

## Reuters Digital News Report Questionnaire 2017

{text if 0}

Base: All

{end text}

[Q1\_aNEW] {single} 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> More than 10 times a day

<2> Between 6 and 10 times a day

<3> Between 2 and 5 times a day

<4> Once a day

<5> 4-6 days a week

<6> 2-3 days a week

<7> Once a week

<8> Less often than once a week

<998> Don't know

{text if 0}

Base: All

{end text}

[Q1b\_NEW] {single} 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> More than 10 times a day

<2> Between 6 and 10 times a day

<3> Between 2 and 5 times a day

<4> Once a day

<5> 4-6 days a week

<6> 2-3 days a week

<7> Once a week

<8> Less often than once a week

<9> Less often than once a month

<10> Never

<998> Don't know

{exit status=screenout if Q1b\_NEW in [9,10]}

{page p\_intro}

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

{end page p\_intro}

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

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

[Q1d] {single} What is your **highest** level of education?

- <1> I am currently in school/full-time education
- <2> I did not complete secondary/high school
- <3> Secondary school, high school, baccalaureate or A-Levels
- <4> Professional qualification
- <5> Bachelor's degree or similar
- <6> Masters or Doctoral degree

[Q1NEW if Q1d==1] What is the **highest** educational level you **expect** to complete?

- <1> I will not complete secondary/high school
- <2> High school or baccalaureate or A-levels
- <3> Professional qualification
- <4> Bachelor's degree or similar
- <5> Masters or Doctoral degree
- <998> Don't know

[Q1di\_2017] {single} Do you find yourself actively trying to avoid news these days?

- <1> Often
- <2> Sometimes
- <3> Occasionally
- <4> Never
- <998> Don't know

[Q1dii\_2017 if Q1di\_2017 in [1,2,3]] {multiple order=randomize} You said that you find yourself trying to avoid news. Which, if any, of the following are reasons why you actively try to avoid news? Please select all that apply.

- <1> It can have a negative effect on my mood
- <2> Graphic images upset me
- <3> It disturbs my ability to concentrate on more important things
- <4> It consumes too much of my time
- <5> It leads to arguments I'd rather avoid
- <6> Can't rely on news to be true
- <7> I don't feel there is anything I can do about it
- <995 fixed> Other
- <997 xor fixed> Not applicable – I don't actively try to avoid news
- <998 xor fixed> Don't know

[Q1F if 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]] {single order=reverse(1)} 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

{text if 0}

Base: All

{end text}

[Q1Fi] {single order=reverse(1)} Please select the statement that best applies to you.

- <1> Almost all of my close friends share my views on politics
- <2> Most of my close friends share my views on politics
- <3> Around half of my close friends share my views on politics
- <4> Most of my close friends do not share my views on politics
- <5> Almost all of my close friends do not share my views on politics
- <6 fixed> I don't really know what most of my close friends think about politics
- <98> Don't know

{text if 0}

Base: All

{end text}

[Q2\_new2016] {grid roworder=randomize colorder=reverse(1)} How interested are you in the following types of news?

- [Q2\_new2016\_1] International news
- [Q2\_new2016\_2] Political news
- [Q2\_new2016\_3] News about my region, city or town
- [Q2\_new2016\_4] Business and economic news
- [Q2\_new2016\_5] Entertainment and celebrity news
- [Q2\_new2016\_6] Lifestyle news (e.g. food, fashion, travel, cooking, wellness)
- [Q2\_new2016\_7] Health and education news
- [Q2\_new2016\_8] Arts and culture news
- [Q2\_new2016\_9] Sports news
- [Q2\_new2016\_10] Science and technology news
- [Q2\_new2016\_11] News about crime, justice and security
- [Q2\_new2016\_13] Weird news (e.g. funny, bizarre, quirky)
- <1> Extremely interested

<2> Very interested  
<3> Somewhat interested  
<4> Not very interested  
<5> Not at all interested  
<998> Don't know

{text if 0}

Base: All

{end text}

[Q3] Which, if any, of the following have you used in the \_last week\_ as a \_source of news\_? Please select all that apply.

