

News Market Impact Survey

ONLINE Fieldwork : 3rd-4th November 2015

Absolutes/col percents

Table 1
Q.1a/Q.1b Which, if any, of the following websites or apps do you visit for news at least once a month?
Base: All respondents

	Gender			Age						Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	North	Mid-lands	South (excl. London)	London	Scot-land	Wales	N Ireland
Unweighted base	1005	550	455	123	179	160	170	157	216	232	207	229	149	98	59	31
Weighted base	1005	490	515	117	174	165	179	145	225	236	254	222	129	85	50	29
BBC News website/ apps	666 66%	370 76%	297 58%	76 65%	121 69%	113 69%	126 70%	94 65%	137 61%	145 61%	166 65%	156 70%	90 70%	60 71%	32 64%	17 58%
Facebook website/ apps	325 32%	141 29%	184 36%	56 48%	84 48%	59 36%	51 28%	34 24%	42 18%	75 32%	76 30%	71 32%	51 40%	30 36%	15 30%	8 26%
Google website/ apps	279 28%	140 29%	139 27%	43 37%	72 42%	49 30%	48 27%	31 21%	35 16%	64 27%	64 25%	61 27%	46 36%	25 30%	13 26%	6 21%
The Daily Mail website/ apps	241 24%	97 20%	144 28%	25 21%	50 29%	35 21%	42 24%	29 20%	59 26%	47 20%	66 26%	53 24%	43 33%	18 21%	10 21%	3 10%
Sky News website/ apps	188 19%	105 21%	83 16%	17 15%	42 24%	40 24%	37 21%	19 13%	33 15%	36 15%	49 19%	37 17%	34 26%	16 19%	13 26%	4 13%
The Guardian website/ apps	188 19%	107 22%	81 16%	34 29%	46 26%	39 24%	24 14%	10 7%	34 15%	39 16%	37 15%	45 20%	38 30%	20 24%	6 11%	3 10%
Huffington Post website/ apps	172 17%	71 14%	101 20%	17 15%	32 18%	33 20%	35 20%	23 16%	32 14%	34 14%	33 13%	42 19%	28 21%	21 25%	10 21%	5 16%
Twitter website/ apps	148 15%	73 15%	75 14%	28 24%	46 26%	28 17%	29 16%	6 4%	12 5%	45 19%	30 12%	31 14%	20 16%	15 18%	4 9%	2 6%
Yahoo News website/ apps	129 13%	67 14%	62 12%	9 7%	33 19%	24 15%	26 14%	16 11%	21 9%	35 15%	30 12%	24 11%	20 15%	9 10%	8 15%	4 13%
MSN News website/ apps	118 12%	58 12%	60 12%	7 6%	24 14%	20 12%	24 13%	17 12%	26 12%	30 13%	21 8%	30 13%	18 14%	8 10%	8 16%	3 9%
ITV News website/ apps	105 10%	45 9%	61 12%	18 15%	27 15%	15 9%	12 7%	16 11%	17 8%	22 9%	16 6%	25 11%	15 12%	18 21%	4 9%	4 14%
The Independent website/ apps	96 10%	53 11%	43 8%	17 15%	25 14%	24 14%	9 5%	7 5%	15 6%	27 12%	15 6%	19 8%	17 13%	12 14%	5 9%	2 6%
The Daily Telegraph website/ apps	95 9%	57 12%	37 7%	5 4%	14 8%	16 10%	18 10%	10 7%	32 14%	13 5%	27 11%	24 11%	19 15%	7 8%	4 8%	1 3%
The Metro website/ apps	93 9%	46 9%	47 9%	17 14%	23 13%	24 14%	15 8%	9 6%	6 3%	23 10%	16 6%	14 6%	25 20%	10 11%	4 8%	1 3%
The Mirror website/ apps	84 8%	38 8%	46 9%	11 9%	20 11%	25 15%	13 7%	9 6%	8 4%	23 10%	25 10%	11 5%	11 8%	8 9%	4 7%	4 13%

