



# News Consumption Survey 2022

## Scotland

## About the News Consumption report 2022

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. In News Reports published from 2018 to 2020, the adult (16+) research was conducted using a mixed methodology, combining online and face to face interviews (F2F). However, during the last two years of research, Jigsaw Research were unable to do this consistently, due to the Covid-19 pandemic.

Since online methodologies tend to underrepresent low/non internet users, Jigsaw Research conducted a combination of online and telephone interviews during November/December 2020, March/April 2021 and November/December 2021, to ensure that these groups had the opportunity to express their views. In March/April 2022, Jigsaw Research reverted back to the preferred methodology of conducting online and face to face interviews, to be consistent with previous and future years.

This News Report shows combined online and face to face adult data for 2022 (March/April 2022 only) and also makes a comparison to the combined online and face to face adult data from 2020. 2022 data cannot be compared with 2021 data due to methodology differences highlighted above.

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

*\*The News Consumption 2022 report also contains information from BARB for television viewing.*

## Key findings from the 2022 report

- TV remains the most-used platform for news nowadays by adults in Scotland at 75%. Social media (50%) and radio (45%) are the next most used platforms for news.
- 51% of adults in Scotland use BBC One for news and 45% use STV for news, while 38% use Facebook.
- BBC Scotland is used by 15% of adults in Scotland and BBC Alba by 3%.
- When looking at print/website/app figures combined 12% of adults in Scotland use The Daily Record/Sunday Mail, 7% use The Herald/Herald on Sunday and 6% use The Scotsman/Scotsman on Sunday.
- 12% of adults use BBC Radio Scotland for news and 11% use Bauer local commercial radio.
- STV remains the most-used source for accessing news about Scotland by people in Scotland (31%).
- 90% of adults in Scotland are interested in news about their nation, higher than the average figure for the UK as a whole.

