

## Possible Nielsen Survey Questions (February 26, 2007)

Thank you for participating in this survey about how you obtain news and current affairs programming. I will be asking you questions on your sources of information for national news, local news, and current affairs.

Before we begin we want to make a clear distinction between broadcast TV stations and cable or satellite TV stations. Broadcast TV stations are the stations that you could receive over the air if you had good reception. They are often the traditional stations like ABC, NBC, CBS, PBS etc. These are often retransmitted by the cable company, but are nonetheless Broadcast Stations. Alternatively there are cable and satellite stations such as CNN, HBO, Disney Channel, Discovery Channel, Cartoon Network, etc. that you can only receive if you subscribe to either cable or satellite service.

### **INITIAL DEMOGRAPHIC QUESTION TO CHECK SAMPLING**

1. What year and month were you born?
2. Male or Female?

**BROADCAST TV:**

3. Remembering that in some cases you may only use **BROADCAST TELEVISION** in short sittings, but perhaps several times a day, in an average week, how much time do you spend watching **BROADCAST TELEVISION**? (If they state they don't watch Broadcast TV, skip to Cable/Satellite TV.) (If they state they don't watch any TV, skip to Internet)
  
4. What type of information do you get from **BROADCAST TELEVISION** stations (such as ABC or FOX)? (choose all that apply)
  - a. National or International News
  - b. Local News and Local Current Affairs
  - c. Emergencies
  - d. Weather and Traffic
  - e. Local Cultural Events
  - f. Sports
  - g. Help Wanted or Economic Opportunities
  - h. Opinion or Commentary on News and Current Affairs
  
5. Remembering that in some cases you may only use **BROADCAST TELEVISION** in short sittings, but perhaps several times a day, in an average week, how much time do you spend watching **BROADCAST TELEVISION to get information on news and current affairs**?

NON-BROADCASTING NETWORKS: **CABLE/SATELLITE TV**

6. Remembering that in some cases you may only use **Cable or Satellite TV** in short sittings, but perhaps several times a day, in an average week, how much time do you spend watching **Cable or Satellite TV**? (If they state they don't watch Cable or Satellite TV, skip to Internet)
  
7. What type of information do you get from **Cable channels (such as ESPN or CNN)**? (choose all that apply)
  - a. National or International News
  - b. Local News and Local Current Affairs
  - c. Emergencies
  - d. Weather and Traffic
  - e. Local Cultural Events
  - f. Sports
  - g. Help Wanted or Economic Opportunities
  - h. Opinion or Commentary on News and Current Affairs
  
8. Remembering that in some cases you may only use **Cable or Satellite TV** in short sittings, but perhaps several times a day, in an average week, how much time do you spend watching **Cable or Satellite TV to get information on news and current affairs**?

**INTERNET:**

9. Remembering that in some cases you may only use the **INTERNET** in short sittings, but perhaps several times a day, in an average week, how much time do you spend using the **INTERNET**? (If they state they don't use the Internet, *ASK: Do you have access to the Internet?* then skip to Local Newspapers.)
10. What type of information do you get from the **INTERNET**? (choose all that apply)
  - a. National or International News
  - b. Local News and Local Current Affairs
  - c. Emergencies
  - d. Weather and Traffic
  - e. Local Cultural Events
  - f. Sports
  - g. Help Wanted or Economic Opportunities
  - h. Opinion or Commentary on News and Current Affairs
11. Which internet site do you use *most often* to get news and current affairs information? \_\_\_\_\_ (If none, skip to 10)
  - a. Is it specific to the internet (i.e. is an original source like blogs or ?) or
  - b. Is it presenting information from other media like CNN, NYT, WSJ, ABC news, local news station, etc?
12. Which internet site do you use the *second* most often to get news and current affairs information? \_\_\_\_\_
  - a. Is it specific to the internet (i.e. is an original source) or
  - b. Is it presenting information from other media like CNN, NYT, WSJ, ABC news, local news station, etc?
13. Do you have internet access at home, work, or both? (If answer work only, skip the next question)
14. Do you receive the internet at home via cable, DSL, or dial-up?
15. Remembering that in some cases you may only use the **INTERNET** in short sittings, but perhaps several times a day, in an average week, how much time do you spend using the **INTERNET to get information on news and current affairs?**

## **DAILY LOCAL NEWSPAPER**

16. Remembering that in some cases you may only read the **DAILY LOCAL NEWSPAPER** in short sittings, but perhaps several times a day, in an average week, how much time do you spend reading the **LOCAL NEWSPAPER**? (If they state they don't read a local newspaper, skip to national newspapers.)
17. What type of information do you get from **DAILY LOCAL NEWSPAPERS**? (choose all that apply)
- a. National or International News
  - b. Local News and Local Current Affairs
  - c. Emergencies
  - d. Weather and Traffic
  - e. Local Cultural Events
  - f. Sports
  - g. Help Wanted or Economic Opportunities
  - h. Opinion or Commentary on News and Current Affairs
18. Remembering that in some cases you may only read the **DAILY LOCAL NEWSPAPER** in short sittings, but perhaps several times a day, in an average week, how much time do you spend reading the **LOCAL NEWSPAPER to get information on news and current affairs?**

