

---

# News consumption in the UK: 2023

## Research findings

---

[Welsh translation available](#)

**RESEARCH:**

Publication date: 20 July 2023

# Contents

---

## Section

1. Introduction	1
2. Summary of findings	3

## Annex

A1. Methodology	20
-----------------	----

# Introduction

This summary report provides the key findings of Ofcom’s latest research into UK adults’ news consumption across television, radio, print, social media and other websites or apps. The first section provides an overview of overall news consumption in the UK, highlighting notable changes in the last five years. It then looks at attitudes towards news sources on dimensions such as trust, accuracy, and quality. Three further sections highlight the use of social media for news; the news habits of young adults (those aged 16-24); and the news sources and news interests of teenagers (aged 12-15).

This report looks across the UK news market as a whole. It is accompanied by a range of documents, including [supporting data](#), and individual reports for [Northern Ireland](#), [Scotland](#) and [Wales](#).

Fieldwork for the adults’ survey this year took place across two waves: 7 November – 7 December 2022 and 27 February – 3 April 2023. The survey uses a combination of online and face to face research. In 2021 Covid-19 prevented us from running the face-to-face research. We were able to return to face-to-face research in 2022 and 2023. We therefore make comparisons between 2018-2020 and 2022-23, but cannot make direct comparisons between those years and 2021.

Fieldwork for the Teens survey this year took place from 5 November – 6 December 2022 and 27 February – 20 March 2023.

For ease of reporting, we refer to this latest data as ‘2023’ throughout.

While the primary source for this report is Ofcom’s News Consumption Survey, the report also contains references to Barb<sup>1</sup> for television viewing, the Reuters Institute for the Study of Journalism’s 2023 [Digital News Report](#), and Ofcom’s [media plurality quantitative research](#), published in 2022.

---

<sup>1</sup> [Barb](#) is the industry standard for understanding what people in the UK watch.

## What we found, in brief

### Overall news consumption:

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

### Social media:

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

### Young adults (16-24 year-olds):

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

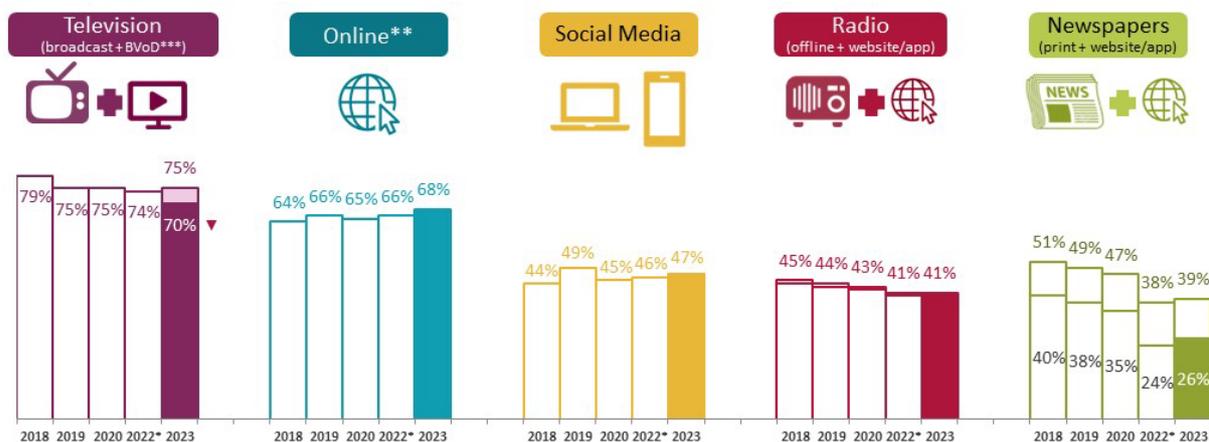
### Teens (12-15 year-olds):

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

# Summary of findings

## UK adults

Figure 1: Use of main platforms for news nowadays



Ofcom News Consumption Survey 2023. Question: C1. Which of the following platforms do you use for news nowadays? Base: All Adults 16+. 2023=4556, 2022 W2\*=2792, 2020=4576, 2019=4691, 2018=4618. \*2022 W1, and 2021, data not shown because face-to-face fieldwork was not possible during Covid-19 pandemic. \*\*Includes use of social media, podcasts and all other websites/apps accessed via any device \*\*\*BVoD included for first time in 2023.

### News on TV and online reach majorities of UK adults

News content is available across a variety of platforms and provided in a range of ways that make it accessible and convenient. The majority of UK adults (96%) consume news in some form with broadcast TV maintaining its position as the most used platform, reaching 70% of UK adults. This represents a decline compared to 2022, and longer term compared to 2018. However, this increases to 75% when broadcast video on-demand (BVoD) services are included.<sup>2</sup> Around two in five, (42%) use broadcast TV only, 5% use BVoD only and 28% use both.

Although there has been a long-term decline in the use of print newspapers, with overall reach of these news brands supplemented by their digital platforms, our most recent data shows consistent reach between 2022 and 2023. We note that the Reuters Institute’s [Digital News Report](#) also indicates fairly consistent reach of print in the UK between 2021 to 2023.

<sup>2</sup> This year the survey included broadcast video on-demand services such as BBC iPlayer, ITVX/ITX Premium and All 4/All 4+ as news sources. All4/All4+ was re-branded to ‘Channel 4/Channel 4+’ in 2023 after NCS fieldwork was complete.

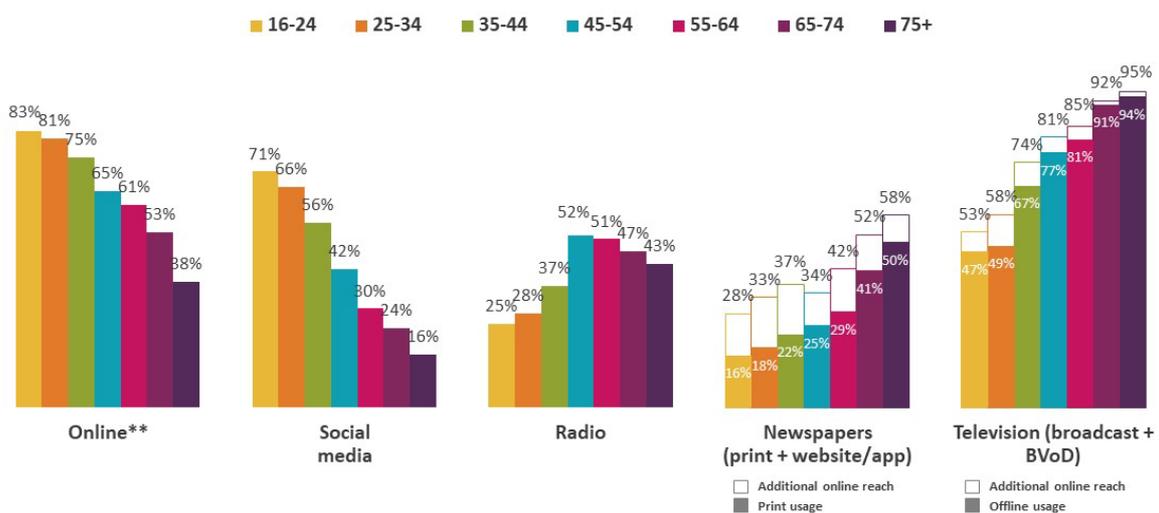
Over two thirds (68%) of UK adults consume news via online sources, just behind broadcast TV. Social media is an important driver for this, with just under half (47%) of UK adults using these sources for news.

