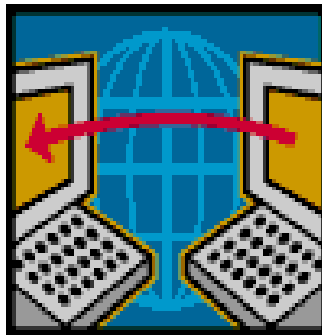
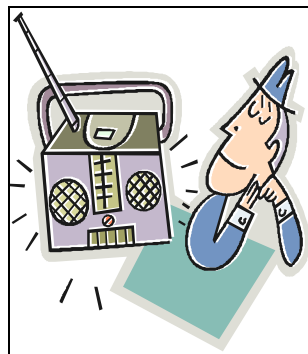


# Choosing information from your media environment: What are the options?

(Version XXX with Choice Set #1)



Preliminary Draft: 12/01/2010

We are doing research at the University of Colorado. Your answers will help us understand how you get information on news and current affairs from four main sources: newspapers, radio, TV and the Internet. Together, we call these four sources of information your *media environment*.

We are interested in the amount of advertising and the diversity of opinion in your media environment. We would also like to know how you feel about the information you can get on local news and events, and your media environment's coverage of ethnic, gender, and minority related issues.

Before we start, it may be helpful to find your most recent bills from your newspaper, satellite, cable and/or Internet companies. Thanks for taking our survey!

### Sources of Information

1. Most newspapers have a print and an online version. The print version is the traditional newspaper you buy at a news stand or have delivered to your house. An online version can be read through the Internet.

Do you read any print or online newspapers regularly? (mark one answer)

- Yes                       No      Skip to Q3

2. In a typical week, about how many hours do you spend reading the newspaper(s) to get information on news and current affairs? (write the number of hours)

\_\_\_\_\_ hours

3. Do you have a radio at home or in your car? (mark one answer)

- Yes                       No

4. Do you subscribe to a satellite radio service, such as X-M or Sirius Radio? (mark one answer)

- Yes                       No

5. [KN: do not show when respondent indicated "No" to Q3 AND "No" to Q4] In a typical week, about how many hours do you spend listening to the radio to get information on news and current affairs? (write the number of hours)

\_\_\_\_\_ hours

6. Do you have one or more televisions at home? (mark one answer)

- Yes                       No      Skip to Q9

7. Do you subscribe to a cable or satellite TV service? (mark one answer)

- Yes; cable TV service  
 Yes; satellite TV service  
 No

8. In a typical week, about how many hours do you spend watching TV to get information on news and current affairs? (write the number of hours)

\_\_\_\_\_ hours

9. In a typical week, about how many hours do you spend using the Internet (e.g., MSN, Yahoo, radio and TV station web sites, journalists' blogs) to get information on news and current affairs? (write the number of hours)

\_\_\_\_\_ hours

10. A Smartphone is a cellular telephone, such as an Android, Blackberry or iPhone, that allows you to connect to the Internet to download "apps", send email and surf the web.

Do you have a Smartphone? (mark one answer)

Yes                       No      Skip to "Cost of Your Media Environment"

11. In a typical week, about how many hours do you spend using your Smartphone to get information on news and current affairs? (write the number of hours)

\_\_\_\_\_ hours

<b>Cost of Your Media Environment</b>
---------------------------------------

Your overall media environment has a monthly cost. This is the total of all your monthly subscriptions to newspapers, satellite radio, cable or satellite TV, and the Internet, as well as any contributions to public radio stations (e.g. National Public Radio, NPR) and public TV stations (e.g. the Public Broadcasting Service, PBS).

12. [KN: do not show when respondent indicated "No" to Q1] How much do you pay per month for print or online newspapers?

\$ \_\_\_\_\_ per month

13. [KN: do not show when respondent indicated "No" to Q4] How much do you pay per month for satellite radio service?

