



Local Media Survey

Conducted by: Yonder

Fieldwork: 22 February 2023 to 8 March 2023



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Methodology

Background & Objectives

- This survey was designed to investigate how audiences use local media. Including:
 - The types of local news and information used / followed
 - The platforms and sources used for local news overall, and how often
 - The sources used for different types of local news
 - What audiences value about local news sources

Sample

- 2,660 online respondents, plus an additional 118 via telephone to cover non-internet/narrow users.

Data collection

- Online omnibus & telephone interviews
- Conducted by Yonder
- Fieldwork from 22 February to 8 March 2023

Data reporting

- Weighted to be nationally representative of the UK
- Significance testing applied at the 95% confidence level

Executive Summary

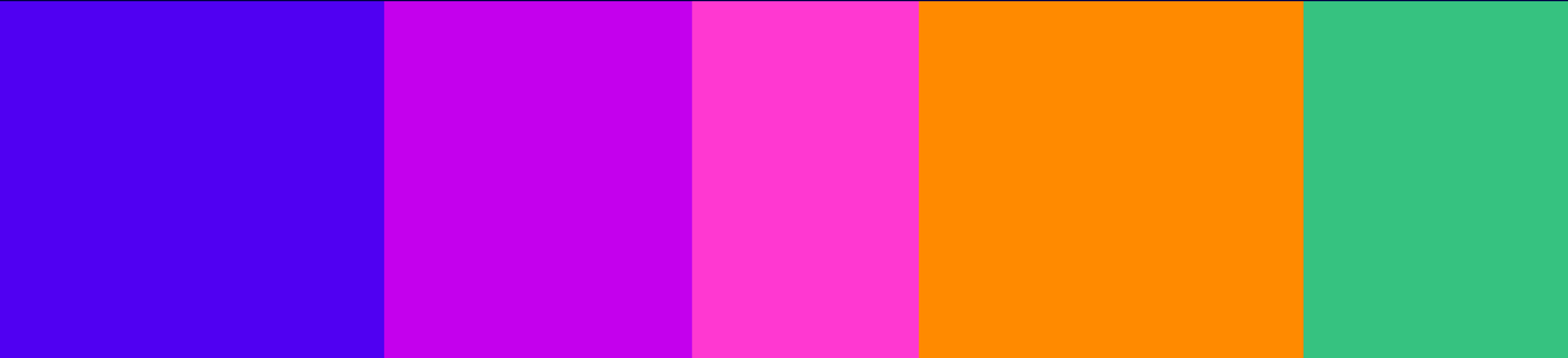
This piece of omnibus research was designed to investigate the usage of local news and media across the UK. Questions were designed to understand what types of local news and media people follow, what platforms they use for their local news and media and what specific sources they utilised on these platforms.

The intention with this survey was to understand the different types of sources people use for different types of local news and media and what sources are used for one type of news versus another.

Key findings:

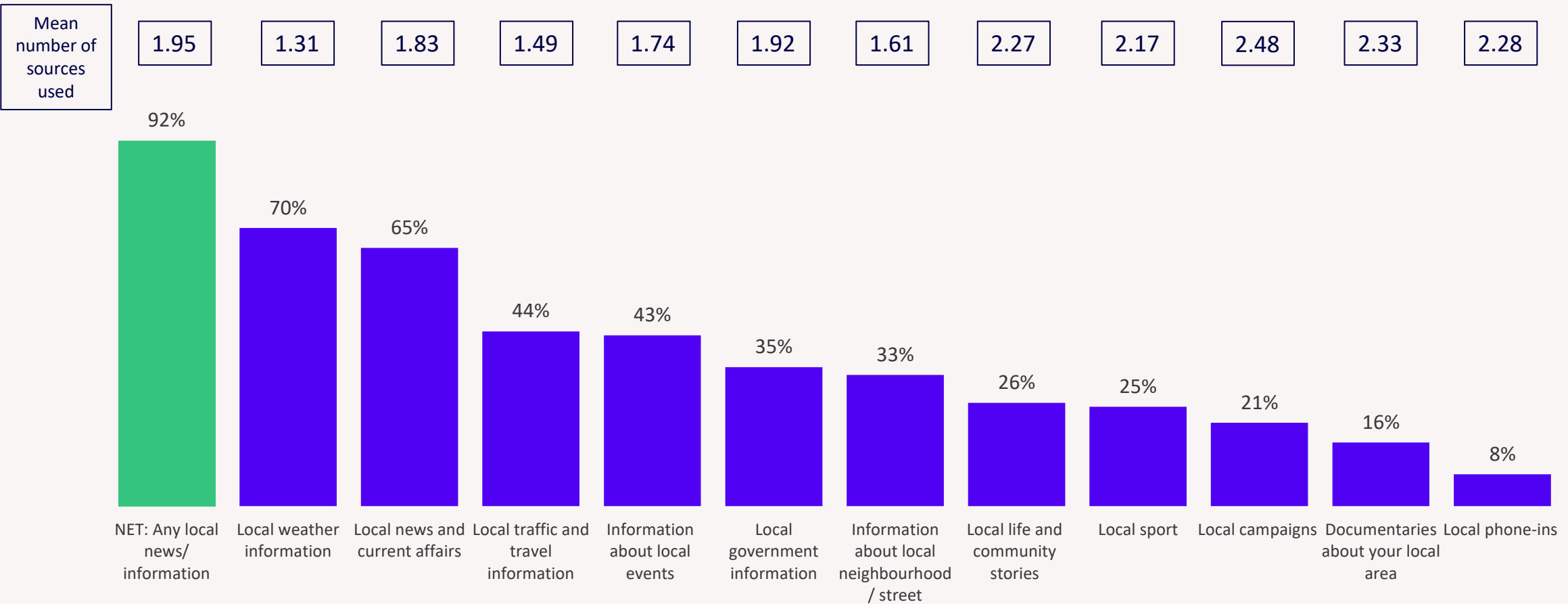
- 92% of UK adults say they use local media. Local weather is the most popular type of information (70%) followed by local news and current affairs (65%).
- Online sources, such as social media, messaging apps and websites, are the most used sources of local news and information (89%).
- Overall, local groups on social media are the most popular (38%), followed by BBC regional news bulletins on TV (35%) and the BBC website or app (35%).
- TV is the most popular platform to receive news and information at the nation and county level, while at the city, town, neighbourhood and street level it is social media.

Use of different types of local news and information



Most UK adults say they use at least one form of local news or information. Local weather is the most popular type followed by local news and current affairs. On average, less sources are used for the more popular types of local news, while more are used for the less used types.

Use of different types of local news/information:



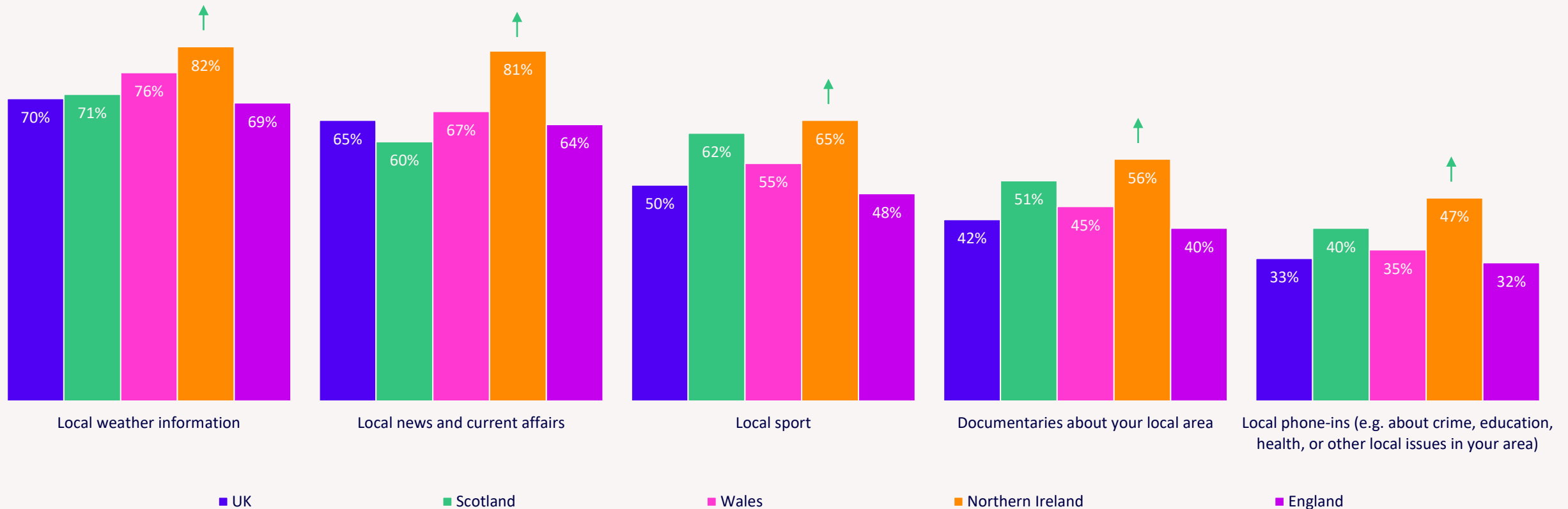
Source: Ofcom Local Media Survey (fieldwork conducted February/March 2023)

Question: Q1 Do you use or follow any of these types of local news and information? This could be on TV, radio, on social media or other websites or apps, or in local newspapers or magazines. / Q7 Looking at all the sources of local news and information you have just said that you use, which do you use for ...?

Base: All adults 16+: 2778

Of the nations, only those living in Northern Ireland show any significant difference compared to the UK total, using local weather information, local news and current affairs, local sport, local documentaries and local phone-ins more than other nations. This is consistent with findings from Barb (TV industry audience measurement) and RAJAR (radio industry audience measurement).

