

SCREENERS

ASK ALL

(SINGLECODE)

S1) Sex of respondent?

INTERVIEWER PLEASE CODE THIS UP

1. Male
2. Female

ASK ALL

S2) What was your age last birthday?

TEXT BOX

Rather not say

ASK ALL RESPONDENTS WHO RATHER NOT SAY AGE ON LAST BIRTHDAY AT S2

(SINGLECODE)

S2b) Which of the following age bands are you in?

- 16-17
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+

ASK ALL

(SINGLECODE)

S3) Which of these best describes your ethnic origin?

A: White

- English / Welsh / Scottish / Northern Irish / British Irish
- Irish
- Gypsy or Irish traveller
- Any other White background

B: Mixed

- White and Black Caribbean
- White and Black African
- White and Asian
- Any other Mixed background

C: Black or Black British

- Caribbean
- African
- Any other Black background

D: Asian or Asian British

- Indian
- Pakistani
- Bangladeshi
- Chinese
- Any other Asian background

E: Other Ethnic Group

- Any other ethnic group

Prefer not to say

INTERESTS AND TECHNOLOGY

ASK ALL

RANDOMISE CODES 1-11

(MULTICODE OK)

QA) 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
97. None of these

ASK ALL

(MULTICODE OK)

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

- 1: In home internet access using a Wi-Fi (wireless) connection to broadband
- 2: In home internet access using a wired (Ethernet) connection to broadband
- 3: In home internet access using a mobile network e.g. using 3G\4G on a smartphone\ tablet \dongle
- 4: In home internet access using a dial-up connection to the internet i.e. you cannot make phone calls at the same time

- 5: Internet access while travelling using a Wi-Fi (wireless) network
- 6: Internet access while travelling using a mobile network e.g. using 3G\4G on a smartphone\ tablet \dongle
- 7: Internet access at work or place of study
- 8: Internet access in a public place (e.g. a café or library) using a Wi-Fi (wireless) network
- 9: Internet access in a public place (e.g. a café or library) using a wired (Ethernet) connection to broadband
- 10: Internet access in a public place (e.g. a café or library) using a mobile network e.g. using 3G\4G on a smartphone\ tablet \dongle

- 11: Home/personal email address
- 12: Work email address

- 13: None of these/don't access the Internet

TV: 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: Other – WRITE IN
11: No TV – FIX AND MUTUALLY EXCLUSIVE
DK-BUTTON

**ASK ALL
(MULTICODE OK)**

QC1) 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. Mobile gaming device e.g. PSP or Gameboy DSi
6. MP3 player e.g. iPod Touch
7. Other mobile device
8. None of these
9. DON'T KNOW [BUTTON]

**ASK ALL WHO PERSONALLY USE A MOBILE PHONE (QC1=1).
(SINGLECODE)**

QC2) 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 [BUTTON]

SOURCES FOR NEWS

INTERVIEWER PLEASE READ THIS 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 1-8

PLEASE KEEP CODES 4 AND 5 TOGETHER IN THE ROTATION

(MULTICODE OK)

Q3a) Which of the following do you use for news nowadays?

1. Television
2. Newspapers (printed)
3. Radio
4. Internet or apps on a computer/laptop/netbook/tablet
5. Internet or apps on a mobile phone
6. Interactive TV services via the 'red button' or apps on the TV
7. Magazines
8. Word of mouth (family / friends / colleagues) – in person/by phone/email
97. None of these **[GO TO Q3AB]**

SHOW SCREEN

ASK ALL WHO HAVE SAID INTERNET OR APPS ON COMPUTER/LAPTOP/NETBOOK/TABLET AT Q3A

(Q3A=CODE 4)

ROTATE CODES 1-3

(MULTICODE OK)

Q3aa) You said you use the internet or apps on a computer/laptop/netbook/tablet for news nowadays.

Which of the following do you use for news?

1. Desktop computer
2. Laptop/netbook computer
3. Tablet
4. None of these

SHOW SCREEN

ASK ALL WHO HAVE SAID THEY DON'T USE INTERNET OR APPS OR DON'T USE ANY PLATFORM AT Q3A

(Q3A=CODES 1,2,3,6,7,8,97 AND NOT CODES 4 OR 5)

(SINGLE CODE)

Q3ab) Can I just check, do you get news from social media such as Facebook or Twitter at all?

IF NECESSARY SAY: 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

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

SHOW SCREEN

ASK ALL WHO HAVE USED INTERNET/APPS NOWADAYS AT Q3A (Q3A=CODES 4 OR 5)

ROTATE CODES 1-8

(MULTICODE OK)

Q3b1) You said you use the internet or apps or alerts (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, YouTube, 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
46. Other (**WRITE IN**)
DON'T KNOW [**BUTTON**]

CONSUMPTION OF NEWS ON PLATFORMS AND SOURCES

FOR THIS SECTION DISPLAY ONLY SOURCES USED FOR NEWS NOWADAYS AT Q3A

SHOW SCREEN

ASK ALLWHO HAVE SELECTED TELEVISION NOWADAYS AT Q3A (Q3A=1)

ROTATE BETWEEN CODES 1-7, 35, 46, 47

ROTATE BETWEEN CODES 8-24, 42, 44, 31, 48

(MULTICODE OK)

