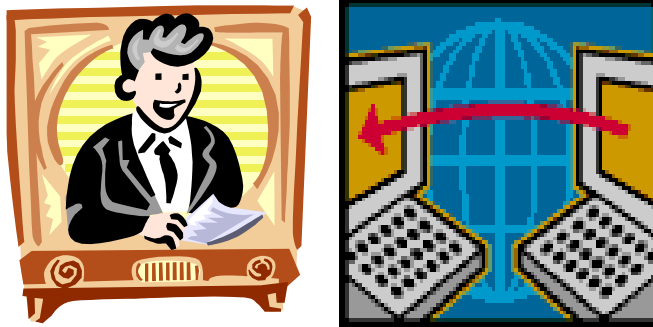


Choosing information from your media environment: What are the options?

(Version XXX with Choice Set # from [5 by 9 design])



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Introduction

0. 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*.

Before we start, it may be helpful to find your most recent bills from your newspaper, satellite, cable, telephone and/or Internet companies. If you cannot find them, it is okay for you to estimate what you pay.

Were you able to find your bills? *(mark one answer)*

- Yes No

Sources of Information

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

Do you read any paper or online newspapers? *(mark one answer)*

- Yes No *Skip to Q3*

2. On a typical day, about how many hours do you spend reading the newspaper(s)? *(write the number of hours; for partial hours, such as 15 minutes, write 0.25, etc.)*

_____ hour(s)

3. Do you listen to the radio? *(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: show if Q3 = Yes OR Q4 = Yes] On a typical day, about how many hours do you spend listening to the radio *to get information on news and current affairs*? *(write the number of hours; if you listed for one and a half hours, write 1.5, etc.)*

_____ hour(s)

6. Do you watch television? *(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. On a typical day, about how many hours do you spend watching TV to get information on news and current affairs? (write the number of hours; for partial hours, such as 45 minutes, write 0.75, etc.)

_____ hour(s)

9. On a typical day, 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; for partial hours, such as 15 minutes, write 0.25, etc.)

_____ hour(s)

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 Q12.0

11. On a typical day, about how many hours do you use your Smartphone to go online to get information on news and current affairs? (write the number of hours, such as 1, 1.25, etc.)

_____ hours

Cost of Your Media Environment

12.0 Your overall media environment has a monthly cost. This is the total of any monthly subscriptions to newspapers, satellite radio, cable or satellite TV, and the Internet (including the data feature of a Smartphone contract), as well as any contributions to public radio or TV.

Some companies bundle TV, the Internet, and/or telephone service into a service plan with a single monthly bill. Do you pay a single monthly bill for a bundle of services? (mark one answer)

Yes No

12. [KN: show if Q1 = Yes] About how much do you pay per month for paper or online newspapers?

\$ _____ per month

13. [KN: show if Q4 = Yes] About how much do you pay per month for satellite radio service?

\$ _____ per month

[KN: THERE ARE NOW 4 POSSIBLE COST SCENARIOS:]

1. "INTERNET HOUSEHOLDS WHO DO NOT BUNDLE", 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) (XLAPTOP=2) AND Q12.0=NO]
2. "INTERNET HOUSEHOLDS WHO BUNDLE", 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) (XLAPTOP=2) AND Q12.0=YES]
3. "NON-INTERNET HOUSEHOLDS WHO DO NOT BUNDLE", 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) (XLAPTOP=1) AND Q12.0=NO]
4. "NON-INTERNET HOUSEHOLDS WHO BUNDLE", 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) (XLAPTOP=1) AND Q12.0=YES]

COST SCENARIO 1

14. [KN: show if Q7 = Yes] About how much do you pay per month for the TV service at your home?

\$ _____ per month

15. [KN: show if Q3 = Yes or Q4 = Yes or Q7 = Yes] During the past 12 months, about how much did you contribute to public radio stations (e.g., NPR) and/or public TV stations (e.g., PBS)? (write "0" if you made no contributions)

\$ _____

16. About how much do you pay per month for the Internet service at your home?

\$ _____ per month

17. [KN: show if Q10 = Yes] About how much do you pay per month *for the data feature* of your Smartphone contract?

\$ _____ per month

[KN: CREATE DOV_AMT = Q12+Q13+Q14+(Q15/12)+Q16+Q17. NOTE: ANY SKIPPED QUESTIONS IN THIS LIST SHOULD HAVE ZERO FOR A VALUE IN THE CALCULATION OF DOV_AMT.]

