

## 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 Scotland is 541.

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 Scotland.
- Use of other types of internet news source (websites or apps, not social media) has increased from 28% in 2019 to 35% in 2020.
- 42% of adults in Scotland use BBC One for news and 42% also use STV for news, while 37% use Facebook. More people in Scotland use Sky News Channel than last year. 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.
- STV remains the most-used source for accessing news about Scotland by people in Scotland (34%), although this has decreased from last year.
- 85% of adults in Scotland are interested in news about their nation. This is behind Wales, in line with Northern Ireland and ahead of England.

# Top 20 news sources used in Scotland\*

% of adults in Scotland using each source for news nowadays

TV Channel	75%
Newspaper (print)	33%
Radio station	38%
Social media	44%
Other website/app	35% ▲

Average number of sources used:

**5.8** (UK=6.7)

	2020	2019
BBC One**	42% ▼	54%
STV	42% ▼	51%
Facebook	37%	34%
Sky News Channel	26% ▲	19%
BBC Scotland**	24%	n/a
BBC website/app	19%	15%
BBC News Channel	16%	16%
Twitter	15%	17%
Google (search engine)	14%	13%
Bauer local commercial radio	13%	n/a
Channel 4	13%	14%
BBC Radio 2	12%	10%
Instagram	10%	9%
Local newspapers (daily/weekly + website/app)	10%	7%
BBC Radio Scotland	10%	8%
The Sun/on Sunday (print website/app)	10%	12%
Guardian/Observer (print or website/app)	10%	9%
Daily Mail/on Sunday (print or website/app)	9%	9%
WhatsApp	9%	11%
Daily Record/Sunday Mail (print)	9%	9%

Source: Ofcom News Consumption Survey 2020

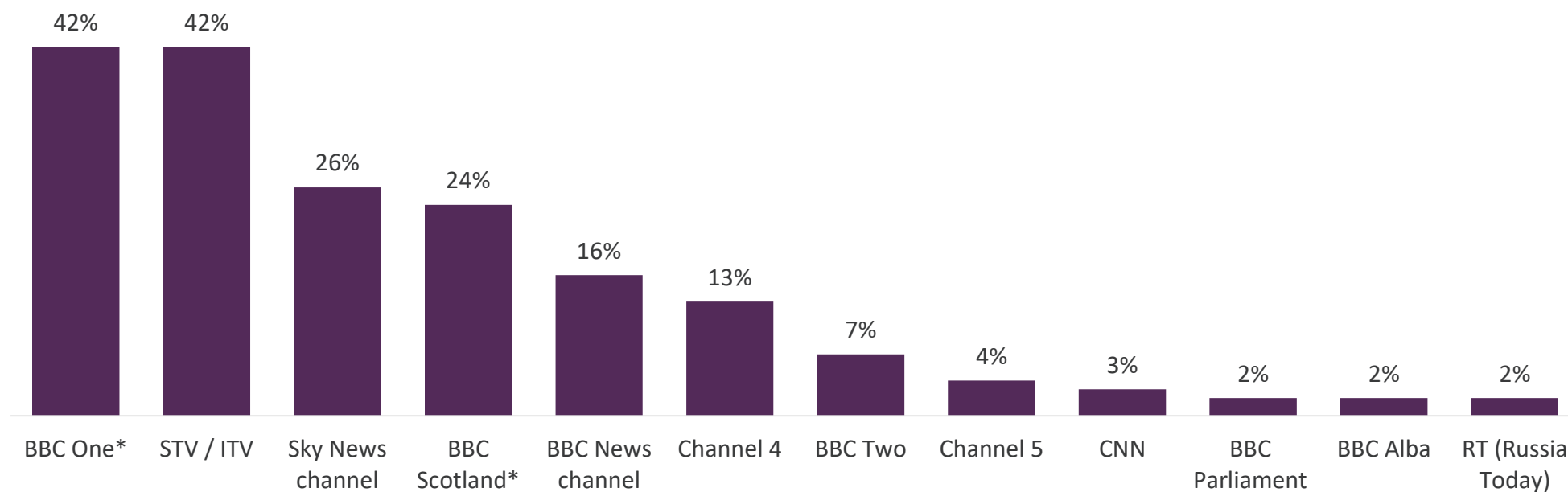
Question: <D2a-8a> Thinking specifically about <platform>, which of the following do you use for news nowadays?