Q5a) Thinking specifically about <SOURCE USED AT Q3a CODE 1>, which of the following do you use for news nowadays? Are there any others? CODE AS MANY AS APPLY

1. BBC One
2. BBC Two
35. BBC Three
46. BBC Four
47. BBC Alba
3. ITV (**ALL**) / ITV WALES (**WALES**) / UTV (**N IRELAND**) / STV (**SCOTLAND**)
4. Channel 4
5. S4C (**WALES**)
6. Channel 5
7. RTE Channels\TG3\TG4 (**N IRELAND**)
8. Sky News Channel
9. BBC News Channel
10. CNN
11. Fox News
42. CNBC
12. Euronews (English version)
13. Euronews (Non English version)
14. Al Jazeera (English version)
15. Al Jazeera (Arabic version)
16. RT (Russia Today)
17. BBC Parliament
18. Zee TV
19. PTV
20. Star Plus
21. Bangla TV
22. Arab News Network
23. Deutsche Welle
24. TF1
44. France 24
31. CCTV News (China)
48. Bloomberg TV
25. Other channel(s) - Specify (**WRITE IN**)
97. None of these
98. DON'T KNOW [**BUTTON**]

DO NOT SHOW SCREEN

**ASK ALL WHO HAVE SELECTED TELEVISION CHANNELS AT Q5A (Q5A=1-25, 28-31, 32-34)
IF OTHER SPECIFY (CODE 25) CHOSEN AT Q5A PLEASE SHOW TYPED IN RESPONSES
(SINGLECODE PER CODE)**

Q5ai) And typically how often do you watch the news on...<CODE SELECTED AT Q5A>,

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 [BUTTON]

SHOW SCREEN

ASK ALL WHO HAVE USED NEWSPAPER NOWADAYS AT Q3A (Q3A=2)

ROTATE BETWEEN CODES 1-11

ROTATE BETWEEN CODES 12-21, 26-27, 42-43,46-47

(MULTICODE OK)

**Q5b) Thinking specifically about daily newspaper(s), which of the following do you use for news nowadays?
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
8. The 'i'
9. The Times
10. The Daily Telegraph
11. The Financial Times
12. The Morning Star
13. The Herald **(SCOTLAND)**
14. The Scotsman **(SCOTLAND)**
15. The Daily Record **(SCOTLAND)**
46. The National **(SCOTLAND)**
26. The Press and Journal (Aberdeen) **(SCOTLAND)**
27. The Courier and Advertiser (Dundee) **(SCOTLAND)**
17. The Belfast Telegraph **(NORTHERN IRELAND)**
18. The Irish News **(NORTHERN IRELAND)**
19. The News Letter **(NORTHERN IRELAND)**
20. The Western Mail **(WALES)**
42. The Daily Post - Wales **(WALES)**
43. The South Wales Evening Post **(WALES)**
47. South Wales Echo **(WALES)**
21. The Metro
22. The Evening Standard
23. Any local daily newspaper- Specify **(WRITE IN)**
97. None of these / Don't read a Daily Newspaper
DON'T KNOW [BUTTON]

DO NOT SHOW SCREEN

**ASK ALL WHO HAVE SELECTED DAILY NEWSPAPERS AT Q5B (Q5B=1-23, 26, 27, 28, 29, 30, 31)
IF OTHER SPECIFY (CODE 22) CHOSEN AT Q5B PLEASE SHOW TYPED IN RESPONSES
(SINGLECODE PER CODE)**

Q5bi) And typically how often do you read the news in...<ONLY ASK FOR CODES SELECTED AT Q5B>?

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 [BUTTON]

SHOW SCREEN

ASK ALL WHO HAVE USED NEWSPAPER NOWADAYS AT Q3A (Q3A=2)

ROTATE BETWEEN CODES 29, 1-9

ROTATE BETWEEN CODES 10-16

(MULTICODE OK)

**Q5c) Thinking specifically about weekly newspaper(s), which of the following do you use for news nowadays? By newspapers we mean the paper versions and not the websites or apps. Are there any others?
CODE AS MANY AS APPLY**

29. The Sun on Sunday
1. The Mail on Sunday
2. The Daily Star on Sunday
3. The Sunday Express
4. The Sunday Mirror
5. The Observer
7. The Sunday Times
8. The Sunday Telegraph
9. The People
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)
97. None of these / Don't read a Weekly Newspaper
98. DON'T KNOW [BUTTON]

DO NOT SHOW SCREEN

ASK ALLWHO HAVE SELECTED WEEKLY NEWSPAPERS AT Q5C (Q5C=1-18, 21)

**IF OTHER SPECIFY (CODES 17 OR 18) CHOSEN AT Q5C PLEASE SHOW TYPED IN RESPONSES
(SINGLE CODE PER CODE)**

Q5ci) And typically how often do you read the news in...<CODES SELECTED AT Q5C>?

