**Base: All**
**Question type: Single**

[Varlabel - What is your "highest" level of education?]
If you are currently in full-time education please put your highest qualification to date.

[education] What is your "highest" level of education?
If you are currently in full-time education please put your highest qualification to date.

1. I did not complete any formal education
2. Early childhood education
3. Primary education
4. Lower secondary education (GCSEs or equivalent level)
5. Upper secondary education (A-Levels or baccalaureate)
6. Post-secondary, non-tertiary education (generally vocational/ professional qualification of 1-2 years, e.g. college, trade school)
7. Short-cycle tertiary education (vocational education and training, studying towards a non-academic degree, e.g. nursing/ teaching diploma)
8. Bachelors or equivalent level degree
9. Masters or equivalent level degree
10. Doctoral or equivalent level degree

[edu_group] hidden question to group education

1. Less than primary, lower secondary education: (Low – GCSE and below)
Upper secondary and post-secondary: (Medium – roughly completed A-levels)

Tertiary: (High – tertiary education: advanced professional qualification/degree and above)

**Base: All**

**Question type: Single**

[Varlabel - How often do you access the Internet for _any purpose_ (i.e. for work/leisure etc.)?]

*This should include access from any device (desktop, laptop, tablet or mobile) and from any location (home, work, internet café or any other location).*]

**[Q1_aNEW]** How often do you access the Internet for _any purpose_ (i.e. for work/leisure etc.)?

This should include access from any device (desktop, laptop, tablet or mobile) and from any location (home, work, internet café or any other location).

<1> Varlabel: More than 10 times a day (select this if you feel like you are always connected to the internet)

<2> Varlabel: Between 6 and 10 times a day

<3> Varlabel: Between 2 and 5 times a day

<4> Varlabel: Once a day

<5> Varlabel: 4-6 days a week

<6> Varlabel: 2-3 days a week

<7> Varlabel: Once a week

<8> Varlabel: Less often than once a week

<998> Varlabel: Don’t know

---

**Base: All**

**Question type: Single**

[Varlabel - Typically, how often do you access _news_?]

*By news we mean national, international, regional/local news and other topical events accessed via any platform (radio, TV, newspaper or online).*]

**[Q1b_NEW]** Typically, how often do you access _news_?
By news we mean national, international, regional/local news and other topical events accessed via any platform (radio, TV, newspaper or online).

<1> Varlabel:More than 10 times a day
<2> Varlabel:Between 6 and 10 times a day
<3> Varlabel:Between 2 and 5 times a day
<4> Varlabel:Once a day
<5> Varlabel:4-6 days a week
<6> Varlabel:2-3 days a week
<7> Varlabel:Once a week
<8> Varlabel:Less often than once a week
<9> Varlabel:Less often than once a month
<10> Varlabel:Never
<998> Varlabel:Don't know

---

**[Q1b_NEW_screenout]** Q1b_NEW_screenout

<1> Yes

*Question type: Text*

Thank you for taking the time to complete this survey all about news consumption. The survey should take just over 15 minutes, and upon completion your account will be credited with 50 points.

---

**Base: All**

*Question type: Single*

[Varlabel - How interested, if at all, would you say you are in news?]

**[Q1c]** How interested, if at all, would you say you are in news?

<1> Varlabel:Extremely interested
<2> Varlabel:Very interested
<3> Varlabel:Somewhat interested
[Q1d_2022] Which of the following types of news, if any, are you interested in? Please select all that apply.

- International news
- Political news
- News about coronavirus
- News about mental health/wellness
- Local news (e.g. about my region, city or town)
- Business, financial and economic news
- Entertainment and celebrity news
- Lifestyle news (e.g. food, fashion, travel, etc.)
- Culture (e.g. music, books, film, arts, etc.)
- Education news
- Sports news
- Science and technology news
- Environment and climate change news
- Social justice news (e.g. race/gender inequality, LGBTQ+ rights, etc.)
- News about crime and personal security
- Fun news (e.g. satire, news that makes me laugh)
- Don’t know

[Q1F] 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?

- Very left-wing
- Fairly left-wing
- Slightly left-of-centre
- Centre

Varlabel:Very left-wing
Varlabel:Fairly left-wing
Varlabel:Slightly left-of-centre
Varlabel:Centre
[Q3] Which, if any, of the following have you used in the _last week_ as a _source of news_? Please select all that apply.

<table>
<thead>
<tr>
<th>Number</th>
<th>Varlabel</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;1&gt;</td>
<td>Varlabel: Television news bulletins or programmes</td>
<td>Television news bulletins or programmes such as News at Ten, C4 News, Good Morning Britain, Newsnight and Question Time</td>
</tr>
<tr>
<td>&lt;2&gt;</td>
<td>Varlabel: 24 hour news television channels</td>
<td>24 hour news television channels such as Sky News or BBC News channel, GB News</td>
</tr>
<tr>
<td>&lt;3&gt;</td>
<td>Varlabel: Radio news programmes or bulletins</td>
<td>Radio news bulletins or programmes such as BBC Today Programme, BBC 5 Live, LBC, commercial radio bulletins</td>
</tr>
<tr>
<td>&lt;4&gt;</td>
<td>Varlabel: Printed Newspapers</td>
<td>Printed newspapers such as The Guardian, Times, Daily Mail, Mirror</td>
</tr>
<tr>
<td>&lt;5&gt;</td>
<td>Varlabel: Printed Magazines</td>
<td>Printed magazines such as the Economist or The Week</td>
</tr>
<tr>
<td>&lt;6&gt;</td>
<td>Varlabel: Websites/apps of Newspapers</td>
<td>Websites/apps of newspapers such as Guardian online, Times online, Mail Online</td>
</tr>
<tr>
<td>&lt;7 fixed&gt;</td>
<td>Varlabel: Websites/apps of news magazines</td>
<td>Websites/apps of news magazines such as The Economist or The Week Online</td>
</tr>
<tr>
<td>&lt;8 fixed&gt;</td>
<td>Varlabel: Websites/apps of TV and Radio companies</td>
<td>Websites/apps of TV and Radio companies such as BBC News Online or Sky News Online</td>
</tr>
<tr>
<td>&lt;9 fixed&gt;</td>
<td>Varlabel: Websites/apps of other news outlets</td>
<td>Websites/apps of other news outlets such as MSN, Yahoo, Huffington Post, Buzzfeed, Vice News</td>
</tr>
<tr>
<td>&lt;10&gt;</td>
<td>Varlabel: Social media</td>
<td>Social media such as Facebook, Twitter, YouTube</td>
</tr>
<tr>
<td>&lt;11&gt;</td>
<td>Varlabel: Blogs</td>
<td>Blogs</td>
</tr>
<tr>
<td>&lt;999 xor&gt;</td>
<td>Varlabel: None of these</td>
<td>None of these</td>
</tr>
</tbody>
</table>

Question type: Text

Base: Those who used news sources last week

Question type: Single

#Question display logic:
if Q3.has_any([1,2,3,4,5,6,7,8,9,10,11,12]) and len(Q3)>1

[Varlabel - You say you’ve used these sources of news in the _last week_, which would you say is your MAIN source of news?]
[Q4] You say you’ve used these sources of news in the _last week_, which would you say is your MAIN source of news?

1. Television news bulletins or programmes
   - Television news bulletins or programmes such as News at Ten, C4 News, Good Morning Britain, Newsnight and Question Time

2. 24 hour news television channels
   - 24 hour news television channels such as Sky News or BBC News channel, GB News

3. Radio news programmes or bulletins
   - Radio news bulletins or programmes such as BBC Today Programme, BBC 5 Live, LBC, commercial radio bulletins

4. Printed Newspapers
   - Printed newspapers such as The Guardian, Times, Daily Mail, Mirror

5. Printed Magazines
   - Printed magazines such as the Economist or The Week

6. Websites/apps of Newspapers
   - Websites/apps of newspapers such as Guardian online, Times online, Mail Online

7. Websites/apps of news magazines
   - Websites/apps of news magazines such as The Economist or The Week Online

8. Websites/apps of TV and Radio companies
   - Websites/apps of TV and Radio companies such as BBC News Online or Sky News Online

9. Websites/apps of other news outlets
   - Websites/apps of other news outlets such as MSN, Yahoo, Huffington Post, BuzzFeed, Vice News

10. Social media
    - Social media such as Facebook, Twitter, YouTube

We are now going to ask you about the brands you have used for news over the last week (meaning the last 7 days).

