

## **Taiwan Social Change Survey**

Survey 1998: Round 3, Year 4

Questionnaire I

Mass Communication

Respondent's ID:

Interviewer's Name: \_\_\_\_\_

Area of Interview: \_\_\_\_\_

Institute of Sociology, Academia Sinica

Respondent's id: \_\_\_\_\_

Card I 1       01 7

Interview started at: \_\_\_\_\_ month \_\_\_\_\_ day \_\_\_\_\_ hour \_\_\_\_\_ minute

8       15

## A、Demographics

1. Gender: ☐ (1) Male ☐ (2) Female

v1  16

2. When were you born ? R. O. C. year \_\_\_\_\_

v2   18

3. Where were you born?

v3 19    21

\_\_\_\_\_ Province (Municipality), \_\_\_\_\_ County (City),  
\_\_\_\_\_ Township (Town, City, District)

4. Where did you live the longest before the age of 15?

v4 22    24

\_\_\_\_\_ Province (Municipality), \_\_\_\_\_ County (City),  
\_\_\_\_\_ Township (Town, City, District)

5. What is your father's ethnic background? \_\_\_\_\_

v5  25

☐ (1) Fukienese of Taiwan

☐ (2) Hakka of Taiwan

☐ (3) Mainlander

☐ (4) Aborigine

☐ (5) Other (Please specify) \_\_\_\_\_

6. What is your mother's ethnic background? \_\_\_\_\_

v6  26

☐ (1) Fukienese of Taiwan

☐ (2) Hakka of Taiwan

☐ (3) Mainlander

☐ (4) Aborigine

☐ (5) Other (Please specify) \_\_\_\_\_

7. Are you married?

v7  27

☐ (1) Unmarried (skip to Q9)

☐ (2) Married (continue with Q8a, 8b, 8c)

☐ (3) Cohabitation (continue with Q8a, 8b, 8c)

☐ (4) Divorced or separated (skip to Q9)

☐ (5) My spouse is deceased (skip to Q9)

☐ (6) Other (please specify) \_\_\_\_\_

8a. When was your spouse born? R. O. C. year \_\_\_\_\_

v8.a 29

8b. What is your father-in law's ethnic background?

v8.b 30

- ☐ (1) Fukienese of Taiwan
- ☐ (2) Hakka of Taiwan
- ☐ (3) Mainlander
- ☐ (4) Aborigine
- ☐ (5) Other (Please specify)\_\_\_\_\_

8c. What is your mother-in-law's ethnic background?

v8.c 31

- ☐ (1) Fukienese of Taiwan
- ☐ (2) Hakka of Taiwan
- ☐ (3) Mainlander
- ☐ (4) Aborigine
- ☐ (5) Other (Please specify)\_\_\_\_\_

9. What is your education level?

v9 33

- ☐ (01) None
- ☐ (02) Self-study
- ☐ (03) Attended elementary school
- ☐ (04) Finished elementary school
- ☐ (05) Junior high school
- ☐ (06) Vocational junior high school
- 《For respondents with the educational level at junior high or under, skip to Q11》
- ☐ (07) High school (general subjects)
- ☐ (08) High school (vocational subjects)
- ☐ (09) Cadet school
- ☐ (10) Five-year junior college (after junior high)
- ☐ (11) Two-year/three-year junior college (after high school)
- ☐ (12) Military/police junior college (one year)
- ☐ (13) Military/police college
- ☐ (14) College
- ☐ (15) Graduate school
- ☐ (16) Other (please specify)\_\_\_\_\_

10. The high school or vocational high school you attended is in \_\_\_\_\_county (city)

v10 3436

11. 《Not applicable to those are unmarried or divorced》

What is your spouse's education level?

v11 ☐☐38

- ☐ (01) None
- ☐ (02) Self-study
- ☐ (03) Attended elementary school
- ☐ (04) Finished elementary school
- ☐ (05) Junior high school
- ☐ (06) Vocational junior high school
- ☐ (07) High school (general subjects)
- ☐ (08) High school (vocational subjects)
- ☐ (09) Cadet school
- ☐ (10) Five-year junior college (after junior high)
- ☐ (11) Two-year/three-year junior college (after high school)
- ☐ (12) Military/police junior college (one year)
- ☐ (13) Military/police college
- ☐ (14) College
- ☐ (15) Graduate school
- ☐ (16) Other (please specify)\_\_\_\_\_

**Please continue with Q12-14 regardless of whether your parents are alive or not.**

12. What is your father's education level?

v12 ☐☐40

- ☐ (01) None
- ☐ (02) Self-study
- ☐ (03) Attended elementary school
- ☐ (04) Finished elementary school
- ☐ (05) Junior high school
- ☐ (06) Vocational junior high school
- ☐ (07) High school (general subjects)
- ☐ (08) High school (vocational subjects)
- ☐ (09) Cadet school
- ☐ (10) Five-year junior college (after junior high)
- ☐ (11) Two-year/three-year junior college (after high school)
- ☐ (12) Military/police junior college (one year)
- ☐ (13) Military/police college
- ☐ (14) College
- ☐ (15) Graduate school
- ☐ (16) Other (please specify)\_\_\_\_\_