6. About once a week
7. Every 2-3 weeks

8. About once a month
9. Less often
10. DON'T KNOW [BUTTON]

SHOW SCREEN

ASK ALL WHO HAVE USED RADIO NOWADAYS AT Q3A (Q3A=3)

ROTATE BETWEEN CODES 1-12, 31, 41-45

ROTATE BETWEEN CODES 32-36

(MULTICODE OK)

Q5d) Thinking specifically about <SOURCE USED AT Q3A CODE 3>, which of the following do you use for news nowadays? Are there any others? CODE AS MANY AS APPLY

1. BBC Radio 4
2. BBC Radio 3
3. BBC Radio 2
4. BBC Radio 1
5. BBC Asian Network
6. BBC Radio 5 Live
7. BBC World Service
41. BBC Radio 6 Music
8. Classic FM
9. Talksport
42. LBC
10. Heart FM
11. Absolute Radio
12. Capital
31. Real Radio
43. Kiss
44. Smooth Radio
45. Magic
13. BBC Radio Scotland (**SCOTLAND**) BBC Radio Wales or Cymru (**WALES**) BBC Radio Ulster (**NI**)
14. Any BBC local/regional radio station - Specify (**WRITE IN**)
32. Cool FM (**NI**)
33. Radio Ceredigion (**WALES**)
34. Scarlet FM (**WALES**)
35. Radio Pembrokeshire (**WALES**)
36. Radio Carmarthenshire (**WALES**)
46. Other local commercial radio station(s) - Specify (**WRITE IN**)
15. Other radio station(s) e.g. foreign ones - Specify (**WRITE IN**)
97. None of these
98. DON'T KNOW [BUTTON]

DO NOT SHOW SCREEN

ASK ALL WHO HAVE SELECTED RADIO STATIONS AT Q5D (Q5D=1-15, 18-23, 24-29)

IF OTHER SPECIFY (CODES 14 OR 15 OR 29) CHOSEN AT Q5D PLEASE SHOW TYPED IN RESPONSES (SINGLECODE PER CODE)

Q5di) And typically how often do you listen to the news on...<CODE SELECTED AT Q5D>,

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 [BUTTON]

SHOW SCREEN

**ASK ALL WHO HAVE USED INTERNET/APPS NOWADAYS AT Q3A
(Q3A=CODES 4 OR 5)**

ROTATE BETWEEN CODES 1-4, 60-62, 70-71

ROTATE BETWEEN CODES 5-16, 50-52, 63, 72-74

ROTATE BETWEEN CODES 21-22

ROTATE BETWEEN CODES 24-26, 31, 79-81, 64-66

PLEASE KEEP CODES 2, 60, 61 TOGETHER IN THE ROTATION

PLEASE KEEP CODES 28-30 FIXED

(MULTICODE OK)

Q5e) Thinking specifically about Internet or apps or alerts (on any device), which of the following do you use for news nowadays? Are there any others? CODE AS MANY AS APPLY

1. BBC website or app
2. ITV or ITN website or app
60. STV Website or app (**SCOTLAND**)
61. UTV Website or app (**NI**)
3. Channel 4 website or app
4. Sky News website or app
62. CNN Website or app
70. NBC News website or app
71. CBS News website or app
5. The Sun website or app
6. The Daily Mail website or app
7. The Daily Star website or app
8. The Daily Express website or app
9. The Daily Mirror website or app
10. The Guardian/Observer website or app
11. The Independent website or app
12. The Times/Sunday Times website or app
13. The Telegraph website or app
14. The Financial Times website or app
15. The Metro website or app
16. The Evening Standard website or app
63. The New York Times website or app
72. The Washington Post website or app
73. Time.com website or app
74. The Atlantic website or app
79. The Week website or app
80. Private Eye website
81. The Economist website or app
17. Any local newspaper websites or app (**WRITE IN**)
18. Any Scotland based websites or apps (e.g. the Herald, the Scotsman, Daily Record, etc) (**SCOTLAND**) - **SPECIFY (WRITE IN)**
19. Any Wales based news websites or apps (e.g. S4C, Western Mail, etc) (**WALES**) - **SPECIFY (WRITE IN)**
20. Any Northern Ireland based news websites or apps (e.g. RTE, Belfast Telegraph etc) (**NI**) - **SPECIFY (WRITE IN)**
21. Facebook
22. Twitter
28. Google (General search Engine)
- 29: Other general search engine (**WRITE IN**)
23. Google News (search engine just for news)

- 30. Other search engine just for news **(WRITE IN)**
 - 31. Huffington Post
 - 24. Yahoo news
 - 25. MSN news
 - 26. AOL news
 - 64. YouTube
 - 65. Feedly app
 - 66. Flipboard app
 - 75. News Now website or app
 - 76. BuzzFeed
 - 77. Vice
 - 82. The LAD Bible website or app
 - 78. Personal blog
 - 32. Other site that combines news links **(WRITE IN)**
 - 27. Other website(s) or app(s) - Specify **(WRITE IN)**
 - 97. None of these
- DON'T KNOW [BUTTON]

DO NOT SHOW SCREEN

ASK ALL WHO HAVE SELECTED WEBSITE/APP AT Q5E (Q5E=1-39, 40-52)

IF OTHER SPECIFY (CODES 17,18,19,20, 27, 29, 30, 32) CHOSEN AT Q5E PLEASE SHOW TYPED IN RESPONSES (SINGLECODE PER CODE)