First, we will ask you about brands you have used for news offline (meaning TV, radio, print, and other forms of news access that do not require the Internet)....

Later, we will ask you separately about brands you have used for news online (meaning any form of news access using the Internet).
<table>
<thead>
<tr>
<th>Varlabel</th>
<th>Source</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$CNN_text</td>
<td>The Scotsman</td>
<td></td>
</tr>
<tr>
<td>&lt;426&gt; Varlabel:ITV News</td>
<td>ITV News</td>
<td></td>
</tr>
<tr>
<td>&lt;427&gt; Varlabel:Sky News</td>
<td>Sky News</td>
<td></td>
</tr>
<tr>
<td>&lt;428&gt; Varlabel:Channel 4 News (C4 News)</td>
<td>Channel 4 News (C4 News)</td>
<td></td>
</tr>
<tr>
<td>&lt;429&gt; Varlabel:Channel 5 News (C5 News)</td>
<td>Channel 5 News (C5 News)</td>
<td></td>
</tr>
<tr>
<td>&lt;430&gt; Varlabel:Commercial radio news</td>
<td>Commercial radio news (e.g LBC, TalkRadio)</td>
<td>The Irish News</td>
</tr>
<tr>
<td>&lt;431&gt; Varlabel:Daily Mail / Mail on Sunday</td>
<td>Daily Mail / Mail on Sunday</td>
<td>Belfast Newsletter</td>
</tr>
<tr>
<td>&lt;432&gt; Varlabel:The Sun / Sun on Sunday</td>
<td>The Sun / Sun on Sunday</td>
<td>Belfast Telegraph</td>
</tr>
<tr>
<td>&lt;433&gt; Varlabel:Daily Mirror / Sunday Mirror / Sunday People</td>
<td>Daily Mirror / Sunday Mirror / Sunday People</td>
<td>Russia Today</td>
</tr>
<tr>
<td>&lt;434&gt; Varlabel:The Times / Sunday Times</td>
<td>The Times / Sunday Times</td>
<td>BBC TV News</td>
</tr>
<tr>
<td>&lt;436&gt; Varlabel:The Express / Sunday Express</td>
<td>The Express / Sunday Express</td>
<td>GB News</td>
</tr>
<tr>
<td>&lt;437&gt; Varlabel:Daily Star / Star Sunday</td>
<td>Daily Star / Star Sunday</td>
<td>A regional or local newspaper</td>
</tr>
<tr>
<td>&lt;438&gt; Varlabel:The Guardian / Observer</td>
<td>The Guardian / Observer</td>
<td>Other newspapers or broadcast news channels from outside</td>
</tr>
<tr>
<td>&lt;440&gt; Varlabel:’i’</td>
<td>The ’i’ newspaper</td>
<td>Other1 (open [Q5a_other1]) [open] please specify</td>
</tr>
<tr>
<td>&lt;441&gt; Varlabel:The Financial Times</td>
<td>The Financial Times</td>
<td>Other2 (open [Q5a_other2]) [open] please specify</td>
</tr>
<tr>
<td>&lt;442&gt; Varlabel:Metro</td>
<td>Metro</td>
<td>Don't know</td>
</tr>
</tbody>
</table>

Note: The table lists various news sources, including TV channels, newspapers, and radio stations.
### Base: Those who used any offline news brands last week

#### Question type: Multiple

**#row order:** randomize

**#Question display logic:**

```bash

[Varlabel - You said you have used the following brands to access news offline in the last week...

Which of these, if any, did you use on 3 days or more? Please select all that apply.]
```

#### [Q5A][1]

You said you have used the following brands to access news offline in the last week...

Which of these, if any, did you use on 3 days or more? Please select all that apply.

<table>
<thead>
<tr>
<th>Brand Name</th>
<th>Label</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>CNN News</td>
<td>$CNN_text</td>
<td>The Scotsman</td>
</tr>
<tr>
<td>ITV News</td>
<td>Varlabel:TV</td>
<td>The Herald</td>
</tr>
<tr>
<td>Sky News</td>
<td>Varlabel:Sky</td>
<td>Daily Record</td>
</tr>
<tr>
<td>Channel 4 News (C4 News)</td>
<td>Varlabel:Channel 4 News (C4 News)</td>
<td>Western Mail / Wales On Sunday</td>
</tr>
<tr>
<td>Channel 5 News (C5 News)</td>
<td>Varlabel:Channel 5 News (C5 News)</td>
<td>The Irish News</td>
</tr>
<tr>
<td>Commercial radio news (e.g LBC, TalkRadio)</td>
<td>Varlabel:Commercial radio news</td>
<td>Belfast Newsletter</td>
</tr>
<tr>
<td>Daily Mail / Mail on Sunday</td>
<td>Varlabel:Daily Mail / Mail on Sunday</td>
<td>Belfast Telegraph</td>
</tr>
<tr>
<td>The Sun / Sun on Sunday</td>
<td>Varlabel:The Sun / Sun on Sunday</td>
<td>London Evening Standard</td>
</tr>
<tr>
<td>Daily Mirror / Sunday Mirror / Sunday People</td>
<td>Varlabel:Daily Mirror / Sunday Mirror / Sunday People</td>
<td>Russia Today</td>
</tr>
<tr>
<td>The Times / Sunday Times</td>
<td>Varlabel:The Times / Sunday Times</td>
<td>BBC TV News</td>
</tr>
<tr>
<td>Varlabel</td>
<td>Newspaper/Channel</td>
<td></td>
</tr>
<tr>
<td>----------</td>
<td>------------------</td>
<td></td>
</tr>
<tr>
<td>The Daily Telegraph / Sunday Telegraph</td>
<td>BBC News online</td>
<td></td>
</tr>
<tr>
<td>The Express / Sunday Express</td>
<td>Metro online</td>
<td></td>
</tr>
<tr>
<td>Daily Star / Star Sunday</td>
<td>Economist online</td>
<td></td>
</tr>
<tr>
<td>The Guardian / Observer</td>
<td>Scotsman online</td>
<td></td>
</tr>
<tr>
<td>The i' newspaper</td>
<td>The Herald online</td>
<td></td>
</tr>
<tr>
<td>The Financial Times</td>
<td>Daily Record online</td>
<td></td>
</tr>
<tr>
<td>Metro</td>
<td>BuzzFeed News online</td>
<td></td>
</tr>
<tr>
<td></td>
<td>New York Times online</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Vice News</td>
<td></td>
</tr>
<tr>
<td></td>
<td>$CNN_online_text</td>
<td></td>
</tr>
<tr>
<td></td>
<td>None of these</td>
<td></td>
</tr>
</tbody>
</table>

**Base: All**

**Question type:** Multiple

**#row order:** randomize

**#Question display logic:**

`if TestQ5 and not November17TestActive`

*[Varlabel] - Which of the following brands have you used to access news **online** in the last week (via **websites, apps, social media, and other forms of Internet access**)? Please select all that apply.*

