

# Ofcom

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SURVEY NAME: LOCALNESS SURVEY JAN '25

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SURVEY DATE: TBC

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METHODOLOGY: ONLINE AND CATI

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SURVEY LENGTH: TBC

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SAMPLE: 2,000 UK AGED 16+ SAMPLE + UP TO N=300 NATION BOOSTS OVERALL, N=100 CATI BOOST FOR NON INTERNET USER/NARROW USER

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## **ASK ALL MULTI CODE**

### **READ OUT**

We would like to ask you some questions about your personal use of local news and information. By 'local' news and information we mean any news about your local area, however you define that.

People get local news and information in different ways. Some 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. Some will read it online throughout the day either on a PC, laptop or mobile phone app. Others get updates through social media such as Facebook and WhatsApp groups and many watch news bulletins on TV in the evening or have the radio on in the background.

So, when answering the following questions, please think about your whole day and all the times you might be coming across with local news and information.

### **Q1a) How important is each of the following types of news and information to you?**

1. Local news and information
2. UK news
3. Foreign/international news
4. Celebrity news
5. Sports news
6. Headlines – i.e. Top stories
7. Breaking news – i.e. News that's happening now
8. Political news
9. In depth analysis

### **10 point scale:**

'Very important' to 'not important at all'

**Q1) Which, if any, of these different types of local news or information do you get from TV, radio, on social media or other websites or apps, or in local newspapers or magazines.**

**RANDOMISE**

1. Local news and current affairs
2. Local traffic and travel information
3. Local sport
4. Local weather information
5. Local phone-ins (e.g. about crime, education, health, or other local issues in my area)
6. Local campaigns (e.g. about crime, education, health, or other local issues in my area)
7. Local life and community stories (e.g. local stories on history, nature)
8. Local government information (e.g. about local council updates/plans)
9. Information about local events and what's on in my area
10. Information about my local neighbourhood or street
11. Documentaries about my local area
12. Another type of local news or information (WRITE IN)
13. None of these **[CLOSE SURVEY]**
14. DON'T KNOW **[CLOSE SURVEY]**

**ASK ALL USING LOCAL NEWS AT Q1  
MULTI CODE**

**Q2) Which of the following platforms do you use for local news and information nowadays? – i.e. in the last month or so?**

**RANDOMISE**

1. Television
2. Radio
3. Printed local newspapers
4. Printed local magazines
5. Websites/apps of local newspapers
6. Websites/apps of local news magazines
7. Websites/apps of TV and radio companies such as BBC or ITV **[FOR ENGLAND/WALES/NORTHERN IRELAND]** / STV **[FOR SCOTLAND]**
8. Other local news websites, apps or online sources
9. Podcasts
10. Social media such as Facebook, Twitter or Instagram, etc.
11. Messaging or neighborhood apps like WhatsApp or Nextdoor
12. Video-sharing platforms such as YouTube, Vimeo, etc.
13. Search engines such as Google, Bing, etc.
14. Websites or apps that bring together news from different news providers, such as Apple News, Google News or Yahoo News (sometimes called 'news aggregators')
15. Word of mouth (family / friends / colleagues / neighbors)
16. None of these
17. DON'T KNOW

**ASK ALL USING LOCAL NEWS AT Q1 AND USING AT LEAST 1 PLATFORM AT Q2  
MULTI CODE ROWS AND COLUMNS  
GRID; PIPIE IN EACH OF Q2 CODES 1-15 SELECTED INTO COLUMNS**

**Q2b) Which of these types of local news and information do you get from the platforms you use?**

1. News and information about what is happening on my street
2. News and information about what is happening in my neighbourhood
3. News and information about what is happening in the area, town, city or village I live in
4. News and information about what is happening in my county
5. News and information about what is happening in my county AND neighbouring counties
6. News and information about what is happening in my nation [INSERT NATION IN BRACKETS IN SCOTLAND/WALES/NI] /region [INSERT ENGLISH REGION IN BRACKETS]
7. None of these
8. DON'T KNOW

**ASK ALL WHO HAVE USED SOCIAL MEDIA OR ONLINE SOURCES NOWADAYS AT Q2 (Q2=CODES 5-14)  
MULTI CODE**

**Q3) Thinking specifically about online sources which of the following do you use for local news and information nowadays – i.e. which have you used in the last month or so for news? Are there any others?**

