



# News Consumption Survey 2023

Scotland

# About the News Consumption report 2023

The aim of the News Consumption report is to inform understanding of news consumption across the UK and within each UK nation. This includes sources and platforms used, the perceived importance of different outlets for news, attitudes towards individual news sources and local news use.

The primary source\* is Ofcom's News Consumption Survey. In News Reports published from 2018 to 2020, the adult (16+) research was conducted using a mixed methodology, combining online and face to face interviews (F2F). However, during the last two years of research, Jigsaw Research were unable to do this consistently, due to the Covid-19 pandemic.

Since online methodologies tend to underrepresent low/non internet users, Jigsaw Research 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 Research reverted back to the preferred methodology of conducting online and face to face interviews, to be consistent with previous and future years. This mixed methodology has been used again from 7 November – 7 December, 2022 and 27 February – 3 April 2023.

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

The [full UK report](#) and details of its methodology are available on the Ofcom website.

*\*The News Consumption 2023 report also contains information from Barb for television viewing.*

## Key findings from the 2023 report

- TV remains the most-used platform for news nowadays by adults in Scotland at 69%. Social media (54%) and radio (38%) are the next most used platforms for news.
- 43% of adults in Scotland use BBC One for news and 40% use ITV1/STV for news, and 40% also use Facebook.
- BBC Scotland TV channel is used by 14% of adults in Scotland and BBC Alba by 2% for news.
- When looking at print/website/app figures combined 11% of adults in Scotland use The Daily Record/Sunday Mail, 4% use The Scotsman/Scotsman on Sunday and 3% use The Herald/Herald on Sunday.
- 12% of adults use Clyde 1/ Forth 1/ West Sound/ Tay FM/ Northsound 1/MFR for news and 7% use BBC Radio Scotland.
- STV remains the most-used source for accessing news about Scotland by people in Scotland (33%).
- 90% of adults in Scotland are interested in news about their nation, higher than the average figure for the UK as a whole.

# Top 20 news sources used in Scotland

% of adults 16+ in Scotland using each source for news nowadays

TV Channel (offline only)	69%
Social media	54%
Radio station (offline only)	38%
Other website/app	29%
Newspaper (print only)	25%

	2018	2019	2020	2022*	2023
BBC One	64%	54%	42%	51%	43%
ITV1/STV	54%	51%	42%	45%	40%
Facebook	33%	34%	37%	38%	40%
BBC iPlayer**	-	-	-	-	25%
Twitter	11%	17%	15%	20%	22%
Sky News Channel	24%	19%	26%	26%	20%
BBC News Channel	17%	16%	16%	25%	16% ▼
BBC website/app	14%	15%	19%	19%	16%
Instagram	6%	9%	10%	18%	15%
WhatsApp	7%	11%	9%	12%	14%
BBC Scotland TV channel***	-	-	24%	15%	14%
Channel 4	13%	14%	13%	17%	13%
Clyde 1/ Forth 1/ West Sound/ Tay FM/ Northsound 1/ MFR***	-	-	13%	11%	12%
Daily Mail/Mail on Sunday	8%	9%	9%	15%	12%
Daily Record/Sunday Mail***	-	-	-	12%	11%
TikTok***	-	-	0%	6%	11%
The Sun/Sun on Sunday	10%	12%	10%	10%	10%
Google (search engine)	7%	13%	14%	14%	10%
ITVX/ITVX Premium**	-	-	-	-	9%
Snapchat	4%	7%	6%	6%	9%

Average number of individual sources used:

**6.8** (UK=6.8)

Cross-platform BBC news reach: 67%  
(UK=73%)