Use of/following different types of local news:



Source: Ofcom Local Media Survey (fieldwork conducted February/March 2023)

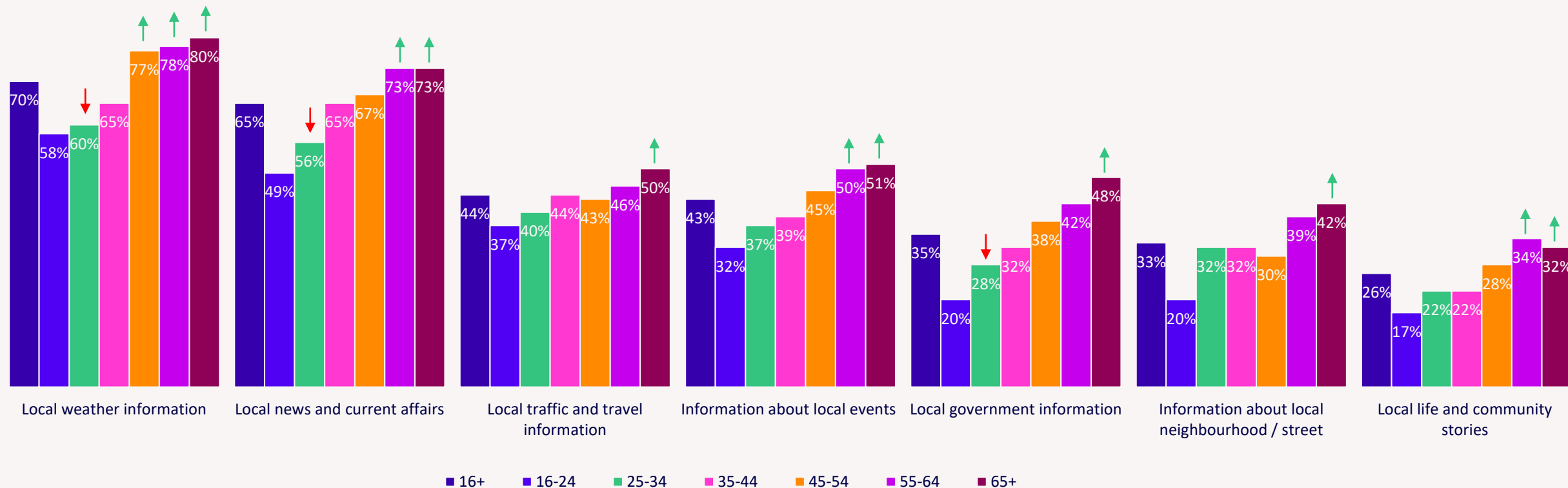
Question: Q1 Do you use or follow any of these types of local news and information? This could be on TV, radio, on social media or other websites or apps, or in local newspapers or magazines.

Base: All adults 16+ (2778), Scotland (309), Wales (307), Northern Ireland (303), England (1859)

↑ ↓ = significantly higher/lower than UK total

Older adults are significantly more likely to use most types of local news and information compared to the UK total population.

Use of/following different types of local news by age group:



Source: Ofcom Local Media Survey

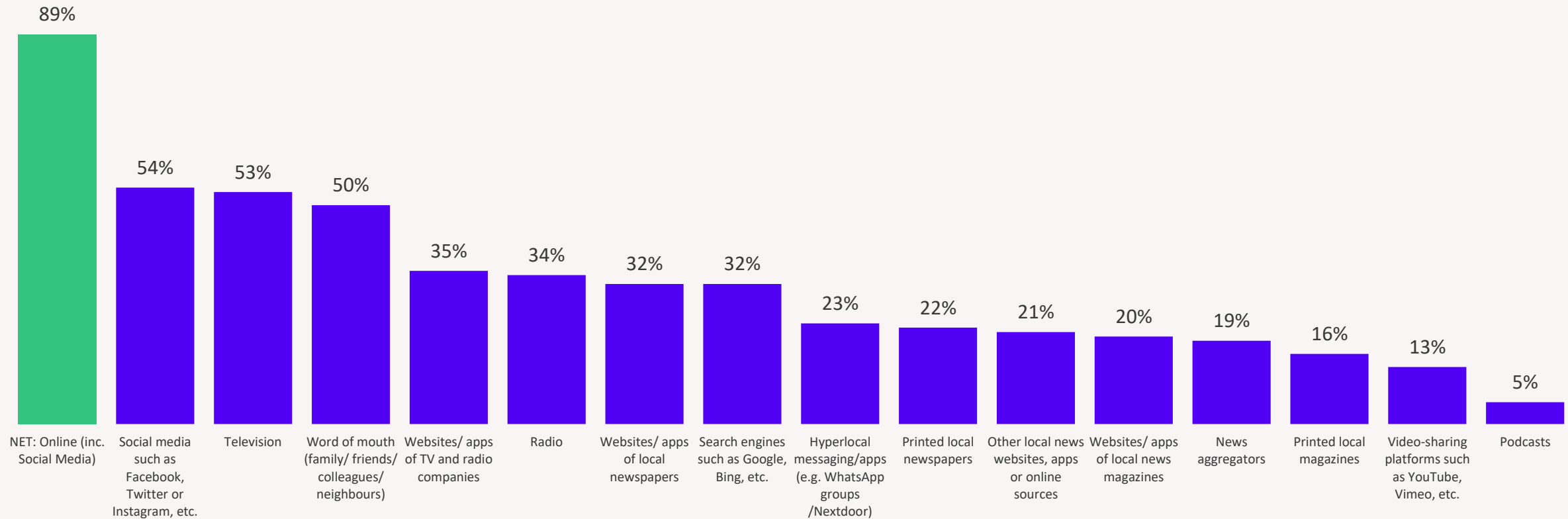
Question: Q1 Do you use or follow any of these types of local news and information? This could be on TV, radio, on social media or other websites or apps, or in local newspapers or magazines.

Base: All adults 16+ (2778), 16-24 (308), 25-34 (427), 35-44 (404), 45-54 (480), 55-64 (416), 65+ (623)

↑ ↓ = significantly higher/lower than UK total

Social media, TV and word of mouth are the most prominent platforms for local news and information. 16–34-year-olds were significantly more likely to use online sources than 65+’s, while 65+’s were significantly more likely to use TV, radio and print sources.

Use of platforms for local news and information:



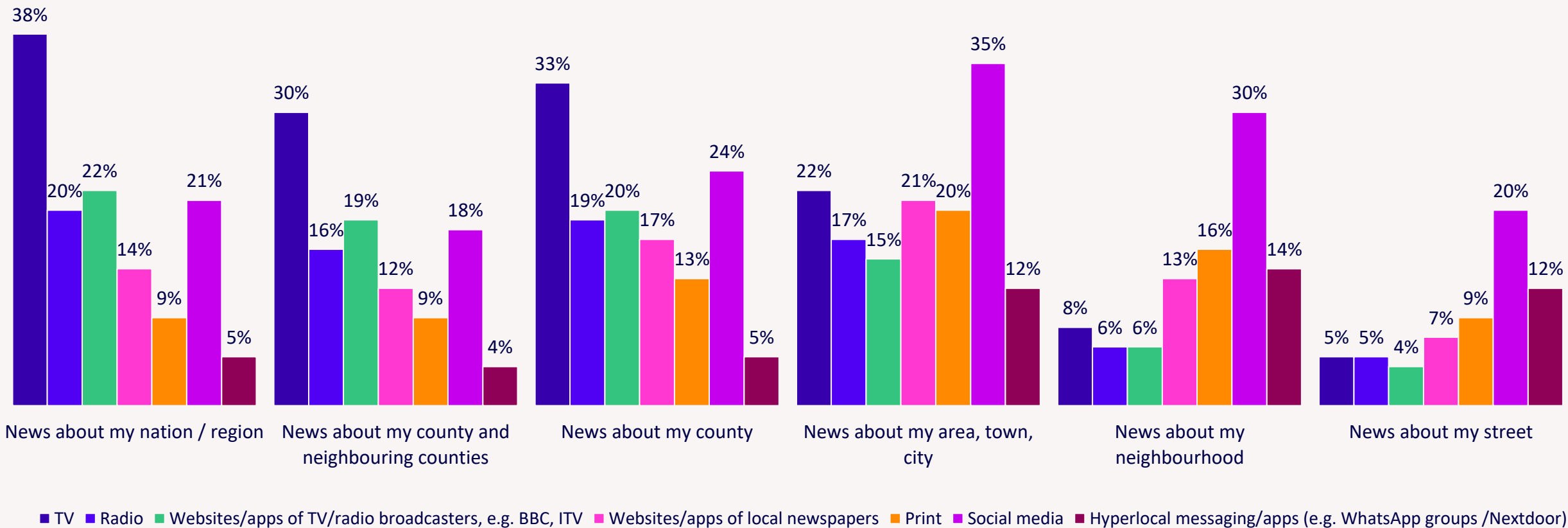
Source: Ofcom Local Media Survey

Question: Q2 Which of the following platforms do you use for local news and information nowadays? - i.e. in the last month or so?

Base: All respondents using local media (2548)

TV is the most popular platform to receive news and information at the nation and county level, while at the city, town, neighbourhood and street level it is social media.

Use of different platforms for different scales of news, amongst total sample:



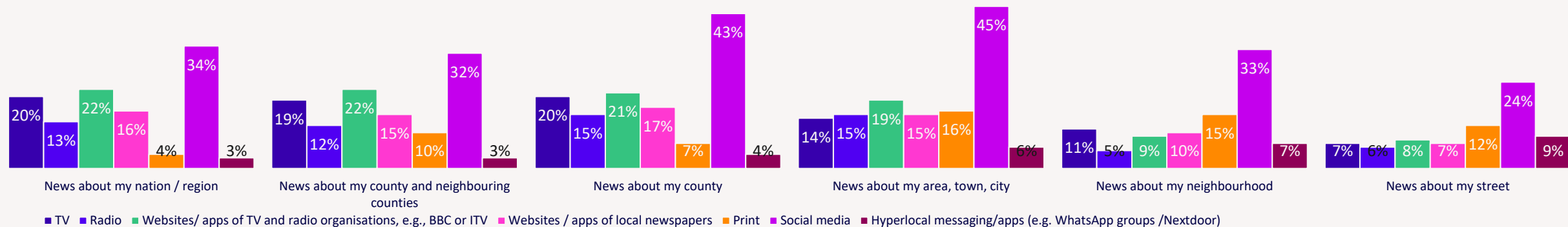
Source: Ofcom Local Media Survey

Question: Q2b. Which of these types of local news and information do you get from the platforms you use?

