Good afternoon/evening, my name is ... from Lake Market 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 communication services in the UK.

All information received is strictly confidential and will be carried out in accordance with the MRS Code of Conduct.

Lake Market Research operates within the confines of the General Data Protection Regulation 2016 and any data collected and processed will be anonymised so individuals will not be identified. During the course of the study you will be asked to provide personal information such as your gender, age and ethnicity but it's up to you if you want to provide this. We may ask you for your name or contact number for the purposes of quality control but provision of this is entirely voluntary. The information collected by Lake Market Research is on behalf of, and will remain, the property of Ofcom and will not be passed on to any third parties.

Do you agree to proceed with the survey on this basis?

1.   Yes
2.   No

If you would like to check that Lake Market Research is a bona fide market research agency, please contact the Market Research Society on 0800 9759596. For more information about how Lake uses your information, please visit our website www.lake-research.com/quality.

SECTION A: SCREENING QUESTIONS

ASK ALL
(SINGLECODE)
A1) Which of the following do you most identify with?
READ OUT
  1.   Male
  2.   Female
  3.   Prefer to use my own term
  4.   Prefer not to say

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?
READ OUT
1. 16-17
2. 18-24
3. 25-34
4. 35-44
5. 45-54
6. 55-64
7. 65-74
8. 75+
9. Prefer not to say

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?

If the Chief Income Earner is currently on furlough or any job support scheme, please respond based on their pre-Covid-19 employment status.

      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 CODE

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)
A8a) Which of these best describes your ethnic origin?
READ OUT – THEN PROBE TO PRE-CODE

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
10. Caribbean
11. African
12. 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)
A9) What is your religion?
READ OUT

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

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

ASK ALL
RANDOMISE CODES 1-8
(MULTICODE OK)
B4) Do you personally own any of the following devices?
READ OUT
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. Portable gaming device e.g. PSP or Nintendo DS
7. MP3 player e.g. iPod Touch
8. Smart Speaker 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 – CODE 1).
(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

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

People get news in different ways. Some 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. Some will read it online throughout the day either on a PC, laptop or mobile phone app. Others get news updates through social media such as Facebook and Twitter and many watch the news on TV in the evening or have the radio on in the background.

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

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?
READ OUT
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 (READ OUT IF NECESSARY: including apps you've downloaded and those automatically loaded onto your device)
7. Other internet sources on a mobile phone (READ OUT IF NECESSARY: 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 (print)
10. Word of mouth (READ OUT IF NECESSARY: family / friends / colleagues – in person/by phone/email)
11. None of these [GO TO G1]

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? READ OUT. CODE AS MANY AS APPLY

1. Websites/apps of **newspapers** such as Mail Online
2. Websites/apps of **news magazines** such as The Economist
3. Websites/apps of **TV and radio companies** such as BBC News Online
4. **Social media sites** such as Facebook
5. **Search engines** such as Google
6. Websites/apps of **online news organisations** like Huffington Post
7. **News aggregation websites/apps** which are designed to bring news sources together. IF NECESSARY: 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

ASK ALL
ROTATE 'TYPES OF NEWS' CODES 1-9, 12
(MULTICODE OK)
D1) Where do you tend to go most often for <u>each</u> of the following types of news content?
Firstly, where do you <u>tend to go</u> 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
<u>Sources go to first:</u>
READ OUT

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 (READ OUT IF NECESSARY: including apps you've downloaded and those automatically loaded onto your device)
7. Other internet sources on a mobile phone (READ OUT IF NECESSARY: 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 (print)
10. Word of mouth (READ OUT IF NECESSARY: 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

ASK ALL WHO HAVE SELECTED TELEVISION NOWADAYS AT C1 (C1=1)
ROTATE. LEAVE 25-27 AT BOTTOM OF LIST
(MULTICODE OK)
INTERVIEWER INSTRUCTION: WE ARE ONLY INTERESTED IN THEIR <u>CURRENT</u> 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? READ OUT
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 TV channel (on TV between 7pm and midnight) **(SCOTLAND)**
5. BBC Parliament
6. ITV **(ALL)** / ITV WALES **(WALES)** / UTV **(N IRELAND)** / STV **(SCOTLAND)**
7. Channel 4
8. S4C (WALES)
9. Channel 5
11. Sky News Channel
12. BBC News Channel
13. CNN
17. Al Jazeera
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

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
(SINGLE CODE PER CODE)
D2b) And typically how often do you watch the news on...<CODE SELECTED AT D2a> READ OUT – THEN PROBE TO PRE-CODE