COST SCENARIO 2

14. [KN: show if Q7 = Yes] About how much do you pay per month for the TV service at your home? (If you bundle TV with other services, just write the TV portion of your bundle)

\$ _____ per month

15. [KN: show if Q3 = Yes or Q4 = Yes or Q7 = Yes] During the past 12 months, about how much did you contribute to public radio stations (e.g., NPR) and/or public TV stations (e.g., PBS)? (write "0" if you made no contributions)

\$ _____

16. About how much do you pay per month for the Internet service at your home? (If you bundle the Internet with other services, just write the Internet portion of your bundle)

\$ _____ per month

17. [KN: show if Q10 = Yes] About how much do you pay per month for the data feature of your Smartphone contract? (If you bundle a Smartphone contract with other services, just write the Smartphone portion of your bundle)

\$ _____ per month

[KN: CREATE DOV_AMT = Q12+Q13+Q14+(Q15/12)+Q16+Q17. NOTE: ANY SKIPPED QUESTIONS IN THIS LIST SHOULD HAVE ZERO FOR A VALUE IN THE CALCULATION OF DOV_AMT.]

COST SCENARIO 3

14. [KN: show if Q7 = Yes] About how much do you pay per month for the TV service at your home?

\$ _____ per month

15. [KN: show if Q3 = Yes or Q4 = Yes or Q7 = Yes] During the past 12 months, about how much did you contribute to public radio stations (e.g., NPR) and/or public TV stations (e.g., PBS)? (write "0" if you made no contributions)

\$ _____

17. [KN: show if Q10 = Yes] About how much do you pay per month for the data feature of your Smartphone contract?

\$ _____ per month

[KN: CREATE DOV_AMT = Q12+Q13+Q14+(Q15/12)+Q17. NOTE: ANY SKIPPED QUESTIONS IN THIS LIST SHOULD HAVE ZERO FOR A VALUE IN THE CALCULATION OF DOV_AMT.]

COST SCENARIO 4

14. [KN: show if Q7 = Yes] About how much do you pay per month for the TV service at your home? (If you bundle TV with other services, just write the TV portion of your bundle)

\$ _____ per month

15. [KN: show if Q3 = Yes or Q4 = Yes or Q7 = Yes] During the past 12 months, about how much did you contribute to public radio stations (e.g., NPR) and/or public TV stations (e.g., PBS)? (write "0" if you made no contributions)

\$ _____

17. [KN: show if Q10 = Yes] About how much do you pay per month for the data feature of your Smartphone contract? (If you bundle a Smartphone contract with other services, just write the Smartphone portion of your bundle)

\$ _____ per month

[KN: CREATE DOV_AMT = Q12+Q13+Q14+(Q15/12)+Q17. NOTE: ANY SKIPPED QUESTIONS IN THIS LIST SHOULD HAVE ZERO FOR A VALUE IN THE CALCULATION OF DOV_AMT.]

Features of Your Media Environment

Besides cost, there are some other features of your media environment. They are the . . .

- (1) *diversity of opinion* in reporting information;
- (2) amount of information on *community news* and events;
- (3) coverage of *multiculturalism*: i.e. ethnic, gender, and minority issues; and
- (4) amount of *advertising*.

In the next few questions we will ask you to think about these other features. Recall that your overall media environment provides you with information on news and current affairs from all of your media sources together: newspapers, radio, TV, and the Internet.

We are especially interested in *what is available* in your media environment, rather than what you usually view or listen to. It is possible that your media environment provides you with many different news options. This is what we would like to know, even if you choose to view or listen to the same news programs every day. Please bear this in mind when completing the next three questions.

18. A *low* diversity of opinion media environment provides information on news and current affairs from only one viewpoint. For example, if only the Wall Street Journal was available, the diversity of opinion from newspapers would be low. In a *medium* diversity of opinion environment the information available could come from a few different viewpoints. For example, if you could watch CNN or Fox news for different opinions about a national issue, the diversity of opinion from TV would be medium. As another example, if you could listen to a few radio talk shows with different opinions about an issue, the diversity of opinion from Radio would also be medium. A *high* diversity of opinion environment provides information from many different viewpoints.

