

News Report – Scotland

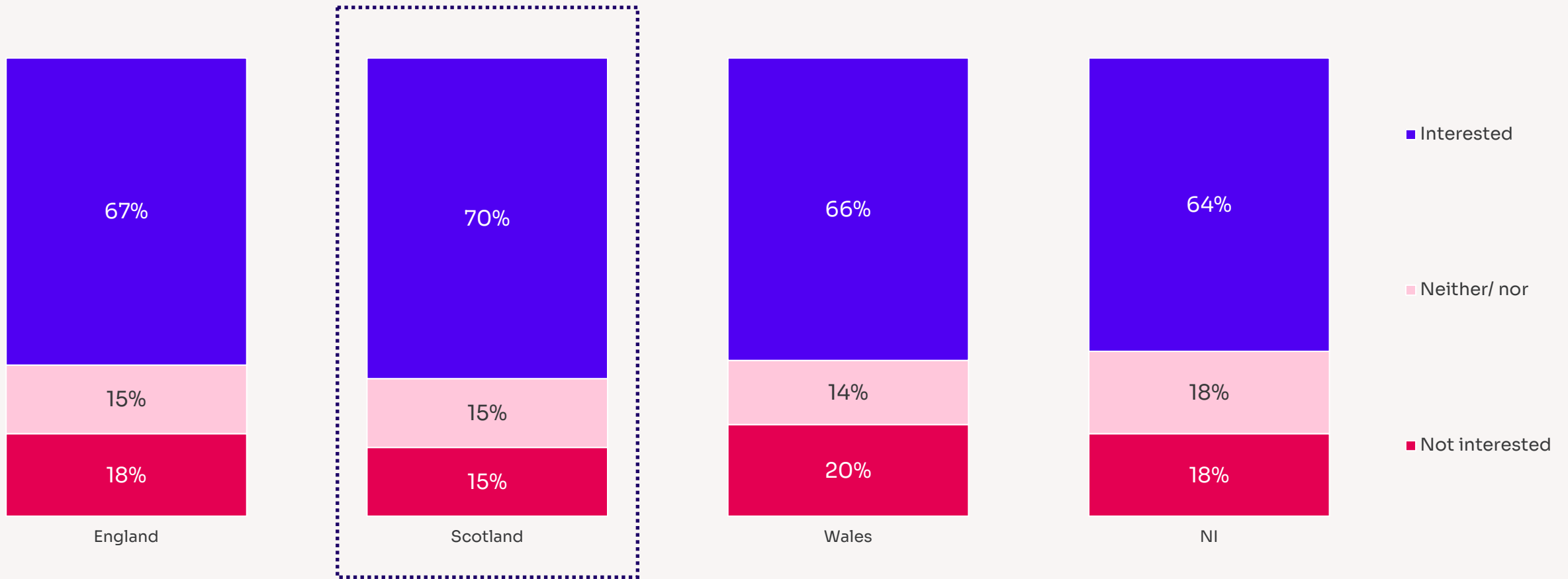
Produced by: Critical Research
Fieldwork: November 2025 to March 2026



15th September 2026

Seven in ten (70%) adults in Scotland are interested in news, while more than one in ten (15%) are not interested.

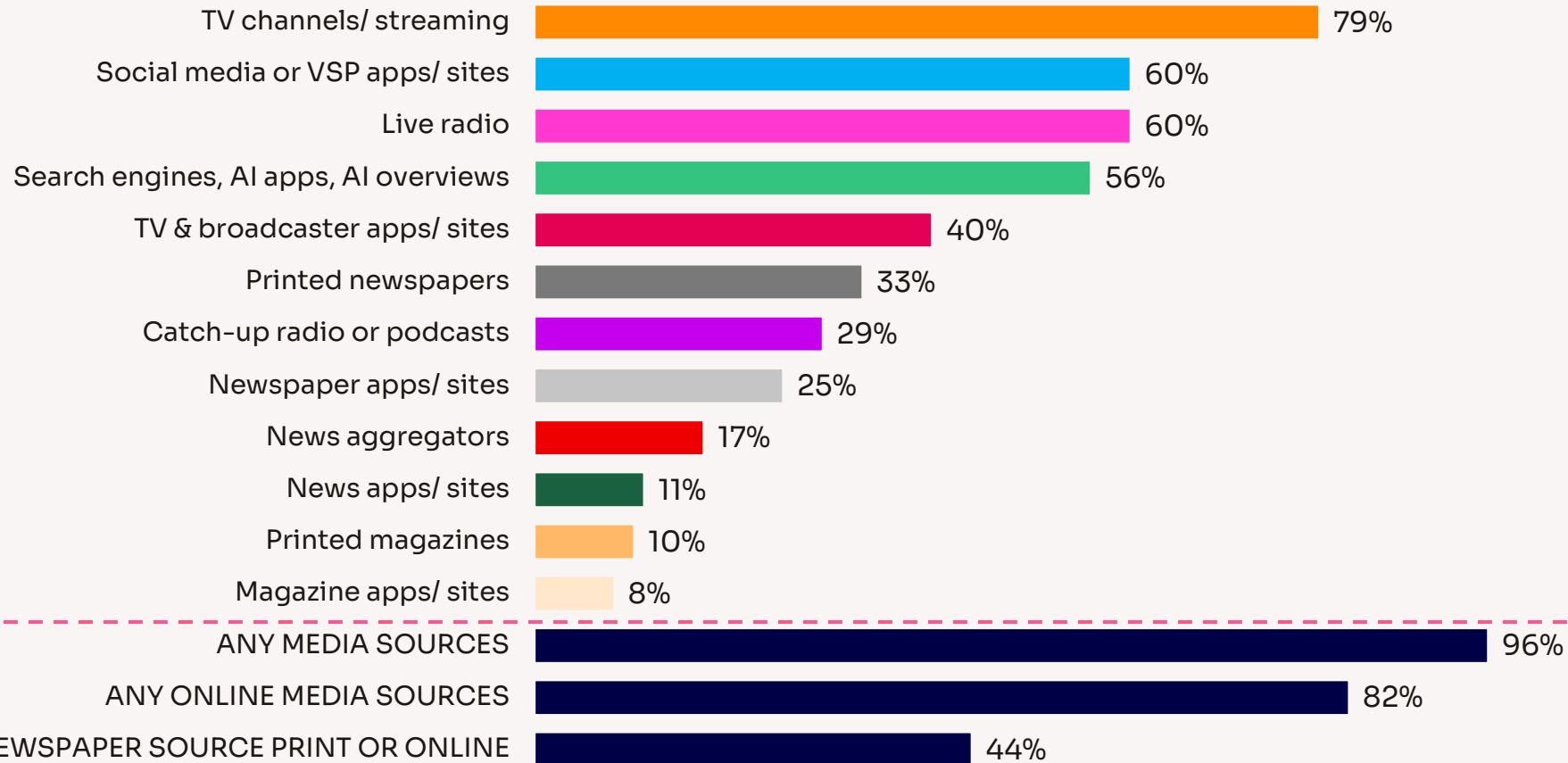
Interest in watching, reading or listening to news: by nation



