

***UK MEDIA CONSUMPTION
2023***

How we consume media is ever-evolving

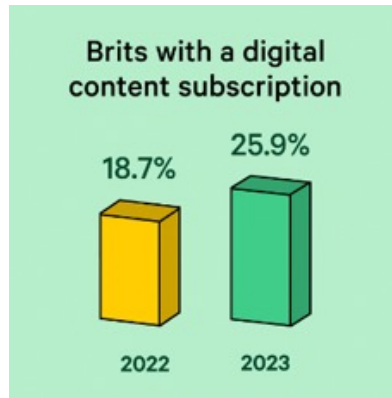
This is based on a number of factors including:

- Huge shifts in the social-sphere
- Direct vs indirect news access

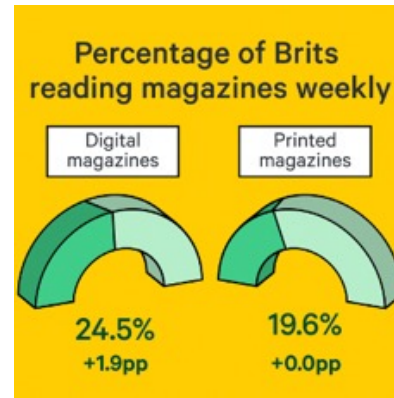
Let's take a look...

***State of the nation
(our latest look)***

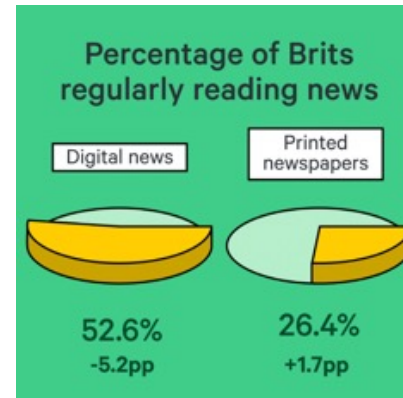
Traditional media



Gen Z are most likely to pay for content with 44.7% having at least one subscription



Gen X and Boomers are most likely to pick up a print magazine and growth is actually on the cards for magazines with Gen X

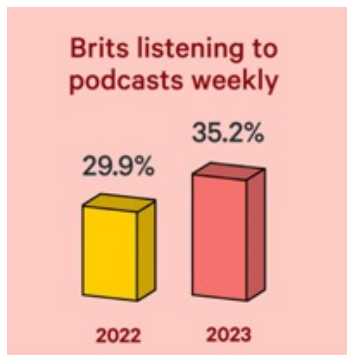


Boomers are the biggest digital news consumers*

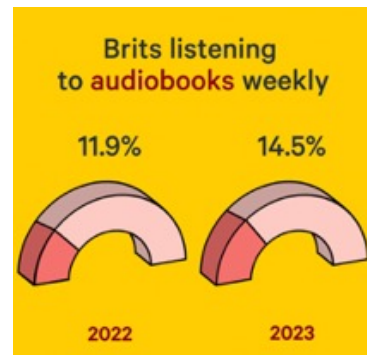
Traditional media still resonates and engages audiences

**More on news to follow...*

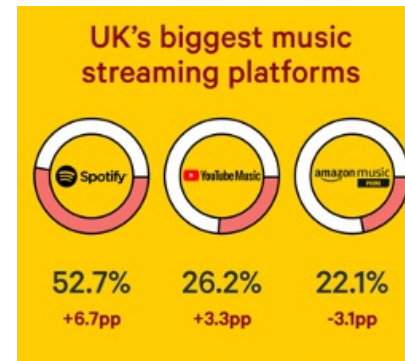
Audio



Comedy, sport and true crime are the most popular podcast genres



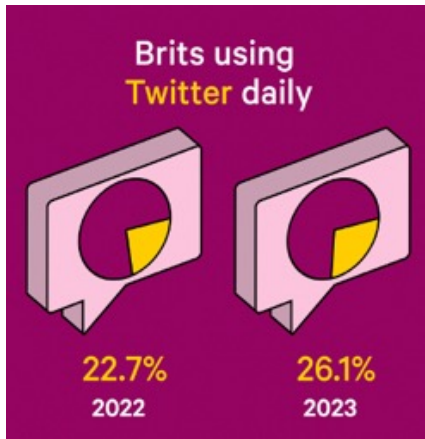
Gen Z are twice as likely to listen to audiobooks than Boomers, with nearly 20% listening weekly



