

# News Consumption survey 2024

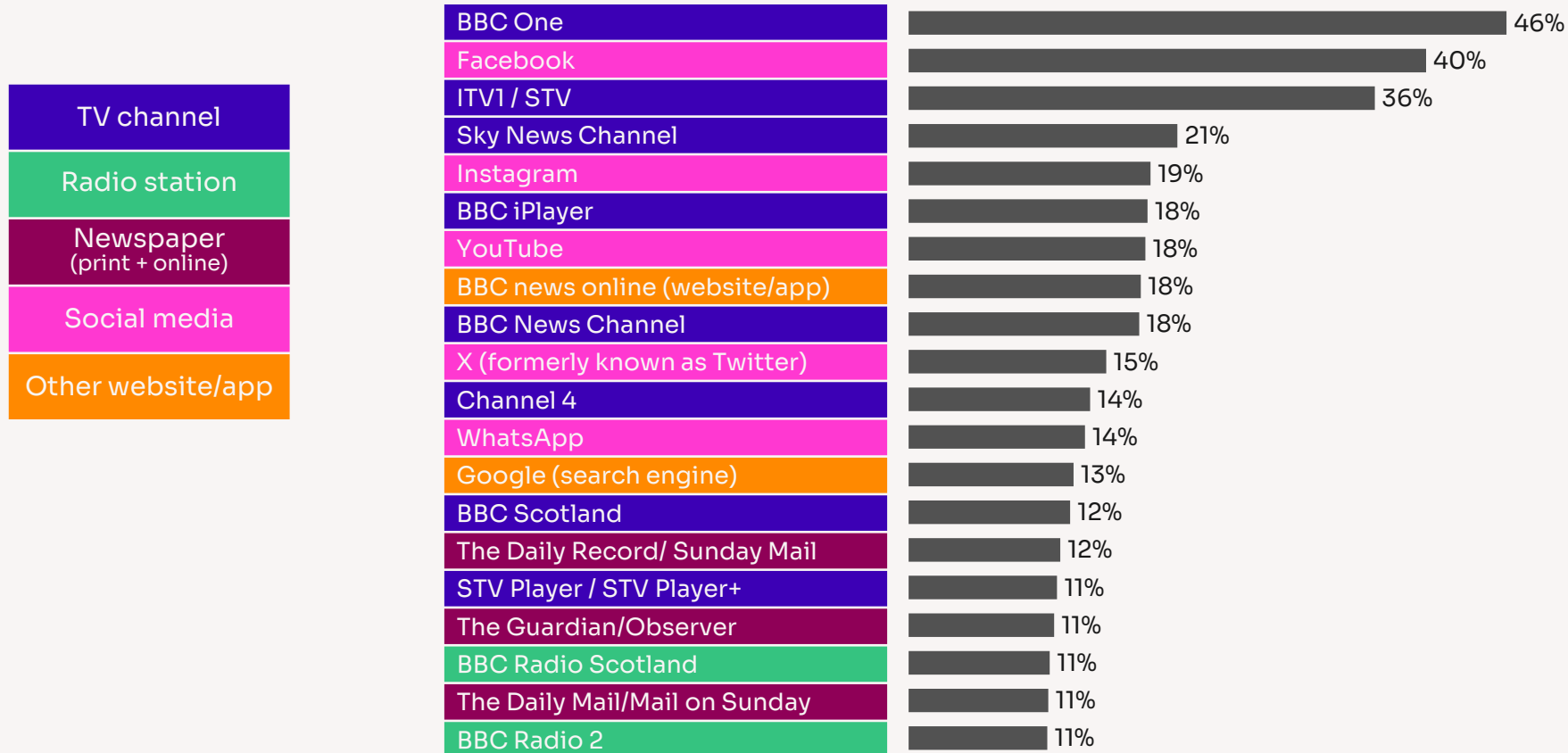
SCOTLAND

September 2024



## Top 20 news sources used in Scotland 2024

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



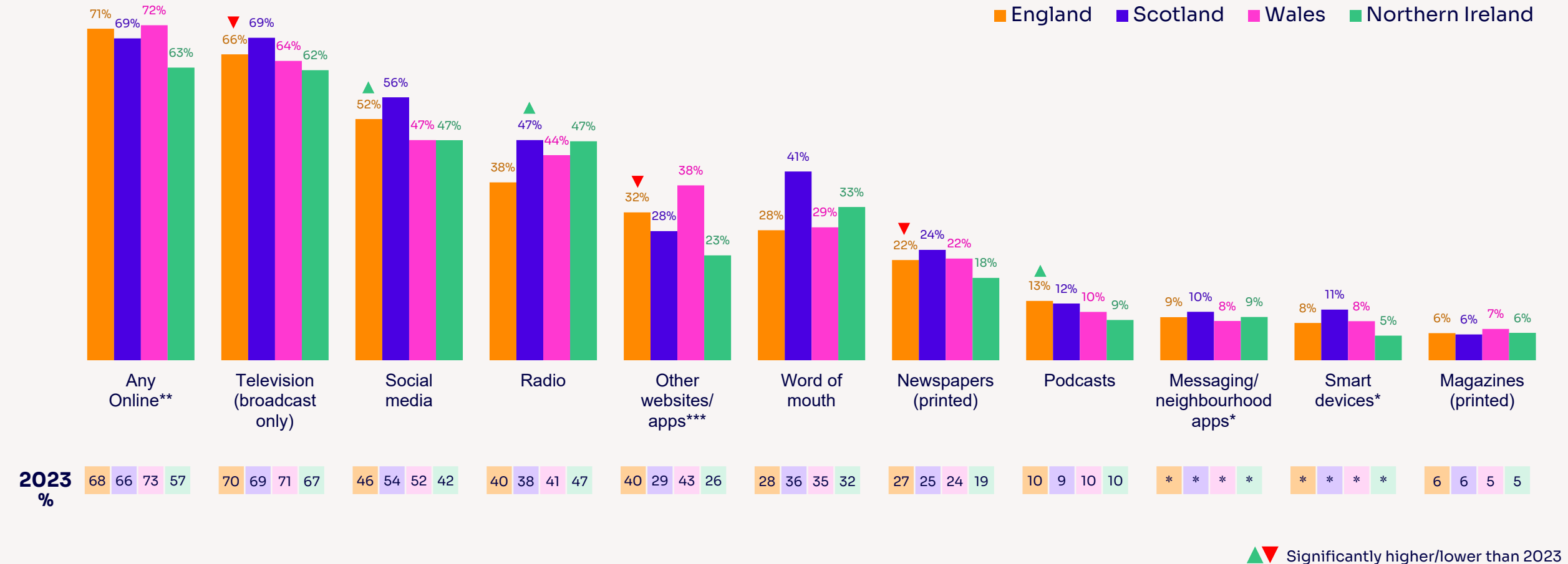
Source: Ofcom News Consumption Survey 2024 – COMBINED F2F & ONLINE sample

Question: D2a-D8a. Thinking specifically about <platform>, which of the following do you use for news nowadays?

Base: All Adults 16+ in Scotland 2024 = 664

# Platforms used for news nowadays 2024 – by Nation

Adults 16+ in each Nation



Source: Ofcom News Consumption Survey 2024 – COMBINED F2F & ONLINE sample

Question: C1. Which of the following platforms do you use for news nowadays? Base: All adults 16+ 2024 – England=3517, Scotland=664, Wales=671, NI=614

