

News Report – Wales

Produced by: Critical Research
Fieldwork: November 2025 to March 2026

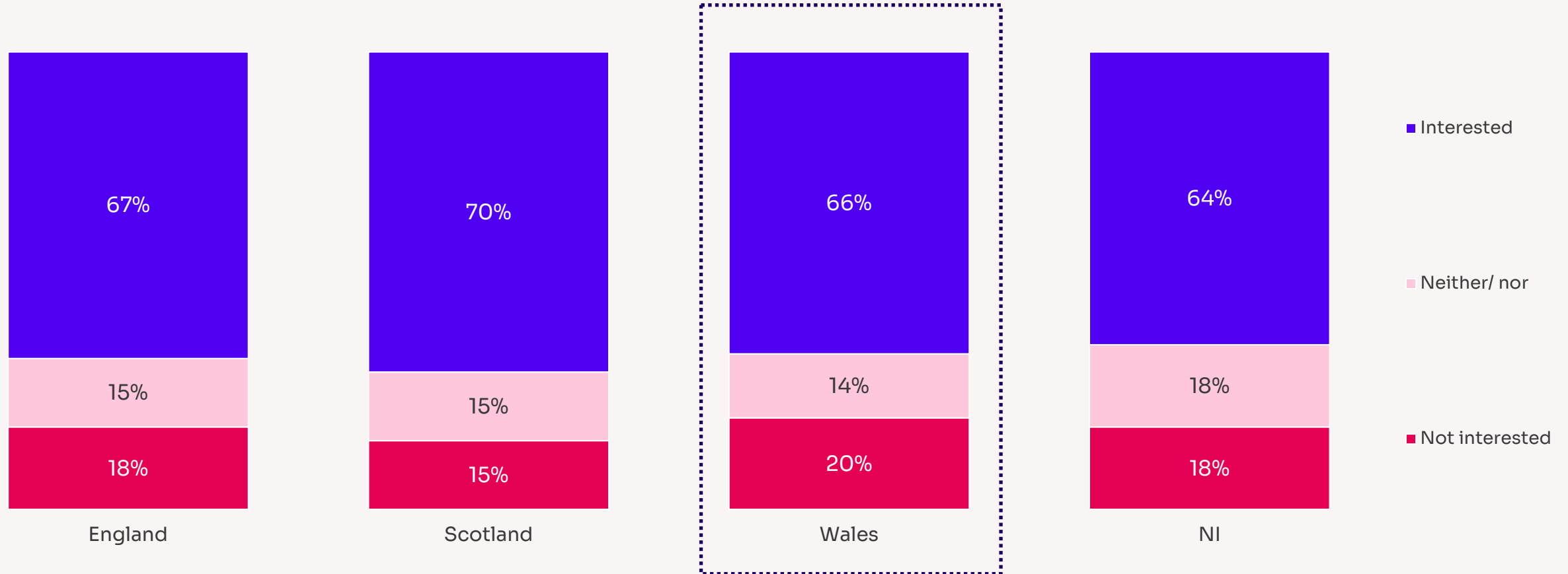


15th September 2026



Two thirds (66%) of adults in Wales are interested in news, while two in ten (20%) are not interested.

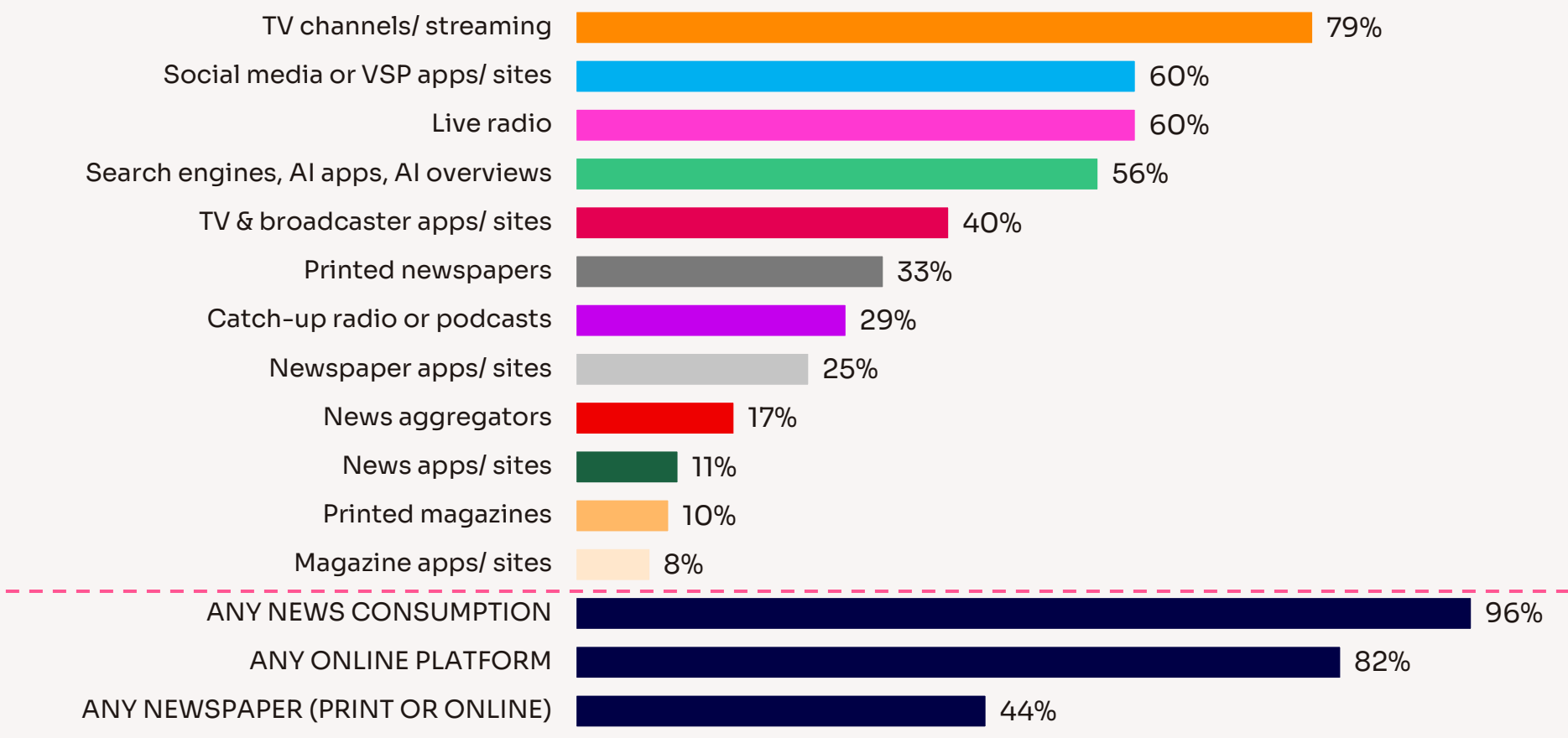
Interest in watching, reading or listening to news: by nation