**SEE BRAND LIST**

[Q4 if Q3.has\_any([1,2,3,4,5,6,7,8,9,10,11,12,995]) and len(Q3)>1] You say you've used these sources of news in the \_last week\_, which would you say is your MAIN source of news?

**SEE BRAND LIST**

{page Q5\_intro}

We are now going to ask you about the brands you have used for news over the last week (meaning the last 7 days).<br><br>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)....<br><br>Later, we will ask you separately about brands you have used for news online (meaning any form of news access using the Internet).

{end page Q5\_intro }

[Q5A if TestQ5 and not November17TestActive] {multiple order=randomize} Which of the following brands have you used to access news **\*\*offline\*\*** in the last week (via **\*\*TV, radio, print, and other traditional media\*\***)? Please select all that apply.

**SEE BRAND LIST**

[Q5B if TestQ5 and not November17TestActive] {multiple order=randomize} 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.

**SEE BRAND LIST**

[Q5c\_2017 if not 998 in Q5B and not 999 in Q5B] {dyngrid roworder=randomize} You say you use the following brands for **\*\*online\*\*** news. In your experience, which of these is best for ...

-[Q5c\_2017\_1] Providing accurate and reliable news

-[Q5c\_2017\_2] Helping me understand complex issues

-[Q5c\_2017\_3] Providing strong viewpoints/opinions

-[Q5c\_2017\_4] Amusing or entertaining me

**SEE BRAND LIST**

{text if 0}

Base: All

{end text}

[Q6\_2016] {grid roworder=randomize} 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.<<br><br>>Please indicate your level of agreement with the following statements:

-[Q6\_2016\_1] {fixed=1} I think you can trust most news most of the time

-[Q6\_2016\_6] {fixed=1} I think I can trust most of the news I consume most of the time

<1> Strongly disagree

<2> Tend to disagree

<3> Neither agree nor disagree

<4> Tend to agree

<5> Strongly agree

{text if 0}

Base: All

{end text}

[Q6\_2016B] {grid roworder=randomize} 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

<1> Strongly disagree

<2> Tend to disagree

<3> Neither agree nor disagree

<4> Tend to agree

<5> Strongly agree

{text if 0}

Base: All

{end text}

[Q6\_2017] {grid} Please indicate your level of agreement with the following statements.

-[Q6\_2017\_1] The news media does a good job in helping me distinguish fact from fiction

-[Q6\_2017\_2] Social media does a good job in helping me distinguish fact from fiction

<1> Strongly disagree

<2> Tend to disagree

<3> Neither agree nor disagree

<4> Tend to agree

<5> Strongly agree

{page page\_Q6\_2017\_open\_split}

{

seeV1 = random(1,2)

}

{end page page\_Q6\_2017\_open\_split}

[Q6\_2017\_open\_v1\_agree if seeV1 == 1 and Q6\_2017\_1 in [4,5]] {open rows=4 cols=120 dk=1} You said that you agree that the news media does a good job in helping me distinguish fact from fiction. Why is that?

[Q6\_2017\_open\_v1\_disagree if seeV1 == 1 and Q6\_2017\_1 in [1,2]] {open rows=4 cols=120 dk=1} You said that you disagree that the news media does a good job in helping me distinguish fact from fiction. Why is that?

[Q6\_2017\_open\_v2\_agree if seeV1 == 2 and Q6\_2017\_2 in [4,5]] {open rows=4 cols=120 dk=1} You said that you agree that social media does a good job in helping me distinguish fact from fiction. Why is that?

[Q6\_2017\_open\_v2\_disagree if seeV1 == 2 and Q6\_2017\_2 in [1,2]] {open rows=4 cols=120 dk=1} You said that you disagree that social media does a good job in helping me distinguish fact from fiction. Why is that?

{text if 0}

Base: All

{end text}

[Q7] {multiple} Have you bought (paid for) a \_printed newspaper in the last week\_? (This could be an ongoing print subscription or one off payment for a physical copy). Please select all that apply.

