



# News Consumption Survey 2023

## Wales

[Welsh version available](#)

## About the News Consumption report 2023

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 mixed methodology has been used again from 7 November – 7 December 2022 and 27 February – 3 April 2023.

This News Report shows combined online and face-to-face adult data for 2023, compared with 2022 (March/April 2022 only), 2020, 2019 and 2018.

The [full UK report](#) and details of its methodology are available on the Ofcom website.

*\*The News Consumption 2023 report also contains information from Barb for television viewing.*

## Key findings from the 2023 report

- TV remains the most-used platform for news nowadays by adults in Wales (71%), followed by social media at 52% and other websites/apps at 43%.
- 55% of adults in Wales use BBC One for news, 40% use ITV1/ITV Wales and 37% use Facebook.
- The BBC website/app is used for news by 26% of adults in Wales, an increase in reach compared to 2022.
- The S4C TV channel is used by 4% of adults in Wales.
- The Daily Mail/Mail on Sunday (15%) 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 (14%).
- BBC Radio Wales is used by 7% of adults in Wales, the third most popular radio source after BBC Radio 2 (14%), BBC Radio 4 (10%).
- BBC One remains the most-used source for accessing news about Wales by people in Wales.
- 86% 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 (offline only)	71%
Social media	52%
Other website/app	43%
Radio station (offline only)	41%
Newspaper (print only)	24%

	2018	2019	2020	2022*	2023
BBC One	68%	57%	64%	61%	55%
ITV1/ITV WALES	45%	45%	49%	43%	40%
Facebook	35%	38%	40%	42%	37%
BBC website/app (incl. Welsh version)	22%	18%	17%	16%	26% ▲
Sky News Channel	26%	28%	29%	32%	24%
BBC News Channel	19%	14%	14%	26%	24%
BBC iPlayer**	-	-	-	-	23%
Twitter	13%	11%	12%	22%	20%
Instagram	6%	8%	20%	23%	18%
Google (search engine)	10%	13%	9%	12%	16%
Daily Mail/Mail on Sunday	15%	20%	18%	14%	15%
BBC Radio 2	14%	15%	19%	19%	14%
Western Mail/ Wales on Sunday**	-	-	-	10%	14%
ITVX/ITVX Premium**	-	-	-	-	13%
Channel 4	12%	11%	16%	16%	12%
TikTok**	-	-	1%	12%	11%
The Guardian/Observer	7%	8%	7%	7%	11%
BBC Two	13%	7%	10%	13%	10%
BBC Radio 4	14%	8%	13%	11%	10%
WhatsApp	7%	7%	11%	16%	10%

Individual newspaper reach  
= print or website/app

Average number of individual sources used:

**7.1** (UK=6.8)

Cross-platform BBC news reach: 76%  
(UK=73%)