Individual newspaper reach  
= print or website/app

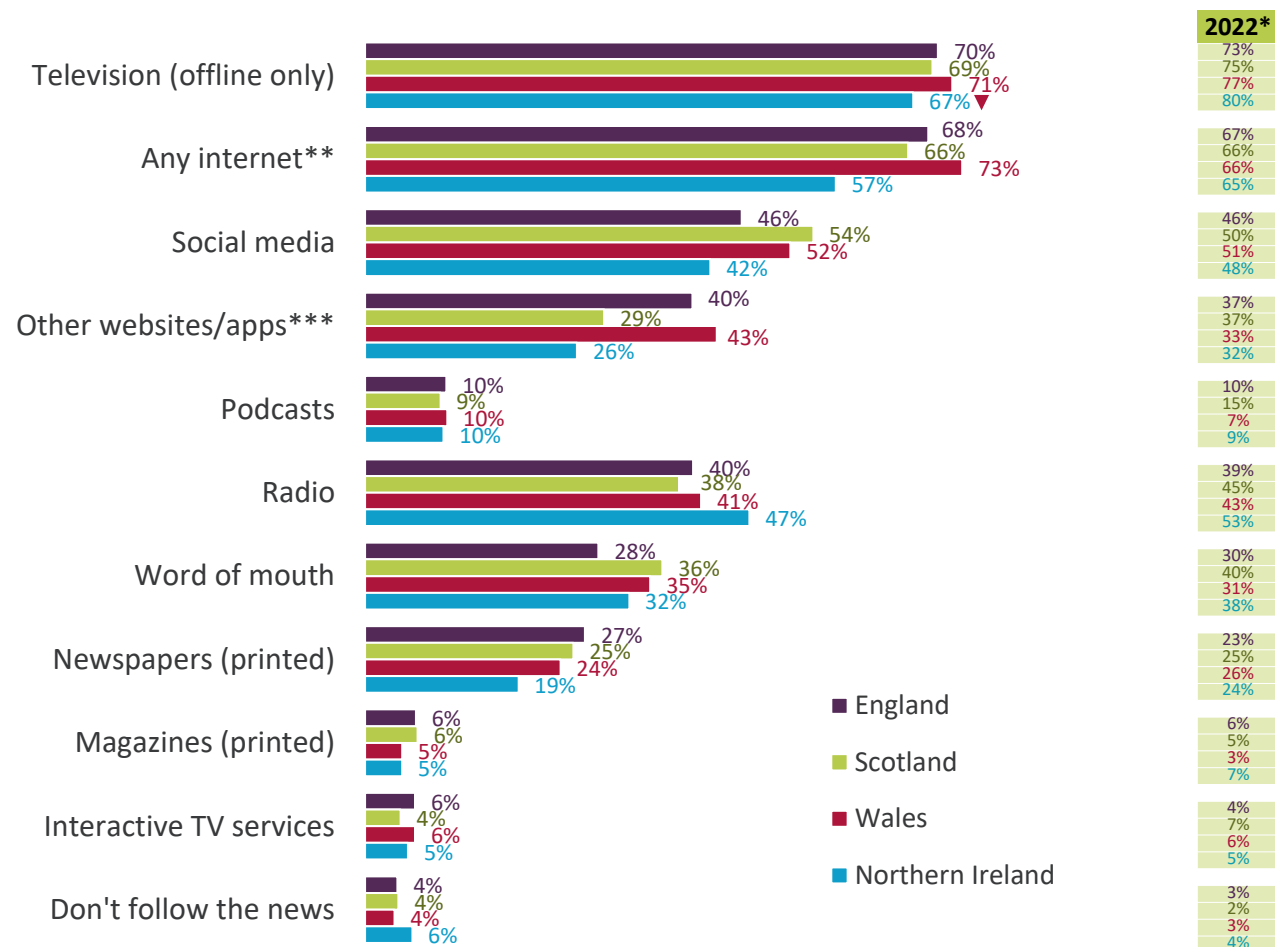
Source: Ofcom News Consumption Survey 2023 – Combined F2F and ONLINE sample

Question: C1. Which of the following platforms do you use for news nowadays? D2a-8a. Thinking specifically about <platform>, which of the following do you use for news nowadays?

