



News Consumption Survey 2019

Scotland

About the News Consumption report 2019

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, international 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, 2,156 face-to-face and 2,535 online interviews across the UK were carried out during 2018/19. 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 551.

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

*The News Consumption 2019 report also contains information from a range of industry currencies including BARB for television viewing, TouchPoints for newspaper readership, ABC for newspaper circulation and Comscore for online consumption.

Key findings from the 2019 report

- While TV remains the most-used platform for news nowadays by adults in Scotland, usage has decreased since last year from 84% to 77% in 2019. This is in line with the UK findings.
- Social media is the second most used platform for news in Scotland and the rest of the UK nowadays, and is used more than any other type of internet news source.
- More than half of adults in Scotland use BBC One or STV for news, while a third use Facebook. More people in Scotland use Twitter, Google (search engine) than last year.
- BBC One remains the most-used source for news in Scotland, England and Wales; while both UTV and BBC are top in Northern Ireland.
- Adults in Scotland are the most likely to say they are ‘very interested’ in news about their nation (58% of those who follow the news), whereas those in England are more likely to be ‘quite interested’.

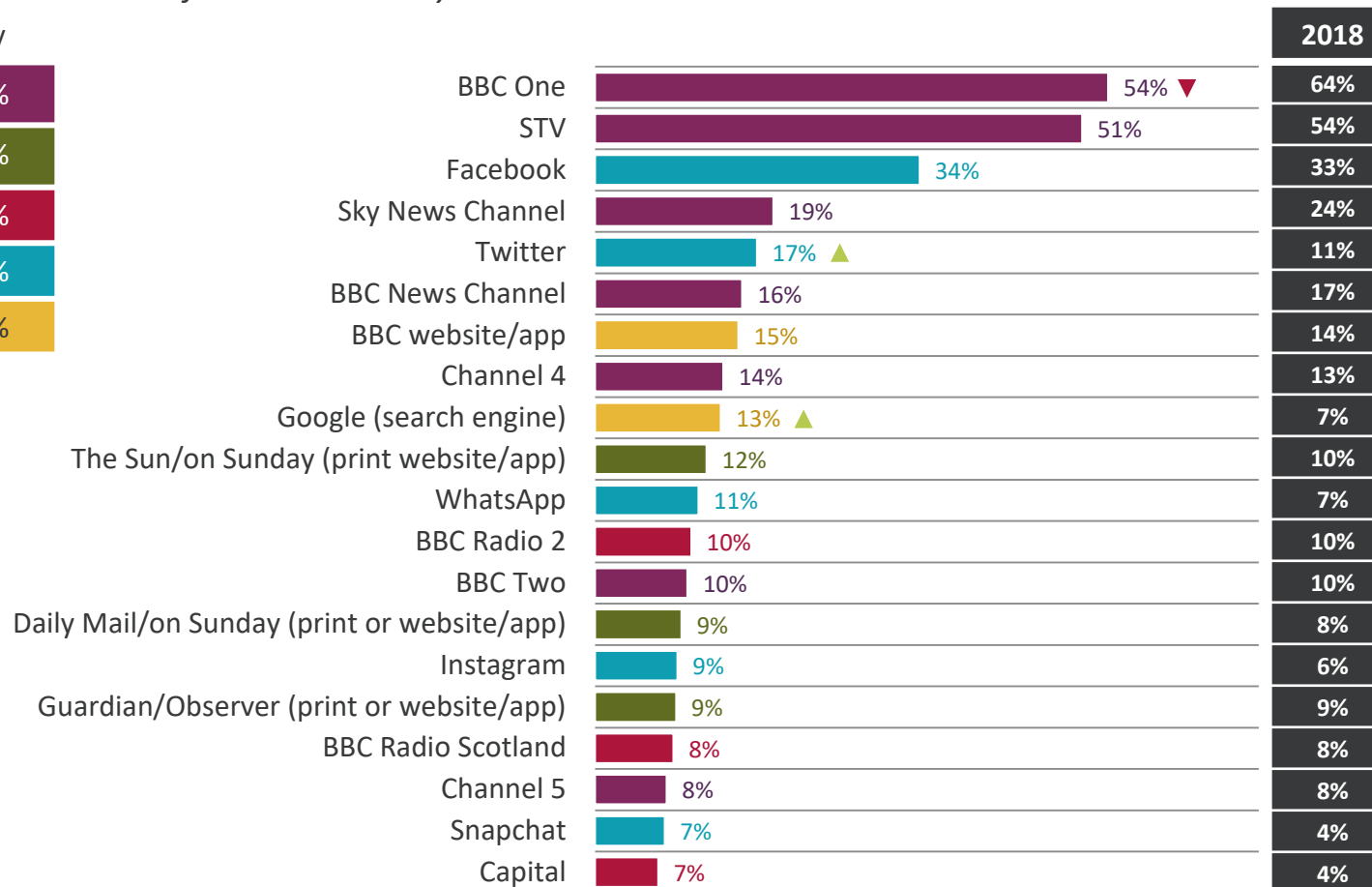
Top 20 news sources used in Scotland

% of adults in Scotland using each source for news nowadays

	Any
TV Channel	77%
Newspaper (print or website/app)	29%
Radio station	33%
Social media	46%
Other website/app	28%

Average number of sources used:

5.5 (UK=6.7)

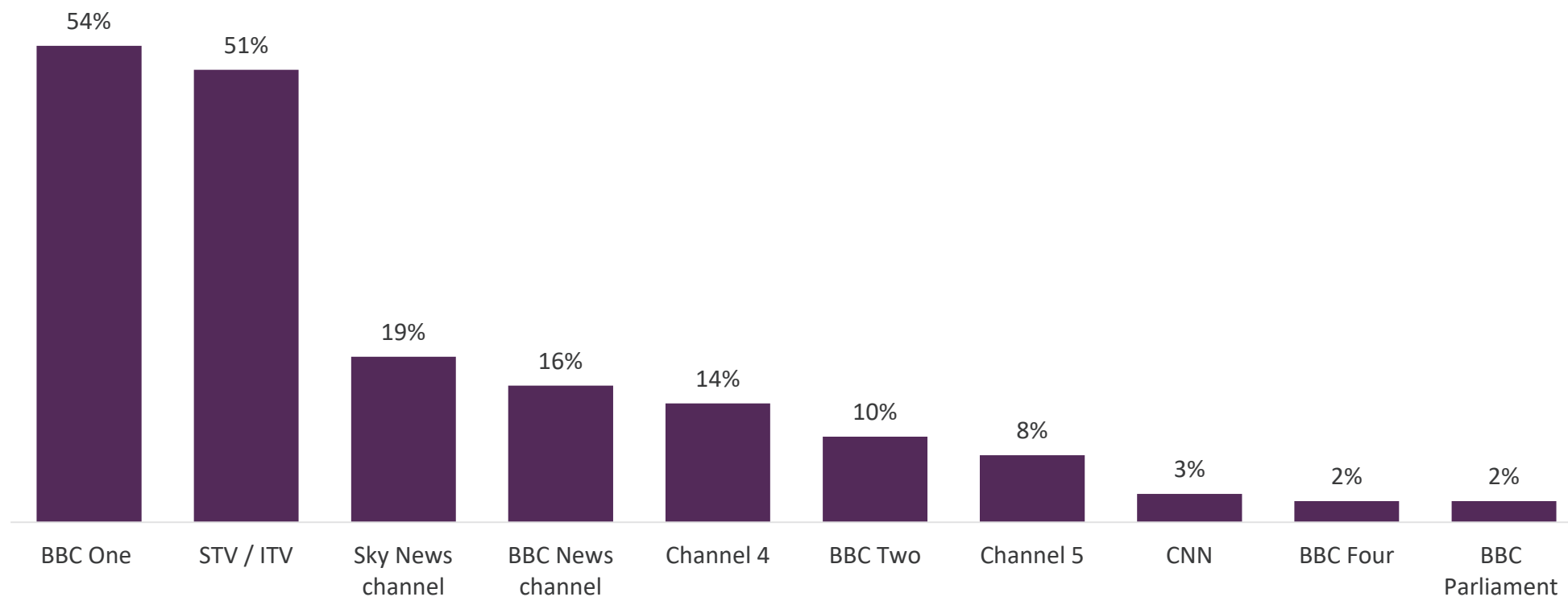


Source: Ofcom News Consumption Survey 2019

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

Base: All adults 16+ in Scotland. 2019=551, 2018=540.

