

News consumption in the UK: 2016

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Introduction

- This report provides the findings of Ofcom's 2016 research into news consumption across television, radio, print and online. It is published as part of our range of market research reports which examine the consumption of content, and attitudes towards that content, across different platforms.
- The aim of this slide pack report is to inform an understanding of news consumption across the UK and within each UK nation. This includes sources and platforms used, the perceived importance of different outlets for news, attitudes to individual news sources, local news use and news consumption in the nations.
- The primary source is Ofcom's News Consumption Survey. The report also contains information from our Media Tracker survey, and a range of industry currencies including:
 - BARB for television viewing
 - NRS for national newspaper readership
 - ABC for newspaper circulation
 - comScore for online consumption

News Consumption Survey methodology

- The News Consumption Survey is a face-to-face omnibus survey conducted by Kantar. 2894 interviews were carried out, including boosts in Scotland, Wales and Northern Ireland to ensure a minimum of 350 respondents in each. Data is weighted to reflect the UK population. Interviews were conducted between 19th October – 8th November 2016. Statistically significant differences are at a 95% confidence level. Trends over time, and findings by different demographic groups, are shown on the slides where possible.
- The survey has approximately 150 codes for different potential sources for news, as well as the option to allow respondents to nominate their own sources which yields a further 700 or so, including regional sources. This gives us a bottom-up measure of what people consider they use for news (about their nation, the UK, and internationally) and will not necessarily include every possible outlet. The survey therefore provides a granular range of news sources. These individual news sources are then aggregated into various groups or “nets” relating to their owner or publisher.
- As part of the prompted list for online sources we include various social media and intermediary sources. However, we can’t tell from our survey which news brands people are using within these intermediaries.
- This is a recall-based survey. As such, it is likely to provide somewhat different results to other types of measurement. In particular, it may underestimate some online news consumption activity. It is likely to be harder for respondents to recall ad-hoc online news consumption compared to, say, the purchase of a newspaper or the watching of an evening television bulletin. On the other hand, respondents show through such surveys which news sources are resonant to them.

Industry currencies used in the report

- BARB (Broadcasters' Audience Research Board) is the official industry currency for TV consumption. It uses a continuous panel of approximately 5,300 UK homes and tracks television viewing among all people aged 4+ in these homes using meters attached to every working television set in the home.
- NRS (National Readership Survey) is a rolling face-to-face quantitative survey, interviewing over 28,000 respondents each year across Great Britain (i.e. not including Northern Ireland).
- NRS-PADD (Print and Digital Data) provides estimates for desktop, mobile and tablet devices. For desktop, NRS data is fused to comScore data; for mobile and tablet, NRS claims for these devices are adjusted to match reach estimates from comScore.
- ABC (Audit Bureau of Circulation) publishes verified newspaper circulation figures, based on sales information provided by publishers.
- comScore is the organisation that provides online audience measurement. It is endorsed by UKOM, the body that sets and governs the UK standard for the online industry. comScore uses a hybrid measurement approach to online audience measurement which consists of both panel and census data.

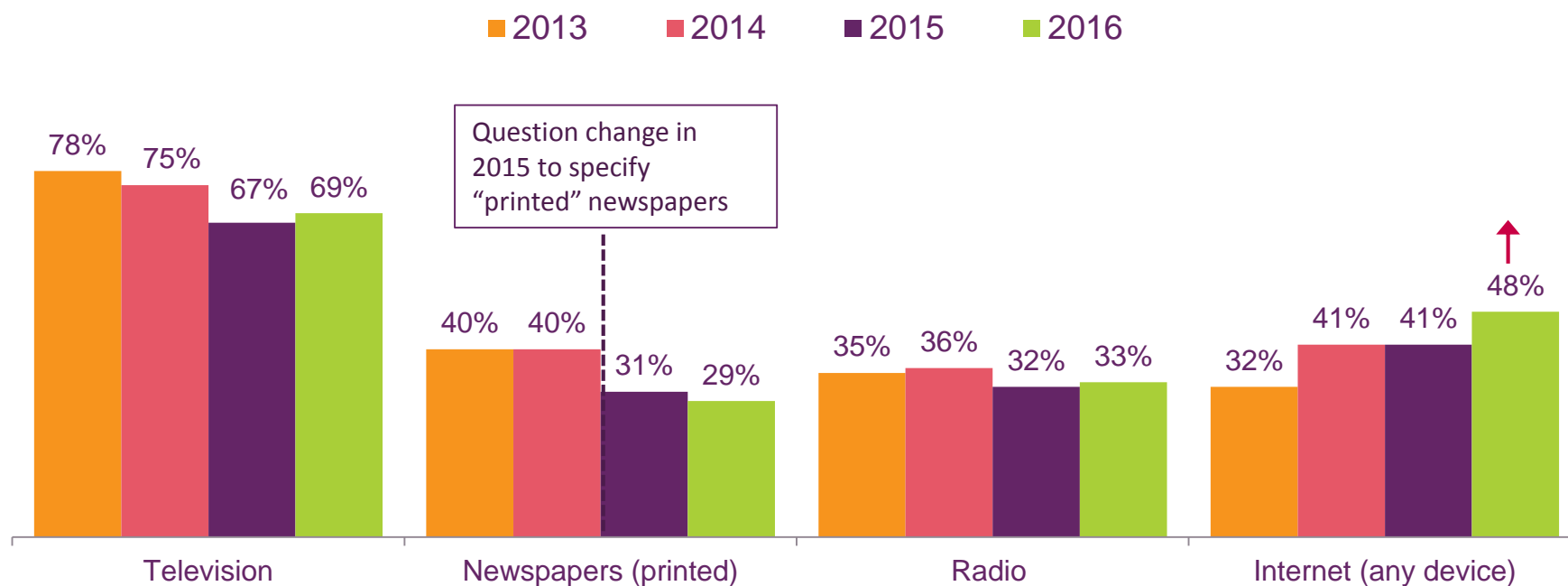
1 Platforms used for news 'nowadays'

Summary

- Although TV is the most-used platform for news nowadays (used by 69% of adults), the internet has seen a considerable increase in use compared to 2015 (48% vs. 41%).
- There are a number of differences by demographic group: half of 16-24s say they use TV for news compared to nine in ten of those aged 65+. Those aged 65+ are also more likely to be using newspapers and radio for news than those aged 16-24, while the younger age group are more likely to use the internet (63% for 16-34s vs. 18% for 65+). The ABC1 socio-economic group are more likely to use newspapers, radio and internet for news than C2DEs, but are just as likely to use TV.
- One in twenty (6%) use all four main platforms for news – i.e. TV, radio, newspapers and the internet. One in five (19%) uses only TV for news.
- Three in ten (29%) now use a mobile for news.

Figure 1.1 Use of four main platforms for news 'nowadays'

% of adults in UK



Q3a/Q3aa Which of the following do you use for news nowadays?

Base: All adults 16+ (2016: 2894), (2015: 2921), (2014: 2731), (2013: 2862). Arrows in red indicate differences of statistical significance between 2015 and 2016.

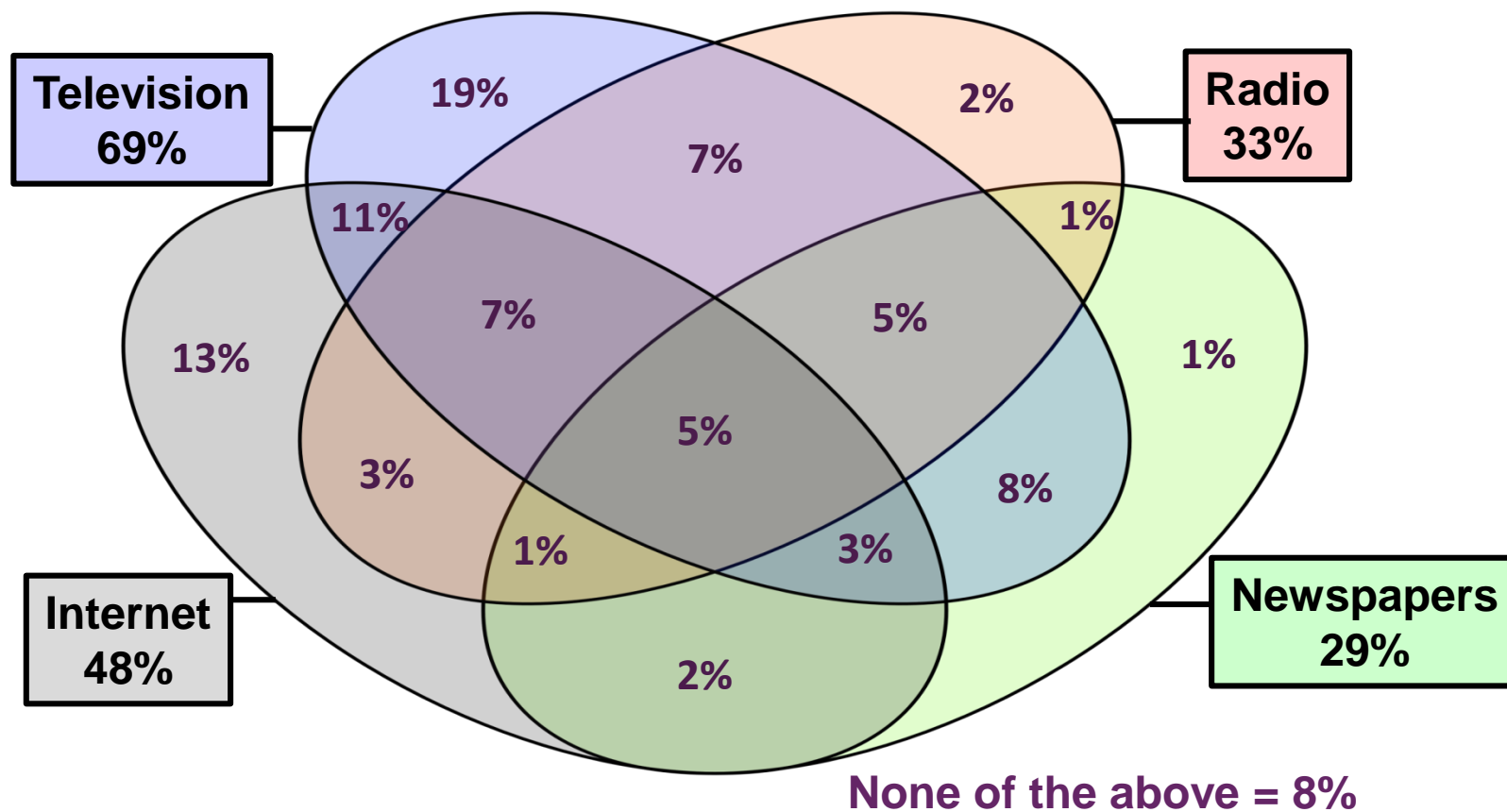
Figure 1.2 Use of four main platforms for news, by demographic group

	All 16+	Male	Female	16-24	65+	ABC1	C2DE	BAME	White
Television	69%	71%	68%	49%	↑ 89%	69%	69%	61%	↑ 70%
Newspapers (printed)	29%	30%	28%	14%	↑ 50%	↑ 31%	26%	21%	↑ 30%
Radio	33%	33%	33%	20%	↑ 35%	↑ 38%	29%	15%	↑ 35%
Internet (any device)	48%	49%	47%	↑ 63%	18%	↑ 61%	36%	49%	48%

Q3a/Q3aa Which of the following do you use for news nowadays?

Base: All 16+ (2894), Male (1379), Female (1515), 16-24 (328), 65+ (977), ABC1 (1265), C2DE (1629), BAME (234), White (2642). Arrows in red indicate significant differences: male vs. female 16-24 vs. 65+, ABC1 vs. C2DE, BAME vs. white.

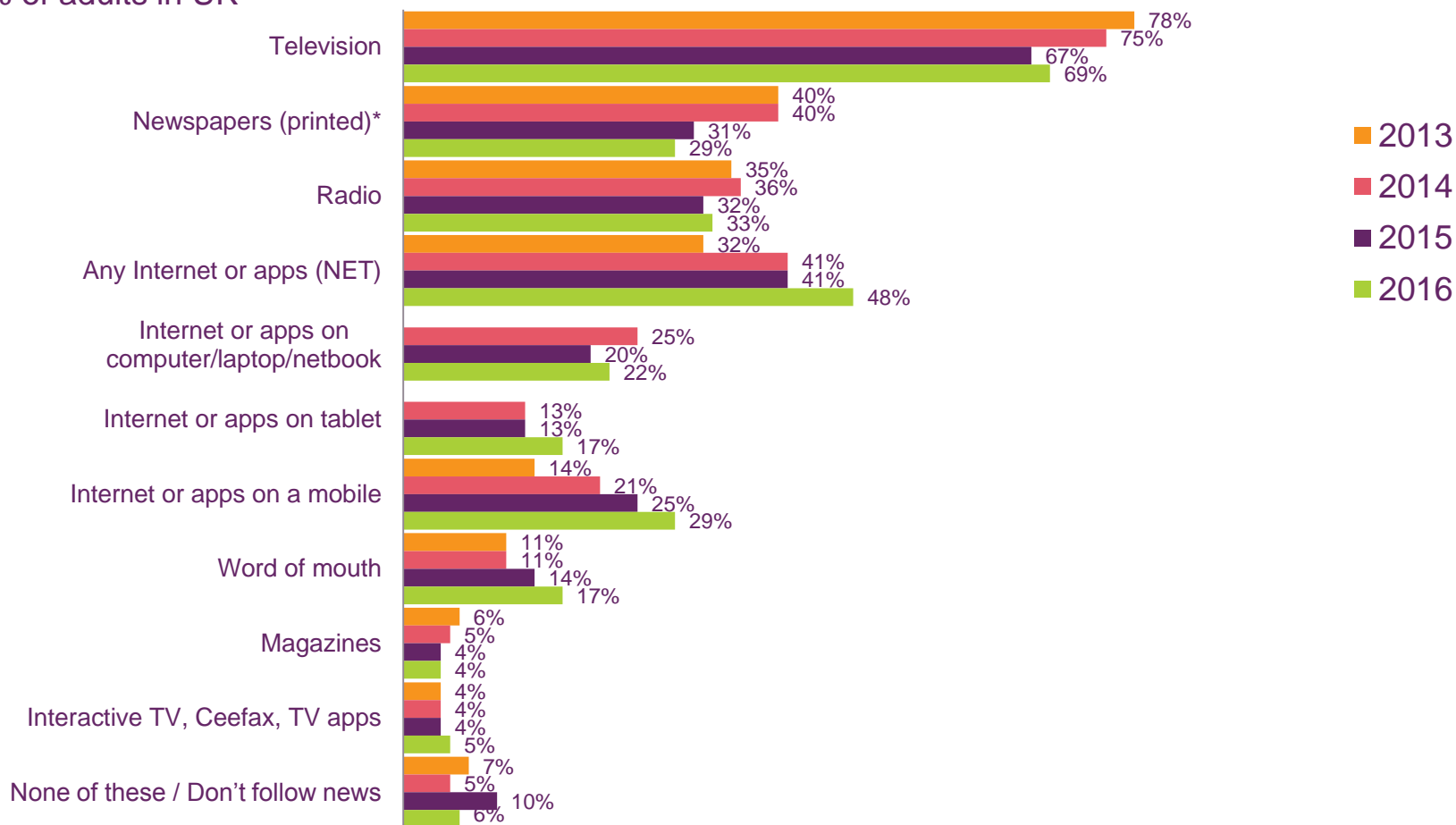
Figure 1.3 Extent of news consumption across the four main platforms



Q3a) Which of the following do you use for news nowadays?
Base: All adults 16+ (2894)

Figure 1.4 All platforms used for news 'nowadays', 2013 - 2016

% of adults in UK



Q3a/Q3aa Which of the following do you use for news nowadays?

Base: All adults 16+ (2016: 2894), (2015: 2921), (2014: 2731), (2013: 2862)

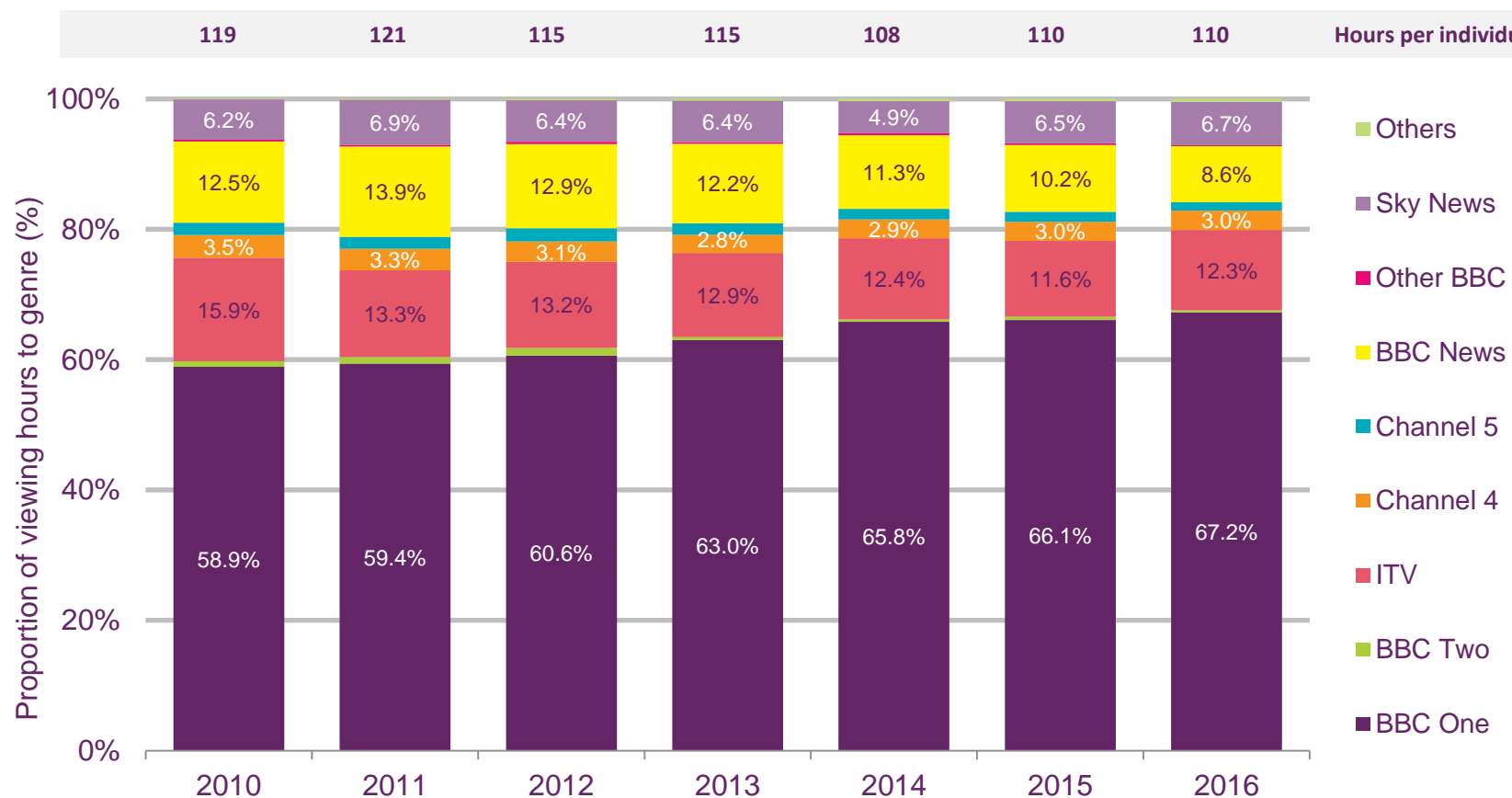
*'Newspaper' code was changed in 2015 to 'Newspaper (printed)'.

2 News consumption via television

Summary

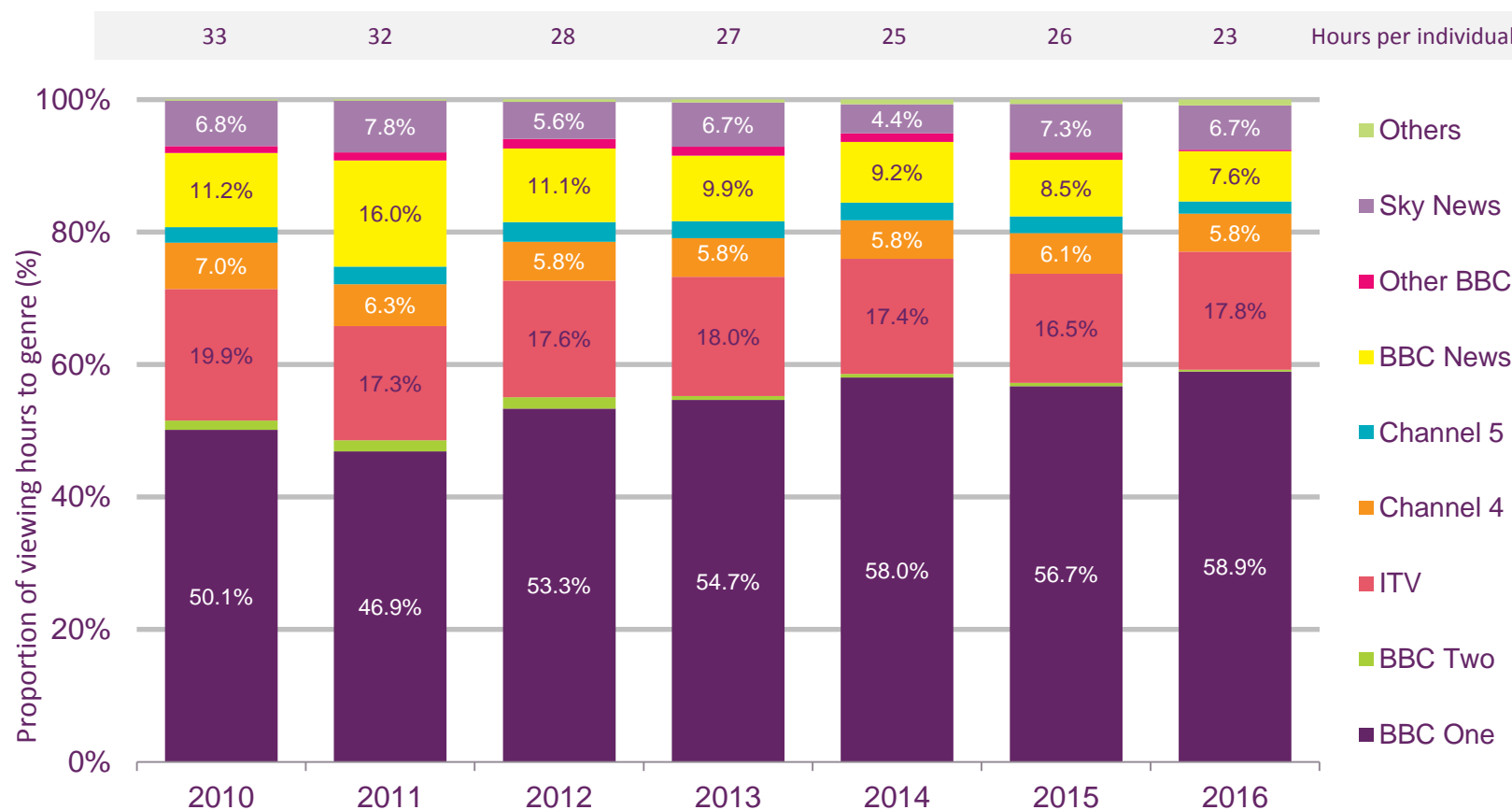
- BARB figures show that in 2016, adults watched an average of 110 hours of news on TV. 16-24s watched 23 hours in 2016 compared to 33 hours in 2015. In contrast, adults aged 65+ watched 215 hours in 2016 – a figure that has changed little since 2010.
- The majority of news viewing is to BBC One.
- ABC1 socio-economic groups are more likely than C2DEs to watch most channels, although C2DEs are more likely than ABC1s to watch ITV.
- People from BAME (black and minority ethnic) groups are more likely to watch the BBC News Channel and CNN than are white groups.

Figure 2.1 Proportion of viewing to national/international news by channel group – Adults 16+, 2010-2016



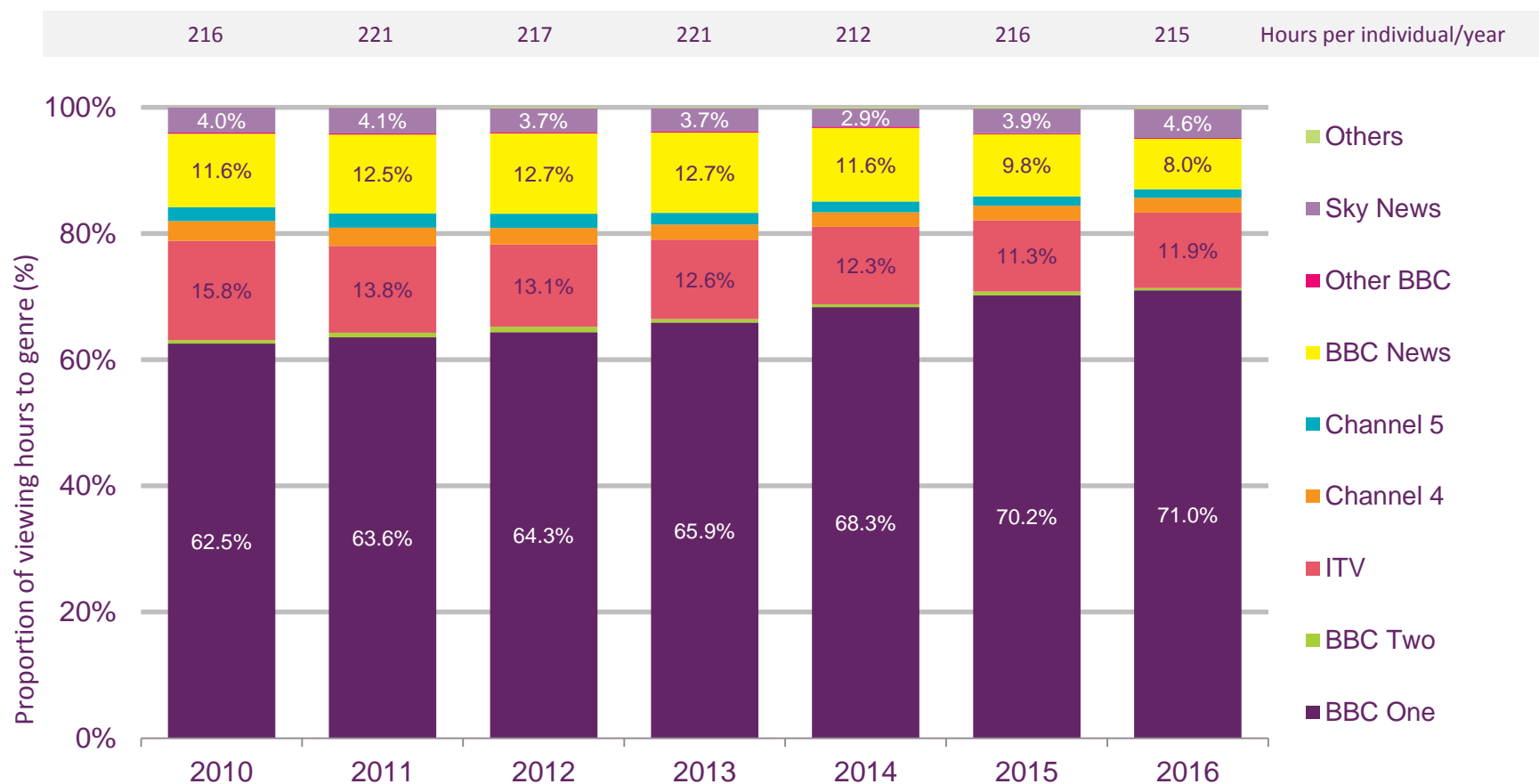
Source: BARB, Network. Network programming based on 4+ area filter; Genre = *national / international news*. Channels include their HD and +1 variants. Others = all other channels that showed national/international news that are not any of the listed channels above.

