



News Consumption Survey 2020

Wales

About the News Consumption report 2020

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. The survey is conducted using face-to-face and online interviews. In total, 2,066 face-to-face and 2,510 online interviews across the UK were carried out during 2019/20. The interviews were conducted over two waves (November & December and March) in order to achieve a robust and representative view of UK adults.

The sample size for all adults over the age of 16 in Wales is 456.

The full UK report and details of its methodology can be read [here](#).

*The News Consumption 2020 report also contains information from other industry currencies including BARB for television viewing and ABC for newspaper circulation.

Key findings from the 2020 report

- TV remains the most-used platform for news nowadays by adults in Wales. Newspaper use has decreased from 42% to 33% in 2020.
- Social media is the second most used platform for news in Wales (46%) and is used more than other types of internet news source (websites or apps).
- Just under two thirds of adults (64%) in Wales use BBC One for news. Almost half (49%) use ITV Wales, while 40% use Facebook. BBC One remains the most-used source for news in England and Wales. BBC One and STV are joint top in Scotland, and UTV and BBC One are joint top in Northern Ireland.
- BBC One remains the most-used source for accessing news about Wales by people in Wales.
- The percentage of people who use BBC Radio Wales/Cymru for news has more than doubled from 4% last year to 11% this year.
- Nine in ten people in Wales who follow news are interested in news about their own nation, which is higher than Scotland, Northern Ireland and England, and the UK as a whole.

