



# News Consumption Survey 2019

## Northern Ireland

## 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 Northern Ireland is 420.

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

- TV remains the most-used platform for news nowadays by adults in Northern Ireland at 77% (78% last year).
- Radio is the second most used platform for news in Northern Ireland (49%), followed by social media (41%).
- More than half of adults in Northern Ireland use UTV (59%) and BBC One (58%) for news. Facebook is the third most popular source at 35%.
- BBC One remains the most-used source for news in Wales, England and Scotland; while both UTV and BBC are top in Northern Ireland.
- Eight in ten people in Northern Ireland are interested in news about their own nation, which is similar to the UK as a whole, but lower than Wales and Scotland.

# Top 20 news sources used in Northern Ireland

% of adults in Northern Ireland using each source for news nowadays

	Any
TV Channel	77%
Newspaper (print or website/app)	29%
Radio station	49%
Social media	41%
Other website/app	20%

Average number of sources used:

**5.9** (UK=6.7)

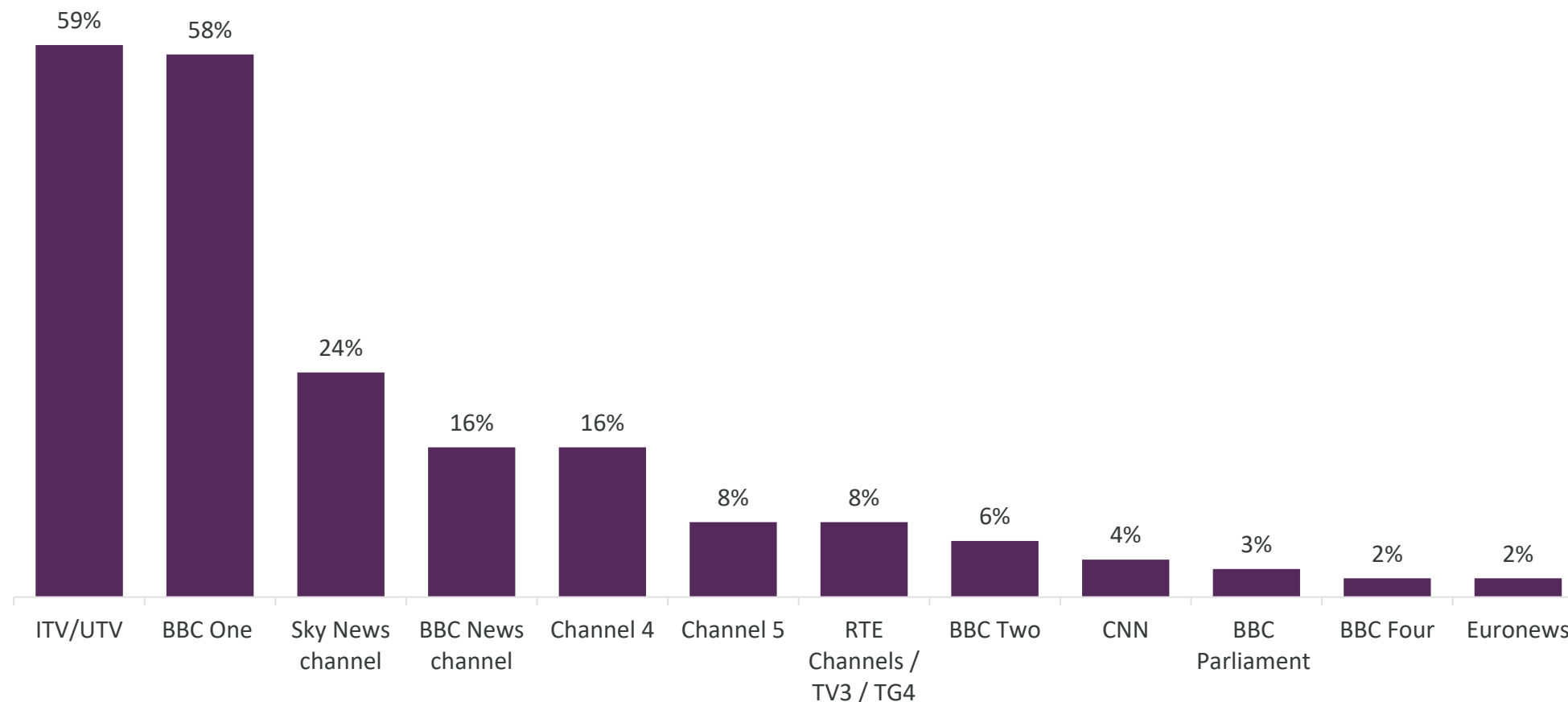
		2018
UTV	59%	63%
BBC One	58%	52%
Facebook	35%	35%
BBC Radio Ulster	25%	22%
Sky News Channel	24%	21%
Cool FM	21%	18%
BBC News Channel	16%	11%
Channel 4	16%	12%
BBC Radio 1	15%	12%
Daily Mail/on Sunday (print or website/app)	13%	11%
Twitter	13%	11%
Belfast Telegraph/Sunday Life (print)	12%	13%
WhatsApp	11%	9%
BBC website/app	10%	15%
Channel 5	8%	5%
Google (search engine)	8%	10%
Daily/Sunday Mirror (print or website/app)	8%	5%
RTE Channels / Virgin Media One / TG4	8%	8%
The Sun/on Sunday (print website/app)	7%	11%
Instagram	6%	6%

