NEWS CONSUMPTION SURVEY – ADULT ONLINE FINAL QUESTIONNAIRE

Introduction:

Hello. We're conducting a study about how people get their news and what they think about it across the UK, and we're keen to get your views.

We are from Research Interactive, and we're conducting this on behalf of Jigsaw Research. This research is being carried out for Ofcom (the Office of Communications), which is responsible for overseeing communication services in the UK.

Please note that your answers will be treated with complete confidence and will only be used for these research purposes. They will never be reported on at an individual level or be used to identify you. The information collected will not be passed on to third parties. The lawful basis for processing this information is your consent.

We will ask you for personal information, such as your occupation, postcode, household income and ethnicity, but it's up to you if you want to provide this. You can stop this survey at any time and you can withdraw your consent for us to process your answers at any time before they are anonymised – you can do so by contacting Jigsaw on datasecurity@jigsaw-research.co.uk or 020 7291 0810. In this instance, you can ask for Jigsaw and Research Interactive to delete any personal information they hold about you. At any time before your answers are anonymised, you can also ask Jigsaw Research and Research Interactive for a copy of your personal data, for any inaccurate data collected to be rectified and to restrict the processing of your personal data in certain circumstances.

All personal data will be stored securely in the UK and kept for up to one month after the completion of all fieldwork. Jigsaw and Research Interactive will hold your aggregated and anonymised answers for up to 2 years – this is to allow them to compare the answers given in this year's survey with those in subsequent years. For this survey, Ofcom is the data controller, and Jigsaw and Research Interactive are processors.

The full survey will take 25-30 minutes depending on the media you use.

If you agree to take part in this study, please click 'continue'.

SECTION A: SCREENING QUESTIONS

ASK ALL
PLEASE SELECT ONE
A1) Which of the following are you?
1. Man
2. Woman
3. Non-binary
4. Prefer to use another term (please state)
5. Prefer not to say

ASK ALL
PLEASE SELECT YOUR AGE FROM THE LIST
A2) How old are you?

> TEXT BOX
> Prefer not to say

ASK ALL RESPONDENTS WHO PREFER NOT TO SAY AGE AT A2
PLEASE SELECT ONE
A3) Which of the following age bands are you in?
1. 16-17
2. 18-24
3. 25-34
4. 35-44
5. 45-54
6. 55-64
7. 65-74
8. 75+

ASK ALL
PLEASE SELECT ONE
A4a) What is the occupation of the Chief Income Earner in your household, that is the person with the largest income whether from employment, pension, state benefits, investments, or any other source?

If the Chief Income Earner is retired and has an occupational pension please answer for their most recent occupation. If the Chief Income Earner is not in paid employment but has been out of work for less than 6 months, please answer for their most recent occupation.

1. Semi or unskilled manual work (e.g. Manual workers, all apprentices to be skilled trades, Caretaker, Park keeper, non-HGV driver, shop assistant)
2. Skilled manual worker (e.g. Skilled Bricklayer, Carpenter, Plumber, Painter, Bus/ Ambulance Driver, HGV driver, AA patrolman, pub/bar worker, etc)
3. Supervisory or clerical/ junior managerial/ professional/ administrative (e.g. Office worker, Student Doctor, Foreman with 25+ employees, salesperson, etc)
4. Intermediate managerial/ professional/ administrative (e.g. Newly qualified (under 3 years) doctor, Solicitor, Board director small organisation, middle manager in large organisation, principle officer in civil service/local government)
5. Higher managerial/ professional/ administrative (e.g. Established doctor, Solicitor, Board Director in a large organisation (200+ employees, top level civil servant/public service employee)
6. Student
7. Casual worker - not in permanent employment
8. Housewife/ Homemaker
9. Retired and living on state pension
10. Unemployed or not working due to long-term sickness
11. Full-time carer of other household member
12. Other

ASK ALL

A5) Please enter your full UK postcode. (This will be used for classification purposes only, and will not be used to contact you)

TEXT BOX

Prefer not to say

SCRIPTER, AUTOCODE FROM POSTCODE INTO THE FOLLOWING TV REGIONS AND SHOW RELEVANT REGION IN LATER QUESTIONS. NOTE: POSTCODE NEEDS TO BE VALIDATED AS FULL POSTCODE (7/8 CHARACTER NOTATION)

A6) TV REGIONS
1. BBC North East and Cumbria
2. BBC North-West
3. BBC Yorkshire & Lincolnshire
4. BBC Midlands West
5. BBC Midlands East
6. BBC East
7. BBC West
8. BBC South
9. BBC South West
10. BBC South East
11. BBC London
12. BBC Wales
13. BBC Scotland
14. BBC Northern Ireland

SCRIPTER, AUTOCODE FROM POSTCODE INTO THE FOLLOWING URBANITY/RURALITY CODES
A7) URBANITY/RURALITY
1. Large city
2. Smaller city / large town
3. Medium town
4. Small town – Less than 10 miles of a large settlement
5. Small town – More than 10 miles from a large settlement
6. RURAL – Less than 10 miles of a large settlement
7. REMOTE RURAL – More than 10 miles from a large settlement

ASK ALL
PLEASE SELECT ALL THAT APPLY
A7b) How would you describe your national identity?
1. English
2. Welsh
3. Scottish
4. Northern Irish
5. British
6. Irish
7. Other (Please specify)

ASK ALL
PLEASE SELECT ONE
A8a) Which of these best describes your ethnic origin?

A: White
1. English / Welsh / Scottish / Northern Irish / British
2. Irish
3. Gypsy or Irish traveller
20. Roma
4. Any other white background

B: Mixed
5. White and Black Caribbean
6. White and Black African
7. White and Asian
8. Any other mixed background

C: Black or Black British
9. Caribbean
10. African
11. Any other Black, Black British or Caribbean background

D: Asian or Asian British
12. Indian
13. Pakistani
14. Bangladeshi
15. Chinese
16. Any other Asian background

E: Other Ethnic Group
19. Arab
17. Any other ethnic group
18. Prefer not to say

ASK ALL
PLEASE SELECT ONE
A8b) How long have you lived in the UK for?
1. All my life / born in UK
2. Less than 6 months
3. 6 months to 1 year
4. 1 to 2 years
5. 3 to 5 years
6. 6 to 10 years
7. 11 to 15 years
8. 16 to 20 years
9. 21 to 30 years
10. 31 to 40 years
11. 41 to 50 years
12. More than 50 years

ASK ALL
PLEASE SELECT ONE
A9) How would you describe your religion/belief?
1. Catholic
2. Church of England/Scotland/Ireland
3. Other Christian
4. Buddhist
5. Hindu
6. Jewish
7. Muslim
8. Sikh
9. Any other religion/belief, (please write in below)
10. No religion/belief
11. Prefer not to say

SECTION B: INTERESTS AND TECHNOLOGY

ASK ALL
RANDOMISE CODES 1-11
PLEASE SELECT ALL THAT APPLY
B1) 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

SCRIPTER: B2 AND B3 HAVE BEEN DELETED

ASK ALL
RANDOMISE CODES 1-8, 12
PLEASE SELECT ALL THAT APPLY
B4) Do you personally own any of the following devices?
1. Mobile phone
2. Laptop
12. Desktop computer
3. Tablet Computer e.g. iPad or Samsung Galaxy
4. E-book Reader e.g. Kindle or Kobo
5. Static gaming device e.g. Xbox, PlayStation, Nintendo Wii
6. Portable handheld gaming device e.g. Nintendo Switch / SwitchLite or Steam Deck
7. MP3 player e.g. iPod Touch
8. Smart Speaker e.g. Amazon Echo/Dot, Google Home
9. Other mobile device
10. None of these
11. Don't know

SECTION C: SOURCES FOR NEWS

We 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, X (formerly Twitter) and TikTok 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' 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

Please click 'Continue' to proceed.

ASK ALL
RANDOMISE CODES 1-10, 12-14
PLEASE KEEP CODES 12, 4, 5, 6 & 7 TOGETHER IN THE ROTATION. ALWAYS SHOW CODE 12 FIRST
PLEASE SELECT ALL THAT APPLY
C1) Which of the following platforms do you use for news nowadays?
1. Television
2. Newspapers (printed)
3. Radio
12. Podcasts
4. Social media on a computer/laptop/tablet
5. Social media on a mobile phone
6. Other internet sources on a computer/laptop/tablet (this includes going to news sources directly, using search engines, news aggregators, etc.)
7. Other internet sources on a mobile phone (this includes going to news sources directly, using search engines, news aggregators, etc.)
8. Interactive TV services via the 'red button' or apps on the TV
9. Magazines (print)
10. Word of mouth (family / friends / colleagues – in person/by phone/email)
11. None of these

ASK ALL
RANDOMISE CODES 1-8, 11-12
PLEASE SELECT ALL THAT APPLY
SCRIPTER TO BACK CODE PODCAST AT C1 IF IT IS SELECTED AT C2 (CODE 14) AND <u>NOT</u> SELECTED AT C1 (CODE 12)

C2) Which, if any, of the following online sources do you use for news nowadays?
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, X (formerly Twitter), TikTok, etc.
5. **Video-sharing platforms** such as YouTube, Vimeo, etc.
6. Websites/apps of **online news organisations** like HuffPost, Vice, Buzzfeed, etc.
7. Websites or apps **that bring together news from different news providers**, such as Apple News, Google News or Yahoo News (sometimes called 'news aggregators')
8. Blogs
11. **Search engines** such as Google, Bing, etc.
12. Messaging or neighborhood apps like WhatsApp or Nextdoor
13. Smart devices e.g. smart watch, smart speaker, etc.
14. Podcasts
9. Other (Write in below)
10. Don't know
15. I don't use online sources for news [EXCLUSIVE]

ASK IF C2=4 AND C1≠4or5
PLEASE SELECT ALL THAT APPLY
C2b) You said you use social media sites such as Facebook, X (formerly Twitter), TikTok etc. How do you access that?
1. On a computer/laptop/tablet
2. On a mobile phone
3. On another device

SCRIPTER: BACK CODE C1 = 4 AND/OR 5 (AND DESELECT 'NONE OF THESE' IF PREVIOUSLY CODED)

IF C1 = NONE OF THESE, SKIP TO G1

SECTION D: CONSUMPTION OF NEWS ON PLATFORMS AND SOURCES

ASK ALL (UNLESS C1=11)
IF C1=6/7 AND 4/5/12 - ALWAYS SHOW SOCIAL MEDIA/PODCASTS BEFORE 'OTHER INTERNET SOURCES' AT D1
IF C1=6/7 AND NOT 4/5/12 – ASK ABOUT 'INTERNET SOURCES' INSTEAD OF 'OTHER INTERNET SOURCES'
OTHERWISE RANDOMISE PLATFORM CODES, AS IN THE PAST

SELECT UP TO 3 TYPES OF NEWS PER PLATFORM
D1) What types of news do you get from each of the following platforms?