Base: All adults 16+ in Scotland - 2023=691 \*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, \*\*\*Added in previous years Green/red triangles indicate statistically significant differences between 2023 and 2022 (at 99% confidence level)

## Platforms used for news in general nowadays 2023, by nation



Source: Ofcom News Consumption Survey 2023 – COMBINED F2F & ONLINE sample

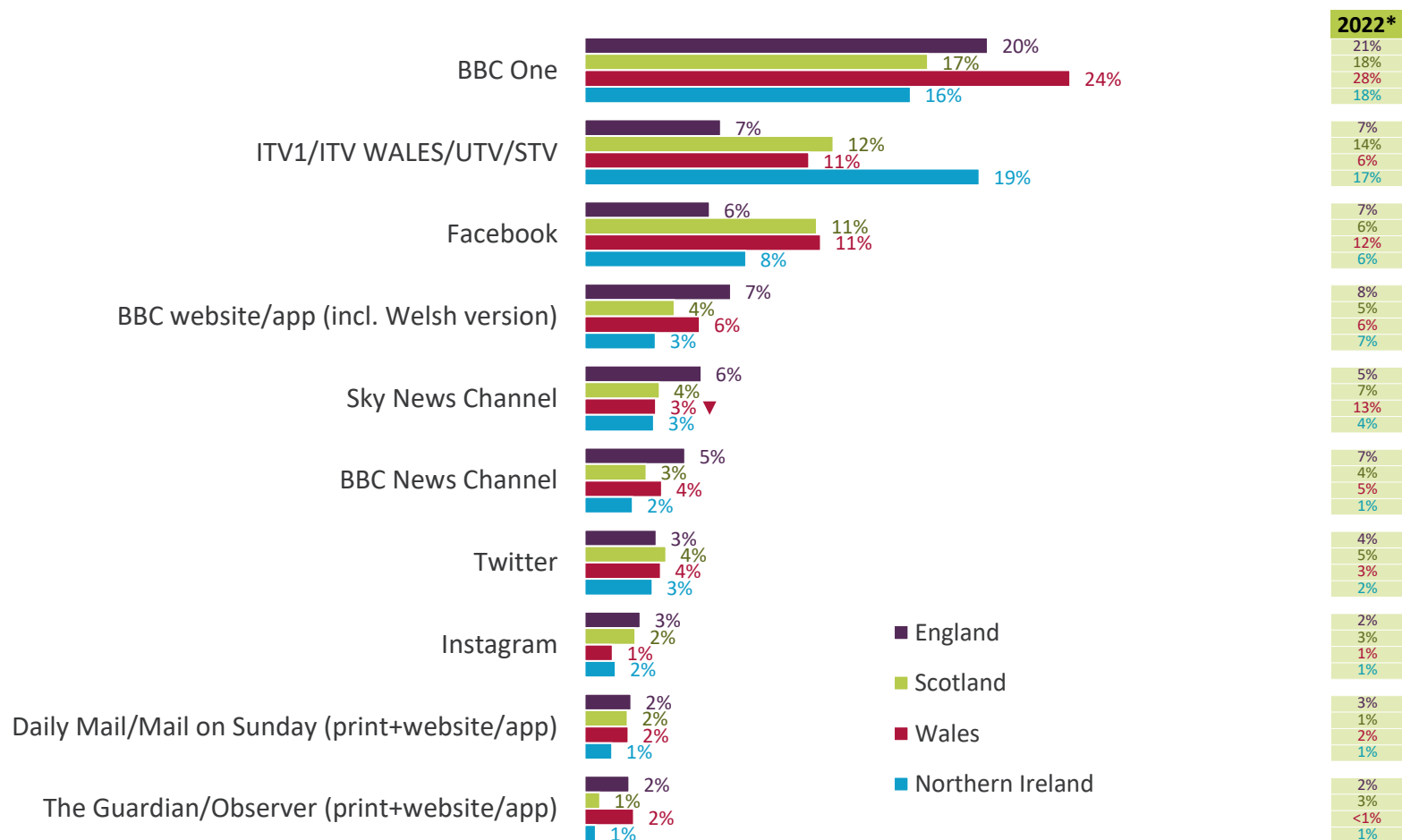
Question: C1. Which of the following platforms do you use for news nowadays? Base: All adults 16+ 2023 – England=2605, Scotland=691, Wales=657, NI=603

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

\*\*Internet includes use of social media, podcasts and all other websites/apps accessed via any device \*\*\*Other websites/apps includes any non-social media internet source (excluding podcasts)

Green/red triangles indicate statistically significant differences between 2023 and 2022 (at 99% confidence level)

## Single most important source for news in general 2023, by nation



Source: Ofcom News Consumption Survey 2022 – COMBINED F2F & ONLINE sample

Question: E1a. Looking at all the sources of news you have just said that you use, which one is most important to you?