Source: Ofcom News Consumption Survey 2019

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

Base: Base: All adults 16+ in Northern Ireland – 2019=420, 2018=414.

## TV channels used for news nowadays - Northern Ireland

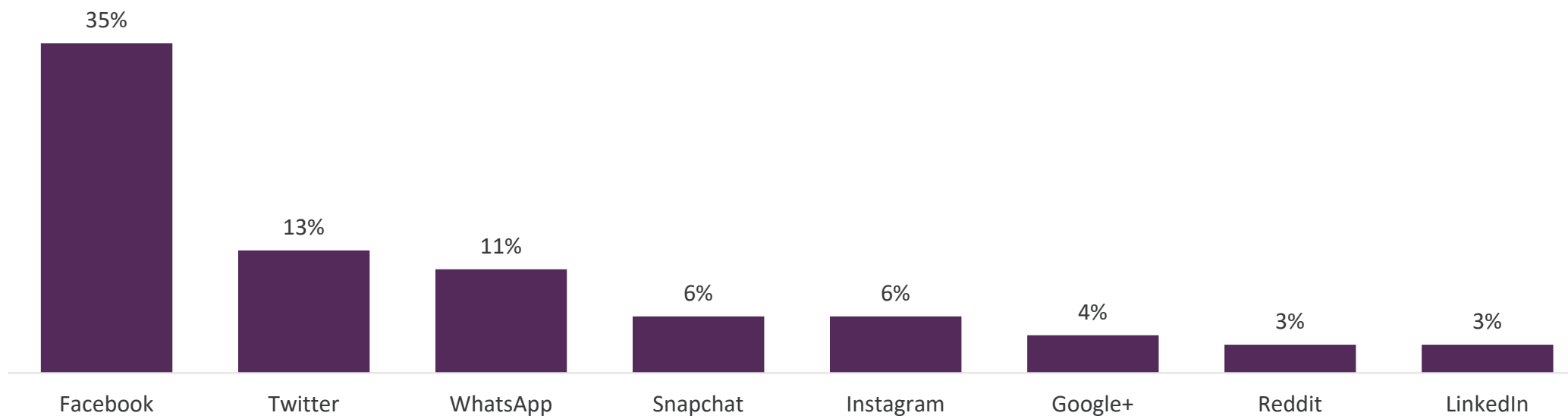


Source: Ofcom News Consumption Survey 2019

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

Base: All adults 16+ in Northern Ireland (420). Any source with lower than 2% excluded from the chart.

