

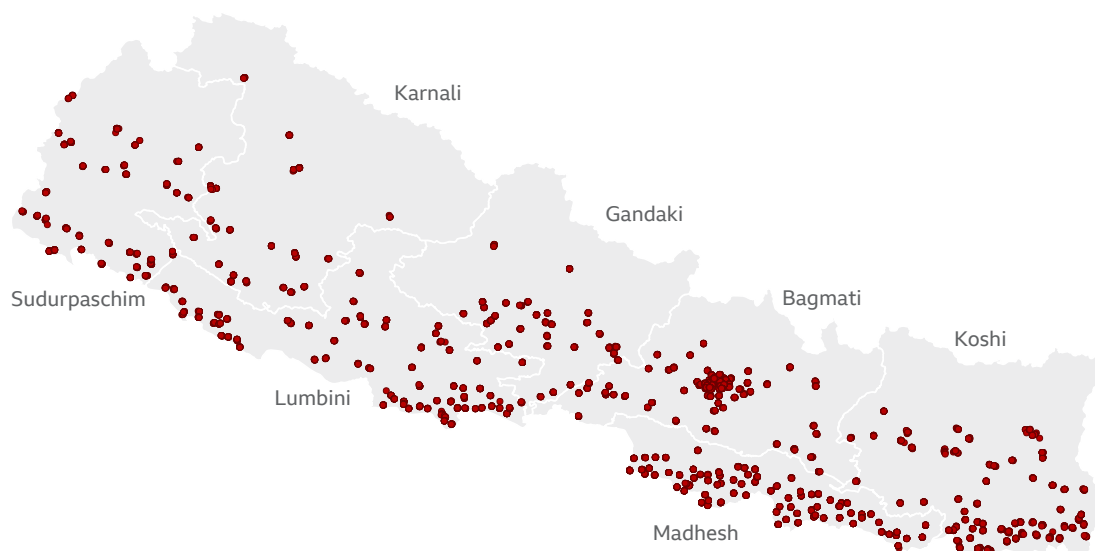
# Media usage in Nepal 2022

RESEARCH BRIEFING  
FEBRUARY 2023

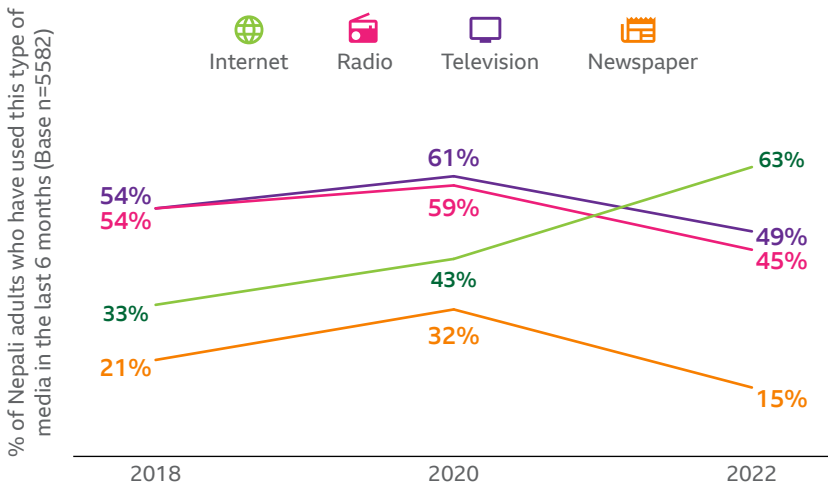
This briefing provides an overview of media usage amongst people living in Nepal. It provides data on how media usage has changed overtime, and outlines what media platforms are most popular with whom and in which locations.

The data in this briefing comes from Nepal Media Survey 2022 which was conducted by Sharecast Initiative, supported by BBC Media Action. A face-to-face survey was conducted with 5582 participants aged over 18. The sample was representative of the 2021 population census for province, age, sex and ethnicity.