TV channels used for news nowadays - Scotland

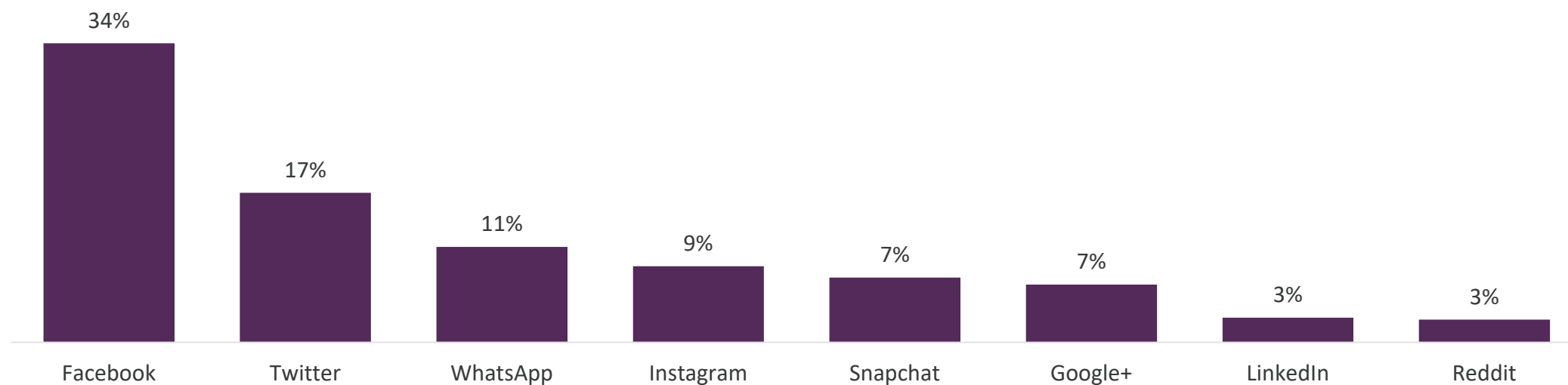


Source: Ofcom News Consumption Survey 2019

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

Base: All adults 16+ in Scotland (551). Any source with lower than 2% excluded from the chart.