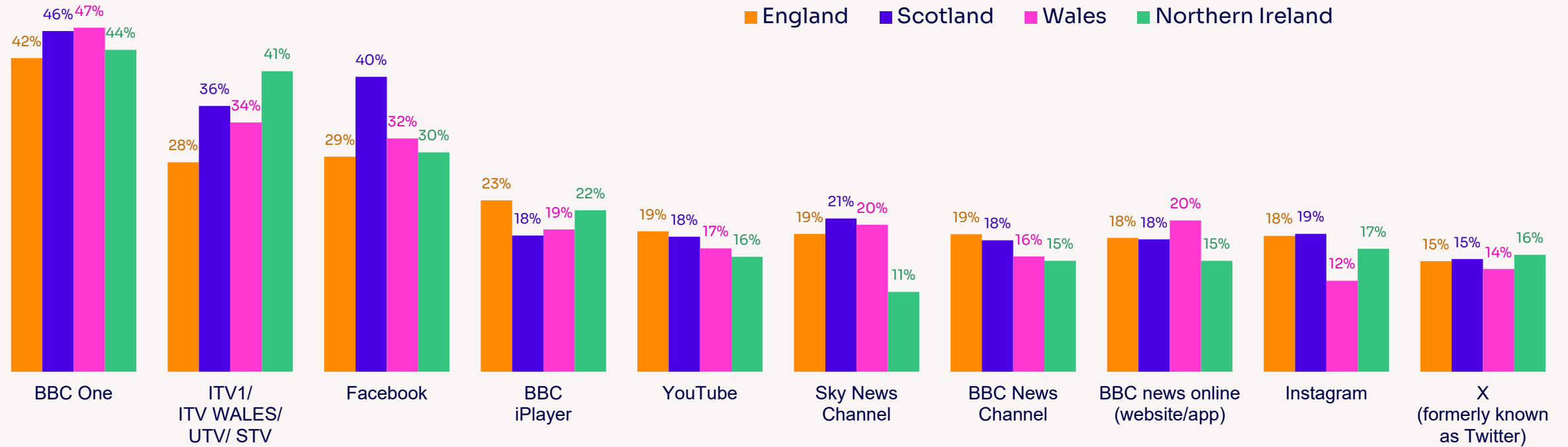
\* Messaging apps and Smart devices added in 2024

\*\* 'Any Online' includes use of social media, podcasts, messaging apps and other websites/apps accessed via any device

\*\*\* Other websites/apps includes non-social media internet sources (excluding podcasts and messaging apps)

## Most used sources for news nowadays 2024 – by Nation

Adults 16+ in each Nation



Source: Ofcom News Consumption Survey 2024 – COMBINED F2F & ONLINE sample

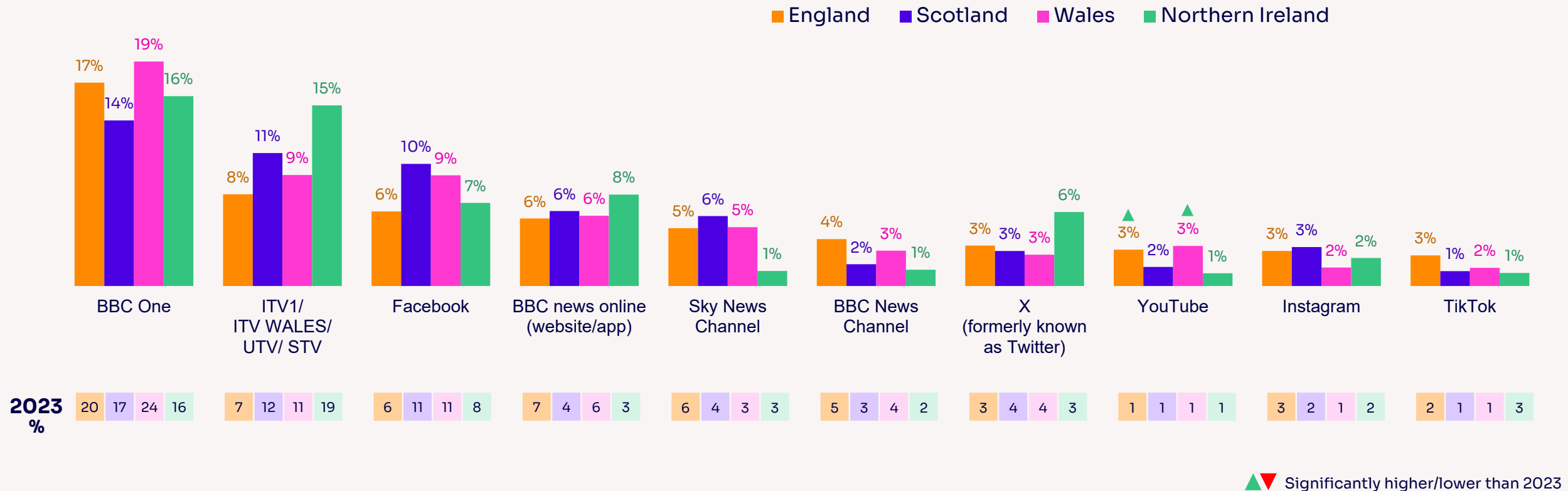
Question: D2a-D8a. Thinking specifically about <platform>, which of the following do you use for news nowadays?