### Younger adults are most likely to use social media for news; older adults use more traditional sources

Figure 2 shows that online news sources are popular among the younger end of the age spectrum, used by 83% of 16–24-year-olds. This is driven by social media, used by 71% of this age group for news. Broadcast TV is used by under half (47%) of this age group compared to the vast majority of people over 65.

Figure 2 also shows that reach of broadcast television and print newspapers is extended by additional online consumption through BVoD services and newspaper websites and apps, particularly among those aged 25-34 and 35-44 years old.

**Figure 2: Use of main platforms for news nowadays, by age**



Ofcom News Consumption Survey 2023. Question: C1. Which of the following platforms do you use for news nowadays?

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

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

## BBC One continues to have the highest reach of any individual news source but is showing signs of gradual decline. Facebook is also showing signs of decline

When considering individual sources of news across all platforms, BBC One (49%) remains the most-used news source followed by ITV (34%) and Facebook (30%).

Figure 3 indicates that BBC One, ITV and Facebook have seen gradual declines over the past five years. In contrast, TikTok's presence as a source of news is growing with 10% of UK adults citing it as a source of news nowadays.

**Figure 3: Top 20 news sources**

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

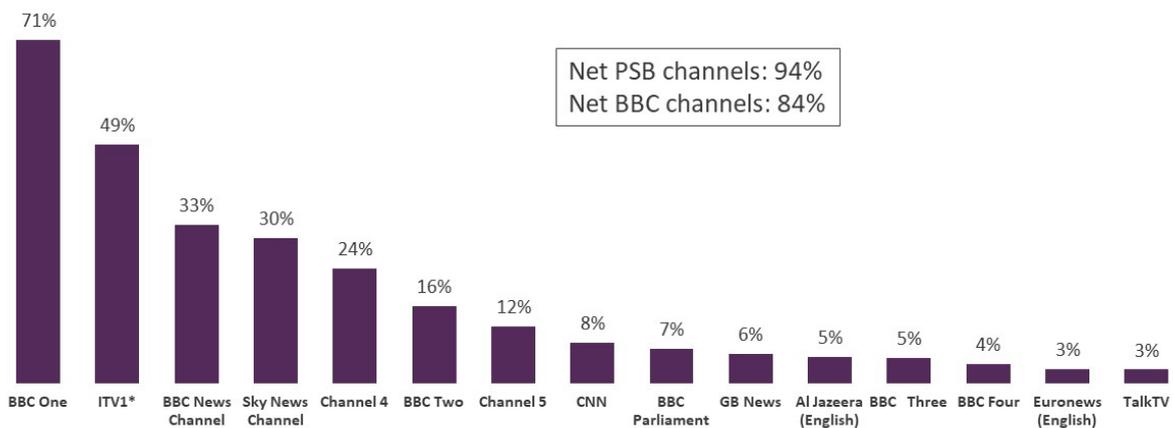
*Ofcom News Consumption Survey 2023. Question: D2a-D8a. Thinking specifically about <platform>, which of the following do you use for news nowadays? Base: All Adults 16+ - 2023=4556, 2022 W2\*=2792, 2020=4576, 2019=4691, 2018=4618. \*2022 W1, and 2021, data not shown because face-to-face fieldwork was not possible during Covid-19 pandemic. \*\*BBC iPlayer and ITVX added in 2023, TikTok added in 2020. \*\*\*Includes Welsh language version*

One in five (19%) UK adults, name BBC One as their single most important source for news, although this is a decline from over a quarter (27%) in 2018. ITV1 is cited by 8% of UK adults as their most important source of news, and both Facebook and the BBC website/app are chosen by 7% of UK adults.

### The public service broadcasters (PSBs)<sup>3</sup> remain a dominant force in news delivery reaching 94% of television news audiences

Among those who use TV for news BBC One is the most used channel and the reach of BBC TV channels among this group is 84%, a decline from 87% in 2018. PSB channels reach 94% of UK television audiences while, outside of the PSBs and Sky News, no other television channel that offers news reaches more than 8% of those who use TV for news.

Figure 4: Reach of TV channels among all using TV for news nowadays



Ofcom News Consumption Survey 2023. Question: D2a. Thinking specifically about television, which of the following do you use for news nowadays? D2ai. Which, if any, of the following on-demand or catch up services do you use for news nowadays?

Base: All adults 16+ who use television for news nowadays. Only sources with an incidence of >2% are shown.

\*Includes ITV WALES, STV and UTV

While the reach of news on broadcast TV channels is decreasing over time,<sup>4</sup> the inclusion of BVoD services in the survey demonstrated that these are also popular for accessing news. BBC iPlayer (reaching 24% of UK adults for news) and ITVX / ITVX premium (reaching 11% of UK adults for news) are the fourth and fourteenth most popular news sources in the UK respectively. In addition to increasing the reach of TV news overall, BVoD services increase the reach of BBC TV, ITV, Channel 4 and Channel 5 news.

<sup>3</sup> The PSBs are the BBC TV channels, ITV1, ITV Wales, STV and UTV, S4C, Channel 4 and Channel 5.

<sup>4</sup> Barb shows that average weekly reach of national/international news on BBC One has declined from 65% in 2010 to 47% in 2022, and from 42% to 30% for ITV over the same period.

Figure 5: Reach of public service broadcasters via TV and BVoD

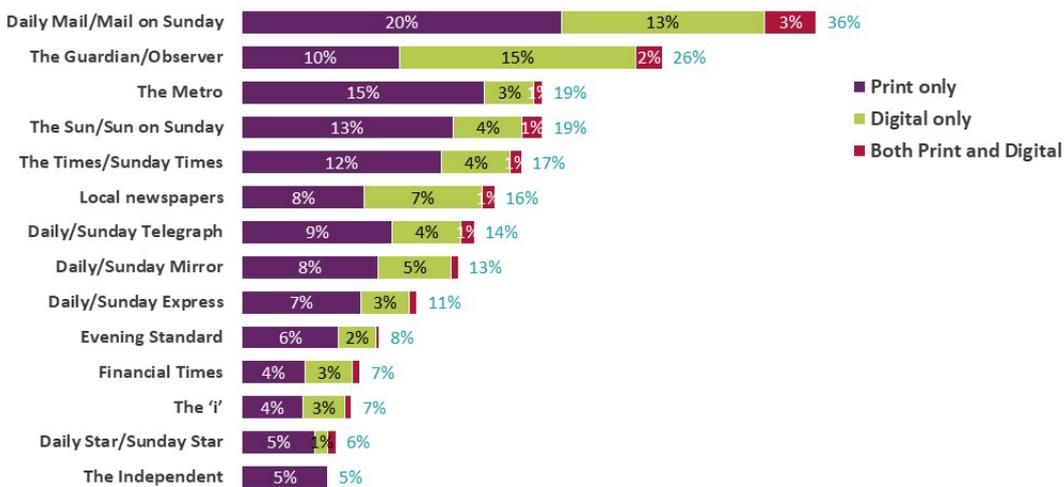


Ofcom News Consumption Survey 2023. Question: D2a. Thinking specifically about television, which of the following do you use for news nowadays? D2ai. Which, if any, of the following on-demand or catch up services do you use for news nowadays? D13 In which types of ways do you access and use news through internet sources nowadays?

