



News Consumption Survey 2020

Northern Ireland

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 Northern Ireland is 408.

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

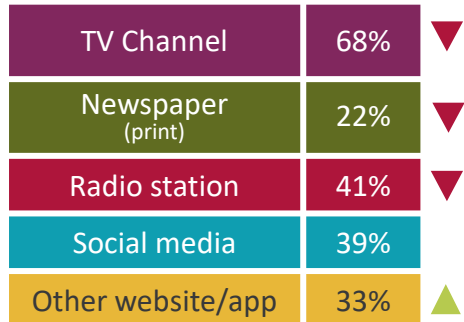
*The News Consumption 2020 report also contains information from other industry currencies including BARB for television viewing and ABC for newspaper circulation.

Key findings from the 2020 report

- TV remains the most-used platform for news nowadays by adults in Northern Ireland at 68%, down from 77% last year.
- Radio (41%) and social media (39%) are the next most used platforms for news. Newspapers (print) and radio both see significant declines in use in Northern Ireland from 2019.
- Around half of adults in Northern Ireland use UTV (50%) and BBC One (49%) for news. Facebook is the third most popular source at 32%. 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 and UTV are the most-used sources for accessing news about Northern Ireland by people in Northern Ireland.
- Eight in ten people in Northern Ireland who follow news are interested in news about their own nation, which is similar to the UK as a whole, but lower than Wales.

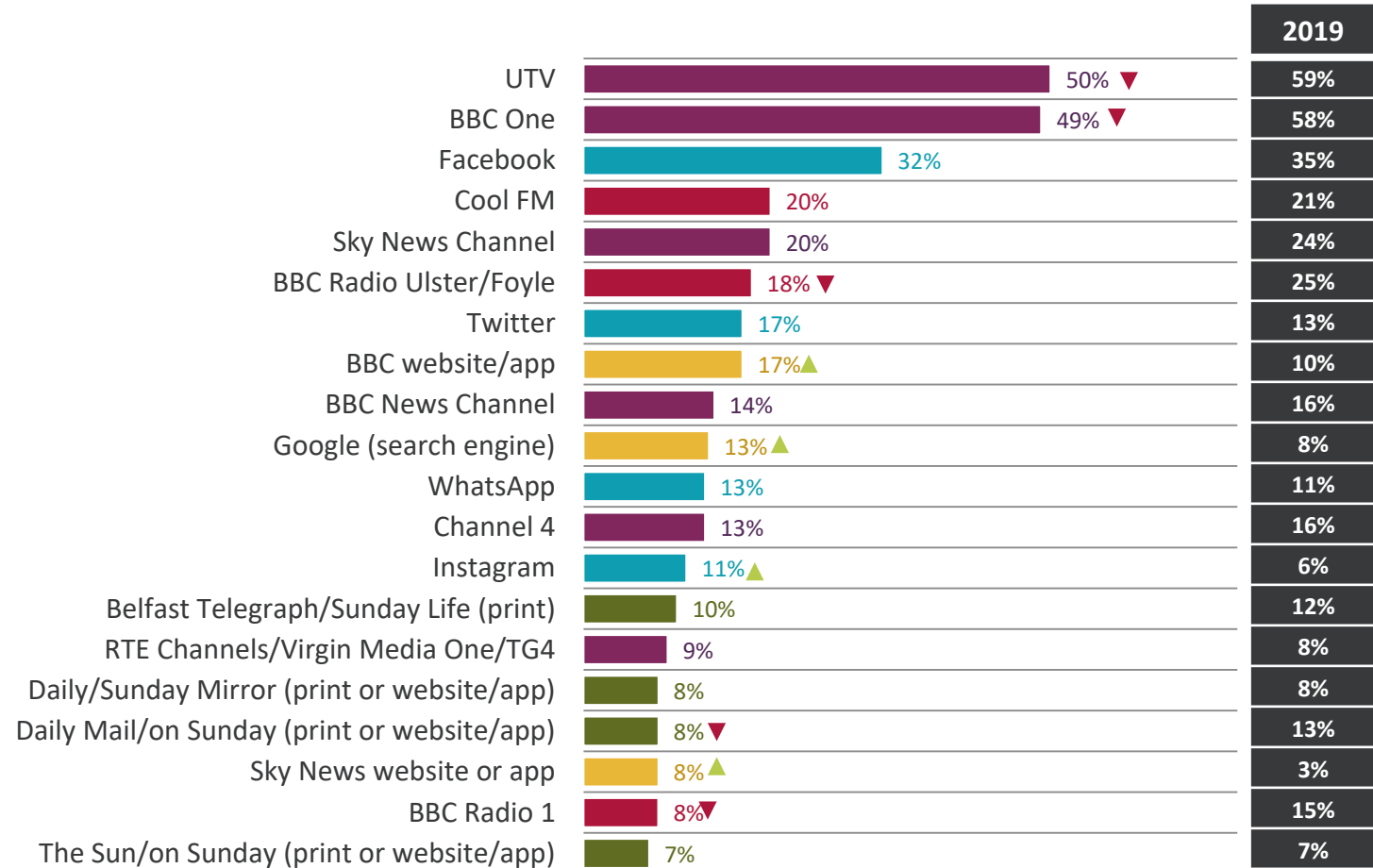
Top 20 news sources used in Northern Ireland*

