Which country?
<1> UK
<2> US
<3> France
<4> Germany
<5> Denmark
<6> Finland
<7> Italy
<8> Spain
<9> Japan
<10> Brazil
<11> Australia
<12> Ireland
<13> Poland
<14> Czech Republic
<15> Turkey
<16> Portugal
<17> Austria
<18> Netherlands
<19> Belgium
<192> Belgium 2
<20> Greece
<21> Hungary
<22> Norway
<23> Sweden
<24> Switzerland
<242> Switzerland 2
<25> Canada
<252> Canada 2
<26> Republic of Korea

 [income_uk if Country ==1] **What is your gross household income?**
<1> Under £5,000 per year
<2> £5,000 to £9,999 per year
<3> £10,000 to £14,999 per year
<4> £15,000 to £19,999 per year
<5> £20,000 to £24,999 per year
<6> £25,000 to £29,999 per year
<7> £30,000 to £34,999 per year
<8> £35,000 to £39,999 per year
<9> £40,000 to £44,999 per year
<10> £45,000 to £49,999 per year
<11> £50,000 to £54,999 per year
<12> £55,000 to £59,999 per year
<13> £60,000 to £69,999 per year
<14> £70,000 to £79,999 per year
<15> £80,000 to £99,999 per year
<16> £100,000 to £149,999 per year

<17> £150,000 and over
<18> Don't know
<19> Prefer not to answer
{end module demo_UK}

[[Q1List]]
<1> Up to five times a day
<2> Between 6 and 10 times a day
<3> More than 10 times a day

Base: All
[Q1a] **How often do you access the Internet for _any purpose_ (i.e. for work/leisure etc.)? This should include access from any device (desktop, laptop, tablet or mobile) and from any location (home, work, internet café or any other location).**
<1> Several times a day [Q1a_freq:Q1List]{popup}Does that mean?
<2> Once a day
<3> 4-6 days a week
<4> 2-3 days a week
<5> Once a week
<6> Less often than once a week
<7> Don't know

Base: All
[Q1b] **Typically, how often do you access _news_? By news we mean national, international, regional/local news and other topical events accessed via any platform (radio, TV, newspaper or online).**
<1> Several times a day [Q1b_freq:Q1List]{popup}Does that mean?
<2> Once a day
<3> Several times a week
<4> Once a week
<5> 2-3 times a month
<6> Once a month
<7> Less often than once a month
<8> Don't know
<9> Never

#{exit status=screenout if Q1b in [7,9]} #asking some screenout questions first, so move down

{module mScreenOut_questions if Q1b in [7,9]}
UK, US, Spain, Denmark
[SO1 if Country in [1,2,5,8]] {multiple order=randomize} **You say that you access news on radio, TV or online, less often than once a month. Is that because? Please select all that apply.**
<1> There is usually something more interesting to do
<2> I'm too busy—my job or lifestyle means that I don't regularly have the opportunity to consume the news
<3> Someone else tends to decide what I end up watching or reading
<4> News tends to upset or depress me
<5> News annoys me or makes me angry

<6> News isn't relevant to me
<995 fixed> Other

 [SO2 if Country in [1,2,5,8]] {multiple order=randomize} **In which (if any) of the following ways did you _accidently_ come into contact with the news _in the last month_? Please select all that apply.**
<1> I was listening to the radio and the news came on (e.g. the top of the hour)
<2> I was watching a TV programme and the news came on afterwards
<3> I was in the room when somebody else was watching or listening to the news
<4> News appeared in my social media stream/feed (e.g. Facebook or Twitter)
<5> A friend or colleague talked about some news they have come across
<6> I saw a newspaper billboard or headline
<7> I watched an entertainment programme on the TV or radio that referred to news stories
<995 fixed> Other
<999 xor fixed> None of these

 [SO3 if Country in [1,2,4,5,8]] {single} **What is your **highest** level of education?**
<1> I am currently in school/full-time education
<2> I did not complete secondary/high school
<3> High school or baccalaureate or A-levels
<4> Professional qualification
<5> Bachelor's degree or similar
<6> Masters or Doctoral degree

[SO4 if Country in [1,2,4,5,8]] {open rows=6 cols=120 dk=1} **In your own words – please explain why do you access the news on radio, TV or online so rarely? Please give us as much detail as possible.**

[SO5 if Country in [1,2,4,5,8]] {single} **Would you be interested in taking part in a follow up interview in the future, which will explore topics covered in this survey in more detail?**
 <1> Yes – online
 <2> Yes – face to face
 <3> Yes – over the phone
 <4> No
 <98> Don't know

 {page page_intro if Country==1}
Thank you for taking the time to complete this survey all about news consumption. The survey should take about 15 minutes, and upon completion your account will be credited with 50 points.
 {end page page_intro}

Base: All
[Q1c] {single} **How interested, if at all, would you say you are in news?**
<1> Extremely interested
<2> Very interested
<3> Somewhat interested
<4> Not very interested
<5> Not at all interested

