

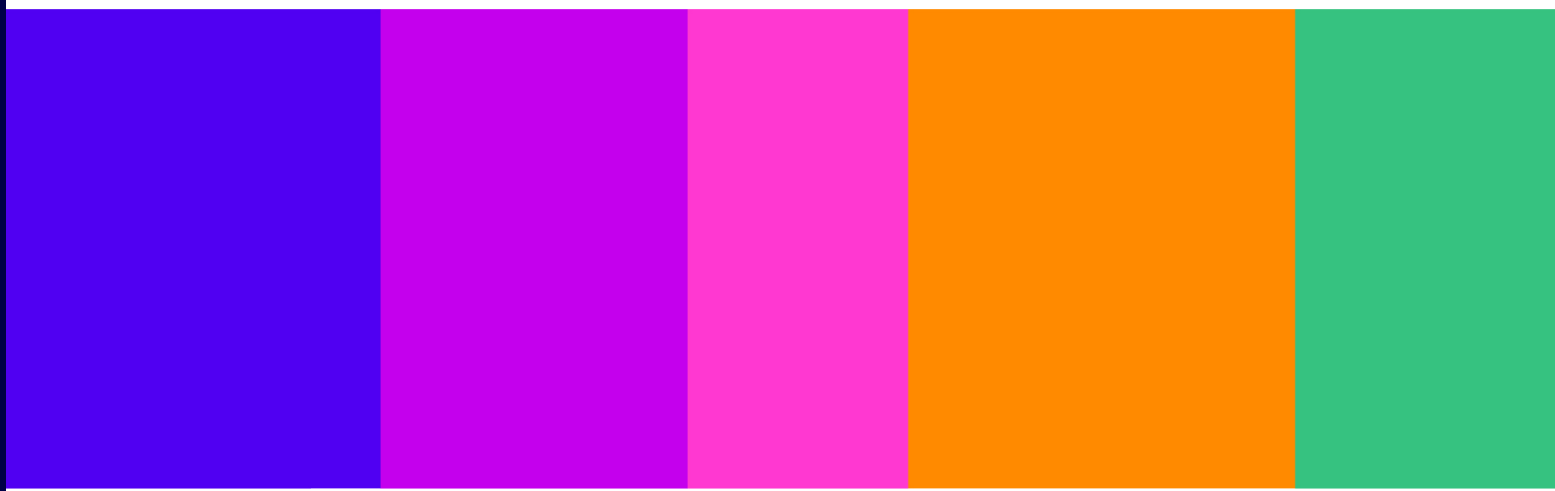
News consumption in the UK: 2024

Research findings

[Welsh translation available](#)

Report

Published 10 September 2024



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Overview

This summary report provides the key insights from Ofcom's latest News Consumption Survey, which explores UK adults' and teens' news consumption across television, radio, print and online (including social media, search engines, news aggregators and other websites and apps).

The aim of this report and the accompanying documents is to inform an understanding of news consumption across the UK. This includes the sources and platforms used, the perceived importance of different outlets for news, attitudes to individual news sources, local news use, and news consumption in the nations.

While the primary source for this report is Ofcom's News Consumption Survey, the report also draws on [Barb¹](#) for television viewing data, Ofcom's [Public Service Media](#) (PSM) Tracker 2023 and Ofcom's 2022 [Media Plurality and Online News](#) research.

Fieldwork for the adults' survey this year took place across two waves: 6 November – 3 December 2023 and 26 February – 23 March 2024. For ease of reporting, we refer to this latest survey data as '2024' throughout. We compare back to 2018, excluding 2021 when there was no fieldwork due to the Covid pandemic. Comparisons with years before 2018 are not possible due to methodological changes.

The [2024 UK General Election survey](#) was set up to monitor UK adults' interest in and engagement with news and current affairs during the general election period, with a particular focus on how they form their opinions and their experiences of potential misinformation. This standalone survey acts as a complement to the News Consumption tracking survey. This will be published alongside this summary report.

What we have found – in brief

Overall news consumption:

- An overwhelming majority (96%) of UK adults say they consume news in some form. However, the ways in which people access the wide variety of news platforms are changing.
- In 2024, seven in ten (71%) say they consume online news in some capacity, level with news consumed via TV and on demand (70%). Social media is a significant component of online news consumption, with more than half of UK adults (52%) using it as a news source.
- Although TV news viewing, previously the single most-used platform, has declined since last year (75% in 2023, falling to 70% in 2024), we know from Barb data that half of all adults (51%) still watch news on any of the main public service broadcasters (PSBs) each week. The PSM tracker shows that the public value of trusted and accurate news is a priority for audiences and is rated highly.
- Although online and social media have increased in use, traditional platforms outperform them on a number of attribute ratings; in particular, trust, accuracy and impartiality.

¹ Barb is the industry standard for understanding what people in the UK watch.

- BBC news output, across all its platforms, reaches 68% of all UK adults, and BBC One continues to be the most-used single source of news. However, PSBs are declining in popularity and four of the top ten individual news sources are now social media platforms.
- The use of newspapers for news, including their digital formats, has declined significantly since 2023, while the use of radio for news has been stable over the past couple of years.

Online and social media:

- Among adults who directly access news publishers, websites and apps, the BBC website (59%) has the highest claimed use, followed by Sky (20%), The Guardian (20%) and The Daily Mail (19%).
- Facebook continues to be the most-used social media source (reaching 30% of UK adults), in line with 2023, while TikTok has been growing in popularity as a source of news, reaching 11% of UK adults, up from 1% in 2020.
- Six in ten UK adults (59%) claim to use some form of online intermediary (social media, search engine or news aggregator) for their news consumption. Meta (40%) and Google (32%) are the most commonly used intermediaries, reaching three-quarters of all adults.

Generational differences (16-24s and over-55s):

- Online sources continue to be most popular among the younger age groups, with nine in ten (88%) 16-24-year-olds using online sources for news. Social media is the main driver of this, with eight in ten (82%) young adults using this platform. Only half of 16-24s (49%) use TV for news.
- In contrast, TV news (including on-demand) is the main news platform used by 85% of people aged 55+. But this age group is also gradually adopting online news, with over half (54%) now using online platforms for news. This is largely driven by direct access (to news publishers, websites and apps), with only 28% of those aged 55+ using social media for news.

Teens (12-15 years old):

- Our data shows that teens tend to be interested in lighter rather than more serious news. The three topics of most interest to them include: 'sports/sports personalities' (21%); 'music news/singers' (13%); 'celebrities/famous people' (10%).
- While the BBC has the highest reach of any organisation, with its news content used by 36% of this age group, TikTok (30%), YouTube (27%) and Facebook / Instagram (both 21%) are the most-used individual sources for news: 12% of teens cited TikTok as their main source of news.
- Teens tend to rate traditional sources more highly than online sources. Forty-five per cent of teenagers who use social media for news said that it '*provided trustworthy news stories*' compared to 77% of teenagers using TV for news and 76% of teenagers who used radio for news.

Research note:

Please keep in mind when reading this report that when a respondent indicates that they use online or social media platforms for news, they may be referring to content or posts by traditional news publishers such as the BBC, posts by journalists or public figures, or content posted/shared by friends and family, etc.