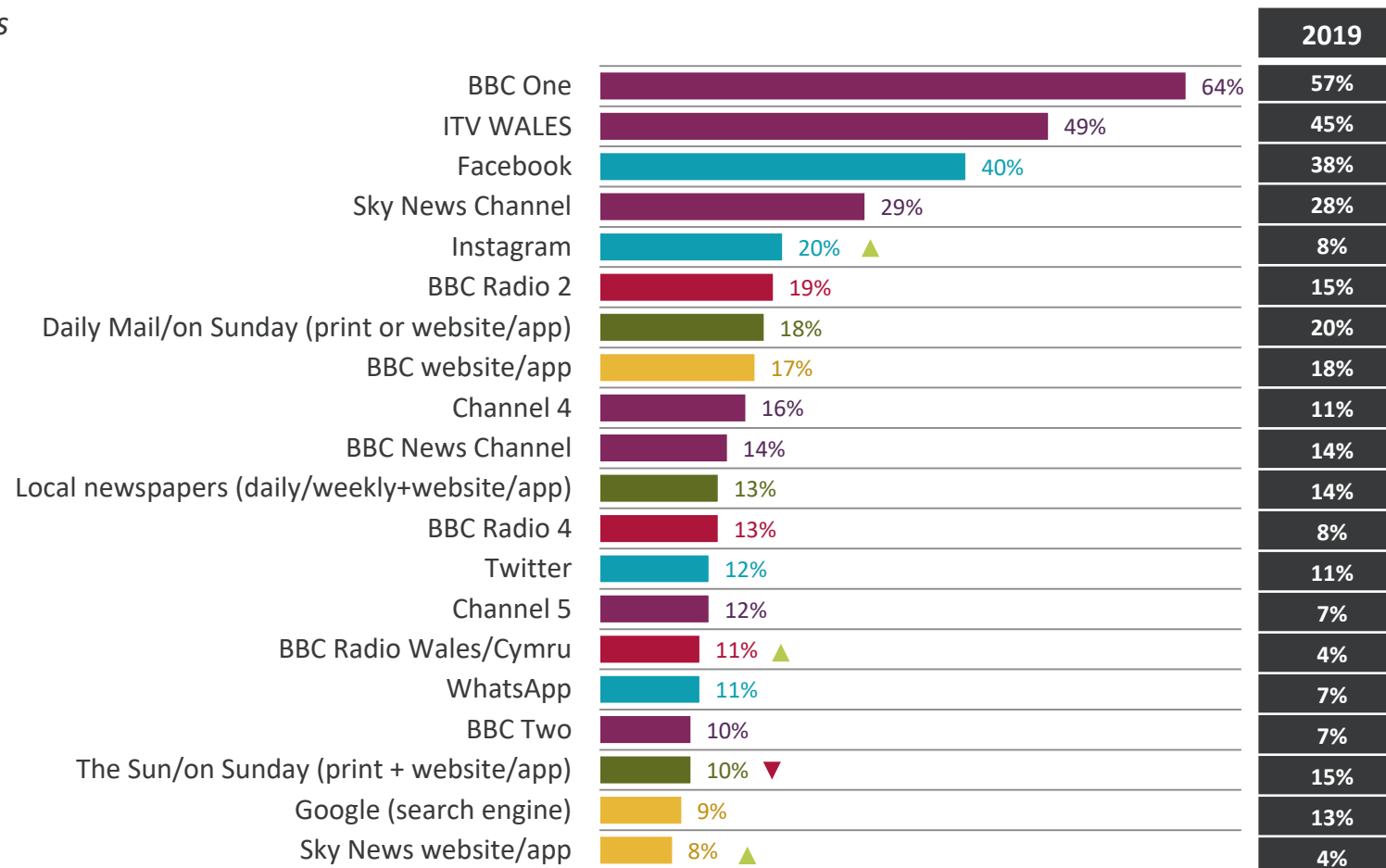
Top 20 news sources used in Wales*

% of adults in Wales using each source for news nowadays

TV Channel	75%
Newspaper (print)	33% ▼
Radio station	43%
Social media	46%
Other website/app	31%

Average number of sources used:

6.3 (UK=6.7)



Source: Ofcom News Consumption Survey 2020

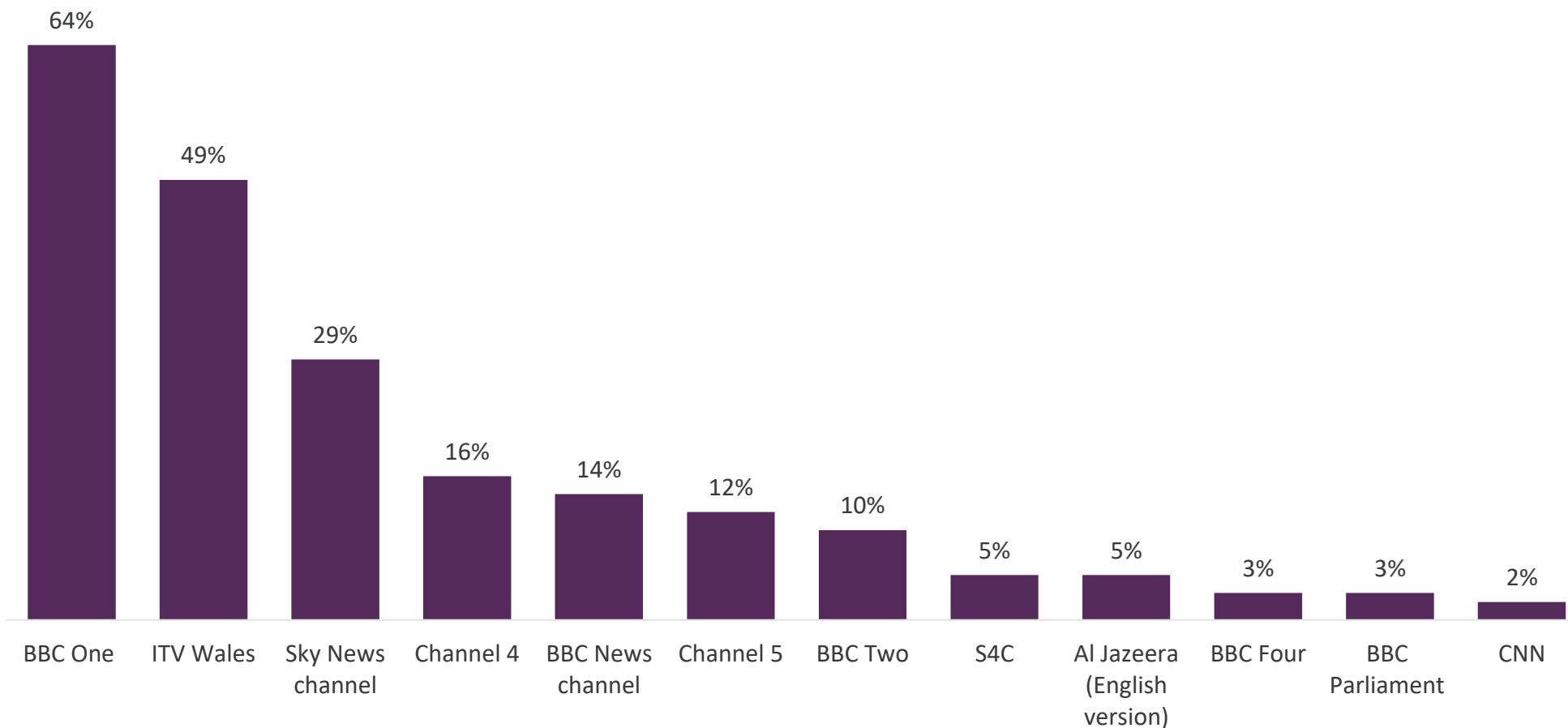
Question: <D2a-8a> Thinking specifically about <platform>, which of the following do you use for news nowadays?

