

**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
12. None of these

**NOTE: OMNIBUS STANDARD QUESTIONS ON INTERNET AND TV WERE UPDATED LAST YEAR:**

**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? 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 BlackBerry, iPhone and Android phones such as the HTC Desire.**

- 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 use 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 on their commute or read it online throughout the day either on a PC or laptop or via a mobile phone app. 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**

**(MULTICODE OK)**

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

1. Television
2. Newspapers
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', Ceefax or apps on the TV
7. Magazines
8. Word of mouth (family / friends / colleagues) – in person/by phone/email
9. None of these **[GO TO Q10]**

**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?**

1. Desktop computer
2. Laptop/netbook computer
3. Tablet
4. None of these **[GO TO Q10]**

**SHOW SCREEN**

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

**rotate iteration a-i in same order AS Q3A**

**DISPLAY AS GRID INCLUDING PLATFORMS CHOSEN AT Q3A (CODES 1-8)**

**(single code per platform)**

**Q3b) Looking at the ways you say you use news nowadays, how important are the following to you PERSONALLY when using news? Answer using a scale of 1 to 10, where, 1 is NOT AT ALL IMPORTANT and 10 is ABSOLUTELY ESSENTIAL.**

- a) Television **[SCRIPTER THIS IS ROUTED FROM Q3A=1]**
- b) Newspapers **[SCRIPTER THIS IS ROUTED FROM Q3A=2]**
- c) Radio **[SCRIPTER THIS IS ROUTED FROM Q3A=3]**
- i) Internet or apps on a Tablet **[SCRIPTER THIS IS ROUTED FROM Q3AA=3]**
- d) Internet or apps on a computer/laptop/netbook/tablet **[SCRIPTER THIS IS ROUTED FROM Q3AA=1 OR 2]**
- e) Internet or apps on a mobile phone **[SCRIPTER THIS IS ROUTED FROM Q3A=5]**
- f) Interactive TV services via the 'red button', Ceefax or apps on the TV **[SCRIPTER THIS IS ROUTED FROM Q3A=6]**
- g) Magazines **[SCRIPTER THIS IS ROUTED FROM Q3A=7]**
- h) Word of mouth (family / friends / colleagues) – in person/by phone/email **[SCRIPTER THIS IS ROUTED FROM Q3A=8]**

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

**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, 28**

**ROTATE BETWEEN CODES 8-24, 29-31**

**(MULTICODE OK)**

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

1. BBC One
2. BBC Two
28. BBC Three
3. ITV1 **(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
29. CNBC
12. Euronews (English version)
13. Euronews (Non English version)
14. Al Jazeera (English version)
15. Al Jazeera (Arabic version)
16. 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
30. France 24
31. CCTV News
25. Other channel(s) - Specify **(WRITE IN)**
26. None of these
27. DON'T KNOW [BUTTON]

**DO NOT SHOW SCREEN**

**ASK ALLWHO HAVE SELECTED TELEVISION CHANNELS AT Q5A (Q5A=1-25, 28-31)**

**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, 26-29**

**(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. Anyothers? 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 Independent
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)**
16. The Press and Journal (Aberdeen) **(SCOTLAND)**
17. 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)**
28. The Daily Post - Wales **(WALES)**
29. The South Wales Evening Post **(WALES)**
21. The Metro
22. The Evening Standard
23. Any local daily newspaper- Specify **(WRITE IN)**
24. None of these / Don't read a Daily Newspaper
25. DON'T KNOW [BUTTON]

**DO NOT SHOW SCREEN**

**ASK ALL WHO HAVE SELECTED DAILY NEWSPAPERS AT Q5B (Q5B=1-23, 26, 27, 28, 29)**

**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 21, 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. Any others? CODE AS MANY AS APPLY**

21. 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
6. The Independent on Sunday
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)**
19. None of these / Don't read a Weekly Newspaper
20. 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>?**

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 USED RADIO NOWADAYS AT Q3A (Q3A=3)**

