

OFCOM coronavirus omnibus – May 2021

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 for you to think about the last week / 7 days. There are no right or wrong answers – we are interested in your own views and habits.

ASK ALL

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 / display (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

ASK ALL

Q1a. Typically, how often would you say you use social media?

1. 10 times or more a day
2. 5-9 times a day
3. 2-4 times a day
4. About once a day
5. A few times a week
6. About once a week
7. About once a month
8. Less than once a month
9. Never

Single code

ASK ALL

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 Q4b3, Q10k then Q12]**

Multicode

ASK ALL RESPONDENTS GETTING INFORMATION/NEWS ABOUT THE CORONA OUTBREAK

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 (codes 1-55) – ensure to pull in other specifics

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

1. BBC - TV
 2. BBC – Radio
 3. BBC – Online/ app
 4. BBC Alba (Scotland only)
 5. ITV
 6. STV (Scotland Only) /UTV (Northern Ireland only) /ITV Wales (Wales only)
 7. S4C (Wales only)
 8. Channel 4
 9. Channel 5
 10. Sky
 11. RTÉ (Northern Ireland only)
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12. “Broadsheets”, such as The Times or Guardian (printed)
 13. “Mid-market tabloids”, such as The Daily Mail or Daily Express or Belfast Telegraph or Irish News (Northern Ireland only) (printed)
 14. “Red-top tabloids”, such as The Sun or Daily Mirror (printed)
 15. “Broadsheets”, such as The Times or Guardian (online)
 16. “Mid-market tabloids”, such as MailOnline or Express or Belfast Telegraph or Irish News (Northern Ireland only) (online)
 17. “Red-top tabloids”, such as The Sun or Mirror (online)
 18. Magazines
 19. Advertising
 20. Commercial Radio
 21. Cool FM (Northern Ireland only)
 22. Community Radio
 23. Podcasts
 24. Local sources across TV, radio and online
-
25. Direct from World Health Organisation (WHO) website/email/text/post
 26. Direct from NHS website/email/text/post
 27. Direct from UK government website/email/text/post
 28. Direct from Scotland government website/email/text/post (Scotland only)
 29. Direct from Wales government website/email/text/post (Wales only)
 30. Direct from Northern Ireland government website/email/text/post (Northern Ireland only)
 31. Official scientists
 32. Direct from Local health service website/email/text/post
 33. Direct from Local council website/email/text/post

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34. Facebook
 35. Twitter
 36. Instagram
 37. Snapchat
 38. YouTube
 39. WhatsApp
 40. WhatsApp group(s)
 41. Facebook messenger
 42. Apple iMessage
 43. Search engine (e.g. Google)

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44. Websites/apps of online news organisations like BuzzFeed, Huffington Post, Vice, etc.
 45. 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
 46. Non-mainstream online news sources such as Russia Today, Breitbart, Swawkbox, Infowars, Rebel Media
 47. Email
 48. Smart speaker/display (e.g. Amazon Echo, Google Home)

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49. Family and friends directly
 50. People in your local area/neighbourhood
 51. Celebrity and/or social media influencer
 52. Direct Mail, e.g. leaflets or other types of information that you get through the letterbox
 53. Flyers, e.g. leaflets that you may be given or find when out and about
 54. Stickers, e.g. on lamp posts or other places in your neighbourhood

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

Multicode except code 9

ASK ALL WHO SELECT ANY OF THE CODES 34-43 AT Q3a.

IF CODE 43 AT Q3a [SEARCH ENGINES], ONLY ASK CODES 1-4 AND 9.

ASK FOR EACH IN GRID FORMAT

Q4a. Thinking about what you are seeing on the below sources, 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 traditional TV or press news sources such as the BBC, Telegraph, The Daily Mail, etc
3. Directly from online news providers like BuzzFeed, Huffington Post, Vice, etc.
4. Directly from "Non-mainstream" news sources such as Russia Today, Breitbart, Swawkbox, Infowars, Rebel Media etc
5. Opinions from a person you know
6. Facts forwarded/posted/shared from a person you know
7. Opinions from a person you don't know
8. Facts forwarded/posted/shared from a person you don't know
9. I don't notice where the information is coming from - exclusive

ASK ALL WHO USE SOCIAL MEDIA (DO NOT INCLUDE SEARCH ENGINE)

Q4b1. When you go onto social media, how often are you coming across/seeing information in the form of banners, pop-ups and upfront notices about Coronavirus from official sources, such as health organisations or the government?

1. Each time I go onto social media
2. Most times
3. Sometimes
4. Rarely
5. Never
6. I do not use social media

ASK ALL WHO USE SOCIAL MEDIA (DO NOT INCLUDE SEARCH ENGINE)

EXCLUDE RESPONDENTS WHO SELECT CODE 6 AT Q4B1

SINGLE CODE

Q4b2. And when you go onto social media, how often are you coming across news or information that have warnings or notices from the social media platform attached to them, saying that the information may be untrustworthy/untrue?

1. Each time I go onto social media
2. Most times
3. Sometimes
4. Rarely
5. Never

ASK ALL WHO SEE WARNINGS OR NOTICES (Q4b2 1-4)

Q4b2a. And when you come across these warnings or notices, how often do you click through to view the content being flagged in this way?

1. Each time I see the warning or notices
2. Most times
3. Sometimes
4. Rarely
5. Never

ASK ALL

SINGLE CODE

Q4b3. To what extent do you agree or disagree with each of the following statements?