Base: All adults 16+ in Wales, 2020=456, 2019=475.

Green/red triangles indicate statistically significant differences between 2020 and 2019.

*This chart does not include individual title responses from nations 'write-in' codes

TV channels used for news nowadays - Wales

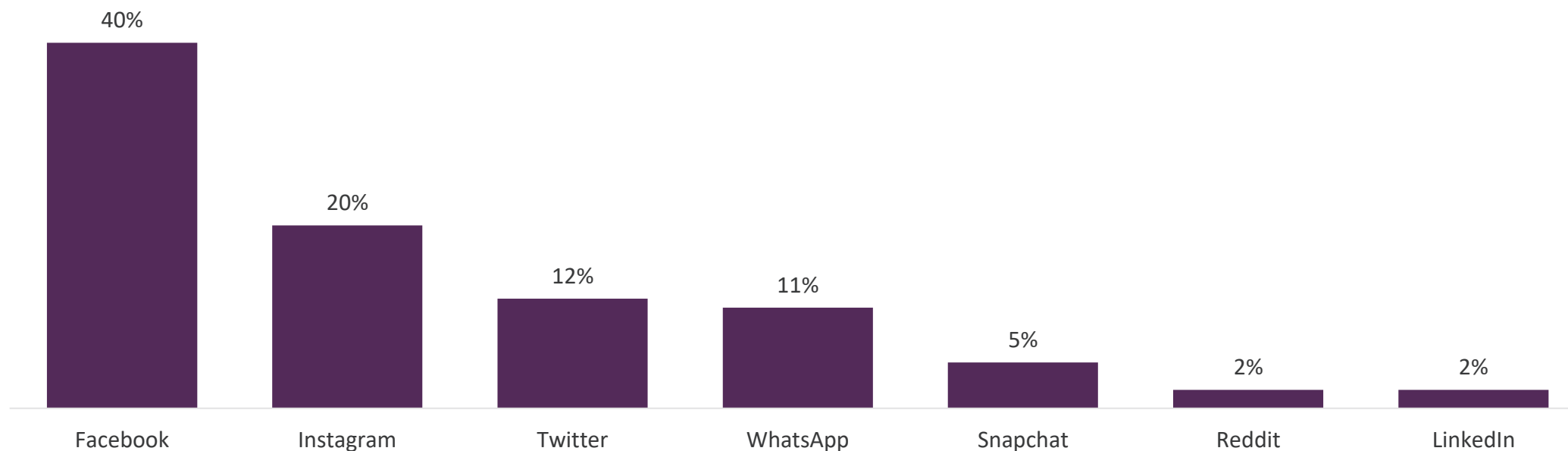


Source: Ofcom News Consumption Survey 2020

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

Base: All adults 16+ in Wales (456). Any source with lower than 2% excluded from the chart.