## Social media sources used for news nowadays - Northern Ireland

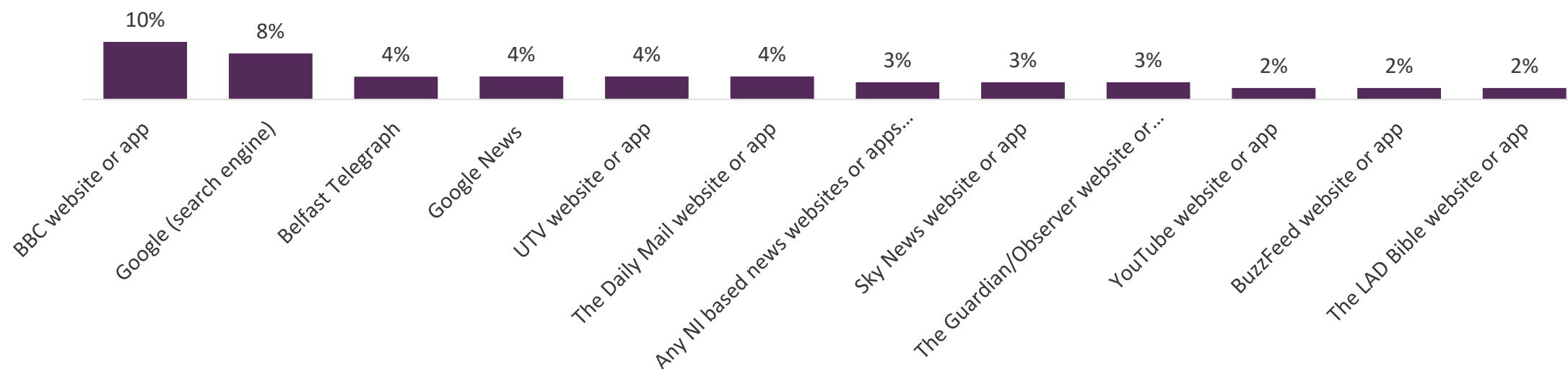


Source: Ofcom News Consumption Survey 2019

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 Northern Ireland (420). Any source with lower than 2% excluded from the chart.

## Other internet sources used for news nowadays - Northern Ireland

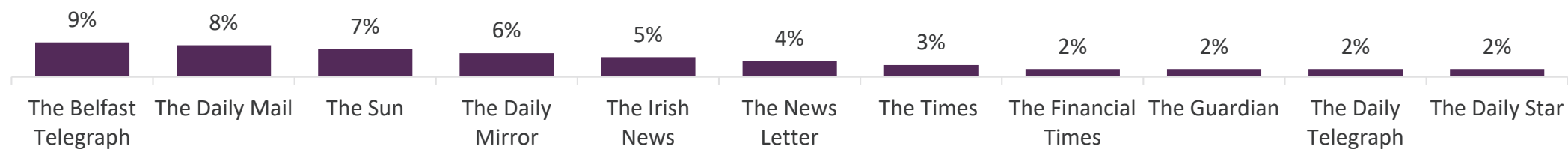


Source: Ofcom News Consumption Survey 2019

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 Northern Ireland (420). Any source with lower than 2% excluded from the chart.

## Daily newspapers (print) used for news nowadays - Northern Ireland



Source: Ofcom News Consumption Survey 2019

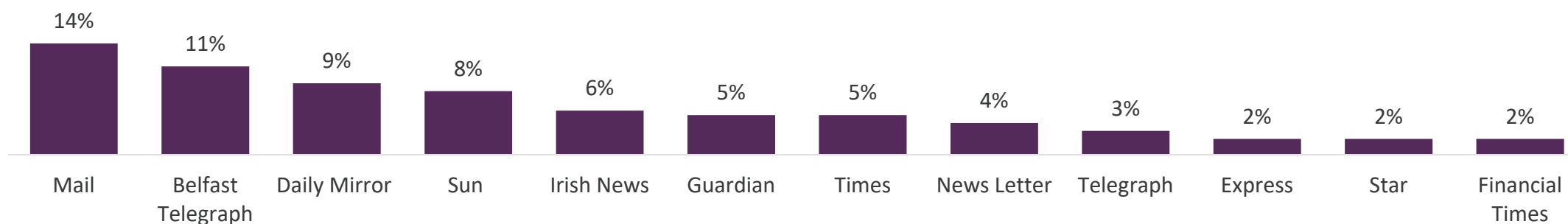
Question: <D3a> Thinking specifically about daily newspaper(s), which of the following do you use for news nowadays?

