

## Appendix

### Questionnaire (UK Version)

**Note.** *The actual survey was an online survey. Therefore, the following questionnaire in the appendix does not reflect the original layout of the survey.*

Dear participant,

We are living in a world of rapid changes. These changes also affect the media. As part of a study by the Institute of Journalism at the University of the Bundeswehr Munich, we are interested to see how you feel about public service media. Do you make use of their services and why – or why not? How do you rate their quality, also in comparison with new media services? If you were free to decide, how much would you pay for public service media?

Please take 12 minutes to fill in the questionnaire. We want to know your personal opinion. You can take part in the survey using any device connected to the Internet. You may interrupt the questionnaire at any time and return to it later.

Your data will, of course, be rendered anonymous before being collected and analysed.

Prof. Dr. Annika Sehl will be glad to answer any questions you may have ([annika.sehl@unibw.de](mailto:annika.sehl@unibw.de)).

Thank you in advance for participating.

Best regards,  
Prof. Dr. Annika Sehl

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*Introductory information*

**What are public service media?**

For the purposes of this questionnaire, public service media refer to all services of the BBC.

**1. How old are you?**

- Younger than 18 years
- 18 – 29 years
- 30 – 39 years
- 40 – 49 years
- 50 – 59 years
- 60-69 years
- Older than 60 years

**2. What is your gender?**

- Male
- Female
- Diverse

**3. What sources do you use to get information about current events (at least once a week)?**

*More than one answer may be given*

- Nationwide quality newspapers (e.g. The Times, The Daily Telegraph, The Guardian, etc.)
- Local and regional newspapers (e.g. London Evening Standard, Oxford Mail, The Cumberland News, etc.)
- Tabloids (e.g. Daily Mail, The Sun, Daily Mirror, etc.)
- Weekly news magazines and newspapers (e.g. The Economist, The Week, etc.)
- Public service radio stations (e.g. BBC Radio 1, BBC Radio 2, BBC Radio 4, etc.)
- Public service television stations (e.g. BBC One, BBC Two, etc.)
- Public service media online (e.g. bbc.com)
- Commercial radio stations (e.g. Absolute Radio, Classic FM, Talksport, etc.)
- Commercial television stations (e.g. ITV, Channel 5, etc.)
- Channel 4 (publicly-owned and commercially-funded public service broadcaster)
- Social media and networks (e.g. Facebook, Instagram, Twitter, etc.)
- Video platforms (e.g. YouTube)
- Other online services (e.g. blogs, forums, etc.)
- Other \_\_\_\_\_

**4. What is your main source of information for current events (used at least once a week)?**

*Please tick one only*

- Nationwide quality newspapers (e.g. The Times, The Daily Telegraph, The Guardian, etc.)
- Local and regional newspapers (e.g. London Evening Standard, Oxford Mail, The Cumberland News, etc.)
- Tabloids (e.g. Daily Mail, The Sun, Daily Mirror, etc.)
- Weekly news magazines and newspapers (e.g. The Economist, The Week, etc.)
- Public service radio stations (e.g. BBC Radio 1, BBC Radio 2, BBC Radio 4, etc.)
- Public service television stations (e.g. BBC One, BBC Two, etc.)
- Public service media online (e.g. bbc.com)
- Commercial radio stations (e.g. Absolute Radio, Classic FM, Talksport, etc.)
- Commercial television stations (e.g. ITV, Channel 5, etc.)
- Channel 4 (publicly-owned and commercially-funded public service broadcaster)
- Social media and networks (e.g. Facebook, Instagram, Twitter, etc.)
- Video platforms (e.g. YouTube)
- Other online services (e.g. blogs, forums, etc.)
- Other \_\_\_\_\_

*Filter: Only if PSM are used*

**5. How often do you use public service media (radio, TV, nternet)?**

	Daily	Several times a week	Once a week	Several times a month	Once a month	Less often	Never
News programmes							
Political magazines/ information programmes							
Political discussions							
Documentaries and reports							
Sport							
Entertainment							
Series and feature films							

**6. How do you rate the quality of information in the following media?**

	Very good	Generally good	Generally poor	Very poor	Don't know
Nationwide quality newspapers					
Local and regional newspapers					
Tabloids					
Weekly news magazines and newspapers					
Public service radio stations					
Public service television stations					
Public service media online					
Commercial radio stations					
Commercial television stations					
Channel 4 (publicly-owned and commercially-funded public service broadcaster)					
Social media and networks (e.g. Facebook, Twitter, etc.)					
Video platforms					
Other online services					

*Filter: Only if the respective media are used*

**7. Below are some statements regarding reasons for media use. Please tick all the media to which each statement applies in your case.**