**ROTATE BETWEEN CODES 1-12, 18**

**ROTATE BETWEEN CODES 19-23**

**(MULTICODE OK)**

**Q5d) Thinking specifically about <SOURCE USED AT Q3A CODE 3>, which of the following do you use for news nowadays? 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 Five Live
7. BBC World Service
8. Classic FM
9. Talksport
10. Heart FM
11. Absolute Radio
12. Capital FM
18. Real Radio
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**)
19. Cool FM (**NI**)
20. Radio Ceredigion (**WALES**)
21. Scarlet FM (**WALES**)
22. Radio Pembrokeshire (**WALES**)
23. Radio Carmarthenshire (**WALES**)
15. Other radio station(s) e.g. local or foreign ones - Specify (**WRITE IN**)
16. None of these
17. DON'T KNOW [BUTTON]

**DO NOT SHOW SCREEN**

**ASK ALLWHO HAVE SELECTED RADIO STATIONS AT Q5D (Q5D=1-15, 18-23)**

**IF OTHER SPECIFY (CODES 14 OR 15) 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, 33-35**

**ROTATE BETWEEN CODES 5-16, 36**

**ROTATE BETWEEN CODES 21-22**

**ROTATE BETWEEN CODES 24-26, 31, 37-39**

**PLEASE KEEP CODES 2, 33 AND 34 TOGETHER IN THE ROTATION**

**PLEASE KEEP CPDES 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? Any others?**

1. BBC website or app
2. ITV or ITN website or app
33. STV Website or app (**SCOTLAND**)
34. UTV Website or app (**NI**)
3. Channel 4 website or app
4. Sky News website or app
35. CNN 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
36. The New York Times 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
37. YouTube
38. Feedly app
39. Flipboard app
32. Other site that combines news links (write in)
27. Other website(s) or app(s) - Specify (**WRITE IN**)  
None of these  
DON'T KNOW [BUTTON]

**DO NOT SHOW SCREEN**

**ASK ALLWHO HAVE SELECTED WEBSITE/APP AT Q5E (Q5E=1-39)**

**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 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]

<b>SELF COMPLETION SECTION</b>
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INTERVIEWER PLEASE READ THIS OUT

**I am now going to hand you the screen again and I would like you to fill in the answers yourself, by touching the pen on the relevant boxes 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-E**

**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**

**NONE [BUTTON]**

**DON'T KNOW [BUTTON]**

**ENSURE NEW CODES AT Q5A-E ARE CARRIED THROUGH**

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

<b>BRAND CODES</b>	<b>CODES FROM Q5a AND Q5ai (1-6) USED AT LEAST ONCE A WEEK</b>
<b>BBC Television</b>	BBC One (Q5a/1 AND Q5ai/1-6) OR BBC Two(Q5a/2 AND Q5ai/1-6) OR BBC Three(Q5a/28 AND Q5ai/1-6) OR BBC News Channel(Q5a/9 AND Q5ai/1-6) OR BBC Parliament (Q5a/17 AND Q5ai/1-6)
<b>ITV1 / ITV Wales&lt;WALES&gt; / UTV &lt;N IRE&gt;/ STV&lt;SCOTLAND&gt;</b>	ITV1 / ITV Wales / UTV / STV (Q5a/3 AND Q5ai/1-6)
<b>Channel 4 (TV Channel)</b>	Channel 4 (Q5a/4 AND Q5ai/1-6)
<b>S4C</b>	S4C (Q5a/5 AND Q5ai/1-6)
<b>Channel 5</b>	Channel 5 (Q5a/6 AND Q5ai/1-6)
<b>RTE Channels\TG3\TG4</b>	RTE Channels\TG3\TG4 (Q5a/7AND Q5ai/1-6)
<b>Sky News Channel</b>	Sky News Channel(Q5a/8 AND Q5ai/1-6)
<b>CNN</b>	CNN(Q5a/10AND Q5ai/1-6)
<b>Fox News</b>	Fox News (Q5a/11 AND Q5ai/1-6)
<b>Euronews</b>	Euronews (English version) (Q5a/12 AND Q5ai/1-6) OR Euronews (Non English version) (Q5a/13 AND Q5ai/1-6)
<b>Al Jazeera</b>	Al Jazeera (English version) (Q5a/14 AND Q5ai/1-6) OR Al Jazeera (Non English version) (Q5a/15 AND Q5ai/1-6)
<b>Russia Today</b>	Russia Today (Q5a/16 AND Q5ai/1-6)
<b>Zee TV</b>	Zee TV (Q5a/18 AND Q5ai/1-6)
<b>PTV</b>	PTV (Q5a/19 AND Q5ai/1-6)
<b>Star Plus</b>	Star (Q5a/20 AND Q5ai/1-6)
<b>Bangla TV</b>	Bangla TV (Q5a/21 AND Q5ai/1-6)
<b>Arab News Network</b>	Arab News Network (Q5a/22 AND Q5ai/1-6)
<b>Deutsche Welle</b>	Deutsche Welle (Q5a/23 AND Q5ai/1-6)
<b>TF1</b>	TF1 (Q5a/24 AND Q5ai/1-6)

