

NEWS CONSUMPTION SURVEY – QUESTIONNAIRE – FINAL – 29 05 20

Introduction:

Good afternoon/evening, my name is ... from Jigsaw Research. We're conducting a study about how people get their news across the UK, and we're keen to get your views.

This study is being carried out for Ofcom (the Office of Communications), which is responsible for overseeing broadcast services in the UK.

Your answers to the survey will remain completely confidential. They will never be reported on at an individual level or be used to identify you in any way. The information collected by Jigsaw is on behalf of, and will remain, the property of Ofcom and will not be passed on to any third parties.

First, we will ask you a few questions about yourself and the media you use. This will only take a few minutes. This will allow us to see whether you qualify to complete the full survey. The full survey will take 25-30 minutes depending on the media you use.

1. Yes – CONTINUE
2. No – Arrange call-back if possible

Thank you.

SECTION A: SCREENING QUESTIONS

**ASK ALL
(SINGLECODE)**

A1) Sex of respondent?

INTERVIEWER PLEASE CODE THIS UP

1. Male
2. Female
3. Other

ASK ALL

A2) How old are you?

TEXT BOX
Rather not say

**ASK ALL RESPONDENTS WHO RATHER NOT SAY AGE ON LAST BIRTHDAY AT A2
(SINGLECODE)**

A3) Which of the following age bands are you in?

1. 16-17
2. 18-24
3. 25-34
4. 35-44
5. 45-54
6. 55-64
7. 65-74
8. 75+

**ASK ALL
(SINGLECODE)**

A4) What is the occupation of the Chief Income Earner in your household, that is the person with the largest income whether from employment, pension, state benefits, investments, or any other source?

TEXT BOX

- IF RETIRED, ASK FOR PREVIOUS OCCUPATION IF PRIVATE PENSION RECEIVED
- IF SELF-EMPLOYED OR MANAGERIAL, ASK FOR NUMBER OF EMPLOYEES RESPONSIBLE FOR
- IF LOCAL AUTHORITY, CIVIL SERVICE OR ARMED FORCES, ASK GRADE/RANK
- ASK FOR DETAILS OF TRAINING/QUALIFICATIONS

1. A
2. B
3. C1
4. C2
5. D
6. E

ASK ALL

A5) What is your postcode? Please note: this question will only be used to assign you to a region of the UK and not to identify where you live.

TEXT BOX

1. Don't know
2. Prefer not to say

SCRIPTER, AUTOCODE FROM POSTCODE INTO THE FOLLOWING TV REGIONS AND SHOW RELEVANT REGION IN LATER QUESTIONS. NOTE: POSTCODE NEEDS TO BE VALIDATED AS FULL POSTCODE (7/8 CHARACTER NOTATION)

A6) TV REGIONS

1. BBC North East and Cumbria
2. BBC North-West
3. BBC Yorkshire & Lincolnshire
4. BBC Midlands West
5. BBC Midlands East
6. BBC East
7. BBC West
8. BBC South
9. BBC South West
10. BBC South East
11. BBC London
12. BBC Wales
13. BBC Scotland
14. BBC Northern Ireland

SCRIPTER, AUTOCODE FROM POSTCODE INTO THE FOLLOWING URBANITY/RURALITY CODES

A7) URBANITY/RURALITY

URBAN:

1. Large city
2. Smaller city / large town
3. Medium town
4. Small town <10 miles of a large settlement
5. Small town >10 miles from a large settlement

RURAL:

6. <10 miles of a large settlement

REMOTE RURAL:

7. >10 miles from a large settlement

ASK ALL

(MULTICODE)

A7b) How would you describe your national identity?

1. English
2. Welsh
3. Scottish
4. Northern Irish
5. British
6. Other (Please write in)

ASK ALL

(SINGLECODE)

A8a) Which of these best describes your ethnic origin?

A: White

1. English / Welsh / Scottish / Northern Irish / British Irish
2. Irish
3. Gypsy or Irish traveller
20. Roma
4. Any other White background

B: Mixed

5. White and Black Caribbean
6. White and Black African
7. White and Asian
8. Any other Mixed background

C: Black or Black British

9. Caribbean
10. African
11. Any other Black, Black British or Caribbean background

D: Asian or Asian British

12. Indian
13. Pakistani
14. Bangladeshi
15. Chinese
16. Any other Asian background

E: Other Ethnic Group

19. Arab
17. Any other ethnic group
18. Prefer not to say

**ASK ALL
(SINGLECODE)**

A8b) How long have you lived in the UK for?

1. All my life / born in UK
2. Less than 6 months
3. 6 months to 1 year
4. 1 to 2 years
5. 3 to 5 years
6. 6 to 10 years
7. 11 to 15 years
8. 16 to 20 years
9. 21 to 30 years
10. 31 to 40 years
11. 41 to 50 years
12. More than 50 years

**ASK ALL
(SINGLECODE)**

A9) What is your religion?

1. No religion
2. Catholic
3. Church of England/Scotland/Ireland
4. Other Christian
5. Buddhist
6. Hindu
7. Jewish
8. Muslim
9. Sikh
10. Any other religion, please describe
11. Prefer not to say

SECTION B: INTERESTS AND TECHNOLOGY
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ASK ALL

RANDOMISE CODES 1-11

(MULTICODE OK)

B1) We would first of all like to know about some of your interests. Which of the following are you interested in?

1. News and Current affairs
2. Sport
3. Film and Cinema
4. Books
5. Music
6. Politics
7. Business
8. Cars/motoring
9. Holidays/travel
10. Cooking
11. Fashion
12. None of these

ASK ALL

(MULTICODE OK)

B2) Which of the following do you ever use, if at all? Please select all that apply

1. In home internet access
2. Internet access while travelling
3. Internet access at work or place of study
4. Internet access in a public place (e.g. a café or library)
5. None of these/don't access the Internet

ASK ALL

RANDOMISE CODES 1-11

(MULTICODE OK)

B3) Through which of the following ways, if any, do you receive television in your household? Please think about all the TV sets in your household

1. Sky - Digital Satellite TV for a monthly subscription
2. Satellite TV from someone other than Sky
3. Free-Sat – Digital Satellite TV WITHOUT a monthly subscription
4. Virgin Media through cable
5. Freeview through a TV aerial and set-top box (**N IRELAND:** including Republic of Ireland Freeview / Saorview in Northern Ireland)
6. TV set which has Freeview channels built in (without a separate set-top box)
7. YouView set top box
8. BT TV (formerly BT Vision)
9. Talk Talk TV
10. EE TV
11. NOW TV
12. Other – WRITE IN
13. No TV – FIX AND MUTUALLY EXCLUSIVE
14. DON'T KNOW

ASK ALL

RANDOMISE CODES 1-6

(MULTICODE OK)

B4) Do you personally own any of the following devices?

1. Mobile phone
2. Laptop or netbook computer
3. Tablet Computer e.g. iPad or Samsung Galaxy
4. E-book Reader e.g. Kindle or Kobo
5. Static gaming device e.g. Xbox, Playstation, Nintendo Wii
6. Mobile gaming device e.g. PSP or Nintendo DS
7. MP3 player e.g. iPod Touch
8. Personal assistant e.g. Amazon Echo/Dot, Google Home
9. Other mobile device
10. None of these
11. DON'T KNOW

ASK ALL WHO PERSONALLY USE A MOBILE PHONE (B4).

(SINGLECODE)

B5) Do you personally use a Smartphone?

IF NECESSARY SAY: A Smartphone is a phone on which you can easily access emails, download files and apps, as well as view websites and generally surf the internet. Popular brands of Smartphone include iPhone, Android phones such as the Samsung Galaxy Note or Microsoft Windows phones such as Nokia Lumia.

1. Yes
2. No
3. DON'T KNOW

SECTION C: SOURCES FOR NEWS

INTERVIEWER READ OUT

I would now like to ask you some questions about your personal use of news.

We know from talking to other people that they get news in different ways. Some people tell us that they watch TV or listen to the radio in the morning, while they're getting up or driving to work. Others read newspapers or look at news on their mobiles on their commute, or read it online throughout the day either on a PC or laptop or via a mobile phone app. Some people get news updates through social media such as Facebook and Twitter and many people watch the news on TV in the evening or have the radio on in the background while they are doing other things.

So when answering the following questions, please think about your whole day and all the times you might be in contact with news

By 'news' I mean news and current affairs in <[TEXT AS BELOW]> FILTERED, across the UK and from around the world.

<FILTERED> - 'YOUR REGION' IN ENGLAND, 'WALES', 'SCOTLAND', 'NORTHERN IRELAND' IN RESPECTIVE NATIONS

SHOW SCREEN

ASK ALL

ROTATE CODES 1-9, 12

**PLEASE KEEP CODES 12, 4, 5, 6 & 7 TOGETHER IN THE ROTATION. ALWAYS SHOW CODE 12 FIRST
(MULTICODE OK)**

C1) Which of the following platforms do you use for news nowadays?

