

News consumption in the UK: research report

15 December 2015

News consumption in the UK: contents

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Introduction



This report provides the findings of Ofcom's 2015 research into news consumption across television, radio, print and online.

It is published as part of our range of market research publications that examine the consumption of content, and attitudes towards that content, across different platforms. The aim of this slide pack is to inform an understanding of news consumption across the UK, and within each UK nation.

The report details various findings relating to the consumption of news; the sources and platforms used, the perceived importance of different outlets for news, attitudes to individual news sources, reasons to follow news, local news use, and news consumption in the nations. It provides details of our cross-platform news consumption metric – 'share of references'. The report also compares findings related to news consumption with those from the past two years, where possible. An accompanying Executive Summary is available on the Ofcom website here: <http://stakeholders.ofcom.org.uk/market-data-research/tv-radio/news-media/>.

This report uses a variety of data sources. The primary source is a news survey commissioned by Ofcom and conducted by Kantar Media in September/October 2015, comprising an omnibus survey of 2,921 people across the UK, which includes boosts in each devolved nation to ensure a minimum of 350 interviews in each. This is the default source unless otherwise specified. Other sources used include:

- metrics on television viewing from the industry currency BARB;
- newspaper readership figures from the National Readership Survey (NRS); and
- online consumption metrics from UKOM/comScore

1 Platforms used for news 'nowadays'

Figure 1.1

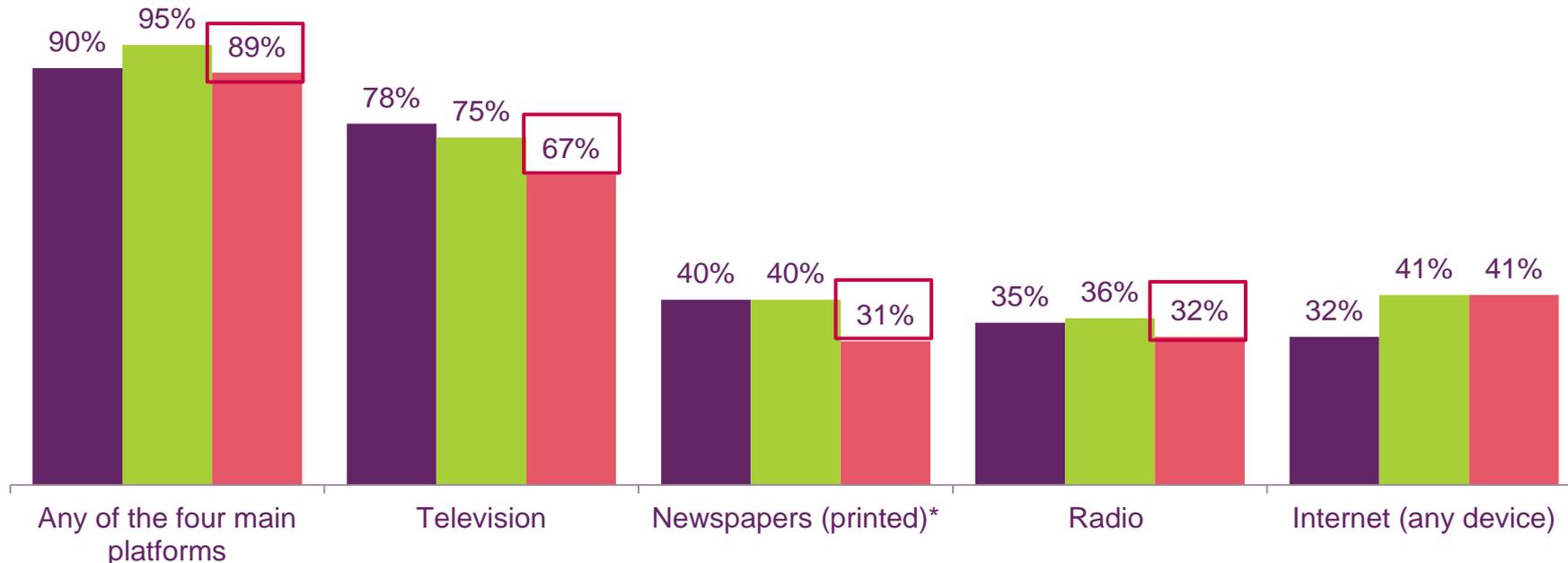


Use of four main platforms for news nowadays

Just under nine in 10 adults (89%) use any of the four main platforms (TV, newspapers, radio and internet) for news, a decrease from 95% in 2014 but similar to 2013 levels. Use of internet for news has remained stable at 41%, but all other platforms have decreased since 2014. Among those with internet access, use of the internet for news rises to 47%.

% of adults in UK

■ 2013 ■ 2014 ■ 2015



Note: boxes in red indicate differences of statistical significance

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

Base: All adults 16+ (2015: 2921), (2014: 2731), (2013: 2862) *'Newspaper' code was changed in 2015 to 'Newspaper (printed)'

Note: in 2015, the introduction to this question was modified to include mentioning looking at news on mobiles while commuting and getting news updates through social media

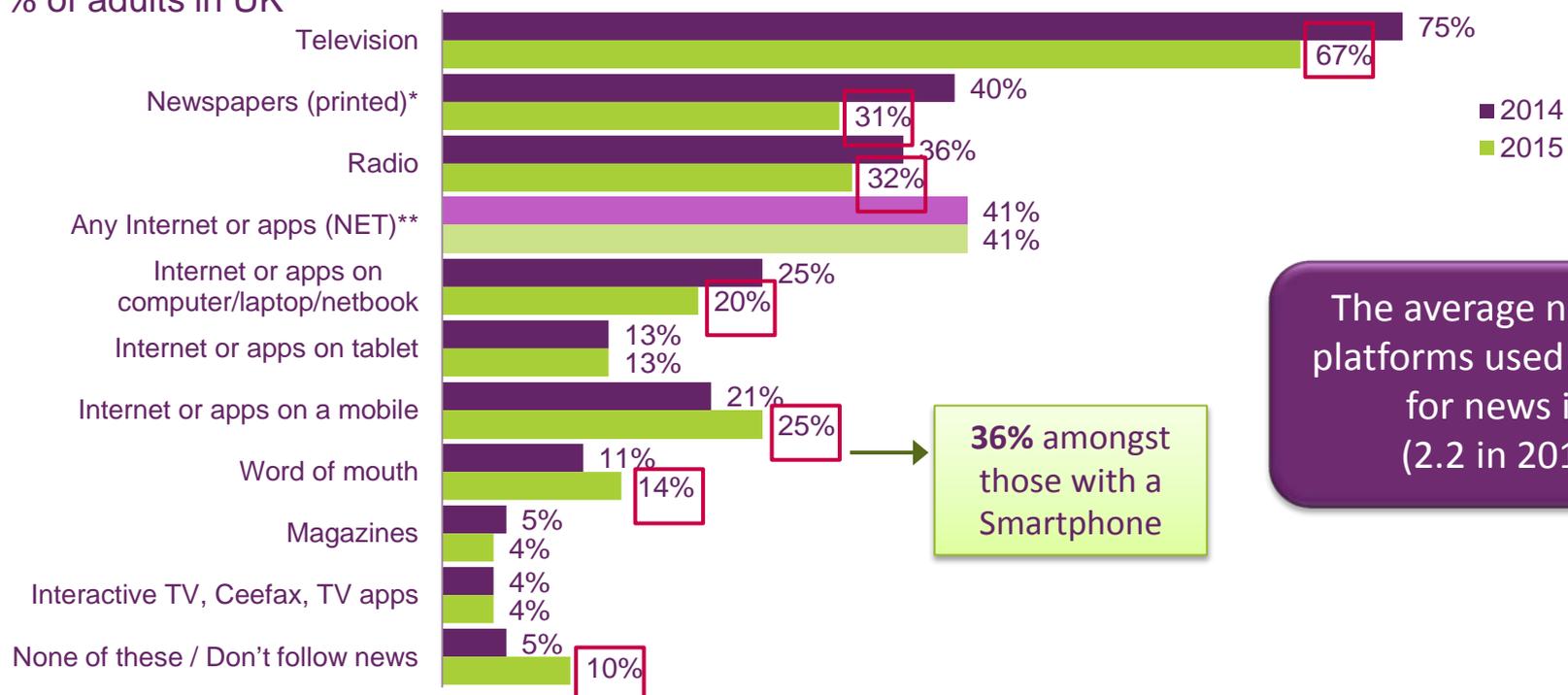
Figure 1.2

Platforms used for news 'nowadays'



Consumption of news via mobiles and word of mouth has increased since 2014, and 36% of adults with a smartphone say they get news this way. Laptops/PCs/netbooks are less likely to be used for news in 2015.

% of adults in UK



The average number of platforms used nowadays for news is 2.0 (2.2 in 2014)**

Note: boxes in red indicate differences of statistical significance

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

Base: All adults 16+ (2015: 2921), (2014: 2731), (2013: 2862) *'Newspaper' code was changed in 2015 to 'Newspaper (printed)'

Note: in 2015, the introduction to this question was modified to include mentioning looking at news on mobiles while commuting and getting news updates through social media. **Average is calculated from the 8 platforms used for news nowadays in Q3a

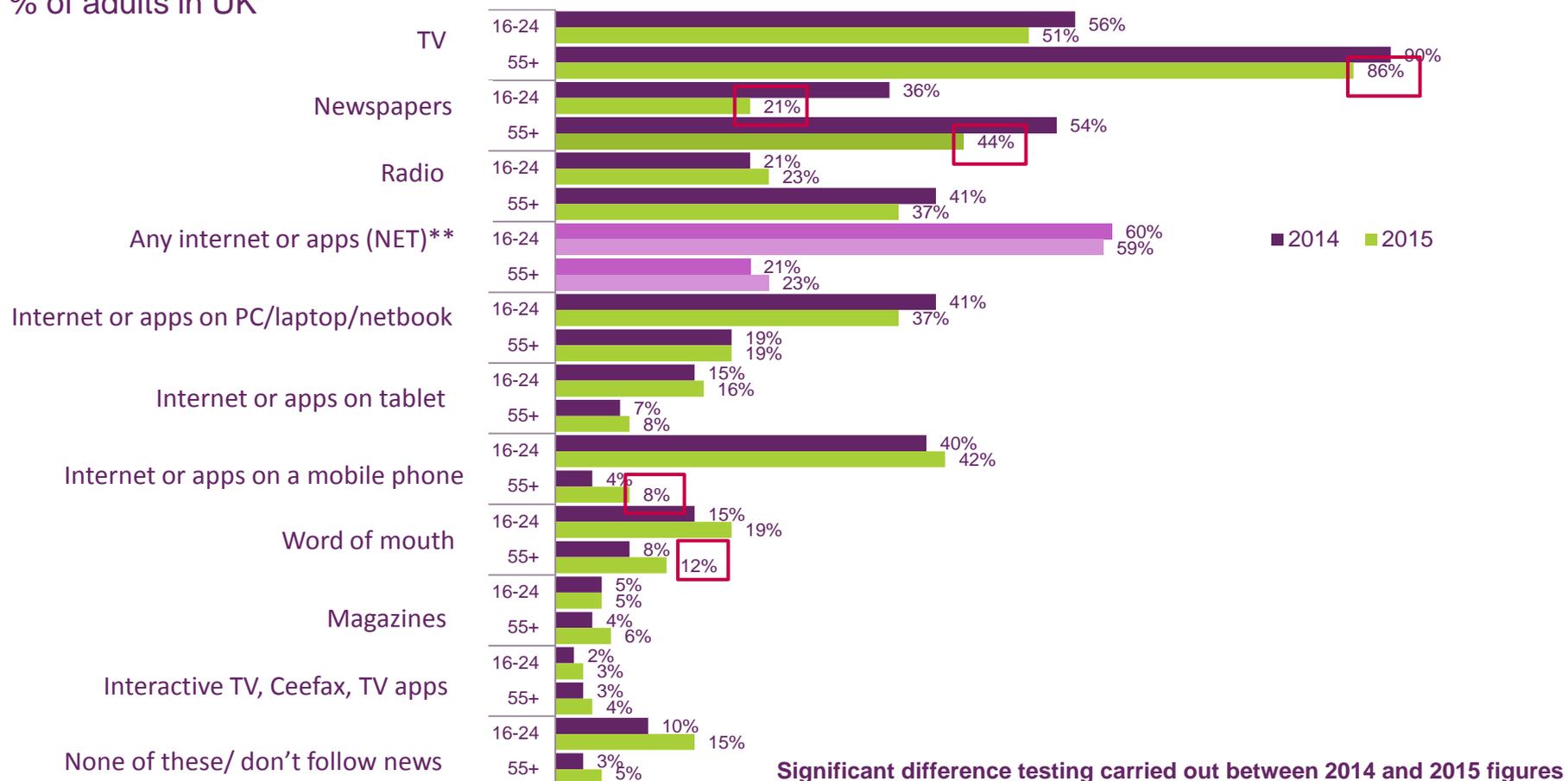
Figure 1.3



Platforms used for news 'nowadays': 16-24s and 55+

Those aged 16–24 are far more likely than those aged 55+ to use the internet or apps to access news (59% v 23%) and they are also less likely to use the television (51% v 86%).

% of adults in UK



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

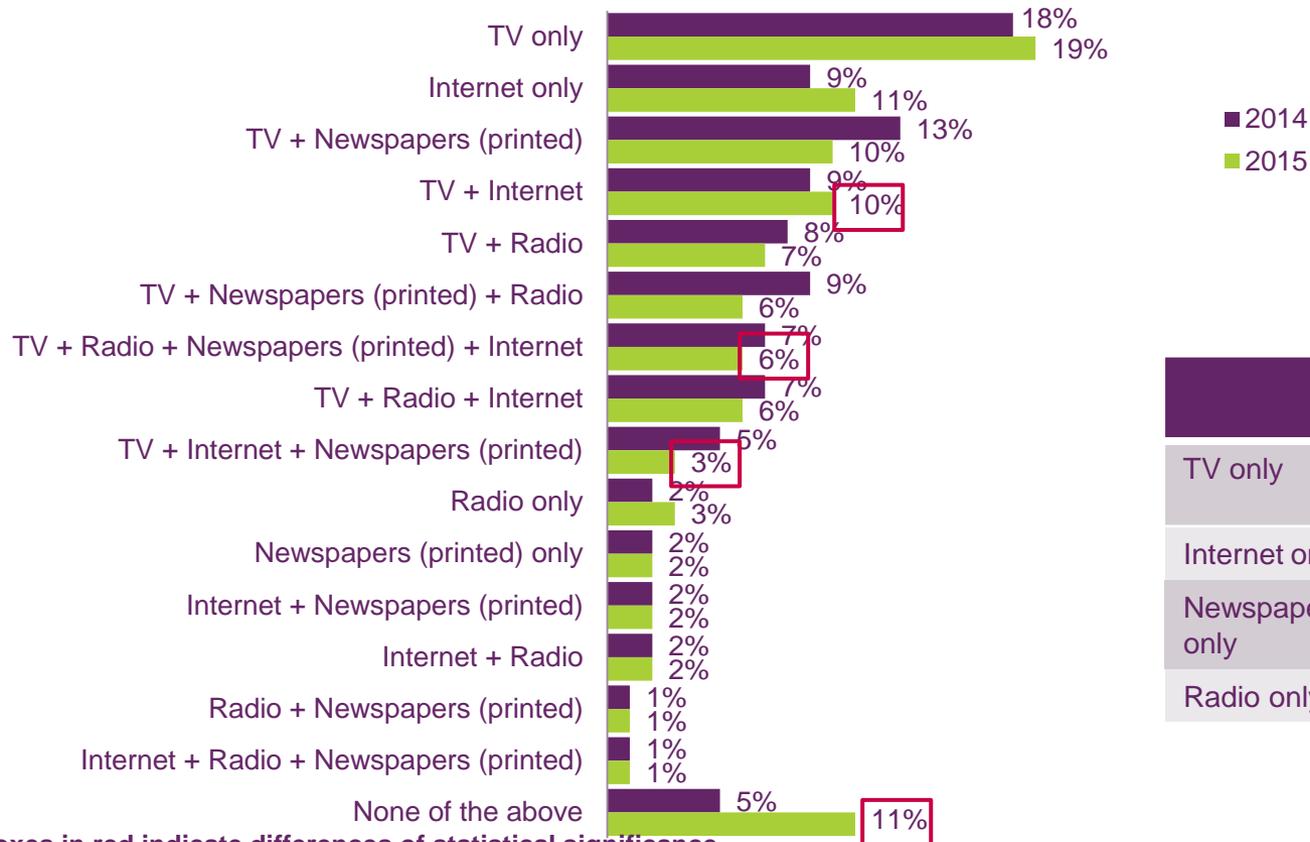
Base: 2015: 16-24 (368), 55+ (1194), 2014: 16-24 (362), 55+ (1115). Note: Newspaper code was changed in 2015 to 'Newspaper (printed)' **Any internet or apps; aggregate of all internet devices. Note: in 2015, the introduction to this question was modified to include mentioning looking at news on mobiles while commuting and getting news updates through social media.

Figure 1.4



Combinations of four main platforms used nowadays for news

One in five adults only use TV for news, and one in ten only use the internet. Sole use of radio and newspapers are much lower at 3% and 2% respectively.



	16-24	55+
TV only	13%	26%
Internet only	20%	2%
Newspapers only	2%	2%
Radio only	3%	2%

Note: boxes in red indicate differences of statistical significance

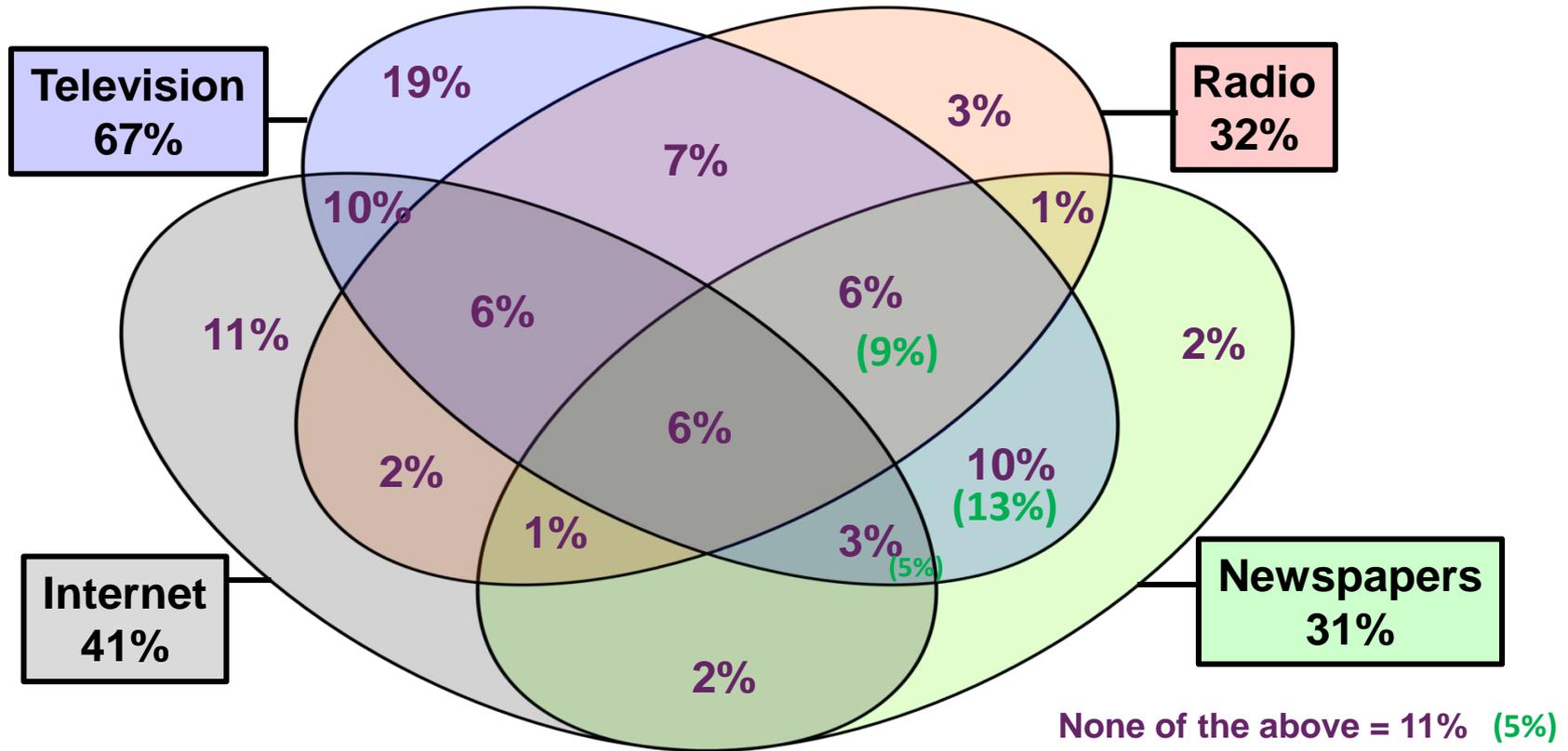
Q3a/Q3aa Which of the following do you use for news nowadays?

Base: All adults 16+ (2015: 2921), (2014: 2731) Note: Newspaper' code was changed in 2015 to 'Newspaper (printed)' Note: in 2015, the introduction to this question was modified to include mentioning looking at news on mobiles while commuting and getting news updates through social media.

Figure 1.5

Make-up of news consumption by four main platforms

One in five adults only use TV for news, and one in ten only use the internet. Sole use of radio and newspapers are much lower at 3% and 2% respectively. Six per cent of adults use all four platforms.



2014 figures in brackets where significantly different

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

Base: All adults 16+ (2921), 2014 (2731)

2 Multiple and single sourcing of news

Figure 2.1



Number of sources used on each platform

For all platforms, excepting newspapers, people are most likely to use one source of news. Among those who use newspapers for news, 35% of people use two sources, compared to 34% that use one source.

The number of sources used across platforms, proportion of respondents(%) (2014 figures in brackets)

Number of sources used	TV	Radio	Newspapers	Internet/apps	All platforms
1	44% (42%)	60% (62%)	34% (35%)	43% (45%)	24% (20%)
2	34% (34%)	24% (24%)	35% (39%)	22% (22%)	22% (19%)
3	11% (14%)	8% (7%)	15% (13%)	11% (13%)	14% (17%)
4	4% (4%)	2% (2%)	6% (6%)	6% (6%)	12% (13%)
5	2% (2%)	1% (1%)	2% (2%)	3% (3%)	8% (9%)
6	1% (1%)	- (-)	1% (1%)	3% (2%)	5% (7%)
7+	1% (2%)	- (-)	- (1%)	4% (2%)	12% (15%)
Mean number of sources used	2.0 (2.0)	1.5 (1.4)	1.9 (1.9)	2.1 (2.0)	3.5 (3.8)

Q5a to Q5e) Which of the following do you use for news nowadays? Base: All who use each platform for news nowadays (TV=2039, Newspapers=957, Radio=910, Internet=1141, All platforms=2626).

Note: For individual platforms the mean number of sources is among those who use just that particular platform for news. For all platforms (aggregated) the mean number of sources is shown among those who used any of the four platforms for news and aggregated across all of them so is therefore a wider base. The calculation is made by summing the number of sources each respondent said for each platform, and then dividing by the number of people who use any of them.

Figure 2.2



Number of sources used on each platform, by age group

Three in ten (29%) of 16-34s and one in five (21%) of those aged 55+ who consume news use only one source. The proportion of those aged 55+ who use only one source, and who use more than seven, has increased since 2014.

The number of sources used across all platforms, proportion of respondents(%) 2014 figures in brackets

Number of sources used	All 16+	16-34	55+
1	24% (20%)	29% (23%)	21% (16%)
2	22% (19%)	22% (20%)	22% (18%)
3	14% (17%)	13% (13%)	16% (20%)
4	12% (13%)	11% (10%)	13% (15%)
5	8% (9%)	7% (7%)	8% (11%)
6	5% (7%)	5% (6%)	6% (8%)
7+	12% (15%)	11% (6%)	10% (5%)
Mean number of sources used	3.5 (3.8)	3.2 (3.9)	3.6 (3.8)

Note: boxes in red indicate differences of statistical significance

Q5a to Q5e) Which of the following do you use for news nowadays?

Base: All who use each platform for news nowadays: All platforms=2626, 16-34=738, 55+=1136

2014 Base: All platforms=2580, 16-34=706, 55+=1085

Note: For individual platforms the mean number of sources is among those who use just that particular platform for news. For all platforms (aggregated) the mean number of sources is shown among those who used any of the four platforms for news and aggregated across all of them so is therefore a wider base. The calculation is made by summing the number of sources each respondent said for each platform, and then dividing by the number of people who use any of them.

Figure 2.3

Average number of news sources used nowadays per platform

Among those who use each particular platform, the mean number of news sources used within them has not changed. Overall, the average number of news sources used across all platforms is 3.5.

3.5 average across platforms (3.8)

Average number of news sources used nowadays per platform



2.0
(2.0)



1.9
(1.9)



1.5
(1.4)



2.1
(2.0)

2014 figures in brackets

Q5a to Q5e) Which of the following do you use for news nowadays?

Base: All who use each platform for news nowadays (TV=2039, Newspapers=957, Radio=910, Internet=1141, All platforms=2626).

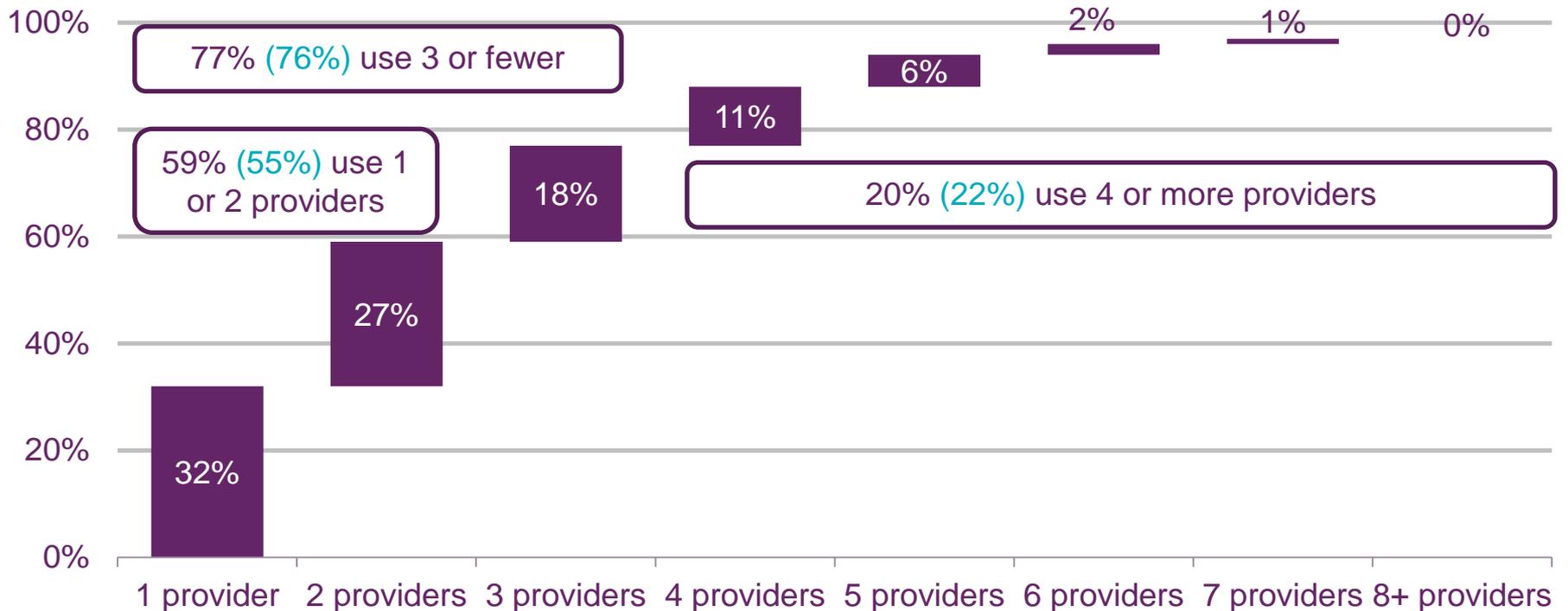
Figure 2.4



Distribution of multi-sourcing

Over three-quarters (77%) of news consumers use three or fewer news providers. Six in ten (59%) use one or two providers.

WHOLESALE



2014 figures in brackets for comparison only (year on year comparisons have not been significance tested)

Q5a to Q5e) Which of the following do you use for news nowadays?

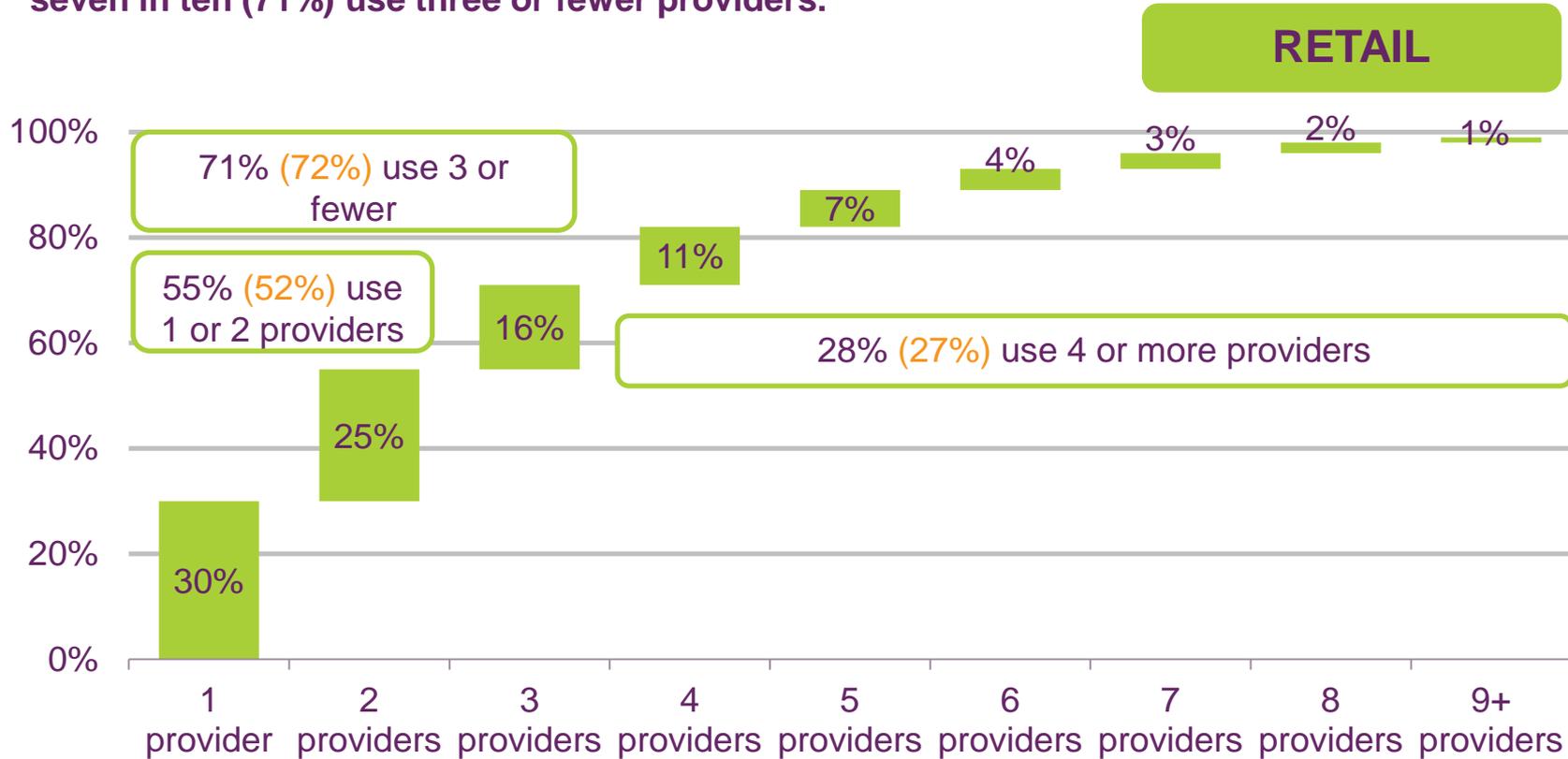
Base: All who use TV, Newspaper, Radio or Internet for news nowadays (2626), 2014 (2580)

Note: Wholesale is classified as the company that provides the news for the given source.

Figure 2.5

Distribution of multi-sourcing

Over half (55%) of those who use any platform for news nowadays use one or two providers, and seven in ten (71%) use three or fewer providers.



2014 figures in brackets for comparison only (year on year comparisons have not been significance tested)

Q5a to Q5e) Which of the following do you use for news nowadays?

