1	*	-	7	*	-	-	-	-	-	4	1	-	1	7	1
	1%	*1%*	*2%*	*1%*	-	*1%*	*	-	-	-	-	-	3%a	*3%*	-	*1%*	*1%*	*2%*
8	1	1	-	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-
	*	*	-	-	-	*	-	-	-	-	-	*1%*	-	-	-	-	*	-
Mean Score	**1.51**	**1.53**	**1.29**	**1.50**	**1.46**	**1.52**	**1.49**	**1.59**	**1.54**	**1.51**	**1.50**	**1.55**	**1.54**	**1.31**	**1.46**	**1.61**	**1.50**	**1.74**

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5d_number Number of Radio Stations used nowadays

Base : All adults 16+ who use Radio for news nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	910	88	185	176	750	404	910	319	240	309	55	66	214	750	404	910	477	66	47	-	-	184	14
Weighted base	957	115*	225	207	771	393	957	382	313	396	69*	81*	256	771	393	957	588	81*	58*	-**	-**	139	15**
0 (no source specified)	57 6%im	6 5%	10 5%	5 2%	46 6%im	27 7%im	57 6%im	16 4%	7 2%	18 5%	3 5%	9 12%him	5 2%	46 6%	27 7%	57 6%	28 5%	9 12%q	5 9%	-	-	17 12%anpq	2 16%
1	555 58%hijk lmqr	57 50%	111 49%	104 50%	436 57%ijk	205 52%	555 58%hijk lm	190 50%	153 49%	193 49%	25 36%	35 44%	123 48%	436 57%	205 52%	555 58%qr	302 51%	35 44%	26 44%	-	-	83 60%r	6 42%
2	218 23%	27 23%	60 26%	66 32%a	185 24%	99 25%	218 23%	110 29%	87 28%	102 26%	23 34%	20 24%	87 34%aefg	185 24%	99 25%	218 23%	157 27%	20 24%	16 28%	-	-	27 19%	5 36%
3	84 9%	18 16%	32 14%a	17 8%	68 9%	37 9%	84 9%	45 12%	41 13%	52 13%	8 11%	9 11%	22 8%	68 9%	37 9%	84 9%	67 11%v	9 11%	5 9%	-	-	6 5%	1 6%
4	23 2%	5 4%	9 4%	8 4%	19 2%	14 4%	23 2%	12 3%	14 4%	18 4%	2 3%	5 6%	11 4%	19 2%	14 4%	23 2%	19 3%	5 6%	4 7%	-	-	2 1%	- -
5	12 1%	- -	1 1%	2 1%	11 1%	7 2%	12 1%	4 1%	9 3%	8 2%	4 6%aegh	2 2%	5 2%	11 1%	7 2%	12 1%	9 2%	2 2%	- -	-	-	2 1%	- -
6	8 1%	2 2%	3 1%	5 2%	6 1%	3 1%	8 1%	5 1%	3 1%	6 2%	3 5%aefg	1 1%	3 1%	6 1%	3 1%	8 1%	6 1%	1 1%	1 2%	-	-	2 1%	- -
8	1 *	- -	- -	- -	1 *	1 *	1 *	- -	- -	- -	- -	- -	1 *	1 *	1 *	1 *	- -	- -	- -	-	-	1 1%	- -
Mean Score	**1.51**	**1.72**	**1.71a**	**1.74a**	**1.53**	**1.60**	**1.51**	**1.68ag**	**1.80aeg**	**1.76aeg**	**2.07aef gh**	**1.69**	**1.79aeg**	**1.53**	**1.60v**	**1.51**	**1.66apv**	**1.69**	**1.69**	**-**	**-**	**1.36**	**1.31**

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5di Frequency of listening to the news on radio stations - Summary Table

Base : All adults 16+ who use radio stations for news nowadays

		BBC Radio 4	BBC Radio 3	BBC Radio 2	BBC Radio 1	BBC Asian Network	BBC Radio 5 Live	BBC World Service	BBC Radio 6 Music	Classic FM	Real Radio	Talksport	LBC	Heart FM	Absolute Radio	Capital	Kiss	Smooth Radio	Magic	BBC Radio Scotland / BBC Radio Wales or Cymru / BBC Radio Ulster	Any BBC localireg ional radio station
Unweighted base		237	9	239	120	3	72	18	9	50	7	29	24	74	20	56	31	32	30	72	63
Weighted base		253	11	253	152	6	73	21	9	47	6	33	36	97	34	86	44	46	38	19	61
Lots of times throughout the day	(21)	48	1	62	30	-	11	3	1	10	-	7	11	15	1	6	2	2	4	4	-
		19%	*8%*	*25%*	*20%*	-	*16%*	*16%*	*11%*	*21%*	-	*20%*	*31%*	*15%*	*3%*	*7%*	*4%*	*4%*	*11%*	*19%*	-
2-3 times a day	(14)	50	2	69	30	-	16	-	2	4	4	3	8	17	7	14	10	5	6	4	-
		20%	-	*27%*	*20%*	-	*21%*	-	*22%*	*9%*	*63%*	*10%*	*23%*	*18%*	*21%*	*16%*	*24%*	*11%*	*14%*	*23%*	-
Once a day	(7)	71	2	72	31	-	15	4	4	9	1	2	11	21	9	22	15	18	10	4	-
		28%	*19%*	*28%*	*20%*	-	*21%*	*17%*	*46%*	*19%*	*15%*	*7%*	*30%*	*21%*	*27%*	*26%*	*33%*	*38%*	*27%*	*21%*	-
Most days	(5)	38	2	13	25	4	6	*	*	5	1	5	1	10	4	15	7	6	5	2	-
		15%	*23%*	*5%*	*17%*	*67%*	*8%*	*2%*	*4%*	*10%*	*21%*	*14%*	*3%*	*11%*	*12%*	*17%*	*16%*	*12%*	*12%*	*13%*	-
2-3 times a week	(3.5)	37	1	25	23	2	7	4	1	9	-	12	5	25	6	21	6	7	9	3	-
		15%	*10%*	*10%*	*15%*	*33%*	*10%*	*20%*	*6%*	*18%*	-	*37%*	*13%*	*26%*	*18%*	*24%*	*14%*	*15%*	*23%*	*16%*	-
About once a week	(1)	9	2	6	8	-	11	1	1	6	-	3	-	4	4	*	4	4	2	1	-
		4%	*18%*	*2%*	*6%*	-	*15%*	*6%*	*11%*	*12%*	-	*9%*	-	*4%*	*12%*	*1%*	*9%*	*10%*	*5%*	*4%*	-
Every 2-3 weeks	(0.5)	-	-	4	-	-	3	4	-	1	-	-	-	*	-	1	-	-	-	-	-
		-	-	*1%*	-	-	*4%*	*20%*	-	*2%*	-	-	-	*1%*	-	*1%*	-	-	-	-	-
About once a month		*	-	-	1	-	-	3	-	1	-	-	-	-	2	-	-	-	-	*	-
	(0.25)	*	-	-	*1%*	-	-	*12%*	-	*2%*	-	-	-	-	*7%*	-	-	-	-	*1%*	-
Less often	(0.1)	-	-	2	3	-	2	-	-	2	-	-	-	4	-	5	*	4	3	*	-
		-	-	*1%*	*2%*	-	*3%*	-	-	*3%*	-	-	-	*4%*	-	*6%*	*1%*	*9%*	*7%*	*2%*	-
Don't know	(0)	-	-	1	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-
		-	-	*	*	-	-	*7%*	-	-	-	-	-	-	-	*2%*	-	-	-	-	-
NET : AT LEAST ONCE A DAY		**169**	**5**	**202**	**91**	**-**	**42**	**7**	**8**	**23**	**5**	**13**	**30**	**53**	**18**	**42**	**27**	**24**	**20**	**12**	**-**
		67%	***49%***	***80%***	***60%***	**-**	***58%***	***33%***	***80%***	***49%***	***79%***	***38%***	***83%***	***55%***	***52%***	***49%***	***61%***	***52%***	***52%***	***64%***	**-**
NET : AT LEAST ONCE A WEEK		**252**	**11**	**247**	**147**	**6**	**66**	**13**	**9**	**43**	**6**	**33**	**36**	**92**	**32**	**78**	**44**	**41**	**36**	**18**	**-**
		100%	***100%***	***98%***	***97%***	***100%***	***91%***	***61%***	***100%***	***90%***	***100%***	***98%***	***100%***	***95%***	***93%***	***91%***	***99%***	***89%***	***93%***	***97%***	**-**
NET : AT LEAST ONCE A MONTH		**253**	**11**	**251**	**148**	**6**	**70**	**20**	**9**	**45**	**6**	**33**	**36**	**93**	**34**	**79**	**44**	**41**	**36**	**19**	**-**
		100%	***100%***	***99%***	***98%***	***100%***	***95%***	***93%***	***100%***	***94%***	***100%***	***98%***	***100%***	***96%***	***100%***	***92%***	***99%***	***89%***	***93%***	***98%***	**-**
Not stated		-	-	-	-	-	1	-	-	1	-	1	-	*	-	-	-	1	-	-	61
		-	-	-	-	-	*2%*	-	-	*3%*	-	*2%*	-	*1%*	-	-	-	*2%*	-	-	*100%*
Mean Score		**10.00**	**7.80**	**11.58**	**9.76**	**4.51**	**8.84**	**5.56**	**9.18**	**8.61**	**11.01**	**8.49**	**12.37**	**8.75**	**6.89**	**7.25**	**7.85**	**6.30**	**7.70**	**10.08**	**-**
Standard Deviation		**6.46**	**6.21**	**6.64**	**6.86**	**0.77**	**7.04**	**7.37**	**6.05**	**7.55**	**4.34**	**7.34**	**6.76**	**6.58**	**5.26**	**5.45**	**5.01**	**4.80**	**6.17**	**6.94**	**-**
Standard Error		**0.42**	**2.07**	**0.43**	**0.63**	**0.45**	**0.83**	**1.74**	**2.02**	**1.08**	**1.64**	**1.39**	**1.38**	**0.77**	**1.18**	**0.73**	**0.90**	**0.86**	**1.13**	**0.82**	**-**

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)

Q5di Frequency of listening to the news on radio stations - Summary Table

Base : All adults 16+ who use radio stations for news nowadays

		Cool FM	Radio Ceredigion	Scarlet FM	Radio Pembrokeshire	Radio Carmarthenshire	Other local commercial radio station (S)	Other radio station(s) e.g. local or foreign ones
Unweighted base		16	2	1	1	1	103	6
Weighted base		4	1	*	*	*	112	3
Lots of times throughout the day	(21)	2 *51%*	- -	- -	- -	- -	- -	- -
2-3 times a day	(14)	1 *16%*	- -	- -	- -	- -	- -	- -
Once a day	(7)	1 *20%*	- -	- -	- -	- -	- -	- -
Most days	(5)	1 *14%*	- -	- -	- -	- -	- -	- -
2-3 times a week	(3.5)	- -	* *31%*	* *100%*	- -	* *100%*	- -	- -
About once a week	(1)	- -	* *69%*	- -	- -	- -	- -	- -
Every 2-3 weeks	(0.5)	- -	- -	- -	- -	- -	- -	- -
About once a month	(0.25)	- -	- -	- -	- -	- -	- -	- -
Less often	(0.1)	- -	- -	- -	- -	- -	- -	- -
Don't know	(0)	- -	- -	- -	- -	- -	- -	- -
NET : AT LEAST ONCE A DAY		**4** ***86%***	**-** **-**	**-** **-**	**-** **-**	**-** **-**	**-** **-**	**-** **-**
NET : AT LEAST ONCE A WEEK		**4** ***100%***	**1** ***100%***	* ***100%***	**-** **-**	* ***100%***	**-** **-**	**-** **-**
NET : AT LEAST ONCE A MONTH		**4** ***100%***	**1** ***100%***	* ***100%***	**-** **-**	* ***100%***	**-** **-**	**-** **-**
Not stated		- -	- -	- -	* *100%*	- -	112 *100%*	3 *100%*
Mean Score		**14.98**	**1.79**	**3.50**	**-**	**3.50**	**-**	**-**
Standard Deviation		**7.59**	**-**	**-**	**-**	**-**	**-**	**-**
Standard Error		**1.90**	**-**	**-**	**-**	**-**	**-**	**-**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5e News sources use nowadays - Websites or apps

Base : All adults 16+ who use Internet or social media for news nowadays

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	1418	680	738	255	308	272	212	181	141	49	563	484	371	321	459	284	354	780	638	801	617
Weighted base	1684	818	866	283	416	385	298	162	110	30*	699	683	302	402	589	352	342	990	694	1169	515
BBC website or app	835	463	372	119	195	225	152	78	54	13	313	377	146	251	338	139	108	589	247	609	227
	50%cdpqsu	57%ac	43%	42%	47%	58%ade	51%	48%	49%	44%	45%	55%k	48%	63%apq	57%apq	39%	32%	59%as	36%	52%u	44%
ITV or ITN website or app	85	40	45	16	22	17	19	3	6	2	38	35	11	9	31	19	25	41	44	59	26
	5%	5%	5%	6%	5%	4%	6%	2%	6%	7%	5%	5%	4%	2%	5%	6%	7%n	4%	6%	5%	5%
STV Website or app	8	2	6	1	1	3	2	*	*	-	2	5	1	3	2	2	2	5	3	4	4
	*	*	1%	*	*	1%	1%	*	*	-	*	1%	*	1%	*	*	*	*	*	*	1%
UTV Website or app	2	1	1	-	1	1	*	-	-	-	1	1	-	*	1	-	1	1	1	2	*
	*	*	*	-	*	*	*	-	-	-	*	*	-	*	*	-	*	*	*	*	*
Channel 4 website or app	36	21	15	6	11	4	11	3	*	-	17	15	4	11	11	8	5	22	13	28	8
	2%	3%	2%	2%	3%	1%	4%	2%	*	-	2%	2%	1%	3%	2%	2%	2%	2%	2%	2%	2%
Sky News website or app	214	137	77	32	47	69	44	14	8	*	79	113	22	50	76	59	28	127	87	168	45
	13%cjmqu	17%ac	9%	11%	11%	18%aehij	15%j	9%	7%	1%	11%	17%km	7%	13%	13%	17%q	8%	13%	13%	14%u	9%
CNN Website or app	38	16	22	4	10	6	11	2	3	1	15	17	6	6	26	5	2	32	7	28	10
	2%	2%	3%	2%	2%	2%	4%	1%	3%	3%	2%	3%	2%	1%	4%anpq	1%	1%	3%s	1%	2%	2%
NBC News website or app	10	7	3	2	3	3	2	-	-	-	5	5	-	5	-	5	-	5	5	8	1
	1%	1%	*	1%	1%	1%	1%	-	-	-	1%	1%	-	1%o	-	1%o	-	*	1%	1%	*
CBS News website or app	5	2	3	2	-	2	-	-	1	-	2	2	1	1	1	2	-	3	2	2	3
	*	*	*	1%	-	1%	-	-	1%	-	*	*	*	*	*	1%	-	*	*	*	1%
The Sun website or app	24	12	12	8	2	6	7	-	1	-	9	14	1	8	8	3	5	16	8	17	7
	1%	1%	1%	3%e	*	2%	2%	-	1%	-	1%	2%	*	2%	1%	1%	1%	2%	1%	1%	1%
The Daily Mail website or app	145	78	67	25	33	22	26	27	9	3	58	48	39	36	57	32	20	93	52	102	43
	9%	9%	8%	9%	8%	6%	9%	17%adefg	8%	9%	8%	7%	13%akl	9%	10%	9%	6%	9%	7%	9%	8%
The Daily Star website or app	4	2	2	*	2	-	2	-	-	-	2	2	-	2	*	-	2	2	2	3	1
	*	*	*	*	*	-	1%	-	-	-	*	*	-	*	*	-	*	*	*	*	*
The Daily Express website or app	15	10	5	*	3	-	5	3	3	-	3	5	6	2	7	3	2	9	5	11	4
	1%	1%	1%	*	1%	-	2%f	2%f	2%df	-	*	1%	2%k	*	1%	1%	1%	1%	1%	1%	1%
The Daily Mirror website or app	30	17	13	7	9	6	7	*	1	-	16	13	1	9	7	10	4	16	14	24	6
	2%	2%	2%	2%	2%	2%	2%	*	1%	-	2%	2%	*	2%	1%	3%	1%	2%	2%	2%	1%
The Guardian\Observer website or app	133	73	59	18	32	39	24	15	1	3	50	63	20	53	64	8	9	116	16	97	36
	8%upqs	9%	7%	6%	8%i	10%i	8%i	9%i	1%	11%i	7%	9%	7%	13%apq	11%pq	2%	2%	12%as	2%	8%	7%
The Independent website or app	51	24	28	7	11	9	17	4	1	2	19	26	6	22	20	4	5	42	9	34	17
	3%s	3%	3%	3%	3%	2%	6%	2%	1%	5%	3%	4%	2%	6%pq	3%	1%	1%	4%s	1%	3%	3%

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5e News sources use nowadays - Websites or apps

Base : All adults 16+ who use Internet or social media for news nowadays

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Weighted base	1684	818	866	283	416	385	298	162	110	30*	699	683	302	402	589	352	342	990	694	1169	515
The Times\Sunday Times website or app	29 2%	13 2%	16 2%	4 1%	3 1%	7 2%	7 2%	6 4%e	1 1%	1 3%	7 1%	14 2%	8 3%	13 3%o	6 1%	5 2%	3 1%	20 2%	9 1%	24 2%	5 1%
The Telegraph website or app	49 3%q	26 3%	24 3%	5 2%	7 2%	6 2%	17 6%def	10 6%adef	3 3%	1 3%	12 2%	23 3%	14 5%k	17 4%q	22 4%q	9 2%	2 1%	38 4%s	11 2%	37 3%	12 2%
The Financial Times website or app	20 1%s	10 1%	9 1%	* *	5 1%	6 2%	4 1%	1 1%	2 2%	2 5%adh	6 1%	10 1%	4 1%	13 3%apq	7 1%	- -	- -	20 2%s	- -	15 1%	5 1%
The Metro website or app	21 1%	10 1%	11 1%	4 1%	1 *	8 2%	5 2%	3 2%	- -	1 3%el	5 1%	13 2%	3 1%	6 1%	6 1%	- -	10 3%p	12 1%	10 1%	13 1%	9 2%
The Evening Standard website or app	19 1%	9 1%	10 1%	1 *	6 1%	4 1%	5 2%	4 2%	- -	- -	7 1%	8 1%	4 1%	8 2%	5 1%	2 1%	4 1%	13 1%	6 1%	16 1%	2 *
The New York Times website or app	14 1%	5 1%	10 1%	1 1%	- -	4 1%	6 2%e	2 1%	* *	- -	1 *	11 2%k	2 1%	7 2%	7 1%	- -	1 *	13 1%s	1 *	8 1%	7 1%
The Washington Post website or app	11 1%	2 *	9 1%	3 1%	- -	2 1%	6 2%e	- -	* *	- -	3 *	8 1%	* *	5 1%	5 1%	- -	1 *	10 1%	1 *	4 *	7 1%l
Time.com website or app	4 *	1 *	3 *	1 *	- -	- -	2 1%	- -	- -	1 3%aefh	1 *	2 *	1 *	2 *	1 *	1 *	- -	3 *	1 *	2 *	2 *
The Atlantic website or app	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
The Week website or app	2 *	2 *	- -	2 1%	- -	- -	- -	- -	- -	- -	2 *	- -	- -	- -	- -	- -	2 1%	- -	2 *	2 *	- -
Private Eye website	17 1%	12 1%	5 1%	- -	4 1%	6 1%	3 1%	4 3%d	- -	- -	4 1%	9 1%	4 1%	9 2%pq	7 1%	- -	1 *	16 2%s	1 *	15 1%	2 *
The Economist website or app	13 1%	7 1%	6 1%	4 2%	1 *	1 *	4 1%	2 2%	- -	- -	6 1%	5 1%	2 1%	6 2%	6 1%	- -	1 *	12 1%s	1 *	5 *	8 2%l
Facebook	451 27%hijlm	191 23%	260 30%b	129 46%aefgh ij	146 35%afghi j	84 22%hij	60 20%ij	21 13%	10 9%	1 4%	275 39%alm	144 21%m	32 11%	89 22%	154 26%	95 27%	113 33%n	244 25%	208 30%r	309 26%	142 28%
Twitter	149 9%mqs	81 10%	68 8%	40 14%aghij	43 10%i	33 9%	20 7%	8 5%	3 3%	* 1%	84 12%lm	54 8%m	12 4%	56 14%apq	54 9%q	24 7%	14 4%	110 11%s	39 6%	108 9%	41 8%
Google (General search Engine)	226 13%	125 15%	101 12%	43 15%	44 11%	53 14%	48 16%	25 15%	9 8%	3 11%	87 12%	101 15%	37 12%	51 13%	96 16%p	36 10%	43 13%	146 15%	79 11%	162 14%	64 12%
Google News (search engine just for news)	93 5%	53 7%	39 5%	10 4%	21 5%	28 7%	9 3%	13 8%g	10 9%dg	2 7%	31 4%	37 5%	25 8%k	22 6%	36 6%	21 6%	14 4%	58 6%	34 5%	64 6%	28 5%
Huffington Post	69 4%mq	26 3%	43 5%	8 3%	8 2%	27 7%ehi	22 7%ehi	3 2%	1 1%	- -	16 2%	49 7%akm	4 1%	24 6%q	24 4%	16 5%	5 1%	48 5%	21 3%	56 5%	14 3%

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
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Weighted base	1684	818	866	283	416	385	298	162	110	30*	699	683	302	402	589	352	342	990	694	1169	515
Yahoo news	61 *4%*	32 *4%*	29 *3%*	6 *2%*	19 *5%*	12 *3%*	8 *3%*	10 *6%d*	5 *4%*	1 *4%*	25 *4%*	20 *3%*	16 *5%*	9 *2%*	21 *4%*	17 *5%*	14 *4%*	30 *3%*	31 *5%*	40 *3%*	21 *4%*
MSN news	38 *2%*	21 *3%*	17 *2%*	2 *1%*	4 *1%*	13 *3%*	8 *3%*	2 *1%*	7 *6%adeh*	2 *6%deh*	6 *1%*	21 *3%k*	11 *3%k*	12 *3%*	14 *2%*	10 *3%*	2 *1%*	26 *3%*	12 *2%*	29 *2%*	9 *2%*
AOL news	12 *1%*	8 *1%*	4 *	- -	- -	2 *1%*	8 *3%ade*	- -	- -	2 *5%adefhi*	- -	10 *1%k*	2 *1%*	3 *1%*	3 *	5 *1%*	1 *	5 *1%*	6 *1%*	10 *1%*	1 *
YouTube	163 *10%ijm*	97 *12%c*	66 *8%*	64 *23%aefghi j*	37 *9%l*	16 *4%*	29 *10%l*	12 *7%*	4 *4%*	- -	102 *15%alm*	45 *7%*	16 *5%*	40 *10%*	58 *10%*	36 *10%*	29 *9%*	98 *10%*	65 *9%*	106 *9%*	57 *11%*
Feedly app	2 *	2 *	- -	- -	- -	- -	2 *1%*	- -	- -	- -	- -	2 *	- -	- -	2 *	- -	- -	2 *	- -	- -	2 *
Flipboard app	17 *1%*	5 *1%*	12 *1%*	4 *1%*	2 *1%*	8 *2%*	1 *	2 *1%*	- -	- -	6 *1%*	9 *1%*	2 *1%*	9 *2%p*	7 *1%*	- -	1 *	16 *2%s*	1 *	14 *1%*	4 *1%*
News Now website or app	5 *	3 *	2 *	2 *1%*	2 *	- -	2 *1%*	- -	- -	- -	3 *	2 *	- -	2 *	3 *1%*	- -	- -	5 *	- -	3 *	2 *
BuzzFeed	76 *5%hm*	26 *3%*	50 *6%b*	44 *16%aefghi j*	11 *3%*	10 *3%*	8 *3%*	1 *1%*	1 *1%*	- -	56 *8%alm*	18 *3%*	2 *1%*	28 *7%p*	28 *5%*	8 *2%*	12 *4%*	56 *6%s*	20 *3%*	45 *4%*	31 *6%*
Vice	20 *1%*	15 *2%c*	4 *	10 *4%afg*	6 *1%*	1 *	2 *1%*	1 *1%*	- -	- -	16 *2%l*	3 *	1 *	4 *1%*	9 *1%*	5 *1%*	3 *1%*	13 *1%*	7 *1%*	12 *1%*	8 *2%*
The LAD Bible website or app	37 *2%*	23 *3%*	14 *2%*	25 *9%aefghi*	5 *1%*	5 *1%*	- -	1 *1%*	- -	- -	30 *4%alm*	5 *1%*	1 *	4 *1%*	19 *3%*	6 *2%*	8 *2%*	23 *2%*	14 *2%*	26 *2%*	11 *2%*
Personal blog	13 *1%*	6 *1%*	7 *1%*	1 *	3 *1%*	1 *	4 *1%*	2 *1%*	- -	2 *5%adefi*	4 *1%*	6 *1%*	4 *1%*	6 *1%*	7 *1%*	- -	1 *	12 *1%*	1 *	8 *1%*	6 *1%*
Any local newspaper websites or apps	68 *4%*	24 *3%*	44 *5%*	7 *2%*	17 *4%*	20 *5%*	9 *3%*	10 *6%*	4 *4%*	1 *3%*	24 *3%*	29 *4%*	15 *5%*	21 *5%*	21 *4%*	17 *5%*	8 *2%*	42 *4%*	26 *4%*	50 *4%*	17 *3%*
Any Scotland based websites or apps (e.g. the Herald, the Scotsman, Daily Record, etc)	2 *	- -	2 *	1 *	1 *	1 *	- -	- -	- -	- -	2 *	1 *	- -	2 *	- -	1 *	- -	2 *	1 *	1 *	1 *
Any Wales based news websites or apps (e.g. S4C, Western Mail, etc)	3 *	1 *	2 *	1 *	- -	1 *	1 *	1 *	- -	- -	1 *	2 *	1 *	1 *	* *	1 *	1 *	2 *	2 *	3 *	- -
Any Northern Ireland based news websites or apps (e.g. RTE, Belfast Telegraph etc)	1 *	1 *	* *	* *	- -	* *	* *	- -	- -	- -	* *	1 *	- -	1 *	* *	- -	* *	1 *	* *	1 *	* *

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
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*** small base**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5e News sources use nowadays - Websites or apps

Base : All adults 16+ who use Internet or social media for news nowadays

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Weighted base	1684	818	866	283	416	385	298	162	110	30*	699	683	302	402	589	352	342	990	694	1169	515
Other general search engine	3 *	3 *	- -	1 *	- -	2 *	- -	- -	* *	- -	1 *	2 *	* *	- -	- -	3 1%	* *	- -	3 *	3 *	* *
Other search engine just for news	1 *	1 *	- -	- -	- -	- -	- -	1 *	1 1%	- -	- -	- -	1 *	1 *	- -	- -	1 *	1 *	1 *	- -	1 *
Other site that combines news links	7 *	- -	7 1%b	2 1%	- -	3 1%	2 1%	- -	- -	- -	2 *	5 1%	- -	2 1%	5 1%	- -	- -	7 1%	- -	5 *	3 1%
Other website(s) or app(s)	37 2%	22 3%	16 2%	7 3%	3 1%	15 4%e	3 1%	7 4%e	2 1%	- -	11 2%	18 3%	8 3%	9 2%	13 2%	12 3%	3 1%	22 2%	15 2%	30 3%	7 1%
None of these	154 9%o	59 7%	95 11%b	21 7%	40 10%	31 8%	30 10%	12 7%	13 12%	6 21%adefh	61 9%	61 9%	32 11%	31 8%	34 6%	42 12%o	48 14%ano	64 6%	90 13%ar	102 9%	52 10%
Don't know	111 7%	51 6%	60 7%	13 4%	23 6%	28 7%	23 8%	14 8%	9 8%	2 6%	36 5%	51 7%	25 8%	20 5%	35 6%	19 5%	38 11%anop	55 6%	56 8%	70 6%	42 8%
NET : TV broadbcaster websites or apps	**953** 57%cdqsu	**513** 63%ac	**440** 51%	**138** 49%	**224** 54%	**247** 64%adei	**183** 62%d	**88** 54%	**57** 52%	**15** 51%	**362** 52%	**430** 63%akm	**161** 53%	**271** 68%apq	**377** 64%apq	**178** 51%q	**127** 37%	**648** 65%as	**305** 44%	**698** 60%u	**255** 50%
NET : National popular newspaper websites or apps	**52** 3%m	**27** 3%	**25** 3%	**13** 5%h	**12** 3%	**13** 3%	**12** 4%h	* *	**2** 2%	- -	**25** 4%m	**25** 4%m	**3** 1%	**15** 4%	**13** 2%	**14** 4%	**11** 3%	**28** 3%	**24** 3%	**38** 3%	**14** 3%
NET : National midmarket newspaper websites or apps	**151** 9%	**82** 10%	**69** 8%	**25** 9%	**35** 8%	**22** 6%	**27** 9%	**28** 17%adefg	**11** 10%	**3** 9%	**60** 9%	**49** 7%	**41** 14%akl	**36** 9%	**62** 11%	**32** 9%	**22** 6%	**98** 10%	**53** 8%	**106** 9%	**45** 9%
NET : National quality newspaper websites or apps	**215** 13%pqs	**116** 14%	**99** 11%	**29** 10%	**50** 12%	**57** 15%	**42** 14%	**25** 15%i	**8** 7%	**5** 17%	**78** 11%	**99** 14%	**38** 13%	**84** 21%apq	**95** 16%pq	**22** 6%	**15** 4%	**178** 18%as	**37** 5%	**160** 14%	**55** 11%
NET : Freesheet newspaper websites or apps	**35** 2%	**17** 2%	**18** 2%	**4** 1%	**7** 2%	**10** 3%	**8** 3%	**5** 3%	**-** -	**1** 3%i	**11** 2%	**19** 3%	**6** 2%	**9** 2%	**11** 2%	**2** 1%	**12** 4%p	**20** 2%	**15** 2%	**26** 2%	**9** 2%
NET : National newspaper websites or apps	**392** 23%pqs	**204** 25%	**188** 22%	**63** 22%	**91** 22%	**90** 23%	**74** 25%	**47** 29%i	**18** 17%	**8** 26%	**155** 22%	**165** 24%	**73** 24%	**122** 30%apq	**160** 27%pq	**58** 16%	**53** 16%	**281** 28%as	**111** 16%	**284** 24%	**109** 21%
NET: Magazine websites or apps	**30** 2%p	**20** 2%	**10** 1%	**7** 2%	**5** 1%	**7** 2%	**5** 2%	**5** 3%	**-** -	**-** -	**12** 2%	**13** 2%	**5** 2%	**14** 3%p	**12** 2%p	**-** -	**4** 1%	**26** 3%s	**4** 1%	**21** 2%	**9** 2%
NET : Newspaper websites (inc National & Local) or apps	**442** 26%qs	**222** 27%	**219** 25%	**71** 25%	**108** 26%	**104** 27%	**79** 26%	**52** 32%i	**21** 19%	**9** 28%	**179** 26%	**182** 27%	**81** 27%	**132** 33%apq	**175** 30%pq	**73** 21%	**61** 18%	**307** 31%as	**134** 19%	**321** 27%	**121** 24%
NET : Any website or app	**1426** 85%qs	**710** 87%	**716** 83%	**249** 88%ij	**356** 85%j	**328** 85%j	**246** 83%	**137** 85%	**87** 79%	**22** 72%	**605** 87%	**575** 84%	**246** 82%	**355** 88%q	**520** 88%q	**294** 83%q	**258** 75%	**875** 88%as	**551** 79%	**1002** 86%	**424** 82%

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u
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Q5e News sources use nowadays - Websites or apps

Base : All adults 16+ who use Internet or social media for news nowadays

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	1418	952	151	170	145	1014	259	171	100	84	92	92	114	46	99	154	1265	147
Weighted base	1684	1455	119	70	40	1363	282	259	144*	131*	154*	158*	159	78*	153*	220	1462	214
BBC website or app	835	725	57	35	18	684	134	155	58	70	81	71	83	29	67	111	731	101
	50%	*50%*	*48%*	*50%*	*45%*	*50%*	*48%*	60%ailno	*41%*	*54%*	*52%*	*45%*	*52%*	*37%*	*44%*	*50%*	*50%*	*47%*
ITV or ITN website or app	85	79	2	3	2	76	7	14	6	5	8	17	3	6	2	17	77	7
	5%	*5%*	*1%*	*4%*	*4%*	*6%*	*2%*	*5%*	*4%*	*4%*	*5%*	11%amo	*2%*	*8%*	*1%*	8%mo	*5%*	*3%*
STV Website or app	8	-	8	-	-	6	2	-	-	-	-	-	-	-	-	-	7	1
	*b	-	7%abde	-	-	*	*1%*	-	-	-	-	-	-	-	-	-	*1%*	*
UTV Website or app	2	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	2	-
	*	-	-	-	5%abcd	-	-	-	-	-	-	-	-	-	-	-	*	-
Channel 4 website or app	36	33	1	1	1	28	7	5	7	-	2	4	3	2	5	4	33	3
	2%	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*5%*	-	*1%*	*3%*	*2%*	*3%*	*3%*	*2%*	*2%*	*1%*
Sky News website or app	214	190	12	5	7	172	34	26	14	17	27	30	19	9	27	21	187	26
	13%d	13%d	*10%*	*7%*	19%cd	*13%*	*12%*	*10%*	*10%*	*13%*	*17%*	19%p	*12%*	*12%*	*17%*	*9%*	*13%*	*12%*
CNN Website or app	38	36	2	1	*	30	8	9	7	3	5	1	1	-	5	5	33	5
	2%	*2%*	*1%*	*1%*	*1%*	*2%*	*3%*	*3%*	*5%*	*3%*	*3%*	*1%*	*1%*	-	*3%*	*2%*	*2%*	*2%*
NBC News website or app	10	10	-	-	-	10	-	2	-	2	-	-	-	-	2	4	9	1
	1%	*1%*	-	-	-	*1%*	-	*1%*	-	*1%*	-	-	-	-	*1%*	*2%*	*1%*	*1%*
CBS News website or app	5	4	1	-	-	5	-	-	1	-	-	-	-	-	2	1	4	1
	*	*	*	-	-	*	-	-	*1%*	-	-	-	-	-	*1%*	*1%*	*	*
The Sun website or app	24	20	2	1	1	18	5	5	2	-	4	1	3	3	2	-	23	1
	1%	*1%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*1%*	-	*3%*	*1%*	*2%*	3%p	*1%*	-	*2%*	*1%*
The Daily Mail website or app	145	129	6	7	3	114	27	19	15	9	13	19	16	12	16	11	135	10
	9%	*9%*	*5%*	*9%*	*8%*	*8%*	*10%*	*7%*	*10%*	*7%*	*8%*	*12%*	*10%*	15%p	*10%*	*5%*	*9%*	*5%*
The Daily Star website or app	4	3	-	-	1	3	-	-	-	-	-	-	2	-	-	1	4	-
	*	*	-	-	2%abc	*	-	-	-	-	-	-	*1%*	-	-	*1%*	*	-
The Daily Express website or app	15	12	2	-	1	10	4	-	5	-	1	-	2	1	3	-	15	-
	1%	*1%*	*2%*	-	2%d	*1%*	*1%*	-	3%ahp	-	*1%*	-	*1%*	*1%*	*2%*	-	*1%*	-
The Daily Mirror website or app	30	27	1	1	1	28	1	5	1	3	10	-	2	1	1	5	25	4
	2%	*2%*	*1%*	*1%*	*2%*	*2%*	*	*2%*	*1%*	*2%*	6%alo	-	*1%*	*2%*	*1%*	*2%*	*2%*	*2%*
The Guardian\Observer website or app	133	121	4	6	2	114	17	38	11	3	9	1	14	4	19	22	123	10
	8%l	8%c	*3%*	*8%*	*5%*	*8%*	*6%*	15%ajkl	8%l	*2%*	*6%*	*1%*	9%l	*5%*	13%jl	10%jl	*8%*	*5%*

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
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Weighted base	1684	1455	119	70	40	1363	282	259	144*	131*	154*	158*	159	78*	153*	220	1462	214
The Independent website or app	51 *3%*	45 *3%*	3 *3%*	2 *3%*	1 *2%*	42 *3%*	9 *3%*	13 5%o *5%*	6 4%o *4%*	5 *4%*	5 *3%*	2 *1%*	5 *3%*	6 8%op *8%*	- - -	3 *1%*	48 *3%*	3 *1%*
The Times\Sunday Times website or app	29 *2%*	25 *2%*	2 *2%*	1 *1%*	1 *3%*	21 *2%*	7 *2%*	5 *2%*	4 *3%*	2 *1%*	1 *1%*	- - -	4 *2%*	- - -	4 *3%*	5 *2%*	26 *2%*	2 *1%*
The Telegraph website or app	49 *3%*	46 *3%*	1 *1%*	2 *3%*	1 *2%*	40 *3%*	8 *3%*	7 *3%*	9 *6%*	5 *4%*	7 *4%*	3 *2%*	6 *3%*	3 *4%*	2 *1%*	4 *2%*	42 *3%*	7 *3%*
The Financial Times website or app	20 *1%*	19 *1%*	* * *	- - -	* - *1%*	18 *1%*	1 - *	6 *2%*	- - -	3 *2%*	3 *2%*	- - -	2 *2%*	- - -	- - -	5 *2%*	15 *1%*	3 *1%*
The Metro website or app	21 *1%*	21 *1%*	- - -	- - -	- - -	21 *2%*	- - -	- - -	- - -	3 *2%*	2 *1%*	1 *1%*	2 *1%*	- - -	2 *1%*	12 5%shi *5%*	19 *1%*	3 *1%*
The Evening Standard website or app	19 *1%*	19 *1%*	- - -	- - -	- - -	19 *1%*	- - -	2 *1%*	4 *3%*	2 *1%*	- - -	3 *2%*	2 *1%*	- - -	- - -	7 3%a *3%*	17 *1%*	2 *1%*
The New York Times website or app	14 *1%*	13 *1%*	1 *1%*	- - -	- - -	10 *1%*	4 *1%*	3 *1%*	6 4%am *4%*	- - -	- - -	- - -	- - -	- - -	1 *1%*	3 *1%*	12 *1%*	2 *1%*
The Washington Post website or app	11 *1%*	10 *1%*	1 *1%*	1 *1%*	* * *	9 *1%*	3 *1%*	3 *1%*	4 *3%*	- - -	- - -	- - -	- - -	- - -	1 *1%*	1 *1%*	11 *1%*	1 * *
Time.com website or app	4 * *	4 * *	- - -	- - -	- - -	3 * *	1 * *	2 *1%*	2 *1%*	- - -	- - -	- - -	- - -	- - -	- - -	- - -	3 * *	1 * *
The Atlantic website or app	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
The Week website or app	2 * *	2 * *	- - -	- - -	- - -	2 * *	- - -	- - -	2 2%a *2%*	- - -	- - -	- - -	- - -	- - -	- - -	- - -	2 * *	- - -
Private Eye website	17 *1%*	16 *1%*	1 *1%*	1 *1%*	- - -	17 *1%*	1 * *	3 *1%*	1 *1%*	2 *1%*	2 *2%*	3 *2%*	- - -	- - -	2 *1%*	3 *1%*	15 *1%*	2 *1%*
The Economist website or app	13 *1%*	13 *1%*	- - -	- - -	- - -	12 *1%*	1 * *	3 *1%*	4 *3%*	2 *1%*	- - -	- - -	1 *1%*	- - -	- - -	4 *2%*	11 *1%*	1 *1%*
Facebook	451 *27%*	380 *26%*	33 *28%*	15 *21%*	24 60%abcd *25%*	335 *25%*	92 33%j *33%*	65 *25%*	26 *18%*	50 38%ahimop *38%*	45 *29%*	43 *27%*	37 *23%*	31 40%imp *40%*	36 *24%*	47 *21%*	402 *27%*	50 *23%*
Twitter	149 *9%*	124 *8%*	16 14%b *14%*	5 *7%*	4 *11%*	115 *8%*	29 *10%*	24 *9%*	9 *7%*	15 *12%*	8 *5%*	16 *10%*	16 *10%*	7 *8%*	12 *8%*	16 *7%*	135 *9%*	14 *7%*
Google (General search Engine)	226 *13%*	198 *14%*	12 *10%*	9 *14%*	6 *15%*	177 *13%*	43 *15%*	37 *14%*	18 *13%*	12 *9%*	18 *12%*	14 *9%*	26 *16%*	8 *10%*	25 *16%*	40 *18%*	193 *13%*	33 *15%*

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	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Weighted base	1684	1455	119	70	40	1363	282	259	144*	131*	154*	158*	159	78*	153*	220	1462	214
Google News (search engine just for news)	93 5%e	83 6%e	4 4%	5 7%e	* 1%	78 6%	15 5%	19 7%	4 3%	6 4%	6 4%	9 6%	14 9%	4 5%	5 3%	17 8%	85 6%	8 4%
Huffington Post	69 4%	64 4%	3 3%	2 2%	* 1%	61 4%	8 3%	14 5%l	5 3%	11 9%klm	2 2%	- -	3 2%	3 4%	9 6%l	16 7%l	60 4%	9 4%
Yahoo news	61 4%	54 4%	5 4%	2 3%	1 2%	50 4%	10 4%	17 7%ijo	- -	- -	10 7%ij	4 2%	7 5%l	2 3%	2 1%	11 5%l	48 3%	13 6%
MSN news	38 2%	31 2%	3 2%	4 5%abe	* 1%	30 2%	7 3%	4 2%	2 2%	6 4%	- -	3 2%	5 3%	1 1%	4 3%	6 3%	35 2%	3 1%
AOL news	12 1%	10 1%	1 1%	1 1%	- -	4 *	8 3%af	- -	2 1%	2 2%	- -	- -	2 1%	3 4%ah	- -	1 1%	12 1%	- -
YouTube	163 10%	145 10%	9 8%	6 9%	2 6%	130 10%	30 11%	23 9%	9 6%	19 15%	18 11%	16 10%	11 7%	8 11%	17 11%	23 10%	138 9%	25 12%
Feedly app	2 *	2 *	- -	- -	- -	2 *	- -	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	2 *	- -
Flipboard app	17 1%	16 1%	1 1%	1 1%	* *	11 1%	6 2%	4 2%	3 2%	2 1%	2 2%	2 2%	- -	- -	1 1%	1 1%	16 1%	1 1%
News Now website or app	5 *	5 *	- -	- -	* 1%	5 *	- -	2 1%	- -	- -	- -	- -	2 1%	- -	- -	1 1%	5 *	- -
BuzzFeed	76 5%	66 5%	4 4%	5 7%e	* 1%	60 4%	16 6%	7 3%	5 4%	5 4%	2 1%	8 5%	4 3%	8 10%k	14 9%hk	14 7%	68 5%	8 4%
Vice	20 1%	19 1%	1 *	1 1%	- -	18 1%	2 1%	4 2%	- -	2 1%	2 1%	- -	- -	3 3%	3 2%	5 2%	18 1%	2 1%
The LAD Bible website or app	37 2%	33 2%	1 *	2 3%	1 2%	27 2%	9 3%	4 2%	4 3%	- -	5 3%	5 3%	2 1%	4 5%	6 4%	3 1%	33 2%	4 2%
Personal blog	13 1%	12 1%	* *	1 1%	- -	8 1%	5 2%	2 1%	3 2%	- -	- -	- -	2 1%	- -	2 1%	4 2%	11 1%	1 *
Any local newspaper websites or apps	68 4%r	64 4%	3 2%	1 1%	* 1%	54 4%	14 5%	18 7%kmp	4 3%	2 2%	- -	8 5%k	3 2%	10 13%aijkmp	15 10%ajkmp	3 1%	68 5%r	- -
Any Scotland based websites or apps (e.g. the Herald, the Scotsman, Daily Record, etc)	2 *	- -	2 2%ab	- -	- -	2 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 *	- -

KANTAR MEDIA

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	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Weighted base	1684	1455	119	70	40	1363	282	259	144*	131*	154*	158*	159	78*	153*	220	1462	214
Any Wales based news websites or apps (e.g. S4C, Western Mail, etc)	3 *	- -	- -	3 5%abce	- -	2 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 *	- -
Any Northern Ireland based news websites or apps (e.g. RTE, Belfast Telegraph etc)	1 *	- -	- -	- -	1 3%abcd	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -
Other general search engine	3 *	2 *	1 1%b	* *	- -	2 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	2 1%	1 *	2 1%
Other search engine just for news	1 *	1 *	* *	* *	- -	1 *	* *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -
Other site that combines news links	7 *	7 *	1 *	- -	- -	5 *	2 1%	- -	- -	- -	2 1%	5 3%ah	- -	- -	- -	- -	7 *	1 *
Other website(s) or app(s)	37 2%	30 2%	4 3%	2 2%	2 6%ab	31 2%	4 2%	6 2%	1 1%	5 4%	5 3%	1 1%	2 1%	- -	5 3%	6 3%	30 2%	8 4%
None of these	154 9%j	139 10%	9 8%	4 6%	2 4%	131 10%	21 7%	24 9%	19 13%j	3 2%	15 10%	9 6%	19 12%j	7 9%	17 11%j	26 12%j	127 9%	25 12%
Don't know	111 7%e	102 7%e	7 6%e	2 3%	* *	84 6%	27 10%	12 5%	19 13%ahknp	17 13%ahknp	3 2%	24 15%ahkmnop	9 6%	- -	8 5%	11 5%	92 6%	19 9%
NET : TV broadbcaster websites or apps	**953** **57%**	**834** **57%**	**61** **51%**	**37** **53%**	**21** **53%**	**787** **58%**	**145** **51%**	**170** 66%ailn	**73** **51%**	**77** **59%**	**91** **59%**	**82** **52%**	**90** **57%**	**35** **45%**	**84** **55%**	**131** **59%**	**834** **57%**	**114** **53%**
NET : National popular newspaper websites or apps	**52** **3%**	**45** **3%**	**3** **3%**	**2** **3%**	**2** **5%**	**44** **3%**	**6** **2%**	**10** **4%**	**3** **2%**	**3** **2%**	**14** 9%almop	**1** **1%**	**3** **2%**	**3** **3%**	**3** **2%**	**6** **3%**	**46** **3%**	**6** **3%**
NET : National midmarket newspaper websites or apps	**151** **9%**	**134** **9%**	**7** **6%**	**7** **9%**	**4** **9%**	**119** **9%**	**28** **10%**	**19** **7%**	**15** **11%**	**9** **7%**	**14** **9%**	**19** **12%**	**16** **10%**	**12** 15%p	**19** 12%p	**11** **5%**	**141** **10%**	**10** **5%**
NET : National quality newspaper websites or apps	**215** 13%jl	**194** **13%**	**9** **8%**	**8** **11%**	**3** **8%**	**180** **13%**	**32** **11%**	**51** 20%al	**23** 16%l	**15** 11%l	**16** **10%**	**5** **3%**	**21** 13%l	**9** **12%**	**24** 16%l	**31** 14%l	**190** **13%**	**24** **11%**
NET : Freesheet newspaper websites or apps	**35** 2%g	**35** **2%**	**-** -	**-** -	**-** -	**35** 3%g	**-** -	**2** **1%**	**4** **3%**	**3** **2%**	**2** **1%**	**4** **3%**	**3** **2%**	**-** -	**2** **1%**	**15** 7%aho	**30** **2%**	**5** **2%**
NET : National newspaper websites or apps	**392** 23%c	**353** 24%c	**17** **15%**	**14** **19%**	**8** **21%**	**329** **24%**	**55** **20%**	**68** **26%**	**40** **28%**	**23** **17%**	**39** **25%**	**28** **18%**	**33** **21%**	**22** **29%**	**45** **30%**	**55** **25%**	**351** **24%**	**40** **19%**

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5e News sources use nowadays - Websites or apps

Base : All adults 16+ who use Internet or social media for news nowadays

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Weighted base	1684	1455	119	70	40	1363	282	259	144*	131*	154*	158*	159	78*	153*	220	1462	214
NET: Magazine websites or apps	**30** *2%*	**28** *2%*	**1** *1%*	**1** *1%*	**-** -	**28** *2%*	**1** *1%*	**5** *2%*	**7** 5%a	**2** *1%*	**2** *2%*	**3** *2%*	**1** *1%*	**-** -	**2** *1%*	**7** *3%*	**25** *2%*	**4** *2%*
NET : Newspaper websites (inc National & Local) or apps	**442** *26%*	**395** 27%c	**22** *19%*	**16** *23%*	**9** *22%*	**366** *27%*	**68** *24%*	**81** 31%j	**43** *30%*	**25** *19%*	**39** *25%*	**36** *23%*	**35** *22%*	**27** *35%*	**53** 35%j	**55** *25%*	**401** 27%r	**40** *19%*
NET : Any website or app	**1426** 85%i	**1220** *84%*	**104** *87%*	**64** 91%ab	**38** 95%abc	**1152** *85%*	**236** *84%*	**225** 87%i	**106** *74%*	**111** *85%*	**137** 89%i	**125** *79%*	**131** *82%*	**71** 91%i	**128** *84%*	**187** *85%*	**1250** *85%*	**169** *79%*

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5e News sources use nowadays - Websites or apps

Base : All adults 16+ who use Internet or social media for news nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	1418	194	424	394	908	364	477	783	686	922	90	70	301	908	364	477	1418	70	41	-	-	-	-
Weighted base	1684	253	495	457	1060	420	588	923	837	1115	120*	87*	348	1060	420	588	1684	87*	51*	-**	-**	-**	-**
BBC website or app	835 50%	164 65%a	282 57%a	274 60%a	527 50%	211 50%	338 57%aejl	529 57%aefji	481 57%aefji	497 45%	67 56%	33 38%	174 50%	527 50%	211 50%	338 57%anqr	835 50%	33 38%	22 43%	-	-	-	-
ITV or ITN website or app	85 5%	16 6%	19 4%	23 5%	48 5%	18 4%	26 4%	50 5%	46 6%	61 5%	14 12%aefghij	5 5%	21 6%	48 5%	18 4%	26 4%	85 5%	5 5%	3 6%	-	-	-	-
STV Website or app	8 *	- -	2 *	* *	3 *	1 *	2 *	4 *	5 1%	6 1%	- -	- -	- -	3 *	1 *	2 *	8 *	- -	- -	-	-	-	-
UTV Website or app	2 *	- -	1 *	1 *	1 *	1 *	1 *	1 *	2 *	2 *	- -	- -	* *	1 *	1 *	1 *	2 *	- -	- -	-	-	-	-
Channel 4 website or app	36 2%	7 3%	16 3%	15 3%	15 1%	7 2%	14 2%	28 3%	21 2%	22 2%	6 5%e	7 8%aefgij	11 3%	15 1%	7 2%	14 2%	36 2%	7 8%anopq	3 7%n	-	-	-	-
Sky News website or app	214 13%	26 10%	59 12%	68 15%	132 12%	59 14%	86 15%	117 13%	142 17%aehj	140 13%	25 21%	14 16%	56 16%	132 12%	59 14%	86 15%	214 13%	14 16%	6 11%	-	-	-	-
CNN Website or app	38 2%	10 4%	12 2%	16 3%	27 3%	11 3%	15 3%	25 3%	23 3%	24 2%	5 4%	3 4%	8 2%	27 3%	11 3%	15 3%	38 2%	3 4%	1 2%	-	-	-	-
NBC News website or app	10 1%	3 1%	3 1%	4 1%	4 *	3 1%	3 1%	8 1%	5 1%	8 1%	4 3%aegi	- -	3 1%	4 *	3 1%	3 1%	10 1%	- -	- -	-	-	-	-
CBS News website or app	5 *	- -	- -	2 *	- -	1 *	1 *	2 *	3 *	4 *	3 2%aeghj	- -	1 *	- -	1 *	1 *	5 *	- -	- -	-	-	-	-
The Sun website or app	24 1%	3 1%	8 2%	10 2%	15 1%	3 1%	15 2%	14 2%	16 2%	18 2%	3 3%	3 4%	5 1%	15 1%	3 1%	15 2%	24 1%	3 4%	1 2%	-	-	-	-
The Daily Mail website or app	145 9%	41 16%ac	47 10%	58 13%a	92 9%	36 9%	53 9%	108 12%a	77 9%	121 11%	26 21%aefghijm	7 8%	35 10%	92 9%	36 9%	53 9%	145 9%	7 8%	3 6%	-	-	-	-

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5e News sources use nowadays - Websites or apps

Base : All adults 16+ who use Internet or social media for news nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	1684	253	495	457	1060	420	588	923	837	1115	120*	87*	348	1060	420	588	1684	87*	51*	-**	-**	-**	-**
The Daily Star website or app	4 *	* *	2 *	2 *	3 *	- -	2 *	3 *	2 *	4 *	2 2%af	- -	1 *	3 *	- -	2 *	4 *	- -	- -	- -	- -	- -	- -
The Daily Express website or app	15 1%	3 1%	6 1%	6 1%	14 1%	6 2%	4 1%	12 1%	10 1%	14 1%	4 3%agm	2 2%	2 *	14 1%	6 2%	4 1%	15 1%	2 2%	1 2%	- -	- -	- -	- -
The Daily Mirror website or app	30 2%	5 2%	12 2%	13 3%	19 2%	15 4%	18 3%	20 2%	24 3%	26 2%	4 4%	6 7%aehj	9 3%	19 2%	15 4%	18 3%	30 2%	6 7%anq	5 9%anq	- -	- -	- -	- -
The Guardian\Observer website or app	133 8%	37 15%a	60 12%a	50 11%	85 8%	40 9%	74 13%aek	98 11%	83 10%	113 10%	5 4%	9 10%	31 9%	85 8%	40 9%	74 13%anq	133 8%	9 10%	7 13%	- -	- -	- -	- -
The Independent website or app	51 3%	14 5%	25 5%	21 5%	35 3%	11 3%	32 5%a	40 4%	33 4%	41 4%	3 2%	6 7%	17 5%	35 3%	11 3%	32 5%aq	51 3%	6 7%	4 8%	- -	- -	- -	- -
The Times\Sunday Times website or app	29 2%	4 2%	14 3%	18 4%a	21 2%	15 4%	15 3%	19 2%	21 2%	26 2%	5 4%	9 10%aefgh ijm	8 2%	21 2%	15 4%	15 3%	29 2%	9 10%anop q	7 13%anopq	- -	- -	- -	- -
The Telegraph website or app	49 3%	10 4%	17 3%	24 5%a	31 3%	8 2%	21 4%	35 4%	35 4%	40 4%	9 8%aef	2 3%	10 3%	31 3%	8 2%	21 4%	49 3%	2 3%	2 3%	- -	- -	- -	- -
The Financial Times website or app	20 1%	8 3%a	11 2%	11 2%	15 1%	5 1%	7 1%	17 2%	10 1%	15 1%	- -	3 3%	4 1%	15 1%	5 1%	7 1%	20 1%	3 3%	- -	- -	- -	- -	- -
The Metro website or app	21 1%	4 2%	8 2%	10 2%	12 1%	7 2%	7 1%	16 2%	14 2%	17 2%	2 2%	2 2%	4 1%	12 1%	7 2%	7 1%	21 1%	2 2%	2 3%	- -	- -	- -	- -
The Evening Standard website or app	19 1%	6 2%	12 2%	6 1%	5 *	5 1%	5 1%	19 2%ej	6 1%	8 1%	2 2%	2 2%	4 1%	5 *	5 1%	5 1%	19 1%	2 2%	2 3%	- -	- -	- -	- -
The New York Times website or app	14 1%	2 1%	10 2%	5 1%	5 *	6 1%	5 1%	13 1%	11 1%	11 1%	1 1%	- -	6 2%	5 *	6 1%	5 1%	14 1%	- -	- -	- -	- -	- -	- -
The Washington Post website or app	11 1%	- -	6 1%	3 1%	7 1%	2 1%	7 1%	7 1%	10 1%	11 1%	1 1%	2 2%	5 2%	7 1%	2 1%	7 1%	11 1%	2 2%	- -	- -	- -	- -	- -
Time.com website or app	4 *	2 1%	3 1%	2 *	3 *	2 *	3 *	3 *	4 *	4 *	- -	- -	3 1%	3 *	2 *	3 *	4 *	- -	- -	- -	- -	- -	- -

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
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Q5e News sources use nowadays - Websites or apps

Base : All adults 16+ who use Internet or social media for news nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
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Weighted base	1684	253	495	457	1060	420	588	923	837	1115	120*	87*	348	1060	420	588	1684	87*	51*	-**	-**	-**	-**
The Atlantic website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Week website or app	2	-	2	2	2	-	-	2	2	-	-	2	-	2	-	-	2	2	-	-	-	-	-
	*	-	*	1%	*	-	-	*	*	-	-	3%aefghijm	-	*	-	-	*	3%anopq	-	-	-	-	-
Private Eye website	17	6	13	7	11	8	10	13	12	15	-	2	9	11	8	10	17	2	2	-	-	-	-
	1%	2%	3%a	2%	1%	2%	2%	1%	1%	1%	-	2%	3%	1%	2%	2%	1%	2%	3%	-	-	-	-
The Economist website or app	13	2	5	7	8	4	7	8	11	11	-	5	4	8	4	7	13	5	2	-	-	-	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	6%aefghijkm	1%	1%	1%	1%	1%	6%anopq	3%	-	-	-	-
Facebook	451	53	129	123	261	101	149	229	272	418	27	24	136	261	101	149	451	24	17	-	-	-	-
	27%	21%	26%	27%	25%	24%	25%	25%	33%aefgh	37%aefghk	22%	28%	39%aefghk	25%	24%	25%	27%	28%	33%	-	-	-	-
Twitter	149	30	66	58	97	32	62	100	114	138	10	12	35	97	32	62	149	12	9	-	-	-	-
	9%	12%	13%a	13%a	9%	8%	11%	11%	14%aef	12%af	9%	14%	10%	9%	8%	11%	9%	14%	18%	-	-	-	-
Google (General search Engine)	226	51	89	67	146	62	100	152	133	150	23	13	78	146	62	100	226	13	10	-	-	-	-
	13%	20%a	18%a	15%	14%	15%	17%	17%	16%	13%	19%	14%	22%aefhij	14%	15%	17%	13%	14%	19%	-	-	-	-
Google News (search engine just for news)	93	25	34	34	58	29	36	59	46	40	8	3	20	58	29	36	93	3	3	-	-	-	-
	5%	10%a	7%	8%	5%	7%j	6%j	6%j	6%	4%	7%	4%	6%	5%	7%	6%	5%	4%	5%	-	-	-	-
Huffington Post	69	16	29	27	33	17	37	51	44	56	6	4	30	33	17	37	69	4	4	-	-	-	-
	4%	6%	6%	6%	3%	4%	6%e	6%e	5%	5%	5%	5%	9%aefj	3%	4%	6%n	4%	5%	8%	-	-	-	-
Yahoo news	61	17	24	11	42	22	28	43	35	41	9	4	23	42	22	28	61	4	4	-	-	-	-
	4%	7%d	5%	3%	4%	5%	5%	5%	4%	4%	7%	5%	7%a	4%	5%	5%	4%	5%	8%	-	-	-	-
MSN news	38	11	19	18	28	13	22	31	20	18	6	2	14	28	13	22	38	2	2	-	-	-	-
	2%	4%	4%	4%	3%	3%	4%j	3%j	2%	2%	5%j	2%	4%j	3%	3%	4%	2%	2%	3%	-	-	-	-
AOL news	12	5	1	6	5	2	2	12	2	11	-	-	-	5	2	2	12	-	-	-	-	-	-
	1%	2%c	*	1%	*	*	*	1%	*	1%	-	-	-	*	*	*	1%	-	-	-	-	-	-

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
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		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	1684	253	495	457	1060	420	588	923	837	1115	120*	87*	348	1060	420	588	1684	87*	51*	-**	-**	-**	-**
YouTube	163 *10%*	27 *11%*	50 *10%*	48 *10%*	96 *9%*	42 *10%*	62 *11%*	105 *11%*	104 *12%*	134 *12%*	23 *19%aefg*	8 *9%*	53 *15%ae*	96 *9%*	42 *10%*	62 *11%*	163 *10%*	8 *9%*	5 *10%*	- -	- -	- -	- -
Feedly app	2 *	- -	2 *	- -	2 *	- -	2 *	2 *	2 *	2 *	- -	- -	- -	2 *	- -	2 *	2 *	- -	- -	- -	- -	- -	- -
Flipboard app	17 *1%*	1 *	6 *1%*	13 *3%a*	12 *1%*	4 *1%*	10 *2%*	15 *2%*	12 *1%*	11 *1%*	2 *2%*	2 *2%*	6 *2%*	12 *1%*	4 *1%*	10 *2%*	17 *1%*	2 *2%*	2 *3%*	- -	- -	- -	- -
News Now website or app	5 *	1 *1%*	4 *1%*	- -	3 *	- -	3 *1%*	5 *1%*	5 *1%*	5 *	- -	- -	- -	3 *	- -	3 *1%*	5 *	- -	- -	- -	- -	- -	- -
BuzzFeed	76 *5%*	9 *4%*	33 *7%*	30 *6%*	33 *3%*	16 *4%*	25 *4%*	49 *5%e*	58 *7%ae*	65 *6%e*	11 *9%ef*	4 *4%*	32 *9%aefgh*	33 *3%*	16 *4%*	25 *4%*	76 *5%*	4 *4%*	2 *4%*	- -	- -	- -	- -
Vice	20 *1%*	12 *5%a*	11 *2%*	9 *2%*	9 *1%*	7 *2%*	4 *1%*	17 *2%*	13 *2%*	20 *2%*	2 *1%*	1 *1%*	7 *2%*	9 *1%*	7 *2%*	4 *1%*	20 *1%*	1 *1%*	1 *2%*	- -	- -	- -	- -
The LAD Bible website or app	37 *2%*	8 *3%*	22 *4%a*	14 *3%*	21 *2%*	8 *2%*	15 *3%*	26 *3%*	23 *3%*	35 *3%*	10 *9%aefghij*	1 *1%*	16 *5%ae*	21 *2%*	8 *2%*	15 *3%*	37 *2%*	1 *1%*	1 *2%*	- -	- -	- -	- -
Personal blog	13 *1%*	2 *1%*	5 *1%*	4 *1%*	3 *	6 *1%*	8 *1%e*	8 *1%*	11 *1%e*	11 *1%*	* *	- -	4 *1%*	3 *	6 *1%*	8 *1%n*	13 *1%*	- -	- -	- -	- -	- -	- -
Any local newspaper websites or apps	68 *4%*	22 *9%a*	27 *5%*	21 *5%*	48 *4%*	11 *3%*	37 *6%f*	46 *5%*	52 *6%af*	57 *5%*	9 *7%l*	- -	22 *6%f*	48 *4%*	11 *3%*	37 *6%o*	68 *4%*	- -	- -	- -	- -	- -	- -
Any Scotland based websites or apps (e.g. the Herald, the Scotsman, Daily Record, etc)	2 *	1 *	1 *	- -	2 *	- -	1 *	2 *	2 *	1 *	- -	- -	- -	2 *	- -	1 *	2 *	- -	- -	- -	- -	- -	- -
Any Wales based news websites or apps (e.g. S4C, Western Mail, etc)	3 *	1 *	1 *	2 *	2 *	1 *	3 *	2 *	2 *	2 *	- -	* *	- -	2 *	1 *	3 *	3 *	* *	* *1%*	- -	- -	- -	- -

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5e News sources use nowadays - Websites or apps

Base : All adults 16+ who use Internet or social media for news nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	1684	253	495	457	1060	420	588	923	837	1115	120*	87*	348	1060	420	588	1684	87*	51*	-**	-**	-**	-**
Any Northern Ireland based news websites or apps (e.g. RTE, Belfast Telegraph etc)	1 *	1 *	1 *	1 *	1 *	* *	1 *	1 *	1 *	1 *	* *	- -	* *	1 *	* *	1 *	1 *	- -	- -	- -	- -	- -	- -
Other general search engine	3 *	* *	1 *	- -	* *	* *	- -	1 *	2 *	2 *	- -	- -	- -	* *	* *	- -	3 *	- -	- -	- -	- -	- -	- -
Other search engine just for news	1 *	1 *	* *	* *	1 *	1 *	* *	1 *	- -	1 *	- -	- -	- -	1 *	1 *	* *	1 *	- -	- -	- -	- -	- -	- -
Other site that combines news links	7 *	- -	- -	4 1%	7 1%	- -	4 1%	4 *	5 1%	5 *	1 *	- -	2 1%	7 1%	- -	4 1%	7 *	- -	- -	- -	- -	- -	- -
Other website(s) or app(s)	37 2%	5 2%	12 2%	5 1%	19 2%	7 2%	14 2%	18 2%	19 2%	20 2%	2 2%	* *	13 4%	19 2%	7 2%	14 2%	37 2%	* *	* 1%	- -	- -	- -	- -
None of these	154 9%bcdhi	9 4%	26 5%	23 5%	110 10%hi	43 10%hi	50 8%i	49 5%	32 4%	129 12%hi	7 6%	5 5%	34 10%hi	110 10%	43 10%	50 8%	154 9%	5 5%	2 5%	- -	- -	- -	- -
Don't know	111 7%	7 3%	25 5%	19 4%	75 7%	26 6%	39 7%	45 5%	42 5%	65 6%	4 3%	7 8%	15 4%	75 7%	26 6%	39 7%	111 7%	7 8%	5 9%	- -	- -	- -	- -
NET : TV broadbcaster websites or apps	**953** 57%j	**174** 69%a	**312** 63%a	**310** 68%a	**604** 57%j	**244** **58%**	**376** 64%aej	**584** 63%aej	**550** 66%aefjm	**575** **52%**	**85** 71%aefj	**47** **55%**	**202** **58%**	**604** **57%**	**244** **58%**	**376** 64%anq	**953** **57%**	**47** **55%**	**27** **52%**	**-** **-**	**-** **-**	**-** **-**	**-** **-**
NET : National popular newspaper websites or apps	**52** **3%**	**6** **2%**	**20** **4%**	**20** **4%**	**33** **3%**	**18** **4%**	**30** **5%**	**32** **3%**	**40** **5%**	**42** **4%**	**6** **5%**	**10** 11%aefhj	**15** **4%**	**33** **3%**	**18** **4%**	**30** **5%**	**52** **3%**	**10** 11%anoq	**6** 11%anq	**-** **-**	**-** **-**	**-** **-**	**-** **-**
NET : National midmarket newspaper websites or apps	**151** **9%**	**42** 17%ac	**51** **10%**	**59** 13%a	**98** **9%**	**39** **9%**	**55** **9%**	**112** 12%a	**82** **10%**	**126** **11%**	**26** 21%aefgh**ijm**	**8** **9%**	**36** **10%**	**98** **9%**	**39** **9%**	**55** **9%**	**151** **9%**	**8** **9%**	**3** **6%**	**-** **-**	**-** **-**	**-** **-**	**-** **-**
NET : National quality newspaper websites or apps	**215** **13%**	**56** 22%a	**102** 21%a	**93** 20%a	**135** **13%**	**59** **14%**	**104** 18%ae	**158** 17%ae	**136** **16%**	**172** **15%**	**15** **12%**	**23** 27%aefi**jkm**	**49** **14%**	**135** **13%**	**59** **14%**	**104** 18%anq	**215** **13%**	**23** 27%anoq	**13** 26%anq	**-** **-**	**-** **-**	**-** **-**	**-** **-**

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5e News sources use nowadays - Websites or apps

Base : All adults 16+ who use Internet or social media for news nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	1684	253	495	457	1060	420	588	923	837	1115	120*	87*	348	1060	420	588	1684	87*	51*	-**	-**	-**	-**
NET : Freesheet newspaper websites or apps	**35** ***2%***	**8** ***3%***	**19** ***4%***	**11** ***2%***	**15** ***1%***	**10** ***2%***	**8** ***1%***	**29** 3%e	**18** ***2%***	**22** ***2%***	**4** ***3%***	**2** ***2%***	**6** ***2%***	**15** ***1%***	**10** ***2%***	**8** ***1%***	**35** ***2%***	**2** ***2%***	**2** ***3%***	- -	- -	- -	- -
NET : National newspaper websites or apps	**392** ***23%***	**91** 36%a	**162** 33%a	**151** 33%a	**242** ***23%***	**108** ***26%***	**164** ***28%***	**279** 30%ae	**242** 29%ae	**311** 28%ae	**39** ***32%***	**38** 44%aefg hijm	**91** ***26%***	**242** ***23%***	**108** ***26%***	**164** ***28%***	**392** ***23%***	**38** 44%anopq	**20** 39%anq	- -	- -	- -	- -
NET: Magazine websites or apps	**30** ***2%***	**8** ***3%***	**17** ***4%***	**15** ***3%***	**18** ***2%***	**10** ***2%***	**14** ***2%***	**21** ***2%***	**22** ***3%***	**23** ***2%***	- -	**7** 8%aefgh ijk	**11** ***3%***	**18** ***2%***	**10** ***2%***	**14** ***2%***	**30** ***2%***	**7** 8%anopq	**2** ***3%***	- -	- -	- -	- -
NET : Newspaper websites (inc National & Local) or apps	**442** ***26%***	**106** 42%a	**180** 36%a	**162** 35%a	**277** ***26%***	**114** ***27%***	**190** 32%ae	**310** 34%ae	**278** 33%ae	**348** 31%ae	**45** 37%ae	**38** 44%aefm	**102** ***29%***	**277** ***26%***	**114** ***27%***	**190** 32%anq	**442** ***26%***	**38** 44%anoq	**20** ***40%***	- -	- -	- -	- -
NET : Any website or app	**1426** ***85%***	**239** 94%a	**447** 90%a	**418** 91%a	**881** ***83%***	**354** ***84%***	**503** ***85%***	**832** 90%aefg j	**768** 92%aefg jm	**928** ***83%***	**109** ***91%***	**75** ***86%***	**301** ***86%***	**881** ***83%***	**354** ***84%***	**503** ***85%***	**1426** ***85%***	**75** ***86%***	**44** ***86%***	- -	- -	- -	- -

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5e_number Number of Websites or apps used nowadays

Base : All adults 16+ who use Internet or social media for news nowadays

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	1418	680	738	255	308	272	212	181	141	49	563	484	371	321	459	284	354	780	638	801	617
Weighted base	1684	818	866	283	416	385	298	162	110	30*	699	683	302	402	589	352	342	990	694	1169	515
0 (no source specified)	258	108	151	34	60	57	51	25	22	8	94	109	56	47	69	58	84	116	143	167	91
	15%r	13%	17%	12%	15%	15%	17%	15%	21%d	28%adef	13%	16%	18%	12%	12%	17%	25%anop	12%	21%ar	14%	18%
1	642	283	358	97	161	139	113	70	51	12	258	251	132	149	215	135	143	363	278	432	210
	38%	35%	41%b	34%	39%	36%	38%	43%	46%d	39%	37%	37%	44%	37%	36%	38%	42%	37%	40%	37%	41%
2	325	174	150	44	82	85	57	34	19	4	126	141	58	77	124	78	46	200	124	229	95
	19%q	21%	17%	16%	20%	22%	19%	21%	18%	14%	18%	21%	19%	19%	21%q	22%q	13%	20%	18%	20%	19%
3	189	99	90	41	52	41	26	15	11	3	93	66	29	57	65	41	26	122	67	144	45
	11%	12%	10%	15%	12%	11%	9%	10%	10%	11%	13%	10%	10%	14%q	11%	12%	8%	12%	10%	12%	9%
4	111	64	47	23	28	27	20	8	4	1	51	47	14	26	50	15	20	77	35	82	29
	7%	8%	5%	8%	7%	7%	7%	5%	4%	4%	7%	7%	5%	7%	9%p	4%	6%	8%	5%	7%	6%
5	61	38	23	15	19	12	11	3	*	-	35	22	4	13	25	7	16	38	23	48	13
	4%m	5%	3%	5%j	5%	3%	4%	2%	*	-	5%m	3%	1%	3%	4%	2%	5%	4%	3%	4%	3%
6	44	25	18	11	10	13	6	1	1	2	21	19	3	11	18	12	3	29	15	30	14
	3%	3%	2%	4%	2%	3%	2%	1%	1%	5%gh	3%	3%	1%	3%	3%	3%	1%	3%	2%	3%	3%
7	17	10	6	10	-	5	2	*	-	-	10	7	*	2	9	2	4	11	6	10	7
	1%	1%	1%	4%aeh	-	1%	1%	*	-	-	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%
8	9	5	5	4	2	2	1	-	1	-	6	3	1	3	4	2	-	7	2	7	3
	1%	1%	1%	1%	*	1%	*	-	1%	-	1%	*	*	1%	1%	1%	-	1%	*	1%	1%
9	8	1	7	2	-	2	4	1	-	-	2	6	1	5	3	-	-	8	-	6	2
	*	*	1%	1%	-	*	1%	1%	-	-	*	1%	*	1%	1%	-	-	1%	-	1%	*
10	7	3	4	2	2	2	-	2	-	-	3	2	2	2	4	2	-	5	2	6	1
	*	*	*	1%	*	*	-	1%	-	-	*	*	1%	*	1%	*	-	1%	*	*	*
11	4	2	2	-	-	-	3	1	-	-	-	3	1	3	1	-	-	4	-	3	1
	*	*	*	-	-	-	1%	1%	-	-	-	*	*	1%	*	-	-	*	-	*	*
13	3	-	3	-	-	-	2	2	-	-	-	2	2	3	-	-	-	3	-	3	-
	*	-	*	-	-	-	1%	1%	-	-	-	*	1%	1%	-	-	-	*	-	*	-
14	3	3	-	-	-	1	2	-	-	-	-	3	-	3	-	-	-	3	-	3	-
	*	*	-	-	-	*	1%	-	-	-	-	*	-	1%	-	-	-	*	-	*	-
15	*	-	*	*	-	-	-	-	-	-	*	-	-	-	*	-	-	*	-	*	-
	*	-	*	*	-	-	-	-	-	-	*	-	-	-	*	-	-	*	-	*	-
16	2	2	-	-	-	-	2	-	-	-	-	2	-	-	2	-	-	2	-	-	2
	*	*	-	-	-	-	1%	-	-	-	-	*	-	-	*	-	-	*	-	-	*

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5e_number Number of Websites or apps used nowadays

Base : All adults 16+ who use Internet or social media for news nowadays

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Weighted base	1684	818	866	283	416	385	298	162	110	30*	699	683	302	402	589	352	342	990	694	1169	515
18	1	-	1	-	-	1	-	-	-	-	-	1	-	1	-	-	-	1	-	-	1
	*	-	*	-	-	*	-	-	-	-	-	*	-	*	-	-	-	*	-	-	*
Mean Score	**2.01imqs**	**2.16c**	**1.87**	**2.41aehi**	**1.88i**	**2.06i**	**2.12i**	**1.85i**	**1.40**	**1.44**	**2.09m**	**2.09m**	**1.65**	**2.37apq**	**2.20pq**	**1.78**	**1.51**	**2.27as**	**1.65**	**2.07**	**1.87**

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5e_number Number of Websites or apps used nowadays

Base : All adults 16+ who use Internet or social media for news nowadays

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	1418	952	151	170	145	1014	259	171	100	84	92	92	114	46	99	154	1265	147
Weighted base	1684	1455	119	70	40	1363	282	259	144*	131*	154*	158*	159	78*	153*	220	1462	214
0 (no source specified)	258	235	15	6	2	210	46	34	37	20	18	33	28	7	25	34	212	45
	15%de	16%de	13%e	9%	5%	15%	16%	13%	26%ahkn	15%	11%	21%	18%	9%	16%	15%	15%	21%
1	642	534	54	36	17	513	112	81	47	45	59	59	64	38	58	83	567	70
	38%	37%	46%b	52%ab	42%	38%	40%	31%	33%	34%	38%	37%	40%	49%h	38%	38%	39%	33%
2	325	278	22	15	10	269	46	64	30	24	29	22	32	12	23	42	280	44
	19%	19%	18%	21%	26%	20%	16%	25%l	21%	18%	19%	14%	20%	15%	15%	19%	19%	21%
3	189	163	14	6	5	157	26	32	8	22	25	19	15	5	16	21	155	32
	11%	11%	12%	8%	14%	12%	9%	12%	6%	17%l	16%l	12%	9%	7%	10%	9%	11%	15%
4	111	102	5	3	2	87	22	22	8	11	12	9	3	4	14	19	100	11
	7%m	7%	4%	4%	5%	6%	8%	9%m	5%	9%m	8%	6%	2%	5%	9%m	9%m	7%	5%
5	61	55	3	1	1	56	4	12	3	1	8	8	5	7	5	6	61	-
	4%r	4%	3%	2%	2%	4%	1%	5%	2%	1%	5%	5%	3%	9%j	3%	3%	4%r	-
6	44	38	4	*	2	28	14	3	6	4	2	2	7	1	3	9	36	8
	3%	3%	3%	1%	5%c	2%	5%l	1%	4%	3%	2%	1%	5%	2%	2%	4%	2%	4%
7	17	15	1	*	-	13	3	3	1	-	-	5	1	-	3	2	14	3
	1%	1%	1%	*	-	1%	1%	1%	1%	-	-	3%	1%	-	2%	1%	1%	1%
8	9	9	-	1	-	7	3	-	-	-	2	1	2	2	2	-	9	-
	1%	1%	-	1%	-	*	1%	-	-	-	1%	1%	1%	3%h	1%	-	1%	-
9	8	8	-	1	-	7	1	4	-	-	-	-	1	-	1	2	8	-
	*	1%	-	1%	-	1%	*	1%	-	-	-	-	1%	-	1%	1%	1%	-
10	7	6	1	-	*	6	1	-	1	2	-	-	-	-	2	2	6	1
	*	*	*	-	1%	*	*	-	1%	1%	-	-	-	-	1%	1%	*	*
11	4	4	-	-	-	3	1	-	1	-	-	-	2	1	-	-	4	-
	*	*	-	-	-	*	*	-	1%	-	-	-	1%	2%	-	-	*	-
13	3	3	-	-	-	3	-	2	-	2	-	-	-	-	-	-	3	-
	*	*	-	-	-	*	-	1%	-	1%	-	-	-	-	-	-	*	-
14	3	2	-	1	-	-	3	-	2	-	-	-	-	-	-	-	3	-
	*	*	-	1%	-	-	1%l	-	1%a	-	-	-	-	-	-	-	*	-
15	*	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	*	-
	*	-	-	-	1%ab	-	-	-	-	-	-	-	-	-	-	-	*	-
16	2	2	-	-	-	2	-	2	-	-	-	-	-	-	-	-	2	-
	*	*	-	-	-	*	-	1%	-	-	-	-	-	-	-	-	*	-

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5e_number Number of Websites or apps used nowadays

Base : All adults 16+ who use Internet or social media for news nowadays

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Weighted base	1684	1455	119	70	40	1363	282	259	144*	131*	154*	158*	159	78*	153*	220	1462	214
18	1	1	-	-	-	1	-	-	-	-	-	-	-	-	-	1	1	-
	*	*	-	-	-	*	-	-	-	-	-	-	-	-	-	1%	*	-
Mean Score	**2.01**	**2.04**	**1.77**	**1.80**	**2.15**	**2.00**	**2.07**	**2.23**	**1.85**	**2.07**	**1.97**	**1.84**	**1.91**	**2.16**	**2.09**	**2.11**	**2.05**	**1.77**

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5e_number Number of Websites or apps used nowadays

Base : All adults 16+ who use Internet or social media for news nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	1418	194	424	394	908	364	477	783	686	922	90	70	301	908	364	477	1418	70	41	-	-	-	-
Weighted base	1684	253	495	457	1060	420	588	923	837	1115	120*	87*	348	1060	420	588	1684	87*	51*	-**	-**	-**	-**
0 (no source specified)	258 15%bcdhi	14 6%	48 10%	39 9%	179 17%hi	66 16%hi	86 15%hi	91 10%	68 8%	187 17%hi	11 9%	12 14%	47 14%	179 17%	66 16%	86 15%	258 15%	12 14%	7 14%	-	-	-	-
1	642 38%gjmp	84 33%	178 36%	168 37%	415 39%gjm	159 38%m	185 31%	334 36%m	290 35%m	356 32%	40 33%	28 33%	94 27%	415 39%p	159 38%	185 31%	642 38%p	28 33%	17 33%	-	-	-	-
2	325 19%	53 21%	89 18%	86 19%	177 17%	78 18%	114 19%	180 19%	185 22%e	206 18%	20 17%	17 19%	71 20%	177 17%	78 18%	114 19%	325 19%	17 19%	9 18%	-	-	-	-
3	189 11%	26 10%	68 14%	59 13%	122 12%	48 11%	77 13%	120 13%	106 13%	142 13%	14 12%	14 16%	51 15%	122 12%	48 11%	77 13%	189 11%	14 16%	7 15%	-	-	-	-
4	111 7%	27 10%	43 9%	38 8%	68 6%	26 6%	41 7%	82 9%	66 8%	82 7%	12 10%	6 7%	25 7%	68 6%	26 6%	41 7%	111 7%	6 7%	3 6%	-	-	-	-
5	61 4%	24 9%acd	22 5%	20 4%	42 4%	16 4%	27 5%	38 4%	48 6%a	57 5%	6 5%	2 2%	13 4%	42 4%	16 4%	27 5%	61 4%	2 2%	2 3%	-	-	-	-
6	44 3%	18 7%ad	22 4%	13 3%	24 2%	12 3%	29 5%ae	34 4%	29 3%	37 3%	2 2%	4 5%	21 6%ae	24 2%	12 3%	29 5%anq	44 3%	4 5%	2 5%	-	-	-	-
7	17 1%	- -	7 1%	9 2%	11 1%	5 1%	8 1%	10 1%	13 2%	12 1%	7 6%aefgh ij	1 1%	11 3%aej	11 1%	5 1%	8 1%	17 1%	1 1%	1 2%	-	-	-	-
8	9 1%	1 *	1 *	9 2%ac	5 *	- -	5 1%	9 1%	7 1%	7 1%	2 2%f	- -	5 1%	5 *	- -	5 1%	9 1%	- -	- -	-	-	-	-
9	8 *	3 1%	7 1%	5 1%	6 1%	3 1%	6 1%	8 1%	6 1%	8 1%	- -	1 1%	3 1%	6 1%	3 1%	6 1%	8 *	1 1%	1 2%	-	-	-	-
10	7 *	3 1%	5 1%	5 1%	2 *	4 1%	4 1%	7 1%	7 1%	7 1%	2 1%	- -	5 1%e	2 *	4 1%	4 1%	7 *	- -	- -	-	-	-	-
11	4 *	- -	- -	3 1%	4 *	- -	3 *	3 *	2 *	4 *	4 3%aefgh ijm	- -	1 *	4 *	- -	3 *	4 *	- -	- -	-	-	-	-

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5e_number Number of Websites or apps used nowadays

Base : All adults 16+ who use Internet or social media for news nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	1684	253	495	457	1060	420	588	923	837	1115	120*	87*	348	1060	420	588	1684	87*	51*	-**	-**	-**	-**
13	3 *	- -	3 1%	2 *	3 *	2 *	2 *	3 *	3 *	3 *	- -	2 2%a	2 *	3 *	2 *	2 *	3 *	2 2%aq	2 3%anpq	- -	- -	- -	- -
14	3 *	- -	- -	2 *	1 *	- -	1 *	2 *	3 *	3 *	- -	- -	1 *	1 *	- -	1 *	3 *	- -	- -	- -	- -	- -	- -
15	* *	* *	* *	- -	- -	- -	- -	* *	- -	* *	- -	- -	- -	- -	- -	- -	* *	- -	- -	- -	- -	- -	- -
16	2 *	- -	2 *	- -	2 *	- -	2 *	2 *	2 *	2 *	- -	- -	- -	2 *	- -	2 *	2 *	- -	- -	- -	- -	- -	- -
18	1 *	- -	- -	- -	- -	1 *	- -	- -	1 *	1 *	- -	- -	1 *	- -	1 *	- -	1 *	- -	- -	- -	- -	- -	- -
Mean Score	**2.01**	**2.66a**	**2.46a**	**2.52a**	**1.95**	**2.06**	**2.37ae**	**2.37ae**	**2.49aef**	**2.24ae**	**2.84aef**	**2.32**	**2.65aef**	**1.95**	**2.06**	**2.37anq**	**2.01**	**2.32**	**2.54**	**-**	**-**	**-**	**-**

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5ei Frequency of accessing news on website/apps - Summary Table

Base : All adults 16+ who use website/apps for news nowadays

		BBC website or app	ITV or ITN website or app	STV Website or app	UTV Website or app	Channel 4 website or app	Sky News website or app	CNN Website or app	NBC News website or app	CBS News website or app	The Sun website or app	The Daily Mail website or app	The Daily Star website or app	The Daily Express website or app	The Daily Mirror website or app	The Guardian\Observer website or app	The Independent website or app	The Times\Sunday Times website or app
Unweighted base		686	65	11	6	26	161	27	6	4	20	118	4	13	23	104	41	23
Weighted base		835	85	8	2	36	214	38	10	5	24	145	4	15	30	133	51	29
Lots of times throughout the day	(21)	111 *13%*	6 *7%*	- -	* *10%*	2 *6%*	23 *11%*	4 *10%*	2 *19%*	- -	- -	13 *9%*	- -	1 *5%*	6 *20%*	27 *20%*	5 *9%*	5 *16%*
2-3 times a day	(14)	179 *21%*	2 *2%*	1 *13%*	- -	6 *16%*	40 *19%*	4 *11%*	- -	- -	2 *8%*	27 *19%*	3 *92%*	3 *19%*	2 *8%*	20 *15%*	7 *14%*	2 *6%*
Once a day	(7)	260 *31%*	31 *36%*	3 *40%*	1 *56%*	7 *19%*	66 *31%*	9 *25%*	3 *31%*	1 *11%*	10 *43%*	53 *37%*	- -	4 *28%*	11 *36%*	39 *30%*	14 *27%*	8 *26%*
Most days	(5)	80 *10%*	10 *12%*	1 *7%*	* *18%*	- -	35 *16%*	3 *7%*	- -	- -	4 *15%*	12 *8%*	* *8%*	3 *20%*	5 *16%*	13 *10%*	8 *15%*	5 *18%*
2-3 times a week	(3.5)	133 *16%*	6 *7%*	2 *27%*	* *16%*	12 *34%*	22 *10%*	9 *24%*	3 *35%*	4 *89%*	2 *9%*	23 *16%*	- -	3 *20%*	3 *10%*	15 *12%*	11 *22%*	5 *17%*
About once a week	(1)	48 *6%*	11 *12%*	1 *7%*	- -	1 *3%*	19 *9%*	6 *17%*	2 *16%*	- -	3 *13%*	6 *4%*	- -	1 *6%*	3 *10%*	11 *8%*	4 *8%*	4 *13%*
Every 2-3 weeks	(0.5)	9 *1%*	1 *1%*	1 *7%*	- -	- -	4 *2%*	1 *3%*	- -	- -	2 *6%*	4 *3%*	- -	* *2%*	- -	4 *3%*	* -	- -
About once a month	(0.25)	7 *1%*	5 *6%*	- -	- -	4 *11%*	1 *	- -	- -	- -	- -	3 *2%*	- -	- -	- -	4 *3%*	1 *1%*	1 *3%*
Less often	(0.1)	8 *1%*	9 *10%*	- -	- -	2 *4%*	1 *	1 *3%*	- -	- -	1 *6%*	1 *1%*	- -	- -	- -	* *	1 *2%*	- -
Don't know	(0)	1 *	4 *5%*	- -	- -	3 *7%*	3 *1%*	- -	- -	- -	- -	1 *1%*	- -	- -	- -	- -	- -	- -
NET : AT LEAST ONCE A DAY		**550** ***66%***	**39** ***46%***	**4** ***52%***	**1** ***66%***	**15** ***41%***	**129** ***60%***	**18** ***46%***	**5** ***49%***	**1** ***11%***	**12** ***51%***	**94** ***65%***	**3** ***92%***	**8** ***52%***	**19** ***64%***	**86** ***65%***	**26** ***51%***	**14** ***49%***
NET : AT LEAST ONCE A WEEK		**811** ***97%***	**66** ***78%***	**7** ***93%***	**2** ***100%***	**28** ***78%***	**205** ***96%***	**36** ***94%***	**10** ***100%***	**5** ***100%***	**21** ***88%***	**135** ***94%***	**4** ***100%***	**14** ***98%***	**30** ***100%***	**125** ***94%***	**49** ***96%***	**28** ***97%***
NET : AT LEAST ONCE A MONTH		**826** ***99%***	**72** ***85%***	**8** ***100%***	**2** ***100%***	**32** ***88%***	**210** ***98%***	**37** ***97%***	**10** ***100%***	**5** ***100%***	**23** ***94%***	**142** ***98%***	**4** ***100%***	**15** ***100%***	**30** ***100%***	**132** ***100%***	**50** ***98%***	**29** ***100%***
Not stated		- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Mean Score		**9.07**	**5.40**	**5.96**	**7.45**	**6.06**	**8.34**	**6.85**	**7.43**	**3.89**	**5.37**	**8.16**	**13.28**	**7.33**	**9.05**	**9.39**	**7.47**	**7.81**
Standard Deviation		**6.17**	**5.40**	**4.03**	**-**	**5.91**	**6.00**	**6.22**	**7.17**	**1.24**	**3.69**	**5.70**	**2.85**	**5.12**	**6.73**	**6.99**	**5.79**	**6.69**
Standard Error		**0.24**	**0.67**	**1.21**	**-**	**1.16**	**0.47**	**1.20**	**2.93**	**0.62**	**0.83**	**0.52**	**1.42**	**1.42**	**1.40**	**0.69**	**0.90**	**1.39**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5ei Frequency of accessing news on website/apps - Summary Table

Base : All adults 16+ who use website/apps for news nowadays

		The Telegraph website or app	The Financial Times website or app	The Metro website or app	The Evening Standard website or app	The New York Times website or app	The Washington Post website or app	Time.com website or app	Any local newspaper websites or apps	Any Scotland based websites or apps (e.g. the Herald, the Scotsman, Daily Record, etc)	Any Wales based news websites or apps (e.g. S4C, Western Mail, etc)	Any Northern Ireland based news websites or apps (e.g. RTE, Belfast Telegraph etc)	Facebook	Twitter	Google News (search engine just for news)	Yahoo news	MSN news	AOL news
Unweighted base		38	14	15	11	11	11	3	46	3	7	4	401	122	73	49	33	7
Weighted base		49	20	21	19	14	11	4	68	2	3	1	451	149	93	61	38	12
Lots of times throughout the day	(21)	4 *9%*	2 *11%*	2 *9%*	2 *10%*	2 *13%*	2 *16%*	- -	- -	- -	- -	- -	186 *41%*	45 *30%*	9 *9%*	1 *1%*	1 *2%*	5 *42%*
2-3 times a day	(14)	6 *12%*	2 *12%*	4 *21%*	2 *8%*	- -	- -	- -	- -	- -	- -	- -	106 *23%*	42 *28%*	7 *8%*	7 *11%*	6 *17%*	2 *19%*
Once a day	(7)	19 *38%*	5 *24%*	5 *25%*	1 *6%*	3 *21%*	* *2%*	- -	- -	- -	- -	- -	94 *21%*	25 *17%*	31 *34%*	24 *39%*	14 *37%*	3 *26%*
Most days	(5)	3 *7%*	3 *13%*	2 *9%*	2 *11%*	2 *14%*	- -	1 *23%*	- -	- -	- -	- -	31 *7%*	11 *8%*	13 *14%*	9 *14%*	4 *10%*	- -
2-3 times a week	(3.5)	12 *24%*	4 *23%*	6 *30%*	4 *20%*	3 *21%*	6 *52%*	3 *77%*	- -	- -	- -	- -	15 *3%*	9 *6%*	17 *19%*	19 *30%*	9 *25%*	1 *4%*
About once a week	(1)	5 *10%*	- -	1 *7%*	3 *15%*	5 *32%*	1 *9%*	- -	- -	- -	- -	- -	7 *2%*	7 *5%*	7 *8%*	* *1%*	- -	- -
Every 2-3 weeks	(0.5)	- -	1 *7%*	- -	2 *9%*	- -	2 *15%*	- -	- -	- -	- -	- -	3 *1%*	1 *1%*	2 *2%*	- -	- -	- -
About once a month	(0.25)	- -	1 *4%*	- -	- -	- -	1 *7%*	- -	- -	- -	- -	- -	3 *1%*	2 *1%*	2 *2%*	- -	2 *6%*	1 *9%*
Less often	(0.1)	- -	1 *6%*	- -	3 *14%*	- -	- -	- -	- -	- -	- -	- -	7 *2%*	6 *4%*	1 *2%*	2 *4%*	1 *4%*	- -
Don't know	(0)	1 *1%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 *3%*	- -	- -	- -
NET : AT LEAST ONCE A DAY		**29** ***58%***	**9** ***47%***	**12** ***55%***	**5** ***24%***	**5** ***33%***	**2** ***18%***	**-** **-**	**-** **-**	**-** **-**	**-** **-**	**-** **-**	**386** ***85%***	**112** ***75%***	**47** ***51%***	**31** ***51%***	**21** ***56%***	**10** ***87%***
NET : AT LEAST ONCE A WEEK		**49** ***99%***	**16** ***83%***	**21** ***100%***	**13** ***70%***	**14** ***100%***	**9** ***78%***	**4** ***100%***	**-** **-**	**-** **-**	**-** **-**	**-** **-**	**439** ***97%***	**140** ***94%***	**85** ***91%***	**59** ***96%***	**34** ***90%***	**11** ***91%***
NET : AT LEAST ONCE A MONTH		**49** ***99%***	**19** ***94%***	**21** ***100%***	**15** ***79%***	**14** ***100%***	**11** ***100%***	**4** ***100%***	**-** **-**	**-** **-**	**-** **-**	**-** **-**	**444** ***98%***	**143** ***96%***	**88** ***95%***	**59** ***96%***	**36** ***96%***	**12** ***100%***
Not stated		- -	- -	- -	1 *6%*	- -	- -	- -	68 *100%*	2 *100%*	3 *100%*	1 *100%*	- -	- -	- -	- -	- -	- -
Mean Score		**7.39**	**7.25**	**8.06**	**5.44**	**5.89**	**5.50**	**3.85**	**-**	**-**	**-**	**-**	**13.87**	**12.10**	**6.84**	**6.22**	**6.68**	**13.50**
Standard Deviation		**5.53**	**6.39**	**5.85**	**6.72**	**6.44**	**7.28**	**0.75**	**-**	**-**	**-**	**-**	**6.90**	**7.24**	**5.66**	**3.60**	**4.49**	**7.74**
Standard Error		**0.90**	**1.71**	**1.51**	**2.13**	**1.94**	**2.20**	**0.43**	**-**	**-**	**-**	**-**	**0.34**	**0.66**	**0.66**	**0.51**	**0.78**	**2.93**

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5ei Frequency of accessing news on website/apps - Summary Table

Base : All adults 16+ who use website/apps for news nowadays

		YouTube	Feedly app	Flipboard app	News Now website or app	BuzzFeed	Vice	Personal blog	The Week website or app	Private Eye website	The Economist website or app	The LAD Bible website or app	Other website(s) or app(s)	Any local newspaper websites or apps [1]	Any local newspaper websites or apps [2]	Any local newspaper websites or apps [3]	Any local newspaper websites or apps [4]	Any local newspaper websites or apps [5]
Unweighted base		128	1	12	4	62	14	10	1	11	10	29	36	46	46	46	46	46
Weighted base		163	2	17	5	76	20	13	2	17	13	37	37	68	68	68	68	68
Lots of times throughout the day	(21)	19 *12%*	- -	- -	- -	6 *8%*	2 *12%*	1 *10%*	- -	- -	- -	10 *26%*	- -	6 *9%*	- -	- -	- -	- -
2-3 times a day	(14)	32 *20%*	- -	6 *36%*	1 *27%*	8 *10%*	1 *6%*	- -	- -	1 *6%*	- -	6 *15%*	- -	7 *11%*	- -	- -	- -	- -
Once a day	(7)	48 *29%*	- -	5 *31%*	3 *67%*	22 *28%*	2 *10%*	4 *31%*	- -	3 *16%*	4 *30%*	12 *32%*	- -	23 *34%*	2 *3%*	* *1%*	- -	- -
Most days	(5)	12 *7%*	- -	1 *6%*	- -	6 *8%*	1 *7%*	- -	2 *100%*	2 *14%*	2 *15%*	3 *7%*	- -	3 *4%*	- -	- -	- -	- -
2-3 times a week	(3.5)	27 *17%*	- -	2 *10%*	- -	20 *26%*	10 *51%*	- -	- -	2 *10%*	2 *17%*	3 *9%*	- -	12 *17%*	- -	- -	- -	- -
About once a week	(1)	14 *9%*	2 *100%*	3 *17%*	* *6%*	13 *17%*	- -	6 *42%*	- -	5 *32%*	4 *28%*	* *1%*	- -	11 *16%*	- -	- -	- -	- -
Every 2-3 weeks	(0.5)	1 *1%*	- -	- -	- -	1 *2%*	2 *9%*	2 *13%*	- -	1 *5%*	1 *9%*	3 *9%*	- -	5 *7%*	2 *3%*	- -	- -	- -
About once a month	(0.25)	3 *2%*	- -	- -	- -	- -	- -	- -	- -	2 *10%*	- -	- -	- -	1 *2%*	- -	- -	- -	- -
Less often	(0.1)	4 *3%*	- -	- -	- -	* *1%*	1 *6%*	- -	- -	1 *8%*	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	(0)	3 *2%*	- -	- -	- -	- -	- -	1 *4%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NET : AT LEAST ONCE A DAY		**99** ***61%***	**-** **-**	**12** ***67%***	**5** ***94%***	**35** ***46%***	**6** ***28%***	**6** ***41%***	**-** **-**	**4** ***21%***	**4** ***30%***	**27** ***74%***	**-** **-**	**37** ***54%***	**2** ***3%***	* ***1%***	**-** **-**	**-** **-**
NET : AT LEAST ONCE A WEEK		**152** ***93%***	**2** ***100%***	**17** ***100%***	**5** ***100%***	**74** ***98%***	**17** ***85%***	**11** ***83%***	**2** ***100%***	**13** ***77%***	**12** ***91%***	**34** ***91%***	**-** **-**	**62** ***91%***	**2** ***3%***	* ***1%***	**-** **-**	**-** **-**
NET : AT LEAST ONCE A MONTH		**156** ***96%***	**2** ***100%***	**17** ***100%***	**5** ***100%***	**76** ***99%***	**19** ***94%***	**13** ***96%***	**2** ***100%***	**16** ***92%***	**13** ***100%***	**37** ***100%***	**-** **-**	**68** ***100%***	**4** ***6%***	* ***1%***	**-** **-**	**-** **-**
Not stated		- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	37 *100%*	- -	64 *94%*	67 *99%*	68 *100%*	68 *100%*
Mean Score		**8.38**	**1.00**	**8.01**	**8.52**	**6.55**	**6.20**	**4.76**	**5.00**	**3.36**	**3.81**	**10.62**	**-**	**6.81**	**4.03**	**7.00**	**-**	**-**
Standard Deviation		**6.32**	**-**	**5.04**	**4.07**	**5.56**	**6.37**	**6.31**	**0.00**	**3.72**	**2.66**	**7.24**	**-**	**5.94**	**3.73**	**-**	**-**	**-**
Standard Error		**0.56**	**-**	**1.46**	**2.04**	**0.71**	**1.70**	**2.00**	**0.00**	**1.12**	**0.84**	**1.34**	**-**	**0.88**	**2.15**	**-**	**-**	**-**

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Q5ei Frequency of accessing news on website/apps - Summary Table

Base : All adults 16+ who use website/apps for news nowadays

		[Northern Ireland/ Scotland/ Wales] based news websites or apps [1]	[Northern Ireland/ Scotland/ Wales] based news websites or apps [2]	[Northern Ireland/ Scotland/ Wales] based news websites or apps [3]	[Northern Ireland/ Scotland/ Wales] based news websites or apps [4]	[Northern Ireland/ Scotland/ Wales] based news websites or apps [5]	Google (General search Engine)	Huffington Post
Unweighted base		14	14	14	14	14	188	47
Weighted base		7	7	7	7	7	226	69
Lots of times throughout the day	(21)	1 *14%*	- -	- -	- -	- -	51 *23%*	4 *5%*
2-3 times a day	(14)	2 *27%*	- -	- -	- -	- -	31 *14%*	4 *6%*
Once a day	(7)	1 *18%*	- -	- -	- -	- -	81 *36%*	16 *24%*
Most days	(5)	2 *24%*	- -	- -	- -	- -	26 *11%*	6 *9%*
2-3 times a week	(3.5)	1 *9%*	- -	- -	- -	- -	8 *4%*	22 *31%*
About once a week	(1)	- -	- -	- -	- -	- -	15 *7%*	6 *9%*
Every 2-3 weeks	(0.5)	- -	- -	- -	- -	- -	5 *2%*	3 *5%*
About once a month	(0.25)	* *7%*	* *7%*	- -	- -	- -	1 *	3 *5%*
Less often	(0.1)	- -	- -	- -	- -	- -	4 *2%*	2 *4%*
Don't know	(0)	- -	- -	- -	- -	- -	2 *1%*	1 *2%*
NET : AT LEAST ONCE A DAY		**4** ***59%***	**-** **-**	**-** **-**	**-** **-**	**-** **-**	**164** ***73%***	**25** ***35%***
NET : AT LEAST ONCE A WEEK		**6** ***93%***	**-** **-**	**-** **-**	**-** **-**	**-** **-**	**213** ***94%***	**59** ***85%***
NET : AT LEAST ONCE A MONTH		**7** ***100%***	* ***7%***	**-** **-**	**-** **-**	**-** **-**	**219** ***97%***	**65** ***94%***
Not stated		- -	6 *93%*	7 *100%*	7 *100%*	7 *100%*	1 *	- -
Mean Score		**9.55**	**0.25**	**-**	**-**	**-**	**10.07**	**5.35**
Standard Deviation		**6.80**	**-**	**-**	**-**	**-**	**6.94**	**5.07**
Standard Error		**1.82**	**-**	**-**	**-**	**-**	**0.51**	**0.74**

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5f News sources used nowadays - Magazines

Base : All adults 16+ who use magazines nowadays

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	100	39	61	14	19	9	13	16	17	12	33	22	45	30	33	16	21	63	37	47	53
Weighted base	120*	47*	73*	18**	28**	15**	19**	15**	15**	10**	46**	34**	40*	34**	42**	26**	19**	76*	44**	73*	47*
Private Eye magazine	11	7	4	-	4	2	3	1	1	1	4	5	2	2	5	2	2	7	4	7	4
	9%	*14%*	*6%*	-	*13%*	*10%*	*17%*	*5%*	*5%*	*9%*	*8%*	*14%*	*6%*	*6%*	*11%*	*9%*	*11%*	*9%*	*10%*	*10%*	*8%*
The Economist magazine	22	14	8	5	3	5	9	-	-	-	8	15	-	7	10	2	4	17	6	21	2
	19%mu	30%c	*11%*	*27%*	*10%*	*36%*	*49%*	-	-	-	*16%*	*43%*	-	*20%*	*24%*	*8%*	*19%*	*22%*	*13%*	28%u	*4%*
The Week magazine	21	6	14	4	4	5	4	*	-	3	8	9	4	4	11	6	-	15	6	16	5
	17%	*14%*	*20%*	*23%*	*13%*	*36%*	*21%*	*2%*	-	*33%*	*17%*	*28%*	*9%*	*12%*	*26%*	*22%*	-	*20%*	*12%*	*21%*	*11%*
Time magazine	10	6	3	-	4	2	2	-	1	1	4	4	2	5	2	2	-	7	2	8	2
	8%	*13%*	*4%*	-	*16%*	*10%*	*11%*	-	*5%*	*7%*	*10%*	*11%*	*4%*	*14%*	*6%*	*9%*	-	*9%*	*5%*	*11%*	*3%*
Other magazines	11	3	8	1	4	-	-	2	3	1	5	-	6	3	4	2	1	7	3	5	6
	9%	*6%*	*10%*	*6%*	*14%*	-	-	*14%*	*20%*	*7%*	*11%*	-	*14%*	*9%*	*10%*	*7%*	*8%*	*10%*	*7%*	*7%*	*12%*
NET: MAGAZINE (PRINTED)	51	25	26	10	12	5	11	3	4	5	22	17	12	16	22	7	6	38	13	36	15
	42%	*53%*	*35%*	*55%*	*44%*	*36%*	*59%*	*21%*	*25%*	*49%*	*48%*	*49%*	*30%*	*47%*	*52%*	*28%*	*32%*	*49%*	*30%*	*49%*	*31%*
None of these	59	21	39	8	14	6	6	12	9	4	22	12	25	14	19	17	9	33	26	33	26
	49%	*44%*	*53%*	*45%*	*51%*	*42%*	*30%*	*79%*	*59%*	*42%*	*49%*	*35%*	*62%*	*42%*	*45%*	*66%*	*50%*	*43%*	*60%*	*45%*	*55%*
Don t know	10	2	8	-	2	3	2	-	3	1	2	5	3	4	2	1	3	6	5	4	6
	8%	*4%*	*12%*	-	*5%*	*22%*	*10%*	-	*17%*	*8%*	*3%*	*16%*	*8%*	*12%*	*4%*	*5%*	*16%*	*7%*	*11%*	*5%*	*13%*

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5f News sources used nowadays - Magazines

Base : All adults 16+ who use magazines nowadays

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	100	83	4	9	4	74	22	11	15	5	10	11	11	3	4	13	89	10
Weighted base	120*	113*	3**	4**	1**	98*	21**	14**	22**	6**	14**	13**	15**	5**	6**	18**	106*	13**
Private Eye magazine	11	11	-	-	*	11	-	-	2	-	2	1	1	-	2	3	9	2
	9%	*9%*	-	-	*29%*	*11%*	-	-	*7%*	-	*17%*	*7%*	*8%*	-	*29%*	*16%*	*8%*	*19%*
The Economist magazine	22	21	*	-	1	22	-	-	8	-	-	-	5	-	2	6	21	-
	19%	*19%*	*19%*	-	*59%*	*22%*	-	-	*38%*	-	-	-	*33%*	-	*29%*	*34%*	*20%*	-
The Week magazine	21	19	1	*	-	18	3	-	7	1	7	-	1	-	-	3	17	4
	17%	*17%*	*43%*	*9%*	-	*18%*	*14%*	-	*31%*	*14%*	*52%*	-	*6%*	-	-	*19%*	*16%*	*33%*
Time magazine	10	10	-	-	-	9	1	-	3	-	3	-	-	-	2	2	7	2
	8%	*8%*	-	-	-	*9%*	*3%*	-	*13%*	-	*22%*	-	-	-	*34%*	*9%*	*7%*	*19%*
Other magazines	11	10	1	*	-	7	4	-	-	-	2	3	3	1	-	2	10	1
	9%	*9%*	*21%*	*8%*	-	*7%*	*17%*	-	-	-	*11%*	*24%*	*19%*	*18%*	-	*9%*	*9%*	*7%*
NET: MAGAZINE (PRINTED)	51	47	2	1	1	43	7	-	13	1	9	4	9	1	4	8	44	5
	42%	*42%*	*83%*	*16%*	*59%*	*44%*	*31%*	-	*58%*	*14%*	*63%*	*31%*	*58%*	*18%*	*64%*	*43%*	*42%*	*40%*
None of these	59	55	*	3	*	48	11	14	3	5	5	5	6	4	2	10	54	5
	49%	*49%*	*17%*	*84%*	*41%*	*49%*	*52%*	*100%*	*13%*	*86%*	*37%*	*40%*	*42%*	*82%*	*36%*	*57%*	*51%*	*41%*
Don t know	10	10	-	-	-	7	4	-	6	-	-	4	-	-	-	-	8	2
	8%	*9%*	-	-	-	*7%*	*17%*	-	*29%*	-	-	*30%*	-	-	-	-	*7%*	*18%*

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5f News sources used nowadays - Magazines

Base : All adults 16+ who use magazines nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	100	11	28	25	81	60	66	48	42	49	12	100	40	81	60	66	70	100	60	-	-	-	14
Weighted base	120*	15**	38**	34**	97*	71*	81*	61*	55*	60*	14**	120*	47*	97*	71*	81*	87*	120*	71*	-**	-**	-**	15**
Private Eye magazine	11	-	4	2	8	7	5	6	5	7	-	11	1	8	7	5	9	11	7	-	-	-	-
	9%	-	*10%*	*5%*	*8%*	*9%*	*7%*	*9%*	*9%*	*11%*	-	*9%*	*3%*	*8%*	*9%*	*7%*	*10%*	*9%*	*9%*	-	-	-	-
The Economist magazine	22	-	10	7	19	8	14	12	12	10	-	22	5	19	8	14	19	22	8	-	-	-	2
	19%	-	*26%*	*20%*	*20%*	*11%*	*17%*	*20%*	*22%*	*16%*	-	*19%*	*10%*	*20%*	*11%*	*17%*	*22%*	*19%*	*11%*	-	-	-	*12%*
The Week magazine	21	1	4	4	18	10	12	7	13	14	-	21	5	18	10	12	16	21	10	-	-	-	1
	17%	*7%*	*10%*	*12%*	*19%*	*13%*	*15%*	*11%*	*23%*	*24%*	-	*17%*	*11%*	*19%*	*13%*	*15%*	*18%*	*17%*	*13%*	-	-	-	*6%*
Time magazine	10	2	6	4	5	5	6	6	4	4	2	10	2	5	5	6	8	10	5	-	-	-	-
	8%	*13%*	*15%*	*12%*	*5%*	*7%*	*8%*	*9%*	*8%*	*7%*	*14%*	*8%*	*4%*	*5%*	*7%*	*8%*	*9%*	*8%*	*7%*	-	-	-	-
Other magazines	11	-	4	2	9	6	7	6	3	7	-	11	7	9	6	7	8	11	6	-	-	-	1
	9%	-	*9%*	*6%*	*9%*	*8%*	*8%*	*11%*	*6%*	*12%*	-	*9%*	*15%*	*9%*	*8%*	*8%*	*9%*	*9%*	*8%*	-	-	-	*5%*
NET: MAGAZINE (PRINTED)	51	3	19	15	39	24	31	26	25	28	2	51	18	39	24	31	40	51	24	-	-	-	3
	42%	*21%*	*49%*	*44%*	*40%*	*33%*	*38%*	*44%*	*46%*	*47%*	*14%*	*42%*	*39%*	*40%*	*33%*	*38%*	*46%*	*42%*	*33%*	-	-	-	*23%*
None of these	59	10	14	19	50	41	43	29	24	29	10	59	29	50	41	43	40	59	41	-	-	-	11
	49%	*66%*	*38%*	*58%*	*51%*	*58%*	*53%*	*48%*	*43%*	*49%*	*71%*	*49%*	*61%*	*51%*	*58%*	*53%*	*46%*	*49%*	*58%*	-	-	-	*72%*
Don t know	10	2	5	-	8	6	7	5	6	2	2	10	-	8	6	7	7	10	6	-	-	-	1
	8%	*13%*	*13%*	-	*8%*	*9%*	*9%*	*8%*	*11%*	*4%*	*15%*	*8%*	-	*8%*	*9%*	*9%*	*8%*	*8%*	*9%*	-	-	-	*5%*

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5f_number Number of magazines used for news nowdays

Base : All adults 16+ who use magazines nowadays

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	100	39	61	14	19	9	13	16	17	12	33	22	45	30	33	16	21	63	37	47	53
Weighted base	120*	47*	73*	18**	28**	15**	19**	15**	15**	10**	46**	34**	40*	34**	42**	26**	19**	76*	44**	73*	47*
0 (no source specified)	70	22	47	8	16	10	8	12	11	5	24	18	28	18	20	18	13	39	31	37	32
	58%	*47%*	*65%*	*45%*	*56%*	*64%*	*41%*	*79%*	*75%*	*51%*	*52%*	*51%*	*70%*	*53%*	*48%*	*72%*	*68%*	*51%*	*70%*	*51%*	*69%*
1	33	16	17	10	8	-	4	3	3	4	18	4	10	11	14	3	5	25	8	21	12
	27%	*34%*	*23%*	*55%*	*30%*	-	*21%*	*21%*	*20%*	*42%*	*40%*	*12%*	*26%*	*32%*	*34%*	*11%*	*26%*	*33%*	*17%*	*28%*	*26%*
2	14	7	7	-	1	4	7	-	1	1	1	11	2	5	6	2	1	11	3	11	3
	12%	*15%*	*10%*	-	*5%*	*26%*	*38%*	-	*5%*	*7%*	*3%*	*32%*	*4%*	*14%*	*14%*	*8%*	*6%*	*14%*	*7%*	*15%*	*6%*
3	2	-	2	-	2	-	-	-	-	-	2	-	-	-	-	2	-	-	2	2	-
	2%	-	*3%*	-	*9%*	-	-	-	-	-	*5%*	-	-	-	-	*9%*	-	-	*5%*	*3%*	-
4	2	2	-	-	-	2	-	-	-	-	-	2	-	-	2	-	-	2	-	2	-
	1%	*3%*	-	-	-	*10%*	-	-	-	-	-	*5%*	-	-	*4%*	-	-	*2%*	-	*2%*	-
Mean Score	**0.62**	**0.77**	**0.52**	**0.55**	**0.65**	**0.93**	**0.97**	**0.21**	**0.30**	**0.57**	**0.61**	**0.95**	**0.33**	**0.61**	**0.77**	**0.55**	**0.38**	**0.70**	**0.48**	**0.78u**	**0.37**

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5f_number Number of magazines used for news nowdays

Base : All adults 16+ who use magazines nowadays

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	100	83	4	9	4	74	22	11	15	5	10	11	11	3	4	13	89	10
Weighted base	120*	113*	3**	4**	1**	98*	21**	14**	22**	6**	14**	13**	15**	5**	6**	18**	106*	13**
0 (no source specified)	70	66	*	3	*	54	15	14	9	5	5	9	6	4	2	10	62	8
	58%	*58%*	*17%*	*84%*	*41%*	*56%*	*69%*	*100%*	*42%*	*86%*	*37%*	*69%*	*42%*	*82%*	*36%*	*57%*	*58%*	*60%*
1	33	30	2	1	*	27	6	-	6	1	6	4	7	1	2	3	29	3
	27%	*26%*	*83%*	*16%*	*29%*	*27%*	*28%*	-	*28%*	*14%*	*41%*	*31%*	*50%*	*18%*	*34%*	*16%*	*27%*	*21%*
2	14	14	-	-	*	13	1	-	7	-	1	-	1	-	2	3	14	-
	12%	*12%*	-	-	*29%*	*13%*	*3%*	-	*31%*	-	*5%*	-	*8%*	-	*29%*	*18%*	*13%*	-
3	2	2	-	-	-	2	-	-	-	-	2	-	-	-	-	-	-	2
	2%	*2%*	-	-	-	*2%*	-	-	-	-	*17%*	-	-	-	-	-	-	*19%*
4	2	2	-	-	-	2	-	-	-	-	-	-	-	-	-	2	2	-
	1%	*1%*	-	-	-	*2%*	-	-	-	-	-	-	-	-	-	*9%*	*1%*	-
Mean Score	**0.62**	**0.62**	**0.83**	**0.16**	**0.88**	**0.67**	**0.34**	**0.00**	**0.89**	**0.14**	**1.02**	**0.31**	**0.66**	**0.18**	**0.93**	**0.87**	**0.59**	**0.78**

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5f_number Number of magazines used for news nowdays

Base : All adults 16+ who use magazines nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	100	11	28	25	81	60	66	48	42	49	12	100	40	81	60	66	70	100	60	-	-	-	14
Weighted base	120*	15**	38**	34**	97*	71*	81*	61*	55*	60*	14**	120*	47*	97*	71*	81*	87*	120*	71*	-**	-**	-**	15**
0 (no source specified)	70	12	19	19	58	48	50	34	30	31	12	70	29	58	48	50	47	70	48	-	-	-	12
	58%	*79%*	*51%*	*56%*	*60%*	*67%*	*62%*	*56%*	*54%*	*53%*	*86%*	*58%*	*61%*	*60%*	*67%*	*62%*	*54%*	*58%*	*67%*	-	-	-	*77%*
1	33	3	14	11	25	16	21	20	15	17	2	33	16	25	16	21	25	33	16	-	-	-	3
	27%	*21%*	*36%*	*33%*	*26%*	*22%*	*25%*	*33%*	*28%*	*28%*	*14%*	*27%*	*34%*	*26%*	*22%*	*25%*	*28%*	*27%*	*22%*	-	-	-	*23%*
2	14	-	3	4	10	6	9	5	8	9	-	14	2	10	6	9	11	14	6	-	-	-	-
	12%	-	*9%*	*11%*	*10%*	*8%*	*11%*	*8%*	*14%*	*15%*	-	*12%*	*5%*	*10%*	*8%*	*11%*	*13%*	*12%*	*8%*	-	-	-	-
3	2	-	-	-	2	2	-	-	2	2	-	2	-	2	2	-	2	2	2	-	-	-	-
	2%	-	-	-	*2%*	*3%*	-	-	*4%*	*4%*	-	*2%*	-	*2%*	*3%*	-	*3%*	*2%*	*3%*	-	-	-	-
4	2	-	2	-	2	-	2	2	-	-	-	2	-	2	-	2	2	2	-	-	-	-	-
	1%	-	*4%*	-	*2%*	-	*2%*	*3%*	-	-	-	*1%*	-	*2%*	-	*2%*	*2%*	*1%*	-	-	-	-	-
Mean Score	**0.62**	**0.21**	**0.71**	**0.55**	**0.60**	**0.48**	**0.55**	**0.60**	**0.68**	**0.71**	**0.14**	**0.62**	**0.43**	**0.60**	**0.48**	**0.55**	**0.70**	**0.62**	**0.48**	**-**	**-**	**-**	**0.23**

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Frequency of reading the news in magazines - Summary Table

Base : All adults 16+ who use magazines for news nowadays

		Private Eye magazine	The Economist magazine	The Week magazine	Time magazine	Other magazines
Unweighted base		9	15	14	6	11
Weighted base		11	22	21	10	11
About once a week	(1)	5 *49%*	4 *20%*	4 *21%*	4 *45%*	- -
Every 2-3 weeks	(0.5)	3 *29%*	10 *44%*	10 *46%*	5 *55%*	- -
About once a month	(0.25)	2 *19%*	5 *21%*	7 *33%*	- -	- -
Less often	(0.1)	* *3%*	3 *15%*	- -	- -	- -
Mean Score		**0.68**	**0.49**	**0.52**	**0.73**	**-**
Standard Deviation		**0.34**	**0.30**	**0.28**	**0.26**	**-**
Standard Error		**0.11**	**0.08**	**0.07**	**0.11**	**-**

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5a-Q5f News sources use nowadays - Cross Platform nets

Base : All adults 16+ who use TV, Newspapers, Radio, Internet, Magazines or social media for news nowadays

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	2701	1289	1412	295	368	345	349	398	524	422	663	694	1344	502	710	572	917	1212	1489	1112	1589
Weighted base	2712	1326	1386	319	492	475	457	342	353	274	811	931	969	556	815	609	732	1371	1341	1568	1144
NET : BBC TV or BBC website or App	**1977** 73%cdeks	**1033** 78%ac	**944** *68%*	**202** *63%*	**332** *67%*	**338** *71%*	**336** 73%d	**258** 75%de	**288** 82%adefg	**223** 82%adefg	**534** *66%*	**674** 72%k	**770** 79%akl	**449** 81%apq	**637** 78%apq	**419** *69%*	**473** *65%*	**1086** 79%as	**891** *66%*	**1140** *73%*	**837** *73%*
NET : ITV/ITV Wales/STV/ UTV channel or ITV or ITN or STV or UTV website or app	**902** 33%defknr	**423** *32%*	**479** *35%*	**78** *24%*	**130** *26%*	**129** *27%*	**162** 35%def	**140** 41%adef	**147** 42%adef	**116** 42%adef	**208** *26%*	**291** 31%k	**403** 42%akl	**151** *27%*	**242** *30%*	**210** 34%n	**299** 41%anop	**393** *29%*	**509** 38%ar	**472** *30%*	**429** 38%at
NET : Channel 4 channel or Channel 4 website or app	**267** 10%o	**146** *11%*	**121** *9%*	**30** *10%*	**46** *9%*	**44** *9%*	**57** 12%j	**33** *10%*	**38** *11%*	**18** *7%*	**77** *9%*	**101** *11%*	**89** *9%*	**78** 14%apq	**82** 10%p	**38** *6%*	**69** *9%*	**160** 12%s	**107** *8%*	**168** *11%*	**99** *9%*
NET : Sky News channel or Sky News website or app	**553** 20%mqu	**304** 23%c	**249** *18%*	**49** *15%*	**99** 20%j	**153** 32%adeghij	**92** 20%j	**67** 20%j	**60** *17%*	**33** *12%*	**148** *18%*	**245** 26%akm	**160** *16%*	**132** 24%q	**187** 23%q	**135** 22%q	**99** *14%*	**319** 23%s	**234** *17%*	**378** 24%au	**175** *15%*
NET : Sun newspaper (Daily or Sunday) or Sun website or app	**210** 8%n	**118** *9%*	**93** *7%*	**24** *7%*	**35** *7%*	**35** *7%*	**33** *7%*	**25** *7%*	**38** *11%*	**22** *8%*	**59** *7%*	**68** *7%*	**84** *9%*	**18** *3%*	**64** 8%n	**59** 10%n	**70** 10%n	**82** *6%*	**128** 10%r	**128** *8%*	**83** *7%*
NET : Times/Sunday Times newspaper or Times/ Sunday Times website or app	**135** 5%pqs	**67** *5%*	**68** *5%*	**12** *4%*	**17** *3%*	**18** *4%*	**28** *6%*	**27** 8%adefj	**24** 7%ej	**9** *3%*	**28** *3%*	**46** *5%*	**60** 6%k	**74** 13%aopq	**39** 5%pq	**12** *2%*	**11** *1%*	**113** 8%as	**22** *2%*	**86** *5%*	**49** *4%*
NET : Daily Star/Sunday Star newspapers or Daily Star website or app	**37** 1%r	**24** *2%*	**12** *1%*	**2** *1%*	**5** *1%*	**2** *	**3** *1%*	**4** *1%*	**15** 4%adefgh	**5** *2%*	**7** *1%*	**5** *1%*	**24** 3%akl	**3** *1%*	**4** *	**16** 3%no	**14** 2%o	**7** *	**30** 2%r	**14** *1%*	**23** 2%l
NET : Daily/Sunday Express newspaper or Daily Express website or app	**74** *3%*	**40** *3%*	**34** *2%*	**3** *1%*	**8** *2%*	**6** *1%*	**11** *2%*	**15** 4%def	**21** 6%adefg	**9** *3%*	**12** *1%*	**17** *2%*	**44** 5%akl	**7** *1%*	**26** *3%*	**25** 4%n	**16** *2%*	**33** *2%*	**41** *3%*	**39** *3%*	**34** *3%*
NET : Daily Mail/Mail on Sunday newspaper or Daily Mail website or app	**361** 13%qs	**179** *13%*	**183** *13%*	**44** *14%*	**50** *10%*	**46** *10%*	**48** *11%*	**62** 18%aefg	**60** 17%aefg	**51** 19%aefg	**94** *12%*	**94** *10%*	**173** 18%akl	**83** 15%q	**134** 16%q	**76** *12%*	**69** *9%*	**217** 16%s	**145** *11%*	**205** *13%*	**156** *14%*
NET : Metro newspaper or Metro website or app	**95** 4%j	**45** *3%*	**51** *4%*	**17** 5%ij	**14** *3%*	**23** 5%ij	**19** 4%i	**14** 4%ij	**4** *1%*	**4** *1%*	**31** *4%*	**42** 5%m	**22** *2%*	**18** *3%*	**36** *4%*	**14** *2%*	**27** *4%*	**54** *4%*	**41** *3%*	**61** *4%*	**35** *3%*
NET : Daily/Sunday Mirror newspaper or Daily Mirror website or app	**128** *5%*	**72** *5%*	**56** *4%*	**11** *3%*	**25** *5%*	**10** *2%*	**23** *5%*	**13** *4%*	**25** 7%adf	**21** 8%adfh	**35** *4%*	**33** *4%*	**59** 6%j	**16** *3%*	**38** *5%*	**36** 6%n	**38** *5%*	**54** *4%*	**74** *6%*	**71** *5%*	**57** *5%*

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5a-Q5f News sources use nowadays - Cross Platform nets

Base : All adults 16+ who use TV, Newspapers, Radio, Internet, Magazines or social media for news nowadays

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Weighted base	2712	1326	1386	319	492	475	457	342	353	274	811	931	969	556	815	609	732	1371	1341	1568	1144
NET : Daily/Sunday Telegraph newspaper or Telegraph website or app	**122** 5%qs	**62** *5%*	**60** *4%*	**12** *4%*	**19** *4%*	**13** *3%*	**22** *5%*	**19** *5%*	**22** 6%f	**16** *6%*	**30** *4%*	**36** *4%*	**56** *6%*	**47** 8%apq	**46** 6%q	**20** 3%q	**9** *1%*	**93** 7%as	**29** *2%*	**68** *4%*	**54** *5%*
NET : Guardian/Observer newspaper or Guardian/ Observer website or app	**192** 7%ijmpqs **u**	**98** *7%*	**94** *7%*	**25** 8%ij	**43** 9%ij	**48** 10%ij	**40** 9%ij	**20** 6%i	**7** *2%*	**9** *3%*	**68** 8%m	**88** 9%m	**36** *4%*	**74** 13%apq	**86** 11%apq	**18** *3%*	**14** *2%*	**161** 12%as	**32** *2%*	**136** 9%u	**56** *5%*
NET : Evening Standard newspaper or Evening Standard website or app	**60** 2%ij	**27** *2%*	**33** *2%*	**2** *1%*	**10** *2%*	**12** *2%*	**19** 4%dij	**12** 3%dij	**3** *1%*	**1** *	**13** *2%*	**31** *3%*	**17** *2%*	**20** 4%p	**21** *3%*	**7** *1%*	**12** *2%*	**41** 3%s	**19** *1%*	**43** *3%*	**17** *2%*
NET : Financial Times newspaper or Financial Times website or app	**37** 1%pqs	**20** *2%*	**17** *1%*	**2** *1%*	**15** 3%adh	**7** *2%*	**6** *1%*	**1** *	**4** *1%*	**2** *1%*	**17** 2%m	**13** *1%*	**7** *1%*	**20** 4%apq	**17** 2%pq	* *	- -	**37** 3%as	* *	**27** *2%*	**10** *1%*
NET: The Week magazine or The Week website or app	**23** *1%*	**9** *1%*	**14** *1%*	**7** 2%hi	**4** *1%*	**5** *1%*	**4** *1%*	* *	- -	**3** 1%i	**10** *1%*	**9** *1%*	**4** *	**4** *1%*	**11** *1%*	**6** *1%*	**2** *	**15** *1%*	**8** *1%*	**18** *1%*	**5** *
NET: Private Eye magazine or Private Eye website	**28** *1%*	**19** *1%*	**9** *1%*	- -	**8** *2%*	**7** *2%*	**7** *1%*	**5** *1%*	**1** *	**1** *	**8** *1%*	**14** *1%*	**7** *1%*	**11** 2%pq	**12** *1%*	**2** *	**3** *	**23** 2%s	**5** *	**22** 1%u	**6** *1%*
NET: The Economist magazine or The Economist website or app	**32** 1%m	**20** *1%*	**13** *1%*	**9** 3%aeij	**3** *1%*	**7** 1%i	**11** 2%ij	**2** *1%*	- -	- -	**12** 1%m	**18** 2%m	**2** *	**13** 2%pq	**13** *2%*	**2** *	**5** *1%*	**26** 2%s	**7** *	**22** *1%*	**10** *1%*

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5a-Q5f News sources use nowadays - Cross Platform nets

Base : All adults 16+ who use TV, Newspapers, Radio, Internet, Magazines or social media for news nowadays

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	2701	1678	318	399	306	1862	533	275	181	148	183	163	200	86	222	220	2482	205
Weighted base	2712	2289	217	136	70	2155	486	385	237	201	247	230	255	124*	298	312	2408	289
NET : BBC TV or BBC website or App	**1977**	**1693**	**140**	**97**	**47**	**1572**	**357**	**313**	**181**	**141**	**190**	**174**	**194**	**80**	**205**	**215**	**1751**	**216**
	73%c	74%ce	*64%*	*71%*	*68%*	*73%*	*73%*	81%ajnop	*77%*	*70%*	*77%*	*76%*	*76%*	*65%*	*69%*	*69%*	*73%*	*75%*
NET : ITV/ITV Wales/STV/ UTV channel or ITV or ITN or STV or UTV website or app	**902**	**737**	**82**	**42**	**40**	**700**	**162**	**105**	**63**	**70**	**107**	**84**	**74**	**58**	**111**	**66**	**836**	**59**
	33%pr	*32%*	*38%*	*31%*	57%abcd	*32%*	*33%*	*27%*	*26%*	35%p	43%ahimp	37%p	*29%*	47%ahimp	37%hip	*21%*	35%r	*20%*
NET : Channel 4 channel or Channel 4 website or app	**267**	**248**	**8**	**6**	**5**	**205**	**56**	**42**	**35**	**18**	**29**	**24**	**26**	**9**	**37**	**27**	**238**	**28**
	10%cd	11%cd	*4%*	*4%*	*7%*	*10%*	*12%*	*11%*	*15%*	*9%*	*12%*	*11%*	*10%*	*7%*	*12%*	*9%*	*10%*	*10%*
NET : Sky News channel or Sky News website or app	**553**	**488**	**35**	**15**	**15**	**451**	**87**	**69**	**45**	**45**	**63**	**61**	**52**	**26**	**61**	**64**	**478**	**73**
	20%d	21%d	*16%*	*11%*	22%d	*21%*	*18%*	*18%*	*19%*	*23%*	*26%*	27%h	*21%*	*21%*	*20%*	*21%*	*20%*	*25%*
NET : Sun newspaper (Daily or Sunday) or Sun website or app	**210**	**177**	**18**	**9**	**6**	**163**	**42**	**34**	**15**	**18**	**28**	**19**	**20**	**12**	**17**	**15**	**193**	**16**
	8%	*8%*	*8%*	*7%*	*8%*	*8%*	*9%*	*9%*	*6%*	*9%*	11%p	*8%*	*8%*	*9%*	*6%*	*5%*	*8%*	*5%*
NET : Times/Sunday Times newspaper or Times/ Sunday Times website or app	**135**	**119**	**8**	**5**	**3**	**101**	**30**	**21**	**25**	**4**	**11**	**9**	**21**	**4**	**4**	**20**	**115**	**18**
	5%o	*5%*	*4%*	*3%*	*5%*	*5%*	*6%*	5%o	11%ajklo	*2%*	*4%*	*4%*	8%jo	*3%*	*1%*	6%o	*5%*	*6%*
NET : Daily Star/Sunday Star newspapers or Daily Star website or app	**37**	**32**	**3**	**2**	**1**	**27**	**9**	**4**	**3**	**2**	**2**	**3**	**3**	**1**	**13**	**1**	**35**	**2**
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	4%ahp	*	*1%*	*1%*
NET : Daily/Sunday Express newspaper or Daily Express website or app	**74**	**63**	**7**	**2**	**1**	**56**	**16**	**7**	**11**	**3**	**5**	**16**	**7**	**3**	**10**	**3**	**72**	**1**
	3%	*3%*	*3%*	*2%*	*2%*	*3%*	*3%*	*2%*	5%p	*1%*	*2%*	7%ahjkp	*3%*	*2%*	*3%*	*1%*	3%r	*
NET : Daily Mail/Mail on Sunday newspaper or Daily Mail website or app	**361**	**318**	**16**	**22**	**6**	**269**	**87**	**55**	**44**	**23**	**43**	**31**	**38**	**18**	**38**	**28**	**338**	**23**
	13%cer	14%ce	*7%*	16%ce	*8%*	*12%*	18%af	*14%*	19%p	*12%*	18%p	*14%*	*15%*	*14%*	*13%*	*9%*	14%r	*8%*
NET : Metro newspaper or Metro website or app	**95**	**91**	**3**	**1**	**-**	**91**	**5**	**9**	**2**	**6**	**9**	**10**	**9**	**4**	**8**	**34**	**75**	**20**
	4%deg	4%cde	*1%*	*1%*	-	4%g	*1%*	*2%*	*1%*	*3%*	*4%*	*4%*	*3%*	*3%*	*3%*	11%ahijklmo	*3%*	7%aq
NET : Daily/Sunday Mirror newspaper or Daily Mirror website or app	**128**	**114**	**3**	**7**	**4**	**109**	**14**	**13**	**10**	**8**	**24**	**12**	**10**	**4**	**19**	**16**	**106**	**22**
	5%c	5%c	*1%*	5%c	6%c	*5%*	*3%*	*3%*	*4%*	*4%*	10%ahm	*5%*	*4%*	*3%*	*6%*	*5%*	*4%*	8%q

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/ij/k/l/m/n/o/p - a/q/r
*** small base**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5a-Q5f News sources use nowadays - Cross Platform nets