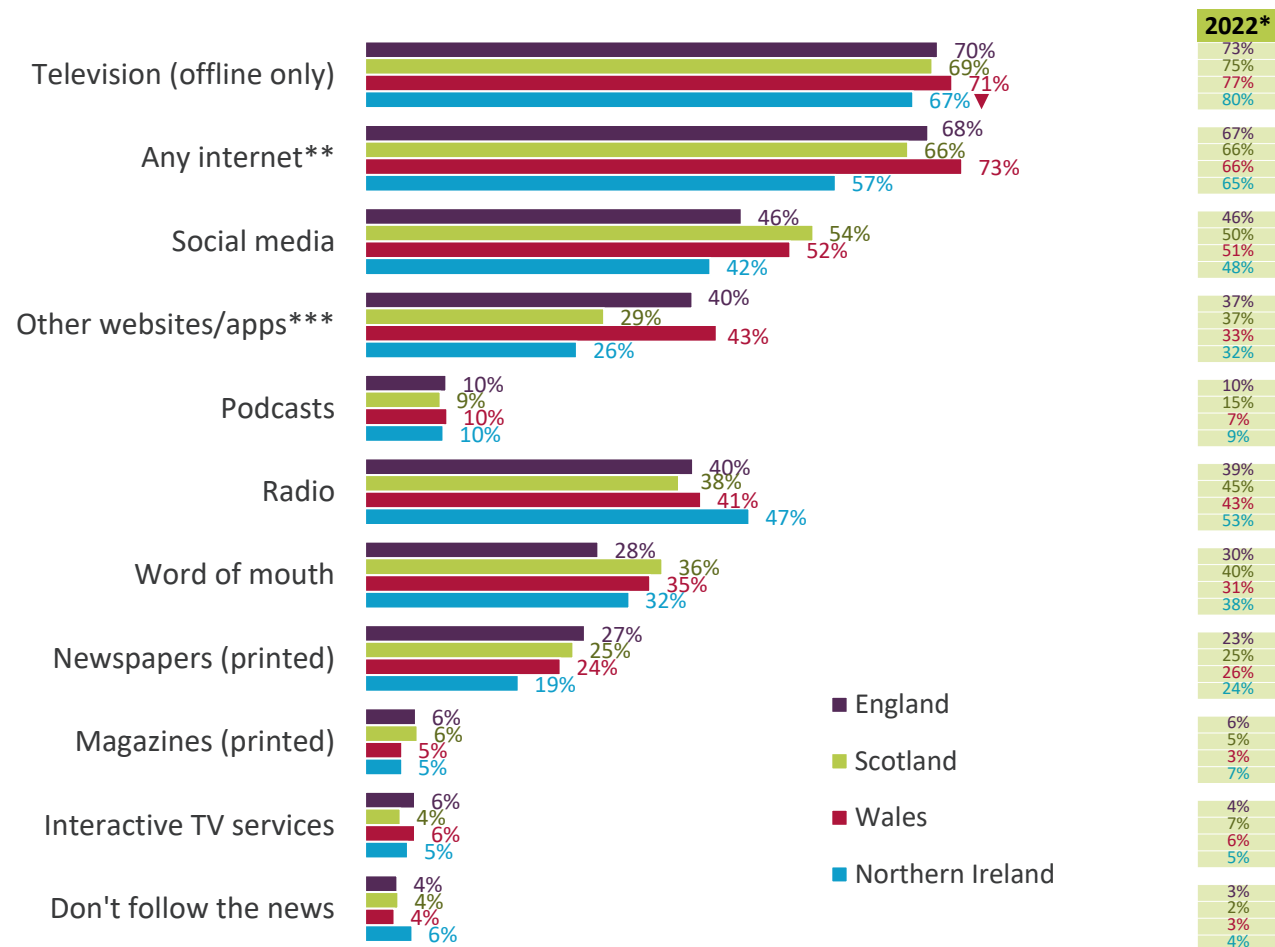
Source: Ofcom News Consumption Survey 2023 – Combined F2F and ONLINE sample

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 - 2023=657 \*2022 W1, and 2021, data not shown because face-to-face fieldwork was not possible during Covid-19 pandemic

\*\*BBC iPlayer and ITVX added in 2023; Wales Online/Western Mail website/app added in 2022; TikTok added in 2020 Green/red triangles indicate statistically significant differences between 2023 and 2022 (at 99% confidence level)

