

Annex 5

Measuring News Consumption and Attitudes
Annex 5 to Ofcom's advice to the Secretary of State
for Culture, Olympics, Media and Sport

By **Kantar Media**

Friday 29th June 2012

Contents

1.	Introduction	2
1.1	Background	2
1.2	Research overview and objectives.....	2
1.3	Report outline – demonstrating the research findings.....	4
2.	What is ‘news’?	5
2.1	‘News’ as a subjective entity.....	5
2.2	General interest in news and current affairs	6
2.3	Topics considered to be news.....	6
2.4	Personal interest in news topics	8
2.5	Wider societal importance of news topics	9
2.6	‘Hard news’ versus ‘soft news’	10
2.7	Following the news	11
3.	How is news consumed at a platform level?	15
3.1	Use of news platforms: overview	15
3.2	Television news consumption.....	18
3.3	Newspaper news consumption	24
3.4	Radio news consumption.....	31
3.5	Internet news consumption.....	35
4.	How is news consumed across platforms?	44
4.1	Platform consumption	44
4.2	How cross-media consumption translates to news providers.....	50
4.3	Positioning of news brands.....	54
5.	How does news inform and influence opinions?.....	62
5.1	A discussion of influence measurement	62
5.2	Summary of analysis of potential influence metrics.....	63
5.3	Conclusions on measuring influence	68
6.	Appendix 1 - Research methodology	69
6.1	Phase 1: Qualitative research	69
6.2	Phase 2: Quantitative survey	73
7.	Appendix 2 – Questionnaire	75
8.	Appendix 3 – Wholesale and retail classifications	98
9.	Appendix 4 – Aggregated Types.....	100

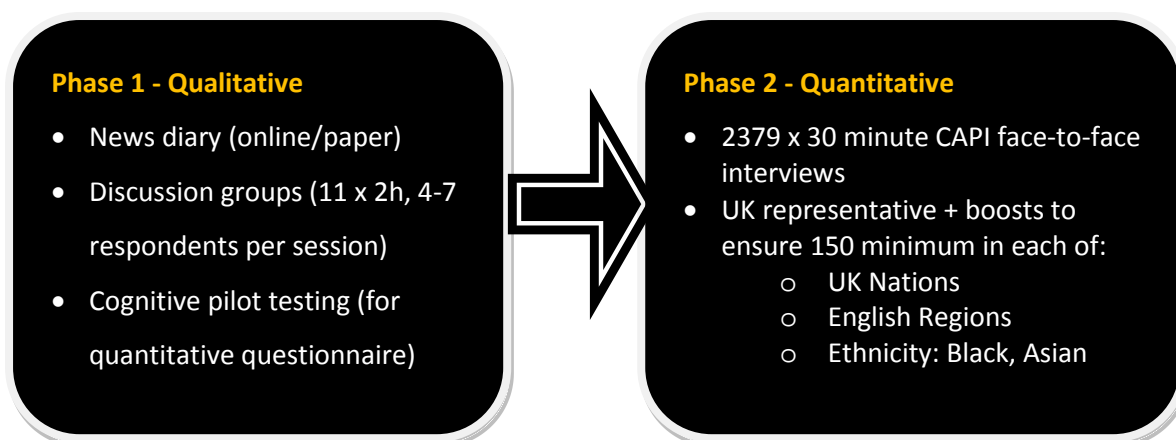
1. Introduction

1.1 Background

In December 2011, Kantar Media was commissioned by Ofcom to conduct an in-depth consumer research project on the subject of news. The brief stemmed from a request made by Jeremy Hunt MP, the Secretary of State for Culture, Olympics, Media and Sport to Ofcom, asking for advice on the feasibility of measuring media plurality across platforms¹.

1.2 Research overview and objectives

The research project we undertook consisted of two distinct phases:



Appendix 1 contains a full technical description of both phases of research.

We sought to answer a range of questions using a mixture of qualitative and quantitative methods.

These included:

News consumption and the role of different media

- How do people use news in general, and how do they choose between providers of news?
- What is the role of different media platforms in news provision? Are there perceived differences? What is the perceived relative importance of websites/online?
- Do people multi-source and if so, how, and from how many sources? What is the relative importance of each in informing opinions on social, political and economic issues?

¹http://www.culture.gov.uk/news/news_stories/8431.aspx

Informing people's opinions through news

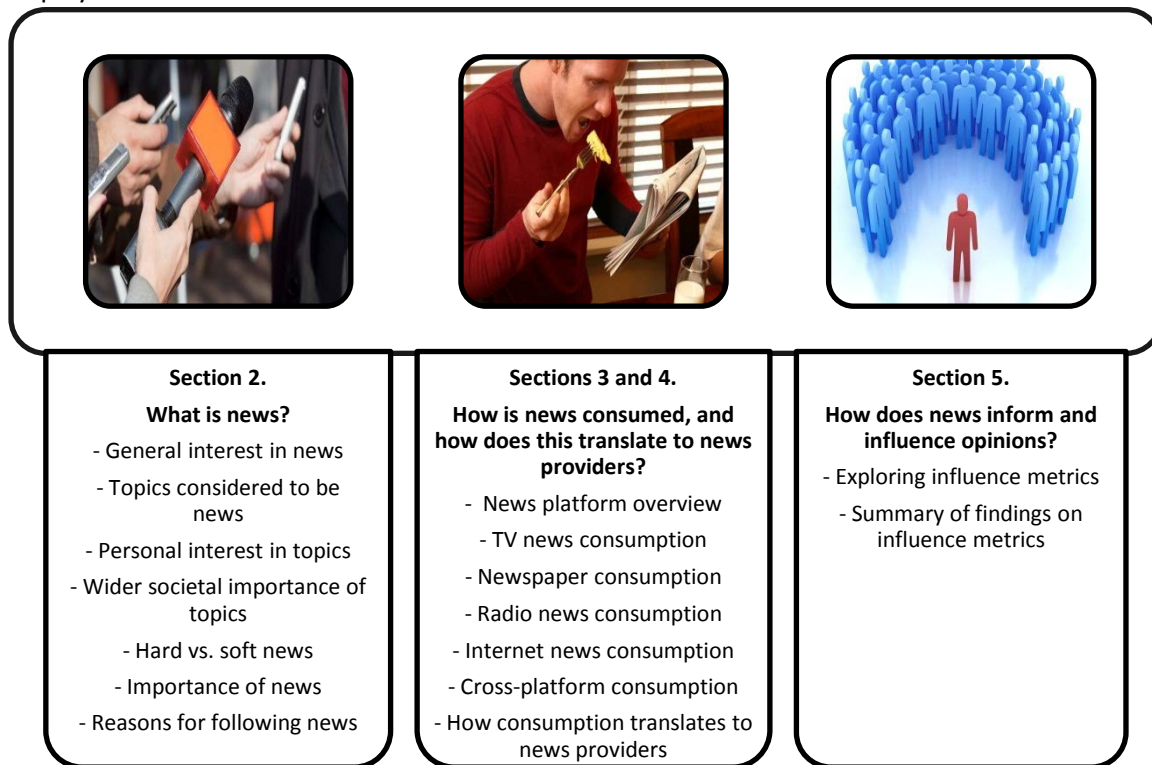
- What is the perceived role of different media brands/owners in news provision? Is the BBC perceived as different?
- Are some media brands/owners perceived to be more important in informing opinions on social, political and economic issues?
- What impact do trust, accuracy, and impartiality across different media platforms have on how people inform their opinions on social, political and economic issues in the UK?
- What are people's perspectives on the range, number and nature of the views expressed by the media?

The three core research objectives for the **Quantitative** research were as follows:

Provide a five-year update on core metrics from 2007 <i>New News, Future News</i> study	In 2007 we conducted a similar study for Ofcom, albeit with different core objectives. While some of the relevant content has been updated and improved to suit this study, we draw upon comparisons wherever possible throughout this report.
Update consumption metrics from previous 'Public Interest Test'	In 2010 we undertook an Omnibus study measuring platforms and specific sources used for news. The project was designed to feed into the public interest test as a result of News Corporation's proposed takeover of BskyB. An important part of this new study was to seek and implement certain improvements to the consumption metrics that were used.
Seek to understand/measure the influence of news on people's opinions	Influence is a highly complex, sensitive and subjective area in relation to news. However, a core challenge of the research was to establish questions and analysis that could serve as proxies for influence, and explore how they can be used effectively alongside consumption measures.

1.3 Report outline – demonstrating the research findings

The findings that are documented throughout this report are split into three core sections, stemming from the research objectives outlined above. The key topics covered within each are displayed below:



Each section of the report will focus primarily on the findings from the quantitative phase. For each specific area, we outline the main overall findings, followed by any key findings or significant differences of interest (at the 95% level², unless indicated otherwise) among certain groups. These include:

1. **Demographics** – gender, age, socio-economic group, working status³
2. **Nations and regions** – nine English governmental regions (GOR) and four UK nations (England, Scotland, Wales, Northern Ireland)
3. **Trends since 2007** (i.e. comparisons with *New News*, *Future News*)

The findings from the qualitative stage are incorporated throughout, to provide background context, and for additional support to the quantitative data (including direct quotes from respondents that relate to the relevant subject area).

² A 95% confidence level indicates that if the survey were repeated, in 95 out of every 100 times our conclusions would be substantiated.

³ Ethnic Minority groups were represented within the survey sample and minimum quotas were set to ensure we had minimum base sizes of 150 respondents for Asians and Black Africans/Black Caribbean's. Ofcom is aware of the limitations of analysis of such broad categorisations, but surveying ethnic groups with greater representation would be prohibitive in terms of cost. Given there are no internal quotas for sub categories we have chosen not to report on these groups within this report.

2. What is 'news'?

2.1 'News' as a subjective entity

In order to provide a detailed understanding of what is encapsulated by the concept of 'news', the qualitative phase of the research examined four key inter-related aspects: *what* it actually is (i.e. what it means to people), *why* it is consumed, *how* it is consumed, and by what *types of consumer*. This highlighted that 'news' means very different things to different people and has no single definition. In the discussion groups this topic was initially approached at a general level to achieve an unprompted view of what people consider to be news, and was followed by consideration of particular topics that might be viewed as news. These ranged from traditionally 'hard' news topics such as politics, the economy, and crime, to 'softer' areas such as entertainment, celebrity gossip, and human interest stories.

Participants produced a variety of definitions, covering: raw *information* in the form of facts and figures, keeping up to date what's *happening* at the moment, a range of *topics*, content that is simply *new*, and issues of *relevance* (spanning personal, community, regional, national, and even global levels). News can relate to an issue that has a personal impact through to wider societal impact and beyond, as illustrated in the following comments:

"Just what is going on, what is happening in the world... not just around you." (55+, Cardiff)

"I guess it's up to date things that are going on that might affect you...I don't even know that they even have to affect you. I mean things out in Afghanistan... won't affect us directly, but it's still news." (35-54, London)

The illustration that follows highlights the broad array of definitions that arose in discussion.

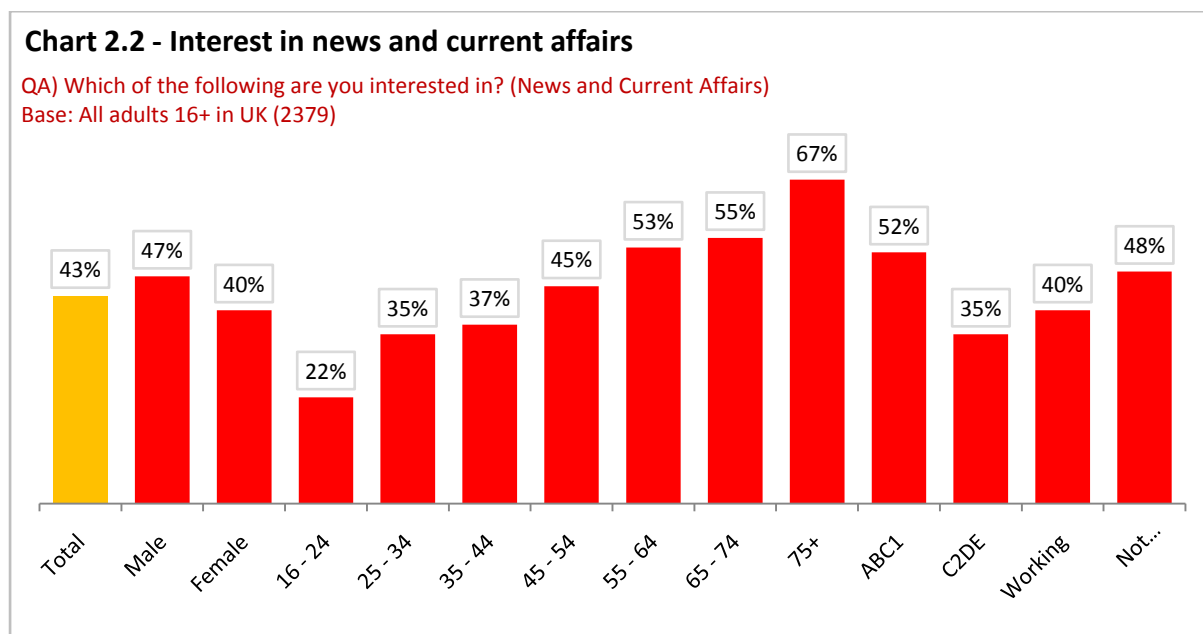


2.2 General interest in news and current affairs

“A lot of people wouldn’t really have a clue what is going on in politics or economics, they’re just happy enough dabbling along, just learning about celebrities and things... because it’s more interesting” (18-24, Belfast)

Our quantitative survey first gauged the basic level of interest in ‘news and current affairs’, presenting it alongside nine other general topics. News and current affairs ranks fifth out of the topics asked, with 43% of all UK adults saying they are interested in it – compared to music (59%), film and cinema (48%), books (45%), and sport (44%).

The chart below shows the general interest in news and current affairs among specific demographic groups. Older age groups are more likely to be interested in news in general, ranging from 22% of those aged 16-24 to 67% of those aged 75+. In addition, interest is significantly higher among men (47% v women 40%), ABC1s (52% v C2DEs 35%) and those not in paid work (48% v 40% not in work).

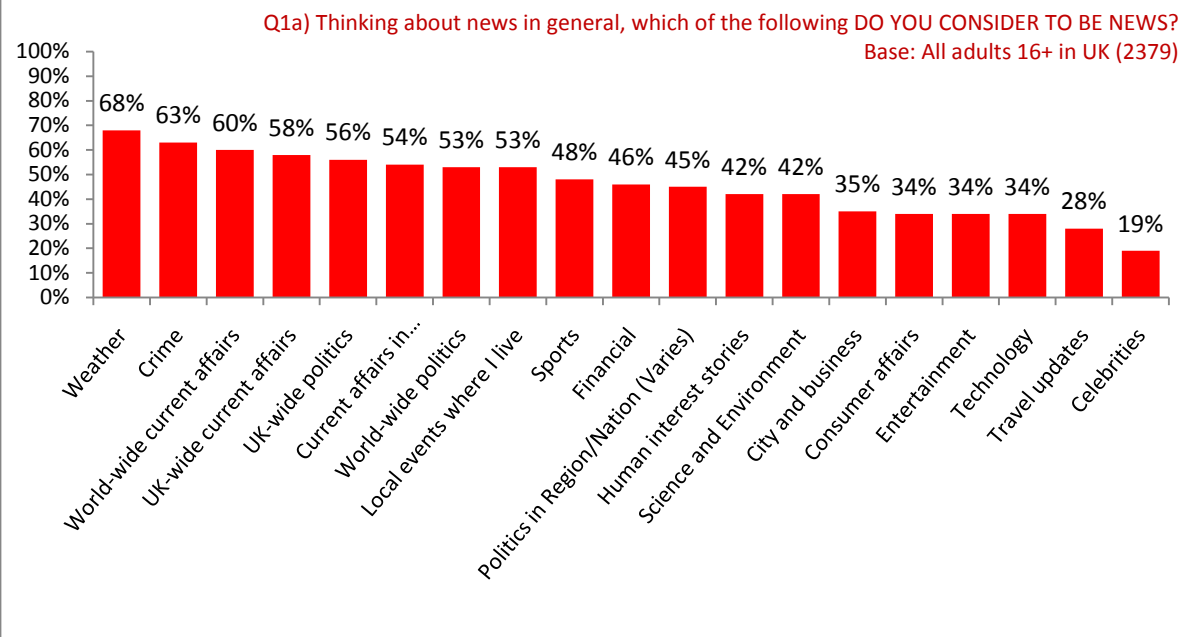


Compared to 2007, interest in news and current affairs has fallen from 55% to 43%. Previously, this genre was of second-highest interest, after music. However, it is important to note that the wording of the question changed slightly in 2012, with an expanded list of interests, so some of the reduction in interest may be due to methodological changes.

2.3 Topics considered to be news

Respondents were prompted with a comprehensive list of topics, ranging from world-wide politics to celebrities, and asked to identify the ones that they personally considered to be news. But opinions vary; other than the weather, the topics that most people consider to be news include crime (63%), world-wide current affairs (60%) and UK-wide current affairs. Of all of the topics listed, celebrity news was least likely to be considered a news topic (19%).

Chart 2.3 - Topics considered to be news



- Women are significantly more likely to consider celebrities (23%), human interest stories (46%), regional current affairs (57%), local events (58%) and weather (70%) as news.
- Men are more likely to consider city and business (38%), financial (49%), sports (62%), technology (43%) and science and environment (45%) as news.
- People aged 75+ have lower consideration of world-wide politics (44%) and current affairs (50%) as topics of news. Also, compared to other age groups; they are much more likely to consider local events and regional current affairs as news (58% for both).
- 16-24s are more likely to consider celebrities (29%) and entertainment (41%) as news than most other age groups.
- ABC1s are significantly more likely than C2DEs to cite all topics as news, with the exception of entertainment (which has similar levels for both – 33% and 34% respectively).
- For current affairs and politics, those in England were asked about their region, while those in Scotland, Wales and Northern Ireland were asked about their specific nation. Those in the nations were significantly more likely to consider both these topics as news compared to those in England, although there are no significant differences among the three nations. This is displayed in the following table:

Table 2.3 - Topics considered as news - by nation

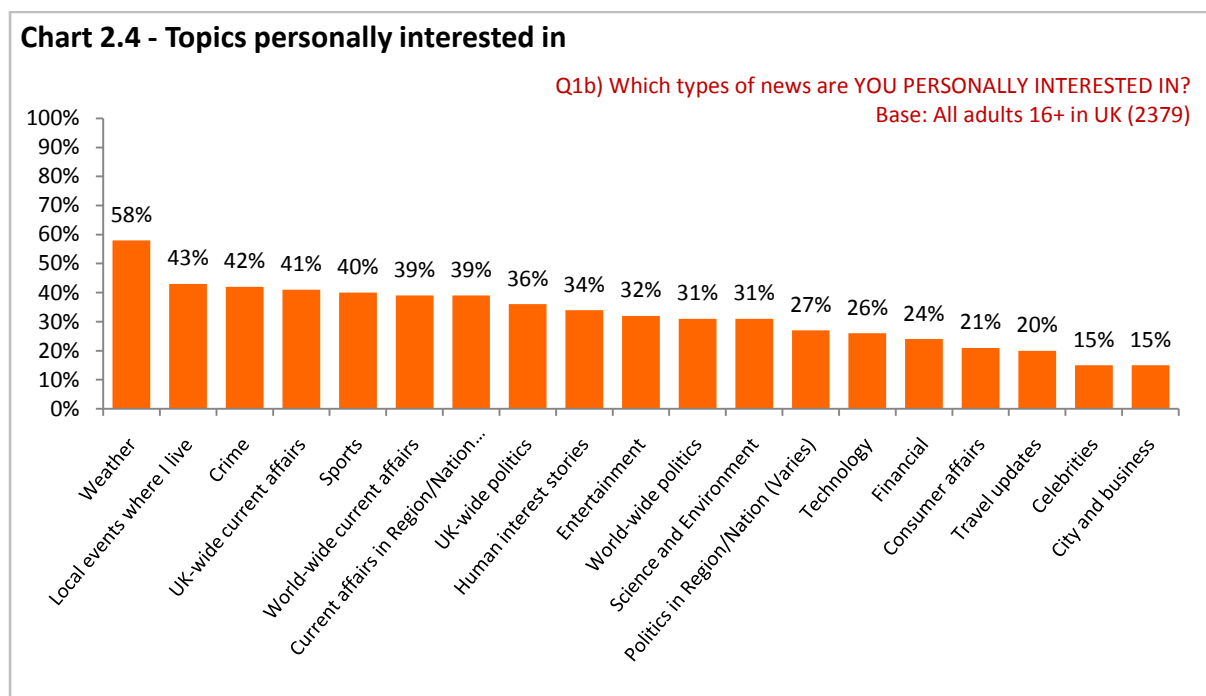
Thinking about news in general, which of the following do you consider to be news?	Politics in <Nation or Region>	Current affairs in <Nation or Region>
England <Region>	41%	51%
Scotland <Nation>	64%	74%
Wales <Nation>	67%	70%
Northern Ireland <Nation>	65%	73%

Base: All adults 16+ in UK (2379)

People in London are less likely than in several regions to define regional current affairs (39%) and local events (39%) as news⁴.

2.4 Personal interest in news topics

We also asked about personal interest in these topics. Other than the weather, local events (43%) and crime (42%) are the topics of news most-cited as topics of personal interest. From the prompted list, city and business news and celebrities have the lowest personal interest at 15%.

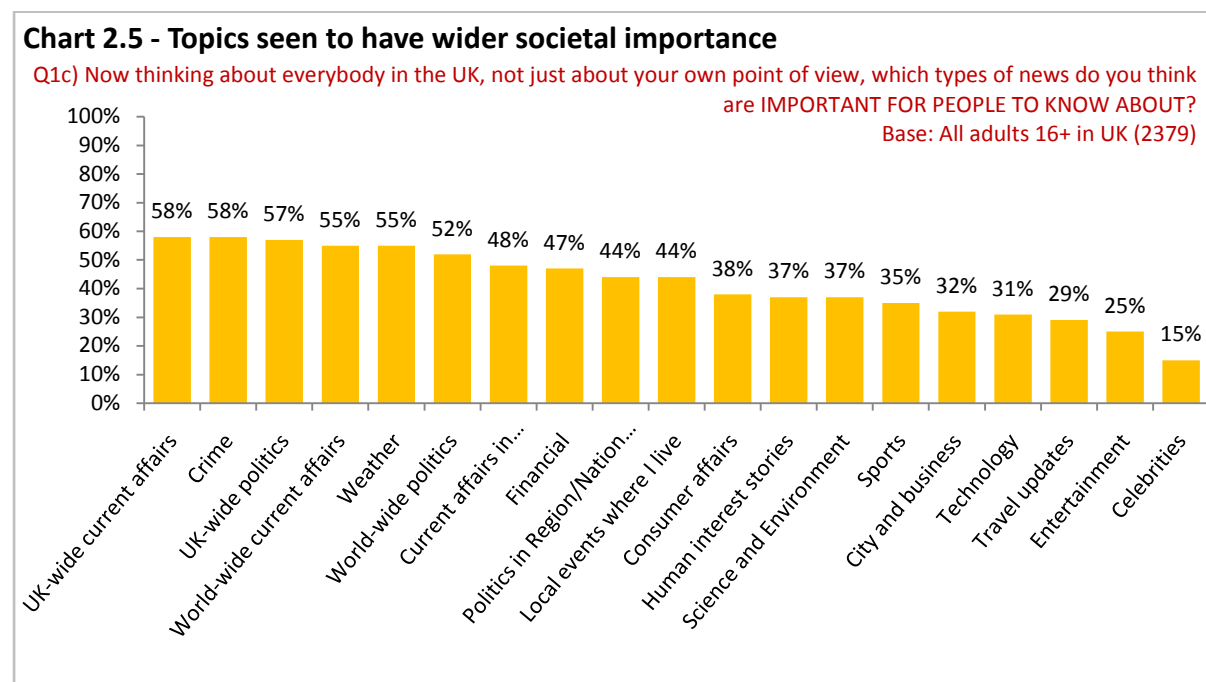


⁴ Direct comparisons with the 2007 data are not possible in this area, due to wording changes in the 2012 survey. For example, a change was made from 'current events' to 'current affairs'.

- Women are significantly more likely than men to be interested in celebrity news (21% v 8%). This also applies to entertainment (35%), human interest (42%), regional current affairs (41%), local events (49%), crime (45%), travel updates (22%) and weather (63%).
- Men have more interest in city and business (20%), politics in general (38%), financial (31%), sports (59%), technology (37%) and science (35%).
- 16-24 year olds are less interested in most 'serious news' categories. For example, although they classify politics and current affairs as news topics, they don't have a particularly strong interest in them.
- The older age groups, in particular those aged 75+, are much more interested in local events (58%) and regional current affairs (47%) than others.
- As before, people in England were asked about current affairs and politics in their region, whereas those in Scotland, Wales and Northern Ireland were asked about their specific nation; the latter have much higher personal interest in both nation-based politics (50% in Scotland, 43% in Wales, and 48% in Northern Ireland) and current affairs (59% in Scotland, 58% in Wales, and 59% in Northern Ireland). This compares to 23% for regional politics and 35% for regional current affairs in England.
- People in London (31%) and the South East (35%) have less interest in local and regional news than people in other English regions.

2.5 Wider societal importance of news topics

We also asked a question relating to wider societal importance; i.e. which topics respondents think are important for people to know about. Respondents' views of what is important for wider society differ to what we have seen for the previous two questions, with more 'serious' news topics such as UK-wide current affairs (58%), crime (58%) and UK-wide politics (57%) gaining more responses. The results for all topics are shown in the following chart:



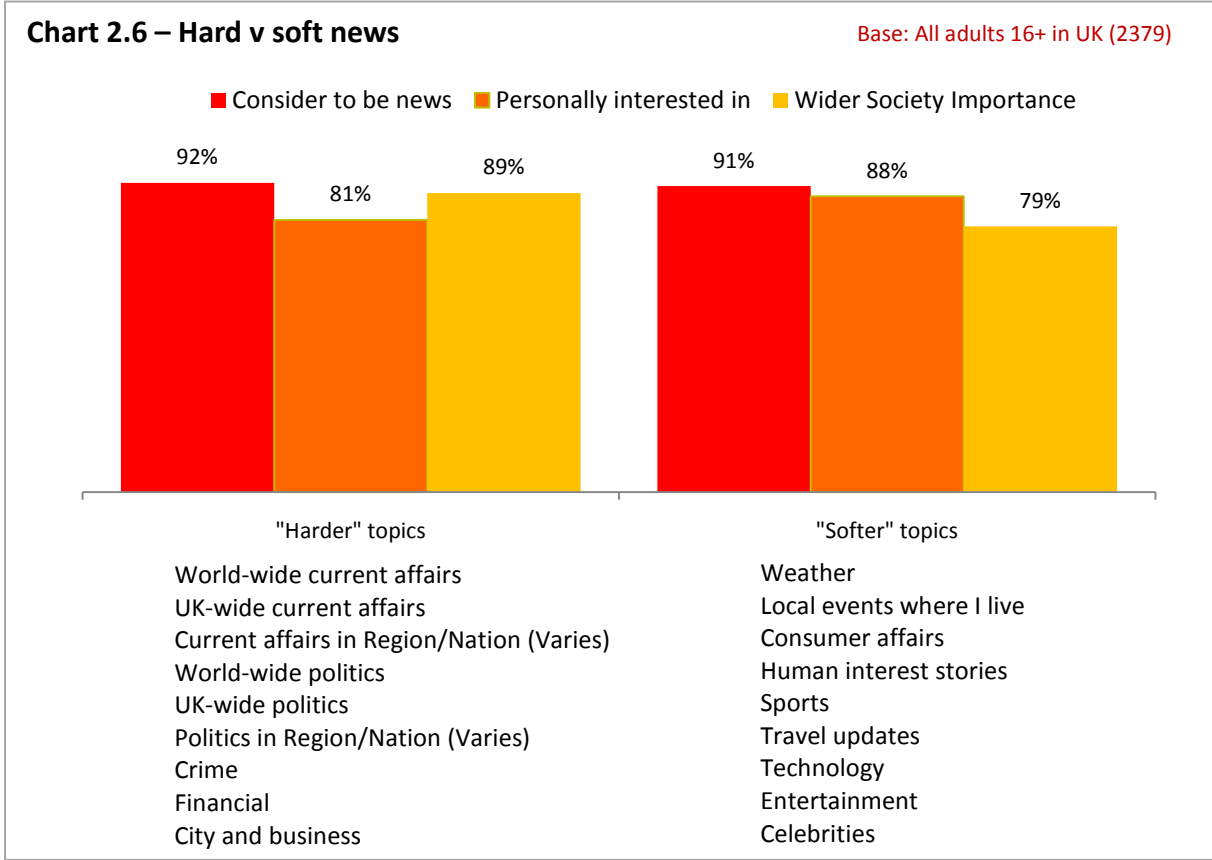
- There are similar differences by gender for the other questions covered. Crime (61%), human interest stories (39%), regional current affairs (50%) and local events (46%) are seen as topics of higher societal importance by women. Sport (39%) is considered higher by men.
- There are very few significant differences in terms of age, but 16-24 year olds are less likely to see current affairs as important (48% world-wide, 51% UK, and 37% regional) than other age groups.
- ABC1s and those in paid work are more likely than C2DEs and non-workers to name the majority of topics as things that people should know about.
- Again, people in England were asked about their region, whereas those in the nations were asked about their nation. Those in Northern Ireland are much less likely to see the wider societal importance of political news and current affairs from their country (29% compared to 52% in Scotland and 51% in Wales). UK-wide current affairs is more likely to be seen as a topic that people should know about in Wales (64%) than in the other nations.
- Local events (33%) and regional current affairs (37%) are ranked less important by respondents in London than by those in most other English regions.

2.6 'Hard news' versus 'soft news'

The qualitative research highlighted that people see a key distinction between 'hard' and 'soft' news. For many people, 'hard' news is a more difficult and serious proposition than 'softer' content. 'Hard' news is seen to encompass heavy, serious, abstract, and often complex issues. These may be difficult for some people to understand, and others may just see them as uninteresting. Certain ongoing stories may appear to have no impending resolution and so may lead to disengagement. At the time of the qualitative research, a topical example was the Eurozone economic crisis. For many participants, this story was extremely complex to follow and understand, and perceived by many as 'hard work'. Cases such as these can result in an active avoidance of 'hard' news content. Nevertheless, there remains a broad recognition that such issues could affect everyone, and are therefore important. At the other end of the spectrum, 'soft' news encompasses light-hearted, human interest stories as well as celebrity news and gossip.

In order to get a clear picture of how the three questions covered by the quantitative research (topics considered to be news, personal interest in topics, and wider societal importance of topics) differ in comparison to each other, we created the classifications of 'harder' and 'softer' news by grouping the majority of topics into each category ('net' figures). This is fairly subjective, as some topics could be considered as either, in different contexts. However, the groupings used show interesting results:

- Both 'harder' and 'softer' classifications of news are equally considered as topics of news, with over 9 in 10 people rating them as such.
- The 'harder' topics are both equally regarded as news (92%) and seen as important to wider society (89%), but have slightly lower levels of personal interest (81%).
- 'Softer' topics have higher personal interest than wider societal importance (88% v 79%).



2.7 Following the news

As well as general interest in news and current affairs (outlined in Section 2.2), we assessed the collective importance of following news by asking respondents to indicate the extent to which they agree with the statement *“I think it's important to keep up to date with news and current affairs”*. The majority of UK adults (89%) agree with this statement (66% strongly agree). This figure is consistent with the responses to the same statement in 2007 (90%).

Despite the importance placed on keeping up with news and current affairs, this doesn't necessarily translate to claimed behaviour, as demonstrated by agreement levels for the other statement: *“I follow the news only when something important or interesting is happening”*. 38% of UK adults agree with this statement (17% strongly agree). This is significantly higher than in 2007 (32%).

Table 2.7 – Agreement with statements

Agreement on statements	I think it's important to keep up to date with news and current affairs	I follow the news only when something important or interesting is happening
Strongly agree (5)	66%	17%
Slightly agree (4)	23%	21%
Neither agree nor disagree (3)	6%	10%
Slightly disagree (2)	4%	20%
Strongly disagree (1)	2%	32%
Mean Score	4.5	2.7

Base: All adults 16+ in UK (2379)

There are some differences by demographics:

For the statement: *“I think it's important to keep up to date with news and current affairs”*:

- 84% of 16-24 year olds agree, although this is significantly lower than for most other age groups; it compares to 91% for 55+ year olds.
- Agreement is significantly higher for ABC1s (93%) than C2DEs (85%).

For the statement *“I follow the news only when something important or interesting is happening”*.

- Agreement is significantly higher for 16-24s (55%) compared to 55+ year olds (27%).
- C2DEs are more likely to agree (46%) than ABC1s (30%).
- Those in paid work (40%) are more likely to agree than those who are not (35%).
- Those in Scotland (29%) are less likely to agree than those in England (39%) and Wales (42%).