Figure 2.2 Proportion of viewing to national/international news by channel group – Adults 16-24, 2010-16



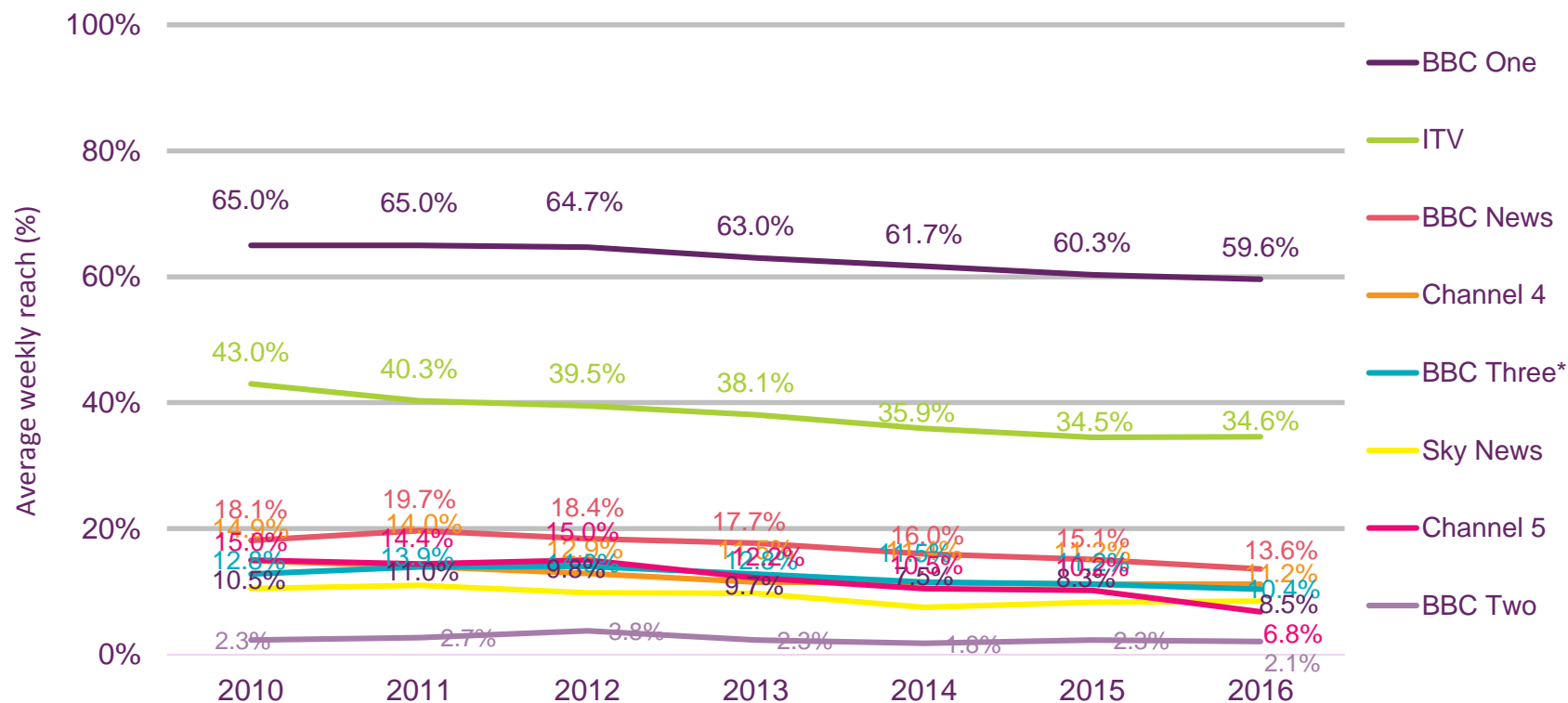
Source: BARB Network. Network programming based on 4+ area filter; Genre= national / international news. Channels include their HD and +1 variants. Others = all other channels that showed national/international news that are not any of the listed channels above.

Figure 2.3 Proportion of viewing to national/international news by channel group – Adults 65+, 2010-16



Source: BARB Network. Network programming based on 4+ area filter; Genre= *national / international news*. Channels include their HD and +1 variants. Others = all other channels that showed national/international news that are not any of the listed channels above.

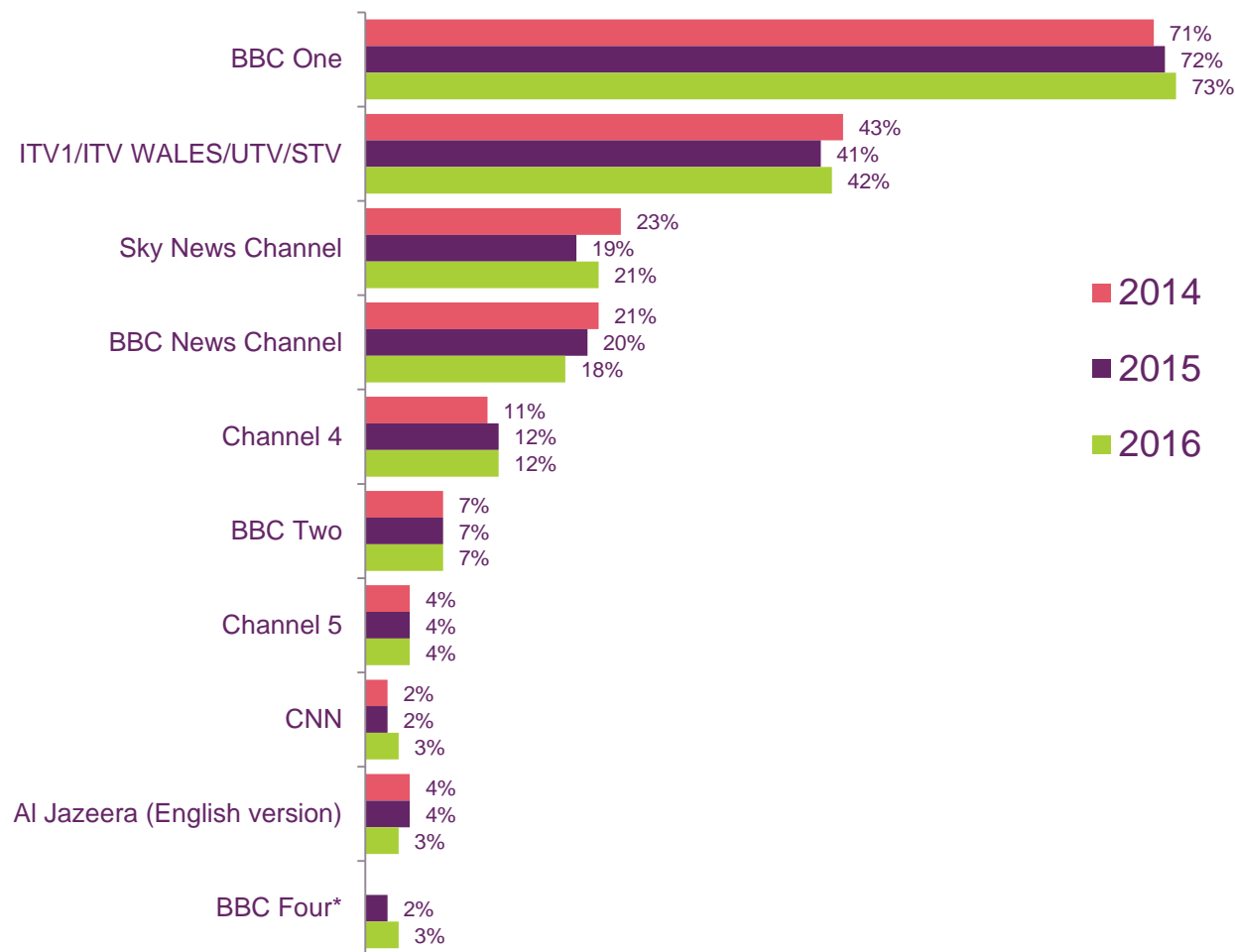
Figure 2.4 Average weekly reach of national/international news by channel – Adults 16+, 2010-2016



Source: BARB, Network. Network programming based on 4+ area filter; Genre = national / international news. *BBC Three is based on 1 minute reach as it showed only 1 minute news bulletins. Reach criteria = 3 consecutive minutes (apart from BBC Three). Full weeks used for the correct calculation of weekly averages. Channels include viewing to their HD and +1 channel variants.

Figure 2.5 TV channels used for news nowadays

% of all who use TV for news



2014

2015

2016

Q5a) Thinking specifically about television, which of the following do you use for news nowadays?

Base: All who use TV for news 2016 (2096) 2015 (2039) 2014 (2136).

*Note: BBC Four was not included on the prompted list in 2014.

Note: TV channels nominated by 3% or more of respondents shown

Figure 2.6 TV channels used for news nowadays, by demographic groups

% of all who use TV for news

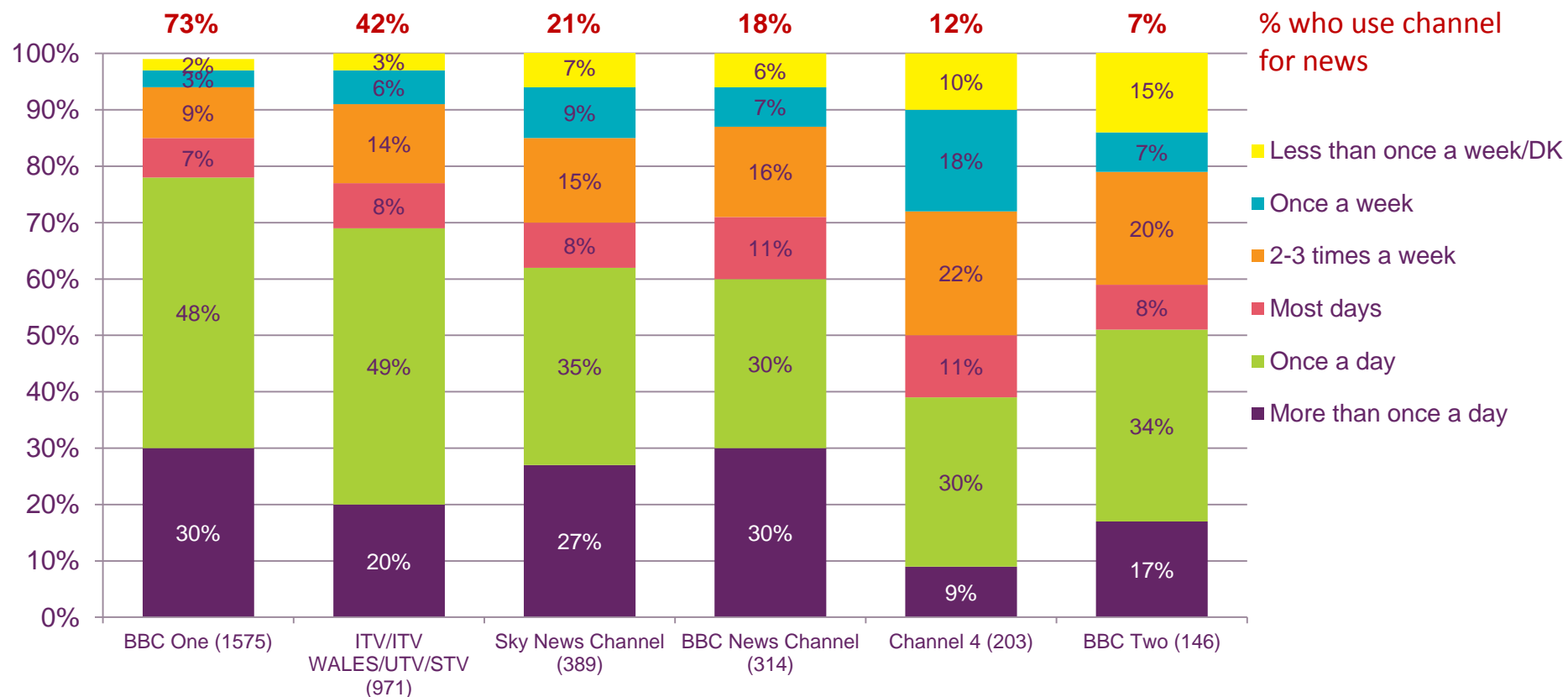
	All 16+	Male	Female	16-24	65+	ABC1	C2DE	BAME	White
BBC One	73%	74%	71%	71%	↑ 81%	↑ 76%	70%	59%	↑ 74%
ITV/ITV WALES/UTV/STV	42%	40%	45%	36%	45%	37%	↑ 47%	27%	↑ 44%
Sky News Channel	21%	23%	19%	17%	15%	↑ 26%	17%	29%	20%
BBC News Channel	18%	↑ 22%	14%	10%	13%	↑ 23%	13%	↑ 38%	16%
Channel 4	12%	13%	11%	14%	10%	↑ 14%	9%	13%	12%
BBC Two	7%	↑ 9%	5%	5%	10%	8%	6%	8%	7%
Channel 5	4%	3%	5%	3%	4%	5%	4%	2%	4%
CNN	3%	4%	2%	5%	2%	↑ 5%	2%	↑ 11%	2%
Al Jazeera (English version)	3%	↑ 3%	2%	-	2%	↑ 4%	2%	5%	3%
BBC Four	3%	3%	2%	1%	4%	2%	3%	3%	3%
BBC Three	2%	2%	2%	2%	1%	2%	2%	4%	2%
RT (Russia Today)	2%	↑ 3%	1%	2%	1%	2%	1%	2%	2%
Fox News	1%	1%	1%	↑ 1%	*	1%	1%	2%	1%
Euronews (English version)	1%	↑ 1%	*	-	1%	↑ 1%	*	-	1%
Al Jazeera (Arabic version)	1%	↑ 1%	*	-	2%	↑ 1%	*	↑ 2%	*
BBC Parliament	1%	2%	1%	-	1%	1%	1%	1%	1%

Q5a) Thinking specifically about television, which of the following do you use for news nowadays?

Base: All who use TV for news (2096), Male (1029), Female (1067), 16-24 (153), 65+ (878), ABC1 (904), C2DE (1192), BAME (137), White (1949). Arrows in red indicate significant differences between demographic groups. Only sources with an incidence of 1% or more are shown.

Figure 2.7 Frequency of consumption for main TV channels

Proportion of viewers (%)



Q5ai) And typically how often do you watch the news on <Source>?

Base: All who use the sources mentioned (base shown with source, only sources used by over 100 respondents included)

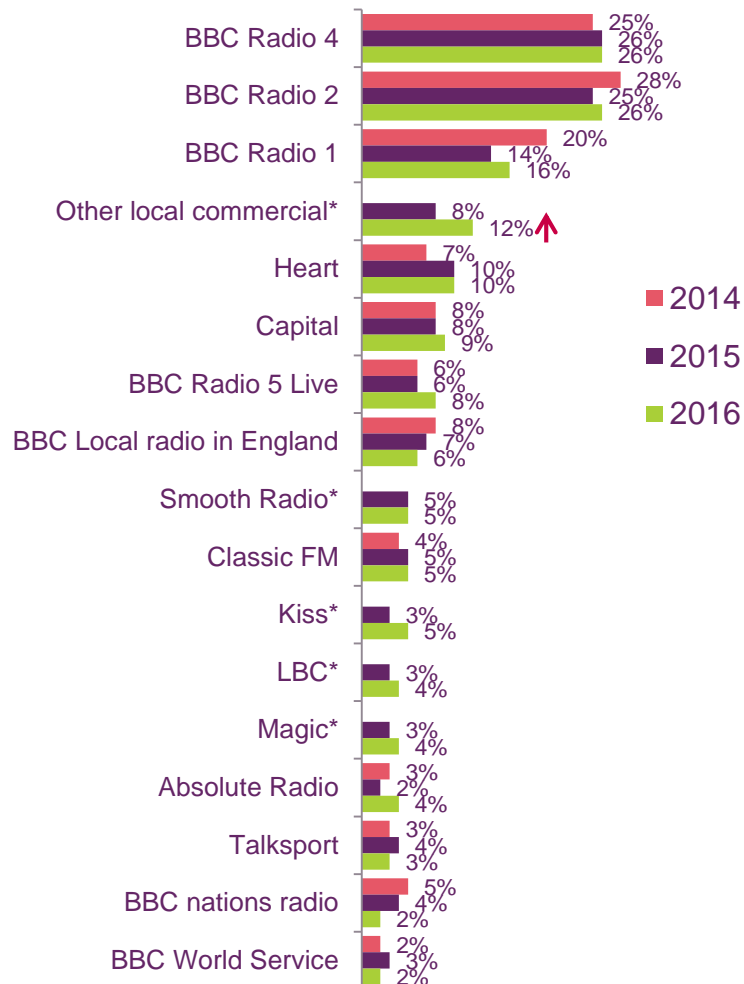
3 News consumption via radio

Summary

- One third (33%) of UK adults say they consume news through radio, and this has remained stable over recent years.
- Of these, over three-quarters (77%) say they use any BBC radio station for news, and 42% use any commercial radio station for news. A quarter (26%) use each of BBC Radio 4 and BBC Radio 2, while 16% say they use BBC Radio 1 and 10% use Heart.
- Just over half (55%) of those who use radio for news only use BBC radio for this purpose, compared to one quarter (26%) that only use commercial radio.

Figure 3.1 Radio stations used for news nowadays

% of all who use radio for news



	2014	2015	2016
UK-wide BBC Radio	68%	63%	64%
Any BBC Radio	75%	76%	77%
Commercial radio*	39%	41%	42%
Use BBC radio only	57%	53%	55%
Use commercial radio only	21%	18%	↑26%
Use both	18%	24%	↓19%

Q5d) Thinking specifically about radio stations, which of the following do you use for news nowadays? Base: All who use radio for news 2016 (910) 2015 (910) 2014 (990)
 Arrows in red indicate differences of statistical significance between 2015 and 2016. Note: only sources with an incidence of 2% or more are shown. *Note: Other local commercial, Smooth Radio, LBC, Magic, Kiss were not included on the prompted list in 2014

Figure 3.2

Radio stations used for news nowadays, by demographic group

% of all who use radio for news

	All 16+	Male	Female	16-24*	65+	ABC1	C2DE
BBC Radio 4	26%	↑31%	22%	9%	↑32%	↑36%	14%
BBC Radio 2	26%	26%	27%	10%	↑27%	↑30%	21%
BBC Radio 1	16%	14%	17%	↑52%	6%	16%	16%
Other local commercial radio	12%	8%	↑15%	11%	8%	8%	↑17%
Heart	10%	6%	↑14%	↑19%	2%	10%	10%
Capital	9%	9%	9%	↑23%	1%	9%	8%
BBC Radio 5 Live	8%	↑11%	4%	1%	7%	↑10%	5%
Any BBC local/regional radio station	6%	8%	5%	-	↑14%	4%	↑9%
Classic FM	5%	5%	5%	4%	8%	↑7%	3%
Kiss	5%	4%	5%	↑23%	-	3%	↑7%
Smooth Radio	5%	5%	4%	-	3%	4%	6%
LBC	4%	4%	3%	5%	2%	5%	3%
Absolute Radio	4%	6%	1%	↑4%	*	3%	4%
Magic	4%	4%	4%	3%	1%	4%	4%
talkSPORT	3%	↑7%	1%	2%	1%	4%	3%
BBC World Service	2%	3%	2%	1%	2%	2%	2%
BBC Radio Scotland / Wales / Cymru / Ulster	2%	2%	2%	1%	5%	2%	2%

Q5d) Thinking specifically about radio stations, which of the following do you use for news nowadays?

Base: All who use radio for news (910), Male (442), Female (468), 16-24* (60), 65+ (330), ABC1 (479), C2DE (431),

Note: only sources with an incidence of 2% or more are shown. Arrows in red indicate significant differences between groups.

* Caution: low base

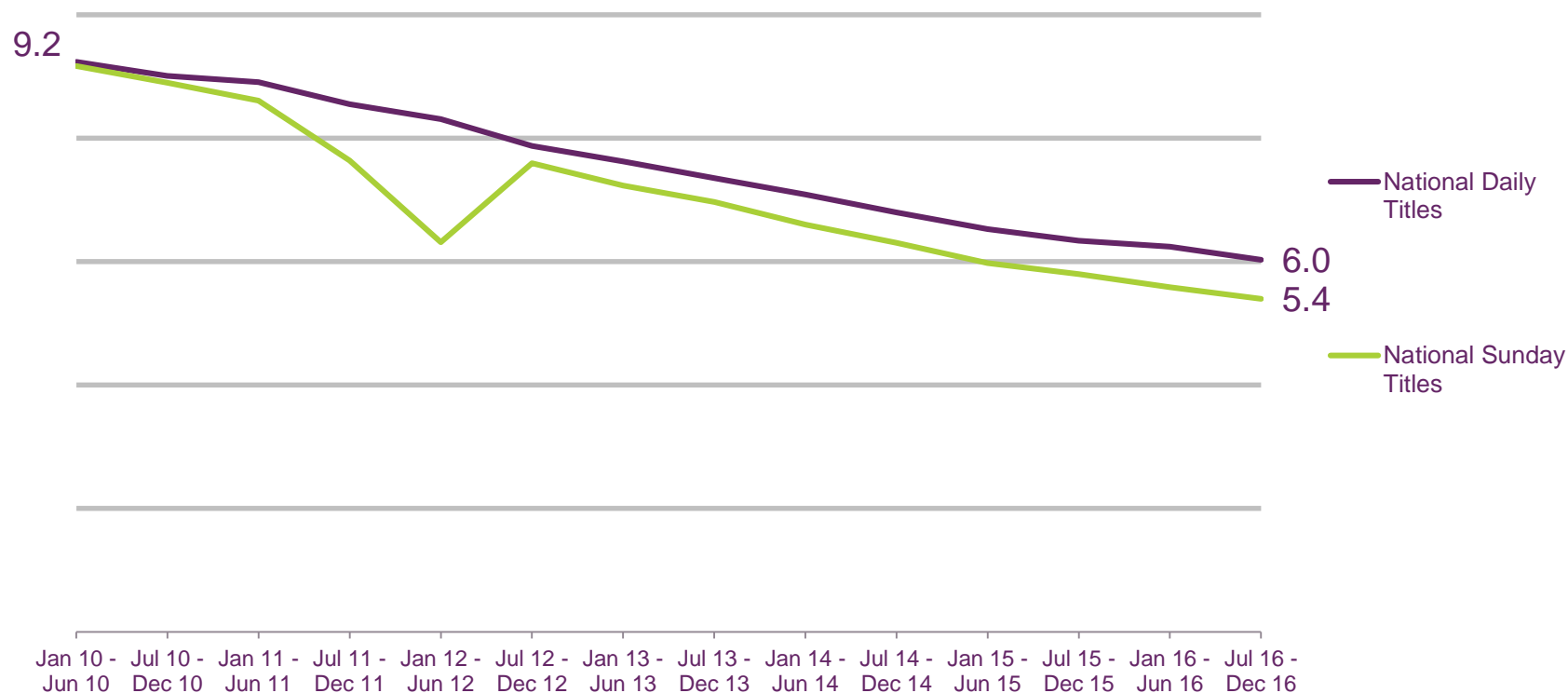
4 News consumption via newspapers

Summary

- Overall circulation of printed newspapers has decreased since 2010. National daily titles have decreased from 9.2 million in 2010 to 6 million in 2016
- According to NRS figures, The Sun and the Daily Mail are the most-read UK-wide newspapers.
- Online readership of newspapers adds considerably to overall consumption figures, according to NRS-PADD data. The Times/Sunday Times and the Metro are the only two titles which have more print readers than online.
- Among the 29% of survey respondents who said they consumed news through newspapers, the most-used titles for news are: Daily Mail (26%), The Sun (22%), the Daily Mirror (11%), followed by 9% using each of the Metro, The Times and The Guardian.