1. Television
2. Newspapers (printed)
3. Radio
12. Podcasts
4. Social media on a computer/laptop/netbook/tablet
5. Social media on a mobile phone
6. Other internet sources on a computer/laptop/netbook/tablet (including apps you've downloaded and those automatically loaded onto your device)
7. Other internet sources on a mobile phone (including apps you've downloaded and those automatically loaded onto your phone)
8. Interactive TV services via the 'red button' or apps on the TV
9. Magazines
10. Word of mouth (family / friends / colleagues) – in person/by phone/email
11. None of these [GO TO G1]

SHOW SCREEN

ASK ALL WHO USE OTHER INTERNET SOURCES NOWADAYS AT C1 (C1=CODES 6-7)

ROTATE CODES 1-8

(MULTICODE OK)

C2) You said you use internet sources (on any device) for news nowadays. Which of the following do you use to get news? CODE AS MANY AS APPLY

1. Websites/apps of **newspapers** such as theguardian.com or Mail Online
2. Websites/apps of **news magazines** such as The Economist or The Week
3. Websites/apps of **TV and radio companies** such as BBC News Online or Sky News Online
4. **Social media sites** such as Facebook, Twitter, etc.
5. **Search engines** such as Google, Bing, etc.
6. Websites/apps of **online news organisations** like BuzzFeed, Huffington Post, Vice, etc.
7. **News aggregation websites/apps** which are designed to bring news sources together. This might include Apple News (on Apple devices), Upday (on Samsung devices), Google News, MSN, Yahoo or the home page of your internet service provider such as Tesco or Virgin
8. Blogs
9. Other (WRITE IN)
10. DON'T KNOW

SCRIPTER: BACK CODE AS 'SOCIAL MEDIA' USER IF C2 = CODE 4 AND C1 ≠ 4 OR 5 (INTERVIEWER TO CODE UP AS PHONE/LAPTOP/NETBOOK/TABLET OR MOBILE PHONE)

SECTION D: CONSUMPTION OF NEWS ON PLATFORMS AND SOURCES
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SHOW SCREEN

ASK ALL

ROTATE 'TYPES OF NEWS' CODES 1-9, 12

(MULTICODE OK)

D1) Where do you tend to go most often for each of the following types of news content?

Firstly, where do you tend to go most often for [insert type of news]?

REPEAT FOR ALL OTHER TYPES OF NEWS CONTENT

Types of news:

1. Local news
2. UK news
3. Foreign/international news
4. Celebrity news
5. Headlines – i.e. Top stories
6. Breaking news – i.e. News that's happening now
7. Political news
8. In depth analysis
9. Sports

SCRIPTER: ONLY SHOW RELEVANT CODES FROM C1

Sources go to first:

1. Television
2. Newspapers (printed)
3. Radio
12. Podcasts
4. Social media on a computer/laptop/netbook/tablet
5. Social media on a mobile phone
6. Other internet sources on a computer/laptop/netbook/tablet (including apps you've downloaded and those automatically loaded onto your device)
7. Other internet sources on a mobile phone (including apps you've downloaded and those automatically loaded onto your phone)
8. Interactive TV services via the 'red button' or apps on the TV
9. Magazines
10. Word of mouth (family / friends / colleagues) – in person/by phone/email
11. Not interested in this news content

FOR THE REMAINING QUESTIONS IN THIS SECTION, DISPLAY ONLY SOURCES USED FOR NEWS NOWADAYS AT C1 SHOW SCREEN

ASK ALL WHO HAVE SELECTED TELEVISION NOWADAYS AT C1 (C1=1)

ROTATE BETWEEN CODES 1-10, 29; 11-24

(MULTICODE OK)

INTERVIEWER INSTRUCTION: WE ARE ONLY INTERESTED IN THEIR CURRENT TV VIEWING FOR NEWS AT THIS QUESTION.

D2a) Thinking specifically about <SOURCE USED AT C1 CODE 1>, which of the following do you use for News NOWADAYS? IF NECESSARY: Which have you watched in the last month or so to access news? Are there any others?

CODE AS MANY AS APPLY

1. BBC One
2. BBC Two
3. BBC Four
4. BBC Alba (**SCOTLAND**)
29. BBC Scotland (**SCOTLAND**)
5. BBC Parliament
6. ITV (**ALL**) / ITV WALES (**WALES**) / UTV (**N IRELAND**) / STV (**SCOTLAND**)
7. Channel 4
8. S4C (**WALES**)
9. Channel 5
10. RTE Channels / Virgin Media One (formerly known as TV3) / TG4 (**N IRELAND**)
11. Sky News Channel
12. BBC News Channel
13. CNN
14. CNBC
15. Euronews (English version)
16. Euronews (Non English version)
17. Al Jazeera (English version)
18. Al Jazeera (Arabic version)
19. RT (Russia Today)
20. Bangla TV
21. TF1
22. France 24
23. CGTN - China (formerly known as CCTV News)
24. Bloomberg TV
25. Other channel(s) - Specify (WRITE IN) *NB: WE PLAN TO USE AN ALPHA NUMERIC PRE-CODE LIST HERE THAT WILL DEFAULT TO THE SOR MASTER SOURCE FILE (HERE AND AT ALL SIMILAR QUESTIONS)*
26. None of these
27. DON'T KNOW

DO NOT SHOW SCREEN

**ASK ALL WHO HAVE SELECTED TELEVISION CHANNELS AT D2a (D2a 1-24)
IF OTHER SPECIFY (CODE 25) CHOSEN AT D2a PLEASE SHOW TYPED IN RESPONSES
(SINGLECODE PER CODE)**

D2b) And typically how often do you watch the news on...<CODE SELECTED AT D2a>,

1. Lots of times throughout the day
2. 2-3 times a day
3. Once a day
4. Most days
5. 2-3 times a week
6. About once a week
7. Every 2-3 weeks
8. About once a month
9. Less often
10. DON'T KNOW

SHOW SCREEN

**ASK ALL WHO HAVE USED NEWSPAPER NOWADAYS AT C1 (C1=2)
ROTATE BETWEEN CODES 1-10; CODES 11-21, 25-27
(MULTICODE OK)**

INTERVIEWER INSTRUCTION: WE ARE ONLY INTERESTED IN THEIR CURRENT READERSHIPS HABITS AT THIS QUESTION.

D3a) Thinking specifically about daily newspaper(s), which of the following do you use for news **NOWADAYS? IF**

NECESSARY: Which have you read in the last month or so? By newspapers we mean the paper versions and not the websites or apps. Are there any others? **CODE AS MANY AS APPLY**

1. The Sun
2. The Daily Mail
3. The Daily Star
4. The Daily Express
5. The Daily Mirror
6. The Guardian
7. The 'i'
8. The Times
9. The Daily Telegraph
10. The Financial Times
11. The Herald (SCOTLAND)
12. The Scotsman (SCOTLAND)
13. The Daily Record (SCOTLAND)
14. The National (SCOTLAND)
15. The Press and Journal (Aberdeen) (SCOTLAND)
16. The Courier and Advertiser (Dundee) (SCOTLAND)
17. The Belfast Telegraph (NORTHERN IRELAND)
25. The News Letter (NORTHERN IRELAND)
18. The Irish News (NORTHERN IRELAND)
19. South Wales Echo (WALES)
26. The Western Mail (WALES)
27. The Daily Post (WALES)
20. The Metro
21. The Evening Standard
22. Any local daily newspaper- Specify (WRITE IN)
23. None of these / Don't read a Daily Newspaper
24. DON'T KNOW

DO NOT SHOW SCREEN

**ASK ALL WHO HAVE SELECTED DAILY NEWSPAPERS AT D3a (D3a =28-48)
IF OTHER SPECIFY (CODE 49) CHOSEN AT D3a PLEASE SHOW TYPED IN RESPONSES
(SINGLECODE PER CODE)**

D3b) And typically how often do you read the news in...<ONLY ASK FOR CODES SELECTED AT D3a>?

1. Lots of times throughout the day
2. 2-3 times a day
3. Once a day
4. Most days
5. 2-3 times a week
6. About once a week
7. Every 2-3 weeks
8. About once a month
9. Less often
10. DON'T KNOW

SHOW SCREEN

**ASK ALL WHO HAVE USED NEWSPAPER NOWADAYS AT C1 (C1=2)
ROTATE BETWEEN CODES 1-9; 10-16, 21
(MULTICODE OK)**

INTERVIEWER INSTRUCTION: WE ARE ONLY INTERESTED IN THEIR CURRENT READERSHIPS HABITS AT THIS QUESTION.