<1> Yes, via newsstand or shop

<2> Yes, I have home delivery (for one or more days a week)

<3> Yes, from another source

<4 xor> No, I have not

<5 xor> Don't know

{text if 0}

Base: All

{end text}

[Q7a] {single} Have you paid for ONLINE news content, or accessed a paid for ONLINE news service \_in the last year\_? (This could be digital subscription, combined digital/print subscription or one off payment for an article or app or e-edition)

<1> Yes

<2> No

<3> Don't know

{text if 0}

Base: All who have accessed paid for online news content in the last year

{end text}

[Q7ai if Q7a==1] {multiple order=randomize} You said you have accessed paid for ONLINE news content in the last year... <<br/>> 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> I made a single \_one-off payment\_ to access a single article or edition
- <3> I made an \_ongoing payment\_ (subscription) for a digital news service – eg monthly, quarterly or annual payment
- <5> I pay for a print/cable/broadband/other subscription that also includes access to a digital news service
- <9> I have made a donation to support a digital news service
- <995 fixed> Other

{text if 0}

Base: All who have paid for online news content in the last year

{end text}

[Q7aiii if Q7a==1] {multiple order=randomize} You said that you paid for online news in the last year... Which types of news coverage were most important to your decision to pay? Please select all that apply.

- <1> Breaking news
- <2> Reporting on recent events
- <3> Comment and opinion
- <4> In-depth analysis or explanation
- <5> Amusing or entertaining content
- <6> News related to my work or profession
- <7> Specialist news about my hobbies or interests (e.g. sports)
- <8> Access to news archives
- <995 fixed> Other
- <998 xor fixed> Don't know
- <999 xor fixed> None of these

{text if 0}

Base: All who have paid for online news content in the last year

{end text}

[Q7aii if Q7a==1] {multiple order=randomize} You said that you have paid for online news in the last year... What are the most important reasons for this? Please select all that apply.

- <1> I want to help fund journalism
- <2> It allows me to access news from my smartphone or tablet
- <3> News you pay for is better than free news
- <4> My favourite news source does not allow free access
- <5> I like to consume news from a range of sources
- <6> I was offered a good deal
- <7> I like to have access to information that most people do not
- <8> I need particular information for my job
- <9> It was the only way I could access specialist information (e.g. sport, hobbies, other interests)
- <10> There were benefits from membership other than news access
- <11> It was cheaper than paying for offline access (e.g. print or TV)
- <12> I was able to pay for print and online access together
- <995 fixed> Other
- <998 xor fixed> Don't know
- <999 xor fixed> None of these

{text if 0}

Base: All who have not paid for online news in the last year

{end text}

[Q7aiv if Q7a==2] You said you have not paid for online digital content in the last year... How likely or unlikely would you be to pay in the next 12 months for online news from particular sources that you like?

- <1> Very likely
- <2> Somewhat likely
- <3> Somewhat unlikely
- <4> Very unlikely
- <5> Don't know

{text if 0}

Base: All who have not paid for online news content in the last year

{end text}

[Q7av if Q7a==2] {multiple order=randomize} You said that you have not paid for online news in the last year... Which type of news coverage would you be most willing to pay for in the next 12 months? Please select all that apply.

- <1> Breaking news
- <2> Reporting on recent events
- <3> Comment and opinion
- <4> In-depth analysis or explanation
- <5> Amusing or entertaining content
- <6> News related to my work or profession
- <7> Specialist news about my hobbies or interests (e.g. sports)
- <8> Access to news archives
- <995 fixed > Other
- <998 xor fixed > Don't know
- <999 xor fixed > I wouldn't be willing to pay anything for any of them

{text if 0}

Base: All who have not paid for online news content in the last year

{end text}

[Q7avi if Q7a==2] {multiple order=randomize} You said that you have not paid for online news in the last year... What are the most important reasons for this? Please select all that apply.

- <1> Making the payment will be too much hassle
- <2> I don't like using my credit card or bank details online
- <3> I can't afford it at the moment
- <4> I'm worried it will be difficult to cancel the payment
- <5> I'm not online enough
- <6> I don't own a smartphone or a tablet
- <7> I can get online news for free
- <8> Online news isn't worth paying for
- <9> I prefer to consume news offline (e.g. via TV, newspapers, etc)
- <10> I'm not interested enough in the news



<11> My favourite news source doesn't currently charge for access  
<995 fixed > Other  
<998 xor fixed > Don't know  
<999 xor fixed > None of these

{text if 0}

Base: all

{end text}

[Q7b\_2017] {multiple order=randomize} Thinking more generally, which of the following types of digital media (if any) have you paid for online in the last year?