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 ALL WHO HAVE USED NEWSPAPER NOWADAYS AT C1 (C1=2)
ROTATE. LEAVE 22-27 AT BOTTOM OF LIST
(MULTICODE OK)
INTERVIEWER INSTRUCTION: WE ARE ONLY INTERESTED IN THEIR <u>CURRENT</u> READERSHIPS HABITS AT THIS QUESTION.
D3a) Thinking specifically about daily newspaper(s), which of the following do you use for news **NOWADAYS**? **READ OUT**
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
20. The Metro
21. The Evening Standard
22. Any local daily newspaper- SPECIFY (WRITE IN)
25. Any Scotland based newspaper (SCOTLAND) - SPECIFY (WRITE IN)
26. Any Wales based newspaper (WALES) - SPECIFY (WRITE IN)
27. Any Northern Ireland based newspaper (NI) - SPECIFY (WRITE IN)
23. None of these / Don't read a Daily Newspaper
24. DON'T KNOW

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>? **READ OUT – THEN PROBE TO PRE-CODE**

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 ALL WHO HAVE USED NEWSPAPER NOWADAYS AT C1 (C1=2)

ROTATE. LEAVE 17-23 AT BOTTOM OF LIST

(MULTICODE OK)

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

D4a) Thinking specifically about weekly newspaper(s), which of the following do you use for news NOWADAYS? READ OUT. 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
17. Any local paid weekly paper - Specify (WRITE IN)
18. Any local free weekly newspaper – Specify (WRITE IN)
21. Any Scotland based newspaper (SCOTLAND) - SPECIFY (WRITE IN)
22. Any Wales based newspaper (WALES) - SPECIFY (WRITE IN)
23. Any Northern Ireland based newspaper (NI) - SPECIFY (WRITE IN)
19. None of these / Don't read a Weekly Newspaper
20. DON'T KNOW

ASK ALLWHO 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>? READ OUT – THEN PROBE TO PRE-CODE

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

ASK ALL WHO HAVE USED MAGAZINES NOWADAYS AT C1 (C1=9)
ROTATE. LEAVE 10-11 AT BOTTOM OF LIST
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 <u>CURRENT</u> READERSHIPS HABITS AT THIS QUESTION.
D5a) Thinking specifically about magazines, which of the following do you use for news **NOWADAYS**? **READ OUT**
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)
10. None of these
11. DON'T KNOW

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>? **READ OUT – THEN PROBE TO PRE-**
CODE

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

ASK ALL WHO HAVE USED RADIO NOWADAYS AT C1 (C1=3)
ROTATE. LEAVE 24, 32, 33 AT BOTTOM OF LIST
(MULTICODE OK)
INTERVIEWER INSTRUCTION: WE ARE ONLY INTERESTED IN THEIR <u>CURRENT</u> 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? READ OUT
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

15. Any Capital Radio Station
17. Any Kiss Radio station
18. Any Smooth Radio
45. Times Radio
24. Other local commercial radio station(s) (a local station that has advertising) - Specify (WRITE IN)
37. Virgin Radio
44. Wave 105 FM
32. None of these
33. DON'T KNOW

ASK ALLWHO 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>, READ OUT – THEN PROBE TO PRE-CODE

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

NOTE TO SCRIPTER: TWITCH CAN ALSO APPEAR AT D7b, E1a AND F6
ASK ALL WHO HAVE USED SOCIAL MEDIA NOWADAYS AT C1 (C1=CODES 4 OR 5)
ROTATE BETWEEN CODES 1-10, 14 LEAVE 11-13 AT BOTTOM OF LIST
(MULTICODE OK)
INTERVIEWER INSTRUCTION: WE ARE ONLY INTERESTED IN THEIR <u>CURRENT</u> 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? READ OUT
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
15. Twitch
11. Other social media platform (WRITE IN)
12. None of these
13. DON'T KNOW

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>, READ OUT – THEN PROBE TO PRE-CODE

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

ASK ALL WHO HAVE USED OTHER INTERNET SOURCES NOWADAYS AT C1 (C1=CODES 6 OR 7)
ROTATE BETWEEN CODES 1-6 / 10-22 (LEAVE 29 AT BOTTOM) / 33, 35, 37-39, 41, 44, 46 / LEAVE 53-55 AT BOTTOM (WITH 55 ABOVE 53)
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? READ OUT
IF NECESSARY: Which of the following websites or apps 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)
5. Channel 4 website or app
6. Sky 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
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, Belfast Live, Irish News, etc) (NI)- SPECIFY (WRITE IN)
33. Google (General search Engine)
35. Google News (search engine just for news)
37. Huffington Post website or app
38. Yahoo news website or app
39. MSN news website or app
41. YouTube website or app
44. BuzzFeed website or app
46. The LAD Bible website or app
50. Apple news app
51. Samsung news app / Upday
52. Other news apps
53. None of these
54. DON'T KNOW
55. Other (specify)

DO NOT
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>, READ OUT – THEN PROBE TO PRE-CODE

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 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? READ OUT CODE AS MANY AS APPLY
1. Read news stories online
2. Watch TV news online
3. Watch news related video clips
11. Listen to radio news online
12. Receive email alerts or notifications of news
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
18. NONE
19. DON'T KNOW

SECTION E: ATTITUDE TO NEWS

ASK ALL WHO SELECTED ANY NEWS SOURCE AT D2a-D8a
SHOW ALL BRANDS CHOSEN AS ONE LIST
(SINGLECODE)
E1a) Thinking about all the sources of news you have just said that you use, which ONE IS MOST IMPORTANT TO YOU PERSONALLY?