## Platforms used for news in general nowadays 2023, by nation



Source: Ofcom News Consumption Survey 2023 – COMBINED F2F & ONLINE sample

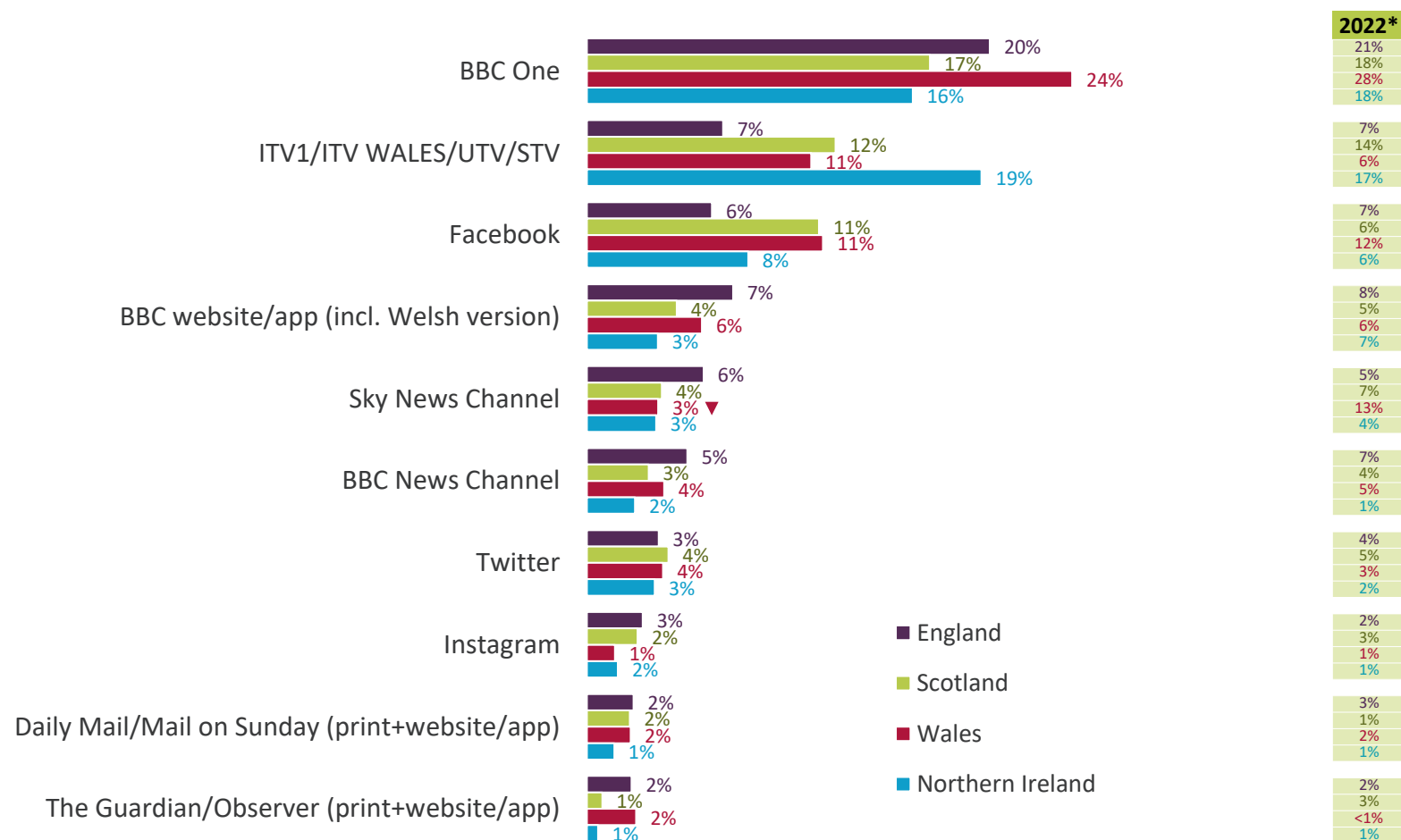
Question: C1. Which of the following platforms do you use for news nowadays? Base: All adults 16+ 2023 – England=2605, Scotland=691, Wales=657, NI=603

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

\*\*Internet includes use of social media, podcasts and all other websites/apps accessed via any device \*\*\*Other websites/apps includes any non-social media internet source (excluding podcasts)

Green/red triangles indicate statistically significant differences between 2023 and 2022 (at 99% confidence level)