REPEAT FOR ALL PLATFORMS
Please select the <u>top three</u> most valuable types of news when [watching/reading/listening to/using - insert source]

SCRIPTER: ONLY SHOW RELEVANT CODES FROM C1
NOTE: THE PREVIOUS CODES 4/5 AND 6/7 HAVE BEEN MERGED. CODES 8 (INTERACTIVE TV), 13 (MESSAGING OR NEIGHBORHOOD APPS) AND 14 (SMART DEVICES) HAVE BEEN DELETED

<u>Sources:</u>
1. Television
2. Newspapers (printed)
3. Radio
12. Podcasts
4. Social media **[Show to all who select codes 4 and/or 5 at C1]**
6. Other internet sources **[Show to all who select codes 6 and/or 7 at C1]**
9. Magazines (print)
10. Word of mouth (family / friends / colleagues) – in person/by phone/email

<u>Types of news</u>
1. Local news
2. UK news
3. Foreign/international news
4. Celebrity news
5. Headlines – i.e. Top stories
6. Breaking news – i.e. News that's happening now
7. Political news
8. In depth analysis
99. None of these

FOR THE REMAINING QUESTIONS IN THIS SECTION, DISPLAY ONLY SOURCES USED FOR NEWS NOWADAYS AT C1
ASK ALL WHO HAVE SELECTED TELEVISION NOWADAYS AT C1 (C1=1)
ROTATE BETWEEN CODES 1-10, 28, 30 ; 11-21, 24, 29
PLEASE SELECT ALL THAT APPLY
D2a) Thinking specifically about Television**, which of the following do you use for news nowadays – i.e. which have you watched in the last month or so for news? Are there any others?**

1. BBC One
2. BBC Two
30. BBC Three
3. BBC Four
4. BBC Alba (SCOTLAND)
28. BBC Scotland TV channel (on TV between 7pm and midnight) (SCOTLAND)
5. BBC Parliament
6. ITV1 (formerly ITV) (ALL) / ITV WALES (WALES) / UTV (N IRELAND) / STV (SCOTLAND)
7. Channel 4
8. S4C (WALES)
9. Channel 5
10. RTE Channels / Virgin Media One (formerly known as TV3) / TG4 (N IRELAND)
11. Sky News Channel
12. BBC News Channel
13. CNN
14. CNBC
15. Euronews (English version)
16. Euronews (Non English version)
17. Al Jazeera (English version)
18. Al Jazeera (Arabic version)
20. Bangla TV
21. TF1
22. France 24
29. GB News
24. Bloomberg TV
25. Other channel(s) – Please specify
26. None of these
27. Don't know

ASK ALL WHO HAVE SELECTED TELEVISION, OTHER INTERNET SOURCES OR INTERACTIVE TV NOWADAYS AT C1
(C1=CODES 1, 6, 7 OR 8)
RANDOMISE CODES 1-6
PLEASE SELECT ALL THAT APPLY
D2ai) Which, if any, of the following on-demand or catch up services do you use for News nowadays – i.e. which have you used in the last month or so for news? Are there any others?

1. BBC iPlayer
2. ITVX / ITVX premium (formerly ITV hub/ITV hub+)
3. Channel 4 / Channel 4+ (formerly All 4/All4+)
4. STV Player / STV Player+
5. My5
6. S4C Clic
7. Other - Specify (WRITE IN)
8. None of these

ASK ALL WHO HAVE SELECTED TELEVISION CHANNELS AT D2a (D2a 1-25, 28-31) OR ON-DEMAND/CATCH UP SERVICES AT D2ai (D2ai 1-7)
IF OTHER SPECIFY CHOSEN AT D2a (CODE 25) OR D2ai (CODE 7) PLEASE SHOW TYPED IN RESPONSES
PLEASE SELECT ONE ANSWER FOR EACH TV CHANNEL
D2b) And typically how often do you watch the news on...<CODE SELECTED AT D2a>,
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

ASK ALL WHO HAVE USED NEWSPAPER NOWADAYS AT C1 (C1=2)
ROTATE BETWEEN CODES 1-10; CODES 11-21, 25-27
PLEASE SELECT ALL THAT APPLY
D3a) Thinking specifically about Daily newspaper(s), which of the following do you use for news nowadays – i.e. which have you read in the last month or so? By newspapers we mean the paper versions and not the websites or apps. Are there any others?
1. The Sun
2. The Daily Mail
3. The Daily Star
4. The Daily Express
5. The Daily Mirror
6. The Guardian
7. The 'i'
8. The Times
9. The Daily Telegraph
10. The Financial Times
11. The Herald (SCOTLAND)
12. The Scotsman (SCOTLAND)
13. The Daily Record (SCOTLAND)
14. The National (SCOTLAND)
15. The Press and Journal (SCOTLAND)
16. The Courier (SCOTLAND)
17. The Belfast Telegraph (NORTHERN IRELAND)
25. The News Letter (NORTHERN IRELAND)
18. The Irish News (NORTHERN IRELAND)
19. South Wales Echo (WALES)
26. The Western Mail (WALES)
27. The Daily Post (WALES)
20. The Metro
21. Any local daily newspaper (Please specify)
22. None of these / Don't read a Daily Newspaper
23. Don't know

ASK ALL WHO HAVE SELECTED DAILY NEWSPAPERS AT D3a (D3a =1-22, 25-27)
IF OTHER SPECIFY (CODE 22) CHOSEN AT D3a PLEASE SHOW TYPED IN RESPONSE
PLEASE SELECT ONE ANSWER FOR EACH NEWSPAPER
D3b) And typically how often do you read the news in...<ONLY ASK FOR CODES SELECTED AT D3a>?
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

ASK ALL WHO HAVE USED NEWSPAPER NOWADAYS AT C1 (C1=2)
ROTATE BETWEEN CODES 1-9, 21 ; 10-16, 22
PLEASE SELECT ALL THAT APPLY
D4a) Thinking specifically about Weekly newspaper(s)**, which of the following do you use for news nowadays – i.e. which have you read in the last month or so? By newspapers we mean the paper versions and not the websites or apps. Are there any others?**
1. The Sun on Sunday
2. The Mail on Sunday
3. The Daily Star on Sunday
4. The Sunday Express
5. The Sunday Mirror
6. The Observer
7. The Sunday Times
8. The Sunday Telegraph
9. The Sunday People
21. The New European
22. The Standard (formerly The Evening Standard)
10. The Herald on Sunday (SCOTLAND)
11. The Sunday Post (SCOTLAND)
12. The Sunday Mail (SCOTLAND)
13. Scotland on Sunday (SCOTLAND)
22. The Sunday National (SCOTLAND)
14. Wales on Sunday (WALES)
15. Sunday Life (NORTHERN IRELAND)
16. Sunday World (NORTHERN IRELAND)
17. Any local paid weekly paper (Please specify)
18. Any local free weekly newspaper (Please specify)
19. None of these / Don't read a weekly Newspaper
20. Don't know

ASK ALL WHO HAVE SELECTED WEEKLY NEWSPAPERS AT D4a (D4a=1-18,21,22)
IF OTHER SPECIFY (CODES 17 OR 18) CHOSEN AT D4a PLEASE SHOW TYPED IN RESPONSES
PLEASE SELECT ONE ANSWER FOR EACH NEWSPAPER
D4b) And typically how often do you read the news in...<CODES SELECTED AT D4a>?
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

ASK ALL WHO HAVE USED MAGAZINES NOWADAYS AT C1 (C1=9)
ROTATE BETWEEN CODES 1-4,12
PLEASE SELECT ALL THAT APPLY
D5a) Thinking specifically about <u>Magazines</u>, which of the following do you use for news nowadays – i.e. which have you read in the last month or so? By magazines we mean the paper versions and not the websites or apps. Are there any others?
1. Private Eye
2. The Economist
3. The Week
4. Time
12. Spectator
13. New Statesman
14. Golwg (WALES)
5. Other Magazine #1 (Please specify)
6. Other Magazine #2 (Please specify)
7. Other Magazine #3 (Please specify)
8. Other Magazine #4 (Please specify)
9. Other Magazine #5 (Please specify)
10. None of these
11. Don't know

ASK ALL WHO HAVE SELECTED MAGAZINES AT D5a (D5a = 1-9, 12)
IF OTHER SPECIFY (CODES 5-9) CHOSEN AT D5a PLEASE SHOW TYPED IN RESPONSES
PLEASE SELECT ONE ANSWER FOR EACH MAGAZINE
D5b) And typically how often do you read the news in...<CODES SELECTED AT D5a>
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

ASK ALL WHO HAVE USED RADIO NOWADAYS AT C1 (C1=3)
ROTATE BETWEEN CODES 1-8, 21, 35, 36, 22, 23, 52, 53 ; 9-19, 37, 45, 55 ; 20, 38-44,49-50,54 - WITH 34,24,32,33 AT THE BOTTOM
D6a) Thinking specifically about <u>Radio</u>, which of the following do you <u>use for news</u> nowadays – i.e. which have you listened to in the last month or so for news? Please include any stations you listen to via other services, such as RadioPlayer or BBC Sounds. Are there any others?