Base: All who use any platform for news nowadays (2626)

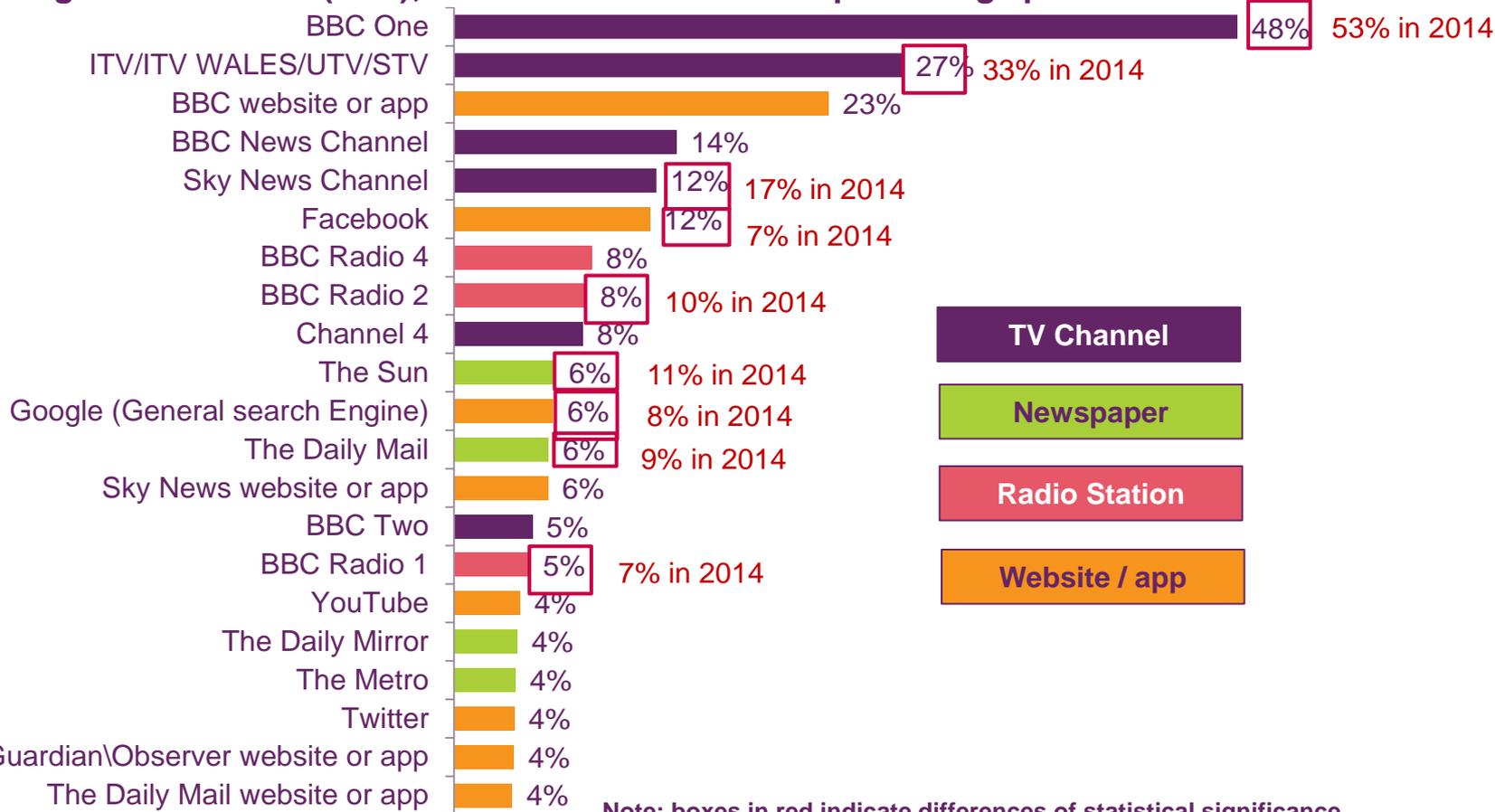
Note: Retail is classified as the branded title/service through which the news is provided.

Figure 2.6



Top 20 news sources: reach among all adults

The top two news sources in terms of reach among all adults are both TV channels, with BBC One being the most used (48%); this is a decrease of five percentage points since 2014



Note: boxes in red indicate differences of statistical significance

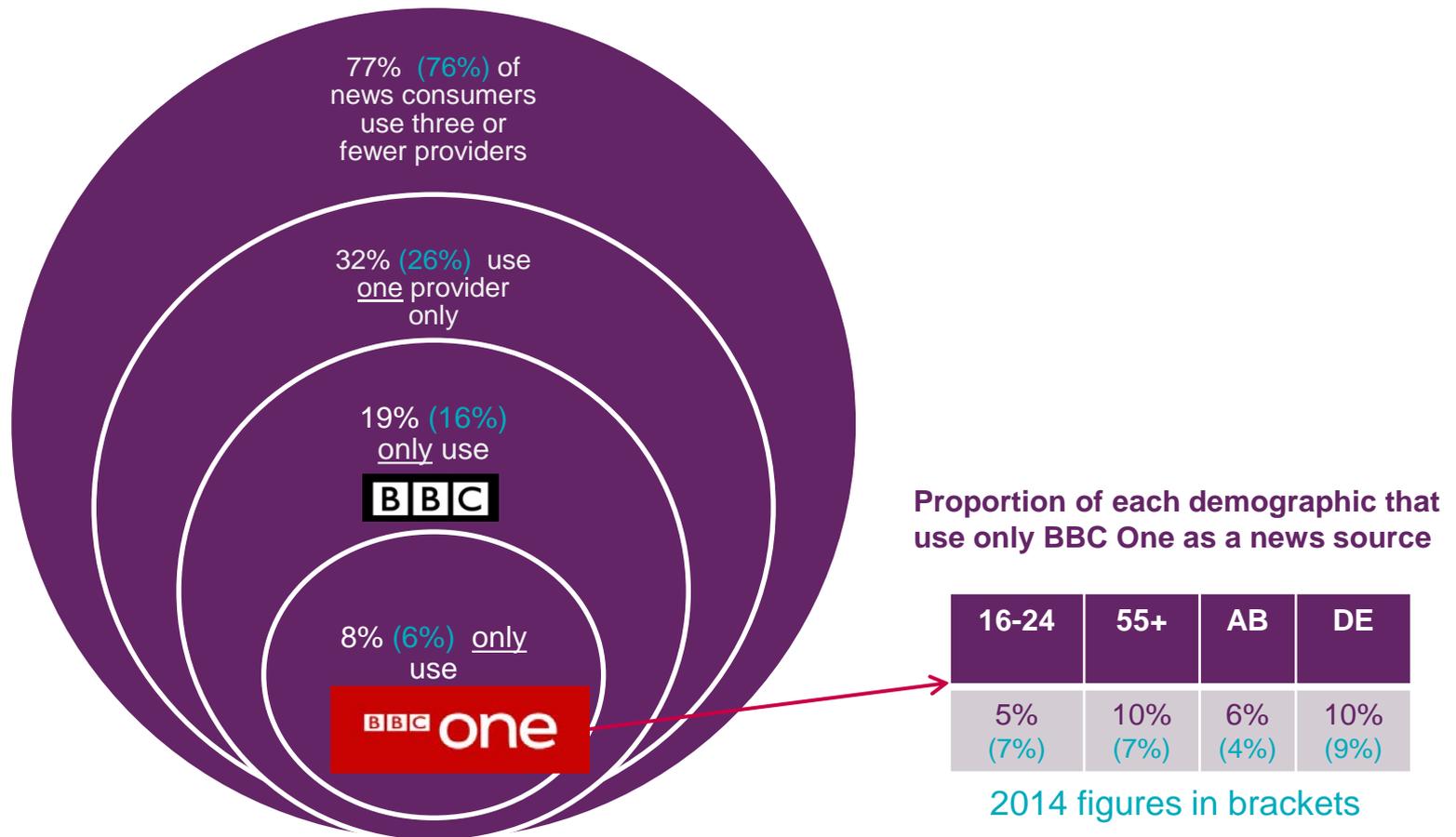
Q5a-e) Thinking specifically about <Source> which of the following do you use for news nowadays?

Base: All adults 16+ (2921), 2014 (2731) Note: Digital intermediaries such as Facebook, YouTube etc .draw on content from a range of online news providers. It is beyond the scope of this survey to ascertain which providers within these entities are being used. Note: Boxes in red indicate differences of statistical significance since 2014

Figure 2.7

Sole use of news providers (used nowadays) : 2014 vs. 2015

Three in ten (31%) of news consumers use one provider only, whereas 19% only use the BBC and 8% only use BBC One.



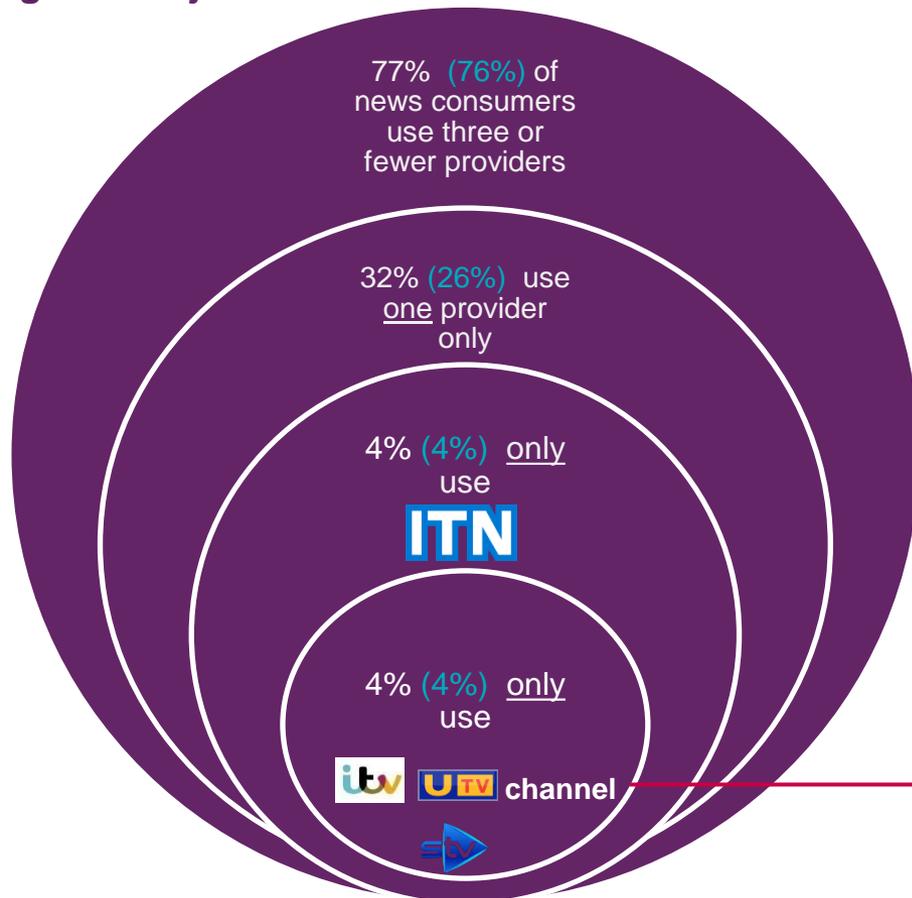
Q5a-e) Thinking specifically about <Source> which of the following do you use for news nowadays?

Base: All who use any source for news nowadays (2588), 2014 (2553)

Figure 2.8

Sole use of news providers (used nowadays) : 2014 vs. 2015

Four per cent of news users use just ITN for news consumption (the same as 2014), this is the same as the figure that just use the ITV/STV/UTV TV channel for news



Proportion of each demographic that use only ITV/ITV Wales/UTV/STV as a news source

16-24	55+	AB	DE
4% (1%)	5% (4%)	1% (*%)	6% (8%)

2014 figures in brackets

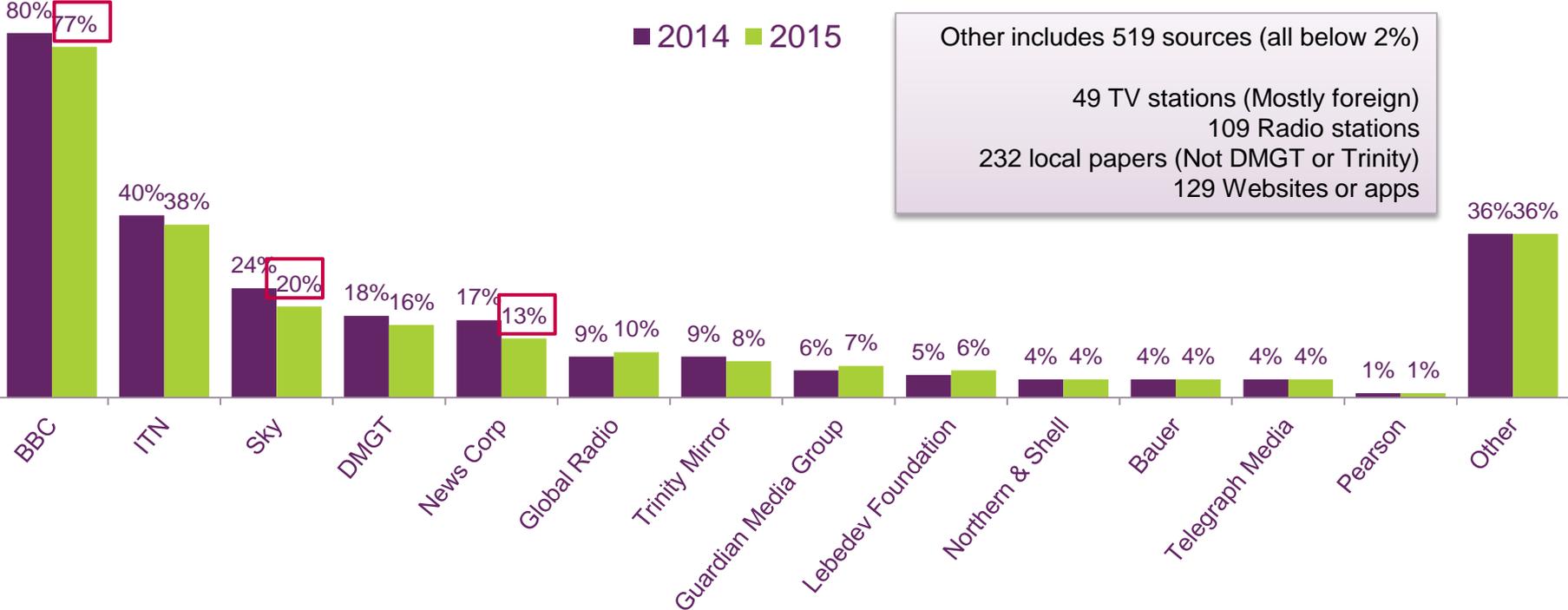
Q5a-e) Thinking specifically about <Source> which of the following do you use for news nowadays?
 Base: All who use any source for news nowadays (2588), 2014 (2553)

Figure 2.9

Cross-platform audience reach of providers used 'nowadays' for news
 Just under eight in ten (77%) of those who use any news source use any BBC source (a decrease of three percentage points since 2014).

WHOLESALE

Cross-platform reach (%)



Base: Q5a to Q5e. All who use any platform for news nowadays 2015 (2626) 2014 (2580). Note: Wholesale is classified as the company that provides the news for the given source. This wholesale category is derived from responses given about individual news titles. Note: boxes in red indicate differences of statistical significance between 2014 and 2015. Note: We no longer consider it appropriate to aggregate all use of commercial radio for news to Sky as a wholesale provider, as we did in our 2014 report. We now consider that Global Radio and Bauer Radio are wholesale providers of news and are therefore presented on this chart at the wholesale level. Please see section 8 below for more details.

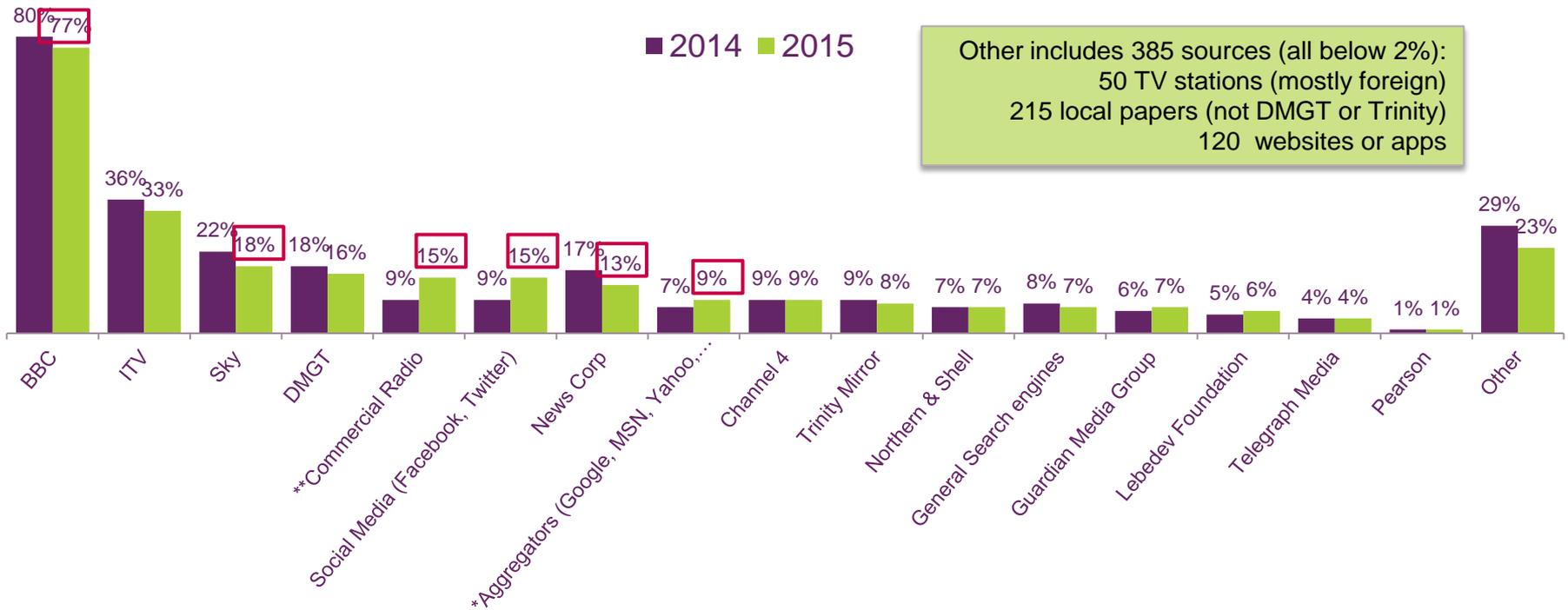
Figure 2.10



Cross-platform audience reach of providers used 'nowadays' for news
 Just under eight in ten (77%) of those who use any news source use any BBC source (a decrease of three percentage points since 2014).

Cross-platform reach (%)

RETAIL



Base: Q5a to Q5. All who use any platform for news nowadays 2015 (2626) 2014 (2580)

Note: Retail is classified as the branded title/service through which the news is provided. Note: Digital intermediaries such as social media, search engine, or aggregators draw on content from a range of online news providers. It is beyond the scope of this survey to ascertain which news providers are being used within these intermediaries. Note: boxes in red indicate differences of statistical significance between 2014 and 2015. *News Now and BuzzFeed included in 2015 **Other local commercial, Smooth Radio, LBC, Magic, Kiss included in 2015

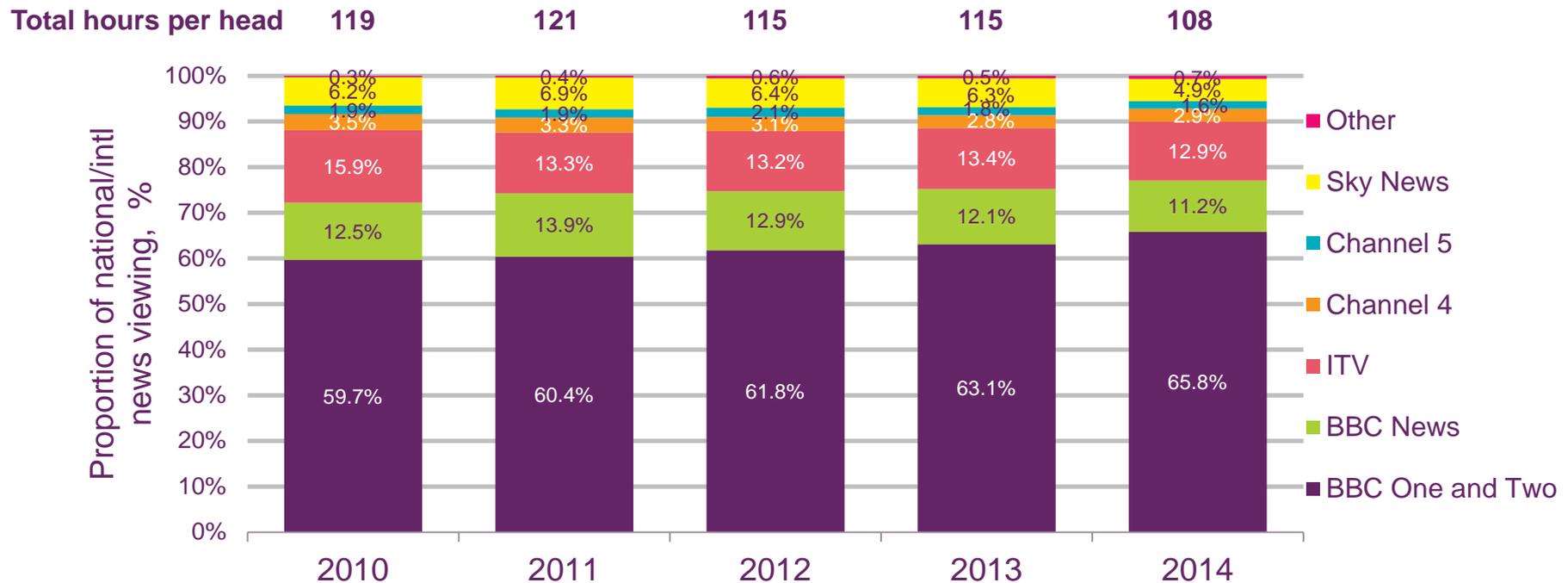
3 News consumption via television

Figure 3.1

Share of viewing to 'national and international news' on television by channel group, UK adults 16+: 2010-2014

BARB data shows that the majority of news viewing on TV is through the BBC channels, and this has increased since 2010. ITV's share of viewing has declined during this period.

Proportion of 'national and international news' viewing (%)



Source: BARB, Adults 16+, Network. Genre = News generic>national and international news, 4+ regions.

Note: S4C excluded from this analysis.

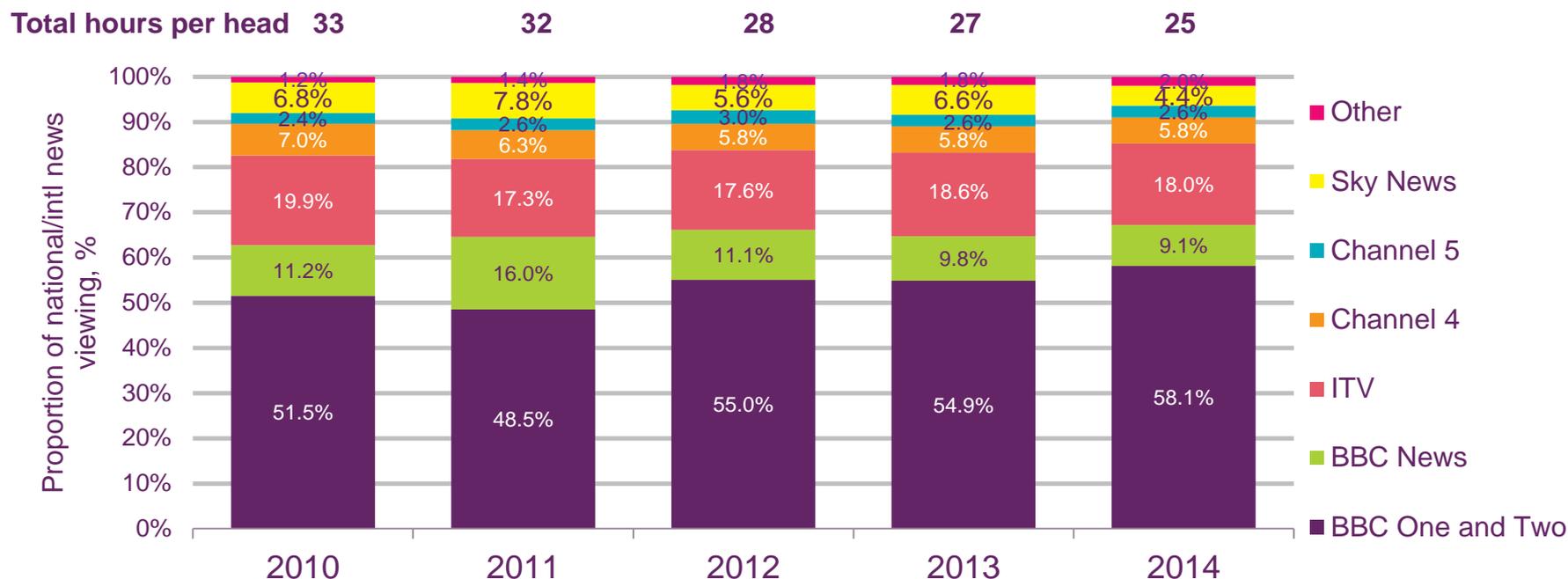
Note: BBC One and Two, ITV, Channel 4 and Channel 5 include HD variants and +1 channels where applicable. Other, include PSB portfolio channels and all other channels that transmitted national and international news programming.

Figure 3.2

Share of viewing to 'national and international news' on television by channel group, UK adults 16-24: 2010-2014

BBC One and Two still account for the majority of news viewing. 16-24s watch an average of 25 hours of news compared to the all-UK total of 108 hours.

Proportion of 'national and international news' viewing (%)



Source: BARB, Adults 16+, Network. Genre = News generic>national and international news, 4+ regions.

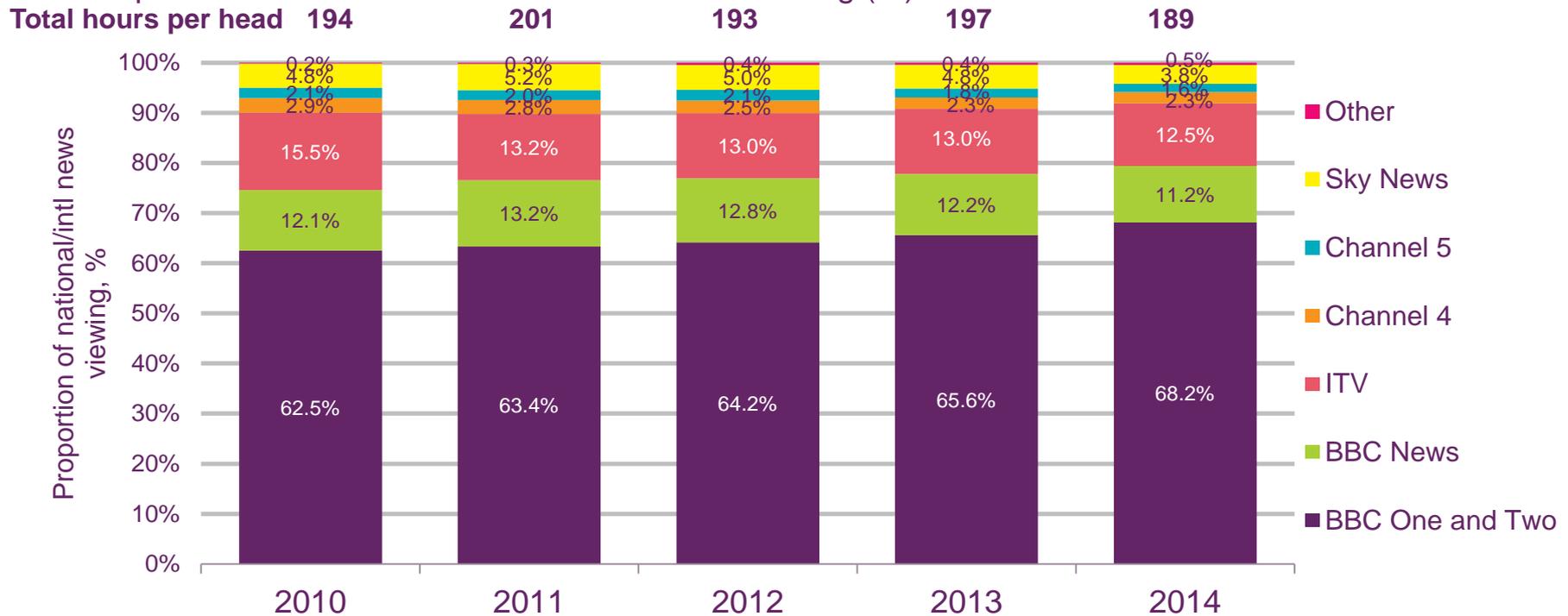
Note: S4C excluded from this analysis.

Note: BBC One and Two, ITV, Channel 4 and Channel 5 include HD variants and +1 channels where applicable. Other, include PSB portfolio channels and all other channels that transmitted national and international news programming.

Figure 3.3

Share of viewing to 'national and international news' on television by channel group, UK adults 55+: 2010-2014

The proportion of news viewing across different TV channels by those aged 55+ is in line with the UK average. The total number of hours viewed by those aged 55+ is 189, compared to 108 for all UK. Proportion of 'national and international news' viewing (%)



Source: BARB, Adults 16+, Network. Genre = News generic>national and international news, 4+ regions.

Note: S4C excluded from this analysis.

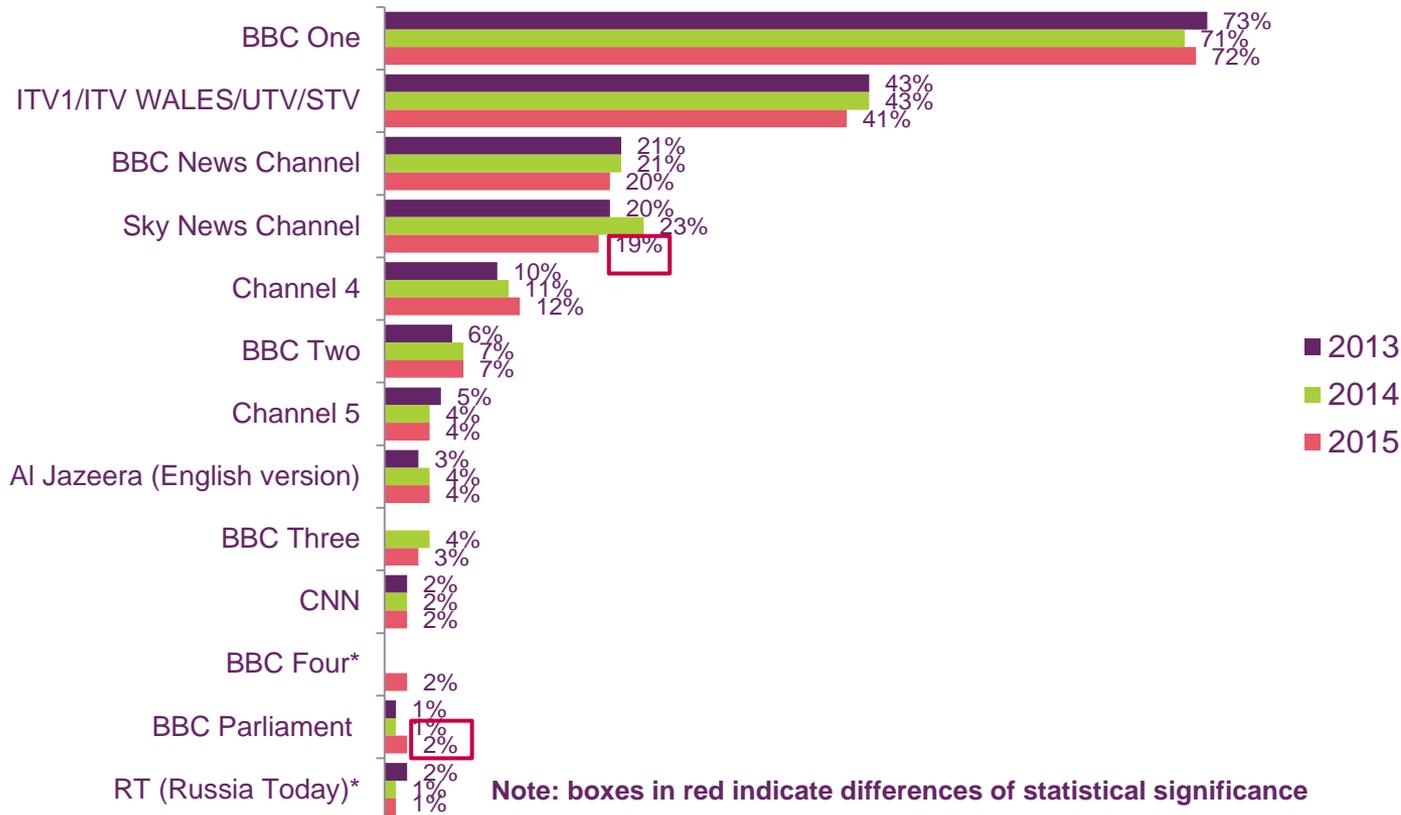
Note: BBC One and Two, ITV, Channel 4 and Channel 5 include HD variants and +1 channels where applicable. Other, include PSB portfolio channels and all other channels that transmitted national and international news programming.