Social media sources used for news nowadays - Wales

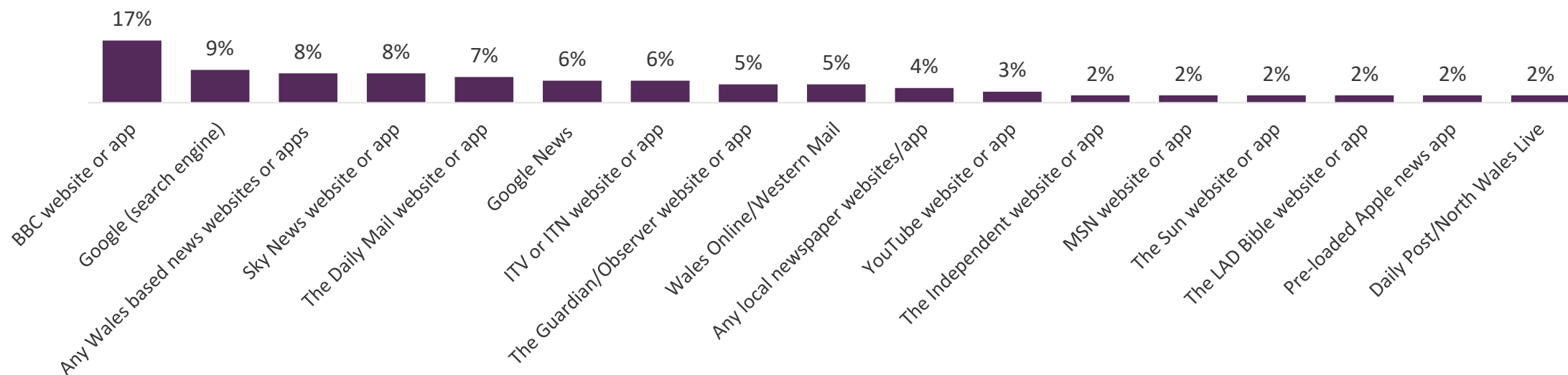


Source: Ofcom News Consumption Survey 2020

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

Base: All adults 16+ in Wales (456). Any source with lower than 2% excluded from the chart.

Other internet sources used for news nowadays – Wales

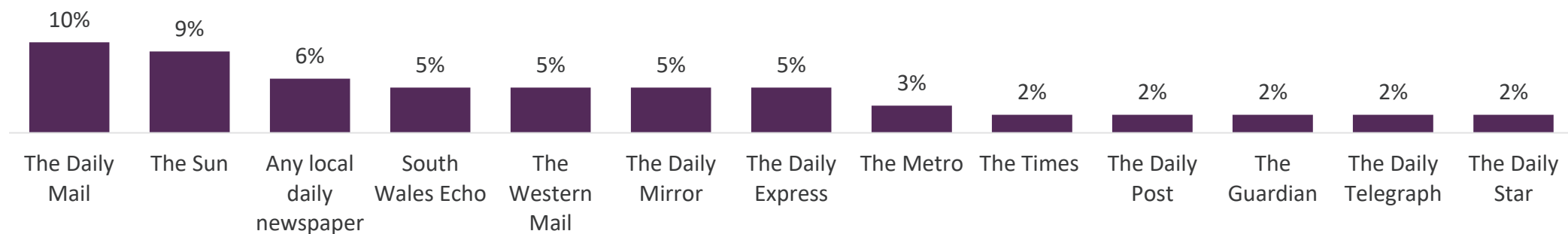


Source: Ofcom News Consumption Survey 2020

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

Base: All adults 16+ in Wales (456). Any source with lower than 2% excluded from the chart.