- <1> One-off payment for music or audio files (e.g. iTunes)
- <2> Ongoing payment for music or audio (e.g. Spotify)
- <3> One off payment for film, TV, or video files (e.g. from iTunes)
- <4> Ongoing payment for on-demand film, TV, or video (e.g. Netflix)
- <5> Games, including in app purchases for cheats and collectibles (e.g. via a games console, smartphone, or tablet)
- <6> e-Books (e.g. for Amazon Kindle)
- <7> Smartphone or tablet apps (including in-app purchases)
- <8> Software for your desktop/laptop computer
- <9> A non-news website or online service (e.g. online dating)
- <10> Premium or members-only content on a particular non-news website
- <995 fixed> Other [Q7b\_2017\_other] {open}
- <998 xor fixed> Don't know
- <999 xor fixed> None of these

{text if 0}

Base: All

{end text}

[Q8A] {multiple} Which, if any, of the following devices do you <<u>ever</u>> use <<u>(for any purpose)</u>>? Please select all that apply.

- <1> Smartphone made by Apple (iPhone)
- <2> Smartphone by another manufacturer (e.g. Samsung, LG, HTC, Sony, Nokia Lumia, etc.)
- <3> Other internet connected phone (e.g. older Blackberry, Nokia feature phone etc.)
- <4> Laptop or desktop computer (at work or home)
- <5> Tablet Computer made by Apple (e.g. iPad, iPad Air or iPad mini)
- <6> Other tablet computer (e.g. Samsung Galaxy, Kindle Fire HD, Google Nexus etc.)
- <7> Ebook reader (e.g. other Kindle device, Kobo etc.)
- <8> Connected TV (a TV that connects to internet via set top box, games console, other box such as Apple TV etc.)
- <9> Smart TV (TV that connects to the internet directly without the need for any other box)
- <10> Smart watch or wristband that connects to the internet
- <11> Speaker than connects to internet (eg Amazon Echo)
- <999 xor fixed > None of these
- <998 xor fixed > Don't know

{text if 0}

Base: All

{end text}

[Q8B if Q8A.has\_any([1,2,3,4,5,6,7,8,9,10,11])] {multiple} Which, if any, of the following devices have you used to access news \_in the last week\_? Please select all that apply.

<1 if 1 in Q8A> Smartphone made by Apple (iPhone)

<2 if 2 in Q8A> Smartphone by another manufacturer (e.g. Samsung, LG, HTC, Sony, Nokia Lumia, etc.)

<3 if 3 in Q8A> Other internet connected phone (e.g. older Blackberry, Nokia feature phone etc.)

<4 if 4 in Q8A> Laptop or desktop computer (at work or home)

<5 if 5 in Q8A> Tablet Computer made by Apple (e.g. iPad, iPad Air or iPad mini)

<6 if 6 in Q8A> Other tablet computer (e.g. Samsung Galaxy, Kindle Fire HD, Google Nexus etc.)

<7 if 7 in Q8A> Ebook reader (e.g. other Kindle device, Kobo etc.)

<8 if 8 in Q8A> 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)

<9 if 9 in Q8A> Smart 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)

<10 if 10 in Q8A> Smart watch or wristband that connects to the internet

<11 if 11 in Q8A> Speaker than connects to internet (eg Amazon Echo)

<999 xor fixed > None of these

<998 xor fixed > Don't know

{text if 0}

Base: All who use any devices for news

{end text}

[UK8b6\_5] {single 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?

<1 if 1 in Q8B> Smartphone made by Apple (iPhone)

<2 if 2 in Q8B> Smartphone by another manufacturer (e.g. Samsung, LG, HTC, Sony, Nokia Lumia, etc.)

<3 if 3 in Q8B> Other internet connected phone (e.g. older Blackberry, Nokia feature phone etc.)

<4 if 4 in Q8B> Laptop or desktop computer (at work or home)

<5 if 5 in Q8B> Tablet Computer made by Apple (e.g. iPad, iPad Air or iPad mini)

<6 if 6 in Q8B> Other tablet computer (e.g. Samsung Galaxy, Kindle Fire HD, Google Nexus etc.)