**[Q5B]** Which of the following brands have you used to access news **online** in the last week (via **websites, apps, social media, and other forms of Internet access**)? Please select all that apply.
<table>
<thead>
<tr>
<th>Varlabel</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guardian online</td>
<td>Guardian online</td>
</tr>
<tr>
<td>HuffPost (Huffington Post)</td>
<td>HuffPost online</td>
</tr>
<tr>
<td>Mail online</td>
<td>Mail online</td>
</tr>
<tr>
<td>MSN News</td>
<td>MSN News</td>
</tr>
<tr>
<td>Yahoo! News</td>
<td>Yahoo! News</td>
</tr>
<tr>
<td>ITV News online</td>
<td>ITV News online</td>
</tr>
<tr>
<td>Sky News online</td>
<td>Sky News online</td>
</tr>
<tr>
<td>Channel 4 News online (C4 News online)</td>
<td>Channel 4 News online</td>
</tr>
<tr>
<td>Channel 5 News online (C5 News online)</td>
<td>Channel 5 News online</td>
</tr>
<tr>
<td>Commercial radio news online (e.g LBC, TalkRadio)</td>
<td>Commercial radio news online</td>
</tr>
<tr>
<td>The Sun online</td>
<td>The Sun online</td>
</tr>
<tr>
<td>Mirror online</td>
<td>Mirror online</td>
</tr>
<tr>
<td>Times online</td>
<td>Times online</td>
</tr>
<tr>
<td>Telegraph online</td>
<td>Telegraph online</td>
</tr>
<tr>
<td>Express online</td>
<td>Express online</td>
</tr>
<tr>
<td>Independent/ i100 online</td>
<td>Independent/ i100 online</td>
</tr>
<tr>
<td>Financial Times online</td>
<td>Financial Times online</td>
</tr>
<tr>
<td>The Irish News online</td>
<td>The Irish News online</td>
</tr>
<tr>
<td>Belfast Newsletter online</td>
<td>Belfast Newsletter online</td>
</tr>
<tr>
<td>Belfast Telegraph online</td>
<td>Belfast Telegraph online</td>
</tr>
<tr>
<td>London Evening Standard online</td>
<td>London Evening Standard online</td>
</tr>
<tr>
<td>The Lad Bible news inews.co.uk</td>
<td>The Lad Bible news inews.co.uk</td>
</tr>
<tr>
<td>Daily Star online</td>
<td>Daily Star online</td>
</tr>
<tr>
<td>The Canary</td>
<td>The Canary</td>
</tr>
<tr>
<td>Tortoise Media</td>
<td>Tortoise Media</td>
</tr>
<tr>
<td>Other regional or local newspaper website</td>
<td>Other regional or local newspaper website</td>
</tr>
<tr>
<td>Other online sites from outside $country_text</td>
<td>Other online sites from outside $country_text</td>
</tr>
<tr>
<td>Other1 (open [Q5B_other1])</td>
<td>Other1 (open [Q5B_other1])</td>
</tr>
<tr>
<td>Other2 (open [Q5B_other2])</td>
<td>Other2 (open [Q5B_other2])</td>
</tr>
<tr>
<td>Don't know</td>
<td>Don't know</td>
</tr>
<tr>
<td>None of these</td>
<td>None of these</td>
</tr>
</tbody>
</table>
**Base: Those who used any onlinenews brands last week**

**Question type:** Multiple  
**#row order: randomize**  
**#Question display logic:** if Q5B.has_any([1,2,3,4,5,7,8,9,10,11,429,430,431,432,1683,1685,434,435,436,437,438,440, 441,442,443,444,445,446,447,448,449,450,451,458,1224,1684,1398,1399,1400,990,991,99 4,995])  

[Varlabel - You said you have used the following brands to access news online in the last week...  
Which of these, if any, did you use on 3 days or more? Please select all that apply.]  

**[Q5BI]** You said you have used the following brands to access news online in the last week...

Which of these, if any, did you use on 3 days or more? Please select all that apply.

<table>
<thead>
<tr>
<th>Number</th>
<th>Varlabel</th>
<th>Brand Name</th>
<th>Varlabel</th>
<th>Brand Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;1&gt;</td>
<td>Varlabel:BBC News online</td>
<td>BBC News online</td>
<td>&lt;42&gt;</td>
<td>Varlabel:Metro online</td>
</tr>
<tr>
<td>&lt;2&gt;</td>
<td>Varlabel:$CNN_online_text</td>
<td>$CNN_online_text</td>
<td>&lt;43&gt;</td>
<td>Varlabel:Economist online</td>
</tr>
<tr>
<td>&lt;3&gt;</td>
<td>Varlabel:New York Times online</td>
<td>New York Times online</td>
<td>&lt;44&gt;</td>
<td>Varlabel:Scotsman online</td>
</tr>
<tr>
<td>&lt;4&gt;</td>
<td>Varlabel:BuzzFeed News</td>
<td>BuzzFeed News</td>
<td>&lt;45&gt;</td>
<td>Varlabel:The Herald online</td>
</tr>
<tr>
<td>&lt;5&gt;</td>
<td>Varlabel:Vice News</td>
<td>Vice News</td>
<td>&lt;46&gt;</td>
<td>Varlabel:Daily Record online</td>
</tr>
<tr>
<td>&lt;7&gt;</td>
<td>Varlabel:Guardian online</td>
<td>Guardian online</td>
<td>&lt;47&gt;</td>
<td>Varlabel:Wales online</td>
</tr>
<tr>
<td>&lt;8&gt;</td>
<td>Varlabel:HuffPost (Huffington Post)</td>
<td>HuffPost (Huffington Post)</td>
<td>&lt;48&gt;</td>
<td>Varlabel:The Irish News online</td>
</tr>
<tr>
<td>&lt;9&gt;</td>
<td>Varlabel:Mail online</td>
<td>Mail online</td>
<td>&lt;49&gt;</td>
<td>Varlabel:Belfast Newsletter online</td>
</tr>
<tr>
<td>&lt;10&gt;</td>
<td>Varlabel:MSN News</td>
<td>MSN News</td>
<td>&lt;50&gt;</td>
<td>Varlabel:Belfast Telegraph online</td>
</tr>
<tr>
<td>&lt;11&gt;</td>
<td>Varlabel:Yahoo! News</td>
<td>Yahoo! News</td>
<td>&lt;51&gt;</td>
<td>Varlabel:London Evening Standard online</td>
</tr>
<tr>
<td>&lt;429&gt;</td>
<td>Varlabel:ITV News online</td>
<td>ITV News online</td>
<td>&lt;58&gt;</td>
<td>Varlabel:The Lad Bible news</td>
</tr>
<tr>
<td>&lt;430&gt;</td>
<td>Varlabel:Sky News online</td>
<td>Sky News online</td>
<td>&lt;1224&gt;</td>
<td>Varlabel:inews.co.uk</td>
</tr>
<tr>
<td>&lt;431&gt;</td>
<td>Varlabel:Channel 4 News online (C4 News online)</td>
<td>Channel 4 News online (C4 News online)</td>
<td>&lt;1684&gt;</td>
<td>Daily Star online</td>
</tr>
<tr>
<td>&lt;432&gt;</td>
<td>Varlabel:Channel 5 News online (C5 News online)</td>
<td>Channel 5 News online (C5 News online)</td>
<td>&lt;1398&gt;</td>
<td>RT (Russia Today) online</td>
</tr>
<tr>
<td>&lt;1683&gt;</td>
<td>Commercial radio news online (e.g LBC, TalkRadio)</td>
<td>Commercial radio news online (e.g LBC, TalkRadio)</td>
<td>&lt;1399&gt;</td>
<td>The Canary</td>
</tr>
<tr>
<td>VarLabel</td>
<td>Source</td>
<td>VarLabel</td>
<td>Source</td>
<td></td>
</tr>
<tr>
<td>----------</td>
<td>---------------------------------------------</td>
<td>----------</td>
<td>---------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>The Sun online</td>
<td>GB News online</td>
<td>Tortoise Media</td>
<td>Other regional or local newspaper website</td>
<td></td>
</tr>
<tr>
<td>Mirror online</td>
<td>GB News online</td>
<td>Other online sites from outside $country_text</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Times online</td>
<td>GB News online</td>
<td>Times online</td>
<td>Other online sites from outside $country_text</td>
<td></td>
</tr>
<tr>
<td>Telegraph online</td>
<td>GB News online</td>
<td>Telegraph online</td>
<td>Other online sites from outside $country_text</td>
<td></td>
</tr>
<tr>
<td>Express online</td>
<td>GB News online</td>
<td>Express online</td>
<td>Other online sites from outside $country_text</td>
<td></td>
</tr>
<tr>
<td>Independent/ i100 online</td>
<td>GB News online</td>
<td>Independent/ i100 online</td>
<td>Other online sites from outside $country_text</td>
<td></td>
</tr>
<tr>
<td>Financial Times online</td>
<td>GB News online</td>
<td>Financial Times online</td>
<td>Other online sites from outside $country_text</td>
<td></td>
</tr>
</tbody>
</table>

**Base:** All  
**Question type:** Grid  
**#row order:** randomize  

[VarLabel - We are now going to ask you about trust in the news. First we will ask you about how much you trust the news as a whole within your country. Then we will ask you about how much you trust the news that you choose to consume.  

Please indicate your level of agreement with the following statements:]  

**[Q6_2016]** We are now going to ask you about trust in the news. First we will ask you about how much you trust the news as a whole within your country. Then we will ask you about how much you trust the news that you choose to consume.

