

**NEWS CONSUMPTION SURVEY – CAPI QUESTIONNAIRE**

**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**

**(SINGLECODE)**

**A8) 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
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 background

**D: Asian or Asian British**

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

**E: Other Ethnic Group**

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

**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

<b>SECTION B: INTERESTS AND TECHNOLOGY</b>
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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
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**

**PLEASE KEEP CODES 4, 5, 6 & 7 TOGETHER IN THE ROTATION**

**(MULTICODE OK)**

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

1. Television
2. Newspapers (printed)
3. Radio
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. Websites or apps that **bring together news from different news providers** such as MSN, Yahoo, Google News, or the home page of your internet service provider such as Tesco or Virgin. This might also include apps like Flipboard, Nuzzel or Smart News that are designed for mobiles and tablets.
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)

<b>SECTION D: CONSUMPTION OF NEWS ON PLATFORMS AND SOURCES</b>
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**SHOW SCREEN**

**ASK ALL**

**ROTATE 'TYPES OF NEWS' CODES 1-9  
(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
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; 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
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\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. CCTV News (China)
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 28-37; CODES 38-48  
(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 52-60; 61-67  
(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 Sunday Herald (SCOTLAND)
11. The Sunday Post (SCOTLAND)
12. The Sunday Mail (SCOTLAND)
13. Scotland on Sunday (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 71-74**

**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 1<sup>st</sup> magazine (WRITE IN)
6. Other 2<sup>nd</sup> magazine (WRITE IN)
7. Other 3<sup>rd</sup> magazine (WRITE IN)
8. Other 4<sup>th</sup> magazine (WRITE IN)
9. Other 5<sup>th</sup> 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 78-92; 93-99; 103-108**

**(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 iPlayer Radio. 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
6. BBC Radio 6 Music
7. BBC Asian Network
8. BBC World Service
9. Classic FM
10. Talksport
11. Talk Radio
12. LBC
13. Heart FM
14. Absolute Radio
15. Capital
16. Real Radio
17. Kiss
18. Smooth Radio
19. Magic
20. Cool FM (NI)
21. BBC Radio Scotland (SCOTLAND)
35. BBC Radio Wales or Cymru (WALES)
36. BBC Radio Ulster (NI)
22. Lincs FM
23. Any BBC local/regional radio station - Specify (WRITE IN)
34. Any community (not for profit) radio station
24. Other local commercial radio station(s) (a local station that has advertising) - Specify (WRITE IN)
25. Other radio station(s) e.g. foreign ones - Specify (WRITE IN)
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 110-119**

**(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
2. Google +
3. Instagram
4. LinkedIn
5. Reddit
6. Snapchat
7. Tumblr
8. Twitter
9. Viber
10. WhatsApp
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 123-131; 132-146; 147-150; 151-154; 155-169**

**PLEASE KEEP CODES 124-126 FIXED; 155-158 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), 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 OR THREE SCREENS (TBC AFTER SEEING SCRIPT)**

1. BBC website or app
2. ITV or ITN website or app
3. STV Website or app (SCOTLAND)
4. UTV Website or app (NI)
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)

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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)
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

**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>?**

	<b>SHOW IF CODES 4, 5, 6, 7, 8 SELECTED AT D9:</b>	<b>SHOW IF CODE 1 SELECTED AT D9</b>	<b>SHOW IF CODES 2, 3 SELECTED AT D9</b>	<b>SHOW IF CODES 2, 3, 7 SELECTED AT D9</b>
	<b>News organisations</b>	<b>Trending news</b>	<b>News stories from friends and family</b>	<b>News stories from other people you follow</b>
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**

	<b>SHOW IF CODES 2, 3 ARE CODED ...posted by your friends &amp; family</b>	<b>SHOW IF CODES 2, 3, 7 ARE CODED ...posted by other people you follow</b>
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 ALL WHO USE OTHER INTERNET SOURCES NOWADAYS AT C1 (C1=CODES 6 OR 7)**

**ROTATE CODES 1-16**

**(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
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

**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 HAVE GET NEWS VIA SOCIAL MEDIA AT C1 (C1=CODE 6 OR 7)**

**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 SPECIFIES TYPED UP AT **D2a-D8a**

NONE  
DON'T KNOW

E1b) Why is this the most important news source to you personally?