<7 if 7 in Q8B> Ebook reader (e.g. other Kindle device, Kobo etc.)

<8 if 8 in Q8B> 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)

<9 if 9 in Q8B> Smart 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)

<10 if 10 in Q8B> Smart watch or wristband that connects to the internet

<11 if 11 in Q8B> Speaker than connects to internet (eg Amazon Echo)

<999 xor fixed > None of these

<998 xor fixed > Don't know

[OPT\_Q9a\_2017 if Q8B.has\_any([1,2,3,4,5,6])] {grid-check roworder=randomize transpose=True}

You say you have used the following to access news in the last week, in what location have you used these devices TO ACCESS NEWS? Select all that apply.

-[OPT\_Q9a\_2017\_1 if Q8B.has\_any([1,2,3])] Smartphone  
-[OPT\_Q9a\_2017\_2 if Q8B.has\_any([5,6])] Tablet  
-[OPT\_Q9a\_2017\_3 if Q8B.has\_any([4])] Desktop/Laptop  
<1> At home: Communal space (living room, kitchen etc.)  
<2> At home: Personal space (own room, study, bedroom etc.)  
<3> At home: In bed  
<4> At home: Bathroom/toilet  
<5> At work (office, shop, factory, etc.)  
<6> Whilst travelling, commuting on public transport  
<7> Whilst travelling, commuting in car or other personal transport  
<8> While out and about generally  
<998 xor fixed > Don't know

{page p\_Q10\_intro}

<<b>Now we're going to ask you questions about how you typically start your online news sessions.</b>>

{end page p\_Q10\_intro}

{page p\_Q10}

{text if 0}

Base: All

{end text}

[Q10] {multiple order=randomize} 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.

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

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

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

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

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

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

<7> Received a news alert on my mobile phone/tablet (e.g. via SMS, app, notification centre)

<995 fixed > Other [Q10\_other]{open}

<998 xor fixed > Don't know

<997 xor fixed (if 999 in Q3)> I haven't used online news in the last week

{end page p\_Q10}

{text if 0}

Base: Those who use a way of accessing news

{end text}

[Q10a\_new2017 if (Q10.has\_any([1,2,3,4,5,6,7,995])) and (len(Q10)>1)] Which of these was the **\*\*MAIN\*\*** way in which you came across news in the last week?

<1if 1 in Q10> Went directly to a news website or app (e.g. BBC News, Guardian, Mail online, Huffington Post)  
<2if 2 in Q10> Used a search engine (e.g. Google, Bing) and typed in a keyword for the name of a particular website  
<3if 3 in Q10> Used a search engine (e.g. Google, Bing) and typed in a keyword about a particular news story  
<4if 4 in Q10> Used a newsreader site or 'app' that aggregates news links (e.g. Flipboard, Apple News, SmartNews)  
<5if 5 in Q10> Used social media and came across news that way (e.g. Facebook, Twitter, Google+)  
<6if 6 in Q10> Got news via an email newsletter or email alert  
<7if 7 in Q10> Received a news alert on my mobile phone/tablet (e.g. via SMS, app, notification centre)  
<995 fixed if 995 in Q10> \$Q10\_other  
<998 xor fixed > Don't know

{text if 0}

Base: All

{end text}

[Q10c\_2016] {multiple order=randomize} 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.

**SEE BRAND LIST**

{text if 0}

Base: All

{end text}

[Q11] {multiple order=randomize} Thinking of the way you looked at news online <<u> (via any device)</u>> \_in the last week\_, which of the following ways of consuming news did you use? Please select ALL that apply.

<1 fixed> Looked at a list of news headlines (for example on the front page of a news website)

<2 fixed> Read news stories or articles

<3> Followed a \_live news page\_ within a website (short updates on a major news story listed in chronological order often including the best from social media)

<4> Read a news blog

<5> Looked at a sequence or gallery of pictures about news

<6> Viewed a news graphic (infographic)

<7> Watched an online news video (live, clip or programme)

<8> Listened to news audio online (live, clip or podcast/ programme)

<9> Looked at a list (e.g. a top 10)

<10> Used an "app" on my smartphone to access the news

<11> Used an "app" on my tablet to access the news

<995 fixed > Other [Q11\_other] {open}

<998 xor fixed > Don't know

<999 xor fixed > None of these

{text if 0}

Base: All

{end text}

[Q11a\_2017] Which type of \_news related\_ video (eg news, politics, sport, tech, entertainment, lifestyle) if any, have you watched online in the last week? Please select all that apply.