Source: Ofcom News Consumption Survey 2025-2026 – Adults 16+
Question C1. How interested are you in watching, reading or listening to news?
Base: All adults in England (3,597), Scotland (600), Wales (600), Northern Ireland (600)

Nearly all (96%) adults in Scotland have accessed news in the past month, with close to nine in ten (86%) doing this through online platforms.

Ways of accessing news in the past month, UK wide figures compared with nations

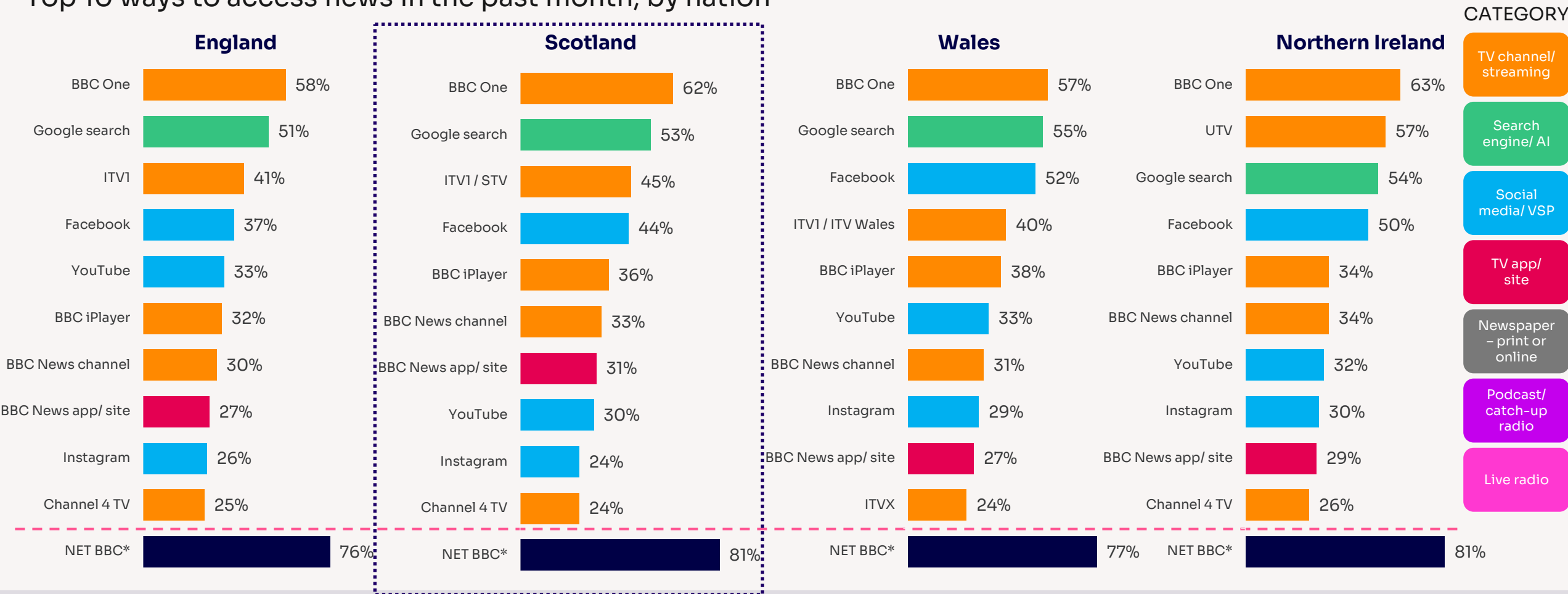


England	Scotland	Wales	Northern Ireland
78%	81%	80%	84%
59%	63%	69%	65%
59%	60%	62%	68%
56%	59%	60%	59%
39%	44%	42%	41%
34%	30%	26%	25%
28%	30%	33%	32%
24%	28%	26%	28%
17%	14%	16%	17%
10%	12%	12%	13%
10%	9%	7%	6%
8%	7%	7%	6%
95%	96%	97%	98%
82%	86%	86%	83%
44%	42%	39%	40%

Source: News Consumption Survey 2025-2026 – Adults. Question D1-D22. Which, if any, of the following [MEDIA TYPE] have you **seen or heard news** on in the last month? As a reminder... This could be news that you actively watch or listen to and it could be news that you just happen to see or hear. We're interested in news of all types – whether it's recent events in politics, sport, entertainment, celebrities, in your local area or around the world. ('ONLINE MEDIA SOURCES' INCLUDES TV STREAMING, SOCIAL MEDIA OR VSP APPS/ SITES, SEARCH ENGINES/ AI, TV & BROADCASTER APPS/ SITES, CATCH-UP RADIO/ PODCASTS, NEWSPAPER APPS/ SITES, NEWS AGGREGATORS, NEWS APPS/ SITES, MAGAZINE APPS/ SITES) Base: All adults (5,397). England (3,597), Scotland (600), Wales (600), Northern Ireland (600)

Among people in Scotland, BBC One was the most common way to access news, followed by Google search, ITV / STV and Facebook.