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	Gender		Age							Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	North	Mid-lands	South (excl. London)	London	Scot-land	Wales	N Ireland
Weighted base	1005	490	515	117	174	165	179	145	225	236	254	222	129	85	50	29
Buzzfeed website/ apps	74 7%	24 5%	50 10%	30 26%	26 15%	11 7%	4 2%	1 1%	2 1%	15 7%	11 4%	20 9%	15 12%	9 10%	3 5%	1 3%
Channel 4 News website/ apps	70 7%	34 7%	36 7%	14 12%	15 9%	15 9%	11 6%	6 4%	9 4%	17 7%	12 5%	14 6%	17 14%	6 7%	1 2%	3 10%
The Times website/ apps	67 7%	43 9%	23 5%	8 7%	13 8%	10 6%	10 6%	10 7%	15 7%	13 5%	11 4%	16 7%	17 14%	6 7%	3 6%	1 3%
The Sun website/ apps	63 6%	30 6%	33 6%	6 6%	19 11%	21 13%	9 5%	3 2%	4 2%	15 6%	19 8%	10 4%	10 8%	3 4%	5 10%	1 3%
The Financial Times website/ apps	51 5%	35 7%	17 3%	6 5%	13 7%	13 8%	6 4%	7 5%	6 3%	11 5%	7 3%	8 3%	16 13%	5 6%	4 8%	1 3%
The Daily Express website/ apps	43 4%	25 5%	18 3%	1 1%	14 8%	5 3%	8 4%	2 2%	11 5%	10 4%	10 4%	5 2%	9 7%	7 9%	1 2%	- -
AOL News website/ apps	37 4%	14 3%	24 5%	6 5%	7 4%	4 3%	12 7%	5 3%	3 1%	7 3%	6 2%	8 4%	6 4%	3 4%	5 11%	2 6%
CNN website/ apps	34 3%	21 4%	13 3%	6 5%	9 5%	11 7%	5 3%	1 1%	4 2%	7 3%	5 2%	5 2%	11 9%	3 4%	1 2%	2 7%
Al Jazeera website/ apps	28 3%	16 3%	12 2%	3 2%	6 3%	5 3%	5 3%	2 1%	8 4%	3 1%	5 2%	7 3%	9 7%	3 3%	1 2%	1 3%
The Daily Star website/ apps	25 2%	10 2%	15 3%	4 3%	13 8%	4 3%	2 1%	1 1%	- -	3 1%	8 3%	4 2%	7 6%	2 2%	1 2%	- -
Vice news website/ apps	18 2%	12 2%	6 1%	8 7%	8 5%	1 1%	1 *	- -	- -	4 2%	3 1%	4 2%	5 4%	1 2%	- -	- -
Other news website/ app (please specify)	51 5%	32 6%	19 4%	4 3%	4 2%	8 5%	11 6%	10 7%	14 6%	10 4%	14 5%	11 5%	7 5%	5 6%	3 7%	1 3%
Do not visit news websites	128 13%	54 11%	74 14%	15 13%	9 5%	19 11%	16 9%	21 15%	48 21%	39 16%	32 13%	27 12%	9 7%	10 11%	6 11%	6 19%

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Table 2

Q.2 At the moment, there is a debate about whether or not the BBC should continue to provide news online to read on its website and apps as it does now. On the one hand, some people say that BBC Online news is funded by the public through the licence fee and as such, the BBC has a public mission to provide trustworthy and balanced news for the UK public in the ways in which they want to consume news nowadays. Therefore, these people argue that the BBC should continue to provide news coverage online to read as it does now. On the other hand, other people say that reporting the news is expensive and because the BBC provides news online, it can make it harder for newspapers and their websites to attract readers and therefore the revenues they need. Therefore, these people argue that the BBC should provide less news coverage online to read than it does now or none at all.

Do you think that the BBC should or should not continue to provide news coverage online to read on its website and apps as it does now?

Base: All respondents

Sample split into 2 groups which saw the Q2 arguments in alternating order.

	Total	Gender		Age						Region						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	North	Mid-lands	South (excl. London)	London	Scot-land	Wales	N Ireland
Unweighted base	1005	550	455	123	179	160	170	157	216	232	207	229	149	98	59	31
Weighted base	1005	490	515	117	174	165	179	145	225	236	254	222	129	85	50	29
NET: Definitely/ Probably should	772 77%	397 81%	375 73%	94 80%	131 75%	133 81%	145 81%	112 78%	157 69%	176 75%	195 77%	165 74%	109 84%	66 77%	39 78%	23 80%
Definitely should	(+2) 56%	321 66%	243 47%	55 47%	93 53%	99 60%	119 66%	83 58%	116 51%	121 51%	143 56%	128 58%	83 64%	51 60%	23 46%	16 54%
Probably should	(+1) 21%	75 15%	132 26%	39 33%	38 22%	35 21%	27 15%	29 20%	41 18%	55 23%	52 20%	37 16%	26 20%	15 17%	16 32%	7 25%
No view either way	(0) 14%	49 10%	89 17%	13 11%	21 12%	20 12%	25 14%	19 13%	40 18%	39 16%	37 15%	30 13%	13 10%	9 10%	7 15%	3 10%
Probably should not	(-1) 4%	19 4%	16 3%	1 1%	2 1%	3 2%	4 2%	4 3%	21 9%	7 3%	7 3%	11 5%	4 3%	4 4%	2 4%	1 3%
Definitely should not	(-2) 2%	16 3%	9 2%	1 1%	4 2%	5 3%	2 1%	7 5%	6 3%	3 1%	8 3%	6 3%	3 2%	4 5%	- -	1 4%
NET: Definitely/ Probably should not	60 6%	35 7%	25 5%	3 2%	5 3%	8 5%	6 4%	10 7%	27 12%	10 4%	15 6%	17 8%	7 5%	8 9%	2 4%	2 7%
Don't know	35 3%	8 2%	26 5%	7 6%	17 10%	3 2%	2 1%	3 2%	2 1%	12 5%	7 3%	11 5%	- -	2 3%	2 3%	1 3%
Mean	1.29	1.39	1.20	1.32	1.36	1.35	1.45	1.26	1.07	1.26	1.28	1.28	1.42	1.27	1.24	1.27
Standard deviation	1.01	1.04	0.97	0.82	0.93	1.00	0.90	1.09	1.15	0.95	1.03	1.07	0.94	1.14	0.86	1.06
Standard error	0.03	0.04	0.05	0.08	0.07	0.08	0.07	0.09	0.08	0.06	0.07	0.07	0.08	0.12	0.11	0.19