Base: All adults 16+ 2023=4556

The reach of all national print newspapers remains consistent with 2022. The Daily Mail/Mail on Sunday and the Guardian/Observer are the most widely read news titles overall. The Guardian/Observer and Daily Mail/Mail on Sunday are also the most widely read digital titles.

Figure 6: Print vs digital readership among all using print or digital newspapers nowadays

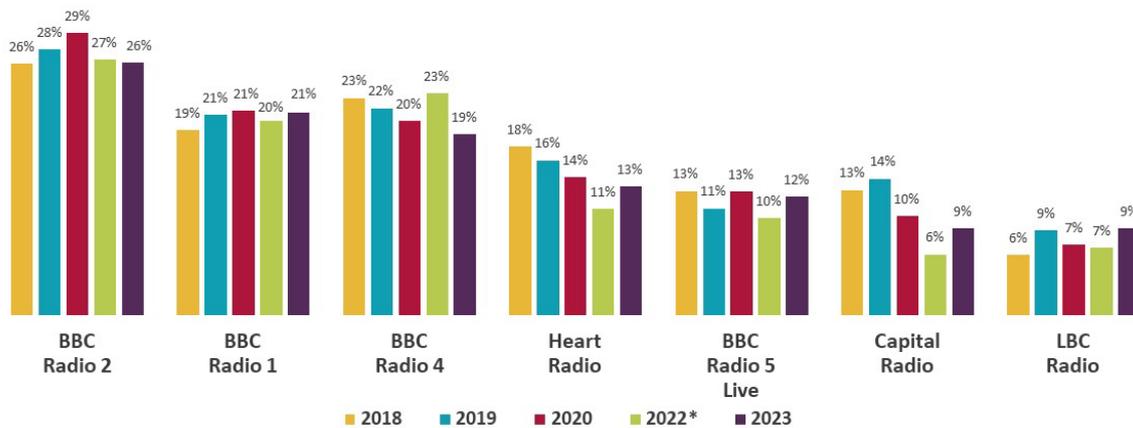


Ofcom News Consumption Survey 2023. Question: D3a/D4a. Thinking specifically about daily/weekly newspapers, which of the following do you use for news nowadays? D8a. Thinking specifically about the internet, which of the following do you use for news nowadays?

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

Radio is less prominent in terms of being a definitive source of news – most radio stations only provide short bulletins once an hour while individual speech stations tend to appeal to particular audiences rather than reaching a wider population. Two BBC radio stations feature in the top 20 sources for news – BBC Radio 2 and BBC Radio 1 – which are the more mainstream BBC music radio stations. However, these stations also include specific programmes that also focus on news and current affairs (BBC Radio 2 – Jeremy Vine; BBC Radio 1 – *Newsbeat*) which could also influence audience perceptions of news provision. Looking at the range of stations that are named by listeners as sources of news, reach of Capital and Heart, which last year appeared to be seeing decline long term, appears to have stabilised.

**Figure 7: Reach of radio stations among all using radio for news nowadays**



*Ofcom News Consumption Survey 2023. Question: D6a. Thinking specifically about radio stations, which of the following do you use for news nowadays? Base: All using radio for news – 2023=1807, 2022 W2\*=1176, 2020=1975, 2019=2043, 2018=2096. Only sources with incidence of >8% in 2023 shown \*2022 W1, and 2021, data not shown as face-to-face fieldwork was not possible during Covid-19 pandemic*

Among those using online sources the BBC website (58% reach), Google Search (33%), YouTube (19%) and Google News (19%) have the highest reach. The Sky News website, the Guardian and the Mail all reach 16% of those using online sources. The shuttering of BuzzFeed news this year signals the challenging landscape faced not just by traditional news organisations, but by online news organisations too.

**Figure 8: Reach of websites/apps among all using websites/apps for news nowadays**

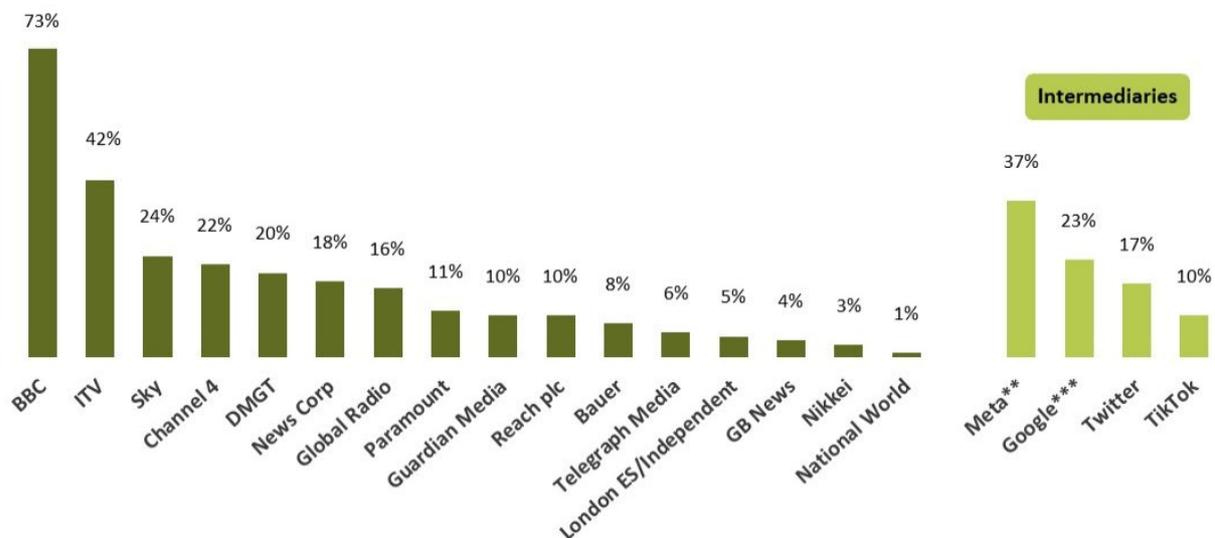
	2018	2019	2020	2022*	2023
BBC website/app**	63%	65%	60%	62%	58%
Google (search engine)	46%	51%	39%	34%	33%
YouTube website/app	13%	15%	15%	21%	19%
Google News	11%	13%	17%	17%	19%
Sky News website/app	17%	20%	20%	20%	16%
Guardian/Observer website/app	17%	18%	18%	19%	16%
The Daily Mail website/app	17%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

*Ofcom News Consumption Survey 2023. Question: D8a. Thinking specifically about the internet, which of the following do you use for news nowadays? Base: All using other websites/apps for news - 2023=1639, 2022 W2\*=1021, 2020=1757, 2019=1773, 2018=1661. \*2022 W1, and 2021, data not shown because face-to-face fieldwork was not possible during Covid-19 pandemic. \*\*Includes Welsh language version*

### **At a cross-platform level, the BBC continues to have the highest reach of any provider or intermediary**

BBC news output across all platforms (TV, radio, news website, BBC Sounds and BBC iPlayer) reaches 73% of all UK adults and ITV output (via TV, website and ITVX) reaches 42%, while 37% of UK adults use Meta platforms (Facebook, Instagram and WhatsApp) as intermediaries to access news.