Base : All adults 16+ who use TV, Newspapers, Radio, Internet, Magazines or social media for news nowadays

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Weighted base	2712	2289	217	136	70	2155	486	385	237	201	247	230	255	124*	298	312	2408	289
NET : Daily/Sunday Telegraph newspaper or Telegraph website or app	**122** 5%e	**111** 5%e	**5** *2%*	**5** *4%*	**1** *2%*	**95** *4%*	**26** *5%*	**25** *7%*	**18** 7%o	**8** *4%*	**16** *7%*	**6** *3%*	**11** *4%*	**6** *5%*	**8** *3%*	**11** *4%*	**109** *5%*	**13** *5%*
NET : Guardian/Observer newspaper or Guardian/ Observer website or app	**192** 7%cgl	**175** 8%c	**6** *3%*	**7** *5%*	**3** *5%*	**168** 8%g	**20** *4%*	**43** 11%ajl	**15** 6%j	**3** *2%*	**21** 9%jl	**6** *3%*	**26** 10%jl	**5** *4%*	**23** 8%jl	**32** 10%jl	**170** *7%*	**22** *8%*
NET : Evening Standard newspaper or Evening Standard website or app	**60** 2%cdeg	**60** 3%cde	- -	- -	- -	**58** 3%g	**2** *	**9** *2%*	**4** *2%*	**2** *1%*	- -	**3** *1%*	**5** *2%*	- -	**2** *1%*	**35** 11%ahijklmno	**46** *2%*	**14** 5%aq
NET : Financial Times newspaper or Financial Times website or app	**37** 1%d	**34** 1%d	**3** *1%*	- -	**1** *1%*	**35** 2%g	**1** *	**8** *2%*	**1** *	**3** *1%*	**5** *2%*	- -	**4** *2%*	- -	**4** *1%*	**9** 3%l	**29** *1%*	**7** *2%*
NET: The Week magazine or The Week website or app	**23** *1%*	**22** *1%*	**1** *1%*	* *	- -	**20** *1%*	**3** *1%*	- -	**9** 4%ahlmo	**1** *	**7** 3%ahlo	- -	**1** *	- -	- -	**3** *1%*	**19** *1%*	**4** *1%*
NET: Private Eye magazine or Private Eye website	**28** *1%*	**26** *1%*	**1** *	**1** *	* *	**27** *1%*	**1** *	**3** *1%*	**2** *1%*	**2** *1%*	**5** *2%*	**4** *2%*	**1** *	- -	**3** *1%*	**6** *2%*	**23** *1%*	**5** *2%*
NET: The Economist magazine or The Economist website or app	**32** *1%*	**31** 1%d	* *	- -	**1** 1%d	**31** *1%*	**1** *	**3** *1%*	**10** 4%ahklo	**2** *1%*	- -	- -	**6** *2%*	- -	**2** *1%*	**9** 3%kl	**30** *1%*	**1** *

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Q5a-Q5f News sources use nowadays - Cross Platform nets

Base : All adults 16+ who use TV, Newspapers, Radio, Internet, Magazines or social media for news nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	2701	194	424	394	2096	910	910	783	686	922	103	100	447	2096	910	910	1418	100	60	517	290	184	14
Weighted base	2712	253	495	457	2000	830	957	923	837	1115	130*	120*	466	2000	830	957	1684	120*	71*	412	205	139	15**
NET : BBC TV or BBC website or App	**1977** ***73%***	**206** 82%a	**379** ***77%***	**373** 82%a	**1669** 83%afghijm	**658** 79%aij	**760** 79%aij	**717** 78%aj	**617** ***74%***	**779** ***70%***	**99** ***76%***	**91** ***75%***	**351** ***75%***	**1669** 83%aopqt	**658** 79%aqt	**760** 79%aqt	**1221** ***72%***	**91** ***75%***	**60** ***84%***	**302** ***73%***	**176** 86%aopqrt	**130** 94%anopqrtu	**9** ***61%***
NET : ITV/ITV Wales/STV/ UTV channel or ITV or ITN or STV or UTV website or app	**902** 33%q	**85** ***34%***	**147** ***30%***	**149** ***33%***	**860** 43%aghij	**332** 40%ahij	**348** 36%hij	**279** ***30%***	**236** ***28%***	**348** ***31%***	**49** ***38%***	**41** ***34%***	**198** 43%ahij	**860** 43%apq	**332** 40%aq	**348** 36%q	**479** ***28%***	**41** ***34%***	**31** 43%q	**185** 45%apq	**103** 50%aopqr	**68** 49%apqr	**5** ***34%***
NET : Channel 4 channel or Channel 4 website or app	**267** 10%t	**39** 15%a	**83** 17%a	**78** 17%a	**246** 12%a	**108** 13%a	**138** 14%a	**139** 15%a	**103** ***12%***	**133** ***12%***	**27** 21%aefij	**28** 23%aefgij	**74** 16%a	**246** 12%at	**108** 13%at	**138** 14%aqtu	**188** 11%t	**28** 23%anopqtu	**19** 26%anopqtuv	**18** ***4%***	**18** 9%t	**18** 13%t	**2** ***15%***
NET : Sky News channel or Sky News website or app	**553** 20%tu	**61** ***24%***	**153** 31%a	**141** 31%a	**471** 24%a	**192** ***23%***	**252** 26%a	**259** 28%aef	**250** 30%aef	**286** 26%a	**56** 43%aefghijlm	**33** ***27%***	**142** 31%aef	**471** 24%atu	**192** 23%tu	**252** 26%atu	**429** 25%atu	**33** 27%tu	**21** 30%tu	**45** ***11%***	**25** ***12%***	**26** 18%t	**2** ***14%***
NET : Sun newspaper (Daily or Sunday) or Sun website or app	**210** 8%bt	**8** ***3%***	**33** ***7%***	**46** 10%b	**175** ***9%***	**190** 23%aeghijkm	**94** ***10%***	**70** ***8%***	**60** ***7%***	**87** ***8%***	**16** ***12%***	**21** 17%aeghij	**46** ***10%***	**175** 9%t	**190** 23%anpqt	**94** 10%qt	**118** 7%t	**21** 17%anpqt	**19** 27%anpqt	**-**	**50** 25%anpqt	**26** 19%anpqt	**3** ***20%***
NET : Times/Sunday Times newspaper or Times/ Sunday Times website or app	**135** 5%t	**21** ***8%***	**49** 10%a	**43** 9%a	**117** ***6%***	**121** 15%aeghijm	**81** 8%aej	**69** 7%a	**60** 7%a	**64** ***6%***	**12** ***9%***	**27** 22%aeghijkm	**35** ***7%***	**117** 6%t	**121** 15%anpqtu	**81** 8%anqt	**94** 6%t	**27** 22%anpqtu	**24** 34%anopqtuv	**-**	**13** 6%t	**20** 14%anpqtu	**3** ***17%***
NET : Daily Star/Sunday Star newspapers or Daily Star website or app	**37** 1%t	***** *	**7** ***1%***	**8** ***2%***	**31** ***2%***	**33** 4%aeghij	**17** ***2%***	**11** ***1%***	**7** ***1%***	**14** ***1%***	**6** 4%ahij	**2** ***2%***	**10** ***2%***	**31** 2%t	**33** 4%anpqt	**17** 2%t	**17** ***1%***	**2** 2%t	**2** 3%t	**-**	**7** 3%aqt	**10** 7%anpqt	**-** -
NET : Daily/Sunday Express newspaper or Daily Express website or app	**74** 3%t	**9** ***4%***	**18** ***4%***	**17** ***4%***	**64** ***3%***	**65** 8%aeghijm	**30** ***3%***	**32** ***4%***	**18** ***2%***	**27** ***2%***	**11** 9%aeghijm	**3** ***2%***	**13** ***3%***	**64** 3%t	**65** 8%anpqt	**30** 3%t	**39** 2%t	**3** 2%t	**2** 3%t	**-**	**18** 9%anpqrt	**14** 10%anpqrt	**-** -

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5a-Q5f News sources use nowadays - Cross Platform nets

Base : All adults 16+ who use TV, Newspapers, Radio, Internet, Magazines or social media for news nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	2712	253	495	457	2000	830	957	923	837	1115	130*	120*	466	2000	830	957	1684	120*	71*	412	205	139	15**
NET : Daily Mail/Mail on Sunday newspaper or Daily Mail website or app	**361** 13%l	**56** 22%a	**90** 18%a	**88** 19%a	**282** ***14%***	**253** 30%aegh **ijm**	**149** ***16%***	**168** 18%ae	**135** ***16%***	**186** 17%a	**35** 27%aegi **j**	**26** 21%a	**84** 18%a	**282** 14%l	**253** 30%anpq **t**	**149** 16%l	**244** 14%l	**26** 21%at	**22** 30%anpqt	**-** -	**65** 32%anpq **t**	**36** 26%anpq **t**	**2** ***12%***
NET : Metro newspaper or Metro website or app	**95** 4%l	**18** 7%a	**28** ***6%***	**26** ***6%***	**58** ***3%***	**81** 10%aeghi jm	**37** ***4%***	**48** 5%e	**48** 6%ae	**51** 5%e	**9** 7%e	**9** 8%e	**26** 6%e	**58** 3%l	**81** 10%anpqt uv	**37** 4%l	**79** 5%nt	**9** 8%nt	**9** 13%anpqt uv	**-** -	**5** 2%l	**5** 4%l	**-** -
NET : Daily/Sunday Mirror newspaper or Daily Mirror website or app	**128** 5%l	**9** ***3%***	**24** ***5%***	**24** ***5%***	**107** ***5%***	**113** 14%aeghi **jm**	**59** ***6%***	**41** ***4%***	**42** ***5%***	**55** ***5%***	**14** 11%aehij	**9** ***8%***	**30** ***6%***	**107** 5%l	**113** 14%anpqt	**59** 6%l	**71** 4%l	**9** 8%l	**8** 11%qt	**-** -	**33** 16%anpq **t**	**19** 14%anpqt	**1** ***9%***
NET : Daily/Sunday Telegraph newspaper or Telegraph website or app	**122** 5%l	**19** ***8%***	**33** ***7%***	**49** 11%a	**93** ***5%***	**81** 10%aej	**65** 7%ae	**66** 7%ae	**60** 7%ae	**68** ***6%***	**18** 14%aegh **ij**	**16** 13%aegj	**41** 9%ae	**93** 5%l	**81** 10%anqt	**65** 7%ant	**92** 5%l	**16** 13%anpq **t**	**15** 21%anopq **tuv**	**-** -	**14** 7%l	**11** 8%l	**3** ***18%***
NET : Guardian/Observer newspaper or Guardian/ Observer website or app	**192** 7%lu	**47** 19%a	**84** 17%a	**67** 15%a	**126** ***6%***	**99** 12%ae	**106** 11%ae	**129** 14%ae	**100** 12%ae	**142** 13%ae	**14** ***11%***	**16** 13%ae	**49** 11%ae	**126** 6%l	**99** 12%antu	**106** 11%antu	**172** 10%antu	**16** 13%antu	**14** 19%anqtu **v**	**-** -	**6** 3%l	**10** 7%l	**-** -
NET : Evening Standard newspaper or Evening Standard website or app	**60** 2%l	**15** 6%a	**19** ***4%***	**15** ***3%***	**32** ***2%***	**46** 6%aegij	**21** ***2%***	**35** 4%ae	**25** ***3%***	**24** ***2%***	**4** ***3%***	**5** ***4%***	**13** ***3%***	**32** 2%l	**46** 6%anpqt **uv**	**21** 2%l	**51** 3%nt	**5** 4%t	**5** 7%ntuv	**-** -	**3** 1%l	**1** ***1%***	**3** ***21%***
NET : Financial Times newspaper or Financial Times website or app	**37** 1%l	**13** 5%a	**18** 4%a	**20** 4%a	**28** ***1%***	**22** 3%ae	**18** ***2%***	**28** 3%ae	**19** ***2%***	**26** ***2%***	**2** ***2%***	**4** ***4%***	**12** ***3%***	**28** 1%l	**22** 3%ant	**18** 2%l	**33** 2%l	**4** 4%t	**2** 2%t	**-** -	**1** *	**3** 2%l	**-** -
NET: The Week magazine or The Week website or app	**23** ***1%***	**1** *	**6** ***1%***	**7** ***1%***	**20** ***1%***	**10** ***1%***	**12** ***1%***	**9** ***1%***	**15** ***2%***	**14** ***1%***	**-** -	**23** 19%aefgh **ijkm**	**5** ***1%***	**20** ***1%***	**10** 1%l	**12** 1%l	**18** ***1%***	**23** 19%anop **qtuv**	**10** 13%anopq **tuv**	**-** -	**-** -	**-** -	**1** ***6%***
NET: Private Eye magazine or Private Eye website	**28** ***1%***	**6** ***2%***	**17** 3%a	**9** ***2%***	**19** ***1%***	**15** ***2%***	**15** ***2%***	**19** 2%e	**17** ***2%***	**22** 2%e	**-** -	**13** 10%aefgh **ijkm**	**10** ***2%***	**19** ***1%***	**15** 2%l	**15** 2%l	**26** 2%l	**13** 10%anop **qtuv**	**8** 11%anopq **tuv**	**-** -	**-** -	**-** -	**-** -

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5a-Q5f News sources use nowadays - Cross Platform nets

Base : All adults 16+ who use TV, Newspapers, Radio, Internet, Magazines or social media for news nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	2712	253	495	457	2000	830	957	923	837	1115	130*	120*	466	2000	830	957	1684	120*	71*	412	205	139	15**
NET: The Economist magazine or The Economist website or app	**32** 1%t	**2** ***1%***	**15** 3%a	**13** 3%a	**24** ***1%***	**12** ***1%***	**19** ***2%***	**20** ***2%***	**20** 2%a	**18** ***2%***	**-** -	**24** 20%aefgh **ijkm**	**9** ***2%***	**24** 1%t	**12** 1%t	**19** 2%t	**29** 2%t	**24** 20%anop **qtuv**	**9** 13%anopq **tuv**	**-** -	**-** -	**-** -	**2** ***1%***

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5a-f_number Number of Sources used nowadays - Across all Platforms

Base : All adults 16+ who use TV, Newspapers, Radio, Internet, Magazines or social media for news nowadays

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	2701	1289	1412	295	368	345	349	398	524	422	663	694	1344	502	710	572	917	1212	1489	1112	1589
Weighted base	2712	1326	1386	319	492	475	457	342	353	274	811	931	969	556	815	609	732	1371	1341	1568	1144
0 (no source specified)	118	49	69	19	27	29	17	11	12	4	46	45	27	14	33	27	44	47	71	73	45
	4%m	4%	5%	6%j	6%j	6%j	4%	3%	3%	1%	6%m	5%m	3%	2%	4%	4%	6%n	3%	5%r	5%	4%
1	534	243	291	80	110	70	97	60	64	54	190	167	178	89	134	121	190	223	311	280	254
	20%r	18%	21%	25%lhi	22%l	15%	21%	18%	18%	20%	23%lm	18%	18%	16%	16%	20%	26%anop	16%	23%ar	18%	22%l
2	550	262	289	56	114	95	91	58	62	74	170	186	195	87	142	152	170	229	321	311	239
	20%nr	20%	21%	17%	23%	20%	20%	17%	18%	27%adfgh i	21%	20%	20%	16%	17%	25%ano	23%no	17%	24%ar	20%	21%
3	405	182	223	38	55	82	70	55	60	46	93	152	160	83	103	98	121	187	219	223	182
	15%k	14%	16%	12%	11%	17%e	15%	16%	17%e	17%e	11%	16%k	17%k	15%	13%	16%	16%	14%	16%	14%	16%
4	308	160	148	30	58	39	36	49	55	42	87	75	146	65	97	68	78	162	146	173	135
	11%jl	12%	11%	9%	12%	8%	8%	14%fg	16%adfg	15%adfg	11%	8%	15%akl	12%	12%	11%	11%	12%	11%	11%	12%
5	250	128	122	28	31	53	41	32	40	26	59	94	97	57	97	49	48	153	97	146	104
	9%q	10%	9%	9%	6%	11%e	9%	9%	11%e	9%	7%	10%	10%	10%q	12%q	8%	7%	11%s	7%	9%	9%
6	183	90	93	30	32	30	34	26	20	11	61	64	57	39	74	40	31	113	70	113	69
	7%q	7%	7%	9%j	6%	6%	7%	8%	6%	4%	8%	7%	6%	7%	9%q	6%	4%	8%s	5%	7%	6%
7	97	59	38	9	16	22	22	11	11	7	25	43	29	35	31	14	17	66	31	60	37
	4%	4%c	3%	3%	3%	5%	5%	3%	3%	3%	3%	5%	3%	6%apq	4%	2%	2%	5%s	2%	4%	3%
8	77	42	35	4	17	18	10	16	11	3	20	28	29	25	28	13	10	53	24	53	24
	3%q	3%	3%	1%	3%	4%j	2%	5%dj	3%	1%	3%	3%	3%	5%q	3%q	2%	1%	4%s	2%	3%	2%
9	39	25	14	11	6	8	4	3	5	1	17	13	9	10	18	6	5	28	11	27	12
	1%	2%	1%	3%aj	1%	2%	1%	1%	1%	*	2%	1%	1%	2%	2%q	1%	1%	2%s	1%	2%	1%
10	30	14	16	5	9	4	3	6	2	3	13	7	10	9	12	5	4	21	9	20	10
	1%	1%	1%	1%	2%	1%	1%	2%	*	1%	2%	1%	1%	2%	2%	1%	1%	2%	1%	1%	1%
11	25	14	11	4	4	7	5	2	3	1	7	12	6	9	11	4	2	20	6	19	6
	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	2%q	1%	1%	*	1%s	*	1%	1%
12	31	20	11	2	4	6	13	4	3	-	6	19	7	11	6	4	11	17	14	24	7
	1%	2%	1%	1%	1%	1%	3%aj	1%	1%	-	1%	2%m	1%	2%	1%	1%	1%	1%	1%	2%	1%
13	14	8	6	-	2	2	6	2	1	-	2	8	3	7	2	4	*	10	4	9	4
	1%	1%	*	-	*	*	1%	*	*	-	*	1%	*	1%q	*	1%	*	1%	*	1%	*
14	19	10	9	2	5	8	*	2	2	-	7	8	3	4	13	2	-	17	2	16	3
	1%qs	1%	1%	*	1%	2%j	*	1%	*	-	1%	1%	*	1%	2%apq	*	-	1%s	*	1%u	*
15	12	10	2	-	-	3	2	4	1	2	-	5	7	2	8	-	1	11	1	9	3
	*	1%	*	-	-	1%	*	1%e	*	1%	-	1%	1%k	*	1%pq	-	*	1%s	*	1%	*

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5a-f_number Number of Sources used nowadays - Across all Platforms

Base : All adults 16+ who use TV, Newspapers, Radio, Internet, Magazines or social media for news nowadays

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Weighted base	2712	1326	1386	319	492	475	457	342	353	274	811	931	969	556	815	609	732	1371	1341	1568	1144
16	6	2	4	1	2	-	-	2	2	-	3	-	3	3	1	2	-	4	2	3	3
	*	*	*	*	*	-	-	*	1%	-	*	-	*	1%	*	*	-	*	*	*	*
17	3	3	-	-	-	-	2	-	1	1	-	2	2	-	2	-	1	2	1	-	3
	*	*	-	-	-	-	*	-	*	*	-	*	*	-	*	-	*	*	*	-	*
18	4	3	1	1	-	1	2	-	-	-	1	3	-	3	1	-	-	4	-	3	1
	*	*	*	*	-	*	1%	-	-	-	*	*	-	1%	*	-	-	*	-	*	*
19	2	-	2	1	-	-	*	-	-	-	1	*	-	*	1	-	-	2	-	*	1
	*	-	*	*	-	-	*	-	-	-	*	*	-	*	*	-	-	*	-	*	*
21	2	2	-	-	-	-	2	-	-	-	-	2	-	2	-	-	-	2	-	2	-
	*	*	-	-	-	-	*	-	-	-	-	*	-	*	-	-	-	*	-	*	-
24	2	2	-	-	2	-	-	-	-	-	2	-	-	-	-	2	-	-	2	2	-
	*	*	-	-	*	-	-	-	-	-	*	-	-	-	-	*	-	-	*	*	-
Mean Score	**3.68cjpq su**	**3.95ac**	**3.42**	**3.52**	**3.51**	**3.88j**	**3.91j**	**3.95j**	**3.65j**	**3.16**	**3.52**	**3.89**	**3.62**	**4.48apq**	**4.16apq**	**3.30q**	**2.86**	**4.29as**	**3.06**	**3.91u**	**3.37**

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5a-f_number Number of Sources used nowadays - Across all Platforms

Base : All adults 16+ who use TV, Newspapers, Radio, Internet, Magazines or social media for news nowadays

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	2701	1678	318	399	306	1862	533	275	181	148	183	163	200	86	222	220	2482	205
Weighted base	2712	2289	217	136	70	2155	486	385	237	201	247	230	255	124*	298	312	2408	289
0 (no source specified)	118	100	15	2	1	96	20	8	11	18	4	10	9	-	9	32	93	22
	4%d	4%d	7%de	1%	2%	4%	4%	2%	4%	9%ahkmno	2%	4%	3%	-	3%	10%ahiklmno	4%	8%aq
1	534	430	55	37	13	432	89	60	43	34	36	38	45	30	79	65	479	53
	20%	19%	25%ab	27%abe	18%	20%	18%	16%	18%	17%	15%	17%	18%	24%	27%ahjklm	21%	20%	18%
2	550	457	47	30	15	436	99	64	40	36	50	54	59	32	62	60	481	67
	20%	20%	22%	22%	22%	20%	20%	17%	17%	18%	20%	24%	23%	26%	21%	19%	20%	23%
3	405	341	29	24	11	316	78	69	36	28	38	32	30	24	43	41	359	44
	15%	15%	13%	18%	16%	15%	16%	18%	15%	14%	15%	14%	12%	20%	15%	13%	15%	15%
4	308	253	34	14	7	247	54	58	30	24	23	21	30	7	35	24	289	15
	11%f	11%	16%ab	10%	10%	11%	11%	15%np	12%	12%	9%	9%	12%	6%	12%	8%	12%f	5%
5	250	219	12	11	8	197	46	39	28	27	32	27	26	7	13	20	215	33
	9%o	10%c	6%	8%	11%c	9%	9%	10%o	12%o	13%op	13%op	12%o	10%o	6%	5%	6%	9%	11%
6	183	167	7	6	3	146	33	39	18	13	15	18	17	6	17	25	160	23
	7%c	7%cd	3%	4%	5%	7%	7%	10%	8%	6%	6%	8%	7%	5%	6%	8%	7%	8%
7	97	85	4	5	3	78	16	10	12	4	14	8	15	8	7	6	94	2
	4%	4%	2%	3%	5%	4%	3%	3%	5%	2%	6%	4%	6%p	6%	2%	2%	4%f	1%
8	77	69	3	3	3	63	11	15	3	5	12	2	7	2	14	8	71	6
	3%	3%	1%	2%	4%c	3%	2%	4%	1%	2%	5%	1%	3%	2%	5%	3%	3%	2%
9	39	34	3	1	1	33	5	7	7	3	3	1	2	1	5	6	32	7
	1%	1%	1%	1%	2%	2%	1%	2%	3%	2%	1%	*	1%	1%	2%	2%	1%	2%
10	30	24	5	1	1	24	5	3	1	2	7	4	-	2	-	4	28	2
	1%	1%	2%	*	2%d	1%	1%	1%	*	1%	3%mo	2%	-	2%	-	1%	1%	1%
11	25	24	-	1	*	22	3	-	2	2	4	-	5	-	6	6	20	5
	1%	1%	-	1%	*	1%	1%	-	1%	1%	2%h	-	2%h	-	2%h	2%h	1%	2%
12	31	29	1	1	1	17	14	5	-	3	5	5	2	1	3	5	28	3
	1%	1%	*	1%	1%	1%	3%af	1%	-	1%	2%	2%	1%	1%	1%	2%	1%	1%
13	14	11	2	1	*	8	5	2	4	-	-	1	-	-	-	4	12	1
	1%	*	1%	*	*	*	1%	*	2%	-	-	1%	-	-	-	1%	1%	*
14	19	18	-	-	1	18	-	5	-	-	2	1	-	2	3	5	15	4
	1%	1%	-	-	1%cd	1%	-	1%	-	-	1%	*	-	2%	1%	1%	1%	1%
15	12	11	-	-	*	8	3	-	2	-	1	3	2	-	-	3	11	1
	*	*	-	-	1%	*	1%	-	1%	-	*	1%	1%	-	-	1%	*	*

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5a-f_number Number of Sources used nowadays - Across all Platforms

Base : All adults 16+ who use TV, Newspapers, Radio, Internet, Magazines or social media for news nowadays

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Weighted base	2712	2289	217	136	70	2155	486	385	237	201	247	230	255	124*	298	312	2408	289
16	6	6	-	-	-	2	4	-	1	2	-	1	3	-	-	-	6	-
	*	*	-	-	-	*	1%l	-	*	1%	-	*	1%	-	-	-	*	-
17	3	3	-	-	-	3	-	2	-	-	-	1	-	-	1	-	3	-
	*	*	-	-	-	*	-	*	-	-	-	*	-	-	*	-	*	-
18	4	3	-	1	-	3	1	-	-	-	-	2	1	-	-	-	4	-
	*	*	-	*	-	*	*	-	-	-	-	1%a	*	-	-	-	*	-
19	2	1	-	-	*	1	-	-	-	-	-	-	-	-	1	-	2	-
	*	*	-	-	*ab	*	-	-	-	-	-	-	-	-	*	-	*	-
21	2	2	-	-	-	2	-	-	-	-	-	-	2	-	-	-	2	-
	*	*	-	-	-	*	-	-	-	-	-	-	1%a	-	-	-	*	-
24	2	2	-	-	-	2	-	-	-	2	-	-	-	-	-	-	2	-
	*	*	-	-	-	*	-	-	-	1%a	-	-	-	-	-	-	*	-
Mean Score	**3.68cd**	**3.78cd**	**2.93**	**3.14**	**3.87cd**	**3.65**	**3.80**	**3.96**	**3.75**	**3.63**	**4.21ao**	**3.91**	**3.91**	**3.39**	**3.43**	**3.62**	**3.71**	**3.49**

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Q5a-f_number Number of Sources used nowadays - Across all Platforms

Base : All adults 16+ who use TV, Newspapers, Radio, Internet, Magazines or social media for news nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	2701	194	424	394	2096	910	910	783	686	922	103	100	447	2096	910	910	1418	100	60	517	290	184	14
Weighted base	2712	253	495	457	2000	830	957	923	837	1115	130*	120*	466	2000	830	957	1684	120*	71*	412	205	139	15**
0 (no source specified)	118 4%defgnopuv	6 2%	18 4%	8 2%	44 2%l	7 1%	22 2%l	30 3%l	31 4%l	51 5%efg	2 1%	6 5%l	17 4%l	44 2%o	7 1%	22 2%o	82 5%nopuv	6 5%ov	3 4%ov	17 4%nouv	2 1%	- -	1 6%
1	534 20%bcdefghijlmnopqrsuv	26 10%	45 9%	41 9%	313 16%fgh	20 2%	70 7%f	99 11%fg	103 12%fg	145 13%fg	20 15%fg	10 9%f	55 12%fg	313 16%opsuv	20 2%	70 7%ouv	234 14%opsuv	10 9%osuv	- -	241 58%anopqrsuv	4 2%	1 1%	- -
2	550 20%bcdfghiklmoprsv	30 12%	61 12%	58 13%	380 19%fghlm	86 10%	123 13%l	123 13%l	135 16%fl	191 17%fgl	14 11%	6 5%	64 14%l	380 19%oprsv	86 10%sv	123 13%rsv	300 18%oprsv	6 5%	1 1%	115 28%anopqrsuv	35 17%orsv	6 4%	- -
3	405 15%bkmt	20 8%	63 13%	58 13%	309 15%km	138 17%klm	130 14%	123 13%	110 13%	159 14%km	8 6%	9 8%	44 10%	309 15%t	138 17%rt	130 14%t	241 14%t	9 8%	5 7%	24 6%	67 32%anopqrstv	18 13%t	4 29%
4	308 11%l	31 12%	46 9%	51 11%	255 13%m	148 18%aeghijklm	116 12%	95 10%	93 11%	126 11%	8 6%	10 8%	38 8%	255 13%st	148 18%anpqrst	116 12%t	190 11%t	10 8%t	2 3%	8 2%	55 27%anopqrst	32 22%anpqrst	2 15%
5	250 9%l	16 6%	70 14%ab	64 14%ab	216 11%	120 14%aeij	131 14%aij	124 13%aij	78 9%	102 9%	11 9%	11 9%	58 13%	216 11%t	120 14%anqtu	131 14%at	186 11%t	11 9%t	7 10%t	4 1%	18 9%t	33 24%anopqrstu	2 12%
6	183 7%l	36 14%ac	38 8%	42 9%	156 8%	93 11%ae	106 11%ae	94 10%a	74 9%	91 8%	10 8%	19 16%aeij	53 11%ae	156 8%t	93 11%anqt	106 11%anqt	137 8%t	19 16%anqtu	11 16%ant	2 *	14 7%t	20 15%anqtu	1 6%
7	97 4%l	14 6%	24 5%	22 5%	89 4%	52 6%a	59 6%a	49 5%	40 5%	48 4%	9 7%	9 8%	28 6%a	89 4%t	52 6%at	59 6%at	72 4%t	9 8%t	7 10%at	1 *	9 4%t	10 7%t	3 17%
8	77 3%tu	27 11%a	35 7%a	28 6%a	71 4%	44 5%a	56 6%ae	50 5%a	52 6%ae	49 4%a	18 14%aefghijm	7 6%	23 5%	71 4%tu	44 5%atu	56 6%antu	66 4%tu	7 6%tu	7 9%antu	- -	* *	9 6%atu	1 8%

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5a-f_number Number of Sources used nowadays - Across all Platforms

Base : All adults 16+ who use TV, Newspapers, Radio, Internet, Magazines or social media for news nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	2712	253	495	457	2000	830	957	923	837	1115	130*	120*	466	2000	830	957	1684	120*	71*	412	205	139	15**
9	39 *1%*	11 4%a	21 4%a	21 5%a	32 *2%*	22 3%a	24 *3%*	28 3%ae	23 3%a	29 3%a	3 *2%*	3 *2%*	15 3%a	32 2%t	22 3%atu	24 3%tu	36 2%tu	3 *2%*	3 4%tu	1 *	- -	2 *2%*	- -
10	30 1%t	8 3%a	14 3%a	9 2%	24 *1%*	19 2%a	20 *2%*	19 *2%*	18 *2%*	26 2%ae	2 *1%*	7 5%ae	11 *2%*	24 1%t	19 2%atu	20 2%tu	28 2%t	7 5%anqtu	6 9%anopqtuv	- -	- -	2 1%t	- -
11	25 *1%*	5 *2%*	14 3%a	8 *2%*	24 *1%*	19 2%ae	20 2%a	19 2%a	13 *2%*	17 *2%*	7 5%aeij	7 6%aeghij	14 3%ae	24 1%t	19 2%ant	20 2%at	24 1%t	7 6%anpqtuv	7 10%anopqtuv	- -	1 *	* *	- -
12	31 1%t	9 4%a	15 3%a	14 3%a	31 *2%*	22 3%a	27 3%a	22 2%a	22 3%a	25 2%a	6 5%ae	3 *2%*	16 3%ae	31 2%t	22 3%atu	27 3%atu	28 2%t	3 2%t	3 4%tu	- -	- -	2 2%t	1 *6%*
13	14 *1%*	2 *1%*	6 *1%*	5 *1%*	10 *1%*	8 *1%*	7 *1%*	10 *1%*	11 1%a	13 *1%*	1 *1%*	3 *2%*	7 2%ae	10 *1%*	8 *1%*	7 *1%*	13 *1%*	3 2%t	3 4%anpqtu	- -	- -	1 *1%*	- -
14	19 *1%*	2 *1%*	11 2%a	11 2%a	17 *1%*	11 *1%*	17 2%a	16 2%a	13 *2%*	15 *1%*	2 *2%*	3 3%a	7 *1%*	17 *1%*	11 1%t	17 2%at	19 *1%*	3 3%atu	2 2%t	- -	- -	- -	- -
15	12 *	5 2%a	4 *1%*	5 *1%*	12 *1%*	7 *1%*	12 1%a	8 *1%*	7 *1%*	10 *1%*	4 3%aehijm	3 3%ae	2 *1%*	12 *1%*	7 *1%*	12 1%at	10 *1%*	3 3%anqtu	1 2%t	- -	- -	2 1%t	- -
16	6 *	2 *1%*	5 1%a	6 1%a	6 *	4 *1%*	6 *1%*	6 *1%*	4 *1%*	6 *1%*	- -	2 *1%*	5 1%a	6 *	4 *1%*	6 *1%*	6 *	2 *1%*	2 2%ant	- -	- -	- -	- -
17	3 *	- -	2 *	1 *	3 *	2 *	3 *	2 *	2 *	2 *	- -	- -	2 *	3 *	2 *	3 *	2 *	- -	- -	- -	- -	1 *1%*	- -
18	4 *	- -	1 *	1 *	4 *	3 *	4 *	1 *	4 *	4 *	2 2%aeh	1 *1%*	4 1%a	4 *	3 *	4 *	4 *	1 *1%*	1 1%at	- -	- -	- -	- -
19	2 *	- -	1 *	- -	2 *	2 *	2 *	1 *	2 *	2 *	- -	2 1%ae	2 *	2 *	2 *	2 *	2 *	2 1%anq	2 2%anopqt	- -	- -	- -	- -
21	2 *	- -	- -	2 *	2 *	- -	2 *	2 *	- -	2 *	2 2%aefijm	- -	- -	2 *	- -	2 *	2 *	- -	- -	- -	- -	- -	- -

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q5a-f_number Number of Sources used nowadays - Across all Platforms

Base : All adults 16+ who use TV, Newspapers, Radio, Internet, Magazines or social media for news nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	2712	253	495	457	2000	830	957	923	837	1115	130*	120*	466	2000	830	957	1684	120*	71*	412	205	139	15**
24	2	2	-	2	2	2	2	2	2	2	2	-	2	2	2	2	2	-	-	-	-	-	-
	*	1%a	-	*	*	*	*	*	*	*	1%ae	-	*	*	*	*	*	-	-	-	-	-	-
Mean Score	**3.68t**	**5.66a**	**5.41a**	**5.53a**	**4.13a**	**5.48aeh**	**5.35aei**	**5.06aej**	**4.85ae**	**4.61ae**	**6.49aef**	**6.47aef**	**5.41aei**	**4.13atu**	**5.48anq**	**5.35anq**	**4.28atu**	**6.47ano**	**8.04ano**	**1.50**	**3.63t**	**5.33anq**	**5.03**
						ij	j				ghijm	ghijm	j		tu	tu		pqtuv	pqrtuv			tu	

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q6a Ways access and use news through internet or apps nowadays - used at all

Base : All adults 16+ who use Internet for news nowadays

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	1172	583	589	202	249	229	176	161	119	36	451	405	316	289	398	222	263	687	485	678	494
Weighted base	1393	697	696	222	345	326	238	146	94*	22**	567	564	262	354	513	271	253	868	525	984	409
Read news stories online	677 *49%*	335 *48%*	342 *49%*	110 *50%*	166 *48%*	143 *44%*	127 *53%*	76 *52%*	42 *45%*	12 *55%*	277 *49%*	270 *48%*	130 *50%*	208 59%aopq *59%*	256 50%q *50%*	129 47%q *47%*	85 *34%*	463 53%s *53%*	214 *41%*	491 *50%*	186 *45%*
Watch TV news online	275 *20%*	158 23%c *23%*	117 *17%*	50 *23%*	68 *20%*	68 *21%*	36 *15%*	27 *19%*	21 *23%*	4 *18%*	119 *21%*	104 *18%*	53 *20%*	67 *19%*	102 *20%*	60 *22%*	45 *18%*	169 *20%*	105 *20%*	209 21%u *21%*	65 *16%*
Watch news related video clips	241 *17%*	141 20%c *20%*	101 *14%*	47 21%i *21%*	53 *15%*	65 *20%*	41 *17%*	24 *16%*	11 *11%*	1 *4%*	100 *18%*	106 *19%*	35 *13%*	62 *17%*	85 *16%*	60 22%q *22%*	35 *14%*	147 *17%*	95 *18%*	183 *19%*	59 *14%*
Share existing news related video clips	77 6%hm *6%*	45 *6%*	32 *5%*	24 11%afhi *11%*	22 6%h *6%*	9 *3%*	21 9%fhi *9%*	1 *1%*	1 *1%*	- *-*	46 8%m *8%*	30 5%m *5%*	2 *1%*	17 *5%*	22 *4%*	25 9%o *9%*	14 *5%*	39 *4%*	38 *7%*	51 *5%*	26 *6%*
Post your own news related video clips	22 *2%*	11 *2%*	12 *2%*	7 3%e *3%*	1 * *2%*	5 *2%*	7 3%e *3%*	1 *1%*	1 *1%*	- *-*	8 *1%*	12 *2%*	2 *1%*	5 *2%*	3 *1%*	9 3%o *3%*	5 *2%*	8 *1%*	14 3%d *3%*	16 *2%*	7 *2%*
Read news related comments or articles on blogs, social networking sites or apps such as Facebook or Twitter	397 29%um *29%*	181 *26%*	216 *31%*	78 35%gi *35%*	120 35%gi *35%*	93 28%i *28%*	57 24%i *24%*	37 25%i *25%*	12 *12%*	1 *5%*	198 35%alm *35%*	149 26%m *26%*	50 *19%*	91 *26%*	159 *31%*	66 *24%*	81 *32%*	249 *29%*	148 *28%*	287 *29%*	110 *27%*
Share existing news related comments or articles on blogs, social networking sites or apps such as Facebook or Twitter	159 11%jm *11%*	62 *9%*	98 14%b *14%*	34 15%i *15%*	46 13%i *13%*	36 11%i *11%*	26 11%i *11%*	13 *9%*	3 *3%*	2 *7%*	80 14%m *14%*	62 *11%*	17 *7%*	47 *13%*	51 *10%*	21 *8%*	41 16%op *16%*	98 *11%*	61 *12%*	100 *10%*	60 15%l *15%*
Post your own news related comments or articles on blogs, social networking sites or apps such as Facebook or Twitter	70 *5%*	39 *6%*	31 *4%*	11 *5%*	15 *4%*	20 *6%*	14 *6%*	5 *4%*	4 *4%*	2 *7%*	26 *5%*	34 *6%*	10 *4%*	19 *5%*	25 *5%*	14 *5%*	11 *4%*	45 *5%*	26 *5%*	49 *5%*	21 *5%*
Watch news podcasts	58 *4%*	30 *4%*	28 *4%*	10 *4%*	10 *3%*	17 *5%*	13 *5%*	5 *3%*	3 *3%*	* *2%*	20 *4%*	29 *5%*	9 *3%*	19 5%q *5%*	20 *4%*	16 6%q *6%*	3 *1%*	39 *5%*	19 *4%*	41 *4%*	17 *4%*
Listen to news podcasts	51 *4%*	23 *3%*	28 *4%*	10 *5%*	12 *3%*	13 *4%*	9 *4%*	5 *4%*	1 *1%*	* *2%*	22 *4%*	23 *4%*	6 *2%*	13 *4%*	20 *4%*	11 *4%*	7 *3%*	33 *4%*	18 *3%*	37 *4%*	14 *4%*
Listen to radio news online	121 *9%*	54 *8%*	67 *10%*	21 *9%*	21 *6%*	44 14%ae *14%*	17 *7%*	10 *7%*	7 *8%*	1 *3%*	42 *7%*	61 *11%*	18 *7%*	32 *9%*	53 *10%*	21 *8%*	15 *6%*	85 *10%*	36 *7%*	82 *8%*	39 *10%*
Receive email alerts or notifications of news	141 *10%*	59 *8%*	82 *12%*	19 *9%*	34 *10%*	29 *9%*	38 16%a *16%*	12 *8%*	8 *8%*	2 *7%*	53 *9%*	67 *12%*	22 *8%*	49 14%p *14%*	44 *9%*	20 *7%*	28 *11%*	93 *11%*	47 *9%*	104 *11%*	37 *9%*

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u
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		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Weighted base	1393	697	696	222	345	326	238	146	94*	22**	567	564	262	354	513	271	253	868	525	984	409
Use a 'news ticker' or rolling news across your screen	36 3%	22 3%	14 2%	7 3%	8 2%	10 3%	5 2%	5 3%	2 2%	- -	15 3%	15 3%	7 3%	9 3%	10 2%	8 3%	9 3%	19 2%	17 3%	29 3%	7 2%
Subscribe to personalised news information i.e. choosing which topics you get information from all over the internet via RSS or news feeds	39 3%m	24 3%	15 2%	10 4%	12 3%	8 2%	9 4%	1 1%	- -	- -	21 4%m	17 3%m	1 *	12 3%	10 2%	6 2%	12 5%	21 2%	18 3%	30 3%	9 2%
Use a search engine to find out about a particular news story or subject	340 24%s	171 25%	169 24%	47 21%	63 18%	77 24%	73 31%e	49 34%ade	25 26%	5 25%	111 19%	151 27%k	79 30%k	101 28%pq	145 28%pq	50 18%	45 18%	245 28%s	95 18%	231 24%	109 27%
Look at a sequence or gallery of pictures about news	90 6%e	43 6%	47 7%	19 9%e	10 3%	22 7%	17 7%	13 9%e	8 8%e	2 8%	29 5%	39 7%	23 9%	27 7%	31 6%	19 7%	14 6%	57 7%	33 6%	66 7%	24 6%
Other	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
None	76 5%	30 4%	46 7%	8 4%	15 4%	26 8%	11 5%	8 6%	6 6%	2 8%	23 4%	37 7%	16 6%	19 5%	19 4%	22 8%o	16 6%	38 4%	38 7%	50 5%	26 6%
Don't know	55 4%	25 4%	31 4%	6 3%	19 6%	13 4%	10 4%	3 2%	2 3%	1 5%	25 4%	24 4%	6 2%	6 2%	12 2%	8 3%	28 11%anop	18 2%	37 7%ar	43 4%	12 3%
NET : ANY SITE VIDEO CLIPS	**280** 20%m	**157** ***23%***	**122** ***18%***	**58** 26%i	**69** ***20%***	**70** ***21%***	**47** ***20%***	**24** ***16%***	**12** ***12%***	**1** ***4%***	**127** 22%m	**117** 21%m	**36** ***14%***	**67** ***19%***	**98** ***19%***	**71** 26%q	**44** ***17%***	**165** ***19%***	**114** ***22%***	**207** ***21%***	**73** ***18%***
NET : ANY BLOGS/SOCIAL NETWORKING SITES OR APPS	**469** 34%im	**225** ***32%***	**244** ***35%***	**94** 43%afghi	**138** 40%i	**105** 32%i	**70** 30%i	**45** 31%i	**14** ***15%***	**3** ***12%***	**232** 41%alm	**175** ***31%***	**62** ***24%***	**107** ***30%***	**180** ***35%***	**77** ***28%***	**105** 41%anp	**287** ***33%***	**182** ***35%***	**330** ***34%***	**139** ***34%***
NET : ANY PODCASTS	**90** ***6%***	**45** ***6%***	**45** ***6%***	**17** ***8%***	**20** ***6%***	**23** ***7%***	**16** ***7%***	**9** ***6%***	**4** ***4%***	* ***2%***	**38** ***7%***	**39** ***7%***	**14** ***5%***	**22** ***6%***	**37** ***7%***	**21** ***8%***	**9** ***4%***	**60** ***7%***	**31** ***6%***	**64** ***6%***	**26** ***6%***
NET : AUTHORING: POST CLIPS, WRITE BLOGS	**82** ***6%***	**45** ***6%***	**37** ***5%***	**16** ***7%***	**15** ***4%***	**23** ***7%***	**16** ***7%***	**6** ***4%***	**4** ***4%***	**2** ***7%***	**31** ***5%***	**40** ***7%***	**12** ***4%***	**20** ***6%***	**27** ***5%***	**19** ***7%***	**15** ***6%***	**47** ***5%***	**35** ***7%***	**58** ***6%***	**24** ***6%***
NET : ANY ACTIVE WAYS: POST/SHARE CLIPS, WRITE/ SHARE BLOG, EMAILS, RSS, SEARCH ENGINE	**555** ***40%***	**273** ***39%***	**283** ***41%***	**95** ***43%***	**136** ***39%***	**126** ***39%***	**102** ***43%***	**60** ***41%***	**31** ***33%***	**5** ***25%***	**231** ***41%***	**228** ***41%***	**96** ***37%***	**153** 43%p	**209** ***41%***	**90** ***33%***	**103** ***41%***	**362** ***42%***	**193** ***37%***	**382** ***39%***	**173** ***42%***
Not stated	5 *	4 1%	1 *	- -	- -	2 1%	- -	3 2%ae	1 1%	- -	- -	2 *	4 1%k	1 *	3 1%	1 *	- -	4 *	1 *	5 *	1 *

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q6a Ways access and use news through internet or apps nowadays - used at all

Base : All adults 16+ who use Internet for news nowadays

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	1172	788	115	146	123	838	211	150	86	70	74	66	87	39	86	130	1057	110
Weighted base	1393	1205	94	59	34	1124	235	225	126*	111*	122*	114*	123*	65*	134*	185	1227	159*
Read news stories online	677 49%kp	570 47%	51 54%	35 59%ab	21 61%ab	545 48%	112 48%	129 57%kp	61 49%	48 43%	43 35%	51 45%	55 45%	39 60%kp	72 54%kp	73 39%	614 50%r	61 39%
Watch TV news online	275 20%i	243 20%	13 14%	10 17%	9 26%c	224 20%	42 18%	56 25%i	10 8%	17 15%	24 20%i	29 25%i	27 22%i	16 24%i	28 21%i	36 19%i	237 19%	37 24%
Watch news related video clips	241 17%c	214 18%c	6 6%	10 18%c	11 32%abcd	188 17%	43 18%	58 26%ailp	13 10%	18 16%	19 16%	14 12%	20 16%	31 47%ahijklm op	22 17%	20 11%	224 18%	17 11%
Share existing news related video clips	77 6%	69 6%	1 1%	2 4%	6 16%abcd	52 5%	20 8%	15 7%	6 5%	6 5%	6 5%	4 4%	10 8%	6 9%	6 5%	9 5%	67 5%	10 6%
Post your own news related video clips	22 2%	21 2%	- -	- -	1 3%cd	17 2%	4 2%	5 2%	1 1%	2 2%	2 1%	- -	5 4%	3 4%	3 2%	2 1%	20 2%	3 2%
Read news related comments or articles on blogs, social networking sites or apps such as Facebook or Twitter	397 29%cd	351 29%cd	17 18%	11 18%	19 55%abcd	314 28%	64 27%	79 35%	28 23%	32 29%	33 27%	37 32%	31 25%	19 29%	39 29%	53 28%	361 29%	34 22%
Share existing news related comments or articles on blogs, social networking sites or apps such as Facebook or Twitter	159 11%	139 12%	10 10%	5 8%	6 17%d	121 11%	32 14%	23 10%	14 11%	16 15%	18 14%	9 8%	18 14%	7 11%	15 11%	19 10%	146 12%	13 8%
Post your own news related comments or articles on blogs, social networking sites or apps such as Facebook or Twitter	70 5%	58 5%	6 6%	2 3%	4 13%abd	47 4%	19 8%f	8 4%	8 6%	5 5%	3 3%	4 4%	8 6%	7 11%	7 5%	7 4%	60 5%	10 7%
Watch news podcasts	58 4%	47 4%	6 6%	2 4%	3 9%ab	46 4%	9 4%	9 4%	6 5%	4 4%	8 6%	4 3%	3 2%	- -	5 3%	9 5%	48 4%	10 6%
Listen to news podcasts	51 4%	44 4%	5 5%	1 2%	2 5%	35 3%	14 6%	2 1%	7 6%h	3 3%	10 8%hl	- -	3 2%	1 2%	4 3%	14 8%ahl	43 4%	8 5%
Listen to radio news online	121 9%d	113 9%de	5 5%	2 3%	1 4%	97 9%	23 10%	31 14%i	4 3%	10 9%	13 11%	12 11%	11 9%	8 12%	11 8%	14 7%	112 9%	9 6%

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q6a Ways access and use news through internet or apps nowadays - used at all

Base : All adults 16+ who use Internet for news nowadays

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Weighted base	1393	1205	94	59	34	1124	235	225	126*	111*	122*	114*	123*	65*	134*	185	1227	159*
Receive email alerts or notifications of news	141 10%de	130 11%de	8 9%d	1 2%	1 4%	119 11%	21 9%	24 11%	9 7%	16 15%	14 12%	8 7%	17 14%	13 20%	13 9%	17 9%	123 10%	18 11%
Use a 'news ticker' or rolling news across your screen	36 3%	33 3%	2 2%	1 1%	* 1%	26 2%	10 4%	5 2%	8 7%lp	4 4%p	4 3%	- -	7 6%p	2 2%	3 2%	- -	35 3%	1 1%
Subscribe to personalised news information i.e. choosing which topics you get information from all over the internet via RSS or news feeds	39 3%	36 3%	2 2%	1 2%	* 1%	32 3%	7 3%	8 3%	4 4%	3 2%	2 1%	4 4%	3 3%	- -	4 3%	7 4%	33 3%	6 4%
Use a search engine to find out about a particular news story or subject	340 24%e	305 25%e	20 21%	11 18%	5 13%	270 24%	66 28%	55 24%	29 23%	40 36%ano	41 33%	29 26%	31 25%	9 15%	26 20%	45 24%	297 24%	41 26%
Look at a sequence or gallery of pictures about news	90 6%	83 7%	3 3%	3 4%	2 5%	66 6%	23 10%	16 7%	11 9%	2 1%	5 4%	8 7%	16 13%ajp	6 9%	10 8%	9 5%	84 7%	6 4%
Other	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
None	76 5%	67 6%	6 6%	2 4%	1 3%	60 5%	15 7%	11 5%	16 13%ahjno	4 3%	12 10%	6 5%	6 4%	- -	3 2%	11 6%	65 5%	9 6%
Don't know	55 4%	50 4%	3 3%	2 3%	* *	35 3%	20 8%cf	3 1%	9 7%hkp	9 8%hkp	- -	9 8%hkp	13 10%ahknp	- -	6 5%	1 1%	44 4%	10 6%
NET : ANY SITE VIDEO CLIPS	**280** 20%c	**249** 21%c	**6** **6%**	**12** 20%c	**13** 38%abcd	**217** **19%**	**49** **21%**	**67** 30%ailp	**14** **11%**	**22** **20%**	**21** **18%**	**14** **12%**	**27** **22%**	**34** 52%ahijklm op	**25** **18%**	**27** **15%**	**253** **21%**	**25** **16%**
NET : ANY BLOGS/SOCIAL NETWORKING SITES OR APPS	**469** 34%cd	**415** 34%cd	**21** **22%**	**12** **20%**	**21** 61%abcd	**371** **33%**	**77** **33%**	**92** **41%**	**41** **33%**	**35** **32%**	**40** **33%**	**41** **36%**	**40** **32%**	**23** **35%**	**44** **32%**	**60** **32%**	**426** **35%**	**42** **26%**
NET : ANY PODCASTS	**90** **6%**	**75** **6%**	**9** **9%**	**3** **5%**	**3** **10%**	**67** **6%**	**19** **8%**	**9** **4%**	**11** **9%**	**7** **6%**	**13** **11%**	**4** **3%**	**4** **3%**	**1** **2%**	**5** **3%**	**21** 11%ahmo	**73** **6%**	**17** **11%**
NET : AUTHORING: POST CLIPS, WRITE BLOGS	**82** **6%**	**69** **6%**	**6** **6%**	**2** **3%**	**5** 15%abcd	**56** **5%**	**21** **9%**	**11** **5%**	**8** **6%**	**7** **6%**	**5** **4%**	**4** **4%**	**11** **9%**	**7** **11%**	**7** **5%**	**9** **5%**	**70** **6%**	**12** **8%**
NET : ANY ACTIVE WAYS: POST/SHARE CLIPS, WRITE/ SHARE BLOG, EMAILS, RSS, SEARCH ENGINE	**555** 40%d	**496** 41%d	**31** **33%**	**14** **24%**	**14** 42%d	**439** **39%**	**102** **43%**	**88** **39%**	**51** **40%**	**59** 53%ao	**60** 50%o	**47** **41%**	**51** **42%**	**24** **37%**	**42** **31%**	**73** **39%**	**481** **39%**	**72** **45%**

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q6a Ways access and use news through internet or apps nowadays - used at all

Base : All adults 16+ who use Internet for news nowadays

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Weighted base	1393	1205	94	59	34	1124	235	225	126*	111*	122*	114*	123*	65*	134*	185	1227	159*
Not stated	5	5	-	-	-	3	2	1	-	-	-	-	1	-	2	1	5	-
	*	*	-	-	-	*	1%	1%	-	-	-	-	1%	-	1%	1%	*	-

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q6a Ways access and use news through internet or apps nowadays - used at all

Base : All adults 16+ who use Internet for news nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	1172	194	424	394	726	310	416	783	686	676	79	65	258	726	310	416	1172	65	40	-	-	-	-
Weighted base	1393	253	495	457	841	362	514	923	837	824	106*	81*	305	841	362	514	1393	81*	51*	-**	-**	-**	-**
Read news stories online	677 *49%*	141 *56%*	250 *50%*	249 *55%*	417 *50%*	184 *51%*	292 *57%aeh*	454 *49%*	438 *52%*	417 *51%*	69 *65%aefhij*	39 *48%*	176 *58%ah*	417 *50%*	184 *51%*	292 *57%anq*	677 *49%*	39 *48%*	28 *55%*	-	-	-	-
Watch TV news online	275 *20%*	62 *24%*	101 *21%*	115 *25%*	204 *24%aj*	70 *19%*	118 *23%*	194 *21%*	173 *21%*	155 *19%*	32 *30%aj*	19 *23%*	72 *24%*	204 *24%aq*	70 *19%*	118 *23%*	275 *20%*	19 *23%*	13 *26%*	-	-	-	-
Watch news related video clips	241 *17%*	55 *22%*	86 *17%*	88 *19%*	154 *18%*	65 *18%*	111 *22%*	153 *17%*	174 *21%*	189 *23%ah*	39 *36%aefghijm*	19 *24%*	69 *23%*	154 *18%*	65 *18%*	111 *22%*	241 *17%*	19 *24%*	14 *28%*	-	-	-	-
Share existing news related video clips	77 *6%*	13 *5%*	35 *7%*	31 *7%*	49 *6%*	28 *8%*	35 *7%*	51 *6%*	69 *8%a*	67 *8%*	7 *7%*	7 *9%*	37 *12%aegh*	49 *6%*	28 *8%*	35 *7%*	77 *6%*	7 *9%*	6 *12%*	-	-	-	-
Post your own news related video clips	22 *2%*	7 *3%*	10 *2%*	9 *2%*	12 *1%*	7 *2%*	10 *2%*	15 *2%*	20 *2%*	22 *3%*	1 *1%*	1 *1%*	13 *4%aeh*	12 *1%*	7 *2%*	10 *2%*	22 *2%*	1 *1%*	1 *2%*	-	-	-	-
Read news related comments or articles on blogs, social networking sites or apps such as Facebook or Twitter	397 *29%*	73 *29%*	136 *27%*	122 *27%*	232 *28%*	86 *24%*	164 *32%f*	242 *26%*	282 *34%aefh*	317 *39%aefh*	32 *30%*	24 *29%*	113 *37%aefh*	232 *28%*	86 *24%*	164 *32%o*	397 *29%*	24 *29%*	14 *28%*	-	-	-	-
Share existing news related comments or articles on blogs, social networking sites or apps such as Facebook or Twitter	159 *11%*	36 *14%*	64 *13%*	63 *14%*	101 *12%*	42 *11%*	64 *12%*	103 *11%*	121 *14%*	141 *17%aefh*	14 *13%*	10 *13%*	59 *19%aefgh*	101 *12%*	42 *11%*	64 *12%*	159 *11%*	10 *13%*	7 *13%*	-	-	-	-
Post your own news related comments or articles on blogs, social networking sites or apps such as Facebook or Twitter	70 *5%*	22 *9%*	29 *6%*	25 *5%*	46 *5%*	15 *4%*	24 *5%*	48 *5%*	47 *6%*	62 *7%*	6 *6%*	2 *3%*	20 *6%*	46 *5%*	15 *4%*	24 *5%*	70 *5%*	2 *3%*	- -	-	-	-	-

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q6a Ways access and use news through internet or apps nowadays - used at all

Base : All adults 16+ who use Internet for news nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	1393	253	495	457	841	362	514	923	837	824	106*	81*	305	841	362	514	1393	81*	51*	-**	-**	-**	-**
Watch news podcasts	58 4%	14 5%	26 5%	23 5%	31 4%	15 4%	23 5%	46 5%	32 4%	39 5%	3 2%	5 6%	22 7%	31 4%	15 4%	23 5%	58 4%	5 6%	3 6%	-	-	-	-
Listen to news podcasts	51 4%	15 6%	30 6%	28 6%	33 4%	22 6%	31 6%	42 5%	39 5%	41 5%	7 7%	6 7%	24 8%ae	33 4%	22 6%	31 6%	51 4%	6 7%	5 9%	-	-	-	-
Listen to radio news online	121 9%	28 11%	51 10%	55 12%	84 10%	26 7%	69 13%af	87 9%	81 10%	93 11%	6 6%	5 6%	27 9%	84 10%	26 7%	69 13%aoq	121 9%	5 6%	5 10%	-	-	-	-
Receive email alerts or notifications of news	141 10%	32 13%	52 10%	55 12%	93 11%	33 9%	56 11%	92 10%	97 12%	103 12%	11 10%	6 8%	42 14%	93 11%	33 9%	56 11%	141 10%	6 8%	6 12%	-	-	-	-
Use a 'news ticker' or rolling news across your screen	36 3%	11 4%	12 2%	13 3%	24 3%	9 3%	18 4%	24 3%	27 3%	21 3%	4 4%	6 8%ahj	7 2%	24 3%	9 3%	18 4%	36 3%	6 8%aq	1 2%	-	-	-	-
Subscribe to personalised news information i.e. choosing which topics you get information from all over the internet via RSS or news feeds	39 3%	8 3%	15 3%	15 3%	18 2%	9 2%	16 3%	29 3%	30 4%	29 4%	4 3%	4 5%	13 4%	18 2%	9 2%	16 3%	39 3%	4 5%	1 1%	-	-	-	-
Use a search engine to find out about a particular news story or subject	340 24%	70 28%	133 27%	134 29%	221 26%	103 29%	150 29%	254 28%	194 23%	234 28%	33 31%	23 28%	112 37%aehij	221 26%	103 29%	150 29%	340 24%	23 28%	15 30%	-	-	-	-
Look at a sequence or gallery of pictures about news	90 6%	22 9%	46 9%	39 9%	66 8%	32 9%	46 9%	65 7%	62 7%	71 9%	17 16%aehi	9 11%	39 13%aehi	66 8%	32 9%	46 9%	90 6%	9 11%	5 11%	-	-	-	-
Other	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	-	-	-	-
None	76 5%	7 3%	37 7%b	18 4%	56 7%	29 8%jm	25 5%	57 6%	37 4%	35 4%	5 4%	10 13%agijm	9 3%	56 7%	29 8%	25 5%	76 5%	10 13%apq	7 15%apq	-	-	-	-

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
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		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
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Weighted base	1393	253	495	457	841	362	514	923	837	824	106*	81*	305	841	362	514	1393	81*	51*	-**	-**	-**	-**
Don't know	55 4%bj	1 *	16 3%	14 3%	30 4%	9 3%	16 3%	36 4%j	36 4%j	14 2%	1 1%	1 1%	8 3%	30 4%	9 3%	16 3%	55 4%	1 1%	1 2%	-	-	-	-
NET : ANY SITE VIDEO CLIPS	**280** **20%**	**65** **26%**	**102** **21%**	**100** **22%**	**183** **22%**	**85** **23%**	**126** **25%**	**177** **19%**	**208** 25%ah	**221** 27%ah	**39** 36%aefhi	**23** **28%**	**81** 27%ah	**183** **22%**	**85** **23%**	**126** **25%**	**280** **20%**	**23** **28%**	**18** 35%aq	-	-	-	-
NET : ANY BLOGS/SOCIAL NETWORKING SITES OR APPS	**469** **34%**	**91** **36%**	**158** **32%**	**145** **32%**	**276** **33%**	**103** **28%**	**183** **36%**	**284** **31%**	**331** 40%aefh	**379** 46%aefghi	**41** **38%**	**30** **37%**	**130** 43%aefh	**276** **33%**	**103** **28%**	**183** **36%**	**469** **34%**	**30** **37%**	**17** **34%**	-	-	-	-
NET : ANY PODCASTS	**90** **6%**	**21** **9%**	**45** **9%**	**40** **9%**	**51** **6%**	**31** **8%**	**42** **8%**	**73** **8%**	**55** **7%**	**62** **8%**	**7** **7%**	**9** **11%**	**34** 11%aei	**51** **6%**	**31** **8%**	**42** **8%**	**90** **6%**	**9** **11%**	**6** **11%**	-	-	-	-
NET : AUTHORING: POST CLIPS, WRITE BLOGS	**82** **6%**	**26** 10%a	**35** **7%**	**30** **7%**	**54** **6%**	**19** **5%**	**30** **6%**	**57** **6%**	**57** **7%**	**74** 9%a	**7** **7%**	**3** **4%**	**28** **9%**	**54** **6%**	**19** **5%**	**30** **6%**	**82** **6%**	**3** **4%**	**1** **2%**	-	-	-	-
NET : ANY ACTIVE WAYS: POST/SHARE CLIPS, WRITE/ SHARE BLOG, EMAILS, RSS, SEARCH ENGINE	**555** **40%**	**116** **46%**	**210** **42%**	**194** **42%**	**352** **42%**	**156** **43%**	**214** **42%**	**378** **41%**	**356** **43%**	**399** 48%aeh	**49** **46%**	**38** **46%**	**162** 53%aefghi	**352** **42%**	**156** **43%**	**214** **42%**	**555** **40%**	**38** **46%**	**22** **43%**	-	-	-	-
Not stated	5 *	3 1%	2 *	1 *	4 *	2 1%	1 *	4 *	2 *	1 *	- -	1 1%	1 *	4 *	2 1%	1 *	5 *	1 1%	1 2%	-	-	-	-

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q6a2 Way closest to how they find out about news online

Base : All adults 16+ who get news stories through social media (e.g. Facebook, Twitter, YouTube, etc)

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	730	303	427	184	190	134	96	69	42	15	374	230	126	134	213	159	224	347	383	401	329
Weighted base	874	380	494	203	248	184	137*	59*	33*	10**	451	320	102	184	279	202	209	463	411	586	288
Mostly get news via social media posts	414 47%hilm n	181 *48%*	233 *47%*	136 67%aefgh i	138 55%ufghi	75 41%i	41 *30%*	17 *29%*	5 *16%*	3 *27%*	274 61%alm	115 *36%m*	25 *24%*	60 *33%*	142 51%n	88 *43%*	124 59%anp	202 *44%*	212 *52%*	274 *47%*	140 *49%*
Mostly get news directly from websites\app of a news organisation	194 *22%dkqs*	86 *23%*	108 *22%*	24 *12%*	48 *19%*	46 25%d	48 35%ade	17 28%d	11 32%d	2 *17%*	72 *16%*	93 29%k	29 28%k	63 34%apq	69 25%q	39 19%q	23 *11%*	132 29%as	62 *15%*	146 25%u	48 *17%*
Get news equally from both social media posts and directly from websites\app of news organisation	207 *24%*	91 *24%*	116 *24%*	36 *18%*	58 *23%*	48 *26%*	37 *27%*	17 *28%*	11 *32%*	2 *20%*	94 *21%*	84 *26%*	29 *29%*	51 *28%*	61 *22%*	53 *26%*	42 *20%*	112 *24%*	95 *23%*	135 *23%*	72 *25%*
Don't know	59 7%eko	22 *6%*	37 *7%*	7 *4%*	5 *2%*	15 8%e	12 9%e	9 15%ade	7 20%adef	4 *38%*	12 *3%*	27 9%k	19 19%akl	10 *5%*	6 *2%*	22 11%o	20 10%o	16 *4%*	42 10%r	31 *5%*	28 10%t

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q6a2 Way closest to how they find out about news online

Base : All adults 16+ who get news stories through social media (e.g. Facebook, Twitter, YouTube, etc)

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	730	489	83	57	101	489	140	86	44	52	47	51	62	26	45	76	649	80
Weighted base	874	757	64*	26*	28*	690	157	131*	61*	74*	85*	93*	86*	49**	71*	108*	761	113*
Mostly get news via social media posts	414 *47%m*	359 *47%*	27 *41%*	13 *49%*	16 *58%c*	333 *48%*	65 *41%*	58 *45%*	29 *48%*	36 *49%*	53 *62%mo*	50 *54%m*	27 *32%*	27 *56%*	27 *38%*	50 *47%*	355 *47%*	59 *52%*
Mostly get news directly from websites\app of a news organisation	194 *22%e*	171 *23%e*	15 *23%e*	5 *21%*	3 *10%*	148 *21%*	43 *28%*	42 *32%ko*	16 *26%*	16 *21%*	11 *13%*	15 *17%*	29 *34%aklo*	12 *24%*	7 *10%*	24 *22%*	176 *23%*	18 *16%*
Get news equally from both social media posts and directly from websites\app of news organisation	207 *24%*	178 *23%*	15 *24%*	6 *24%*	8 *29%*	164 *24%*	35 *22%*	25 *19%*	12 *20%*	20 *27%*	20 *24%*	19 *21%*	21 *25%*	6 *13%*	31 *44%ahilmp*	23 *21%*	187 *25%*	20 *18%*
Don't know	59 *7%*	49 *6%*	7 *11%*	1 *5%*	1 *3%*	44 *6%*	14 *9%*	5 *4%*	4 *6%*	2 *3%*	2 *2%*	8 *9%*	8 *10%*	3 *7%*	6 *8%*	11 *10%*	41 *5%*	17 *15%aq*

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q6a2 Way closest to how they find out about news online

Base : All adults 16+ who get news stories through social media (e.g. Facebook, Twitter, YouTube, etc)

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	730	73	179	159	467	164	223	303	342	730	46	37	183	467	164	223	730	37	22	-	-	-	-
Weighted base	874	108*	213	190	569	191	291	369	412	874	62*	47*	200	569	191	291	874	47*	27**	-**	-**	-**	-**
Mostly get news via social media posts	414 47%bcdgkp	33 *31%*	80 *38%*	57 *30%*	233 *41%*	73 *38%*	107 *37%*	147 *40%*	202 49%efghk	414 47%gk	17 *27%*	25 54%k	96 48%k	233 *41%*	73 *38%*	107 *37%*	414 47%p	25 *54%*	13 *48%*	-	-	-	-
Mostly get news directly from websites\app of a news organisation	194 *22%*	37 34%a	63 *29%*	58 31%a	145 *25%*	50 *26%*	82 *28%*	109 29%ajm	103 *25%*	194 *22%*	22 35%m	8 *17%*	39 *20%*	145 *25%*	50 *26%*	82 *28%*	194 *22%*	8 *17%*	3 *11%*	-	-	-	-
Get news equally from both social media posts and directly from websites\app of news organisation	207 *24%*	36 *34%*	67 *31%*	70 37%a	152 *27%*	58 *30%*	92 32%aj	109 *29%*	103 *25%*	207 *24%*	19 *30%*	11 *24%*	60 *30%*	152 *27%*	58 *30%*	92 32%aq	207 *24%*	11 *24%*	10 *37%*	-	-	-	-
Don't know	59 7%chi	1 *1%*	3 *1%*	5 *3%*	40 7%hi	11 6%hi	11 *4%*	5 *1%*	5 *1%*	59 7%hi	5 8%hi	2 *5%*	6 *3%*	40 *7%*	11 *6%*	11 *4%*	59 *7%*	2 *5%*	1 *3%*	-	-	-	-

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q6a4_01 Frequency of accessing news online in different ways
Go directly to a website/app of a news provider such as the Mail Online, BBC News online, or Buzzfeed

Base : All adults 16+ who use Internet or social media for news nowadays

	Total (a)	Sex: Male (b)	Sex: Female (c)	Age (A): 16 - 24 (d)	Age (A): 25 - 34 (e)	Age (A): 35 - 44 (f)	Age (A): 45 - 54 (g)	Age (A): 55 - 64 (h)	Age (A): 65 - 74 (i)	Age (A): 75+ (j)	Age (B): 16 - 34 (k)	Age (B): 35 - 54 (l)	Age (B): 55+ (m)	Social Grade (A): AB (n)	Social Grade (A): C1 (o)	Social Grade (A): C2 (p)	Social Grade (A): DE (q)	Social Grade (B): ABC1 (r)	Social Grade (B): C2DE (s)	Working Status: Working (t)	Working Status: Not working (u)
Unweighted base	1418	680	738	255	308	272	212	181	141	49	563	484	371	321	459	284	354	780	638	801	617
Weighted base	1684	818	866	283	416	385	298	162	110	30*	699	683	302	402	589	352	342	990	694	1169	515
Most times	361 21%dkpqs u	197 24%c	164 19%	29 10%	85 20%d	97 25%di	78 26%di	48 30%adei	16 15%	7 22%d	114 16%	175 26%k	71 24%k	108 27%pq	168 29%apq	49 14%	35 10%	276 28%as	84 12%	274 23%u	87 17%
Often	315 19%iq	165 20%	150 17%	59 21%j	77 18%j	69 18%j	55 19%j	40 25%ij	15 13%	1 4%	136 19%	124 18%	56 19%	95 24%q	116 20%q	59 17%	45 13%	211 21%s	104 15%	229 20%	86 17%
Sometimes	468 28%hm	206 25%	262 30%	90 32%h	128 31%h	110 29%h	76 26%	31 19%	25 23%	8 27%	218 31%m	186 27%	64 21%	102 25%	164 28%	107 31%	94 27%	266 27%	201 29%	325 28%	143 28%
Rarely	187 11%n	91 11%	96 11%	37 13%	47 11%	41 11%	33 11%	18 11%	10 10%	2 8%	84 12%	73 11%	30 10%	27 7%	60 10%	56 16%ano	44 13%n	87 9%	100 14%r	126 11%	61 12%
Never	324 19%or	151 18%	173 20%	65 23%h	74 18%	63 16%	49 16%	23 14%	39 36%adefg h	11 35%aefgh	139 20%	112 16%	73 24%l	65 16%	74 13%	73 21%o	112 33%anop	139 14%	185 27%ar	198 17%	126 24%at
Don't know	30 2%	8 1%	21 2%	4 1%	6 1%	5 1%	7 2%	3 2%	4 4%	1 4%	9 1%	13 2%	8 3%	5 1%	6 1%	8 2%	12 3%o	10 1%	19 3%r	18 2%	12 2%
NET: EVER DONE	1331 79%ijmqs u	659 81%	672 78%	215 76%i	337 81%ij	317 82%ij	242 81%ij	137 84%ij	66 60%	18 61%	551 79%	559 82%m	221 73%	332 83%q	509 86%apq	272 77%q	218 64%	841 85%as	490 71%	954 82%u	377 73%

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q6a4_01 Frequency of accessing news online in different ways
Go directly to a website/app of a news provider such as the Mail Online, BBC News online, or Buzzfeed

Base : All adults 16+ who use Internet or social media for news nowadays

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	1418	952	151	170	145	1014	259	171	100	84	92	92	114	46	99	154	1265	147
Weighted base	1684	1455	119	70	40	1363	282	259	144*	131*	154*	158*	159	78*	153*	220	1462	214
Most times	361	315	24	9	13	293	55	52	25	33	35	33	33	19	32	53	306	55
	21%d	22%d	20%	13%	32%abcd	22%	19%	20%	17%	25%	22%	21%	21%	25%	21%	24%	21%	26%
Often	315	269	28	15	4	261	50	52	22	32	19	22	34	8	35	45	287	25
	19%ef	18%e	23%e	21%e	10%	19%	18%	20%	15%	24%	12%	14%	21%	10%	23%	21%	20%ef	12%
Sometimes	468	406	33	24	5	404	59	77	44	32	53	44	22	21	42	71	404	63
	28%em	28%e	28%e	34%e	12%	30%g	21%	30%m	31%m	25%	34%m	28%m	14%	27%	28%m	32%m	28%	29%
Rarely	187	169	6	8	4	146	37	31	6	17	19	20	31	7	20	19	157	30
	11%ci	12%c	5%	11%	10%	11%	13%	12%i	4%	13%i	12%	13%	19%aip	9%	13%i	9%	11%	14%
Never	324	269	26	15	14	244	65	46	37	13	28	29	39	23	24	32	280	41
	19%j	18%	22%	21%	35%abcd	18%	23%	18%	26%jp	10%	18%	18%	24%jp	29%jp	16%	14%	19%	19%
Don't know	30	27	2	*	-	14	15	1	10	4	1	10	1	-	-	1	29	1
	2%	2%	2%	1%	-	1%	5%af	*	7%ahkmop	3%	1%	6%ahmop	1%	-	-	*	2%	1%
NET: EVER DONE	1331	1159	91	55	26	1104	201	212	97	114	126	119	120	55	129	188	1154	172
	79%egl	80%e	77%e	78%e	65%	81%g	71%	82%i	67%	87%imn	82%i	76%	75%	71%	84%i	85%in	79%	80%

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q6a4_01 Frequency of accessing news online in different ways
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Base : All adults 16+ who use Internet or social media for news nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	1418	194	424	394	908	364	477	783	686	922	90	70	301	908	364	477	1418	70	41	-	-	-	-
Weighted base	1684	253	495	457	1060	420	588	923	837	1115	120*	87*	348	1060	420	588	1684	87*	51*	-**	-**	-**	-**
Most times	361	80	136	149	234	107	148	260	204	220	39	18	84	234	107	148	361	18	13	-	-	-	-
	21%	*32%a*	*28%a*	*33%a*	*22%*	*26%j*	*25%j*	*28%aej*	*24%*	*20%*	*33%aej*	*21%*	*24%*	*22%*	*26%*	*25%*	*21%*	*21%*	*25%*	-	-	-	-
Often	315	63	113	96	205	88	121	196	168	216	28	14	60	205	88	121	315	14	11	-	-	-	-
	19%	*25%*	*23%*	*21%*	*19%*	*21%*	*21%*	*21%*	*20%*	*19%*	*23%*	*17%*	*17%*	*19%*	*21%*	*21%*	*19%*	*17%*	*21%*	-	-	-	-
Sometimes	468	61	135	108	285	114	178	243	270	306	22	35	98	285	114	178	468	35	16	-	-	-	-
	28%	*24%*	*27%*	*24%*	*27%*	*27%*	*30%k*	*26%*	*32%ehk*	*27%*	*18%*	*41%aefhjk*	*28%*	*27%*	*27%*	*30%*	*28%*	*41%anoq*	*32%*	-	-	-	-
Rarely	187	13	42	47	122	39	55	88	76	136	12	8	44	122	39	55	187	8	5	-	-	-	-
	11%p	*5%*	*9%*	*10%*	*12%*	*9%*	*9%*	*10%*	*9%*	*12%*	*10%*	*9%*	*13%*	*12%*	*9%*	*9%*	*11%*	*9%*	*10%*	-	-	-	-
Never	324	34	60	52	191	60	76	122	106	223	15	8	53	191	60	76	324	8	5	-	-	-	-
	19%cdghip	*13%*	*12%*	*11%*	*18%ghi*	*14%*	*13%*	*13%*	*13%*	*20%fghi*	*12%*	*9%*	*15%*	*18%p*	*14%*	*13%*	*19%p*	*9%*	*9%*	-	-	-	-
Don't know	30	3	8	5	23	12	11	14	13	14	4	3	9	23	12	11	30	3	2	-	-	-	-
	2%	*1%*	*2%*	*1%*	*2%*	*3%*	*2%*	*2%*	*2%*	*1%*	*3%*	*4%*	*3%*	*2%*	*3%*	*2%*	*2%*	*4%*	*4%*	-	-	-	-
NET: EVER DONE	1331	216	426	401	846	349	502	787	718	877	102	75	286	846	349	502	1331	75	45	-	-	-	-
	79%	*85%*	*86%a*	*88%a*	*80%*	*83%*	*85%aej*	*85%aej*	*86%aej*	*79%*	*85%*	*87%*	*82%*	*80%*	*83%*	*85%anq*	*79%*	*87%*	*87%*	-	-	-	-

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q6a4_02 Frequency of accessing news online in different ways
Go directly to a website/app that brings together news from different news providers such as Yahoo, Tesco home page, Apple News, Flipboard etc

Base : All adults 16+ who use Internet or social media for news nowadays

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	1418	680	738	255	308	272	212	181	141	49	563	484	371	321	459	284	354	780	638	801	617
Weighted base	1684	818	866	283	416	385	298	162	110	30*	699	683	302	402	589	352	342	990	694	1169	515
Most times	136	75	61	19	32	32	30	9	13	2	51	62	23	40	49	29	19	89	47	99	38
	8%	*9%*	*7%*	*7%*	*8%*	*8%*	*10%*	*5%*	*12%*	*5%*	*7%*	*9%*	*8%*	*10%*	*8%*	*8%*	*5%*	*9%*	*7%*	*8%*	*7%*
Often	127	65	62	18	23	24	28	20	12	2	41	52	34	37	42	21	27	79	48	88	39
	8%	*8%*	*7%*	*6%*	*6%*	*6%*	*9%*	*12%ef*	*11%*	*5%*	*6%*	*8%*	*11%ak*	*9%*	*7%*	*6%*	*8%*	*8%*	*7%*	*8%*	*8%*
Sometimes	419	195	224	76	110	116	62	33	17	5	186	179	55	97	146	101	76	243	176	314	106
	25%im	*24%*	*26%*	*27%i*	*26%i*	*30%ghi*	*21%*	*20%*	*15%*	*16%*	*27%m*	*26%m*	*18%*	*24%*	*25%*	*29%*	*22%*	*25%*	*25%*	*27%u*	*21%*
Rarely	283	134	149	63	65	69	46	24	10	4	128	115	39	65	106	54	58	171	112	195	88
	17%j	*16%*	*17%*	*22%i*	*16%*	*18%i*	*16%*	*15%*	*9%*	*15%*	*18%*	*17%*	*13%*	*16%*	*18%*	*15%*	*17%*	*17%*	*16%*	*17%*	*17%*
Never	674	333	340	103	173	133	123	73	52	17	276	256	142	154	240	137	143	394	279	450	224
	40%	*41%*	*39%*	*36%*	*42%*	*35%*	*41%*	*45%*	*48%df*	*56%df*	*39%*	*38%*	*47%akl*	*38%*	*41%*	*39%*	*42%*	*40%*	*40%*	*38%*	*43%*
Don't know	45	15	30	4	12	10	9	3	5	1	16	19	10	8	5	11	20	13	31	23	21
	3%	*2%*	*3%*	*1%*	*3%*	*3%*	*3%*	*2%*	*5%*	*3%*	*2%*	*3%*	*3%*	*2%*	*1%*	*3%o*	*6%ano*	*1%*	*4%r*	*2%*	*4%t*
NET: EVER DONE	966	469	497	177	230	242	166	86	52	13	407	408	151	240	343	204	179	583	383	696	270
	57%im	*57%*	*57%*	*62%jl*	*55%*	*63%jl*	*56%*	*53%*	*48%*	*42%*	*58%m*	*60%m*	*50%*	*60%*	*58%*	*58%*	*52%*	*59%*	*55%*	*60%u*	*52%*

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q6a4_02 Frequency of accessing news online in different ways
Go directly to a website/app that brings together news from different news providers such as Yahoo, Tesco home page, Apple News, Flipboard etc

Base : All adults 16+ who use Internet or social media for news nowadays

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	1418	952	151	170	145	1014	259	171	100	84	92	92	114	46	99	154	1265	147
Weighted base	1684	1455	119	70	40	1363	282	259	144*	131*	154*	158*	159	78*	153*	220	1462	214
Most times	136	123	9	3	1	109	26	15	7	18	9	19	12	9	10	23	118	18
	8%e	8%e	8%	4%	3%	8%	9%	6%	5%	14%hi	6%	12%	8%	12%	7%	10%	8%	8%
Often	127	113	10	4	1	110	16	30	9	10	8	8	18	2	9	19	115	10
	8%e	8%e	8%e	5%	2%	8%	6%	12%	6%	8%	5%	5%	11%	2%	6%	9%	8%	5%
Sometimes	419	365	30	20	5	361	54	65	33	32	43	45	32	15	37	63	360	59
	25%e	25%e	25%e	28%e	12%	26%g	19%	25%	23%	24%	28%	29%	20%	19%	24%	29%	25%	28%
Rarely	283	243	17	13	10	226	47	59	10	23	36	20	27	4	20	43	245	37
	17%in	17%	14%	18%	25%abc	17%	17%	23%in	7%	18%i	23%in	13%	17%i	5%	13%	20%in	17%	17%
Never	674	569	50	31	23	529	122	87	74	43	58	48	68	47	76	69	586	83
	40%p	39%	42%	44%	58%abcd	39%	43%	33%	51%ahjlp	33%	37%	31%	43%	60%ahjklp	50%hjlp	31%	40%	39%
Don't know	45	42	2	-	-	28	16	3	12	4	1	16	2	2	-	4	38	6
	3%	3%d	2%	-	-	2%	6%af	1%	8%ahkmop	3%	1%	10%ahkmop	1%	2%	-	2%	3%	3%
NET: EVER DONE	966	844	66	39	17	805	144	169	58	84	96	93	90	29	77	148	839	125
	57%ein	58%e	56%e	56%e	42%	58%g	51%	66%aino	41%	64%in	62%in	59%in	56%in	38%	50%	67%aino	57%	58%

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q6a4_02 Frequency of accessing news online in different ways
Go directly to a website/app that brings together news from different news providers such as Yahoo, Tesco home page, Apple News, Flipboard etc

Base : All adults 16+ who use Internet or social media for news nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	1418	194	424	394	908	364	477	783	686	922	90	70	301	908	364	477	1418	70	41	-	-	-	-
Weighted base	1684	253	495	457	1060	420	588	923	837	1115	120*	87*	348	1060	420	588	1684	87*	51*	-**	-**	-**	-**
Most times	136	19	38	34	86	43	43	78	73	85	13	6	27	86	43	43	136	6	4	-	-	-	-
	8%	*7%*	*8%*	*7%*	*8%*	*10%*	*7%*	*8%*	*9%*	*8%*	*11%*	*7%*	*8%*	*8%*	*10%*	*7%*	*8%*	*7%*	*8%*	-	-	-	-
Often	127	28	44	35	83	31	48	78	62	82	12	3	19	83	31	48	127	3	1	-	-	-	-
	8%	*11%*	*9%*	*8%*	*8%*	*7%*	*8%*	*8%*	*7%*	*7%*	*10%*	*3%*	*5%*	*8%*	*7%*	*8%*	*8%*	*3%*	*3%*	-	-	-	-
Sometimes	419	77	138	127	259	91	152	243	231	279	33	29	84	259	91	152	419	29	14	-	-	-	-
	25%	*30%*	*28%*	*28%*	*24%*	*22%*	*26%*	*26%*	*28%*	*25%*	*28%*	*34%*	*24%*	*24%*	*22%*	*26%*	*25%*	*34%*	*28%*	-	-	-	-
Rarely	283	38	87	81	174	71	108	164	155	211	22	16	75	174	71	108	283	16	12	-	-	-	-
	17%	*15%*	*18%*	*18%*	*16%*	*17%*	*18%*	*18%*	*19%*	*19%*	*19%*	*18%*	*22%*	*16%*	*17%*	*18%*	*17%*	*18%*	*23%*	-	-	-	-
Never	674	89	177	173	424	172	225	336	299	436	36	29	135	424	172	225	674	29	17	-	-	-	-
	40%	*35%*	*36%*	*38%*	*40%*	*41%*	*38%*	*36%*	*36%*	*39%*	*30%*	*33%*	*39%*	*40%*	*41%*	*38%*	*40%*	*33%*	*32%*	-	-	-	-
Don't know	45	3	11	7	34	12	13	23	16	22	4	4	8	34	12	13	45	4	3	-	-	-	-
	3%	*1%*	*2%*	*2%*	*3%*	*3%*	*2%*	*2%*	*2%*	*2%*	*3%*	*5%*	*2%*	*3%*	*3%*	*2%*	*3%*	*5%*	*6%*	-	-	-	-
NET: EVER DONE	966	160	307	277	602	236	350	564	522	657	81	54	205	602	236	350	966	54	32	-	-	-	-
	57%	*64%*	*62%*	*61%*	*57%*	*56%*	*59%*	*61%*	*62%*	*59%*	*67%*	*62%*	*59%*	*57%*	*56%*	*59%*	*57%*	*62%*	*62%*	-	-	-	-

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q6a4_03 Frequency of accessing news online in different ways
Go to a search engine and search for a news story

Base : All adults 16+ who use Internet or social media for news nowadays

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	1418	680	738	255	308	272	212	181	141	49	563	484	371	321	459	284	354	780	638	801	617
Weighted base	1684	818	866	283	416	385	298	162	110	30*	699	683	302	402	589	352	342	990	694	1169	515
Most times	185	85	101	33	44	41	43	14	8	2	77	84	25	55	70	29	31	125	60	140	45
	11%	*10%*	*12%*	*12%*	*10%*	*11%*	*15%*	*8%*	*8%*	*8%*	*11%*	*12%*	*8%*	*14%*	*12%*	*8%*	*9%*	13%s	*9%*	*12%*	*9%*
Often	245	137	108	51	53	56	45	23	15	2	103	102	40	82	80	46	37	162	83	176	70
	15%	17%c	*12%*	*18%*	*13%*	*15%*	*15%*	*14%*	*13%*	*7%*	*15%*	*15%*	*13%*	20%aopq	*14%*	*13%*	*11%*	16%s	*12%*	*15%*	*14%*
Sometimes	536	251	285	83	124	144	90	59	29	9	206	234	96	125	198	116	98	323	213	382	154
	32%	*31%*	*33%*	*29%*	*30%*	37%i	*30%*	*36%*	*26%*	*29%*	*30%*	*34%*	*32%*	*31%*	*34%*	*33%*	*29%*	*33%*	*31%*	*33%*	*30%*
Rarely	328	167	161	69	80	73	50	28	22	6	149	123	57	75	120	72	62	195	133	230	98
	19%	*20%*	*19%*	*24%*	*19%*	*19%*	*17%*	*17%*	*20%*	*20%*	*21%*	*18%*	*19%*	*19%*	*20%*	*20%*	*18%*	*20%*	*19%*	*20%*	*19%*
Never	351	168	183	45	105	62	59	37	33	11	149	121	80	61	112	81	98	172	179	221	130
	21%n	*21%*	*21%*	*16%*	25%df	*16%*	*20%*	*23%*	30%adfg	36%adfg	*21%*	*18%*	27%al	*15%*	*19%*	23%n	29%ano	*17%*	26%ar	*19%*	25%al
Don't know	39	10	29	4	11	9	10	2	3	-	15	19	4	4	8	10	17	12	26	21	17
	2%	*1%*	3%b	*1%*	*3%*	*2%*	*3%*	*1%*	*3%*	-	*2%*	*3%*	*1%*	*1%*	*1%*	*3%*	5%ano	*1%*	*4%*	*2%*	*3%*
NET: EVER DONE	1295	640	655	235	300	314	229	124	74	19	535	543	217	337	469	262	227	806	489	928	367
	77%iqsu	*78%*	*76%*	83%eij	*72%*	81%eij	*77%*	*76%*	*68%*	*64%*	*77%*	79%m	*72%*	84%apq	80%q	*74%*	*66%*	81%as	*70%*	79%u	*71%*

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q6a4_03 Frequency of accessing news online in different ways
Go to a search engine and search for a news story

Base : All adults 16+ who use Internet or social media for news nowadays

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	1418	952	151	170	145	1014	259	171	100	84	92	92	114	46	99	154	1265	147
Weighted base	1684	1455	119	70	40	1363	282	259	144*	131*	154*	158*	159	78*	153*	220	1462	214
Most times	185	167	9	4	5	154	27	11	15	17	23	26	17	2	19	38	138	48
	11%h	11%d	*8%*	*6%*	*12%*	*11%*	*9%*	*4%*	*11%*	13%hn	15%hn	16%hn	*11%*	*2%*	12%h	17%ahn	*9%*	22%aq
Often	245	213	19	9	3	206	36	46	15	18	10	19	25	13	24	43	216	29
	15%ek	15%e	16%e	*13%*	*8%*	*15%*	*13%*	18%k	*11%*	*14%*	*6%*	*12%*	16%k	*16%*	16%k	20%k	*15%*	*14%*
Sometimes	536	466	35	28	7	449	81	87	43	40	71	37	45	20	41	81	467	66
	32%e	32%e	30%e	40%e	*17%*	*33%*	*29%*	*34%*	*30%*	*31%*	46%almno	*23%*	*29%*	*26%*	*27%*	37%l	*32%*	*31%*
Rarely	328	287	18	12	11	259	58	71	28	38	27	14	42	10	28	30	292	33
	19%jl	*20%*	*15%*	*17%*	28%abcd	*19%*	*21%*	27%alp	*19%*	29%alp	*17%*	*9%*	26%lp	*14%*	*18%*	*14%*	*20%*	*15%*
Never	351	284	36	17	14	268	68	44	31	15	25	43	29	33	40	24	320	31
	21%p	*19%*	31%ab	*24%*	35%abd	*20%*	*24%*	*17%*	21%p	*11%*	*16%*	27%jp	*18%*	42%ahijkmp	26%jp	*11%*	22%r	*14%*
Don't know	39	38	1	-	-	27	12	-	12	2	-	18	1	-	-	4	30	7
	2%	*3%*	*1%*	-	-	*2%*	*4%*	-	9%ahkmop	*2%*	-	12%ahjkmnop	*1%*	-	-	*2%*	*2%*	*3%*
NET: EVER DONE	1295	1134	82	53	26	1068	201	215	101	114	130	96	129	45	112	193	1113	176
	77%celn	78%ce	*69%*	76%e	*65%*	78%g	*71%*	83%iln	*70%*	87%ailno	84%iln	*61%*	81%ln	*58%*	*74%*	87%ailno	*76%*	*82%*

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q6a4_03 Frequency of accessing news online in different ways
Go to a search engine and search for a news story

Base : All adults 16+ who use Internet or social media for news nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button'. Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	1418	194	424	394	908	364	477	783	686	922	90	70	301	908	364	477	1418	70	41	-	-	-	-
Weighted base	1684	253	495	457	1060	420	588	923	837	1115	120*	87*	348	1060	420	588	1684	87*	51*	-**	-**	-**	-**
Most times	185	26	74	61	132	62	60	120	84	106	17	10	36	132	62	60	185	10	5	-	-	-	-
	11%	*10%*	*15%*	*13%*	*12%*	15%j	*10%*	13%j	*10%*	*9%*	*15%*	*11%*	*10%*	*12%*	*15%*	*10%*	*11%*	*11%*	*10%*	-	-	-	-
Often	245	54	97	68	143	67	91	157	148	165	26	18	65	143	67	91	245	18	14	-	-	-	-
	15%	21%a	20%a	*15%*	*14%*	*16%*	*15%*	*17%*	18%e	*15%*	*22%*	*20%*	*19%*	*14%*	*16%*	*15%*	*15%*	*20%*	27%anq	-	-	-	-
Sometimes	536	85	172	164	349	131	216	307	286	354	42	32	123	349	131	216	536	32	19	-	-	-	-
	32%	*34%*	*35%*	*36%*	*33%*	*31%*	*37%*	*33%*	*34%*	*32%*	*35%*	*37%*	*35%*	*33%*	*31%*	*37%*	*32%*	*37%*	*37%*	-	-	-	-
Rarely	328	45	72	86	220	89	127	173	179	221	18	14	62	220	89	127	328	14	6	-	-	-	-
	19%c	*18%*	*14%*	*19%*	*21%*	*21%*	*22%*	*19%*	*21%*	*20%*	*15%*	*16%*	*18%*	*21%*	*21%*	*22%*	*19%*	*16%*	*12%*	-	-	-	-
Never	351	40	69	73	193	63	87	148	122	250	14	10	56	193	63	87	351	10	5	-	-	-	-
	21%cfgh iop	*16%*	*14%*	*16%*	*18%*	*15%*	*15%*	*16%*	*15%*	22%efgh ikm	*11%*	*11%*	*16%*	*18%*	*15%*	*15%*	21%op	*11%*	*10%*	-	-	-	-
Don't know	39	4	11	4	24	8	8	17	17	19	4	3	6	24	8	8	39	3	2	-	-	-	-
	2%	*2%*	*2%*	*1%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*3%*	*4%*	*2%*	*2%*	*2%*	*1%*	*2%*	*4%*	*4%*	-	-	-	-
NET: EVER DONE	1295	209	414	380	844	349	494	758	698	846	103	73	286	844	349	494	1295	73	44	-	-	-	-
	77%	*83%*	84%a	83%a	*80%*	83%aj	84%aj	82%aj	83%aj	*76%*	*86%*	*85%*	*82%*	*80%*	83%aq	84%aq	*77%*	*85%*	*86%*	-	-	-	-

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q6a4_04 Frequency of accessing news online in different ways
Get news from social media

Base : All adults 16+ who use Internet or social media for news nowadays

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	1418	680	738	255	308	272	212	181	141	49	563	484	371	321	459	284	354	780	638	801	617
Weighted base	1684	818	866	283	416	385	298	162	110	30*	699	683	302	402	589	352	342	990	694	1169	515
Most times	270	118	152	85	83	56	25	14	6	1	168	81	21	57	92	41	80	149	121	176	94
	16%ghijlm	14%	18%	30%aefgh ij	20%ghij	14%i	9%	9%	5%	3%	24%alm	12%m	7%	14%	16%	12%	23%anop	15%	17%	15%	18%
Often	376	172	204	87	118	77	61	19	14	-	205	138	33	85	135	84	72	220	156	274	102
	22%hijm	21%	24%	31%afghi j	28%afhij	20%hj	21%hj	12%j	13%j	-	29%alm	20%m	11%	21%	23%	24%	21%	22%	22%	23%	20%
Sometimes	443	201	242	77	115	116	79	33	16	8	192	195	56	96	155	110	82	251	192	321	122
	26%im	25%	28%	27%i	28%i	30%hi	26%i	20%	14%	25%	27%m	28%m	19%	24%	26%	31%	24%	25%	28%	27%	24%
Rarely	186	98	89	18	42	49	48	18	6	4	60	97	29	45	76	39	27	121	65	139	47
	11%d	12%	10%	6%	10%	13%d	16%di	11%	6%	14%	9%	14%k	10%	11%	13%	11%	8%	12%	9%	12%	9%
Never	376	221	155	16	49	78	75	75	66	17	65	153	158	115	125	67	68	241	135	239	137
	22%cdek	27%ac	18%	6%	12%d	20%de	25%de	46%adefq	60%adefg h	55%adefg	9%	22%k	52%akl	29%aopq	21%	19%	20%	24%	19%	20%	27%l
Don't know	34	8	25	1	9	10	10	3	2	1	9	19	5	4	5	11	13	9	24	20	13
	2%	1%	3%b	*	2%	3%	3%d	2%	1%	2%	1%	3%	2%	1%	1%	3%o	4%no	1%	4%r	2%	3%
NET: EVER DONE	1275	589	687	266	358	298	214	84	42	13	625	511	139	283	458	274	261	741	534	910	365
	76%hijmu	72%	79%b	94%aefgh ij	86%afghi j	77%hij	72%hij	52%i	38%	43%	89%alm	75%m	46%	70%	78%n	78%	76%	75%	77%	78%u	71%

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u
*** small base**

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q6a4_04 Frequency of accessing news online in different ways
Get news from social media

Base : All adults 16+ who use Internet or social media for news nowadays

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	1418	952	151	170	145	1014	259	171	100	84	92	92	114	46	99	154	1265	147
Weighted base	1684	1455	119	70	40	1363	282	259	144*	131*	154*	158*	159	78*	153*	220	1462	214
Most times	270	225	22	11	13	221	37	37	12	25	33	30	18	11	27	32	237	33
	16%	*15%*	*18%*	*15%*	32%abcd	*16%*	*13%*	*14%*	*8%*	19%l	22%l	19%l	*11%*	*14%*	*18%*	*15%*	*16%*	*16%*
Often	376	331	25	9	11	307	58	60	28	35	27	38	31	29	28	55	331	44
	22%d	23%d	*21%*	*13%*	28%d	*23%*	*20%*	*23%*	*19%*	*27%*	*17%*	*24%*	*19%*	38%aikmo	*18%*	*25%*	*23%*	*20%*
Sometimes	443	378	39	21	5	373	65	69	45	28	39	37	39	17	37	66	384	57
	26%e	26%e	32%e	30%e	*12%*	*27%*	*23%*	*27%*	*31%*	*21%*	*25%*	*24%*	*24%*	*22%*	*24%*	*30%*	*26%*	*27%*
Rarely	186	165	9	8	4	144	38	34	9	17	19	6	26	5	19	29	146	36
	11%jl	*11%*	*8%*	*11%*	*10%*	*11%*	*14%*	13%l	*6%*	13%l	13%l	*4%*	16%il	*7%*	13%l	13%l	*10%*	17%aq
Never	376	325	22	21	7	296	73	59	38	24	36	33	43	14	39	38	336	39
	22%	*22%*	*18%*	30%abce	*18%*	*22%*	*26%*	*23%*	*27%*	*18%*	*23%*	*21%*	*27%*	*19%*	*26%*	*17%*	*23%*	*18%*
Don't know	34	31	3	*	-	22	12	-	11	2	-	12	3	-	2	-	28	4
	2%	*2%*	*2%*	*	-	*2%*	4%j	-	8%ahkmop	*2%*	-	8%ahkop	*2%*	-	*1%*	-	*2%*	*2%*
NET: EVER DONE	1275	1099	95	49	33	1045	197	200	94	105	119	112	113	63	111	183	1098	171
	76%i	*76%*	80%d	*69%*	82%d	*77%*	*70%*	*77%i*	*65%*	80%i	*77%*	*71%*	*71%*	*81%*	*73%*	83%ilm	*75%*	*80%*

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q6a4_04 Frequency of accessing news online in different ways
Get news from social media

Base : All adults 16+ who use Internet or social media for news nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button'. Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	1418	194	424	394	908	364	477	783	686	922	90	70	301	908	364	477	1418	70	41	-	-	-	-
Weighted base	1684	253	495	457	1060	420	588	923	837	1115	120*	87*	348	1060	420	588	1684	87*	51*	-**	-**	-**	-**
Most times	270	29	88	72	166	71	83	146	163	237	15	12	65	166	71	83	270	12	8	-	-	-	-
	16%	*11%*	*18%*	*16%*	*16%*	*17%*	*14%*	*16%*	*19%g*	*21%aegh*	*13%*	*14%*	*19%*	*16%*	*17%*	*14%*	*16%*	*14%*	*16%*	-	-	-	-
Often	376	56	119	111	227	87	131	200	228	300	28	27	91	227	87	131	376	27	15	-	-	-	-
	22%	*22%*	*24%*	*24%*	*21%*	*21%*	*22%*	*22%*	*27%aefh*	*27%aefh*	*24%*	*31%*	*26%*	*21%*	*21%*	*22%*	*22%*	*31%*	*30%*	-	-	-	-
Sometimes	443	54	102	79	263	87	143	198	206	311	27	19	75	263	87	143	443	19	8	-	-	-	-
	26%cdh	*22%*	*21%*	*17%*	*25%*	*21%*	*24%*	*21%*	*25%*	*28%fh*	*22%*	*22%*	*22%*	*25%*	*21%*	*24%*	*26%*	*22%*	*15%*	-	-	-	-
Rarely	186	28	43	58	123	37	66	99	71	98	11	9	43	123	37	66	186	9	5	-	-	-	-
	11%	*11%*	*9%*	*13%*	*12%*	*9%*	*11%*	*11%*	*8%*	*9%*	*9%*	*10%*	*12%*	*12%*	*9%*	*11%*	*11%*	*10%*	*10%*	-	-	-	-
Never	376	83	131	133	260	127	157	261	154	155	36	16	67	260	127	157	376	16	13	-	-	-	-
	22%	*33%a*	*27%*	*29%a*	*25%j*	*30%aijm*	*27%ijm*	*28%aijm*	*18%j*	*14%*	*30%ij*	*19%*	*19%*	*25%*	*30%aq*	*27%*	*22%*	*19%*	*26%*	-	-	-	-
Don't know	34	3	12	4	20	11	8	18	15	14	3	3	8	20	11	8	34	3	2	-	-	-	-
	2%	*1%*	*2%*	*1%*	*2%*	*3%*	*1%*	*2%*	*2%*	*1%*	*2%*	*4%*	*2%*	*2%*	*3%*	*1%*	*2%*	*4%*	*4%*	-	-	-	-
NET: EVER DONE	1275	167	352	320	780	282	423	644	667	946	82	67	273	780	282	423	1275	67	36	-	-	-	-
	76%bdfho	*66%*	*71%*	*70%*	*74%l*	*67%*	*72%*	*70%*	*80%efqhk*	*85%aefghikm*	*68%*	*78%*	*78%fh*	*74%o*	*67%*	*72%*	*76%o*	*78%*	*71%*	-	-	-	-

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Q6a4 Frequency of accessing news online in different ways - Summary Table

Base : All adults 16+ who use Internet or social media for news nowadays

	Go directly to a website/app of a news provider such as the Mail Online, BBC News online, or Buzzfeed	Go directly to a website/app that brings together news from different news providers such as Yahoo, Tesco home page, Apple News, Flipboard etc	Go to a search engine and search for a news story	Get news from social media
Unweighted base	1418	1418	1418	1418
Weighted base	1684	1684	1684	1684
Most times	361 *21%*	136 *8%*	185 *11%*	270 *16%*
Often	315 *19%*	127 *8%*	245 *15%*	376 *22%*
Sometimes	468 *28%*	419 *25%*	536 *32%*	443 *26%*
Rarely	187 *11%*	283 *17%*	328 *19%*	186 *11%*
Never	324 *19%*	674 *40%*	351 *21%*	376 *22%*
Don't know	30 *2%*	45 *3%*	39 *2%*	34 *2%*
NET: EVER DONE	1331 *79%*	966 *57%*	1295 *77%*	1275 *76%*

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q6a3 Types of news get from social media posts

Base : All adults 16+ who get news stories through social media (e.g. Facebook, Twitter, YouTube, etc)

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	730	303	427	184	190	134	96	69	42	15	374	230	126	134	213	159	224	347	383	401	329
Weighted base	874	380	494	203	248	184	137*	59*	33*	10**	451	320	102	184	279	202	209	463	411	586	288
Breaking news	463	211	252	100	132	111	78	31	8	3	232	189	42	122	154	103	84	277	187	331	133
	53%mqs	55%	51%	49%i	53%i	60%i	57%i	52%i	26%	31%	51%	59%m	41%	66%apq	55%q	51%	40%	60%s	45%	56%u	46%
Local news	409	175	233	97	103	83	74	30	17	5	200	157	52	83	120	103	102	203	206	271	138
	47%	46%	47%	48%	41%	45%	54%	51%	52%	46%	44%	49%	51%	45%	43%	51%	49%	44%	50%	46%	48%
UK news	389	169	220	110	113	68	54	29	12	2	223	122	43	86	133	72	98	219	170	258	131
	44%	44%	45%	54%afg	45%	37%	40%	49%	35%	23%	49%l	38%	42%	46%	48%p	35%	47%	47%	41%	44%	45%
Headlines	322	151	171	88	93	62	43	29	6	2	180	105	37	76	112	63	71	188	134	209	113
	37%j	40%	35%	43%i	37%i	34%	31%	49%gi	18%	24%	40%	33%	36%	41%	40%	31%	34%	41%s	33%	36%	39%
Celebrity news	252	94	158	79	93	40	27	10	2	-	173	68	12	51	88	63	51	139	114	171	81
	29%lm	25%	32%	39%afghi	38%afghi	22%i	20%	17%	6%	-	38%alm	21%	12%	27%	32%	31%	24%	30%	28%	29%	28%
Foreign\international news	250	113	136	65	85	43	31	17	7	1	150	75	25	85	77	45	42	162	87	167	82
	29%qs	30%	28%	32%	34%	24%	23%	30%	20%	12%	33%l	23%	25%	46%aopq	28%	22%	20%	35%s	21%	29%	29%
Campaigning news	100	33	67	29	22	20	21	6	2	-	51	41	8	41	32	13	14	72	28	59	41
	11%s	9%	14%	14%	9%	11%	16%	10%	6%	-	11%	13%	8%	22%aopq	11%	7%	7%	16%s	7%	10%	14%
In depth analysis	66	30	36	14	14	16	15	5	1	1	28	31	7	22	28	5	11	50	15	42	24
	8%qs	8%	7%	7%	6%	9%	11%	8%	3%	8%	6%	10%	6%	12%p	10%p	2%	5%	11%s	4%	7%	8%
News about Wales/ Scotland/Northern Ireland	46	20	26	10	10	16	6	3	1	*	20	21	5	7	12	9	18	19	27	32	14
	5%	5%	5%	5%	4%	8%	4%	5%	4%	4%	4%	7%	4%	4%	4%	4%	9%	4%	7%	6%	5%
None	41	16	25	6	1	10	9	3	7	4	7	20	14	4	9	13	15	13	28	20	21
	5%ek	4%	5%	3%	1%	6%e	7%e	6%e	22%adefgh	34%	2%	6%k	14%akl	2%	3%	7%	7%n	3%	7%t	3%	7%t

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q6a3 Types of news get from social media posts

Base : All adults 16+ who get news stories through social media (e.g. Facebook, Twitter, YouTube, etc)

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	730	489	83	57	101	489	140	86	44	52	47	51	62	26	45	76	649	80
Weighted base	874	757	64*	26*	28*	690	157	131*	61*	74*	85*	93*	86*	49**	71*	108*	761	113*
Breaking news	463	404	28	11	20	366	77	72	33	50	47	45	36	28	47	46	418	46
	53%r	*53%*	*43%*	*44%*	*73%abcd*	*53%*	*49%*	*55%*	*54%*	*68%mp*	*56%*	*49%*	*42%*	*58%*	*66%mp*	*42%*	*55%r*	*40%*
Local news	409	351	29	10	18	314	77	63	23	33	45	42	42	34	39	31	368	41
	47%p	*46%*	*46%*	*39%*	*65%abcd*	*45%*	*49%*	*48%p*	*39%*	*45%*	*52%p*	*45%*	*49%p*	*69%*	*55%p*	*28%*	*48%*	*36%*
UK news	389	346	21	9	13	304	72	60	32	33	39	30	42	20	38	50	340	49
	44%	*46%c*	*33%*	*33%*	*48%*	*44%*	*46%*	*46%*	*53%*	*45%*	*46%*	*32%*	*50%*	*42%*	*54%l*	*46%*	*45%*	*43%*
Headlines	322	272	23	9	17	249	56	41	24	32	41	22	23	24	28	36	290	32
	37%	*36%*	*36%*	*36%*	*63%abcd*	*36%*	*35%*	*32%*	*39%*	*44%*	*48%lm*	*24%*	*27%*	*50%*	*39%*	*33%*	*38%*	*28%*
Celebrity news	252	215	16	6	15	199	39	34	15	29	28	26	22	15	13	35	222	31
	29%	*28%*	*25%*	*23%*	*55%abcd*	*29%*	*25%*	*26%*	*24%*	*39%o*	*32%*	*28%*	*26%*	*30%*	*18%*	*32%*	*29%*	*27%*
Foreign\international news	250	226	10	4	10	194	45	31	20	30	24	17	20	12	30	41	206	44
	29%cd	*30%cd*	*16%*	*14%*	*37%cd*	*28%*	*29%*	*24%*	*33%*	*40%l*	*28%*	*18%*	*24%*	*24%*	*43%hlm*	*38%l*	*27%*	*39%o*
Campaigning news	100	86	8	2	4	78	18	15	10	8	5	5	12	7	12	12	95	5
	11%	*11%*	*12%*	*7%*	*16%*	*11%*	*12%*	*12%*	*16%*	*11%*	*6%*	*5%*	*14%*	*13%*	*17%*	*12%*	*13%r*	*4%*
In depth analysis	66	58	4	1	3	58	5	9	5	2	6	4	9	4	8	11	62	4
	8%	*8%*	*6%*	*4%*	*12%*	*8%*	*3%*	*7%*	*8%*	*3%*	*7%*	*5%*	*11%*	*8%*	*11%*	*10%*	*8%*	*3%*
News about Wales/ Scotland/Northern Ireland	46	-	20	10	16	16	14	-	-	-	-	-	-	-	-	-	46	*
	5%bfhp	-	*31%ab*	*38%ab*	*60%abcd*	*2%*	*9%l*	-	-	-	-	-	-	-	-	-	*6%r*	*
None	41	35	4	2	*	30	11	5	4	3	1	9	6	-	1	7	33	8
	5%	*5%*	*7%*	*6%*	*1%*	*4%*	*7%*	*4%*	*6%*	*4%*	*1%*	*10%*	*6%*	-	*1%*	*6%*	*4%*	*7%*

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q6a3 Types of news get from social media posts

Base : All adults 16+ who get news stories through social media (e.g. Facebook, Twitter, YouTube, etc)

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	730	73	179	159	467	164	223	303	342	730	46	37	183	467	164	223	730	37	22	-	-	-	-
Weighted base	874	108*	213	190	569	191	291	369	412	874	62*	47*	200	569	191	291	874	47*	27**	-**	-**	-**	-**
Breaking news	463 *53%*	64 *59%*	120 *56%*	122 *64%a*	297 *52%*	96 *50%*	175 *60%*	217 *59%*	266 *64%aefjm*	463 *53%*	33 *52%*	28 *59%*	107 *53%*	297 *52%*	96 *50%*	175 *60%*	463 *53%*	28 *59%*	14 *50%*	- -	- -	- -	- -
Local news	409 *47%*	57 *53%*	91 *42%*	99 *52%*	287 *51%*	98 *51%*	142 *49%*	175 *48%*	205 *50%*	409 *47%*	32 *51%*	23 *49%*	106 *53%*	287 *51%*	98 *51%*	142 *49%*	409 *47%*	23 *49%*	19 *69%*	- -	- -	- -	- -
UK news	389 *44%*	53 *49%*	118 *55%a*	98 *52%*	250 *44%*	103 *54%*	156 *54%aej*	196 *53%aej*	207 *50%*	389 *44%*	37 *60%*	25 *53%*	120 *60%aej*	250 *44%*	103 *54%*	156 *54%anq*	389 *44%*	25 *53%*	15 *53%*	- -	- -	- -	- -
Headlines	322 *37%*	53 *49%*	91 *43%*	95 *50%a*	197 *35%*	75 *39%*	116 *40%*	167 *45%aej*	190 *46%aej*	322 *37%*	25 *40%*	15 *33%*	94 *47%aej*	197 *35%*	75 *39%*	116 *40%*	322 *37%*	15 *33%*	12 *43%*	- -	- -	- -	- -
Celebrity news	252 *29%*	33 *30%*	65 *30%*	62 *33%*	169 *30%*	69 *36%*	89 *31%*	114 *31%*	155 *38%aej*	252 *29%*	21 *34%*	27 *57%aefghij*	90 *45%aegh j*	169 *30%*	69 *36%*	89 *31%*	252 *29%*	27 *57%anopq*	16 *57%*	- -	- -	- -	- -
Foreign\international news	250 *29%*	45 *41%a*	87 *41%a*	81 *43%a*	160 *28%*	59 *31%*	99 *34%*	144 *39%aej*	139 *34%*	250 *29%*	18 *30%*	16 *34%*	97 *48%aefgijk*	160 *28%*	59 *31%*	99 *34%*	250 *29%*	16 *34%*	10 *38%*	- -	- -	- -	- -
Campaigning news	100 *11%*	23 *21%a*	39 *18%a*	43 *22%a*	62 *11%*	26 *14%*	44 *15%*	64 *17%aej*	69 *17%aej*	100 *11%*	10 *16%*	9 *20%*	45 *23%aej*	62 *11%*	26 *14%*	44 *15%*	100 *11%*	9 *20%*	7 *27%*	- -	- -	- -	- -
In depth analysis	66 *8%*	19 *18%a*	26 *12%*	27 *14%a*	42 *7%*	18 *10%*	25 *8%*	41 *11%*	44 *11%*	66 *8%*	1 *2%*	3 *7%*	19 *10%*	42 *7%*	18 *10%*	25 *8%*	66 *8%*	3 *7%*	2 *7%*	- -	- -	- -	- -
News about Wales/ Scotland/Northern Ireland	46 *5%*	1 *1%*	9 *4%*	13 *7%*	33 *6%*	13 *7%*	14 *5%*	20 *5%*	23 *6%*	46 *5%*	2 *3%*	3 *5%*	14 *7%*	33 *6%*	13 *7%*	14 *5%*	46 *5%*	3 *5%*	1 *5%*	- -	- -	- -	- -
None	41 *5%dhi*	2 *2%*	3 *2%*	1 *	32 *6%him*	9 *5%i*	9 *3%*	6 *2%*	4 *1%*	41 *5%hi*	2 *3%*	1 *3%*	3 *1%*	32 *6%*	9 *5%*	9 *3%*	41 *5%*	1 *3%*	- -	- -	- -	- -	- -

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q6a5 News related activities on Facebook in the last week

Base : All adults 16+ who use Facebook for news nowadays

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	401	155	246	127	121	66	47	25	12	3	248	113	40	65	123	81	132	188	213	227	174
Weighted base	451	191	260	129*	146*	84*	60*	21**	10**	1**	275	144*	32**	89*	154*	95*	113*	244	208	309	142
Look at comments about the news	215 *48%u*	93 *48%*	123 *47%*	51 *39%*	66 *45%*	51 *60%d*	33 *55%*	7 *34%*	6 *63%*	1 *82%*	117 *43%*	84 *58%k*	14 *45%*	45 *51%*	73 *47%*	55 *58%q*	42 *37%*	118 *48%*	97 *47%*	162 *52%u*	53 *37%*
Click on a news article or video	291 *64%*	124 *65%*	167 *64%*	87 *68%*	93 *64%*	55 *66%*	35 *58%*	15 *70%*	5 *47%*	- -	181 *66%*	91 *63%*	19 *60%*	61 *69%*	105 *68%*	58 *61%*	66 *58%*	167 *68%*	124 *60%*	200 *65%*	90 *63%*
Look at a news post or video but don't click on it	206 *46%*	102 *54%c*	103 *40%*	63 *49%*	58 *40%*	45 *53%*	27 *45%*	7 *34%*	6 *62%*	- -	120 *44%*	72 *50%*	13 *41%*	45 *51%*	73 *48%*	44 *46%*	43 *38%*	119 *49%*	87 *42%*	145 *47%*	60 *42%*
Look at news stories that Facebook says are trending (the box on the right hand side of your news feed)	168 *37%*	80 *42%*	88 *34%*	59 *46%*	51 *35%*	27 *32%*	20 *34%*	4 *20%*	5 *50%*	1 *65%*	111 *40%*	47 *32%*	10 *31%*	25 *28%*	61 *39%*	36 *38%*	46 *41%*	85 *35%*	82 *40%*	118 *38%*	49 *35%*
Don't know	21 *5%*	3 *2%*	17 *7%*	6 *5%*	7 *5%*	3 *3%*	3 *4%*	2 *10%*	- -	* *18%*	13 *5%*	5 *4%*	2 *2%*	1 *1%*	3 *2%*	5 *5%*	11 *10%no*	5 *2%*	16 *8%r*	8 *3%*	12 *9%t*

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u
*** small base; ** very small base (under 30) ineligible for sig testing**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q6a5 News related activities on Facebook in the last week

Base : All adults 16+ who use Facebook for news nowadays

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	401	239	40	34	88	235	78	42	20	33	24	22	26	17	22	33	365	36
Weighted base	451	380	33*	15*	24*	335	92*	65*	26**	50**	45**	43**	37**	31**	36**	47*	402	50*
Look at comments about the news	215 *48%*	182 *48%*	14 *42%*	6 *43%*	13 *56%*	159 *47%*	43 *46%*	32 *49%*	12 *44%*	32 *63%*	26 *57%*	8 *18%*	19 *50%*	14 *46%*	19 *53%*	21 *46%*	192 *48%*	23 *46%*
Click on a news article or video	291 *64%*	245 *64%*	22 *66%*	8 *57%*	16 *66%*	220 *65%*	56 *60%*	45 *69%*	18 *69%*	26 *53%*	22 *50%*	31 *72%*	26 *70%*	20 *63%*	25 *69%*	32 *67%*	262 *65%*	28 *57%*
Look at a news post or video but don't click on it	206 *46%c*	178 *47%c*	9 *26%*	7 *45%*	13 *53%c*	142 *42%*	51 *55%*	46 *70%ap*	13 *51%*	18 *36%*	10 *23%*	16 *37%*	11 *30%*	20 *65%*	22 *61%*	21 *45%*	188 *47%*	18 *35%*
Look at news stories that Facebook says are trending (the box on the right hand side of your news feed)	168 *37%*	142 *37%*	11 *32%*	5 *35%*	10 *43%*	120 *36%*	37 *40%*	24 *38%*	11 *43%*	22 *44%*	15 *32%*	16 *38%*	12 *32%*	9 *27%*	17 *46%*	16 *34%*	153 *38%*	14 *29%*
Don't know	21 *5%*	16 *4%*	3 *8%*	1 *7%*	1 *5%*	15 *4%*	5 *5%*	3 *4%*	1 *3%*	2 *4%*	- -	2 *5%*	5 *12%*	- -	2 *7%*	1 *3%*	17 *4%*	4 *7%*

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q6a5 News related activities on Facebook in the last week

Base : All adults 16+ who use Facebook for news nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	401	37	117	102	226	82	113	196	238	372	20	21	123	226	82	113	401	21	14	-	-	-	-
Weighted base	451	53*	129*	123*	261	101*	149*	229	272	418	27**	24**	136*	261	101*	149*	451	24**	17**	-**	-**	-**	-**
Look at comments about the news	215 *48%*	26 *49%*	80 *62%a*	66 *53%*	137 *53%*	64 *64%aj*	91 *61%aj*	119 *52%*	156 *57%a*	200 *48%*	14 *53%*	12 *48%*	77 *57%*	137 *53%*	64 *64%aq*	91 *61%aq*	215 *48%*	12 *48%*	11 *64%*	- -	- -	- -	- -
Click on a news article or video	291 *64%*	32 *60%*	92 *71%*	87 *71%*	173 *66%*	70 *69%*	117 *79%aehj*	146 *64%*	190 *70%*	270 *65%*	18 *66%*	19 *78%*	103 *76%a*	173 *66%*	70 *69%*	117 *79%anq*	291 *64%*	19 *78%*	12 *69%*	- -	- -	- -	- -
Look at a news post or video but don't click on it	206 *46%*	25 *47%*	59 *46%*	59 *48%*	115 *44%*	52 *51%*	83 *55%*	107 *47%*	138 *51%*	184 *44%*	13 *48%*	10 *41%*	73 *53%*	115 *44%*	52 *51%*	83 *55%*	206 *46%*	10 *41%*	5 *31%*	- -	- -	- -	- -
Look at news stories that Facebook says are trending (the box on the right hand side of your news feed)	168 *37%*	25 *47%*	65 *51%a*	48 *39%*	102 *39%*	39 *38%*	57 *38%*	96 *42%*	106 *39%*	153 *37%*	11 *40%*	12 *47%*	50 *37%*	102 *39%*	39 *38%*	57 *38%*	168 *37%*	12 *47%*	9 *52%*	- -	- -	- -	- -
Don't know	21 *5%*	1 *2%*	2 *2%*	3 *2%*	11 *4%*	2 *2%*	5 *4%*	6 *2%*	8 *3%*	20 *5%*	1 *2%*	* *1%*	4 *3%*	11 *4%*	2 *2%*	5 *4%*	21 *5%*	* *1%*	- -	- -	- -	- -	- -

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q6a6 Who posted/shared the comments looked at on Facebook

Base : All adults 16+ who look at comments on Facebook

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	238	94	144	65	63	50	35	11	10	4	128	85	25	40	71	56	71	111	127	150	88
Weighted base	279	115*	164	64*	80*	68*	48**	10**	7**	3**	143*	116*	20**	56*	92*	73*	58*	148*	131*	211	68*
A friend	165	67	98	40	40	42	28	7	6	2	80	70	14	31	51	50	32	83	83	116	49
	59%	*58%*	*60%*	*64%*	*50%*	*62%*	*58%*	*67%*	*81%*	*71%*	*56%*	*61%*	*73%*	*55%*	*56%*	*69%*	*56%*	*56%*	*63%*	*55%*	*72%*
A public figure/journalist	55	16	39	16	7	17	9	6	1	-	23	26	7	17	12	14	13	29	26	37	19
	20%	*14%*	*24%*	*26%e*	*8%*	*25%e*	*19%*	*57%*	*13%*	-	*16%*	*22%*	*33%*	*30%*	*13%*	*19%*	*22%*	*19%*	*20%*	*17%*	*27%*
A news organisation	82	39	43	20	26	17	14	5	1	-	46	31	6	14	31	20	17	45	37	64	18
	29%	*34%*	*26%*	*32%*	*32%*	*25%*	*29%*	*47%*	*18%*	-	*32%*	*26%*	*30%*	*25%*	*34%*	*28%*	*29%*	*30%*	*28%*	*30%*	*27%*
Other Facebook users	159	69	90	33	51	39	25	6	4	2	84	63	12	31	50	43	34	82	77	120	39
	57%	*60%*	*54%*	*52%*	*64%*	*57%*	*51%*	*65%*	*52%*	*63%*	*58%*	*55%*	*60%*	*56%*	*55%*	*59%*	*59%*	*55%*	*59%*	*57%*	*57%*
Don't know	10	3	7	5	1	3	2	-	-	-	6	5	-	4	3	2	2	7	3	7	3
	4%	*3%*	*4%*	*7%*	*2%*	*4%*	*3%*	-	-	-	*4%*	*4%*	-	*7%*	*4%*	*2%*	*3%*	*5%*	*2%*	*3%*	*5%*

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q6a6 Who posted/shared the comments looked at on Facebook

Base : All adults 16+ who look at comments on Facebook

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	238	146	20	21	51	147	40	22	11	22	20	9	16	11	14	21	214	24
Weighted base	279	239	17**	9**	14*	218	47*	35**	15**	33**	39**	16**	24**	21**	24**	32**	243	36**
A friend	165	141	8	5	11	121	32	20	8	23	18	13	16	12	13	18	149	16
	59%	*59%*	*50%*	*51%*	81%ab	*56%*	*68%*	*57%*	*54%*	*68%*	*45%*	*84%*	*67%*	*56%*	*55%*	*57%*	*61%*	*45%*
A public figure\journalist	55	47	4	1	2	49	4	13	3	11	2	5	3	-	3	8	49	6
	20%	*20%*	*26%*	*15%*	*16%*	*22%*	*8%*	*36%*	*19%*	*33%*	*6%*	*29%*	*13%*	-	*11%*	*25%*	*20%*	*17%*
A news organisation	82	69	3	3	8	65	9	12	3	11	7	8	6	3	9	10	78	4
	29%	*29%*	*15%*	*28%*	59%ab	*30%*	*20%*	*35%*	*19%*	*34%*	*17%*	*53%*	*24%*	*12%*	*39%*	*31%*	*32%*	*12%*
Other Facebook users	159	136	8	4	10	124	24	23	8	17	27	9	13	12	11	18	135	24
	57%	*57%*	*48%*	*45%*	*72%*	*57%*	*52%*	*64%*	*53%*	*52%*	*68%*	*59%*	*53%*	*57%*	*44%*	*56%*	*55%*	*67%*
Don't know	10	8	1	1	*	6	4	-	-	4	2	-	-	-	1	2	7	4
	4%	*3%*	*6%*	*10%*	*2%*	*3%*	*8%*	-	-	*11%*	*4%*	-	-	-	*5%*	*5%*	*3%*	*10%*

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q6a6 Who posted/shared the comments looked at on Facebook

Base : All adults 16+ who look at comments on Facebook

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	238	17	69	55	158	60	80	103	128	225	12	11	77	158	60	80	238	11	8	-	-	-	-
Weighted base	279	26**	80*	66*	193	75*	110*	119*	156*	265	16**	12**	85*	193	75*	110*	279	12**	11**	-**	-**	-**	-**
A friend	165	20	54	37	116	47	64	76	99	157	9	8	56	116	47	64	165	8	7	-	-	-	-
	59%	*76%*	*67%*	*56%*	*60%*	*63%*	*58%*	*64%*	*64%*	*59%*	*54%*	*61%*	*66%*	*60%*	*63%*	*58%*	*59%*	*61%*	*66%*	-	-	-	-
A public figure/journalist	55	6	23	16	37	23	27	28	38	52	4	5	24	37	23	27	55	5	5	-	-	-	-
	20%	*21%*	*29%*	*25%*	*19%*	*31%*	*25%*	*24%*	*25%*	*20%*	*22%*	*40%*	*28%*	*19%*	*31%*	*25%*	*20%*	*40%*	*45%*	-	-	-	-
A news organisation	82	6	34	29	54	26	42	45	61	80	7	2	37	54	26	42	82	2	2	-	-	-	-
	29%	*21%*	*42%*	*45%*	*28%*	*35%*	*39%*	*38%*	*39%*	*30%*	*41%*	*19%*	*43%*	*28%*	*35%*	*39%*	*29%*	*19%*	*21%*	-	-	-	-
Other Facebook users	159	16	38	34	108	46	68	65	93	150	10	9	57	108	46	68	159	9	7	-	-	-	-
	57%	*61%*	*48%*	*53%*	*56%*	*61%*	*62%*	*55%*	*60%*	*57%*	*61%*	*69%*	*67%*	*56%*	*61%*	*62%*	*57%*	*69%*	*66%*	-	-	-	-
Don't know	10	-	4	3	7	1	4	4	1	10	-	-	-	7	1	4	10	-	-	-	-	-	-
	4%	-	*5%*	*5%*	*4%*	*1%*	*3%*	*3%*	*1%*	*4%*	-	-	-	*4%*	*1%*	*3%*	*4%*	-	-	-	-	-	-

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q6a7 Who posted/shared the news articles or videos looked at on Facebook

Base : All adults 16+ who look at or click on news articles/videos on Facebook

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	374	147	227	121	104	64	42	27	14	2	225	106	43	67	111	78	118	178	196	210	164
Weighted base	442	188	254	127*	137*	86*	57*	23**	12**	2**	263	143*	36*	94*	144*	94*	111*	238	205	299	143
A friend	262	115	146	70	77	53	42	11	7	1	147	96	19	57	86	61	57	143	118	178	84
	59%	*61%*	*58%*	*55%*	*56%*	*62%*	*74%*	*47%*	*63%*	*54%*	*56%*	*67%*	*52%*	*61%*	*60%*	*65%*	*52%*	*60%*	*58%*	*59%*	*58%*
A public figure/journalist	93	38	56	39	17	22	11	3	1	-	55	34	4	24	22	27	20	47	46	65	28
	21%	*20%*	*22%*	*31%e*	*12%*	*26%e*	*19%*	*14%*	*8%*	-	*21%*	*24%*	*11%*	*26%*	*16%*	*28%*	*18%*	*20%*	*23%*	*22%*	*20%*
A news organisation	158	61	96	51	43	36	17	8	3	-	93	53	11	38	56	30	33	94	63	109	48
	36%	*33%*	*38%*	*40%*	*31%*	*42%*	*29%*	*37%*	*23%*	-	*35%*	*37%*	*31%*	*41%*	*39%*	*32%*	*30%*	*40%*	*31%*	*37%*	*34%*
Other Facebook users	170	87	83	45	57	34	15	10	7	2	102	49	19	30	58	36	46	87	82	121	49
	38%	*46%c*	*33%*	*35%*	*42%*	*40%*	*26%*	*43%*	*63%*	*100%*	*39%*	*34%*	*53%*	*32%*	*40%*	*39%*	*42%*	*37%*	*40%*	*40%*	*34%*
Don't know	29	6	22	10	10	8	-	-	1	-	20	8	1	8	6	5	10	14	15	16	13
	6%	*3%*	*9%*	*8%*	*7%*	*9%*	-	-	*7%*	-	*8%*	*5%*	*2%*	*8%*	*4%*	*5%*	*9%*	*6%*	*7%*	*5%*	*9%*

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q6a7 Who posted/shared the news articles or videos looked at on Facebook

Base : All adults 16+ who look at or click on news articles/videos on Facebook

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	374	243	34	28	69	237	68	45	17	28	20	29	26	17	25	36	335	39
Weighted base	442	384	26**	13**	19*	344	79*	70*	21**	41**	36**	55**	36**	32**	42**	51*	387	55*
A friend	262 *59%*	226 *59%*	13 *48%*	8 *64%*	14 *74%ab*	205 *60%*	42 *53%*	41 *58%*	8 *40%*	29 *70%*	18 *51%*	42 *76%*	21 *58%*	19 *61%*	17 *41%*	31 *60%*	236 *61%*	25 *45%*
A public figure\journalist	93 *21%g*	82 *21%*	5 *20%*	2 *16%*	4 *19%*	82 *24%g*	7 *9%*	14 *20%*	7 *34%*	9 *23%*	3 *9%*	15 *26%*	7 *19%*	4 *12%*	7 *16%*	17 *32%*	81 *21%*	12 *22%*
A news organisation	158 *36%g*	134 *35%*	7 *25%*	6 *49%*	11 *57%ab*	131 *38%g*	16 *20%*	31 *45%*	5 *22%*	14 *35%*	10 *29%*	17 *32%*	13 *36%*	13 *40%*	14 *33%*	16 *32%*	146 *38%d*	11 *20%*
Other Facebook users	170 *38%*	148 *39%*	8 *29%*	3 *20%*	11 *57%ab*	122 *35%*	37 *46%*	31 *44%*	11 *51%*	17 *41%*	24 *66%*	8 *14%*	16 *45%*	9 *27%*	19 *45%*	15 *30%*	147 *38%*	23 *41%*
Don't know	29 *6%*	25 *7%*	3 *12%*	* *3%*	- -	22 *6%*	6 *8%*	6 *9%*	- -	3 *8%*	2 *5%*	2 *3%*	4 *10%*	2 *8%*	2 *6%*	4 *8%*	22 *6%*	7 *12%*

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q6a7 Who posted/shared the news articles or videos looked at on Facebook

Base : All adults 16+ who look at or click on news articles/videos on Facebook

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	374	25	94	82	225	87	113	149	191	352	21	17	121	225	87	113	374	17	10	-	-	-	-
Weighted base	442	36**	101*	101*	271	107*	155*	174	222	415	30**	20**	134*	271	107*	155*	442	20**	12**	-**	-**	-**	-**
A friend	262	24	65	63	161	73	85	113	138	248	19	9	87	161	73	85	262	9	6	-	-	-	-
	59%	*67%*	*65%*	*63%*	*60%*	*68%*	*54%*	*65%*	*62%*	*60%*	*63%*	*44%*	*65%*	*60%*	*68%*	*54%*	*59%*	*44%*	*53%*	-	-	-	-
A public figure/journalist	93	8	31	22	55	29	33	44	57	86	9	10	32	55	29	33	93	10	4	-	-	-	-
	21%	*22%*	*31%*	*22%*	*20%*	*28%*	*21%*	*25%*	*26%*	*21%*	*30%*	*48%*	*24%*	*20%*	*28%*	*21%*	*21%*	*48%*	*37%*	-	-	-	-
A news organisation	158	15	43	39	103	36	64	67	93	154	7	9	53	103	36	64	158	9	4	-	-	-	-
	36%	*41%*	*43%*	*39%*	*38%*	*34%*	*41%*	*38%*	*42%*	*37%*	*22%*	*48%*	*40%*	*38%*	*34%*	*41%*	*36%*	*48%*	*36%*	-	-	-	-
Other Facebook users	170	14	39	41	106	38	66	68	87	160	6	10	63	106	38	66	170	10	8	-	-	-	-
	38%	*40%*	*39%*	*41%*	*39%*	*35%*	*43%*	*39%*	*39%*	*39%*	*19%*	*52%*	*47%*	*39%*	*35%*	*43%*	*38%*	*52%*	*68%*	-	-	-	-
Don't know	29	1	9	5	16	3	9	10	9	25	4	-	3	16	3	9	29	-	-	-	-	-	-
	6%	*3%*	*9%*	*5%*	*6%*	*3%*	*6%*	*6%*	*4%*	*6%*	*14%*	-	*2%*	*6%*	*3%*	*6%*	*6%*	-	-	-	-	-	-

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q6a8 News related activities on Twitter in the last week

Base : All adults 16+ who use Twitter for news nowadays

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	122	64	58	40	32	23	14	9	3	1	72	37	13	39	42	26	15	81	41	74	48
Weighted base	149*	81*	68*	40*	43**	33**	20**	8**	3**	***	84*	54*	12**	56*	54*	24**	14**	110*	39**	108*	41*
Look at tweets about the news (without a video or article attached)	93 *63%*	45 *55%*	49 *72%*	28 *70%*	23 *54%*	24 *72%*	13 *64%*	4 *47%*	1 *28%*	- -	52 *62%*	37 *69%*	5 *40%*	36 *64%*	41 *75%*	12 *48%*	5 *36%*	77 *69%*	17 *43%*	65 *60%*	28 *68%*
Click on a news article or video	75 *50%*	38 *46%*	37 *55%*	20 *49%*	16 *37%*	20 *59%*	12 *61%*	5 *69%*	2 *53%*	- -	36 *43%*	32 *59%*	7 *63%*	33 *59%*	27 *51%*	10 *40%*	5 *33%*	60 *55%*	14 *37%*	55 *51%*	20 *48%*
Look at a news post or video but don't click on it	55 *37%*	35 *43%*	21 *30%*	19 *46%*	15 *35%*	12 *36%*	7 *32%*	2 *24%*	1 *28%*	- -	34 *40%*	19 *35%*	3 *25%*	25 *44%*	17 *31%*	8 *31%*	6 *41%*	42 *38%*	13 *34%*	38 *35%*	17 *43%*
Look at the hash tags that are trending	48 *32%*	29 *36%*	19 *27%*	21 *51%*	14 *33%*	2 *6%*	7 *36%*	3 *35%*	1 *28%*	- -	35 41%l	9 *17%*	4 *33%*	15 *26%*	14 *26%*	11 *46%*	8 *56%*	28 *26%*	19 *49%*	32 *29%*	16 *39%*
Don't know	15 *10%*	10 *12%*	5 *7%*	3 *7%*	5 *10%*	5 *14%*	- -	1 *10%*	2 *47%*	* *100%*	7 *9%*	5 *8%*	3 *23%*	5 *8%*	6 *12%*	2 *9%*	1 *9%*	11 *10%*	3 *9%*	13 *12%*	2 *4%*

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q6a8 News related activities on Twitter in the last week

Base : All adults 16+ who use Twitter for news nowadays

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	122	78	18	11	15	83	24	15	7	10	5	8	12	3	8	10	112	10
Weighted base	149*	124*	16**	5**	4**	115*	29**	24**	9**	15**	8**	16**	16**	7**	12**	16**	135*	14**
Look at tweets about the news (without a video or article attached)	93 *63%*	78 *63%*	8 *48%*	4 *86%*	3 *69%*	78 *68%*	12 *41%*	16 *66%*	4 *39%*	6 *41%*	4 *51%*	13 *80%*	8 *47%*	5 *76%*	9 *73%*	14 *90%*	85 *63%*	8 *58%*
Click on a news article or video	75 *50%*	64 *52%*	7 *42%*	2 *46%*	2 *49%*	62 *53%*	11 *38%*	16 *66%*	2 *20%*	5 *31%*	5 *62%*	5 *29%*	9 *56%*	4 *60%*	8 *63%*	11 *70%*	70 *52%*	5 *33%*
Look at a news post or video but don't click on it	55 *37%*	48 *39%*	4 *22%*	2 *38%*	1 *33%*	47 *41%*	7 *23%*	9 *38%*	5 *55%*	3 *16%*	2 *31%*	7 *40%*	6 *34%*	5 *76%*	6 *53%*	6 *36%*	52 *39%*	3 *20%*
Look at the hash tags that are trending	48 *32%*	41 *34%*	3 *17%*	2 *38%*	2 *38%*	36 *32%*	9 *32%*	7 *31%*	3 *29%*	8 *54%*	2 *27%*	7 *43%*	8 *48%*	- -	6 *48%*	- -	45 *33%*	3 *18%*
Don't know	15 *10%*	13 *10%*	1 *6%*	1 *14%*	* *4%*	8 *7%*	6 *21%*	2 *6%*	2 *26%*	4 *25%*	1 *11%*	2 *15%*	- -	- -	2 *13%*	- -	11 *8%*	4 *27%*

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q6a8 News related activities on Twitter in the last week

Base : All adults 16+ who use Twitter for news nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	122	22	52	43	72	25	45	80	92	111	6	11	29	72	25	45	122	11	8	-	-	-	-
Weighted base	149*	30**	66*	58*	97*	32**	62*	100*	114*	138*	10**	12**	35**	97*	32**	62*	149*	12**	9**	-**	-**	-**	-**
Look at tweets about the news (without a video or article attached)	93 *63%*	11 *37%*	42 *63%*	31 *54%*	63 *65%*	23 *71%*	41 *67%*	54 *54%*	80 *70%*	89 *65%*	5 *45%*	10 *79%*	26 *73%*	63 *65%*	23 *71%*	41 *67%*	93 *63%*	10 *79%*	7 *78%*	- -	- -	- -	- -
Click on a news article or video	75 *50%*	14 *47%*	39 *59%*	35 *61%*	52 *54%*	20 *61%*	38 *61%*	56 *56%*	61 *53%*	71 *51%*	4 *37%*	6 *51%*	23 *64%*	52 *54%*	20 *61%*	38 *61%*	75 *50%*	6 *51%*	3 *38%*	- -	- -	- -	- -
Look at a news post or video but don't click on it	55 *37%*	8 *27%*	19 *29%*	15 *25%*	32 *33%*	9 *29%*	24 *39%*	32 *32%*	48 *42%*	55 *40%*	5 *45%*	3 *25%*	12 *33%*	32 *33%*	9 *29%*	24 *39%*	55 *37%*	3 *25%*	2 *19%*	- -	- -	- -	- -
Look at the hash tags that are trending	48 *32%*	9 *30%*	18 *28%*	15 *26%*	33 *34%*	12 *36%*	21 *34%*	27 *27%*	36 *31%*	46 *34%*	- -	7 *57%*	11 *32%*	33 *34%*	12 *36%*	21 *34%*	48 *32%*	7 *57%*	5 *61%*	- -	- -	- -	- -
Don't know	15 *10%*	4 *13%*	11 *16%*	7 *12%*	10 *10%*	1 *2%*	6 *10%*	11 *10%*	7 *6%*	12 *9%*	4 *38%*	* *3%*	2 *6%*	10 *10%*	1 *2%*	6 *10%*	15 *10%*	* *3%*	- -	- -	- -	- -	- -

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q6a9 Who posted/shared the Tweets looked at on Twitter

Base : All adults 16+ that look at tweets on Twitter

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	94	45	49	34	22	19	13	4	2	-	56	32	6	26	40	15	13	66	28	60	34
Weighted base	114*	56*	58*	35**	29**	26**	18**	4**	1**	-**	65*	44**	5**	40**	49*	15**	10**	89*	25**	83*	31**
A friend	50	25	24	16	9	14	8	*	1	-	25	22	2	25	14	5	6	39	11	34	15
	43%	*46%*	*41%*	*45%*	*32%*	*54%*	*46%*	*11%*	*100%*	-	*39%*	*51%*	*36%*	*63%*	*28%*	*33%*	*58%*	*44%*	*43%*	*41%*	*50%*
A public figure/journalist	58	25	33	21	12	11	9	4	1	-	33	20	5	25	26	4	3	51	7	43	15
	51%	*44%*	*57%*	*59%*	*42%*	*41%*	*51%*	*100%*	*67%*	-	*51%*	*45%*	*91%*	*64%*	*52%*	*28%*	*26%*	*57%*	*27%*	*51%*	*49%*
A news organisation	68	33	36	20	19	14	10	4	1	-	39	24	5	26	29	10	4	54	14	52	16
	60%	*59%*	*61%*	*57%*	*64%*	*54%*	*58%*	*100%*	*67%*	-	*61%*	*56%*	*91%*	*65%*	*58%*	*68%*	*38%*	*61%*	*56%*	*63%*	*52%*
Other Twitter users	41	25	16	11	14	5	8	2	1	-	25	13	3	11	18	6	6	29	12	31	10
	36%	*44%*	*28%*	*30%*	*47%*	*19%*	*47%*	*58%*	*67%*	-	*38%*	*30%*	*61%*	*28%*	*36%*	*40%*	*59%*	*33%*	*48%*	*38%*	*31%*
Don't know	4	-	4	-	3	2	-	-	-	-	3	2	-	2	3	-	-	4	-	3	2
	4%	-	*8%*	-	*9%*	*7%*	-	-	-	-	*4%*	*4%*	-	*5%*	*5%*	-	-	*5%*	-	*4%*	*5%*

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q6a9 Who posted/shared the Tweets looked at on Twitter

Base : All adults 16+ that look at tweets on Twitter

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	94	61	10	9	14	65	15	12	7	7	2	7	8	2	7	9	84	10
Weighted base	114*	97*	8**	4**	5**	95*	15**	19**	6**	11**	4**	15**	11**	5**	11**	14**	99*	15**
A friend	50 *43%*	38 *39%*	6 *68%*	3 *65%*	3 *69%*	41 *44%*	5 *33%*	6 *29%*	3 *43%*	3 *32%*	- -	9 *59%*	2 *15%*	5 *100%*	4 *36%*	6 *46%*	48 *48%*	2 *11%*
A public figure\journalist	58 *51%*	51 *53%*	2 *25%*	2 *59%*	2 *46%*	51 *54%*	5 *33%*	11 *55%*	3 *43%*	5 *52%*	2 *61%*	6 *40%*	5 *40%*	5 *100%*	6 *59%*	8 *55%*	54 *54%*	4 *28%*
A news organisation	68 *60%*	62 *63%*	2 *19%*	2 *42%*	4 *79%*	56 *59%*	9 *58%*	11 *56%*	5 *72%*	7 *68%*	4 *100%*	9 *58%*	8 *69%*	5 *100%*	4 *36%*	9 *67%*	61 *61%*	8 *53%*
Other Twitter users	41 *36%*	34 *35%*	3 *31%*	1 *35%*	3 *55%*	35 *37%*	3 *23%*	9 *44%*	3 *43%*	- -	2 *61%*	7 *45%*	5 *40%*	3 *52%*	5 *43%*	2 *12%*	34 *34%*	7 *48%*
Don't know	4 *4%*	3 *3%*	1 *14%*	- -	- -	3 *3%*	2 *10%*	2 *10%*	- -	- -	- -	2 *10%*	- -	- -	- -	- -	3 *3%*	2 *13%*

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q6a9 Who posted/shared the Tweets looked at on Twitter

Base : All adults 16+ that look at tweets on Twitter

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	94	9	35	23	55	16	35	45	64	90	4	7	23	55	16	35	94	7	5	-	-	-	-
Weighted base	114*	11**	42**	31**	78*	23**	51**	54*	80*	110*	6**	10**	29**	78*	23**	51**	114*	10**	7**	-**	-**	-**	-**
A friend	50 *43%*	5 *44%*	15 *36%*	13 *40%*	33 *42%*	9 *40%*	15 *28%*	21 *38%*	35 *44%*	48 *44%*	5 *83%*	3 *34%*	13 *43%*	33 *42%*	9 *40%*	15 *28%*	50 *43%*	3 *34%*	2 *25%*	- -	- -	- -	- -
A public figure/journalist	58 *51%*	6 *52%*	27 *66%*	21 *67%*	38 *49%*	15 *64%*	26 *51%*	33 *62%*	45 *56%*	58 *52%*	5 *83%*	7 *74%*	15 *50%*	38 *49%*	15 *64%*	26 *51%*	58 *51%*	7 *74%*	4 *63%*	- -	- -	- -	- -
A news organisation	68 *60%*	7 *59%*	25 *59%*	21 *68%*	52 *67%*	17 *77%*	39 *76%*	33 *62%*	50 *62%*	68 *62%*	6 *100%*	8 *86%*	21 *73%*	52 *67%*	17 *77%*	39 *76%*	68 *60%*	8 *86%*	7 *100%*	- -	- -	- -	- -
Other Twitter users	41 *36%*	7 *62%*	15 *35%*	11 *36%*	29 *38%*	8 *36%*	20 *39%*	15 *29%*	29 *36%*	41 *37%*	3 *52%*	2 *16%*	11 *38%*	29 *38%*	8 *36%*	20 *39%*	41 *36%*	2 *16%*	- -	- -	- -	- -	- -
Don't know	4 *4%*	- -	1 *3%*	1 *4%*	3 *4%*	- -	2 *4%*	1 *2%*	3 *3%*	2 *2%*	- -	- -	- -	3 *4%*	- -	2 *4%*	4 *4%*	- -	- -	- -	- -	- -	- -

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q6a10 Who posted/shared the news articles or videos looked at on Twitter?