Base: All adults 16+ in Scotland. 2020=541, 2019=551, 2018=540. Green/red triangles indicate statistically significant differences between 2020 and 2019.

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

\*\*BBC Scotland new this year. BBC Scotland and BBC One Scotland figures may be affected by respondent confusion about BBC Scotland branding

## TV channels used for news nowadays - Scotland



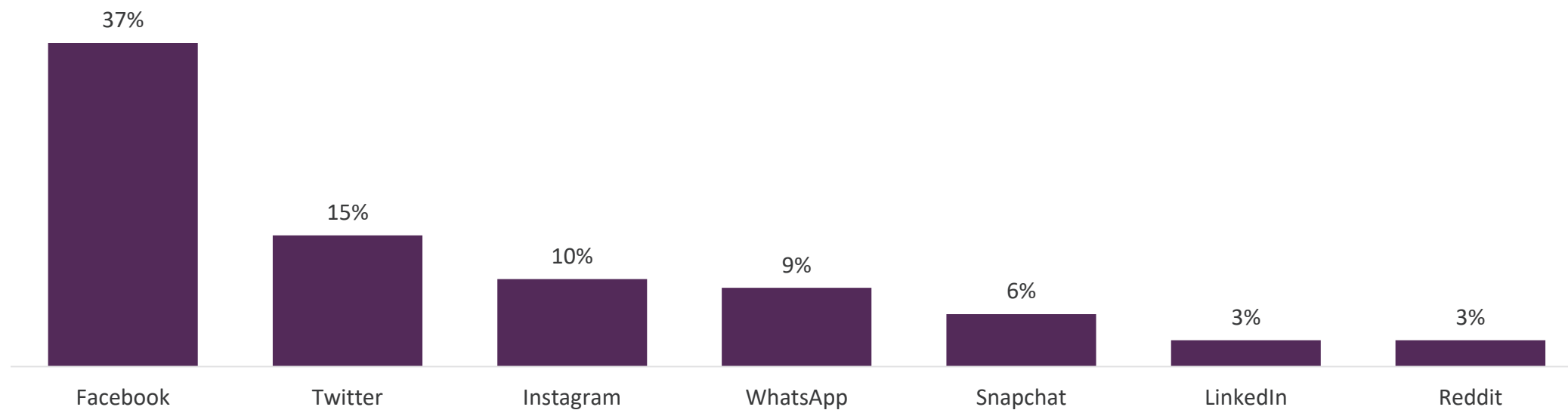
Source: Ofcom News Consumption Survey 2020

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

Base: All adults 16+ in Scotland (541). Any source with lower than 2% excluded from the chart.

\*BBC Scotland new this year. BBC Scotland and BBC One Scotland figures may be affected by respondent confusion about BBC Scotland branding