Figure 9: Cross-platform retail providers used for news nowadays



Ofcom News Consumption Survey 2023. Question: D2a-D8a. Thinking specifically about <platform>, which of the following do you use for news nowadays? Base: All adults 16+ 2023=4556. Meta\*\* = Facebook + Instagram + WhatsApp. Google\*\*\* = Google News + Google + YouTube

## Attitudes towards news sources: UK adults

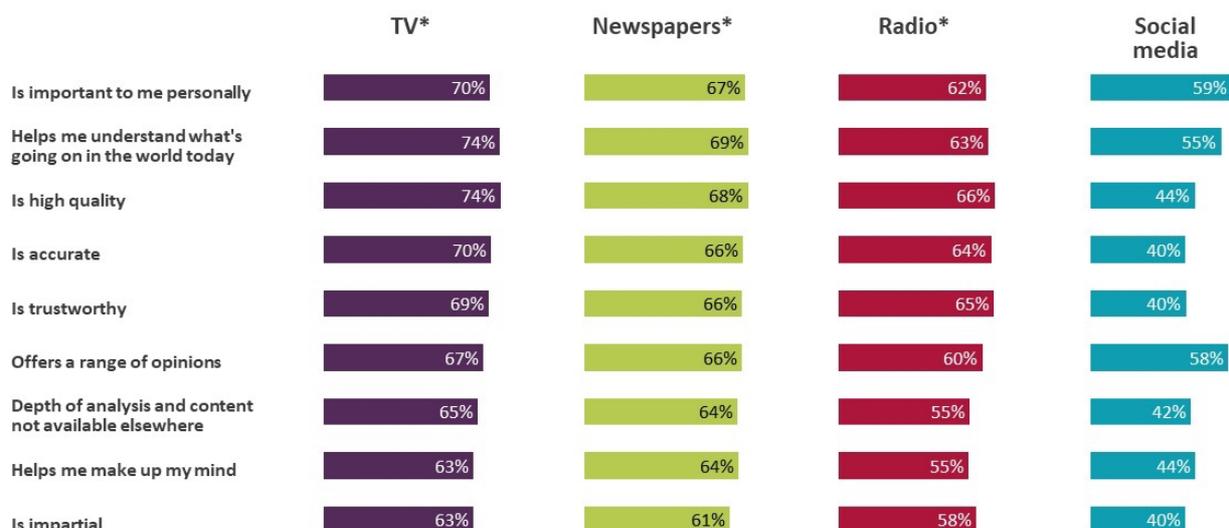
### Television news continues to rate highly for trust, accuracy and quality

As in previous years, a majority of users rate the television news providers and print newspapers they use for news highly on attributes such as trust, accuracy and quality. Ratings for each individual source are aggregated by platform and shown in Figure 10 below.

People who use radio for news also rate the stations they use highly across most attributes, although to a lesser extent than for ‘depth of analysis and content not available elsewhere’, ‘is impartial’ and ‘helps me make up my mind’.

Among users of the platforms, news sourced via social media is rated lower for trust, accuracy and impartiality than the more traditional sources of news, but is rated moderately well on ‘offers a range of opinions’, ‘helps me understand what’s going on in the world today’, and being ‘important to me personally’. Over half of users give social media sources a 7-10 rating on each of these statements.

Figure 10: Attributes of news platforms (7-10 ratings)



Ofcom News Consumption Survey 2023. Question: E2. How important is <BRAND> as a source of news to you personally? E3. And to what extent do you think the following statements apply to <BRAND> as a news source? Answer using a scale of 1 to 10.

Base: All ratings by those using each platform for news at least weekly (every 2-3 wks for weekly newspapers/mags) 2023 – TV=8107, Newspapers=2536, Radio=2380, Social media=3686. \*Television, Newspaper and Radio figures include offline usage only

Among BVoD services, BBC iPlayer performs well across the attributes among its regular users, and is generally in line with ratings given to BBC TV by its regular users, with the exception of ‘important to me personally’ – which is lower for iPlayer users (62% compared to 77% of BBC TV regular users).<sup>5</sup> ITVX/ITVX premium and All4/All4+ regular users also score them relatively well, although it is notable that ITVX users rate ITVX less well than the broadcast ITV channel on ‘important to me personally’ (55% compared to 60% of ITV regular users), and is ‘high quality’ (58% compared to 65% of ITV regular users).

## Social media

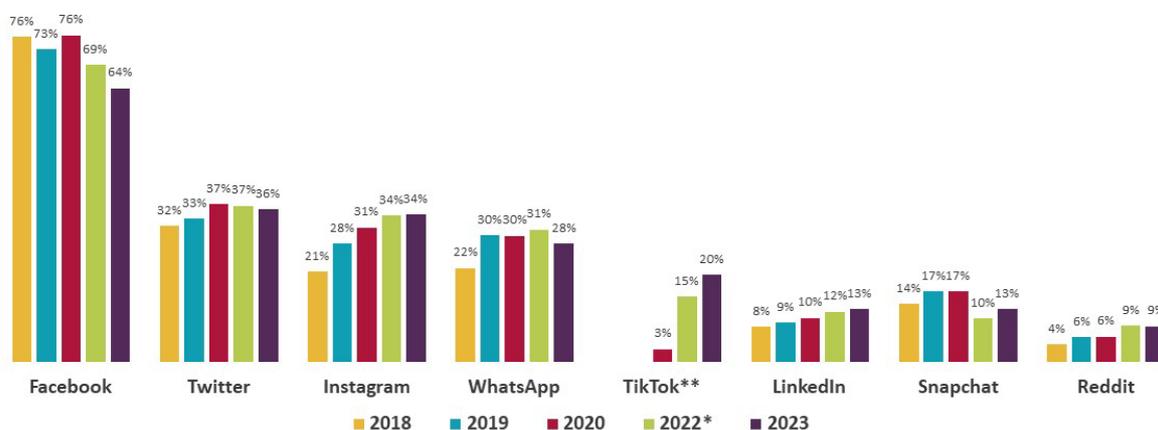
### Facebook remains the most popular social media site but is showing signs of decline in use over time. TikTok has seen a significant increase in use in recent years

We noted earlier in this report that 47% of UK adults consumed news on social media in 2023, with consumption levels highest among young adults (71% among 16-24s and 66% among 25-34s, compared to 30% among 55-64s and even less among older age groups). Among people who

<sup>5</sup> Data not shown – see slide 40 in [News Consumption in the UK: Supporting data](#).

consume news on social media, Facebook is still the most used social media source but, as noted previously, is showing signs of decline in reach over time. In contrast, TikTok has seen increases in recent years.