% of adults in Northern Ireland using each source for news nowadays



Average number of sources used:

6.4 (UK=6.7)



Source: Ofcom News Consumption Survey 2020

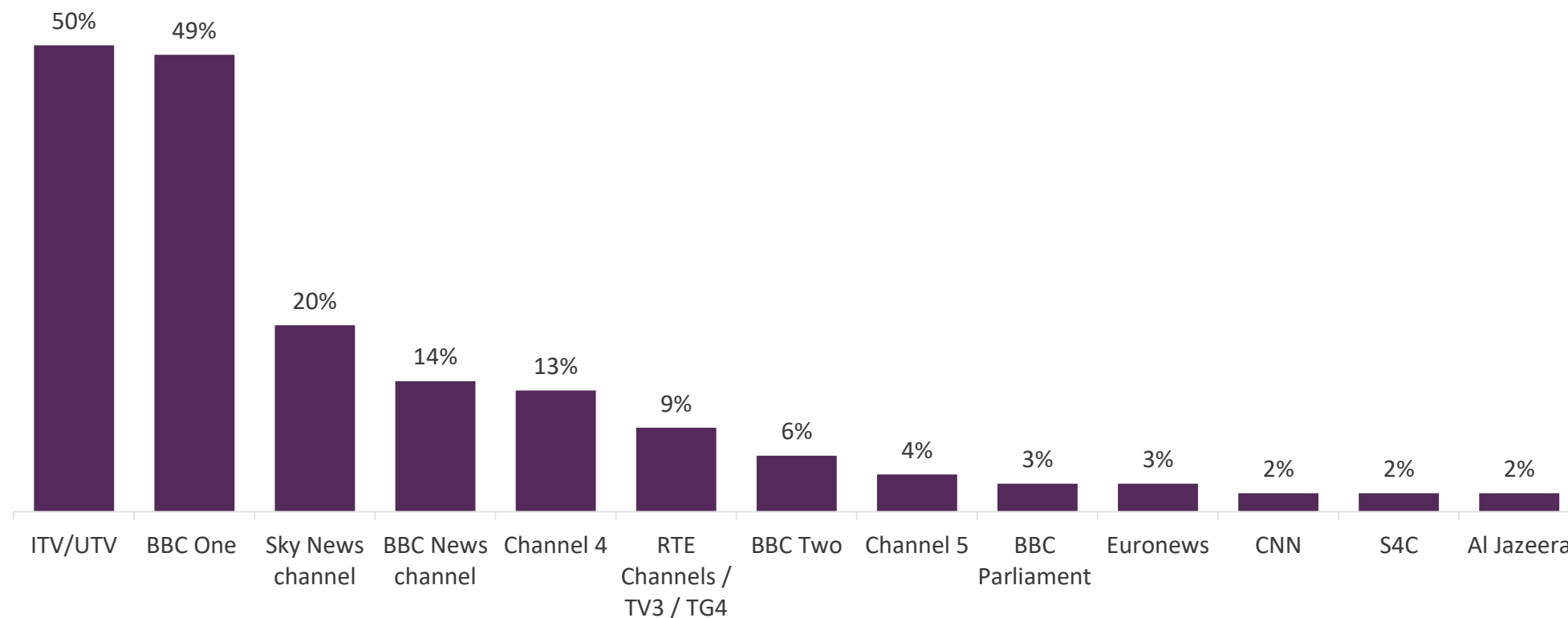
Question: D2a-D8a. Thinking specifically about <platform>, which of the following do you use for news nowadays?

