

News Report – UK Adults 2026

Supporting Slides

Produced by: Critical Research

Fieldwork: November 2025 to March 2026

15 September 2026

Background and objectives

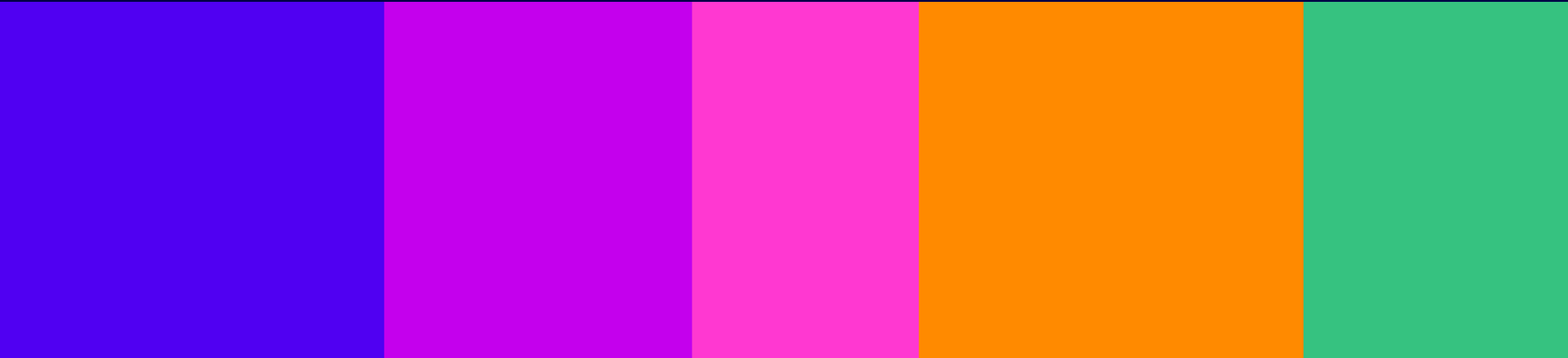
- This supporting slide pack provides the findings of Ofcom's 2025/26 research into news consumption across television, on-demand/catch-up services, audio, websites/apps and online intermediaries (social media, search engines and aggregators). It is published as part of our range of market research reports examining the consumption of content, and attitudes towards that content, across different platforms.
- The aim of the News Consumption Survey (NCS) is to examine the consumption of news, and attitudes towards that news, across different platforms. It also informs understanding of news consumption across the UK and within each UK nation and provides us with a single source of cross-platform news consumption.*
- This slide pack provides an understanding of news consumption among adults aged 16+. There are separate packs for children aged 12-15-years-old and for Scotland, Wales and Northern Ireland.

*We note that there are industry metrics which provide platform specific measures but do not provide a complete cross-platform view of news consumption.

Changes made to the 2025/26 survey

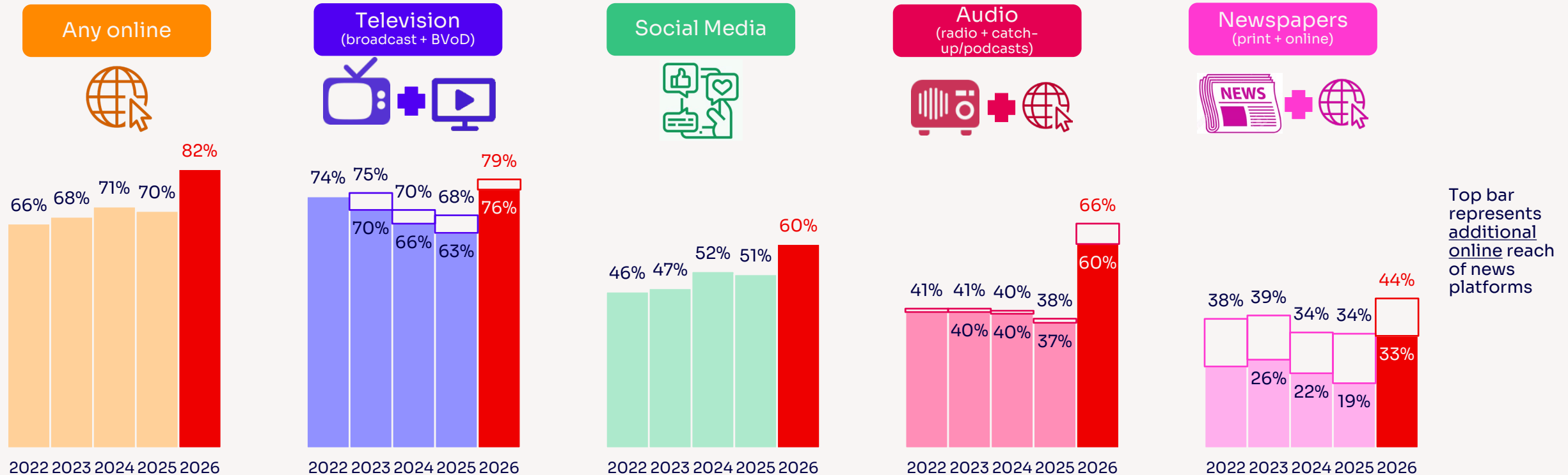
- Methodological change from a 60% online / 40% face-to-face split to 70% online / 30% face-to-face split
- There was a major overhaul of the questionnaire for adults (and children) in 2025:
 - **Broadened the definition** of news (not just ‘the news’) . Further details are in the appendix.
 - Framed consumption to **include passive/ incidental use** (seeing & hearing rather than watching & listening)
 - Updated the brands/services used for news consumption and incorporated the use of AI applications
 - Reordered existing questions to enable better survey and topic flow and using news source logos throughout to aid recall and keep respondents engaged
 - Some questions were removed, see [here](#) for further details
- Due to these changes, we would expect to see some differences in responses compared from previous years. Most notably, an impact of the updated approach is that reported news consumption is higher across all platforms.

How news is accessed



Media fragmentation means that news is more likely to be accessed online than any other platform.

Use of main platforms for news



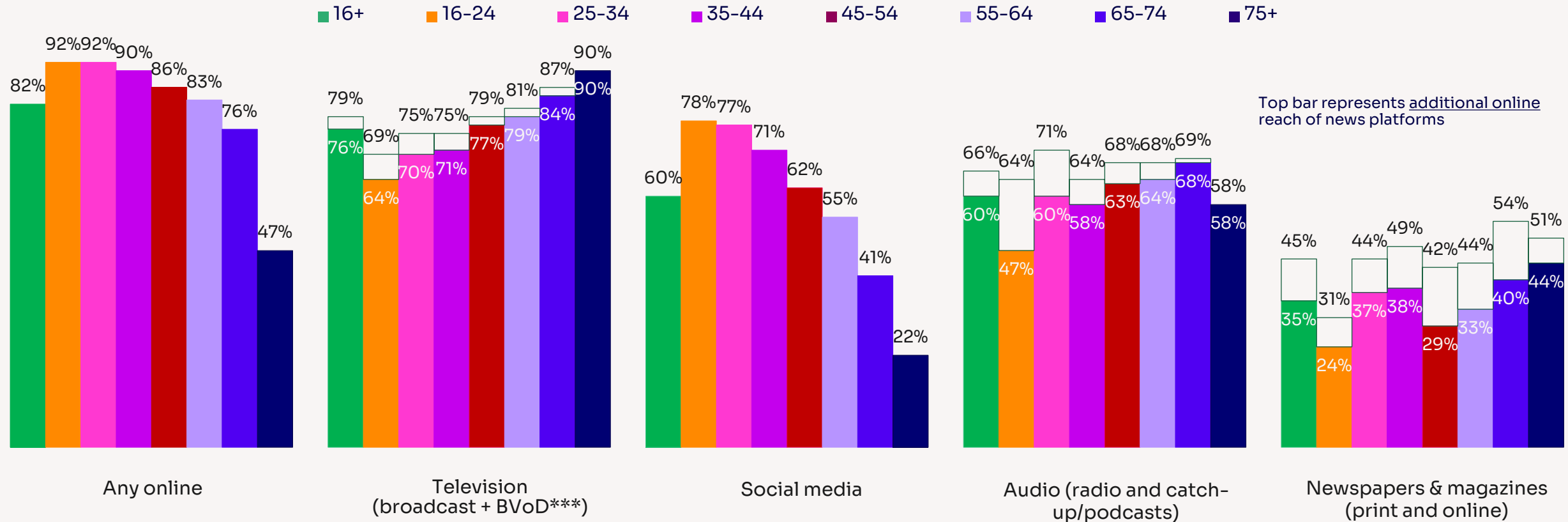
N.B. Changes to the survey means that direct comparisons with previous surveys are not possible for this question.

Source: Ofcom News Consumption Survey 2022-2026 - Adults 16+

2018-2025 Question: C1. Which of the following platforms do you use for news nowadays? / 2026 Question: D1-D22. Which, if any, of the following [MEDIA TYPE] have you seen or heard news on in the last month? Base: All Adults 16+ - 2026 = 5,397, 2025=4573, 2024=5466, 2023=4556, 2022 W2=2792. N.B. In 2022 W1, data is not shown because face-to-face fieldwork was not possible during Covid-19 pandemic. In 2023, BVOD was included. In 2026 'Online' Includes use of TV on-demand/ catch-up, TV apps/ sites, Newspapers apps/ sites, Magazine apps/ sites, News apps/ sites, Podcasts/ catch-up radio, Social media or video sharing apps/ sites, Search engines/ AI, News aggregators and Audio = Live radio and Catch-up radio/podcasts

There are clear differences by age for accessing news. Older age groups, those over 75+ still favour traditional platforms, while younger age groups favour online platforms, search engines and social media/VSPs.

Ways of accessing news in the past month by age, 2026



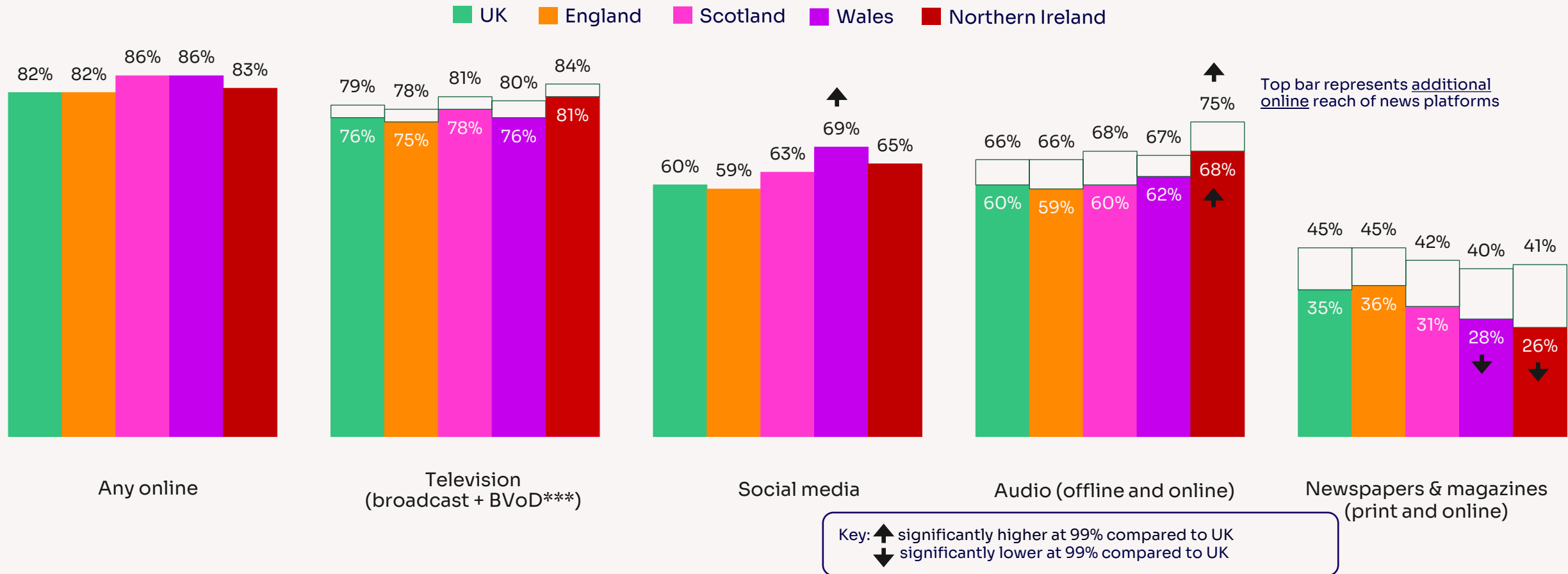
Source: News Consumption Survey 2025-2026 – Adults 16+

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.

Base: All adults (5,397), 16-24 (583), 25-34 (981), 35-44 (1,060), 45-54 (783), 55-64 (711), 65-74 (672), 75+ (602)

There is little variation by nation for accessing news via online platforms or on television. However, adults in Wales more likely to access news via social media and adults in Northern Ireland via audio.

Ways of accessing news in the past month by nation, 2026



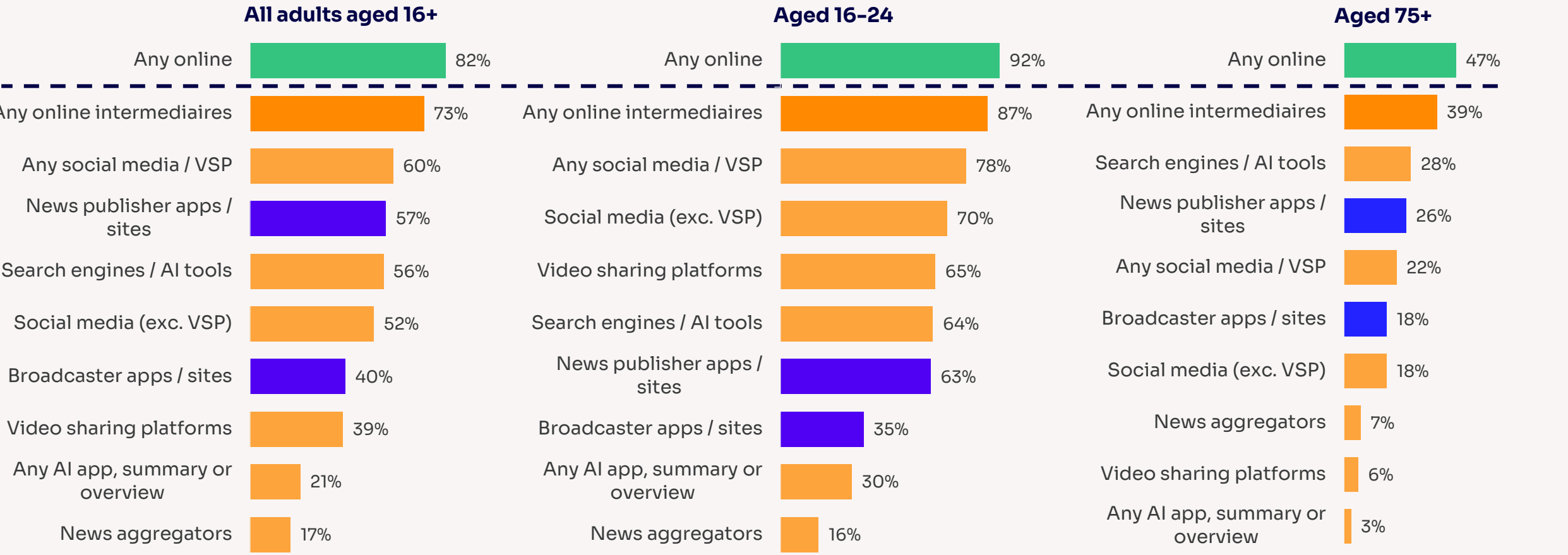
Source: News Consumption Survey 2025-2026 – Adults 16+

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Base: All UK adults (5,397), England (3,597), Scotland (600), Wales (600), Northern Ireland (600)

Online intermediaries are the main way people access news online. Almost nine in ten 16-24-year-olds have accessed news via an online intermediary, compared to only four in ten of those aged 75 and over. One in five (21%) has used an AI tool for news.