13. When was your father born?

☐ (1) Before R. O. C. year \_\_\_\_\_

v13.1 ☐41

☐ (2) R. O. C. year \_\_\_\_\_

v13.2 ☐☐43

14. What is your mother's education level?

v14 ☐☐45

☐ (01) None

☐ (02) Self-study

☐ (03) Attended elementary school

☐ (04) Finished elementary school

☐ (05) Junior high school

☐ (06) Vocational junior high school

☐ (07) High school (general subjects)

☐ (08) High school (vocational subjects)

☐ (09) Cadet school

☐ (10) Five-year junior college (after junior high)

☐ (11) Two-year/three-year junior college (after high school)

☐ (12) Military/police junior college(one year)

☐ (13) Military/police college

☐ (14) College

☐ (15) Graduate school

☐ (16) Other (please specify)\_\_\_\_\_

15. Where do you work now and who for?

v15 ☐46

☐ (1) I work for myself (continue only with A)

☐ (2) I work for an organization (continue only with B)

☐ (3) I work for the family business (continue only with C)

☐ (4) I have no job at present (continue with D)

☐ (5) I am retired (continue with E)

☐ (6) I am a homemaker (continue with D)

☐ (7) I am a student (continue with D)

A1. Is yours a joint business? ☐ (1) Yes ☐ (2) No

v15.a1 ☐47

v15.a1a ☐57

A2. Do you employ anyone?

v15.a21 ☐48

v15.a21a ☐58

☐ (1) No

☐ (2) Yes, how many people do you employ? \_\_\_\_\_

v15.a22 49 ☐ ☐ ☐ 51

v15.a22a 59 ☐ ☐ ☐ 61

A3. What relationship do these people have with you?

v15.a3 ☐ 52

v15.a3a ☐ 62

☐ (1) All are family members or relatives

☐ (2) Some are non-relatives

☐ (3) Most are non-relatives

☐ (4) All are non-relatives

B. Do you work in a public or private section?

v15.b ☐ 53

v15.ba ☐ 63

☐ (1) I work for a government organization

☐ (2) I work for a public school

☐ (3) I work for a private school

☐ (4) I work for a state-owned enterprise

☐ (5) I work for a private business

☐ (6) Other (please specify) \_\_\_\_\_

C. Do you have a fixed salary? ☐ (1) No ☐ (2) Yes

v15.c ☐ 54

v15.ca ☐ 64

D. Have you worked before? ☐ (1) No ☐ (2) Yes (continue with E)

v15.d ☐ 55

E. Where did you work, and who for?

☐ (1) Self-employed (continue with A)

v15.e ☐ 56

☐ (2) Employed by others (continue with B)

☐ (3) Worked for the family business (continue with C)

16. What is your main occupation (at present, or prior to retirement)?

Industry \_\_\_\_\_ Full name of the company/institution \_\_\_\_\_ v16.1 65 ☐ ☐ ☐ 67

Position \_\_\_\_\_ Department \_\_\_\_\_

Detailed job description \_\_\_\_\_ v16.2 68 ☐ ☐ ☐ 70

17. How many hours in total did you work last week? \_\_\_\_\_ hours v17 71 ☐ ☐ ☐ 73

**Those who are unmarried or divorced skip Q18**

18. What is your spouse's current occupation?

Industry \_\_\_\_\_ Full name of the company/institution \_\_\_\_\_ v18.1 74 ☐ ☐ ☐ 76

Position \_\_\_\_\_ Department \_\_\_\_\_

Detailed job description \_\_\_\_\_

v18.2 77    79

19a. Who do you currently live with?

Card II  02  7

- |  |   |
|--|---|
| <input type="checkbox"/> (1) Spouse                        | v19a.1 <input type="text"/> <input type="text"/> 8                        |
| <input type="checkbox"/> (2) Grandfather                   | v19a.2 <input type="text"/> <input type="text"/> 9                        |
| <input type="checkbox"/> (3) Grandmother                   | v19a.3 <input type="text"/> <input type="text"/> 10                       |
| <input type="checkbox"/> (4) Maternal grandfather          | v19a.4 <input type="text"/> <input type="text"/> 11                       |
| <input type="checkbox"/> (5) Maternal grandmother          | v19a.5 <input type="text"/> <input type="text"/> 12                       |
| <input type="checkbox"/> (6) My own father                 | v19a.6 <input type="text"/> <input type="text"/> 13                       |
| <input type="checkbox"/> (7) My own mother                 | v19a.7 <input type="text"/> <input type="text"/> 14                       |
| <input type="checkbox"/> (8) Spouse's father               | v19a.8 <input type="text"/> <input type="text"/> 15                       |
| <input type="checkbox"/> (9) Spouse's mother               | v19a.9 <input type="text"/> <input type="text"/> 16                       |
| <input type="checkbox"/> (10) _____ sons                   | v19a.10 <input type="text"/> <input type="text"/> <input type="text"/> 18 |
| <input type="checkbox"/> (11) _____ Daughters-in-law       | v19a.11 <input type="text"/> <input type="text"/> <input type="text"/> 20 |
| <input type="checkbox"/> (12) _____ Daughters              | v19a.12 <input type="text"/> <input type="text"/> <input type="text"/> 22 |
| <input type="checkbox"/> (13) _____ Sons-in-law            | v19a.13 <input type="text"/> <input type="text"/> <input type="text"/> 24 |
| <input type="checkbox"/> (14) _____ My own brothers        | v19a.14 <input type="text"/> <input type="text"/> <input type="text"/> 26 |
| <input type="checkbox"/> (15) _____ My own sisters         | v19a.15 <input type="text"/> <input type="text"/> <input type="text"/> 28 |
| <input type="checkbox"/> (16) _____ Spouse's brothers      | v19a.16 <input type="text"/> <input type="text"/> <input type="text"/> 30 |
| <input type="checkbox"/> (17) _____ Spouse's sisters       | v19a.17 <input type="text"/> <input type="text"/> <input type="text"/> 32 |
| <input type="checkbox"/> (18) _____ Sons of sons           | v19a.18 <input type="text"/> <input type="text"/> <input type="text"/> 34 |
| <input type="checkbox"/> (19) _____ Daughters of sons      | v19a.19 <input type="text"/> <input type="text"/> <input type="text"/> 36 |
| <input type="checkbox"/> (20) _____ Sons of daughters      | v19a.20 <input type="text"/> <input type="text"/> <input type="text"/> 38 |
| <input type="checkbox"/> (21) _____ Daughters of daughters | v19a.21 <input type="text"/> <input type="text"/> <input type="text"/> 40 |
| <input type="checkbox"/> (22) _____ Other relatives        | v19a.22 <input type="text"/> <input type="text"/> <input type="text"/> 42 |
| <input type="checkbox"/> (23) Other (please specify) _____ | v19a.23 <input type="text"/> <input type="text"/> <input type="text"/> 44 |