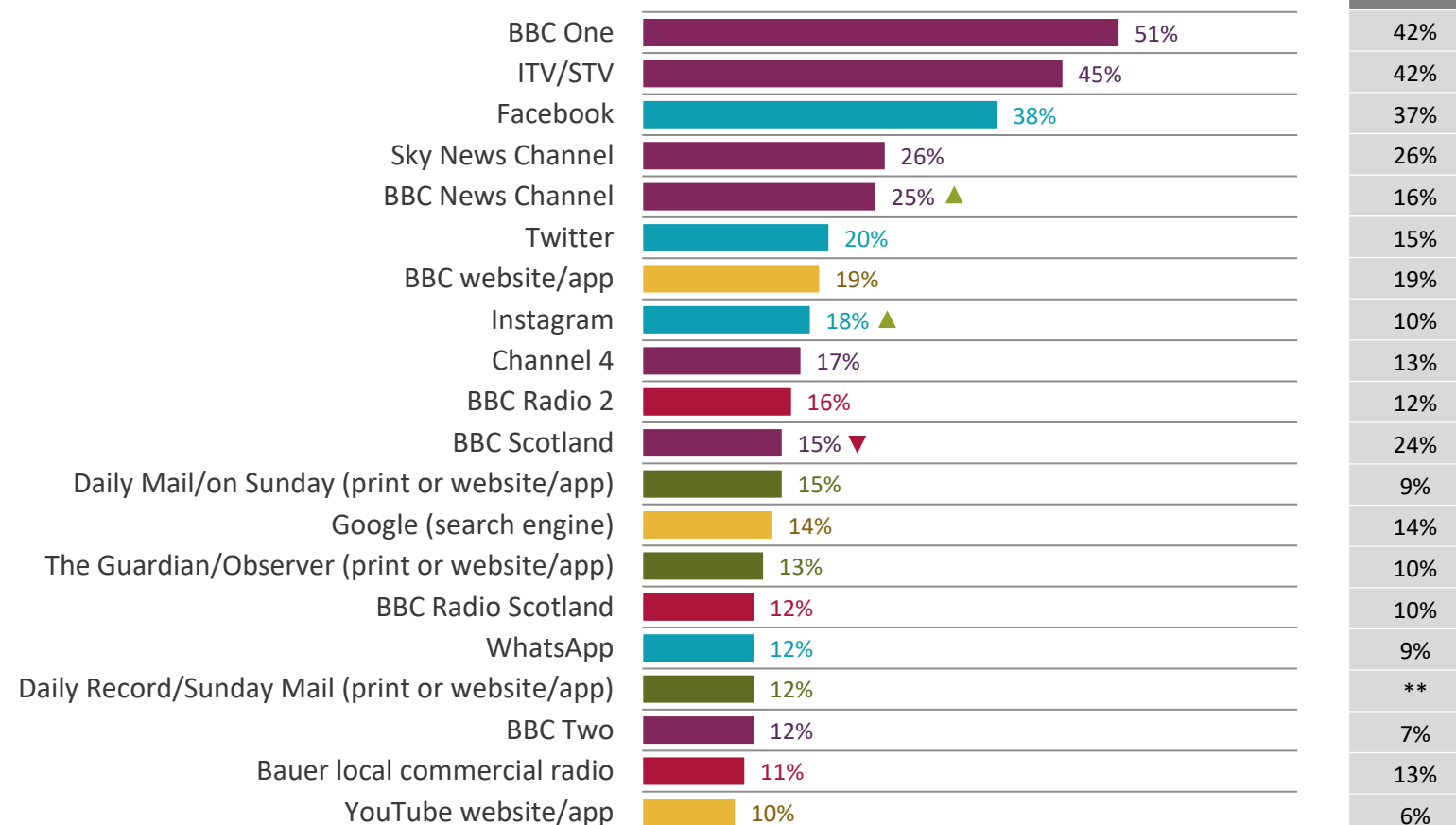
# Top 20 news sources used in Scotland

% of adults 16+ in Scotland using each source for news nowadays

TV Channel	75%
Newspaper (print only)	25%
Radio station	45%
Social media	50%
Other website/app	37%

Average number of sources used:

**7.5** (UK=6.1)



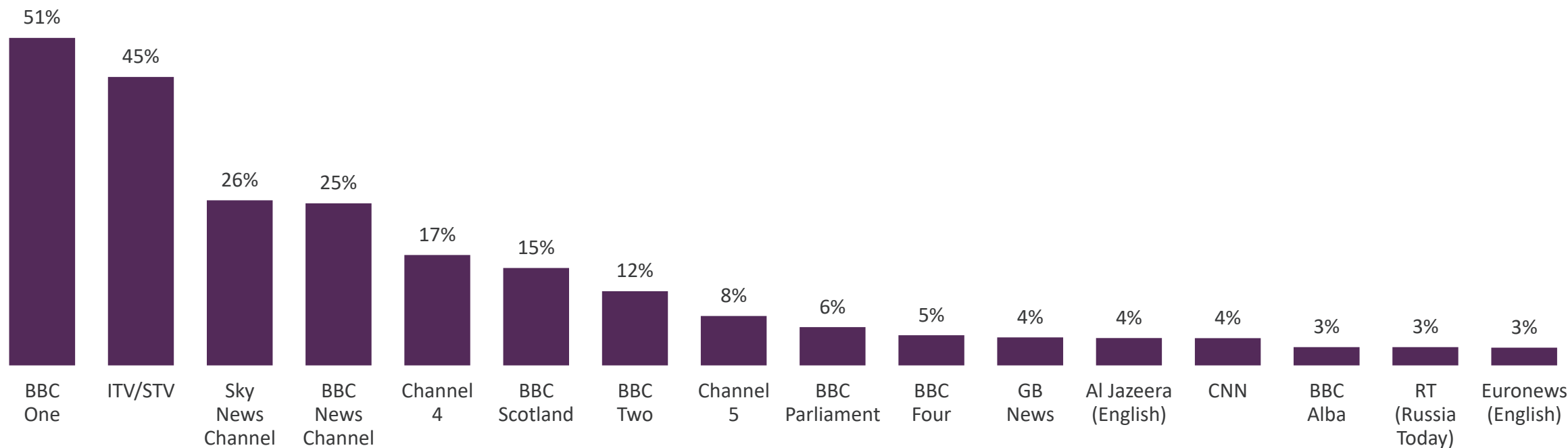
Source: Ofcom News Consumption Survey 2022 – Combined F2F and ONLINE sample

Question: C1. Which of the following platforms do you use for news nowadays? D2a-8a. Thinking specifically about <platform>, which of the following do you use for news nowadays?