Map of Nepal showing seven provinces and sample sites



# Media usage in Nepal



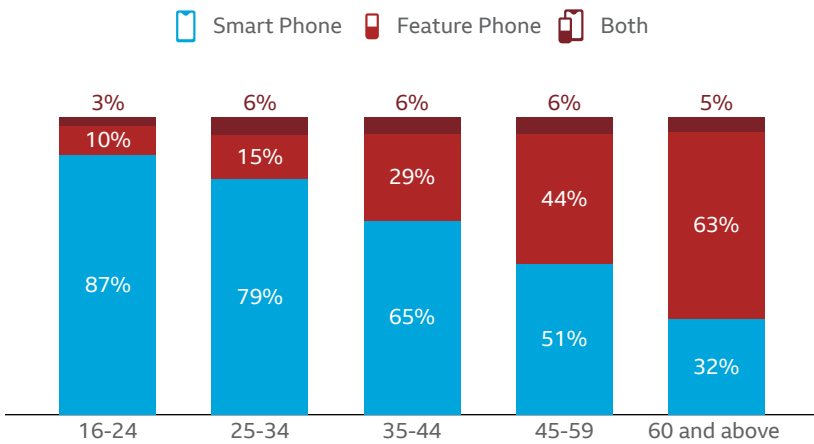
- ▶ Use of internet has almost doubled in Nepal since 2018: it has overtaken TV to become the leading media platform.
- ▶ Consumption of traditional media such as radio, television, newspaper (print) has declined.

**12%** do not have access to any media

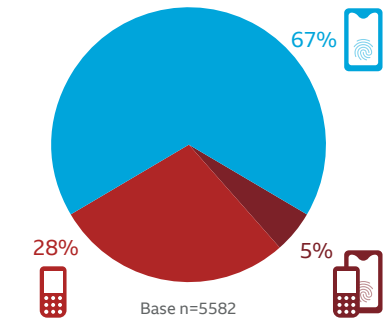
**Who are they?**

- 21%** above 60 years old
- 31%** Terai Dalit
- 23%** people from Province 2 (Madhesh Pradesh)

Mobile phone ownership by age group (Base n=5582)

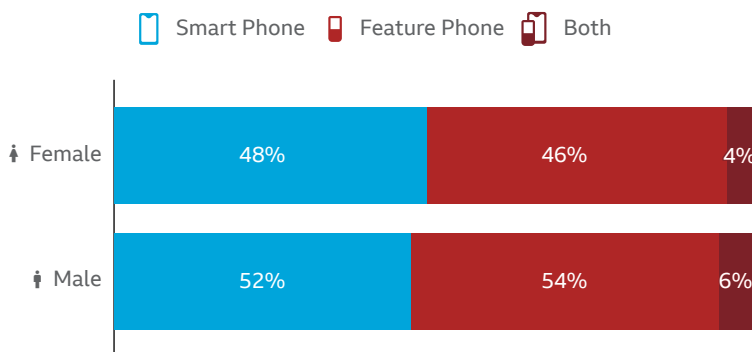


**90%** of Nepalis now own a mobile phone

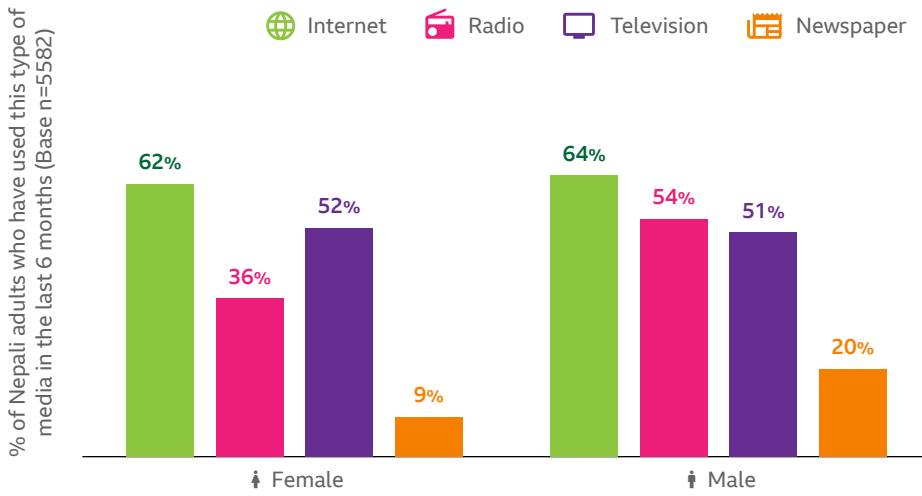


67% own a smart phone, 28% own a feature phone and 5% own both.  
Base n=5582

Mobile phone ownership by gender (Base n=5582)