19b. Including yourself, how many people do you currently live with? \_\_\_\_\_ v19b 45   46

**B、Communication behavior**

20. How often did you chat with others during last year?

Card III 03 7

v20 9

- ☐ (01) Once (or more) every day
- ☐ (02) Two or three times per week
- ☐ (03) Once every week
- ☐ (04) Once or twice per month
- ☐ (05) Once every two to three months
- ☐ (06) Once every half a year
- ☐ (07) Once a year
- ☐ (08) None for last year (skip to Q22)
- ☐ (09) Never (skip to Q22)

21a. Who do you most often chat with?

v21a 10

- ☐ (1) Family and relatives
- ☐ (2) Neighbors
- ☐ (3) Colleagues
- ☐ (4) Friends
- ☐ (5) Other (please specify)\_\_\_\_\_

21b. Where do you most often have a chat?

v21b 11

- ☐ (1) My home
- ☐ (2) Others' home
- ☐ (3) Workplace
- ☐ (4) Public place
- ☐ (5) Other place (please specify)\_\_\_\_\_

22. How often did you have a meeting during last year?

v22 13

- ☐ (01) Once (or more) every day
- ☐ (02) Two or three times per week
- ☐ (03) Once every week
- ☐ (04) Once or twice per month
- ☐ (05) Once every two to three months
- ☐ (06) Once every half a year
- ☐ (07) Once a year
- ☐ (08) None for last year (skip to Q24)
- ☐ (09) Never (skip to Q24)



23a. Who do you most often have a meeting with?

v23a ☐ 14

- ☐ (1) Family and relatives
- ☐ (2) Neighbors
- ☐ (3) Colleagues
- ☐ (4) Friends
- ☐ (5) Other (please specify)\_\_\_\_\_

23b. Where does your meeting take place most often?

v23b ☐ 15

- ☐ (1) My home
- ☐ (2) Others' home
- ☐ (3) Workplace
- ☐ (4) Public place
- ☐ (5) Other place (please specify)\_\_\_\_\_

For those who never or have not participated in the following performances, please skip to Q26

24. In last year, how often did you attend the following concerts or performances?

	1	2	3	4	5	6	7	8	9	
	Once	Two	Once	Once	Once	Once	Once	for last	Never	
	(or	or	every	or	every	every	a	year		
	more)	three	week	twice	two to	half a	year			
	every	times		per	three	year				
	day	per		month	months					
		week								
(1) Pop music concerts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	v24.1 <input type="checkbox"/> 16
(2) Artistic literary performances (e.g. music, dancing, drama, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	v24.2 <input type="checkbox"/> 17
(3) All kinds of singing and dancing shows (e.g. shows at construction sites , talk shows at restaurants, banquet shows, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	v24.3 <input type="checkbox"/> 18
(4) Local folk operas (including those performed at temple fairs, pageants etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	v24.4 <input type="checkbox"/> 19

25a. Who goes to the concert with you most often?

v25a ☐20

- ☐ (1) Family and relatives
- ☐ (2) Neighbors
- ☐ (3) Colleagues
- ☐ (4) Friends
- ☐ (5) Myself (skip to Q26)
- ☐ (6) Other (please specify)\_\_\_\_\_

25b. Who decide to watch a show?

v25b ☐21

- ☐ (1) Mostly decided by myself
- ☐ (2) Mostly decided with others
- ☐ (3) Mostly decided by others
- ☐ (6) Don't know
- ☐ (8) Don't understand the question
- ☐ (9) Don't want to answer

26. How often did you write a letter during last year? (excluding e-mail)

v26 ☐☐23

- ☐ (01) Once (or more) every day
- ☐ (02) Two or three times per week
- ☐ (03) Once every week
- ☐ (04) Once or twice per month
- ☐ (05) Once every two to three months
- ☐ (06) Once every half a year
- ☐ (07) Once a year
- ☐ (08) None for last year (skip to Q28)
- ☐ (09) Never (skip to Q28)