# Single most important source for news in general 2023, by nation



Source: Ofcom News Consumption Survey 2022 – COMBINED F2F & ONLINE sample

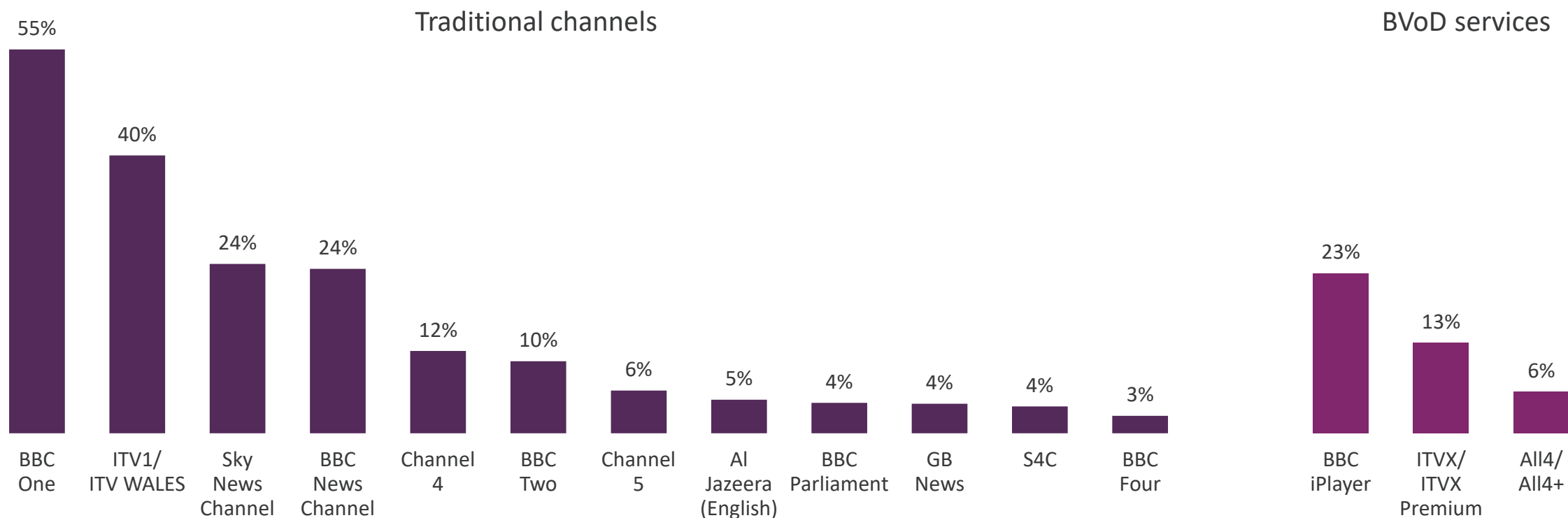
Question: E1a. Looking at all the sources of news you have just said that you use, which one is most important to you?

Base: All adults 16+ using TV/Newspapers/Radio/Internet/Magazines for news 2023 – England=2467, Scotland=655, Wales=617, NI=541 Only sources with an incidence of 2%+ in 2023 for the Total sample are shown

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

Green/red triangles indicate statistically significant differences between 2023 and 2022 (at 99% confidence level)

## TV channels used for news nowadays, Wales



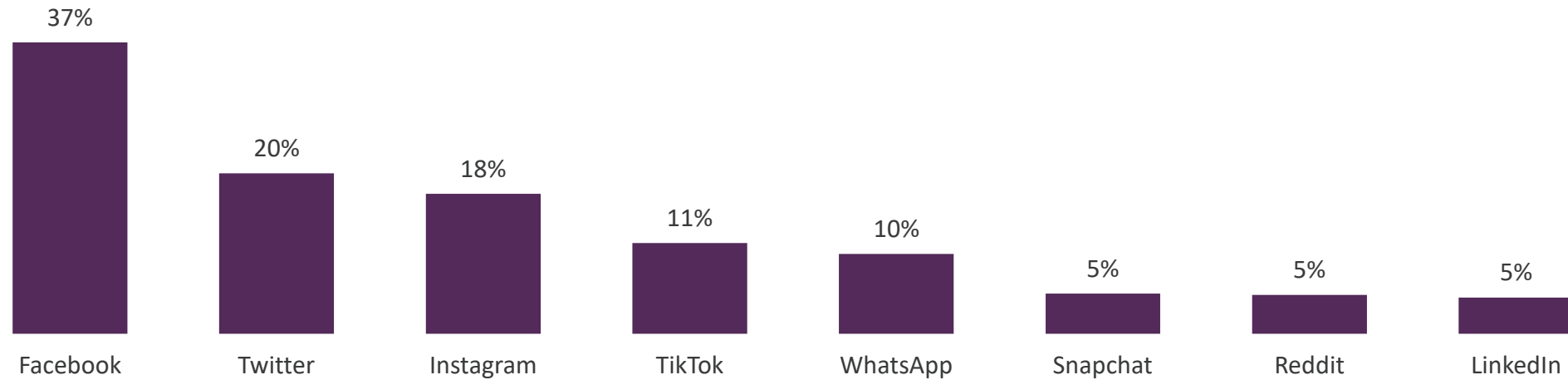
Source: Ofcom News Consumption Survey 2023 – Combined F2F and ONLINE sample