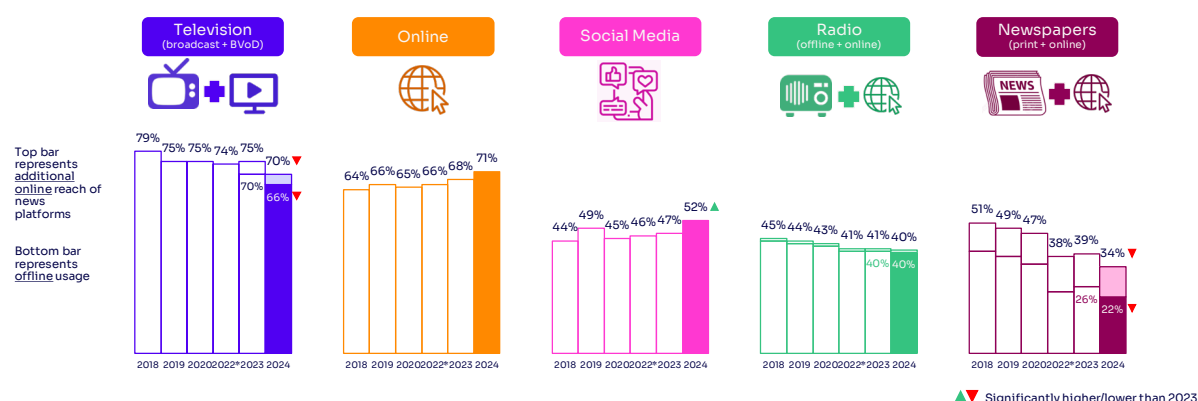
Summary of findings

Overall news consumption

News consumption patterns continue to shift away from traditional platforms towards online sources.

An overwhelming majority (96%) of UK adults watch, listen or read news in some form. However, the way in which people are accessing the wide variety of news platforms is changing. In previous years, television has been the most-used platform for accessing news, but this has been in gradual decline, with a steeper fall since 2023. In contrast, the use of online sources for news continues to increase. In 2024, seven in ten (71%) UK adults are consuming news via online sources; this is now on a par with television (70%).² Social media is a significant component of online news consumption, with more than half of UK over-16s (52%) now using it as a news source.

Figure 1: Main platforms used for news nowadays³



Ofcom news consumption survey 2024. Question: C1. Which of the following platforms do you use for news nowadays? Base: All adults 16+. 2024=5545, 2023=4556, 2022 W2=2792, 2020=4576, 2019=4691, 2018=4618.*

The use of newspapers is also in long-term decline. Last year, we speculated that the decline might have halted, but our most recent data shows significant downward shifts in the consumption of both print and digital newspaper formats since 2023. The use of radio for news has been stable over the last couple of years.

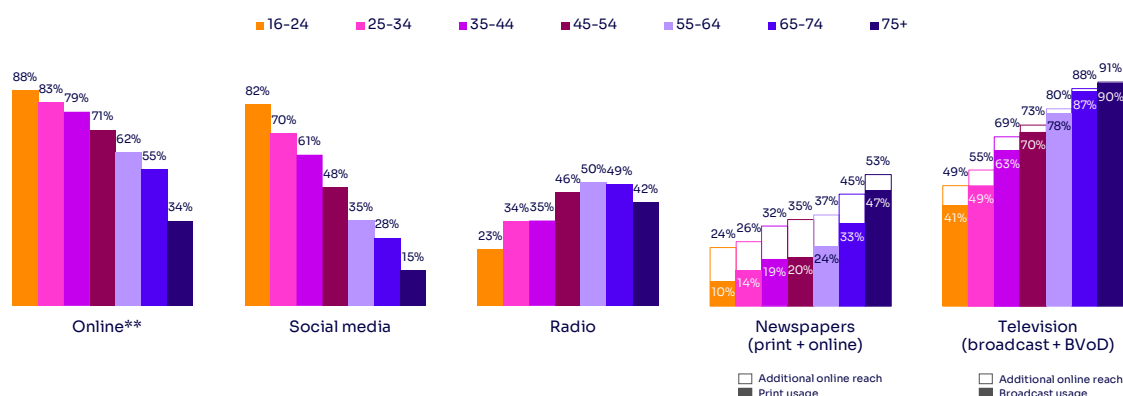
² This includes broadcast video-on-demand services such as BBC iPlayer, ITVX/ITX Premium and Channel 4/Channel 4+ as news sources.

³ 'Online' Includes use of social media, podcasts, messaging apps and other websites/apps accessed via any device. Online radio services, messaging apps and smart devices added in 2024; BVoD added in 2023.

Demographic trends are evident – younger age groups are more likely to use social media for news

Figure 2 shows the main platforms used for news, by age. Online sources continue to be most popular with the younger age groups, with nine in ten (88%) 16-24-year-olds using them for news. Social media is the main driver of this, used by eight in ten (82%) 16-24-year-olds. Traditional news sources remain the most common choices among the older age groups.

Figure 2: Main platforms used for news, by age group: 2024



Ofcom news consumption survey 2024. Question: C1. Which of the following platforms do you use for news nowadays? Base: All adults 16+ 2024 – Aged 16-24=692, 25-34=825, 35-44=928, 45-54=930, 55-64=721, 65-74=795, 75+=574.

The mean number of news sources consumed across all platforms was 6.9 in 2024, in line with 7.1 in 2018. Those aged 16-24 consumed more news sources than those aged 55 and over (7.5 vs 6.2), reflecting a wider range of online sources used.⁴ The mean number of PSBs used by UK adults was 1.5, dropping to 1 among 16–24-year-olds and rising to 2 among those over 55.

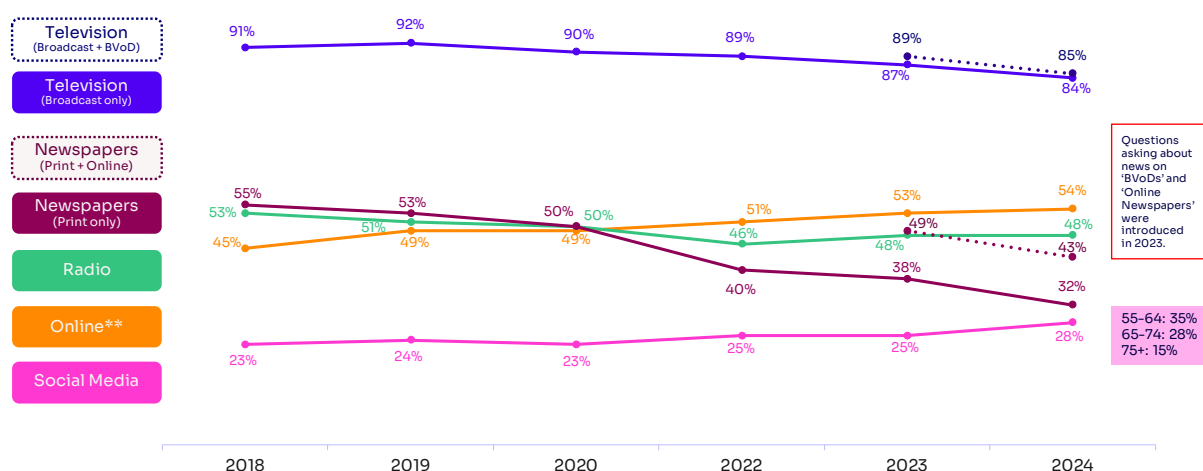
Older people are gradually adding online news sources to their news diets

In figure 3, we see the main platforms used for news, over the past six years, for those aged 55 and over. Typically, this age group use television as their main source of news, with 85% currently doing so. But we are also seeing a gradual increase in their use of online sources; more than half of this age group (54%) are now accessing news in this way. This is predominantly driven by direct access to online news – only 28% of those aged 55 and over say they use social media for news, significantly lower than 16-24s at 82%.