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Table 3
Gender
Base: All respondents

	Gender		Age							Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	North	Mid-lands	South (excl. London)	London	Scot-land	Wales	N Ireland
Unweighted base	1005	550	455	123	179	160	170	157	216	232	207	229	149	98	59	31
Weighted base	1005	490	515	117	174	165	179	145	225	236	254	222	129	85	50	29
Male	490	490	-	36	71	81	97	86	118	116	127	106	72	33	23	12
	49%	100%	-	31%	41%	49%	54%	60%	52%	49%	50%	48%	56%	39%	46%	43%
Female	515	-	515	80	103	84	82	59	108	120	127	116	57	51	27	17
	51%	-	100%	69%	59%	51%	46%	40%	48%	51%	50%	52%	44%	61%	54%	57%

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Table 4
Age
Base: All respondents

	Gender			Age						Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	North	Mid-lands	South (excl. London)	London	Scot-land	Wales	N Ireland
Unweighted base	1005	550	455	123	179	160	170	157	216	232	207	229	149	98	59	31
Weighted base	1005	490	515	117	174	165	179	145	225	236	254	222	129	85	50	29
18-24	117 12%	36 7%	80 16%	117 100%	-	-	-	-	-	34 15%	31 12%	28 13%	16 12%	4 5%	4 7%	-
25-34	174 17%	71 15%	103 20%	-	174 100%	-	-	-	-	51 21%	41 16%	31 14%	27 21%	13 16%	7 13%	5 17%
35-44	165 16%	81 16%	84 16%	-	-	165 100%	-	-	-	45 19%	37 15%	28 13%	26 20%	16 19%	8 17%	4 13%
45-54	179 18%	97 20%	82 16%	-	-	-	179 100%	-	-	31 13%	48 19%	43 19%	26 20%	15 18%	10 19%	7 23%
55-64	145 14%	86 18%	59 11%	-	-	-	-	145 100%	-	30 13%	33 13%	32 14%	12 9%	18 21%	12 23%	9 31%
65+	225 22%	118 24%	108 21%	-	-	-	-	-	225 100%	45 19%	65 25%	61 27%	22 17%	18 21%	10 20%	5 16%
Average age	47.51	49.91	45.22	21.80	29.99	40.20	49.60	59.67	70.22	44.67	48.11	49.39	44.62	50.17	50.20	51.30

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Table 5
GO Region
Base: All respondents

	Gender			Age						Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	North	Mid-lands	South (excl. London)	London	Scot-land	Wales	N Ireland
Unweighted base	1005	550	455	123	179	160	170	157	216	232	207	229	149	98	59	31
Weighted base	1005	490	515	117	174	165	179	145	225	236	254	222	129	85	50	29
Scotland	85 8%	33 7%	51 10%	4 4%	13 8%	16 10%	15 9%	18 12%	18 8%	-	-	-	-	85 100%	-	-
North East	41 4%	24 5%	17 3%	7 6%	6 3%	7 4%	9 5%	6 4%	7 3%	41 17%	-	-	-	-	-	-
North West	112 11%	53 11%	59 11%	16 14%	23 13%	19 12%	13 7%	18 12%	24 10%	112 48%	-	-	-	-	-	-
Yorkshire & Humberside	83 8%	39 8%	44 9%	12 10%	22 13%	19 11%	9 5%	6 4%	15 6%	83 35%	-	-	-	-	-	-
West Midlands	88 9%	41 8%	47 9%	15 12%	15 9%	16 9%	15 8%	8 5%	19 9%	-	88 34%	-	-	-	-	-
East Midlands	72 7%	41 8%	31 6%	6 5%	13 8%	8 5%	14 8%	8 6%	22 10%	-	72 28%	-	-	-	-	-
Wales	50 5%	23 5%	27 5%	4 3%	7 4%	8 5%	10 5%	12 8%	10 4%	-	-	-	-	-	50 100%	-
Eastern	95 9%	46 9%	49 9%	10 9%	12 7%	14 8%	19 10%	17 11%	23 10%	-	95 37%	-	-	-	-	-
London	129 13%	72 15%	57 11%	16 13%	27 15%	26 16%	26 14%	12 8%	22 10%	-	-	-	129 100%	-	-	-
South East	136 14%	59 12%	78 15%	15 13%	18 10%	21 13%	25 14%	19 13%	39 17%	-	-	136 61%	-	-	-	-
South West	86 9%	48 10%	38 7%	13 11%	13 7%	7 4%	18 10%	12 8%	22 10%	-	-	86 39%	-	-	-	-
Northern Ireland	29 3%	12 3%	17 3%	-	5 3%	4 2%	7 4%	9 6%	5 2%	-	-	-	-	-	-	29 100%