Base: All adults 16+ in Northern Ireland (420). Any source with lower than 2% excluded from the chart.



# Print and online newspapers used for news nowadays - Northern Ireland

Combined daily and Sunday newspapers/websites and apps



Source: Ofcom News Consumption Survey 2019

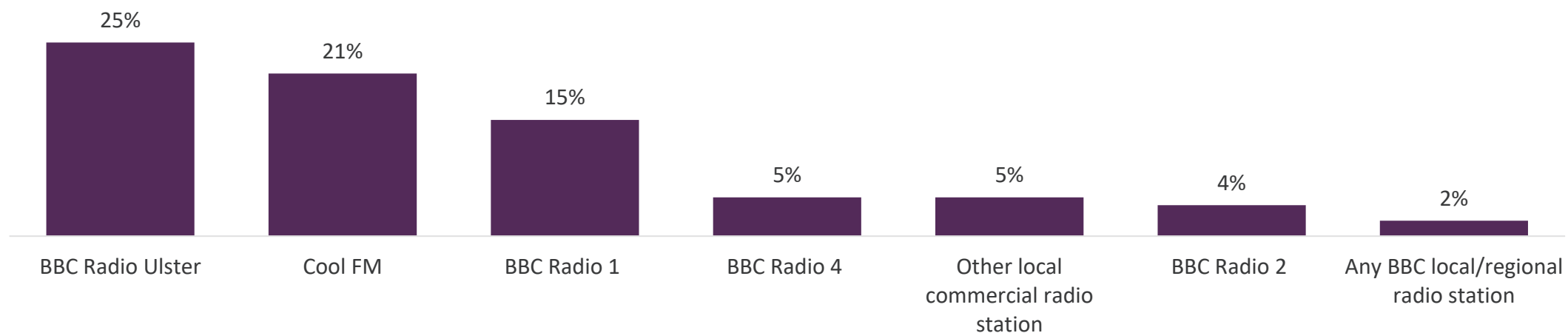
Question: <D3a> Thinking specifically about daily newspaper(s), which of the following do you use for news nowadays?

<D4a> Thinking specifically about weekly 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 Northern Ireland (420). Any source with lower than 2% excluded from the chart.