WRITE IN / INTERVIEWER TYPE IN (IF EASIER)

**ENSURE NEW CODES AT D2a-D8a ARE CARRIED THROUGH  
DUMMY CODES FROM D2a-D8a  
CATEGORY 1 – TV CHANNELS**

<b>BRAND CODES</b>	<b>CODES FROM D2a AND D2b (1-6) USED AT LEAST ONCE A WEEK</b>
<b>BBC Television</b>	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
<b>ITV/ ITV Wales&lt;WALES&gt; / UTV &lt;N IRE&gt;/ STV&lt;SCOTLAND&gt;</b>	ITV / ITV Wales / UTV / STV (D2a/6 AND D2b/1-6)
<b>Channel 4 (TV Channel)</b>	Channel 4 (D2a/7 AND D2b/1-6)
<b>S4C</b>	S4C (D2a/8 AND D2b/1-6)
<b>Channel 5</b>	Channel 5 (D2a/9 AND D2b/1-6)
<b>RTE Channels\TG3\TG4</b>	RTE Channels\TG3\TG4 (D2a/10 AND D2b/1-6)
<b>Sky News Channel</b>	Sky News Channel (D2a/11 AND D2b/1-6)
<b>CNN</b>	CNN (D2a/13 AND D2b/1-6)
<b>Euronews</b>	Euronews (English version) (D2a/15 AND D2b/1-6) OR Euronews (Non English version) (D2a/16 AND D2b/1-6)
<b>Al Jazeera</b>	Al Jazeera (English version) (D2a/17 AND D2b/1-6) OR Al Jazeera (Non English version) (D2a/18 AND D2b/1-6)
<b>RT (Russia Today)</b>	RT (Russia Today) (D2a/19 AND D2b/1-6)
<b>Bangla TV</b>	Bangla TV (D2a/20 AND D2b/1-6)
<b>CCTV News (China)</b>	CCTV News (China) (D2a/23 AND D2b/1-6)

**CATEGORY 2 – NEWSPAPERS**

<b>BRAND CODES</b>	<b>CODES FROM D3a AND D3b(1-6) OR USED AT LEAST ONCE A WEEK</b>	<b>CODES FROM D4a AND D4b (6-7) USED AT LEAST EVERY 2-3 WEEKS</b>
<b>The Sun /Sun on Sunday newspapers</b>	The Sun(D3a/1 AND D3b/1-6)	The Sun on Sunday (D4a/1 AND D4b/6,7)
<b>The Daily Mail or Mail on Sunday newspapers</b>	The Daily Mail(D3a/2 AND D3b/1-6)	The Mail on Sunday(D4a/2 AND D4b/6,7)
<b>The Daily or Sunday Star newspapers</b>	The Daily Star (D3a/3 AND D3b/1-6)	The Daily Star on Sunday (D4a/3 AND D4b/6,7)
<b>The Daily or Sunday Express newspapers</b>	The Daily Express (D3a/4 AND D3b/1- 6)	The Sunday Express (D4a/4 AND D4b/6,7)
<b>The Daily or Sunday Mirror newspapers</b>	The Daily Mirror (D3a/5 AND D3b/1- 6)	The Sunday Mirror(D4a/5 AND D4b/6,7)
<b>The Guardian or Observer newspapers</b>	The Guardian (D3a/6AND D3b/1-6)	The Observer (D4a/6 AND D4b/6,7)
<b>The i newspaper</b>	The I (D3a/7 AND D3b/1-6)	
<b>The Times or Sunday Times newspapers</b>	The Times(D3a/8 AND D3b/1-6)	The Sunday Times(D4a/7 AND D4b/6,7)
<b>The Daily or Sunday Telegraph newspapers</b>	The Daily Telegraph(D3a/9 AND D3b/1-6)	The Sunday Telegraph(D4a/8 AND D4b/6,7)
<b>The Financial Times newspaper</b>	The Financial Times (D3a/10 AND D3b/1-6)	

<b>The Herald/Sunday Herald newspapers</b>	The Herald (D3a/11 AND D3b/1-6)	The Sunday Herald (D4a/10 AND D4b/6,7)
<b>The Scotsman/Scotland on Sunday newspapers</b>	The Scotsman (D3a/12 AND D3b/1-6)	Scotland on Sunday (D4a/13 AND D4b/6,7)
<b>The Daily Record/Sunday Mail newspapers</b>	The Daily Record (D3a/13 AND D3b/1-6)	Sunday Mail (D4a/12 AND D4b/6,7)
<b>The Irish News newspaper</b>	The Irish News (D3a/18 AND D3b/1-6)	
<b>South Wales Echo</b>	South Wales Echo (D3a/19 AND D3b/1-6)	
<b>The Metro newspaper</b>	The Metro (D3a/20 AND 47/1-6)	
<b>The Evening Standard newspaper</b>	The Evening Standard (D3a/21 AND D3b/1-6)	
<b>Your local daily newspaper</b>	Any local daily newspaper (D3a/22 AND D3b/1-6)	
<b>The People newspaper</b>	The People (D4a/9 AND D4b/6,7)	
<b>Sunday Post</b>	Sunday Post (D4a/11 AND D4b/6,7)	
<b>Sunday World newspaper</b>	Sunday World (D4a/16 AND D4b/6,7)	
<b>Your local paid weekly newspaper</b>	Any local paid weekly newspaper (D4a/17 AND D4b/6,7)	
<b>Your local free weekly newspaper</b>	Any local free weekly newspaper (D4a/18 AND D4b/6,7)	