Source: Ofcom News Consumption Survey 2025-2026 – Adults 16+
Question C1. How interested are you in watching, reading or listening to news?
Base: All adults in England (3,597), Scotland (600), Wales (600), Northern Ireland (600)

Nearly all (97%) adults in Wales have accessed news in the past month, with close to nine in ten (86%) doing this through online platforms.

Ways of accessing news in the past month, UK wide figures compared with nations

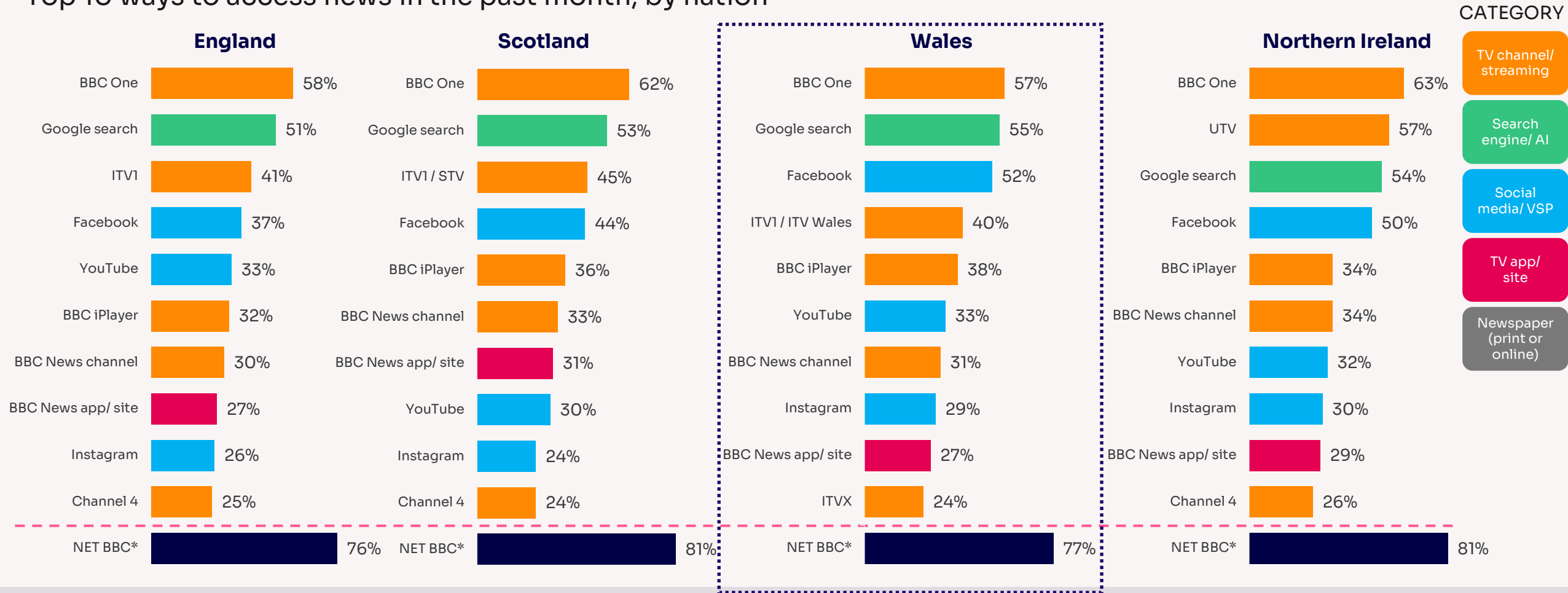


England	Scotland	Wales	Northern Ireland
78%	81%	80%	84%
59%	63%	69%	65%
59%	60%	62%	68%
56%	59%	60%	59%
39%	44%	42%	41%
34%	30%	26%	25%
28%	30%	33%	32%
24%	28%	26%	28%
17%	14%	16%	17%
10%	12%	12%	13%
10%	9%	7%	6%
8%	7%	7%	6%
95%	96%	97%	98%
82%	86%	86%	83%
44%	42%	39%	40%

Source: News Consumption Survey 2025-2026 – Adults. Question D1-D22. Which, if any, of the following [MEDIA TYPE] have you **seen or heard news** on in the last month? As a reminder... This could be news that you actively watch or listen to and it could be news that you just happen to see or hear. We’re interested in news of all types – whether it’s recent events in politics, sport, entertainment, celebrities, in your local area or around the world. (‘ONLINE MEDIA SOURCES’ INCLUDES TV STREAMING, SOCIAL MEDIA OR VSP APPS/ SITES, SEARCH ENGINES/ AI, TV & BROADCASTER APPS/ SITES, CATCH-UP RADIO/ PODCASTS, NEWSPAPER APPS/ SITES, NEWS AGGREGATORS, NEWS APPS/ SITES, MAGAZINE APPS/ SITES) Base: All adults (5,397). England (3,597), Scotland (600), Wales (600), Northern Ireland (600)

Among people in Wales, BBC One was the most common way to access news, followed by Google search, Facebook and ITV / ITV Wales.