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

- Low Medium High

19. Now consider the information available to you on *community news* and events. Examples 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.

A media environment with **low* community news* provides very little or no information on community news and events. With **medium* community news*, there is some information on community news and events. With **high* community news*, there is a lot of information on community news and events.

Please indicate the level of community news from your overall media environment. (*mark one answer*)

Low Medium High

20. Next, consider the information available to you that reflects the interests of women and minorities. We will call this *multiculturalism*. Examples are reports on: Black History month, the Cinco de Mayo celebration, female wage inequality, or programs that help people with disabilities find a job.

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

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

Low Medium High

21. Finally, consider the amount of *advertising*.

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.

Is the advertising in your overall media environment barely noticeable (*Low*), noticeable but not annoying (*Medium*), or annoying (*High*)? (*mark one answer*).

Low Medium High

In summary, your answers indicate that you [KN: insert text from Lookup Table 1 in appendix] to get information on news and current affairs. Your overall media environment also has the five features described in Table 1 below.

Table 1. Your actual media environment		
Click here to review a summary of the levels of all the features (Table 2). To see the description of an individual feature, place your cursor over that feature		
Feature	Level	Description
Diversity of opinion	[Q18 ANSWER]	Your media environment provides information on news and current affairs from [KN: insert appropriate description from table below].
Community News	[Q19 ANSWER]	Your media environment provides [KN: insert appropriate description from table below] on community news and events.
Multiculturalism	[Q20 ANSWER]	Your media environment provides [KN: insert appropriate description from table below] that reflects the interests of women and minorities.
Advertising	[Q21 ANSWER]	The amount of space and/or time devoted to advertising in your overall media environment is [KN: insert appropriate description from table below].
Cost	[\$DOV_AMT] per month	The total of your monthly subscriptions to all of your media sources, plus any contributions to public radio or TV stations

****THE TABLE BELOW IS FOR “TABLE 1” INSERTS ONLY, DO NOT DISPLAY TO RS

Feature	Level	Condition	Description
Cost	Low		
	Medium		
	High		
Advertising	Low		barely noticeable
	Medium		noticeable but not annoying
	High		annoying
Diversity of opinion	Low		only one viewpoint
	Medium		a few different viewpoints
	High		many different viewpoints
Community news	Low		very little or no information
	Medium		some information
	High		a lot of information
Multiculturalism	Low		very little or no information
	Medium		some information
	High		a lot of information

[KN: PROVIDE HYPERLINKS TO TABLE 1 DESCRIPTIONS OF THE FIVE FEATURES IN TABLE 2]

Table 2. Features of Overall Media Environment	
Feature	Levels
<u>Diversity of opinion</u>	Only one viewpoint (Low) A few different viewpoints (Medium) Many different viewpoints (High)
<u>Community news</u>	Very little or no information on community news and events (Low) Some information on community news and events (Medium) A lot of information on community news and events (High)
<u>Multiculturalism</u>	Very little or no information reflecting the interests of women and minorities (Low) Some information reflecting the interests of women and minorities (Medium) A lot of information reflecting the interests of women and minorities (High)
<u>Advertising</u>	Barely noticeable (Low) Noticeable but not annoying (Medium) Annoying (High)
<u>Cost</u>	[KN insert appropriate cost range; \$0 to \$50 per month if $0 \leq [DOV_AMT] \leq 30$ \$5 to \$100 per month if $30 < [DOV_AMT] \leq 70$ \$5 to \$150 per month if $70 < [DOV_AMT] \leq 120$ \$10 to \$200 per month if $120 < [DOV_AMT] \leq 180$ \$10 to \$250 per month if $[DOV_AMT] > 180$

*****DESCRIPTIONS FOR HYPERLINK MOUSEOVERS***** .

Feature	Hyperlink description
<u>Diversity of opinion</u>	This is the extent to which the information on news and current affairs in your overall media environment reflects different viewpoints.
<u>Community news</u>	This is the amount of information on community news and events in your overall media environment.
<u>Multiculturalism</u>	This is the amount of information on news and current affairs in your overall media environment that reflects the interests of women and minorities.
<u>Advertising</u>	This is the amount of space and/or time devoted to advertising in your overall media environment.
<u>Cost</u>	This is the total of monthly subscriptions to all of your media sources, plus any contributions to public radio or public TV stations.