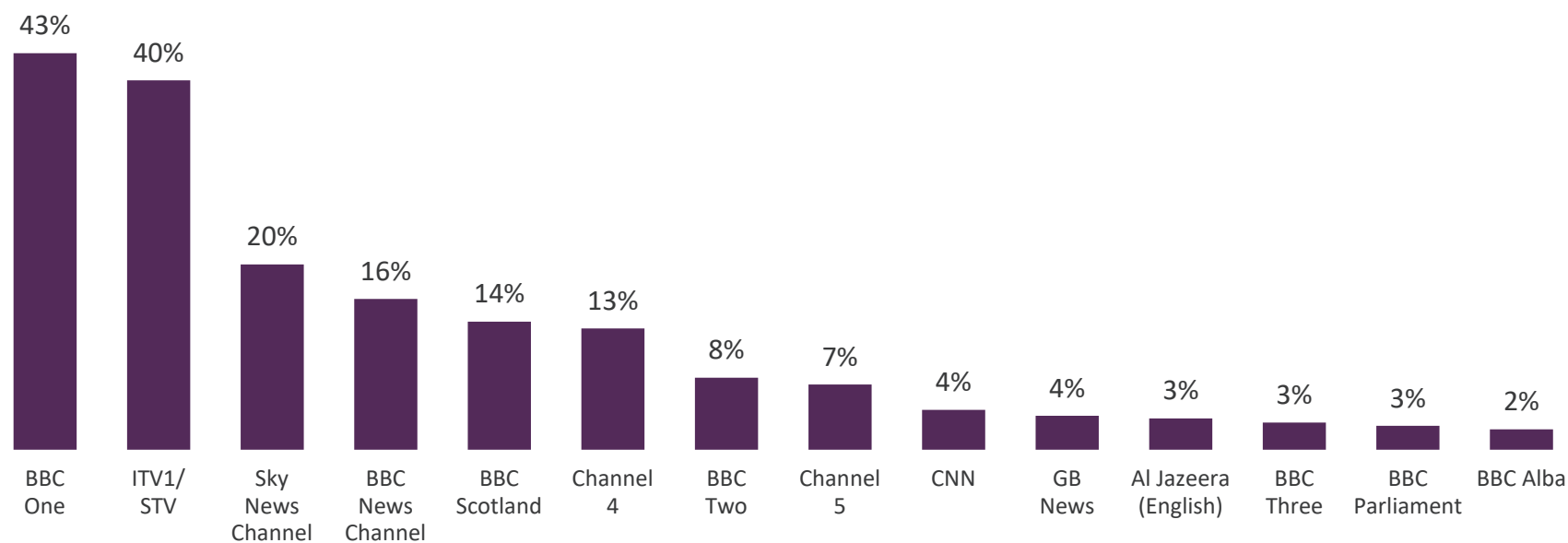
Base: All adults 16+ using TV/Newspapers/Radio/Internet/Magazines for news 2023 – England=2467, Scotland=655, Wales=617, NI=541 Only sources with an incidence of 2%+ in 2023 for the Total sample are shown

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

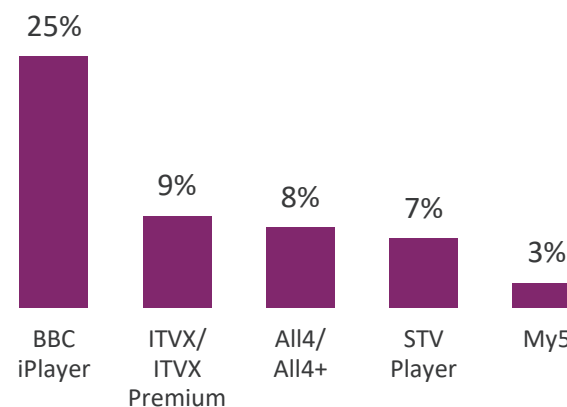
Green/red triangles indicate statistically significant differences between 2023 and 2022 (at 99% confidence level)