Figure 3.4

TV channels used for news nowadays

Sky News has seen a small decrease among those who use TV for news (from 23% in 2014 to 19% in 2015), but BBC One remains by far the most popular TV channel for news consumption

% of all who use TV for news



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

Base: All who use TV for news 2015(2039), 2014 (2136), 2013 (2290) Note: only sources with an incidence of 1% or more are shown. *Note: BBC Four was not included on the prompted list in 2013-2014, Russia Today code was changed in 2015 to RT (Russia Today)

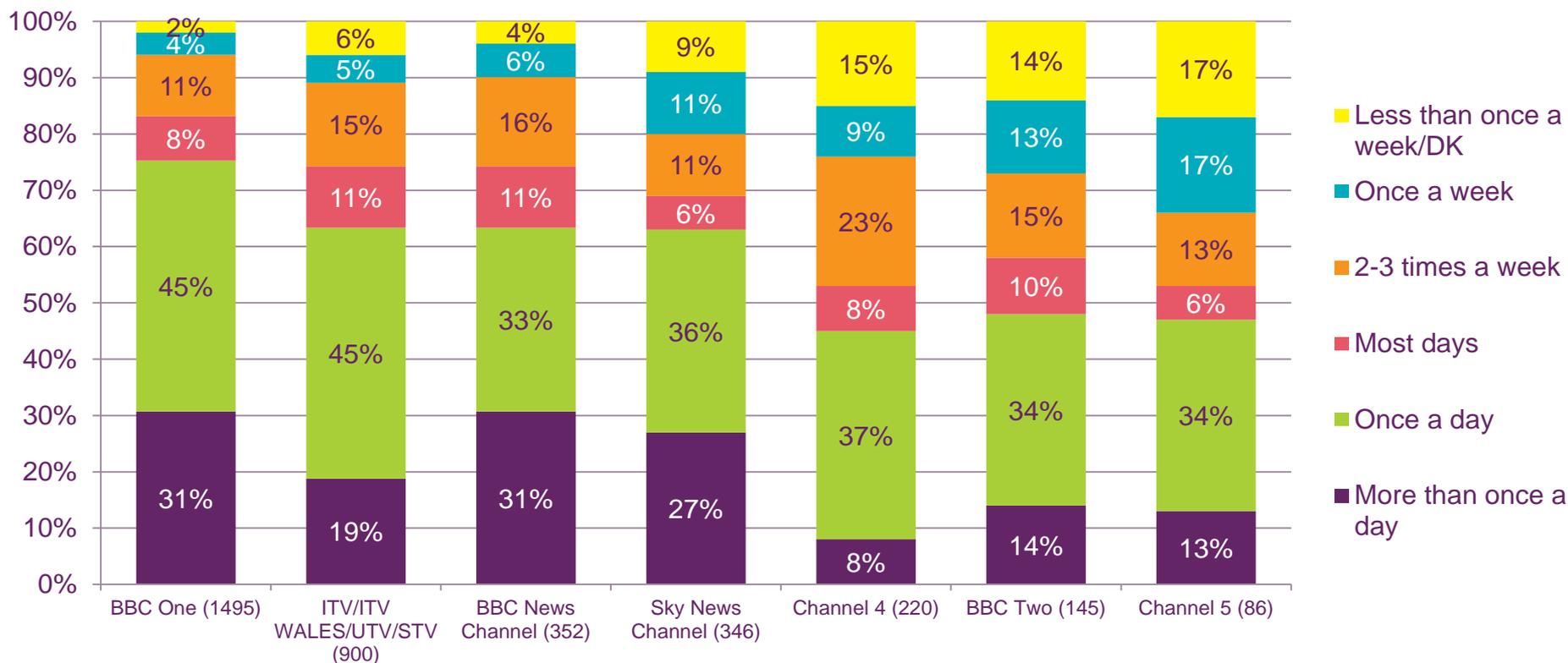
Figure 3.5



Frequency of consumption for main TV channels

BBC One is the most frequently accessed across all TV news sources – 76% of those who use it for news say they do so once a day or more often.

Proportion of viewers (%)



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

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

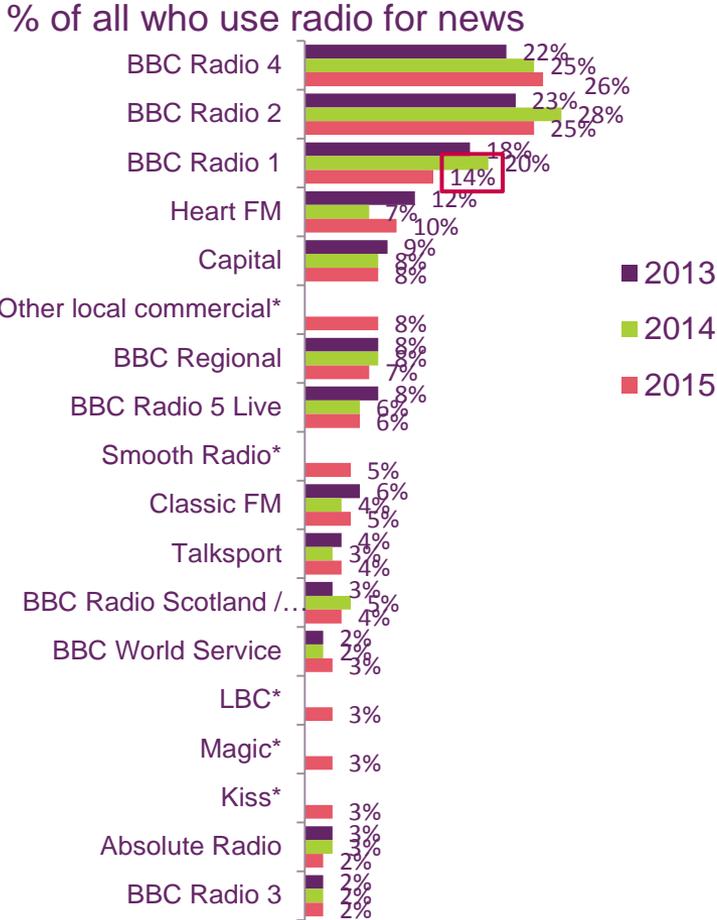
4 News consumption via radio

Figure 4.1

Radio stations used for news nowadays



BBC Radio 1 has seen a decrease of six percentage points since 2014 (from 20% to 14%), but 71% of radio listening is to BBC Radio stations



	2015	2014	2013
UK-wide BBC Radio*	63%	68%	61%
Any BBC Radio	71%	75%	68%
Commercial radio*	41%	39%	43%
Among users in each nation			
BBC Scotland	18%	24%	16%
BBC Wales/Cymru	16%	20%	9%
BBC Ulster	42%	45%	38%

**UK-wide BBC Radio and Any BBC Radio include BBC Radio 6 Music which was not on prompted list in 2013-2014

Of those who use either type for news:

- 53% use BBC radio only (57%)
- 24% use commercial radio only (21%)
- 18% use both (18%)

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

Base: All who use radio for news (910) 2014 (990) 2013 (1000) Note: only sources with an incidence of 2% or more are shown. Note: Other local commercial, Smooth Radio, LBC, Magic, Kiss were not included on the prompted list in 2013-2014. Note: boxes in red indicate differences of statistical significance

5 News consumption through newspapers

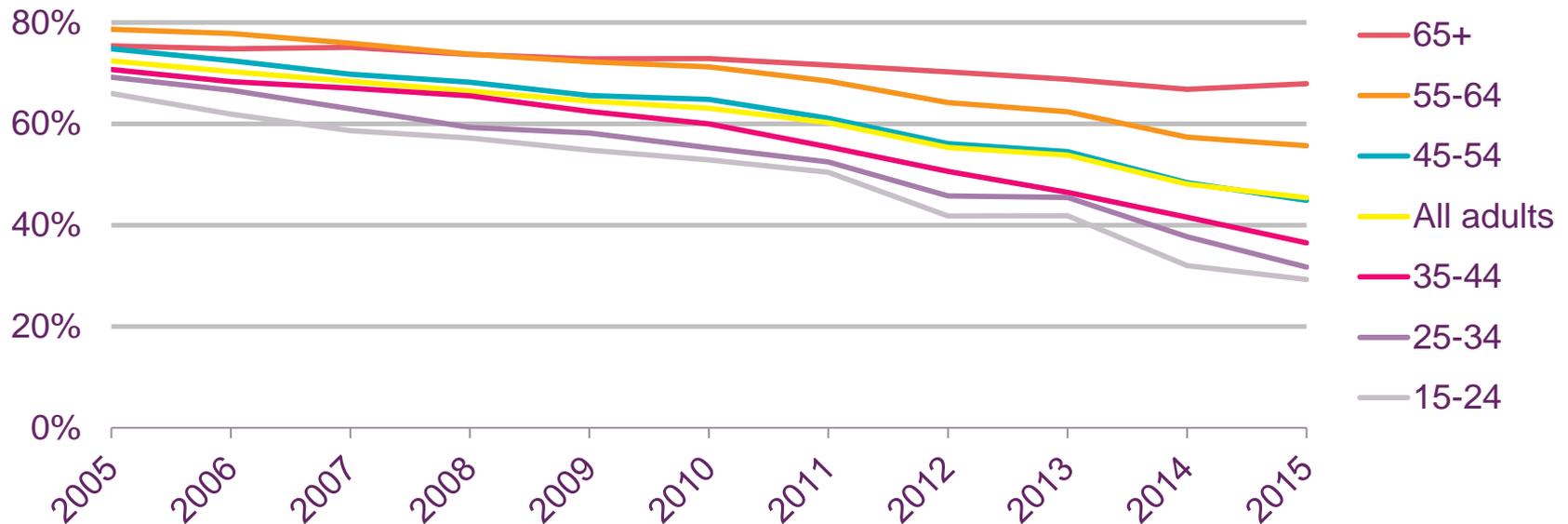
Figure 5.1



Reach of national newspapers, by demographic: April 2005–March 2015

The reach of national newspapers has declined considerably in the past ten years, with reach among all adults falling by more than a quarter (27.0pp) since 2005. Readership has been slightly more stable over the past year than compared to the decline in readership between 2013 and 2014. This is particularly the case for 15-24s where readership fell year-on-year by 9.9pp in 2014, compared to just 2.7pp in 2015.

Reach (average issue readership)



Source: National Readership Survey / Kantar Media analysis

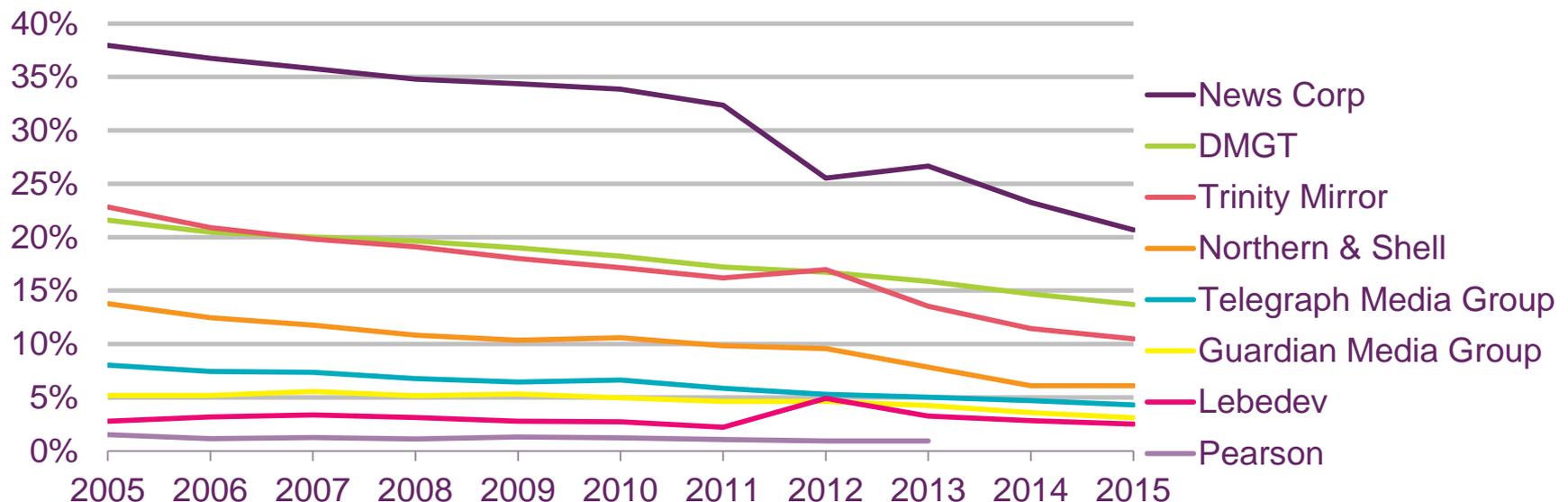
Note: Data represent the twelve months until March of the stated year. Readership in 2012 may be overstated, as it is not possible to de-duplicate readers of *i* and other titles due to factoring. Includes the *Daily Record* and *Sunday Mail*. *Financial Times* is no longer measured by NRS and is not included in data for 2014 and 2015.

Figure 5.2

Reach of national newspapers, by media owner: April 2005-March 2015 (7 days)

All publishers have seen their reach decline since 2005, with News Corp and Trinity Mirror seeing the largest decrease in readership; 17.3pp and 12.3pp respectively. The reach of all publishers has been relatively stable since 2014.

Reach (average issue readership)



Source: National Readership Survey / Kantar Media analysis

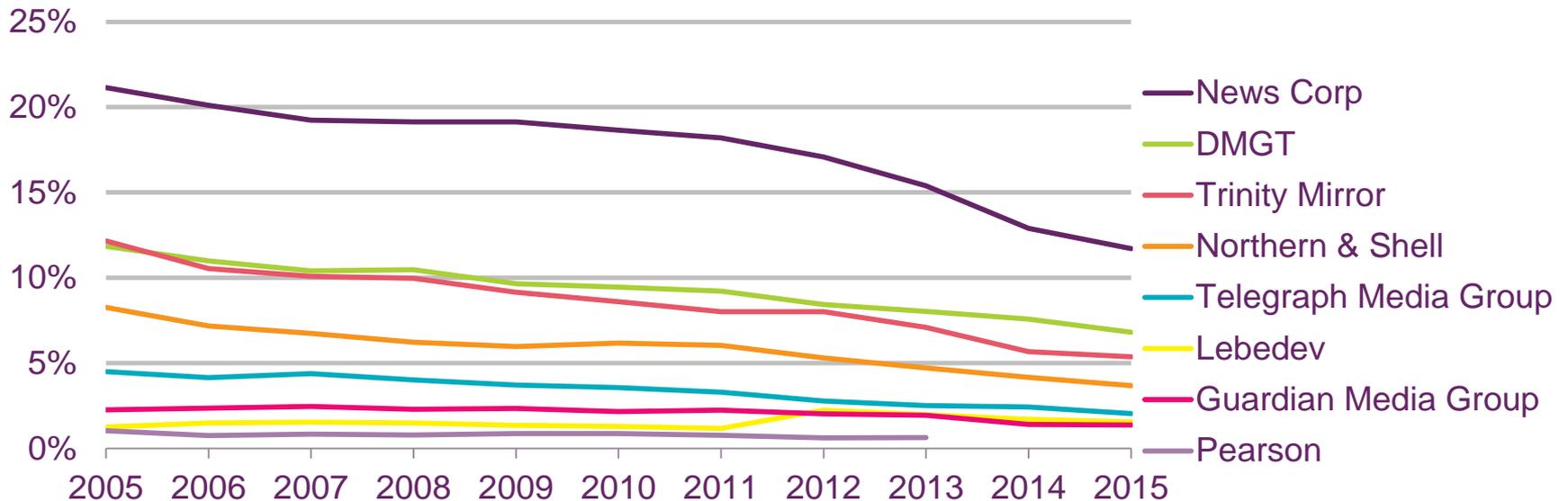
Note: Data represent the twelve months until March of the stated year. Title grouping is based on current ownership and is not retrospective. Readership of Lebedev titles in 2012 may be overstated, as it is not possible to de-duplicate readers of *i* and other Lebedev titles due to factoring. Trinity Mirror titles include the *Daily Record* and *Sunday Mail*. Pearson's *Financial Times* is no longer measured by NRS and is not included in data for 2014 and 2015

Figure 5.3

Reach of daily national newspapers, by media owner: April 2005-March 2015 (weekdays)

Readership of all daily newspapers has decreased, except for Lebedev which increased its readership by 0.3pp since 2005. The largest decreases in readership were seen by News Corp and Trinity Mirror which saw declines of 9.4pp and 6.8pp respectively.

Reach (average issue readership)



Source: National Readership Survey / Kantar Media analysis

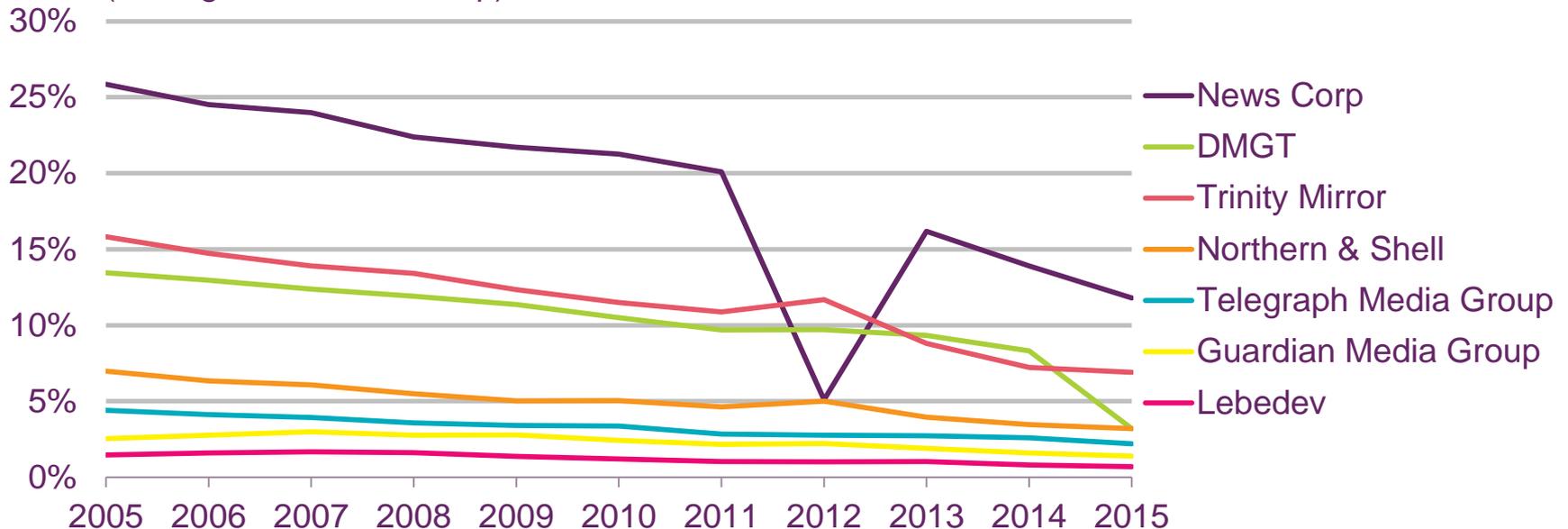
Note: Data represent the twelve months until March of the stated year. Title grouping is based on current ownership and is not retrospective. Readership of Lebedev titles in 2012 may be overstated, as it is not possible to de-duplicate readers of *i* and other titles due to factoring. Trinity Mirror includes the *Daily Record*. Pearson's *Financial Times* is no longer measured by NRS and is not included in data for 2014 and 2015.

Figure 5.4

Reach of national newspapers, by media owner: April 2005-March 2015 (Sundays)

The closure of the *News of the World* in July 2011 led to a significant drop in readership for News Corp's Sunday titles. Other tabloid publishers experienced a temporary growth in readership at that time.

Reach (average issue readership)



Source: National Readership Survey / Kantar Media analysis

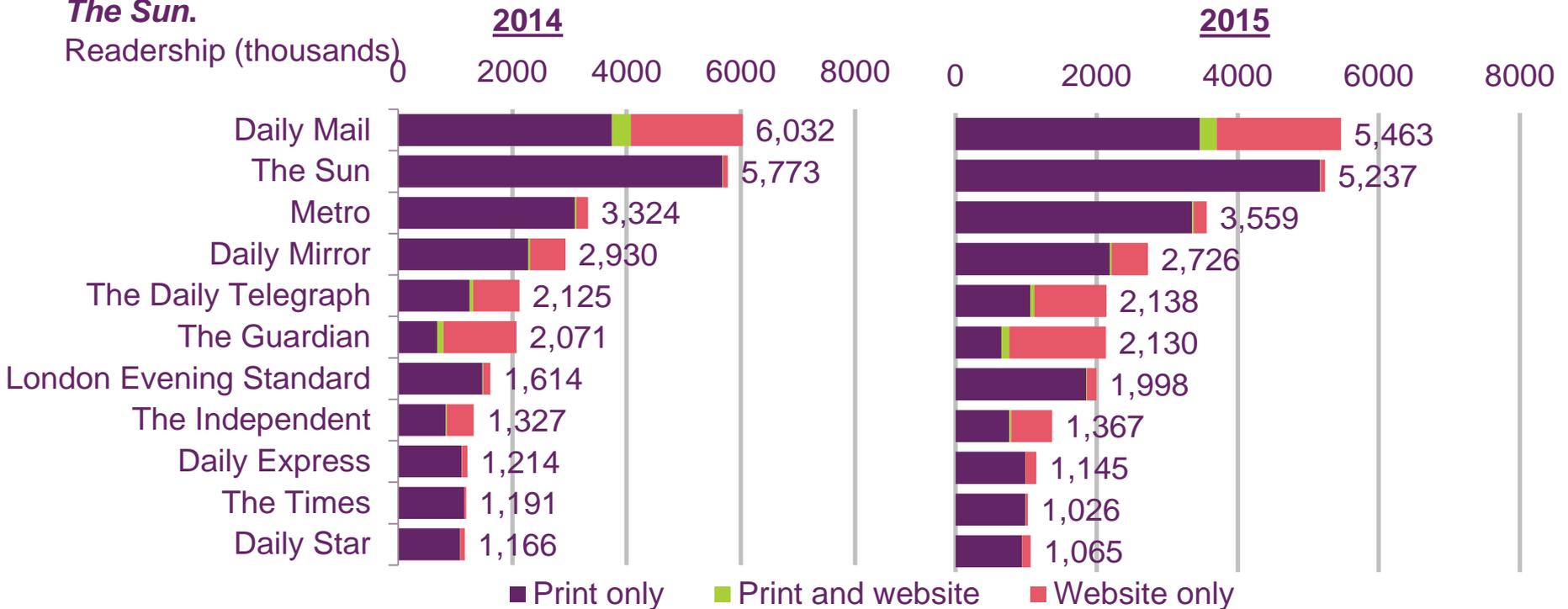
Note: Data represent the twelve months until March of the stated year. Title grouping is based on current ownership and is not retrospective. Trinity Mirror includes the *Sunday Mail*.

Figure 5.5



Combined print and online* readership of daily newspapers

The combined print and online readership of daily newspapers has fallen year on year, driven by declines in print readership. With print and online combined, the *Daily Mail* is still the most widely-read news title in the UK, as the gain from its digital-only readers exceeds the print readership of *The Sun*.



Source: Ofcom analysis of NRS/comScore PADD, March 2014, 2015. NRS average issue readership April– March fused with comScore in March of each year. Note: The Independent includes print readership of *i*. *The data above includes only visits from laptop and desktop computers. Smartphone and tablet use is excluded because of inconsistency of available data across devices and between browser use and application use.

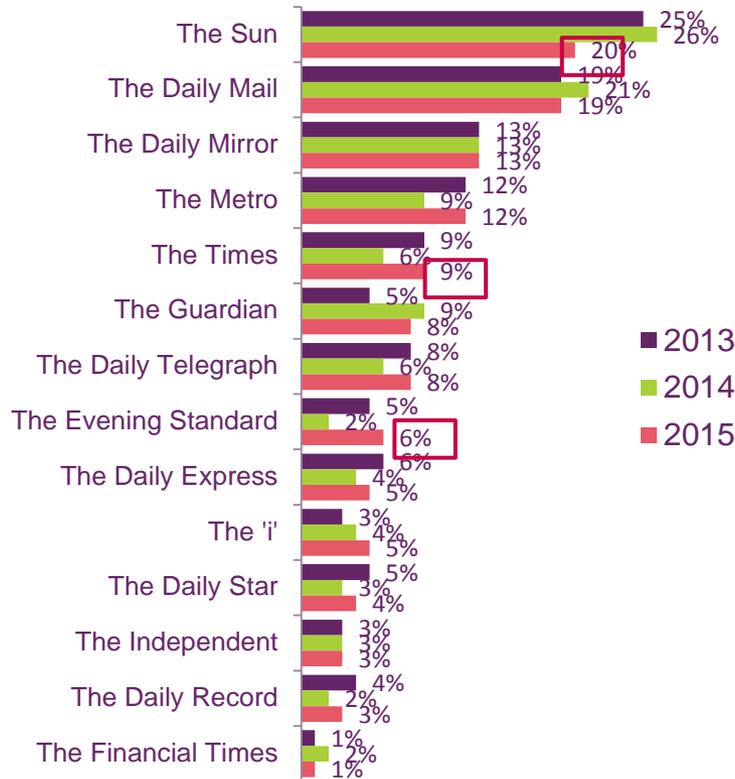
Figure 5.6



Daily newspapers used for news nowadays

One in five (20%) of respondents who use newspapers for news say they read *The Sun*. There has been an increase in the proportion of people using daily 'free-sheets' since 2014 (up by four percentage points), this is mainly driven by the increase in the use of the *Evening Standard* (four percentage points)

% of those who use news



	2015	2014	2013
Broadsheet	28%	24%	24%
Mid-market	23%	25%	24%
Tabloid	32%	37%	37%
Local daily	11%	13%	11%
Daily 'Free-sheets'	14%	10%	13%

Note: boxes in red indicate differences of statistical significance

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

Base: All who use newspapers for news (957) 2014 (1160) 2013 (1252) * Daily free-sheets are the Metro and the Evening Standard

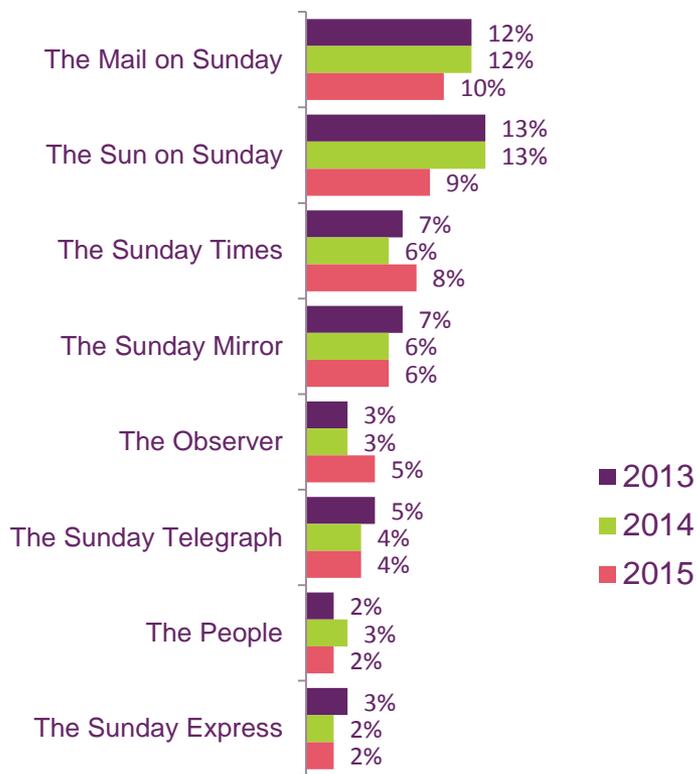
Figure 5.7



Weekly newspapers used for news nowadays

There has been no change in stated use of any weekly newspaper since 2014, though there has been a decrease in those saying they use weekly free newspapers for news.

Proportion of those who use newspapers for news



	2015	2014	2013
Broadsheet	16%	14%	14%
Mid-market	12%	14%	14%
Tabloid	18%	20%	22%
Local weekly paid	4%	6%	7%
Local weekly free	1%	3%	6%

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

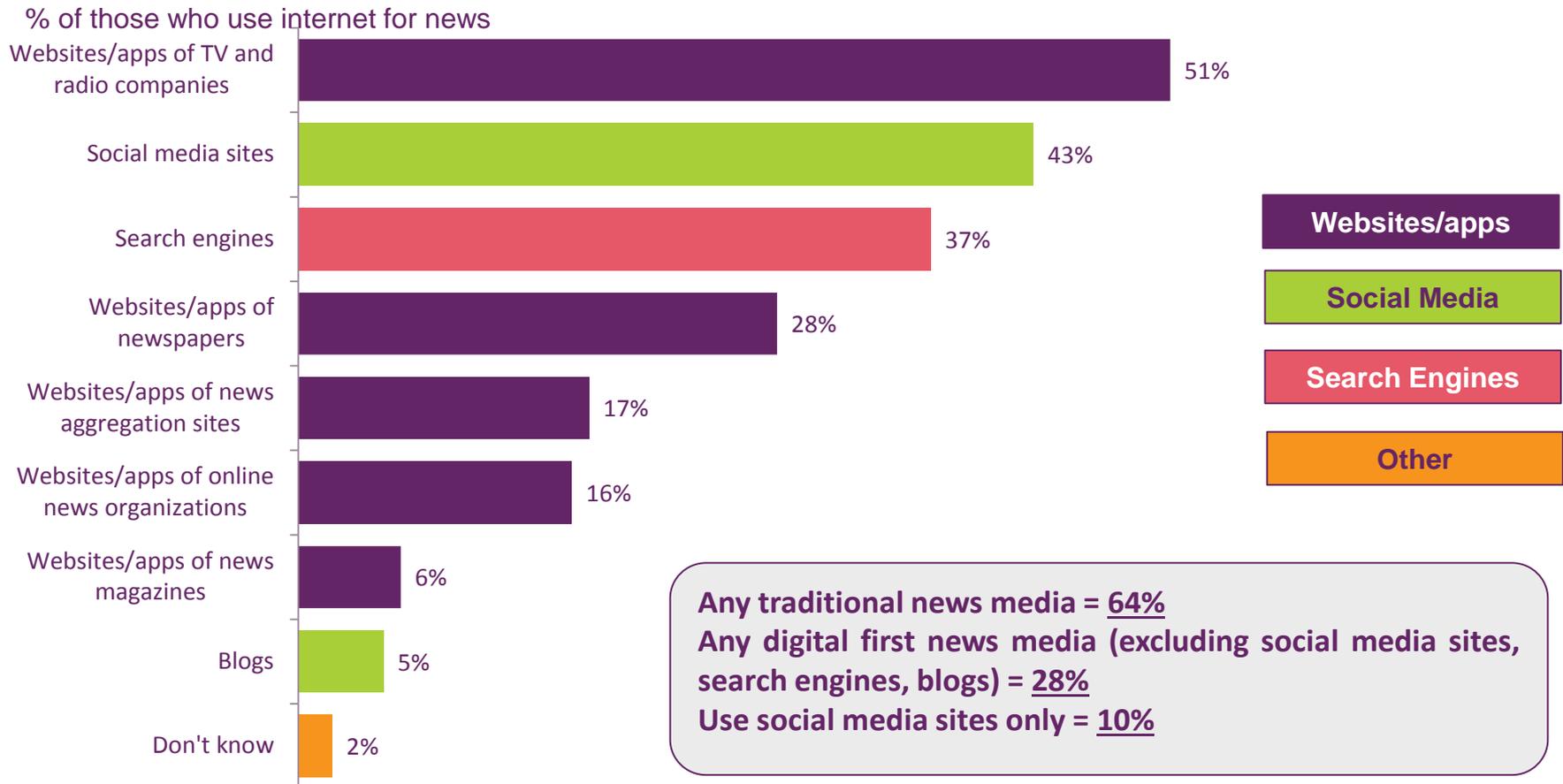
Base: All who use newspapers for news (957) 2014 (1160), 2013 (1252). Note: only sources with an incidence of 1% or more are shown. Note: boxes in red indicate differences of statistical significance between 2014 and 2015.

6 News consumption via the internet

Figure 6.1

Use of Internet/apps for news nowadays

Half (51%) of those who use internet/apps for news use the website/apps of TV and radio companies.
 43% say they use social media sites for news.



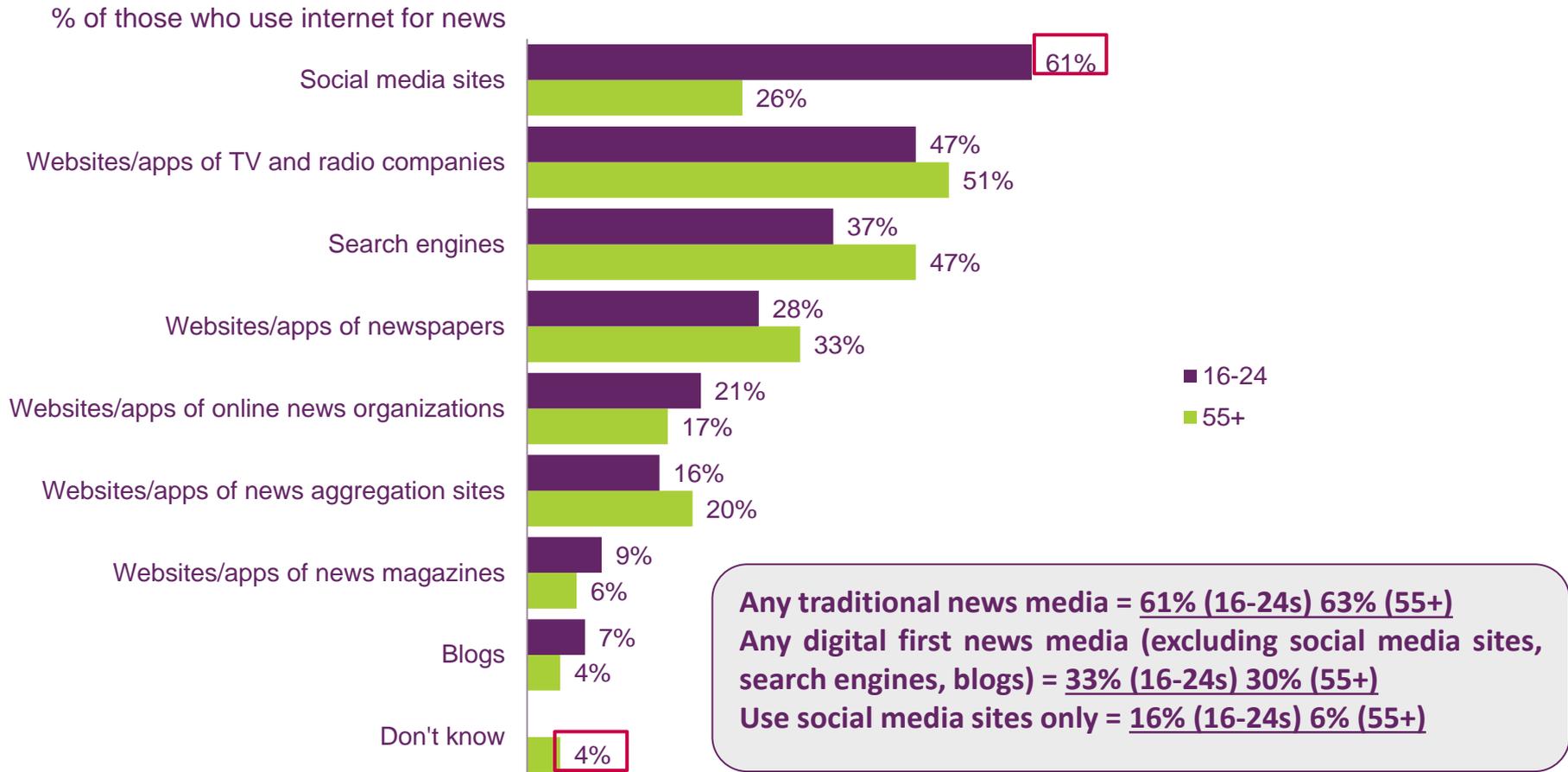
Q3b1) Which of the following do you use to get news ?