Media Environment Choices

22. Consider two media options, A and B, which provide information on news and current affairs from *your* media sources: [KN: insert text from Lookup Table 2]. The two options differ by the levels of diversity of opinion, community news, multiculturalism, advertising, and by cost.

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 is less expensive and has more community news

Option B has less advertising and more diversity of opinion

	Option A	Option B
Diversity of opinion	Low	Medium
Community news	Medium	Low
Multiculturalism	Low	Low
Advertising	High	Medium
Cost	\$25 per month	\$45 per month
	<input type="radio"/> I prefer option A	<input type="radio"/> I prefer option B

23. Some choices are difficult to make – you may only have a slight preference for one of the alternatives, so you are very uncertain of your choice. Other choices are easy to make – you are very certain you prefer one alternative to the other.

On a scale from 1 to 5, with 1 indicating “Very uncertain” and 5 indicating “Very certain”, how certain were you of the choice you just made? (*mark one answer*)

1. Very uncertain	2. Somewhat uncertain	3. Somewhat certain	4. Pretty certain	5. Very certain
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24. Since you currently have a media environment at home, we also ask if you would actually switch to the media environment, [INSERT RS CHOICE: OPTION A OR OPTION B], you have chosen.

Consider the features of your actual media environment. Would you switch to the option [INSERT RS CHOICE: OPTION A OR OPTION B] you chose previously? (mark one answer)

[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.

[Example of online SQ vs. A or B choice box]

	Your media environment	Option A
Diversity of opinion	[q18 answer]	Low
Community news	[q19 answer]	Medium
Multiculturalism	[q20 answer]	Low
Advertising	[q21 answer]	High
Cost	[\$DOV_AMT] per month	\$25 per month
Check the option you prefer	<input type="radio"/> I would stay with my media environment	<input type="radio"/> I prefer option A to my media environment

Next

25. 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 5 by 9 experimental design in the Appendix].

[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
Diversity of opinion		
Community news		
Multiculturalism		
Advertising		
Cost		
Check <input checked="" type="checkbox"/> for the option you prefer	<input checked="" type="radio"/>	<input checked="" type="radio"/>
	I prefer option A	I prefer option B

26. How certain were you of the choice you just made? ? (mark one answer)

Very uncertain <input type="radio"/>	Somewhat uncertain <input type="radio"/>	Somewhat certain <input type="radio"/>	Pretty certain <input type="radio"/>	Very certain <input type="radio"/>
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27. 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

28. 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
Diversity of opinion		
Community news		
Multiculturalism		
Advertising		
Cost		
Check <input checked="" type="checkbox"/> for the option you prefer	<input checked="" type="radio"/>	<input checked="" type="radio"/>
	I prefer option A	I prefer option B

29. How certain were you of the choice you just made? ? (mark one answer)

Very uncertain <input type="radio"/>	Somewhat uncertain <input type="radio"/>	Somewhat certain <input type="radio"/>	Pretty certain <input type="radio"/>	Very certain <input type="radio"/>
---	---	---	---	---------------------------------------

30. 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

31. 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>Diversity of opinion</u>		
<u>Community news</u>		
<u>Multiculturalism</u>		
<u>Advertising</u>		
<u>Cost</u>		
Check <input checked="" type="checkbox"/> for the option you prefer	<input checked="" type="radio"/>	<input checked="" type="radio"/>
	I prefer option A	I prefer option B

32. How certain were you of the choice you just made? ? (mark one answer)

Very uncertain <input type="radio"/>	Somewhat uncertain <input type="radio"/>	Somewhat certain <input type="radio"/>	Pretty certain <input type="radio"/>	Very certain <input type="radio"/>
---	---	---	---	---------------------------------------

33. 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

34. 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>Diversity of opinion</u>		
<u>Community news</u>		
<u>Multiculturalism</u>		
<u>Advertising</u>		
<u>Cost</u>		
Check <input checked="" type="checkbox"/> for the option you prefer	<input checked="" type="radio"/>	<input checked="" type="radio"/>
	I prefer option A	I prefer option B

35. How certain were you of the choice you just made? ? (mark one answer)

Very uncertain <input type="radio"/>	Somewhat uncertain <input type="radio"/>	Somewhat certain <input type="radio"/>	Pretty certain <input type="radio"/>	Very certain <input type="radio"/>
---	---	---	---	---------------------------------------

36. 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

37. [KN: Randomly assign feature levels from full payment card set]. Now, suppose a media environment was available to you with the same media sources you have at home, but with the following features.