\$ \_\_\_\_\_ per month

14. [KN: do not show when respondent indicated "No" to Q10] How much do you pay per month for your Smartphone contract?

\$ \_\_\_\_\_ per month

15. [KN: show to “non-Internet households”, i.e., those respondents who are supplied with laptops and Internet access from KN *and* are not connected to the Internet through another service (e.g., DSL, cable modem, Wi-Fi, satellite or a different dial-up service) **AND** indicated “Yes” to Q7] Some companies bundle cable or satellite TV and telephone service into a service plan with a single monthly bill. Which of the following describes the kind of plan you pay for at home? *(mark one answer)*

- Separate TV service
- TV and phone bundle *Skip to Q17*

15. [KN: show to “Internet households, ”, i.e., those respondents who are connected to the Internet through another service (e.g., DSL, cable modem, Wi-Fi, satellite or a different dial-up service) **AND** indicated “No” to Q6 or “No” to Q7] Some companies bundle Internet and telephone service into a service plan with a single monthly bill. Which of the following describes the kind of plan you pay for at home? *(mark one answer)*

- Separate Internet service *Skip to Q19*
- Internet and phone bundle *Skip to Q20*

15. [KN: show to “Internet households”, i.e., i.e., those respondents who are connected to the Internet through another service (e.g., DSL, cable modem, Wi-Fi, satellite or a different dial-up service) **AND** indicated “Yes” to Q7] Some companies bundle cable or satellite TV and telephone service into a service plan with a single monthly bill.

Do you pay a single monthly bill for a bundle of services (e.g., “TV and Internet”; “TV and phone”; “Internet and phone” or “TV, Internet and phone”)? *(mark one answer)*

- Yes *Skip to Q24*
- No *Skip to Q22*

16. How much do you pay per month for the TV service at your home?

\$ \_\_\_\_\_ per month *Skip to Q36*

17. How much do you pay per month for the TV and phone bundle at your home?

\$ \_\_\_\_\_ per month

18. How much do you pay per month for the TV portion of your bundle?

\$ \_\_\_\_\_ per month *Skip to Q36*

19. How much do you pay per month for the Internet service at your home?

\$ \_\_\_\_\_ per month *Skip to Q36*

20. How much do you pay per month for the Internet and phone bundle at your home?

\$ \_\_\_\_\_ per month

21. How much do you pay per month for the Internet portion of your bundle?

\$ \_\_\_\_\_ per month *Skip to Q36*

22. How much do you pay per month for the TV service at your home?

\$ \_\_\_\_\_ per month

23. How much do you pay per month for the Internet service at your home?

\$ \_\_\_\_\_ per month *Skip to Q36*

24. Please indicate the TV, Internet and telephone services that are combined in your bundled service plan. For example, if you have a “TV, Internet and phone bundle” you would mark the bullets in all three rows. Or, if you have an “Internet and phone bundle” you would only mark the bullets in the bottom two rows. (multiple answers are appropriate)

Bundled Service Plan	
Cable or Satellite TV Service	<input type="radio"/>
Internet Service	<input type="radio"/>
Telephone Service	<input type="radio"/>

[KN: use responses to Q24 above to skip to appropriate cost questions below. If response is:

- TV and phone bundle
- TV and Internet bundle *Skip to Q28*
- Internet and phone bundle *Skip to Q30*
- TV, Internet and phone bundle *Skip to Q33*