# TV channels used for news nowadays, Scotland

## Traditional channels



## BVoD services



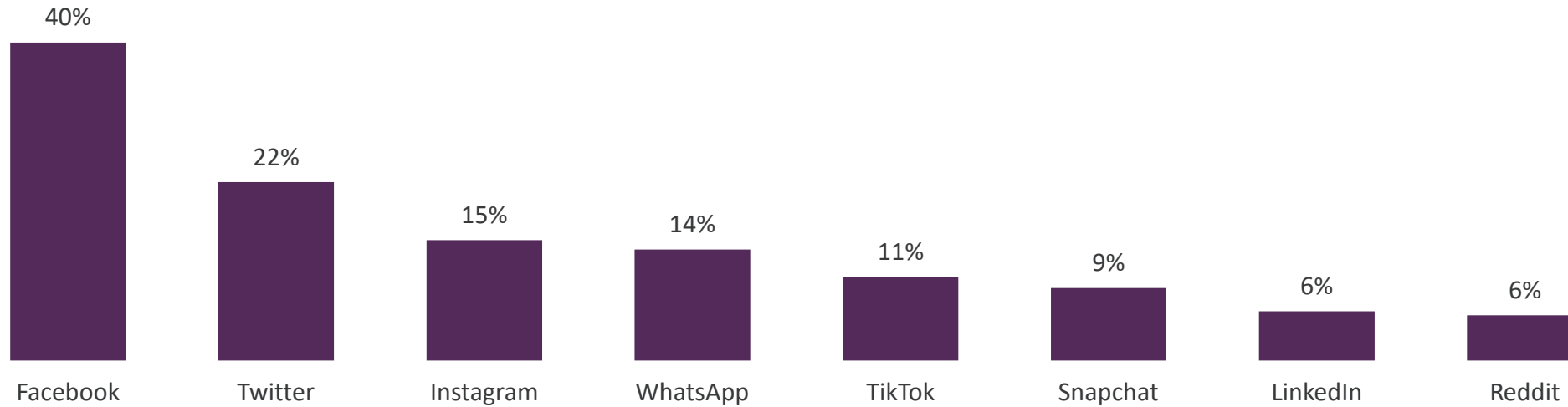
Source: Ofcom News Consumption Survey 2023 – Combined F2F and ONLINE sample

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+ in Scotland - 2023=691

Only sources with an incidence of >2% are shown

## Social media sources used for news nowadays, Scotland



Source: Ofcom News Consumption Survey 2023 – Combined F2F and ONLINE sample

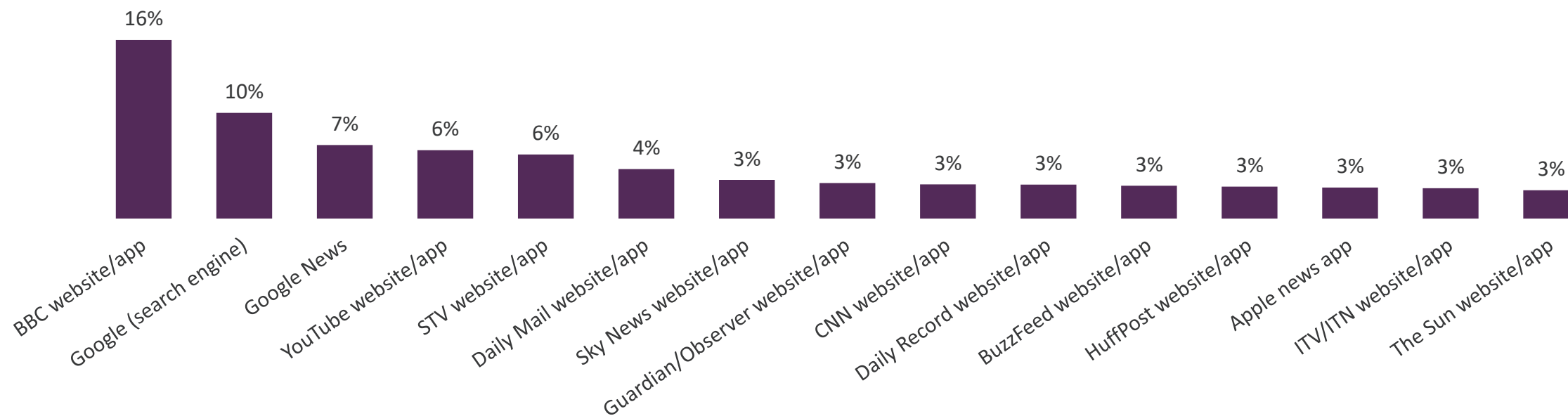
Question: D7a. Thinking specifically about social media (on any device), which of the following do you use for news nowadays?