Social media sources used for news nowadays - Scotland

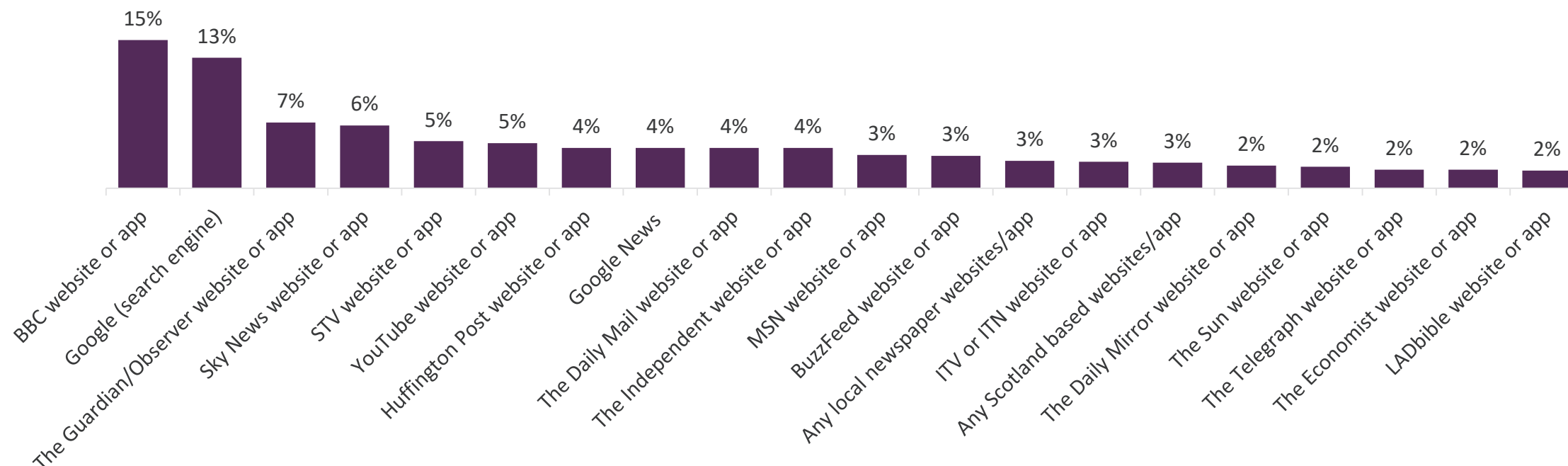


Source: Ofcom News Consumption Survey 2019

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

Other internet sources used for news nowadays - Scotland

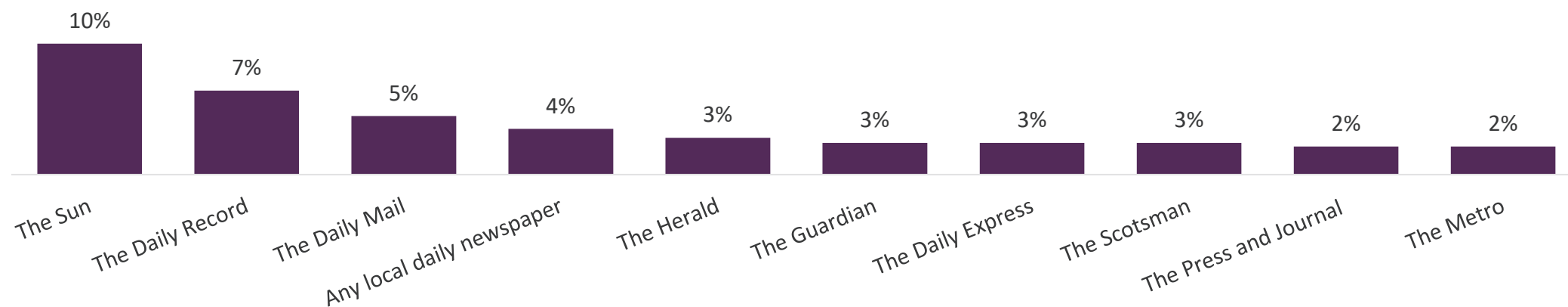


Source: Ofcom News Consumption Survey 2019

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

Daily newspapers (print) used for news nowadays - Scotland



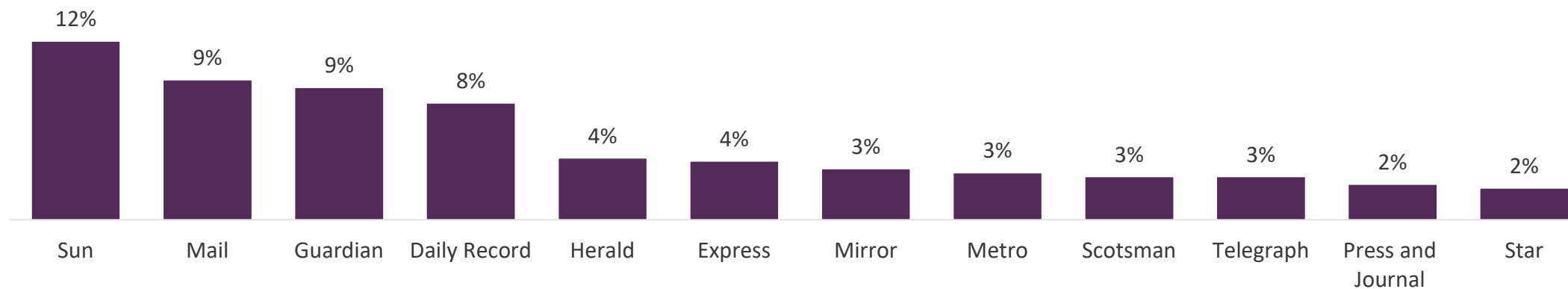
Source: Ofcom News Consumption Survey 2019

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 (551). 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