25. How much do you pay per month for the TV and phone bundle at your home?

\$ \_\_\_\_\_ per month

26. How much do you pay per month for the TV portion of your bundle?

\$ \_\_\_\_\_ per month

27. How much do you pay per month for the Internet service at your home?

\$ \_\_\_\_\_ per month *Skip to Q36*

28. How much do you pay per month for the TV and Internet bundle at your home?

\$ \_\_\_\_\_ per month

**29. How much do you pay per month for the TV portion of your bundle?**

\$ \_\_\_\_\_ per month      *Skip to Q36*

**30. How much do you pay per month for the Internet and phone bundle at your home?**

\$ \_\_\_\_\_ per month

**31. How much do you pay per month for the Internet portion of your bundle?**

\$ \_\_\_\_\_ per month

**32. How much do you pay per month for the TV service at your home?**

\$ \_\_\_\_\_ per month      *Skip to Q36*

**33. How much do you pay per month for the TV, Internet and phone bundle at your home?**

\$ \_\_\_\_\_ per month

**34. How much do you pay per month for the TV portion of your bundle?**

\$ \_\_\_\_\_ per month

**35. How much do you pay per month for the Internet portion of your bundle?**

\$ \_\_\_\_\_ per month

**36. During the past 12 months, have you made any contributions to public radio stations (e.g., NPR) and/or public TV stations (e.g., PBS)? (mark one answer)**

Yes                       No      *Skip to Q38*

**37. What was the dollar value of your contribution to public radio and/or public TV stations?**

\$ \_\_\_\_\_

38. [KN: do not show when respondent indicated “No” to Q6 or “No” to Q7; skip past to “Other Features of Your Media Environment”] Broadcast TV channels are free, over the air if you have good reception, e.g., ABC or NBC. These are often re-transmitted by the cable or satellite company, but they are still broadcast channels. Cable and satellite TV channels, such as CNN, ESPN or HBO, can only be received if you subscribe to a cable or satellite service.

Which of the following best describes the level of TV subscription you currently receive in your home? *(mark one answer)*

- Basic package, which includes broadcast channels like ABC, and a small number of cable or satellite channels
- Expanded package, which includes broadcast channels, and a larger number of cable or satellite channels like CNN
- Premium package, which includes broadcast channels, cable or satellite channels and premium pay channels like HBO
- Not sure

### Features of Your Media Environment

Besides *cost*, there are some other features that describe the information on news and current affairs you get from your media environment. They are the . . .

- (1) amount of advertising;
- (2) diversity of opinion in reporting information;
- (3) amount of information on local news and events; and
- (4) coverage of ethnic, gender, and other minority related issues.

In the next few questions we will ask you to think about these other features.

[KN: in Q39, Q42, Q45 and Q48 below, only display the media source(s) that respondent uses to get information on news and current affairs. Use their responses to Q1 (“Yes”) for newspapers, Q5 (“if number of hours > 0”) for radio, Q8 (“if number of hours > 0”) for TV, and Q9 (“if number of hours > 0”) or Q11 (“if number of hours > 0”) for the Internet, to show appropriate media sources.]

First, consider the amount of *advertising* in your media environment. We will categorize this amount in three levels.

39. With *low advertising*, the amount of space on a newspaper or web page, or the amount of air time devoted to commercial advertising on radio or TV, is barely noticeable. With *medium advertising*, the space or time devoted to advertising is more noticeable. With *high advertising*, the space or time devoted to advertising is very noticeable, to the point of being annoying when you are viewing or listening to your media source.

Now think about the sources of information you get from your media environment. Is the advertising barely noticeable (*Low*), noticeable but not annoying (*Medium*), or annoying (*High*)? (mark one answer in each row). To see the description of an individual media source, place your cursor over that media source.

Media source	Low Advertising	Medium Advertising	High Advertising
<u>Newspapers</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Radio</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>TV</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Internet</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[KN: provide hyperlinks to descriptions of the four media sources]

40. Recall that your overall media environment provides you with information on news and current affairs from *all of your media sources*: newspapers, radio, TV and the Internet. Your answers to the previous question [KN: display advertising table (above) with answers on this page so that respondents can view it when answering this question] indicated that your overall media environment has a [KN: use our algorithm to assign “low”, “medium” or “high”] **level of advertising**. Would you agree that your overall media environment has a [KN: use our algorithm to assign “low”, “medium” or “high”] **level of advertising**? (mark one answer)

- Yes    *Skip to Q42*                       No

41. Please indicate your assessment of the level of advertising from your overall media environment. (mark one answer)

- Low                       Medium                       High



Now consider the *diversity of opinion* in your media environment.