Base: All adults 16+ in Scotland - 2023=691

Only sources with an incidence of >2% are shown



## Other internet sources used for news nowadays, Scotland



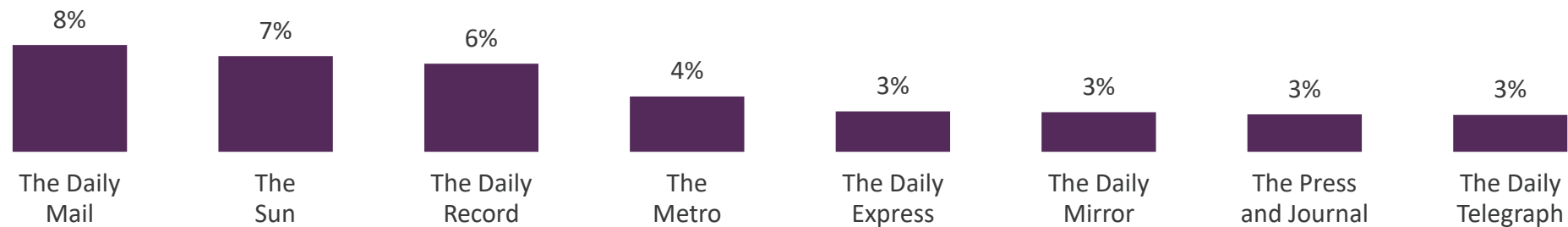
Source: Ofcom News Consumption Survey 2023 – Combined F2F and ONLINE sample

Question: D8a. Thinking specifically about other internet sources (including apps), on any device, which of the following do you use for news nowadays?

D8aa. And which of the following Scotland based websites or apps do you use for news nowadays?

Base: All adults 16+ in Scotland - 2023=691 Only sources with an incidence of >2% are shown

## Daily newspapers (print) used for news nowadays, Scotland



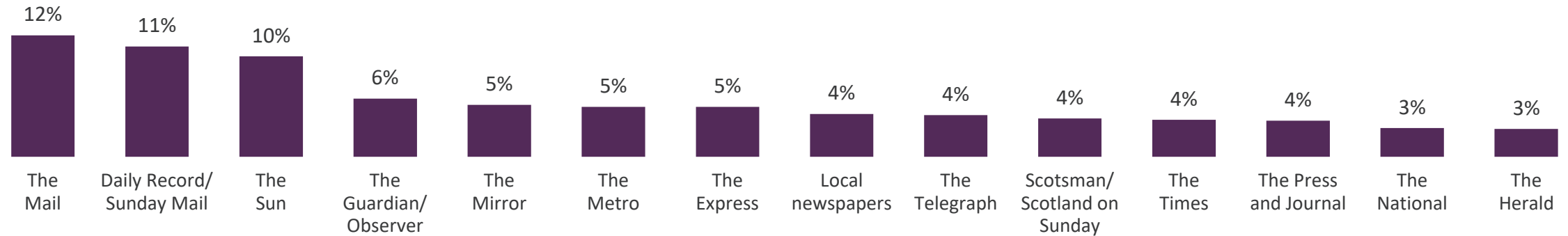
Source: Ofcom News Consumption Survey 2023 – Combined F2F and ONLINE sample

Question: D3a. Thinking specifically about daily newspapers, which of the following do you use for news nowadays?