Despite the fact that following news is somewhat dependent on interest in particular issues and stories, 95% of the UK population claim to follow the news in one way or another. Of the 5% of people who say they don't follow the news:

- 40% are under 35 years old
- There are proportionately more women (53%) than men (47%)
- 84% are C2DE, and 54% are in paid work

2.7.1 Motivations for following the news

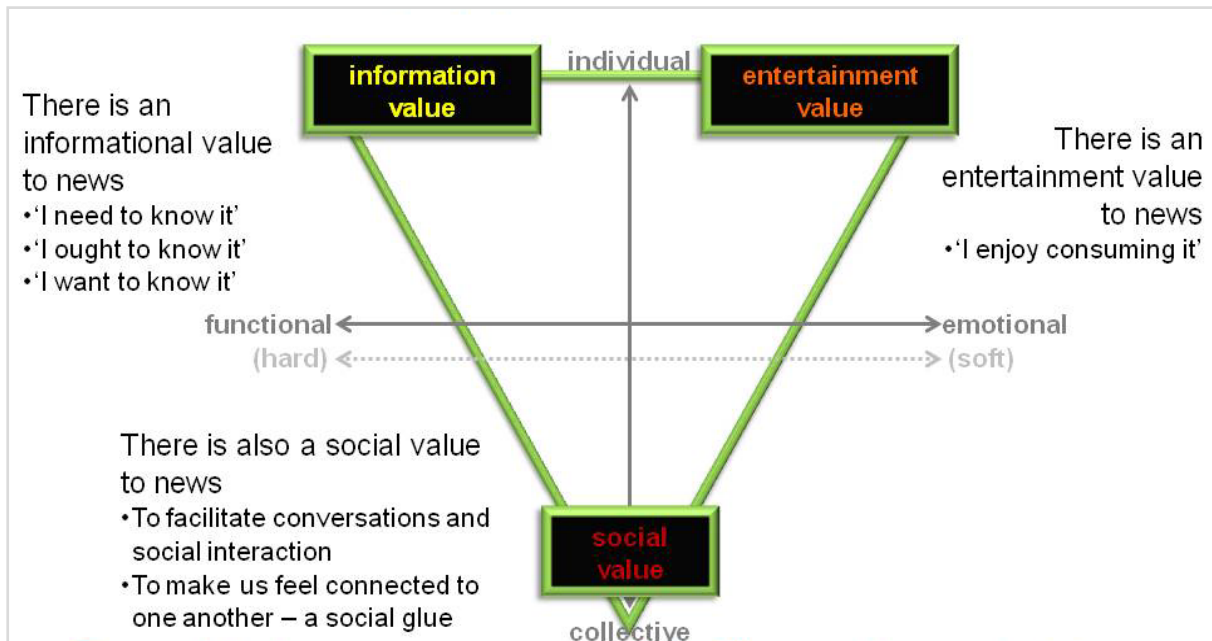
One of the core areas covered by our qualitative investigation was *why* people choose to consume news. The group discussions uncovered a range of motivations, with news providing social, informational and entertainment value. The informational value of news is seen to be underpinned by the desire of participants to remain informed and up to date. There were indications that this is particularly associated with more functional, 'hard' news content, covering social, political, and economic issues. News was also seen by some to include an entertainment value, more readily associated with 'softer' content. For these people there appears to be more of a straightforward enjoyment and even escapism in consuming such content, as illustrated in the following comments:

“I used to get the News of the World... but for the gossip! It's just light hearted.” (55+, Cardiff)

“I go the Daily Mail website a lot, mostly for celebrity things. That is not what I take seriously.” (35-54, London)

The informational and entertainment values of news may be seen to converge in a more collective, social value. Indeed, some of the participants claimed to actively follow news in an effort to facilitate conversations with others and, in some cases, to appear informed. This corresponds with a general recognition of news as a common topic of conversation, which provides 'social glue.' The social value of news can encourage people to follow certain stories that require some level of knowledge or opinion.

Chart 2.7.1 – The value of news



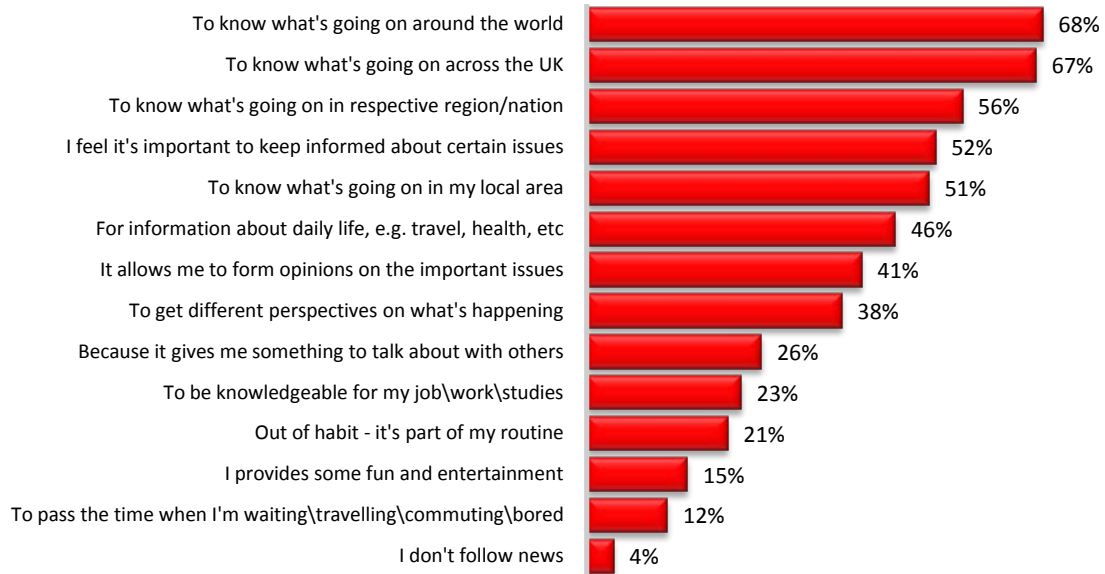
As motivations for following the news differ by person, our quantitative research set out to expand on learnings from the qualitative discussions, and gauge the relative levels, by providing a pre-coded list. The main reasons why people follow the news show a distinct geographical pattern. These range from a broad worldwide perspective and narrow to a more local interest.

The main reasons for following the news cited are “to know what’s going on across the world” (68%) and “to know what’s going on across the UK” (67%). Just over half (56%) say they follow news to know what’s going on in their region or nation.

People also follow the news “to get different perspectives on what’s happening” (38%), and “because it allows me to form opinions on important issues” (41%) which indicates that some people actively multi-source to get a balanced viewpoint.

Chart 2.7.3. Reasons for following news

Q2) Thinking about some of the reasons people might have for following news, which of these reasons apply to YOU?
Base: All adults 16+ in UK (2379)



- Women are significantly more likely than men to say they follow news to know what's going on in their respective region/nation (58% v 53%) and in their local area (54% v 48%).
- 16-24 year olds make fewer mentions than other age groups of a number of reasons (including *the need to follow news to gain different perspectives* and *information for opinion-forming*). They are more likely than over-55s to claim that they follow the news "to pass the time when waiting/travelling/commuting/bored" (18% compared to 8%).
- C2DEs are significantly less likely than ABC1s to mention following the news for all the reasons listed.
- The responses for following news in order to *know what's going on in their region/nation* (depending on nation) is consistent with the findings on topics of interest: those in England show less interest in regional news than do the nations in their particular country. *Following the news to know what's happening in their nation* is higher in Northern Ireland, at 80%, than in the other two nations (68%). Overall, this is the highest-ranking reason given for following the news in Northern Ireland.
- Those in Scotland are less likely than those in other nations to mention following the news because they feel *it's important to keep informed about certain issues*. Those in Northern Ireland are more likely (68%) than those in England (52%) or Scotland (42%) to follow news for this reason.

The top three reasons for following the news remain the same as in 2007. However, motivations that have increased overall are: *being informed on certain issues* (2012 - 52% v 2007 - 26%), for *information about daily life* (2012 - 46% v 2007 - 37%), and for getting *different perspectives on what's happening* (2012 - 38% v 2007 - 29%).

3. How is news consumed at a platform level?

3.1 Use of news platforms: overview

This section is primarily based on the key usage metrics for platforms and sources (from the quantitative survey), including cross-platform reach. It should be noted that these are all claimed measurements, based on pre-coded lists, with the ability for respondents to specify additional news sources if not listed. Any comparisons with official industry data should be treated with caution for a variety of reasons:

- Methodological differences – consumption metrics derived from this research are claimed (in contrast to BARB and UKOM which are measured)
- Time period differences – ‘nowadays’ in this survey versus recency (‘average issue readership’) for newspapers
- Context of survey – sources specifically used for news (as defined by the respondent), rather than wider use of media.

Before focusing on individual platforms, it is worth showing an overview of the four main platforms (television, newspapers, radio and internet) in terms of news reach across all adults in the UK. As demonstrated below, 95% of all UK adults claim to follow the news via at least one of these platforms. TV has the highest reach at 85%, followed by newspapers and radio with 53% each.

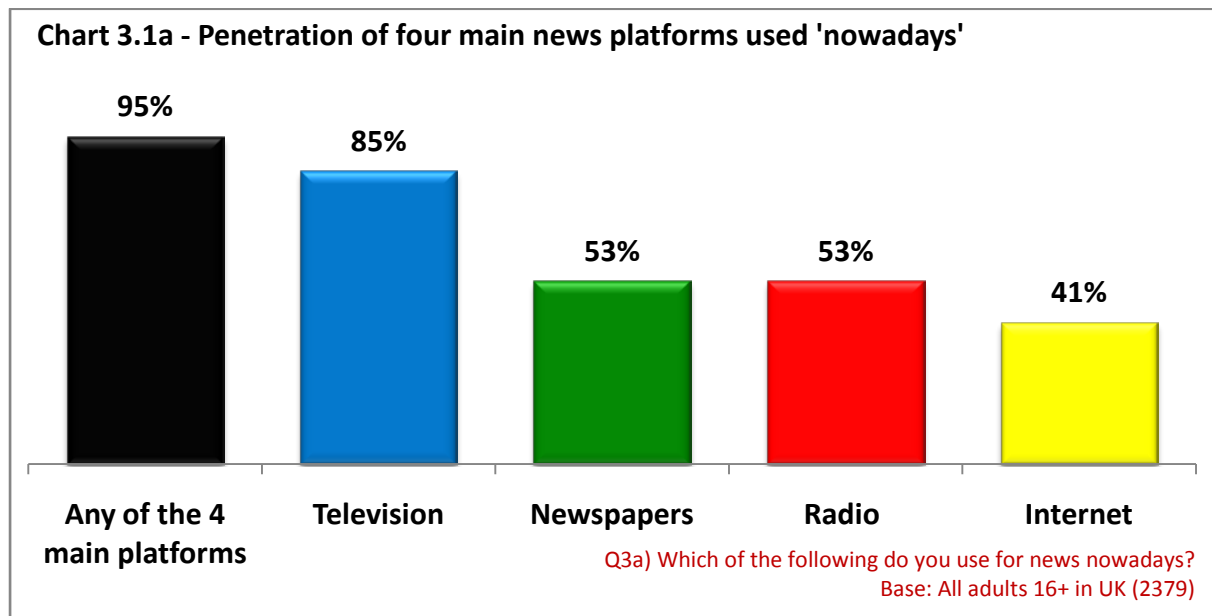
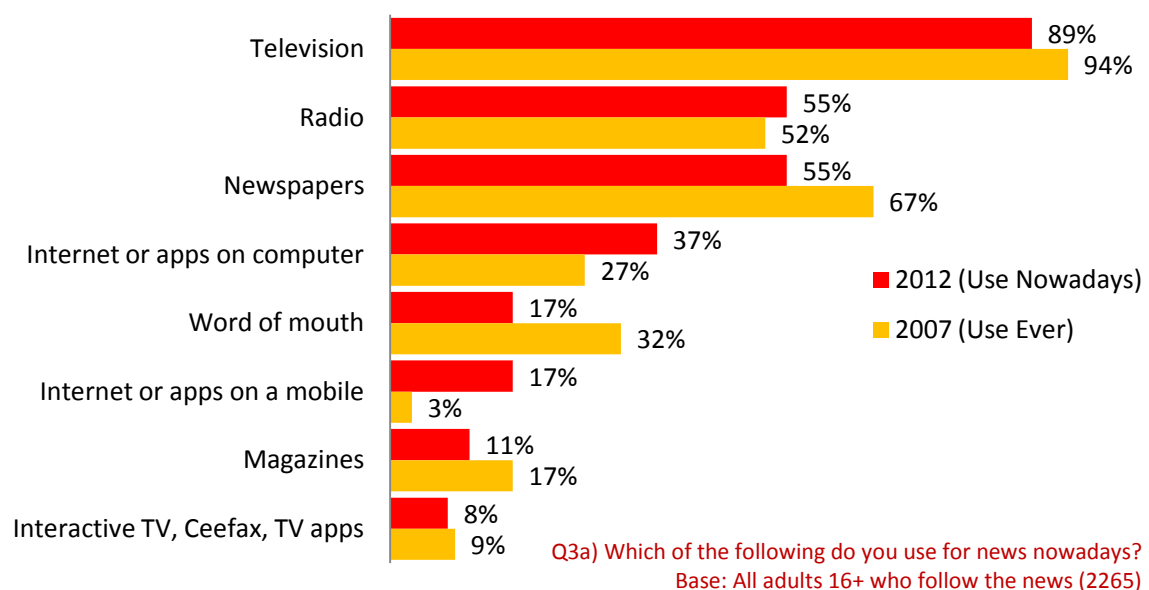


Chart 3.1b below is derived from a question that contained a longer list of platforms than the four detailed above. For example, the internet figure shown combines ‘internet or apps on a computer/laptop/netbook/tablet’ and ‘internet or apps on a mobile’. The list below also includes magazines, word of mouth and television services.

Comparisons can be made with 2007, when a similar list was presented. But in 2007 the question had a slightly wider focus; we asked respondents then whether they *ever* used the platforms for news, rather than used them *nowadays* (as in the current survey). That said, *use nowadays* appears to be synonymous with *used in the past week* (gauged from the frequency scale), varying by only 1% on all media except for magazines (8% use magazines ‘at least once a week’, compared to 11% ‘nowadays’). Since it therefore appears that most platforms are either frequently used, or not used at all, it is worth outlining the trends since 2007:

- TV has decreased from 94% to 89%, but is still by far the main platform used. Radio use has stayed relatively stable and is now equal with newspapers as the second most popular news platform.
- Newspapers have declined from 67% in 2007 and are now read by 55%.
- Internet on a computer has risen by 10 percentage points from 27% to 37%. However, access on a mobile has seen the most significant rise from 3% to 17%. Among 16-24s, internet news access on any device has risen from 35% to 56% since 2007.
- Magazines and ‘word of mouth’ have seen significant falls (17% to 11% for the former, and 32% to 17% for the latter). However, since these platforms are generally less frequently used for news this could be mainly due to the difference in the question.
- Interactive TV has stayed constant at 8%.

Chart 3.1b - Platforms used for news - 2007 v 2012



The key differences observed within subgroups across the various media are:

- Television shows greater use among those aged 45 or over (94%) compared to 16-44 year olds (85%). It is also higher in Wales than other nations at 95%.
- Newspapers are claimed to be read by a higher proportion of those not in paid work (59%) than in paid work (53%).

- Radio has higher usage for news among those aged 35+ (59%) than compared to those aged under 35 (46%).
- Radio and internet in general are more likely to be used for news by ABC1s and working people.
- Usage of internet or apps on a computer is higher for 16-44s (48%) than for older age groups (32%).
- Usage of the internet or apps on a mobile phone is higher for men (19%) than women (15%) and for 16-34s (33%) than for other age groups. It is particularly low among 55+ year olds (4%).
- Women are twice as likely to use magazines as a news medium than men at 14%. It is also a much more prominent media as a source of news for 16-24s (20%).
- Word of mouth was higher for women than men (20% v 15%), and higher for 16-34s than those aged 75+ (20% v 12%).

3.1.1 The relative importance of platforms

As well as measuring general usage of the platforms for news, respondents were also asked to rate each platform they use on a scale of 1 to 10 with respect to personal importance of news consumption. The exact question used was:

Looking at the ways you say you use news nowadays, how important are the following to you PERSONALLY when using news? Answer using a scale of 1 to 10, where, 1 is NOT AT ALL IMPORTANT and 10 is ABSOLUTELY ESSENTIAL. CODE ONLY ONE FOR EACH WAY

The following chart shows the results for each of the platforms, among their users. It is evident that TV has the highest overall importance with a mean score of 7.7 and 76% of users claiming it to be of high importance (rated 7-10). Magazines are considered of the lowest importance at 5.2 (38% low importance (rated 1-4)).

Chart 3.1.1a – Personal importance of news platforms among users of each platform

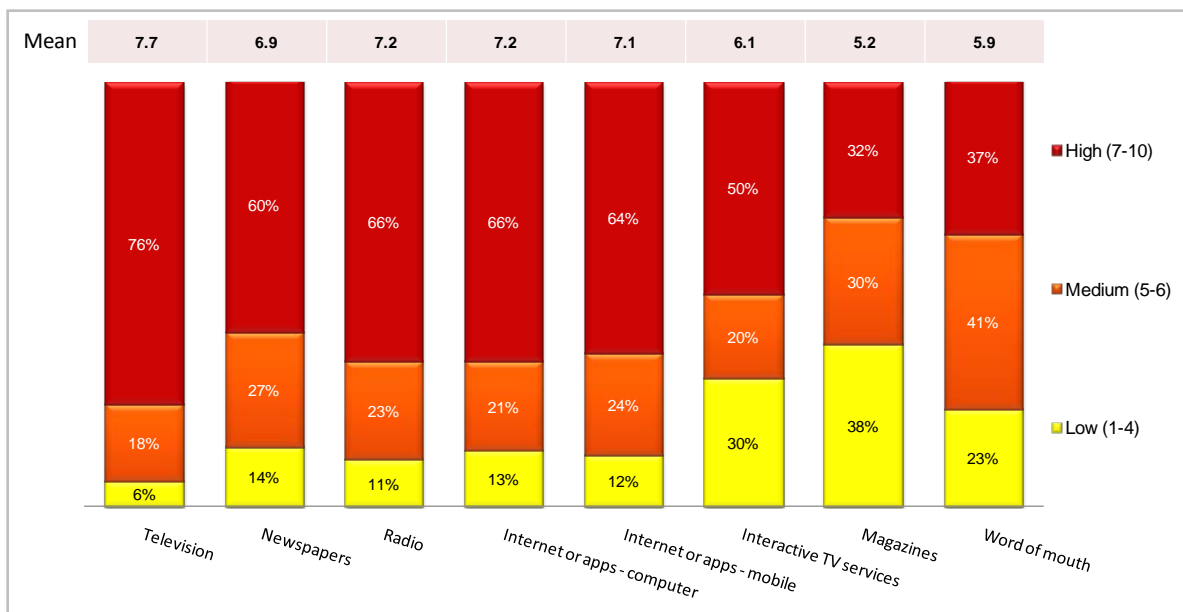
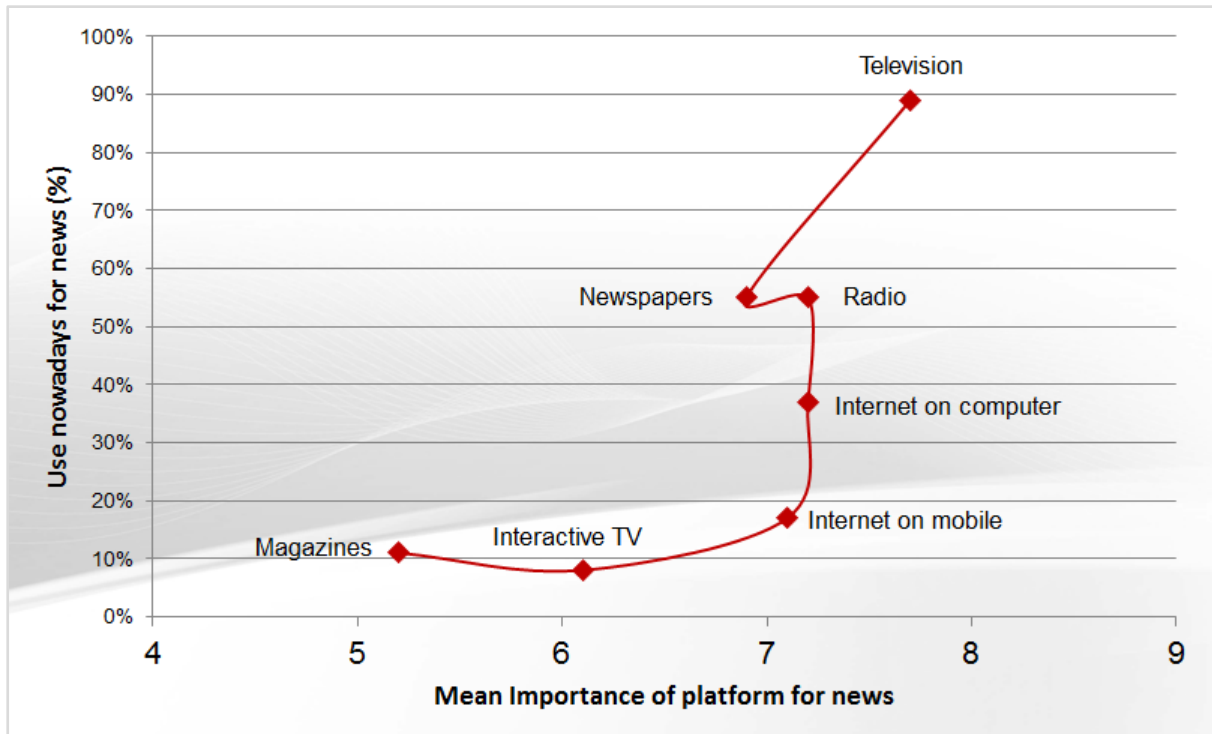


Chart 3.1.1b shows how mean claimed importance for the platform (the horizontal axis) broadly corresponds with consumption (the vertical axis, derived from ‘use nowadays’ for news). Consumers rate TV highest (with the average score of 7.7 out of 10). Newspapers, online and radio are perceived by consumers to be broadly similar in terms of importance (ranging from 6.9 to 7.2).

Chart 3.1.1b – Mean importance of platforms relative to use



Base: All adults 16+ who follow the news (2265)

3.2 Television news consumption

3.2.1 The role of television

Television is considered a powerful, immersive platform because of its audiovisual nature. Viewers tend to believe what they see. This perception of transparency extends to reporters and presenters, with viewers able to get a sense of body language, tone of voice and eye contact. These qualities lend the platform trustworthiness, which engenders trust in what is presented.

“People can write whatever they want [in a newspaper]... whereas if you see a video you are able to develop your own opinion on it....I would believe everything the TV says.” (18-24, Belfast)

“Well I guess if it’s TV, it’s live, it’s true.” (25-34, London)

“If you put them together, the four news channels, you would get a fair representation... it’s harder for them to lie because they are using pictures.” (55+, Cheshire)

There is also a perceived ease in consuming news by television:

“TV: you can sit back and take it in. You don’t have to concentrate.” (18-24, Belfast)

Edited bulletins on television are considered to provide *the* news – the definitive collection – while rolling news channels deliver minute-by-minute coverage of events as they unfold. Television also provides news and informs through documentaries, which are perceived as providing greater depth, and this contributes to the platform’s perceived trustworthiness.

There were indications from our qualitative research that television is becoming less relevant for some (but not all) younger respondents. This is due to the range of emerging media platforms and, in particular, mobile devices and social media. More sophisticated news consumers are expanding their repertoire of providers to get different (non-UK) perspectives for international events.

3.2.2 Use of TV in general for news

Eighty-five per cent of UK adults use TV for news nowadays, of which 84% do so at least once a day. There are several key differences among subgroups in terms of TV news consumption:

- Penetration of TV among those who follow the news (as opposed to all UK adults) is 89%. This is higher among those aged 55+ (94%) than among 16 -34s (83%). Those over the age of 75 have the highest frequency of use of television for news, with a mean frequency score⁵ of 12.5 compared to 8.7 for 16-24s.
- There are no significant differences observed for gender or socio-economic group when looking at television news consumption overall. However, C2DEs consume TV news more frequently than ABC1s (mean of 10.5 compared to 9.8).
- Claimed use of TV for news is significantly higher in Wales (95%) than in England (89%).

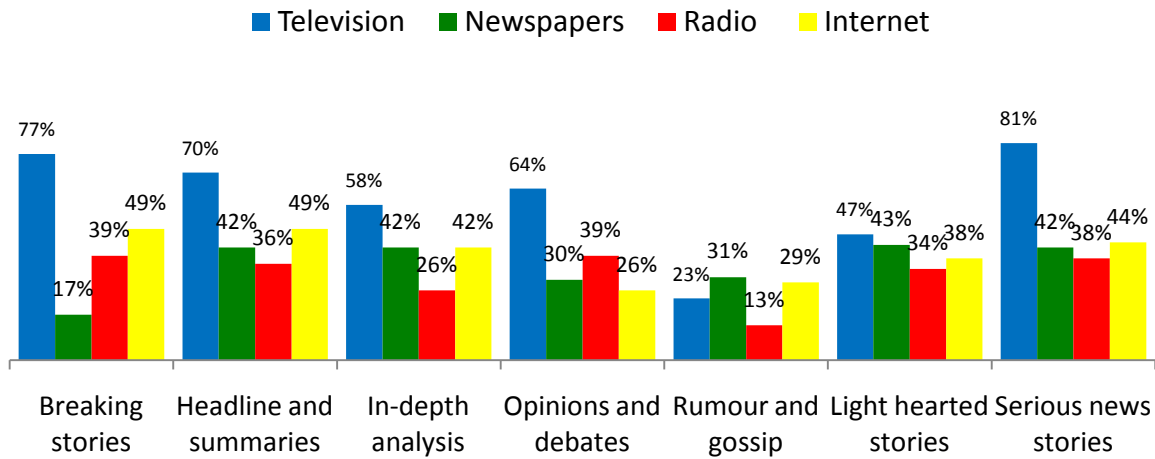
3.2.3 Types of news TV is used for

Different platforms lend themselves to different types of news. As displayed in Chart 3.2.3, television gains a higher response on all types of news, except for *rumours and gossip*, an area where newspapers and the internet are more prominent (there are variations within newspapers and internet, which are considered later in this report). TV is particularly strong for *serious news stories*, *breaking stories*, *headlines and summaries* and *opinions and debate*.

⁵A mean figure was calculated for each platform and source according to frequency stated by each user: Lots of times throughout the day (21), 2-3 times a day (14), Once a day (7), Most days (5), 2-3 times a week (3.5), About once a week (1), Every 2-3 weeks (0.5), About once a month (0.25), Less often (0.1), Don't know (0)

Chart 3.2.3 - Platforms used for types of news

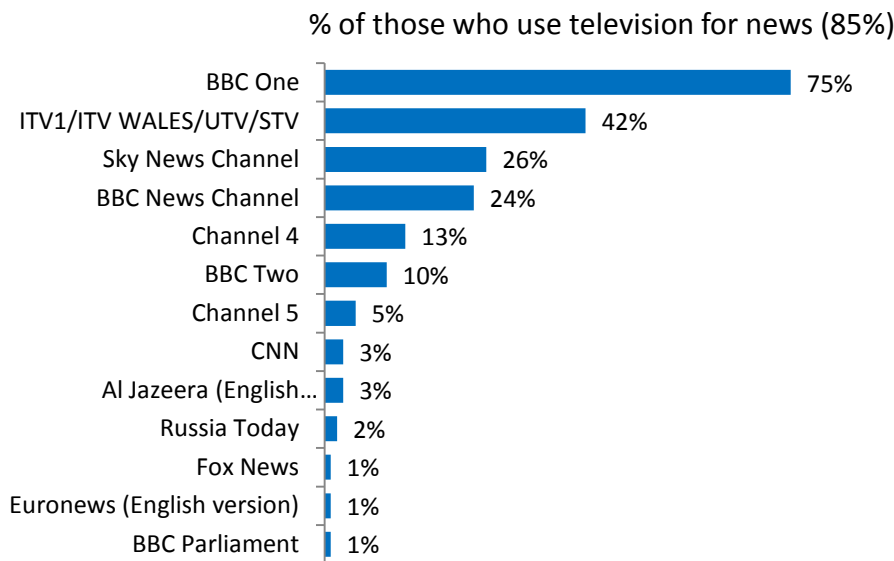
Q4ba-Q4bf) And of all the different ways you say you get news, which do you tend to use for...?
 Base: All who use TV (2033), Newspapers (1281), Radio (1198), Internet (926)



3.2.4 Use of specific TV channels for news

The main terrestrial channels (BBC and ITV) have the highest level of television news consumption. When including Channel 4, the combined reach of BBC One, BBC Two, ITV, and Channel 4 is 91% of all those who use television for news nowadays. This compares to a 46% net (unduplicated) reach figure across all the other channels. Of these, the most-used are the 24-hour rolling news channel from Sky (26%) and the BBC News channel (24%). The penetration for each TV channel watched for news (from the pre-coded list) is displayed in the chart below:

Chart 3.2.4 - TV channels used 'nowadays' for news



Q5a) Thinking specifically about Television which of the following do you use for news nowadays?
 Base: All who use TV for news (2033)

There are several demographic differences observed across the television news sources:

- Channel 4 has a younger viewer profile than the other channels – it has the highest proportion of viewers aged 16-34 (38%). It is also more skewed to ABC1 (62%) than the other TV channels.
- BBC One (26%) and BBC Two (25%) both have a higher proportion of over-65 viewers than other channels.
- Viewing of BBC One news is higher among ABC1s (84%) than C2DEs (70%).
- ITV (including its nation equivalents) has a higher proportion of female viewers (59%). Sky News has a higher skew towards men (56%).
- ITV news has a lower penetration in England (41%) than in Wales (54%) and Northern Ireland (75%).
- Channel 5 is the only TV channel that shows a profile skew towards C2DE (58%) and not in paid work (56%).

3.2.5 Personal importance of specific TV channels

Each respondent was asked to rate each of the news sources that they use at least once a week in terms of personal importance. The specific question asked was:

How important is <SOURCE> as a source of news to you PERSONALLY? Answer using a scale of 1 to 10, where, 1 is Not at all important and 10 is absolutely essential. CODE ONLY ONE

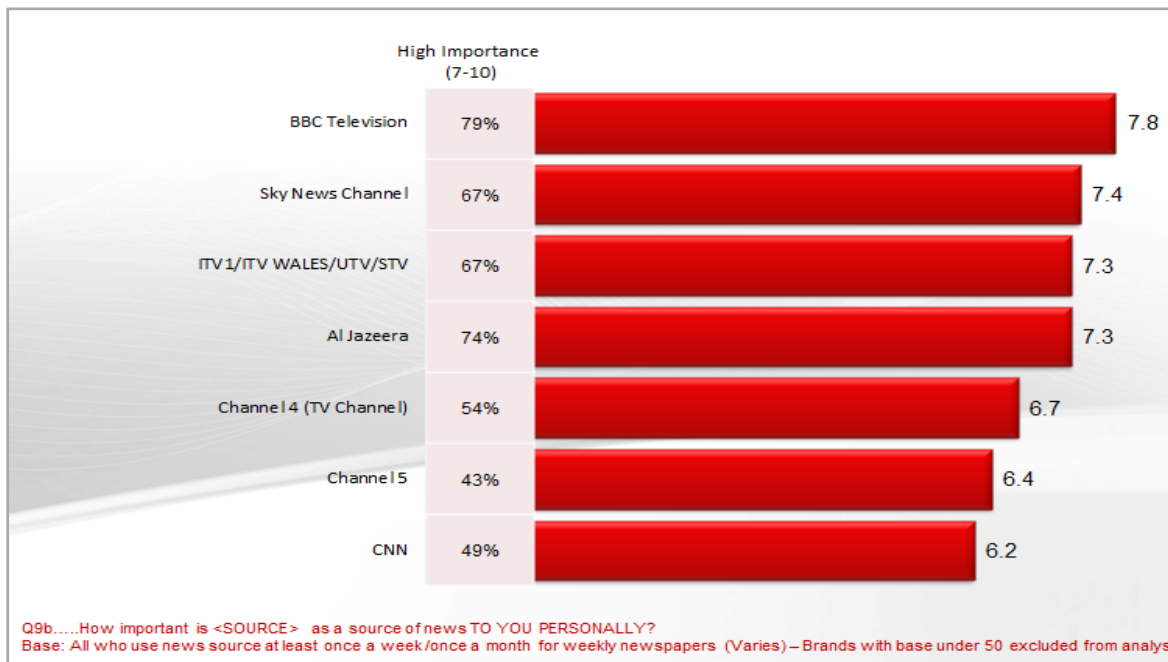
For BBC television this was asked of anyone who used ‘any BBC TV channel’ and therefore includes BBC One, BBC Two, BBC News Channel, etc. For all other TV sources, they relate to just one channel.

In order to evaluate the relative scores we have used two common methods of analysis:

1. **Mean scores** – generated from the score given (scale of 1-10) across respondents
2. **High claim**– defined as the proportion of respondents who gave a score of 7, 8, 9 or 10.

Chart 3.2.5 demonstrates the relative importance scores for all TV channels (with base sizes over 50). It shows that BBC television has a significantly higher importance average (7.8) than all the other TV channels. This is followed by Sky News (7.4) and ITV1 (7.3).

Chart 3.2.5 – Personal importance of TV channels



- BBC television has higher personal importance for women (8.0) than for men (7.7).
- Gender differences are also observed for ITV1/ITV Wales/UTV/STV, where women rate the importance of this source at 7.5 on average, compared to 7.2 for men.
- Those aged 75+ rate both BBC and ITV high in importance (8.3 and 7.8 respectively) compared to other age groups.
- STV is considered more important in Scotland (8) than ITV1 is in England (7.2). Within England, regional ITV channels are considered more important in the West Midlands (8) and the North East (8) than in East Anglia (7.5) and London (7.6).

3.2.6 Ratings of specific TV channels' attributes

As well as personal importance, we also asked respondents to rate each source that they use at least once a week on several attributes. The specific question asked was:

To what extent do you think the following statements apply to <SOURCE> as a news source? Answer using a scale of 1 to 10, where, 1 is Not at all and 10 is COMPLETELY. CODE ONLY ONE FOR EACH

In total there were nine attributes evaluated:

1. Is accurate and reliable
2. Is trustworthy
3. Is impartial and unbiased
4. Has in-depth analysis
5. Is up-to-the-minute
6. Offers a range of opinions
7. Offers an alternative to the norm/mainstream
8. Offers a view that reflects your own outlook
9. Gives you what you need to make up your own mind about a news story

Table 3.2.6 displays the mean scores for each TV brand on each attribute evaluated. The key findings (significant to the 95% level) are as follows:

- Generally, BBC television, Sky News and ITV gain similar mean scores on the majority of attributes among their users, with the highest ratings for:
 - Accurate and reliable (7.9, 7.8, 7.7 respectively)
 - Trustworthy (7.9, 7.6, 7.7)
 - Impartial and unbiased (7.4, 7.3, 7.3)
 - Offers a range of opinions (7.3, 7.2, 7.1)
- CNN and Al Jazeera have the lowest mean scores among their viewers on the first three of these attributes.
- Sky News has the highest mean score for up-to-the minute (8.3). They also share the highest attribution with one other source on:
 - Reflects your own outlook (6.6 v ITV 6.5),
 - Gives what you need to make your own mind up (7.5 v BBC TV 7.4)
- Al Jazeera, among a relatively small base of users, has the highest average rating for offering an alternative to the mainstream (7.7)
- Channel 5 (6.5) and CNN (6.8) have a significantly lower average for in-depth analysis than all other sources.