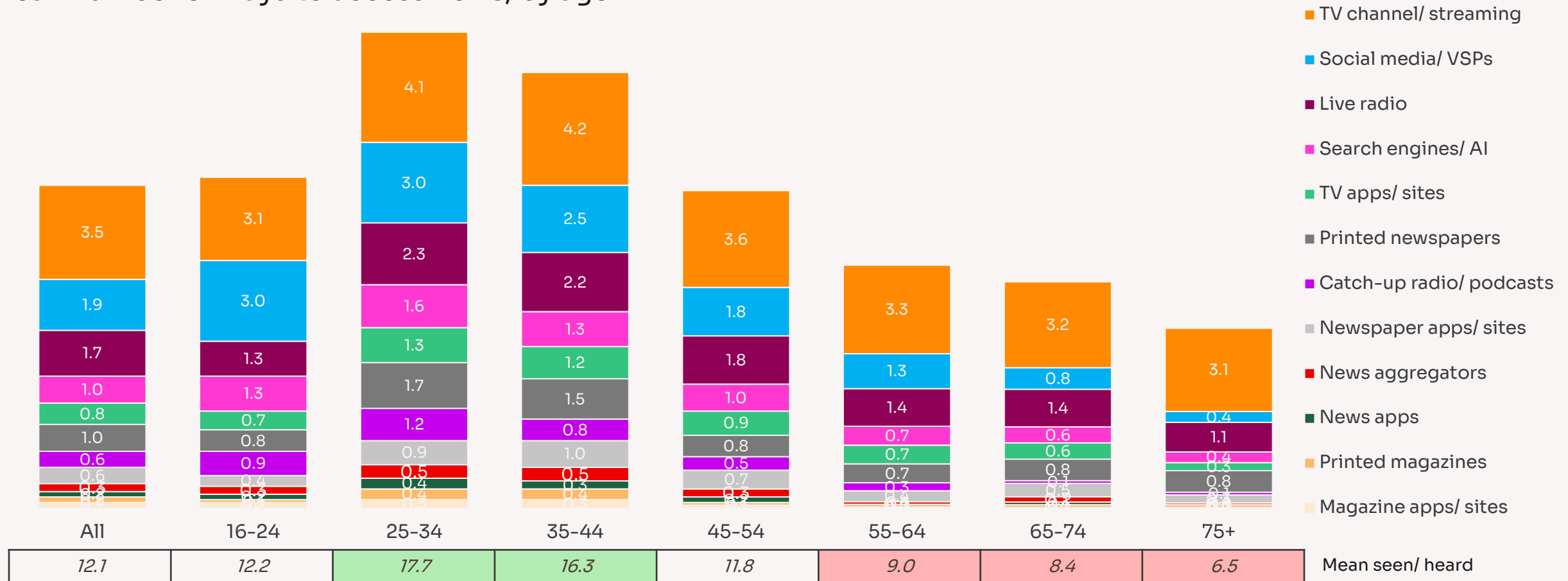
How news is accessed online, by selected age group 2026



Source: Ofcom News Consumption Survey 2025-26 – Adults 16+
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. Base: All adults (5,397)
Any Online Intermediaries = Social media or VSPs, search engines or AI tools and news aggregators

On average, people access news 12 different ways. Those aged 25–34 use the widest range of ways to access news at an average of almost eighteen. In contrast, older adults aged 55 and over rely on a narrower range, especially those aged 75 and over, who use just 6.5 on average.

Mean number of ways to access news, by age



News Consumption Survey 2025–2026 – Adults 16+

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.

Base: All adults (5,397). Coloured cells show significance testing at 99% by age group compared to all.

Those aged 25–34 use the widest range of ways to access news at an average of almost eighteen. In contrast, older adults aged 55 and over rely on a narrower range, especially those aged 75 and over, who use just 6.5 on average. People in the AB socioeconomic group use significantly more ways to access news, whereas people in the C1 and DE groups use significantly less.

Mean number of ways to access news, by age, and SEG

	Adults	16-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE
Base	5,397	583	981	1060	783	711	672	602	1,221	1,592	1,071	1,486
TV channel/ streaming	3.5	3.1	4.1	4.2	3.6	3.3	3.2	3.1	4.4	3.2	3.6	2.9
Social media/ VSPs	1.9	3.0	3.0	2.5	1.8	1.3	0.8	0.4	2.4	1.7	1.9	1.6
Live radio	1.7	1.3	2.3	2.2	1.8	1.4	1.4	1.1	2.3	1.5	1.8	1.1
Search engines/ AI	1.0	1.3	1.6	1.3	1.0	0.7	0.6	0.4	1.4	1.0	0.9	0.7
TV apps/ sites	0.8	0.7	1.3	1.2	0.9	0.7	0.6	0.3	1.3	0.8	0.7	0.5
Printed newspapers	1.0	0.8	1.7	1.5	0.8	0.7	0.8	0.8	1.8	0.8	1.0	0.6
Catch-up radio/ podcasts	0.6	0.9	1.2	0.8	0.5	0.3	0.1	0.1	1.0	0.5	0.6	0.3
Newspaper apps/ sites	0.6	0.4	0.9	1.0	0.7	0.4	0.5	0.3	1.0	0.6	0.5	0.3
News aggregators	0.3	0.3	0.5	0.5	0.3	0.1	0.2	0.1	0.5	0.2	0.2	0.1
News apps	0.2	0.2	0.4	0.3	0.2	0.0	0.1	0.0	0.3	0.2	0.2	0.1
Printed magazines	0.2	0.1	0.4	0.4	0.1	0.1	0.1	0.1	0.4	0.1	0.1	0.1
Magazine apps/ sites	0.2	0.2	0.3	0.3	0.1	0.0	0.0	0.0	0.3	0.1	0.1	0.0
MEAN NUMBER SEEN/ HEARD	12.1	12.2	17.7	16.3	11.8	9.0	8.4	6.5	17.2	10.6	11.9	8.4

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

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Base: All adults (5,397). Coloured cells show significance testing at 99% by age group or SEG compared to all at a total level and not within type.

Black adults and adults with mixed heritage are more likely to use a significantly wider range of ways to access news. There is no variation by nation.

Mean number of ways to access news, by nation and ethnicity

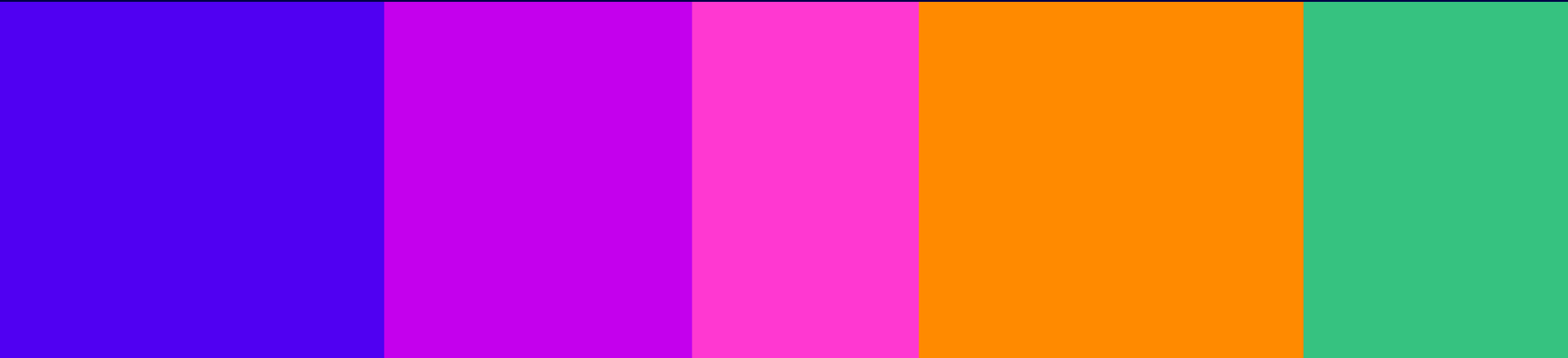
	Adults	England	Scotland	Wales	Northern Ireland	Asian	Black	Mixed	White
Base	5,397	3,597	600	600	600	362	313	148	4,417
TV channel/ streaming	3.5	3.5	3.8	3.6	3.7	3.1	4.6	4.1	3.6
Social media/ VSPs	1.9	1.9	1.9	2.1	2.1	2.4	3.3	2.6	1.8
Live radio	1.7	1.7	1.8	1.7	2.0	1.4	2.4	2.1	1.7
Search engines/ AI	1.0	1.0	1.0	1.0	1.1	1.3	2.0	1.4	1.0
TV apps/ sites	0.8	0.8	1.0	0.9	0.8	0.9	1.3	1.2	0.8
Printed newspapers	1.0	1.1	1.1	0.9	0.8	1.0	2.2	1.7	1.0
Catch-up radio/ podcasts	0.6	0.6	0.6	0.6	0.6	0.9	1.2	1.1	0.5
Newspaper apps/ sites	0.6	0.6	0.7	0.7	0.8	0.6	1.1	0.8	0.6
News aggregators	0.3	0.3	0.2	0.2	0.3	0.4	0.7	0.4	0.2
News apps	0.2	0.2	0.2	0.2	0.2	0.2	0.4	0.3	0.2
Printed magazines	0.2	0.2	0.2	0.1	0.1	0.2	0.6	0.3	0.2
Magazine apps/ sites	0.2	0.2	0.1	0.1	0.1	0.2	0.5	0.3	0.1
MEAN NUMBER SEEN/ HEARD	12.1	12.0	12.6	12.2	12.6	12.5	20.4	16.3	11.7

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

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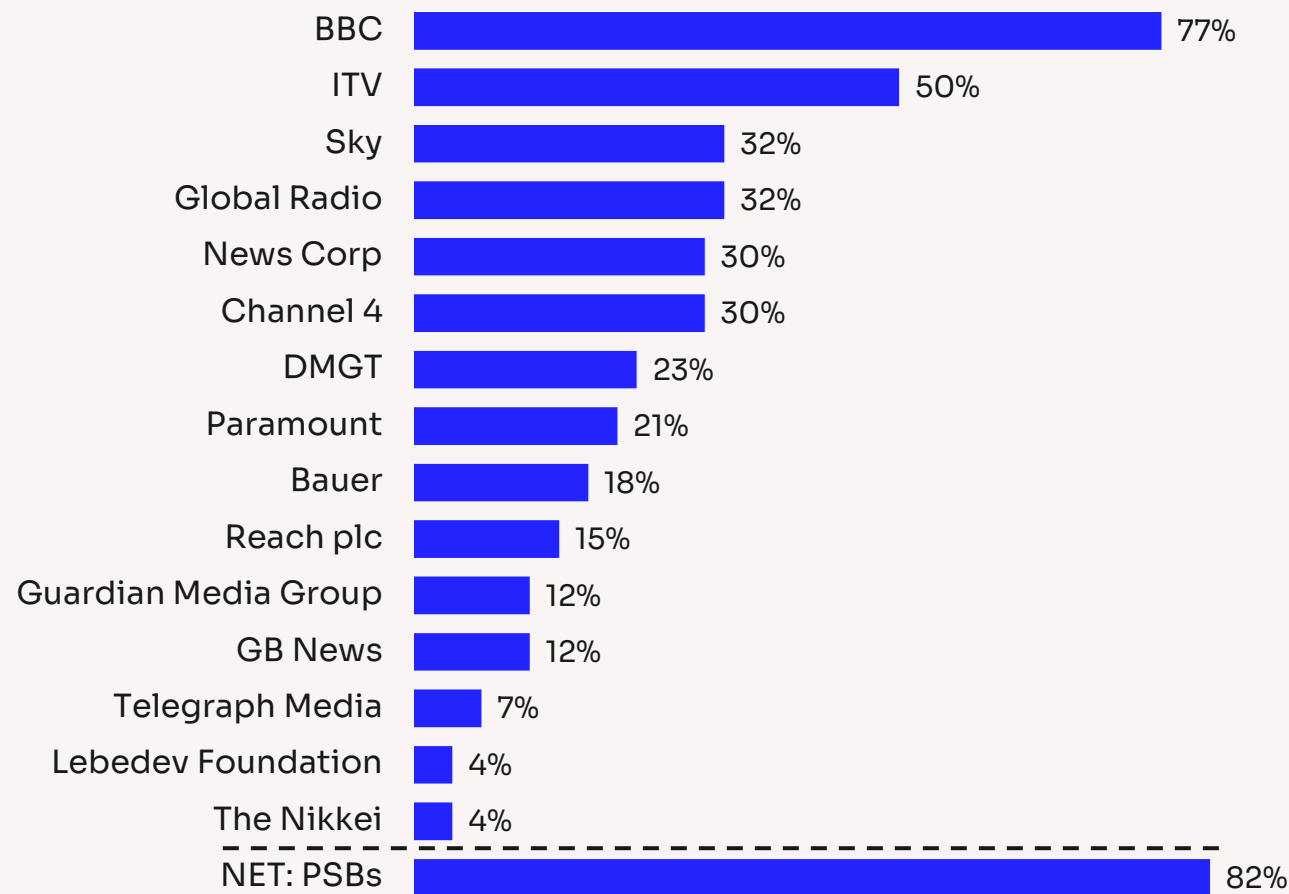
Base: All adults (5,397). Coloured cells show significance testing at 99% by Nation or Ethnicity compared to all at a total level d not within type.

Use of specific news providers



With a presence across TV, radio and online, the BBC is the most used provider in the UK reaching 77% of all adults through its services. ITV (50%) follows with Sky and Global on 32%.

Reach of specific news providers through their own services



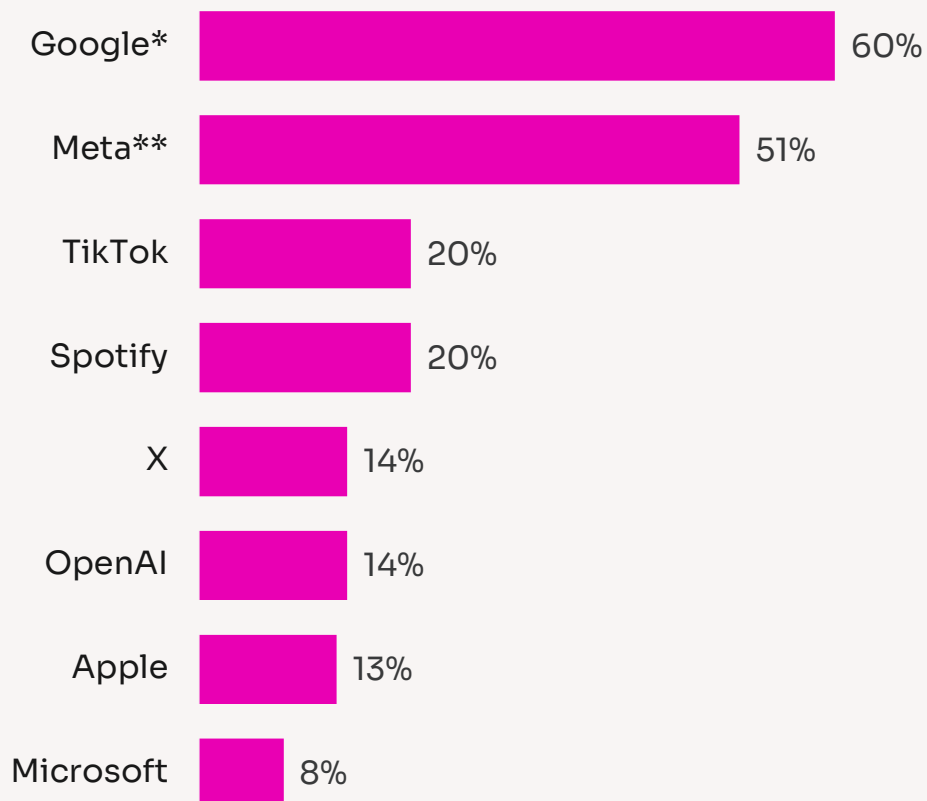
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Base: All adults (5,397)

Among online intermediary brands, Google (dominated by Google Search) has the highest reach for news content (60%), followed by Meta (51%).