## Social media sources used for news nowadays - Scotland

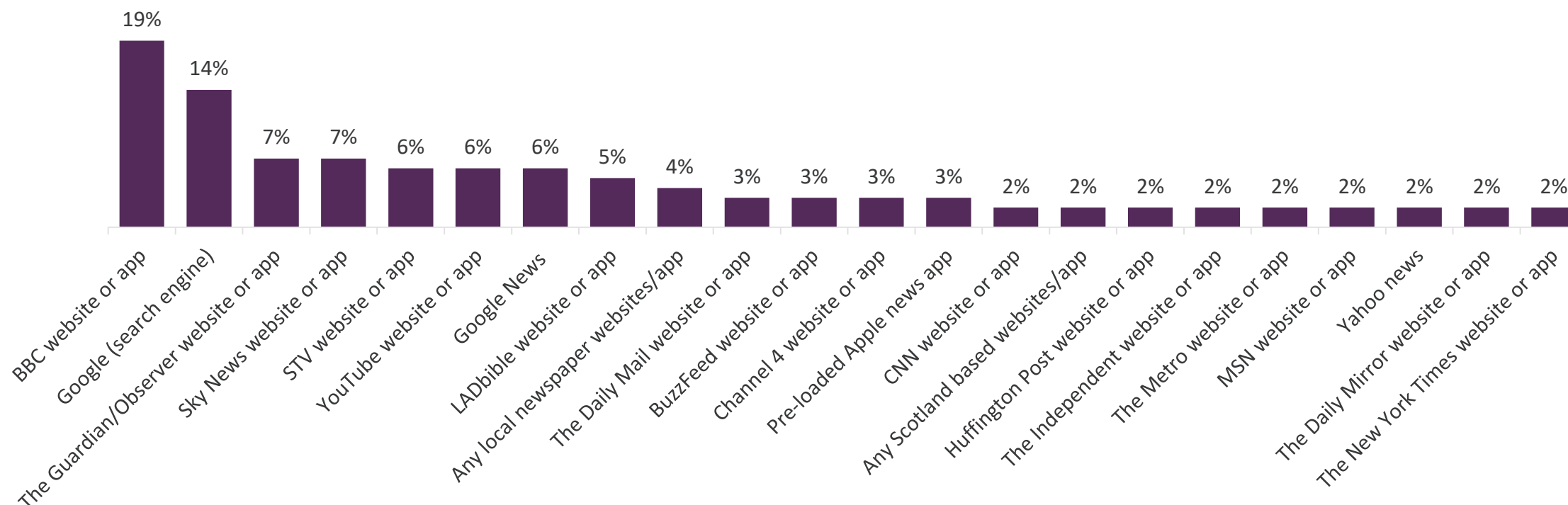


Source: Ofcom News Consumption Survey 2020

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 Scotland (541). Any source with lower than 2% excluded from the chart.

## Other internet sources used for news nowadays - Scotland

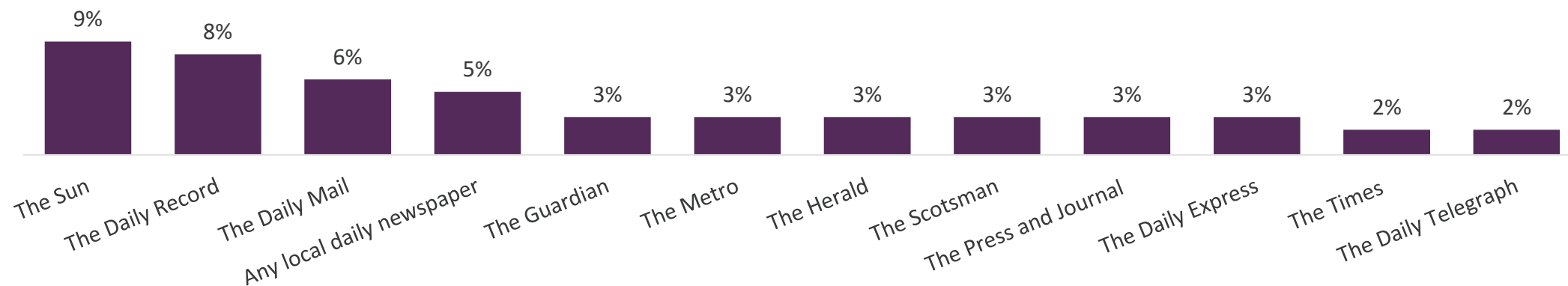


Source: Ofcom News Consumption Survey 2020

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 Scotland (541). Any source with lower than 2% excluded from the chart.