Table 3.2.6 – Ratings of TV news sources’ attributes

	Base	Is accurate and reliable	Is trustworthy	Is impartial and unbiased	Has in-depth analysis	Is up-to-the minute	Offers a view that reflects your own outlook	Gives you what you need to make up your own mind about a news story	Offers a range of opinions	Offers an alternative to the norm/ mainstream
BBC Television	1688	7.9	7.9	7.4	7.4	8	6.2	7.4	7.2	6.1
ITV1/ITV WALES/UTV/STV	890	7.7	7.7	7.3	7	7.7	6.5	7.2	7.1	6.4
Sky News Channel	533	7.8	7.6	7.3	7.5	8.3	6.6	7.5	7.3	6.9
Channel 4	261	7.6	7.6	7.2	7.3	7.3	6.2	7.1	7.1	6.9
Channel 5	113	7.3	7.3	7	6.5	7.2	6.2	6.7	6.7	6.6
Al Jazeera	80*	7	6.8	6.3	7.3	7.3	6.3	6.9	6.8	7.7
CNN	75*	6.8	6.9	6.4	6.8	7.5	6	6.7	6.9	6.7

*Base: all who use that news source at least once a week. Variable base sizes (minimum n = 50) *Note base under 100.*

3.3 Newspaper news consumption

3.3.1 The role of newspapers

Newspapers allow in-depth analysis, a reflection on events, and help people understand issues. Discussions in the qualitative research revealed they are also considered to be ‘yesterday’s news’ and are considered less relevant for up-to-the-minute news, although they do still play an investigative function in breaking stories. Tabloids are considered to have a clear and distinct positioning and are seen as partial and headline-grabbing. The qualitative research indicated that newspapers also offer broader entertainment than news alone.

“You get the round up and they have the time to reflect and gather everything together rather than just reporting instantly and not being entirely accurate.” (25-34, London)

“You only really get the main stories in the news programme, whereas if you read a paper you get more information on different stories and interviews and there’s a wider range of news.” (35-54, Belfast)

“I was much more inclined to watch things on TV or online. The paper is just yesterday’s news.” (18-24, Glasgow)

The range of titles available, and the levels – from tabloids to broadsheets – provides a choice of style in writing and content that can make news more accessible. Some consider the role of newspapers to be about entertainment – in the ‘soft news’ covered, the engaging style of the writing and the non-news content such as crosswords.

“People buy them [tabloids] for the crossword!” (35-54, Belfast)

It became apparent in the qualitative research that newspapers are perceived by many to have a paradoxical relationship with news. While many consider their existence to be designed specifically for news (unlike other platforms), there is concern about lies and scandals – particularly in tabloid newspapers – which is eroding trust. And at the same time, other platforms (most notably the internet and social media) are undermining the traditional printed format by providing a faster and more convenient delivery of news.

“The scandals – like the phone hacking scandal and stuff – I think a lot of people maybe have been put off the newspapers.” (18-24, Belfast)

“They’re [printed newspapers] a dying breed: we go to the internet.” (25-34, Cheshire)

The cynicism towards newspapers is strongest in relation to tabloids, but extends to a degree to other national newspapers widely perceived as having a political stance. Local and free papers, however, are seen as more neutral.

“The press exaggerate the story so they can sell the paper.” (25-34, Cheshire)

“I have a wee bit more trust in the broadsheets – Herald, Scotsman, FT.” (35-54, Glasgow)

“Local news... I trust them more, they aren’t in [the same] competition that [national] newspapers are in.” (25-34, Cheshire)

According to participants, it is the perceived need to persuade people to buy a newspaper through the use of sensational headlines that separates the press from other platforms.

3.3.2 Use of newspapers in general for news

Fifty-three per cent of UK adults use newspapers nowadays for news, with 58% of this group doing so on a daily basis. Among subgroups:

- Newspaper readers skew older, with 69% of those aged 75+ reading the news in a paper. This compares to 53% of 16-34s. Readership is also higher among those not in paid work (59%) than those in paid work (53%).
- Adults in Northern Ireland are much more likely to read newspapers than in other nations; penetration is 66% compared to 52% in Scotland, 55% in England, and 59% in Wales.
- London has the highest penetration of newspaper readership across the regions, at 62%.

3.3.3 Types of news that newspapers are used for

Headlines and summaries, in-depth-analysis, serious news stories and light hearted stories are the types of news considered most prominent for newspapers. Around two in five claim that they read newspapers for these types of news.

More insights come from looking at categories of newspapers. The four main categories we have used are *tabloids, mid-markets, broadsheets* and *local/regionals*⁶. Grouping the users of these types of newspapers together (across both daily and weekly titles) shows clear differences in terms of what the various types of newspapers are used for, as displayed in Chart 3.3.3:

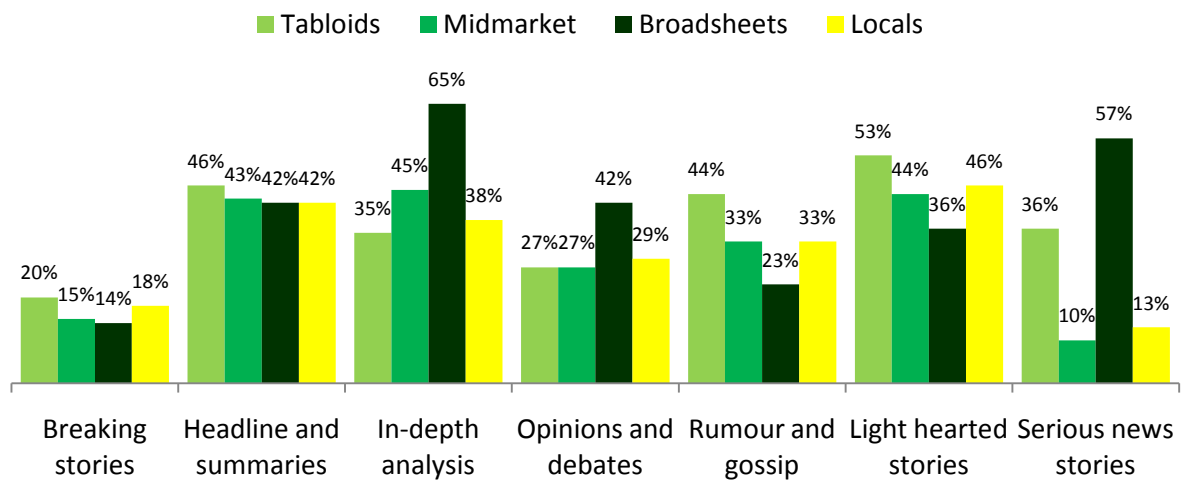
- **Broadsheets** rate higher for *in-depth analysis* (65%) and *serious news* (57%), with *opinion and debates* (42%) also being read comparatively more than in other types of newspapers.
- **Tabloids** are used more for *breaking stories* (20%), *headline and summaries* (46%), *rumour and gossip* (44%), and *light-hearted stories* (53%).
- **Mid-market** newspapers are generally somewhere in-between, and readership for *serious news stories* is particularly low, at 10%.
- **Local/regional** papers appear to sit closest to mid-market, scoring similarly on all types (although comparatively lower on *in-depth analysis* – 38% v 45%).

⁶ While the newspaper industry uses the terms Quality and Popular for its categorisation, we have avoided these terms as they imply a judgement about the content of the title. Our own categories are not strictly literal given changes in recent years to the format of some titles, but we have chosen them as more neutral labels. Tabloids include titles such as The Sun and The Mirror. Mid-market titles include the Daily Mail and Daily Express. Broadsheets include titles such as The Times, The Daily Telegraph, The Guardian and The Independent.

Chart 3.3.3 - Types of newspapers used for different types of news

Q4ba-Q4bf) And of all the different ways you say you get news, which do you tend to use for...?

Base: All who use any newspapers for news nowadays - Tabloid (560), Midmarket (370), Broadsheet (400), Local (300)



3.3.4 Use of specific newspapers

Of the 53% who claim to read newspapers at all for news, 42% say they read a tabloid. Consistent with industry figures, The Sun has the highest reach, with 30%.

Just over a quarter (28%) of newspaper readers claim to read a broadsheet newspaper, with The Times slightly ahead of The Guardian at 10%. Interestingly, The Telegraph comes out lower at 7%, which slightly contradicts the NRS (the most recent update suggests that The Telegraph has the highest broadsheet readership.) That said the figure is consistent with other studies Kantar Media has conducted recently.

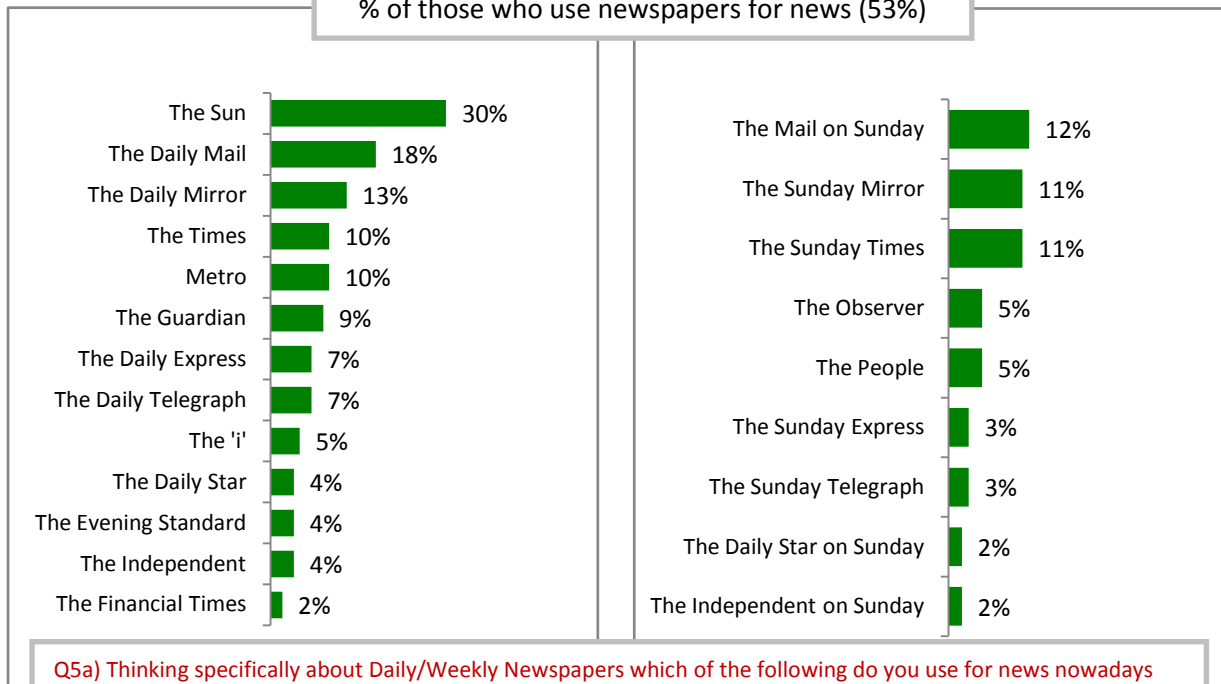
A quarter (25%) of newspaper readers read a mid-market newspaper, with The Daily Mail (18%) being used by almost one in five newspaper readers.

In terms of Sunday newspapers, The Mail on Sunday, The Sunday Mirror, and The Sunday Times all show similar levels of readership, at around 1 in 10⁷.

Regional/local daily newspapers are difficult to assess on a national level as they are available only in certain cities and towns. However, across our nationally representative sample local dailies are read by 12% of newspaper readers.

⁷The figures for the Sunday titles are likely to have changed since the introduction of The Sun on Sunday, which was launched towards the end of the fieldwork period.

Chart 3.3.4 - Newspapers used for news nowadays
% of those who use newspapers for news (53%)



Any Broadsheet = 28%
Any Mid-Market = 25%
Any Tabloid = 42%
Any local daily newspaper = 12%

Any Broadsheet = 18%
Any Mid-Market = 15%
Any Tabloid = 16%
Any local weekly newspaper 13%

Key sub-group differences for newspapers include:

- The majority of newspapers have a male profile skew. However, The Guardian (56%) and The Daily Mail (60%) have higher proportions of female readers.
- The Times and The Telegraph have the highest skew towards ABC1 (81% and 80%).
- The tabloids tend to skew towards C2DE (The Sun =69%, The Daily Star = 83%, The Mirror = 58%).
- The Daily Mail is the only paper that is relatively even in terms of socio-economic profile (52:48).

In terms of the nations it is worth displaying the breakdown of use, particularly since specific titles are available in the nations. This is displayed in table 3.4.4 for both daily and weekly titles:

- In Scotland, The Daily Record has the second highest reach behind The Scottish Sun, with 27%. However, The Sun is significantly higher than in other nations, at 39%.
- The Belfast Telegraph has equal readership levels with The Sun and The Daily Mirror (27%) in Northern Ireland.
- The Sun and The Daily Mirror also have similar levels of readership in Wales – 26% for the former, and 24% for the latter.

Table 3.3.4 - Newspapers used for news nowadays, by nation

Base: All who use Newspapers for news (1281)

Daily papers	England	Scotland	Wales	N Ireland
Base	1000	93	91	97
The Sun	30%	39%	26%	27%
Daily Mail	19%	13%	20%	21%
Daily Star	4%	3%	8%	6%
Daily Express	8%	4%	10%	5%
Daily Mirror	13%	1%	24%	27%
The Guardian	10%	3%	8%	4%
The Independent	4%	2%	3%	3%
The 'i'	6%	4%	5%	1%
The Times	11%	4%	3%	4%
Daily Telegraph	7%	4%	6%	7%
Financial Times	2%	2%	2%	-
The Herald	-	6%	-	-
The Scotsman	-	4%	-	-
Daily Record	-	27%	-	-
Record PM	-	3%	-	-
Belfast Telegraph	-	-	-	27%
Irish News	-	-	-	8%
News Letter	-	-	-	6%
Western Mail	-	-	8%	-
Metro	11%	13%	4%	-
Evening Standard	5%	-	-	-
Any local daily	12%	10%	13%	13%

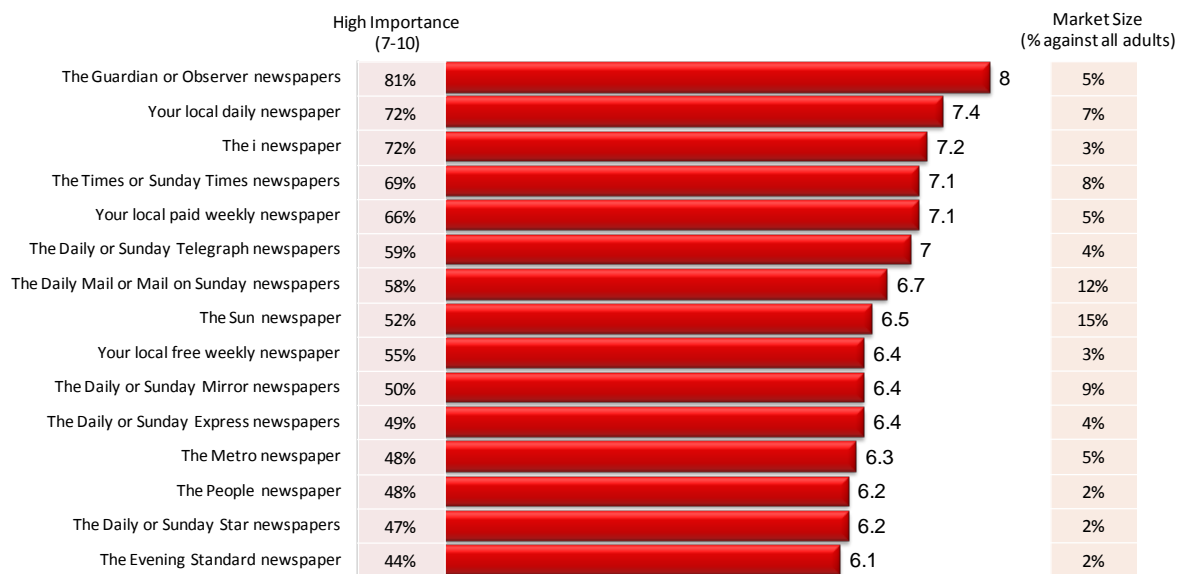
Weekly papers	England	Scotland	Wales	N Ireland
Base	1000	93	91	97
Mail on Sunday	13%	5%	8%	13%
Daily Star on Sunday	2%	1%	2%	1%
Sunday Express	4%	1%	7%	-
Sunday Mirror	12%	1%	15%	16%
The Observer	5%	4%	7%	4%
Independent on Sunday	2%	-	1%	-
Sunday Times	12%	3%	8%	16%
Sunday Telegraph	3%	-	5%	5%
People	5%	-	3%	5%
Sunday Herald	-	2%	-	-
Sunday Post	*	15%	-	-
Scotland on Sunday	-	4%	-	-
Wales on Sunday	-	-	7%	-
Sunday Life	-	-	-	15%
Sunday World	-	-	-	14%
Any local weekly	13%	9%	19%	21%

3.3.5 Personal importance of specific newspapers

When asking about the personal importance of newspapers among those who read them, we grouped together the daily and weekly national titles e.g. The Daily Mirror and The Sunday Mirror. The Guardian/Observer (8.0) has significantly higher claimed importance than all the other newspapers evaluated. Local daily papers have the second highest importance, with a mean of 7.4 but clearly this depends on the particular area and title that serves that area. Of all the titles evaluated with bases over 50, The London Evening Standard has the lowest claimed importance, with a mean score of 6.1.

The full breakdown is show on chart 3.3.5a:

Chart 3.3.5a – Personal importance of newspapers read

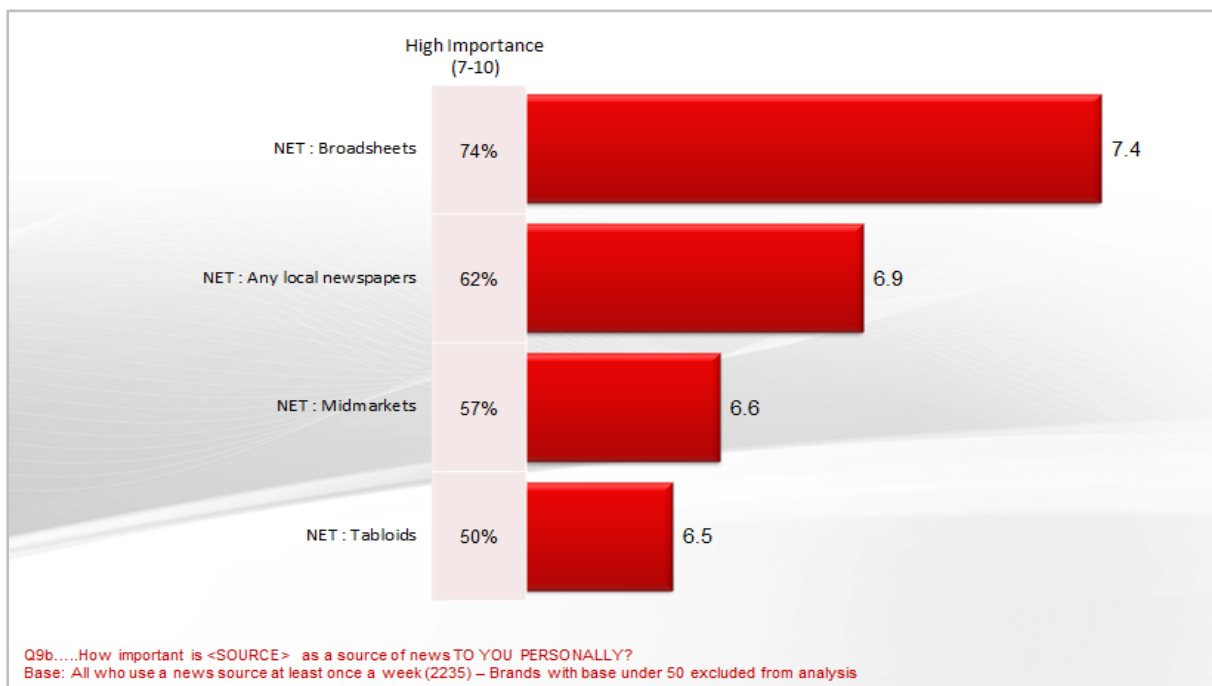


Q9b.....How important is <SOURCE> as a source of news TO YOU PERSONALLY?
 Base: All who use a news source at least once a week. Variable base sizes. Brands with base under 50 excluded from analysis

- 16-24s claimed that The Sun was much more important to them as a source of news (7.2) compared to 45-54s and 65-74s (both at 6.0).

Looking at the newspaper sub-categories specifically, Chart 3.3.5b demonstrates that there is a clear order of personal importance according to type, with broadsheet newspapers (7.4) at the top of the scale with an average of 7.4 (74% high importance), compared to tabloid newspapers at the lower end of the scale with an average of 6.5 (50% high importance).

Chart 3.3.5b – Personal importance of types of newspapers read



Q9b.....How important is <SOURCE> as a source of news TO YOU PERSONALLY?
 Base: All who use a news source at least once a week (2235) – Brands with base under 50 excluded from analysis

The most significant subgroup differences among the categories are:

- Those aged 75 or over have the highest average claimed personal importance mean score for both tabloid (7.2) and mid-market newspapers (7.2).
- Tabloid newspapers are of greater claimed personal importance to C2DEs (6.7) than ABC1s (6.0).
- Women (7.3) rate local newspapers as much more personally important than men (6.3).

3.3.6 Ratings of specific newspapers' attributes

Table 3.3.6 displays the mean scores for each newspaper on each attribute evaluated. The key findings are as follows:

- The Guardian/Observer has the highest rating among its users on all attributes, including impartial and unbiased (7.2), where the 7.5 rating for The i newspaper⁸ is not significantly higher at the 95% level.
- The Sun has the lowest average of all newspapers on *accurate and reliable* (5.9) and *trustworthy* (5.9), though it is worth noting that the averages for The Daily or Sunday Star, The People, and the Evening Standard are not significantly higher. The highest average score for The Sun is for *up-to-the minute* (6.4), but this is still lower than the majority of newspapers.

Table 3.3.6 – Ratings of newspapers' attributes

	Base	Is accurate and reliable	Is trustworthy	Is impartial and unbiased	Has in-depth analysis	Is up-to-the minute	Offers a view that reflects your own outlook	Gives you what you need to make up your own mind about a news story	Offers a range of opinions	Offers an alternative to the norm/mainstream
The Sun	352	5.9	5.9	5.7	5.7	6.4	5.8	6.2	6	5.8
The Daily Mail or Mail on Sunday	283	7	6.9	6.3	6.8	7	6.2	6.7	6.7	6.2
The Daily or Sunday Mirror	223	6.5	6.4	6.1	6.2	6.7	6.1	6.3	6.3	6.1
The Times or Sunday Times	178	7.5	7.6	6.8	7.8	7	6.2	7.4	7.2	6.1
Your local daily newspaper	171	7.1	7.2	6.7	6.3	6.6	6.2	6.8	6.6	6.2
Metro	131	6.4	6.3	6	5.5	6.2	5.5	5.7	5.9	5.6
The Guardian or Observer	119	8.1	8.1	7.2	8.2	7.3	7.3	7.7	7.6	7.3

⁸ Note that the 'Independent' newspaper had a base size lower than 50 (46) so is excluded from the analysis.

Your local paid weekly	113	6.8	6.8	6.5	6.2	6.5	6.1	6.6	6.5	6.3
The Daily or Sunday Express	97	6.8	6.7	6.3	6.6	6.8	6.1	6.6	6.5	6.2
The Daily or Sunday Telegraph	96	7.2	7.3	6.6	7.4	7	6.3	7.1	6.9	6.4
Your local free weekly	69	6.4	6.5	6.2	5.3	5.3	5.4	6.2	5.8	5.9
The Daily or Sunday Star	57	6.1	6	5.9	5.7	6.2	5.9	6	6.1	5.7
The People	57	6	6.1	5.9	5.9	6	5.5	6	5.9	5.5
The Evening Standard	56	6.2	6	5.6	5.6	6.4	5.2	5.8	5.7	5.2
The i	53	7.8	7.8	7.5	7	6.8	6.8	7.3	7.3	6.9

Base: all who use that news source at least once a week. Variable base sizes (minimum n = 50)

3.4 Radio news consumption

3.4.1 The role of radio

Radio shares some of the qualities of television as a news platform in that it is perceived as a largely neutral means of providing news. This is especially the case for local radio. Radio has a role at specific times of day and regularly pushes news. It is used by many as a morning alarm and is often listened to while driving or doing other things throughout the day. It therefore works well for breaking news stories as well as reinforcing items through repetition. It is also valued for weather and traffic updates.

“The radio is the first place I hear news in the morning. I listen to Radio 1 Newsbeat.” (24-34, Cheshire)

“I rely on the radio to give me snippets of information that I want.” (25-34, Cheshire)

Some stations and programmes are more immersive, such as BBC Radio 4 and talk radio. The latter is enjoyed by listeners for the provision of different perspectives and the engaging format. The airing of different opinions from callers enables such programmes to present different points of view, which encourages listeners to engage with the issues.

“[Radio phone-ins give] different points of view from different people and it can sometimes change... what you thought was your initial gut instinct.” (35-54, London)

“It’s more interesting hearing other people’s opinions.” (35-54, Belfast)

“The likes of Frank Mitchell... 10 o’clock in the morning – good stuff! It’s just sometimes funny to hear people’s really far-fetched opinions on stuff, you know?” (18-24, Belfast)

Debates are particularly good at drawing people into an issue, and the exposure of different viewpoints leaves listeners to decide their opinion.

“The Radio 4 programmes are good, especially the Today programme.” (55+, Cheshire)

3.4.2 Use of radio in general for news

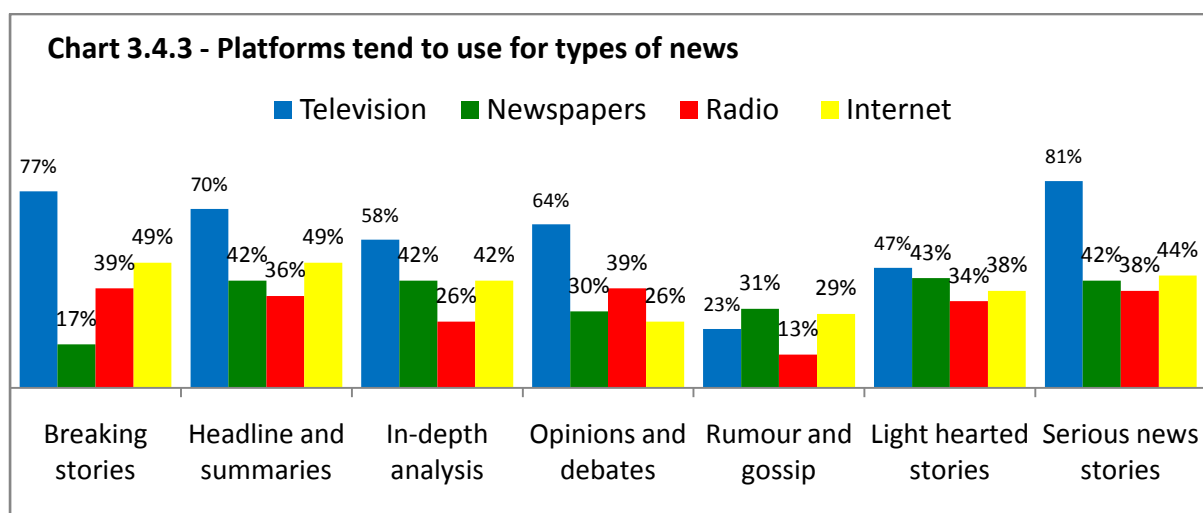
Radio news has the same overall reach as newspapers (53%). However, it is used more frequently as a news platform (52% of respondents doing so more than once a day). This is most likely to be a function of its passive value – for example, it may be switched on in the morning while getting up, be on in the background during the day, and listened to in the car.

Among sub-groups:

- Radio is used more as a source of news among those aged 35 or over (59%) than those under 35 (46%).
- It is also used more commonly as a source of news among ABC1s (62%) and those in paid work (60%).
- There are no significant differences across the nations.

3.4.3 Types of news radio used for

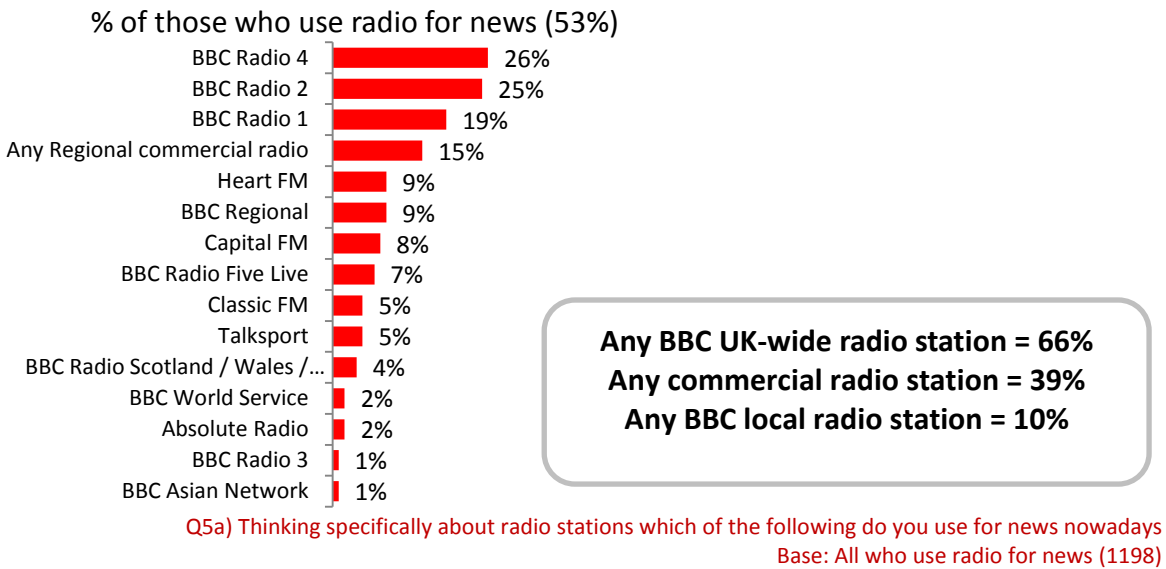
People are less likely to say that they use radio news for five of the seven types of news prompted for, and are less likely to nominate *rumour and gossip* (13%). However, radio is relatively more likely to be used for *opinions and debates* and for *breaking stories* (both 39%), as displayed in the chart below.



3.4.4 Use of specific radio stations for news

The BBC UK-wide radio stations are the top three radio stations used nowadays, with BBC Radio 4 and Radio 2 having similar levels of reach for news (26% and 25% respectively). Just under one in five (19%) claim to use Radio 1 as a radio station for news. The BBC UK-wide stations (as a total figure) account for two-thirds of those who use the radio for news. Fifteen per cent of radio news listeners say they use local commercial stations, but these are spread across a wide geographic area, so each station accounts for only a small percentage of the whole country.

Chart 3.4.4 - Radio stations used nowadays for news



The high total usage figure for BBC radio stations indicates that there is little overlap between the stations. This is mainly because there are clear demographic differences between Radio 1 and Radio 4 and as such, they have discrete audiences.

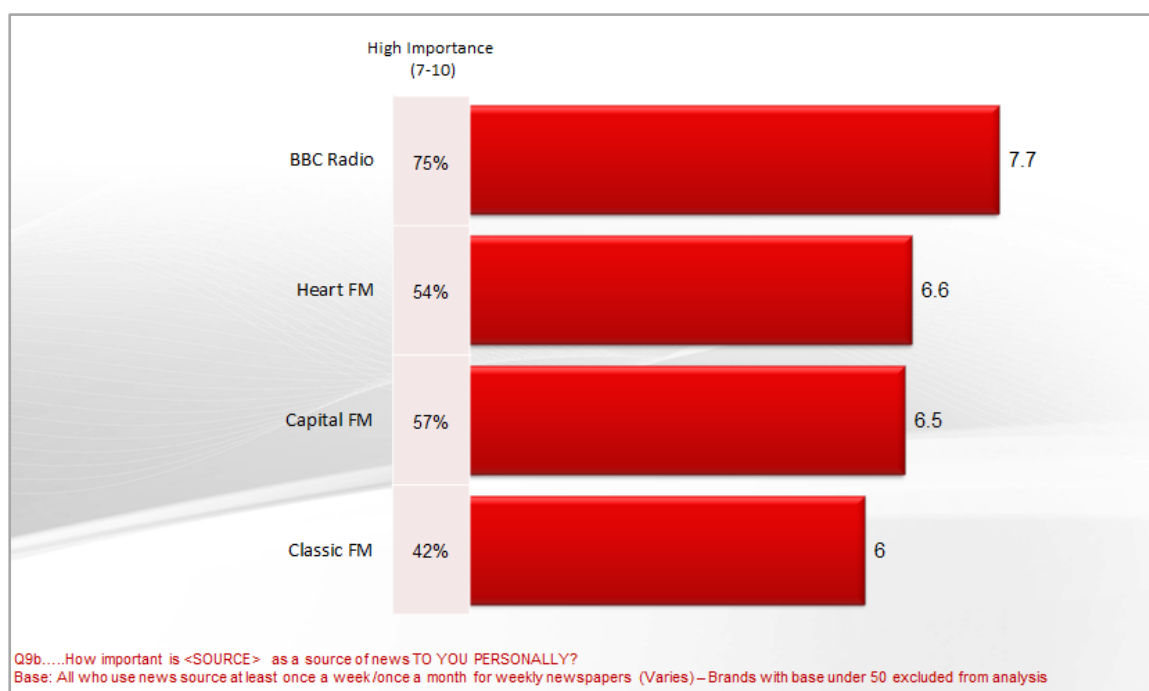
- The BBC UK-wide stations in general have higher usage among men (72%) than women (60%).
- 52% of 16-24s who claim to use radio for news say they listen to Radio 1 for this purpose, whereas Radio 4 shows much higher usage among those aged 55 or above.
- In terms of the nations, BBC Northern Ireland (known as Ulster/Foyle) has higher levels of listening at 49% compared to the equivalent in other nations⁹. BBC Scotland is 25% and BBC Wales is 19%.
- Commercial radio is higher among women (43%) and C2DEs (47%).