Base : All adults 16+ who look at or click on news articles/videos on Twitter

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	124	63	61	40	31	23	16	10	3	1	71	39	14	33	36	27	28	69	55	78	46
Weighted base	153*	80*	73*	41*	45**	31**	24**	9**	2**	1**	86*	55*	12**	50**	45**	30**	27**	95*	58*	114*	39*
A friend	74	37	37	24	18	11	13	6	2	-	43	24	8	34	14	13	14	48	26	54	20
	48%	*47%*	*50%*	*60%*	*41%*	*35%*	*52%*	*62%*	*89%*	-	*50%*	*43%*	*63%*	*67%*	*30%*	*42%*	*51%*	*50%*	*46%*	*48%*	*51%*
A public figure/journalist	66	33	33	18	21	13	9	5	1	-	39	22	6	32	18	9	7	51	16	54	13
	43%	*42%*	*45%*	*44%*	*46%*	*43%*	*37%*	*51%*	*46%*	-	*45%*	*40%*	*47%*	*64%*	*41%*	*29%*	*26%*	*53%s*	*27%*	*47%*	*33%*
A news organization	77	38	39	21	21	23	7	4	1	1	42	30	6	30	24	15	9	54	23	59	18
	51%	*48%*	*53%*	*50%*	*48%*	*76%*	*27%*	*42%*	*46%*	*100%*	*49%*	*54%*	*47%*	*60%*	*53%*	*49%*	*31%*	*57%*	*40%*	*52%*	*47%*
Other Twitter users	55	37	19	18	14	7	10	5	2	-	32	17	6	18	22	6	10	39	16	41	14
	36%	*46%c*	*25%*	*44%*	*31%*	*22%*	*42%*	*50%*	*89%*	-	*37%*	*31%*	*53%*	*35%*	*48%*	*20%*	*37%*	*41%*	*28%*	*36%*	*36%*
Don't know	13	8	5	3	6	3	-	-	*	-	9	3	*	2	2	5	4	4	9	7	5
	8%	*10%*	*6%*	*8%*	*14%*	*11%*	-	-	*11%*	-	*11%*	*6%*	*2%*	*3%*	*4%*	*17%*	*15%*	*4%*	*16%r*	*7%*	*14%*

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q6a10 Who posted/shared the news articles or videos looked at on Twitter?

Base : All adults 16+ who look at or click on news articles/videos on Twitter

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	124	83	14	11	16	90	18	15	6	7	7	11	8	3	9	17	113	11
Weighted base	153*	132*	12**	5**	5**	129*	19**	25**	7**	9**	13**	19**	12**	7**	14**	25**	138*	15**
A friend	74	61	7	3	4	63	8	8	4	3	4	13	7	5	6	11	67	7
	48%	*46%*	*59%*	*56%*	*78%*	*49%*	*39%*	*31%*	*61%*	*37%*	*35%*	*66%*	*54%*	*76%*	*39%*	*43%*	*49%*	*44%*
A public figure\journalist	66	60	4	1	2	59	6	11	4	4	3	5	8	5	6	12	60	7
	43%	*45%*	*31%*	*31%*	*33%*	*46%*	*32%*	*45%*	*61%*	*44%*	*25%*	*28%*	*66%*	*76%*	*45%*	*48%*	*43%*	*44%*
A news organization	77	69	4	3	3	62	13	14	6	6	6	9	9	5	4	10	72	5
	51%	*52%*	*31%*	*55%*	*58%*	*48%*	*67%*	*54%*	*87%*	*63%*	*46%*	*46%*	*76%*	*76%*	*27%*	*40%*	*52%*	*35%*
Other Twitter users	55	48	3	1	3	47	5	12	2	3	5	8	6	3	5	6	49	6
	36%	*37%*	*23%*	*29%*	*62%*	*37%*	*25%*	*46%*	*26%*	*28%*	*38%*	*39%*	*49%*	*40%*	*33%*	*25%*	*35%*	*43%*
Don't know	13	9	3	1	*	10	3	-	1	-	-	2	-	2	4	2	13	-
	8%	*7%*	*23%*	*14%*	*3%*	*8%*	*13%*	-	*13%*	-	-	*9%*	-	*24%*	*26%*	*6%*	*9%*	-

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q6a10 Who posted/shared the news articles or videos looked at on Twitter?

Base : All adults 16+ who look at or click on news articles/videos on Twitter

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	124	13	33	26	79	25	42	50	60	120	7	5	25	79	25	42	124	5	3	-	-	-	-
Weighted base	153*	16**	41**	35**	106*	32**	57*	63*	79*	149*	11**	6**	29**	106*	32**	57*	153*	6**	3**	-**	-**	-**	-**
A friend	74	7	24	18	50	19	20	33	45	74	7	2	17	50	19	20	74	2	2	-	-	-	-
	48%	*46%*	*60%*	*50%*	*48%*	*58%*	*36%*	*52%*	*57%*	*50%*	*61%*	*27%*	*58%*	*48%*	*58%*	*36%*	*48%*	*27%*	*51%*	-	-	-	-
A public figure/journalist	66	7	30	24	41	17	29	41	51	64	6	5	19	41	17	29	66	5	2	-	-	-	-
	43%	*41%*	*74%*	*69%*	*39%*	*52%*	*52%*	*65%aej*	*65%aej*	*43%*	*60%*	*81%*	*66%*	*39%*	*52%*	*52%*	*43%*	*81%*	*65%*	-	-	-	-
A news organization	77	6	24	23	50	19	35	37	51	77	5	5	18	50	19	35	77	5	3	-	-	-	-
	51%	*38%*	*59%*	*67%*	*48%*	*58%*	*62%*	*58%*	*64%*	*52%*	*44%*	*71%*	*62%*	*48%*	*58%*	*62%*	*51%*	*71%*	*86%*	-	-	-	-
Other Twitter users	55	8	15	12	37	11	23	19	30	55	5	-	10	37	11	23	55	-	-	-	-	-	-
	36%	*50%*	*38%*	*34%*	*35%*	*33%*	*41%*	*30%*	*39%*	*37%*	*42%*	-	*35%*	*35%*	*33%*	*41%*	*36%*	-	-	-	-	-	-
Don't know	13	4	3	3	11	*	1	5	3	11	1	-	*	11	*	1	13	-	-	-	-	-	-
	8%	*26%*	*7%*	*8%*	*11%*	*2%*	*2%*	*8%*	*4%*	*8%*	*8%*	-	*1%*	*11%*	*2%*	*2%*	*8%*	-	-	-	-	-	-

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q8a Source of news of most personal importance

Base : All adults 16+ who have chosen a news source from any platform

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	2618	1253	1365	281	351	328	340	389	514	415	632	668	1318	491	689	557	881	1180	1438	1072	1546
Weighted base	2611	1281	1330	304	466	449	443	335	345	270	770	892	949	542	787	591	692	1329	1282	1505	1106
NET : ANY TV	**1286**	**634**	**653**	**88**	**156**	**162**	**252**	**201**	**241**	**187**	**244**	**414**	**629**	**230**	**334**	**314**	**408**	**564**	**722**	**639**	**647**
	49%defkn ort	*49%*	*49%*	*29%*	*33%*	*36%*	57%adef	60%adef	70%adefg h	68%adefg h	*32%*	46%jk	66%akl	*42%*	*42%*	53%no	59%no	*42%*	56%ar	*42%*	58%at
BBC One	745	380	364	54	76	76	138	124	160	117	130	214	402	144	203	181	217	347	398	362	383
	29%defkl t	*30%*	*27%*	*18%*	*16%*	*17%*	31%def	37%adef	46%adefg h	44%adefg	*17%*	24%jk	42%akl	*26%*	*26%*	*31%*	31%o	*26%*	31%r	*24%*	35%at
BBC Two	10	4	5	4	-	-	-	-	1	5	4	-	6	1	2	2	5	3	7	4	6
	*	*	*	1%aefg	-	-	-	-	*	2%aefgh	*1%*	-	*1%*	*	*	*	*1%*	*	*1%*	*	*1%*
BBC Three	6	1	5	-	5	-	-	-	-	1	5	-	1	1	5	-	-	6	-	5	1
	*	*	*	-	1%a	-	-	-	-	*	*1%*	-	*	*	*1%*	-	-	*	-	*	*
BBC Four	6	6	1	-	-	-	-	2	2	2	-	-	6	4	-	-	2	4	2	1	5
	*	*	*	-	-	-	-	*1%*	*1%*	*1%*	-	-	1%kl	1%o	-	-	*	*	*	*	*
BBC Alba	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ITV/ITV WALES/UTV/STV	282	104	178	10	37	35	69	47	42	43	47	103	132	30	49	76	127	79	203	133	149
	11%dknor	*8%*	13%ab	*3%*	8%d	8%d	16%adef	14%def	12%d	16%adef	*6%*	12%jk	14%ak	*6%*	*6%*	13%no	18%nop	*6%*	16%ar	*9%*	14%at
Channel 4	14	10	5	1	5	2	2	1	3	-	6	5	4	1	4	6	4	5	10	7	7
	1%	*1%*	*	*	*1%*	*	*1%*	*	*1%*	-	*1%*	*1%*	*	*	*	*1%*	*1%*	*	*1%*	*	*1%*
S4C	1	1	1	-	-	*	-	-	*	1	-	*	1	*	1	-	*	1	*	*	1
	*	*	*	-	-	*	-	-	*	*	-	*	*	*	*	-	*	*	*	*	*
Channel 5	2	1	2	-	-	-	1	1	-	1	-	1	2	-	1	-	1	1	1	1	2
	*	*	*	-	-	-	*	*	-	*	-	*	*	-	*	-	*	*	*	*	*
RTE Channels\TG3\TG4	1	-	1	-	-	*	-	*	-	*	-	*	*	-	*	-	*	*	*	*	*
	*	-	*	-	-	*	-	*	-	*	-	*	*	-	*	-	*	*	*	*	*
Sky News Channel	94	51	43	9	11	16	15	14	20	9	21	31	43	15	37	20	22	51	43	47	47
	4%	*4%*	*3%*	*3%*	*2%*	*4%*	*3%*	*4%*	6%e	*3%*	*3%*	*3%*	*4%*	*3%*	*5%*	*3%*	*3%*	*4%*	*3%*	*3%*	*4%*
BBC News Channel	88	57	31	4	15	22	24	9	10	5	18	46	24	28	23	20	17	52	37	60	28
	3%	4%c	*2%*	*1%*	*3%*	5%d	5%dj	*3%*	*3%*	*2%*	*2%*	5%km	*3%*	5%q	*3%*	*3%*	*2%*	*4%*	*3%*	*4%*	*3%*
CNN	3	1	2	3	-	-	-	-	-	-	3	-	-	-	3	-	-	3	-	-	3
	*	*	*	1%a	-	-	-	-	-	-	*	-	-	-	*	-	-	*	-	-	*
Fox News	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CNBC	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q8a Source of news of most personal importance

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	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Weighted base	2611	1281	1330	304	466	449	443	335	345	270	770	892	949	542	787	591	692	1329	1282	1505	1106
Euronews (English version)	2 *	2 *	- -	- -	- -	2 *	- -	- -	- -	- -	- -	2 *	- -	- -	- -	2 *	- -	- -	2 *	2 *	- -
Euronews (Non English version)	1 *	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	1 *	- -	1 *	- -
Al Jazeera (English version)	3 *	1 *	2 *	- -	- -	1 *	- -	1 *	1 *	- -	- -	1 *	2 *	* *	- -	1 *	2 *	* *	2 *	1 *	2 *
Al Jazeera (Arabic version)	3 *	2 *	1 *	- -	1 *	1 *	- -	1 *	- -	- -	1 *	1 *	1 *	2 *	1 *	- -	- -	3 *	- -	1 *	2 *
RT (Russia Today)	8 *	5 *	3 *	2 *	1 *	3 1%	* *	- -	1 *	1 *	3 *	3 *	2 *	- -	2 *	2 *	4 1%	2 *	6 *	2 *	5 *
BBC Parliament	* *	* *	- -	- -	- -	- -	- -	- -	* *	- -	- -	- -	* *	* *	- -	- -	- -	* *	- -	- -	* *
Zee TV	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PTV	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Star Plus	2 *	2 *	- -	- -	- -	- -	2 *	- -	- -	- -	- -	2 *	- -	- -	- -	2 *	- -	- -	2 *	2 *	- -
Bangla TV	3 *	3 *	- -	- -	- -	- -	2 *	- -	- -	1 *	- -	2 *	1 *	- -	1 *	- -	2 *	1 *	2 *	2 *	1 *
Arab News Network	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Deutsche Welle	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TF1	3 *	1 *	2 *	- -	3 1%	- -	- -	- -	- -	- -	3 *	- -	- -	2 *	- -	1 *	- -	2 *	1 *	2 *	1 *
France 24	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CCTV News (China)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bloomberg TV	* *	* *	- -	- -	- -	- -	- -	* *	- -	- -	- -	- -	* *	* *	- -	- -	- -	* *	- -	* *	- -
Other channel(s)[1]	8 *	2 *	7 1%	1 *	3 1%	3 1%	- -	* *	- -	2 1%	4 *	3 *	2 *	- -	2 *	1 *	5 1%	2 *	7 1%	6 *	3 *

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

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Weighted base	2611	1281	1330	304	466	449	443	335	345	270	770	892	949	542	787	591	692	1329	1282	1505	1106
Other channel(s)[2]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other channel(s)[3]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other channel(s)[4]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other channel(s)[5]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET : ANY NEWSPAPERS (DAILY OR WEEKLY)	**181**	**98**	**83**	**12**	**22**	**25**	**24**	**21**	**40**	**37**	**34**	**49**	**99**	**47**	**56**	**39**	**40**	**102**	**79**	**87**	**94**
	7%k	*8%*	*6%*	*4%*	*5%*	*6%*	*5%*	*6%*	*12%adefgh*	*14%adefgh*	*4%*	*5%*	*10%akl*	*9%*	*7%*	*7%*	*6%*	*8%*	*6%*	*6%*	*9%l*
NET : ANY DAILY NEWSPAPERS	**167**	**92**	**76**	**12**	**21**	**22**	**21**	**19**	**39**	**33**	**33**	**44**	**91**	**44**	**53**	**35**	**35**	**97**	**70**	**80**	**87**
	6%	*7%*	*6%*	*4%*	*4%*	*5%*	*5%*	*6%*	*11%adefgh*	*12%adefgh*	*4%*	*5%*	*10%akl*	*8%*	*7%*	*6%*	*5%*	*7%*	*5%*	*5%*	*8%l*
The Sun	16	10	7	-	8	1	3	*	2	2	8	4	5	2	4	2	8	5	11	10	6
	1%	*1%*	*	-	*2%*	*	*1%*	*	*1%*	*1%*	*1%*	*	*	*	*	*	*1%*	*	*1%*	*1%*	*1%*
The Daily Mail	36	17	19	3	2	4	2	7	9	9	5	6	25	6	9	14	7	15	21	15	22
	1%	*1%*	*1%*	*1%*	*	*1%*	*	*2%*	*3%eg*	*3%aefg*	*1%*	*1%*	*3%akl*	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	*2%*
The Daily Star	2	2	-	-	1	-	-	-	1	-	1	-	1	-	-	1	1	-	2	-	2
	*	*	-	-	*	-	-	-	*	-	*	-	*	-	-	*	*	-	*	-	*
The Daily Express	5	4	1	-	-	-	-	1	3	1	-	-	5	1	2	1	2	3	3	1	4
	*	*	*	-	-	-	-	*	*1%a*	*	-	-	*1%*	*	*	*	*	*	*	*	*
The Daily Mirror	12	7	6	-	2	-	4	2	2	3	2	4	7	-	5	6	1	5	7	7	5
	*	*1%*	*	-	*	-	*1%*	*	*1%*	*1%*	*	*	*1%*	-	*1%*	*1%*	*	*	*1%*	*	*
The Guardian	28	14	14	3	4	6	5	4	2	5	7	11	10	10	10	3	4	20	8	18	10
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*
The i'	1	-	1	-	-	-	-	-	1	-	-	-	1	1	-	-	-	1	-	-	1
	*	-	*	-	-	-	-	-	*	-	-	-	*	*	-	-	-	*	-	-	*
The Times	18	15	4	-	-	2	3	2	10	2	-	5	14	9	7	1	2	16	3	10	9
	1%	*1%c*	*	-	-	*	*1%*	*1%*	*3%adefghj*	*1%*	-	*1%*	*1%ak*	*2%pq*	*1%*	*	*	*1%s*	*	*1%*	*1%*
The Daily Telegraph	17	11	5	-	2	-	-	*	7	8	2	-	15	11	4	1	-	16	1	3	13
	1%s	*1%*	*	-	*	-	-	*	*2%adfgh*	*3%adefgh*	*	-	*2%akl*	*2%aopq*	*1%*	*	-	*1%s*	*	*	*1%l*
The Financial Times	*	-	*	-	-	-	*	-	-	-	-	*	-	-	-	*	-	-	*	-	*
	*	-	*	-	-	-	*	-	-	-	-	*	-	-	-	*	-	-	*	-	*

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u

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Weighted base	2611	1281	1330	304	466	449	443	335	345	270	770	892	949	542	787	591	692	1329	1282	1505	1106
The Morning Star	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Herald	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Scotsman	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Daily Record	5	4	2	-	2	1	-	2	-	*	2	1	2	1	-	3	1	1	4	5	*
	*	*	*	-	*	*	-	1%	-	*	*	*	*	*	-	1%	*	*	*	*	*
The National	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Belfast Telegraph	1	*	*	-	-	-	-	-	-	1	-	-	1	*	-	-	*	*	*	-	1
	*	*	*	-	-	-	-	-	-	*	-	-	*	*	-	-	*	*	*	-	*
The Irish News	1	1	*	-	*	-	-	-	*	*	*	-	1	-	*	*	1	*	1	*	1
	*	*	*	-	*	-	-	-	*	*	*	-	*	-	*	*	*	*	*	*	*
The News Letter	*	*	-	-	-	-	*	-	-	-	-	*	-	-	*	-	-	*	-	*	-
	*	*	-	-	-	-	*	-	-	-	-	*	-	-	*	-	-	*	-	*	-
The Western Mail	*	*	-	-	-	-	-	-	*	-	-	-	*	-	-	*	-	-	*	-	*
	*	*	-	-	-	-	-	-	*	-	-	-	*	-	-	*	-	-	*	-	*
The Daily Post - Wales	*	-	*	*	-	-	-	-	-	-	*	-	-	-	*	-	-	*	-	-	*
	*	-	*	*	-	-	-	-	-	-	*	-	-	-	*	-	-	*	-	-	*
The South Wales Evening Post	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South Wales Echo	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Metro	8	1	7	3	-	5	1	-	-	-	3	6	-	-	4	1	3	4	4	4	5
	*	*	1%	1%	-	1%	*	-	-	-	*	1%m	-	-	1%	*	*	*	*	*	*
The Evening Standard	4	3	1	-	-	1	3	-	-	-	-	4	-	1	2	-	1	3	1	2	3
	*	*	*	-	-	*	1%	-	*	-	-	*	-	*	*	-	*	*	*	*	*
The Press and Journal (Aberdeen)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Courier and Advertiser (Dundee)	1	*	*	-	-	-	-	-	*	*	-	-	1	*	-	-	*	*	*	-	1
	*	*	*	-	-	-	-	-	*	*	-	-	*	*	-	-	*	*	*	-	*
Any local daily newspaper[1]	9	2	7	2	*	2	*	1	1	2	3	3	4	*	6	*	3	6	3	5	4
	*	*	1%	1%	*	*	*	*	*	1%	*	*	*	*	1%	*	*	*	*	*	*

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q8a Source of news of most personal importance

Base : All adults 16+ who have chosen a news source from any platform

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Weighted base	2611	1281	1330	304	466	449	443	335	345	270	770	892	949	542	787	591	692	1329	1282	1505	1106
Any local daily newspaper[2]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any local daily newspaper[3]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any local daily newspaper[4]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any local daily newspaper[5]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET : ANY WEEKLY NEWSPAPERS	**14**	**6**	**8**	**-**	**1**	**3**	**2**	**3**	**1**	**4**	**1**	**5**	**8**	**3**	**2**	**4**	**5**	**5**	**9**	**7**	**7**
	1%	*	*1%*	-	*	*1%*	*1%*	*1%*	*	1%d	*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*	*1%*	*	*1%*
The Sun on Sunday	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Mail on Sunday	4	3	2	-	-	-	*	1	*	2	-	*	4	-	1	2	1	1	3	2	2
	*	*	*	-	-	-	*	*	*	1%a	-	*	*	-	*	*	*	*	*	*	*
The Daily Star on Sunday	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Sunday Express	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Sunday Mirror	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Observer	1	1	-	-	-	-	-	-	-	1	-	-	1	-	1	-	-	1	-	-	1
	*	*	-	-	-	-	-	-	-	*a	-	-	*	-	*	-	-	*	-	-	*
The Sunday Times	3	-	3	-	-	-	2	1	-	-	-	2	1	3	-	-	-	3	-	3	-
	*	-	*	-	-	-	*	*	-	-	-	*	*	*1%*	-	-	-	*	-	*	-
The Sunday Telegraph	2	2	-	-	-	2	-	-	-	-	-	2	-	-	-	2	-	-	2	2	-
	*	*	-	-	-	*	-	-	-	-	-	*	-	-	-	*	-	-	*	*	-
The People	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Sunday Herald	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Sunday Post	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Sunday Mail	*	*	-	-	-	-	-	-	*	-	-	-	*	-	-	-	*	-	*	-	*
	*	*	-	-	-	-	-	-	*	-	-	-	*	-	-	-	*	-	*	-	*

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u

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Weighted base	2611	1281	1330	304	466	449	443	335	345	270	770	892	949	542	787	591	692	1329	1282	1505	1106
Scotland on Sunday	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wales on Sunday	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sunday Life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sunday World	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any local paid weekly paper[1]	2	-	2	-	-	1	-	-	*	*	-	1	1	-	-	-	2	-	2	-	2
	*	-	*	-	-	*	-	-	*	*	-	*	*	-	-	-	*	-	*	-	*
Any local paid weekly paper[2]	*	*	-	-	-	-	-	-	-	*	-	-	*	-	-	-	*	-	*	-	*
	*	*	-	-	-	-	-	-	-	*	-	-	*	-	-	-	*	-	*	-	*
Any local paid weekly paper[3]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any local paid weekly paper[4]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any local paid weekly paper[5]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any local free weekly newspaper[1]	1	-	1	-	1	-	-	-	-	*	1	-	*	-	-	-	1	-	1	-	1
	*	-	*	-	*	-	-	-	-	*	*	-	*	-	-	-	*	-	*	-	*
Any local free weekly newspaper[2]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any local free weekly newspaper[3]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any local free weekly newspaper[4]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any local free weekly newspaper[5]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET : ANY RADIO	**277**	**105**	**172**	**20**	**46**	**53**	**53**	**52**	**31**	**22**	**66**	**107**	**105**	**62**	**99**	**63**	**54**	**161**	**116**	**182**	**95**
	11%bq	***8%***	13%b	***7%***	***10%***	***12%***	12%d	16%adeij	***9%***	***8%***	***9%***	***12%***	***11%***	***11%***	13%q	***11%***	***8%***	12%s	***9%***	12%u	***9%***
BBC Radio 4	73	30	43	-	4	11	15	18	17	9	4	26	44	31	22	12	9	53	20	40	33
	3%dekqs	*2%*	*3%*	-	*1%*	2%d	3%de	5%ade	5%ade	3%de	*	3%k	5%ak	6%aopq	*3%*	*2%*	*1%*	4%s	*2%*	*3%*	*3%*
BBC Radio 3	1	1	-	-	-	-	-	-	-	1	-	-	1	-	-	-	1	-	1	-	1
	*	*	-	-	-	-	-	-	-	*a	-	-	*	-	-	-	*	-	*	-	*

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Weighted base	2611	1281	1330	304	466	449	443	335	345	270	770	892	949	542	787	591	692	1329	1282	1505	1106
BBC Radio 2	47 2%uk	18 1%	29 2%	2 1%	2 1%	11 3%i	17 4%adei	9 3%ei	1 *	5 2%	5 1%	28 3%uk	15 2%	9 2%	20 3%	9 1%	10 1%	29 2%	19 1%	31 2%	16 1%
BBC Radio 1	40 2%um	13 1%	27 2%	14 4%afghij	11 2%i	7 1%	5 1%	1 *	* *	1 *	25 3%alm	12 1%m	3 *	7 1%	16 2%	8 1%	9 1%	23 2%	17 1%	28 2%	11 1%
BBC Asian Network	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
BBC Radio 5 Live	16 1%	11 1%	5 *	- -	- -	5 1%	3 1%	8 2%adeij	1 *	- -	- -	7 1%k	9 1%k	3 1%	8 1%	4 1%	1 *	12 1%	5 *	12 1%	4 *
BBC World Service	2 *	2 *	* *	- -	- -	* *	2 *	- -	- -	- -	- -	2 *	- -	- -	* *	2 *	- -	* *	2 *	2 *	- -
BBC Radio 6 Music	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Classic FM	1 *	* *	1 *	- -	- -	- -	- -	1 *	- -	* *	- -	- -	1 *	- -	1 *	- -	* *	1 *	* *	- -	1 *
Talksport	3 *	3 *	- -	- -	3 1%	- -	- -	- -	- -	- -	3 *	- -	- -	* *	3 *	- -	- -	3 *	- -	3 *	- -
LBC	16 1%	7 1%	9 1%	1 *	5 1%	5 1%	2 *	3 1%	1 *	- -	6 1%	6 1%	4 *	2 *	10 1%	1 *	3 *	12 1%	4 *	13 1%	4 *
Heart FM	12 *b	- -	12 1%b	- -	5 1%	5 1%	2 *	* *	- -	- -	5 1%m	7 1%m	* *	5 1%	2 *	3 *	3 *	7 1%	5 *	11 1%	1 *
Absolute Radio	2 *	2 *	- -	- -	- -	- -	2 1%	- -	- -	- -	- -	2 *	- -	- -	- -	2 *	- -	- -	2 *	2 *	- -
Capital	2 *	- -	2 *	* *	2 *	- -	- -	- -	- -	- -	2 *	- -	- -	- -	2 *	* *	- -	2 *	* *	2 *	* *
Real Radio	2 *	- -	2 *	- -	- -	* *	- -	* *	1 *	- -	- -	* *	1 *	* *	1 *	- -	* *	1 *	* *	* *	1 *
Kiss	3 *	- -	3 *	2 1%	1 *	- -	- -	- -	- -	- -	3 *	- -	- -	- -	- -	2 *	1 *	- -	3 *	2 *	1 *
Smooth Radio	3 *	- -	3 *	- -	- -	- -	- -	2 1%	2 *	- -	- -	- -	3 *	- -	2 *	2 *	- -	2 *	2 *	3 *	1 *
Magic	4 *	1 *	3 *	- -	4 1%a	- -	- -	- -	- -	- -	4 1%	- -	- -	2 *	- -	- -	2 *	2 *	2 *	4 *	- -
BBC Radio Scotland / BBC Radio Wales or Cymru / BBC Radio Ulster	6 *	4 *	2 *	- -	1 *	1 *	1 *	* *	3 1%	1 *	1 *	2 *	4 *	2 *	1 *	1 *	2 *	3 *	3 *	3 *	4 *

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Weighted base	2611	1281	1330	304	466	449	443	335	345	270	770	892	949	542	787	591	692	1329	1282	1505	1106
Cool FM	*	-	*	*	-	-	-	-	-	-	*	-	-	*	-	-	-	*	-	*	-
	*	-	*	*	-	-	-	-	-	-	*	-	-	*	-	-	-	*	-	*	-
Radio Ceredigion	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Scarlet FM	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Radio Pembrokeshire	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Radio Carmarthenshire	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any BBC local/regional radio station[1]	13	6	7	-	-	1	2	3	3	4	-	3	10	-	2	5	6	2	11	4	9
	*	*	1%	-	-	*	*	1%	1%	2%ade	-	*	1%k	-	*	1%	1%	*	1%r	*	1%
Any BBC local/regional radio station[2]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any BBC local/regional radio station[3]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any BBC local/regional radio station[4]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any BBC local/regional radio station[5]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other local commercial radio station(s)[1]	25	6	19	1	5	6	4	7	2	1	6	9	10	1	7	11	7	8	17	20	5
	1%	*	1%b	*	1%	1%	1%	2%d	*	*	1%	1%	1%	*	1%	2%n	1%	1%	1%	1%	*
Other local commercial radio station(s)[2]	1	-	1	-	-	1	-	-	-	-	-	1	-	-	-	1	-	-	1	-	1
	*	-	*	-	-	*	-	-	-	-	-	*	-	-	-	*	-	-	*	-	*
Other local commercial radio station(s)[3]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other local commercial radio station(s)[4]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other local commercial radio station(s)[5]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other radio station(s) e.g. local or foreign ones[1]	2	*	2	-	2	-	-	*	-	-	2	-	*	-	2	-	*	2	*	2	*
	*	*	*	-	*	-	-	*	-	-	*	-	*	-	*	-	*	*	*	*	*
Other radio station(s) e.g. local or foreign ones[2]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Other radio station(s) e.g. local or foreign ones[3]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other radio station(s) e.g. local or foreign ones[4]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other radio station(s) e.g. local or foreign ones[5]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NET : ANY WEBSITE OR APPS	**753** 29%hijmqsu	**383** ***30%***	**370** ***28%***	**177** 58%aefghij	**219** 47%aghij	**187** 42%aghij	**103** 23%hij	**43** 13%ij	**21** 6%j	**4** ***2%***	**396** 51%alm	**289** 32%m	**68** ***7%***	**187** 35%apq	**261** 33%pq	**154** ***26%***	**151** ***22%***	**448** 34%as	**305** ***24%***	**541** 36%au	**212** ***19%***
BBC website or app	242 9%hijmpqsu	131 *10%*	111 *8%*	25 8%ij	66 14%adghij	83 18%adghij	37 8%ij	18 5%j	12 4%j	1 *1%*	90 12%m	119 13%am	32 *3%*	79 15%apq	95 12%pq	36 *6%*	30 *4%*	175 13%as	67 *5%*	178 12%au	63 *6%*
ITV or ITN website or app	14 1%m	3 *	11 *1%*	4 *1%*	6 *1%*	- -	5 *1%*	- -	- -	- -	9 1%m	5 *1%*	- -	- -	7 *1%*	5 *1%*	2 *	7 *1%*	7 *1%*	9 *1%*	5 *
STV Website or app	1 *	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	1 *	- -	1 *
UTV Website or app	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Channel 4 website or app	7 *	5 *	2 *	- -	3 *1%*	- -	2 *1%*	2 *1%*	- -	- -	3 *	2 *	2 *	- -	2 *	2 *	3 *	2 *	5 *	7 *u	- -
Sky News website or app	50 2%mu	28 *2%*	21 *2%*	13 4%ahij	9 2%j	17 4%hij	8 2%j	2 *1%*	2 *1%*	- -	21 3%m	25 3%m	4 *	17 *3%*	13 *2%*	9 *1%*	11 *2%*	30 *2%*	20 *2%*	40 *3%u*	10 *1%*
CNN Website or app	2 *	2 *	- -	- -	2 *	- -	- -	- -	- -	- -	2 *	- -	- -	- -	2 *	- -	- -	2 *	- -	2 *	- -
NBC News website or app	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CBS News website or app	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
The Sun website or app	1 *	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	1 *	- -	- -	1 *
The Daily Mail website or app	37 1%iq	13 *1%*	24 *2%*	8 3%ij	11 2%ij	6 1%i	5 *1%*	7 2%ij	- -	- -	19 2%m	11 *1%*	7 *1%*	7 *1%*	20 3%q	7 *1%*	2 *	27 2%s	9 *1%*	26 *2%*	10 *1%*
The Daily Star website or app	1 *	- -	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	1 *	- -	1 *

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q8a Source of news of most personal importance

Base : All adults 16+ who have chosen a news source from any platform

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Weighted base	2611	1281	1330	304	466	449	443	335	345	270	770	892	949	542	787	591	692	1329	1282	1505	1106
The Daily Express website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Daily Mirror website or app	5	2	2	2	-	-	2	-	-	-	2	2	-	2	2	-	-	5	-	5	-
	*	*	*	1%	-	-	1%	-	-	-	*	*	-	*	*	-	-	*	-	*	-
The Guardian\Observer website or app	27	13	14	2	14	7	3	-	*	-	16	11	*	12	13	2	1	25	3	22	5
	1%mqs	1%	1%	1%	3%ahij	2%hi	1%	-	*	-	2%m	1%m	*	2%pq	2%pq	*	*	2%s	*	1%u	*
The Independent website or app	6	3	3	1	3	1	1	*	-	-	4	2	*	2	2	1	1	4	2	3	3
	*	*	*	*	1%	*	*	*	-	-	1%	*	*	*	*	*	*	*	*	*	*
The Times\Sunday Times website or app	5	2	3	2	1	2	-	-	-	1	3	2	1	1	1	3	-	2	3	4	1
	*	*	*	1%	*	*	-	-	-	*	*	*	*	*	*	1%	-	*	*	*	*
The Telegraph website or app	7	5	2	1	-	-	5	1	-	1	1	5	2	2	1	5	-	3	5	5	3
	*	*	*	*	-	-	1%	*	-	*	*	1%	*	*	*	1%q	-	*	*	*	*
The Financial Times website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Metro website or app	1	1	-	1	-	-	-	-	-	-	1	-	-	-	-	-	1	-	1	-	1
	*	*	-	*	-	-	-	-	-	-	*	-	-	-	-	-	*	-	*	-	*
The Evening Standard website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The New York Times website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Washington Post website or app	2	-	2	-	-	-	2	-	-	-	-	2	-	2	-	-	-	2	-	2	-
	*	-	*	-	-	-	*	-	-	-	-	*	-	*	-	-	-	*	-	*	-
Time.com website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Atlantic website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Week website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private Eye website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Economist website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The LAD Bible website or app	3	2	1	1	2	-	-	-	-	-	3	-	-	-	1	-	2	1	2	2	1
	*	*	*	*	*	-	-	-	-	-	*	-	-	-	*	-	*	*	*	*	*

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

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Weighted base	2611	1281	1330	304	466	449	443	335	345	270	770	892	949	542	787	591	692	1329	1282	1505	1106
Any local newspaper websites or apps	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any Scotland based websites or apps (e.g. the Herald, the Scotsman, Daily Record, etc)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any Wales based news websites or apps (e.g. S4C, Western Mail, etc)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any Northern Ireland based news websites or apps (e.g. RTE, Belfast Telegraph etc)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Facebook	185 7%ghijlm	74 6%	111 8%b	72 24%aefgh ij	68 15%afghij	24 5%hij	16 4%ij	4 1%	2 1%	-	140 18%alm	39 4%m	6 1%	27 5%	52 7%	41 7%	65 9%n	79 6%	106 8%	122 8%u	63 6%
Twitter	17 1%c	16 1%c	1 *	6 2%aghj	6 1%	2 1%	- -	* *	2 *	- -	12 2%alm	2 *	2 *	5 1%	6 1%	1 *	4 1%	11 1%	5 *	14 1%u	3 *
Google News (search engine just for news)	14 1%	13 1%c	1 *	3 1%	2 *	6 1%	2 *	- -	1 *	1 *	4 1%	7 1%	2 *	9 2%aoq	2 *	2 *	2 *	11 1%	4 *	10 1%	4 *
Yahoo news	5 *	3 *	2 *	1 *	- -	- -	1 *	2 1%	1 *	- -	1 *	1 *	3 *	- -	- -	1 *	4 1%	- -	5 *	1 *	4 *
MSN news	4 *	1 *	3 *	- -	1 *	* *	3 1%	- -	1 *	- -	1 *	3 *	1 *	1 *	- -	3 1%	- -	1 *	3 *	3 *	1 *
AOL news	2 *	- -	2 *	- -	- -	- -	2 *	- -	- -	- -	- -	2 *	- -	- -	- -	2 *	- -	- -	2 *	2 *	- -
YouTube	22 1%m	17 1%c	5 *	15 5%aefghi j	2 *	4 1%	1 *	- -	- -	- -	17 2%alm	5 1%m	- -	2 *	6 1%	8 1%	6 1%	8 1%	14 1%	10 1%	12 1%
Feedly app	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Flipboard app	3 *	- -	3 *	1 *	- -	2 *	- -	- -	- -	- -	1 *	2 *	- -	2 *	1 *	- -	- -	3 *	- -	2 *	1 *
News Now website or app	1 *	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	1 *	- -	1 *	- -

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
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Weighted base	2611	1281	1330	304	466	449	443	335	345	270	770	892	949	542	787	591	692	1329	1282	1505	1106
BuzzFeed	2 *	* *	1 *	2 1%a	- -	- -	- -	- -	- -	- -	2 *	- -	- -	1 *	1 *	- -	* *	1 *	* *	- -	2 *
Vice	3 *	2 *	1 *	3 1%a	- -	- -	- -	- -	- -	- -	3 *	- -	- -	- -	3 *	- -	- -	3 *	- -	- -	3 *
Personal blog	2 *	* *	1 *	- -	1 *	- -	- -	* *	- -	- -	1 *	- -	* *	- -	* *	- -	1 *	* *	1 *	- -	2 *
Google (General search Engine)	42 2%jm	23 2%	19 1%	8 3%ij	9 2%ij	18 4%aghij	4 1%	3 1%	- -	- -	16 2%m	23 3%m	3 *	4 1%	21 3%n	6 1%	11 2%	25 2%	17 1%	32 2%u	10 1%
Other general search engine	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other search engine just for news	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Huffington Post	1 *	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	1 *	- -	1 *	- -
Other site that combines news links[1]	21 1%mu	10 1%	11 1%	- -	15 3%adghij	5 1%	- -	1 *	- -	- -	15 2%am	5 1%	1 *	7 1%o	2 *	10 2%oq	3 *	9 1%	13 1%	20 1%u	1 *
Other site that combines news links[2]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other site that combines news links[3]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other site that combines news links[4]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other site that combines news links[5]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other website(s) or app(s)[1]	1 *	* *	* *	* *	- -	- -	* *	- -	- -	- -	* *	* *	- -	* *	- -	- -	* *	* *	* *	* *	* *
Other website(s) or app(s)[2]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other website(s) or app(s)[3]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other website(s) or app(s)[4]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other website(s) or app(s)[5]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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Weighted base	2611	1281	1330	304	466	449	443	335	345	270	770	892	949	542	787	591	692	1329	1282	1505	1106
Other search engine just for news[1]	3 *	3 *	- -	1 *	- -	2 *	- -	- -	- -	- -	1 *	2 *	- -	- -	- -	3 *	- -	- -	3 *	3 *	- -
Other search engine just for news[2]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other search engine just for news[3]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other search engine just for news[4]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other search engine just for news[5]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other general search engine[1]	* *	* *	- -	- -	- -	- -	- -	* *	- -	- -	- -	- -	* *	- -	- -	- -	* *	- -	* *	- -	* *
Other general search engine[2]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other general search engine[3]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other general search engine[4]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other general search engine[5]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Any local newspaper websites or app[1]	3 *	- -	3 *	2 1%a	- -	1 *	- -	- -	- -	- -	2 *	1 *	- -	2 *	1 *	- -	- -	3 *	- -	2 *	1 *
Any local newspaper websites or app[2]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Any local newspaper websites or app[3]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Any local newspaper websites or app[4]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Any local newspaper websites or app[5]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Others	11 *	8 1%	3 *	2 1%	- -	6 1%	2 *	1 *	* *	- -	2 *	8 1%	2 *	2 *	4 *	6 1%q	* *	5 *	6 *	11 1%u	1 *
NET : ANY MAGAZINES	**5** *	**5** *	**-** -	**2** 1%	**-** -	**-** -	**2** *	**-** -	**-** -	**1** *	**2** *	**2** *	**1** *	**2** *	**3** *	**-** -	**-** -	**5** *	**-** -	**4** *	**1** *

KANTAR MEDIA

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		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Weighted base	2611	1281	1330	304	466	449	443	335	345	270	770	892	949	542	787	591	692	1329	1282	1505	1106
Private Eye magazine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Economist magazine	2	2	-	2	-	-	-	-	-	-	2	-	-	-	2	-	-	2	-	2	-
	*	*	-	1%a	-	-	-	-	-	-	*	-	-	-	*	-	-	*	-	*	-
The Week magazine	3	3	-	-	-	-	2	-	-	1	-	2	1	2	1	-	-	3	-	2	1
	*	*	-	-	-	-	*	-	-	*	-	*	*	*	*	-	-	*	-	*	*
Time magazine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other magazines	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NONE	53	28	25	2	14	13	5	9	4	6	15	19	19	8	23	8	14	31	22	30	23
	2%	2%	2%	1%	3%	3%	1%	3%	1%	2%	2%	2%	2%	1%	3%	1%	2%	2%	2%	2%	2%
Don't know	51	28	24	3	9	8	5	7	8	12	11	13	28	7	10	12	23	17	35	19	33
	2%	2%	2%	1%	2%	2%	1%	2%	2%	4%adg	1%	1%	3%	1%	1%	2%	3%ano	1%	3%r	1%	3%l

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q8a Source of news of most personal importance

Base : All adults 16+ who have chosen a news source from any platform

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	2618	1620	303	393	302	1796	520	272	175	137	182	156	193	86	219	200	2414	191
Weighted base	2611	2202	206	135	69	2071	472	381	226	185	245	220	246	124*	293	282	2331	267
NET : ANY TV	**1286**	**1071**	**112**	**74**	**29**	**1022**	**235**	**191**	**97**	**97**	**131**	**106**	**132**	**46**	**152**	**119**	**1147**	**130**
	49%en	***49%***	54%e	55%abe	***43%***	***49%***	***50%***	***50%***	***43%***	***52%***	54%np	***48%***	54%np	***37%***	52%n	***42%***	***49%***	***49%***
BBC One	745	634	55	46	11	581	154	136	67	58	68	62	78	29	78	57	674	66
	29%ep	29%e	27%e	34%ace	15%	28%	33%	36%aop	30%p	31%p	28%	28%	32%p	24%	27%	20%	29%	25%
BBC Two	10	9	-	*	-	9	*	-	2	-	-	2	3	-	3	-	10	-
	*	*	-	*	-	*	*	-	1%	-	-	1%	1%	-	1%	-	*	-
BBC Three	6	6	-	-	-	3	2	-	3	-	2	-	-	-	-	-	3	2
	*	*	-	-	-	*	1%	-	1%a	-	1%	-	-	-	-	-	*	1%q
BBC Four	6	6	-	-	-	6	-	-	-	1	-	-	1	1	-	4	6	-
	*	*	-	-	-	*	-	-	-	*	-	-	*	1%	-	1%a	*	-
BBC Alba	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ITV/ITV WALES/UTV/STV	282	214	40	17	12	228	43	26	10	23	34	25	23	15	43	15	274	7
	11%or	10%	19%abd	12%	17%ab	11%	9%	7%	4%	12%ip	14%hip	11%ip	9%	12%i	15%hip	5%	12%r	3%
Channel 4	14	13	*	-	1	9	5	2	3	2	2	-	-	-	1	4	12	3
	1%	1%	*	-	1%	*	1%	*	1%	1%	1%	-	-	-	*	1%	1%	1%
S4C	1	-	-	1	-	1	*	-	-	-	-	-	-	-	-	-	1	-
	*	-	-	1%ab	-	*	*	-	-	-	-	-	-	-	-	-	*	-
Channel 5	2	2	-	1	-	2	-	-	-	-	-	-	2	-	-	-	2	-
	*	*	-	*	-	*	-	-	-	-	-	-	1%a	-	-	-	*	-
RTE Channels\TG3\TG4	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-
	*	-	-	-	1%abcd	-	-	-	-	-	-	-	-	-	-	-	*	-
Sky News Channel	94	80	8	4	1	77	16	9	3	3	14	7	17	-	16	12	80	14
	4%	4%	4%	3%	2%	4%	3%	2%	1%	2%	6%in	3%	7%ahijn	-	5%in	4%	3%	5%
BBC News Channel	88	81	3	2	3	74	12	14	7	9	9	11	8	-	8	16	61	26
	3%	4%	1%	2%	4%	4%	3%	4%	3%	5%	4%	5%	3%	-	3%	6%n	3%	10%aq
CNN	3	3	-	-	-	3	-	1	-	-	-	-	-	-	-	2	1	2
	*	*	-	-	-	*	-	*	-	-	-	-	-	-	-	1%a	*	1%aq
Fox News	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CNBC	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q8a Source of news of most personal importance

Base : All adults 16+ who have chosen a news source from any platform

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Weighted base	2611	2202	206	135	69	2071	472	381	226	185	245	220	246	124*	293	282	2331	267
Euronews (English version)	2 *	2 *	- -	- -	- -	2 *	- -	- -	2 1%a	- -	- -	- -	- -	- -	- -	- -	2 *	- -
Euronews (Non English version)	1 *	- -	1 1%ab	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -
Al Jazeera (English version)	3 *	2 *	* *	1 *	- -	2 *	* *	- -	- -	- -	- -	- -	1 *	- -	1 *	- -	3 *	- -
Al Jazeera (Arabic version)	3 *	2 *	1 1%	- -	- -	3 *	- -	1 *	- -	1 1%	- -	- -	- -	- -	- -	- -	1 *	2 1%aq
RT (Russia Today)	8 *	4 *	2 1%b	1 1%b	1 1%	6 *	2 *	- -	- -	- -	2 1%	- -	1 *	1 1%	1 *	- -	7 *	1 *
BBC Parliament	* *	- -	- -	* *ab	- -	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	* *	- -
Zee TV	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PTV	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Star Plus	2 *	2 *	- -	- -	- -	2 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 1%a	- -	2 1%aq
Bangla TV	3 *	3 *	- -	- -	- -	3 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 1%a	- -	3 1%aq
Arab News Network	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Deutsche Welle	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TF1	3 *	3 *	- -	- -	- -	3 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 1%a	2 *	1 *
France 24	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CCTV News (China)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bloomberg TV	* *	- -	- -	* *ab	- -	- -	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	* *	- -

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q8a Source of news of most personal importance

Base : All adults 16+ who have chosen a news source from any platform

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Weighted base	2611	2202	206	135	69	2071	472	381	226	185	245	220	246	124*	293	282	2331	267
Other channel(s)[1]	8 *	5 *	1 1%	1 1%	1 2%ab	6 *	1 *	2 *	- -	- -	- -	- -	- -	- -	- -	3 1%	7 *	2 1%
Other channel(s)[2]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other channel(s)[3]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other channel(s)[4]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other channel(s)[5]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NET : ANY NEWSPAPERS (DAILY OR WEEKLY)	**181** ***7%***	**153** ***7%***	**14** ***7%***	**10** ***7%***	**5** ***7%***	**141** ***7%***	**36** ***8%***	**24** ***6%***	**19** ***9%***	**9** ***5%***	**19** ***8%***	**8** ***4%***	**19** ***8%***	**8** ***7%***	**21** ***7%***	**24** ***9%***	**166** ***7%***	**15** ***6%***
NET : ANY DAILY NEWSPAPERS	**167** ***6%***	**141** ***6%***	**13** ***6%***	**9** ***6%***	**5** ***7%***	**130** ***6%***	**32** ***7%***	**21** ***5%***	**19** ***8%***	**9** ***5%***	**19** ***8%***	**8** ***4%***	**17** ***7%***	**7** ***6%***	**19** ***6%***	**23** ***8%***	**151** ***6%***	**15** ***6%***
The Sun	16 1%	14 1%	1 *	1 *	* 1%	12 1%	3 1%	3 1%	- -	3 1%	4 2%	2 1%	2 1%	- -	- -	1 *	16 1%	- -
The Daily Mail	36 1%	30 1%	1 1%	4 3%abce	- -	26 1%	10 2%	4 1%	3 1%	2 1%	6 2%	1 *	3 1%	2 1%	4 1%	5 2%	32 1%	5 2%
The Daily Star	2 *	2 *	- -	- -	- -	2 *	- -	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	2 *	- -
The Daily Express	5 *	4 *	1 1%	* *	* *	4 *	1 *	1 *	- -	- -	1 *	1 *	1 *	- -	- -	- -	4 *	- -
The Daily Mirror	12 *	12 1%	- -	1 *	* *	12 1%	* *	2 *	2 1%	1 1%	- -	1 *	2 1%	- -	2 1%	3 1%	9 *	3 1%
The Guardian	28 1%	27 1%	1 *	- -	1 1%d	26 1%	2 *	2 1%	5 2%	- -	2 1%	1 *	5 2%	1 1%	5 2%	5 2%	28 1%	- -
The i'	1 *	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -
The Times	18 1%	17 1%	1 *	* *	- -	12 1%	7 1%	2 1%	6 2%ao	1 1%	2 1%	- -	1 *	3 2%o	- -	3 1%	17 1%	1 *
The Daily Telegraph	17 1%	16 1%	- -	1 *	- -	13 1%	3 1%	3 1%	3 1%	2 1%	1 *	- -	2 1%	1 1%	4 1%	- -	17 1%	- -

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
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		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Weighted base	2611	2202	206	135	69	2071	472	381	226	185	245	220	246	124*	293	282	2331	267
The Financial Times	*	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	*ab	-	-	-	-	-	-	-	-	-	-	-	-	-
The Morning Star	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Herald	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Scotsman	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Daily Record	5	-	5	-	-	4	1	-	-	-	-	-	-	-	-	-	5	-
	*	-	3%abde	-	-	*	*	-	-	-	-	-	-	-	-	-	*	-
The National	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Belfast Telegraph	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-
	*	-	-	-	1%abcd	-	-	-	-	-	-	-	-	-	-	-	*	-
The Irish News	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-
	*	-	-	-	2%abcd	-	-	-	-	-	-	-	-	-	-	-	*	-
The News Letter	*	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	*	-
	*	-	-	-	1%ab	-	-	-	-	-	-	-	-	-	-	-	*	-
The Western Mail	*	-	-	*	-	*	-	-	-	-	-	-	-	-	-	-	*	-
	*	-	-	*ab	-	*	-	-	-	-	-	-	-	-	-	-	*	-
The Daily Post - Wales	*	-	-	*	-	-	*	-	-	-	-	-	-	-	-	-	*	-
	*	-	-	*ab	-	-	*	-	-	-	-	-	-	-	-	-	*	-
The South Wales Evening Post	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South Wales Echo	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Metro	8	7	2	-	-	8	-	-	-	-	3	3	-	-	-	1	7	2
	*	*	1%	-	-	*	-	-	-	-	1%	1%	-	-	-	*	*	1%
The Evening Standard	4	4	-	-	-	4	-	-	-	-	-	-	-	-	-	4	-	4
	*	*	-	-	-	*	-	-	-	-	-	-	-	-	-	2%ah	-	2%aq
The Press and Journal (Aberdeen)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
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Weighted base	2611	2202	206	135	69	2071	472	381	226	185	245	220	246	124*	293	282	2331	267
The Courier and Advertiser (Dundee)	1 *	- -	1 *ab	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -
Any local daily newspaper[1]	9 *	7 *	- -	1 1%	1 1%c	6 *	2 1%	2 *	- -	- -	1 *	- -	1 *	1 1%	3 1%	- -	9 *	- -
Any local daily newspaper[2]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Any local daily newspaper[3]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Any local daily newspaper[4]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Any local daily newspaper[5]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NET : ANY WEEKLY NEWSPAPERS	**14** ***1%***	**12** ***1%***	**1** ***1%***	**1** ***1%***	**-** **-**	**11** ***1%***	**3** ***1%***	**3** ***1%***	**1** *	**-** **-**	**-** **-**	**-** **-**	**3** ***1%***	**1** ***1%***	**2** ***1%***	**1** ***1%***	**14** ***1%***	**-** **-**
The Sun on Sunday	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
The Mail on Sunday	4 *	3 *	- -	1 1%	- -	4 *	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	1 1%	4 *	- -
The Daily Star on Sunday	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
The Sunday Express	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
The Sunday Mirror	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
The Observer	1 *	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	- -
The Sunday Times	3 *	3 *	- -	- -	- -	3 *	- -	- -	- -	- -	- -	- -	2 1%	1 1%	- -	- -	3 *	- -
The Sunday Telegraph	2 *	2 *	- -	- -	- -	- -	2 *f	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	2 *	- -
The People	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
The Sunday Herald	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q8a Source of news of most personal importance

Base : All adults 16+ who have chosen a news source from any platform

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Weighted base	2611	2202	206	135	69	2071	472	381	226	185	245	220	246	124*	293	282	2331	267
The Sunday Post	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Sunday Mail	*	-	*	-	-	*	-	-	-	-	-	-	-	-	-	-	*	-
	*	-	*b	-	-	*	-	-	-	-	-	-	-	-	-	-	*	-
Scotland on Sunday	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wales on Sunday	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sunday Life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sunday World	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any local paid weekly paper[1]	2	1	*	*	-	1	*	-	-	-	-	-	1	-	-	-	2	-
	*	*	*	*	-	*	*	-	-	-	-	-	*	-	-	-	*	-
Any local paid weekly paper[2]	*	-	*	-	-	-	*	-	-	-	-	-	-	-	-	-	*	-
	*	-	*b	-	-	-	*	-	-	-	-	-	-	-	-	-	*	-
Any local paid weekly paper[3]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any local paid weekly paper[4]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any local paid weekly paper[5]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any local free weekly newspaper[1]	1	1	-	*	-	1	*	-	-	-	-	-	-	-	1	-	1	-
	*	*	-	*	-	*	*	-	-	-	-	-	-	-	*	-	*	-
Any local free weekly newspaper[2]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any local free weekly newspaper[3]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any local free weekly newspaper[4]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any local free weekly newspaper[5]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

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	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Weighted base	2611	2202	206	135	69	2071	472	381	226	185	245	220	246	124*	293	282	2331	267
NET : ANY RADIO	**277**	**242**	**14**	**17**	**5**	**221**	**52**	**51**	**28**	**17**	**29**	**27**	**25**	**10**	**31**	**24**	**265**	**12**
	11%r	11%e	*7%*	12%ce	*7%*	*11%*	*11%*	*13%*	*12%*	*9%*	*12%*	*12%*	*10%*	*8%*	*11%*	*9%*	11%r	*4%*
BBC Radio 4	73	68	1	4	1	60	13	17	11	7	6	3	6	1	11	6	70	3
	3%c	3%c	*1%*	3%c	*1%*	*3%*	*3%*	*4%*	*5%*	*4%*	*2%*	*1%*	*3%*	*1%*	*4%*	*2%*	*3%*	*1%*
BBC Radio 3	1	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-
	*	*	-	-	-	*	-	-	-	-	-	-	*	-	-	-	*	-
BBC Radio 2	47	40	2	6	-	34	14	9	2	4	10	5	4	4	2	-	46	-
	2%e	2%e	*1%*	4%abce	-	*2%*	*3%*	2%p	*1%*	2%p	4%op	2%p	*1%*	3%p	*1%*	-	*2%*	-
BBC Radio 1	40	37	1	1	1	25	14	7	8	2	4	6	3	-	6	1	37	2
	2%	*2%*	*1%*	*	*1%*	*1%*	3%f	*2%*	4%p	*1%*	*2%*	*3%*	*1%*	-	*2%*	*	*2%*	*1%*
BBC Asian Network	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BBC Radio 5 Live	16	16	-	-	-	16	1	3	2	-	2	5	-	-	2	3	14	2
	1%	*1%*	-	-	-	*1%*	*	*1%*	*1%*	-	*1%*	2%a	-	-	*1%*	*1%*	*1%*	*1%*
BBC World Service	2	2	-	*	-	2	-	-	-	-	-	-	-	-	2	-	2	-
	*	*	-	*	-	*	-	-	-	-	-	-	-	-	*1%*	-	*	-
BBC Radio 6 Music	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Classic FM	1	1	*	-	-	1	-	1	-	-	-	-	-	-	-	-	1	-
	*	*	*	-	-	*	-	*	-	-	-	-	-	-	-	-	*	-
Talksport	3	3	-	-	*	3	-	-	-	-	-	3	-	-	-	-	3	-
	*	*	-	-	*1%*	*	-	-	-	-	-	1%a	-	-	-	-	*	-
LBC	16	16	-	-	-	16	-	5	-	-	-	-	3	3	-	5	14	2
	1%	*1%*	-	-	-	*1%*	-	*1%*	-	-	-	-	*1%*	2%o	-	*2%*	*1%*	*1%*
Heart FM	12	10	-	2	-	11	1	5	-	-	-	-	5	-	-	-	12	-
	*	*	-	2%abc	-	*1%*	*	*1%*	-	-	-	-	2%aop	-	-	-	*1%*	-
Absolute Radio	2	2	-	-	-	2	-	-	-	-	2	-	-	-	-	-	2	-
	*	*	-	-	-	*	-	-	-	-	1%a	-	-	-	-	-	*	-
Capital	2	2	-	*	-	2	-	-	-	-	-	-	-	-	2	-	2	-
	*	*	-	*	-	*	-	-	-	-	-	-	-	-	1%a	-	*	-
Real Radio	2	1	-	1	-	2	-	-	1	-	-	-	-	-	-	-	2	-
	*	*	-	1%ab	-	*	-	-	*	-	-	-	-	-	-	-	*	-
Kiss	3	3	-	-	-	3	-	-	-	-	-	-	-	-	2	1	3	-
	*	*	-	-	-	*	-	-	-	-	-	-	-	-	*1%*	*	*	-

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
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Weighted base	2611	2202	206	135	69	2071	472	381	226	185	245	220	246	124*	293	282	2331	267
Smooth Radio	3 *	3 *	1 *	- -	- -	3 *	- -	1 *	- -	- -	- -	- -	- -	- -	2 1%	- -	3 *	- -
Magic	4 *	3 *	1 1%	- -	- -	3 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	3 1%a	4 *	- -
BBC Radio Scotland / BBC Radio Wales or Cymru / BBC Radio Ulster	6 *	- -	3 1%ab	2 1%ab	2 2%ab	2 *	3 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	6 *	- -
Cool FM	* *	- -	- -	- -	* *ab	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	* *	- -
Radio Ceredigion	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Scarlet FM	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Radio Pembrokeshire	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Radio Carmarthenshire	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Any BBC local/regional radio station[1]	13 *	13 1%	- -	- -	* *	10 *	3 1%	1 *	2 1%	2 1%	2 1%	3 1%	2 1%	- -	- -	2 1%	11 *	2 1%
Any BBC local/regional radio station[2]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Any BBC local/regional radio station[3]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Any BBC local/regional radio station[4]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Any BBC local/regional radio station[5]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other local commercial radio station(s)[1]	25 1%	19 1%	4 2%	1 1%	1 1%	21 1%	4 1%	1 *	2 1%	2 1%	2 1%	3 1%	1 *	2 2%	3 1%	1 *	25 1%	- -
Other local commercial radio station(s)[2]	1 *	1 *	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -
Other local commercial radio station(s)[3]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

KANTAR MEDIA

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Weighted base	2611	2202	206	135	69	2071	472	381	226	185	245	220	246	124*	293	282	2331	267
Other local commercial radio station(s)[4]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other local commercial radio station(s)[5]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other radio station(s) e.g. local or foreign ones[1]	2	2	-	-	*	2	-	-	-	-	-	-	-	-	-	2	2	-
	*	*	-	-	*	*	-	-	-	-	-	-	-	-	-	1%	*	-
Other radio station(s) e.g. local or foreign ones[2]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other radio station(s) e.g. local or foreign ones[3]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other radio station(s) e.g. local or foreign ones[4]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other radio station(s) e.g. local or foreign ones[5]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET : ANY WEBSITE OR APPS	**753**	**644**	**60**	**27**	**22**	**602**	**129**	**109**	**65**	**61**	**54**	**70**	**58**	**53**	**72**	**102**	**650**	**100**
	29%d	29%d	29%d	**20%**	32%d	**29%**	**27%**	**29%**	**29%**	**33%**	**22%**	**32%**	**24%**	43%ahikmo	**24%**	36%kmo	**28%**	38%aq
BBC website or app	242	206	21	10	4	194	43	33	19	24	15	18	31	15	14	37	199	43
	9%o	9%	10%	8%	6%	9%	9%	9%	8%	13%o	6%	8%	13%o	12%o	5%	13%ko	9%	16%aq
ITV or ITN website or app	14	14	-	-	*	13	1	-	1	-	-	3	-	2	-	8	11	2
	1%	1%	-	-	*	1%	*	-	*	-	-	1%	-	2%h	-	3%ahkmo	*	1%
STV Website or app	1	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1
	*	-	*b	-	-	*	-	-	-	-	-	-	-	-	-	-	-	*
UTV Website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Channel 4 website or app	7	7	-	-	*	7	-	-	4	-	-	3	-	-	-	-	7	-
	*	*	-	-	1%	*	-	-	2%ah	-	-	1%	-	-	-	-	*	-
Sky News website or app	50	46	2	*	1	37	11	5	6	7	4	14	2	1	3	4	42	7
	2%d	2%d	1%	*	1%d	2%	2%	1%	3%	4%	2%	6%ahkmop	1%	1%	1%	2%	2%	3%
CNN Website or app	2	2	-	-	-	2	-	2	-	-	-	-	-	-	-	-	2	-
	*	*	-	-	-	*	-	*	-	-	-	-	-	-	-	-	*	-

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
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Weighted base	2611	2202	206	135	69	2071	472	381	226	185	245	220	246	124*	293	282	2331	267
NBC News website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CBS News website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Sun website or app	1	1	-	-	-	1	-	-	-	-	-	-	-	1	-	-	1	-
	*	*	-	-	-	*	-	-	-	-	-	-	-	1%a	-	-	*	-
The Daily Mail website or app	37	35	-	1	*	31	5	1	6	-	4	6	-	7	6	5	32	4
	1%	2%	-	1%c	*	2%	1%	*	3%hm	-	2%	3%hm	-	5%ahjm	2%	2%	1%	2%
The Daily Star website or app	1	1	-	-	-	1	-	-	-	-	-	-	-	-	-	1	1	-
	*	*	-	-	-	*	-	-	-	-	-	-	-	-	-	*	*	-
The Daily Express website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Daily Mirror website or app	5	5	-	-	-	5	-	-	-	-	5	-	-	-	-	-	5	-
	*	*	-	-	-	*	-	-	-	-	2%ah	-	-	-	-	-	*	-
The Guardian\Observer website or app	27	24	2	1	*	21	6	9	3	3	-	-	2	-	5	2	26	1
	1%	1%	1%	1%	*	1%	1%	2%	1%	2%	-	-	1%	-	2%	1%	1%	*
The Independent website or app	6	4	2	-	*	6	-	1	1	-	2	-	-	-	-	-	6	-
	*	*	1%	-	*	*	-	*	*	-	1%	-	-	-	-	-	*	-
The Times\Sunday Times website or app	5	4	1	-	-	5	-	2	-	-	-	-	-	-	1	2	4	2
	*	*	1%	-	-	*	-	*	-	-	-	-	-	-	*	1%	*	1%
The Telegraph website or app	7	7	-	-	-	7	1	2	2	-	2	-	-	-	-	1	5	2
	*	*	-	-	-	*	*	1%	1%	-	1%	-	-	-	-	*	*	1%
The Financial Times website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Metro website or app	1	1	-	-	-	1	-	-	-	-	-	-	-	-	-	1	1	-
	*	*	-	-	-	*	-	-	-	-	-	-	-	-	-	*	*	-
The Evening Standard website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The New York Times website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Washington Post website or app	2	2	-	-	-	2	-	2	-	-	-	-	-	-	-	-	2	-
	*	*	-	-	-	*	-	*	-	-	-	-	-	-	-	-	*	-
Time.com website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q8a Source of news of most personal importance

Base : All adults 16+ who have chosen a news source from any platform

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Weighted base	2611	2202	206	135	69	2071	472	381	226	185	245	220	246	124*	293	282	2331	267
The Atlantic website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Week website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private Eye website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Economist website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The LAD Bible website or app	3 *	3 *	- -	- -	- -	3 *	- -	3 1%a	- -	- -	- -	- -	- -	- -	- -	- -	3 *	- -
Any local newspaper websites or apps	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any Scotland based websites or apps (e.g. the Herald, the Scotsman, Daily Record, etc)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any Wales based news websites or apps (e.g. S4C, Western Mail, etc)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any Northern Ireland based news websites or apps (e.g. RTE, Belfast Telegraph etc)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Facebook	185 *7%*	148 *7%*	18 9%d	6 *4%*	13 19%abcd	134 *6%*	38 *8%*	27 *7%*	12 *5%*	12 *6%*	21 *9%*	15 *7%*	15 *6%*	21 17%ahijlmop	13 *4%*	14 *5%*	166 *7%*	19 *7%*
Twitter	17 *1%*	13 *1%*	2 *1%*	1 *1%*	* *	15 *1%*	2 *	- -	3 *1%*	2 *1%*	- -	- -	3 *1%*	- -	4 *1%*	1 *	15 *1%*	1 *
Google News (search engine just for news)	14 *1%*	13 *1%*	- -	1 *1%*	- -	14 *1%*	* *	3 *1%*	- -	- -	- -	2 *1%*	2 *1%*	2 *1%*	- -	4 *2%*	14 *1%*	- -
Yahoo news	5 *	3 *	1 *1%*	1 *	- -	4 *	1 *	- -	- -	- -	- -	- -	2 *1%*	- -	- -	1 *	4 *	1 *
MSN news	4 *	2 *	* *	2 1%ab	- -	3 *	1 *	- -	- -	2 1%a	- -	- -	- -	- -	- -	- -	4 *	- -

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q8a Source of news of most personal importance

Base : All adults 16+ who have chosen a news source from any platform

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Weighted base	2611	2202	206	135	69	2071	472	381	226	185	245	220	246	124*	293	282	2331	267
AOL news	2	2	-	-	-	-	2	-	-	2	-	-	-	-	-	-	2	-
	*	*	-	-	-	-	*l	-	-	1%a	-	-	-	-	-	-	*	-
YouTube	22	19	3	*	-	20	3	4	1	4	-	-	-	-	7	2	17	5
	1%	1%	2%	*	-	1%	1%	1%	*	2%	-	-	-	-	3%am	1%	1%	2%
Feedly app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Flipboard app	3	3	-	-	-	3	-	2	-	-	-	-	-	-	-	1	2	1
	*	*	-	-	-	*	-	*	-	-	-	-	-	-	-	*	*	*
News Now website or app	1	1	-	-	-	1	-	-	-	-	-	-	-	-	-	1	1	-
	*	*	-	-	-	*	-	-	-	-	-	-	-	-	-	*	*	-
BuzzFeed	2	1	1	-	-	*	1	-	1	-	-	-	-	-	-	-	2	-
	*	*	1%ab	-	-	*	*	-	*	-	-	-	-	-	-	-	*	-
Vice	3	3	-	-	-	1	2	1	-	-	2	-	-	-	-	-	3	-
	*	*	-	-	-	*	*	*	-	-	1%	-	-	-	-	-	*	-
Personal blog	2	1	*	-	-	2	-	-	-	-	-	-	-	-	-	1	*	-
	*	*	*	-	-	*	-	-	-	-	-	-	-	-	-	*	*	-
Google (General search Engine)	42	37	2	2	1	35	6	6	5	1	-	2	1	2	8	12	36	6
	2%	2%	1%	2%	2%	2%	1%	2%	2%	1%	-	1%	*	2%	3%k	4%akm	2%	2%
Other general search engine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other search engine just for news	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Huffington Post	1	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-
	*	-	1%ab	-	-	-	*	-	-	-	-	-	-	-	-	-	*	-
Other site that combines news links[1]	21	20	1	-	-	19	3	5	-	1	-	5	-	2	7	-	21	-
	1%	1%	1%	-	-	1%	1%	1%	-	1%	-	2%p	-	2%	2%amp	-	1%	-
Other site that combines news links[2]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site that combines news links[3]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site that combines news links[4]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other site that combines news links[5]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q8a Source of news of most personal importance

Base : All adults 16+ who have chosen a news source from any platform

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Weighted base	2611	2202	206	135	69	2071	472	381	226	185	245	220	246	124*	293	282	2331	267
Other website(s) or	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-
app(s)[1]	*	-	-	-	1%abc	-	-	-	-	-	-	-	-	-	-	-	*	-
Other website(s) or	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
app(s)[2]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other website(s) or	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
app(s)[3]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other website(s) or	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
app(s)[4]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other website(s) or	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
app(s)[5]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other search engine	3	2	1	-	-	2	1	-	-	-	-	-	-	-	-	2	1	2
just for news[1]	*	*	1%	-	-	*	*	-	-	-	-	-	-	-	-	1%	*	1%q
Other search engine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
just for news[2]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other search engine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
just for news[3]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other search engine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
just for news[4]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other search engine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
just for news[5]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other general search	*	-	-	*	-	-	*	-	-	-	-	-	-	-	-	-	*	-
engine[1]	*	-	-	*ab	-	-	*	-	-	-	-	-	-	-	-	-	*	-
Other general search	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
engine[2]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other general search	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
engine[3]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other general search	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
engine[4]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other general search	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
engine[5]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any local newspaper	3	2	1	-	-	3	-	-	-	-	-	2	-	-	-	-	2	1
websites or app[1]	*	*	*	-	-	*	-	-	-	-	-	1%a	-	-	-	-	*	*
Any local newspaper	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
websites or app[2]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q8a Source of news of most personal importance

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		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Weighted base	2611	2202	206	135	69	2071	472	381	226	185	245	220	246	124*	293	282	2331	267
Any local newspaper websites or app[3]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any local newspaper websites or app[4]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any local newspaper websites or app[5]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Others	11	11	*	*	-	10	2	3	-	3	-	-	-	-	3	2	8	3
	*	*	*	*	-	*	*	1%	-	1%	-	-	-	-	1%	1%	*	1%
NET : ANY MAGAZINES	**5**	**5**	**-**	**-**	**-**	**5**	**-**	**-**	**2**	**-**	**1**	**-**	**2**	**-**	**-**	**-**	**5**	**-**
	*	*	-	-	-	*	-	-	1%	-	*	-	1%	-	-	-	*	-
Private Eye magazine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Economist magazine	2	2	-	-	-	2	-	-	-	-	-	-	2	-	-	-	2	-
	*	*	-	-	-	*	-	-	-	-	-	-	1%a	-	-	-	*	-
The Week magazine	3	3	-	-	-	3	-	-	2	-	1	-	-	-	-	-	3	-
	*	*	-	-	-	*	-	-	1%a	-	*	-	-	-	-	-	*	-
Time magazine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other magazines	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NONE	53	42	2	3	5	39	9	1	9	-	4	7	5	5	5	7	49	4
	2%h	2%	1%	2%	8%abcd	2%	2%	*	4%hj	-	2%	3%h	2%h	4%hj	2%	3%h	2%	1%
Don't know	51	41	4	4	3	37	12	5	6	2	6	2	2	1	12	5	47	5
	2%	2%	2%	3%	4%ab	2%	3%	1%	3%	1%	3%	1%	1%	1%	4%am	2%	2%	2%

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q8a Source of news of most personal importance

Base : All adults 16+ who have chosen a news source from any platform

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	2618	191	411	388	2059	904	901	762	668	890	101	96	432	2059	904	901	1365	96	58	498	289	184	13
Weighted base	2611	248	479	451	1959	823	948	895	810	1070	129*	115*	450	1959	823	948	1610	115*	69*	396	203	139	14**
NET : ANY TV	**1286** 49%bcdghijmpq	**76** ***31%***	**172** ***36%***	**166** ***37%***	**1286** 66%afghijklm	**435** 53%ghijm	**418** 44%hij	**305** 34%i	**216** ***27%***	**381** 36%i	**57** 44%i	**51** 44%i	**188** 42%hi	**1286** 66%aopqrs	**435** 53%pq	**418** 44%q	**564** ***35%***	**51** ***44%***	**34** 49%q	**371** 94%anoqrsuv	**153** 75%anoqrsv	**89** 64%aopqr	**10** ***68%***
BBC One	745 29%bcdhijmq	45 *18%*	102 *21%*	96 *21%*	745 38%afghijkm	262 32%ghijm	254 27%hij	178 20%i	110 *14%*	191 18%i	30 23%i	31 27%i	103 23%i	745 38%aopq	262 32%pq	254 27%q	309 *19%*	31 *27%*	22 33%q	215 54%anoqrsv	102 50%anoqrs	58 41%aopqr	4 *27%*
BBC Two	10 *	- -	2 *1%*	2 *1%*	10 *	1 *	2 *	2 *	2 *	1 *	* *	2 2%afghij	2 *	10 *	1 *	2 *	3 *	2 2%aopq	- -	5 1%opq	- -	1 *1%*	- -
BBC Three	6 *	- -	5 1%a	2 *1%*	6 *	3 *	2 *	5 *1%*	6 *1%*	3 *	- -	1 *1%*	5 1%a	6 *	3 *	2 *	6 *	1 *1%*	1 *1%*	- -	- -	- -	- -
BBC Four	6 *	1 *	1 *	1 *	6 *	2 *	2 *	2 *	- -	1 *	- -	- -	- -	6 *	2 *	2 *	2 *	- -	- -	4 1%q	- -	1 *1%*	- -
BBC Alba	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ITV/ITV WALES/UTV/STV	282 11%bcdghijmpq	7 *3%*	20 *4%*	20 *4%*	282 14%afghijklm	88 11%ghim	64 *7%*	40 *5%*	35 *4%*	86 8%hi	6 *5%*	6 *5%*	30 *7%*	282 14%aopqr	88 11%pq	64 *7%*	103 *6%*	6 *5%*	4 *5%*	105 26%anoqrsuv	34 17%aopqrs	15 11%q	4 *26%*
Channel 4	14 *1%*	2 *1%*	3 *1%*	4 *1%*	14 *1%*	4 *1%*	5 *	6 *1%*	2 *	6 *1%*	- -	- -	2 *	14 *1%*	4 *1%*	5 *	8 *	- -	- -	2 *	2 *1%*	1 *1%*	- -
S4C	1 *	- -	* *	- -	1 *	1 *	* *	* *	- -	* *	- -	- -	- -	1 *	1 *	* *	* *	- -	- -	* *	* *	* *	- -
Channel 5	2 *	- -	1 *	1 *	2 *	1 *	2 *	1 *	1 *	- -	- -	- -	1 *	2 *	1 *	2 *	1 *	- -	- -	- -	- -	1 1%q	- -
RTE Channels\TG3\TG4	1 *	- -	* *	* *	1 *	1 *	* *	* *	* *	* *	- -	- -	1 *	1 *	1 *	* *	* *	- -	- -	- -	* *	- -	- -

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q8a Source of news of most personal importance

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Weighted base	2611	248	479	451	1959	823	948	895	810	1070	129*	115*	450	1959	823	948	1610	115*	69*	396	203	139	14**
Sky News Channel	94 4%	5 2%	16 3%	19 4%	94 5%i	30 4%	38 4%	31 3%	22 3%	40 4%	8 6%	2 2%	20 5%	94 5%	30 4%	38 4%	55 3%	2 2%	2 3%	20 5%	7 3%	4 3%	1 6%
BBC News Channel	88 3%	12 5%	15 3%	18 4%	88 4%	36 4%	38 4%	28 3%	33 4%	37 3%	11 8%ahj	5 4%	21 5%	88 4%	36 4%	38 4%	56 3%	5 4%	3 5%	13 3%	6 3%	6 4%	- -
CNN	3 *	- -	1 *	- -	3 *	- -	1 *	1 *	2 *	3 *	- -	- -	- -	3 *	- -	1 *	3 *	- -	- -	- -	- -	- -	- -
Fox News	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CNBC	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Euronews (English version)	2 *	- -	- -	- -	2 *	- -	- -	- -	- -	- -	- -	2 2%aefgh ijm	- -	2 *	- -	- -	- -	2 2%anopq t	- -	- -	- -	- -	- -
Euronews (Non English version)	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -
Al Jazeera (English version)	3 *	* *	* *	* *	3 *	- -	1 *	* *	- -	* *	- -	- -	- -	3 *	- -	1 *	* *	- -	- -	1 *	- -	- -	- -
Al Jazeera (Arabic version)	3 *	- -	- -	- -	3 *	- -	1 *	1 *	- -	1 *	- -	- -	- -	3 *	- -	1 *	2 *	- -	- -	- -	- -	- -	- -
RT (Russia Today)	8 *	1 *	* *	1 *	8 *	2 *	- -	2 *	2 *	2 *	- -	- -	2 *	8 *	2 *	- -	4 *	- -	- -	4 1%p	1 *	- -	- -
BBC Parliament	* *	* *	- -	- -	* *	- -	* *	* *	* *	* *	* *	- -	* *	* *	- -	* *	* *	- -	- -	- -	- -	- -	- -
Zee TV	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PTV	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

KANTAR MEDIA

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Star Plus	2 *	- -	- -	- -	2 *	2 *	2 *	- -	- -	- -	2 1%aehij	- -	2 *	2 *	2 *	2 *	- -	- -	- -	- -	- -	2 1%anqt	- -
Bangla TV	3 *	- -	- -	- -	3 *	- -	- -	- -	- -	2 *	- -	- -	- -	3 *	- -	- -	2 *	- -	- -	1 *	- -	- -	- -
Arab News Network	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Deutsche Welle	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TF1	3 *	2 1%	2 *	- -	3 *	- -	1 *	2 *	2 *	3 *	- -	- -	- -	3 *	- -	1 *	3 *	- -	- -	- -	- -	- -	- -
France 24	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CCTV News (China)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Bloomberg TV	* *	- -	* *	- -	* *	* *	* *	* *	- -	- -	- -	- -	- -	* *	* *	* *	* *	- -	- -	- -	- -	- -	- -
Other channel(s)[1]	8 *	1 *	3 1%	1 *	8 *	3 *	4 *	3 *	- -	5 *	- -	1 1%i	1 *	8 *	3 *	4 *	6 *	1 1%	1 2%	1 *	* *	- -	1 10%
Other channel(s)[2]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other channel(s)[3]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other channel(s)[4]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other channel(s)[5]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

KANTAR MEDIA

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NET : ANY NEWSPAPERS (DAILY OR WEEKLY)	**181** 7%t	**17** 7%	**22** 5%	**26** 6%	**111** 6%	**181** 22%aeghijkm	**59** 6%	**50** 6%	**37** 5%	**61** 6%	**6** 4%	**15** 13%aeghijkm	**24** 5%	**111** 6%t	**181** 22%anpqtv	**59** 6%t	**88** 5%t	**15** 13%anpqt	**15** 22%anpqt	**-** -	**43** 21%anpqt	**19** 13%anpqt	**3** 20%
NET : ANY DAILY NEWSPAPERS	**167** 6%t	**16** 6%	**21** 4%	**26** 6%	**103** 5%	**167** 20%aeghijkm	**57** 6%	**49** 5%	**35** 4%	**59** 6%	**6** 4%	**13** 12%ehijm	**22** 5%	**103** 5%t	**167** 20%anpqt	**57** 6%t	**83** 5%t	**13** 12%nqt	**13** 20%anpqt	**-** -	**38** 19%anpqt	**19** 13%anpqt	**1** 7%
The Sun	16 1%	- -	- -	4 1%	9 *	16 2%aeghijm	5 1%	4 *	2 *	7 1%	- -	- -	1 *	9 *	16 2%anpqt	5 1%	8 1%	- -	- -	- -	3 2%nt	1 1%	- -
The Daily Mail	36 1%t	1 1%	1 *	2 *	22 1%	36 4%aeghijm	9 1%	4 *	7 1%	8 1%	- -	1 *	3 1%	22 1%t	36 4%anpqt	9 1%	13 1%	1 *	1 1%	- -	11 6%anpqrt	4 3%qt	- -
The Daily Star	2 *	- -	- -	- -	- -	2 *e	- -	- -	- -	- -	- -	- -	- -	- -	2 *n	- -	- -	- -	- -	- -	- -	- -	- -
The Daily Express	5 *	1 *	1 *	- -	4 *	5 1%	2 *	2 *	- -	2 *	- -	- -	* *	4 *	5 1%q	2 *	2 *	- -	- -	- -	1 1%	1 1%	- -
The Daily Mirror	12 *	2 1%	2 *	3 1%	7 *	12 1%aei	5 *	5 1%	2 *	5 1%	- -	- -	2 *	7 *	12 1%anqt	5 *	6 *	- -	- -	- -	4 2%anpqt	- -	- -
The Guardian	28 1%	5 2%	9 2%	8 2%	16 1%	28 3%aegim	14 1%	17 2%e	12 1%	21 2%e	1 1%	4 4%ae	4 1%	16 1%	28 3%anpqtu	14 1%t	25 2%t	4 4%antu	4 6%anpqtu	- -	- -	2 1%t	- -
The i'	1 *	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	- -
The Times	18 1%	1 *	3 1%	1 *	17 1%	18 2%aehij	12 1%j	3 *	4 1%	3 *	1 1%	4 4%aehijm	3 1%	17 1%	18 2%anqt	12 1%qt	5 *	4 4%anqt	4 6%anpqt	- -	5 2%anqt	6 4%anpqt	- -
The Daily Telegraph	17 1%	3 1%	3 1%	2 *	13 1%	17 2%aeghij	7 1%	3 *	2 *	2 *	3 2%hij	3 3%ahij	7 2%hij	13 1%	17 2%anpqt	7 1%	4 *	3 3%aqt	3 4%anpqt	- -	7 4%anpqt	3 2%anqt	1 7%

KANTAR MEDIA

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The Financial Times	*	-	-	-	*	*	-	-	-	-	-	-	-	*	*	-	-	-	-	-	*	-	-
	*	-	-	-	*	*	-	-	-	-	-	-	-	*	*	-	-	-	-	-	*	-	-
The Morning Star	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Herald	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Scotsman	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Daily Record	5	1	-	1	2	5	1	2	2	2	-	1	-	2	5	1	4	1	1	-	1	-	-
	*	*	-	*	*	1%e	*	*	*	*	-	1%	-	*	1%n	*	*	1%	2%anpt	-	1%	-	-
The National	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Belfast Telegraph	1	-	-	*	*	1	*	*	-	*	-	-	-	*	1	*	*	-	-	-	*	*	-
	*	-	-	*	*	*	*	*	-	*	-	-	-	*	*	*	*	-	-	-	*	*	-
The Irish News	1	-	-	*	1	1	*	*	*	*	-	-	-	1	1	*	*	-	-	-	*	*	-
	*	-	-	*	*	*	*	*	*	*	-	-	-	*	*	*	*	-	-	-	*	*	-
The News Letter	*	-	-	-	*	*	-	-	-	-	-	-	*	*	*	-	-	-	-	-	*	-	-
	*	-	-	-	*	*	-	-	-	-	-	-	*	*	*	-	-	-	-	-	*	-	-
The Western Mail	*	-	-	-	*	*	-	-	-	-	-	-	-	*	*	-	-	-	-	-	*	-	-
	*	-	-	-	*	*	-	-	-	-	-	-	-	*	*	-	-	-	-	-	*	-	-
The Daily Post - Wales	*	-	*	-	*	*	-	*	-	-	-	-	-	*	*	-	*	-	-	-	-	-	-
	*	-	*	-	*	*	-	*	-	-	-	-	-	*	*	-	*	-	-	-	-	-	-
The South Wales Evening Post	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South Wales Echo	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

KANTAR MEDIA

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Weighted base	2611	248	479	451	1959	823	948	895	810	1070	129*	115*	450	1959	823	948	1610	115*	69*	396	203	139	14**
The Metro	8 *	- -	1 *	3 1%	2 *	8 1%aeg	- -	4 *	1 *	7 1%eg	- -	- -	- -	2 *	8 1%anp	- -	7 *	- -	- -	- -	- -	- -	- -
The Evening Standard	4 *	2 1%	- -	- -	- -	4 1%e	- -	2 *	- -	1 *	- -	- -	- -	- -	4 1%n	- -	3 *	- -	- -	- -	- -	- -	- -
The Press and Journal (Aberdeen)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
The Courier and Advertiser (Dundee)	1 *	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	* *	1 *	1 *	- -	- -	- -	- -	- -	1 *aq	- -	- -
Any local daily newspaper[1]	9 *	- -	- -	2 *	8 *	9 1%agj	1 *	2 *	2 *	1 *	1 1%	- -	1 *	8 *	9 1%apq	1 *	5 *	- -	- -	- -	2 1%pt	* *	- -
Any local daily newspaper[2]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Any local daily newspaper[3]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Any local daily newspaper[4]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Any local daily newspaper[5]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NET : ANY WEEKLY NEWSPAPERS	**14** ***1%***	**1** ***1%***	**1** *	**-** -	**8** *	**14** 2%aeghij	**3** *	**1** *	**2** *	**2** *	**-** -	**2** 2%hj	**2** *	**8** *	**14** 2%anpqt	**3** *	**5** *	**2** 2%t	**2** 3%npqt	**-** -	**5** 2%anpqt	**-** -	**2** ***12%***
The Sun on Sunday	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
The Mail on Sunday	4 *	1 1%	1 *	- -	3 *	4 *	- -	1 *	- -	* *	- -	- -	- -	3 *	4 *	- -	2 *	- -	- -	- -	1 1%p	- -	- -
The Daily Star on Sunday	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

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The Sunday Express	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Sunday Mirror	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Observer	1	-	-	-	1	1	-	-	-	-	-	-	-	1	1	-	-	-	-	-	1	-	-
	*	-	-	-	*	*	-	-	-	-	-	-	-	*	*	-	-	-	-	-	*apq	-	-
The Sunday Times	3	-	-	-	3	3	2	-	-	-	-	2	2	3	3	2	-	2	2	-	1	-	2
	*	-	-	-	*	*	*	-	-	-	-	2%aehij	*	*	*q	*	-	2%anqt	3%anpqt	-	1%q	-	12%i
The Sunday Telegraph	2	-	-	-	-	2	-	-	2	-	-	-	-	-	2	-	2	-	-	-	-	-	-
	*	-	-	-	-	*	-	-	*	-	-	-	-	-	*	-	*	-	-	-	-	-	-
The People	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Sunday Herald	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Sunday Post	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Sunday Mail	*	-	-	-	*	*	-	-	-	-	-	-	-	*	*	-	-	-	-	-	*	-	-
	*	-	-	-	*	*	-	-	-	-	-	-	-	*	*	-	-	-	-	-	*	-	-
Scotland on Sunday	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wales on Sunday	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sunday Life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sunday World	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any local paid weekly paper[1]	2	-	-	-	*	2	-	-	-	-	-	-	-	*	2	-	-	-	-	-	*	-	-
	*	-	-	-	*	*	-	-	-	-	-	-	-	*	*	-	-	-	-	-	*	-	-

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
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Any local paid weekly paper[2]	*	-	-	-	*	*	-	-	-	-	-	-	-	*	*	-	-	-	-	-	*	-	-
	*	-	-	-	*	*	-	-	-	-	-	-	-	*	*	-	-	-	-	-	*	-	-
Any local paid weekly paper[3]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any local paid weekly paper[4]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any local paid weekly paper[5]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any local free weekly newspaper[1]	1	-	-	-	*	1	1	-	-	1	-	-	-	*	1	1	1	-	-	-	*	-	-
	*	-	-	-	*	*	*	-	-	*	-	-	-	*	*	*	*	-	-	-	*	-	-
Any local free weekly newspaper[2]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any local free weekly newspaper[3]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any local free weekly newspaper[4]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any local free weekly newspaper[5]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET : ANY RADIO	**277**	**28**	**49**	**46**	**165**	**79**	**277**	**90**	**81**	**98**	**5**	**11**	**65**	**165**	**79**	**277**	**152**	**11**	**6**	**-**	**-**	**24**	**2**
	11%entu	***11%***	***10%***	***10%***	***8%***	***10%***	29%aefhijklm	***10%***	***10%***	***9%***	***4%***	***10%***	14%aefhjk	8%tu	10%tu	29%anoqrstuv	9%tu	10%tu	9%tu	-	-	17%anoqtu	***12%***
BBC Radio 4	73	15	17	17	52	24	73	32	20	21	5	2	13	52	24	73	39	2	1	-	-	7	-
	3%tu	6%a	4%	4%	3%	3%	8%aefhijlm	4%	2%	2%	4%	1%	3%	3%tu	3%tu	8%anoqrtu	2%tu	1%	2%t	-	-	5%tu	-
BBC Radio 3	1	-	-	-	1	1	1	-	-	-	-	-	-	1	1	1	-	-	-	-	-	1	-
	*	-	-	-	*	*	*	-	-	-	-	-	-	*	*	*	-	-	-	-	-	1%anq	-
BBC Radio 2	47	2	6	16	26	13	47	17	18	24	-	2	13	26	13	47	32	2	1	-	-	3	1
	2%l	1%	1%	4%	1%	2%	5%aefhijk	2%	2%	2%	-	2%	3%a	1%t	2%t	5%anoqtu	2%t	2%t	2%t	-	-	2%tu	7%l

KANTAR MEDIA

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BBC Radio 1	40 2%efnot	4 2%	8 2%	1 *	12 1%	4 *	40 4%aefhj	13 1%	18 2%ef	22 2%ef	- -	2 2%	15 3%aef	12 1%	4 *	40 4%anoqt uv	32 2%not	2 2%t	- -	- -	- -	- -	- -
BBC Asian Network	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
BBC Radio 5 Live	16 1%	5 2%	5 1%	4 1%	15 1%i	5 1%	16 2%aeij	9 1%i	- -	5 *	- -	- -	4 1%i	15 1%	5 1%	16 2%anqt	9 1%	- -	- -	- -	- -	2 2%t	- -
BBC World Service	2 *	- -	- -	- -	2 *	* *	2 *	- -	- -	* *	- -	- -	2 *	2 *	* *	2 *	* *	- -	- -	- -	- -	- -	- -
BBC Radio 6 Music	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Classic FM	1 *	1 *	- -	- -	* *	* *	1 *	1 *	- -	- -	- -	- -	- -	* *	* *	1 *	1 *	- -	- -	- -	- -	* *	- -
Talksport	3 *	* *	* *	* *	* *	3 *	3 *	* *	3 *e	3 *	- -	- -	- -	* *	3 *	3 *	3 *	- -	- -	- -	- -	- -	- -
LBC	16 1%	- -	3 1%	1 *	14 1%	7 1%	16 2%aehij	4 *	3 *	5 *	- -	1 1%	3 1%	14 1%	7 1%	16 2%anqt	7 *	1 1%	1 2%t	- -	- -	3 2%aqtu	- -
Heart FM	12 *	- -	4 1%	1 *	5 *	5 1%	12 1%ae	5 1%	6 1%	4 *	- -	2 2%	2 1%	5 *	5 1%	12 1%anqt	7 *	2 2%t	2 3%nqt	- -	- -	- -	- -
Absolute Radio	2 *	- -	- -	- -	- -	- -	2 *	- -	- -	2 *	- -	- -	- -	- -	- -	2 *	2 *	- -	- -	- -	- -	- -	- -
Capital	2 *	- -	- -	- -	2 *	- -	2 *	- -	2 *	- -	- -	* *	* *	2 *	- -	2 *	2 *	* *	- -	- -	- -	- -	- -
Real Radio	2 *	- -	- -	- -	- -	- -	2 *	- -	- -	- -	- -	1 1%efhj	- -	- -	- -	2 *	- -	1 1%noq	- -	- -	- -	- -	- -
Kiss	3 *	- -	- -	- -	1 *	- -	3 *	- -	- -	2 *	- -	- -	- -	1 *	- -	3 *	2 *	- -	- -	- -	- -	- -	- -

KANTAR MEDIA

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Smooth Radio	3 *	- -	- -	- -	- -	- -	3 *e	- -	- -	- -	- -	- -	- -	- -	- -	3 *nq	- -	- -	- -	- -	- -	- -	- -
Magic	4 *	- -	1 *	- -	2 *	- -	4 *	1 *	1 *	2 *	- -	- -	2 *	2 *	- -	4 *	3 *	- -	- -	- -	- -	- -	- -
BBC Radio Scotland / BBC Radio Wales or Cymru / BBC Radio Ulster	6 *	- -	* *	* *	6 *	2 *	6 *1%*	1 *	1 *	1 *	* *	- -	1 *	6 *	2 *	6 1%q	1 *	- -	- -	- -	- -	2 1%qt	- -
Cool FM	* *	- -	- -	- -	- -	- -	* *	- -	- -	- -	- -	- -	- -	- -	- -	* *	- -	- -	- -	- -	- -	- -	- -
Radio Ceredigion	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Scarlet FM	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Radio Pembrokeshire	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Radio Carmarthenshire	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Any BBC local/regional radio station[1]	13 *	1 *	1 *	3 *1%*	12 *1%*	7 *1%*	13 1%aij	3 *	2 *	2 *	- -	1 *1%*	2 *	12 *1%*	7 1%q	13 1%aqt	3 *	1 *1%*	1 *1%*	- -	- -	2 2%qt	1 *6%*
Any BBC local/regional radio station[2]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Any BBC local/regional radio station[3]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Any BBC local/regional radio station[4]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Any BBC local/regional radio station[5]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
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Weighted base	2611	248	479	451	1959	823	948	895	810	1070	129*	115*	450	1959	823	948	1610	115*	69*	396	203	139	14**
Other local commercial radio station(s)[1]	25 1%j	- -	2 *	1 *	14 1%	6 1%	25 3%aefhij	3 *	6 1%	2 *	- -	- -	5 1%j	14 1%	6 1%	25 3%anoqtu	6 *	- -	- -	- -	- -	3 2%qtu	- -
Other local commercial radio station(s)[2]	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	1 *e	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	- -
Other local commercial radio station(s)[3]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other local commercial radio station(s)[4]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other local commercial radio station(s)[5]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other radio station(s) e.g. local or foreign ones[1]	2 *	- -	2 *	2 *	- -	2 *	2 *	2 *	2 *	2 *	- -	- -	2 *e	- -	2 *	2 *	2 *	- -	- -	- -	- -	- -	- -
Other radio station(s) e.g. local or foreign ones[2]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other radio station(s) e.g. local or foreign ones[3]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other radio station(s) e.g. local or foreign ones[4]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other radio station(s) e.g. local or foreign ones[5]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NET : ANY WEBSITE OR APPS	**753** 29%efgnoptuv	**124** 50%a	**222** 46%a	**197** 44%a	**308** 16%l	**89** ***11%***	**150** 16%l	**424** 47%aefglm	**451** 56%aefghjklm	**503** 47%aefglm	**56** 43%aefgl	**27** 23%l	**147** 33%efg	**308** 16%otuv	**89** 11%tuv	**150** 16%oltuv	**753** 47%anoprstuv	**27** 23%otuv	**12** 18%tuv	**-** -	**-** -	**-** -	**-** -

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BBC website or app	242 9%efgl noprtuv	42 17%a	63 13%a	76 17%a	88 5%	29 3%	38 4%	152 17%aefg jlm	138 17%aefg jlm	108 10%efgl	14 11%efgl	2 2%	30 7%	88 5%tuv	29 3%tuv	38 4%tuv	242 15%anopr stuv	2 2%t	2 3%tu	-	-	-	-
ITV or ITN website or app	14 1%	2 1%	4 1%	4 1%	5 *	4 *	3 *	5 1%	8 1%e	8 1%	5 4%aefgh ij	2 2%e	5 1%e	5 *	4 *	3 *	14 1%n	2 2%nt	2 3%anoptu	-	-	-	-
STV Website or app	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -
UTV Website or app	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Channel 4 website or app	7 *	2 1%	2 *	* *	2 *	- -	2 *	5 1%	2 *	2 *	2 2%aefj	2 2%aefjm	* *	2 *	- -	2 *	7 *	2 2%anot	- -	- -	- -	- -	- -
Sky News website or app	50 2%l	6 3%	13 3%	16 3%	22 1%	9 1%	10 1%	27 3%efg	30 4%aefg	31 3%efg	6 5%efg	6 5%efg	14 3%efg	22 1%	9 1%	10 1%	50 3%anoptuv	6 5%noptuv	2 2%t	-	-	-	-
CNN Website or app	2 *	- -	- -	- -	2 *	- -	- -	- -	2 *	2 *	- -	- -	- -	2 *	- -	- -	2 *	- -	- -	- -	- -	- -	- -
NBC News website or app	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CBS News website or app	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
The Sun website or app	1 *	- -	- -	- -	1 *	- -	- -	- -	1 *	1 *	1 1%aefgh	- -	1 *	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	- -
The Daily Mail website or app	37 1%lot	7 3%	13 3%	10 2%	18 1%f	- -	6 1%f	27 3%aefgm	17 2%efg	33 3%aefgm	10 8%aefgh ijm	2 2%f	3 1%	18 1%o	- -	6 1%o	37 2%noptu	2 2%ot	- -	- -	- -	- -	- -
The Daily Star website or app	1 *	- -	1 *	- -	1 *	- -	- -	1 *	1 *	1 *	- -	- -	1 *	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	- -

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
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Weighted base	2611	248	479	451	1959	823	948	895	810	1070	129*	115*	450	1959	823	948	1610	115*	69*	396	203	139	14**
The Daily Express website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Daily Mirror website or app	5	-	2	2	2	2	2	2	5	5	-	2	2	2	2	2	5	2	2	-	-	-	-
	*	-	*	1%	*	*	*	*	1%	*	-	2%aefgh	1%	*	*	*	*	2%anopqt	3%anopqtu	-	-	-	-
The Guardian\Observer website or app	27	5	10	5	8	1	5	16	18	20	1	*	3	8	1	5	27	*	*	-	-	-	-
	1%efno	2%	2%	1%	*	*	1%	2%efg	2%aefg	2%efg	1%	*	1%	*	*	1%	2%nopt	*	*	-	-	-	-
The Independent website or app	6	2	2	3	4	-	4	3	5	5	-	-	-	4	-	4	6	-	-	-	-	-	-
	*	1%	*	1%	*	-	*	*	1%	*	-	-	-	*	-	*	*	-	-	-	-	-	-
The Times\Sunday Times website or app	5	-	1	1	3	2	2	1	4	5	1	-	-	3	2	2	5	-	-	-	-	-	-
	*	-	*	*	*	*	*	*	1%	1%	1%	-	-	*	*	*	*	-	-	-	-	-	-
The Telegraph website or app	7	-	3	5	3	-	2	5	5	5	-	1	-	3	-	2	7	1	-	-	-	-	-
	*	-	1%	1%	*	-	*	1%	1%	*	-	1%l	-	*	-	*	*	1%o	-	-	-	-	-
The Financial Times website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Metro website or app	1	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	1	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	*	*	-	-	-	-	-	-	*	-	-	-	-	-	-
The Evening Standard website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The New York Times website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Washington Post website or app	2	-	2	-	2	-	-	2	2	2	-	-	-	2	-	-	2	-	-	-	-	-	-
	*	-	*	-	*	-	-	*	*	*	-	-	-	*	-	-	*	-	-	-	-	-	-
Time.com website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Atlantic website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

KANTAR MEDIA

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The Week website or app	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Private Eye website	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
The Economist website or app	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
The LAD Bible website or app	3 *	1 *	1 *	- -	2 *	1 *	2 *	1 *	3 *	3 *	- -	1 1%ae	1 *	2 *	1 *	2 *	3 *	1 1%an	1 2%anoqt	- -	- -	- -	- -
Any local newspaper websites or apps	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Any Scotland based websites or apps (e.g. the Herald, the Scotsman, Daily Record, etc)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Any Wales based news websites or apps (e.g. S4C, Western Mail, etc)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Any Northern Ireland based news websites or apps (e.g. RTE, Belfast Telegraph etc)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Facebook	185 7%efgnoptuv	17 7%	45 9%	38 8%	86 4%	25 3%	40 4%	76 8%efq	107 13%aefqhkl	178 17%aefghkl	5 4%	6 5%	55 12%aefgk	86 4%tuv	25 3%tu	40 4%tuv	185 11%anoptuv	6 5%tuv	3 4%tuv	- -	- -	- -	- -
Twitter	17 1%fo	3 1%	9 2%a	2 *	5 *	- -	3 *	13 1%efgm	13 2%aefgm	17 2%aefgm	2 1%f	1 1%f	- -	5 *	- -	3 *	17 1%no	1 1%o	- -	- -	- -	- -	- -
Google News (search engine just for news)	14 1%j	9 3%a	7 2%a	8 2%a	5 *	1 *	2 *	11 1%efgj	9 1%efgj	- -	- -	- -	1 *	5 *	1 *	2 *	14 1%n	- -	- -	- -	- -	- -	- -

KANTAR MEDIA

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Yahoo news	5 *	1 *	2 *	1 *	2 *	1 *	1 *	3 *	2 *	2 *	1 1%	- -	1 *	2 *	1 *	1 *	5 *	- -	- -	- -	- -	- -	- -
MSN news	4 *	2 1%	1 *	1 *	3 *	* *	3 *	3 *	1 *	1 *	* *	- -	2 1%	3 *	* *	3 *	4 *	- -	- -	- -	- -	- -	- -
AOL news	2 *	2 1%a	- -	- -	- -	- -	- -	2 *	- -	2 *	- -	- -	- -	- -	- -	- -	2 *	- -	- -	- -	- -	- -	- -
YouTube	22 1%en	5 2%	5 1%	7 2%	5 *	3 *	2 *	17 2%aefg	12 2%efg	17 2%efg	4 3%efg	1 1%	6 1%eg	5 *	3 *	2 *	22 1%nopt	1 1%	- -	- -	- -	- -	- -
Feedly app	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Flipboard app	3 *	- -	- -	1 *	1 *	- -	- -	1 *	3 *	1 *	- -	- -	- -	1 *	- -	- -	3 *	- -	- -	- -	- -	- -	- -
News Now website or app	1 *	1 1%	- -	- -	- -	- -	- -	1 *	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -
BuzzFeed	2 *	- -	- -	1 *	1 *	1 *	1 *	1 *	2 *	2 *	- -	- -	1 *	1 *	1 *	1 *	2 *	- -	- -	- -	- -	- -	- -
Vice	3 *	2 1%	3 1%	2 *	2 *	- -	- -	3 *	2 *	3 *	- -	- -	- -	2 *	- -	- -	3 *	- -	- -	- -	- -	- -	- -
Personal blog	2 *	- -	* *	* *	- -	- -	- -	* *	1 *	- -	* *e	- -	- -	- -	- -	- -	2 *	- -	- -	- -	- -	- -	- -
Google (General search Engine)	42 2%l	3 1%	18 4%a	8 2%	17 1%	8 1%	10 1%	22 3%efg	25 3%aefg	22 2%e	2 1%	- -	10 2%e	17 1%	8 1%	10 1%	42 3%noptu	- -	- -	- -	- -	- -	- -
Other general search engine	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other search engine just for news	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Huffington Post	1 *	1 *	1 *	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q8a Source of news of most personal importance

Base : All adults 16+ who have chosen a news source from any platform

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	2611	248	479	451	1959	823	948	895	810	1070	129*	115*	450	1959	823	948	1610	115*	69*	396	203	139	14**
Other site that combines news links[1]	21 1%	8 3%a	8 2%	4 1%	10 1%	1 *	9 1%	13 1%ef	16 2%aef	14 1%f	- -	- -	5 1%	10 1%	1 *	9 1%	21 1%not	- -	- -	- -	- -	- -	- -
Other site that combines news links[2]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other site that combines news links[3]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other site that combines news links[4]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other site that combines news links[5]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other website(s) or app(s)[1]	1 *	* *	* *	1 *	* *	- -	* *	1 *	1 *	1 *	* *	- -	- -	* *	- -	* *	1 *	- -	- -	- -	- -	- -	- -
Other website(s) or app(s)[2]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other website(s) or app(s)[3]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other website(s) or app(s)[4]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other website(s) or app(s)[5]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other search engine just for news[1]	3 *	- -	1 *	- -	- -	- -	- -	1 *	2 *	2 *	- -	- -	- -	- -	- -	- -	3 *	- -	- -	- -	- -	- -	- -
Other search engine just for news[2]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other search engine just for news[3]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other search engine just for news[4]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q8a Source of news of most personal importance

Base : All adults 16+ who have chosen a news source from any platform

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	2611	248	479	451	1959	823	948	895	810	1070	129*	115*	450	1959	823	948	1610	115*	69*	396	203	139	14**
Other search engine just for news[5]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other general search engine[1]	* *	- -	- -	* *	- -	- -	- -	* *	- -	- -	- -	- -	- -	- -	- -	- -	* *	- -	- -	- -	- -	- -	- -
Other general search engine[2]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other general search engine[3]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other general search engine[4]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other general search engine[5]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Any local newspaper websites or app[1]	3 *	- -	- -	- -	2 *	- -	- -	- -	3 *	3 *	1 *	- -	2 1%	2 *	- -	- -	3 *	- -	- -	- -	- -	- -	- -
Any local newspaper websites or app[2]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Any local newspaper websites or app[3]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Any local newspaper websites or app[4]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Any local newspaper websites or app[5]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Others	11 *	3 1%	2 *	1 *	3 *	- -	4 *	6 1%	7 1%ef	5 *	- -	- -	3 1%	3 *	- -	4 *	11 1%no	- -	- -	- -	- -	- -	- -
NET : ANY MAGAZINES	**5** *	**-** -	**2** *	**-** -	**2** *	**-** -	**4** *	**2** *	**-** -	**-** -	**-** -	**5** 4%aefgh ijm	**-** -	**2** *	**-** -	**4** *	**2** *	**5** 4%anopq tuv	**-** -	**-** -	**-** -	**-** -	**-** -

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q8a Source of news of most personal importance

Base : All adults 16+ who have chosen a news source from any platform

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	2611	248	479	451	1959	823	948	895	810	1070	129*	115*	450	1959	823	948	1610	115*	69*	396	203	139	14**
Private Eye magazine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Economist magazine	2	-	2	-	2	-	2	2	-	-	-	2	-	2	-	2	2	2	-	-	-	-	-
	*	-	*	-	*	-	*	*	-	-	-	2%aefghijm	-	*	-	*	*	2%anopqt	-	-	-	-	-
The Week magazine	3	-	-	-	-	-	2	-	-	-	-	3	-	-	-	2	-	3	-	-	-	-	-
	*	-	-	-	-	-	*	-	-	-	-	2%aefghijm	-	-	-	*	-	2%anopqt	-	-	-	-	-
Time magazine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other magazines	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NONE	53	*	4	7	38	16	13	11	12	19	4	1	12	38	16	13	30	1	-	11	2	1	-
	2%	*	1%	2%	2%	2%	1%	1%	2%	2%	3%	1%	3%	2%	2%	1%	2%	1%	-	3%	1%	1%	-
Don't know	51	3	7	8	47	21	25	12	11	6	1	1	11	47	21	25	19	1	-	14	5	7	-
	2%j	1%	1%	2%	2%j	3%j	3%j	1%	1%	1%	1%	1%	2%j	2%q	3%q	3%q	1%	1%	-	3%q	2%	5%anq	-

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q9b Importance of news sources - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		BBC Television	ITV/ITV WALES/ UTV/STV	Channel 4 (TV Channel)	S4C	Channel 5	RTE Channels\ TG3\TG4	Sky News Channel	CNN	Fox News	Euronews	Al Jazeera	RT (Russia Today)	Zee TV	PTV	Star Plus	Bangla TV	Arab News Network	CCTV News (China)	The Sun / Sun on Sunday newspapers	The Daily Mail or Mail on Sunday newspapers
Unweighted base		1688	947	184	14	64	17	363	45	21	14	57	40	1	1	1	5	-	5	184	250
Weighted base		1600	819	210	4	67	4	397	55	21	16	56	29	2	1	2	8	-	6	176	229
NET : LOW IMPORTANCE		**202**	**136**	**54**	**1**	**13**	*	**67**	**14**	**13**	**2**	**10**	**4**	-	**1**	-	-	-	**4**	**47**	**47**
		13%	***17%***	***26%***	***19%***	***20%***	***13%***	***17%***	***25%***	***65%***	***12%***	***18%***	***13%***	-	***100%***	-	-	-	***68%***	***27%***	***20%***
1 - Not at all important	(01)	34	22	7	*	2	*	8	3	2	-	2	*	-	-	-	-	-	1	6	8
		2%	*3%*	*3%*	*13%*	*3%*	*4%*	*2%*	*5%*	*12%*	-	*3%*	*1%*	-	-	-	-	-	*17%*	*3%*	*4%*
2	(02)	35	22	3	-	1	-	11	2	2	-	*	-	-	-	-	-	-	2	12	9
		2%	*3%*	*2%*	-	*2%*	-	*3%*	*4%*	*8%*	-	*1%*	-	-	-	-	-	-	*35%*	*7%*	*4%*
3	(03)	60	36	18	*	6	-	22	5	2	2	4	1	-	-	-	-	-	-	4	20
		4%	*4%*	*9%*	*6%*	*9%*	-	*5%*	*8%*	*11%*	*12%*	*7%*	*4%*	-	-	-	-	-	-	*2%*	*9%*
4	(04)	73	55	26	-	4	*	26	4	7	-	4	2	-	1	-	-	-	1	25	9
		5%	*7%*	*12%*	-	*6%*	*10%*	*7%*	*7%*	*34%*	-	*7%*	*8%*	-	*100%*	-	-	-	*17%*	*14%*	*4%*
NET : MEDIUM IMPORTANCE		**463**	**288**	**74**	*	**30**	**1**	**130**	**22**	**2**	**10**	**30**	**10**	**2**	-	-	**5**	-	**2**	**69**	**80**
		29%	***35%***	***35%***	***5%***	***45%***	***39%***	***33%***	***39%***	***11%***	***64%***	***54%***	***34%***	***100%***	-	-	***60%***	-	***28%***	***39%***	***35%***
5	(05)	264	173	42	-	22	1	73	14	2	6	21	7	-	-	-	1	-	-	40	46
		16%	*21%*	*20%*	-	*33%*	*20%*	*18%*	*26%*	*8%*	*39%*	*38%*	*25%*	-	-	-	*15%*	-	-	*23%*	*20%*
6	(06)	199	115	33	*	8	1	57	7	1	4	9	3	2	-	-	4	-	2	29	35
		12%	*14%*	*16%*	*5%*	*12%*	*19%*	*14%*	*13%*	*3%*	*26%*	*17%*	*9%*	*100%*	-	-	*45%*	-	*28%*	*16%*	*15%*
NET : HIGH IMPORTANCE		**935**	**395**	**81**	**3**	**24**	**2**	**200**	**20**	**5**	**4**	**16**	**16**	-	-	**2**	**3**	-	*	**60**	**102**
		58%	***48%***	***39%***	***76%***	***35%***	***47%***	***50%***	***37%***	***25%***	***24%***	***28%***	***53%***	-	-	***100%***	***40%***	-	***4%***	***34%***	***44%***
7	(07)	328	151	41	1	9	*	84	12	1	2	4	8	-	-	-	2	-	-	26	44
		20%	*18%*	*20%*	*16%*	*13%*	*12%*	*21%*	*22%*	*7%*	*14%*	*7%*	*28%*	-	-	-	*20%*	-	-	*15%*	*19%*
8	(08)	316	147	17	1	8	1	52	4	1	*	6	2	-	-	2	2	-	-	20	27
		20%	*18%*	*8%*	*18%*	*12%*	*21%*	*13%*	*7%*	*5%*	*1%*	*10%*	*8%*	-	-	*100%*	*20%*	-	-	*11%*	*12%*
9	(09)	116	34	11	1	5	*	36	1	1	-	5	4	-	-	-	-	-	*	5	15
		7%	*4%*	*5%*	*29%*	*7%*	*13%*	*9%*	*2%*	*5%*	-	*8%*	*13%*	-	-	-	-	-	*4%*	*3%*	*7%*
10 - Absolutely essential	(10)	176	63	12	*	2	-	27	3	2	1	1	1	-	-	-	-	-	-	9	15
		11%	*8%*	*6%*	*13%*	*3%*	-	*7%*	*5%*	*8%*	*8%*	*2%*	*4%*	-	-	-	-	-	-	*5%*	*7%*
Mean Score		**6.69**	**6.25**	**5.80**	**7.09**	**5.75**	**6.37**	**6.33**	**5.56**	**4.64**	**5.72**	**5.71**	**6.41**	**6.00**	**4.00**	**8.00**	**6.46**	-	**3.55**	**5.66**	**6.01**
Standard Deviation		**2.12**	**2.10**	**2.11**	**3.30**	**2.03**	**2.25**	**2.11**	**2.15**	**2.67**	**1.74**	**1.92**	**1.87**	-	-	-	**1.04**	-	**2.37**	**2.13**	**2.24**
Standard Error		**0.05**	**0.07**	**0.16**	**0.88**	**0.25**	**0.55**	**0.11**	**0.32**	**0.58**	**0.47**	**0.25**	**0.30**	-	-	-	**0.46**	-	**1.06**	**0.16**	**0.14**

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q9b Importance of news sources - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		The Daily or Sunday Star newspapers	The Daily or Sunday Express newspapers	The Daily or Sunday Mirror newspapers	The Guardian or Observer newspapers	The Independent (Daily or Sunday) newspaper	The i newspaper	The Times or Sunday Times newspapers	The Daily or Sunday Telegraph newspapers	The Financial Times newspaper	The Morning Star newspaper	The Herald/ Sunday Herald newspapers	The Scotsman/ Scotland on Sunday newspapers	The Daily Record/ Sunday Mail newspapers	The Belfast Telegraph /Sunday Life newspapers	The National	The Irish News newspaper	The News Letter newspaper	The Western Mail/ Wales on Sunday newspaper	South Wales Echo	The Metro newspaper
Unweighted base		34	64	114	68	-	38	102	74	11	1	4	3	31	33	-	21	8	7	1	49
Weighted base		31	57	104	79	-	36	108	67	15	*	2	3	19	6	-	4	2	2	*	72
NET : LOW IMPORTANCE		**8**	**11**	**19**	**4**	**-**	**3**	**18**	**12**	**3**	*	**-**	**2**	**3**	**1**	**-**	*	**-**	*	**-**	**14**
		26%	***19%***	***18%***	***5%***	**-**	***9%***	***16%***	***18%***	***23%***	***100%***	**-**	***61%***	***17%***	***11%***	**-**	***5%***	**-**	***14%***	**-**	***19%***
1 - Not at all important	(01)	2	3	10	-	-	1	1	5	-	-	-	*	1	-	-	-	-	-	-	3
		5%	*5%*	*9%*	-	-	*3%*	*1%*	*8%*	-	-	-	*19%*	*7%*	-	-	-	-	-	-	*5%*
2	(02)	1	3	5	-	-	-	5	4	-	-	-	-	1	-	-	*	-	-	-	3
		3%	*5%*	*5%*	-	-	-	*4%*	*7%*	-	-	-	-	*5%*	-	-	*5%*	-	-	-	*4%*
3	(03)	3	1	3	1	-	*	2	1	1	-	-	-	*	*	-	-	-	*	-	5
		9%	*2%*	*3%*	*2%*	-	*1%*	*2%*	*1%*	*7%*	-	-	-	*2%*	*6%*	-	-	-	*14%*	-	*6%*
4	(04)	3	4	1	3	-	2	10	2	2	*	-	1	*	*	-	-	-	-	-	3
		8%	*8%*	*1%*	*4%*	-	*5%*	*9%*	*3%*	*16%*	*100%*	-	*43%*	*2%*	*5%*	-	-	-	-	-	*5%*
NET : MEDIUM IMPORTANCE		**14**	**25**	**43**	**22**	**-**	**9**	**39**	**18**	**5**	**-**	**1**	**1**	**13**	**1**	**-**	*	*	**1**	**-**	**38**
		44%	***44%***	***41%***	***27%***	**-**	***26%***	***36%***	***26%***	***33%***	**-**	***22%***	***39%***	***65%***	***16%***	**-**	***5%***	***21%***	***44%***	**-**	***53%***
5	(05)	12	18	32	13	-	*	17	11	3	-	1	-	7	*	-	-	-	*	-	24
		39%	*32%*	*30%*	*16%*	-	*1%*	*16%*	*16%*	*19%*	-	*22%*	-	*38%*	*2%*	-	-	-	*30%*	-	*33%*
6	(06)	2	7	11	9	-	9	22	7	2	-	-	1	5	1	-	*	*	*	-	15
		5%	*12%*	*11%*	*11%*	-	*25%*	*20%*	*11%*	*13%*	-	-	*39%*	*27%*	*14%*	-	*5%*	*21%*	*14%*	-	*21%*
NET : HIGH IMPORTANCE		**9**	**21**	**43**	**53**	**-**	**23**	**51**	**37**	**7**	**-**	**2**	**-**	**4**	**5**	**-**	**3**	**1**	**1**	*	**20**
		30%	***37%***	***41%***	***67%***	**-**	***65%***	***48%***	***55%***	***45%***	**-**	***78%***	**-**	***18%***	***73%***	**-**	***90%***	***79%***	***43%***	***100%***	***27%***
7	(07)	2	6	20	9	-	5	20	19	3	-	-	-	2	2	-	1	1	*	-	10
		6%	*10%*	*19%*	*11%*	-	*14%*	*19%*	*28%*	*23%*	-	-	-	*9%*	*35%*	-	*22%*	*33%*	*29%*	-	*14%*
8	(08)	6	6	7	21	-	14	14	13	2	-	2	-	1	1	-	2	1	-	-	4
		17%	*10%*	*7%*	*26%*	-	*40%*	*13%*	*20%*	*13%*	-	*78%*	-	*5%*	*20%*	-	*43%*	*29%*	-	-	*6%*
9	(09)	1	8	10	10	-	2	5	5	*	-	-	-	-	*	-	1	*	*	*	3
		3%	*14%*	*10%*	*13%*	-	*5%*	*5%*	*8%*	*1%*	-	-	-	-	*8%*	-	*21%*	*8%*	*14%*	*100%*	*5%*
10 - Absolutely essential	(10)	1	1	5	14	-	2	12	-	1	-	-	-	1	1	-	*	*	-	-	2
		3%	*1%*	*5%*	*17%*	-	*5%*	*11%*	-	*8%*	-	-	-	*4%*	*10%*	-	*4%*	*8%*	-	-	*2%*
Mean Score		**5.40**	**5.83**	**5.76**	**7.42**	**-**	**7.04**	**6.41**	**6.00**	**6.12**	**4.00**	**7.33**	**4.21**	**5.31**	**7.08**	**-**	**7.69**	**7.51**	**5.99**	**9.00**	**5.51**
Standard Deviation		**2.16**	**2.22**	**2.42**	**1.89**	**-**	**1.76**	**2.11**	**2.28**	**1.93**	**-**	**1.63**	**2.27**	**2.01**	**1.92**	**-**	**1.80**	**-**	**-**	**-**	**1.96**
Standard Error		**0.37**	**0.28**	**0.23**	**0.23**	**-**	**0.29**	**0.21**	**0.27**	**0.58**	**-**	**0.81**	**1.31**	**0.36**	**0.33**	**-**	**0.39**	**-**	**-**	**-**	**0.28**