1. BBC Radio 1
2. BBC Radio 2
3. BBC Radio 3
4. BBC Radio 4
5. BBC Radio 5 Live
8. BBC World Service
21. BBC Radio Scotland (SCOTLAND)
35. BBC Radio Wales (WALES)
36. BBC Radio Ulster/ Foyle (NORTHERN IRELAND)
52. BBC Radio nan Gàidheal (SCOTLAND)
53. BBC Radio Cymru/ Cymru 2 (Wales)
23. Any other BBC local/regional radio station (Please specify)
45. Any other BBC Radio Station (Please specify)
9. Classic FM / Classic FM Calm / Classic FM Movies
10. talkSPORT / talkSPORT2 / talkRADIO
12. Any LBC Radio Station
13. Any Heart Radio Station
14. Any Absolute Radio Station
15. Any Capital Radio Station
17. Any Kiss Radio station
18. Any Smooth Radio
19. Any Magic Radio Station
46. Times Radio
20. Cool FM / Downtown Radio (NI)
49. Q Network (NI)
50. U105 (NI)
56. RTÉ Radio (NI)
37. Virgin Radio
38. Hits Radio
39. Clyde 1/ Forth 1/ West Sound/ Tay FM/ Northsound 1 / MFR (Scotland)
54. Greatest Hits Radio
55. GB News radio
34. Any community radio station
24. Other local commercial radio station(s)- Specify (WRITE IN)
32. None of these
33. Don't know

ASK ALL WHO HAVE SELECTED RADIO STATIONS AT D6a (D6a = 1-55, EXCL 32-33)
IF OTHER SPECIFY (CODES 22,23,34,24) CHOSEN AT D6a PLEASE SHOW TYPED IN RESPONSES
PLEASE SELECT ONE ANSWER FOR EACH RADIO STATION
D6b) And typically how often do you listen to the news on...<CODE SELECTED AT D6a>
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

ASK ALL WHO HAVE USED RADIO NOWADAYS AT C1 (C1=3)
PLEASE SELECT ALL THAT APPLY
RANDOMISE CODES
D6c) On which of the following <u>online</u> radio services do you listen to news nowadays? This could be on live radio or catch-up radio.
1. BBC Sounds
2. Global player
3. Rayo (formerly Planet radio)
4. Radio Player
5. Other online radio service (Write in)
6. (Don't know)
7. I don't listen to news through online radio services

ASK ALL WHO HAVE SELECTED CODES AT D6c (D6c =1-5)
IF OTHER SPECIFY (CODE 5) CHOSEN AT D6c PLEASE SHOW TYPED IN RESPONSE
PLEASE SELECT ONE ANSWER FOR EACH ONLINE RADIO STATION
D6ci) And typically how often do you listen to the news using these radio services......<CODES SELECTED AT D6c>
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

ASK ALL WHO HAVE USED OTHER INTERNET SOURCES AT C1 (C1=CODES 6 OR 7)
ROTATE BETWEEN CODES 1-9, 58 ; 10-24 ; 25-28,62 ; 29-32; 37-57,59-61, 63
PLEASE KEEP CODES 2-3 FIXED
PLEASE SELECT ALL THAT APPLY
D8a) There are several ways you might see news brands online

- **You might go to the website or app directly.**
- **You might navigate to the website or app by clicking on links on search engine pages or news aggregators (e.g. websites/apps that bring together news from different news providers, such as Apple News, Google News or Yahoo News) or social media. The stories might open on the news website, or they might open in the social media or aggregator app.**
- **You might see news headlines or snippets on search engines, news aggregators or social media without clicking on the link to get the full story.**

Please keep these in mind as you answer the series of questions about online news usage below:

Thinking about these ways of getting news (on any device), which of the following brands do you get news from online nowadays – i.e. which have you used in the last month or so? Are there any others?

SCRIPTER TO SHOW BRANDS ON TWO SCREENS
1. BBC news website or app
58. Welsh language BBC news website or app (www.bbc.co.uk/cymrufyw)
2. ITV or ITN news website or app
3. STV news website or app (SCOTLAND)
5. Channel 4 news website or app
6. Sky News website or app
7. CNN News website or app
8. NBC News website or app
9. CBS News website or app
10. 'The Sun' news website or app
11. 'The Daily Mail' news website or app
12. 'The Daily Star' news website or app
13. 'The Daily Express' news website or app
14. 'The Daily Mirror' news website or app
15. 'The Guardian/Observer' news website or app
16. 'The Independent' news website or app
17. 'The i' news website or app
18. 'The Times/Sunday Times' news website or app
19. 'The Telegraph' news website or app
20. 'The Financial Times' news website or app
21. 'The Metro' news website or app
22. The Standard (formerly The Evening Standard) news website or app
23. 'The New York Times' news website or app
24. 'The Washington Post' news website or app
25. 'Time' news website or app
26. 'The Week' news website or app
27. 'Private Eye' news website or app
28. 'The Economist' news website or app
59. 'The Spectator' news website or app

29.   Any local newspaper websites or app (WRITE IN)
30.   Any Scotland based news websites or apps (e.g. the Herald, the Scotsman, Daily Record, etc) (SCOTLAND)
31.   Any Wales based news websites or apps (e.g. S4C, Wales Online, Golwg360, Daily Post, etc) (WALES)
32.   Any Northern Ireland based news websites or apps (e.g. Belfast Telegraph, Belfast Live, Irish News, etc) (NI)
37.   HuffPost news website or app
44.   BuzzFeed news website or app
45.   Vice news website or app
46.   LAD Bible news website or app
55.   Joe.co.uk news website or app
47.   Personal blogs
60.   GB News website or app
61.   LBC news website or app
62.   Talk news website or app (formerly TalkTV)
63.   Tortoise Media website or app
49.   Other website(s) or app(s) - Specify (WRITE IN) *Do not include search engines, news aggregators or social media This information will be collected in subsequent questions*.
53.   None of these
54.   (Don't know)

ASK ALL WHO HAVE USED ANY SCOTLAND/WALES/NI BASED WEBSITES OR APPS (D8A=CODES 30, 31 OR 32)
ROTATE CODES
PLEASE SELECT ALL THAT APPLY
D8aa) And which of the following [Scotland/Wales/NI] based websites or app do you use for news nowadays – i.e. which have you used in the last month or so?

Scotland list:
1. 'The Herald' news website or app
2. 'The Scotsman' news website or app
3. 'The Daily Record' news website or app
4. 'The National' news website or app
5. 'The Press and Journal' news website or app
6. 'The Courier' news website or app
7. Other Scotland based website or app (WRITE IN)

Wales list:
1. Wales Online/Western Mail/SW Evening Post news website or app
2. The Daily Post/North Wales Live news website or app
3. Nation.Cymru news website or app
4. Y Cymro news website or app
5. S4C news website or app
6. Golwg 360 news website or app
7. Other Wales based website or app (WRITE IN)

NI list:
1. Belfast Live news website or app
2. 'The Belfast Telegraph' news website or app
3. 'The News Letter' news website or app
4. 'The Irish News' news website or app
5. Other Northern Ireland based website or app (WRITE IN)

ASK ALL WHO HAVE SELECTED WEBSITE/APP AT D8a (D8a = 1-62) AND D8aa (D8aa = 1-7, 1-8, 1-5)
IF OTHER SPECIFY CHOSEN AT D8A OR D8AA PLEASE SHOW TYPED IN RESPONSES
PLEASE SELECT ONE ANSWER FOR EACH ONLINE SOURCE
D8b) And typically how often do you use......<CODES SELECTED AT D8a AND D8aa>

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

ASK ALL WHO HAVE USED SOCIAL MEDIA NOWADAYS AT C1 (C1=CODES 4 OR 5)
ROTATE BETWEEN CODES 1-10, 14-17
PLEASE SELECT ALL THAT APPLY
D7a) Thinking specifically about *Social Media* (on any device), which of the following do you use to access news nowadays – i.e. which have you used in the last month or so to access news?
This could include:

- **clicking on news story links that take you to news websites**
- **viewing news headlines or snippets, without clicking through to the news article website.**

1. Facebook
3. Instagram
4. LinkedIn
5. Reddit
6. Snapchat
7. Tumblr
8. X (formerly known as Twitter)
9. Viber
10. WhatsApp
14. TikTok
15. Twitch
16. Threads
17. YouTube
11. Other social media platform (Please specify)
12. None of these
13. Don't know

ASK ALL WHO HAVE SELECTED SOCIAL MEDIA AT D7a (D7a = 1-11, 14-17)
IF OTHER SPECIFY (CODE 11) CHOSEN AT D7a PLEASE SHOW TYPED IN RESPONSE
PLEASE SELECT ONE ANSWER FOR EACH TYPE OF SOCIAL MEDIA
D7b) And typically how often do you read/watch/listen to the news on <CODES SELECTED AT D7a>
1. More than 10 times a day
2. 4-10 times a day
3. 2-3 times a day
4. Once a day
5. Most days
6. 2-3 times a week
7. About once a week
8. Every 2-3 weeks
9. About once a month
10. Less often
11. Don't know