Base: All adults 16+ in Scotland - 2022 W2\*=344, 2020\*=541 \*2022 W1, and 2021, data not shown because face-to-face fieldwork was not possible during Covid-19 pandemic

\*\*Daily Record website/app added in 2022. Green/red triangles indicate statistically significant differences between 2022 and 2020 (at 99% confidence level)

## TV channels used for news nowadays - Scotland



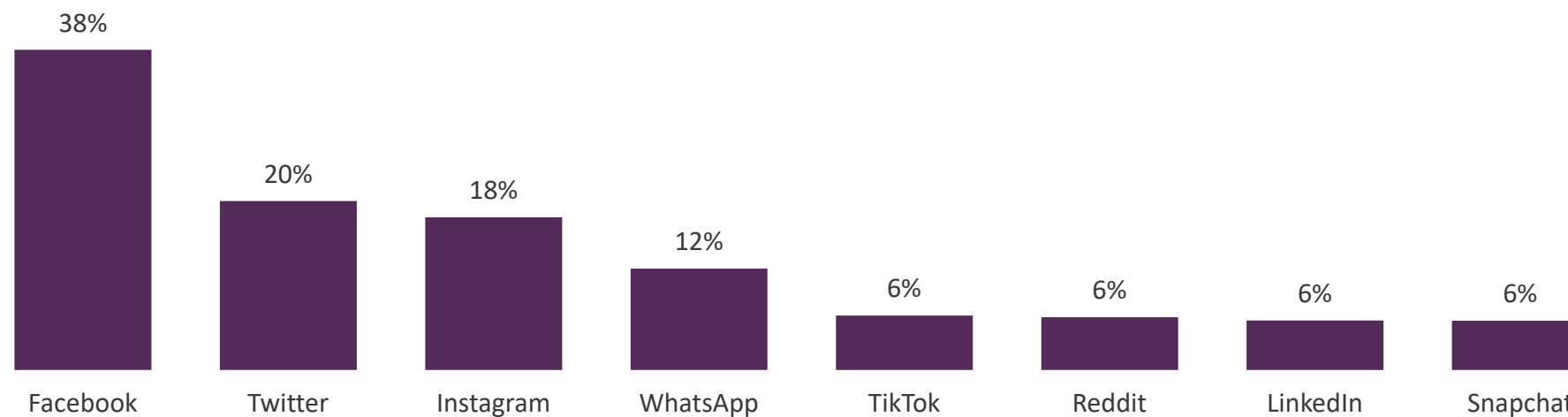
Source: Ofcom News Consumption Survey 2022 – Combined F2F and ONLINE sample

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

Base: All adults 16+ in Scotland - 2022 W2\*=344 \*2022 W1 data not shown because face-to-face fieldwork was not possible during Covid-19 pandemic