27a. Whom do you most often write to?

v27a ☐24

- ☐ (1) Family and relatives
- ☐ (2) Neighbors
- ☐ (3) Colleagues
- ☐ (4) Friends
- ☐ (5) Other (please specify)\_\_\_\_\_

27b. Where do you most often write your letters?

v27b ☐25

- ☐ (1) My home
- ☐ (2) Others' home
- ☐ (3) Workplace
- ☐ (4) Public place
- ☐ (5) Other place (please specify)\_\_\_\_\_

28a. How often did you make a phone call during last year?

v28a 27

(Those who answered 1, 2, or 3, continue with Q28b)

- ☐ (01) Once (or more) every day
- ☐ (02) Two or three times per week
- ☐ (03) Once every week
- ☐ (04) Once or twice per month
- ☐ (05) Once every two to three months
- ☐ (06) Once every half a year
- ☐ (07) Once a year
- ☐ (08) None for last year (skip to Q30)
- ☐ (09) Never (skip to Q30)

28b. On average, how much time do you spend on calling someone by phone every day?

\_\_\_\_\_ hour(s) \_\_\_\_\_ minutes

v28b.1 28 v28b.2 31

29a. Whom do you most often call?

v29a 32

- ☐ (1) Family and relatives
- ☐ (2) Neighbors
- ☐ (3) Colleagues
- ☐ (4) Friends
- ☐ (5) Others (please specify)\_\_\_\_\_

29b. Where do you most often make a phone call?

v29b 33

- ☐ (1) My home
- ☐ (2) Others' home
- ☐ (3) Workplace
- ☐ (4) Public place
- ☐ (5) Other place (please specify)\_\_\_\_\_

30. How often did you use a fax machine during last year?

v30 ☐ ☐ 35

- ☐ (01) Once (or more) every day
- ☐ (02) Two or three times per week
- ☐ (03) Once every week
- ☐ (04) Once or twice per month
- ☐ (05) Once every two to three months
- ☐ (06) Once every half a year
- ☐ (07) Once a year
- ☐ (08) None for last year (skip to Q32a)
- ☐ (09) Never (skip to Q32a)

31a. Whom do you most often send a fax to?

v31a ☐ 36

- ☐ (1) Family and relatives
- ☐ (2) Neighbors
- ☐ (3) Colleagues
- ☐ (4) Friends
- ☐ (5) Other (please specify)\_\_\_\_\_

31b. Where do you most often send a fax?

v31b ☐ 37

- ☐ (1) My home
- ☐ (2) Others' home
- ☐ (3) Workplace
- ☐ (4) Public place
- ☐ (5) Other place (please specify)\_\_\_\_\_

32a. How often did you read the newspaper during last year?

v32a ☐ ☐ 39

(Those who answered 1, 2, or 3, continue with Q32b)

- ☐ (01) Once (or more) every day
- ☐ (02) Two or three times per week
- ☐ (03) Once every week
- ☐ (04) Once or twice per month
- ☐ (05) Once every two to three months
- ☐ (06) Once every half a year
- ☐ (07) Once a year
- ☐ (08) None for last year (skip to Q37)
- ☐ (09) Never (skip to Q37)

32b. On average, how much time do you spend on reading the newspaper every day?

\_\_\_\_\_ hour(s) \_\_\_\_\_ minutes

v32b.1 40 ☐ ☐ v32b.2 ☐ ☐ 43

33a. Usually how many copies of newspapers do you have at home? (including single purchases, subscriptions / complimentary copies in Chinese or English)

v33a.1 ☐ 44 v33a.2 ☐ 45

☐ (1) Yes, \_\_\_\_\_ copies

☐ (2) None (skip to Q34)

33b. Who decide to subscribe a newspaper?

v33b ☐ 46

☐ (1) Mostly decided by myself

☐ (2) Mostly decided with others

☐ (3) Mostly decided by others

☐ (6) Don't know

☐ (8) Don't understand the question

☐ (9) Don't want to answer

34. What newspapers do you most often read? (please list respondents' top 3

preferences in order) \_\_\_\_\_ v34.1 ☐ ☐ 48 v34.2 ☐ ☐ 50 v34.3 ☐ ☐ 52

35. What topics do you most often read in a newspaper?

v35.1 ☐ ☐ 54 v35.2 ☐ ☐ 56 v35.3 ☐ ☐ 58

☐ (01) Politics

☐ (02) Social issues

☐ (03) Mainland China

☐ (04) Leisure and Entertainment

☐ (05) Sports

☐ (06) Consumers' tips and Financial management

☐ (07) Medicine and Health care

☐ (08) Family life

☐ (09) Travel

☐ (10) Information technology

☐ (11) Local news

☐ (12) Advertisements

☐ (13) Arts and Culture

☐ (14) Literature and Novels

☐ (15) Academic research

- ☐ (16) Religion
- ☐ (17) Divination and Feng-shui
- ☐ (18) Other (Please specify) \_\_\_\_\_

36. Where do you most often read the newspaper?

v36 ☐59

- ☐ (1) My home
- ☐ (2) Others' home
- ☐ (3) Workplace
- ☐ (4) Public place
- ☐ (5) Other place (Please specify) \_\_\_\_\_

37. How often did you read magazines during last year?

v37 ☐☐61

- ☐ (01) Once (or more) every day
- ☐ (02) Two or three times per week
- ☐ (03) Once every week
- ☐ (04) Once or twice per month
- ☐ (05) Once every two to three months
- ☐ (06) Once every half a year
- ☐ (07) Once a year
- ☐ (08) None for last year (skip to Q42)
- ☐ (09) Never (skip to Q42)

38a. Usually, how many magazines are there in your home?

