NEWS CONSUMPTION SURVEY – ONLINE QUESTIONNAIRE FOR 12-15 YEAR OLDS (25 02 20)

Introduction:

Hello. We are from Research Interactive, and we're conducting this study on behalf of Jigsaw Research. This research is being carried out for Ofcom (the Office of Communications), which is responsible for overseeing communication services in the UK.

We would like to hear from 12-15 year olds about news – what they think of it and how they get it. Do you have a 12-15 year old at home that would be willing to take part in a short survey?

1. Yes
2. No [CLOSE INTERVIEW]

Please note that you and your child's answers will only be used for these research purposes. They will never be reported on at an individual level or be used to identify you or your child. The information collected will not be passed on to third parties. The lawful basis for processing this information is your consent and your child's consent.

We may ask you for personal information, such as your occupation, postcode, household income and ethnicity, but it's up to you if you want to provide this. You can stop this survey at any time. And you can withdraw your consent for us to process your answers at any time before they are anonymised – you can do so by contacting Jigsaw on datasecurity@jigsaw-research.co.uk or 020 7291 0810. In this instance, you can ask for Jigsaw and Research Interactive to delete any personal information they hold about you. At any time before your answers are anonymised, you can also ask Jigsaw Research and Research Interactive for a copy of your personal data, for any inaccurate data collected to be rectified and to restrict the processing of your personal data in certain circumstances. All personal data will be stored securely in the UK and kept for up to one month. Jigsaw and Research Interactive will hold your aggregated and anonymised answers for up to 2 years – this is to allow them to compare the answers given in this year's survey with those in subsequent years. For this survey, Ofcom is the data controller, and Jigsaw and Research Interactive are processors.

Can you confirm that the child you are putting forward to participate in this survey is your child or legal responsibility and that you consent to them taking part?

1. Yes
2. No [CLOSE INTERVIEW]

The survey will be split into two sections. We would like you to complete the first section, which lasts 1-2 minutes and then your child would complete the second section, which will last 10-15 minutes, depending on the media they use.

SECTION A: SCREENING QUESTIONS – PARENT SECTION

ASK ALL
TYPE IN AS MANY AS APPLY
A1) How many children aged 12-15 are there in your household?

1. 12 year olds - TYPE IN
2. 13 year olds - TYPE IN
3. 14 year olds - TYPE IN
4. 15 year olds - TYPE IN

CLOSE IF ZERO IN ALL AGE RANGES
QUOTAS: 125 INTERVIEWS PER AGE RANGE

REPEAT FOR EACH RELEVANT AGE RANGE
TICK AS MANY AS APPLY
A2) Is your [INSERT AGE OF CHILD] a boy or a girl?

1. Boy
2. Girl

QUOTAS: 60-65 INTERVIEWS PER AGE RANGE
SCRIPTER TO CHECK QUOTAS. IF HAVE MORE THAN ONE QUALIFYING CHILD, ASIGN TO LEAST FULL QUOTA

ASK ALL
TICK ONE ONLY
A3) 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?
If the Chief Income Earner is retired and has an occupational pension, please answer for their most recent occupation.
If the Chief Income Earner is not in paid employment but has been out of work for less than 6 months, please answer for their most recent occupation.

1. **Semi or unskilled manual work** (e.g. Manual workers, all apprentices to be skilled trades, Caretaker, Park keeper, non-HGV driver, shop assistant)
2. **Skilled manual worker** (e.g. Skilled Bricklayer, Carpenter, Plumber, Painter, Bus/ Ambulance Driver, HGV driver, AA patrolman, pub/bar worker, etc)
3. **Supervisory or clerical/ junior managerial/ professional/ administrative** (e.g. Office worker, Student Doctor, Foreman with 25+ employees, salesperson, etc)
4. **Intermediate managerial/ professional/ administrative** (e.g. Newly qualified (under 3 years) doctor, Solicitor, Board director small organisation, middle manager in large organisation, principle officer in civil service/local government)
5. **Higher managerial/ professional/ administrative** (e.g. Established doctor, Solicitor, Board Director in a large organisation (200+ employees, top level civil servant/public service employee))
6. **Student**
7. **Casual worker** – not in permanent employment
8. **Housewife/ Homemaker**
9. **Retired and living on state pension**
10. **Unemployed or not working due to long-term sickness**
11. **Full-time carer of other household member**
12. **Other**