D4a) Thinking specifically about weekly newspaper(s), which of the following do you use for news NOWADAYS? IF NECESSARY: Which have you read in the last month or so? By newspapers we mean the paper versions and not the websites or apps. Are there any others? CODE AS MANY AS APPLY

1. The Sun on Sunday
2. The Mail on Sunday
3. The Daily Star on Sunday
4. The Sunday Express
5. The Sunday Mirror
6. The Observer
7. The Sunday Times
8. The Sunday Telegraph
9. The People
21. The New European
10. The Herald on Sunday (formerly The Sunday Herald) (SCOTLAND)
11. The Sunday Post (SCOTLAND)
12. The Sunday Mail (SCOTLAND)
13. Scotland on Sunday (SCOTLAND)
21. The Sunday National (SCOTLAND)
14. Wales on Sunday (WALES)
15. Sunday Life (NORTHERN IRELAND)
16. Sunday World (NORTHERN IRELAND)
17. Any local paid weekly paper - Specify (WRITE IN)
18. Any local free weekly newspaper – Specify (WRITE IN)
19. None of these / Don't read a Weekly Newspaper
20. DON'T KNOW

DO NOT SHOW SCREEN

ASK ALL WHO HAVE SELECTED WEEKLY NEWSPAPERS AT D4a (D4a=52-67)

IF OTHER SPECIFY (CODES 68 OR 69) CHOSEN AT D4a PLEASE SHOW TYPED IN RESPONSES (SINGLE CODE PER CODE)

D4b) And typically how often do you read the news in...<CODES SELECTED AT D4a>?

6. About once a week
7. Every 2-3 weeks
8. About once a month
9. Less often
10. DON'T KNOW

SHOW SCREEN

ASK ALL WHO HAVE USED MAGAZINES NOWADAYS AT C1 (C1=9)

ROTATE BETWEEN CODES 1-4

SCRIPTER: PLEASE ENSURE THAT THE OTHER SPECIFY CODE (CODE 5) IS SET UP IN THE SAME WAY AS THE OTHER SPECIFY CODES FROM Q5A-E. YOU WILL NEED TO CREATE 5 SPECIFY OPTIONS WITHIN THIS CODE AND THEY WILL NEED TO BE A TYPE IN AND NOT A WRITE IN

(MULTICODE OK)

INTERVIEWER INSTRUCTION: WE ARE ONLY INTERESTED IN THEIR CURRENT READERSHIPS HABITS AT THIS QUESTION.

D5a) Thinking specifically about magazines, which of the following do you use for news **NOWADAYS?** **IF NECESSARY:**

Which have you read in the last month or so? By magazines we mean the paper versions and not the websites or apps.

Are there any others? CODE AS MANY AS APPLY

1. Private Eye magazine
2. The Economist magazine
3. The Week magazine
4. Time magazine
5. Other 1st magazine (WRITE IN)
6. Other 2nd magazine (WRITE IN)
7. Other 3rd magazine (WRITE IN)
8. Other 4th magazine (WRITE IN)
9. Other 5th magazine (WRITE IN)
10. None of these
11. DON'T KNOW

DO NOT SHOW SCREEN

ASK ALL WHO HAVE SELECTED MAGAZINES AT D5a (D5a = 71-74)

IF OTHER SPECIFY (CODE 75) CHOSEN AT D5a PLEASE SHOW TYPED IN RESPONSES (SINGLE CODE PER CODE)

D5b) And typically how often do you read the news in...<CODES SELECTED AT D5a>?

6. About once a week
7. Every 2-3 weeks
8. About once a month
9. Less often
10. DON'T KNOW

SHOW SCREEN

ASK ALL WHO HAVE USED RADIO NOWADAYS AT C1 (C1=3)

ROTATE BETWEEN CODES 1-8, 21, 35, 36, 22, 23; 9-19, 37; 20, 38-44, 34, 24 - WITH 32 AND 33 AT THE BOTTOM (MULTICODE OK)

INTERVIEWER INSTRUCTION: WE ARE ONLY INTERESTED IN THEIR CURRENT LISTENING HABITS FOR NEWS AT THIS QUESTION.

D6a) Thinking specifically about <SOURCE USED AT C1 CODE 3>, which of the following do you use for news NOWADAYS? IF NECESSARY: Which have you listened to in the last month or so for news? Please include any stations you listen to via other services, such as RadioPlayer or BBC Sounds. Are there any others? CODE AS MANY AS APPLY

1. BBC Radio 1
2. BBC Radio 2
3. BBC Radio 3
4. BBC Radio 4
5. BBC Radio 5 Live
8. BBC World Service
21. BBC Radio Scotland (SCOTLAND)
35. BBC Radio Wales or Cymru (WALES)
36. BBC Radio Ulster/ Foyle (NI)
22. Any other BBC local/regional radio station - Specify (WRITE IN)
23. Any other BBC Radio Station (WRITE IN)
9. Classic FM
10. talkSPORT / talkSPORT2 / talkRADIO
12. Any LBC Radio Station
13. Any Heart Radio Station
14. Any Absolute Radio Station
15. Any Capital Radio Station
17. Any Kiss Radio station
18. Any Smooth Radio
19. Any Magic Radio Station
20. Cool FM (NI)
34. Any community (not for profit) radio station
24. Other local commercial radio station(s) (a local station that has advertising) - Specify (WRITE IN)
37. Virgin Radio
38. Hits Radio
39. Clyde 1/ Forth 1/ West Sound/ Tay FM/ Northsound One/ Moray Firth Radio
40. Radio Borders/ CFM
41. Radio City/ City Talk 105.9/ Rock FM/ Key Radio
42. Metro radio/ TFM
43. Hallam FM/ Viking FM/ Radio Aire
44. Wave 105 FM
32. None of these
33. DON'T KNOW

DO NOT SHOW SCREEN

ASK ALL WHO HAVE SELECTED RADIO STATIONS AT D6a (D6a =78-100; 103-107)

IF OTHER SPECIFY (CODES 100-102, 108) CHOSEN AT D6a PLEASE SHOW TYPED IN RESPONSES (SINGLECODE PER CODE)

D6b) And typically how often do you listen to the news on...<CODE SELECTED AT D6a>,

1. Lots of times throughout the day
2. 2-3 times a day
3. Once a day
4. Most days
5. 2-3 times a week
6. About once a week
7. Every 2-3 weeks
8. About once a month
9. Less often
10. DON'T KNOW

SHOW SCREEN

ASK ALL WHO HAVE USED SOCIAL MEDIA NOWADAYS AT C1 (C1=CODES 4 OR 5)

ROTATE BETWEEN CODES 1-10, 14

(MULTICODE OK)

INTERVIEWER INSTRUCTION: WE ARE ONLY INTERESTED IN THEIR CURRENT SOCIAL MEDIA USAGE FOR NEWS AT THIS QUESTION.

D7a) Thinking specifically about social media (on any device), which of the following do you use to access news NOWADAYS? IF NECESSARY: Which have you used in the last month or so to access news? Are there any others? CODE AS MANY AS APPLY

1. Facebook
3. Instagram
4. LinkedIn
5. Reddit
6. Snapchat
7. Tumblr
8. Twitter
9. Viber
10. WhatsApp
14. TikTok
11. Other social media platform (WRITE IN)
12. None of these
13. DON'T KNOW

DO NOT SHOW SCREEN

ASK ALL WHO HAVE SELECTED SOCIAL MEDIA WEBSITE/APP AT D7a (D7a =110-119)

IF OTHER SPECIFY (CODE 120) CHOSEN AT D7a PLEASE SHOW TYPED IN RESPONSES (SINGLECODE PER CODE)

D7b) And typically how often do you read/watch/listen to the news on <CODES SELECTED AT D7a>,

1. More than 10 times a day
2. 3-10 times a day
3. 2-3 times a day
4. Once a day
5. Most days
6. 2-3 times a week
7. About once a week
8. Every 2-3 weeks
9. About once a month

10. Less often
11. DON'T KNOW

SHOW SCREEN

ASK ALL WHO HAVE USED OTHER INTERNET SOURCES NOWADAYS AT C1 (C1=CODES 6 OR 7)

ROTATE BETWEEN CODES 1-9; 10-24; 25-28; 29-32; 33-47, 55; 50-56

PLEASE KEEP CODES 2-4 FIXED; 33-36 FIXED

(MULTICODE OK)

INTERVIEWER INSTRUCTION: WE ARE ONLY INTERESTED IN THEIR CURRENT INTERNET USAGE FOR NEWS AT THIS QUESTION.