Only sources with an incidence of >2% are shown

## Social media sources used for news nowadays - Scotland



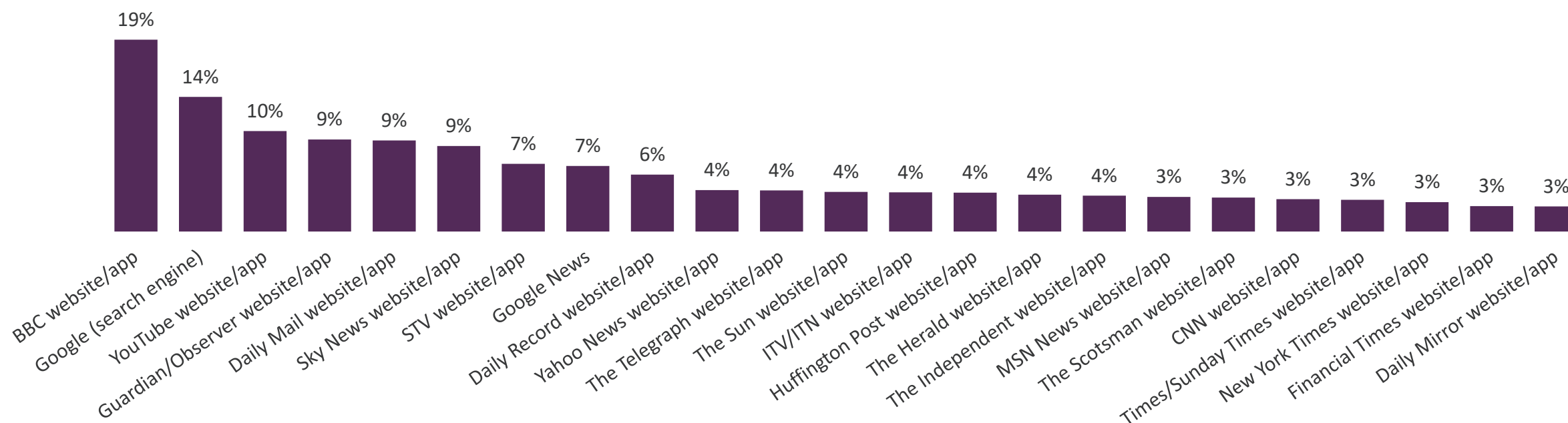
Source: Ofcom News Consumption Survey 2022 – Combined F2F and ONLINE sample

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

Base: All adults 16+ in Scotland - 2022 W2\*=344 \*2022 W1 data not shown because face-to-face fieldwork was not possible during Covid-19 pandemic

Only sources with an incidence of >2% are shown

# Other internet sources used for news nowadays - Scotland



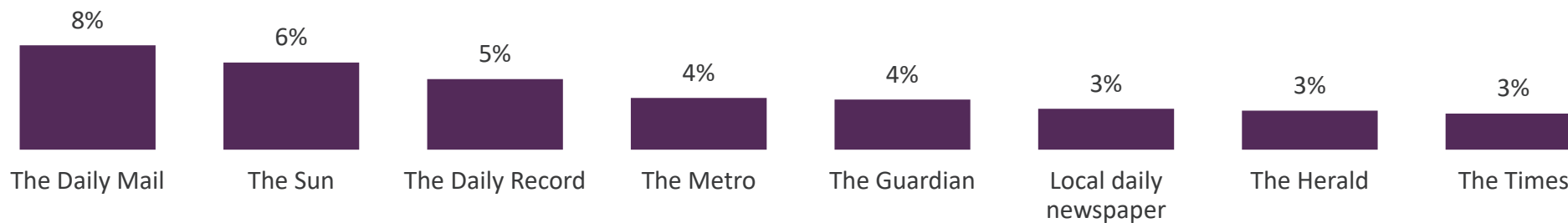
Source: Ofcom News Consumption Survey 2022 – Combined F2F and ONLINE sample

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

D8aa. And which of the following Scotland based websites or apps do you use for news nowadays?

Base: All adults 16+ in Scotland - 2022 W2\*=344 \*2022 W1 data not shown because face-to-face fieldwork was not possible during Covid-19 pandemic Only sources with an incidence of >2% are shown