Base: All adults 16+ in Northern Ireland – 2020=408, 2019=420, 2018=414

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 - Northern Ireland

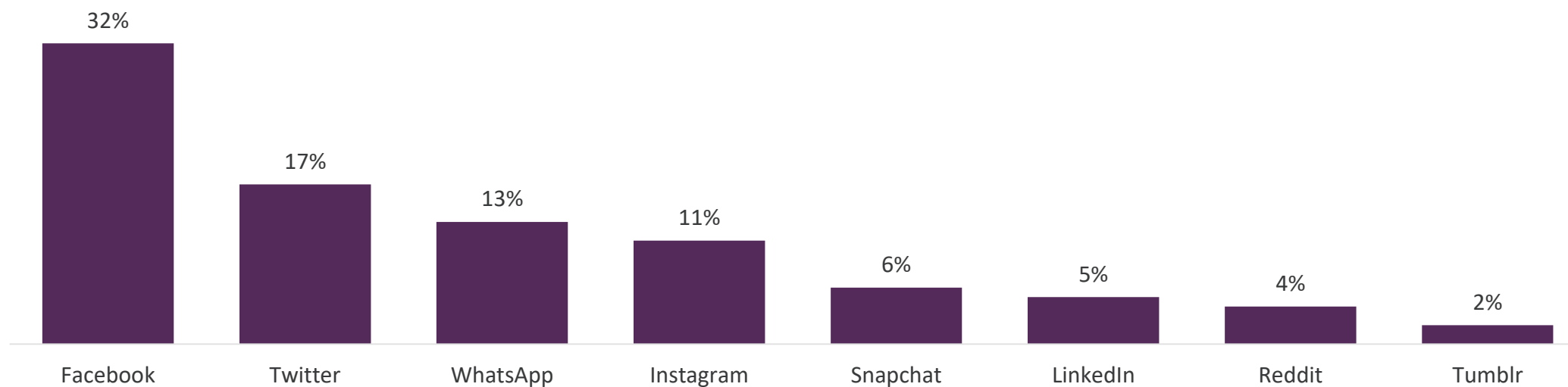


Source: Ofcom News Consumption Survey 2020

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

Base: All adults 16+ in Northern Ireland (408). Any source with lower than 2% excluded from the chart.