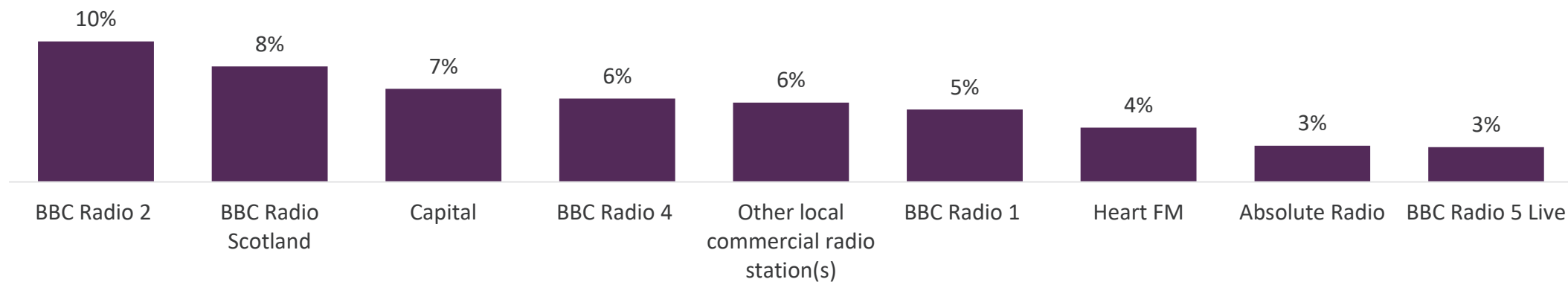


Source: Ofcom News Consumption Survey 2019

Question: <D3a> Thinking specifically about daily 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 (551). Any source with lower than 2% excluded from the chart.

Radio sources used for news nowadays - Scotland



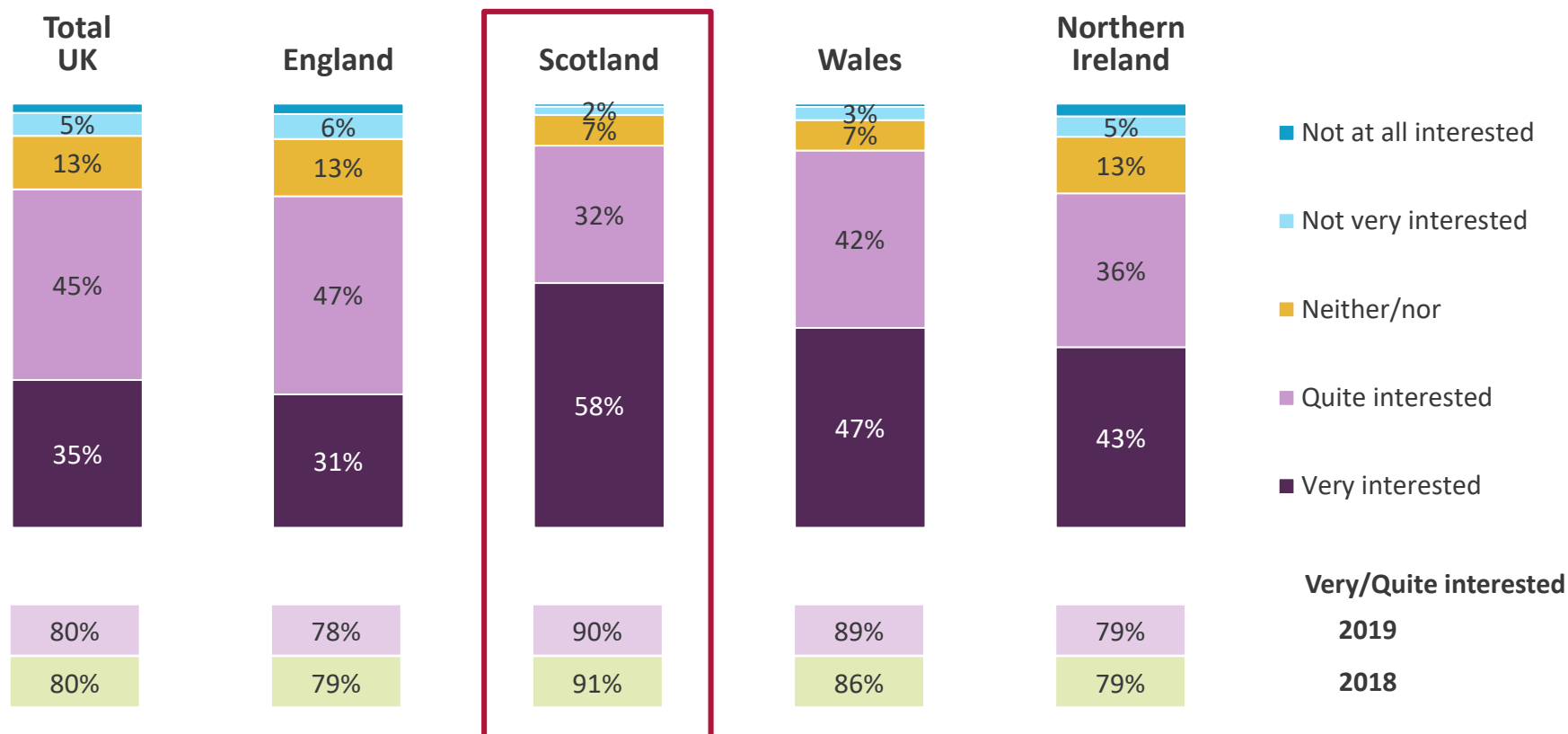
Source: Ofcom News Consumption Survey 2019

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

Base: All adults 16+ in Scotland (551). Any source with lower than 2% excluded from the chart.