## Daily newspapers (print) used for news nowadays - Scotland



Source: Ofcom News Consumption Survey 2020

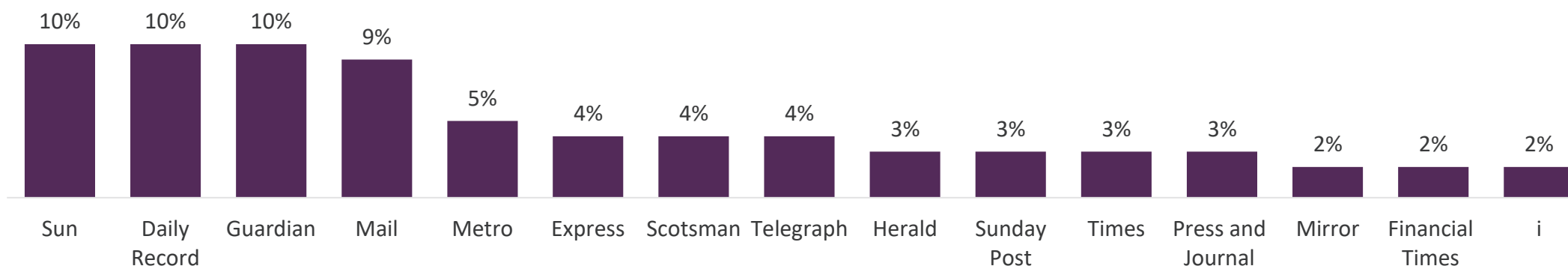
Question: <D3a> Thinking specifically about daily newspaper(s), which of the following do you use for news nowadays?

Base: All adults 16+ in Scotland. Scotland (541). Any source with lower than 2% excluded from the chart.



# Print and online newspapers used for news nowadays - Scotland

Combined daily and Sunday newspapers/websites and apps\*



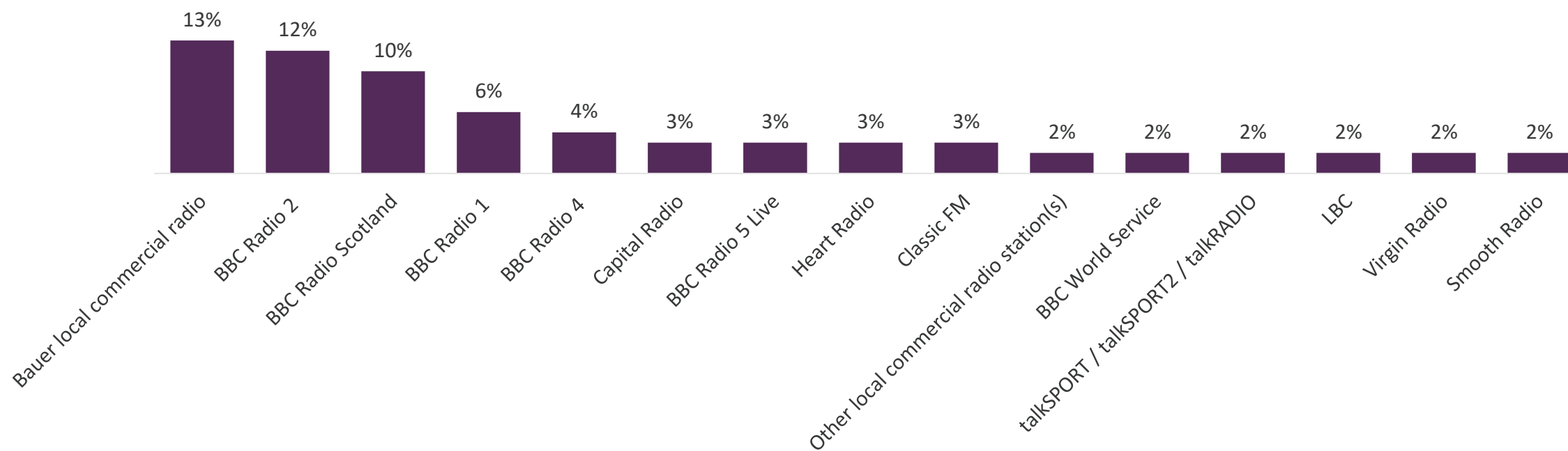
Source: Ofcom News Consumption Survey 2020