Reach of online intermediary brands



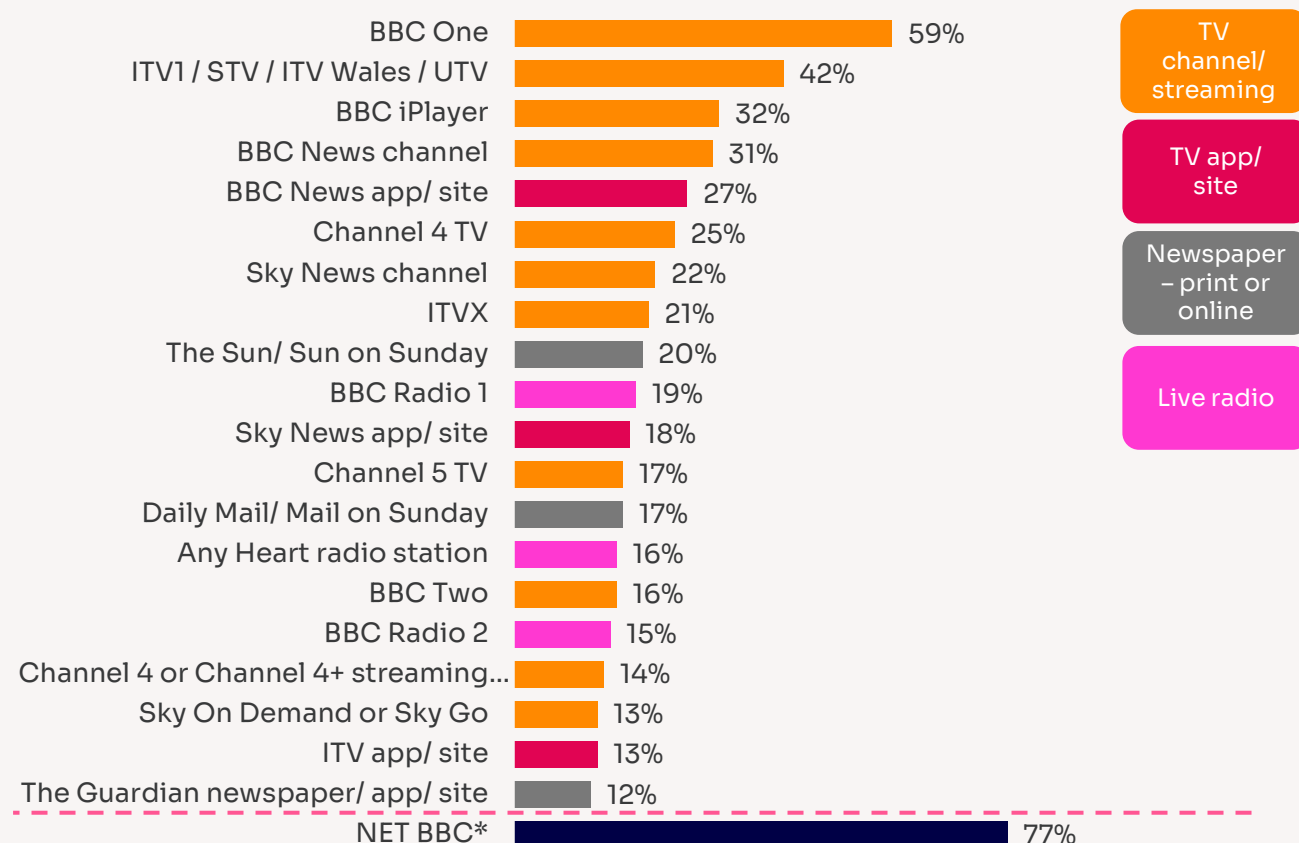
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Base: All adults (5,397)

Among news providers, Public Service Broadcasters (PSBs) were the most common way to access news, led by BBC One.

Top 20 news providers accessed in the past month



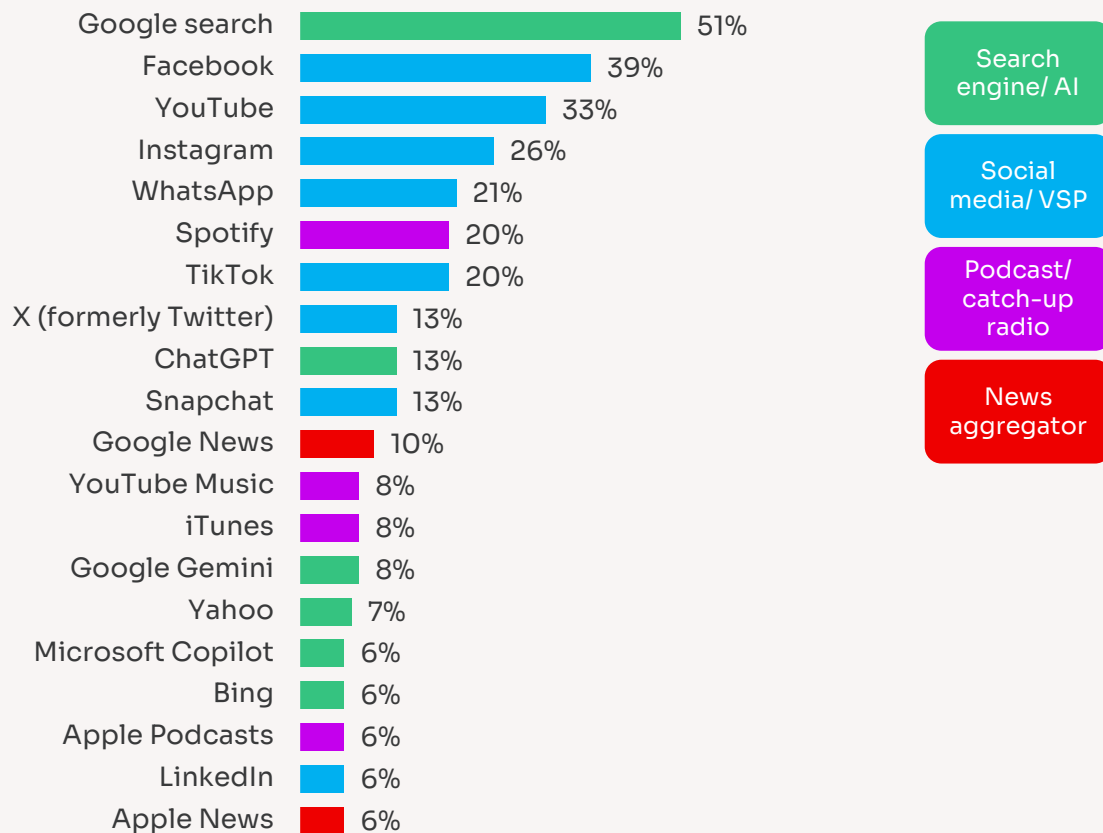
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Base: All adults 2026 (5,397)

Among online intermediary brands, Google search was used by half of all adults. This was followed by Facebook (39%) and YouTube (33%).

Top 20 online intermediary brands accessed for news in the past month



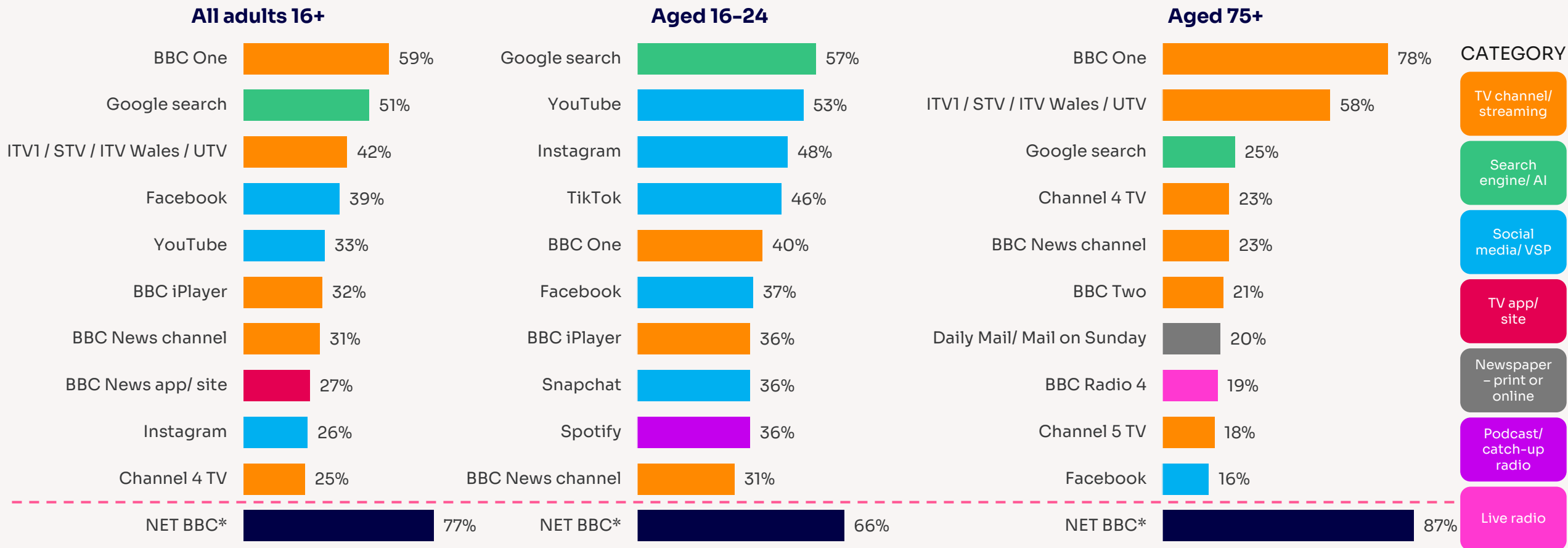
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Base: All adults 2026 (5,397)

While the top 10 ways to access news vary by age, the BBC still features as one of the most common ways for younger adults to access news – two thirds said they used it in the past month

Top 10 ways to access news in the past month, by selected age groups



CATEGORY

TV channel/
streamingSearch
engine/ AISocial
media/ VSPTV app/
siteNewspaper
– print or
onlinePodcast/
catch-up
radio

Live radio

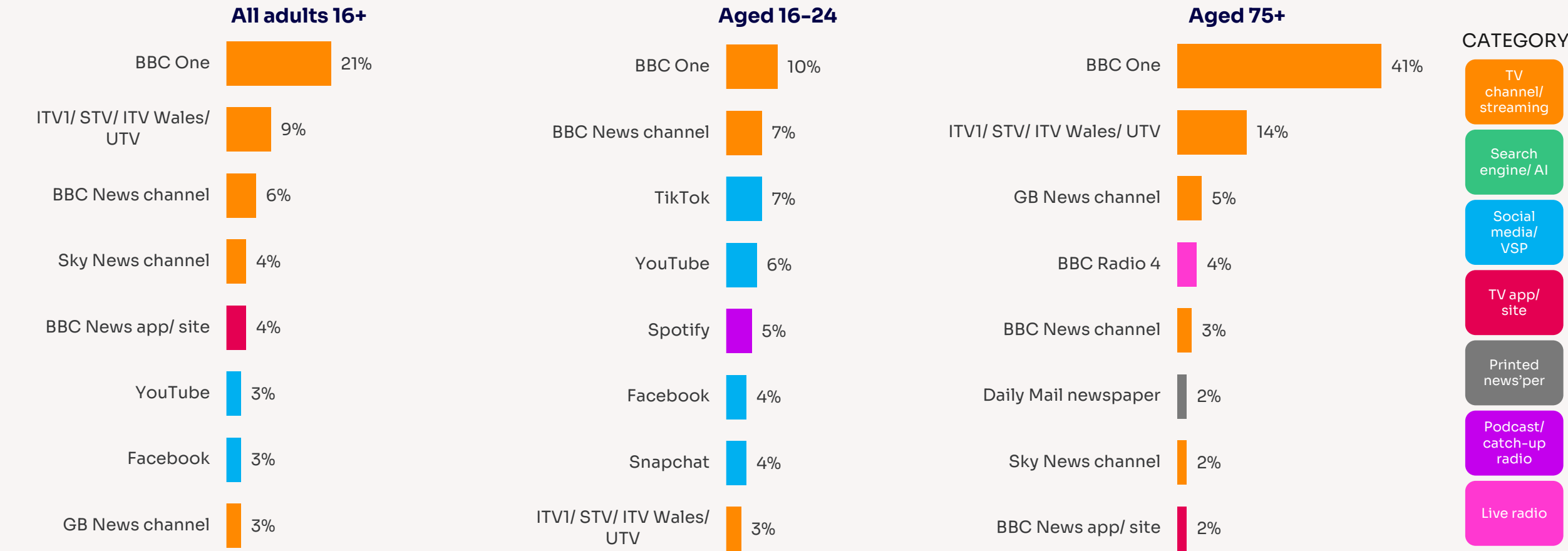
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Base: All adults (5,397), aged 16-24 (583), aged 75+ (602)

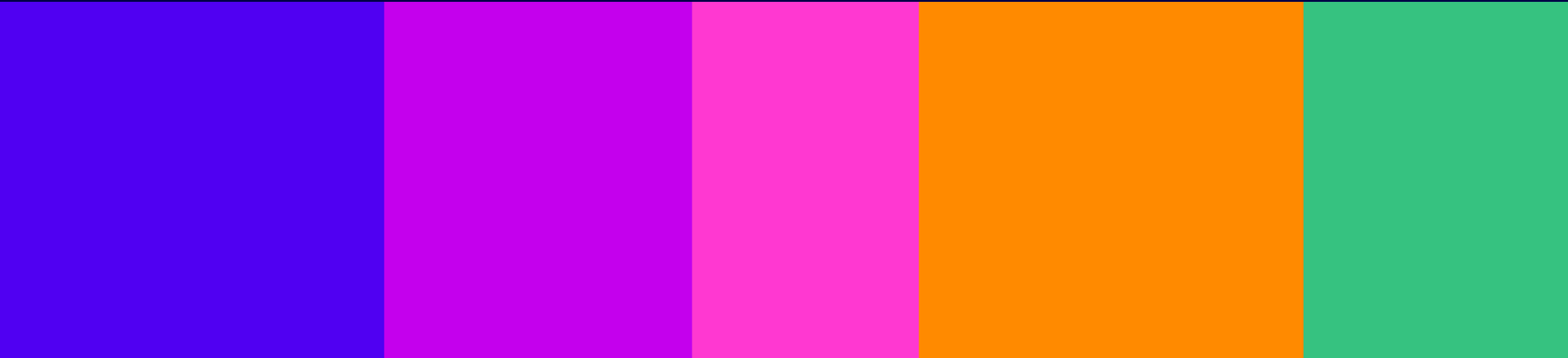
BBC One ranks as the most important way to access news for all audience, regardless of age

Most important way to access news, by age



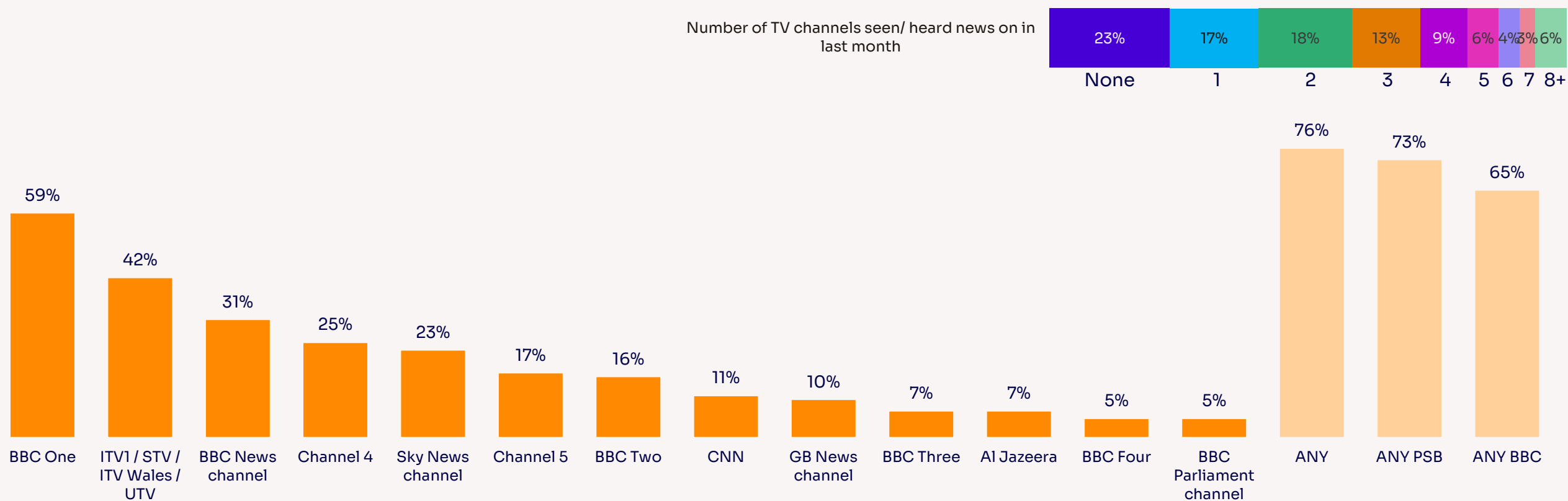
Source: News Consumption Survey 2025-2026 – Adults 16+
Question E1. Looking at all of the sources of news that you have seen or heard news on in the last month, which one do you consider the most important to you personally?
Base: All adults who have seen or heard any news through any sources of news in the last month (5,168), aged 16-24 (560), aged 75+ (584)

News consumption via television



Six in ten (59%) adults used BBC One for news in the past month, rising to two-thirds (65%) across all BBC TV channels.

