



NEWS CONSUMPTION SURVEY – CAPI QUESTIONNAIRE – FINAL – 05 12 17

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+

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

SECTION G: PURPOSE OF NEWS

SHOW SCREEN

ASK ALL

RANDOMISE CODES 1-13

(MULTICODE OK)

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

CODE AS MANY AS APPLY

I follow news...

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

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

SECTION H: CURRENT AFFAIRS

INTERVIEWER READ OUT

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

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

The types of programmes I'm thinking of include:

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

They **do not** include:

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

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

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

SHOW H2 AND H3 ON THE SAME SCREEN

SHOW SCREEN

ASK ALL

(SINGLECODE)

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

H2) On a scale of 1-10, where 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