Top 10 ways to access news in the past month, by nation



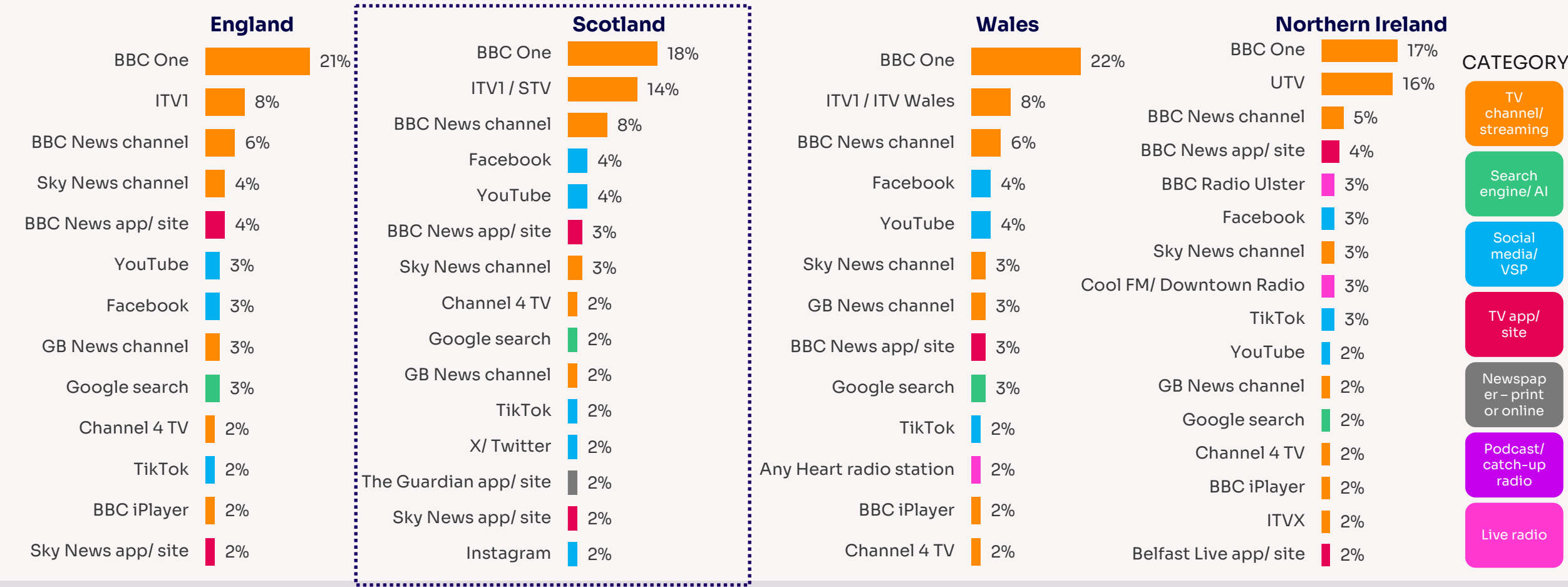
Source: Ofcom News Consumption Survey 2025-2026 – Adults 16+

D1-D22. Which, if any, of the following [MEDIA TYPE] have you seen or heard news on in the last month? As a reminder... This could be news that you actively watch or listen to and it could be news that you just happen to see or hear. We're interested in news of all types – whether it's recent events in politics, sport, entertainment, celebrities, in your local area or around the world. *NET BBC includes BBC TV/ BBC iPlayer, BBC apps/ sites, BBC Radio, BBC Sounds

Base: All adults in England (3,597), Scotland (600), Wales (600), Northern Ireland (600)

Adults in Scotland are most likely to consider a TV channel as the most important way to access news.

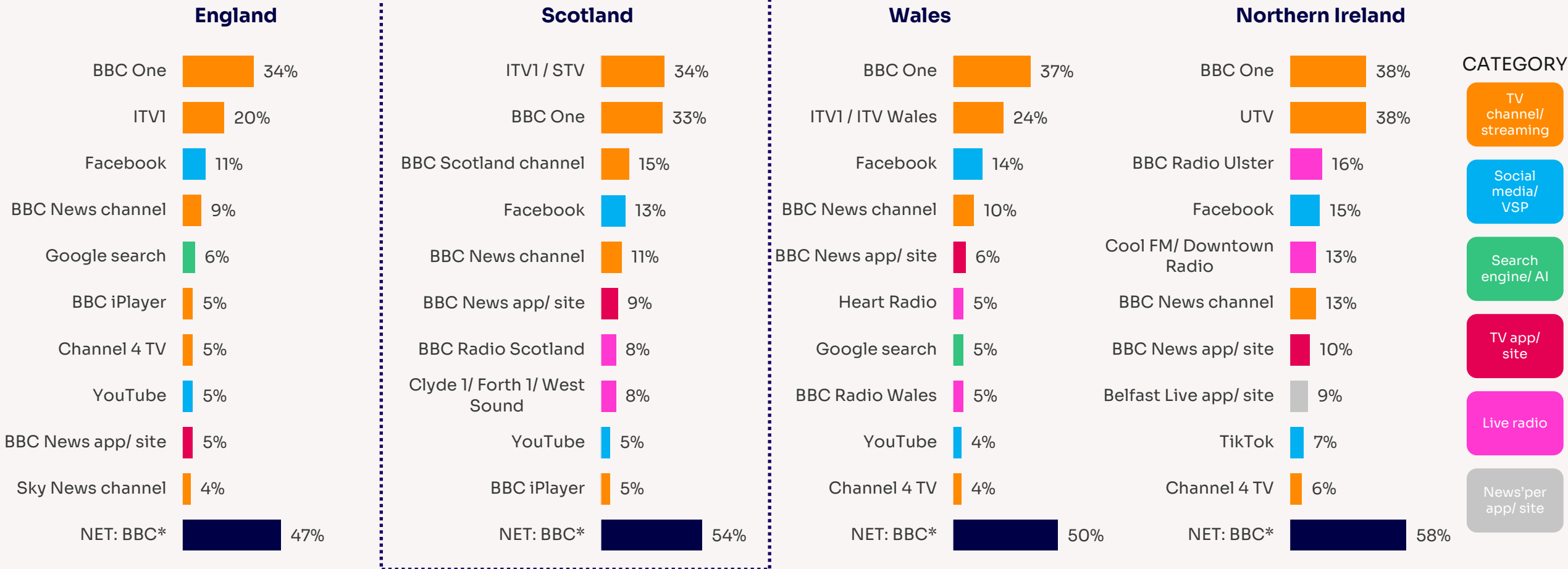
Most important way to access news, by nation