<998> Don't know
{end page pQ1c}

Base: All
[Q1d] {single} **What is your **highest** level of education?**
<1> I am currently in school/full-time education
<2> I did not complete secondary/high school
<3> High school or baccalaureate or A-levels
<4> Professional qualification
<5> Bachelor's degree or similar
<6> Masters or Doctoral degree

Base: All who are currently in school/full-time education
[Q1NEW if Q1d==1] **What is the **highest** educational level you **expect** to complete?**
<1> I will not complete secondary/high school
<2> High school or baccalaureate or A-levels
<3> Professional qualification
<4> Bachelor's degree or similar
<5> Masters or Doctoral degree
<998> Don't know

Base: All
[Q1F] **Some people talk about 'left', 'right' and 'centre' to describe parties and politicians. (Generally socialist parties would be considered 'left wing' whilst conservative parties would be considered 'right wing'). With this in mind, where would you place yourself on the following scale?**
<1>Very left-wing
<2>Fairly left-wing
<3>Slightly left-of-centre
<4>Centre
<5>Slightly right-of-centre
<6>Fairly right-wing
<7>Very right-wing
<8>Don't know

Base: All
Australia
[Q1E if Country in [11]] {open rows=6 cols=120 dk=1} **Where do you live most of the time? Please enter postcode**
OPEN #we will get Australia to share validation rules for post codes to check correct entries entered
Don't know

Base: All
[Q2_new2016] {grid roworder=randomize colorder=reverse(1)} **How interested are you in the following types of news?**
-[Q2_new2016_1] International news
-[Q2_new2016_2] Political news
-[Q2_new2016_3] News about my region, city or town
-[Q2_new2016_4] Business and economic news
-[Q2_new2016_5] Entertainment and celebrity news

-[Q2_new2016_6] Lifestyle news (e.g. food, fashion, travel)
-[Q2_new2016_7] Health or Education news
-[Q2_new2016_8] Arts and culture news
-[Q2_new2016_9] Sports news
-[Q2_new2016_10] Science and technology news
-[Q2_new2016_11] News about crime, justice and security
-[Q2_new2016_12] News about the environment

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

Base: All
 [Q3] {multiple order=randomize} **Which, if any, of the following have you used in the _last week_ as a _source of news_? Please select all that apply.**
#RANDOMISE (BUT KEEP THE 4 WEBSITE CODES TOGETHER)
  Q3exam1 = 'Television news bulletins or programmes such as News at Ten, C4 News, Good Morning Britain, Newsnight and Question Time'
  Q3exam2 = '24 hour news television channels such as Sky News or BBC News 24'
  Q3exam3 = 'Radio news bulletins or programmes such as Today, 5 Live Breakfast'
  Q3exam4 = 'Printed newspapers such as The Guardian or Daily Mail'
  Q3exam5 = 'Printed magazines such as the Economist or The Week'
  Q3exam6 = 'Websites/apps of newspapers such as theguardian.com or Mail Online'
  Q3exam7 = 'Websites/apps of news magazines such as The Economist or The Week'
  Q3exam8 = 'Websites/apps of TV and Radio companies such as BBC News Online or Sky News Online'
  Q3exam9 = 'Websites/apps of other news outlets such as MSN, Yahoo, Huffington Post, Buzzfeed, Vice or Google News'
  Q3exam10 = 'Social media such as Facebook or Twitter'
  Q3exam11 = 'Blogs'<995 fixed>Other #[Q3_other] {open}#(please specify)
<999 xor fixed>None of these

Base: All who have used at least one source of news in the last week
 [Q4 if Q3.has_any([1,2,3,4,5,6,7,8,9,10,11,995]) and len(Q3)>1]   **You say you've used these sources of news in the _last week_, which would you say is your MAIN source of news?**
BRANDS FROM Q3
<999 xor fixed>None of these

Base: All
 [Q5B] {multiple order=randomize} **Which, if any, of the following have you used to access news in the <last week>? Please select all that apply. <
 Via online platforms> (web, mobile, tablet, e-reader)**

BRAND LIST VARIES BY COUNTRY – GROUPED BY TYPE AND RANDOMISED WITHIN GROUP

Base: All
 [Q5A] {multiple order=randomize} **Thinking now about news on <TV, Radio and Print> (traditional media), which of the following brands have you used <in the last week>**

BRAND LIST VARIES BY COUNTRY – GROUPED BY TYPE AND RANDOMISED WITHIN GROUP

Base: All using online news
 [Q5e if Q5B and len(Q5B) > 1] {single order=randomize} **Overall, which is your MAIN source of news when accessing using **online platforms** (web, mobile, tablet, e-reader)?**
Show brands selected at Q5b including other
Don't know

Base: All using offline news
 [Q5d if Q5A and len(Q5A) > 1] {single order=randomize} **Overall, which is your MAIN source of news when accessing using **TV, radio, or print** (traditional or offline)?**
Show brands selected at Q5A including other
Don't know