ASK ALL WHO HAVE USED OTHER INTERNET SOURCES AT C1 (C1=CODES 6 OR 7)
RANDOMISE CODES 1-10
PLEASE SELECT ALL THAT APPLY
D8aaa. Thinking specifically about search engines and news aggregators (e.g. websites/apps that bring together news from different news providers, such as Apple News, Google News or Yahoo News) on any device, which of the following do you use to access news nowadays – i.e. which have you used in the last month or so to access news? This could include:
- **clicking on news story links that take you to news websites**
- **viewing news headlines or snippets, without clicking through to the news article website.**

1. Google Search
2. Bing
3. Google News (only tick this option if you visit the Google News site/app, not news stories you find within the main Google search results page)
4. Apple News (the app called News on an iPhone, iPad)
5. Upday (app available on Android phones that aggregates news sources)
6. Flipboard
7. NewsNow
8. AOL news
9. MSN news
10. Yahoo! News
11. Another search engine
12. I don't use search engines or news aggregators for news

ASK ALL WHO HAVE SELECTED CODES AT D8aaa (D8aaa=1-11)
PLEASE SELECT ONE ANSWER FOR EACH ONLINE SOURCE
D8bbb) And typically how often do you access news using these news sources......<CODES SELECTED>
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

ASK ALL WHO HAVE USED 'PODCASTS' AT C1 (C1=CODE 12)
ROTATE BETWEEN CODES 1-13 ; 14-19
PLEASE SELECT ALL THAT APPLY
D8ai) And, thinking specifically about podcasts you use for news nowadays on any device, how do you tend to access them? Which have you used in the last month or so for news? Are there any others?
1. iTunes
2. Apple podcasts
3. GooglePlay
4. Spotify
5. Acast
6. Specialist podcast website or app e.g. Overcastr, Stitcher
7. RadioPlayer
8. Castbox
9. BBC Sounds
11. Globalplayer
27. Rayo (formerly Planet Radio)
12. YouTube
13. Soundcloud
14. The Guardian website/app
15. The Sun website / app
16. The Times website/app
17. Independent website or app
18. The Financial Times website or app
19. The Economist website or app
20. Other newspaper website/app
21. Website/app of the podcast itself (please specify) e.g. serialpodcast.org, thisamericanlife.org, woodenovercoats.com
22. Website/app of another non-BBC radio station e.g. Kiss, Heart
23. Website/app of a non-BBC TV channel
24. Other website/app (please specify)
25. None of these
26. (Don't know)

ASK ALL WHO HAVE SELECTED A PODCAST AT D8ai
IF OTHER SPECIFY (CODE 21 or 24) CHOSEN AT D8ai PLEASE SHOW TYPED IN RESPONSES
PLEASE SELECT ONE ANSWER FOR EACH PODCAST
D) And typically how often do you access podcasts for news using......<CODES SELECTED AT D8ai >,
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

ASK D8C IF SELECTED 'LOCAL NEWS' (CODE 1) AT D1 FOR ANY PLATFORM
SHOW ALL CODES SELECTED AT D2A-D8A (INCL. CODES FROM D2ai, D6c, D8aaa, D8ai)
PLEASE SELECT ONE
D8c) Earlier you mentioned that you were interested in Local news. Which of the following would be your first choice for this type of news?

Another source (Please specify)

ASK D9-D12 FOR ALL WHO GET NEWS THROUGH FACEBOOK (D7A=1), INSTAGRAM (D7A=2), SNAPCHAT (D7A=6), X (D7A=8)

PLEASE SELECT ALL THAT APPLY
ONLY SHOW CODES 10-13 FOR FACEBOOK (D7A=1), INSTAGRAM (D7A=3) AND X (D7A=8)
D9) Earlier you mentioned that you get news from <Facebook/Instagram/Snapchat/X (formerly Twitter)>. Which of the following do you do you see on <Facebook/Instagram/Snapchat/X (formerly Twitter)> NOWADAYS?
1. News stories that <Facebook/Instagram/Snapchat/X (formerly Twitter)> says are trending
2. Comments from friends or other people about news stories
3. Links to news stories posted by friends or people I follow
11. News stories from the BBC
12. News stories from ITV
13. News stories from Channel 4
14. News stories from Channel 5
4. News stories from other traditional news providers e.g. Sky, Daily Mail, Guardian, etc
5. News stories from online-only news organisations e.g. Buzzfeed, HuffPost, etc
6. News stories from organisations that bring news together from other news providers e.g. Newsnow
7. News stories from journalists
15. News stories from public figures
8. News stories from specific news programmes e.g. Panorama, Newsnight, etc
16. News stories from independent news influencers e.g. Dylan Page, Vitus Spehar (UnderTheDeskNews)
9. Other – specify (WRITE IN)

ASK ALL WHO USE FACEBOOK (D7A= 1). DO NOT ASK FOR OTHER SOCIAL MEDIA BRANDS
SCRIPTER TO SHOW ALL THREE OPTIONS (NEWS ORGANISATIONS, FRIENDS & FAMILY AND OTHER PEOPLE), REGARDLESS OF CODES SELECTED AT D9
PLEASE ENTER A NUMBER FOR EACH CATEGORY AND ENSURE THAT THE NUMBERS ADD UP TO 100%
D10) Approximately what proportion of the NEWS you get from Facebook NOWADAYS is from each of the following sources that you follow?

SCRIPTER: THE THREE BOXES BELOW MUST SUM TO 100%. PLEASE SHOW A RUNNING TOTAL.

News organisations
		%

Friends & family
		%

Other people
		%

ASK ALL WHO GET NEWS THROUGH FACEBOOK (D7A=1), INSTAGRAM (D7A=2), SNAPCHAT (D7A=6), X (D7A=8)
PLEASE SELECT ALL THAT APPLY
D11) Which of the following types of news do you use <Facebook/Instagram/Snapchat/X (formerly Twitter)> for?
RANDOMISE CODES
1. Local news
2. UK news
3. Foreign/international news
4. Celebrity news
5. News that is light-hearted or entertaining
6. Headlines – i.e. Top stories
7. Breaking news – i.e. News that's happening now
8. Political news
9. None of these

ASK ALL WHO GET NEWS THROUGH FACEBOOK (D7A=1), INSTAGRAM (D7A=2), SNAPCHAT (D7A=6), X (D7A=8)
PLEASE SELECT ALL THAT APPLY
D12a) Which, if any, of the following news sources do you FOLLOW on <Facebook/Instagram/Snapchat/X (formerly Twitter)>? Which other news sources do you FOLLOW on <Facebook/Instagram/Snapchat/X (formerly Twitter)>?

BBC News
ITV News
Channel 4 News
Channel 5 News
Sky News
CNN
NBC News
CBS News
The Sun
The Daily Mail
The Daily Star
The Daily Express
The Daily Mirror
The Guardian/Observer
The Independent
The i newspaper
The Times/Sunday Times
The Telegraph
The Financial Times
The Metro
The Standard (formerly The Evening Standard)
The New York Times
The Washington Post
Time magazine
The Week
Private Eye
The Economist
The Spectator
Any local newspaper (WRITE IN)
Any Scotland based news (e.g. the Herald, the Scotsman, Daily Record, etc) – SPECIFY (WRITE IN)
Any Wales based news (e.g. S4C, Wales Online, Golwg360, Daily Post, etc) – SPECIFY (WRITE IN)
Any Northern Ireland based news (e.g. Belfast Telegraph, Belfast Live, Irish News, etc) – SPECIFY (WRITE IN)
HuffPost
Yahoo news
MSN news
AOL news

YouTube
Flipboard
News Now
BuzzFeed
Vice
The LAD Bible
Joe.co.uk
Personal blog
GB News
LBC
Talk (Formerly TalkTV)
None of these

ASK ALL WHO GET NEWS THROUGH FACEBOOK (D7A=1), INSTAGRAM (D7A=2), SNAPCHAT (D7A=6), X (D7A=8)
PLEASE SELECT ALL THAT APPLY
D12aT) Which specific journalists/public figures/news programmes/etc. do you FOLLOW on <Facebook/Instagram/Snapchat/X (formerly Twitter)> for news information?

Specific journalists – Type in their names(s) here	SHOW IF D9=7
Specific journalists – Can't remember their name(s)	SHOW IF D9=7
Public figures – Type in their names(s) here	SHOW IF D9=15
Public figures – Can't remember their name(s)	SHOW IF D9=15
Independent news influencers – Type in their name(s)	SHOW IF D9=16
Independent news influences – Can't remember their name(s)	SHOW IF D9=16
News programmes – Type in their names(s) here	SHOW IF D9=8
News programmes – Can't remember their name(s)	SHOW IF D9=8
Any other specific sources – Type in the name(s) here	SHOW TO ALL
I don't follow any of these on <Facebook/Instagram/Snapchat/X (formerly Twitter)>	SHOW TO ALL

ASK ALL WHO GET NEWS THROUGH FACEBOOK/INSTAGRAM/SNAPCHAT/X AND D9=2,3,7
PLEASE SELECT ONE ANSWER FOR EACH SOURCE
D12b) Are you typically aware of the source of the news stories on <Facebook/Instagram/Snapchat/X (formerly Twitter)> posted by…?
(By source I mean the organisation that produced the news item.)