ASK ALL

A4) 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)

A5) 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

QUOTAS: 415 INTERVIEWS IN ENGLAND, 45 INTERVIEWS IN SCOTLAND, 25 INTERVIEWS IN WALES AND 15 IN NORTHERN IRELAND

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

A6) URBANITY/RURALITY

1. Large city
2. Smaller city / large town
3. Medium town
4. Small town
5. Rural area

ASK ALL
TICK ONE ONLY
A7) 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

ASK ALL
TICK ONE ONLY
A7b) How would you describe your national identity?

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

A8) Finally before we start the survey with your child, can I please ask which these groups best describes your child (the child who will be taking this survey)?

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
1. Caribbean
2. African
3. 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

Thank you for your time. We'd now like to hear from your [insert 'age' / insert 'son/male child' or 'daughter/female child']. Please click below when they're ready to continue the survey.

SECTION B: INTERESTS IN AND ENGAGEMENT WITH NEWS (START OF CHILD'S SECTION)

SHOW TO ALL

Hello. We are from Research Interactive, and we're conducting this study on behalf of Jigsaw Research. This survey has been commissioned by Ofcom (the Office of Communications), the independent public organisation that is responsible for overseeing communications services in the UK. The purpose of the research is to understand how children and young people consume the news.

Your answers are private and nobody outside of our team, including your parents/guardians, will be able to see your responses. Your answers will only be used for research purposes. They will never be used to identify you. The information collected will not be passed on to third parties. The lawful basis for collecting this information is your consent.

The parent or guardian who suggested you might want to take part in this survey may have opted to provide the following personal information about you: your age; whether you are a boy or a girl; your postcode; and your ethnicity. We will not use this information to identify you or to share your answers with anyone, it just helps us to make sure we collect the views of lots of different people so our research is reliable.

Our questions aren't looking for you to provide any further personal information beyond this. You do not have to answer any question that you don't want to. You can stop this survey at any time.

All personal data will be stored securely in the UK and kept for up to one month. Jigsaw and Research Interactive will hold your answers, which will be grouped together with everyone else's answers and anonymised, for up to 2 years – this is to allow them to compare the answers given in this year's survey with those in subsequent years. For this survey, Ofcom is the data controller, and Jigsaw and Research Interactive are processors.

You can withdraw your consent for us to use your answers at any time before it is anonymized. You can do so by contacting Jigsaw on datasecurity@jigsaw-research.co.uk or 020 7291 0810. In this instance, you can ask for Jigsaw Research and Research Interactive to delete any personal information they hold about you. At any time before your answers are anonymised you can also ask Jigsaw Research and Research Interactive for a copy of your personal data, for any inaccurate data collected to be corrected and to restrict the processing of your personal data in certain circumstances. You can also ask your parent or guardian to make any of these requests on your behalf.

Can you confirm that you give permission for your answers to be used in this way?

1. Yes
2. No [CLOSE INTERVIEW]

The questions should 10-15 minutes to complete. In the top right hand corner of the screen it will show you how far through the survey you are.

Are you willing to take part in this survey?

1. Yes
2. No [CLOSE INTERVIEW]

There are no right and no wrong answers to any of these questions as it is not a test!

There may be some things that you haven't heard of or don't use but that is fine. If there are any questions you are not sure about it is ok to answer by saying 'Don't know'.

NEW SCREEN

This survey is all about news.

We know from talking to other young people that they get many different types of news in various ways. For example:
- Some tell us that they watch TV or listen to the radio in the morning to get the headlines or local news while they're getting ready for school.
- Others read newspapers to catch up on sport, look at celebrity news on their mobiles, or read news about what is going on in the UK online throughout the day.
- Some tell us they find out about news because the TV or radio is on in the background or because they see the headlines while scrolling through their Facebook or Instagram account.

ASK ALL
TICK ONE ONLY

B1) How <u>interested</u> are you in reading, watching, listening to or following news? Would you say you are...