Base: All using brands of interest
UK, US, Ireland, Finland, Spain, Denmark, Australia, Austria, Canada, Korea
PIPE THROUGH CHOICES AT Q5B –USING BRANDS OF INTEREST DETAILS
LEAST FILL BASIS, EACH RESPONDENT ONLY TO BE ASKED ABOUT MAX 4 BRANDS

if Country in [1,2,12,6,8,5,11,17,25,252,26
 [Q5c_first if brand1_code != -1] {grid roworder=randomize colorder=reverse(1)} **You say you use **$brand1_name** for **online** news. How would you rate this news brand for the following attributes?**
-[Q5c_first_1] Accuracy and reliability
-[Q5c_first_2] Breaking news
-[Q5c_first_3] Helping me understand the issues
-[Q5c_first_4] Covering a wide range of stories
-[Q5c_first_5] Amusing or entertaining me
-[Q5c_first_6] Giving me something to talk about (or share)
-[Q5c_first_7] Overall trust
-[Q5c_first_8] Unbiased / impartial news

 <1> Very good
 <2> Quite good
 <3> Neither good nor poor
 <4> Quite poor
 <5> Very poor
 <98 fixed> Don't know

Base: All
SPAIN ONLY
 [Q5Lang if Country == 8] {multiple order=randomize columns=2} **In which of the following languages have you consumed news in the last week? Please select all that apply**
 <1> Español
 <2> Catalán
 <3> Euskera
 <4> Gallego
 <5> Valenciano
 <6> Asturiano-leonés

<7> Aragonés
<8> Otra lengua propia o territorial # (fix)

<9> English
<10> French
<11> German
<12> Portuguese
<13> Arabic
<14> Romanian
<15> Otra lengua extranjera #(fix)

Base: All
[Q6_2016] {grid} **Thinking about news _in general_, do you agree or disagree with the following statements?**
-[Q6_2016_1] I think you can trust most news most of the time
-[Q6_2016_3] I think you can trust most news organisations most of the time
-[Q6_2016_2] I think you can trust most journalists most of the time
-[Q6_2016_4] The news media in my country is independent from undue political or government influence most of the time
-[Q6_2016_5] The news media in my country is independent from undue business or commercial influence most of the time
<1> Strongly disagree
<2> Tend to disagree
<3> Neither agree nor disagree
<4> Tend to agree
<5> Strongly agree

Base: All
[Q7] {multiple} **Have you bought (paid for) a _printed newspaper in the last week_? (This could be an ongoing print subscription or one off payment for a physical copy). Please select all that apply.**
<1> Yes, via newsstand or shop
<2> Yes, I have home delivery (for one or more days a week)
<3> Yes, from another source
<4 xor fixed> No, I have not
<5 xor fixed> Don't know

Base: All
[Q7a] **Have you paid for ONLINE news content, or accessed a paid for ONLINE news service _in the last year_? (This could be digital subscription, combined digital/print subscription or one off payment for an article or app or e-edition)**
<1> Yes
<2> No
<3> Don't know

Base: All who have accessed paid for online news content in the last year
[Q7ai if Q7a==1] {multiple} **You said you have accessed paid for ONLINE news content in the last year… <
> Which, if any, of the following ways have you used to pay for ONLINE news content in the last year? Please select all that apply.**
<1> I made a single _one-off payment_ to access an article, website (eg day-pass) or pdf
<2> I made a single _one-off payment_ to access a news app or download an edition via an app, digital newsstand

<8> I made a single _one-off donation_ to support a digital news service
<3> I made an _ongoing payment_ (subscription/membership scheme) for a digital news service – eg monthly, quarterly or annual payment
<4> I made an _ongoing payment_ to a digital news service as part of a wider print subscription
<5> I made an _ongoing payment_ for a digital news service as part of a wider cable, broadcast, mobile or other relationship
<6> I make an _ongoing payment_ to a service that gives me access to multiple digital news services
<7> Someone else paid for me to subscribe or access a digital news service
<995 fixed> Other

Base: All who have accessed paid for online news content in the last year
 [OPTQ7bi if Q7a==1] {open-intrange 0 9999 left="£" dk=1} **How much have you paid for online news content, or for access to a paid for online news service in _the last year_? If you have paid to different providers for online news, think only of the single provider you have paid the most to. If you can't remember the exact amount, please put your best estimate to the nearest pound. Please use whole numbers.**
Open box for values
Don't know

Base: All who haven't accessed paid for online news content in the last year
Spain, Canada, Australia, Finland, Ireland
[Q7c if Country in [6,8,17,12,25,252] and Q7a==2] {multiple order=randomize}**You say you don't currently pay for online news, but in the future might you be prepared to pay for content you like in any of the following ways (tick all that apply)**
<1> A single _one-off payment_ to access an article, website (eg day-pass) or pdf
<2> A single _one-off payment_ to access a news app or download an edition via an app, digital newsstand
<3> Make a single _one-off donation_ to support a digital news service
<4> Make an ongoing payment (such as a subscription/membership scheme) for a digital news service – eg monthly, quarterly or annual payment
<5> Make an ongoing payment to a digital news service as part of a wider print subscription
<6> Make an ongoing payment for a digital news service as part of a wider cable, broadcast, mobile or other relationship
<7> Make an ongoing payment_ to a service that gives me access to multiple digital news services
<8> No – I wouldn't be prepared to pay in any way
<995 fixed> Other [Q7c_other] {open} #(please specify)

