



# 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.

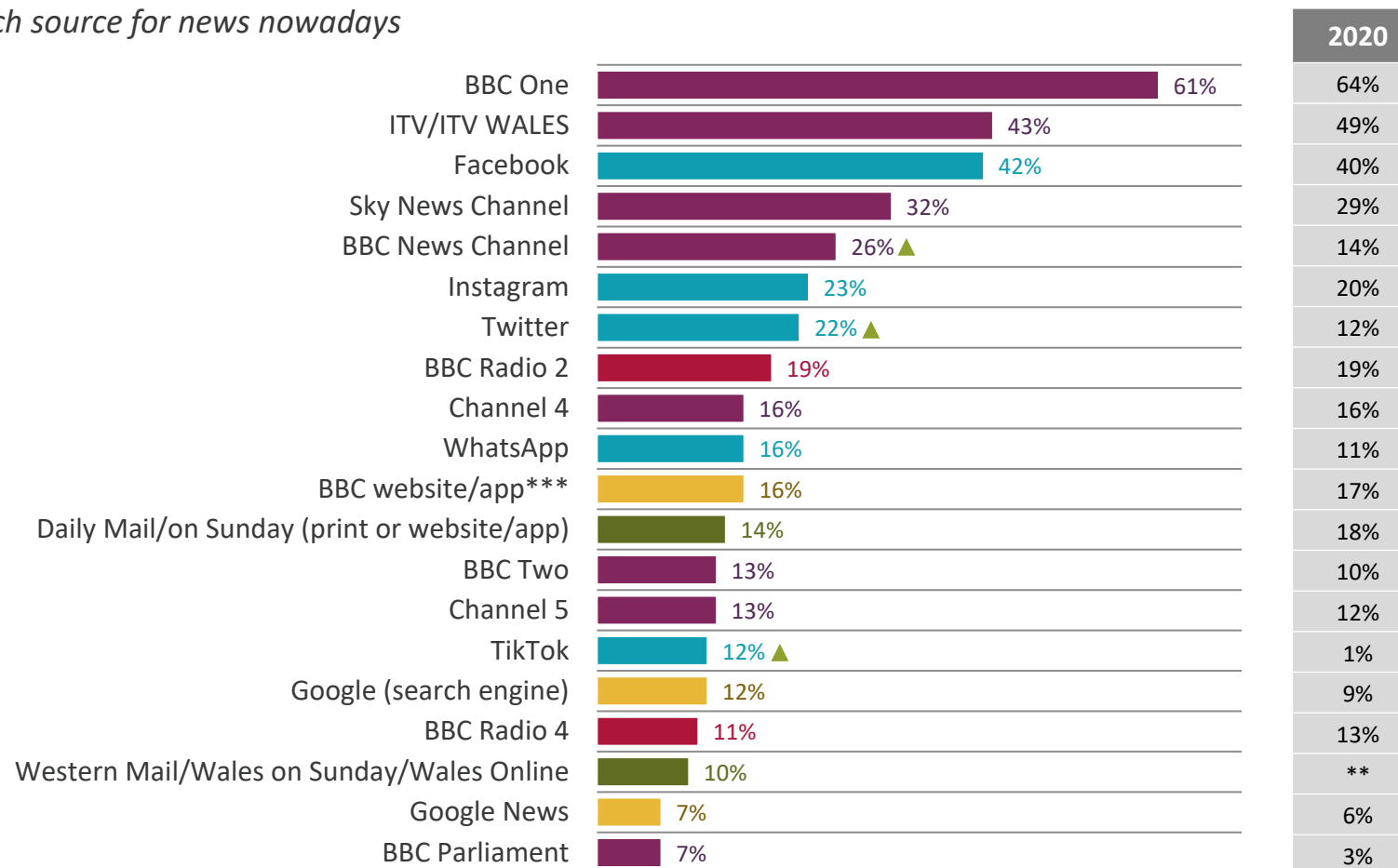
# Top 20 news sources used in Wales

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

TV Channel	77%
Newspaper (print only)	26%
Radio station	43%
Social media	51%
Other website/app	33%