Q5ei) And typically how often do you use.....<CODES SELECTED AT Q5E>,

- 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[BUTTON]

SHOW SCREEN

ASK ALL WHO HAVE USED MAGAZINES NOWADAYS AT Q3A (Q3A=7)

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)

Q5f) Thinking specifically about magazines, which of the following do you use for news nowadays? 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 magazines **(WRITE IN)**
- None of these
DON'T KNOW [BUTTON]

DO NOT SHOW SCREEN

ASK ALL WHO HAVE SELECTED MAGAZINES AT Q5F (Q5F=1-5)

IF OTHER SPECIFY (CODE 5) CHOSEN AT Q5F PLEASE SHOW TYPED IN RESPONSES (SINGLE CODE PER CODE)

Q5fi) And typically how often do you read the news in...<CODES SELECTED AT Q5F>?

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

SHOW SCREEN

ASK ALL WHO HAVE USED INTERNET/APPS NOWADAYS AT Q3A (Q3A=CODES 4 OR 5)

ROTATE CODES 1-15, 17

(MULTICODE OK)

Q6a) In which types of ways do you access and use news through the internet or apps 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
17. Look at a sequence or gallery of pictures about news
16. Other (specify)**(WRITE IN)**
NONE [BUTTON]
DON'T KNOW [BUTTON]

SHOW SCREEN

ASK ALL WHO HAVE USED INTERNET/APPS NOWADAYS AT Q3A (Q3A=CODES 4 OR 5)

ROTATE ITERATIONS A-D

(SINGLECODE PER STATEMENT)

Q6a4) 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

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

ANSWER CODES

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

SHOW SCREEN

ASK ALL WHO HAVE GET NEWS STORY VIA SOCIAL MEDIA AT Q3B1 (Q3B1=CODE 4)

SINGLECODE

Q6a2) 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 [BUTTON]

SHOW SCREEN

ASK ALL WHO HAVE GET NEWS STORY VIA SOCIAL MEDIA AT Q3B1 (Q3B1=CODE 4)

CODE 9 SHOULD NOT BE SHOWN TO ANYONE IN ENGLAND

ROTATE CODES 1-9

(MULTICODE OK)

Q6a3) Which of the following types of news do you tend to get from the social media posts that you receive? CODE AS MANY AS APPLY

1. Local news
 2. UK news
 3. Foreign/international news
 4. Celebrity news
 5. Headlines
 6. Breaking news
 7. Campaigning news
 8. In depth analysis
 9. News about <[TEXT AS BELOW]>FILTERED THIS CODE SHOULD NOT BE SHOWN TO PEOPLE IN ENGLAND)
- NONE [BUTTON]

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

SHOW SCREEN

ASK ALL WHO GET THEIR NEWS SPECIFICALLY THROUGH FACEBOOK (Q5E=CODE 21(FACEBOOK))

ROTATE CODES 1-4

(MULTICODE OK)

Q6a5) Earlier you said that you get news from Facebook. Which of the following have you done in the last week?

1. Look at comments about the news
2. **Click on** a news article or video
3. Look at a news post or video **but don't click on it**
4. Look at news stories that Facebook says are trending (the box on the right hand side of your news feed)
5. Don't know

SHOW SCREEN

ASK ALL WHO LOOK AT COMMENTS ON FACEBOOK (Q6A5=CODE 1)

(MULTICODE OK)

Q6a6) Do these comments that you look at on Facebook tend to be posted/shared to you by ...?

1. A friend
2. A public figure/journalist
3. A news organization
4. Other Facebook users
5. Don't know

SHOW SCREEN

ASK ALL WHO LOOK AT OR CLICK ON NEWS ARTICLE/VIDEO ON FACEBOOK (Q6A5=CODES 2 OR 3)

(MULTICODE OK)

Q6a7) Do these news articles or videos that you look at on Facebook tend to be posted/shared to you by ...?

1. A friend
2. A public figure/journalist
3. A news organization
4. Other Facebook users
5. Don't know

SHOW SCREEN

ASK ALL WHO GET THEIR NEWS SPECIFICALLY THROUGH TWITTER (Q5E=CODE 22(TWITTER))

ROTATE CODES 1-4

(MULTICODE OK)

Q6a8) Earlier you said that you get news from Twitter. Which of the following have you done in the last week?

1. Look at tweets about the news (without a video or article attached)
2. **Click on** a news article or video
3. Look at a news post or video **but don't click on it**
4. Look at the hash tags that are trending
5. Don't know

SHOW SCREEN

ASK ALL WHO LOOK AT TWEETS ON TWITTER (Q6A8=CODE 1)

(MULTICODE OK)

Q6a9) Do these tweets that you look at on Twitter tend to be posted/shared by ...?

1. A friend
2. A public figure/journalist
3. A news organization
4. Other Twitter users
5. Don't know

SHOW SCREEN

ASK ALL WHO LOOK AT OR CLICK ON NEWS ARTICLE/VIDEO ON TWITTER (Q6A8=CODES 2 OR 3)

(MULTICODE OK)

Q6a10) Do these news articles or videos that you look at on Twitter tend to be posted/shared by ...?

