

Ofcom coronavirus omnibus – March 2020 – WEEK 1

Introduction

We would like to know how you are finding out about the Coronavirus, and what your opinions are about the information you are getting. Throughout this section, we would like to you think about the last week/ 7 days. There are no right or wrong answers – we are interested in your own views and habits.

Multicode

Randomise

Q1. Which device(s) do you use to connect to the internet, at home or elsewhere? (if you do not have access to the internet, please select the not applicable option)

1. Desktop PC
2. Laptop
3. Netbook
4. Tablet computer (e.g. iPad)
5. Smartphone
6. E-reader (e.g. Kindle)
7. TV set
8. Games console
9. Other portable/ handheld device (e.g. portable games console/ iPod Touch)
10. Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)
11. Smart speaker (e.g. Amazon Echo, Google Home)
12. Other device (SPECIFY)
13. None
14. Not applicable, I do not have access to the internet
15. Don't know

Single code

Q2. In the **LAST WEEK**, on average how often would you say you are getting information/news about the Coronavirus outbreak?

1. 20 times or more a day
2. 10-19 times a day
3. 5-9 times a day
4. 2-4 times a day
5. About once a day
6. A few times a week
7. Less than a few times a week
8. Never – not following the coronavirus outbreak – [SKIP TO Q12]

Multicode

Q3a. Which, if any of the following sources have you used to get information/news about the Coronavirus outbreak in the **LAST WEEK**? Please select all that apply. ROTATE ORDER IN THE FOLLOWING GROUPS

Single code

ASK FOR ALL SOURCES USED AT Q3a (code 1 -37)

Q3b. Which do you consider is the **MOST** important source for you?

1. BBC - TV
2. BBC – Radio
3. BBC – Online/ app
4. ITV
5. STV (Scotland Only) /UTV (Northern Ireland only) /ITV Wales (Wales only)
6. Channel 4
7. Channel 5
8. Sky

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9. Newspapers (printed)
 10. Newspapers (online)
 11. Advertising
 12. Commercial Radio
 13. Podcasts

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14. Direct from World Health Organisation (WHO) website/email/text/post
 15. Direct from NHS website/email/text/post
 16. Direct from Government website/email/text/post
 17. Official scientists
 18. Direct from Local health service website/email/text/post
 19. Direct from Local council website/email/text/post

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20. Facebook
 21. Twitter
 22. Instagram
 23. Snapchat
 24. YouTube
 25. WhatsApp
 26. WhatsApp group(s)
 27. Facebook messenger
 28. Apple iMessage
 29. Search engine (e.g. Google)

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30. Websites/apps of online news organisations like BuzzFeed, Huffington Post, Vice, etc.
 31. Websites or apps that bring together news from different news providers such as Apple News, Google News, Upday, Feedly, MSN, Yahoo, 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
 32. Non-mainstream online news sources such as Russia Today, Breitbart, Swawkbox
 33. Email
 34. Smart speaker (e.g. Amazon Echo, Google Home)

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35. Family and friends directly
 36. People in your local area/neighbourhood

-
37. Other (open code – up to 3)
 38. I don't know where the source is from - exclusive

Multicode except code 6

ASK ALL WHO SELECT ANY OF THE CODES 20-29 AT Q3a.

IF CODE 29 AT Q3a SEARCH ENGINES, ONLY ASK CODES 1-3 AND 8.

ASK FOR EACH IN GRID FORMAT

Q4a. Thinking about what **you** are seeing on [pull in codes 20-29 used at Q3a], which of the following types of news/information about the coronavirus are you getting?

PLEASE SELECT ALL THAT APPLY AND AT LEAST ONE AN ANSWER FOR EACH ROW

1. Directly from official sources such as NHS, Government etc
2. Directly from "Mainstream" news sources such as the BBC, Telegraph, The Daily Mail, etc
3. Directly from "Non-mainstream" news sources such as Russia Today, Breitbart, Swawkbox etc
4. Opinions from a person you know
5. Facts forwarded/posted/shared from a person you know
6. Opinions from a person you don't know
7. Facts forwarded/posted/shared from a person you don't know
8. I don't notice where the information is coming from - exclusive

SINGLE CODE

(show codes 1-5 only if selected at Q4a)

IF CODE 29 AT Q3a SEARCH ENGINES, ONLY ASK CODES 1-3 AND 8.