D8a) Thinking specifically about other internet sources (including apps but excluding podcasts), on any device, which of the following do you use for news NOWADAYS? IF NECESSARY: Which have you used in the last month or so for news? Are there any others? CODE AS MANY AS APPLY

SCRIPTER TO SHOW BRANDS ON TWO SCREENS

1. BBC website or app
2. ITV or ITN website or app
3. STV Website or app (SCOTLAND)
5. Channel 4 website or app
6. Sky News website or app
7. CNN Website or app
8. NBC News website or app
9. CBS News website or app
10. The Sun website or app
11. The Daily Mail website or app
12. The Daily Star website or app
13. The Daily Express website or app
14. The Daily Mirror website or app
15. The Guardian/Observer website or app
16. The Independent website or app
17. The i website or app
18. The Times/Sunday Times website or app
19. The Telegraph website or app
20. The Financial Times website or app
21. The Metro website or app
22. The Evening Standard website or app
23. The New York Times website or app
24. The Washington Post website or app
25. Time.com website or app
26. The Week website or app
27. Private Eye website
28. The Economist website or app
29. Any local newspaper websites or app (WRITE IN)
30. Any Scotland based websites or apps (e.g. the Herald, the Scotsman, Daily Record, etc) (SCOTLAND) - SPECIFY (WRITE IN)
31. Any Wales based news websites or apps (e.g. S4C, Wales Online, Golwg360, Daily Post, etc) (WALES) - SPECIFY (WRITE IN)
32. Any Northern Ireland based news websites or apps (e.g. Belfast Telegraph etc) (NI)- SPECIFY (WRITE IN)
33. Google (General search Engine)
34. Other general search engine (WRITE IN)
35. Google News (search engine just for news)
36. Other search engine just for news (WRITE IN)
37. Huffington Post website or app

38. Yahoo news website or app
39. MSN news website or app
40. AOL news website or app
41. YouTube website or app
42. Flipboard app
43. News Now website or app
44. BuzzFeed website or app
45. Vice website or app
46. The LAD Bible website or app
55. Joe.co.uk website or app
47. Personal blog
48. Other site that combines news links (WRITE IN)
49. Other website(s) or app(s) - Specify (WRITE IN)
56. Other websites like the home page of your internet service provider such as Tesco or Virgin
50. Pre-loaded Apple news app
51. Pre-loaded Samsung news app / Upday
52. Other Pre-loaded news apps
53. None of these
54. DON'T KNOW [BUTTON]

DO NOT SHOW SCREEN

ASK ALL WHO HAVE SELECTED WEBSITE/APP AT Q5E (D8a=123-150; 155; 157; 159-169)

IF OTHER SPECIFY (CODES 151-154; 156; 158; 170-171) CHOSEN AT D8a PLEASE SHOW TYPED IN RESPONSES (SINGLECODE PER CODE)

D8b) And typically how often do you use.....<CODES SELECTED AT D8a>,

1. Lots of times throughout the day
2. 2-3 times a day
3. Once a day
4. Most days
5. 2-3 times a week
6. About once a week
7. Every 2-3 weeks
8. About once a month
9. Less often
10. DON'T KNOW

SHOW SCREEN

ASK ALL WHO HAVE USED 'PODCAST' SOURCES NOWADAYS AT C1 (C1=CODE 12)

ROTATE BETWEEN CODES 1-13 14-23

PLEASE KEEP CODES 24-26 FIXED

(MULTICODE OK)

INTERVIEWER INSTRUCTION: WE ARE ONLY INTERESTED IN THEIR CURRENT PODCAST USAGE FOR NEWS AT THIS QUESTION.

D8ai) And, thinking specifically about podcasts you use for news nowadays on any device, how do you tend to access them? IF NECESSARY: Which have you used in the last month or so for news? Are there any others? CODE AS MANY AS APPLY

1. iTunes
2. Apple podcasts
3. GooglePlay
4. Spotify
5. Acast
6. Specialist podcast website or app e.g. Overcastr, Stitcher

7. RadioPlayer
8. Castbox
9. BBC Sounds
10. Other BBC source
11. Globalplayer
12. YouTube
13. Soundcloud
14. The Guardian website/app
15. The Sun website / app
16. The Times website/app
17. Independent website or app
18. The Financial Times website or app
19. The Economist website or app
20. Other newspaper site/app
21. Website or app of the podcast itself (please specify) e.g. serialpodcast.org, thisamericanlife.org, woodenovercoats.com
22. Website/app of another non-BBC radio station e.g. Kiss, Heart
23. Website/app of a non-BBC TV channel
24. Other website/app (please specify) – SHOW LAST; VERBATIM - NOT CODED
25. None of these
26. DON'T KNOW [BUTTON]

DO NOT SHOW SCREEN

ASK ALL WHO HAVE SELECTED A PODCAST AT D8ai

IF OTHER SPECIFY (CODE 20) CHOSEN AT D8ai PLEASE SHOW TYPED IN RESPONSES (SINGLECODE PER CODE)

D8bi) And typically how often do you use.....<CODES SELECTED AT D8ai >,

1. Lots of times throughout the day
2. 2-3 times a day
3. Once a day
4. Most days
5. 2-3 times a week
6. About once a week
7. Every 2-3 weeks
8. About once a month
9. Less often
10. DON'T KNOW

ASK D8C FOR EACH NEWS TYPE RESPONDENT SELECTS AT D1. (I.E. IF SELECTED '1. LOCAL NEWS', '2. UK NEWS', '3. FOREIGN/INTERNATIONAL NEWS' AT D1, THEY WOULD BE SHOWN THE QUESTION BELOW 3 SEPARATE TIMES FOR EACH OF THESE D1 CATEGORIES. SHOW ALL CODES FROM QS D2A- D8A THAT THE RESPONDENT SELECTED AT THOSE QUESTIONS (SINGLECODE)

D8c) Earlier you mentioned that you were interested in <Insert D1 code e.g. Local news>. Which of the following would be your first choice for this type of news?

ASK D9-D12 FOR ALL WHO GET NEWS THROUGH FACEBOOK (D7A=CODE 126), INSTAGRAM (D7A=CODE 128), SNAPCHAT (D7A=CODE 130) and/or TWITTER (D7A=CODE 131).

SHOW SCREEN
ROTATE CODES 1-8
(MULTICODE OK)

D9) Earlier you mentioned that you get news from <Facebook>. Which of the following do you do NOWADAYS?

1. See news stories that <Facebook> says are trending
2. See comments from friends or people I follow that are about news stories
3. See links to news stories posted by friends or people I follow
4. Actively follow traditional news organisations e.g. BBC, ITV, Daily mail, Guardian, etc
5. Actively follow online-only news organisations e.g. BuzzFeed, Huffington, etc
6. Actively follow organisations that bring news together from other news providers e.g. Newsnow
7. Actively follow journalists/public figures
8. Actively follow specific news programmes e.g. Panorama, Newsnight, etc
9. Other – specify (WRITE IN)

SHOW SCREEN
SCRIPTER TO INSERT THE CODES SELECTED AT D9
(SINGLECODE)

D10) Approximately what proportion of the NEWS you get from FACEBOOK NOWADAYS is from news organisations, friends and other people you follow?

SCRIPTER: THE THREE BOXES BELOW MUST SUM TO 100%. PLEASE SHOW A RUNNING TOTAL.

SHOW IF CODES 1, 4, 5, 6, 7, 8 SELECTED AT D9

News organisations

		%
--	--	---

SHOW IF CODES 2, 3 SELECTED AT D9

Friends & family

		%
--	--	---

SHOW IF CODES 2, 3, 7 SELECTED AT D9

Other people you follow

		%
--	--	---

SHOW SCREEN

SHOW IF CODES 1-8 SELECTED AT D9

(MULTICODE OK)

D11 Which, if any, of the following do you tend to do when you see posts from the following on <Facebook>?

	SHOW IF CODES 4, 5, 6, 7, 8 SELECTED AT D9:	SHOW IF CODE 1 SELECTED AT D9	SHOW IF CODES 2, 3 SELECTED AT D9	SHOW IF CODES 2, 3, 7 SELECTED AT D9
	News organisations	Trending news	News stories from friends and family	News stories from other people you follow
Look at a news post or video but don't click on it				
Click on a news article or video				
Look at comments about the news				
Make comments				
Share / retweet				
Don't know				
None of these				

SHOW SCREEN

SHOW IF CODES 4, 5, 6, 7, 8 ARE CODED

(MULTICODE OK)

D12a) Which, if any, of the following news sources do you follow on <Facebook>? Which other news sources do you follow on <Facebook>? CODE AS MANY AS APPLY

SCRIPTER TO USE THE NEWS ORGANISATION / AGGREGATOR BRANDS FROM D8a

Journalist (WRITE IN) ADD TICK BOX FOR 'FOLLOW, BUT CAN'T REMEMBER'

Public figure (WRITE IN) ADD TICK BOX FOR 'FOLLOW, BUT CAN'T REMEMBER'

News programmes (WRITE IN) ADD TICK BOX FOR 'FOLLOW, BUT CAN'T REMEMBER'

Newspaper (WRITE IN) ADD TICK BOX FOR 'FOLLOW, BUT CAN'T REMEMBER'

Other (WRITE IN)

SHOW SCREEN

(SINGLECODE)

D12b) Do you typically know the source of the news stories...? IF NECESSARY: By source I mean the organisation that produced the news item. CODE AS MANY AS APPLY

	SHOW IF CODES 2, 3 ARE CODED ...posted by your friends & family	SHOW IF CODES 2, 3, 7 ARE CODED ...posted by other people you follow
All of the time		
Most of the time		
Some of the time		
Never		
Don't know		

REPEAT D9-D12 FOR INSTAGRAM (D7A=CODE 128), SNAPCHAT (D7A=CODE 130) and/or TWITTER (D7A=CODE 131) WHEN RELEVANT TO DO SO.