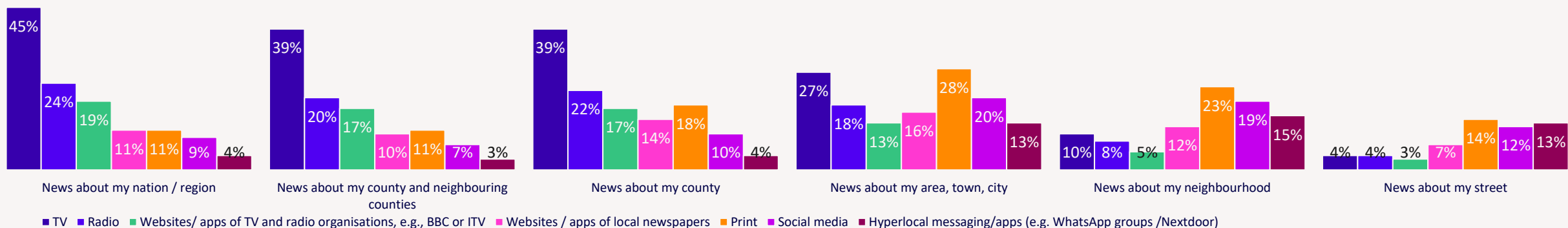
Base: All adults 16+ (2778)

Social media is the most frequently used source for news at all levels amongst 16–24-year-olds. While among 65+ TV is the most popular at the national and county level, with print and online sources rising in prominence at the local level.

Use of different platforms for different scales of news, among 16-24 year olds:



Use of different platforms for different scales of news, among those aged 65 and over:

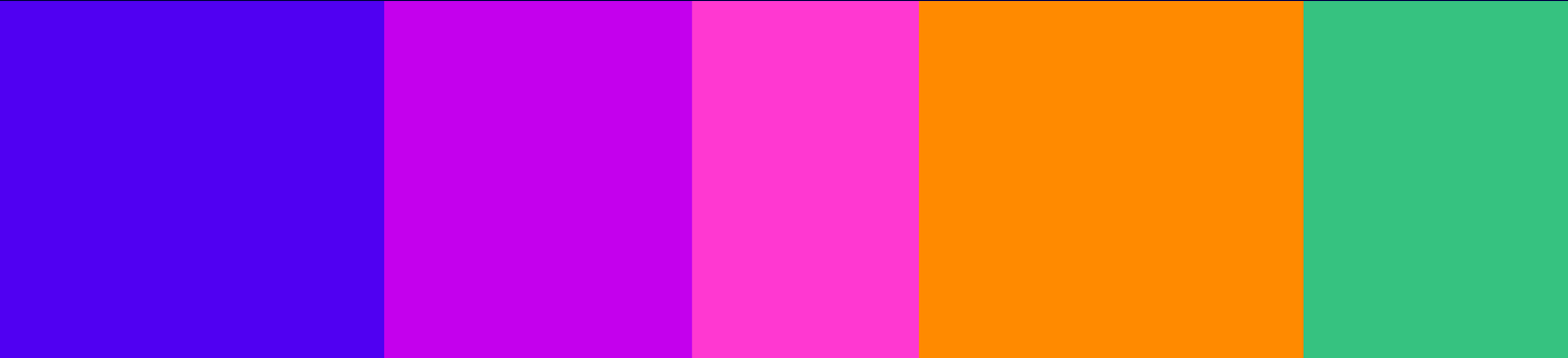


Source: Ofcom Local Media Survey

Question: Q2b. Which of these types of local news and information do you get from the platforms you use?

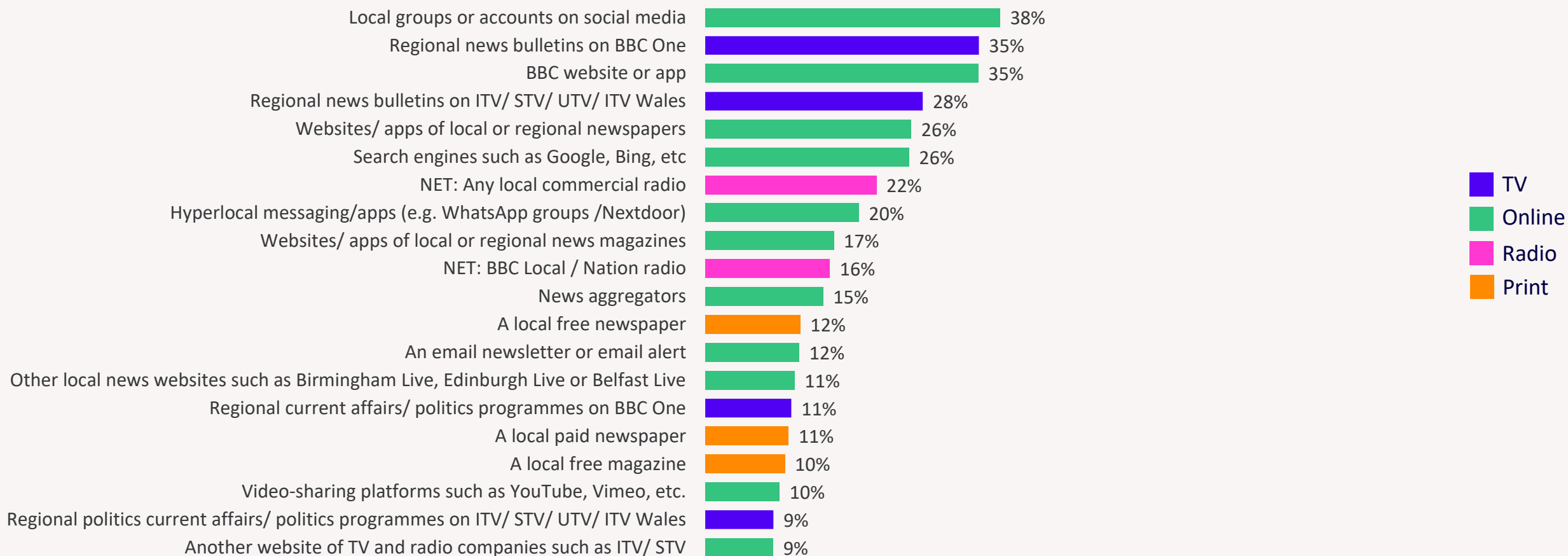
Base: 16-24 (308), 65+ (743)

Specific sources used for local news and information



On a more granular level looking at the different sources available on local news platforms, local groups on social media are the most popular, followed by BBC regional TV news bulletins and the BBC website or app.

Top 20 local news sources:



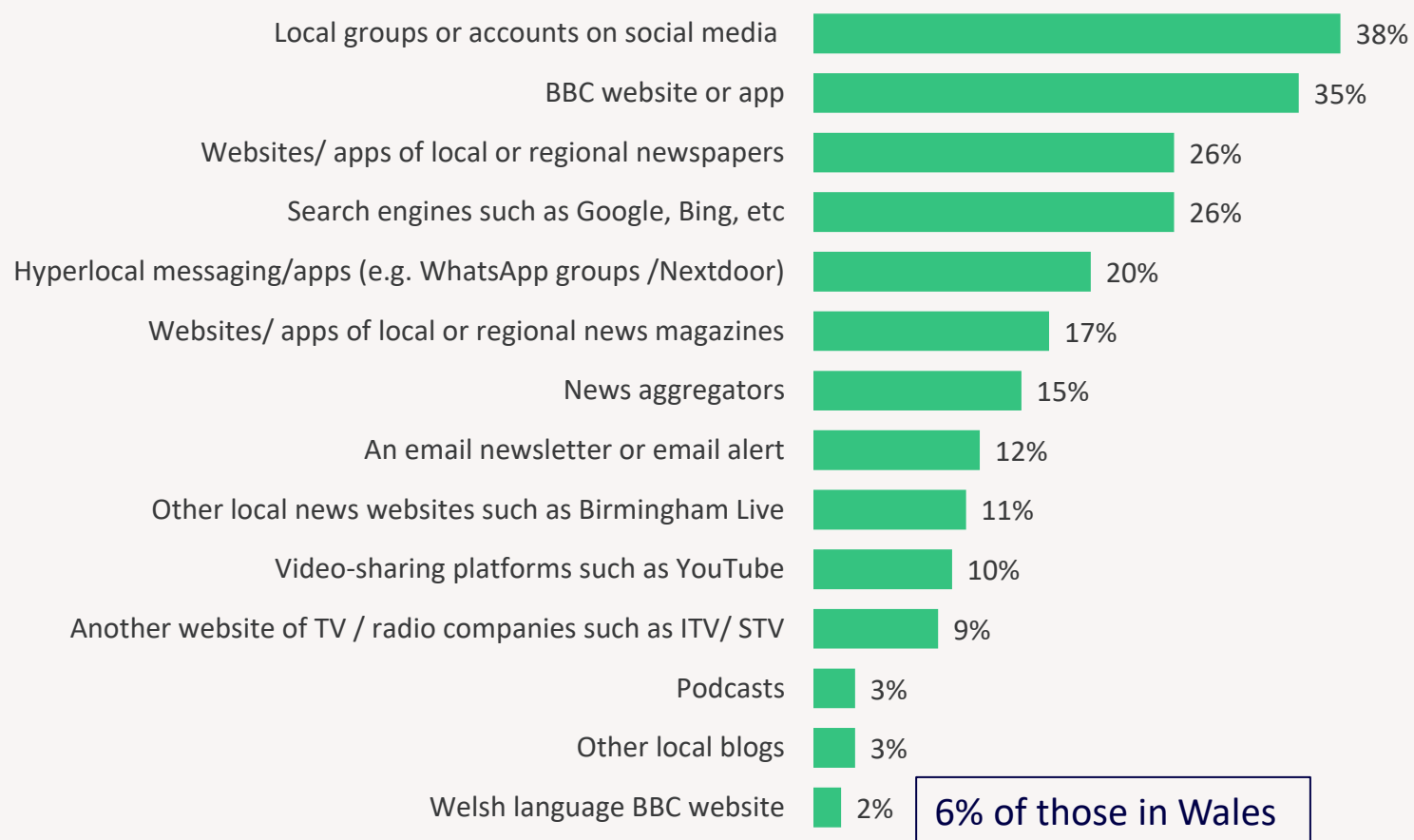
Source: Ofcom Local Media Survey

Question: Q3-6. Thinking specifically about the sources you use, which of the following do you use for local news and information nowadays – i.e. which have you used in the last month or so for news?