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q9b Importance of news sources - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		The Evening Standard newspaper	Your local daily newspaper	The People newspaper	Sunday Post	Sunday World newspaper	Your local paid weekly newspaper	Your local free weekly newspaper	BBC Radio	Classic FM	TalkSport	Heart FM	Absolute Radio	Capital	Real Radio	Smooth Radio	BBC Website or app	ITV or ITN website or app	STV website or app	UTV website or app	Channel 4 website or app
Unweighted base		23	103	11	9	10	54	30	641	44	28	69	19	50	7	29	661	50	10	6	21
Weighted base		36	92	10	6	2	35	30	652	43	33	92	32	78	6	41	811	66	7	2	28
NET : LOW IMPORTANCE		**10**	**14**	**1**	**-**	**-**	**3**	**11**	**77**	**12**	**5**	**28**	**11**	**27**	**3**	**7**	**100**	**12**	**2**	*****	**8**
		27%	***16%***	***10%***	**-**	**-**	***7%***	***37%***	***12%***	***28%***	***15%***	***30%***	***34%***	***34%***	***42%***	***17%***	***12%***	***18%***	***21%***	***18%***	***29%***
1 - Not at all important	(01)	3	4	1	-	-	*	4	13	3	-	8	2	12	-	1	16	1	-	-	2
		9%	*5%*	*10%*	-	-	*	*14%*	*2%*	*7%*	-	*9%*	*5%*	*15%*	-	*2%*	*2%*	*1%*	-	-	*9%*
2	(02)	2	6	-	-	-	1	5	15	2	1	5	-	1	1	1	10	2	-	-	3
		5%	*7%*	-	-	-	*3%*	*16%*	*2%*	*5%*	*4%*	*5%*	-	*1%*	*15%*	*2%*	*1%*	*3%*	-	-	*12%*
3	(03)	2	1	-	-	-	1	2	20	4	4	11	5	9	2	3	35	3	-	*	2
		5%	*1%*	-	-	-	*4%*	*6%*	*3%*	*9%*	*11%*	*12%*	*15%*	*12%*	*27%*	*8%*	*4%*	*5%*	-	*18%*	*9%*
4	(04)	3	3	-	-	-	-	*	30	3	-	4	4	5	-	2	39	6	2	-	-
		7%	*3%*	-	-	-	-	*2%*	*5%*	*6%*	-	*4%*	*14%*	*6%*	-	*5%*	*5%*	*9%*	*21%*	-	-
NET : MEDIUM IMPORTANCE		**17**	**22**	**5**	**2**	**1**	**13**	**9**	**150**	**13**	**13**	**31**	**8**	**32**	**3**	**14**	**226**	**25**	**3**	**1**	**9**
		46%	***24%***	***53%***	***33%***	***68%***	***37%***	***28%***	***23%***	***31%***	***41%***	***34%***	***25%***	***41%***	***47%***	***35%***	***28%***	***38%***	***41%***	***38%***	***31%***
5	(05)	5	15	4	2	*	6	6	85	8	5	16	5	19	2	9	116	14	1	-	3
		15%	*16%*	*37%*	*33%*	*8%*	*18%*	*18%*	*13%*	*19%*	*15%*	*17%*	*15%*	*24%*	*34%*	*23%*	*14%*	*21%*	*14%*	-	*11%*
6	(06)	11	8	2	-	1	6	3	65	5	8	15	3	13	1	5	110	11	2	1	5
		31%	*8%*	*17%*	-	*61%*	*19%*	*10%*	*10%*	*12%*	*26%*	*17%*	*10%*	*17%*	*13%*	*11%*	*14%*	*17%*	*27%*	*38%*	*19%*
NET : HIGH IMPORTANCE		**10**	**55**	**4**	**4**	**1**	**19**	**11**	**425**	**18**	**14**	**33**	**13**	**19**	**1**	**20**	**485**	**29**	**3**	**1**	**11**
		28%	***60%***	***37%***	***67%***	***32%***	***56%***	***35%***	***65%***	***41%***	***44%***	***36%***	***42%***	***25%***	***11%***	***48%***	***60%***	***44%***	***38%***	***44%***	***40%***
7	(07)	8	23	-	2	-	7	7	105	9	10	20	7	7	*	7	165	9	3	*	4
		23%	*26%*	-	*35%*	-	*19%*	*23%*	*16%*	*22%*	*31%*	*21%*	*22%*	*9%*	*8%*	*17%*	*20%*	*14%*	*38%*	*16%*	*14%*
8	(08)	-	11	1	1	*	10	*	153	4	1	8	4	5	-	10	175	13	-	-	3
		-	*12%*	*10%*	*25%*	*8%*	*27%*	*1%*	*23%*	*9%*	*3%*	*8%*	*12%*	*7%*	-	*23%*	*22%*	*20%*	-	-	*12%*
9	(09)	-	13	-	-	*	2	2	81	3	3	-	2	*	-	-	82	4	-	1	-
		-	*14%*	-	-	*8%*	*5%*	*5%*	*12%*	*7%*	*8%*	-	*8%*	*1%*	-	-	*10%*	*7%*	-	*28%*	-
10 - Absolutely essential	(10)	2	8	3	*	*	2	2	86	2	1	6	-	7	*	3	63	2	-	-	4
		5%	*9%*	*28%*	*7%*	*16%*	*5%*	*6%*	*13%*	*4%*	*2%*	*7%*	-	*9%*	*3%*	*8%*	*8%*	*3%*	-	-	*15%*
Mean Score		**5.33**	**6.50**	**6.45**	**6.80**	**6.96**	**6.64**	**4.95**	**7.02**	**5.59**	**6.05**	**5.39**	**5.59**	**5.07**	**4.46**	**6.20**	**6.74**	**6.14**	**5.82**	**6.47**	**5.67**
Standard Deviation		**2.17**	**2.42**	**2.86**	**1.62**	**2.29**	**1.83**	**2.75**	**2.18**	**2.37**	**1.82**	**2.38**	**2.16**	**2.55**	**2.01**	**2.13**	**2.02**	**1.98**	**1.24**	**-**	**2.85**
Standard Error		**0.45**	**0.24**	**0.86**	**0.54**	**0.72**	**0.25**	**0.50**	**0.09**	**0.36**	**0.34**	**0.29**	**0.49**	**0.36**	**0.76**	**0.40**	**0.08**	**0.28**	**0.39**	**-**	**0.62**

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q9b Importance of news sources - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		Sky News website or app	The Sun website or app	The Daily Mail website or app	The Daily Star website	The Daily Express website or app	The Daily Mirror website or app	The Guardian or Observer website or app	The Independent website or app	The Times or Sunday Times website or app	The Telegraph website or app	The Financial Times website or app	The Metro website or app	The Evening Standard website or app	The New York Times website or app	Facebook	Twitter	Google News (Search Engine just for news)	Yahoo News	MSN News	AOL News
Unweighted base		153	18	109	4	12	22	99	39	22	37	11	13	8	11	391	115	67	47	30	6
Weighted base		203	21	134	4	14	28	125	49	28	49	16	19	13	14	439	140	85	59	34	11
NET : LOW IMPORTANCE		**30**	**8**	**39**	**2**	**7**	**6**	**20**	**9**	**2**	**8**	**3**	**5**	**1**	**9**	**98**	**45**	**23**	**21**	**16**	**9**
		15%	***39%***	***29%***	***52%***	***48%***	***23%***	***16%***	***18%***	***7%***	***17%***	***17%***	***26%***	***10%***	***61%***	***22%***	***32%***	***28%***	***35%***	***47%***	***86%***
1 - Not at all important	(01)	7	2	6	-	-	1	3	1	-	2	-	-	-	3	18	14	4	7	3	3
		3%	*9%*	*5%*	-	-	*2%*	*3%*	*1%*	-	*4%*	-	-	-	*20%*	*4%*	*10%*	*5%*	*13%*	*10%*	*24%*
2	(02)	3	2	9	-	1	-	4	5	1	2	2	-	-	2	24	10	2	1	3	-
		1%	*7%*	*6%*	-	*8%*	-	*3%*	*11%*	*4%*	*4%*	*11%*	-	-	*11%*	*5%*	*7%*	*2%*	*1%*	*8%*	-
3	(03)	11	3	11	-	-	5	4	1	-	1	1	4	1	1	29	12	6	4	*	-
		6%	*16%*	*8%*	-	-	*19%*	*3%*	*2%*	-	*2%*	*6%*	*19%*	*10%*	*4%*	*7%*	*8%*	*7%*	*7%*	*1%*	-
4	(04)	9	1	13	2	6	1	9	2	1	3	-	1	-	4	27	10	11	8	9	7
		4%	*7%*	*9%*	*52%*	*40%*	*2%*	*7%*	*4%*	*3%*	*7%*	-	*7%*	-	*27%*	*6%*	*7%*	*13%*	*14%*	*28%*	*62%*
NET : MEDIUM IMPORTANCE		**64**	**6**	**42**	**1**	**4**	**16**	**22**	**19**	**9**	**19**	**3**	**10**	**10**	**6**	**152**	**41**	**21**	**16**	**10**	**1**
		31%	***28%***	***31%***	***16%***	***29%***	***58%***	***18%***	***38%***	***33%***	***40%***	***19%***	***52%***	***78%***	***39%***	***35%***	***29%***	***25%***	***27%***	***29%***	***14%***
5	(05)	40	3	27	*	3	12	12	10	3	10	*	7	7	2	82	27	12	4	3	1
		20%	*16%*	*20%*	*8%*	*23%*	*42%*	*9%*	*21%*	*12%*	*21%*	*3%*	*39%*	*50%*	*12%*	*19%*	*19%*	*14%*	*7%*	*9%*	*14%*
6	(06)	24	3	15	*	1	5	11	8	6	9	3	3	4	4	70	15	9	12	7	-
		12%	*12%*	*11%*	*8%*	*6%*	*16%*	*9%*	*17%*	*21%*	*19%*	*16%*	*13%*	*28%*	*27%*	*16%*	*10%*	*11%*	*20%*	*20%*	-
NET : HIGH IMPORTANCE		**110**	**7**	**53**	**1**	**3**	**5**	**82**	**22**	**17**	**21**	**11**	**4**	**2**	**-**	**189**	**54**	**40**	**22**	**8**	**-**
		54%	***33%***	***40%***	***32%***	***23%***	***19%***	***66%***	***44%***	***60%***	***43%***	***64%***	***22%***	***12%***	**-**	***43%***	***38%***	***48%***	***38%***	***24%***	**-**
7	(07)	48	2	16	-	1	3	39	7	3	8	2	-	-	-	55	14	13	8	3	-
		23%	*11%*	*12%*	-	*9%*	*10%*	*31%*	*15%*	*10%*	*17%*	*11%*	-	-	-	*13%*	*10%*	*15%*	*14%*	*9%*	-
8	(08)	37	5	23	-	2	1	24	10	11	12	3	1	2	-	66	22	20	11	-	-
		18%	*22%*	*17%*	-	*14%*	*4%*	*19%*	*20%*	*40%*	*25%*	*17%*	*7%*	*12%*	-	*15%*	*16%*	*24%*	*19%*	-	-
9	(09)	12	-	6	1	-	2	7	3	1	1	2	-	-	-	34	12	1	3	-	-
		6%	-	*5%*	*32%*	-	*6%*	*6%*	*5%*	*3%*	*2%*	*9%*	-	-	-	*8%*	*9%*	*1%*	*5%*	-	-
10 - Absolutely essential	(10)	13	-	8	-	-	-	12	2	2	-	4	3	-	-	34	6	6	-	5	-
		6%	-	*6%*	-	-	-	*10%*	*4%*	*7%*	-	*27%*	*15%*	-	-	*8%*	*4%*	*7%*	-	*15%*	-
Mean Score		**6.36**	**5.06**	**5.71**	**5.85**	**5.01**	**5.21**	**6.69**	**6.05**	**6.93**	**5.95**	**7.16**	**5.66**	**5.44**	**3.82**	**6.03**	**5.47**	**6.00**	**5.42**	**5.18**	**3.41**
Standard Deviation		**2.08**	**2.36**	**2.38**	**2.61**	**1.73**	**1.71**	**2.14**	**2.17**	**1.78**	**1.91**	**2.71**	**2.29**	**1.29**	**1.91**	**2.36**	**2.60**	**2.33**	**2.39**	**2.66**	**1.48**
Standard Error		**0.17**	**0.56**	**0.23**	**1.31**	**0.50**	**0.37**	**0.22**	**0.35**	**0.38**	**0.31**	**0.82**	**0.63**	**0.46**	**0.58**	**0.12**	**0.24**	**0.28**	**0.35**	**0.49**	**0.60**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q9b Importance of news sources - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		YouTube	Huffington Post	Vice	Private Eye	The Economist	The Week magazine	Time magazine	NET : Magazines (printed)	NET : PSB channels	NET : Digital channels	NET : Any TV Channel	NET : Popular newspapers	NET : Midmarket newspapers	NET : Quality newspapers	NET : Freesheet newspapers
Unweighted base		119	40	12	6	8	10	6	20	1945	443	2008	286	297	236	56
Weighted base		152	59	17	9	14	14	10	28	1830	478	1898	268	268	239	82
NET : LOW IMPORTANCE		**51**	**25**	**4**	**2**	**-**	**-**	**-**	**-**	**214**	**90**	**228**	**64**	**55**	**22**	**16**
		34%	***43%***	***24%***	***18%***	**-**	**-**	**-**	**-**	***12%***	***19%***	***12%***	***24%***	***21%***	***9%***	***19%***
1 - Not at all important	(01)	13	10	1	-	-	-	-	-	31	8	27	12	11	5	5
		9%	*17%*	*9%*	-	-	-	-	-	*2%*	*2%*	*1%*	*5%*	*4%*	*2%*	*6%*
2	(02)	14	2	3	-	-	-	-	-	31	13	30	15	10	6	-
		9%	*4%*	*15%*	-	-	-	-	-	*2%*	*3%*	*2%*	*5%*	*4%*	*2%*	-
3	(03)	16	5	-	2	-	-	-	-	59	32	63	8	21	5	6
		10%	*8%*	-	*18%*	-	-	-	-	*3%*	*7%*	*3%*	*3%*	*8%*	*2%*	*7%*
4	(04)	9	8	-	-	-	-	-	-	93	36	108	28	13	7	5
		6%	*14%*	-	-	-	-	-	-	*5%*	*8%*	*6%*	*11%*	*5%*	*3%*	*6%*
NET : MEDIUM IMPORTANCE		**45**	**16**	**5**	**3**	**8**	**8**	**4**	**14**	**558**	**163**	**599**	**106**	**97**	**74**	**42**
		29%	***27%***	***27%***	***40%***	***53%***	***54%***	***37%***	***51%***	***30%***	***34%***	***32%***	***40%***	***36%***	***31%***	***51%***
5	(05)	31	10	3	1	5	3	1	6	301	95	306	67	59	36	21
		20%	*17%*	*15%*	*9%*	*36%*	*19%*	*7%*	*20%*	*16%*	*20%*	*16%*	*25%*	*22%*	*15%*	*25%*
6	(06)	14	6	2	3	2	5	3	9	257	69	293	39	37	38	22
		9%	*10%*	*12%*	*31%*	*17%*	*35%*	*30%*	*31%*	*14%*	*14%*	*15%*	*15%*	*14%*	*16%*	*26%*
NET : HIGH IMPORTANCE		**56**	**18**	**8**	**4**	**7**	**6**	**6**	**14**	**1058**	**226**	**1070**	**99**	**116**	**144**	**25**
		37%	***30%***	***49%***	***42%***	***47%***	***46%***	***63%***	***49%***	***58%***	***47%***	***56%***	***37%***	***43%***	***60%***	***30%***
7	(07)	19	11	2	1	5	1	-	6	395	99	422	42	48	51	13
		12%	*19%*	*9%*	*14%*	*36%*	*5%*	-	*21%*	*22%*	*21%*	*22%*	*16%*	*18%*	*21%*	*16%*
8	(08)	23	5	-	-	-	4	-	3	373	58	371	29	32	50	8
		15%	*8%*	-	-	-	*30%*	-	*12%*	*20%*	*12%*	*20%*	*11%*	*12%*	*21%*	*9%*
9	(09)	7	2	4	-	2	2	2	2	125	39	124	16	21	19	2
		4%	*3%*	*23%*	-	*11%*	*11%*	*25%*	*9%*	*7%*	*8%*	*7%*	*6%*	*8%*	*8%*	*2%*
10 - Absolutely essential	(10)	7	-	3	2	-	-	4	2	165	30	153	11	16	23	2
		5%	-	*17%*	*28%*	-	-	*38%*	*7%*	*9%*	*6%*	*8%*	*4%*	*6%*	*10%*	*2%*
Mean Score		**5.34**	**4.75**	**6.28**	**6.60**	**6.34**	**6.79**	**8.18**	**6.80**	**6.67**	**6.20**	**6.62**	**5.72**	**5.98**	**6.80**	**5.63**
Standard Deviation		**2.55**	**2.38**	**3.19**	**2.60**	**1.31**	**1.40**	**2.00**	**1.50**	**2.00**	**2.09**	**1.95**	**2.17**	**2.25**	**2.00**	**1.89**
Standard Error		**0.23**	**0.38**	**0.92**	**1.06**	**0.46**	**0.44**	**0.82**	**0.34**	**0.05**	**0.10**	**0.04**	**0.13**	**0.13**	**0.13**	**0.25**

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Q9b Importance of news sources - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		NET : Nation specific newspapers	NET : Any local newspapers	NET : Any newspapers	NET : Commercial radio stations	NET : Any radio station
Unweighted base		94	81	838	195	744
Weighted base		34	64	756	247	784
NET : LOW IMPORTANCE		**6**	**14**	**120**	**68**	**115**
		17%	***21%***	***16%***	***27%***	***15%***
1 - Not at all important	(01)	2	4	22	19	21
		5%	*7%*	*3%*	*8%*	*3%*
2	(02)	1	6	22	9	16
		3%	*9%*	*3%*	*4%*	*2%*
3	(03)	1	3	32	21	32
		3%	*4%*	*4%*	*9%*	*4%*
4	(04)	2	1	44	18	46
		5%	*1%*	*6%*	*7%*	*6%*
NET : MEDIUM IMPORTANCE		**14**	**20**	**284**	**89**	**200**
		42%	***31%***	***38%***	***36%***	***26%***
5	(05)	8	12	155	44	106
		25%	*18%*	*20%*	*18%*	*14%*
6	(06)	6	8	129	45	94
		17%	*13%*	*17%*	*18%*	*12%*
NET : HIGH IMPORTANCE		**14**	**30**	**352**	**91**	**469**
		41%	***47%***	***47%***	***37%***	***60%***
7	(07)	6	13	150	38	127
		18%	*21%*	*20%*	*15%*	*16%*
8	(08)	4	10	117	28	162
		13%	*15%*	*15%*	*11%*	*21%*
9	(09)	2	3	44	8	78
		5%	*5%*	*6%*	*3%*	*10%*
10 - Absolutely essential	(10)	2	4	42	17	101
		5%	*6%*	*6%*	*7%*	*13%*
Mean Score		**5.92**	**5.86**	**6.19**	**5.63**	**6.80**
Standard Deviation		**2.16**	**2.47**	**2.05**	**2.38**	**2.25**
Standard Error		**0.22**	**0.27**	**0.07**	**0.17**	**0.08**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q9b Importance of news sources - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		NET : TV broadbcaster websites or apps	NET : National popular newspaper websites or apps	NET : National midmarket newspaper websites or apps	NET : National quality newspaper websites or apps	NET : Freesheet newspaper websites or apps	NET : National newspaper websites or apps	NET : Newspaper websites (inc National & Local) or apps	NET : Any website or app
Unweighted base		740	39	116	159	18	288	288	1108
Weighted base		917	47	140	205	28	360	360	1307
NET : LOW IMPORTANCE		**107**	**14**	**41**	**26**	**5**	**61**	**62**	**189**
		12%	***30%***	***29%***	***13%***	***18%***	***17%***	***17%***	***14%***
1 - Not at all important	(01)	17	2	6	3	-	10	10	23
		2%	*5%*	*4%*	*2%*	-	*3%*	*3%*	*2%*
2	(02)	10	*	9	10	-	13	12	24
		1%	*	*6%*	*5%*	-	*4%*	*3%*	*2%*
3	(03)	34	7	11	3	5	18	20	58
		4%	*14%*	*8%*	*1%*	*18%*	*5%*	*6%*	*4%*
4	(04)	46	5	15	10	-	19	20	84
		5%	*11%*	*11%*	*5%*	-	*5%*	*6%*	*6%*
NET : MEDIUM IMPORTANCE		**280**	**19**	**43**	**53**	**17**	**117**	**118**	**469**
		31%	***41%***	***31%***	***26%***	***62%***	***32%***	***33%***	***36%***
5	(05)	147	12	29	21	12	57	53	244
		16%	*25%*	*21%*	*10%*	*45%*	*16%*	*15%*	*19%*
6	(06)	133	7	14	32	5	60	65	225
		15%	*16%*	*10%*	*16%*	*17%*	*17%*	*18%*	*17%*
NET : HIGH IMPORTANCE		**530**	**13**	**57**	**126**	**6**	**183**	**180**	**649**
		58%	***29%***	***40%***	***61%***	***21%***	***51%***	***50%***	***50%***
7	(07)	181	5	17	57	2	72	73	255
		20%	*11%*	*12%*	*28%*	*6%*	*20%*	*20%*	*20%*
8	(08)	202	6	25	38	1	65	61	222
		22%	*12%*	*18%*	*19%*	*5%*	*18%*	*17%*	*17%*
9	(09)	86	3	6	11	-	18	18	103
		9%	*6%*	*5%*	*6%*	-	*5%*	*5%*	*8%*
10 - Absolutely essential	(10)	62	-	8	19	3	28	28	70
		7%	-	*6%*	*9%*	*10%*	*8%*	*8%*	*5%*
Mean Score		**6.68**	**5.37**	**5.72**	**6.67**	**5.59**	**6.32**	**6.30**	**6.37**
Standard Deviation		**1.97**	**2.03**	**2.36**	**2.05**	**1.98**	**2.15**	**2.14**	**1.97**
Standard Error		**0.07**	**0.33**	**0.22**	**0.16**	**0.47**	**0.13**	**0.13**	**0.06**

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q9b Importance of news sources - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		NET : BBC TV or BBC website or App	NET : ITV/ ITV Wales/ STV/UTV channel or ITV or ITN or STV or UTV website or app	NET : Channel 4 channel or Channel 4 website or app	NET : Sky News channel or Sky News website or app	NET : Sun newspaper or Sun website or app	NET : Times/ Sunday Times newspaper or Times/ Sunday Times website or app	NET : Daily Star/Sunday Star newspapers or Daily Star website or app	NET : Daily/ Sunday Express newspaper or Daily Express website or app	NET : Daily Mail/Mail on Sunday newspaper or Daily Mail website or app	NET : Metro newspaper or Metro website or app	NET : Daily/ Sunday Mirror newspaper or Daily Mirror website or app	NET : Daily/ Sunday Telegraph newspaper or Telegraph website or app	NET : Guardian/ Observer newspaper or Guardian/ Observer website or app	NET : Independent (Daily or Sunday) newspaper or Independent website or app	NET : Evening Standard newspaper or Evening Standard website or app	NET : Financial Times newspaper or Financial Times website or app
Unweighted base		1943	981	201	452	200	116	38	74	340	59	130	109	147	39	30	22
Weighted base		1937	860	235	520	195	126	35	70	340	86	124	115	181	49	48	32
NET : LOW IMPORTANCE		**227**	**146**	**62**	**87**	**54**	**19**	**10**	**18**	**79**	**19**	**25**	**21**	**21**	**9**	**11**	**6**
		12%	***17%***	***27%***	***17%***	***28%***	***15%***	***29%***	***26%***	***23%***	***22%***	***20%***	***18%***	***12%***	***18%***	***23%***	***20%***
1 - Not at all important	(01)	35	23	10	12	8	1	2	3	14	3	10	7	2	1	3	-
		2%	*3%*	*4%*	*2%*	*4%*	*1%*	*5%*	*4%*	*4%*	*4%*	*8%*	*6%*	*1%*	*1%*	*7%*	*-*
2	(02)	38	24	5	14	13	6	1	4	15	3	5	6	4	5	2	2
		2%	*3%*	*2%*	*3%*	*7%*	*5%*	*3%*	*5%*	*4%*	*3%*	*4%*	*6%*	*2%*	*11%*	*4%*	*6%*
3	(03)	62	38	20	29	7	2	3	1	30	8	9	2	5	1	2	2
		3%	*4%*	*9%*	*6%*	*4%*	*2%*	*8%*	*2%*	*9%*	*10%*	*7%*	*1%*	*3%*	*2%*	*4%*	*6%*
4	(04)	92	62	27	33	26	10	5	10	19	5	1	5	11	2	4	2
		5%	*7%*	*12%*	*6%*	*13%*	*8%*	*13%*	*15%*	*6%*	*5%*	*1%*	*5%*	*6%*	*4%*	*8%*	*6%*
NET : MEDIUM IMPORTANCE		**569**	**305**	**81**	**169**	**75**	**47**	**14**	**28**	**114**	**45**	**55**	**37**	**45**	**19**	**26**	**8**
		29%	***35%***	***35%***	***32%***	***38%***	***38%***	***41%***	***41%***	***34%***	***52%***	***44%***	***32%***	***25%***	***38%***	***53%***	***25%***
5	(05)	317	182	42	101	43	20	12	22	67	28	42	21	24	10	11	3
		16%	*21%*	*18%*	*19%*	*22%*	*16%*	*35%*	*31%*	*20%*	*32%*	*34%*	*18%*	*13%*	*21%*	*22%*	*11%*
6	(06)	252	123	39	68	32	27	2	7	47	17	12	16	21	8	15	5
		13%	*14%*	*17%*	*13%*	*16%*	*21%*	*6%*	*10%*	*14%*	*20%*	*10%*	*14%*	*12%*	*17%*	*31%*	*15%*
NET : HIGH IMPORTANCE		**1141**	**409**	**91**	**264**	**66**	**60**	**11**	**23**	**147**	**22**	**45**	**57**	**114**	**22**	**12**	**17**
		59%	***48%***	***39%***	***51%***	***34%***	***48%***	***30%***	***33%***	***43%***	***26%***	***36%***	***50%***	***63%***	***44%***	***24%***	***55%***
7	(07)	405	157	44	108	28	23	2	7	56	10	21	27	38	7	8	5
		21%	*18%*	*19%*	*21%*	*14%*	*18%*	*6%*	*10%*	*16%*	*12%*	*17%*	*24%*	*21%*	*15%*	*17%*	*17%*
8	(08)	384	156	20	80	23	21	6	7	48	6	8	25	38	10	2	5
		20%	*18%*	*9%*	*15%*	*12%*	*16%*	*16%*	*10%*	*14%*	*7%*	*6%*	*22%*	*21%*	*20%*	*3%*	*15%*
9	(09)	165	36	11	40	7	5	2	8	21	3	10	5	14	3	-	2
		9%	*4%*	*5%*	*8%*	*4%*	*4%*	*6%*	*12%*	*6%*	*4%*	*8%*	*4%*	*8%*	*5%*	*-*	*5%*
10 - Absolutely essential	(10)	187	60	16	36	7	12	1	1	22	3	5	-	23	2	2	6
		10%	*7%*	*7%*	*7%*	*4%*	*10%*	*3%*	*1%*	*7%*	*3%*	*4%*	*-*	*13%*	*4%*	*4%*	*18%*
Mean Score		**6.72**	**6.22**	**5.81**	**6.31**	**5.57**	**6.42**	**5.45**	**5.63**	**5.93**	**5.48**	**5.58**	**5.95**	**6.91**	**6.05**	**5.40**	**6.67**
Standard Deviation		**2.05**	**2.09**	**2.20**	**2.11**	**2.14**	**2.04**	**2.18**	**2.15**	**2.31**	**1.97**	**2.32**	**2.12**	**2.05**	**2.17**	**1.96**	**2.39**
Standard Error		**0.05**	**0.07**	**0.16**	**0.10**	**0.15**	**0.19**	**0.35**	**0.25**	**0.13**	**0.26**	**0.20**	**0.20**	**0.17**	**0.35**	**0.36**	**0.51**

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q9c News source rating - is accurate and reliable - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		BBC Television	ITV/ITV WALES/ UTV/STV	Channel 4 (TV Channel)	S4C	Channel 5	RTE Channels\ TG3\TG4	Sky News Channel	CNN	Fox News	Euronews	Al Jazeera	RT (Russia Today)	Zee TV	PTV	Star Plus	Bangla TV	CCTV News (China)	The Sun / Sun on Sunday newspapers	The Daily Mail or Mail on Sunday newspapers
Unweighted base		1688	947	184	14	64	17	363	45	21	14	57	40	1	1	1	5	5	184	250
Weighted base		1600	819	210	4	67	4	397	55	21	16	56	29	2	1	2	8	6	176	229
NET : LOW ATTRIBUTION		**137**	**73**	**25**	**-**	**5**	*****	**39**	**9**	**13**	**-**	**9**	**7**	**-**	**-**	**-**	**-**	**3**	**48**	**51**
		9%	***9%***	***12%***	**-**	***8%***	***4%***	***10%***	***17%***	***65%***	**-**	***17%***	***22%***	**-**	**-**	**-**	**-**	***51%***	***27%***	***22%***
1 - Not at all	(1)	26	14	3	-	2	*	5	1	2	-	1	2	-	-	-	-	-	9	4
		2%	*2%*	*2%*	-	*3%*	*4%*	*1%*	*1%*	*12%*	-	*3%*	*8%*	-	-	-	-	-	*5%*	*2%*
2	(2)	15	10	2	-	1	-	*	1	*	-	-	1	-	-	-	-	2	8	9
		1%	*1%*	*1%*	-	*1%*	-	*	*2%*	*2%*	-	-	*4%*	-	-	-	-	*35%*	*5%*	*4%*
3	(3)	44	16	8	-	3	-	9	5	4	-	3	-	-	-	-	-	-	11	16
		3%	*2%*	*4%*	-	*4%*	-	*2%*	*8%*	*17%*	-	*6%*	-	-	-	-	-	-	*6%*	*7%*
4	(4)	53	33	11	-	-	-	25	3	7	-	4	3	-	-	-	-	1	19	22
		3%	*4%*	*5%*	-	-	-	*6%*	*6%*	*34%*	-	*8%*	*10%*	-	-	-	-	*17%*	*11%*	*10%*
NET : MEDIUM ATTRIBUTION		**443**	**276**	**70**	**1**	**29**	**1**	**135**	**18**	**3**	**11**	**28**	**8**	**-**	**1**	**-**	**8**	**3**	**76**	**89**
		28%	***34%***	***34%***	***29%***	***43%***	***19%***	***34%***	***32%***	***15%***	***66%***	***50%***	***28%***	**-**	***100%***	**-**	***100%***	***45%***	***43%***	***39%***
5	(5)	250	147	31	1	19	-	67	5	3	2	15	4	-	1	-	3	1	45	42
		16%	*18%*	*15%*	*17%*	*29%*	-	*17%*	*9%*	*15%*	*12%*	*27%*	*14%*	-	*100%*	-	*35%*	*17%*	*26%*	*19%*
6	(6)	193	130	40	*	9	1	69	13	-	9	13	4	-	-	-	5	2	30	47
		12%	*16%*	*19%*	*13%*	*14%*	*19%*	*17%*	*23%*	-	*54%*	*23%*	*14%*	-	-	-	*65%*	*28%*	*17%*	*20%*
NET : HIGH ATTRIBUTION		**1020**	**469**	**115**	**3**	**33**	**3**	**223**	**28**	**4**	**5**	**19**	**15**	**2**	**-**	**2**	**-**	*****	**52**	**88**
		64%	***57%***	***55%***	***71%***	***50%***	***77%***	***56%***	***51%***	***20%***	***34%***	***33%***	***50%***	***100%***	**-**	***100%***	**-**	***4%***	***30%***	***39%***
7	(7)	392	207	56	1	12	1	79	18	-	4	7	4	2	-	-	-	-	21	43
		25%	*25%*	*27%*	*16%*	*18%*	*42%*	*20%*	*32%*	-	*24%*	*13%*	*14%*	*100%*	-	-	-	-	*12%*	*19%*
8	(8)	353	168	30	1	11	1	70	6	1	*	6	5	-	-	-	-	-	21	28
		22%	*21%*	*14%*	*36%*	*17%*	*21%*	*18%*	*12%*	*7%*	*2%*	*11%*	*18%*	-	-	-	-	-	*12%*	*12%*
9	(9)	137	54	18	*	5	*	45	3	1	-	4	3	-	-	2	-	-	3	5
		9%	*7%*	*9%*	*5%*	*8%*	*13%*	*11%*	*5%*	*5%*	-	*7%*	*11%*	-	-	*100%*	-	-	*1%*	*2%*
10 - Completely	(10)	137	40	11	*	4	-	28	1	2	1	2	2	-	-	-	-	*	7	13
		9%	*5%*	*5%*	*13%*	*7%*	-	*7%*	*2%*	*8%*	*8%*	*3%*	*7%*	-	-	-	-	*4%*	*4%*	*5%*
Mean Score		**6.87**	**6.61**	**6.54**	**7.39**	**6.43**	**7.05**	**6.75**	**6.21**	**4.58**	**6.47**	**5.92**	**6.21**	**7.00**	**5.00**	**9.00**	**5.65**	**4.25**	**5.45**	**5.88**
Standard Deviation		**1.90**	**1.80**	**1.86**	**1.79**	**2.00**	**1.81**	**1.87**	**1.78**	**2.57**	**1.25**	**1.86**	**2.52**	**-**	**-**	**-**	**0.51**	**2.16**	**2.11**	**2.01**
Standard Error		**0.05**	**0.06**	**0.14**	**0.48**	**0.25**	**0.44**	**0.10**	**0.27**	**0.56**	**0.33**	**0.25**	**0.40**	**-**	**-**	**-**	**0.23**	**0.97**	**0.16**	**0.13**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q9c News source rating - is accurate and reliable - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		The Daily or Sunday Star newspapers	The Daily or Sunday Express newspapers	The Daily or Sunday Mirror newspapers	The Guardian or Observer newspapers	The i newspaper	The Times or Sunday Times newspapers	The Daily or Sunday Telegraph newspapers	The Financial Times newspaper	The Morning Star newspaper	The Herald/ Sunday Herald newspapers	The Scotsman/ Scotland on Sunday newspapers	The Daily Record/ Sunday Mail newspapers	The Belfast Telegraph/ Sunday Life newspapers	The Irish News newspaper	The News Letter newspaper	The Western Mail/Wales on Sunday newspaper	South Wales Echo	The Metro newspaper
Unweighted base		34	64	114	68	38	102	74	11	1	4	3	31	33	21	8	7	1	49
Weighted base		31	57	104	79	36	108	67	15	*	2	3	19	6	4	2	2	*	72
NET : LOW ATTRIBUTION		**8**	**11**	**23**	**2**	**-**	**5**	**7**	**1**	*****	**-**	**-**	**6**	**1**	**-**	**-**	**-**	**-**	**9**
		25%	***19%***	***22%***	***2%***	**-**	***4%***	***10%***	***7%***	***100%***	**-**	**-**	***30%***	***14%***	**-**	**-**	**-**	**-**	***12%***
1 - Not at all	(1)	4	1	7	-	-	*	-	-	-	-	-	1	-	-	-	-	-	2
		13%	*2%*	*7%*	-	-	*	-	-	-	-	-	*7%*	-	-	-	-	-	*3%*
2	(2)	1	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3
		3%	*4%*	*2%*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*4%*
3	(3)	2	2	7	1	-	3	-	-	-	-	-	2	1	-	-	-	-	1
		6%	*4%*	*7%*	*1%*	-	*3%*	-	-	-	-	-	*11%*	*11%*	-	-	-	-	*1%*
4	(4)	1	5	7	1	-	1	7	1	*	-	-	2	*	-	-	-	-	3
		3%	*8%*	*6%*	*1%*	-	*1%*	*10%*	*7%*	*100%*	-	-	*12%*	*3%*	-	-	-	-	*4%*
NET : MEDIUM ATTRIBUTION		**15**	**25**	**48**	**15**	**7**	**40**	**16**	**7**	**-**	**1**	**3**	**9**	**1**	**1**	**-**	**1**	**-**	**40**
		49%	***43%***	***46%***	***18%***	***19%***	***37%***	***23%***	***49%***	**-**	***22%***	***100%***	***45%***	***21%***	***18%***	**-**	***43%***	**-**	***56%***
5	(5)	11	17	31	5	3	18	10	1	-	1	2	6	*	*	-	*	-	25
		35%	*29%*	*29%*	*7%*	*8%*	*17%*	*14%*	*6%*	-	*22%*	*57%*	*29%*	*6%*	*5%*	-	*14%*	-	*35%*
6	(6)	5	8	17	9	4	21	6	7	-	-	1	3	1	*	-	*	-	15
		14%	*14%*	*16%*	*12%*	*11%*	*20%*	*9%*	*44%*	-	-	*43%*	*16%*	*16%*	*14%*	-	*29%*	-	*21%*
NET : HIGH ATTRIBUTION		**8**	**22**	**34**	**63**	**29**	**63**	**45**	**7**	**-**	**2**	**-**	**5**	**4**	**3**	**2**	**1**	*****	**23**
		26%	***38%***	***32%***	***80%***	***81%***	***59%***	***67%***	***44%***	**-**	***78%***	**-**	***25%***	***65%***	***82%***	***100%***	***57%***	***100%***	***32%***
7	(7)	3	9	11	22	9	27	17	4	-	1	-	3	2	1	1	1	-	15
		10%	*16%*	*10%*	*28%*	*25%*	*25%*	*25%*	*25%*	-	*42%*	-	*15%*	*28%*	*19%*	*29%*	*44%*	-	*22%*
8	(8)	3	8	11	23	14	17	16	-	-	1	-	1	1	1	1	-	-	2
		9%	*14%*	*11%*	*29%*	*40%*	*16%*	*24%*	-	-	*36%*	-	*5%*	*22%*	*33%*	*54%*	-	-	*3%*
9	(9)	-	2	6	8	3	11	7	1	-	-	-	1	1	1	*	*	*	1
		-	*3%*	*5%*	*10%*	*9%*	*10%*	*10%*	*9%*	-	-	-	*3%*	*13%*	*22%*	*8%*	*14%*	*100%*	*1%*
10 - Completely	(10)	2	3	6	10	2	8	5	2	-	-	-	*	*	*	*	-	-	4
		6%	*4%*	*6%*	*13%*	*6%*	*7%*	*7%*	*10%*	-	-	-	*2%*	*3%*	*8%*	*8%*	-	-	*6%*
Mean Score		**5.17**	**5.85**	**5.66**	**7.55**	**7.51**	**6.89**	**6.98**	**6.74**	**4.00**	**6.91**	**5.43**	**5.23**	**6.76**	**7.77**	**7.96**	**6.71**	**9.00**	**5.77**
Standard Deviation		**2.41**	**2.00**	**2.26**	**1.48**	**1.26**	**1.66**	**1.71**	**1.63**	**-**	**1.45**	**0.63**	**2.00**	**1.98**	**1.51**	**-**	**-**	**-**	**1.84**
Standard Error		**0.41**	**0.25**	**0.21**	**0.18**	**0.20**	**0.16**	**0.20**	**0.49**	**-**	**0.73**	**0.36**	**0.36**	**0.34**	**0.33**	**-**	**-**	**-**	**0.26**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q9c News source rating - is accurate and reliable - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		The Evening Standard newspaper	Your local daily newspaper	The People newspaper	Sunday Post	Sunday World newspaper	Your local paid weekly newspaper	Your local free weekly newspaper	BBC Radio	Classic FM	TalkSport	Heart FM	Absolute Radio	Capital	Real Radio	Smooth Radio	BBC Website or app	ITV or ITN website or app	STV website or app	UTV website or app	Channel 4 website or app
Unweighted base		23	103	11	9	10	54	30	641	44	28	69	19	50	7	29	661	50	10	6	21
Weighted base		36	92	10	6	2	35	30	652	43	33	92	32	78	6	41	811	66	7	2	28
NET : LOW ATTRIBUTION		**10**	**8**	**3**	**1**	*	**3**	**10**	**45**	**5**	**5**	**14**	**6**	**10**	**1**	**5**	**58**	**4**	**1**	*	*
		28%	***9%***	***26%***	***19%***	***16%***	***8%***	***34%***	***7%***	***11%***	***15%***	***15%***	***19%***	***13%***	***15%***	***12%***	***7%***	***6%***	***7%***	***18%***	***1%***
1 - Not at all	(1)	2	5	2	-	-	-	5	7	2	-	-	2	2	-	1	3	2	-	-	-
		5%	*6%*	*19%*	-	-	-	*16%*	*1%*	*5%*	-	-	*5%*	*2%*	-	*2%*	*	*2%*	-	-	-
2	(2)	-	-	-	-	-	1	2	7	-	*	2	-	2	-	1	7	3	-	-	*
		-	-	-	-	-	*3%*	*6%*	*1%*	-	*1%*	*2%*	-	*3%*	-	*2%*	*1%*	*4%*	-	-	*1%*
3	(3)	4	-	-	1	-	-	-	6	2	1	2	1	3	-	-	14	-	-	*	-
		10%	-	-	*19%*	-	-	-	*1%*	*4%*	*3%*	*3%*	*5%*	*3%*	-	-	*2%*	-	-	*18%*	-
4	(4)	5	3	1	-	*	2	4	25	1	4	10	3	3	1	3	34	-	1	-	-
		13%	*3%*	*7%*	-	*16%*	*5%*	*12%*	*4%*	*2%*	*12%*	*11%*	*9%*	*4%*	*15%*	*7%*	*4%*	-	*7%*	-	-
NET : MEDIUM ATTRIBUTION		**20**	**31**	**4**	**1**	**1**	**14**	**9**	**155**	**13**	**13**	**41**	**10**	**36**	**4**	**16**	**228**	**27**	**3**	**1**	**5**
		56%	***34%***	***45%***	***23%***	***61%***	***40%***	***29%***	***24%***	***31%***	***41%***	***45%***	***30%***	***46%***	***69%***	***38%***	***28%***	***41%***	***41%***	***36%***	***17%***
5	(5)	4	19	3	*	-	8	7	72	9	5	20	7	21	3	8	127	12	1	-	2
		12%	*20%*	*27%*	*8%*	-	*24%*	*23%*	*11%*	*22%*	*16%*	*22%*	*24%*	*27%*	*50%*	*21%*	*16%*	*18%*	*20%*	-	*9%*
6	(6)	16	12	2	1	1	6	2	82	4	8	21	2	15	1	7	100	15	2	1	2
		44%	*14%*	*18%*	*15%*	*61%*	*16%*	*6%*	*13%*	*10%*	*25%*	*23%*	*7%*	*19%*	*18%*	*18%*	*12%*	*22%*	*21%*	*36%*	*8%*
NET : HIGH ATTRIBUTION		**6**	**53**	**3**	**3**	*	**18**	**11**	**452**	**25**	**14**	**37**	**16**	**32**	**1**	**21**	**525**	**35**	**4**	**1**	**23**
		16%	***57%***	***29%***	***58%***	***23%***	***52%***	***37%***	***69%***	***59%***	***44%***	***40%***	***51%***	***41%***	***16%***	***50%***	***65%***	***53%***	***52%***	***46%***	***62%***
7	(7)	5	15	-	2	*	7	7	146	12	5	13	10	14	1	8	192	14	3	-	12
		13%	*17%*	-	*33%*	*15%*	*19%*	*23%*	*22%*	*27%*	*15%*	*15%*	*32%*	*18%*	*13%*	*20%*	*24%*	*22%*	*38%*	-	*44%*
8	(8)	1	20	1	1	-	9	1	162	6	6	9	1	12	*	7	201	14	1	*	5
		3%	*22%*	*10%*	*25%*	-	*24%*	*4%*	*25%*	*13%*	*18%*	*10%*	*4%*	*15%*	*3%*	*17%*	*25%*	*21%*	*14%*	*18%*	*18%*
9	(9)	-	10	-	-	-	2	2	94	3	2	9	5	4	-	1	73	5	-	*	-
		-	*11%*	-	-	-	*6%*	*8%*	*14%*	*6%*	*8%*	*10%*	*15%*	*5%*	-	*3%*	*9%*	*7%*	-	*10%*	-
10 - Completely	(10)	-	7	2	-	*	1	1	50	5	1	5	-	2	-	4	59	2	-	*	6
		-	*7%*	*19%*	-	*8%*	*3%*	*2%*	*8%*	*11%*	*4%*	*5%*	-	*2%*	-	*9%*	*7%*	*3%*	-	*18%*	*20%*
Mean Score		**5.25**	**6.68**	**5.59**	**6.17**	**6.14**	**6.51**	**5.09**	**7.15**	**6.53**	**6.36**	**6.27**	**6.06**	**6.05**	**5.39**	**6.46**	**6.95**	**6.51**	**6.31**	**6.84**	**7.46**
Standard Deviation		**1.63**	**2.14**	**3.10**	**1.94**	**1.94**	**1.71**	**2.55**	**1.80**	**2.19**	**1.77**	**1.86**	**2.06**	**1.84**	**1.09**	**1.98**	**1.74**	**1.84**	**1.24**	**-**	**1.60**
Standard Error		**0.34**	**0.21**	**0.93**	**0.65**	**0.61**	**0.23**	**0.47**	**0.07**	**0.33**	**0.33**	**0.22**	**0.47**	**0.26**	**0.41**	**0.37**	**0.07**	**0.26**	**0.39**	**-**	**0.35**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q9c News source rating - is accurate and reliable - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		Sky News website or app	The Sun website or app	The Daily Mail website or app	The Daily Star website	The Daily Express website or app	The Daily Mirror website or app	The Guardian or Observer website or app	The Independent website or app	The Times or Sunday Times website or app	The Telegraph website or app	The Financial Times website or app	The Metro website or app	The Evening Standard website or app	The New York Times website or app	Facebook	Twitter	Google News (Search Engine just for news)	Yahoo News	MSN News	AOL News
Unweighted base		153	18	109	4	12	22	99	39	22	37	11	13	8	11	391	115	67	47	30	6
Weighted base		203	21	134	4	14	28	125	49	28	49	16	19	13	14	439	140	85	59	34	11
NET : LOW ATTRIBUTION		**13**	**10**	**48**	**3**	**8**	**8**	**7**	**4**	**2**	**3**	**2**	**3**	**2**	**4**	**191**	**48**	**9**	**13**	**9**	**6**
		6%	***45%***	***36%***	***84%***	***57%***	***30%***	***6%***	***7%***	***6%***	***6%***	***11%***	***13%***	***12%***	***25%***	***44%***	***34%***	***10%***	***22%***	***26%***	***54%***
1 - Not at all	(1)	1	-	1	-	-	-	-	1	-	*	-	-	-	2	42	6	2	1	2	2
		1%	-	*1%*	-	-	-	-	*1%*	-	*	-	-	-	*14%*	*10%*	*5%*	*2%*	*2%*	*6%*	*19%*
2	(2)	1	2	12	3	-	2	-	-	-	-	2	-	-	-	34	6	-	3	1	-
		*	*12%*	*9%*	*84%*	-	*8%*	-	-	-	-	*11%*	-	-	-	*8%*	*4%*	-	*5%*	*3%*	-
3	(3)	3	4	20	-	2	6	3	2	-	3	-	1	-	2	58	17	4	5	*	-
		2%	*20%*	*15%*	-	*14%*	*22%*	*2%*	*4%*	-	*5%*	-	*5%*	-	*10%*	*13%*	*12%*	*5%*	*9%*	*1%*	-
4	(4)	7	3	16	-	6	-	4	1	2	-	-	2	2	-	58	18	3	4	5	4
		4%	*14%*	*12%*	-	*42%*	-	*3%*	*2%*	*6%*	-	-	*8%*	*12%*	-	*13%*	*13%*	*3%*	*6%*	*16%*	*35%*
NET : MEDIUM ATTRIBUTION		**76**	**6**	**44**	**1**	**2**	**12**	**27**	**10**	**7**	**20**	**1**	**8**	**8**	**4**	**154**	**54**	**34**	**20**	**14**	**1**
		37%	***27%***	***33%***	***16%***	***15%***	***43%***	***22%***	***21%***	***26%***	***41%***	***8%***	***42%***	***60%***	***26%***	***35%***	***39%***	***40%***	***34%***	***42%***	***14%***
5	(5)	36	4	22	1	1	4	15	6	4	12	1	6	1	2	113	39	17	13	7	1
		18%	*17%*	*16%*	*16%*	*6%*	*15%*	*12%*	*11%*	*16%*	*25%*	*8%*	*32%*	*9%*	*11%*	*26%*	*28%*	*20%*	*22%*	*20%*	*14%*
6	(6)	40	2	22	-	1	8	12	5	3	8	-	2	7	2	41	15	17	7	7	-
		20%	*9%*	*16%*	-	*9%*	*29%*	*10%*	*10%*	*10%*	*16%*	-	*9%*	*51%*	*15%*	*9%*	*11%*	*20%*	*12%*	*22%*	-
NET : HIGH ATTRIBUTION		**115**	**6**	**42**	**-**	**4**	**7**	**90**	**35**	**19**	**26**	**13**	**8**	**4**	**7**	**94**	**39**	**42**	**26**	**11**	**3**
		57%	***28%***	***31%***	**-**	***28%***	***26%***	***72%***	***71%***	***68%***	***54%***	***81%***	***45%***	***28%***	***49%***	***21%***	***28%***	***50%***	***44%***	***33%***	***32%***
7	(7)	56	3	22	-	4	4	37	21	9	14	2	3	2	3	40	20	15	14	5	3
		27%	*15%*	*17%*	-	*27%*	*15%*	*30%*	*43%*	*33%*	*29%*	*14%*	*16%*	*16%*	*24%*	*9%*	*14%*	*18%*	*24%*	*14%*	*27%*
8	(8)	38	1	14	-	*	2	32	7	8	8	5	4	2	-	38	13	16	10	1	1
		18%	*6%*	*10%*	-	*2%*	*6%*	*25%*	*14%*	*30%*	*15%*	*33%*	*19%*	*12%*	-	*9%*	*9%*	*19%*	*17%*	*3%*	*5%*
9	(9)	6	2	2	-	-	1	12	5	1	2	4	2	-	4	8	3	3	2	-	-
		3%	*7%*	*2%*	-	-	*2%*	*10%*	*9%*	*5%*	*5%*	*24%*	*10%*	-	*25%*	*2%*	*2%*	*3%*	*3%*	-	-
10 - Completely	(10)	15	-	4	-	-	1	9	2	-	2	2	-	-	-	8	3	8	-	5	-
		8%	-	*3%*	-	-	*3%*	*7%*	*4%*	-	*4%*	*11%*	-	-	-	*2%*	*2%*	*10%*	-	*16%*	-
Mean Score		**6.70**	**4.97**	**5.31**	**2.48**	**4.97**	**5.33**	**7.13**	**6.84**	**6.79**	**6.49**	**7.41**	**6.20**	**6.07**	**5.86**	**4.69**	**5.18**	**6.52**	**5.77**	**5.86**	**4.57**
Standard Deviation		**1.64**	**2.14**	**2.08**	**1.28**	**1.58**	**2.07**	**1.61**	**1.65**	**1.34**	**1.63**	**2.36**	**1.75**	**1.14**	**2.76**	**2.18**	**2.03**	**1.98**	**1.93**	**2.43**	**2.30**
Standard Error		**0.13**	**0.50**	**0.20**	**0.64**	**0.46**	**0.44**	**0.16**	**0.26**	**0.29**	**0.27**	**0.71**	**0.49**	**0.40**	**0.83**	**0.11**	**0.19**	**0.24**	**0.28**	**0.44**	**0.94**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q9c News source rating - is accurate and reliable - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		YouTube	Huffington Post	Vice	Private Eye magazine	The Economist magazine	The Week magazine	Time magazine	NET : Magazines (printed)	NET : PSB channels	NET : Digital channels	NET : Any TV Channel	NET : Popular newspapers	NET : Midmarket newspapers	NET : Quality newspapers	NET : Freesheet newspapers
Unweighted base		119	40	12	6	8	10	6	20	1945	443	2008	286	297	236	56
Weighted base		152	59	17	9	14	14	10	28	1830	478	1898	268	268	239	82
NET : LOW ATTRIBUTION		**53**	**15**	**4**	**2**	**-**	**-**	**1**	**1**	**144**	**50**	**139**	**66**	**59**	**12**	**12**
		35%	***25%***	***24%***	***18%***	**-**	**-**	***7%***	***3%***	***8%***	***10%***	***7%***	***25%***	***22%***	***5%***	***15%***
1 - Not at all	(1)	14	2	-	-	-	-	-	-	24	7	22	17	6	*	2
		9%	*3%*	-	-	-	-	-	-	*1%*	*1%*	*1%*	*6%*	*2%*	*	*2%*
2	(2)	3	1	3	-	-	-	-	-	21	3	14	9	9	-	-
		2%	*1%*	*15%*	-	-	-	-	-	*1%*	*1%*	*1%*	*3%*	*4%*	-	-
3	(3)	20	6	1	2	-	-	-	-	35	12	27	17	18	4	5
		13%	*10%*	*9%*	*18%*	-	-	-	-	*2%*	*3%*	*1%*	*6%*	*7%*	*2%*	*5%*
4	(4)	16	6	-	-	-	-	1	1	64	27	75	23	26	8	6
		11%	*11%*	-	-	-	-	*7%*	*3%*	*4%*	*6%*	*4%*	*9%*	*10%*	*3%*	*7%*
NET : MEDIUM ATTRIBUTION		**58**	**27**	**3**	**1**	**1**	**3**	**3**	**4**	**512**	**176**	**569**	**117**	**106**	**61**	**43**
		38%	***46%***	***19%***	***9%***	***9%***	***20%***	***30%***	***14%***	***28%***	***37%***	***30%***	***44%***	***40%***	***26%***	***52%***
5	(5)	32	14	1	-	1	-	-	1	257	87	280	69	56	26	23
		21%	*25%*	*3%*	-	*9%*	-	-	*5%*	*14%*	*18%*	*15%*	*26%*	*21%*	*11%*	*28%*
6	(6)	26	13	3	1	-	3	3	2	255	90	289	48	50	35	20
		17%	*21%*	*16%*	*9%*	-	*20%*	*30%*	*9%*	*14%*	*19%*	*15%*	*18%*	*19%*	*15%*	*24%*
NET : HIGH ATTRIBUTION		**41**	**17**	**10**	**6**	**13**	**11**	**6**	**23**	**1174**	**252**	**1190**	**85**	**103**	**166**	**27**
		27%	***29%***	***57%***	***72%***	***91%***	***80%***	***63%***	***84%***	***64%***	***53%***	***63%***	***32%***	***38%***	***69%***	***33%***
7	(7)	16	9	4	4	9	5	-	13	470	91	463	34	49	61	20
		11%	*16%*	*21%*	*44%*	*66%*	*36%*	-	*47%*	*26%*	*19%*	*24%*	*13%*	*18%*	*26%*	*24%*
8	(8)	15	6	3	-	2	4	-	8	410	80	422	33	33	63	2
		10%	*10%*	*19%*	-	*14%*	*32%*	-	*30%*	*22%*	*17%*	*22%*	*12%*	*12%*	*26%*	*3%*
9	(9)	7	2	2	2	2	2	2	-	166	48	180	8	6	22	1
		4%	*4%*	*10%*	*28%*	*11%*	*11%*	*25%*	-	*9%*	*10%*	*9%*	*3%*	*2%*	*9%*	*1%*
10 - Completely	(10)	3	-	1	-	-	-	4	2	128	32	125	10	15	20	4
		2%	-	*7%*	-	-	-	*38%*	*7%*	*7%*	*7%*	*7%*	*4%*	*6%*	*8%*	*5%*
Mean Score		**5.15**	**5.49**	**6.27**	**6.72**	**7.18**	**7.34**	**8.11**	**7.26**	**6.88**	**6.63**	**6.88**	**5.55**	**5.87**	**7.17**	**5.84**
Standard Deviation		**2.22**	**1.80**	**2.56**	**2.15**	**0.99**	**0.96**	**2.15**	**1.20**	**1.81**	**1.89**	**1.76**	**2.14**	**2.02**	**1.59**	**1.70**
Standard Error		**0.20**	**0.28**	**0.74**	**0.88**	**0.35**	**0.30**	**0.88**	**0.27**	**0.04**	**0.09**	**0.04**	**0.13**	**0.12**	**0.10**	**0.23**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q9c News source rating - is accurate and reliable - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		NET : Nation specific newspapers	NET : Any local newspapers	NET : Any newspapers	NET : Commercial radio stations	NET : Any radio station	NET : TV broadbcaster websites or apps	NET : National popular newspaper websites or apps	NET : National midmarket newspaper websites or apps
Unweighted base		94	81	838	195	744	740	39	116
Weighted base		34	64	756	247	784	917	47	140
NET : LOW ATTRIBUTION		**7**	**13**	**123**	**28**	**57**	**53**	**18**	**48**
		19%	***21%***	***16%***	***11%***	***7%***	***6%***	***38%***	***34%***
1 - Not at all	(1)	1	5	13	3	7	3	-	1
		4%	*8%*	*2%*	*1%*	*1%*	*	-	*1%*
2	(2)	-	3	15	7	12	3	6	12
		-	*5%*	*2%*	*3%*	*1%*	*	*13%*	*8%*
3	(3)	3	-	36	5	8	19	9	18
		8%	-	*5%*	*2%*	*1%*	*2%*	*19%*	*13%*
4	(4)	3	5	59	13	31	28	3	18
		7%	*8%*	*8%*	*5%*	*4%*	*3%*	*6%*	*13%*
NET : MEDIUM ATTRIBUTION		**14**	**22**	**281**	**110**	**217**	**277**	**16**	**47**
		41%	***34%***	***37%***	***45%***	***28%***	***30%***	***34%***	***33%***
5	(5)	7	15	149	53	100	146	7	28
		22%	*24%*	*20%*	*21%*	*13%*	*16%*	*16%*	*20%*
6	(6)	7	7	133	58	117	131	8	19
		19%	*10%*	*18%*	*23%*	*15%*	*14%*	*18%*	*14%*
NET : HIGH ATTRIBUTION		**14**	**29**	**352**	**108**	**509**	**587**	**13**	**45**
		40%	***45%***	***47%***	***44%***	***65%***	***64%***	***28%***	***32%***
7	(7)	6	13	162	40	171	221	7	26
		17%	*21%*	*21%*	*16%*	*22%*	*24%*	*16%*	*19%*
8	(8)	5	10	115	32	179	232	3	13
		13%	*15%*	*15%*	*13%*	*23%*	*25%*	*6%*	*9%*
9	(9)	2	4	38	20	97	75	2	2
		7%	*7%*	*5%*	*8%*	*12%*	*8%*	*5%*	*2%*
10 - Completely	(10)	1	2	37	15	61	58	1	4
		2%	*3%*	*5%*	*6%*	*8%*	*6%*	*2%*	*3%*
Mean Score		**5.95**	**5.84**	**6.20**	**6.36**	**7.02**	**6.93**	**5.12**	**5.32**
Standard Deviation		**2.00**	**2.27**	**1.92**	**1.91**	**1.82**	**1.66**	**2.15**	**2.02**
Standard Error		**0.21**	**0.25**	**0.07**	**0.14**	**0.07**	**0.06**	**0.34**	**0.19**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q9c News source rating - is accurate and reliable - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		NET : National quality newspaper websites or apps	NET : Freesheet newspaper websites or apps	NET : National newspaper websites or apps	NET : Newspaper websites (inc National & Local) or apps	NET : Any website or app	NET : BBC TV or BBC website or App	NET : ITV/ITV Wales/STV/UTV channel or ITV or ITN or STV or UTV website or app	NET : Channel 4 channel or Channel 4 website or app	NET : Sky News channel or Sky News website or app	NET : Sun newspaper or Sun website or app
Unweighted base		159	18	288	288	1108	1943	981	201	452	200
Weighted base		205	28	360	360	1307	1937	860	235	520	195
NET : LOW ATTRIBUTION		**10**	**1**	**55**	**56**	**179**	**150**	**77**	**25**	**40**	**58**
		5%	***3%***	***15%***	***15%***	***14%***	***8%***	***9%***	***11%***	***8%***	***30%***
1 - Not at all	(1)	1	-	1	1	19	24	15	3	7	9
		*	-	*	*	*1%*	*1%*	*2%*	*1%*	*1%*	*5%*
2	(2)	2	-	11	11	24	15	12	2	1	10
		1%	-	*3%*	*3%*	*2%*	*1%*	*1%*	*1%*	*	*5%*
3	(3)	4	1	24	24	53	48	16	8	7	16
		2%	*3%*	*7%*	*7%*	*4%*	*2%*	*2%*	*3%*	*1%*	*8%*
4	(4)	4	-	20	20	83	63	34	12	25	22
		2%	-	*6%*	*6%*	*6%*	*3%*	*4%*	*5%*	*5%*	*11%*
NET : MEDIUM ATTRIBUTION		**58**	**16**	**117**	**115**	**526**	**550**	**290**	**73**	**184**	**80**
		28%	***58%***	***32%***	***32%***	***40%***	***28%***	***34%***	***31%***	***35%***	***41%***
5	(5)	24	6	56	55	260	293	151	33	100	47
		12%	*22%*	*15%*	*15%*	*20%*	*15%*	*18%*	*14%*	*19%*	*24%*
6	(6)	33	10	61	59	267	258	138	40	83	32
		16%	*36%*	*17%*	*17%*	*20%*	*13%*	*16%*	*17%*	*16%*	*17%*
NET : HIGH ATTRIBUTION		**137**	**11**	**188**	**190**	**602**	**1236**	**493**	**137**	**297**	**57**
		67%	***38%***	***52%***	***53%***	***46%***	***64%***	***57%***	***58%***	***57%***	***29%***
7	(7)	60	5	94	96	274	463	223	69	116	25
		29%	*18%*	*26%*	*27%*	*21%*	*24%*	*26%*	*29%*	*22%*	*13%*
8	(8)	44	4	56	58	223	428	172	34	96	21
		21%	*13%*	*15%*	*16%*	*17%*	*22%*	*20%*	*14%*	*19%*	*11%*
9	(9)	22	2	29	27	64	188	57	18	50	4
		11%	*7%*	*8%*	*7%*	*5%*	*10%*	*7%*	*8%*	*10%*	*2%*
10 - Completely	(10)	11	-	10	10	42	157	41	17	34	7
		6%	-	*3%*	*3%*	*3%*	*8%*	*5%*	*7%*	*7%*	*4%*
Mean Score		**7.01**	**6.33**	**6.33**	**6.32**	**6.23**	**6.91**	**6.59**	**6.65**	**6.75**	**5.38**
Standard Deviation		**1.60**	**1.35**	**1.85**	**1.85**	**1.81**	**1.84**	**1.80**	**1.85**	**1.78**	**2.11**
Standard Error		**0.13**	**0.32**	**0.11**	**0.11**	**0.05**	**0.04**	**0.06**	**0.13**	**0.08**	**0.15**

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q9c News source rating - is accurate and reliable - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		NET : Times/ Sunday Times newspaper or Times/Sunday Times website or app	NET : Daily Star/Sunday Star newspapers or Daily Star website or app	NET : Daily/ Sunday Express newspaper or Daily Express website or app	NET : Daily Mail/Mail on Sunday newspaper or Daily Mail website or app	NET : Metro newspaper or Metro website or app	NET : Daily/ Sunday Mirror newspaper or Daily Mirror website or app	NET : Daily/ Sunday Telegraph newspaper or Telegraph website or app	NET : Guardian/ Observer newspaper or Guardian/ Observer website or app	NET : Independent (Daily or Sunday) newspaper or Independent website or app	NET : Evening Standard newspaper or Evening Standard website or app	NET : Financial Times newspaper or Financial Times website or app
Unweighted base		116	38	74	340	59	130	109	147	39	30	22
Weighted base		126	35	70	340	86	124	115	181	49	48	32
NET : LOW ATTRIBUTION		**5**	**11**	**19**	**90**	**11**	**31**	**10**	**7**	**4**	**12**	**3**
		4%	***32%***	***27%***	***27%***	***13%***	***25%***	***8%***	***4%***	***7%***	***25%***	***9%***
1 - Not at all	(1)	*	4	1	5	2	7	*	-	1	2	-
		*	*12%*	*2%*	*2%*	*2%*	*6%*	*	-	*1%*	*4%*	-
2	(2)	-	4	2	18	3	4	-	-	-	-	2
		-	*12%*	*4%*	*5%*	*4%*	*3%*	-	-	-	-	*6%*
3	(3)	3	2	4	30	2	13	3	4	2	4	-
		2%	*5%*	*6%*	*9%*	*2%*	*11%*	*2%*	*2%*	*4%*	*8%*	-
4	(4)	1	1	11	37	4	7	7	4	1	6	1
		1%	*3%*	*16%*	*11%*	*5%*	*5%*	*6%*	*2%*	*2%*	*13%*	*3%*
NET : MEDIUM ATTRIBUTION		**49**	**16**	**26**	**126**	**46**	**55**	**36**	**41**	**10**	**27**	**9**
		38%	***46%***	***37%***	***37%***	***54%***	***44%***	***31%***	***23%***	***21%***	***58%***	***28%***
5	(5)	21	12	17	63	31	34	22	19	6	5	2
		16%	*33%*	*24%*	*18%*	*37%*	*27%*	*19%*	*10%*	*11%*	*11%*	*7%*
6	(6)	28	5	9	64	15	21	14	22	5	21	7
		22%	*13%*	*13%*	*19%*	*17%*	*17%*	*12%*	*12%*	*10%*	*44%*	*21%*
NET : HIGH ATTRIBUTION		**73**	**8**	**25**	**124**	**28**	**38**	**70**	**132**	**35**	**10**	**20**
		58%	***23%***	***36%***	***36%***	***33%***	***31%***	***61%***	***73%***	***71%***	***20%***	***63%***
7	(7)	31	3	12	65	17	12	31	51	21	7	6
		25%	*9%*	*17%*	*19%*	*20%*	*10%*	*27%*	*28%*	*43%*	*14%*	*19%*
8	(8)	22	3	8	38	4	13	23	47	7	3	5
		18%	*8%*	*12%*	*11%*	*5%*	*10%*	*20%*	*26%*	*14%*	*6%*	*17%*
9	(9)	11	-	2	6	3	6	9	17	5	-	5
		9%	-	*2%*	*2%*	*3%*	*5%*	*8%*	*9%*	*9%*	-	*17%*
10 - Completely	(10)	8	2	3	14	4	7	7	17	2	-	3
		6%	*6%*	*4%*	*4%*	*5%*	*6%*	*6%*	*9%*	*4%*	-	*11%*
Mean Score		**6.86**	**4.88**	**5.66**	**5.68**	**5.80**	**5.55**	**6.76**	**7.25**	**6.84**	**5.45**	**7.09**
Standard Deviation		**1.59**	**2.45**	**1.96**	**2.01**	**1.84**	**2.27**	**1.69**	**1.57**	**1.65**	**1.57**	**2.04**
Standard Error		**0.15**	**0.40**	**0.23**	**0.11**	**0.24**	**0.20**	**0.16**	**0.13**	**0.26**	**0.29**	**0.44**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q9c News source rating - is trustworthy - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		BBC Television	ITV/ITV WALES/ UTV/STV	Channel 4 (TV Channel)	S4C	Channel 5	RTE Channels\ TG3\TG4	Sky News Channel	CNN	Fox News	Euronews	Al Jazeera	RT (Russia Today)	Zee TV	PTV	Star Plus	Bangla TV	CCTV News (China)	The Sun / Sun on Sunday newspapers	The Daily Mail or Mail on Sunday newspapers
Unweighted base		1688	947	184	14	64	17	363	45	21	14	57	40	1	1	1	5	5	184	250
Weighted base		1600	819	210	4	67	4	397	55	21	16	56	29	2	1	2	8	6	176	229
NET : LOW ATTRIBUTION		**173**	**71**	**25**	**-**	**7**	*****	**43**	**9**	**15**	**1**	**11**	**11**	**-**	**-**	**-**	**-**	**6**	**57**	**47**
		11%	***9%***	***12%***	**-**	***10%***	***4%***	***11%***	***17%***	***73%***	***3%***	***20%***	***37%***	**-**	**-**	**-**	**-**	***96%***	***32%***	***21%***
1 - Not at all	(1)	44	15	3	-	2	*	7	1	4	-	2	3	-	-	-	-	1	14	12
		3%	*2%*	*2%*	-	*3%*	*4%*	*2%*	*1%*	*18%*	-	*4%*	*9%*	-	-	-	-	*17%*	*8%*	*5%*
2	(2)	27	7	-	-	2	-	2	1	2	-	*	1	-	-	-	-	2	7	7
		2%	*1%*	-	-	*3%*	-	*	*2%*	*9%*	-	*1%*	*4%*	-	-	-	-	*35%*	*4%*	*3%*
3	(3)	30	21	11	-	3	-	13	5	2	-	1	-	-	-	-	-	-	20	9
		2%	*3%*	*5%*	-	*4%*	-	*3%*	*9%*	*8%*	-	*2%*	-	-	-	-	-	-	*11%*	*4%*
4	(4)	71	29	11	-	-	-	21	3	8	1	7	7	-	-	-	-	3	16	19
		4%	*4%*	*5%*	-	-	-	*5%*	*5%*	*38%*	*3%*	*13%*	*24%*	-	-	-	-	*45%*	*9%*	*9%*
NET : MEDIUM ATTRIBUTION		**444**	**278**	**68**	*****	**25**	**1**	**134**	**21**	**1**	**9**	**26**	**8**	**2**	**1**	**2**	**6**	**-**	**67**	**93**
		28%	***34%***	***32%***	***5%***	***37%***	***19%***	***34%***	***39%***	***7%***	***59%***	***47%***	***29%***	***100%***	***100%***	***100%***	***80%***	**-**	***38%***	***41%***
5	(5)	278	143	37	*	19	1	87	9	1	4	13	6	-	1	-	3	-	46	50
		17%	*18%*	*18%*	*5%*	*29%*	*15%*	*22%*	*17%*	*7%*	*25%*	*24%*	*22%*	-	*100%*	-	*40%*	-	*26%*	*22%*
6	(6)	166	134	31	-	6	*	47	12	-	5	13	2	2	-	2	3	-	21	43
		10%	*16%*	*15%*	-	*8%*	*5%*	*12%*	*22%*	-	*34%*	*23%*	*7%*	*100%*	-	*100%*	*40%*	-	*12%*	*19%*
NET : HIGH ATTRIBUTION		**983**	**470**	**117**	**4**	**36**	**3**	**221**	**25**	**4**	**6**	**19**	**10**	**-**	**-**	**-**	**2**	*****	**53**	**88**
		61%	***57%***	***56%***	***95%***	***53%***	***77%***	***56%***	***45%***	***20%***	***38%***	***33%***	***35%***	**-**	**-**	**-**	***20%***	***4%***	***30%***	***39%***
7	(7)	337	208	58	2	17	1	88	14	-	4	8	2	-	-	-	2	-	24	38
		21%	*25%*	*28%*	*40%*	*26%*	*26%*	*22%*	*26%*	-	*26%*	*13%*	*8%*	-	-	-	*20%*	-	*14%*	*17%*
8	(8)	372	170	28	1	9	1	77	5	1	*	7	5	-	-	-	-	-	19	30
		23%	*21%*	*13%*	*30%*	*14%*	*32%*	*19%*	*9%*	*7%*	*1%*	*12%*	*16%*	-	-	-	-	-	*11%*	*13%*
9	(9)	142	41	19	*	6	1	31	3	1	*	2	2	-	-	-	-	*	3	8
		9%	*5%*	*9%*	*11%*	*8%*	*18%*	*8%*	*5%*	*5%*	*2%*	*3%*	*5%*	-	-	-	-	*4%*	*1%*	*4%*
10 - Completely	(10)	132	51	12	*	3	-	25	3	2	1	3	2	-	-	-	-	-	7	12
		8%	*6%*	*6%*	*13%*	*5%*	-	*6%*	*5%*	*8%*	*8%*	*5%*	*5%*	-	-	-	-	-	*4%*	*5%*
Mean Score		**6.75**	**6.62**	**6.52**	**7.80**	**6.31**	**7.10**	**6.56**	**6.12**	**4.25**	**6.35**	**5.87**	**5.47**	**6.00**	**5.00**	**6.00**	**5.80**	**2.99**	**5.22**	**5.86**
Standard Deviation		**2.05**	**1.81**	**1.88**	**1.41**	**2.04**	**2.08**	**1.91**	**1.90**	**2.76**	**1.47**	**1.91**	**2.46**	**-**	**-**	**-**	**0.80**	**1.81**	**2.24**	**2.13**
Standard Error		**0.05**	**0.06**	**0.14**	**0.38**	**0.26**	**0.50**	**0.10**	**0.28**	**0.60**	**0.39**	**0.25**	**0.39**	**-**	**-**	**-**	**0.36**	**0.81**	**0.17**	**0.14**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q9c News source rating - is trustworthy - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		The Daily or Sunday Star newspapers	The Daily or Sunday Express newspapers	The Daily or Sunday Mirror newspapers	The Guardian or Observer newspapers	The i newspaper	The Times or Sunday Times newspapers	The Daily or Sunday Telegraph newspapers	The Financial Times newspaper	The Morning Star newspaper	The Herald/ Sunday Herald newspapers	The Scotsman/ Scotland on Sunday newspapers	The Daily Record/ Sunday Mail newspapers	The Belfast Telegraph/ Sunday Life newspapers	The Irish News newspaper	The News Letter newspaper	The Western Mail/Wales on Sunday newspaper	South Wales Echo	The Metro newspaper
Unweighted base		34	64	114	68	38	102	74	11	1	4	3	31	33	21	8	7	1	49
Weighted base		31	57	104	79	36	108	67	15	*	2	3	19	6	4	2	2	*	72
NET : LOW ATTRIBUTION		**8**	**10**	**26**	**1**	**-**	**12**	**6**	**1**	*****	**-**	**1**	**4**	**1**	*****	**-**	**-**	**-**	**6**
		26%	***17%***	***25%***	***1%***	**-**	***11%***	***9%***	***7%***	***100%***	**-**	***39%***	***22%***	***14%***	***5%***	**-**	**-**	**-**	***8%***
1 - Not at all	(1)	4	1	8	-	-	*	-	-	-	-	-	1	-	*	-	-	-	2
		13%	*2%*	*8%*	-	-	*	-	-	-	-	-	*7%*	-	*5%*	-	-	-	*3%*
2	(2)	1	2	7	-	-	2	-	-	-	-	-	-	*	-	-	-	-	3
		3%	*4%*	*6%*	-	-	*2%*	-	-	-	-	-	-	*3%*	-	-	-	-	*4%*
3	(3)	2	2	3	1	-	4	1	1	*	-	-	1	1	-	-	-	-	1
		6%	*3%*	*3%*	*1%*	-	*4%*	*1%*	*7%*	*100%*	-	-	*5%*	*11%*	-	-	-	-	*1%*
4	(4)	1	4	8	1	-	6	5	-	-	-	1	2	-	-	-	-	-	-
		4%	*8%*	*8%*	*1%*	-	*5%*	*8%*	-	-	-	*39%*	*10%*	-	-	-	-	-	-
NET : MEDIUM ATTRIBUTION		**15**	**24**	**46**	**13**	**5**	**34**	**22**	**4**	**-**	**-**	*****	**10**	**1**	*****	**-**	*****	**-**	**42**
		47%	***43%***	***44%***	***16%***	***13%***	***31%***	***33%***	***29%***	**-**	**-**	***19%***	***52%***	***18%***	***5%***	**-**	***28%***	**-**	***58%***
5	(5)	10	17	26	6	1	21	12	3	-	-	*	7	*	-	-	*	-	25
		32%	*30%*	*25%*	*8%*	*2%*	*20%*	*18%*	*21%*	-	-	*19%*	*33%*	*5%*	-	-	*14%*	-	*35%*
6	(6)	5	7	19	7	4	13	10	1	-	-	-	4	1	*	-	*	-	16
		15%	*12%*	*19%*	*8%*	*11%*	*12%*	*15%*	*8%*	-	-	-	*18%*	*13%*	*5%*	-	*14%*	-	*23%*
NET : HIGH ATTRIBUTION		**9**	**23**	**32**	**65**	**31**	**62**	**39**	**10**	**-**	**2**	**1**	**5**	**4**	**3**	**2**	**1**	*****	**24**
		27%	***40%***	***31%***	***83%***	***87%***	***57%***	***58%***	***64%***	**-**	***100%***	***43%***	***26%***	***68%***	***90%***	***100%***	***72%***	***100%***	***34%***
7	(7)	4	11	12	16	8	27	14	5	-	2	-	2	2	1	1	1	-	11
		14%	*19%*	*12%*	*21%*	*23%*	*25%*	*21%*	*32%*	-	*64%*	-	*10%*	*26%*	*23%*	*29%*	*58%*	-	*15%*
8	(8)	2	6	10	29	13	16	17	2	-	*	1	2	1	2	1	-	-	8
		7%	*10%*	*10%*	*36%*	*37%*	*15%*	*25%*	*13%*	-	*19%*	*43%*	*11%*	*23%*	*46%*	*54%*	-	-	*11%*
9	(9)	-	3	6	10	6	10	6	1	-	-	-	1	1	1	*	*	*	1
		-	*6%*	*6%*	*13%*	*17%*	*9%*	*8%*	*9%*	-	-	-	*3%*	*10%*	*17%*	*8%*	*14%*	*100%*	*1%*
10 - Completely	(10)	2	3	4	10	3	9	3	2	-	*	-	*	1	*	*	-	-	5
		6%	*5%*	*4%*	*13%*	*9%*	*8%*	*4%*	*10%*	-	*17%*	-	*2%*	*8%*	*4%*	*8%*	-	-	*7%*
Mean Score		**5.20**	**5.94**	**5.50**	**7.72**	**7.85**	**6.64**	**6.74**	**6.85**	**3.00**	**7.70**	**5.89**	**5.46**	**6.87**	**7.60**	**7.96**	**6.86**	**9.00**	**5.99**
Standard Deviation		**2.39**	**2.03**	**2.29**	**1.45**	**1.19**	**1.92**	**1.63**	**1.91**	**-**	**1.45**	**2.35**	**1.99**	**2.21**	**1.99**	**-**	**-**	**-**	**1.93**
Standard Error		**0.41**	**0.25**	**0.21**	**0.18**	**0.19**	**0.19**	**0.19**	**0.58**	**-**	**0.72**	**1.36**	**0.36**	**0.39**	**0.43**	**-**	**-**	**-**	**0.28**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q9c News source rating - is trustworthy - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		The Evening Standard newspaper	Your local daily newspaper	The People newspaper	Sunday Post	Sunday World newspaper	Your local paid weekly newspaper	Your local free weekly newspaper	BBC Radio	Classic FM	TalkSport	Heart FM	Absolute Radio	Capital	Real Radio	Smooth Radio	BBC Website or app	ITV or ITN website or app	STV website or app	UTV website or app	Channel 4 website or app
Unweighted base		23	103	11	9	10	54	30	641	44	28	69	19	50	7	29	661	50	10	6	21
Weighted base		36	92	10	6	2	35	30	652	43	33	92	32	78	6	41	811	66	7	2	28
NET : LOW ATTRIBUTION		**9**	**8**	**3**	**1**	*	**3**	**7**	**48**	**6**	**4**	**11**	**5**	**10**	-	**4**	**65**	**4**	**1**	*	*
		24%	***9%***	***25%***	***19%***	***24%***	***8%***	***24%***	***7%***	***14%***	***12%***	***12%***	***15%***	***13%***	-	***9%***	***8%***	***6%***	***7%***	***18%***	***1%***
1 - Not at all	(1)	2	5	1	-	-	-	2	6	2	1	2	2	2	-	-	8	2	-	-	-
		5%	*5%*	*10%*	-	-	-	*7%*	*1%*	*5%*	*3%*	*2%*	*6%*	*2%*	-	-	*1%*	*2%*	-	-	-
2	(2)	-	1	-	-	-	1	2	6	-	*	-	-	*	-	1	8	-	-	-	*
		-	*1%*	-	-	-	*3%*	*6%*	*1%*	-	*1%*	-	-	*	-	*2%*	*1%*	-	-	-	*1%*
3	(3)	2	*	1	-	-	1	2	12	*	-	2	1	5	-	-	15	1	-	*	-
		5%	*	*7%*	-	-	*2%*	*6%*	*2%*	*1%*	-	*2%*	*5%*	*6%*	-	-	*2%*	*1%*	-	*18%*	-
4	(4)	5	3	1	1	*	1	1	24	4	3	7	1	4	-	3	33	2	1	-	-
		13%	*3%*	*9%*	*19%*	*24%*	*3%*	*5%*	*4%*	*8%*	*9%*	*8%*	*4%*	*5%*	-	*7%*	*4%*	*3%*	*7%*	-	-
NET : MEDIUM ATTRIBUTION		**18**	**30**	**4**	**1**	**1**	**13**	**8**	**164**	**13**	**15**	**45**	**7**	**37**	**6**	**16**	**228**	**26**	**3**	-	**10**
		50%	***33%***	***36%***	***16%***	***55%***	***37%***	***28%***	***25%***	***31%***	***46%***	***48%***	***22%***	***47%***	***97%***	***39%***	***28%***	***39%***	***35%***	-	***37%***
5	(5)	10	20	2	*	1	8	7	89	6	7	25	7	23	4	8	120	10	1	-	2
		27%	*21%*	*18%*	*8%*	*31%*	*23%*	*22%*	*14%*	*14%*	*22%*	*27%*	*22%*	*29%*	*66%*	*21%*	*15%*	*15%*	*20%*	-	*7%*
6	(6)	8	11	2	*	1	5	2	75	7	8	20	-	14	2	8	108	16	1	-	8
		23%	*11%*	*18%*	*8%*	*24%*	*15%*	*6%*	*11%*	*17%*	*24%*	*22%*	-	*18%*	*31%*	*19%*	*13%*	*24%*	*15%*	-	*29%*
NET : HIGH ATTRIBUTION		**9**	**53**	**4**	**4**	*	**19**	**15**	**440**	**24**	**14**	**36**	**20**	**31**	*	**21**	**518**	**36**	**4**	**2**	**17**
		26%	***58%***	***38%***	***65%***	***22%***	***54%***	***48%***	***67%***	***58%***	***42%***	***40%***	***63%***	***40%***	***3%***	***52%***	***64%***	***55%***	***58%***	***82%***	***62%***
7	(7)	8	20	-	1	*	8	7	148	12	5	17	13	17	-	12	179	19	3	1	6
		23%	*22%*	-	*18%*	*14%*	*22%*	*23%*	*23%*	*28%*	*16%*	*18%*	*42%*	*22%*	-	*30%*	*22%*	*28%*	*44%*	*36%*	*22%*
8	(8)	-	17	1	2	-	8	3	159	6	6	10	2	8	*	4	190	11	1	*	6
		-	*19%*	*10%*	*29%*	-	*23%*	*10%*	*24%*	*14%*	*17%*	*11%*	*6%*	*10%*	*3%*	*9%*	*23%*	*16%*	*14%*	*18%*	*20%*
9	(9)	1	9	-	1	-	2	2	86	1	2	5	5	4	-	1	82	5	-	*	-
		3%	*10%*	-	*18%*	-	*6%*	*8%*	*13%*	*2%*	*5%*	*6%*	*15%*	*6%*	-	*3%*	*10%*	*8%*	-	*10%*	-
10 - Completely	(10)	-	7	3	-	*	1	2	47	5	1	4	-	2	-	4	67	2	-	*	6
		-	*8%*	*29%*	-	*8%*	*3%*	*7%*	*7%*	*11%*	*4%*	*4%*	-	*2%*	-	*9%*	*8%*	*3%*	-	*18%*	*20%*
Mean Score		**5.36**	**6.63**	**6.29**	**6.84**	**5.67**	**6.51**	**5.84**	**7.05**	**6.52**	**6.23**	**6.17**	**6.23**	**5.99**	**5.41**	**6.51**	**6.95**	**6.58**	**6.37**	**7.20**	**7.31**
Standard Deviation		**1.67**	**2.12**	**3.07**	**1.94**	**2.17**	**1.76**	**2.54**	**1.81**	**2.09**	**1.82**	**1.77**	**2.12**	**1.76**	**0.72**	**1.74**	**1.84**	**1.65**	**1.25**	-	**1.69**
Standard Error		**0.35**	**0.21**	**0.93**	**0.65**	**0.69**	**0.24**	**0.46**	**0.07**	**0.31**	**0.34**	**0.21**	**0.49**	**0.25**	**0.27**	**0.32**	**0.07**	**0.23**	**0.39**	-	**0.37**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q9c News source rating - is trustworthy - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		Sky News website or app	The Sun website or app	The Daily Mail website or app	The Daily Star website	The Daily Express website or app	The Daily Mirror website or app	The Guardian or Observer website or app	The Independent website or app	The Times or Sunday Times website or app	The Telegraph website or app	The Financial Times website or app	The Metro website or app	The Evening Standard website or app	The New York Times website or app	Facebook	Twitter	Google News (Search Engine just for news)	Yahoo News	MSN News	AOL News
Unweighted base		153	18	109	4	12	22	99	39	22	37	11	13	8	11	391	115	67	47	30	6
Weighted base		203	21	134	4	14	28	125	49	28	49	16	19	13	14	439	140	85	59	34	11
NET : LOW ATTRIBUTION		**17**	**10**	**46**	**3**	**6**	**9**	**9**	**5**	**-**	**4**	**2**	**3**	**-**	**5**	**202**	**54**	**14**	**16**	**10**	**6**
		8%	***46%***	***35%***	***84%***	***42%***	***32%***	***8%***	***10%***	**-**	***8%***	***11%***	***17%***	**-**	***35%***	***46%***	***38%***	***16%***	***28%***	***30%***	***54%***
1 - Not at all	(1)	1	1	5	-	-	1	-	2	-	*	-	-	-	3	45	4	4	3	-	2
		1%	*6%*	*4%*	-	-	*2%*	-	*3%*	-	*	-	-	-	*22%*	*10%*	*3%*	*5%*	*5%*	-	*19%*
2	(2)	1	1	13	1	2	3	-	-	-	-	2	-	-	-	33	7	-	2	5	-
		*	*7%*	*10%*	*32%*	*14%*	*9%*	-	-	-	-	*11%*	-	-	-	*8%*	*5%*	-	*3%*	*16%*	-
3	(3)	5	4	13	2	2	4	6	3	-	3	-	2	-	-	56	17	5	4	1	2
		3%	*18%*	*10%*	*52%*	*14%*	*13%*	*5%*	*6%*	-	*7%*	-	*8%*	-	-	*13%*	*12%*	*6%*	*6%*	*3%*	*20%*
4	(4)	10	3	15	-	2	2	4	*	-	-	-	2	-	2	68	25	4	8	4	2
		5%	*16%*	*11%*	-	*14%*	*8%*	*3%*	*	-	-	-	*8%*	-	*13%*	*15%*	*18%*	*5%*	*14%*	*11%*	*14%*
NET : MEDIUM ATTRIBUTION		**68**	**8**	**45**	**1**	**4**	**10**	**23**	**17**	**11**	**19**	**4**	**8**	**12**	**2**	**150**	**48**	**34**	**19**	**14**	**2**
		33%	***36%***	***33%***	***16%***	***30%***	***35%***	***18%***	***34%***	***40%***	***39%***	***24%***	***44%***	***88%***	***11%***	***34%***	***34%***	***41%***	***32%***	***42%***	***19%***
5	(5)	41	6	24	1	4	5	11	5	3	8	1	5	2	2	98	29	22	8	10	1
		20%	*26%*	*18%*	*16%*	*30%*	*19%*	*9%*	*10%*	*11%*	*17%*	*8%*	*29%*	*12%*	*11%*	*22%*	*21%*	*27%*	*14%*	*29%*	*14%*
6	(6)	27	2	20	-	-	4	12	12	8	11	3	3	10	-	52	19	12	10	5	1
		13%	*10%*	*15%*	-	-	*16%*	*10%*	*24%*	*29%*	*22%*	*16%*	*15%*	*76%*	-	*12%*	*14%*	*14%*	*17%*	*14%*	*5%*
NET : HIGH ATTRIBUTION		**118**	**4**	**43**	**-**	**4**	**9**	**92**	**28**	**17**	**26**	**11**	**7**	**2**	**8**	**87**	**38**	**36**	**24**	**9**	**3**
		58%	***18%***	***32%***	**-**	***28%***	***33%***	***74%***	***57%***	***60%***	***54%***	***65%***	***39%***	***12%***	***54%***	***20%***	***27%***	***43%***	***41%***	***27%***	***27%***
7	(7)	62	1	20	-	2	8	41	13	9	13	1	2	2	5	40	18	19	6	2	3
		31%	*6%*	*15%*	-	*13%*	*29%*	*33%*	*25%*	*31%*	*27%*	*6%*	*10%*	*12%*	*36%*	*9%*	*13%*	*22%*	*10%*	*7%*	*27%*
8	(8)	34	1	14	-	2	-	31	11	7	8	5	-	-	1	29	16	10	13	2	-
		17%	*5%*	*11%*	-	*16%*	-	*25%*	*21%*	*25%*	*16%*	*31%*	-	-	*5%*	*7%*	*12%*	*11%*	*23%*	*5%*	-
9	(9)	11	2	5	-	-	-	9	4	1	3	3	3	-	2	8	1	2	2	-	-
		5%	*7%*	*4%*	-	-	-	*7%*	*7%*	*5%*	*7%*	*17%*	*17%*	-	*13%*	*2%*	*1%*	*2%*	*3%*	-	-
10 - Completely	(10)	12	-	4	-	-	1	12	1	-	2	2	2	-	-	10	3	6	3	5	-
		6%	-	*3%*	-	-	*3%*	*9%*	*2%*	-	*4%*	*11%*	*12%*	-	-	*2%*	*2%*	*7%*	*5%*	*16%*	-
Mean Score		**6.60**	**4.71**	**5.31**	**3.00**	**4.90**	**5.22**	**7.13**	**6.54**	**6.83**	**6.56**	**7.11**	**6.40**	**6.00**	**5.40**	**4.64**	**5.18**	**6.00**	**5.89**	**5.55**	**4.26**
Standard Deviation		**1.68**	**2.13**	**2.22**	**1.14**	**2.04**	**1.99**	**1.68**	**1.85**	**1.08**	**1.69**	**2.37**	**2.26**	**0.51**	**2.82**	**2.19**	**1.99**	**2.08**	**2.25**	**2.52**	**2.27**
Standard Error		**0.14**	**0.50**	**0.21**	**0.57**	**0.59**	**0.43**	**0.17**	**0.30**	**0.23**	**0.28**	**0.71**	**0.63**	**0.18**	**0.85**	**0.11**	**0.19**	**0.25**	**0.33**	**0.46**	**0.93**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q9c News source rating - is trustworthy - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		YouTube	Huffington Post	Vice	Private Eye magazine	The Economist magazine	The Week magazine	Time magazine	NET : Magazines (printed)	NET : PSB channels	NET : Digital channels	NET : Any TV Channel	NET : Popular newspapers	NET : Midmarket newspapers	NET : Quality newspapers	NET : Freesheet newspapers
Unweighted base		119	40	12	6	8	10	6	20	1945	443	2008	286	297	236	56
Weighted base		152	59	17	9	14	14	10	28	1830	478	1898	268	268	239	82
NET : LOW ATTRIBUTION		**62**	**13**	**1**	**2**	**-**	**-**	**-**	**1**	**156**	**63**	**166**	**81**	**54**	**15**	**9**
		41%	***22%***	***9%***	***28%***	**-**	**-**	**-**	***3%***	***9%***	***13%***	***9%***	***30%***	***20%***	***6%***	***11%***
1 - Not at all	(1)	13	2	1	-	-	-	-	-	34	10	27	22	14	*	2
		8%	*3%*	*9%*	-	-	-	-	-	*2%*	*2%*	*1%*	*8%*	*5%*	*	*2%*
2	(2)	9	2	-	-	-	-	-	-	30	2	22	14	7	2	-
		6%	*3%*	-	-	-	-	-	-	*2%*	*	*1%*	*5%*	*3%*	*1%*	-
3	(3)	20	3	-	2	-	-	-	-	32	18	40	21	11	6	3
		13%	*6%*	-	*18%*	-	-	-	-	*2%*	*4%*	*2%*	*8%*	*4%*	*2%*	*3%*
4	(4)	21	5	-	1	-	-	-	1	60	34	77	24	22	7	5
		14%	*9%*	-	*9%*	-	-	-	*3%*	*3%*	*7%*	*4%*	*9%*	*8%*	*3%*	*6%*
NET : MEDIUM ATTRIBUTION		**51**	**30**	**5**	**2**	**1**	**3**	**4**	**4**	**547**	**168**	**592**	**100**	**113**	**62**	**44**
		33%	***51%***	***31%***	***20%***	***9%***	***20%***	***37%***	***13%***	***30%***	***35%***	***31%***	***37%***	***42%***	***26%***	***53%***
5	(5)	28	18	3	-	1	-	1	2	279	97	274	61	65	31	24
		18%	*30%*	*19%*	-	*9%*	-	*7%*	*7%*	*15%*	*20%*	*14%*	*23%*	*24%*	*13%*	*29%*
6	(6)	23	12	2	2	-	3	3	2	268	71	318	39	48	31	20
		15%	*20%*	*13%*	*20%*	-	*20%*	*30%*	*6%*	*15%*	*15%*	*17%*	*15%*	*18%*	*13%*	*24%*
NET : HIGH ATTRIBUTION		**40**	**16**	**10**	**4**	**13**	**11**	**6**	**23**	**1127**	**247**	**1141**	**87**	**101**	**162**	**29**
		26%	***28%***	***60%***	***52%***	***91%***	***80%***	***63%***	***84%***	***62%***	***52%***	***60%***	***32%***	***38%***	***68%***	***35%***
7	(7)	18	7	1	2	11	3	2	13	397	104	418	39	43	51	16
		12%	*13%*	*7%*	*24%*	*80%*	*22%*	*25%*	*48%*	*22%*	*22%*	*22%*	*15%*	*16%*	*21%*	*19%*
8	(8)	11	7	6	-	-	5	-	7	427	82	429	31	32	65	7
		7%	*12%*	*36%*	-	-	*38%*	-	*25%*	*23%*	*17%*	*23%*	*12%*	*12%*	*27%*	*8%*
9	(9)	9	2	2	2	2	2	-	-	163	31	156	8	14	24	4
		6%	*3%*	*10%*	*28%*	*11%*	*11%*	-	-	*9%*	*7%*	*8%*	*3%*	*5%*	*10%*	*5%*
10 - Completely	(10)	1	-	1	-	-	1	4	3	141	30	138	8	12	22	3
		1%	-	*7%*	-	-	*8%*	*38%*	*11%*	*8%*	*6%*	*7%*	*3%*	*5%*	*9%*	*4%*
Mean Score		**4.98**	**5.49**	**6.76**	**6.33**	**7.04**	**7.65**	**7.68**	**7.30**	**6.83**	**6.44**	**6.80**	**5.33**	**5.85**	**7.13**	**6.02**
Standard Deviation		**2.23**	**1.80**	**2.37**	**2.30**	**0.93**	**1.21**	**1.98**	**1.37**	**1.91**	**1.93**	**1.85**	**2.26**	**2.11**	**1.74**	**1.73**
Standard Error		**0.20**	**0.28**	**0.68**	**0.94**	**0.33**	**0.38**	**0.81**	**0.31**	**0.04**	**0.09**	**0.04**	**0.13**	**0.12**	**0.11**	**0.23**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q9c News source rating - is trustworthy - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		NET : Nation specific newspapers	NET : Any local newspapers	NET : Any newspapers	NET : Commercial radio stations	NET : Any radio station	NET : TV broadbcaster websites or apps	NET : National popular newspaper websites or apps	NET : National midmarket newspaper websites or apps
Unweighted base		94	81	838	195	744	740	39	116
Weighted base		34	64	756	247	784	917	47	140
NET : LOW ATTRIBUTION		**5**	**10**	**136**	**28**	**63**	**66**	**20**	**47**
		16%	***16%***	***18%***	***11%***	***8%***	***7%***	***42%***	***34%***
1 - Not at all	(1)	1	2	20	5	7	7	1	5
		4%	*3%*	*3%*	*2%*	*1%*	*1%*	*1%*	*3%*
2	(2)	*	3	23	3	10	3	5	13
		*	*5%*	*3%*	*1%*	*1%*	*	*11%*	*9%*
3	(3)	2	3	35	5	14	22	5	14
		5%	*4%*	*5%*	*2%*	*2%*	*2%*	*11%*	*10%*
4	(4)	2	2	59	16	32	34	9	15
		6%	*4%*	*8%*	*6%*	*4%*	*4%*	*18%*	*11%*
NET : MEDIUM ATTRIBUTION		**13**	**20**	**267**	**108**	**228**	**269**	**16**	**47**
		37%	***32%***	***35%***	***44%***	***29%***	***29%***	***33%***	***34%***
5	(5)	7	14	149	58	114	135	9	28
		21%	*23%*	*20%*	*23%*	*15%*	*15%*	*20%*	*20%*
6	(6)	6	6	117	50	114	135	6	19
		16%	*9%*	*15%*	*20%*	*15%*	*15%*	*14%*	*14%*
NET : HIGH ATTRIBUTION		**16**	**33**	**354**	**110**	**493**	**582**	**12**	**46**
		47%	***52%***	***47%***	***45%***	***63%***	***63%***	***25%***	***33%***
7	(7)	5	14	151	53	179	217	8	22
		15%	*22%*	*20%*	*22%*	*23%*	*24%*	*17%*	*15%*
8	(8)	8	11	125	23	163	220	1	15
		22%	*17%*	*17%*	*9%*	*21%*	*24%*	*2%*	*11%*
9	(9)	2	4	42	20	95	81	2	5
		7%	*7%*	*6%*	*8%*	*12%*	*9%*	*3%*	*3%*
10 - Completely	(10)	1	3	36	14	56	64	1	4
		3%	*5%*	*5%*	*6%*	*7%*	*7%*	*2%*	*3%*
Mean Score		**6.22**	**6.20**	**6.14**	**6.30**	**6.92**	**6.92**	**5.00**	**5.33**
Standard Deviation		**2.05**	**2.19**	**2.04**	**1.87**	**1.83**	**1.74**	**1.99**	**2.20**
Standard Error		**0.21**	**0.24**	**0.07**	**0.13**	**0.07**	**0.06**	**0.32**	**0.20**

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Q9c News source rating - is trustworthy - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		NET : National quality newspaper websites or apps	NET : Freesheet newspaper websites or apps	NET : National newspaper websites or apps	NET : Newspaper websites (inc National & Local) or apps	NET : Any website or app	NET : BBC TV or BBC website or App
Unweighted base		159	18	288	288	1108	1943
Weighted base		205	28	360	360	1307	1937
NET : LOW ATTRIBUTION		**11**	**-**	**60**	**60**	**210**	**186**
		6%	**-**	***17%***	***17%***	***16%***	***10%***
1 - Not at all	(1)	2	-	5	5	24	41
		1%	-	*1%*	*1%*	*2%*	*2%*
2	(2)	2	-	13	14	23	27
		1%	-	*4%*	*4%*	*2%*	*1%*
3	(3)	7	-	22	21	61	35
		4%	-	*6%*	*6%*	*5%*	*2%*
4	(4)	*	-	20	20	102	82
		*	-	*6%*	*6%*	*8%*	*4%*
NET : MEDIUM ATTRIBUTION		**58**	**20**	**123**	**123**	**512**	**556**
		28%	***73%***	***34%***	***34%***	***39%***	***29%***
5	(5)	16	7	48	53	237	331
		8%	*27%*	*13%*	*15%*	*18%*	*17%*
6	(6)	42	13	75	70	275	225
		21%	*47%*	*21%*	*20%*	*21%*	*12%*
NET : HIGH ATTRIBUTION		**135**	**7**	**177**	**177**	**585**	**1195**
		66%	***27%***	***49%***	***49%***	***45%***	***62%***
7	(7)	55	2	81	81	281	404
		27%	*7%*	*23%*	*23%*	*22%*	*21%*
8	(8)	49	-	53	53	178	447
		24%	-	*15%*	*15%*	*14%*	*23%*
9	(9)	16	3	28	28	79	186
		8%	*12%*	*8%*	*8%*	*6%*	*10%*
10 - Completely	(10)	15	2	15	15	48	159
		7%	*8%*	*4%*	*4%*	*4%*	*8%*
Mean Score		**7.01**	**6.48**	**6.29**	**6.27**	**6.17**	**6.81**
Standard Deviation		**1.68**	**1.60**	**1.98**	**1.99**	**1.88**	**1.98**
Standard Error		**0.13**	**0.38**	**0.12**	**0.12**	**0.06**	**0.04**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q9c News source rating - is trustworthy - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		NET : ITV/ ITV Wales/ STV/UTV channel or ITV or ITN or STV or UTV website or app	NET : Channel 4 channel or Channel 4 website or app	NET : Sky News channel or Sky News website or app	NET : Sun newspaper or Sun website or app	NET : Times/ Sunday Times newspaper or Times/Sunday Times website or app	NET : Daily Star/Sunday Star newspapers or Daily Star website or app	NET : Daily/ Sunday Express newspaper or Daily Express website or app	NET : Daily Mail/Mail on Sunday newspaper or Daily Mail website or app	NET : Metro newspaper or Metro website or app	NET : Daily/ Sunday Mirror newspaper or Daily Mirror website or app	NET : Daily/ Sunday Telegraph newspaper or Telegraph website or app	NET : Guardian/ Observer newspaper or Guardian/ Observer website or app	NET : Independent (Daily or Sunday) newspaper or Independent website or app	NET : Evening Standard newspaper or Evening Standard website or app	NET : Financial Times newspaper or Financial Times website or app
Unweighted base		981	201	452	200	116	38	74	340	59	130	109	147	39	30	22
Weighted base		860	235	520	195	126	35	70	340	86	124	115	181	49	48	32
NET : LOW ATTRIBUTION		**75**	**26**	**53**	**66**	**10**	**11**	**16**	**86**	**9**	**35**	**10**	**11**	**5**	**9**	**3**
		9%	***11%***	***10%***	***34%***	***8%***	***32%***	***23%***	***25%***	***11%***	***28%***	***8%***	***6%***	***10%***	***18%***	***9%***
1 - Not at all	(1)	16	3	8	15	*	4	1	14	2	9	*	-	2	2	-
		2%	*1%*	*2%*	*8%*	*	*11%*	*2%*	*4%*	*2%*	*7%*	*	-	*3%*	*4%*	-
2	(2)	5	-	2	8	2	2	4	18	3	9	-	-	-	-	2
		1%	-	*	*4%*	*2%*	*6%*	*6%*	*5%*	*4%*	*7%*	-	-	-	-	*6%*
3	(3)	22	11	14	23	4	4	4	20	2	6	4	6	3	2	1
		3%	*5%*	*3%*	*12%*	*3%*	*11%*	*6%*	*6%*	*3%*	*5%*	*4%*	*4%*	*6%*	*4%*	*3%*
4	(4)	31	11	29	19	4	1	6	34	2	11	5	4	*	5	-
		4%	*5%*	*6%*	*10%*	*3%*	*3%*	*9%*	*10%*	*2%*	*8%*	*4%*	*2%*	*	*10%*	-
NET : MEDIUM ATTRIBUTION		**291**	**76**	**177**	**74**	**45**	**15**	**28**	**132**	**48**	**50**	**41**	**32**	**17**	**29**	**8**
		34%	***32%***	***34%***	***38%***	***36%***	***44%***	***40%***	***39%***	***56%***	***41%***	***36%***	***18%***	***34%***	***59%***	***26%***
5	(5)	148	38	112	50	24	11	21	69	29	31	20	15	5	12	5
		17%	*16%*	*22%*	*25%*	*19%*	*30%*	*30%*	*20%*	*34%*	*25%*	*18%*	*8%*	*10%*	*24%*	*14%*
6	(6)	143	39	65	25	21	5	7	63	19	20	21	17	12	17	4
		17%	*16%*	*13%*	*13%*	*16%*	*14%*	*10%*	*18%*	*22%*	*16%*	*18%*	*9%*	*24%*	*35%*	*12%*
NET : HIGH ATTRIBUTION		**494**	**133**	**289**	**54**	**71**	**9**	**26**	**122**	**29**	**39**	**64**	**138**	**28**	**11**	**20**
		57%	***57%***	***56%***	***28%***	***56%***	***24%***	***37%***	***36%***	***33%***	***31%***	***56%***	***77%***	***57%***	***23%***	***65%***
7	(7)	220	63	121	23	34	4	12	56	12	18	27	54	13	10	6
		26%	*27%*	*23%*	*12%*	*27%*	*12%*	*17%*	*16%*	*14%*	*15%*	*23%*	*30%*	*25%*	*21%*	*18%*
8	(8)	179	33	97	20	18	2	8	39	6	12	24	48	11	-	7
		21%	*14%*	*19%*	*10%*	*14%*	*6%*	*12%*	*12%*	*8%*	*9%*	*21%*	*26%*	*21%*	-	*22%*
9	(9)	46	19	39	4	10	-	3	12	6	4	9	17	4	1	4
		5%	*8%*	*8%*	*2%*	*8%*	-	*5%*	*4%*	*7%*	*3%*	*8%*	*9%*	*7%*	*2%*	*13%*
10 - Completely	(10)	49	17	31	7	9	2	3	15	4	5	5	20	1	-	3
		6%	*7%*	*6%*	*4%*	*7%*	*6%*	*4%*	*4%*	*5%*	*4%*	*4%*	*11%*	*2%*	-	*11%*
Mean Score		**6.62**	**6.62**	**6.57**	**5.15**	**6.65**	**4.96**	**5.72**	**5.68**	**5.97**	**5.38**	**6.65**	**7.31**	**6.54**	**5.52**	**6.99**
Standard Deviation		**1.79**	**1.87**	**1.86**	**2.24**	**1.79**	**2.38**	**2.08**	**2.14**	**1.92**	**2.26**	**1.65**	**1.65**	**1.85**	**1.49**	**2.13**
Standard Error		**0.06**	**0.13**	**0.09**	**0.16**	**0.17**	**0.39**	**0.24**	**0.12**	**0.25**	**0.20**	**0.16**	**0.14**	**0.30**	**0.27**	**0.45**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q9c News source rating - is impartial and unbiased - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		BBC Television	ITV/ITV WALES/ UTV/STV	Channel 4 (TV Channel)	S4C	Channel 5	RTE Channels\ TG3/TG4	Sky News Channel	CNN	Fox News	Euronews	Al Jazeera	RT (Russia Today)	Zee TV	PTV	Star Plus	Bangla TV	CCTV News (China)	The Sun / Sun on Sunday newspapers	The Daily Mail or Mail on Sunday newspapers
Unweighted base		1688	947	184	14	64	17	363	45	21	14	57	40	1	1	1	5	5	184	250
Weighted base		1600	819	210	4	67	4	397	55	21	16	56	29	2	1	2	8	6	176	229
NET : LOW ATTRIBUTION		**312**	**100**	**28**	*	**10**	*	**55**	**12**	**14**	-	**9**	**7**	-	-	-	-	**3**	**52**	**73**
		19%	***12%***	***13%***	***11%***	***14%***	***8%***	***14%***	***21%***	***69%***	-	***15%***	***23%***	-	-	-	-	***52%***	***29%***	***32%***
1 - Not at all	(1)	91	19	7	-	4	*	6	4	5	-	3	3	-	-	-	-	-	10	19
		6%	*2%*	*3%*	-	*7%*	*4%*	*2%*	*7%*	*22%*	-	*5%*	*10%*	-	-	-	-	-	*6%*	*8%*
2	(2)	49	14	2	-	2	-	4	-	2	-	*	1	-	-	-	-	2	11	13
		3%	*2%*	*1%*	-	*3%*	-	*1%*	-	*9%*	-	*1%*	*4%*	-	-	-	-	*35%*	*7%*	*6%*
3	(3)	50	22	10	-	3	*	12	3	2	-	1	1	-	-	-	-	1	8	22
		3%	*3%*	*5%*	-	*4%*	*4%*	*3%*	*6%*	*9%*	-	*2%*	*2%*	-	-	-	-	*17%*	*5%*	*9%*
4	(4)	122	45	8	*	1	-	32	5	6	-	5	2	-	-	-	-	-	22	19
		8%	*6%*	*4%*	*11%*	*1%*	-	*8%*	*8%*	*29%*	-	*8%*	*8%*	-	-	-	-	-	*13%*	*8%*
NET : MEDIUM ATTRIBUTION		**546**	**328**	**67**	**1**	**26**	**1**	**166**	**23**	**1**	**12**	**24**	**13**	-	**1**	-	**8**	**2**	**74**	**84**
		34%	***40%***	***32%***	***24%***	***39%***	***29%***	***42%***	***42%***	***4%***	***78%***	***43%***	***45%***	-	***100%***	-	***100%***	***28%***	***42%***	***37%***
5	(5)	327	179	41	*	16	1	103	12	1	2	18	10	-	-	-	1	2	53	48
		20%	*22%*	*19%*	*5%*	*24%*	*19%*	*26%*	*21%*	*4%*	*13%*	*32%*	*34%*	-	-	-	*15%*	*28%*	*30%*	*21%*
6	(6)	219	149	26	1	10	*	63	11	-	10	6	3	-	1	-	7	-	21	36
		14%	*18%*	*12%*	*19%*	*15%*	*10%*	*16%*	*20%*	-	*65%*	*11%*	*11%*	-	*100%*	-	*85%*	-	*12%*	*16%*
NET : HIGH ATTRIBUTION		**742**	**391**	**116**	**2**	**31**	**2**	**176**	**20**	**6**	**4**	**23**	**9**	**2**	-	**2**	-	**1**	**50**	**72**
		46%	***48%***	***55%***	***65%***	***46%***	***63%***	***44%***	***37%***	***27%***	***22%***	***41%***	***32%***	***100%***	-	***100%***	-	***20%***	***29%***	***31%***
7	(7)	335	177	57	1	11	2	82	16	*	2	9	3	2	-	2	-	-	15	28
		21%	*22%*	*27%*	*17%*	*17%*	*46%*	*21%*	*29%*	*2%*	*12%*	*16%*	*11%*	*100%*	-	*100%*	-	-	*9%*	*12%*
8	(8)	238	126	32	1	12	*	49	2	1	-	6	3	-	-	-	-	-	21	28
		15%	*15%*	*15%*	*30%*	*18%*	*14%*	*12%*	*3%*	*7%*	-	*10%*	*11%*	-	-	-	-	-	*12%*	*12%*
9	(9)	81	39	14	*	4	*	22	-	4	*	3	1	-	-	-	-	*	3	7
		5%	*5%*	*6%*	*5%*	*6%*	*4%*	*6%*	-	*18%*	*2%*	*5%*	*5%*	-	-	-	-	*4%*	*2%*	*3%*
10 - Completely	(10)	88	50	13	*	4	-	23	3	-	1	6	2	-	-	-	-	1	12	9
		5%	*6%*	*6%*	*13%*	*5%*	-	*6%*	*5%*	-	*8%*	*11%*	*6%*	-	-	-	-	*17%*	*7%*	*4%*
Mean Score		**6.02**	**6.32**	**6.39**	**7.17**	**6.10**	**6.34**	**6.21**	**5.63**	**4.33**	**6.37**	**6.13**	**5.51**	**7.00**	**6.00**	**7.00**	**5.85**	**4.59**	**5.40**	**5.31**
Standard Deviation		**2.20**	**1.92**	**2.03**	**2.02**	**2.26**	**1.97**	**1.88**	**2.00**	**2.93**	**1.29**	**2.20**	**2.39**	-	-	-	**0.38**	**3.16**	**2.26**	**2.34**
Standard Error		**0.05**	**0.06**	**0.15**	**0.54**	**0.28**	**0.48**	**0.10**	**0.30**	**0.64**	**0.34**	**0.29**	**0.38**	-	-	-	**0.17**	**1.41**	**0.17**	**0.15**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q9c News source rating - is impartial and unbiased - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		The Daily or Sunday Star newspapers	The Daily or Sunday Express newspapers	The Daily or Sunday Mirror newspapers	The Guardian or Observer newspapers	The i newspaper	The Times or Sunday Times newspapers	The Daily or Sunday Telegraph newspapers	The Financial Times newspaper	The Morning Star newspaper	The Herald/ Sunday Herald newspapers	The Scotsman/ Scotland on Sunday newspapers	The Daily Record/ Sunday Mail newspapers	The Belfast Telegraph/ Sunday Life newspapers	The Irish News newspaper	The News Letter newspaper	The Western Mail/Wales on Sunday newspaper	South Wales Echo	The Metro newspaper
Unweighted base		34	64	114	68	38	102	74	11	1	4	3	31	33	21	8	7	1	49
Weighted base		31	57	104	79	36	108	67	15	*	2	3	19	6	4	2	2	*	72
NET : LOW ATTRIBUTION		**10**	**15**	**37**	**11**	*	**19**	**6**	-	*	-	-	**3**	**1**	*	-	-	-	**14**
		32%	***27%***	***36%***	***14%***	***1%***	***17%***	***9%***	-	***100%***	-	-	***14%***	***16%***	***5%***	-	-	-	***19%***
1 - Not at all	(1)	5	3	9	1	-	2	1	-	-	-	-	*	-	*	-	-	-	2
		17%	*5%*	*8%*	*1%*	-	*2%*	*2%*	-	-	-	-	*2%*	-	*5%*	-	-	-	*3%*
2	(2)	-	2	4	-	-	1	2	-	-	-	-	-	-	-	-	-	-	3
		-	*4%*	*4%*	-	-	*1%*	*3%*	-	-	-	-	-	-	-	-	-	-	*4%*
3	(3)	1	4	8	4	*	5	3	-	-	-	-	2	1	-	-	-	-	4
		2%	*7%*	*7%*	*5%*	*1%*	*5%*	*4%*	-	-	-	-	*10%*	*14%*	-	-	-	-	*6%*
4	(4)	4	6	17	6	-	10	-	-	*	-	-	*	*	-	-	-	-	5
		13%	*10%*	*16%*	*8%*	-	*10%*	-	-	*100%*	-	-	*2%*	*3%*	-	-	-	-	*7%*
NET : MEDIUM ATTRIBUTION		**14**	**21**	**40**	**26**	**8**	**39**	**25**	**10**	-	**2**	**3**	**11**	**2**	**1**	*	**1**	-	**38**
		44%	***38%***	***39%***	***33%***	***23%***	***36%***	***37%***	***69%***	-	***64%***	***100%***	***56%***	***33%***	***24%***	***8%***	***56%***	-	***52%***
5	(5)	8	16	26	17	2	16	13	5	-	2	*	8	1	*	*	*	-	26
		26%	*28%*	*25%*	*21%*	*6%*	*15%*	*20%*	*30%*	-	*64%*	*19%*	*42%*	*11%*	*5%*	*8%*	*14%*	-	*37%*
6	(6)	6	5	14	9	6	22	12	6	-	-	2	3	1	1	-	1	-	11
		18%	*9%*	*13%*	*12%*	*16%*	*21%*	*18%*	*39%*	-	-	*81%*	*15%*	*21%*	*18%*	-	*43%*	-	*16%*
NET : HIGH ATTRIBUTION		**8**	**20**	**27**	**42**	**27**	**50**	**36**	**5**	-	**1**	-	**6**	**3**	**3**	**2**	**1**	*	**20**
		24%	***35%***	***26%***	***53%***	***77%***	***47%***	***54%***	***31%***	-	***36%***	-	***30%***	***51%***	***72%***	***92%***	***44%***	***100%***	***28%***
7	(7)	2	8	12	12	8	22	18	2	-	*	-	5	1	*	1	*	-	10
		8%	*14%*	*11%*	*16%*	*22%*	*20%*	*27%*	*10%*	-	*19%*	-	*25%*	*13%*	*12%*	*45%*	*15%*	-	*14%*
8	(8)	4	9	9	21	14	17	11	3	-	*	-	-	1	1	1	*	-	3
		13%	*15%*	*8%*	*26%*	*39%*	*15%*	*16%*	*21%*	-	*17%*	-	-	*17%*	*39%*	*29%*	*15%*	-	*4%*
9	(9)	-	3	2	4	2	6	3	-	-	-	-	1	1	*	*	*	*	4
		-	*5%*	*2%*	*5%*	*7%*	*6%*	*4%*	-	-	-	-	*3%*	*13%*	*4%*	*8%*	*14%*	*100%*	*6%*
10 - Completely	(10)	1	1	4	5	3	6	4	-	-	-	-	*	*	1	*	-	-	3
		3%	*2%*	*4%*	*7%*	*8%*	*5%*	*6%*	-	-	-	-	*2%*	*8%*	*16%*	*8%*	-	-	*4%*
Mean Score		**5.05**	**5.52**	**5.14**	**6.52**	**7.47**	**6.27**	**6.42**	**6.21**	**4.00**	**5.89**	**5.81**	**5.56**	**6.60**	**7.40**	**7.55**	**6.72**	**9.00**	**5.60**
Standard Deviation		**2.35**	**2.16**	**2.21**	**1.92**	**1.33**	**1.95**	**1.90**	**1.13**	-	**1.59**	**0.50**	**1.65**	**2.26**	**2.33**	-	-	-	**1.97**
Standard Error		**0.40**	**0.27**	**0.21**	**0.23**	**0.22**	**0.19**	**0.22**	**0.34**	-	**0.80**	**0.29**	**0.30**	**0.39**	**0.51**	-	-	-	**0.28**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q9c News source rating - is impartial and unbiased - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		The Evening Standard newspaper	Your local daily newspaper	The People newspaper	Sunday Post	Sunday World newspaper	Your local paid weekly newspaper	Your local free weekly newspaper	BBC Radio	Classic FM	TalkSport	Heart FM	Absolute Radio	Capital	Real Radio	Smooth Radio	BBC Website or app	ITV or ITN website or app	STV website or app	UTV website or app	Channel 4 website or app
Unweighted base		23	103	11	9	10	54	30	641	44	28	69	19	50	7	29	661	50	10	6	21
Weighted base		36	92	10	6	2	35	30	652	43	33	92	32	78	6	41	811	66	7	2	28
NET : LOW ATTRIBUTION		**10**	**10**	**3**	**1**	*	**3**	**11**	**74**	**5**	**5**	**13**	**6**	**9**	**2**	**4**	**118**	**9**	**1**	*	**3**
		27%	***11%***	***28%***	***19%***	***16%***	***9%***	***36%***	***11%***	***11%***	***15%***	***14%***	***20%***	***12%***	***31%***	***9%***	***15%***	***14%***	***7%***	***18%***	***12%***
1 - Not at all	(1)	3	5	2	-	-	*	5	9	2	-	2	2	3	-	-	14	2	-	-	-
		9%	*5%*	*19%*	-	-	*1%*	*16%*	*1%*	*5%*	-	*2%*	*6%*	*4%*	-	-	*2%*	*2%*	-	-	-
2	(2)	-	-	-	-	-	2	2	19	1	2	-	-	-	-	1	14	1	-	*	*
		-	-	-	-	-	*5%*	*6%*	*3%*	*2%*	*7%*	-	-	-	-	*2%*	*2%*	*1%*	-	*18%*	*1%*
3	(3)	4	1	-	1	-	1	4	10	*	1	4	1	3	-	-	35	2	-	-	-
		10%	*1%*	-	*19%*	-	*2%*	*12%*	*2%*	*1%*	*3%*	*4%*	*5%*	*3%*	-	-	*4%*	*3%*	-	-	-
4	(4)	3	5	1	-	*	1	1	35	1	2	7	3	4	2	3	55	5	1	-	3
		8%	*5%*	*9%*	-	*16%*	*2%*	*2%*	*5%*	*3%*	*6%*	*7%*	*9%*	*5%*	*31%*	*7%*	*7%*	*7%*	*7%*	-	*11%*
NET : MEDIUM ATTRIBUTION		**19**	**34**	**4**	**1**	**1**	**13**	**5**	**194**	**21**	**16**	**44**	**6**	**41**	**4**	**18**	**265**	**28**	**3**	*	**8**
		52%	***38%***	***43%***	***16%***	***47%***	***38%***	***18%***	***30%***	***49%***	***50%***	***47%***	***20%***	***53%***	***65%***	***44%***	***33%***	***43%***	***41%***	***20%***	***27%***
5	(5)	6	21	3	*	*	9	5	75	11	6	24	5	30	2	12	133	13	2	*	1
		16%	*23%*	*27%*	*8%*	*8%*	*27%*	*15%*	*11%*	*25%*	*19%*	*26%*	*15%*	*39%*	*34%*	*29%*	*16%*	*20%*	*27%*	*20%*	*2%*
6	(6)	13	13	2	*	1	4	1	119	10	10	20	2	11	2	6	132	15	1	-	7
		36%	*15%*	*16%*	*8%*	*39%*	*11%*	*3%*	*18%*	*24%*	*31%*	*22%*	*6%*	*14%*	*31%*	*16%*	*16%*	*23%*	*13%*	-	*25%*
NET : HIGH ATTRIBUTION		**8**	**47**	**3**	**4**	**1**	**18**	**14**	**385**	**17**	**11**	**36**	**19**	**27**	*	**19**	**428**	**29**	**4**	**1**	**17**
		21%	***52%***	***29%***	***65%***	***37%***	***53%***	***46%***	***59%***	***40%***	***35%***	***39%***	***60%***	***35%***	***3%***	***47%***	***53%***	***43%***	***52%***	***62%***	***61%***
7	(7)	5	17	-	2	-	9	7	141	7	6	22	11	18	-	11	160	19	3	*	4
		12%	*18%*	-	*33%*	-	*24%*	*22%*	*22%*	*17%*	*17%*	*24%*	*35%*	*23%*	-	*26%*	*20%*	*29%*	*38%*	*16%*	*15%*
8	(8)	1	15	1	2	*	7	3	145	5	6	4	1	8	*	3	165	7	1	1	7
		3%	*16%*	*10%*	*32%*	*21%*	*20%*	*9%*	*22%*	*11%*	*18%*	*5%*	*4%*	*10%*	*3%*	*8%*	*20%*	*10%*	*14%*	*28%*	*26%*
9	(9)	-	11	-	-	*	2	1	57	*	-	5	7	-	-	2	54	1	-	-	-
		-	*11%*	-	-	*9%*	*5%*	*3%*	*9%*	*1%*	-	*6%*	*21%*	-	-	*6%*	*7%*	*2%*	-	-	-
10 - Completely	(10)	2	5	2	-	*	1	4	42	5	-	5	-	2	-	3	50	2	-	*	6
		5%	*6%*	*19%*	-	*8%*	*3%*	*12%*	*6%*	*11%*	-	*5%*	-	*2%*	-	*7%*	*6%*	*3%*	-	*18%*	*20%*
Mean Score		**5.33**	**6.47**	**5.55**	**6.31**	**6.59**	**6.32**	**5.36**	**6.72**	**6.17**	**5.86**	**6.06**	**6.28**	**5.73**	**5.09**	**6.36**	**6.46**	**6.06**	**6.24**	**6.52**	**7.19**
Standard Deviation		**2.09**	**2.08**	**3.11**	**2.01**	**2.47**	**1.88**	**3.01**	**1.92**	**2.13**	**1.66**	**1.78**	**2.23**	**1.69**	**1.04**	**1.75**	**1.98**	**1.70**	**1.29**	**-**	**1.93**
Standard Error		**0.44**	**0.21**	**0.94**	**0.67**	**0.78**	**0.26**	**0.55**	**0.08**	**0.32**	**0.31**	**0.21**	**0.51**	**0.24**	**0.39**	**0.32**	**0.08**	**0.24**	**0.41**	**-**	**0.42**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q9c News source rating - is impartial and unbiased - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		Sky News website or app	The Sun website or app	The Daily Mail website or app	The Daily Star website	The Daily Express website or app	The Daily Mirror website or app	The Guardian or Observer website or app	The Independent website or app	The Times or Sunday Times website or app	The Telegraph website or app	The Financial Times website or app	The Metro website or app	The Evening Standard website or app	The New York Times website or app	Facebook	Twitter	Google News (Search Engine just for news)	Yahoo News	MSN News	AOL News
Unweighted base		153	18	109	4	12	22	99	39	22	37	11	13	8	11	391	115	67	47	30	6
Weighted base		203	21	134	4	14	28	125	49	28	49	16	19	13	14	439	140	85	59	34	11
NET : LOW ATTRIBUTION		**30**	**10**	**58**	**3**	**7**	**14**	**20**	**4**	**3**	**7**	**2**	**3**	**2**	**9**	**182**	**52**	**17**	**18**	**10**	**6**
		15%	***46%***	***44%***	***84%***	***48%***	***50%***	***16%***	***8%***	***10%***	***15%***	***11%***	***14%***	***12%***	***63%***	***41%***	***37%***	***20%***	***30%***	***29%***	***54%***
1 - Not at all	(1)	7	-	12	-	-	2	2	1	-	1	-	-	-	2	57	17	3	4	1	2
		3%	-	*9%*	-	-	*6%*	*1%*	*1%*	-	*2%*	-	-	-	*14%*	*13%*	*12%*	*4%*	*6%*	*2%*	*19%*
2	(2)	4	2	18	3	-	1	-	-	-	1	2	1	-	-	27	2	-	2	6	-
		2%	*12%*	*13%*	*84%*	-	*5%*	-	-	-	*1%*	*11%*	*5%*	-	-	*6%*	*1%*	-	*4%*	*18%*	-
3	(3)	9	3	12	-	3	5	12	2	-	4	-	-	-	3	46	16	6	9	1	2
		4%	*16%*	*9%*	-	*21%*	*19%*	*10%*	*4%*	-	*9%*	-	-	-	*17%*	*11%*	*11%*	*7%*	*16%*	*3%*	*20%*
4	(4)	11	4	17	-	4	5	6	1	3	1	-	2	2	4	51	17	8	3	2	2
		6%	*19%*	*12%*	-	*27%*	*20%*	*5%*	*3%*	*10%*	*2%*	-	*8%*	*12%*	*31%*	*12%*	*12%*	*9%*	*4%*	*6%*	*14%*
NET : MEDIUM ATTRIBUTION		**75**	**6**	**39**	**1**	**3**	**10**	**34**	**24**	**10**	**22**	**6**	**9**	**6**	**1**	**145**	**49**	**34**	**20**	**15**	**4**
		37%	***28%***	***29%***	***16%***	***23%***	***37%***	***28%***	***48%***	***36%***	***45%***	***34%***	***47%***	***45%***	***10%***	***33%***	***35%***	***41%***	***34%***	***44%***	***41%***
5	(5)	36	3	21	1	3	5	15	7	5	10	*	7	3	1	97	33	20	13	11	4
		18%	*12%*	*16%*	*16%*	*23%*	*19%*	*12%*	*15%*	*17%*	*20%*	*2%*	*40%*	*19%*	*4%*	*22%*	*24%*	*24%*	*22%*	*32%*	*41%*
6	(6)	39	3	18	-	-	5	20	16	5	13	5	1	3	1	47	16	14	7	4	-
		19%	*15%*	*13%*	-	-	*18%*	*16%*	*33%*	*19%*	*26%*	*32%*	*7%*	*26%*	*6%*	*11%*	*12%*	*17%*	*12%*	*12%*	-
NET : HIGH ATTRIBUTION		**98**	**6**	**37**	**-**	**4**	**4**	**70**	**22**	**15**	**20**	**9**	**7**	**6**	**4**	**112**	**39**	**33**	**21**	**9**	**1**
		48%	***27%***	***27%***	**-**	***28%***	***14%***	***56%***	***44%***	***54%***	***40%***	***54%***	***39%***	***43%***	***27%***	***26%***	***28%***	***39%***	***36%***	***27%***	***5%***
7	(7)	52	3	12	-	4	1	31	10	5	14	3	4	6	4	54	23	17	11	4	1
		26%	*14%*	*9%*	-	*27%*	*2%*	*25%*	*19%*	*20%*	*30%*	*18%*	*22%*	*43%*	*27%*	*12%*	*17%*	*20%*	*18%*	*11%*	*5%*
8	(8)	25	1	16	-	*	2	28	5	8	5	4	2	-	-	27	9	7	7	-	-
		12%	*6%*	*12%*	-	*2%*	*8%*	*23%*	*10%*	*30%*	*10%*	*26%*	*10%*	-	-	*6%*	*6%*	*8%*	*13%*	-	-
9	(9)	6	2	4	-	-	-	4	1	1	-	-	-	-	-	16	3	3	1	-	-
		3%	*7%*	*3%*	-	-	-	*4%*	*2%*	*5%*	-	-	-	-	-	*4%*	*2%*	*3%*	*2%*	-	-
10 - Completely	(10)	15	-	4	-	-	1	6	6	-	-	2	1	-	-	14	4	7	2	5	-
		8%	-	*3%*	-	-	*3%*	*5%*	*12%*	-	-	*11%*	*7%*	-	-	*3%*	*3%*	*8%*	*3%*	*16%*	-
Mean Score		**6.24**	**5.04**	**4.90**	**2.48**	**4.90**	**4.65**	**6.43**	**6.55**	**6.57**	**5.83**	**6.67**	**5.92**	**6.00**	**4.36**	**4.82**	**5.00**	**5.96**	**5.39**	**5.40**	**3.77**
Standard Deviation		**2.02**	**2.11**	**2.44**	**1.28**	**1.59**	**2.06**	**1.92**	**1.82**	**1.46**	**1.61**	**2.16**	**1.89**	**1.09**	**2.08**	**2.39**	**2.26**	**2.07**	**2.25**	**2.58**	**1.74**
Standard Error		**0.16**	**0.50**	**0.23**	**0.64**	**0.46**	**0.44**	**0.19**	**0.29**	**0.31**	**0.26**	**0.65**	**0.52**	**0.39**	**0.63**	**0.12**	**0.21**	**0.25**	**0.33**	**0.47**	**0.71**

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q9c News source rating - is impartial and unbiased - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		YouTube	Huffington Post	Vice	Private Eye magazine	The Economist magazine	The Week magazine	Time magazine	NET : Magazines (printed)	NET : PSB channels	NET : Digital channels	NET : Any TV Channel	NET : Popular newspapers	NET : Midmarket newspapers	NET : Quality newspapers	NET : Freesheet newspapers
Unweighted base		119	40	12	6	8	10	6	20	1945	443	2008	286	297	236	56
Weighted base		152	59	17	9	14	14	10	28	1830	478	1898	268	268	239	82
NET : LOW ATTRIBUTION		**57**	**14**	**5**	**3**	**1**	**-**	**1**	**2**	**279**	**69**	**280**	**85**	**87**	**26**	**16**
		37%	***24%***	***27%***	***39%***	***9%***	**-**	***7%***	***7%***	***15%***	***15%***	***15%***	***32%***	***32%***	***11%***	***19%***
1 - Not at all	(1)	14	6	3	-	-	-	-	-	69	10	51	18	22	4	2
		9%	*10%*	*15%*	-	-	-	-	-	*4%*	*2%*	*3%*	*7%*	*8%*	*2%*	*2%*
2	(2)	7	-	-	-	-	-	-	-	45	7	38	15	14	1	1
		4%	-	-	-	-	-	-	-	*2%*	*1%*	*2%*	*6%*	*5%*	*	*2%*
3	(3)	21	-	1	3	1	-	-	1	46	15	61	13	24	9	5
		14%	-	*9%*	*39%*	*9%*	-	-	*5%*	*3%*	*3%*	*3%*	*5%*	*9%*	*4%*	*5%*
4	(4)	15	8	1	-	-	-	1	1	119	38	130	39	27	11	8
		10%	*13%*	*3%*	-	-	-	*7%*	*3%*	*7%*	*8%*	*7%*	*14%*	*10%*	*5%*	*9%*
NET : MEDIUM ATTRIBUTION		**47**	**34**	**6**	**1**	**2**	**5**	**3**	**9**	**660**	**206**	**712**	**108**	**96**	**88**	**42**
		31%	***57%***	***36%***	***9%***	***14%***	***37%***	***30%***	***31%***	***36%***	***43%***	***37%***	***40%***	***36%***	***37%***	***51%***
5	(5)	29	16	3	-	-	3	-	5	358	123	357	65	58	43	23
		19%	*27%*	*19%*	-	-	*23%*	-	*18%*	*20%*	*26%*	*19%*	*24%*	*22%*	*18%*	*28%*
6	(6)	18	18	3	1	2	2	3	4	303	82	355	43	38	45	19
		12%	*31%*	*17%*	*9%*	*14%*	*14%*	*30%*	*13%*	*17%*	*17%*	*19%*	*16%*	*14%*	*19%*	*22%*
NET : HIGH ATTRIBUTION		**49**	**11**	**6**	**4**	**11**	**9**	**6**	**17**	**890**	**203**	**906**	**75**	**86**	**125**	**25**
		32%	***19%***	***37%***	***52%***	***76%***	***63%***	***63%***	***62%***	***49%***	***42%***	***48%***	***28%***	***32%***	***52%***	***31%***
7	(7)	23	4	3	2	9	2	-	8	395	92	404	27	31	51	14
		15%	*8%*	*16%*	*24%*	*65%*	*14%*	-	*30%*	*22%*	*19%*	*21%*	*10%*	*12%*	*21%*	*18%*
8	(8)	10	7	1	-	-	4	2	3	291	55	293	29	35	54	3
		6%	*12%*	*4%*	-	-	*29%*	*25%*	*11%*	*16%*	*12%*	*15%*	*11%*	*13%*	*22%*	*4%*
9	(9)	7	-	2	-	2	2	-	3	99	23	104	5	10	10	4
		5%	-	*10%*	-	*11%*	*17%*	-	*12%*	*5%*	*5%*	*5%*	*2%*	*4%*	*4%*	*5%*
10 - Completely	(10)	9	-	1	2	-	*	4	2	106	33	105	14	10	11	3
		6%	-	*7%*	*28%*	-	*2%*	*38%*	*8%*	*6%*	*7%*	*6%*	*5%*	*4%*	*5%*	*4%*
Mean Score		**5.22**	**5.27**	**5.54**	**6.19**	**6.71**	**7.10**	**7.86**	**6.84**	**6.24**	**6.17**	**6.27**	**5.33**	**5.34**	**6.48**	**5.75**
Standard Deviation		**2.45**	**1.84**	**2.74**	**3.03**	**1.46**	**1.55**	**2.08**	**1.80**	**2.06**	**1.93**	**1.97**	**2.23**	**2.33**	**1.79**	**1.84**
Standard Error		**0.22**	**0.29**	**0.79**	**1.24**	**0.52**	**0.49**	**0.85**	**0.40**	**0.05**	**0.09**	**0.04**	**0.13**	**0.14**	**0.12**	**0.25**

