News Consumption Survey 2020

Scotland
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

<table>
<thead>
<tr>
<th>Source</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV Channel</td>
<td>75%</td>
</tr>
<tr>
<td>Newspaper (print)</td>
<td>33%</td>
</tr>
<tr>
<td>Radio station</td>
<td>38%</td>
</tr>
<tr>
<td>Social media</td>
<td>44%</td>
</tr>
<tr>
<td>Other website/app</td>
<td>35%</td>
</tr>
</tbody>
</table>

Average number of sources used: 5.8 (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?
*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.
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.
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**

#### Total UK
- Not at all interested: 5%
- Not very interested: 13%
- Neither/nor: 48%
- Quite interested: 32%
- Very/Quite interested: 80%

#### England
- Not at all interested: 5%
- Not very interested: 13%
- Neither/nor: 51%
- Quite interested: 28%
- Very/Quite interested: 79%

#### Scotland
- Not at all interested: 2%
- Not very interested: 12%
- Neither/nor: 38%
- Quite interested: 47%
- Very/Quite interested: 85%

#### Wales
- Not at all interested: 2%
- Not very interested: 6%
- Neither/nor: 36%
- Quite interested: 55%
- Very/Quite interested: 91%

#### Northern Ireland
- Not at all interested: 5%
- Not very interested: 10%
- Neither/nor: 43%
- Quite interested: 41%
- Very/Quite interested: 83%

**Source:** Ofcom News Consumption Survey 2020

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

## Sources used to access news about own nation

### England
- **BBC One**: 38%
- **ITV**: 24%
- **Facebook**: 15%
- **BBC website/app**: 7%
- **Twitter**: 4%
- **BBC local/regional radio station**: 4%
- **Google (search engine)**: 4%
- **Sky News Channel**: 4%
- **Don’t follow Nation news**: 5%

### Scotland
- **STV**: 34% ▼
- **BBC One**: 24% ▼
- **BBC Scotland**: 18%
- **Facebook**: 17%
- **BBC website/app**: 10%
- **Bauer local commercial radio**: 9%
- **Twitter**: 6%
- **The Daily Record**: 5%
- **Google (search engine)**: 5%
- **BBC Radio Scotland**: 4%
- **BBC One / BBC Scotland NET**: 39%
- **Don’t follow Nation news**: 1% ▼

### Wales
- **BBC One**: 51%
- **ITV WALES**: 33%
- **Facebook**: 19%
- **BBC Radio Wales/Cymru**: 8%
- **Local daily newspaper**: 6%
- **BBC website/app**: 5%
- **South Wales Echo**: 5% ▼
- **The Western Mail**: 4%
- **Any Wales based news site/app**: 4%
- **Don’t follow Nation news**: 3% ▼

### Northern Ireland
- **UTV**: 47%
- **BBC One**: 46%
- **Facebook**: 21%
- **BBC Radio Ulster/foyle**: 16%
- **Cool FM**: 15%
- **BBC website/app**: 8% ▼
- **RTE Channels/Virgin Media One**: 7%
- **Twitter**: 7%
- **The Daily Record**: 5%
- **The Western Mail**: 4%
- **Any NI based news site/app**: 5% ▼
- **Local commercial radio station**: 4%
- **Don’t follow Nation news**: 2%

### Sources
- **Google (search engine)**: 4%
- **Twitter**: 6%
- **South Wales Echo**: 5%
- **RTE Channels/Virgin Media One**: 7%
- **The Belfast Telegraph**: 6%
- **Google (search engine)**: 5%
- **Any NI based news site/app**: 5% ▼
- **Local commercial radio station**: 4%

### 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.

### Source
Ofcom News Consumption Survey 2020

### Additional Information
- Don’t follow Nation news: 5% ▼
- Don’t follow Nation news: 1% ▼
- Don’t follow Nation news: 3% ▼
- Don’t follow Nation news: 2%