Please indicate your level of agreement with the following statements:

- [Q6_2016_1 fixed] VarLabel: I think you can trust most news most of the time  
- [Q6_2016_6 fixed] VarLabel: I think I can trust most of the news I consume most of the time  
- [Q6_2016_1 fixed] VarLabel: I think you can trust most news most of the time  
- [Q6_2016_6 fixed] VarLabel: I think I can trust most of the news I consume most of the time  
- [Q6_2016_1 fixed] VarLabel: I think you can trust most news most of the time  
- [Q6_2016_6 fixed] VarLabel: I think I can trust most of the news I consume most of the time  

- [Q6_2016_1 fixed] VarLabel: Strongly disagree  
- [Q6_2016_6 fixed] VarLabel: Tend to disagree  
- [Q6_2016_1 fixed] VarLabel: Neither agree nor disagree  
- [Q6_2016_6 fixed] VarLabel: None of these
**[Q6_2016B]** Please indicate your level of agreement with the following statements:

- [Q6_2016_4] The news media in my country is independent from undue political or government influence most of the time
- [Q6_2016_5] The news media in my country is independent from undue business or commercial influence most of the time

**Base: All**

**Question type: Grid**

**#row order: randomize**

<table>
<thead>
<tr>
<th>Varlabel</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tend to agree</td>
<td>Tend to agree</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>Strongly agree</td>
</tr>
<tr>
<td>Neither agree nor disagree</td>
<td>Neither agree nor disagree</td>
</tr>
</tbody>
</table>

**[Q6_2018_trust]** How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is ‘not at all trustworthy’ and 10 is ‘completely trustworthy’.

<table>
<thead>
<tr>
<th>Varlabel</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBC News</td>
<td>The Daily Telegraph</td>
</tr>
<tr>
<td>ITV News</td>
<td>HuffPost (Huffington Post)</td>
</tr>
<tr>
<td>Sky News</td>
<td>Daily Mirror</td>
</tr>
<tr>
<td>Channel 4 News (C4 News)</td>
<td>The Sun</td>
</tr>
<tr>
<td>Daily Mail / MailOnline</td>
<td>Financial Times</td>
</tr>
<tr>
<td>The Guardian</td>
<td>GB News</td>
</tr>
<tr>
<td>Independent / i100</td>
<td>Regional or local newspaper</td>
</tr>
</tbody>
</table>
We are now going to ask you about the priorities of news organisations in your country. _First_, we will ask you about their _commercial priorities_, _second_ we will ask you about their _political priorities_.

**[Q_Cynicism_a]** Which of the following comes closest to your view of news organisations in your country?

1. All of them put commercial interests ahead of what’s best for society
2. Most put commercial interests first, but a small number put what’s best for society first
3. Some put commercial interests first, some put what’s best for society first
4. Most put what’s best for society first, but a small number put commercial interests first
5. All of them put what’s best for society ahead of commercial interests
98 fixed> Don’t know

**Question type:** Single
#row order: reverse
[Q_Cynicism_b] Which of the following comes closest to your view of news organisations in your country?

<1> All of them put their own political views ahead of what’s best for society
<2> Most put their own political views first, but a small number put what’s best for society first
<3> Some put their own political views first, some put what’s best for society first
<4> Most put what’s best for society first, but a small number put their own political views first
<5> All of them put what’s best for society ahead of their own political views
<98 fixed> Don’t know

Question type: Single
#row order: reverse

[Q_Polarisation] In your view, how _politically_ close together or far apart are the main news organisations in your country?

<1> Very far apart
<2> Quite far apart
<3> Quite close together
<4> Very close together
<98 fixed> Don’t know

Base: All
Question type: Single

[Varlabel - Please indicate your level of agreement with the following statement. “Thinking about online news, I am concerned about what is real and what is fake on the internet.”]

[Q_FAKE_NEWS_1] Please indicate your level of agreement with the following statement. “Thinking about online news, I am concerned about what is real and what is fake on the internet.”

<1> Varlabel:Strongly disagree
<2> Varlabel:Tend to disagree
<3> Varlabel:Neither agree nor disagree
<4> Varlabel:Tend to agree
<5> Varlabel:Strongly agree

Question type: Multiple
#row order: randomize
[Q_FAKE_NEWS_2021a] Have you seen false or misleading information about any of the following topics, in the last week? Please select all that apply.

<1> Politics
<4> Celebrities (e.g. actors, musicians, sports stars)
<2 fixed> Coronavirus (COVID-19)
<3 fixed> Other health issues
<5> Immigration
<6> Products and services
<7> Climate change or the environment
<995 fixed> Other (open [Q_FAKE_NEWS_2021a_other]) [open] please specify
Varlabel:Other
(please specify)
<999 fixed xor> None of these
Varlabel:None of these
<998 fixed xor> Don't know

Question type: Single
#row order: randomize

[Q_Journalists_1] When looking for news online, which of the following do you tend to pay most attention to?

<1> Specific news brands
<2> Specific journalists or commentators
<98 fixed> Don't know
<99 fixed> I don't use online news

Question type: Multiple

[Q_Journalists2] Please type in the names of up to five journalists that you regularly pay attention to (e.g. news presenters, columnists, or reporters)

<1> 1 - (open [Q_Journalists_3_1]) [open]
<2> 2 - (open [Q_Journalists_3_2]) [open]
<3> 3 - (open [Q_Journalists_3_3]) [open]
<4> 4 - (open [Q_Journalists_3_4]) [open]
<5> 5 - (open [Q_Journalists_3_5]) [open]
<98 fixed xor> I can't think of any right now

Question type: Single
#row order: randomize

[Q_Journalists_4] Which of the following comes closest to how you think journalists should use social media like Twitter and Facebook?
They should stick to reporting the news
They should be able to express their personal opinions alongside reporting the news
Don’t know

Base: All
Question type: Single
[Varlabel - Have you paid for ONLINE news content, or accessed a paid for ONLINE news service _in the last year_? (This could be a digital subscription, combined digital/print subscription, a donation, or one off payment for an article or app or e-edition)]

<Q7a> Have you paid for ONLINE news content, or accessed a paid for ONLINE news service _in the last year_? (This could be a digital subscription, combined digital/print subscription, a donation, or one off payment for an article or app or e-edition)

<1> Varlabel:Yes Yes
<2> Varlabel:No No
<3> Varlabel:Don’t know Don’t know

Base: Those who have accessed paid for online news content in the last year
Question type: Multiple
#row order: randomize
#Question display logic:
If [Q7a] - Yes is selected [if Q7a == 1]
[Varlabel - You said you have accessed paid for ONLINE news content in the last year… Which, if any, of the following ways have you used to pay for ONLINE news content in the last year? Please select all that apply.]

<Q7ai> You said you have accessed paid for ONLINE news content in the last year…
Which, if any, of the following ways have you used to pay for ONLINE news content in the last year? Please select all that apply.

<1> Varlabel:I made a single _one-off payment_ to access a single article or edition
I made a single _one-off payment_ to access a single article or edition

<3> Varlabel:I made an _ongoing payment_ (subscription or membership) for a digital news service – eg monthly, quarterly or annual payment
I made an _ongoing payment_ (subscription or membership) for a digital news service – eg monthly, quarterly or annual payment
<6> Varlabel: I pay for digital news access as part of a print-digital bundle, or I get it for free as part of a print subscription

<5> Varlabel: I get free digital news access as part of a subscription to something else (e.g. broadband, phone, cable)

<7> Varlabel: Someone else paid for me to subscribe or access a digital news service

<9> Varlabel: I have made a donation to support a digital news service

<995 fixed> Varlabel: Other

Base: Those who have made a regular payment to a digital news service in last year

Question type: Dropdown

#Question display logic: if Q7ai.has_any([3,6]) and Country in [2,1,4,5,22,23,6,7,8,12,3,18,17,19,192,24,242,9,25,252,11,13,16,26] [Varlabel - You said you have paid a subscription/membership to a digital news service in the last year. How many different providers do you pay money to in this way? ]

[Q7_SUBS] You said you have paid a subscription/membership to a digital news service in the last year. How many different news providers do you pay money to in this way?

<1> Varlabel: 0 0
<2> Varlabel: 1 1
<3> Varlabel: 2 2
<4> Varlabel: 3 3
<5> Varlabel: 4 4
<6> Varlabel: 5 5
<7> Varlabel: more than 5 more than 5

Question type: Multiple

#row order: randomize
[Q7_SUBS_name_2022] You said you have paid a subscription/membership to a digital news service in the last year… Which of the following did you subscribe to? Please select all that apply.