1. A friend
2. A public figure/journalist
3. A news organization
4. Other Twitter users
5. Don't know

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 Q5A-F

SHOW ALL BRANDS CHOSEN AS ONE LIST

(SINGLECODE)

Q8a) Looking at all the sources of news you have just said that you use, which ONE IS MOST IMPORTANT TO YOU PERSONALLY?

SHOW ALL BRANDS CHOSEN AS ONE LIST – ALSO SHOW THE OTHER SPECIFICS TYPED UP AT Q5A TO Q5F

NONE [BUTTON]

DON'T KNOW [BUTTON]

ENSURE NEW CODES AT Q5A-F ARE CARRIED THROUGH

DUMMY CODES FROM Q5A-F**CATEGORY 1 – TV CHANNELS**

BRAND CODES	CODES FROM Q5a AND Q5ai (1-6) USED AT LEAST ONCE A WEEK
BBC Television	BBC One (Q5a/1 AND Q5ai/1-6) OR BBC Two(Q5a/2 AND Q5ai/1-6) OR BBC Three (Q5a/ 35 AND Q5ai/1-6) OR BBC News Channel(Q5a/9 AND Q5ai/1-6) OR BBC Parliament (Q5a/17 AND Q5ai/1-6) OR BBC Four (Q5a/46 AND Q5ai/1-6) OR BBC Alba (Q5a/33 AND Q5ai/1-6) OR
ITV/ ITV Wales<WALES> / UTV <N IRE>/ STV<SCOTLAND>	ITV / ITV Wales / UTV / STV (Q5a/3 AND Q5ai/1-6)
Channel 4 (TV Channel)	Channel 4 (Q5a/4 AND Q5ai/1-6)
S4C	S4C (Q5a/5 AND Q5ai/1-6)
Channel 5	Channel 5 (Q5a/6 AND Q5ai/1-6)
RTE Channels\TG3\TG4	RTE Channels\TG3\TG4 (Q5a/7AND Q5ai/1-6)
Sky News Channel	Sky News Channel(Q5a/8 AND Q5ai/1-6)
CNN	CNN(Q5a/10AND Q5ai/1-6)
Fox News	Fox News (Q5a/11 AND Q5ai/1-6)
Euronews	Euronews (English version) (Q5a/12 AND Q5ai/1-6) OR Euronews (Non English version) (Q5a/13 AND Q5ai/1-6)
Al Jazeera	Al Jazeera (English version) (Q5a/14 AND Q5ai/1-6) OR Al Jazeera (Non English version) (Q5a/15 AND Q5ai/1-6)
RT (Russia Today)	RT (Russia Today) (Q5a/16 AND Q5ai/1-6)
Zee TV	Zee TV (Q5a/18 AND Q5ai/1-6)
PTV	PTV (Q5a/19 AND Q5ai/1-6)
Star Plus	Star (Q5a/20 AND Q5ai/1-6)
Bangla TV	Bangla TV (Q5a/21 AND Q5ai/1-6)
Arab News Network	Arab News Network (Q5a/22 AND Q5ai/1-6)
CCTV News (China)	CCTV News (China) (Q5a/31 AND Q5ai/1-6)

CATEGORY 2 – NEWSPAPERS

BRAND CODES	CODES FROM Q5b AND Q5bi(1-6) OR USED AT LEAST ONCE A WEEK	CODES FROM Q5c AND Q5ci (6-7) USED AT LEAST EVERY 2-3 WEEKS
The Sun /Sun on Sunday newspapers	The Sun(Q5b/1 AND Q5bi/1-6)	The Sun on Sunday (Q5c/ 29 AND Q5ci/6,7)
The Daily Mail or Mail on Sunday newspapers	The Daily Mail(Q5b/2AND Q5bi/1-6)	The Mail on Sunday(Q5c/1 AND Q5ci/6,7)
The Daily or Sunday Star newspapers	The Daily Star (Q5b/3 AND Q5bi/1-6)	The Daily Star on Sunday (Q5c/2 AND Q5ci/6,7)
The Daily or Sunday Express newspapers	The Daily Express (Q5b/4 AND Q5bi/1-6)	The Sunday Express (Q5c/3 AND Q5ci/6,7)
The Daily or Sunday Mirror newspapers	The Daily Mirror (Q5b/5 AND Q5bi/1-6)	The Sunday Mirror(Q5c/4 AND Q5ci/6,7)