**CATEGORY 2 – NEWSPAPERS**

<b>BRAND CODES</b>	<b>CODES FROM Q5b AND Q5bi(1-6) OR USED AT LEAST ONCE A WEEK</b>	<b>CODES FROM Q5c AND Q5ci(6-7) USED AT LEAST EVERY 2-3 WEEKS</b>
<b>The Sun /Sun on Sunday newspapers</b>	The Sun(Q5b/1 AND Q5bi/1-6)	The Sun on Sunday(Q5c/21 AND Q5ci/6,7)
<b>The Daily Mail or Mail on Sunday newspapers</b>	The Daily Mail(Q5b/2AND Q5bi/1-6)	The Mail on Sunday(Q5c/1 AND Q5ci/6,7)
<b>The Daily or Sunday Star newspapers</b>	The Daily Star (Q5b/3 AND Q5bi/1-6)	The Daily Star on Sunday (Q5c/2 AND Q5ci/6,7)
<b>The Daily or Sunday Express newspapers</b>	The Daily Express (Q5b/4 AND Q5bi/1-6)	The Sunday Express (Q5c/3 AND Q5ci/6,7)
<b>The Daily or Sunday Mirror newspapers</b>	The Daily Mirror (Q5b/5 AND Q5bi/1-6)	The Sunday Mirror(Q5c/4 AND Q5ci/6,7)
<b>The Guardian or Observer</b>	The Guardian (Q5b/6 AND Q5bi/1-6)	The Observer (Q5c/5 AND

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

**CATEGORY 3 - RADIO**

<b>BRAND CODES</b>	<b>CODES FROM Q5d AND Q5di (1-6)</b>
<b>BBC Radio</b>	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 Five 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)
<b>Classic FM</b>	Classic FM(Q5d/8AND Q5di/1-6)
<b>TalkSport</b>	TalkSport(Q5d/9 AND Q5di/1-6)
<b>Heart FM</b>	Heart FM (Q5d/10 AND Q5di/1-6)
<b>Absolute Radio</b>	Absolute Radio(Q5d/11 AND Q5di/1-6)
<b>Capital FM</b>	Capital FM(Q5d/12 AND Q5di/1-6)
<b>Real Radio</b>	Real Radio (Q5d/18 AND Q5di/1-6)

**CATEGORY 4 – TV NEWS WEB/APPS**

<b>BRAND CODES</b>	<b>CODES FROM Q5e AND Q5ei (1-6)</b>
<b>BBC Website or app</b>	BBC Website or app(Q5e/1 AND Q5ei/1-6)
<b>ITV or ITN website or app</b>	ITV or ITN website or app(Q5e/2 AND Q5ei/1-6)
<b>STV website or app</b>	STV website or app (Q5e/33 AND Q5ei/1-6)
<b>UTV website or app</b>	UTV website or app (Q5e/34 AND Q5ei/1-6)
<b>Channel 4 website or app</b>	Channel 4 website or app(Q5e/3 AND Q5ei/1-6)
<b>Sky News website or app</b>	Sky News website or app(Q5e/4 AND Q5ei/1-6)