Daily newspapers (print) used for news nowadays - Wales



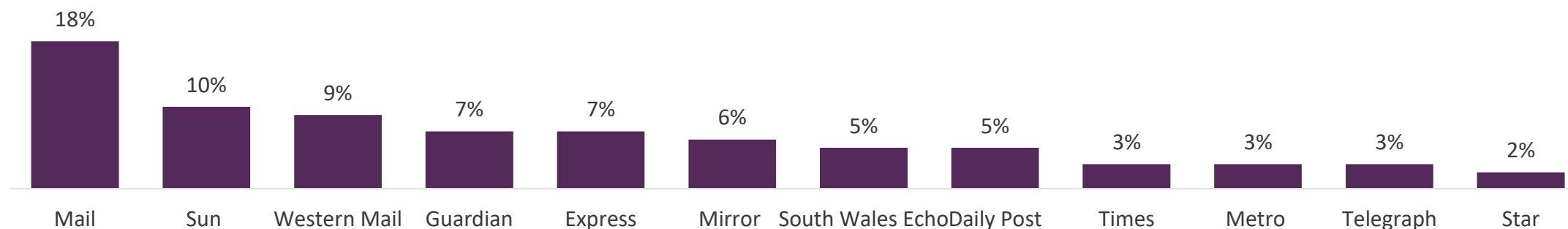
Source: Ofcom News Consumption Survey 2020

Question: <D3a> Thinking specifically about daily newspaper(s), which of the following do you use for news nowadays?

Base: All adults 16+ in Wales (456). Any source with lower than 2% excluded from the chart.

Print and online newspapers used for news nowadays - Wales

Combined daily and Sunday newspapers/websites and apps*



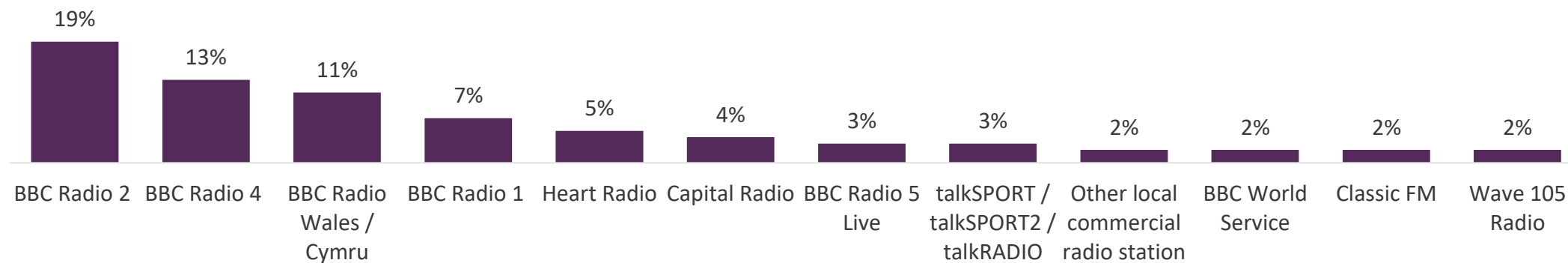
Source: Ofcom News Consumption Survey 2020

Question: <D3a> Thinking specifically about daily newspaper(s), which of the following do you use for news nowadays? <D4a> Thinking specifically about weekly newspaper(s), which of the following do you use for news nowadays? <D8a> Thinking specifically about other internet sources (including apps) which of the following do you use for news nowadays?

Base: All adults 16+ in Wales (456). Any source with lower than 2% excluded from the chart.