Base: All adults 16+ who use the internet for news nowadays (1141) Note: Digital intermediaries such as social media, search engines, or aggregators draw on content from a range of online news providers. It is beyond the scope of this survey to ascertain which news providers are being used within these intermediaries.

Figure 6.2

Use of Internet/apps for news nowadays – 16-24s and 55+

Six in ten (61%) 16-24s who use the internet for news, use social media, compared to just over a quarter (26%) of those in the 55+ age group



Note: boxes in red indicate differences of statistical significance

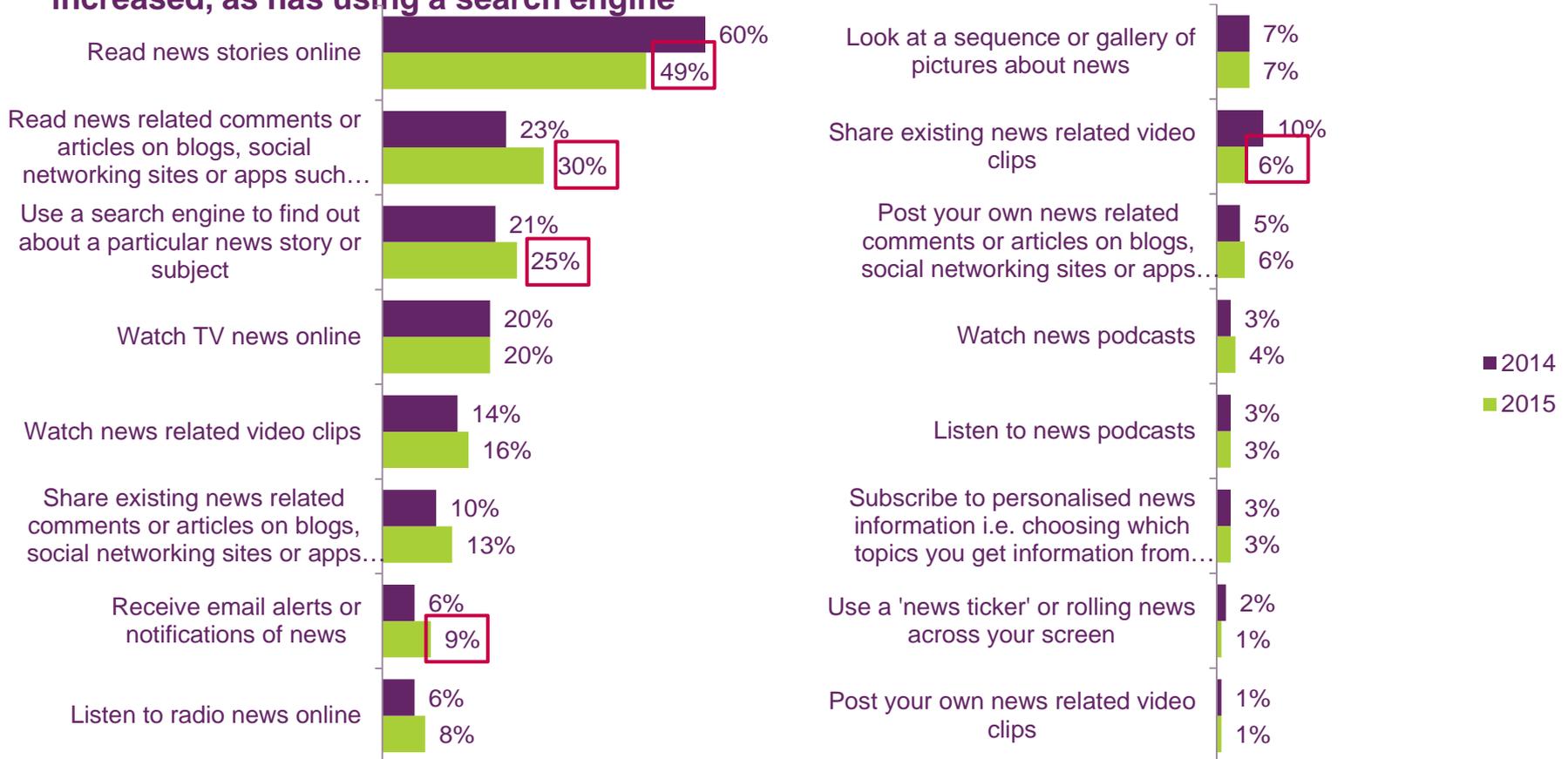
Q3b1) Which of the following do you use to get news ?

Base: All adults 16+ who use the internet for news nowadays (1141) 16-24 (227), 55+ (239)

Figure 6.3

Types of ways to access and use news through internet or apps

Reading news stories online is still the most common way of accessing news on the internet, at 49%, but it is a decrease since 2014 (60%). Reading comments or articles on social media has increased, as has using a search engine



Note: boxes in red indicate differences of statistical significance

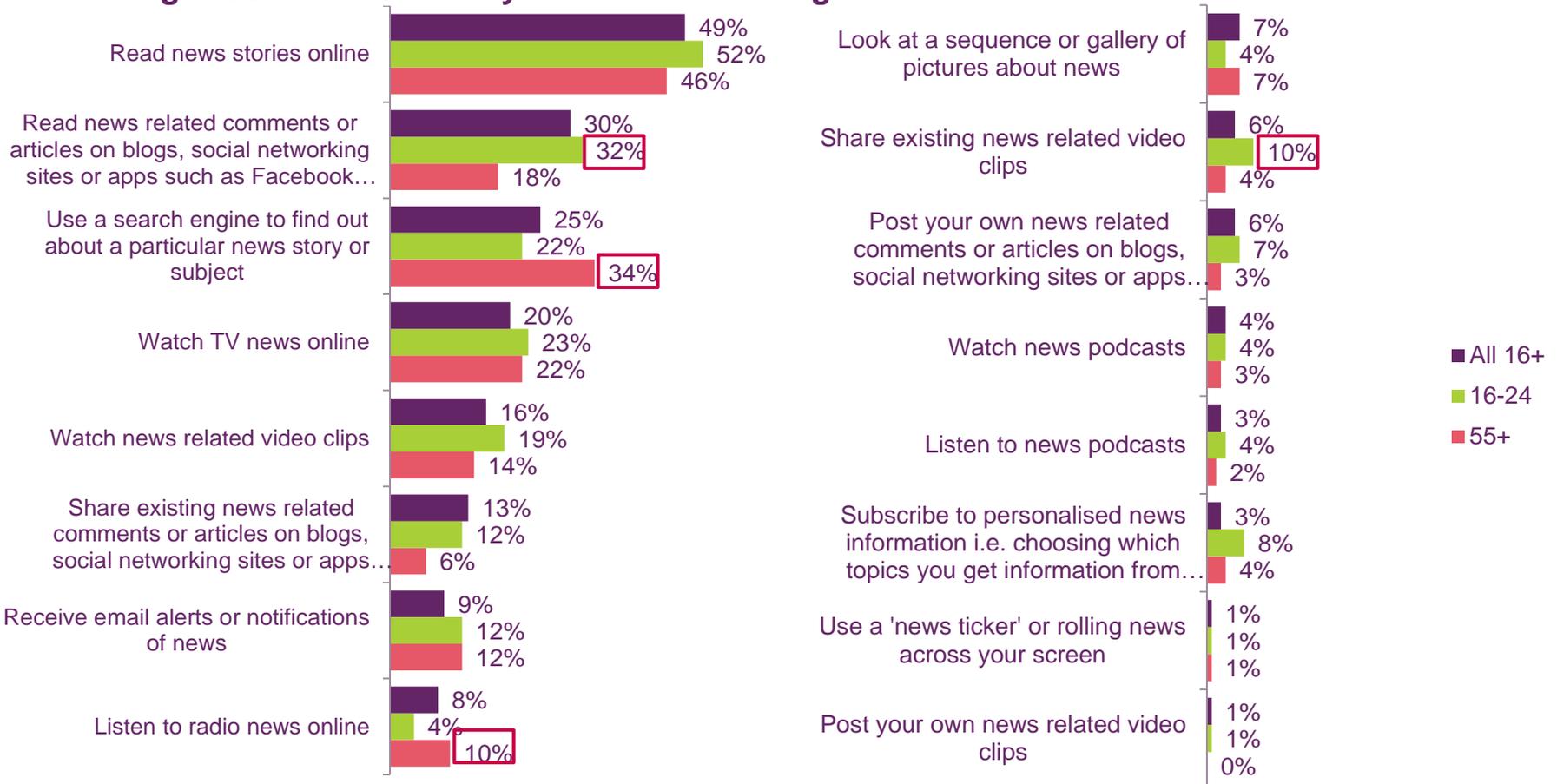
Q6a) In which types of ways do you access and use news through the internet or apps nowadays?

Base: All who use any internet for news nowadays (1141) 2014 (1029)

Figure 6.4



Types of ways to access and use news through internet or apps, by age
 16-24s are more likely than those aged 55+ to say they use social media to access news, while those aged 55+ are more likely to use a search engine.



Significant difference testing carried out only between 2014 and 2015 figures and not between age groups within same year

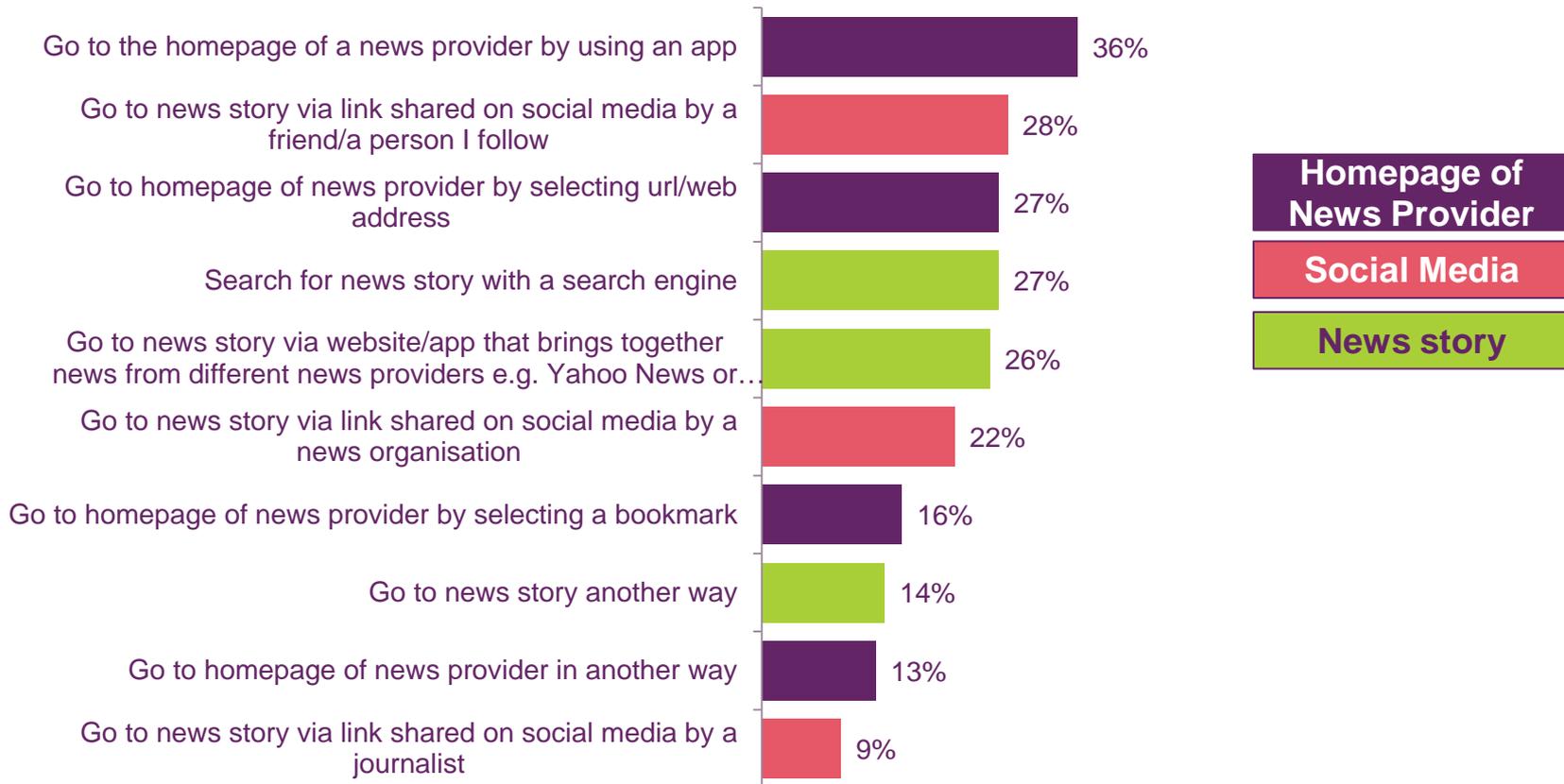
Q6a) In which types of ways do you access and use news through the internet or apps nowadays? Base: All who use any internet for news nowadays (1141), 16-24 (227), 55+ (239)

Figure 6.5

Types of ways to access online news

Accessing online news directly through the news provider’s app is most popular among those who use the internet for news.

Proportion of internet news users who answered ‘Most times’ or ‘Often’ (%)



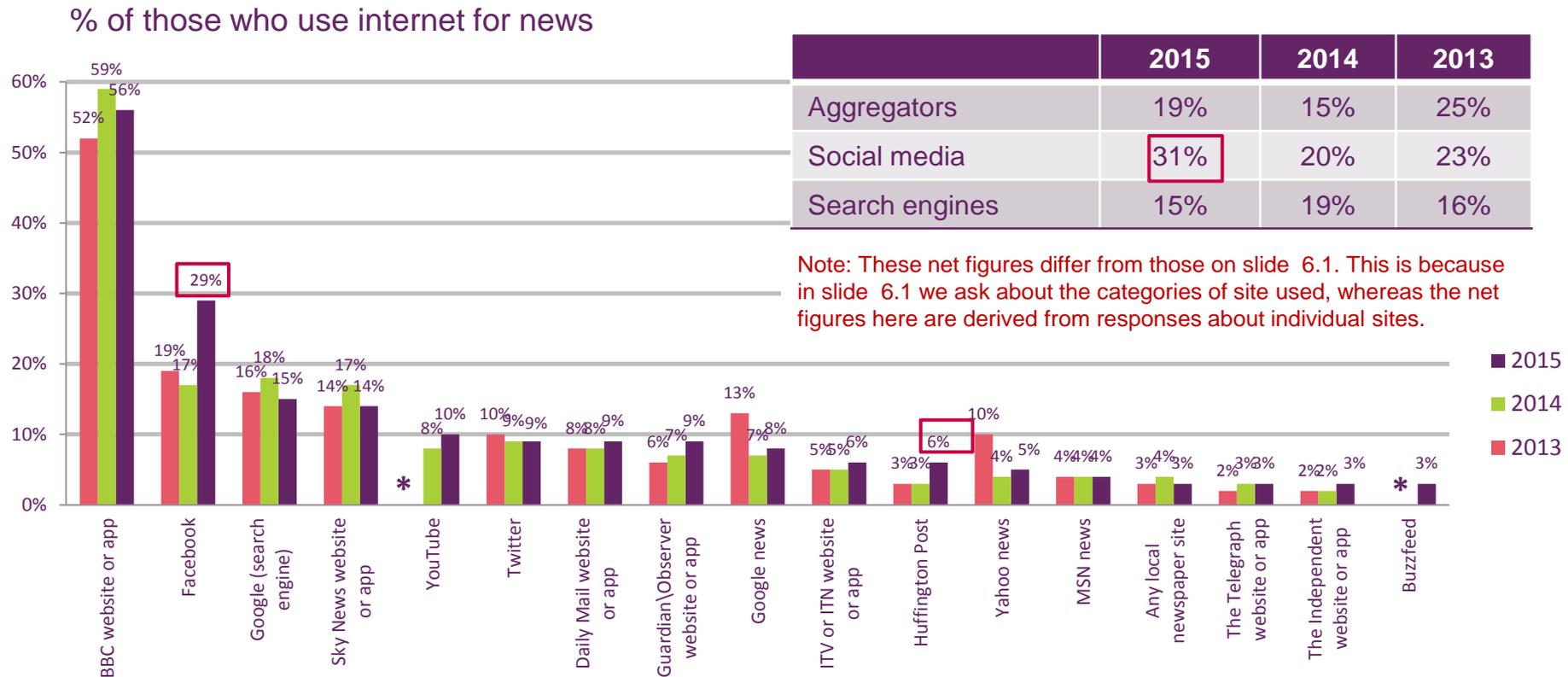
Q6a1) Still thinking about when you access online news, can you tell me how often, if at all, you do any of the following?

Base: All who use any internet for news nowadays (1141)

Figure 6.6

Websites or apps used for news nowadays

Use of social media for news has seen an increase of 11 percentage points since 2014, from 20% to 31%), mainly driven by the increase in use of Facebook for news (from 17% in 2014 to 29% in 2015).



Note: These net figures differ from those on slide 6.1. This is because in slide 6.1 we ask about the categories of site used, whereas the net figures here are derived from responses about individual sites.

Note: boxes in red indicate differences of statistical significance

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

Base: All who use internet for news (1141) 2014 (1029) 2013 (857) Note: only sources with an incidence of over 2% are shown. Note: in 2014 'Aggregators' includes Google News, MSN News, Yahoo News, AOL News, Feedly, Flipboard, plus any other sites nominated by respondents. Google reader ceased in 2013. In 2015 News Now and BuzzFeed were also included. 'Social media' includes Facebook and Twitter. 'Search engines' include Google and any other search engine nominated by respondents. * indicates where no data was available.

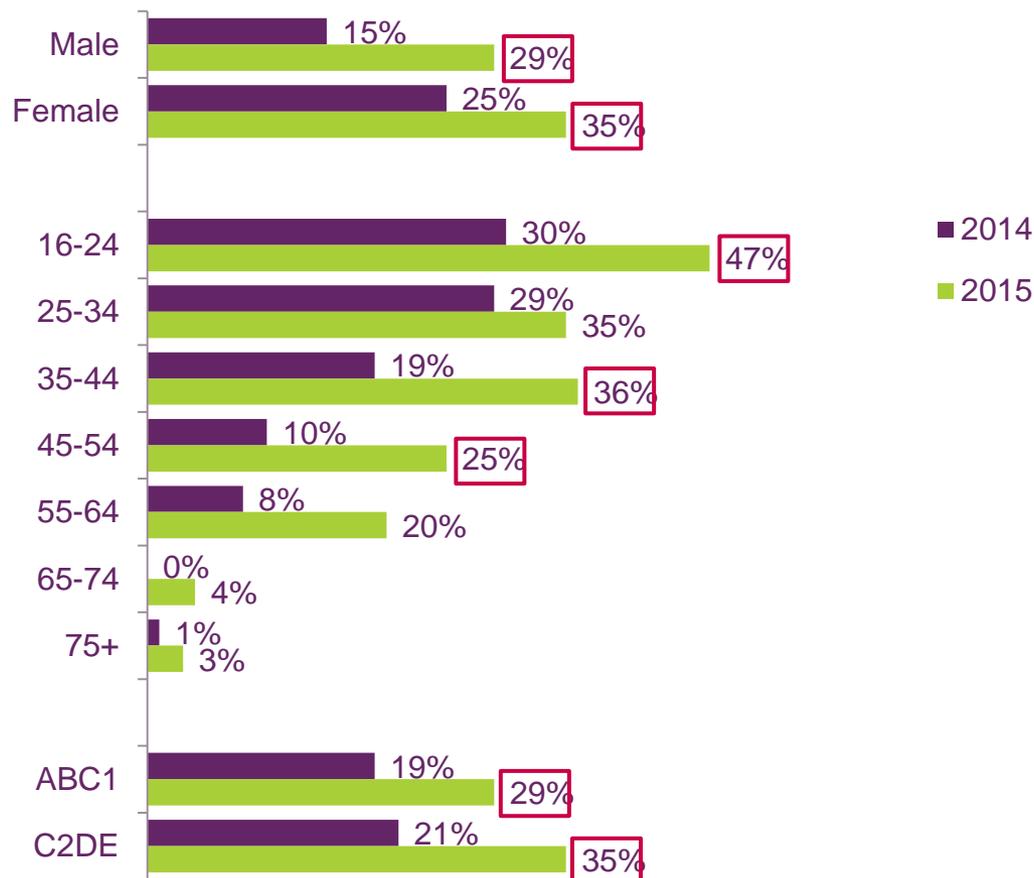
Figure 6.7



Use of Facebook/ Twitter for news nowadays

Social media has seen a significant increase across most demographic groups with almost half (47%) of 16-24s now using Facebook or Twitter for news

% of adults in UK who use internet for news



Note: boxes in red indicate differences of statistical significance

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

Base: All who use internet for news (1141) 2014 (1029)

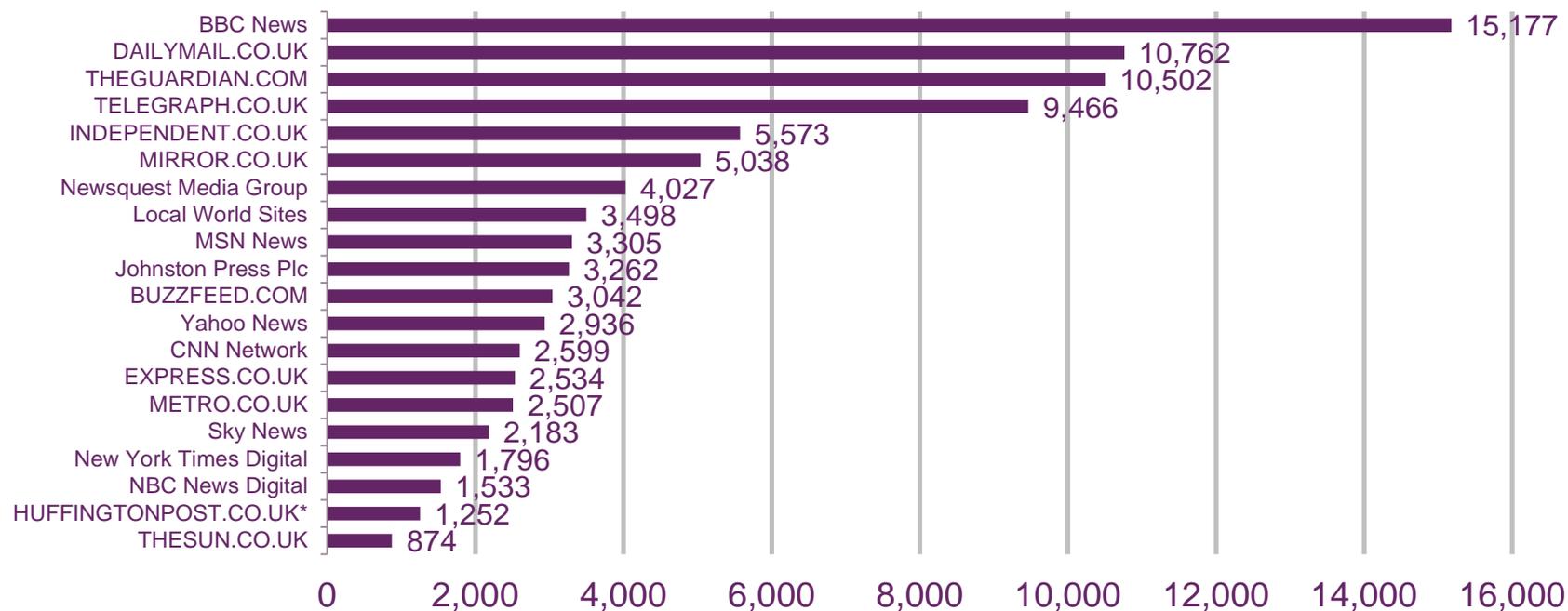
Figure 6.8

Unique audience* for the top 20 selected news sites in the UK, March 2015

News content on bbc.co.uk has the highest unique audience of news websites in the UK.

Newspapers' websites also have a significant number of desktop/laptop users, with the *Daily Mail* leading, followed closely by *The Guardian* site and then *The Daily Telegraph*.

Unique audience (thousands)



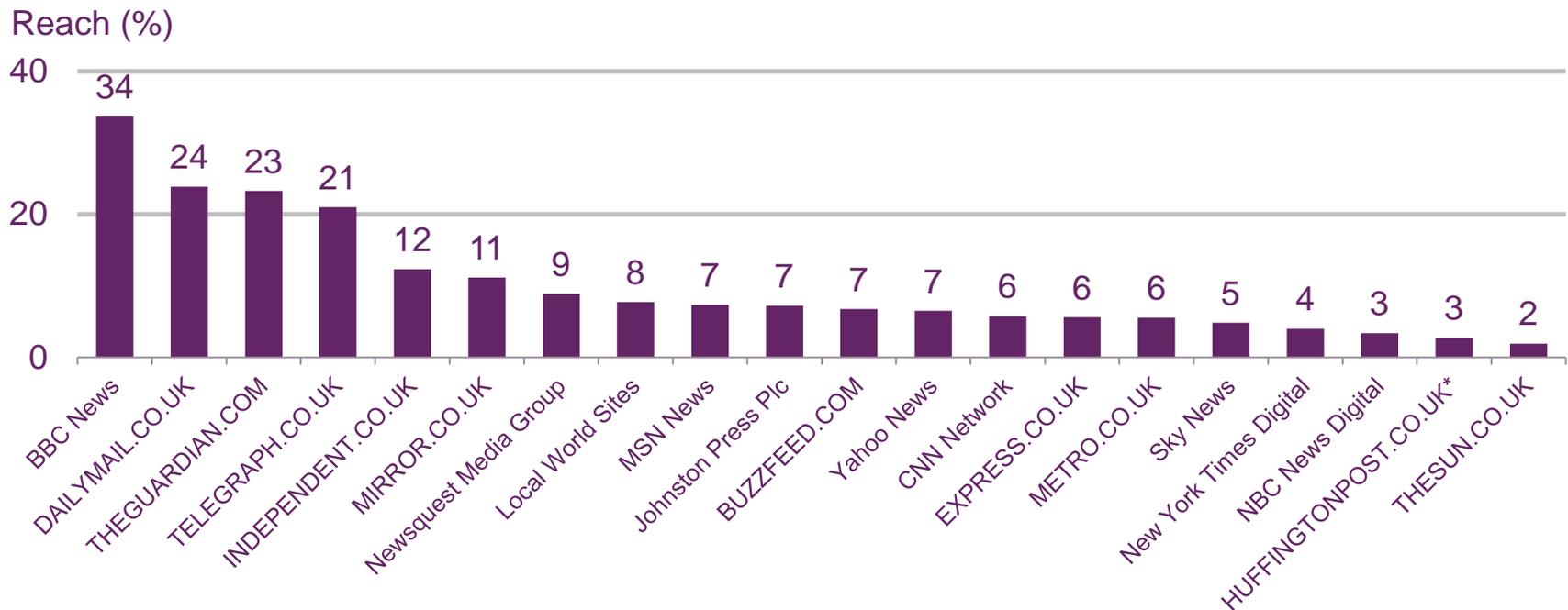
Source: ComScore, March 2015, Adults 15+. Internet use at work and home, on desktop and laptop only.

* Smartphone and tablet use is excluded because of inconsistency of available data across devices and between browser use and application use. Note: Figures for the BBC and Yahoo! refer to the de-duplicated audience of news-specific sites in their respective reporting categories. Newsquest, Johnston Media and New York Times Digital are aggregate audiences of reporting local titles.

Figure 6.9

Online PC/laptop reach* for top 20 selected news sites in the UK, March 2015

The BBC news site has the highest reach, followed closely by the *Daily Mail*, then *The Guardian* and *The Daily Telegraph*. Each of these sites were visited by at least a fifth of desktop/laptop users in March 2015.



Source: ComScore, March 2015, Adults 15+. Internet use at work and home, on desktop and laptop only.

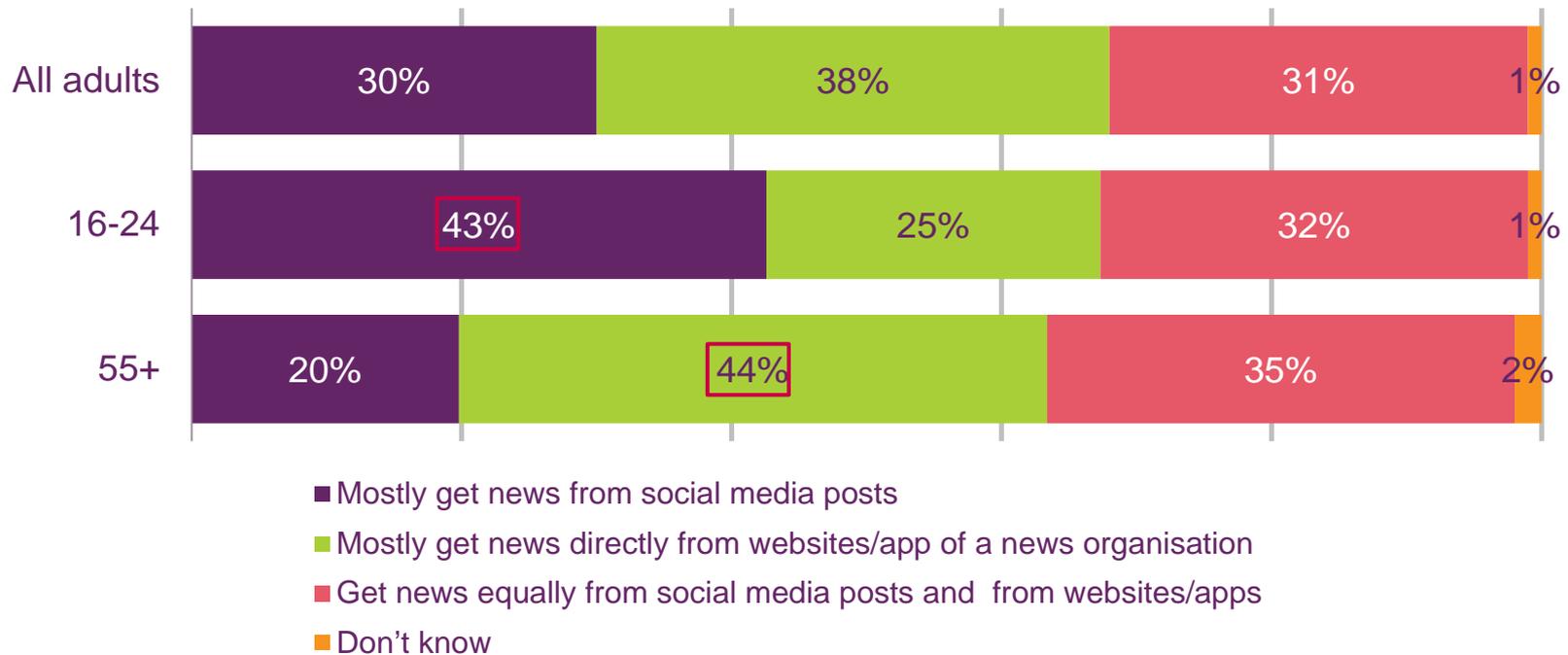
* Smartphone and tablet use is excluded because of inconsistency of available data across devices and between browser use and application use. Reach is defined as the proportion of the total online audience aged 15+ who have visited the relevant site at least once in the reporting month. Note: Figures for the BBC and Yahoo! refer to the de-duplicated audience of news-specific sites in their respective reporting categories. Newsquest, Johnston Media and New York Times Digital are aggregate audiences of reporting local titles.

Figure 6.10



Use of social media vs. news sites, among users of social media for news
16-24s who get news stories through social media are more likely to find out about news mostly via social media posts, with 55+s more likely to mostly get it directly from the website/app of a news organisation.