Figure 4.1 Circulation trends for national newspaper titles, 2010 - 2016

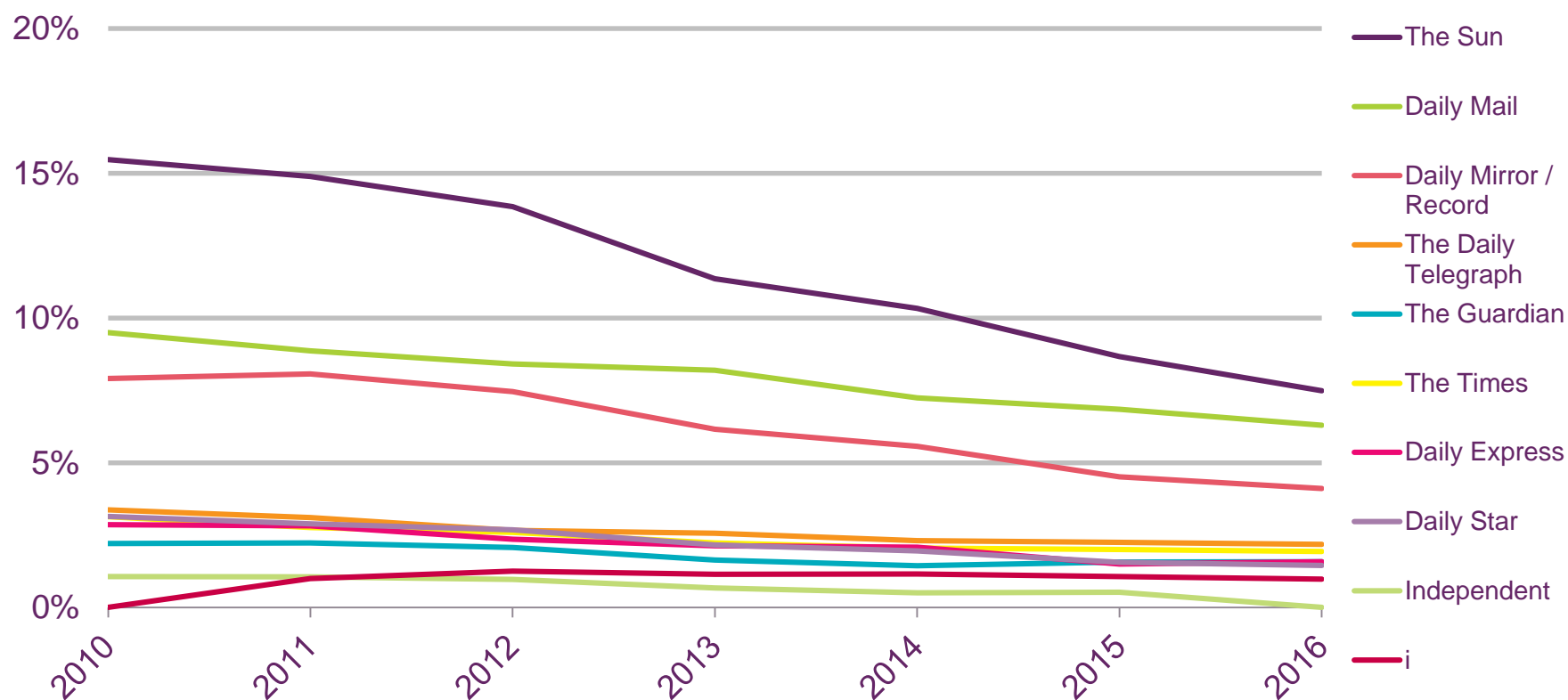
Average UK net circulation (million)



Source: ABC / Mediatel / Ofcom analysis. Includes Daily Record in Scotland. NB: Circulation figures exclude free titles London Evening Standard (Lebedev) and Metro (DMG Media)

Figure 4.2 Reach by title, 2010-2016, UK-wide titles only

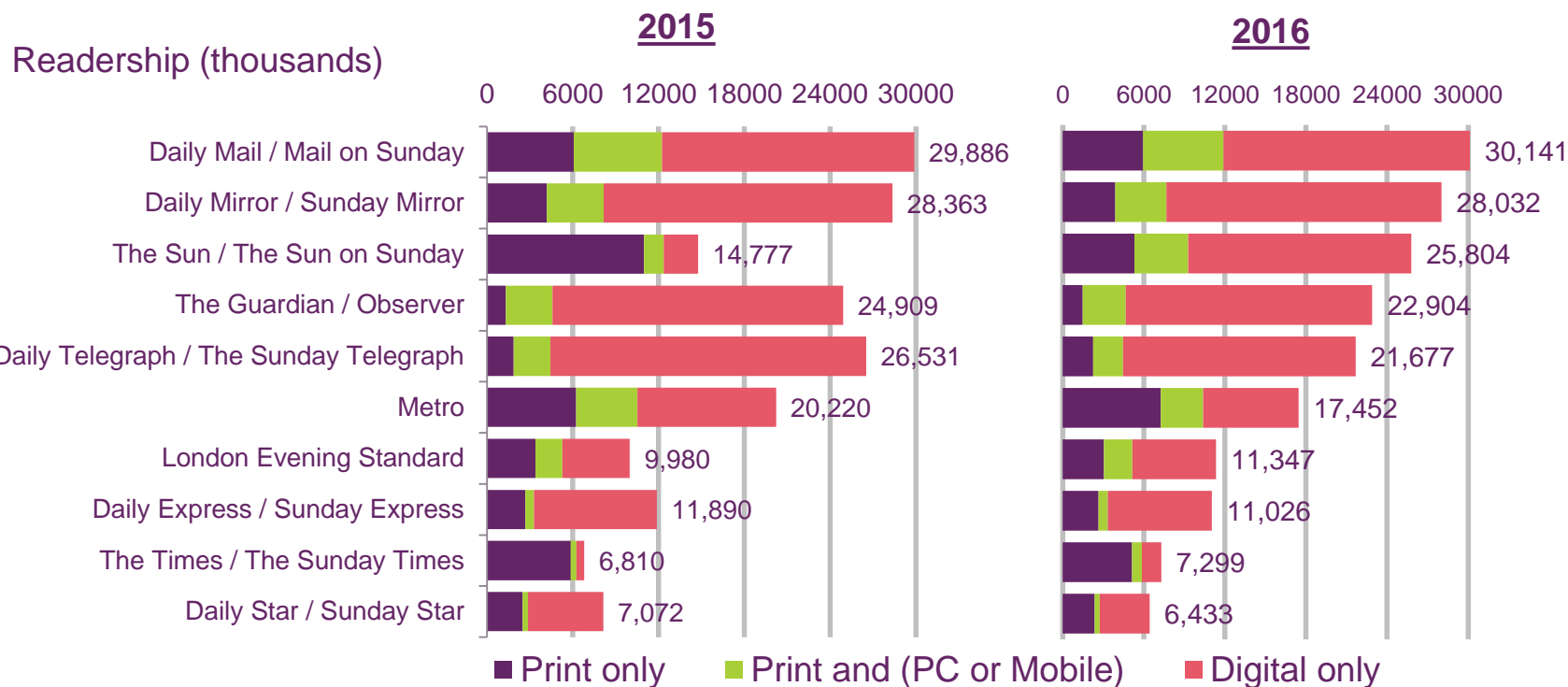
6-Day AIR (average issue readership)



Source: National Readership Survey / Kantar Media analysis

Note: Data represent January – December of the stated year.

Figure 4.3 Combined print and digital monthly readership of newspapers, 2015 - 2016

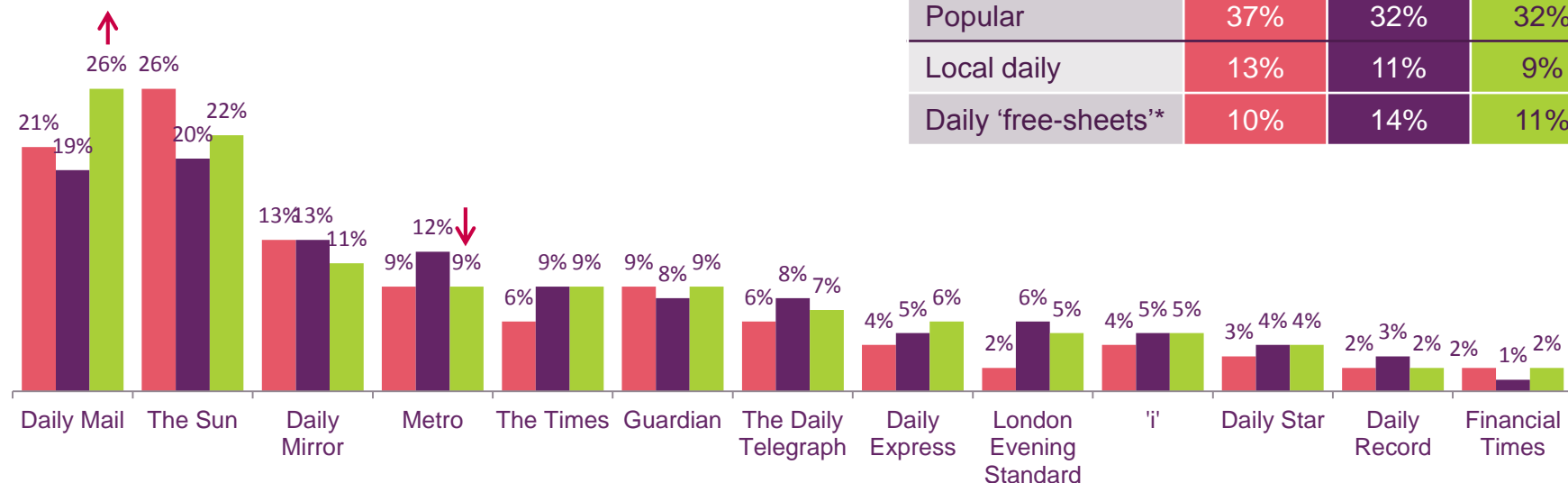


Source: NRS PADD Digital / Kantar Media analysis, Jan-Dec average monthly readership.
Ranked by any monthly readership in 2016

Figure 4.4 Daily newspapers used for news nowadays, 2014-2016

% of those who use newspapers for news

■ 2014 ■ 2015 ■ 2016



	2014	2015	2016
Quality	24%	28%	26%
Mid-market	25%	23%	30% ↑
Popular	37%	32%	32%
Local daily	13%	11%	9%
Daily 'free-sheets'*	10%	14%	11%

Q5b) Thinking specifically about daily newspapers, which of the following do you use for news nowadays?

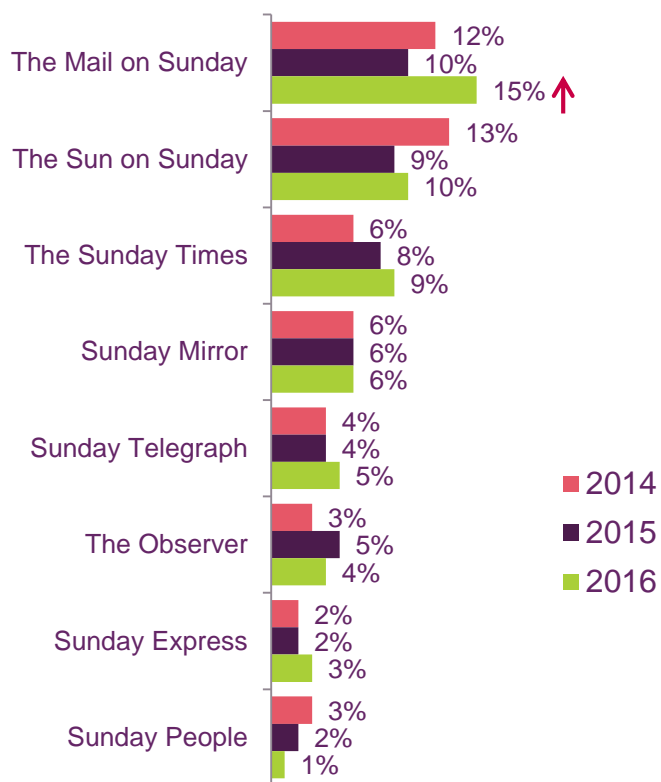
Base: All who use newspapers for news 2016 (910) 2015 (957) 2014 (1160). Arrows in red indicate differences of statistical significance between 2015 and 2016.

*Daily free-sheets are the Metro and the London Evening Standard

Note: 'Quality', 'Mid-market' and 'Popular' are the standard terms used by the NRS for classification of titles

Figure 4.5 Sunday newspapers used for news nowadays

% of those who use newspapers for news



	2014	2015	2016
Quality	14%	16%	17%
Mid-market	14%	12%	18%
Popular	20%	18%	16%
Local weekly paid	6%	4%	4%
Local weekly free	3%	1%	3%

Q5c) Thinking specifically about weekly newspapers, which of the following do you use for news nowadays?

Base: All who use newspapers for news 2016 (910) 2015 (957) 2014 (1160), 2013 (1252). Arrows in red indicate differences of statistical significance.

Note: only sources with an incidence of 2% or more are shown

Figure 4.6 Newspapers used for news nowadays, by demographic group

% of those who use newspapers for news

	All 16+	Male	Female	16-34	65+	ABC1	C2DE
Daily Mail	26%	24%	28%	28%	28%	27%	24%
The Sun	22%	25%	18%	↑ 32%	17%	14%	↑ 31%
The Mail on Sunday	15%	17%	12%	5%	↑ 17%	14%	15%
Daily Mirror	11%	11%	10%	18%	11%	8%	↑ 15%
The Sun on Sunday	10%	13%	8%	12%	10%	7%	↑ 14%
The Guardian	9%	8%	9%	↑ 18%	3%	↑ 12%	5%
The Times	9%	9%	9%	10%	8%	↑ 15%	2%
Metro	9%	9%	10%	↑ 19%	2%	10%	9%
The Sunday Times	9%	10%	9%	11%	6%	↑ 15%	3%
Any local daily newspaper	9%	7%	12%	6%	↑ 13%	9%	10%
The Daily Telegraph	7%	7%	8%	12%	10%	↑ 10%	4%
Daily Express	6%	6%	7%	5%	7%	5%	8%
Sunday Mirror	6%	8%	4%	3%	↑ 9%	4%	8%
'i'	5%	3%	6%	1%	↑ 6%	↑ 6%	2%
London Evening Standard	5%	5%	6%	5%	1%	↑ 7%	3%
The Sunday Telegraph	5%	5%	4%	4%	6%	↑ 8%	1%
Daily Star	4%	5%	3%	4%	6%	1%	↑ 7%
The Observer	4%	3%	5%	3%	3%	↑ 6%	2%
Any local paid weekly paper	4%	4%	4%	5%	5%	4%	4%
Sunday Express	3%	4%	3%	2%	5%	3%	4%
Any local free weekly newspaper	3%	2%	4%	2%	3%	2%	4%
The Financial Times	2%	2%	2%	8%	1%	↑ 4%	*
Daily Record	2%	2%	2%	2%	2%	1%	2%

Q5b/Q5c) Thinking specifically about [daily/weekly] newspapers, which of the following do you use for news nowadays?

Base: All who use newspapers for news (910), Male (456), Female (454), 16-34 (111), 65+ (482), ABC1 (448), C2DE (462). Note: only sources with an incidence of 2% or more are shown.

Arrows in red indicate significant differences between demographic groups.

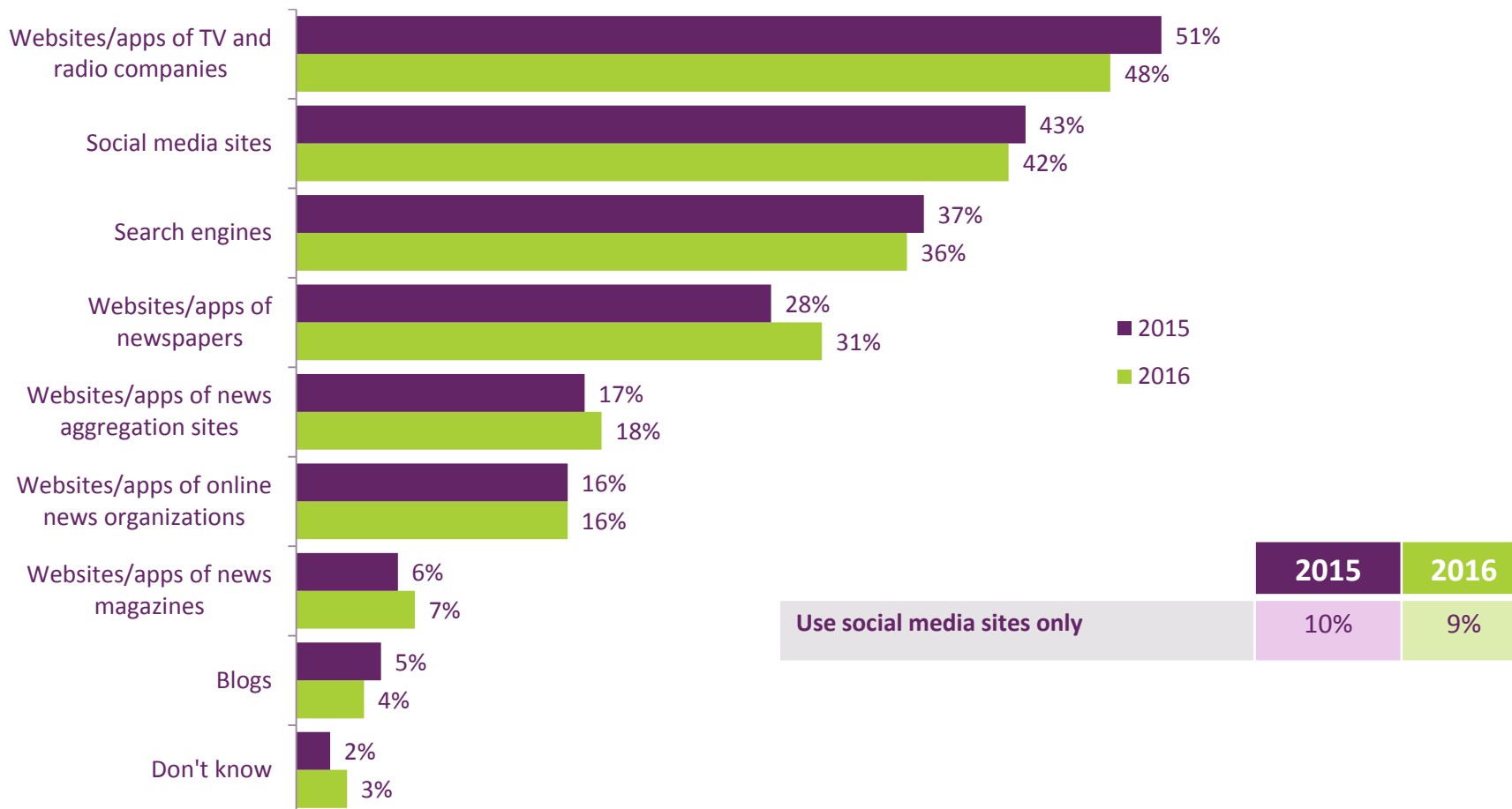
5 News consumption online

Summary

- Nearly half (48%) of adults say they use the internet for news nowadays, an increase from 41% in 2015.
- Broadcaster websites/apps are used by 23% of all adults for news, 20% use social media sites, 17% use search engines and 15% use newspaper sites/apps.
- When asked about specific news sources, over half (56%) of online news users say they use the BBC website or app, which is more than double the proportion who say they use the second-most popular online news source, Facebook (27%).
- Overall, 47% of those who use social media for news say they mostly get news stories through social media posts, compared to 30% in 2015.
- When looking at the type of news people say they get from social media posts, breaking news (60%) is the most popular type, followed by UK news (49%), local news (48%), headlines (45%) foreign or international news (33%) and celebrity news (33%).
- According to comScore's News/Information category, 86% of the total digital audience in April 2017 accessed BBC sites, 68% accessed the Mail Online/the Daily Mail, and 64% accessed The Sun Online.

Figure 5.1 Types of online use for news, among internet users

% of those who use internet for news

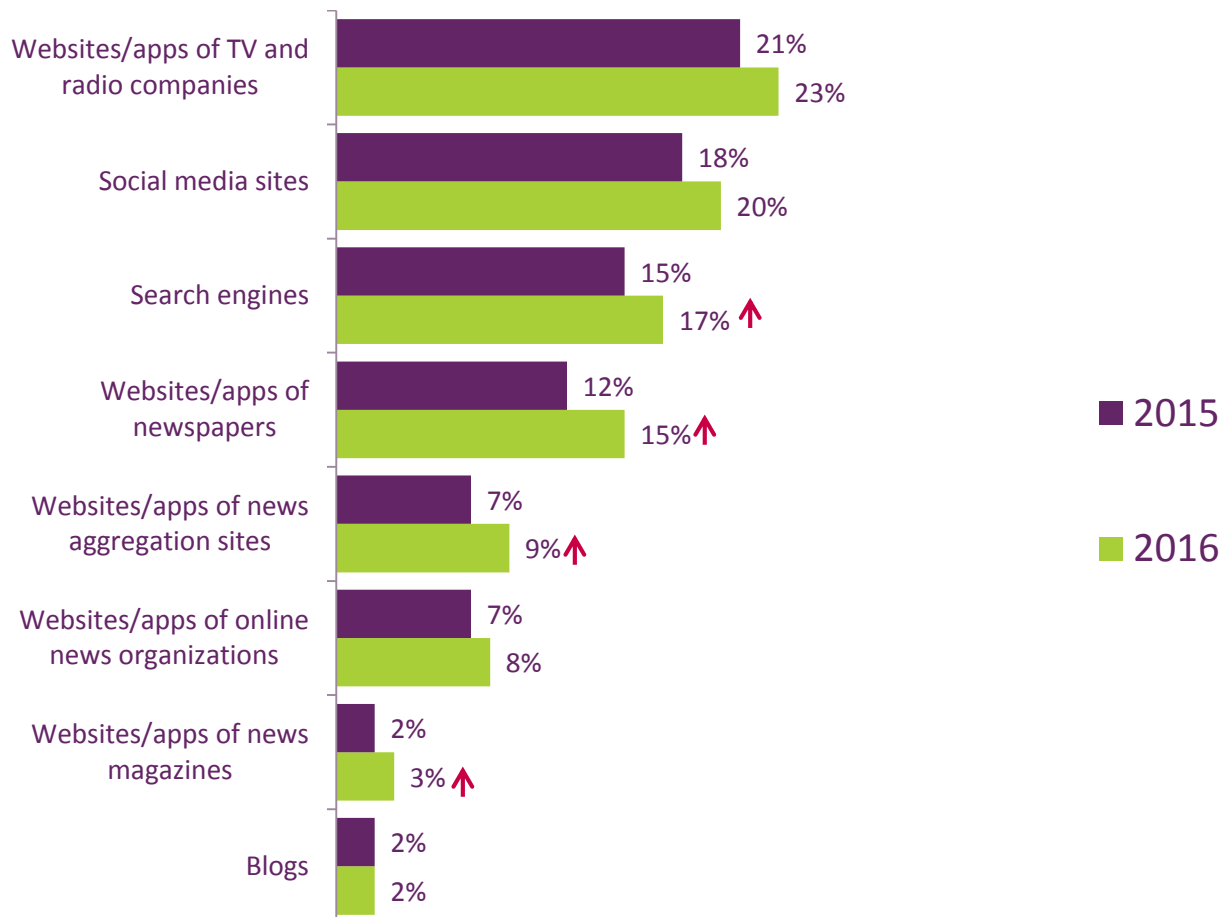


Q3b1) Which of the following do you use to get news ?

Base: All adults 16+ who use the internet for news nowadays 2016 (1172), 2015 (1141).

Figure 5.2 Types of online use for news, among all adults

% All adults 16+



Q3b1) Which of the following do you use to get news ?

Base: All adults 16+ 2016 (2894), 2015 (2921). Arrows in red indicate differences of statistical significance between 2015 and 2016.

Figure 5.3 Types of online news use among all adults, by demographic group

% All adults 16+

	Total	Male	Female	16-24	65+	ABC1	C2DE	BAME	White
Websites/apps of TV and radio companies	23%	25%	21%	24%	8%	33%	13%	19%	23%
Social media sites	20%	19%	22%	40%	3%	24%	17%	18%	21%
Search engines	17%	20%	15%	19%	8%	23%	12%	17%	17%
Websites/apps of newspapers	15%	15%	15%	20%	5%	22%	8%	14%	15%
Websites/apps of news aggregation sites	9%	10%	8%	11%	4%	12%	6%	9%	9%
Websites/apps of online news organizations	8%	7%	9%	15%	2%	11%	4%	7%	8%
Websites/apps of news magazines	3%	4%	3%	4%	1%	5%	2%	4%	3%
Blogs	2%	2%	2%	3%	1%	3%	1%	3%	2%

Q3b1) Which of the following do you use to get news ?

Base: All adults 16+ (2894), Male (1379), Female (1515), 16-24 (328), 65+ (977), ABC1 (1265), C2DE (1629), BAME (234), White (2642). Shading indicates significant differences between groups.

Figure 5.4 Websites or apps used for news, 2013-2016



	2013	2014	2015	2016
BBC website or app	52%	59%	56%	56%
Facebook	19%	17%	29%	27%
Sky News website or app	14%	17%	14%	15%
Google (search engine)	16%	18%	15%	15%
YouTube	-	8%	10%	10%
Daily Mail website or app	8%	8%	9%	10%
Twitter	10%	9%	9%	10%
Guardian\Observer website or app	6%	7%	9%	9%
Google News	13%	7%	8%	6%
Any local newspaper site	3%	4%	3%	5%
Buzzfeed	-	-	3%	5%
ITV or ITN website or app*	5%	5%	6%	5%
Huffington Post	3%	3%	6%	5%
Yahoo news	10%	4%	5%	4%
The Independent website or app	2%	2%	3%	4%
The Telegraph website or app	2%	3%	3%	4%
MSN news	4%	4%	4%	3%
CNN	-	1%	1%	3%
LAD Bible	-	-	-	3%
The Sun website or app	5%	2%	2%	2%
The Times\Sunday Times website or app	2%	1%	2%	2%
The Daily Mirror website or app	1%	1%	1%	2%
Channel 4 website or app	2%	1%	2%	2%
The Metro website or app	2%	2%	1%	2%
Key groups				
Broadcasters' online websites/apps	60%	67%	62%	63%
Intermediaries (incl. social media)	48%	42%	48%	47%
Newspapers' online websites/apps	23%	24%	25%	31%
Online-only news sites	3%	3%	8%	11%

Q5e) Thinking specifically about the internet, which of the following do you use for news nowadays?

Base: All who use internet for news 2016 (1172) 2015 (1141) 2014 (1029) 2013 (857)

Note: only sources with an incidence of over 2% are shown. "-" indicates where no data was available. *ITV or ITN website or app – included as a code on questionnaire

Figure 5.5 Websites used for news nowadays, by demographic groups

% of those who use internet for news

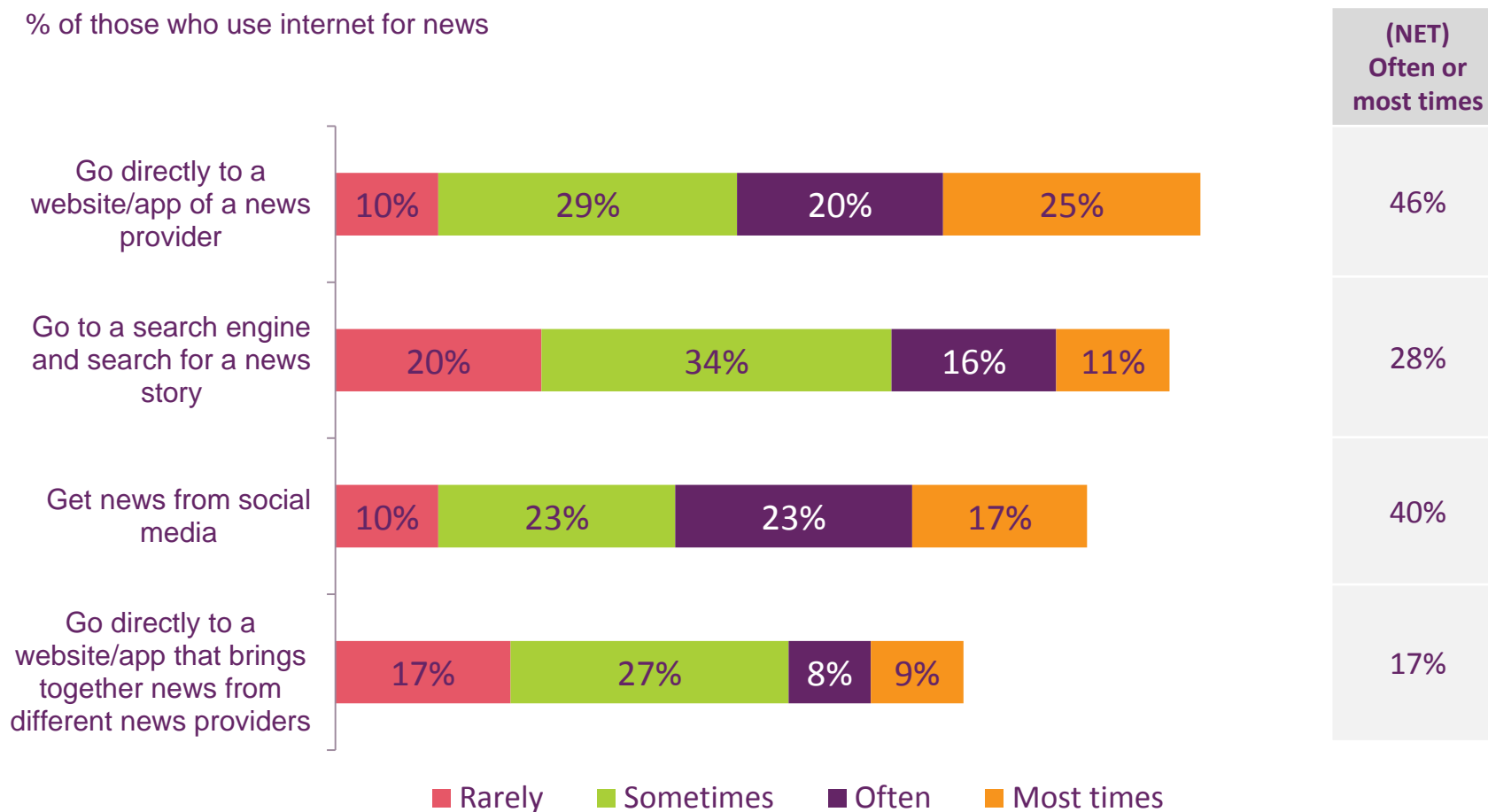
	UK	Male	Female	16-24	65+	ABC1	C2DE	BAME	White
BBC website or app	56%	63%	50%	47%	55%	65%	42%	59%	56%
Facebook	27%	23%	30%	49%	7%	24%	31%	26%	27%
Sky News website or app	15%	19%	10%	13%	7%	14%	15%	16%	14%
Google (General search Engine)	15%	16%	13%	17%	11%	16%	13%	17%	14%
YouTube	10%	12%	9%	26%	3%	10%	11%	14%	10%
The Daily Mail website or app	10%	11%	9%	11%	10%	10%	10%	6%	11%
Twitter	10%	11%	9%	17%	3%	12%	7%	9%	10%
The Guardian\Observer website or app	9%	10%	8%	7%	4%	13%	3%	6%	10%
Google News (search engine just for news)	6%	7%	5%	4%	10%	6%	6%	4%	6%
Any local newspaper websites or apps	5%	3%	6%	3%	5%	5%	5%	0%	5%
BuzzFeed	5%	4%	7%	19%	1%	6%	4%	5%	5%
ITV or ITN website or app*	5%	5%	5%	5%	7%	4%	7%	3%	5%
Huffington Post	5%	3%	6%	4%	1%	5%	4%	6%	4%
Yahoo news	4%	5%	4%	3%	5%	3%	6%	8%	4%
The Independent website or app	4%	3%	4%	3%	2%	5%	2%	2%	4%
The Telegraph website or app	4%	4%	3%	2%	3%	4%	2%	4%	3%
MSN news	3%	3%	2%	1%	8%	3%	2%	2%	3%
CNN website or app	3%	2%	3%	1%	4%	4%	1%	3%	3%
The LAD Bible website or app	3%	3%	2%	11%	0%	3%	3%	2%	3%
The Sun website or app	2%	2%	2%	3%	1%	2%	2%	1%	2%
The Times\Sunday Times website or app	2%	2%	2%	2%	2%	2%	2%	1%	2%
The Daily Mirror website or app	2%	2%	2%	3%	1%	2%	3%	3%	2%
Channel 4 website or app	2%	3%	2%	2%	0%	3%	2%	2%	3%
The Metro website or app	2%	1%	2%	2%	1%	1%	2%	2%	2%

Q5e) Thinking specifically about the internet, which of the following do you use for news nowadays?