Base: All who haven't accessed paid for online news content in the last year
SPAIN ONLY
[OPTQ7civ_2016 if Country in [8] and Q7a==2] {open-intrange 0 9999 left="€" dk=1 } **What is the maximum price you would pay for a subscription to a digital-only news service – including full access to its website, apps and any digital replicas of the newspaper? <
> Please put your best estimate to the nearest euro. Please use whole numbers.**
Open box for values
Don't know

Base: All
[Q8A]{multiple} **Which, if any, of the following devices do you <<u>ever</u>> use <<u>(for any purpose)</u>>? Please select all that apply.**
<1> Smartphone made by Apple (iPhone)
<2> Smartphone by another manufacturer (e.g. Samsung, LG, HTC, Sony, Nokia Lumia, etc.)

<3> Other internet connected phone (e.g. older Blackberry, Nokia feature phone etc.)
<4> Laptop or desktop computer (at work or home)
<5> Tablet Computer made by Apple (e.g. iPad, iPad Air or iPad mini)
<6> Other tablet computer (e.g. Samsung Galaxy, Kindle Fire HD, Google Nexus etc.)
<7> Ebook reader (e.g. other Kindle device, Kobo etc.)
<8> Connected TV (a TV that connects to internet via set top box, games console, other box such as Apple TV etc.)
<9> Smart TV (TV that connects to the internet directly without the need for any other box)
<10> Smart watch or wristband that connects to the internet
<995 fixed if 0> Other mobile device that connects to the internet (e.g. iPod Touch, PSP or Gameboy DSi)
<999 fixed xor> None of these
<998 xor fixed> Don't know #BUTTON

Base: All who use any devices that connect to the internet – rebased at DP to be on all
 [Q8B if Q8A.has_any([1,2,3,4,5,6,7,8,9,10,995])] {multiple} **Which, if any, of the following devices have you used to access news _in the last week_? Please select all that apply.**
<1 if 1 in Q8A>Smartphone made by Apple (iPhone)
<2 if 2 in Q8A>Smartphone by another manufacturer (e.g. Samsung, LG, HTC, Sony, Nokia Lumia, etc.)
<3 if 3 in Q8A>Other internet connected phone (e.g. older Blackberry, Nokia feature phone etc.)
<4 if 4 in Q8A>Laptop or desktop computer (at work or home)
<5 if 5 in Q8A>Tablet Computer made by Apple (e.g. iPad, iPad Air or iPad mini)
<6 if 6 in Q8A>Other tablet computer (e.g. Samsung Galaxy, Kindle Fire HD, Google Nexus etc.)
<7 if 7 in Q8A>Ebook reader (e.g. other Kindle device, Kobo etc.)
<8 if 8 in Q8A>Connected TV (only select if you have used an ON DEMAND news service such as a red button news service, digital text or a news app via your TV)
<9 if 9 in Q8A>Smart TV (only select if you have used an ON DEMAND news service such as a red button news service, digital text or a news app via your TV)
<10 if 10 in Q8A>Smart watch or wristband that connects to the internet
<995 if 995 in Q8A> Other mobile device that connects to the internet (e.g. iPod Touch, PSP or Gameboy DSi)
<999 fixed xor> None of these
<998 xor fixed> Don't know #BUTTON

Base: All who use any devices for news – rebased at DP to be on all
[UK8b6_5] {single order=randomize} **You've said you use the following devices to access news in the _last week_, which is your MAIN way of accessing online news?**
<1 if 1 in Q8B>Smartphone made by Apple (iPhone)
<2 if 2 in Q8B>Smartphone by another manufacturer (e.g. Samsung, LG, HTC, Sony, Nokia Lumia, etc.)
<3 if 3 in Q8B>Other internet connected phone (e.g. older Blackberry, Nokia feature phone etc.)
<4 if 4 in Q8B>Laptop or desktop computer (at work or home)
<5 if 5 in Q8B>Tablet Computer made by Apple (e.g. iPad, iPad Air or iPad mini)
<6 if 6 in Q8B>Other tablet computer (e.g. Samsung Galaxy, Kindle Fire HD, Google Nexus etc.)
<7 if 7 in Q8B>Ebook reader (e.g. other Kindle device, Kobo etc.)
<8 if 8 in Q8B>Connected TV (a TV that connects to internet via set top box, games console, other box such as Apple TV etc.)
<9 if 9 in Q8B>Smart TV (TV that connects to the internet directly without the need for any other box)
<10 if 10 in Q8B>Smart watch or wristband or smart glasses that connect to the internet

<995 if 995 in Q8B> Other mobile device that connects to internet (e.g. iPod Touch, PSP or Gameboy DSi)
<998 xor fixed>Don't know