42. A *low diversity* media environment provides information on news and current affairs from only one viewpoint. For example, if you have a (print or online) subscription only to the Wall Street Journal, the level of diversity *from newspapers* would be low. In a *medium diversity* environment the information would come from a few different viewpoints. For example, you could watch CNN or Fox news for different opinions about a national issue. If so, the level of diversity *from TV* would be medium. Alternatively, you could listen to a few radio talk shows with different opinions about an issue in your community. If so, the level of diversity *from Radio* would also be medium. A *high diversity* environment provides information from many different viewpoints.

Consider separately the sources of information you get from your media environment. Please indicate the level of diversity of opinion for each source. (mark one answer in each row)

Media source	Low Diversity	Medium Diversity	High Diversity
Newspapers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Radio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TV	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

43. Your answers to the previous question [KN: display diversity table (above) with answers on the this page so that respondents can view it when answering this question] indicated that your overall media environment has a [KN: use our algorithm to assign “low”, “medium” or “high”] level of diversity. Would you agree that your overall media environment has a [KN: use our algorithm to assign “low”, “medium” or “high”] level of diversity? (mark one answer)

Yes    Skip to Q45                       No

44. Please indicate your assessment of the level of diversity of opinion from your overall media environment. (mark one answer)

Low                       Medium                       High

Next, consider the amount of information you get from your media environment on local news and events. We will call this feature *localism*. Examples of localism are reports on: school sporting results, local council meetings, city/county elections, neighborhood crime, local heroes who give their time to the community, or job layoffs at a local factory.

45. A media environment with *low localism* provides very little or no information on local news and events. With *medium localism*, there is some local information, and it reflects some of the interests of your community. With *high localism*, the information reflects many of the issues and interests of your community.

Consider the sources of information from your media environment. Please indicate their level of localism. (mark one answer in each row)

Media source	Low Localism	Medium Localism	High Localism
Newspapers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Radio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TV	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

46. Your answers to the previous question [KN: display localism table (above) with answers on the this page so that respondents can view it when answering this question] indicated that your overall media environment has a [KN: use our algorithm to assign “low”, “medium” or “high”] level of localism. Would you agree that your overall media environment has a [KN: use our algorithm to assign “low”, “medium” or “high”] level of localism? (mark one answer)

- Yes Skip to Q48       No

47. Please indicate your assessment of the level of localism from your overall media environment. (mark one answer)

- Low       Medium       High

Finally, let's consider the information you get from your media environment that reflects the interests of women and minority citizens (e.g., disabled, persons of non-white ethnicity). We will call this feature *multiculturalism*. Examples of multiculturalism are reports on: Black History month, the Cinco de Mayo celebration, female wage inequality, or programs that help people with disabilities find a job.

48. A media environment with *low multiculturalism* provides very little or no information that reflects the interests of women and minority citizens. With *medium multiculturalism*, the information reflects some of the interests of women and minority citizens. With *high multiculturalism*, the information reflects many of the interests of women and minority citizens.

Consider the sources of information from your media environment. Please indicate their level of multiculturalism. (mark one answer in each row)

Media source	Low Multiculturalism	Medium Multiculturalism	High Multiculturalism
Newspapers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Radio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TV	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

49. Your answers to the previous question [KN: display multiculturalism table (above) with answers on the this page so that respondents can view it when answering this question] indicated that your overall media environment has a [KN: use our algorithm to assign "low", "medium" or "high"] level of multiculturalism. Would you agree that your overall media environment has a [KN: use our algorithm to assign "low", "medium" or "high"] level of multiculturalism? (mark one answer)

Yes Skip to [KN "Table 2 display"]  No

50. Please indicate your assessment of the level of multiculturalism from your overall media environment. (mark one answer)