**Figure 11: Social media sites used for news nowadays**



*Ofcom News Consumption Survey 2023. Question: D7a. Thinking specifically about social media (on any device), which of the following do you use for news nowadays? Base: All using social media for news – 2023=2220, 2022 W2\*=1365, 2020=2143, 2019=2331, 2018=2058*

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

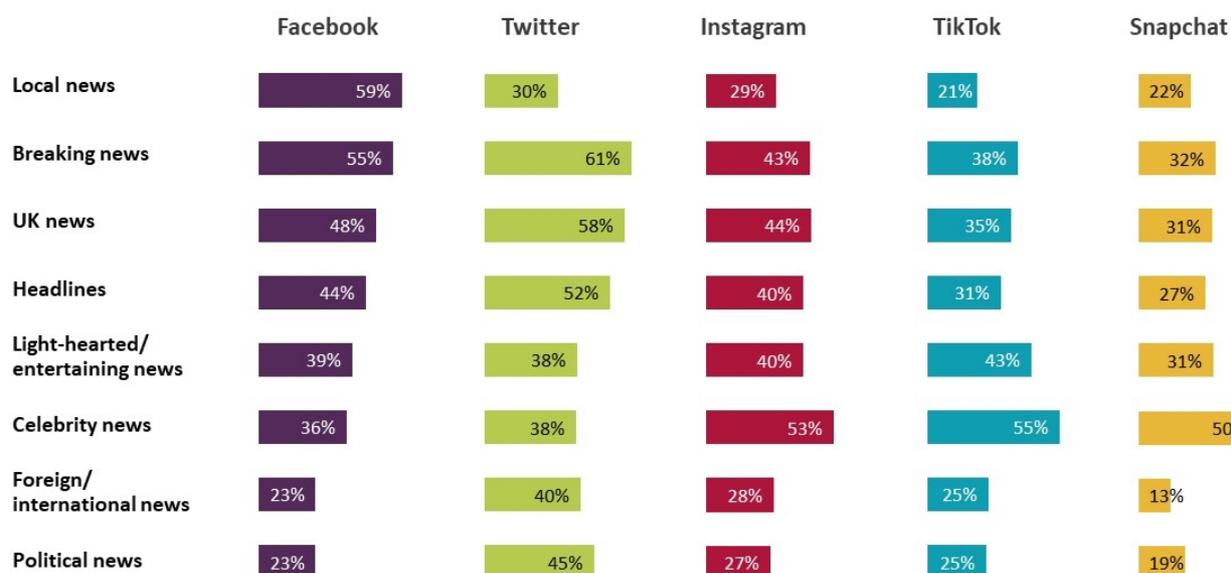
*\*\* TikTok added in 2020*

### Facebook provides many of its users breaking news and local news, while Instagram and TikTok are often used for celebrity news

This year we asked a new question about the type of news people use social media for and the data patterns reveal differentiation between platforms. Facebook is the preferred source for local news; 59% of those using Facebook for news use it as a source of local news. Three in five (61%) Twitter users use it for breaking news (i.e. news that’s happening ‘now’). Twitter is also a source of political news for just under half (45%) of its users. Facebook is second to Twitter as a source of breaking news (55%), whereas TikTok (55%) and Instagram (53%) are associated with celebrity news among their users.

Despite the differentiation in consumption of these types of news on particular social media platforms, most platforms are used for a range of news types. For example, a quarter of Facebook users, Instagram users and TikTok users claim to use them for political news, and a similar proportion claim to use them for international news.

Figure 12: Types of news used on social media platforms



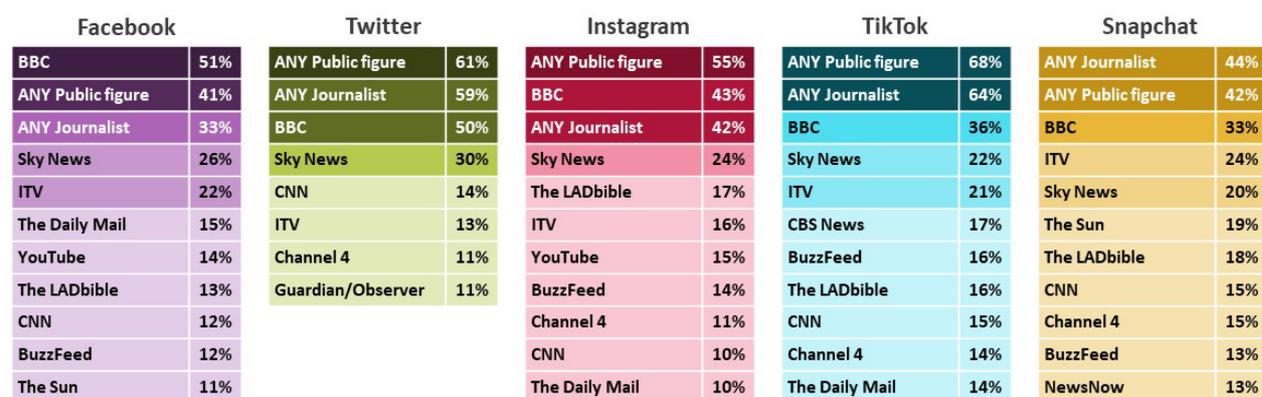
Ofcom News Consumption Survey 2023. Question: D11. Which of the following types of news do you use [social media site] for?

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

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

Half (51%) of Facebook users claim to follow the BBC on Facebook. Twitter and TikTok users are particularly likely to follow public figures and journalists.

Figure 13: News organisations followed on social media platforms



Ofcom News Consumption Survey 2023. Question: D12a/c. Which, if any, of the following news sources do you follow on [social media site]? Base: All seeing posts from news organisations on each type of social media 2023 - Facebook=660, Twitter=527, Instagram=463, TikTok=182, Snapchat=145.

## 16–24 year-olds

The news consumption habits of those aged 16-24 are particularly interesting as they have grown up in the digital age, and this is reflected in their news consumption choices. Overall, online sources of news dominate their news diets, social media in particular, and they have a weaker direct relationship with traditional news media.

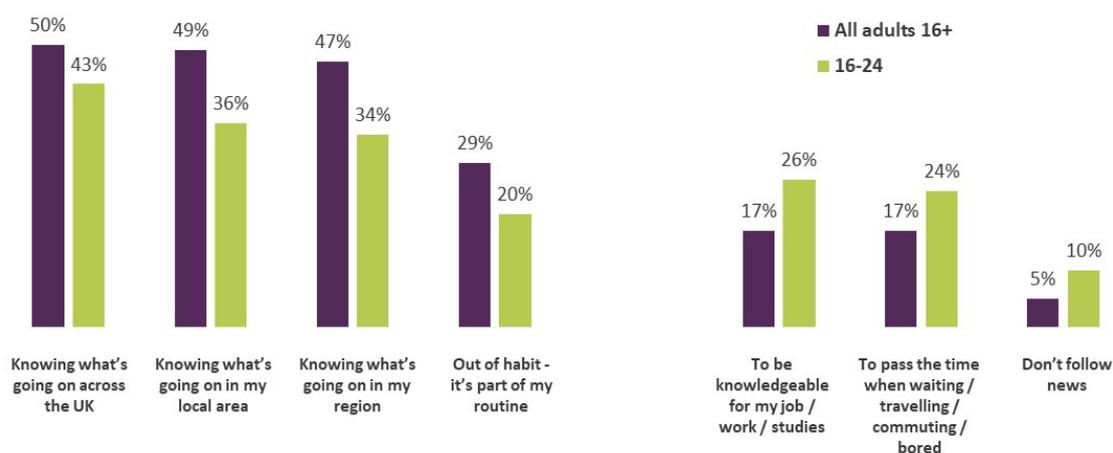
Our 2023 data (seen in Figure 2) shows that 16-24s are much less likely to consume broadcast TV (47% vs 70% of all adults), radio (25% vs 40%) and print newspapers (16% vs 26%). They are more likely to consume news from online sources (83% vs 68% of all adults), particularly social media via their phone (63% vs 39%), and via word of mouth (42% vs 29%).