*This chart includes individual title responses from nations 'write-in' codes

Radio sources used for news nowadays - Wales



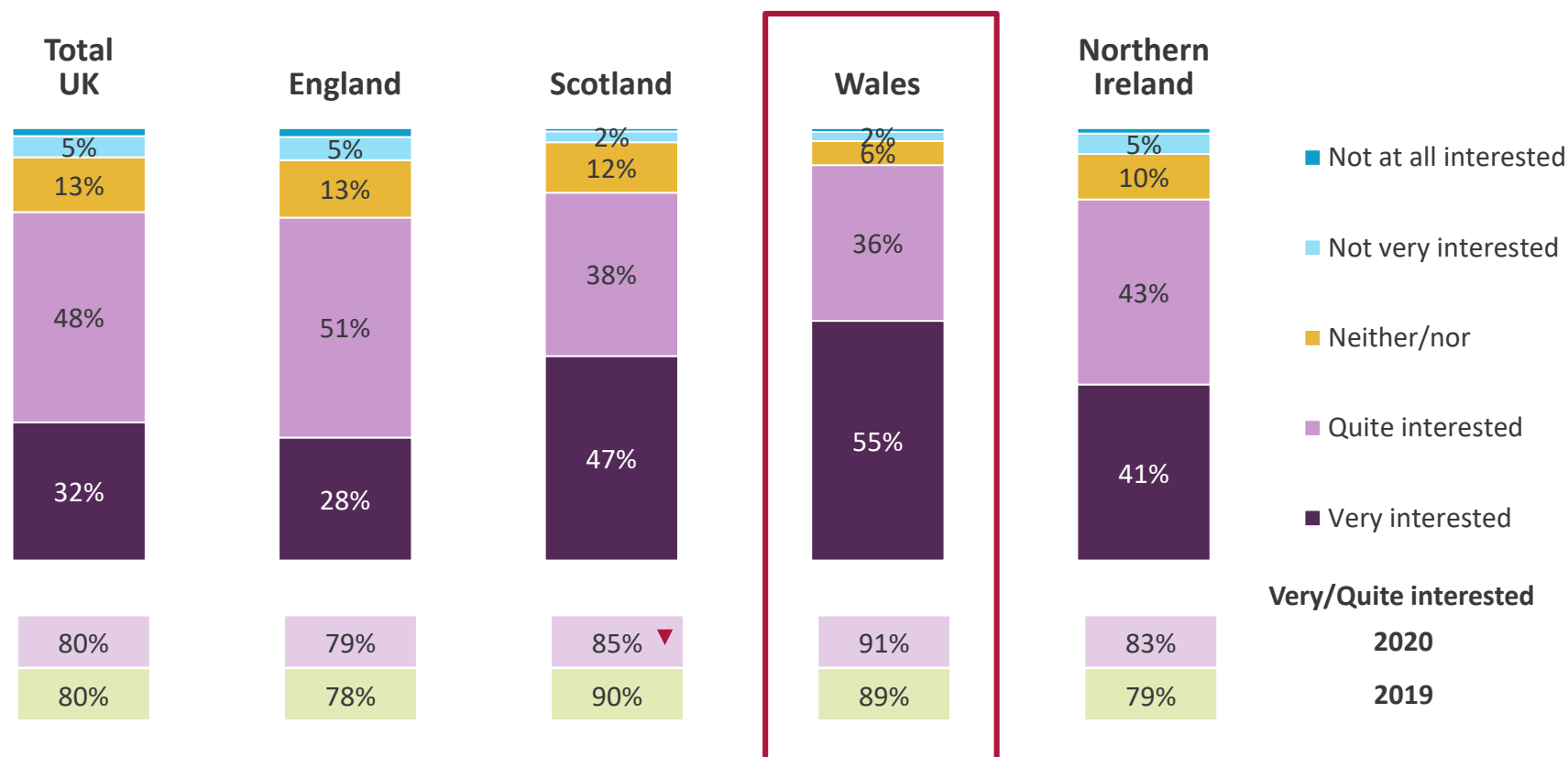
Source: Ofcom News Consumption Survey 2020

Question: <D6a> Thinking specifically about radio, which of the following do you use for news nowadays?

Base: All adults 16+ in Wales (456). Any source with lower than 2% excluded from the chart.