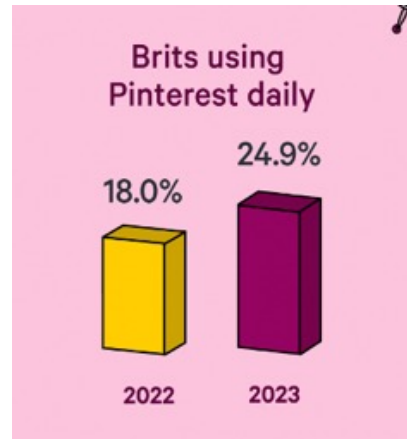
Amazon Music is struggling to win over Gen Z, hindering the platform's growth

There continues to be brand opportunities on audio platforms across age groups

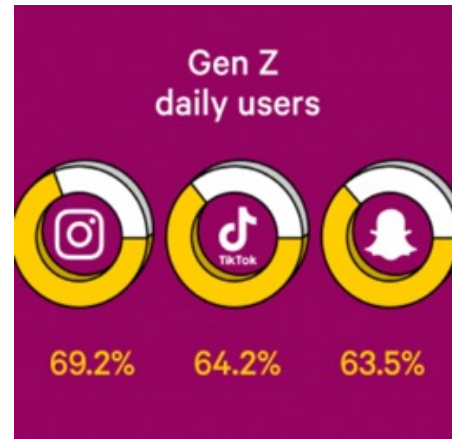
Social



Twitter in the UK has seen little growth since Elon Musk's takeover and many brands have paused Twitter ads while Musk establishes new platform policies, meaning there's less competition



Pinterest use continues to grow. A new feature has been added to the platform - 'Pinterest Premier Spotlight'. This prominently showcases a brand when users do a relevant search



Snapchat is often overlooked as a platform for targeting Gen Z, but its reach is almost equal to TikTok (although TikTok is used by almost 30% of the nation)

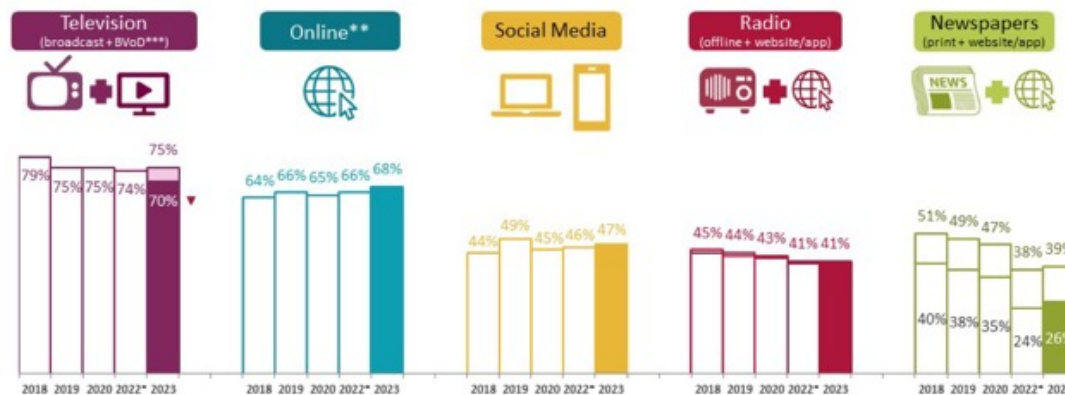
For Gen Z specifically, Facebook and Twitter continue to fall behind