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 Scotland (541). 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 - Scotland



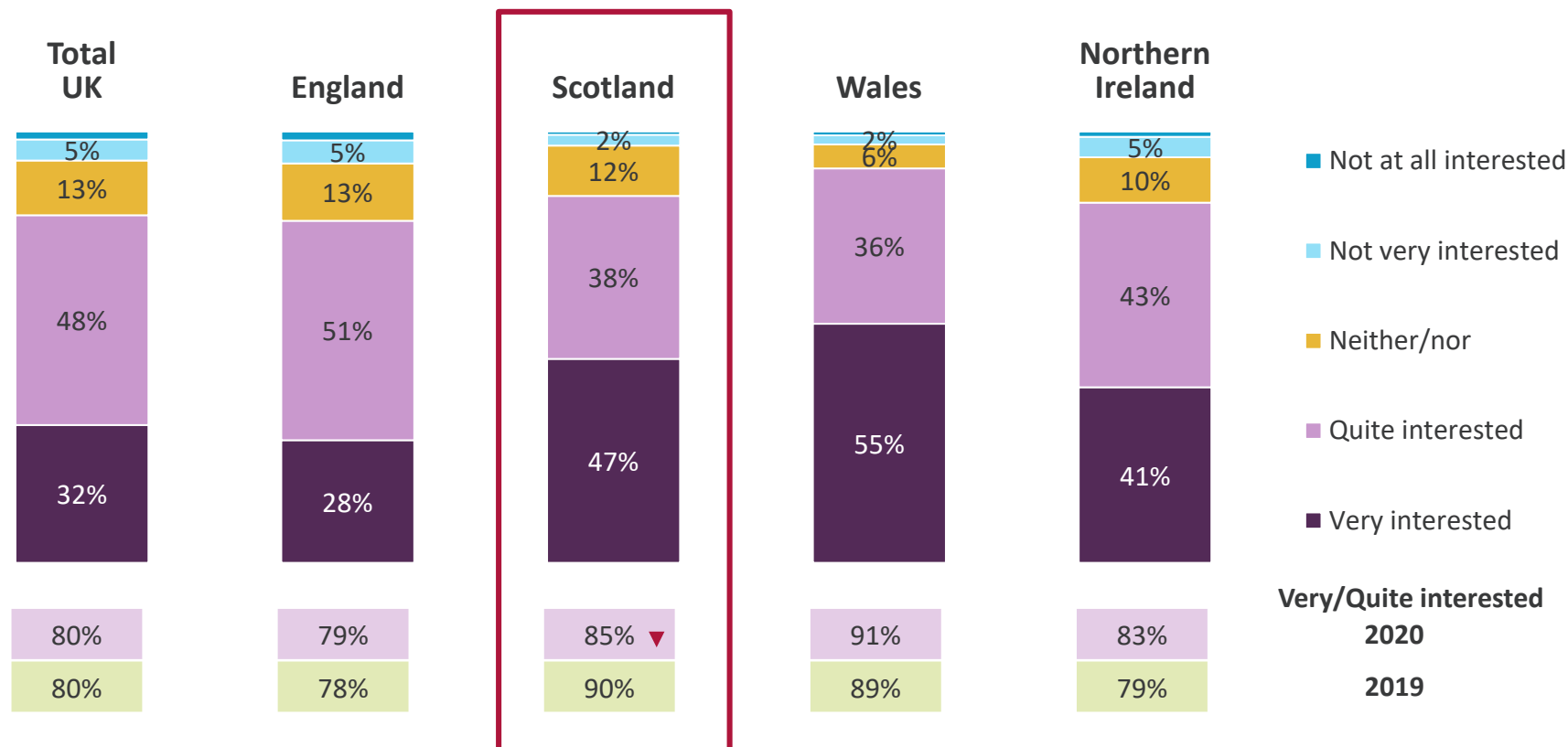
Source: Ofcom News Consumption Survey 2020