TV channels used for news in the past month



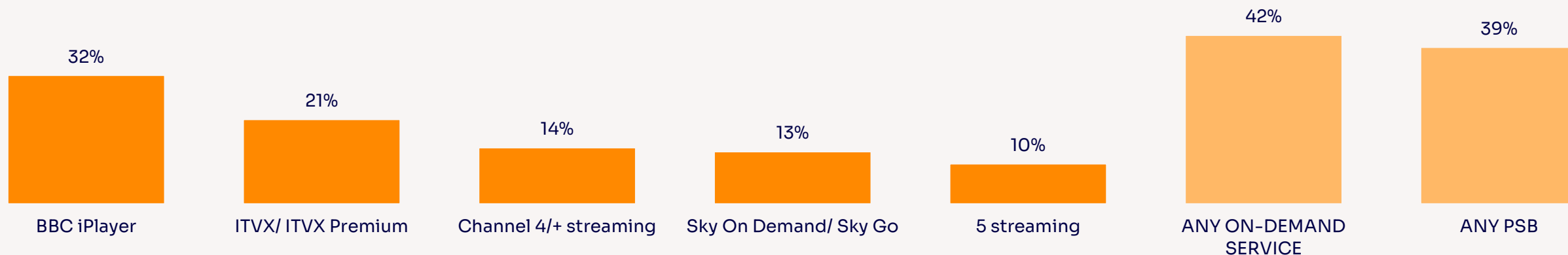
Source: News Consumption Survey 2025-2026 – Adults 16+

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 UK ADULTS)

Base: All adults (5,397)

Four in ten (42%) adults used any TV on-demand / catch-up services for news in the past month, with a third (32%) using BBC iPlayer.

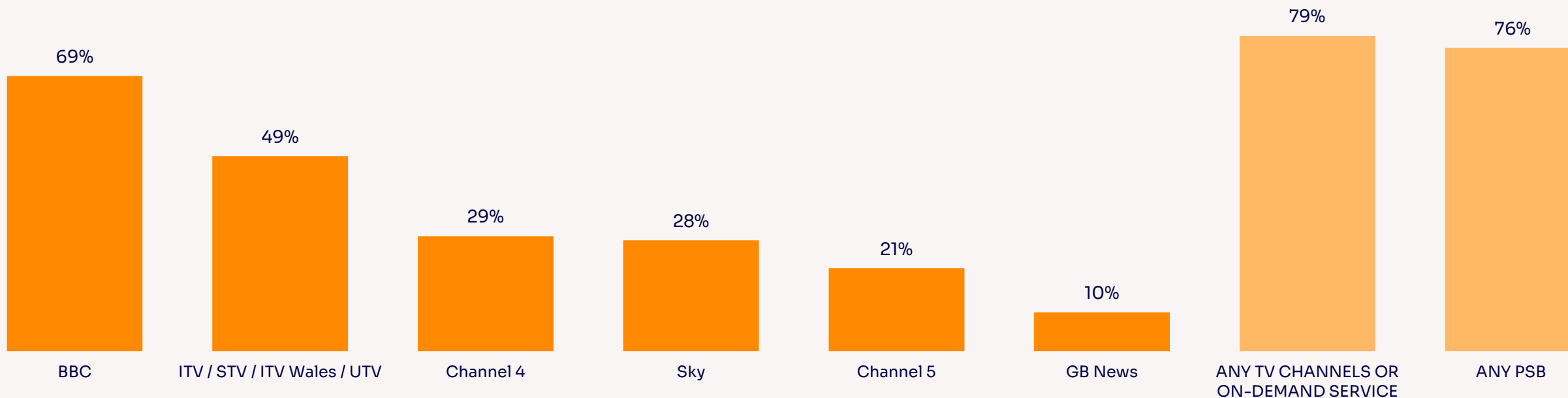
TV on-demand or catch-up services used for news on in the past month



Source: 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 UK ADULTS)
Base: All adults (5,397)

Eight in ten (79%) adults used any TV channels or on-demand / catch-up services for news, with seven in ten (69%) using any BBC TV Channel or BBC iPlayer.

Broadcaster TV channels or on-demand / catch-up services used for news in the past month



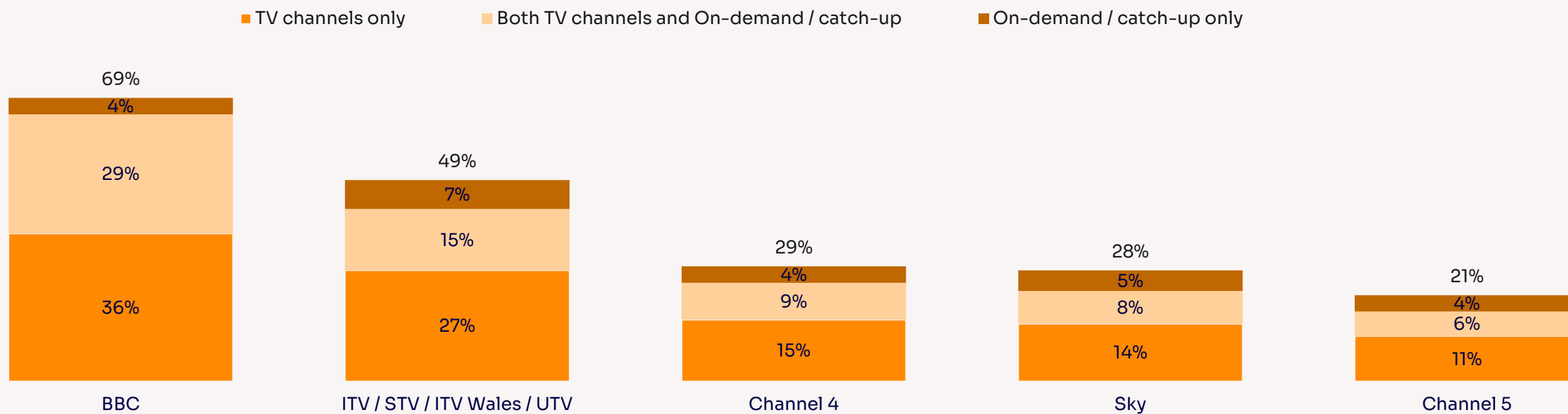
Source: News Consumption Survey 2025-2026 – Adults 16+

Question D1. Which, if any, of the following TV channels have you seen or heard news on in the last month?/ 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 UK ADULTS)

Base: All adults (5,397)

Across TV channels and on-demand / catch-up services used for news, very few only see news through on-demand / catch-up services

Broadcaster TV channels or on-demand / catch-up services used for news in the past month



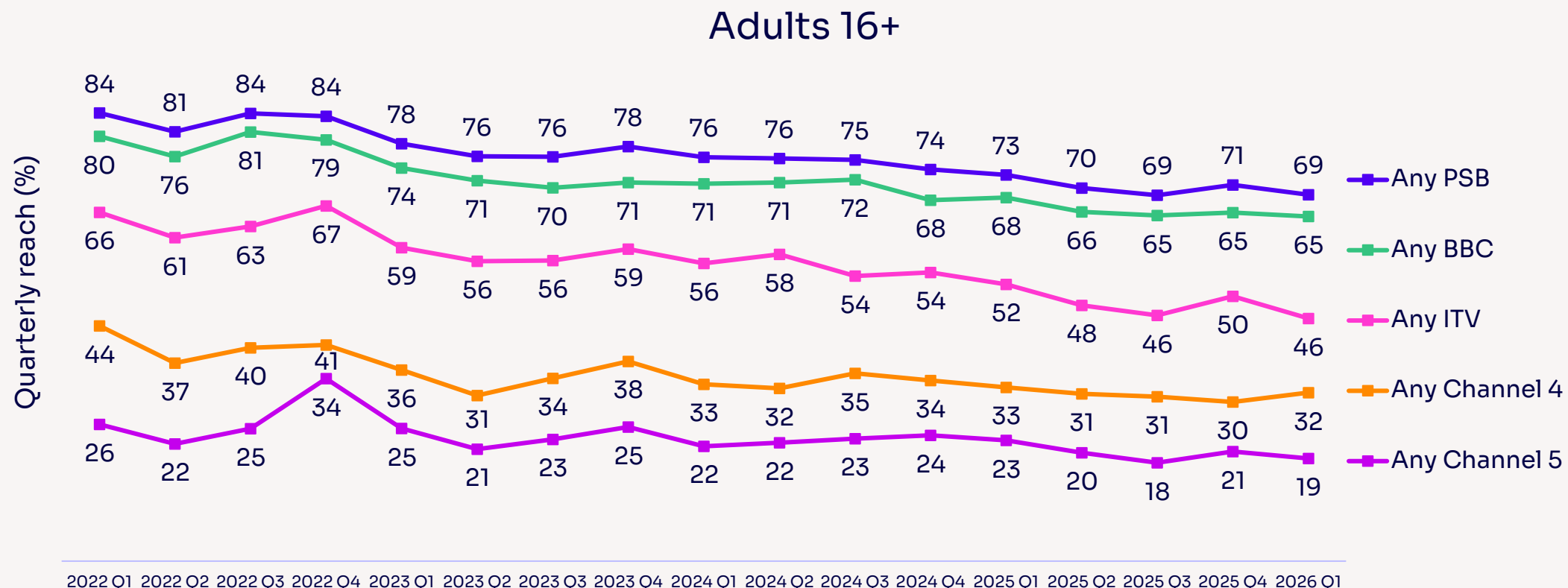
Source: News Consumption Survey 2025-2026 – Adults 16+

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Base: All adults (5,397)

Almost seven in ten adults watched news on any of the main PSBs in the first quarter of 2026, a 15-percentage point drop since 2022. The BBC had the highest reach of all the PSBs but had also declined by a similar proportion over this period

Reach to national/international news on PSBs (broadcast channels and BVoD): Q1 2022 – Q1 2026

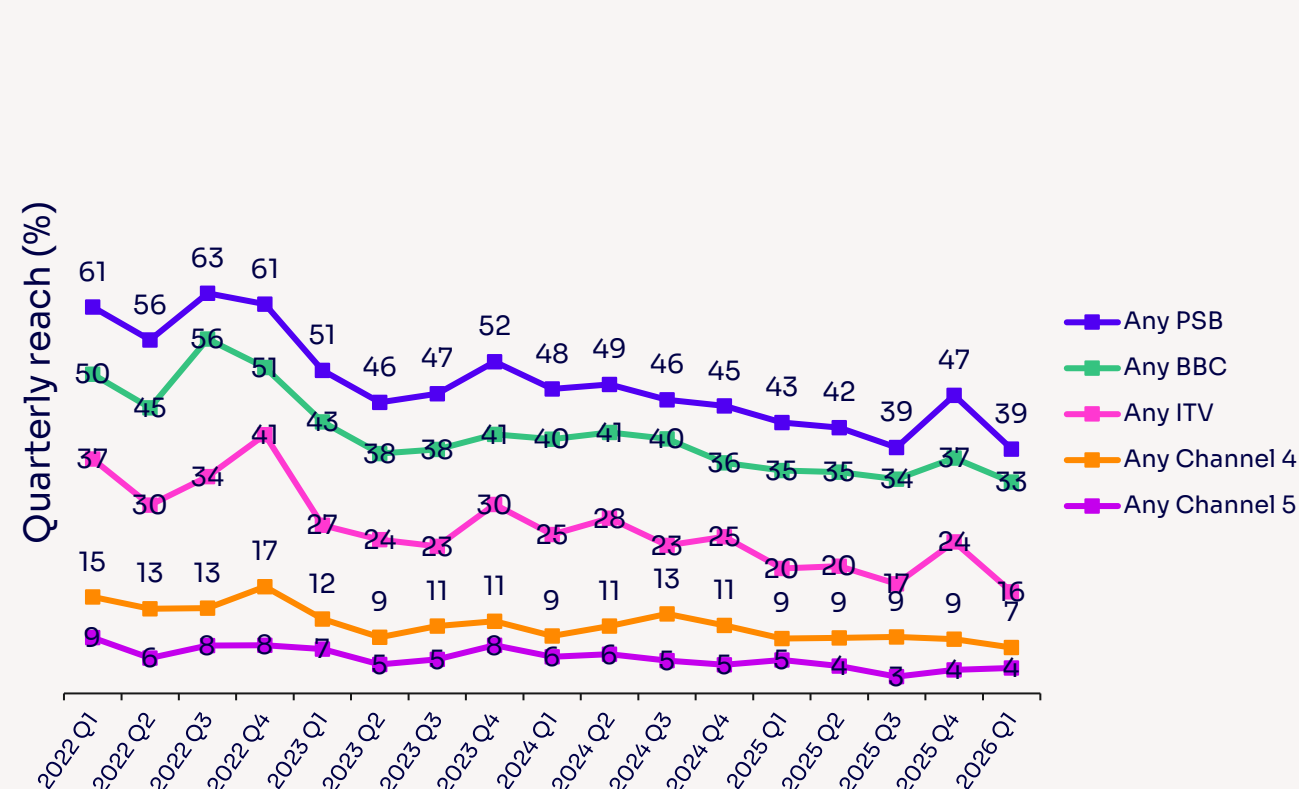


Source: Barb as-viewed (live, recorded playback and BVoD), TV sets and other devices connected to the home broadband. Adults 16+. Reach criteria: 3+ consecutive mins (reach across the whole quarter). Viewing of national/international and generic news.

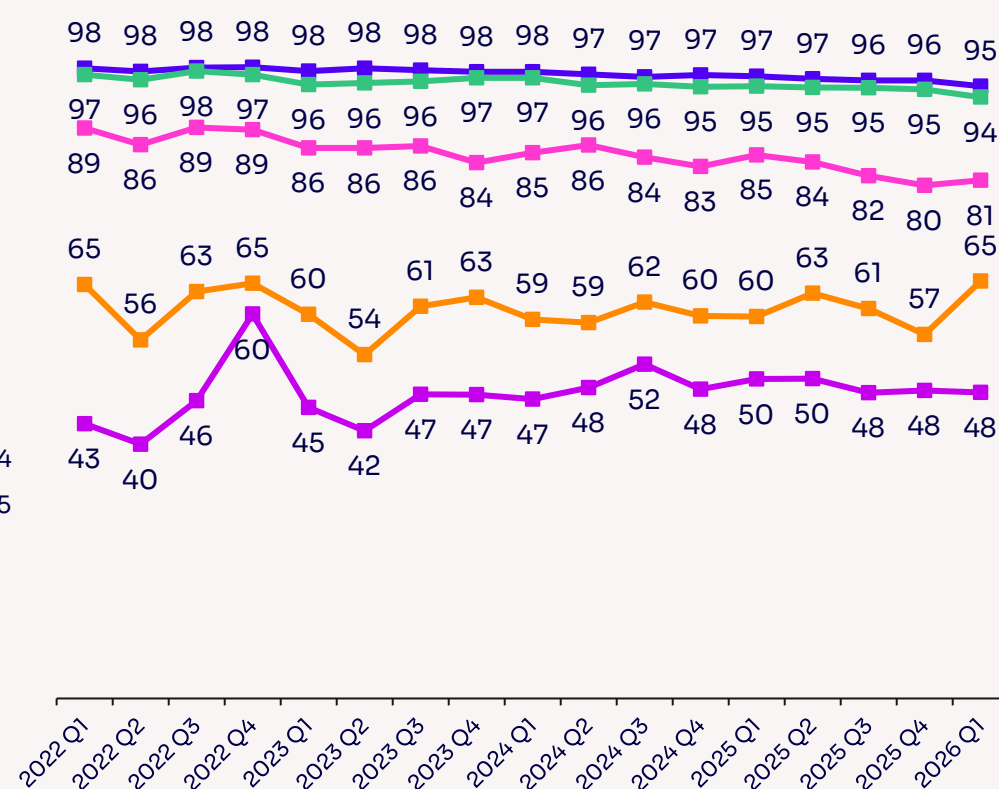
The age gap in PSB news reach continued to widen, with the proportion of younger audiences having declined steeply, while there was relative stability overall for those age 75+. The decline for 16-24s was across all the main PSBs.