**RANDOMISE (– BUT SHOW CODES 1-3 TOGETHER)**

1. BBC website or app
2. Welsh language BBC website or app ([www.bbc.co.uk/cymrufyw](http://www.bbc.co.uk/cymrufyw))
3. Another website of TV and radio companies such as **ITV [ITV FOR ENGLAND/WALES/NORTHERN IRELAND) STV [SHOW STV FOR SCOTLAND]**
4. Websites/apps of local or regional newspapers
5. Websites/apps of local or regional news magazines
6. Local groups or accounts on social media such as Facebook, Twitter or Instagram , etc.
7. Messaging or neighbourhood apps or websites like WhatsApp or Nextdoor
8. Other local news websites such as Birmingham Live, Edinburgh Live or Belfast Live
9. Video-sharing platforms such as YouTube, Vimeo, etc.
10. Search engines such as Google, Bing, 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. Podcasts
13. Other local blogs
14. Got local news via an email newsletter or email alert
15. None of these
16. DON'T KNOW

**ASK ALL WHO HAVE SELECTED SOCIAL MEDIA OR ONLINE SOURCES AT Q3  
SHOW SCREEN/PROBE TO PRECODES  
SINGLE CODE FOR EACH SITE**

**Q3b) And typically how often do you get local news and information on...<CODES SELECTED AT Q3>?**

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 SELECTED TELEVISION NOWADAYS AT Q2 (Q2=1) MULTI CODE**

**Q4) Thinking specifically about TV, which of the following do you use for local news and information nowadays – i.e. which have you watched in the last month or so? Are there any others?**

**PROGRAMMER/INTERVIEWER: PLEASE ONLY SHOW/READ OUT CODES 3-8 FOR THE RELEVANT REGIONS, IN ADDITION TO CODES 1,2,9-11.**

1. Regional news bulletins on BBC One
2. Regional current affairs / politics programmes (such as Sunday Politics) on BBC 1
3. Regional news bulletins on ITV (England) / ITV WALES (WALES) / UTV (N IRELAND) / STV (SCOTLAND)
4. Regional politics current affairs / politics programmes [INSERT EXAMPLES BY REGION]
  - on ITV (Show/read for England)
  - TV WALES (such as The Sharp End) (Show/read for WALES)
  - UTV (such as View from Stormont) (Show/read for N IRELAND)
  - STV (such as Scotland Tonight) (Show/read for SCOTLAND)
5. BBC Scotland TV channel (on TV between 7pm and midnight) (SHOW / READ FOR SCOTLAND)
6. BBC Alba (SHOW / READ FOR SCOTLAND)
7. S4C ( SHOW / READ FOR WALES)
8. RTE Channels / Virgin Media One (formerly known as TV3) / TG4 (SHOW / READ FOR N IRELAND)
9. Local TV channels (such as London Live, That's TV and Made in Liverpool)
10. None of these
11. DON'T KNOW

**ASK ALL WHO HAVE SELECTED TV STATIONS AT Q4**

**SHOW SCREEN/PROBE TO PRECODES  
SINGLE CODE FOR EACH CHANNEL**

**Q4b) And typically how often do you watch local news and information on...<CODES  
SELECTED AT Q4>?**

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 Q2 (Q2=2)  
MULTI CODE**

**Q5) Thinking specifically about radio, which of the following do you use for local news and information nowadays – i.e. which have you listened to in the last month or so? Please include any stations you listen to via other services, such as RadioPlayer or BBC Sounds.**

**RANDOMISE**

1. BBC Radio Scotland ( SHOW / READ FOR SCOTLAND)
2. BBC Radio Nan Gaidheal (SHOW / READ FOR SCOTLAND)
3. BBC Radio Wales (SHOW / READ FOR WALES)
4. BBC Radio Cymru or BBC Radio Cymru 2 (SHOW / READ FOR WALES)
5. BBC Radio Ulster (SHOW / READ FOR NI)
6. BBC Radio Foyle (SHOW / READ FOR NI)
7. RTE Radio (SHOW / READ FOR NI)
8. Any other BBC local radio for your region (such as BBC Radio Merseyside, or BBC London)
9. Capital Radio for your region (such as Capital North-East)
10. Heart Radio for your region (such as Heart Sussex)
11. Greatest Hits Radio for your region (such as Greatest Hits Radio Midlands)
12. Gold Radio for your region (such as Gold Essex)
13. Smooth Radio for your region (such as Smooth Radio Wiltshire)
14. Hits Radio for your region (such as Hits Radio Cornwall)
15. Nation Radio for your region
16. Other local radio station that includes ads
17. Community radio station for your local area
18. None of these
19. DON'T KNOW