BBC One is the only traditional media source to make their top five news sources consumed – used by 33% (equal to Facebook) but behind Instagram (44%). Twitter (31%) and TikTok (29%) follow next in the rankings. A similar order exists when considering their ‘most important source’: 13% select Instagram, 11% select BBC One and 10% select Facebook. A further 8% select Twitter and 7% select TikTok. In total, just under half of 16-24s (46%) following news select a social media source as their ‘most important source’, significantly higher than adults generally (17%).

One in ten (10%) 16-24s claim to consume no news at all, twice the figure for all adults (5%). The Reuters Institute’s 2023 Digital News Report UK data also shows that 18-24s are more likely than all adults to say they are simply not interested in news (37% vs. 16%)

The 16-24s age group also appear to have slightly different motivations for following news. They are less likely than all adults to follow it to know what is going on across the UK (43%), in their region (34%) or in their local area (36%), and they are less motivated by habit (20%). They are more likely to follow the news to be knowledgeable for work or studies (26%) and to pass time while they are bored, travelling or commuting (24%).

**Figure 14: Reasons to follow news**

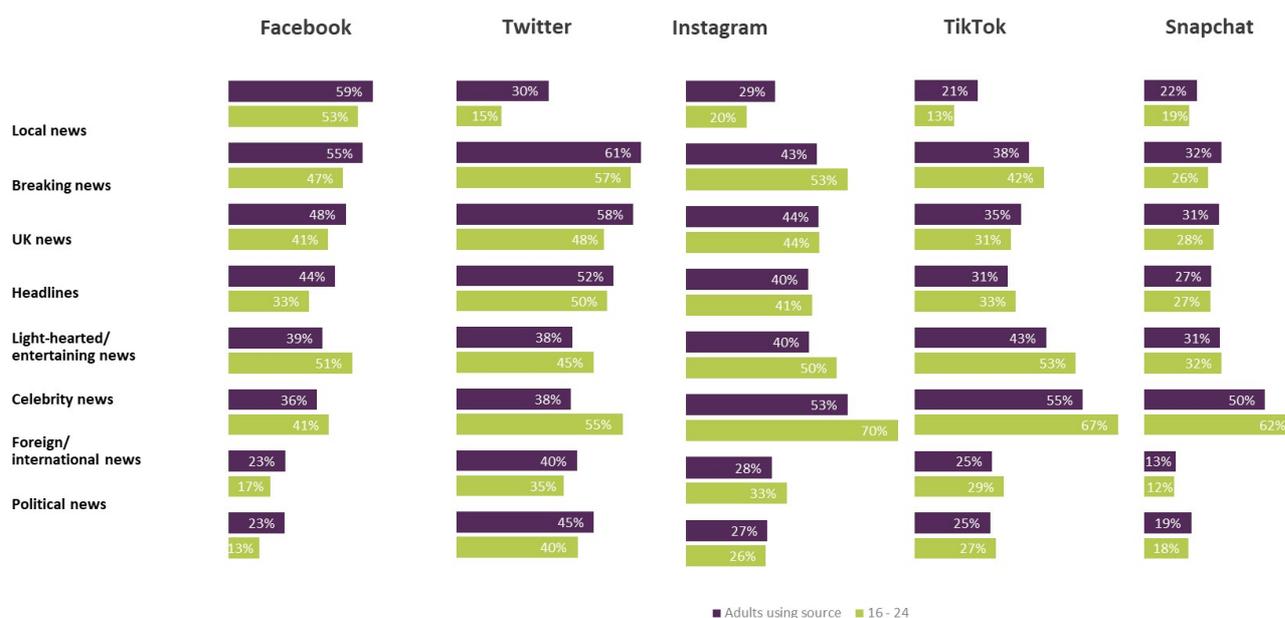


Ofcom News Consumption Survey 2023. Question: G1: Reasons to follow news. Base: All Adults 16+ =4556, 16-24=739.

How younger adults reach news online is also different from older adults. Fewer 16-24s mainly go direct to websites for their news (9% vs 26% of all adults using online) – they are more likely to go via social media (37% vs 24%). This supports the trend, seen in Reuters Digital News Reports over the last decade, of younger age groups losing their direct connection with news brands, in the UK and across the world.<sup>6</sup>

There are also some subtle differences in the news topics consumed on different social media platforms. For example, younger adult users of Facebook, Instagram and TikTok for news are more likely than older adults to say they use those platforms for ‘light-hearted or entertaining news’. Younger adult users of Instagram, Twitter and TikTok for news are also more likely than older adults to say they use those platforms for ‘celebrity news’. Overall, while it is clear they are interested in lighter forms of news on these platforms, that is not necessarily at the expense of consuming harder news topics.

Figure 15: Types of news consumed on social media platforms



Ofcom News Consumption Survey 2023. D11. Which of the following types of news do you use [social media site] for? Base: All using each site for news 2023 – Facebook=1427, Twitter=846, Instagram=823, TikTok=526, Snapchat=323

Other Ofcom research also provide useful insights about the behaviour and attitudes of this age group online with regards to news. We know from our [media plurality research](#) carried out in 2022

<sup>6</sup> Reuters Institute, [Digital News Report](#) 2023, p11-12.

that this age group (56%) are more likely than adults overall (35%) to be aware that online news might be tailored to the individual.

They are also more comfortable with certain categories of their information being used by search engines, social media, or news aggregators to tailor the online news they see. Specifically they are more comfortable with their profile settings, the news topics they viewed recently, their social media history or liking, how often they visit news sources, and personal information like their date of birth being used for this, compared to adults generally.<sup>7</sup> Furthermore they are broadly more positive towards the tailoring of results they get when looking for news on social media sites (53% feel positive about them tailoring results compared to 25% of all adults), search engines (49% feel positive compared to 35% of all adults), and news aggregators (38% feel positive compared to 25% of all adults).

## 12-15 year-olds

### **As in previous years, just under half (45%) of 12-15s claim not to be interested in news**

Teens are less interested in news than adults and they tend to be interested in lighter types of news. The topics of most interest are: 'sports/sports personalities' (23%), 'music news/singers' (15%), 'celebrities/famous people' (11%); 'animals or the environment' (9%) and 'serious things going on in the UK/nations' (8%).