Reach to national/international news on PSBs (broadcast channels and BVoD) for 16-24s and 75+: Q1 2022 – Q1 2026

16-24 adults

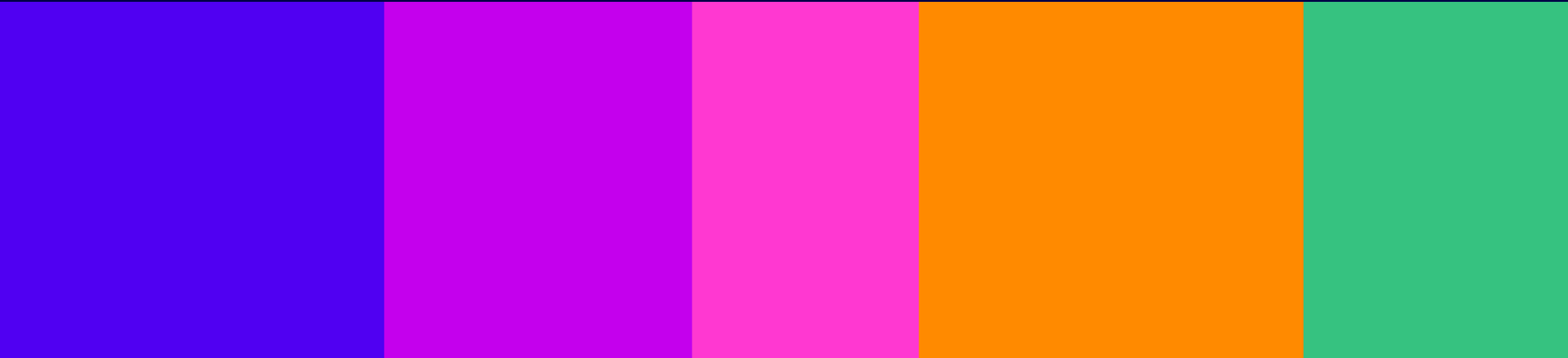


75+ adults



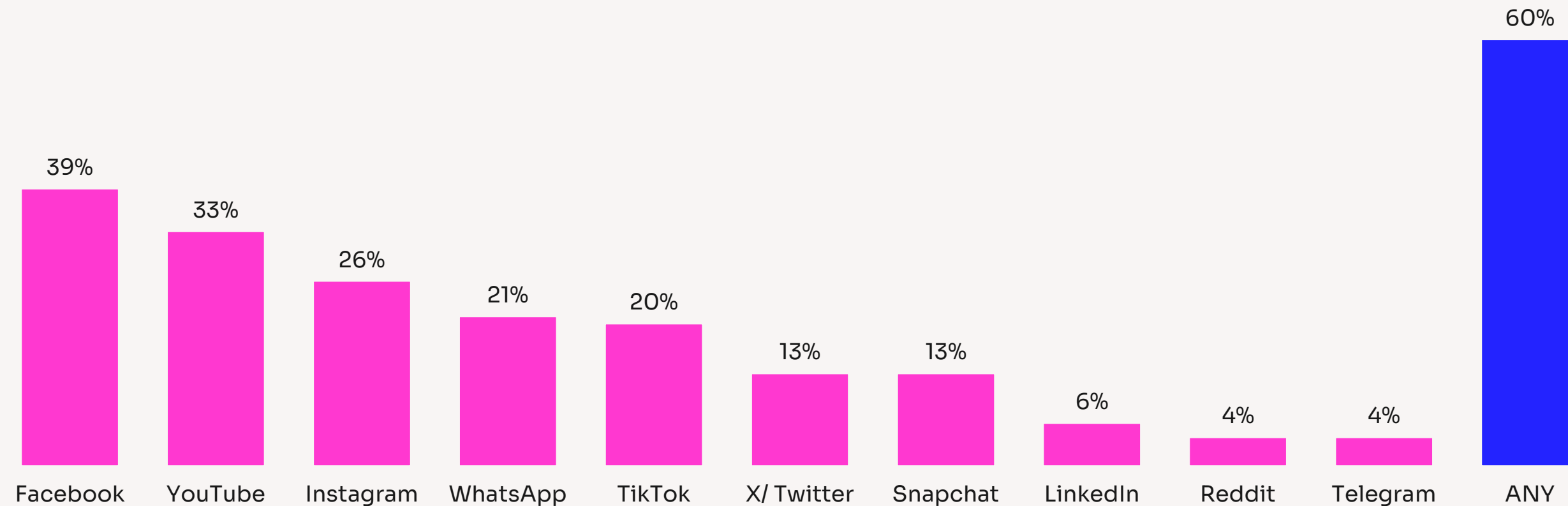
Source: Barb as-viewed (live, recorded playback and BVoD), TV sets and other devices connected to the home broadband. Adults 16+. Reach criteria: 3+ consecutive mins (reach across the whole quarter). Viewing of national/international and generic news.

News consumption via social media and VSPs



Six in ten adults (60%) have accessed news on social media or video-sharing-platforms in the past month, led by Facebook (39%) and YouTube (33%).

Social media or video sharing apps/ sites seen or heard news on in the last month



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

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?

Base: All adults (5,397)

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

Type of news encountered on social media / VSPs

	Facebook	YouTube	Instagram	TikTok	X	Snapchat
Base / Seen/heard in the last month	2,301 / 39%	1,806 / 33%	1,458 / 26%	1,139 / 20%	764 / 13%	693 / 13%
UK news	49%	52%	43%	44%	57%	27%
International news	35%	45%	42%	43%	59%	19%
Local news	54%	28%	29%	28%	35%	23%
News headlines	26%	26%	27%	24%	38%	15%
Breaking news	26%	26%	25%	25%	37%	17%
Memes or jokes about the latest news	13%	13%	21%	26%	21%	22%
Light-hearted or human interest news	16%	16%	20%	20%	21%	19%
In-depth analysis or discussion of news	7%	14%	11%	14%	21%	12%
Reporting that verifies stories in the news	4%	6%	6%	7%	11%	5%
None of these	7%	10%	11%	12%	4%	27%

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

Source: 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: Those who have seen or heard news on each social media/ VSP in the last month (bases in table). Coloured cells show incidence levels in the four bands shown in the key.

Across selected social media and video-sharing-platforms, traditional broadcasters were the most reported news providers. Around half of adults who saw news on YouTube and X reported seeing BBC News content on the 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

	YouTube	X	Instagram	Facebook	TikTok	Snapchat
Base / Seen or heard news in the last month	1806 / 33%	764 / 13%	1458 / 26%	2301 / 39%	1139 / 20%	693 / 13%
Any UK broadcaster	69%	68%	60%	58%	57%	47%
Any PSB	59%	58%	52%	52%	49%	41%
BBC News	52%	50%	44%	44%	41%	32%
Sky News	29%	30%	22%	22%	25%	17%
ITV News	20%	25%	21%	20%	22%	18%
GB News	11%	19%	9%	9%	10%	8%
Channel 4 News	11%	12%	11%	8%	11%	12%
Channel 5 News	8%	11%	8%	6%	10%	9%
Any international TV News broadcaster	11%	19%	8%	7%	9%	6%
Any online-only news providers	3%	5%	4%	4%	4%	4%
Political parties / politicians	3%	10%	6%	6%	4%	2%
Journalists	5%	12%	7%	5%	6%	4%
Influencers / independent commentators / online-native creators	10%	19%	17%	10%	22%	15%
None of these	15%	11%	16%	18%	17%	27%

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 (base shown in table). Providers includes Broadcasters (UK and International), any online-only news providers, political parties/politicians, journalist and influencers / content independent commentators / online-native creators

BBC News was the most widely followed news provider on the selected social media and video-sharing-platforms attracting around a third of news users on YouTube (36%), X (35%) and Instagram (32%).

News providers followed on selected social media/VSPs, among adults who have seen or heard news on social media

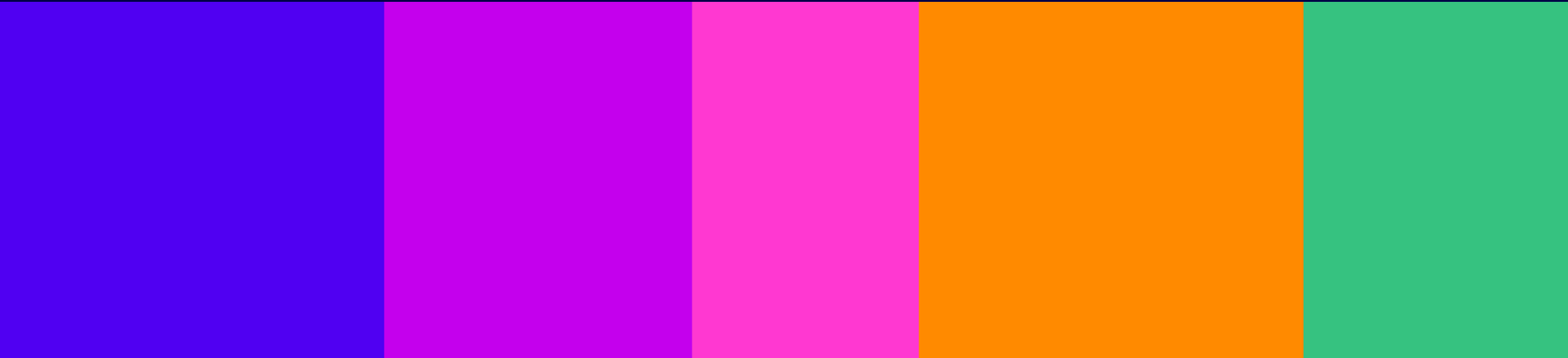
	YouTube	X	Instagram	Facebook	TikTok	Snapchat
Base / Seen or heard news in the past month	1806 / 33%	764 / 13%	1458 / 26%	2301 / 39%	1139 / 20%	693 / 13%
Any UK broadcaster	33%	13%	26%	39%	20%	13%
Any PSB	42%	42%	39%	35%	34%	30%
BBC News	36%	35%	32%	28%	26%	22%
Sky News	16%	18%	14%	13%	14%	10%
ITV News	11%	15%	12%	12%	12%	12%
GB News	6%	10%	5%	5%	5%	4%
Channel 4 News	6%	8%	6%	4%	6%	7%
Channel 5 News	4%	6%	4%	3%	5%	6%
Any international TV News broadcaster	5%	9%	4%	4%	4%	2%
Any online-only news providers	2%	2%	1%	2%	1%	2%
Political parties / politicians	1%	6%	3%	2%	1%	0%
Journalists	3%	5%	4%	2%	2%	1%
Influencers / independent commentators / online-native creators	7%	13%	12%	5%	16%	11%
None of these	40%	36%	40%	51%	42%	51%

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 (base shown in table)

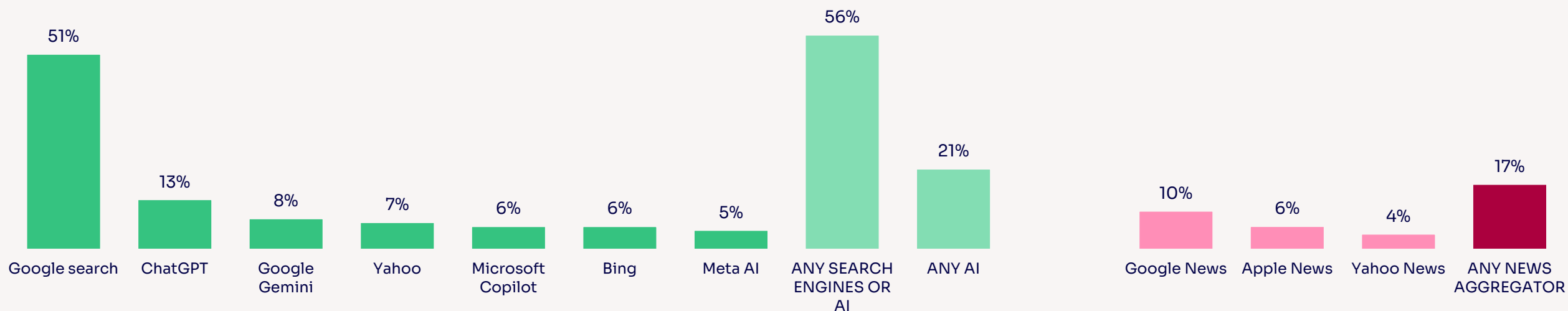
Providers includes Broadcasters (UK and International), any online-only news providers, political parties/politicians, journalist and influencers / content independent commentators / online-native creators

News consumption via search engines, AI tools, news aggregators and online news apps or sites



Almost six in ten (56%) adults have used a search engine or AI tool for news in the past month. Most of this is attributable to Google search (51%).

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



Source: 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 UK ADULTS)

Base: All adults (5,397)

Four in ten (40%) adults have used TV broadcaster apps or sites for news in the past month, with one quarter (25%) using online newspapers.

Proportion of adults who directly access online news sources in the past month

	UK
Base	5,397
BBC News online	28%
Sky News online	18%
ITV News online	13%
The Sun online	11%
The Daily Mail online	10%
The Guardian online	8%
CNN News online	7%
Channel 4 News online	7%
LADbible	6%
GB News online	5%
The Daily Mirror online	5%
LBC News online	4%
The Daily Telegraph online	4%
HuffPost	4%
BuzzFeed	4%
The Economist online	4%

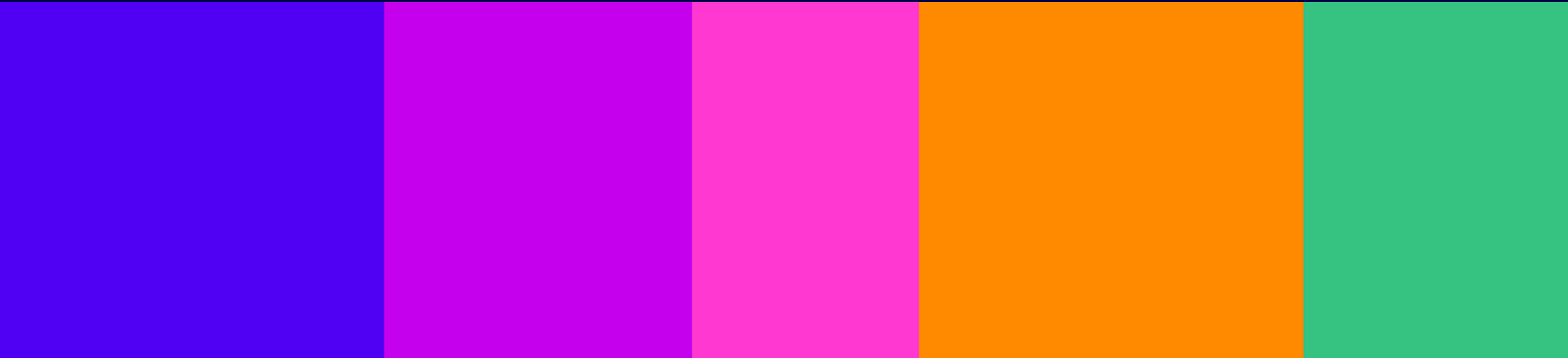
ANY	UK
TV and broadcaster apps/ sites	40%
Newspaper apps/ sites	25%
Other news apps/ sites	11%
Magazine apps/sites	8%

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

Question D3/D7/D11/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 UK ADULTS).