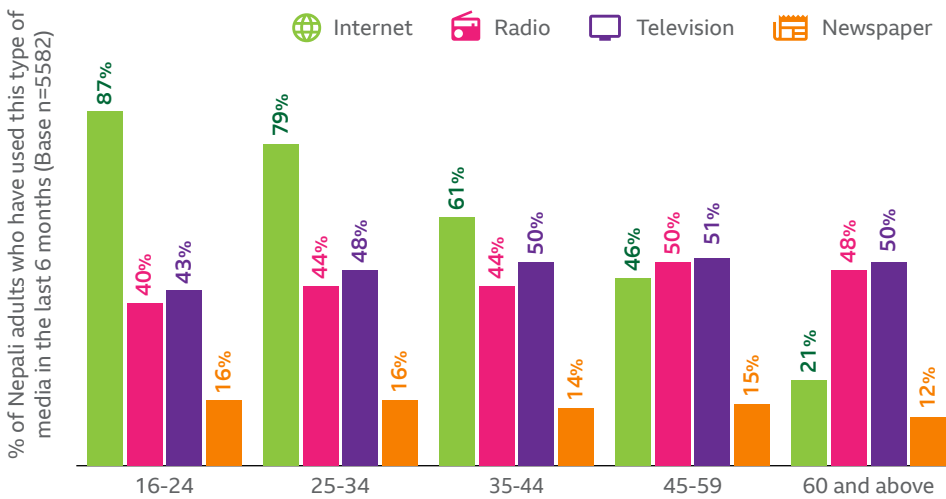


## Media usage by gender



Radio and print media are more popular with men; but men and women use TV and Internet equally.

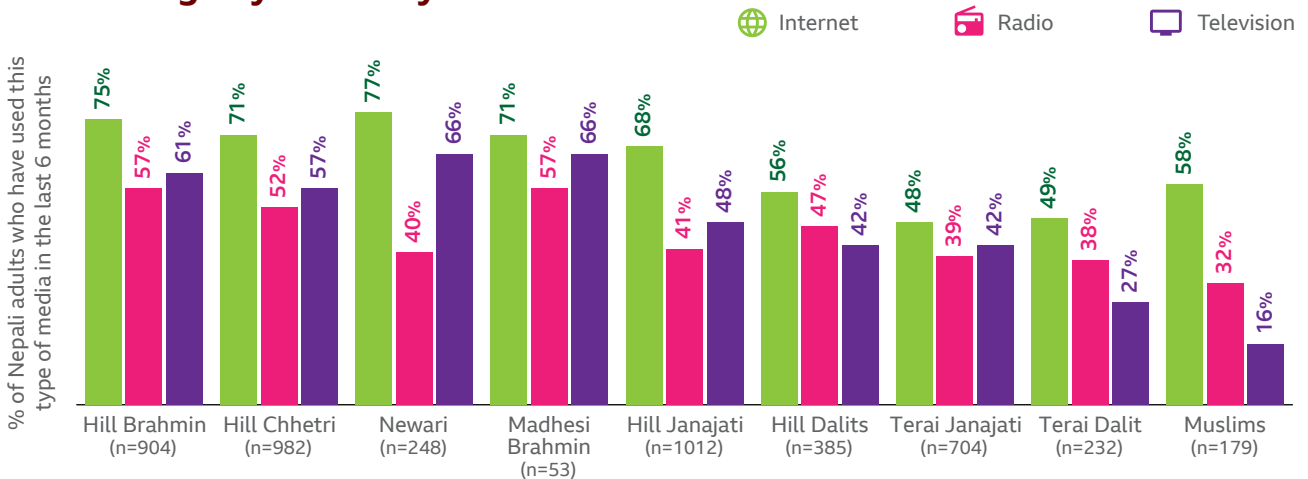
## Media usage by age



Internet usage is highest amongst the younger age groups and decreases with age.

Use of traditional media like television and radio is comparatively higher in the older age groups.