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q9c News source rating - is impartial and unbiased - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		NET : Nation specific newspapers	NET : Any local newspapers	NET : Any newspapers	NET : Commercial radio stations	NET : Any radio station	NET : TV broadbcaster websites or apps	NET : National popular newspaper websites or apps	NET : National midmarket newspaper websites or apps
Unweighted base		94	81	838	195	744	740	39	116
Weighted base		34	64	756	247	784	917	47	140
NET : LOW ATTRIBUTION		**4**	**14**	**178**	**35**	**85**	**131**	**23**	**59**
		11%	***22%***	***24%***	***14%***	***11%***	***14%***	***50%***	***42%***
1 - Not at all	(1)	1	5	33	6	12	16	2	11
		2%	*8%*	*4%*	*2%*	*2%*	*2%*	*4%*	*8%*
2	(2)	-	4	25	6	22	8	5	17
		-	*6%*	*3%*	*2%*	*3%*	*1%*	*11%*	*12%*
3	(3)	3	4	43	8	12	43	7	15
		8%	*6%*	*6%*	*3%*	*2%*	*5%*	*15%*	*11%*
4	(4)	1	1	77	16	38	63	10	17
		2%	*2%*	*10%*	*6%*	*5%*	*7%*	*21%*	*12%*
NET : MEDIUM ATTRIBUTION		**17**	**18**	**299**	**108**	**262**	**289**	**14**	**41**
		49%	***29%***	***40%***	***44%***	***33%***	***32%***	***30%***	***30%***
5	(5)	10	13	156	63	113	142	7	25
		28%	*21%*	*21%*	*26%*	*14%*	*15%*	*15%*	*18%*
6	(6)	7	5	144	45	149	147	7	17
		21%	*8%*	*19%*	*18%*	*19%*	*16%*	*15%*	*12%*
NET : HIGH ATTRIBUTION		**14**	**31**	**279**	**103**	**436**	**497**	**9**	**40**
		39%	***49%***	***37%***	***42%***	***56%***	***54%***	***20%***	***28%***
7	(7)	7	14	119	56	170	214	4	16
		21%	*22%*	*16%*	*23%*	*22%*	*23%*	*8%*	*11%*
8	(8)	3	10	101	24	157	178	3	15
		8%	*15%*	*13%*	*10%*	*20%*	*19%*	*7%*	*11%*
9	(9)	2	3	34	10	58	55	2	4
		6%	*4%*	*4%*	*4%*	*7%*	*6%*	*3%*	*3%*
10 - Completely	(10)	1	5	25	14	52	50	1	4
		4%	*8%*	*3%*	*6%*	*7%*	*5%*	*2%*	*3%*
Mean Score		**6.07**	**5.86**	**5.76**	**6.08**	**6.62**	**6.46**	**4.77**	**4.94**
Standard Deviation		**1.82**	**2.52**	**2.08**	**1.91**	**1.92**	**1.91**	**2.13**	**2.38**
Standard Error		**0.19**	**0.28**	**0.07**	**0.14**	**0.07**	**0.07**	**0.34**	**0.22**

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Q9c News source rating - is impartial and unbiased - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		NET : National quality newspaper websites or apps	NET : Freesheet newspaper websites or apps	NET : National newspaper websites or apps	NET : Newspaper websites (inc National & Local) or apps	NET : Any website or app	NET : BBC TV or BBC website or App
Unweighted base		159	18	288	288	1108	1943
Weighted base		205	28	360	360	1307	1937
NET : LOW ATTRIBUTION		**24**	**3**	**85**	**88**	**279**	**342**
		12%	***9%***	***23%***	***24%***	***21%***	***18%***
1 - Not at all	(1)	2	-	9	9	35	83
		1%	-	*2%*	*2%*	*3%*	*4%*
2	(2)	2	1	15	15	29	46
		1%	*4%*	*4%*	*4%*	*2%*	*2%*
3	(3)	12	-	25	25	73	78
		6%	-	*7%*	*7%*	*6%*	*4%*
4	(4)	7	2	35	38	142	135
		4%	*6%*	*10%*	*11%*	*11%*	*7%*
NET : MEDIUM ATTRIBUTION		**74**	**13**	**127**	**126**	**512**	**680**
		36%	***49%***	***35%***	***35%***	***39%***	***35%***
5	(5)	27	7	60	59	249	374
		13%	*26%*	*17%*	*17%*	*19%*	*19%*
6	(6)	47	6	67	67	263	306
		23%	*22%*	*19%*	*19%*	*20%*	*16%*
NET : HIGH ATTRIBUTION		**107**	**12**	**148**	**146**	**516**	**914**
		52%	***42%***	***41%***	***41%***	***40%***	***47%***
7	(7)	52	8	71	69	253	385
		25%	*30%*	*20%*	*19%*	*19%*	*20%*
8	(8)	37	2	52	52	159	314
		18%	*7%*	*14%*	*14%*	*12%*	*16%*
9	(9)	5	-	12	12	59	103
		3%	-	*3%*	*3%*	*5%*	*5%*
10 - Completely	(10)	12	1	14	14	45	111
		6%	*5%*	*4%*	*4%*	*3%*	*6%*
Mean Score		**6.45**	**6.11**	**5.87**	**5.85**	**5.91**	**6.15**
Standard Deviation		**1.80**	**1.59**	**2.04**	**2.04**	**1.95**	**2.12**
Standard Error		**0.14**	**0.37**	**0.12**	**0.12**	**0.06**	**0.05**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q9c News source rating - is impartial and unbiased - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		NET : ITV/ ITV Wales/ STV/UTV channel or ITV or ITN or STV or UTV website or app	NET : Channel 4 channel or Channel 4 website or app	NET : Sky News channel or Sky News website or app	NET : Sun newspaper or Sun website or app	NET : Times/ Sunday Times newspaper or Times/Sunday Times website or app	NET : Daily Star/Sunday Star newspapers or Daily Star website or app	NET : Daily/ Sunday Express newspaper or Daily Express website or app	NET : Daily Mail/Mail on Sunday newspaper or Daily Mail website or app	NET : Metro newspaper or Metro website or app	NET : Daily/ Sunday Mirror newspaper or Daily Mirror website or app	NET : Daily/ Sunday Telegraph newspaper or Telegraph website or app	NET : Guardian/ Observer newspaper or Guardian/ Observer website or app	NET : Independent (Daily or Sunday) newspaper or Independent website or app	NET : Evening Standard newspaper or Evening Standard website or app	NET : Financial Times newspaper or Financial Times website or app
Unweighted base		981	201	452	200	116	38	74	340	59	130	109	147	39	30	22
Weighted base		860	235	520	195	126	35	70	340	86	124	115	181	49	48	32
NET : LOW ATTRIBUTION		**108**	**31**	**74**	**62**	**19**	**13**	**22**	**122**	**17**	**48**	**13**	**29**	**4**	**11**	**2**
		13%	***13%***	***14%***	***32%***	***15%***	***37%***	***32%***	***36%***	***19%***	***39%***	***12%***	***16%***	***8%***	***24%***	***6%***
1 - Not at all	(1)	21	7	13	10	2	5	3	28	2	10	3	3	1	3	-
		2%	*3%*	*2%*	*5%*	*2%*	*15%*	*4%*	*8%*	*2%*	*8%*	*2%*	*1%*	*1%*	*7%*	-
2	(2)	14	2	6	14	1	3	2	28	4	5	2	-	-	-	2
		2%	*1%*	*1%*	*7%*	*1%*	*9%*	*4%*	*8%*	*4%*	*4%*	*2%*	-	-	-	*6%*
3	(3)	24	11	17	12	5	1	7	33	4	13	7	14	2	4	-
		3%	*5%*	*3%*	*6%*	*4%*	*2%*	*10%*	*10%*	*5%*	*10%*	*6%*	*8%*	*4%*	*8%*	-
4	(4)	50	10	38	26	11	4	10	33	6	20	1	12	1	5	-
		6%	*4%*	*7%*	*13%*	*8%*	*12%*	*14%*	*10%*	*8%*	*16%*	*1%*	*7%*	*3%*	*9%*	-
NET : MEDIUM ATTRIBUTION		**348**	**73**	**202**	**80**	**47**	**14**	**24**	**117**	**46**	**48**	**46**	**49**	**24**	**23**	**16**
		40%	***31%***	***39%***	***41%***	***37%***	***41%***	***34%***	***34%***	***54%***	***39%***	***40%***	***27%***	***48%***	***49%***	***51%***
5	(5)	181	41	119	56	20	9	19	66	32	33	23	22	7	7	5
		21%	*18%*	*23%*	*29%*	*16%*	*25%*	*27%*	*19%*	*37%*	*26%*	*20%*	*12%*	*15%*	*14%*	*16%*
6	(6)	167	31	82	24	27	6	5	51	14	16	24	27	16	17	11
		19%	*13%*	*16%*	*13%*	*21%*	*16%*	*8%*	*15%*	*17%*	*13%*	*20%*	*15%*	*33%*	*34%*	*35%*
NET : HIGH ATTRIBUTION		**404**	**132**	**244**	**53**	**61**	**8**	**23**	**102**	**23**	**28**	**55**	**102**	**22**	**13**	**14**
		47%	***56%***	***47%***	***27%***	***48%***	***22%***	***33%***	***30%***	***27%***	***22%***	***48%***	***57%***	***44%***	***28%***	***43%***
7	(7)	185	61	119	15	25	2	11	40	11	9	33	41	10	10	4
		22%	*26%*	*23%*	*8%*	*20%*	*7%*	*15%*	*12%*	*13%*	*8%*	*29%*	*23%*	*19%*	*21%*	*14%*
8	(8)	131	39	64	22	23	4	9	38	5	11	15	44	5	1	7
		15%	*17%*	*12%*	*11%*	*18%*	*12%*	*13%*	*11%*	*5%*	*9%*	*13%*	*24%*	*10%*	*3%*	*23%*
9	(9)	40	14	30	5	7	-	3	11	4	2	3	7	1	-	-
		5%	*6%*	*6%*	*2%*	*5%*	-	*4%*	*3%*	*5%*	*2%*	*3%*	*4%*	*2%*	-	-
10 - Completely	(10)	48	19	31	12	6	1	1	13	3	5	4	10	6	2	2
		6%	*8%*	*6%*	*6%*	*5%*	*3%*	*2%*	*4%*	*4%*	*4%*	*3%*	*6%*	*12%*	*4%*	*6%*
Mean Score		**6.29**	**6.49**	**6.24**	**5.34**	**6.34**	**4.77**	**5.38**	**5.17**	**5.57**	**4.99**	**6.17**	**6.50**	**6.55**	**5.53**	**6.45**
Standard Deviation		**1.90**	**2.04**	**1.94**	**2.25**	**1.87**	**2.38**	**2.08**	**2.37**	**1.90**	**2.21**	**1.80**	**1.92**	**1.82**	**1.91**	**1.73**
Standard Error		**0.06**	**0.14**	**0.09**	**0.16**	**0.17**	**0.39**	**0.24**	**0.13**	**0.25**	**0.19**	**0.17**	**0.16**	**0.29**	**0.35**	**0.37**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q9c News source rating - offers a range of opinions - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		BBC Television	ITV/ITV WALES/ UTV/STV	Channel 4 (TV Channel)	S4C	Channel 5	RTE Channels\ TG3/TG4	Sky News Channel	CNN	Fox News	Euronews	Al Jazeera	RT (Russia Today)	Zee TV	PTV	Star Plus	Bangla TV	CCTV News (China)	The Sun / Sun on Sunday newspapers	The Daily Mail or Mail on Sunday newspapers
Unweighted base		1688	947	184	14	64	17	363	45	21	14	57	40	1	1	1	5	5	184	250
Weighted base		1600	819	210	4	67	4	397	55	21	16	56	29	2	1	2	8	6	176	229
NET : LOW ATTRIBUTION		**223**	**85**	**22**	*	**9**	*	**34**	**11**	**13**	-	**9**	**10**	-	-	-	-	**4**	**43**	**54**
		14%	***10%***	***10%***	***5%***	***14%***	***4%***	***8%***	***21%***	***64%***	-	***16%***	***33%***	-	-	-	-	***68%***	***24%***	***24%***
1 - Not at all	(1)	46	17	3	-	2	*	4	1	3	-	*	4	-	-	-	-	-	13	13
		3%	*2%*	*2%*	-	*3%*	*4%*	*1%*	*1%*	*16%*	-	*1%*	*15%*	-	-	-	-	-	*7%*	*5%*
2	(2)	26	7	-	-	4	-	3	-	3	-	-	-	-	-	-	-	2	7	14
		2%	*1%*	-	-	*5%*	-	*1%*	-	*13%*	-	-	-	-	-	-	-	*35%*	*4%*	*6%*
3	(3)	50	16	5	-	-	-	8	7	-	-	3	-	-	-	-	-	-	6	11
		3%	*2%*	*3%*	-	-	-	*2%*	*13%*	-	-	*5%*	-	-	-	-	-	-	*3%*	*5%*
4	(4)	100	43	13	*	4	-	18	4	7	-	6	5	-	-	-	-	2	17	17
		6%	*5%*	*6%*	*5%*	*6%*	-	*5%*	*7%*	*35%*	-	*11%*	*18%*	-	-	-	-	*34%*	*9%*	*7%*
NET : MEDIUM ATTRIBUTION		**490**	**283**	**70**	**1**	**25**	**1**	**137**	**19**	**2**	**10**	**22**	**6**	-	**1**	-	**6**	**2**	**69**	**87**
		31%	***35%***	***33%***	***24%***	***36%***	***27%***	***35%***	***35%***	***10%***	***60%***	***39%***	***22%***	-	***100%***	-	***80%***	***28%***	***39%***	***38%***
5	(5)	263	149	38	*	17	*	80	8	1	3	13	2	-	1	-	3	-	42	42
		16%	*18%*	*18%*	*11%*	*25%*	*4%*	*20%*	*14%*	*6%*	*20%*	*24%*	*8%*	-	*100%*	-	*35%*	-	*24%*	*19%*
6	(6)	227	134	32	*	8	1	57	12	1	6	9	4	-	-	-	4	2	26	45
		14%	*16%*	*15%*	*13%*	*11%*	*23%*	*14%*	*21%*	*4%*	*41%*	*16%*	*14%*	-	-	-	*45%*	*28%*	*15%*	*20%*
NET : HIGH ATTRIBUTION		**887**	**452**	**119**	**3**	**33**	**2**	**227**	**24**	**5**	**6**	**25**	**13**	**2**	-	**2**	**2**	*	**65**	**87**
		55%	***55%***	***56%***	***71%***	***50%***	***69%***	***57%***	***44%***	***26%***	***40%***	***45%***	***45%***	***100%***	-	***100%***	***20%***	***4%***	***37%***	***38%***
7	(7)	361	191	54	1	16	1	92	16	*	4	10	5	2	-	-	2	-	27	30
		23%	*23%*	*25%*	*35%*	*24%*	*34%*	*23%*	*28%*	*1%*	*27%*	*18%*	*19%*	*100%*	-	-	*20%*	-	*15%*	*13%*
8	(8)	313	174	38	*	8	1	62	5	1	1	6	3	-	-	-	-	-	27	33
		20%	*21%*	*18%*	*12%*	*12%*	*22%*	*16%*	*9%*	*7%*	*6%*	*10%*	*9%*	-	-	-	-	-	*15%*	*14%*
9	(9)	86	46	15	*	5	*	38	1	2	-	4	3	-	-	-	-	-	5	15
		5%	*6%*	*7%*	*11%*	*8%*	*13%*	*10%*	*2%*	*10%*	-	*6%*	*10%*	-	-	-	-	-	*3%*	*6%*
10 - Completely	(10)	127	41	12	*	4	-	35	3	2	1	6	2	-	-	2	-	*	7	10
		8%	*5%*	*6%*	*13%*	*7%*	-	*9%*	*5%*	*8%*	*8%*	*10%*	*7%*	-	-	*100%*	-	*4%*	*4%*	*4%*
Mean Score		**6.50**	**6.54**	**6.60**	**7.21**	**6.23**	**6.94**	**6.74**	**6.00**	**4.67**	**6.49**	**6.35**	**5.75**	**7.00**	**5.00**	**10.00**	**5.85**	**4.08**	**5.63**	**5.79**
Standard Deviation		**2.05**	**1.83**	**1.80**	**1.93**	**2.13**	**1.89**	**1.88**	**1.87**	**2.94**	**1.34**	**2.01**	**2.71**	-	-	-	**0.78**	**2.13**	**2.22**	**2.28**
Standard Error		**0.05**	**0.06**	**0.13**	**0.51**	**0.27**	**0.46**	**0.10**	**0.28**	**0.64**	**0.36**	**0.27**	**0.43**	-	-	-	**0.35**	**0.95**	**0.16**	**0.14**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q9c News source rating - offers a range of opinions - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		The Daily or Sunday Star newspapers	The Daily or Sunday Express newspapers	The Daily or Sunday Mirror newspapers	The Guardian or Observer newspapers	The i newspaper	The Times or Sunday Times newspapers	The Daily or Sunday Telegraph newspapers	The Financial Times newspaper	The Morning Star newspaper	The Herald/ Sunday Herald newspapers	The Scotsman/ Scotland on Sunday newspapers	The Daily Record/ Sunday Mail newspapers	The Belfast Telegraph/ Sunday Life newspapers	The Irish News newspaper	The News Letter newspaper	The Western Mail/Wales on Sunday newspaper	South Wales Echo	The Metro newspaper
Unweighted base		34	64	114	68	38	102	74	11	1	4	3	31	33	21	8	7	1	49
Weighted base		31	57	104	79	36	108	67	15	*	2	3	19	6	4	2	2	*	72
NET : LOW ATTRIBUTION		**11**	**10**	**25**	**2**	*	**10**	**6**	-	-	-	-	**4**	**1**	*	-	-	-	**12**
		35%	***17%***	***24%***	***2%***	***1%***	***9%***	***8%***	-	-	-	-	***20%***	***11%***	***5%***	-	-	-	***17%***
1 - Not at all	(1)	4	4	5	-	-	-	1	-	-	-	-	1	-	*	-	-	-	2
		14%	*7%*	*4%*	-	-	-	*2%*	-	-	-	-	*7%*	-	*5%*	-	-	-	*3%*
2	(2)	-	3	7	-	-	1	-	-	-	-	-	1	-	-	-	-	-	3
		-	*5%*	*6%*	-	-	*1%*	-	-	-	-	-	*4%*	-	-	-	-	-	*4%*
3	(3)	3	-	7	2	-	3	1	-	-	-	-	-	1	-	-	-	-	3
		10%	-	*6%*	*2%*	-	*3%*	*1%*	-	-	-	-	-	*11%*	-	-	-	-	*4%*
4	(4)	4	3	8	-	*	6	4	-	-	-	-	1	-	-	-	-	-	5
		12%	*5%*	*7%*	-	*1%*	*6%*	*5%*	-	-	-	-	*8%*	-	-	-	-	-	*6%*
NET : MEDIUM ATTRIBUTION		**12**	**23**	**40**	**15**	**3**	**34**	**20**	**6**	*	**1**	**2**	**10**	**1**	*	-	**1**	-	**39**
		37%	***41%***	***38%***	***19%***	***10%***	***32%***	***30%***	***42%***	***100%***	***22%***	***57%***	***51%***	***12%***	***5%***	-	***57%***	-	***54%***
5	(5)	10	10	29	7	*	14	9	2	*	1	2	7	*	*	-	*	-	29
		32%	*18%*	*28%*	*9%*	*1%*	*13%*	*14%*	*14%*	*100%*	*22%*	*57%*	*34%*	*3%*	*5%*	-	*29%*	-	*40%*
6	(6)	2	13	11	8	3	20	11	4	-	-	-	3	1	-	-	*	-	10
		5%	*23%*	*11%*	*10%*	*9%*	*19%*	*16%*	*28%*	-	-	-	*17%*	*10%*	-	-	*29%*	-	*15%*
NET : HIGH ATTRIBUTION		**9**	**24**	**39**	**62**	**32**	**64**	**41**	**9**	-	**2**	**1**	**6**	**5**	**3**	**2**	**1**	*	**21**
		28%	***42%***	***37%***	***79%***	***90%***	***59%***	***62%***	***58%***	-	***78%***	***43%***	***29%***	***77%***	***90%***	***100%***	***43%***	***100%***	***29%***
7	(7)	3	11	19	25	9	30	13	3	-	1	1	3	1	1	*	*	-	12
		11%	*20%*	*18%*	*31%*	*25%*	*28%*	*20%*	*17%*	-	*61%*	*43%*	*13%*	*19%*	*31%*	*8%*	*29%*	-	*16%*
8	(8)	3	6	13	21	15	13	17	6	-	*	-	2	2	1	1	-	-	5
		11%	*11%*	*13%*	*26%*	*41%*	*12%*	*26%*	*39%*	-	*17%*	-	*11%*	*32%*	*34%*	*41%*	-	-	*7%*
9	(9)	-	4	3	7	4	13	6	-	-	-	-	1	1	1	1	*	*	-
		-	*6%*	*3%*	*9%*	*12%*	*12%*	*10%*	-	-	-	-	*3%*	*17%*	*17%*	*42%*	*14%*	*100%*	-
10 - Completely	(10)	2	3	4	10	4	8	4	*	-	-	-	*	*	*	*	-	-	4
		6%	*5%*	*4%*	*12%*	*11%*	*7%*	*6%*	*1%*	-	-	-	*2%*	*8%*	*8%*	*8%*	-	-	*5%*
Mean Score		**5.05**	**5.99**	**5.59**	**7.45**	**7.87**	**6.82**	**6.88**	**6.86**	**5.00**	**6.72**	**5.85**	**5.48**	**7.31**	**7.54**	**8.51**	**6.42**	**9.00**	**5.59**
Standard Deviation		**2.44**	**2.24**	**2.17**	**1.52**	**1.18**	**1.76**	**1.82**	**1.20**	**-**	**1.29**	**1.26**	**2.10**	**2.07**	**2.14**	**-**	**-**	**-**	**1.86**
Standard Error		**0.42**	**0.28**	**0.20**	**0.18**	**0.19**	**0.17**	**0.21**	**0.36**	**-**	**0.65**	**0.72**	**0.38**	**0.36**	**0.47**	**-**	**-**	**-**	**0.27**

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q9c News source rating - offers a range of opinions - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		The Evening Standard newspaper	Your local daily newspaper	The People newspaper	Sunday Post	Sunday World newspaper	Your local paid weekly newspaper	Your local free weekly newspaper	BBC Radio	Classic FM	TalkSport	Heart FM	Absolute Radio	Capital	Real Radio	Smooth Radio	BBC Website or app	ITV or ITN website or app	STV website or app	UTV website or app	Channel 4 website or app
Unweighted base		23	103	11	9	10	54	30	641	44	28	69	19	50	7	29	661	50	10	6	21
Weighted base		36	92	10	6	2	35	30	652	43	33	92	32	78	6	41	811	66	7	2	28
NET : LOW ATTRIBUTION		**9**	**12**	**3**	**1**	*	**5**	**10**	**50**	**11**	**3**	**17**	**5**	**12**	-	**7**	**102**	**10**	**2**	*	**2**
		24%	***13%***	***26%***	***19%***	***16%***	***13%***	***34%***	***8%***	***26%***	***8%***	***18%***	***15%***	***15%***	-	***18%***	***13%***	***15%***	***21%***	***18%***	***8%***
1 - Not at all	(1)	2	5	2	-	-	*	4	8	3	-	4	2	2	-	2	16	-	1	-	-
		5%	*5%*	*19%*	-	-	*	*14%*	*1%*	*7%*	-	*4%*	*6%*	*2%*	-	*5%*	*2%*	-	*14%*	-	-
2	(2)	-	-	-	-	-	2	3	7	1	*	-	-	-	-	-	14	3	-	-	*
		-	-	-	-	-	*6%*	*8%*	*1%*	*3%*	*1%*	-	-	-	-	-	*2%*	*4%*	-	-	*1%*
3	(3)	-	6	-	1	-	1	2	16	*	-	5	-	-	-	2	27	3	-	*	-
		-	*6%*	-	*19%*	-	*4%*	*7%*	*2%*	*1%*	-	*6%*	-	-	-	*6%*	*3%*	*4%*	-	*18%*	-
4	(4)	7	1	1	-	*	1	2	18	6	2	8	3	10	-	3	44	5	1	-	2
		18%	*2%*	*7%*	-	*16%*	*3%*	*5%*	*3%*	*15%*	*7%*	*8%*	*9%*	*13%*	-	*7%*	*5%*	*7%*	*7%*	-	*7%*
NET : MEDIUM ATTRIBUTION		**20**	**25**	**4**	**2**	*	**17**	**8**	**168**	**16**	**17**	**40**	**13**	**31**	**6**	**14**	**262**	**19**	**3**	*	**10**
		54%	***27%***	***45%***	***33%***	***23%***	***48%***	***27%***	***26%***	***38%***	***53%***	***43%***	***42%***	***40%***	***97%***	***34%***	***32%***	***28%***	***41%***	***16%***	***37%***
5	(5)	6	18	2	*	*	9	8	81	10	3	16	9	24	3	9	129	11	1	-	*
		16%	*20%*	*18%*	*8%*	*15%*	*26%*	*27%*	*12%*	*24%*	*10%*	*17%*	*27%*	*31%*	*43%*	*21%*	*16%*	*17%*	*14%*	-	*2%*
6	(6)	14	7	3	1	*	8	-	87	6	14	24	5	7	3	5	133	7	2	*	10
		38%	*8%*	*27%*	*25%*	*8%*	*22%*	-	*13%*	*14%*	*43%*	*26%*	*15%*	*9%*	*54%*	*13%*	*16%*	*11%*	*27%*	*16%*	*38%*
NET : HIGH ATTRIBUTION		**8**	**55**	**3**	**3**	**1**	**13**	**12**	**434**	**16**	**13**	**36**	**13**	**35**	*	**20**	**448**	**37**	**3**	**1**	**15**
		22%	***60%***	***29%***	***47%***	***61%***	***39%***	***39%***	***67%***	***37%***	***39%***	***39%***	***43%***	***45%***	***3%***	***48%***	***55%***	***57%***	***38%***	***66%***	***54%***
7	(7)	8	16	-	-	1	4	8	149	6	5	21	9	18	*	13	163	14	2	-	2
		22%	*17%*	-	-	*31%*	*13%*	*25%*	*23%*	*15%*	*14%*	*23%*	*27%*	*23%*	*3%*	*33%*	*20%*	*22%*	*31%*	-	*6%*
8	(8)	-	24	1	3	*	6	3	174	4	5	7	2	11	-	3	194	16	1	1	8
		-	*26%*	*10%*	*47%*	*14%*	*17%*	*9%*	*27%*	*8%*	*14%*	*8%*	*8%*	*13%*	-	*7%*	*24%*	*23%*	*7%*	*57%*	*27%*
9	(9)	-	9	-	-	*	2	2	65	3	2	2	2	1	-	2	48	5	-	*	*
		-	*9%*	-	-	*9%*	*6%*	*5%*	*10%*	*6%*	*7%*	*2%*	*8%*	*1%*	-	*6%*	*6%*	*7%*	-	*10%*	*1%*
10 - Completely	(10)	-	6	2	-	*	1	-	46	3	1	5	-	5	-	1	42	3	-	-	6
		-	*6%*	*19%*	-	*8%*	*3%*	-	*7%*	*8%*	*4%*	*6%*	-	*7%*	-	*2%*	*5%*	*4%*	-	-	*20%*
Mean Score		**5.42**	**6.57**	**5.67**	**6.29**	**6.69**	**6.07**	**4.98**	**6.98**	**5.78**	**6.50**	**5.97**	**5.90**	**6.13**	**5.61**	**5.94**	**6.53**	**6.46**	**5.48**	**6.89**	**7.22**
Standard Deviation		**1.46**	**2.21**	**3.09**	**2.09**	**2.46**	**1.94**	**2.47**	**1.82**	**2.34**	**1.53**	**1.93**	**1.89**	**1.82**	**0.60**	**1.96**	**1.92**	**1.95**	**2.21**	-	**1.88**
Standard Error		**0.31**	**0.22**	**0.93**	**0.70**	**0.78**	**0.26**	**0.45**	**0.07**	**0.35**	**0.29**	**0.23**	**0.43**	**0.26**	**0.23**	**0.36**	**0.07**	**0.28**	**0.70**	-	**0.41**

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q9c News source rating - offers a range of opinions - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		Sky News website or app	The Sun website or app	The Daily Mail website or app	The Daily Star website	The Daily Express website or app	The Daily Mirror website or app	The Guardian or Observer website or app	The Independent website or app	The Times or Sunday Times website or app	The Telegraph website or app	The Financial Times website or app	The Metro website or app	The Evening Standard website or app	The New York Times website or app	Facebook	Twitter	Google News (Search Engine just for news)	Yahoo News	MSN News	AOL News
Unweighted base		153	18	109	4	12	22	99	39	22	37	11	13	8	11	391	115	67	47	30	6
Weighted base		203	21	134	4	14	28	125	49	28	49	16	19	13	14	439	140	85	59	34	11
NET : LOW ATTRIBUTION		**22**	**10**	**47**	**3**	**7**	**8**	**12**	**3**	**3**	**5**	**2**	**-**	**-**	**8**	**83**	**24**	**8**	**14**	**8**	**4**
		11%	***47%***	***35%***	***84%***	***48%***	***30%***	***10%***	***6%***	***10%***	***10%***	***11%***	**-**	**-**	***58%***	***19%***	***17%***	***10%***	***23%***	***25%***	***40%***
1 - Not at all	(1)	2	1	5	-	-	-	2	-	-	*	-	-	-	2	7	2	2	2	2	2
		1%	*6%*	*4%*	-	-	-	*1%*	-	-	*	-	-	-	*14%*	*2%*	*2%*	*2%*	*3%*	*6%*	*19%*
2	(2)	-	4	18	2	2	1	-	-	1	-	2	-	-	-	6	3	1	1	2	-
		-	*19%*	*13%*	*52%*	*14%*	*2%*	-	-	*4%*	-	*11%*	-	-	-	*1%*	*2%*	*1%*	*1%*	*6%*	-
3	(3)	11	2	7	-	1	4	4	3	-	3	-	-	-	*	29	7	6	6	2	-
		6%	*9%*	*5%*	-	*6%*	*13%*	*3%*	*6%*	-	*7%*	-	-	-	*3%*	*7%*	*5%*	*7%*	*11%*	*6%*	-
4	(4)	9	3	18	1	4	4	6	*	2	1	-	-	-	6	41	12	-	5	2	2
		5%	*13%*	*13%*	*32%*	*28%*	*15%*	*5%*	*	*6%*	*3%*	-	-	-	*40%*	*9%*	*9%*	-	*8%*	*6%*	*20%*
NET : MEDIUM ATTRIBUTION		**76**	**5**	**40**	*****	**3**	**12**	**32**	**19**	**11**	**11**	**4**	**10**	**7**	**2**	**114**	**34**	**33**	**27**	**15**	**3**
		37%	***23%***	***30%***	***8%***	***21%***	***42%***	***25%***	***38%***	***38%***	***22%***	***27%***	***52%***	***54%***	***15%***	***26%***	***25%***	***39%***	***46%***	***45%***	***33%***
5	(5)	41	4	22	*	3	4	15	8	2	7	1	7	2	1	75	21	18	14	12	3
		20%	*17%*	*16%*	*8%*	*21%*	*14%*	*12%*	*17%*	*9%*	*14%*	*8%*	*36%*	*12%*	*4%*	*17%*	*15%*	*21%*	*23%*	*36%*	*33%*
6	(6)	35	1	18	-	-	8	17	11	8	4	3	3	6	2	39	14	15	13	3	-
		17%	*5%*	*14%*	-	-	*28%*	*13%*	*21%*	*29%*	*9%*	*19%*	*16%*	*42%*	*12%*	*9%*	*10%*	*18%*	*22%*	*9%*	-
NET : HIGH ATTRIBUTION		**106**	**6**	**47**	*****	**5**	**8**	**81**	**27**	**15**	**33**	**10**	**9**	**6**	**4**	**241**	**82**	**44**	**18**	**10**	**3**
		52%	***30%***	***35%***	***8%***	***31%***	***27%***	***65%***	***55%***	***53%***	***68%***	***62%***	***48%***	***46%***	***27%***	***55%***	***58%***	***52%***	***31%***	***30%***	***27%***
7	(7)	51	5	20	*	4	4	39	13	5	20	2	5	5	4	55	27	16	9	3	3
		25%	*23%*	*15%*	*8%*	*29%*	*16%*	*32%*	*27%*	*19%*	*42%*	*15%*	*26%*	*34%*	*27%*	*13%*	*19%*	*19%*	*15%*	*10%*	*27%*
8	(8)	35	-	18	-	*	2	26	8	4	10	3	3	2	-	81	22	14	9	-	-
		17%	-	*14%*	-	*2%*	*6%*	*21%*	*16%*	*15%*	*20%*	*20%*	*15%*	*12%*	-	*18%*	*16%*	*17%*	*16%*	-	-
9	(9)	10	2	1	-	-	1	5	3	3	1	3	-	-	-	39	14	7	-	2	-
		5%	*7%*	*1%*	-	-	*2%*	*4%*	*7%*	*12%*	*2%*	*16%*	-	-	-	*9%*	*10%*	*8%*	-	*5%*	-
10 - Completely	(10)	9	-	7	-	-	1	11	3	2	2	2	1	-	-	66	18	7	-	5	-
		4%	-	*5%*	-	-	*3%*	*9%*	*5%*	*7%*	*4%*	*11%*	*7%*	-	-	*15%*	*13%*	*8%*	-	*16%*	-
Mean Score		**6.43**	**4.70**	**5.35**	**3.28**	**4.83**	**5.57**	**6.82**	**6.66**	**6.76**	**6.62**	**6.94**	**6.48**	**6.46**	**4.61**	**6.67**	**6.72**	**6.52**	**5.55**	**5.64**	**4.56**
Standard Deviation		**1.73**	**2.34**	**2.33**	**1.79**	**1.82**	**1.81**	**1.80**	**1.66**	**1.85**	**1.64**	**2.34**	**1.50**	**0.88**	**2.04**	**2.33**	**2.23**	**2.04**	**1.78**	**2.62**	**2.16**
Standard Error		**0.14**	**0.55**	**0.22**	**0.90**	**0.52**	**0.39**	**0.18**	**0.27**	**0.39**	**0.27**	**0.71**	**0.42**	**0.31**	**0.61**	**0.12**	**0.21**	**0.25**	**0.26**	**0.48**	**0.88**

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q9c News source rating - offers a range of opinions - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		YouTube	Huffington Post	Vice	Private Eye magazine	The Economist magazine	The Week magazine	Time magazine	NET : Magazines (printed)	NET : PSB channels	NET : Digital channels	NET : Any TV Channel	NET : Popular newspapers	NET : Midmarket newspapers	NET : Quality newspapers
Unweighted base		119	40	12	6	8	10	6	20	1945	443	2008	286	297	236
Weighted base		152	59	17	9	14	14	10	28	1830	478	1898	268	268	239
NET : LOW ATTRIBUTION		**33**	**11**	**2**	**2**	**1**	**-**	**-**	**1**	**189**	**51**	**184**	**68**	**62**	**10**
		21%	***19%***	***12%***	***18%***	***9%***	**-**	**-**	***5%***	***10%***	***11%***	***10%***	***25%***	***23%***	***4%***
1 - Not at all	(1)	7	2	2	-	-	-	-	-	40	4	34	17	16	-
		4%	*3%*	*12%*	-	-	-	-	-	*2%*	*1%*	*2%*	*6%*	*6%*	-
2	(2)	4	2	-	-	-	-	-	-	24	8	16	11	15	-
		3%	*3%*	-	-	-	-	-	-	*1%*	*2%*	*1%*	*4%*	*5%*	-
3	(3)	9	3	-	2	1	-	-	1	39	13	42	15	11	4
		6%	*6%*	-	*18%*	*9%*	-	-	*5%*	*2%*	*3%*	*2%*	*6%*	*4%*	*2%*
4	(4)	13	4	-	-	-	-	-	-	86	26	92	24	20	6
		9%	*7%*	-	-	-	-	-	-	*5%*	*5%*	*5%*	*9%*	*7%*	*2%*
NET : MEDIUM ATTRIBUTION		**37**	**27**	**-**	**1**	**4**	**1**	**4**	**5**	**587**	**169**	**628**	**99**	**102**	**67**
		24%	***46%***	**-**	***9%***	***28%***	***6%***	***37%***	***19%***	***32%***	***35%***	***33%***	***37%***	***38%***	***28%***
5	(5)	23	11	-	-	-	-	1	1	290	95	301	63	47	27
		15%	*19%*	-	-	-	-	*7%*	*3%*	*16%*	*20%*	*16%*	*24%*	*18%*	*11%*
6	(6)	14	15	-	1	4	1	3	5	297	74	327	35	55	40
		9%	*26%*	-	*9%*	*28%*	*6%*	*30%*	*16%*	*16%*	*16%*	*17%*	*13%*	*20%*	*17%*
NET : HIGH ATTRIBUTION		**83**	**21**	**15**	**6**	**9**	**13**	**6**	**21**	**1054**	**258**	**1086**	**102**	**105**	**162**
		54%	***35%***	***88%***	***72%***	***62%***	***94%***	***63%***	***77%***	***58%***	***54%***	***57%***	***38%***	***39%***	***68%***
7	(7)	23	17	3	2	7	6	-	11	463	104	465	44	39	57
		15%	*29%*	*19%*	*24%*	*51%*	*46%*	-	*39%*	*25%*	*22%*	*25%*	*16%*	*14%*	*24%*
8	(8)	25	2	6	2	-	4	2	8	344	72	369	41	37	57
		16%	*3%*	*35%*	*28%*	-	*31%*	*25%*	*27%*	*19%*	*15%*	*19%*	*15%*	*14%*	*24%*
9	(9)	12	2	3	2	2	2	-	-	126	40	127	8	16	26
		8%	*3%*	*18%*	*20%*	*11%*	*11%*	-	-	*7%*	*8%*	*7%*	*3%*	*6%*	*11%*
10 - Completely	(10)	23	-	3	-	-	1	4	3	121	42	125	9	13	21
		15%	-	*16%*	-	-	*6%*	*38%*	*10%*	*7%*	*9%*	*7%*	*3%*	*5%*	*9%*
Mean Score		**6.50**	**5.66**	**7.49**	**6.85**	**6.57**	**7.66**	**7.93**	**7.18**	**6.62**	**6.63**	**6.65**	**5.61**	**5.82**	**7.18**
Standard Deviation		**2.50**	**1.70**	**2.64**	**2.16**	**1.47**	**1.01**	**1.94**	**1.51**	**1.90**	**1.94**	**1.84**	**2.20**	**2.29**	**1.60**
Standard Error		**0.23**	**0.27**	**0.76**	**0.88**	**0.52**	**0.32**	**0.79**	**0.34**	**0.04**	**0.09**	**0.04**	**0.13**	**0.13**	**0.10**

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q9c News source rating - offers a range of opinions - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		NET : Freesheet newspapers	NET : Nation specific newspapers	NET : Any local newspapers	NET : Any newspapers	NET : Commercial radio stations	NET : Any radio station	NET : TV broadbcaster websites or apps	NET : National popular newspaper websites or apps
Unweighted base		56	94	81	838	195	744	740	39
Weighted base		82	34	64	756	247	784	917	47
NET : LOW ATTRIBUTION		**12**	**5**	**15**	**133**	**42**	**67**	**103**	**19**
		15%	***14%***	***24%***	***18%***	***17%***	***9%***	***11%***	***41%***
1 - Not at all	(1)	2	2	4	19	9	14	15	-
		2%	*5%*	*7%*	*3%*	*4%*	*2%*	*2%*	-
2	(2)	2	1	5	27	3	10	10	4
		2%	*3%*	*7%*	*4%*	*1%*	*1%*	*1%*	*10%*
3	(3)	1	1	3	31	6	19	32	5
		1%	*2%*	*5%*	*4%*	*3%*	*2%*	*3%*	*11%*
4	(4)	8	1	3	56	23	24	47	10
		10%	*4%*	*4%*	*7%*	*9%*	*3%*	*5%*	*20%*
NET : MEDIUM ATTRIBUTION		**46**	**13**	**24**	**270**	**107**	**237**	**309**	**13**
		56%	***38%***	***38%***	***36%***	***43%***	***30%***	***34%***	***28%***
5	(5)	26	8	17	132	50	110	151	6
		32%	*23%*	*27%*	*18%*	*20%*	*14%*	*16%*	*13%*
6	(6)	19	5	7	137	58	127	158	7
		24%	*15%*	*11%*	*18%*	*23%*	*16%*	*17%*	*16%*
NET : HIGH ATTRIBUTION		**24**	**17**	**25**	**354**	**98**	**479**	**505**	**14**
		30%	***48%***	***39%***	***47%***	***40%***	***61%***	***55%***	***31%***
7	(7)	15	7	11	151	48	178	195	10
		19%	*21%*	*18%*	*20%*	*19%*	*23%*	*21%*	*21%*
8	(8)	6	5	8	127	21	173	211	2
		8%	*14%*	*13%*	*17%*	*9%*	*22%*	*23%*	*3%*
9	(9)	-	4	4	40	16	74	59	2
		-	*10%*	*6%*	*5%*	*6%*	*9%*	*6%*	*5%*
10 - Completely	(10)	3	1	1	36	13	53	40	1
		3%	*3%*	*2%*	*5%*	*5%*	*7%*	*4%*	*2%*
Mean Score		**5.73**	**6.20**	**5.54**	**6.17**	**6.07**	**6.81**	**6.55**	**5.25**
Standard Deviation		**1.62**	**2.10**	**2.27**	**2.03**	**1.98**	**1.88**	**1.84**	**2.01**
Standard Error		**0.22**	**0.22**	**0.25**	**0.07**	**0.14**	**0.07**	**0.07**	**0.32**

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q9c News source rating - offers a range of opinions - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		NET : National midmarket newspaper websites or apps	NET : National quality newspaper websites or apps	NET : Freesheet newspaper websites or apps	NET : National newspaper websites or apps	NET : Newspaper websites (inc National & Local) or apps	NET : Any website or app
Unweighted base		116	159	18	288	288	1108
Weighted base		140	205	28	360	360	1307
NET : LOW ATTRIBUTION		**48**	**17**	**-**	**63**	**63**	**155**
		34%	***8%***	**-**	***17%***	***18%***	***12%***
1 - Not at all	(1)	4	-	-	1	1	20
		3%	-	-	*	*	*2%*
2	(2)	19	3	-	17	17	16
		13%	*1%*	-	*5%*	*5%*	*1%*
3	(3)	7	6	-	13	13	47
		5%	*3%*	-	*4%*	*4%*	*4%*
4	(4)	19	8	-	32	32	72
		13%	*4%*	-	*9%*	*9%*	*6%*
NET : MEDIUM ATTRIBUTION		**44**	**58**	**14**	**117**	**117**	**469**
		32%	***29%***	***50%***	***33%***	***32%***	***36%***
5	(5)	25	19	5	48	54	229
		18%	*9%*	*19%*	*13%*	*15%*	*18%*
6	(6)	20	40	9	69	63	240
		14%	*19%*	*31%*	*19%*	*17%*	*18%*
NET : HIGH ATTRIBUTION		**48**	**130**	**14**	**180**	**180**	**683**
		34%	***63%***	***50%***	***50%***	***50%***	***52%***
7	(7)	22	62	10	90	92	278
		16%	*30%*	*35%*	*25%*	*26%*	*21%*
8	(8)	17	40	3	53	53	247
		12%	*19%*	*10%*	*15%*	*15%*	*19%*
9	(9)	1	11	-	18	18	81
		1%	*5%*	-	*5%*	*5%*	*6%*
10 - Completely	(10)	7	17	1	19	17	76
		5%	*8%*	*5%*	*5%*	*5%*	*6%*
Mean Score		**5.36**	**6.87**	**6.56**	**6.28**	**6.25**	**6.49**
Standard Deviation		**2.27**	**1.69**	**1.21**	**1.93**	**1.92**	**1.88**
Standard Error		**0.21**	**0.13**	**0.28**	**0.11**	**0.11**	**0.06**

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q9c News source rating - offers a range of opinions - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		NET : BBC TV or BBC website or App	NET : ITV/ ITV Wales/ STV/UTV channel or ITV or ITN or STV or UTV website or app	NET : Channel 4 channel or Channel 4 website or app	NET : Sky News channel or Sky News website or app	NET : Sun newspaper or Sun website or app	NET : Times/ Sunday Times newspaper or Times/ Sunday Times website or app	NET : Daily Star/Sunday Star newspapers or Daily Star website or app	NET : Daily/ Sunday Express newspaper or Daily Express website or app	NET : Daily Mail/Mail on Sunday newspaper or Daily Mail website or app	NET : Metro newspaper or Metro website or app	NET : Daily/ Sunday Mirror newspaper or Daily Mirror website or app	NET : Daily/ Sunday Telegraph newspaper or Telegraph website or app	NET : Guardian/ Observer newspaper or Guardian/ Observer website or app	NET : Independent (Daily or Sunday) newspaper or Independent website or app	NET : Evening Standard newspaper or Evening Standard website or app	NET : Financial Times newspaper or Financial Times website or app
Unweighted base		1943	981	201	452	200	116	38	74	340	59	130	109	147	39	30	22
Weighted base		1937	860	235	520	195	126	35	70	340	86	124	115	181	49	48	32
NET : LOW ATTRIBUTION		**264**	**93**	**24**	**45**	**53**	**11**	**14**	**17**	**95**	**12**	**34**	**11**	**11**	**3**	**9**	**2**
		14%	***11%***	***10%***	***9%***	***27%***	***8%***	***40%***	***24%***	***28%***	***14%***	***27%***	***9%***	***6%***	***6%***	***18%***	***6%***
1 - Not at all	(1)	45	18	3	6	14	-	4	4	14	2	5	1	2	-	2	-
		2%	*2%*	*1%*	*1%*	*7%*	-	*12%*	*6%*	*4%*	*2%*	*4%*	*1%*	*1%*	-	*4%*	-
2	(2)	32	7	-	1	11	2	2	5	29	3	7	-	-	-	-	2
		2%	*1%*	-	*	*6%*	*1%*	*6%*	*7%*	*9%*	*3%*	*6%*	-	-	-	-	*6%*
3	(3)	59	19	5	16	8	3	3	1	19	3	10	4	5	3	-	-
		3%	*2%*	*2%*	*3%*	*4%*	*2%*	*9%*	*1%*	*6%*	*3%*	*8%*	*4%*	*3%*	*6%*	-	-
4	(4)	129	48	15	21	19	6	5	7	33	5	12	5	5	*	7	-
		7%	*6%*	*7%*	*4%*	*10%*	*5%*	*14%*	*10%*	*10%*	*5%*	*10%*	*4%*	*3%*	*	*14%*	-
NET : MEDIUM ATTRIBUTION		**602**	**293**	**78**	**192**	**72**	**45**	**12**	**26**	**122**	**46**	**50**	**31**	**41**	**19**	**25**	**11**
		31%	***34%***	***33%***	***37%***	***37%***	***36%***	***34%***	***37%***	***36%***	***54%***	***40%***	***27%***	***23%***	***38%***	***53%***	***34%***
5	(5)	322	154	38	108	44	16	10	12	58	35	29	16	17	8	7	3
		17%	*18%*	*16%*	*21%*	*23%*	*12%*	*29%*	*18%*	*17%*	*41%*	*24%*	*14%*	*10%*	*17%*	*15%*	*11%*
6	(6)	280	139	40	84	28	29	2	13	63	11	21	15	24	11	18	7
		14%	*16%*	*17%*	*16%*	*14%*	*23%*	*5%*	*19%*	*19%*	*13%*	*17%*	*13%*	*13%*	*21%*	*38%*	*23%*
NET : HIGH ATTRIBUTION		**1070**	**475**	**132**	**283**	**70**	**71**	**9**	**28**	**123**	**28**	**41**	**73**	**128**	**27**	**14**	**19**
		55%	***55%***	***56%***	***54%***	***36%***	***56%***	***26%***	***40%***	***36%***	***32%***	***33%***	***64%***	***71%***	***55%***	***29%***	***60%***
7	(7)	402	201	55	112	32	31	4	15	45	16	18	33	58	13	13	5
		21%	*23%*	*23%*	*22%*	*17%*	*24%*	*10%*	*21%*	*13%*	*19%*	*14%*	*29%*	*32%*	*27%*	*26%*	*16%*
8	(8)	417	185	45	85	25	16	3	6	47	8	15	27	42	8	2	9
		22%	*22%*	*19%*	*16%*	*13%*	*13%*	*10%*	*9%*	*14%*	*9%*	*12%*	*23%*	*23%*	*16%*	*3%*	*29%*
9	(9)	112	47	15	48	7	16	-	4	15	-	3	7	13	3	-	3
		6%	*5%*	*7%*	*9%*	*3%*	*13%*	-	*5%*	*5%*	-	*3%*	*6%*	*7%*	*7%*	-	*8%*
10 - Completely	(10)	139	42	17	38	7	8	2	3	16	4	5	6	15	3	-	2
		7%	*5%*	*7%*	*7%*	*3%*	*6%*	*6%*	*4%*	*5%*	*4%*	*4%*	*5%*	*8%*	*5%*	-	*6%*
Mean Score		**6.53**	**6.52**	**6.67**	**6.66**	**5.52**	**6.78**	**4.86**	**5.75**	**5.64**	**5.69**	**5.54**	**6.77**	**7.06**	**6.66**	**5.69**	**6.90**
Standard Deviation		**2.00**	**1.83**	**1.82**	**1.85**	**2.25**	**1.74**	**2.42**	**2.22**	**2.28**	**1.79**	**2.13**	**1.75**	**1.67**	**1.66**	**1.44**	**1.86**
Standard Error		**0.05**	**0.06**	**0.13**	**0.09**	**0.16**	**0.16**	**0.39**	**0.26**	**0.12**	**0.23**	**0.19**	**0.17**	**0.14**	**0.27**	**0.26**	**0.40**

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q9c News source rating - helps me make up my mind - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		BBC Television	ITV/ITV WALES/ UTV/STV	Channel 4 (TV Channel)	S4C	Channel 5	RTE Channels\ TG3\TG4	Sky News Channel	CNN	Fox News	Euronews	Al Jazeera	RT (Russia Today)	Zee TV	PTV	Star Plus	Bangla TV	Arab News Network	CCTV News (China)	The Sun / Sun on Sunday newspapers	The Daily Mail or Mail on Sunday newspapers
Unweighted base		1688	947	184	14	64	17	363	45	21	14	57	40	1	1	1	5	-	5	184	250
Weighted base		1600	819	210	4	67	4	397	55	21	16	56	29	2	1	2	8	-	6	176	229
NET : LOW ATTRIBUTION		**395**	**210**	**40**	**1**	**16**	**1**	**90**	**9**	**14**	**3**	**16**	**8**	**-**	**-**	**-**	**-**	**-**	**3**	**65**	**73**
		25%	***26%***	***19%***	***22%***	***23%***	***21%***	***23%***	***16%***	***68%***	***18%***	***28%***	***26%***	**-**	**-**	**-**	**-**	**-**	***52%***	***37%***	***32%***
1 - Not at all	(1)	170	61	10	*	5	*	32	3	5	1	7	3	-	-	-	-	-	-	23	34
		11%	*7%*	*5%*	*6%*	*7%*	*12%*	*8%*	*5%*	*24%*	*6%*	*12%*	*9%*	-	-	-	-	-	-	*13%*	*15%*
2	(2)	40	37	7	*	2	*	6	1	2	1	*	-	-	-	-	-	-	2	13	14
		2%	*4%*	*3%*	*5%*	*3%*	*5%*	*1%*	*2%*	*8%*	*9%*	*1%*	-	-	-	-	-	-	*35%*	*7%*	*6%*
3	(3)	68	37	9	*	3	*	18	4	1	1	-	1	-	-	-	-	-	-	11	10
		4%	*5%*	*4%*	*5%*	*4%*	*5%*	*5%*	*7%*	*4%*	*3%*	-	*3%*	-	-	-	-	-	-	*6%*	*5%*
4	(4)	117	74	14	*	6	-	34	1	6	-	8	4	-	-	-	-	-	1	17	15
		7%	*9%*	*7%*	*5%*	*10%*	-	*9%*	*3%*	*31%*	-	*15%*	*14%*	-	-	-	-	-	*17%*	*10%*	*6%*
NET : MEDIUM ATTRIBUTION		**541**	**290**	**80**	*****	**27**	**1**	**147**	**31**	**4**	**10**	**26**	**8**	**-**	**1**	**-**	**6**	**-**	**1**	**61**	**76**
		34%	***35%***	***38%***	***5%***	***40%***	***24%***	***37%***	***56%***	***19%***	***60%***	***46%***	***29%***	**-**	***100%***	**-**	***80%***	**-**	***17%***	***35%***	***33%***
5	(5)	317	162	45	-	15	1	86	16	4	3	11	5	-	1	-	3	-	1	36	47
		20%	*20%*	*21%*	-	*22%*	*16%*	*22%*	*28%*	*19%*	*17%*	*19%*	*17%*	-	*100%*	-	*40%*	-	*17%*	*20%*	*20%*
6	(6)	224	128	35	*	12	*	62	15	-	7	15	3	-	-	-	3	-	-	25	29
		14%	*16%*	*17%*	*5%*	*17%*	*8%*	*15%*	*28%*	-	*43%*	*27%*	*11%*	-	-	-	*40%*	-	-	*14%*	*13%*
NET : HIGH ATTRIBUTION		**664**	**319**	**90**	**3**	**25**	**2**	**160**	**15**	**3**	**3**	**14**	**13**	**2**	**-**	**2**	**2**	**-**	**2**	**51**	**80**
		41%	***39%***	***43%***	***72%***	***37%***	***55%***	***40%***	***28%***	***13%***	***21%***	***26%***	***45%***	***100%***	**-**	***100%***	***20%***	**-**	***32%***	***29%***	***35%***
7	(7)	287	145	45	*	11	1	70	9	-	2	3	6	2	-	-	2	-	-	24	37
		18%	*18%*	*21%*	*5%*	*16%*	*34%*	*18%*	*16%*	-	*12%*	*6%*	*20%*	*100%*	-	-	*20%*	-	-	*14%*	*16%*
8	(8)	224	113	25	2	8	*	46	3	-	*	7	3	-	-	-	-	-	2	18	30
		14%	*14%*	*12%*	*49%*	*12%*	*13%*	*12%*	*5%*	-	*1%*	*13%*	*10%*	-	-	-	-	-	*28%*	*10%*	*13%*
9	(9)	61	30	9	*	4	*	22	1	1	-	3	2	-	-	2	-	-	*	2	1
		4%	*4%*	*4%*	*5%*	*6%*	*8%*	*6%*	*2%*	*5%*	-	*5%*	*8%*	-	-	*100%*	-	-	*4%*	*1%*	*
10 - Completely	(10)	92	32	11	*	2	-	22	3	2	1	1	2	-	-	-	-	-	-	6	12
		6%	*4%*	*5%*	*13%*	*3%*	-	*5%*	*5%*	*8%*	*8%*	*2%*	*7%*	-	-	-	-	-	-	*4%*	*5%*
Mean Score		**5.70**	**5.65**	**5.95**	**6.92**	**5.73**	**5.79**	**5.81**	**5.65**	**3.97**	**5.52**	**5.41**	**5.91**	**7.00**	**5.00**	**9.00**	**5.80**	**-**	**4.77**	**4.98**	**5.19**
Standard Deviation		**2.42**	**2.26**	**2.13**	**3.02**	**2.20**	**2.85**	**2.28**	**1.96**	**2.69**	**2.22**	**2.25**	**2.41**	**-**	**-**	**-**	**0.80**	**-**	**2.75**	**2.42**	**2.55**
Standard Error		**0.06**	**0.07**	**0.16**	**0.81**	**0.27**	**0.69**	**0.12**	**0.29**	**0.59**	**0.59**	**0.30**	**0.38**	**-**	**-**	**-**	**0.36**	**-**	**1.23**	**0.18**	**0.16**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q9c News source rating - helps me make up my mind - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		The Daily or Sunday Star newspapers	The Daily or Sunday Express newspapers	The Daily or Sunday Mirror newspapers	The Guardian or Observer newspapers	The Independent (Daily or Sunday) newspaper	The i newspaper	The Times or Sunday Times newspapers	The Daily or Sunday Telegraph newspapers	The Financial Times newspaper	The Morning Star newspaper	The Herald/ Sunday Herald newspapers	The Scotsman/ Scotland on Sunday newspapers	The Daily Record/ Sunday Mail newspapers	The Belfast Telegraph /Sunday Life newspapers	The National	The Irish News newspaper	The News Letter newspaper	The Western Mail/ Wales on Sunday newspaper	South Wales Echo	The Metro newspaper
Unweighted base		34	64	114	68	-	38	102	74	11	1	4	3	31	33	-	21	8	7	1	49
Weighted base		31	57	104	79	-	36	108	67	15	*	2	3	19	6	-	4	2	2	*	72
NET : LOW ATTRIBUTION		**11**	**18**	**31**	**14**	**-**	**3**	**24**	**12**	**4**	*	**-**	**-**	**10**	**1**	**-**	*	**-**	**-**	**-**	**16**
		35%	***31%***	***30%***	***18%***	**-**	***9%***	***23%***	***17%***	***24%***	***100%***	**-**	**-**	***51%***	***23%***	**-**	***5%***	**-**	**-**	**-**	***22%***
1 - Not at all	(1)	8	5	9	9	-	1	8	4	3	-	-	-	5	1	-	*	-	-	-	3
		25%	*9%*	*9%*	*11%*	-	*4%*	*8%*	*6%*	*17%*	-	-	-	*24%*	*9%*	-	*5%*	-	-	-	*5%*
2	(2)	*	3	6	-	-	*	6	1	1	-	-	-	*	-	-	-	-	-	-	1
		-	*5%*	*6%*	-	-	*1%*	*5%*	*2%*	*7%*	-	-	-	*2%*	-	-	-	-	-	-	*2%*
3	(3)	2	2	9	2	-	1	7	2	-	-	-	-	2	1	-	-	-	-	-	4
		5%	*4%*	*9%*	*3%*	-	*2%*	*7%*	*3%*	-	-	-	-	*11%*	*14%*	-	-	-	-	-	*5%*
4	(4)	2	8	7	3	-	1	3	5	-	*	-	-	3	-	-	-	-	-	-	8
		6%	*14%*	*7%*	*3%*	-	*2%*	*3%*	*7%*	-	*100%*	-	-	*14%*	-	-	-	-	-	-	*11%*
NET : MEDIUM ATTRIBUTION		**13**	**23**	**43**	**14**	**-**	**6**	**32**	**16**	**7**	**-**	**1**	**3**	**4**	**2**	**-**	**1**	**1**	**1**	**-**	**38**
		40%	***40%***	***42%***	***18%***	**-**	***18%***	***30%***	***24%***	***45%***	**-**	***41%***	***100%***	***22%***	***26%***	**-**	***28%***	***29%***	***71%***	**-**	***53%***
5	(5)	9	14	27	7	-	4	19	8	1	-	-	2	2	1	-	*	*	*	-	22
		29%	*24%*	*25%*	*9%*	-	*12%*	*17%*	*12%*	*8%*	-	-	*57%*	*12%*	*10%*	-	*10%*	*8%*	*14%*	-	*30%*
6	(6)	4	9	17	7	-	2	13	8	6	-	1	1	2	1	-	1	*	1	-	17
		12%	*16%*	*16%*	*9%*	-	*6%*	*12%*	*12%*	*37%*	-	*41%*	*43%*	*9%*	*16%*	-	*18%*	*21%*	*57%*	-	*23%*
NET : HIGH ATTRIBUTION		**8**	**16**	**29**	**51**	**-**	**26**	**51**	**39**	**5**	**-**	**1**	**-**	**5**	**3**	**-**	**2**	**1**	*	*	**17**
		25%	***28%***	***28%***	***65%***	**-**	***73%***	***48%***	***58%***	***31%***	**-**	***59%***	**-**	***27%***	***51%***	**-**	***68%***	***71%***	***29%***	***100%***	***24%***
7	(7)	4	5	11	13	-	9	20	20	-	-	1	-	2	1	-	*	*	*	-	9
		12%	*9%*	*10%*	*16%*	-	*24%*	*18%*	*30%*	-	-	*42%*	-	*12%*	*10%*	-	*12%*	*8%*	*15%*	-	*13%*
8	(8)	2	4	13	27	-	14	18	12	-	-	-	-	2	1	-	1	*	-	-	7
		7%	*7%*	*12%*	*35%*	-	*39%*	*17%*	*17%*	-	-	-	-	*10%*	*21%*	-	*39%*	*25%*	-	-	*10%*
9	(9)	-	4	3	6	-	2	8	5	4	-	*	-	1	1	-	*	1	*	*	1
		-	*7%*	*3%*	*8%*	-	*4%*	*7%*	*7%*	*23%*	-	*17%*	-	*3%*	*17%*	-	*12%*	*29%*	*14%*	*100%*	*2%*
10 - Completely	(10)	2	3	3	5	-	2	6	3	1	-	-	-	*	*	-	*	*	-	-	-
		6%	*6%*	*3%*	*6%*	-	*5%*	*6%*	*4%*	*8%*	-	-	-	*2%*	*3%*	-	*4%*	*8%*	-	-	-
Mean Score		**4.73**	**5.40**	**5.22**	**6.52**	**-**	**6.90**	**5.92**	**6.31**	**5.81**	**4.00**	**6.93**	**5.43**	**4.49**	**6.20**	**-**	**7.11**	**7.71**	**6.43**	**9.00**	**5.40**
Standard Deviation		**2.67**	**2.38**	**2.29**	**2.51**	**-**	**1.96**	**2.47**	**2.13**	**3.05**	**-**	**1.36**	**0.63**	**2.69**	**2.77**	**-**	**2.19**	**-**	**-**	**-**	**1.73**
Standard Error		**0.46**	**0.30**	**0.21**	**0.30**	**-**	**0.32**	**0.24**	**0.25**	**0.92**	**-**	**0.68**	**0.36**	**0.48**	**0.48**	**-**	**0.48**	**-**	**-**	**-**	**0.25**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q9c News source rating - helps me make up my mind - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		The Evening Standard newspaper	Your local daily newspaper	The People newspaper	Sunday Post	Sunday World newspaper	Your local paid weekly newspaper	Your local free weekly newspaper	BBC Radio	Classic FM	TalkSport	Heart FM	Absolute Radio	Capital	Real Radio	Smooth Radio	BBC Website or app	ITV or ITN website or app	STV website or app	UTV website or app	Channel 4 website or app
Unweighted base		23	103	11	9	10	54	30	641	44	28	69	19	50	7	29	661	50	10	6	21
Weighted base		36	92	10	6	2	35	30	652	43	33	92	32	78	6	41	811	66	7	2	28
NET : LOW ATTRIBUTION		**13**	**20**	**3**	*	*	**14**	**15**	**137**	**12**	**6**	**22**	**10**	**15**	*	**4**	**137**	**8**	**2**	*	**2**
		35%	***22%***	***26%***	***8%***	***16%***	***39%***	***51%***	***21%***	***29%***	***19%***	***23%***	***32%***	***19%***	***3%***	***9%***	***17%***	***13%***	***21%***	***18%***	***7%***
1 - Not at all	(1)	2	12	1	*	-	8	11	41	5	5	6	5	8	*	-	43	*	1	-	2
		5%	*13%*	*10%*	*8%*	-	*22%*	*37%*	*6%*	*13%*	*15%*	*6%*	*15%*	*10%*	*3%*	-	*5%*	*	*14%*	-	*6%*
2	(2)	3	3	-	-	-	2	2	22	1	*	4	-	-	-	1	15	4	-	*	*
		8%	*3%*	-	-	-	*6%*	*5%*	*3%*	*2%*	*1%*	*4%*	-	-	-	*2%*	*2%*	*7%*	-	*18%*	*1%*
3	(3)	2	5	1	-	*	1	1	31	3	-	5	3	2	-	-	29	2	-	-	-
		5%	*5%*	*7%*	-	*16%*	*3%*	*5%*	*5%*	*8%*	-	*6%*	*9%*	*3%*	-	-	*4%*	*3%*	-	-	-
4	(4)	6	1	1	-	-	3	1	43	3	1	7	3	5	-	3	49	2	1	-	-
		16%	*1%*	*10%*	-	-	*7%*	*3%*	*7%*	*6%*	*3%*	*8%*	*8%*	*6%*	-	*7%*	*6%*	*3%*	*7%*	-	-
NET : MEDIUM ATTRIBUTION		**16**	**29**	**4**	**2**	**1**	**8**	**6**	**181**	**16**	**15**	**49**	**11**	**49**	**6**	**14**	**265**	**26**	**3**	*	**7**
		43%	***32%***	***35%***	***35%***	***54%***	***23%***	***21%***	***28%***	***38%***	***47%***	***53%***	***35%***	***63%***	***97%***	***34%***	***33%***	***39%***	***41%***	***16%***	***27%***
5	(5)	6	18	4	2	1	5	4	83	8	9	28	4	26	4	9	140	12	2	-	4
		16%	*20%*	*35%*	*27%*	*24%*	*15%*	*13%*	*13%*	*19%*	*28%*	*30%*	*11%*	*34%*	*58%*	*23%*	*17%*	*18%*	*27%*	-	*14%*
6	(6)	10	11	-	*	1	3	2	98	8	6	21	8	23	2	5	125	14	1	*	3
		27%	*12%*	-	*8%*	*29%*	*7%*	*8%*	*15%*	*19%*	*19%*	*23%*	*24%*	*29%*	*39%*	*12%*	*15%*	*21%*	*13%*	*16%*	*12%*
NET : HIGH ATTRIBUTION		**8**	**42**	**4**	**3**	**1**	**13**	**9**	**334**	**14**	**11**	**22**	**10**	**14**	-	**23**	**408**	**32**	**3**	**1**	**16**
		22%	***46%***	***38%***	***57%***	***31%***	***38%***	***28%***	***51%***	***34%***	***34%***	***24%***	***33%***	***18%***	-	***56%***	***50%***	***48%***	***38%***	***66%***	***66%***
7	(7)	8	18	-	1	*	2	6	121	7	4	10	6	11	-	15	163	18	3	1	9
		22%	*20%*	-	*25%*	*9%*	*5%*	*19%*	*19%*	*17%*	*13%*	*11%*	*18%*	*14%*	-	*36%*	*20%*	*27%*	*38%*	*30%*	*34%*
8	(8)	-	13	1	2	*	9	2	136	2	3	4	-	3	-	3	171	8	-	1	3
		-	*15%*	*10%*	*32%*	*14%*	*25%*	*7%*	*21%*	*4%*	*8%*	*5%*	-	*4%*	-	*8%*	*21%*	*12%*	-	*36%*	*12%*
9	(9)	-	6	1	-	-	1	1	42	*	3	3	5	-	-	1	45	3	-	-	-
		-	*7%*	*10%*	-	-	*4%*	*3%*	*6%*	*1%*	*9%*	*3%*	*15%*	-	-	*3%*	*6%*	*4%*	-	-	-
10 - Completely	(10)	-	4	2	-	*	2	-	35	5	1	5	-	-	-	4	30	4	-	-	6
		-	*5%*	*19%*	-	*8%*	*4%*	-	*5%*	*11%*	*4%*	*5%*	-	-	-	*9%*	*4%*	*5%*	-	-	*20%*
Mean Score		**4.97**	**5.75**	**6.01**	**6.23**	**5.95**	**5.07**	**4.00**	**6.16**	**5.47**	**5.57**	**5.41**	**5.35**	**5.17**	**5.25**	**6.53**	**6.19**	**6.25**	**5.27**	**6.31**	**6.88**
Standard Deviation		**1.79**	**2.57**	**3.00**	**2.12**	**2.59**	**2.97**	**2.79**	**2.32**	**2.60**	**2.49**	**2.08**	**2.51**	**1.72**	**1.01**	**1.75**	**2.12**	**1.91**	**2.11**	**-**	**2.30**
Standard Error		**0.37**	**0.25**	**0.90**	**0.71**	**0.82**	**0.40**	**0.51**	**0.09**	**0.39**	**0.47**	**0.25**	**0.58**	**0.24**	**0.38**	**0.32**	**0.08**	**0.27**	**0.67**	**-**	**0.50**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q9c News source rating - helps me make up my mind - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		Sky News website or app	The Sun website or app	The Daily Mail website or app	The Daily Star website	The Daily Express website or app	The Daily Mirror website or app	The Guardian or Observer website or app	The Independent website or app	The Times or Sunday Times website or app	The Telegraph website or app	The Financial Times website or app	The Metro website or app	The Evening Standard website or app	The New York Times website or app	Facebook	Twitter	Google News (Search Engine just for news)	Yahoo News	MSN News	AOL News
Unweighted base		153	18	109	4	12	22	99	39	22	37	11	13	8	11	391	115	67	47	30	6
Weighted base		203	21	134	4	14	28	125	49	28	49	16	19	13	14	439	140	85	59	34	11
NET : LOW ATTRIBUTION		**39**	**11**	**57**	**3**	**10**	**14**	**16**	**5**	**4**	**7**	**2**	**5**	**3**	**8**	**183**	**46**	**15**	**21**	**15**	**6**
		19%	***54%***	***43%***	***84%***	***72%***	***50%***	***13%***	***11%***	***13%***	***14%***	***11%***	***29%***	***21%***	***53%***	***42%***	***32%***	***17%***	***35%***	***45%***	***59%***
1 - Not at all	(1)	12	3	16	-	1	1	4	1	-	4	-	-	-	3	58	16	5	7	6	3
		6%	*14%*	*12%*	-	*9%*	*2%*	*3%*	*3%*	-	*8%*	-	-	-	*22%*	*13%*	*12%*	*6%*	*11%*	*18%*	*24%*
2	(2)	2	3	14	2	-	3	-	-	2	-	2	-	-	-	23	6	1	4	5	-
		1%	*13%*	*10%*	*52%*	-	*9%*	-	-	*6%*	-	*11%*	-	-	-	*5%*	*5%*	*2%*	*7%*	*14%*	-
3	(3)	10	-	13	-	3	8	4	2	1	2	-	3	-	3	46	6	2	5	2	2
		5%	-	*10%*	-	*20%*	*28%*	*3%*	*4%*	*4%*	*4%*	-	*15%*	-	*19%*	*11%*	*4%*	*2%*	*8%*	*5%*	*20%*
4	(4)	15	6	14	1	6	3	8	2	1	1	-	3	3	2	56	17	6	5	2	2
		7%	*27%*	*11%*	*32%*	*42%*	*11%*	*6%*	*4%*	*3%*	*2%*	-	*14%*	*21%*	*12%*	*13%*	*12%*	*7%*	*9%*	*7%*	*14%*
NET : MEDIUM ATTRIBUTION		**74**	**4**	**38**	**1**	**-**	**10**	**25**	**23**	**11**	**26**	**2**	**6**	**7**	**1**	**148**	**54**	**33**	**26**	**11**	**1**
		36%	***20%***	***28%***	***16%***	**-**	***36%***	***20%***	***47%***	***38%***	***54%***	***14%***	***32%***	***51%***	***10%***	***34%***	***39%***	***39%***	***45%***	***32%***	***14%***
5	(5)	38	2	23	1	-	4	15	11	1	11	-	6	-	1	92	32	20	15	9	1
		19%	*10%*	*18%*	*16%*	-	*15%*	*12%*	*22%*	*5%*	*22%*	-	*32%*	-	*4%*	*21%*	*23%*	*24%*	*25%*	*26%*	*14%*
6	(6)	36	2	14	-	-	6	10	13	9	16	2	-	7	1	56	22	13	12	2	-
		18%	*10%*	*11%*	-	-	*21%*	*8%*	*25%*	*33%*	*32%*	*14%*	-	*51%*	*6%*	*13%*	*16%*	*15%*	*20%*	*6%*	-
NET : HIGH ATTRIBUTION		**90**	**6**	**39**	**-**	**4**	**4**	**84**	**21**	**14**	**16**	**12**	**7**	**4**	**5**	**107**	**40**	**37**	**12**	**8**	**3**
		44%	***27%***	***29%***	**-**	***28%***	***14%***	***67%***	***42%***	***49%***	***32%***	***75%***	***39%***	***28%***	***37%***	***24%***	***29%***	***44%***	***20%***	***23%***	***27%***
7	(7)	41	2	19	-	4	3	45	10	8	9	4	5	4	5	43	22	19	5	3	3
		20%	*11%*	*14%*	-	*27%*	*9%*	*36%*	*21%*	*27%*	*19%*	*24%*	*27%*	*28%*	*37%*	*10%*	*16%*	*22%*	*9%*	*8%*	*27%*
8	(8)	34	2	11	-	*	*	28	7	4	7	4	1	-	-	39	13	10	5	-	-
		17%	*7%*	*8%*	-	*2%*	*1%*	*23%*	*14%*	*14%*	*14%*	*23%*	*7%*	-	-	*9%*	*9%*	*12%*	*9%*	-	-
9	(9)	5	-	3	-	-	-	5	1	*	-	3	1	-	-	10	2	4	-	-	-
		3%	-	*2%*	-	-	-	*4%*	*1%*	*1%*	-	*17%*	*5%*	-	-	*2%*	*1%*	*4%*	-	-	-
10 - Completely	(10)	9	2	6	-	-	1	5	3	2	-	2	-	-	-	14	4	5	2	5	-
		5%	*8%*	*4%*	-	-	*3%*	*4%*	*6%*	*7%*	-	*11%*	-	-	-	*3%*	*3%*	*6%*	*3%*	*15%*	-
Mean Score		**5.99**	**4.72**	**4.85**	**3.12**	**4.40**	**4.57**	**6.61**	**6.21**	**6.37**	**5.69**	**7.22**	**5.53**	**5.86**	**4.43**	**4.83**	**5.13**	**5.98**	**4.85**	**4.62**	**4.02**
Standard Deviation		**2.11**	**2.69**	**2.48**	**1.41**	**1.96**	**1.96**	**1.85**	**1.83**	**1.88**	**1.83**	**2.26**	**1.78**	**1.09**	**2.45**	**2.38**	**2.26**	**2.15**	**2.23**	**2.96**	**2.34**
Standard Error		**0.17**	**0.63**	**0.24**	**0.71**	**0.56**	**0.42**	**0.19**	**0.29**	**0.40**	**0.30**	**0.68**	**0.49**	**0.39**	**0.74**	**0.12**	**0.21**	**0.26**	**0.33**	**0.54**	**0.96**

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q9c News source rating - helps me make up my mind - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		YouTube	Huffington Post	Vice	Private Eye magazine	The Economist magazine	The Week magazine	Time magazine	NET : Magazines (printed)	NET : PSB channels	NET : Digital channels	NET : Any TV Channel	NET : Popular newspapers	NET : Midmarket newspapers	NET : Quality newspapers
Unweighted base		119	40	12	6	8	10	6	20	1945	443	2008	286	297	236
Weighted base		152	59	17	9	14	14	10	28	1830	478	1898	268	268	239
NET : LOW ATTRIBUTION		**57**	**18**	**4**	**2**	**-**	**1**	**-**	**1**	**408**	**109**	**413**	**94**	**88**	**44**
		38%	***30%***	***24%***	***18%***	**-**	***5%***	**-**	***3%***	***22%***	***23%***	***22%***	***35%***	***33%***	***18%***
1 - Not at all	(1)	20	9	-	-	-	-	-	-	161	35	152	34	39	17
		13%	*15%*	-	-	-	-	-	-	*9%*	*7%*	*8%*	*13%*	*14%*	*7%*
2	(2)	11	2	-	-	-	-	-	-	61	9	55	15	15	5
		7%	*3%*	-	-	-	-	-	-	*3%*	*2%*	*3%*	*6%*	*6%*	*2%*
3	(3)	19	4	3	2	-	1	-	1	64	24	74	21	12	9
		12%	*6%*	*15%*	*18%*	-	*5%*	-	*3%*	*4%*	*5%*	*4%*	*8%*	*5%*	*4%*
4	(4)	8	4	1	-	-	-	-	-	121	42	133	24	22	12
		5%	*7%*	*9%*	-	-	-	-	-	*7%*	*9%*	*7%*	*9%*	*8%*	*5%*
NET : MEDIUM ATTRIBUTION		**43**	**28**	**4**	**3**	**5**	**6**	**4**	**14**	**640**	**191**	**694**	**97**	**90**	**60**
		28%	***48%***	***24%***	***30%***	***38%***	***44%***	***37%***	***49%***	***35%***	***40%***	***37%***	***36%***	***34%***	***25%***
5	(5)	20	15	-	3	1	3	1	6	375	97	381	56	56	27
		13%	*26%*	-	*30%*	*9%*	*24%*	*7%*	*22%*	*21%*	*20%*	*20%*	*21%*	*21%*	*11%*
6	(6)	23	13	4	-	4	3	3	7	265	94	313	41	34	32
		15%	*21%*	*24%*	-	*28%*	*20%*	*30%*	*27%*	*14%*	*20%*	*16%*	*15%*	*13%*	*14%*
NET : HIGH ATTRIBUTION		**52**	**13**	**9**	**4**	**9**	**7**	**6**	**14**	**782**	**178**	**791**	**77**	**90**	**135**
		34%	***22%***	***52%***	***52%***	***62%***	***51%***	***63%***	***49%***	***43%***	***37%***	***42%***	***29%***	***34%***	***57%***
7	(7)	19	9	1	1	7	2	2	6	358	74	359	34	40	47
		12%	*15%*	*7%*	*14%*	*51%*	*14%*	*25%*	*20%*	*20%*	*15%*	*19%*	*13%*	*15%*	*20%*
8	(8)	14	5	3	3	-	3	-	5	268	54	266	31	30	57
		9%	*8%*	*15%*	*38%*	-	*19%*	-	*18%*	*15%*	*11%*	*14%*	*11%*	*11%*	*24%*
9	(9)	13	-	2	-	2	2	-	1	69	24	78	5	6	18
		8%	-	*10%*	-	*11%*	*17%*	-	*3%*	*4%*	*5%*	*4%*	*2%*	*2%*	*7%*
10 - Completely	(10)	7	-	3	-	-	-	4	2	88	27	88	8	14	13
		5%	-	*20%*	-	-	-	*38%*	*7%*	*5%*	*6%*	*5%*	*3%*	*5%*	*6%*
Mean Score		**5.21**	**4.89**	**6.84**	**6.05**	**6.75**	**6.67**	**7.68**	**6.66**	**5.78**	**5.79**	**5.80**	**5.04**	**5.19**	**6.33**
Standard Deviation		**2.68**	**2.10**	**2.48**	**2.02**	**1.05**	**1.72**	**1.98**	**1.57**	**2.32**	**2.24**	**2.26**	**2.38**	**2.54**	**2.34**
Standard Error		**0.25**	**0.33**	**0.72**	**0.83**	**0.37**	**0.54**	**0.81**	**0.35**	**0.05**	**0.11**	**0.05**	**0.14**	**0.15**	**0.15**

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q9c News source rating - helps me make up my mind - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		NET : Freesheet newspapers	NET : Nation specific newspapers	NET : Any local newspapers	NET : Any newspapers	NET : Commercial radio stations	NET : Any radio station	NET : TV broadbcaster websites or apps	NET : National popular newspaper websites or apps
Unweighted base		56	94	81	838	195	744	740	39
Weighted base		82	34	64	756	247	784	917	47
NET : LOW ATTRIBUTION		**18**	**11**	**28**	**214**	**50**	**154**	**146**	**26**
		22%	***32%***	***44%***	***28%***	***20%***	***20%***	***16%***	***57%***
1 - Not at all	(1)	2	5	19	76	23	51	44	2
		2%	*15%*	*30%*	*10%*	*9%*	*7%*	*5%*	*4%*
2	(2)	3	*	4	33	7	27	14	5
		3%	*1%*	*6%*	*4%*	*3%*	*3%*	*2%*	*11%*
3	(3)	4	3	3	41	6	29	34	9
		5%	*9%*	*4%*	*5%*	*3%*	*4%*	*4%*	*19%*
4	(4)	10	2	3	63	14	47	54	10
		12%	*7%*	*4%*	*8%*	*6%*	*6%*	*6%*	*22%*
NET : MEDIUM ATTRIBUTION		**40**	**11**	**15**	**255**	**122**	**250**	**312**	**11**
		49%	***33%***	***24%***	***34%***	***50%***	***32%***	***34%***	***23%***
5	(5)	23	4	9	144	72	129	159	3
		27%	*12%*	*15%*	*19%*	*29%*	*16%*	*17%*	*6%*
6	(6)	18	7	6	111	51	121	152	8
		22%	*21%*	*9%*	*15%*	*21%*	*15%*	*17%*	*17%*
NET : HIGH ATTRIBUTION		**24**	**12**	**21**	**287**	**74**	**380**	**460**	**9**
		29%	***35%***	***32%***	***38%***	***30%***	***48%***	***50%***	***20%***
7	(7)	16	4	6	118	43	163	193	5
		19%	*12%*	*10%*	*16%*	*18%*	*21%*	*21%*	*10%*
8	(8)	7	5	11	109	11	134	191	2
		8%	*13%*	*17%*	*14%*	*4%*	*17%*	*21%*	*4%*
9	(9)	1	3	2	31	8	38	45	-
		2%	*8%*	*3%*	*4%*	*3%*	*5%*	*5%*	-
10 - Completely	(10)	-	1	2	28	12	44	30	3
		-	*2%*	*2%*	*4%*	*5%*	*6%*	*3%*	*6%*
Mean Score		**5.51**	**5.37**	**4.55**	**5.52**	**5.50**	**6.06**	**6.20**	**4.67**
Standard Deviation		**1.65**	**2.59**	**2.93**	**2.39**	**2.16**	**2.27**	**2.04**	**2.24**
Standard Error		**0.22**	**0.27**	**0.33**	**0.08**	**0.15**	**0.08**	**0.07**	**0.36**

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q9c News source rating - helps me make up my mind - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		NET : National midmarket newspaper websites or apps	NET : National quality newspaper websites or apps	NET : Freesheet newspaper websites or apps	NET : National newspaper websites or apps	NET : Newspaper websites (inc National & Local) or apps	NET : Any website or app
Unweighted base		116	159	18	288	288	1108
Weighted base		140	205	28	360	360	1307
NET : LOW ATTRIBUTION		**59**	**21**	**4**	**83**	**87**	**310**
		42%	***10%***	***14%***	***23%***	***24%***	***24%***
1 - Not at all	(1)	16	7	-	21	21	76
		12%	*3%*	-	*6%*	*6%*	*6%*
2	(2)	14	2	-	15	16	30
		10%	*1%*	-	*4%*	*4%*	*2%*
3	(3)	13	6	-	18	17	78
		9%	*3%*	-	*5%*	*5%*	*6%*
4	(4)	16	7	4	29	33	127
		12%	*3%*	*14%*	*8%*	*9%*	*10%*
NET : MEDIUM ATTRIBUTION		**39**	**69**	**14**	**126**	**121**	**489**
		28%	***34%***	***52%***	***35%***	***34%***	***37%***
5	(5)	25	23	7	54	54	245
		18%	*11%*	*27%*	*15%*	*15%*	*19%*
6	(6)	13	46	7	72	67	245
		10%	*22%*	*24%*	*20%*	*19%*	*19%*
NET : HIGH ATTRIBUTION		**42**	**115**	**10**	**150**	**152**	**507**
		30%	***56%***	***35%***	***42%***	***42%***	***39%***
7	(7)	23	59	7	76	78	252
		17%	*29%*	*26%*	*21%*	*22%*	*19%*
8	(8)	10	41	1	52	52	168
		7%	*20%*	*5%*	*14%*	*14%*	*13%*
9	(9)	3	5	1	7	7	51
		2%	*2%*	*3%*	*2%*	*2%*	*4%*
10 - Completely	(10)	6	10	-	16	16	36
		4%	*5%*	-	*4%*	*4%*	*3%*
Mean Score		**4.86**	**6.49**	**5.92**	**5.81**	**5.79**	**5.74**
Standard Deviation		**2.45**	**1.82**	**1.28**	**2.16**	**2.18**	**2.09**
Standard Error		**0.23**	**0.14**	**0.30**	**0.13**	**0.13**	**0.06**

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Q9c News source rating - helps me make up my mind - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		NET : BBC TV or BBC website or App	NET : ITV/ ITV Wales/ STV/UTV channel or ITV or ITN or STV or UTV website or app	NET : Channel 4 channel or Channel 4 website or app	NET : Sky News channel or Sky News website or app	NET : Sun newspaper or Sun website or app	NET : Times/ Sunday Times newspaper or Times/ Sunday Times website or app	NET : Daily Star/Sunday Star newspapers or Daily Star website or app	NET : Daily/ Sunday Express newspaper or Daily Express website or app	NET : Daily Mail/Mail on Sunday newspaper or Daily Mail website or app	NET : Metro newspaper or Metro website or app	NET : Daily/ Sunday Mirror newspaper or Daily Mirror website or app	NET : Daily/ Sunday Telegraph newspaper or Telegraph website or app	NET : Guardian/ Observer newspaper or Guardian/ Observer website or app	NET : Independent (Daily or Sunday) newspaper or Independent website or app	NET : Evening Standard newspaper or Evening Standard website or app	NET : Financial Times newspaper or Financial Times website or app
Unweighted base		1943	981	201	452	200	116	38	74	340	59	130	109	147	39	30	22
Weighted base		1937	860	235	520	195	126	35	70	340	86	124	115	181	49	48	32
NET : LOW ATTRIBUTION		**440**	**213**	**42**	**114**	**76**	**25**	**14**	**27**	**122**	**22**	**45**	**18**	**27**	**5**	**16**	**5**
		23%	***25%***	***18%***	***22%***	***39%***	***20%***	***40%***	***39%***	***36%***	***25%***	***36%***	***16%***	***15%***	***11%***	***32%***	***17%***
1 - Not at all	(1)	171	62	12	40	26	8	8	6	45	3	10	8	11	1	2	3
		9%	*7%*	*5%*	*8%*	*13%*	*7%*	*22%*	*9%*	*13%*	*4%*	*8%*	*7%*	*6%*	*3%*	*4%*	*8%*
2	(2)	51	38	7	6	16	6	2	3	25	1	8	1	-	-	2	3
		3%	*4%*	*3%*	*1%*	*8%*	*5%*	*6%*	*4%*	*7%*	*2%*	*7%*	*1%*	-	-	*4%*	*9%*
3	(3)	86	38	9	27	11	8	2	4	26	6	17	4	6	2	2	-
		4%	*4%*	*4%*	*5%*	*6%*	*6%*	*4%*	*6%*	*8%*	*8%*	*13%*	*3%*	*4%*	*4%*	*4%*	-
4	(4)	133	75	14	41	23	3	3	14	25	10	10	6	9	2	10	-
		7%	*9%*	*6%*	*8%*	*12%*	*2%*	*8%*	*20%*	*7%*	*12%*	*8%*	*5%*	*5%*	*4%*	*21%*	-
NET : MEDIUM ATTRIBUTION		**652**	**312**	**86**	**195**	**63**	**43**	**13**	**23**	**108**	**42**	**49**	**42**	**37**	**23**	**21**	**9**
		34%	***36%***	***36%***	***38%***	***33%***	***34%***	***38%***	***33%***	***32%***	***49%***	***39%***	***37%***	***21%***	***47%***	***44%***	***29%***
5	(5)	370	167	47	109	38	20	10	14	61	27	30	18	19	11	6	1
		19%	*19%*	*20%*	*21%*	*20%*	*16%*	*27%*	*20%*	*18%*	*32%*	*24%*	*16%*	*11%*	*22%*	*12%*	*4%*
6	(6)	282	145	39	86	25	23	4	9	47	15	19	24	18	13	15	8
		15%	*17%*	*16%*	*17%*	*13%*	*18%*	*11%*	*13%*	*14%*	*17%*	*15%*	*21%*	*10%*	*25%*	*31%*	*25%*
NET : HIGH ATTRIBUTION		**845**	**335**	**107**	**210**	**55**	**59**	**8**	**19**	**110**	**22**	**31**	**54**	**117**	**21**	**12**	**17**
		44%	***39%***	***46%***	***40%***	***28%***	***46%***	***22%***	***28%***	***32%***	***26%***	***25%***	***47%***	***65%***	***42%***	***24%***	***54%***
7	(7)	348	157	53	89	25	23	4	8	52	13	11	30	48	10	12	4
		18%	*18%*	*23%*	*17%*	*13%*	*18%*	*10%*	*11%*	*15%*	*15%*	*9%*	*26%*	*26%*	*21%*	*24%*	*13%*
8	(8)	311	114	29	65	21	22	2	4	38	7	13	17	50	7	-	4
		16%	*13%*	*12%*	*12%*	*11%*	*17%*	*6%*	*6%*	*11%*	*8%*	*10%*	*15%*	*28%*	*14%*	-	*12%*
9	(9)	85	34	9	32	2	6	-	4	3	2	3	4	9	1	-	6
		4%	*4%*	*4%*	*6%*	*1%*	*5%*	-	*5%*	*1%*	*3%*	*2%*	*4%*	*5%*	*1%*	-	*20%*
10 - Completely	(10)	100	29	16	24	6	8	2	3	17	-	4	3	10	3	-	3
		5%	*3%*	*7%*	*5%*	*3%*	*6%*	*6%*	*5%*	*5%*	-	*3%*	*2%*	*6%*	*6%*	-	*9%*
Mean Score		**5.83**	**5.66**	**6.06**	**5.83**	**4.92**	**6.00**	**4.56**	**5.20**	**5.08**	**5.35**	**5.02**	**6.03**	**6.56**	**6.21**	**5.24**	**6.54**
Standard Deviation		**2.35**	**2.23**	**2.18**	**2.25**	**2.43**	**2.36**	**2.60**	**2.34**	**2.52**	**1.74**	**2.27**	**2.02**	**2.15**	**1.83**	**1.62**	**2.72**
Standard Error		**0.05**	**0.07**	**0.15**	**0.11**	**0.17**	**0.22**	**0.42**	**0.27**	**0.14**	**0.23**	**0.20**	**0.19**	**0.18**	**0.29**	**0.30**	**0.58**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q9c News source rating - Is of high quality - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		BBC Television	ITV/ITV WALES/ UTV/STV	Channel 4 (TV Channel)	S4C	Channel 5	RTE Channels\ TG3/TG4	Sky News Channel	CNN	Fox News	Euronews	Al Jazeera	RT (Russia Today)	Zee TV	PTV	Star Plus	Bangla TV	CCTV News (China)	The Sun / Sun on Sunday newspapers	The Daily Mail or Mail on Sunday newspapers
Unweighted base		1688	947	184	14	64	17	363	45	21	14	57	40	1	1	1	5	5	184	250
Weighted base		1600	819	210	4	67	4	397	55	21	16	56	29	2	1	2	8	6	176	229
NET : LOW ATTRIBUTION		**100**	**56**	**19**	*	**6**	*	**25**	**6**	**10**	**1**	**5**	**6**	-	-	-	-	**3**	**52**	**37**
		6%	***7%***	***9%***	***5%***	***9%***	***4%***	***6%***	***11%***	***50%***	***3%***	***9%***	***20%***	-	-	-	-	***52%***	***29%***	***16%***
1 - Not at all	(1)	21	7	3	-	2	*	6	*	3	-	-	1	-	-	-	-	-	15	6
		1%	*1%*	*2%*	-	*3%*	*4%*	*1%*	*1%*	*14%*	-	-	*5%*	-	-	-	-	-	*8%*	*3%*
2	(2)	9	6	-	-	2	-	1	-	-	-	*	-	-	-	-	-	2	6	4
		1%	*1%*	-	-	*3%*	-	*	-	-	-	*1%*	-	-	-	-	-	*35%*	*3%*	*2%*
3	(3)	27	16	6	-	1	-	5	3	2	-	3	-	-	-	-	-	-	11	7
		2%	*2%*	*3%*	-	*1%*	-	*1%*	*6%*	*9%*	-	*5%*	-	-	-	-	-	-	*6%*	*3%*
4	(4)	43	27	10	*	1	-	13	3	6	1	2	5	-	-	-	-	1	20	20
		3%	*3%*	*5%*	*5%*	*1%*	-	*3%*	*5%*	*28%*	*3%*	*3%*	*16%*	-	-	-	-	*17%*	*11%*	*9%*
NET : MEDIUM ATTRIBUTION		**337**	**247**	**47**	*	**24**	**1**	**111**	**18**	**5**	**9**	**26**	**9**	-	**1**	**2**	**8**	**1**	**69**	**83**
		21%	***30%***	***22%***	***5%***	***35%***	***20%***	***28%***	***33%***	***24%***	***57%***	***46%***	***31%***	-	***100%***	***100%***	***100%***	***17%***	***39%***	***36%***
5	(5)	173	124	25	*	13	*	51	6	3	3	12	4	-	1	2	6	1	42	44
		11%	*15%*	*12%*	*5%*	*20%*	*5%*	*13%*	*10%*	*15%*	*22%*	*21%*	*15%*	-	*100%*	*100%*	*80%*	*17%*	*24%*	*19%*
6	(6)	164	123	22	-	10	1	60	13	2	6	14	5	-	-	-	2	-	27	39
		10%	*15%*	*10%*	-	*15%*	*16%*	*15%*	*23%*	*9%*	*35%*	*25%*	*17%*	-	-	-	*20%*	-	*16%*	*17%*
NET : HIGH ATTRIBUTION		**1163**	**516**	**145**	**3**	**38**	**3**	**262**	**31**	**5**	**6**	**25**	**14**	**2**	-	-	-	**2**	**56**	**108**
		73%	***63%***	***69%***	***89%***	***56%***	***76%***	***66%***	***56%***	***26%***	***40%***	***45%***	***49%***	***100%***	-	-	-	***32%***	***32%***	***47%***
7	(7)	360	211	70	1	16	1	99	13	*	4	15	5	2	-	-	-	-	18	55
		22%	*26%*	*34%*	*35%*	*24%*	*37%*	*25%*	*23%*	*1%*	*24%*	*26%*	*18%*	*100%*	-	-	-	-	*10%*	*24%*
8	(8)	439	198	35	1	10	1	86	10	1	1	4	4	-	-	-	-	2	27	29
		27%	*24%*	*17%*	*30%*	*15%*	*21%*	*22%*	*19%*	*7%*	*6%*	*7%*	*14%*	-	-	-	-	*28%*	*15%*	*13%*
9	(9)	175	44	23	-	5	1	45	6	1	*	4	2	-	-	-	-	*	3	13
		11%	*5%*	*11%*	*11%*	*8%*	*18%*	*11%*	*11%*	*5%*	*2%*	*7%*	*6%*	-	-	-	-	*4%*	*2%*	*6%*
10 - Completely	(10)	189	63	16	*	6	-	32	1	3	1	3	3	-	-	-	-	-	8	11
		12%	*8%*	*8%*	*13%*	*9%*	-	*8%*	*3%*	*13%*	*8%*	*5%*	*11%*	-	-	-	-	-	*4%*	*5%*
Mean Score		**7.27**	**6.86**	**6.93**	**7.64**	**6.61**	**7.09**	**7.03**	**6.64**	**5.17**	**6.46**	**6.36**	**6.38**	**7.00**	**5.00**	**5.00**	**5.20**	**4.77**	**5.43**	**6.20**
Standard Deviation		**1.83**	**1.73**	**1.82**	**1.73**	**2.09**	**1.93**	**1.78**	**1.75**	**2.81**	**1.48**	**1.67**	**2.22**	-	-	-	**0.43**	**2.75**	**2.27**	**1.95**
Standard Error		**0.04**	**0.06**	**0.13**	**0.46**	**0.26**	**0.47**	**0.09**	**0.26**	**0.61**	**0.40**	**0.22**	**0.35**	-	-	-	**0.19**	**1.23**	**0.17**	**0.12**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q9c News source rating - Is of high quality - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		The Daily or Sunday Star newspapers	The Daily or Sunday Express newspapers	The Daily or Sunday Mirror newspapers	The Guardian or Observer newspapers	The i newspaper	The Times or Sunday Times newspapers	The Daily or Sunday Telegraph newspapers	The Financial Times newspaper	The Morning Star newspaper	The Herald/ Sunday Herald newspapers	The Scotsman/ Scotland on Sunday newspapers	The Daily Record/ Sunday Mail newspapers	The Belfast Telegraph/ Sunday Life newspapers	The Irish News newspaper	The News Letter newspaper	The Western Mail/Wales on Sunday newspaper	South Wales Echo	The Metro newspaper
Unweighted base		34	64	114	68	38	102	74	11	1	4	3	31	33	21	8	7	1	49
Weighted base		31	57	104	79	36	108	67	15	*	2	3	19	6	4	2	2	*	72
NET : LOW ATTRIBUTION		**9**	**9**	**20**	**1**	**-**	**4**	**1**	**-**	*****	**-**	**-**	**4**	**1**	*****	**-**	**-**	**-**	**7**
		28%	***16%***	***19%***	***1%***	**-**	***3%***	***2%***	**-**	***100%***	**-**	**-**	***20%***	***11%***	***5%***	**-**	**-**	**-**	***10%***
1 - Not at all	(1)	5	2	5	-	-	*	-	-	-	-	-	*	-	-	-	-	-	2
		16%	*3%*	*5%*	-	-	*	-	-	-	-	-	*2%*	-	-	-	-	-	*3%*
2	(2)	1	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3
		3%	*4%*	*2%*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*4%*
3	(3)	1	2	2	1	-	1	-	-	-	-	-	1	1	*	-	-	-	1
		2%	*3%*	*2%*	*1%*	-	*1%*	-	-	-	-	-	*6%*	*11%*	*5%*	-	-	-	*1%*
4	(4)	2	3	11	-	-	2	1	-	*	-	-	2	-	-	-	-	-	1
		7%	*6%*	*11%*	-	-	*2%*	*2%*	-	*100%*	-	-	*12%*	-	-	-	-	-	*1%*
NET : MEDIUM ATTRIBUTION		**14**	**18**	**50**	**14**	**4**	**24**	**17**	**7**	**-**	**1**	**3**	**11**	**1**	*****	**-**	**1**	**-**	**39**
		43%	***31%***	***48%***	***17%***	***11%***	***22%***	***25%***	***47%***	**-**	***22%***	***100%***	***55%***	***19%***	***5%***	**-**	***43%***	**-**	***55%***
5	(5)	11	12	31	6	1	13	8	1	-	1	2	7	-	-	-	*	-	29
		35%	*22%*	*29%*	*7%*	*2%*	*12%*	*12%*	*7%*	-	*22%*	*57%*	*37%*	-	-	-	*14%*	-	*41%*
6	(6)	3	5	19	8	3	11	9	6	-	-	1	4	1	*	-	*	-	10
		9%	*10%*	*18%*	*10%*	*8%*	*10%*	*14%*	*41%*	-	-	*43%*	*19%*	*19%*	*5%*	-	*29%*	-	*14%*
NET : HIGH ATTRIBUTION		**9**	**30**	**34**	**65**	**32**	**81**	**49**	**8**	**-**	**2**	**-**	**5**	**4**	**3**	**2**	**1**	*****	**26**
		29%	***52%***	***33%***	***82%***	***89%***	***75%***	***73%***	***53%***	**-**	***78%***	**-**	***25%***	***70%***	***90%***	***100%***	***57%***	***100%***	***36%***
7	(7)	3	16	14	10	8	33	19	1	-	1	-	1	1	1	1	1	-	15
		11%	*27%*	*14%*	*13%*	*22%*	*30%*	*28%*	*7%*	-	*42%*	-	*6%*	*21%*	*14%*	*29%*	*44%*	-	*20%*
8	(8)	4	6	12	22	15	23	15	4	-	*	-	2	1	2	1	-	-	8
		11%	*11%*	*12%*	*28%*	*43%*	*21%*	*22%*	*26%*	-	*19%*	-	*11%*	*23%*	*47%*	*54%*	-	-	*11%*
9	(9)	-	5	4	18	4	11	10	2	-	*	-	1	1	1	*	*	*	-
		-	*9%*	*3%*	*22%*	*12%*	*11%*	*16%*	*10%*	-	*17%*	-	*5%*	*15%*	*21%*	*8%*	*14%*	*100%*	-
10 - Completely	(10)	2	3	4	15	4	13	5	1	-	-	-	*	1	*	*	-	-	3
		6%	*4%*	*4%*	*19%*	*12%*	*12%*	*7%*	*9%*	-	-	-	*2%*	*10%*	*8%*	*8%*	-	-	*4%*
Mean Score		**5.11**	**6.20**	**5.76**	**8.01**	**7.91**	**7.35**	**7.32**	**7.20**	**4.00**	**7.08**	**5.43**	**5.64**	**7.21**	**7.89**	**7.96**	**6.71**	**9.00**	**5.81**
Standard Deviation		**2.51**	**2.13**	**1.98**	**1.54**	**1.19**	**1.63**	**1.48**	**1.50**	**-**	**1.73**	**0.63**	**1.81**	**2.10**	**1.67**	**-**	**-**	**-**	**1.82**
Standard Error		**0.43**	**0.27**	**0.19**	**0.19**	**0.19**	**0.16**	**0.17**	**0.45**	**-**	**0.86**	**0.36**	**0.32**	**0.36**	**0.36**	**-**	**-**	**-**	**0.26**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q9c News source rating - Is of high quality - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		The Evening Standard newspaper	Your local daily newspaper	The People newspaper	Sunday Post	Sunday World newspaper	Your local paid weekly newspaper	Your local free weekly newspaper	BBC Radio	Classic FM	TalkSport	Heart FM	Absolute Radio	Capital	Real Radio	Smooth Radio	BBC Website or app	ITV or ITN website or app	STV website or app	UTV website or app	Channel 4 website or app	Sky News website or app
Unweighted base		23	103	11	9	10	54	30	641	44	28	69	19	50	7	29	661	50	10	6	21	153
Weighted base		36	92	10	6	2	35	30	652	43	33	92	32	78	6	41	811	66	7	2	28	203
NET : LOW ATTRIBUTION		**9**	**11**	**3**	**1**	*****	**7**	**15**	**31**	**5**	**1**	**12**	**5**	**9**	**2**	**4**	**28**	**4**	**1**	*****	**2**	**11**
		25%	***12%***	***25%***	***19%***	***16%***	***20%***	***49%***	***5%***	***11%***	***4%***	***13%***	***15%***	***11%***	***34%***	***9%***	***3%***	***7%***	***7%***	***18%***	***8%***	***5%***
1 - Not at all	(1)	2	5	1	-	-	*	3	5	2	-	2	2	2	-	-	3	-	-	-	-	1
		5%	*5%*	*10%*	-	-	*1%*	*11%*	*1%*	*5%*	-	*2%*	*5%*	*2%*	-	-	*	-	-	-	-	*
2	(2)	-	-	-	-	-	1	4	5	-	*	-	-	2	-	1	7	3	-	-	*	-
		-	-	-	-	-	*3%*	*12%*	*1%*	-	*1%*	-	-	*3%*	-	*2%*	*1%*	*5%*	-	-	*1%*	-
3	(3)	2	3	-	1	-	-	2	1	*	-	2	2	-	-	-	5	-	-	*	-	2
		5%	*4%*	-	*19%*	-	-	*5%*	*	*1%*	-	*2%*	*5%*	-	-	-	*1%*	-	-	*18%*	-	*1%*
4	(4)	5	4	2	-	*	6	6	19	2	1	9	1	5	2	3	13	1	1	-	2	7
		14%	*4%*	*16%*	-	*16%*	*17%*	*21%*	*3%*	*5%*	*3%*	*9%*	*5%*	*6%*	*34%*	*7%*	*2%*	*1%*	*7%*	-	*7%*	*4%*
NET : MEDIUM ATTRIBUTION		**15**	**25**	**4**	**2**	**1**	**11**	**3**	**158**	**15**	**14**	**48**	**10**	**42**	**4**	**14**	**222**	**22**	**3**	**1**	**6**	**67**
		40%	***28%***	***36%***	***33%***	***29%***	***32%***	***11%***	***24%***	***34%***	***43%***	***52%***	***32%***	***54%***	***63%***	***34%***	***27%***	***33%***	***41%***	***55%***	***23%***	***33%***
5	(5)	7	13	2	*	-	8	3	71	7	4	21	6	23	2	9	111	6	3	-	-	38
		19%	*14%*	*18%*	*8%*	-	*22%*	*9%*	*11%*	*16%*	*12%*	*22%*	*19%*	*30%*	*31%*	*23%*	*14%*	*9%*	*35%*	-	-	*19%*
6	(6)	8	13	2	1	1	4	1	87	8	10	27	4	19	2	5	111	15	*	1	6	28
		22%	*14%*	*18%*	*25%*	*29%*	*11%*	*2%*	*13%*	*19%*	*31%*	*30%*	*13%*	*24%*	*31%*	*12%*	*14%*	*23%*	*6%*	*55%*	*23%*	*14%*
NET : HIGH ATTRIBUTION		**13**	**55**	**4**	**3**	**1**	**17**	**12**	**463**	**24**	**17**	**32**	**17**	**27**	*****	**23**	**561**	**40**	**4**	**1**	**19**	**126**
		35%	***60%***	***38%***	***47%***	***55%***	***47%***	***40%***	***71%***	***55%***	***53%***	***35%***	***54%***	***34%***	***3%***	***56%***	***69%***	***61%***	***52%***	***28%***	***69%***	***62%***
7	(7)	9	20	-	*	1	6	5	130	13	9	16	12	10	-	15	187	20	2	-	5	52
		25%	*22%*	-	*8%*	*32%*	*17%*	*16%*	*20%*	*30%*	*26%*	*17%*	*37%*	*12%*	-	*36%*	*23%*	*30%*	*31%*	-	*17%*	*26%*
8	(8)	3	18	1	2	*	8	2	170	3	6	6	*	14	*	3	209	14	2	-	8	40
		7%	*20%*	*10%*	*39%*	*15%*	*23%*	*7%*	*26%*	*6%*	*17%*	*6%*	*1%*	*18%*	*3%*	*8%*	*26%*	*21%*	*21%*	-	*28%*	*20%*
9	(9)	1	10	-	-	-	2	3	94	2	2	5	5	2	-	1	92	5	-	-	1	11
		3%	*10%*	-	-	-	*5%*	*11%*	*14%*	*4%*	*6%*	*6%*	*15%*	*2%*	-	*3%*	*11%*	*7%*	-	-	*3%*	*5%*
10 - Completely	(10)	-	7	3	-	*	1	2	69	6	1	5	-	2	-	4	74	2	-	1	6	23
		-	*8%*	*29%*	-	*8%*	*3%*	*6%*	*11%*	*15%*	*4%*	*5%*	-	*2%*	-	*9%*	*9%*	*3%*	-	*28%*	*20%*	*11%*
Mean Score		**5.60**	**6.66**	**6.36**	**6.21**	**6.61**	**6.20**	**5.16**	**7.33**	**6.62**	**6.71**	**6.13**	**6.18**	**5.98**	**5.07**	**6.53**	**7.21**	**6.71**	**6.24**	**6.57**	**7.45**	**6.94**
Standard Deviation		**1.83**	**2.15**	**3.00**	**2.04**	**2.14**	**1.88**	**2.82**	**1.74**	**2.15**	**1.43**	**1.75**	**1.99**	**1.72**	**1.06**	**1.75**	**1.66**	**1.64**	**1.42**	**-**	**1.81**	**1.72**
Standard Error		**0.38**	**0.21**	**0.90**	**0.68**	**0.68**	**0.26**	**0.52**	**0.07**	**0.32**	**0.27**	**0.21**	**0.46**	**0.24**	**0.40**	**0.32**	**0.06**	**0.23**	**0.45**	**-**	**0.40**	**0.14**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q9c News source rating - Is of high quality - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		The Sun website or app	The Daily Mail website or app	The Daily Star website	The Daily Express website or app	The Daily Mirror website or app	The Guardian or Observer website or app	The Independent website or app	The Times or Sunday Times website or app	The Telegraph website or app	The Financial Times website or app	The Metro website or app	The Evening Standard website or app	The New York Times website or app	Facebook	Twitter	Google News (Search Engine just for news)	Yahoo News	MSN News	AOL News	YouTube
Unweighted base		18	109	4	12	22	99	39	22	37	11	13	8	11	391	115	67	47	30	6	119
Weighted base		21	134	4	14	28	125	49	28	49	16	19	13	14	439	140	85	59	34	11	152
NET : LOW ATTRIBUTION		**9**	**42**	**3**	**5**	**9**	**6**	**4**	**-**	**3**	**2**	**3**	**2**	**4**	**155**	**37**	**8**	**14**	**13**	**6**	**47**
		44%	***31%***	***84%***	***35%***	***33%***	***5%***	***7%***	**-**	***6%***	***11%***	***17%***	***12%***	***25%***	***35%***	***26%***	***9%***	***24%***	***39%***	***54%***	***31%***
1 - Not at all	(1)	-	5	-	-	-	-	1	-	-	-	-	-	2	34	5	2	2	2	2	7
		-	*3%*	-	-	-	-	*1%*	-	-	-	-	-	*14%*	*8%*	*4%*	*2%*	*4%*	*6%*	*19%*	*5%*
2	(2)	1	14	2	-	1	-	-	-	-	2	-	-	-	14	5	-	2	1	-	7
		3%	*11%*	*52%*	-	*2%*	-	-	-	-	*11%*	-	-	-	*3%*	*3%*	-	*3%*	*3%*	-	*4%*
3	(3)	5	12	-	1	8	2	3	-	2	-	-	-	-	50	9	2	9	2	-	18
		22%	*9%*	-	*8%*	*28%*	*2%*	*6%*	-	*4%*	-	-	-	-	*11%*	*6%*	*2%*	*15%*	*5%*	-	*12%*
4	(4)	4	11	1	4	1	4	*	-	1	-	3	2	2	57	18	4	1	8	4	15
		20%	*9%*	*32%*	*27%*	*3%*	*3%*	*	-	*2%*	-	*17%*	*12%*	*10%*	*13%*	*13%*	*5%*	*2%*	*25%*	*35%*	*10%*
NET : MEDIUM ATTRIBUTION		**4**	**42**	**1**	**5**	**9**	**20**	**11**	**6**	**12**	**1**	**7**	**6**	**2**	**171**	**48**	**37**	**23**	**11**	**2**	**47**
		19%	***31%***	***16%***	***36%***	***33%***	***16%***	***23%***	***23%***	***24%***	***8%***	***37%***	***45%***	***11%***	***39%***	***34%***	***43%***	***40%***	***33%***	***19%***	***31%***
5	(5)	3	20	*	3	6	10	4	3	6	-	3	-	2	109	29	18	10	8	1	26
		15%	*15%*	*8%*	*22%*	*22%*	*8%*	*8%*	*10%*	*12%*	-	*17%*	-	*11%*	*25%*	*21%*	*21%*	*17%*	*24%*	*14%*	*17%*
6	(6)	1	22	*	2	3	9	7	4	6	1	4	6	-	62	19	18	13	3	1	21
		4%	*16%*	*8%*	*15%*	*12%*	*8%*	*15%*	*13%*	*13%*	*8%*	*20%*	*45%*	-	*14%*	*13%*	*22%*	*22%*	*9%*	*5%*	*14%*
NET : HIGH ATTRIBUTION		**8**	**50**	**-**	**4**	**9**	**99**	**34**	**22**	**34**	**13**	**9**	**6**	**9**	**113**	**55**	**40**	**21**	**9**	**3**	**58**
		36%	***38%***	**-**	***28%***	***34%***	***79%***	***70%***	***77%***	***69%***	***81%***	***46%***	***43%***	***65%***	***26%***	***39%***	***47%***	***36%***	***28%***	***27%***	***38%***
7	(7)	4	22	-	2	8	31	18	9	17	2	3	4	4	49	23	18	5	4	-	28
		21%	*16%*	-	*13%*	*30%*	*25%*	*37%*	*32%*	*35%*	*9%*	*14%*	*31%*	*28%*	*11%*	*16%*	*21%*	*8%*	*12%*	-	*18%*
8	(8)	-	18	-	2	-	43	9	6	11	3	2	2	3	38	19	13	15	-	3	18
		-	*13%*	-	*14%*	-	*35%*	*18%*	*20%*	*22%*	*17%*	*10%*	*12%*	*19%*	*9%*	*13%*	*16%*	*25%*	-	*27%*	*12%*
9	(9)	2	4	-	*	-	14	1	5	6	7	2	-	3	13	8	5	-	-	-	7
		7%	*3%*	-	*2%*	-	*11%*	*3%*	*18%*	*12%*	*44%*	*10%*	-	*18%*	*3%*	*6%*	*5%*	-	-	-	*5%*
10 - Completely	(10)	2	6	-	-	1	11	6	2	-	2	2	-	-	13	6	5	2	5	-	5
		8%	*5%*	-	-	*3%*	*9%*	*12%*	*7%*	-	*11%*	*12%*	-	-	*3%*	*4%*	*6%*	*3%*	*16%*	-	*3%*
Mean Score		**5.44**	**5.54**	**3.20**	**5.46**	**5.24**	**7.43**	**6.96**	**7.45**	**6.86**	**7.74**	**6.62**	**6.31**	**6.16**	**5.13**	**5.78**	**6.41**	**5.71**	**5.43**	**4.74**	**5.55**
Standard Deviation		**2.34**	**2.32**	**1.58**	**1.67**	**1.88**	**1.54**	**1.81**	**1.39**	**1.48**	**2.37**	**2.02**	**1.12**	**2.68**	**2.16**	**2.16**	**1.82**	**2.15**	**2.50**	**2.55**	**2.21**
Standard Error		**0.55**	**0.22**	**0.79**	**0.48**	**0.40**	**0.15**	**0.29**	**0.30**	**0.24**	**0.71**	**0.56**	**0.40**	**0.81**	**0.11**	**0.20**	**0.22**	**0.31**	**0.46**	**1.04**	**0.20**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q9c News source rating - Is of high quality - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		Huffington Post	Vice	Private Eye magazine	The Economist magazine	The Week magazine	Time magazine	NET : Magazines (printed)	NET : PSB channels	NET : Digital channels	NET : Any TV Channel	NET : Popular newspapers	NET : Midmarket newspapers	NET : Quality newspapers	NET : Freesheet newspapers	NET : Nation specific newspapers
Unweighted base		40	12	6	8	10	6	20	1945	443	2008	286	297	236	56	94
Weighted base		59	17	9	14	14	10	28	1830	478	1898	268	268	239	82	34
NET : LOW ATTRIBUTION		**11**	**4**	**2**	**-**	**-**	**1**	**1**	**91**	**35**	**88**	**68**	**44**	**4**	**9**	**5**
		19%	***24%***	***18%***	**-**	**-**	***7%***	***3%***	***5%***	***7%***	***5%***	***26%***	***16%***	***2%***	***11%***	***14%***
1 - Not at all	(1)	3	-	-	-	-	-	-	17	5	17	21	8	*	2	*
		4%	-	-	-	-	-	-	*1%*	*1%*	*1%*	*8%*	*3%*	*	*2%*	*1%*
2	(2)	2	-	-	-	-	-	-	8	4	8	6	5	-	-	-
		3%	-	-	-	-	-	-	*	*1%*	*	*2%*	*2%*	*	-	-
3	(3)	2	3	2	-	-	-	-	23	9	21	12	9	2	5	2
		3%	*15%*	*18%*	-	-	-	-	*1%*	*2%*	*1%*	*4%*	*3%*	*1%*	*6%*	*6%*
4	(4)	5	1	-	-	-	1	1	43	17	41	30	22	3	2	2
		9%	*9%*	-	-	-	*7%*	*3%*	*2%*	*4%*	*2%*	*11%*	*8%*	*1%*	*3%*	*7%*
NET : MEDIUM ATTRIBUTION		**26**	**4**	**1**	**3**	**4**	**3**	**5**	**434**	**156**	**475**	**110**	**95**	**43**	**46**	**15**
		45%	***24%***	***9%***	***23%***	***29%***	***30%***	***18%***	***24%***	***33%***	***25%***	***41%***	***36%***	***18%***	***56%***	***45%***
5	(5)	16	-	1	1	-	-	2	201	69	194	63	53	19	25	8
		27%	-	*9%*	*9%*	-	-	*8%*	*11%*	*14%*	*10%*	*24%*	*20%*	*8%*	*30%*	*23%*
6	(6)	11	4	-	2	4	3	3	233	87	280	46	42	23	21	7
		18%	*24%*	-	*14%*	*29%*	*30%*	*10%*	*13%*	*18%*	*15%*	*17%*	*16%*	*10%*	*26%*	*21%*
NET : HIGH ATTRIBUTION		**21**	**9**	**6**	**11**	**10**	**6**	**22**	**1305**	**287**	**1336**	**90**	**129**	**192**	**28**	**14**
		36%	***52%***	***72%***	***77%***	***71%***	***63%***	***80%***	***71%***	***60%***	***70%***	***34%***	***48%***	***80%***	***33%***	***42%***
7	(7)	12	1	2	8	2	2	10	408	108	441	34	67	60	14	4
		20%	*7%*	*24%*	*54%*	*13%*	*25%*	*37%*	*22%*	*22%*	*23%*	*13%*	*25%*	*25%*	*17%*	*12%*
8	(8)	5	3	4	-	6	-	7	506	89	510	40	32	62	9	6
		8%	*15%*	*48%*	-	*41%*	-	*26%*	*28%*	*19%*	*27%*	*15%*	*12%*	*26%*	*11%*	*18%*
9	(9)	1	2	-	3	2	-	3	212	51	212	6	16	39	1	3
		2%	*10%*	-	*23%*	*17%*	-	*9%*	*12%*	*11%*	*11%*	*2%*	*6%*	*16%*	*1%*	*9%*
10 - Completely	(10)	4	3	-	-	-	4	2	179	39	173	10	14	31	3	1
		6%	*20%*	-	-	-	*38%*	*7%*	*10%*	*8%*	*9%*	*4%*	*5%*	*13%*	*4%*	*4%*
Mean Score		**5.81**	**6.84**	**6.55**	**7.14**	**7.47**	**7.61**	**7.33**	**7.26**	**6.88**	**7.23**	**5.58**	**6.19**	**7.65**	**5.94**	**6.28**
Standard Deviation		**2.03**	**2.48**	**2.02**	**1.23**	**1.12**	**2.11**	**1.37**	**1.73**	**1.82**	**1.69**	**2.18**	**1.98**	**1.52**	**1.70**	**1.88**
Standard Error		**0.32**	**0.72**	**0.83**	**0.44**	**0.36**	**0.86**	**0.31**	**0.04**	**0.09**	**0.04**	**0.13**	**0.11**	**0.10**	**0.23**	**0.19**

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Q9c News source rating - Is of high quality - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		NET : Any local newspapers	NET : Any newspapers	NET : Commercial radio stations	NET : Any radio station	NET : TV broadbcaster websites or apps	NET : National popular newspaper websites or apps	NET : National midmarket newspaper websites or apps	NET : National quality newspaper websites or apps
Unweighted base		81	838	195	744	740	39	116	159
Weighted base		64	756	247	784	917	47	140	205
NET : LOW ATTRIBUTION		**22**	**106**	**23**	**39**	**35**	**18**	**42**	**9**
		34%	***14%***	***9%***	***5%***	***4%***	***39%***	***30%***	***5%***
1 - Not at all	(1)	4	16	4	6	3	-	5	1
		6%	*2%*	*2%*	*1%*	*	-	*3%*	*
2	(2)	4	10	5	8	7	1	12	2
		7%	*1%*	*2%*	*1%*	*1%*	*2%*	*9%*	*1%*
3	(3)	2	20	2	3	6	11	13	3
		2%	*3%*	*1%*	*	*1%*	*24%*	*10%*	*1%*
4	(4)	12	61	12	22	20	6	11	4
		19%	*8%*	*5%*	*3%*	*2%*	*13%*	*8%*	*2%*
NET : MEDIUM ATTRIBUTION		**13**	**262**	**112**	**224**	**246**	**13**	**44**	**39**
		21%	***35%***	***45%***	***29%***	***27%***	***27%***	***31%***	***19%***
5	(5)	10	141	51	98	117	9	23	13
		16%	*19%*	*21%*	*12%*	*13%*	*18%*	*16%*	*6%*
6	(6)	3	122	61	126	129	4	21	26
		5%	*16%*	*25%*	*16%*	*14%*	*9%*	*15%*	*13%*
NET : HIGH ATTRIBUTION		**29**	**388**	**112**	**521**	**635**	**16**	**54**	**157**
		45%	***51%***	***45%***	***66%***	***69%***	***33%***	***39%***	***77%***
7	(7)	11	156	57	170	238	11	24	52
		18%	*21%*	*23%*	*22%*	*26%*	*24%*	*17%*	*25%*
8	(8)	10	133	22	178	226	-	20	61
		15%	*18%*	*9%*	*23%*	*25%*	-	*14%*	*30%*
9	(9)	5	54	18	94	94	2	5	24
		8%	*7%*	*7%*	*12%*	*10%*	*3%*	*3%*	*12%*
10 - Completely	(10)	3	45	15	78	77	3	6	20
		4%	*6%*	*6%*	*10%*	*8%*	*6%*	*4%*	*10%*
Mean Score		**5.70**	**6.43**	**6.37**	**7.16**	**7.16**	**5.31**	**5.60**	**7.39**
Standard Deviation		**2.43**	**1.95**	**1.81**	**1.76**	**1.62**	**2.07**	**2.28**	**1.61**
Standard Error		**0.27**	**0.07**	**0.13**	**0.06**	**0.06**	**0.33**	**0.21**	**0.13**

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Q9c News source rating - Is of high quality - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		NET : Freesheet newspaper websites or apps	NET : National newspaper websites or apps	NET : Newspaper websites (inc National & Local) or apps	NET : Any website or app	NET : BBC TV or BBC website or App	NET : ITV/ITV Wales/STV/UTV channel or ITV or ITN or STV or UTV website or app
Unweighted base		18	288	288	1108	1943	981
Weighted base		28	360	360	1307	1937	860
NET : LOW ATTRIBUTION		**2**	**50**	**50**	**153**	**100**	**60**
		6%	***14%***	***14%***	***12%***	***5%***	***7%***
1 - Not at all	(1)	-	5	5	17	19	7
		-	*1%*	*1%*	*1%*	*1%*	*1%*
2	(2)	-	8	8	13	15	9
		-	*2%*	*2%*	*1%*	*1%*	*1%*
3	(3)	-	15	15	37	22	16
		-	*4%*	*4%*	*3%*	*1%*	*2%*
4	(4)	2	22	22	87	45	28
		6%	*6%*	*6%*	*7%*	*2%*	*3%*
NET : MEDIUM ATTRIBUTION		**13**	**96**	**98**	**456**	**439**	**256**
		48%	***27%***	***27%***	***35%***	***23%***	***30%***
5	(5)	3	41	41	205	218	126
		12%	*11%*	*11%*	*16%*	*11%*	*15%*
6	(6)	10	56	57	251	221	130
		36%	*15%*	*16%*	*19%*	*11%*	*15%*
NET : HIGH ATTRIBUTION		**13**	**213**	**211**	**698**	**1397**	**543**
		46%	***59%***	***59%***	***53%***	***72%***	***63%***
7	(7)	7	86	86	315	415	228
		24%	*24%*	*24%*	*24%*	*21%*	*26%*
8	(8)	2	69	69	231	549	208
		7%	*19%*	*19%*	*18%*	*28%*	*24%*
9	(9)	2	34	32	88	228	50
		7%	*10%*	*9%*	*7%*	*12%*	*6%*
10 - Completely	(10)	2	24	24	63	205	59
		8%	*7%*	*7%*	*5%*	*11%*	*7%*
Mean Score		**6.69**	**6.65**	**6.63**	**6.51**	**7.29**	**6.84**
Standard Deviation		**1.56**	**2.00**	**1.99**	**1.79**	**1.77**	**1.72**
Standard Error		**0.37**	**0.12**	**0.12**	**0.05**	**0.04**	**0.05**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

Q9c News source rating - Is of high quality - Summary Table

Base : All adults 16+ who use any news at least once a week (or at least every 2-3 weeks for weekly newspapers or magazines)

		NET : Channel 4 channel or Channel 4 website or app	NET : Sky News channel or Sky News website or app	NET : Sun newspaper or Sun website or app	NET : Times/ Sunday Times newspaper or Times/Sunday Times website or app	NET : Daily Star/Sunday Star newspapers or Daily Star website or app	NET : Daily/ Sunday Express newspaper or Daily Express website or app	NET : Daily Mail/Mail on Sunday newspaper or Daily Mail website or app	NET : Metro newspaper or Metro website or app	NET : Daily/ Sunday Mirror newspaper or Daily Mirror website or app	NET : Daily/ Sunday Telegraph newspaper or Telegraph website or app	NET : Guardian/ Observer newspaper or Guardian/ Observer website or app	NET : Independent (Daily or Sunday) newspaper or Independent website or app	NET : Evening Standard newspaper or Evening Standard website or app	NET : Financial Times newspaper or Financial Times website or app
Unweighted base		201	452	200	116	38	74	340	59	130	109	147	39	30	22
Weighted base		235	520	195	126	35	70	340	86	124	115	181	49	48	32
NET : LOW ATTRIBUTION		**21**	**27**	**61**	**4**	**12**	**14**	**74**	**10**	**29**	**4**	**5**	**4**	**10**	**2**
		9%	***5%***	***31%***	***3%***	***34%***	***21%***	***22%***	***12%***	***24%***	***4%***	***3%***	***7%***	***22%***	***6%***
1 - Not at all	(1)	3	7	15	*	5	2	8	2	5	-	-	1	2	-
		1%	*1%*	*8%*	*	*14%*	*3%*	*2%*	*2%*	*4%*	-	-	*1%*	*4%*	-
2	(2)	-	1	7	-	3	2	19	3	2	-	-	-	-	2
		-	*	*3%*	-	*9%*	*4%*	*5%*	*4%*	*2%*	-	-	-	-	*6%*
3	(3)	6	5	16	1	1	3	15	1	10	2	3	3	2	-
		3%	*1%*	*8%*	*1%*	*2%*	*4%*	*4%*	*1%*	*8%*	*2%*	*1%*	*6%*	*4%*	-
4	(4)	12	14	24	2	3	7	32	4	12	2	3	*	7	-
		5%	*3%*	*13%*	*2%*	*9%*	*10%*	*9%*	*5%*	*10%*	*2%*	*2%*	*	*14%*	-
NET : MEDIUM ATTRIBUTION		**51**	**155**	**73**	**29**	**14**	**22**	**119**	**44**	**54**	**29**	**29**	**11**	**19**	**8**
		22%	***30%***	***38%***	***23%***	***40%***	***32%***	***35%***	***52%***	***43%***	***25%***	***16%***	***23%***	***40%***	***27%***
5	(5)	25	83	45	16	11	16	58	31	33	14	14	4	5	1
		10%	*16%*	*23%*	*12%*	*32%*	*22%*	*17%*	*36%*	*27%*	*12%*	*8%*	*8%*	*11%*	*3%*
6	(6)	27	71	28	13	3	7	62	14	20	15	15	7	14	7
		11%	*14%*	*14%*	*10%*	*8%*	*10%*	*18%*	*16%*	*16%*	*13%*	*8%*	*15%*	*29%*	*24%*
NET : HIGH ATTRIBUTION		**163**	**338**	**60**	**94**	**9**	**33**	**147**	**31**	**41**	**82**	**146**	**34**	**19**	**21**
		69%	***65%***	***31%***	***74%***	***26%***	***47%***	***43%***	***37%***	***33%***	***71%***	***81%***	***70%***	***38%***	***67%***
7	(7)	75	129	21	40	3	16	71	18	20	36	40	18	13	3
		32%	*25%*	*11%*	*32%*	*10%*	*23%*	*21%*	*21%*	*16%*	*31%*	*22%*	*37%*	*27%*	*8%*
8	(8)	43	113	25	25	4	8	44	8	12	26	60	9	4	7
		18%	*22%*	*13%*	*20%*	*10%*	*12%*	*13%*	*9%*	*10%*	*23%*	*33%*	*18%*	*9%*	*21%*
9	(9)	23	52	7	16	-	6	17	2	4	15	24	1	1	9
		10%	*10%*	*3%*	*12%*	-	*8%*	*5%*	*2%*	*3%*	*13%*	*13%*	*3%*	*3%*	*28%*
10 - Completely	(10)	22	44	8	13	2	3	16	4	5	5	22	6	-	3
		9%	*8%*	*4%*	*11%*	*6%*	*4%*	*5%*	*5%*	*4%*	*4%*	*12%*	*12%*	-	*10%*
Mean Score		**7.00**	**7.01**	**5.39**	**7.31**	**4.91**	**6.03**	**5.97**	**5.90**	**5.64**	**7.11**	**7.61**	**6.96**	**5.81**	**7.48**
Standard Deviation		**1.82**	**1.76**	**2.26**	**1.59**	**2.48**	**2.08**	**2.08**	**1.83**	**2.01**	**1.48**	**1.53**	**1.81**	**1.70**	**1.99**
Standard Error		**0.13**	**0.08**	**0.16**	**0.15**	**0.40**	**0.24**	**0.11**	**0.24**	**0.18**	**0.14**	**0.13**	**0.29**	**0.31**	**0.42**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QN1 Level of interest in national news

Base : All adults 16+ who use a platform for news nowadays

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	2710	1300	1410	290	367	346	354	403	525	425	657	700	1353	499	712	579	920	1211	1499	1117	1593
Weighted base	2711	1332	1379	314	488	475	460	345	354	276	802	935	974	549	817	614	731	1366	1345	1566	1145
Very interested	741	333	408	44	110	152	118	108	118	89	154	271	316	149	211	180	201	360	381	404	337
	27%dk	25%	30%b	14%	23%d	32%de	26%d	31%de	34%adeg	32%de	19%	29%k	32%k	27%	26%	29%	27%	26%	28%	26%	29%
Quite interested	1231	596	635	107	209	216	230	173	163	133	316	447	469	258	398	275	301	656	575	729	503
	45%dk	45%	46%	34%	43%d	46%d	50%d	50%d	46%d	48%d	39%	48%k	48%k	47%	49%q	45%	41%	48%s	43%	47%	44%
Neither interested nor uninterested	349	191	158	68	79	54	57	34	37	20	147	110	91	56	104	79	110	160	189	214	135
	13%im	14%	11%	22%afghij	16%hij	11%	12%j	10%	10%	7%	18%alm	12%	9%	10%	13%	13%	15%n	12%	14%	14%	12%
Not very interested	242	136	106	61	57	29	30	16	22	27	119	59	64	49	69	51	73	118	124	135	106
	9%hm	10%c	8%	20%aefgh ij	12%fghi	6%	7%	5%	6%	10%h	15%alm	6%	7%	9%	8%	8%	10%	9%	9%	9%	9%
Not at all interested	134	70	64	30	31	18	21	14	14	7	61	39	34	33	34	26	41	66	67	77	57
	5%	5%	5%	10%afghij	6%j	4%	4%	4%	4%	3%	8%alm	4%	4%	6%	4%	4%	6%	5%	5%	5%	5%
Don't know	14	6	8	3	2	6	4	-	*	-	5	9	*	5	2	3	5	6	8	7	7
	1%m	*	1%	1%	*	1%	1%	-	*	-	1%	1%m	*	1%	*	1%	1%	*	1%	*	1%
NET: INTERESTED	1973	929	1043	151	320	369	349	281	281	222	471	718	784	406	610	455	502	1016	957	1133	840
	73%dekq	70%	76%b	48%	65%d	78%de	76%de	81%ade	80%ade	81%ade	59%	77%k	81%ck	74%	75%q	74%	69%	74%	71%	72%	73%
NET: NOT INTERESTED	376	206	170	91	88	47	51	30	35	34	179	98	98	82	103	77	114	184	191	213	163
	14%hilm	15%c	12%	29%aefgh ij	18%fghij	10%	11%	9%	10%	12%	22%alm	10%	10%	15%	13%	13%	16%	13%	14%	14%	14%

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QN1 Level of interest in national news

Base : All adults 16+ who use a platform for news nowadays

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	2710	1678	314	398	320	1859	531	275	180	147	183	163	200	85	223	222	2492	204
Weighted base	2711	2288	214	136	73	2155	482	385	234	200	247	230	257	122*	300	313	2407	288
Very interested	741	575	97	43	26	575	140	74	51	50	55	62	67	40	111	65	667	71
	27%hp	25%	46%abde	32%b	35%ab	27%	29%	19%	22%	25%	22%	27%	26%	33%hp	37%ahijkmp	21%	28%	25%
Quite interested	1231	1061	80	65	25	974	232	204	100	98	134	108	108	56	128	126	1107	121
	45%ce	46%ce	37%	48%ce	34%	45%	48%	53%almop	43%	49%	54%amop	47%	42%	46%	43%	40%	46%	42%
Neither interested nor uninterested	349	301	23	15	10	293	46	33	42	32	32	40	29	9	33	51	295	49
	13%	13%	11%	11%	14%	14%g	9%	9%	18%hn	16%h	13%	17%h	11%	7%	11%	16%h	12%	17%
Not very interested	242	219	6	9	8	192	42	51	25	10	20	10	41	7	13	42	212	27
	9%co	10%c	3%	7%c	11%c	9%	9%	13%ajlo	11%lo	5%	8%	4%	16%ajklno	6%	4%	13%ajlo	9%	9%
Not at all interested	134	118	8	4	4	108	21	23	14	10	6	5	12	10	15	24	115	17
	5%	5%	4%	3%	6%d	5%	4%	6%	6%	5%	3%	2%	5%	8%	5%	8%kl	5%	6%
Don't know	14	13	1	*	-	14	*	-	3	-	-	5	-	-	-	6	11	3
	1%	1%	*	*	-	1%	*	-	1%	-	-	2%ah	-	-	-	2%aho	*	1%
NET: INTERESTED	1973	1636	177	108	51	1549	373	279	150	148	188	170	175	96	239	190	1774	191
	73%ip	72%	83%abe	79%abe	70%	72%	77%j	72%p	64%	74%p	76%ip	74%p	68%	79%ip	80%aimp	61%	74%r	66%
NET: NOT INTERESTED	376	337	13	13	12	300	64	73	39	20	26	15	53	16	28	66	327	44
	14%cdl	15%cd	6%	9%	17%cd	14%	13%	19%ajklo	17%lo	10%	11%	7%	21%ajklo	13%	9%	21%ajklo	14%	15%