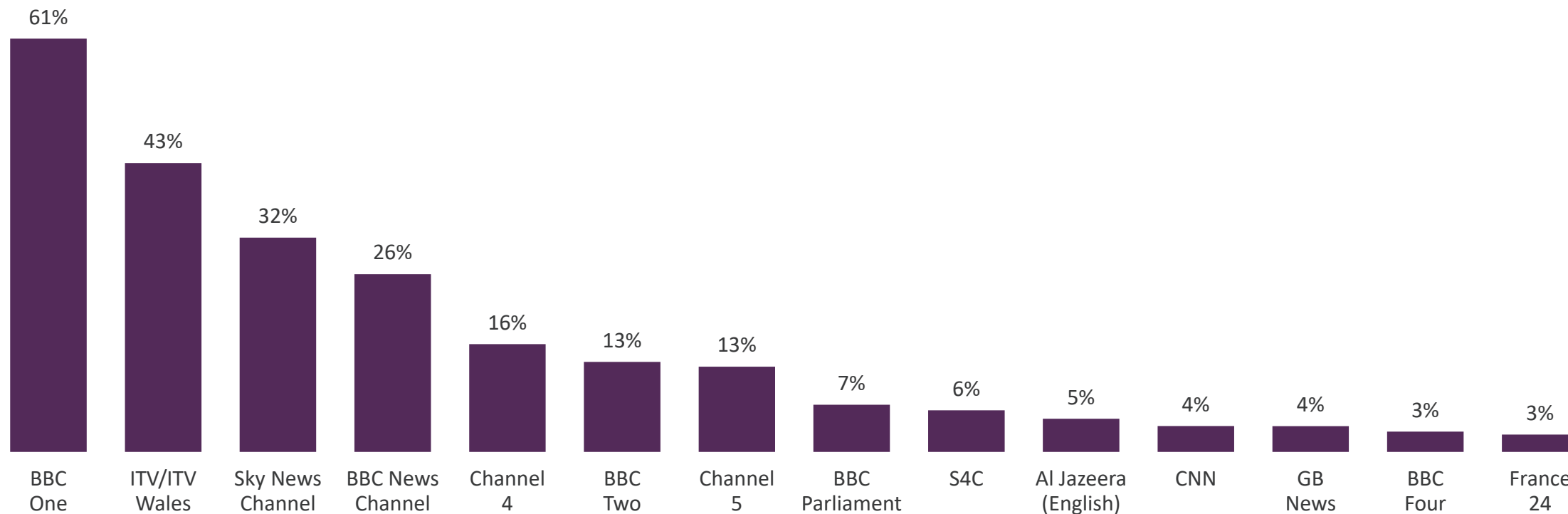
Average number of sources used:

**6.5** (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 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



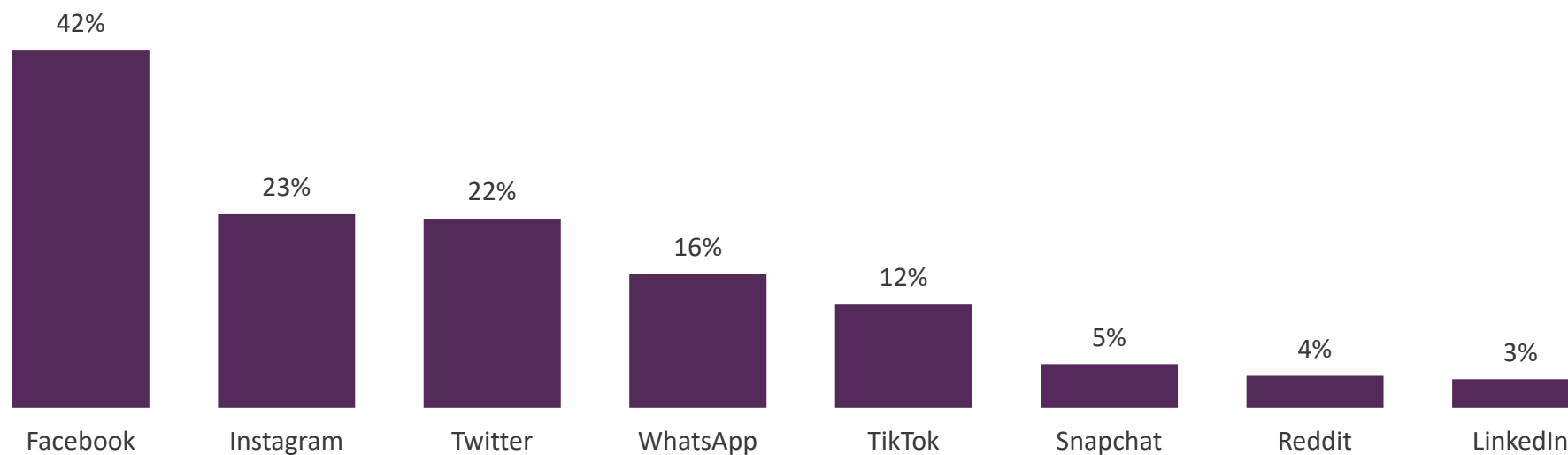
Source: Ofcom News Consumption Survey 2022 – Combined F2F and ONLINE sample