Question: D2a. Thinking specifically about television, which of the following do you use for news nowadays? D2ai. Which, if any, of the following on-demand or catch up services do you use for news nowadays?

Base: All adults 16+ in Wales - 2023=657

Only sources with an incidence of >2% are shown

## Social media sources used for news nowadays, Wales



Source: Ofcom News Consumption Survey 2023 – Combined F2F and ONLINE sample

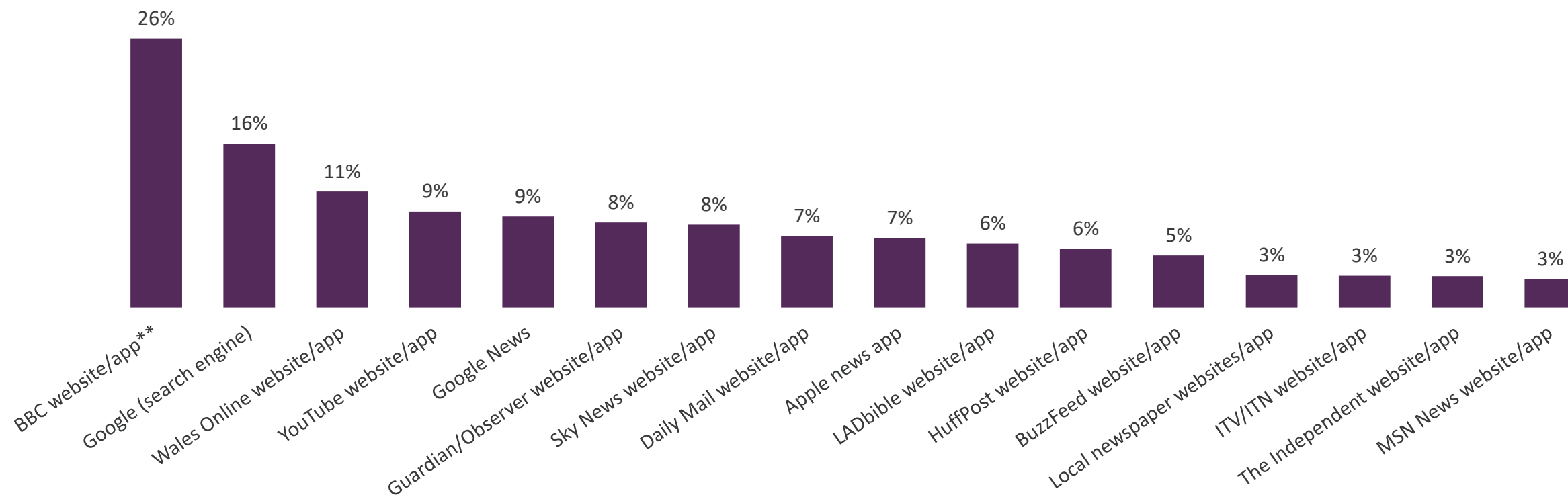
Question: D7a. Thinking specifically about social media (on any device), which of the following do you use for news nowadays?