## Media usage by ethnicity

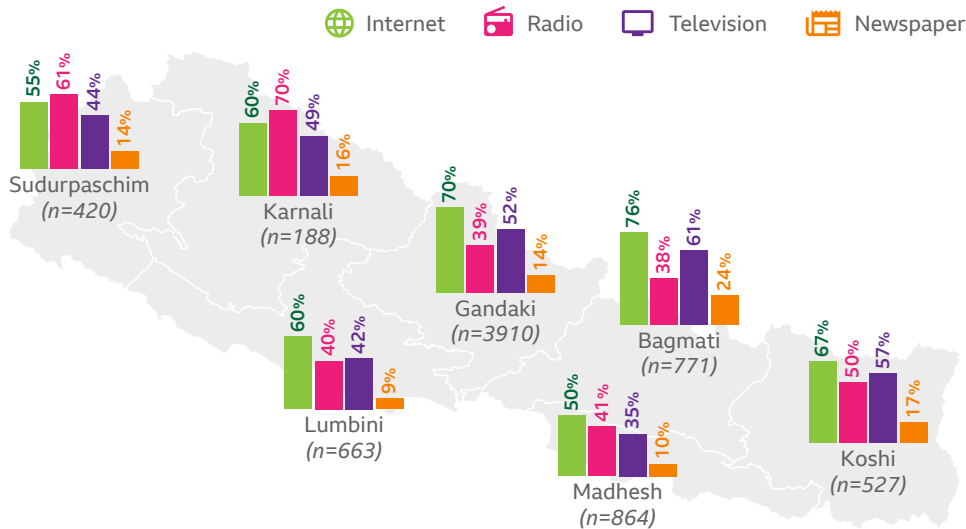


Muslims, Terai Dalits, Terai Janajati have less access to radio, television and internet compared to Hill Chhetri, Hill Brahmin, Newars and Madhesi Brahmin.





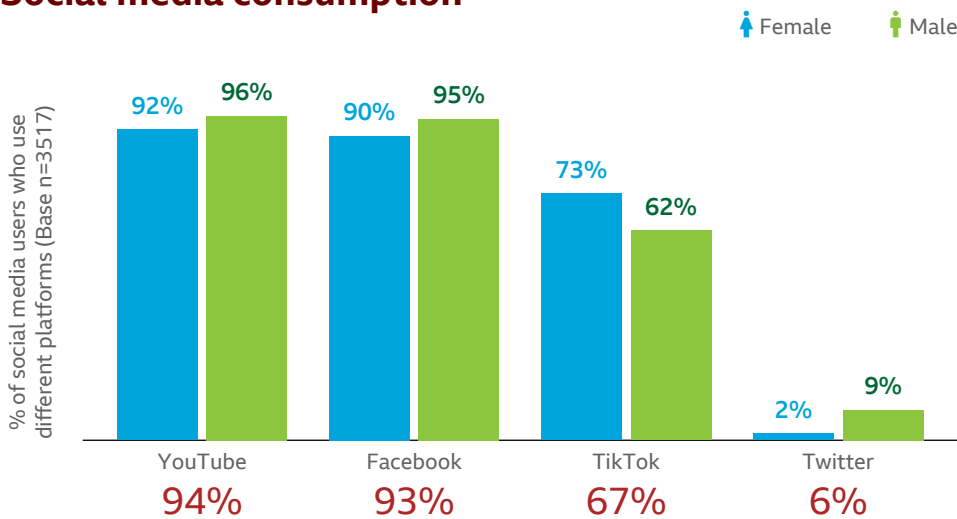
## Media access across seven provinces



Internet is the leading media platform across Nepal except in Karnali province and Sudurpaschim province, where radio remains the best way to reach audiences.

Internet usage is highest in Bagmati and Gandaki Province.