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



Note: boxes in red indicate differences of statistical significance

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

Base: All adults 16+ who get news stories through social media (e.g. Facebook, Twitter, YouTube, etc) (867), 16-24 (209), 55+ (110)

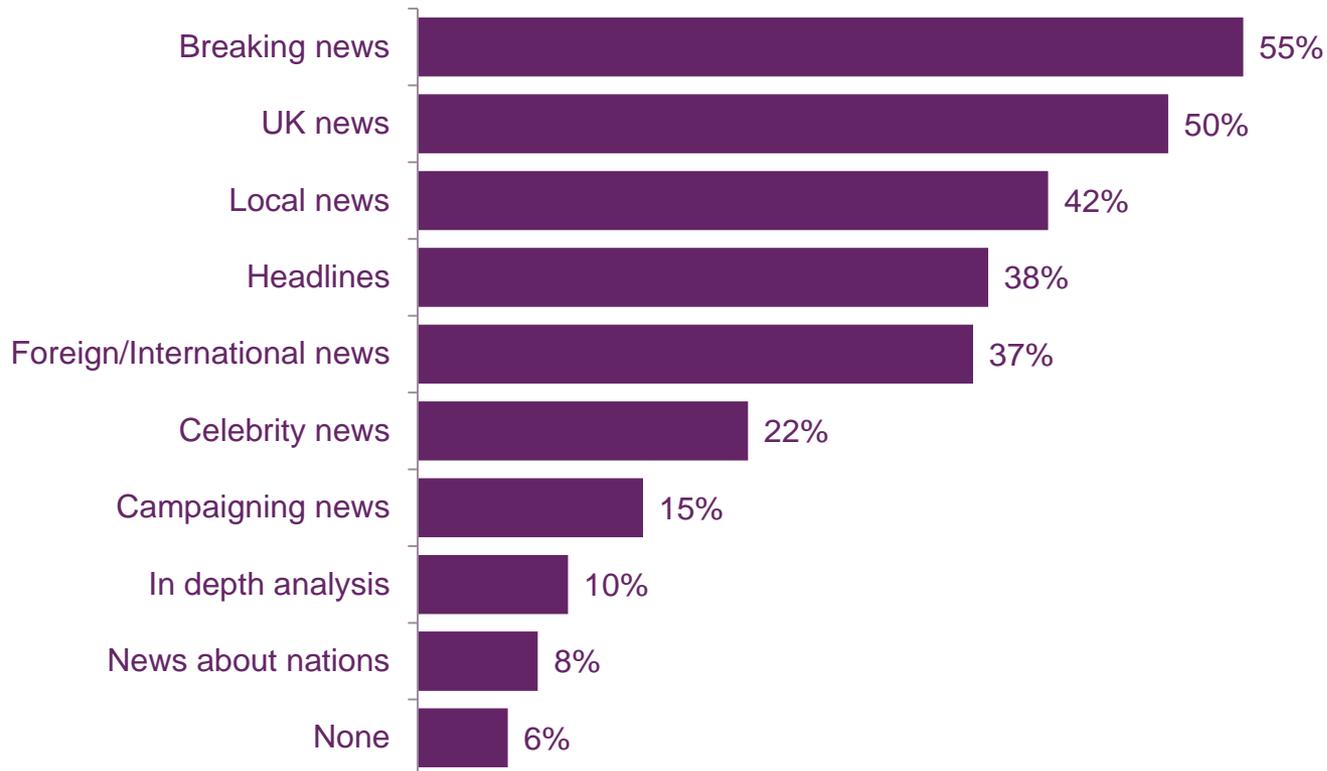
Figure 6.11



Types of news accessed from social media posts

Breaking news and UK news are the most popular types of news from social media posts among those who get news stories through social media.

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



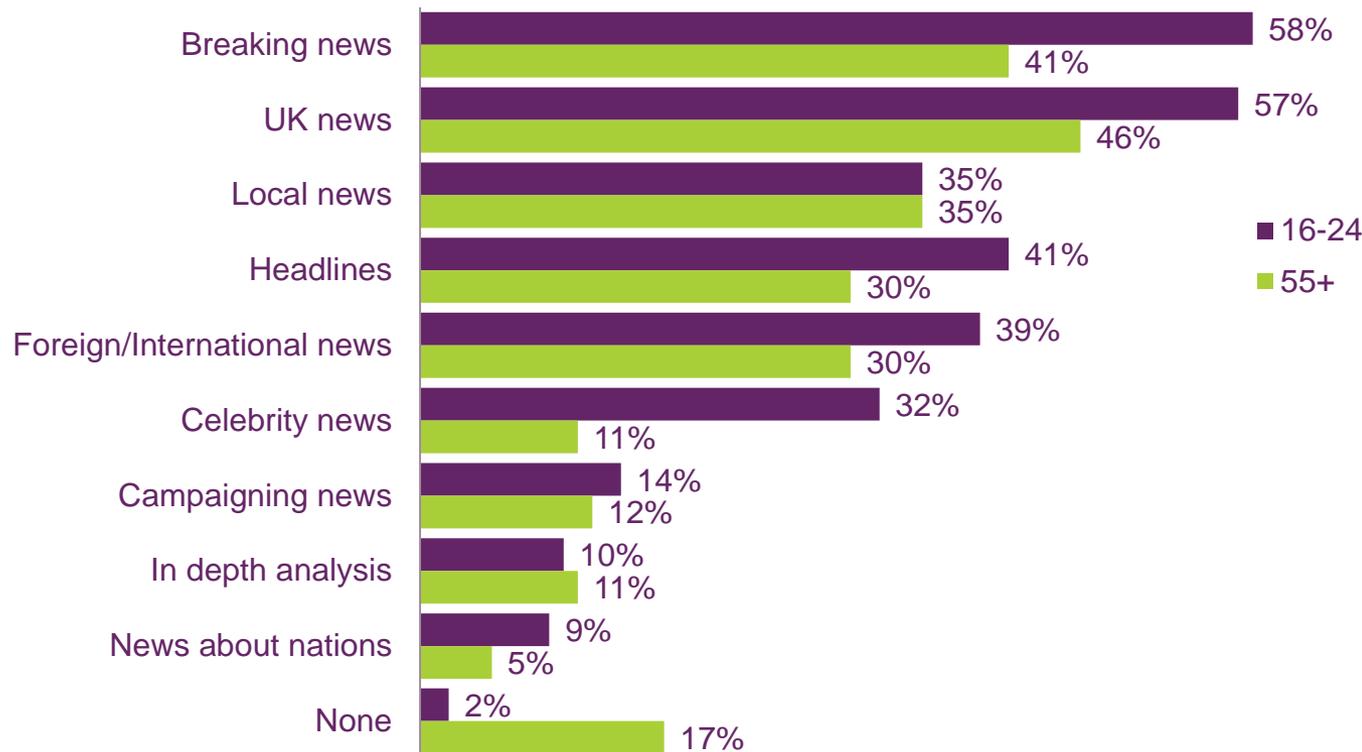
Q6a3) Which of the following types of news do you tend to get from the social media posts that you receive?
Base: All adults 16+ who get news stories through social media (e.g. Facebook, Twitter, YouTube, etc) (867)

Figure 6.12

Types of news accessed from social media posts – 16-24s and 55+

Six in ten (58%) 16-24s who use social media for news say they access breaking news stories, compared to 41% of 55+s. One third (32%) of 16-24s who use social media for news say they access celebrity news, compared to 11% of those aged 55+.

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



Q6a3) Which of the following types of news do you tend to get from the social media posts that you receive?
 Base: All adults 16+ who get news stories through social media (e.g. Facebook, Twitter, YouTube, etc) (867)

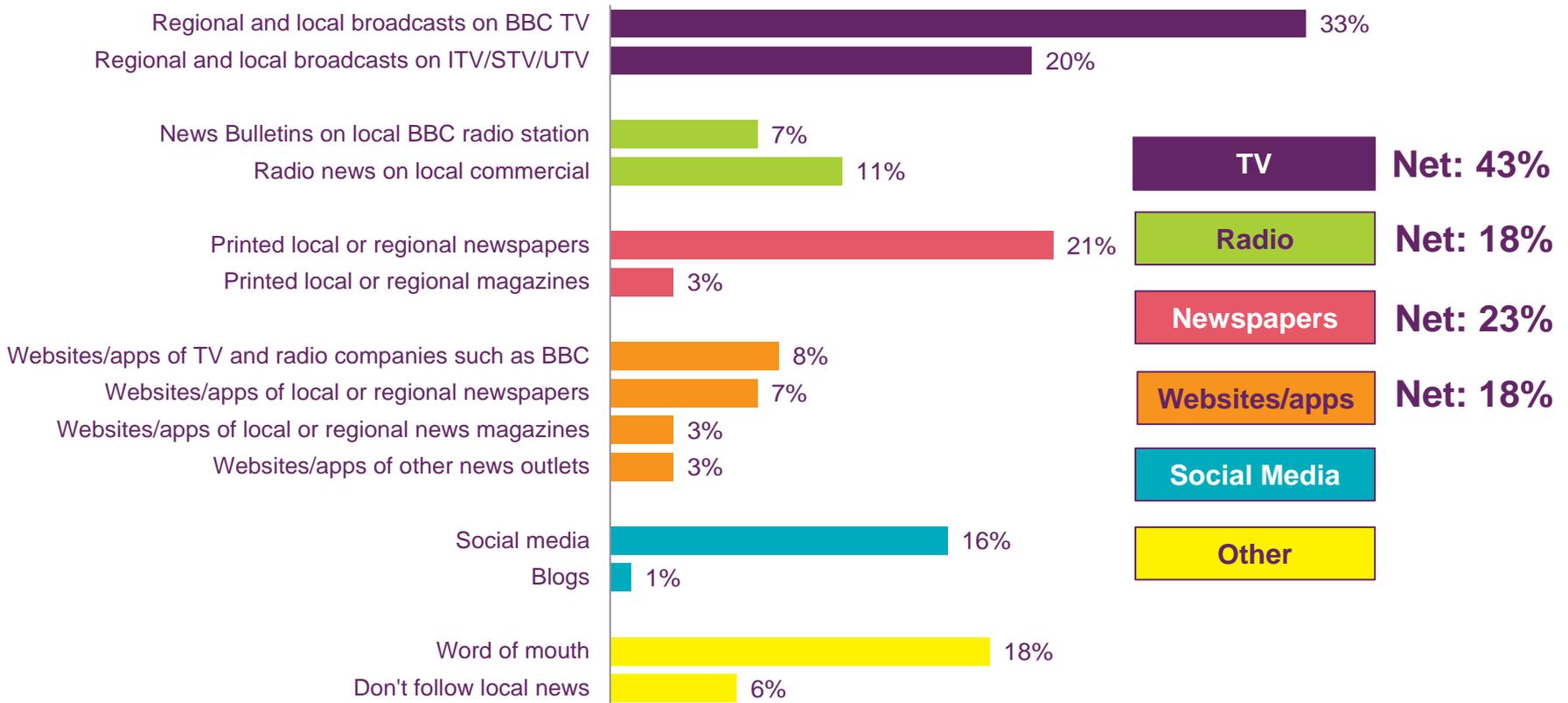
7 Local news use

Figure 7.1



Ways of accessing local news

TV is the most popular platform for accessing local news, with 33% using regional and local broadcasts on BBC TV, and 20% watching ITV/STV/UTV.



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

Base: All who use each platform for news nowadays (2663).

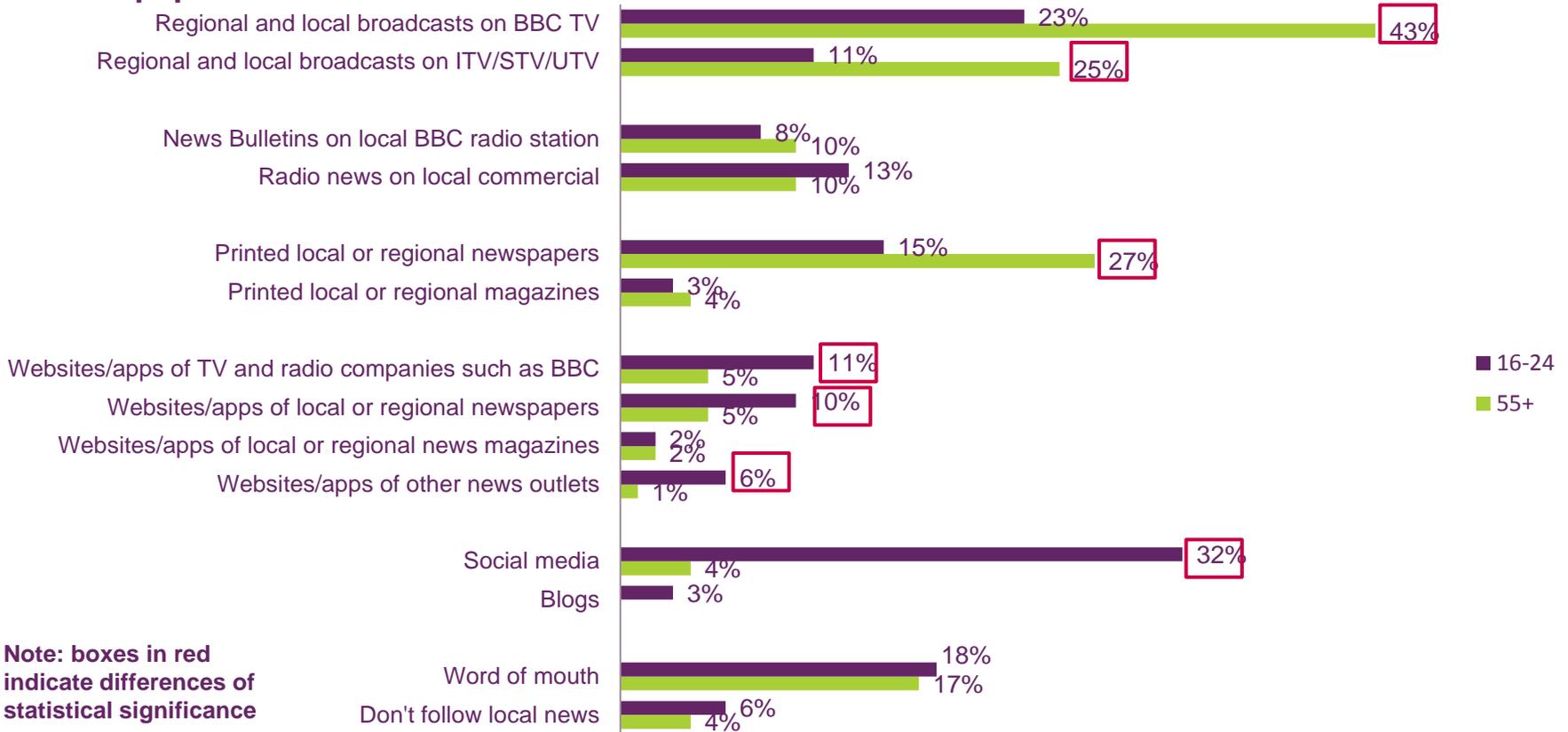
Note: Responses relating to Local TV as a distinct TV channel have not been included in this chart due to likely respondent misinterpretation of the question.

Figure 7.2



Ways of accessing local news – 16-24 and 55+

The most popular way of accessing local news for the 16-24 age group is through social media (32%), whereas those in the 55+ age group use more traditional means such as TV, radio and newspapers



Note: boxes in red indicate differences of statistical significance

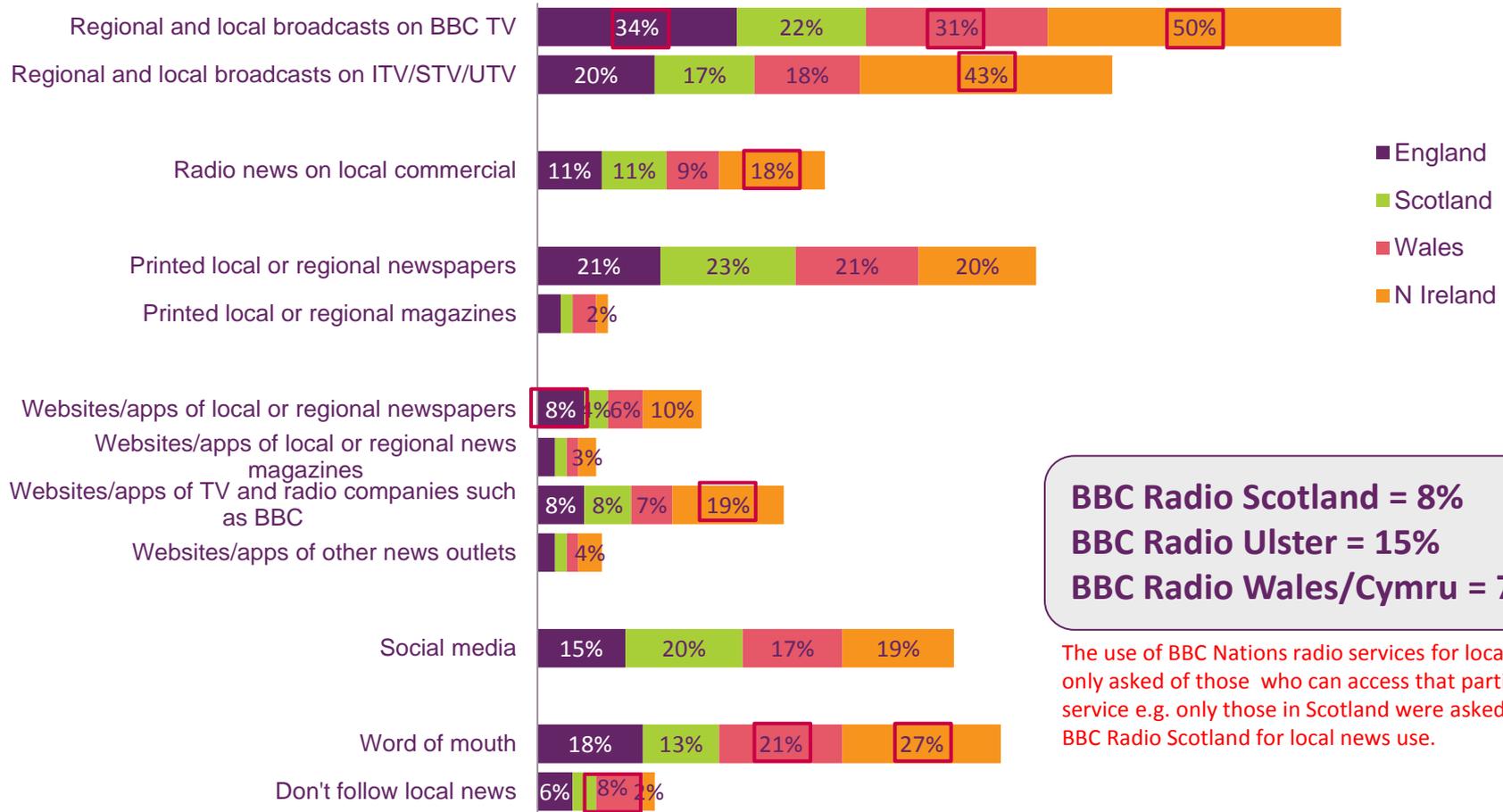
QXX3) Thinking particularly about local news, which of the following do you use? Base: All who use each platform for news nowadays (UK=2663, 16-24=315, 55+=1141). Note: significance testing has been carried out between age groups. Note: Responses relating to Local TV as a distinct TV channel have not been included in this chart due to likely respondent misinterpretation of the question.

Figure 7.3



Ways of accessing local news: by Nation

Half of those in Northern Ireland use BBC TV to access local news



The use of BBC Nations radio services for local news was only asked of those who can access that particular service e.g. only those in Scotland were asked if they use BBC Radio Scotland for local news use.

QXX3) Thinking particularly about local news, which of the following do you use? Base: All who use each platform for news nowadays (UK=2663, England=1591, Scotland=347, Wales=394, Northern Ireland=331). Note: Responses relating to Local TV as a distinct TV channel have not been included in this chart due to likely respondent misinterpretation of the question. Note: significance testing has been carried out between nations

8 Share of references

Share of references



Share of references is a bespoke cross media-metric which is derived from our consumer research.

Respondents are asked to list all of the news sources which they use and the frequency with which they use them. We calculate the share that each source has across all media platforms, by taking into account the frequency with which sources are used by respondents.

Calculation:

1. Frequency scale figures established for each individual source used “nowadays”
2. Frequency figures factored for each source (e.g. figures for BBC One “Lots of times a day” are multiplied by 21, figures for BBC One “2-3 times a day” are multiplied by 14, etc.)
3. Factored figures summed to create a new total for each source
4. All sources summed to create grand total of consumption
5. Proportion of grand total calculated for each source
6. Totals for each individual source summed and grouped by respective retailer/wholesaler, i.e. If respondent uses more than one source from a particular retailer/wholesaler it counts each time
7. Proportions for each relevant source summed for providers to create share of references
8. Specific platform proportions of share of references calculated for each provider as well

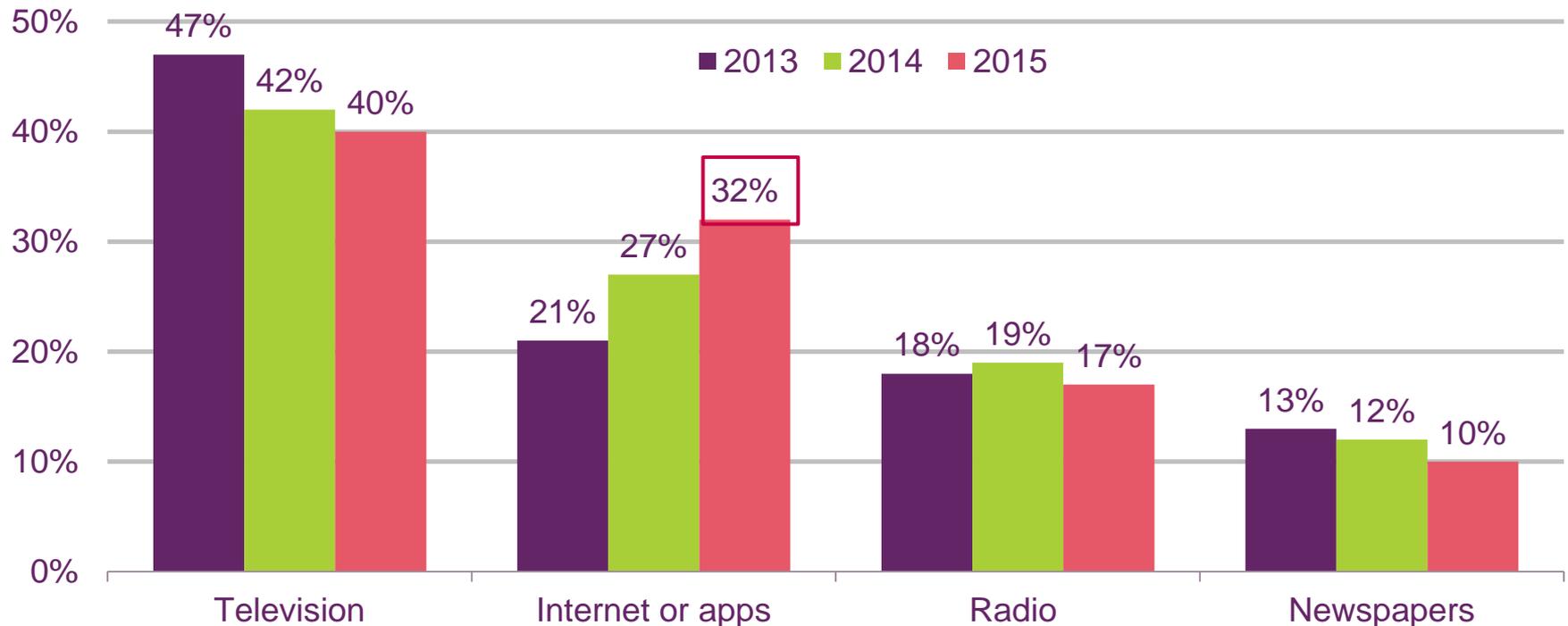
Note: In our 2015 advice to the Secretary of State on a Measurement Framework for Media Plurality, we noted that although Sky News Radio provides bulletins for commercial radio stations, many commercial stations source, produce and broadcast their own news content. We, therefore, no longer consider it appropriate to aggregate all commercial radio consumption to Sky as a wholesale provider. We now consider that the two largest radio groups, Global Radio and Bauer Radio, are wholesale providers of news (with a 4% and 1% share of references respectively), and are currently assessing the extent to which other commercial radio broadcasters (together providing a 1% share of reference) also operate as wholesale providers of news content. Global Radio and Bauer Radio are therefore presented at the wholesale level in our data. While we assess the provision of other commercial radio broadcasters’ news content, these are included within “other”. This methodology has been applied to the current and historic data shown on the charts which follow. Published prior data is not comparable.

Figure 8.1

Platform share of references

The share of references for internet or apps has increased by five percentage points since 2014, while the share of references for TV, radio and newspapers has stayed largely the same year on year.

Proportion of respondents (%)



Note: boxes in red indicate differences of statistical significance

Base: All who use a news source nowadays (2626)

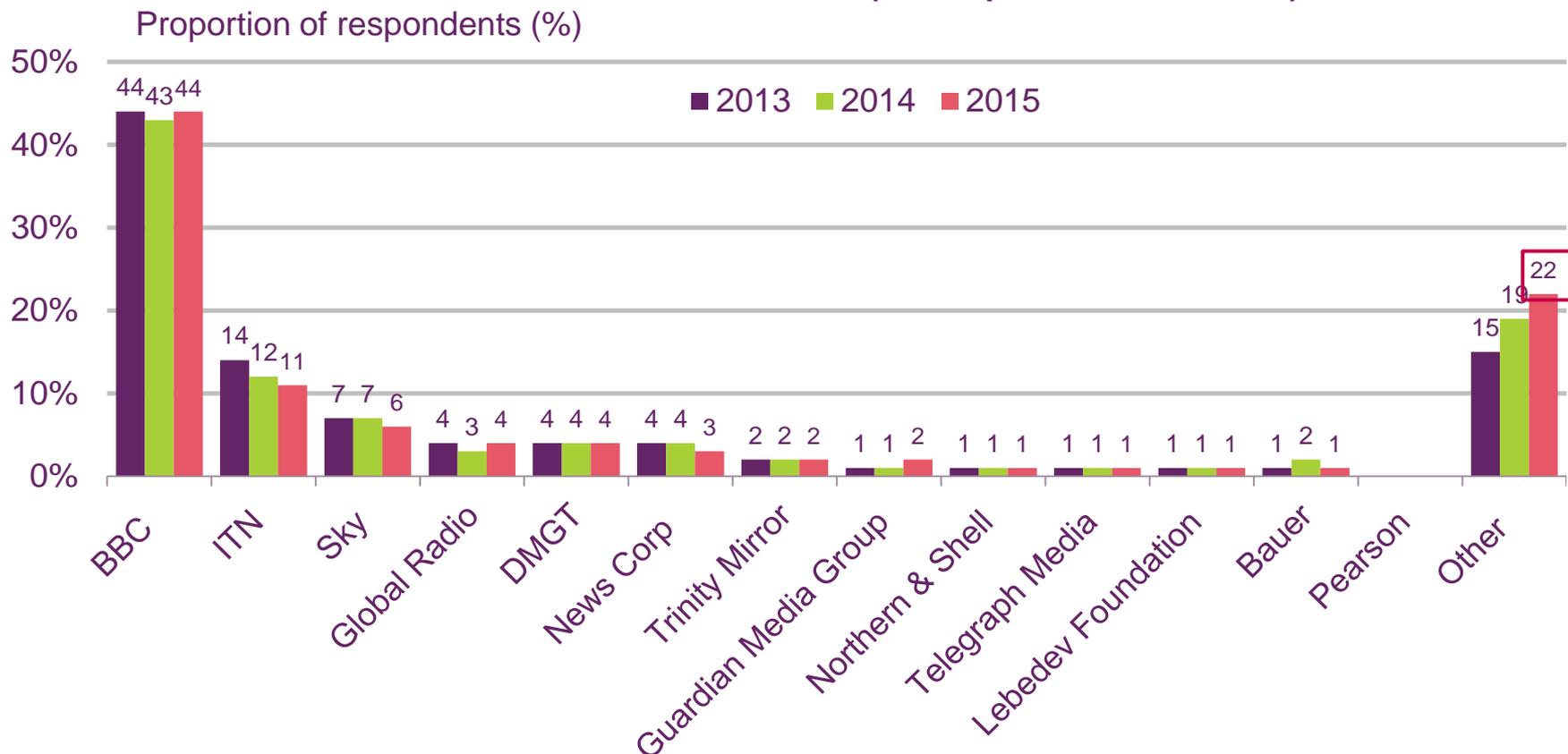
Figure 8.2

WHOLESALE



Platform share of references

At the wholesale level there is little change in share of reference from 2014. However, there has been an increase in the share of reference for “other” (22%, up from 19% in 2014).



Base: All who use a news source for news nowadays (2588) 2014 (2553). Note: Wholesale is classified as the company that provides the news for the given source. Note: We no longer consider it appropriate to aggregate all use of commercial radio for news to Sky as a wholesale provider, as was the case in our 2014 report. We now consider that Global Radio and Bauer Radio are wholesale providers of news and are therefore presented on this chart at the wholesale level. Please see the introductory slide to section 8 for more details. Note: boxes in red indicate differences of statistical significance between 2014 and 2015.

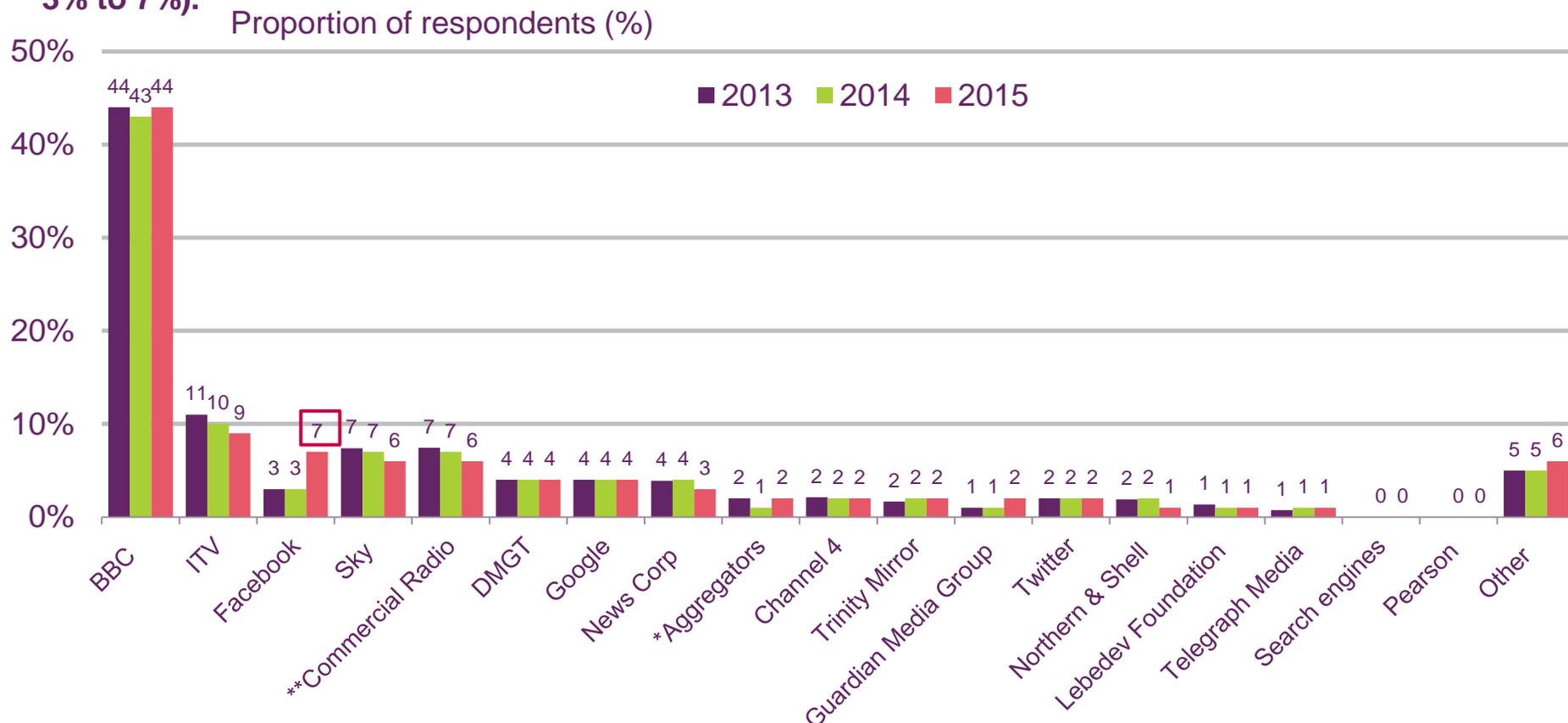
Figure 8.3

RETAIL



Platform share of references

At a retail level, there has been an increase in the share of reference for Facebook since 2014 (from 3% to 7%).