Base: All who use internet for news (1172) Male (583), Female (589), 16-24 (202), 65+ (155), ABC1 (687), C2DE (485), BAME (110), White (1057). Only sources with an incidence of 2% or more are shown. Shading indicates significant differences between groups. *ITV or ITN website or app – included as a code on questionnaire

Figure 5.6 Gateways to online news, and frequency of use

% of those who use internet for news



Q6a4) In which of the following ways do you access news online?

Base: All adults 16+ who use Internet for news nowadays (1172)

Figure 5.7 Gateways to online news by demographic group

% of adults in UK who use internet for news

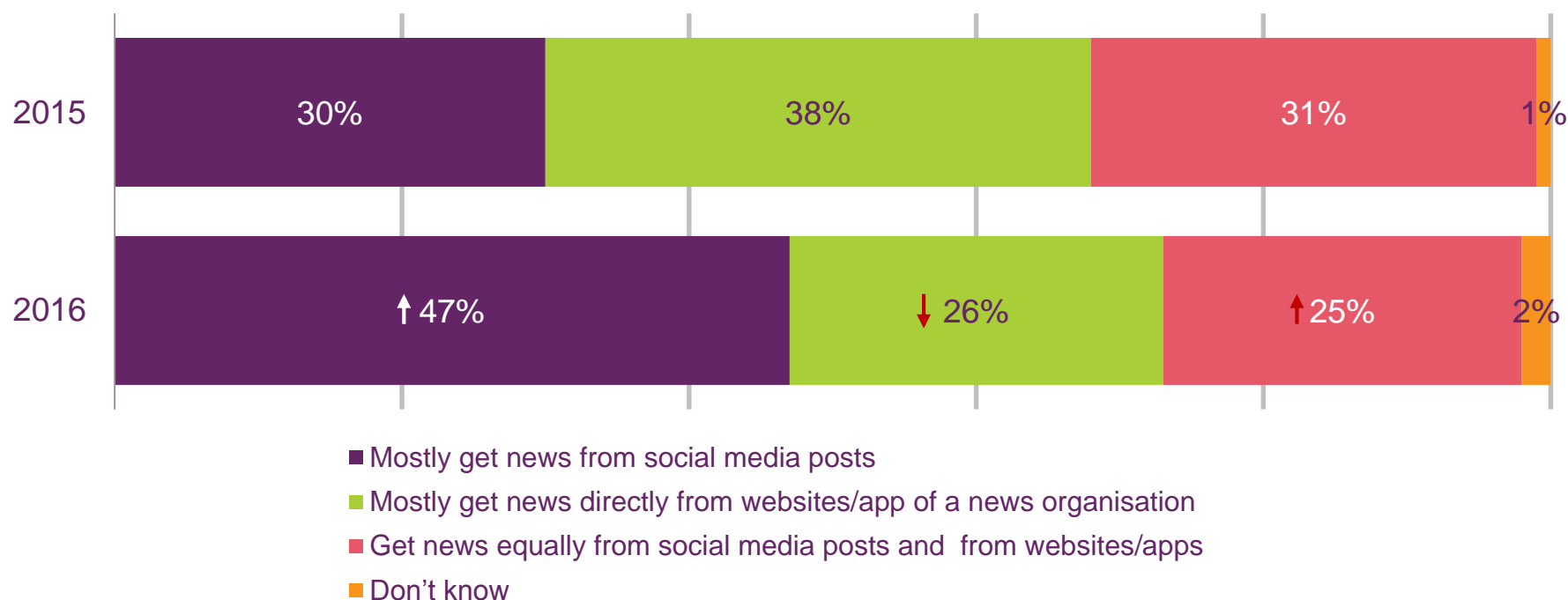
	Total	Male	Female	16-24	65+	ABC1	C2DE
Go directly to a website/app of a news provider	85%	86%	84%	82%	70%	89%	79%
Go to a search engine and search for a news story	81%	82%	80%	88%	73%	83%	78%
Get news from social media	74%	69%	78%	94%	37%	73%	75%
Go directly to a website/app that brings together news from different providers	61%	61%	61%	67%	52%	60%	62%

Q6a4) In which of the following ways do you access news online?

Base: All adults 16+ who use Internet or social media for news nowadays (1172), Male (583), Female (589), 16-24 (202), 65+ (155), ABC1 (687), C2DE (485). Shading indicates significant differences between groups.

Figure 5.8 Use of social media vs. news sites, among users of social media for news

Proportion of respondents who get news stories through social media (%)



Q6a2) Which one of the following would you say is closest to the way you find out about news when you're online?

Base: All adults 16+ who get news stories through social media (e.g. Facebook, Twitter, YouTube, etc.) (2016: 485, 2015: 867). Arrows in red indicate differences of statistical significance year on year.

Figure 5.9 Use of social media vs. news sites, among users of social media for news by demographic group

Proportion of respondents who get news stories through social media (%)

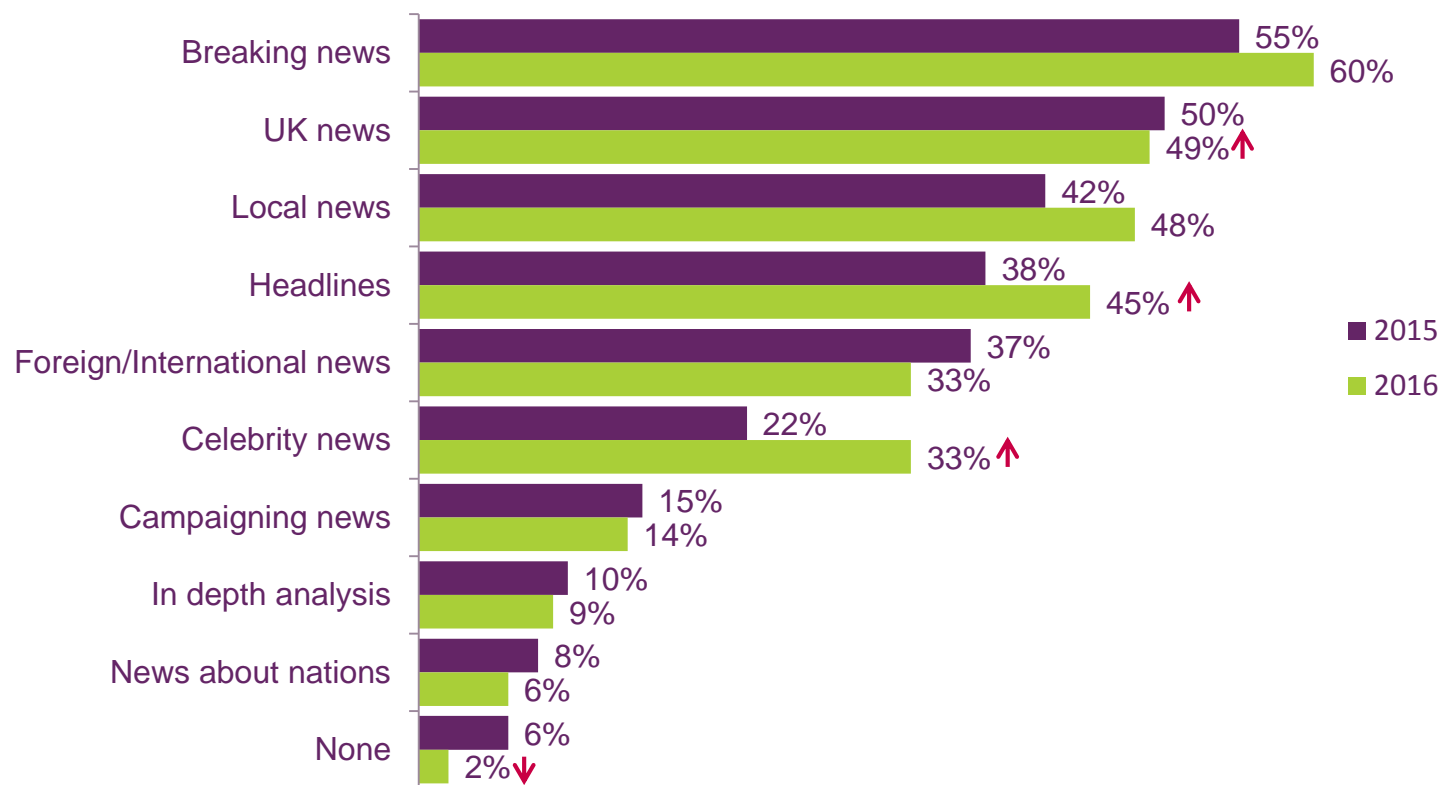
	All 16+	Male	Female	16-24	55+*	ABC1	C2DE
Mostly get news via social media posts	47%	46%	47%	↑69%	28%	42%	↑54%
Mostly get news directly from websites/app of a news organisation	26%	27%	26%	15%	↑35%	↑33%	17%
Get news equally from both social media posts and directly from websites/app of news organisation	25%	27%	24%	15%	↑34%	25%	26%
Don't know	2%	*	3%	*	3%	1%	3%

Q6a2) Which one of the following would you say is closest to the way you find out about news when you're online?

Base: All adults 16+ who get news stories through social media (e.g. Facebook, Twitter, YouTube, etc) (485), Male (207), Female (278), 16-24 (131), 55+* (71), ABC1 (254), C2DE (231). * = small base (less than 100). Arrows in red indicate differences of statistical significance between demographic groups.

Figure 5.10 Types of news accessed from social media posts, 2015-2016

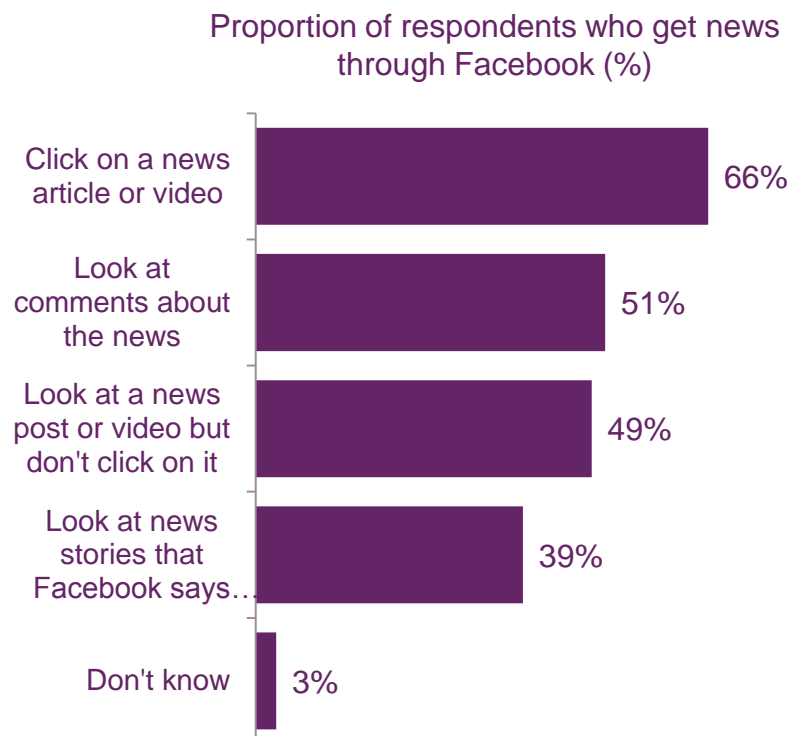
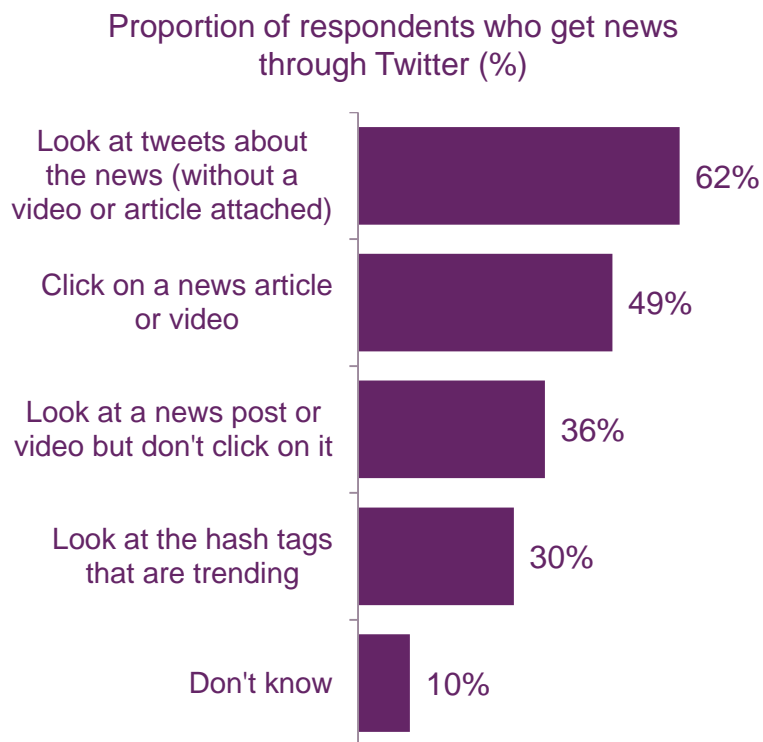
Proportion of respondents who get news stories through social media (%)



Q6a3) Which of the following types of news do you tend to get from the social media posts that you receive?

Base: All adults 16+ who get news stories through social media (e.g. Facebook, Twitter, YouTube, etc.) 2016 (485) 2015 (867). Arrows in red indicate differences of statistical significance 2015 versus 2016.

Figure 5.11 How news is accessed through Twitter and Facebook



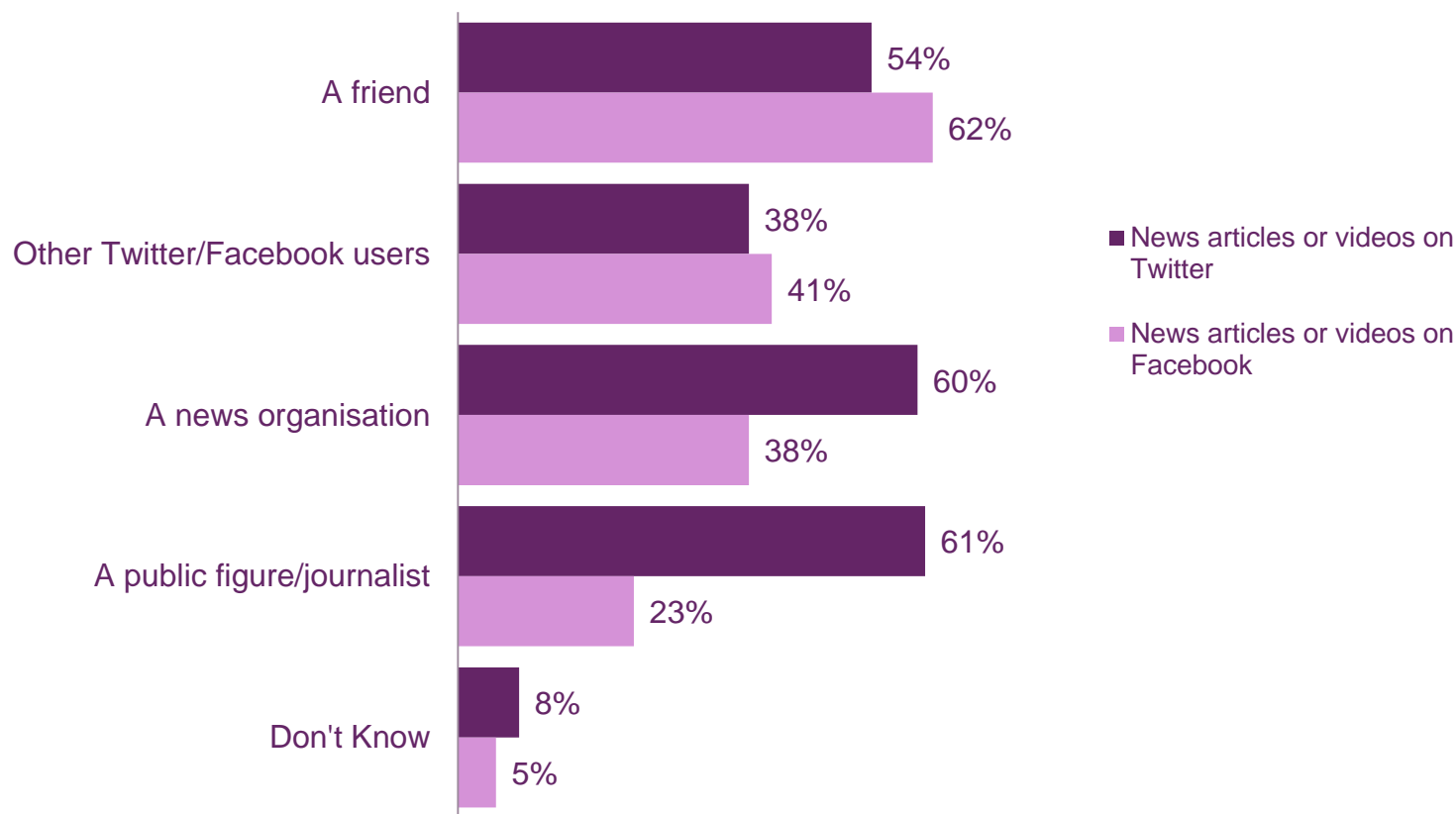
Q6a5) Earlier you said that you get news from Facebook. Which of the following have you done in the last week?

Q6a8) Earlier you said that you get news from Twitter. Which of the following have you done in the last week?

Base: All adults 16+ who use Facebook/Twitter for news nowadays. Facebook (324). All adults 16+ who get their news specifically through Twitter (115).

Figure 5.12 Who posts/shares the news articles and videos clicked on/looked at - Twitter and Facebook 2016

Proportion of respondents who look at/click on news articles/videos on Twitter and Facebook (%)



Q6a7) Do these news articles or videos that you look at on Facebook tend to be posted/shared to you by?

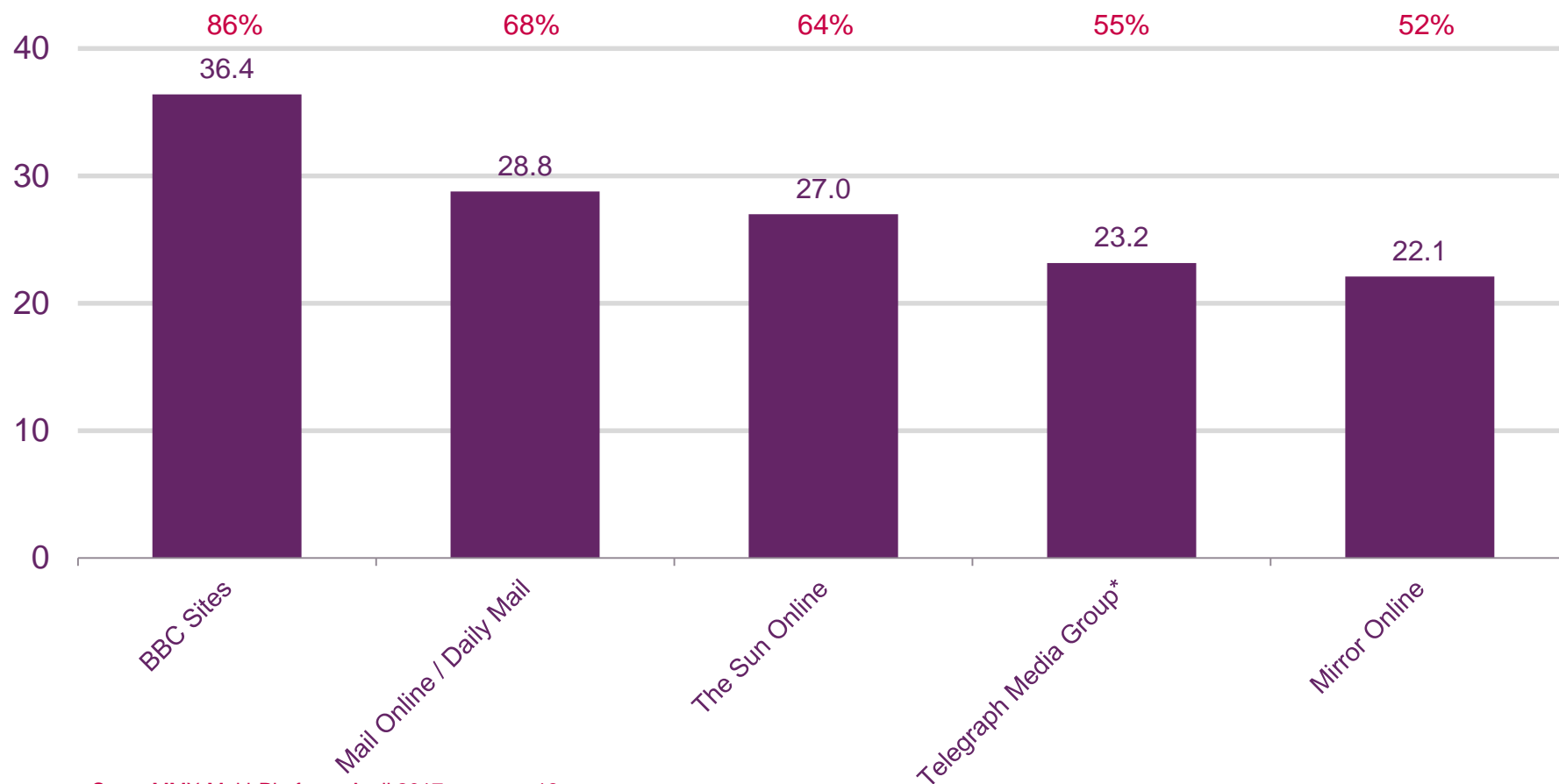
Base: All adults 16+ who look at or click on news articles/videos on Facebook (254)

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 (71*). *Note: Small base.

Figure 5.13 Reach of top 5 news websites
(desktop, laptop and mobile devices), April 2017, comScore

Reach 18+ (millions & percentage of total digital audience)



Source: comScore MMX Multi-Platform. April 2017, persons 18+

Note: Includes desktop and mobile use of comScore "News/Information" category

Note: Telegraph Media Group smartphone and tablet data is the only entity charted which is supported by panel only data and not through a unification of panel and census like other entities.

6 Cross-platform consumption

Summary

- The most popular news source across platforms is BBC One, with half (50%) of all respondents saying they use it for news nowadays. Three in ten (29%) say they use ITV for news, and 27% that they use the BBC website/app. Sky News TV channel is used by 15%, and Facebook by 13%.
- There are considerable differences by demographic group. For example, those aged 65+ are twice as likely as 16-24s to say they use BBC One for news (72% vs. 35%), and ITV (40% vs. 18%), while 16-24s are more likely to use Facebook (31% vs. 1%) and the BBC website or app (30% vs. 10%). Those in ABC1 groups are more likely to use most news sources for news than are C2DEs.
- Considering news provision at a wholesale level, the BBC has the highest cross-platform audience reach (77%), followed by ITN (39%), Sky (21%), DMGT (17%), and News Corp (14%).

Figure 6.1

Top 20 news sources: reach among all adults, 2014-2016

	2014	2015	2016
BBC One	53%	48%	50%
ITV/ITV WALES/UTV/STV	33%	27%	29%
BBC website or app	24%	23%	27% ↑
Sky News Channel	17%	12%	15% ↑
Facebook	7%	12%	13%
BBC News Channel	16%	14%	12%
BBC Radio 4	9%	8%	9%
BBC Radio 2	10%	8%	9%
Channel 4	8%	8%	8%
The Daily Mail	9%	6%	7%
Google (General search Engine)	8%	6%	7%
Sky News website or app	7%	6%	7%
The Sun	11%	6%	6%
BBC Radio 1	7%	5%	5%
YouTube	3%	4%	5%
The Daily Mail website or app	3%	4%	5%
BBC Two	5%	5%	5%
Twitter	4%	4%	5%
The Guardian\Observer website or app	3%	4%	4%
The Mail on Sunday	5%	3%	4%

TV Channel

Newspaper

Radio Station

Website / app

Q5a-f) Thinking specifically about <Source> which of the following do you use for news nowadays?

Base: All adults 16+ 2016 (2894) 2015 (2921), 2014 (2731) . Note: arrows indicate differences of statistical significance between 2015 and 2016.