1. Very interested
2. Quite interested
3. Not very interested
4. Not at all interested
5. Don't know/ not sure

ASK ALL THAT SELECT CODES 3 OR 4 AT B1
B2) Why are you [insert text from B1] in reading, watching, listening to or following news?

1. Too boring
2. Too upsetting
3. All news sounds the same
4. Not relevant for people of my age / it's for adults
5. Don't understand it
6. Something else - WRITE IN
7. Don't know/ not sure

ASK ALL
RANDOMISE CODES 1-11
TICK AS MANY AS APPLY
B3) Here are some different types of news. Which, if any, of these are you <u>interested</u> in?

1. Sports/ sports personalities
2. Music news / singers/ musicians
3. Celebrities/ Famous people/ actors/ reality TV stars
4. Politics or current affairs
5. Local news or events - near where you live
6. Serious things going on in your country/ in the UK/ national news
7. Serious things going on in other countries/ world events/ international news
8. Animals or the environment
9. Fashion and beauty
10. Science and technology
11. Weather
12. None of these / Don't follow news about any of these
13. Don't know

ASK ALL THAT SELECT >1 AT B3
RESPONSE LIST BASED ON THOSE SELECTED AT B3
RANKING QUESTION. RESPONDENT IS TO DRAG AND DROP THE DIFFERENT TYPES OF NEWS.
ANCHOUR POINTS TO BE 'MOST INTERESTED IN THIS TYPE OF NEWS' AND 'LEAST INTERESTED IN THIS TYPE OF NEWS'
B4) Which of these types of news are you <u>most interested</u> in?

Please drag the different types of news across to indicate your level of interest.

RANDOMISE ORDER OF STATEMENTS

ASK ALL
TICK ONE ONLY
B5) How <u>often</u> do you read, watch, listen to or follow the news?

1. Every day
2. Most days in a week
3. Weekly
4. Monthly
5. Less often
6. Never

ASK ALL
TICK ONE ONLY
B6) Sometimes people find out about the news because <u>others</u> are watching, listening to or talking about it. On other occasions they may see a news story online, when they're lookling for something else.

How often, if at all, do you come across the news like this?

1. Every day
2. Most days in a week
3. Weekly
4. Monthly
5. Less often
6. Never

B7) Sometimes people <u>actively</u> look for news. For example, they decide to watch it on TV, listen to it on the radio or read it in the paper. On other occasions, they may go online to look for news, sign up to news alerts or read news updates on social media.

How often, if at all do, you <u>actively</u> read, watch, listen to or follow the news like this?

1. Every day
2. Most days in a week
3. Weekly
4. Monthly
5. Less often
6. Never

SECTION C: SOURCES FOR NEWS

ASK ALL
TICK ALL THAT APPLY
ROTATE CODES 1-9, 12. ALWAYS SHOW CODE 12 BEFORE CODE 9 (ALSO APPLICABLE TO C2, C3 AND C4)
C1) Here is a list of different ways you can find out about or get updates on news stories. Which of these ways do you <u>ever use</u>?

1. Reading paper copies of newspapers
2. Reading paper copies of magazines
3. On the radio (this might be hearing news in the car, or at home)
4. On TV
5. Talking with friends
6. Talking with family
7. Through social media sites** – e.g. Facebook/ Twitter/ Snapchat, YouTube etc.
8. Through search engines, e.g. Google or Bing
12. Podcasts
9. Any other online sources of news whether a news website or any other type of website or app e.g. BBC website, Buzzfeed, Apple News, Upday (on Samsung devices), etc.
10. Something else - Please say
11. Don't know

** For example, this might be something that appears in your news feed, or a link to a story that is shared with you or sent to you, something that you see through a 'trending' section of the site or through any channels you visit on social media

ASK ALL THAT SAY > 1 CODED AT C1
RESPONSE LIST BASED ON THOSE SELECTED AT C1
RANKING QUESTION. RESPONDENT IS TO DRAG AND DROP THE DIFFERENT 'WAYS'
ANCHOUR POINTS TO BE 'MOST USED' AND 'LEAST USED'
C2) And which of these ways do you use the most to get updates on news stories?

Please drag the different ways across to indicate which ones you use the most.