<p>| | | | | | | | | | | | | |</p>
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<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Guardian</td>
<td>10</td>
<td>Apple+ (premium news articles)</td>
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<tr>
<td>2</td>
<td>Telegraph</td>
<td>15</td>
<td>Tortoise media</td>
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<tr>
<td>3</td>
<td>Times/Sunday Times</td>
<td>11</td>
<td>A local or regional news organisation</td>
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<tr>
<td>4</td>
<td>Financial Times</td>
<td>12</td>
<td>International brand (e.g. New York Times, Washington Post, Wall St Journal, Le Monde)</td>
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<tr>
<td>5</td>
<td>Economist</td>
<td>13</td>
<td>An individual journalist (e.g. via a newsletter/own website)</td>
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<tr>
<td>6</td>
<td>Daily Mail/Mail+</td>
<td>14</td>
<td>An individual journalist (e.g. a podcaster, a youtuber, etc.)</td>
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<td>7</td>
<td>The Athletic</td>
<td>97</td>
<td>Other (please specify) (open)</td>
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<tr>
<td>8</td>
<td>Spectator</td>
<td>98</td>
<td>Don’t know</td>
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<td>9</td>
<td>New Statesman</td>
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</tbody>
</table>

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**Question type: Grid**

#row order: randomize

[Q_Sub_fatigue1] There are many different online media subscriptions you can pay for these days. How many of the following _online media subscriptions_ do you currently have, if any, that you pay for with your own money?

- [Q_Sub_fatigue2_1] Music (e.g. Spotify, Apple Music, Deezer, etc.)
- [Q_Sub_fatigue2_2] TV/Movies (e.g. Netflix, Amazon Prime Video, Disney+, etc.)
- [Q_Sub_fatigue2_3] Sports package (e.g. Sky Sports, BT Sports, etc.)
- [Q_Sub_fatigue2_4] Audiobooks/Podcasts (e.g. Audible, Curio, etc.)

<p>| | | | | | | | | | | | | |</p>
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<tbody>
<tr>
<td>1</td>
<td>0</td>
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<td>6</td>
<td>5+</td>
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</tbody>
</table>

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**Question type: Single**

#row order: reverse

[Q_Sub_fatigue2a] In the next year, do you expect the number of online media subscriptions you pay for with your own money to increase, decrease, or stay the same?

<p>| | | | | | | | | | | | | |</p>
<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Increase</td>
<td></td>
<td></td>
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<td></td>
<td></td>
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</tr>
<tr>
<td>2</td>
<td>Stay the same</td>
<td></td>
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</tr>
<tr>
<td>3</td>
<td>Decrease</td>
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</tr>
<tr>
<td>98</td>
<td>Don’t know</td>
<td></td>
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</tr>
</tbody>
</table>
Question type: **Text**

**[Q_sub_fatigue3a]** You say you expect to have $pipe_fatigue3a media subscriptions next year. Can you briefly explain why?

**Don't know**

Question type: **Open**

#any

#Question display logic:

*If [Q_Sub_fatigue2a] - Increase or Decrease, is selected [if Q_Sub_fatigue2a in [1,3]]*

**[REGISTER1]** Some online news outlets now ask you to register (for example to give an email address or set up an account) before they will give you full access to their content.

**Have you done this in the last year?**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;1&gt;</td>
<td>Yes, for one news outlet</td>
</tr>
<tr>
<td>&lt;2&gt;</td>
<td>Yes, for more than one</td>
</tr>
<tr>
<td>&lt;3&gt;</td>
<td>No, I haven’t</td>
</tr>
<tr>
<td>&lt;98 fixed&gt;</td>
<td>Don’t know</td>
</tr>
</tbody>
</table>

Question type: **Grid**

#row order: randomize

**[REGISTER2]** Different online sites these days often ask for personal data for a variety of reasons. With this in mind, to what extent do you agree or disagree with the following statements?

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>-[REGISTER2_1]</td>
<td>I trust most news websites to use my data responsibly</td>
</tr>
<tr>
<td>-[REGISTER2_2]</td>
<td>I trust most social media sites to use my data responsibly</td>
</tr>
<tr>
<td>-[REGISTER2_3]</td>
<td>I trust most online retailers to use my data responsibly</td>
</tr>
<tr>
<td>&lt;1&gt; Varlabel:Strongly disagree</td>
<td>Strongly disagree</td>
</tr>
<tr>
<td>&lt;2&gt; Varlabel:Tend to disagree</td>
<td>Tend to disagree</td>
</tr>
<tr>
<td>&lt;3&gt; Varlabel:Neither agree nor disagree</td>
<td>Neither agree nor disagree</td>
</tr>
<tr>
<td>&lt;4&gt; Varlabel:Tend to agree</td>
<td>Tend to agree</td>
</tr>
<tr>
<td>&lt;5&gt; Varlabel:Strongly agree</td>
<td>Strongly agree</td>
</tr>
<tr>
<td>&lt;98&gt; Varlabel:Don’t know</td>
<td>Don’t know</td>
</tr>
</tbody>
</table>
**Base: All**

**Question type:** Multiple

[Varlabel - Which, if any, of the following devices do you ever use (for any purpose)? Please select all that apply.]

**[Q8A]** Which, if any, of the following devices do you ever use (for any purpose)? Please select all that apply.

<table>
<thead>
<tr>
<th>Varlabel</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;1&gt;</td>
<td>Smartphone made by Apple (iPhone)</td>
</tr>
<tr>
<td>&lt;2&gt;</td>
<td>Smartphone by another manufacturer (e.g. Samsung, LG, Huawei, Sony, Oppo, Xiaomi etc.)</td>
</tr>
<tr>
<td>&lt;3&gt;</td>
<td>Other internet connected phone (e.g. older Blackberry, Nokia feature phone etc.)</td>
</tr>
<tr>
<td>&lt;4&gt;</td>
<td>Laptop or desktop computer (at work or home)</td>
</tr>
<tr>
<td>&lt;5&gt;</td>
<td>Tablet Computer made by Apple (e.g. iPad, iPad Air or iPad mini)</td>
</tr>
<tr>
<td>&lt;6&gt;</td>
<td>Other tablet computer (e.g. Samsung Galaxy, Amazon Fire, Asus ZenPad etc.)</td>
</tr>
<tr>
<td>&lt;7&gt;</td>
<td>Ebook reader (e.g. Kindle, Kobo etc.)</td>
</tr>
<tr>
<td>&lt;8&gt;</td>
<td>Connected TV (a TV that connects to internet via set top box, games console, other box such as Apple TV etc.)</td>
</tr>
<tr>
<td>&lt;9&gt;</td>
<td>Smart TV (TV that connects to the internet directly without the need for any other box)</td>
</tr>
<tr>
<td>&lt;10&gt;</td>
<td>Smart watch or wristband that connects to the internet</td>
</tr>
<tr>
<td>&lt;11&gt;</td>
<td>Voice activated connected speaker (e.g. Amazon Echo, Google Home, AppleHomePod)</td>
</tr>
<tr>
<td>&lt;998 fixed xor&gt;</td>
<td>Don't know</td>
</tr>
<tr>
<td>&lt;999 fixed xor&gt;</td>
<td>None of these</td>
</tr>
</tbody>
</table>
**[Q8B] Which, if any, of the following devices have you used to access news _in the last week_? Please select all that apply.**

<table>
<thead>
<tr>
<th>Varlabel</th>
<th>Device Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smartphone made by Apple (iPhone)</td>
<td>Connected TV (only select if you have used an ON DEMAND news service such as a red button news service, digital text or a news app via your TV)</td>
</tr>
<tr>
<td>Smartphone made by another manufacturer (e.g. Samsung, LG, Huawei, Sony, Oppo, Xiaomi etc.)</td>
<td>Connected TV (only select if you have used an ON DEMAND news service such as a red button news service, digital text or a news app via your TV)</td>
</tr>
<tr>
<td>Connected TV (only select if you have used an ON DEMAND news service such as a red button news service, digital text or a news app via your TV)</td>
<td>Connected TV (only select if you have used an ON DEMAND news service such as a red button news service, digital text or a news app via your TV)</td>
</tr>
<tr>
<td>Other internet connected phone (e.g. older Blackberry, Nokia feature phone etc.)</td>
<td>Smart watch or wristband that connects to the internet</td>
</tr>
<tr>
<td>Laptop or desktop computer (at work or home)</td>
<td>Voice activated connected speaker (e.g. Amazon Echo, Google Home, AppleHomePod)</td>
</tr>
<tr>
<td>Tablet Computer made by Apple (e.g. iPad, iPad Air or iPad mini)</td>
<td>None of these</td>
</tr>
<tr>
<td>Other tablet computer (e.g. Samsung Galaxy, Amazon Fire, Asus ZenPad etc.)</td>
<td>Don’t know</td>
</tr>
<tr>
<td>Ebook reader (e.g. Kindle, Kobo etc.)</td>
<td>None of these</td>
</tr>
</tbody>
</table>

**Base: Those who use any devices for news**
**Question type: Single**
**#row order: randomize**
You’ve said you use the following devices to access news in the _last week_, which is your MAIN way of accessing online news?