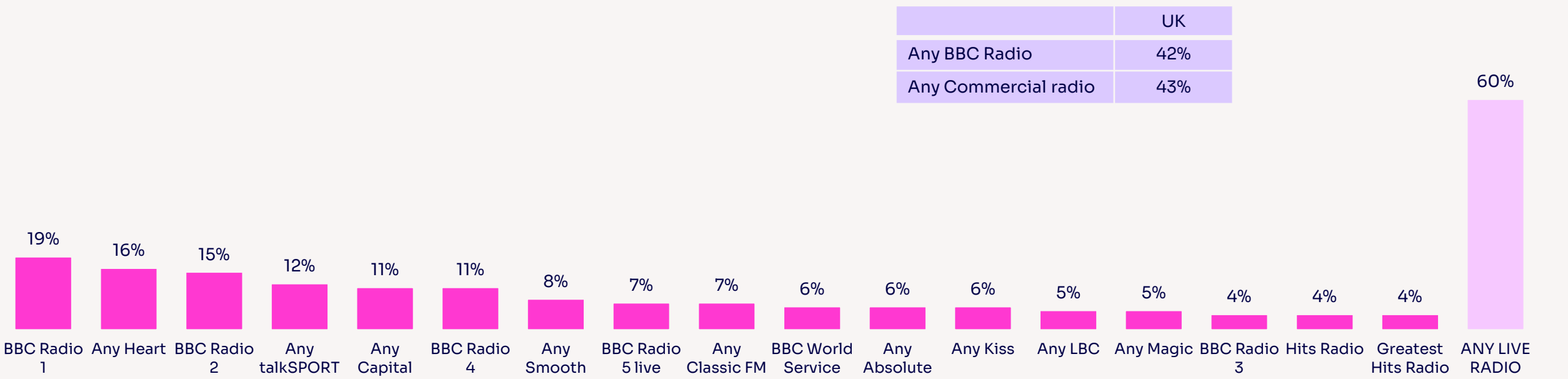
Base: All adults (5,397).

News consumption via audio (radio and catch-up radio/podcasts)



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

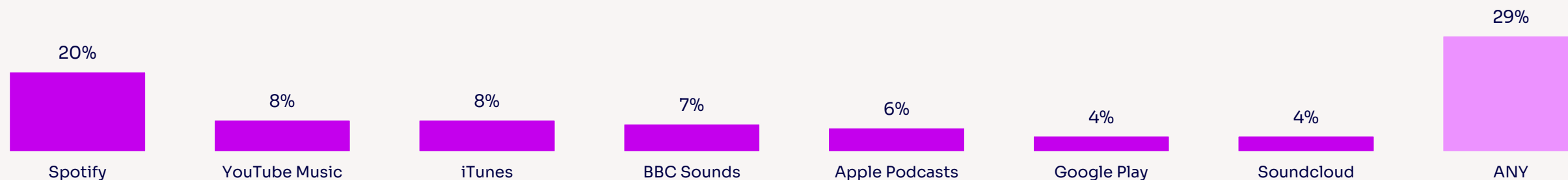
Radio stations where news was consumed in the past month



Source: 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 UK ADULTS)
Base: All adults (5,397)

Three in ten (29%) adults have heard any news on catch-up radio or podcasts in the past month, led by Spotify (20%).

Catch-up radio or podcasts where news was consumed in the past month

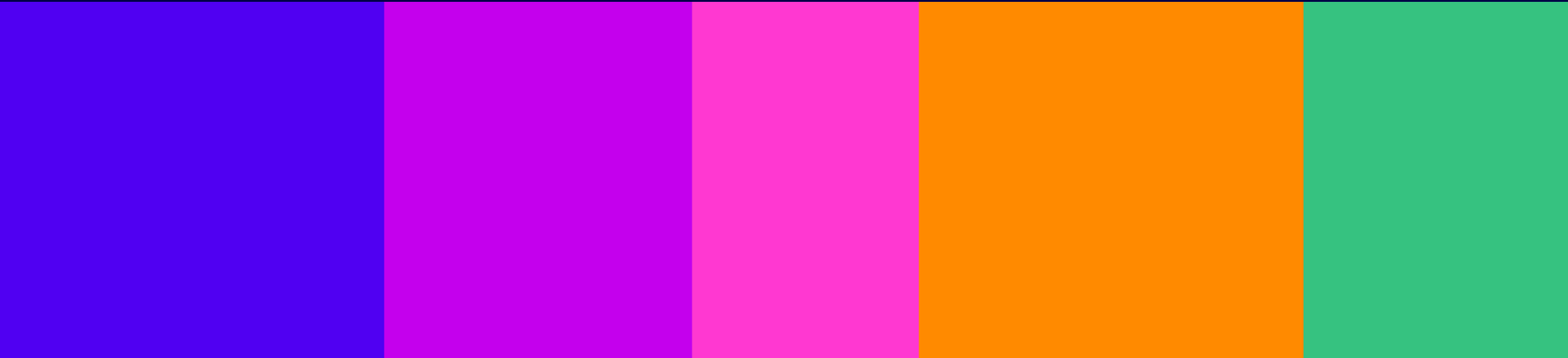


Source: News Consumption Survey 2025-2026 – Adults 16+

Question D16. Which, if any, of the following online audio services have you heard news on when you're listening to catch-up radio or podcasts in the last month? (SHOWS MENTIONS FROM 4% OR MORE OF ALL UK ADULTS)

Base: All adults (5,397)

News consumption via print media including newspapers and magazines (Printed and Online)



Three in ten (30%) adults have used a printed daily newspaper in the last month. Two in ten adults have used a printed weekly newspaper and one in ten in a printed magazine.

Printed daily newspapers/ weekly newspapers/ magazines used for news in the past month

Adults	
Base	5,397
The Sun	14%
The Sun on Sunday	11%
The Daily Mail	9%
The Metro	8%
The Guardian	7%
The Mail on Sunday	6%
The Daily Mirror	6%
The Economist	5%
Private Eye	4%
Time	4%
The Times	4%
The Daily Star	4%
The Daily Telegraph	4%
The Sunday Mirror	4%

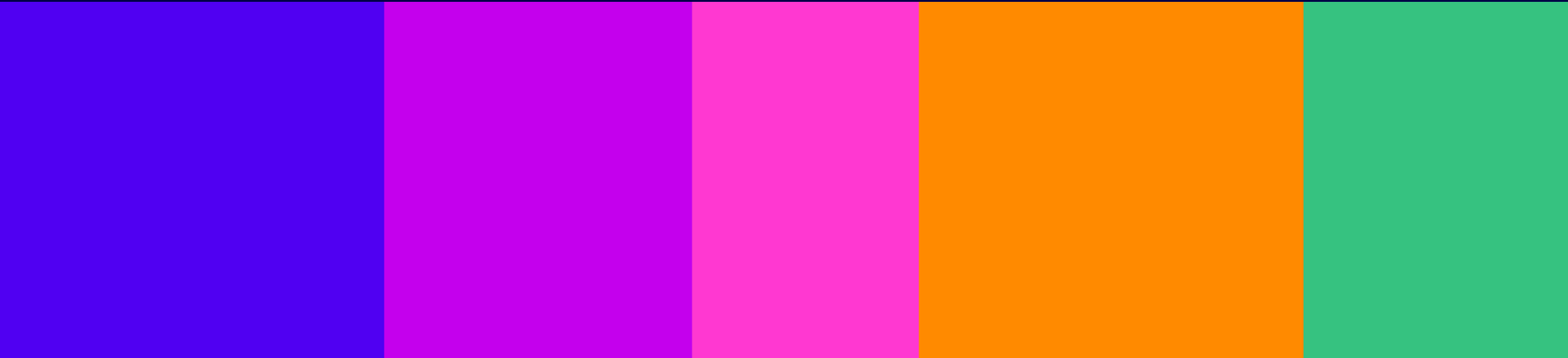
ANY	UK
Daily printed newspapers	30%
Weekly printed newspapers	21%
Printed magazines	10%

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

Question D5/D6/D9. 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 UK ADULTS).

Base: All adults (5,397)

Attitudes towards news provision



Traditional platforms (newspaper and magazines and television) are rated highly for their delivery of news. Perceptions of online news delivery news sources differ widely depending on the type of service used. News seen on social media and VSPs less highly rated compared to news aggregators.

Perception towards news attributes, among users of news on each platform

	TV channels	TV on-demand/ catch-up	Social media or VSPs	Live radio	Search engine/ AI	TV & broadcast apps/ sites	Printed newspapers	Printed magazines	Podcasts/ catch-up radio	Newspaper apps/ sites	News aggregators	AI Apps and services
<i>Base</i>	4077	1727	2927	2716	1671	1632	1404	207	947	984	406	647
Is accurate	66%	57%	40%	62%	51%	67%	67%	77%	49%	63%	66%	44%
Is trustworthy	65%	58%	39%	61%	51%	68%	66%	77%	48%	62%	59%	44%
Is impartial	56%	52%	36%	56%	46%	59%	59%	74%	45%	54%	61%	42%
Verifies stories in the news	60%	55%	38%	56%	48%	66%	62%	71%	48%	58%	65%	44%
Explains what's going on in the world	69%	58%	41%	58%	52%	70%	67%	77%	54%	64%	67%	45%
Has a range of views	64%	56%	49%	57%	52%	65%	65%	71%	49%	58%	64%	44%

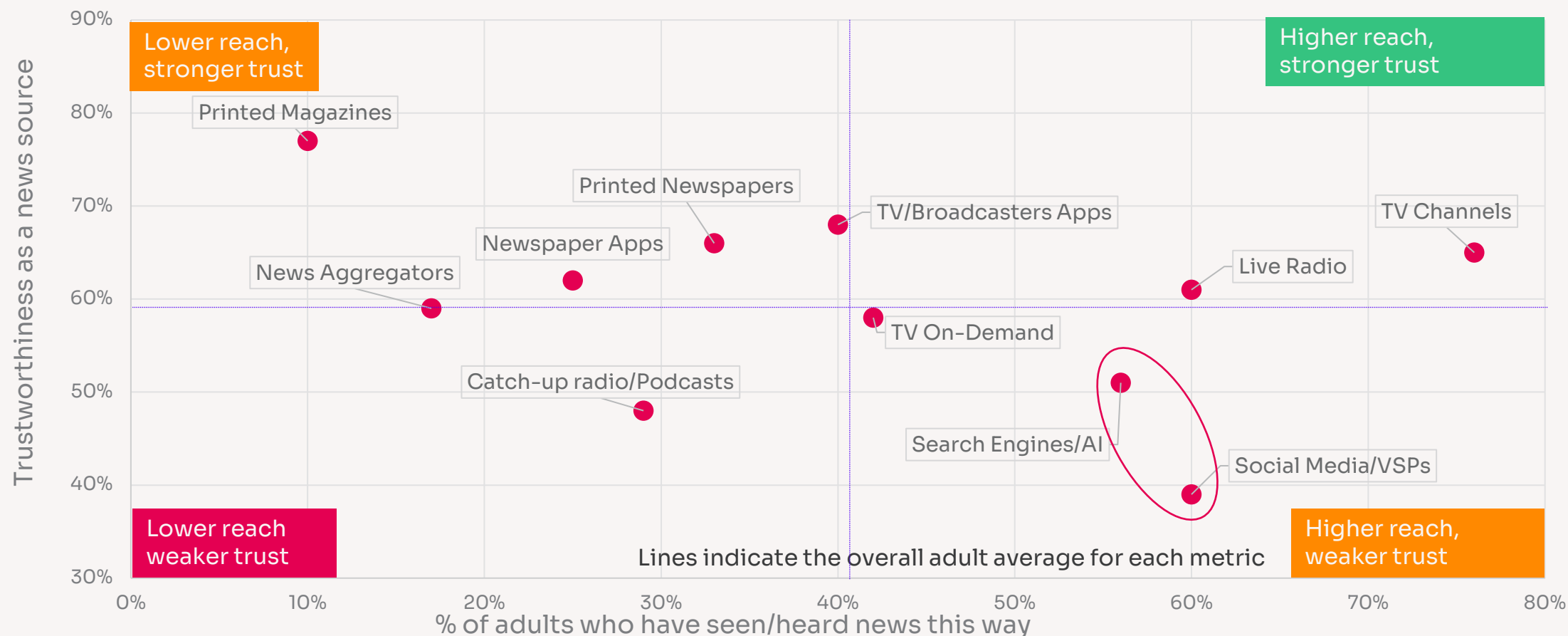
Source: News Consumption Survey 2025-2026 – Adults 16+

Question E3. The news I see on [NEWS SOURCE]... (SHOWS THE PROPORTION WHO AWARD A POSITIVE SCORE OF 7-10 OUT OF 10). E2. How important is [NEWS SOURCE] as a source of news to you personally?

Base: Those who have seen or heard news on/ in each category in the last month (AND SELECTED FROM A MAXIMUM OF SEVEN FOR THIS SECTION) (Base shown in table) NB results for printed magazine titles not shown in subsequent charts as bases below 100 for each of The Economist, The Week, Time, The Spectator and New Statesman magazines.

Television and radio news have high reach and are highly trusted. While social media and VSPs and search engines and AI services are some of the widely used ways to access news, they are less likely to be regarded as trustworthy when compared to other ways.

Comparison of use of ways of accessing news and their perceptions of trust



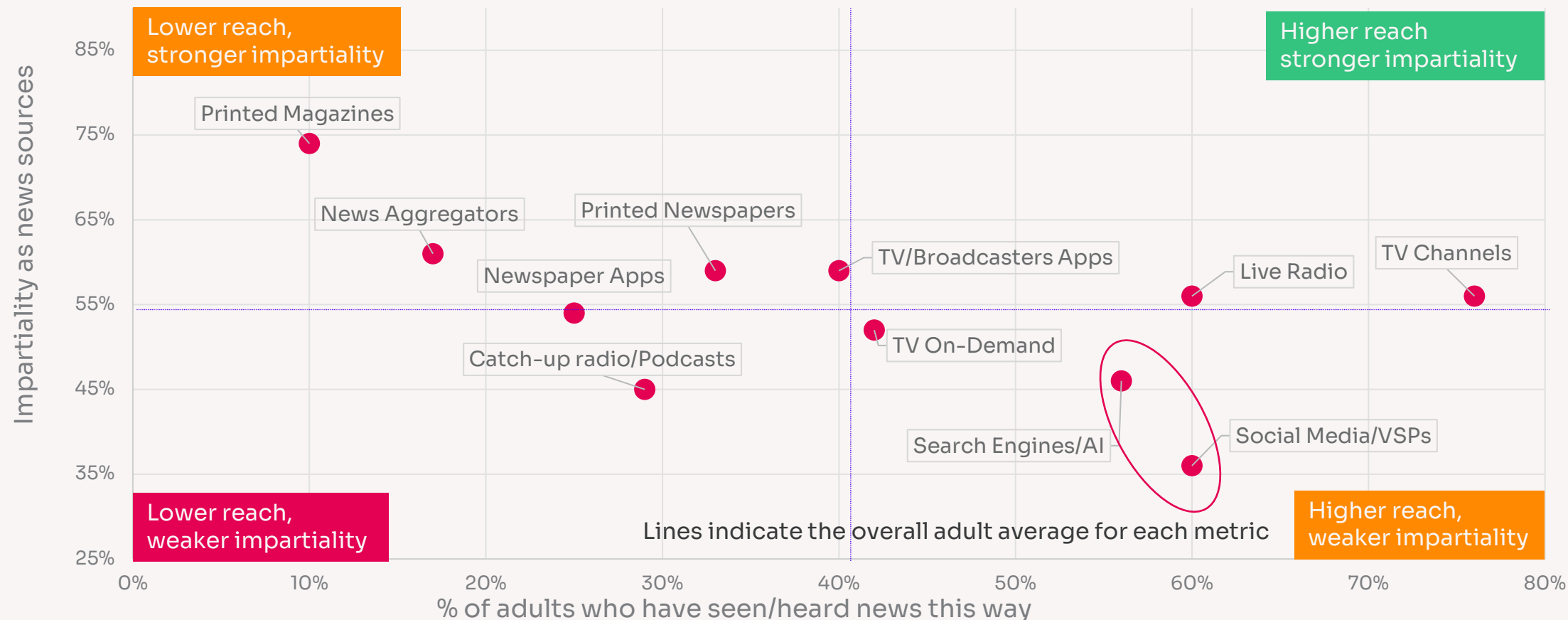
Source: News Consumption Survey 2025-2026 – Adults 16+

Question E3. The news I see on [NEWS SOURCE]... (SHOWS THE PROPORTION WHO AWARD A POSITIVE SCORE OF 7-10 OUT OF 10 FOR IS TRUSTWORTHY).