(including single purchases, subscriptions / complimentary copies, in Chinese or English)

- ☐ (1) Yes, \_\_\_\_\_
- ☐ (2) None (skip to Q42)

v38a.1 ☐62 v38a.2 ☐63

38b. Who decide to subscribe a magazine?

v38b ☐64

- ☐ (1) Mostly decided by myself
- ☐ (2) Mostly decided with others
- ☐ (3) Mostly decided by others
- ☐ (6) Don't know
- ☐ (8) Don't understand the question
- ☐ (9) Don't want to answer

39. What magazines do you most often read? (please list respondents' top 3 preferences in order) \_\_\_\_\_

40. What topics do you most often read in a magazine? (please list respondents' top 3 preferences in order) v40.1 ☐☐66 v40.2 ☐☐68 v40.3 ☐☐70

- ☐ (01) Politics
- ☐ (02) Social issues
- ☐ (03) Mainland China
- ☐ (04) Leisure and entertainment
- ☐ (05) Sports
- ☐ (06) Consumers' tips and financial management
- ☐ (07) Hygiene and health
- ☐ (08) Family life
- ☐ (09) Travel
- ☐ (10) Information and technology
- ☐ (11) Local news
- ☐ (12) Advertisements
- ☐ (13) Arts and culture
- ☐ (14) Literature and novels
- ☐ (15) Academic research
- ☐ (16) Religion
- ☐ (17) Divination and feng-shui
- ☐ (18) Other (please specify)\_\_\_\_\_

41. Where do you most often read magazines?

v41 ☐71

- ☐ (1) My home
- ☐ (2) Other people's home
- ☐ (3) My workplace
- ☐ (4) Public place
- ☐ (5) Other place (please specify)\_\_\_\_\_

42. How often did you read books during last year?

Card IV ☐04 7

v42 ☐☐9

- ☐ (01) Once (or more) every day
- ☐ (02) Two or three times per week
- ☐ (03) Once every week
- ☐ (04) Once or twice per month
- ☐ (05) Once every two to three months
- ☐ (06) Once every half a year
- ☐ (07) Once a year
- ☐ (08) None for last year (skip to Q45a)
- ☐ (09) Never (skip to Q45a)



43. What topics do you most often read in a book? (please list respondents' top 3 preferences in order) v43.1 ☐☐11 v43.2 ☐☐13 v43.3 ☐☐15

- ☐ (01) Politics
- ☐ (02) Social issues
- ☐ (03) Mainland China
- ☐ (04) Leisure and entertainment
- ☐ (05) Sports
- ☐ (06) Consumers' tips and financial management
- ☐ (07) Hygiene and health
- ☐ (08) Family life
- ☐ (09) Travel
- ☐ (10) Information and technology
- ☐ (11) Local news
- ☐ (12) Advertisements
- ☐ (13) Arts and culture
- ☐ (14) Literature and novels
- ☐ (15) Academic research
- ☐ (16) Religion
- ☐ (17) Divination and feng-shui
- ☐ (18) Other (please specify)\_\_\_\_\_

44. On average, how many books did you buy every month during last year? v44 ☐16

- ☐ (1) 0
- ☐ (2) 1
- ☐ (3) 2-3
- ☐ (4) 4-10
- ☐ (5) 11 or more

45a. How often did you listen to the radio during last year? (Those who answered 1, 2, or 3, continue with Q45b) v45a ☐☐18

- ☐ (01) Once (or more) every day
- ☐ (02) Two or three times per week
- ☐ (03) Once every week
- ☐ (04) Once or twice per month
- ☐ (05) Once every two to three months
- ☐ (06) Once every half a year
- ☐ (07) Once a year

☐ (08) None for last year (skip to Q50a)

☐ (09) Never (skip to Q50a)

45b. On average, how much time do you spend on listening to the radio every day?

\_\_\_\_\_ hour(s) \_\_\_\_\_ minutes

v45b.1 19 ☐ ☐ v45b.2 ☐ ☐ 22

46. Do you have a radio at home? (including a walkman and a car radio) v46.1 ☐ 23 v46.2 ☐ 24

☐ (1) Yes, how many do you have? \_\_\_\_\_

☐ (2) None

47. What radio stations do you most often listen to? (please list respondents' top 3 preferences in order) \_\_\_\_\_ v47.1 ☐ ☐ 26 v47.2 ☐ ☐ 28 v47.3 ☐ ☐ 30

48. What kind of radio programs do you most often listen to? (please list respondents' top 3 preferences in order) v48.1 ☐ ☐ 32 v48.2 ☐ ☐ 34 v48.3 ☐ ☐ 36

☐ (01) News and weather forecast

☐ (02) Education programs

☐ (03) Medicine and health care

☐ (04) Legislative programs

☐ (05) Traffic and transportation

☐ (06) Variety shows

☐ (07) Light music

☐ (08) Classical music

☐ (09) Sports

☐ (10) Radio plays

☐ (11) Traditional folk arts (e.g. Story-telling, crosstalk, Taiwanese opera or other local operas etc.)