Base: All adults 16+ in Scotland - 2023=691

Only sources with an incidence of >2% are shown

## Print and online newspapers used for news nowadays, Scotland (Combined daily newspapers, Sunday newspapers and websites/apps)



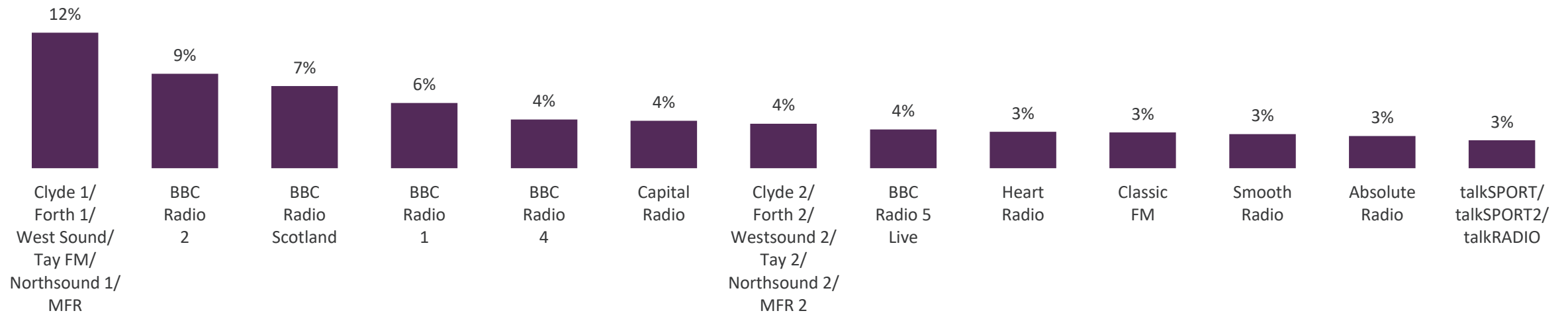
Source: Ofcom News Consumption Survey 2023 – Combined F2F and ONLINE sample

Question: D3a/4a/8a. Thinking specifically about [daily newspapers / weekly newspapers / other internet sources (including apps), on any device], which of the following do you use for news nowadays?

D8aa. And which of the following Scotland based websites or apps do you use for news nowadays?

Base: All adults 16+ in Scotland - 2023=691 Only sources with an incidence of >2% are shown

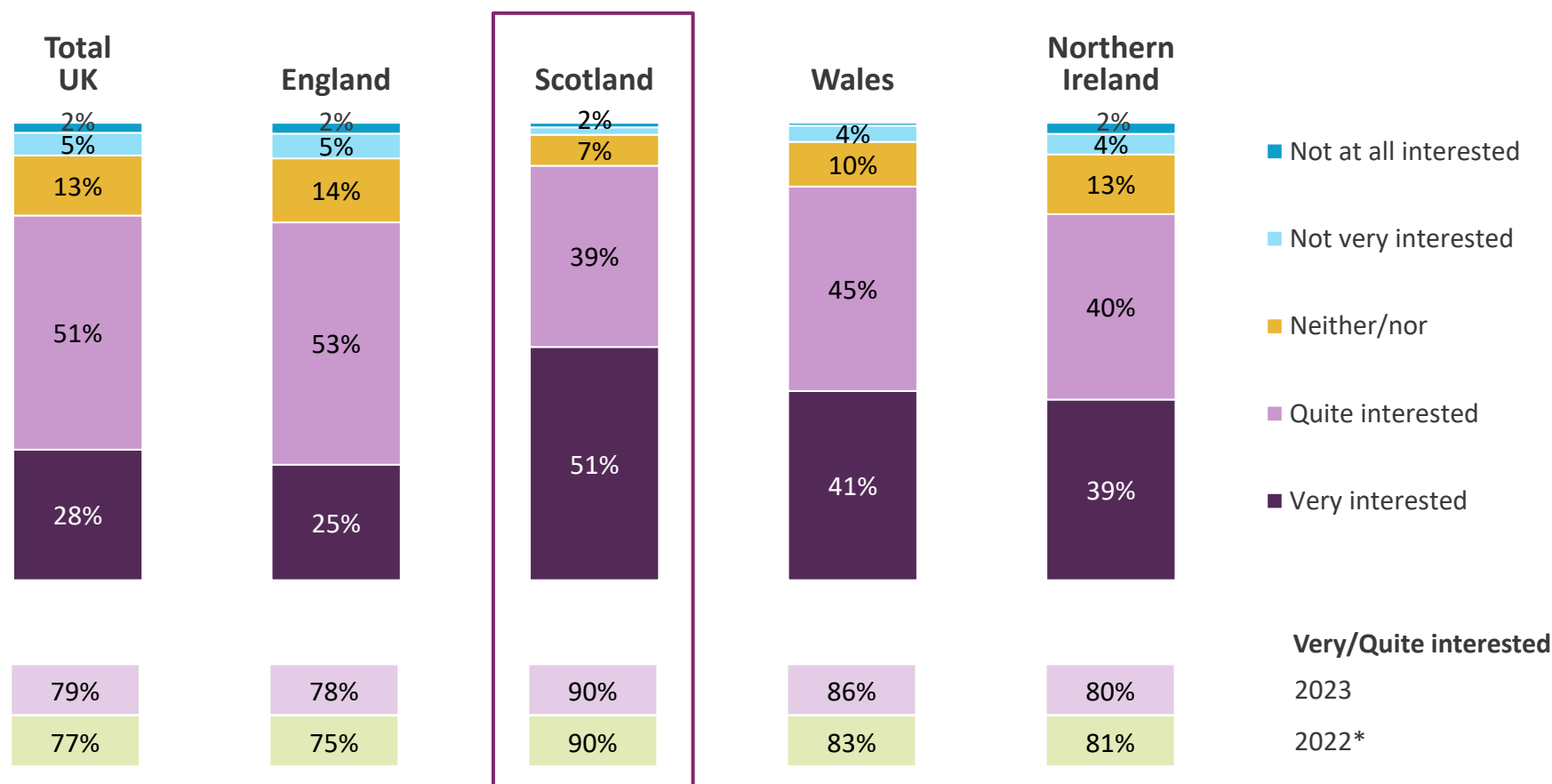
## Radio stations used for news nowadays, Scotland