Base: All who use a smartwatch or wristband for news
[Q8bi if 10 in Q8B] {multiple order=randomize} **You say you use a **smart watch or wristband** for news – which of the following have you used it for in the last week. Please select all that apply.**
 <1> Received a news alert (from a news organisation)
 <2> Received a news alert (from a news aggregator app or a social network like Facebook or Twitter)
 <3> Received a sports alert (eg score from a news organization or sports company)
 <4> Received a sports alert (from a news aggregator app or a social network like Facebook or Twitter)
 <5> Received a weather alert
 <6> Going directly to a news app to check the news
 <7> Going directly to a sports app to check the sport
 <8> Going directly to a weather app to check the weather
 <9> Going directly to a social media app to check the news
 <999 xor fixed> None of these #(fix)

Base: All who use a smartwatch or wristband for news
#CODES SELECTED AT Q8Bi, IF SELECTED ONE CODE ONLY AT Q8bi THAT IS TAKEN TO BE MOST USEFUL
[Q8bii if 10 in Q8B and Q8bi.has_any([1,2,3,4,5,6,7,8,9])] {single order=reverse} **You've said you used a **smart watch or wristband **for news in the following ways. Which <<u>ONE</u>> do you find MOST useful.**
 <1 if 1 in Q8bi> Received a news alert (from a news organisation)
 <2 if 2 in Q8bi> Received a news alert (from Facebook, Twitter or other news aggregator app)
 <6 if 6 in Q8bi> Going directly to a news app to check the news
 <3 if 3 in Q8bi> Received a sports alert (eg score from a news organization or sports company)
 <4 if 4 in Q8bi> Received a sports alert (from Facebook, Twitter or other news aggregator app)
 <7 if 7 in Q8bi> Going directly to a sports app to check the sport
 <5 if 5 in Q8bi> Received a weather alert
 <8 if 8 in Q8bi> Going directly to a weather app to check the weather
 <9 if 9 in Q8bi> Going directly to a social media app to check the news
 <998 xor fixed> Don't know

Base: All
UK, US, Finland, Ireland, Italy, Japan, France
[Q9c_new2016 if Country in [1,2,6,12,7,9,3]] {single order=randomize} **What is the FIRST way you typically come across news in the morning?**
 <1> Printed newspaper
 <2> Radio
 <3> TV
 <4 fixed if 4 in Q8B> Internet via laptop/desktop
 <5 fixed if Q8B.has_any([1,2,3])> Internet via smartphone
 <6 fixed if Q8B.has_any([5,6])> Internet via tablet
 <99 xor fixed> None of these
 <98 xor fixed> Don't know

Base: All who first get news in the morning via internet

[Q9d_2016 if Country in [1,2,6,12,7,9,3] and Q9c_new2016 in [4,5,6]] {single order=randomize} **You mentioned that your FIRST contact with news in the morning is using $Q9c_new2016.lower, in which ONE of the following places do you typically find your first news?**
<1> News website or app
<2> Website or app that aggregates news links
<3 if Q9c_new2016 in [5,6]> News links on my $Q9dtext homescreen # (show if smartphone/tablet at Q9_2016)
<4> Audio broadcast or podcast
<5> Video broadcast or video podcast
<6> Email
<7> Twitter
<8> Facebook
<9> Instagram
<10> Snapchat
<11> YouTube
<95 fixed> Other [Q9d_2016_other] {open} # (please specify)
<98 xor fixed> Don't know

Now we're going to ask you questions about how you typically start your online news sessions

Base: All
[Q10] {multiple order=randomize} **Thinking about how you got news online (via computer, mobile or any device) _in the last week_, which were the ways in which you came across news stories? Please select all that apply.**
Q10exam1 = 'Directly accessed one or more news websites apps (e.g. BBC News, Daily Mail, Huffington Post)'
Q10exam2 = 'Used a search engine (e.g. Google, Bing) and typed in a keyword for the name of a particular website'
Q10exam3 = 'Used a search engine (e.g. Google, Bing) and typed in a keyword about a particular news story'
Q10exam4 = 'Used a newsreader site or 'app' that aggregates news links (e.g. Flipboard)'
Q10exam5 = 'Used social media and came across news that way (e.g. Facebook, Twitter, Google+)'
Q10exam6 = 'Got news via an email newsletter or email alert'
Q10exam7 = 'Received a news alert on my mobile phone/tablet (e.g. via SMS, app, notification centre)'
<995 fixed> Other [Q10_other]{open}
<998 fixed xor> Don't know
<997 fixed xor (if 999 in Q3)> I haven't used online news in the last week #only show if 'none of these' at Q3#

Base: All using multiple online sources for news and use a computer for news
[Q10a_new2016_computer if 4 in Q8B and (Q10.has_any([1,2,3,4,5,6,7])) and (len(Q10)>1)]
Thinking about how you get online news using your <<u>computer</u>>, which is the MAIN way in which you come across news stories?
Show Q10 options as rows
<998 xor fixed> Don't know