This direct access to online news includes BBC online news (20% of those aged 55 and over compared to 13% of 16-24s) and The Daily Mail Online (7% of those aged 55 and over compared to 3% of 16-24s).

⁴ Number of news sources obtained through participants selecting all the sources of news that they use.

Figure 3: Main platforms used for news nowadays, adults aged 55+: 2018-2024



Ofcom news consumption survey 2024. Question: C1. Which of the following platforms do you use for news nowadays? Base: All adults aged 55+ 2024 – 2018=1612, 2019=1518 2020=1526, 2022=981, 2023=1607, 2024=2090.

PSBs remain important sources of news, though they are in decline on traditional platforms.

Figure 4 shows the top 20 individual sources for news over the past six years. While BBC One (43%) and ITV (30%) continue to be the top two most-used sources, there have been gradual declines over time for the PSBs. In our most recent data, Channel 4 has fallen out of the top ten individual sources for news viewing, down from 17% in 2022 to 14% in 2024.

As noted above, social media is increasing in use, and four of the top ten individual sources for accessing news are social media platforms.

YouTube is also becoming a significant way of accessing news. This finding correlates to the overall growth of video-sharing platforms for overall viewing of TV and video content, noted in our recent [Media Nations](#) publication.

Research note:

This year YouTube was moved from the 'other online' usage question (D8a) to the 'social media' usage question (D7a), resulting in a rise in prominence for the 'YouTube' answer option, which may account for the relatively large increase seen since last year.

Figure 4: Top 20 news sources: 2019-2024⁵

| | 2019 | 2020 | 2022 | 2023 | 2024 |
|--------------------------------------|------|------|------|------|-------|
| BBC One | 58% | 56% | 53% | 49% | 43% ▼ |
| ITV1/ITV WALES/UTV/STV | 40% | 41% | 35% | 34% | 30% ▼ |
| Facebook | 35% | 34% | 32% | 30% | 30% |
| BBC iPlayer | - | - | - | 24% | 23% |
| YouTube | 6% | 6% | 8% | 7% | 19% ▲ |
| Sky News Channel | 23% | 25% | 23% | 21% | 19% |
| BBC News Channel | 23% | 21% | 24% | 23% | 18% ▼ |
| BBC news online (website/app) | 25% | 23% | 23% | 22% | 18% ▼ |
| Instagram | 13% | 14% | 16% | 16% | 18% |
| X (formerly known as Twitter) | 16% | 17% | 17% | 17% | 15% |
| WhatsApp | 14% | 13% | 14% | 13% | 14% |
| Channel 4 | 17% | 18% | 17% | 16% | 14% |
| Google (search engine) | 19% | 15% | 12% | 13% | 14% |
| Daily Mail/Mail on Sunday | 18% | 17% | 15% | 14% | 13% |
| Channel 4 / Channel 4+ (All 4/All4+) | - | - | - | 8% | 12% ▲ |
| ITVX/ITVX Premium | - | - | - | 11% | 12% |
| TikTok | - | 1% | 7% | 10% | 11% |
| The Guardian/Observer | 11% | 10% | 10% | 10% | 10% |
| BBC Radio 2 | 12% | 12% | 11% | 11% | 10% |
| BBC Sounds | - | - | - | - | 9% |

▲ ▼ Significantly higher/lower than 2023

Ofcom news consumption survey 2024. Question: D2a-D8a. Thinking specifically about <platform>, which of the following do you use for news nowadays? D8a Question wording updated for news brands online. Base: All adults 16+ - 2024=5466, 2023=4556, 2022 W2=2792, 2020=4576, 2019=4691.

The importance of social media as a news source among young people is evident when looking at the top individual sources used. Instagram (41%), YouTube (37%)⁶, Facebook (35%), TikTok (33%) and 'X' (27%) comprise the top five news sources used by 16-24-year-olds. BBC iPlayer (23%) and BBC One (23%) are in joint 6th position.

Those aged 55 and over rely more heavily on the PSBs and television sources. BBC One (62%) is most used, followed by ITV (43%), the BBC News Channel (23%), BBC iPlayer (21%) and Sky News (20%). Facebook (19%) is the only social media source in the top ten sources for this group.

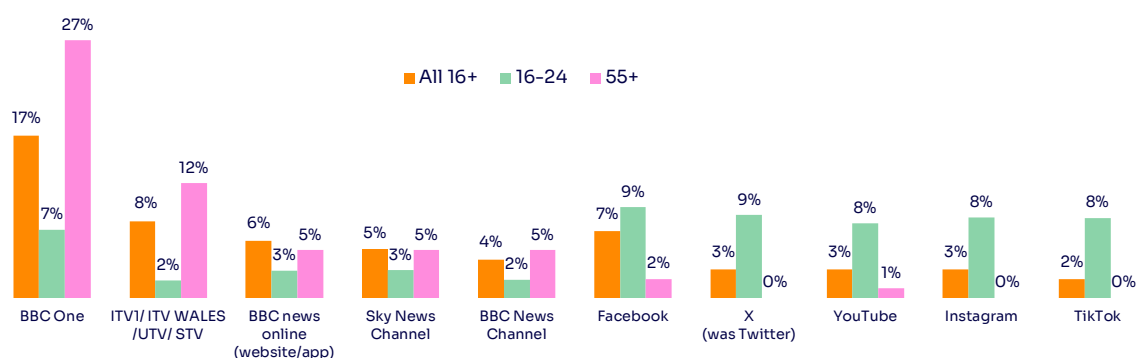
⁵ BBC Sounds was added in 2024; BBC iPlayer, ITVX, Channel 4+/Channel4+ added in 2023; TikTok was added in 2020. 2022 wave 1 and 2021 data is not shown because face-to-face fieldwork was not possible during the Covid-19 pandemic.

⁶ As noted above, YouTube was moved from the 'other online' usage question to the 'social media' usage question, resulting in a rise in prominence of the 'YouTube' answer option, which may account for the relatively large increase since 2023.

Older adults prefer established news providers, while young people don't have a clear single preference

As 'digital natives', 16-24-year-olds have grown up with a wide variety of online sources available to them. As such, among them there is no clear preference for a single 'most important' source of news. Preferences are spread across a range of sources including Facebook, X (formerly Twitter), YouTube, Instagram, TikTok and BBC One. Conversely, those aged 55 and over, who have grown up with television (and radio) news, expressed a clear preference for the TV broadcasters; 27% of those aged 55 and over say that BBC One was their 'most preferred' source of news while 12% chose ITV.