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



Source: Ofcom News Consumption Survey 2022 – Combined F2F and ONLINE sample

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

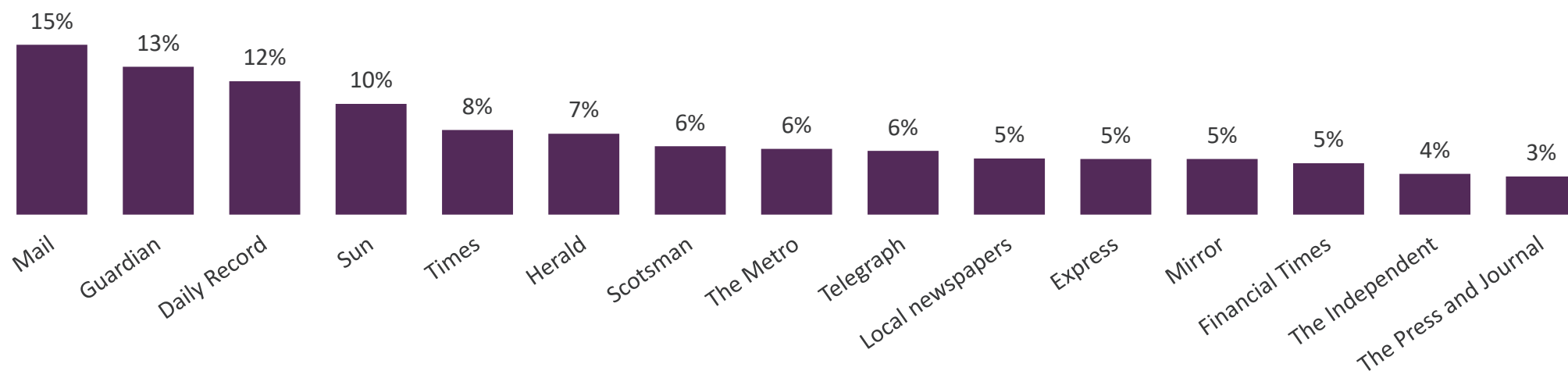
Base: All adults 16+ in Scotland - 2022 W2\*=344 \*2022 W1 data not shown because face-to-face fieldwork was not possible during Covid-19 pandemic

Only sources with an incidence of >2% are shown



# Print and online newspapers used for news nowadays - Scotland

*(Combined daily newspapers, Sunday newspapers and websites/apps)*



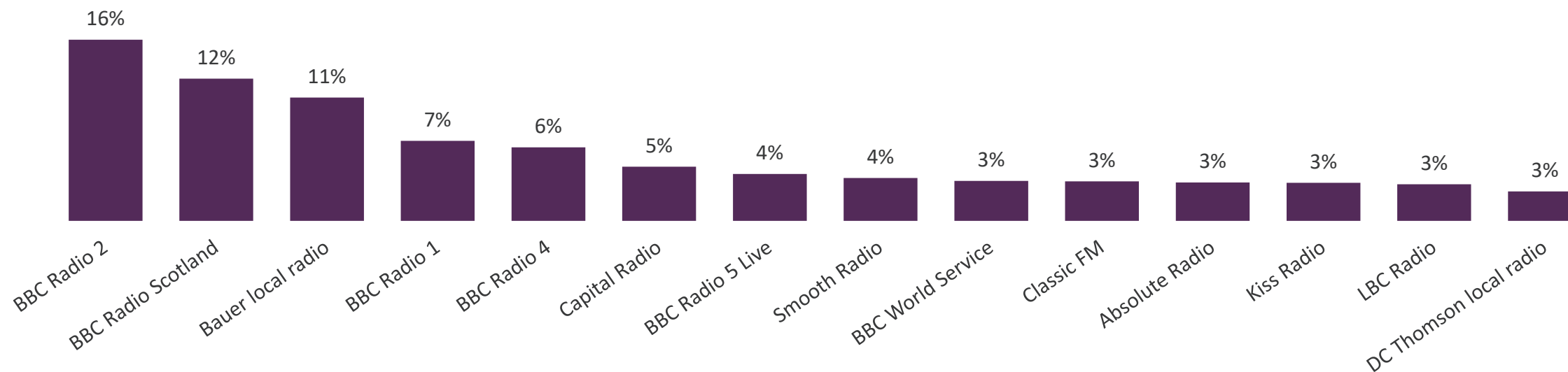
Source: Ofcom News Consumption Survey 2022 – Combined F2F and ONLINE sample

Question: D3a/4a/8a. Thinking specifically about [daily newspaper(s) / weekly newspaper(s) / other internet sources (including apps), on any device], which of the following do you use for news nowadays?

D8aa. And which of the following Scotland based websites or apps do you use for news nowadays?