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The Guardian or Observer newspapers	The Guardian (Q5b/6 AND Q5bi/1-6)	The Observer (Q5c/5 AND Q5ci/6,7)
The i newspaper	The I (Q5b/8 AND Q5bi/1-6)	
The Times or Sunday Times newspapers	The Times(Q5b/9 AND Q5bi/1-6)	The Sunday Times(Q5c/7 AND Q5ci/6,7)
The Daily or Sunday Telegraph newspapers	The Daily Telegraph(Q5b/10 AND Q5bi/1-6)	The Sunday Telegraph(Q5c/8 AND Q5ci/6,7)
The Financial Times newspaper	The Financial Times (Q5b/11 AND Q5bi/1-6)	
The Morning Star newspaper	The Morning Star (Q5b/12 AND Q5bi/1-6)	
The Herald/Sunday Herald newspapers	The Herald (Q5b/13 AND Q5bi/1-6)	The Sunday Herald (Q5c/10 AND Q5ci/6,7)
The Scotsman/Scotland on Sunday newspapers	The Scotsman (Q5b/14 AND Q5bi/1-6)	Scotland on Sunday (Q5c/13 AND Q5ci/6,7)
The Daily Record/Sunday Mail newspapers	The Daily Record (Q5b/15 AND Q5bi/1-6)	Sunday Mail (Q5c/12 AND Q5ci/6,7)
The Belfast Telegraph/Sunday Life newspapers	The Belfast Telegraph (Q5b/17 AND Q5bi/1-6)	Sunday Life (Q5c/15 AND Q5ci/6,7)
The National	The National (Q5b/ 46 AND Q5bi/1-6)	
The Irish News newspaper	The Irish News (Q5b/18 AND Q5bi/1-6)	
The News Letter newspaper	The News Letter (Q5b/19 AND Q5bi/1-6)	
The Western Mail/Wales on Sunday newspaper	The Western Mail (Q5b/20 AND Q5bi/1-6)	Wales on Sunday (Q5c/14 AND Q5ci/6,7)
South Wales Echo	South Wales Echo (Q5b/47 AND Q5bi/1-6)	
The Metro newspaper	The Metro (Q5b/21 AND Q5bi/1-6)	
The Evening Standard newspaper	The Evening Standard (Q5b/22 AND Q5bi/1-6)	
Your local daily newspaper	Any local daily newspaper (Q5b/23 AND Q5bi/1-6)	
The People newspaper		The People (Q5c/9 AND Q5ci/6,7)
Sunday Post		Sunday Post (Q5c/11 AND Q5ci/6,7)
Sunday World newspaper		Sunday World (Q5c/16 AND Q5ci/6,7)
Your local paid weekly newspaper		Any local paid weekly newspaper (Q5c/17 AND Q5ci/6,7)
Your local free weekly newspaper		Any local free weekly newspaper (Q5c/18 AND Q5ci/6,7)

CATEGORY 3 - RADIO

BRAND CODES	CODES FROM Q5d AND Q5di (1-6)
BBC Radio	BBC Radio 4(Q5d/1 AND Q5di/1-6) OR BBC Radio 3(Q5d/2 AND Q5di/1-6) OR

	BBC Radio 2(Q5d/3 AND Q5di/1-6) OR BBC Radio 1(Q5d/4 AND Q5di/1-6) OR BBC Asian Network (Q5d/5 AND Q5di/1-6) OR BBC Radio 5 Live(Q5d/6 AND Q5di/1-6) OR BBC World Service (Q5d/7 AND Q5di/1-6) OR BBC Radio <Nation>(Q5d/13 AND Q5di/1-6) OR Any BBC Local/regional radio station (Q5d/14 AND Q5di/1-6) OR BBC Radio 6 Music (Q5d/ 41 AND Q5di/1-6)
Classic FM	Classic FM (Q5d/8AND Q5di/1-6)
TalkSport	TalkSport(Q5d/9 AND Q5di/1-6)
Heart FM	Heart FM (Q5d/10 AND Q5di/1-6)
Absolute Radio	Absolute Radio(Q5d/11 AND Q5di/1-6)
Capital	Capital(Q5d/12 AND Q5di/1-6)
Real Radio	Real Radio (Q5d/ 31 AND Q5di/1-6)
Smooth Radio	Smooth Radio (Q5d/44 AND Q5di/1-6)

CATEGORY 4 – TV NEWS WEB/APPS

BRAND CODES	CODES FROM Q5e AND Q5ei (1-6)
BBC Website or app	BBC Website or app(Q5e/1 AND Q5ei/1-6)
ITV or ITN website or app	ITV or ITN website or app(Q5e/2 AND Q5ei/1-6)
STV website or app	STV website or app (Q5e/ 60 AND Q5ei/1-6)
UTV website or app	UTV website or app (Q5e/ 61 AND Q5ei/1-6)
Channel 4 website or app	Channel 4 website or app(Q5e/3 AND Q5ei/1-6)
Sky News website or app	Sky News website or app(Q5e/4 AND Q5ei/1-6)

CATEGORY 5 – NEWSPAPER WEB/APPS

BRAND CODES	CODES FROM Q5eAND Q5ei (1-6)
The Sun website or app	The Sun website or app (Q5e/5 AND Q5ei/1-6)
The Daily Mail website or app	The Daily Mail website or app (Q5e/6 AND Q5ei/1-6)
The Daily Star website	The Daily Star website (Q5e/7 AND Q5ei/1-6)
The Daily Express website or app	The Daily Express website or app (Q5e/8 AND Q5ei/1-6)
The Daily Mirror website or app	The Daily Mirror website or app (Q5e/9 AND Q5ei/1-6)
The Guardian or Observer website or app	The Guardian or Observer website or app (Q5e/10 AND Q5ei/1-6)
The Independent website or app	The Independent website or app (Q5e/11 AND Q5ei/1-6)
The Times or Sunday Times website or app	The Times\ Sunday Times website or app (Q5e/12 AND Q5ei/1-6)
The Telegraph website or app	The Telegraph website or app (Q5e/13 AND Q5ei/1-6)
The Financial Times website or app	The Financial Times website or app (Q5e/14 AND Q5ei/1-6)
The Metro website or app	The Metro website or app (Q5e/15 AND Q5ei/1-6)
The Evening Standard website or app	The Evening Standard website or app (Q5e/16 AND Q5ei/1-6)
The New York Times website or app	The New York Times website or app (Q5e/ 63 AND Q5ei/1-6)