SHOW SCREEN

**ASK IF YOUTUBE (CODE 41) SELECTED AT D8a OR YOUTUBE (CODE 12) SELECTED AT D8ai
(MULTICODE OK)**

D12c) Which, if any, of the following news sources do you subscribe to on YouTube? Which other news sources do you follow on YouTube? CODE AS MANY AS APPLY

SCRIPTER TO USE THE NEWS ORGANISATION / AGGREGATOR BRANDS FROM D8a

Journalist (WRITE IN) ADD TICK BOX FOR 'FOLLOW, BUT CAN'T REMEMBER'

Public figure (WRITE IN) ADD TICK BOX FOR 'FOLLOW, BUT CAN'T REMEMBER'

News programmes (WRITE IN) ADD TICK BOX FOR 'FOLLOW, BUT CAN'T REMEMBER'

Newspaper (WRITE IN) ADD TICK BOX FOR 'FOLLOW, BUT CAN'T REMEMBER'

Other (WRITE IN)

SHOW SCREEN

ASK ALL WHO USE OTHER INTERNET SOURCES NOWADAYS AT C1 (C1=CODES 6 OR 7)

ROTATE CODES 1-16, 20

(MULTICODE OK)

D13) In which types of ways do you access and use news through internet sources nowadays? CODE AS MANY AS APPLY

1. Read news stories online
2. Watch TV news online
3. Watch news related video clips
4. Share existing news related video clips
5. Post your own news related video clips
6. Read news related comments or articles on blogs, social networking sites or apps such as Facebook or Twitter
7. Share existing news related comments or articles on blogs, social networking sites or apps such as Facebook or Twitter
8. Post your own news related comments or articles on blogs, social networking sites or apps such as Facebook or Twitter
9. Watch news podcasts*
10. Listen to news podcasts*
11. Listen to radio news online
20. Listen to news via a smart speaker
12. Receive email alerts or notifications of news
13. Use a 'news ticker' or rolling news across your screen
14. Subscribe to personalised news information i.e. choosing which topics you get information from all over the internet via RSS or news feeds
15. Use a search engine to find out about a particular news story or subject
16. Look at a sequence or gallery of pictures about news
17. Other (specify)(WRITE IN)
18. NONE
19. DON'T KNOW

ASK ALL WHO WATCH AND/OR LISTEN TO PODCASTS (C1 CODE 12 OR D13 CODES 9 OR 10)
D13b. How often, if at all, do you listen to the following podcasts for news?

GRID ROWS – RANDOMISE ORDER

1. Podcasts that also have videos
2. Podcasts linked to TV programmes
3. Podcasts which are catch-up versions of BBC radio programmes
4. Other BBC podcasts not originally broadcast on radio (not including TV programme podcasts)
5. Podcasts from non-BBC radio stations
6. Podcasts made by newspapers or magazines
7. Other

GRID COLUMNS – SINGLE CODE

1. Several times a day
2. About once a day
3. Several times a week
4. About once a week
5. Several times a month
6. About once a month
7. Less often
8. Never

SHOW SCREEN

ASK ALL WHO USE OTHER INTERNET SOURCES NOWADAYS AT C1 (C1=CODES 6 OR 7)

ROTATE ITERATIONS 1-3

(SINGLECODE PER STATEMENT)

D14) There are many different ways to get access to news online. We would like to focus on a few of these ways and find out how often, if at all, you do each of the following when you want to get news?

STATEMENTS

1. Go directly to a website/app of a news provider such as the Mail Online, BBC News online, or BuzzFeed
2. Go directly to a website/app that brings together news from different news providers such as Yahoo, Tesco home page, Apple News, Flipboard etc
3. Go to a search engine and search for a news story

ANSWER CODES

1. Most times
2. Often
3. Sometimes
4. Rarely
5. Never
6. DON'T KNOW

SHOW SCREEN

ASK ALL WHO GET NEWS VIA SOCIAL MEDIA AT C1 (C1=CODE 4 OR 5) or C2 (CODE 4)

SINGLECODE

D15) And if you had to choose, which ONE of the following would you say is closest to the way you find out about news when you're online?

1. Mostly get news via social media posts
2. Mostly get news directly from websites/app of a news organisation
3. Get news equally from both social media posts and directly from websites/app of news organisations
4. Don't know

SECTION E: SELF COMPLETION SECTION

INTERVIEWER PLEASE READ THIS OUT

I am now going to hand you the screen and I would like you to fill in the answers yourself, by touching the pen on the relevant responses on the screen.

Again by 'news' we mean news and current affairs in <[TEXT AS BELOW]>FILTERED, across the UK and from around the world.

<FILTERED> - 'YOUR REGION' IN ENGLAND, 'WALES', 'SCOTLAND', 'NORTHERN IRELAND' IN RESPECTIVE NATIONS

INTERVIEWER HAND OVER MACHINE AND HELP RESPONDENT IF UNSURE

ATTITUDE TO NEWS

SHOW SCREEN

ASK ALL WHO SELECTED ANY NEWS SOURCE AT D2a-D8a

SHOW ALL BRANDS CHOSEN AS ONE LIST

(SINGLECODE)

E1a) Looking at all the sources of news you have just said that you use, which ONE IS MOST IMPORTANT TO YOU PERSONALLY?

SHOW ALL BRANDS CHOSEN AS ONE LIST

ALSO SHOW THE OTHER SPECIFICS TYPED UP AT **D2a-D8a**

NONE

DON'T KNOW

ENSURE NEW CODES AT D2a-D8a ARE CARRIED THROUGH

DUMMY CODES FROM D2a- D8a

CATEGORY 1 – TV CHANNELS

BRAND CODES	CODES FROM D2a AND D2b (1-6) USED AT LEAST ONCE A WEEK
BBC Television	BBC One (D2a/1 AND D2b/1-6) OR BBC Two(D2a/2 AND D2b/1-6) OR BBC News Channel(D2a/12 AND D2b/1-6) OR BBC Parliament (D2a/5 AND D2b/1-6) OR BBC Four (D2a/3 AND D2b/1-6) OR BBC Alba (D2a/4 AND D2b/1-6) OR BBC Scotland (D2a/29 AND D2b/1-6)
ITV/ ITV Wales<WALES> / UTV <N IRE>/ STV<SCOTLAND>	ITV / ITV Wales / UTV / STV (D2a/6 AND D2b/1-6)
Channel 4 (TV Channel)	Channel 4 (D2a/7 AND D2b/1-6)
S4C	S4C (D2a/8 AND D2b/1-6)
Channel 5	Channel 5 (D2a/9 AND D2b/1-6)
RTE Channels\ Virgin Media One (formerly known as TV3) \TG4	RTE Channels\ Virgin Media One (formerly known as TV3) \TG4 (D2a/10 AND D2b/1-6)
Sky News Channel	Sky News Channel (D2a/11 AND D2b/1-6)
CNN	CNN (D2a/13 AND D2b/1-6)
Euronews	Euronews (English version) (D2a/15 AND D2b/1-6) OR Euronews (Non English version) (D2a/16 AND D2b/1-6)

Al Jazeera	Al Jazeera (English version) (D2a/17 AND D2b/1-6) OR Al Jazeera (Non English version) (D2a/18 AND D2b/1-6)
RT (Russia Today)	RT (Russia Today) (D2a/19 AND D2b/1-6)
Bangla TV	Bangla TV (D2a/20 AND D2b/1-6)
CGTN – China (formerly CCTV News)	CGTN – China (formerly CCTV News) (D2a/23 AND D2b/1-6)