Base: All using multiple online sources for news and use a smartphone for news

[Q10a_new2016_smartphone if Q8B.has_any([1,2,3]) and (Q10.has_any([1,2,3,4,5,6,7])) and (len(Q10)>1)] **Thinking about how you get online news using your <<u>smartphone</u>>, which is the MAIN way in which you come across news stories?**
Show Q10 options as rows
<998 xor fixed> Don't know

Base: All using multiple online sources for news and use a tablet for news
[Q10a_new2016_tablet if Q8B.has_any([5,6]) and (Q10.has_any([1,2,3,4,5,6,7])) and (len(Q10)>1)]
Thinking about how you get online news using your <<u>tablet</u>>, which is the MAIN way in which you come across news stories?
<1/"Directly accessed one or more news websites apps" if 1 in Q10> $Q10exam1
Show Q10 options as rows
<998 xor fixed> Don't know

Base: All social media news users
UK, US, Denmark, Canada, Germany, Australia, Korea, Finland, Ireland, Japan
[Q10bi_2016 if Country in [1,2,5,25,252,4,11,26,6,12,9] and 10 in Q3] {multiple order=randomize}
You said earlier that you use social media as a source of news. What are some of the reasons for this? Please select the MOST important reasons.
 <1> Simple way to access variety of news sources
 <2> Learns about my preferences so brings more relevant news
 <3> Alerts me when there is something worth knowing
 <4> Gives me a sense of what news my friends care about
 <5> Easy to comment and share news with others
 <6> Fast for breaking news
 <995 fixed> Other [Q10bi_2016_other] {open}
 <999 xor fixed> None of these
 <998 xor fixed> Don't know

Base: All social media news users
UK, US, Denmark, Canada, Germany, Australia, Korea, Finland, Ireland, Japan
[Q10bii_2016 if Country in [1,2,5,25,252,4,11,26,6,12,9] and 10 in Q3] {single order=reverse(1)}
Thinking about when you have used social media for news, typically how often do you notice the news brand that has supplied the content?
<1> Always
<2> Most of the time
<3> Some of the time
<4> Rarely
<5> Never
<998 fixed> Don't know

Base: All
[Q10c_2016] {multiple order=randomize} **When using the internet for news, have you used any of the following sites or mobile apps that aggregate different news links in the _last week?_ Please select all that apply.**
Code list varies by market

<995 fixed> Other [Q10c_2016_other] {open}
<999 xor fixed> None of these

<998 xor fixed> Don't know

Base: All who used an aggregator for news in past week
UK, US, Denmark, Canada, Germany, Korea, Japan
[Q10ci_2016 if Country in [1,2,5,25,252,4,26,9] and
Q10c_2016.has_any([1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16])] {multiple order=randomize} **You mentioned that you use one or more websites or apps that aggregate links from news providers. What are your reasons for this? Please select the MOST important reasons.**
<1> Simple way to access variety of news sources
<2> Learns about my preferences so brings more relevant news
<3> Alerts me when there is something worth knowing
<4> Gives me a sense of what news my friends care about
<5> Easy to comment and share news with others
<6> Fast for breaking news
<995 fixed> Other [Q10ci_2016_other] {open}
<977 xor fixed> Don't know

Base: All who used an aggregator for news in past week
UK, US, Denmark, Canada, Germany, Korea, Japan
 [Q10Cii_new2016 if Country in [1,2,5,25,252,4,26,9] and
Q10c_2016.has_any([1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16])] {single order=reverse(1)} **Thinking about when you have used news aggregators in the past, typically how often do you notice the news brand that has supplied the content?**
<1> Always
<2> Most of the time
<3> Some of the time
<4> Rarely
<5> Never
 <998 xor fixed> Don't know

Base: All
Every news website, mobile app or social network makes decisions about what content to show to you. These decisions can be made by editors and journalists or by computer algorithms analysing information about what other content you have used, or on the basis of what you and your friends share and interact with on social media.

[Q10D_2016a] {dyngrid roworder=randomize} **With this in mind, please indicate your level of agreement with the following statements**
-[Q10D_2016a_1] Having stories selected for me by editors and journalists is a good way to get news.
-[Q10D_2016a_2] Having stories automatically selected for me on the basis of what I have consumed the past is a good way to get news.
-[Q10D_2016a_3] Having stories automatically selected for me on the basis of what my friends have consumed is a good way to get news.

<1> Strongly disagree
<2> Tend to disagree

<3> Neither agree nor disagree
<4> Tend to agree
<5> Strongly agree

Base: All
[Q10D_2016b] {dyngrid} **Now when thinking about more personalised news, please indicate your level of agreement with the following statements**
 -[Q10D_2016b_1] I worry that more personalised news may mean that I miss out on important information.
-[Q10D_2016b_2] I worry that more personalised news may mean that I miss out on challenging viewpoints.
-[Q10D_2016b_3] I worry that more personalised news may mean that my privacy is placed at greater risk.
on the session on the 16th we can show some respondents statement 4 and some statement 5
#TODO?