3.4.5 Personal importance of specific radio stations

Due to the dispersed nature of radio stations, there were only four radio stations (BBC Radio was grouped into a single code comprising Radio 1, Radio 2 and Radio 4) that generated user base sizes of 50 or more. Therefore, the question of personal importance has been analysed only for BBC Radio, Heart FM, Capital FM and Classic FM. BBC Radio has the highest mean personal importance score at 7.7, and this is significantly higher than the other three.

⁹ Respondents in Northern Ireland were asked about BBC Radio Northern Ireland and interviewers clarified that this meant BBC Radio Foyle and Ulster.

Chart 3.4.5 – Personal importance of radio stations used for news



3.4.6 Ratings of specific radio stations’ attributes

BBC Radio also measures significantly higher average rating on all but two of the attributes included in the survey (*Alternative to the mainstream* (6.5) and *reflects your own outlook* (6.4)). For these two attributes it has the same average rating as Heart FM (6.5). BBC Radio has the highest attribution for being *up-to-the minute* (8).

Table 3.4.6 – Ratings of radio stations’ attributes

	Base	Is accurate and reliable	Is trustworthy	Is impartial and unbiased	Has in-depth analysis	Is up-to-the minute	Offers a view that reflects your own outlook	Gives you what you need to make up your own mind about a news story	Offers a range of opinions	Offers an alternative to the norm/mainstream
BBC Radio	876	7.8	7.9	7.4	7.2	8	6.4	7.3	7.3	6.5
Capital FM	92	6.9	7.2	6.7	6.2	7.2	6.3	6.6	6.4	6.4
Heart FM	90	7.3	7.2	6.9	6.4	7.4	6.4	6.5	6.8	6.5
Classic FM	60	6.8	7	6.9	5.1	7	5.1	5.3	5.5	5.5

Base: all who use that news source at least once a week. Variable base sizes (minimum n = 50)

3.5 Internet news consumption

3.5.1 The role of the internet

The internet, the newest platform of the four discussed, is driving change in the way news is consumed and how the other platforms are used – especially newspapers.

“As media becomes instant with internet, iPhones and stuff, the press is going to become more and more irrelevant because it is always going to be at least half a day behind.” (25-34, London)

The internet provides great control and freedom, allowing people to search for and follow stories as much as they wish. It can also be active, pushing news. It is considered the most up to date and versatile – its accessibility lending it these credentials to some extent. It is also widely considered to be free (within the context of having internet access).

“It’s free, it’s wherever you want, whenever you want.” (25-34, London)

“With the introduction of apps and smart phones it’s more readily available ... If something’s happened during the night, bang, you know! It’s on my phone right away.” (35-54, Belfast)

“Being able to check different sources straight away [is the advantage of the internet]. Whereas if you just got one paper, that is the only source you can actually refer to.” (25-34, London)

The internet is becoming more and more mainstream for news, especially among younger people. Traditional media brands, and aggregators to a lesser extent, tend to generate similar trust levels via the internet to those they gain offline.

“I’d say the internet would be more trustworthy because in the paper it’s a journalist [with an agenda] writing it.” (55+, Cheshire)

As technology continues to develop and the internet becomes increasingly accessible with easy mobile access and the convenience of apps, the selection of the news agenda is gradually shifting towards consumers. Some people are sourcing and following news in terms of popularity rankings for example, rather than an ‘official’ news agenda.

3.5.2 Use of the internet in general for news

Forty-one per cent of UK adults claim to use the internet for news, rising to 50% among those with internet access and 65% among those with access at work. Forty-six per cent of users do this more than once a day.

Across the subgroups:

- Use is higher among 16-34s (60%) than among older age groups (48% of 35-54s, and 23% of 55+s).
- Socio-economic group is also a differentiator, with use measuring 57% for ABC1s and 30% for C2DEs.

In terms of specific device used to access online news, there are a few differences:

- Use of internet/apps on a computer is relatively even across the younger age groups, with 49% of 16-34s doing this.
- Use of websites or apps on mobile phones is significantly higher for males (19%) than females (15%), and is higher for 16-34s (33%) than for other age groups.

3.5.3 Types of news the internet is used for

Clearly, the internet has a more varied offering than other news media in terms of the number of individual sources/brands, delivery mechanisms (both across and within devices), and ways in which people are able to interact with content. It can deliver the same content as all three other platforms (TV, newspapers and radio), so it automatically has an advantage. Whereas the other platforms have more limitations (such as newspapers being unable to be completely up to date), all types of news can be delivered effectively via the internet.

This is supported by the fact that it gains the second highest figures from its users for five of the seven types of news listed (as shown in Chart 3.5.3), despite it having a lower reach as a news medium. The two areas that show the highest response are *breaking stories* and *headline and summaries*, both with 49%. The internet scores lower than the other platforms among users on *opinions and debates* (26%). It also shows the third lowest response for *light-hearted stories* (38%), behind TV (47%) and newspapers (43%).

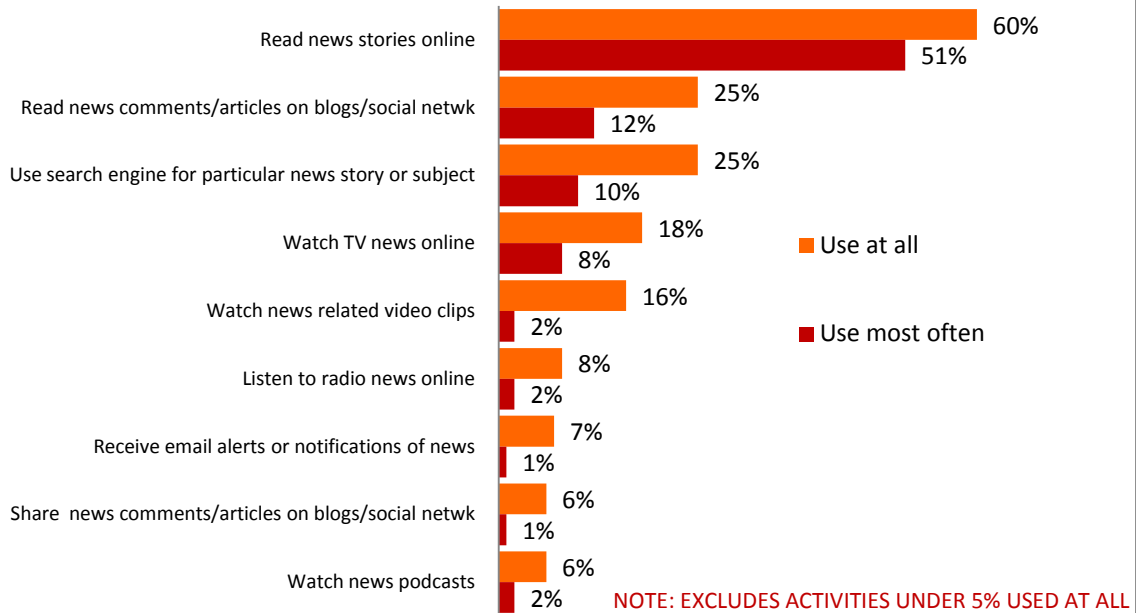
Despite the wide variety of interactive possibilities on the internet, people prefer to read the news on newspaper websites or recognised news sites. Using social media and blog sites is more to do with consuming news than about interacting, as demonstrated by the types of news accessed online, shown in the chart below; *reading news stories online* has by far the highest response, with 60% doing this *at all*, and 51% doing it *most often*.

Chart 3.5.3 - Ways to access news online

Q6a) In which types of ways do you access and use news through the internet or apps nowadays?

Q6b) And which one do you use most often?

Base: All who use any internet for news nowadays (926)



Despite the age differences in terms of internet news penetration as a platform, among those who did say they use it, there are no significant age differences for its primary use - reading news stories online. However, reading news related comments/articles on blogs, and accessing news via social networking sites/apps is significantly higher for 16-44s (32%) than other age groups. Other significant differences include:

- Sharing and posting news related content on blogs, social networking sites/apps is higher for women (Share=8%, Post=6%) than men (Share=4%, Post=2%).
- ABC1s (65%) and workers in general (62%) are more likely than C2DEs (49%) and those not in paid work (54%) to read news stories online.

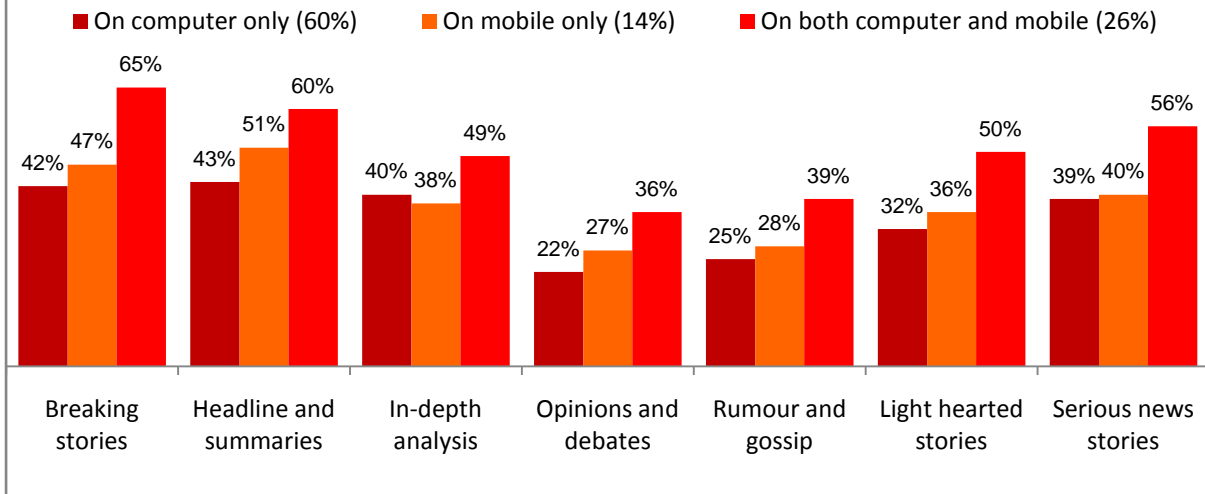
3.5.4 Online news access by device

Online news can be categorised by the type of device it is accessed on. Three in five of those who access news online still do so only via a computer, whether this is a desktop, laptop, netbook or tablet PC. However, mobile phones have seen a particular upsurge in recent years as an access device, with the advent of smartphones. The data show that it is less common for the mobile phone to be used *alone* as a means of accessing news online; it is more often used in tandem with a PC/laptop, with 26% using both mobile and computer. This supports the finding that the primary motivation for using multiple platforms is convenience. It is therefore unsurprising that use of all types of news is higher among those who access it via more than one device. This is demonstrated below:

Chart 3.5.4 - Types of news accessed online, among those who access news on devices

Q4ba-Q4bf) And of all the different ways you say you get news, which do you tend to use for...?

Base: All who use TV (2033), Newspapers (1281), Radio (1198), Internet (926)



3.5.5 Use of specific websites or apps for news

Due to the sheer volume of choice of online news sources, it is difficult to measure internet news consumption using a pre-defined list. Nevertheless, as we have seen with TV and radio, the BBC website shows significantly higher responses (57%) than other online news sources. Coupled with Sky News, two-thirds say they use “any TV broadcaster websites/apps for news nowadays”, showing that the dominance of television as a news platform also holds true online.

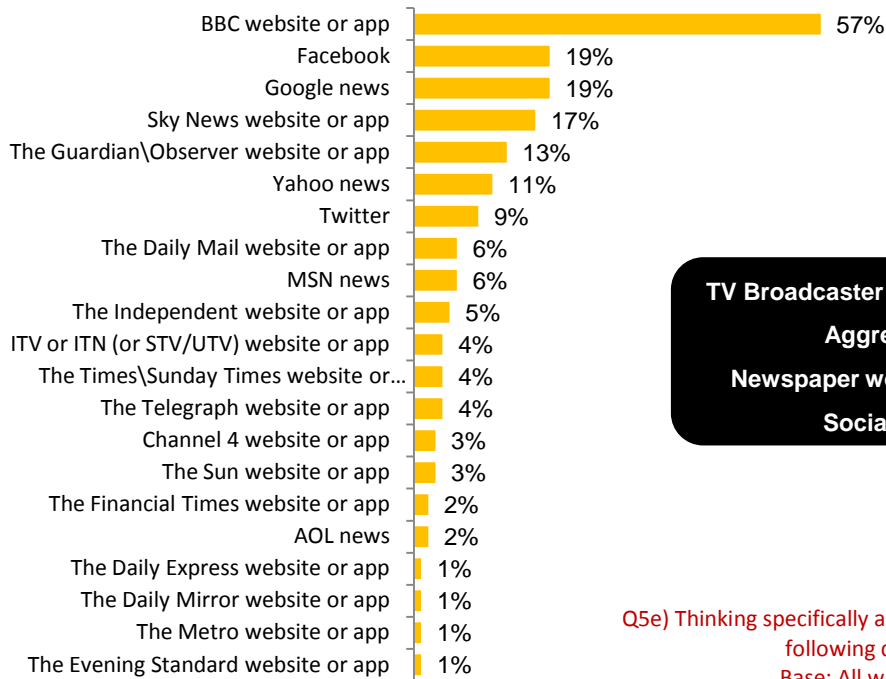
In a similar vein, newspaper brands also seem to have a strong footprint online - 29% of those who say they use the internet for news specified a newspaper website or app, with the Guardian leading the way at 13%.

However, there are also a number of online-only services that come to the fore – Facebook and Google News show similar levels of news consumption at 19%, while Twitter gains close to half this response at 9%. News aggregators like Google News are claimed to be used by a third¹⁰, whereas social media are used by nearly a quarter (23%).

¹⁰Note Google News may be overstated if respondents were thinking more broadly about Google rather than Google News itself. This means comparisons with other online research sources (such as Nielsen) may be limited.

Chart 3.5.5 - Websites or apps used nowadays for news

% of those who use internet for news (41%)



Looking at the user profile for a selection of these websites, Google News is the only one with a relatively even socio-economic group profile (ABC1-51%, C2DE-49%), while the rest are heavily skewed towards ABC1s (as is general internet use). In terms of sources, the ABC1 profile skew is particularly prevalent for the Guardian/Observer website or app, at 83%.

The demographic profile of Google News is also more female-orientated (53% v 47% male), and this is even more true for Facebook (56% female). The Sky News profile, on the other hand, is 56% male. The Guardian website/app has an even profile in terms of gender, compared to the newspaper which, as we have already seen, has a female bias. The BBC website/app also shows a relatively even gender split (male 51%, female 49%).

3.5.6 The role of social media

“I didn’t realise how much I talk about the news...the amount of times I see something and talk about it with my friends on Facebook or Twitter.” (25-34, Cheshire)

Social media sites represent a distinct and evolving platform, and the qualitative research highlighted this, albeit among a small group of people. It appears that social media use is more prevalent among younger and more sophisticated users, who integrate such services into broader repertoires. For some, Facebook acts as a news aggregator or channel for accessing content from media brands. There was also evidence from the discussion groups of people using Twitter to follow news, harnessing sources such as media brands, public figures, and even friends and family. This draws upon the social value of news, with a desire to keep ‘in the loop’ and contribute to conversations.

There was also evidence of a word-of-mouth role for social media, particularly with breaking news. Indeed, many participants said they would learn of stories from comments posted by friends or family members on social network sites. This often prompts checking of stories through more traditional news providers, while also serving as a forum for discussion. A prominent example at the time of the research was the death of the Wales football manager, Gary Speed, which several respondents learned of via social media. This was discussed alongside the death of Michael Jackson, and other major breaking news stories that spread via such platforms.

“You can almost find stuff out as soon as it happened – or sometimes better [sooner] – than radio or TV.” (18-24, Belfast, talking about Twitter)

“I check my news feed on Facebook more than I check the actual news.” (25-34, Cheshire)

A significant appeal of social media in news consumption appears to surround the ‘ground-up’ nature of its approach. This draws upon notions of an authority derived from people, as opposed to traditional providers or perhaps even vested interests. In general, there are indications that social media facilitates greater socialisation of news, while perhaps even impacting on opinion forming. This ground-up aspect is also evidenced in the eye witnessing of unfolding stories. The 2011 London riots are a prominent example of where social media afforded testimony from amidst unfolding events.

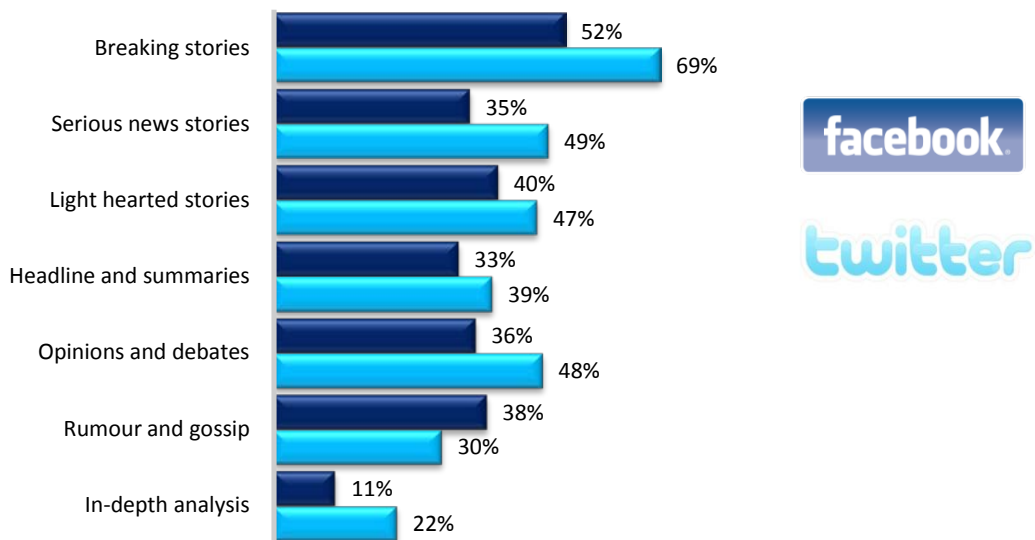
“Twitter I suppose again was for the riots, because I live in Stockwell not far from Clapham... But you have to take it with a massive pinch of salt because it’s mostly people wanting to say something.” (25-34, London)

The quantitative research shows that 23% of those who said they use the internet for news use social media to do so; of these 56% are under 35 years old (supporting what we saw in the qualitative phase). While only 9% of all internet news users claim to use Twitter as a source of news, twice as many claim to use Facebook (19%). However, despite the consumption differences, it is clear that the two main players serve very different roles when it comes to news. Before assessing this it is important to point out that the base sizes for both news sources are lower than 100, so should be treated with some caution.

- When rating the personal importance of news sources on a scale of 1 to 10 (where 1 was *not at all* and 10 was *completely*), Facebook has a lower mean personal importance score (as a source of news) among its users than Twitter (6.3 for Facebook compared to 7.2 for Twitter).
- Twitter scores higher than all other sources (across all platforms) for *offers range of opinions* (7.7), while Facebook scored 6.8 for this attribute.
- Twitter also scored highest for *up-to-the minute* among users (8.3), joint first with Sky News Channel (8.3). Facebook, on the other hand, scored 6.3 on this attribute.

We know that Twitter is considered to deliver *up-to-the minute* news. Therefore, across the various types of news, the most prominent type accessed on Twitter is shown to be *breaking stories* – 69%. As demonstrated on the following chart, Twitter has a higher response among its users than Facebook for all types of news except *rumour and gossip*:

Chart 3.5.6 - Types of news social media used for



Q7) You said you read, share or post news related comments or articles on blogs, social networking sites or apps such as Facebook or Twitter. Which of the following types of news do you do this for...?
Base: All who use Facebook (91) Twitter (57) for news* Caution, both bases under 100

Social media and trust

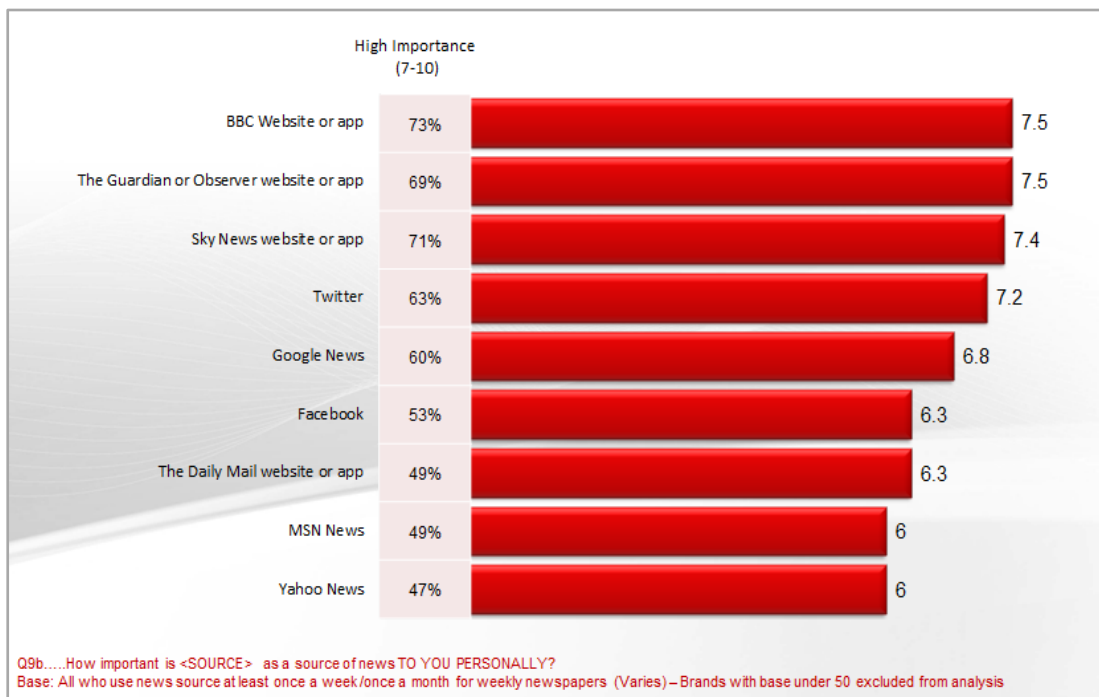
The qualitative research also showed that there were varying levels of trust in social media. For some, social media merely provides unchecked opinions or even gossip. Younger respondents seem more open to the veracity of news served via social media, while more sophisticated news consumers often use social media as part of their active multi-sourcing to get closer to the facts underpinning stories.

In order to gauge the level of trust quantitatively it is worth comparing *social media* (Twitter/Facebook combined) to news *aggregators* (Google/Yahoo/AOL/MSN News). This analysis shows that social media are considered less *trustworthy* than news aggregators (5.1 v 7.0), less *accurate & reliable* (5.0 v 6.9), and less *impartial* (4.7 v 6.5).

3.5.7 Personal importance of specific internet sources

The chart below displays the mean personal importance data for internet brands. Those with the higher levels of claimed importance among their users are the BBC (7.5), the Guardian / Observer (7.5), Sky News (7.4), and Twitter (7.2). The results for all internet sources with base sizes above 50 are shown below:

Chart 3.5.7 – Personal importance of websites or apps used for news



- The BBC website or app has lower importance among over 75s; 6.9 compared to 7.8 from 16-34 year olds and 7.5 from 35-54 year olds.
- Facebook receives a significantly higher importance score from women (6.9) than from men (5.7). This is also the case for non-workers (7.2) compared to workers (6.0).

3.5.8 Ratings of specific internet sources’ attributes

In terms of ratings on attributes, online sources tend to reflect their offline equivalents. For example, the BBC, the Guardian/Observer and Sky News have higher average ratings than other sources on most counts, particularly trustworthiness and accuracy and reliability. We have commented earlier in this section that Facebook and Twitter are not considered as accurate and reliable or trustworthy as other sources, and this is particularly noticeable when compared to these three sources.

The full breakdown of mean attribute ratings (sources with bases over 50) is displayed in the following table:

Table 3.5.8 – Ratings of internet sources’ attributes

	Base	Is accurate and reliable	Is trustworthy	Is impartial and unbiased	Has in-depth analysis	Is up-to-the minute	Offers a view that reflects your own outlook	Gives you what you need to make up your own mind about a news story	Offers a range of opinions	Offers an alternative to the norm/mainstream
BBC Website or app	488	7.9	7.9	7.4	7.3	8.1	6.4	7.3	7.1	6.3
Google News	178	7.2	7.2	6.7	6.8	7.7	6.3	6.9	6.9	6.9
Facebook	167	4.9	5	4.8	4.6	6.3	5.4	5.2	6.8	6.4
Sky News website or app	152	7.6	7.5	7.1	7.3	8	6.5	7.3	7.1	6.8
The Guardian or Observer website or app	108	7.7	7.8	7.1	7.7	7.8	7	7.3	7.2	7.1
Yahoo News	103	7	7.1	6.5	6.4	7.1	5.7	6.4	6.3	6.4
Twitter	81	5.4	5.1	4.7	4.7	8.3	5.7	6.1	7.7	7.4
MSN News	59	6.3	6.5	5.8	5.9	7	5.5	5.8	6.1	6.2
The Daily Mail website or app	54	6.3	5.9	5.5	6	6.6	5.3	5.9	5.8	5.7

Base: all who use that news source at least once a week. Variable base sizes (minimum n = 50)

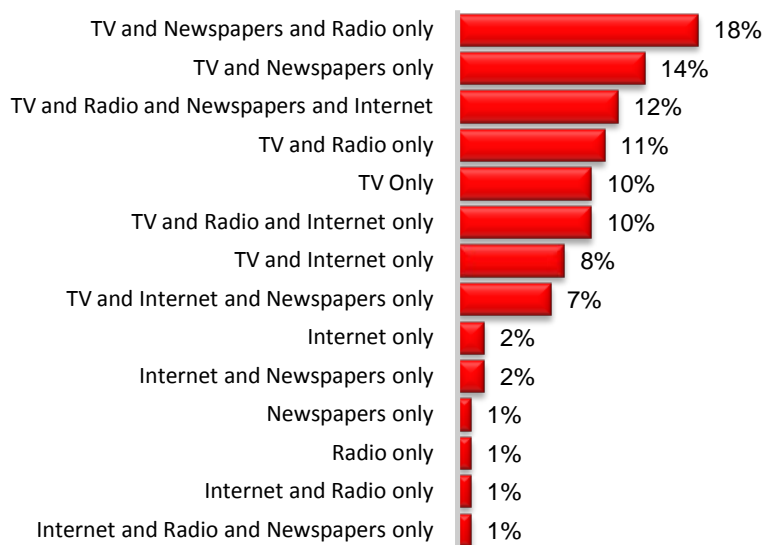
4. How is news consumed across platforms?

4.1 Platform consumption

4.1.1 Number of platforms used

On average, 2.4 of the four main platforms are used per person to access news. The following chart demonstrates the 14 possible combinations. The most common combination is 'TV, newspapers and radio only' (18%), followed by 'TV and newspapers only' (14%).

Chart 4.1.1 - Platform combinations used nowadays



Q3a) Which of the following do you use for news nowadays?
Base: All adults 16+ who follow the news (2265)

The key observations in terms of multi-platform use are:

- *TV and internet* is the most prominent combination among 16-24s (13%).
- In total, single platform use accounts for 14% - mainly pertaining to 'TV only' at 10%.
- The most significant difference in terms of average number of platforms is between ABC1s (3.2) and C2DEs (2.6). This is also reflected in single platform users; 69% of these are C2DE.

4.1.2 Reasons for using multiple platforms

The qualitative research uncovered the habitual nature of news consumption - news is provided in a multitude of ways throughout the day, with its ubiquity and convenience giving it an ambient quality. With news pushed via a variety of convenient formats, some consumption can be passive/in the background. However, on other occasions, people actively seek out news, either out of interest,

necessity, or simply for entertainment. This allows news consumption to fit into the rhythms of daily routines and even help to define those routines.

Repeated exposure across different platforms is seen to instil trust in the story, as highlighted in the following quote:

“I read a lot of my news on the web... I prefer that than listening to the radio. I have a habit of listening to the news in the morning on the television and then during the day I would go in and out of different websites and catch up with what’s gone on.” (35-54, Belfast)

In order to quantify the core reasons why people use different news platforms, we asked respondents who use more than one platform for news to select the reasons why they do this (from a pre-coded list). They could offer more than one response. The primary motivation is convenience – *I use different ways depending on where I am and what I am doing* is a motivation for 59% of news followers. Responses to the full list are as follows:

Table 4.1.2 – Reasons for using multiple platforms

You say you use the following ways to get news nowadays - <LIST PLATFORMS USED>. Why do you use MORE THAN ONE way to get news?	%
I use different ways depending on where I am and what I'm doing	59
I like to get a range of viewpoints on a story and using different ways helps me do this	28
I use different ways for different kinds of news (e.g. breaking news stories versus in-depth coverage)	24
I use different ways depending on what I feel like\my mood at the time	17
It gives me different ways of interacting with a news story or topic	15
Availability/convenience/habit	1
Other	1

- The top response – *I use different ways depending on where I am and what I am doing* – is mentioned more frequently among ABC1s (65% ABC1 v 53% C2DE), and workers (67% in paid work v 48% not in paid work).
- *I use different ways depending on what I feel like\my mood at the time* is mentioned more frequently among those aged 16-24 (22%) than older age groups, and was also significantly higher for C2DEs (19%).

4.1.3 Number of sources used, within and across platforms

Across the four main platforms, people use an average of 4.8 sources of news. Television and newspapers have the highest average number of sources consumed within the platforms themselves; both with 2.2. This compares to 2.0 for the internet (websites or apps) and 1.4 for radio. The full breakdown across the four main platforms, within key groups of interest, is shown in table 4.1.3.

Table 4.1.3 – Mean number of sources used within and across platforms

	TOTAL	TV	NEWSPAPERS	RADIO	INTERNET
TOTAL	4.8	2.2	2.2	1.4	2.0
Male	4.9	2.2	2.2	1.5	2.0
Female	4.8	2.2	2.1	1.4	2.0
16-24	5.1	2.2	2.2	1.4	2.4
25-34	5.0	2.3	2.1	1.5	2.1
35-44	5.0	2.2	2.1	1.5	2.0
45-54	5.1	2.3	2.3	1.5	1.9
55-64	4.7	2.2	2.2	1.4	1.5
65-74	4.4	2.1	2.1	1.4	1.4
75+	4.1	2.1	2.0	1.2	0.9
ABC1	5.4	2.3	2.3	1.5	2.1
C2DE	4.2	2.1	2.1	1.4	1.8
In paid work	5.2	2.2	2.3	1.5	2.0
Not in paid work	4.4	2.2	2.0	1.3	1.8
England	4.8	2.2	2.1	1.4	2.0
Scotland	4.3	2.0	2.2	1.3	1.9
Wales	5.2	2.4	2.2	1.4	1.7
Northern Ireland	6.3	2.7	2.8	1.7	2.3

- Number of news sources used generally decreases with age - 16-24s have the highest average (5.1) and 75+ year olds the lowest (4.1). This is primarily driven by the internet – 16-24s use an average of 2.4 internet sources.
- ABC1s use more sources on average (5.4) than C2DEs (4.2).

4.1.4 Reasons for using multiple sources

Our qualitative research showed that reasons for multi-sourcing can often be active choices, where a person seeks to get a balanced, complete view of a story from across a range of providers and platforms:

“...the Daily Mail can be a little bit sensationalist, it can exaggerate things and blows things out of the water sometimes. I suppose the Guardian is a bit more of a serious newspaper so I just like to see if it was in there without all the other sensationalism.” (35-54, London)

The qualitative research also revealed that among a minority this involves consuming alternative foreign channels to achieve a broader perspective on global news. Alternative channels mentioned included Al Jazeera, Russia Today, CNN, and Fox News.

“Certainly the Russian One [Russia Today], you actually get a different perspective and that is what is quite refreshing... You do have to be active otherwise you get saturated in your little Metro and Evening Standard and BBC bubble.” (25-34, London)

For the more sophisticated news users, there was evidence of an active level of multi-sourcing. This involves comparing and contrasting reporting of particular stories from a range of providers, with an appreciation of the role of the media in providing access to information, while remaining mindful of the role of vested interests.

“I live and breathe the BBC, but then I go to the Daily Mail to get all my trashy stories... because they update it all the time and I love the celebrity gossip” (25-34, London)

For the less sophisticated news users, the focus is on ‘softer’ news content such as entertainment, celebrities and sport, rather than social, political, or economic issues. As a result, their news use appeared to be more passive, often using limited, familiar sources.

In terms of using multiple sources, we asked a very similar question to the one about platform sources, with a slightly different pre-coded list. Again, people could offer more than one response. It is clear that the primary motivation is the same - convenience (*using different ways depending on where the person is or what they are doing*); this was mentioned by 49% at a source level, compared to 59% in relation to platform. There are also two other reasons that are consistent across both measures – *I like to get a range of viewpoints* (28% and 27% respectively) and *...depending on what I feel like/my mood at the time* (17% and 19% respectively).