Social media sources used for news nowadays - Northern Ireland

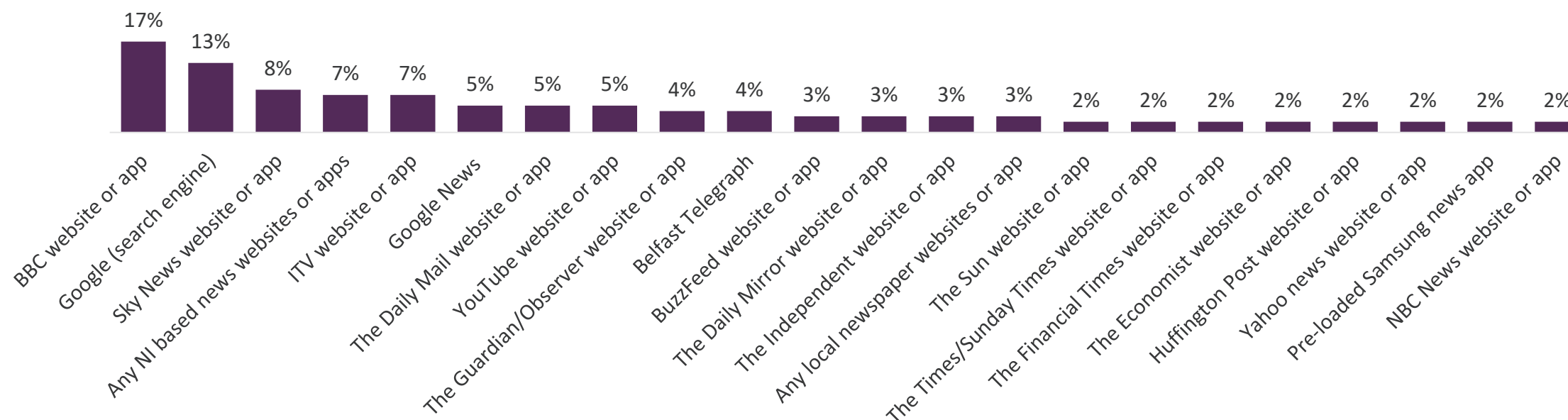


Source: Ofcom News Consumption Survey 2020

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 Northern Ireland (408). Any source with lower than 2% excluded from the chart.

Other internet sources used for news nowadays - Northern Ireland

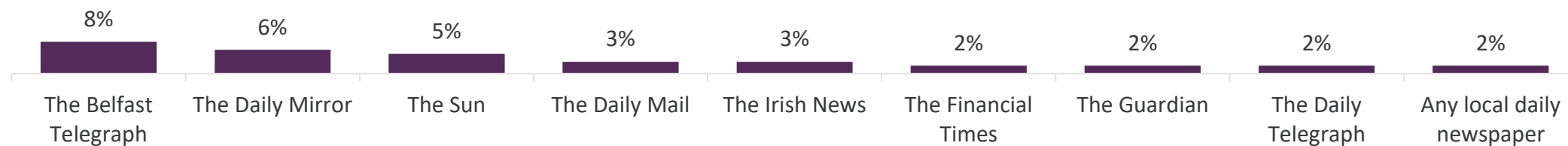


Source: Ofcom News Consumption Survey 2020

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 Northern Ireland (408). Any source with lower than 2% excluded from the chart.

Daily newspapers (print) used for news nowadays - Northern Ireland



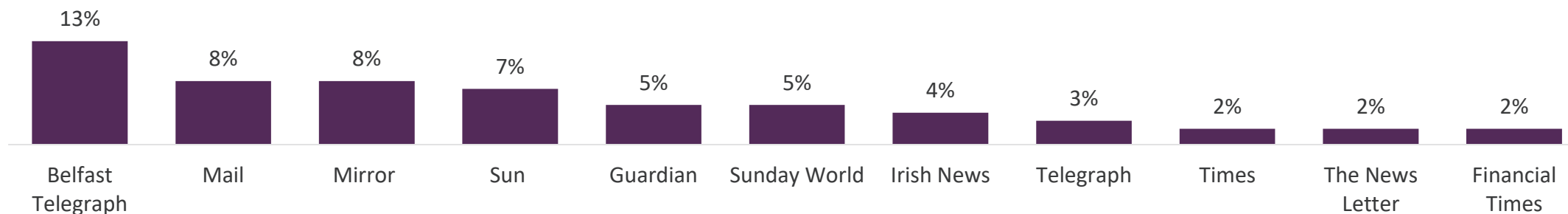
Source: Ofcom News Consumption Survey 2020

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

Base: All adults 16+ in Northern Ireland (408). Any source with lower than 2% excluded from the chart.