Media Environment	
<u>Diversity of opinion</u>	Low
<u>Community news</u>	High
<u>Multiculturalism</u>	Low
<u>Advertising</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
 Other amount \$ _____ per month

38. [KN: Randomly assign this “certainty of choice question” to half of the respondents.] On a scale from 1 to 5, with 1 indicating “Very uncertain” and 5 indicating “Very certain”, how certain are you of the “willingness to pay” amount you just stated? (mark one answer)

1. Very uncertain	2. Somewhat uncertain	3. Somewhat certain	4. Pretty certain	5. Very certain
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

39. Please disregard your previous choices. Consider two media options, A and B, which provide information on news and current affairs from *your* media sources; [KN: insert text from Lookup Table 2]. Compare the five features 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
Diversity of opinion		
Community news		
Multiculturalism		
Advertising		
Cost		
Check <input checked="" type="checkbox"/> for the option you prefer	●	●
	I prefer option A	I prefer option B

40. How certain were you of the choice you just made? ? (mark one answer)

1. Very uncertain	2. Somewhat uncertain	3. Somewhat certain	4. Pretty certain	5. Very certain
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

41. 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

42. 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>Diversity of opinion</u>		
<u>Community news</u>		
<u>Multiculturalism</u>		
<u>Advertising</u>		
<u>Cost</u>		
Check <input checked="" type="checkbox"/> for the option you prefer	●	●
	I prefer option A	I prefer option B

43. How certain were you of the choice you just made? (mark one answer)

1. Very uncertain	2. Somewhat uncertain	3. Somewhat certain	4. Pretty certain	5. Very certain
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

44. 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

45. 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>Diversity of opinion</u>		
<u>Community news</u>		
<u>Multiculturalism</u>		
<u>Advertising</u>		
<u>Cost</u>		
Check <input checked="" type="checkbox"/> for the option you prefer	●	●
	I prefer option A	I prefer option B

46. How certain were you of the choice you just made? (mark one answer)

1. Very uncertain	2. Somewhat uncertain	3. Somewhat certain	4. Pretty certain	5. Very certain
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

47. 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

48. 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>Diversity of opinion</u>		
<u>Community news</u>		
<u>Multiculturalism</u>		
<u>Advertising</u>		
<u>Cost</u>		
Check <input checked="" type="checkbox"/> for the option you prefer	●	●
	I prefer option A	I prefer option B

49. How certain were you of the choice you just made? (mark one answer)

1. Very uncertain	2. Somewhat uncertain	3. Somewhat certain	4. Pretty certain	5. Very certain
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

50. 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

51. One final question.

Your media environment provides you with information on news and current affairs from the following sources; [KN: insert text from Lookup Table 2]. 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)

	1. Not Satisfied	2.	3.	4.	5. Very Satisfied
Diversity of opinion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community news	<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"/>
Advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cost	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall media environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

[KN: a box for written comments]

APPENDIX: TABLES FOR KN (Not part of the survey)

Lookup Table 1

	Newspaper	Radio	TV	Internet	Smartphone	Text to insert
0	0	0	0	yes	0	use the Internet
1	Q1 = yes	0	0	yes	0	read a newspaper, and use the Internet
2	0	Q3 = yes	0	yes	0	listen to the radio, and use the Internet
3	0	0	Q6 = yes	yes	0	watch TV, and use the Internet
4	0	0	0	yes	Q10 = yes	use the Internet and a Smartphone
5	Q1 = yes	Q3 = yes	0	yes	0	read a newspaper, listen to the radio, and use the Internet
6	Q1 = yes	0	Q6 = yes	yes	0	read a newspaper, watch TV, and use the Internet
7	Q1 = yes	0	0	yes	Q10 = yes	read a newspaper, use the Internet and a Smartphone
8	0	Q3 = yes	Q6 = yes	yes	0	listen to the radio, watch TV, and use the Internet
9	0	Q3 = yes	0	yes	Q10 = yes	listen to the radio, use the Internet and a Smartphone
10	0	0	Q6 = yes	yes	Q10 = yes	watch TV, use the Internet and a Smartphone
11	Q1 = yes	Q3 = yes	Q6 = yes	yes	0	read a newspaper, listen to the radio, watch TV, and use the Internet
12	Q1 = yes	Q3 = yes	0	yes	Q10 = yes	read a newspaper, listen to the radio, use the Internet and a Smartphone
13	Q1 = yes	0	Q6 = yes	yes	Q10 = yes	read a newspaper, watch TV, use the Internet and a Smartphone
14	0	Q3 = yes	Q6 = yes	yes	Q10 = yes	listen to the radio, watch TV, use the Internet and a Smartphone
15	Q1 = yes	Q3 = yes	Q6 = yes	yes	Q10 = yes	read a newspaper, listen to the radio, watch TV, use the Internet and a Smartphone