Base: All adults 16+ (2778)

Local groups on social media are the most popular online sources for local news and information, followed by the BBC website or app.

Online sources of local news and information:



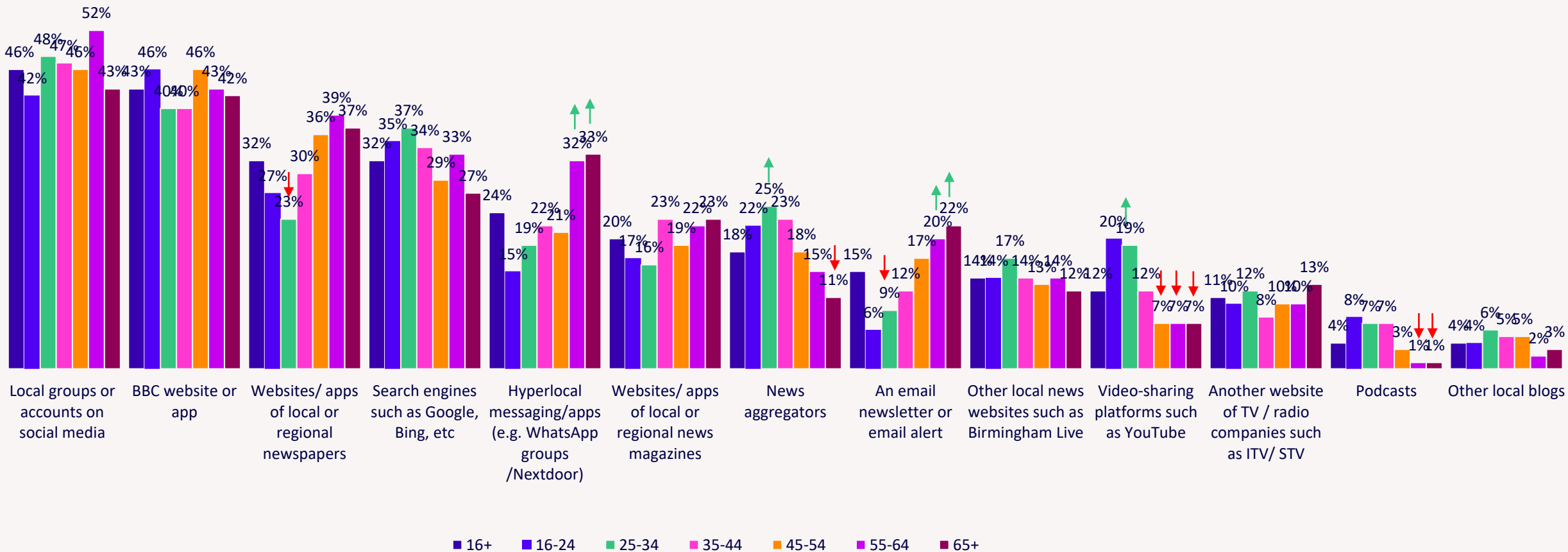
Source: Ofcom Local Media Survey

Question: Q3. Thinking specifically about online sources, which of the following do you use for local news and information nowadays – i.e. which have you used in the last month or so for news?

Base: All adults 16+ (2778)

News aggregators are more likely to be used by younger people, while email newsletters and hyperlocal messaging apps are more likely to be used by older people.

Use of online sources by age group, amongst users of online sources for local news and information:



Source: Ofcom Local Media Survey

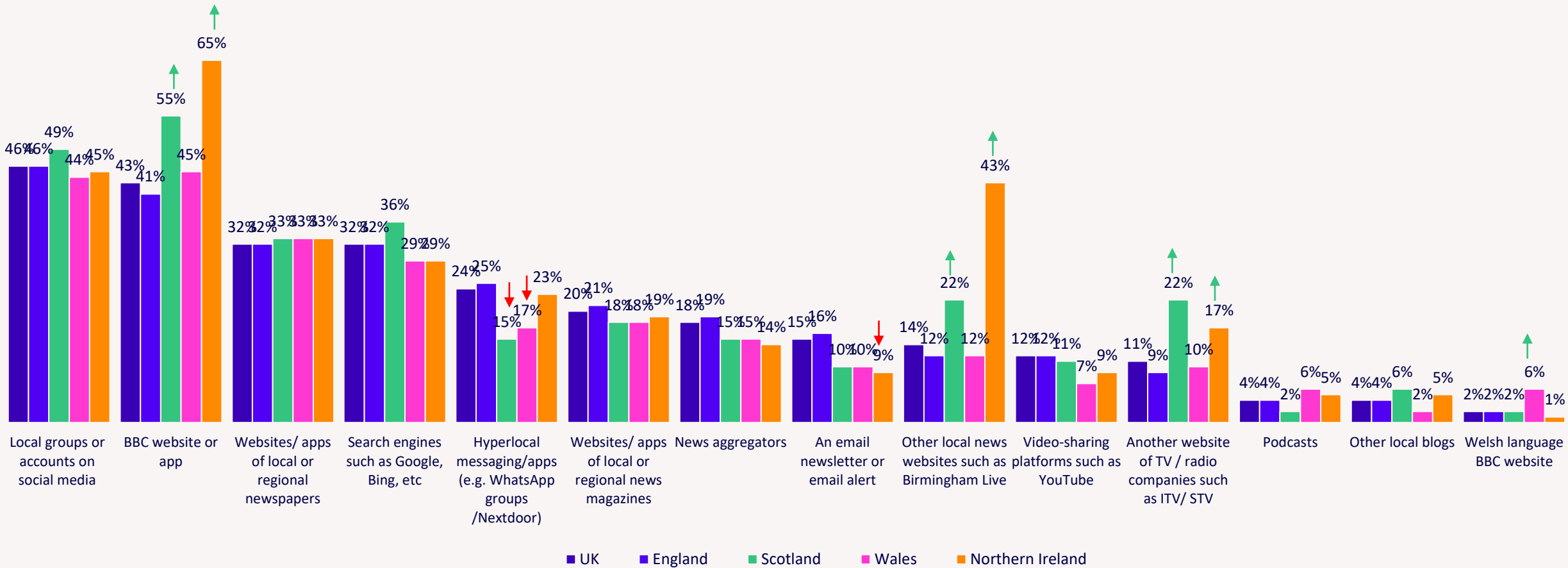
Question: Q3. Thinking specifically about online sources, which of the following do you use for local news and information nowadays – i.e. which have you used in the last month or so for news?

Base: Amongst users of online for local news: 16+ (2271), 16-24 (256), 25-34 (355), 35-44 (346), 45-54 (418), 55-64 (348), 65+ (548)

↑ ↓ = significantly higher/lower than UK total

Both the BBC website/app and other local news websites are popular sources of local news and information in Northern Ireland and Scotland.

Use of online sources by nation, amongst users of online sources for local news and information:



Source: Ofcom Local Media Survey

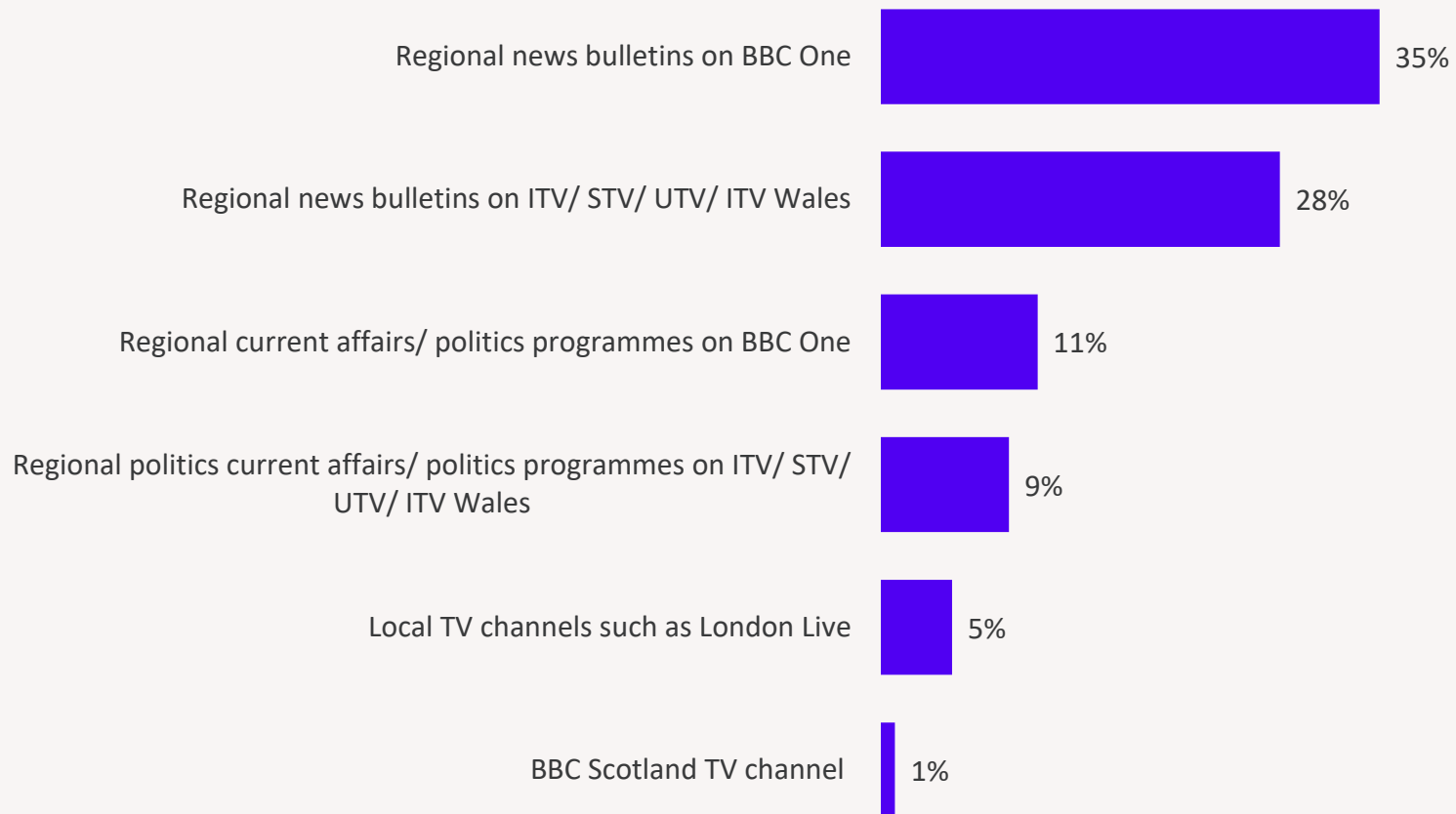
Question: Q3. Thinking specifically about online sources, which of the following do you use for local news and information nowadays – i.e. which have you used in the last month or so for news?