READ OUT ALL BRANDS
ALSO SHOW THE OTHER SPECIFIES 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(D2a12 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 TV channel (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)
Sky News Channel	Sky News Channel (D2a/11 AND D2b/1-6)
CNN	CNN (D2a/13 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)

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 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)	

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 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/other station (D6a/22, 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)

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)

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)

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

(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.

SELECT A <u>MAXIMUM</u> OF 6 BRANDS FOR THE CATI.

PRIORITISE PSB TV BRANDS (BBC TV, ITV (ENGLAND) / ITV WALES (WALES) / STV (SCOTLAND) / UTV (NORTHERN IRELAND), C4, C5) AND SKY TV IN THE FIRST INSTANCE. THEN RANDOMLY SELECT OTHER BRAND CODES THAT FALL WITHIN ANY OF 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

SELECT SAME BRANDS AS E2
(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

[INSERT FROM BRAND LIST…E.G BBC…]
SCRIPTER: A-H ARE APPLCABLE TO FOR ALL RELEVANT BRANDS:
A. [Brand] 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 - IF SELCTED AT E2:
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 ALL WHO HAVE SELECTED AT C1 (C1=1-10, 12)
(SINGLECODE)
F3) How interested are you in news about <FILTERED NATION>? **READ OUT**

<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

 (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 <SRIPTER SHOW APPROPRIATE NATION: Scotland, Wales, Northern Ireland>, which of the following do you use? **READ OUT**

RANDOMISE
1. Television
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
9. Search engines such as Google
10. Websites/apps of online news organisations like Huffington Post **IF SCOTLAND:** Glasgow live; **IF WALES:** Wales Online; **IF NI:** Belfast Live, etc
11. News aggregation websites/apps which are designed to bring news sources together. IF NECESSARY: 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. Podcasts
15. Other (specify)(WRITE IN)
16. NONE

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]? **READ OUT**

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

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 about <[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

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? **READ OUT**
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

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]? **READ OUT**
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

ASK ALL ANSWERING E2/E3
F10) Thinking now about Covid-19, to what extent do you think these statements apply to [EACH BRAND FROM E2 LIST] as a news source? Answer using a scale of 1 to 10, where, 1 is NOT AT ALL and 10 is COMPLETELY

INCLUDE THOSE WHO HAVE USED SOURCES FROM D2a-D8a AND SO HAVE BRAND CODES WITHIN ANY CATEGORY 1-8 AS DEFINED ABOVE (SAME BRANDS USED AT E2 LIST).

1. [BRAND] is good for providing news about Covid-19
2. [BRAND] is good for helping me understand Covid-19 restrictions

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. As mentioned before, the lawful basis for collecting this information is your consent and you don't have to provide answers to any of these if you don't want to.

ASK ALL
(SINGLECODE)
I1) Which of the following best describes your working status? If you're currently on furlough or any job support scheme, please tell me about your pre-Covid-19 working status. **READ OUT**
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?
WRITE IN

ASK ALL
(SINGLECODE)
I5) Into which of the following age groups do they fall? **READ OUT**
1. 0 - 4
2. 5 - 9
3. 10 - 15

ASK ALL
(SINGLECODE)
I7) 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. **READ OUT**

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

ASK ALL
(SINGLECODE)
I8) Ofcom wants to ensure that it talks to as representative a sample of people as possible. Which of the following you consider yourself to be: **READ OUT**

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

ASK ALL
(SINGLECODE)
I9) Is the gender you identify with the same as your sex registered at birth?

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

ASK ALL
(MULTICODE OK FOR CODES 1-10)
I10) Which, if any, of these impact or limit your daily activities or the work you can do? **READ OUT**

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

ASK ALL
(SINGLE CODE)
I11a) Which one of these bands describes your total household income before tax or any other deductions are made?
READ OUT

IF NECESSARY: Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment.

	PER WEEK	PER YEAR
1.	Up to £199 per week	Up to £10,399 per year
2.	£200 to £299 per week	£10,400 to £15,599 per year
3.	£300 to £499 per week	£15,600 to £25,999 per year
4.	£500 to £699 per week	£26,000 to £36,399 per year
5.	£700 to £999 per week	£36,400 to £51,999 per year
6.	£1,000 to £1,499 per week	£52,000 to £77,999 per year
7.	£1,500 and above per week	£78,000 and above per year
8.	Don't know	
9.	Prefer not to say	

ASK ALL
(SINGLE CODE)
I11b) Thinking of your total monthly household income and outgoings, at the moment how does your household financial situation compare with a typical month before the social distancing measures started in March 2020? **READ OUT**

1. Much better off
2. Slightly better off
3. About the same
4. Slightly worse off
5. Much worse off
6. Don't know
7. Refused (DO NOT READ OUT)

ASK ALL

(SINGLE CODE)

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? **READ OUT**

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

ASK ALL

(SINGLE CODE)

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