<table>
<thead>
<tr>
<th>Varlabel</th>
<th>Device Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smartphone made by Apple (iPhone)</td>
<td>Smartphone made by another manufacturer (e.g. Samsung, LG, Huawei, Sony, Oppo, Xiaomi etc.)</td>
</tr>
<tr>
<td>Connected TV (only select if you have used an ON DEMAND news service such as a red button news service, digital text or a news app via your TV)</td>
<td>Connected TV (only select if you have used an ON DEMAND news service such as a red button news service, digital text or a news app via your TV)</td>
</tr>
<tr>
<td>Smartphone by another manufacturer (e.g. Samsung, LG, Huawei, Sony, Oppo, Xiaomi etc.)</td>
<td>Smartphone by another manufacturer (e.g. Samsung, LG, Huawei, Sony, Oppo, Xiaomi etc.)</td>
</tr>
<tr>
<td>Connected TV (only select if you have used an ON DEMAND news service such as a red button news service, digital text or a news app via your TV)</td>
<td>Connected TV (only select if you have used an ON DEMAND news service such as a red button news service, digital text or a news app via your TV)</td>
</tr>
<tr>
<td>Other internet connected phone (e.g. older Blackberry, Nokia feature phone etc.)</td>
<td>Other internet connected phone (e.g. older Blackberry, Nokia feature phone etc.)</td>
</tr>
<tr>
<td>Voice activated connected speaker (e.g. Amazon Echo, Google Home, AppleHomePod)</td>
<td>Voice activated connected speaker (e.g. Amazon Echo, Google Home, AppleHomePod)</td>
</tr>
<tr>
<td>Tablet Computer made by Apple (e.g. iPad, iPad Air or iPad mini)</td>
<td>Tablet Computer made by Apple (e.g. iPad, iPad Air or iPad mini)</td>
</tr>
<tr>
<td>None of these</td>
<td>None of these</td>
</tr>
<tr>
<td>Other tablet computer (e.g. Samsung Galaxy, Amazon Fire, Asus ZenPad etc.)</td>
<td>Other tablet computer (e.g. Samsung Galaxy, Amazon Fire, Asus ZenPad etc.)</td>
</tr>
<tr>
<td>Don’t know</td>
<td>Don’t know</td>
</tr>
<tr>
<td>Ebook reader (e.g. Kindle, Kobo etc.)</td>
<td>Ebook reader (e.g. Kindle, Kobo etc.)</td>
</tr>
</tbody>
</table>

Question type: Text

Now we’re going to ask you questions about how you typically start your online news sessions.
**Base: All**

**Question type:** Multiple  
#row order: randomize

[Varlabel - Thinking about how you got news online (via computer, mobile or any device) _in the last week_, which were the ways in which you came across news stories? Please select all that apply.]

**[Q10]** Thinking about how you got news online (via computer, mobile or any device) _in the last week_, which were the ways in which you came across news stories? Please select all that apply.

<table>
<thead>
<tr>
<th>Varlabel</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;1&gt;</td>
<td>Went directly to a news website or app (e.g. BBC News, Guardian, Mail online, HuffPost)</td>
</tr>
<tr>
<td>&lt;2 fixed&gt;</td>
<td>Used a search engine (e.g. Google, Bing) and typed in a keyword for the name of a particular website</td>
</tr>
<tr>
<td>&lt;3 fixed&gt;</td>
<td>Used a search engine (e.g. Google, Bing) and typed in a keyword about a particular news story</td>
</tr>
<tr>
<td>&lt;4&gt;</td>
<td>Used a newsreader site or ‘app’ that aggregates news links (e.g. Google News, Flipboard, Apple News, Upday)</td>
</tr>
<tr>
<td>&lt;5&gt;</td>
<td>Used social media and came across news that way (e.g. Facebook, Twitter, YouTube, Instagram)</td>
</tr>
<tr>
<td>&lt;6&gt;</td>
<td>Got news via an email newsletter or email alert</td>
</tr>
<tr>
<td>&lt;7&gt;</td>
<td>Received a news alert on my mobile phone/tablet (e.g. via SMS, app, lockscreen, notification centre)</td>
</tr>
<tr>
<td>&lt;995 fixed&gt;</td>
<td>Other (open [Q10_other]) [open] please specify</td>
</tr>
<tr>
<td>&lt;998 fixed xor&gt;</td>
<td>Don’t know</td>
</tr>
</tbody>
</table>
I haven't used online news in the last week

Base: All who came across news in last week
Question type: Single
#Question display logic:
if (Q10.has_any([1,2,3,4,5,6,7,995])) and (len(Q10)>1)
[Varlabel - Which of these was the **MAIN** way in which you came across news in the last week?]

[Q10a_new2017] Which of these was the **MAIN** way in which you came across news in the last week?

<1> Varlabel: Went directly to a news website or app (e.g. BBC News, Guardian, Mail online, Huffington Post)
Went directly to a news website or app (e.g. BBC News, Guardian, Mail online, Huffington Post)

<2> Varlabel: Used a search engine (e.g. Google, Bing) and typed in a keyword for the name of a particular website
Used a search engine (e.g. Google, Bing) and typed in a keyword for the name of a particular website

<3> Varlabel: Used a search engine (e.g. Google, Bing) and typed in a keyword about a particular news story
Used a search engine (e.g. Google, Bing) and typed in a keyword about a particular news story

<4> Varlabel: Used a newsreader site or 'app' that aggregates news links (e.g. Google News, Flipboard, Apple News, Upday)
Used a newsreader site or 'app' that aggregates news links (e.g. Google News, Flipboard, Apple News, Upday)

<5> Varlabel: Used social media and came across news that way (e.g. Facebook, Twitter, YouTube, Instagram)
Used social media and came across news that way (e.g. Facebook, Twitter, YouTube, Instagram)

<6> Varlabel: Got news via an email newsletter or email alert
Got news via an email newsletter or email alert

<7> Varlabel: Received a news alert on my mobile phone/tablet (e.g. via SMS, app, lockscreen, notification centre)
Received a news alert on my mobile phone/tablet (e.g. via SMS, app, lockscreen, notification centre)
Question type: Single
#row order: randomize
#Question display logic:
If [Country] - UK or US or Finland or Ireland or Italy or Japan or France, is selected [if
Country in [1,2,6,12,7,9,3]]

[Q9c_new2016] What is the FIRST way you typically come across news in the morning?

1. Printed newspaper
2. Radio
3. TV
4. Internet via laptop/desktop
5. Internet via smartphone
6. Internet via tablet
7. None of these
8. Don’t know

#option display logic:
4 - If [Q8A] - Laptop or desktop computer (at work or home) is selected [if 4 in Q8A]

Question type: Single
#row order: randomize
#Question display logic:
If [Country] - UK or US or Finland or Ireland or Italy or Japan or France, is selected
And If [Q9c_new2016] - Internet via laptop/desktop or Internet via smartphone or
Internet via tablet, is selected
[if Country in [1,2,6,12,7,9,3] and Q9c_new2016 in [4,5,6]]

[Q9d_2016] You mentioned that your FIRST contact with news in the morning is using
$Q9c_new2016.lower, in which ONE of the following places do you typically find your first
news?