Base: All who use a news source for news nowadays (2588) 2014 (2553) Note: Retail is classified as the owner of the branded title/service through which the news is provided (except the three generic categories 'commercial radio', 'aggregators' and 'social media'). *News Now and BuzzFeed included in 2015 **Other local commercial, Smooth Radio, LBC, Magic, Kiss included in 2015. Note: Digital intermediaries such as social media, search engines and aggregators draw on content from a range of online news providers. While other retail news sources listed here may be accessed through these intermediaries, it is beyond the scope of this survey to capture this use. Note: boxes in red indicate differences of statistical significance between 2014 and 2015

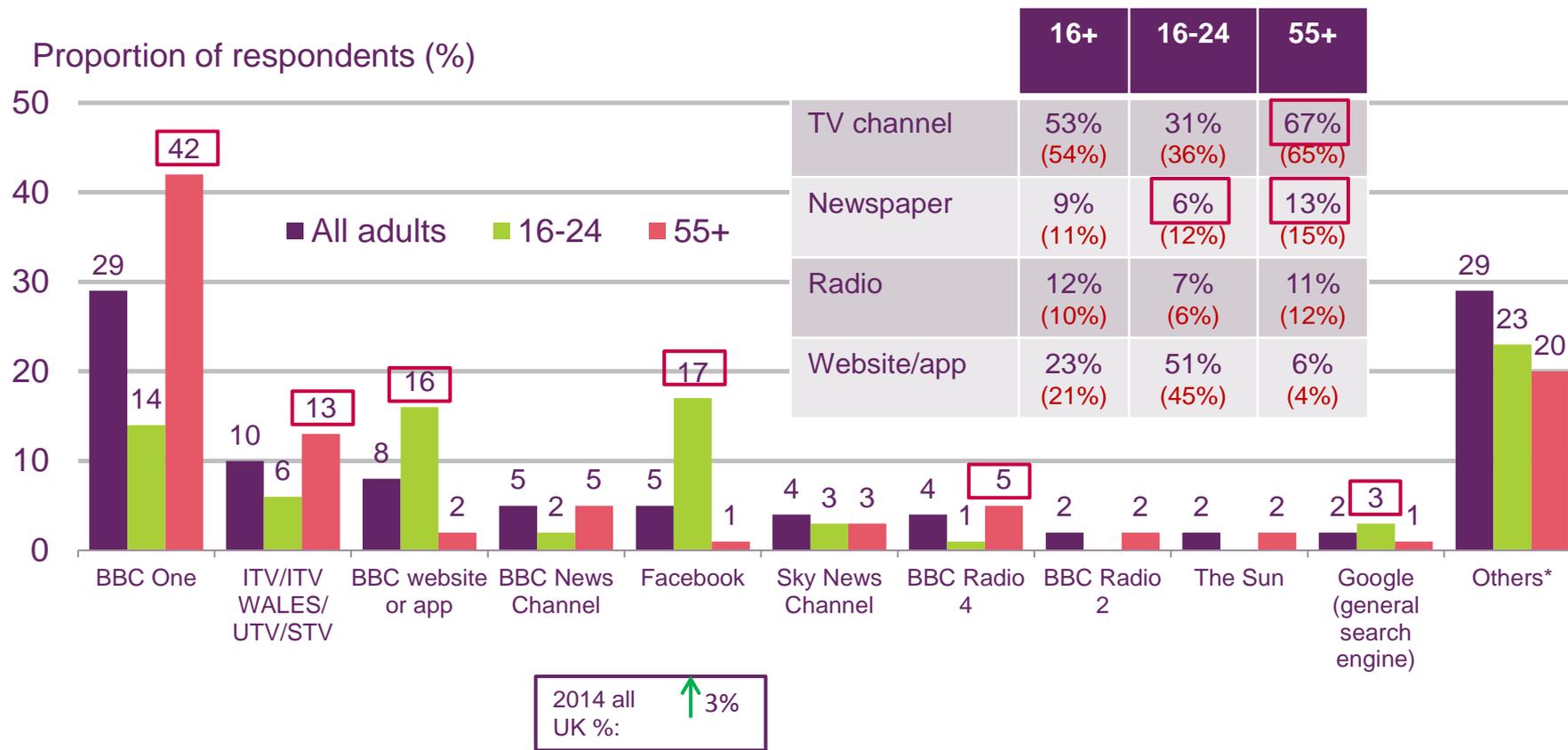
9 Attitudes towards news and reasons for following news

Figure 9.1



Single most important news source across all adults and selected age-groups

Those aged 55+ place more importance on BBC One than 16-24s (42% vs. 14%). 16-24s place more importance on websites/apps than those aged 55+ (51% vs 6%).



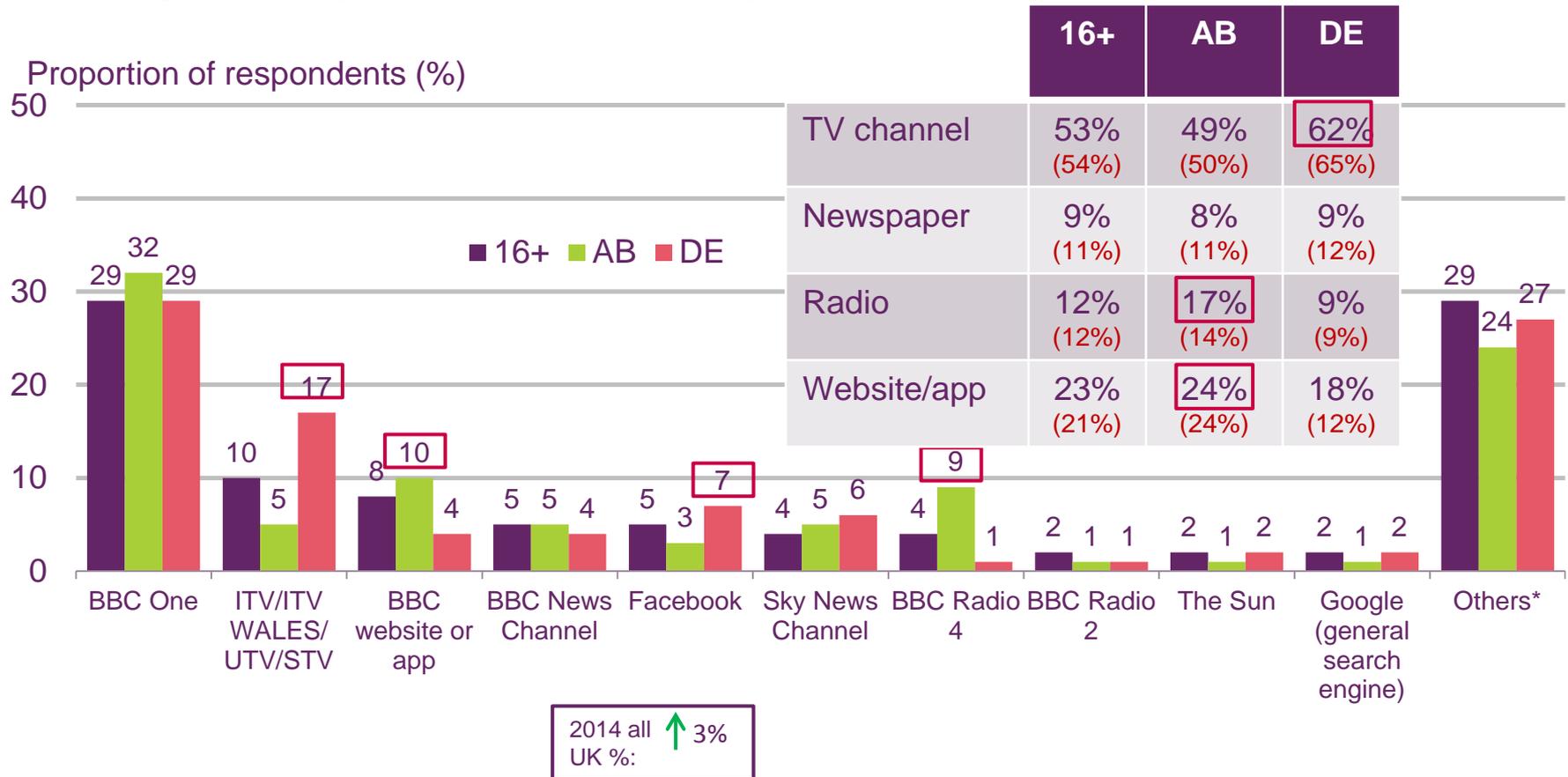
Note: boxes in red indicate differences of statistical significance

Q8a) Looking at all the sources of news you have said that you use, which one is most important to you personally. *Others' includes sources below 1%. Base: All who use any news source nowadays (16+=2588, 16-24=305, 55+=1124). Note: 2014 figures only shown where there are statistically significant differences between 2014 and 2015

Figure 9.2

Single most important news source across all adults and selected SEG

One in six (17%) of those in the DE socio-economic group say that ITV1 or its nations equivalent is their single most important news source, compared to 5% of ABs.



Note: boxes in red indicate differences of statistical significance

Q8a) Looking at all the sources of news you have said that you use, which one is most important to you personally?
 Base: All who use any news source nowadays (16+=2588, AB=471, DE=908). *Others' includes sources below 2%

Figure 9.3

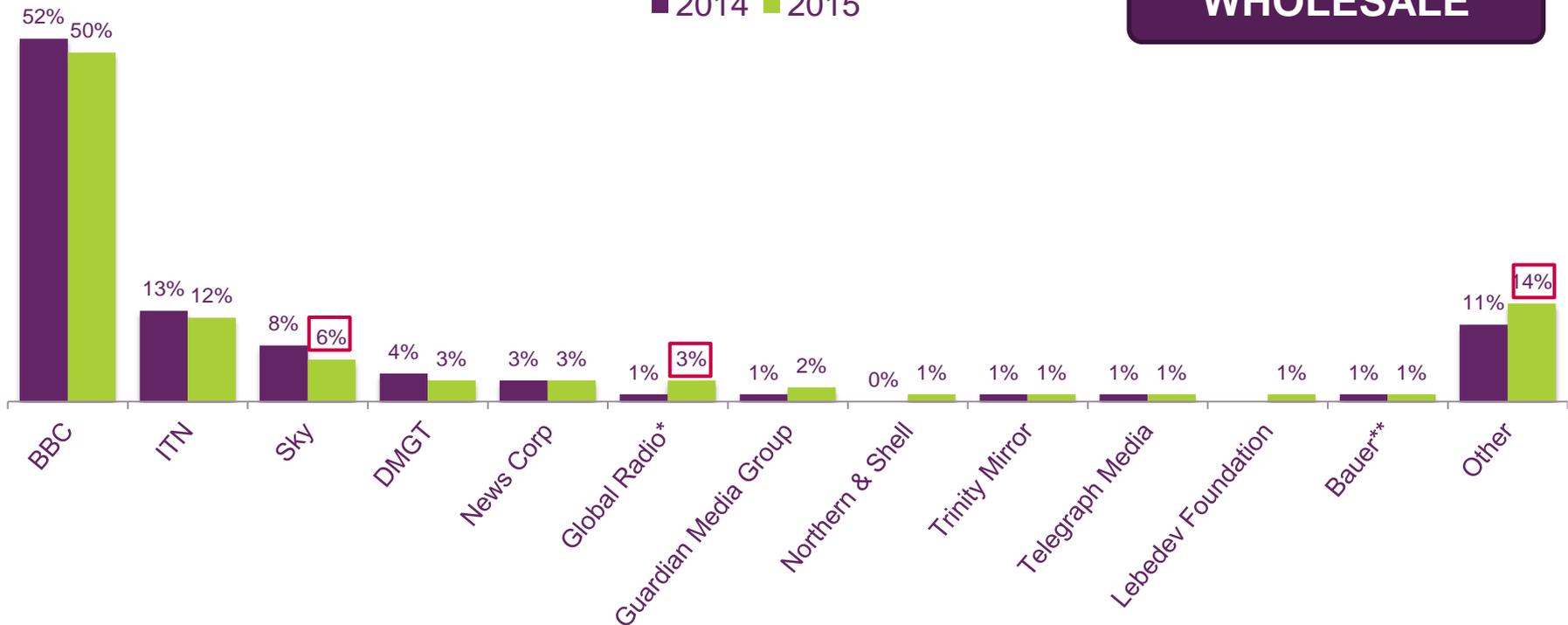
Single most personally important news source

Half (50%) cite a BBC source as their most important news source. This is followed by ITN (12%) and Sky (6%).

Proportion of respondents (%)

■ 2014 ■ 2015

WHOLESALE



Q8a) Looking at all the sources of news you have said that you use, which one is most important to you personally? Base: All who use a news source for news nowadays (2015: 2552, 2014:2592). Note: This wholesale category is derived from responses given about individual news titles. Note: We no longer consider it appropriate to aggregate all use of commercial radio for news to Sky as a wholesale provider, as was the case in our 2014 report. We now consider that Global Radio and Bauer Radio are wholesale providers of news and are therefore presented on this chart at the wholesale level. Please see the introductory slide to section 8 for more details. Note: boxes in red indicate differences of statistical significance between 2014 and 2015.

Figure 9.4



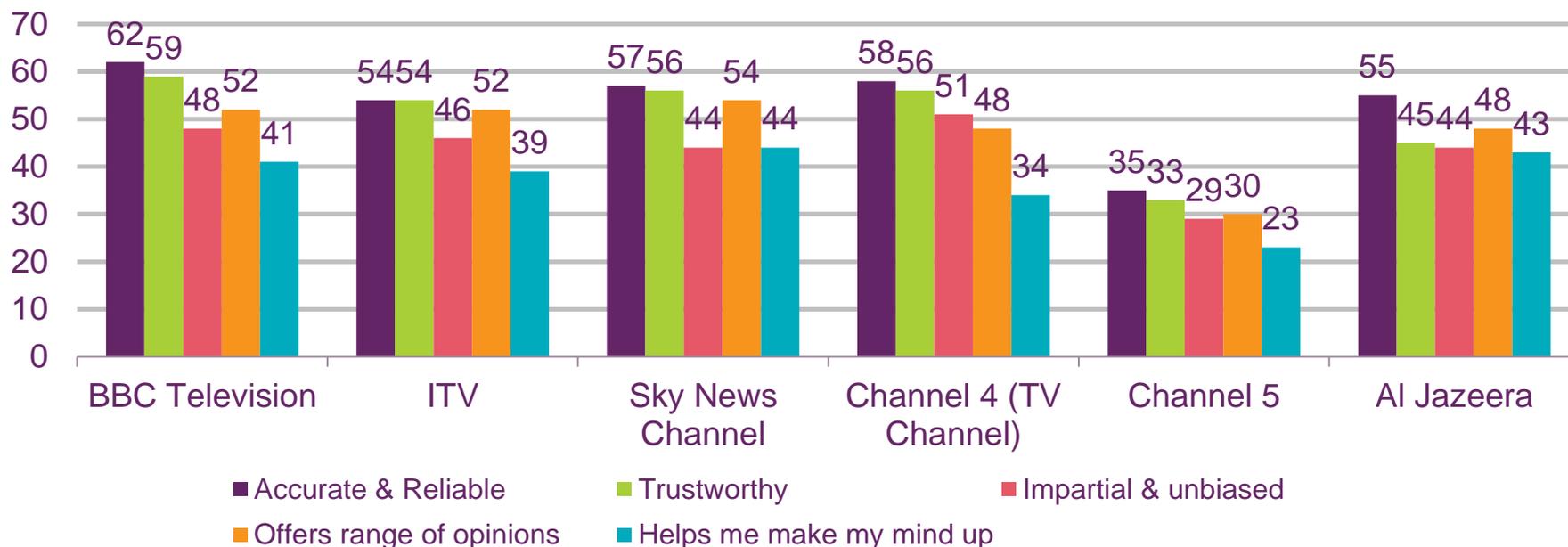
Attributes for television news sources among those who use each source

Six in ten viewers of BBC TV news rated it highly for accuracy and reliability (62%) and trustworthiness (59%), while around half of viewers of the Sky News Channel rated it highly for offering a range of opinions (54%) and helping them to make their mind up (44%).

Proportion who rated source as important

62% 48% 51% 43% 19% 60%

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



Q9c) And to what extent do you think the following statements apply to [SOURCE] as a news source? Answer using a scale of 1 to 10, where 1 is not at all and 10 is completely. Base: Those who use platform to access the news 'nowadays' on each type (varies) – Only includes bases over 50. Note: News sources are ordered by consumption levels.

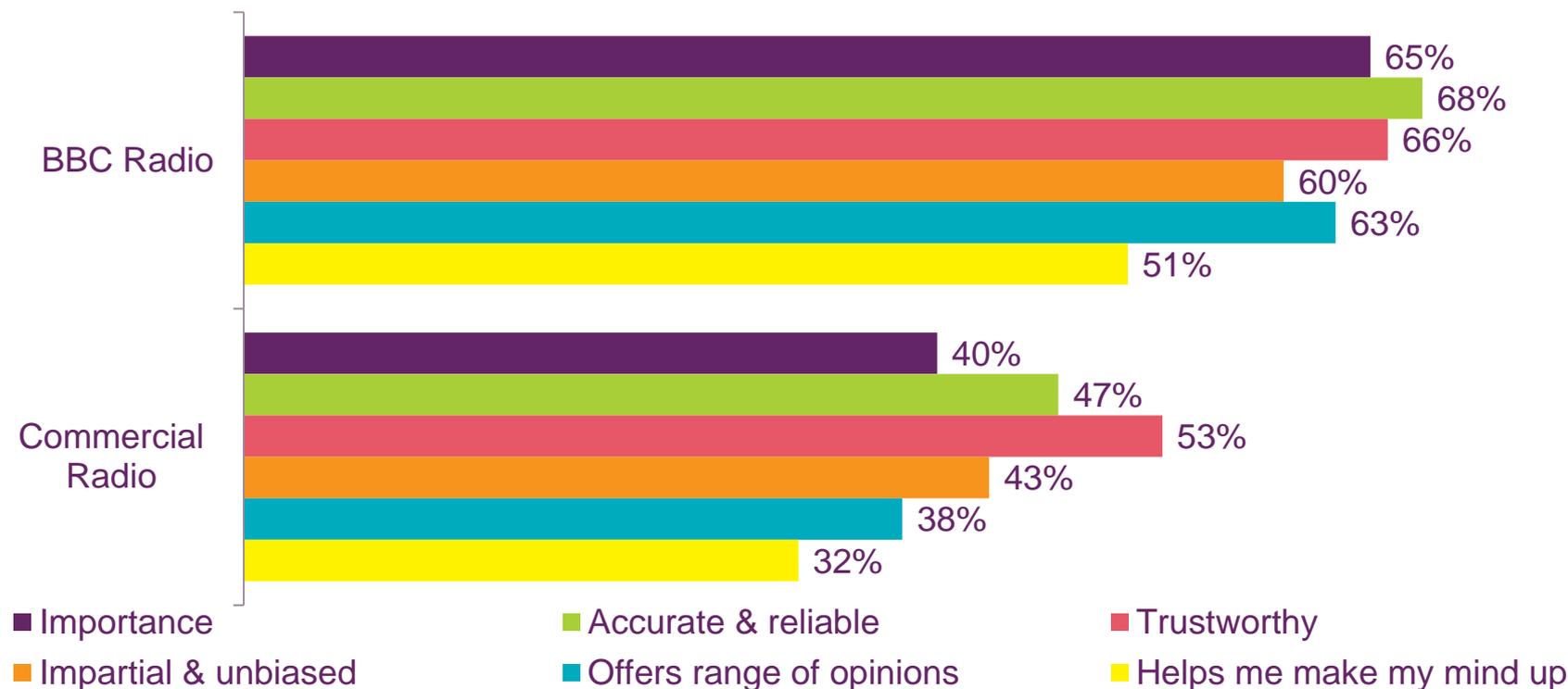
Figure 9.5



Attributes for radio news sources among those that use each source

Over 60% rate BBC Radio highly for all of the attributes, excepting 'helps me make my mind up' (51%), while below 50% rate commercial radio highly for all the attributes, excepting trustworthiness (53%)

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



Q9c) And to what extent do you think the following statements apply to [SOURCE] as a news source? Answer using a scale of 1 to 10, where 1 is not at all and 10 is completely
Base: Those who use platform to access the news 'nowadays' on each type (varies) – Only includes bases over 50. Note: News sources are ordered by consumption levels.

Figure 9.6



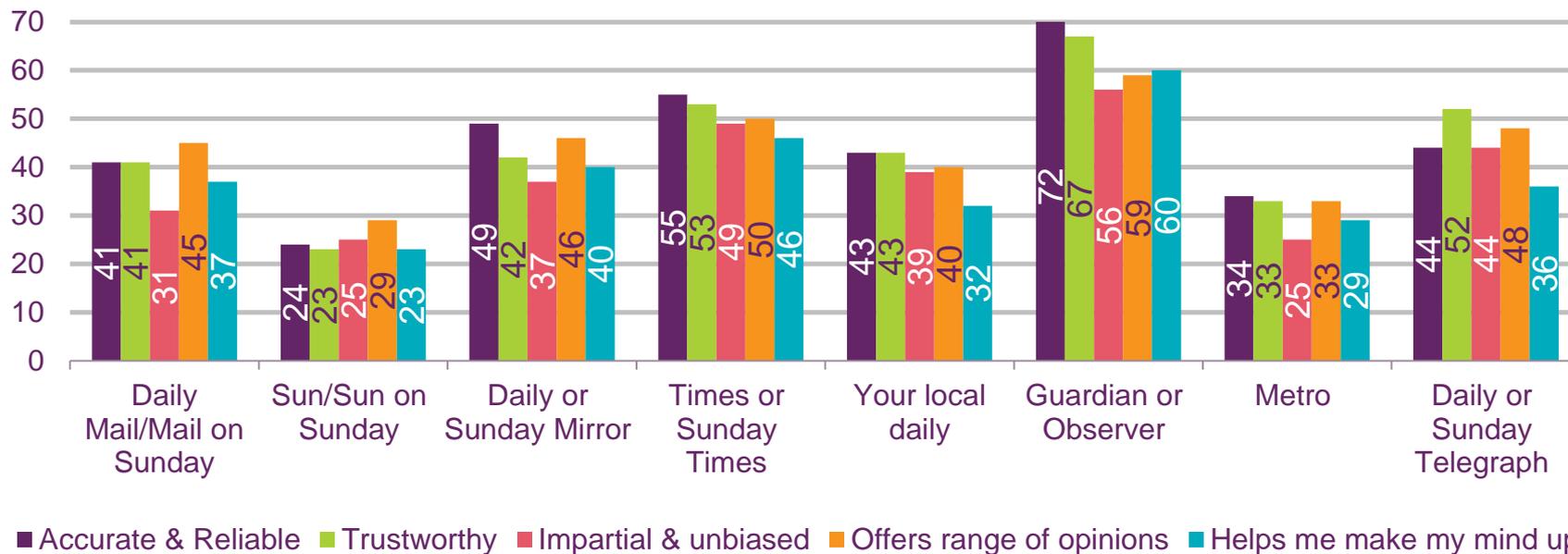
Attributes of newspaper sources among those who use each source

Over seven in ten (72%) rate the *Guardian* or *Observer* highly for accuracy and reliability, compared to just under a quarter that said the same for *The Sun/ Sun on Sunday*.

Proportion who rated source as important

48% 35% 45% 57% 55% 63% 38% 53%

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



Q9c) And to what extent do you think the following statements apply to [SOURCE] as a news source? Answer using a scale of 1 to 10, where 1 is not at all and 10 is completely
 Base: Those who use platform to access the news 'nowadays' on each type (varies) – Only includes bases over 50. Note: News sources are ordered by consumption levels.

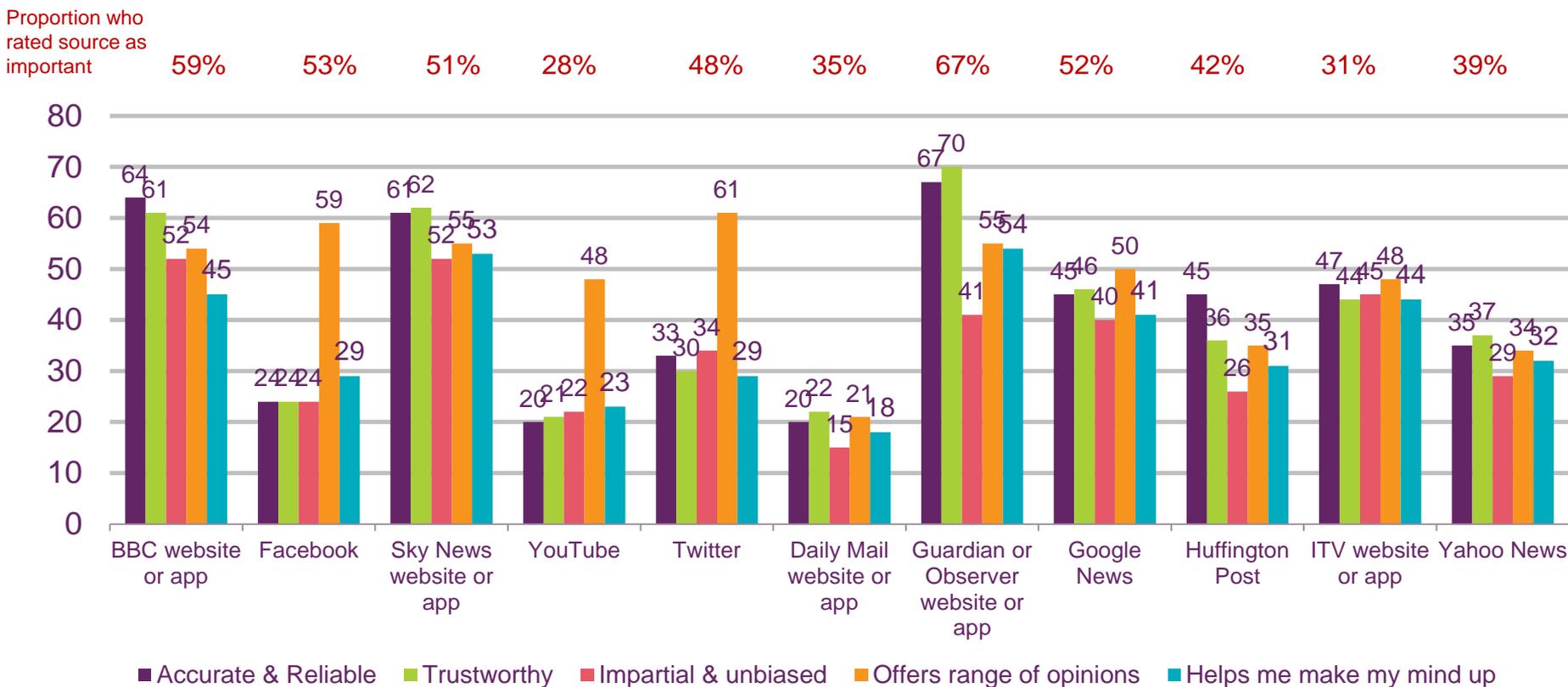
Figure 9.7



Attributes for website/app sources among those who use each source

In general, website news users are more likely than users of news on other platforms to rate their chosen source highly for offering a 'range of opinions'; this is particularly notable for users of Twitter and Facebook.

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



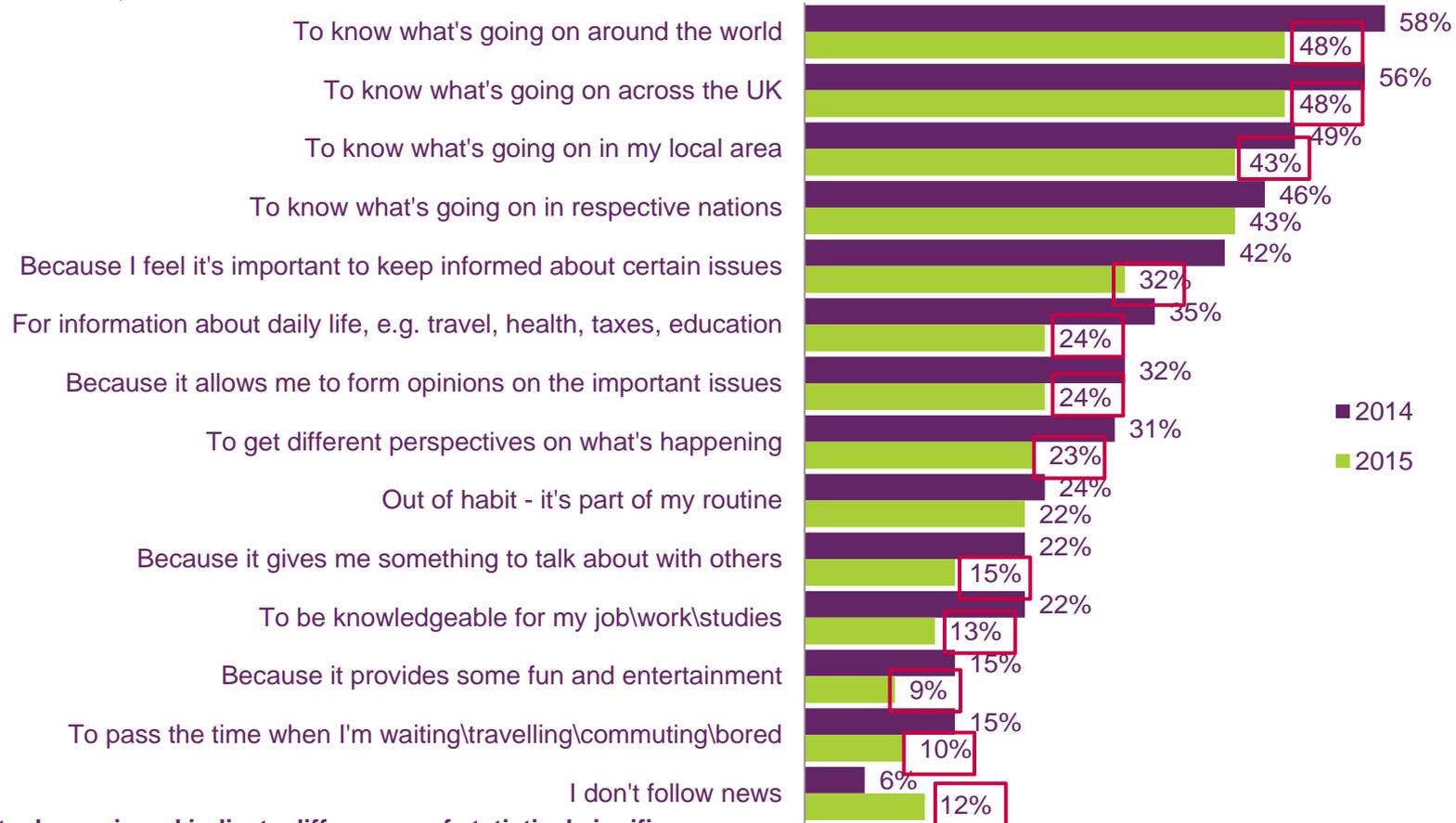
Q9c) And to what extent do you think the following statements apply to [SOURCE] as a news source? Answer using a scale of 1 to 10, where 1 is not at all and 10 is completely. Base: Those who use platform to access the news 'nowadays' on each type (varies) – Only includes bases over 50. Note: News sources are ordered by consumption levels.

Figure 9.8



Reasons for following news

Nearly half (48%) say they follow the news to know what's going on in the world or in the UK. Around one third (32%) say they do so because it's important to keep informed about certain issues, down from 42% in 2014.



Note: boxes in red indicate differences of statistical significance

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

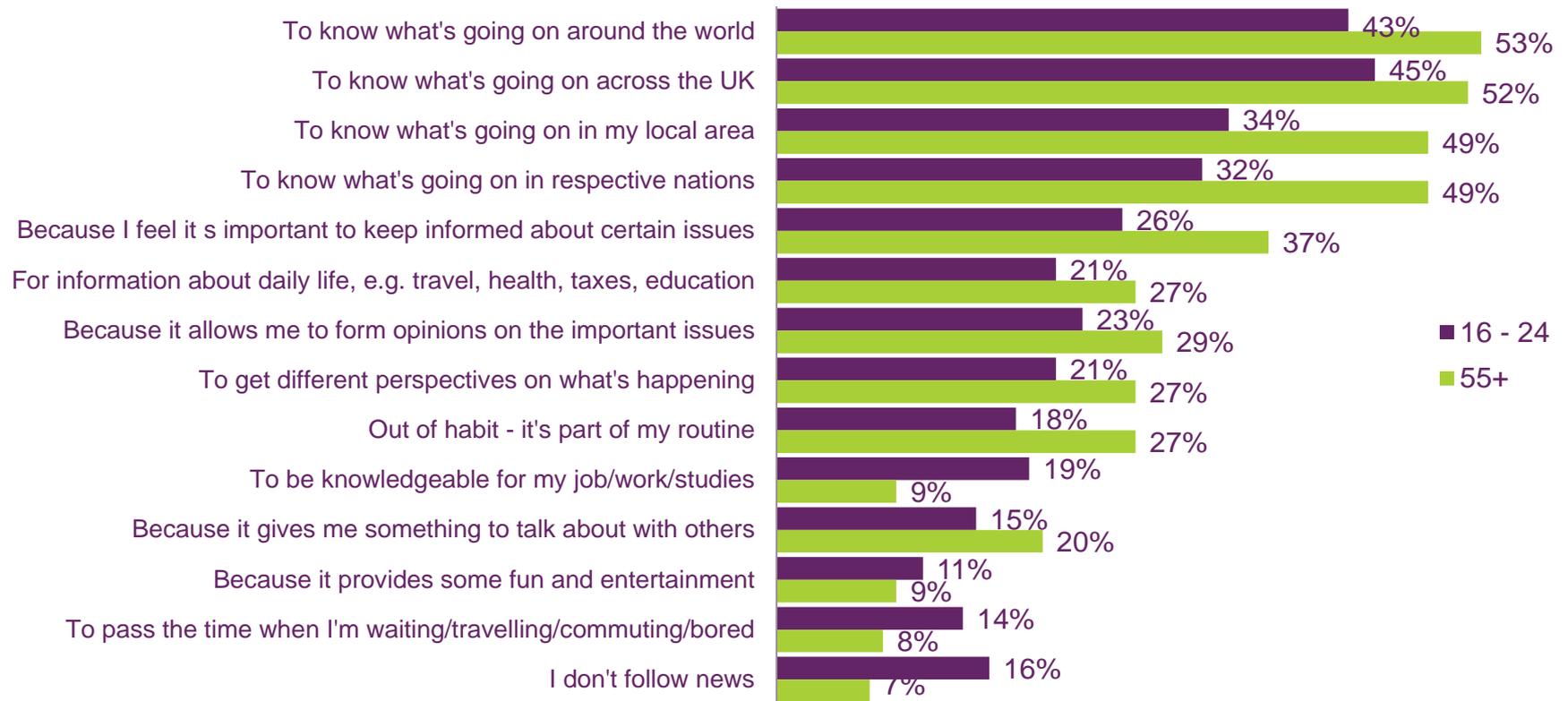
Base: All adults 16+ in UK (2921 in 2015, 2731 in 2014)

Figure 9.9



Reasons for following news: 16-24s vs. over-55s

Those aged 55+ are more likely to nominate most reasons for following the news, with the exception of being knowledgeable for job/work, for fun or entertainment, and to pass the time when waiting/travelling/bored.