**CATEGORY 5 – NEWSPAPER WEB/APPS**

<b>BRAND CODES</b>	<b>CODES FROM Q5eAND Q5ei (1-6)</b>
<b>The Sun website or app</b>	The Sun website or app (Q5e/5 AND Q5ei/1-6)
<b>The Daily Mail website or app</b>	The Daily Mail website or app (Q5e/6 AND Q5ei/1-6)
<b>The Daily Star website</b>	The Daily Star website (Q5e/7 AND Q5ei/1-6)
<b>The Daily Express website or app</b>	The Daily Express website or app (Q5e/8 AND Q5ei/1-6)
<b>The Daily Mirror website or app</b>	The Daily Mirror website or app (Q5e/9 AND Q5ei/1-6)
<b>The Guardian or Observer website or app</b>	The Guardian or Observer website or app (Q5e/10 AND Q5ei/1-6)
<b>The Independent website or app</b>	The Independent website or app (Q5e/11 AND Q5ei/1-6)
<b>The Times or Sunday Times website or app</b>	The Times\ Sunday Times website or app (Q5e/12 AND Q5ei/1-6)
<b>The Telegraph website or app</b>	The Telegraph website or app (Q5e/13 AND Q5ei/1-6)
<b>The Financial Times website or app</b>	The Financial Times website or app (Q5e/14 AND Q5ei/1-6)
<b>The Metro website or app</b>	The Metro website or app (Q5e/15 AND Q5ei/1-6)
<b>The Evening Standard website or app</b>	The Evening Standard website or app (Q5e/16 AND Q5ei/1-6)
<b>The New York Times website or app</b>	The New York Times website or app (Q5e/36 AND Q5ei/1-6)

**CATEGORY 6 – INTERNET COMPANIES**

<b>BRAND CODES</b>	<b>CODES FROM Q5e (1-6)</b>
<b>Facebook</b>	Facebook (Q5e/21 AND Q5ei/1-6)
<b>Twitter</b>	Twitter (Q5e/22 AND Q5ei/1-6)

<b>Google News (Search Engine just for news)</b>	Google News (Q5e/23 AND Q5ei/1-6)
<b>Yahoo News</b>	Yahoo News(Q5e/24 AND Q5ei/1-6)
<b>MSN News</b>	MSN News(Q5e/25 AND Q5ei/1-6)
<b>AOL News</b>	AOL News (Q5e/26 AND Q5ei/1-6)
<b>YouTube</b>	YouTube (Q5e/37 AND Q5ei/1-6)

**(SINGLECODE PER NEWS SOURCE)**

**Q9b) How important are they 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 FREQUENTLY USED SOURCES FROM Q5A-E AND SO HAVE BRAND CODES WITHIN ANY CATEGORY 1-6 AS DEFINED ABOVE**

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 FREQUENTLY USED SOURCES FROM Q5A-E AND SO HAVE BRAND CODES WITHIN ANY CATEGORY 1-6 AS DEFINED ABOVE.**

**RANDOMISE ITERATIONS A-I**

**(SINGLECODE PER NEWS SOURCE)**

**Q9c) And to what extent do you think the following statements apply to [SOURCE 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