{module order=randomize}

[Q11a\_2017\_SocialMedia] {multiple order=randomize} Via Social Media (e.g. Facebook, Twitter, Snapchat)

<1> Short news video (less than 5 minutes)

<2> Longer news video (more than 5 minutes e.g. mini-documentary, feature, interview)

<3> Live news broadcast (e.g. Facebook Live, Periscope)

<999 xor fixed > I haven't accessed any news related videos on social media in the last week

[Q11a\_2017\_Video] {multiple order=randomize} Via YouTube, Vimeo or other video platform

<1> Short news video (less than 5 minutes)

<2> Longer news video (more than 5 minutes e.g. mini-documentary, feature, interview)

<3> Live news broadcast (e.g. YouTube Live stream)

<999 xor fixed > I haven't accessed any news related videos on video platforms in the last week

[Q11a\_2017\_WebAppService] {multiple order=randomize} On a news website, news app or other online service than contains news

<1> Short news video (less than 5 minutes)

<2> Longer news video (more than 5 minutes e.g. mini-documentary, feature, interview)

<3> Live news broadcast (e.g. streamed within a news website)

<999 xor fixed > I haven't accessed any news related videos on a news website, news app or other online service in the last week

{text if 0}

Base: All

{end text}

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

<1> I mostly read news in text

<2> I mostly read news in text but occasionally watch video news that looks interesting

<3> I read text stories and watch video news about the same

<4> I mostly watch video news and read text occasionally

<5> I mostly watch video news

<998 xor fixed > Don't know

[Q11F\_2017] {single} Thinking about pre-roll advertisements (adverts shown before videos) before news video online, what advert length would be fair for a 2 minute news video?

<1> Up to 5 seconds

<2> 6-10 seconds

<3> 11-15 seconds

<4> 16-20 seconds

<5> 21-25 seconds

<6> 26-30 seconds  
<7> 31 seconds or more  
<998 xor fixed > Don't know

{text if 0}

Base: All

{end text}

[Q12A] {multiple order=randomize columns=2} Which, if any, of the following have you used for \_any purpose\_ in the \_last week\_? Please select all that apply.

**SEE BRAND LIST**

[Q12B if Q12A and not Q12A.has\_any([998,999])] {multiple order=randomize columns=2} 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.

**SEE BRAND LIST**

[Q12Dii if 1 in Q12B] {single} You say you use Facebook for news. Which of the following statements applies best to you?

<1> I think of Facebook as a useful way of getting news  
<2> I mostly see news when I'm on Facebook for other reasons  
<998 xor fixed > Don't know

[Q12Cii if 4 in Q12B and Country != 26] {single} You say you use Twitter for news. Which of the following statements applies best to you?

<1> I think of Twitter as a useful way of getting news  
<2> I mostly see news when I'm on Twitter for other reasons  
<998 xor fixed > Don't know

[Q12Cii\_KOR if 39 in Q12B and Country == 26] {single} You say you use Kakao Talk for news. Which of the following statements applies best to you?

<1> I think of Kakao Talk as a useful way of getting news  
<2> I mostly see news when I'm on Kakao Talk for other reasons  
<998 xor fixed > Don't know

[OptQ12Fi if Q12B.has\_any([5])] {single} You say you use YouTube for news. Which of the following statements applies best to you?