Top 10 ways to access news in the past month, by nation



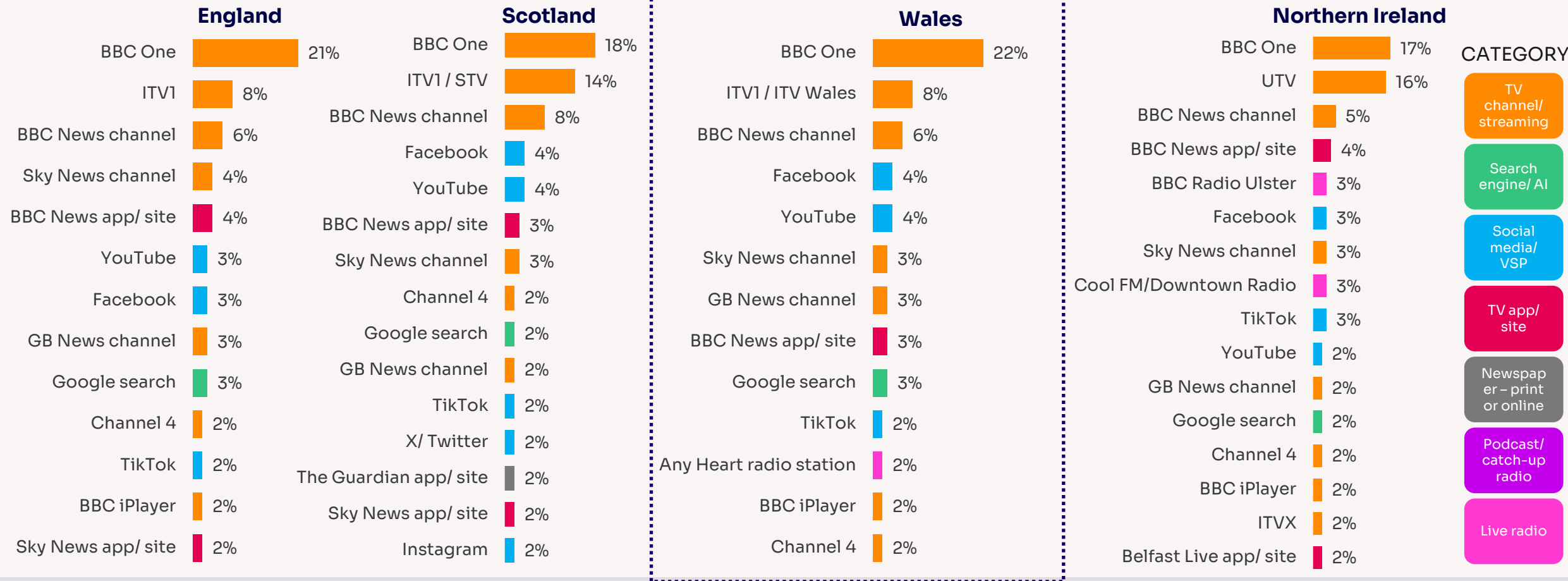
Source: Ofcom News Consumption Survey 2025-2026 – Adults 16+

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Base: All adults in England (3,597), Scotland (600), Wales (600), Northern Ireland (600)

Adults in Wales are most likely to consider a TV channel as the most important way to access news.

Most important way to access news, by nation



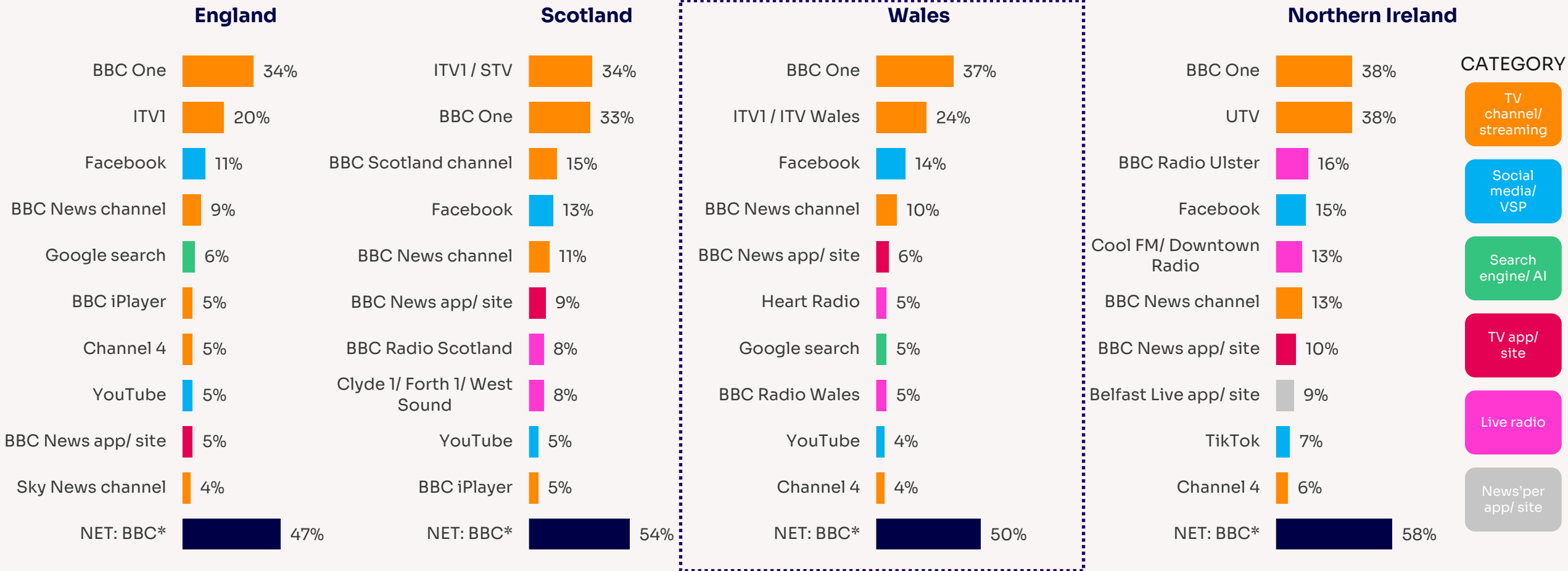
Source: Ofcom News Consumption Survey 2025-2026 – Adults 16+