Base: Amongst users of online for local news: UK (2271), England (1502), Scotland (253), Wales (255), Northern Ireland (261)

↑ ↓ = significantly higher/lower than UK total

Regional news bulletins on both the BBC and other services, such as ITV or STV, are popular television sources for local news and information.

TV sources of local news and information :



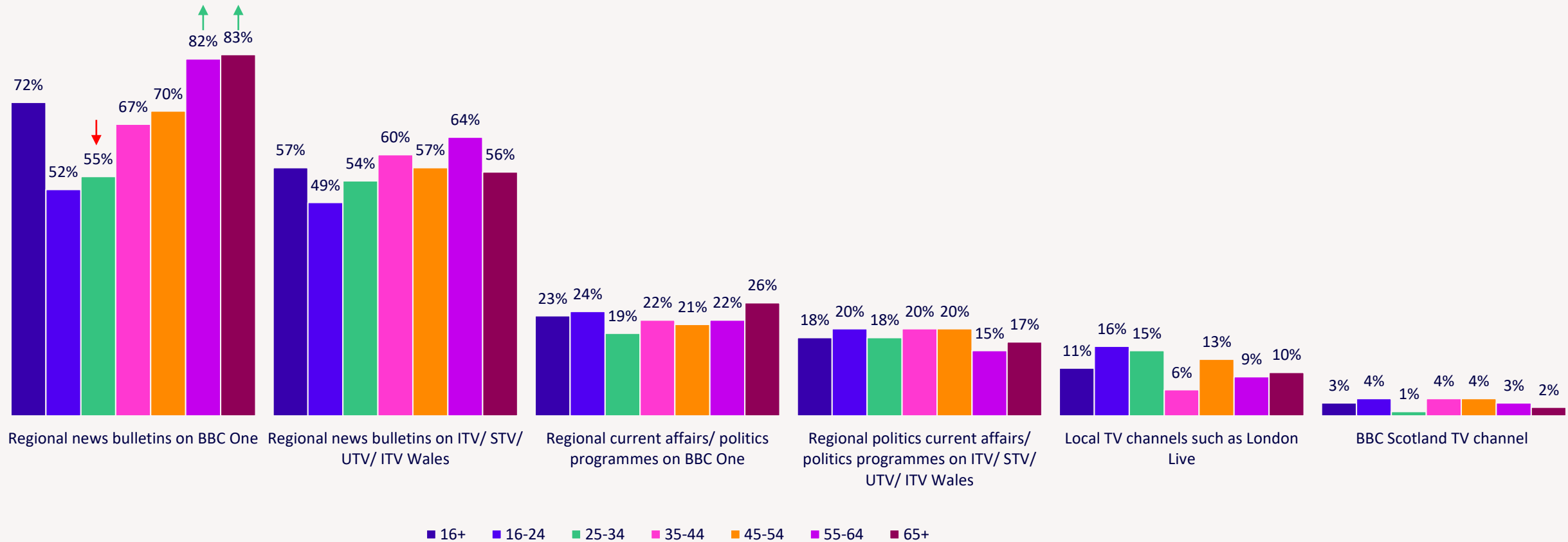
Source: Ofcom Local Media Survey

Question: Q4. Thinking specifically about TV, which of the following do you use for local news and information nowadays – i.e. which have you used in the last month or so for news?

Base: All adults 16+ (2778)

Regional news bulletins on BBC One are more likely to be used by older people than younger as a source of local news and information. While other TV sources of local news and information are more even.

Use of TV sources by age group, amongst users of TV sources for local news and information:



Source: Ofcom Local Media Survey

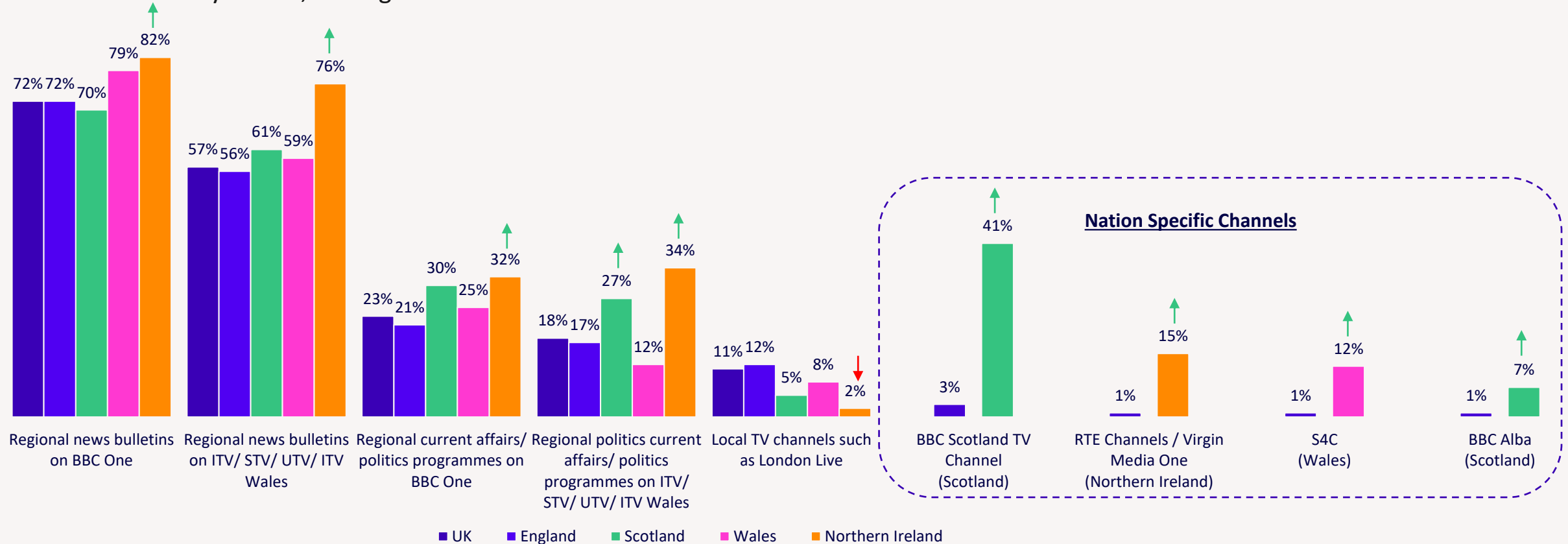
Question: Q4. Thinking specifically about TV, which of the following do you use for local news and information nowadays – i.e. which have you used in the last month or so for news?

Base: Amongst users of TV for local news: 16+ (1365), 16-24 (80), 25-34 (134), 35-44 (171), 45-54 (248), 55-64 (258), 65+ (474)

↑ ↓ = significantly higher/lower than UK total

Regional bulletins on BBC One are the most used TV source of local news and information in all nations. Regional politics programmes on STV/UTV are particularly popular in Scotland and Northern Ireland, compared to their England and Wales equivalents.

Use of TV sources by nation, amongst users of TV sources for local news and information:



Source: Ofcom Local Media Survey

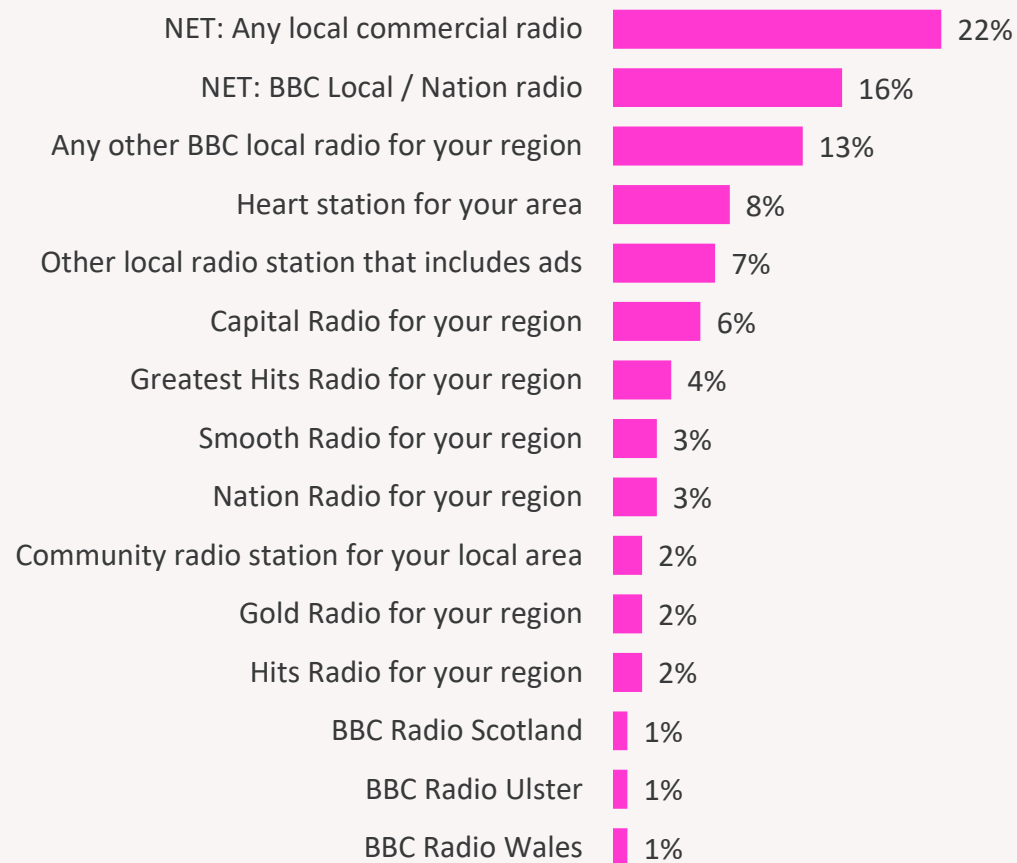
Question: Q4. Thinking specifically about TV, which of the following do you use for local news and information nowadays – i.e. which have you used in the last month or so for news?

