

## Media Use, Including New Technologies

- Frequency of using different media to get news:
  - Domestic and international radio & TV
  - Press (newspapers & magazines)
  - Internet sites and SMS exchanges
  - Interpersonal sources.
- Three most important news sources:
  - Local and international radio/TV
  - Press - newspapers & magazines
  - Websites
- Amount of time spent following news
- Interest in different news topics, including:
  - Domestic and regional news and political developments
  - U.S. and international news
  - Economic developments
  - Science and technology
  - Health and medicine
  - Education
  - Sports
  - Crime and corruption
- Media equipment in household
  - FM, AM/MW & SW radio sets
  - TV set; satellite dish; cable
  - Computer; internet connections
- Intention to buy new media equipment:
  - PC
  - Internet access
  - Mobile phone
  - VCR/DVD player
- Uses made of cell phone technology, including SMS, email, news/traffic alerts

## Television and Radio

- When last watched TV/radio
- Frequency of watching TV/listening to radio
- Times watched TV/listened to radio yesterday:
  - Reported in 1/2-hour day parts
  - Weekday/weekend breakouts available

- Number of channels/stations available at home
- Ways TV/radio signals received—broadcast, cable or satellite delivery
- TV/radio stations (national and international) watched/listened to in past 12 months
  - Top 5 or 10 domestic stations included
  - Listening to international stations via local network affiliates included
- Last time watched/listened to domestic and international TV/radio stations
- Trustworthiness of TV/radio stations

## Internet

- When last accessed internet
- Frequency of internet use
- Where internet used, and where used most often (e.g., at home, office or internet café)
- Languages used when surfing
- Types of access used (dial-up, broadband, wireless)
- Use of internet for audio and video streaming
- Activities when online
  - Email
  - Shopping
  - News
  - Work-related tasks
  - Music
- Time spent daily on internet
- Up to three websites visited most often
- Websites used for news and information
  - Local sites
  - Major international sites like CNN.com and bbcnews.com
  - Search engine sites—Google, Yahoo!
- Search engines most often used
- Sites visited in past 12 months (from a list of prominent news-oriented sites)
- When last visited these sites

## Print Press

- Newspapers read in past 7 days
  - List of major local dailies
- Magazines read in past 30 days
  - List of national and regional publications

## Opinion

- Interest in current events
- Interest in politics
- Attitudes towards the U.S. and other countries
  - List varies by region and local sensitivity
- Satisfaction with living standards
- Assessment of domestic and international issues
  - Crisis “flash” surveys target elections or other high-profile events
- Attitude towards the future

## Demographics

- Sex
- Age groupings
- Ethnicity/nationality
- Language spoken most frequently at home
- Other languages spoken/understood
- Proficiency in key languages
- Employment status/occupation
- Highest level of education achieved
- Marital status
- Size of household
- Income reported in quartiles
- Family financial situation—kinds of purchases they can afford
- Religious affiliation
- Intensity of religious faith
- Regularity of attending service



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