1. News website or app
2. Aggregator website or app (e.g Apple News, Upday, Flipboard)
3. News links on my $Q9dtext homescreen
4. Podcast
5. Email
6. Twitter
7. Facebook
8. Instagram
9. Snapchat
10. YouTube
11. TikTok
12. Messenger app (e.g. WhatsApp, Facebook Messenger)
13. Other (open [Q9d_2016_other]) [open]

<95 fixed>xor>
<98 fixed xor>
<99 fixed xor>
<98 fixed xor>
<96 fixed xor>
<95 fixed xor>
<98 fixed xor>
<99 fixed xor>
#option display logic:
<3> - If [Q9c_new2016] - Internet via smartphone or Internet via tablet, is selected [if Q9c_new2016 in [5,6]]

Question type: Multiple
#row order: randomize
#Question display logic:
If [Q10] - Got news via an email newsletter or email alert is selected [if 6 in Q10]

[Email_SOURCES_2022] You say that you accessed news via an email newsletter or alert in the last week… Where do your emails come from? Please select all that apply.

<1> Mainstream news outlet and their journalists
<2> An individual journalist operating on their own
<3> Alternative news outlet
<4> Other specialist media (e.g. relating to work, trade publications, etc.)
<97 fixed> Other (please specify) (open [Email_SOURCES_2022_other]) [open]
<98 fixed xor> Don’t know

Question type: Multiple
#row order: randomize
#Question display logic:
If [Q10] - Got news via an email newsletter or email alert is selected [if 6 in Q10]

[QEmail_likes] What do you like about the email newsletter format? Please select all that apply

<1> Convenient way to get the news
<2> Brings me diverse viewpoints
<3> Informal tone of the writing
<4> Personality of the author(s)
<5> Content I can’t get anywhere else
<97 fixed> Other (please specify) (open [QEmail_likes_other]) [open]
<98 fixed xor> Don’t know

Question type: Open
#any
#Question display logic:
If [Q10] - Got news via an email newsletter or email alert is selected [if 6 in Q10]

[QEmail_Open] Can you tell us more about a newsletter you enjoy and why?

Don’t know
Question type: **Single**  
#Question display logic:  
**If [Q10] - Got news via an email newsletter or email alert is selected [if 6 in Q10]**

**[QEmail_pay]** Most email newsletters are currently free, but how likely or unlikely is it that you’d be prepared to pay in the future for a newsletter that you like?

<1> Very unlikely  
<2> Somewhat unlikely  
<3> Somewhat likely  
<4> Very likely  
<998 fixed xor> Don't know

**Base: All**  
Question type: **Multiple**  
#row order: randomize  
[Varlabel - When using the internet for news, have you used any of the following sites or mobile apps that aggregate different news links in the _last week?_ Please select all that apply. ]

**[Q10c_2016]** When using the internet for news, have you used any of the following sites or mobile apps that aggregate different news links in the _last week?_ Please select all that apply.

<3> Varlabel: Apple News (the app called News or the news stories that appear when you swipe right on an iPhone, iPad)  
<147> Newzit  

<7> Varlabel: Flipboard  
<148> NewsNow  

<11> Varlabel: Snapchat Discover (the section of Snapchat with branded content from brands like CNN, Cosmopolitan etc)  
<149> SmartNews  

<56> Varlabel: Upday (app available on many Android phones that aggregates news sources)  
<995 fixed> Other (open [Q10c_2016_other])  
[open] please specify
**Base: All**

**Question type: Single**

**#Question display logic:**

*If [Country] - US or UK or Germany or Denmark or Norway or Sweden or Finland or Italy or Spain or Ireland or France or Netherlands or Austria or Belgium - Flemish or Belgium - French or Switzerland - German or Switzerland - French or Japan or Canada - English or Canada - French or Australia or Republic of Korea, is selected [if Country in [2,1,4,5,22,23,6,7,8,12,3,18,17,19,192,24,242,9,25,252,11,26]] [Varlabel - In thinking about your online news habits, which of the following statements applies best to you? Please select one.]*

**[OPTQ11D] In thinking about your _online_ news habits, which of the following statements applies best to you? Please select one.**

<table>
<thead>
<tr>
<th>Option</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I mostly read news in text</td>
</tr>
<tr>
<td>2</td>
<td>I mostly read news in text but occasionally watch video news that looks interesting</td>
</tr>
<tr>
<td>3</td>
<td>I read text stories and watch video news about the same</td>
</tr>
<tr>
<td>4</td>
<td>I mostly watch video news and read text occasionally</td>
</tr>
<tr>
<td>5</td>
<td>I mostly watch video news</td>
</tr>
<tr>
<td>998</td>
<td>Don't know</td>
</tr>
</tbody>
</table>

*Note:* `<1 fixed>` and `<998 fixed xor>` denote fixed options, while `<88>` and `<999 fixed xor>` denote medium and don't know options, respectively.
Question type: Multiple
#row order: randomize
#Question display logic:
If [OPTQ11D] - I mostly read news in text or I mostly read news in text but occasionally watch video news that looks interesting, is selected [if OPTQ11D in [1,2]]

[OptQ11ai] You say you prefer to read news in text rather than watch online video… What are the main reasons for this? Please select all that apply.

<1> I find reading a quicker way to get the information I need
<2> I find reading gives me more control than video
<3> Videos don’t tend to add anything that is not in the text story
<4> I often can’t get them to play properly on my device
<5> Many have pre-roll advertisements which tend to put me off
<6> I would rather watch news on a bigger screen
<7> I don’t have access to sound (e.g. at work)
<8> I am concerned about the cost of access (e.g. via mobile)
<97 fixed> Other
<98 fixed xor> Don’t know

Question type: Multiple
#row order: randomize
#Question display logic:
If [OPTQ11D] - I mostly watch video news and read text occasionally or I mostly watch video news, is selected [if OPTQ11D in [4,5]]

[OptQ11bi] You say you prefer to watch online news video rather than read it in text… What are the main reasons for this? Please select all that apply.

<1> An engaging way to watch breaking news
<2> I find watching news easier than reading it
<3> I find moving pictures more engaging than photos/text
<4> I find video tells a more complete story than text
<5> I like to see people/personalities in the news
<6> I come across video more often than text (e.g. via social media feeds)
<97 fixed> Other
<98 fixed xor> Don’t know

Base: All
Question type: Multiple
#row order: randomize
[Varlabel - A podcast is an episodic series of digital audio files, which you can download, subscribe or listen to.
Which of the following types of podcast have you listened to in the _last month_? Please select all that apply.]

[Q11F_2018] A podcast is an episodic series of digital audio files, which you can download, subscribe or listen to.
Which of the following types of podcast have you listened to in the _last month_? Please select all that apply.
A podcast about news, politics, international events

A podcast about contemporary life (e.g. crime, societal issues)

A podcast about specialist subjects (e.g. science and technology, business, media, health, history)

A podcast about sport

A podcast about lifestyle (e.g. food, fashion, arts, literature, travel, fun, history)

I haven't listened to a podcast in the last month

Base: if Q11F_2018=1,2,3,4,5
Question type: Multiple
#row order: randomize
#Question display logic:
if Q11F_2018.has_any([1,2,3,4,5]) and Country in [1,2,23,3,4,11,25,252,26,8,22]
[Varlabel - Which of the following apps or websites do you mainly use to find and play

Base: All
Question type: Multiple
#row order: randomize #Columns: 2
[Varlabel - Which, if any, of the following have you used for _any purpose_ in the _last week_? Please select all that apply.]

[Q12A] Which, if any, of the following have you used for _any purpose_ in the _last week_? Please select all that apply.

<2> Varlabel:LinkedIn
<4> Varlabel:Twitter
<5> Varlabel:YouTube

Linkedln
Twitter
YouTube

<18> Varlabel:Snapchat
<40> Varlabel:Telegram
<42> Varlabel:WeChat

Snapchat
Telegram
WeChat
<table>
<thead>
<tr>
<th>Varlabel</th>
<th>Instagram</th>
<th>TikTok</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reddit</td>
<td></td>
<td>Nextdoor</td>
</tr>
<tr>
<td>Pinterest</td>
<td></td>
<td>Signal</td>
</tr>
<tr>
<td>WhatsApp</td>
<td></td>
<td>Discord</td>
</tr>
<tr>
<td>Line</td>
<td></td>
<td>Twitch</td>
</tr>
<tr>
<td>Facebook</td>
<td></td>
<td>Other</td>
</tr>
<tr>
<td>Facebook Messenger</td>
<td></td>
<td>Don’t know</td>
</tr>
<tr>
<td>LinkedIn</td>
<td></td>
<td>Snapcha</td>
</tr>
<tr>
<td>Twitter</td>
<td></td>
<td>Telegram</td>
</tr>
<tr>
<td>YouTube</td>
<td></td>
<td>WeChat</td>
</tr>
<tr>
<td>Instagram</td>
<td></td>
<td>TikTok</td>
</tr>
<tr>
<td>Reddit</td>
<td></td>
<td>Nextdoor</td>
</tr>
<tr>
<td>Pinterest</td>
<td></td>
<td>Signal</td>
</tr>
</tbody>
</table>

**Base: All**

**Question type:** Multiple

**#row order: randomize #Columns: 2**

**#Question display logic:**

if Q12A and not Q12A.has_any([998,999])

[Varlabel - Which, if any, of the following have you used for finding, reading, watching, sharing or discussing _news_ in _the last week_? Please select all that apply.]