Question E1. Looking at all of the sources of news that you have seen or heard news on in the last month, which **one** do you consider the most important to you personally? (SHOWS MENTIONS FROM 2% OR MORE IN EACH GROUP)

Base: All adults who have seen or heard any news through any sources of news in the last month in England (3,426), Scotland (572), Wales (584), Northern Ireland (586)

Four in ten (37%) adults in Wales have accessed news about Wales on BBC One, rising to half (50%) on any BBC service.

Top 10 individual ways to access news about your region / nation, by nation



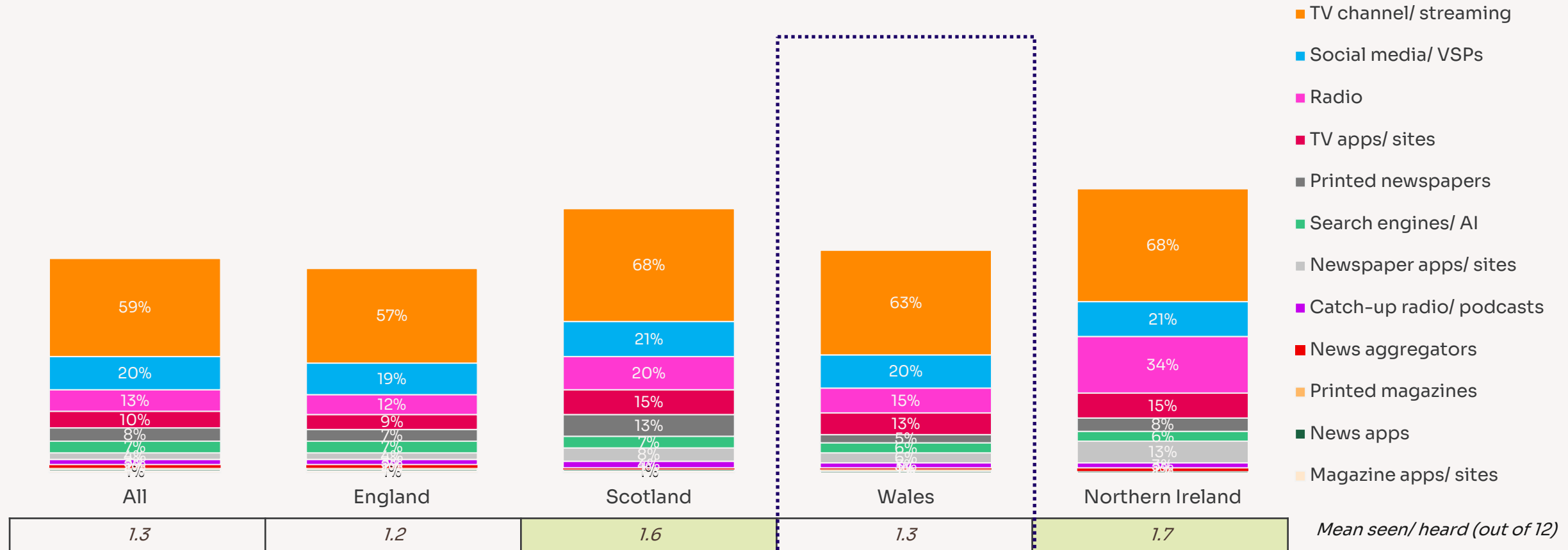
Source: Ofcom News Consumption Survey 2025-2026 – Adults 16+

Question F2. Looking at all of the sources of news that you have seen or heard news on in the last month, which of these have you seen or heard news on about what is going on in your region/ Scotland/ Wales/ Northern Ireland? *NET BBC includes BBC TV/ BBC iPlayer, BBC apps/ sites, BBC Radio, BBC Sounds

Base: All adults in England (3,597), Scotland (600), Wales (600), Northern Ireland (600)

Six in ten (63%) adults in Wales have accessed news in the past month about Wales through TV channels/ streaming services and two in ten on social media.

Ways to access news about your region/ nation, by nation



Source: Ofcom News Consumption Survey 2025-2026 – Adults 16+

Question. F2. Looking at all of the sources of news that you have seen or heard news on in the last month, which of these have you seen or heard news on about what is going on in your region/ Scotland/ Wales/ Northern Ireland?

Base: All adults in the UK (5,397), England (3,597), Scotland (600), Wales (600), Northern Ireland (600). Coloured cells show significance testing at 99% by nation compared to all.

Adults in Wales have used an average of two different ways to access news about Wales in the past month.