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

Base: All
 [Q11] {multiple order=randomize} **Thinking of the way you looked at news online <<u>(via any device)</u>> _in the last week_, which of the following ways of consuming news did you use? Please select ALL that apply.**
<1> Looked at a list of news headlines (for example on the front page of a news website)
<2> Read news stories or articles
<3> Followed a live news page within a website (short updates on a major news story listed in chronological order often including the best from social media)
<4> Read a news blog
<5> Look at a sequence or gallery of pictures about news
<6> Viewed a news graphic (infographic)
<7> Watched an online news video (live, clip or programme)
<8> Listened to news audio online (live, clip or podcast/ programme)
<9> Looked at a list (e.g. a top 10)
<10 fixed> Used an "app" on my smartphone to access the news
<11 fixed> Used an "app" on my tablet to access the news
<995 fixed> Other [Q11_other]{open}
<998 xor fixed>Don't know
<999 xor fixed>None of these

Base: All who haven't watched news videos online in the last week
 [OptQ11ai if Q11 and not 7 in Q11] {multiple order=randomize} **You said that you don't usually watch news videos online. Why not? Please select all that apply.**
<1> I find reading articles quicker and more convenient
<2> Videos don't tend to add anything that is not in the text story
<3> I often can't get them to play properly on my device
<4> They take too long to load up/start playing
<5> Many have pre-roll adverts which tend to put me off

<6> I would rather watch on a bigger screen
<7> I don't have access to sound (e.g. at work)
<8> I am concerned about the cost of access (e.g. via mobile)
<995 fixed> Other [OptQ11ai_other]{open}
<998 xor fixed>Don't know

Base: All
 [OPTQ11D] **In thinking about your online news habits, which of the following statements applies best to you? Please select one.**
<1> I mostly read news in text
<2> I mostly read news in text but occasionally watch video news that looks interesting
<3> I read text stories and watch video news about the same
<4> I mostly watch video news and read text occasionally
<5> I mostly watch video news
<998 xor fixed> Don't know

Base: All
 [Q11E] {single order=randomize} **Which of the following statements <<u>best</u>> matches your consumption of online news video? Please select one.**
 <1> I mostly watch via social networks (e.g. Facebook, YouTube, Twitter, Instagram, Snapchat)
 <2> I mostly watch on a news website or app
 <3> I don't watch any online news video
 <998 xor fixed> Don't know

Base: All who watch online news video
 [Q11F if Q11E in [1,2,998]] {single order=randomize} **Which of the following statements <<u>best</u>> matches your consumption of online news video?**
 <1> I mostly watch on a computer
 <2> I mostly watch on a smartphone
 <3> I mostly watch on a tablet
 <998 xor fixed> Don't know

Base: All
 [Q12A] {multiple order=randomize columns=2} **Which, if any, of the following have you used for _any purpose_ in the _last week_? Please select all that apply.**
<1>Facebook
<2>LinkedIn
<3>MySpace
<4>Twitter
<5>YouTube
<6>Google Plus (not Google search)
<7>Instagram
<8>Tumblr
<9>Reddit
<10>Vine
<11>Digg
<12>Stumbleupon
<13>Pinterest
<14>Flickr
<15>WhatsApp

<16>Line
<17>Viber
<18>Snapchat
<39 if Country in
[1,2,3,4,5,7,8,10,11,12,13,14,15,16,17,18,19,192,25,252,21,22,23,24,242,9,26]>Kakao Talk
<40 if Country in
[1,2,3,4,5,7,8,10,11,12,13,14,15,16,17,18,19,192,25,252,21,22,23,24,242,9]>Telegram
<41 if Country in [1,2,3,4,5,7,8,10,11,12,13,14,15,16,17,18,19,192,252,21,22,23,24,242,9]>Periscope
<42 if Country in [1,2,3,4,5,7,8,10,11,12,13,14,15,16,17,18,19,192,21,22,23,25,252,24,242,9]>We
Chat
<43 if Country in [13]>Nk.pl
<44 if Country in [19,192]>NetLog
<45 if Country in [26]>☐☐☐ ☐☐☐ Kakaostory
<46 if Country in [26]>☐☐ Band
<995 fixed>Other [Q12A_other] {open}
<998 xor fixed>Don't know
<999 xor fixed>None of these

Base: All who have used social media in the last week
 [Q12B if Q12A and not Q12A.has_any([998,999])] {multiple order=randomize columns=2} **Which, if
any, of the following have you used for finding, reading, watching, sharing or discussing _news_ in
the last week? Please select all that apply.**
CODES SELECTED AT Q12A
<998 xor fixed>Don't know
<999 xor fixed>None of these

Base: All who have used social media in the last week
 [Q12GG if Q12A and not Q12A.has_any([998,999])] {multiple order=randomize} **When using social
media like Facebook, Google Plus, YouTube or Twitter, have you subscribed to or followed any of
the following? Please select all that apply.**
<1> A news organisation
<2> A journalist
<3> A political party
<4> A politician
<5> A campaigning group
<999 xor fixed> None of these