Base: Amongst users of TV for local news: UK (1365), England (863), Scotland (130), Wales (154), Northern Ireland (198)

↑ ↓ = significantly higher/lower than UK total

Commercial stations are the most frequently used radio sources of local news and information, followed by BBC Local / Nations sources.

Radio sources of local news and information:



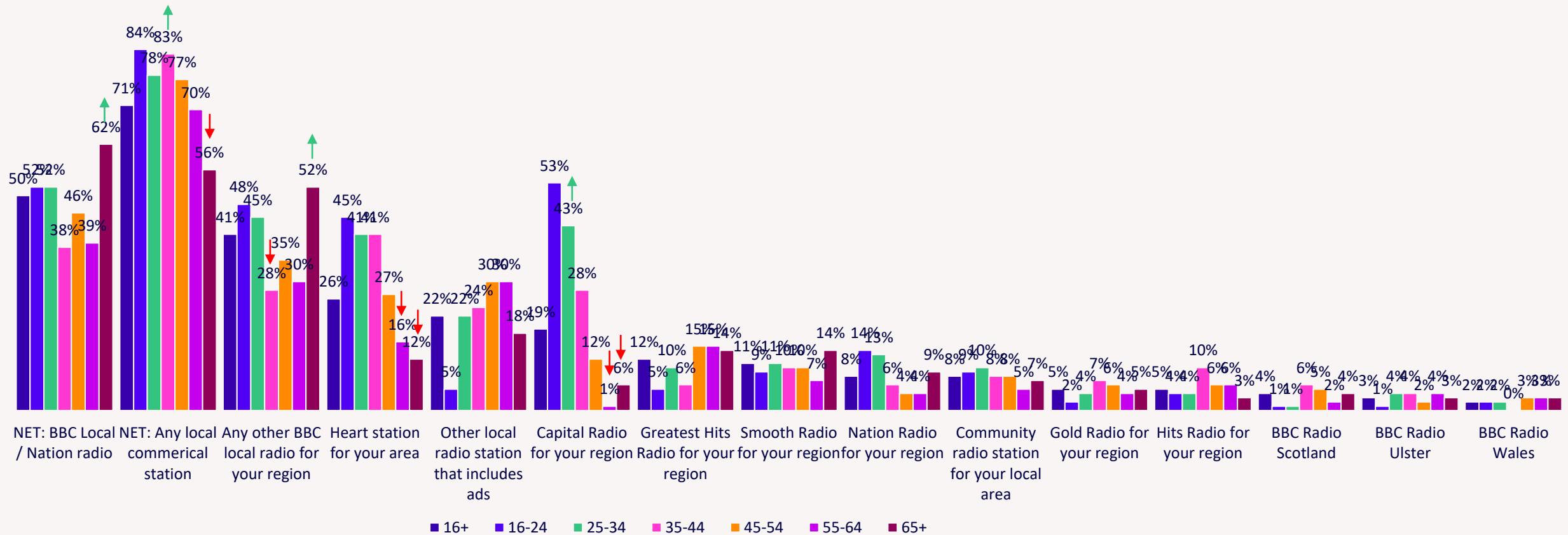
Source: Ofcom Local Media Survey

Question: Q5. Thinking specifically about radio, which of the following do you use for local news and information nowadays – i.e. which have you used in the last month or so for news?

Base: All adults 16+ (2778)

Heart and Capital stations are used primarily by younger audiences as sources of local news and information.

Use of radio stations by age group, amongst those who listen to radio for local news and information:



Source: Ofcom Local Media Survey

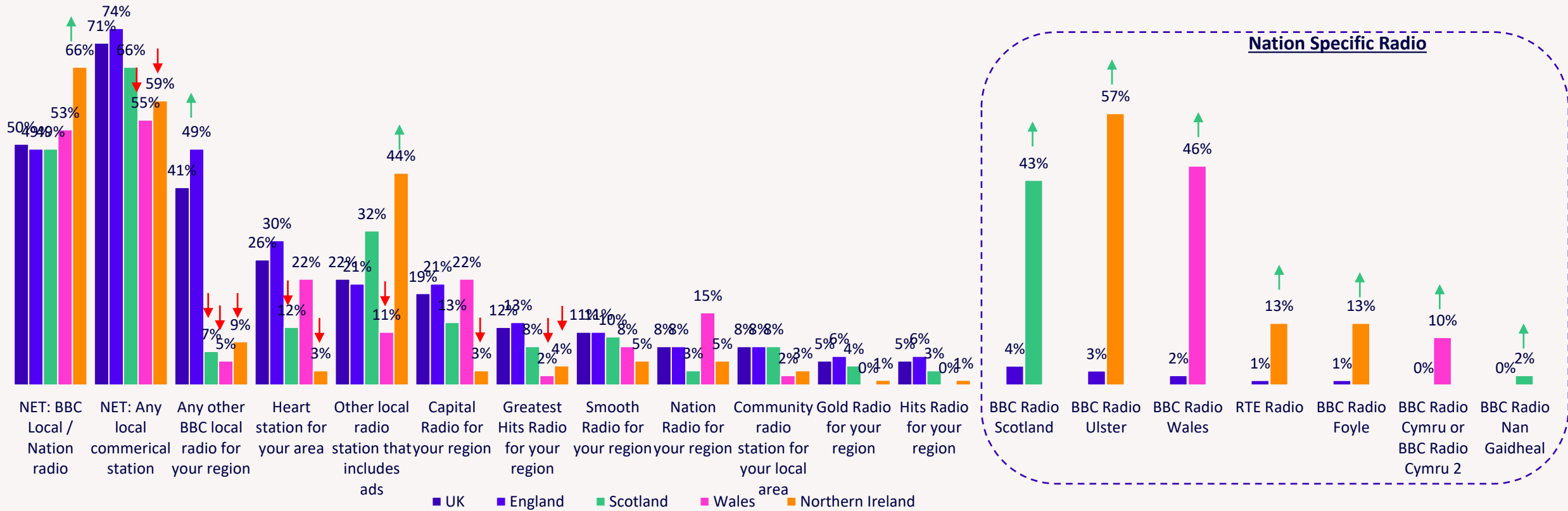
Question: Q5. Thinking specifically about radio, which of the following do you use for local news and information nowadays – i.e. which have you used in the last month or so for news?

Base: Amongst radio listeners of local news: 16+ (887), 16-24 (65), 25-34 (113), 35-44 (117), 45-54 (156), 55-64 (147), 65+ (289)

↑ ↓ = significantly higher/lower than UK total

Local BBC Radio is popular in all nations (BBC Local Radio for your region covers England, while BBC Nations Radio is used for other nations). Commercial stations such as Heart and Capital are also particularly popular in England and Wales.

Use of radio stations by nation, amongst those who listen to radio for local news and information:



Source: Ofcom Local Media Survey

Question: Q5. Thinking specifically about radio, which of the following do you use for local news and information nowadays – i.e. which have you used in the last month or so for news?

Base: Amongst radio listeners of local news: UK (887), England (550), Scotland (101), Wales (89), Northern Ireland (147)

↑ ↓ = significantly higher/lower than UK total

Local newspapers, both free and paid, are more popular than local magazines for local news and information.

Print sources of local news and information amongst total sample:



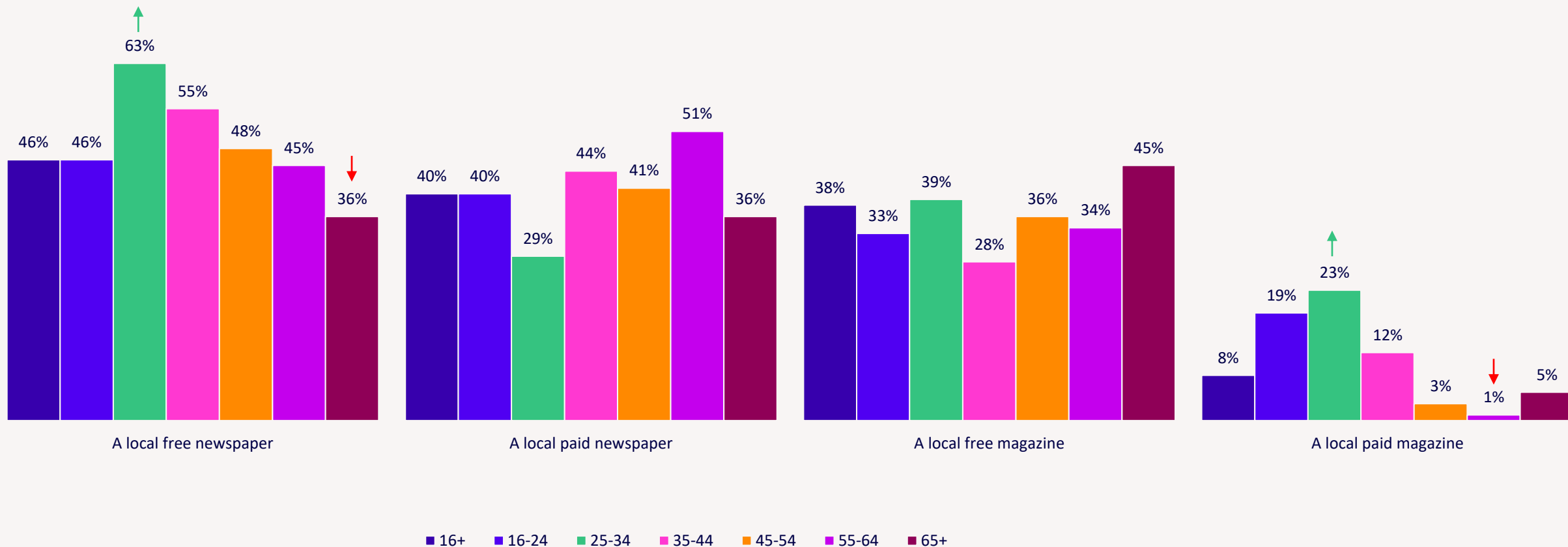
Source: Ofcom Local Media Survey

Question: Q6. Thinking specifically about newspapers and magazines, which of the following do you use for local news and information nowadays – i.e. which have you used in the last month or so for news?

Base: All adults 16+ (2778)

Newspapers and magazines are popular across all age groups among those who use print sources for local news and information.