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



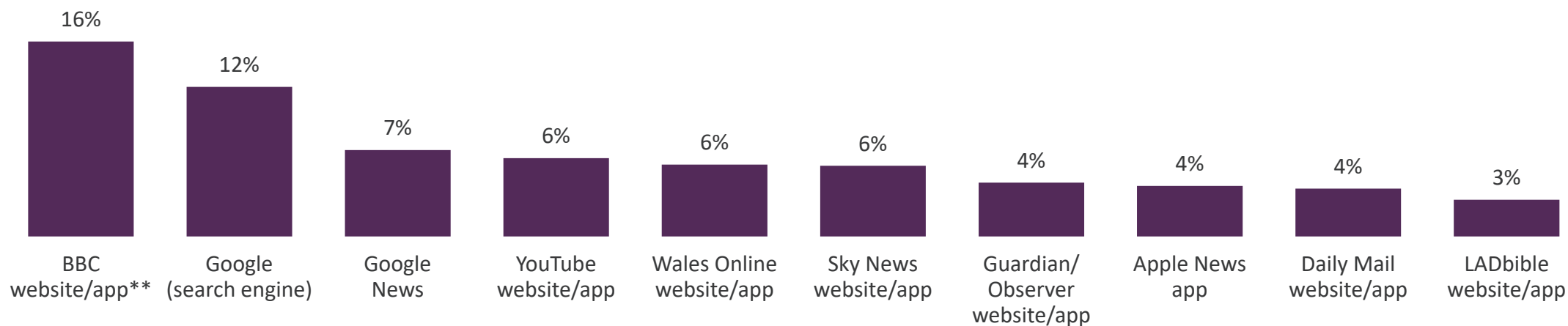
Source: Ofcom News Consumption Survey 2022 – Combined F2F and ONLINE sample