Base: All adults 16+ in Wales - 2023=657

Only sources with an incidence of >2% are shown



## Other internet sources used for news nowadays, Wales



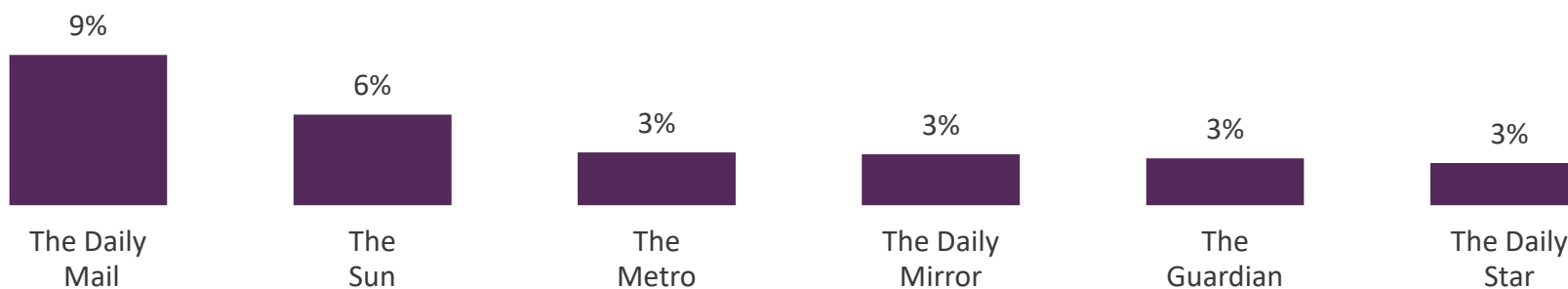
Source: Ofcom News Consumption Survey 2023 – Combined F2F and ONLINE sample

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? \*\*BBC website/app includes Welsh language version

Base: All adults 16+ in Wales - 2023=657 Only sources with an incidence of >2% are shown

## Daily newspapers (print) used for news nowadays, Wales



Source: Ofcom News Consumption Survey 2023 – Combined F2F and ONLINE sample

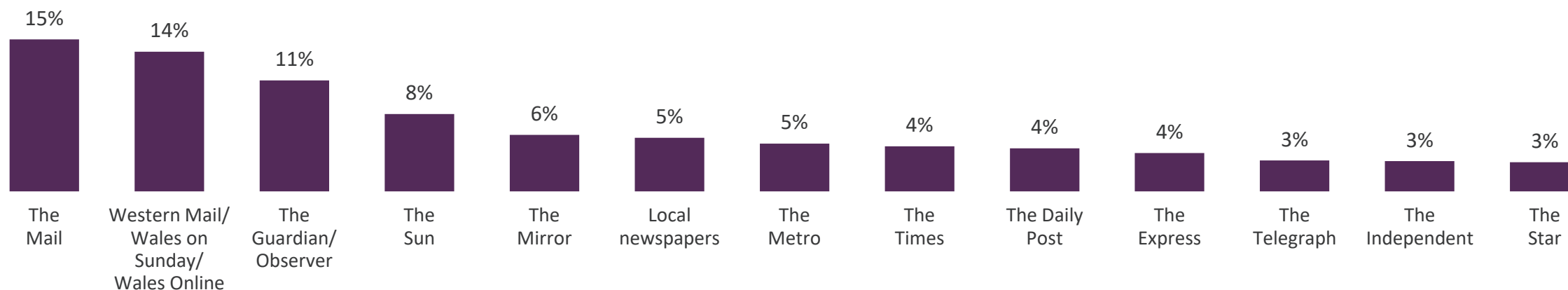
Question: D3a. Thinking specifically about daily newspapers, which of the following do you use for news nowadays?