Table 4.1.4 – Reasons for using multiple sources

You say you use different sources to get news nowadays. Why do you use MORE THAN ONE source for news?	%
I use different sources depending on where I am and what I’m doing	49
I like to get a range of viewpoints so I get a more rounded sense of the story	27
I use different sources depending on what I feel like/my mood at the time	19
I use different sources for different types of news stories e.g. politics, financial, sport	19
I use different sources for different stages – some quicker to break news, others are more likely accurate and bigger picture	19
I like to compare how different news organisations treat news stories	15
I use more than one source to check that I’m not getting a biased view of the story	16
Other	2

4.1.5 Background to cross-platform consumption metrics

There is no existing system that measures cross-platform news consumption on a consistent basis. Instead, there are a series of separate industry standard metrics on a platform-by-platform basis. Each industry metric each uses a different research methodology and the ability to analyse news-specific consumption varies substantially across the methodologies. Reach is also defined differently by each system. To supplement the analysis that these industry metrics support, Kantar Media, in conjunction with Ofcom, has used the quantitative research data from the consumption questions in the survey to develop cross-media metrics.

Ofcom had previously considered the measurement of cross-platform media plurality in the public interest test (PIT) of the proposed merger of BSkyB and News Corporation in 2010. In addition to including industry based measures to estimate consumption within each platform, Ofcom

commissioned quantitative research from Kantar Media to measure news consumption across platforms. The data provided a core evidence base for the PIT, and allowed consideration of the share of voice accounted for on each platform as well as across platforms. Using our quantitative research data, we were also able to determine how many news providers each individual uses, creating a multi-sourcing metric.

For this purpose a ‘Share of References’ metric was developed; it was based on whether a title or source was used on a self-defined ‘regular’ basis. To enhance the measurement of cross-media news consumption we made improvements to this metric in the current survey in two ways. The first incorporated frequency of consumption of different sources – i.e. daily, 2 or 3 times a week etc.; the second improvement enabled capture of all sources of news cited by respondents in order to provide a more accurate estimate for multi-sourcing.

4.1.6 Explanation of cross-platform consumption metrics

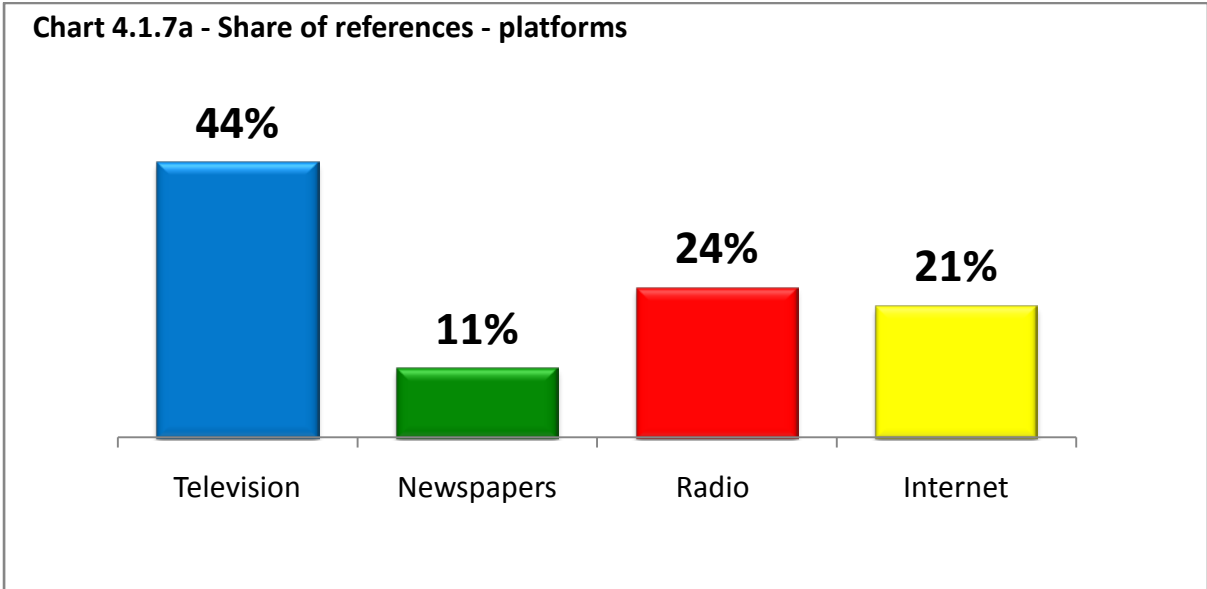
The metrics we have used to assess cross-platform consumption are:

Metric	Explanation																																												
Multi-sourcing	Counts were created for the number of platforms, sources or providers used by each respondent. These were then aggregated. For categories such as ‘news providers’ the number represents a de-duplicated result; e.g. if respondent mentions more than one source for the same organisation they are counted once only.																																												
Cross Platform Audience Reach	Figures for all news sources owned by a given news provider (e.g. the BBC) were grouped to show overall reach across platforms. Again, this represents a de-duplicated reach result, i.e. if a respondent mentioned more than one source for the same organisation they are counted only once in the reach calculation. For example, 86% of respondents use at least one BBC news source nowadays.																																												
Share of References	<p>This was a bespoke metric set up to incorporate the impact of frequency, and multi-sourcing (duplicated responses). It was calculated as follows:</p> <ol style="list-style-type: none"> Frequency scale figures established for each individual source used nowadays, factored as follows - A: TV, radio and internet, B: Daily newspapers C: Weekly newspapers (note different scale for newspapers due to availability differences) <table border="1" data-bbox="459 1570 1385 1939"> <tbody> <tr> <td>A</td> <td>21</td> <td>14</td> <td>7</td> <td>5</td> <td>3.5</td> <td>1</td> <td>0.5</td> <td>0.25</td> <td>0.1</td> <td>0.1</td> </tr> <tr> <td>B</td> <td>18</td> <td>12</td> <td>6</td> <td>4</td> <td>2</td> <td>0.85</td> <td>0.5</td> <td>0.25</td> <td>0.1</td> <td>0.1</td> </tr> <tr> <td>C</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>1</td> <td>0.5</td> <td>0.25</td> <td>0.1</td> <td>0.1</td> </tr> <tr> <td></td> <td>Lots of times a day</td> <td>2-3 times a day</td> <td>Once a day</td> <td>Most days</td> <td>2-3 times a week</td> <td>About once a week</td> <td>Every 2-3 weeks</td> <td>About once a month</td> <td>Less Often</td> <td>Don't know</td> </tr> </tbody> </table>	A	21	14	7	5	3.5	1	0.5	0.25	0.1	0.1	B	18	12	6	4	2	0.85	0.5	0.25	0.1	0.1	C						1	0.5	0.25	0.1	0.1		Lots of times a day	2-3 times a day	Once a day	Most days	2-3 times a week	About once a week	Every 2-3 weeks	About once a month	Less Often	Don't know
A	21	14	7	5	3.5	1	0.5	0.25	0.1	0.1																																			
B	18	12	6	4	2	0.85	0.5	0.25	0.1	0.1																																			
C						1	0.5	0.25	0.1	0.1																																			
	Lots of times a day	2-3 times a day	Once a day	Most days	2-3 times a week	About once a week	Every 2-3 weeks	About once a month	Less Often	Don't know																																			

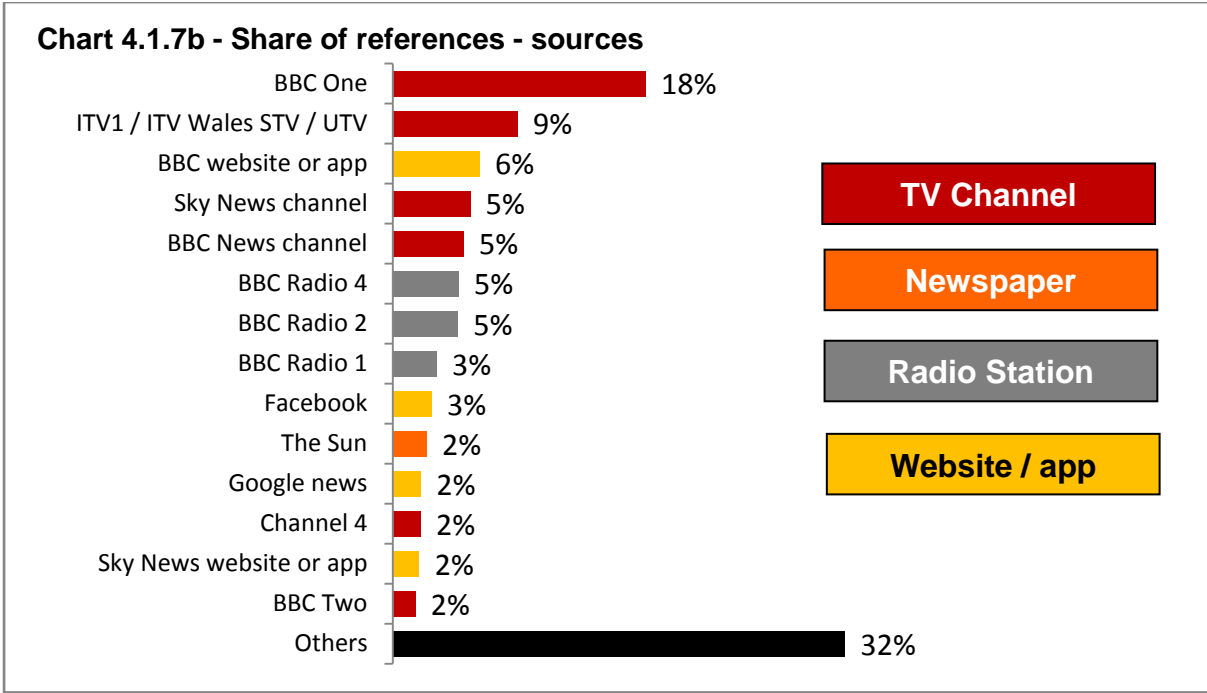
	<ol style="list-style-type: none"> 2. The factored frequency figures were then summed for each source to create a 'Source Total' 3. All 'Source Totals' summed to create a 'Grand Total' of consumption 4. Proportion of 'Grand Total' calculated for each source 5. 'Source Totals' for each individual source summed and grouped by platform and respective retailer/wholesaler etc. If a respondent uses more than one source from a particular provider it counts each time 6. Share of References figures generated for each source (Source SOR), platform (Platform SOR), wholesale provider (Wholesale SOR) and retail provider/category (Retail SOR)
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4.1.7 Share of references

When looking at platform news consumption, the following chart shows that television accounts for 44% of all news consumption across platforms. Radio and internet measure 24% and 21%. Although newspapers had equal levels of reach with radio (53% of all UK adults use each), it has the lowest share of references with 11% - due to the lower frequency of use.



When looking at individual news sources, the next chart shows that four of the top five news sources are TV channels – with BBC One and ITV1 accounting for over a quarter of all news consumption across platforms. There are four internet sources (Facebook with 3%, Google News with 2%, and Sky News website or app with 2%), three radio sources (all of which belong to the BBC), and one newspaper (The Sun) with over 1% share of total news consumption across the four platforms measured. The 32% 'Other' figure is made up of 540 sources that all have 1% or less share of total consumption, showing just how fragmented the overall share of news is.



4.2 How cross-media consumption translates to news providers

It is common for media companies to distribute their content among various platforms. The internet is the most obvious example of this, where TV broadcasters, newspaper publishers, and radio stations strive to enable their content to be accessible on any device, at any time. In the case of news there are companies who both provide and distribute news. For example, BSkyB owns and distributes news via its own TV and online platforms, as well as to the majority of commercial radio stations and Channel 5, without owning a direct stake in the companies themselves.

4.2.1 Media ownership

Before assessing the directly measured consumption across news providers in terms of volume, it is worth highlighting that many people are not generally aware of who owns individual news sources. During the qualitative phase of the research, we touched upon issues surrounding the ownership of news providers. It should be noted that the qualitative research was conducted while the newspaper phone-hacking scandal was prominent in the headlines, and this is likely to have influenced the discussions at that time.

A discussion around ownership highlighted that there was limited awareness, among the majority, of who owns individual media titles and sources. For many, knowledge of ownership centred on the BBC and News International/News Corp. In the case of the BBC, many referred to the licence fee and public ownership. Given the timing of the research regarding the phone-hacking scandal, many participants discussed Rupert Murdoch and ownership issues surrounding News International titles and Sky News.

Definition of news provider groups

There are two ways in which we categorise news providers:

1. **Wholesale** – Classified as the company that provides the news either to itself and its network of brands or provides to other external commercial sources e.g. BSkyB provides news to many commercial radio stations.
2. **Retail** – Generally, the owner of the medium in which the news is provided.

The full list of definitions is included in Appendix 3.

Note that while this quantitative research was being conducted, Channel 5's news provider changed from Sky to ITN. In this analysis, Sky is assumed to be the wholesale provider of news. The impact of ITN as Channel 5's news provider is discussed in A4.58 and A.4.62 in **Annex 4**.

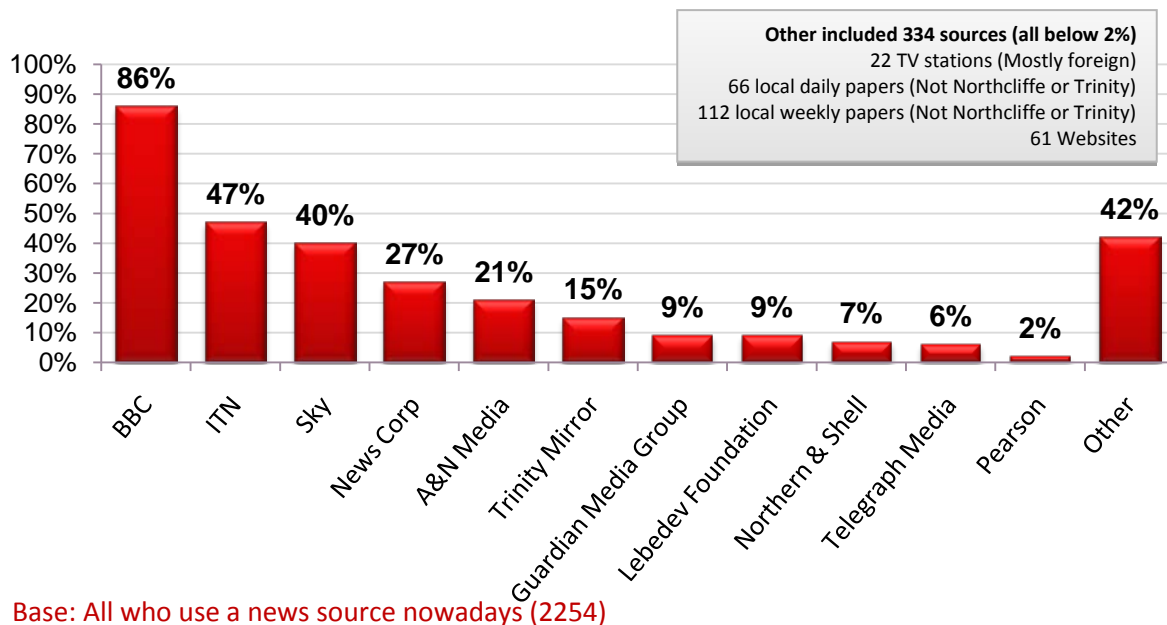
4.2.2 Cross-platform audience reach – news providers (wholesale)

The chart below shows news consumption at a 'wholesale' level. It shows that the BBC has substantial reach across all its news sources, equating to 86% of all adults who follow the news nowadays. ITN (47%) and Sky (40%) have the next-highest cross-platform reach.

The 42% detailed in 'other' use a source not necessarily¹¹ provided by the 11 corporations evaluated. These 'other sources' consist mainly of local newspapers not owned by Trinity Mirror or Northcliffe Media (A&N Media) – 178 in total, as well as 61 websites and 22 TV stations (mostly of non-UK origin).

¹¹ Since aggregators are predominantly provided by the main news providers e.g. BBC and Sky, 'Other' providers might include a degree of these.

Chart 4.2.2 - Cross-platform audience reach for news (wholesale)



At the wholesale (provider) level BskyB provides news for Sky News and the Sky News website, Channel 5 and the Channel 5 website, Classic FM, Absolute Radio, and other commercial radio stations (including TalkSport). At the retail level Sky only provides news for itself (Sky News and the Sky News website), and as such its reach reduces from 40% to 28%. Five goes into Northern Shell at the retail level and as such, that figure increases from 7% to 12%.

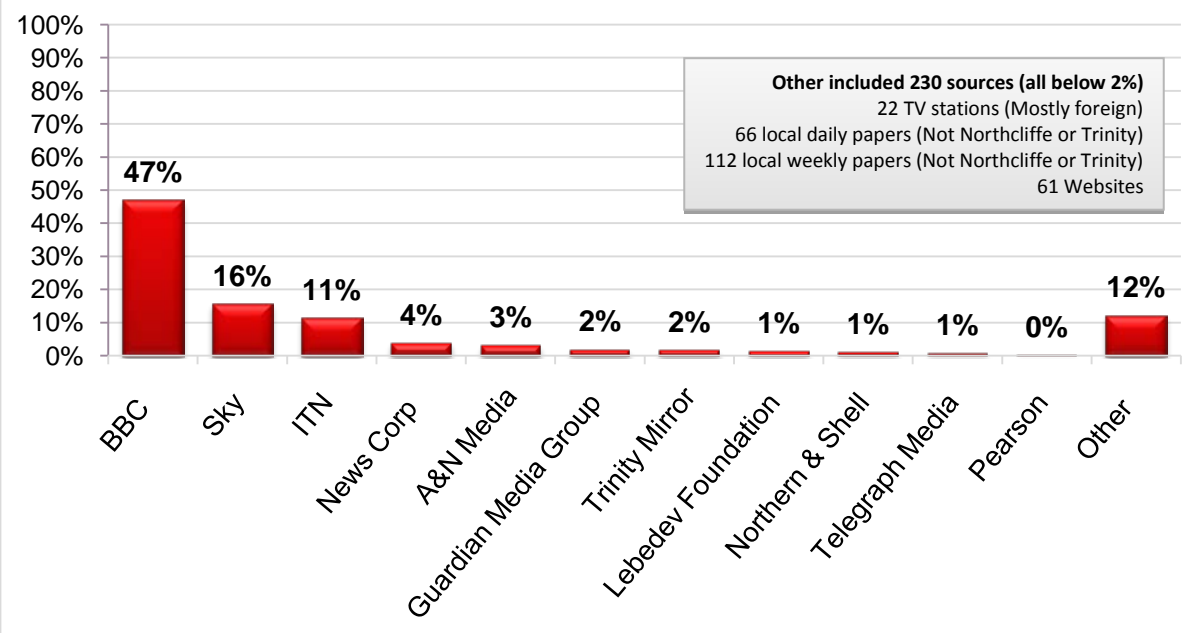
At a wholesale level, ITN provides news for both ITV and Channel 4 so these channels are split out when considering the retail figures. The respective reach figures for these channels are 40% for ITV and 13% for Channel 4.

The 'other' category reduces from 42% to 28% at the retail level due to radio, aggregators and social media brands splitting out.

4.2.3 Share of references – news providers

Our calculations show that 47% of news consumption in the UK is through the BBC. It has a platform share of 56% for TV, 66% for radio, and 29% for internet. At a wholesale level this compares to 12% for Sky (inclusive of commercial radio), and 11% for ITN (inclusive of Channel 4). All other companies evaluated are shown to have 5% share or under. The 'Other' category consists of 334 sources, all of which have less than a 2% share.

Chart 4.2.3 - Share of references (wholesale)



There are several differences among key groups of interest:

- The lowest share of consumption for the BBC is among 16-24 year olds, although it is still the highest source of news for that age range, at 36%. The 'Other' category is comparatively high for this age group, at 19%, and this is primarily driven by social media sources (11%).
- The highest share for the BBC is among 75+ year olds (56%).
- BBC's share is 51% among ABC1s compared to 43% for C2DEs. ITN has a higher share for the latter at 14% (compared to 9% for ABC1s).
- The BBC share in Northern Ireland is significantly lower (41%) than in Wales (53%).
- The ITN share in England (11%) is lower than in Scotland (17%) and Northern Ireland (16%).

When analysing the data at 'retail' level:

- The BBC share remains the same, but the share for Sky falls to 7% due to the exclusion of commercial radio and the provision of news to Channel 5. Commercial radio has the same share as Sky at the retail level, with 7%.
- ITV has a 9% share at the retail level (it forms the bulk of ITN at the wholesale level).
- 'Other' decreases from 12% to 4%.
- Aggregators and social media both have 4% share of references.

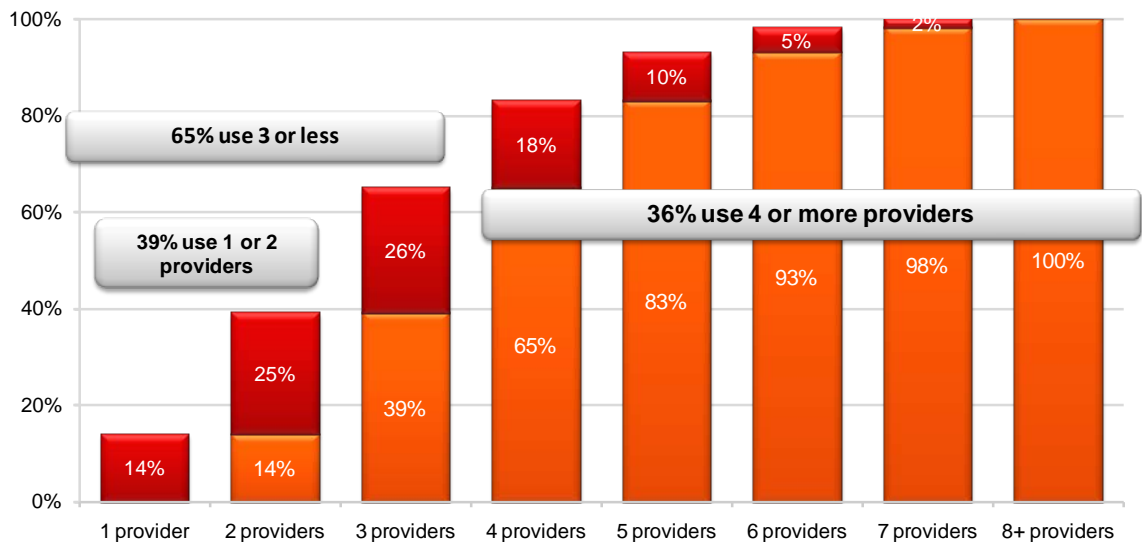
4.2.4 Number of providers used (wholesale)

We have discussed the average number of platforms used for news, as well as the number of sources within and across platforms. We now look at how this translates to the providers

themselves. This analysis calculates that UK news users use 3.1 news providers across all the news sources they use, with almost two-thirds using three or fewer.

One in seven (14%) use only one provider. Breaking this down into more detail, close to one in ten people use only the BBC for news, and this is predominantly BBC One. No other provider has more than 2% share of sole usage. ITN (2%) and Sky (1%) are the only providers with more than 1%.

Chart 4.2.4 – Number of providers used for news



(Q5ai-Q5ei) Thinking specifically about <SOURCE USED AT Q3a (1-8)> which of the following do you use for news nowadays?
 Base: : All adults 16+ who use any platform to access the news (excl. DK for all platforms 2245)

4.3 Positioning of news brands

In Chapter 3 we covered importance and ratings on attributes for individual news sources. These were analysed within platforms. However, it is also worth looking at how they compare across platforms. Much of this is discussed further in Chapter 5 where we assess the notion of influence, using these metrics and an additional series of analysis.

4.3.1 Personal importance of individual news sources

Chart 4.3.1 shows the mean scores of the top 20 personal importance rankings for the individual news sources across all four platforms. The Guardian/The Observer newspapers are most likely to be considered as an important source of news by their readers, with an average importance of 8. The BBC (across all three platforms it operates on) is also rated highly as a source of news among its users. Al Jazeera is a brand that is of high personal importance to its users (7.3 average). This shows that importance as a news source is not necessarily correlated to market size. The qualitative research supports this finding. For example, while there were very few viewers of Al Jazeera across the focus groups, those people that did view it considered it to offer an important alternative viewpoint to the mainstream. Personal importance ratings for The Sun make the same point as Al

Jazeera but in reverse. While it has high levels of reach, it is considered to be relatively less important as a source of news among its readers compared to other sources. This is likely to be because people are not just reading The Sun for news, but also for other reasons such as entertainment.

Chart 4.3.1: Personal importance of sources (top 20 cross-platform)

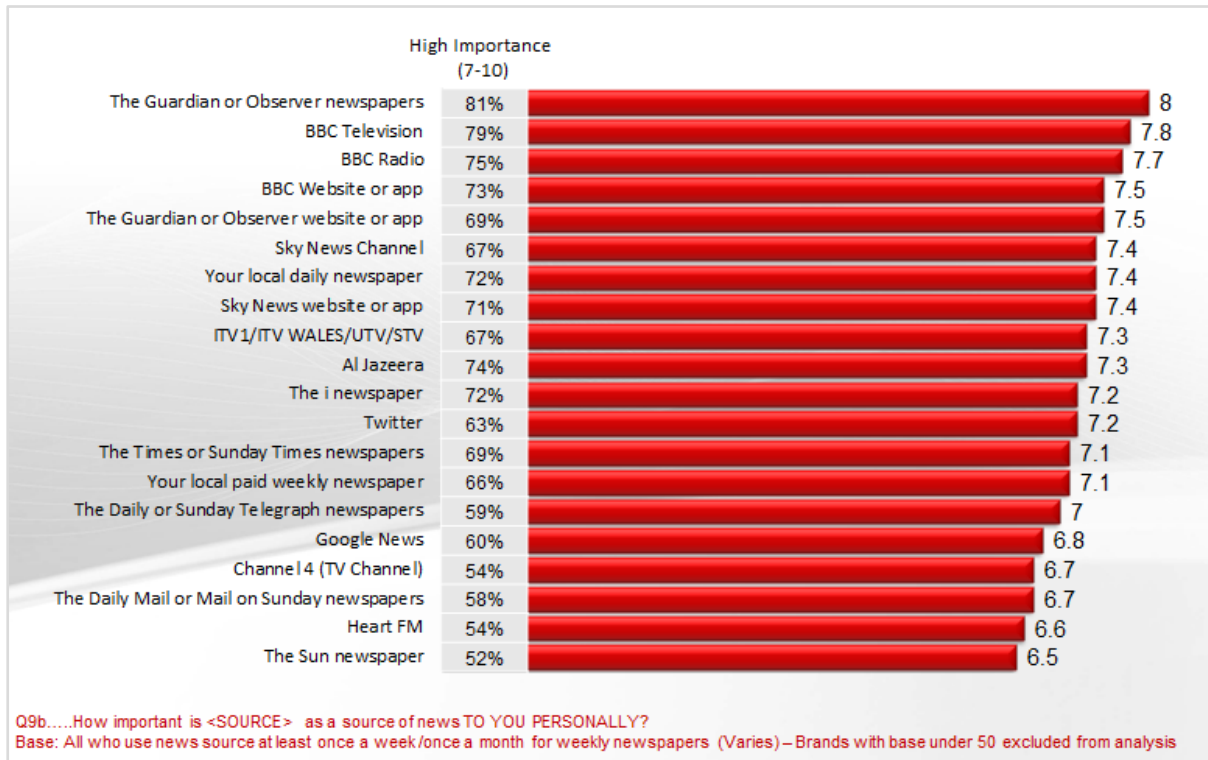


Table 4.3.1 shows the same importance scores as discussed above aggregated into different sub-groups within each platform.

This demonstrates that PSB channels are more highly regarded for news than other news channels with a mean score of 7.7 across all the applicable channels (BBC One, BBC Two, ITV1, and Channel 4).

There are a number of differentiations within the newspaper market. Broadsheet newspapers (7.4) are rated significantly more highly as a personal source of news among their readers than readers of both mid-market titles (6.6) and tabloid titles (6.5). And newspaper websites (driven by the high ratings for The Guardian/Observer) are rated more highly than both social networking sites and news aggregators as a source of news.

Table 4.3.1: Personal importance of sources – aggregated categories

Q9b.....How important is <SOURCE> as a source of news TO YOU PERSONALLY?
 Base: All who use news source at least once a week /once a month for weekly newspapers (Varies)

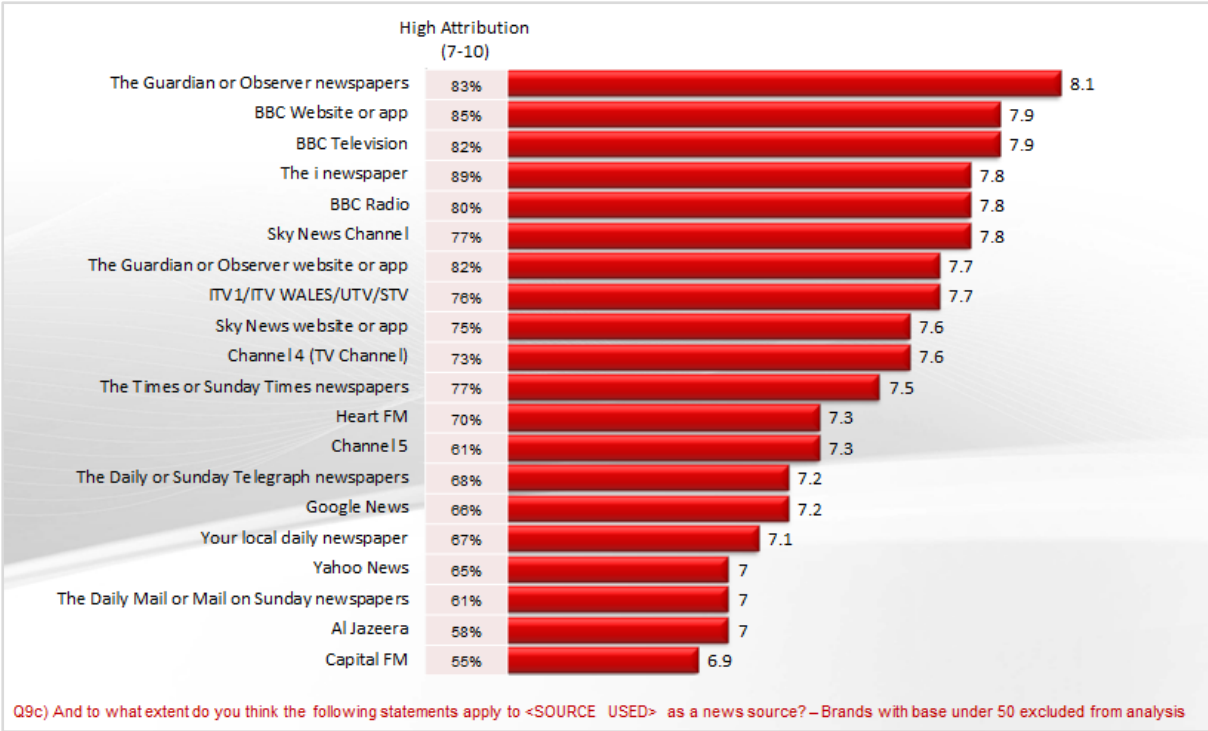
Providers	TV Types	Newspaper Types	Radio Types	Internet Types
BBC Mean = 7.8, High = 80%	PSB Channels Mean = 7.7, High = 77%	Broadsheet Mean = 7.4, High = 74%	BBC Radio Mean = 7.7, High = 75%	BBC Internet Mean = 7.5, High = 73%
Guardian Media Group Mean = 7.7, High = 75%	Digital News Channels Mean = 7.2, High = 66%	Local (any frequency) Mean = 6.9, High = 62%	Commercial Radio Mean = 6.5, High = 55%	Newspaper Websites/apps Mean = 7.0, High = 59%
ITN Mean = 7.3, High = 66%		Midmarket Mean = 6.6, High = 57%		Social Networking Mean = 6.5, High = 56%
Sky Mean = 7.0, High = 61%		Tabloid Mean = 6.5, High = 50%		Aggregators Mean = 6.5, High = 55%
Telegraph Media Mean = 6.9, High = 58%		Freesheets Mean = 6.3, High = 47%		

4.3.2 Ratings of individual sources' attributes

As already discussed throughout this report, respondents were asked to rate all the news sources that they use at least once a week on several attributes. Each of these attributes will be discussed briefly in turn, along with a ranked chart showing the top 20 sources across all news media evaluated.

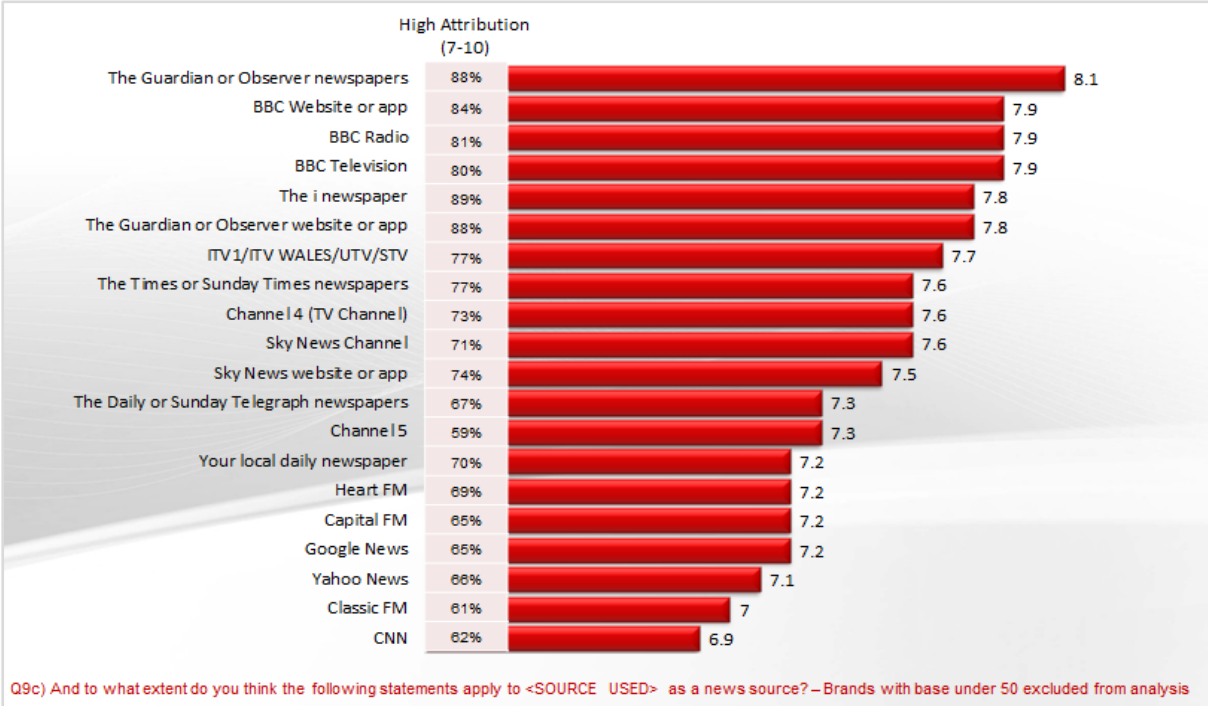
a) Accurate and reliable - Chart 4.3.2a shows the top 20 'accurate and reliable' news sources across all four main platforms, ranked according to the mean scores among users of the individual sources. The Guardian/Observer newspapers are considered to fulfil this role strongly among their readers. The BBC sources (across all three platforms it operates on) also rate highly on this attribute. These findings correlate with what we have already seen in terms of personal importance. There is some variation against importance in the ratings beneath these. However, when looking at statistical relationships, generally there is a high level of correlation between importance and accuracy and reliability.