☐ (12) Other arts programs (e.g. traditional Chinese operas, traditional Chinese music etc. )

☐ (13) Talk shows

☐ (14) Other (please specify) \_\_\_\_\_

49a. Who listen to the radio with you most often?

v49a ☐ 37

☐ (1) Family and relatives

☐ (2) Neighbors

☐ (3) Colleagues

☐ (4) Friends

☐ (5) All by myself

☐ (6) Other (please specify) \_\_\_\_\_

49b. Where do you listen to the radio most often?

v49b ☐☐38

- ☐ (1) My home
- ☐ (2) Others' home
- ☐ (3) Workplace
- ☐ (4) Public place
- ☐ (5) In the car
- ☐ (6) Other place (please specify)\_\_\_\_\_

50a. How often did you watch TV during last year? (Those who answered 1, 2, or 3, continue with Q50b)

v50a ☐☐40

- ☐ (01) Once (or more) every day
- ☐ (02) Two or three times per week
- ☐ (03) Once every week
- ☐ (04) Once or twice per month
- ☐ (05) Once every two to three months
- ☐ (06) Once every half a year
- ☐ (07) Once a year
- ☐ (08) None for last year (skip to Q56)
- ☐ (09) Never (skip to Q56)

50b. On average, how much time do you spend on watching TV every day?

\_\_\_\_\_ hour(s) \_\_\_\_\_ minute(s)

v50b.1 41☐☐ v50b.2 ☐☐44

51a. Do you have TV at home?

v51a.1 ☐45 v51a.2 ☐46

- ☐ (1) Yes, how many do you have?\_\_\_\_\_
- ☐ (2) None (skip to Q53)

51b. Who decide what TV programs to watch at home?

v51b ☐47

- ☐ (1) Mostly decided by myself
- ☐ (2) Mostly decided with others
- ☐ (3) Mostly decided by others
- ☐ (6) Don't know
- ☐ (8) Don't understand the question
- ☐ (9) Don't want to answer

52a. Do you have the cable TV service at home?

v52a ☐48

☐ (1) Yes

☐ (2) No (skip to Q53)

52b. Who decide to have the cable TV service at home?

v52b ☐49

☐ (1) Mostly decided by myself

☐ (2) Mostly decided with others

☐ (3) Mostly decided by others

☐ (6) Don't know

☐ (8) Don't understand the question

☐ (9) Don't want to answer

53. What TV channels do you most often watch? (please list respondents' top 3 preferences in order) \_\_\_\_\_ v53.1 ☐☐51 v53.2 ☐☐53 v53.3 ☐☐55

54. What TV programs do you most frequently watch? (please list respondents' top 3 preferences in order) \_\_\_\_\_ v54.1 ☐☐57 v54.2 ☐☐59 v54.3 ☐☐61

☐ (01) News and Weather forecast

☐ (02) Consumers' tips and Financial management

☐ (03) Hygiene and Health care

☐ (04) Education programs

☐ (05) TV series/operas (single-episodes or series)

☐ (06) Sports

☐ (07) Variety shows (pop music and MTV)

☐ (08) Competition (racing) programs or quiz

☐ (09) Classical music and Dancing

☐ (10) Folk arts (e.g. Taiwanese opera, Taiwanese puppet shows etc)

☐ (11) Other arts programs (e.g. traditional Chinese operas, traditional Chinese music etc)

☐ (12) Talk shows

☐ (13) Family life

☐ (14) Sightseeing and Travel

☐ (15) Information and Technology

☐ (16) Other (Please specify) \_\_\_\_\_

55a. Who watches TV with you most often?

v55a ☐62

- ☐ (1) Family and relatives
- ☐ (2) Neighbors
- ☐ (3) Colleagues
- ☐ (4) Friends
- ☐ (5) All by myself
- ☐ (6) Others (please specify)\_\_\_\_\_

55b. Where do you watch TV most often?

v55b ☐63

- ☐ (1) My home
- ☐ (2) Others' home
- ☐ (3) Workplace
- ☐ (4) Public place
- ☐ (5) Other place (please specify)\_\_\_\_\_

56. How often did you go to see a movie during last year?

Card V ☐057

v56 ☐☐9

- ☐ (01) Once (or more) every day
- ☐ (02) Two or three times per week
- ☐ (03) Once every week
- ☐ (04) Once or twice per month
- ☐ (05) Once every two to three months
- ☐ (06) Once every half a year
- ☐ (07) Once a year
- ☐ (08) None for last year (skip to Q59)
- ☐ (09) Never (skip to Q59)

57. What kind of movies do you usually watch? (please list respondents' top 3 preferences in order)

v57.1 ☐☐11 v57.2 ☐☐13 v57.3 ☐☐15

- ☐ (01) Romance
- ☐ (02) Science fiction
- ☐ (03) Horror
- ☐ (04) Social issues
- ☐ (05) Action
- ☐ (06) Pornography
- ☐ (07) Comedies
- ☐ (08) War

- ☐ (09) Sports
- ☐ (10) Musicals
- ☐ (11) Westerns
- ☐ (12) Religion
- ☐ (13) Cartoons
- ☐ (14) Kung fu
- ☐ (15) Calamities
- ☐ (16) Crime and detective
- ☐ (17) Other (please specify)\_\_\_\_\_