**[Q12B]** Which, if any, of the following have you used for finding, reading, watching, sharing or discussing _news_ in _the last week_? Please select all that apply.
<15> Varlabel: WhatsApp
<16> Varlabel: Line
<1 fixed if 1 in Q12A and Country in [1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,192,20,21,22,23,24,242,25,252,26,29,28,282,30,31,32,33,27,35,36,34,37,38,39,392,40,402,]
Varlabel: Facebook
<50 fixed> Varlabel: Facebook Messenger

<17> Varlabel: Viber

Question type: **Single**
#Question display logic:
if 0  

**[Q12_Social_source]** hidden var to record the Q12 network

<1> Facebook  
<4> Twitter  
<7> Instagram  
<76> TikTok

Question type: **Multiple**
#Question display logic:
if 0  

**[Q12_Social_source_test]** hidden var to record the Q12 network

<1> Facebook  
<4> Twitter  
<7> Instagram  
<76> TikTok

Question type: **Rule**
#Show the number that the respondent has clicked: true
#Question display logic:
If [Q12_Social_source_test] - Facebook is selected [if 1 in Q12_Social_source_test]

**[Q12_Social_proportion_Facebook]** You said that you use **Facebook**... how much of what you see on your **Facebook** feed come from news outlets?  
Range: 0% 0 ~ 100 100%
**Question type:** Single
**#row order:** reverse
**#Question display logic:**
If [Q12_Social_source_test] - Facebook is selected [if 1 in Q12_Social_source_test]

[Q12_Social_rightsize_Facebook] ...and do you think that the amount of content you see from news outlets on Facebook is too much, about right, or not enough?

Response Option List: rightsize_list

---

**Question type:** Rule
**#Show the number that the respondent has clicked: true**
**#Question display logic:**
If [Q12_Social_source_test] - Twitter is selected [if 4 in Q12_Social_source_test]

[Q12_Social_proportion_Twitter] You said that you use Twitter... how much of what you see on your Twitter feed come from news outlets?

Range: 0% 0 ~ 100 100%

---

**Question type:** Single
**#row order:** reverse
**#Question display logic:**
If [Q12_Social_source_test] - Twitter is selected [if 4 in Q12_Social_source_test]

[Q12_Social_rightsize_Twitter] ...and do you think that the amount of content you see from news outlets on Twitter is too much, about right, or not enough?

Response Option List: rightsize_list

---

**Question type:** Rule
**#Show the number that the respondent has clicked: true**
**#Question display logic:**
If [Q12_Social_source_test] - Instagram is selected [if 7 in Q12_Social_source_test]

[Q12_Social_proportion_Instagram] You said that you use Instagram... how much of what you see on your Instagram feed come from news outlets?

Range: 0% 0 ~ 100 100%
Question type: Single
#row order: reverse
#Question display logic:
If [Q12_Social_source_test] - Instagram is selected [if 7 in Q12_Social_source_test]

[Q12_Social_rightsize_Instagram] ...and do you think that the amount of content you see from news outlets on Instagram is too much, about right, or not enough?

Response Option List: rightsize_list

Question type: Rule
#Show the number that the respondent has clicked: true
#Question display logic:
If [Q12_Social_source_test] - TikTok is selected [if 76 in Q12_Social_source_test]

[Q12_Social_proportion_TikTok] You said that you use TikTok… how much of what you see on your TikTok feed come from news outlets?

Range: 0% 0 ~ 100 100%

Question type: Single
#row order: reverse
#Question display logic:
If [Q12_Social_source_test] - TikTok is selected [if 76 in Q12_Social_source_test]

[Q12_Social_rightsize_TikTok] ...and do you think that the amount of content you see from news outlets on TikTok is too much, about right, or not enough?

Response Option List: rightsize_list

Base: All
Question type: Multiple
#row order: randomize

[Varlabel - During an _average week_ in which, if any, of the following ways do you share or participate in news coverage? Please select all that apply.]

[Q13] During an _average week_ in which, if any, of the following ways do you share or participate in news coverage? Please select all that apply.
Rate, like or favourite a news story

Comment on a news story in a social network (e.g. Facebook or Twitter)

Comment on a news story on a news website

Share a news story via email

Share a news story via social network (e.g. Facebook, Twitter, LinkedIn)

Share a news story via an instant messenger (e.g. WhatsApp, Facebook Messenger)

Vote in an online poll via a news site or social network

Take part in a campaign or group based around a news subject

Talk online with friends and colleagues about a news story (e.g. by email, social media, messaging app)

Talk with friends and colleagues about a news story (face to face)

None of these

Question type: Multiple
$row order: randomize #max number of choices: 3

[QMotivations_2022a] Which, if any, are the most important reasons for you, personally, to keep up with the news? Please choose up to three options.
It is important and useful for me personally
I have a duty to keep myself informed about the news
It is a good way for me to learn about new things
I find it is often entertaining and fun
It gives me something to talk about and share with others
Other (open [QMotivations_2022a_other]) [open] please specify
Don't know
None of these

Question type: Single

[Q1di_2017] Do you find yourself actively trying to avoid news these days?

Often
Sometimes
Occasionally
Never
Don't know

Question type: Multiple
#row order: randomize
#Question display logic:
If [Q1di_2017] - Often or Sometimes or Occasionally, is selected [if Q1di_2017 in [1,2,3]]

[Q1di_2017ii] Why do you find yourself actively trying to avoid the news? Please select all that apply.

The news has a negative effect on my mood
I am worn out by the amount of news there is these days
There is too much coverage of subjects like politics/coronavirus
The news is untrustworthy or biased
It leads to arguments I’d rather avoid
I don’t have the time for it
I don't feel like there is anything I can do with the information
The news is hard for me to follow or understand
Other (please specify) (open [Q1di_2017ii_other]) [open]
Don't know

Question type: Text

Now we’re going to ask a few questions about climate change.

Base: All
Question type: Single
[Varlabel - How serious a problem, if at all, do you think climate change is? ]
[C1_2020] How serious a problem, if at all, do you think climate change is?

- **<1>** Extremely serious
- **<2>** Very serious
- **<3>** Somewhat serious
- **<4>** Not very serious
- **<5>** Not serious at all
- **<998 fixed xor>** Don't know

Question type: Multiple
#row order: randomize

[C1_2022a] When it comes to climate change news, which of the following sources, if any, do you pay most attention to? Please select all that apply

- **<3>** Politicians and political parties
- **<1 fixed>** Major news organisations
- **<2 fixed>** Smaller or alternative news sources
- **<4>** Scientists/experts/academics
- **<5>** Celebrities/social media personalities/activists
- **<6>** Ordinary people
- **<7>** Television or film documentaries
- **<97 fixed>** Other (please specify) (open [C1_2022_other]) [open]
- **<99 fixed>** I don't pay attention to climate change
- **<98 fixed>** Don't know

Question type: Single
#row order: reverse

[QAdvocacy_2022] Thinking about the way news outlets cover climate change, which of the following statements best describes your view?

- **<1>** News outlets should reflect a range of views on climate change and leave it up to people to decide
- **<2>** News outlets should take a clear position in favour of climate change action
- **<3>** News outlets should take a clear position against climate change action
- **<98 fixed>** Don't know

Question type: Single
#row order: reverse
[C2_2022a] Thinking about news about climate change, which of the following statements best describes your view?

<1> News outlets should focus more on what governments or large companies should do

<2> News outlets should focus more on what individual people should do

<3 fixed> News outlets should not focus on either of these

<98 fixed> Don't know

#Question display logic:
if profile_GOR in [1,2,3,4,5,6,7,8,9,10,11]