#### CATEGORY 3 - RADIO BRAND CODES

<b>BRAND CODES</b>	<b>CODES FROM D6a AND D6b (1-6)</b>
<b>BBC Radio</b>	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)
<b>Classic FM</b>	Classic FM (D6a/9 AND D6b/1-6)
<b>TalkSport</b>	TalkSport (D6a/10 AND D6b/1-6)
<b>Heart FM</b>	Heart FM (D6a/13 AND D6b/1-6)
<b>Absolute Radio</b>	Absolute Radio(D6a/14 AND D6b/1-6)
<b>Capital</b>	Capital(D6a/15 AND D6b/1-6)
<b>Real Radio</b>	Real Radio (D6a/16 AND D6b/1-6)
<b>Smooth Radio</b>	Smooth Radio (D6a/18 AND D6b/1-6)
<b>LBC</b>	LBC (D6a/12 AND D6b/1-6)

#### CATEGORY 4 – TV NEWS WEB/APPS

<b>BRAND CODES</b>	<b>CODES FROM D8a AND D8b (1-6)</b>
<b>BBC Website or app</b>	BBC Website or app(D8a/1 AND D8b/1-6)
<b>ITV or ITN website or app</b>	ITV or ITN website or app(D8a/2 AND D8b/1-6)
<b>STV website or app</b>	STV website or app (D8a/3 AND D8b/1-6)

<b>UTV website or app</b>	UTV website or app (D8a/4 AND D8b/1-6)
<b>Channel 4 website or app</b>	Channel 4 website or app(D8a/5 AND D8b/1-6)
<b>Sky News website or app</b>	Sky News website or app(D8a/6 AND D8b/1-6)

#### CATEGORY 5 – NEWSPAPER WEB/APPS BRAND CODES

<b>BRAND CODES</b>	<b>CODES FROM D8a AND D8b (1-6)</b>
<b>The Sun website or app</b>	The Sun website or app (D8a/10 AND D8b/1-6)
<b>The Daily Mail website or app</b>	The Daily Mail website or app (D8a/11 AND D8b/1-6)
<b>The Daily Star website</b>	The Daily Star website (D8a/12 AND D8b/1-6)
<b>The Daily Express website or app</b>	The Daily Express website or app (D8a/13 AND D8b/1-6)
<b>The Daily Mirror website or app</b>	The Daily Mirror website or app (D8a/14 AND D8b/1-6)
<b>The Guardian or Observer website or app</b>	The Guardian or Observer website or app (D8a/15 AND D8b/1-6)
<b>The Independent website or app</b>	The Independent website or app (D8a/16 AND D8b/1-6)
<b>The Times or Sunday Times website or app</b>	The Times\ Sunday Times website or app (D8a/18 AND D8b/1-6)
<b>The Telegraph website or app</b>	The Telegraph website or app (D8a/19 AND D8b/1-6)
<b>The Financial Times website or app</b>	The Financial Times website or app (D8a/20 AND D8b/1-6)
<b>The Metro website or app</b>	The Metro website or app (D8a/21 AND D8b/1-6)
<b>The Evening Standard website or app</b>	The Evening Standard website or app (D8a/22 AND D8b/1-6)
<b>The New York Times website or app</b>	The New York Times website or app (D8a/23 AND D8b/1-6)

#### CATEGORY 6 – OTHER INTERNET COMPANIES

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

#### CATEGORY 7 – SOCIAL MEDIA

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

**CATEGORY 8 – MAGAZINE COMPANIES**

<b>BRAND CODES</b>	<b>CODES FROM D5a (6-7)</b>
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, C4, C5), SKY, BBC Radio AND LBC (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



**SECTION F: INTERNATIONAL/NATIONS/ REGIONS**

**SHOW SCREEN**

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

**(MULTICODE OK)**

F1) From which of the following sources do you get international news nowadays?

**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. Websites or apps that bring together news from different news providers such as MSN, Yahoo, Google News, or the home page of your internet service provider such as Tesco or Virgin. This might also include apps like Flipboard, Nuzzel or Smart News, that are designed for mobiles and tablets
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 F1**

**(SINGLECODE)**

F2) How satisfied are you with the quality of international news available from [insert codes from F1]?