Base: All adults 16+ in Wales - 2023=657

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)*



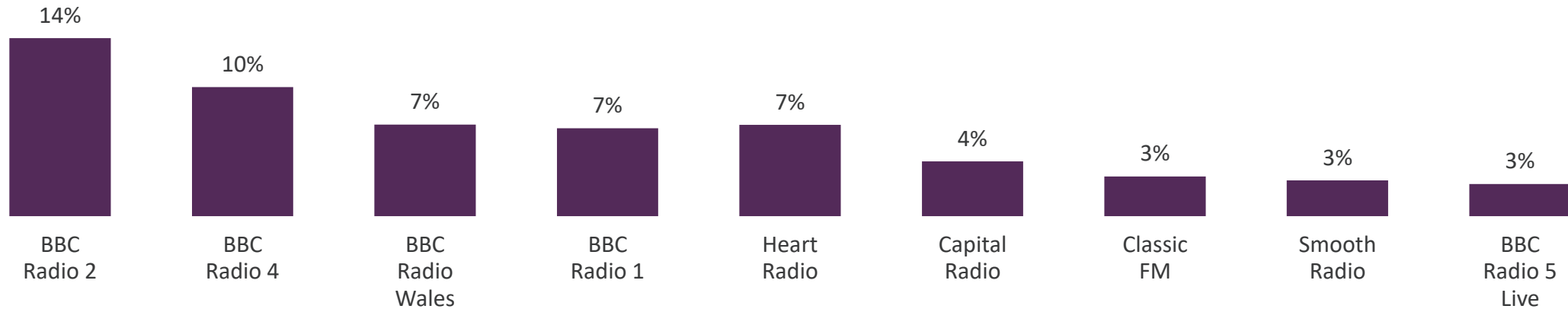
Source: Ofcom News Consumption Survey 2023 – Combined F2F and ONLINE sample

Question: D3a/4a/8a. Thinking specifically about [daily newspapers / weekly newspapers / 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 - 2023=657 Only sources with an incidence of >2% are shown

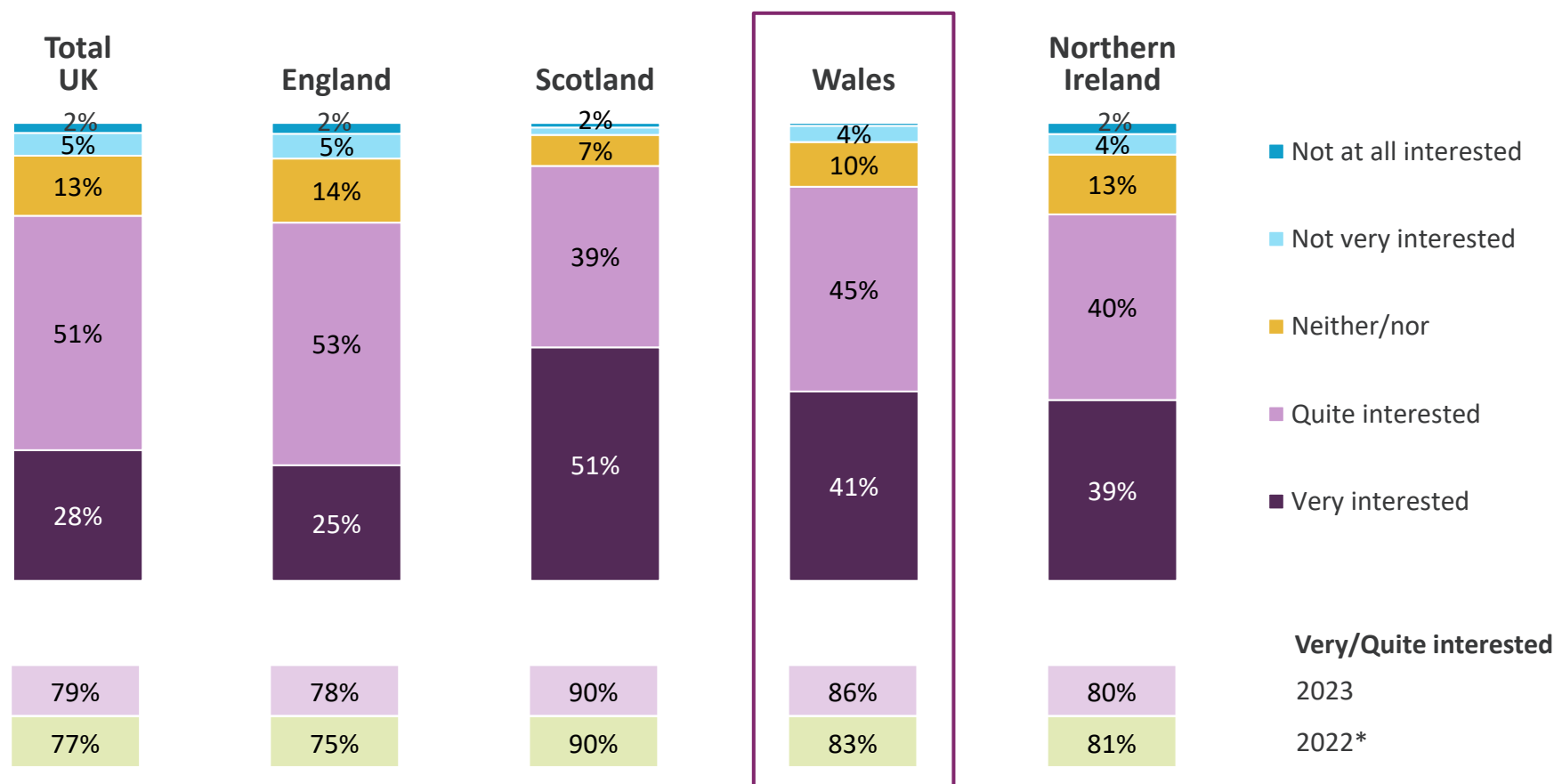
## Radio stations used for news nowadays, Wales