**ASK ALL WHO HAVE SELECTED RADIO AT Q5  
SHOW SCREEN/PROBE TO PRECODES  
SINGLE CODE FOR EACH RADIO [MAX 5]**

**Q5b) And typically how often do you listen to local news and information on...<CODES SELECTED AT Q5>?**

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 SELECTED 'Community radio station for your local area' AT Q5  
OPEN END**

**Q5c) You said you use a community radio station for your local area for local news and information, could you name the station(s) you listen to and what you enjoy about them?**

Open ended question – non coded

**ASK ALL WHO HAVE USED PRINT NEWSPAPER OR MAGAZINE NOWADAYS AT Q2  
(Q2=3 OR 4)  
MULTI CODE**

**Q6) Thinking specifically about newspapers and magazines which of the following do you use for local news and information 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.**

1. A local paid newspaper
2. A local free newspaper
3. A local paid magazine
4. A local free magazine
5. None of these
6. DON'T KNOW

**ASK ALL WHO HAVE SELECTED NEWSPAPERS/MAGAZINES AT Q6  
SHOW SCREEN/PROBE TO PRECODES  
SINGLE CODE FOR EACH NEWSPAPER**

**Q6b) And typically how often do you read local news and information in...<CODES  
SELECTED AT Q6>?**

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

**SHOW ALL BRANDS CHOSEN AS ONE LIST  
SHOW SCREEN/READ OUT  
MULTI CODE**

**Q7) Looking at all the sources of local news and information you have just said that you use, which do you use for [INSERT Q1 CODE (eg code 1 is 'local news and current affairs)]?**

**SHOW ALL BRANDS CHOSEN AT Q3-Q6 AS ONE LIST  
FOR Q1 CODE 4 'Local weather information' ALSO INCLUDE ADDITIONAL  
ANSWER CODE HERE: 'Built-in weather app on your phone'**

**SHOW SCREEN/READ OUT  
SINGLE CODE FOR EACH STATEMENT**

**Q8) Thinking about what you need from local news and information, how important are each of the following? Answer using a scale of 1 to 10, where 1 is NOT IMPORTANT AT ALL and 10 is VERY IMPORTANT**

1. That it is accurate
2. That it is trustworthy
3. That it includes a range of opinions on local issues
4. That it helps me make up my mind on local issues
5. That it helps me understand what's going on in my local area
6. That it provides deep analysis of local issues
7. That it provides key headlines or updates about local issues
8. That it provides local government information (e.g. about local council updates/plans)
9. That the information and content is relevant for me
10. That it is easy to find
11. That it is easy to use

**10 point scale:**

'Very important' to 'not important at all'

**SHOW SCREEN/READ OUT  
RANDOMISE STATEMENTS  
SINGLE CODE FOR EACH STATEMENT  
REPEAT FOR EVERY CODE SELECTED AT Q2**

**Q9) Looking at all the sources of local news and information you have just said that you use, to what extent do you think the following statements apply to [PLATFORM FROM LIST AT Q2 ] as a local news platform? Answer using a scale of 1 to 10, where 1 is NOT AT ALL and 10 is COMPLETELY**

1. Provides accurate local news and information
2. Provides trustworthy local news and information
3. Offers a range of opinions on local issues
4. Helps me make up my mind on local issues

5. Helps me understand what's going on in my local area today
6. Has a depth of analysis about local issues not available elsewhere
7. Provides key headlines or updates about local issues
8. Provides local government information (e.g. about local council updates/plans)
9. Has local information and content that is relevant for me
10. That it is easy to use

**10 point scale:**

'Completely' to 'not at all'

**ASK ALL USING LOCAL NEWS AT Q1  
MULTI CODE**

**Q10a) Did you previously use a particular source for local news and information and stopped using it for any reason?**

1. Yes
2. No
3. I don't know

**ASK ALL WHO SELECT 'YES' AT Q10a  
MULTICODE**

**Q10b) You said you previously used a source of local news and information, but no longer do so. Why?**

1. The source was no longer available in my area
2. The information was no longer relevant to me
3. The quality of the source changed
4. I moved out of the area
5. The information was repetitive and boring
6. The news in general makes me feel anxious
7. It stopped covering my local area adequately
8. I'm worn out by the amount of news
9. Another reason (PLEASE WRITE IN)