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

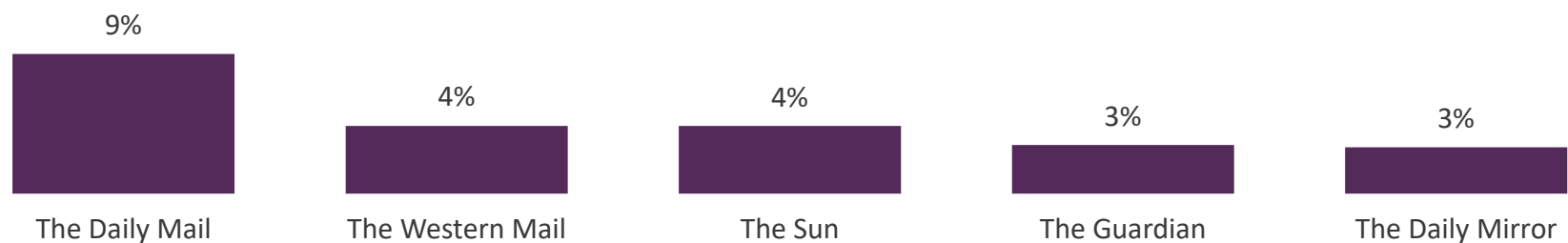


Source: Ofcom News Consumption Survey 2022 – Combined F2F and ONLINE sample

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

## 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?

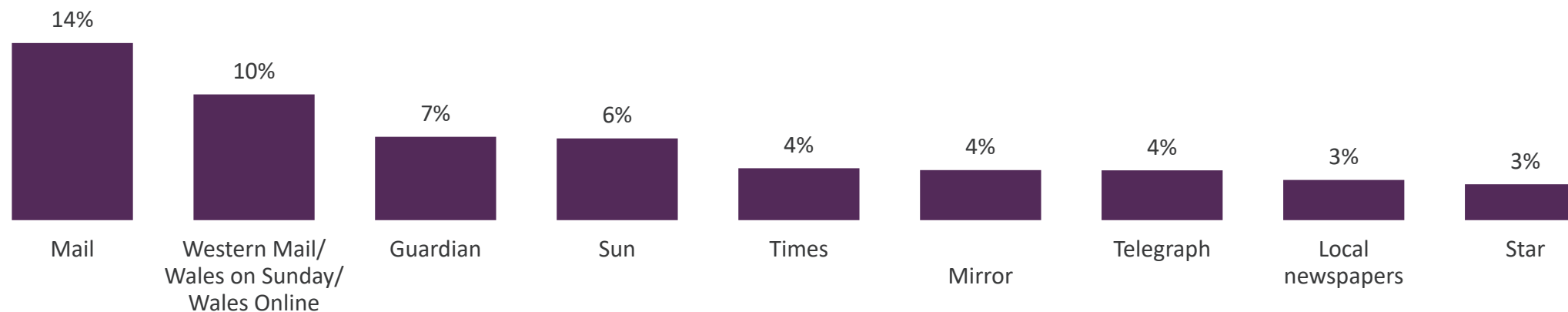
Base: All adults 16+ in Wales - 2022 W2\*=337 \*2022 W1 data not shown because face-to-face fieldwork was not possible during Covid-19 pandemic