Base: All adults 16+ in Scotland - 2022 W2\*=344 \*2022 W1 data not shown because face-to-face fieldwork was not possible during Covid-19 pandemic Only sources with an incidence of >2% are shown

## Radio stations used for news nowadays - Scotland



Source: Ofcom News Consumption Survey 2022 – Combined F2F and ONLINE sample

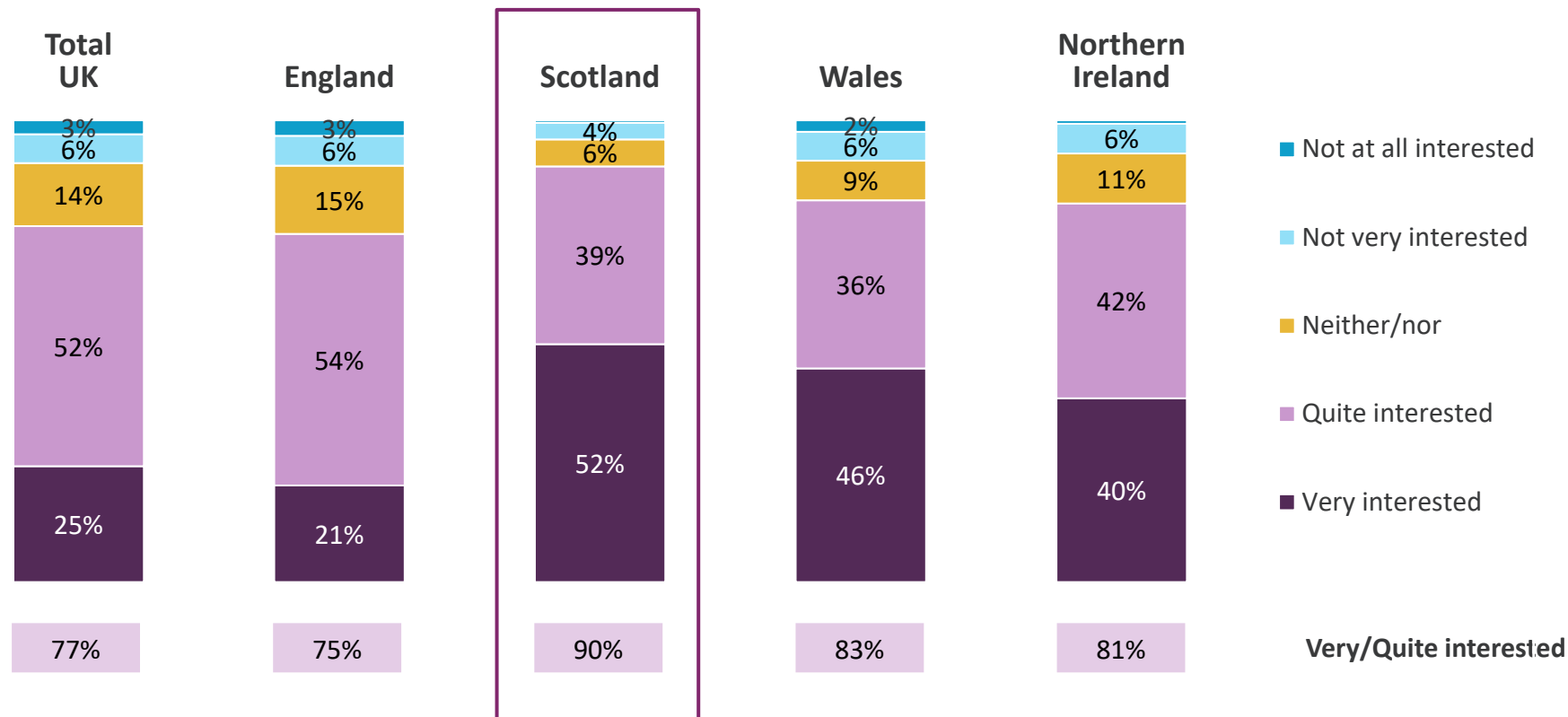
Question: D6a. Thinking specifically about radio, which of the following do you use for news nowadays?