Deep dive into news

Platform overview

UK adults

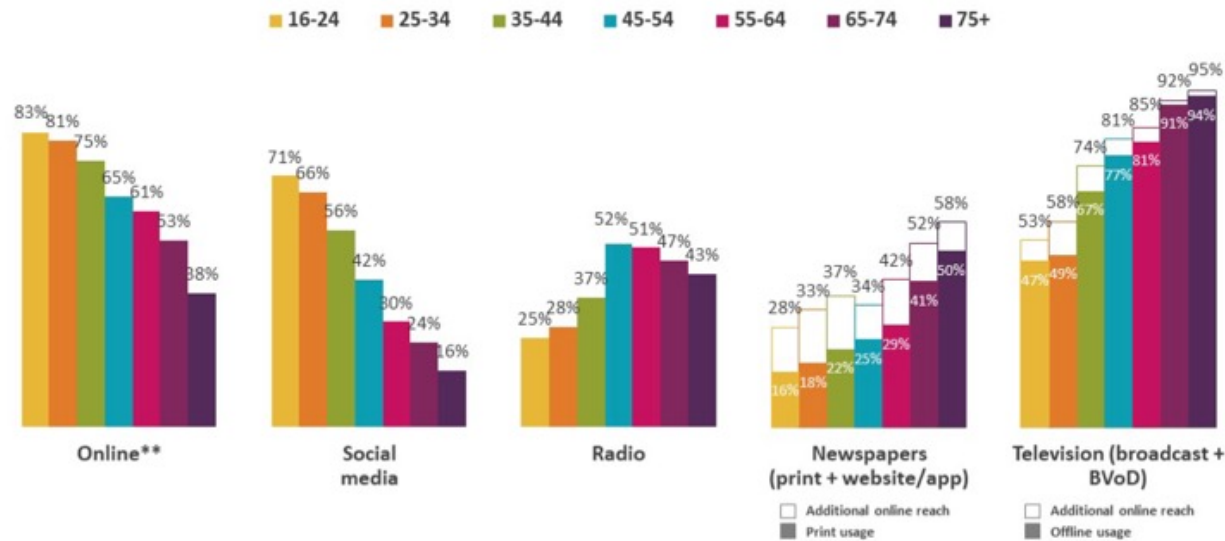
Figure 1: Use of main platforms for news nowadays



Broadcast and online continue to dominate for news consumption overall YoY, with newspapers and radio attracting the least listeners / readership

Platforms by age

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



While radio is broadly considered one of the least used platforms for media consumption, over half of 45-64 year-olds do access their news here

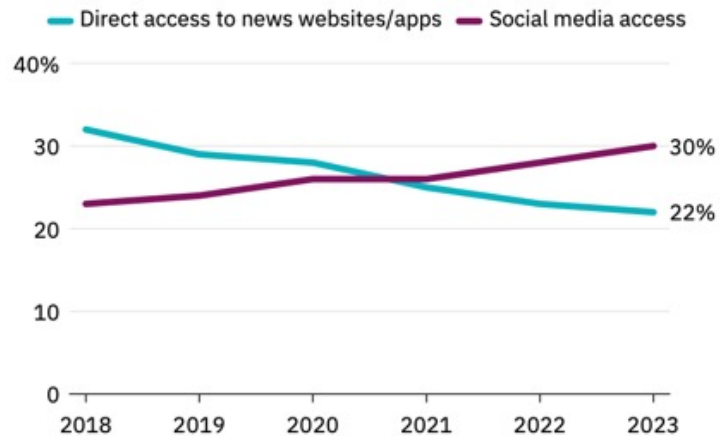
Conversely, social media is a hugely used media source for those under 44 years of age, with online remaining the dominant platform for this age group

Accessing news directly

Proportion that say each is their main way of getting news online

2018-2023

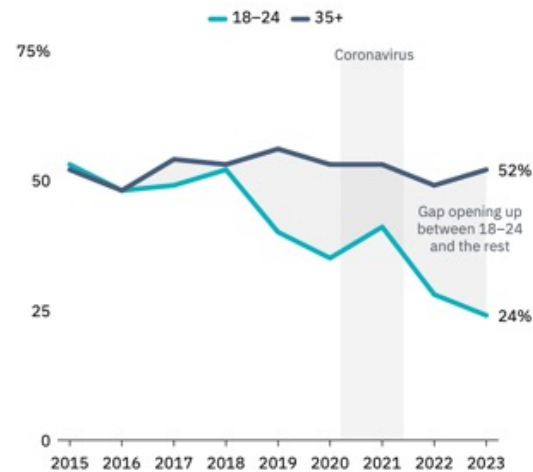
All markets



Proportion that accessed online news by going direct to a news website or app in the last week

