News Consumption Survey 2022

Wales
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 Wales (77%), followed by social media 51% and radio at 43%.

• Three in five adults in Wales use BBC One for news, 43% use ITV/ITV Wales and 42% use Facebook.

• Excluding social media, the BBC website/app is the most-used other internet source for news in Wales (16%).

• The S4C TV channel is used by 6% of adults in Wales.

• The Daily Mail/Mail on Sunday (14%) is the most popular newspaper for news in Wales when looking at the print/website/app figures combined, followed by Western Mail/Wales on Sunday/Wales Online (10%).

• BBC Radio Wales/Cymru is used by 6% of adults in Wales, the fourth most popular radio source after BBC Radio 2 (19%), BBC Radio 4 (11%) and Heart Radio (7%).

• BBC One remains the most-used source for accessing news about Wales by people in Wales.

• 83% of people in Wales who follow news are interested in news about Wales.
Top 20 news sources used in Wales

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

<table>
<thead>
<tr>
<th>Source</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBC One</td>
<td>61%</td>
</tr>
<tr>
<td>ITV/ITV WALES</td>
<td>43%</td>
</tr>
<tr>
<td>Facebook</td>
<td>42%</td>
</tr>
<tr>
<td>Sky News Channel</td>
<td>32%</td>
</tr>
<tr>
<td>BBC News Channel</td>
<td>26% ^</td>
</tr>
<tr>
<td>Instagram</td>
<td>23%</td>
</tr>
<tr>
<td>Twitter</td>
<td>22% ^</td>
</tr>
<tr>
<td>BBC Radio 2</td>
<td>19%</td>
</tr>
<tr>
<td>Channel 4</td>
<td>16%</td>
</tr>
<tr>
<td>WhatsApp</td>
<td>16%</td>
</tr>
<tr>
<td>BBC website/app***</td>
<td>16%</td>
</tr>
<tr>
<td>Daily Mail/on Sunday (print or</td>
<td>14%</td>
</tr>
<tr>
<td>website/app)</td>
<td></td>
</tr>
<tr>
<td>BBC Two</td>
<td>13%</td>
</tr>
<tr>
<td>Channel 5</td>
<td>13%</td>
</tr>
<tr>
<td>TikTok</td>
<td>12% ▲</td>
</tr>
<tr>
<td>Google (search engine)</td>
<td>12%</td>
</tr>
<tr>
<td>BBC Radio 4</td>
<td>11%</td>
</tr>
<tr>
<td>Western Mail/Wales on Sunday/Wa</td>
<td>10%</td>
</tr>
<tr>
<td>les Online</td>
<td></td>
</tr>
<tr>
<td>Google News</td>
<td>7%</td>
</tr>
<tr>
<td>BBC Parliament</td>
<td>7%</td>
</tr>
</tbody>
</table>

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 Wales - 2022 W2* = 337, 2020* = 456. *2022 W1, and 2021, data not shown because face-to-face fieldwork was not possible during Covid-19 pandemic. **Wales Online website/app added in 2022. ***Includes Welsh language version. Green/red triangles indicate statistically significant differences between 2022 and 2020 (at 99% confidence level)
TV channels used for news nowadays - Wales

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 Wales - 2022 W2*=337  *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 - Wales

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 Wales - 2022 W2*=337  *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 - Wales

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 Wales based websites or apps do you use for news nowadays? Base: All adults 16+ in Wales - 2022 W2*=337  *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 >2% are shown

<table>
<thead>
<tr>
<th>Source</th>
<th>Incidence</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBC website/app**</td>
<td>16%</td>
</tr>
<tr>
<td>Google (search engine)</td>
<td>12%</td>
</tr>
<tr>
<td>Google News</td>
<td>7%</td>
</tr>
<tr>
<td>YouTube website/app</td>
<td>6%</td>
</tr>
<tr>
<td>Wales Online website/app</td>
<td>6%</td>
</tr>
<tr>
<td>Sky News website/app</td>
<td>6%</td>
</tr>
<tr>
<td>Guardian/Observer website/app</td>
<td>4%</td>
</tr>
<tr>
<td>Apple News app</td>
<td>4%</td>
</tr>
<tr>
<td>Daily Mail website/app</td>
<td>4%</td>
</tr>
<tr>
<td>LADbible website/app</td>
<td>3%</td>
</tr>
</tbody>
</table>

*Includes Welsh language version    Only sources with an incidence of >2% are shown
Daily newspapers (print) used for news nowadays - Wales

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 Wales - 2022 W2*=337  *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 - Wales

(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 Wales based websites or apps do you use for news nowadays?

Base: All adults 16+ in Wales - 2022 W2*=337

*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 - Wales

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 Wales - 2022 W2* = 337
*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

<table>
<thead>
<tr>
<th>Total UK</th>
<th>England</th>
<th>Scotland</th>
<th>Wales</th>
<th>Northern Ireland</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not at all interested</td>
<td>Not very interested</td>
<td>Neither/nor</td>
<td>Quite interested</td>
<td>Very interested</td>
</tr>
<tr>
<td>6%</td>
<td>6%</td>
<td>9%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>14%</td>
<td>15%</td>
<td>39%</td>
<td>36%</td>
<td>11%</td>
</tr>
<tr>
<td>52%</td>
<td>54%</td>
<td>52%</td>
<td>46%</td>
<td>42%</td>
</tr>
<tr>
<td>25%</td>
<td>21%</td>
<td>14%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>77%</td>
<td>75%</td>
<td>90%</td>
<td>83%</td>
<td>81%</td>
</tr>
</tbody>
</table>

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

**England**
- BBC One: 31%
- ITV: 18%
- Facebook: 17%
- BBC website/app: 8%
- BBC News Channel: 6%
- Twitter: 5%

**Scotland**
- STV: 31%
- BBC One: 26%
- Facebook: 15%
- BBC website/app: 10%
- BBC Scotland TV: 9%
- Twitter: 8%
- BBC Radio Scotland: 7%
- BBC News Channel: 6%
- Bauer local commercial radio: 6%
- Instagram: 6%
- Any Scotland based daily newspaper: 5%
- Any Scotland based news sites/apps: 5%
- Sky News Channel: 5%

**Wales**
- BBC One: 46%
- ITV Wales: 28%
- Facebook: 21%
- BBC website/app**: 8%
- Twitter: 6%
- Any Wales based news sites/apps: 6%
- BBC Radio Wales/Cymru: 5%
- BBC News Channel: 5%

**Northern Ireland**
- UTV: 47%
- BBC One: 38%
- Facebook: 18%
- BBC Radio Ulster/foyle: 13%
- BBC website/app: 11%
- Cool FM: 10%
- U105: 6%
- Twitter: 6%
- The Belfast Telegraph: 5%
- Any NI based news website/app: 5%

**England**
- Don’t follow region news: 10%

**Scotland**
- Don’t follow region news: 8%

**Wales**
- Don’t follow Nation news: 6%

**Northern Ireland**
- Don’t follow Nation news: 2%

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)