<1> I think of YouTube as a useful way of getting news  
<2> I mostly see news when I'm on YouTube for other reasons  
<998 xor fixed > Don't know

{text if 0}

Base: all who used social media for news (any not 998 or 999 at q12b)

{end text}

[Q12D\_2017 if Q12B.has\_any([2,4,5,6,7,8,13,15,16,1,50,17,18,20,40,41,42,48,49,995])] {multiple order=randomize} Thinking about when you have used **\*\*social media for news\*\***... Which of the following (if any) have you done in the last year on any social network? Please select all that apply.  
<1> Deleted or blocked another user or organisation because of news they had posted or shared  
<2> Added, followed or become friends with a user or organisation because of news items they had posted or shared  
<3> Changed my settings so that I would see more news from a user or organisation  
<4> Changed my settings so that I would see less news from a user or organisation  
<998 xor fixed > Don't know  
<999 xor fixed > None of these

{text if 0}

Base: All who used social media for news in the last week (any not 998 or 999 at q12b)

{end text}

[Q12Fi\_2017 if Q12B.has\_any([2,4,5,6,7,8,13,15,16,1,50,17,18,20,40,41,42,48,49,995])] Thinking about when you have used **\*\*social media for news\*\***... Please indicate your level of agreement with the following statements.  
-[Q12Fi\_2017\_1] I often see news from outlets that I would not normally use  
-[Q12Fi\_2017\_2] I often see news stories that I am not interested in  
<1> Strongly disagree  
<2> Tend to disagree  
<3> Neither agree nor disagree  
<4> Tend to agree  
<5> Strongly agree

{text if 0}

Base: All who used search engines for news in the last week (Q10 = 2 OR 3)

{end text}

[Q12Fii\_2017 if Q10.has\_any([3])] {grid roworder=randomize} Thinking about when you have used **\*\*search engines to search for news topics\*\***... Please indicate your level of agreement with the following statements.  
-[Q12Fii\_2017\_1] My search results often contain links to news outlets I would not normally use  
-[Q12Fii\_2017\_2] My search results often contain links to news stories that are not related to what I searched for  
<1> Strongly disagree  
<2> Tend to disagree  
<3> Neither agree nor disagree  
<4> Tend to agree  
<5> Strongly agree

{text if 0}

Base: All who used aggregators for news in the last week (any not 998 or 999 at Q10c\_2016)

{end text}

[Q12Fiii\_2017 if not Q10c\_2016.has\_any([998,999])] {grid roworder=randomize} Thinking about when you have used **news aggregators**... Please indicate your level of agreement with the following statements.

-[Q12Fiii\_2017\_1] I often see news from outlets that I would not normally use

-[Q12Fiii\_2017\_2] I often see news stories that I am not interested in

<1> Strongly disagree

<2> Tend to disagree

<3> Neither agree nor disagree

<4> Tend to agree

<5> Strongly agree

{end module m\_Q12F}

[Q12Gi\_2017 if Q12B.has\_any([2,4,5,6,7,8,13,15,16,1,50,17,18,20,40,41,42,48,49,995])] {multiple} When using social media for news (e.g. Facebook, Twitter or You Tube) have you followed or subscribed to a channel/page of a politician or political party?

<1> Yes, I follow a politician or political party of the left

<2> Yes, I follow a politician of political party of the centre

<3> Yes, I follow a politician or political party of the right

<4 xor fixed > No, I don't follow any politician or political party via social media

[Q12Gii\_2017 if Q12Gi\_2017.has\_any([1,2,3])] {multiple order=randomize} You say you follow a politician or political party via social media, what are some of the reasons for this? Please select all that apply.

<1> I like a particular politician/political party

<2> I prefer to hear directly from a politicians/political party than have their views filtered by others

<3> I don't think the news media report the views of politicians/political parties fairly

<4> The mainstream news media tend to ignore the politician/party I follow

<5> These feeds provide me with more detailed information than I can get via the news media

<6> I want to show others who I support politically

<995 fixed > Other

<998 xor fixed > Don't know

{text if 0}

Base: All

{end text}

[Q13] {multiple order=randomize} 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.

<3> Rate, like or favourite a news story

<4> Comment on a news story in a Social Network (e.g. Facebook or Twitter)

<5> Comment on a news story on a news website

<6> Write a blog on a news or political issue

<2 fixed> Share a news story via email

<1 fixed> Share a news story via Social Network (e.g. Facebook, Twitter, LinkedIn)

<13 fixed> Share a news story via an instant messenger (e.g. WhatsApp, Facebook Messenger)



- <7> Post or send a news-related picture or video to a Social Network site
- <8> Post or send a picture or video to a news website/news organisation
- <9> Vote in an online poll via a news site or social network
- <10> Take part in a campaign or group based around a news subject
- <11> Talk online with friends and colleagues about a news story (e.g. by email, social media, instant messenger)
- <12> Talk with friends and colleagues about a news story (face to face)
- <999 xor fixed> None of these

[OPT\_Q13ai if not Q13.has\_any([1,2,4,5])] {multiple order=randomize} You said you do not share or comment on news stories. Why is that? Please select all that apply.