Source: Ofcom News Consumption Survey 2025-2026 – Adults 16+
Question E1. Looking at all of the sources of news that you have seen or heard news on in the last month, which **one** do you consider the most important to you personally? (SHOWS MENTIONS FROM 2% OR MORE IN EACH GROUP)
Base: All adults who have seen or heard any news through any sources of news in the last month in England (3,426), Scotland (572), Wales (584), Northern Ireland (586)

Three in ten (34%) adults in Scotland have accessed news about Scotland through ITV1 / STV, a third through BBC One (33%), rising to half (54%) on any BBC service.

Top 10 individual ways to access news about your region/ nation, by nation



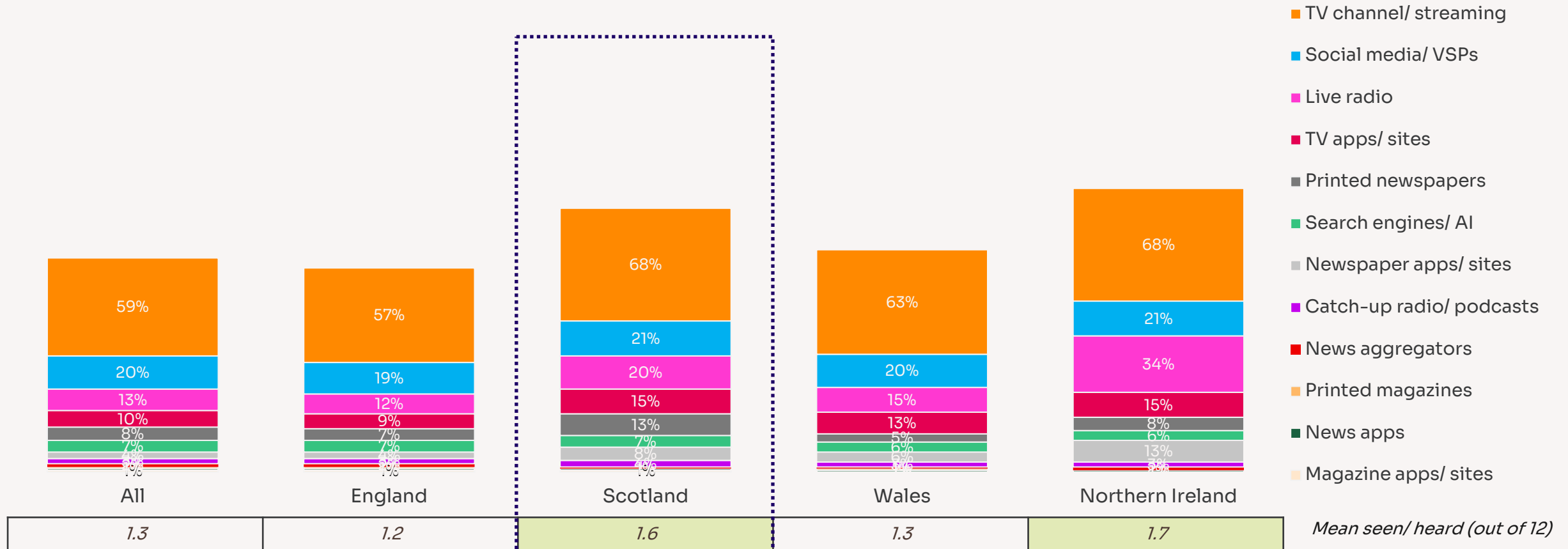
Source: Ofcom News Consumption Survey 2025-2026 – Adults 16+

Question F2. Looking at all of the sources of news that you have seen or heard news on in the last month, which of these have you seen or heard news on about what is going on in your region/ Scotland/ Wales/ Northern Ireland? *NET BBC includes BBC TV/ BBC iPlayer, BBC apps/ sites, BBC Radio, BBC Sounds

Base: All adults in England (3,597), Scotland (600), Wales (600), Northern Ireland (600)

Seven in ten (68%) adults in Scotland have accessed news in the past month about Scotland through TV channels/ streaming services, two in ten on social media or on live radio.

Ways to access news about your region/ nation, by nation



Source: Ofcom News Consumption Survey 2025-2026 – Adults 16+

Question. F2. Looking at all of the sources of news that you have seen or heard news on in the last month, which of these have you seen or heard news on about what is going on in your region/ Scotland/ Wales/ Northern Ireland?