Chart 4.3.2a: News sources' ratings: 'accurate and reliable'



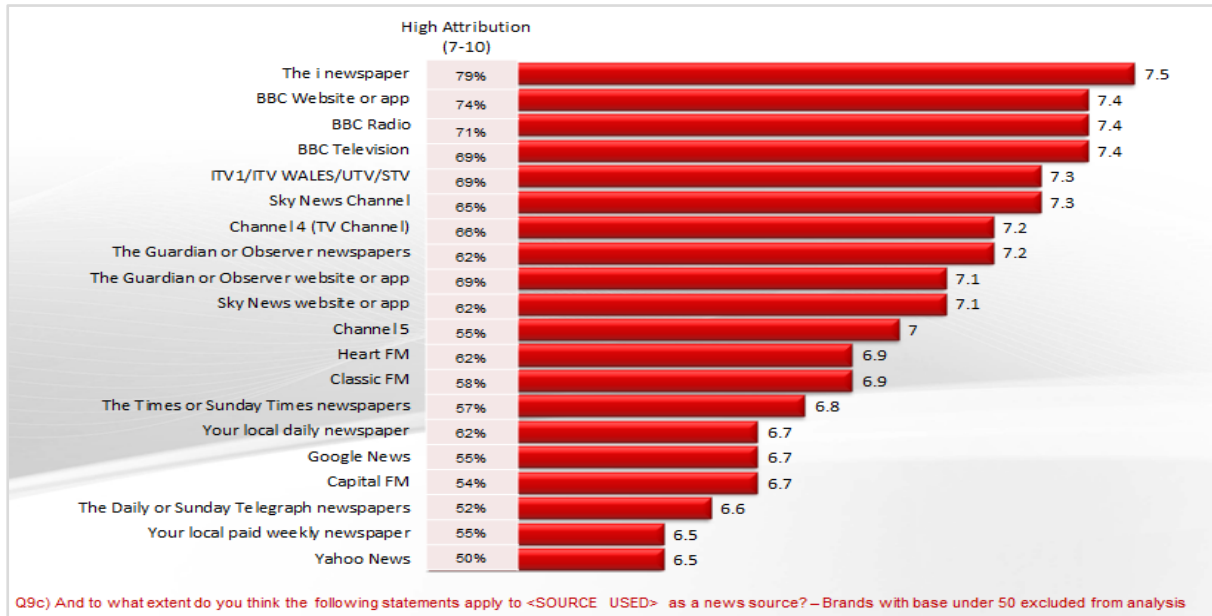
b) Is trustworthy - A similar pattern exists for trustworthiness ratings. The Guardian/The Observer newspapers are considered to be highly trustworthy among their readers. The BBC (across all three platforms it operates on) is also rated highly on ‘trustworthy’ among its users – which correlates with what we saw in the importance ratings. Again, there is a high level of statistical correlation between trustworthiness and importance.

Chart 4.3.2b: News sources’ ratings: ‘trustworthy’



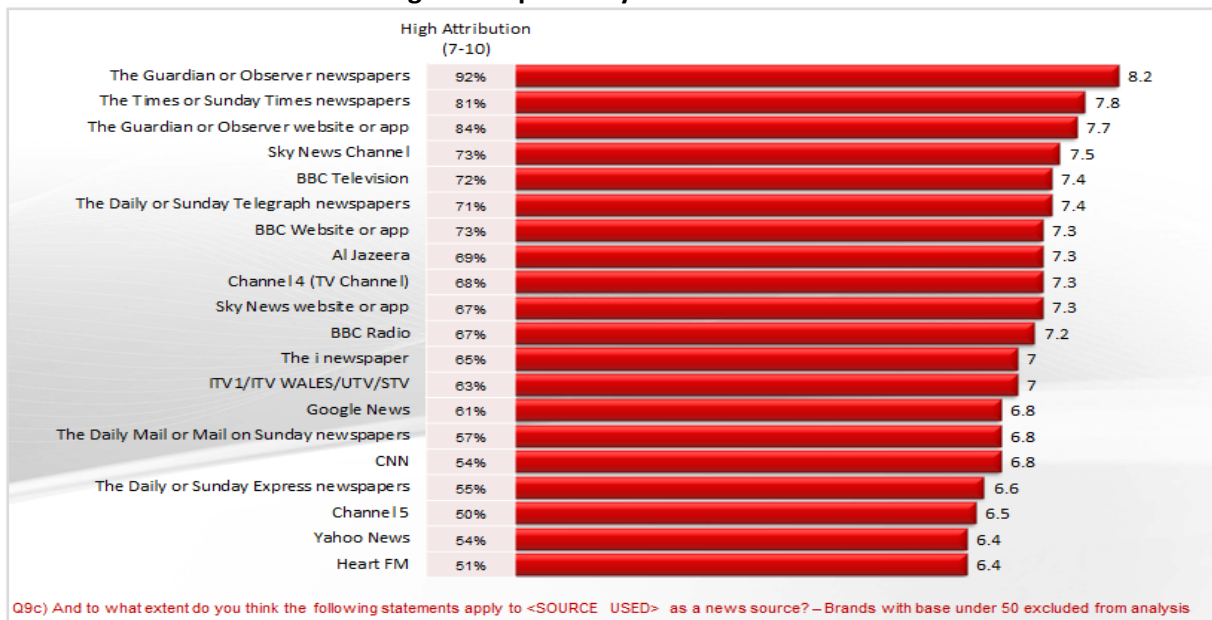
c) Is impartial and unbiased - The i newspaper has a high attribution by its users for being impartial and unbiased, with a mean score of 7.5 and 79% of readers rating it between 7 and 10¹². Again the BBC scores highly on this attribute, with a mean of 7.4 for each of the three platforms it delivers on.

Chart 4.3.2c: News sources' ratings: 'impartial and unbiased'



d) Has in-depth analysis—The top-rated sources for in-depth analysis are broadsheet newspaper brands. The Guardian/The Observer are considered to provide in-depth analysis, with 92% of their readers rating them between 7 and 10 (8.2 average); their online equivalent is also rated highly with 7.7, close to The Times/Sunday times newspaper (7.8).

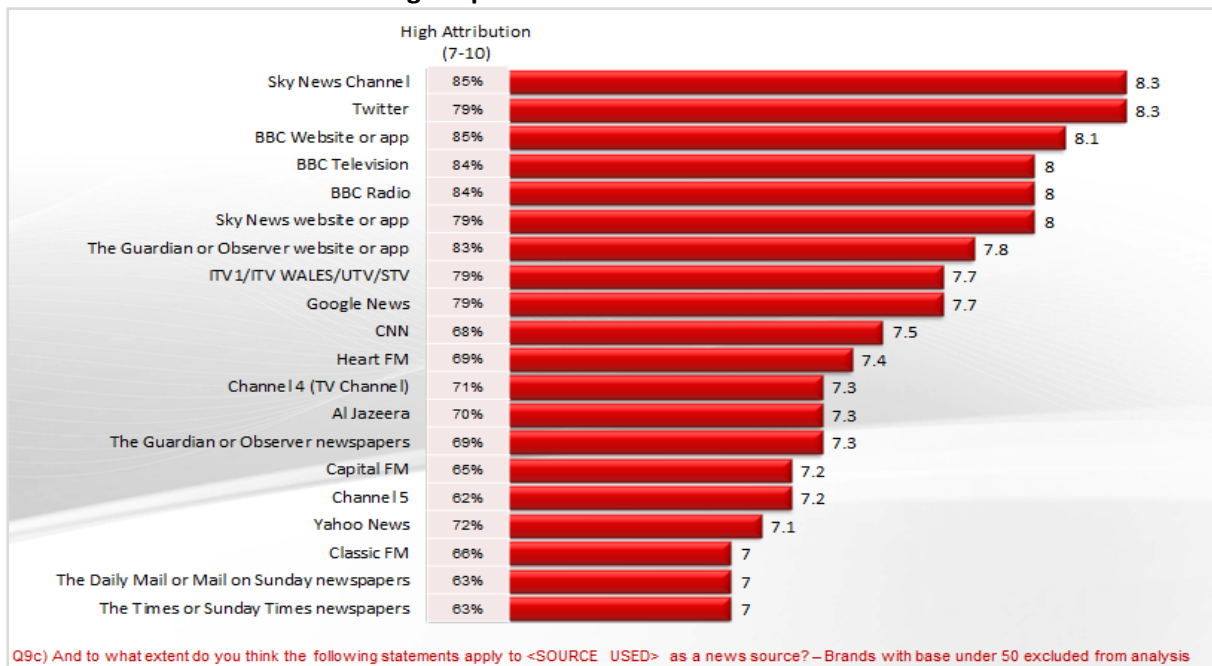
Chart 4.3.2d: News sources' ratings: 'in-depth analysis'



¹² Note that the base size for the i Newspaper is below 100 (53) so should be treated with caution

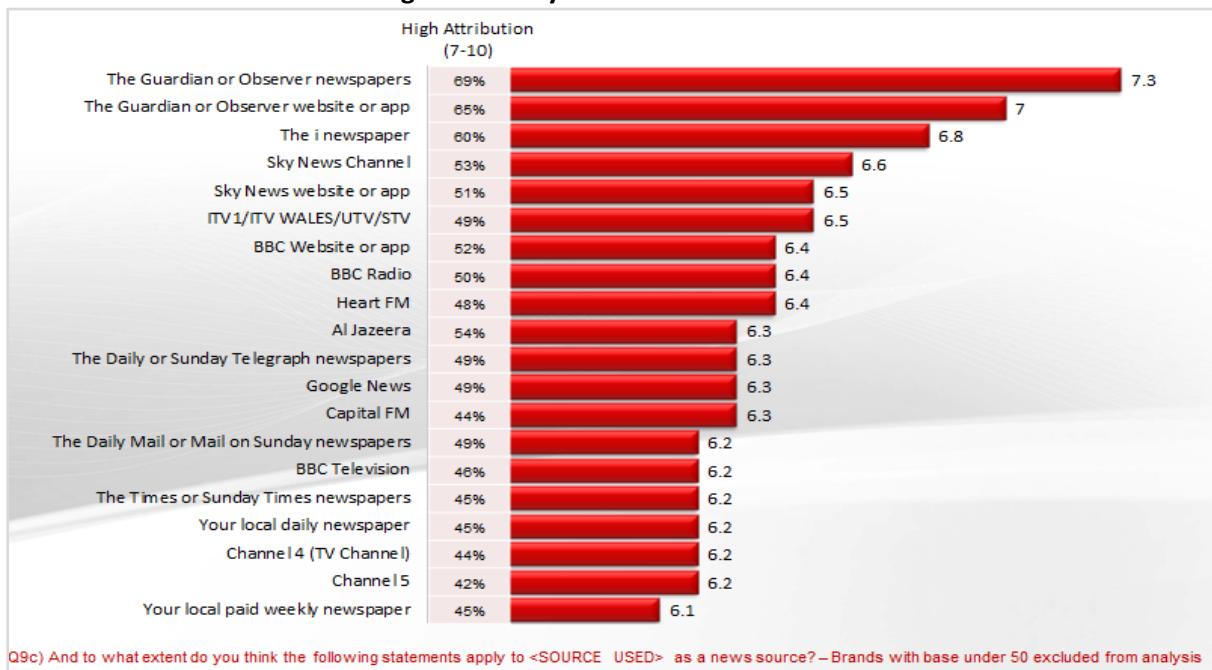
e) Is up-to-the minute – Sky News and Twitter both share the same average rating of 8.3 for being the most up-to-the minute sources.

Chart 4.3.2e: News sources’ ratings: ‘up-to-the minute’



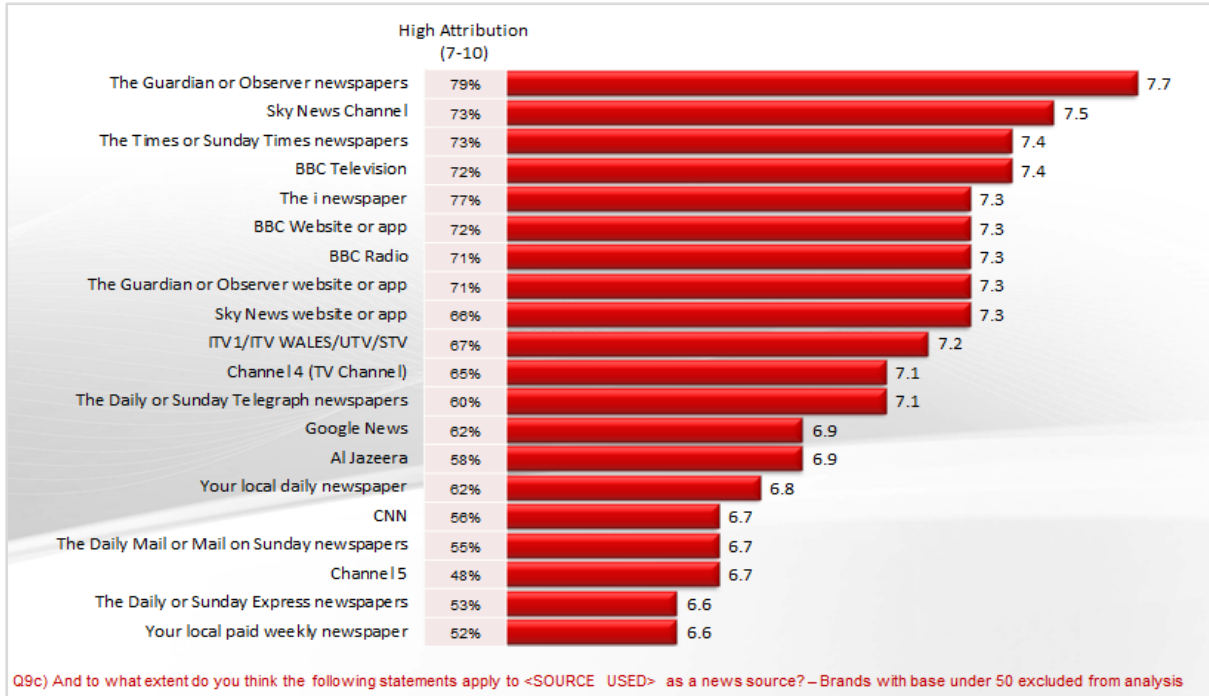
f) Offers a view that reflects your own outlook– The Guardian/Observer newspapers are rated highly among their readers for reflecting the outlook of readers – 7.3 for the newspaper versions and 7 online.

Chart 4.3.2f: News sources’ ratings: ‘reflects your own outlook’



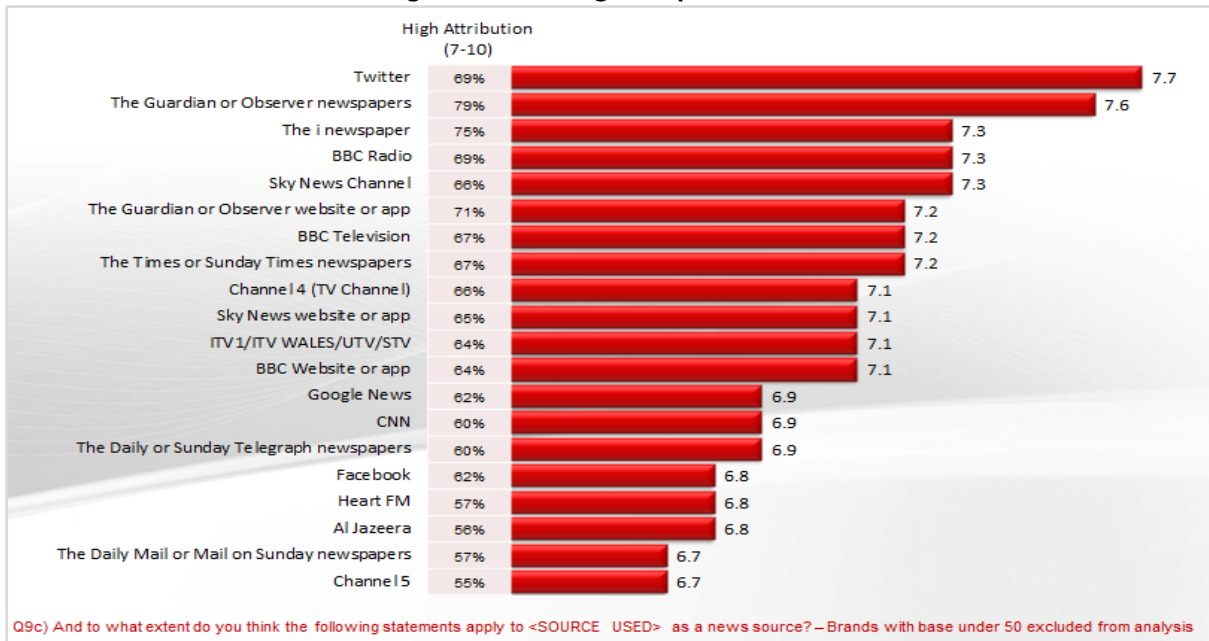
g) Gives you what you need to make up your own mind about a news story- Again, readers of the Guardian/Observer newspapers rate these titles highly on ‘giving you what you need to make up your own mind’ (7.7). Sky News also attributes highly on this feature, with a 7.5 mean score.

Chart 4.3.2g: News sources’ ratings: ‘gives what you need to make up your own mind’



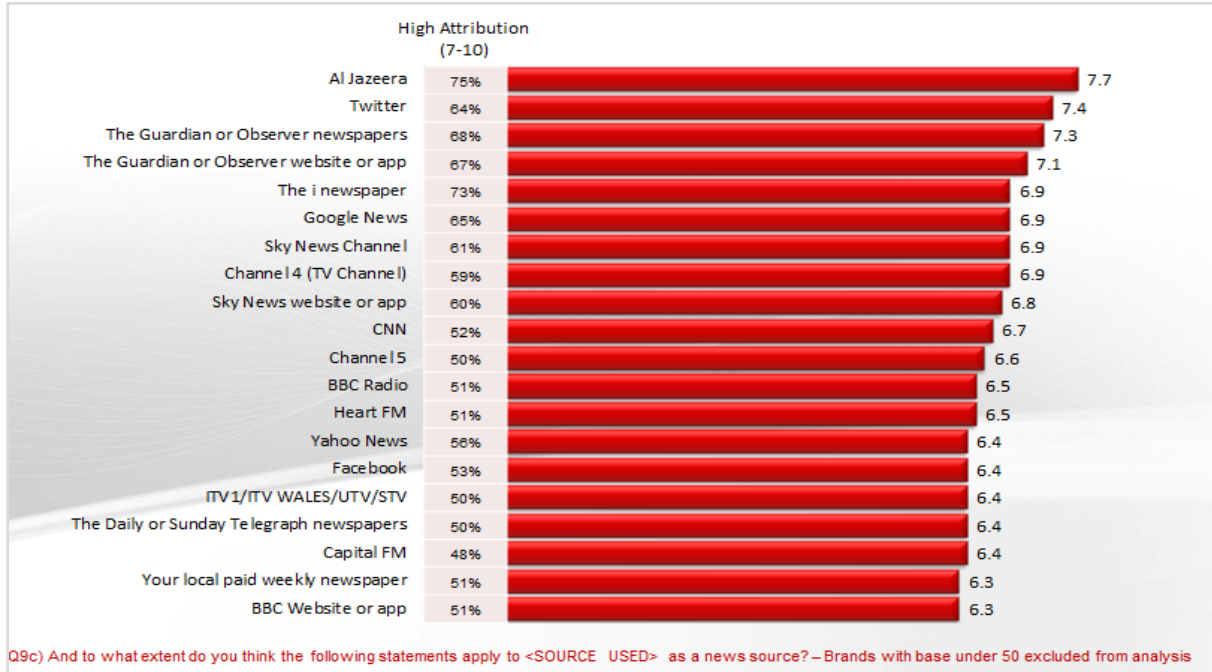
h) Offers a range of opinions -Although The Guardian/Observer readers rate these newspapers highly on offering a range of opinions (7.6), Twitter is also rated at a similar level amongst its users (7.7).

Chart 4.3.2h: News sources’ ratings: ‘offers a range of opinions’



i) Offers an alternative to the norm/ mainstream -This attribute shows a slightly different story to the others; and the top two sources rated most highly as ‘offering an alternative to the norm’ among their user bases are Al Jazeera (7.7) and Twitter (7.4), though the latter is not significantly higher than The Guardian / Observer newspaper.

Chart 4.3.2i: News sources’ ratings: ‘alternative to the norm’



5. How does news inform and influence opinions?

5.1 A discussion of influence measurement

One of the project objectives was to see if we could directly measure the influence of news on peoples' opinions. Within this section we review our analysis and conclusions in this area.

The qualitative research confirmed how difficult it is to directly assess the influence of news media on public opinion forming. Influence can occur in a subtle and indirect fashion and it is unlikely that people are fully aware of its effects. Academic research which examines the effects of the media upon public opinion (covering a range of disciplines including economics, political science, sociology, psychology and communication studies) is also not conclusive in this area. There is some evidence in academic research to suggest that the media can set news agendas, but evidence of it being able to influence direct voting behaviour is not clear-cut. Various authors cite a range of variables that come into play, including trust and credibility of the media under analysis, and the long or short term nature of any potential influence, which makes it hard to provide definitive answers about the extent of influence.

There is, however, a general recognition that 'the media' plays a key role in providing news and information which, in turn, helps inform opinions. Consumer perspectives on the role of the media vary by level of interest and engagement in social, political, and economic issues. For less sophisticated news consumers there is a desire to be informed, yet the content needs to be interesting for them to engage. The qualitative research highlighted greater engagement in the traditionally 'softer' news categories among this category. By contrast, among more sophisticated news users, there is a greater disposition to 'hard' news and a concerted effort to follow and make sense of it.

What is clear and consistent within this research and academic research, is that influence is very difficult to measure. Influence is likely to come from a combination of many elements, including the type of news story, the trust and perceived accuracy of the source and a range of other factors. Any attempt to measure it using direct techniques such as asking people to state if they have been influenced, is likely to be of limited value.

However, while inherently variable and difficult to capture directly, there are a range of indirect measures that can be explored. We therefore included potential proxies of influence measurements in the quantitative survey.

These included:

- Personal importance ratings of individual news sources

And for each individual news source, a rating for the following attributes among users of that source:

- Accurate and reliable
- Trustworthy

- Impartial and unbiased
- Has in-depth analysis
- Up-to-the-minute
- Offers a view that reflects your own outlook
- Gives you what you need to make your mind up about a news story
- Offers a range of opinions
- Offers an alternative to the mainstream

5.2 Summary of analysis of potential influence metrics

In order to fully interrogate the data, we used several statistical analysis techniques/models as well as standard analysis.

Mapping: Mapping plots personal importance scores against market share (sources used for news nowadays) in order to visually demonstrate the relationship between the two dimensions.

Bubble charts: Bubble charts enable three variables to be mapped at on the same graph. In this case we looked at market size, personal importance and individual attribute statements within each platform.

Key driver analysis: Key driver analysis is a form of regression analysis that looks at how a number of different variables are related to a single depended variable. In this case we sought to understand the link between personal importance of news sources against the attributes (as above).

The following sections looks at the newspaper market to demonstrate some of the analysis conducted.

5.2.1 Newspaper market analysis

We know from previous sections that 53% of all UK adults use newspapers as a source of news nowadays.

When asking about personal importance of newspapers among those that read them, and looking at the newspaper sub-categories specifically, earlier analysis demonstrates that there is a clear order of personal importance according to type, with broadsheet newspapers (7.4) at the top of the scale with an average of 7.4 (74% high importance), compared to tabloid newspapers at the lower end of the scale with an average of 6.5 (50% high importance).

The Guardian/Observer has the highest rating among its users on all attributes except for impartial and unbiased (7.2). The i newspaper has the highest rating on this attribute with 7.5.

The Sun has the lowest average of all newspapers on *accurate and reliable* (5.9) and *trustworthy* (5.9). Its highest average is *for up-to-the minute* (6.4), but this is still lower than the majority of newspapers.

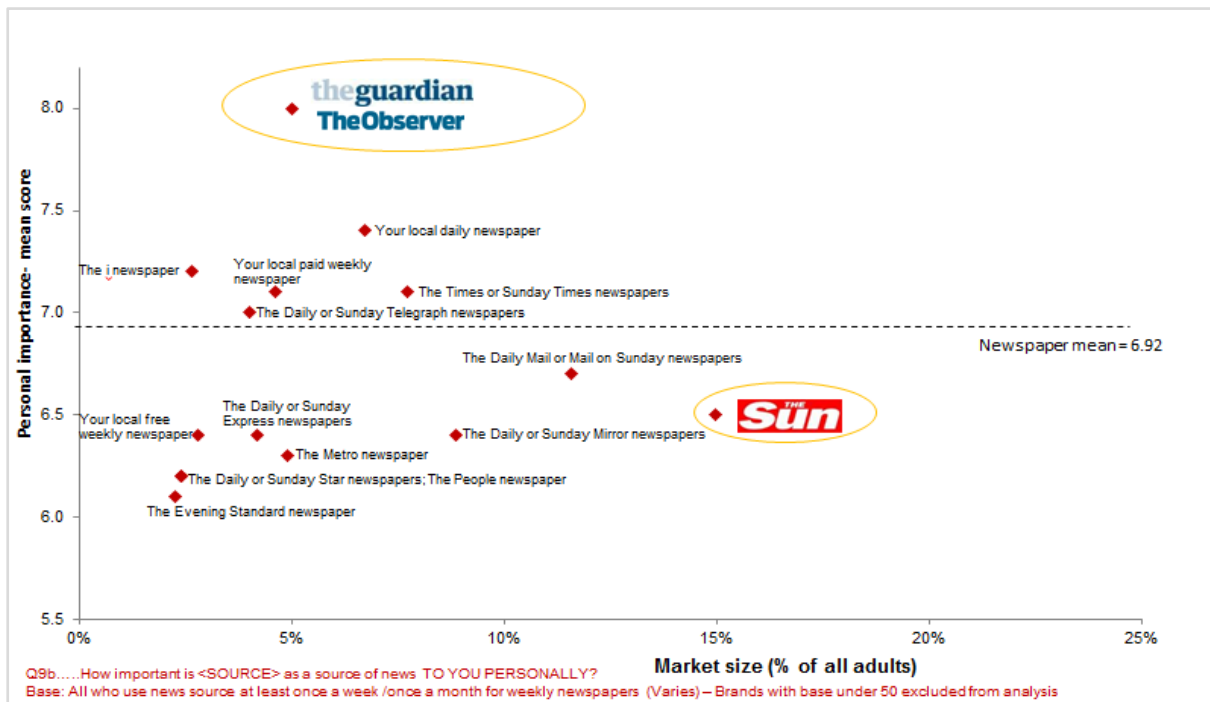
Mapping: newspapers

The map below displays the various newspapers plotted by market size (*use nowadays for news*) on the horizontal axis, and mean *personal importance* on the vertical axis.

The Sun newspaper has the highest reach of all the titles. However the Guardian/Observer newspapers have much higher claimed personal importance among their readers (8.0 v 6.5). This indicates that personal importance is not directly correlated to size/reach.

These findings suggest personal importance adds another dimension to our understanding of people’s relationships with news sources.

Chart 5.2.1a – Importance of newspaper sources compared to market size



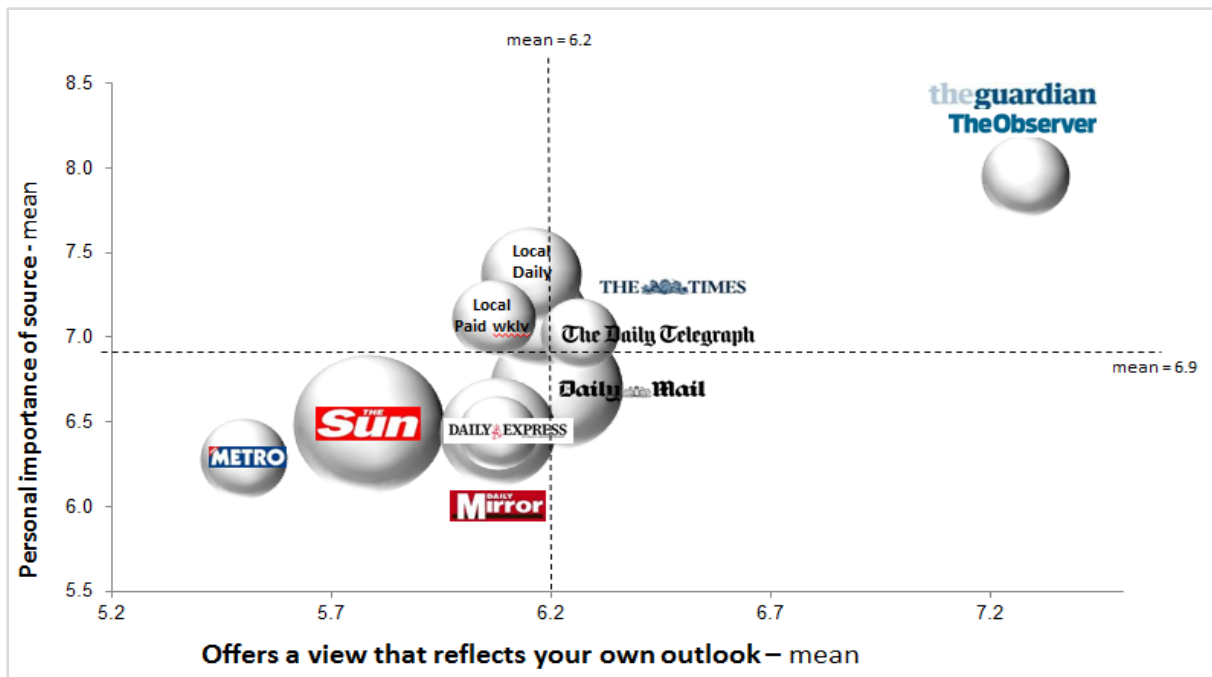
Bubble charts: newspapers

A different type of analysis allows us to understand how size of source and importance corresponds to specific attributes. To do this we can use ‘bubble charts’ to map three dimensions. For example, using ‘offers a view that reflects your own outlook’, chart 5.2.1b shows the mean personal importance on the vertical axis, with the mean rating of each newspaper on the attribute *Offers a view that reflects your own outlook* on the horizontal axis. The size of the bubble indicates the relative market size.

When comparing The Guardian/Observer to The Sun newspaper, it can be seen that, as well as The Guardian/Observer being of higher importance to their readers, they also reflect their readers' outlook to a greater extent than do other newspapers. The Sun newspaper, in contrast, while having a larger market share than The Guardian/Observer, has lower ratings for personal importance and for 'offers a view that reflects your own outlook'.

A similar picture also occurs in terms of gives you what you need to make up your own mind.

Chart 5.2.1b – Importance of newspaper sources compared to market size for 'offers a view that reflects your own outlook'



Key driver analysis: newspapers

Key driver analysis enables us to see why people pay attention to different news sources. The primary reason for both The Sun and The Sunday/Daily Mail is that it reflects a person's outlook already; whilst for the Guardian it is that it is trustworthy. So essentially people who think the Sun reflects their own outlook tend to claim that the Sun is a more important source of news than people who score lower on this statement. However, in contrast, whether the Times (Sunday or Daily) reflects a person's own views or not does not appear to influence how much attention a person pays to it as a news source.

Table 5.2.4 – Newspaper market: Key driver analysis

ATTRIBUTES	The Sun	Daily/ Sunday Mail	Daily/ Sunday Mirror	Times/ Sunday Times	Guardian/ Observer	Local Daily
Accurate & reliable		✓				
Trustworthy					✓	✓
Impartial & unbiased						
In depth analysis		✓	✓	✓		
Up-to-the minute	✓	✓	✓	✓	✓	
Reflects own outlook	✓	✓	✓		✓	✓
Gives what you need to make own mind up	✓	✓		✓	✓	
Range of opinions	✓	✓	✓	✓		
Alternative to norm				0✓	✓	✓
	Strong key driver			Key driver	Not a key driver	

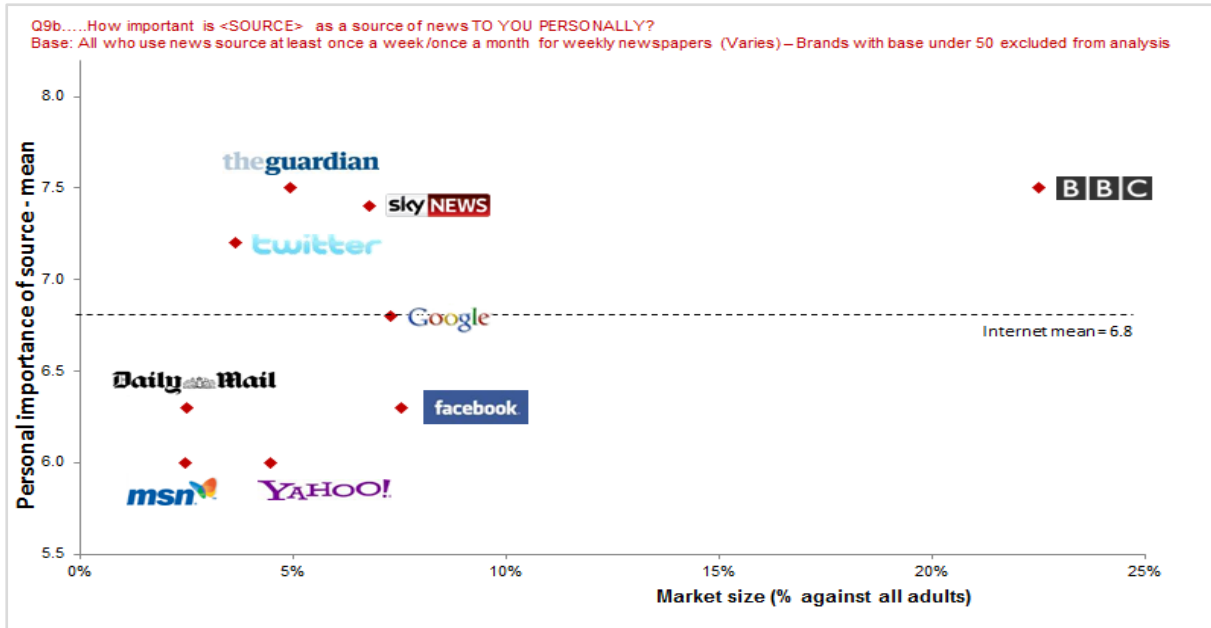
5.2.2 Mapping of online news sources

As a further example, Chart 5.2.2 displays the various online brands (with bases over 50) evaluated by two dimensions - market size (*use nowadays*) on the horizontal axis, and mean *personal importance* on the vertical.