Base: All
 [Q13] {multiple order=randomize} **During an _average week_ in which, if any, of the following
ways do you share or participate in news coverage? Please select all that apply.**
<1>Share a news story via Social Network (e.g Facebook, Twitter, Reddit)
<2>Share a news story via email
<3>Rate, like or favourite a news story
<4>Comment on a news story in a Social Network (e.g Facebook or Twitter)
<5>Comment on a news story on a news website
<6>Write a blog on a news or political issue
<7>Post or send a news-related picture or video to a Social Network site
<8>Post or send a picture or video to a news website/news organisation
<9>Vote in an online poll via a news site or social network
<10>Take part in a campaign or group based around a news subject

<11>Talk online with friends and colleagues about a news story (e.g. by email, social media, instant messenger)
<12>Talk with friends and colleagues about a news story (face to face)
<999 xor fixed>None of these
{end page pQ13}

Base: All who share news

UK, US, Korea, Australia, Finland
[Q13i if Country in [1,2,26,11,6] and Q13.has_any([1,2])] {single} **You said that you share news content during an average week. Do you tend to do this because you approve or disapprove of the coverage?**
<1> Almost always because I disapprove of it
<2> Mostly because I disapprove of it
<3> Half the time because I approve of it, half the time because I disapprove of it
<4> Mostly because I approve of it
<5> Almost always because I approve of it
<998 xor fixed> Don't know

Base: All
[QAD1] {grid roworder=randomize} **Thinking about advertising on news websites or news apps, to what extent do you agree or disagree with the following statements. <
> If you use an ad blocker, please answer this question assuming that you have it switched off.**
-[QAD1_1] I find the level of advertisements on news sites intrusive
-[QAD1_2] I am prepared to see advertisements in exchange for free news
<1> Strongly disagree
<2> Tend to disagree
<3> Neither agree nor disagree
<4> Tend to agree
<5> Strongly agree

Recently it has become possible to install ad-blocking software to remove advertisements from news or other websites. Popular brands are Adblock and AdblockPlus and mobile downloads such as Crystal and Purify Blocker.

For the following set of questions, please only think about the devices (e.g. laptop, smartphone etc.) that you personally own (i.e. not including those provided by work)...

Base: All
[QAD2] {single} **Have you **ever** downloaded software on any of your personal devices that allows you to block adverts on the internet (e.g. Adblock Plus)?**
<1> Yes
<2> No
<998 xor fixed> Don't Know

Base: All
[QAD3] {single} **And do you **currently** use software on any of your personal devices (e.g. laptop, smartphone etc.) that allows you to block adverts on the internet (e.g. Adblock Plus)?**
<1> Yes
<2> No
<998 xor fixed> Don't Know

Base: All currently using an adblocker on a personal device
[QAD4 if QAD3 == 1] {multiple order=randomize} **On which, if any, of the following personal devices do you **currently** use software that allows you to block adverts on the internet? Please select all that apply.**
 <1> Laptop or Desktop computer(s)
<3> Tablet computer(s) (e.g. iPad, Samsung Galaxy, Hudl etc.)
 <4> Smartphone(s) (e.g. iPhone, Samsung, Nokia Lumia etc.)
 <995 fixed> Other
 <998 xor fixed> Don't know/ can't recall

Base: All who have used an adblocker on a personal device
UK, US, Germany, Canada, Poland, Czech Republic, Netherlands, France, Portugal, Spain
 [QAD3ai if Country in [1,2,3,4,25,252,13,14,18,16,8] and (QAD2 == 1 or QAD3 == 1)] {multiple order=randomize} **Which of the following reasons caused you to install an adblocker? Please select all that apply.**
 <1> I was fed up with the volume and distracting nature of advertisements in general
 <2> I dislike ads that follow me around from one site to another (privacy concerns)
 <3> To improve the speed at which pages load
 <4> So I don't use as much data on my mobile phone plan
 <5> To save battery life
 <995 fixed> Other
 <999 xor fixed> None of these
 <998 xor fixed> Don't know

Base: All smartphone users
UK, US, Germany
[QAD3aii if Country in [1,2,4] and Q8B.has_any([1,2,3])] {single order=reverse(1)} **How likely are you to install an adblocker on your smartphone in the next year? If you have already downloaded an adblocker, please think about what you would do if you were to get a new device.**
<1> Very likely
<2> Somewhat likely
<3> Somewhat unlikely
<4> Very unlikely
<998 fixed> Don't know

Base: All
UK, US, Korea, Canada, Germany, Italy
{page p_QSPONS_2016 if Country in [1,2,26,25,252,4,7]}
One alternative being pursued by some publishers is to create sponsored or branded content. This often appears in the same formats and templates as ordinary content but is labelled to make clear that it has been produced on behalf of a sponsor or advertiser.

IMAGES SHOWING EXAMPLES TO BE PROVIDED BY REUTERS FOR EACH MARKET

 [QSPONS1_2016] {grid} **Thinking about <<u>sponsored or branded content</u>> in online news sites, to what extent to you agree with the following statements**
-[QSPONS1_2016_1] The labelling of sponsored and branded content on news websites is simple and clear
-[QSPONS1_2016_2] I am prepared to see sponsored or branded content in exchange for free news

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