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

**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-I IN SAME ORDER AS Q3A**

- a) Television [SCRIPTER THIS IS ROUTED FROM Q3A=1]
- b) Newspapers [SCRIPTER THIS IS ROUTED FROM Q3A=2]
- c) Radio [SCRIPTER THIS IS ROUTED FROM Q3A=3]
- i) Internet or apps on a tablet [SCRIPTER THIS IS ROUTED FROM Q3AA=3]
- d) Internet or apps on a computer/laptop/netbook [SCRIPTER THIS IS ROUTED FROM Q3AA=1 OR 2]
- e) Internet or apps on a mobile phone [SCRIPTER THIS IS ROUTED FROM Q3A=5]
- f) Interactive TV services via the 'red button', Ceefax or apps on the TV [SCRIPTER THIS IS ROUTED FROM Q3A=6]
- g) Magazines [SCRIPTER THIS IS ROUTED FROM Q3A=7]
- h) Word of mouth (family / friends / colleagues) – in person/by phone/email [SCRIPTER THIS IS ROUTED FROM Q3A=8]

**SHOW SCREEN (ASK ALL)**

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

**(MULTICODE OK)**

**QXX3: Thinking particularly about local news, which of the following do you use?**

**ROTATE ITERATION A-H IN SAME ORDER AS Q3A**

- a) Television [SCRIPTER THIS IS ROUTED FROM Q3A=1]
- b) Newspapers [SCRIPTER THIS IS ROUTED FROM Q3A=2]
- c) Radio [SCRIPTER THIS IS ROUTED FROM Q3A=3]
- i) Internet or apps on a tablet [SCRIPTER THIS IS ROUTED FROM Q3AA=3]
- d) Internet or apps on a computer/laptop/netbook [SCRIPTER THIS IS ROUTED FROM Q3AA=1 OR 2]
- e) Internet or apps on a mobile phone [SCRIPTER THIS IS ROUTED FROM Q3A=5]
- f) Interactive TV services via the 'red button', Ceefax or apps on the TV [SCRIPTER THIS IS ROUTED FROM Q3A=6]
- g) Magazines [SCRIPTER THIS IS ROUTED FROM Q3A=7]
- h) Word of mouth (family / friends / colleagues) – in person/by phone/email [SCRIPTER THIS IS ROUTED FROM Q3A=8]



**DEFINITION OF NEWS**

**SHOW SCREEN**

**ASK ALL**

**ROTATE CODES 1-21  
(MULTICODE OK)**

**Q1a) Thinking about news in general, which of the following DO YOU CONSIDER TO BE NEWS? CODE AS MANY AS YOU THINK APPLY**

**SHOW SCREEN**

**ASK ALL**

**SAME ROTATIONAS Q1A  
(MULTICODE OK)**

**Q1b) Which types of news are YOU PERSONALLY INTERESTED IN? CODE AS MANY AS APPLY**

**SHOW SCREEN**

**ASK ALL**

**SAME ROTATIONAS Q1A  
(MULTICODE OK)**

**Q1c) Now thinking about everybody in the UK, not just about your own point of view, which types of news do you think are IMPORTANT FOR PEOPLE TO KNOW ABOUT? CODE AS MANY AS APPLY**

1. Celebrities
2. City and business
3. Financial
4. Consumer affairs
5. Entertainment
6. Human interest stories
7. World-wide politics
8. World-wide current affairs
9. UK-wide politics
10. UK-wide current affairs
11. Politics in <[TEXT AS BELOW]>**FILTERED [SHOW IN Q1A AND Q1B ONLY]**
12. <[TEXT AS BELOW]>**FILTERED**politics**[SHOW IN Q1C ONLY]**
13. Current affairs in <[TEXT AS BELOW]>**FILTERED [SHOW IN Q1A AND Q1B ONLY]**
14. <[TEXT AS BELOW]>**FILTERED** current affairs **[SHOW IN Q1C ONLY]**
15. Local events where I live
16. Crime
17. Sports
18. Travel updates
19. Weather
20. Technology
21. Science and Environment
22. Other - Specify **(WRITE IN)**
23. None of these
24. Don't know

**Q1A AND Q1B**

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

**Q1C**

**<FILTERED> - 'REGIONAL' IN ENGLAND, 'WELSH', 'SCOTTISH', 'IRISH' IN RESPECTIVE NATIONS**

**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
14. For other reasons (**WRITE IN**)
15. I don't follow news
16. 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 .