Figure 5: Single most important source of news, older vs younger age groups: 2024



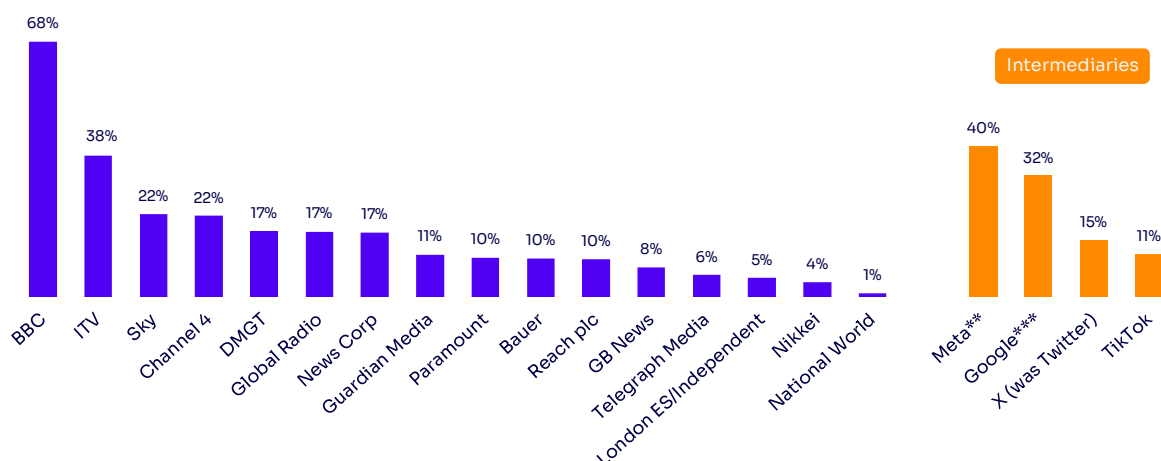
Source: Ofcom News Consumption Survey 2024 – COMBINED F2F & ONLINE sample. Question: E1a. Looking at all the sources of news you have just said that you use, which one is most important to you? Base: All adults 16+ specifying at least one source for news 2024. Aged 16-24=637, 55+ =2020.

At the provider level, the BBC continues to have the highest cross-platform reach

The BBC's news output, across all its platforms (TV, radio, news website, BBC Sounds and BBC iPlayer), reaches 68% of all UK adults. This is followed by the Meta platforms (Facebook, Instagram and WhatsApp), used by one in four, and then ITV output (via TV, website and ITVX) which reaches 38%. A third of UK adults are using Google platforms (Google News, Google and YouTube⁷) and one in four are using Sky and Channel 4 (both at 22%).

⁷ As noted above, YouTube was moved from the 'other online' usage question to the 'social media' usage question, resulting in a rise in prominence of the 'YouTube' answer option, which may account for the large rise observed.

Figure 6: Cross-platform retail providers used 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+ 2024=5466 Meta** = Facebook + Instagram + Threads + WhatsApp. Google*** = Google News + Google + YouTube.

Traditional news platforms score higher on trust, accuracy and impartiality than online or social media news platforms

We looked at the attribute ratings across all platforms, and television, radio and print newspapers continue to be rated highly on attributes such as accuracy, trust and impartiality. In general, online sources are rated ten percentage points lower than the traditional platforms. In particular, among users of social media, accuracy, trust, impartiality and high quality are rated lower. But social media is rated moderately well on ‘offering a range of opinions’, ‘helps me understand what’s going on in the world today’ and being ‘important to me personally’. Our data showed that while younger people (aged 16-24) are the heaviest users of social media for news, they score it below average for accuracy, trustworthiness and impartiality.

Figure 7: Rating of attributes of news platforms (7-10 ratings): 2024

| | TV broadcast channels | Printed newspapers | Radio | All online sources | Social media |
|---|-----------------------|--------------------|-------|--------------------|----------------------|
| Is important to me personally | 71% | 67% | 64% | 61% | 61% |
| Helps me understand what's going on in the world today | 73% | 66% | 66% | 59% | 54% |
| Offers a range of opinions | 66% | 63% | 62% | 58% | 59% |
| Is high quality | 74% | 67% | 68% | 56% | 46% |
| Is accurate | 70% | 66% | 69% | 53% | 44% 37% among 16-24s |
| Is trustworthy | 69% | 66% | 68% | 53% | 43% 37% among 16-24s |
| Has a depth of analysis and content not available elsewhere | 63% | 62% | 55% | 53% | 47% |
| Helps me make up my mind | 60% | 61% | 57% | 51% | 46% |
| Is impartial | 61% | 61% | 60% | 49% | 42% 35% among 16-24s |

Source: Ofcom News Consumption Survey 2024 – COMBINED F2F & ONLINE sample. Question: E2. How important is <BRAND> as a source of news to you personally? E3. And to what extent do you think the following statements apply to <BRAND> as a news source? Answer using a scale of 1 to 10. Base: All ratings by

those using each platform for news at least weekly (every 2-3 weeks for weekly newspapers/magazines) 2024 – TV=8130, newspapers=3036, radio=2411, all online=12218, social media=5375.

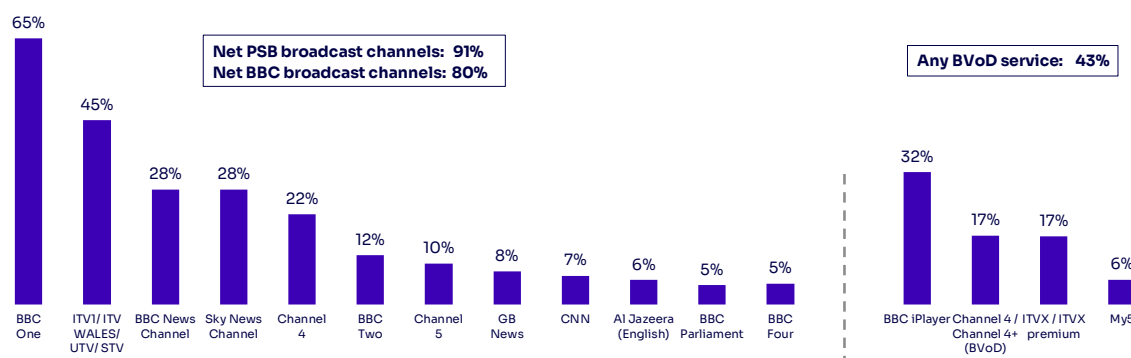
A look at television news

The PSBs and Sky News are still the most-used sources for television news

Looking at the top broadcast TV channels used for news, BBC One is the most-used channel, followed by ITV1. As in previous years, this clearly indicates the importance of the PSBs and Sky News. Together they reach 91% of all UK TV news audiences, and the BBC (across all its channels) reaches 80%.

Of all the adults who use broadcast TV or broadcast video on demand (BVoD) for news, four in ten (43%) claim to use *any* PSB BVoD service for news. This is a significant increase since last year, driven by viewing to Channel 4's streaming service (up by 7% from 10% in 2023). BBC iPlayer remains the most popular BVoD service, with one in three using it for news (32%).

Figure 8: Reach of TV channels and BVoD, among all using TV for news 'nowadays'

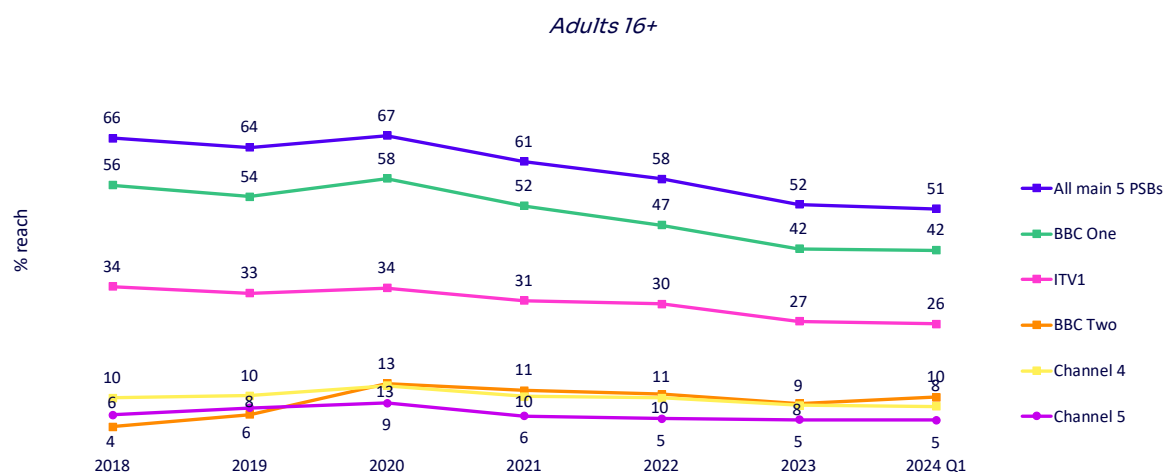


Ofcom news consumption survey 2024. Question: D2a. Thinking specifically about television, which of the following do you use for news nowadays? D2ai. Which, if any, of the following on-demand or catch-up services do you use for news nowadays Base: All adults 16+ who use television for news nowadays – 2024=3804, All adults using television (broadcast or BVoD) for news – 2024=4010. Only sources with an incidence of 5%+ in 2024 are shown.