ROTATE ORDER OF STATEMENTS

Strongly agree

Slightly agree

Neither agree nor disagree

Slightly disagree

Strongly disagree

1. I think that untrue stories or items about Coronavirus should **not** be posted or shared on social media
2. I think that people and organisations have a right to say what they want on social media about Coronavirus, even if it might not be true
3. I think it's OK for untrue stories about Coronavirus to be posted and shared on social media, as long as they are flagged as potentially untrustworthy/untrue by the social media platform

ASK ALL RESPONDENTS GETTING INFORMATION/NEWS ABOUT THE CORONA OUTBREAK

Single code

BASED ON ANSWERS SELECTED AT Q3a. For those answering Code 4 at Q4a to be added to be Non-mainstream if not answered code 46 at Q3a

ROTATE ORDER

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?

ASK ALL

Single code

Q5b Thinking about your views on the mainstream media sources, which means the main organisations that provide news, such as the BBC, ITV, Sky News, the press such as The Sun, The Times, The Guardian, the Daily Mail etc ... which of the following is closest to your view?

1. I use mainstream media sources and trust them to give me accurate and truthful information about the Coronavirus
2. I use mainstream media sources but sometimes question if the information is accurate and truthful about the Coronavirus
3. I sometimes use mainstream media sources but always question if the information is accurate and truthful about the Coronavirus
4. I don't use mainstream media sources because I don't trust them to give me accurate and truthful information about the Coronavirus
5. I don't really think about accuracy and truthfulness when consuming news and information about the Coronavirus

ASK ALL

Q6a Thinking about the Coronavirus situation and the information and news you need to manage your daily life, to what extent are you relying on people that you know/people in your local area/people on social media to give you the information you need compared to the media/official sources?

1 – relying completely on media/official sources

5 – relying completely on people I know/people in my local area/people on social media

ASK ALL RESPONDENTS GETTING INFORMATION/NEWS ABOUT THE CORONA OUTBREAK

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. Sharing a video or website link on closed messenger groups, such as WhatsApp, Teams, Zoom etc
5. Via social media posts
6. Other (WRITE IN)
7. I have not shared any information/news about Coronavirus

Multicode

ASK ALL RESPONDENTS WHO SELECT 1-6 in Q7

Q7b. Why did you share this information/news about Coronavirus?

1. To inform/discuss with family, friends and colleagues, e.g. by sharing information that might be relevant or helpful to them.
2. For entertaining family, friends and colleagues, e.g. by sharing information that might be interesting or funny to them.
3. To receive positive feedback from people who share similar opinions, ideas, attitudes or interests to me
4. Other (WRITE IN)

Single code

ASK ALL RESPONDENTS GETTING INFORMATION/NEWS ABOUT THE CORONA OUTBREAK

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 RESPONDENTS GETTING INFORMATION/NEWS ABOUT THE CORONA OUTBREAK

Q10. Have you come across any of these claims which some people are making about aspects of the Coronavirus and that could be considered as false or misleading in the LAST WEEK?

RANDOMISE

1. The origin or cause of Coronavirus is in some way linked to 5G technology
2. Face masks/coverings offer no protection or are harmful
3. The number of deaths linked to Coronavirus is much lower in reality than is being reported
4. The number of cases linked to Coronavirus is much lower in reality than is being reported
5. The flu alone is killing more people than Coronavirus
6. Flu and Coronavirus statistics are being combined to make Coronavirus look more harmful than it is
7. The Coronavirus vaccine will alter human DNA
8. The Coronavirus vaccine is a cover for a plan to implant trackable microchips into people
9. The Coronavirus vaccine may reduce fertility
10. The Coronavirus vaccine has animal products in them
11. The Coronavirus vaccines did not pass any animal trials
12. Lateral flow tests (LFTs) for Coronavirus contain ethylene oxide and can cause cancer
13. Other (SPECIFY)
14. None of these

IF CAME ACROSS ANY OF THE CONSIDERED FALSE OR MISLEADING INFO AT Q10

Q10j. Thinking about these claims which some people are making about aspects of the Coronavirus and that could be considered as false or misleading, have any of these made you think twice about the issue? (5 point scale)

Has not made me think twice ----- Has made me think twice (1-5 point scale)

Multicode code

RANDOMISE STATEMENTS

IF YES AT Q8 OR CAME ACROSS ANY AT Q10

Q11. When you came across these claims which some people are making about aspects of the Coronavirus and that could be considered as false or misleading in the LAST WEEK, what (if anything) did you do after seeing them?

1. Forwarded/shared it with people I know
2. Used a fact checking site or tools
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

ASK ALL

Q10k. To what extent are you concerned or not concerned about the following statements? ROTATE ORDER OF STATEMENTS

Not at all concerned ----- Very concerned (1-5 point scale)

1. The amount of false or misleading information you may be getting about Coronavirus
2. The amount of false or misleading information that others in society may be getting about Coronavirus

ASK ALL

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 feel confident that I understand the statistics and data used to provide the number of Coronavirus cases and deaths in the UK
6. I am happy to be vaccinated against the Coronavirus
7. I follow international/world news about Coronavirus

ASK ALL

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. Practising social distancing
3. Wearing a face mask/covering where relevant

ASK ALL

Single code

Q14. 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
9. Prefer not to say