	SHOW IF D9=2or3 … your friends & family	SHOW IF D9=2,3,7, 15 or 16 … other people you follow
All of the time		
Most of the time		
Some of the time		
Never		
Don't know		

REPEAT D9-D12 FOR FACEBOOK (D7A=1), INSTAGRAM (D7A=2), SNAPCHAT (D7A=6), X (D7A=8)

TIKTOK QUESTIONS
ASK IF D7a=14
PLEASE SELECT ALL THAT APPLY
D9T) Earlier you mentioned that you get news from TikTok. Which of the following do you see on TikTok NOWADAYS?
1. News stories that TikTok says are trending
2. Comments from friends or other people I follow that are about news stories
10. Videos from friends or people I follow that are about news stories
11. News stories from the BBC
12. News stories from ITV
13. News stories from Channel 4
14. News Stories from Channel 5
4. News stories from other traditional news providers e.g. Sky, Daily Mail, Guardian, etc
5. News stories from online-only news organisations e.g. Buzzfeed, HuffPost, etc
7. News stories from journalists
15. News stories from public figures
16. News stories from independent news influencers e.g. Dylan Page, Vitus Spehar (UnderTheDeskNews)
6. Other – specify (WRITE IN)

ASK IF D7a=14
PLEASE SELECT ALL THAT APPLY
D11T) Which of the following types of news do you use TikTok for?
RANDOMISE CODES
1. Local news
2. UK news
3. Foreign/international news
4. Celebrity news
5. News that is light-hearted or entertaining
6. Headlines – i.e. Top stories
7. Breaking news – i.e. News that's happening now
8. Political news
9. None of these

ASK IF D7a=14
PLEASE SELECT ALL THAT APPLY
D12aT) Which, if any, of the following news sources do you FOLLOW on TikTok? Which other news sources do you follow on TikTok?
BBC News
ITV News
Channel 4 News
Channel 5 News
Sky News
CNN
NBC News
CBS News
The Sun
The Daily Mail
The Daily Star
The Daily Express
The Daily Mirror
The Guardian/Observer
The Independent
The i newspaper
The Times/Sunday Times

The Telegraph
The Financial Times
The Metro
The Standard (formerly The Evening Standard)
The New York Times
The Washington Post
Time magazine
The Week
Private Eye
The Economist
The Spectator
Any local newspaper (WRITE IN)
Any Scotland based news (e.g. the Herald, the Scotsman, Daily Record, etc) – SPECIFY (WRITE IN)
Any Wales based news (e.g. S4C, Wales Online, Golwg360, Daily Post, etc) – SPECIFY (WRITE IN)
Any Northern Ireland based news (e.g. Belfast Telegraph, Belfast Live, Irish News, etc) – SPECIFY (WRITE IN)
HuffPost
Yahoo news
MSN news
AOL news
YouTube
Flipboard
News Now
BuzzFeed
Vice
The LAD Bible
Joe.co.uk
Personal blog
GB News
LBC
Talk (Formerly TalkTV)
None of these

ASK IF D7a=14
PLEASE SELECT ALL THAT APPLY
D12aT) Which specific journalists/public figures/news programmes/etc. do you FOLLOW on TikTok for news information?

Specific journalists – Type in their names(s) here	SHOW IF D9=7
Specific journalists – Can't remember their name(s)	SHOW IF D9=7
Public figures – Type in their names(s) here	SHOW IF D9=15
Public figures – Can't remember their name(s)	SHOW IF D9=15
Independent news influencers – Type in their name(s)	SHOW IF D9=16
Independent news influences – Can't remember their name(s)	SHOW IF D9=16
Any other specific sources – Type in the name(s) here	SHOW TO ALL
I don't follow any of these on TikTok	SHOW TO ALL

YOUTUBE QUESTIONS
ASK IF YOUTUBE SELECTED AT D7a (CODE 17) OR AT D8ai (CODE 12)
READ OUT/SHOW SCREEN. MULTI CODE
D11) Which of the following types of news do you use YouTube for?
1. Local news
2. UK news
3. Foreign/international news
4. Celebrity news
5. News that is light-hearted or entertaining
6. Headlines – i.e. Top stories
7. Breaking news – i.e. News that's happening now
8. Political news
9. None of these

ASK IF YOUTUBE SELECTED AT D7a (CODE 17) OR AT D8ai (CODE 12)
PLEASE SELECT ALL THAT APPLY
D12c) Which, if any, of the following news sources do you subscribe to on <u>YouTube</u>? Which other news sources do you follow on <u>YouTube</u>?

BBC News
ITV News
Channel 4 News
Channel 5 News
Sky News
CNN
NBC News
CBS News
The Sun
The Daily Mail
The Daily Star
The Daily Express
The Daily Mirror
The Guardian/Observer
The Independent
The i newspaper
The Times/Sunday Times
The Telegraph
The Financial Times
The Metro
The Standard (formerly The Evening Standard)
The New York Times
The Washington Post
Time magazine
The Week
Private Eye
The Economist
The Spectator
Any local newspaper (WRITE IN)
Any Scotland based news (e.g. the Herald, the Scotsman, Daily Record, etc) – SPECIFY (WRITE IN)
Any Wales based news (e.g. S4C, Wales Online, Golwg360, Daily Post, etc) – SPECIFY (WRITE IN)
Any Northern Ireland based news (e.g. Belfast Telegraph, Belfast Live, Irish News, etc) – SPECIFY (WRITE IN)
HuffPost
Yahoo news
MSN news

AOL news
YouTube
Flipboard
News Now
BuzzFeed
Vice
The LAD Bible
Joe.co.uk
Personal blog
GB News
LBC
Talk (Formerly TalkTV)
None of these

AND <u>DO NOT</u> SHOW 'YOUTUBE'

ASK IF YOUTUBE SELECTED AT D7a (CODE 17) OR AT D8ai (CODE 12)
PLEASE SELECT ALL THAT APPLY
D12cT) Which specific journalists/public figures/news programmes/etc. do you follow on YouTube for news information?

Specific journalists – Type in their names(s) here	SHOW TO ALL
Specific journalists – Can't remember their name(s)	SHOW TO ALL
Public figures – Type in their names(s) here	SHOW TO ALL
Public figures – Can't remember their name(s)	SHOW TO ALL
News programmes – Type in their names(s) here	SHOW TO ALL
News programmes – Can't remember their name(s)	SHOW TO ALL
Independent news influencers – Type in their name(s)	SHOW TO ALL
Independent news influences – Can't remember their name(s)	SHOW TO ALL
Any other specific sources – Type in the name(s) here	SHOW TO ALL
I don't follow any of these on YouTube	SHOW TO ALL

ASK ALL WHO USE OTHER INTERNET SOURCES AT C1 (C1=CODES 6 OR 7)
RANDOMISE CODES
PLEASE SELECT ALL THAT APPLY
D13) In which types of ways do you use news through internet sources nowadays?
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 X (formerly Twitter)
7. Share existing news related comments or articles on blogs, social networking sites or apps such as Facebook or X (formerly Twitter)
8. Post your own news related comments or articles on blogs, social networking sites or apps such as Facebook or X (formerly Twitter)
9. Watch news podcasts
10. Listen to news podcasts
11. Listen to radio news online
20. Listen to news via a smart speaker
12. Use a 'news ticker' or rolling news across your screen
13. Subscribe to personalised news information i.e. choosing which topics you get information from all over the internet via RSS or news feeds
15. Look at a sequence or gallery of pictures about news

16. Other (Please specify)
17. None of these
18. Don't know

ASK ALL WHO WATCH AND/OR LISTEN TO PODCASTS (C1=12 OR D13=9or10)
PLEASE SELECT ONE ANSWER FOR EACH PODCAST
D13b. How often, if at all, do you listen to the following podcasts for news?

GRID ROWS – RANDOMISE ORDER
1. Podcasts that also have videos
2. Podcasts linked to TV programmes
3. Podcasts which are catch-up versions of BBC radio programmes
4. Other BBC podcasts not originally broadcast on radio (not including TV programme podcasts)
5. Podcasts from non-BBC radio stations
6. Podcasts made by newspapers or magazines
7. Any other Podcasts

1. Several times a day
2. About once a day
3. Several times a week
4. About once a week
5. Several times a month
6. About once a month
7. Less often
8. Never

ASK ALL WHO GET NEWS VIA SOCIAL MEDIA AT C1 (C1=4 OR 5)
PLEASE SELECT ONE
D15) 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

SECTION E: ATTITUDE TO NEWS

ASK ALL WHO SELECTED ANY NEWS SOURCE AT D2a-D8a (INCL. CODES FROM D2ai, D6c, D8aaa AND YouTube/BBC Sounds FROM D8ai)
SHOW ALL BRANDS CHOSEN AS ONE LIST
PLEASE SELECT ONE
E1a) 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 SPECIFIES TYPED UP AT D2a-D8a

      None of these
      Don't know

DUMMY CODES FROM D2a-D8a

CATEGORY 1 – TV CHANNELS

BRAND CODES	CODES FROM D2a AND D2b (1-6) USED AT LEAST ONCE A WEEK
BBC Television	BBC One (D2a/1 AND D2b/1-6) OR BBC Two (D2a/2 AND D2b/1-6) OR BBC News Channel (D2a/12 AND D2b/1-6) OR BBC Parliament (D2a/5 AND D2b/1-6) OR BBC Four (D2a/3 AND D2b/1-6) OR BBC Alba (D2a/4 AND D2b/1-6) OR BBC Scotland TV channel (D2a/28 AND D2b/1-6) OR BBC Three (D2a/30 AND D2b/1-6)
ITV/ ITV Wales<WALES> / UTV <N IRE>/ STV <SCOTLAND>	ITV / ITV Wales / UTV / STV (D2a/6 AND D2b/1-6)
Channel 4 (TV Channel)	Channel 4 (D2a/7 AND D2b/1-6)
S4C (WALES)	S4C (D2a/8 AND D2b/1-6)
Channel 5	Channel 5 (D2a/9 AND D2b/1-6)
RTE Channels / Virgin Media One TG4	RTE Channels / Virgin Media One TG4 (D2a/10 AND D2b/1-6)
Sky News Channel	Sky News Channel (D2a/11 AND D2b/1-6)
CNN	CNN (D2a/13 AND D2b/1-6)
Euronews	Euronews (English version) (D2a/15 AND D2b/1-6) OR Euronews (Non English version) (D2a/16 AND D2b/1-6)
Al Jazeera	Al Jazeera (English version) (D2a/17 AND D2b/1-6) OR Al Jazeera (Non English version) (D2a/18 AND D2b/1-6)
GB News	GB News (D2a/29 AND D2b/1-6)
Talk (Formerly TalkTV)	Talk (D2a/19 AND D2b/1-6)