Low  Medium  High

[KN “Table 2 display”: print this statement, and display Table 2, on next screen. If the levels from our algorithm and the respondent’s assessment differ by one level then display the respondent’s assessment. If the levels from our algorithm and the respondent’s assessment differ by two levels then split the difference] **In summary, your answers have indicated that your overall media environment has the following five features.**

Table 2. Your actual media environment		
Feature	Level	Description
<a href="#">Cost</a>	\$75 per month	The sum of your monthly subscriptions to your [KN: insert appropriate media sources] <a href="#">cable TV service</a> , and the <a href="#">Internet</a> , as well as your <a href="#">contributions to public stations</a> .
<a href="#">Advertising</a>	High	The amount of space on a newspaper or web page, or the amount of time devoted to advertising on radio or TV, is [KN: insert appropriate description to match “high”] <a href="#">annoying</a> .
<a href="#">Diversity</a>	Medium	Provides information on news and current affairs from [KN: insert appropriate description to match “medium”] <a href="#">a few different journalistic viewpoints</a> .
<a href="#">Localism</a>	Low	Provides [KN: insert appropriate description to match “low”] <a href="#">very little or no information</a> on local news and events.
<a href="#">Multiculturalism</a>	Low	Provides [KN: insert appropriate description to match “low”] <a href="#">very little or no information</a> that reflects the interests of women and minority citizens.

51. Think again about your current media environment (i.e., all media sources together). On a scale from 1 to 5, with 1 indicating “Not Satisfied” and 5 indicating “Very Satisfied”, how satisfied are you with each feature? Also, how satisfied are you with your overall media environment? (mark one answer in each row)

Feature of media environment	1. Not Satisfied	2.	3.	4.	5. Very Satisfied
Cost	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Diversity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Localism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Multiculturalism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Overall media environment</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Media Environment Choices

In a series of choice questions to follow, we will ask you to choose between two media environment options, labeled A and B. Each option is described by different levels of the five features: cost, advertising, diversity, localism and multiculturalism.

For your convenience, Table 3 below summarizes the levels of the five features. To see the description of an individual feature, place your cursor over that feature. You can also review what a level of a feature means.

<b>Table 3. Features of Overall Media Environment</b>	
<b>Feature</b>	<b>Levels</b>
<b><u>Cost</u></b>	\$0 to \$290 per month <b>[Don &amp; Scott to construct levels]</b>
<b><u>Advertising</u></b>	Low advertising Medium advertising High advertising
<b><u>Diversity</u></b>	Low diversity Medium diversity High diversity
<b><u>Localism</u></b>	Low localism Medium localism High localism
<b><u>Multiculturalism</u></b>	Low multiculturalism Medium multiculturalism High multiculturalism



[KN: provide hyperlinks to descriptions of the five features in Table 3, and links to the levels of those features]

[KN /Poom: insert bubbles highlighting differences, as in the hurricane survey (HFIP)]

52. Consider the following two media environment options, A and B. For this first question, we highlight the differences in the levels of the five features in red. For some of these five features, there may be no difference. Check the media environment option you would prefer.

[Click here to review a summary of the levels of all the features.](#)

To see the description of an individual feature, place your cursor over that feature

	Option A	Option B
<a href="#">Cost</a>	\$25 per month	\$45 per month
<a href="#">Advertising</a>	High	Medium
<a href="#">Diversity</a>	Low	Medium
<a href="#">Localism</a>	Medium	Low
<a href="#">Multiculturalism</a>	Low	Low
	<i>Option A is less expensive and has more information on local news and events</i>	<i>Option B has less advertising and more diversity of opinion</i>
	 I prefer option A	 I prefer option B

53. Since you currently have a media environment at home, we also ask if you would actually switch to the media environment, A or B, you have chosen. Please indicate “Yes” when your choice of A or B is preferred to your actual media environment, or “No” when your choice of A or B is *not* preferred to your actual media environment.