Base: Those who have seen or heard news on/ in each category in the last month (AND SELECTED FROM A MAXIMUM OF SEVEN FOR THIS SECTION) (Base size varies)

Similarly, television and radio news have high reach and are perceived to be highly impartial. While social media and VSPs and search engines and AI services are some of the widely used ways to access news, they are less likely to be regarded as impartial when compared to other ways.

Comparison of use of ways of accessing news and their perceptions of impartiality



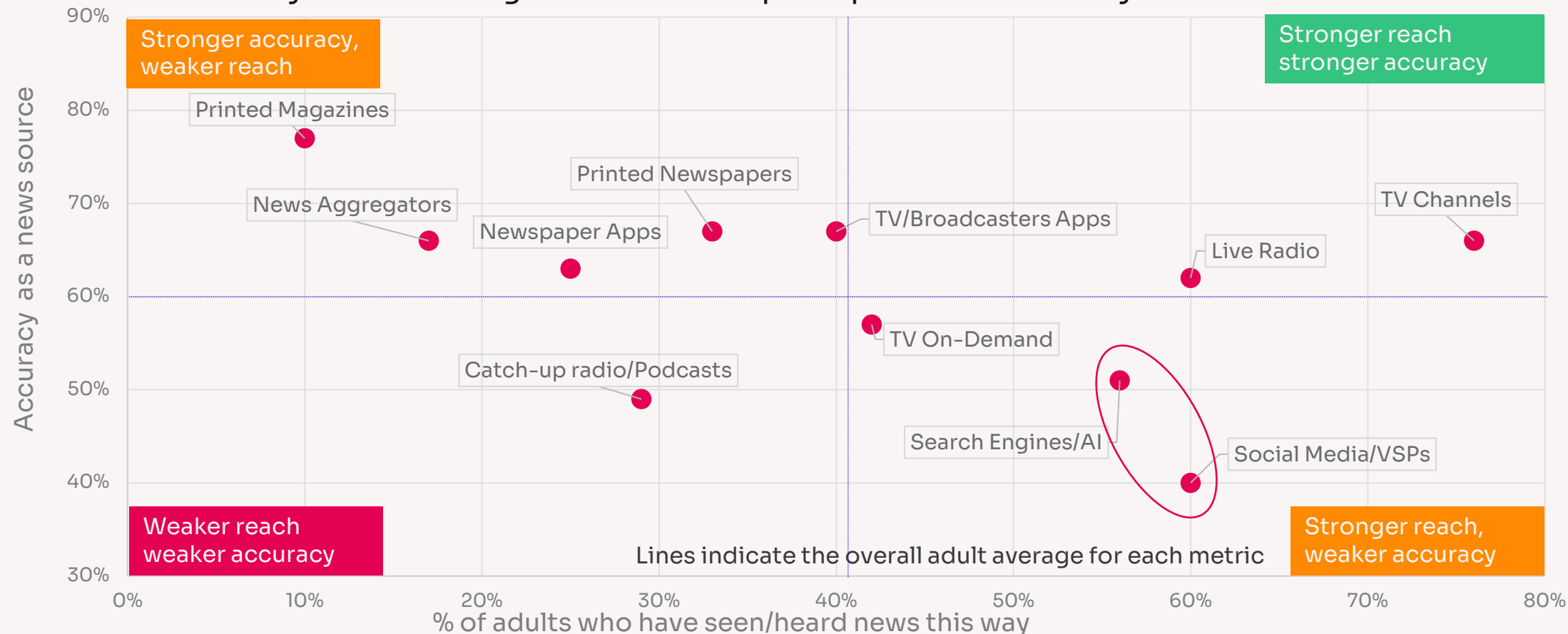
Source: News Consumption Survey 2025-2026 – Adults 16+

Question E3. The news I see on [NEWS SOURCE]... (SHOWS THE PROPORTION WHO AWARD A POSITIVE SCORE OF 7-10 OUT OF 10 FOR IS IMPARTIAL.

Base: Those who have seen or heard news on/ in each category in the last month (AND SELECTED FROM A MAXIMUM OF SEVEN FOR THIS SECTION) (Base size varies)

A similar story emerges for perceptions of accuracy. Television and radio news have high reach and are perceived to be highly accurate. While social media and VSPs and search engines and AI services are some of the widely used ways to access news, they are less likely to be regarded as accurate when compared to other ways.

Comparison of use of ways of accessing news and their perceptions of accuracy



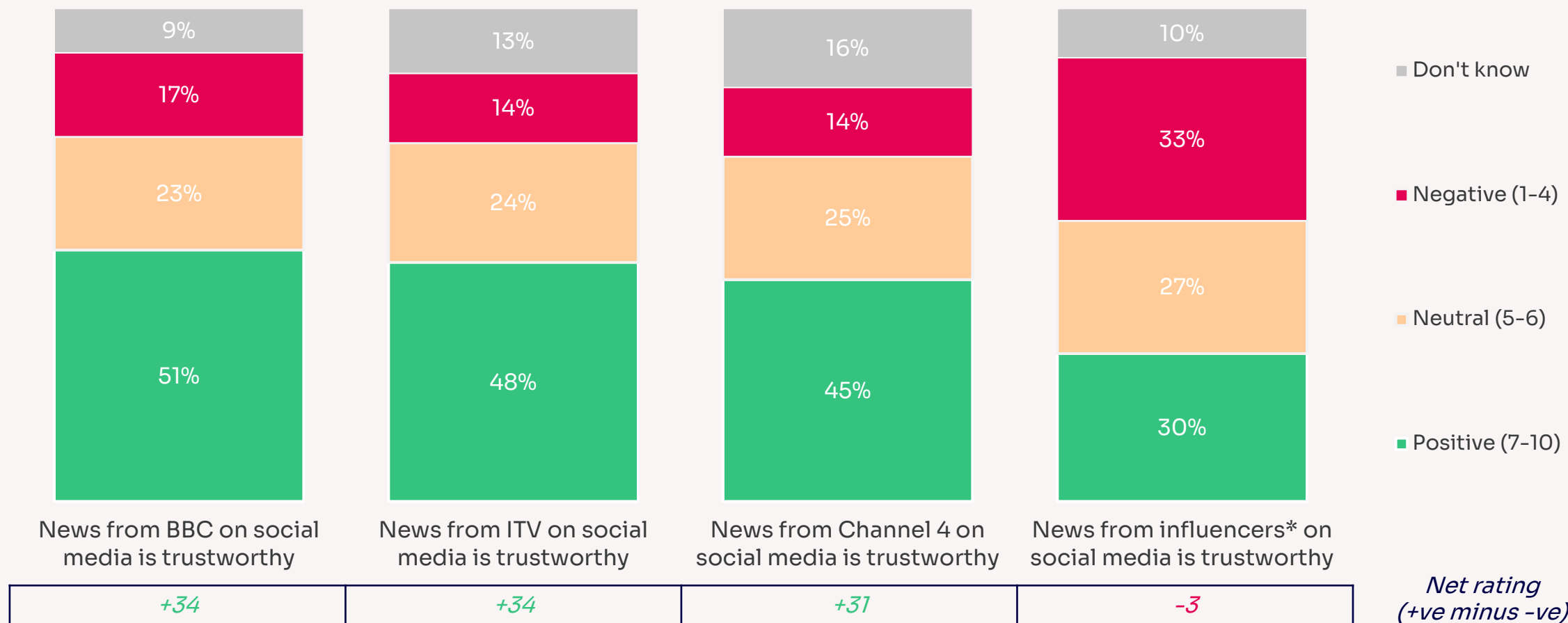
Source: News Consumption Survey 2025-2026 – Adults 16+

Question E3. The news I see on [NEWS SOURCE]... (SHOWS THE PROPORTION WHO AWARD A POSITIVE SCORE OF 7-10 OUT OF 10 FOR IS ACCURACY).

Base: Those who have seen or heard news on/ in each category in the last month (AND SELECTED FROM A MAXIMUM OF SEVEN FOR THIS SECTION) (Base size varies)

While those who have seen news on social media/ VSPs are much more likely to trust news from UK broadcasters than news from influencers, a significant proportion are unsure or neutral.

Views about trust in news sources that can feature on social media – among those who have seen news on social media/ VSPs



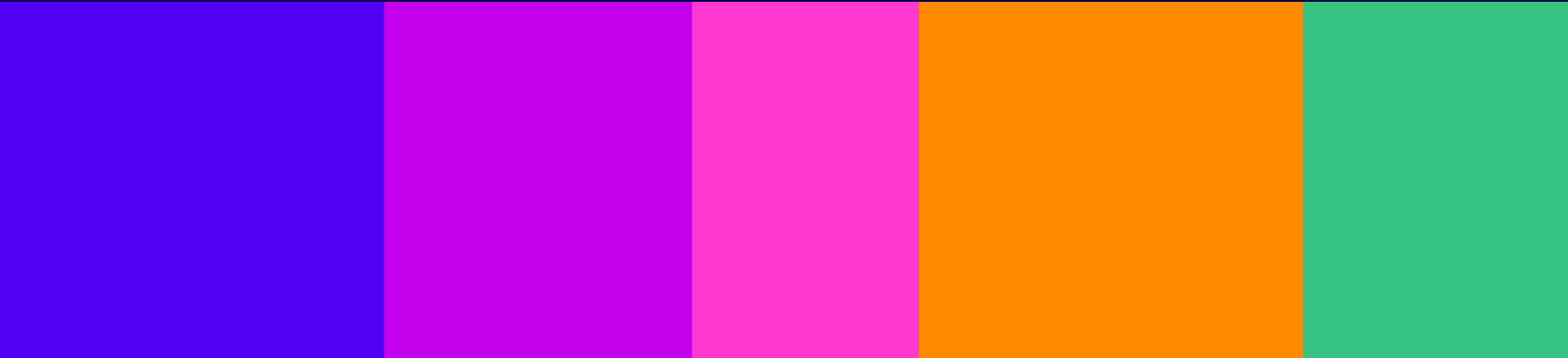
Source: News Consumption Survey 2025-2026 – Adults 16+

Question E4A-D. News from [SOURCE] on social media (YouTube/ Facebook/ Instagram/ Snapchat/ X/ Twitter) is trustworthy (1-10 SCALE WHERE 1 = NOT AT ALL AND 10 = COMPLETELY)

*Full text used 'influencers/ content creators/ personalities/ commentators'

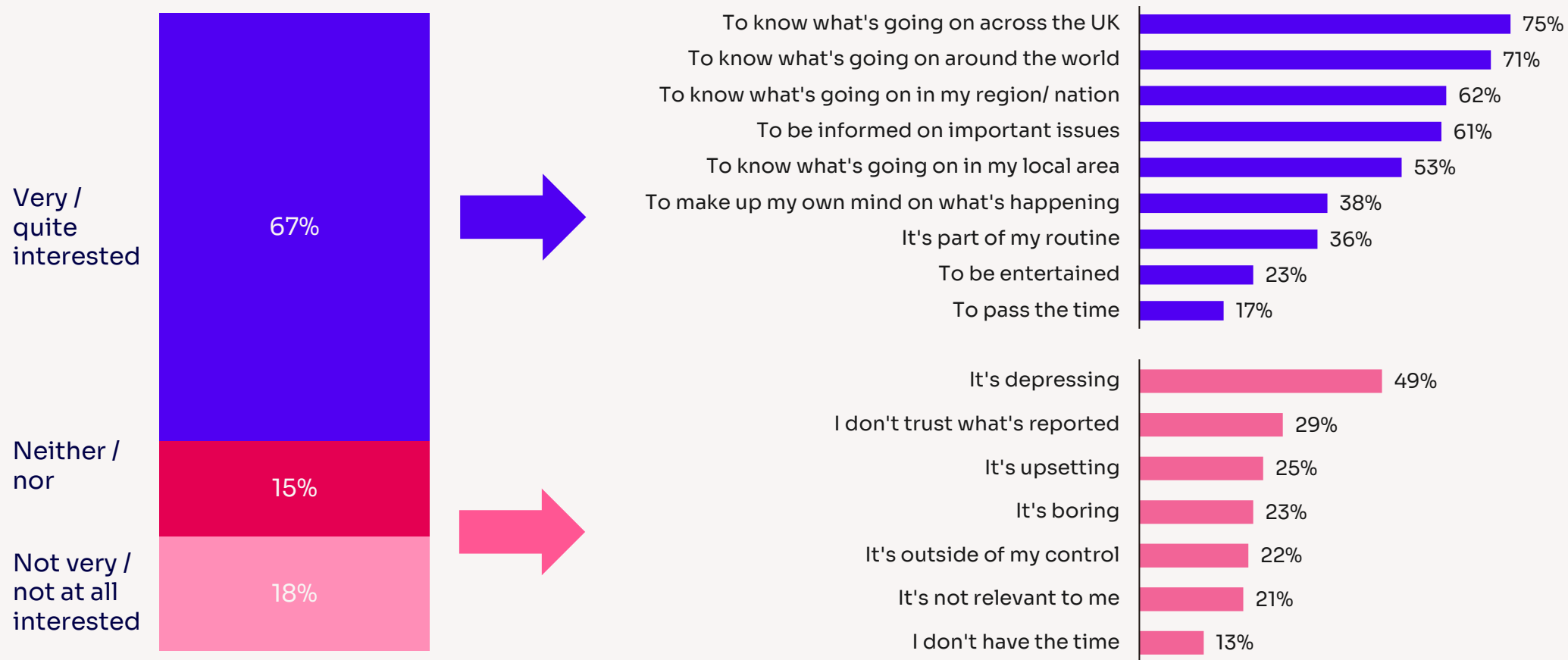
Base: Those who have seen or heard news on any of the six social media/ VSP apps or sites in the last month (3,292)

Interest in news



Two-thirds (67%) of adults are (very or quite) interested in news. The main reason given for not being interested in news is that it's depressing.

Interest in news – and reasons for being interested or not being interested, 2026



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

Question C1. How interested are you in watching, reading or listening to news? C4. Which, if any, of these reasons for **being interested** in watching, reading or listening to news apply to you? C5. Which, if any, of these reasons for **not being interested** in watching, reading or listening to news apply to you?