## Radio sources used for news nowadays - Northern Ireland



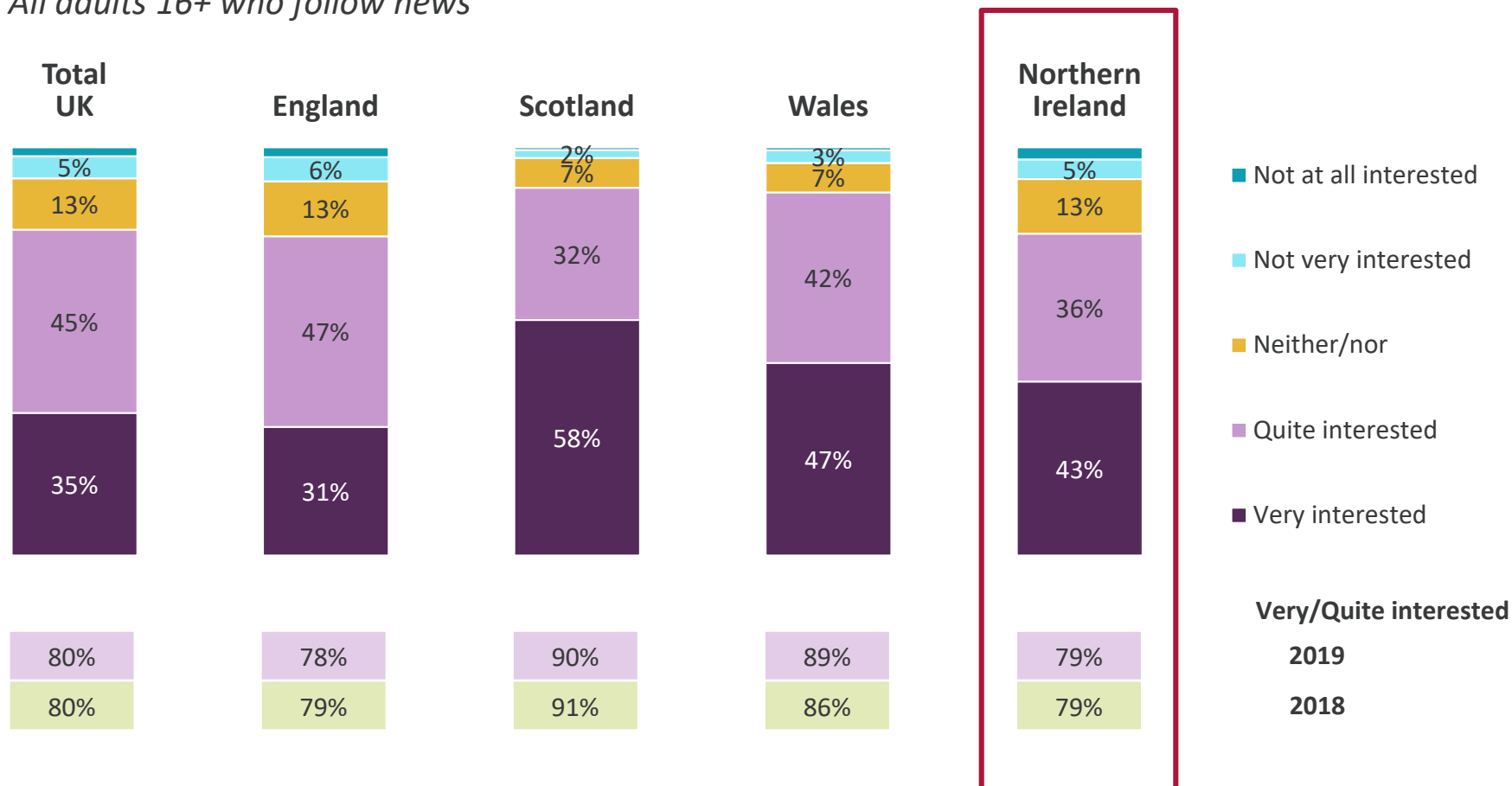
Source: Ofcom News Consumption Survey 2019

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

Base: All adults 16+ in Northern Ireland (420). 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

England		Scotland		Wales		Northern Ireland	
BBC One	39% ▼	STV	44%	BBC One	44% ▼	UTV	52%
ITV	22%	BBC One	39% ▼	ITV Wales	35%	BBC One	50% ▲
Facebook	15%	Facebook	19%	Facebook	25% ▲	Facebook	25%
BBC website/app	8%	BBC website/app	7%	South Wales Echo	12%	BBC Radio Ulster	20% ▲
BBC News Channel	5%	Twitter	6%	The Western Mail	6%	Cool FM	15%
Twitter	4%	BBC Radio Scotland	6%	BBC website/app	5%	The Belfast Telegraph	5%
BBC local/regional radio station	4%	The Sun	6%	Any Wales based news site/app	5%	Twitter	5%
Google (search engine)	4%	The Daily Record	5%	Local daily newspaper	5%	RTE Channels / Virgin Media One / TG4	5%
		Local commercial radio station	4%			BBC Radio 1	5%
		Google (search engine)	4%			Local commercial radio station	4%
Don't follow Nation news	12%	Don't follow Nation news	4%	Don't follow Nation news	7%	The Irish News	4%
						Sunday Life	4%
						Don't follow Nation news	2%

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/Magazine for news - England=3180, Scotland=541, Wales=435, Northern Ireland=385. Only sources with an incidence of 4%+ in each Nation are shown. Green/red triangles indicate statistically significant differences between 2019 and 2018.