CATEGORY 2 – NEWSPAPERS

BRAND CODES	CODES FROM D3a AND D3b(1-6) OR USED AT LEAST ONCE A WEEK	CODES FROM D4a AND D4b (6-7) USED AT LEAST EVERY 2-3 WEEKS
The Sun /Sun on Sunday newspapers	The Sun(D3a/1 AND D3b/1-6)	The Sun on Sunday (D4a/1 AND D4b/6,7)
The Daily Mail or Mail on Sunday newspapers	The Daily Mail(D3a/2 AND D3b/1-6)	The Mail on Sunday (D4a/2 AND D4b/6,7)
The Daily or Sunday Star newspapers	The Daily Star (D3a/3 AND D3b/1-6)	The Daily Star on Sunday (D4a/3 AND D4b/6,7)
The Daily or Sunday Express newspapers	The Daily Express (D3a/4 AND D3b/1-6)	The Sunday Express (D4a/4 AND D4b/6,7)
The Daily or Sunday Mirror newspapers	The Daily Mirror (D3a/5 AND D3b/1-6)	The Sunday Mirror(D4a/5 AND D4b/6,7)
The Guardian or Observer newspapers	The Guardian (D3a/6AND D3b/1-6)	The Observer (D4a/6 AND D4b/6,7)
The i newspaper	The I (D3a/7 AND D3b/1-6)	
The Times or Sunday Times newspapers	The Times (D3a/8 AND D3b/1-6)	The Sunday Times(D4a/7 AND D4b/6,7)
The Daily or Sunday Telegraph newspapers	The Daily Telegraph(D3a/9 AND D3b/1-6)	The Sunday Telegraph(D4a/8 AND D4b/6,7)
The Financial Times newspaper	The Financial Times (D3a/10 AND D3b/1-6)	
The Herald/ Herald on Sunday newspapers	The Herald (D3a/11 AND D3b/1-6)	Herald on Sunday (D4a/10 AND D4b/6,7)
The Scotsman/Scotland on Sunday newspapers	The Scotsman (D3a/12 AND D3b/1-6)	Scotland on Sunday (D4a/13 AND D4b/6,7)
The Daily Record/Sunday Mail newspapers	The Daily Record (D3a/13 AND D3b/1-6)	Sunday Mail (D4a/12 AND D4b/6,7)
The Irish News	The Irish News (D3a/18 AND D3b/1-6)	
South Wales Echo	South Wales Echo (D3a/19 AND D3b/1-6)	
The Metro newspaper	The Metro (D3a/20 AND 47/1-6)	
The Evening Standard newspaper	The Evening Standard (D3a/21 AND D3b/1-6)	
Your local daily newspaper	Any local daily newspaper (D3a/22 AND D3b/1-6)	
The People newspaper	The People (D4a/9 AND D4b/6,7)	
Sunday Post	Sunday Post (D4a/11 AND D4b/6,7)	
Sunday World newspaper	Sunday World (D4a/16 AND D4b/6,7)	
Your local paid weekly newspaper	Any local paid weekly newspaper (D4a/17 AND D4b/6,7)	
Your local free weekly newspaper	Any local free weekly newspaper (D4a/18 AND D4b/6,7)	

CATEGORY 3 - RADIO BRAND CODES

BRAND CODES	CODES FROM D6a AND D6b (1-6)
BBC Radio	BBC Radio 1 (D6a/1 AND D6b/1-6) OR BBC Radio 2 (D6a/2 AND D6b/1-6) OR BBC Radio 3 (D6a/3 AND D6b/1-6) OR BBC Radio 4 (D6a/4 AND D6b/1-6) OR BBC Radio 5 Live (D6a/5 AND D6b/1-6) OR BBC Radio 6 Music (D6a/6 AND D6b/1-6) BBC Asian Network (D6a/7 AND D6b/1-6) OR BBC World Service (D6a/8 AND D6b/1-6) OR BBC Radio <Nation>(D6a/21,35,36 AND D6b/1-6) OR Any BBC Local/regional radio station (D6a/23 AND D6b/1-6)
Classic FM	Classic FM (D6a/9 AND D6b/1-6)
talkSPORT, talkSPORT2, talkRADIO	talkSPORT, talkSPORT2, talkRADIO (D6a/10 AND D6b/1-6)
Heart	Heart (D6a/13 AND D6b/1-6)
Absolute Radio	Absolute Radio(D6a/14 AND D6b/1-6)
Capital	Capital(D6a/15 AND D6b/1-6)
Virgin Radio	Virgin Radio (D6a/34 AND D6b/1-6)
Smooth Radio	Smooth Radio (D6a/18 AND D6b/1-6)
LBC	LBC (D6a/12 AND D6b/1-6)
Magic	Magic (D6a/19 AND D6b/1-6)
Kiss	Magic (D6a/17 AND D6b/1-6)

CATEGORY 4 – TV NEWS WEB/APPS

BRAND CODES	CODES FROM D8a AND D8b (1-6)
BBC Website or app	BBC Website or app(D8a/1 AND D8b/1-6)
ITV or ITN website or app	ITV or ITN website or app(D8a/2 AND D8b/1-6)
STV website or app	STV website or app (D8a/3 AND D8b/1-6)
Channel 4 website or app	Channel 4 website or app(D8a/5 AND D8b/1-6)
Sky News website or app	Sky News website or app(D8a/6 AND D8b/1-6)

CATEGORY 5 – NEWSPAPER WEB/APPS BRAND CODES

BRAND CODES	CODES FROM D8a AND D8b (1-6)
The Sun website or app	The Sun website or app (D8a/10 AND D8b/1-6)
The Daily Mail website or app	The Daily Mail website or app (D8a/11 AND D8b/1-6)
The Daily Star website	The Daily Star website (D8a/12 AND D8b/1-6)
The Daily Express website or app	The Daily Express website or app (D8a/13 AND D8b/1-6)
The Daily Mirror website or app	The Daily Mirror website or app (D8a/14 AND D8b/1-6)
The Guardian or Observer website or app	The Guardian or Observer website or app (D8a/15 AND D8b/1-6)
The Independent website or app	The Independent website or app (D8a/16 AND D8b/1-6)
The Times or Sunday Times website or app	The Times\ Sunday Times website or app (D8a/18 AND D8b/1-6)
The Telegraph website or app	The Telegraph website or app (D8a/19 AND D8b/1-6)
The Financial Times website or app	The Financial Times website or app (D8a/20 AND D8b/1-6)
The Metro website or app	The Metro website or app (D8a/21 AND D8b/1-6)

The Evening Standard website or app	The Evening Standard website or app (D8a/22 AND D8b/1-6)
The New York Times website or app	The New York Times website or app (D8a/23 AND D8b/1-6)

CATEGORY 6 – OTHER INTERNET COMPANIES

BRAND CODES	CODES FROM D6a (1-6)
Google News (Search Engine just for news)	Google News (D6a/35 AND D6b/1-6)
Yahoo News	Yahoo News(D6a/38AND D6b/1-6)
MSN News	MSN News(D6a/39 AND D6b/1-6)
AOL News	AOL News (D6a/40 AND D6b/1-6)
YouTube	YouTube (D6a/41 AND D6b/1-6)
Huffington Post	Huffington Post (D6a/37 AND D6b/1-6)
Vice	Vice (D6a/45 AND D6b/1-6)

CATEGORY 7 – SOCIAL MEDIA

BRAND CODES	CODES FROM D7a (1-6)
Facebook	Facebook (D7a/1 AND D7b/1-7)
Instagram	Instagram (D7a/3 AND D7b/1-7)
Snapchat	Snapchat (D7a/6 AND D7b/1-7)
Twitter	Twitter (D7a/8 AND D7b/1-7)

CATEGORY 8 – MAGAZINE COMPANIES

BRAND CODES	CODES FROM D5a (6-7)
Private Eye	Private Eye (D5a/1 AND D5b/6,7)
The Economist	The Economist (D5a/2 AND D5b/6,7)
The Week magazine	The Week magazine (D5a/3 AND D5b/6,7)
Time magazine	The Economist (D5a/4 AND D5b/6,7)

Now thinking about the source(s) of news you said that you use...

**SHOW SCREEN
(SINGLECODE PER NEWS SOURCE)**

E2) How important is [BRAND LIST FROM DUMMY CODES ABOVE] as a source of news TO YOU PERSONALLY? Answer using a scale of 1 to 10, where, 1 is NOT AT ALL IMPORTANT and 10 is ABSOLUTELY ESSENTIAL.

INCLUDE THOSE WHO HAVE USED SOURCES FROM D2a-D8a AND SO HAVE BRAND CODES WITHIN ANY CATEGORY 1-8 AS DEFINED ABOVE

[BRANDS FROM LIST ON PREVIOUS PAGE]

1. Not at all important
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
10. Absolutely essential

SHOW SCREEN

ASK THOSE WHO HAVE USED SOURCES FROM D2a-D8a AND SO HAVE BRAND CODES WITHIN ANY CATEGORY 1-8 AS DEFINED ABOVE.