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QN1 Level of interest in national news

Base : All adults 16+ who use a platform for news nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	2710	194	424	394	2096	910	910	783	686	898	109	100	474	2096	910	910	1394	100	60	517	290	184	14
Weighted base	2711	253	495	457	2000	830	957	923	837	1088	138*	120*	484	2000	830	957	1657	120*	71*	412	205	139	15**
Very interested	741 *27%*	61 *24%*	142 *29%*	142 *31%*	618 31%aij *31%*	257 31%j *29%*	315 33%aij *33%*	259 *28%*	215 *26%*	281 *26%*	36 *26%*	30 *25%*	154 32%j *32%*	618 31%aq *31%*	257 *31%*	315 33%aq *33%*	440 *27%*	30 *25%*	22 *31%*	119 *29%*	56 *27%*	49 35%q *35%*	2 *15%*
Quite interested	1231 *45%*	118 *47%*	229 *46%*	210 *46%*	916 *46%*	405 49%lm *49%*	439 *46%*	421 *46%*	375 *45%*	480 *44%*	61 *44%*	44 *36%*	195 40%j *40%*	916 *46%*	405 49%r *49%*	439 *46%*	747 *45%*	44 *36%*	34 *48%*	183 *45%*	107 52%r *52%*	71 51%r *51%*	11 *71%*
Neither interested nor uninterested	349 *13%*	36 *14%*	52 *10%*	41 *9%*	221 *11%*	84 *10%*	103 *11%*	98 *11%*	123 15%efgh *13%*	142 *13%*	21 *15%*	23 19%efgh *19%*	73 15%efgh *15%*	221 *11%*	84 *10%*	103 *11%*	215 *13%*	23 19%nopuv *19%*	7 *9%*	57 *14%*	18 *9%*	12 *9%*	2 *14%*
Not very interested	242 9%v *9%*	22 *9%*	44 *9%*	38 *8%*	147 *7%*	59 *7%*	67 *7%*	85 *9%*	67 *8%*	115 11%efg *11%*	8 *5%*	17 14%efg *14%*	42 *9%*	147 *7%*	59 *7%*	67 *7%*	149 9%v *9%*	17 14%nopv *14%*	7 *9%*	30 *7%*	20 10%v *10%*	5 *4%*	- -
Not at all interested	134 5%fgopu *5%*	12 *5%*	23 *5%*	24 *5%*	88 *4%f*	21 *3%*	29 *3%*	51 6%fg *6%*	53 6%fg *6%*	64 6%fg *6%*	10 *7%f*	1 *1%*	20 *4%*	88 4%ou *4%*	21 *3%*	29 *3%*	97 6%opu *6%*	1 *1%*	- -	23 6%opu *6%*	2 *1%*	2 *2%*	- -
Don't know	14 *1%*	4 *2%*	4 *1%*	2 *	9 *	4 *1%*	5 *1%*	8 *1%*	5 *1%*	6 *1%*	3 *2%m*	5 4%aefgh ijm *4%*	- -	9 *	4 *1%*	5 *1%*	9 *1%*	5 4%anopq t *4%*	2 3%ant *3%*	- -	2 *1%*	* *	- -
NET: INTERESTED	1973 73%lr *73%*	179 *71%*	372 *75%*	352 *77%*	1534 77%aill *77%*	661 80%ahij klm *80%*	754 79%ahij lm *79%*	680 74%l *74%*	590 *70%*	760 *70%*	97 *70%*	74 *61%*	349 *72%*	1534 77%aqr *77%*	661 80%aqrt *80%*	754 79%aqr *79%*	1187 *72%*	74 *61%*	56 79%r *79%*	303 73%r *73%*	163 80%aqr *80%*	119 86%anqr t *86%*	13 *86%*
NET: NOT INTERESTED	376 14%fgopv *14%*	33 *13%*	67 *14%*	62 *14%*	235 *12%*	80 *10%*	96 *10%*	136 15%fg *15%*	120 14%fg *14%*	179 16%efg *16%*	17 *13%*	18 *15%*	62 *13%*	235 12%v *12%*	80 *10%*	96 *10%*	247 15%nopv *15%*	18 15%v *15%*	7 *9%*	53 13%v *13%*	22 *11%*	7 *5%*	- -

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QXX2 Ways of accessing national news

Base : All adults 16+ who are in Wales, Scotland or Northern Ireland and who use a platform for news nowadays

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	1032	496	536	104	122	124	138	150	221	173	226	262	544	161	219	236	416	380	652	397	635
Weighted base	423	207	217	50*	69*	69*	73	53	63	46	119	142	162	74	102	111	136	176	247	239	184
Television news on a TV set	275 65%dekt	137 66%	137 63%	17 35%	31 45%	40 59%d	55 75%adef	39 73%def	52 83%adef	40 88%adefgh	48 41%	95 67%k	131 81%akl	43 58%	67 66%	73 66%	92 68%	110 62%	165 67%	139 58%	136 74%u
Radio	77 18%q	43 21%	34 16%	7 13%	9 14%	13 19%	15 20%	11 21%	13 20%	9 19%	16 13%	28 20%	33 20%k	17 23%q	21 21%q	21 19%	17 13%	39 22%s	38 15%	48 20%	29 16%
Newspapers (printed)	97 23%	45 22%	52 24%	8 16%	12 17%	14 21%	16 22%	12 22%	20 31%ade	15 33%adef	20 16%	31 22%	47 29%ak	21 28%	22 22%	27 25%	27 20%	43 24%	54 22%	47 20%	50 27%t
Printed magazines	6 1%	3 1%	3 1%	- -	1 1%	1 2%	1 1%	1 3%	* *	1 3%	1 *	3 2%	3 2%	2 3%o	- -	3 3%o	1 1%	2 1%	4 1%	3 1%	3 1%
Websites/apps of newspapers	31 7%ijmqs	15 7%	16 7%	4 8%j	13 15%adfghij	6 8%j	4 5%j	3 5%j	2 3%j	- -	17 14%alm	9 7%m	5 3%	7 10%q	14 14%apq	5 4%	5 4%	21 12%as	10 4%	22 9%u	9 5%
Websites/apps of news magazines	13 3%ijm	6 3%	7 3%	2 5%ij	5 7%ij	2 3%	2 3%	2 3%i	- -	- -	7 6%m	4 3%	2 1%	1 1%	5 5%	4 3%	3 2%	6 3%	7 3%	8 3%	5 3%
Websites/apps of TV and radio companies	34 8%jmu	17 8%	17 8%	4 8%j	9 13%hij	6 8%j	10 14%ahij	2 3%	3 4%j	* *	13 11%m	16 11%m	5 3%	12 16%aopq	7 7%	8 7%	7 5%	19 11%s	15 6%	27 11%u	7 4%
Social media sites such as Facebook, Twitter or YouTube	73 17%hijmu	30 15%	43 20%	15 29%aghij	24 34%aghij	21 31%aghij	11 15%hij	3 5%j	1 1%	- -	38 32%alm	32 22%m	3 2%	9 13%	20 20%	20 18%	24 17%	30 17%	44 18%	54 23%u	20 11%
Search engines such as Google, Bing etc	23 6%ijm	10 5%	13 6%	6 12%ahij	6 9%hij	3 5%	5 7%	1 2%	1 2%	1 1%	12 10%am	8 6%m	3 2%	6 8%q	7 7%	7 6%	4 3%	13 7%	11 4%	17 7%u	6 3%
Websites/apps of online news organisations like Buzzfeed, Huffington Post, Vice etc	9 2%m	3 1%	6 3%	3 7%aghij	2 2%	3 5%hij	* *	- -	- -	- -	5 4%m	4 3%m	- -	3 4%	3 3%	1 1%	2 1%	6 3%	3 1%	6 2%	3 2%
Websites or apps that bring together news from different news providers	6 1%m	2 1%	4 2%	* 1%	2 3%	2 3%i	1 1%	- -	- -	* *	3 2%m	3 2%m	* *	2 3%q	3 3%q	* *	* *	5 3%s	1 *	5 2%u	1 *
Word of mouth (family / friends / colleagues)	58 14%j	27 13%	31 14%	12 24%ahij	10 15%	9 13%	11 15%	6 12%	6 10%	3 8%	22 19%m	20 14%	16 10%	8 10%	18 18%p	10 9%	23 17%p	26 15%	33 13%	38 16%	20 11%
Blogs	2 *	* *	1 1%	1 1%	1 1%	- -	- -	* 1%	- -	- -	1 1%	- -	* *	1 1%	* *	- -	- -	2 1%	- -	- -	2 1%
Others	1 *	- -	1 *	- -	- -	1 1%	- -	- -	* *	- -	- -	1 *	* *	- -	1 1%	* *	- -	1 *	* *	- -	1 *

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QXX2 Ways of accessing national news

Base : All adults 16+ who are in Wales, Scotland or Northern Ireland and who use a platform for news nowadays

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Weighted base	423	207	217	50*	69*	69*	73	53	63	46	119	142	162	74	102	111	136	176	247	239	184
None	23	12	11	6	4	4	1	4	3	1	10	5	8	3	3	9	8	6	17	15	8
	5%j	6%	5%	12%agj	6%	5%	2%	7%gj	5%	1%	9%J	3%	5%	4%	3%	8%o	6%	3%	7%	6%	4%
NET : ANY INTERNET OR APPS	135	63	72	25	41	31	24	7	5	1	66	55	14	27	38	33	36	66	69	96	38
	32%hijmu	30%	33%	50%aghij	59%aghij	45%ahij	32%hij	14%j	8%j	2%	55%alm	39%m	9%	37%q	38%q	30%	27%	37%s	28%	40%au	21%
NET : ANY PRESS FOR NATIONS NEWS	127	61	66	11	24	20	20	15	21	16	35	39	52	28	33	33	33	61	66	68	59
	30%	29%	30%	22%	35%	29%	27%	29%	33%	35%d	29%	28%	32%	37%q	33%q	30%	24%	35%s	27%	28%	32%
NET : ANY BROADCAST FOR NATIONS NEWS	315	157	158	23	40	48	65	42	56	41	63	113	139	56	75	84	100	131	184	171	144
	74%dek	76%	73%	45%	58%	69%d	89%adefh	78%de	90%adefh	90%adefh	53%	79%k	86%akl	75%	74%	75%	74%	75%	74%	72%	78%t

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u
*** small base**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QXX2 Ways of accessing national news

Base : All adults 16+ who are in Wales, Scotland or Northern Ireland and who use a platform for news nowadays

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	1032	-	314	398	320	465	247	-	-	-	-	-	-	-	-	-	1010	18
Weighted base	423	-**	214	136	73	229	121	-**	-**	-**	-**	-**	-**	-**	-**	-**	412	9**
Television news on a TV set	275	-	137	93	46	146	83	-	-	-	-	-	-	-	-	-	269	4
	65%	-	*64%*	*68%*	*62%*	*64%*	*69%*	-	-	-	-	-	-	-	-	-	*65%*	*47%*
Radio	77	-	39	21	16	38	22	-	-	-	-	-	-	-	-	-	74	2
	18%	-	*18%*	*16%*	22%d	*17%*	*18%*	-	-	-	-	-	-	-	-	-	*18%*	*16%*
Newspapers (printed)	97	-	58	22	17	47	33	-	-	-	-	-	-	-	-	-	94	2
	23%d	-	27%d	*16%*	23%d	*21%*	*27%*	-	-	-	-	-	-	-	-	-	*23%*	*22%*
Printed magazines	6	-	4	1	1	4	1	-	-	-	-	-	-	-	-	-	5	-
	1%	-	*2%*	*1%*	*1%*	*2%*	*1%*	-	-	-	-	-	-	-	-	-	*1%*	-
Websites/apps of newspapers	31	-	16	11	4	21	6	-	-	-	-	-	-	-	-	-	30	*
	7%	-	*7%*	*8%*	*6%*	*9%*	*5%*	-	-	-	-	-	-	-	-	-	*7%*	*5%*
Websites/apps of news magazines	13	-	5	5	2	8	2	-	-	-	-	-	-	-	-	-	11	1
	3%	-	*3%*	*4%*	*3%*	*4%*	*2%*	-	-	-	-	-	-	-	-	-	*3%*	*16%*
Websites/apps of TV and radio companies	34	-	17	9	9	16	9	-	-	-	-	-	-	-	-	-	34	*
	8%	-	*8%*	*6%*	12%d	*7%*	*7%*	-	-	-	-	-	-	-	-	-	*8%*	*2%*
Social media sites such as Facebook, Twitter or YouTube	73	-	34	17	22	33	18	-	-	-	-	-	-	-	-	-	73	1
	17%d	-	*16%*	*12%*	30%acd	*15%*	*15%*	-	-	-	-	-	-	-	-	-	*18%*	*8%*
Search engines such as Google, Bing etc	23	-	10	9	4	16	4	-	-	-	-	-	-	-	-	-	23	*
	6%	-	*5%*	*7%*	*5%*	*7%*	*3%*	-	-	-	-	-	-	-	-	-	*6%*	*5%*
Websites/apps of online news organisations like Buzzfeed, Huffington Post, Vice etc	9	-	4	4	1	6	1	-	-	-	-	-	-	-	-	-	8	1
	2%	-	*2%*	*3%*	*1%*	*3%*	*1%*	-	-	-	-	-	-	-	-	-	*2%*	*6%*
Websites or apps that bring together news from different news providers	6	-	3	2	1	4	1	-	-	-	-	-	-	-	-	-	6	-
	1%	-	*2%*	*2%*	*1%*	*2%*	*1%*	-	-	-	-	-	-	-	-	-	*1%*	-
Word of mouth (family / friends / colleagues)	58	-	15	12	32	12	15	-	-	-	-	-	-	-	-	-	58	1
	14%cdf	-	*7%*	*9%*	43%acd	*5%*	12%d	-	-	-	-	-	-	-	-	-	*14%*	*5%*
Blogs	2	-	2	-	-	2	-	-	-	-	-	-	-	-	-	-	2	-
	*	-	*1%*	-	-	*1%*	-	-	-	-	-	-	-	-	-	-	*	-
Others	1	-	1	*	-	*	1	-	-	-	-	-	-	-	-	-	1	-
	*	-	*	*	-	*	*	-	-	-	-	-	-	-	-	-	*	-

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QXX2 Ways of accessing national news

Base : All adults 16+ who are in Wales, Scotland or Northern Ireland and who use a platform for news nowadays

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Weighted base	423	-**	214	136	73	229	121	-**	-**	-**	-**	-**	-**	-**	-**	-**	412	9**
None	23	-	13	6	3	13	6	-	-	-	-	-	-	-	-	-	23	-
	5%	-	*6%*	*4%*	*5%*	*6%*	*5%*	-	-	-	-	-	-	-	-	-	*5%*	-
NET : ANY INTERNET OR APPS	135	-	67	38	30	75	29	-	-	-	-	-	-	-	-	-	131	3
	32%g	-	*31%*	*28%*	*41%acd*	*33%g*	*24%*	-	-	-	-	-	-	-	-	-	*32%*	*37%*
NET : ANY PRESS FOR NATIONS NEWS	127	-	73	32	21	67	38	-	-	-	-	-	-	-	-	-	121	4
	30%d	-	*34%d*	*24%*	*29%*	*29%*	*32%*	-	-	-	-	-	-	-	-	-	*29%*	*38%*
NET : ANY BROADCAST FOR NATIONS NEWS	315	-	157	105	53	167	95	-	-	-	-	-	-	-	-	-	308	5
	74%	-	*73%*	*77%*	*72%*	*73%*	*79%*	-	-	-	-	-	-	-	-	-	*75%*	*58%*

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QXX2 Ways of accessing national news

Base : All adults 16+ who are in Wales, Scotland or Northern Ireland and who use a platform for news nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	1032	39	137	133	814	342	296	242	235	279	26	17	179	814	342	296	454	17	9	238	134	76	1
Weighted base	423	20**	66	65*	319	126	118	115	118	136	12**	7**	63	319	126	118	222	7**	5**	89	43*	23*	***
Television news on a TV set	275 65%dhijmq	14 69%	39 58%	35 54%	250 78%afghijm	89 71%hjm	81 69%hijm	65 56%i	54 46%	74 54%	8 63%	3 37%	35 55%	250 78%aopq	89 71%q	81 69%q	118 53%	3 37%	1 30%	72 81%aopq	38 88%anopq	20 88%aopq	- -
Radio	77 18%tu	3 13%	13 20%	15 23%	61 19%	27 22%	60 51%aefhijm	22 19%	24 20%	31 23%	2 19%	2 26%	15 25%	61 19%tu	27 22%tu	60 51%anoqtu	42 19%tu	2 26%	1 31%	3 4%	2 4%	11 50%anoqtu	- -
Newspapers (printed)	97 23%l	3 17%	12 19%	13 20%	80 25%	75 60%aeghijm	34 29%hi	23 20%	23 19%	32 24%	4 33%	5 63%	16 25%	80 25%t	75 60%anpqt	34 29%qt	44 20%t	5 63%	4 88%	4 4%	27 62%anpqt	13 59%anpqt	* 100%
Printed magazines	6 1%	- -	1 1%	1 2%	5 2%	5 4%ae	3 3%	2 2%	3 2%	4 3%	- -	1 7%	2 4%a	5 2%	5 4%ant	3 3%t	4 2%	1 7%	1 12%	- -	1 1%	* 2%t	- -
Websites/apps of newspapers	31 7%tu	3 17%	11 16%a	13 20%a	17 5%	7 6%	10 8%	20 17%aefgm	19 16%aefgm	18 13%aef	1 11%	1 7%	5 8%	17 5%t	7 6%t	10 8%tu	29 13%anotuv	1 7%	1 12%	* 1%	1 2%	* 1%	- -
Websites/apps of news magazines	13 3%l	1 7%	4 6%	2 3%	7 2%	3 2%	3 2%	7 6%e	7 6%e	9 6%aefg	1 6%	* 4%	2 4%	7 2%	3 2%	3 2%	11 5%ntt	* 4%	* 6%	- -	* 1%	* 1%	- -
Websites/apps of TV and radio companies	34 8%tu	6 29%	12 18%a	15 23%a	22 7%	6 5%	12 10%f	20 17%aefgj	21 18%aefgjm	14 10%f	1 6%	* 5%	6 10%f	22 7%t	6 5%t	12 10%otu	31 14%anotuv	* 5%	* 7%	* *	1 2%	* 2%	- -
Social media sites such as Facebook, Twitter or YouTube	73 17%tuv	4 19%	18 27%a	21 33%a	43 13%	17 13%	19 16%	36 32%aefg	43 36%aefg	59 44%aefghm	1 5%	4 51%	19 31%aefg	43 13%tuv	17 13%tuv	19 16%tuv	71 32%anoptuv	4 51%	3 55%	2 2%	- -	- -	- -
Search engines such as Google, Bing etc	23 6%tu	1 6%	6 9%	7 11%a	15 5%	6 5%	9 7%	11 9%e	12 10%aef	14 10%aef	2 20%	1 18%	6 10%e	15 5%t	6 5%t	9 7%tuv	21 10%anotuv	1 18%	1 19%	1 1%	* *	- -	- -
Websites/apps of online news organisations like Buzzfeed, Huffington Post, Vice etc	9 2%	1 5%	3 4%	2 2%	6 2%	3 2%	2 2%	3 3%	5 5%	6 4%	1 9%	1 8%	2 3%	6 2%	3 2%	2 2%	8 4%	1 8%	1 13%	1 1%	- -	- -	- -

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QXX2 Ways of accessing national news

Base : All adults 16+ who are in Wales, Scotland or Northern Ireland and who use a platform for news nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	423	20**	66	65*	319	126	118	115	118	136	12**	7**	63	319	126	118	222	7**	5**	89	43*	23*	***
Websites or apps that bring together news from different news providers	6 *1%*	* *2%*	1 *1%*	1 *1%*	3 *1%*	- -	2 *2%l*	1 *1%*	4 *3%ef*	3 *3%f*	1 *6%*	- -	* *1%*	3 *1%*	- -	2 *2%o*	6 *3%not*	- -	- -	- -	- -	- -	- -
Word of mouth (family / friends / colleagues)	58 *14%*	2 *7%*	9 *13%*	12 *18%*	40 *12%*	17 *14%*	16 *13%*	18 *16%*	18 *16%*	27 *20%ae*	2 *17%*	3 *36%*	29 *46%aefg hij*	40 *12%*	17 *14%*	16 *13%*	33 *15%*	3 *36%*	1 *27%*	9 *10%*	4 *9%*	3 *14%*	- -
Blogs	2 *	- -	1 *1%*	* *1%*	- -	- -	1 *	1 *1%e*	1 *1%e*	1 *1%e*	* *3%*	- -	- -	- -	- -	1 *	2 *1%*	- -	- -	- -	- -	- -	- -
Others	1 *	- -	- -	1 *1%*	* *	* *	- -	1 *	- -	- -	- -	- -	- -	* *	* *	- -	1 *	- -	- -	- -	* *	- -	- -
None	23 *5%*	1 *5%*	3 *5%*	2 *4%*	16 *5%*	4 *3%*	3 *2%*	5 *4%*	5 *4%*	4 *3%*	1 *4%*	- -	3 *5%*	16 *5%*	4 *3%*	3 *2%*	12 *5%*	- -	- -	8 *9%anopv*	1 *3%*	* *1%*	- -
NET : ANY INTERNET OR APPS	135 *32%efno tuv*	11 *53%*	38 *57%a*	39 *60%a*	75 *24%*	28 *22%*	33 *28%*	68 *59%aefg m*	78 *66%aefg m*	78 *58%aefg m*	4 *36%*	4 *55%*	27 *42%aefg*	75 *24%tuv*	28 *22%tuv*	33 *28%tuv*	125 *56%anop tuv*	4 *55%*	3 *62%*	4 *5%*	2 *4%*	1 *3%*	- -
NET : ANY PRESS FOR NATIONS NEWS	127 *30%l*	7 *34%*	21 *31%*	24 *36%*	94 *29%*	79 *63%aegh ijm*	41 *35%*	40 *35%*	43 *36%*	48 *35%*	5 *39%*	5 *70%*	20 *32%*	94 *29%t*	79 *63%anpq t*	41 *35%t*	71 *32%t*	5 *70%*	5 *100%*	4 *5%*	27 *64%anpq t*	14 *63%anp qt*	* *100%*
NET : ANY BROADCAST FOR NATIONS NEWS	315 *74%ijmq*	16 *80%*	46 *69%*	48 *74%*	270 *85%afhi jm*	96 *77%ijm*	103 *88%afhi jm*	79 *69%*	75 *64%*	90 *67%*	9 *73%*	4 *52%*	42 *66%*	270 *85%aoq*	96 *77%q*	103 *88%aoq*	148 *66%*	4 *52%*	2 *44%*	74 *84%aq*	38 *90%aoq*	21 *91%aoq*	- -

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QXX2_Number Number of ways access national news nowadays

Base : All adults 16+ who are in Wales, Scotland or Northern Ireland and who use a platform for news nowadays

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	1032	496	536	104	122	124	138	150	221	173	226	262	544	161	219	236	416	380	652	397	635
Weighted base	423	207	217	50*	69*	69*	73	53	63	46	119	142	162	74	102	111	136	176	247	239	184
1	249	123	126	32	40	40	39	35	35	28	72	79	98	41	54	67	87	95	154	139	110
	59%	*60%*	*58%*	*63%*	*59%*	*58%*	*53%*	*65%*	*56%*	*61%*	*61%*	*55%*	*61%*	*55%*	*53%*	*60%*	*64%u*	*54%*	*62%u*	*58%*	*60%*
2	101	47	54	10	16	16	18	11	20	11	25	34	42	18	28	25	30	46	56	54	48
	24%	*23%*	*25%*	*20%*	*22%*	*23%*	*25%*	*21%*	*32%ad*	*24%*	*21%*	*24%*	*26%*	*24%*	*27%*	*23%*	*22%*	*26%*	*23%*	*22%*	*26%*
3	43	21	22	4	5	7	12	4	5	6	9	18	16	9	11	10	13	20	23	25	18
	10%	*10%*	*10%*	*7%*	*8%*	*9%*	*16%i*	*8%*	*8%*	*14%*	*8%*	*13%*	*10%*	*12%*	*11%*	*9%*	*10%*	*11%*	*9%*	*11%*	*10%*
4	15	9	6	2	3	3	2	2	2	*	5	5	5	2	5	6	3	7	8	9	6
	4%	*4%*	*3%*	*4%*	*4%*	*4%*	*3%*	*4%*	*3%*	*1%*	*4%*	*4%*	*3%*	*3%*	*5%*	*5%*	*2%*	*4%*	*3%*	*4%*	*3%*
5	9	6	3	2	3	2	1	-	*	-	6	3	*	3	3	2	1	6	3	7	2
	2%m	*3%*	*2%*	*5%hij*	*5%hj*	*2%*	*2%*	-	*1%*	-	*5%m*	*2%m*	*	*4%q*	*3%*	*2%*	*1%*	*3%*	*1%*	*3%*	*1%*
6	4	1	3	*	1	1	1	*	-	-	1	2	*	2	1	-	1	3	1	3	1
	1%	*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	-	-	*1%*	*2%*	*	*2%*	*1%*	-	*1%*	*1%*	*	*1%*	*
7	1	-	1	-	-	*	-	*	-	-	-	*	*	-	-	*	*	-	1	1	-
	*	-	*	-	-	*1%*	-	*	-	-	-	*	*	-	-	*	*	-	*	*	-
9	2	*	1	-	1	*	-	-	-	-	1	*	-	-	1	*	-	1	*	1	*
	*	*	*1%*	-	*2%*	*1%*	-	-	-	-	*1%*	*	-	-	*1%*	*	-	*1%*	*	*	*
Mean Score	**1.72mq**	**1.70**	**1.74**	**1.71**	**1.86**	**1.83**	**1.80j**	**1.58**	**1.60**	**1.55**	**1.79m**	**1.81m**	**1.58**	**1.82q**	**1.87q**	**1.69**	**1.57**	**1.85s**	**1.62**	**1.79u**	**1.62**

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QXX2_Number Number of ways access national news nowadays

Base : All adults 16+ who are in Wales, Scotland or Northern Ireland and who use a platform for news nowadays

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	1032	-	314	398	320	465	247	-	-	-	-	-	-	-	-	-	1010	18
Weighted base	423	-**	214	136	73	229	121	-**	-**	-**	-**	-**	-**	-**	-**	-**	412	9**
1	249	-	128	92	28	148	72	-	-	-	-	-	-	-	-	-	241	7
	59%e	-	*60%e*	*68%ace*	*38%*	*65%*	*60%*	-	-	-	-	-	-	-	-	-	*59%*	*75%*
2	101	-	52	28	22	50	30	-	-	-	-	-	-	-	-	-	99	2
	24%	-	*24%*	*21%*	*30%d*	*22%*	*25%*	-	-	-	-	-	-	-	-	-	*24%*	*17%*
3	43	-	21	8	14	20	9	-	-	-	-	-	-	-	-	-	41	1
	10%d	-	*10%*	*6%*	*19%acd*	*9%*	*8%*	-	-	-	-	-	-	-	-	-	*10%*	*8%*
4	15	-	8	2	5	5	5	-	-	-	-	-	-	-	-	-	15	-
	4%	-	*4%*	*2%*	*7%ad*	*2%*	*4%*	-	-	-	-	-	-	-	-	-	*4%*	-
5	9	-	3	3	3	4	3	-	-	-	-	-	-	-	-	-	9	-
	2%	-	*2%*	*2%*	*4%c*	*2%*	*2%*	-	-	-	-	-	-	-	-	-	*2%*	-
6	4	-	1	1	1	2	1	-	-	-	-	-	-	-	-	-	4	-
	1%	-	*1%*	*1%*	*2%*	*1%*	*1%*	-	-	-	-	-	-	-	-	-	*1%*	-
7	1	-	-	*	*	-	*	-	-	-	-	-	-	-	-	-	1	-
	*	-	-	*	*	-	*	-	-	-	-	-	-	-	-	-	*	-
9	2	-	1	*	-	2	-	-	-	-	-	-	-	-	-	-	2	-
	*	-	*1%*	*	-	*1%*	-	-	-	-	-	-	-	-	-	-	*	-
Mean Score	**1.72d**	**-**	**1.67**	**1.56**	**2.15acd**	**1.60**	**1.67**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**1.73**	**1.32**

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base; ** very small base (under 30) ineligible for sig testing**

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QXX2_Number Number of ways access national news nowadays

Base : All adults 16+ who are in Wales, Scotland or Northern Ireland and who use a platform for news nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	1032	39	137	133	814	342	296	242	235	279	26	17	179	814	342	296	454	17	9	238	134	76	1
Weighted base	423	20**	66	65*	319	126	118	115	118	136	12**	7**	63	319	126	118	222	7**	5**	89	43*	23*	***
1	249 59%dfghijmopquv	10 50%	34 51%	29 45%	180 56%fghjm	49 39%	54 46%	55 48%	57 48%	63 46%	8 65%	2 33%	25 40%	180 56%opuv	49 39%	54 46%	116 52%ouv	2 33%	1 20%	79 89%anopquv	16 37%	8 36%	* 100%
2	101 24%l	7 32%	17 25%	16 24%	78 25%	42 33%aegj	27 23%	29 25%	31 27%	30 22%	1 10%	1 19%	18 28%	78 25%l	42 33%anpqt	27 23%l	54 24%l	1 19%	1 24%	8 9%	23 53%anopqlv	5 22%l	- -
3	43 10%l	1 4%	8 12%	10 16%	37 12%	21 17%ae	19 16%a	16 14%	13 11%	22 16%a	1 8%	2 25%	9 15%	37 12%l	21 17%ant	19 16%al	28 12%l	2 25%	1 30%	2 2%	4 10%l	7 30%anopqtu	- -
4	15 4%l	* 2%	3 4%	4 6%	12 4%	8 6%	8 7%a	6 5%	7 6%	8 6%	* 1%	1 10%	5 8%a	12 4%l	8 6%lu	8 7%altu	10 5%l	1 10%	* 7%	- -	* *	3 12%anqtu	- -
5	9 2%	2 10%	5 7%a	3 5%	5 2%	2 2%	6 5%ae	6 5%ae	7 6%ae	7 5%ae	1 8%	- -	3 5%ae	5 2%	2 2%	6 5%antu	8 4%nt	- -	- -	- -	- -	- -	- -
6	4 1%	* 2%	1 2%	1 2%	3 1%	3 2%	3 2%	1 1%	2 2%	3 2%	1 8%	1 12%	2 3%a	3 1%	3 2%	3 2%	4 2%	1 12%	1 19%	- -	- -	- -	- -
7	1 *	- -	* *	1 1%	1 *	- -	* *	1 1%	1 1%	1 1%	- -	- -	* *	1 *	- -	* *	1 *	- -	- -	- -	- -	- -	- -
9	2 *	- -	- -	* 1%	2 *	- -	1 1%	* *	- -	2 1%	- -	- -	* 1%	2 *	- -	1 1%	2 1%	- -	- -	- -	- -	- -	- -
Mean Score	**1.72t**	**1.94**	**1.98a**	**2.17a**	**1.77**	**2.05ae**	**2.15ae**	**2.03ae**	**2.03ae**	**2.18ae**	**2.03**	**2.61**	**2.24ae**	**1.77t**	**2.05ant** u	**2.15ant** u	**1.94ant**	**2.61**	**2.99**	**1.13**	**1.73t**	**2.19ant** u	**1.00**

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QN2 News sources use nowadays for national news

Base : All adults 16+ who have chosen a news source from any platform

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	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	2618	1253	1365	281	351	328	340	389	514	415	632	668	1318	491	689	557	881	1180	1438	1072	1546
Weighted base	2611	1281	1330	304	466	449	443	335	345	270	770	892	949	542	787	591	692	1329	1282	1505	1106
ANY TV (Net)	**1329**	**661**	**668**	**100**	**161**	**198**	**249**	**203**	**242**	**177**	**261**	**446**	**622**	**256**	**387**	**305**	**382**	**642**	**687**	**679**	**650**
	51%dekt	***52%***	***50%***	***33%***	***35%***	44%de	56%def	61%adef	70%adefgh	65%adefg	***34%***	50%k	66%akl	***47%***	***49%***	***52%***	55%no	***48%***	54%r	***45%***	59%at
BBC One	880	458	422	64	95	127	152	142	175	124	159	280	441	184	282	184	230	466	413	437	443
	34%dekt	*36%*	*32%*	*21%*	*20%*	28%e	34%de	42%adef	51%adefgh	46%adefg	*21%*	31%k	46%akl	*34%*	*36%*	*31%*	*33%*	*35%*	*32%*	*29%*	40%at
BBC Two	11	3	8	2	-	3	*	-	1	5	2	3	6	2	2	1	6	5	6	5	6
	*	*	*1%*	*1%*	-	*1%*	*	-	*	2%aeghi	*	*	*1%*	*	*	*	*1%*	*	*1%*	*	*1%*
BBC Three	7	5	2	2	4	1	-	-	-	-	6	1	-	-	5	-	2	5	2	5	2
	*	*	*	*1%*	*1%*	*	-	-	-	-	1%m	*	-	-	*1%*	-	*	*	*	*	*
BBC Four	4	4	-	-	-	-	*	-	1	2	-	*	3	-	*	-	3	*	3	-	4
	*	*	-	-	-	-	*	-	*	1%a	-	*	*	-	*	-	*	*	*	-	*t
BBC Alba	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ITV/ITV WALES/UTV/STV	496	224	272	31	61	70	99	83	90	62	92	168	236	81	112	123	181	193	304	247	250
	19%dekor	*17%*	*20%*	*10%*	*13%*	*16%*	22%de	25%adef	26%adef	23%def	*12%*	19%k	25%akl	*15%*	*14%*	21%no	26%ano	*15%*	24%ar	*16%*	23%at
Channel 4	11	8	3	4	-	2	4	-	*	*	4	6	1	2	2	3	4	4	7	8	3
	*	*1%*	*	1%e	-	*	*1%*	-	*	*	*1%*	*1%*	*	*	*	*	*1%*	*	*1%*	*1%*	*
S4C	4	2	3	-	-	1	*	1	*	2	-	2	2	1	1	1	1	2	2	2	3
	*	*	*	-	-	*	*	*	*	*1%*	-	*	*	*	*	*	*	*	*	*	*
Channel 5	4	2	2	1	-	-	1	1	-	1	1	1	2	-	1	1	1	1	2	1	3
	*	*	*	*	-	-	*	*	-	*	*	*	*	-	*	*	*	*	*	*	*
RTE Channels\TG3\TG4	3	2	1	-	-	1	*	*	*	*	-	1	1	*	1	1	1	1	2	2	1
	*	*	*	-	-	*	*	*	*	*	-	*	*	*	*	*	*	*	*	*	*
Sky News Channel	44	25	19	5	8	12	4	5	7	3	14	16	14	7	19	12	6	26	18	31	13
	2%	*2%*	*1%*	*2%*	*2%*	*3%*	*1%*	*1%*	*2%*	*1%*	*2%*	*2%*	*2%*	*1%*	2%q	*2%*	*1%*	*2%*	*1%*	*2%*	*1%*
BBC News Channel	59	37	22	4	8	17	16	5	8	1	12	33	14	14	26	9	10	40	19	41	18
	2%j	*3%*	*2%*	*1%*	*2%*	4%j	4%j	*1%*	2%j	*	*2%*	4%km	*1%*	*3%*	*3%q*	*2%*	*1%*	3%s	*1%*	*3%*	*2%*
CNN	4	1	3	2	2	-	-	-	-	-	4	-	-	-	2	2	-	2	2	2	2
	*	*	*	*1%*	*	-	-	-	-	-	*	-	-	-	*	*	-	*	*	*	*
Fox News	2	-	2	-	2	-	-	-	-	-	2	-	-	-	-	2	-	-	2	2	-
	*	-	*	-	*	-	-	-	-	-	*	-	-	-	-	*	-	-	*	*	-
CNBC	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

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		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Weighted base	2611	1281	1330	304	466	449	443	335	345	270	770	892	949	542	787	591	692	1329	1282	1505	1106
Euronews (English version)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Euronews (Non English version)	1	-	1	-	1	-	-	-	-	-	1	-	-	-	-	1	-	-	1	-	1
	*	-	*	-	*	-	-	-	-	-	*	-	-	-	-	*	-	-	*	-	*
Al Jazeera (English version)	1	1	-	-	-	1	-	1	-	-	-	1	1	-	1	1	-	1	1	1	1
	*	*	-	-	-	*	-	*	-	-	-	*	*	-	*	*	-	*	*	*	*
Al Jazeera (Arabic version)	1	1	-	-	-	-	-	1	-	-	-	-	1	1	-	-	-	1	-	-	1
	*	*	-	-	-	-	-	*	-	-	-	-	*	*	-	-	-	*	-	-	*
RT (Russia Today)	3	3	-	-	-	1	-	1	*	-	-	1	1	1	1	-	-	3	-	1	1
	*	*	-	-	-	*	-	*	*	-	-	*	*	*	*	-	-	*	-	*	*
BBC Parliament	*	*	-	-	-	-	-	-	*	-	-	-	*	*	-	-	-	*	-	-	*
	*	*	-	-	-	-	-	-	*	-	-	-	*	*	-	-	-	*	-	-	*
Zee TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Star Plus	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bangla TV	3	3	-	-	-	-	3	-	-	-	-	3	-	-	-	2	2	-	3	3	-
	*	*	-	-	-	-	1%	-	-	-	-	*	-	-	-	*	*	-	*	*	-
Arab News Network	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Deutsche Welle	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TF1	3	1	2	-	3	-	-	-	-	-	3	-	-	2	-	1	-	2	1	2	1
	*	*	*	-	1%	-	-	-	-	-	*	-	-	*	-	*	-	*	*	*	*
France 24	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CCTV News (China)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bloomberg TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other channel(s)[1]	3	1	3	-	1	*	-	*	-	1	1	*	2	-	-	1	2	-	3	1	2
	*	*	*	-	*	*	-	*	-	1%	*	*	*	-	-	*	*	-	*	*	*

KANTAR MEDIA

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Weighted base	2611	1281	1330	304	466	449	443	335	345	270	770	892	949	542	787	591	692	1329	1282	1505	1106
Other channel(s)[2]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other channel(s)[3]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other channel(s)[4]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other channel(s)[5]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ANY NEWSPAPERS (DAILY OR WEEKLY) (Net)	**222**	**93**	**129**	**10**	**32**	**31**	**28**	**38**	**36**	**47**	**42**	**59**	**121**	**64**	**59**	**49**	**50**	**123**	**100**	**107**	**116**
	9%dk	*7%*	*10%*	*3%*	*7%*	*7%*	*6%*	11%dg	10%d	17%adefgh i	*5%*	*7%*	13%akl	12%aoq	*7%*	*8%*	*7%*	*9%*	*8%*	*7%*	10%l
ANY DAILY NEWSPAPERS (Sub-net)	**185**	**78**	**107**	**10**	**25**	**28**	**26**	**31**	**29**	**37**	**34**	**54**	**96**	**54**	**53**	**39**	**40**	**107**	**78**	**94**	**91**
	7%dk	*6%*	*8%*	*3%*	*5%*	*6%*	*6%*	9%d	8%d	14%adefgi	*4%*	*6%*	10%akl	10%q	*7%*	*7%*	*6%*	*8%*	*6%*	*6%*	*8%*
The Sun	20	11	10	1	9	2	2	2	2	2	10	4	6	2	9	6	3	11	9	14	6
	1%	*1%*	*1%*	*	*2%*	*	*1%*	*1%*	*	*1%*	*1%*	*	*1%*	*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*
The Daily Mail	25	7	18	2	4	3	4	5	1	5	6	7	12	7	7	4	6	14	10	14	10
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
The Daily Star	3	2	2	1	1	-	-	-	2	-	2	-	2	-	1	2	1	1	2	2	2
	*	*	*	*	*	-	-	-	*	-	*	-	*	-	*	*	*	*	*	*	*
The Daily Express	4	3	1	-	-	-	-	1	2	1	-	-	4	1	1	*	1	2	2	1	3
	*	*	*	-	-	-	-	*	*1%*	*	-	-	*	*	*	*	*	*	*	*	*
The Daily Mirror	3	2	1	-	1	-	*	-	*	2	1	*	2	-	1	1	1	1	2	-	3
	*	*	*	-	*	-	*	-	*	1%a	*	*	*	-	*	*	*	*	*	-	*
The Guardian	23	7	16	2	4	3	6	4	-	3	7	9	7	10	6	2	5	16	7	14	9
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	1%i	-	1%i	*1%*	*1%*	*1%*	2%p	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*
The i'	1	1	-	-	-	-	-	-	*	*	-	-	1	-	1	-	-	1	-	-	1
	*	*	-	-	-	-	-	-	*	*	-	-	*	-	*	-	-	*	-	-	*
The Times	4	-	4	-	-	-	2	1	*	-	-	2	2	3	1	-	-	4	-	2	2
	*	-	*	-	-	-	*	*	*	-	-	*	*	*	*	-	-	*	-	*	*
The Daily Telegraph	6	3	2	-	1	-	-	1	*	4	1	-	5	3	1	*	1	4	1	1	4
	*	*	*	-	*	-	-	*	*	1%aefgi	*	-	*1%*	*1%*	*	*	*	*	*	*	*
The Financial Times	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Morning Star	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

KANTAR MEDIA

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Weighted base	2611	1281	1330	304	466	449	443	335	345	270	770	892	949	542	787	591	692	1329	1282	1505	1106
The Herald	4	3	*	-	-	3	-	-	1	-	-	3	1	2	1	-	-	4	-	3	1
	*	*	*	-	-	1%	-	-	*	-	-	*	*	*	*	-	-	*	-	*	*
The Scotsman	2	1	1	-	-	2	-	-	-	-	-	2	-	1	1	-	-	2	-	2	-
	*	*	*	-	-	*	-	-	-	-	-	*	-	*	*	-	-	*	-	*	-
The Daily Record	12	7	4	-	2	2	2	2	2	1	2	4	6	4	1	4	3	5	6	7	5
	*	1%	*	-	*	*	*	1%	1%	1%	*	*	1%	1%	*	1%	*	*	1%	*	*
The National	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Press and Journal (Aberdeen)	3	*	2	-	-	-	-	1	1	1	-	-	3	1	1	-	*	2	*	1	2
	*	*	*	-	-	-	-	*	*	*	-	-	*	*	*	-	*	*	*	*	*
The Courier and Advertiser (Dundee)	4	3	1	-	1	-	-	-	1	1	1	-	3	1	1	-	1	3	1	1	3
	*	*	*	-	*	-	-	-	*	*	*	-	*	*	*	-	*	*	*	*	*
The Record PM	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Belfast Telegraph	5	4	1	*	-	*	1	*	1	1	*	2	3	1	1	1	3	1	3	2	3
	*	*	*	*	-	*	*	*	*	1%	*	*	*	*	*	*	*	*	*	*	*
The Irish News	3	1	1	-	*	*	-	*	1	1	*	*	2	1	*	*	2	1	2	*	2
	*	*	*	-	*	*	-	*	*	*	*	*	*	*	*	*	*	*	*	*	*
The News Letter	2	2	*	-	-	-	1	1	*	*	-	1	1	-	1	-	1	1	1	1	1
	*	*	*	-	-	-	*	*	*	*	-	*	*	-	*	-	*	*	*	*	*
The Western Mail	1	*	*	-	-	-	-	-	*	*	-	-	1	*	-	*	-	*	*	-	1
	*	*	*	-	-	-	-	-	*	*	-	-	*	*	-	*	-	*	*	-	*
The Daily Post - Wales	2	1	1	1	-	1	-	-	-	-	1	1	-	-	2	-	-	2	-	1	*
	*	*	*	*	-	*	-	-	-	-	*	*	-	-	*	-	-	*	-	*	*
The South Wales Evening Post	1	-	1	-	-	*	*	-	-	-	-	1	-	-	*	*	-	*	*	1	-
	*	-	*	-	-	*	*	-	-	-	-	*	-	-	*	*	-	*	*	*	-
South Wales Echo	*	-	*	-	-	-	*	-	-	-	-	*	-	-	-	*	-	-	*	-	*
	*	-	*	-	-	-	*	-	-	-	-	*	-	-	-	*	-	-	*	-	*
The Metro	19	9	10	3	5	4	4	3	-	-	8	7	3	1	7	6	4	8	10	12	6
	1%	1%	1%	1%	1%	1%	1%	1%	-	-	1%	1%	*	*	1%	1%	1%	1%	1%	1%	1%
The Evening Standard	10	6	4	1	1	3	3	1	-	-	3	6	1	3	4	-	2	7	2	4	5
	*	*	*	*	*	1%	1%	*	-	-	*	1%	*	1%	1%	-	*	1%	*	*	*
Any local daily newspaper[1]	61	18	43	2	5	6	7	12	15	14	7	13	41	18	16	12	14	34	26	27	34
	2%k	1%	3%b	1%	1%	1%	1%	3%de	4%adefg	5%adefg	1%	1%	4%akl	3%	2%	2%	2%	3%	2%	2%	3%

KANTAR MEDIA

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Weighted base	2611	1281	1330	304	466	449	443	335	345	270	770	892	949	542	787	591	692	1329	1282	1505	1106
Any local daily newspaper[2]	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	1 *	- -	- -	- -	1 *	- -	- -	1 *
Any local daily newspaper[3]	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	1 *	- -	- -	- -	1 *	- -	- -	1 *
Any local daily newspaper[4]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Any local daily newspaper[5]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ANY WEEKLY NEWSPAPERS (Sub-net)	**73** 3%d	**31** *2%*	**42** *3%*	**1** *	**10** *2%*	**7** *2%*	**9** *2%*	**14** 4%d	**14** 4%d	**19** 7%adefg	**11** *1%*	**16** *2%*	**47** 5%akl	**21** 4%o	**12** *2%*	**21** *4%*	**19** *3%*	**33** *3%*	**40** *3%*	**30** *2%*	**44** 4%l
The Sun on Sunday	6 *	4 *	2 *	1 *	3 *1%*	- -	- -	1 *	1 *	* *	4 *1%*	- -	2 *	- -	2 *	1 *	3 *	2 *	4 *	4 *	2 *
The Mail on Sunday	6 *	2 *	4 *	- -	- -	2 *	1 *	2 *1%*	1 *	* *	- -	3 *	3 *	3 *1%*	1 *	1 *	1 *	5 *	2 *	5 *	2 *
The Daily Star on Sunday	2 *	2 *	- -	- -	- -	- -	- -	- -	- -	2 1%a	- -	- -	2 *	1 *	- -	1 *	- -	1 *	1 *	- -	2 *
The Sunday Express	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	* *	* *	- -	* *	* *	- -	1 *
The Sunday Mirror	* *	- -	* *	- -	- -	- -	- -	- -	* *	- -	- -	- -	* *	- -	- -	- -	* *	- -	* *	- -	* *
The Observer	1 *	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	1 *	- -	- -	1 *
The Sunday Times	4 *	1 *	3 *	- -	- -	- -	2 *	1 *	2 *	- -	- -	2 *	3 *	4 1%aoq	- -	- -	- -	4 *	- -	2 *	3 *
The Sunday Telegraph	2 *	2 *	- -	- -	- -	- -	- -	* *	- -	1 1%a	- -	- -	2 *	2 *	- -	- -	- -	2 *	- -	1 *	* *
The People	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
The Sunday Herald	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
The Sunday Post	4 *	2 *	1 *	- -	1 *	1 *	- -	* *	- -	1 *	1 *	1 *	2 *	* *	1 *	1 *	* *	2 *	2 *	2 *	2 *
The Sunday Mail	5 *	3 *	2 *	- -	1 *	1 *	1 *	* *	1 *	1 *	1 *	2 *	3 *	- -	1 *	2 *	2 *	1 *	4 *	2 *	3 *

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u

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Weighted base	2611	1281	1330	304	466	449	443	335	345	270	770	892	949	542	787	591	692	1329	1282	1505	1106
Scotland on Sunday	*	*	-	-	-	-	-	*	-	-	-	-	*	*	-	-	-	*	-	-	*
	*	*	-	-	-	-	-	*	-	-	-	-	*	*	-	-	-	*	-	-	*
Wales on Sunday	*	-	*	-	-	-	-	-	*	-	-	-	*	-	-	-	*	-	*	-	*
	*	-	*	-	-	-	-	-	*	-	-	-	*	-	-	-	*	-	*	-	*
Sunday Life	2	1	1	-	-	-	*	1	*	*	-	*	1	-	-	*	1	-	2	-	2
	*	*	*	-	-	-	*	*	*	*	-	*	*	-	-	*	*	-	*	-	*
Sunday World	1	1	*	-	*	-	*	*	*	*	*	*	*	-	-	*	1	-	1	*	1
	*	*	*	-	*	-	*	*	*	*	*	*	*	-	-	*	*	-	*	*	*
Any local paid weekly paper[1]	21	8	13	-	4	1	-	4	6	6	4	1	16	6	6	3	6	12	9	4	17
	1%	1%	1%	-	1%	*	-	1%	2%dfg	2%adfg	1%	*	2%kl	1%	1%	1%	1%	1%	1%	*	2%kl
Any local paid weekly paper[2]	4	3	1	-	2	-	-	1	*	1	2	-	3	2	*	1	2	2	2	2	3
	*	*	*	-	*	-	-	*	*	1%	*	-	*	*	*	*	*	*	*	*	*
Any local paid weekly paper[3]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any local paid weekly paper[4]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any local paid weekly paper[5]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any local free weekly newspaper[1]	22	7	15	-	2	2	5	5	2	5	2	7	13	4	2	11	4	6	15	11	11
	1%	1%	1%	-	*	*	1%	2%	1%	2%ade	*	1%	1%k	1%	*	2%o	1%	*	1%	1%	1%
Any local free weekly newspaper[2]	*	-	*	-	-	-	-	-	-	*	-	-	*	*	-	-	-	*	-	-	*
	*	-	*	-	-	-	-	-	-	*	-	-	*	*	-	-	-	*	-	-	*
Any local free weekly newspaper[3]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any local free weekly newspaper[4]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any local free weekly newspaper[5]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ANY RADIO (Net)	**306**	**133**	**173**	**21**	**51**	**51**	**58**	**52**	**45**	**27**	**72**	**110**	**124**	**56**	**95**	**77**	**79**	**150**	**156**	**186**	**120**
	12%d	***10%***	***13%***	***7%***	***11%***	***11%***	13%d	15%d	13%d	***10%***	***9%***	***12%***	13%k	***10%***	***12%***	***13%***	***11%***	***11%***	***12%***	***12%***	***11%***
BBC Radio 4	33	20	13	-	7	1	5	9	9	1	7	7	19	12	12	5	3	25	9	19	14
	1%	2%	1%	-	2%	*	1%	3%adfj	3%adfj	*	1%	1%	2%j	2%q	2%	1%	*	2%s	1%	1%	1%
BBC Radio 3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

KANTAR MEDIA

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BBC Radio 2	24 1%	7 1%	17 1%	- -	4 1%	4 1%	10 2%d	3 1%	2 1%	2 1%	4 *	14 2%	6 1%	7 1%	12 1%p	1 *	4 1%	19 1%s	5 *	17 1%	7 1%
BBC Radio 1	28 1%	13 1%	15 1%	8 3%hi	3 1%	5 1%	6 1%	1 *	2 *	4 2%	10 1%	11 1%	6 1%	* *	13 2%n	8 1%n	7 1%	13 1%	15 1%	14 1%	14 1%
BBC Asian Network	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
BBC Radio 5 Live	9 *	9 1%c	- -	- -	- -	2 1%	- -	4 1%aeg	1 *	1 *	- -	2 *	6 1%k	1 *	2 *	2 *	3 *	3 *	5 *	6 *	2 *
BBC World Service	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
BBC Radio 6 Music	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Classic FM	3 *	1 *	2 *	- -	- -	- -	2 *	- -	1 *	- -	- -	2 *	1 *	3 1%	- -	* *	- -	3 *	* *	2 *	1 *
Talksport	1 *	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	1 *	1 *	- -	- -	* *	1 *	* *	1 *	* *
LBC	14 1%	8 1%	6 *	2 1%	5 1%	2 *	1 *	1 *	3 1%	- -	7 1%	3 *	4 *	3 1%	5 1%	1 *	4 1%	8 1%	5 *	6 *	7 1%
Heart FM	42 2%bjm	5 *	37 3%ab	3 1%	13 3%ij	11 2%ij	10 2%ij	3 1%	1 *	- -	16 2%m	21 2%m	4 *	7 1%	15 2%	9 1%	11 2%	22 2%	20 2%	30 2%	12 1%
Absolute Radio	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Capital	21 1%m	7 1%	14 1%	4 1%	7 2%hi	7 2%i	2 *	- -	- -	- -	11 1%m	9 1%m	- -	5 1%	8 1%	6 1%	3 *	12 1%	8 1%	17 1%u	3 *
Real Radio	1 *	- -	1 *	- -	1 *	- -	- -	* *	- -	- -	1 *	- -	* *	* *	1 *	- -	- -	1 *	- -	1 *	* *
Kiss	4 *	2 *	2 *	2 1%	2 *	- -	- -	- -	- -	- -	4 1%	- -	- -	- -	- -	4 1%	- -	- -	4 *	4 *	- -
Smooth Radio	8 *	1 *	7 1%	- -	1 *	3 1%	- -	2 1%	2 *	- -	1 *	3 *	3 *	- -	6 1%	1 *	1 *	6 *	2 *	6 *	2 *
Magic	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
BBC Radio Scotland/BBC Radio Wales or Cymru/ BBC Radio Ulster	14 1%	9 1%	5 *	- -	1 *	2 *	2 1%	1 *	4 1%	3 1%	1 *	4 *	8 1%	5 1%	4 1%	1 *	4 1%	9 1%	5 *	5 *	8 1%

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Weighted base	2611	1281	1330	304	466	449	443	335	345	270	770	892	949	542	787	591	692	1329	1282	1505	1106
Cool FM	3 *	2 *	1 *	1 *	* *	* *	1 *	1 *	- -	- -	1 *	1 *	1 *	* *	1 *	1 *	1 *	1 *	2 *	3 *	* *
Radio Ceredigion	* *	* *	- -	- -	- -	- -	- -	* *	- -	- -	- -	- -	* *	- -	- -	- -	* *	- -	* *	- -	* *
Scarlet FM	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Radio Pembrokeshire	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Radio Carmarthenshire	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Any BBC local/regional radio station[1]	48 2%dek	28 2%	20 1%	- -	- -	5 1%	5 1%	10 3%de	15 4%adefg	12 5%adefg	- -	10 1%k	38 4%akl	7 1%	11 1%	14 2%	16 2%	18 1%	30 2%	18 1%	30 3%l
Any BBC local/regional radio station[2]	2 *	- -	2 *	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	2 *	- -	- -	1 *	1 *	- -	2 *	- -	2 *
Any BBC local/regional radio station[3]	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	1 *	- -	- -	1 *	- -	1 *
Any BBC local/regional radio station[4]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Any BBC local/regional radio station[5]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other local commercial radio station(s)[1]	81 3%	28 2%	53 4%b	3 1%	11 2%	15 3%	24 5%dj	16 5%dj	8 2%	4 2%	15 2%	38 4%k	28 3%	8 2%	24 3%	25 4%n	23 3%	32 2%	48 4%	55 4%	26 2%
Other local commercial radio station(s)[2]	2 *	2 *	- -	- -	- -	2 1%	- -	- -	- -	- -	- -	2 *	- -	2 *	- -	- -	- -	2 *	- -	2 *	- -
Other local commercial radio station(s)[3]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other local commercial radio station(s)[4]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other local commercial radio station(s)[5]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other radio station(s) e.g. local or foreign ones[1]	1 *	1 *	* *	- -	- -	1 *	- -	* *	- -	- -	- -	1 *	* *	* *	* *	- -	* *	1 *	* *	1 *	* *
Other radio station(s) e.g. local or foreign ones[2]	* *	- -	* *	- -	- -	* *	- -	- -	- -	- -	- -	* *	- -	- -	* *	- -	- -	* *	- -	* *	- -

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QN2 News sources use nowadays for national news

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Weighted base	2611	1281	1330	304	466	449	443	335	345	270	770	892	949	542	787	591	692	1329	1282	1505	1106
Other radio station(s) e.g. local or foreign ones[3]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other radio station(s) e.g. local or foreign ones[4]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other radio station(s) e.g. local or foreign ones[5]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ANY WEBSITE OR APPS (Net)	**659** 25%hijmq su	**310** ***24%***	**349** ***26%***	**155** 51%aefgh ij	**190** 41%aghij	**156** 35%aghij	**92** 21%hij	**43** 13%ij	**22** 6%j	**2** ***1%***	**345** 45%alm	**248** 28%m	**67** ***7%***	**142** 26%q	**240** 31%apq	**143** ***24%***	**134** ***19%***	**382** 29%s	**278** ***22%***	**469** 31%au	**190** ***17%***
BBC website or app	254 10%hijmp qsu	137 *11%*	117 *9%*	40 13%ghij	74 16%aghij	74 16%aghij	33 8%j	19 6%j	13 4%j	1 *1%*	114 15%am	107 12%m	33 *3%*	74 14%apq	113 14%apq	34 *6%*	33 *5%*	187 14%as	67 *5%*	185 12%au	68 *6%*
ITV or ITN website or app	16 *1%*	8 *1%*	9 *1%*	6 2%afj	6 *1%*	* *	2 *1%*	1 *	1 *	- -	12 2%alm	3 *	2 *	1 *	7 *1%*	3 *1%*	4 *1%*	9 *1%*	7 *1%*	9 *1%*	7 *1%*
STV Website or app	5 *	1 *	4 *	1 *	1 *	2 *	1 *	- -	* *	- -	2 *	3 *	* *	2 *	1 *	2 *	1 *	3 *	3 *	3 *	2 *
UTV Website or app	1 *	1 *	* *	- -	* *	* *	* *	- -	- -	- -	* *	1 *	- -	* *	* *	- -	* *	1 *	* *	1 *	* *
Channel 4 website or app	2 *	2 *	- -	- -	- -	- -	- -	2 1%a	- -	- -	- -	- -	2 *	- -	- -	2 *	- -	- -	2 *	2 *	- -
Sky News website or app	32 1%m	17 *1%*	15 *1%*	5 *1%*	9 2%j	13 *3%ahij*	4 *1%*	1 *	1 *	- -	14 2%m	17 2%m	2 *	6 *1%*	10 *1%*	12 2%q	3 *	17 *1%*	16 *1%*	25 2%u	7 *1%*
CNN Website or app	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NBC News website or app	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CBS News website or app	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
The Sun website or app	1 *	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	1 *	1 *	- -
The Daily Mail website or app	18 *1%*	5 *	12 *1%*	6 2%lj	6 *1%*	* *	2 *	3 *1%*	1 *	- -	12 2%lm	3 *	4 *	4 *1%*	5 *1%*	7 *1%*	2 *	9 *1%*	9 *1%*	13 *1%*	5 *
The Daily Star website or app	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u

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Weighted base	2611	1281	1330	304	466	449	443	335	345	270	770	892	949	542	787	591	692	1329	1282	1505	1106
The Daily Express website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Daily Mirror website or app	4	2	1	1	-	-	2	-	-	-	1	2	-	3	*	-	-	4	-	3	1
	*	*	*	*	-	-	1%	-	-	-	*	*	-	1%	*	-	-	*	-	*	*
The Guardian\Observer website or app	14	7	7	-	7	4	3	-	-	-	7	7	-	7	7	-	-	14	-	12	2
	1%ms	1%	*	-	2%i	1%	1%	-	-	-	1%m	1%m	-	1%pq	1%q	-	-	1%s	-	1%	*
The Independent website or app	3	1	2	1	-	1	1	-	-	-	1	2	-	-	2	-	1	2	1	1	2
	*	*	*	*	-	*	*	-	-	-	*	*	-	-	*	-	*	*	*	*	*
The Times\Sunday Times website or app	3	1	2	-	1	-	-	2	-	-	1	-	2	-	3	-	-	3	-	3	-
	*	*	*	-	*	-	-	1%	-	-	*	-	*	-	*	-	-	*	-	*	-
The Telegraph website or app	6	3	4	-	1	-	5	1	-	-	1	5	1	*	3	2	1	3	3	5	1
	*	*	*	-	*	-	1%a	*	-	-	*	1%	*	*	*	*	*	*	*	*	*
The Financial Times website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Metro website or app	4	3	1	2	-	2	-	-	-	-	2	2	-	3	-	-	1	3	1	2	2
	*	*	*	1%	-	*	-	-	-	-	*	*	-	1%	-	-	*	*	*	*	*
The Evening Standard website or app	1	-	1	1	-	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	1
	*	-	*	*	-	-	-	-	-	-	*	-	-	*	-	-	-	*	-	-	*
The New York Times website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Washington Post website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Time.com website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Atlantic website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Facebook	235	86	150	77	75	54	22	5	2	-	152	77	7	37	65	59	74	102	133	162	73
	9%bghijmu	7%	11%b	25%aefghij	16%aghij	12%ghij	5%hij	1%	1%	-	20%alm	9%m	1%	7%	8%	10%	11%n	8%	10%r	11%u	7%
Twitter	37	26	11	9	13	8	8	*	-	-	22	15	*	12	14	6	6	26	12	31	6
	1%jmu	2%c	1%	3%hij	3%hij	2%ij	2%ij	*	-	-	3%am	2%m	*	2%	2%	1%	1%	2%	1%	2%u	1%
Google (General search Engine)	49	24	25	10	9	16	8	4	1	*	19	24	5	4	32	4	9	36	13	36	13
	2%jm	2%	2%	3%ij	2%ij	4%ij	2%j	1%	*	*	3%m	3%m	1%	1%	4%anpq	1%	1%	3%s	1%	2%u	1%
Google News (search engine just for news)	17	11	6	4	2	5	6	-	1	-	5	11	1	6	2	5	5	8	9	12	5
	1%m	1%	*	1%	*	1%	1%	-	*	-	1%	1%m	*	1%	*	1%	1%	1%	1%	1%	*

KANTAR MEDIA

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Weighted base	2611	1281	1330	304	466	449	443	335	345	270	770	892	949	542	787	591	692	1329	1282	1505	1106
Huffington Post	4 *	2 *	2 *	2 1%	- -	- -	2 *	- -	- -	- -	2 *	2 *	- -	- -	2 *	2 *	- -	2 *	2 *	4 *	- -
Yahoo news	5 *	1 *	4 *	2 1%	2 *	- -	- -	2 *	- -	- -	3 *	- -	2 *	- -	- -	3 *	2 *	- -	5 *	3 *	2 *
MSN news	* *	- -	* *	- -	- -	* *	- -	- -	- -	- -	- -	* *	- -	* *	- -	- -	- -	* *	- -	- -	* *
AOL news	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
YouTube	13 *m	9 1%	4 *	10 3%aefghij	- -	- -	2 *	- -	- -	- -	10 1%alm	2 *	- -	1 *	7 1%	4 1%	1 *	8 1%	5 *	5 *	7 1%
Feedly app	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Flipboard app	1 *	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	1 *
News Now website or app	1 *	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	1 *	- -	1 *	- -
BuzzFeed	6 *	2 *	4 *	4 1%a	- -	- -	2 *	- -	- -	- -	4 *	2 *	- -	- -	4 1%	- -	2 *	4 *	2 *	3 *	2 *
Vice	5 *	3 *	2 *	5 2%aefghij	- -	- -	- -	- -	- -	- -	5 1%m	- -	- -	- -	4 *	1 *	- -	4 *	1 *	- -	5 *l
Personal blog	1 *	- -	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	1 *	- -	1 *
Other site that combines news links[1]	54 2%mu	18 1%	35 3%	2 1%	16 3%dij	16 4%dij	10 2%	5 2%	3 1%	1 *	18 2%m	27 3%m	9 1%	17 3%q	14 2%	16 3%q	6 1%	32 2%	22 2%	42 3%u	11 1%
Other site that combines news links[2]	4 *	1 *	2 *	- -	- -	- -	3 1%	* *	- -	- -	- -	3 *	* *	2 *	* *	- -	1 *	2 *	1 *	2 *	2 *
Other site that combines news links[3]	* *	- -	* *	- -	- -	- -	- -	* *	- -	- -	- -	- -	* *	- -	* *	- -	- -	* *	- -	- -	* *
Other site that combines news links[4]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other site that combines news links[5]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other website(s) or app(s)[1]	3 *	1 *	2 *	1 *	1 *	1 *	* *	* *	- -	- -	2 *	1 *	* *	2 *	- -	1 *	1 *	2 *	1 *	3 *	1 *

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Other website(s) or app(s)[2]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other website(s) or app(s)[3]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other website(s) or app(s)[4]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other website(s) or app(s)[5]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other search engine just for news[1]	3 *	3 *	- -	1 *	- -	2 *	- -	- -	- -	- -	1 *	2 *	- -	- -	- -	3 *	- -	- -	3 *	3 *	- -
Other search engine just for news[2]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other search engine just for news[3]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other search engine just for news[4]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other search engine just for news[5]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other general search engine[1]	1 *	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *	- -	1 *
Other general search engine[2]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other general search engine[3]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other general search engine[4]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other general search engine[5]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any local newspaper websites or app[1]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any local newspaper websites or app[2]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any local newspaper websites or app[3]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Any local newspaper	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
websites or app[4]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any local newspaper	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
websites or app[5]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Week website or	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private Eye website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Economist website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The LAD Bible website	2	2	*	2	-	-	-	-	-	-	2	-	-	-	*	2	-	*	2	2	*
or app	*	*	*	1%a	-	-	-	-	-	-	*	-	-	-	*	*	-	*	*	*	*
ANY MAGAZINES	**4**	**3**	**1**	**-**	**-**	**-**	**2**	**-**	**1**	**1**	**-**	**2**	**2**	**2**	**2**	**-**	**-**	**4**	**-**	**2**	**2**
	*	*	*	-	-	-	*	-	*	*	-	*	*	*	*	-	-	*	-	*	*
Private Eye magazine	1	-	1	-	-	-	-	-	1	-	-	-	1	-	1	-	-	1	-	-	1
	*	-	*	-	-	-	-	-	*	-	-	-	*	-	*	-	-	*	-	-	*
The Economist magazine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Week magazine	3	3	-	-	-	-	2	-	-	1	-	2	1	2	1	-	-	3	-	2	1
	*	*	-	-	-	-	*	-	-	*	-	*	*	*	*	-	-	*	-	*	*
Time magazine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other magazines	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other sources	353	175	177	25	70	59	63	47	45	43	95	122	135	77	111	83	81	188	164	207	146
	14%d	14%	13%	8%	15%d	13%	14%d	14%d	13%	16%d	12%	14%	14%	14%	14%	14%	12%	14%	13%	14%	13%
NET : TV Euronews	**1**	**-**	**1**	**-**	**1**	**-**	**-**	**-**	**-**	**-**	**1**	**-**	**-**	**-**	**-**	**1**	**-**	**-**	**1**	**-**	**1**
	*	-	*	-	*	-	-	-	-	-	*	-	-	-	-	*	-	-	*	-	*
NET : TV Al Jazeera	**2**	**2**	**-**	**-**	**-**	**1**	**-**	**2**	**-**	**-**	**-**	**1**	**2**	**1**	**1**	**1**	**-**	**2**	**1**	**1**	**2**
	*	*	-	-	-	*	-	1%a	-	-	-	*	*	*	*	*	-	*	*	*	*
NET : TV PSB channels	**1248**	**614**	**634**	**92**	**146**	**174**	**234**	**196**	**234**	**173**	**238**	**407**	**603**	**237**	**360**	**284**	**368**	**597**	**651**	**624**	**624**
	48%defkt	**48%**	**48%**	**30%**	**31%**	**39%**	53%def	59%adef	68%adefg h	64%adefg	**31%**	46%k	63%akl	**44%**	**46%**	**48%**	53%ano	**45%**	51%r	**41%**	56%at
NET : TV Digital channels	**110**	**65**	**45**	**11**	**20**	**29**	**22**	**10**	**14**	**4**	**31**	**51**	**28**	**22**	**43**	**27**	**18**	**66**	**45**	**74**	**37**
	4%j	**5%**	**3%**	**4%**	4%j	6%j	5%j	**3%**	4%j	**1%**	**4%**	6%m	**3%**	**4%**	6%q	**5%**	**3%**	**5%**	**3%**	**5%**	**3%**

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QN2 News sources use nowadays for national news

Base : All adults 16+ who have chosen a news source from any platform

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Weighted base	2611	1281	1330	304	466	449	443	335	345	270	770	892	949	542	787	591	692	1329	1282	1505	1106
NET : Popular daily newspapers	26 1%	14 1%	11 1%	2 1%	9 2%	2 *	2 1%	2 1%	4 1%	4 1%	11 1%	4 1%	10 1%	2 *	12 1%	9 2%	3 *	13 1%	12 1%	16 1%	10 1%
NET : Midmarket daily newspapers	29 1%	10 1%	19 1%	2 1%	4 1%	3 1%	4 1%	6 2%	4 1%	6 2%	6 1%	7 1%	16 2%	8 2%	8 1%	5 1%	7 1%	17 1%	12 1%	15 1%	14 1%
NET : Quality daily newspapers	30 1%	10 1%	19 1%	2 1%	5 1%	3 1%	6 1%	5 2%	1 *	7 3%al	7 1%	9 1%	14 1%	13 2%apq	9 1%	2 *	6 1%	22 2%s	8 1%	15 1%	14 1%
NET : Freesheet daily newspapers	24 1%	11 1%	13 1%	3 1%	6 1%i	6 1%	5 1%	3 1%	- -	- -	9 1%	12 1%	3 *	4 1%	8 1%	6 1%	5 1%	13 1%	11 1%	14 1%	10 1%
NET : Nation specific daily newspapers	33 1%	19 1%	14 1%	1 *	2 1%	8 2%	4 1%	4 1%	7 2%	6 2%	4 *	12 1%	17 2%k	10 2%	8 1%	6 1%	8 1%	19 1%	14 1%	17 1%	16 1%
NET : Any daily newspaper	185 7%dk	78 6%	107 8%	10 3%	25 5%	28 6%	26 6%	31 9%d	29 8%d	37 14%adefgi	34 4%	54 6%	96 10%akl	54 10%q	53 7%	39 7%	40 6%	107 8%	78 6%	94 6%	91 8%
NET : Popular Sunday newspapers	8 *	6 *	2 *	1 *	3 1%	- -	- -	1 *	1 *	2 1%	4 1%	- -	4 *	1 *	2 *	2 *	3 *	3 *	5 *	4 *	4 *
NET : Midmarket Sunday newspapers	7 *	2 *	5 *	- -	- -	2 *	1 *	2 1%	2 1%	* *	- -	3 *	4 *	3 1%	2 *	1 *	1 *	5 *	2 *	5 *	3 *
NET : Quality Sunday newspapers	6 *	3 *	3 *	- -	- -	- -	2 *	1 *	2 *	1 1%	- -	2 *	4 *	6 1%aopq	- -	- -	- -	6 *s	- -	3 *	3 *
NET : Nation specific Sunday newspapers	11 *	6 *	5 *	- -	1 *	2 *	1 *	2 1%	2 *	3 1%	1 *	3 *	7 1%	1 *	1 *	4 1%	5 1%	2 *	9 1%	3 *	8 1%
NET : Any weekly newspaper	73 3%d	31 2%	42 3%	1 *	10 2%	7 2%	9 2%	14 4%d	14 4%d	19 7%adefg	11 1%	16 2%	47 5%akl	21 4%o	12 2%	21 4%	19 3%	33 3%	40 3%	30 2%	44 4%l
NET : Commercial radio stations	160 6%bju	50 4%	111 8%ab	13 4%	37 8%ij	34 8%j	34 8%j	23 7%j	14 4%	4 2%	51 7%	68 8%m	41 4%	24 4%	50 6%	44 7%	43 6%	74 6%	86 7%	112 7%u	48 4%
NET : UK wide BBC radio stations	91 3%	48 4%	43 3%	8 3%	13 3%	13 3%	19 4%	17 5%	14 4%	8 3%	21 3%	32 4%	38 4%	21 4%	36 5%	17 3%	17 3%	57 4%	34 3%	54 4%	37 3%
NET : Any radio station	306 12%d	133 10%	173 13%	21 7%	51 11%	51 11%	58 13%d	52 15%d	45 13%d	27 10%	72 9%	110 12%	124 13%k	56 10%	95 12%	77 13%	79 11%	150 11%	156 12%	186 12%	120 11%
NET : TV broadbcaster websites or apps	297 11%hijmqsu	156 12%	141 11%	50 17%aghij	84 18%aghij	84 19%aghij	40 9%ij	22 7%j	14 4%j	1 1%	134 17%am	125 14%m	38 4%	78 14%pq	126 16%apq	52 9%	40 6%	204 15%as	93 7%	215 14%au	82 7%
NET : National popular newspaper websites or apps	5 *	2 *	2 *	2 1%	- -	- -	2 1%	- -	- -	- -	2 *	2 *	- -	3 1%	* *	- -	1 *	4 *	1 *	4 *	1 *

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QN2 News sources use nowadays for national news

Base : All adults 16+ who have chosen a news source from any platform

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Weighted base	2611	1281	1330	304	466	449	443	335	345	270	770	892	949	542	787	591	692	1329	1282	1505	1106
NET : National midmarket newspaper websites or apps	18 1%	5 *	12 1%	6 2%lj	6 1%	* *	2 *	3 1%	1 *	- -	12 2%lm	3 *	4 *	4 1%	5 1%	7 1%	2 *	9 1%	9 1%	13 1%	5 *
NET : National quality newspaper websites or apps	26 1%ms	12 1%	13 1%	1 *	9 2%ij	5 1%	8 2%ij	3 1%	- -	- -	10 1%m	13 1%m	3 *	7 1%q	15 2%pq	2 *	1 *	22 2%s	4 *	20 1%	5 *
NET : Freesheet newspaper websites or apps	4 *	3 *	1 *	2 1%	- -	2 *	- -	- -	- -	- -	2 *	2 *	- -	3 1%	- -	- -	1 *	3 *	1 *	2 *	2 *
NET : National newspaper websites or apps	51 2%imq	23 2%	28 2%	11 3%ij	14 3%ij	7 2%	12 3%ij	5 2%j	1 *	- -	25 3%m	20 2%m	6 1%	17 3%q	20 3%q	9 2%	4 1%	37 3%s	14 1%	38 2%u	13 1%
NET : Newspaper websites (inc National & Local) or apps	108 4%ijmqu	42 3%	66 5%	13 4%ij	32 7%aij	25 6%ij	23 5%ij	11 3%j	4 1%	1 *	45 6%m	47 5%m	15 2%	36 7%aq	35 4%q	26 4%q	11 2%	71 5%s	37 3%	82 5%u	25 2%
NET : Any website or app	659 25%hijmqsu	310 24%	349 26%	155 51%aefghij	190 41%aghij	156 35%aghij	92 21%hij	43 13%ij	22 6%j	2 1%	345 45%alm	248 28%m	67 7%	142 26%q	240 31%apq	143 24%	134 19%	382 29%s	278 22%	469 31%au	190 17%
NET : BBC TV or BBC website or App	1156 44%dekps	611 48%c	545 41%	105 35%	174 37%	202 45%d	190 43%	158 47%de	192 56%adefgh	134 50%de	279 36%	393 44%k	484 51%akl	259 48%pq	402 51%apq	218 37%	277 40%	661 50%as	495 39%	630 42%	526 48%l
NET : ITV/ITV Wales/STV/ UTV channel or ITV or ITN or STV or UTV website or app	518 20%dekor	233 18%	285 21%	38 12%	68 15%	72 16%	102 23%de	84 25%adef	91 26%adef	62 23%def	106 14%	174 20%k	237 25%akl	84 15%	121 15%	128 22%no	185 27%ano	205 15%	313 24%ar	260 17%	258 23%at
NET : Channel 4 channel or Channel 4 website or app	14 1%	10 1%	3 *	4 1%e	- -	2 *	4 1%	2 1%	* *	* *	4 1%	6 1%	3 *	2 *	2 *	5 1%	4 1%	4 *	9 1%	10 1%	3 *
NET : Sky News channel or Sky News website or app	73 3%q	40 3%	33 2%	10 3%	17 4%	22 5%hj	8 2%	5 2%	8 2%	3 1%	26 3%	30 3%	17 2%	13 2%	28 4%q	22 4%q	9 1%	41 3%	32 2%	52 3%u	20 2%
NET : Sun newspaper (Daily or Sunday) or Sun website or app	25 1%	13 1%	12 1%	3 1%	11 2%a	2 *	2 1%	2 1%	2 *	2 1%	15 2%lm	4 *	6 1%	2 *	11 1%	6 1%	6 1%	12 1%	12 1%	17 1%	8 1%
NET : Times/Sunday Times newspaper or Times/ Sunday Times website or app	9 *	2 *	7 1%	- -	1 *	- -	2 *	4 1%af	2 *	- -	1 *	2 *	6 1%	5 1%q	4 1%	- -	- -	9 1%s	- -	5 *	4 *
NET : Daily Star/Sunday Star newspapers or Daily Star website or app	5 *	3 *	2 *	1 *	1 *	- -	- -	- -	2 *	2 1%	2 *	- -	3 *	1 *	1 *	2 *	1 *	2 *	3 *	2 *	3 *

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QN2 News sources use nowadays for national news

Base : All adults 16+ who have chosen a news source from any platform

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Weighted base	2611	1281	1330	304	466	449	443	335	345	270	770	892	949	542	787	591	692	1329	1282	1505	1106
NET : Daily/Sunday Express newspaper or Daily Express website or app	4 *	3 *	1 *	- -	- -	- -	- -	1 *	2 1%	1 *	- -	- -	4 *	1 *	1 *	* *	1 *	2 *	2 *	1 *	3 *
NET : Daily Mail/Mail on Sunday newspaper or Daily Mail website or app	41 2%	11 1%	30 2%b	7 2%	10 2%	3 1%	6 1%	7 2%	3 1%	5 2%	17 2%	10 1%	15 2%	11 2%	12 2%	10 2%	8 1%	23 2%	18 1%	26 2%	15 1%
NET : Metro newspaper or Metro website or app	22 1%	12 1%	11 1%	5 2%ij	5 1%	5 1%	4 1%	3 1%	- -	- -	10 1%m	9 1%	3 *	4 1%	7 1%	6 1%	5 1%	11 1%	11 1%	14 1%	8 1%
NET : Daily/Sunday Mirror newspaper or Daily Mirror website or app	7 *	5 *	2 *	1 *	1 *	- -	3 1%	- -	* *	2 1%	2 *	3 *	3 *	3 1%	1 *	1 *	1 *	5 *	2 *	3 *	4 *
NET : Daily/Sunday Telegraph newspaper or Telegraph website or app	12 *	6 *	6 *	- -	1 *	- -	5 1%	2 1%	* *	4 1%ii	1 *	5 1%	6 1%	4 1%	4 *	3 *	2 *	8 1%	4 *	6 *	6 1%
NET : Guardian/Observer newspaper or Guardian/ Observer website or app	33 1%j	13 1%	20 2%	2 1%	11 2%ij	6 1%ij	6 1%ij	4 1%ij	- -	3 1%j	13 2%	13 1%	7 1%	14 3%pq	13 2%	2 *	5 1%	27 2%rs	7 1%	24 2%	10 1%
NET : Independent (Daily or Sunday) newspaper or Independent website or app	3 *	1 *	2 *	1 *	- -	1 *	1 *	- -	- -	- -	1 *	2 *	- -	- -	2 *	- -	1 *	2 *	1 *	1 *	2 *
NET : Evening Standard newspaper or Evening Standard website or app	11 *	6 *	5 *	2 1%	1 *	3 1%	3 1%	1 *	- -	- -	4 *	6 1%	1 *	4 1%	4 1%	- -	2 *	8 1%	2 *	4 *	7 1%
NET : Financial Times newspaper or Financial Times website or app	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
None	242 9%	135 11%	106 8%	36 12%	51 11%	42 9%	42 10%	24 7%	29 8%	19 7%	86 11%m	84 9%	71 7%	68 13%o	56 7%	53 9%	65 9%	124 9%	118 9%	151 10%	91 8%
Don't know	27 1%	12 1%	15 1%	4 1%	3 1%	9 2%	1 *	2 *	1 *	6 2%ghi	8 1%	10 1%	9 1%	3 *	8 1%	5 1%	11 2%	11 1%	16 1%	12 1%	15 1%
Not stated	6 *	2 *	3 *	2 1%	2 *	2 *	- -	- -	- -	- -	4 *	2 *	- -	- -	5 1%	- -	* *	5 *	* *	5 *	* *

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QN2 News sources use nowadays for national news

Base : All adults 16+ who have chosen a news source from any platform

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	2618	1620	303	393	302	1796	520	272	175	137	182	156	193	86	219	200	2414	191
Weighted base	2611	2202	206	135	69	2071	472	381	226	185	245	220	246	124*	293	282	2331	267
ANY TV (Net)	**1329**	**1069**	**128**	**87**	**45**	**1038**	**246**	**184**	**106**	**74**	**136**	**123**	**114**	**66**	**157**	**110**	**1192**	**130**
	51%jp	***49%***	62%ab	65%ab	66%ab	***50%***	***52%***	***48%***	***47%***	***40%***	56%jp	56%jp	***46%***	53%p	54%jp	***39%***	***51%***	***49%***
BBC One	880	710	72	65	33	669	177	143	81	51	94	79	76	38	85	62	804	72
	34%p	*32%*	*35%*	48%abc	48%abc	*32%*	*38%*	37%p	36%p	*28%*	39%p	36%p	*31%*	*31%*	*29%*	*22%*	34%r	*27%*
BBC Two	11	9	2	*	*	11	*	-	-	-	1	-	3	-	4	2	8	3
	*	*	*1%*	*	*	*1%*	*	-	-	-	*	-	*1%*	-	*1%*	*1%*	*	*1%*
BBC Three	7	6	1	-	-	7	-	-	-	-	2	2	-	-	2	-	4	3
	*	*	*	-	-	*	-	-	-	-	*1%*	*1%*	-	-	*1%*	-	*	1%aq
BBC Four	4	3	*	-	-	4	-	-	-	-	-	-	1	-	-	2	4	-
	*	*	*	-	-	*	-	-	-	-	-	-	*	-	-	*1%*	*	-
BBC Alba	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ITV/ITV WALES/UTV/STV	496	370	69	24	34	372	91	40	25	24	50	55	33	35	81	27	461	31
	19%hjpr	*17%*	33%abd	*17%*	49%abcd	*18%*	*19%*	*11%*	*11%*	*13%*	21%hip	25%hijmp	*13%*	28%hijmp	28%ahijmp	*10%*	20%r	*11%*
Channel 4	11	9	1	1	*	11	*	-	-	-	-	-	2	-	-	7	4	7
	*	*	*	*1%*	*1%*	*1%*	*	-	-	-	-	-	*1%*	-	-	3%ahko	*	3%aq
S4C	4	-	-	4	-	2	3	-	-	-	-	-	-	-	-	-	4	-
	*	-	-	3%abce	-	*	1%j	-	-	-	-	-	-	-	-	-	*	-
Channel 5	4	3	*	1	-	2	1	-	1	-	-	-	1	-	1	-	4	-
	*	*	*	*	-	*	*	-	*	-	-	-	*	-	*	-	*	-
RTE Channels\TG3\TG4	3	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-	3	-
	*	-	-	-	4%abcd	-	-	-	-	-	-	-	-	-	-	-	*	-
Sky News Channel	44	35	7	1	1	36	8	3	-	-	3	1	8	-	8	13	26	17
	2%	*2%*	3%b	*1%*	*1%*	*2%*	*2%*	*1%*	-	-	*1%*	*	3%i	-	*3%i*	5%ahijl	*1%*	6%aq
BBC News Channel	59	52	4	1	2	51	6	10	10	6	2	1	3	-	4	16	39	17
	2%	*2%*	*2%*	*1%*	3%d	*2%*	*1%*	*3%*	*4%*	*3%*	*1%*	*1%*	*1%*	-	*1%*	6%aklmno	*2%*	6%aq
CNN	4	4	-	-	-	4	-	1	-	-	-	-	-	-	-	3	1	3
	*	*	-	-	-	*	-	*	-	-	-	-	-	-	-	1%a	*	1%aq
Fox News	2	2	-	-	-	2	-	-	-	-	-	-	-	-	-	2	-	2
	*	*	-	-	-	*	-	-	-	-	-	-	-	-	-	1%a	-	1%aq
CNBC	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

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QN2 News sources use nowadays for national news

Base : All adults 16+ who have chosen a news source from any platform

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Weighted base	2611	2202	206	135	69	2071	472	381	226	185	245	220	246	124*	293	282	2331	267
Euronews (English version)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Euronews (Non English version)	1	1	-	-	-	1	-	-	-	-	-	-	-	-	-	1	1	-
	*	*	-	-	-	*	-	-	-	-	-	-	-	-	-	*	*	-
Al Jazeera (English version)	1	1	-	1	-	1	-	-	-	-	-	1	-	-	-	-	1	-
	*	*	-	*ab	-	*	-	-	-	-	-	*	-	-	-	-	*	-
Al Jazeera (Arabic version)	1	1	-	-	-	1	-	1	-	-	-	-	-	-	-	-	1	-
	*	*	-	-	-	*	-	*	-	-	-	-	-	-	-	-	*	-
RT (Russia Today)	3	1	1	-	-	3	-	1	-	-	-	-	-	-	-	-	1	1
	*	*	1%ab	-	-	*	-	*	-	-	-	-	-	-	-	-	*	*
BBC Parliament	*	-	-	*	-	*	-	-	-	-	-	-	-	-	-	-	*	-
	*	-	-	*ab	-	*	-	-	-	-	-	-	-	-	-	-	*	-
Zee TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PTV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Star Plus	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bangla TV	3	3	-	-	-	3	-	-	-	-	-	-	-	-	-	3	-	3
	*	*	-	-	-	*	-	-	-	-	-	-	-	-	-	1%a	-	1%aq
Arab News Network	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Deutsche Welle	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TF1	3	3	-	-	-	3	-	-	-	-	-	-	-	-	-	3	2	1
	*	*	-	-	-	*	-	-	-	-	-	-	-	-	-	1%a	*	*
France 24	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CCTV News (China)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bloomberg TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QN2 News sources use nowadays for national news

Base : All adults 16+ who have chosen a news source from any platform

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Weighted base	2611	2202	206	135	69	2071	472	381	226	185	245	220	246	124*	293	282	2331	267
Other channel(s)[1]	3 *	1 *	1 1%b	* *	* *	2 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *	3 *	- -
Other channel(s)[2]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other channel(s)[3]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other channel(s)[4]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other channel(s)[5]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ANY NEWSPAPERS (DAILY OR WEEKLY) (Net)	**222** 9%o	**162** ***7%***	**41** 20%abd	**8** ***6%***	**12** 17%abd	**164** ***8%***	**46** ***10%***	**22** ***6%***	**22** 10%o	**9** ***5%***	**26** 11%o	**12** ***6%***	**19** ***8%***	**7** ***6%***	**12** ***4%***	**31** 11%ho	**205** ***9%***	**16** ***6%***
ANY DAILY NEWSPAPERS (Sub-net)	**185** ***7%***	**129** ***6%***	**39** 19%abd	**7** ***5%***	**11** 15%abd	**142** ***7%***	**33** ***7%***	**19** ***5%***	**12** ***5%***	**7** ***4%***	**22** ***9%***	**10** ***4%***	**11** ***5%***	**7** ***6%***	**11** ***4%***	**30** 11%hlmo	**167** ***7%***	**16** ***6%***
The Sun	20 *1%*	11 *	9 4%abde	* *	1 *1%*	14 *1%*	6 *1%*	4 *1%*	- -	1 *1%*	3 *1%*	- -	- -	- -	- -	3 *1%*	19 *1%*	1 *
The Daily Mail	25 *1%*	17 *1%*	7 3%abde	1 *1%*	- -	21 *1%*	4 *1%*	3 *1%*	1 *	3 *2%*	3 *1%*	- -	2 *1%*	- -	- -	4 *2%*	22 *1%*	2 *1%*
The Daily Star	3 *	3 *	1 *	- -	- -	1 *	2 *	- -	- -	- -	- -	- -	1 *	- -	2 *1%*	- -	3 *	- -
The Daily Express	4 *	1 *	3 1%ab	* *	- -	2 *	2 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	3 *	- -
The Daily Mirror	3 *	2 *	1 *	- -	* 1%ab	2 *	1 *	- -	- -	- -	- -	- -	- -	- -	1 *	1 *	3 *	- -
The Guardian	23 *1%*	22 *1%*	- -	- -	* *	22 *1%*	- -	4 *1%*	3 *1%*	- -	1 *	4 *2%*	1 *	1 *1%*	- -	9 3%ajkmo	21 *1%*	1 *
The i'	1 *	- -	1 *ab	- -	- -	* *	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -
The Times	4 *	3 *	* *	- -	* *	3 *	* *	- -	- -	- -	- -	- -	- -	- -	- -	3 1%a	4 *	- -
The Daily Telegraph	6 *	3 *	2 1%ab	- -	- -	3 *	2 *	2 *1%*	- -	- -	- -	- -	- -	- -	1 *	- -	6 *	- -
The Financial Times	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
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	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Weighted base	2611	2202	206	135	69	2071	472	381	226	185	245	220	246	124*	293	282	2331	267
The Morning Star	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Herald	4	2	2	-	-	2	2	-	2	-	-	-	-	-	-	-	3	1
	*	*	1%ab	-	-	*	*	-	1%	-	-	-	-	-	-	-	*	*
The Scotsman	2	-	2	-	-	2	-	-	-	-	-	-	-	-	-	-	1	1
	*	-	1%ab	-	-	*	-	-	-	-	-	-	-	-	-	-	*	*
The Daily Record	12	-	12	-	-	9	2	-	-	-	-	-	-	-	-	-	12	-
	*b	-	6%abde	-	-	*	1%	-	-	-	-	-	-	-	-	-	*	-
The National	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Press and Journal (Aberdeen)	3	-	3	-	-	1	2	-	-	-	-	-	-	-	-	-	3	-
	*	-	1%ab	-	-	*	*	-	-	-	-	-	-	-	-	-	*	-
The Courier and Advertiser (Dundee)	4	-	4	-	-	-	4	-	-	-	-	-	-	-	-	-	4	-
	*	-	2%abd	-	-	-	1%af	-	-	-	-	-	-	-	-	-	*	-
The Record PM	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Belfast Telegraph	5	-	-	-	5	-	-	-	-	-	-	-	-	-	-	-	5	-
	*	-	-	-	7%abcd	-	-	-	-	-	-	-	-	-	-	-	*	-
The Irish News	3	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-	3	-
	*	-	-	-	4%abcd	-	-	-	-	-	-	-	-	-	-	-	*	-
The News Letter	2	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	2	-
	*	-	-	-	3%abcd	-	-	-	-	-	-	-	-	-	-	-	*	-
The Western Mail	1	-	-	1	-	*	*	-	-	-	-	-	-	-	-	-	1	-
	*	-	-	*ab	-	*	*	-	-	-	-	-	-	-	-	-	*	-
The Daily Post - Wales	2	-	-	2	-	-	2	-	-	-	-	-	-	-	-	-	1	1
	*	-	-	1%abc	-	-	*l	-	-	-	-	-	-	-	-	-	*	*
The South Wales Evening Post	1	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-
	*	-	-	1%ab	-	*	-	-	-	-	-	-	-	-	-	-	*	-
South Wales Echo	*	-	-	*	-	*	-	-	-	-	-	-	-	-	-	-	*	-
	*	-	-	*ab	-	*	-	-	-	-	-	-	-	-	-	-	*	-
The Metro	19	16	2	1	-	18	*	-	-	-	2	3	-	2	2	7	14	5
	1%	1%	1%	*	-	1%	*	-	-	-	1%	1%	-	2%h	1%	2%ahm	1%	2%

KANTAR MEDIA

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Weighted base	2611	2202	206	135	69	2071	472	381	226	185	245	220	246	124*	293	282	2331	267
The Evening Standard	10 *	10 *	- -	- -	- -	10 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	10 3%ahijklmo	4 *	5 2%aq
Any local daily newspaper[1]	61 2%p	56 3%c	1 *	2 1%	1 2%c	48 2%	11 2%	8 2%p	6 3%p	3 2%	16 7%ahlop	3 1%	9 4%p	4 3%p	6 2%p	- -	57 2%	3 1%
Any local daily newspaper[2]	1 *	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -
Any local daily newspaper[3]	1 *	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -
Any local daily newspaper[4]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Any local daily newspaper[5]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ANY WEEKLY NEWSPAPERS (Sub-net)	**73** 3%r	**54** **2%**	**14** 7%abd	**2** **1%**	**3** 5%bd	**48** **2%**	**22** 5%f	**8** **2%**	**11** 5%o	**5** **3%**	**11** 4%o	**2** **1%**	**10** 4%o	**-** **-**	**2** **1%**	**4** **2%**	**73** 3%r	**-** **-**
The Sun on Sunday	6 *	4 *	2 1%b	- -	* *	5 *	1 *	- -	- -	- -	1 *	- -	3 1%a	- -	- -	- -	6 *	- -
The Mail on Sunday	6 *	4 *	2 1%b	- -	- -	6 *	- -	1 *	- -	3 2%a	- -	- -	- -	- -	- -	- -	6 *	- -
The Daily Star on Sunday	2 *	2 *	- -	- -	- -	2 *	- -	- -	2 1%a	- -	- -	- -	- -	- -	- -	- -	2 *	- -
The Sunday Express	1 *	- -	1 *ab	- -	- -	* *	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -
The Sunday Mirror	* *	- -	- -	- -	* *ab	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	* *	- -
The Observer	1 *	1 *	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -
The Sunday Times	4 *	4 *	* *	- -	- -	4 *	* *	1 *	- -	- -	- -	- -	- -	- -	- -	3 1%a	4 *	- -
The Sunday Telegraph	2 *	1 *	* *	- -	- -	1 *	* *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	2 *	- -
The People	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
The Sunday Herald	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
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Weighted base	2611	2202	206	135	69	2071	472	381	226	185	245	220	246	124*	293	282	2331	267
The Sunday Post	4	-	4	-	-	1	3	-	-	-	-	-	-	-	-	-	4	-
	*	-	2%abd	-	-	*	1%f	-	-	-	-	-	-	-	-	-	*	-
The Sunday Mail	5	-	5	-	-	4	1	-	-	-	-	-	-	-	-	-	5	-
	*	-	3%abde	-	-	*	*	-	-	-	-	-	-	-	-	-	*	-
Scotland on Sunday	*	-	*	-	-	-	*	-	-	-	-	-	-	-	-	-	*	-
	*	-	*b	-	-	-	*	-	-	-	-	-	-	-	-	-	*	-
Wales on Sunday	*	-	-	*	-	*	-	-	-	-	-	-	-	-	-	-	*	-
	*	-	-	*ab	-	*	-	-	-	-	-	-	-	-	-	-	*	-
Sunday Life	2	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	2	-
	*	-	-	-	2%abcd	-	-	-	-	-	-	-	-	-	-	-	*	-
Sunday World	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-
	*	-	-	-	1%abcd	-	-	-	-	-	-	-	-	-	-	-	*	-
Any local paid weekly paper[1]	21	18	2	1	1	10	10	4	4	2	5	2	2	-	-	-	21	-
	1%	*1%*	*1%*	*1%*	*2%*	*	2%af	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	-	-	-	*1%*	-
Any local paid weekly paper[2]	4	4	*	-	*	2	2	2	-	-	-	-	1	-	1	-	4	-
	*	*	*	-	*1%*	*	*	*	-	-	-	-	*	-	*	-	*	-
Any local paid weekly paper[3]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any local paid weekly paper[4]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any local paid weekly paper[5]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any local free weekly newspaper[1]	22	21	*	1	-	14	8	-	6	-	5	1	6	-	1	1	21	-
	1%	*1%*	*	*	-	*1%*	*2%*	-	3%ah	-	2%h	*	3%ah	-	*	*1%*	*1%*	-
Any local free weekly newspaper[2]	*	-	*	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-
	*	-	*b	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-
Any local free weekly newspaper[3]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any local free weekly newspaper[4]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any local free weekly newspaper[5]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

KANTAR MEDIA

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		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Weighted base	2611	2202	206	135	69	2071	472	381	226	185	245	220	246	124*	293	282	2331	267
ANY RADIO (Net)	**306**	**257**	**23**	**13**	**14**	**233**	**60**	**54**	**20**	**31**	**25**	**27**	**28**	**18**	**23**	**31**	**289**	**17**
	12%r	*12%*	*11%*	*9%*	20%abcd	*11%*	*13%*	14%o	*9%*	16%o	*10%*	*12%*	*11%*	*14%*	*8%*	*11%*	12%r	*6%*
BBC Radio 4	33	28	2	1	1	28	5	9	-	3	3	-	1	-	1	11	29	4
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	-	*2%*	*1%*	-	*	-	*	4%almo	*1%*	*1%*
BBC Radio 3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BBC Radio 2	24	22	1	2	-	18	6	4	1	7	-	6	-	-	2	2	22	2
	1%	*1%*	*	*1%*	-	*1%*	*1%*	*1%*	*	4%aikmop	-	3%m	-	-	*1%*	*1%*	*1%*	*1%*
BBC Radio 1	28	24	1	1	1	22	5	2	4	3	3	6	1	-	2	4	26	2
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*	*2%*	*2%*	*1%*	*3%*	*	-	*1%*	*1%*	*1%*	*1%*
BBC Asian Network	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BBC Radio 5 Live	9	7	1	-	-	7	1	-	-	-	-	2	3	-	2	-	9	-
	*	*	*1%*	-	-	*	*	-	-	-	-	*1%*	1%a	-	*1%*	-	*	-
BBC World Service	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BBC Radio 6 Music	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Classic FM	3	3	-	*	-	3	-	1	-	-	-	-	2	-	-	-	3	-
	*	*	-	*	-	*	-	*	-	-	-	-	*1%*	-	-	-	*	-
Talksport	1	-	1	-	-	1	*	-	-	-	-	-	-	-	-	-	*	-
	*	-	1%ab	-	-	*	*	-	-	-	-	-	-	-	-	-	*	-
LBC	14	14	-	-	-	14	-	2	-	-	-	-	2	-	-	10	8	6
	1%	*1%*	-	-	-	*1%*	-	*	-	-	-	-	*1%*	-	-	4%ahijklo	*	2%aq
Heart FM	42	38	-	4	-	36	6	20	6	6	1	-	3	-	2	-	42	-
	2%ce	2%ce	-	3%ce	-	*2%*	*1%*	5%aklmnop	3%p	3%lp	*	-	*1%*	-	*1%*	-	*2%*	-
Absolute Radio	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Capital	21	19	2	-	*	16	5	3	-	2	-	2	-	6	3	2	21	-
	1%	*1%*	*1%*	-	*	*1%*	*1%*	*1%*	-	*1%*	-	*1%*	-	5%ahikmp	*1%*	*1%*	*1%*	-
Real Radio	1	-	1	*	-	1	-	-	-	-	-	-	-	-	-	-	1	-
	*	-	1%ab	*b	-	*	-	-	-	-	-	-	-	-	-	-	*	-
Kiss	4	4	-	-	-	4	-	-	-	-	-	-	2	-	2	-	4	-
	*	*	-	-	-	*	-	-	-	-	-	-	*1%*	-	*1%*	-	*	-

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
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Weighted base	2611	2202	206	135	69	2071	472	381	226	185	245	220	246	124*	293	282	2331	267
Smooth Radio	8	4	4	-	-	6	2	-	-	-	2	-	-	-	2	-	8	-
	*	*	2%abd	-	-	*	*	-	-	-	1%	-	-	-	1%	-	*	-
Magic	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BBC Radio Scotland/BBC Radio Wales or Cymru/ BBC Radio Ulster	14	-	4	4	6	3	5	-	-	-	-	-	-	-	-	-	14	-
	1%b	-	2%ab	3%ab	8%abcd	*	1%f	-	-	-	-	-	-	-	-	-	1%	-
Cool FM	3	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-	3	-
	*	-	-	-	4%abcd	-	-	-	-	-	-	-	-	-	-	-	*	-
Radio Ceredigion	*	-	-	*	-	-	*	-	-	-	-	-	-	-	-	-	*	-
	*	-	-	*ab	-	-	*	-	-	-	-	-	-	-	-	-	*	-
Scarlet FM	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Radio Pembrokeshire	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Radio Carmarthenshire	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any BBC local/regional radio station[1]	48	47	-	-	1	33	14	5	4	5	5	6	10	6	4	3	46	2
	2%cd	2%cd	-	-	1%cd	2%	3%	1%	2%	3%	2%	3%	4%	5%	1%	1%	2%	1%
Any BBC local/regional radio station[2]	2	2	-	-	-	1	1	-	-	-	-	1	1	-	-	-	2	-
	*	*	-	-	-	*	*	-	-	-	-	*	*	-	-	-	*	-
Any BBC local/regional radio station[3]	1	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-	1	-
	*	*	-	-	-	-	*	-	-	-	-	-	*	-	-	-	*	-
Any BBC local/regional radio station[4]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any BBC local/regional radio station[5]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other local commercial radio station(s)[1]	81	66	11	1	3	60	18	10	7	12	12	7	5	6	6	1	78	2
	3%dp	3%d	5%d	1%	4%d	3%	4%	3%	3%	7%aop	5%p	3%	2%	4%p	2%	*	3%	1%
Other local commercial radio station(s)[2]	2	2	-	-	-	-	2	-	-	-	-	2	-	-	-	-	2	-
	*	*	-	-	-	-	1%f	-	-	-	-	1%a	-	-	-	-	*	-
Other local commercial radio station(s)[3]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

KANTAR MEDIA

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Weighted base	2611	2202	206	135	69	2071	472	381	226	185	245	220	246	124*	293	282	2331	267
Other local commercial radio station(s)[4]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other local commercial radio station(s)[5]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other radio station(s) e.g. local or foreign ones[1]	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-
	*	-	-	-	1%abcd	-	-	-	-	-	-	-	-	-	-	-	*	-
Other radio station(s) e.g. local or foreign ones[2]	*	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	*	-
	*	-	-	-	*ab	-	-	-	-	-	-	-	-	-	-	-	*	-
Other radio station(s) e.g. local or foreign ones[3]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other radio station(s) e.g. local or foreign ones[4]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other radio station(s) e.g. local or foreign ones[5]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ANY WEBSITE OR APPS (Net)	**659**	**549**	**62**	**24**	**24**	**523**	**112**	**99**	**52**	**52**	**50**	**63**	**65**	**35**	**60**	**73**	**587**	**71**
	25%d	25%d	30%d	***18%***	35%abd	***25%***	***24%***	***26%***	***23%***	***28%***	***20%***	***29%***	***27%***	***28%***	***20%***	***26%***	***25%***	***26%***
BBC website or app	254	204	28	14	8	206	39	38	21	25	13	21	28	11	16	31	215	39
	10%	*9%*	14%b	*10%*	12%	*10%*	*8%*	*10%*	*9%*	14%ko	*6%*	*10%*	11%o	*8%*	*6%*	*11%*	*9%*	15%aq
ITV or ITN website or app	16	14	-	1	1	13	2	1	2	-	-	4	1	1	-	5	16	-
	1%	*1%*	-	*	2%abcd	*1%*	*	*	*1%*	-	-	*2%*	*	*1%*	-	*2%*	*1%*	-
STV Website or app	5	-	5	-	-	4	2	-	-	-	-	-	-	-	-	-	5	1
	*	-	3%abde	-	-	*	*	-	-	-	-	-	-	-	-	-	*	*
UTV Website or app	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-
	*	-	-	-	1%abcd	-	-	-	-	-	-	-	-	-	-	-	*	-
Channel 4 website or app	2	2	-	-	-	2	-	-	2	-	-	-	-	-	-	-	2	-
	*	*	-	-	-	*	-	-	1%a	-	-	-	-	-	-	-	*	-
Sky News website or app	32	27	4	*	1	25	7	4	4	3	-	8	3	-	2	4	28	4
	1%	*1%*	*2%*	*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	-	4%ak	*1%*	-	*1%*	*2%*	*1%*	*2%*
CNN Website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted base	2611	2202	206	135	69	2071	472	381	226	185	245	220	246	124*	293	282	2331	267
NBC News website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CBS News website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Sun website or app	1	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-
	*	-	1%ab	-	-	-	*	-	-	-	-	-	-	-	-	-	*	-
The Daily Mail website or app	18	14	4	1	-	16	2	1	-	-	4	5	-	-	3	-	16	2
	1%	1%	2%	*	-	1%	*	*	-	-	2%	2%amp	-	-	1%	-	1%	1%
The Daily Star website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Daily Express website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Daily Mirror website or app	4	3	-	-	*	2	1	-	1	-	2	-	-	-	-	-	4	-
	*	*	-	-	*	*	*	-	*	-	1%a	-	-	-	-	-	*	-
The Guardian\Observer website or app	14	11	2	-	1	11	2	3	-	2	-	-	-	-	1	4	12	2
	1%	1%	1%	-	1%d	1%	*	1%	-	1%	-	-	-	-	*	2%	*	1%
The Independent website or app	3	1	2	-	-	3	-	1	-	-	-	-	-	-	-	-	3	-
	*	*	1%ab	-	-	*	-	*	-	-	-	-	-	-	-	-	*	-
The Times\Sunday Times website or app	3	2	1	-	-	3	-	-	-	-	-	-	-	-	-	2	3	-
	*	*	1%	-	-	*	-	-	-	-	-	-	-	-	-	1%	*	-
The Telegraph website or app	6	5	1	-	*	6	-	-	1	2	2	-	-	-	-	-	3	3
	*	*	*	-	1%	*	-	-	*	1%	1%	-	-	-	-	-	*	1%q
The Financial Times website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Metro website or app	4	4	-	-	-	4	-	-	-	-	-	-	-	-	-	4	4	-
	*	*	-	-	-	*	-	-	-	-	-	-	-	-	-	1%a	*	-
The Evening Standard website or app	1	1	-	-	-	1	-	-	-	-	-	-	-	-	-	1	1	-
	*	*	-	-	-	*	-	-	-	-	-	-	-	-	-	*	*	-
The New York Times website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Washington Post website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Time.com website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Weighted base	2611	2202	206	135	69	2071	472	381	226	185	245	220	246	124*	293	282	2331	267
The Atlantic website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Facebook	235	191	19	8	17	173	45	35	15	25	26	24	19	13	21	14	219	16
	9%p	9%	9%	6%	25%abcd	8%	10%	9%	7%	13%p	11%p	11%p	8%	10%	7%	5%	9%	6%
Twitter	37	27	8	1	1	33	3	5	-	3	2	5	5	-	4	5	34	3
	1%	1%	4%abd	1%	2%	2%	1%	1%	-	1%	1%	2%	2%	-	1%	2%	1%	1%
Google (General search Engine)	49	43	3	2	1	39	9	7	9	4	-	2	5	2	5	10	44	5
	2%	2%	1%	2%	2%	2%	2%	2%	4%k	2%	-	1%	2%	2%	2%	4%k	2%	2%
Google News (search engine just for news)	17	17	-	1	-	16	2	2	-	-	2	2	6	2	-	3	17	-
	1%	1%	-	*	-	1%	*	1%	-	-	1%	1%	3%ao	1%	-	1%	1%	-
Huffington Post	4	4	-	-	-	4	-	-	-	2	-	-	-	-	2	-	4	-
	*	*	-	-	-	*	-	-	-	1%a	-	-	-	-	1%	-	*	-
Yahoo news	5	3	2	-	-	3	2	2	-	-	-	-	-	-	-	1	4	1
	*	*	1%ab	-	-	*	*	*	-	-	-	-	-	-	-	*	*	*
MSN news	*	-	-	*	-	-	*	-	-	-	-	-	-	-	-	-	*	-
	*	-	-	*ab	-	-	*	-	-	-	-	-	-	-	-	-	*	-
AOL news	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
YouTube	13	12	1	-	-	13	-	1	-	3	-	-	1	-	3	3	8	4
	*	1%	1%	-	-	1%	-	*	-	2%	-	-	*	-	1%	1%	*	2%q
Feedly app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Flipboard app	1	1	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	1
	*	*	-	-	-	*	-	-	-	-	-	-	-	-	-	*	-	*q
News Now website or app	1	1	-	-	-	1	-	-	-	-	-	-	-	-	-	1	1	-
	*	*	-	-	-	*	-	-	-	-	-	-	-	-	-	*	*	-
BuzzFeed	6	3	2	*	-	4	2	-	-	2	-	-	-	-	-	1	5	1
	*	*	1%ab	*	-	*	*	-	-	1%	-	-	-	-	-	*	*	*
Vice	5	5	-	-	-	4	2	2	-	-	2	-	-	-	1	-	5	-
	*	*	-	-	-	*	*	1%	-	-	1%	-	-	-	*	-	*	-
Personal blog	1	1	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-
	*	*	-	-	-	*	-	-	-	-	-	-	-	-	-	*	-	-

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QN2 News sources use nowadays for national news

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		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Weighted base	2611	2202	206	135	69	2071	472	381	226	185	245	220	246	124*	293	282	2331	267
Other site that combines news links[1]	54 2%de	52 2%de	2 1%	* *	- -	41 2%	13 3%	17 5%akmp	4 2%	2 1%	- -	7 3%kp	3 1%	9 7%ajkmp	8 3%k	1 *	54 2%r	- -
Other site that combines news links[2]	4 *	3 *	* *	- -	- -	4 *	- -	2 *	- -	- -	- -	- -	- -	- -	- -	1 *	4 *	- -
Other site that combines news links[3]	* *	- -	* *b	- -	- -	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	* *	- -
Other site that combines news links[4]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other site that combines news links[5]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other website(s) or app(s)[1]	3 *	- -	2 1%ab	1 1%ab	1 1%ab	2 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 *	- -
Other website(s) or app(s)[2]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other website(s) or app(s)[3]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other website(s) or app(s)[4]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other website(s) or app(s)[5]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other search engine just for news[1]	3 *	2 *	1 1%	- -	- -	2 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	2 1%	1 *	2 1%q
Other search engine just for news[2]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other search engine just for news[3]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other search engine just for news[4]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other search engine just for news[5]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other general search engine[1]	1 *	- -	* *b	* *b	- -	* *	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -
Other general search engine[2]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

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Weighted base	2611	2202	206	135	69	2071	472	381	226	185	245	220	246	124*	293	282	2331	267
Other general search engine[3]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other general search engine[4]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other general search engine[5]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any local newspaper websites or app[1]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any local newspaper websites or app[2]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any local newspaper websites or app[3]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any local newspaper websites or app[4]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any local newspaper websites or app[5]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Week website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Private Eye website	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Economist website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The LAD Bible website or app	2	2	-	*	-	2	*	-	-	-	-	-	-	-	2	-	2	-
	*	*	-	*	-	*	*	-	-	-	-	-	-	-	1%a	-	*	-
ANY MAGAZINES	**4**	**4**	**-**	**-**	**-**	**4**	**-**	**-**	**3**	**-**	**1**	**-**	**-**	**-**	**-**	**-**	**4**	**-**
	*	*	-	-	-	*	-	-	1%a	-	*	-	-	-	-	-	*	-
Private Eye magazine	1	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-
	*	*	-	-	-	*	-	-	*	-	-	-	-	-	-	-	*	-
The Economist magazine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Week magazine	3	3	-	-	-	3	-	-	2	-	1	-	-	-	-	-	3	-
	*	*	-	-	-	*	-	-	1%a	-	*	-	-	-	-	-	*	-
Time magazine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

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Weighted base	2611	2202	206	135	69	2071	472	381	226	185	245	220	246	124*	293	282	2331	267
Other magazines	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other sources	353	313	17	20	2	257	93	54	30	35	38	32	23	18	50	34	317	34
	14%ce	14%ce	8%e	15%ce	3%	12%	20%af	14%	13%	19%m	15%	14%	9%	15%	17%m	12%	14%	13%
NET : TV Euronews	**1**	**1**	**-**	**-**	**-**	**1**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**1**	**1**	**-**
	*	*	-	-	-	*	-	-	-	-	-	-	-	-	-	*	*	-
NET : TV Al Jazeera	**2**	**2**	**-**	**1**	**-**	**2**	**-**	**1**	**-**	**-**	**-**	**1**	**-**	**-**	**-**	**-**	**2**	**-**
	*	*	-	*	-	*	-	*	-	-	-	*	-	-	-	-	*	-
NET : TV PSB channels	**1248**	**999**	**121**	**84**	**44**	**968**	**237**	**171**	**97**	**68**	**135**	**122**	**107**	**66**	**148**	**83**	**1141**	**101**
	48%pr	**45%**	59%ab	63%ab	64%ab	**47%**	**50%**	45%p	43%p	**37%**	55%ijmp	55%ijmp	44%p	53%jp	51%jp	**30%**	49%r	**38%**
NET : TV Digital channels	**110**	**93**	**12**	**3**	**3**	**94**	**14**	**14**	**10**	**6**	**5**	**2**	**9**	**-**	**12**	**35**	**69**	**39**
	4%q	**4%**	6%d	**2%**	**4%**	**5%**	**3%**	**4%**	**4%**	**3%**	**2%**	**1%**	**4%**	-	**4%**	13%ahijklmno	**3%**	15%aq
NET : Popular daily newspapers	**26**	**15**	**9**	*	**1**	**17**	**7**	**4**	**-**	**1**	**3**	**-**	**1**	**-**	**3**	**4**	**24**	**1**
	1%	**1%**	4%abd	*	**2%**	**1%**	**2%**	**1%**	-	**1%**	**1%**	-	*	-	**1%**	**1%**	**1%**	*
NET : Midmarket daily newspapers	**29**	**17**	**10**	**1**	**-**	**24**	**5**	**3**	**1**	**3**	**4**	**-**	**2**	**-**	**-**	**4**	**25**	**2**
	1%	**1%**	5%abde	**1%**	-	**1%**	**1%**	**1%**	*	**2%**	**2%**	-	**1%**	-	-	**2%**	**1%**	**1%**
NET : Quality daily newspapers	**30**	**26**	**3**	**-**	**1**	**26**	**3**	**5**	**3**	**-**	**1**	**4**	**1**	**1**	**1**	**11**	**28**	**1**
	1%	**1%**	**1%**	-	1%d	**1%**	**1%**	**1%**	**1%**	-	*	**2%**	*	**1%**	*	4%akmo	**1%**	*
NET : Freesheet daily newspapers	**24**	**22**	**2**	**1**	**-**	**24**	*	**-**	**-**	**-**	**2**	**3**	**-**	**2**	**2**	**12**	**17**	**7**
	1%	**1%**	**1%**	*	-	**1%**	*	-	-	-	**1%**	**1%**	-	2%h	**1%**	4%ahijmo	**1%**	3%aq
NET : Nation specific daily newspapers	**33**	**2**	**19**	**4**	**8**	**14**	**11**	**-**	**2**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**31**	**2**
	1%b	*	9%abd	3%ab	12%abd	**1%**	2%f	-	**1%**	-	-	-	-	-	-	-	**1%**	**1%**
NET : Any daily newspaper	**185**	**129**	**39**	**7**	**11**	**142**	**33**	**19**	**12**	**7**	**22**	**10**	**11**	**7**	**11**	**30**	**167**	**16**
	7%	**6%**	19%abd	**5%**	15%abd	**7%**	**7%**	**5%**	**5%**	**4%**	**9%**	**4%**	**5%**	**6%**	**4%**	11%hilmo	**7%**	**6%**
NET : Popular Sunday newspapers	**8**	**6**	**2**	**-**	*	**6**	**1**	**-**	**2**	**-**	**1**	**-**	**3**	**-**	**-**	**-**	**8**	**-**
	*	*	**1%**	-	**1%**	*	*	-	**1%**	-	*	-	**1%**	-	-	-	*	-
NET : Midmarket Sunday newspapers	**7**	**4**	**3**	**-**	**-**	**7**	*	**1**	**-**	**3**	**-**	**-**	**-**	**-**	**-**	**-**	**7**	**-**
	*	*	1%ab	-	-	*	*	*	-	2%a	-	-	-	-	-	-	*	-
NET : Quality Sunday newspapers	**6**	**5**	**1**	**-**	**-**	**5**	**1**	**2**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**3**	**6**	**-**
	*	*	*	-	-	*	*	**1%**	-	-	-	-	-	-	-	**1%**	*	-
NET : Nation specific Sunday newspapers	**11**	**-**	**8**	*	**2**	**5**	**3**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**11**	**-**
	*b	-	4%abd	*b	3%abd	*	**1%**	-	-	-	-	-	-	-	-	-	*	-

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
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QN2 News sources use nowadays for national news

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	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Weighted base	2611	2202	206	135	69	2071	472	381	226	185	245	220	246	124*	293	282	2331	267
NET : Any weekly newspaper	73 3%r	54 2%	14 7%abd	2 1%	3 5%bd	48 2%	22 5%l	8 2%	11 5%o	5 3%	11 4%o	2 1%	10 4%o	-	2 1%	4 2%	73 3%r	- -
NET : Commercial radio stations	160 6%	136 6%	15 7%	5 4%	4 6%	130 6%	26 5%	35 9%l	12 5%	16 9%	13 5%	7 3%	14 6%	12 9%	14 5%	13 5%	151 6%	9 3%
NET : UK wide BBC radio stations	91 3%	79 4%	6 3%	4 3%	2 3%	73 4%	16 3%	15 4%	5 2%	12 6%n	7 3%	14 6%n	5 2%	-	7 2%	16 6%n	83 4%	8 3%
NET : Any radio station	306 12%r	257 12%	23 11%	13 9%	14 20%abcd	233 11%	60 13%	54 14%o	20 9%	31 16%o	25 10%	27 12%	28 11%	18 14%	23 8%	31 11%	289 12%r	17 6%
NET : TV broadbcaster websites or apps	297 11%ko	239 11%	34 16%ab	15 11%	9 14%	239 12%	48 10%	41 11%	29 13%ko	25 14%ko	13 6%	29 13%ko	31 13%ko	12 10%	18 6%	40 14%ko	255 11%	42 16%
NET : National popular newspaper websites or apps	5 *	3 *	1 1%	- -	* *	2 *	2 *	- -	1 *	- -	2 1%	- -	- -	- -	- -	- -	5 *	- -
NET : National midmarket newspaper websites or apps	18 1%	14 1%	4 2%	1 *	- -	16 1%	2 *	1 *	- -	- -	4 2%	5 2%amp	- -	- -	3 1%	- -	16 1%	2 1%
NET : National quality newspaper websites or apps	26 1%	19 1%	5 3%abd	- -	1 1%d	23 1%	2 *	5 1%	1 *	4 2%	2 1%	- -	- -	- -	1 *	6 2%	20 1%	5 2%
NET : Freesheet newspaper websites or apps	4 *	4 *	- -	- -	- -	4 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	4 1%a	4 *	- -
NET : National newspaper websites or apps	51 2%	40 2%	9 4%abd	1 *	1 1%	45 2%	5 1%	6 2%	2 1%	4 2%	9 4%m	5 2%m	- -	- -	4 1%	10 4%m	44 2%	7 3%
NET : Newspaper websites (inc National & Local) or apps	108 4%dm	92 4%d	12 6%de	2 1%	1 2%	88 4%	18 4%	23 6%m	6 3%	6 3%	9 4%	13 6%m	3 1%	9 7%m	12 4%	11 4%	100 4%	7 3%
NET : Any website or app	659 25%d	549 25%d	62 30%d	24 18%	24 35%abd	523 25%	112 24%	99 26%	52 23%	52 28%	50 20%	63 29%	65 27%	35 28%	60 20%	73 26%	587 25%	71 26%
NET : BBC TV or BBC website or App	1156 44%o	943 43%	96 47%	77 57%abc	39 57%abc	907 44%	210 44%	182 48%op	107 48%o	80 43%	110 45%	99 45%	107 44%	48 38%	106 36%	106 37%	1025 44%	125 47%
NET : ITV/ITV Wales/STV/ UTV channel or ITV or ITN or STV or UTV website or app	518 20%hipr	384 17%	74 36%abd	24 18%	36 52%abcd	388 19%	94 20%	42 11%	26 12%	24 13%	50 21%hip	60 27%ahijmp	34 14%	36 29%hijmp	81 28%ahijmp	32 11%	482 21%r	31 12%

KANTAR MEDIA

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Weighted base	2611	2202	206	135	69	2071	472	381	226	185	245	220	246	124*	293	282	2331	267
NET : Channel 4 channel or Channel 4 website or app	14 1%	11 1%	1 *	1 1%	* 1%	13 1%	* *	- -	2 1%	- -	- -	- -	2 1%	- -	- -	7 3%ahko	6 *	7 3%aq
NET : Sky News channel or Sky News website or app	73 3%	61 3%	9 4%d	2 1%	1 2%	59 3%	13 3%	7 2%	4 2%	3 1%	3 1%	9 4%	10 4%	- -	8 3%	17 6%ahjkn	50 2%	21 8%aq
NET : Sun newspaper (Daily or Sunday) or Sun website or app	25 1%	14 1%	10 5%abde	* *	1 1%	17 1%	7 1%	4 1%	- -	1 1%	3 1%	- -	3 1%	- -	- -	3 1%	23 1%	1 *
NET : Times/Sunday Times newspaper or Times/ Sunday Times website or app	9 *	7 *	1 1%	- -	* *	8 *	* *	1 *	- -	- -	- -	- -	- -	- -	- -	6 2%ao	9 *	- -
NET : Daily Star/Sunday Star newspapers or Daily Star website or app	5 *	4 *	1 *	- -	- -	3 *	2 *	- -	2 1%	- -	- -	- -	1 *	- -	2 1%	- -	5 *	- -
NET : Daily/Sunday Express newspaper or Daily Express website or app	4 *	1 *	3 1%ab	* *	- -	2 *	2 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	3 *	- -
NET : Daily Mail/Mail on Sunday newspaper or Daily Mail website or app	41 2%	30 1%	9 4%abde	2 1%	- -	36 2%	6 1%	5 1%	1 *	3 2%	7 3%	5 2%	2 1%	- -	3 1%	4 2%	37 2%	4 2%
NET : Metro newspaper or Metro website or app	22 1%	20 1%	2 1%	1 *	- -	22 1%	* *	- -	- -	- -	2 1%	3 1%	- -	2 2%h	2 1%	11 4%ahijmo	18 1%	5 2%
NET : Daily/Sunday Mirror newspaper or Daily Mirror website or app	7 *	5 *	1 *	- -	1 1%abd	5 *	1 *	- -	1 *	- -	2 1%	- -	- -	- -	1 *	1 *	7 *	- -
NET : Daily/Sunday Telegraph newspaper or Telegraph website or app	12 *	9 *	3 2%ab	- -	* 1%	9 *	3 1%	2 1%	1 *	2 1%	2 1%	- -	- -	- -	1 *	- -	9 *	3 1%
NET : Guardian/Observer newspaper or Guardian/ Observer website or app	33 1%	30 1%d	2 1%	- -	1 1%d	30 1%	2 *	7 2%	3 1%	2 1%	1 *	4 2%	1 *	1 1%	1 *	11 4%akmo	30 1%	4 1%

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QN2 News sources use nowadays for national news

Base : All adults 16+ who have chosen a news source from any platform

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Weighted base	2611	2202	206	135	69	2071	472	381	226	185	245	220	246	124*	293	282	2331	267
NET : Independent (Daily or Sunday) newspaper or Independent website or app	**3** *	**1** *	**2** 1%ab	- -	- -	**3** *	- -	**1** *	- -	- -	- -	- -	- -	- -	- -	- -	**3** *	- -
NET : Evening Standard newspaper or Evening Standard website or app	**11** *	**11** *	- -	- -	- -	**11** *1%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	**11** 4%ahijklmo	**5** *	**5** 2%aq
NET : Financial Times newspaper or Financial Times website or app	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
None	242 9%cde	223 10%cde	11 *5%*	4 *3%*	3 *5%*	201 *10%*	37 *8%*	35 *9%*	31 14%l	16 *9%*	25 *10%*	10 *4%*	32 13%l	6 *5%*	24 *8%*	44 16%ahlno	201 *9%*	37 14%c
Don't know	27 *1%*	23 *1%*	2 *1%*	1 *1%*	1 *1%*	21 *1%*	5 *1%*	1 *	1 *	- -	- -	2 *1%*	5 *2%*	- -	3 *1%*	10 3%ahjk	27 *1%*	- -
Not stated	6 *	5 *	* *	- -	- -	6 *	- -	3 *1%*	- -	- -	- -	- -	- -	- -	2 *1%*	- -	4 *	2 *1%*

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
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KANTAR MEDIA

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QN2 News sources use nowadays for national news

Base : All adults 16+ who have chosen a news source from any platform

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	2618	191	411	388	2059	904	901	762	668	890	101	96	432	2059	904	901	1365	96	58	498	289	184	13
Weighted base	2611	248	479	451	1959	823	948	895	810	1070	129*	115*	450	1959	823	948	1610	115*	69*	396	203	139	14**
ANY TV (Net)	**1329**	**105**	**200**	**198**	**1327**	**454**	**483**	**366**	**279**	**447**	**56**	**54**	**243**	**1327**	**454**	**483**	**648**	**54**	**38**	**327**	**137**	**96**	**9**
	51%bcdhiq	***42%***	***42%***	***44%***	68%afghijklm	55%hjk	51%hij	41%i	***35%***	42%i	***43%***	47%i	54%hij	68%aopqr	55%q	51%q	***40%***	***47%***	-	83%anoqrsuv	68%aopqr	69%aopqr	***65%***
BBC One	880	79	147	141	878	332	363	259	189	276	39	44	170	878	332	363	419	44	33	195	97	81	7
	34%hijq	*32%*	*31%*	*31%*	45%aghijkm	40%ahij	38%ahij	29%i	*23%*	*26%*	*30%*	39%ij	38%hij	45%apq	40%aq	38%aq	*26%*	39%q	48%aq	49%aopq	48%apq	58%anopqr	*49%*
BBC Two	11	1	-	1	11	3	2	2	-	4	-	*	3	11	3	2	4	*	-	6	*	-	-
	*	*	-	*	*1%*	*	*	*	-	*	-	*	*1%*	*1%*	*	*	*	*	-	2%anopq	*	-	-
BBC Three	7	-	2	3	7	3	2	3	5	6	-	-	5	7	3	2	7	-	-	-	-	-	-
	*	-	*	*1%*	*	*	*	*	*1%*	*1%*	-	-	1%a	*	*	*	*	-	-	-	-	-	-
BBC Four	4	-	-	-	4	-	2	-	-	-	-	-	1	4	-	2	-	-	-	2	-	-	-
	*	-	-	-	*	-	*	-	-	-	-	-	*	*	-	*	-	-	-	1%q	-	-	-
BBC Alba	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ITV/ITV WALES/UTV/STV	496	28	53	59	496	156	151	113	97	168	17	17	99	496	156	151	227	17	13	145	56	27	2
	19%bcdhiq	*11%*	*11%*	*13%*	25%afghijkl	19%hi	*16%*	*13%*	*12%*	*16%*	*13%*	*15%*	22%ghij	25%aopqr	19%q	*16%*	*14%*	*15%*	*19%*	37%anoqrsuv	28%aopqr	*20%*	*13%*
Channel 4	11	2	4	2	11	2	6	4	3	5	*	2	2	11	2	6	7	2	-	3	-	-	-
	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*	*	*	*	*2%l*	*	*1%*	*	*1%*	*	2%o	-	*1%*	-	-	-
S4C	4	*	2	1	4	2	1	2	1	2	1	-	-	4	2	1	2	-	-	*	1	*	-
	*	*	*	*	*	*	*	*	*	*	*1%*	-	-	*	*	*	*	-	-	*	*	*	-
Channel 5	4	-	1	1	4	1	1	1	1	-	-	-	1	4	1	1	1	-	-	1	-	1	-
	*	-	*	*	*	*	*	*	*	-	-	-	*	*	*	*	*	-	-	*	-	*1%*	-
RTE Channels\TG3\TG4	3	-	1	1	3	2	2	1	1	1	-	-	2	3	2	2	2	-	-	*	*	*	-
	*	-	*	*	*	*	*	*	*	*	-	-	*	*	*	*	*	-	-	*	*	*	-

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QN2 News sources use nowadays for national news

Base : All adults 16+ who have chosen a news source from any platform

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	2611	248	479	451	1959	823	948	895	810	1070	129*	115*	450	1959	823	948	1610	115*	69*	396	203	139	14**
Sky News Channel	44 2%	6 3%	9 2%	15 3%	44 2%	13 2%	14 1%	21 2%	15 2%	24 2%	8 6%aefghi	3 3%	17 4%efg	44 2%	13 2%	14 1%	35 2%	3 3%	1 2%	5 1%	3 2%	* *	- -
BBC News Channel	59 2%	9 4%	16 3%	11 2%	59 3%	16 2%	24 2%	23 3%	31 4%a	22 2%	3 2%	3 3%	17 4%	59 3%t	16 2%	24 2%	44 3%t	3 3%	2 3%	3 1%	2 1%	3 2%	- -
CNN	4 *	- -	- -	- -	4 *	2 *	2 *	- -	3 *	4 *	- -	- -	2 *	4 *	2 *	2 *	4 *	- -	- -	- -	- -	- -	- -
Fox News	2 *	- -	- -	- -	2 *	2 *	2 *	- -	2 *	2 *	- -	- -	2 *	2 *	2 *	2 *	2 *	- -	- -	- -	- -	- -	- -
CNBC	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Euronews (English version)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Euronews (Non English version)	1 *	- -	- -	- -	1 *	1 *	- -	- -	- -	1 *	- -	- -	- -	1 *	1 *	- -	1 *	- -	- -	- -	- -	- -	- -
Al Jazeera (English version)	1 *	- -	- -	1 *	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	1 *	- -	- -	- -
Al Jazeera (Arabic version)	1 *	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	- -
RT (Russia Today)	3 *	- -	- -	1 *	3 *	1 *	1 *	1 *	1 *	- -	- -	- -	1 *	3 *	1 *	1 *	1 *	- -	- -	* *	- -	- -	- -
BBC Parliament	* *	* *	- -	- -	* *	- -	* *	* *	* *	* *	* *	- -	* *	* *	- -	* *	* *	- -	- -	- -	- -	- -	- -
Zee TV	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PTV	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
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Star Plus	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bangla TV	3	-	-	-	3	-	-	-	-	3	-	-	-	3	-	-	3	-	-	-	-	-	-
	*	-	-	-	*	-	-	-	-	*	-	-	-	*	-	-	*	-	-	-	-	-	-
Arab News Network	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Deutsche Welle	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TF1	3	2	2	-	3	-	1	2	2	3	-	-	-	3	-	1	3	-	-	-	-	-	-
	*	*1%*	*	-	*	-	*	*	*	*	-	-	-	*	-	*	*	-	-	-	-	-	-
France 24	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CCTV News (China)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bloomberg TV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other channel(s)[1]	3	1	1	1	3	1	3	2	-	1	-	1	-	3	1	3	2	1	1	*	-	-	1
	*	*	*	*	*	*	*	*	-	*	-	1%ai	-	*	*	*	*	1%aq	2%anoqt	*	-	-	*10%*
Other channel(s)[2]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other channel(s)[3]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other channel(s)[4]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other channel(s)[5]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