CATEGORY 2 – NEWSPAPERS

BRAND CODES	CODES FROM D3a AND D3b (1-6) USED AT LEAST ONCE A WEEK	CODES FROM D4a AND D4b (1-7) USED AT LEAST EVERY 2-3 WEEKS
The Sun /Sun on Sunday newspapers	The Sun (D3a/1 AND D3b/1-6)	The Sun on Sunday (D4a/1 AND D4b/1-7)
The Daily Mail or Mail on Sunday newspapers	The Daily Mail (D3a/2 AND D3b/1-6)	The Mail on Sunday (D4a/2 AND D4b/1-7)
The Daily or Sunday Star newspapers	The Daily Star (D3a/3 AND D3b/1-6	The Daily Star on Sunday (D4a/3 AND D4b/1-7)
The Daily or Sunday Express newspapers	The Daily Express (D3a/4 AND D3b/1-6)	The Sunday Express (D4a/4 AND D4b/1-7)
The Daily or Sunday Mirror newspapers	The Daily Mirror (D3a/5 AND D3b/1-6)	The Sunday Mirror (D4a/5 AND D4b/1-7)
The Guardian or Observer newspapers	The Guardian (D3a/6 AND D3b/1-6)	The Observer (D4a/6 AND D4b/1-7)
The i newspaper	The I (D3a/7 AND D3b/1-6)	
The Times or Sunday Times newspapers	The Times (D3a/8 AND D3b/1-6)	The Sunday Times (D4a/7 AND D4b/1-7)
The Daily or Sunday Telegraph newspapers	The Daily Telegraph (D3a/9 AND D3b/1-6)	The Sunday Telegraph (D4a/8 AND D4b/1-7)
The Financial Times newspaper	The Financial Times (D3a/10 AND D3b/1-6)	
The Herald/ Herald on Sunday newspapers	The Herald (D3a/11 AND D3b/1-6)	Herald on Sunday (D4a/10 AND D4b/1-7)
The Scotsman/Scotland on Sunday newspapers	The Scotsman (D3a/12 AND D3b/1-6)	Scotland on Sunday (D4a/13 AND D4b/1-7)
The Daily Record/Sunday Mail newspapers	The Daily Record (D3a/13 AND D3b/1-6)	Sunday Mail (D4a/12 AND D4b/1-7)
The Irish News	The Irish News (D3a/18 AND D3b/1-6)	
South Wales Echo	South Wales Echo (D3a/19 AND D3b/1-6)	
The Metro newspaper	The Metro (D3a/20 AND 47/1-6)	
The Standard (formerly The Evening Standard) newspaper	~~The Standard (formerly The Evening Standard) (D3a/21 AND D3b/1-6)~~	The Standard (formerly The Evening Standard) (D4a = 22 & D4b/1-7)
Your local daily newspaper	Any local daily newspaper (D3a/22 AND D3b/1-6)	
The Sunday People newspaper		The Sunday People (D4a/9 AND D4b/1-7)
Your local paid weekly newspaper		Any local paid weekly newspaper (D4a/17 AND D4b/1-7)
Your local free weekly newspaper		Any local free weekly newspaper (D4a/18 AND D4b/1-7)

CATEGORY 3 - RADIO

BRAND CODES	CODES FROM D6a AND D6b (1-6)
BBC Radio 4	BBC Radio 4 (D6a/4 AND D6b/1-6)
BBC Radio 5 Live	BBC Radio 5 Live (D6a/5 AND D6b/1-6)
BBC Radio	BBC Radio 1 (D6a/1 AND D6b/1-6) BBC Radio 2 (D6a/2 AND D6b/1-6) BBC Radio 3 (D6a/3 AND D6b/1-6) OR BBC World Service (D6a/8 AND D6b/1-6)

	BBC Radio <Nation> (D6a/21,35,36,52,53 AND D6b/1-6) OR Any BBC Local/regional/other radio station (D6a/23,45) AND D6b/1-6)
NOTE TO SCRIPTER: Only ask about ONE of BBC Radio 4, BBC Radio 5 Live or BBC Radio. **Priority Order:** • **BBC Radio 5 Live (Always ask if selected)** • **BBC Radio 4 (Ask if this is selected, and BBC Radio 5 is not)** • **BBC Radio (Ask if neither BBC Radio 5 Live nor BBC Radio 4 are selected, but another BBC Radio station is)**	
talkSPORT, talkSPORT2, talkRADIO	talkSPORT, talkSPORT2, talkRADIO (D6a/10 AND D6b/1-6)
Heart Radio	Heart (D6a/13 AND D6b/1-6)
Capital Radio	Capital (D6a/15 AND D6b/1-6)
LBC Radio	LBC (D6a/12 AND D6b/1-6)
Times Radio	Times Radio (D6a/46 AND D6b/1-6)
GB News Radio	GB News Radio (D6a/55 AND D6b/1-6)

CATEGORY 4 – TV NEWS WEB/APPS

BRAND CODES	CODES FROM D8a AND D8b (1-6)
BBC news website or app	BBC news website or app (D8a/1 AND D8b/1-6) Welsh language BBC news website or app (D8a/58 AND D8b/1-6)
ITV or ITN News website or app	ITV or ITN news website or app (D8a/2 AND D8b/1-6)
STV News website or app	STV news website or app (D8a/3 AND D8b/1-6)
Channel 4 News website or app	Channel 4 news website or app (D8a/5 AND D8b/1-6)
Sky News website or app	Sky News website or app (D8a/6 AND D8b/1-6)

CATEGORY 5 – NEWSPAPER WEB/APPS

BRAND CODES	CODES FROM D8a AND D8b (1-6)
'The Sun' news website or app	The Sun news website or app (D8a/10 AND D8b/1-6)
'The Daily Mail' news website or app	The Daily Mail news website or app (D8a/11 AND D8b/1-6)
'The Daily Star' news website or app	The Daily Star news website or app (D8a/12 AND D8b/1-6)
'The Daily Express' news website or app	The Daily Express news website or app (D8a/13 AND D8b/1-6)
'The Daily Mirror' news website or app	The Daily Mirror news website or app (D8a/14 AND D8b/1-6)
'The Guardian' or 'Observer' news website or app	The Guardian or Observer news website or app (D8a/15 AND D8b/1-6)
'The Independent' news website or app	The Independent news website or app (D8a/16 AND D8b/1-6)
'The Times' or 'Sunday Times' news website or app	The Times/Sunday Times news website or app (D8a/18 AND D8b/1-6)
'The Telegraph' news website or app	The Telegraph news website or app (D8a/19 AND D8b/1-6)
'The Financial Times' news website or app	The Financial Times news website or app (D8a/20 AND D8b/1-6)
'The Metro' news website or app	The Metro news website or app (D8a/21 AND D8b/1-6)
The Standard (formerly The Evening Standard) news website or app	The Standard (formerly The Evening Standard) news website or app (D8a/22 AND D8b/1-6)
'The New York Times' news website or app	The New York Times news website or app (D8a/23 AND D8b/1-6)

CATEGORY 6 – OTHER ONLINE WEB/APPS

BRAND CODES	CODES FROM D8aaa AND D8bbb (1-6)
Google News	Google News (D8aaa/3 AND D8bbb/1-6)
Yahoo News	Yahoo News (D8aaa/10 AND D8bbb/1-6)
MSN News	MSN News (D8aaa/9 AND D8bbb/1-6)
AOL News	AOL News (D8aaa/8 AND D8bbb/1-6)
Apple News	Apple News (D8aaa/4 AND D8bbb/1-6)
Upday	Upday (D8aaa/5 AND D8bbb/1-6)
HuffPost	HuffPost (D8a/37 AND D8b/1-6)
Vice	Vice (D8a/45 AND D8b/1-6)

CATEGORY 7 – SOCIAL MEDIA

BRAND CODES	CODES FROM D7a AND Q7b (1-7)
Facebook	Facebook (D7a/1 AND D7b/1-7)
Instagram	Instagram (D7a/3 AND D7b/1-7)
Snapchat	Snapchat (D7a/6 AND D7b/1-7)
X (formerly Twitter)	X (formerly Twitter) (D7a/8 AND D7b/1-7)
TikTok	TikTok (D7a/14 AND D7b/1-7)
YouTube	YouTube (D7a/17 AND D7b/1-7) OR YouTube (D8ai/12 AND D8bi/1-6)

CATEGORY 8 – MAGAZINES

BRAND CODES	CODES FROM D5a AND D5b (1-7)
Private Eye	Private Eye (D5a/1 AND D5b/1-7)
The Economist	The Economist (D5a/2 AND D5b/1-7)
The Week magazine	The Week magazine (D5a/3 AND D5b/1-7)
Time magazine	The Economist (D5a/4 AND D5b/1-7)

CATEGORY 9 – BBC SOUNDS (Podcast & online radio)

BRAND CODES	CODES FROM D8ai (1-6)
BBC Sounds	BBC Sounds (D8ai/9 AND D8bi/1-6) OR BBC Sounds (D6c/1 AND D6ci/1-6)

CATEGORY 10 – ON-DEMAND/CATCH UP

BRAND CODES	CODES FROM D2ai AND D2b (1-6)
BBC iPlayer	BBC iPlayer (D2ai/1 AND D2b/1-6)
ITVX/ITVX Premium (formerly ITV hub/ITV hub+)	ITV X/ITVX Premium (D2ai/2 AND D2b/1-6)
Channel 4 / Channel 4+ (formerly All4/All4+)	Channel 4 / Channel 4+ (D2ai/3 AND D2b/1-6)
STV Player / STV Player+	STV Player (D2ai/4 AND D2b/1-6)
My5	My5 (D2ai/5 AND D2b/1-6)
S4C Clic	S4C Clic (D2ai/6 AND D2b/1-6)

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

ASK THOSE WHO HAVE BRAND CODES WITHIN ANY CATEGORY 1-10 AS DEFINED ABOVE
PLEASE SELECT AN ANSWER ON THE SCALE FOR EACH SOURCE AS IT IS SHOWN
E2) How important is the following as a source of news TO YOU PERSONALLY? Please answer using a scale of 1 to 10, where 1 is NOT AT ALL IMPORTANT and 10 is ABSOLUTELY ESSENTIAL.