Source: Ofcom News Consumption Survey 2023 – Combined F2F and ONLINE sample  
Question: D6a. Thinking specifically about radio, which of the following do you use for news nowadays?  
Base: All adults 16+ in Scotland - 2023=691  
Only sources with an incidence of >2% are shown

# Level of interest in news about own nation/region 2023, by nation

% of adults 16+ who follow news



Source: Ofcom News Consumption Survey 2023 – Combined F2F and ONLINE sample

Question: F3. How interested are you in news about your NATION/REGION? Base: All adults 16+ who follow news 2023 - Total=4371, England=2516, Scotland=665, Wales=627, Northern Ireland=563

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

Green/red triangles indicate statistically significant differences between 2023 and 2022 (at 99% confidence level)

# Sources used to access news about own nation/region, by nation

% of adults 16+ who follow news using main platforms

## England

BBC One	30%
ITV1	18%
Facebook	16%
BBC website/app	9%
BBC News Channel	5%
Instagram	5%
Twitter	5%

Don't follow region news 9%

## Scotland

STV	33%
BBC One	26%
Facebook	22%
BBC Scotland TV channel	10%
Twitter	9%
BBC website/app	8%
Clyde 1/ Forth 1/ West Sound/ Tay FM/ Northsound 1/ MFR	7%
BBC News Channel	5%
Sky News Channel	5%

Don't follow Nation news 3%

## Wales

BBC One	38%
ITV Wales	28%
Facebook	25%
BBC website/app**	13%
Any Wales based news sites/apps	10%
Twitter	6%
BBC Radio Wales	6%

Don't follow Nation news 4%

## Northern Ireland

UTV	41%
BBC One	34%
Facebook	17%
BBC Radio Ulster/Foyle	15%
Cool FM	9%
U105	7%
BBC website/app	6%
BBC iPlayer	5%
Twitter	5%

Don't follow Nation news 2%

Source: Ofcom News Consumption Survey 2023 – Combined F2F and ONLINE sample.

Question: F6. From which of the following sources do you get news about what is going on in NATION/REGION nowadays?

Base: All adults 16+ using TV/Newspapers/Radio/Internet/Magazine for news 2023 – England=2466, Scotland=655, Wales=617, Northern Ireland=541

\*\*Includes Welsh language version

Only sources with an incidence of 5%+ in each Nation are shown. Green/red triangles indicate statistically significant differences between 2023 and 2022 (at 99% confidence level)