Base: All adults (5,397), All adults who are interested (3,564), All adults who are not very/ not at all interested or who are neither interested nor not interested (1,826)

Interest in news is higher among men, those aged 65+, or in AB socioeconomic households and it is lower among women, those aged 16–34 and in DE socioeconomic households

Interested in watching, reading or listening to news

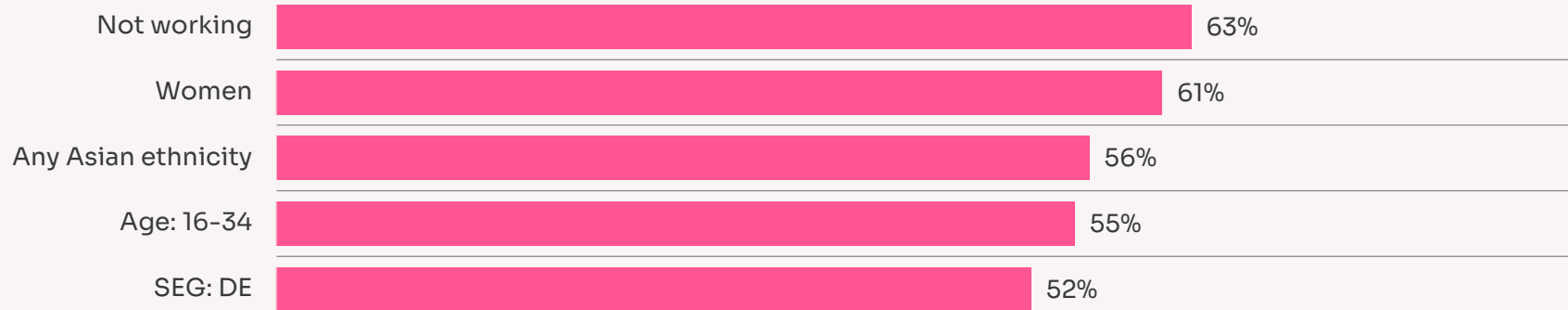
INTERESTED –
ABOVE AVERAGE



INTERESTED –
AVERAGE



INTERESTED –
BELOW AVERAGE



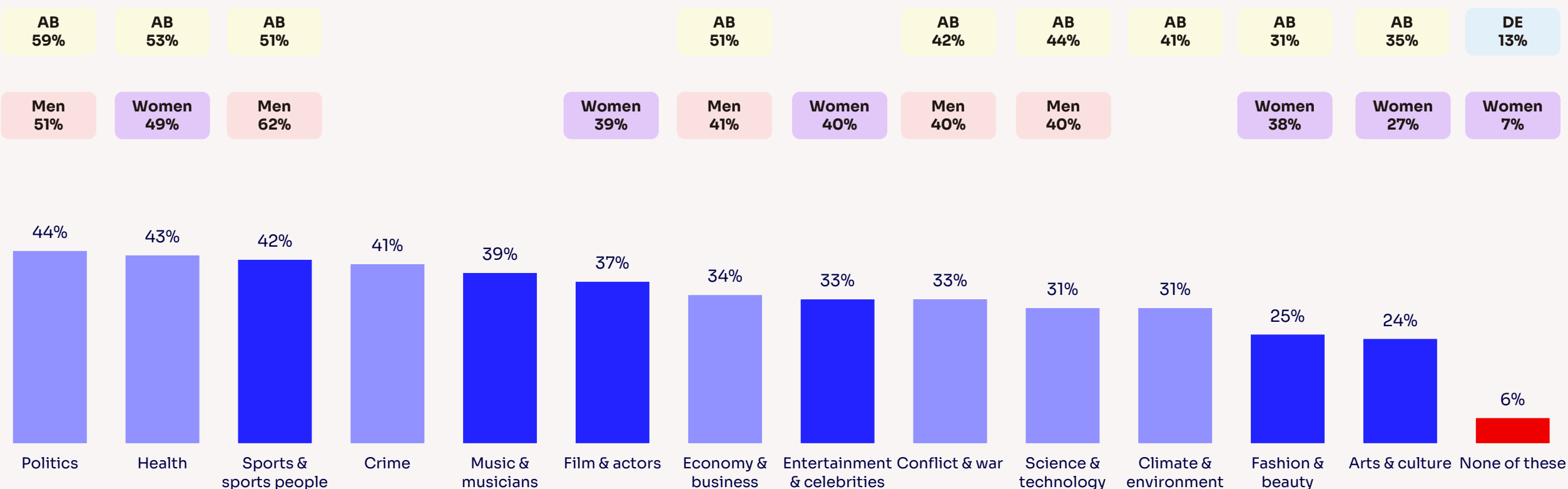
Source: News Consumption Survey 2025–2026 – Adults 16+

Question C1. How interested are you in watching, reading or listening to news?

Base: All adults (5,397), Men (2,612), Women (2,756), 16–34 (1,564), 65+ (1,274), AB (1,221), DE (1,486), Working (3,216), Not working (2,065), Any Asian ethnicity (362).

Almost all adults (94%) are interested in news about one or more topics across ‘hard’ and ‘soft’ news, but none appeal to a majority. Most topics see higher interest among those in AB socioeconomic households.

News topics of interest – by gender and SEG



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

Question C2. Which, if any, of the following are you interested in at all? News about... (Darker blue shading used to represent ‘soft news’ topics)

Base: All adults (5,397). Highlighting responses which are significantly different at 99% between men and women, or between those in AB or DE households compared to all.

There is a higher interest in ‘hard’ news topics among older adults and lower interest among younger adults.

News topics of interest – by age and nation

	Adults	16-24	25-34	35-44	45-54	55-64	65-74	75+	England	Scotland	Wales	N Ireland
Base	5397	583	981	1060	783	711	672	602	3597	600	600	600
Politics	44%	28%	37%	41%	43%	47%	59%	55%	43%	45%	44%	44%
Health	43%	27%	43%	48%	42%	43%	47%	50%	43%	39%	43%	49%
Sports & sports people	42%	41%	41%	43%	43%	41%	44%	42%	42%	44%	38%	40%
Crime	41%	33%	37%	41%	42%	44%	46%	42%	40%	45%	48%	39%
Music & musicians	39%	44%	41%	40%	41%	39%	34%	29%	39%	41%	38%	37%
Film & actors	37%	34%	40%	40%	44%	36%	31%	28%	37%	35%	37%	37%
Economy & business	34%	22%	29%	37%	32%	35%	38%	45%	34%	31%	29%	31%
Entertainment & celebrities	33%	34%	42%	38%	36%	29%	26%	24%	33%	32%	34%	36%
Conflict & war	33%	24%	26%	29%	29%	38%	41%	49%	32%	37%	34%	40%
Science & technology	31%	23%	35%	34%	30%	31%	33%	31%	32%	30%	30%	25%
Climate & environment	31%	20%	30%	32%	27%	32%	37%	40%	31%	27%	32%	28%
Fashion & beauty	25%	34%	35%	33%	24%	17%	13%	11%	25%	21%	20%	26%
Arts & culture	24%	19%	25%	24%	23%	24%	26%	26%	24%	20%	23%	22%

Key: ■ significantly higher at 99% compared to all
■ significantly lower at 99% compared to all

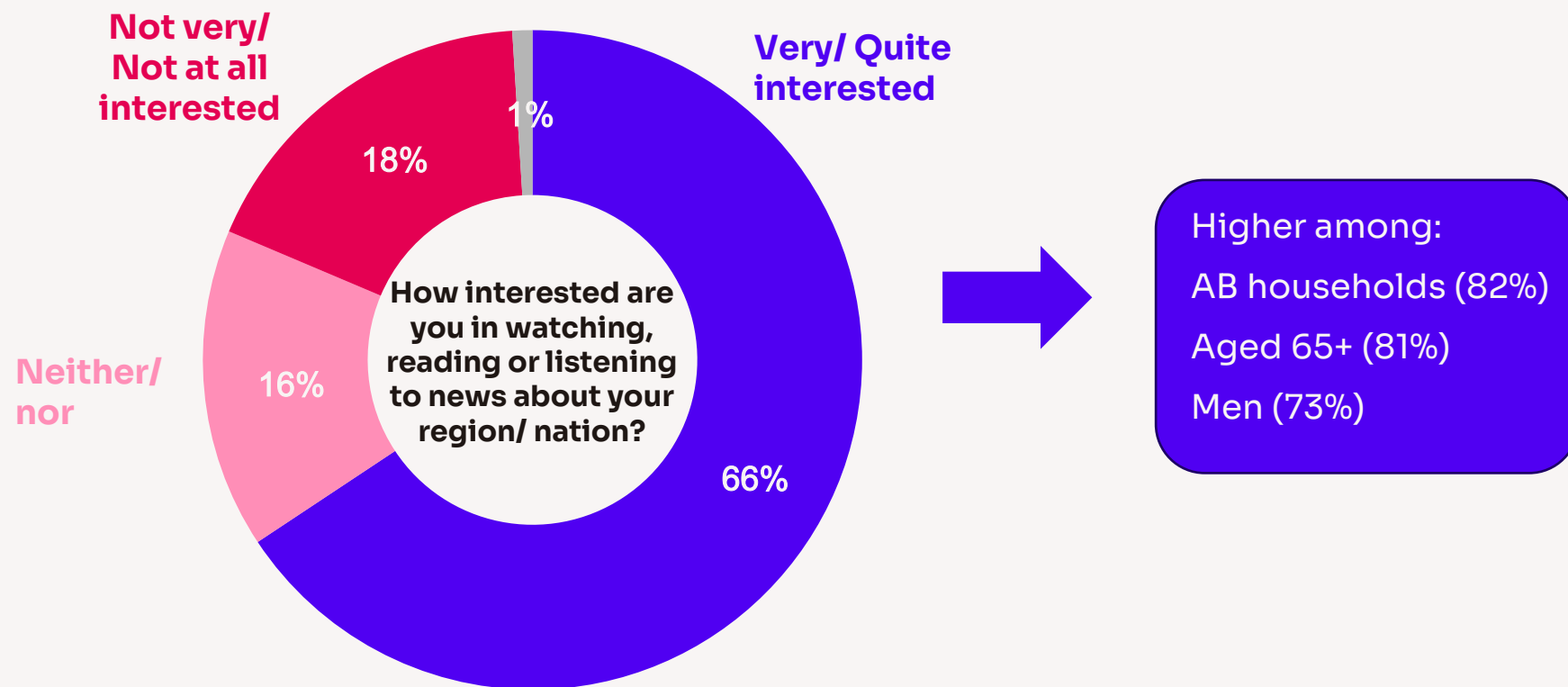
Source: News Consumption Survey 2025-2026 – Adults 16+

Question C2. Which, if any, of the following are you interested in at all? News about... (Darker blue shading used to represent ‘soft news’ topics)

Base: Shown in table. Coloured cells show significance testing at 99% by age group and nation compared to all.

Almost seven in ten (66%) adults are (very or quite) interested in news about their region / nation, this is higher among older people, those in AB socioeconomic households, men and those in Scotland.

Interest in watching, reading or listening to news about your region/ nation



Source: News Consumption Survey 2025-2026 – Adults

Question F1. How interested are you in watching, reading or listening to news about your region [ENGLAND]/ Scotland/ Wales/ Northern Ireland?

Base: All adults (5,397)

Clear links with SEG, age, gender and working status for groups with both above and below average interest in watching, reading or listening to news about your region/ nation

Interested in news about your region/ nation

INTERESTED –
ABOVE AVERAGE



INTERESTED –
AVERAGE



INTERESTED –
BELOW AVERAGE



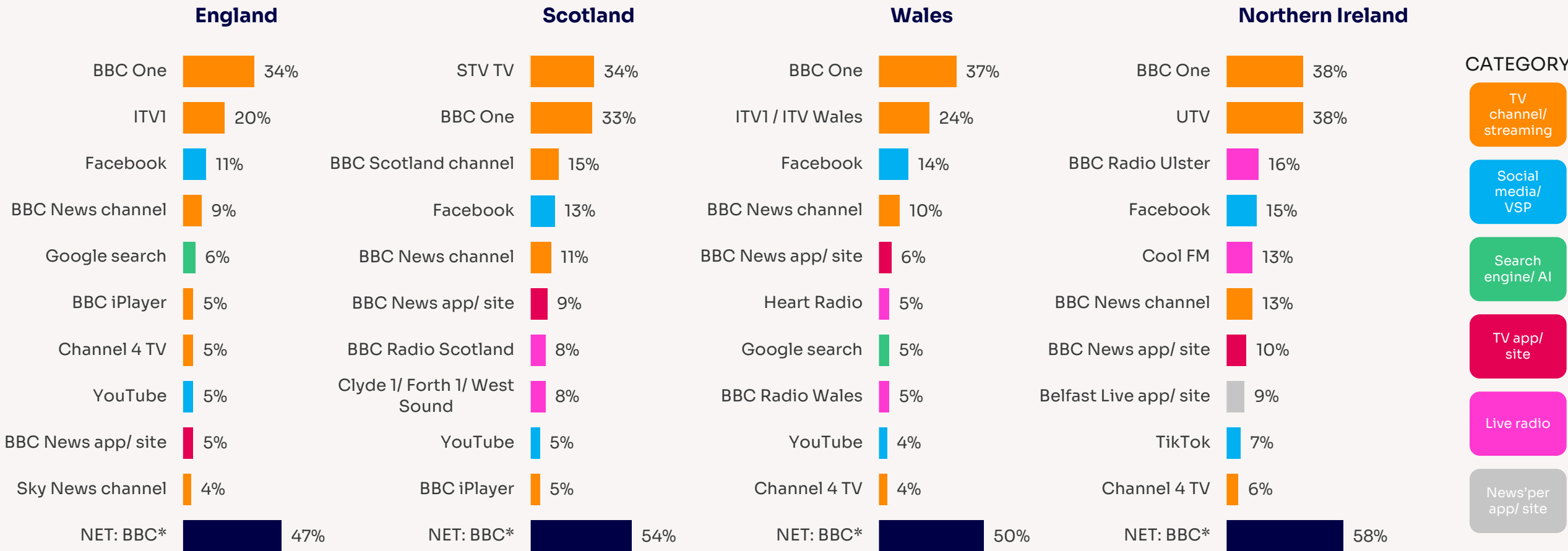
Source: News Consumption Survey 2025-2026 – Adults

Question F1. How interested are you in watching, reading or listening to news about your region [ENGLAND]/ Scotland/ Wales/ Northern Ireland? (SHOWS THE PROPORTION WHO ARE VERY/ QUITE INTERESTED)

Base: All adults (5,397)

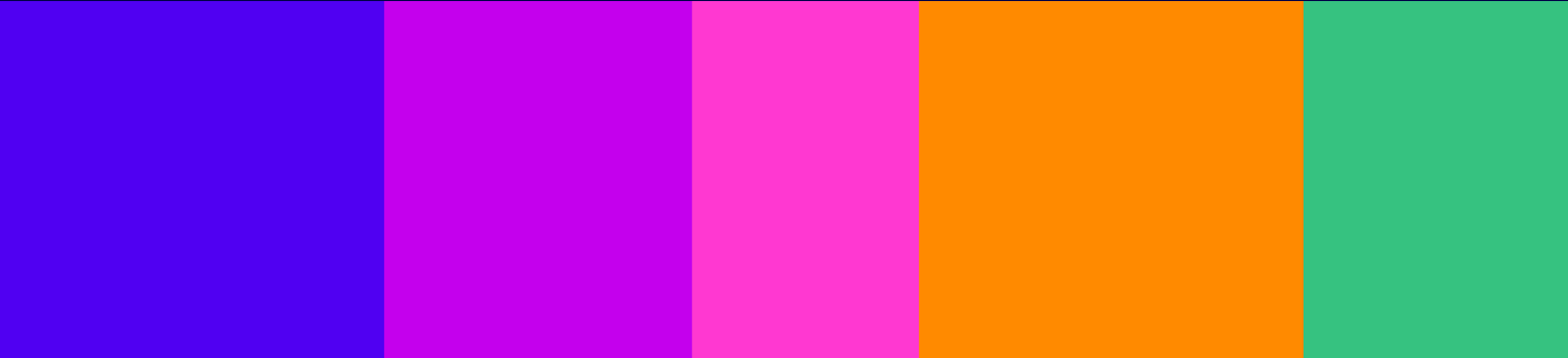
BBC One and ITV1 / STV / ITV Wales / UTV are the top two ways to access news about your region/ nation.

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



Source: News Consumption Survey 2025–2026 – Adults
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)

Appendix



Methodology

Sample

- 5,397 adults aged 16+ – 3,718 through online panels (~70%) and 1,679 face-to-face (~30%) (including some boost interviews with older adults, non-users of the internet, ethnic and religious groups)
- Quotas set on nation/ region, age and gender, household socio-economic group

Data collection

- Interviewing conducted each month by Critical Research from November 2025 to March 2026

Data reporting

- Weighted to be nationally representative of the UK
- Data available in pdf tables (aggregated), SPSS and CSV (respondent level)
- Significance testing applied at the 99% confidence level

How we ask about news

We would now like to ask you some questions about **news that you see or hear**. This could be news that you **actively** watch, read or listen to and it could be news that you just **happen to** see or hear or come across.

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.

We're also interested in all the different ways you might see or hear news throughout the day, so please think about your routine in the morning, when you're taking a break, when travelling, during the evening, and so on.

Participants were shown a series of screens with logos and names of sources for each of the (maximum 15) ways of being informed or entertained that they have used in the last month. Asked at each screen:

Which, if any, of the following [**MEDIA TYPE**] have you **seen or heard news** on in the last month?

[FIRST SCREEN] 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.