CATEGORY 6 – INTERNET COMPANIES

BRAND CODES	CODES FROM Q5e (1-6)
Facebook	Facebook (Q5e/21 AND Q5ei/1-6)
Twitter	Twitter (Q5e/22 AND Q5ei/1-6)
Google News (Search Engine just for news)	Google News (Q5e/23 AND Q5ei/1-6)
Yahoo News	Yahoo News(Q5e/24 AND Q5ei/1-6)
MSN News	MSN News(Q5e/25 AND Q5ei/1-6)
AOL News	AOL News (Q5e/26 AND Q5ei/1-6)
YouTube	YouTube (Q5e/64 AND Q5ei/1-6)
Huffington Post	Huffington Post (Q5e/31 AND Q5ei/1-6)
Vice	Vice (Q5e/ 77 AND Q5ei/1-6)

CATEGORY 7 – MAGAZINE COMPANIES

BRAND CODES	CODES FROM Q5f (6-7)
Private Eye	Private Eye (Q5f/1 AND Q5fi/6,7)
The Economist	The Economist (Q5f/2 AND Q5fi/6,7)
The Week magazine	The Week magazine (Q5f/3 AND Q5fi/6,7)
Time magazine	The Economist (Q5f/4 AND Q5fi/6,7)

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

SHOW SCREEN

(SINGLECODE PER NEWS SOURCE)

Q9b) 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 Q5A-F AND SO HAVE BRAND CODES WITHIN ANY CATEGORY 1-7 AS DEFINED ABOVE

[BRANDS FROM LIST ON PREVIOUS PAGE]

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

SHOW SCREEN

ASK THOSE WHO HAVE USED SOURCES FROM Q5A-F AND SO HAVE BRAND CODES WITHIN ANY CATEGORY 1-7 AS DEFINED ABOVE.

RANDOMISE ITERATIONS A,B,C,H,J,K
(SINGLECODE PER NEWS SOURCE)

Q9c) 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

- a) is accurate and reliable
- b) is trustworthy
- c) is impartial and unbiased
- h) offers a range of opinions
- j) helps me make up my mind
- k) is of high quality

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

NATIONS

SHOW SCREEN

**ASK ALL WHO HAVE SELECTED AT Q3A OR Q3AA (Q3A=1-8 OR Q3AA=1-3)
(SINGLECODE)**

QN1) 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 Q3A OR Q3AA
(Q3A=1-8 OR Q3AA=1-3)
(MULTICODE OK)**

**QXX2: 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?
ROTATE ITERATION A-M**

- 14. Television news on a TV set
- 15. Radio
- 16. Newspapers (printed)
- 17. Printed magazines
- 18. Websites/apps of newspapers
- 19. Websites/apps of news magazines
- 20. Websites/apps of TV and radio companies
- 21. Social media sites such as Facebook, Twitter or YouTube
- 22. Search engines such as Google, Bing etc
- 23. Websites/apps of online news organisations like BuzzFeed, Huffington Post, Vice etc

24. 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
25. Word of mouth (family / friends / colleagues)
26. Blogs
27. Other (specify)(**WRITE IN**)
28. NONE [**BUTTON**]

SHOW SCREEN

**ASK ALL WHO ARE IN ENGLAND, WALES, SCOTLAND OR NORTHERN IRELAND AND HAVE SELECTED ANY NEWS SOURCE AT Q5A-F
(MULTICODE OK)**

QN2) 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 Q5A TO Q5F

Other (specify) (**WRITE IN**)

NONE [**BUTTON**]

DON'T KNOW [**BUTTON**]

DO NOT SHOW SCREEN

ASK ALL WHO ARE IN ENGLAND, WALES, SCOTLAND OR NORTHERN IRELAND AND HAVE SELECTED NEWS SOURCE AT QN2

IF OTHER SPECIFY CHOSEN AT QN2 PLEASE SHOW TYPED IN RESPONSES

ANY CODES CHOSEN FROM Q5A,B,D,E,F TO BE SHOWN LONGER FREQUENCY LIST, ANY CODES CHOSEN FROM Q5C OR Q5F TO BE SHOWN SHORTER FREQUENCY LIST

(SINGLECODE PER CODE)

QN2i) And typically how often do you use.....<CODES SELECTED AT QN2>, 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 Q5A,B,D,E

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 [**BUTTON**]

ANSWER LIST FOR CODES FROM Q5C, Q5F

1. About once a week
2. Every 2-3 weeks
3. About once a month
4. Less often
5. DON'T KNOW [BUTTON]

SHOW SCREEN

ASK ALL WHO HAVE SELECTED AT Q3A OR Q3AA (Q3A=1-8 OR Q3AA=1-3)