58a. Who watches movies with you most often?

v58a ☐16

- ☐ (1) Family and relatives
- ☐ (2) Neighbors
- ☐ (3) Colleagues
- ☐ (4) Friends
- ☐ (5) All by myself (skip to Q59)
- ☐ (6) Other (please specify)\_\_\_\_\_

58b. Who decide to watch a movie?

v58b ☐17

- ☐ (1) Mostly decided by myself
- ☐ (2) Mostly decided with others
- ☐ (3) Mostly decided by others
- ☐ (6) Don't know
- ☐ (8) Don't understand the question
- ☐ (9) Don't want to answer

59a. How often did you watch the video or VCD during last year? (those who answer option 1, 2 or 3, continue with Q59b)

v59a ☐☐19

- ☐ (01) Once (or more) every day
- ☐ (02) Two or three times per week
- ☐ (03) Once every week
- ☐ (04) Once or twice per month
- ☐ (05) Once every two to three months
- ☐ (06) Once every half a year
- ☐ (07) Once a year
- ☐ (08) None for last year (skip to Q63a)
- ☐ (09) Never (skip to Q63a)

59b. On average, how much time do you spend on watching videos or VCDs every day?

\_\_\_\_\_ hour(s) \_\_\_\_\_ minutes

v59b.1 20 ☐ ☐ b59b.2 ☐ ☐ 23

60a. Do you have a video or VCD player at home?

v60a.1 ☐ 24 v60a.2 ☐ 25

☐ (1) Yes, how many do you have? \_\_\_\_\_

☐ (2) None (skip to Q61)

60b. Who decide to watch videos or VCDs at home?

v60b ☐ 26

☐ (1) Mostly decided by myself

☐ (2) Mostly decided with others

☐ (3) Mostly decided by others

☐ (6) Don't know

☐ (8) Don't understand the question

☐ (9) Don't want to answer

61. What kinds of programs do you most watch on videos or VCDs? (please list respondents' top 3 preferences in order)

v61.1 ☐ ☐ 28 v61.2 ☐ ☐ 30 v61.3 ☐ ☐ 32

☐ (01) Romance

☐ (02) Science fiction

☐ (03) Horror

☐ (04) Social issues

☐ (05) Action

☐ (06) Pornography

☐ (07) Comedies

☐ (08) War films

☐ (09) Sports

☐ (10) Musicals

☐ (11) Westerns

☐ (12) Religion

☐ (13) Cartoons

☐ (14) Kung fu

☐ (15) Calamities

☐ (16) Education

- ☐ (17) Cabaret
- ☐ (18) Crime and detective
- ☐ (19) Other (please specify)\_\_\_\_\_

62a. Who watches the videos or VCDs with you most often?

v62a ☐☐33

- ☐ (1) Family and relatives
- ☐ (2) Neighbors
- ☐ (3) Colleagues
- ☐ (4) Friends
- ☐ (5) All by myself (skip to Q59)
- ☐ (6) Other (please specify)\_\_\_\_\_

62b. Where do you most often watch videos or VCDs?

v62b ☐☐34

- ☐ (1) My home
- ☐ (2) Others' home
- ☐ (3) Workplace
- ☐ (4) Public place
- ☐ (5) Other place (please specify)\_\_\_\_\_

63a. How often did you sing in a KTV or a Karaoke at home during last year? (For those who  
answer options 1, 2 or 3 continue with Q63b)

v63a ☐☐36

- ☐ (01) Once (or more) every day
- ☐ (02) Two or three times per week
- ☐ (03) Once every week
- ☐ (04) Once or twice per month
- ☐ (05) Once every two to three months
- ☐ (06) Once every half a year
- ☐ (07) Once a year
- ☐ (08) None for last year (skip to Q66a)
- ☐ (09) Never (skip to Q66a)

63b. On average, how much time do you spend on singing in a KTV or a Karaoke every day?

\_\_\_\_\_ hour(s) \_\_\_\_\_ minute(s)

v63b.1 37☐☐ v63b.2 ☐☐40

64a. Do you have a Karaoke at home?

v64a.1 ☐☐41 v64a.2 ☐☐42

- ☐ (1) Yes, how many do you have?\_\_\_\_\_
- ☐ (2) None



64b. Who decide to sing in a KTV or a Karaoke?

v64b ☐43

- ☐ (1) Mostly decided by myself
- ☐ (2) Mostly decided with others
- ☐ (3) Mostly decided by others
- ☐ (6) Don't know
- ☐ (8) Don't understand the question
- ☐ (9) Don't want to answer

65a. Who sings in a KTV or a Karaoke with you most often?

v65a ☐44

- ☐ (1) Family and relatives
- ☐ (2) Neighbors
- ☐ (3) Colleagues
- ☐ (4) Friends
- ☐ (5) All by myself
- ☐ (6) Other (please specify)\_\_\_\_\_

65b. Where do you sing in a KTV or sing along with a Karaoke most often? v65b ☐45

- ☐ (1) My home
- ☐ (2) Other's home
- ☐ (3) Workplace
- ☐ (4) Public place
- ☐ (5) Other place (please specify)\_\_\_\_\_

66a. How often did you use the internet during last year? (For those who answer options 1, 2 or 3  
continue with Q66b)

Card VI ☐06 ☐7 v66a ☐☐9

- ☐ (01) Once (or more) every day
- ☐ (02) Two or three times per week
- ☐ (03) Once every week
- ☐ (04) Once or twice per month
- ☐ (05) Once every two to three months
- ☐ (06) Once every half a year
- ☐ (07) Once a year
- ☐ (08) None for last year (skip to Q73)
- ☐ (09) Never (skip to Q73)

66b. On average, how much time do you spend on the internet every day?