Mean number of ways to access about your region/ nation, by nation

	UK	England	Scotland	Wales	Northern Ireland
Base	5,397	3,597	600	600	600
TV channel/ streaming	1.0	1.0	1.3	1.0	1.3
Social media/ VSPs	0.3	0.3	0.4	0.3	0.4
Radio	0.2	0.2	0.3	0.2	0.5
TV apps/ sites	0.1	0.1	0.2	0.2	0.2
Printed newspapers	0.1	0.1	0.2	0.1	0.1
Search engines/ AI	0.1	0.1	0.1	0.1	0.1
Newspaper apps/ sites	0.1	0.1	0.1	0.1	0.2
Catch-up radio/ podcasts	0.1	0.1	0.1	0.0	0.1
News aggregators	0.0	0.0	0.0	0.0	0.0
Printed magazines	0.0	0.0	0.0	0.0	0.0
News apps	0.0	0.0	0.0	0.0	0.0
Magazine apps/ sites	0.0	0.0	0.0	0.0	0.0
MEAN NUMBER SEEN/ HEARD	2.2	2.1	2.6	2.0	2.9

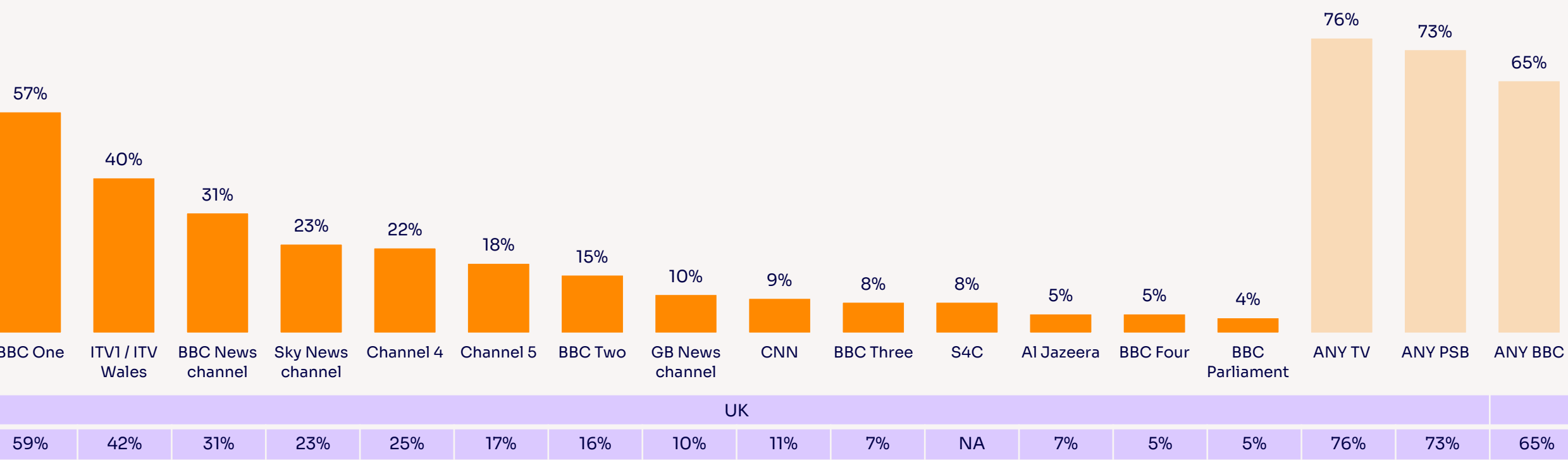
Source: Ofcom News Consumption Survey 2025-2026 – Adults 16+

Question F2. Looking at all of the sources of news that you have seen or heard news on in the last month, which of these have you seen or heard news on about what is going on in your region/ Scotland/ Wales/ Northern Ireland?

Base: All adults in the UK (5,397), England (3,597), Scotland (600), Wales (600), Northern Ireland (600). Coloured cells show significance testing at 99% by nation compared to all.

Six in ten (57%) adults in Wales used BBC One for news in the past month, rising to two-thirds (65%) across all BBC TV channels.

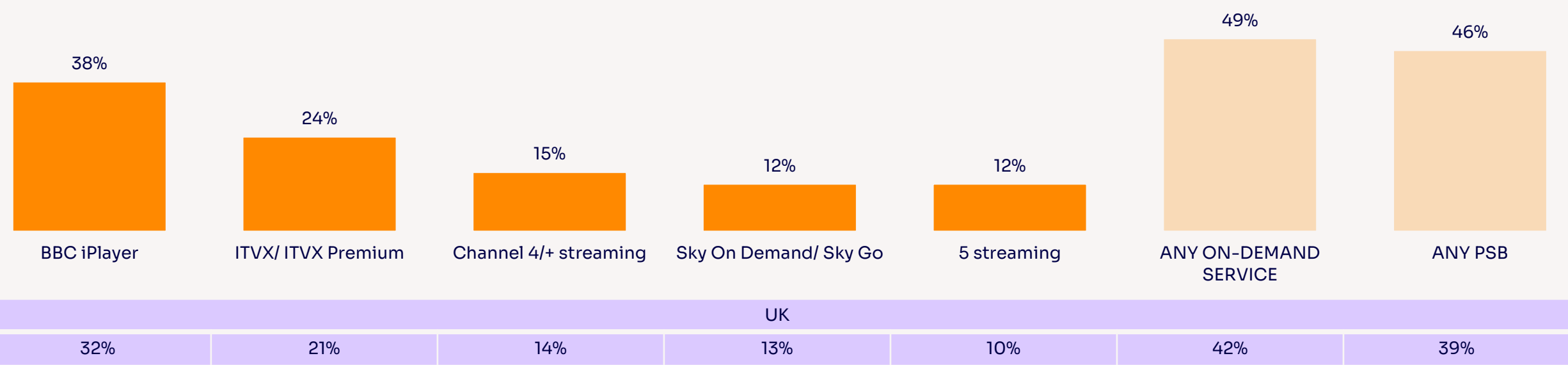
TV channels used for news in the past month in Wales



Source: Ofcom News Consumption Survey 2025-2026 – Adults 16+
Question D1. Which, if any, of the following **TV channels** have you **seen or heard news** on in the last month? (SHOWS MENTIONS FROM 4% OR MORE OF ALL ADULTS IN WALES)
Base: All adults in Wales (600)

Half (49%) of adults in Wales used any TV on-demand / catch-up services for news in the past month, with close to four in ten (38%) using BBC iPlayer.