Barb data shows the decline of PSB television news viewing over time

Half of all individuals watch news on any of the main PSBs each week, a 15 percentage point drop since 2018. BBC One has the highest reach of all the PSB channels, but has also declined by a similar proportion over this period.

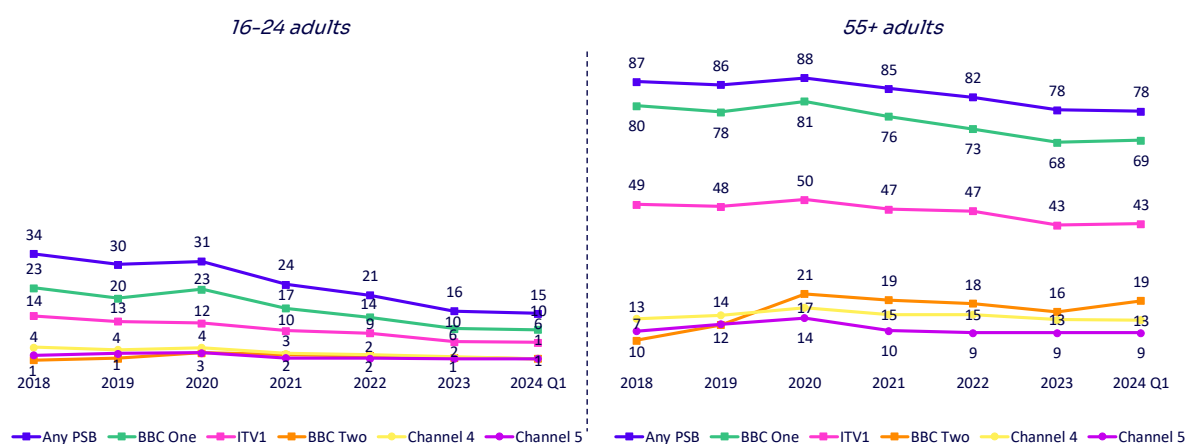
Figure 9: Average weekly reach of PSB news, by PSB: 2018-2024 Q1



Source: Barb 28-day consolidated. Reach criteria: 3+ consecutive mins. Viewing of national/international and generic news genres. TV sets only.

Among 16-24s, the reach of PSB news has halved from 34% in 2018 to 15% in 2024 Q1, whereas it is still relatively strong for adults aged 55 and over, among whom eight in ten are watching news on any of the main PSB channels. However, this has declined from nine in ten in 2018.

Figure 10: Average weekly reach of PSB news, 16-24s and 55+: 2018-2024 Q1

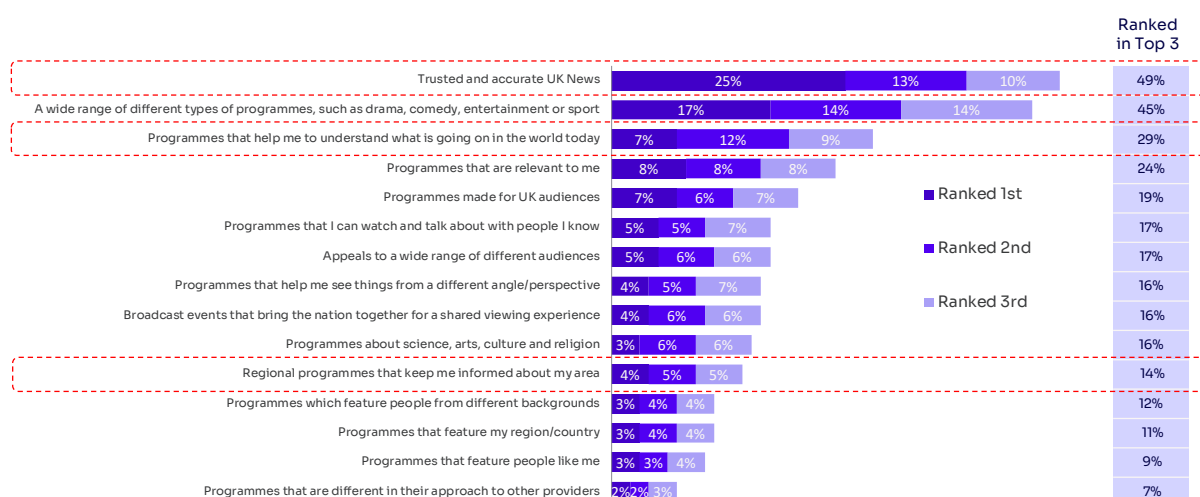


Source: Barb 28-day consolidated. Reach criteria: 3+ consecutive mins. Viewing of national/international and generic news genres. TV sets only.

Despite this reduction in viewing, trusted and accurate UK news remains a priority for audiences...

Ofcom's [PSM Tracker 2023](#) indicates that 'trusted and accurate UK news' remains the most important societal feature of public service media, with 49% of respondents ranking it in the top three most important attributes of PSBs.

Figure 11: Importance of delivery of PSB attributes (ranked 1st, 2nd, 3rd most important): 2023



Source: Ofcom Public Service Media Tracker 2023. Q27. We now want you to think what you feel is most important for 'public service broadcasters' to deliver for society overall, so everyone in the UK. Thinking about the below list of statements, please rank what you feel are the top three most important attributes. Base: All respondents, excluding telephone completes. Total (3027).

...and the PSBs are collectively seen to be delivering in this area

This research also shows that PSBs, on the whole, seem to be delivering in this area, with 63% of respondents rating PSB news provision as being 'trusted and accurate'. This figure has remained stable for the past three years, with PSBs consistently seen to be delivering well in this area (2021 61%; 2022 62%; 2023 63%).

Figure 12: Delivery ratings (7-10) of the PSB attributes: 2023



Source: Ofcom Public Service Media Tracker 2023
Q26. Well (7-10) Summary - How well or badly would you say they provide ...?
Base: All who watched channel in past 6 months 2023: (2841).

A look at online news consumption

Research note:

We know that online news is consumed quickly and passively, and that people's estimates of their usage levels is unreliable, as confirmed by Ofcom's Media Plurality and Online News research in 2022. We have tried to improve measurement in this area by making modifications to the questions asked of online news consumers in this survey, but measurement challenges remain, so the News Consumption Survey remains our main source of evidence in this area.

When a respondent indicates that they use social media for news, they may be referring to content or posts by traditional news publishers such as the BBC, posts by journalists or public figures, or content posted/shared by friends and family, etc.

In terms of direct access to news websites online, the BBC website remains the most-used source, followed by Sky, The Guardian and The Daily Mail

Among adults directly accessing news publishers, websites and apps, the BBC website (59%) has the highest claimed use, while Sky News (20%), The Guardian (20%) and The Daily Mail (19%) take the next three positions. The highest online exclusive source is BuzzFeed News (10%), despite its stated intention of discontinuing its news operation to focus efforts on the HuffPost news offering (8%).