REPEAT QUESTION FOR EACH CODE USED AT F1

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 HAVE SELECTED AT C1 (C1=1-10)**

**(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)  
(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. Websites or apps that bring together news from different news providers such as MSN, Yahoo, Google News, or the home page of your internet service provider such as Tesco or Virgin. This might also include apps like Flipboard, Nuzzel or Smart News, that are designed for mobiles and tablets
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)**

**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] / 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 [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

<b>SECTION G: PURPOSE OF NEWS</b>
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**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 1 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

**READ OUT ON SEPARATE SCREEN**

**I would like you to think about current affairs programmes again.**

**SHOW SCREEN**

**ASK ALL**

**ROTATE CODES 1-2**

**(MULTICODE OK)**

**H4) Which of the following do you use to watch or listen to CURRENT AFFAIRS programmes nowadays?**

- 1. Television
- 2. Radio
- 3. Neither of these [GO TO I1]

**SHOW SCREEN**

**ASK ALL WHO HAVE SELECTED TELEVISION NOWADAYS AT H4 (H4=1)**

**ROTATE BETWEEN CODES 1-10; 11-31**

**(MULTICODE OK)**

**H5) Thinking specifically about <SOURCE USED AT H4 CODE 1>, which of the following do you use to watch CURRENT AFFAIRS programmes NOWADAYS? IF NECESSARY: Which have you used to watch current affairs programmes in the last month or so? Are there any others? CODE AS MANY AS APPLY**

1. BBC One
2. BBC Two
3. BBC Three (via iPlayer)
4. BBC Four
5. BBC Alba
6. ITV **(ALL)** / ITV WALES **(WALES)** / UTV **(N IRELAND)** / STV **(SCOTLAND)**
7. Channel 4
8. S4C (WALES)
9. Channel 5
10. RTE Channels\TV3\TG4 **(N IRELAND)**
11. Sky News Channel
12. BBC News Channel
13. CNN
14. CNBC
15. Other channel(s) - Specify (WRITE IN)
16. None of these
17. DON'T KNOW

**SHOW SCREEN**

**ASK ALL WHO HAVE USED RADIO NOWADAYS AT H4 (H4=2)**

**ROTATE**

**(MULTICODE OK)**

**H6) Thinking specifically about <SOURCE USED AT H4 CODE 2>, which of the following do you use to listen to CURRENT AFFAIRS programmes NOWADAYS? IF NECESSARY: Which have you used to listen to current affairs programmes in the last month or so? Are there any others? CODE AS MANY AS APPLY**

1. BBC Radio 2
2. BBC Radio 4
3. BBC Radio 5 Live
4. BBC Asian Network
5. BBC World Service
6. Talksport
7. LBC
8. BBC Radio Scotland (SCOTLAND) BBC Radio Wales or Cymru (WALES) BBC Radio Ulster (NI)
9. Any BBC local/regional radio station - Specify (WRITE IN)
10. Talk Radio
11. None of these
12. DON'T KNOW

**DUMMY CODES FROM H5-H6 TO FOLLOW SAME LOGIC AS AT SECTION E**

**BBC THREE TO FEED INTO THE BBC TELEVISION BRAND CODE**

**SCRIPTER TO SHOW THE PSB BRANDS (BBC TV, ITV, C4, C5), SKY, BBC Radio AND LBC (IF IN RESPONDENT'S REPERTOIRE):**



**RANDOMISE ITERATIONS**

**(SINGLECODE)**

**H7) To what extent do you think the following statements apply to [BRAND FROM LIST ON PREVIOUS PAGE] as a current affairs source? Answer using a scale of 1 to 10, where, 1 is NOT AT ALL and 10 is COMPLETELY**

**SCRIPTER: A-G ARE APPLCABLE TO ALL BRANDS:**

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

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

**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)**

I7) What is the highest educational or vocational qualification you currently have [ONLY INCLUDE THIS IF QDEM1 = CODES 5 OR 6] or will receive, if you complete your next set of exams? CODE ONE ONLY

1. No qualifications
2. 5 or more GCSE grades A-C
3. 4 or less GCSE grade A- C
4. GCSE grade D-G
5. 5 or more Scottish Standard Grades, grades 1-3
6. 4 or less Scottish Standard Grades, grades 1-3
7. Scottish Standard Grades, grades 4-7
8. Scottish Highers
9. CSEs
10. 5 or more O levels
11. 4 or less O levels
12. GCE A levels or equivalent
13. NVQ 1 or 2
14. NVQ 3 or 4
15. GNVQ Foundation
16. GNVQ Intermediate
17. GNVQ Advanced 16
18. Certificate or Diploma of Higher Education
19. Bachelors degree
20. Graduate Certificates and Diploma
21. Masters Degree
22. Doctoral Degree
23. Refused to answer
24. Don't know

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

1. Breathlessness or chest pains
2. Poor vision, partial sight or blindness
3. Difficulty in speaking or communicating
4. Poor hearing, partial hearing or deafness
5. Cannot walk at all/ use a wheelchair
6. Cannot walk very far or manage stairs or can only do so with difficulty
7. Limited ability to reach
8. Mental health problems or difficulties
9. Dyslexia
10. Other illnesses/ health problems which limit your daily activities/ work you can do(WRITE IN)
11. None

**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