## Social media consumption



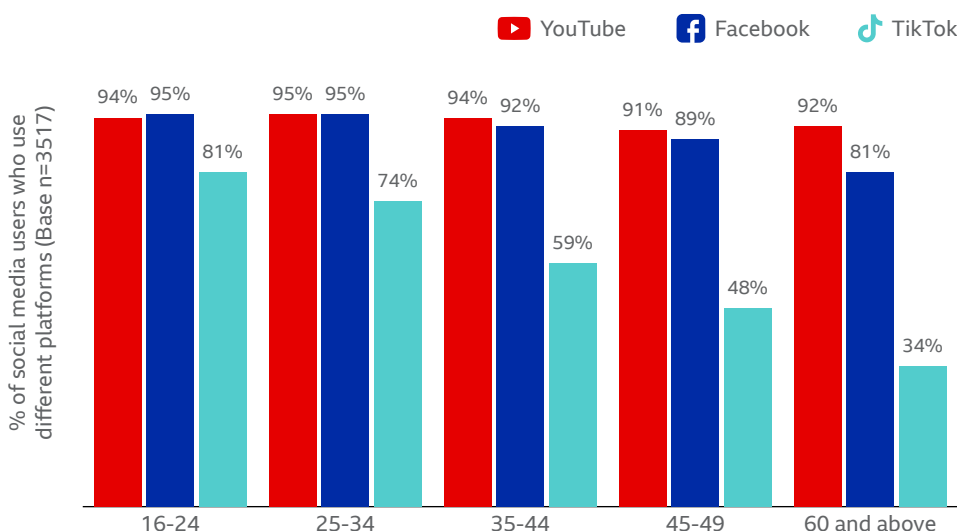
Amongst the 63% of the people who use internet, over 90% of them use social media.

YouTube is the most popular social media platform, closely followed by Facebook.

TikTok is becoming increasingly popular especially amongst younger groups and is the third most used platform nationally.

TikTok is more widely used by female social media users, while Facebook and Youtube are used by both men and women.

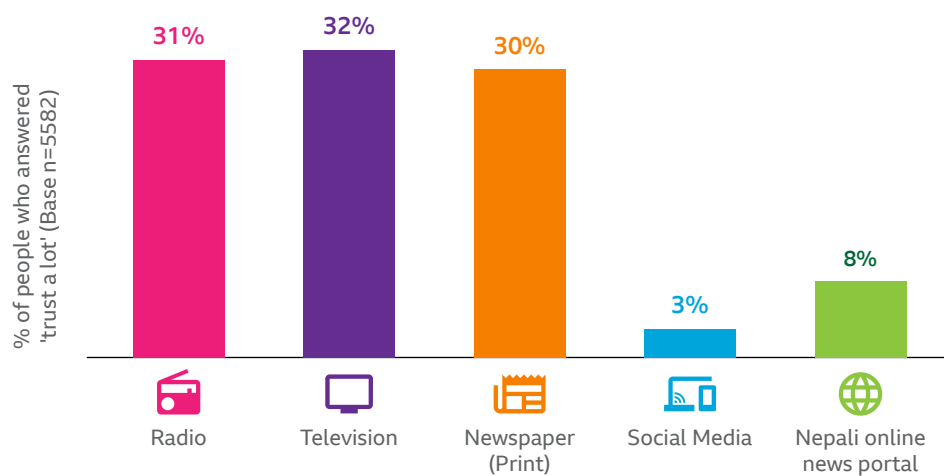
## Social media across age groups



YouTube and Facebook are popular amongst internet users of all age groups whereas TikTok is highly popular with younger age groups, and the proportion of people who use it decreases with age.



## Level of trust on media



Although social media is widely used, it is not trusted: traditional media remains the most trusted by Nepalis.

Nepalis are now using the internet and social media more. Almost two thirds (63%) use the internet, 67% have access to a smartphone, and 90% of internet users are on social media. Internet use is equal between men and women, but is much lower amongst older people and those living in provinces with lower connectivity, where radio remains the most popular.

Despite the huge increase in internet use, social media is not trusted by Nepalis, suggesting TV and radio still play a key role in providing trusted information to audiences.

Understanding the break down of who is reached by different media platforms is crucial to planning communication initiatives to support people living across Nepal.

Reference:

Sharecast Initiative Nepal [SCIN]. (2022). Nepal Media Survey 2022, Lalitpur: Sharecast Initiative Nepal.



*Note: BBC Media Action was one of the collaborating partners of Sharecast Initiative in conducting Nepal Media Survey 2022.*



**BBC MEDIA ACTION  
INSIGHT**

Registered office: Broadcasting House, Portland Place,  
London W1A 1AA, United Kingdom

Registered charity number  
(England & Wales): 1076235

Company number: 3521587

Tel: +44 (0)207 481 9797

Email: [media.action@bbc.co.uk](mailto:media.action@bbc.co.uk)

Web: [bbcmediaaction.org](http://bbcmediaaction.org)