The chart shows that, despite the BBC having a much higher reach for online news compared to other sources, there are three that hold similar mean levels of importance amongst their users – The Guardian/Observer website or app (7.5), Sky News website or app (7.4) and Twitter (7.2%). This compares to 7.4 for the BBC website or app. The Guardian/Observer website or app and Sky News website or app reflect their offline brand persona where levels of importance are at similarly high levels. It is interesting to see Twitter high up in personal importance too amongst its users.

Whilst Social Media is becoming increasingly part of the repertoire, and also has high claimed personal importance as a news source in the case of Twitter, neither have the same trust levels that the mainstream brands do.

Chart 5.2.2 – Importance of online news sources compared to market size

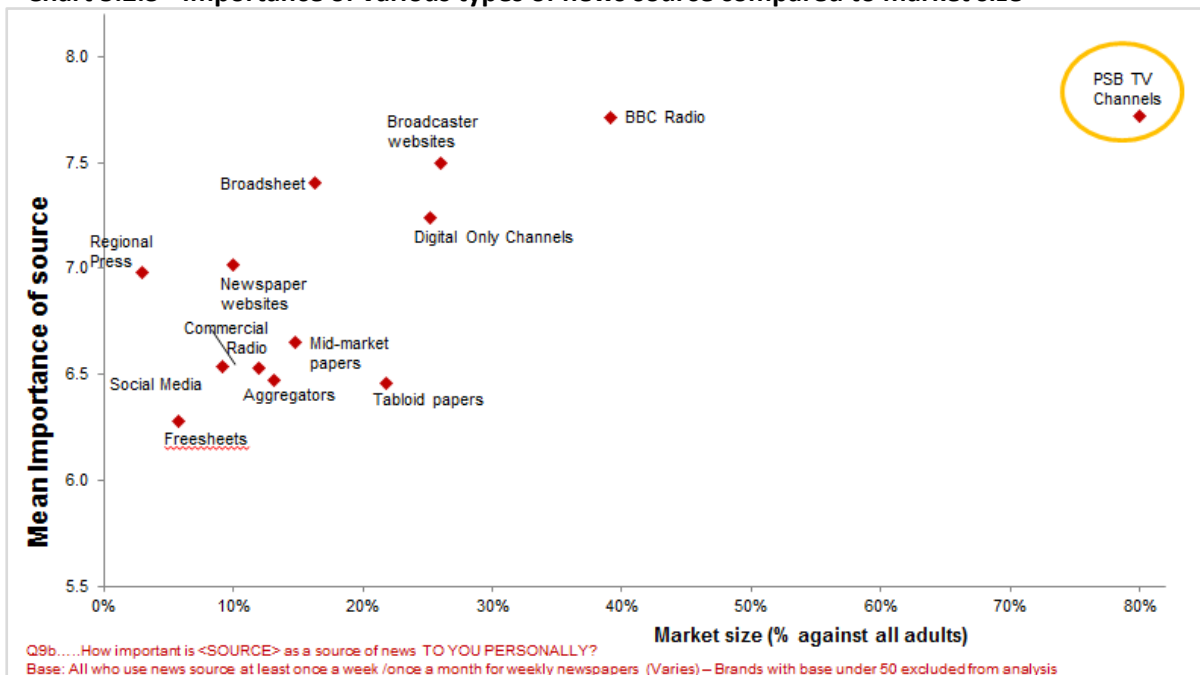


5.2.3 A Cross-Media overview

Given all the analysis for sources within individual platforms, it is useful to see how these compare alongside each other. For simplicity, given the number of sources, we have grouped these into ‘types’ of news source. The definitions for these aggregations are contained in Appendix 4. Chart 5.2.3 shows how they compare in terms of personal importance and market size.

This demonstrates that PSB TV Channels have by far the largest market share, and also sit towards the top of the personal importance scale. BBC Radio and Broadcaster websites also correlate with consumption. This is unsurprising given the results we have witnessed for the BBC throughout.

Chart 5.2.3 - Importance of various types of news source compared to market size



5.3 Conclusions on measuring influence

We can conclude that, to some extent ‘conscious influence’ can be measured by using statements such as *‘it gives you what you need to make up your own mind about a news story’* and *‘reflects your own outlook’*. We can also measure peoples’ perceived importance of news sources and their perceptions of values such as trust, impartiality and accuracy. Taking all of these things together we can begin to build a picture of the ‘conscious’ articulation of the impact of news.

The stated personal importance of a given source is likely to have some link to the ability of that medium to influence, as an ‘important’ source will by definition be a core part of a person’s news repertoire. A news source which is of personal importance to someone will resonate with that person and is likely to contribute to their understanding (and therefore opinion) about the issues presented to them in that source.

Personal importance is also a relatively easy concept for respondents to understand through direct questioning and it does also appear to correlate to other perceptions pertaining to core values, and as such these measures can be useful to contextualise influence.

It also adds an additional dimension to an evaluation of consumption metrics. For example, we have found that some sources have relatively low reach and share of consumption, but have a high personal importance among their audiences. Looking at consumption metrics alone misses this. Similarly, there are titles with a high reach that are of low importance among their audience.

This leads us to conclude that importance is a useful summary measure and should be considered as part of the measurement framework, while noting its limitations, that it is an overt, conscious measure and as such provides only part of the picture.

6. Appendix 1 - Research methodology

6.1 Phase 1: Qualitative research

News consumption is to some extent a habitual, back-of-mind process. This presents significant research challenges. Indeed, are people aware of what they consume? Can they remember how they follow a news story throughout a day or longer, and across different sources? Can they talk about the mechanisms of access rather than the news itself; that is, brands and platforms distinct from content? Are they able to disentangle and articulate these ideas? Can they relate to the issue of news plurality?

With such challenges in mind, the qualitative research process was designed to allow respondents to reveal their actual behaviour, and use this to stimulate informed discussion of the issues. This two-stage process involved, firstly, setting respondents a diary task to capture their news consumption over five days (including a weekend). Secondly, it convened respondents for discussion groups, to explore news consumption in greater depth, and explore reasons for multi-sourcing. Ultimately these stages fed into the design and cognitive testing of the questionnaire for the quantitative phase.

Sample design

Eleven discussion groups were conducted in stage two, with the stage one diary task completed by everyone individually. These groups were held across England (London and Cheshire), Scotland (Glasgow), Northern Ireland (Belfast), and Wales (Cardiff). Two groups were held in each location following an initial pilot session in London. With socio-economic group and age likely to influence the mixture of news sources used, a full range was achieved across the sample rather than within individual groups. We remained mindful of the need to create sufficiently homogenous groups to allow productive discussions. The table below provides an overview of the sample for each group.

	Age (life stage)	SEG	News sources – brands & platforms	Socio-political engagement	Location	Rural/Urban
PILOT	35-54 (family)	BC1C2	Mix (see below)	Medium-high	London	Mix
1	18-24 (pre-family/ single)	C1C2D	Mix	Lower	Glasgow	Urban
2	35-54 (family)	ABC1	Mix	Medium-high	Glasgow	Rural
3	25-34 (pre & young family)	BC1C2	Mix	Medium-high	Cardiff	Rural
4	55+ (older family & empty nest)	BC1C2	Mix	Medium-high	Cardiff	Urban
5	25-34 (pre & young family)	ABC1	Mix	Medium-high	London	Urban
6	35-54 (family)	C2DE	Mix	Medium-high	London	Rural
7	25-34 (pre & young family)	C2DE	Mix	Medium-high	Cheshire	Urban
8	55+ (older family & empty nest)	BC1C2	Mix	Lower	Cheshire	Rural
9	18-24 (pre-family/ single)	Mix	Mix	Medium-high	Belfast	Rural
10	35-54 (family)	Mix	Mix	Medium-high	Belfast	Urban

Additional sample criteria:

- Male/female mix
- In each location, one group was recruited from rural/suburban areas and one from more urban areas, to provide a mix of perspectives.
- All respondents had to be at least 'quite interested' in keeping upto date with what is going on in the news.
- Nine of the 11 groups comprised people with medium to high levels of socio-political engagement, with the remaining two groups comprising those with lower engagement levels. Socio-political engagement derived from regional/national political interest and community participation (e.g. volunteering, local council, charity work).
- A range of news sources was used, covering brands and platforms.
- All respondents were articulate and comfortable discussing what can be a complex topic area.

Stage 1: Diary task

The diary task was a substantial stage in its own right – more than a pre-task. It helped sensitise respondents to their own behaviour and to the issues under investigation, and provided a valuable record of behaviours to explore further.

The task was completed over five days, including a weekend, with paper and online versions offered to encourage participation. The paper version was offered to anyone uncomfortable online, or unable to complete the task online. The online version was set to a 'private mode', which meant that respondents were not able to view each others' entries. This avoided any potential contamination of behaviours in advance of the discussion groups.

For each day, respondents were asked to focus on the two or three stories followed that were of most interest to them. Given the nature of news consumption, many of these stories evolved over several days. For each story, respondents provided answers to the following:

1. **What** is the story – what's it about? What are your thoughts about it?
2. **When** did you see/ hear/ read/ discuss the story today – at what times during the day? (Start from the beginning of the day and list all the times you saw/ heard/ read about/ discussed the story today.)
3. **Where** did you see/ hear/ read/ discuss the story today? (List all the sources including TV, radio, newspapers, websites, social networks, family, friends, etc where you had contact with the story today.)
4. Which of these was your **main source** of information on this story today? And why do you consider this your main source?
5. How do you rate your level of **trust** in this main source for this story? And why?
6. Did you already know about this story before today? When and where did you **first find out** about this story?

With news consumption often habitual, this process sensitised respondents to their actual behaviours. Moreover, it allowed them to begin to think about broader issues under consideration and facilitated informed group discussions.

Stage 2: Discussion groups

Following the diary task, the overarching objective of the discussion groups was to explore the role of news and current affairs in informing people's opinions. This was underpinned by the following aims for the sessions:

- To explore what people define as news
- To explore the factors that contributes to opinion forming: accuracy, impartiality, trust, regulation, personal and social relevance.
- To explore the role of platforms, channels and providers, as well as the content itself.
- To explore multi-sourcing, both for different kinds of news (substituting) and for different sources on a story (complimenting, validating).
- To explore consumer perceptions and understanding of media ownership (including the BBC).

The fieldwork was conducted 1st – 12th December 2011.

6.2 Phase 2: Quantitative survey

The quantitative sample was designed to be representative of the adult population aged 16+ in the United Kingdom. The survey population is estimated to be almost 51 million across the UK¹³.

The sample frame for the main survey was defined as all adults aged 16+ resident within the United Kingdom. A sample of 351 primary sampling units (PSUs) was drawn proportionate to the populations of each Government Office Region (GOR). For those GORs where the target interviews were less than 150, a boost sample was drawn. This totalled an additional 41 PSUs within the North East, East Midlands, Wales and Northern Ireland GORs.

We utilised the Census 2001 and the Post Office Address File (PAF) to define its random location sampling points. Within each GOR, the PSUs were selected probability proportionate to aged 16+. From within the selected PSUs blocks of a minimum of 120 addresses were issued.

The boost survey was designed to provide sample for areas of high ethnic minorities. The sample frame used in the main surveys was augmented to provide data for two ethnic categories – Asian and African/Caribbean. The Census 2001 ethnicity definition and data were used to classify wards as either Asian or Black based upon their penetration of the respective ethnic groups. Within each of these ethnically coded wards 13 Asian and 22 Black PSUs were sampled with probability proportionate to either Asian or Black Census 2001 counts. Interviewers were issued with starter addresses.

In total 2,379 interviews were conducted proportionately in the nine English governmental regions, as well as the other three UK nations. The below table shows our target figures and what was achieved:

Region	Target	Achieved
South East	273	263
London	248	375
North West	222	223
East	187	184
West Midlands	174	207
South West	172	155
Yorkshire & Humberside	171	168
East Midlands	150	161
North East	150	156
England TOTAL	1747	1892
Scotland	170	180
Wales	150	157
Northern Ireland	150	150
TOTAL SAMPLE	2217	2379

¹³ Source: Mid 2010 Population Estimates from ONS (latest currently available) for Age, Gender & Region (Including Nations).

To achieve these numbers a minimum quota of 150 interviews was assigned to each region, with further targets set on gender, age and working status. In addition to this, a proportion was assigned to be conducted among Asian (Indian/Pakistani/Bangladeshi) respondents and African/Caribbean respondents in order to gain a robust sample for these groups. This was constructed as follows:

- Asian = 151 (150 minimum quota)
- African/Caribbean = 155 (150 minimum quota)

For the quantitative survey, thirty minutes interviews were conducted in-home between 3rd February and 26th March 2012. All surveys were completed using CAPI (Computer Assisted Personal Interviewing) and were carried out by Kantar Operations field interviewers. These interviewers work to specific professional standards and the company is a member of the MRS Interviewer Card Scheme and the IQCS, whose professional standards are either met or exceeded.

In 2012, as in 2006, there were concerns by both Ofcom and Kantar Media that due to the subject matter, parts of the survey may have social desirability issues. In other words, respondents may have wanted to give answers that they believed they should say as opposed to what they actually felt. There was also a concern that events taking place prior to and during fieldwork might also heighten this further. In order to minimise this, the following were introduced:

- Interviewers were instructed to encourage respondents to be completely honest, without offering any influence on responses.
- Interview began with an introductory question on general interests so respondents were not aware at the outset that the overall subject of the survey was news.
- For any question that risked social desirable responses, or covered what we perceive to be sensitive issues, respondents were asked to fill in the answers themselves on the screen (without interviewer prompting). The primary aim of this was to remove some of the interviewer bias.

There were also some concerns regarding interviewing minority ethnic groups. To address this, interviewers were assigned to similar ethnic backgrounds, where possible. Furthermore, interviewers were asked to encourage honesty and to be very careful not to offend respondents.

Other important field controls that were put in place to generate a robust and reliable sample were:

- Quotas were not fixed but were closely monitored to ensure they were achieved. Each interviewer was assigned an individual quota to complete, which was monitored through the Field Management System.
- Interviewers were assigned to appropriate sample points to achieve the most interviews possible in given areas (within the boundaries of specified quotas).
- A percentage of all work was validated and a majority of interviews were back checked. Interviews were deleted if the information given from the respondent was not accurately recorded by the interviewer.
- When problems arose regarding interviewers, the missing surveys were all re-allocated by sample point to ensure the correct coverage of all areas.

7. Appendix 2 – Questionnaire

Hello. My name is.....I work for Kantar Operations and I am conducting a survey on behalf of Kantar Media, the leading media research company. The survey covers various topics. The interview length depends on the answers you provide but on average lasts 30 minutes.

SCREENERS

ASK ALL (SINGLECODE)

S1) Sex of respondent?

INTERVIEWER PLEASE CODE THIS UP

1. Male
2. Female

ASK ALL

S2) What was your age last birthday?

TEXT BOX

Rather not say

ASK ALL RESPONDENTS WHO RATHER NOT SAY AGE ON LAST BIRTHDAY AT S2 (SINGLECODE)

S2b) Which of the following age bands are you in?

- 16-17
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+

ASK ALL (SINGLECODE)

S3) Which of these best describes your ethnic origin?

A: White

- English / Welsh / Scottish / Northern Irish / British Irish
- Irish
- Gypsy or Irish traveller
- Any other White background

B: Mixed

- White and Black Caribbean
- White and Black African
- White and Asian
- Any other Mixed background

C: Black or Black British

- Caribbean
- African
- Any other Black background

D: Asian or Asian British

- Indian
- Pakistani
- Bangladeshi
- Chinese
- Any other Asian background

E: Other Ethnic Group

- Any other ethnic group

Prefer not to say

ASK ALL
(SINGLECODE)

QDEM1) Working status ?

1. Full-time paid work (30+ hours per week)
2. Part-time paid work (8-29 hours per week)
3. Part-time paid work (under 8 hours per week)
4. Retired
5. Still at school
6. In full time higher education
7. Unemployed (seeking work)
8. Not in paid employment (not seeking work)

INTERESTS AND TECHNOLOGY

ASK ALL
RANDOMISE CODES 1-11
(MULTICODE OK)

QA) We would first of all like to know about some of your interests. Which of the following are you interested in?

1. News and Current affairs
2. Sport
3. Film and Cinema
4. Books
5. Music
6. Politics
7. Business
8. Cars/motoring
9. Holidays/travel
10. Cooking
11. Fashion
12. None of these

ASK ALL
(MULTICODE OK)

QB) Do you have internet access...?

1. At home
2. At work
3. Elsewhere (e.g. on a mobile phone when out, in the library, etc)
4. DON'T HAVE INTERNET ACCESS
5. DON'T KNOW [BUTTON]

ASK ALL
(MULTICODE OK)

QC1) Do you personally own any of the following devices?

1. Mobile phone
2. Laptop or netbook computer
3. Tablet Computer e.g. iPad or Samsung Galaxy
4. E-book Reader e.g. Kindle or Kobo
5. Mobile gaming device e.g. PSP or Nintendo DSi
6. MP3 player e.g. iPod Touch
7. Other mobile device
8. None of these
9. DON'T KNOW [BUTTON]

**ASK ALL WHO PERSONALLY USE A MOBILE PHONE (QC1=1).
(SINGLECODE)**

QC2 Do you personally use a Smartphone? A Smartphone is a phone on which you can easily access emails, download files and apps, as well as view websites and generally surf the internet. Popular brands of Smartphone include BlackBerry, iPhone and Android phones such as the HTC Desire.

1. Yes
2. No
3. DON'T KNOW [BUTTON]

**ASK ALL
(MULTICODE OK)**

QD1) Which of these types of television does your household receive at the moment?

**ASK ALL WHO HAVE CHOSEN MORE THAN ONE AT QD1 (QD1=MORE THAN ONE FROM CODES 1-8)
ONLY DISPLAY CODES 1-8 STATED AT QD1
(SINGLE CODE)**

QD2) And which of these do you consider to be your main type of television?

1. Terrestrial –receiving only the main 4 or 5 channels i.e. BBC1, BBC2, ITV1, Channel 4/S4C, Channel 5)
2. Freeview (through a set-top box or digital television set) with ONLY free channels
3. Freeview (through a set-top box or digital television set) with free channels PLUS Top-up TV (where a subscription can be paid to access additional programmes)
4. Digital TV via a broadband DSL line (from BT Vision or Tiscali TV)
5. Cable TV (through Virgin Media)
6. Satellite TV (Sky)
7. Satellite TV (Other)
8. Other
9. DON'T HAVE A TV IN THE HOUSEHOLD **[SHOULD ONLY APPEAR AT QD1]**
10. DON'T KNOW [BUTTON]

INTRODUCTION

INTERVIEWER PLEASE READ THIS OUT

This survey is about news. We are going to ask you some questions about your opinions on what news is, the different types of news you use, if any and where you use it and why.

I am now going to hand you the screen and I would like you to fill in the answers yourself, by touching the pen on the relevant responses on the screen.

INTERVIEWER HAND OVER MACHINE AND HELP RESPONDENT IF UNSURE

DEFINITION OF NEWS

SHOW SCREEN

ASK ALL

ROTATE CODES 1-21

(MULTICODE OK)

Q1a) Thinking about news in general, which of the following DO YOU CONSIDER TO BE NEWS? CODE AS MANY AS YOU THINK APPLY

SHOW SCREEN

ASK ALL

SAME ROTATION AS Q1A

(MULTICODE OK)

Q1b) Which types of news are YOU PERSONALLY INTERESTED IN? CODE AS MANY AS APPLY

SHOW SCREEN

ASK ALL

SAME ROTATION AS Q1A

(MULTICODE OK)

Q1c) Now thinking about everybody in the UK, not just about your own point of view, which types of news do you think are IMPORTANT FOR PEOPLE TO KNOW ABOUT? CODE AS MANY AS APPLY

1. Celebrities
2. City and business
3. Financial
4. Consumer affairs
5. Entertainment
6. Human interest stories
7. World-wide politics
8. World-wide current affairs
9. UK-wide politics
10. UK-wide current affairs
11. Politics in <[TEXT AS BELOW]>**FILTERED [SHOW IN Q1A AND Q1B ONLY]**
12. <[TEXT AS BELOW]>**FILTERED**politics**[SHOW IN Q1C ONLY]**
13. Current affairs in <[TEXT AS BELOW]>**FILTERED [SHOW IN Q1A AND Q1B ONLY]**
14. <[TEXT AS BELOW]>**FILTERED** current affairs **[SHOW IN Q1C ONLY]**
15. Local events where I live
16. Crime
17. Sports
18. Travel updates
19. Weather
20. Technology
21. Science and Environment
22. Other - Specify **(WRITE IN)**
23. None of these
24. Don't Know [BUTTON]

Q1A AND Q1B

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

Q1C

<FILTERED> - 'REGIONAL' IN ENGLAND, 'WELSH', 'SCOTTISH', 'IRISH' IN RESPECTIVE NATIONS

PURPOSE OF NEWS

SHOW SCREEN

ASK ALL

RANDOMISE CODES 1-13

KEEP CODES 1-4 TOGETHER AND IN THAT ORDER WHEN RANDOMISING. THEY CAN BE RANDOMISED AS A BLOCK AMONG THE OTHER CODES (MULTICODE OK)

Q2) Thinking about some of the reasons people might have for following news, which of these reasons apply to YOU? CODE AS MANY AS APPLY

I follow news.....

1. To know what's going on around the world
2. To know what's going on across the UK
3. To know what's going on in <**[TEXT AS BELOW]**>**FILTERED**
4. To know what's going on in my local area
5. For information about daily life, e.g. travel, health, taxes, education
6. To be knowledgeable for my job/work/studies
7. To get different perspectives on what's happening
8. Because I feel it's important to keep informed about certain issues
9. Because it provides some fun and entertainment
10. Because it gives me something to talk about with others
11. Out of habit – it's part of my routine
12. To pass the time when I'm waiting/travelling/commuting/bored
13. Because it allows me to form opinions on the important issues
14. For other reasons (**WRITE IN**)
15. I don't follow news
16. Don't Know [BUTTON]

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

PLEASE HAND MACHINE BACK TO INTERVIEWER

SOURCES FOR NEWS

INTERVIEWER PLEASE READ THIS OUT

I would now like to ask you some questions about your personal use of news.

We know from talking to other people that they use news in different ways. Some people tell us that they watch TV or listen to the radio in the morning, while they're getting up or driving to work. Others read newspapers on their commute or read it online throughout the day either on a PC or laptop or via a mobile phone app. Many people watch the news on TV in the evening or have the radio on in the background while they are doing other things.

So when answering the following questions, please think about your whole day and all the times you might be in contact with news

By 'news' I mean news and current affairs in <[TEXT AS BELOW]>FILTERED, across the UK and from around the world.

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

SHOW SCREEN

ASK ALL WHO FOLLOW NEWS AT Q2 (Q2=NOT CODES 15 OR 16)

ROTATE CODES 1-8

(MULTICODE OK)

Q3a) Which of the following do you use for news nowadays? CODE AS MANY AS APPLY

1. Television
2. Newspapers
3. Radio
4. Internet or apps on a computer/laptop/netbook/tablet
5. Internet or apps on a mobile phone
6. Interactive TV services via the 'red button', Ceefax or apps on the TV
7. Magazines
8. Word of mouth (family / friends / colleagues) – in person/by phone/email
9. None of these **[GO TO Q10]**

SHOW SCREEN

ASK ALL WHO HAVE SELECTED AT Q3A (Q3A=1-8)

ROTATE ITERATION A-H IN SAME ORDER AS Q3A

DISPLAY AS GRID INCLUDING PLATFORMS CHOSEN AT Q3A (CODES 1-8)

(SINGLE CODE PER PLATFORM)

Q3b) Looking at the ways you say you use news nowadays, how important are the following to you PERSONALLY when using news? Answer using a scale of 1 to 10, where, 1 is NOT AT ALL IMPORTANT and 10 is ABSOLUTELY ESSENTIAL. CODE ONLY ONE FOR EACH WAY

- a) Television
- b) Newspapers
- c) Radio
- d) Internet or apps on a computer/laptop/netbook/tablet
- e) Internet or apps on a mobile phone
- f) Interactive TV services via the 'red button', Ceefax or apps on the TV
- g) Magazines
- h) Word of mouth (family / friends / colleagues) – in person/by phone/email

1. 1 – NOT AT ALL IMPORTANT
2. 2
3. 3
4. 4
5. 5
6. 6
7. 7
8. 8
9. 9
10. 10 – ABSOLUTELY ESSENTIAL

CONSUMPTION OF NEWS ON PLATFORMS AND SOURCES

SHOW SCREEN

**ASK FOR EACH TYPE USED NOWADAYS AT Q3A (Q3A=1-8)
(SINGLE CODE FOR EACH SOURCE)**

Q4aa-Q4ah) So thinking about the ways you say you receive news, how frequently do you use <SOURCE USED AT Q3a (1-8)> for news nowadays? CODE ONLY ONE

- a) Television IF Q3A=1
- b) Newspapers IF Q3A=2
- c) Radio IF Q3A=3
- d) Internet or apps on a computer/laptop/netbook/tablet IF Q3A=4
- e) Internet or apps on a mobile phone IF Q3A=5
- f) Interactive TV services via the 'red button', Ceefax or apps on the TV IF Q3A=6
- g) Magazines IF Q3A=7
- h) Word of mouth IF Q3A=8

1. Lots of times throughout the day
2. 2-3 times a day
3. Once a day
4. Most days
5. 2-3 times a week
6. About once a week
7. Every 2-3 weeks
8. About once a month
9. Less often
10. DON'T KNOW [BUTTON]

SHOW SCREEN

ASK FOR EACH TYPE USED AT Q3A (Q3A=1-8)

RANDOMISE ITERATIONS A-G

(MULTICODE PER TYPE OF NEWS OK)

Q4ba-Q4bf) And of all the different ways you say you get news, which do you tend to use for...?CODE AS MANY AS APPLY

- a) Breaking stories
- b) Headline and summaries
- c) In-depth analysis
- d) Opinions and debates
- e) Rumour and gossip
- f) Light hearted stories
- g) Serious news stories

1. Television IF Q3A=1
2. Newspapers IF Q3A=2
3. Radio IF Q3A=3
4. Internet or apps on a computer/laptop/netbook/tablet IF Q3A=4
5. Internet or apps on a mobile phone IF Q3A=5
6. Interactive TV services via the 'red button', Ceefax or apps on the TV IF Q3A=6
7. Magazines IF Q3A=7
8. Word of mouth (family / friends / colleagues) – in person/by phone/email IF Q3A=8
9. Other (WRITE IN)
10. Don't follow this type of news

SHOW SCREEN

ASK ALL WHO HAVE SELECTED MORE THAN ONE AT Q3A (Q3A=MORE THAN ONE FROM 1-8)

RANDOMISE ITERATIONS 1-5

(MULTICODE OK)

Q4c) You say you use the following ways to get news nowadays

<LIST PLATFORMS USED FROM Q3A>

Why do you use MORE THAN ONE way to get news? CODE AS MANY AS APPLY

1. I use different ways depending on where I am and what I'm doing
2. I use different ways depending on what I feel like/my mood at the time
3. I like to get a range of viewpoints on a story and using different ways helps me do this
4. I use different ways for different kinds of news (e.g. breaking news stories versus in-depth coverage)
5. It gives me different ways of interacting with a news story or topic
6. Other (**WRITE IN**)
7. Don't Know [BUTTON]

FOR THIS SECTION DISPLAY ONLY SOURCES USED FOR NEWS NOWADAYS AT Q3A

SHOW SCREEN

ASK ALL WHO HAVE SELECTED TELEVISION NOWADAYS AT Q3A (Q3A=1)

ROTATE BETWEEN CODES 1-7

ROTATE BETWEEN CODES 8-24

(MULTICODE OK)

Q5a) Thinking specifically about Television which of the following do you use for news nowadays? Are there any others? CODE AS MANY AS APPLY

1. BBC One
2. BBC Two
3. ITV1 (**ALL**) / ITV WALES (**WALES**) / UTV (**N IRELAND**) / STV (**SCOTLAND**)
4. Channel 4
5. S4C (**WALES**)
6. Channel 5
7. RTE Channels\TG3\TG4 (**N IRELAND**)
8. Sky News Channel
9. BBC News Channel
10. CNN
11. Fox News
12. Euronews (English version)
13. Euronews (Non English version)
14. Al Jazeera (English version)
15. Al Jazeera (Arabic version)

16. Russia Today
17. BBC Parliament
18. Zee TV
19. PTV
20. Star
21. Bangla TV
22. Arab News Network
23. Deutsche Welle
24. TF1
25. Other channel(s) - Specify **(WRITE IN)**
26. None of these
27. DON'T KNOW [BUTTON]

DO NOT SHOW SCREEN

ASK ALL WHO HAVE SELECTED TELEVISION CHANNELS AT Q5A (Q5A=1-25)

IF OTHER SPECIFY (CODE 25) CHOSEN AT Q5A PLEASE SHOW TYPED IN RESPONSES (SINGLECODE PER CODE)

Q5ai) And typically how often do you watch the news on...<CODE SELECTED AT Q5A>

1. Lots of times throughout the day
2. 2-3 times a day
3. Once a day
4. Most days
5. 2-3 times a week
6. About once a week
7. Every 2-3 weeks
8. About once a month
9. Less often
10. DON'T KNOW [BUTTON]

SHOW SCREEN

ASK ALL WHO HAVE USED NEWSPAPER NOWADAYS AT Q3A (Q3A=2)

ROTATE BETWEEN CODES 1-11

ROTATE BETWEEN CODES 12-21

(MULTICODE OK)

Q5b) Thinking specifically about daily newspaper(s), which of the following do you use for news nowadays?

By newspapers we mean the paper versions and not the websites or apps. Are there any others? CODE AS

MANY AS APPLY

1. The Sun
2. The Daily Mail
3. The Daily Star
4. The Daily Express
5. The Daily Mirror
6. The Guardian
7. The Independent
8. The 'i'
9. The Times
10. The Daily Telegraph
11. The Financial Times
12. The Morning Star
13. The Herald **(SCOTLAND)**
14. The Scotsman **(SCOTLAND)**
15. The Daily Record **(SCOTLAND)**
16. The Record PM **(SCOTLAND)**
17. The Belfast Telegraph **(NORTHERN IRELAND)**
18. The Irish News **(NORTHERN IRELAND)**

19. The News Letter (**NORTHERN IRELAND**)
20. The Western Mail (**WALES**)
21. The Metro
22. The Evening Standard
23. Any local daily newspaper - Specify (**WRITE IN**)
24. None of these / Don't read a Daily Newspaper
25. DON'T KNOW [BUTTON]

DO NOT SHOW SCREEN

ASK ALL WHO HAVE SELECTED TELEVISION CHANNELS AT Q5B (Q5B=1-23)

IF OTHER SPECIFY (CODE 23) CHOSEN AT Q5B PLEASE SHOW TYPED IN RESPONSES

(SINGLECODE PER CODE)

Q5bi) And typically how often do you read the news in...<ONLY ASK FOR CODES SELECTED AT Q5B>?

1. Lots of times throughout the day
2. 2-3 times a day
3. Once a day
4. Most days
5. 2-3 times a week
6. About once a week
7. Every 2-3 weeks
8. About once a month
9. Less often
10. DON'T KNOW [BUTTON]

SHOW SCREEN

ASK ALL WHO HAVE USED NEWSPAPER NOWADAYS AT Q3A (Q3A=2)

ROTATE BETWEEN CODES 1-9

ROTATE BETWEEN CODES 10-16

(MULTICODE OK)

Q5c) Thinking specifically about weekly newspaper(s), which of the following do you use for news nowadays? By newspapers we mean the paper versions and not the websites or apps. Are there any others?

CODE AS MANY AS APPLY

1. The Mail on Sunday
2. The Daily Star on Sunday
3. The Sunday Express
4. The Sunday Mirror
5. The Observer
6. The Independent on Sunday
7. The Sunday Times
8. The Sunday Telegraph
9. The People
10. The Sunday Herald (**SCOTLAND**)
11. The Sunday Post (**SCOTLAND**)
12. The Sunday Mail (**SCOTLAND**)
13. Scotland on Sunday (**SCOTLAND**)
14. Wales on Sunday (**WALES**)
15. Sunday Life (**NORTHERN IRELAND**)
16. Sunday World (**NORTHERN IRELAND**)
17. Any local paid weekly paper - Specify (**WRITE IN**)
18. Any local free weekly newspaper – Specify (**WRITE IN**)
19. None of these / Don't read a Weekly Newspaper
20. DON'T KNOW [BUTTON]

DO NOT SHOW SCREEN

**ASK ALL WHO HAVE SELECTED TELEVISION CHANNELS AT Q5C (Q5C=1-18)
IF OTHER SPECIFY (CODES 17 OR 18) CHOSEN AT Q5C PLEASE SHOW TYPED IN RESPONSES
(SINGLECODE PER CODE)**

Q5ci) And typically how often do you read the news in...<CODES SELECTED AT Q5C>?