Source: Ofcom News Consumption Survey 2023 – 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 - 2023=657  
Only sources with an incidence of >2% are shown

# Level of interest in news about own nation/region 2023, by nation

% of adults 16+ who follow news



Source: Ofcom News Consumption Survey 2023 – Combined F2F and ONLINE sample

Question: F3. How interested are you in news about your NATION/REGION? Base: All adults 16+ who follow news 2023 - Total=4371, England=2516, Scotland=665, Wales=627, Northern Ireland=563

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

Green/red triangles indicate statistically significant differences between 2023 and 2022 (at 99% confidence level)

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

% of adults 16+ who follow news using main platforms

## England

BBC One	30%
ITV1	18%
Facebook	16%
BBC website/app	9%
BBC News Channel	5%
Instagram	5%
Twitter	5%

Don't follow region news 9%

## Scotland

STV	33%
BBC One	26%
Facebook	22%
BBC Scotland TV	10%
Twitter	9%
BBC website/app	8%
Clyde 1/ Forth 1/ West Sound/ Tay FM/ Northsound 1/ MFR	7%
BBC News Channel	5%
Sky News Channel	5%

Don't follow Nation news 3%

## Wales

BBC One	38%
ITV Wales	28%
Facebook	25%
BBC website/app**	13%
Any Wales based news sites/apps	10%
Twitter	6%
BBC Radio Wales	6%

Don't follow Nation news 4%

## Northern Ireland

UTV	41%
BBC One	34%
Facebook	17%
BBC Radio Ulster/Foyle	15%
Cool FM	9%
U105	7%
BBC website/app	6%
BBC iPlayer	5%
Twitter	5%

Don't follow Nation news 2%

Source: Ofcom News Consumption Survey 2023 – Combined F2F and ONLINE sample.

Question: F6. From which of the following sources do you get news about what is going on in NATION/REGION nowadays?

Base: All adults 16+ using TV/Newspapers/Radio/Internet/Magazine for news 2023 – England=2466, Scotland=655, Wales=617, Northern Ireland=541

\*\*Includes Welsh language version

Only sources with an incidence of 5%+ in each Nation are shown. Green/red triangles indicate statistically significant differences between 2023 and 2022 (at 99% confidence level)