Ofcom coronavirus omnibus – September 2020

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.

Q1. Which device(s) do you use to connect to the internet, at home or elsewhere? (if you do not have access to the internet, please select the not applicable option)
1. Desktop PC
2. Laptop
3. Netbook
4. Tablet computer (e.g. iPad)
5. Smartphone
6. E-reader (e.g. Kindle)
7. TV set
8. Games console
9. Other portable/ handheld device (e.g. portable games console/ iPod Touch)
10. Smart watch (e.g. Apple Watch, Pebble, Samsung, Sony)
11. Smart speaker (e.g. Amazon Echo, Google Home)
12. Other device (SPECIFY)
13. None
14. Not applicable, I do not have access to the internet
15. Don't know

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

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

1. 20 times or more a day
2. 10-19 times a day
3. 5-9 times a day
4. 2-4 times a day

5. About once a day
6. A few times a week
7. Less than a few times a week
8. Never – not following the coronavirus outbreak – [**SKIP TO Q12**]

Multicode
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 1-50) – ensure to pull in other specifies
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
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24. Direct from World Health Organisation (WHO) website/email/text/post
25. Direct from NHS website/email/text/post
26. Direct from UK government website/email/text/post
27. Direct from Scotland government website/email/text/post (Scotland only)
28. Direct from Wales government website/email/text/post (Wales only)
29. Direct from Northern Ireland government website/email/text/post (Northern Ireland only)
30. Official scientists
31. Direct from Local health service website/email/text/post

32. Direct from Local council website/email/text/post

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

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

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48. Family and friends directly
49. People in your local area/neighbourhood
50. Celebrity and/or social media influencer

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

Multicode except code 9
ASK ALL WHO SELECT ANY OF THE CODES 33-42 AT Q3a.
IF CODE 42 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 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

Q4b. And which **ONE** of these is the most important to **you**?
1. Directly from official sources such as NHS, Government etc
2. Directly from 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 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. None of these

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

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

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

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

Q4c1. Thinking about local sources of news and information across TV, radio and online, would you say that in the LAST WEEK you have used them more than before the coronavirus outbreak?

1. A lot more
2. A little more
3. About the same
4. Don't use

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?

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

Q7. In the **LAST WEEK,** how have you **shared** information/news about coronavirus?
1. Talked to family, friends and colleagues in person or by phone
2. Writing on closed messenger groups, such as WhatsApp, Teams, Zoom etc
3. Talking by video via closed messenger groups, such as WhatsApp, Teams, Zoom etc
4. Via social media posts
5. Other (WRITE IN)
6. I have not shared any information/news about coronavirus

SINGLE CODE
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 false or misleading information about aspects of the coronavirus in the **LAST WEEK**?
RANDOMISE

1. Drinking water more frequently
2. Gargling with salt water
3. Eating warm food/drink and avoiding cold food/drink
4. Putting clothes in the sun or another warm place to disinfect them
5. Increasing use of natural remedies such as colloidal silver, essential oils, garlic, MMS (chlorine dioxide) or vitamin C
6. Drinking more lemon juice
7. Inhaling steam
8. Theories linking the origins or causes of coronavirus to 5G technology
9. Injecting disinfectant

10. Claims about potential dangers of a coronavirus vaccination
11. Face masks/coverings offer no protection/are harmful
12. The number of deaths linked to coronavirus is much lower in reality than is being reported
13. The number of cases linked to coronavirus is much lower in reality than is being reported
14. Schoolchildren can be tested and detained without parents' permission
15. Other (SPECIFY)
16. None of these

IF CAME ACROSS ANY OF THE FALSE OR MISLEADING INFO AT Q10
Q10j.   To what extent has any of this false or misleading information 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)

MULTI CODE
IF CAME ACROSS THEORIES LINKING ORIGINS/CAUSES OF CORONAVIRUS TO 5G TECH
Q10b.   Thinking about all of the times in recent weeks that you've come across this theory linking coronavirus to 5G technology, how has it been reported/described? You might have come across the theory in different places and being reported in different ways, so please tick all that apply.

1. Reported/described as a true theory
2. Reported/described as a false theory
3. Unclear whether true or false

IF REPORTED/DESCRIBED AS TRUE
Q10c. And on which of these sources was it being reported/described as true? Please tick all that apply
SHOW ALL SOURCES USED AT Q3a
Other (specify)
MULTI CODE

MULTI CODE
IF CAME ACROSS CLAIMS ABOUT POTENTIAL DANGERS OF A CORONAVIRUS VACCINATION
Q10d.   Thinking about all of the times in recent weeks that you've come across claims about the potential dangers of a coronavirus vaccination, how has it been reported/described? You might have come across the claims in different places and being reported in different ways, so please tick all that apply.

1. Reported/described as a true claim
2. Reported/described as a false claim
3. Unclear whether true or false

IF REPORTED/DESCRIBED AS TRUE
Q10e. And on which of these sources was it being reported/described as true? Please tick all that apply
SHOW ALL SOURCES USED AT Q3a
Other (specify)
MULTI CODE

Q10h.   Thinking about all of the times in recent weeks that you've come across claims about masks offering no protection or being harmful in some way**,** how has it been reported/described? You might have come across the claims in different places and being reported in different ways, so please tick all that apply.

1. Reported/described as a true claim
2. Reported/described as a false claim
3. Unclear whether true or false

Q10i. And on which of these sources was it being reported/described as true? Please tick all that apply
SHOW ALL SOURCES USED AT Q3a
Other (specify)

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

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

Q11b. Which of the following fact checking sites or tools did you use?
(ROTATE ORDER) (multicode ok)

1. Full Fact
2. Snopes
3. Newsguard
4. Poynter Institute
5. Sense about science
6. Infotagion
7. First Draft News
8. Other (open code)
9. Cannot recall name

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

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

Strongly agree
Slightly agree
Neither agree nor disagree
Slightly disagree
Strongly disagree

1. I find it hard to know what is true and what is false about coronavirus
2. I am trying to avoid news about coronavirus
3. The mainstream media is exaggerating the seriousness of coronavirus
4. This crisis is showing some positive sides of society (e.g. more local/community spirit, support for NHS)
5. I am confused about what I should be doing in response to coronavirus
6. I feel confident that I understand the statistics and data used to provide the number of coronavirus cases and deaths in the UK
7. I would agree to be vaccinated against the coronavirus if there was a vaccine approved by the NHS available tomorrow
8. On balance, I am comfortable that my child/children is/are back at school **[ONLY SHOW TO PARENTS]**

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

Q13b. Which of the following do you think are the most important to do to contain the coronavirus? Please nominate the top 3 most important. RANDOMISE

1. Washing hands regularly and thoroughly
2. Limiting your contact with other people (including family and friends)
3. Maintaining social distancing
4. Wearing a face mask/covering
5. Staying at home as much as possible
6. Work from home (if possible)
7. Not touching your face when outside

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