Level of interest in news about own nation, by nation

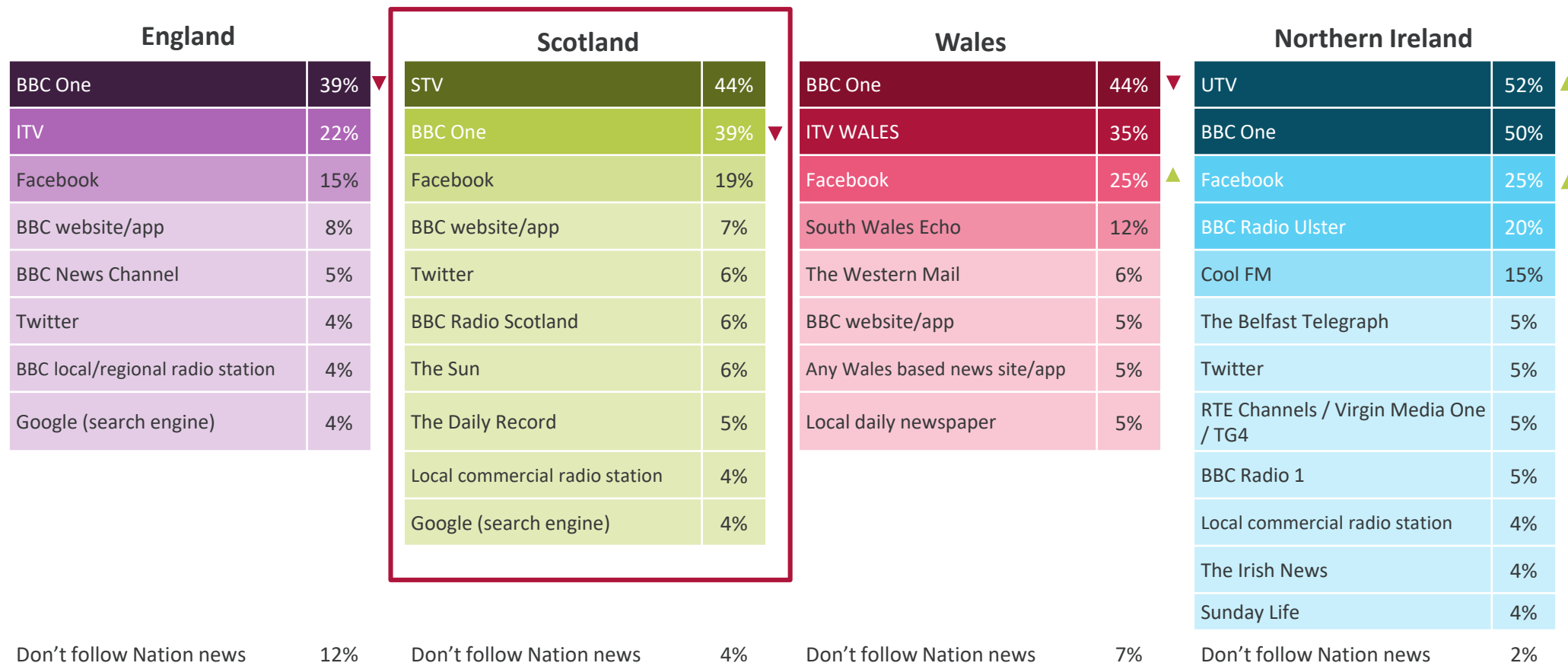
All adults 16+ who follow news



Source: Ofcom News Consumption Survey 2019

Question: <F3> How interested are you in news about <NATION>? Base: All adults 16+ who follow news 2019/2018. Total=4524/4523, England=3150/3151, Scotland=544/532, Wales=435/451, Northern Ireland=395/389.

Sources used to access news about own nation



Source: Ofcom News Consumption Survey 2019

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/magazines for news. Scotland=544. Green/red triangles indicate statistically significant differences between 2018 and 2019.