ASK ALL
RESPONSE LIST BASED ON THOSE SELECTED AT B1/C1
TICK AS MANY AS APPLY
C3) Where do you tend to go <u>most often</u> for the following types of news stories?

Types of news: ONLY SHOW RELEVANT CODES FROM B1

1. Sports/ sports personalities
2. Music news / singers/ musicians
3. Celebrities/ Famous people/ actors/ reality TV stars
4. Politics or current affairs
5. Local news or events - near where you live
6. Serious things going on in your country/ in the UK/ national news
7. Serious things going on in other countries/ world events/ international news
8. Animals or the environment
9. Fashion and beauty
10. Science and technology
11. Weather
12. None of these / Don't follow news about any of these
13. Don't know

SCRIPTER: ONLY SHOW RELEVANT CODES FROM C1
Sources go to most often:

1. Reading paper copies of newspapers
2. Reading paper copies of magazines
3. On the radio (this might be hearing news in the car, or at home)
4. On TV
5. Talking with friends
6. Talking with family
7. Through social media sites** – e.g. Facebook/ Twitter/ Snapchat, YouTube etc.
8. Through search engines, e.g. Google or Bing
12. Podcasts
9. Any other online sources of news whether a news website or any other type of website or app e.g. BBC website, Buzzfeed, Apple News, Upday (on Samsung devices), etc.
10. Something else - Please say
11. Don't know

** For example, this might be something that appears in your news feed, or a link to a story that is shared with you or sent to you, something that you see through a 'trending' section of the site or through any channels you visit on social media

ASK FOR EACH SOURCE USED AT C1 – EXCEPT 'TALKING WITH FRIENDS' (CODE 5 AT C1) AND / OR 'TALKING WITH FAMILY' (CODE 6 AT C1)
C4) Which one of these answers best describes the news that you read or see?
(if C1/1) **I think news in newspapers…**
(if C1/2) **I think news in magazines…**
(if C1/3) **I think news on the radio…**
(if C1/4) **I think news on TV…**
(if C1/7) **I think news on social media sites or apps…**
(if C1/12) **I think news on Podcasts…**
(if C1/8) **I think news through search engines…**
(if C1/9) **I think news that I see online on news or other types of websites or apps...**

1. is always reported truthfully
2. is mostly reported truthfully
3. is sometimes reported truthfully
4. is never reported truthfully
5. Don't know

ASK ALL WHO TALK WITH FRIENDS (5 CODED AT C1)
TICK ONE ONLY
C5) When you hear about news stories from your friends, how likely do you think the stories are to be accurate?
1. Always accurate
2. Mostly accurate
3. Sometimes accurate
4. Never accurate
5. Don't know

ASK ALL WHO TALK WITH FAMILY (6 CODED AT C1)
TICK ONE ONLY
C6) When you hear about news stories from your family, how likely do you think the stories are to be accurate?
1. Always accurate
2. Mostly accurate
3. Sometimes accurate
4. Never accurate
5. Don't know

ASK ALL WHO USE SOCIAL MEDIA (7 CODED AT C1) – OTHERS SKIP TO C12
TICK AS MANY AS APPLY
RANDOMISE CODES 1-4
C7) Which, if any, of the following do you read or see on the social media sites or apps you use most often?

1. News stories that appear on the 'trending' section of the site or app
2. Comments, status updates or tweets from friends, family or other people you follow about news stories
3. Links to news stories posted by friends, family or other people that you follow
4. Comments or tweets from news organisations – e.g. BBC website, Buzzfeed, etc.
5. Links to news stories posted by news organisations – e.g. BBC website, Buzzfeed, etc.
6. None of these [SINGLE CODE]

SHOW IF CODES 1-4 SELECTED AT C7
TICK AS MANY AS APPLY
C8) Which, if any, of the following do you do when you read or see [trending news] on social media sites or apps?

	SHOW IF CODE 1 AT C7: Trending news	SHOW IF CODES 2 OR 3 AT C7: News stories from friends, family or other people you follow	SHOW IF CODE 4 OR 5 AT C7: News stories from news organisations
Look at a story or video but don't click on it			
Click on a news story or video			
Look at comments about a news story			
Comment on a news story			
Share the news story			
Don't know			
None of these			

ASK ALL WHO USE SOCIAL MEDIA AT C1 (code 7)
C9a) When you read or see a news story on social media sites or apps, how often, if at all do you think about whether the story is actually true?