ROTATE BETWEEN CODES 1-14

PLEASE KEEP CODES 1-3 TOGETHER IN THE ROTATION

PLEASE KEEP CODES 4-8 TOGETHER IN THE ROTATION

PLEASE KEEP CODES 9-10 TOGETHER IN THE ROTATION

PLEASE KEEP CODES 11-15 TOGETHER IN THE ROTATION

(MULTICODE OK)

QXX3: 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]
4. News bulletins on your local BBC radio station [FOR ENGLAND]
5. News bulletins on BBC Radio Scotland [FOR SCOTLAND]
6. News bulletins on BBC Radio Ulster [FOR NORTHERN IRELAND]
7. News bulletins on BBC Radio Wales or Cymru [FOR WALES]
8. Radio news on local commercial radio
9. Printed local or regional newspapers
10. Printed local or regional magazines
11. Websites/apps of local or regional newspapers
12. Websites/apps of local or regional news magazines
13. 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]
14. Websites/apps of other news outlets
15. Social media such as Facebook or Twitter or YouTube
16. Word of mouth (family / friends / colleagues)
17. Blogs
96. Other (specify)(WRITE IN)
97. Don't follow local news
98. NONE [BUTTON]

PURPOSE OF NEWS

SHOW SCREEN

ASK ALL

RANDOMISE CODES 1-13

(MULTICODE OK)

Q2) 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
96. For other reasons **(WRITE IN)**
17. Because it's everywhere I look
97. I don't follow news
98. Don't Know [BUTTON]

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

PLEASE HAND MACHINE BACK TO INTERVIEWER

DEMOGRAPHICS

**ASK ALL
(SINGLECODE)**

QDEM1) 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)**

QDEM2) How many adults aged 16+ are there in your household altogether, including yourself?

**ASK ALL
(SINGLECODE)**

QDEM3) Do you have any children under 16 living in the household?

1. Yes
2. No

**ASK ALL
(SINGLECODE)**

QDEM4) And how many children under the age of 16 are there in the household?

**ASK ALL
(SINGLECODE)**

QDEM5) Into which of the following age groups do they fall?

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

DO NOT USE PEN TO WRITE ANSWERS

ENTER YOUR RESPONSE USING THE PAD ON SCREEN

QDEM6)

"TW16" is not a full post code, however "TW16 6HB" is a full post code.

When entering the postcode please ensure you insert a space (blank) between the two halves of the code.

Also, please take care to distinguish between the numbers '0' and '1' and the letters 'O' and 'I'. Please give me your full postcode:

DO NOT USE PEN TO WRITE ANSWERS

ENTER YOUR RESPONSE USING THE PAD ON SCREEN

PLEASE INSERT TITLE E.G. MR\MRS\MISS USING KEYPAD

QDEM7) Please enter name of respondent:

QDEM8) Could I please take your phone number? This is for market research quality control, where 10% of my interviews are checked. This means that someone from our Head Office might phone you just to check that this interview was genuine.

INTERVIEWER NOTE:

YOU SHOULD ENTER THE AREA CODE FIRST (E.G 01372, 020, ETC)

FOLLOWED BY THE TELEPHONE NUMBER (E.G 801010, 87701234, ETC)

DO NOT LEAVE SPACES BETWEEN NUMBERS.

QDEM9) PHONE NUMBER (include area code):

ASK ALL

(SINGLECODE)

QDEM10) 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)

QDEM11) 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 [BUTTON]

ASK ALL

(SINGLECODE)

QDEM12) Would you say you live in...?

1. A rural area
2. A village
3. A small town
4. A large town
5. A city

SHOW SCREEN

ASK ALL

(MULTICODE OK FOR CODES 1-10)

QDEM14) 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

ASK ALL

(SINGLECODE)

QDEM15) Working status of Chief Income Earner (CIE)

1. Employed
2. Self-employed
3. Not working, dependent on state benefit
4. Not working, other income

ASK ALL

(SINGLECODE)

QDEM16)

COLLECT OCCUPATION OR PREVIOUS OCCUPATION DETAILS OF CIE

1. **What is the type of firm where the CIE works ?**
2. **What is the job actually done by the CIE ?**
3. **What is the title, rank, grade, etc of the CIE ?**
4. **How many people work there altogether ?**
5. **How many is the CIE responsible for ?**

ENTER ANY OTHER RELEVANT DETAILS TO ASSIST CLASSIFICATION OF OCCUPATION AND INDUSTRY. IF NO FURTHER DETAILS PRESS "OK"

SHOW SCREEN

ASK ALL

QDEM17) Is this the correct address?

(Address> (Town>(Postcode>

1. Yes
2. No

ASK ALL

(SINGLECODE)

RECa) Aside from quality control, we may have to re-contact you to ask further questions about this survey. Would you be willing to be re-contacted at some time in the future to answer further questions about this survey?

Yes

No

ASK ALL

(SINGLECODE)

RECb) Sometimes we have to re-contact people to invite them to take part in other surveys. Would you be willing to be re-contacted at some time in the future to take part in other surveys?

Yes

No

INTERVIEWER PLEASE ASCRIBE THIS

Social grade (Ascribed by interviewer – not asked)

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