Print and online newspapers used for news nowadays - Northern Ireland

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?

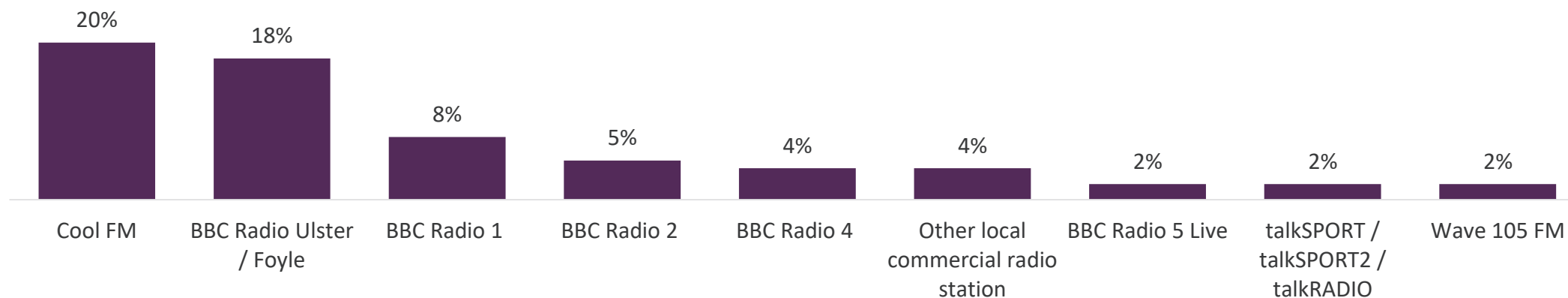
<D4a> Thinking specifically about weekly newspaper(s), which of the following do you use for news nowadays?

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

Base: All adults 16+ in Northern Ireland (408). 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 - Northern Ireland