Base: All adults 16+ 2024 – England=3517, Scotland=664, Wales=671, NI=614

Only sources with an incidence of 15%+ in 2024 for the Total sample are shown

## Single most important source for news nowadays 2024 – by Nation

Adults 16+ using TV/Newspapers/Radio/Online/Magazine for news in each Nation



Source: Ofcom News Consumption Survey 2024 – 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/Online/Magazines for news 2024 – England=3340, Scotland=632, Wales=627, NI=545

Only sources with an incidence of 2%+ in 2024 for the Total sample are shown

# TV channels used for news nowadays – Scotland

Adults 16+ in Scotland

Any TV broadcast channel:

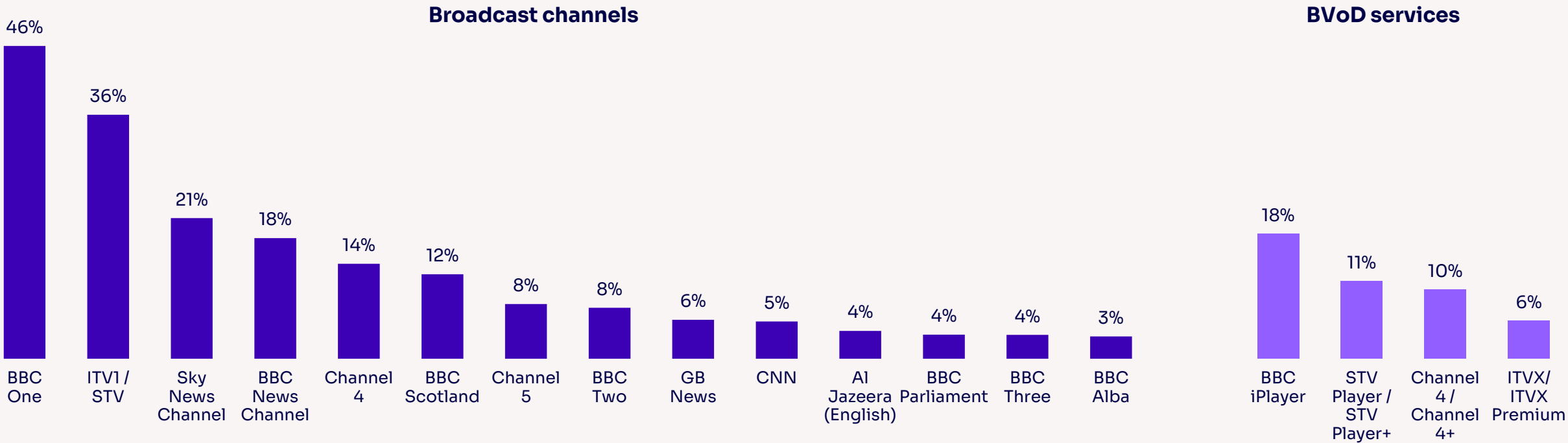
Any BVoD service:

Any TV broadcast OR BVoD:

69%

27%

71%

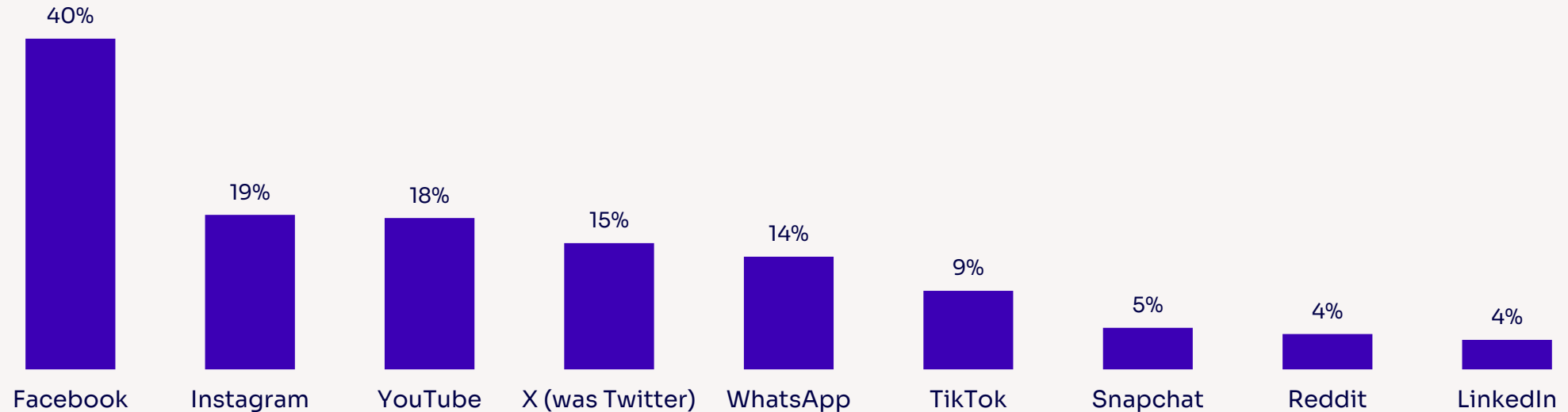


Source: Ofcom News Consumption Survey 2024 – COMBINED F2F & ONLINE sample  
Question: D2a. Thinking specifically about television, which of the following do you use for news nowadays? D2ai. Which, if any, of the following on-demand or catch up services do you use for news nowadays?  
Base: All adults 16+ in Scotland - 2024=664  
Only sources with an incidence of >2% are shown

## Social media sources used for news nowadays – Scotland

*Adults 16+ in Scotland*

**Any Social Media: 56%**



Source: Ofcom News Consumption Survey 2024 – COMBINED F2F & 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 - 2024=664

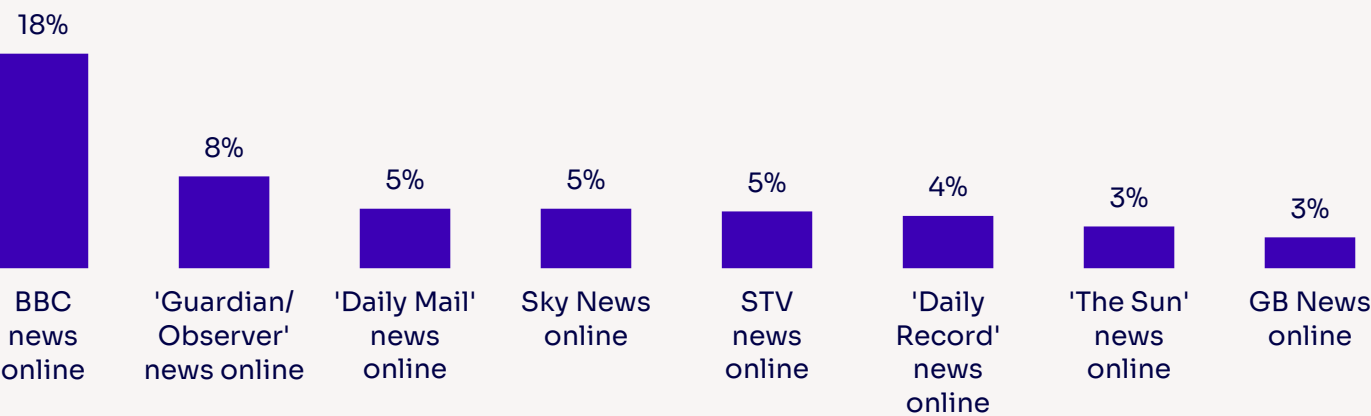
Only sources with an incidence of >2% are shown

# Websites/apps used for news nowadays – Scotland

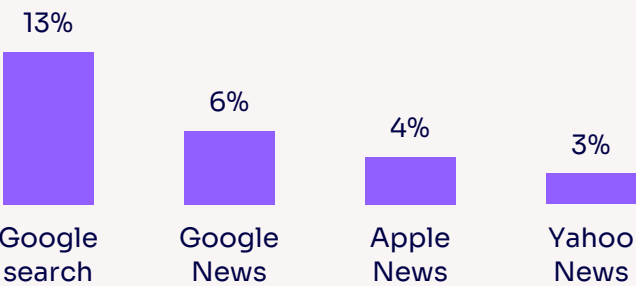
Adults 16+ in Scotland

|                                    |     |
|------------------------------------|-----|
| Any TV broadcaster website/app:    | 22% |
| Any Newspaper website/app:         | 17% |
| Any search engine/news aggregator: | 20% |