RANDOMISE ITERATIONS

(SINGLECODE PER NEWS SOURCE)

E3) And to what extent do you think the following statements apply to [BRAND FROM LIST ON PREVIOUS PAGE] as a news source? Answer using a scale of 1 to 10, where, 1 is NOT AT ALL and 10 is COMPLETELY

SCRIPTER: A-H ARE APPLICABLE TO FOR ALL RELEVANT BRANDS:

- A. Is accurate
- B. Is trustworthy
- C. Is impartial
- D. Offers a range of opinions
- E. Helps me make up my mind
- F. Helps me understand what's going on in the world today
- G. Is high quality
- H. Has a depth of analysis and content not available elsewhere

SCRIPTER: I-N ARE APPLICABLE TO THE PSB BRANDS (BBC TV, ITV (England) / ITV Wales (Wales) / STV (Scotland) / UTV (Northern Ireland), C4, C5), SKY, BBC RADIO AND A COMMERCIAL RADIO STATION (TO BE TAKEN AT RANDOM) - IF IN RESPONDENT'S REPERTOIRE:

- I. Has high calibre journalists/ presenters
- J. Good for international news
- K. Good for national news
- L. Good for regional/local news
- M. Helps me engage/ understand political process
- N. Good for understanding what's going on in other parts of the UK

1. Not at all
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
10. Completely

ASK SEPARATELY FOR BBC TV AND BBC RADIO

E4) Why did you give [BBC TV] / [BBC RADIO] a score of [pipe in answer from E3c] out of 10 for “is impartial”?

WRITE IN / INTERVIEWER TYPE IN (IF EASIER)

SECTION F: NATIONS/ REGIONS

SHOW SCREEN

ASK ALL WHO HAVE SELECTED AT C1 (C1=1-10, 12)

(SINGLECODE)

F3) How interested are you in news about <FILTERED NATION>?

<FILTERED NATION> ‘YOUR REGION’ IN ENGLAND, ‘WALES’, ‘SCOTLAND’, ‘NORTHERN IRELAND’ IN RESPECTIVE NATIONS

1. Very interested
2. Quite interested
3. Neither interested nor uninterested
4. Not very interested
5. Not at all interested
6. Don’t know

SHOW SCREEN (only for people in devolved Nations)

ASK ALL WHO ARE IN WALES, SCOTLAND OR NORTHERN IRELAND AND HAVE SELECTED AT C1 (C1=1-10, 12)

(MULTICODE OK)

F4) Thinking particularly about your source of news for what is going on in <SCRIPTER SHOW APPROPRIATE NATION: Scotland, Wales, Northern Ireland>, which of the following do you use?

RANDOMISE

1. Television news on a TV set
2. Radio
3. Newspapers (printed)
4. Printed magazines
5. Websites/apps of newspapers
6. Websites/apps of news magazines
7. Websites/apps of TV and radio companies
8. Social media sites such as Facebook, Twitter or YouTube
9. Search engines such as Google, Bing etc
10. Websites/apps of online news organisations like BuzzFeed, Huffington Post, Vice etc
11. News aggregation websites/apps which are designed to bring news sources together. This might include Apple News (on Apple devices), Upday (on Samsung devices), Google News, MSN, Yahoo or the home page of your internet service provider such as Tesco or Virgin
12. Word of mouth (family / friends / colleagues)
13. Blogs
14. Other (specify)(WRITE IN)
15. NONE

SHOW SCREEN

ASK ALL WHO HAVE SELECTED CODES 1-13 AT F4

(SINGLECODE)

F5) How satisfied are you with the quality of the news about [Scotland/Wales/Northern Ireland] available from [insert codes from F4]?

REPEAT QUESTION FOR EACH CODE USED AT F4

1. Very satisfied
2. Fairly satisfied
3. Neither satisfied nor dissatisfied
4. Fairly dissatisfied
5. Very dissatisfied
6. Don't know

SHOW SCREEN

ASK ALL WHO ARE IN ENGLAND, WALES, SCOTLAND OR NORTHERN IRELAND AND HAVE SELECTED ANY NEWS SOURCE AT D2a-D8a

(MULTICODE OK)

F6) From which of the following sources do you get news about what is going on in <[TEXT AS BELOW]>FILTERED nowadays?

INTERVIEWER PLEASE PROBE: Are there any other sources of news that you use to get news in <[TEXT AS BELOW]>FILTERED? CODE AS MANY AS APPLY

<FILTERED> - 'YOUR REGION' IN ENGLAND, 'WALES', 'SCOTLAND', 'NORTHERN IRELAND' IN RESPECTIVE NATIONS

SHOW ALL BRANDS CHOSEN AS ONE LIST – ALSO SHOW THE OTHER SPECIFIES TYPED UP AT D2a-D8a

Other (WRITE IN)

None

Don't know

DO NOT SHOW SCREEN

ASK ALL WHO ARE IN ENGLAND, WALES, SCOTLAND OR NORTHERN IRELAND AND HAVE SELECTED NEWS SOURCE AT QF6

IF OTHER SPECIFY CHOSEN AT QF6 PLEASE SHOW TYPED IN RESPONSES

ANY CODES CHOSEN FROM D2a-D8a TO BE SHOWN LONGER FREQUENCY LIST, ANY CODES CHOSEN FROM Q5C OR Q5F TO BE SHOWN SHORTER FREQUENCY LIST

(SINGLECODE PER CODE)

F7) And typically how often do you use.....<CODES SELECTED AT F6>, to get news about what is going on in <[TEXT AS BELOW]>FILTERED ?

<FILTERED> - 'YOUR REGION' IN ENGLAND, 'WALES', 'SCOTLAND', 'NORTHERN IRELAND' IN RESPECTIVE NATIONS

ANSWER LIST FOR CODES FROM D7b

1. More than 10 times a day
2. 3-10 times a day
3. 2-3 times a day
4. Once a day
5. Most days
6. 2-3 times a week
7. About once a week
8. Every 2-3 weeks
9. About once a month
10. Less often
11. DON'T KNOW

ANSWER LIST FOR CODES FROM D2b, D3b, D6b, D8b

1. Lots of times throughout the day
2. 2-3 times a day
3. Once a day
4. Most days
5. 2-3 times a week
6. About once a week
7. Every 2-3 weeks
8. About once a month
9. Less often
10. DON'T KNOW

ANSWER LIST FOR CODES FROM D4b, D5b

6. About once a week
7. Every 2-3 weeks
8. About once a month
9. Less often
10. DON'T KNOW

SHOW SCREEN

ASK ALL WHO HAVE SELECTED AT C1 (C1=1-10, 12)

ROTATE BETWEEN CODES 1-16

PLEASE KEEP CODES 1-2; 3-7; 8-9; 10-16 TOGETHER IN THE ROTATION

(MULTICODE OK)

F8: Thinking particularly about **local** news, which of the following do you use?

1. Regional and local news broadcasts on BBC TV
2. Regional and local news broadcasts on ITV [FOR ENGLAND AND THE SCOTTISH BORDERS] / STV [FOR SCOTLAND]/ UTV [FOR NORTHERN IRELAND] / ITV Wales [FOR WALES]
3. News bulletins on your local BBC radio station [FOR ENGLAND]
4. News bulletins on BBC Radio Scotland [FOR SCOTLAND]
5. News bulletins on BBC Radio Ulster / Foyle [FOR NORTHERN IRELAND]
6. News bulletins on BBC Radio Wales or Cymru [FOR WALES]
7. Radio news on local commercial radio (a local station that has advertising)
8. Printed local or regional newspapers
9. Printed local or regional magazines
10. Websites/apps of local or regional newspapers
11. Websites/apps of local or regional news magazines
12. Websites/apps of TV and radio companies such as BBC or / ITV [FOR ENGLAND] / STV [FOR SCOTLAND]/ UTV [FOR NORTHERN IRELAND] / ITV Wales [FOR WALES]
13. Websites/apps of other news outlets
14. Social media such as Facebook or Twitter or YouTube
15. Word of mouth (family / friends / colleagues)
16. Blogs
17. Other (specify)(WRITE IN)
18. Don't follow local news
19. NONE

SHOW SCREEN

ASK ALL WHO HAVE SELECTED CODES 1-17 AT F8

(SINGLECODE)

F9) How satisfied are you with the quality of the local news available from [insert codes from F8]?

REPEAT QUESTION FOR EACH CODE USED AT F8

1. Very satisfied
2. Fairly satisfied
3. Neither satisfied nor dissatisfied
4. Fairly dissatisfied
5. Very dissatisfied
6. Don't know
7. Not applicable

SECTION G: PURPOSE OF NEWS

SHOW SCREEN

ASK ALL

RANDOMISE CODES 1-13

(MULTICODE OK)

G1) Thinking about some of the reasons people might have for following news, which of these reasons apply to YOU?

CODE AS MANY AS APPLY

I follow news...