Base: All adults in the UK (5,397), England (3,597), Scotland (600), Wales (600), Northern Ireland (600). Coloured cells show significance testing at 99% by nation compared to all.

Adults in Scotland have used an average of 2.6 different ways to access news about Scotland in the past month.

Mean number of ways to access about your region/ nation, by nation

	UK	England	Scotland	Wales	Northern Ireland
Base	5,397	3,597	600	600	600
TV channel/ streaming	1.0	1.0	1.3	1.0	1.3
Social media/ VSPs	0.3	0.3	0.4	0.3	0.4
Live radio	0.2	0.2	0.3	0.2	0.5
TV apps/ sites	0.1	0.1	0.2	0.2	0.2
Printed newspapers	0.1	0.1	0.2	0.1	0.1
Search engines/ AI	0.1	0.1	0.1	0.1	0.1
Newspaper apps/ sites	0.1	0.1	0.1	0.1	0.2
Catch-up radio/ podcasts	0.1	0.1	0.1	0.0	0.1
News aggregators	0.0	0.0	0.0	0.0	0.0
Printed magazines	0.0	0.0	0.0	0.0	0.0
News apps	0.0	0.0	0.0	0.0	0.0
Magazine apps/ sites	0.0	0.0	0.0	0.0	0.0
MEAN NUMBER SEEN/ HEARD	2.2	2.1	2.6	2.0	2.9

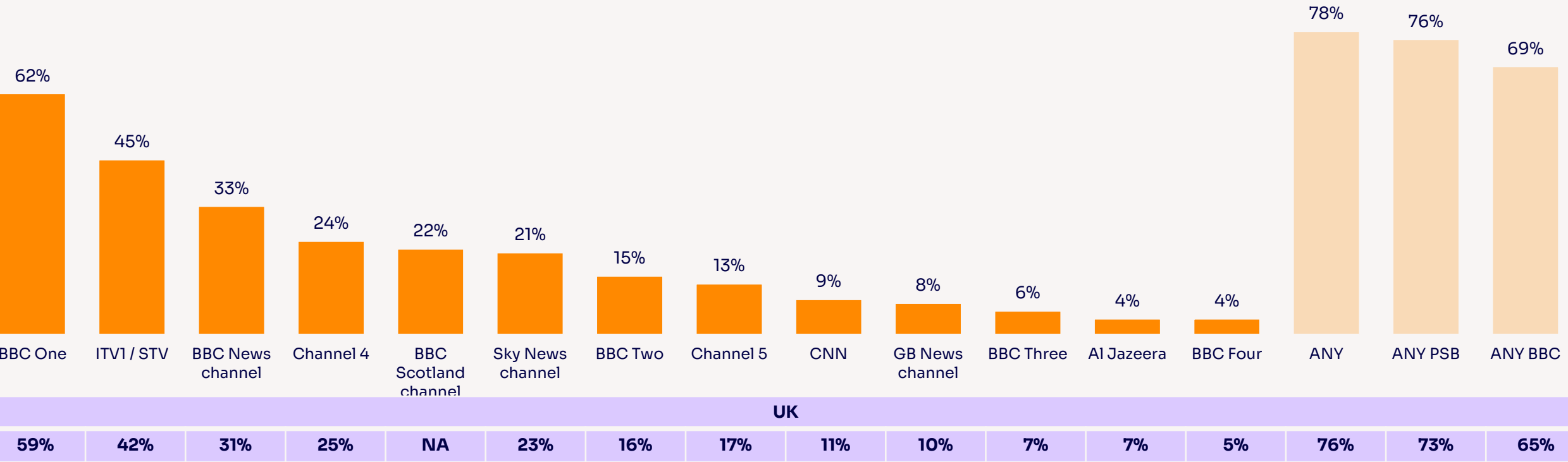
Source: Ofcom News Consumption Survey 2025-2026 – Adults 16+

Question F2. Looking at all of the sources of news that you have seen or heard news on in the last month, which of these have you seen or heard news on about what is going on in your region/ Scotland/ Wales/ Northern Ireland?

Base: All adults in the UK (5,397), England (3,597), Scotland (600), Wales (600), Northern Ireland (600). Coloured cells show significance testing at 99% by nation compared to all.

Six in ten (62%) adults in Scotland have used BBC One in the past month, rising to seven in ten (69%) across all BBC TV channels.

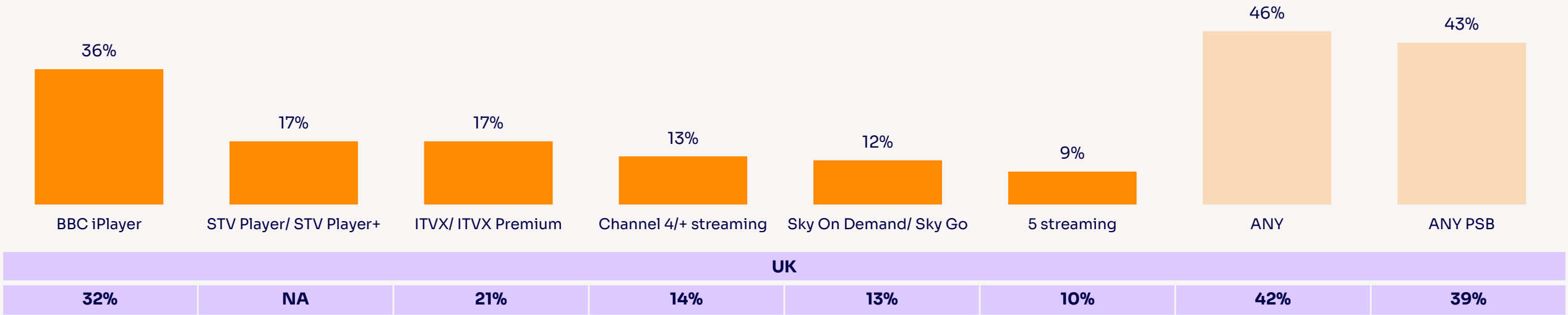
TV channels seen or heard news on in the last month in Scotland



Source: Ofcom News Consumption Survey 2025-2026 – Adults 16+
Question D1. Which, if any, of the following **TV channels** have you **seen or heard news** on in the last month? (SHOWS MENTIONS FROM 4% OR MORE OF ALL ADULTS IN SCOTLAND)
Base: All adults in Scotland (600)

More than four in ten (46%) adults in Scotland used any TV on-demand/ catch up services for news in the past month, with just over one in three (36%) using BBC iPlayer.