Figure 6.2 Top 20 news sources by demographic group

% All adults 16+

	Male	Female	16-24	65+	ABC1	C2DE	BAME	White
BBC One	53%	48%	35%	72%	52%	48%	36%	52%
ITV/ITV WALES/UTV/STV	28%	30%	18%	40%	26%	33%	17%	31%
BBC website or app	31%	23%	30%	10%	39%	15%	29%	27%
Sky News Channel	17%	13%	8%	13%	18%	12%	18%	14%
Facebook	11%	14%	31%	1%	15%	11%	13%	13%
BBC News Channel	16%	9%	5%	11%	15%	9%	23%	11%
BBC Radio 4	10%	7%	2%	11%	13%	4%	5%	9%
BBC Radio 2	9%	9%	2%	10%	11%	6%	2%	10%
Channel 4	9%	7%	7%	9%	10%	6%	8%	8%
The Daily Mail	7%	8%	6%	14%	9%	6%	4%	8%
Google (General search Engine)	8%	6%	10%	2%	10%	5%	8%	7%
Sky News website or app	9%	5%	8%	1%	9%	5%	8%	7%
The Sun	7%	5%	4%	8%	4%	8%	4%	6%
BBC Radio 1	5%	6%	10%	2%	6%	5%	4%	5%
YouTube	6%	4%	17%	1%	6%	4%	7%	5%
The Daily Mail website or app	6%	4%	7%	2%	6%	4%	3%	5%
BBC Two	6%	4%	3%	9%	6%	4%	5%	5%
Twitter	6%	4%	11%	1%	7%	3%	4%	5%
The Guardian\Observer website or app	5%	4%	4%	1%	8%	1%	3%	5%
The Mail on Sunday	5%	3%	2%	9%	4%	4%	1%	5%

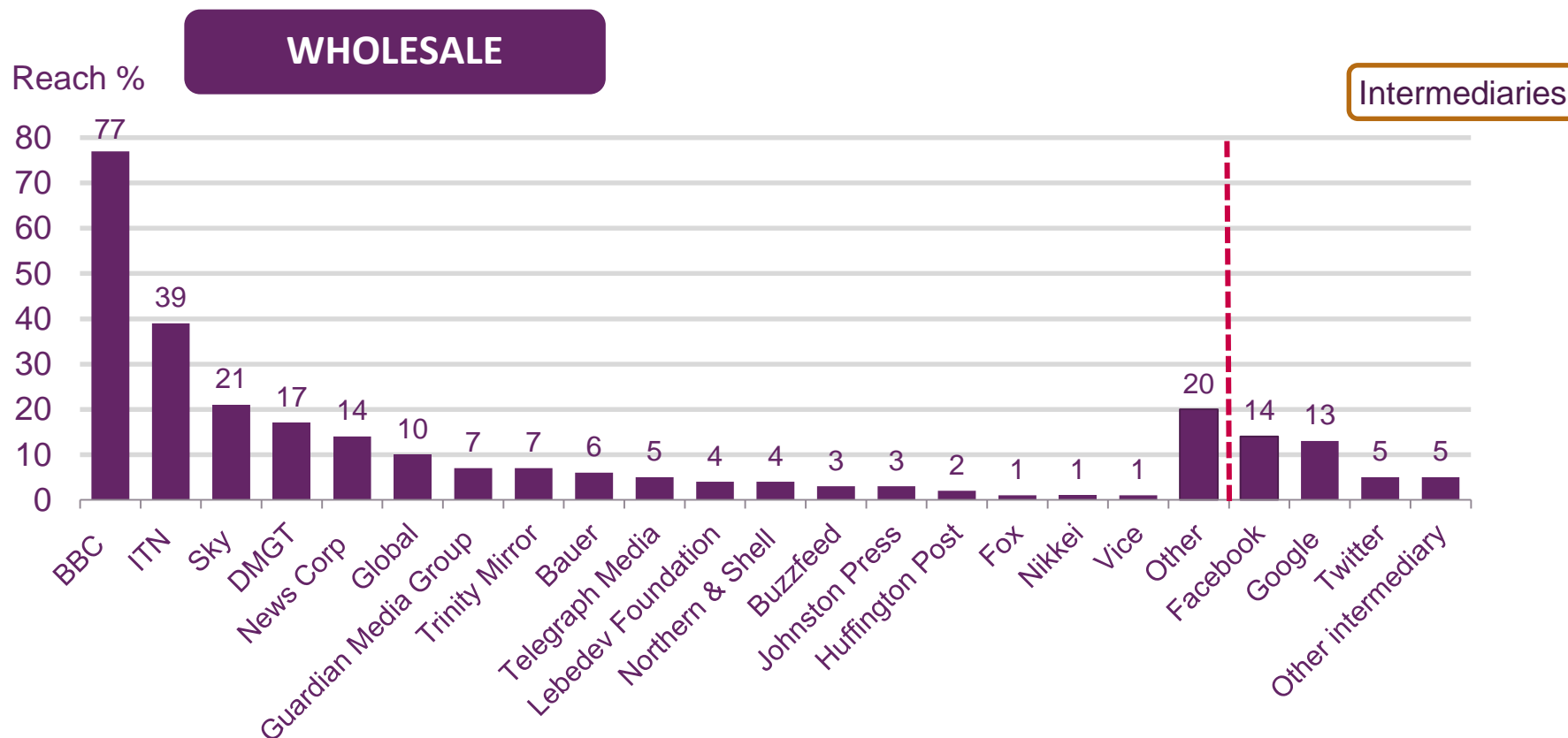
Q5a-f) Thinking specifically about <Source> which of the following do you use for news nowadays?

Base: All adults 16+ 2016 (2894), Male (1379), Female (1515), 16-24 (328), 65+ (977), ABC1 (1265), C2DE (1629), BAME (234), White (2642).

Note: shading indicates significant differences within demographics.

Figure 6.3

Cross-platform audience reach of wholesale providers used 'nowadays' for news, 2016



Q5a-f) Thinking specifically about <Source> which of the following do you use for news nowadays?

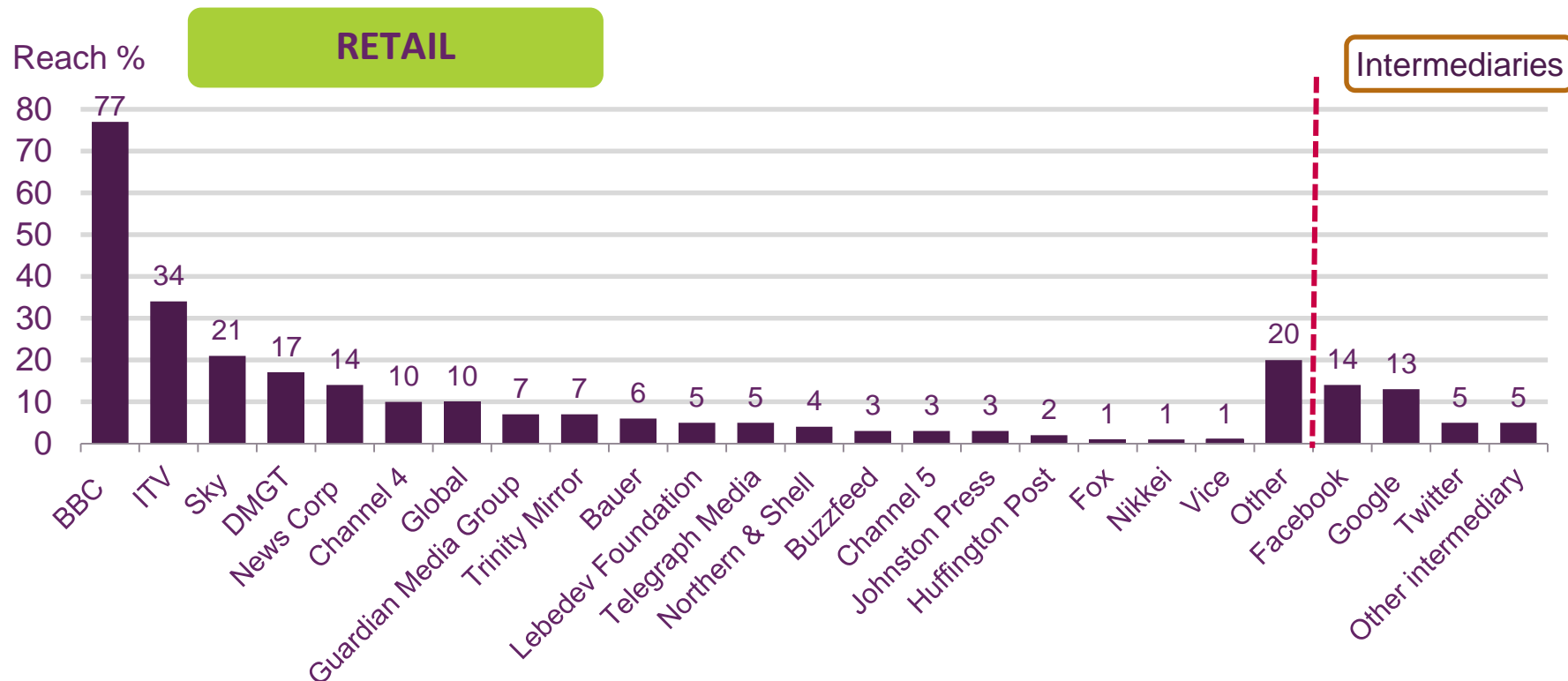
Base: All adults 16+ who use TV, Newspapers, Radio, Internet, or Magazines for news nowadays (2659)

Note: 'Google' contains all Google-named entities plus YouTube. 'Other intermediary' includes MSN, Yahoo, Feedly, Flipboard, News Now

Note: We distinguish between retail news provision - the individual title or brand of each news source that provides content to the user (e.g. ITV News) - and wholesale news provision - the supply and production of the news for a retail news source (e.g. ITN).

Figure 6.4

Cross-platform audience reach of retail providers used nowadays for news, 2016



Q5a-f) Thinking specifically about <Source> which of the following do you use for news nowadays?

Base: All adults 16+ who use TV, Newspapers, Radio, Internet, or Magazines for news nowadays (2659)

Note: 'Google' contains all Google-named entities plus YouTube. 'Other intermediary' includes MSN, Yahoo, Feedly, Flipboard, News Now

Note: We distinguish between retail news provision - the individual title or brand of each news source that provides content to the user (e.g. ITV News) - and wholesale news provision - the supply and production of the news for a retail news source (e.g. ITN).

7 Multi-sourcing

Summary

- Across all platforms, an average of 3.8 individual sources are used for news, comparable to 2015 (3.5).
- Among users of TV for news and among newspaper users, 2.0 individual sources are used. For internet users, 2.3 news sources are used.
- Nearly six in ten (58%) of radio news users only use one radio source for news; 40% of TV news users only use one source; 38% of internet users only use one source and 31% of newspaper news users use only newspapers for news.

Figure 7.1 Average number of individual news sources used nowadays by platform, 2013-2016

	2013	2014	2015	2016
Across platforms	3.7	3.8	3.5	3.8
TV	1.9	2.0	2.0	2.0
Newspapers	2.1	1.9	1.9	2.0
Radio	1.4	1.4	1.5	1.5
Internet	1.9	2.0	2.1	2.3

Q5a to Q5f) Which of the following do you use for news nowadays?

Base: All who use each platform for news nowadays 2016 (TV=2096, Newspapers=910, Radio=910, Internet=1172, All platforms=2659), 2015 (TV=2039, Newspapers=957, Radio=910, Internet=1141, All platforms=2626), 2014 (TV=2136, Newspapers=1160, Radio=914, Internet=1029, All platforms=2580), 2013 (TV=2290, Newspapers=1252, Radio=1000, Internet=857, All platforms=2661).

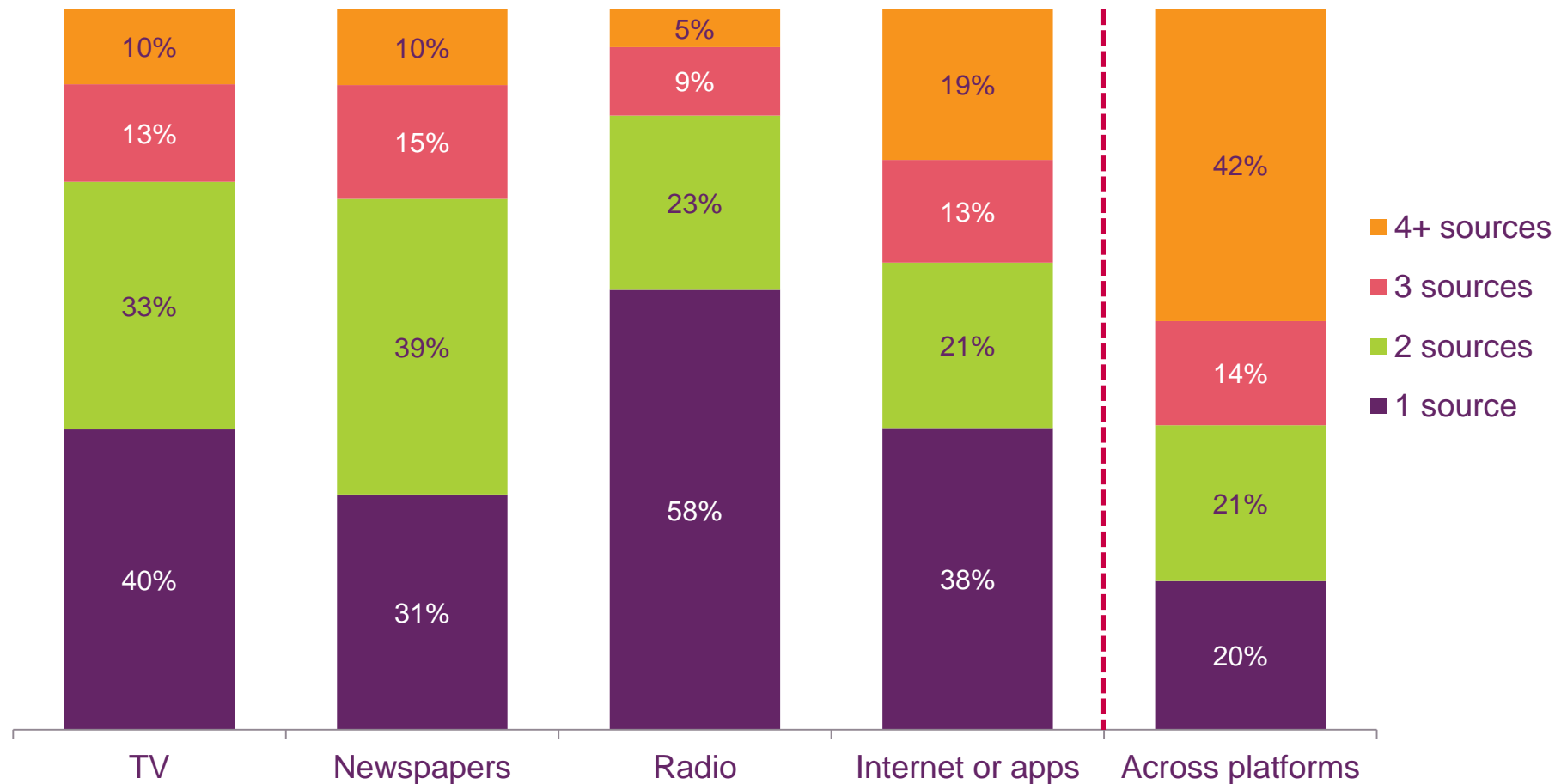
Figure 7.2: Average number of individual sources used across platforms 2013-16, by demographic group

	2013	2014	2015	2016
Male	3.9	4.0	3.8	4.1
Female	3.5	3.6	3.2	3.6
16-34	3.6	3.9	3.2	3.8
35-54	3.8	3.8	3.6	4.0
55+	3.6	3.8	3.6	3.7
ABC1	4.2	4.3	4.1	4.5
C2DE	3.2	3.4	3.0	3.2
White	3.8	3.8	3.6	3.9
BAME	3.2	3.8	3.0	3.7
England	3.6	3.8	3.4	3.9
Scotland	3.9	3.9	3.8	3.1
Wales	4.0	4.0	3.6	3.2
Northern Ireland	5.2	4.6	4.3	4.0

Q5a to Q5f) Which of the following do you use for news nowadays?

Base: All who use each platform for news nowadays (Across platforms 2016=2659, 2015=2626, 2014=2580, 2013=2661)

Figure 7.3 Number of individual news sources used, by platform



Q5a to Q5f) Which of the following do you use for news nowadays?

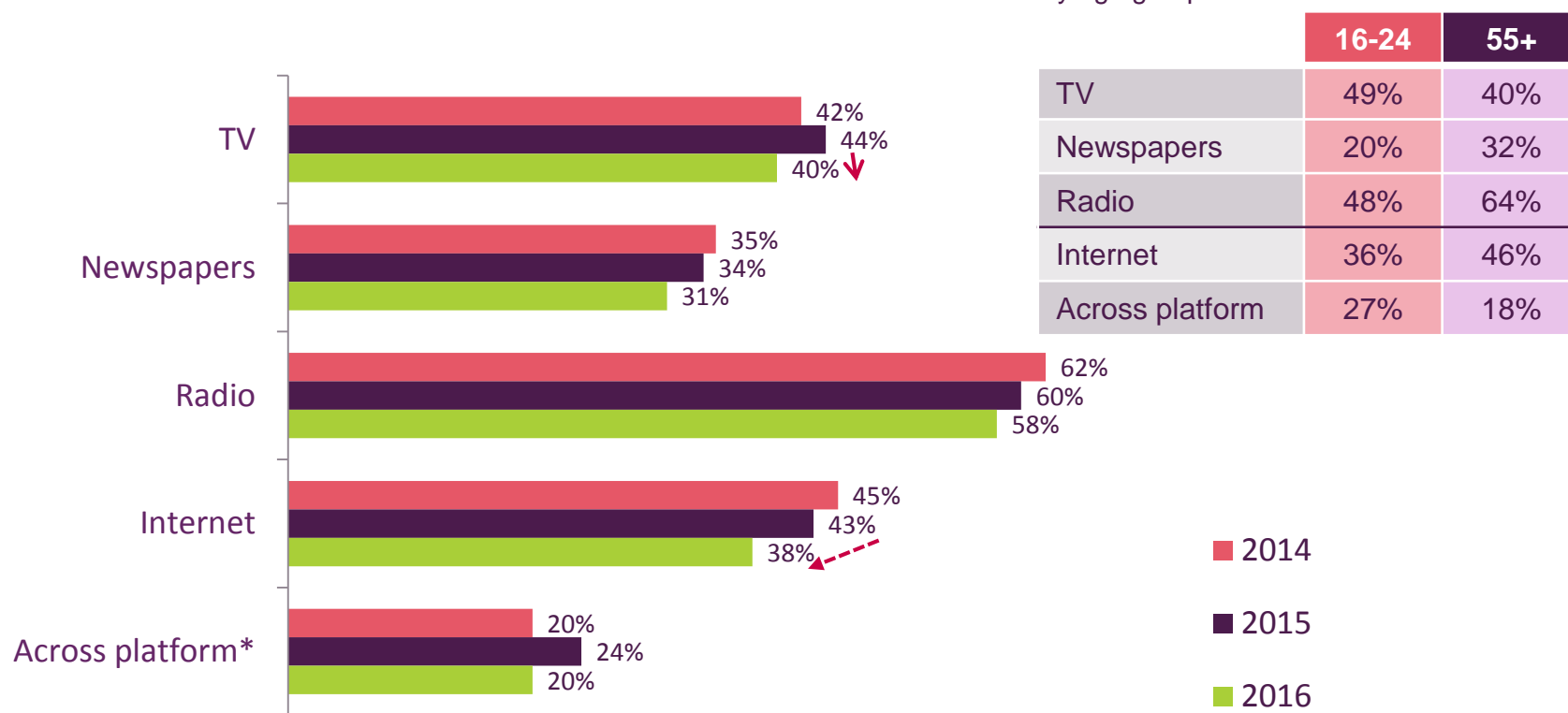
Base: all who use each platform for news (TV=2096, Newspapers=910, Radio=910, Internet or apps=1172, Across platforms=2659)

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

Figure 7.4 Sole use of individual news sources across platforms, 2014-2016

% of adults in UK who use platform for news

Only use one source for news,
by age group:



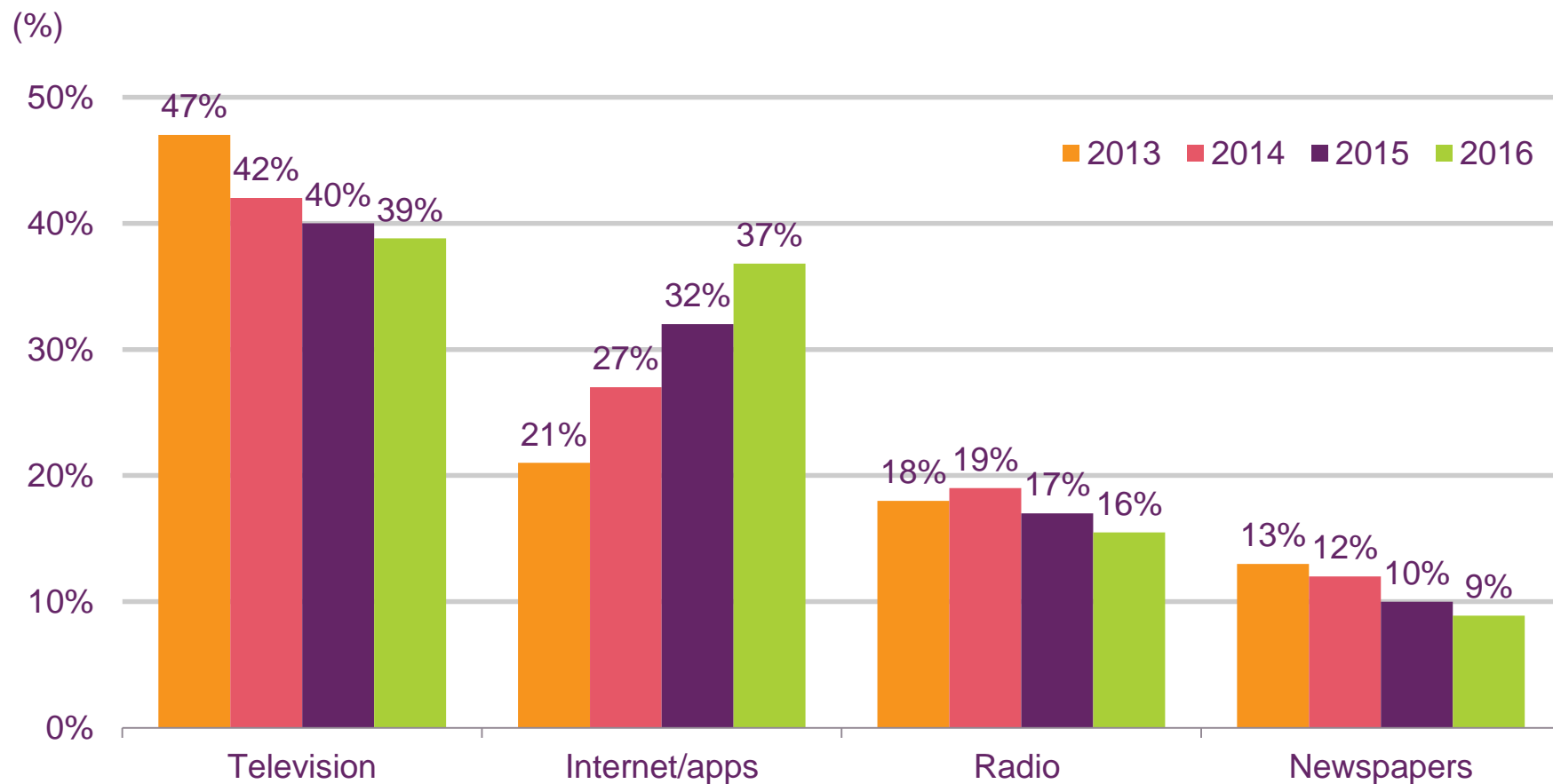
Q5a to Q5f) Which of the following do you use for news nowadays? Base: All who use each platform for news nowadays (TV=2096, Newspapers=910, Radio=910, Internet=1172, Magazines=100, All platforms=2659). Arrows in red indicate significant differences year on year. *Note: In 2016 we have now also included magazines in the across platform calculation and so we have not significance tested against 2015.

8 Share of reference

Summary

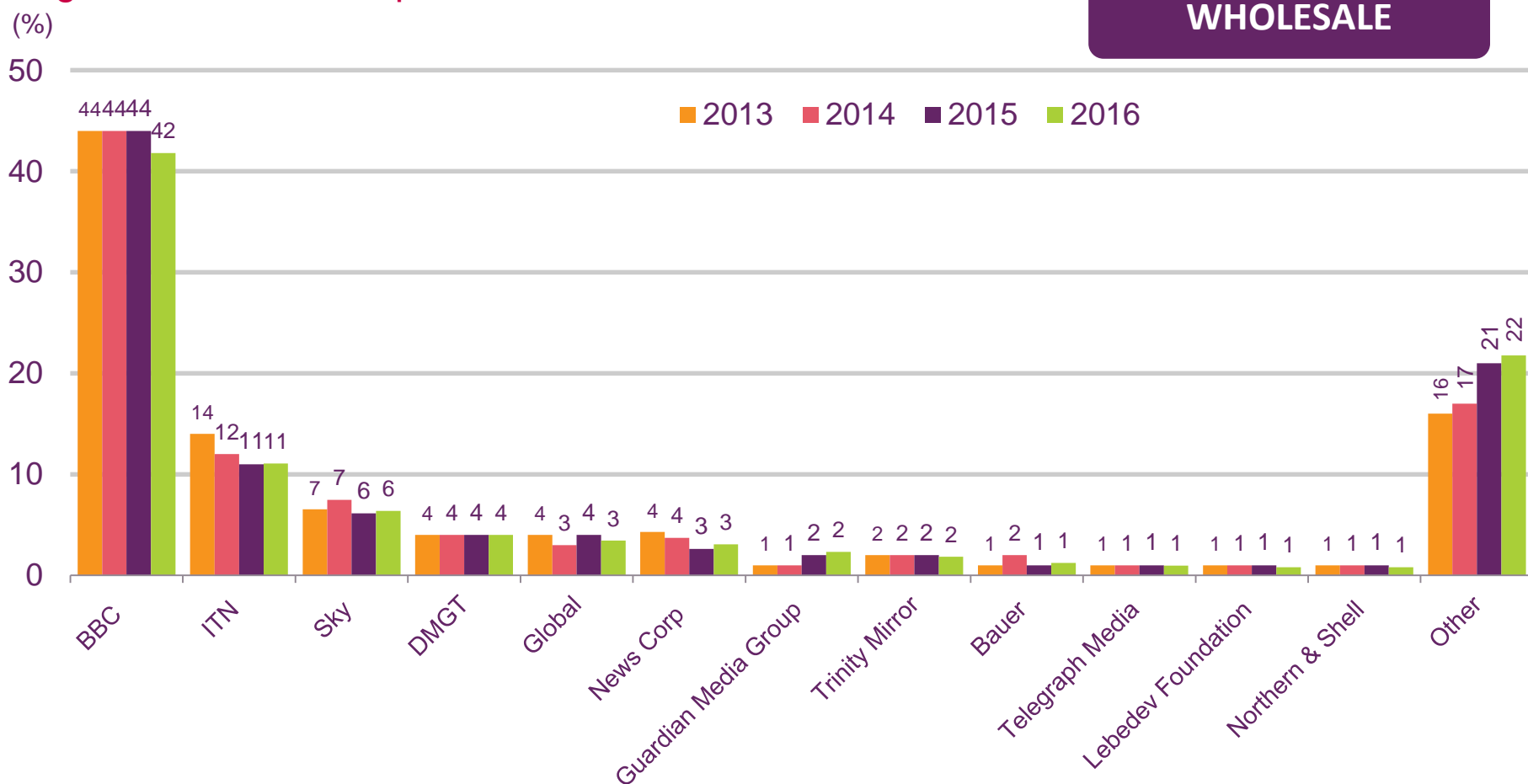
- Our share of reference metric is calculated by asking people which news sources they use nowadays and the frequency with which they use them. Each reference is then factored according to frequency of consumption, and summed to create a total number of news references. The share (%) of each source or provider can then be calculated based on this total number.
- At a platform level, television has a 39% share of reference, followed by the internet (37%), radio (16%) and then newspapers (9%).
- The BBC has the largest share of reference across both wholesale and retail providers (42% for each category). For retail, this is followed by ITV (9%), Sky (6%) and DMGT (4%).