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

Base: All adults 16+ in Scotland (541). 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

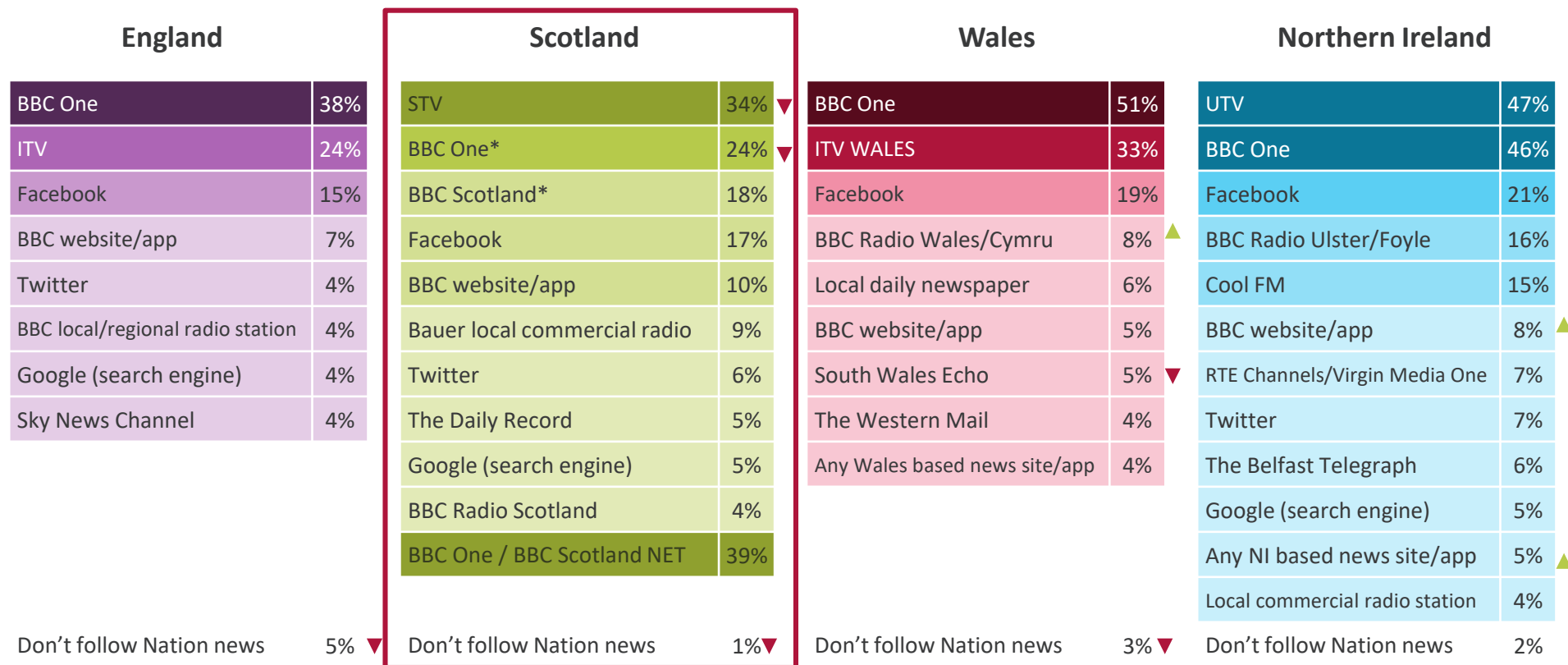


Source: Ofcom News Consumption Survey 2020

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