## **WEEKLY LOCAL NEWSPAPER**

19. Remembering that in some cases you may only read the **WEEKLY LOCAL NEWSPAPER** in short sittings, but perhaps several times a day, in an average week, how much time do you spend reading **WEEKLY LOCAL NEWSPAPERS**? (If they state they don't read a local newspaper, skip to national newspapers.)
20. What type of information do you get from **WEEKLY LOCAL NEWSPAPERS**? (choose all that apply)
- a. National or International News
  - b. Local News and Local Current Affairs
  - c. Emergencies
  - d. Weather and Traffic
  - e. Local Cultural Events
  - f. Sports
  - g. Help Wanted or Economic Opportunities
  - h. Opinion or Commentary on News and Current Affairs
21. Remembering that in some cases you may only read the **WEEKLY LOCAL NEWSPAPER** in short sittings, but perhaps several times a day, in an average week, how much time do you spend reading **WEEKLY LOCAL NEWSPAPERS** to get information on news and current affairs?

## **DAILY NATIONAL NEWSPAPERS**

22. Remembering that in some cases you may only read the **NATIONAL NEWSPAPER** in short sittings, but perhaps several times a day, in an average week, how much time do you spend reading **NATIONAL NEWSPAPERS**? (If they state they don't read a national newspaper, skip to public radio.)
23. What type of information do you get from **NATIONAL NEWSPAPERS** like the New York Times, USA today, the Wall Street Journal? (choose all that apply)
- a. National or International News
  - b. Help Wanted or Economic Opportunities
  - c. Sports
  - d. Opinion or Commentary on News and Current Affairs
24. Remembering that in some cases you may only read the **NATIONAL NEWSPAPER** in short sittings, but perhaps several times a day, in an average week, how much time do you spend reading **NATIONAL NEWSPAPERS to get information on news and current affairs?**

## **PUBLIC RADIO**

25. Remembering that in some cases you may only listen to **PUBLIC RADIO** in short sittings, but perhaps several times a day, in an average week, how much time do you spend listening to **PUBLIC RADIO**? (If they state they don't listen to public radio, skip to commercial radio)
26. What type of information do you get from **Public Radio**, *like NPR*? (choose all that apply)
- a. National or International News
  - b. Local News and Local Current Affairs
  - c. Emergencies
  - d. Weather and Traffic
  - e. Local Cultural Events
  - f. Sports
  - g. Help Wanted or Economic Opportunities
  - h. Opinion or Commentary on News and Current Affairs
27. Remembering that in some cases you may only listen to **PUBLIC RADIO** in short sittings, but perhaps several times a day, in an average week, how much time do you spend listening to **PUBLIC RADIO** to get information on news and current affairs?



## COMMERCIAL AND SATELLITE RADIO

28. Remembering that in some cases you may only listen to **COMMERCIAL/ SATELLITE RADIO** in short sittings, but perhaps several times a day, in an average week, how much time do you spend listening to **COMMERCIAL/ SATELLITE RADIO**? (If they state they don't listen to commercial or satellite radio, skip to Cable Packages.)
29. What type of information do you get from **COMMERCIAL or SATELLITE RADIO**? (choose all that apply)
- a. National or International News
  - b. Local News and Local Current Affairs
  - c. Emergencies
  - d. Weather and Traffic
  - e. Local Cultural Events
  - f. Sports
  - g. Help Wanted or Economic Opportunities
  - h. Opinion or Commentary on News and Current Affairs
30. Remembering that in some cases you may only listen to **COMMERCIAL/ SATELLITE RADIO** in short sittings, but perhaps several times a day, in an average week, how much time do you spend listening to **COMMERCIAL/ SATELLITE RADIO to get information on news and current affairs?**

## **CABLE PACKAGES**

31. Do you currently subscribe to Cable or Satellite? (If no, skip to 45.)
32. Do you subscribe to
- a. the smallest plan which mainly rebroadcasts the broadcast stations like (ABC, NBC, CBS, PBS) (If answer a. skip to 34)
  - b. a larger package which includes cable channels like CNN, ESPN, Disney
  - c. a premium package which includes channels like HBO, etc?
33. If answer b) or c) ask:
- a. If you would be reimbursed, are there any channels you would be interested in cutting out from your service?
  - b. If yes, how many?
  - c. If yes, please name.
34. If answer a) or b) ask:
- a. Are there any channels that you would like to receive, but do not currently subscribe to because you would have to subscribe to a larger package of channels?
  - b. If yes, please name.

## **OVERVIEW OF PATTERNS**

35. What is your most important source of BREAKING NEWS?
36. What is your second most important source of BREAKING NEWS?
37. What source do you use the most when you want to find out more in depth information on specific news and current affairs topics?
38. What source do you use the second most often when you want to find out more in depth information on specific news and current affairs topics?
39. Overall, what is your single most important source of LOCAL news and current affairs?
40. What is your second most important source of LOCAL news and current affairs?
41. Overall, what is your single most important source of NATIONAL news and current affairs?
42. What is your second most important source of NATIONAL news and current affairs?

## **ADDITIONAL DEMOGRAPHIC INFORMATION:**

43. Ethnic background? (let them suggest the category)  
Should include ½ whatever, or other in our list to check
44. Do you live in
  - a. a city,
  - b. a suburb,
  - c. a town or
  - d. a rural area?
45. What is your annual household income?  
Below 20,000  
20,000-40,000  
40,000-60,000  
60,000-80,000  
80,000-100,000  
100,000-150,000  
150,000-250,000  
Above 250,000