News websites/apps



Search engines/ News aggregators

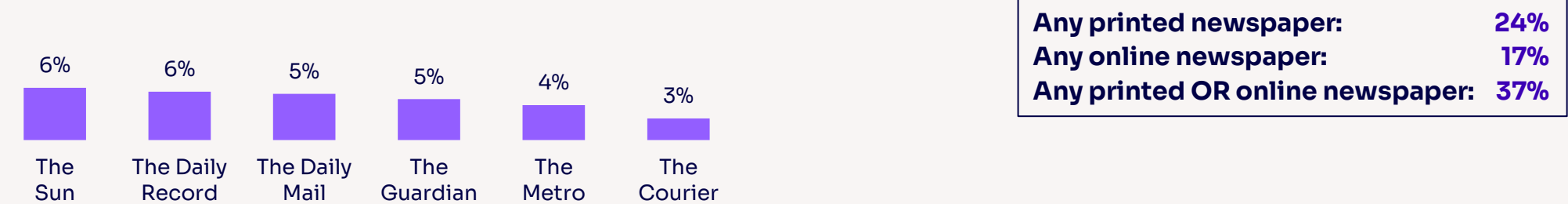


Source: Ofcom News Consumption Survey 2024 – COMBINED F2F & ONLINE sample  
Question: D8a. Thinking about these ways of getting news (on any device), which of the following brands do you get news from online nowadays – i.e. which have you used in the last month or so? D8aa. And which of the following Scotland based websites or apps do you use for news nowadays? D8aaa. Thinking specifically about search engines and news aggregators (e.g. websites/apps that bring together news from different news providers) on any device, which of the following do you use to access news nowadays – i.e. which have you used in the last month or so to access news? Base: All adults 16+ in Scotland – 2024=664 Only sources with an incidence of >2% are shown

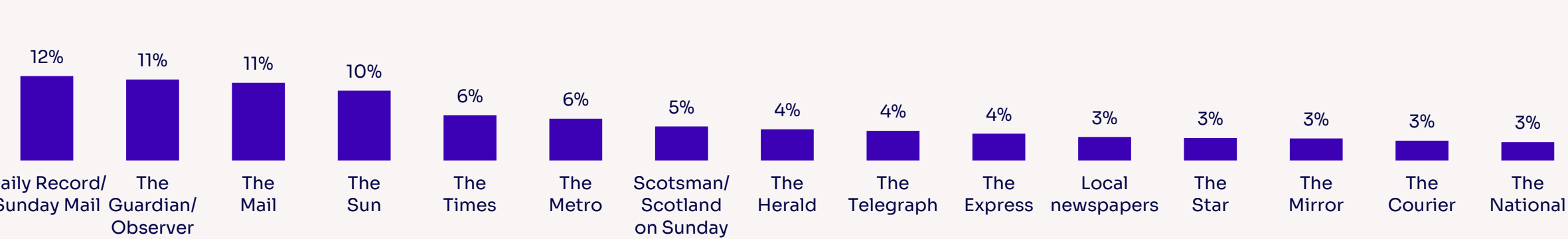
# Newspapers used for news nowadays – Scotland

Adults 16+ in Scotland

## Printed daily newspapers



## Combined daily + Sunday + online editions



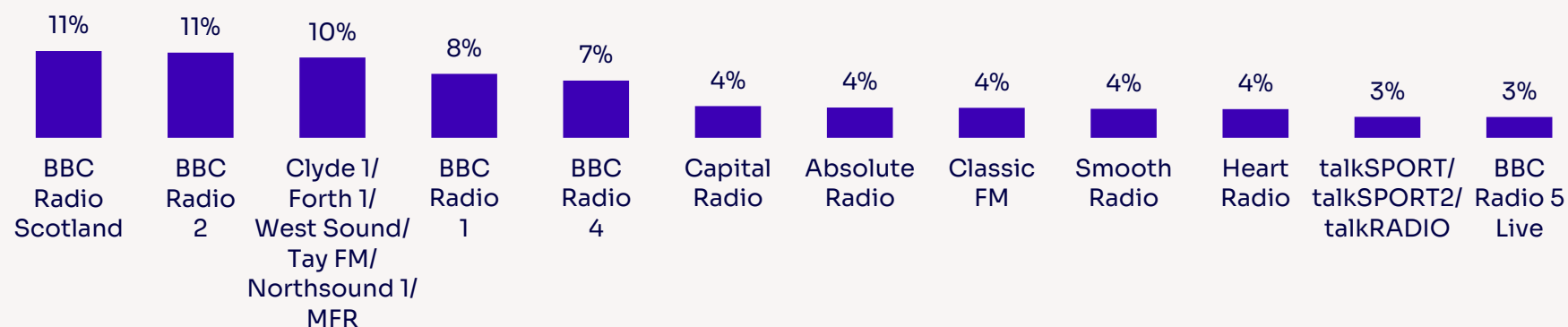
Source: Ofcom News Consumption Survey 2024 – COMBINED F2F & ONLINE sample  
Question: D3a/4a/8a. Thinking specifically about [daily newspapers / weekly newspapers / other internet sources (including apps), on any device], which of the following do you use for news nowadays? D8aa. And which of the following Scotland based websites or apps do you use for news nowadays?  
Base: All adults 16+ in Scotland - 2024=664  
Only sources with an incidence of >2% are shown