KANTAR MEDIA

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ANY NEWSPAPERS (DAILY OR WEEKLY) (Net)	**222** 9%t	**21** **9%**	**40** **8%**	**35** **8%**	**169** **9%**	**221** 27%aeghijkm	**83** **9%**	**68** **8%**	**55** **7%**	**76** **7%**	**5** **4%**	**23** 20%aeghijkm	**43** **9%**	**169** 9%t	**221** 27%anpqt	**83** 9%t	**112** 7%t	**23** 20%anpqt	**23** 33%anpqt	**-** **-**	**56** 28%anpqt	**30** 22%anpqt	**6** **43%**
ANY DAILY NEWSPAPERS (Sub-net)	**185** 7%t	**19** **8%**	**36** **8%**	**25** **6%**	**139** **7%**	**184** 22%aeghijkm	**59** **6%**	**56** **6%**	**49** **6%**	**67** **6%**	**5** **4%**	**20** 18%aeghijkm	**35** **8%**	**139** 7%t	**184** 22%anpqt	**59** 6%t	**98** 6%t	**20** 18%anpqt	**20** 30%anpqtv	**-** **-**	**50** 24%anpqtv	**21** 15%anpqt	**5** **37%**
The Sun	20 1%	- -	* *	3 1%	15 1%	20 2%aeghijm	3 *	5 1%	6 1%	11 1%	- -	2 2%	3 1%	15 1%	20 2%anpqt	3 *	14 1%	2 2%t	2 3%pt	- -	4 2%pt	2 2%t	- -
The Daily Mail	25 1%	3 1%	3 1%	2 *	14 1%	25 3%aeghjm	5 1%	6 1%	11 1%	10 1%	- -	3 3%eg	2 1%	14 1%	25 3%anpqt	5 1%	14 1%	3 3%npt	3 5%anpqt	- -	7 3%anpqt	2 1%t	- -
The Daily Star	3 *	- -	1 *	1 *	3 *	3 *	3 *	2 *	1 *	2 *	- -	2 1%aej	2 *	3 *	3 *	3 *	2 *	2 1%anqt	2 2%anpqt	- -	- -	2 1%anqt	- -
The Daily Express	4 *	- -	- -	- -	4 *	4 *	2 *	- -	- -	- -	- -	- -	- -	4 *	4 *q	2 *	- -	- -	- -	- -	2 1%aq	2 1%anqt	- -
The Daily Mirror	3 *	- -	- -	- -	3 *	3 *	* *	1 *	- -	1 *	- -	1 *	1 *	3 *	3 *	* *	1 *	1 *	1 1%pq	- -	2 1%anpqt	* *	- -
The Guardian	23 1%	5 2%	12 2%a	6 1%	13 1%	23 3%aegi	8 1%	14 2%	8 1%	16 2%	1 1%	5 4%aegi	7 2%	13 1%	23 3%anpqt	8 1%	18 1%	5 4%anpqtv	5 7%anpqtuv	- -	2 1%	- -	- -
The i'	1 *	- -	- -	- -	* *	1 *	* *	- -	- -	- -	- -	- -	- -	* *	1 *	* *	- -	- -	- -	- -	- -	* *q	- -
The Times	4 *	- -	2 *	2 *	4 *	4 *	2 *	2 *	2 *	2 *	- -	* *	* *	4 *	4 *	2 *	2 *	* *	* *	- -	- -	2 1%anqt	- -
The Daily Telegraph	6 *	- -	- -	- -	5 *	6 1%	1 *	2 *	1 *	2 *	1 1%	2 1%	3 1%	5 *	6 1%q	1 *	2 *	2 1%q	2 2%anpqt	- -	2 1%anpqt	* *	- -
The Financial Times	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
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Weighted base	2611	248	479	451	1959	823	948	895	810	1070	129*	115*	450	1959	823	948	1610	115*	69*	396	203	139	14**
The Morning Star	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
The Herald	4 *	2 1%	2 *	4 1%a	4 *	4 *	- -	4 *	3 *	2 *	- -	- -	1 *	4 *	4 *	- -	4 *	- -	- -	- -	* *	- -	- -
The Scotsman	2 *	- -	- -	1 *	2 *	2 *	1 *	1 *	2 *	1 *	- -	- -	1 *	2 *	2 *	1 *	2 *	- -	- -	- -	- -	- -	- -
The Daily Record	12 *	- -	1 *	2 *	8 *	12 1%aeghij	1 *	3 *	2 *	3 *	- -	- -	* *	8 *	12 1%anpqt	1 *	6 *	- -	- -	- -	5 2%anpqt	* *	- -
The National	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
The Press and Journal (Aberdeen)	3 *	- -	- -	- -	2 *	2 *	1 *	- -	- -	- -	- -	- -	- -	2 *	2 *	1 *	- -	- -	- -	- -	1 1%aq	* *q	- -
The Courier and Advertiser (Dundee)	4 *	- -	- -	1 *	4 *	4 *	- -	1 *	- -	1 *	- -	- -	* *	4 *	4 *	- -	1 *	- -	- -	- -	3 1%anpqt	- -	- -
The Record PM	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
The Belfast Telegraph	5 *	- -	1 *	1 *	4 *	5 1%	2 *	1 *	1 *	1 *	- -	- -	2 *	4 *	5 1%	2 *	1 *	- -	- -	- -	2 1%aq	1 1%q	- -
The Irish News	3 *	- -	* *	* *	2 *	3 *	1 *	1 *	1 *	* *	- -	- -	* *	2 *	3 *	1 *	1 *	- -	- -	- -	1 1%q	* *	- -
The News Letter	2 *	- -	* *	* *	2 *	2 *	1 *	* *	1 *	1 *	- -	- -	1 *	2 *	2 *	1 *	1 *	- -	- -	- -	1 *	1 *	- -
The Western Mail	1 *	- -	- -	- -	1 *	1 *	* *	- -	- -	- -	- -	- -	- -	1 *	1 *	* *	- -	- -	- -	- -	* *	* *q	- -
The Daily Post - Wales	2 *	- -	1 *	1 *	1 *	2 *	- -	2 *	1 *	1 *	- -	1 *	- -	1 *	2 *	- -	2 *	1 *	1 1%p	- -	- -	- -	- -

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
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Weighted base	2611	248	479	451	1959	823	948	895	810	1070	129*	115*	450	1959	823	948	1610	115*	69*	396	203	139	14**
The South Wales Evening Post	1 *	- -	- -	- -	- -	1 *	* *	- -	- -	1 *	- -	- -	- -	- -	1 *	* *	1 *	- -	- -	- -	- -	- -	- -
South Wales Echo	* *	- -	- -	- -	* *	* *	- -	- -	- -	- -	- -	- -	- -	* *	* *	- -	- -	- -	- -	- -	* *	- -	- -
The Metro	19 1%	5 2%	6 1%	2 *	11 1%	19 2%aeg	8 1%	9 1%	9 1%	13 1%	3 2%	3 2%e	6 1%	11 1%	19 2%anpqtu	8 1%	17 1%	3 2%nt	3 4%anptu	-	-	* *	- -
The Evening Standard	10 *	3 1%	3 1%	- -	1 *	10 1%aeg	1 *	6 1%e	3 *	7 1%e	- -	- -	1 *	1 *	10 1%anpt	1 *	8 1%n	- -	- -	- -	- -	- -	- -
Any local daily newspaper[1]	61 2%t	4 2%	10 2%	6 1%	54 3%j	61 7%aeghijkm	24 3%j	15 2%	11 1%	12 1%	1 1%	9 8%aeghijkm	10 2%	54 3%qt	61 7%anpqt	24 3%t	24 2%t	9 8%anpqt	9 13%anpqt	-	21 10%anpqt	8 6%aqt	5 37%
Any local daily newspaper[2]	1 *	- -	- -	- -	1 *	1 *	1 *	- -	- -	- -	1 1%aj	1 1%aehj	1 *	1 *	1 *	1 *	- -	1 1%anq	1 1%anq	-	- -	- -	1 6%
Any local daily newspaper[3]	1 *	- -	- -	- -	1 *	1 *	1 *	- -	- -	- -	1 1%aj	1 1%aehj	1 *	1 *	1 *	1 *	- -	1 1%anq	1 1%anq	-	- -	- -	1 6%
Any local daily newspaper[4]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	-	- -	- -	- -
Any local daily newspaper[5]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	-	- -	- -	- -
ANY WEEKLY NEWSPAPERS (Sub-net)	**73** 3%t	**5** 2%	**9** 2%	**14** 3%	**60** 3%	**73** 9%aeghijkm	**39** 4%ij	**22** 2%	**17** 2%	**20** 2%	**3** 2%	**10** 9%aeghijkm	**16** 4%	**60** 3%t	**73** 9%anpqt	**39** 4%qt	**32** 2%t	**10** 9%anpqt	**10** 15%anpqt	**-** -	**15** 7%anqt	**15** 11%anpqt	**5** 38%
The Sun on Sunday	6 *	- -	1 *	2 *	4 *	6 1%	1 *	2 *	1 *	2 *	- -	1 1%	1 *	4 *	6 1%q	1 *	2 *	1 1%	1 2%qt	-	2 1%q	* *	- -
The Mail on Sunday	6 *	1 1%	1 *	* *	2 *	6 1%eg	* *	3 *	4 *	2 *	- -	- -	- -	2 *	6 1%np	* *	6 *	- -	- -	-	- -	* *	- -

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
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The Daily Star on Sunday	2 *	- -	- -	- -	2 *	2 *	- -	- -	2 *	2 *	- -	1 1%gh	- -	2 *	2 *	- -	2 *	1 1%p	1 1%anp	- -	- -	- -	- -
The Sunday Express	1 *	- -	- -	- -	1 *	1 *	* *	- -	- -	- -	- -	- -	- -	1 *	1 *	* *	- -	- -	- -	- -	* *	* *q	- -
The Sunday Mirror	* *	- -	- -	- -	* *	* *	* *	- -	- -	- -	- -	- -	- -	* *	* *	* *	- -	- -	- -	- -	* *	* *	- -
The Observer	1 *	- -	- -	- -	1 *	1 *	1 *	1 *	1 *	1 *	1 1%ae	1 1%ae	1 *	1 *	1 *	1 *	1 *	1 1%anq	1 1%anpqt	- -	- -	- -	- -
The Sunday Times	4 *	1 *	2 *	3 1%	4 *	4 1%	3 *	4 *	3 *	3 *	1 1%	1 1%	1 *	4 *	4 1%	3 *	4 *	1 1%	1 1%t	- -	- -	* *	- -
The Sunday Telegraph	2 *	* *	* *	* *	2 *	2 *	* *	* *	* *	* *	- -	- -	2 *	2 *	2 *	* *	* *	- -	- -	- -	1 1%anpq	- -	- -
The People	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
The Sunday Herald	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
The Sunday Post	4 *	- -	* *	1 *	4 *	4 *	- -	1 *	1 *	1 *	- -	- -	- -	4 *	4 *	- -	3 *	- -	- -	- -	1 1%p	- -	- -
The Sunday Mail	5 *	- -	- -	1 *	4 *	5 1%	1 *	1 *	1 *	1 *	- -	- -	- -	4 *	5 1%	1 *	2 *	- -	- -	- -	2 1%pq	1 1%	- -
Scotland on Sunday	* *	* *	* *	* *	* *	* *	* *	* *	* *	* *	- -	- -	* *	* *	* *	* *	* *	- -	- -	- -	- -	- -	- -
Wales on Sunday	* *	- -	- -	- -	* *	* *	- -	- -	- -	- -	- -	- -	- -	* *	* *	- -	- -	- -	- -	- -	* *	- -	- -
Sunday Life	2 *	- -	* *	* *	2 *	2 *	1 *	* *	* *	* *	- -	- -	1 *	2 *	2 *	1 *	* *	- -	- -	- -	* *	1 1%q	- -
Sunday World	1 *	- -	- -	* *	1 *	1 *	* *	* *	* *	* *	- -	- -	- -	1 *	1 *	* *	* *	- -	- -	- -	* *	* *	- -

KANTAR MEDIA

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Any local paid weekly paper[1]	21 1%	1 *	3 1%	6 1%	17 1%	21 3%aehij	14 2%j	7 1%	4 1%	4 *	* *	1 1%	6 1%	17 1%	21 3%anqt	14 2%qt	8 1%	1 1%	1 1%	-	4 2%qt	5 4%anqt	-
Any local paid weekly paper[2]	4 *	- -	2 *	3 1%	4 *	4 1%	3 *	3 *	2 *	3 *	- -	- -	1 *	4 *	4 1%	3 *	3 *	- -	- -	- -	1 1%	* *	-
Any local paid weekly paper[3]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	-
Any local paid weekly paper[4]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	-
Any local paid weekly paper[5]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	-
Any local free weekly newspaper[1]	22 1%j	1 1%	1 *	3 1%	20 1%i	22 3%aehij	19 2%ahij	5 1%	- -	6 1%	1 1%i	7 6%aeghijm	6 1%i	20 1%	22 3%anqt	19 2%aqt	7 *	7 6%anpqtu	7 10%anopqtu	-	2 1%t	7 5%anpqtu	5 3%t
Any local free weekly newspaper[2]	* *	- -	- -	- -	* *	* *	* *	- -	- -	- -	- -	- -	* *	* *	* *	* *	- -	- -	- -	- -	- -	* *q	-
Any local free weekly newspaper[3]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	-
Any local free weekly newspaper[4]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	-
Any local free weekly newspaper[5]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	-
ANY RADIO (Net)	**306** 12%tu	**21** 9%	**57** 12%	**50** 11%	**223** 11%	**109** 13%	**306** 32%aefhijklm	**97** 11%	**100** 12%	**120** 11%	**13** 10%	**24** 21%aehij	**92** 20%aefhijk	**223** 11%tu	**109** 13%tu	**306** 32%anoqrtu	**175** 11%tu	**24** 21%anqtu	**20** 29%anoqtu	**-**	***** *	**40** 29%anoqtu	**6** 44%
BBC Radio 4	33 1%t	3 1%	7 1%	9 2%	16 1%	12 1%	33 3%aefhij	14 2%	12 1%	11 1%	2 2%	3 3%	7 1%	16 1%	12 1%t	33 3%anoqtu	20 1%t	3 3%tu	3 4%rtu	-	-	1 1%	-
BBC Radio 3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	-	- -	- -	-

KANTAR MEDIA

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BBC Radio 2	24 1%	2 1%	4 1%	3 1%	13 1%	5 1%	24 3%aefhi	5 1%	7 1%	15 1%	2 2%	3 3%	6 1%	13 1%	5 1%	24 3%anoqtu	18 1%	3 3%tu	3 4%anotu	- -	- -	2 1%t	- -
BBC Radio 1	28 1%lo	- -	5 1%	4 1%	15 1%	2 *	28 3%aefhj	8 1%	16 2%ef	13 1%f	1 1%	4 3%ef	15 3%aefhj	15 1%	2 *	28 3%anoqtu	18 1%o	4 3%notu	- -	- -	- -	1 1%	- -
BBC Asian Network	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
BBC Radio 5 Live	9 *	- -	1 *	2 *	7 *	5 1%	9 1%j	3 *	1 *	1 *	- -	1 1%	4 1%	7 *	5 1%	9 1%q	3 *	1 1%	1 1%	- -	- -	3 2%anqt	- -
BBC World Service	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
BBC Radio 6 Music	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Classic FM	3 *	* *	- -	* *	3 *	3 *	3 *	* *	* *	1 *	- -	2 2%aehij	2 *	3 *	3 *	3 *	1 *	2 2%anqt	2 3%anopqt	- -	- -	- -	2 12%
Talksport	1 *	- -	- -	- -	1 *	1 *	1 *	- -	- -	- -	- -	- -	* *	1 *	1 *	1 *	- -	- -	- -	- -	- -	1 1%anq	- -
LBC	14 1%	2 1%	5 1%	- -	9 *	6 1%	14 1%ae	7 1%	5 1%	5 1%	- -	1 1%	4 1%	9 *	6 1%	14 1%anqt	8 1%	1 1%	1 2%t	- -	- -	3 2%t	- -
Heart FM	42 2%jl	2 1%	6 1%	7 1%	29 1%	10 1%	42 4%aefhj	15 2%	22 3%	25 2%	3 2%	3 3%	16 4%aef	29 1%t	10 1%t	42 4%anoqtu	34 2%tu	3 3%tu	3 4%tu	- -	- -	1 1%	- -
Absolute Radio	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Capital	21 1%	4 1%	6 1%	5 1%	11 1%	5 1%	21 2%aef	10 1%	12 2%e	14 1%	- -	2 2%	10 2%aef	11 1%	5 1%	21 2%anotu	19 1%	2 2%t	2 3%notu	- -	- -	- -	- -

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QN2 News sources use nowadays for national news

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Weighted base	2611	248	479	451	1959	823	948	895	810	1070	129*	115*	450	1959	823	948	1610	115*	69*	396	203	139	14**
Real Radio	1 *	- -	- -	- -	1 *	- -	1 *	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *	1 *	- -	- -	- -	- -	- -	- -
Kiss	4 *	- -	- -	- -	2 *	- -	4 *	- -	2 *	4 *	- -	- -	- -	2 *	- -	4 *	4 *	- -	- -	- -	- -	- -	- -
Smooth Radio	8 *	- -	- -	2 *	5 *	- -	8 1%f	2 *	2 *	4 *	- -	- -	2 *	5 *	- -	8 1%o	4 *	- -	- -	- -	- -	- -	- -
Magic	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
BBC Radio Scotland/BBC Radio Wales or Cymru/ BBC Radio Ulster	14 *1%*	1 *	2 *	3 *1%*	13 *1%*	7 *1%*	13 1%aij	4 *	2 *	3 *	* *	* *	4 *1%*	13 *1%*	7 *1%*	13 1%aqt	4 *	* *	* *	- -	* *	4 3%anoqtu	- -
Cool FM	3 *	- -	* *	- -	3 *	1 *	3 *	* *	1 *	2 *	- -	- -	2 *	3 *	1 *	3 *	2 *	- -	- -	- -	- -	1 *	- -
Radio Ceredigion	* *	- -	- -	- -	* *	* *	* *	- -	- -	- -	- -	- -	- -	* *	* *	* *	- -	- -	- -	- -	- -	* *	- -
Scarlet FM	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Radio Pembrokeshire	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Radio Carmarthenshire	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Any BBC local/regional radio station[1]	48 *2%l*	6 *2%*	11 *2%*	8 *2%*	45 2%l	24 3%l	48 5%aefhij	18 *2%*	7 *1%*	15 *1%*	4 *3%*	4 4%l	16 4%l	45 2%tu	24 3%tu	48 5%anoqtu	25 2%t	4 4%tu	4 6%aqtu	- -	- -	9 7%anoqtu	2 *11%*
Any BBC local/regional radio station[2]	2 *	- -	- -	- -	2 *	2 *	2 *	- -	- -	- -	- -	- -	1 *	2 *	2 *	2 *	- -	- -	- -	- -	- -	2 1%anqt	- -
Any BBC local/regional radio station[3]	1 *	- -	- -	- -	1 *	1 *	1 *	- -	- -	- -	- -	- -	1 *	1 *	1 *	1 *	- -	- -	- -	- -	- -	1 1%anq	- -

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
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QN2 News sources use nowadays for national news

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Any BBC local/regional radio station[4]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Any BBC local/regional radio station[5]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other local commercial radio station(s)[1]	81 3%tu	7 3%	15 3%	13 3%	67 3%	35 4%j	81 9%aefhijkm	24 3%	26 3%	25 2%	1 1%	4 3%	22 5%j	67 3%tu	35 4%qtu	81 9%anoqtu	38 2%tu	4 3%tu	4 6%tu	- -	- -	15 11%anoqtu	3 20%
Other local commercial radio station(s)[2]	2 *	2 1%a	2 *	- -	2 *	2 *	2 *	2 *	2 *	2 *	- -	- -	2 1%	2 *	2 *	2 *	2 *	- -	- -	- -	- -	- -	- -
Other local commercial radio station(s)[3]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other local commercial radio station(s)[4]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other local commercial radio station(s)[5]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other radio station(s) e.g. local or foreign ones[1]	1 *	- -	1 *	1 *	1 *	1 *	1 *	1 *	* *	* *	- -	- -	1 *	1 *	1 *	1 *	1 *	- -	- -	- -	- -	- -	- -
Other radio station(s) e.g. local or foreign ones[2]	* *	- -	* *	* *	* *	* *	* *	* *	- -	- -	- -	- -	* *	* *	* *	* *	* *	- -	- -	- -	- -	- -	- -
Other radio station(s) e.g. local or foreign ones[3]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other radio station(s) e.g. local or foreign ones[4]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other radio station(s) e.g. local or foreign ones[5]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
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Weighted base	2611	248	479	451	1959	823	948	895	810	1070	129*	115*	450	1959	823	948	1610	115*	69*	396	203	139	14**
ANY WEBSITE OR APPS (Net)	**659** 25%efgnoptuv	**105** 42%a	**182** 38%a	**176** 39%a	**299** *15%*	**116** *14%*	**184** 19%ef	**358** 40%aefglm	**420** 52%aefghjklm	**462** 43%aefglm	**49** 38%aefg	**28** 24%ef	**141** 31%aefg	**299** 15%tuv	**116** 14%tuv	**184** 19%notuv	**656** 41%anoprstuv	**28** 24%notuv	**14** 20%tuv	**3** *1%*	* *	- -	- -
BBC website or app	254 10%efnotuv	43 17%a	60 *13%*	77 17%a	98 *5%*	42 *5%*	69 7%e	147 16%aefglm	164 20%aefgjlm	135 13%aefgl	18 14%efgl	5 *5%*	44 10%ef	98 5%tuv	42 5%tuv	69 7%ntuv	254 16%anoprtuv	5 5%tuv	4 6%tuv	- -	- -	- -	- -
ITV or ITN website or app	16 *1%*	3 *1%*	4 *1%*	5 *1%*	5 *	1 *	4 *	10 1%ef	7 *1%*	9 1%e	3 2%efg	- -	3 *1%*	5 *	1 *	4 *	16 1%no	- -	- -	- -	- -	- -	- -
STV Website or app	5 *	- -	1 *	- -	2 *	- -	2 *	3 *	3 *	5 *	- -	- -	- -	2 *	- -	2 *	5 *	- -	- -	- -	- -	- -	- -
UTV Website or app	1 *	- -	* *	* *	1 *	- -	* *	1 *	1 *	1 *	- -	- -	* *	1 *	- -	* *	1 *	- -	- -	- -	- -	- -	- -
Channel 4 website or app	2 *	2 1%a	2 *	- -	- -	- -	- -	2 *	- -	- -	2 2%aefgijm	- -	- -	- -	- -	- -	2 *	- -	- -	- -	- -	- -	- -
Sky News website or app	32 1%entl	2 *1%*	8 *2%*	10 *2%*	11 *1%*	4 *1%*	5 *	17 2%efg	18 2%efg	18 2%eg	4 3%efg	4 4%efg	6 *1%*	11 *1%*	4 *1%*	5 *	32 2%noptuv	4 4%noptuv	- -	- -	- -	- -	- -
CNN Website or app	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NBC News website or app	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CBS News website or app	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
The Sun website or app	1 *	- -	- -	1 *	1 *	- -	- -	1 *	- -	1 *	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	- -
The Daily Mail website or app	18 *1%*	7 3%a	6 *1%*	5 *1%*	7 *	4 *	4 *	15 2%aefg	8 *1%*	18 2%aefg	3 *2%e*	2 *2%*	2 *1%*	7 *	4 *	4 *	18 1%n	2 2%t	- -	- -	- -	- -	- -

KANTAR MEDIA

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The Daily Star website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Daily Express website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Daily Mirror website or app	4	-	*	1	1	1	1	1	3	4	-	-	1	1	1	1	4	-	-	-	-	-	-
The Guardian\Observer website or app	14	4	5	4	6	5	4	9	10	12	*	2	2	6	5	4	14	2	2	-	-	-	-
The Independent website or app	3	-	1	1	-	-	-	2	1	1	-	-	-	-	-	-	3	-	-	-	-	-	-
The Times\Sunday Times website or app	3	-	2	2	-	3	3	2	3	3	1	-	-	-	3	3	3	-	-	-	-	-	-
The Telegraph website or app	6	*	2	3	1	-	2	3	6	5	*	1	2	1	-	2	6	1	-	1	-	-	-
The Financial Times website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Metro website or app	4	2	-	1	-	-	2	3	1	2	-	-	-	-	-	2	4	-	-	-	-	-	-
The Evening Standard website or app	1	-	-	1	-	-	-	1	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-
The New York Times website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Washington Post website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Time.com website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Atlantic website or app	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Facebook	235 9%efnotuv	20 8%	62 13%a	61 14%a	125 6%	45 5%	72 8%	113 13%aefg	152 19%aefgh	214 20%aefghk	13 10%	14 12%ef	69 15%aefg	125 6%tuv	45 5%tuv	72 8%tuv	232 14%anoptuv	14 12%notuv	8 12%tuv	3 1%	-	-	-
Twitter	37 1%	4 2%	15 3%a	12 3%	21 1%	10 1%	12 1%	23 3%e	30 4%aefgm	35 3%aefg	2 1%	8 7%aefghm	6 1%	21 1%	10 1%t	12 1%t	37 2%ntu	8 7%anopqtuv	5 7%anopqtuv	-	-	-	-
Google (General search Engine)	49 2%t	4 2%	17 4%	16 4%	29 1%	13 2%	15 2%	29 3%e	29 4%aefg	31 3%e	-	-	13 3%	29 1%t	13 2%t	15 2%t	49 3%anitu	-	-	-	*	-	-
Google News (search engine just for news)	17 1%	7 3%a	5 1%	8 2%a	7 *	3 *	7 1%	11 1%e	10 1%e	6 1%	-	-	4 1%	7 *	3 *	7 1%	17 1%n	-	-	-	-	-	-
Huffington Post	4 *	- -	- -	2 *	- -	- -	2 *	2 *	2 *	4 *e	2 2%aef	- -	2 *e	- -	- -	2 *	4 *	- -	- -	-	-	-	-
Yahoo news	5 *	1 *	- -	-	2 *	2 *	- -	2 *	4 *	5 *	- -	2 1%aeg	1 *	2 *	2 *	- -	5 *	2 1%anpt	2 2%anopqt	-	-	-	-
MSN news	* *	- -	- -	- -	- -	- -	- -	- -	* *	- -	* *	- -	* *	- -	- -	- -	* *	- -	- -	-	-	-	-
AOL news	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	-	-	-	-
YouTube	13 *	- -	3 1%	3 1%	2 *	3 *	3 *	6 1%e	8 1%e	10 1%e	2 2%e	- -	2 *	2 *	3 *	3 *	13 1%n	- -	- -	-	-	-	-
Feedly app	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	-	-	-	-
Flipboard app	1 *	- -	- -	1 *	1 *	- -	- -	1 *	1 *	1 *	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	-	-	-	-
News Now website or app	1 *	1 1%	- -	- -	- -	- -	- -	1 *	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	-	-	-	-

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

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Weighted base	2611	248	479	451	1959	823	948	895	810	1070	129*	115*	450	1959	823	948	1610	115*	69*	396	203	139	14**
BuzzFeed	6 *	- -	* *	2 *	1 *	1 *	3 *	2 *	5 1%e	6 1%e	- -	- -	3 1%s	1 *	1 *	3 *	6 *	- -	- -	- -	- -	- -	- -
Vice	5 *	3 1%a	4 1%	2 *	2 *	1 *	- -	4 *	4 *	5 *	- -	1 1%eg	1 *	2 *	1 *	- -	5 *	1 1%np	1 2%anopt	- -	- -	- -	- -
Personal blog	1 *	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -
Other site that combines news links[1]	54 2%lotu	17 7%a	21 4%a	17 4%	39 2%l	5 1%	31 3%l	36 4%aef	42 5%aefl	45 4%aef	9 7%aefl	- -	15 3%l	39 2%otu	5 1%	31 3%otuv	54 3%anotuv	- -	- -	- -	- -	- -	- -
Other site that combines news links[2]	4 *	2 1%	- -	2 *	2 *	- -	2 *	4 *	4 *	2 *	2 1%aefm	- -	- -	2 *	- -	2 *	4 *	- -	- -	- -	- -	- -	- -
Other site that combines news links[3]	* *	- -	- -	* *	* *	- -	- -	* *	* *	* *	- -	- -	- -	* *	- -	- -	* *	- -	- -	- -	- -	- -	- -
Other site that combines news links[4]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other site that combines news links[5]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other website(s) or app(s)[1]	3 *	2 1%	1 *	1 *	3 *	1 *	1 *	2 *	3 *	2 *	* *	- -	* *	3 *	1 *	1 *	3 *	- -	- -	- -	- -	- -	- -
Other website(s) or app(s)[2]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other website(s) or app(s)[3]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other website(s) or app(s)[4]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other website(s) or app(s)[5]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
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Other search engine just for news[1]	3 *	- -	1 *	- -	- -	- -	- -	1 *	2 *	2 *	- -	- -	- -	- -	- -	- -	3 *	- -	- -	- -	- -	- -	- -
Other search engine just for news[2]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other search engine just for news[3]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other search engine just for news[4]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other search engine just for news[5]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other general search engine[1]	1 *	- -	* *	* *	* *	- -	* *	1 *	- -	* *	- -	- -	- -	* *	- -	* *	1 *	- -	- -	- -	- -	- -	- -
Other general search engine[2]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other general search engine[3]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other general search engine[4]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other general search engine[5]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Any local newspaper websites or app[1]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Any local newspaper websites or app[2]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Any local newspaper websites or app[3]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Any local newspaper websites or app[4]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
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Any local newspaper websites or app[5]	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
The Week website or app	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Private Eye website	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
The Economist website or app	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
The LAD Bible website or app	2 *	- -	* *	2 1%	- -	- -	* *	2 *	* *	2 *	2 2%aefgi	- -	* *	- -	- -	* *	2 *	- -	- -	- -	- -	- -	- -
ANY MAGAZINES	**4** *	**-** -	**-** -	**-** -	**-** -	**-** -	**3** *e	**-** -	**-** -	**-** -	**-** -	**4** 3%aefgh ijm	**-** -	**-** -	**-** -	**3** *n	**-** -	**4** 3%anopq tu	**-** -	**-** -	**-** -	**-** -	**-** -
Private Eye magazine	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	1 1%aefhj	- -	- -	- -	1 *	- -	1 1%anoq	- -	- -	- -	- -	- -
The Economist magazine	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
The Week magazine	3 *	- -	- -	- -	- -	- -	2 *	- -	- -	- -	- -	3 2%aefgh ijm	- -	- -	- -	2 *	- -	3 2%anopq t	- -	- -	- -	- -	- -
Time magazine	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other magazines	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other sources	353 14%ntt	32 13%	61 13%	69 15%	214 11%	130 16%e	126 13%	133 15%e	118 15%e	136 13%	17 14%	10 9%	59 13%	214 11%	130 16%nt	126 13%	220 14%nt	10 9%	8 11%	37 9%	37 18%nt	21 15%	* 3%
NET : TV Euronews	**1** *	**-** -	**-** -	**-** -	**1** *	**1** *	**-** -	**-** -	**-** -	**1** *	**-** -	**-** -	**-** -	**1** *	**1** *	**-** -	**1** *	**-** -	**-** -	**-** -	**-** -	**-** -	**-** -

KANTAR MEDIA

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NET : TV Al Jazeera	2 *	- -	- -	1 *	2 *	- -	1 *	1 *	- -	- -	- -	- -	- -	2 *	- -	1 *	1 *	- -	- -	1 *	- -	- -	- -
NET : TV PSB channels	1248 48%bcdhijq	98 *39%*	183 *38%*	184 *41%*	1247 64%afghijklm	432 53%ahijk	462 49%hij	340 38%i	251 *31%*	405 38%i	51 *40%*	50 44%i	228 51%hij	1247 64%aopqr	432 53%aq	462 49%q	588 *37%*	50 *44%*	36 53%q	319 80%anoprqsuv	132 65%aopqr	95 69%aopqr	8 *55%*
NET : TV Digital channels	110 *4%*	13 *5%*	23 *5%*	26 *6%*	110 *6%*	31 *4%*	38 *4%*	41 *5%*	46 *6%*	53 *5%*	9 *7%*	5 *5%*	30 *7%*	110 6%t	31 *4%*	38 *4%*	84 5%t	5 *5%*	2 *3%*	9 *2%*	5 *3%*	4 *3%*	- -
NET : Popular daily newspapers	26 *1%*	- -	1 *	4 *1%*	20 *1%*	26 3%aeghijm	6 *1%*	6 *1%*	7 *1%*	12 *1%*	- -	3 *3%*	4 *1%*	20 *1%*	26 3%anpqt	6 *1%*	15 *1%*	3 3%t	3 4%anpqt	- -	7 3%anpqt	4 3%pt	- -
NET : Midmarket daily newspapers	29 *1%*	3 *1%*	3 *1%*	2 *	17 *1%*	29 3%aeghijm	7 *1%*	6 *1%*	11 *1%*	10 *1%*	- -	3 *3%*	2 *1%*	17 *1%*	29 3%anpqt	7 *1%*	14 *1%*	3 3%t	3 5%anpqt	- -	8 4%anpqt	4 3%pt	- -
NET : Quality daily newspapers	30 1%l	5 *2%*	12 *2%*	6 *1%*	19 *1%*	30 4%aeghij	10 *1%*	14 *2%*	8 *1%*	18 *2%*	1 *1%*	6 5%aeghij	10 *2%*	19 *1%*	30 4%anpqt	10 *1%*	20 1%t	6 5%anpqt	6 8%anpqtuv	- -	4 2%t	2 2%t	- -
NET : Freesheet daily newspapers	24 *1%*	5 *2%*	7 *2%*	2 *	11 *1%*	24 3%aegh	8 *1%*	10 *1%*	12 *1%*	18 2%e	3 *2%*	3 2%e	8 2%e	11 *1%*	24 3%anpqtu	8 *1%*	21 1%nt	3 2%nt	3 4%anptu	- -	- -	* *	- -
NET : Nation specific daily newspapers	33 1%l	2 *1%*	5 *1%*	8 *2%*	27 *1%*	32 4%aeghijm	8 *1%*	10 *1%*	9 *1%*	10 *1%*	- -	1 *	5 *1%*	27 1%t	32 4%anpqt	8 *1%*	15 *1%*	1 *	1 *1%*	- -	13 6%anpqrt	3 2%t	- -
NET : Any daily newspaper	185 7%l	19 *8%*	36 *8%*	25 *6%*	139 *7%*	184 22%aeghijkm	59 *6%*	56 *6%*	49 *6%*	67 *6%*	5 *4%*	20 18%aeghijkm	35 *8%*	139 7%t	184 22%anpqt	59 6%t	98 6%t	20 18%anpqt	20 30%anpqtv	- -	50 24%anpqtv	21 15%anpqt	5 *37%*
NET : Popular Sunday newspapers	8 *	- -	1 *	2 *	6 *	8 1%aeg	1 *	2 *	3 *	4 *	- -	2 2%g	1 *	6 *	8 1%anpq	1 *	4 *	2 2%pqt	2 3%anpqt	- -	2 1%p	* *	- -
NET : Midmarket Sunday newspapers	7 *	1 *1%*	1 *	* *	3 *	7 1%aeg	1 *	3 *	4 *	2 *	- -	- -	- -	3 *	7 1%anp	1 *	6 *	- -	- -	- -	* *	1 *1%*	- -

KANTAR MEDIA

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NET : Quality Sunday newspapers	6 *	2 1%	2 *	3 1%	6 *	6 1%	3 *	4 *	3 *	3 *	1 1%	1 1%	3 1%	6 *	6 1%	3 *	4 *	1 1%	1 1%t	- -	1 1%	* *	- -
NET : Nation specific Sunday newspapers	11 *	* *	1 *	2 *	9 *	11 1%aeghj	2 *	2 *	3 *	3 *	- -	- -	1 *	9 *	11 1%anpqt	2 *	5 *	- -	- -	- -	4 2%anpqt	2 1%t	- -
NET : Any weekly newspaper	73 3%l	5 2%	9 2%	14 3%	60 3%	73 9%aeghijkm	39 4%ij	22 2%	17 2%	20 2%	3 2%	10 9%aeghijkm	16 4%	60 3%t	73 9%anpqt	39 4%qt	32 2%t	10 9%anpqt	10 15%anpqt	- -	15 7%anqt	15 11%anpqt	5 3%
NET : Commercial radio stations	160 6%tu	10 4%	30 6%	25 6%	119 6%	57 7%	160 17%aefhijkm	50 6%	63 8%	67 6%	4 3%	11 10%	48 11%aehjk	119 6%tu	57 7%tu	160 17%anoqtu	95 6%tu	11 10%tu	11 16%anoqtu	- -	- -	20 14%anoqtu	5 32%
NET : UK wide BBC radio stations	91 3%tu	6 2%	16 3%	18 4%	51 3%	23 3%	91 10%aefhij	30 3%	33 4%	39 4%	5 4%	11 9%aefhij	29 6%aefhj	51 3%tu	23 3%tu	91 10%anoqtu	57 4%tu	11 9%anoqtu	7 10%anoqtu	- -	- -	6 5%tu	- -
NET : Any radio station	306 12%tu	21 9%	57 12%	50 11%	223 11%	109 13%	306 32%aefhijkm	97 11%	100 12%	120 11%	13 10%	24 21%aehij	92 20%aefhijk	223 11%tu	109 13%tu	306 32%anoqrtu	175 11%tu	24 21%anqtu	20 29%anoqtu	- -	* *	40 29%anoqtu	6 44%
NET : TV broadbcaster websites or apps	297 11%efgnoptuv	49 20%a	72 15%	88 19%a	113 6%	46 6%	78 8%e	172 19%aefgjlm	185 23%aefgjlm	160 15%aefg	28 22%aefglm	10 9%	53 12%ef	113 6%tuv	46 6%tuv	78 8%ntuv	297 18%anoprstuv	10 9%tuv	4 6%tuv	- -	- -	- -	- -
NET : National popular newspaper websites or apps	5 *	- -	* *	2 *	2 *	1 *	1 *	2 *	3 *	5 *	- -	- -	1 *	2 *	1 *	1 *	5 *	- -	- -	- -	- -	- -	- -
NET : National midmarket newspaper websites or apps	18 1%	7 3%a	6 1%	5 1%	7 *	4 *	4 *	15 2%aefg	8 1%	18 2%aefg	3 2%e	2 2%	2 1%	7 *	4 *	4 *	18 1%n	2 2%t	- -	- -	- -	- -	- -
NET : National quality newspaper websites or apps	26 1%en	4 1%	10 2%	9 2%	7 *	8 1%	9 1%	15 2%e	19 2%ae	21 2%e	1 1%	2 2%e	4 1%	7 *	8 1%	9 1%	25 2%nt	2 2%nt	2 2%nt	1 *	- -	- -	- -
NET : Freesheet newspaper websites or apps	4 *	2 1%	- -	1 *	- -	- -	2 *	3 *e	1 *	2 *	- -	- -	- -	- -	- -	2 *	4 *	- -	- -	- -	- -	- -	- -

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QN2 News sources use nowadays for national news

Base : All adults 16+ who have chosen a news source from any platform

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	2611	248	479	451	1959	823	948	895	810	1070	129*	115*	450	1959	823	948	1610	115*	69*	396	203	139	14**
NET : National newspaper websites or apps	**51** 2%entu	**12** 5%a	**16** *3%*	**16** *3%*	**15** *1%*	**12** *1%*	**15** *2%*	**34** 4%aefg	**31** 4%aefg	**45** 4%aefgm	**4** 3%e	**4** 4%e	**7** *2%*	**15** *1%*	**12** *1%*	**15** 2%t	**50** 3%anotuv	**4** 4%ntuv	**2** 2%t	**1** *	**-** -	**-** -	**-** -
NET : Newspaper websites (inc National & Local) or apps	**108** 4%efnotuv	**31** 12%a	**38** 8%a	**33** 7%a	**56** *3%*	**18** *2%*	**47** 5%ef	**72** 8%aefg	**75** 9%aefgm	**91** 8%aefg	**13** 10%aef	**4** *4%*	**23** 5%ef	**56** 3%tu	**18** 2%tu	**47** 5%notuv	**107** 7%anotuv	**4** 4%tuv	**2** 2%t	**1** *	**-** -	**-** -	**-** -
NET : Any website or app	**659** 25%efgnoptuv	**105** 42%a	**182** 38%a	**176** 39%a	**299** *15%*	**116** *14%*	**184** 19%ef	**358** 40%aefglm	**420** 52%aefghjklm	**462** 43%aefglm	**49** 38%aefg	**28** 24%ef	**141** 31%aefg	**299** 15%tuv	**116** 14%tuv	**184** 19%notuv	**656** 41%anoprstuv	**28** 24%notuv	**14** 20%tuv	**3** 1%	***** *	**-** -	**-** -
NET : BBC TV or BBC website or App	**1156** 44%ij	**118** *48%*	**212** *44%*	**210** *47%*	**995** 51%afghij	**376** 46%j	**431** 45%j	**402** 45%j	**351** *43%*	**413** *39%*	**56** *43%*	**48** *42%*	**219** 49%j	**995** 51%aopq	**376** *46%*	**431** *45%*	**673** *42%*	**48** *42%*	**34** *50%*	**205** 52%aq	**99** *49%*	**82** 59%aopqr	**7** *49%*
NET : ITV/ITV Wales/STV/ UTV channel or ITV or ITN or STV or UTV website or app	**518** 20%bcdhiq	**31** *12%*	**58** *12%*	**64** *14%*	**502** 26%afghijkl	**157** 19%hi	**157** *17%*	**125** *14%*	**107** *13%*	**182** *17%*	**20** *15%*	**17** *15%*	**103** 23%ghij	**502** 26%aopqr	**157** *19%*	**157** *17%*	**248** *15%*	**17** *15%*	**13** *19%*	**145** 37%anopqrsuv	**56** 28%aopqr	**27** *20%*	**2** *13%*
NET : Channel 4 channel or Channel 4 website or app	**14** *1%*	**4** *2%*	**6** *1%*	**2** *1%*	**11** *1%*	**2** *	**6** *1%*	**7** *1%*	**3** *	**5** *	**3** 2%f	**2** 2%f	**2** *	**11** *1%*	**2** *	**6** *1%*	**9** *1%*	**2** 2%o	**-** -	**3** *1%*	**-** -	**-** -	**-** -
NET : Sky News channel or Sky News website or app	**73** *3%*	**9** *3%*	**17** *4%*	**24** 5%a	**51** *3%*	**17** *2%*	**16** *2%*	**36** 4%g	**30** 4%g	**40** 4%g	**11** 9%aefgij	**7** 7%efg	**20** 4%g	**51** *3%*	**17** *2%*	**16** *2%*	**64** 4%optv	**7** 7%noptuv	**1** *2%*	**5** *1%*	**3** *2%*	***** *	**-** -
NET : Sun newspaper (Daily or Sunday) or Sun website or app	**25** *1%*	**-** -	**1** *	**5** *1%*	**18** *1%*	**24** 3%aeghjm	**5** *	**7** *1%*	**7** *1%*	**13** *1%*	**-** -	**3** 3%g	**4** *1%*	**18** *1%*	**24** 3%anpqt	**5** *	**16** *1%*	**3** 3%pt	**3** 4%anpqt	**-** -	**4** 2%pt	**2** 2%t	**-** -
NET : Times/Sunday Times newspaper or Times/ Sunday Times website or app	**9** *	**1** *	**4** *1%*	**5** *1%*	**6** *	**9** 1%ae	**7** *1%*	**6** *1%*	**6** *1%*	**6** *1%*	**2** *2%*	**1** *1%*	**1** *	**6** *	**9** 1%an	**7** *1%*	**7** *	**1** *1%*	**1** 2%t	**-** -	**-** -	**2** 1%t	**-** -
NET : Daily Star/Sunday Star newspapers or Daily Star website or app	**5** *	**-** -	**1** *	**1** *	**5** *	**5** *1%*	**3** *	**2** *	**3** *	**3** *	**-** -	**2** 2%aeghj	**2** *	**5** *	**5** *1%*	**3** *	**3** *	**2** 2%anpqt	**2** 4%anopqtu	**-** -	**-** -	**2** 1%at	**-** -

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QN2 News sources use nowadays for national news

Base : All adults 16+ who have chosen a news source from any platform

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	2611	248	479	451	1959	823	948	895	810	1070	129*	115*	450	1959	823	948	1610	115*	69*	396	203	139	14**
NET : Daily/Sunday Express newspaper or Daily Express website or app	4 *	- -	- -	- -	4 *	4 *	2 *	- -	- -	- -	- -	- -	- -	4 *	4 *q	2 *	- -	- -	- -	- -	2 1%aq	2 1%anqt	- -
NET : Daily Mail/Mail on Sunday newspaper or Daily Mail website or app	41 2%l	10 4%a	8 2%	6 1%	20 1%	27 3%aegm	9 1%	21 2%e	17 2%	26 2%eg	3 2%	5 4%egm	5 1%	20 1%	27 3%anpt	9 1%	30 2%t	5 4%npt	3 5%npt	- -	7 3%npt	2 1%t	- -
NET : Metro newspaper or Metro website or app	22 1%	7 3%a	6 1%	3 1%	11 1%	19 2%ae	10 1%	12 1%	10 1%	16 1%e	3 2%	3 2%e	6 1%	11 1%	19 2%antu	10 1%	21 1%t	3 2%nt	3 4%antu	- -	- -	* *	- -
NET : Daily/Sunday Mirror newspaper or Daily Mirror website or app	7 *	- -	* *	1 *	4 *	4 1%	1 *	2 *	3 *	4 *	- -	1 *	2 *	4 *	4 1%	1 *	4 *	1 *	1 1%	- -	3 1%anpqt	* *	- -
NET : Daily/Sunday Telegraph newspaper or Telegraph website or app	12 *	1 *	3 1%	3 1%	6 *	6 1%	4 *	5 1%	7 1%	7 1%	1 1%	2 2%e	6 1%e	6 *	6 1%	4 *	8 1%	2 2%nt	2 2%nt	1 *	2 1%	* *	- -
NET : Guardian/Observer newspaper or Guardian/ Observer website or app	33 1%l	9 4%a	15 3%a	8 2%	16 1%	24 3%aeg	12 1%	20 2%e	16 2%e	25 2%e	1 1%	7 6%aeg	9 2%	16 1%	24 3%anpt	12 1%t	29 2%nt	7 6%anpqt uv	7 9%anopq tuv	- -	2 1%	- -	- -
NET : Independent (Daily or Sunday) newspaper or Independent website or app	3 *	- -	1 *	1 *	- -	- -	- -	2 *	1 *	1 *	- -	- -	- -	- -	- -	- -	3 *	- -	- -	- -	- -	- -	- -
NET : Evening Standard newspaper or Evening Standard website or app	11 *	3 1%	3 1%	1 *	1 *	10 1%aeg	1 *	7 1%e	3 *	8 1%e	- -	- -	1 *	1 *	10 1%anpt	1 *	10 1%n	- -	- -	- -	- -	- -	- -
NET : Financial Times newspaper or Financial Times website or app	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QN2 News sources use nowadays for national news

Base : All adults 16+ who have chosen a news source from any platform

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	2611	248	479	451	1959	823	948	895	810	1070	129*	115*	450	1959	823	948	1610	115*	69*	396	203	139	14**
None	242 *9%*	22 *9%*	41 *9%*	46 *10%*	167 *9%*	72 *9%*	73 *8%*	73 *8%*	58 *7%*	87 *8%*	13 *10%*	17 15%gim	32 *7%*	167 *9%*	72 *9%*	73 *8%*	147 *9%*	17 15%p	6 *9%*	33 *8%*	19 *9%*	11 *8%*	- -
Don't know	27 *1%*	1 *	10 *2%*	3 *1%*	19 *1%*	9 *1%*	10 *1%*	14 2%m	4 *1%*	8 *1%*	4 *3%im*	3 *3%im*	- -	19 *1%*	9 *1%*	10 *1%*	17 *1%*	3 *3%*	- -	5 *1%*	2 *1%*	1 *1%*	- -
Not stated	6 *	2 *1%*	2 *	- -	3 *	- -	2 *	2 *	6 1%f	5 *	- -	- -	- -	3 *	- -	2 *	6 *	- -	- -	- -	- -	- -	- -

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QN2_number Number of news sources use nowadays for national news - Across all Platforms

Base : All adults 16+ who have chosen a news source from any platform

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	2618	1253	1365	281	351	328	340	389	514	415	632	668	1318	491	689	557	881	1180	1438	1072	1546
Weighted base	2611	1281	1330	304	466	449	443	335	345	270	770	892	949	542	787	591	692	1329	1282	1505	1106
0 (no source specified)	267	147	120	40	54	51	44	25	30	24	94	94	79	71	64	58	75	135	133	162	105
	10%	*11%*	*9%*	13%h	*12%*	*11%*	*10%*	*8%*	*9%*	*9%*	12%m	*11%*	*8%*	13%o	*8%*	*10%*	*11%*	*10%*	*10%*	*11%*	*9%*
1	1359	664	695	165	241	223	231	175	189	135	406	454	499	267	407	306	380	674	685	776	583
	52%	*52%*	*52%*	*54%*	*52%*	*50%*	*52%*	*52%*	*55%*	*50%*	*53%*	*51%*	*53%*	*49%*	*52%*	*52%*	*55%*	*51%*	*53%*	*52%*	*53%*
2	608	305	303	70	111	106	107	76	66	72	181	212	214	109	195	142	161	304	303	351	257
	23%	*24%*	*23%*	*23%*	*24%*	*24%*	*24%*	*23%*	*19%*	27%j	*24%*	*24%*	*23%*	*20%*	*25%*	*24%*	*23%*	*23%*	*24%*	*23%*	*23%*
3	212	83	129	17	40	36	36	28	35	21	57	72	83	54	67	49	42	121	91	125	88
	8%	*7%*	10%b	*6%*	*9%*	*8%*	*8%*	*8%*	10%d	*8%*	*7%*	*8%*	*9%*	10%q	*8%*	*8%*	*6%*	*9%*	*7%*	*8%*	*8%*
4	104	58	46	9	11	20	13	23	17	11	21	32	51	22	36	23	23	59	46	54	51
	4%	*5%*	*3%*	*3%*	*2%*	*4%*	*3%*	7%aeg	*5%*	*4%*	*3%*	*4%*	5%k	*4%*	*5%*	*4%*	*3%*	*4%*	*4%*	*4%*	*5%*
5	28	12	17	1	3	8	4	4	4	4	4	13	12	9	7	8	5	16	12	19	9
	1%	*1%*	*1%*	*	*1%*	*2%*	*1%*	*1%*	*1%*	*2%*	*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
6	13	4	9	-	2	2	3	3	1	2	2	6	5	5	1	6	1	6	7	7	5
	*	*	*1%*	-	*	*1%*	*1%*	*1%*	*	*1%*	*	*1%*	*1%*	*1%*	*	*1%*	*	*	*1%*	*	*
7	10	5	5	1	1	2	2	*	1	1	2	5	3	3	3	*	3	6	4	6	4
	*	*	*	*	*	*	*1%*	*	*	*1%*	*	*1%*	*	*1%*	*	*	*	*	*	*	*
8	3	1	2	-	1	*	*	1	*	-	1	1	1	*	2	-	*	2	*	2	1
	*	*	*	-	*	*	*	*	*	-	*	*	*	*	*	-	*	*	*	*	*
9	1	1	*	-	1	-	-	-	*	-	1	-	*	-	1	-	*	1	*	1	*
	*	*	*	-	*	-	-	-	*	-	*	-	*	-	*	-	*	*	*	*	*
10	4	1	3	-	1	-	2	-	1	-	1	2	1	1	2	-	1	3	1	2	2
	*	*	*	-	*	-	*1%*	-	*	-	*	*	*	*	*	-	*	*	*	*	*
11	1	-	1	-	-	-	-	-	1	-	-	-	1	1	-	-	-	1	-	-	1
	*	-	*	-	-	-	-	-	*	-	-	-	*	*	-	-	-	*	-	-	*
Mean Score	**1.53dq**	**1.48**	**1.58**	**1.34**	**1.48**	**1.55d**	**1.56d**	**1.63d**	**1.59d**	**1.58d**	**1.42**	**1.55**	**1.60k**	**1.58**	**1.60q**	**1.53**	**1.42**	**1.59s**	**1.47**	**1.52**	**1.54**

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QN2_number Number of news sources use nowadays for national news - Across all Platforms

Base : All adults 16+ who have chosen a news source from any platform

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	2618	1620	303	393	302	1796	520	272	175	137	182	156	193	86	219	200	2414	191
Weighted base	2611	2202	206	135	69	2071	472	381	226	185	245	220	246	124*	293	282	2331	267
0 (no source specified)	267	245	13	6	4	221	43	37	32	16	25	11	38	6	27	54	227	37
	10%de	11%cde	6%	4%	5%	11%	9%	10%	14%ln	9%	10%	5%	15%aln	5%	9%	19%ahjklno	10%	14%
1	1359	1149	101	85	25	1125	209	205	120	88	125	124	137	64	155	131	1213	141
	52%eg	52%e	49%e	63%abce	36%	54%g	44%	54%	53%	47%	51%	57%	56%	51%	53%	46%	52%	53%
2	608	515	39	32	22	461	126	85	42	56	51	54	38	37	85	66	544	63
	23%m	23%	19%	24%	31%abcd	22%	27%	22%	18%	30%lm	21%	25%	16%	29%m	29%lm	23%	23%	24%
3	212	174	25	7	6	155	52	29	26	18	26	13	19	14	15	15	193	19
	8%	8%	12%abd	5%	9%	7%	11%j	8%	12%op	10%	11%	6%	8%	11%	5%	5%	8%	7%
4	104	79	15	3	7	72	25	18	4	4	9	11	9	4	9	12	98	4
	4%	4%	7%abd	2%	10%abd	3%	5%	5%	2%	2%	4%	5%	4%	3%	3%	4%	4%	2%
5	28	20	5	1	2	20	6	7	2	1	3	4	2	-	1	1	28	-
	1%	1%	2%b	1%	3%abd	1%	1%	2%	1%	1%	1%	2%	1%	-	*	*	1%	-
6	13	9	3	1	1	6	6	1	1	-	4	2	1	-	-	-	12	-
	*	*	1%b	*	1%	*	1%j	*	*	-	1%	1%	*	-	-	-	1%	-
7	10	6	2	-	1	5	3	-	-	-	2	-	-	-	2	3	9	1
	*	*	1%b	-	2%abd	*	1%	-	-	-	1%	-	-	-	1%	1%	*	*
8	3	-	2	-	1	2	-	-	-	-	-	-	-	-	-	-	3	-
	*	-	1%ab	-	2%abd	*	-	-	-	-	-	-	-	-	-	-	*	-
9	1	1	-	-	*	1	-	-	-	-	-	-	-	-	-	1	*	1
	*	*	-	-	*	*	-	-	-	-	-	-	-	-	-	*	*	*q
10	4	3	1	-	*	2	1	-	-	2	-	-	1	-	-	-	4	-
	*	*	*	-	*	*	*	-	-	1%a	-	-	*	-	-	-	*	-
11	1	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-	1	-
	*	*	-	-	-	-	*	-	-	-	-	-	*	-	-	-	*	-
Mean Score	**1.53**	**1.48**	**1.90abd**	**1.43**	**2.21abcd**	**1.46**	**1.75af**	**1.50**	**1.38**	**1.60**	**1.59**	**1.59**	**1.38**	**1.57**	**1.44**	**1.39**	**1.55r**	**1.36**

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QN2_number Number of news sources use nowadays for national news - Across all Platforms

Base : All adults 16+ who have chosen a news source from any platform

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	2618	191	411	388	2059	904	901	762	668	890	101	96	432	2059	904	901	1365	96	58	498	289	184	13
Weighted base	2611	248	479	451	1959	823	948	895	810	1070	129*	115*	450	1959	823	948	1610	115*	69*	396	203	139	14**
0 (no source specified)	267 *10%*	24 *10%*	51 *11%*	49 *11%*	185 *9%*	80 *10%*	83 *9%*	88 *10%*	62 *8%*	95 *9%*	16 *13%*	20 17%aefgh *ijm*	32 *7%*	185 *9%*	80 *10%*	83 *9%*	164 *10%*	20 17%anopv	6 *9%*	38 *10%*	21 *10%*	11 *8%*	- -
1	1359 52%dfgi lmoprsu v	119 *48%*	235 *49%*	200 *44%*	1046 53%fgil m	316 *38%*	403 *42%*	436 49%fgl	375 *46%f*	547 51%fglm	66 51%fl	40 *35%*	193 *43%*	1046 53%oprs uv	316 *38%*	403 *42%*	815 51%oprs uv	40 *35%*	22 *32%*	293 74%anop qrsuv	87 *43%*	51 *36%*	5 *36%*
2	608 *23%l*	56 *22%*	113 *24%*	98 *22%*	421 *22%*	231 28%aeh	238 *25%*	198 *22%*	215 *27%e*	251 *23%*	25 *19%*	26 *23%*	117 *26%*	421 *22%t*	231 28%anqt	238 *25%t*	379 *24%t*	26 *23%*	15 *22%*	57 *14%*	57 28%nt	34 *25%t*	3 *20%*
3	212 *8%l*	24 *10%*	44 *9%*	58 13%a	171 *9%*	107 13%aej	120 13%aej	97 11%a	88 *11%*	92 *9%*	8 *6%*	13 *12%*	63 14%aej	171 *9%t*	107 13%anqt	120 13%anqt	142 *9%t*	13 *12%t*	10 *15%t*	4 *1%*	25 12%at	24 17%anqt	2 *12%*
4	104 *4%l*	16 *6%*	24 *5%*	33 7%a	79 *4%*	55 7%ae	59 6%ae	48 *5%*	39 *5%*	47 *4%*	7 *5%*	5 *4%*	20 *5%*	79 *4%t*	55 7%anqt	59 6%ant	67 *4%t*	5 *4%*	5 *7%t*	4 *1%*	9 *4%t*	12 *9%anqt*	- -
5	28 *1%*	6 *2%*	6 *1%*	5 *1%*	28 *1%*	11 *1%*	23 *2%a*	15 *2%*	17 *2%*	19 *2%*	3 *3%*	1 *1%*	10 *2%*	28 *1%t*	11 *1%t*	23 *2%at*	22 *1%t*	1 *1%*	1 *1%*	- -	3 *1%t*	3 *2%t*	- -
6	13 *	4 *1%*	2 *	1 *	12 *1%*	12 *1%a*	11 *1%*	6 *1%*	5 *1%*	7 *1%*	2 *2%*	6 5%aefgh *ijm*	6 *1%*	12 *1%*	12 *1%aqt*	11 *1%*	7 *	6 5%anopq tu	6 8%anopq tuv	- -	* *	2 *2%t*	3 *20%*
7	10 *	- -	2 *	5 *1%*	10 *1%*	7 *1%*	6 *1%*	5 *1%*	5 *1%*	7 *1%*	- -	1 *1%*	4 *1%*	10 *1%*	7 *1%*	6 *1%*	7 *	1 *1%*	1 *1%*	- -	* *	2 *1%t*	1 *6%*
8	3 *	* *	* *	1 *	3 *	1 *	2 *	1 *	1 *	2 *	* *	- -	1 *	3 *	1 *	2 *	3 *	- -	- -	- -	- -	* *	- -
9	1 *	- -	- -	- -	1 *	1 *	1 *	- -	1 *	1 *	- -	1 1%aeh	1 *	1 *	1 *	1 *	1 *	1 1%anq	1 2%anopq t	- -	- -	* *	- -
10	4 *	- -	1 *	* *	2 *	2 *	3 *	2 *	2 *	3 *	- -	1 1%ae	4 1%ae	2 *	2 *	3 *	4 *	1 1%an	1 2%anoqt	- -	- -	- -	- -

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QN2_number Number of news sources use nowadays for national news - Across all Platforms

Base : All adults 16+ who have chosen a news source from any platform

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	2611	248	479	451	1959	823	948	895	810	1070	129*	115*	450	1959	823	948	1610	115*	69*	396	203	139	14**
11	1 *	- -	- -	- -	1 *	1 *	1 *	- -	- -	- -	1 1%aj	1 1%aehj	1 *	1 *	1 *	1 *	- -	1 1%anq	1 1%anq	- -	- -	- -	1 6%
Mean Score	**1.53t**	**1.69**	**1.59**	**1.74a**	**1.56**	**1.87aeh** j	**1.86aeh** j	**1.66a**	**1.75ae**	**1.64**	**1.63**	**1.99aej**	**1.93aeh** j	**1.56t**	**1.87anq** tu	**1.86anq** t	**1.58t**	**1.99anq** t	**2.61ano** pqtu	**1.10**	**1.64t**	**2.03anq** tu	**3.35**

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QN2i Frequency of using news sources for national news - Summary Table (TV, RADIO, WEBSITES)

Base : All adults 16+ who use news sources for national news nowadays

		BBC One	BBC Two	BBC Three	BBC Four	BBC Alba	ITV/ITV WALES/ UTV/STV	Channel 4	S4C	Channel 5	RTE Channels\TG3\TG4	Sky News Channel	BBC News Channel	CNN	Fox News	CNBC	Euronews (English version)	Euronews (Non English version)	Al Jazeera (English version)	Al Jazeera (Arabic version)	RT (Russia Today)	BBC Parliament	Zee TV	PTV	Star Plus	Bangla TV
Unweighted base		1038	13	4	4	-	624	11	11	5	12	41	52	3	1	-	-	1	2	1	3	1	-	-	-	2
Weighted base		876	11	7	4	-	491	11	3	4	3	44	59	4	2	-	-	1	1	1	3	*	-	-	-	3
Lots of times throughout the day	(21)	38 *4%*	- -	2 *34%*	1 *31%*	- -	9 *2%*	2 *14%*	- -	- -	- -	3 *7%*	6 *10%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
2-3 times a day	(14)	187 *21%*	3 *29%*	- -	- -	- -	87 *18%*	1 *7%*	1 *29%*	1 *26%*	1 *23%*	7 *16%*	12 *21%*	- -	- -	- -	- -	- -	1 *63%*	- -	* *17%*	- -	- -	- -	- -	- -
Once a day	(7)	441 *50%*	4 *34%*	4 *52%*	1 *25%*	- -	270 *55%*	3 *22%*	2 *58%*	3 *74%*	* *10%*	20 *44%*	25 *42%*	2 *42%*	2 *100%*	- -	- -	- -	1 *37%*	- -	1 *41%*	* *100%*	- -	- -	- -	3 *100%*
Most days	(5)	94 *11%*	1 *9%*	- -	1 *31%*	- -	46 *9%*	- -	* *14%*	- -	1 *41%*	2 *5%*	3 *5%*	1 *27%*	- -	- -	- -	1 *100%*	- -	- -	- -	- -	- -	- -	- -	- -
2-3 times a week	(3.5)	68 *8%*	2 *18%*	1 *14%*	- -	- -	42 *9%*	4 *34%*	- -	- -	1 *26%*	6 *13%*	6 *10%*	- -	- -	- -	- -	- -	- -	1 *100%*	1 *43%*	- -	- -	- -	- -	- -
About once a week	(1)	33 *4%*	* *4%*	- -	* *13%*	- -	20 *4%*	1 *12%*	- -	- -	- -	5 *11%*	2 *4%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Every 2-3 weeks	(0.5)	2 *	- -	- -	- -	- -	2 *	- -	- -	- -	- -	* *	* *1%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
About once a month	(0.25)	4 *	1 *7%*	- -	- -	- -	2 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Less often	(0.1)	9 *1%*	- -	- -	- -	- -	10 *2%*	1 *11%*	- -	- -	- -	2 *4%*	3 *5%*	1 *31%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	(0)	* *	- -	- -	- -	- -	3 *1%*	- -	- -	- -	- -	- -	1 *2%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NET : AT LEAST ONCE A DAY		**666** ***76%***	**7** ***62%***	**6** ***86%***	**2** ***56%***	**-** **-**	**366** ***74%***	**5** ***43%***	**3** ***86%***	**4** ***100%***	**1** ***33%***	**30** ***67%***	**43** ***73%***	**2** ***42%***	**2** ***100%***	**-** **-**	**-** **-**	**-** **-**	**1** ***100%***	**-** **-**	**1** ***57%***	***** ***100%***	**-** **-**	**-** **-**	**-** **-**	**3** ***100%***
NET : AT LEAST ONCE A WEEK		**862** ***98%***	**10** ***93%***	**7** ***100%***	**4** ***100%***	**-** **-**	**474** ***96%***	**10** ***89%***	**3** ***100%***	**4** ***100%***	**3** ***100%***	**42** ***95%***	**54** ***92%***	**3** ***69%***	**2** ***100%***	**-** **-**	**-** **-**	**1** ***100%***	**1** ***100%***	**1** ***100%***	**3** ***100%***	***** ***100%***	**-** **-**	**-** **-**	**-** **-**	**3** ***100%***
NET : AT LEAST ONCE A MONTH		**867** ***99%***	**11** ***100%***	**7** ***100%***	**4** ***100%***	**-** **-**	**478** ***97%***	**10** ***89%***	**3** ***100%***	**4** ***100%***	**3** ***100%***	**42** ***96%***	**55** ***93%***	**3** ***69%***	**2** ***100%***	**-** **-**	**-** **-**	**1** ***100%***	**1** ***100%***	**1** ***100%***	**3** ***100%***	***** ***100%***	**-** **-**	**-** **-**	**-** **-**	**3** ***100%***
Mean Score		**8.28**	**7.45**	**11.19**	**9.93**	**-**	**7.52**	**6.76**	**8.75**	**8.83**	**6.92**	**7.61**	**8.67**	**4.33**	**7.00**	**-**	**-**	**5.00**	**11.39**	**3.50**	**6.67**	**7.00**	**-**	**-**	**-**	**7.00**
Standard Deviation		**4.58**	**4.82**	**7.63**	**8.94**	**-**	**4.05**	**6.97**	**4.11**	**3.62**	**5.04**	**5.43**	**5.90**	**3.43**	**-**	**-**	**-**	**-**	**-**	**-**	**4.70**	**-**	**-**	**-**	**-**	**0.00**
Standard Error		**0.14**	**1.34**	**3.81**	**4.47**	**-**	**0.16**	**2.10**	**1.24**	**1.62**	**1.45**	**0.85**	**0.82**	**1.98**	**-**	**-**	**-**	**-**	**-**	**-**	**2.71**	**-**	**-**	**-**	**-**	**0.00**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QN2i Frequency of using news sources for national news - Summary Table (TV, RADIO, WEBSITES)

Base : All adults 16+ who use news sources for national news nowadays

		Arab News Network	Deutsche Welle	TF1	France 24	CCTV News (China)	Bloomberg TV	BBC Radio 4	BBC Radio 3	BBC Radio 2	BBC Radio 1	BBC Asian Network	BBC Radio 5 Live	BBC World Service	BBC Radio 6 Music	Classic FM	Talksport	LBC	Heart FM	Absolute Radio	Capital	Real Radio	Kiss	Smooth Radio	Magic	BBC Radio Scotland/BBC Radio Wales or Cymru/ BBC Radio Ulster
Unweighted base		-	-	2	-	-	-	34	-	20	27	-	7	-	-	3	2	10	33	-	13	2	2	6	-	48
Weighted base		-	-	3	-	-	-	33	-	24	28	-	9	-	-	3	1	14	42	-	21	1	4	8	-	13
Lots of times throughout the day	(21)	-	-	-	-	-	-	9	-	4	3	-	3	-	-	-	1	5	9	-	5	1	-	1	-	3
		-	-	-	-	-	-	*27%*	-	*18%*	*12%*	-	*36%*	-	-	-	*68%*	*37%*	*23%*	-	*26%*	*85%*	-	*15%*	-	*24%*
2-3 times a day	(14)	-	-	-	-	-	-	5	-	6	2	-	4	-	-	-	-	-	11	-	5	*	-	-	-	3
		-	-	-	-	-	-	*14%*	-	*24%*	*8%*	-	*48%*	-	-	-	-	-	*26%*	-	*24%*	*15%*	-	-	-	*26%*
Once a day	(7)	-	-	1	-	-	-	9	-	8	9	-	1	-	-	2	-	5	6	-	6	-	2	3	-	2
		-	-	*39%*	-	-	-	*27%*	-	*32%*	*32%*	-	*11%*	-	-	*58%*	-	*34%*	*15%*	-	*31%*	-	*49%*	*44%*	-	*19%*
Most days	(5)	-	-	2	-	-	-	4	-	-	2	-	*	-	-	1	-	3	3	-	2	-	2	1	-	2
		-	-	*61%*	-	-	-	*11%*	-	-	*8%*	-	*5%*	-	-	*35%*	-	*22%*	*8%*	-	*9%*	-	*51%*	*14%*	-	*14%*
2-3 times a week	(3.5)	-	-	-	-	-	-	1	-	3	5	-	-	-	-	-	*	-	9	-	2	-	-	2	-	2
		-	-	-	-	-	-	*2%*	-	*13%*	*19%*	-	-	-	-	-	*32%*	-	*22%*	-	*10%*	-	-	*27%*	-	*13%*
About once a week	(1)	-	-	-	-	-	-	1	-	1	3	-	-	-	-	-	-	-	2	-	-	-	-	-	-	*
		-	-	-	-	-	-	*4%*	-	*5%*	*10%*	-	-	-	-	-	-	-	*4%*	-	-	-	-	-	-	*1%*
Every 2-3 weeks	(0.5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*1%*
About once a month	(0.25)	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	*5%*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	(0.1)	-	-	-	-	-	-	3	-	-	3	-	-	-	-	*	-	1	-	-	-	-	-	-	-	*
		-	-	-	-	-	-	*8%*	-	-	*10%*	-	-	-	-	*7%*	-	*7%*	-	-	-	-	-	-	-	*2%*
Don't know	(0)	-	-	-	-	-	-	1	-	2	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
		-	-	-	-	-	-	*2%*	-	*8%*	*2%*	-	-	-	-	-	-	-	*3%*	-	-	-	-	-	-	-
NET : AT LEAST ONCE A DAY		**-**	**-**	**1**	**-**	**-**	**-**	**22**	**-**	**18**	**14**	**-**	**8**	**-**	**-**	**2**	**1**	**10**	**27**	**-**	**17**	**1**	**2**	**5**	**-**	**9**
		-	**-**	***39%***	**-**	**-**	**-**	***68%***	**-**	***75%***	***52%***	**-**	***95%***	**-**	**-**	***58%***	***68%***	***71%***	***64%***	**-**	***81%***	***100%***	***49%***	***59%***	**-**	***69%***
NET : AT LEAST ONCE A WEEK		**-**	**-**	**3**	**-**	**-**	**-**	**28**	**-**	**22**	**25**	**-**	**9**	**-**	**-**	**3**	**1**	**13**	**41**	**-**	**21**	**1**	**4**	**8**	**-**	**12**
		-	**-**	***100%***	**-**	**-**	**-**	***85%***	**-**	***92%***	***89%***	**-**	***100%***	**-**	**-**	***93%***	***100%***	***93%***	***97%***	**-**	***100%***	***100%***	***100%***	***100%***	**-**	***97%***
NET : AT LEAST ONCE A MONTH		**-**	**-**	**3**	**-**	**-**	**-**	**30**	**-**	**22**	**25**	**-**	**9**	**-**	**-**	**3**	**1**	**13**	**41**	**-**	**21**	**1**	**4**	**8**	**-**	**13**
		-	**-**	***100%***	**-**	**-**	**-**	***90%***	**-**	***92%***	***89%***	**-**	***100%***	**-**	**-**	***93%***	***100%***	***93%***	***97%***	**-**	***100%***	***100%***	***100%***	***100%***	**-**	***98%***
Mean Score		**-**	**-**	**5.79**	**-**	**-**	**-**	**10.15**	**-**	**9.95**	**7.00**	**-**	**15.35**	**-**	**-**	**5.81**	**15.34**	**11.24**	**10.69**	**-**	**11.77**	**19.92**	**5.99**	**7.84**	**-**	**11.16**
Standard Deviation		**-**	**-**	**1.25**	**-**	**-**	**-**	**7.75**	**-**	**6.94**	**6.33**	**-**	**5.32**	**-**	**-**	**2.22**	**-**	**7.98**	**7.10**	**-**	**6.59**	**-**	**1.16**	**6.06**	**-**	**7.07**
Standard Error		**-**	**-**	**0.88**	**-**	**-**	**-**	**1.33**	**-**	**1.55**	**1.22**	**-**	**2.01**	**-**	**-**	**1.28**	**-**	**2.52**	**1.24**	**-**	**1.83**	**-**	**0.82**	**2.48**	**-**	**1.02**

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QN2i Frequency of using news sources for national news - Summary Table (TV, RADIO, WEBSITES)

Base : All adults 16+ who use news sources for national news nowadays

		Cool FM	Radio Ceredigion	Scarlet FM	Radio Pembrokeshire	Radio Carmarthenshire	BBC website or app	ITV or ITN website or app	STV Website or app	UTV Website or app	Channel 4 website or app	Sky News website or app	CNN Website or app	NBC News website or app	CBS News website or app	The Sun website or app	The Daily Mail website or app	The Daily Star website or app	The Daily Express website or app	The Daily Mirror website or app	The Guardian/Observer website or app	The Independent website or app	The Times\Sunday Times website or app	The Telegraph website or app	The Financial Times website or app	The Metro website or app
Unweighted base		9	1	-	-	-	225	16	7	3	1	24	-	-	-	1	14	-	-	3	11	3	2	4	-	3
Weighted base		3	*	-	-	-	254	16	5	1	2	32	-	-	-	1	18	-	-	4	14	3	3	6	-	4
Lots of times throughout the day	(21)	2 *69%*	- -	- -	- -	- -	19 *7%*	1 *6%*	- -	* *20%*	- -	1 *3%*	- -	- -	- -	- -	2 *10%*	- -	- -	- -	2 *13%*	- -	1 *37%*	- -	- -	- -
2-3 times a day	(14)	1 *18%*	- -	- -	- -	- -	37 *15%*	1 *6%*	- -	- -	- -	8 *26%*	- -	- -	- -	- -	1 *7%*	- -	- -	- -	1 *8%*	2 *57%*	- -	- -	- -	1 *27%*
Once a day	(7)	* *12%*	- -	- -	- -	- -	87 *34%*	5 *34%*	2 *41%*	* *42%*	- -	10 *32%*	- -	- -	- -	1 *100%*	11 *61%*	- -	- -	3 *76%*	5 *35%*	1 *43%*	- -	* *7%*	- -	1 *32%*
Most days	(5)	- -	- -	- -	- -	- -	27 *11%*	5 *30%*	1 *21%*	- -	- -	5 *17%*	- -	- -	- -	- -	2 *9%*	- -	- -	1 *24%*	- -	- -	2 *63%*	2 *37%*	- -	- -
2-3 times a week	(3.5)	- -	* *100%*	- -	- -	- -	31 *12%*	1 *7%*	1 *19%*	* *38%*	2 *100%*	5 *15%*	- -	- -	- -	- -	1 *8%*	- -	- -	- -	3 *21%*	- -	- -	1 *14%*	- -	2 *41%*
About once a week	(1)	- -	- -	- -	- -	- -	31 *12%*	- -	- -	- -	- -	2 *5%*	- -	- -	- -	- -	- -	- -	- -	- -	2 *12%*	- -	- -	2 *43%*	- -	- -
Every 2-3 weeks	(0.5)	- -	- -	- -	- -	- -	7 *3%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
About once a month	(0.25)	- -	- -	- -	- -	- -	10 *4%*	- -	- -	- -	- -	1 *2%*	- -	- -	- -	- -	1 *5%*	- -	- -	- -	- -	- -	- -	- -	- -	- -
Less often	(0.1)	- -	- -	- -	- -	- -	3 *1%*	3 *17%*	1 *19%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *10%*	- -	- -	- -	- -	- -
Don't know	(0)	- -	- -	- -	- -	- -	2 *1%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NET : AT LEAST ONCE A DAY		**3** ***100%***	**-** **-**	**-** **-**	**-** **-**	**-** **-**	**143** ***56%***	**7** ***46%***	**2** ***41%***	**1** ***62%***	**-** **-**	**20** ***61%***	**-** **-**	**-** **-**	**-** **-**	**1** ***100%***	**14** ***78%***	**-** **-**	**-** **-**	**3** ***76%***	**8** ***56%***	**3** ***100%***	**1** ***37%***	***** ***7%***	**-** **-**	**2** ***59%***
NET : AT LEAST ONCE A WEEK		**3** ***100%***	***** ***100%***	**-** **-**	**-** **-**	**-** **-**	**232** ***91%***	**13** ***83%***	**4** ***81%***	**1** ***100%***	**2** ***100%***	**32** ***98%***	**-** **-**	**-** **-**	**-** **-**	**1** ***100%***	**17** ***95%***	**-** **-**	**-** **-**	**4** ***100%***	**13** ***90%***	**3** ***100%***	**3** ***100%***	**6** ***100%***	**-** **-**	**4** ***100%***
NET : AT LEAST ONCE A MONTH		**3** ***100%***	***** ***100%***	**-** **-**	**-** **-**	**-** **-**	**249** ***98%***	**13** ***83%***	**4** ***81%***	**1** ***100%***	**2** ***100%***	**32** ***100%***	**-** **-**	**-** **-**	**-** **-**	**1** ***100%***	**18** ***100%***	**-** **-**	**-** **-**	**4** ***100%***	**13** ***90%***	**3** ***100%***	**3** ***100%***	**6** ***100%***	**-** **-**	**4** ***100%***
Mean Score		**17.98**	**3.50**	**-**	**-**	**-**	**7.11**	**6.23**	**4.61**	**8.51**	**3.50**	**8.01**	**-**	**-**	**-**	**7.00**	**8.06**	**-**	**-**	**6.51**	**7.28**	**11.01**	**10.95**	**3.22**	**-**	**7.43**
Standard Deviation		**6.11**	**-**	**-**	**-**	**-**	**5.64**	**5.02**	**2.82**	**-**	**0.00**	**4.91**	**-**	**-**	**-**	**-**	**5.15**	**-**	**-**	**1.01**	**6.72**	**4.36**	**9.66**	**2.26**	**-**	**4.94**
Standard Error		**2.04**	**-**	**-**	**-**	**-**	**0.38**	**1.26**	**1.07**	**-**	**0.00**	**1.00**	**-**	**-**	**-**	**-**	**1.38**	**-**	**-**	**0.58**	**2.03**	**2.52**	**6.83**	**1.13**	**-**	**2.85**

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QN2i Frequency of using news sources for national news - Summary Table (TV, RADIO, WEBSITES)

Base : All adults 16+ who use news sources for national news nowadays

		The Evening Standard website or app	The New York Times website or app	The Washington Post website or app	Time.com website or app	The Atlantic website or app	Facebook	Twitter	Google (General search Engine)	Google News (search engine just for news)	Huffington Post	Yahoo news	MSN news	AOL news	YouTube	Feedly app	Flipboard app	News Now website or app	BuzzFeed	Vice	Personal blog	The Week website or app	Private Eye website	The Economist website or app	The LAD Bible website or app
Unweighted base		1	-	-	-	-	204	30	39	11	2	5	1	-	10	-	1	1	6	4	1	-	-	-	2
Weighted base		1	-	-	-	-	207	37	49	17	4	5	*	-	13	-	1	1	6	5	1	-	-	-	2
Lots of times throughout the day	(21)	-	-	-	-	-	76	11	7	-	-	1	-	-	4	-	-	-	1	1	-	-	-	-	*
		-	-	-	-	-	*37%*	*29%*	*15%*	-	-	*21%*	-	-	*31%*	-	-	-	*16%*	*23%*	-	-	-	-	*18%*
2-3 times a day	(14)	-	-	-	-	-	37	11	8	6	-	1	-	-	-	-	1	1	-	1	-	-	-	-	-
		-	-	-	-	-	*18%*	*29%*	*16%*	*33%*	-	*24%*	-	-	-	-	*100%*	*100%*	-	*23%*	-	-	-	-	-
Once a day	(7)	1	-	-	-	-	40	9	11	9	-	2	-	-	-	-	-	-	2	-	-	-	-	-	-
		100%	-	-	-	-	*19%*	*23%*	*23%*	*50%*	-	*32%*	-	-	-	-	-	-	*37%*	-	-	-	-	-	-
Most days	(5)	-	-	-	-	-	12	2	3	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-
		-	-	-	-	-	*6%*	*5%*	*6%*	-	-	-	-	-	*10%*	-	-	-	-	*24%*	-	-	-	-	-
2-3 times a week	(3.5)	-	-	-	-	-	20	1	9	2	-	-	-	-	3	-	-	-	3	-	-	-	-	-	2
		-	-	-	-	-	*10%*	*4%*	*19%*	*9%*	-	-	-	-	*26%*	-	-	-	*47%*	-	-	-	-	-	*82%*
About once a week	(1)	-	-	-	-	-	11	3	5	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	*5%*	*7%*	*10%*	-	-	*24%*	-	-	*8%*	-	-	-	-	-	-	-	-	-	-
Every 2-3 weeks	(0.5)	-	-	-	-	-	1	-	1	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	*	-	*2%*	-	*52%*	-	-	-	-	-	-	-	-	-	-	-	-	-	-
About once a month	(0.25)	-	-	-	-	-	3	-	2	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	*1%*	-	*4%*	-	-	-	*100%*	-	-	-	-	-	-	-	-	-	-	-	-
Less often	(0.1)	-	-	-	-	-	6	1	3	2	-	-	-	-	3	-	-	-	-	2	1	-	-	-	-
		-	-	-	-	-	*3%*	*3%*	*7%*	*9%*	-	-	-	-	*25%*	-	-	-	-	*30%*	*100%*	-	-	-	-
Don't know	(0)	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	*48%*	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET : AT LEAST ONCE A DAY		**1**	**-**	**-**	**-**	**-**	**153**	**30**	**26**	**14**	**-**	**4**	**-**	**-**	**4**	**-**	**1**	**1**	**3**	**2**	**-**	**-**	**-**	**-**	*
		100%	**-**	**-**	**-**	**-**	***74%***	***82%***	***53%***	***82%***	**-**	***76%***	**-**	**-**	***31%***	**-**	***100%***	***100%***	***53%***	***46%***	**-**	**-**	**-**	**-**	***18%***
NET : AT LEAST ONCE A WEEK		**1**	**-**	**-**	**-**	**-**	**196**	**36**	**43**	**16**	**-**	**5**	**-**	**-**	**9**	**-**	**1**	**1**	**6**	**4**	**-**	**-**	**-**	**-**	**2**
		100%	**-**	**-**	**-**	**-**	***95%***	***97%***	***88%***	***91%***	**-**	***100%***	**-**	**-**	***75%***	**-**	***100%***	***100%***	***100%***	***70%***	**-**	**-**	**-**	**-**	***100%***
NET : AT LEAST ONCE A MONTH		**1**	**-**	**-**	**-**	**-**	**200**	**36**	**46**	**16**	**2**	**5**	*	**-**	**9**	**-**	**1**	**1**	**6**	**4**	**-**	**-**	**-**	**-**	**2**
		100%	**-**	**-**	**-**	**-**	***97%***	***97%***	***93%***	***91%***	***52%***	***100%***	***100%***	**-**	***75%***	**-**	***100%***	***100%***	***100%***	***70%***	**-**	**-**	**-**	**-**	***100%***
Mean Score		**7.00**	**-**	**-**	**-**	**-**	**12.29**	**12.21**	**8.01**	**8.35**	**0.26**	**10.13**	**0.25**	**-**	**7.94**	**-**	**14.00**	**14.00**	**7.61**	**9.27**	**0.10**	**-**	**-**	**-**	**6.58**
Standard Deviation		**-**	**-**	**-**	**-**	**-**	**7.68**	**7.03**	**6.98**	**4.55**	**0.29**	**7.99**	**-**	**-**	**9.19**	**-**	**-**	**-**	**6.66**	**9.10**	**-**	**-**	**-**	**-**	**8.67**
Standard Error		**-**	**-**	**-**	**-**	**-**	**0.54**	**1.28**	**1.12**	**1.37**	**0.20**	**3.57**	**-**	**-**	**2.91**	**-**	**-**	**-**	**2.72**	**4.55**	**-**	**-**	**-**	**-**	**6.13**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QN2i Frequency of using news sources for national news - Summary Table (DAILY NEWSPAPERS)

Base : All adults 16+ who use news sources for national news nowadays

		The Sun	The Daily Mail	The Daily Star	The Daily Express	The Daily Mirror	The Guardian	The Independent	The 'i'	The Times	The Daily Telegraph	The Financial Times	The Morning Star	The Herald	The Scotsman	The Daily Record	The National	The Press and Journal (Aberdeen)	The Courier and Advertiser (Dundee)	The Belfast Telegraph	The Irish News	The News Letter	The Western Mail	The Daily Post - Wales	The South Wales Evening Post	South Wales Echo
Unweighted base		24	25	3	8	6	17	-	2	4	8	-	-	3	2	17	-	3	7	23	16	8	3	3	2	1
Weighted base		20	25	3	4	3	23	-	1	4	6	-	-	2	2	12	-	2	4	5	3	2	1	2	1	*
Lots of times throughout the day	(18)	*	-	-	-	-	6	-	-	-	-	-	-	-	-	-	-	*	-	1	*	1	-	-	-	-
		1%	-	-	-	-	26%	-	-	-	-	-	-	-	-	-	-	23%	-	25%	11%	62%	-	-	-	-
2-3 times a day	(12)	-	*	2	*	-	3	-	-	-	-	-	-	-	-	1	-	-	*	*	-	-	-	-	*	-
		-	1%	50%	11%	-	15%	-	-	-	-	-	-	-	-	8%	-	-	12%	3%	-	-	-	-	50%	-
Once a day	(6)	10	11	-	3	1	6	-	*	*	3	-	-	*	-	7	-	-	3	2	2	1	*	1	*	*
		48%	43%	-	66%	40%	25%	-	50%	11%	48%	-	-	24%	-	62%	-	-	88%	45%	70%	29%	67%	34%	50%	100%
Most days	(4)	3	4	-	-	1	4	-	-	-	-	-	-	1	-	2	-	1	-	*	1	-	*	*	-	-
		13%	18%	-	-	37%	19%	-	-	-	-	-	-	76%	-	13%	-	52%	-	7%	19%	-	33%	28%	-	-
2-3 times a week	(2)	1	3	1	-	-	*	-	-	2	-	-	-	-	1	2	-	*	-	1	-	*	-	-	-	-
		5%	13%	33%	-	-	1%	-	-	47%	-	-	-	-	52%	17%	-	25%	-	12%	-	8%	-	-	-	-
About once a week	(0.85)	4	5	1	1	1	3	-	-	1	2	-	-	-	1	-	-	-	-	*	-	-	-	1	-	-
		18%	19%	17%	18%	23%	14%	-	-	34%	27%	-	-	-	48%	-	-	-	-	8%	-	-	-	39%	-	-
Every 2-3 weeks	(0.5)	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	8%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
About once a month	(0.25)	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Less often	(0.1)	1	1	-	*	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		5%	6%	-	5%	-	-	-	-	-	17%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	(0)	-	-	-	-	-	-	-	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	50%	-	7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET : AT LEAST ONCE A DAY		**10**	**11**	**2**	**3**	**1**	**15**	**-**	*	*	**3**	**-**	**-**	*	**-**	**8**	**-**	*	**4**	**3**	**2**	**2**	*	**1**	**1**	*
		50%	***44%***	***50%***	***77%***	***40%***	***66%***	**-**	***50%***	***11%***	***48%***	**-**	**-**	***24%***	**-**	***70%***	**-**	***23%***	***100%***	***74%***	***81%***	***92%***	***67%***	***34%***	***100%***	***100%***
NET : AT LEAST ONCE A WEEK		**17**	**23**	**3**	**4**	**3**	**23**	**-**	*	**4**	**4**	**-**	**-**	**2**	**2**	**12**	**-**	**2**	**4**	**5**	**3**	**2**	**1**	**2**	**1**	*
		86%	***94%***	***100%***	***95%***	***100%***	***100%***	**-**	***50%***	***92%***	***75%***	**-**	**-**	***100%***	***100%***	***100%***	**-**	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***
NET : AT LEAST ONCE A MONTH		**19**	**23**	**3**	**4**	**3**	**23**	**-**	*	**4**	**4**	**-**	**-**	**2**	**2**	**12**	**-**	**2**	**4**	**5**	**3**	**2**	**1**	**2**	**1**	*
		95%	***94%***	***100%***	***95%***	***100%***	***100%***	**-**	***50%***	***100%***	***75%***	**-**	**-**	***100%***	***100%***	***100%***	**-**	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***
Mean Score		**3.91**	**3.87**	**6.80**	**5.40**	**4.06**	**8.82**	**-**	**3.00**	**1.94**	**3.15**	**-**	**-**	**4.48**	**1.45**	**5.52**	**-**	**6.68**	**6.69**	**8.21**	**6.88**	**13.14**	**5.35**	**3.45**	**9.00**	**6.00**
Standard Deviation		**2.91**	**2.48**	**6.30**	**3.66**	**2.40**	**6.39**	**-**	**-**	**1.81**	**3.06**	**-**	**-**	**-**	**0.79**	**2.50**	**-**	**-**	**2.25**	**6.87**	**4.96**	**-**	**-**	**-**	**-**	**-**
Standard Error		**0.59**	**0.50**	**3.63**	**1.29**	**0.98**	**1.55**	**-**	**-**	**0.90**	**1.08**	**-**	**-**	**-**	**0.56**	**0.61**	**-**	**-**	**0.85**	**1.43**	**1.24**	**-**	**-**	**-**	**-**	**-**

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QN2i Frequency of using news sources for national news - Summary Table (DAILY NEWSPAPERS)

Base : All adults 16+ who use news sources for national news nowadays

		The Metro	The Evening Standard
Unweighted base		14	7
Weighted base		19	10
Lots of times throughout the day	(18)	-	-
2-3 times a day	(12)	1	-
		7%	-
Once a day	(6)	7	-
		36%	-
Most days	(4)	3	4
		18%	*44%*
2-3 times a week	(2)	6	3
		33%	*30%*
About once a week	(0.85)	-	3
		-	*26%*
Every 2-3 weeks	(0.5)	-	-
		2%	-
About once a month	(0.25)	-	-
Less often	(0.1)	1	-
		3%	-
Don't know	(0)	-	-
NET : AT LEAST ONCE A DAY		**8**	**-**
		43%	**-**
NET : AT LEAST ONCE A WEEK		**18**	**10**
		95%	***100%***
NET : AT LEAST ONCE A MONTH		**18**	**10**
		97%	***100%***
Mean Score		**4.43**	**2.58**
Standard Deviation		**2.90**	**1.40**
Standard Error		**0.78**	**0.53**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QN2i Frequency of using news sources for national news - Summary Table (WEEKLY NEWSPAPERS)

Base : All adults 16+ who use news sources for national news nowadays

		Sunday Life	The Sunday Mail	The Sun on Sunday	The Mail on Sunday	The Sunday Post	Sunday World	The Sunday Times	The Sunday Express	The Sunday Mirror	The Daily Star on Sunday	The Sunday Telegraph	The Observer	Wales on Sunday	Scotland on Sunday	The Sunday Herald	The Independent on Sunday	The People
Unweighted base		10	9	7	6	6	5	4	2	2	2	2	1	1	-	-	-	-
Weighted base		2	5	6	6	4	1	4	1	*	2	2	1	*	-	-	-	-
About once a week	(1)	2	5	3	3	4	1	4	1	*	1	2	-	*	-	-	-	-
		100%	*100%*	*50%*	*44%*	*100%*	*100%*	*100%*	*100%*	*100%*	*50%*	*100%*	-	*100%*	-	-	-	-
Every 2-3 weeks	(0.5)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
About once a month		-	-	-	2	-	-	-	-	-	1	-	1	-	-	-	-	-
	(0.25)	-	-	-	*34%*	-	-	-	-	-	*50%*	-	*100%*	-	-	-	-	-
Less often	(0.1)	-	-	3	1	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	*50%*	*23%*	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	(0)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET : AT LEAST ONCE A MONTH		**2**	**5**	**3**	**5**	**4**	**1**	**4**	**1**	*	**2**	**2**	**1**	*	**-**	**-**	**-**	**-**
		100%	***100%***	***50%***	***77%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	***100%***	**-**	**-**	**-**	**-**
Mean Score		**1.00**	**1.00**	**0.55**	**0.54**	**1.00**	**1.00**	**1.00**	**1.00**	**1.00**	**0.63**	**1.00**	**0.25**	**1.00**	**-**	**-**	**-**	**-**
Standard Deviation		**-**	**0.00**	**0.49**	**0.44**	**0.00**	**-**	**0.00**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**
Standard Error		**-**	**0.00**	**0.19**	**0.18**	**0.00**	**-**	**0.00**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**

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QN2i Frequency of using news sources for national news - Summary Table (MAGAZINES)

Base : All adults 16+ who use news sources for national news nowadays

		The Week magazine	Private Eye magazine	The Economist magazine	Time Magazine
Unweighted base		2	1	-	-
Weighted base		3	1	-	-
About once a week	(1)	-	-	-	-
		-	-	-	-
Every 2-3 weeks	(0.5)	2	1	-	-
		74%	*100%*	-	-
About once a month		-	-	-	-
	(0.25)	-	-	-	-
Less often	(0.1)	1	-	-	-
		26%	-	-	-
Don't know	(0)	-	-	-	-
		-	-	-	-
NET : AT LEAST ONCE A MONTH		**2**	**1**	**-**	**-**
		74%	***100%***	**-**	**-**
Mean Score		**0.40**	**0.50**	**-**	**-**
Standard Deviation		**0.22**	**-**	**-**	**-**
Standard Error		**0.15**	**-**	**-**	**-**

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QXX3 Ways of accessing local news

Base : All adults 16+ who use a platform for news nowadays

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	2710	1300	1410	290	367	346	354	403	525	425	657	700	1353	499	712	579	920	1211	1499	1117	1593
Weighted base	2711	1332	1379	314	488	475	460	345	354	276	802	935	974	549	817	614	731	1366	1345	1566	1145
Regional and local news broadcasts on BBC TV	1173 43%dek	591 *44%*	582 *42%*	90 *29%*	161 *33%*	204 43%de	183 40%d	179 52%adefg	198 56%adefg	158 57%adefg	251 *31%*	387 41%k	535 55%akl	234 *43%*	388 47%pq	249 *41%*	302 *41%*	621 45%s	552 *41%*	642 *41%*	531 46%l
Regional and local news broadcasts on ITV\STV\UTV route as applicable television	833 31%deknr	381 *29%*	452 33%b	50 *16%*	120 25%d	148 31%d	155 34%de	127 37%ade	132 37%ade	101 36%ade	170 *21%*	303 32%k	360 37%ak	139 *25%*	231 *28%*	189 *31%*	274 37%anop	370 *27%*	462 34%ar	447 *29%*	385 34%l
News bulletins on your local BBC radio station	146 *5%*	79 *6%*	67 *5%*	9 *3%*	18 *4%*	24 *5%*	22 *5%*	18 *5%*	30 9%ade	24 9%ade	28 *3%*	46 *5%*	72 7%ak	27 *5%*	40 *5%*	42 *7%*	37 *5%*	67 *5%*	79 *6%*	79 *5%*	67 *6%*
News bulletins on BBC Radio Scotland	16 *1%*	7 *1%*	9 *1%*	1 *	4 *1%*	1 *	2 *	3 *1%*	4 *1%*	1 *	5 *1%*	3 *	8 *1%*	1 *	7 *1%*	7 *1%*	1 *	8 *1%*	8 *1%*	8 *1%*	8 *1%*
News bulletins on BBC Radio Ulster	7 *	4 *	3 *	* *	1 *	1 *	1 *	1 *	2 *1%*	2 *1%*	1 *	2 *	4 *	1 *	2 *	* *	3 *	3 *	4 *	3 *	4 *
News bulletins on BBC Radio Wales or Cymru	10 *	6 *	4 *	1 *	1 *	2 *	1 *	1 *	2 *	3 *1%*	2 *	2 *	5 *1%*	1 *	3 *	2 *	3 *	5 *	5 *	4 *	6 *
Radio news on local commercial radio	275 10%ju	136 *10%*	140 *10%*	33 *11%*	44 *9%*	66 14%ij	48 *10%*	39 11%j	29 *8%*	16 *6%*	78 *10%*	114 12%m	84 *9%*	53 *10%*	93 *11%*	61 *10%*	68 *9%*	146 *11%*	129 *10%*	193 12%u	83 *7%*
Printed local or regional newspapers	457 17%dkq	215 *16%*	242 *18%*	25 *8%*	70 14%d	74 16%d	59 *13%*	77 22%adefg	75 21%adeg	77 28%adefgi	95 *12%*	132 *14%*	229 24%akl	120 22%aq	147 18%q	107 17%q	83 *11%*	267 20%s	190 *14%*	236 *15%*	220 19%l
Printed local or regional magazines	112 4%d	59 *4%*	53 *4%*	4 *1%*	19 *4%*	21 *4%*	19 *4%*	17 5%d	14 *4%*	15 6%d	24 *3%*	41 *4%*	47 *5%*	34 6%pq	34 *4%*	20 *3%*	23 *3%*	68 *5%*	43 *3%*	60 *4%*	52 *5%*
Websites\apps of local or regional newspapers	132 5%ims	66 *5%*	66 *5%*	18 6%ij	27 6%ij	38 8%aij	25 5%ij	16 5%ij	6 *2%*	2 *1%*	45 6%m	63 7%m	24 *2%*	33 6%q	55 7%pq	22 *4%*	23 *3%*	87 6%s	45 *3%*	92 6%u	40 *4%*
Websites\apps of local or regional news magazines	59 2%mq	31 *2%*	28 *2%*	7 *2%*	17 3%ij	12 *2%*	15 3%j	4 *1%*	3 *1%*	2 *1%*	24 3%m	26 3%m	9 *1%*	15 3%q	22 3%q	15 2%q	6 *1%*	38 *3%*	21 *2%*	36 *2%*	23 *2%*
Websites\apps of TV and radio companies such as BBC or ITV\STV\UTV	142 5%ijmqsu	62 *5%*	80 *6%*	24 8%ij	31 6%ij	40 8%agij	17 4%j	23 7%ij	7 2%j	1 *	55 7%m	57 6%m	30 *3%*	36 7%q	58 7%q	27 *4%*	21 *3%*	94 7%s	49 *4%*	102 6%u	41 *4%*
Websites\apps of other news outlets	70 3%jm	42 *3%*	28 *2%*	15 5%ij	14 3%j	18 4%j	10 *2%*	7 *2%*	5 *1%*	1 *	29 4%m	28 3%m	13 *1%*	15 *3%*	28 *3%*	13 *2%*	14 *2%*	43 *3%*	27 *2%*	52 3%u	17 *2%*
Social media such as Facebook or Twitter or YouTube	402 15%bhijmu	159 *12%*	242 18%b	104 33%aefghij	105 21%aghij	106 22%aghij	51 11%hij	20 6%j	16 4%j	1 *	208 26%alm	156 17%m	37 *4%*	76 *14%*	146 18%q	88 *14%*	92 *13%*	221 *16%*	180 *13%*	268 17%u	134 *12%*

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QXX3 Ways of accessing local news

Base : All adults 16+ who use a platform for news nowadays

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Weighted base	2711	1332	1379	314	488	475	460	345	354	276	802	935	974	549	817	614	731	1366	1345	1566	1145
Word of mouth (family \ friends \ colleagues)	382 14%	173 13%	209 15%	52 17%	67 14%	71 15%	53 11%	56 16%	50 14%	34 12%	119 15%	124 13%	140 14%	84 15%	129 16%	72 12%	97 13%	213 16%	169 13%	227 14%	156 14%
Blogs	13 *ms	6 *	6 *	1 *	1 *	7 1%ai	3 1%	- -	- -	- -	2 *	10 1%m	- -	5 1%q	8 1%pq	- -	- -	13 1%s	- -	8 *	5 *
Other	16 1%	7 1%	9 1%	* *	1 *	- -	1 *	4 1%f	5 1%f	5 2%adef	1 *	1 *	13 1%akl	3 1%	5 1%	2 *	6 1%	8 1%	8 1%	7 *	9 1%
Don't follow local news	163 6%m	90 7%	73 5%	46 15%aefghi j	27 6%	27 6%	23 5%	13 4%	16 5%	11 4%	73 9%alm	50 5%	40 4%	35 6%	39 5%	41 7%	49 7%	74 5%	90 7%	98 6%	65 6%
None	176 6%m	99 7%	77 6%	28 9%hij	40 8%j	31 6%	36 8%j	15 4%	16 4%	10 4%	68 8%m	67 7%m	41 4%	45 8%o	35 4%	44 7%	51 7%o	80 6%	96 7%	111 7%	65 6%
NET : LOCAL/REGIONAL TV	1619 60%dek	791 59%	828 60%	115 37%	229 47%d	274 58%de	278 60%de	247 72%adefg	266 75%adefg	210 76%adefg	345 43%	551 59%uk	723 74%akl	298 54%	498 61%n	359 59%	464 63%n	796 58%	823 61%	875 56%	744 65%at
NET : LOCAL/REGIONAL RADIO	416 15%	212 16%	205 15%	41 13%	66 14%	79 17%	67 15%	59 17%	60 17%	44 16%	107 13%	146 16%	163 17%	78 14%	132 16%	101 16%	106 14%	210 15%	206 15%	260 17%	156 14%
NET : INTERNET OR APPS	657 24%hijmq su	305 23%	352 26%	131 42%aghij	164 34%aghij	167 35%aghij	99 22%ij	60 17%ij	29 8%j	6 2%	295 37%alm	266 28%am	95 10%	148 27%q	242 30%apq	139 23%q	128 18%	390 29%as	267 20%	462 29%au	195 17%
NET : ANY PRESS FOR LOCAL NEWS	538 20%dkqs	256 19%	282 20%	28 9%	88 18%d	88 19%d	73 16%d	90 26%adefg	85 24%dg	85 31%adefg i	115 14%	162 17%	261 27%akl	141 26%apq	177 22%q	121 20%q	98 13%	318 23%as	220 16%	285 18%	253 22%l
NET : ANY BROADCAST FOR LOCAL NEWS	1780 66%dekn	857 64%	924 67%	140 45%	259 53%	308 65%de	304 66%de	266 77%adefg	280 79%adefg	224 81%adefg	399 50%	611 65%k	770 79%akl	323 59%	554 68%n	404 66%n	500 68%n	877 64%	903 67%	979 63%	801 70%at

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QXX3 Ways of accessing local news

Base : All adults 16+ who use a platform for news nowadays

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	2710	1678	314	398	320	1859	531	275	180	147	183	163	200	85	223	222	2492	204
Weighted base	2711	2288	214	136	73	2155	482	385	234	200	247	230	257	122*	300	313	2407	288
Regional and local news broadcasts on BBC TV	1173 43%pr	985 43%	82 38%	68 50%abc	38 52%abc	911 42%	224 46%	187 49%p	102 44%p	89 45%p	124 50%p	110 48%p	112 44%p	49 40%	121 40%p	90 29%	1063 44%r	103 36%
Regional and local news broadcasts on ITV\STV\UTV route as applicable television	833 31%ipr	677 30%	81 38%abd	35 25%	40 54%abcd	657 30%	136 28%	99 26%	52 22%	57 28%p	100 40%ahijmp	91 40%ahimp	65 25%	44 36%ip	113 38%ahimp	58 18%	771 32%r	58 20%
News bulletins on your local BBC radio station	146 5%cde	146 6%cde	-	-	-	112 5%	34 7%	12 3%	13 5%	16 8%h	13 5%	24 10%ahp	25 10%ahp	12 10%h	18 6%	13 4%	132 5%	11 4%
News bulletins on BBC Radio Scotland	16 1%b	-	16 8%abde	-	-	8 *	8 2%af	-	-	-	-	-	-	-	-	-	16 1%	-
News bulletins on BBC Radio Ulster	7 *b	-	-	-	7 9%abcd	-	-	-	-	-	-	-	-	-	-	-	7 *	-
News bulletins on BBC Radio Wales or Cymru	10 *b	-	-	10 7%abce	-	7 *	3 1%	-	-	-	-	-	-	-	-	-	9 *	1 *
Radio news on local commercial radio	275 10%dpr	235 10%d	23 11%d	8 6%	10 13%d	214 10%	52 11%	41 11%p	26 11%p	24 12%p	30 12%p	22 10%	26 10%	17 14%p	32 11%p	17 5%	263 11%r	10 3%
Printed local or regional newspapers	457 17%l	395 17%	31 15%	18 13%	12 17%	349 16%	95 20%	78 20%lo	51 22%lo	33 17%	57 23%lop	22 9%	48 19%l	24 19%l	38 13%	44 14%	419 17%	35 12%
Printed local or regional magazines	112 4%e	103 5%ce	4 2%	4 3%	1 1%	86 4%	25 5%	18 5%	17 7%o	13 6%o	8 3%	15 7%o	16 6%o	3 3%	4 1%	10 3%	96 4%	15 5%
Websites\apps of local or regional newspapers	132 5%p	120 5%de	7 3%	3 3%	2 2%	95 4%	35 7%l	24 6%p	16 7%p	12 6%p	6 3%	17 7%p	14 5%	8 6%	19 6%p	6 2%	120 5%	12 4%
Websites\apps of local or regional news magazines	59 2%	52 2%	3 2%	3 2%	1 1%	53 2%	5 1%	9 2%	3 1%	5 3%	2 1%	7 3%	4 1%	1 1%	5 2%	13 4%	45 2%	14 5%aq
Websites\apps of TV and radio companies such as BBC or ITV\STV\UTV	142 5%	113 5%	12 6%	7 5%	11 14%abcd	102 5%	30 6%	23 6%	18 8%jo	4 2%	10 4%	14 6%	12 5%	7 6%	9 3%	16 5%	130 5%	12 4%
Websites\apps of other news outlets	70 3%d	64 3%d	5 2%d	* *	1 1%	55 3%	14 3%	4 1%	7 3%	7 4%	2 1%	4 2%	7 3%	2 2%	14 5%hk	15 5%h	57 2%	11 4%
Social media such as Facebook or Twitter or YouTube	402 15%d	344 15%d	27 13%d	10 7%	22 29%abcd	306 14%	74 15%	77 20%aimp	26 11%	30 15%	38 15%	41 18%	30 11%	25 21%	40 13%	36 11%	361 15%	39 14%

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QXX3 Ways of accessing local news

Base : All adults 16+ who use a platform for news nowadays

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Weighted base	2711	2288	214	136	73	2155	482	385	234	200	247	230	257	122*	300	313	2407	288
Word of mouth (family \ friends \ colleagues)	382 14%cdp	327 14%cd	10 5%	12 9%c	34 46%abcd	256 12%	92 19%af	75 19%aikp	24 10%	27 13%	28 11%	31 14%	33 13%	27 22%ikp	53 18%p	28 9%	356 15%r	27 9%
Blogs	13 *	13 1%	- -	- -	- -	10 *	2 *	1 *	- -	- -	- -	2 1%	- -	- -	- -	9 3%ahikmo	11 *	2 1%
Other	16 1%	14 1%	* *	1 1%	* *	14 1%	2 *	1 *	- -	1 *	3 1%	- -	1 *	- -	7 2%ah	1 *	14 1%	3 1%
Don't follow local news	163 6%ce	153 7%cde	4 2%	5 3%	2 3%	140 6%	21 4%	18 5%	17 7%k	10 5%	5 2%	10 4%	22 9%ko	4 3%	10 3%	57 18%ahijklmno	126 5%	33 12%aq
None	176 6%deo	143 6%de	28 13%abde	4 3%	1 2%	132 6%	43 9%	17 4%	32 14%ahjklmno	11 5%	9 4%	11 5%	16 6%	4 3%	7 2%	36 11%ahklno	148 6%	28 10%
NET : LOCAL/REGIONAL TV	1619 60%pr	1355 59%	127 60%	88 65%	48 66%ab	1282 60%	288 60%	238 62%p	124 53%p	119 59%p	179 72%ahijmp	164 71%aijmp	144 56%p	75 62%p	192 64%ip	120 38%	1479 61%r	132 46%
NET : LOCAL/REGIONAL RADIO	416 15%pr	350 15%	35 16%	17 12%	15 20%abd	314 15%	87 18%	48 12%	39 17%p	36 18%p	43 18%p	35 15%	45 18%p	29 24%hp	46 15%p	29 9%	389 16%r	22 8%
NET : INTERNET OR APPS	657 24%d	566 25%d	42 20%	20 15%	28 39%abcd	508 24%	121 25%	115 30%p	60 25%	47 23%	53 21%	55 24%	62 24%	39 32%	69 23%	68 22%	587 24%	67 23%
NET : ANY PRESS FOR LOCAL NEWS	538 20%o	469 21%d	34 16%	21 16%	13 18%	409 19%	116 24%f	90 23%lo	63 27%alop	44 22%	61 25%lo	33 14%	59 23%o	27 22%	41 14%	52 17%	489 20%	47 16%
NET : ANY BROADCAST FOR LOCAL NEWS	1780 66%pr	1488 65%	141 66%	99 73%ab	52 70%	1407 65%	322 67%	252 66%p	142 61%p	135 68%p	193 78%ahijmp	173 75%ahimp	163 63%p	86 71%p	208 69%p	135 43%	1630 68%r	140 49%

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QXX3 Ways of accessing local news

Base : All adults 16+ who use a platform for news nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	2710	194	424	394	2096	910	910	783	686	898	109	100	474	2096	910	910	1394	100	60	517	290	184	14
Weighted base	2711	253	495	457	2000	830	957	923	837	1088	138*	120*	484	2000	830	957	1657	120*	71*	412	205	139	15**
Regional and local news broadcasts on BBC TV	1173 43%q	108 43%	223 45%	210 46%	1029 51%ahij	412 50%ahij	482 50%ahij	395 43%	325 39%	422 39%	66 48%	49 41%	222 46%j	1029 51%aq	412 50%aq	482 50%aq	646 39%	49 41%	37 52%	210 51%aq	118 58%aoqr	83 60%aopqr	8 52%
Regional and local news broadcasts on ITV\STV\UTV route as applicable television	833 31%chi	70 28%	119 24%	120 26%	729 36%ahij	270 33%hi	317 33%hi	240 26%	212 25%	317 29%	39 29%	31 26%	170 35%hi	729 36%aq	270 33%q	317 33%q	457 28%	31 26%	20 27%	163 40%aopqr	80 39%aqr	56 40%aqr	2 10%
News bulletins on your local BBC radio station	146 5%l	16 6%	41 8%a	29 6%	123 6%	70 8%aj	107 11%aehij	59 6%	55 7%	60 6%	13 10%	15 12%aej	48 10%aej	123 6%t	70 8%aqtu	107 11%anqtu	85 5%t	15 12%anqtu	9 12%aqtu	5 1%	7 3%	20 14%anoqtu	2 11%
News bulletins on BBC Radio Scotland	16 1%	1 *	2 *	3 1%	16 1%	6 1%	11 1%	5 1%	2 *	9 1%	- -	- -	4 1%	16 1%	6 1%	11 1%	9 1%	- -	- -	* *	1 1%	3 2%qt	- -
News bulletins on BBC Radio Ulster	7 *	* *	1 *	2 *	6 *	3 *	6 1%	2 *	3 *	3 *	- -	1 1%	2 *	6 *	3 *	6 1%	3 *	1 1%	1 1%	- -	* *	2 1%aqt	- -
News bulletins on BBC Radio Wales or Cymru	10 *	* *	4 1%	2 *	8 *	4 *	6 1%	4 *	2 *	3 *	* *	1 1%	2 *	8 *	4 *	6 1%	4 *	1 1%	1 1%	* *	1 1%	1 1%	- -
Radio news on local commercial radio	275 10%tu	30 12%	65 13%	46 10%	212 11%	89 11%	185 19%aefhijk	97 11%	120 14%ae	140 13%	14 10%	13 10%	74 15%aefh	212 11%tu	89 11%tu	185 19%anoqtu	179 11%tu	13 10%tu	10 14%tu	14 3%	4 2%	26 19%anoqtu	5 36%
Printed local or regional newspapers	457 17%l	60 24%a	87 18%	99 22%a	369 18%	270 33%aeghijkm	209 22%aij	188 20%aij	130 15%	167 15%	25 18%	39 32%aeghijkm	99 20%j	369 18%t	270 33%anpqt	209 22%aqt	260 16%t	39 32%anpqt	31 44%anpqt	26 6%	77 37%anpqt	50 36%anpqt	7 47%
Printed local or regional magazines	112 4%l	12 5%	20 4%	22 5%	80 4%	51 6%aej	49 5%	42 5%	33 4%	41 4%	7 5%	13 11%aeghijm	22 5%	80 4%t	51 6%ant	49 5%t	68 4%t	13 11%anpqt	6 8%t	4 1%	14 7%t	8 6%t	1 5%
Websites\apps of local or regional newspapers	132 5%tuv	26 10%a	39 8%a	41 9%a	87 4%	32 4%	65 7%ef	81 9%aef	82 10%aefj	67 6%	11 8%	8 7%	30 6%	87 4%tuv	32 4%tuv	65 7%notuv	127 8%anotuv	8 7%tuv	2 3%	2 *	2 1%	- -	- -

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QXX3 Ways of accessing local news

Base : All adults 16+ who use a platform for news nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	2711	253	495	457	2000	830	957	923	837	1088	138*	120*	484	2000	830	957	1657	120*	71*	412	205	139	15**
Websites\apps of local or regional news magazines	59 2%tu	8 3%	14 3%	11 2%	37 2%	18 2%	29 3%	31 3%e	36 4%aef	35 3%	7 5%e	3 3%	20 4%ae	37 2%t	18 2%tu	29 3%tu	55 3%ntu	3 3%tu	3 4%tu	- -	- -	1 1%	1 5%
Websites\apps of TV and radio companies such as BBC or ITV\STV\UTV	142 5%tuv	30 12%a	51 10%a	54 12%a	89 4%	32 4%	63 7%ef	93 10%aefg	88 10%aefg	84 8%aef	12 9%f	5 4%	41 8%aef	89 4%tuv	32 4%tuv	63 7%notuv	140 8%anotuv	5 4%tu	1 2%	1 *	* *	* *	- -
Websites\apps of other news outlets	70 3%tu	14 6%a	20 4%	18 4%	36 2%	12 1%	20 2%	35 4%ef	35 4%aefg	54 5%aefg	6 5%f	4 4%	18 4%ef	36 2%t	12 1%	20 2%tu	65 4%anoptuv	4 4%tu	2 3%tu	1 *	- -	- -	- -
Social media such as Facebook or Twitter or YouTube	402 15%totuv	42 17%	108 22%a	105 23%a	258 13%	86 10%	134 14%f	197 21%aefgk	238 28%aefghkl	335 31%aefghklm	16 12%	18 15%	108 22%aefgk	258 13%tuv	86 10%tuv	134 14%otuv	390 24%anoptuv	18 15%tuv	12 17%tuv	8 2%	2 1%	1 1%	- -
Word of mouth (family \ friends \ colleagues)	382 14%t	40 16%	83 17%	79 17%	286 14%	134 16%	189 20%aeh	143 16%	149 18%a	181 17%	24 17%	21 18%	181 37%aefghijkl	286 14%t	134 16%t	189 20%anqtu	243 15%t	21 18%t	17 24%tu	34 8%	24 12%	25 18%t	4 24%
Blogs	13 *	3 1%	5 1%	4 1%	7 *	7 1%	2 *	8 1%	10 1%e	11 1%e	2 2%eg	- -	2 1%	7 *	7 1%	2 *	13 1%	- -	- -	- -	- -	- -	- -
Other	16 1%	1 *	3 1%	1 *	12 1%	5 1%	5 1%	4 *	2 *	3 *	* *	1 1%	- -	12 1%	5 1%	5 1%	5 *	1 1%	1 1%	3 1%	3 2%q	1 *	- -
Don't follow local news	163 6%u	12 5%	27 5%	21 5%	97 5%	35 4%	43 5%	50 5%	51 6%	72 7%	6 4%	8 7%	19 4%	97 5%u	35 4%u	43 5%u	108 7%ou	8 7%u	3 4%	28 7%u	2 1%	5 4%	1 9%
None	176 6%m	15 6%	25 5%	19 4%	109 5%	44 5%	44 5%	51 6%	47 6%	64 6%	11 8%	11 9%m	18 4%	109 5%	44 5%	44 5%	108 7%	11 9%v	4 5%	30 7%v	9 4%	3 2%	1 5%
NET : LOCAL/REGIONAL TV	1619 60%hijq	148 58%	270 55%	265 58%	1417 71%afghijlm	533 64%ahijl	617 64%ahijl	508 55%	414 49%	574 53%	88 64%ij	62 52%	288 60%i	1417 71%aopqr	533 64%aqr	617 64%aqr	874 53%	62 52%	44 62%	322 78%anopqrs	157 77%aopqrs	110 79%anopqrs	8 55%
NET : LOCAL/REGIONAL RADIO	416 15%tu	44 17%	104 21%a	75 16%	330 16%	158 19%a	289 30%aefhijk	153 17%	162 19%a	194 18%	24 18%	27 23%	118 24%aefhj	330 16%tu	158 19%atu	289 30%anoqtu	256 15%tu	27 23%tu	20 29%anqtu	16 4%	13 6%	45 33%anoqtu	7 47%

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
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		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	2711	253	495	457	2000	830	957	923	837	1088	138*	120*	484	2000	830	957	1657	120*	71*	412	205	139	15**
NET : INTERNET OR APPS	657 24%efno tuv	99 39%a	183 37%a	184 40%a	408 *20%*	140 *17%*	238 25%ef	348 38%aefq	381 46%aefq hklm	457 42%aefg lm	43 31%ef	37 30%ef	164 34%efg	408 20%tuv	140 17%tuv	238 25%notu v	630 38%anop tuv	37 30%notu v	20 28%otuv	12 *3%*	4 *2%*	3 *2%*	1 *5%*
NET : ANY PRESS FOR LOCAL NEWS	538 20%t	69 27%a	100 *20%*	116 25%a	421 *21%*	307 37%aegh ijkm	241 25%aeij	217 24%ij	153 *18%*	199 *18%*	29 *21%*	49 41%aegh ijkm	112 *23%*	421 21%t	307 37%anpq t	241 25%anqt	313 19%t	49 41%anpq t	34 48%anpqt	29 *7%*	86 42%anpq t	55 39%anpq t	7 *47%*
NET : ANY BROADCAST FOR LOCAL NEWS	1780 66%hijq	157 *62%*	312 *63%*	289 *63%*	1511 76%ahij lm	593 71%ahij	721 75%ahij lm	561 *61%*	484 *58%*	644 *59%*	95 69%i	78 *65%*	322 67%i	1511 76%aqr	593 71%aq	721 75%aqr	975 *59%*	78 *65%*	55 77%q	326 79%aoqr	161 79%aoqr	121 87%anop qrt	13 *86%*

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QXX3_Number Number of ways access local news nowadays

Base : All adults 16+ who use a platform for news nowadays

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	2710	1300	1410	290	367	346	354	403	525	425	657	700	1353	499	712	579	920	1211	1499	1117	1593
Weighted base	2711	1332	1379	314	488	475	460	345	354	276	802	935	974	549	817	614	731	1366	1345	1566	1145
1	1671	837	834	211	321	284	307	185	208	155	531	592	548	323	473	395	480	796	875	972	699
	62%hm	63%	60%	67%hij	66%hj	60%	67%hij	53%	59%	56%	66%m	63%m	56%	59%	58%	64%o	66%no	58%	65%r	62%	61%
2	565	267	299	47	105	88	83	94	77	71	152	172	242	121	170	131	143	291	274	317	248
	21%d	20%	22%	15%	21%	19%	18%	27%adfg	22%d	26%dfg	19%	18%	25%akl	22%	21%	21%	20%	21%	20%	20%	22%
3	267	142	125	33	31	46	40	37	43	37	64	86	117	57	98	43	68	155	112	143	124
	10%	11%	9%	10%	6%	10%	9%	11%	12%e	14%ae	8%	9%	12%k	10%	12%p	7%	9%	11%s	8%	9%	11%
4	119	51	68	15	21	26	19	15	14	10	36	45	38	27	44	23	24	72	47	78	41
	4%	4%	5%	5%	4%	5%	4%	4%	4%	4%	4%	5%	4%	5%	5%	4%	3%	5%	3%	5%	4%
5	47	14	34	4	3	11	7	12	9	2	7	18	23	14	14	13	6	29	19	26	21
	2%	1%	2%o	1%	1%	2%	2%	3%aej	3%e	1%	1%	2%	2%k	3%q	2%	2%	1%	2%	1%	2%	2%
6	29	14	15	3	7	12	2	3	2	-	10	14	5	7	11	3	8	17	11	21	8
	1%	1%	1%	1%	1%	3%agj	*	1%	1%	-	1%	2%	*	1%	1%	*	1%	1%	1%	1%	1%
7	7	3	4	1	1	3	1	-	-	1	2	4	1	-	*	6	1	*	7	5	2
	*	*	*	*	*	1%	*	-	-	*	*	*	*	-	*	1%ao	*	*	*t	*	*
8	4	3	*	-	-	3	-	*	1	-	-	3	1	-	4	-	*	4	*	3	1
	*	*	*	-	-	1%	-	*	*	-	-	*	*	-	*	-	*	*	*	*	*
9	2	2	-	-	-	2	-	-	*	-	-	2	*	-	2	-	*	2	*	2	*
	*	*	-	-	-	*	-	-	*	-	-	*	*	-	*	-	*	*	*	*	*
Mean Score	**1.69qs**	**1.66**	**1.72**	**1.62**	**1.57**	**1.87adeg**	**1.57**	**1.80eg**	**1.73**	**1.68**	**1.59**	**1.73**	**1.74k**	**1.74q**	**1.80pq**	**1.63**	**1.58**	**1.78s**	**1.60**	**1.71**	**1.67**

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QXX3_Number Number of ways access local news nowadays

Base : All adults 16+ who use a platform for news nowadays

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	2710	1678	314	398	320	1859	531	275	180	147	183	163	200	85	223	222	2492	204
Weighted base	2711	2288	214	136	73	2155	482	385	234	200	247	230	257	122*	300	313	2407	288
1	1671	1403	145	101	22	1366	283	221	140	124	136	140	166	60	191	227	1462	200
	62%en	61%e	68%be	74%abe	29%	63%	59%	57%	60%	62%	55%	61%	65%n	49%	64%n	72%ahijkln	61%	69%aq
2	565	476	40	25	24	455	86	84	51	40	64	49	37	32	66	52	501	60
	21%m	21%	19%	18%	33%abcd	21%	18%	22%	22%	20%	26%mp	21%	15%	27%m	22%	17%	21%	21%
3	267	236	15	6	11	200	56	53	23	22	28	12	33	18	26	22	245	20
	10%d	10%d	7%	4%	15%abcd	9%	12%	14%lp	10%	11%	11%	5%	13%l	15%l	9%	7%	10%	7%
4	119	97	9	2	11	76	32	11	14	6	12	13	11	9	6	13	111	8
	4%d	4%d	4%	2%	15%abcd	4%	7%f	3%	6%	3%	5%	6%	4%	7%o	2%	4%	5%	3%
5	47	41	2	1	4	32	11	9	3	5	2	4	8	2	8	-	46	1
	2%p	2%	1%	1%	6%abcd	1%	2%	2%p	1%	2%p	1%	2%	3%p	2%	3%p	-	2%	*
6	29	25	3	*	*	18	10	7	2	2	5	7	1	-	2	-	29	-
	1%	1%	2%	*	1%	1%	2%f	2%	1%	1%	2%	3%p	*	-	1%	-	1%	-
7	7	6	-	1	1	6	-	1	2	1	-	1	-	-	-	-	7	-
	*	*	-	*	1%abc	*	-	*	1%	1%	-	*	-	-	-	-	*	-
8	4	3	-	-	*	-	3	-	-	-	-	3	-	-	-	-	4	-
	*	*	-	-	1%a	-	1%af	-	-	-	-	1%a	-	-	-	-	*	-
9	2	2	-	-	*	2	-	-	-	-	-	-	-	-	2	-	2	-
	*	*	-	-	*	*	-	-	-	-	-	-	-	-	1%a	-	*	-
Mean Score	**1.69dpr**	**1.70d**	**1.56d**	**1.38**	**2.46abcd**	**1.63**	**1.86af**	**1.78p**	**1.73p**	**1.70p**	**1.77p**	**1.84p**	**1.68p**	**1.86p**	**1.63p**	**1.43**	**1.72r**	**1.44**

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QXX3_Number Number of ways access local news nowadays

Base : All adults 16+ who use a platform for news nowadays

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	2710	194	424	394	2096	910	910	783	686	898	109	100	474	2096	910	910	1394	100	60	517	290	184	14
Weighted base	2711	253	495	457	2000	830	957	923	837	1088	138*	120*	484	2000	830	957	1657	120*	71*	412	205	139	15**
1	1671 62%bcdefghilmnoprsuv	120 48%	270 55%	246 54%	1141 57%fgm	412 50%m	472 49%m	512 55%fgm	462 55%gm	607 56%fgm	74 53%	59 49%	202 42%	1141 57%opsv	412 50%	472 49%	985 59%opsv	59 49%	29 40%	317 77%anoqrsuv	110 54%	60 43%	7 46%
2	565 21%	66 26%	106 22%	105 23%	453 23%	219 26%aij	213 22%	202 22%	167 20%	227 21%	32 23%	24 20%	118 24%	453 23%	219 26%aqt	213 22%	334 20%	24 20%	15 21%	79 19%	57 28%aqt	40 29%aqt	3 19%
3	267 10%l	44 17%ad	63 13%	48 11%	221 11%	121 15%ae	134 14%a	106 12%	103 12%	122 11%	20 15%	21 17%a	76 16%aej	221 11%t	121 15%anqt	134 14%aqt	171 10%t	21 17%at	15 22%anqt	12 3%	31 15%aqt	22 16%at	3 19%
4	119 4%l	11 4%	29 6%	30 7%	104 5%	45 5%	70 7%a	56 6%	50 6%	71 7%a	6 5%	13 11%aef	53 11%aefhij	104 5%tu	45 5%tu	70 7%atu	94 6%tu	13 11%anotu	9 13%anoqtu	3 1%	3 2%	11 8%tu	2 16%
5	47 2%l	8 3%	15 3%	15 3%	45 2%	21 3%	36 4%ae	26 3%	28 3%a	28 3%	2 1%	2 1%	17 4%a	45 2%t	21 3%t	36 4%anqt	35 2%t	2 1%	2 2%	1 *	3 2%	7 5%at	- -
6	29 1%	2 1%	6 1%	6 1%	24 1%	8 1%	22 2%a	11 1%	17 2%	24 2%a	1 1%	1 1%	11 2%	24 1%t	8 1%	22 2%atu	26 2%t	1 1%	1 1%	- -	* *	- -	- -
7	7 *	- -	1 *	3 1%	7 *	2 *	5 1%	3 *	4 1%	6 1%	1 *	1 *	4 1%	7 *	2 *	5 1%	6 *	1 *	1 1%	- -	- -	1 1%	- -
8	4 *	1 *	4 1%a	4 1%a	4 *	1 *	3 *	4 *	3 *	3 *	2 2%aefm	- -	* *	4 *	1 *	3 *	4 *	- -	- -	- -	- -	- -	- -
9	2 *	- -	- -	- -	2 *	2 *	2 *	2 *	2 *	* *	- -	- -	2 *	2 *	2 *	2 *	2 *	- -	- -	- -	- -	- -	- -
Mean Score	**1.69t**	**1.94a**	**1.89a**	**1.94a**	**1.79a**	**1.91ae**	**2.06aef** hj	**1.87a**	**1.93ae**	**1.90a**	**1.90**	**1.99a**	**2.23aef** hij	**1.79at**	**1.91ant** u	**2.06ano** qtu	**1.79at**	**1.99atu**	**2.24anq** tu	**1.28**	**1.69t**	**2.05anq** tu	**2.04**

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

S1 Gender

Base : All adults 16+

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	2894	1379	1515	328	409	373	387	420	540	437	737	760	1397	512	753	608	1021	1265	1629	1199	1695
Weighted base	2894	1409	1485	354	539	505	492	356	365	283	893	997	1004	565	860	651	818	1425	1469	1678	1216
Male	1409	1409	-	190	244	228	231	173	204	140	433	459	517	269	404	347	390	673	737	863	546
	49%cu	100%ac	-	54%e	45%	45%	47%	49%	56%aefg	49%	49%	46%	51%l	48%	47%	53%o	48%	47%	50%	51%u	45%
Female	1485	-	1485	164	295	278	260	183	161	143	459	538	487	296	456	304	428	753	732	815	670
	51%bi	-	100%ab	46%	55%di	55%i	53%i	51%	44%	51%	51%	54%m	49%	52%	53%p	47%	52%	53%	50%	49%	55%at

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

S1 Gender

Base : All adults 16+

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	2894	1768	362	413	351	1986	557	280	188	153	185	170	208	86	238	260	2642	234
Weighted base	2894	2423	248	142	81	2307	506	393	245	208	251	245	269	124*	321	367	2549	325
Male	1409	1181	120	68	40	1133	236	191	120	101	121	120	131	61	156	180	1227	171
	49%	*49%*	*48%*	*48%*	*50%*	*49%*	*47%*	*49%*	*49%*	*49%*	*48%*	*49%*	*49%*	*49%*	*49%*	*49%*	*48%*	*53%*
Female	1485	1242	129	74	40	1174	270	202	126	107	130	126	137	64	165	186	1322	154
	51%	*51%*	*52%*	*52%*	*50%*	*51%*	*53%*	*51%*	*51%*	*51%*	*52%*	*51%*	*51%*	*51%*	*51%*	*51%*	*52%*	*47%*

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

S1 Gender

Base : All adults 16+

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	2894	194	424	394	2096	910	910	783	686	922	109	100	474	2096	910	910	1418	100	60	517	290	184	14
Weighted base	2894	253	495	457	2000	830	957	923	837	1115	138*	120*	484	2000	830	957	1684	120*	71*	412	205	139	15**
Male	1409 *49%*	160 63%acd *52%*	255 *48%*	221 *48%*	995 *50%*	416 *50%*	466 *49%*	470 51%jl *49%*	410 *49%*	507 *45%*	70 *51%*	47 *39%*	219 *45%*	995 50%s *50%*	416 50%s *49%*	466 *49%*	818 *49%*	47 *39%*	25 *35%*	190 *46%*	96 *47%*	85 61%anopqrstu *39%*	3 *19%*
Female	1485 51%bv *51%*	93 *37%*	240 48%b *52%*	236 52%b *52%*	1005 *50%*	414 *50%*	491 *51%*	452 *49%*	427 *51%*	609 55%h *45%*	68 *49%*	73 61%h *55%*	265 *55%*	1005 50%v *50%*	414 50%v *51%*	491 51%v *51%*	866 51%v *49%*	73 61%v *61%*	46 65%nov *54%*	223 54%v *53%*	109 53%v *39%*	54 *39%*	12 *81%*

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

S2, S2b Age

Base : All adults 16+

	Total	Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	(a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	2894	1379	1515	328	409	373	387	420	540	437	737	760	1397	512	753	608	1021	1265	1629	1199	1695
Weighted base	2894	1409	1485	354	539	505	492	356	365	283	893	997	1004	565	860	651	818	1425	1469	1678	1216
NET :16 - 34	**893**	**433**	**459**	**354**	**539**	-	-	-	-	-	**893**	-	-	**136**	**304**	**201**	**252**	**440**	**453**	**623**	**269**
	31%ghij lmnu	***31%***	***31%***	100%afgh ij	100%afghij	-	-	-	-	-	100%alm	-	-	***24%***	35%an	31%n	31%n	***31%***	***31%***	37%au	***22%***
16 - 24	354	190	164	354	-	-	-	-	-	-	354	-	-	37	133	63	121	170	184	178	176
	12%efghi jlmn	*13%*	*11%*	100%aefghi j	-	-	-	-	-	-	40%alm	-	-	*6%*	15%anp	*10%*	15%np	*12%*	*13%*	*11%*	14%l
25 - 34	539	244	295	-	539	-	-	-	-	-	539	-	-	99	171	138	131	270	269	445	93
	19%dfghi jlmu	*17%*	*20%*	-	100%adfghi j	-	-	-	-	-	60%alm	-	-	*18%*	*20%*	21%q	*16%*	*19%*	*18%*	27%au	*8%*
NET :35 - 54	**997**	**459**	**538**	-	-	**505**	**492**	-	-	-	-	**997**	-	**237**	**303**	**253**	**204**	**540**	**457**	**805**	**191**
	34%dehij kmqu	***33%***	***36%***	-	-	100%adeh ij	100%adehij	-	-	-	-	100%akm	-	42%aoq	35%q	39%q	***25%***	38%s	***31%***	48%au	***16%***
35 - 44	505	228	278	-	-	505	-	-	-	-	-	505	-	123	160	133	89	283	223	423	82
	17%deghi jkmqu	*16%*	*19%*	-	-	100%adeghi j	-	-	-	-	-	51%akm	-	22%aq	19%q	20%q	*11%*	20%s	*15%*	25%au	*7%*
45 - 54	492	231	260	-	-	-	492	-	-	-	-	492	-	114	143	120	115	257	235	382	109
	17%defhi jkmu	*16%*	*18%*	-	-	-	100%adefhi j	-	-	-	-	48%akm	-	20%q	*17%*	*18%*	*14%*	*18%*	*16%*	23%au	*9%*
NET :55+	**1004**	**517**	**487**	-	-	-	-	**356**	**365**	**283**	-	-	**1004**	**192**	**253**	**197**	**362**	**446**	**559**	**249**	**755**
	35%defgk lot	***37%***	***33%***	-	-	-	-	100%adef g	100%adef g	100%adefg	-	-	100%akl	***34%***	***29%***	***30%***	44%anop	***31%***	38%r	***15%***	62%at
55 - 64	356	173	183	-	-	-	-	356	-	-	-	-	356	69	104	82	101	173	183	193	164
	12%defgi jkl	*12%*	*12%*	-	-	-	-	100%adefgi j	-	-	-	-	35%akl	*12%*	*12%*	*13%*	*12%*	*12%*	*12%*	*11%*	*13%*
65 - 74	365	204	161	-	-	-	-	-	365	-	-	-	365	75	88	69	133	163	202	49	316
	13%defgh jklt	14%c	*11%*	-	-	-	-	-	100%adefgh j	-	-	-	36%akl	*13%*	*10%*	*11%*	16%aop	*11%*	*14%*	*3%*	26%at
75+	283	140	143	-	-	-	-	-	-	283	-	-	283	48	61	46	128	109	174	7	275
	10%defgh iklot	*10%*	*10%*	-	-	-	-	-	-	100%adefgh i	-	-	28%akl	*8%*	*7%*	*7%*	16%anop	*8%*	12%r	*	23%at