*More than one answer may be given*

I use the following media	Newspapers	Weekly news magazines and newspapers	Public service radio broadcasting	Public service television broadcasting	Public service media online	Commercial radio broadcasting	Commercial television broadcasting	Channel 4 (publicly-owned and commercially-funded)	Social networks	Video platforms	Other online services	The statement does not apply to any of these media	Don't know
because I want to get information													
because I find it intellectually stimulating													
because I learn useful things for everyday life													
so that I can contribute to discussions													
because it's a matter of habit													
because I enjoy it													
because it helps me relax													
because I am looking for a diversion													
because it prevents me from feeling that I am alone													

**8. How do you rate the credibility of the following media?**

	Very high	Generally high	Generally low	Very low	Don't know
Nationwide quality newspapers					
Local and regional newspapers					
Tabloids					
Weekly news magazines and newspapers					
Public service radio stations					
Public service television stations					
Public service media online					
Commercial radio stations					
Commercial television stations					
Channel 4 (publicly-owned and commercially-funded public service broadcaster)					
Social media and networks (e.g. Facebook, Twitter, etc.)					
Video platforms					
Other online services					

**9. Do you believe that the state or government dictates what British media should report?**

- I completely agree
- I generally agree
- I generally do not agree
- I completely disagree
- Don't know

*Filter: Only if the previous question was agreed.*

**10. In your opinion, which media are particularly influenced by the state or government?**

*More than one answer may be given*

- Newspapers and magazines
- Public service media (radio, TV, Internet)
- Commercial radio broadcasting
- Internet
- Social media and networks (e.g. Facebook, Twitter, etc.)
- Video platforms

**11. Below are some statements regarding services provided by the media. Please tick all the media to which each statement applies in your case.**

*More than one answer may be given*

	News-papers and weekly news magazines	Public service media (radio, TV, Internet)	Private broadcasting	Channel 4 (publicly-owned and commercially-funded public service broadcaster)	Social networks	Video platforms	The statement does not apply to any of these media	Don't know
Report on regional topics								
Provide reliable and credible information								
Are important when it comes to forming a political opinion								
Provide high-quality journalism								
Provide comprehensive background information on many topics								
Convey the values of our society								
Provide interesting facts from research, technology, history, nature								
Allow all sides to express their views on social issues								

	News- papers and weekly news magazines	Public service media (radio, TV, Internet)	Private broad- casting	Channel 4 (publicly- owned and comer- cially- funded public service broad- caster)	Social networks	Video platforms	The statement does not apply to any of these media	Don't know
Provide reliable and helpful information for everyday life								
Highlight injustices and shortfalls								
Are independent of state, politics and business								
Are good for relaxing								
Provide good entertainment								
Are enjoyable and amusing								
Contain too much advertising								

**12. How do you rate the amount of available public service media?**

	Too much	Just right	Too little	Don't know
Radio services				
TV services				
Online services				
Regional services				

**13. Which features in your opinion characterise public service media?**

	Definitely	Generally	Generally not	Definitely not	Don't know
Factual					
Credible					
Competent					
High-level					
Future-oriented					
Objective					
Informative					
Critical					
Topical					
Courageous					
Independent					
Likeable					
Varied					
Entertaining					
Modern					
Relaxed and informal					

**14. Are public service media dispensable?**

- Definitely
- Generally
- Generally not
- Definitely not
- Don't know

**15. The TV license fee in the UK is currently £154.50 a year for a colour TV. How much would you pay per year (and per household) for public broadcasting if you could determine the sum yourself?**

\_\_\_\_\_ GBP

**16. Which alternatives to the TV and radio license fee do you think would be possible?**

	Definitely	Generally	Generally not	Definitely not	Don't know
Direct tax for public service media					
Funding with government budget					
Funding with donations					
Pay per use					
Subscriptions					
Funding with advertising only					

**17. Which media services do you pay for at present (not including the TV and radio license fee)?**

- Individual newspapers (print)
- Individual newspaper articles or newspapers (digital)
- Newspaper subscription (print)
- Newspaper subscription (digital)
- Magazines
- Pay TV / TV paywall
- Video streaming services (e.g. Netflix, Amazon Prime)
- Music streaming services (e.g. Spotify, Apple Music)
- Other: \_\_\_\_\_



**18. How much money do you yourself spend at present per month on these media services (not including the TV and radio license fee)?**

\_\_\_\_\_GBP

**19. How strong is your interest in news?**

- Very strong
- Strong
- Not very strong
- No interest

**20. How strong is your interest in politics?**

- Very strong
- Strong
- Not very strong
- No interest

**21. What is your highest educational qualification?**

- No qualifications
- Qualifications at level 1 and below
- Vocational level 2 and equivalents
- GCSE/O Level grade A\*-C
- Vocational level 3 and equivalents
- A levels
- Professional/vocational equivalents to higher Education
- Higher Education
- Other qualifications

**22. Which political party do you support?**

*Parties currently represented in parliament in alphabetical order*

- Conservative Party
- Co-operative Party
- Democratic Unionist Party
- Green Party
- Labour Party
- Liberal Democrats
- Plaid Cymru
- Scottish National Party
- Sinn Féin
- Other

**23. Would you like to share any other comments with us?**

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Thank you very much for taking part in our survey.