1. To know what's going on around the world
2. To know what's going on across the UK
3. To know what's going on in<[TEXT AS BELOW]>FILTERED
4. To know what's going on in my local area
5. For information about daily life, e.g. travel, health, taxes, education
6. To be knowledgeable for my job/work/studies
7. To get different perspectives on what's happening
8. Because I feel it's important to keep informed about certain issues
9. Because it provides some fun and entertainment
10. Because it gives me something to talk about with others
11. Out of habit – it's part of my routine
12. To pass the time when I'm waiting/travelling/commuting/bored
13. Because it allows me to form opinions on the important issues
14. For other reasons (WRITE IN)
15. Because it's everywhere I look
16. I don't follow news
17. Don't Know

<FILTERED> - 'YOUR REGION' IN ENGLAND, 'WALES', 'SCOTLAND', 'NORTHERN IRELAND' IN RESPECTIVE NATIONS
PLEASE HAND MACHINE BACK TO INTERVIEWER

SECTION H: CURRENT AFFAIRS

INTERVIEWER READ OUT

I would now like to ask you some questions about current affairs programmes. By current affairs, I mean...

- A programme that contains explanation and analysis of current events and issues, including material dealing with political or industrial controversy or with public policy
- Topical programmes about business matters and financial issues of current interest
- Political debates, ministerial statements, party conferences

The types of programmes I'm thinking of include:

- Panorama, Newsnight, Dispatches (e.g. Escape from Isis), Unreported World, Supershoppers, Question Time, Stacey Dooley Investigates, Britain's Most Wanted, Can't Pay? We'll Take it Away!, The Martin Lewis Money Show, Fraud Squad, Murnaghan, Sophie Ridge on Sunday

They **do not** include:

- Topical comedy programmes such as Mock The Week, light entertainment programmes such as The One Show or documentaries such as Louis Theroux

I'm interested in your views on current affairs programmes in <[TEXT AS BELOW]> FILTERED, across the UK and from around the world.

<FILTERED> - 'YOUR REGION' IN ENGLAND, 'WALES', 'SCOTLAND', 'NORTHERN IRELAND' IN RESPECTIVE NATIONS
SHOW SCREEN

SHOW H2 AND H3 ON THE SAME SCREEN

SHOW SCREEN

ASK ALL

(SINGLECODE)

H1) On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that broadcasters provide current affairs programmes?

H2) On a scale of 1-10, where 1f means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that broadcasters provide current affairs programmes?

1. Not at all important
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
10. Extremely important

ASK ALL

RANDOMISE ITERATIONS

(SINGLECODE)

H3) On a scale of 1-10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that current affairs programmes:

- A. Provide high quality commentary and interpretation of the events/issues
- B. Provide a good depth of analysis
- C. Provide investigative journalism
- D. Cover international topics
- E. Are impartial
- F. Offer a range of opinions
- G. Help me understand what's going on in the world today

- 1. Not at all important
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10. Extremely important

SECTION I: DEMOGRAPHICS AND CLASSIFICATION

Finally, we'd like to ask you a few questions about yourself and your household. These are just to help us interpret the information we're collecting and won't be used to identify you in any way. It's really helpful to get this information so that we can understand which groups of people across the UK have similar or different views to each other.

ASK ALL
(SINGLECODE)

I1) Working status?

1. Full-time paid work (30+ hours per week)
2. Part-time paid work (8-29 hours per week)
3. Part-time paid work (under 8 hours per week)
4. Retired
5. Still at school
6. In full time higher education
7. Unemployed (seeking work)
8. Not in paid employment (not seeking work)

ASK ALL
(SINGLECODE)

I2) How many adults aged 16+ are there in your household altogether, including yourself?

ASK ALL

(SINGLECODE)

I3) Do you have any children under 16 living in the household?

1. Yes
2. No

ASK ALL
(SINGLECODE)

I4) And how many children under the age of 16 are there in the household?

ASK ALL
(SINGLECODE)

I5) Into which of the following age groups do they fall?

1. 0 - 4
2. 5 - 9
3. 10 - 15

ASK ALL
(SINGLECODE)

I6) What is the Status of Respondent in Household?

1. Head of Household
2. Housewife\Househusband
3. Other adult in household

SHOW SCREEN

ASK ALL

(SINGLECODE)

17) Which, if any, of these is the highest educational or professional qualification that you have obtained?

Please choose the highest option on the list that applies to you.

1. I have no formal qualifications (and I am not still studying)
2. Entry level qualification such as ESOL, ELC, or Skills for Life
3. GCSE/ O' Level/ CSE / National Qualifications / Standard Grades – but not Maths and not English
4. GCSE/ O' Level/ CSE / National Qualifications / Standard Grades – including Maths or English
5. Level 1-2 vocational qualification or intermediate apprenticeship.
6. A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent
7. Level 3 vocational qualification or advanced apprenticeship
8. Diploma in higher education (HNC/ HND/ BTEC Higher or equivalent)
9. Level 4-5 vocational qualification or higher apprenticeship
10. University first degree (BA/ BSc/ BEd/ PGCE or equivalent)
11. Level 6 vocational qualification or degree apprenticeship
12. University higher degree (e.g. Masters, PhD or equivalent)
13. Still studying/ still at school
14. Refused

SHOW SCREEN

ASK ALL

(SINGLECODE)

18) Ofcom wants to ensure that it talks to as representative a sample of people as possible. Please indicate which of the following you consider yourself to be:

1. Heterosexual or straight
2. Gay or lesbian
3. Bisexual
4. Prefer not to say
5. Other

SHOW SCREEN

ASK ALL

(SINGLECODE)

19) Have you gone through any part of a process (including thoughts or actions) to change from the sex you were described as at birth to the gender you identify with, or do you intend to?

(This could include changing your name, wearing different clothes, taking hormones or having gender reassignment surgery).

1. Yes
2. No
3. I prefer not to say

SHOW SCREEN

ASK ALL

(MULTICODE OK FOR CODES 1-10)

110) Which, if any, of these impact or limit your daily activities or the work you can do? Please just read out the letter or letters that apply to you.

1. A. Hearing - Poor hearing, partial hearing, or are deaf
2. B. Eyesight - Poor vision, colour blindness, partial sight, or are blind

3. C. Mobility - Cannot walk at all/ use a wheelchair or mobility scooter etc, or cannot walk very far or manage stairs or can only do so with difficulty
4. D. Dexterity - Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset, television remote control, computer keyboard, etc
5. E. Breathing - Breathlessness or chest pains
6. F. Mental abilities - Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration
7. G. Social/behavioural - Conditions associated with this (such as autism, attention deficit disorder, Asperger's, etc)
8. H. Your mental health - Anxiety, depression, or trauma-related conditions, for example
9. I. Other illnesses/ conditions which impact or limit your daily activities/ the work you do
10. J. Prefer not to say
11. K. Don't know
12. L. Nothing – no impairments or conditions impact or limit my daily activities or work that I do

SHOW SCREEN

ASK ALL

(SINGLECODE)

I11) Could you please give me the letter from the screen for the group in which you would place your total household income per year from all sources, before tax and other deductions?

WEEKLY INCOME		ANNUAL INCOME	
	£		£
E.	Less than 86	E.	Up to 4,499
K.	87 - 124	K.	4,500 - 6,499
S.	125 - 144	S.	6,500 - 7,499
P.	145 - 182	P.	7,500 - 9,499
L.	183 – 221	L.	9,500 - 11,499
J.	222 - 259	J.	11,500 - 13,499
A.	260 – 298	A.	13,500 - 15,499
T.	299 – 336	T.	15,500 - 17,499
D.	337 – 480	D.	17,500 - 24,999
N.	481 – 576	N.	25,000 - 29,999
C.	577 – 769	C.	30,000 - 39,999
F.	770 – 961	F.	40,000 - 49,999
R.	962 - 1442	R.	50,000 - 74,999
H.	1443 – 1923	H.	75,000 - 99,999
M.	1924 or more	M.	100,000 or more

I12) Some people talk about 'left', 'right' and 'centre' to describe parties and politicians. (Generally socialist parties would be considered 'left wing' whilst conservative parties would be considered 'right wing'). With this in mind, where would you place yourself on the following scale?

1. Very left-wing
2. Fairly left-wing
3. Slightly left-of-centre
4. Centre
5. Slightly right-of-centre
6. Fairly right-wing
7. Very right-wing
8. Don't know

SHOW SCREEN

ASK ALL

(SINGLECODE PER STATEMENT)

I13) Please use the scale below to indicate how much you agree or disagree with the following statements. Please be open and honest in your response.

ROWS

1. I am satisfied with my life
2. I feel very positive about my future
3. I don't like people to think badly of me
4. White lies are acceptable to avoid hurting people's feelings

COLUMNS

1. Strongly agree
2. Agree
3. Slightly agree
4. Neither agree nor disagree
5. Slightly disagree
6. Disagree
7. Strongly disagree

I14) Finally, would it be okay for us to contact you if we have any further questions relating to this study?

1. Yes
2. No