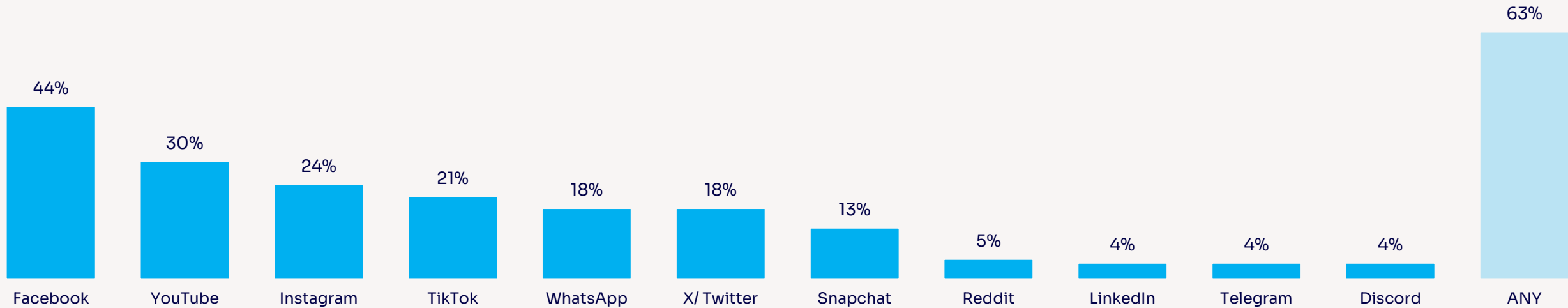
TV on-demand or catch-up services used for news in the past month in Scotland



Source: Ofcom News Consumption Survey 2025-2026 – Adults 16+
Question D2. Which, if any, of the following **TV on-demand or catch-up services** have you **seen or heard news** on in the last month? (SHOWS MENTIONS FROM 4% OR MORE OF ALL ADULTS IN SCOTLAND)
Base: All adults in Scotland (600)

Six in ten (63%) adults in Scotland have used social media apps or VSPs for news in the past month, with four in ten (44%) using Facebook and three in ten (30%) using YouTube.

Social media or video sharing apps/ sites used for news in the past month in Scotland



UK											
39%	33%	26%	20%	21%	13%	13%	4%	6%	4%	3%	60%

Source: Ofcom News Consumption Survey 2025-2026 – Adults 16+
Question D18. Which, if any, of the following **social media or video sharing apps or sites** have you **seen or heard news** on in the last month? (SHOWS MENTIONS FROM 4% OR MORE OF ALL ADULTS IN SCOTLAND)
Base: All adults in Scotland (600)

The types of news seen on different types of social media and VSPs differs. Among people in Scotland, Facebook skews more to local and UK news, while YouTube and X skews more to international and UK news.

Type of news encountered on social media/ VSPs in Scotland

	Facebook	YouTube	Instagram	TikTok	X/ Twitter	Snapchat
Base / Seen/heard in the last month	277 / 44%	180 / 30%	147 / 24%	129 / 21%	108 / 18%	74** / 13%
Local news	62%	26%	31%	40%	46%	20%
UK news	55%	50%	43%	48%	66%	24%
International news	38%	53%	39%	46%	63%	17%
Breaking news	24%	23%	19%	23%	37%	8%
News headlines	24%	23%	25%	21%	52%	16%
Light-hearted or human interest news	13%	20%	21%	18%	16%	17%
Memes or jokes about the latest news	16%	20%	26%	23%	19%	25%
In-depth analysis or discussion of news	8%	13%	15%	18%	21%	10%
Reporting that verifies stories in the news	4%	11%	7%	10%	9%	9%
None of these	5%	8%	9%	11%	2%	24%

KEY
50% +
30-49%
20-29%
1-19%

Source: Ofcom News Consumption Survey 2025-2026 – Adults 16+

Question. D24A-F. Which, if any, of the following types of news have you seen or heard on [SOCIAL MEDIA/ VSP] in the last month?

Base: Adults in Scotland who have seen or heard news on each social media/ VSP in the last month (bases in table **Base of fewer than 100 interviews for Snapchat – treat with caution).

Coloured cells show incidence levels in the four bands shown in the key.

Across selected social media / VSPs, traditional broadcasters were the most reported news providers. Six in ten adults in Scotland using X for news reported seeing BBC News content on this service in the past month.

Attribution of news source on selected social media/VSPs, among adults who have seen or heard news on social media in Scotland

	YouTube	X	Facebook	Instagram	TikTok	Snapchat
Base / Seen or heard news in the last month	180 / 30%	108 / 18%	277 / 44%	147 / 24%	129 / 21%	74** / 13%
Any UK broadcaster	69%	70%	62%	62%	56%	49%
Any PSB	58%	65%	54%	56%	45%	44%
BBC News	49%	59%	48%	45%	38%	34%
Sky News	25%	37%	29%	17%	25%	13%
ITV News	26%	28%	18%	21%	23%	15%
GB News	11%	17%	11%	9%	11%	4%
Channel 4 News	11%	13%	8%	11%	11%	10%
Channel 5 News	7%	10%	4%	6%	8%	6%
Any international TV News broadcaster	16%	24%	10%	13%	9%	3%
Any online-only news providers	5%	8%	5%	8%	4%	4%
Political parties / politicians	7%	14%	7%	6%	6%	0%
Journalists	10%	16%	5%	7%	5%	0%
Influencers / independent commentators	14%	20%	10%	16%	21%	10%
None of these	10%	8%	15%	12%	19%	31%

Source: Ofcom News Consumption Survey 2025-2026 – Adults 16+

Question: D26A-F. When you see or hear news on <SOCIAL MEDIA APP OR WEBSITE>, is it from any of these providers?