- <1> I do not feel I have anything to say/contribute
- <2> I am concerned about what others might think of me
- <3> I don't think that sharing/commenting can make a difference
- <4> I am not interested in commenting on/sharing news stories
- <5> Prefer to discuss news stories with people face-to-face
- <6> I am concerned about being criticised or abused online
- <7> I am concerned about my online privacy
- <995 fixed > Other [OPT\_Q13ai\_other] {open}
- <998 xor fixed > Don't know
- <999 xor fixed > None of these

[Q14\_2017] {grid roworder=randomize} Please indicate your level of agreement with the following statements.

- [Q14\_2017\_1] I feel that I have a pretty good understanding of the important political issues facing our country
- [Q14\_2017\_2] I consider myself well-qualified to participate in politics
- <1> Strongly disagree
- <2> Tend to disagree
- <3> Neither agree nor disagree
- <4> Tend to agree
- <5> Strongly agree

{text if 0}

Base: All

{end text}

[QAD1] {grid roworder=randomize} Thinking about advertising on news websites or news apps, to what extent do you agree or disagree with the following statements. <<br>> If you use an ad blocker, please answer this question assuming that you have it switched off.

- [QAD1\_1] I find the level of advertisements on news sites intrusive
- [QAD1\_2] I am prepared to see advertisements in exchange for free news
- <1> Strongly disagree
- <2> Tend to disagree
- <3> Neither agree nor disagree
- <4> Tend to agree
- <5> Strongly agree

{page p\_AdText1}

Recently it has become possible to install ad-blocking software to remove advertisements from news or other websites. Popular brands are Adblock and AdblockPlus and mobile downloads such as Crystal and Purify Blocker and mobile ad blocking browsers such as UC Browser, Brave, Ad Block browser for Android. <br><br>**\*\*For the following set of questions, please only think about the devices (e.g. laptop, smartphone etc.) that you personally own (i.e. not including those provided by work)...\*\***

{end page p\_AdText1}

[QAD2] {single} Have you **\*\*ever\*\*** downloaded software on any of your personal devices that allows you to block adverts on the internet (e.g. Adblock Plus)?

<1> Yes

<2> No

<998 xor fixed > Don't Know

[QAD3] {single} And do you **\*\*currently\*\*** use software on any of your personal devices (e.g. laptop, smartphone etc.) that allows you to block adverts on the internet (e.g. Adblock Plus)?

<1> Yes

<2> No

<998 xor fixed > Don't Know

[QAD4 if QAD3 == 1] {multiple} On which, if any, of the following personal devices do you **\*\*currently\*\*** use software that allows you to block adverts on the internet? Please select all that apply.

<1> Laptop or Desktop computer(s)

<3> Tablet computer(s) (e.g. iPad, Samsung Galaxy, Hudl etc.)

<4> Smartphone(s) (e.g. iPhone, Samsung, Nokia Lumia etc.)

<995 fixed > Other

<998 xor fixed > Don't know/ can't recall

[Opt\_QAD5 if QAD3 == 1] {multiple} You said that you currently use an ad-blocker... Have you ever temporarily turned off your ad-blocker in order to access something online?

<1> Yes, for a news website or news content

<2> Yes, for a non-news website or non-news content

<3 xor fixed > No, I have never turned off my ad-blocker

<998 xor fixed > Don't know

[Opt\_QAD5i if Opt\_QAD5.has\_any([1,2])] {multiple order=randomize} You said that you have turned off your ad-blocker temporarily... Why did you do this? Please select all that apply.

<1> It was the only way to view the website or content

<2> I was told that the website requires money from advertising to keep going

<3> The website or content did not display properly with the ad blocker enabled

<4> I wanted to see the adverts  
<995 fixed > Other [OPT\_QAD5i\_other] {open}  
<998 xor fixed > Don't know