Lookup Table 2

	Newspaper	Radio	TV	Internet	Smartphone	Text to insert
0	0	0	0	yes	0	the Internet
1	Q1 = yes	0	0	yes	0	newspaper, and the Internet
2	0	Q3 = yes	0	yes	0	radio, and the Internet
3	0	0	Q6 = yes	yes	0	TV, and the Internet
4	0	0	0	yes	Q10 = yes	the Internet and a Smartphone
5	Q1 = yes	Q3 = yes	0	yes	0	newspaper, radio, and the Internet
6	Q1 = yes	0	Q6 = yes	yes	0	newspaper, TV, and the Internet
7	Q1 = yes	0	0	yes	Q10 = yes	newspaper, the Internet and a Smartphone
8	0	Q3 = yes	Q6 = yes	yes	0	radio, TV, and the Internet
9	0	Q3 = yes	0	yes	Q10 = yes	radio, the Internet and a Smartphone
10	0	0	Q6 = yes	yes	Q10 = yes	TV, the Internet and a Smartphone
11	Q1 = yes	Q3 = yes	Q6 = yes	yes	0	newspaper, radio, TV, and the Internet
12	Q1 = yes	Q3 = yes	0	yes	Q10 = yes	newspaper, radio, the Internet and a Smartphone
13	Q1 = yes	0	Q6 = yes	yes	Q10 = yes	newspaper, TV, the Internet and a Smartphone
14	0	Q3 = yes	Q6 = yes	yes	Q10 = yes	radio, TV, the Internet and a Smartphone
15	Q1 = yes	Q3 = yes	Q6 = yes	yes	Q10 = yes	newspaper, radio, TV, the Internet and a Smartphone