1. About once a week
2. Every 2-3 weeks
3. About once a month
4. Less often
5. DON'T KNOW [BUTTON]

SHOW SCREEN

**ASK ALL WHO HAVE USED RADIO NOWADAYS AT Q3A (Q3A=3)
ROTATE BETWEEN CODES 1-12
(MULTICODE OK)**

Q5d) Thinking specifically about <SOURCE USED ATQ3A CODES 3>, which of the following do you use for news nowadays? Are there any others? CODE AS MANY AS APPLY

1. BBC Radio 4
2. BBC Radio 3
3. BBC Radio 2
4. BBC Radio 1
5. BBC Asian Network
6. BBC Radio Five Live
7. BBC World Service
8. Classic FM
9. Talksport
10. Heart FM
11. Absolute Radio
12. Capital FM
13. BBC Radio Scotland (**SCOTLAND ONLY**) BBC Radio Wales (**WALES ONLY**)BBC Radio Northern Ireland (**NI ONLY**)
14. Any BBC local/regional radio station - Specify (**WRITE IN**)
15. Other radio station(s) e.g. local or foreign ones - Specify (**WRITE IN**)
16. None of these
17. DON'T KNOW [BUTTON]

DO NOT SHOW SCREEN

**ASK ALL WHO HAVE SELECTED TELEVISION CHANNELS AT Q5D (Q5D=1-15)
IF OTHER SPECIFY (CODES 14 OR 15) CHOSEN AT Q5D PLEASE SHOW TYPED IN RESPONSES
(SINGLECODE PER CODE)**

Q5di) And typically how often do you listen to the news on...<CODE SELECTED AT Q5D>?

1. Lots of times throughout the day
2. 2-3 times a day
3. Once a day
4. Most days
5. 2-3 times a week
6. About once a week
7. Every 2-3 weeks
8. About once a month
9. Less often
10. DON'T KNOW [BUTTON]

SHOW SCREEN

**ASK ALL WHO HAVE USED INTERNET/APPS NOWADAYS AT Q3A (Q3A=CODES 4 OR 5)
ROTATE BETWEEN CODES 1-4**

ROTATE BETWEEN CODES 5-16
ROTATE BETWEEN CODES 21-26
(MULTICODE OK)

Q5e) Thinking specifically about Internet or apps or alerts (on any device), which of the following do you use for news nowadays? Are there any others? CODE AS MANY AS APPLY

1. BBC website or app
2. ITV or ITN **<OR STV: SCOTLAND>,<OR UTV: N IRELAND>** website or app
3. Channel 4 website or app
4. Sky News website or app
5. The Sun website or app
6. The Daily Mail website or app
7. The Daily Star website or app
8. The Daily Express website or app
9. The Daily Mirror website or app
10. The Guardian/Observer website or app
11. The Independent website or app
12. The Times/Sunday Times website or app
13. The Telegraph website or app
14. The Financial Times website or app
15. The Metro website or app
16. The Evening Standard website or app
17. Any local newspaper websites or apps **(WRITE IN)**
18. Any Scotland based websites or apps (e.g. STV, the Herald, etc) **(SCOTLAND ONLY) - SPECIFY (WRITE IN)**
19. Any Wales based news websites or apps (e.g. S4C, Western Mail, etc) **(WALES ONLY) - SPECIFY (WRITE IN)**
20. Any Northern Ireland based news websites or apps (e.g. RTE, Belfast Telegraph etc) **(NI ONLY) - SPECIFY (WRITE IN)**
21. Facebook
22. Twitter
23. Google news
24. Yahoo news
25. MSN news
26. AOL news
27. Other website(s) or app(s) - Specify **(WRITE IN)**
28. None of these
29. DON'T KNOW [BUTTON]

DO NOT SHOW SCREEN

ASK ALL WHO HAVE SELECTED TELEVISION CHANNELS AT Q5E (Q5E=1-27)

IF OTHER SPECIFY (CODES 17, 18, 19, 20, 27) CHOSEN AT Q5E PLEASE SHOW TYPED IN RESPONSES (SINGLECODE PER CODE)

Q5ei) And typically how often do you use.....<CODES SELECTED AT Q5E>?

1. Lots of times throughout the day
2. 2-3 times a day
3. Once a day
4. Most days
5. 2-3 times a week
6. About once a week
7. Every 2-3 weeks
8. About once a month
9. Less often
10. DON'T KNOW [BUTTON]

SHOW SCREEN

ASK ALL WHO HAVE USED INTERNET/APPS NOWADAYS AT Q3A (Q3A=CODES 4 OR 5)

ROTATE CODES 1-15 (MULTICODE OK)

Q6a) In which types of ways do you access and use news through the internet or apps nowadays? CODE AS MANY AS APPLY

1. Read news stories online
2. Watch TV news online
3. Watch news related video clips
4. Share existing news related video clips
5. Post your own news related video clips
6. Read news related comments or articles on blogs, social networking sites or apps such as Facebook or Twitter
7. Share existing news related comments or articles on blogs, social networking sites or apps such as Facebook or Twitter
8. Post your own news related comments or articles on blogs, social networking sites or apps such as Facebook or Twitter
9. Watch news podcasts
10. Listen to news podcasts
11. Listen to radio news online
12. Receive email alerts or notifications of news
13. Use a 'news ticker' or rolling news across your screen
14. Subscribe to personalised news information i.e. choosing which topics you get information from all over the internet via RSS or news feeds
15. Use a search engine to find out about a particular news story or subject
16. Other (specify)(**WRITE IN**)
17. NONE [BUTTON]
18. DON'T KNOW [BUTTON]

SHOW SCREEN(SINGLECODE)

ASK IF MORE THAN ONE CHOSEN AT Q6A (Q6A= MORE THAN ONE CHOSEN FROM CODES 1-16).

Q6b) And which one do you use most often? CODE ONLY ONE

DISPLAY CODES SELECTED AT Q6A

+ None of these [BUTTON]

DON'T KNOW [BUTTON]

SHOW SCREEN. ASK IF USE SOCIAL NETWORKING (Q6A=CODES 6-8)

ROTATE CODES 1-7(MULTICODE OK)

Q7) You said you read, share or post news related comments or articles on blogs, social networking sites or apps such as Facebook or Twitter. Which of the following types of news do you do this for...? CODE AS

MANY AS APPLY

1. Breaking stories
2. Headline and summaries
3. In-depth analysis
4. Opinions and debates
5. Rumour and gossip
6. Light hearted stories
7. Serious news stories
8. Other (specify)(**WRITE IN**)
9. NONE [BUTTON]
10. DON'T KNOW [BUTTON]

GO TO Q10:

- IF Q5A-Q5E = NONE OF THESE OR DON'T KNOW FOR ALL QUESTIONS Q5A TO Q5E THEN GO TO Q10
- IF Q3A=CODES 6-8 AND Q3A=NOT CODES 1-5
- IF Q3A=NONE OF THESE

SELF COMPLETION SECTION 2

INTERVIEWER PLEASE READ THIS OUT

I am now going to hand you the screen again and I would like you to fill in the answers yourself, by touching the pen on the relevant responses on the screen.

Again by 'news' we mean news and current affairs in <[TEXT AS BELOW]>FILTERED, across the UK and from around the world.

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

INTERVIEWER HAND OVER MACHINE AND HELP RESPONDENT IF UNSURE

TRUST, IMPARTIALITY, AND INFLUENCE OF NEWS SOURCES

SHOW SCREEN

ASK ALL WHO SELECTED ANY NEWS SOURCE AT Q5A-E

SHOW ALL BRANDS CHOSEN AS ONE LIST

IF ONLY ONE BRAND CHOSEN FROM ALL Q5A-Q5E THEN PLEASE ASK THIS QUESTION AS WELL

(SINGLECODE)

Q8a) Looking at all the sources of news you have just said that you use, which ONE IS MOST IMPORTANT TO YOU PERSONALLY?

SHOW ALL BRANDS CHOSEN AS ONE LIST

NONE [BUTTON]

DON'T KNOW [BUTTON]

SHOW SCREEN

ASK ALL WHO HAVE CHOSEN AN IMPORTANT NEWS SOURCE AT Q8A (Q8A = ANY EXCEPT NONE OR DON'T KNOW)

Q8b) Why do you say that?

OPEN END

DON'T KNOW [BUTTON]

SHOW SCREEN

ASK ALL WHO USE MORE THAN ONE SOURCE OF NEWS FROM Q5A-E.

THEREFORE IF Q8A LIST HAS SEVERAL OPTIONS AS THEIR BRAND THEN SHOW THIS QUESTION (Q5A-E = MORE THAN ONE CHOSEN)

RANDOMISE CODES 1-7

(MULTICODE OK)

Q8c) You say you use different sources to get news nowadays. Why do you use MORE THAN ONE source for news? CODE AS MANY AS APPLY

1. I use different sources depending on where I am and what I'm doing
2. I use different sources depending on what I feel like/my mood at the time
3. I like to get a range of viewpoints so I get a more rounded sense of the story
4. I like to compare how different news organisations treat news stories
5. I use different sources for different types of news stories e.g. politics, financial, sport
6. I use more than one source to check that I'm not getting a biased view of the story
7. I use different sources for different stages of a story – some are quicker to break the news, while others are more likely to be accurate and give the bigger picture
8. Other **(WRITE IN)**
9. Don't Know [BUTTON]

DUMMY CODES FROM Q5A-F

BRAND CODES CATEGORY 1 – TV CHANNELS	CODES FROM Q5a AND Q5ai (1-6) USED AT LEAST ONCE A WEEK
BBC Television	BBC One (Q5a/1 AND Q5ai/1-6) OR BBC Two (Q5a/2 AND Q5ai/1-6) OR BBC News Channel (Q5a/9 AND Q5ai/1-6) OR BBC Parliament (Q5a/17 AND Q5ai/1-6)
ITV1 / ITV Wales <WALES> / UTV <N IRE>/ STV <SCOTLAND>	ITV1 / ITV Wales / UTV / STV (Q5a/3 AND Q5ai/1-6)
Channel 4 (TV Channel)	Channel 4 (Q5a/4 AND Q5ai/1-6)
S4C	S4C (Q5a/5 AND Q5ai/1-6)
Channel 5	Channel 5 (Q5a/6 AND Q5ai/1-6)
RTE Channels\TG3\TG4	RTE Channels\TG3\TG4 (Q5a/7 AND Q5ai/1-6)
Sky News Channel	Sky News Channel (Q5a/8 AND Q5ai/1-6)
CNN	CNN (Q5a/10 AND Q5ai/1-6)
Fox News	Fox News (Q5a/11 AND Q5ai/1-6)
Euronews	Euronews (English version) (Q5a/12 AND Q5ai/1-6) OR Euronews (Non English version) (Q5a/13 AND Q5ai/1-6)
Al Jazeera	Al Jazeera (English version) (Q5a/14 AND Q5ai/1-6) OR Al Jazeera (Non English version) (Q5a/15 AND Q5ai/1-6)
Russia Today	Russia Today (Q5a/16 AND Q5ai/1-6)
Zee TV	Zee TV (Q5a/18 AND Q5ai/1-6)
PTV	PTV (Q5a/19 AND Q5ai/1-6)
Star	Star (Q5a/20 AND Q5ai/1-6)
Bangla TV	Bangla TV (Q5a/21 AND Q5ai/1-6)
Arab News Network	Arab News Network (Q5a/22 AND Q5ai/1-6)
Deutsche Welle	Deutsche Welle (Q5a/23 AND Q5ai/1-6)
TF1	TF1 (Q5a/24 AND Q5ai/1-6)

BRAND CODES CATEGORY 2 – NEWSPAPERS	CODES FROM Q5b AND Q5bi (1-6) OR USED AT LEAST ONCE A WEEK	CODES FROM Q5c AND Q5ci (6-7) USED AT LEAST EVERY 2-3 WEEKS
The Sun newspaper	The Sun (Q5b/1 AND Q5bi/1-6)	
The Daily Mail or Mail on Sunday newspapers	The Daily Mail (Q5b/2 AND Q5bi/1-6)	The Mail on Sunday (Q5c/1 AND Q5ci/6,7)

The Daily or Sunday Star newspapers	The Daily Star (Q5b/3 AND Q5bi/1-6)	The Daily Star on Sunday (Q5c/2 AND Q5ci/6,7)
The Daily or Sunday Express newspapers	The Daily Express (Q5b/4 AND Q5bi/1-6)	The Sunday Express (Q5c/3 AND Q5ci/6,7)
The Daily or Sunday Mirror newspapers	The Daily Mirror (Q5b/5 AND Q5bi/1-6)	The Sunday Mirror (Q5c/4 AND Q5ci/6,7)
The Guardian or Observer newspapers	The Guardian (Q5b/6 AND Q5bi/1-6)	The Observer (Q5c/5 AND Q5ci/6,7)
The Independent (Daily or Sunday) newspaper	The Independent (Q5b/7 AND Q5bi/1-6)	The Independent on Sunday (Q5c/6 AND Q5ci/6,7)
The i newspaper	The I (Q5b/8 AND Q5bi/1-6)	
The Times or Sunday Times newspapers	The Times (Q5b/9 AND Q5bi/1-6)	The Sunday Times (Q5c/7 AND Q5ci/6,7)
The Daily or Sunday Telegraph newspapers	The Daily Telegraph (Q5b/10 AND Q5bi/1-6)	The Sunday Telegraph (Q5c/8 AND Q5ci/6,7)
The Financial Times newspaper	The Financial Times (Q5b/11 AND Q5bi/1-6)	
The Morning Star newspaper	The Morning Star (Q5b/12 AND Q5bi/1-6)	
The Herald/Sunday Herald newspapers	The Herald (Q5b/13 AND Q5bi/1-6)	The Sunday Herald (Q5c/10 AND Q5ci/6,7)
The Scotsman/Scotland on Sunday newspapers	The Scotsman (Q5b/14 AND Q5bi/1-6)	Scotland on Sunday (Q5c/13 AND Q5ci/6,7)
The Daily Record/Record PM/Sunday Mail newspapers	The Daily Record (Q5b/15 AND Q5bi/1-6) OR The Record PM (Q5b/16 AND Q5bi/1-6)	Sunday Mail (Q5c/12 AND Q5ci/6,7)
The Belfast Telegraph/Sunday Life newspapers	The Belfast Telegraph (Q5b/17 AND Q5bi/1-6)	Sunday Life (Q5c/15 AND Q5ci/6,7)
The Irish News newspaper	The Irish News (Q5b/18 AND Q5bi/1-6)	
The News Letter newspaper	The News Letter (Q5b/19 AND Q5bi/1-6)	
The Western Mail/Wales on Sunday newspaper	The Western Mail (Q5b/20 AND Q5bi/1-6)	Wales on Sunday (Q5c/14 AND Q5ci/6,7)
The Metro newspaper	The Metro (Q5b/21 AND Q5bi/1-6)	
The Evening Standard newspaper	The Evening Standard (Q5b/22 AND Q5bi/1-6)	
Your local daily newspaper	Any local daily newspaper (Q5b/23 AND Q5bi/1-6)	
The People newspaper		The People (Q5c/9 AND Q5ci/6,7)
Sunday Post		Sunday Post (Q5c/11 AND Q5ci/6,7)
Sunday Worldnewspaper		Sunday World (Q5c/16 AND Q5ci/6,7)
Your local paid weekly newspaper		Any local paid weekly newspaper (Q5c/17 AND Q5ci/6,7)
Your local free weekly newspaper		Any local free weekly newspaper (Q5c/18 AND Q5ci/6,7)

BRAND CODES CATEGORY 3 – RADIO	CODES FROM Q5d AND Q5di (1-6)
BBC Radio	BBC Radio 4 (Q5d/1 AND Q5ci/1-6) OR BBC Radio 3 (Q5d/2 AND Q5ci/1-6) OR BBC Radio 2 (Q5d/3 AND Q5ci/1-6) OR BBC Radio 1 (Q5d/4 AND Q5ci/1-6) OR BBC Asian Network (Q5d/5 AND Q5ci/1-6) OR BBC Radio Five Live (Q5d/6 AND Q5ci/1-6) OR BBC World Service (Q5d/7 AND Q5ci/1-6) OR BBC Radio <Nation> (Q5d/13 AND Q5ci/1-6) OR Any BBC Local/regional radio station (Q5d/14 AND Q5ci/1-6)
Classic FM	Classic FM (Q5d/8 AND Q5ci/1-6)
TalkSport	TalkSport (Q5d/9 AND Q5ci/1-6)
Heart FM	Heart FM (Q5d/10 AND Q5ci/1-6)
Absolute Radio	Absolute Radio (Q5d/11 AND Q5ci/1-6)
Capital FM	Capital FM (Q5d/12 AND Q5ci/1-6)
BRAND CODES CATEGORY 4 – TV NEWS WEB/APPS	CODES FROM Q5e AND Q5ei (1-6)
BBC Website or app	BBC Website or app (Q5e/1 AND Q5ei/1-6)
ITV or ITN <or STV: SCOTLAND>,<or UTV: N IRELAND> website or app	ITV or ITN website or app (Q5e/2 AND Q5ei/1-6)
Channel 4 website or app	Channel 4 website or app (Q5e/3 AND Q5ei/1-6)
Sky News website or app	Sky News website or app (Q5e/4 AND Q5ei/1-6)
BRAND CODES CATEGORY 5 – NEWSPAPER WEB/APPS	CODES FROM Q5e AND Q5ei (1-6)
The Sun website or app	The Sun website or app (Q5e/5 AND Q5ei/1-6)
The Daily Mail website or app	The Daily Mail website or app (Q5e/6 AND Q5ei/1-6)
The Daily Star website	The Daily Star website (Q5e/7 AND Q5ei/1-6)
The Daily Express website or app	The Daily Express website or app (Q5e/8 AND Q5ei/1-6)
The Daily Mirror website or app	The Daily Mirror website or app (Q5e/9 AND Q5ei/1-6)
The Guardian or Observer website or app	The Guardian or Observer website or app (Q5e/10 AND Q5ei/1-6)
The Independent website or app	The Independent website or app (Q5e/11 AND Q5ei/1-6)
The Times or Sunday Times website or app	The Times \ Sunday Times website or app (Q5e/12 AND Q5ei/1-6)
The Telegraph website or app	The Telegraph website or app (Q5e/13 AND Q5ei/1-6)
The Financial Times website or app	The Financial Times website or app (Q5e/14 AND Q5ei/1-6)
The Metro website or app	The Metro website or app (Q5e/15 AND Q5ei/1-6)

The Evening Standard website or app	The Evening Standard website or app (Q5e/16 AND Q5ei/1-6)
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CATEGORY 6 – INTERNET COMPANIES

BRAND CODES	CODES FROM Q5e (1-6)
Facebook	Facebook (Q5e/21 AND Q5ei/1-6)
Twitter	Twitter (Q5e/22 AND Q5ei/1-6)
Google News	Google News (Q5e/23 AND Q5ei/1-6)
Yahoo News	Yahoo News (Q5e/24 AND Q5ei/1-6)
MSN News	MSN News (Q5e/25 AND Q5ei/1-6)
AOL News	AOL News (Q5e/26 AND Q5ei/1-6)

SHOW SCREEN

ASK THOSE WHO HAVE FREQUENTLY USED SOURCES FROM Q5A-E AND SO HAVE BRAND CODES WITHIN ANY CATEGORY 1-6 AS DEFINED ABOVE.

RANDOMISE ITERATIONS A-I (SINGLECODE PER ASPECT)

Q9a) How important are the following aspects TO YOU PERSONALLY in terms of choosing a news source? Answer using a scale of 1 to 10, where, 1 is NOT AT ALL IMPORTANT and 10 is ABSOLUTELY ESSENTIAL. CODE ONLY ONE FOR EACH WAY

How IMPORTANT IS IT that the news source...

- a) is accurate and reliable
- b) is trustworthy
- c) is impartial and unbiased
- d) has in-depth analysis
- e) is up-to-the minute
- f) offers a view that reflects your own outlook
- g) gives you what you need to make up your own mind about a news story
- h) offers a range of opinions
- i) offers an alternative to the norm/mainstream

- 1. 1 – Not at all important
- 2. 2
- 3. 3
- 4. 4
- 5. 5
- 6. 6
- 7. 7
- 8. 8
- 9. 9
- 10. 10 – Absolutely essential

FOR THE NEXT TWO QUESTIONS THE BRAND CODES ASKED ARE DERIVED FROM SOURCES USED (FREQUENCY OF USING SOURCES). SEE TABLES FOR BRAND CODES ABOVE.

SHOW SCREEN

THIS SHOULD ONLY APPEAR ONCE BEFORE THE Q9B AND Q9C LOOP STARTS

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

SHOW SCREEN

ASK THOSE WHO HAVE FREQUENTLY USED SOURCES FROM Q5A-E AND SO HAVE BRAND CODES WITHIN ANY CATEGORY 1-6 AS DEFINED ABOVE.

DISPLAY AS A GRID

(SINGLECODE PER NEWS SOURCE)

Q9b) How important is [SOURCE FROM LIST ON PREVIOUS PAGE] as a source of news TO YOU PERSONALLY? Answer using a scale of 1 to 10, where, 1 is NOT AT ALL IMPORTANT and 10 is ABSOLUTELY ESSENTIAL. CODE ONLY ONE

INCLUDE THOSE WHO HAVE FREQUENTLY USED SOURCES FROM Q5A-E AND SO HAVE BRAND CODES WITHIN ANY CATEGORY 1-6 AS DEFINED ABOVE

1. 1 – Not at all important
2. 2
3. 3
4. 4
5. 5
6. 6
7. 7
8. 8
9. 9
10. 10 – Absolutely essential

SHOW SCREEN

ASK THOSE WHO HAVE FREQUENTLY USED SOURCES FROM Q5A-E AND SO HAVE BRAND CODES WITHIN ANY CATEGORY 1-6 AS DEFINED ABOVE.

RANDOMISE ITERATIONS A-I

(SINGLECODE PER NEWS SOURCE)

**Q9c) And to what extent do you think the following statements apply to [SOURCE FROM LIST ON PREVIOUS PAGE] as a news source? Answer using a scale of 1 to 10, where, 1 is NOT AT ALL and 10 is COMPLETELY
CODE ONLY ONE FOR EACH**

- a) is accurate and reliable
 - b) is trustworthy
 - c) is impartial and unbiased
 - d) has in-depth analysis
 - e) is up-to-the minute
 - f) offers a view that reflects your own outlook
 - g) gives you what you need to make up your own mind about a news story
 - h) offers a range of opinions
 - i) offers an alternative to the norm/mainstream
1. 1 – Not at all
 2. 2
 3. 3
 4. 4
 5. 5
 6. 6
 7. 7
 8. 8
 9. 9
 10. 10 – Completely

PLEASE HAND MACHINE BACK TO INTERVIEWER

POLITICAL AND SOCIAL ENGAGEMENT

ASK ALL

ROTATE ITERATIONS A-BROTATE ITERATIONS C-E

(SINGLECODE FOR EACH STATEMENT)

Q10) I am now going to read out some statements. Please tell me the extent to which you agree or disagree with them?

- a) I think it's important to keep up to date with news and current affairs
- b) I follow the news only when something important or interesting is happening
- c) I consider myself to be involved in my local community
- d) I consider myself to be involved in political issues
- e) I consider myself to be involved in campaigning issues

- 1. Strongly agree
- 2. Slightly agree
- 3. Neither agree nor disagree
- 4. Slightly disagree
- 5. Strongly disagree
- 6. Don't Know [BUTTON]

DEMOGRAPHICS

ASK ALL

(SINGLECODE)

QDEM2) How many adults aged 16+ are there in your household altogether, including yourself?

ASK ALL

(SINGLECODE)

QDEM3) Do you have any children under 16 living in the household?

- 1. Yes
- 2. No

ASK ALL

(SINGLECODE)

QDEM4) And how many children under the age of 16 are there in the household?

ASK ALL

(MULTICODE)

QDEM5) Into which of the following age groups do they fall?

- 1. 0 - 4
- 2. 5 - 9
- 3. 10 - 15

DO NOT USE PEN TO WRITE ANSWERS

ENTER YOUR RESPONSE USING THE PAD ON SCREEN

PLEASE INSERT TITLE E.G. MR\MRS\MISS USING KEYPAD

QDEM7) Please enter name of respondent:

QDEM8) Could I please take your phone number? This is for market research quality control, where 10% of my interviews are checked. This means that someone from our Head Office might phone you just to check that this interview was genuine.

INTERVIEWER NOTE:

**YOU SHOULD ENTER THE AREA CODE FIRST (E.G 01372, 020, ETC)
FOLLOWED BY THE TELEPHONE NUMBER (E.G 801010, 87701234, ETC)
DO NOT LEAVE SPACES BETWEEN NUMBERS.**

QDEM9)PHONE NUMBER (include area code):

**ASK ALL
(SINGLECODE)**

QDEM10) What is the Status of Respondent in Household?

1. Head of Household
2. Housewife\Househusband
3. Other adult in household

SHOW SCREEN

**ASK ALL
(SINGLECODE)**

QDEM11) What is the highest educational or vocational qualification you currently have [ONLY INCLUDE THIS IF QDEM1 = CODES 5 OR 6] or will receive, if you complete your next set of exams? CODE ONE ONLY

1. No qualifications
2. 5 or more GCSE grades A-C
3. 4 or less GCSE grade A- C
4. GCSE grade D-G
5. 5 or more Scottish Standard Grades, grades 1-3
6. 4 or less Scottish Standard Grades, grades 1-3
7. Scottish Standard Grades, grades 4-7
8. Scottish Highers
9. CSEs
10. 5 or more O levels
11. 4 or less O levels
12. GCE A levels or equivalent
13. NVQ 1 or 2
14. NVQ 3 or 4
15. GNVQ Foundation
16. GNVQ Intermediate
17. GNVQ Advanced 16
18. Certificate or Diploma of Higher Education
19. Bachelors degree
20. Graduate Certificates and Diploma
21. Masters Degree
22. Doctoral Degree
23. Refused to answer [BUTTON]
24. Don't know [BUTTON]

**ASK ALL
(SINGLECODE)**

QDEM12) Would you say you live in...?

1. A rural area
2. A village
3. A small town
4. A large town
5. A city

SHOW SCREEN

**ASK ALL
(SINGLECODE)**

QDEM13) What, if any, is your religion? CODE ONE ONLY

1. None
2. Catholic
3. Protestant
4. Church of England
5. Other Christian Denomination
6. Buddhist
7. Hindu
8. Muslim
9. Sikh
10. Jewish
11. Any other religion **(WRITE IN)**
12. Rather not say [BUTTON]

SHOW SCREEN

ASK ALL

(MULTICODE OK FOR CODES 1-10)

QDEM14) Which of these, if any, limit your daily activities or the work you can do? CODE AS MANY AS APPLY

1. Breathlessness or chest pains
2. Poor vision, partial sight or blindness
3. Difficulty in speaking or communicating
4. Poor hearing, partial hearing or deafness
5. Cannot walk at all/ use a wheelchair
6. Cannot walk very far or manage stairs or can only do so with difficulty
7. Limited ability to reach
8. Mental health problems or difficulties
9. Dyslexia
10. Other illnesses/ health problems which limit your daily activities/ work you can do **(WRITE IN)**
11. None

ASK ALL

(SINGLECODE)

QDEM15) Working status of Chief Income Earner (CIE)

1. Employed
2. Self-employed
3. Not working, dependent on state benefit
4. Not working, other income

ASK ALL

(SINGLECODE)

QDEM16)

COLLECT OCCUPATION OR PREVIOUS OCCUPATION DETAILS OF CIE

1. What is the type of firm where the CIE works ?
2. What is the job actually done by the CIE ?
3. What is the title, rank, grade, etc of the CIE ?
4. How many people work there altogether ?
5. How many is the CIE responsible for ?

ENTER ANY OTHER RELEVANT DETAILS TO ASSIST CLASSIFICATION OF OCCUPATION AND INDUSTRY. IF NO FURTHER DETAILS PRESS "OK"

SHOW SCREEN
ASK ALL

QDEM17) Is this the correct address?

1. Yes
2. No

ASK ALL
(SINGLECODE)

RECa) As a result of the interview you have just done and the information you have given us, we may like to contact you if we have any further questions related to this particular survey or to further explore the subjects we have covered in this survey. We will therefore need to keep your contact details on file - is that alright?

Yes

No - Respondent does not want to be contacted again.

ASK ALL
(SINGLECODE)

RECb) Sometimes we have to re-contact people to invite them to take part in other surveys. Would you be willing to be re-contacted at sometime in the future to take part in other surveys?

Yes

No

INTERVIEWER PLEASE ASCRIBE THIS

Socio-economic group (Ascribed by interviewer – not asked)

1. A .
2. B .
3. C1 .
4. C2 .
5. D .
6. E .

8. Appendix 3 – Wholesale and retail classifications

Provider/Category	Wholesale	Retail
BBC	BBC One, BBC Two, S4C, BBC News channel, BBC Parliament, BBC3, BBC4, BBC Radio 4, BBC Radio 3, BBC Radio 2, BBC Radio 1, BBC Asian Network, BBC Radio Five Live, BBC World Service, BBC Radio Scotland / Wales / Northern Ireland (Foyle/Ulster), Any BBC local/regional radio station, Any other BBC radio station, BBC website or app	BBC One, BBC Two, BBC News channel, BBC Parliament, BBC3, BBC4, BBC Radio 4, BBC Radio 3, BBC Radio 2, BBC Radio 1, BBC Asian Network, BBC Radio Five Live, BBC World Service, BBC Radio Scotland / Wales / Northern Ireland (Foyle/Ulster), Any BBC local/regional radio station, Any other BBC radio station, BBC website or app
ITN	ITV1 / ITV Wales STV / UTV, Channel 4, ITV 3, ITV or ITN (or STV/UTV) website or app, Channel 4 website or app	NA
ITV	NA	ITV1 / ITV Wales STV / UTV, ITV 3, ITV or ITN (or STV/UTV) website or app
Channel 4	NA	Channel 4, Channel 4 website or app
Sky	Channel 5, Sky News Channel, Sky Sports News, Classic FM, talkSPORT, Heart FM, Absolute Radio, Capital Gold, Any other commercial radio station	Sky News Channel, Sky Sports News
News Corp	Fox News, Star, The Sun, The Times, The Sunday Times, The Sun on Sunday, The Sun website or app, The Times\Sunday Times website or app	Fox News, Star, The Sun, The Times, The Sunday Times, The Sun on Sunday, The Sun website or app, The Times\Sunday Times website or app
A&N Media	Daily Mail, The Metro, Any Northcliffe Media regional title, The Mail on Sunday, The Daily Mail website or app, The Metro website or app, Any Northcliffe Media website or app	Daily Mail, The Metro, Any Northcliffe Media regional title, The Mail on Sunday, The Daily Mail website or app, The Metro website or app, Any Northcliffe Media website or app
Trinity Mirror	The Daily Mirror, The Daily Record, The Record PM, The Western Mail,	The Daily Mirror, The Daily Record, The Record PM, The Western Mail,

	The Sunday Mirror, The People, The Sunday Mail, Any other Trinity regional title, The Daily Mirror Website or app, Any Trinity regional website or app	The Sunday Mirror, The People, The Sunday Mail, Any other Trinity regional title, The Daily Mirror Website or app, Any Trinity regional website or app
Guardian Media Group	The Guardian, The Observer, The Guardian/Observer website or app	The Guardian, The Observer, The Guardian/Observer website or app
Lebedev Foundation	The Independent, The I, The Evening Standard, The Independent on Sunday, The Independent website or app, The Evening Standard website or app	The Independent, The I, The Evening Standard, The Independent on Sunday, The Independent website or app, The Evening Standard website or app
Northern & Shell	Daily Star, Daily Express, The Daily Star on Sunday, The Sunday Express, The Daily Star website or app, The Daily Express website or app	Channel 5, Daily Star, Daily Express, The Daily Star on Sunday, The Sunday Express, The Daily Star website or app, The Daily Express website or app
Telegraph Media	The Daily Telegraph, The Sunday Telegraph, The Telegraph website or app	The Daily Telegraph, The Sunday Telegraph, The Telegraph website or app
Pearson	Financial Times, Financial Times website or app	Financial Times, Financial Times website or app
Commercial Radio	NA	Classic FM, talkSPORT, Heart FM, Absolute Radio, Capital Gold
Aggregators	NA	Google News, MSN News, Yahoo News, AOL News
Social Media	NA	Facebook, Twitter
Other	Any news source not listed above	Any news source not listed above

9. Appendix 4 – Aggregated Types

Category	News Sources
PSB Channels	BBC TV, ITV1/UTV/STV, Channel 4
Digital Only Channels	Sky News Channel, CNN, Fox News, Euronews, Al Jazeera, Russia Today, Zee TV, PTV, Star, Bangla TV, Arab News Network, Deutsche Welle, TF1
Broadsheet	The Guardian or Observer, The Independent (Daily or Sunday), The I, The Times or Sunday Times, The Daily or Sunday Telegraph, The Financial Times
Mid-market	The Daily or Sunday Express, The Daily Mail or Mail on Sunday
Tabloid	The Sun, The Daily or Sunday Mirror, The Daily or Sunday Star, The People
Regional Press	Your local daily, Your local paid weekly, Your local free weekly
Freesheets	The Metro, The Evening Standard
BBC Radio	BBC Radio
Commercial Radio	Classic FM, TalkSport, Heart FM, Absolute Radio, Capital FM
Broadcaster websites	BBC Website or app, ITV or ITN /STV/UTV website or app, Channel 4 website or app, Sky News website or app
Newspaper websites	The Sun website or app, The Daily Mail website or app, The Daily Star website, The Daily Express website or app, The Daily Mirror website or app, The Guardian or Observer website or app, The Independent website or app, , The Times or Sunday Times website or app, The Telegraph website or app, The Financial Times website or app, The Metro website or app, The Evening Standard website or app
Aggregators	Google News, Yahoo News, MSN News, AOL News
Social Media	Facebook, Twitter