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)*

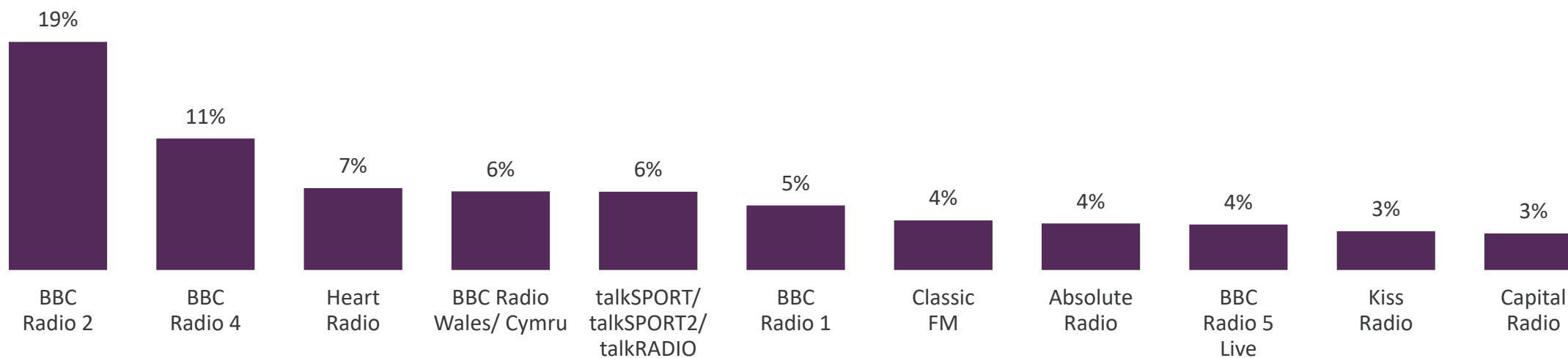


Source: Ofcom News Consumption Survey 2022 – Combined F2F and ONLINE sample

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

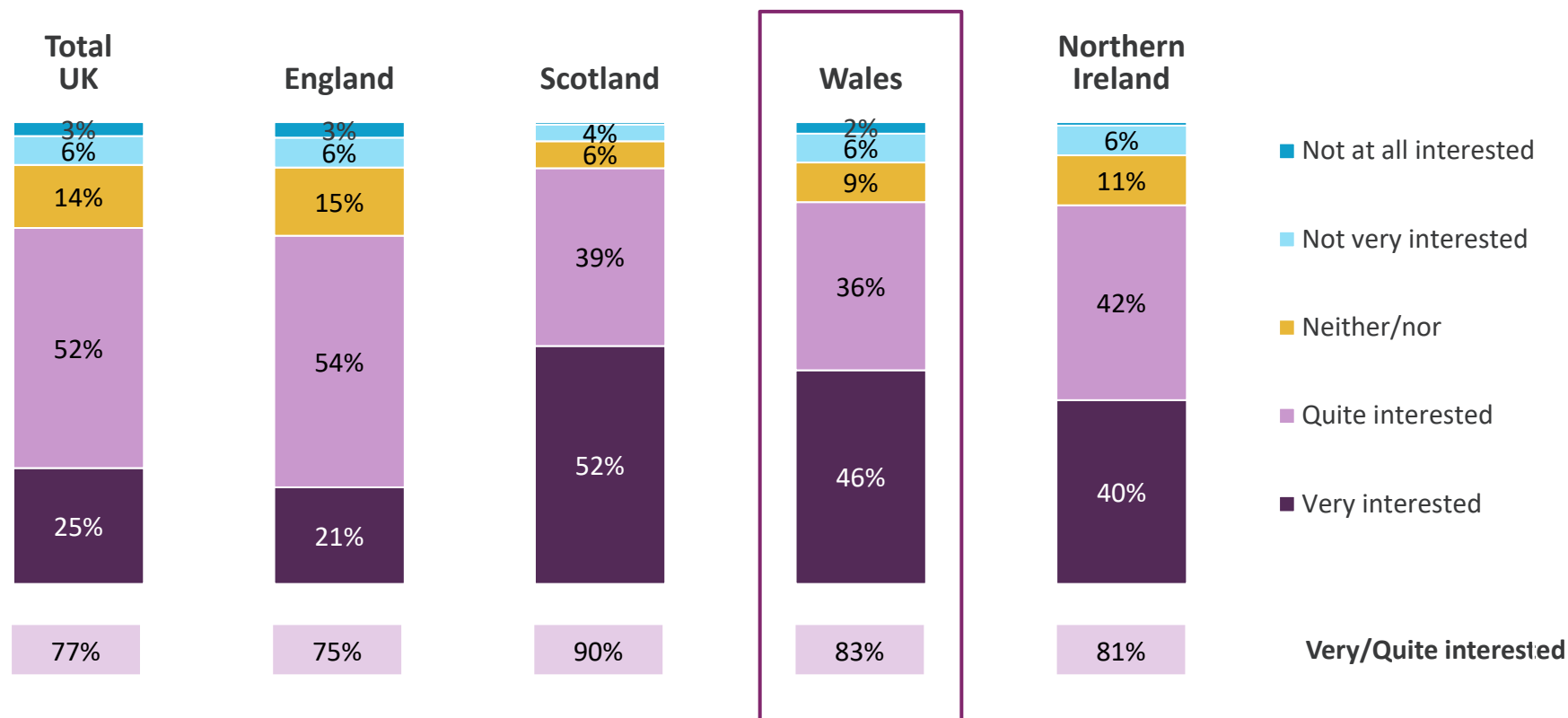
Question: D6a. Thinking specifically about radio, which of the following do you use for news nowadays?

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



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		Scotland		Wales		Northern Ireland	
BBC One	31% ▼	STV	31%	BBC One	46%	UTV	47%
ITV	18% ▼	BBC One	26%	ITV Wales	28%	BBC One	38%
Facebook	17%	Facebook	15%	Facebook	21%	Facebook	18%
BBC website/app	8%	BBC website/app	10%	BBC website/app**	8%	BBC Radio Ulster/Foyle	13%
BBC News Channel	6% ▲	BBC Scotland TV	9% ▼	Twitter	6%	BBC website/app	11%
Twitter	5%	Twitter	8%	Any Wales based news sites/apps	6%	Cool FM	10%
		BBC Radio Scotland	7%	BBC Radio Wales/Cymru	5%	U105	6%
		BBC News Channel	6%	BBC News Channel	5%	Twitter	6%
		Bauer local commercial radio	6%			The Belfast Telegraph	5%
		Instagram	6% ▲			Any NI based news website/app	5%
		Any Scotland based daily newspaper	5%				
		Any Scotland based news sites/apps	5%				
		Sky News Channel	5%				
Don't follow region news	10%	Don't follow Nation news	5%	Don't follow Nation news	6%	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)