Figure 13: Top direct access online websites or apps used for news among those who directly access news websites⁸

| | 2019 | 2020 | 2022 | 2023 | 2024 |
|-------------------------------------|------|------|------|------|-------|
| BBC news online | 65% | 60% | 62% | 58% | 59% |
| Sky News online | 20% | 20% | 20% | 16% | 20% |
| 'The Guardian/Observer' news online | 18% | 18% | 19% | 16% | 20% |
| 'The Daily Mail' news online | 17% | 18% | 18% | 16% | 19% |
| Buzzfeed news online | 9% | 10% | 7% | 6% | 10% ▲ |
| ITV/ITN news online | 8% | 10% | 8% | 8% | 9% |
| LADbible news online | 6% | 8% | 6% | 7% | 9% |
| GB News online | - | - | - | - | 9% |
| 'The Telegraph' news online | 8% | 8% | 7% | 5% | 9% ▲ |
| HuffPost news online | 11% | 10% | 7% | 6% | 8% |
| 'The Metro' news online | 5% | 6% | 5% | 4% | 8% ▲ |
| 'The Independent' news online | 8% | 7% | 6% | 5% | 8% |
| Any local newspaper websites/apps | 10% | 10% | 10% | 8% | 7% |
| CNN news online | 4% | 5% | 8% | 6% | 7% |
| 'The Sun' news online | 7% | 6% | 6% | 6% | 7% |
| 'The Daily Mirror' news online | 5% | 5% | 5% | 5% | 6% |
| Channel 4 news online | 4% | 5% | 6% | 5% | 6% |
| 'The New York Times' news online | 3% | 3% | 3% | 3% | 6% ▲ |
| 'The Economist' news online | 4% | 3% | 4% | 2% | 6% ▲ |

▲ ▼ Significantly higher/lower than 2023

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? Base: All adults using other websites/apps for news - 2024=1749, 2023=1639, 2022 W2=1021, 2020=1757, 2019=1773. Only sources with an incidence of >5% in 2024 are shown.

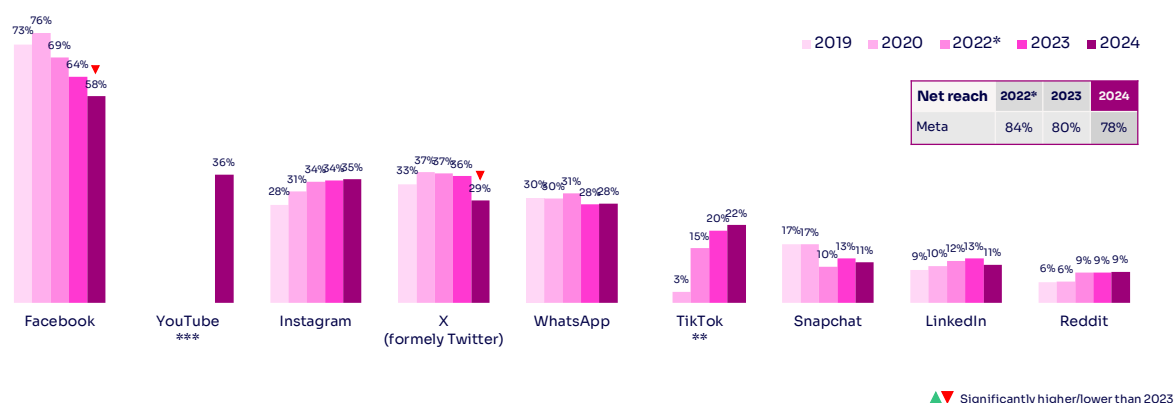
In terms of social media, Meta and Google continue to have the most prominent reach among online intermediaries

Six in ten adults (59%) claim to use some form of online intermediary (social media, search engine or news aggregator) for their news consumption. Meta (40%) and Google (32%) are the most commonly used intermediaries, reaching three-quarters of all adults. Fewer than one in ten adults claim to use online intermediaries exclusively for their news consumption (7%).

Among all adults using social media for news, Facebook remains the most popular source (58%). However, compared to 2023, smaller proportions are now using Facebook and X, which have dropped by six and seven percentage points respectively. Meta's net share across all its platform offerings (Facebook, Instagram and WhatsApp) continues to decline year on year (2022 84%; 2023 80%; 2024 78%).

⁸ 2022 wave 1 and 2021 data not shown because face-to-face fieldwork was not possible during Covid-19 pandemic. This question was not asked of those who said they used social media *and no other* types of websites/apps site for news. GB News online was added in 2024.

Figure 14: Social media sources used for news: 2019-2024



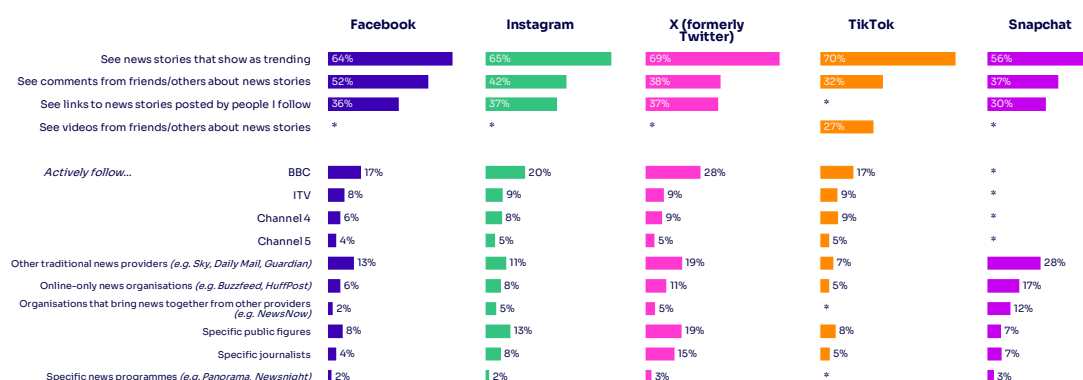
Source: Ofcom News Consumption Survey 2024 – COMBINED F2F & ONLINE sample. Question: D7a. Thinking specifically about social media (on any device), which of the following do you use to access news nowadays – Base: All adults using social media for news – 2024=2764, 2023=2220, 2022 W2=1365, 2020=2143, 2019=2331
** TikTok added in 2020 ***pre-2024, use of YouTube was asked about in the context of news websites/apps, switched to social media in 2024, Only sources with an incidence of 5%+ in 2024 are shown.

Seeing trending news, comments and links are the most popular ways of consuming news via social media

Across all popular social media sources of news, ‘seeing trending stories’ was the most common way of accessing news stories. Other ways of accessing news depended largely on the platform’s architecture; users of video-based platforms, such as TikTok, reported seeing videos about news stories, while users of text-based platforms, such as Facebook or X (formerly Twitter), reported seeing comments from friends about news stories, or links from people they follow.

This year we sought to understand how people access news on social media by asking them who they follow on these platforms. Sources such as X (formerly Twitter) have a higher proportion of users following journalists and public figures for news than other social media sources. With regard to following news publishers on social media, three in ten (28%) X users report following the BBC, compared to 20% of Instagram users and 17% of TikTok and Facebook users. One in five (19%) X users report following other traditional news organisations such as Sky or The Daily Mail, compared to 7% of TikTok users. And 15% of X users report following specific journalists, compared to 5% of TikTok users.