Figure 8.1 Platform share of reference: 2013-2016



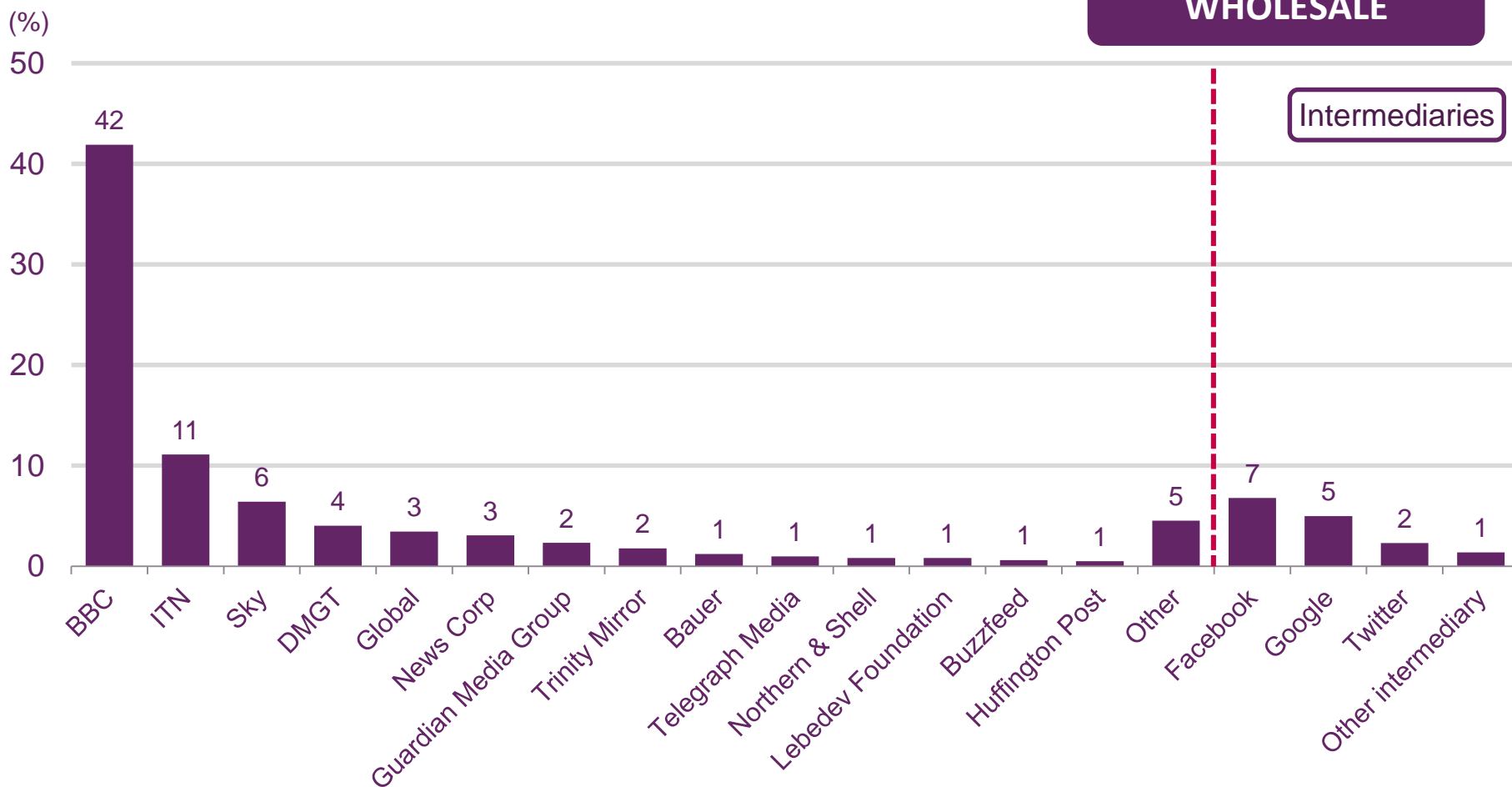
Base: All respondents who use TV, radio, newspapers or internet/apps for news nowadays 2016 (2583), 2015 (2626), 2014 (2553), 2013 (2628).

Figure 8.2 Wholesale provider share of reference: 2013-2016



Base: All respondents who use TV, radio, newspapers or internet/apps for news nowadays 2016 (2583), 2015 (2626), 2014 (2553), 2013 (2628)
 Note: We distinguish between retail news provision - the individual title or brand of each news source that provides content to the user (e.g. ITV News) - and wholesale news provision - the supply and production of the news for a retail news source (e.g. ITN).

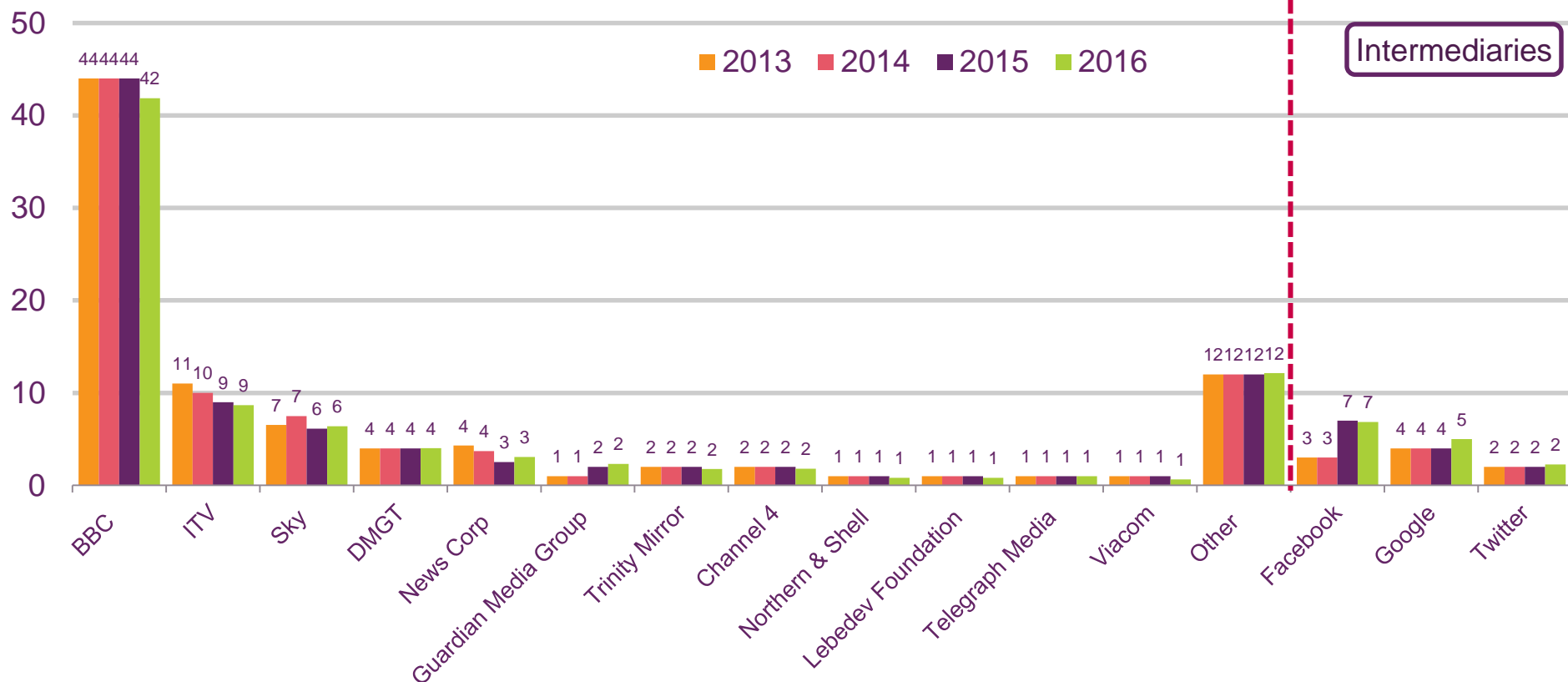
Figure 8.3 Wholesale provider share of reference: 2016



Base: All respondents who use TV, radio, newspapers or internet/apps for news nowadays 2016 (2583). Note: We distinguish between retail news provision - the individual title or brand of each news source that provides content to the user (e.g. ITV News) - and wholesale news provision - the supply and production of the news for a retail news source (e.g. ITN). Note: 'Google' contains all Google-named entities plus YouTube. 'Other intermediary' includes MSN, Yahoo, Feedly, Flipboard, News Now.

Figure 8.4 Retail provider share of reference: 2013-2016

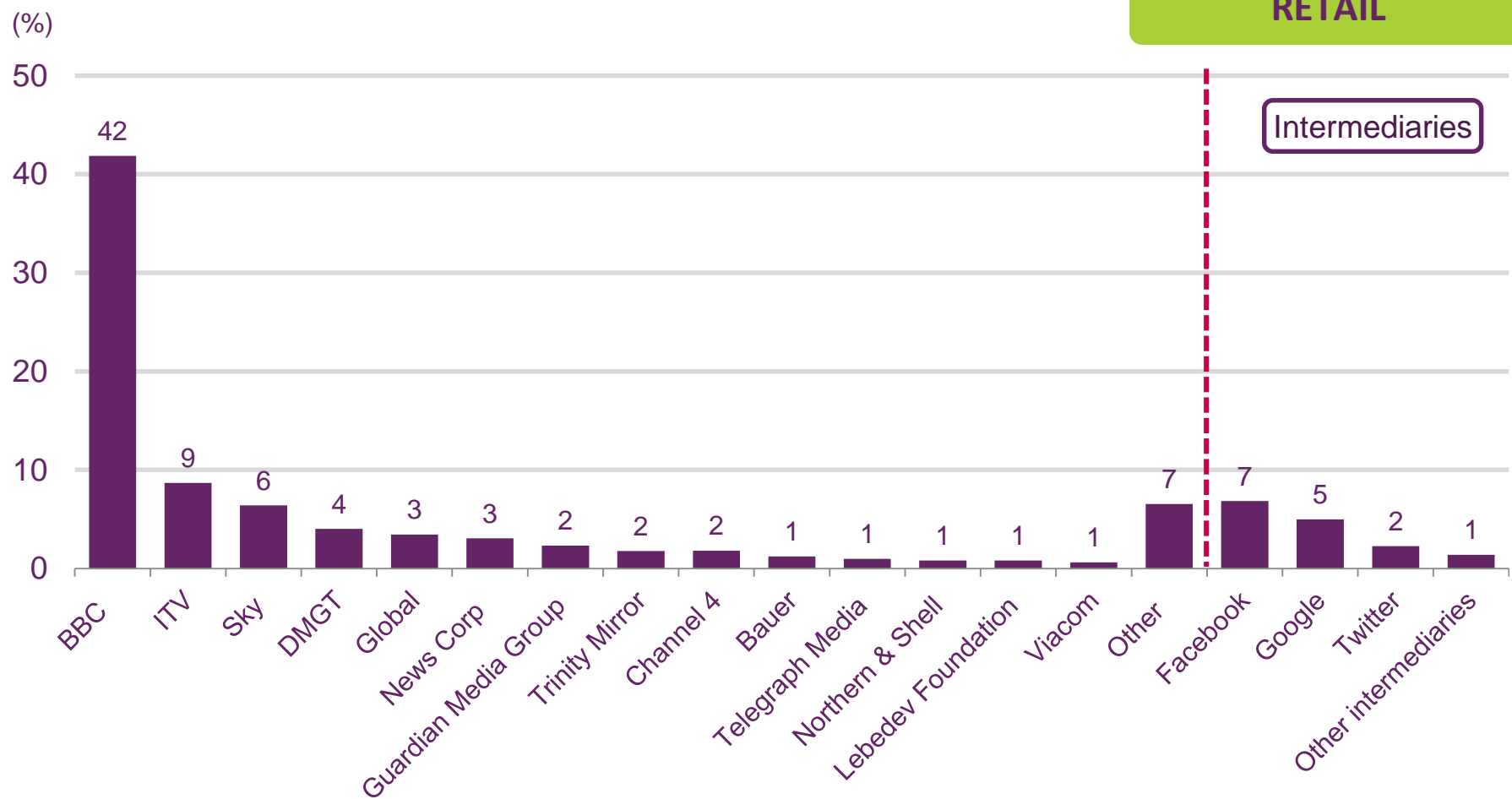
(%)



Base: All respondents who use TV, radio, newspapers or internet/apps for news nowadays 2016 (2583), 2015 (2626), 2014 (2553), 2013 (2628)

Note: We distinguish between retail news provision - the individual title or brand of each news source that provides content to the user (e.g. ITV News) - and wholesale news provision - the supply and production of the news for a retail news source (e.g. ITN).

Figure 8.5 Retail provider share of reference: 2016



Base: All respondents who use TV, radio, newspapers or internet/apps for news nowadays 2016 (2583)

Note: We distinguish between retail news provision - the individual title or brand of each news source that provides content to the user (e.g. ITV News) - and wholesale news provision - the supply and production of the news for a retail news source (e.g. ITN).

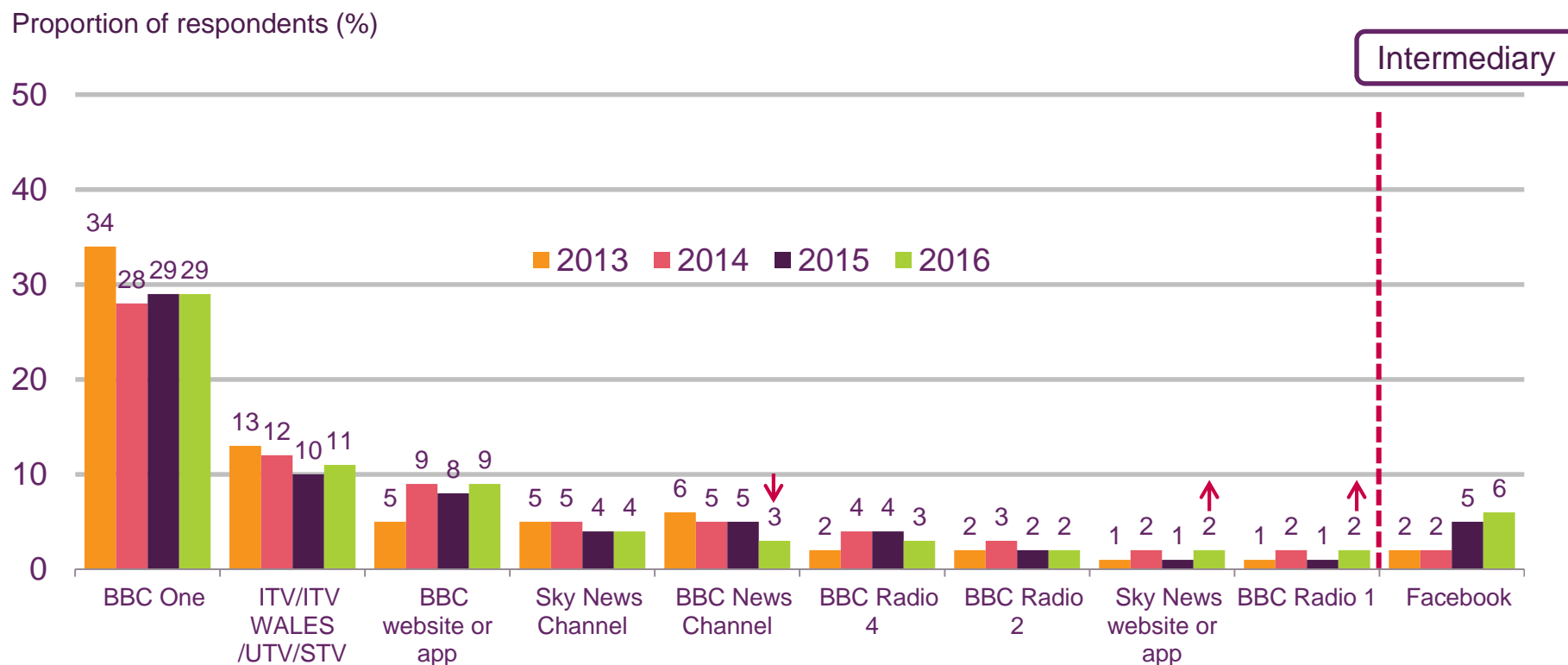
Note: 'Google' contains all Google-named entities plus YouTube. 'Other intermediary' includes MSN, Yahoo, Feedly, Flipboard, News Now.

9 Importance of sources and attitudes to news

Summary

- Around three in ten (29%) of news users nominate BBC One as their single most important news source. One in ten nominates ITV (11%) and 9% say the BBC website or app. One in twenty (6%) nominates Facebook, rising to one in five (19%) aged 16-24.
- Three in ten (31%) news users from C2DE groups nominate BBC One and 16% nominate ITV. Newspapers are nominated by 13% of those aged 65+ compared to 4% of those aged 16-24.
- Measures of quality, accuracy and trustworthiness among users are all relatively similar across the main TV channels. Readers of Quality newspaper titles are more likely to rate their newspaper highly across various attributes than are popular and mid-market readers. Online, intermediaries such as Facebook and Twitter are highly rated by their users for providing a range of opinions, but are less highly rated than other providers for other attributes.
- In terms of how important impartiality is for people, findings from Ofcom's Media Tracker show that nine in ten (90%) think it is important that TV news sources are impartial compared to 84% for radio news sources and 80% for newspapers.
- Seven in ten (70%) think that it is important for broadcaster websites to be impartial, followed by newspaper sites (66%). Just over half (52%) think it's important that social media sites are impartial.

Figure 9.1 Single most important news source, 2013-2016



Q8a) Looking at all the sources of news you have said that you use, which one is most important to you personally. Base: All who use any news source nowadays 2016 (2618), 2015 (2588), 2014 (2553), 2013 (2628). Arrows in red indicate differences of statistical significance between 2015 and 2016.

Figure 9.2 Single most important news source, by demographic group

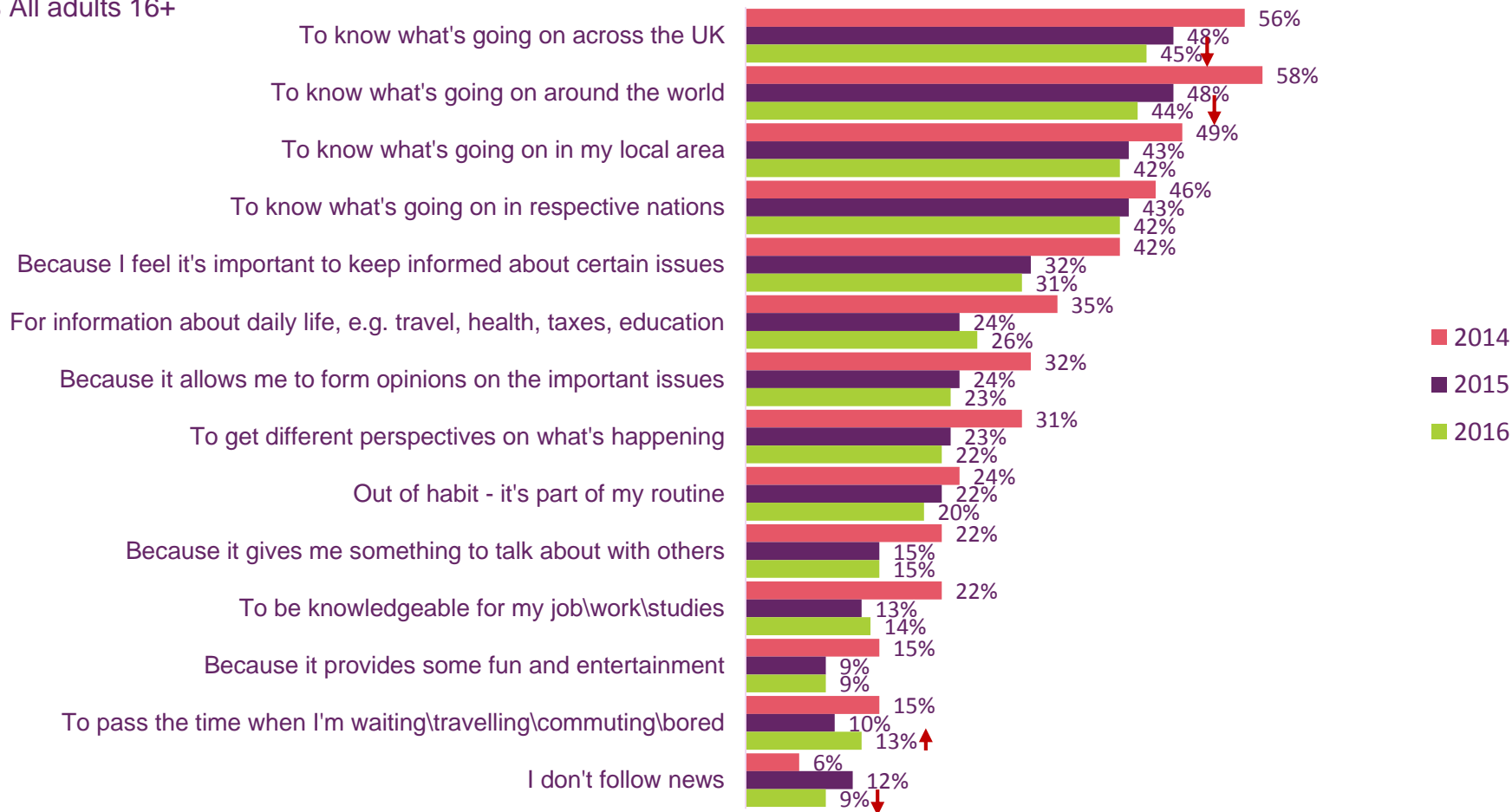
Proportion of respondents (%)

	All 16+	Male	Female	16-24	65+	ABC1	C2DE	BAME	White
BBC One	29%	30%	27%	18%	45%	26%	31%	25%	29%
ITV/ITV WALES/UTV/STV	11%	8%	13%	3%	14%	6%	16%	3%	12%
BBC website or app	9%	10%	8%	7%	2%	13%	5%	15%	8%
Facebook	6%	5%	6%	19%	0%	5%	6%	6%	5%
Sky News Channel	4%	4%	3%	3%	5%	4%	3%	5%	3%
BBC News Channel	3%	4%	2%	1%	2%	4%	3%	10%	3%
BBC Radio 4	3%	2%	3%	0%	4%	4%	2%	1%	3%
BBC Radio 2	2%	1%	2%	1%	1%	2%	1%	0%	2%
Sky News website or app	2%	2%	1%	3%	0%	2%	1%	3%	2%
BBC Radio 1	2%	1%	2%	4%	0%	2%	1%	1%	2%
NET : ANY TV	49%	49%	49%	29%	70%	42%	56%	49%	49%
NET : ANY WEBSITE OR APPS	26%	28%	25%	50%	4%	32%	21%	35%	25%
NET : ANY RADIO	11%	8%	13%	7%	9%	12%	9%	4%	11%
NET : ANY NEWSPAPERS	7%	8%	6%	4%	13%	8%	6%	6%	7%

Q8a) Looking at all the sources of news you have said that you use, which one is most important to you personally. Only sources with an incidence of 2% or more are shown. Base: All who use any news source nowadays (2618), Male (1253), Female (1365), 16-24 (281), 65+ (929), ABC1 (1180), C2DE (1438), BAME (191), White (2414). Shading indicates significant differences between demographics

Figure 9.3 Reasons for following news, 2014-2016

% All adults 16+



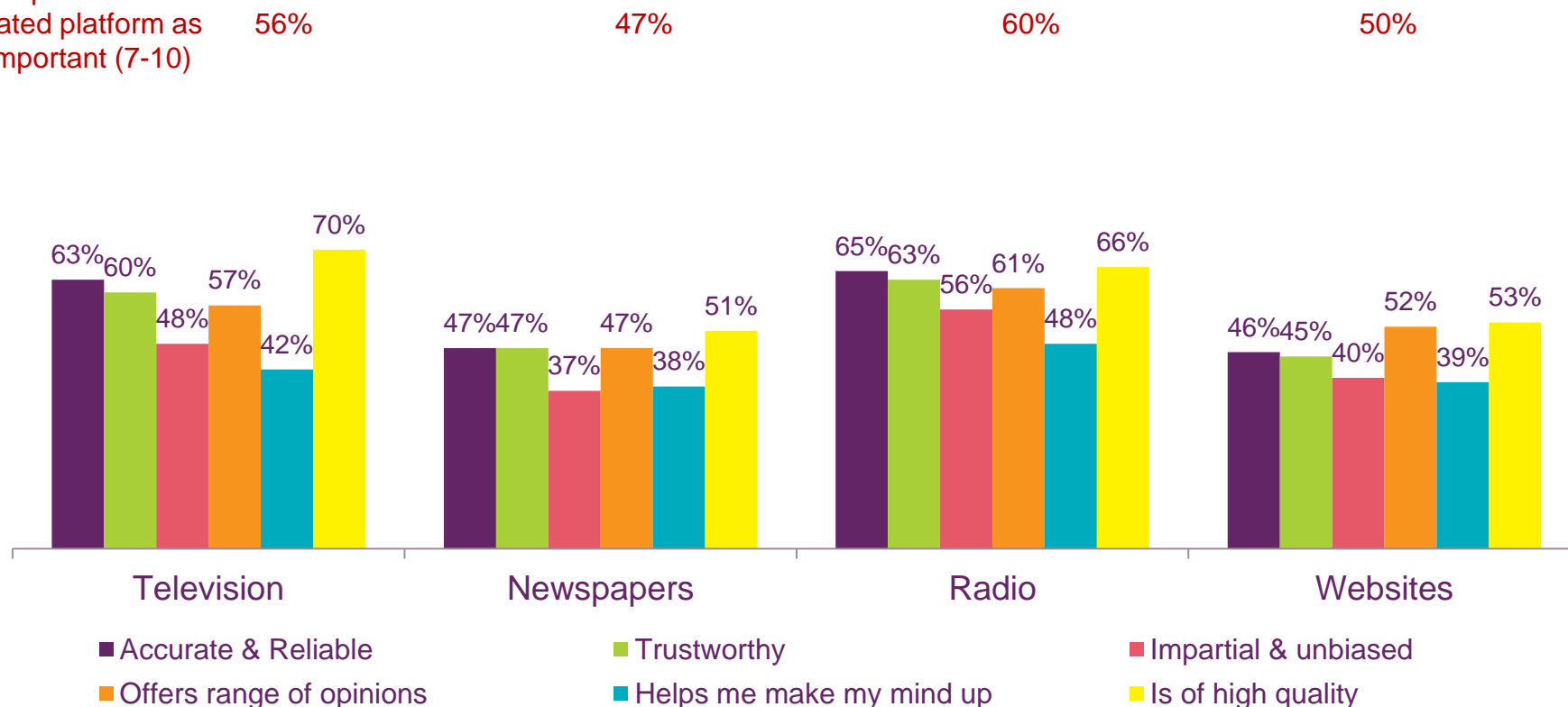
Q2) Thinking about some of the reasons people might have for following news, which of these reasons apply to YOU?

Base: All adults 16+ in UK (2894 in 2016, 2921 in 2015, 2731 in 2014) . Arrows in red indicate differences of statistical significance 2015-2016.

Figure 9.4 Attributes of news platform among weekly users of any source for news on platform

Proportion of users who rated any source on the platform highly (7-10) (%)

Proportion who
rated platform as
important (7-10)



Q9c) And to what extent do you think the following statements apply to [SOURCE] as a news source?

Base: Those who use platform to access the news 'nowadays' at least weekly (or at least every 2-3 weeks for weekly newspapers or magazines) on each platform - 2016: TV channels (2008), Newspapers (838), Radio (744), Websites (1108).