# Radio stations used for news nowadays - Scotland

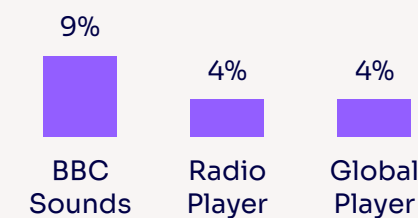
Adults 16+ in Scotland

**Any radio station (offline): 47%**  
**Any BBC Radio (offline): 32%**  
**Any online radio service: 16%**

## Radio stations



## Online radio services



Source: Ofcom News Consumption Survey 2024 – COMBINED F2F & ONLINE sample

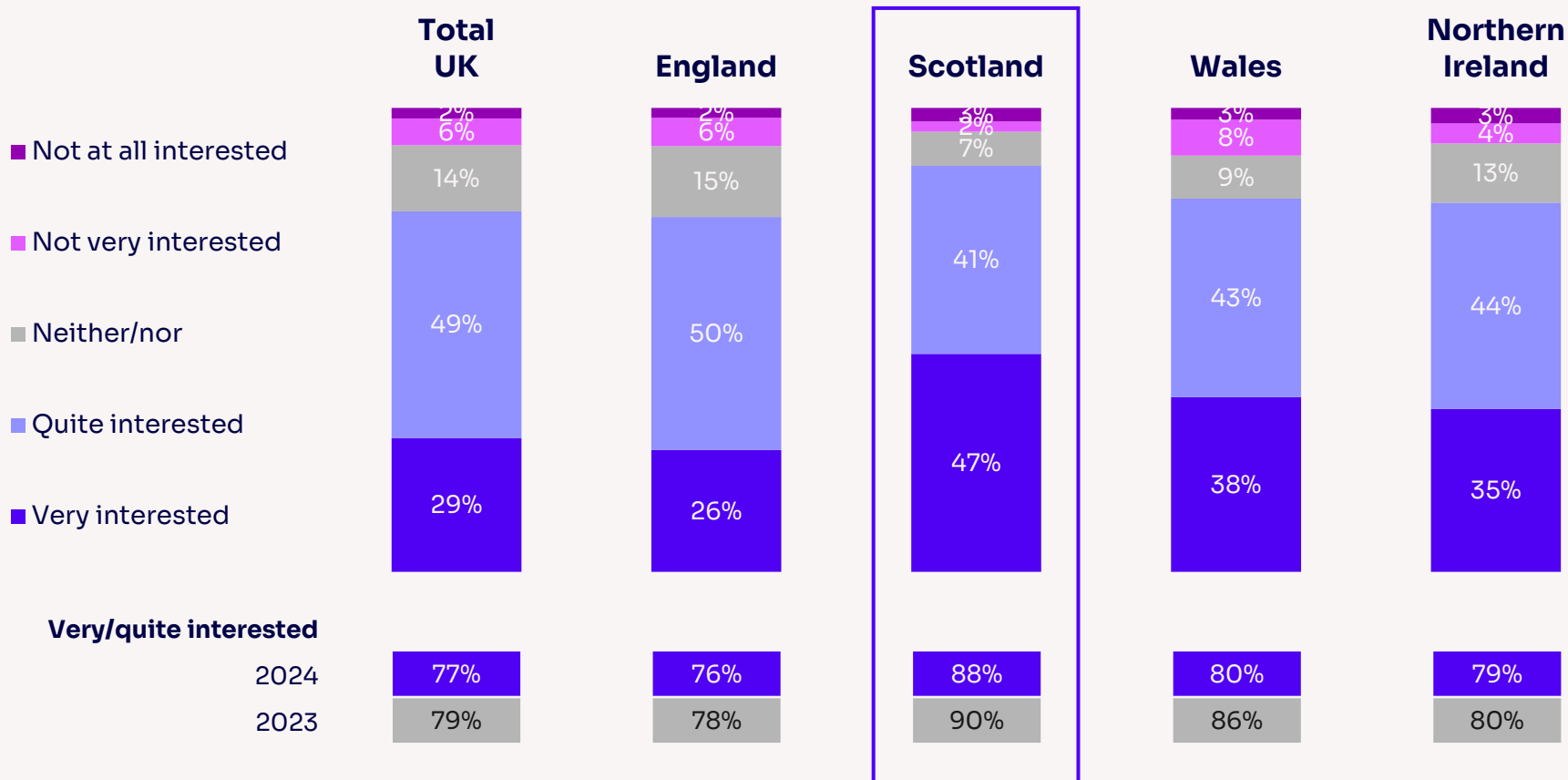
Question: D6a. Thinking specifically about radio, which of the following do you use for news nowadays? D6c. On which of the following online radio services do you listen to news nowadays?