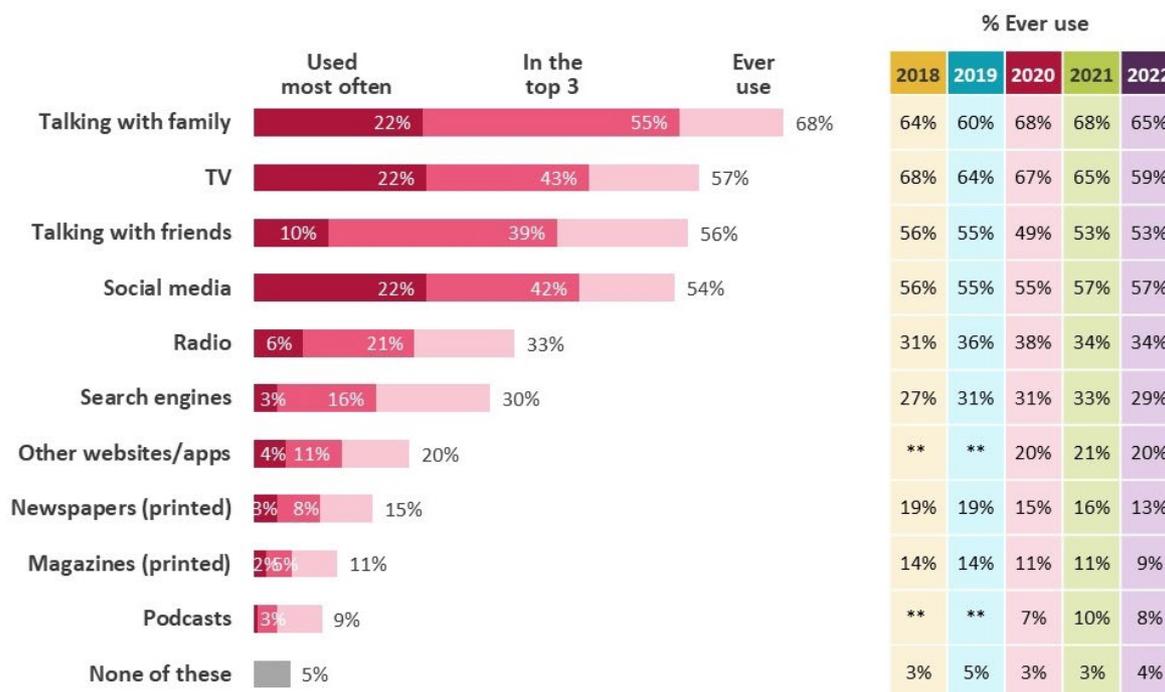
The main reason given among the 45% of teens not interested in news is that it is '*too boring*' (46%), '*not relevant for my age*' (18%) or '*too upsetting*' (16%).

Talking with family is the most common way to find out about news among 12-15s (68%), followed by watching TV (57%), talking with friends (56%) and social media (54%). Talking with family, television and social media are all cited by 22% of teen as the method they use *most frequently* to find out about news. Similar to adults, the reach of TV as a source of news has declined in recent years (from 68% in 2018 to 57% in 2023).

---

<sup>7</sup> Ofcom, 16 November 2022, [Media plurality quantitative research 2022](#).

Figure 16: All platforms used by 12-15s for news nowadays



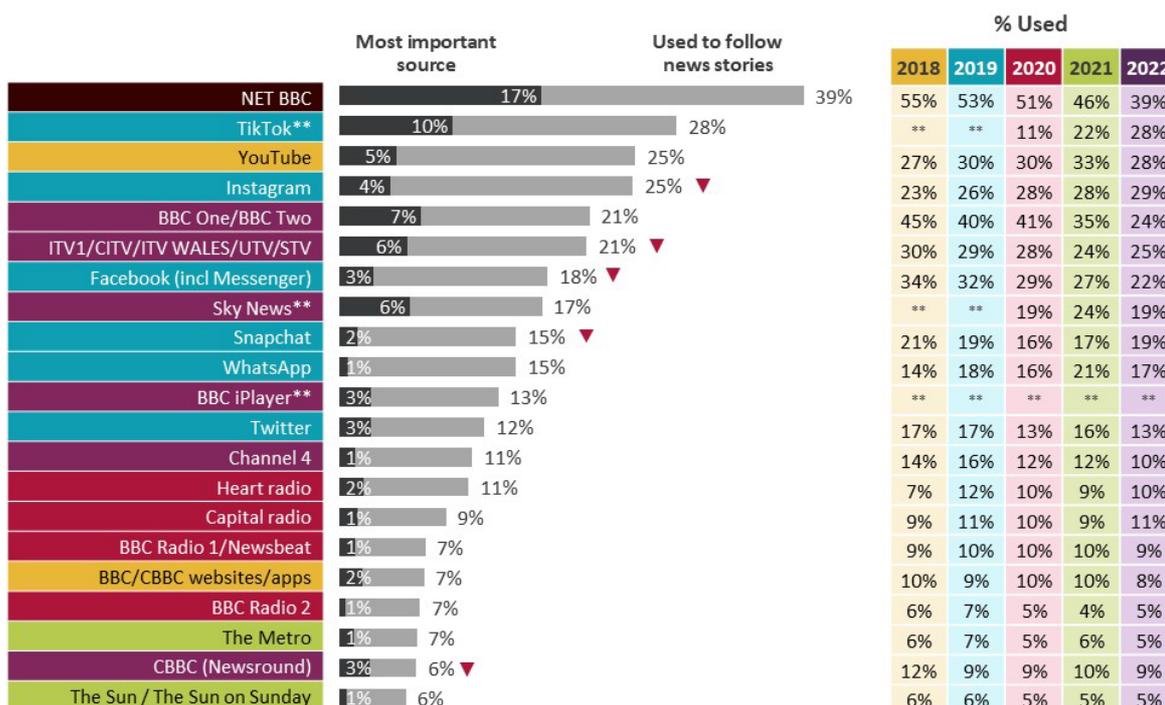
Ofcom Teens News Consumption Survey 2023. Question: C1. Here is a list of different ways you can find out about or get updates on news stories. Which of these ways do you ever use? C2. And which of these ways do you use the most to get updates on news stories? Base: All teens aged 12-15 – 2023=1003, 2018-2022=1000-1010

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

While the BBC has the highest reach of any news organisation, with its content reaching 39% of this age group, TikTok (28%), YouTube (25%) and Instagram (25%) are the three most used individual sources for news. Fewer teens use Instagram, ITV1, Facebook, Snapchat and CBBC *Newsround* compared to 2022, and Facebook and BBC One/Two also see longer term decline from 2018 to 2023.

One in ten (10%) teens select TikTok as their most important news source – more than any other individual source.

Figure 17: Top news sources used by 12-15s: 2018-2023



Ofcom Teens News Consumption Survey 2023. Question: D1. Which, if any, of the following do you use to read, watch, listen to or follow news stories? E1a. Here is a list of all the news sources that you say you use. Which ONE of these is the most important news source to you? Base: All teens aged 12-15 – 2023=1003, 2018-2022=1000-1010. Green/red triangles indicate statistically significant differences between 2023 and 2022 (at 95% confidence level)

Despite skewing towards online sources for news, when considering perceptions of trust, teens tend to rate traditional sources better than their online counterparts. For example, BBC One/Two is considered to ‘provide trustworthy news stories’ ‘all’ or ‘most’ of the time by 82% of its teenage users. ITV1 is considered trustworthy among 77% among its teenage users. In contrast, far fewer users of TikTok (32%), Instagram (38%), Facebook (41%) and Snapchat (31%) believe these services are providing trustworthy news. Twitter is the exception with a 50% rating on trust.