Use of print sources by age group, amongst users of print sources for local news and information:



Source: Ofcom Local Media Survey

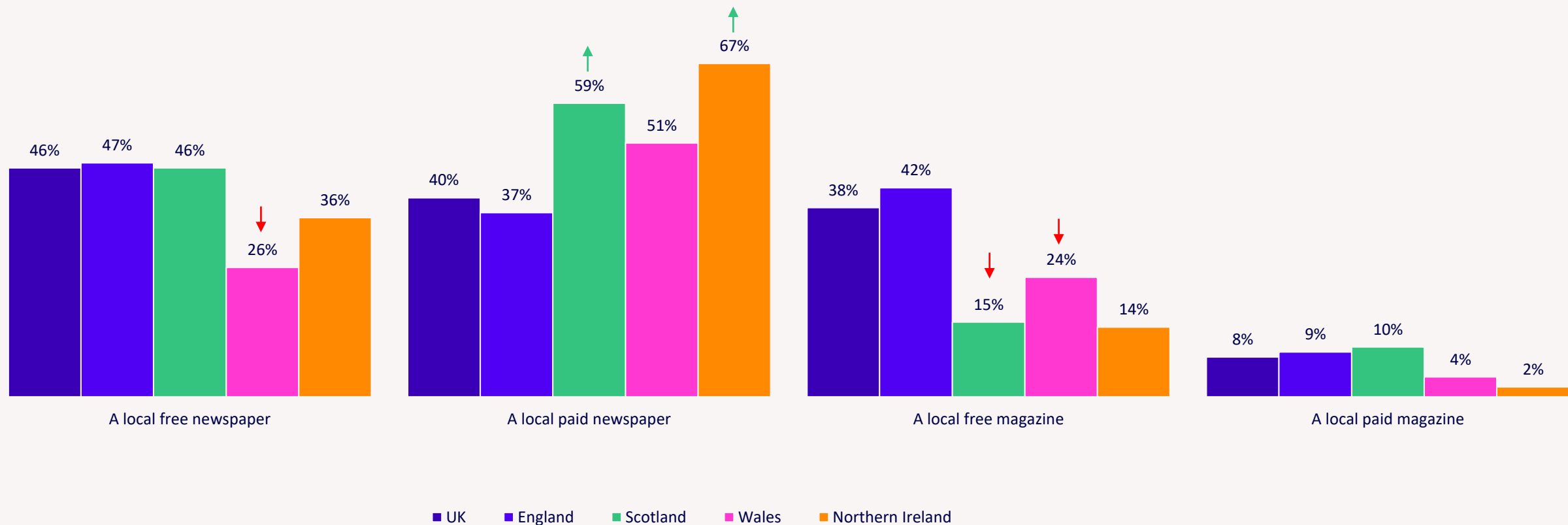
Question: Q6. Thinking specifically about newspapers and magazines, which of the following do you use for local news and information nowadays?

Base: Amongst users of print for local news: 16+ (757), 18-24 (49), 25-34 (69), 35-44 (91), 45-54 (122), 55-64 (112), 65+ (314)

↑ ↓ = significantly higher/lower than UK total

Paid newspapers are more popular sources of local news and media in Scotland, Wales and Northern Ireland than England. Free magazines are significantly more popular in England than other nations

Use of print sources by nation, amongst users of print sources for local news and information:



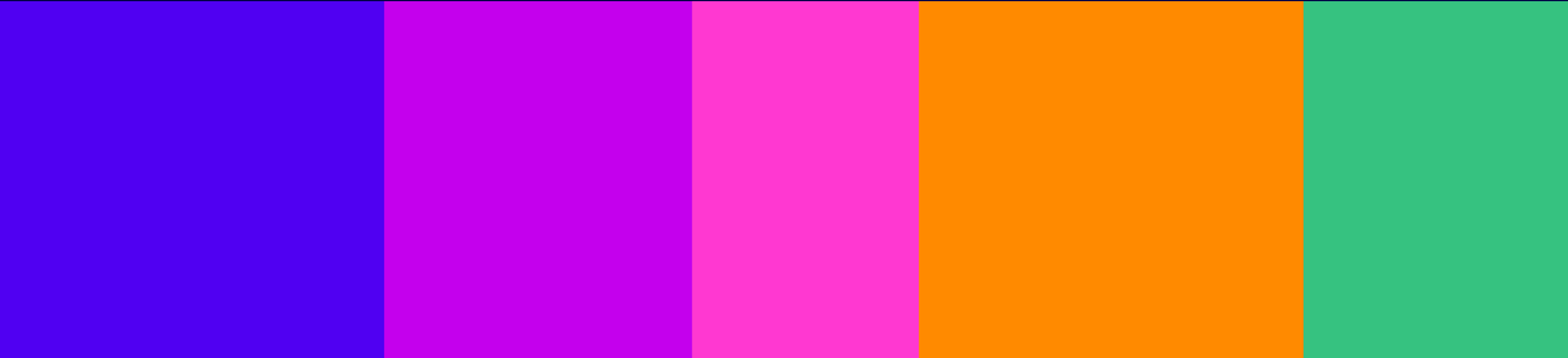
Source: Ofcom Local Media Survey

Question: Q6. Thinking specifically about newspapers and magazines, which of the following do you use for local news and information nowadays?

Base: Amongst users of print for local news: UK (757), England (507), Scotland (83), Wales (75), Northern Ireland (92)

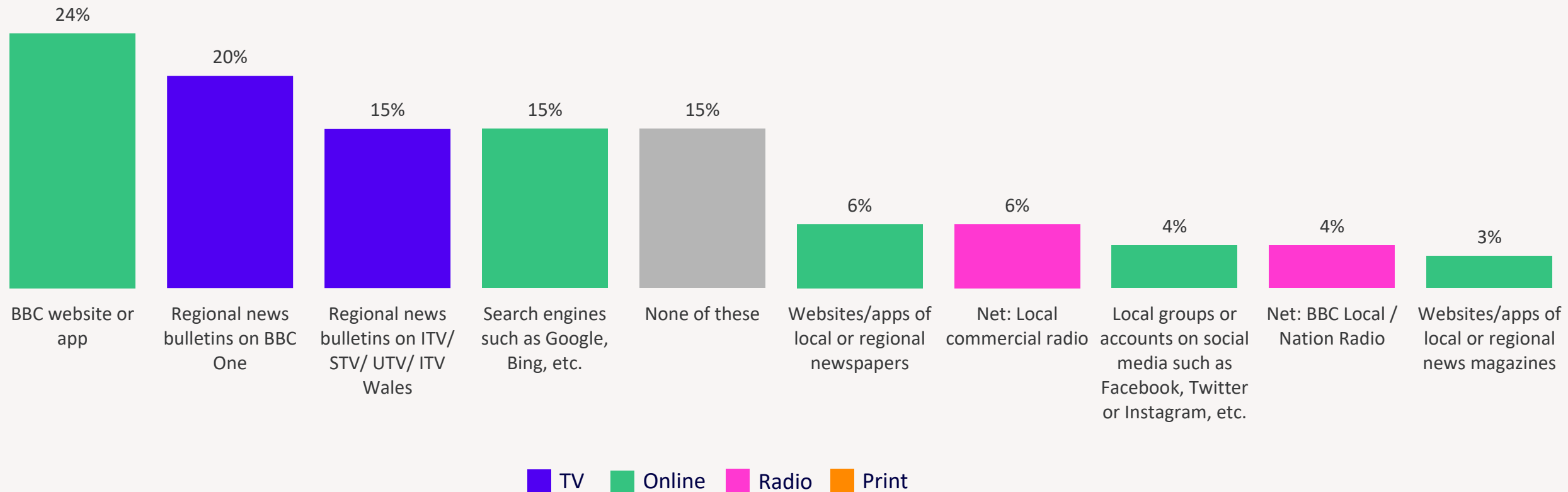
↑ ↓ = significantly higher/lower than UK total

Specific sources used for the five most popular types of local news and information



The BBC website / app and regional news bulletins on the BBC are the most used sources for local weather information. Regional news bulletins on ITV as well as online search engines are also popular sources.

Sources used for local weather information:



Source: Ofcom Local Media Survey - 'None of these' may encompass other sources not present on the list such as pre-loaded weather apps on their smartphones

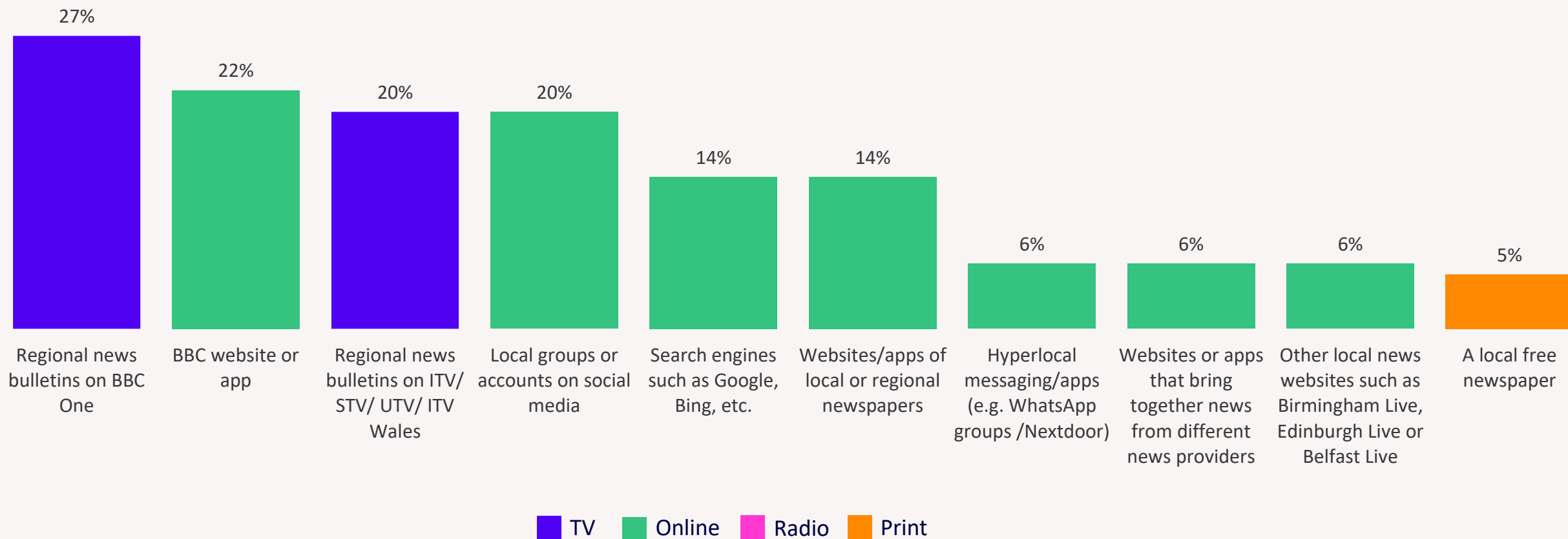
Question: Q7 Looking at all the sources of local news and information you have just said that you use, which do you use for ...?