1. I always think about this
2. I often think about this
3. I sometimes think about this
4. I never think about this
5. Don't know

ASK ALL WHO USE SOCIAL MEDIA AT C1 (code 7)
C10) How easy or difficult is it to tell whether a news story on social media is true?

1. Very difficult
2. Quite difficult
3. Neither difficult or easy
4. Quite easy
5. Very easy
6. Don't know

TICK AS MANY AS APPLY
RANDOMISE CODES 1-8
C11) When you read or see a news story on social media sites or apps which if any of these things would you ever do if you wanted to check the story?

1. Check if was by an organisation I had heard of
2. Check if it was by an organisation I thought was trustworthy
3. Look at how professional the story looks, e.g. are there spelling mistakes, do the images or videos look high quality?
4. Think about the what the story is about to see how likely is it to be true
5. Check to see if the same story appears anywhere else
6. Think about whether the person who shared it was someone I trusted
7. Look at the comments/ what people have said about the story
8. Check to see if it is by someone who was there when it happened/ saw it for themselves

    OR

9. I wouldn't make any of these checks
10. Don't know

ASK ALL
C12) Have you ever heard of '"fake news"'?

1. Yes
2. No
3. Don't know

ASK ALL THAT SAY YES AT C12
C13) Fake news stories are those that are false or made up that can appear on websites or on social media as well as on TV, radio or in newspapers. They are written deliberately to mislead people. Is this what you thought "fake news"' is?

1. Yes
2. No
3. Don't know

C14) Have you ever seen anything online or on social media that you thought was a "fake news" story?

1. Yes
2. No
3. Don't know

RANDOMISE ITERATIONS

C15) If you did see a story on social media or online that you thought was "fake news" what, if anything would you do about it? Please choose as many of these that you think you might do

1. I would report it to the social media site/ website
2. I would tell a friend
3. I would tell a teacher
4. I would tell my parents or other member of my family
5. I would share it with people and tell them about how it's not true
6. I would leave a comment saying I thought it was fake news
7. Something else – Please say

    OR

8. Would probably not do anything about it / would ignore it
9. Don't know

SECTION D: CONSUMPTION OF NEWS ON PLATFORMS AND SOURCES

ASK ALL
TICK ALL THAT APPLY
SCRIPTER TO SHOW 'NEWS STORIES' IN BOLD, UNDERLINED AND COLOURED FONT
D1) Which, if any, of the following do you use to read, watch, listen to or follow <u>news stories</u>?

SHOW IF NEWSPAPERS SELECTED AT C1 (CODE 1 AT C1)
1. The Sun/The Sun on Sunday
2. The Daily Mail / The Mail on Sunday
3. The Daily Star / The Daily Star on Sunday
4. The Daily Mirror / The Sunday Mirror
5. The Guardian / The Observer
6. The Times / The Sunday Times
7. The Daily Telegraph / The Sunday Telegraph
8. The Metro
9. First News
10. Another newspaper (WRITE IN)

SHOW IF MAGAZINES SELECTED AT C1 (CODE 2 AT C1)
11. The Week Junior
12. Another magazine (WRITE IN)

SHOW IF RADIO SELECTED AT C1 (CODE 3 AT C1)
13. BBC Radio 1 / Newsbeat
14. BBC Radio 2
15. Another BBC Radio station
16. Any Heart Radio station
17. Any Absolute Radio station
18. Any Capital Radio station
19. Any Kiss Radio station
45. Virgin Radio

20. Another commercial radio station (WRITE IN)

SHOW IF TV SELECTED AT C1 (CODE 4 AT C1)
25. BBC One/BBC Two
26. CBBC (Newsround)
27. ITV/CITV **(ALL)**/ITV WALES **(WALES)**/UTV **(N IRELAND)**/STV **(SCOTLAND)**
28. Channel 4
45. Sky News
29. Another TV channel (WRITE IN)