Base: All adults who have seen or heard news on <social media app or website> in the last month in Scotland (base shown in table **Base of fewer than 100 interviews for Snapchat – treat with caution). Note: Participants were asked about selected social media app or websites only. N.B. ITV includes STV, UTV and ITV Wales

BBC News was the most widely followed news provider on selected social media and VSPs in Scotland

News providers followed on selected social media/VSPs, among adults who have accessed news on social media in Scotland

	X	YouTube	Facebook	Instagram	TikTok	Snapchat
Base / Seen or heard news in the last month	108 / 18%	180 / 30%	277 / 44%	147 / 24%	129 / 21%	74** / 13%
Any UK broadcaster	50%	49%	39%	39%	38%	33%
Any PSB	42%	39%	32%	36%	32%	29%
BBC News	35%	32%	25%	27%	24%	23%
Sky News	23%	11%	14%	8%	10%	8%
ITV News	16%	16%	9%	10%	14%	8%
GB News	8%	5%	5%	5%	5%	2%
Channel 4 News	8%	7%	3%	5%	6%	4%
Channel 5 News	6%	2%	2%	1%	3%	4%
Any international TV News broadcaster	8%	8%	4%	8%	5%	1%
Any online-only news providers	3%	3%	2%	3%	1%	3%
Political parties / politicians	10%	4%	2%	5%	2%	0%
Journalists	7%	6%	1%	3%	2%	0%
Influencers / independent commentators / online-native creators	12%	12%	5%	14%	15%	10%
None of these	38%	39%	51%	38%	46%	53%

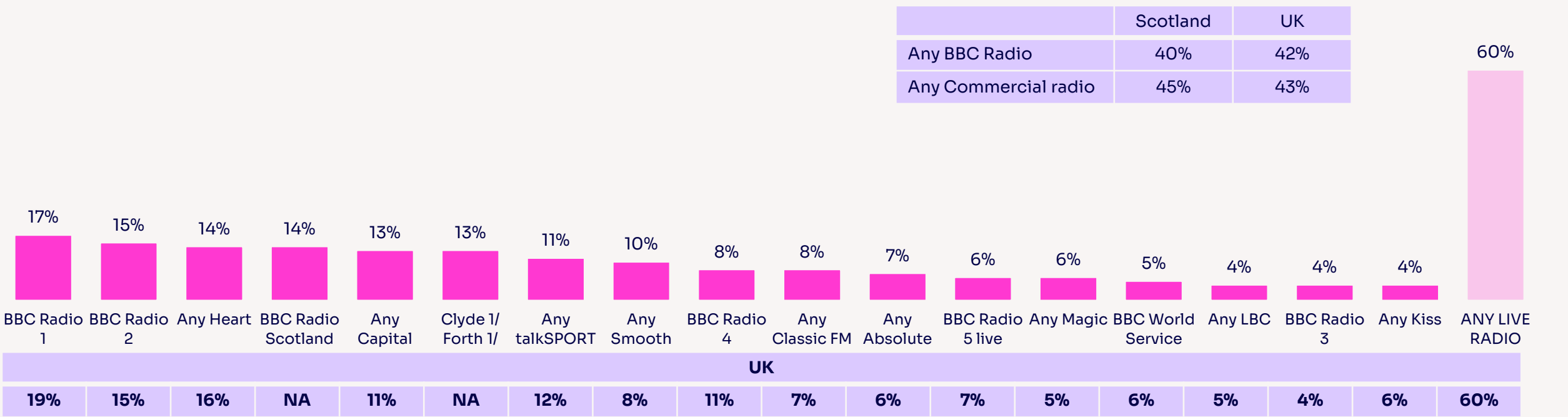
Source: Ofcom News Consumption Survey 2025-2026 – Adults 16+

Question: D27A-F. Which, if any, of these sources of news do you follow on [SOCIAL MEDIA/ VSP]?

Base: All adults who have seen or heard news on <social media app or website> in the last month in Scotland (base shown in table **Base of fewer than 100 interviews for Snapchat –treat with caution). Note: Participants were asked about selected social media app or websites only. N.B. ITV includes STV, UTV and ITV Wales

Six in ten (60%) adults in Scotland have heard any news on live radio in the last month, across a wide range of stations.