Consider the features of your actual media environment. Would you switch to the option (A or B) you chose above? (mark one answer)

- Yes I would switch     No, I would stay with what I have

[An example of the online choice box for this follow up question, Q53, is presented below. Note that the levels of the features for “Your media environment” are obtained from Table 2.]

[Click here to review a summary of the levels of all the features.](#)

To see the description of an individual feature, place your cursor over that feature.

	Your media environment	Option B
<a href="#">Cost</a>	\$75 per month	\$45 per month
<a href="#">Advertising</a>	High	Medium
<a href="#">Diversity</a>	Medium	Medium
<a href="#">Localism</a>	Low	Low
<a href="#">Multiculturalism</a>	Low	Low
Select the option you prefer	 I would stay with my media environment	 I prefer option B

54. Suppose that you now had a choice between the two media environment options described below. Compare the five features for A and B and check the option you would prefer. (even if you do not view either A or B as ideal, tell us which you would most prefer)

[KN: For the next eight A-B choice questions, randomly assign one of the 8-question choice sets from the experimental design].

[Click here to review a summary of the levels of all the features.](#)

To see the description of an individual feature, place your cursor over the feature.

Option A	Option B
<u>Cost</u>	
<u>Advertising</u>	
<u>Diversity</u>	
<u>Localism</u>	
<u>Multiculturalism</u>	
Check <input checked="" type="checkbox"/> for the option you prefer	
I prefer option A	I prefer option B

55. Consider the features of your overall media environment. Would you switch to the option (A or B) you chose above? (mark one answer)

- Yes
  No

56. Please disregard your previous choices. Compare the five features of the media environment options A and B described below and check the option you would prefer. (even if you do not view either A or B as ideal, tell us which you would most prefer)

[Click here to review a summary of the levels of all the features.](#)

To see the description of an individual feature, place your cursor over the feature.

Option A	Option B
<u>Cost</u>	
<u>Advertising</u>	
<u>Diversity</u>	
<u>Localism</u>	
<u>Multiculturalism</u>	
<p>Check <input checked="" type="checkbox"/> for the option you prefer</p> <p style="text-align: center;"> <input type="checkbox"/> I prefer option A                      <input type="checkbox"/> I prefer option B         </p>	

57. Consider the features of your overall media environment. Would you switch to the option (A or B) you chose above? (mark one answer)

- Yes                       No



58. Consider the following two media environment options, A and B. Compare the five features for A and B and check the option you would prefer. (even if you do not view either A or B as ideal, tell us which you would most prefer)

[Click here to review a summary of the levels of all the features.](#)

To see the description of an individual feature, place your cursor over the feature.

Option A	Option B
<u>Cost</u>	
<u>Advertising</u>	
<u>Diversity</u>	
<u>Localism</u>	
<u>Multiculturalism</u>	
Check <input checked="" type="checkbox"/> for the option you prefer	
I prefer option A	I prefer option B

59. Now consider the features of your overall media environment. Would you switch to the option (A or B) you chose above? (mark one answer)

- Yes
  No

60. Suppose that you now had a choice between the two media environment options described below. Compare the five features for A and B and check the option you would prefer. (even if you do not view either A or B as ideal, tell us which you would most prefer)

[Click here to review a summary of the levels of all the features.](#)

To see the description of an individual feature, place your cursor over the feature.

Option A	Option B
<u>Cost</u>	
<u>Advertising</u>	
<u>Diversity</u>	
<u>Localism</u>	
<u>Multiculturalism</u>	
Check <input checked="" type="checkbox"/> for the option you prefer	
I prefer option A	I prefer option B

61. Consider the features of your overall media environment. Would you switch to the option (A or B) you chose above? (mark one answer)

- Yes
  No

62. Please disregard your previous choices. Compare the five features of the two media environment options described below and check the option you would prefer. (even if you do not view either A or B as ideal, tell us which you would most prefer)

[Click here to review a summary of the levels of all the features.](#)

To see the description of an individual feature, place your cursor over the feature.