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

S2, S2b Age

Base : All adults 16+

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	2894	1768	362	413	351	1986	557	280	188	153	185	170	208	86	238	260	2642	234
Weighted base	2894	2423	248	142	81	2307	506	393	245	208	251	245	269	124*	321	367	2549	325
NET :16 - 34	**893**	**752**	**74**	**40**	**26**	**729**	**137**	**113**	**69**	**61**	**76**	**81**	**78**	**38**	**98**	**139**	**750**	**138**
	31%	***31%***	***30%***	***29%***	***32%***	***32%***	***27%***	***29%***	***28%***	***29%***	***30%***	***33%***	***29%***	***31%***	***31%***	38%ahi	***29%***	43%aq
16 - 24	354	293	30	19	12	280	62	47	33	19	31	38	29	10	34	53	295	56
	12%	*12%*	*12%*	*13%*	*15%*	*12%*	*12%*	*12%*	*13%*	*9%*	*12%*	*15%*	*11%*	*8%*	*11%*	*14%*	*12%*	17%aq
25 - 34	539	459	44	22	14	450	75	65	36	42	45	43	49	28	65	86	454	82
	19%	*19%*	*18%*	*15%*	*17%*	15%g	*15%*	*17%*	*15%*	*20%*	*18%*	*18%*	*18%*	*23%*	*20%*	*23%*	*18%*	*25%aq*
NET :35 - 54	**997**	**836**	**86**	**46**	**29**	**810**	**158**	**139**	**80**	**72**	**85**	**81**	**92**	**41**	**110**	**136**	**850**	**139**
	34%	***35%***	***35%***	***33%***	***36%***	***35%***	***31%***	***35%***	***33%***	***35%***	***34%***	***33%***	***34%***	***33%***	***34%***	***37%***	***33%***	43%aq
35 - 44	505	430	39	22	14	413	78	78	39	29	40	51	43	19	62	68	420	83
	17%	*18%*	*16%*	*16%*	*17%*	*18%*	*15%*	*20%*	*16%*	*14%*	*16%*	*21%*	*16%*	*16%*	*19%*	*19%*	*16%*	*26%aq*
45 - 54	492	406	46	24	15	397	79	61	41	43	45	30	50	22	48	68	431	55
	17%	*17%*	*19%*	*17%*	*18%*	*17%*	*16%*	*15%*	*17%*	*21%*	*18%*	*12%*	*19%*	*18%*	*15%*	*18%*	*17%*	*17%*
NET :55+	**1004**	**835**	**89**	**55**	**26**	**767**	**211**	**142**	**97**	**75**	**91**	**84**	**98**	**44**	**113**	**92**	**949**	**48**
	35%or	***34%***	***36%***	***39%***	***32%***	***33%***	42%af	36%p	40%p	36%p	36%p	***34%***	37%p	***36%***	35%p	***25%***	37%r	***15%***
55 - 64	356	299	33	16	9	284	63	53	35	22	32	28	30	20	39	40	328	26
	12%	*12%*	*13%*	*11%*	*11%*	*12%*	*12%*	*13%*	*14%*	*11%*	*13%*	*11%*	*11%*	*16%*	*12%*	*11%*	13%r	*8%*
65 - 74	365	300	35	19	11	268	86	54	37	27	33	38	32	10	41	28	347	16
	13%pr	*12%*	*14%*	*14%*	*14%*	*12%*	17%af	14%p	15%p	*13%*	*13%*	15%p	*12%*	*8%*	*13%*	*8%*	14%r	*5%*
75+	283	236	21	20	6	215	62	35	25	26	26	18	36	14	32	23	274	6
	10%r	*10%*	*9%*	14%abce	*7%*	*9%*	*12%*	*9%*	*10%*	12%p	*10%*	*7%*	13%p	*12%*	*10%*	*6%*	11%r	*2%*

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

S2, S2b Age

Base : All adults 16+

	Total (a)	Device used for news: Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	Platforms used for news (9 platforms): TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	Platforms used for news (5 Main Types): TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	2894	194	424	394	2096	910	910	783	686	922	109	100	474	2096	910	910	1418	100	60	517	290	184	14
Weighted base	2894	253	495	457	2000	830	957	923	837	1115	138*	120*	484	2000	830	957	1684	120*	71*	412	205	139	15**
NET :16 - 34	**893** 31%efgnoptuv	**78** ***31%***	**202** 41%abd	**143** ***31%***	**470** 24%f	**143** ***17%***	**221** 23%f	**338** 37%aefg	**402** 48%aefghkm	**531** 48%aefghkm	**49** 35%efg	**46** 38%efg	**183** 38%aefg	**470** 24%otuv	**143** 17%uv	**221** 23%otuv	**699** 42%anoptuv	**46** 38%noptuv	**20** 28%uv	**73** 18%uv	**3** ***2%***	**2** ***1%***	**-**
16 - 24	354 12%efgnoptuv	26 *10%*	85 17%ab	55 *12%*	174 9%f	50 *6%*	70 *7%*	136 15%efg	160 19%aefgh	235 21%aefgh	17 13%f	18 15%fg	79 16%aefg	174 9%ouv	50 6%uv	70 7%uv	283 17%anoptuv	18 15%optuv	6 9%uv	27 7%uv	1 *	- -	- -
25 - 34	539 19%efnotuv	52 *21%*	117 24%a	88 *19%*	296 15%f	93 *11%*	151 16%f	202 22%efg	241 29%aefghm	296 27%aefg	31 23%ef	28 23%ef	104 21%efg	296 15%ouv	93 11%uv	151 16%otuv	416 25%anoptuv	28 23%notuv	14 19%uv	46 11%uv	3 *1%*	2 *1%*	- -
NET :35 - 54	**997** 34%lotuv	**97** ***38%***	**174** ***35%***	**194** 42%a	**660** 33%f	**234** ***28%***	**356** 37%f	**357** 39%ef	**350** 42%aefl	**418** 38%ef	**51** ***37%***	**34** ***29%***	**170** 35%f	**660** 33%otuv	**234** 28%uv	**356** 37%otuv	**683** 41%anortuv	**34** 29%u	**21** 29%u	**106** 26%u	**27** ***13%***	**27** ***20%***	**5** ***30%***
35 - 44	505 17%lotuv	46 *18%*	100 *20%*	94 *21%*	312 *16%*	108 *13%*	174 18%f	185 20%ef	227 27%aefghjklm	230 21%ef	20 *14%*	15 *13%*	88 18%f	312 16%tuv	108 13%uv	174 18%otuv	385 23%anoprtuv	15 13%u	8 11%u	39 9%u	3 *1%*	8 6%u	- -
45 - 54	492 *17%*	50 *20%*	74 *15%*	100 22%ac	348 *17%*	126 *15%*	182 19%i	172 *19%*	123 *15%*	189 *17%*	31 *22%*	19 *16%*	82 *17%*	348 17%u	126 *15%*	182 19%u	298 18%u	19 *16%*	13 *18%*	68 *16%*	24 *12%*	19 *14%*	5 *30%*
NET :55+	**1004** 35%cdhijmq	**78** ***31%***	**119** ***24%***	**120** ***26%***	**870** 44%ahijkm	**453** 55%aeghijklm	**380** 40%ahijkm	**228** 25%ij	**85** ***10%***	**166** 15%i	**39** 28%ij	**40** 33%ij	**131** 27%ij	**870** 44%aq	**453** 55%anpqr	**380** 40%aq	**302** ***18%***	**40** 33%q	**30** 43%q	**233** 56%anpqr	**175** 85%anoprqst	**110** 79%anoprqst	**10** ***70%***
55 - 64	356 12%ijq	45 *18%*	62 *13%*	68 *15%*	292 15%ij	130 16%aijm	151 16%aijm	127 14%ij	54 *6%*	96 *9%*	21 15%ij	15 *12%*	52 11%i	292 15%q	130 16%aq	151 16%aq	162 *10%*	15 *12%*	12 *17%*	71 17%aq	33 16%q	25 18%q	2 *12%*
65 - 74	365 13%hijq	30 *12%*	50 *10%*	44 *10%*	323 16%ahijm	176 21%aeghijkm	138 14%hijm	85 9%ij	26 *3%*	48 *4%*	17 12%ij	15 13%ij	45 9%ij	323 16%aq	176 21%anpq	138 14%q	110 *7%*	15 13%q	10 15%q	83 20%apq	68 33%anoprqst	46 33%anoprqst	5 *31%*
75+	283 10%bcdhijkq	4 *1%*	7 *1%*	8 *2%*	256 13%aghijkm	147 18%aeghijklm	91 10%hijk	16 *2%*	6 *1%*	21 *2%*	1 *1%*	10 8%hijk	34 7%hijk	256 13%apq	147 18%anpqr	91 10%q	30 *2%*	10 8%q	8 11%q	79 19%anpqr	74 36%anoprqst	38 27%anoprqst	4 *26%*

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

SEG Social Grade

Base : All adults 16+

	Total	Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	(a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	2894	1379	1515	328	409	373	387	420	540	437	737	760	1397	512	753	608	1021	1265	1629	1199	1695
Weighted base	2894	1409	1485	354	539	505	492	356	365	283	893	997	1004	565	860	651	818	1425	1469	1678	1216
NET :ABC1	**1425**	**673**	**753**	**170**	**270**	**283**	**257**	**173**	**163**	**109**	**440**	**540**	**446**	**565**	**860**	**-**	**-**	**1425**	**-**	**942**	**484**
	49%mpqsu	***48%***	***51%***	48%j	50%j	56%aij	52%j	49%j	***45%***	***39%***	***49%***	54%am	***44%***	100%apq	100%apq	-	-	100%as	-	56%au	***40%***
NET :AB	**565**	**269**	**296**	**37**	**99**	**123**	**114**	**69**	**75**	**48**	**136**	**237**	**192**	**565**	**-**	**-**	**-**	**565**	**-**	**369**	**196**
	20%dkopqsu	***19%***	***20%***	***10%***	18%d	24%dj	23%d	19%d	21%d	17%d	***15%***	24%akm	19%k	100%aopq	-	-	-	40%as	-	22%u	***16%***
A	68	50	17	2	3	13	12	16	14	9	5	24	39	68	-	-	-	68	-	31	37
	2%cekopqs	4%c	*1%*	*	*1%*	*2%e*	*2%*	4%ade	4%de	*3%de*	*1%*	*2%k*	4%ak	12%aopq	-	-	-	5%as	-	*2%*	*3%*
B	497	219	279	35	96	110	102	54	61	39	131	213	154	497	-	-	-	497	-	338	160
	17%dopqsu	*16%*	19%b	*10%*	18%d	22%dhj	21%dj	*15%*	17%d	*14%*	*15%*	21%akm	*15%*	88%aopq	-	-	-	35%as	-	20%u	*13%*
C1	860	404	456	133	171	160	143	104	88	61	304	303	253	-	860	-	-	860	-	573	287
	30%ijmnpqsu	*29%*	*31%*	38%aghij	32%ij	32%ij	29%j	29%j	*24%*	*22%*	34%am	30%m	*25%*	-	100%anpq	-	-	60%as	-	34%au	*24%*
NET :C2DE	**1469**	**737**	**732**	**184**	**269**	**223**	**235**	**183**	**202**	**174**	**453**	**457**	**559**	**-**	**-**	**651**	**818**	**-**	**1469**	**736**	**732**
	51%lmoprt	***52%***	***49%***	***52%***	***50%***	***44%***	***48%***	***51%***	55%f	61%adefgh	***51%***	***46%***	56%al	-	-	100%ano	100%ano	-	100%ar	***44%***	60%at
C2	651	347	304	63	138	133	120	82	69	46	201	253	197	-	-	651	-	-	651	450	201
	22%noqru	25%c	*20%*	*18%*	26%dij	26%dij	24%j	23%j	*19%*	*16%*	*23%*	25%m	*20%*	-	-	100%anoq	-	-	44%ar	27%au	*17%*
NET :DE	**818**	**390**	**428**	**121**	**131**	**89**	**115**	**101**	**133**	**128**	**252**	**204**	**362**	**-**	**-**	**-**	**818**	**-**	**818**	**286**	**532**
	28%ilmoprt	***28%***	***29%***	34%efg	24%f	***18%***	***23%***	28%f	36%aefgh	45%adefghi	28%l	***20%***	36%akl	-	-	-	100%anop	-	56%ar	***17%***	44%at
D	412	214	198	84	90	55	64	45	40	34	174	119	119	-	-	-	412	-	412	263	149
	14%nopr	*15%*	*13%*	24%aefghij	17%fi	*11%*	*13%*	*13%*	*11%*	*12%*	19%alm	*12%*	*12%*	-	-	-	50%anop	-	*28%ar*	16%u	*12%*
E	406	176	230	37	41	34	51	56	93	94	78	85	243	-	-	-	406	-	406	23	383
	14%efklnoprt	*12%*	16%b	*10%*	*8%*	*7%*	*10%*	16%efg	25%adefgh	33%adefghi	*9%*	*9%*	24%akl	-	-	-	50%anop	-	28%ar	*1%*	31%at

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

SEG Social Grade

Base : All adults 16+

	Total (a)	Nation: England (b)	Nation: Scotland (c)	Nation: Wales (d)	Nation: N Ireland (e)	Rural/Urban Split: Urban (f)	Rural/Urban Split: Rural (g)	England Regions: S East (h)	England Regions: S West (i)	England Regions: E Mid lands (j)	England Regions: W Mid lands (k)	England Regions: York shire/ Humber side (l)	England Regions: E Anglia (m)	England Regions: N East (n)	England Regions: N West (o)	England Regions: London (p)	Ethnic Group: White (q)	Ethnic Group: Non-White (r)
Unweighted base	2894	1768	362	413	351	1986	557	280	188	153	185	170	208	86	238	260	2642	234
Weighted base	2894	2423	248	142	81	2307	506	393	245	208	251	245	269	124*	321	367	2549	325
NET :ABC1	**1425**	**1233**	**113**	**54**	**26**	**1146**	**253**	**228**	**148**	**98**	**132**	**113**	**141**	**61**	**152**	**161**	**1263**	**155**
	49%de	51%de	45%e	***38%***	***32%***	***50%***	***50%***	58%ajlop	60%ajlop	***47%***	***52%***	***46%***	***52%***	***49%***	***47%***	***44%***	***50%***	***48%***
NET :AB	**565**	**488**	**50**	**18**	**9**	**461**	**96**	**95**	**53**	**34**	**46**	**56**	**49**	**32**	**63**	**60**	**508**	**56**
	20%de	20%de	20%de	***13%***	***11%***	***20%***	***19%***	24%p	***22%***	***16%***	***18%***	***23%***	***18%***	***26%***	***20%***	***16%***	***20%***	***17%***
A	68	60	5	2	1	54	12	11	9	7	3	3	4	6	9	7	62	6
	2%	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*3%*	*4%*	*3%*	*1%*	*1%*	*1%*	*5%*	*3%*	*2%*	*2%*	*2%*
B	497	428	45	16	8	406	83	84	44	27	43	53	45	26	53	53	446	50
	17%de	18%de	18%de	*12%*	*9%*	*18%*	*16%*	21%jp	*18%*	*13%*	*17%*	*22%*	*17%*	*21%*	*17%*	*14%*	*18%*	*15%*
C1	860	745	63	36	17	685	158	133	94	64	85	57	92	29	89	101	755	99
	30%e	31%de	*25%*	*25%*	*21%*	*30%*	*31%*	34%l	38%alnop	*31%*	*34%*	*23%*	34%l	*23%*	*28%*	*28%*	*30%*	*31%*
NET :C2DE	**1469**	**1191**	**136**	**87**	**55**	**1161**	**252**	**165**	**98**	**110**	**120**	**132**	**128**	**63**	**168**	**206**	**1286**	**170**
	51%hi	***49%***	***55%***	62%ab	68%abc	***50%***	***50%***	***42%***	***40%***	53%hi	***48%***	54%hi	***48%***	***51%***	53%hi	56%hi	***50%***	***52%***
C2	651	531	63	44	13	521	117	91	52	41	55	60	57	28	61	86	580	70
	22%e	22%e	26%e	31%abe	*16%*	*23%*	*23%*	*23%*	*21%*	*20%*	*22%*	*24%*	*21%*	*22%*	*19%*	*23%*	*23%*	*21%*
NET :DE	**818**	**660**	**72**	**43**	**42**	**640**	**136**	**74**	**45**	**70**	**65**	**72**	**71**	**35**	**108**	**120**	**706**	**101**
	28%hi	***27%***	***29%***	***31%***	52%abcd	***28%***	***27%***	***19%***	***18%***	33%hi	***26%***	29%hi	***27%***	***28%***	34%hi	33%hi	***28%***	***31%***
D	412	333	35	27	17	332	62	42	21	28	33	24	38	17	54	76	348	62
	14%	*14%*	*14%*	19%ab	21%abc	*14%*	*12%*	*11%*	*9%*	*13%*	*13%*	*10%*	*14%*	*14%*	17%i	21%ahil	*14%*	19%q
E	406	327	37	16	25	307	73	32	24	42	32	48	33	18	54	44	359	38
	14%h	*13%*	*15%*	*12%*	31%abcd	*13%*	*15%*	*8%*	*10%*	20%hip	*13%*	20%hip	*12%*	*15%*	17%hi	*12%*	*14%*	*12%*

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

SEG Social Grade

Base : All adults 16+

	Total (a)	Device used for news: Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	Platforms used for news (9 platforms): TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	Platforms used for news (5 Main Types): TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	2894	194	424	394	2096	910	910	783	686	922	109	100	474	2096	910	910	1418	100	60	517	290	184	14
Weighted base	2894	253	495	457	2000	830	957	923	837	1115	138*	120*	484	2000	830	957	1684	120*	71*	412	205	139	15**
NET :ABC1	**1425** 49%tu	**189** 75%a	**339** 69%a	**315** 69%a	**980** ***49%***	**449** 54%ae	**536** 56%ae	**608** 66%aefg jm	**520** 62%aefg j	**629** 56%ae	**78** ***57%***	**76** 63%ae	**272** 56%ae	**980** 49%tu	**449** 54%antu	**536** 56%antu	**990** 59%antu v	**76** 63%antu v	**46** 64%antu	**130** ***31%***	**82** 40%t	**66** 47%t	**6** ***41%***
NET :AB	**565** 20%l	**89** 35%a	**155** 31%a	**151** 33%a	**401** ***20%***	**192** 23%a	**227** 24%a	**257** 28%aejm	**222** 27%ae	**254** ***23%***	**38** ***28%***	**34** ***28%***	**104** ***22%***	**401** 20%t	**192** 23%at	**227** 24%at	**402** 24%ant	**34** 28%t	**25** 34%antu v	**51** ***12%***	**37** ***18%***	**24** ***17%***	**5** ***34%***
A	68 *2%*	12 *5%*	14 *3%*	22 5%a	56 *3%*	29 *3%*	29 *3%*	34 *4%*	15 *2%*	24 *2%*	4 *3%*	5 *4%*	13 *3%*	56 *3%*	29 *3%*	29 *3%*	40 *2%*	5 *4%*	3 *5%*	9 *2%*	9 *4%*	4 *3%*	- -
B	497 17%l	77 30%a	141 29%a	129 28%a	345 *17%*	163 *20%*	198 21%a	224 24%ae	208 25%aefm	230 21%a	34 *24%*	29 *24%*	91 *19%*	345 17%t	163 20%t	198 21%atu	362 22%antu	29 24%tu	21 30%antu v	42 *10%*	28 *14%*	20 *14%*	5 *34%*
C1	860 30%tu	100 39%a	184 37%a	164 36%a	579 *29%*	256 *31%*	309 *32%*	350 38%aefg	298 36%ae	375 34%e	40 *29%*	42 *35%*	168 35%e	579 29%tu	256 31%tu	309 32%tu	589 35%antu	42 35%tu	21 *30%*	79 *19%*	45 *22%*	42 30%t	1 *7%*
NET :C2DE	**1469** 51%bcdf ghijlmo pqrs	**64** ***25%***	**155** ***31%***	**142** ***31%***	**1020** 51%fghi jlm	**381** 46%hi	**421** 44%hi	**315** ***34%***	**317** ***38%***	**486** 44%hi	**60** ***43%***	**44** ***37%***	**211** 44%hi	**1020** 51%opqr s	**381** ***46%***	**421** ***44%***	**694** ***41%***	**44** ***37%***	**26** ***36%***	**283** 69%anop qrsuv	**123** 60%anop qrs	**73** 53%qr	**9** ***59%***
C2	651 22%bcdh	39 *15%*	81 *16%*	76 *17%*	466 23%h	177 *21%*	211 22%h	161 *17%*	168 *20%*	241 *22%*	37 27%h	26 *21%*	99 *20%*	466 *23%*	177 *21%*	211 *22%*	352 *21%*	26 *21%*	16 *22%*	101 *24%*	48 *23%*	36 *26%*	4 *25%*
NET :DE	**818** 28%bcdg hijklpq rs	**25** ***10%***	**74** ***15%***	**66** ***14%***	**554** 28%ghij kl	**204** 25%hi	**210** 22%h	**154** ***17%***	**149** ***18%***	**245** 22%h	**23** ***17%***	**19** ***16%***	**112** 23%h	**554** 28%pqrs	**204** 25%q	**210** ***22%***	**342** ***20%***	**19** ***16%***	**10** ***14%***	**182** 44%anop qrsv	**75** 37%anop qrs	**38** ***27%***	**5** ***34%***
D	412 14%bdfhm o	16 *6%*	56 *11%*	40 *9%*	255 *13%*	90 *11%*	116 *12%*	98 *11%*	99 *12%*	150 *13%*	13 *9%*	8 *7%*	48 *10%*	255 *13%*	90 *11%*	116 *12%*	210 *12%*	8 *7%*	4 *6%*	59 *14%*	29 *14%*	15 *11%*	2 *14%*

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

SEG Social Grade

Base : All adults 16+

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	2894	253	495	457	2000	830	957	923	837	1115	138*	120*	484	2000	830	957	1684	120*	71*	412	205	139	15**
E	406 14%bcdgh ijpq	8 3%	18 4%	26 6%	300 15%ghij	115 14%ghij	94 10%hi	56 6%	50 6%	96 9%	10 7%	11 9%	65 13%hij	300 15%pq	115 14%pq	94 10%	132 8%	11 9%	6 8%	123 30%anop qrsv	46 23%anop qrs	22 16%pq	3 19%

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

S3 Ethnic Origin

Base : All adults 16+

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	2894	1379	1515	328	409	373	387	420	540	437	737	760	1397	512	753	608	1021	1265	1629	1199	1695
Weighted base	2894	1409	1485	354	539	505	492	356	365	283	893	997	1004	565	860	651	818	1425	1469	1678	1216
NET :WHITE	**2549**	**1227**	**1322**	**295**	**454**	**420**	**431**	**328**	**347**	**274**	**750**	**850**	**949**	**508**	**755**	**580**	**706**	**1263**	**1286**	**1466**	**1083**
	88%dfk	***87%***	***89%***	***83%***	***84%***	***83%***	***88%***	92%adef	95%adefg	97%adefgh	***84%***	***85%***	94%akl	***90%***	***88%***	***89%***	***86%***	***89%***	***88%***	***87%***	***89%***
White British	2256	1105	1150	260	376	340	390	307	325	258	635	730	890	445	692	494	624	1137	1118	1258	998
	78%efkl	78%	77%	73%	70%	67%	79%ef	86%adefg	89%adefg	91%adefgh	71%	73%	89%akl	79%	80%	76%	76%	80%s	76%	75%	82%st
White Irish	49	22	27	6	8	8	8	5	8	6	14	16	19	9	13	10	17	22	27	24	24
	2%	2%	2%	2%	1%	2%	2%	1%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	1%	2%
Any other white	245	100	145	30	71	71	33	16	14	10	100	104	40	54	50	75	65	104	141	184	61
	8%hijmou	7%	10%b	8%ij	13%aghij	14%adghij	7%	5%	4%	4%	11%am	10%m	4%	10%o	6%	12%aoq	8%	7%	10%	11%au	5%
NET :NON-WHITE	**325**	**171**	**154**	**56**	**82**	**83**	**55**	**26**	**16**	**6**	**138**	**139**	**48**	**56**	**99**	**70**	**101**	**155**	**170**	**203**	**122**
	11%hijm	***12%***	***10%***	16%ahij	15%ahij	17%ahij	11%ij	7%j	***4%***	***2%***	16%am	14%m	***5%***	***10%***	***12%***	***11%***	***12%***	***11%***	***12%***	***12%***	***10%***
White & Black Caribbean	10	7	3	5	3	-	1	-	*	*	8	1	*	4	3	1	2	7	3	6	4
	*	*	*	1%afi	1%	-	*	-	*	*	1%m	*	*	1%	*	*	*	*	*	*	*
White & Black African	8	5	3	1	3	2	2	-	-	-	4	4	-	2	3	1	2	5	3	6	1
	*	*	*	*	*	*	*	-	-	-	*	*	-	*	*	*	*	*	*	*	*
White & Asian	1	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	1	-	1	-	1
	*	*	-	-	-	-	-	*	-	-	-	-	*	-	-	-	*	-	*	-	*
Any other mixed background	9	2	7	8	-	1	-	-	-	-	8	1	-	3	4	1	*	7	1	2	7
	*	*	*	2%aefghij	-	*	-	-	-	-	1%m	*	-	1%	1%	*	*	1%	*	*	1%
Indian	54	36	18	8	10	10	13	6	6	1	18	23	13	12	20	8	14	33	22	38	16
	2%	3%c	1%	2%	2%	2%	3%j	2%	2%	*	2%	2%	1%	2%	2%	1%	2%	2%	1%	2%	1%
Pakistani	28	18	10	5	9	12	2	1	-	-	13	13	1	7	6	3	11	14	14	14	13
	1%m	1%	1%	1%i	2%ij	2%aghij	*	*	-	-	2%m	1%m	*	1%	1%	*	1%	1%	1%	1%	1%
Bangladeshi	34	18	16	5	12	4	9	1	1	1	18	12	4	2	8	4	20	10	24	21	13
	1%m	1%	1%	2%	2%i	1%	2%	*	*	*	2%m	1%	*	*	1%	1%	2%anop	1%	2%	1%	1%
Any other Asian	39	17	22	6	9	12	5	6	2	-	14	17	8	5	10	9	15	15	24	22	17
	1%j	1%	1%	2%j	2%j	2%j	1%	2%j	1%	-	2%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%
Caribbean	45	25	20	3	12	14	9	5	1	1	15	23	7	6	17	16	6	23	22	33	12
	2%m	2%	1%	1%	2%i	3%ij	2%i	1%	*	*	2%	2%m	1%	1%	2%q	2%q	1%	2%	1%	2%	1%
African	61	30	32	8	17	22	7	3	3	1	25	29	7	9	21	14	18	30	32	41	21
	2%jm	2%	2%	2%	3%ij	4%aghij	1%	1%	1%	*	3%m	3%m	1%	2%	2%	2%	2%	2%	2%	2%	2%

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

S3 Ethnic Origin

Base : All adults 16+

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Weighted base	2894	1409	1485	354	539	505	492	356	365	283	893	997	1004	565	860	651	818	1425	1469	1678	1216
Any other Black	6	1	4	2	-	-	-	1	1	1	2	-	4	-	-	2	4	-	6	3	3
	*	*	*	*	-	-	-	*	*	*	*	-	*	-	-	*	1%	-	*j	*	*
Chinese	18	7	11	3	5	4	6	1	-	-	7	10	1	4	5	7	3	9	10	13	5
	1%m	*	1%	1%	1%	1%	1%	*	-	-	1%m	1%m	*	1%	1%	1%	*	1%	1%	1%	*
Any other	12	5	7	3	3	3	1	-	2	-	6	4	2	1	1	4	6	2	10	4	8
	*	*	*	1%	*	1%	*	-	*	-	1%	*	*	*	*	1%	1%	*	1%	*	1%
Refused	20	11	8	2	3	2	5	2	3	2	5	8	7	1	6	2	11	7	13	8	12
	1%	1%	1%	1%	*	*	1%	1%	1%	1%	1%	1%	1%	*	1%	*	1%	*	1%	*	1%

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

S3 Ethnic Origin

Base : All adults 16+

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	2894	1768	362	413	351	1986	557	280	188	153	185	170	208	86	238	260	2642	234
Weighted base	2894	2423	248	142	81	2307	506	393	245	208	251	245	269	124*	321	367	2549	325
NET :WHITE	**2549**	**2093**	**237**	**139**	**80**	**1986**	**483**	**373**	**238**	**188**	**211**	**225**	**244**	**123**	**290**	**202**	**2549**	**-**
	88%pr	***86%***	95%ab	98%ab	98%ab	***86%***	96%af	95%akp	97%ajkmop	90%p	84%p	92%p	91%p	99%ajklmop	90%p	***55%***	100%ar	-
White British	2256	1898	182	128	48	1773	435	344	231	181	203	211	214	117	274	123	2256	-
	78%epr	78%ce	73%e	91%abce	*59%*	*77%*	86%af	88%amp	94%ahklmop	87%ap	81%p	86%ap	80%p	94%akmp	86%ap	*33%*	88%ar	-
White Irish	49	22	2	-	24	23	1	-	-	-	-	3	2	2	4	11	49	-
	2%dgh	*1%*	*1%*	-	30%abcd	*1%*	*	-	-	-	-	*1%*	*1%*	2%h	*1%*	3%hijk	2%r	-
Any other white	245	173	54	11	7	190	47	29	7	7	8	11	28	4	11	68	245	-
	8%ijkor	*7%*	22%abde	*8%*	*9%*	*8%*	*9%*	*7%*	*3%*	*3%*	*3%*	*4%*	10%jklo	*3%*	*3%*	19%ahijklm no	10%r	-
NET :NON-WHITE	**325**	**314**	**8**	**2**	**1**	**302**	**22**	**19**	**8**	**19**	**38**	**19**	**22**	**1**	**30**	**158**	**-**	**325**
	11%cdeghin q	13%cde	***3%***	***2%***	***1%***	13%g	***4%***	***5%***	***3%***	9%in	15%himn	*8%n*	8%in	***1%***	9%hin	43%ahijklmn o	-	100%aq
White & Black Caribbean	10	9	-	*	*	9	-	-	-	-	-	-	-	-	1	8	-	10
	*q	*	-	*	*	*	-	-	-	-	-	-	-	-	*	2%ahm	-	3%aq
White & Black African	8	7	-	1	*	7	-	-	-	-	2	-	-	-	-	4	-	8
	*q	*	-	*1%*	*	*	-	-	-	-	*1%*	-	-	-	-	1%a	-	2%aq
White & Asian	1	1	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	1
	*	*	-	-	-	*	-	-	-	-	-	-	-	-	-	*	-	*q
Any other mixed background	9	9	-	-	*	9	-	1	-	-	-	-	-	-	3	4	-	9
	*q	*	-	-	*	*	-	*	-	-	-	-	-	-	*1%*	1%a	-	3%aq
Indian	54	52	2	*	-	47	8	5	4	8	6	2	3	-	-	25	-	54
	2%deoq	2%de	*1%*	*	-	*2%*	*2%*	*1%*	*2%*	4%o	2%o	*1%*	*1%*	-	-	7%ahiklmno	-	17%aq
Pakistani	28	26	1	*	*	27	1	1	-	-	4	3	1	-	9	7	-	28
	1%g	*1%*	*	*	*	*1%*	*	*	-	-	*2%*	*1%*	*	-	3%ahij	*2%*	-	8%aq
Bangladeshi	34	34	-	-	-	31	3	-	-	4	-	-	-	-	8	22	-	34
	1%g	1%cd	-	-	-	*1%*	*1%*	-	-	2%h	-	-	-	-	3%hikm	6%ahiklmn	-	10%aq
Any other Asian	39	35	4	-	-	39	-	7	-	-	-	2	1	-	-	25	-	39
	1%dgq	1%de	2%d	-	-	2%g	-	2%o	-	-	-	*1%*	*	-	-	7%ahijkmn o	-	12%aq
Caribbean	45	45	-	-	-	43	2	3	-	-	18	-	2	-	-	22	-	45
	2%cdeq	2%cde	-	-	-	2%g	*	*1%*	-	-	7%ahijlmno	-	*1%*	-	-	6%ahijlmno	-	14%aq

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

S3 Ethnic Origin

Base : All adults 16+

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Weighted base	2894	2423	248	142	81	2307	506	393	245	208	251	245	269	124*	321	367	2549	325
African	61	60	1	1	-	58	3	1	-	5	5	7	9	-	7	25	-	61
	2%cdeq	2%cde	*	*	-	3%g	1%	*	-	2%	2%	3%hi	3%hi	-	2%	7%ahijkno	-	19%aq
Any other Black	6	6	-	-	*	6	-	-	-	-	-	-	-	-	-	6	-	6
	*	*	-	-	*	*	-	-	-	-	-	-	-	-	-	2%ah	-	2%aq
Chinese	18	18	-	-	-	16	2	-	-	2	2	2	4	1	1	6	-	18
	1%q	1%	-	-	-	1%	*	-	-	1%	1%	1%	1%	1%	*	2%h	-	6%aq
Any other	12	12	-	-	-	8	4	-	4	-	1	3	2	-	-	3	-	12
	*q	*	-	-	-	*	1%	-	1%	-	*	1%	1%	-	-	1%	-	4%aq
Refused	20	16	3	-	*	19	1	1	-	1	2	1	3	-	1	7	-	-
	1%q	1%	1%	-	*	1%	*	*	-	*	1%	1%	1%	-	*	2%a	-	-

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

S3 Ethnic Origin

Base : All adults 16+

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	2894	194	424	394	2096	910	910	783	686	922	109	100	474	2096	910	910	1418	100	60	517	290	184	14
Weighted base	2894	253	495	457	2000	830	957	923	837	1115	138*	120*	484	2000	830	957	1684	120*	71*	412	205	139	15**
NET :WHITE	**2549**	**232**	**430**	**418**	**1792**	**756**	**905**	**820**	**735**	**980**	**125**	**106**	**426**	**1792**	**756**	**905**	**1462**	**106**	**63**	**365**	**193**	**135**	**14**
	88%	***92%***	***87%***	***91%***	***90%***	91%a	95%aefhijlm	***89%***	***88%***	***88%***	***90%***	***88%***	***88%***	90%q	91%aq	95%anoqrt	***87%***	***88%***	***88%***	***89%***	94%anqt	97%anoqrst	***95%***
White British	2256	215	370	376	1631	691	831	725	636	863	111	96	381	1631	691	831	1282	96	56	331	179	127	10
	78%	85%ac	*75%*	82%c	82%aij	83%ahij	87%aehijm	*79%*	*76%*	*77%*	*80%*	*79%*	*79%*	82%aq	83%aq	87%anqt	*76%*	*79%*	*78%*	*80%*	88%anqt	91%anoqrst	*66%*
White Irish	49	2	9	9	33	13	15	14	12	14	4	-	13	33	13	15	23	-	-	12	5	2	-
	2%	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*1%*	*1%*	*3%*	-	*3%*	*2%*	*2%*	*2%*	*1%*	-	-	3%q	*2%*	*1%*	-
Any other white	245	16	52	33	127	51	59	82	87	103	9	11	32	127	51	59	158	11	7	22	9	6	4
	8%entu	*6%*	*10%*	*7%*	*6%*	*6%*	*6%*	9%e	10%efg	9%efg	*7%*	*9%*	*7%*	*6%*	*6%*	*6%*	9%noptu	*9%*	*10%*	*5%*	*4%*	*5%*	*29%*
NET :NON-WHITE	**325**	**19**	**61**	**37**	**197**	**69**	**50**	**99**	**97**	**135**	**12**	**13**	**55**	**197**	**69**	**50**	**214**	**13**	**8**	**43**	**11**	**3**	**1**
	11%gopuv	***7%***	***12%***	***8%***	10%g	8%g	***5%***	11%g	12%g	12%fg	***9%***	***10%***	11%g	10%puv	8%pv	***5%***	13%nopuv	10%v	12%v	10%puv	***5%***	***2%***	***5%***
White & Black Caribbean	10	-	4	1	5	4	1	4	3	9	-	-	4	5	4	1	9	-	-	*	-	-	-
	*	-	*1%*	*	*	*	*	*	*	*1%*	-	-	*1%*	*	*	*	*1%*	-	-	*	-	-	-
White & Black African	8	-	2	3	6	4	4	3	4	3	-	-	2	6	4	4	4	-	-	2	-	2	-
	*	-	*	*1%*	*	*	*	*	*	*	-	-	*	*	*	*	*	-	-	*	-	*1%*	-
White & Asian	1	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	1	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	*	*	-	-	-	-	-	-	*	-	-	-	-	-	-
Any other mixed background	9	1	2	-	8	1	3	3	4	7	1	-	1	8	1	3	9	-	-	-	-	-	-
	*	*	*	-	*	*	*	*	*1%*	*1%*	*1%*	-	*	*	*	*	*1%*	-	-	-	-	-	-
Indian	54	2	10	8	32	10	11	18	15	17	2	2	6	32	10	11	30	2	2	8	2	2	-
	2%	*1%*	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*2%*	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*2%*	*2%*	*3%*	*2%*	*1%*	*1%*	-
Pakistani	28	2	5	3	11	3	2	12	11	15	2	3	10	11	3	2	21	3	-	3	-	-	-
	1%gp	*1%*	*1%*	*1%*	*1%*	*	*	1%g	1%g	1%fg	2%g	3%efg	2%efg	*1%*	*	*	1%op	3%nopu	-	*1%*	-	-	-

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

S3 Ethnic Origin

Base : All adults 16+

	Total (a)	Device used for news: Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	Platforms used for news (9 platforms): TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	Platforms used for news (5 Main Types): TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	2894	253	495	457	2000	830	957	923	837	1115	138*	120*	484	2000	830	957	1684	120*	71*	412	205	139	15**
Bangladeshi	34 1%lo	2 1%	3 1%	3 1%	16 1%	1 *	4 *	7 1%	8 1%	15 1%l	- -	- -	5 1%	16 1%	1 *	4 *	22 1%o	- -	- -	5 1%o	- -	- -	- -
Any other Asian	39 1%gp	3 1%	9 2%	2 *	20 1%	11 1%	4 *	16 2%g	9 1%	12 1%	3 2%	1 1%	4 1%	20 1%	11 1%	4 *	24 1%p	1 1%	1 2%	3 1%	5 2%p	- -	- -
Caribbean	45 2%	4 2%	10 2%	3 1%	36 2%	16 2%	11 1%	14 1%	15 2%	15 1%	2 1%	4 3%	8 2%	36 2%	16 2%	11 1%	31 2%	4 3%	4 5%puv	9 2%	1 *	- -	- -
African	61 2%op	4 2%	7 1%	10 2%	40 2%g	13 2%	6 1%	15 2%	20 2%g	24 2%g	- -	1 *	9 2%	40 2%p	13 2%	6 1%	43 3%p	1 *	1 1%	3 1%	2 1%	- -	- -
Any other Black	6 *	- -	- -	- -	4 *	1 *	1 *	- -	* *	* *	- -	* *	- -	4 *	1 *	1 *	* *	* *	- -	3 1%q	- -	- -	- -
Chinese	18 1%op	- -	6 1%	5 1%	11 1%	2 *	- -	6 1%g	4 1%	9 1%g	2 1%gm	1 1%g	- -	11 1%	2 *	- -	11 1%p	1 1%p	- -	5 1%p	2 1%p	- -	- -
Any other	12 *	- -	2 *	- -	8 *	3 *	4 *	2 *	2 *	7 1%	1 1%	1 1%	5 1%	8 *	3 *	4 *	8 *	1 1%	1 1%	1 *	- -	- -	1 5%
Refused	20 1%j	1 1%	3 1%	1 *	11 1%	5 1%j	2 *	3 *	5 1%	* *	2 1%j	1 1%j	3 1%	11 1%	5 1%	2 *	8 *	1 1%	- -	4 1%	1 1%	1 1%	- -

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QDEM1 Working status

Base : All adults 16+

	Total	Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	(a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	2894	1379	1515	328	409	373	387	420	540	437	737	760	1397	512	753	608	1021	1265	1629	1199	1695
Weighted base	2894	1409	1485	354	539	505	492	356	365	283	893	997	1004	565	860	651	818	1425	1469	1678	1216
NET : WORKING	**1678**	**863**	**815**	**178**	**445**	**423**	**382**	**193**	**49**	**7**	**623**	**805**	**249**	**369**	**573**	**450**	**286**	**942**	**736**	**1678**	**-**
	58%dijmqsu	61%c	***55%***	50%ij	83%adhij	84%adhij	78%adhij	54%ij	13%ij	***3%***	70%am	81%akm	***25%***	65%aq	67%aq	69%aq	***35%***	66%as	***50%***	100%au	-
Full time	1210	739	471	116	334	325	286	122	25	1	450	612	148	291	409	327	183	700	510	1210	-
	42%cdhijmqsu	52%ac	*32%*	33%ij	62%adhij	64%adhij	58%adhij	34%ij	7%j	*1%*	50%am	61%akm	*15%*	51%aq	48%aq	50%aq	*22%*	49%as	*35%*	72%au	-
Part time (8-29)	468	124	344	62	111	98	96	70	25	6	174	194	101	78	164	123	103	242	226	468	-
	16%bijmqu	*9%*	23%ab	18%ij	21%aij	19%ij	20%ij	20%ij	*7%j*	*2%*	19%m	19%m	*10%*	*14%*	19%nq	19%q	*13%*	*17%*	*15%*	28%au	-
NET : NOT WORKING	**1216**	**546**	**670**	**176**	**93**	**82**	**109**	**164**	**316**	**275**	**269**	**191**	**755**	**196**	**287**	**201**	**532**	**484**	**732**	**-**	**1216**
	42%efgknoprt	***39%***	45%b	50%aefg	***17%***	***16%***	***22%***	46%efg	87%adefgh	97%adefghi	30%l	***19%***	75%akl	***35%***	***33%***	***31%***	65%anop	***34%***	50%ar	-	100%at
Part time (<8)	20	6	15	2	-	7	5	3	3	*	2	12	6	7	5	3	5	12	8	-	20
	1%l	*	*1%*	*1%*	-	1%e	*1%*	*1%*	*1%*	*	*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	-	2%at
Retired	692	345	347	-	-	-	8	98	311	275	-	8	684	136	153	126	276	289	403	-	692
	24%defgkloprt	*24%*	23%	-	-	-	2%ef	27%defg	85%adefgh	97%adefghi	-	1%k	68%akl	24%o	*18%*	*19%*	34%anop	*20%*	27%ar	-	57%at
At School	13	8	5	10	-	1	2	-	-	-	10	3	-	4	6	2	*	10	3	-	13
	*mt	*1%*	*	3%aefghij	-	*	*	-	-	-	1%m	*	-	*1%*	*1%*	*	*	*1%*	*	-	1%at
Higher Education	120	51	69	108	9	1	1	-	-	-	118	2	-	14	67	11	28	81	39	-	120
	4%efghijlmpst	*4%*	*5%*	31%aefghij	2%hij	*	*	-	-	-	13%alm	*	-	*3%*	8%anpq	*2%*	*3%*	6%s	*3%*	-	10%at
Unemployed	138	77	61	35	36	22	30	15	-	-	71	52	15	10	18	14	96	28	110	-	138
	5%ijmnort	*5%*	4%	10%afhij	7%ij	4%ij	6%ij	4%ij	-	-	8%am	5%m	*2%*	*2%*	*2%*	*2%*	12%anop	*2%*	7%ar	-	11%at
Not seeking	233	60	173	20	48	51	63	48	2	-	68	115	50	25	38	44	126	63	170	-	233
	8%bijmnort	*4%*	12%ab	6%ij	9%ij	10%ij	13%adij	13%adij	*1%*	-	8%m	11%akm	*5%*	*4%*	*4%*	*7%*	15%anop	*4%*	12%ar	-	19%at

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QDEM1 Working status

Base : All adults 16+

		Total (a)	Nation: England (b)	Nation: Scot land (c)	Nation: Wales (d)	Nation: N Ireland (e)	Rural/Urban Split: Urban (f)	Rural/Urban Split: Rural (g)	England Regions: S East (h)	England Regions: S West (i)	England Regions: E Mid lands (j)	England Regions: W Mid lands (k)	England Regions: York shire/ Humber side (l)	England Regions: E Anglia (m)	England Regions: N East (n)	England Regions: N West (o)	England Regions: London (p)	Ethnic Group: White (q)	Ethnic Group: Non-White (r)
Unweighted base		2894	1768	362	413	351	1986	557	280	188	153	185	170	208	86	238	260	2642	234
Weighted base		2894	2423	248	142	81	2307	506	393	245	208	251	245	269	124*	321	367	2549	325
NET : WORKING		**1678**	**1412**	**144**	**75**	**46**	**1365**	**266**	**240**	**144**	**121**	**139**	**139**	**162**	**66**	**182**	**220**	**1466**	**203**
		58%	***58%***	***58%***	***53%***	***57%***	59%g	***53%***	***61%***	***59%***	***58%***	***55%***	***56%***	***60%***	***53%***	***57%***	***60%***	***58%***	***63%***
Full time		1210	1018	105	53	34	1014	162	170	96	75	92	111	120	49	139	165	1054	148
		42%g	*42%*	*42%*	*37%*	*42%*	44%g	*32%*	*43%*	*39%*	*36%*	*37%*	*45%*	*45%*	*40%*	*43%*	*45%*	*41%*	*46%*
Part time	(8-29)	468	395	39	22	12	351	105	69	49	46	47	27	42	17	43	55	413	55
		16%	*16%*	*16%*	*16%*	*15%*	*15%*	21%af	*18%*	20%l	22%lo	*19%*	*11%*	*16%*	*14%*	*13%*	*15%*	*16%*	*17%*
NET : NOT WORKING		**1216**	**1011**	**104**	**66**	**35**	**942**	**239**	**153**	**101**	**87**	**113**	**107**	**107**	**58**	**139**	**147**	**1083**	**122**
		42%	***42%***	***42%***	***47%***	***43%***	***41%***	47%f	***39%***	***41%***	***42%***	***45%***	***44%***	***40%***	***47%***	***43%***	***40%***	***42%***	***37%***
Part time (<8)		20	16	2	2	-	18	2	1	1	-	-	3	1	1	-	9	19	1
		1%	*1%*	*1%*	*1%*	-	*1%*	*	*	*	-	-	*1%*	*	*1%*	-	3%ahko	*1%*	*
Retired		692	575	60	40	17	522	153	99	66	56	64	60	68	29	80	52	667	20
		24%pr	*24%*	*24%*	29%e	*21%*	*23%*	30%af	25%p	27%p	27%p	26%p	24%p	25%p	*23%*	25%p	*14%*	26%r	*6%*
At School		13	11	1	-	*	10	3	5	1	3	-	-	-	-	1	1	10	2
		*	*	*1%*	-	*	*	*1%*	*1%*	*	*1%*	-	-	-	-	*	*	*	*1%*
Higher Education		120	107	6	5	1	88	31	17	16	6	15	11	8	5	7	23	82	37
		4%e	4%e	*3%*	*4%*	*2%*	*4%*	6%f	*4%*	*6%*	*3%*	*6%*	*4%*	*3%*	*4%*	*2%*	6%o	*3%*	11%aq
Unemployed		138	109	15	6	8	110	20	3	7	10	16	15	7	11	18	23	110	28
		5%h	*4%*	*6%*	*4%*	10%abd	*5%*	*4%*	*1%*	*3%*	5%h	6%h	6%h	*3%*	9%hm	6%h	6%h	*4%*	9%aq
Not seeking		233	193	19	13	8	194	31	29	11	13	18	17	23	12	32	39	195	33
		8%	*8%*	*8%*	*9%*	*10%*	*8%*	*6%*	*7%*	*4%*	*6%*	*7%*	*7%*	*9%*	*10%*	10%i	11%	*8%*	*10%*

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QDEM1 Working status

Base : All adults 16+

		Total (a)	Device used for news: Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	Platforms used for news (9 platforms): TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	Platforms used for news (5 Main Types): TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base		2894	194	424	394	2096	910	910	783	686	922	109	100	474	2096	910	910	1418	100	60	517	290	184	14
Weighted base		2894	253	495	457	2000	830	957	923	837	1115	138*	120*	484	2000	830	957	1684	120*	71*	412	205	139	15**
NET : WORKING		**1678**	**182**	**353**	**318**	**1085**	**419**	**586**	**636**	**621**	**770**	**98**	**73**	**300**	**1085**	**419**	**586**	**1169**	**73**	**41**	**161**	**59**	**46**	**5**
		58%efnotuv	72%a	71%a	70%a	***54%***	***51%***	61%ef	69%aefgm	74%aefgjlm	69%aefgm	71%aef	***61%***	62%ef	54%tuv	51%tuv	61%notuv	69%anoptuv	61%tuv	58%tuv	39%u	***29%***	***33%***	***30%***
Full time		1210	126	271	230	789	291	429	454	470	564	70	51	219	789	291	429	857	51	25	113	34	35	2
		42%lotuv	50%a	55%a	50%a	*39%*	*35%*	45%ef	49%aef	56%aefghlm	51%aefg	51%ef	*43%*	45%f	39%tuv	35%tuv	45%notuv	51%anopstuv	43%tuv	36%u	27%u	*17%*	*25%*	*12%*
Part time	(8-29)	468	56	82	88	296	129	156	182	151	206	28	22	81	296	129	156	312	22	16	48	25	12	3
		16%uv	22%	17%	19%	*15%*	*15%*	*16%*	20%ae	*18%*	19%e	*20%*	*18%*	*17%*	15%v	15%v	16%tv	19%ntuv	18%v	22%tv	*12%*	*12%*	*8%*	*19%*
NET : NOT WORKING		**1216**	**70**	**141**	**139**	**915**	**411**	**371**	**287**	**216**	**345**	**40**	**47**	**184**	**915**	**411**	**371**	**515**	**47**	**30**	**251**	**146**	**93**	**10**
		42%bcdhijkq	***28%***	***29%***	***30%***	46%aghijkm	49%aghijkm	39%hij	***31%***	***26%***	31%i	***29%***	39%i	38%hij	46%apq	49%apq	39%q	***31%***	***39%***	***42%***	61%anoprqs	71%anoprqst	67%anoprqs	***70%***
Part time (<8)		20	2	2	2	10	3	3	3	10	9	2	1	2	10	3	3	15	1	-	2	*	-	-
		1%	*1%*	*	*	*1%*	*	*	*	*1%*	*1%*	*2%*	*1%*	*	*1%*	*	*	*1%*	*1%*	-	*1%*	*	-	-
Retired		692	37	66	65	620	329	246	125	45	89	16	31	87	620	329	246	168	31	22	176	140	84	10
		24%bcdhijkmq	*15%*	*13%*	*14%*	31%aghijkm	40%aeghijklm	26%hijkm	14%ij	*5%*	*8%*	11%i	26%hijk	18%i	31%apq	40%anpqr	26%q	*10%*	26%q	30%q	43%anpqr	68%anoprqst	61%anoprqst	*70%*
At School		13	1	3	1	11	2	5	3	7	7	-	*	3	11	2	5	10	*	*	2	-	2	-
		*	*	*1%*	*	*1%*	*	*1%*	*	*1%*	*1%*	-	*	*1%*	*1%*	*	*1%*	*1%*	*	*1%*	*	-	*1%*	-
Higher Education		120	9	36	21	49	16	24	57	61	87	5	4	18	49	16	24	109	4	2	4	-	-	-
		4%efnotuv	*4%*	7%a	*5%*	*2%*	*2%*	*2%*	6%aefg	7%aefgm	8%aefgm	*4%*	*4%*	*4%*	2%u	*2%*	2%u	6%anoptuv	4%uv	3%u	*1%*	-	-	-
Unemployed		138	10	19	19	85	17	27	41	38	66	4	4	30	85	17	27	86	4	2	25	3	1	-
		5%fgopuv	*4%*	*4%*	*4%*	4%f	*2%*	*3%*	4%f	5%f	6%fg	*3%*	*3%*	6%fg	4%ou	*2%*	*3%*	5%opuv	*3%*	*3%*	6%opuv	*1%*	*1%*	-
Not seeking		233	11	15	31	140	42	65	58	55	88	13	6	44	140	42	65	129	6	3	42	4	6	-
		8%cfou	*4%*	*3%*	7%c	*7%*	*5%*	*7%*	*6%*	*7%*	8%f	*9%*	*5%*	9%f	7%u	5%u	7%u	8%ou	*5%*	*5%*	10%nouv	*2%*	*4%*	-

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QDEM2 Number of adults aged 16+ in household altogether

Base : All adults 16+

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	2894	1379	1515	328	409	373	387	420	540	437	737	760	1397	512	753	608	1021	1265	1629	1199	1695
Weighted base	2894	1409	1485	354	539	505	492	356	365	283	893	997	1004	565	860	651	818	1425	1469	1678	1216
1	685 24%bdefk lnort	283 20%	402 27%ab	54 15%	95 18%	76 15%	99 20%	101 28%defg	121 33%adefg	138 49%cdefg hi	150 17%	175 18%	360 36%ckl	103 18%	165 19%	138 21%	279 34%nop	268 19%	417 28%qr	295 18%	390 32%tu
2	1502 52%dfjqu	757 54%	744 50%	116 33%	324 60%adghj	307 61%adghj	239 49%d	183 51%d	204 56%dj	130 46%d	440 49%	546 55%	516 51%	333 59%aoq	448 52%q	358 55%q	363 44%	781 55%s	721 49%	926 55%u	576 47%
3	413 14%eijm	221 16%	192 13%	87 25%aefhi j	55 10%j	70 14%ij	103 21%aefij	56 16%eij	31 8%j	12 4%	142 16%m	172 17%m	98 10%	85 15%	136 16%	93 14%	98 12%	222 16%	191 13%	262 16%u	151 12%
4	200 7%jm	105 7%	95 6%	65 18%aefghi j	39 7%ij	38 7%ij	35 7%ij	15 4%ij	5 1%	2 1%	104 12%alm	73 7%m	23 2%	30 5%	75 9%n	42 6%	53 6%	105 7%	95 6%	134 8%u	66 5%
5	69 2%hijm	29 2%	40 3%	26 7%aefghi j	18 3%hij	8 2%	15 3%hij	1 *	1 *	1 *	44 5%alm	22 2%m	3 *	12 2%	29 3%	10 1%	19 2%	41 3%	28 2%	43 3%	26 2%
6	20 1%	10 1%	10 1%	4 1%	5 1%	7 1%	2 *	* *	2 1%	- -	8 1%	9 1%	3 *	- -	5 1%	10 2%n	5 1%	5 *	15 1%r	15 1%	5 *
7	4 *	2 *	1 *	1 *	1 *	- -	- -	- -	1 *	- -	2 *	- -	1 *	- -	2 *	- -	1 *	2 *	1 *	1 *	2 *
8	2 *	2 *	- -	- -	2 *	- -	- -	- -	- -	- -	2 *	- -	-	2 *	- -	- -	- -	2 *	- -	2 *	- -

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QDEM2 Number of adults aged 16+ in household altogether

Base : All adults 16+

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	2894	1768	362	413	351	1986	557	280	188	153	185	170	208	86	238	260	2642	234
Weighted base	2894	2423	248	142	81	2307	506	393	245	208	251	245	269	124*	321	367	2549	325
1	685	545	76	37	27	545	113	91	35	47	64	56	73	26	82	70	626	55
	24%r	*22%*	31%ab	*26%*	34%abd	*24%*	*22%*	23%i	*14%*	*23%*	25%i	*23%*	27%ip	*21%*	26%i	*19%*	25%r	*17%*
2	1502	1261	118	83	39	1168	295	208	158	98	129	146	143	63	166	150	1360	129
	52%pr	*52%*	*48%*	59%abce	*49%*	*51%*	58%af	53%p	64%ahjkmop	*47%*	51%p	60%jp	53%p	*50%*	52%p	*41%*	53%r	*40%*
3	413	355	34	16	8	347	58	57	31	44	31	28	22	24	38	79	338	74
	14%em	15%e	*14%*	*11%*	*10%*	*15%*	*11%*	15%m	*12%*	21%aiklmo	*12%*	*12%*	*8%*	19%m	*12%*	22%ahiklmo	*13%*	23%aq
4	200	173	17	4	5	168	27	26	17	12	11	10	20	8	21	47	156	43
	7%d	*7%d*	*7%d*	*3%*	*7%d*	*7%*	*5%*	*7%*	*7%*	*6%*	*5%*	*4%*	*7%*	*7%*	*7%*	13%ahjklo	*6%*	13%aq
5	69	64	3	2	1	57	11	7	4	3	13	5	10	3	9	9	54	14
	2%	*3%*	*1%*	*1%*	*1%*	*2%*	*2%*	*2%*	*1%*	*2%*	5%a	*2%*	*4%*	*3%*	*3%*	*2%*	*2%*	*4%*
6	20	19	*	-	*	19	1	2	1	2	3	-	-	-	2	10	14	6
	1%	*1%*	*	-	*	*1%*	*	*	*	*1%*	*1%*	-	-	-	*1%*	3%ahlm	*1%*	2%q
7	4	4	-	-	-	2	1	1	-	1	-	-	-	-	-	1	1	2
	*	*	-	-	-	*	*	*	-	*1%*	-	-	-	-	-	*	*	1%c
8	2	2	-	-	-	2	-	-	-	-	-	-	-	-	2	-	-	2
	*	*	-	-	-	*	-	-	-	-	-	-	-	-	1%a	-	-	1%aq

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QDEM2 Number of adults aged 16+ in household altogether

Base : All adults 16+

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	2894	194	424	394	2096	910	910	783	686	922	109	100	474	2096	910	910	1418	100	60	517	290	184	14
Weighted base	2894	253	495	457	2000	830	957	923	837	1115	138*	120*	484	2000	830	957	1684	120*	71*	412	205	139	15**
1	685 24%chijq	44 17%	70 14%	93 20%c	504 25%hijkm	207 25%hijk	223 23%hij	159 17%	124 15%	196 18%	20 15%	22 19%	97 20%	504 25%q	207 25%q	223 23%q	292 17%	22 19%	15 22%	149 36%anopqrs	66 32%anopqr	43 31%q	3 23%
2	1502 52%l	142 56%	283 57%	258 56%	1045 52%	455 55%	523 55%	524 57%a	458 55%	587 53%	69 50%	63 53%	266 55%	1045 52%l	455 55%l	523 55%l	913 54%l	63 53%	37 51%	172 42%	116 57%l	84 60%l	9 58%
3	413 14%v	40 16%	86 17%	65 14%	283 14%	103 12%	134 14%	141 15%	147 18%f	180 16%	31 23%aefg	18 15%	75 15%	283 14%v	103 12%	134 14%	272 16%ouv	18 15%	9 13%	53 13%	19 9%	11 8%	3 19%
4	200 7%uv	17 7%	43 9%	25 5%	113 6%	40 5%	58 6%	69 7%	81 10%aefg	104 9%aefg	10 7%	11 9%	30 6%	113 6%uv	40 5%u	58 6%uv	145 9%nouv	11 9%uv	7 10%uv	22 5%u	3 1%	2 1%	- -
5	69 2%u	7 3%	9 2%	15 3%	42 2%	18 2%	17 2%	24 3%	18 2%	40 4%eg	7 5%g	5 4%	13 3%	42 2%u	18 2%u	17 2%	49 3%u	5 4%uv	2 3%u	10 2%u	- -	- -	- -
6	20 1%	* *	2 *	* *	8 *	3 *	3 *	4 *	7 1%	6 1%	* *	- -	* *	8 *	3 *	3 *	11 1%	- -	- -	2 *	1 *	- -	- -
7	4 *	2 1%a	2 1%	1 *	2 *	2 *	- -	2 *	2 *	2 *	- -	1 1%g	2 1%	2 *	2 *	- -	2 *	1 1%p	1 2%anpq	1 *	- -	- -	- -
8	2 *	- -	- -	- -	2 *	- -	- -	- -	- -	- -	- -	- -	- -	2 *	- -	- -	- -	- -	- -	2 *aq	- -	- -	- -

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QDEM3 Whether have any children under 16 living in the household

Base : All adults 16+

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	2894	1379	1515	328	409	373	387	420	540	437	737	760	1397	512	753	608	1021	1265	1629	1199	1695
Weighted base	2894	1409	1485	354	539	505	492	356	365	283	893	997	1004	565	860	651	818	1425	1469	1678	1216
Yes	814	336	478	82	250	310	145	16	8	2	332	455	27	181	239	194	199	421	393	619	195
	28%hhijmqu	*24%*	32%ab	23%hij	46%adqhij	61%adeghij	29%hij	5%j	*2%*	*1%*	37%am	46%akm	3%	32%q	*28%*	30%q	*24%*	*30%*	*27%*	37%au	*16%*
No	2080	1073	1007	272	289	195	347	340	357	281	561	542	978	383	621	457	619	1004	1076	1059	1021
	72%cefklt	76%ac	*68%*	*77%*ef	54%f	*39%*	71%ef	95%adefg	98%adefg	98%adefghi	63%l	*54%*	97%akl	*68%*	*72%*	*70%*	76%anp	*70%*	*73%*	*63%*	84%at

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QDEM3 Whether have any children under 16 living in the household

Base : All adults 16+

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	2894	1768	362	413	351	1986	557	280	188	153	185	170	208	86	238	260	2642	234
Weighted base	2894	2423	248	142	81	2307	506	393	245	208	251	245	269	124*	321	367	2549	325
Yes	814	695	52	44	23	658	132	117	67	57	79	65	67	29	114	100	662	150
	28%c	*29%c*	*21%*	*31%c*	*28%c*	*29%*	*26%*	*30%*	*27%*	*27%*	*31%*	*26%*	*25%*	*24%*	*36%am*	*27%*	*26%*	*46%aq*
No	2080	1728	197	97	58	1649	373	276	179	151	172	181	202	95	206	266	1887	175
	72%or	*71%*	*79%abde*	*69%*	*72%*	*71%*	*74%*	*70%*	*73%*	*73%*	*69%*	*74%*	*75%o*	*76%*	*64%*	*73%*	*74%r*	*54%*

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QDEM3 Whether have any children under 16 living in the household

Base : All adults 16+

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	2894	194	424	394	2096	910	910	783	686	922	109	100	474	2096	910	910	1418	100	60	517	290	184	14
Weighted base	2894	253	495	457	2000	830	957	923	837	1115	138*	120*	484	2000	830	957	1684	120*	71*	412	205	139	15**
Yes	814 28%efnotuv	73 29%	132 27%	152 33%	488 24%f	168 20%	252 26%f	276 30%ef	333 40%aefghklm	410 37%aefghkm	34 25%	31 26%	142 29%	488 24%otuv	168 20%uv	252 26%otuv	607 36%anoptuv	31 26%uv	16 22%uv	68 17%uv	14 7%	6 4%	2 12%
No	2080 72%ijq	179 71%	362 73%	305 67%	1512 76%ahij	662 80%aeghijm	706 74%ij	647 70%ij	504 60%	705 63%	104 75%ij	89 74%i	341 71%i	1512 76%aq	662 80%anpq	706 74%q	1078 64%	89 74%	55 78%	344 83%anpq	191 93%anopqrst	133 96%anopqrst	13 88%

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QDEM4 Number of children under the age of 16 in the household

Base : All adults 16+ with children under 16 living in the household

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	646	247	399	82	202	227	108	14	10	3	284	335	27	123	175	145	203	298	348	418	228
Weighted base	814	336	478	82*	250	310	145*	16**	8**	2**	332	455	27**	181	239	194	199	421	393	619	195
1	386	144	241	55	128	103	85	7	7	*	183	188	14	82	123	86	95	205	181	301	84
	47%l	*43%*	*50%*	*67%aef*	*51%l*	*33%*	*59%l*	*44%*	*84%*	*10%*	*55%l*	*41%*	*54%*	*45%*	*51%*	*44%*	*48%*	*49%*	*46%*	*49%*	*43%*
2	305	134	171	18	91	140	45	7	1	2	109	185	11	74	93	72	66	166	139	230	75
	37%d	*40%*	*36%*	*22%*	*37%d*	*45%dg*	*31%*	*46%*	*16%*	*90%*	*33%*	*41%*	*40%*	*41%*	*39%*	*37%*	*33%*	*40%*	*35%*	*37%*	*38%*
3	92	45	47	6	26	50	8	1	-	-	33	59	1	22	20	28	22	42	51	69	23
	11%	*14%*	*10%*	*8%*	*11%*	*16%g*	*6%*	*6%*	-	-	*10%*	*13%*	*4%*	*12%*	*8%*	*15%*	*11%*	*10%*	*13%*	*11%*	*12%*
4	21	7	14	2	4	12	3	-	-	-	6	15	-	3	2	8	8	5	16	13	8
	3%	*2%*	*3%*	*3%*	*2%*	*4%*	*2%*	-	-	-	*2%*	*3%*	-	*2%*	*1%*	*4%*	*4%*	*1%*	*4%*	*2%*	*4%*
5	10	5	5	1	-	6	3	1	-	-	1	8	1	1	2	-	7	3	7	6	4
	1%	*2%*	*1%*	*1%*	-	*2%*	*2%*	*5%*	-	-	*	*2%*	*3%*	*1%*	*1%*	-	*4%p*	*1%*	*2%*	*1%*	*2%*

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QDEM4 Number of children under the age of 16 in the household

Base : All adults 16+ with children under 16 living in the household

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	646	409	62	90	85	454	107	71	39	34	38	33	42	13	71	68	538	106
Weighted base	814	695	52*	44*	23*	658	132*	117*	67*	57*	79*	65*	67*	29**	114*	100*	662	150*
1	386	332	26	19	9	324	52	60	34	31	25	16	38	11	62	54	318	67
	47%jl	*48%*	*50%*	*43%*	*41%*	*49%*	*39%*	51%l	51%l	55%l	*31%*	*25%*	57%kl	*38%*	54%kl	54%kl	*48%*	*45%*
2	305	257	17	20	11	233	61	41	28	11	40	34	20	12	38	32	251	53
	37%	*37%*	*34%*	*45%*	*47%*	*35%*	*46%*	*35%*	*42%*	*20%*	51%j	53%j	*30%*	*42%*	*33%*	*32%*	*38%*	*35%*
3	92	79	7	5	2	75	15	13	5	9	13	10	8	6	7	8	71	21
	11%	*11%*	*13%*	*10%*	*9%*	*11%*	*11%*	*11%*	*7%*	*15%*	*17%*	*16%*	*13%*	*21%*	*6%*	*7%*	*11%*	*14%*
4	21	18	2	1	1	19	1	1	-	1	-	4	-	-	6	5	19	2
	3%	*3%*	*3%*	*2%*	*3%*	*3%*	*1%*	*1%*	-	*2%*	-	*6%*	-	-	*6%*	*5%*	*3%*	*1%*
5	10	10	-	-	-	6	3	2	-	5	1	-	-	-	1	2	3	6
	1%	*1%*	-	-	-	*1%*	*3%*	*2%*	-	8%a	*1%*	-	-	-	*1%*	*2%*	*1%*	4%aq

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QDEM4 Number of children under the age of 16 in the household

Base : All adults 16+ with children under 16 living in the household

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	646	48	96	111	377	124	174	200	251	317	24	22	127	377	124	174	460	22	12	66	14	5	1
Weighted base	814	73*	132*	152*	488	168*	252	276	333	410	34**	31**	142*	488	168*	252	607	31**	16**	68*	14**	6**	2**
1	386	46	74	62	236	85	120	141	155	204	12	15	79	236	85	120	279	15	9	36	8	4	2
	47%	*63%d*	*56%*	*41%*	*48%*	*51%*	*48%*	*51%*	*47%*	*50%*	*35%*	*49%*	*56%*	*48%*	*51%*	*48%*	*46%*	*49%*	*56%*	*52%*	*56%*	*59%*	*100%*
2	305	21	41	69	178	56	100	100	126	141	12	12	48	178	56	100	234	12	5	24	5	3	-
	37%	*29%*	*31%*	*46%*	*37%*	*33%*	*40%*	*36%*	*38%*	*34%*	*35%*	*40%*	*34%*	*37%*	*33%*	*40%*	*39%*	*40%*	*30%*	*35%*	*38%*	*41%*	-
3	92	6	16	18	58	20	27	30	41	55	9	2	13	58	20	27	75	2	1	5	-	-	-
	11%	*8%*	*12%*	*12%*	*12%*	*12%*	*11%*	*11%*	*12%*	*13%*	*28%*	*6%*	*9%*	*12%*	*12%*	*11%*	*12%*	*6%*	*3%*	*7%*	-	-	-
4	21	-	1	3	13	5	4	4	4	7	1	2	2	13	5	4	10	2	2	4	-	-	-
	3%	-	*1%*	*2%*	*3%*	*3%*	*2%*	*2%*	*1%*	*2%*	*2%*	*6%*	*1%*	*3%*	*3%*	*2%*	*2%*	*6%*	*11%*	*6%q*	-	-	-
5	10	-	1	-	3	3	-	1	5	4	-	-	-	3	3	-	8	-	-	-	1	-	-
	1%	-	*1%*	-	*1%*	*2%*	-	*	*2%*	*1%*	-	-	-	*1%*	*2%*	-	*1%*	-	-	-	*6%*	-	-

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QDEM5 Age groups children under the age of 16 fall into

Base : All adults 16+ with children under 16 living in the household

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	646	247	399	82	202	227	108	14	10	3	284	335	27	123	175	145	203	298	348	418	228
Weighted base	814	336	478	82*	250	310	145*	16**	8**	2**	332	455	27**	181	239	194	199	421	393	619	195
Aged 0-2	245	93	152	30	121	85	3	6	-	-	152	88	6	52	66	71	56	119	127	185	60
	30%cl	*28%*	*32%*	37%g	49%afg	*27%g*	*2%*	*35%*	-	-	46%al	*19%*	*21%*	*29%*	*28%*	*37%*	*28%*	*28%*	*32%*	*30%*	*31%*
Aged 3-5	240	109	131	19	95	103	19	3	2	-	114	122	4	54	65	56	65	119	121	177	63
	30%g	*33%*	*27%*	*23%*	38%adg	33%g	*13%*	*18%*	*19%*	-	*34%*	*27%*	*17%*	*30%*	*27%*	*29%*	*33%*	*28%*	*31%*	*29%*	*32%*
Aged 6-9	314	146	168	18	84	161	40	6	3	1	103	201	11	70	89	72	84	159	155	239	75
	39%d	*44%*	*35%*	*22%*	*34%*	52%adeg	*28%*	*39%*	*40%*	*45%*	*31%*	44%ik	*40%*	*39%*	*37%*	*37%*	*42%*	*38%*	*40%*	*39%*	*39%*
Aged 10-15	397	172	225	37	64	159	124	6	4	2	101	283	13	85	119	93	100	204	193	294	103
	49%ek	*51%*	*47%*	45%e	*26%*	51%e	85%adef	*39%*	*53%*	*100%*	*30%*	62%ak	*48%*	*47%*	*50%*	*48%*	*50%*	*48%*	*49%*	*47%*	*53%*

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QDEM5 Age groups children under the age of 16 fall into

Base : All adults 16+ with children under 16 living in the household

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	646	409	62	90	85	454	107	71	39	34	38	33	42	13	71	68	538	106
Weighted base	814	695	52*	44*	23*	658	132*	117*	67*	57*	79*	65*	67*	29**	114*	100*	662	150*
Aged 0-2	245	212	14	13	5	197	43	36	16	13	24	33	19	6	35	30	211	33
	30%	*31%*	*28%*	*30%*	*24%*	*30%*	*33%*	*31%*	*24%*	*22%*	*31%*	51%aij	*29%*	*21%*	*31%*	*30%*	*32%*	*22%*
Aged 3-5	240	206	12	13	9	192	40	40	12	22	24	21	19	10	31	27	192	48
	30%	*30%*	*24%*	*29%*	*39%*	*29%*	*30%*	*34%*	*18%*	*38%*	*30%*	*33%*	*28%*	*35%*	*27%*	*27%*	*29%*	*32%*
Aged 6-9	314	269	18	17	10	256	48	40	33	22	40	27	14	13	38	43	253	60
	39%m	*39%*	*35%*	*38%*	*43%*	*39%*	*37%*	*34%*	50%m	*39%*	50%m	*42%*	*21%*	*43%*	*33%*	43%m	*38%*	*40%*
Aged 10-15	397	341	28	19	9	318	70	59	30	30	40	23	36	21	58	45	310	87
	49%	*49%*	*54%*	*42%*	*40%*	*48%*	*53%*	*50%*	*44%*	*53%*	*50%*	*36%*	*54%*	*72%*	*51%*	*45%*	*47%*	*58%*

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QDEM5 Age groups children under the age of 16 fall into

Base : All adults 16+ with children under 16 living in the household

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	646	48	96	111	377	124	174	200	251	317	24	22	127	377	124	174	460	22	12	66	14	5	1
Weighted base	814	73*	132*	152*	488	168*	252	276	333	410	34**	31**	142*	488	168*	252	607	31**	16**	68*	14**	6**	2**
Aged 0-2	245	21	51	40	130	38	65	88	123	129	14	5	39	130	38	65	200	5	4	15	1	-	-
	30%	*29%*	*39%*	*26%*	*27%*	*22%*	*26%*	*32%*	37%efg	*32%*	*40%*	*18%*	*28%*	*27%*	*22%*	*26%*	33%o	*18%*	*26%*	*22%*	*7%*	-	-
Aged 3-5	240	21	39	53	145	56	66	82	103	131	11	7	46	145	56	66	193	7	1	12	4	-	-
	30%	*28%*	*30%*	*35%*	*30%*	*33%*	*26%*	*30%*	*31%*	*32%*	*32%*	*23%*	*33%*	*30%*	*33%*	*26%*	*32%*	*23%*	*7%*	*18%*	*30%*	-	-
Aged 6-9	314	28	51	57	186	59	107	107	123	154	14	6	45	186	59	107	234	6	3	25	3	5	-
	39%	*38%*	*39%*	*38%*	*38%*	*35%*	*42%*	*39%*	*37%*	*38%*	*42%*	*21%*	*31%*	*38%*	*35%*	*42%*	*39%*	*21%*	*19%*	*36%*	*22%*	*73%*	-
Aged 10-15	397	25	51	70	253	92	125	121	144	183	20	19	62	253	92	125	277	19	11	37	10	4	2
	49%	*34%*	*38%*	*46%*	*52%*	*55%*	*50%*	*44%*	*43%*	*45%*	*58%*	*62%*	*44%*	*52%*	*55%*	*50%*	*46%*	*62%*	*66%*	*54%*	*76%*	*69%*	*100%*

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QDEM11 Highest educational or vocational qualification currently have

Base : All adults 16+

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	2894	1379	1515	328	409	373	387	420	540	437	737	760	1397	512	753	608	1021	1265	1629	1199	1695
Weighted base	2894	1409	1485	354	539	505	492	356	365	283	893	997	1004	565	860	651	818	1425	1469	1678	1216
NET : NONE OR UPTO GCSE GRADE D-G	**954** 33%efgkl nort	**471** ***33%***	**483** ***33%***	**128** 36%efg	**127** ***24%***	**135** ***27%***	**123** ***25%***	**118** 33%eg	**155** 42%aefgh	**168** 55%adefg hi	**255** ***29%***	**259** ***26%***	**441** 44%akl	**71** ***13%***	**214** 25%n	**246** 38%no	**424** 52%anop	**285** ***20%***	**669** 46%ar	**404** ***24%***	**550** 45%at
No qualifications	505 17%defkl nort	237 *17%*	268 *18%*	17 *5%*	34 *6%*	41 *8%*	69 14%def	80 23%adefg	115 31%adefg h	150 53%adefgh i	51 *6%*	110 11%k	344 34%akl	22 *4%*	72 8%n	132 20%no	279 34%anop	94 *7%*	411 28%ar	153 *9%*	353 29%at
5 or more GCSE grades A-C	246 9%jmn	130 *9%*	116 *8%*	63 18%aefghi j	48 8%j	46 9%j	34 *7%*	23 *6%*	23 *6%*	10 *4%*	111 12%alm	79 *8%*	56 *6%*	29 *5%*	91 11%n	63 10%n	63 *8%*	120 *8%*	126 *9%*	142 *8%*	104 *9%*
4 or less GCSE grade A- C	140 5%jm	68 *5%*	72 *5%*	34 10%aghij	29 *5%*	35 7%ghij	14 *3%*	9 *2%*	13 *3%*	7 *2%*	63 7%am	49 5%m	28 *3%*	17 *3%*	37 *4%*	30 *5%*	57 7%ano	53 *4%*	87 6%r	76 *5%*	64 *5%*
GCSE grade D-G	63 2%jn	36 *3%*	27 *2%*	13 4%j	16 3%j	14 3%j	7 *1%*	5 *2%*	5 *1%*	1 *	30 3%m	21 *2%*	12 *1%*	3 *	15 *2%*	21 3%n	25 3%n	17 *1%*	45 3%r	34 *2%*	29 *2%*
NET : A'LEVELS OR EQUIVALENT/DIPLOMA	**812** 28%ijmnq u	**407** ***29%***	**405** ***27%***	**142** 40%afghi j	**187** 35%afhij	**132** 26%j	**137** 28%j	**82** ***23%***	**84** ***23%***	**49** ***17%***	**329** 37%alm	**269** 27%m	**214** ***21%***	**114** ***20%***	**295** 34%anq	**213** 33%anq	**190** ***23%***	**409** ***29%***	**403** ***27%***	**511** 30%u	**301** ***25%***
Certificate or Diploma of Higher Education	281 *10%*	146 *10%*	135 *9%*	37 *10%*	49 *9%*	50 *10%*	49 *10%*	33 *9%*	31 *8%*	32 *11%*	86 *10%*	99 *10%*	96 *10%*	73 13%pq	94 11%q	54 *8%*	61 *7%*	166 12%s	115 *8%*	173 *10%*	108 *9%*
GCE A levels or equivalent	198 7%hjmn	98 *7%*	100 *7%*	64 18%aefghi j	39 7%hj	26 *5%*	28 *6%*	13 *4%*	20 *6%*	8 *3%*	103 12%alm	54 *5%*	41 *4%*	21 *4%*	96 11%anpq	38 *6%*	43 *5%*	117 8%s	82 *6%*	105 *6%*	93 *8%*
NVQ 3 or 4	173 6%mnqu	84 *6%*	89 *6%*	24 7%j	51 10%aij	32 6%j	26 5%j	23 6%j	13 4%j	3 *1%*	76 8%am	59 *6%*	39 *4%*	11 *2%*	68 8%nq	68 10%anq	27 *3%*	79 *6%*	94 *6%*	143 8%au	31 *3%*
NVQ 1 or 2	105 4%nr	42 *3%*	63 *4%*	11 3%j	33 6%aj	19 4%j	17 3%j	11 3%j	13 4%j	2 *1%*	44 5%m	35 *4%*	25 *3%*	3 *1%*	21 2%n	37 6%no	44 5%ano	25 *2%*	81 5%ar	57 *3%*	48 *4%*
GNVQ Advanced 16	27 *1%*	18 *1%*	8 *1%*	2 *1%*	6 *1%*	2 *	8 *2%*	1 *	3 *1%*	3 *1%*	8 *1%*	11 *1%*	8 *1%*	6 *1%*	7 *1%*	9 *1%*	5 *1%*	12 *1%*	14 *1%*	15 *1%*	11 *1%*
GNVQ Intermediate	14 *	5 *	8 *1%*	2 *	8 1%a	1 *	* *	1 *	2 *1%*	- -	9 1%l	1 *	3 *	* *	4 *	4 *1%*	5 *1%*	4 *	9 *1%*	8 *1%*	5 *
GNVQ Foundation	13 *	13 1%c	1 *	1 *	1 *	2 *	7 1%a	- -	1 *	1 *	2 *	10 1%m	2 *	- -	5 *1%*	4 *1%*	4 *1%*	5 *	8 *1%*	10 *1%*	4 *
NET : DEGREE	**752** 26%dijmpqsu	**358** ***29%***	**394** ***27%***	**56** 16%j	**189** 35%adhij	**203** 40%adghij	**137** 28%dij	**80** 23%dj	**63** 17%j	**23** ***8%***	**245** 27%m	**340** 34%akm	**166** ***17%***	**338** 60%aopq	**261** 30%apq	**83** 13%q	**69** ***8%***	**599** 42%as	**153** ***10%***	**560** 33%au	**192** ***16%***

KANTAR MEDIA

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QDEM11 Highest educational or vocational qualification currently have

Base : All adults 16+

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Weighted base	2894	1409	1485	354	539	505	492	356	365	283	893	997	1004	565	860	651	818	1425	1469	1678	1216
Bachelors degree	426 15%jmpqsu	181 13%	245 16%b	42 12%j	118 22%adghij	109 22%adghij	74 15%ij	43 12%j	32 9%j	9 3%	159 18%m	183 18%am	84 8%	174 31%aopq	158 18%apq	51 8%	42 5%	332 23%as	93 6%	320 19%au	105 9%
Masters Degree	177 6%djmpqsu	100 7%	78 5%	8 2%	39 7%dj	55 11%adhij	39 8%dij	16 5%j	15 4%j	4 1%	47 5%	94 9%akm	36 4%	93 16%aopq	61 7%pq	16 2%	8 1%	153 11%as	24 2%	142 8%au	35 3%
Graduate Certificates and Diploma	111 4%qs	62 4%	49 3%	6 2%	23 4%	23 5%	21 4%	17 5%d	14 4%	7 2%	29 3%	44 4%	38 4%	44 8%aopq	33 4%	16 2%	18 2%	77 5%as	34 2%	71 4%	40 3%
Doctoral Degree	38 1%pqs	16 1%	22 1%	- -	9 2%d	17 3%adgi	3 1%	4 1%	3 1%	3 1%	9 1%	19 2%	9 1%	27 5%aopq	9 1%	1 *	1 *	36 3%as	2 *	26 2%	11 1%
NET : O'LEVELS OR EQUIVALENT	**277** 10%defknr	**127** **9%**	**149** **10%**	**16** **5%**	**22** **4%**	**23** **4%**	**87** 18%adefj	**64** 18%adefij	**45** 12%defj	**19** **7%**	**38** **4%**	**109** 11%k	**129** 13%ak	**33** **6%**	**66** **8%**	**91** 14%ano	**86** 11%n	**100** **7%**	**177** 12%ar	**170** **10%**	**106** **9%**
CSEs	95 3%dknr	44 3%	51 3%	2 1%	11 2%	11 2%	30 6%adefj	23 7%adefj	14 4%d	4 2%	13 1%	41 4%k	41 4%k	5 1%	19 2%	41 6%anoq	29 4%n	24 2%	71 5%ar	66 4%	29 2%
5 or more O levels	82 3%defk	38 3%	44 3%	2 1%	1 *	2 *	27 6%adef	26 7%adefj	16 4%def	7 3%def	4 *	29 3%k	49 5%ak	15 3%	24 3%	21 3%	22 3%	39 3%	43 3%	43 3%	39 3%
4 or less O levels	54 2%ek	24 2%	30 2%	1 *	- -	3 1%	22 5%adefj	14 4%adefj	10 3%def	4 1%e	1 *	25 3%k	28 3%k	6 1%	13 1%	17 3%	19 2%	18 1%	36 2%r	35 2%	19 2%
Scottish Highers	29 1%	14 1%	15 1%	6 2%	7 1%	5 1%	5 1%	1 *	2 *	3 1%	13 1%	10 1%	6 1%	5 1%	8 1%	8 1%	8 1%	13 1%	15 1%	18 1%	10 1%
5 or more Scottish Standard Grades, grades 1-3	8 *	3 *	5 *	3 1%	* *	1 *	2 *	- -	2 *	* *	3 *	3 *	2 *	2 *	* *	3 *	3 *	2 *	6 *	5 *	3 *
4 or less Scottish Standard Grades, grades 1-3	5 *	3 *	2 *	1 *	- -	1 *	* *	- -	2 1%	- -	1 *	2 *	2 *	* *	1 *	1 *	3 *	1 *	4 *	1 *	4 *
Scottish Standard Grades, grades 4-7	3 *	* *	3 *	* *	2 *	- -	- -	- -	- -	* *	3 *	- -	* *	* *	1 *	- -	2 *	2 *	2 *	2 *	1 *
Don't know	66 2%j	34 2%	32 2%	10 3%g	9 2%	7 1%	3 1%	9 3%g	10 3%g	18 6%adefghij	19 2%	10 1%	38 4%al	7 1%	18 2%	11 2%	31 4%anp	25 2%	42 3%	23 1%	43 4%at
Refused	33 1%	12 1%	21 1%	3 1%	4 1%	6 1%	4 1%	3 1%	8 2%	6 2%	7 1%	10 1%	17 2%	2 *	6 1%	7 1%	18 2%ano	8 1%	25 2%r	9 1%	24 2%at

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QDEM11 Highest educational or vocational qualification currently have

Base : All adults 16+

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	2894	1768	362	413	351	1986	557	280	188	153	185	170	208	86	238	260	2642	234
Weighted base	2894	2423	248	142	81	2307	506	393	245	208	251	245	269	124*	321	367	2549	325
NET : NONE OR UPTO GCSE GRADE D-G	**954**	**767**	**82**	**60**	**46**	**723**	**186**	**111**	**76**	**67**	**78**	**74**	**89**	**39**	**127**	**104**	**870**	**79**
	33%r	***32%***	***33%***	42%abc	57%abcd	***31%***	37%f	***28%***	***31%***	***32%***	***31%***	***30%***	***33%***	***32%***	40%ahp	***28%***	34%r	***24%***
No qualifications	505	388	59	30	29	367	109	42	31	33	40	36	47	14	76	69	469	32
	17%hr	*16%*	24%ab	21%b	36%abcd	*16%*	22%f	*11%*	*13%*	*16%*	*16%*	*15%*	18%h	*11%*	24%ahiln	19%h	18%r	*10%*
5 or more GCSE grades A-C	246	204	11	22	9	203	35	32	27	19	23	18	23	14	29	20	216	30
	9%c	8%c	*5%*	15%abc	11%c	*9%*	*7%*	*8%*	*11%*	*9%*	*9%*	*7%*	*8%*	*12%*	*9%*	*5%*	*8%*	*9%*
4 or less GCSE grade A- C	140	121	7	7	6	108	27	26	13	10	13	18	10	8	15	8	129	11
	5%	*5%*	*3%*	*5%*	7%c	*5%*	*5%*	7%p	*5%*	*5%*	*5%*	7%p	*4%*	*7%*	*5%*	*2%*	*5%*	*3%*
GCSE grade D-G	63	54	5	1	3	46	14	12	6	5	2	2	9	3	8	7	55	6
	2%	*2%*	*2%*	*1%*	3%d	*2%*	*3%*	*3%*	*2%*	*3%*	*1%*	*1%*	*3%*	*2%*	*2%*	*2%*	*2%*	*2%*
NET : A'LEVELS OR EQUIVALENT/DIPLOMA	**812**	**709**	**51**	**39**	**13**	**659**	**140**	**123**	**85**	**58**	**87**	**67**	**86**	**37**	**83**	**82**	**726**	**83**
	28%ce	29%ce	***20%***	28%ce	***16%***	***29%***	***28%***	31%p	35%p	***28%***	35%p	***27%***	32%p	***30%***	***26%***	***22%***	***28%***	***26%***
Certificate or Diploma of Higher Education	281	249	23	7	3	241	37	47	22	15	37	20	32	15	20	41	242	37
	10%de	10%de	9%de	*5%*	*4%*	*10%*	*7%*	12%o	*9%*	*7%*	15%o	*8%*	12%o	*12%*	*6%*	*11%*	*9%*	*11%*
GCE A levels or equivalent	198	174	7	14	4	155	40	31	25	18	14	12	23	5	26	19	172	27
	7%c	7%c	*3%*	10%ce	*4%*	*7%*	*8%*	*8%*	*10%*	*8%*	*6%*	*5%*	*9%*	*4%*	*8%*	*5%*	*7%*	*8%*
NVQ 3 or 4	173	145	16	11	2	137	34	22	18	11	27	17	7	10	23	9	168	6
	6%epr	6%e	6%e	8%e	*3%*	*6%*	*7%*	*6%*	7%mp	*5%*	11%amp	7%p	*3%*	8%p	7%mp	*2%*	7%r	*2%*
NVQ 1 or 2	105	95	2	5	3	89	13	13	8	10	4	13	15	6	14	12	100	6
	4%c	4%c	*1%*	3%c	4%c	*4%*	*3%*	*3%*	*3%*	*5%*	*2%*	*5%*	*6%*	*5%*	*4%*	*3%*	*4%*	*2%*
GNVQ Advanced 16	27	21	3	2	-	21	5	4	4	1	1	4	7	-	-	2	25	2
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*1%*	*	*2%*	2%ao	-	-	*	*1%*	*
GNVQ Intermediate	14	12	-	1	1	10	3	3	3	-	2	1	2	2	-	-	12	2
	*	*1%*	-	*1%*	1%c	*	*1%*	*1%*	*1%*	-	*1%*	*	*1%*	*1%*	-	-	*	*1%*
GNVQ Foundation	13	13	-	*	*	6	7	2	5	3	2	-	1	-	-	-	8	5
	*	*1%*	-	*	*	*	1%af	*1%*	2%aop	*1%*	*1%*	-	*	-	-	-	*	2%aq
NET : DEGREE	**752**	**667**	**47**	**28**	**10**	**626**	**116**	**116**	**52**	**53**	**63**	**68**	**65**	**30**	**78**	**142**	**604**	**141**
	28%cde	28%cde	19%e	20%e	***12%***	***27%***	***23%***	***29%***	***21%***	***25%***	***25%***	***28%***	***24%***	***24%***	***24%***	39%ahijklm no	***24%***	43%aq
Bachelors degree	426	375	28	16	6	357	63	57	27	28	44	43	40	11	46	80	344	78
	15%e	15%e	*11%*	*11%*	*8%*	*15%*	*12%*	*14%*	*11%*	*13%*	*17%*	*17%*	*15%*	*9%*	*14%*	22%ahijno	*14%*	24%aq

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QDEM11 Highest educational or vocational qualification currently have

Base : All adults 16+

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Weighted base	2894	2423	248	142	81	2307	506	393	245	208	251	245	269	124*	321	367	2549	325
Masters Degree	177 6%c	161 7%c	5 2%	8 6%c	3 4%	152 7%	22 4%	31 8%o	17 7%	13 6%	12 5%	14 6%	11 4%	13 10%o	11 3%	39 11%akmo	134 5%	42 13%aq
Graduate Certificates and Diploma	111 4%e	98 4%e	10 4%e	3 2%	* *	89 4%	22 4%	20 5%	7 3%	9 4%	7 3%	7 3%	10 4%	4 3%	17 5%	18 5%	93 4%	16 5%
Doctoral Degree	38 1%	33 1%	3 1%	1 1%	1 1%	28 1%	9 2%	8 2%	1 *	3 2%	- -	5 2%	4 1%	2 2%	5 1%	5 1%	32 1%	5 2%
NET : O'LEVELS OR EQUIVALENT	**277** 10%pr	**206** **9%**	**49** 20%abd	**10** **7%**	**12** 14%abd	**214** **9%**	**51** **10%**	**36** **9%**	**20** **8%**	**23** 11%p	**16** **6%**	**35** 14%kop	**20** **7%**	**16** 13%p	**21** **7%**	**20** **5%**	**264** 10%r	**10** **3%**
CSEs	95 3%c	83 3%c	3 1%	3 2%	6 8%abcd	75 3%	14 3%	12 3%	9 4%	6 3%	5 2%	18 7%akmp	4 2%	4 3%	16 5%	10 3%	90 4%	5 1%
5 or more O levels	82 3%o	69 3%	7 3%	5 4%	1 2%	60 3%	21 4%	12 3%o	8 3%o	11 5%op	5 2%	10 4%o	7 2%	8 7%op	2 *	6 2%	78 3%	2 1%
4 or less O levels	54 2%r	46 2%	3 1%	2 1%	4 5%abcd	44 2%	6 1%	10 2%	3 1%	4 2%	5 2%	6 2%	8 3%p	4 3%	4 1%	2 1%	54 2%r	- -
Scottish Highers	29 1%p	2 *	26 10%abde	- -	- -	24 1%	5 1%	- -	- -	- -	- -	2 1%	1 *	- -	- -	- -	29 1%	- -
5 or more Scottish Standard Grades, grades 1-3	8 *	5 *	3 1%ab	- -	- -	6 *	2 *	2 *	- -	2 1%	- -	- -	- -	- -	- -	1 *	7 *	2 *
4 or less Scottish Standard Grades, grades 1-3	5 *	1 *	4 2%abd	- -	- -	5 *	* *	- -	- -	- -	- -	- -	- -	- -	- -	1 *	4 *	1 *
Scottish Standard Grades, grades 4-7	3 *	- -	3 1%ab	- -	- -	* *	3 1%l	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 *	- -
Don't know	66 2%e	52 2%	10 4%be	4 3%e	* *	55 2%	11 2%	5 1%	12 5%ahl	3 1%	5 2%	2 1%	4 2%	1 1%	6 2%	13 3%	59 2%	7 2%
Refused	33 1%	23 1%	10 4%abde	1 *	* *	30 1%	4 1%	2 *	1 *	4 2%	2 1%	- -	4 1%	- -	4 1%	6 2%	26 1%	5 2%

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QDEM11 Highest educational or vocational qualification currently have

Base : All adults 16+

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	2894	194	424	394	2096	910	910	783	686	922	109	100	474	2096	910	910	1418	100	60	517	290	184	14
Weighted base	2894	253	495	457	2000	830	957	923	837	1115	138*	120*	484	2000	830	957	1684	120*	71*	412	205	139	15**
NET : NONE OR UPTO GCSE GRADE D-G	**954** 33%bcdghijkmpq	**46** ***18%***	**90** ***18%***	**91** ***20%***	**669** 33%ghijkm	**275** 33%ghijkm	**254** 27%h	**184** ***20%***	**188** ***23%***	**281** 25%h	**29** ***21%***	**42** 35%hik	**130** 27%h	**669** 33%pq	**275** 33%pq	**254** ***27%***	**407** ***24%***	**42** 35%q	**17** ***23%***	**208** 50%anopqrs	**93** 45%anopqs	**61** 44%anopqs	**7** ***50%***
No qualifications	505 17%bcdghijkmpq	9 *4%*	24 *5%*	31 *7%*	394 20%ghijklm	166 20%ghijklm	126 13%hijk	53 *6%*	32 *4%*	84 8%i	7 *5%*	11 9%i	54 11%hi	394 20%pqr	166 20%pqr	126 13%q	117 *7%*	11 *9%*	7 *10%*	150 36%anopqrs	72 35%anopqrs	41 29%anopqrs	6 *39%*
5 or more GCSE grades A-C	246 *9%*	22 *9%*	36 *7%*	36 *8%*	145 *7%*	62 *7%*	81 *8%*	73 *8%*	96 11%aefhm	116 10%e	9 *7%*	23 19%aefghijkm	32 *7%*	145 *7%*	62 *7%*	81 *8%*	165 10%nu	23 19%anopqtuv	7 *10%*	27 *7%*	10 *5%*	11 *8%*	2 *11%*
4 or less GCSE grade A- C	140 *5%*	12 *5%*	14 *3%*	20 *4%*	95 *5%*	33 *4%*	31 *3%*	37 *4%*	46 *5%*	53 *5%*	8 *6%*	6 *5%*	28 6%g	95 *5%*	33 *4%*	31 *3%*	87 *5%*	6 *5%*	2 *3%*	23 *6%*	10 *5%*	4 *3%*	- -
GCSE grade D-G	63 2%u	2 *1%*	15 *3%*	4 *1%*	34 *2%*	14 *2%*	16 *2%*	21 *2%*	16 *2%*	28 *2%*	4 *3%*	2 *1%*	15 *3%*	34 *2%*	14 *2%*	16 *2%*	38 2%u	2 *1%*	1 *1%*	8 *2%*	* *	6 4%nu	- -
NET : A'LEVELS OR EQUIVALENT/DIPLOMA	**812** 28%tu	**66** ***26%***	**143** ***29%***	**121** ***27%***	**566** ***28%***	**235** ***28%***	**300** ***31%***	**274** ***30%***	**283** 34%aef	**369** 33%ae	**41** ***30%***	**28** ***23%***	**163** 34%a	**566** 28%tu	**235** 28%tu	**300** 31%tu	**536** 32%atu	**28** ***23%***	**19** ***27%***	**85** ***21%***	**41** ***20%***	**39** ***28%***	**4** ***24%***
Certificate or Diploma of Higher Education	281 10%t	28 *11%*	59 *12%*	45 *10%*	203 *10%*	106 13%a	112 *12%*	108 *12%*	92 *11%*	123 *11%*	14 *10%*	12 *10%*	56 *12%*	203 10%t	106 13%at	112 12%t	185 11%t	12 *10%*	11 15%t	26 *6%*	17 *8%*	20 14%t	3 *18%*
GCE A levels or equivalent	198 *7%*	13 *5%*	41 *8%*	34 *7%*	130 *6%*	53 *6%*	67 *7%*	72 *8%*	77 9%e	105 9%aef	8 *6%*	5 *4%*	41 *8%*	130 *6%*	53 *6%*	67 *7%*	139 8%t	5 *4%*	5 *7%*	18 *4%*	10 *5%*	7 *5%*	1 *6%*
NVQ 3 or 4	173 *6%*	14 *5%*	21 *4%*	25 *5%*	124 *6%*	43 *5%*	69 *7%*	47 *5%*	67 8%h	77 *7%*	10 *7%*	4 *4%*	32 *7%*	124 *6%*	43 *5%*	69 *7%*	111 *7%*	4 *4%*	2 *2%*	25 *6%*	8 *4%*	6 *4%*	- -
NVQ 1 or 2	105 *4%*	5 *2%*	13 *3%*	12 *3%*	73 *4%*	18 *2%*	34 *4%*	31 *3%*	31 *4%*	41 *4%*	7 *5%*	5 *4%*	23 5%f	73 *4%*	18 *2%*	34 *4%*	68 4%o	5 *4%*	1 *1%*	11 *3%*	3 *2%*	1 *1%*	- -
GNVQ Advanced 16	27 *1%*	1 *	4 *1%*	3 *1%*	21 *1%*	10 *1%*	8 *1%*	6 *1%*	3 *	10 *1%*	2 *1%*	- -	4 *1%*	21 *1%*	10 *1%*	8 *1%*	13 *1%*	- -	- -	2 *1%*	2 *1%*	4 3%anpqt	- -
GNVQ Intermediate	14 *	2 *1%*	3 *1%*	2 *	8 *	3 *	3 *	7 *1%*	7 *1%*	9 *1%*	- -	1 *1%*	3 *1%*	8 *	3 *	3 *	11 *1%*	1 *1%*	1 *1%*	2 *	- -	* *	- -

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QDEM11 Highest educational or vocational qualification currently have

Base : All adults 16+

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Weighted base	2894	253	495	457	2000	830	957	923	837	1115	138*	120*	484	2000	830	957	1684	120*	71*	412	205	139	15**
GNVQ Foundation	13 *	2 1%	2 1%	- -	8 *	2 *	8 1%	2 *	6 1%	4 *	- -	- -	5 1%	8 *	2 *	8 1%	8 1%	- -	- -	- -	1 1%	- -	- -
NET : DEGREE	**752** 26%uv	**124** 49%a	**221** 45%a	**206** 45%a	**491** *25%*	**208** *25%*	**290** 30%aef	**377** 41%aefq jm	**309** 37%aefg m	**358** 32%aef	**47** 34%e	**43** 36%aef	**141** *29%*	**491** 25%tuv	**208** 25%tuv	**290** 30%anot uv	**584** 35%anot uv	**43** 36%anot uv	**30** 42%anot uv	**45** *11%*	**27** *13%*	**20** *14%*	**2** *12%*
Bachelors degree	426 15%uv	60 24%a	110 22%a	106 23%a	275 *14%*	113 *14%*	167 17%e	197 21%aef	183 22%aef	198 18%ef	21 *15%*	31 26%aef	87 *18%*	275 14%tuv	113 14%tuv	167 17%ntuv	329 20%anot uv	31 26%anot uv	20 28%anotu v	26 *6%*	14 *7%*	8 *6%*	2 *12%*
Masters Degree	177 6%t	44 17%a	62 13%a	50 11%a	122 *6%*	44 *5%*	62 *7%*	97 11%aefgm	67 8%m	89 8%m	9 *7%*	5 *4%*	21 *4%*	122 6%t	44 5%t	62 7%t	143 8%anotu	5 *4%*	5 7%t	5 *1%*	9 4%t	5 *4%*	- -
Graduate Certificates and Diploma	111 *4%*	13 *5%*	34 7%a	42 9%a	77 *4%*	41 *5%*	47 *5%*	59 6%ae	40 *5%*	54 *5%*	17 12%aefgi jm	7 *6%*	27 *6%*	77 *4%*	41 *5%*	47 *5%*	84 *5%*	7 *6%*	5 *7%*	10 *3%*	4 *2%*	6 *4%*	- -
Doctoral Degree	38 *1%*	7 *3%*	15 3%a	9 *2%*	18 *1%*	9 *1%*	13 *1%*	24 3%ae	19 *2%e*	17 *2%*	- -	- -	6 *1%*	18 *1%*	9 *1%*	13 *1%*	28 *2%*	- -	- -	4 *1%*	- -	* *	- -
NET : O'LEVELS OR EQUIVALENT	**277** 10%ci	**14** *6%*	**30** *6%*	**35** *8%*	**214** 11%ij	**88** 11%i	**93** 10%i	**75** *8%*	**49** *6%*	**89** *8%*	**15** *11%*	**5** *4%*	**36** *8%*	**214** 11%q	**88** 11%q	**93** *10%*	**132** *8%*	**5** *4%*	**5** *7%*	**49** 12%qr	**33** 16%anop qr	**14** *10%*	**2** *14%*
CSEs	95 3%ij	3 *1%*	10 *2%*	15 *3%*	75 4%i	30 4%i	28 *3%*	25 *3%*	12 *1%*	32 *3%*	7 5%i	1 *1%*	17 3%i	75 *4%*	30 *4%*	28 *3%*	46 *3%*	1 *1%*	1 *1%*	17 *4%*	10 *5%*	3 *2%*	1 *5%*
5 or more O levels	82 *3%*	6 *3%*	8 *2%*	10 *2%*	65 *3%*	27 *3%*	33 *3%*	25 *3%*	19 *2%*	28 *3%*	7 *5%*	3 *3%*	11 *2%*	65 *3%*	27 *3%*	33 *3%*	39 *2%*	3 *3%*	3 *4%*	11 *3%*	13 6%anqt	7 *5%*	1 *6%*
4 or less O levels	54 *2%*	3 *1%*	6 *1%*	7 *2%*	46 2%i	21 3%i	24 2%i	16 *2%*	8 *1%*	13 *1%*	1 *1%*	- -	5 *1%*	46 *2%*	21 *3%*	24 *2%*	24 *1%*	- -	- -	13 3%q	6 *3%*	4 *3%*	- -
Scottish Highers	29 *1%*	2 *1%*	4 *1%*	3 *1%*	19 *1%*	7 *1%*	3 *	8 *1%*	9 *1%*	11 *1%*	1 *1%*	* *	2 *	19 *1%*	7 *1%*	3 *	18 *1%*	* *	* *1%*	5 *1%*	4 2%p	- -	* *3%*
5 or more Scottish Standard Grades, grades 1-3	8 *	- -	2 *	- -	5 *	2 *	* *	2 *	2 *	3 *	- -	* *	* *	5 *	2 *	* *	5 *	* *	* 1%	2 *	- -	- -	- -

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QDEM11 Highest educational or vocational qualification currently have

Base : All adults 16+

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	2894	253	495	457	2000	830	957	923	837	1115	138*	120*	484	2000	830	957	1684	120*	71*	412	205	139	15**
4 or less Scottish Standard Grades, grades 1-3	5 *	- -	- -	- -	3 *	1 *	2 *	- -	* *	1 *	- -	- -	- -	3 *	1 *	2 *	1 *	- -	- -	* *	* *	* *	- -
Scottish Standard Grades, grades 4-7	3 *	- -	- -	- -	2 *	* *	2 *	- -	- -	- -	- -	- -	* *	2 *	* *	2 *	- -	- -	- -	* *	- -	* *q	- -
Don't know	66 2%dhi	* *	9 2%	1 *	42 2%	16 2%	16 2%	9 1%	7 1%	16 1%	4 3%	2 1%	12 3%j	42 2%	16 2%	16 2%	22 1%	2 1%	1 1%	15 4%q	9 4%nopq	3 2%	- -
Refused	33 1%ijq	2 1%	3 1%	2 1%	17 1%i	9 1%ij	4 *	3 *	- -	3 *	2 1%i	- -	1 *	17 1%q	9 1%q	4 *	4 *	- -	- -	10 3%anpq	2 1%	3 2%q	- -

KANTAR MEDIA

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

QDEM12 Housing Tenure

Base : All adults 16+

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	2894	1379	1515	328	409	373	387	420	540	437	737	760	1397	512	753	608	1021	1265	1629	1199	1695
Weighted base	2894	1409	1485	354	539	505	492	356	365	283	893	997	1004	565	860	651	818	1425	1469	1678	1216
A small town	913	423	489	120	152	148	163	126	118	86	272	311	330	183	283	232	215	466	446	532	380
	32%q	*30%*	*33%*	*34%*	*28%*	*29%*	*33%*	*35%e*	*32%*	*30%*	*30%*	*31%*	*33%*	*32%q*	*33%q*	*36%q*	*26%*	*33%*	*30%*	*32%*	*31%*
A large town	708	363	344	71	138	142	113	96	82	66	209	255	244	119	219	168	202	338	370	421	287
	24%	*26%*	*23%*	*20%*	*26%*	*28%d*	*23%*	*27%*	*23%*	*23%*	*23%*	*26%*	*24%*	*21%*	*25%*	*26%*	*25%*	*24%*	*25%*	*25%*	*24%*
A city	685	328	357	94	157	123	111	74	66	61	251	234	200	153	159	130	244	312	373	400	285
	24%imo	*23%*	*24%*	*27%i*	*29%ahij*	*24%i*	*23%*	*21%*	*18%*	*21%*	*28%am*	*23%*	*20%*	*27%op*	*18%*	*20%*	*30%aop*	*22%*	*25%*	*24%*	*23%*
A village	422	207	215	47	67	67	83	40	71	47	115	149	158	82	143	92	105	225	197	238	184
	15%	*15%*	*14%*	*13%*	*12%*	*13%*	*17%*	*11%*	*19%adefh*	*17%h*	*13%*	*15%*	*16%*	*15%*	*17%*	*14%*	*13%*	*16%*	*13%*	*14%*	*15%*
A rural area	167	87	79	22	24	26	22	21	28	24	46	48	72	28	56	30	53	84	83	87	80
	6%	*6%*	*5%*	*6%*	*4%*	*5%*	*5%*	*6%*	*8%*	*8%eg*	*5%*	*5%*	*7%*	*5%*	*6%*	*5%*	*6%*	*6%*	*6%*	*5%*	*7%*

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QDEM12 Housing Tenure

Base : All adults 16+

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	2894	1768	362	413	351	1986	557	280	188	153	185	170	208	86	238	260	2642	234
Weighted base	2894	2423	248	142	81	2307	506	393	245	208	251	245	269	124*	321	367	2549	325
A small town	913	780	70	46	17	713	182	140	87	104	91	80	105	49	92	30	859	51
	32%epr	32%e	*28%*	32%e	*21%*	*31%*	*36%*	36%p	36%p	50%ahiklop	36%p	32%p	39%aop	39%p	29%p	*8%*	34%r	*16%*
A large town	708	599	70	10	29	602	77	122	57	28	75	31	87	14	65	120	593	107
	24%dgjln	25%d	28%d	*7%*	35%abcd	26%g	*15%*	31%ajlno	23%jln	*13%*	30%ijlno	*13%*	32%ajlno	*11%*	*20%*	33%ajlno	*23%*	33%aq
A city	685	610	47	10	18	619	48	30	30	28	29	82	25	47	124	215	523	154
	24%dghijkm q	25%cd	19%d	*7%*	22%cd	27%ag	*10%*	*8%*	*12%*	*13%*	*12%*	33%ahijkm	*9%*	38%ahijkm	39%ahijkm	59%ahijkm no	*21%*	47%aq
A village	422	308	56	47	11	276	136	82	51	35	29	38	35	10	27	1	412	10
	15%fopr	*13%*	23%abe	33%abce	*14%*	*12%*	27%af	21%akmnop	21%aknop	17%op	11%p	16%op	13%p	8%p	8%p	*	16%r	*3%*
A rural area	167	127	6	29	6	97	64	18	20	13	28	14	17	4	12	1	163	4
	6%cfpr	5%c	*2%*	20%abce	7%c	*4%*	13%af	5%p	8%p	6%p	11%ahop	6%p	6%p	4%p	4%p	*	6%r	*1%*

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QDEM12 Housing Tenure

Base : All adults 16+

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	2894	194	424	394	2096	910	910	783	686	922	109	100	474	2096	910	910	1418	100	60	517	290	184	14
Weighted base	2894	253	495	457	2000	830	957	923	837	1115	138*	120*	484	2000	830	957	1684	120*	71*	412	205	139	15**
A small town	913	75	156	155	644	275	339	292	247	362	51	34	170	644	275	339	538	34	23	133	59	49	6
	32%	*30%*	*32%*	*34%*	*32%*	*33%*	35%i	*32%*	*30%*	*32%*	*37%*	*28%*	*35%*	*32%*	*33%*	*35%*	*32%*	*28%*	*32%*	*32%*	*29%*	*35%*	*42%*
A large town	708	64	133	99	474	185	197	224	213	251	31	25	98	474	185	197	406	25	16	111	43	25	2
	24%gp	*25%*	*27%*	*22%*	*24%*	*22%*	*21%*	*24%*	*25%*	*23%*	*22%*	*21%*	*20%*	*24%*	*22%*	*21%*	*24%*	*21%*	*22%*	27%p	*21%*	*18%*	*12%*
A city	685	57	110	99	440	177	195	209	225	282	29	37	111	440	177	195	409	37	16	94	49	24	2
	24%	*23%*	*22%*	*22%*	*22%*	*21%*	*20%*	*23%*	27%efg	25%g	*21%*	31%g	*23%*	*22%*	*21%*	*20%*	*24%*	31%pv	*22%*	*23%*	*24%*	*18%*	*15%*
A village	422	40	64	71	315	135	170	134	105	163	15	19	68	315	135	170	238	19	12	49	36	29	2
	15%	*16%*	*13%*	*16%*	*16%*	*16%*	18%i	*14%*	*13%*	*15%*	*11%*	*16%*	*14%*	*16%*	*16%*	18%qt	*14%*	*16%*	*17%*	*12%*	*17%*	21%qt	*15%*
A rural area	167	16	31	32	127	58	56	64	47	57	12	5	36	127	58	56	92	5	4	25	18	12	2
	6%	*7%*	*6%*	*7%*	*6%*	*7%*	*6%*	*7%*	*6%*	*5%*	*9%*	*4%*	*7%*	*6%*	*7%*	*6%*	*5%*	*4%*	*6%*	*6%*	*9%*	*8%*	*16%*

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

QDEM14 Disability

Base : All adults 16+

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	2894	1379	1515	328	409	373	387	420	540	437	737	760	1397	512	753	608	1021	1265	1629	1199	1695
Weighted base	2894	1409	1485	354	539	505	492	356	365	283	893	997	1004	565	860	651	818	1425	1469	1678	1216
NET : WITH ILLNESS/ HEALTH PROBLEMS	**624** 22%defkl nort	**306** ***22%***	**318** ***21%***	**43** ***12%***	**51** ***10%***	**59** ***12%***	**87** 18%ef	**100** 28%adefg	**131** 36%adefg h	**153** 54%adefg hi	**95** ***11%***	**146** 15%k	**383** 38%akl	**75** ***13%***	**142** ***16%***	**117** ***18%***	**291** 36%anop	**217** ***15%***	**408** 28%ar	**161** ***10%***	**463** 38%at
Cannot walk very far or manage stairs or can only do so with difficulty	210 7%defkln ort	92 *7%*	118 *8%*	5 *1%*	1 *	12 2%e	22 4%de	36 10%defg	58 16%adefg h	76 27%adefgh i	6 *1%*	34 3%k	170 17%akl	24 *4%*	39 *4%*	33 *5%*	114 14%anop	63 *4%*	147 10%ar	15 *1%*	195 16%at
Breathlessness or chest pains	171 6%defkln ort	97 *7%*	74 *5%*	4 *1%*	4 *1%*	12 *2%*	24 5%de	30 9%def	45 12%adefg	50 18%adefgh i	9 *1%*	37 4%k	125 12%akl	19 *3%*	31 *4%*	35 *5%*	86 11%anop	50 *3%*	121 8%ar	32 *2%*	139 11%at
Poor hearing, partial hearing or deafness	102 4%deklt	61 *4%*	41 *3%*	1 *	5 *1%*	7 *1%*	8 *2%*	10 3%de	28 8%adefg h	42 15%adefgh i	6 *1%*	16 *2%*	80 8%akl	19 *3%*	20 *2%*	15 *2%*	48 6%aop	39 *3%*	63 *4%*	23 *1%*	79 6%at
Poor vision, partial sight or blindness	101 3%eklrt	60 *4%*	41 *3%*	6 *2%*	4 *1%*	8 *2%*	9 *2%*	16 4%def	24 7%adefg	34 12%adefgh i	10 *1%*	18 *2%*	74 7%akl	13 *2%*	18 *2%*	19 *3%*	51 6%anop	31 *2%*	70 5%r	27 *2%*	74 6%at
Mental health problems or difficulties	91 3%ijmt	47 *3%*	44 *3%*	19 5%ij	20 4%ij	15 *3%*	22 5%ij	10 *3%*	4 *1%*	2 *1%*	38 4%m	37 4%m	16 *2%*	9 *2%*	23 *3%*	14 *2%*	45 5%anop	32 *2%*	59 4%r	24 *1%*	67 6%at
Dyslexia	54 2%jm	25 *2%*	29 *2%*	17 5%afghij	16 3%ij	8 2%j	8 2%j	4 *1%*	1 *	- -	33 4%alm	16 2%m	5 *1%*	7 *1%*	14 *2%*	11 *2%*	22 *3%*	21 *1%*	33 *2%*	28 *2%*	26 *2%*
Limited ability to reach	40 1%ekt	16 *1%*	24 *2%*	2 *	- -	5 *1%*	4 *1%*	7 2%e	8 2%e	16 6%adefgh i	2 *	9 *1%*	30 3%akl	2 *	9 *1%*	8 *1%*	21 3%ano	12 *1%*	29 2%r	6 *	35 3%at
Cannot walk at all\ use a wheelchair	33 1%jl	14 *1%*	19 *1%*	2 *	3 *1%*	2 *	5 *1%*	4 *1%*	6 *2%*	11 4%adefgh	5 *1%*	7 *1%*	21 2%akl	1 *	7 *1%*	6 *1%*	18 2%ano	8 *1%*	25 2%r	6 *	27 2%at
Difficulty in speaking or communicating	27 *1%*	13 *1%*	14 *1%*	3 *1%*	1 *	8 *2%*	3 *1%*	5 *1%*	1 *	5 2%el	4 *	11 *1%*	12 *1%*	- -	9 1%n	3 *1%*	15 2%n	9 *1%*	18 *1%*	9 *1%*	18 1%tl
Other illnesses\ health problems which limit your daily activities\ work you can do	120 4%deknt	47 *3%*	73 *5%*	5 *1%*	4 *1%*	15 3%e	26 5%de	29 8%adef	23 6%adef	18 6%def	9 *1%*	41 4%k	70 7%akl	11 *2%*	35 *4%*	21 *3%*	54 7%anop	46 *3%*	74 5%r	32 *2%*	88 7%at
None	2270 78%hijmq su	1103 *78%*	1167 *79%*	311 88%ahij	487 90%aghij	446 88%aghij	405 82%hij	257 72%ij	235 64%j	130 *46%*	798 89%alm	851 85%am	621 *62%*	490 87%aq	719 84%aq	534 82%q	527 *64%*	1209 85%as	1061 *72%*	1517 90%au	753 *62%*

KANTAR MEDIA

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QDEM14 Disability

Base : All adults 16+

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	2894	1768	362	413	351	1986	557	280	188	153	185	170	208	86	238	260	2642	234
Weighted base	2894	2423	248	142	81	2307	506	393	245	208	251	245	269	124*	321	367	2549	325
NET : WITH ILLNESS/ HEALTH PROBLEMS	**624**	**518**	**52**	**39**	**15**	**485**	**124**	**91**	**54**	**54**	**60**	**52**	**63**	**26**	**66**	**52**	**587**	**33**
	22%pr	***21%***	***21%***	28%abce	***18%***	***21%***	***25%***	23%p	22%p	26%p	24%p	***21%***	23%p	***21%***	***21%***	***14%***	23%r	***10%***
Cannot walk very far or manage stairs or can only do so with difficulty	210	172	18	15	5	163	42	29	17	27	22	14	21	7	19	15	199	10
	7%r	7%	7%	10%ab	7%	7%	8%	7%	7%	13%alop	9%	6%	8%	6%	6%	4%	8%r	3%
Breathlessness or chest pains	171	141	15	12	3	141	27	19	9	18	11	23	15	9	25	13	165	4
	6%r	6%	6%	8%e	3%	6%	5%	5%	3%	9%p	4%	10%ip	6%	7%	8%	4%	6%r	1%
Poor hearing, partial hearing or deafness	102	89	3	7	3	80	19	15	5	11	11	7	9	8	13	11	96	6
	4%c	4%c	1%	5%c	3%c	3%	4%	4%	2%	5%	4%	3%	3%	6%	4%	3%	4%	2%
Poor vision, partial sight or blindness	101	85	5	8	3	81	18	17	10	9	9	14	9	-	9	8	95	6
	3%	4%	2%	6%abc	3%	4%	4%	4%	4%	4%	4%	6%n	3%	-	3%	2%	4%	2%
Mental health problems or difficulties	91	79	5	5	2	74	15	16	12	8	8	7	8	5	8	7	88	3
	3%	3%	2%	3%	2%	3%	3%	4%	5%	4%	3%	3%	3%	4%	3%	2%	3%	1%
Dyslexia	54	48	3	2	1	35	18	12	6	3	7	5	6	3	2	4	54	-
	2%r	2%	1%	2%	2%	2%	4%cf	3%	2%	2%	3%	2%	2%	3%	1%	1%	2%r	-
Limited ability to reach	40	36	-	3	1	33	6	2	8	7	3	4	2	1	5	5	39	1
	1%c	2%c	-	2%c	1%c	1%	1%	1%	3%h	3%h	1%	2%	1%	1%	2%	1%	2%	*
Cannot walk at all\ use a wheelchair	33	31	1	1	-	28	5	2	4	3	3	6	6	1	4	3	32	-
	1%	1%	1%	1%	-	1%	1%	*	1%	1%	1%	2%	2%	1%	1%	1%	1%	-
Difficulty in speaking or communicating	27	25	1	-	1	26	1	3	6	5	2	3	1	1	2	3	27	-
	1%	1%	1%	-	1%	1%	*	1%	2%	2%	1%	1%	*	1%	1%	1%	1%	-
Other illnesses\ health problems which limit your daily activities\ work you can do	120	98	11	9	2	93	25	14	12	6	13	14	13	5	8	14	106	12
	4%	4%	4%	6%be	3%	4%	5%	4%	5%	3%	5%	6%	5%	4%	2%	4%	4%	4%
None	2270	1905	197	102	66	1822	382	302	192	154	191	194	206	98	254	315	1962	292
	78%d	79%d	79%d	72%	82%d	79%	75%	77%	78%	74%	76%	79%	77%	79%	79%	86%ahijkm	77%	90%aq

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QDEM14 Disability

Base : All adults 16+

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	2894	194	424	394	2096	910	910	783	686	922	109	100	474	2096	910	910	1418	100	60	517	290	184	14
Weighted base	2894	253	495	457	2000	830	957	923	837	1115	138*	120*	484	2000	830	957	1684	120*	71*	412	205	139	15**
NET : WITH ILLNESS/ HEALTH PROBLEMS	**624** 22%cdhijq	**38** ***15%***	**81** ***16%***	**72** ***16%***	**487** 24%hijm	**190** 23%hij	**207** 22%hij	**143** ***15%***	**115** ***14%***	**163** ***15%***	**28** ***20%***	**28** 24%ij	**90** ***19%***	**487** 24%q	**190** 23%q	**207** 22%q	**244** ***14%***	**28** 24%q	**15** ***20%***	**133** 32%anoq	**75** 36%anoqrs	**42** 30%apq	**4** ***28%***
Cannot walk very far or manage stairs or can only do so with difficulty	210 7%chijq	13 *5%*	19 *4%*	23 *5%*	173 9%hij	75 9%hij	66 7%hij	39 4%i	16 *2%*	34 *3%*	8 6%i	8 7%i	34 7%ij	173 9%q	75 9%q	66 7%q	58 *3%*	8 *7%*	6 *8%*	58 14%anoq	34 17%anoqr	14 10%q	2 *14%*
Breathlessness or chest pains	171 6%bchijq	5 *2%*	13 *3%*	14 *3%*	136 7%hijm	53 6%hij	58 6%hij	28 *3%*	20 *2%*	34 *3%*	2 *2%*	7 *6%*	18 *4%*	136 7%q	53 6%q	58 6%q	48 *3%*	7 *6%*	3 *4%*	43 10%anoq	24 12%anoq	13 10%q	- -
Poor hearing, partial hearing or deafness	102 4%hjq	4 *1%*	10 *2%*	9 *2%*	81 4%hj	40 5%hij	32 *3%*	15 *2%*	22 *3%*	22 *2%*	5 *4%*	4 *3%*	15 *3%*	81 4%q	40 5%q	32 *3%*	36 *2%*	4 *3%*	2 *2%*	21 5%q	19 9%anopqt	7 5%q	- -
Poor vision, partial sight or blindness	101 3%cijq	3 *1%*	7 *1%*	10 *2%*	87 4%hijk	29 4%ij	37 4%ij	19 *2%*	14 *2%*	10 *1%*	- -	7 6%ijk	11 *2%*	87 4%q	29 4%q	37 4%q	30 *2%*	7 6%q	3 *4%*	29 7%anopq	11 5%q	9 7%q	1 *6%*
Mental health problems or difficulties	91 3%	12 *5%*	14 *3%*	11 *2%*	53 *3%*	24 *3%*	29 *3%*	29 *3%*	39 5%e	50 5%e	7 *5%*	6 *5%*	26 5%ae	53 *3%*	24 *3%*	29 *3%*	59 *3%*	6 *5%*	4 *6%*	9 *2%*	3 *2%*	7 *5%*	- -
Dyslexia	54 *2%*	4 *2%*	22 4%a	13 *3%*	36 *2%*	10 *1%*	19 *2%*	28 3%f	23 *3%*	30 *3%*	6 5%f	- -	13 *3%*	36 *2%*	10 *1%*	19 *2%*	38 *2%*	- -	- -	6 *1%*	1 *	1 *1%*	- -
Limited ability to reach	40 1%hq	1 *1%*	1 *	1 *	32 2%h	9 *1%*	10 *1%*	3 *	4 *1%*	7 *1%*	1 *1%*	7 5%aefghijm	4 *1%*	32 2%q	9 *1%*	10 *1%*	10 *1%*	7 5%anopq	1 *1%*	12 3%aopq	5 2%q	1 *1%*	1 *5%*
Cannot walk at all\ use a wheelchair	33 *1%*	1 *	4 *1%*	5 *1%*	27 *1%*	5 *1%*	12 *1%*	8 *1%*	5 *1%*	13 *1%*	* *	2 2%	2 *	27 *1%*	5 *1%*	12 *1%*	16 *1%*	2 *2%*	- -	6 *1%*	3 *1%*	3 *2%*	- -
Difficulty in speaking or communicating	27 *1%*	2 *1%*	3 *1%*	1 *	21 *1%*	9 *1%*	15 2%j	4 *	4 *	5 *	- -	3 3%hij	5 *1%*	21 *1%*	9 *1%*	15 2%q	9 *1%*	3 3%q	1 *2%*	2 *1%*	1 *	2 *2%*	1 *9%*

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QDEM14 Disability

Base : All adults 16+

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Weighted base	2894	253	495	457	2000	830	957	923	837	1115	138*	120*	484	2000	830	957	1684	120*	71*	412	205	139	15**
Other illnesses\ health problems which limit your daily activities\ work you can do	120 4%j	7 3%	17 3%	21 5%	95 5%j	35 4%i	40 4%i	32 3%	15 2%	30 3%	7 5%	6 5%	13 3%	95 5%q	35 4%	40 4%	49 3%	6 5%	4 6%	27 7%aq	13 6%q	7 5%	2 14%
None	2270 78%uv	214 85%	413 84%a	385 84%a	1513 76%	640 77%	750 78%	780 85%aefg	722 86%aefg i	952 85%aefg i	110 80%	92 76%	393 81%e	1513 76%tu	640 77%tu	750 78%tuv	1440 86%anop rtuv	92 76%u	57 80%u	279 68%	130 64%	97 70%	11 72%

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QDEM15 Working status of Chief Income Earner (CIE)

Base : All adults 16+

		Sex		Age (A)							Age (B)			Social Grade (A)				Social Grade (B)		Working Status	
	Total (a)	Male (b)	Female (c)	16 - 24 (d)	25 - 34 (e)	35 - 44 (f)	45 - 54 (g)	55 - 64 (h)	65 - 74 (i)	75+ (j)	16 - 34 (k)	35 - 54 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Working (t)	Not working (u)
Unweighted base	2894	1379	1515	328	409	373	387	420	540	437	737	760	1397	512	753	608	1021	1265	1629	1199	1695
Weighted base	2894	1409	1485	354	539	505	492	356	365	283	893	997	1004	565	860	651	818	1425	1469	1678	1216
Employed	1689 58%imqsu	820 *58%*	870 *59%*	249 70%ahij	430 80%adghij	388 *77%*ahij	350 71%ahij	188 53%ij	60 16%j	25 *9%*	679 *76%*am	738 *74%*am	273 *27%*	386 68%aq	596 69%aq	415 64%aq	293 *36%*	982 69%as	707 *48%*	1388 83%au	302 *25%*
Not working, dependent on state benefit	463 16%efgklnoprt	205 *15%*	258 *17%*	46 13%l	47 *9%*	38 *8%*	49 *10%*	65 18%efg	106 29%adefgh	111 39%adefghi	93 *10%*	87 *9%*	282 28%akl	6 *1%*	33 4%n	13 *2%*	411 50%anop	39 *3%*	424 29%ar	20 *1%*	442 36%at
Not working, other income	433 15%efgklqst	232 *16%*	201 *14%*	41 12%efg	6 *1%*	2 *	11 *2%*	57 16%efg	175 48%adefgh	142 50%adefgh	47 5%l	13 *1%*	373 *37%*akl	128 23%apq	151 18%q	96 15%q	58 *7%*	279 20%as	154 *10%*	20 *1%*	413 34%at
Self-employed	303 10%dijmqu	149 *11%*	154 *10%*	17 5%j	56 10%dj	76 15%adij	79 16%adeij	47 13%dij	24 *7%*j	4 *2%*	72 *8%*	155 16%akm	75 *8%*	45 *8%*	78 *9%*	128 20%anoq	53 *6%*	123 *9%*	180 12%r	250 15%au	53 *4%*
Don't know	5 *	3 *	2 *	2 *	- -	* *	3 *1%*	- -	1 *	- -	2 *	3 *	1 *	- -	2 *	- -	4 *	2 *	4 *	- -	5 *1

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j - a/k/l/m - a/n/o/p/q - a/r/s - a/t/u

Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QDEM15 Working status of Chief Income Earner (CIE)

Base : All adults 16+

		Nation				Rural/Urban Split		England Regions									Ethnic Group	
	Total (a)	England (b)	Scot land (c)	Wales (d)	N Ireland (e)	Urban (f)	Rural (g)	S East (h)	S West (i)	E Mid lands (j)	W Mid lands (k)	York shire/ Humber side (l)	E Anglia (m)	N East (n)	N West (o)	London (p)	White (q)	Non-White (r)
Unweighted base	2894	1768	362	413	351	1986	557	280	188	153	185	170	208	86	238	260	2642	234
Weighted base	2894	2423	248	142	81	2307	506	393	245	208	251	245	269	124*	321	367	2549	325
Employed	1689 *58%g*	1415 *58%*	149 *60%*	80 *57%*	45 *55%*	1385 *60%g*	260 *51%*	237 *60%*	136 *55%*	120 *57%*	149 *59%*	143 *58%*	155 *58%*	86 *69%o*	171 *53%*	218 *59%*	1468 *58%*	213 *66%aq*
Not working, dependent on state benefit	463 *16%h*	376 *16%*	43 *17%*	18 *13%*	25 *31%abcd*	365 *16%*	73 *14%*	43 *11%*	25 *10%*	39 *19%hi*	43 *17%*	46 *19%hi*	41 *15%*	20 *16%*	71 *22%ahip*	49 *13%*	412 *16%*	42 *13%*
Not working, other income	433 *15%epr*	362 *15%e*	39 *16%e*	26 *19%e*	5 *7%*	313 *14%*	114 *23%af*	67 *17%p*	58 *24%ajlmnop*	28 *13%*	42 *17%p*	33 *13%*	39 *14%*	11 *9%*	48 *15%*	35 *10%*	413 *16%r*	19 *6%*
Self-employed	303 *10%e*	265 *11%ce*	18 *7%*	16 *11%*	6 *7%*	240 *10%*	58 *12%*	45 *12%*	25 *10%*	21 *10%*	15 *6%*	23 *9%*	33 *12%k*	7 *6%*	30 *10%*	64 *17%akno*	252 *10%*	50 *15%aq*
Don't know	5 *	5 *	- -	1 *1%*	- -	5 *	1 *	- -	1 *	- -	2 *1%*	1 *	- -	- -	- -	1 *	4 *	1 *

Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i/j/k/l/m/n/o/p - a/q/r
*** small base**

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Ofcom News Research 2016 : : QS0162 - 311542/311543/311544/311644 : November 2016

QDEM15 Working status of Chief Income Earner (CIE)

Base : All adults 16+

		Device used for news			Platforms used for news (9 platforms)									Platforms used for news (5 Main Types)									
	Total (a)	Desktop computer (b)	Laptop/ netbook computer (c)	Tablet (d)	TV (e)	Newspapers (printed) (f)	Radio (g)	Internet or apps on a computer/ laptop/ netbook /tablet (h)	Internet or apps on a mobile phone (i)	Social media (e.g. Facebook, Twitter) (j)	Interactive TV services via the 'red button', Ceefax/ apps on the TV (k)	Magazines (l)	Word of mouth (family / friends / colleagues) - in person/ by phone/ email (m)	TV (n)	Newspapers (printed) (o)	Radio (p)	Internet (q)	Magazines (printed) (r)	Newspapers and Magazines (printed) (s)	TV Only (t)	TV and Newspapers (printed) Only (u)	TV, Radio and Newspapers (printed) Only (v)	TV, Radio, Newspapers (printed) and Magazines Only (w)
Unweighted base	2894	194	424	394	2096	910	910	783	686	922	109	100	474	2096	910	910	1418	100	60	517	290	184	14
Weighted base	2894	253	495	457	2000	830	957	923	837	1115	138*	120*	484	2000	830	957	1684	120*	71*	412	205	139	15**
Employed	1689 58%otuv	182 72%a	332 67%a	309 68%a	1104 55%f	389 47%	559 58%f	621 67%aefg	625 75%aefghklm	790 71%aefgm	85 62%f	77 64%f	302 62%ef	1104 55%otuv	389 47%uv	559 58%otuv	1174 70%anopstuv	77 64%otuv	39 55%uv	179 43%uv	58 28%	39 28%	8 52%
Not working, dependent on state benefit	463 16%bcdghijpq	16 6%	30 6%	36 8%	334 17%ghijk	134 16%ghij	115 12%h	72 8%	72 9%	114 10%	11 8%	15 13%	70 14%hij	334 17%pq	134 16%pq	115 12%	159 9%	15 13%	9 13%	128 31%anopqrsv	54 27%anopqrs	27 20%pq	4 26%
Not working, other income	433 15%ijq	27 11%	65 13%	54 12%	360 18%ahijkm	209 25%aeghijklm	174 18%ahijkm	114 12%i	49 6%	103 9%i	13 10%	17 14%i	61 13%i	360 18%aq	209 25%anpqrt	174 18%aq	164 10%	17 14%	14 19%q	69 17%q	77 37%anopqrst	54 39%anopqrst	3 23%
Self-employed	303 10%	27 11%	65 13%	58 13%	197 10%	97 12%	108 11%	114 12%	89 11%	105 9%	28 20%aefghijm	11 9%	50 10%	197 10%	97 12%	108 11%	183 11%	11 9%	9 13%	37 9%	15 8%	19 14%	- -
Don't know	5 *	- -	2 *	- -	5 *	1 *	2 *	2 *	2 *	3 *	- -	- -	1 *	5 *	1 *	2 *	4 *	- -	- -	- -	1 *	- -	- -

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Fieldwork : 19/10/16 - 08/11/16 (Weeks 42/43/44)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f/g/h/i/j/k/l/m - a/n/o/p/q/r/s/t/u/v/w
*** small base; ** very small base (under 30) ineligible for sig testing**