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

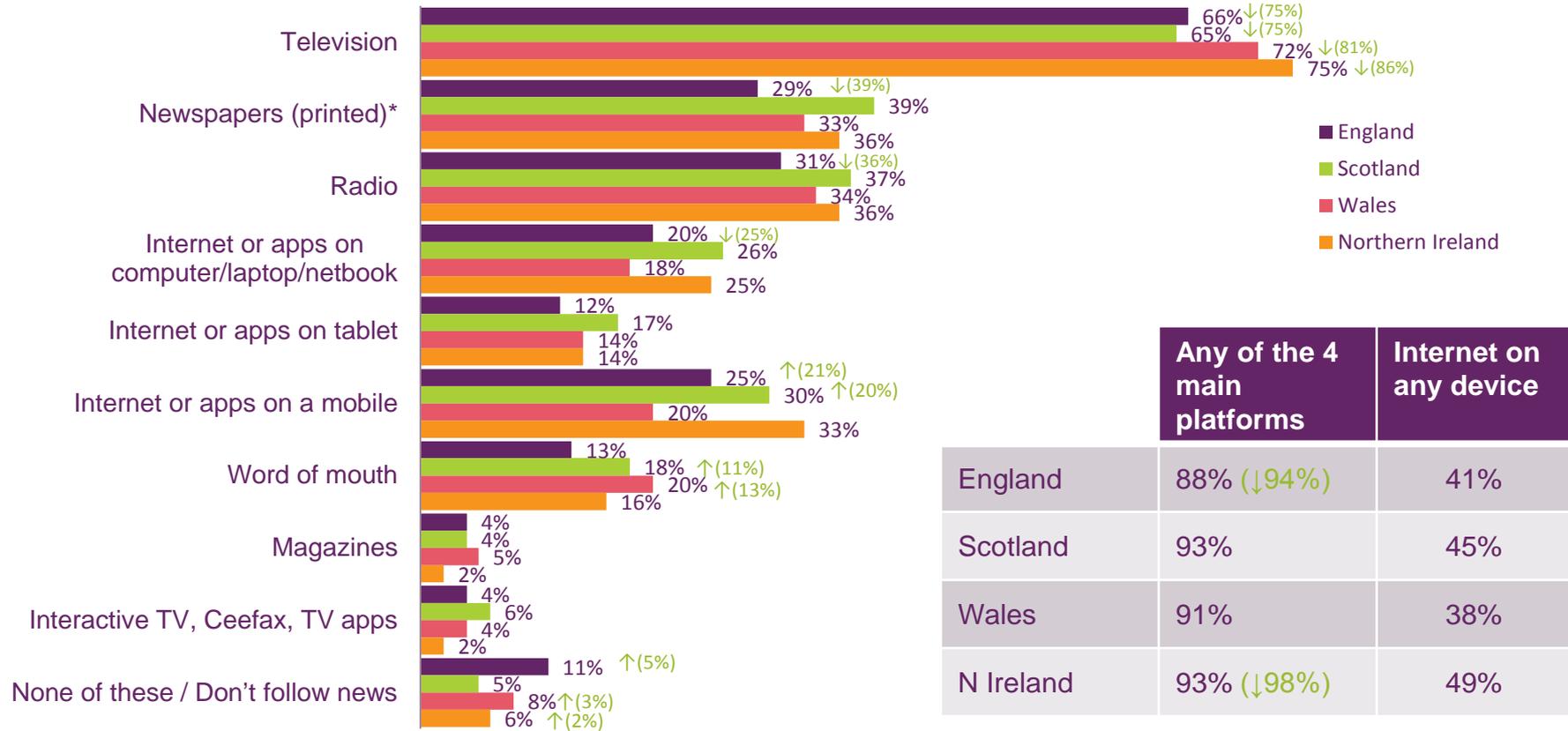
Base: All adults 16+ in UK (2921)

10 News consumption in the nations

Figure 10.1

Platforms used for news 'nowadays', by nation

The use of TV for news has decreased across the UK as a whole, while using mobiles for news has increased in England and Scotland and word of mouth has increased in Scotland and Wales.



Brackets in green indicate differences of statistical significance between 2014 and 2015

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

Base 2015: All adults 16+ (2921), England (1782), Scotland (367), Wales (422), NI (350)

Base 2014: All adults 16+ (2731), England (1641); Scotland (363); Wales (376); NI (351)

Figure 10.2

Average number of news sources used nowadays per platform, by nation

Adults in Northern Ireland use more news sources on average (4.3) than those in the other nations.

England = 3.4 (3.8) Scotland = 3.8 (3.9) Wales = 3.6 (4.0) Northern Ireland = 4.3 (4.6)

Average number of news sources used nowadays per platform



England = 1.9 (2.0)
 Scotland = 2.1 (2.0)
 Wales = 1.9 (2.1)
 N Ireland = 2.1 (2.2)



England = 1.9 (1.9)
 Scotland = 2.1 (1.9)
 Wales = 2.0 (2.1)
 N Ireland = 2.3 (2.0)



England = 1.5 (1.4)
 Scotland = 1.3 (1.4)
 Wales = 1.6 (1.4)
 N Ireland = 1.6 (1.6)



England = 2.1 (1.9)
 Scotland = 2.4 (1.9)
 Wales = 2.2 (2.1)
 N Ireland = 2.4 (2.3)

(2014 figures in brackets)

Q5a) Thinking specifically about < >, which of the following do you use for news nowadays?
 Base 2015: All who use each news source (TV=2039, Newspapers=957, Radio=910, Internet=1141).
 Base 2014: All who use each news source (TV=2136, Newspapers=1160, Radio=990, Internet=1029).

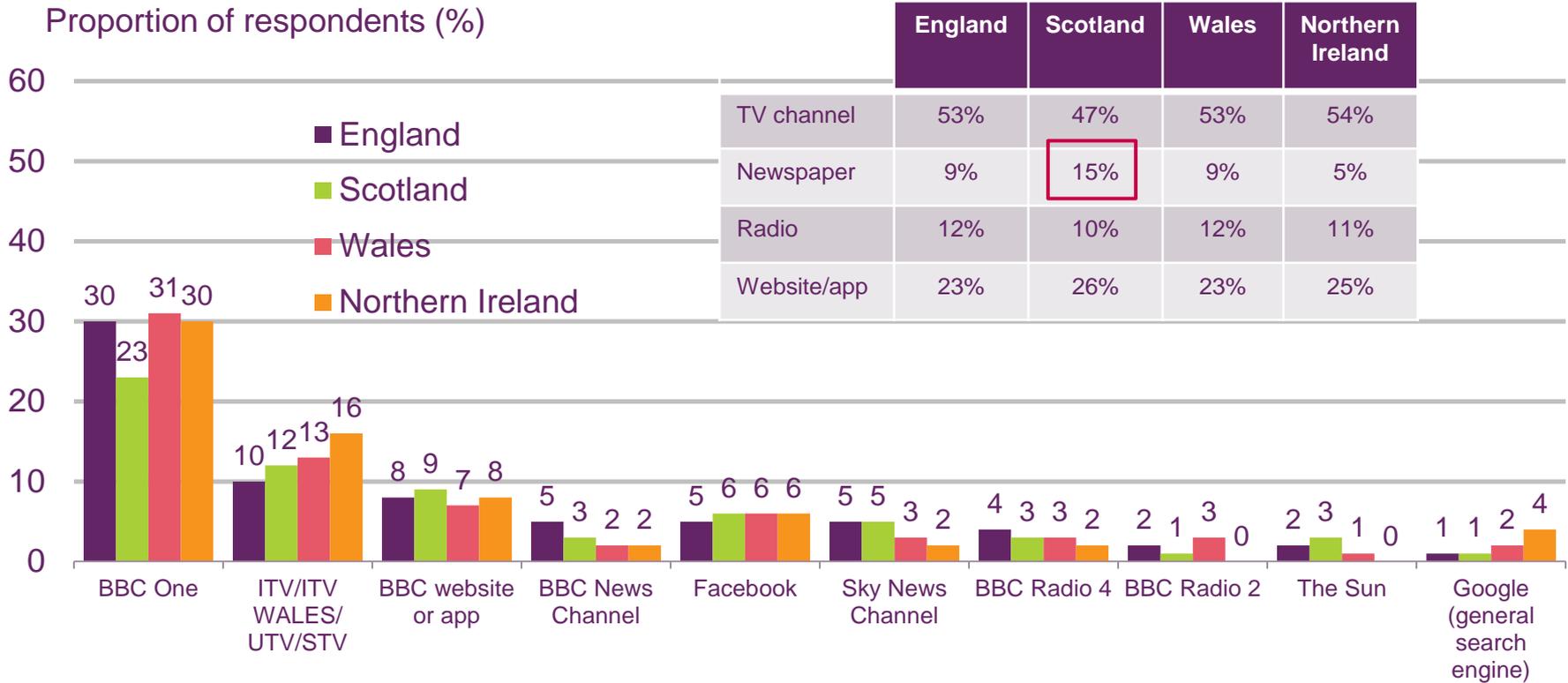
Figure 10.3

Single most important news source across all nations



Approximately half of respondents in all of the nations nominate a TV channel as their most important news source. The proportion that said a newspaper was their most important news source was higher in Scotland compared to all other nations.

Proportion of respondents (%)



Q8a) Looking at all the sources of news you have said that you use, which one is most important to you personally. *Others' includes sources below 1%. Base: All who use any news source nowadays (England=1546, Scotland=334, Wales=384, Northern Ireland=324). Note: at the platform level, Scotland is significantly different from all other nations for newspapers. There were no other significant differences for any other platforms.

Figure 10.4

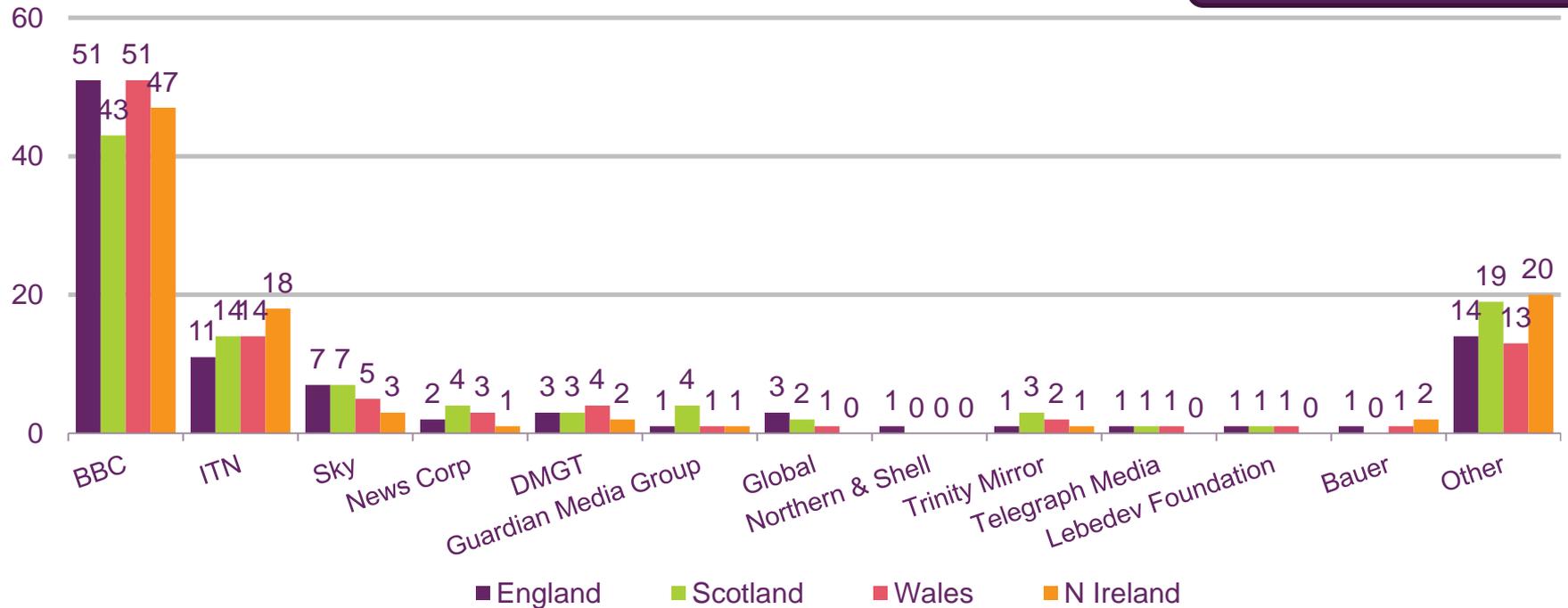


Single most personally important news source, by nation

Around half (51%) of people in England and Scotland rate a BBC source as their most personally important news source.

WHOLESALE

Cross-platform reach (%)



Base: All who use a news source nowadays in England (2120), Scotland (228), Wales (128) and Northern Ireland (76) Note: Wholesale is classified as the company that provides the news for the given source, and is derived from responses given about individual news titles. Note: We no longer consider it appropriate to aggregate all use of commercial radio for news to Sky as a wholesale provider, as was the case in our 2014 report. We now consider that Global Radio and Bauer Radio are wholesale providers of news and are therefore presented on this chart at the wholesale level. Please see the introductory slide to section 8 for more details.

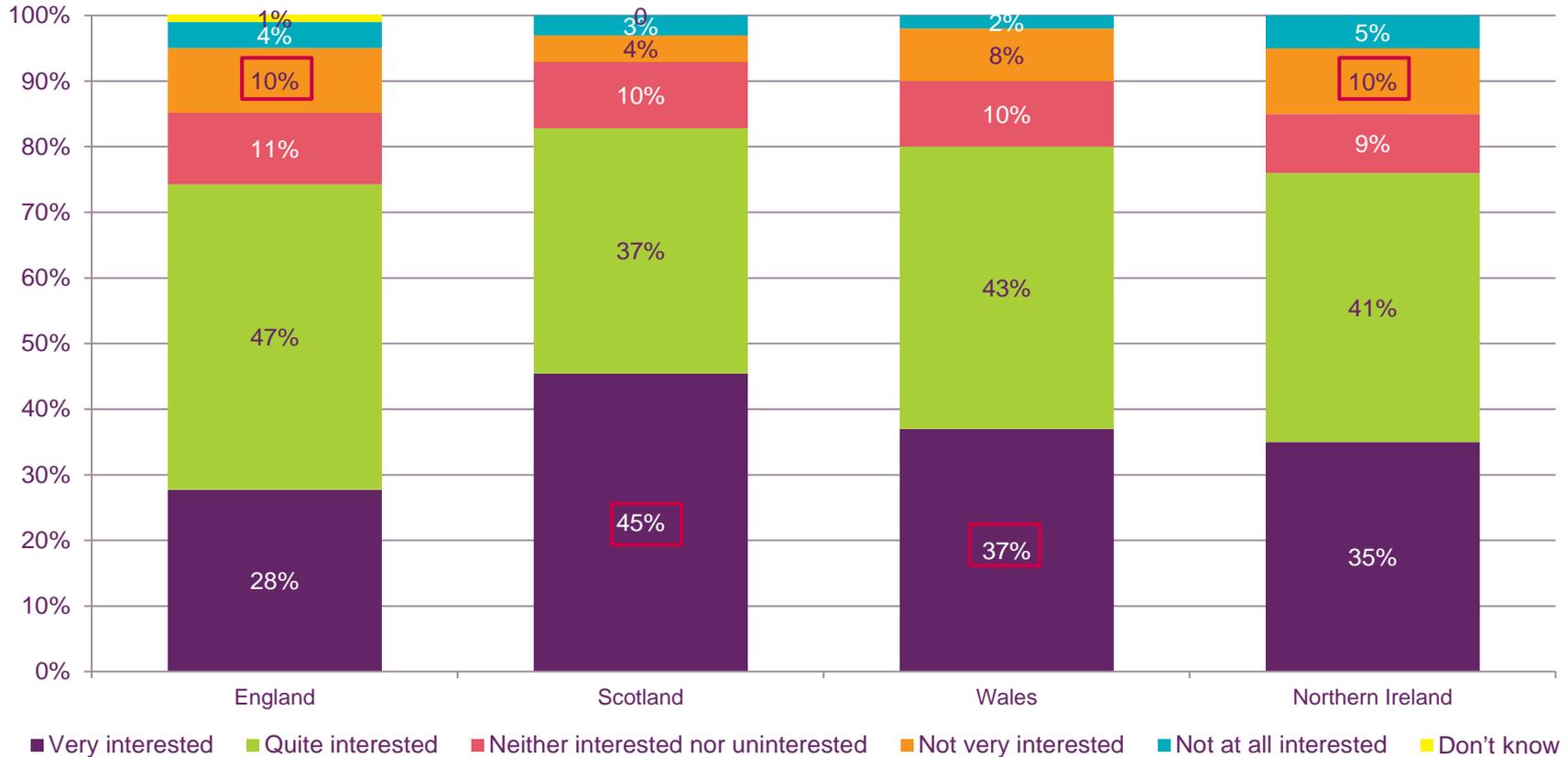
Figure 10.5



Level of interest in news about nation

45% of those in Scotland say they are very interested in news about their nation, compared to 37% in Wales, 35% in Northern Ireland and 28% in England.

Proportion of respondents (%)



Note: significance testing has been carried out between nations

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

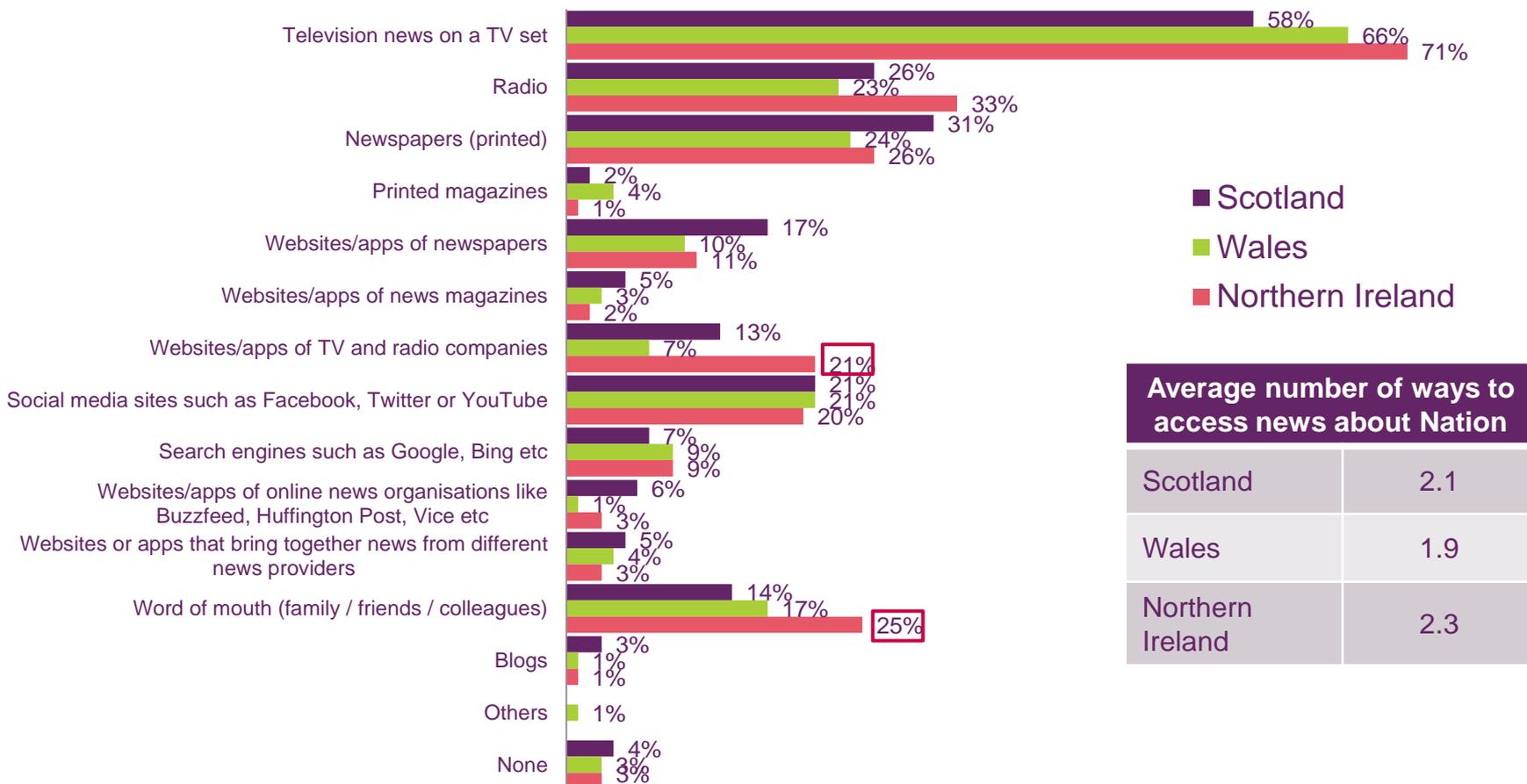
Base: All who use each platform for news nowadays (UK=2663, England=1591, Scotland=347, Wales=394, Northern Ireland=331).

Figure 10.6



Ways of accessing news about nation

TV news on a TV set is the most popular way of accessing news about respective nations. Those in Northern Ireland are more likely than those in Scotland and Wales to use websites or apps of TV and radio companies and word of mouth to access news about their nation.



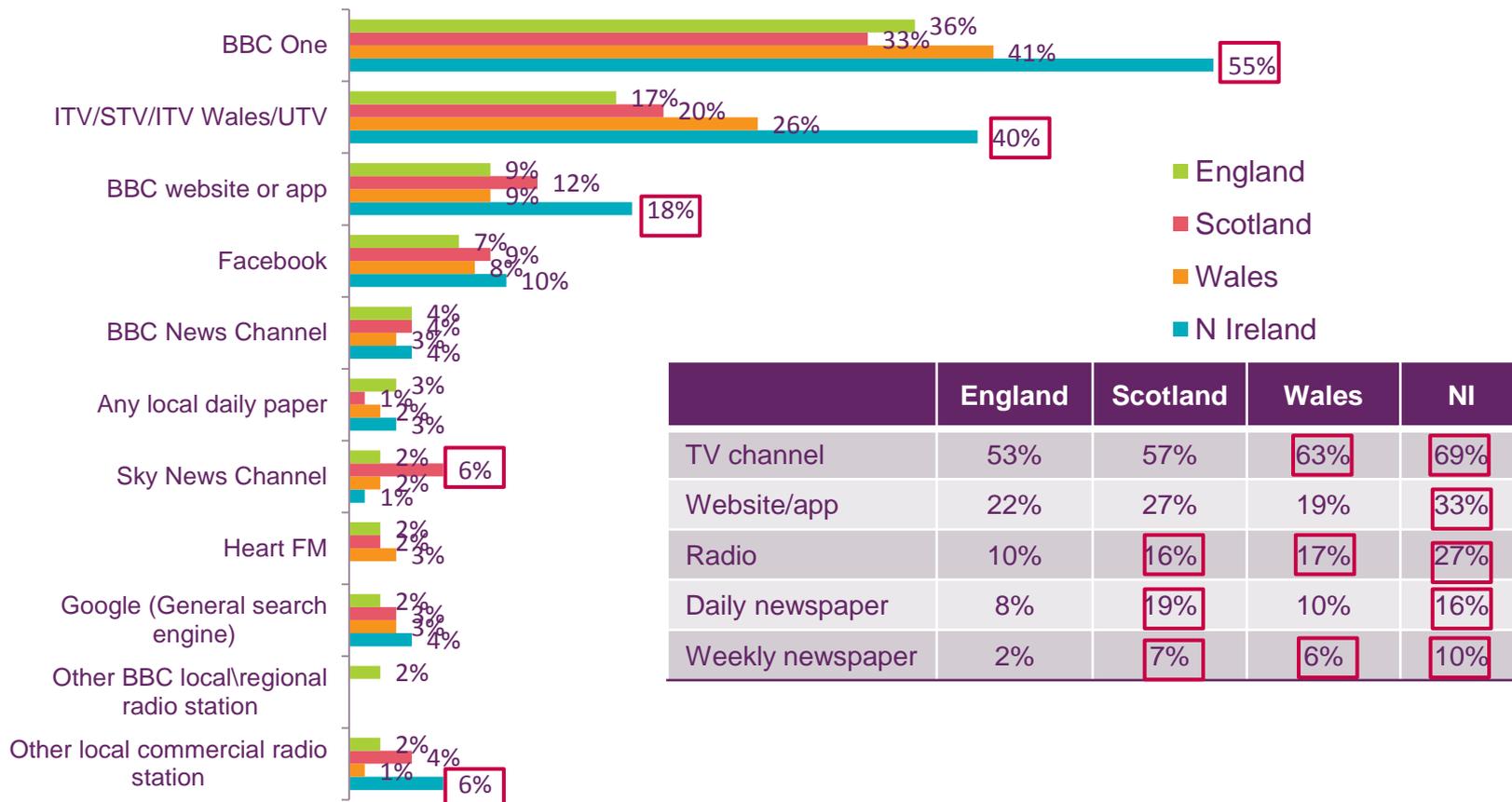
QXX2) Thinking particularly about your source of news for what is going on in <SCRIPTER SHOW APPROPRIATE NATION: Scotland, Wales, Northern Ireland>, which of the following do you use? Base: All adults 16+ who are in Wales, Scotland or Northern Ireland and use the platform for news nowadays (1072, Scotland=347, Wales=394, Northern Ireland=331). Note: significance testing has been carried out between nations.

Figure 10.7

Sources used for news about nation



BBC One is the most-used source for news about the nation among those who use any news platform, while those in Northern Ireland are more likely to use UTV than the ITV equivalent in any other nation and those in Scotland are more likely to use the Sky News Channel.



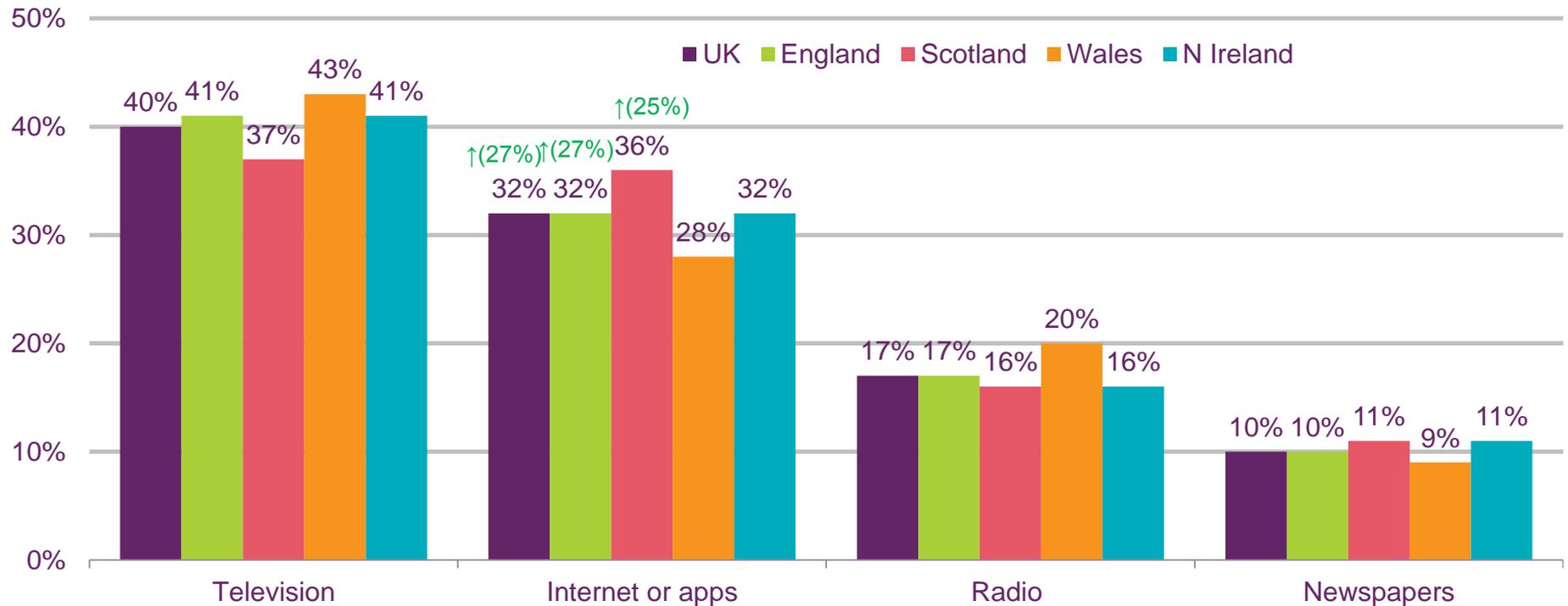
QN2) From which of the following sources do you get news that about what is going on in <YOUR REGION/WALES/SCOTLAND/NORTHERN IRELAND> nowadays?
 Base: All who use any platform for news (2588) England (1546), Scotland (334), Wales (384), Northern Ireland (324). Note: only sources with an incidence of 2% or more are shown. Note: sources only shown to those who chose them at Q5a to Q5e. Note: significance testing has been carried out between nations

Figure 10.8

Platform share of references, by nation

There has been an increase since 2014 in the share of references for the internet in England and Scotland.

Proportion of those who use news (%)



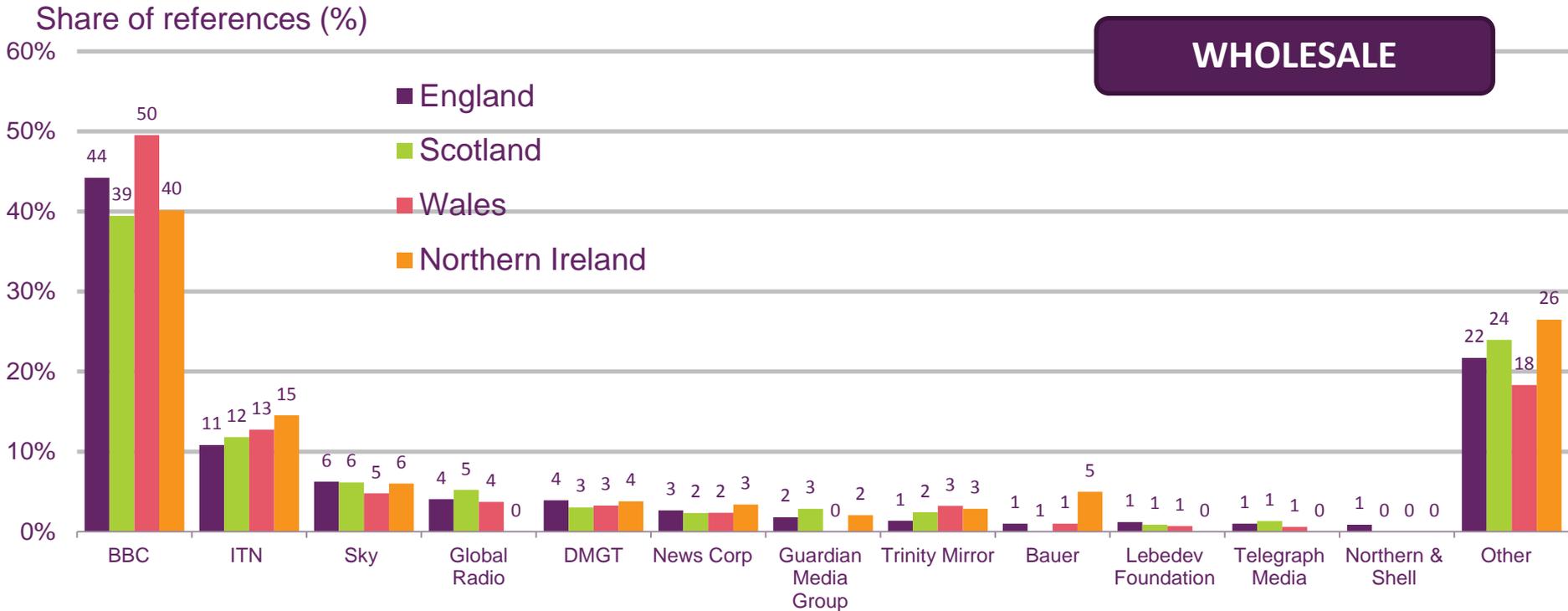
Base 2015: All who use a news source nowadays in UK (2588) England (1546), Scotland (334), Wales (384) and Northern Ireland (324). Base 2014: All who use a news source nowadays in UK (2580) England (1538), Scotland (339), Wales (359) and Northern Ireland (344). Note: 2014 figures only shown where there are statistically significant differences between 2014 and 2015

Figure 10.9



Wholesale share of references, by nation

The share of references for wholesale providers is relatively even across all the nations, however, the share of references for the BBC is significantly higher in Wales than the rest of the nations.