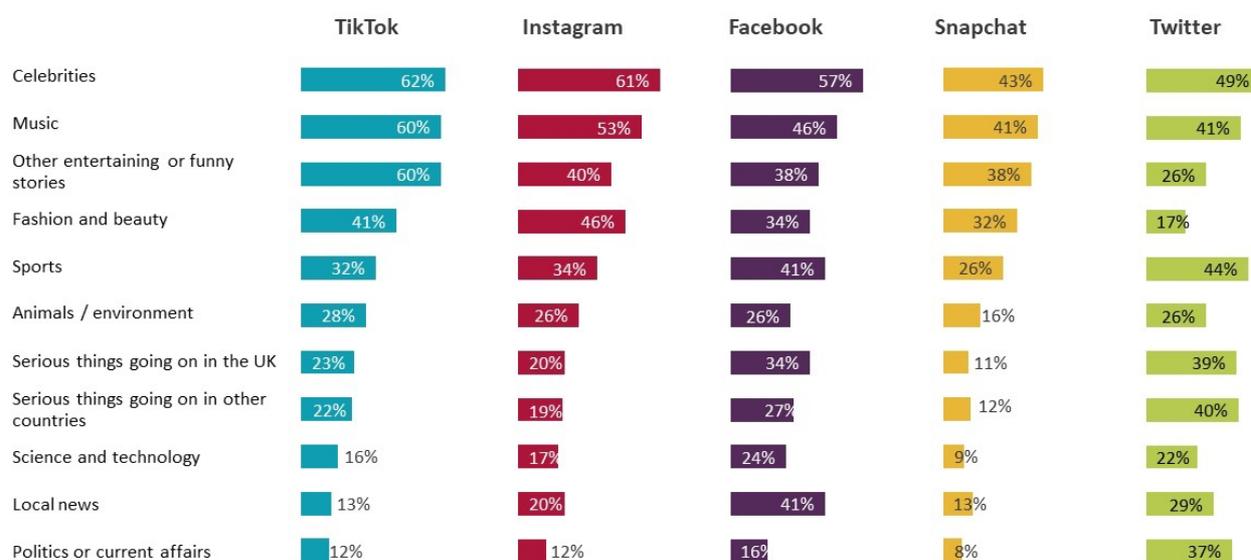
Perceptions of accuracy show a similar pattern. 85% of teenage users of BBC One/Two for news say it ‘provides accurate news stories’ and ITV1 scores 77% among its users. Far fewer users of TikTok (31%), Instagram (40%), Facebook (42%) and Snapchat (28%) say the same, while 51% of Twitter users believe it provides accurate news.

### Teens are more likely to use Facebook, Instagram, Snapchat, TikTok and YouTube for lighter news topics rather than harder news topics

This year we also asked a question to teens using social media for news about the type of news they use them for. While adults using social media specialised to a certain extent but still consumed

different types of harder and lighter news across social media platforms, the picture is different among 12-15s. In line with their news topics of interest, and similar to 16-24s, lighter news topics are of greatest interest on most platforms. News about ‘celebrities’ and ‘music’ were the number one and number two choices for those using TikTok, Instagram, Facebook and Snapchat for news, with ‘other entertaining or funny stories’, ‘sports’ and ‘fashion and beauty’ also seeing strong interest. However, harder topics such as ‘serious things going on in the UK’ or ‘in other countries’ or ‘poitics and current affairs’ were of much less interest to users of those social media for news. Twitter is the exception, with ‘serious things going on in the UK’ or ‘in other countries’ or ‘poitics and current affairs’ all much more popular among those using Twitter for news.

**Figure 18: Types of news social media platforms used for by 12-15s**



*Ofcom Teens News Consumption Survey 2023*

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

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

# A1. Methodology

## Adults survey

From December 2017 until March 2020, Jigsaw Research conducted a mixed methodology approach, combining online and face to face interviews. However, during the next two years of research, they were unable to do this consistently, due to the Covid-19 pandemic.

Since online methodologies tend to underrepresent low/non internet users, Jigsaw conducted a combination of online and telephone interviews during November/December 2020, March/April 2021 and November/December 2021, to ensure that these groups had the opportunity to express their views.

In March/April 2022, Jigsaw reverted to the preferred methodology of conducting online and face to face interviews, to be consistent with previous years. This mixed methodology has been used again from 7 November – 7 December 2022 and 27 February – 3 April 2023. *NB: These two interviewing periods have remained broadly consistent over the last six years to ensure comparability.*

In total, 4,556 interviews were undertaken. 2,142 were conducted face to face and 2,414 were conducted online.

As previously noted, the 2023 News Report shows combined online and face-to-face adult data for 2023, compared with 2022 (March/April 2022 only), 2020, 2019 and 2018.

Within the sample frame, the nations were over-represented to produce robust sample sizes for analysis. The data has been weighted to correct for this over-representation, with weights applied to match known population profiles. A final weight step was then taken to calibrate between the face to face and online methodologies.

Full details of the sample design, research methodologies and weighting procedures can be found in the separate 'Technical Report for Adults' document.

Statistically significant differences year-on-year are shown at a 99% confidence level, due to the comparison to the lower 2022 sample size.

The survey has approximately 200 codes for different potential sources for news, as well as the option to allow respondents to nominate their own sources which yields a further 800 or so, including regional sources. This gives us a bottom-up measure of what people consider they use for news (about their nation, the UK, and internationally) and will not necessarily include every possible outlet. The survey therefore provides a granular range of news sources. These individual news sources are then aggregated into various groups or "nets" relating to their owner or publisher.

This is a recall-based survey. As such, it is likely to provide somewhat different results to other types of measurement. In particular, it may underestimate some online news consumption activity. It is likely to be harder for respondents to recall ad-hoc online news consumption compared to, say, the

purchase of a newspaper or the watching of an evening television bulletin. On the other hand, respondents show through such surveys which news sources resonate with them.

## Teens survey

The methodology used for the 12-15s study is largely unchanged over the last 6 years. In total, 501 interviews from 5 November – 6 December 2022 have been combined with 502 interviews from 27 February – 20 March 2023.

Quotas were set on age, gender, socio-economic group (SEG) and nation to ensure the sample was representative of the UK and the data has also been weighted on age, gender, SEG and nation. Full details of the sample design, research methodology and weighting procedures can be found in the separate 'Technical Report for Teens' document.

Statistically significant differences year-on-year are shown at a 95% confidence level.

Each wave of fieldwork was undertaken in three stages:

- Stage 1: The parents of 12-15 year-olds were targeted, using an online panel.
- Stage 2: Parents were screened to ensure we recruited a representative sample of participants.
- Stage 3: The parent asked their (qualifying) teen to complete the rest of the questionnaire.