BY AGE

United Kingdom



Considering the consumption pathway, more people than ever now choose get their news via social media platforms vs the news sites themselves, largely fuelled by the under 24 audience

Websites / apps breakdown

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

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

The importance of search and a strong, cross-comms SEO strategy is shown here, with Google ranking 2nd for accessing news. Interestingly, local news is considered before many national titles, showing the importance of regional

Print: Powerful but fragile

The Daily Mail and Mail on Sunday have both seen their circulation fall by 17% year-on-year

The biggest year-on-year decline among paid-for nationals was at the Sunday People (down 24% to 62,712) followed by Daily Star Sunday (down 22% to 79,198)

The i has seen now its average circulation fall below 130,000

The Financial Times was the only newspaper to avoid a month-on-month circulation decline this year, growing by 7% to 111,738

Sources we listen to

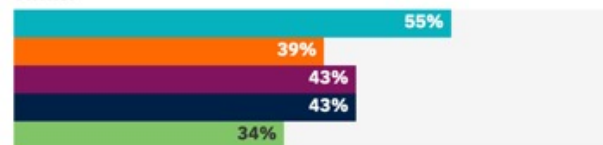
Proportion that pay attention to each source for news

BY SOCIAL NETWORK

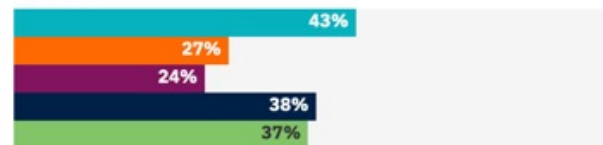
All markets



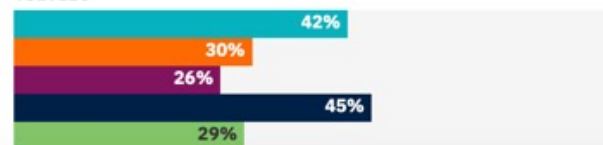
Twitter



Facebook



YouTube



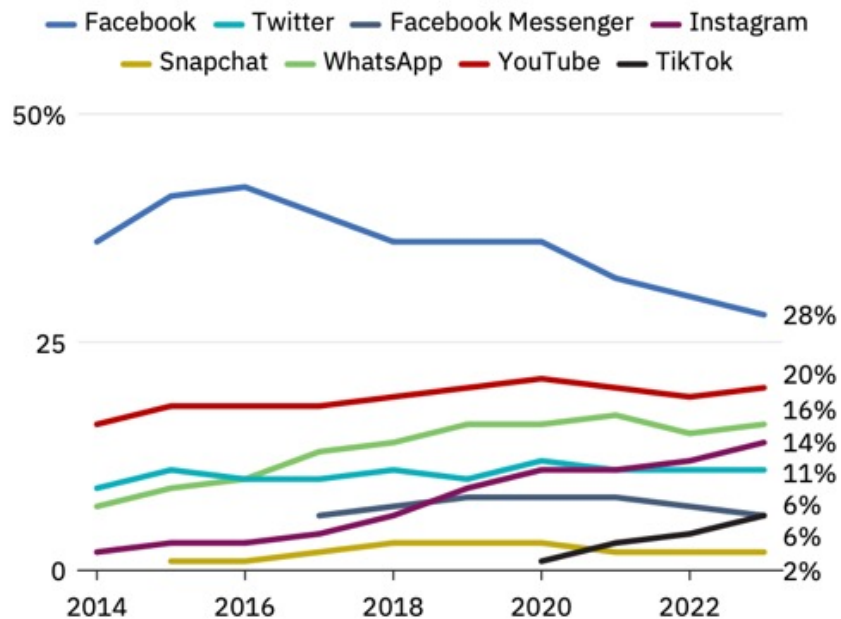
Mainstream journalists and news outlets still hold the most influence with audiences, followed by personalities and politicians