Level of interest in news about own nation, by nation

All adults 16+ who follow news

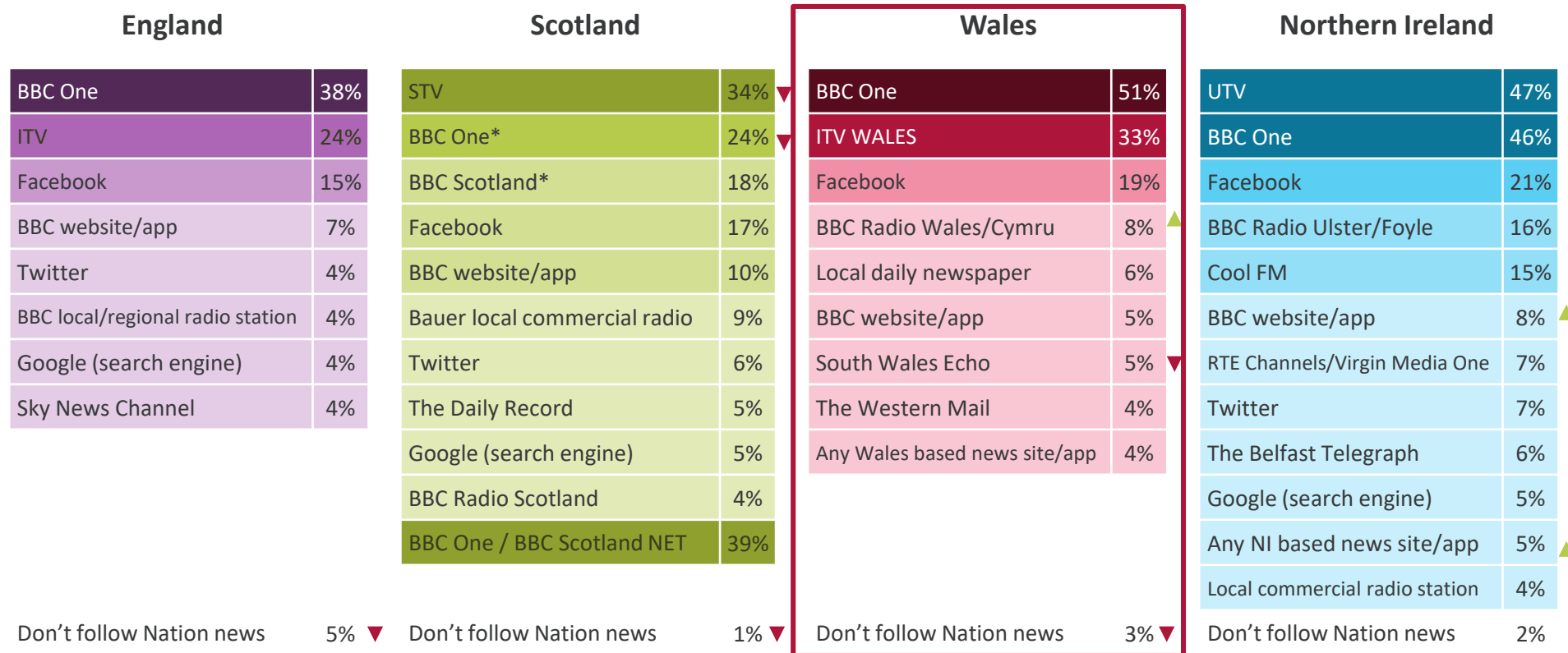


Source: Ofcom News Consumption Survey 2020

Question: F3. How interested are you in news about <NATION>?

Base: All adults 16+ who follow news 2020/2019 - Total=4379/4524, England=3082/3150, Scotland=526/544, Wales=420/435, Northern Ireland=351/395. Green/red triangles indicate statistically significant differences between 2020 and 2019.

Sources used to access news about own nation



Source: Ofcom News Consumption Survey 2020

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

Base: All adults 16+ using TV/Newspapers/Radio/Internet/Magazine for news - England=3032, Scotland=521, Wales=415, Northern Ireland=346. Only sources with an incidence of 4%+ in each Nation are shown. Green/red triangles indicate statistically significant differences between 2020 and 2019. *BBC Scotland new this year. BBC Scotland and BBC One Scotland figures may be affected by respondent confusion about BBC Scotland branding