Base: All adults 16+ in Scotland - 2024=664

Only sources with an incidence of >2% are shown

## Level of interest in news about own nation/region 2024 - by Nation

All adults 16+ who follow news



▲ ▼ Significantly higher/lower than 2023

Source: Ofcom News Consumption Survey 2024 – COMBINED F2F & ONLINE sample

Question: F3. How interested are you in news about your NATION/REGION?

Base: All adults 16+ who follow news 2024 - Total=5250, England=3404, Scotland=647, Wales=635, Northern Ireland=564

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

*All adults 16+ who follow news using main platforms*

### England

|                      |     |
|----------------------|-----|
| BBC One              | 26% |
| Facebook             | 16% |
| ITV1                 | 16% |
| BBC news online      | 7%  |
| Instagram            | 6%  |
| BBC News Channel     | 5%  |
| WhatsApp             | 5%  |
| X (formerly Twitter) | 5%  |
| YouTube              | 5%  |

Don't follow region news 11%

### Scotland

|                                                          |     |
|----------------------------------------------------------|-----|
| BBC One                                                  | 27% |
| ITV1/STV                                                 | 27% |
| Facebook                                                 | 21% |
| BBC news online                                          | 10% |
| BBC Scotland TV                                          | 8%  |
| Instagram                                                | 7%  |
| Clyde 1/ Forth 1/ West Sound/<br>Tay FM/ Northsound/ MFR | 7%  |
| BBC Radio Scotland                                       | 6%  |
| X (formerly Twitter)                                     | 6%  |
| Sky News Channel                                         | 6%  |
| BBC News Channel                                         | 5%  |
| YouTube                                                  | 5%  |

Don't follow Nation news 3%

### Wales

|                                 |     |
|---------------------------------|-----|
| BBC One                         | 31% |
| ITV1/ITV WALES                  | 23% |
| Facebook                        | 18% |
| Any Wales based news sites/apps | 11% |
| BBC news online                 | 11% |
| BBC Radio Wales                 | 6%  |

Don't follow Nation news 9%

### Northern Ireland

|                               |     |
|-------------------------------|-----|
| BBC One                       | 36% |
| ITV1/UTV                      | 34% |
| BBC Radio Ulster/ Foyle       | 19% |
| Facebook                      | 15% |
| Cool FM                       | 13% |
| BBC news online               | 11% |
| X (formerly Twitter)          | 8%  |
| Any NI based news sites/apps  | 6%  |
| RTE Channels/Virgin Media One | 6%  |
| The Belfast Telegraph         | 5%  |
| U105                          | 5%  |

Don't follow Nation news 2%

Source: Ofcom News Consumption Survey 2024 – COMBINED F2F & 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/Online/Magazine for news 2024 – England=3340, Scotland=632, Wales=627, Northern Ireland=545

Only sources with an incidence of 5%+ in each Nation are shown