[BRANDS FROM LIST ON PREVIOUS PAGE]
1. Not at all important
2.
3.
4.
5.
6.
7.
8.
9.
10. Absolutely essential

ASK THOSE WHO HAVE BRAND CODES WITHIN ANY CATEGORY 1-10 AS DEFINED ABOVE
RANDOMISE STATEMENTS
RATE EACH OPTION BY MOVING THE BUTTON TO A RATING POSITION
E3) And to what extent do you think the following statements apply to [BRAND FROM LIST ON PREVIOUS PAGE] as a news source? Please answer using a scale of 1 to 10, where 1 is NOT AT ALL and 10 is COMPLETELY

SCRIPTER: A-H ARE APPLICABLE TO ALL BRANDS:
A. Is accurate
B. Is trustworthy
C. Is impartial
D. Offers a range of opinions
E. Helps me make up my mind
F. Helps me understand what's going on in the world today
G. Is high quality
H. Has a depth of analysis and content not available elsewhere

SCRIPTER: I-N ARE APPLICABLE TO THE PSB BRANDS (BBC TV, ITV/ITV Wales/STV/UTV, C4, C5), SKY, BBC RADIO 5 LIVE, BBC RADIO 4, BBC RADIO, BBC iPLAYER, A COMMERCIAL/SPEECH RADIO STATION (TO BE TAKEN AT RANDOM) AND BBC NEWS ONLINE - IF IN RESPONDENT'S REPERTOIRE:
I. Has high calibre journalists/ presenters (just 'Has high calibre journalists' for BBC news online)
J. Good for international news
K. Good for national news
L. Good for regional/local news
M. Helps me engage with/ understand political process
N. Good for understanding what's going on in other parts of the UK

SCRIPTER: O & P ARE APPLICABLE TO THE PSB BRANDS (BBC TV, ITV/ITV Wales/STV/UTV, C4, C5), SKY, BBC RADIO 5 LIVE, BBC RADIO 4, BBC RADIO, BBC iPLAYER, A COMMERCIAL/SPEECH RADIO STATION (TO BE TAKEN AT RANDOM), BBC NEWS ONLINE – AND <u>ALL</u> NEWSPAPER AND SOCIAL MEDIA BRANDS (FROM CATEGORIES 2, 5 AND 7, ABOVE) - IF IN RESPONDENT'S REPERTOIRE

O. Includes different political perspectives when covering news (ASK FOR SAME BRANDS AS I-N ABOVE, PLUS NEWSPAPERS AND SOCIAL MEDIA BRANDS)

P. Challenges those with power, such as politicians and government ministers (ASK FOR SAME BRANDS AS I-N ABOVE, PLUS NEWSPAPERS AND SOCIAL MEDIA BRANDS)

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

ASK ALL (UNLESS C1=11)
PLEASE SELECT ONE
E6) To what extent do you rely on <u>news organisations</u> compared to <u>people that you know, follow or live locally</u> when it comes to your everyday news?

1. **I rely completely on news organisations** - such as the BBC, ITV, Sky News, The Times, The Sun, Daily Mail, The Guardian, etc.
2.
3. **I rely equally on news organisations and people**
4.
5. **I rely completely on people** that I know, follow or live locally

SECTION F: NATIONS/ REGIONS

ASK ALL (UNLESS C1=11)
PLEASE SELECT ONE
F3) 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

ASK ALL (UNLESS C1=11)
PLEASE SELECT ALL THAT APPLY
F4) Thinking particularly about your source of news for what is going on in <SCRIPTER SHOW APPROPRIATE NATION OR ENGLISH REGION: Scotland, Wales, Northern Ireland, your region>, which of the following do you use?
RANDOMISE CODES

1. Television
2. Radio
3. Newspapers (printed)
4. Printed magazines
5. Websites/apps of newspapers
6. Websites/apps of news magazines
7. Websites/apps of TV and radio companies
8. Social media sites such as Facebook, X (formerly Twitter), etc
17. Video-sharing platforms such as YouTube, Vimeo, etc.
9. Search engines such as Google, Bing etc
10. Websites/apps of online news organisations like HuffPost, Vice, Buzzfeed; IF SCOTLAND: Glasgow live; IF WALES: Wales Online; IF NI: Belfast Live, etc
11. Websites or apps that bring together news from different news providers, such as Apple News, Google News or Yahoo News (sometimes called 'news aggregators')
12. Word of mouth (family / friends / colleagues)
13. Blogs
14. Podcasts
15. Other (Please specify)
16. None of these

ASK ALL WHO HAVE SELECTED CODES 1-15,17 AT F4
PLEASE SELECT ONE
F5) How satisfied are you with the quality of the news about [Scotland/Wales/Northern Ireland/your region] available from the following sources?
REPEAT QUESTION FOR EACH CODE USED AT F4

1. Very satisfied
2. Fairly satisfied
3. Neither satisfied nor dissatisfied
4. Fairly dissatisfied
5. Very dissatisfied
6. Don't know

ASK ALL WHO HAVE SELECTED ANY SPECIFIC NEWS SOURCES AT D2a-D8a (INCL. CODES FROM D2ai, D6c AND D8aaa)
PLEASE SELECT ALL THAT APPLY
F6) From which of the following sources do you get news about what is going on in <[TEXT AS BELOW]>FILTERED nowadays? Are there any other sources of news that you use to get news about <[TEXT AS BELOW]>FILTERED?
<FILTERED> - 'YOUR REGION' IN ENGLAND, 'WALES', 'SCOTLAND', 'NORTHERN IRELAND' IN RESPECTIVE NATIONS

SHOW ALL SOURCES SELECTED AS ONE LIST – INCLUDE OTHER SPECIFIES ENTERED AT D2a-D8a
Other (Please specify)
None of these
Don't know

ASK ALL SELECTING SPECIFIC NEWS SOURCES AT F6
IF OTHER SPECIFY CHOSEN AT F6 PLEASE SHOW TYPED IN RESPONSE
ANY CODES CHOSEN FROM D7a TO BE SHOWN LONGER FREQUENCY LIST, CODES FROM D2a-D8a TO BE SHOWN SHORTER FREQUENCY LIST
PLEASE SELECT ONE ANSWER FOR EACH NEWS SOURCE
F7) And typically how often do you use the following sources 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 D7a
1. More than 10 times a day
2. 4-10 times a day
3. 2-3 times a day
4. Once a day
5. Most days
6. 2-3 times a week
7. About once a week
8. Every 2-3 weeks
9. About once a month
10. Less often
11. DON'T KNOW

ANSWER LIST FOR CODES FROM D2a, D2ai, D3a, D4a, D5a, D6a, D6c, D8a, D8aaa
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

ASK ALL (UNLESS C1=11)
ROTATE BETWEEN CODES 1-15,20,21
PLEASE KEEP CODES 1-2, 20-21 ; 3-7; 8-9; 10-15 TOGETHER IN THE ROTATION
PLEASE SELECT ALL THAT APPLY
F8: Thinking particularly about **local** news, which of the following do you use?

1. Regional and local news broadcasts on BBC TV
2. Regional and local news broadcasts on ITV [FOR ENGLAND] / STV [FOR SCOTLAND]/ UTV [FOR NORTHERN IRELAND] / ITV Wales [FOR WALES]
20. Current affairs/politics programmes for your region on BBC TV
21. Current affairs/politics programmes for your region on ITV [FOR ENGLAND] / STV [FOR SCOTLAND]/ UTV [FOR NORTHERN IRELAND] / ITV Wales [FOR WALES]
22. Local news broadcasts on a local TV channel (e.g. London Live News)
3. News bulletins on your local BBC radio station [FOR ENGLAND]
4. News bulletins on BBC Radio Scotland [FOR SCOTLAND]
5. News bulletins on BBC Radio Ulster / Foyle [FOR NORTHERN IRELAND]
6. News bulletins on BBC Radio Wales or Cymru [FOR WALES]
7. Radio news on local commercial radio (a local station that has advertising)
8. Printed local or regional newspapers
9. Printed local or regional magazines
10. Websites/apps of local or regional newspapers
11. Websites/apps of local or regional news magazines
12. Websites/apps of TV and radio companies such as BBC or / ITV [FOR ENGLAND] / STV [FOR SCOTLAND]/ UTV [FOR NORTHERN IRELAND] / ITV Wales [FOR WALES]
14. Social media such as Facebook or X (formerly Twitter) etc
22. Video-sharing platforms such as YouTube, Vimeo, etc.
15. Word of mouth (family / friends / colleagues)
13. Websites/apps of other news outlets
17. Other (Please specify)
18. Don't follow local news
19. None of these

ASK ALL WHO HAVE SELECTED CODES 1-17, 20-21 AT F8
PLEASE SELECT ONE ANSWER FOR EACH LOCAL NEWS SOURCE
F9) How satisfied are you with the quality of the local news available from each of the following sources?
REPEAT QUESTION FOR EACH CODE USED AT F8

1. Very satisfied
2. Fairly satisfied
3. Neither satisfied nor dissatisfied
4. Fairly dissatisfied
5. Very dissatisfied
6. Don't know
7. Not applicable

SECTION G: PURPOSE OF NEWS

ASK ALL
RANDOMISE CODES 1-13
PLEASE SELECT ALL THAT APPLY
G1) Thinking about some of the reasons people might have for following news, which of these reasons apply to YOU?