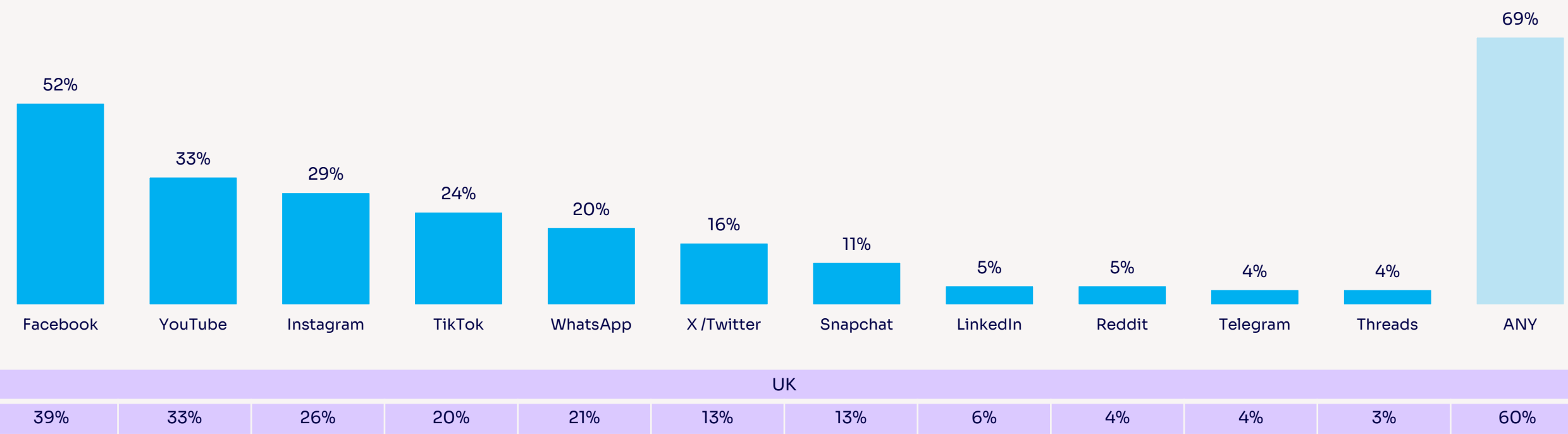
TV on-demand or catch-up services used for news in the past month in Wales



Source: Ofcom News Consumption Survey 2025-2026 – Adults 16+
Question D2. Which, if any, of the following **TV on-demand or catch-up services** have you **seen or heard news** on in the last month? (SHOWS MENTIONS FROM 4% OR MORE OF ALL ADULTS IN WALES)
Base: All adults in Wales (600)

Seven in ten (69%) adults in Wales have used social media or VSPs for news in the past month, with half (52%) using Facebook and a third (33%) using YouTube.

Social media or video sharing apps/ sites used for news in the past month in Wales



Source: Ofcom News Consumption Survey 2025-2026 – Adults 16+
Question D18. Which, if any, of the following **social media or video sharing apps or sites** have you **seen or heard news** on in the last month? (SHOWS MENTIONS FROM 4% OR MORE OF ALL ADULTS IN WALES)
Base: All adults in Wales (600)

The types of news seen on different types of social media and VSPs differs. Among people in Wales, Facebook skews more to local news, while YouTube and X skews more to UK news.

Type of news encountered on social media/ VSPs in Wales

	Facebook	YouTube	Instagram	TikTok	X	Snapchat
Base / Seen/heard in the last month	321 / 52%	207 / 33%	180 / 29%	148 / 24%	104 / 16%	74** / 11%
Local news	60%	21%	31%	27%	29%	18%
UK news	51%	52%	44%	40%	55%	30%
International news	37%	40%	45%	43%	49%	10%
Breaking news	27%	22%	23%	27%	40%	19%
News headlines	28%	29%	23%	26%	29%	13%
Light-hearted or human interest news	14%	17%	14%	22%	19%	11%
Memes or jokes about the latest news	17%	18%	22%	28%	23%	16%
In-depth analysis or discussion of news	7%	13%	6%	13%	18%	11%
Reporting that verifies stories in the news	3%	4%	3%	7%	8%	4%
None of these	6%	7%	12%	11%	8%	34%

KEY
50% +
30-49%
20-29%
1-19%

Source: Ofcom News Consumption Survey 2025-2026 – Adults 16+

Question. D24A-F. Which, if any, of the following types of news have you seen or heard on [SOCIAL MEDIA/ VSP] in the last month?

Base: Adults in Wales who have seen or heard news on each social media/ VSP in the last month (bases in table **Base of fewer than 100 interviews for Snapchat – treat with caution).

Coloured cells show incidence levels in the four bands shown in the key.

Across selected social media / VSPs, traditional broadcasters were the most reported news providers. Around half of adults in Wales using YouTube, X and Facebook for news reported seeing BBC News content on those services in the past month.

Attribution of news source on selected social media/VSPs, among adults who have seen or heard news on social media in Wales

	YouTube	X	Facebook	Instagram	TikTok	Snapchat
Base / Seen or heard news in the last month	207 / 33%	104 / 16%	321 / 52%	180 / 29%	148 / 24%	74** / 11%
Any UK broadcaster	73%	70%	64%	56%	56%	46%
Any PSB	61%	61%	58%	51%	46%	39%
BBC News	55%	52%	54%	43%	38%	30%
Sky News	32%	35%	25%	22%	26%	10%
ITV News	18%	29%	23%	21%	20%	21%
GB News	10%	24%	8%	9%	11%	4%
Channel 4 News	10%	16%	6%	14%	6%	11%
Channel 5 News	8%	10%	3%	10%	5%	8%
Any international TV News broadcaster	11%	17%	8%	8%	9%	6%
Any online-only news providers	2%	4%	5%	5%	3%	6%
Political parties / politicians	1%	9%	6%	6%	5%	1%
Journalists	4%	11%	7%	7%	4%	3%
Influencers / independent commentators	11%	11%	9%	18%	22%	11%
None of these	13%	16%	11%	17%	22%	28%

Source: Ofcom News Consumption Survey 2025-2026 – Adults 16+

Question: D26A-F. When you see or hear news on <SOCIAL MEDIA APP OR WEBSITE>, is it from any of these providers?

