

## *Survey Questionnaire*

- Q1 In a normal day, on average, how many hours do you spend doing each of the following? Watching TV, Listening to the radio, Reading a newspaper, Reading a book for leisure, On the internet or sending emails for yourself rather than for work.  
Response values: 1: No time, 2: Less than 15 minutes, 3: 15-30 mins, 4: 30 mins – 1 hour, 5: 1-3 hours, 6: 3-6 hours, 7: 6-12 hours, 8: More than 12 hours
- Q2 Do you do any of these things at least 3 times a week on average? Read a local newspaper, Read a national newspaper, Listen to the radio news, Watch the television news, Go onto the internet for news
- Q3 In a normal day, on average, how many hours would you say you have for yourself? By 'time for yourself' we mean leisure time you can spend as you want.  
Response variable values: 1: No time, 2: Less than 15 minutes, 3: 15-30 mins, 4: 30 mins – 1 hour, 5: 1-3 hours, 6: 3-6 hours, 7: 6-12 hours, 8: More than 12 hours
- Q4 Please say to what extent you agree or disagree with the following statements: You generally have enough time to do what you want in the day; In general you are satisfied with your life at the moment  
Responses: 1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4=agree, 5=strongly agree
- Q5 How safe do you feel living in the neighbourhood you live in now?  
Responses: 1=not at all safe, 2=not very safe, 3=fairly safe, 4=very safe
- Q6 To what extent do you agree or disagree with the following statements?  
You play an active role in one or more voluntary, local or political organizations; Most of your friends live nearby; You don't like to discuss politics with other people; Being involved in your neighbourhood is important to you; You don't get involved in political protests; You generally vote in national elections; You are involved in voluntary work; You are generally interested in what's going on in politics.  
Responses: 1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4=agree, 5=strongly agree
- Q7 Which of the following are your top 3 favourite types of entertainment?  
News, Sport, Soaps, Celebrities, Documentary, History, Religion, Drama, Action-Adventure, Comedy, Music, Reality TV, Science Fiction, Arts, Romance, Crime, Science
- Q8 Which of the following things, if any, do you generally follow or keep up to date with?  
Trade union politics, What's number one in the charts, Sports news, International politics, The latest celebrity gossip, What's happening in Iraq, Ups and downs of the UK economy, Religious questions or debates, Information on health and nutrition
- Q9 And which of these things, if any, do you generally follow or keep up to date with?  
The latest fashion in clothes, Local council politics/elections, Events in Westminster, Crime and policing Big Brother (or other major reality TV shows), Funding for local services, Protecting the environment, Poverty in developing countries, Debates about Europe
- Q10 Taking these things that matter to you, by this I mean the things you have just mentioned - how often do you tend to talk to others about these kinds of things?  
Responses: 1=not at all, 2=not very often, 3=quite often, 4=all the time
- Q11 Do the people you tend to talk to about these issues tend to be...?  
People at work, Friends, Family, Other
- Q12 To what extent do you agree or disagree with the following statements?  
People at work would expect you to know what's going on in the world; You follow the news to understand what's going on in the world; You follow the news to know what other people are talking about; Your friends would expect you to know what's going on in the world; It's your duty to keep up with what's going on in the world; There's no point in

- watching the news, because it deals with things you can do nothing about; It's a regular part of your day to catch up with the news; Politics has little connection with your life; You have a pretty good understanding of the main issues facing our country; It doesn't really matter which party is in power, in the end things go on pretty much the same; Sometimes politics seems so complicated that you can't really understand what's going on; You often feel that there's too much media, so you need to switch off  
Responses: 1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4=agree, 5=strongly agree
- Q13 To what extent do you agree or disagree with the following statements about the media? By media, we mean television, newspapers, radio, internet, etc.  
The things the media cover have little to do with your life; Different sources of news tend to give different accounts of what's going on; You trust the television to report the news fairly; You trust the press to report the news fairly; You trust the internet to report the news fairly; You trust the media to cover the things that matter to you; You generally compare the news on different channels, newspapers or websites  
Responses: 1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4=agree, 5=strongly agree
- Q14 Now thinking about politics, to what extent do you agree or disagree with the following statements?  
You feel that you can influence decisions in your area; You know where to go to find out information that you need; People like us have no say in what the government does; You trust politicians to tell the truth; You trust politicians to deal with the things that matter; You can affect things by getting involved in issues you care about; You trust the government to do what is right; Sometimes you feel strongly about an issue, but don't know what to do about it  
Responses: 1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4=agree, 5=strongly agree
- Q15 Which public issue has been particularly important to you over the past 3 months - this needn't be an issue covered in the media, but can be any issue you think of general importance?
- Q16 Would you describe this issue as: local, national, international
- Q17 For that issue, where have you got your information about it from?  
TV news, Other TV, Radio, National newspaper, Local newspaper, Magazine, Internet, Personal experiences, Other people, University, Friends/family/colleagues, Local government, Media, Church
- Q18 And which of these sources was MOST useful in providing you with relevant information ?  
TV news, Other TV, Radio, National newspaper, Local newspaper, Magazine, Internet, Personal experiences, Other people, University, Friends/family/colleagues, Local government, Media, Church
- Q19 To what extent would you agree or disagree that you were satisfied with the media coverage of this issue?  
Responses: 1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4=agree, 5=strongly agree
- Q20 Still thinking about the issue you have just mentioned, have you done any of these things in relation to it?  
Joined a national interest or campaign group; Joined a political party; Joined a local group or organization; in a strike; Contacted an MP, councillor, etc; Got in touch with a newspaper/TV/radio station (e.g. letter to the editor, phoned a talk show, sent an email or text to a programme); Contributed to an online discussion; Gone on a public protest; Contributed to/created a public message (e.g. website, newsletter, video, etc); A personal protest (e.g. boycotted a product, worn a slogan, left a meeting); Contributed to them financially; Researched the topic; Discussed with family/friends/colleagues
- Q21 If not, why have you not taken any of these actions regarding the issue? No time; Don't know anyone who has; It won't make a difference; Not interested; Not that kind of person
- Q22 Still on that issue, have you talked about it to other people?  
Not talked about it, Talked to people at work, Talked to Friends, Talked to Family, Other

In addition, standard demographics questions (including socioeconomic status, gender, age, last full time education, ethnicity, religion) were asked plus additional questions concerning home ownership of digital TV or computer and internet access.