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 or community
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 (Please specify)
15. Because it's everywhere I look
16. I don't follow news
17. Don't know

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

ASK THOSE THAT DO NOT FOLLOW THE NEWS (G1=16)
RANDOMISE CODES 1-5
PLEASE SELECT ALL THAT APPLY
G2) Thinking about some of the reasons people do not follow the news, which of these reasons apply to YOU?

1. I find the news too depressing
2. I find the news too boring
3. I do not believe or trust the news
4. I think it's irrelevant to my daily life
5. I do not have enough time
6. I am temporarily taking a break from following news
7. Other reasons (WRITE IN)

SECTION H: CURRENT AFFAIRS

We would now like to ask you some questions about current affairs programmes. Each programme is different, but by current affairs content, we usually mean…

- longer-form content that contains explanation and analysis of current events and issues, including material dealing with political or industrial controversy or with current public policy;
- the presence of extensive discussion, analysis, panels or interviews with guests, often live; and
- sometimes the presence of long-form pre-recorded reports

Programmes containing predominantly current affairs content can also contain news content (often in the form of bulletins). Features of news content could include:

- a newsreader presenting directly to the audience;
- a running order or list of stories, often in short form;
- the use of reporters or correspondents to deliver packages or live reports; and/or
- a mix of video and reporter items.

Examples of these types of programmes include:
- Panorama, Newsnight, Dispatches, Question Time, Jeremy Vine, James O'Brien, Sophie Ridge on Sunday

They usually **do not** include:
- Topical comedy programmes such as Mock The Week or light entertainment programmes such as The Last Leg

Please click 'Continue' to proceed

We're interested in your views on current affairs programmes in <[TEXT AS BELOW]> FILTERED, across the UK and from around the world.
<FILTERED> - 'YOUR REGION' IN ENGLAND, 'WALES', 'SCOTLAND', 'NORTHERN IRELAND' IN RESPECTIVE NATIONS

SHOW H2 AND H3 ON THE SAME SCREEN
ASK ALL
PLEASE DRAG THE SLIDER TO A POINT ON THE SCALE
H1) On a scale of 1 -10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that broadcasters provide current affairs programmes?

H2) On a scale of 1-10, where 1f means not at all important and 10 means extremely important, how important for SOCIETY OVERALL is it that broadcasters provide current affairs programmes?

1. Not at all important
2.
3.
4.
5.
6.
7.
8.
9.
10. Extremely important

ASK ALL
RANDOMISE STATEMENTS
PLEASE CLICK AN ANSWER AS EACH STATEMENT IS SHOWN
H3) On a scale of 1-10 where 1 means not at all important and 10 means extremely important, how important for YOU PERSONALLY is it that current affairs programmes:

A. Provide high quality commentary and interpretation of the events/issues
B. Provide a good depth of analysis
C. Provide investigative journalism
D. Cover international topics
E. Are impartial
F. Offer a range of opinions
G. Help me understand what's going on in the world today

1. Not at all important
2.
3.
4.
5.
6.
7.
8.
9.
10. Extremely important

SECTION I: DEMOGRAPHICS AND CLASSIFICATION

Finally, we'd like to ask you a few questions about yourself and your household. These are just to help us interpret the information we're collecting and won't be used to identify you in any way. It's really helpful to get this information so that we can understand which groups of people across the UK have similar or different views to each other.

ASK ALL
PLEASE SELECT ONE
I1) What is your current 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
PLEASE DRAG THE SLIDER TO A POINT ON THE SCALE
I2) How many people aged 16+ are there in your household altogether, including yourself?

1
2
3
4
5
6
7
8
9
10+

ASK ALL
PLEASE SELECT ONE
I3) Do you have any children under 16 living in the household?
1. Yes
2. No

ASK IF I3=1

DRAG THE SLIDER TO A POINT ON THE SCALE

I4) And how many children under the age of 16 are there in the household?

> 1
> 2
> 3
> 4
> 5
> 6
> 7
> 8
> 9
> 10+
> Prefer not to say

ASK IF I3=1

PLEASE SELECT ALL THAT APPLY

I5) Into which of the following age groups do they fall?

1. 0 to 4
2. 5 to 9
3. 10 to 15
4. Prefer not to say

ASK ALL

PLEASE CHOOSE THE HIGHEST OPTION ON THE LIST THAT APPLIES TO YOU. IF YOUR QUALIFICATION IS NOT ON THIS LIST, PLEASE CHOOSE THE NEAREST EQUIVALENT

I7) Which, if any, of these is the highest educational or professional qualification that you currently have?

1. I have no formal qualifications (and I am not still studying)
2. Entry level qualification such as ESOL, ELC, or Skills for Life
3. GCSE/ O' Level/ CSE / National Qualifications / Standard Grades – but not Maths and not English
4. GCSE/ O' Level/ CSE / National Qualifications / Standard Grades – including Maths or English
5. Level 1-2 vocational qualification or intermediate apprenticeship.
6. A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent
7. Level 3 vocational qualification or advanced apprenticeship
8. Diploma in higher education (HNC/ HND/ BTEC Higher or equivalent)
9. Level 4-5 vocational qualification or higher apprenticeship
10. University first degree (BA/ BSc/ BEd/ PGCE or equivalent)
11. Level 6 vocational qualification or degree apprenticeship
12. University higher degree (e.g. Masters, PhD or equivalent)
13. Still studying/ still at school
14. Prefer not to say
15. Don't know

ASK ALL
PLEASE SELECT ONE
I8) Ofcom wants to ensure that it talks to as representative a sample of people as possible. Please indicate which of the following you consider yourself to be:

1. Heterosexual or straight
2. Gay or lesbian
3. Bisexual
4. Something else (please write in)
5. Prefer not to say

ASK ALL
PLEASE SELECT ONE
I9) Is your current gender the same as that assigned at birth?

1. Yes
2. No
3. I prefer not to say

ASK ALL
PLEASE SELECT ALL THAT APPLY
(MULTICODE OK FOR CODES 1-9)
I10) Which, if any, of these impact or limit your daily activities or the work you can do?

1. Hearing - Poor hearing, partial hearing, or are deaf
2. Eyesight - Poor vision, colour blindness, partial sight, or are blind
3. Mobility - Cannot walk at all/ use a wheelchair or mobility scooter etc, or cannot walk very far or manage stairs or can only do so with difficulty
4. Dexterity - Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset, television remote control, computer keyboard, etc
5. Breathing - Breathlessness or chest pains
6. Mental abilities - Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration
7. Social/behavioural - Conditions associated with this (such as autism, attention deficit disorder etc)
8. Your mental health - Anxiety, depression, or trauma-related conditions
9. Other illnesses/ conditions which impact or limit your daily activities/ the work you do
10. Prefer not to say
11. Don't know
12. Nothing – no impairments or conditions impact or limit my daily activities or work that I do

ASK ALL. PLEASE SELECT ONE

I11a) Which one of these bands describes your total household income before tax or any other deductions are made?

Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment.

1. Up to £199 per week   Up to £10,399 per year
2. £200 to £299 per week   £10,400 to £15,599 per year
3. £300 to £499 per week   £15,600 to £25,999 per year
4. £500 to £699 per week   £26,000 to £36,399 per year
5. £700 to £999 per week   £36,400 to £51,999 per year
6. £1,000 to £1,499 per week   £52,000 to £77,999 per year
7. £1,500 and above per week   £78,000 and above per year
8. Don't know
9. Prefer not to say

ASK ALL. PLEASE DRAG THE SLIDER TO A POINT ON THE SCALE

I12) Some people talk about 'left', 'right' and 'centre' to describe parties and politicians. (Generally socialist parties would be considered 'left wing' whilst conservative parties would be considered 'right wing'). With this in mind, where would you place yourself on the following scale?

1. Very left-wing
2. Fairly left-wing
3. Slightly left-of-centre
4. Centre
5. Slightly right-of-centre
6. Fairly right-wing
7. Very right-wing
8. Don't know/Prefer not to say

ASK ALL. PLEASE SELECT ONE

I13) Typically, how many hours do you spend online per week?

This includes email, social media, online shopping, online gaming, browsing/searching or using apps, or watching TV programmes, films and videos, or listening to music and radio programmes online. Please include both work and personal use, and use on any device.

1. 30+ hours
2. 20-29 hours
3. 15-19 hours
4. 11-14 hours
5. 8-10 hours
6. 6-7 hours
7. 3-5 hours
8. 1-2 hours
9. Less than 1 hour
10. Don't know

ASK ALL. PLEASE SELECT ONE

I14) Finally, would it be okay for us to contact you if we have any further questions relating to this study?

1. Yes
2. No