Base: All adults 16+ in Scotland - 2022 W2\*=344 \*2022 W1 data not shown because face-to-face fieldwork was not possible during Covid-19 pandemic

Only sources with an incidence of >2% are shown

# Level of interest in news about own nation/region – by nation

% of adults 16+ who follow news



Source: Ofcom News Consumption Survey 2022 – Combined F2F and ONLINE sample

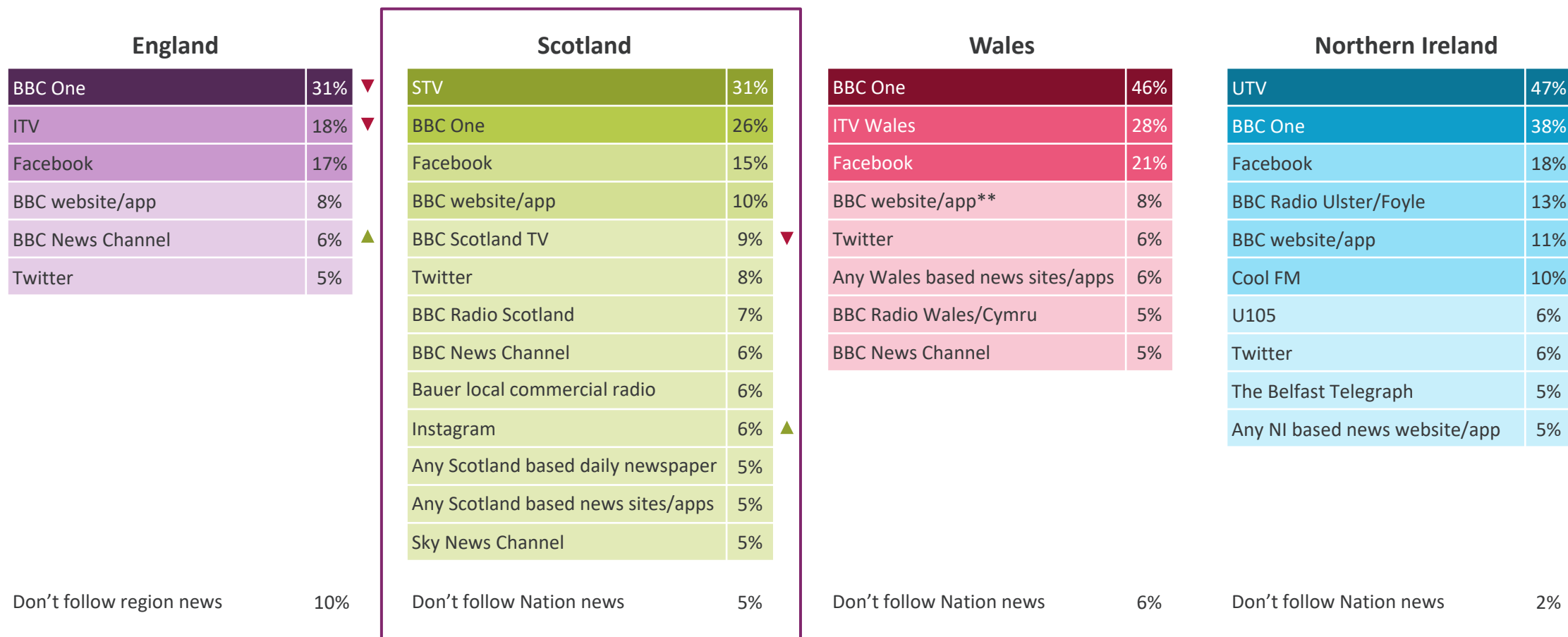
Question: F3. How interested are you in news about your NATION/REGION?

Base: All adults 16+ who follow news 2022 W2\* - Total=2708, England=1758, Scotland=332, Wales=329, Northern Ireland=289

\*2022 W1 data not shown because face-to-face fieldwork was not possible during Covid-19 pandemic

# Sources used to access news about own nation/region – by nation

% of adults 16+ who follow news using main platforms



Source: Ofcom News Consumption Survey 2022 – Combined F2F and ONLINE sample. Question: F6. From which of the following sources do you get news about what is going on in your NATION/REGION nowadays?

Base: All adults 16+ using TV/Newspapers/Radio/Internet/Magazine for news 2022 W2\* - England=1727, Scotland=326, Wales=325, Northern Ireland=287

\*2022 W1 data not shown because face-to-face fieldwork was not possible during Covid-19 pandemic. \*\* Includes Welsh language version

Only sources with an incidence of 5%+ in each Nation are shown. Green/red triangles indicate statistically significant differences between 2022 and 2020 (at 99% confidence level)