Figure 9.5 Attributes of television sources among those who use each source weekly or more often

Proportion of users who rated each source highly across the attributes (%)

% rated source as important

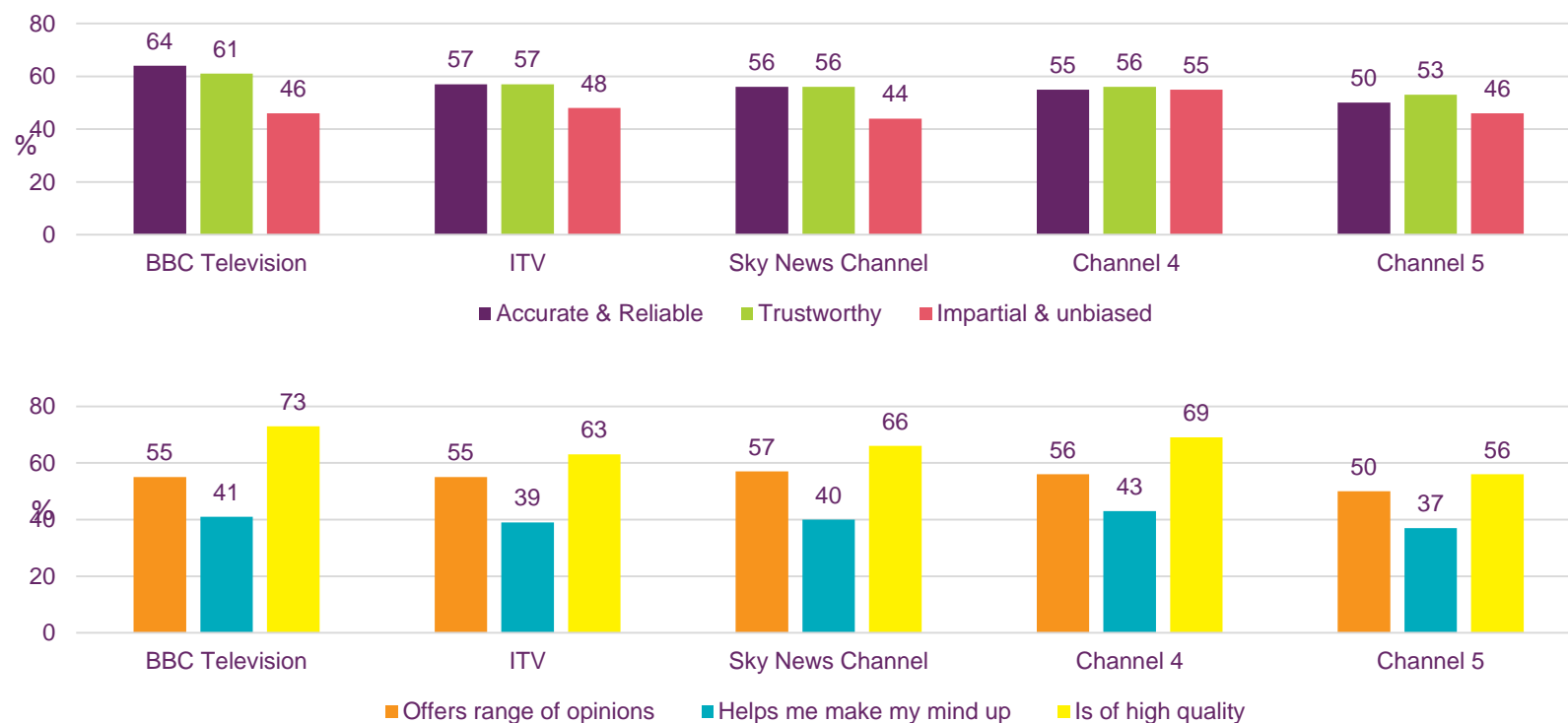
58%

48%

50%

39%

35%

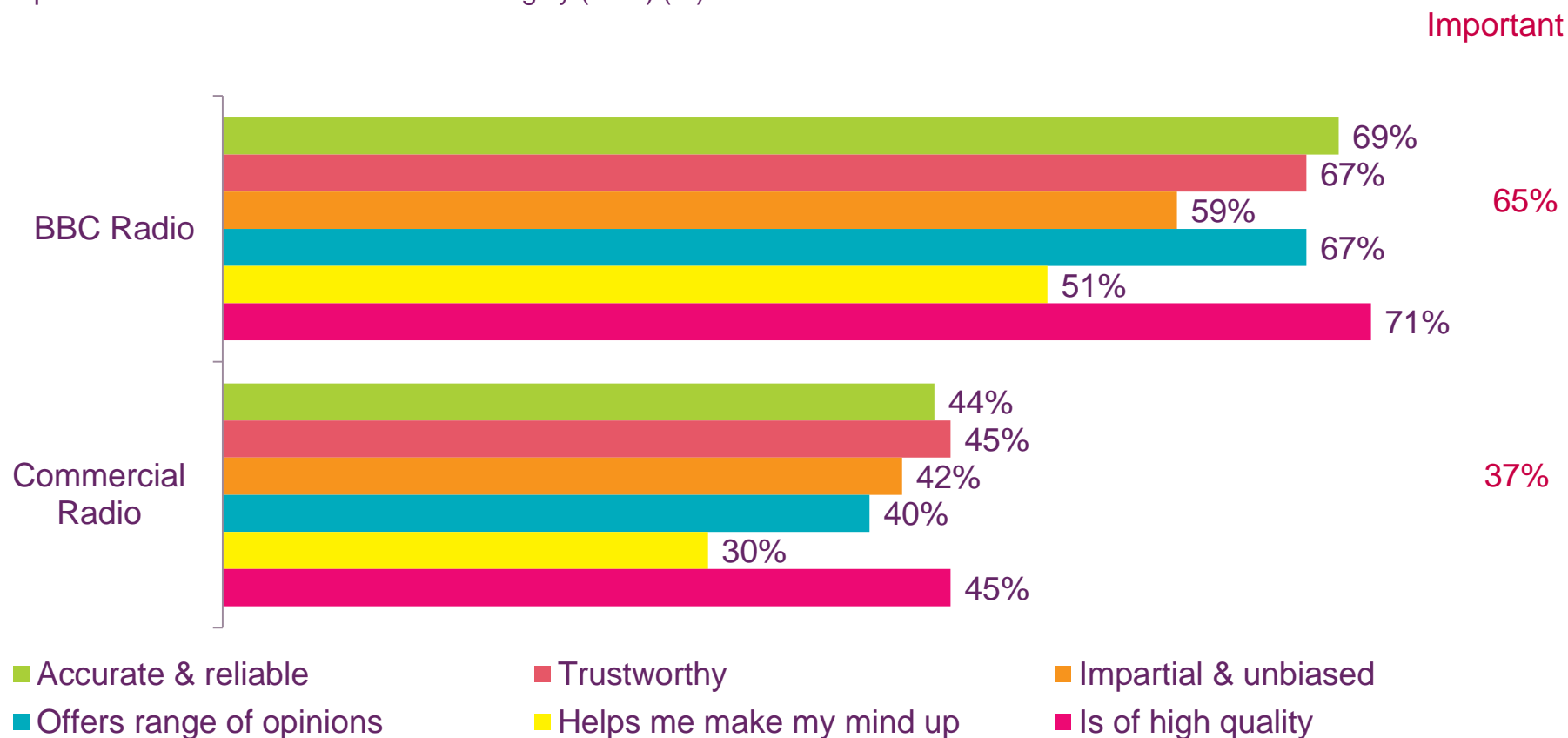


Q9c) And to what extent do you think the following statements apply to [SOURCE] as a news source?

Base: Those who use platform to access the news weekly or more often on each type (varies) – Only includes bases over 50. Note: News sources are ordered by consumption levels. Bases: BBC TV – 1688; ITV – 947; Sky News Channel – 363; Channel 4 – 184; Channel 5 – 64 (low base)

Figure 9.6 Attributes of radio news sources among those who use each source weekly or more often

Proportion of users who rated the source highly (7-10) (%)



Q9c) And to what extent do you think the following statements apply to [SOURCE] as a news source?

Base: Those who use platform to access the news weekly or more often. BBC Radio – 641; Commercial radio – 195.

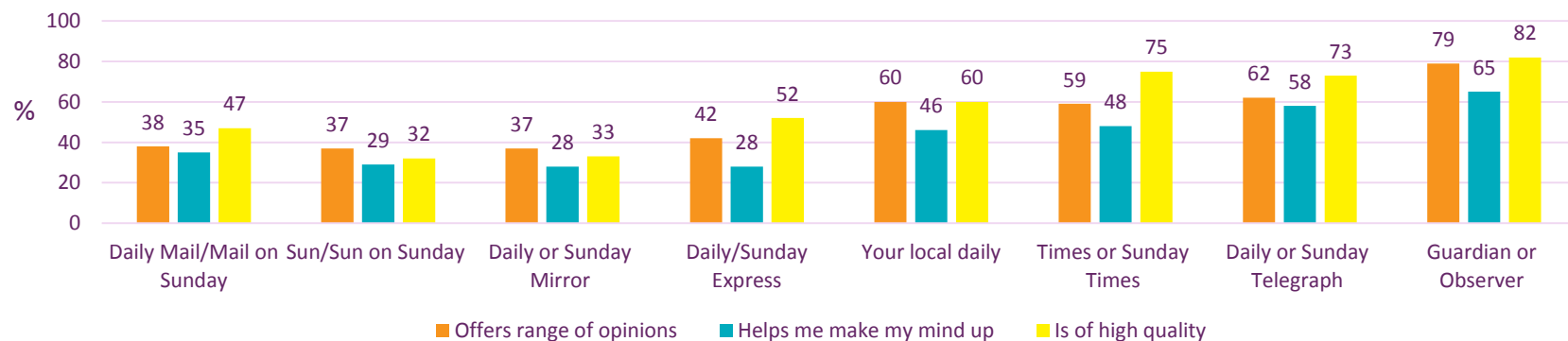
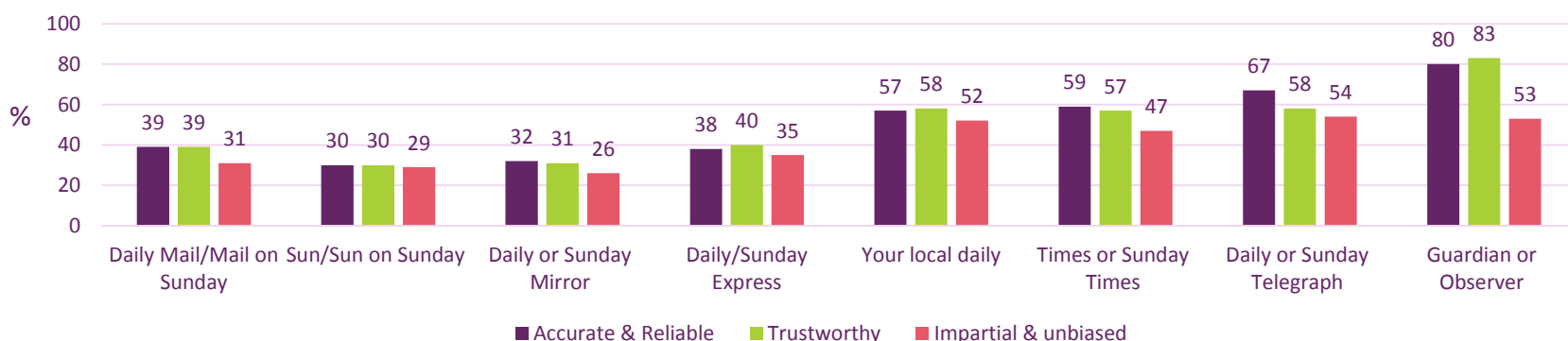
Figure 9.7 Attributes of newspaper sources among those who use each source weekly or more often



Proportion of users who rated each source highly across the attributes (%)

% rated source
as important

44% 34% 41% 37% 60% 48% 55% 67%

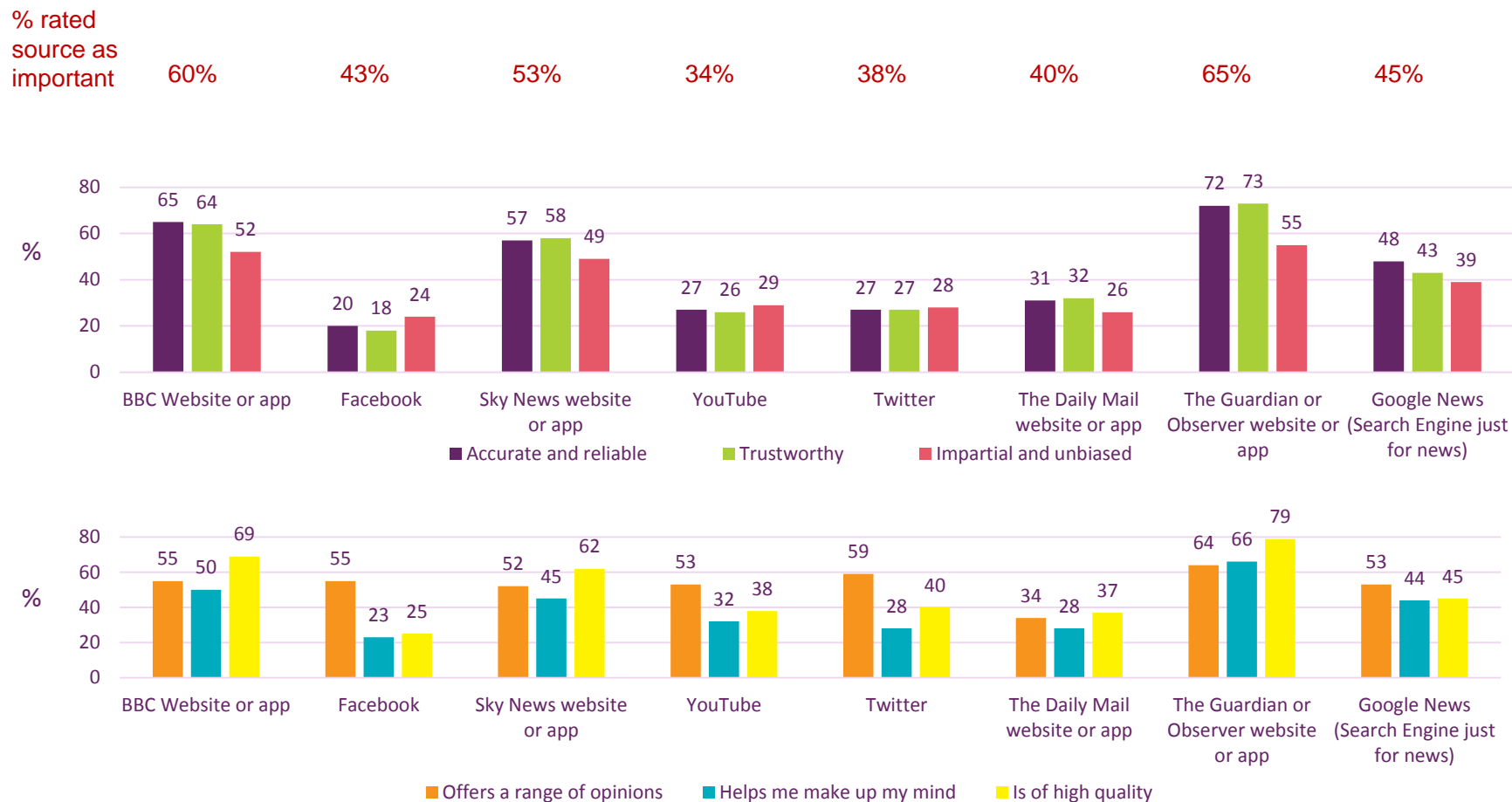


Q9c) And to what extent do you think the following statements apply to [SOURCE] as a news source?

Base: Those who use platform to access the news weekly or more often (or at least every 2-3 weeks for weekly newspapers) on each type (varies) – Only includes bases over 50. Note: News sources are ordered by consumption levels. Bases: Daily Mail/Mail on Sunday – 250; Sun/Sun on Sunday – 184; Daily/Sunday Mirror – 114; Your local daily – 103; Times/Sunday Times – 102; Daily/Sunday Telegraph – 74 (low base); Guardian/Observer – 68 (low base); Daily/Sunday Express – 64 (low base)

Figure 9.8 Attributes of internet sources among those who use each source weekly or more often

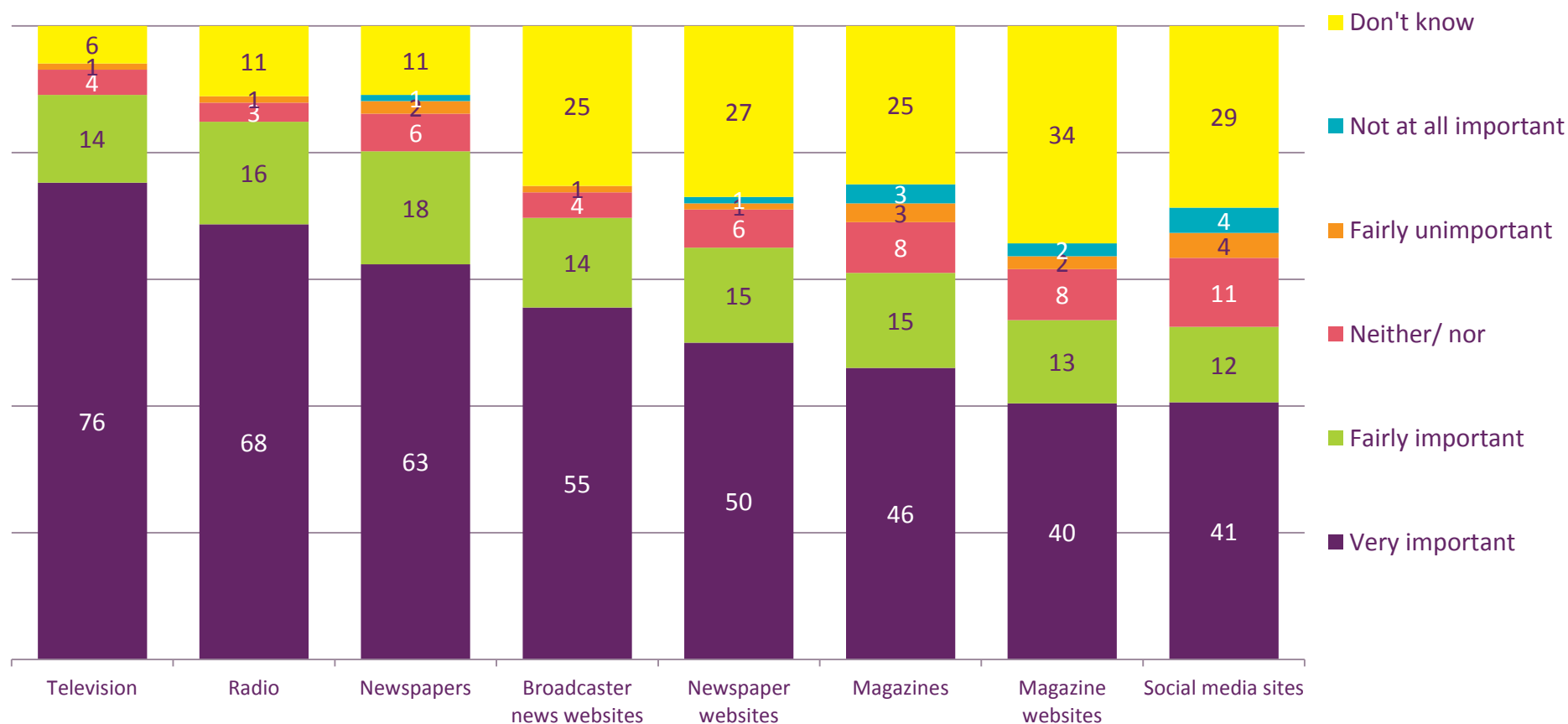
Proportion of users who rated each source highly across the attributes (%)



Q9c) And to what extent do you think the following statements apply to [SOURCE] as a news source? Base: Those who use platform to access the news weekly or more often on each type (varies) – Only includes bases over 50. Note: News sources are ordered by consumption levels. Bases: BBC website/app – 625, Facebook – 319; Sky News website/app – 146; YouTube – 110; Twitter – 109; Daily Mail website/app – 108; Guardian/Observer website/app – 95 (low base); Google News – 61 (low base)

Figure 9.9 Opinions on importance of impartiality of news by platform

% All adults 16+



Source: Ofcom Media Tracker 2016. Base: All (2,069). Prompted, single code.

Q67 - How important do you personally think it is that each of the following news sources is impartial?

Figure 9.10 Opinions on importance of impartiality of news 2014-16
and by age group 2016

% saying important	2014 %	2015 %	2016 %	16-34 %	35-54 %	55-64 %	65+ %
Television	89	88	90	↓ 83	↑ 94	92	92
Radio	84	80	↑ 84	↓ 77	↑ 89	↑ 89	82
Newspapers	82	80	80	↓ 75	83	83	83
Broadcaster news websites (e.g. bbc.co.uk, itv.com, channel4.com)	70	67	70	73	↑ 77	66	↓ 53
Newspaper websites (e.g. telegraph.co.uk, guardian.co.uk)	65	63	66	68	↑ 73	64	↓ 49
Magazines	61	60	61	60	↑ 67	58	↓ 55
Magazine websites (e.g. economist.com, spectator.co.uk)	55	52	53	55	↑ 61	49	↓ 40
Social media sites (e.g. Facebook or Twitter)	NA	NA	52	↑ 58	↑ 59	47	↓ 34

Source: Ofcom Media Tracker 2016. Base: All in 2014 (2,074); 2015 (2,107); 2016 (2,069); 16-34 (596); 35-54 (640); 55-64 (342); 65+ (491). Prompted, single code. Significance testing shows any difference between 2015 and 2016 and between any age group and all adults in 2016

Q67 - How important do you personally think it is that each of the following news sources is impartial?

Figure 9.11 Opinions on importance of impartiality of news, 2014-16
and by social group 2016

% saying important	2014 %	2015 %	2016 %	ABC1 %	C2DE %	Male %	Female %
Television	89	88	90	↑ 92	87	91	89
Radio	84	80	↑ 84	↑ 88	79	↑ 86	82
Newspapers	82	80	80	↑ 84	76	82	79
Broadcaster news websites (e.g. bbc.co.uk, itv.com, channel4.com)	70	67	70	↑ 76	62	72	68
Newspaper websites (e.g. telegraph.co.uk, guardian.co.uk)	65	63	66	↑ 73	57	67	64
Magazines	61	60	61	↑ 64	58	60	63
Magazine websites (e.g. economist.com, spectator.co.uk)	55	52	53	↑ 57	49	54	53
Social media sites (e.g. Facebook or Twitter)	NA	NA	52	53	51	49	↑ 55

Source: Ofcom Media Tracker 2016. Base: All in 2014 (2,074); 2015 (2,107); 2016 (2,069); ABC1 (1,063); C2DE (1,005); Male (980); Female (1,089). Prompted, single code. Significance testing shows any difference between 2015 and 2016 and between socio-economic groups or gender in 2016

Q67 - How important do you personally think it is that each of the following news sources is impartial?

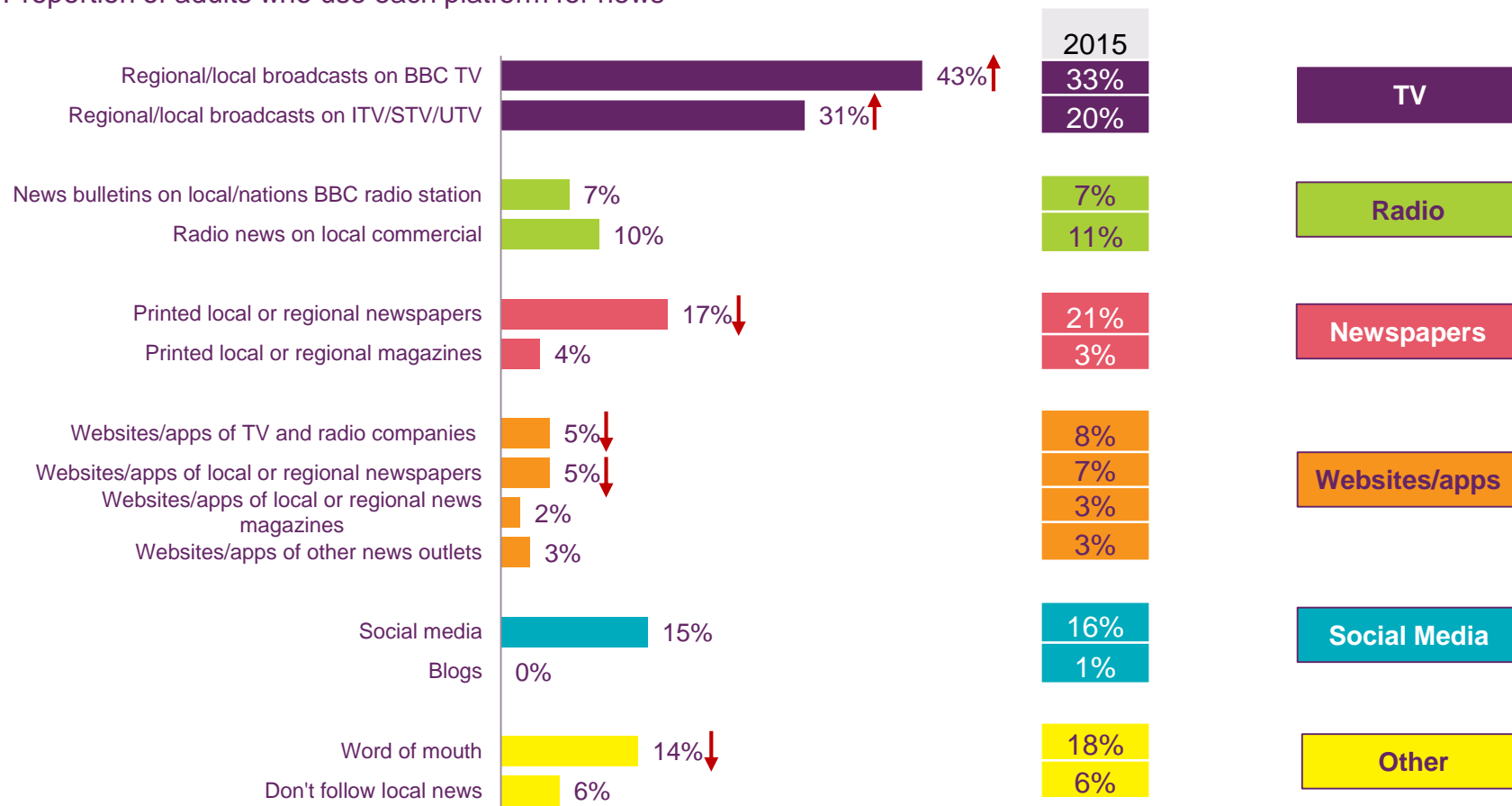
10 Local news

Summary

- As with news in general, TV is the most popular platform for accessing local news. 43% of news users say they watch regional and local broadcasts on BBC TV and 31% say they do on ITV.
- Almost one in five (17%) use printed local or regional newspapers and one in seven (15%) say they use social media for local news.

Figure 10.1 Ways of accessing local news

Proportion of adults who use each platform for news



QXX3) Thinking particularly about local news, which of the following do you use?