Option A	Option B
<u>Cost</u>	
<u>Advertising</u>	
<u>Diversity</u>	
<u>Localism</u>	
<u>Multiculturalism</u>	
<p>Check <input checked="" type="checkbox"/> for the option you prefer</p> <p style="text-align: center;"> <input type="checkbox"/> I prefer option A           <input type="checkbox"/> I prefer option B         </p>	

63. Consider the features of your overall media environment. Would you switch to the option (A or B) you chose above? (mark one answer)

- Yes
  No

64. Consider the following two media environment options, A and B. Compare the five features for A and B and check the option you would prefer. (even if you do not view either A or B as ideal, tell us which you would most prefer)

[Click here to review a summary of the levels of all the features.](#)

To see the description of an individual feature, place your cursor over the feature.

Option A	Option B
<u>Cost</u>	
<u>Advertising</u>	
<u>Diversity</u>	
<u>Localism</u>	
<u>Multiculturalism</u>	
Check <input checked="" type="checkbox"/> for the option you prefer	
I prefer option A	I prefer option B

65. Now consider the features of your overall media environment. Would you switch to the option (A or B) you chose above? (mark one answer)

- Yes
  No

66. Suppose that you now had a choice between the two media environment options described below. Compare the five features for A and B and check the option you would prefer. (even if you do not view either A or B as ideal, tell us which you would most prefer)

[Click here to review a summary of the levels of all the features.](#)

To see the description of an individual feature, place your cursor over the feature.

Option A	Option B
<u>Cost</u>	
<u>Advertising</u>	
<u>Diversity</u>	
<u>Localism</u>	
<u>Multiculturalism</u>	
<p>Check <input checked="" type="checkbox"/> for the option you prefer</p> <p style="text-align: center;"> <input type="checkbox"/> I prefer option A           <input type="checkbox"/> I prefer option B         </p>	

67. Consider the features of your overall media environment at home. Would you switch to the option (A or B) you chose above? (mark one answer)

- Yes
  No

68. Please disregard your previous choices. Compare the five features of media environment options A and B described below and check the option you would prefer. (even if you do not view either A or B as ideal, tell us which you would most prefer)

[Click here to review a summary of the levels of all the features.](#)

To see the description of an individual feature, place your cursor over the feature.

Option A	Option B
<u>Cost</u>	
<u>Advertising</u>	
<u>Diversity</u>	
<u>Localism</u>	
<u>Multiculturalism</u>	
Check <input checked="" type="checkbox"/> for the option you prefer	
I prefer option A	I prefer option B

69. Consider the features of your overall media environment at home. Would you switch to the option (A or B) you chose above? (mark one answer)

- Yes
  No

70. [KN: Two random assignments. (1) Randomly assign payment card question from payment card set across all respondents. (2) Randomly assign “certainty of choice question” to half of the respondents]. Suppose a media environment was available to you with the following features.

Media Environment	
<u>Advertising</u>	Low
<u>Diversity</u>	Low
<u>Localism</u>	Medium
<u>Multiculturalism</u>	High

Circle (or write in) the maximum amount per month that you would be willing to pay for such a media environment:

\$ 0	\$ 10	\$ 20	\$ 30	\$ 40	\$ 50
\$ 60	\$ 70	\$ 80	\$ 90	\$ 100	\$ 110
\$ 120	\$ 130	\$ 140	\$ 150	\$ 160	\$ 170
\$ 180	\$ 190	\$ 200	\$ 210	\$ 220	\$ 230
\$ 240	\$ 250	\$ 260	\$ 270	\$ 280	\$ 290
Other amount \$_____ per month					

Thank you for completing this survey. If you have any comments, please write them here:

[KN: a box for written comments]