Q4b. And which **ONE** of these is the most important to you?

1. Directly from official sources such as NHS, Government etc
2. Directly from "Mainstream" news sources such as the BBC, Telegraph, The Daily Mail, etc
3. Directly from "Non-mainstream" news sources such as Russia Today, Breitbart, Swawkbox etc
4. Opinions from a person you know
5. Facts forwarded/posted/shared from a person you know
6. Opinions from a person you don't know
7. Facts forwarded/posted/shared from a person you don't know
8. None of these

Q4c. Thinking about each of the following types of media organisations across TV, press, radio and online, would you say that in the **LAST WEEK** you have used them more than before the coronavirus outbreak?

A lot more

A little more

About the same

Don't use

1. Local media organisations
2. UK-wide media organisations
3. Scotland-wide/ Northern Ireland wide / Wales-wide media organisations (show as relevant for each devolved nation only)
4. Media organisations from other countries

Single code

Q5. Using the following scale from 1 to 5, where 1 is do not trust at all and 5 is trust completely, how much do you trust the following sources for information/news about Coronavirus?

BASED ON ANSWERS SELECTED AT Q3a

ROTATE ORDER

Multicode

Q6. And information/news from which source, if any has led you to **alter your behaviour** over the **LAST WEEK**? Please select all that have influenced your behaviour.

ROTATE ORDER

BASED ON SOURCES USED AT Q3a

Add exclusive code – None of them have made me alter my behaviour

Single code

Q7. In the **LAST WEEK**, how have you **shared** information/news about Coronavirus?

1. Talked to family, friends and colleagues in person or by phone
2. Writing on closed messenger groups, such as WhatsApp, Teams, Zoom etc
3. Talking by video via closed messenger groups, such as WhatsApp, Teams, Zoom etc
4. Via social media posts
5. Other (WRITE IN)
6. I have not shared any information/news about Coronavirus

Single code

Q8. Have you come across any information/news about Coronavirus that you think has been false or misleading in the **LAST WEEK**?

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

Single code

IF YES AT Q8

Q9. How often in the **LAST WEEK**, on average have you come across information/news that you know to be false or misleading?

1. 20 times or more a day
2. 10-19 times a day
3. 5-9 times a day
4. 2-4 times a day
5. About once a day
6. A few times a week
7. Less than a few times a week

Multicode code

ASK ALL

Q10. Have you come across any of these false or misleading recommendations about avoiding the coronavirus in the **LAST WEEK**?

RANDOMISE

1. Drinking water more frequently
2. Gargling with salt water
3. Eating warm food/drink and avoiding cold food/drink
4. Putting clothes in the sun or another warm place to disinfect them
5. Increasing use of natural remedies such as colloidal silver, essential oils, garlic, MMS (chlorine dioxide) or vitamin C
6. Drinking more lemon juice
7. None of these

Multicode code

IF YES AT Q8 OR CAME ACROSS ANY AT Q10

Q11. When you came across false or misleading information in the LAST WEEK, what (if anything) did you do after seeing it?

1. Forwarded/shared it with people I know
2. Used a fact checking site and tools such as Full Fact, Snopes, NewsGuard etc
3. Used tips from media such as BBC website
4. Checked whether it was misleading with family and friends
5. Asked the person who forwarded/shared it with me whether it was accurate
6. Blocked it or reported it to a social media platform
7. Other (SPECIFY)
8. Did nothing

Single code

Q12. To what extent do you agree or disagree with the following statements? ROTATE ORDER OF STATEMENTS

Strongly agree

Slightly agree

Neither agree nor disagree

Slightly disagree

Strongly disagree

1. I find it hard to know what is true and what is false about Coronavirus
2. I am trying to avoid news about Coronavirus
3. The mainstream media is exaggerating the seriousness of Coronavirus
4. This crisis is showing some positive sides of society (e.g. more local/community spirit, support for NHS)
5. I am confused about what I should be doing in response to Coronavirus

Single code

Q13. In the **LAST WEEK**, how closely would you say you are following official advice on the following aspects of Coronavirus?

Very closely

Fairly closely

Not very closely

Not at all closely

1. Washing hands regularly for 20 seconds or more
2. Only going outside your home for essential shopping and exercise.
3. Practised social distancing