Figure 15: How news stories are accessed on social media sites: 2024⁹

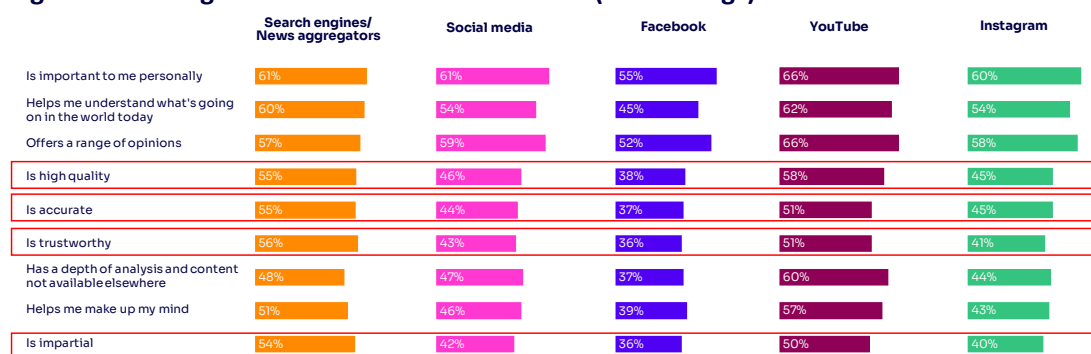


Source: Ofcom News Consumption Survey 2024 – COMBINED F2F & ONLINE sample. Question: D9. Earlier you mentioned that you get news from <social media site>. Which of the following do you do nowadays? Base: All adults 16+ using each site for news 2024 – Facebook=1707, Instagram=978, X=836, TikTok=632, Snapchat=341
 *Not included in the answer list for this social media site.

News is perceived as more accurate and trustworthy on search engines and aggregators than on social media

Figure 16 shows that search engines/news aggregators, on average, are more highly rated for quality, accuracy, trustworthiness and impartiality than social media. Of the social media brands, Facebook performs less well than the other brands across many attributes such as quality, accuracy, and trustworthiness.

Figure 16: Rating of attributes of online sources (7-10 ratings): 2024



Ofcom News Consumption Survey 2024 – COMBINED F2F & ONLINE sample. Question: E2. How important is <BRAND> as a source of news to you personally? E3. And to what extent do you think the following statements apply to <BRAND> as a news source? Answer using a scale of 1 to 10. Base: All ratings by adults using each platform for news at least weekly 2024 – All online=12218, social media=5375, TV BVOD=2365, search engines/news aggregators=1032, other news websites/apps=3446.

⁹ * Indicates functionality or features not present on, or not key to, the platform.

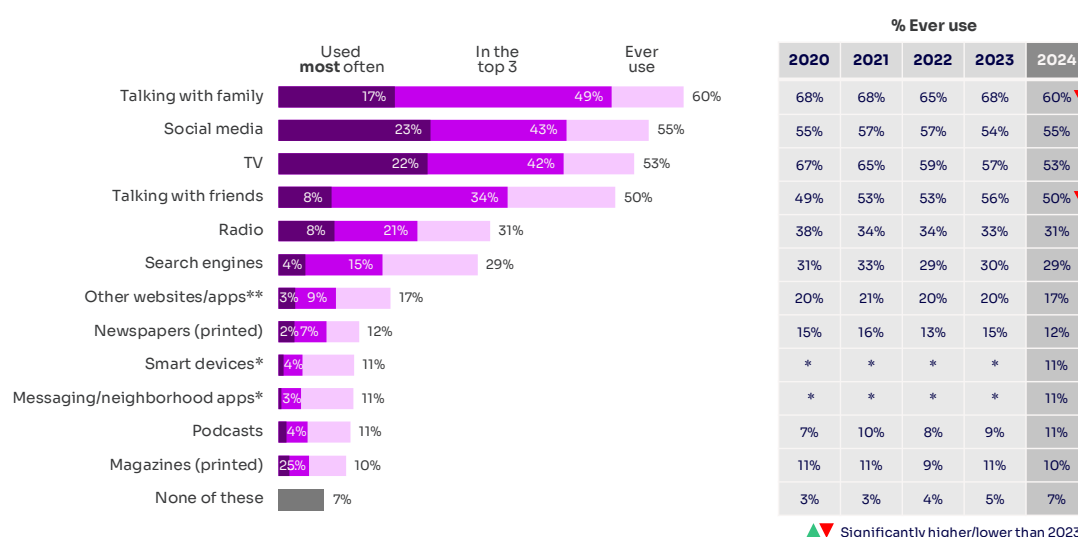
A look at teens (12-15-year-olds)

Serious news is of less interest to 12-15-year-olds

As in previous years, teens tend to be more interested in lighter types of news than in serious news. The topics of most interest to them are: 'sports/sports personalities' (21%); 'music news/singers' (13%); 'celebrities/famous people' (10%); 'animals or the environment' (9%); 'fashion and beauty' (9%) and 'science and technology' (9%).

Talking with family remains the most usual way to find out about news among 12-15s (60%), followed by social media (55%), watching TV (53%) and talking with friends (50%). However, compared to last year, social media (23%) and television (22%) have moved ahead of talking with family (17%) as teens' most frequently-used source of news. Similar to adults, the reach of TV as a source of news among teens has declined in recent years (from 68% in 2018 to 53% in 2024). The continued decline of TV news viewing among teens means social media has risen to second place in the list of sources used by teens for news.

Figure 17: All platforms used by 12-15s for news 'nowadays': 2020-2024



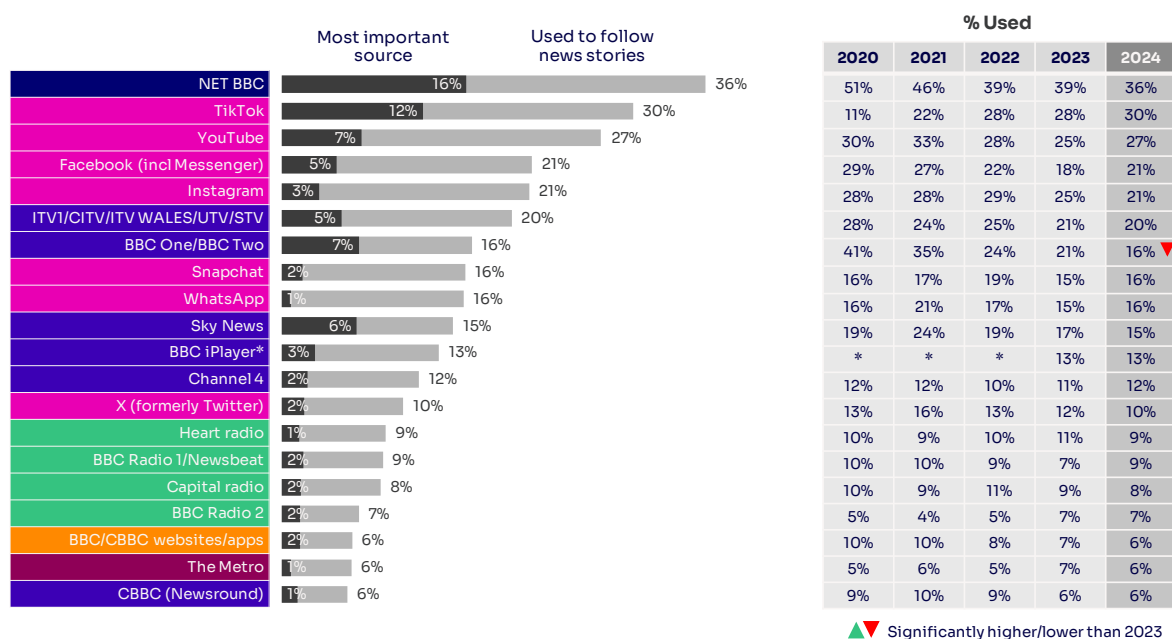
Source: Ofcom Teens News Consumption Survey 2024. Question: C1. Here is a list of different ways you can find out about or get updates on news stories. Which of these ways do you ever use? C2. And which of these ways do you use the most to get updates on news stories? Base: All teens aged 12-15 – 2024=1007, 2020-2023=1000-1010 *Smart devices and messaging/neighbourhood apps added as separate categories in 2024. **Other websites/apps includes any online sources of news not covered by other specified categories.