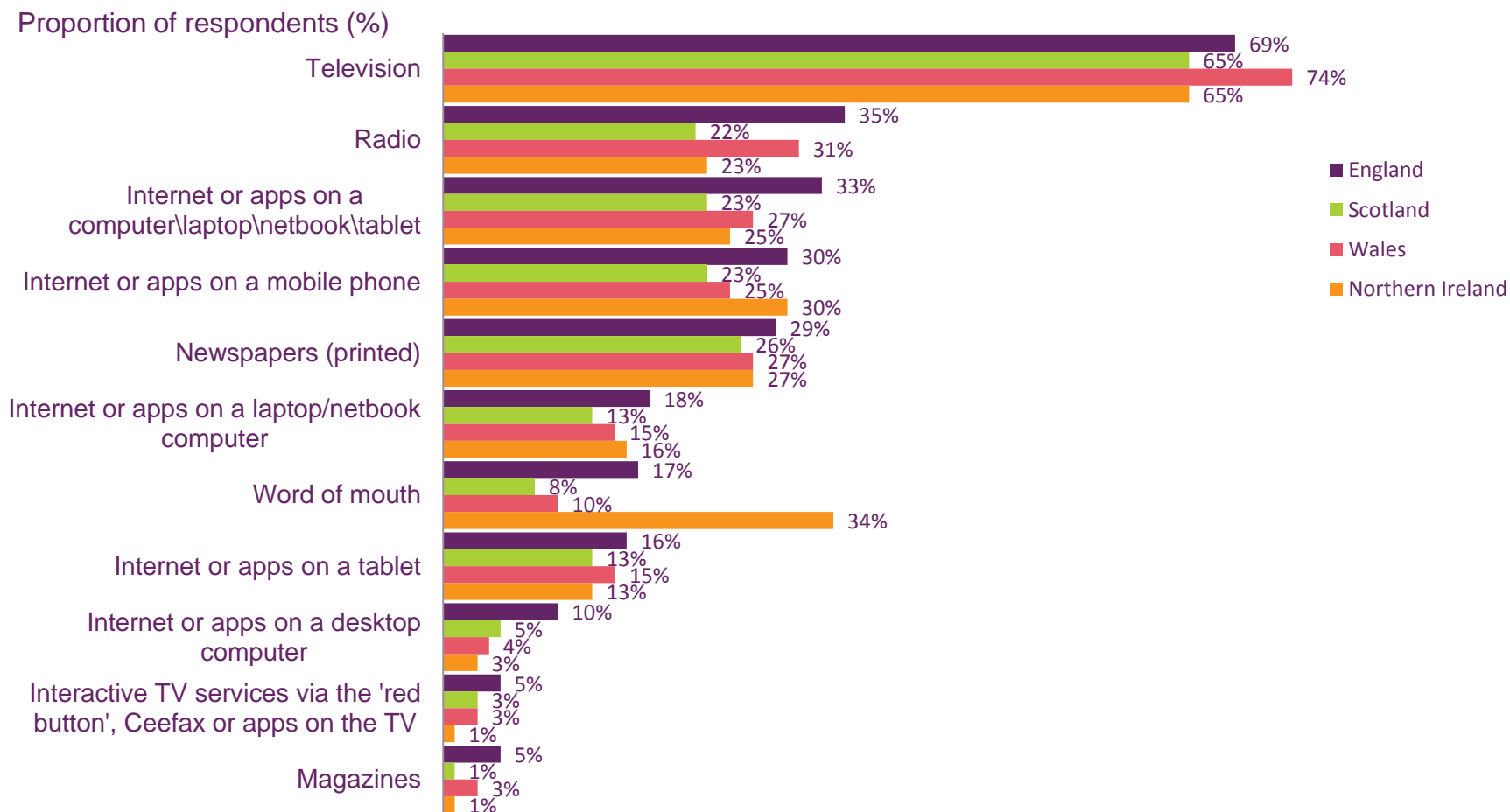
Base: All who use a platform for news nowadays 2016 (2710), 2015 (2663).

11 News consumption in the nations

Summary

- Nearly six in ten (57%) of respondents in Wales use BBC One for news, compared to 51% in England, 50% in Northern Ireland and 41% in Scotland. ITV/STV/UTV is the second-most used source in all of the nations (47% in Northern Ireland vs. 31% in Scotland, 29% in England and 28% in Wales).
- The BBC website or app is the third most popular source in England (28%), Wales (24%) and Scotland (21%), while in Northern Ireland Facebook is the third most popular (24%).
- Adults in Scotland are the most likely of all UK nations to say they are interested in news about their nation (46% very interested vs. 27% across UK as a whole).

Figure 11.1 Platforms used for news 'nowadays', by nation



Q3a) Which of the following do you use for news nowadays?

Base 2016: All adults 16+ (2894), England (1768), Scotland (362), Wales (413), Northern Ireland (351)

Figure 11.2 Use of four main platforms for news nowadays, by nation

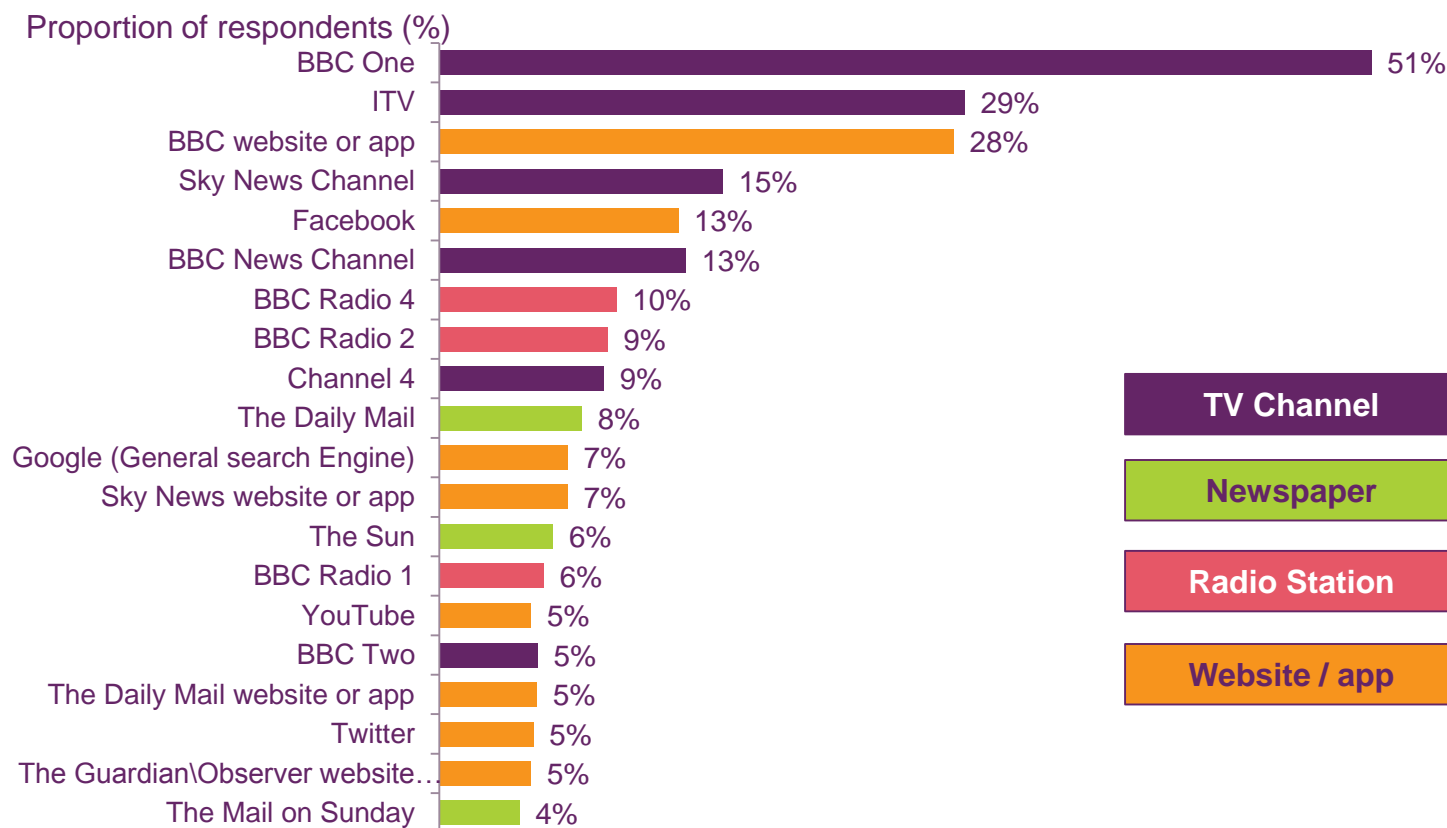
Proportion of respondents (%)

	All UK	England	Scotland	Wales	N Ireland
Television	69%	69%	65%	74%	65%
Newspapers (printed)	29%	29%	26%	27%	27%
Radio	33%	35%	22%	31%	23%
Internet (any device)	48%	50%	38%	42%	42%

Q3a/Q3aa Which of the following do you use for news nowadays?

Base: All UK (2894), England (1768), Scotland (362), Wales (413), Northern Ireland (351)

Figure 11.3 Top 20 news sources by reach: England

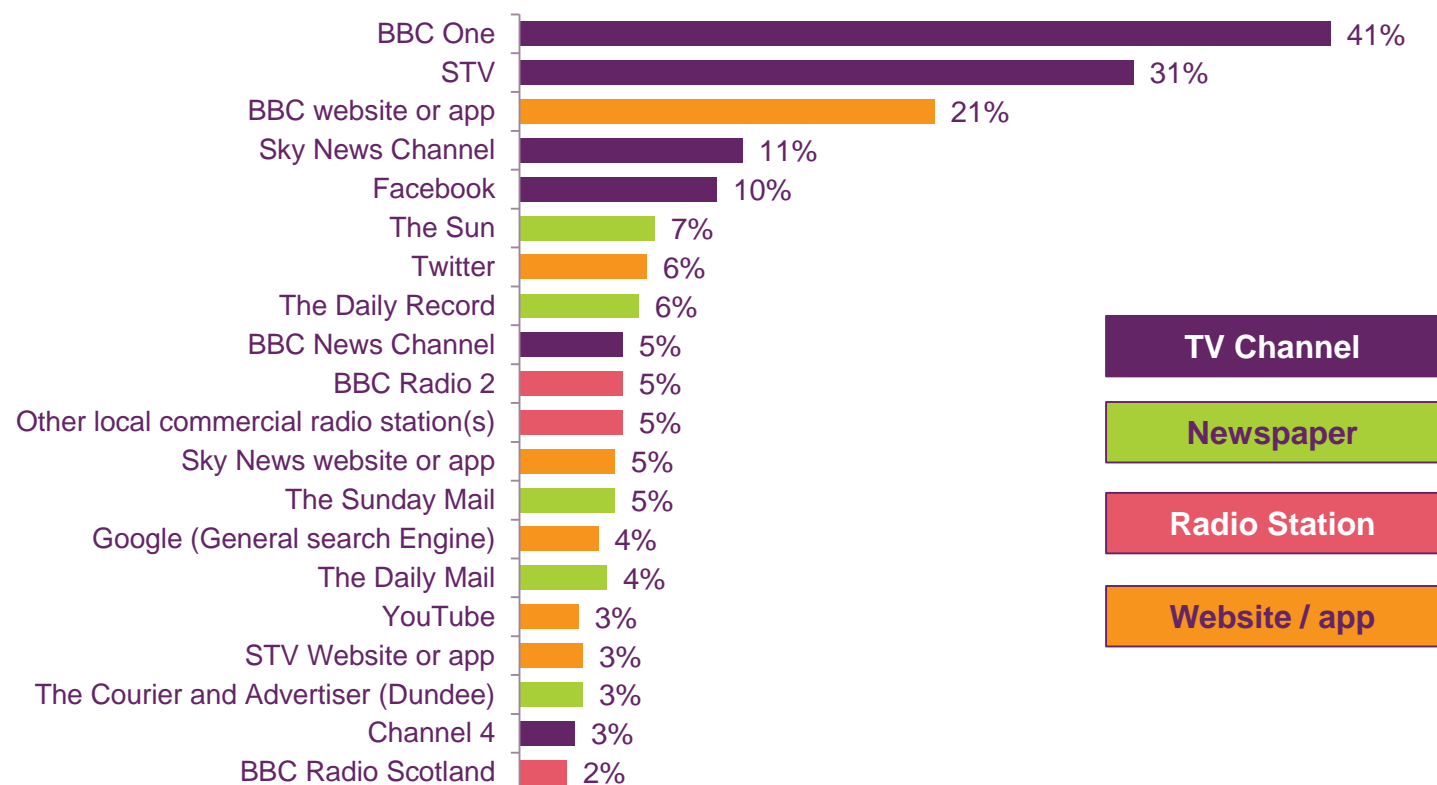


Q5a-e) Thinking specifically about <Source> which of the following do you use for news nowadays?

Base: All adults 16+ in England 2016 – 1768

Figure 11.4 Top 20 news sources by reach: Scotland

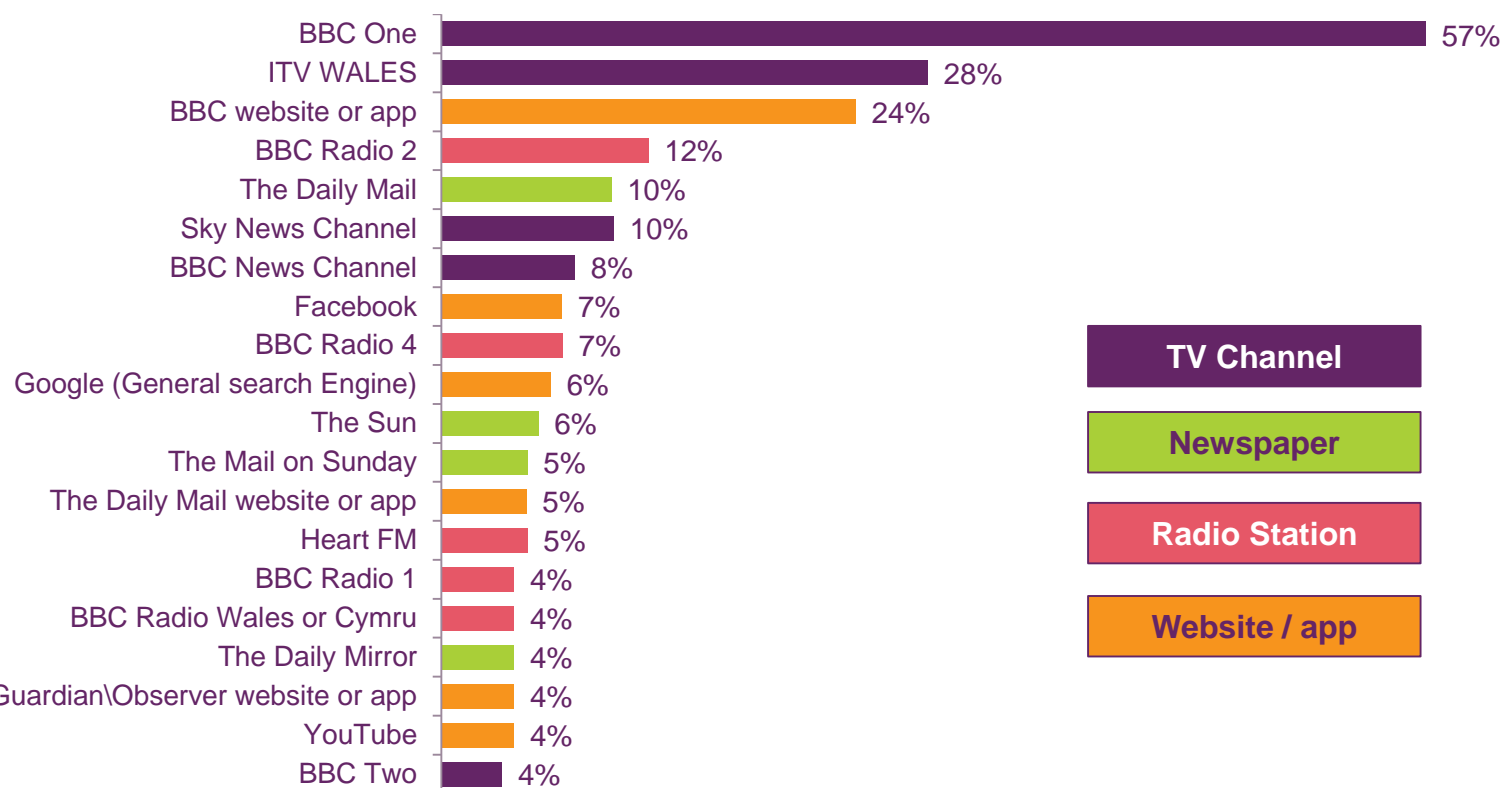
Proportion of respondents (%)



Q5a-e) Thinking specifically about <Source> which of the following do you use for news nowadays?
Base: All adults 16+ in Scotland 2016 – 362

Figure 11.5 Top 20 news sources by reach: Wales

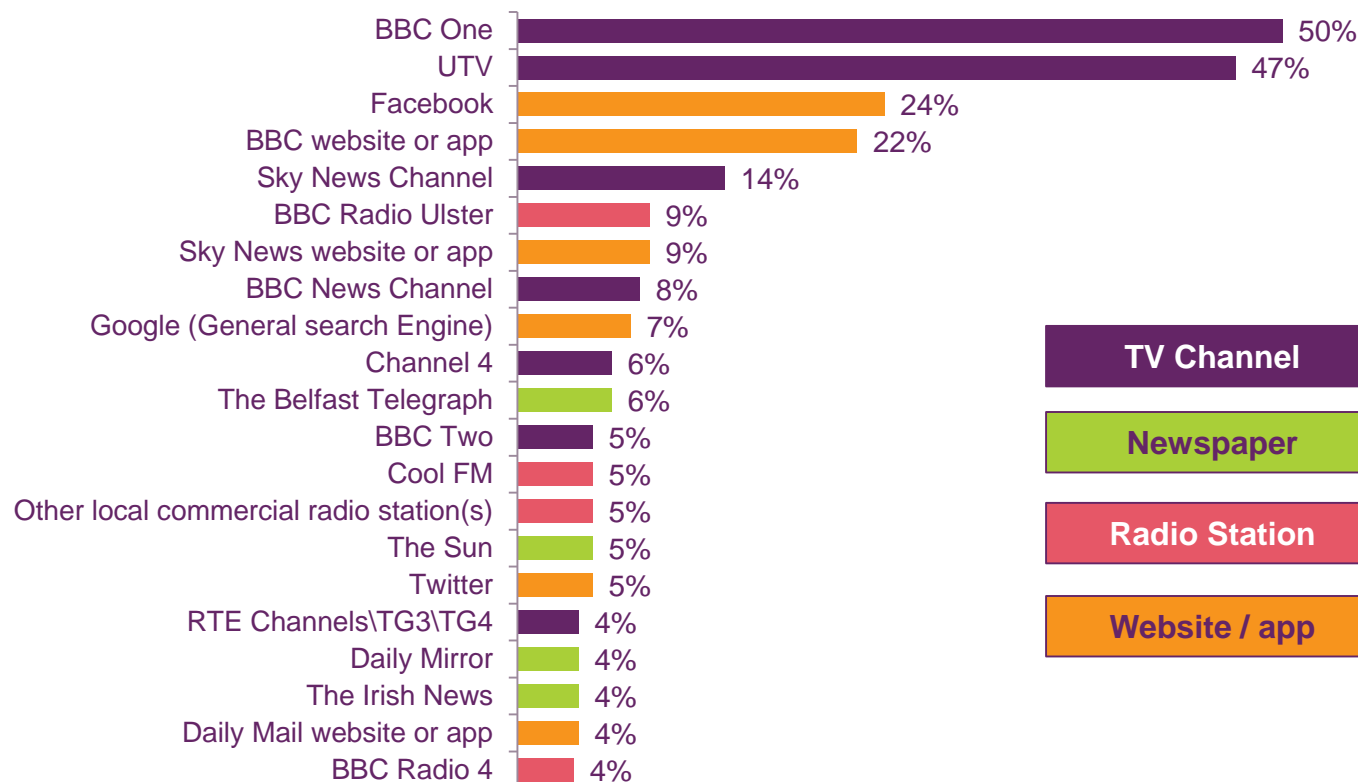
Proportion of respondents (%)



Q5a-e) Thinking specifically about <Source> which of the following do you use for news nowadays?
Base: All adults 16+ in Wales 2016 – 413

Figure 11.6 Top 20 news sources by reach: Northern Ireland

Proportion of respondents (%)

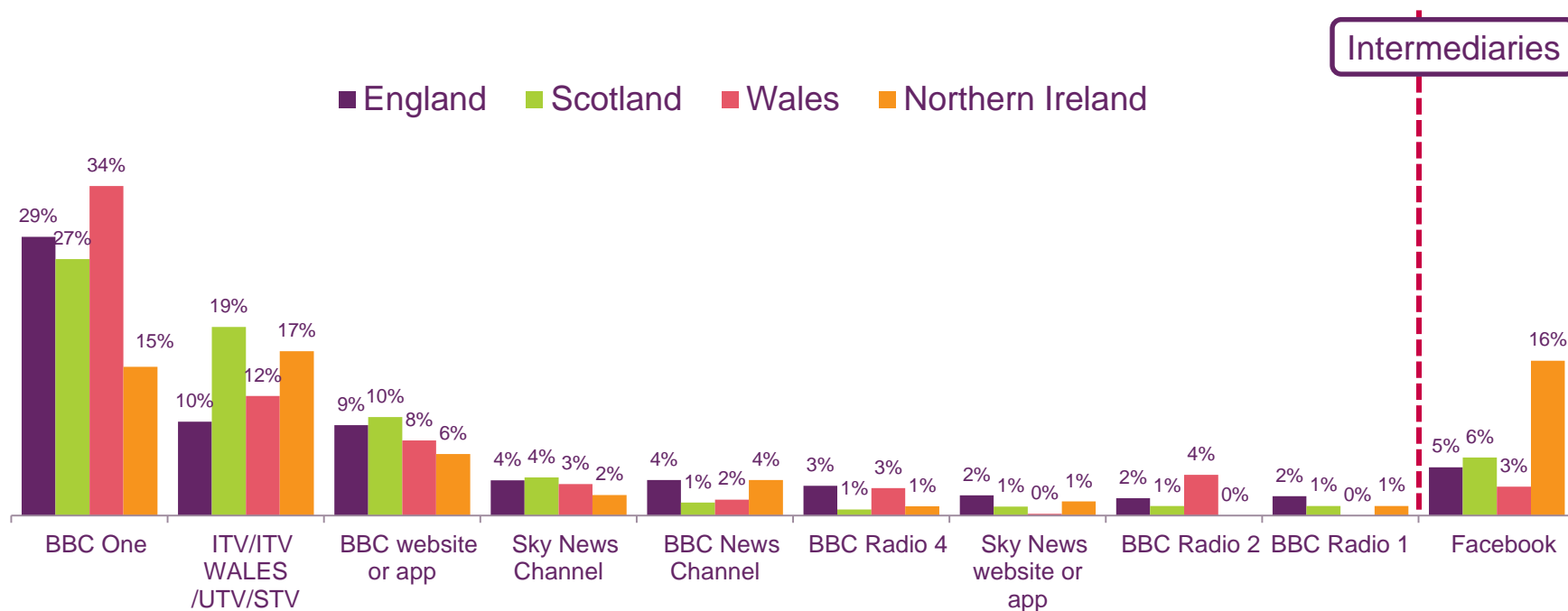


Q5a-e) Thinking specifically about <Source> which of the following do you use for news nowadays?

Base: All adults 16+ in Northern Ireland 2016 – 351

Figure 11.7 Single most important news source, by nation

Proportion of respondents (%)



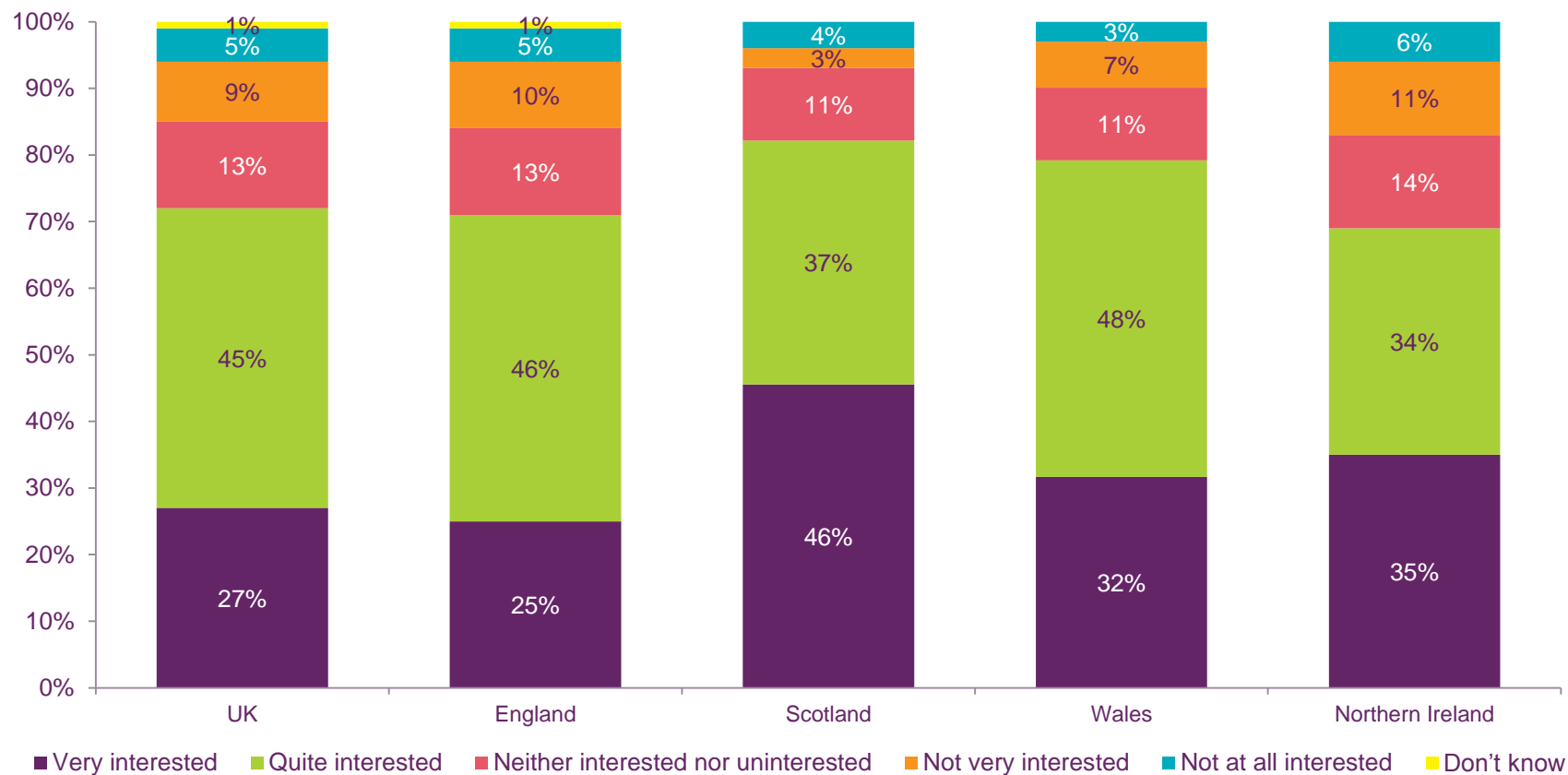
Q8a) Looking at all the sources of news you have said that you use, which one is most important to you personally?

Base: All who use any news source nowadays (England=1620, Scotland=303, Wales=393, Northern Ireland=302)

Note: News sources above 2% at UK level shown

Figure 11.8 Level of interest in news about nation

Proportion of respondents (%)



QN1) How interested are you in news about <NATION>?

Base: All who use one or more platforms for news nowadays (UK=2710, England=1678, Scotland=314, Wales=398, Northern Ireland=320).