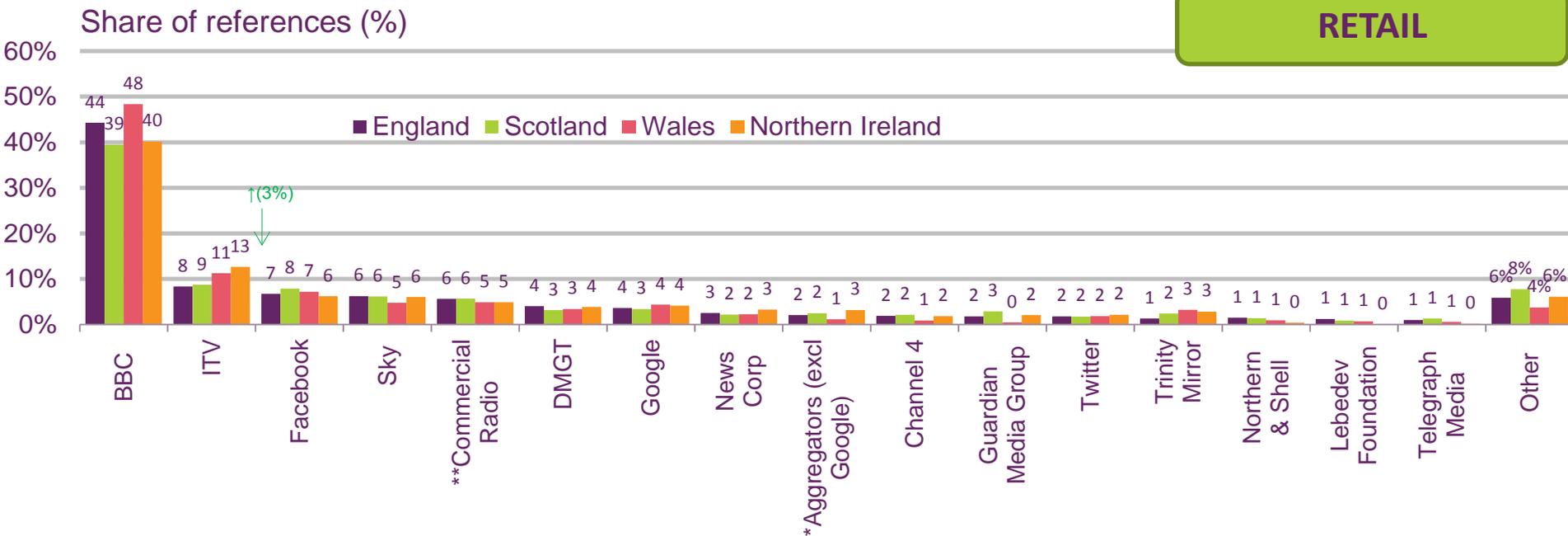
2015 Base: All who use a news source for news nowadays (2588), England (1546), Scotland (334), Wales (384) and Northern Ireland (324)
 Note: Wholesale is classified as the company that provides the news for the given source. Note: We no longer consider it appropriate to aggregate all use of commercial radio for news to Sky as a wholesale provider, as was the case in our 2014 report. We now consider that Global Radio and Bauer Radio are wholesale providers of news and are therefore presented on this chart at the wholesale level. Please see the introductory slide to section 8 for more details.

Figure 10.10

Retail share of references, by nation

The share of references for retail providers across the nations was relatively similar, although the BBC share of references is larger in Wales than the rest of the UK. The share of references for Facebook in England has risen by four percentage points since 2014.

RETAIL



2014 figures are shown when statistically different to 2015 figures

2015 Base: All who use a news source for news nowadays (2588), England (1546), Scotland (334), Wales (384) and Northern Ireland (324)

Note: Retail is classified as the owner of the branded title/service through which the news is provided (except the two generic categories 'commercial radio', 'aggregators'). *News Now and BuzzFeed included in 2015 **Other local commercial, Smooth Radio, LBC, Magic, Kiss included in 2015

Figure 10.11

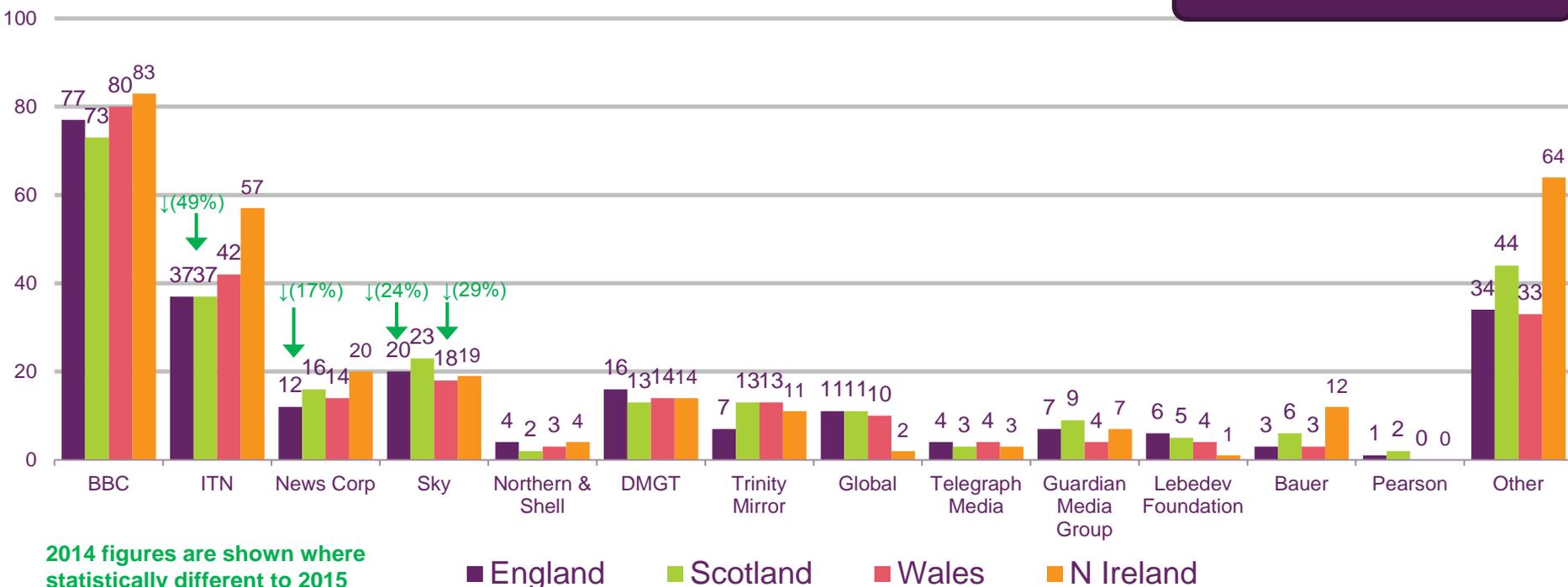


Wholesale cross-platform audience reach, by nation

83% of news users in Northern Ireland use BBC, compared to eight in ten (80%) in Wales, 77% in England and 73% in Scotland.

WHOLESALE

Cross-platform reach (%)



Base: All who use a news source for news nowadays (2588), England (1546), Scotland (334), Wales (384) and Northern Ireland (324)

Note: Wholesale is classified as the company that provides the news for the given source, and is derived from responses given about individual news titles.

Note: We no longer consider it appropriate to aggregate all use of commercial radio for news to Sky as a wholesale provider, as was the case in our 2014 report. We now consider that Global Radio and Bauer Radio are wholesale providers of news and are therefore presented on this chart at the wholesale level. Please see the introductory slide to section 8 for more details.

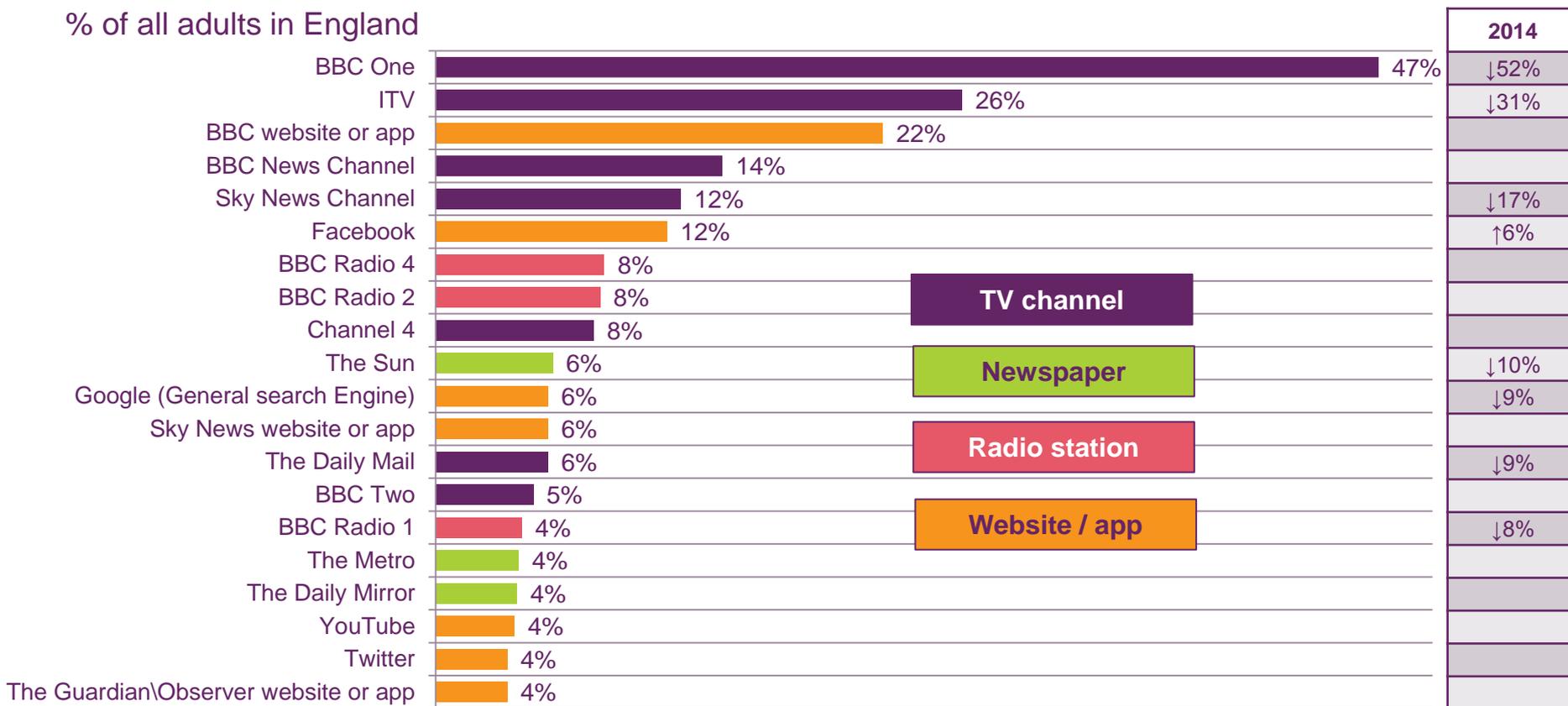
Figure 10.12



Top 20 news sources by reach: England

47% of adults in England say they use BBC One for news, a decrease since 2013 (52%). Use of Facebook for news has increased from 6% to 12%.

% of all adults in England



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

Base: All adults in England (2015 – 1782, 2014 – 1641). 2014 figures shown where statistically different to 2015.

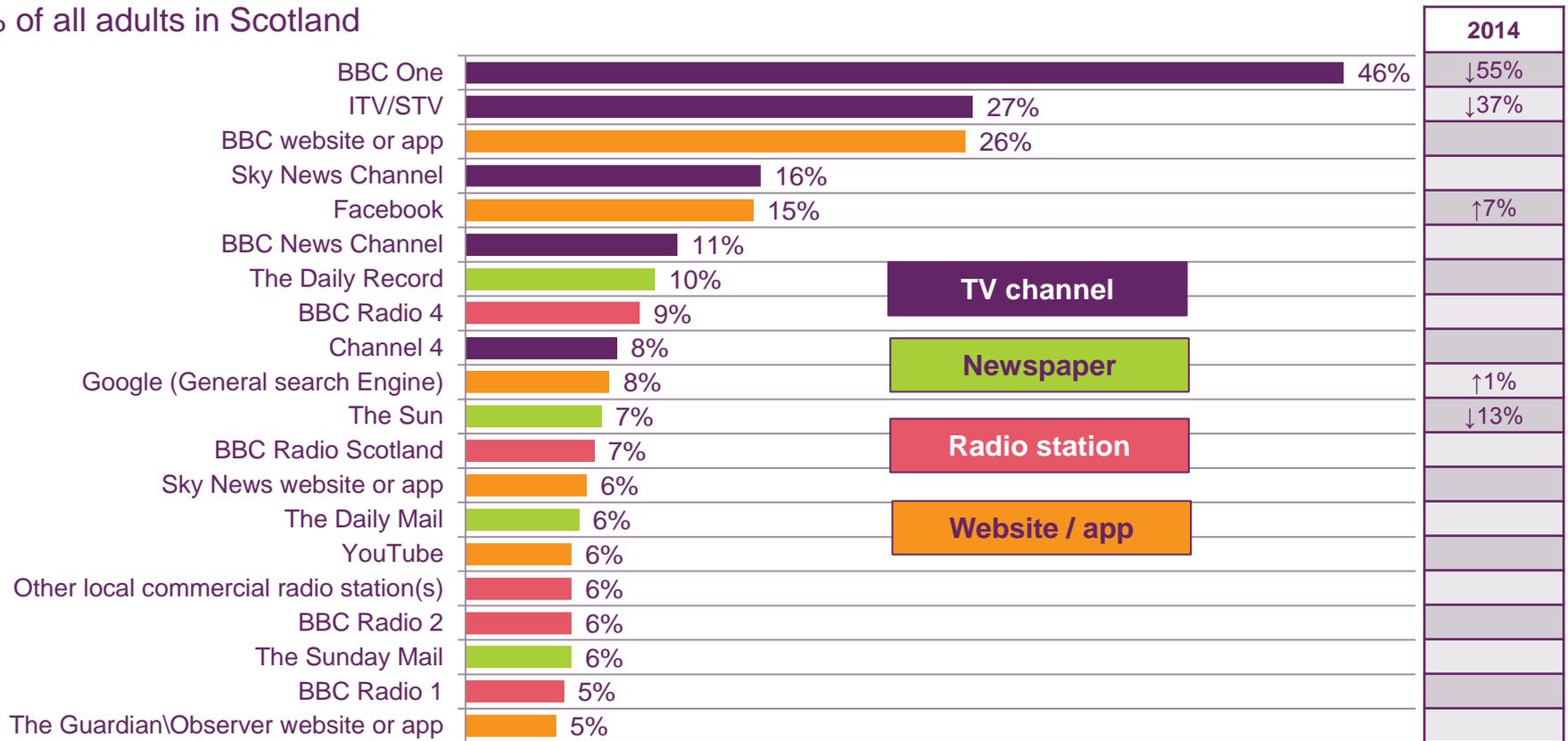
Figure 10.13



Top 20 news sources by reach: Scotland

Just under half (46%) of adults in Scotland use BBC One for news. This is followed by STV (27%) and the BBC website or app (26%).

% of all adults in Scotland



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

Base: All adults in Scotland (2015 – 367, 2014 – 363). 2014 figures shown where statistically different to 2015.

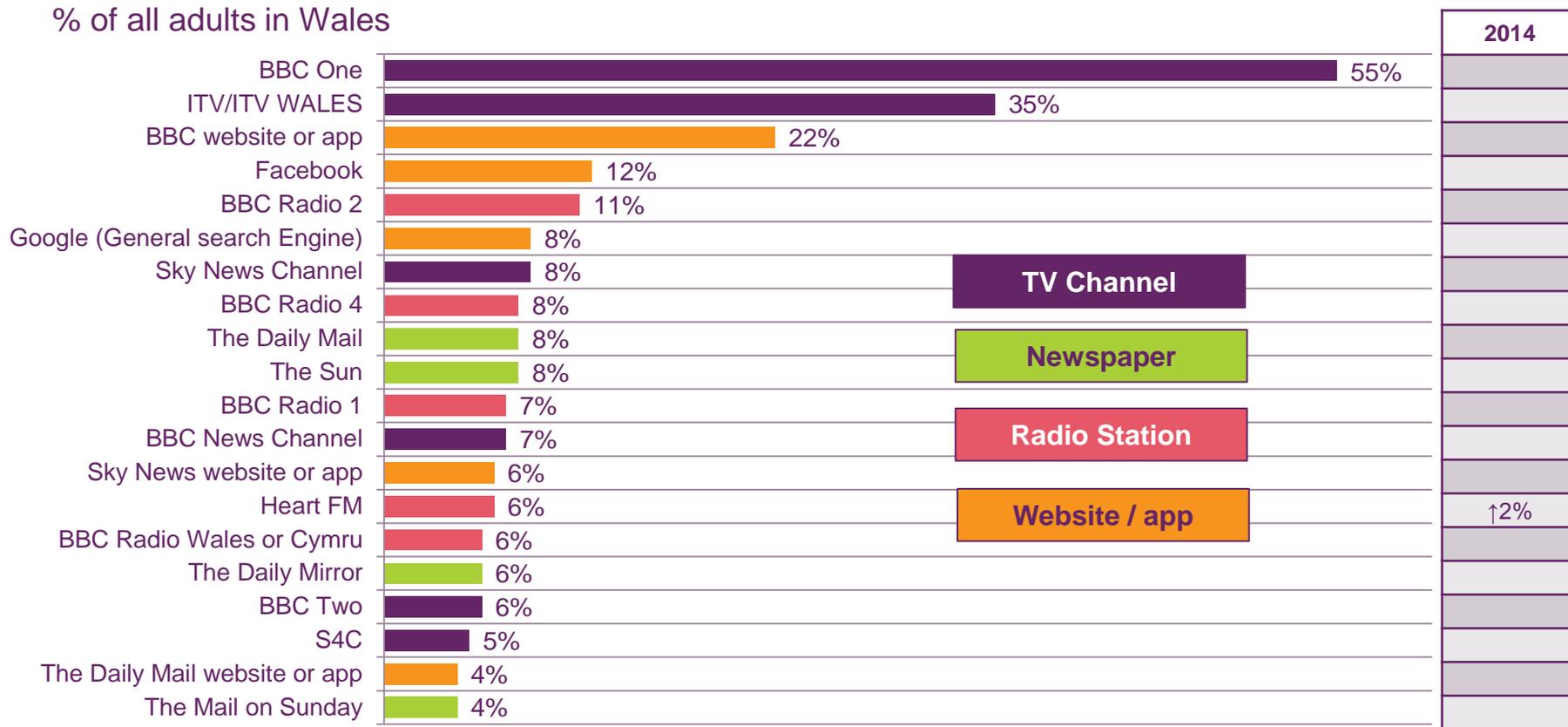
Figure 10.14

Top 20 news sources by reach: Wales



55% of adults in Wales use BBC One for news. This is followed by ITV Wales (35%) and the BBC website or app (22%). Use of Heart FM has increased since 2014 (2% to 6%)

% of all adults in Wales



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

Base: All adults in Wales (2015 – 422, 2014 – 376). 2014 figures shown where statistically different to 2015.

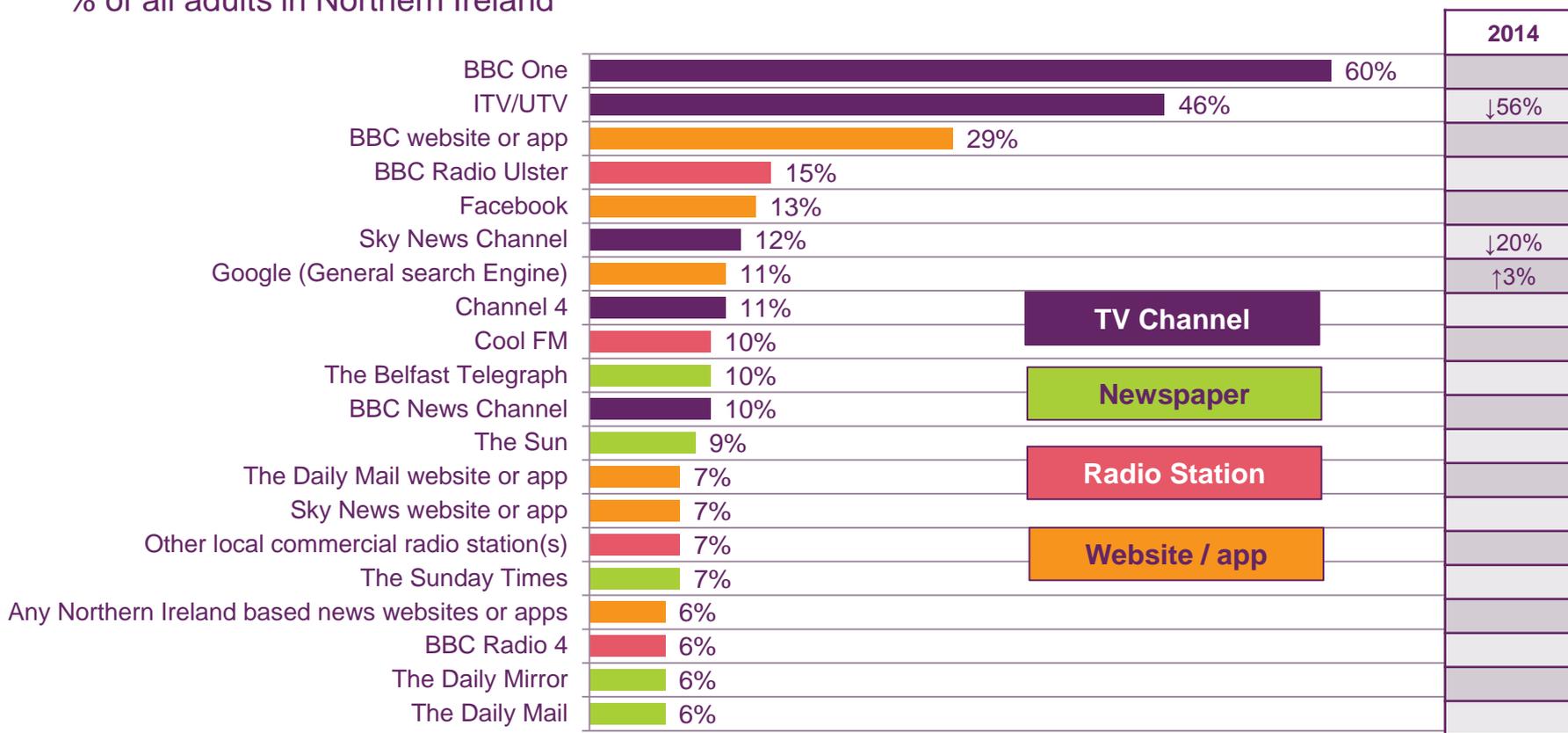
Figure 10.15

Top 20 news sources by reach: Northern Ireland



60% of adults in Northern Ireland use BBC One for news. This is followed by UTV (46%) and the BBC website/ app (29%).

% of all adults in Northern Ireland



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

Base: All adults in Northern Ireland (2015 – 350, 2014 - 351). 2014 figures shown where statistically different to 2015.

Figure 10.16



TV channels used for news, by nation

BBC One is the most-used TV channel for news in all of the UK nations. **UTV** in Northern Ireland is used by six in ten of TV news viewers.

	England	Scotland	Wales	Northern Ireland
Unweighted base	1203	252	317	267
BBC One	71%	71%	75%	81%
BBC Two	7%	6%	7%	5%
BBC Three	3%	3%	3%	-
BBC Four (new to 2015)	2%	4%	2%	1%
BBC Alba (new to 2015)	*	1%	*	-
ITV/ITV WALES/UTV/STV	40%	41%	48%	61%
Channel 4	12%	12%	6%	15%
S4C	-	-	7%	-
Channel 5	4%	7%	6%	2%
RTE Channels\TG3\TG4	-	-	-	7%
Sky News Channel	19%	24%	12% (↓29%)	16%
BBC News Channel	22%	17%	10%	13%
CNN	2%	5%	*	1%

2014 figures are shown when significantly different

Figures in red are significantly different to those in purple. Figures in black are not statistically significant differences. Applies to rows only.

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

Base: All who use TV for news

Figure 10.17



TV channels used for news, by nation

Al Jazeera is used by 4% of news users in England and Scotland and 2% in Wales and Northern Ireland.

	England	Scotland	Wales	Northern Ireland
Unweighted base	1203	252	317	267
Fox News	*	1%	*	1%
CNBC	*	1%	*	*
Euronews (English version)	1%	1%	*	1%
Al Jazeera (English version)	4%	4%	2%	2%
Al Jazeera (Arabic version)	*	1%	*	-
RT (Russia Today) <i>(new to 2015)</i>	2%	2%	1%	1%
BBC Parliament	2%	1%	2%	2%
Bangla TV	*	-	1%	-
Arab News Network	*	1%	-	-
TF1	-	1%	-	-
France 24	*	-	1%	1%
CCTV News (China)	*	1%	-	1%
Bloomberg TV <i>(new to 2015)</i>	*	2%	1%	-
Other channel(s)	1%	1%	1%	1%

Figures in red are significantly different to those in purple. Figures in black are not statistically significant differences. Applies to rows only.

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

Base: All who use TV for news

Figure 10.18

UK-wide daily newspapers used for news, by nation

Around one in five newspaper readers read *The Sun* across all the nations.

	England	Scotland	Wales	Northern Ireland
Unweighted base	532	151	145	129
The Sun	20%	18%	23%	23%
The Daily Mail	19%	15%	23%	18%
The Daily Star	5%	- (↓5%)	3%	8%
The Daily Express	5%	5%	5%	3%
The Daily Mirror	14%	*	17%	15%
The Guardian	8%	10%	5%	6%
The Independent	3%	4%	4%	1%
The 'i'	5%	5%	6%	1%
The Times	9%	8%	8%	13%
The Daily Telegraph	9%	4%	6%	6%
The Financial Times	1%	1%	-	1%
The Morning Star	-	*	1%	-

2014 figures are shown when significantly different

Figures in red are significantly different to those in purple. Figures in black are not statistically significant differences. Applies to rows only.

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

Base: All who use newspapers for news

Figure 10.19



National and regional daily newspapers used for news, by nation

One quarter (25%) of those who use newspapers for news in Scotland use the *Daily Record*. The same proportion of those in Northern Ireland use the *Belfast Telegraph* for news.

	England	Scotland	Wales	Northern Ireland
Unweighted base	532	151	145	129
The Herald	-	7%	-	-
The Scotsman	-	4%	-	-
The Daily Record	-	25%	-	-
The National (<i>new to 2015</i>)	-	3%	-	-
The Press and Journal (Aberdeen)	-	9%	-	-
The Courier and Advertiser (Dundee)	-	5%	-	-
The Belfast Telegraph	-	-	-	26%
The Irish News	-	-	-	14%
The News Letter	-	-	-	4% ^a
The Western Mail	-	-	7%	-
The Daily Post - Wales	-	-	5%	-
The South Wales Evening Post	-	-	2% ^a	-
South Wales Echo (<i>new to 2015</i>)	-	-	4% ^a	-
The Metro	14%	6%	2%	1%
The Evening Standard	7% (↑3%)	-	-	1%
Any local daily newspaper	12%	5%	6%	15%

2014 figures are shown when significantly different

Figures in red are significantly different to those in purple. Figures in black are not statistically significant differences. Applies to rows only.

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

Figure 10.20



UK-wide weekly newspapers used for news, by nation

Those who use newspapers for news in Wales are more likely to use *The Mail on Sunday* than those in Northern Ireland. Compared to 2014, those in England are less likely to use *The Sun on Sunday* for news (14% to 9%)

	England	Scotland	Wales	Northern Ireland
Unweighted base	532	151	145	129
The Sun on Sunday	9% (↓14%)	8%	9%	6%
The Mail on Sunday	10%	9%	14%	4%
The Daily Star on Sunday	3%	-	3%	-
The Sunday Express	2%	*	2%	1%
The Sunday Mirror	7%	1%	9%	11%
The Observer	5%	3%	5%	5%
The Independent on Sunday	1%	2%	1%	1%
The Sunday Times	7%	9%	10%	19%
The Sunday Telegraph	4%	1%	3%	2%
The People	2%	*	3%	1%

2014 figures are shown when significantly different

Figures in red are significantly different to those in purple. Figures in black are not statistically significant differences. Applies to rows only.

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

Figure 10.21



National and regional weekly newspapers used for news, by nation

Those in Wales are more likely than those in other nations to read *local paid weekly newspapers*.

	England	Scotland	Wales	Northern Ireland
Unweighted base	532	151	145	129
The Sunday Herald	-	7%	-	-
The Sunday Post	-	10%	-	-
The Sunday Mail	-	14%	-	-
Scotland on Sunday	-	3%	-	-
Wales on Sunday	-	-	6%	-
Sunday Life	-	-	-	10%
Sunday World	-	-	-	10%
Any local paid weekly paper	4%	4%	11%	3%
Any local free weekly newspaper	1%	*	2%	1%

Figures in red are significantly different to those in purple. Figures in black are not statistically significant differences. Applies to rows only.

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

Base: All who use newspapers for news

Figure 10.22



BBC radio stations used for news, by nation

In England and Wales *BBC Radio 2* is more likely to be used as a source of news than in Scotland and Northern Ireland. *BBC Radio 4* has seen an increase since 2014 as a source of news in Wales (10% to 23%). *Radio Ulster* is more likely to be used for news than the equivalent BBC nations' radio stations in Scotland and Wales.

	England	Scotland	Wales	Northern Ireland
Unweighted base	524	123	138	125
BBC Radio 4	27%	24%	23% (↑10%)	18%
BBC Radio 3	2%	2%	1%	1%
BBC Radio 2	27%	15%	34%	14%
BBC Radio 1	14%	14%	21%	13%
BBC Asian Network	2%	-	-	-
BBC Radio 5 Live	7%	5%	7%	4%
BBC World Service	3%	4%	1%	1%
BBC Radio 6 Music (<i>new to 2015</i>)	2%	*	1%	1%
BBC Radio Scotland / BBC Radio Wales or Cymru / BBC Radio Ulster	*	18%	16%	42%
Any BBC local/regional radio station	9%	-	1%	-

2014 figures are shown when significantly different

Figures in red are significantly different to those in purple. Figures in green are significantly different from those in red and purple. Figures in black are not statistically significant differences. Applies to rows only.

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

Base: All who use radio for news

Figure 10.23



Commercial radio stations used for news, by nation

Heart FM is more likely to be used as a source of news in Wales than in any other nation. *Cool FM* is used by around one quarter of radio listeners in Northern Ireland for news.

	England	Scotland	Wales	Northern Ireland
Unweighted base	524	123	138	125
LBC (<i>new to 2015</i>)	4%	1%	-	-
Heart FM	10%	7% (↑0%)	18%	1%
Absolute Radio	3%	1%	1%	5%
Capital	8%	13%	6%	1%
Real Radio	1%	4%	5%	-
Kiss (<i>new to 2015</i>)	4%	-	4%	-
Smooth Radio (<i>new to 2015</i>)	5%	5%	-	-
Magic (<i>new to 2015</i>)	4%	-	2%	-
Cool FM	-	-	-	26%
Radio Pembrokeshire	-	-	4%	-
Radio Carmarthenshire	-	-	2%	-
Classic FM	6%	3%	2%	5%
Talksport	4%	2%	3%	4%
Other local commercial radio station(s) (<i>new to 2015</i>)	7%	15%	4%	20%
Other radio station(s) e.g. local or foreign ones	*	-	1%	1%

2014 figures are shown when significantly different

Figures in red are significantly different to those in purple. Figures in green are significantly different from those in red and purple. Figures in black are not statistically significant differences. Applies to rows only.

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

Base: All who use radio for news

Figure 10.24



TV and newspaper internet sources used for news, by nation

Internet news users across the nations are most likely to use the **BBC website or app** as a source for news, followed by the **Sky News website or app**.

	England	Scotland	Wales	Northern Ireland
Unweighted base	694	143	147	157
BBC website or app	55%	58%	59%	60%
ITV or ITN website or app	6%	5%	9%	3%
STV Website or app	-	3%	-	-
UTV Website or app	-	-	-	5% (↓14%)
Channel 4 website or app	2%	2%	3%	2%
Sky News website or app	14%	14%	16%	14%
CNN Website or app	1%	3%	1%	4%
The Sun website or app	2%	-	2%	1%
The Daily Mail website or app	8%	8%	12%	14%
The Daily Star website or app	*	-	1%	1%
The Daily Express website or app	*	-	-	1%
The Daily Mirror website or app	1%	-	1%	2%
The Guardian\Observer website or app	9%	11%	5%	10%
The Independent website or app	3%	4%	3%	1%
The Times\Sunday Times website or app	2%	4%	2%	1%
The Telegraph website or app	3%	4%	5%	2%
The Financial Times website or app	1%	2%	-	-
The Metro website or app	2%	1%	1%	-
The New York Times website or app	*	1%	-	1%
The Washington Post website or app (<i>new to 2015</i>)	1%	1%	-	*
Time.com website or app (<i>new to 2015</i>)	*	1%	-	-
The Atlantic website or app (<i>new to 2015</i>)	*	-	-	1%

Figures in red are significantly different to those in purple. Figures in green are significantly different from those in red and purple. Figures in black are not statistically significant differences. Applies to rows only.

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

Base: All who use internet for news . Note: 2014 figures are shown in blue when significantly different

Figure 10.25

Other internet sources used for news, by nation



In England and Scotland, there has been a significant increase in those using the *Facebook* as a source for news, when compared to 2014.

	England	Scotland	Wales	Northern Ireland
Unweighted base	694	143	147	157
Facebook	29% (↑16%)	34% (↑19%)	31%	29%
Twitter	9%	9%	9%	10%
Google News (search engine just for news)	9%	4%	5%	2% (↓10%)
Yahoo news	5%	6%	7%	6%
MSN news	4%	4%	4%	5%
AOL news	1%	1%	*	1%
YouTube	10%	12%	9%	6%
Feedly app	-	1%	-	-
Flipboard app	1%	2%	-	-
BuzzFeed (<i>new to 2015</i>)	3%	6%	5%	6%
Vice (<i>new to 2015</i>)	1%	1%	1%	1%
Personal blog (<i>new to 2015</i>)	1%	3%	-	-
Google (General search Engine)	14% (↓21%)	17% (↑3%)	21%	22% (↑6%)
Huffington Post	5%	6%	6%	7%
Any local newspaper websites or apps	3%	2%	2%	2%
Any Scotland based websites or apps	-	7%	-	-
Any Wales based news websites or apps	-	-	2%	-
Any Northern Ireland based news websites or apps	-	-	-	13%
Other site that combines news links	*	-	1%	1%
Other website(s) or app(s)	2%	1%	3%	2%

Figures in red are significantly different to those in purple. Figures in black are not statistically significant differences.

Applies to rows only.

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

Base: All who use internet for news. Note: 2014 figures are shown in blue when significantly different