Experimental design for A-B choice questions

Alt	Vers.	Set	Advertising	Diversity of opinion	Community news	Multi-culturalism	Cost	Cost	Cost	Cost	Cost
							V	IV	III	II	I
A	1	1	Low	Medium	High	Medium	60	50	35	25	10
B	1	1	Medium	Low	Medium	High	80	65	50	30	15
A	1	2	High	High	High	Medium	50	40	30	20	10
B	1	2	Low	Medium	Medium	High	70	55	40	30	15
A	1	3	Medium	Medium	High	High	190	150	115	75	40
B	1	3	High	High	Low	Low	10	10	5	5	0
A	1	4	Low	Medium	Low	Low	50	40	30	20	10
B	1	4	High	Low	High	Low	20	15	10	10	5
A	1	5	Low	Medium	High	Low	120	95	70	50	25
B	1	5	Medium	High	Low	High	170	135	100	70	35
A	1	6	Medium	High	Low	High	150	120	90	60	30
B	1	6	High	Low	High	Low	20	15	10	10	5
A	1	7	Low	Medium	High	Low	160	130	95	65	30
B	1	7	Medium	High	Medium	High	120	95	70	50	25
A	1	8	High	Medium	Medium	Medium	10	10	5	5	0
B	1	8	Medium	High	High	High	20	15	10	10	5
A	2	1	Low	Medium	Medium	High	70	55	40	30	15
B	2	1	Medium	Low	Low	Medium	120	95	70	50	25
A	2	2	Low	High	Low	Medium	200	160	120	80	40
B	2	2	Medium	Medium	High	Low	150	120	90	60	30
A	2	3	Medium	High	Low	Medium	60	50	35	25	10
B	2	3	Low	Medium	High	Low	120	95	70	50	25
A	2	4	Low	High	High	Low	70	55	40	30	15
B	2	4	Medium	Low	Medium	Medium	190	150	115	75	40
A	2	5	Medium	High	High	Medium	250	200	150	100	50
B	2	5	Low	Low	Low	High	160	130	95	65	30
A	2	6	Low	Low	Medium	Medium	150	120	90	60	30
B	2	6	Medium	Medium	Low	Low	140	110	85	55	30
A	2	7	Low	Low	High	High	100	80	60	40	20
B	2	7	Medium	High	Medium	Medium	160	130	95	65	30
A	2	8	High	Medium	Medium	Medium	10	10	5	5	0
B	2	8	Medium	Low	High	High	20	15	10	10	5
A	3	1	Low	High	Low	High	110	90	65	45	20
B	3	1	High	Medium	Medium	Medium	10	10	5	5	0
A	3	2	Medium	Low	High	High	10	10	5	5	0
B	3	2	High	Medium	Low	High	30	25	20	10	5
A	3	3	Low	High	Low	Medium	90	70	55	35	20
B	3	3	Medium	Low	High	High	10	10	5	5	0
A	3	4	Medium	Low	Medium	High	50	40	30	20	10
B	3	4	Low	High	Low	Low	190	150	115	75	40
A	3	5	Low	Low	Low	High	160	130	95	65	30
B	3	5	Medium	Medium	High	High	200	160	120	80	40
A	3	6	Medium	Low	High	High	90	70	55	35	20
B	3	6	Low	Medium	Medium	Medium	170	135	100	70	35
A	3	7	Medium	High	Low	High	170	135	100	70	35
B	3	7	Low	Medium	High	Medium	130	105	80	50	25
A	3	8	Medium	Low	Low	Low	130	105	80	50	25
B	3	8	Low	Medium	High	High	60	50	35	25	10
A	4	1	Medium	High	Medium	Low	180	145	110	70	35
B	4	1	Medium	Low	Low	Medium	120	95	70	50	25

A	4	2	Medium	Medium	High	High	190	150	115	75	40
B	4	2	Low	High	Low	Medium	200	160	120	80	40
A	4	3	Low	High	Low	High	20	15	10	10	5
B	4	3	Medium	Low	High	Low	170	135	100	70	35
A	4	4	Low	High	High	Medium	140	110	85	55	30
B	4	4	Medium	Low	Low	Low	130	105	80	50	25
A	4	5	Low	High	High	Low	70	55	40	30	15
B	4	5	High	Medium	Low	High	30	25	20	10	5
A	4	6	Medium	Medium	High	High	180	145	110	70	35
B	4	6	Low	Low	Medium	Medium	150	120	90	60	30
A	4	7	Low	Medium	Low	Low	50	40	30	20	10
B	4	7	Medium	High	Medium	Medium	160	130	95	65	30
A	4	8	High	Low	Medium	Low	10	10	5	5	0
B	4	8	Low	High	Low	High	20	15	10	10	5
A	5	1	Medium	High	High	Low	80	65	50	30	15
B	5	1	Low	Low	Medium	High	140	110	85	55	30
A	5	2	Medium	Low	Medium	High	50	40	30	20	10
B	5	2	Low	Medium	High	Medium	130	105	80	50	25
A	5	3	Medium	Medium	Low	Medium	10	10	5	5	0
B	5	3	Low	Low	High	High	100	80	60	40	20
A	5	4	Medium	Medium	Low	Medium	100	80	60	40	20
B	5	4	Low	Low	High	Low	30	25	20	10	5
A	5	5	Medium	Medium	Low	Medium	10	10	5	5	0
B	5	5	Medium	Low	Medium	Low	60	50	35	25	10
A	5	6	Low	Low	High	Medium	225	180	135	90	45
B	5	6	Low	Medium	Medium	Low	90	70	55	35	20
A	5	7	High	Medium	Low	High	30	25	20	10	5
B	5	7	Medium	Low	Low	Low	10	10	5	5	0
A	5	8	Low	High	Medium	High	130	105	80	50	25
B	5	8	Medium	Medium	Low	Medium	100	80	60	40	20
A	6	1	Low	High	Low	High	110	90	65	45	20
B	6	1	Medium	Medium	High	Medium	40	30	25	15	10
A	6	2	High	High	High	High	10	10	5	5	0
B	6	2	Medium	Low	Low	Low	250	200	150	100	50
A	6	3	Medium	Medium	Low	Low	225	180	135	90	45
B	6	3	Medium	High	High	Medium	250	200	150	100	50
A	6	4	High	High	High	Medium	50	40	30	20	10
B	6	4	Medium	Low	Low	Low	10	10	5	5	0
A	6	5	Medium	High	Low	High	150	120	90	60	30
B	6	5	Low	Medium	Medium	Low	90	70	55	35	20
A	6	6	Low	Low	Low	Medium	180	145	110	70	35
B	6	6	Medium	Medium	Medium	Low	110	90	65	45	20
A	6	7	Low	Medium	Medium	High	250	200	150	100	50
B	6	7	Medium	Low	Low	Medium	70	55	40	30	15
A	6	8	Medium	High	Low	Medium	60	50	35	25	10
B	6	8	Low	Low	Medium	Low	200	160	120	80	40
A	7	1	Low	Medium	Medium	High	250	200	150	100	50
B	7	1	Medium	High	High	Low	80	65	50	30	15
A	7	2	Low	Low	High	Medium	225	180	135	90	45
B	7	2	Medium	High	Medium	High	120	95	70	50	25
A	7	3	Medium	Medium	Medium	Medium	20	15	10	10	5
B	7	3	High	Low	Low	High	40	30	25	15	10
A	7	4	Low	Low	High	Medium	110	90	65	45	20
B	7	4	Medium	Medium	Low	Low	225	180	135	90	45