Base: All adults who have seen or heard news on <social media app or website> in the last month in Wales (base shown in table **Base of fewer than 100 interviews for Snapchat – treat with caution). Note: Participants were asked about selected social media app or websites only. N.B. ITV includes STV, UTV and ITV Wales

BBC News was the most widely followed news provider on selected social media and VSPs in Wales.

News providers followed on selected social media/VSPs, among adults who have accessed news on social media in Wales

	X	YouTube	Facebook	Instagram	TikTok	Snapchat
Base / Seen or heard news in the last month	104 / 16%	207 / 33%	321 / 52%	180 / 29%	148 / 24%	74** / 32%
Any UK broadcaster	57%	50%	44%	39%	39%	32%
Any PSB	45%	39%	38%	36%	28%	28%
BBC News	37%	34%	33%	29%	21%	22%
Sky News	20%	18%	12%	12%	14%	5%
ITV News	20%	11%	12%	12%	12%	13%
GB News	15%	6%	4%	2%	5%	3%
Channel 4 News	12%	4%	4%	7%	4%	8%
Channel 5 News	10%	3%	2%	7%	3%	6%
Any international TV News broadcaster	10%	6%	3%	3%	3%	4%
Any online-only news providers	2%	1%	0%	1%	0%	4%
Political parties / politicians	5%	0%	2%	2%	2%	1%
Journalists	4%	1%	3%	4%	2%	0%
Influencers / independent commentators / online-native creators	5%	6%	5%	12%	17%	9%
None of these	36%	41%	50%	46%	47%	57%

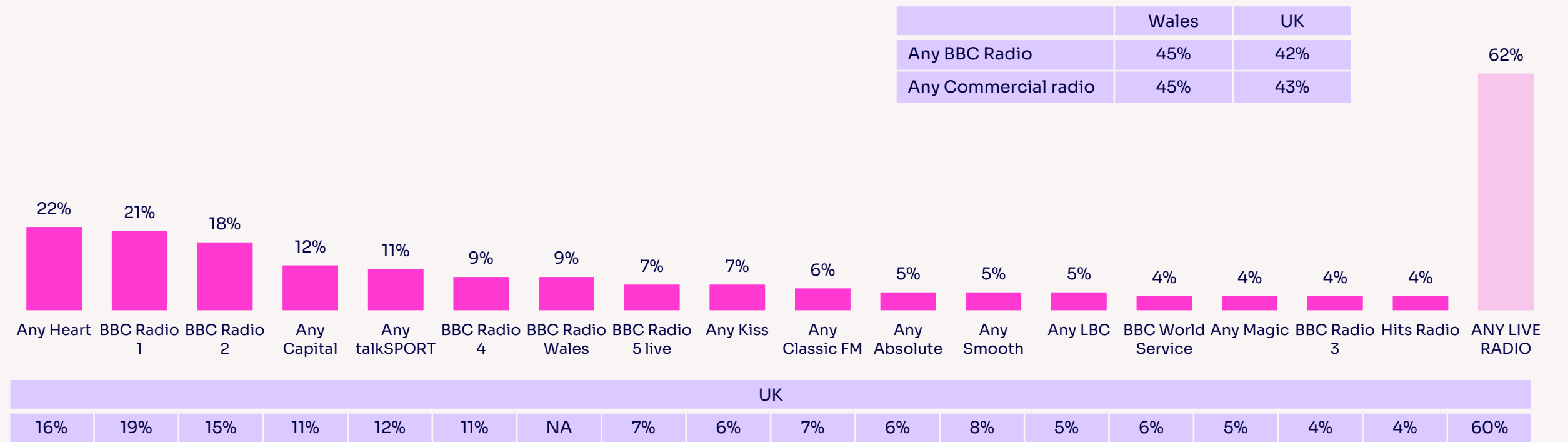
Source: Ofcom News Consumption Survey 2025-2026 – Adults 16+

Question: D27A-F. Which, if any, of these sources of news do you follow on [SOCIAL MEDIA/ VSP]?

Base: All adults who have seen or heard news on <social media app or website> in the last month in Wales (base shown in table **Base of fewer than 100 interviews for Snapchat –treat with caution). Note: Participants were asked about selected social media app or websites only. N.B. ITV includes STV, UTV and ITV Wales

Six in ten (62%) adults in Wales have heard any news on live radio in the past month, across a wide range of stations.