TikTok remains the most-used single source of news across all platforms, followed by YouTube, Facebook and Instagram, but the reach of the combined BBC sources is still higher

While the BBC has the highest reach of any news organisation, with its content reaching 36% of this age group, TikTok (30%), YouTube (27%), Facebook and Instagram (both at 21%) are the most-used individual sources for news. BBC One/Two is the only source that has declined since last year (from 21% in 2023 to 16% in 2024), continuing the long-term decline seen since 2020.

One in ten (12%) teens choose TikTok as their most important news source – more than any other individual source, although YouTube is the second most-used individual source of news among teens, with 7% rating it as their most important source of news. Despite its decline in use, a similar proportion (7%) rate BBC One/Two as their most important source. The fact that nearly half of those who use BBC television news rate it as their most important news source indicates the value they place on it. This trend can also be seen across other television broadcasters. Both ITV and Sky News are ranked proportionally higher by teens as ‘most important’ than their corresponding ranking in the ‘top news sources used’.

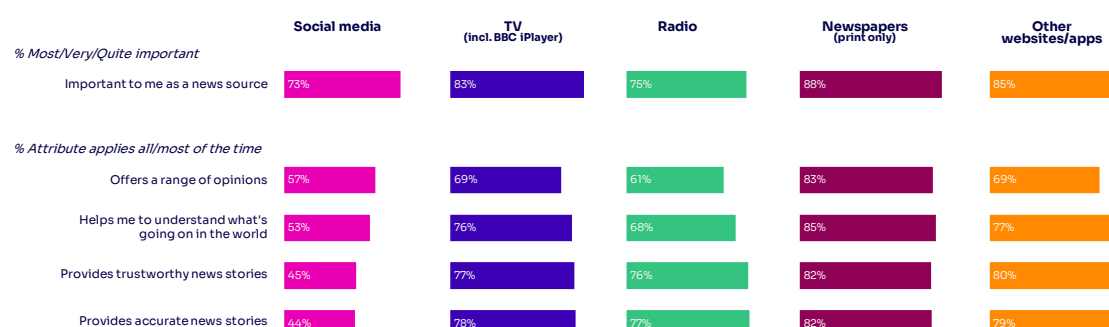
Figure 18: Top news sources used by 12-15s: 2020-2024



Source: Ofcom Teens News Consumption Survey 2024 Question: D1. Which, if any, of the following do you use to read, watch, listen to or follow news stories? E1a. Here is a list of all the news sources that you say you use. Which ONE of these is the most important news source to you? Base: All teens aged 12-15 – 2024=1007, 2020-2023=1000-1010 *BBC iPlayer added in 2023.

Despite leaning towards social media for their news consumption, when considering trustworthiness teens tend to rate traditional sources higher than their online counterparts. Forty-five per cent of teenagers using social media for news said that it ‘provided trustworthy news stories’, compared to 77% of TV users and 76% of radio users.

Figure 19: Attributes of news sources used by 12-15s: 2024

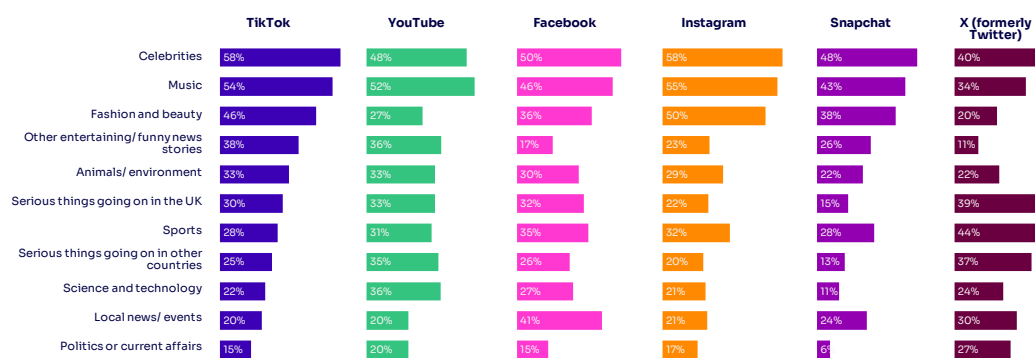


Source: Ofcom Teens News Consumption Survey 2024 Question: E2. You will now see all of the other news sources that you use. I would like you to tell me how important each one is to you. E3. You will now see a list of statements. I would like you to tell me how often each of these statement applies to each of the different news sources Base: All ratings by teens aged 12-15 who use each platform for news 2024: social media=1595, TV=863, radio=526, newspapers=388, other websites/apps=19.

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

In line with 2023, lighter news topics are of most interest across all social media platforms. News about ‘celebrities’ and ‘music’ remain the top two choices for those using TikTok, YouTube, Facebook, Instagram, and Snapchat. Other popular topics are ‘fashion and beauty’ and ‘sports’. Weightier topics such as ‘serious things going on in the UK’ or ‘in other countries’ or ‘politics and current affairs’ are of less interest to users of these social media platforms for news. X (formerly Twitter) is the exception: ‘serious things going on in the UK’ or ‘in other countries’ and ‘politics and current affairs’ are more popular among its user base.

Figure 20: Types of news on social media platforms used by 12-15s: 2024



Source: Ofcom Teens News Consumption Survey 2024 Question: E4: Which of the following types of news stories do you use <social media site> for? Base: All teens aged 12-15 using each site for news 2024 – TikTok=295, YouTube=272, Facebook=223, Instagram=219, Snapchat=152, X=113.

Methodology

Adults' survey

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

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

In March/April 2022, Jigsaw reverted to the preferred methodology of conducting online and face-to-face interviews, to be consistent with previous years. This mixed methodology was used again between 6 November – 3 December 2023 and 26 February – 23 March 2024. NB: These two interviewing periods have remained broadly consistent over the past six years to ensure comparability.

In total, 5,466 interviews were undertaken. 2,149 were conducted face to face and 3,317 were conducted online.

As previously noted, the 2024 News Report shows combined online and face-to-face adult data for 2024, compared with 2023, 2022 (March/April 2022 only), 2020, 2019 and 2018.

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

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

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

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

This is a recall-based survey. As such, it is likely to provide somewhat different results to other types of measurement. In particular, it may underestimate some online news consumption activity. It is likely to be harder for respondents to recall ad-hoc online news consumption compared to, say, the purchase of a newspaper or the watching of an evening television bulletin. On the other hand, respondents show through such surveys which news sources resonate with them.

Teens' survey

The methodology used for the 12-15s study has remained largely unchanged over the past 6 years. In total, 502 interviews from 6 November – 3 December 2023 have been combined with 505 interviews from 26 February – 23 March 2024.

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

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

Each wave of fieldwork was undertaken in three stages:

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