SHOW IF SOCIAL MEDIA SELECTED AT C1 (CODE 6 AT C1)
30.   Facebook or Facebook messenger
32.   Instagram
33.   Pinterest
34.   Snapchat
35.   Tumblr
36.   Twitter
46.   TikTok
37.   Viber
38.   WhatsApp
39.   YouTube (SHOW THIS HERE EVEN IF RESPONDENT DOES NOT SELECT SOCIAL MEDIA AT C1)
40.   Other social media platform (WRITE IN)

SHOW IF OTHER ONLINE SOURCES SELECTED AT C1 (CODE 8 AT C1)
36.   BBC/CBBC/Newsround/Newsbeat websites/apps
37.   Other TV company websites/apps
38.   Other radio station websites/apps
39.   Newspaper websites/apps
40.   Magazine websites/apps
41.   You Tube website/app
42.   Buzzfeed website/app
43.   Blogs
47.   News aggregation websites/apps which are designed to bring news sources together – e.g. Apple News, Upday (on Samsung devices), etc
44.   Other websites/apps (WRITE IN)

SHOW IF MORE THAN ONE SOCIAL MEDIA CODE IS SELECTED AT D1
TICK ONE ONLY
D2) And which of these social media sites or apps would you say is the <u>main one</u> you use to find out about or get updates on news stories?
SHOW RELEVANT CODES FROM D1

1.   Facebook or Facebook messenger
3.   Instagram
4.   Pinterest
5.   Snapchat
6.   Tumblr
7.   Twitter
12.   Tiktok
8.   Viber
9.   WhatsApp

10.   YouTube (NOTE TO OFCOM: WE CAN SHOW THIS HERE IF THEY DO NOT SELECT SOCIAL MEDIA AT C1)
11.   Other social media platform (WRITE IN)

REPEAT FOR EACH SOURCE SELECTED AT D1
TICK ALL THAT APPLY
D3) How did you first find out about [insert source selected at c1] as a source of news?

1.   My **parents** introduced me to it
2.   My **brother or sister** introduced me to it
3.   My **friends** introduced me to it
4.   My **school / teacher** introduced me to it
5.   Other – WRITE IN

SECTION E: ATTITUDE TO NEWS

ASK ALL WHO SELECTED ANY NEWS SOURCE AT D1
TICK ONE ONLY
E1a) Here is a list of all the news sources that you say you use. Which ONE of these is the most important news source to you?

SHOW ALL BRANDS CHOSEN AT D1 AS ONE LIST

NONE
DON'T KNOW

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

WRITE IN

REPEAT FOR EACH NEWS SOURCE NOT SELECTED AT E1a
TICK ONE ONLY
E2) You will now see all of the other news sources that you use. I would like you to tell me how important each one is to you.

Firstly, how important is [BRAND LIST FROM DUMMY CODES ABOVE] as a news source to you?

1.   Very important
2.   Quite important
3.   Not very important
4.   Not at all important
5.   Don't know

RANDOMISE ITERATIONS
TICK ONE ONLY PER NEWS SOURCE
E3) You will now see a list of statements. I would like you to tell me how often each of these statement applies to each of the different news sources.

Firstly, how often, if at all, does [insert source selected at D1 - e.g. The Sun/The Sun on Sunday] [insert statement below - e.g. Provide accurate news stories]?

A. Provide accurate news stories
B. Provide trustworthy news stories
C. Offer a range of opinions
D. Help me to understand what's going on in the world

1. All of the time
2. Most of the time
3. Sometimes
4. Never
5. Don't know

SECTION F: PURPOSE OF NEWS

ASK ALL
RANDOMISE CODES 1-13
TICK AS MANY AS APPLY
F1) Finally, here are some reasons that young people might have for reading, watching, listening to or following news.

Which of these apply to you?

1. It helps me to learn about or find out new things
2. It makes me think
3. It makes me laugh
4. It shocks or scares me
5. It inspires me to try something new or different
6. It gives me something to talk about with friends
7. It gives me something to talk about with family
8. It's important to know what's going on
9. Other – WRITE IN

10. I don't follow the news
11. Don't Know

That's the end of the survey. Thank you for your time.