Base: All using local media for local weather information (762)

Top 10 sources only,
very long tail observed

BBC sources followed by other regional news bulletins and local groups on social media are most popular for local news and current affairs

Sources used for local news and current affairs:



Source: Ofcom Local Media Survey

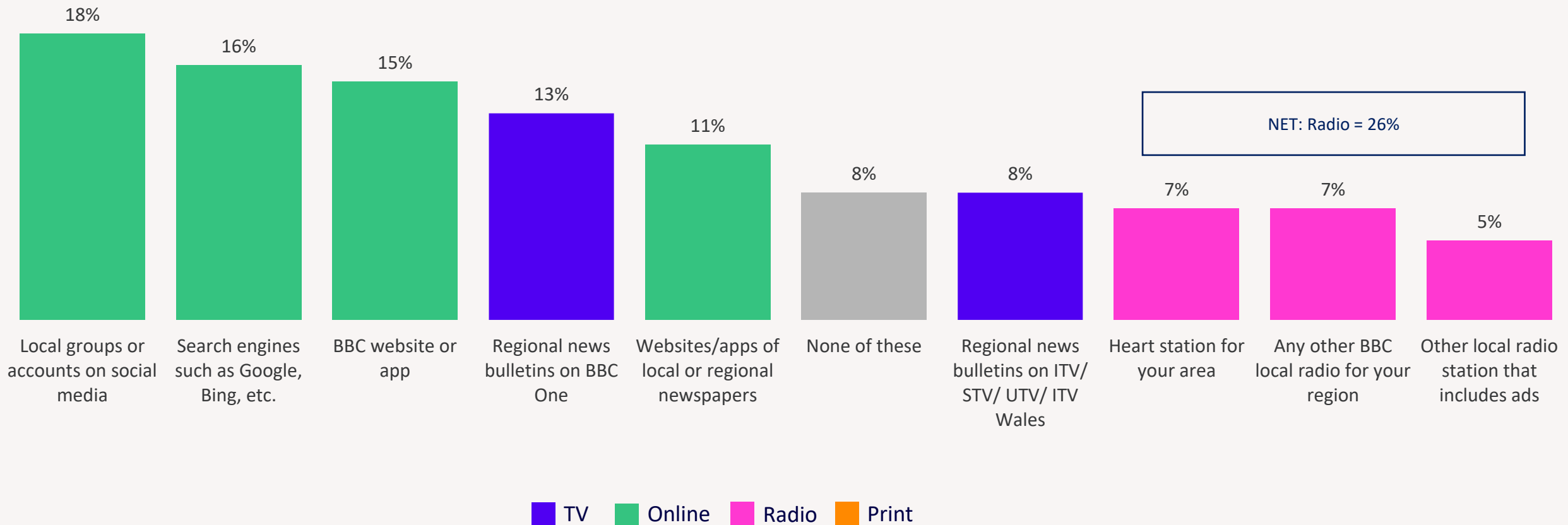
Question: Q7 Looking at all the sources of local news and information you have just said that you use, which do you use for ...?

Base: All using local media for local news and current affairs (764)

Top 10 sources only,
very long tail observed

Online services are prominent individual source of local traffic and travel information. Radio is popular overall but fragmented across services.

Sources used for local traffic & travel information:



Source: Ofcom Local Media Survey

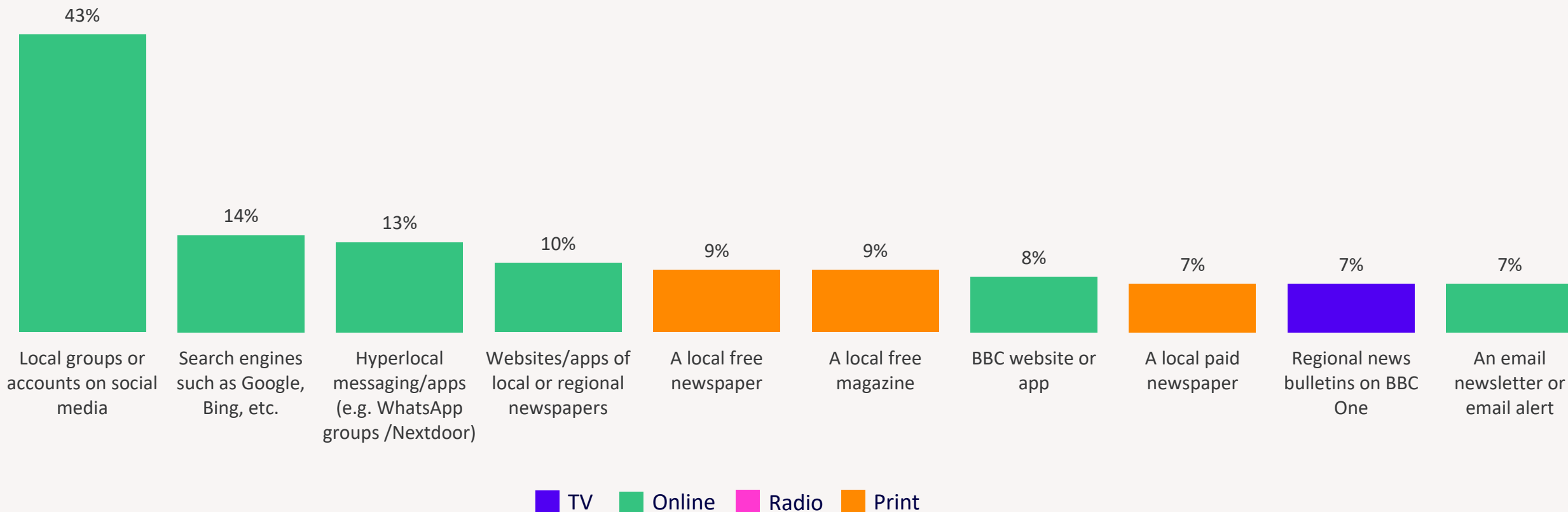
Question: Q7 Looking at all the sources of local news and information you have just said that you use, which do you use for ...?

Base: All using local media for local traffic and travel information (633)

Top 10 sources only,
very long tail observed

Online sources are the most popular sources for information about local events, followed by print sources.

Sources used for information about local events & what's on in your area:



Source: Ofcom Local Media Survey

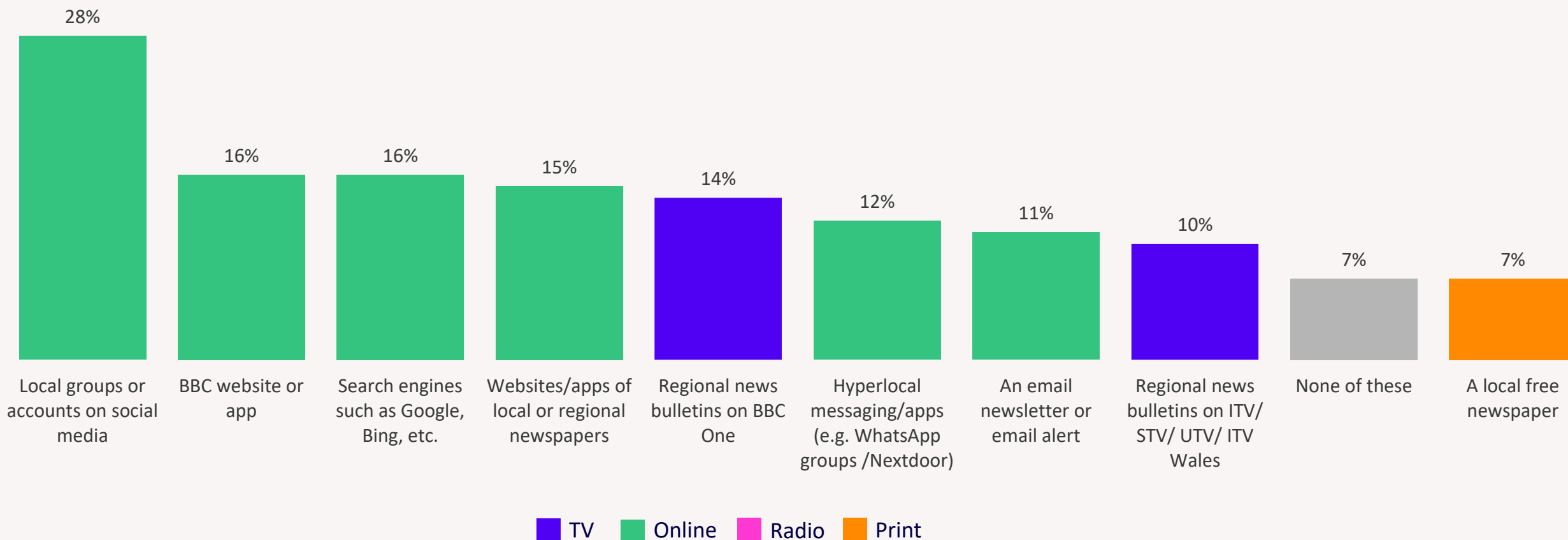
Question: Q7 Looking at all the sources of local news and information you have just said that you use, which do you use for ...?

Base: All using local media for information about local events (638)

Top 10 sources only,
very long tail observed

Overall, online sources are the most prominent for local government information, with local social media groups being the most popular news source for this.

Sources used for local government information (e.g. about local council updates):



Source: Ofcom Local Media Survey

Question: Q7 Looking at all the sources of local news and information you have just said that you use, which do you use for ...?

Base: All using local media for local government information (637)

Top 10 sources only,
very long tail observed