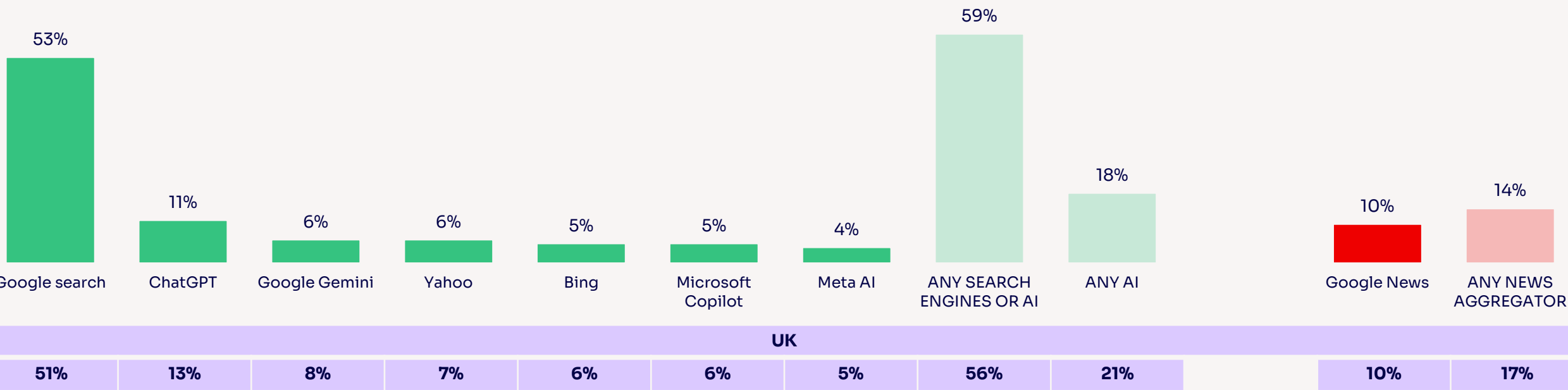
Radio stations where news was consumed in the past month in Scotland



Source: Ofcom News Consumption Survey 2025-2026 – Adults 16+
Question. D14/ D15. Which, if any, of the following **BBC Radio stations/ commercial radio stations** have you **heard news** on when you’re **listening** live in the last month? (SHOWS MENTIONS FROM 4% OR MORE OF ALL ADULTS IN SCOTLAND)
Base: All adults in Scotland (600)

Six in ten (59%) adults in Scotland have used a search engine or AI tool in the past month. Most of this is attributable to Google search (53%).

Search engines, AI Overviews or AI apps or News aggregators used for news in the past month in Scotland



Source: Ofcom News Consumption Survey 2025-2026 – Adults 16+
Question D20. Which, if any, of the following **search engines, AI Overviews or AI apps** have you **seen or heard news** on in the last month? / D22. Which, if any, of the following **news aggregators** have you **seen news** on in the last month? (SHOWS MENTIONS FROM 4% OR MORE OF ALL ADULTS IN SCOTLAND)
Base: All adults in Scotland (600)

More than four in ten (44%) adults in Scotland have used TV broadcaster apps or sites for news in the past month, with three in ten (28%) using online newspapers.

Proportion of adults who directly access online news sources, Scotland vs. UK

	Scotland	UK
Base	600	5,397
BBC News online	31%	28%
Sky News online	19%	18%
The Sun online	14%	11%
ITV News online	13%	13%
STV News online	13%	NA
The Guardian online	9%	8%
The Daily Mail online	7%	10%
CNN News online	7%	7%
LADbible	7%	6%
Channel 4 News online	6%	7%
GB News online	5%	5%
The Daily Record online	5%	NA
The Daily Mirror online	4%	5%
LBC News online	4%	4%
HuffPost	4%	4%
The Economist online	4%	4%

ANY	Scotland	UK
TV and broadcaster apps/ sites	44%	40%
Newspaper apps/ sites	28%	25%
Other news apps/ sites	12%	11%
Magazine apps/sites	7%	8%

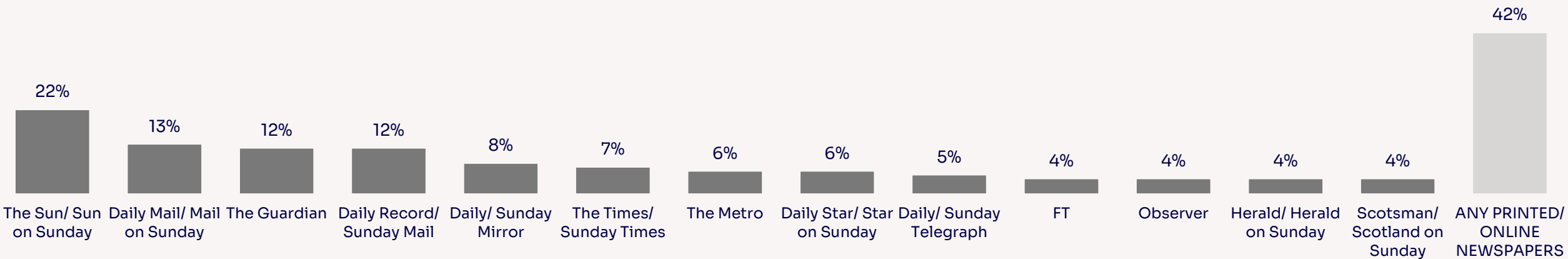
Source: News Consumption Survey 2025-2026 – Adults

Question. D3/D7/D10/D12. Which, if any, of the following [MEDIA TYPE] have you seen or heard news on in the last month? As a reminder... This could be news that you actively watch or listen to and it could be news that you just happen to see or hear. We're interested in news of all types – whether it's recent events in politics, sport, entertainment, celebrities, in your local area or around the world. (SHOWS MENTIONS FROM 4% OR MORE OF ALL ADULTS IN SCOTLAND).

Base: All adults in Scotland (600)

Four in ten (42%) adults in Scotland have seen news in the past month in printed daily / weekly newspapers or through newspaper apps or websites.

Newspaper brands (printed or online) used for news in the past month in Scotland



UK													
20%	17%	12%	NA	10%	7%	9%	6%	7%	3%	3%	NA	NA	44%

Source: Ofcom News Consumption Survey 2025-2026 – Adults 16+
Question D5. Which, if any, of the following **printed daily newspapers** have you **seen news** in in the last month?/ D6. Which, if any, of the following **printed weekly newspapers** have you **seen news** in in the last month?/ D7. Which, if any, of the following **newspaper apps or websites** have you **seen news** on in the last month? (SHOWS MENTIONS FROM 4% OR MORE OF ALL ADULTS IN SCOTLAND)
Base: All adults in Scotland (600)