Spotlighting social

Proportion that used each social network for news in the last week

2014–2023

Average of selected countries



Facebook dominates news consumption from a social media POV, followed by YouTube

TikTok and Snapchat are the least used platforms for news

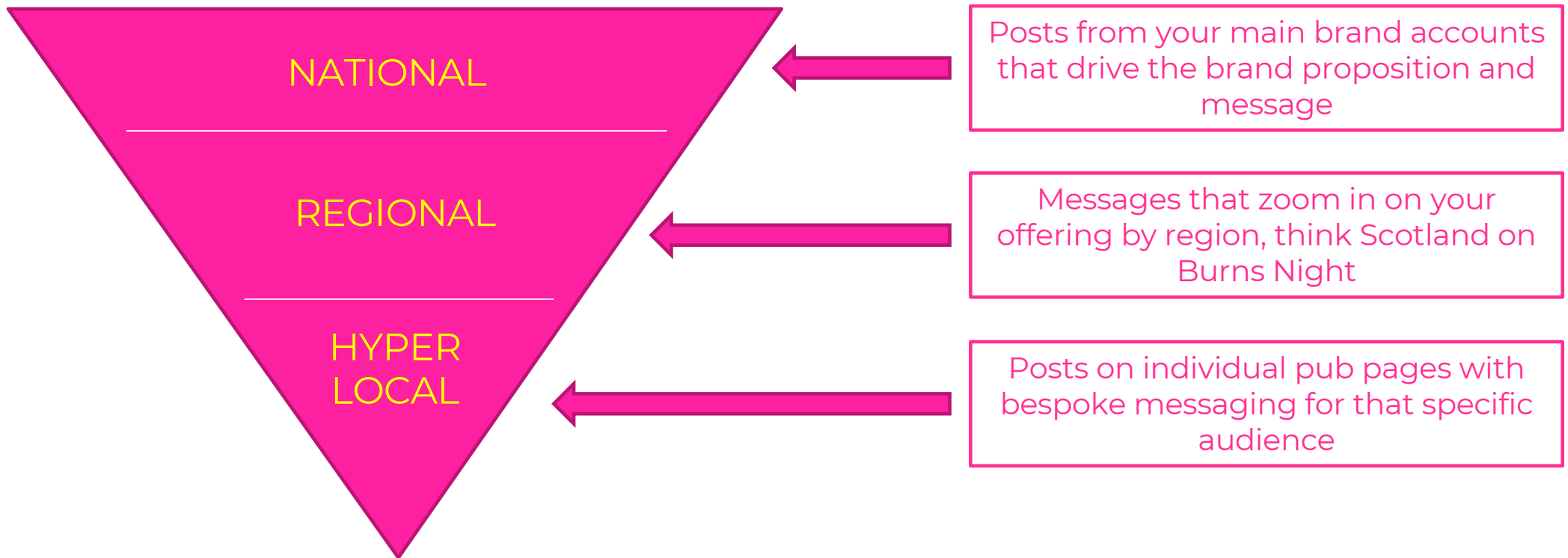
In summary...

The changing nature of social media is strongly influenced by habits of the youngest generations, who have grown up with social media and nowadays often pay more attention to influencers or celebrities than they do to journalists, even when it comes to news

Facebook remains one of the most-used social networks overall, but its influence on journalism is declining as it shifts its focus away from news. It also faces new challenges from established networks such as YouTube and vibrant youth-focused networks such as TikTok

When it comes to news, audiences say they pay more attention to celebrities, influencers, and social media personalities than journalists in networks like TikTok, Instagram, and Snapchat. This contrasts sharply with Facebook and Twitter, where news media and journalists are still central to the conversation

HOW PEOPLE CONSUME THEIR NEWS MESSAGING ON SOCIAL MEDIA



CONSIDERATIONS AND HOW TO MAKE YOUR NEWS SOCIAL-WORTHY

NEWS SOURCES

On Facebook and Twitter there's a high trust for official newspaper accounts and journalists, however on TikTok, Instagram and Snapchat people pay more attention to celebrities, influencers, and social media personalities

BUILD TRUST

Only 4 in 10 trust most news sources most of the time, this is down two percentage points from 2022. Ensure you've got your sources checked, and add weight with well-known trustworthy faces, where possible

SOLUTIONS-FOCUSED

More people than ever before are actively avoiding the news, particularly when the news agenda is particularly negative. Ensure that stories are solutions focused and provide a positive spin, where possible

SOURCES

- Askattest
- Reuter's Institute
- Ofcom
- Press Gazette