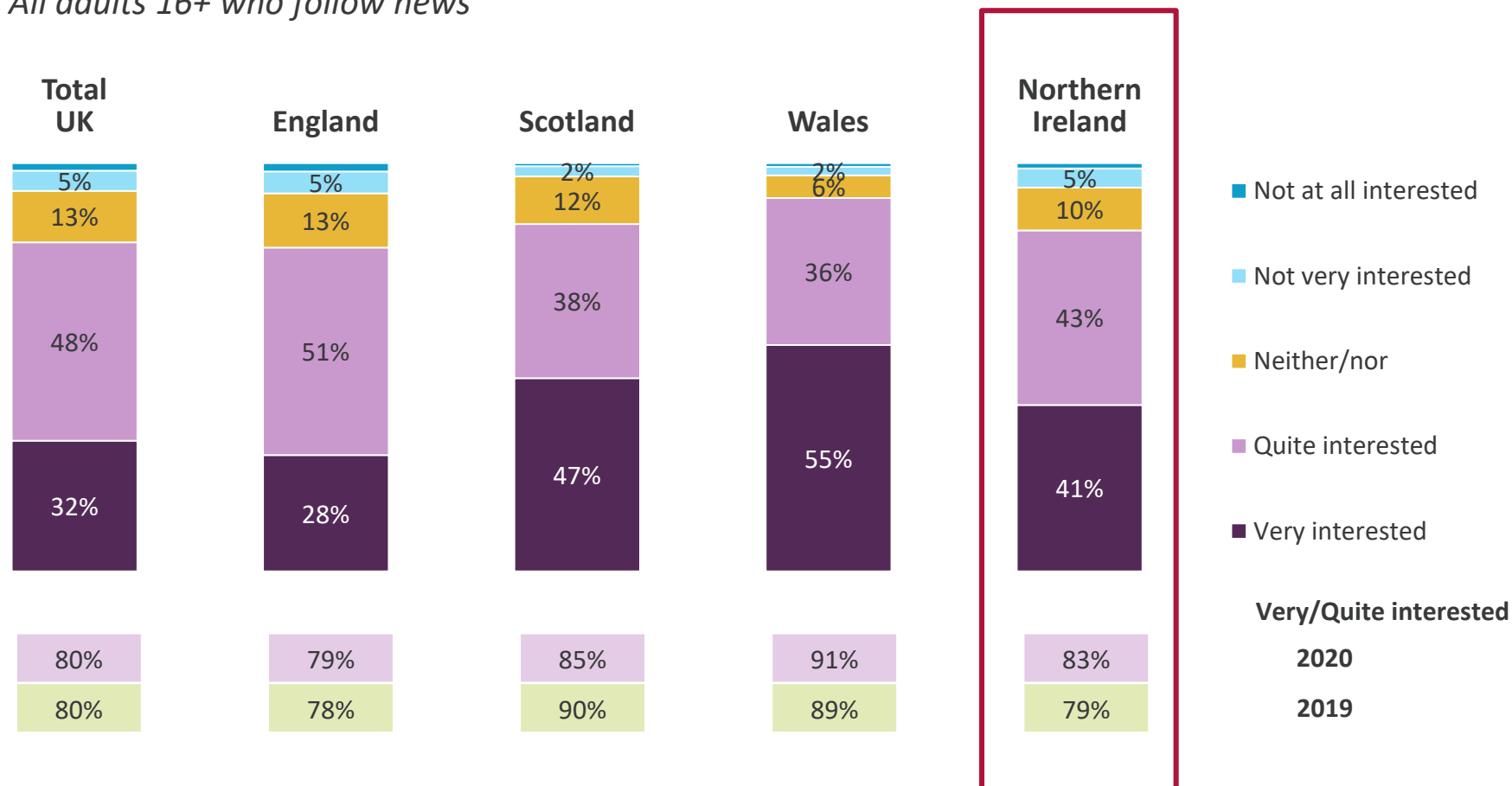
Source: Ofcom News Consumption Survey 2020

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

Base: All adults 16+ in Northern Ireland (408). 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

| England | | Scotland | | Wales | | Northern Ireland | |
|----------------------------------|------|------------------------------|-------|-------------------------------|------|--------------------------------|------|
| BBC One | 38% | STV | 34% ▼ | BBC One | 51% | UTV | 47% |
| ITV | 24% | BBC One* | 24% ▼ | ITV WALES | 33% | BBC One | 46% |
| Facebook | 15% | BBC Scotland* | 18% | Facebook | 19% | Facebook | 21% |
| BBC website/app | 7% | Facebook | 17% | BBC Radio Wales/Cymru | 8% ▲ | BBC Radio Ulster/Foyle | 16% |
| Twitter | 4% | BBC website/app | 10% | Local daily newspaper | 6% | Cool FM | 15% |
| BBC local/regional radio station | 4% | Bauer local commercial radio | 9% | BBC website/app | 5% | BBC website/app | 8% ▲ |
| Google (search engine) | 4% | Twitter | 6% | South Wales Echo | 5% ▼ | RTE Channels/Virgin Media One | 7% |
| Sky News Channel | 4% | The Daily Record | 5% | The Western Mail | 4% | Twitter | 7% |
| | | Google (search engine) | 5% | Any Wales based news site/app | 4% | The Belfast Telegraph | 6% |
| | | BBC Radio Scotland | 4% | | | Google (search engine) | 5% |
| | | BBC One / BBC Scotland NET | 39% | | | Any NI based news site/app | 5% ▲ |
| | | | | | | Local commercial radio station | 4% |
| Don't follow Nation news | 5% ▼ | Don't follow Nation news | 1% ▼ | Don't follow Nation news | 3% ▼ | Don't follow Nation news | 2% |

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

*BBC Scotland new this year