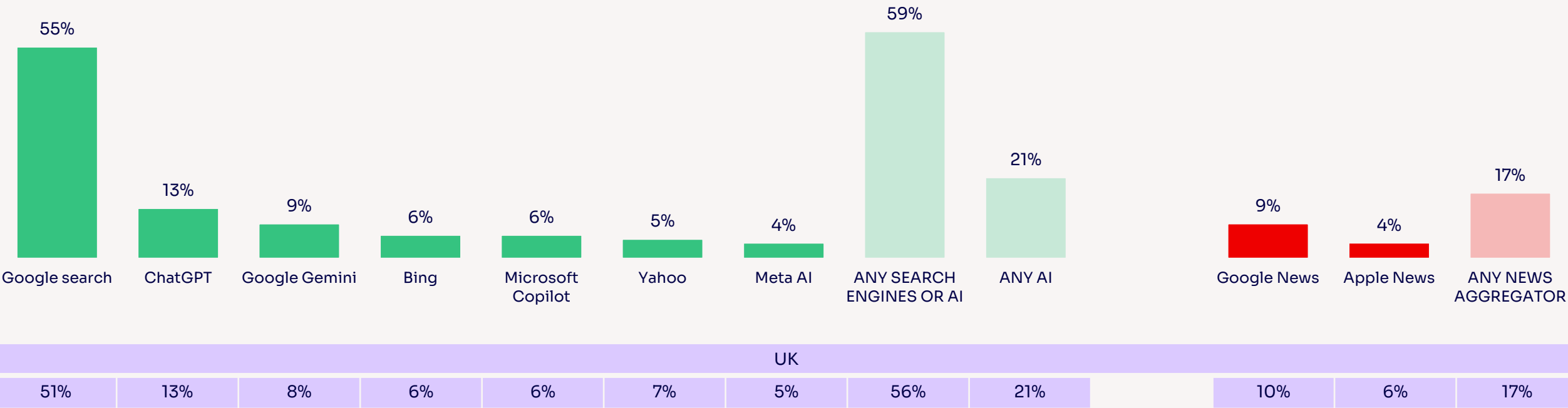
Radio stations where news was consumed in the past month in Wales



Source: Ofcom News Consumption Survey 2025-2026 – Adults 16+
Question. D14/ D15. Which, if any, of the following **BBC Radio stations/ commercial radio stations** have you **heard news** on when you’re **listening** live in the last month? (SHOWS MENTIONS FROM 4% OR MORE OF ALL ADULTS IN WALES)
Base: All adults in Wales (600)

Six in ten (59%) adults in Wales have used a search engine or AI tool for news in the past month. Most of this is attributable to Google search (55%).

Search engines, AI Overviews or AI apps or News aggregators used for news in the past month in Wales



Source: Ofcom News Consumption Survey 2025-2026 – Adults 16+
Question D20. Which, if any, of the following **search engines, AI Overviews or AI apps** have you **seen or heard news** on in the last month? / D22. Which, if any, of the following **news aggregators** have you **seen news** on in the last month? (SHOWS MENTIONS FROM 4% OR MORE OF ALL ADULTS IN WALES)
Base: All adults in Wales (600)

Four in ten (42%) adults in Wales have used TV broadcaster apps or sites for news in the past month, with one quarter (26%) using online newspapers.

Proportion of adults who directly access online news sources, Wales vs. UK

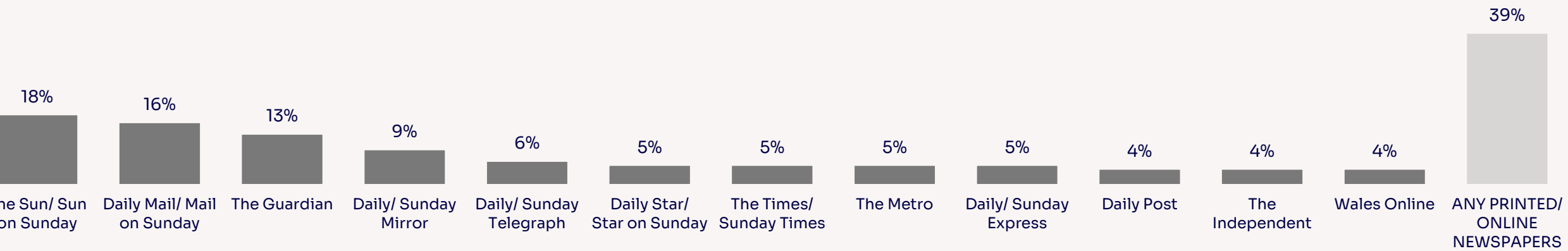
	Wales	UK
Base	600	5,397
BBC News online	27%	28%
Sky News online	14%	18%
ITV News online	12%	13%
The Sun online	11%	11%
The Guardian online	10%	8%
The Daily Mail online	10%	10%
BBC News online - Welsh language	9%	NA
LADbible	8%	6%
CNN News online	7%	7%
Channel 4 News online	6%	7%
GB News online	5%	5%
The Daily Mirror online	5%	5%
The Economist online	5%	4%
BuzzFeed	4%	4%
The Daily Telegraph online	4%	4%
The Independent online	4%	3%
Wales Online	4%	NA
LBC online	4%	4%
HuffPost	4%	4%

ANY	Wales	UK
TV and broadcaster apps/ sites	42%	40%
Newspaper apps/ sites	26%	25%
Other news apps/ sites	12%	11%
Magazine apps/sites	7%	8%

Source: Ofcom News Consumption Survey 2025-2026 – Adults 16+ Question D3/D7/D10/D12. Which, if any, of the following [MEDIA TYPE] have you seen or heard news on in the last month? As a reminder... This could be news that you actively watch or listen to and it could be news that you just happen to see or hear. We're interested in news of all types – whether it's recent events in politics, sport, entertainment, celebrities, in your local area or around the world. (SHOWS MENTIONS FROM 4% OR MORE).
Base: All adults in Wales (600)

Four in ten (39%) adults in Wales have seen news in the past month in printed daily / weekly newspapers or through newspaper apps or websites.

Newspaper brands (printed or online) used for news in the past month in Wales



UK												
20%	17%	12%	10%	7%	6%	7%	9%	5%	NA	3%	NA	44%

Source: Ofcom News Consumption Survey 2025-2026 – Adults 16+
Question D5. Which, if any, of the following **printed daily newspapers** have you **seen news** in in the last month?/ D6. Which, if any, of the following **printed weekly newspapers** have you **seen news** in in the last month?/ D7. Which, if any, of the following **newspaper apps or websites** have you **seen news** on in the last month? (SHOWS MENTIONS FROM 4% OR MORE OF ALL ADULTS IN WALES)
Base: All adults in Wales (600)