A	7	5	Medium	High	Medium	Low	100	80	60	40	20
B	7	5	Low	Low	High	Medium	110	90	65	45	20
A	7	6	Low	High	Medium	Low	40	30	25	15	10
B	7	6	Medium	Medium	High	High	200	160	120	80	40
A	7	7	Low	Low	High	Low	30	25	20	10	5
B	7	7	Medium	High	Medium	High	225	180	135	90	45
A	7	8	Medium	Medium	High	Medium	40	30	25	15	10
B	7	8	High	Low	Medium	Low	10	10	5	5	0
A	8	1	Low	Medium	Medium	Medium	170	135	100	70	35
B	8	1	Medium	Low	Low	Low	250	200	150	100	50
A	8	2	Medium	Medium	Low	Low	140	110	85	55	30
B	8	2	Low	Low	High	Medium	225	180	135	90	45
A	8	3	High	High	Low	Low	10	10	5	5	0
B	8	3	Medium	Low	Medium	Medium	80	65	50	30	15
A	8	4	Medium	Low	High	High	90	70	55	35	20
B	8	4	Low	High	Low	Low	190	150	115	75	40
A	8	5	Low	Medium	High	Low	160	130	95	65	30
B	8	5	Low	Low	Medium	High	140	110	85	55	30
A	8	6	Medium	High	Medium	Low	180	145	110	70	35
B	8	6	Low	Medium	Low	High	80	65	50	30	15
A	8	7	Medium	Medium	Medium	Low	110	90	65	45	20
B	8	7	Low	High	Low	Medium	90	70	55	35	20
A	8	8	Medium	High	High	High	10	10	5	5	0
B	8	8	Low	Low	Low	Medium	180	145	110	70	35
A	9	1	High	Low	High	Low	20	15	10	10	5
B	9	1	Medium	High	Medium	Medium	30	25	20	10	5
A	9	2	Low	High	Low	Low	190	150	115	75	40
B	9	2	Medium	Medium	High	High	180	145	110	70	35
A	9	3	High	Low	Low	High	40	30	25	15	10
B	9	3	Low	High	High	Medium	140	110	85	55	30
A	9	4	Medium	Low	Low	Medium	70	55	40	30	15
B	9	4	Low	High	Medium	Low	40	30	25	15	10
A	9	5	Medium	Low	Medium	Low	60	50	35	25	10
B	9	5	High	High	High	High	10	10	5	5	0
A	9	6	Low	Medium	Low	High	80	65	50	30	15
B	9	6	Medium	High	Medium	Medium	30	25	20	10	5
A	9	7	Medium	Medium	High	Low	150	120	90	60	30
B	9	7	Low	High	Medium	High	130	105	80	50	25
A	9	8	High	Medium	Medium	Medium	10	10	5	5	0
B	9	8	Medium	Low	High	Low	170	135	100	70	35