\_\_\_\_\_ hour(s) \_\_\_\_\_ minute(s)

v66b.1 10☐☐ v66b.2 ☐☐13

67. Where do you use the internet most often?

v67 ☐14

- ☐ (1) My home
- ☐ (2) Others' home
- ☐ (3) Workplace
- ☐ (4) Public place
- ☐ (5) Other place (please specify)\_\_\_\_\_

68. Do you have your personal internet access number?

v68.1 ☐15 v68.2 ☐16

- ☐ (1) Yes, how many do you have?\_\_\_\_\_
- ☐ (2) No

69. Usually how do you connect the internet? 《multiple choice》

- ☐ (1) Dial-up connections v69.1 ☐17
- ☐ (2) High-speed networks (e.g. ADSL) v69.2 ☐18
- ☐ (3) Other (please specify)\_\_\_\_\_ v69.3 ☐19

70. Which company provides you with the dial-up connection? 《multiple choice》

- ☐ (1) TANet v70.1 ☐20
- ☐ (2) SeedNet v70.2 ☐21
- ☐ (3) Hinet v70.3 ☐22
- ☐ (4) Other ISP, please specify \_\_\_\_\_ v70.4 ☐23

71. Have you ever used any of the following services on the internet?

《multiple choice》

- ☐ (1) E-mail v71.1 ☐24
- ☐ (2) Mailing lists v71.2 ☐25
- ☐ (3) WWW v71.3 ☐26
- ☐ (4) Newsgroups v71.4 ☐27
- ☐ (5) BBS v71.5 ☐28
- ☐ (6) Gopher v71.6 ☐29
- ☐ (7) FTP v71.7 ☐30
- ☐ (8) Telnet v71.8 ☐31
- ☐ (9) Other (please specify)\_\_\_\_\_ v71.9 ☐32

72. What kind of information on the internet do you most often search for? (please list respondents' top 3 preferences in order)

v72.1 ☐ ☐ 34 v72.2 ☐ ☐ 36

v72.3 ☐ ☐ 38

- ☐ (01) Politics
- ☐ (02) Social issues
- ☐ (03) Mainland China
- ☐ (04) Leisure and Entertainment
- ☐ (05) Sports
- ☐ (06) Consumers' tips and Financial management
- ☐ (07) Hygiene and Health care
- ☐ (08) Family life
- ☐ (09) Travel
- ☐ (10) Information and Technology
- ☐ (11) Local news
- ☐ (12) Advertisements
- ☐ (13) Arts and culture
- ☐ (14) Literature and Novels
- ☐ (15) Academic research
- ☐ (16) Religion
- ☐ (17) Divination and Feng-shui
- ☐ (18) Other (please specify) \_\_\_\_\_

73. Do you own the following at home? 《multiple choice》

- ☐ (1) Telephone , how many lines do you have? \_\_\_\_\_
- ☐ (2) Answering machine
- ☐ (3) Cell phone, how many do you have? \_\_\_\_\_
- ☐ (4) Pager (e.g. BB call etc)
- ☐ (5) Fax machine
- ☐ (6) Family camcorder (e.g. V8, DV etc)
- ☐ (7) Satellite receiver
- ☐ (8) Computer
- ☐ (9) CD-ROM
- ☐ (10) Modem

v73.1 ☐ 39

v73.2 ☐ 40

v73.3 ☐ 41

v73.4 ☐ 42

v73.5 ☐ 43

v73.6 ☐ 44

v73.7 ☐ 45

v73.8 ☐ 46

v73.9 ☐ 47

v73.10 ☐ 48

74a. In the past year, did you express your opinion directly to a newspaper office? v74a ☐49

☐ (1) Yes

☐ (2) No

☐ (6) Don't know

☐ (8) Don't understand the question

☐ (9) Don't want to answer

74b. In the past year, have you published any article in a newspaper? v74b

☐50

☐ (1) Yes

☐ (2) No

☐ (6) Don't know

☐ (8) Don't understand the question

☐ (9) Don't want to answer

75a. In the past year, did you express your opinion directly to a magazine office? v75a ☐51

☐ (1) Yes

☐ (2) No

☐ (6) Don't know

☐ (8) Don't understand the question

☐ (9) Don't want to answer

75b. In the past year, have you published any article in a magazine? v75b ☐52

☐ (1) Yes

☐ (2) No

☐ (6) Don't know

☐ (8) Don't understand the question

☐ (9) Don't want to answer

76a. In the past year, did you express your opinion directly to a radio station? v76a ☐53

☐ (1) Yes

☐ (2) No

☐ (6) Don't know

☐ (8) Don't understand the question

☐ (9) Don't want to answer

76b. In the past year, have you been on any radio program?

v76b ☐54

☐ (1) Yes

☐ (2) No

☐ (6) Don't know

☐ (8) Don't understand the question

☐ (9) Don't want to answer

77a. In the past year, did you express your opinion directly to a (cable)TV station?

v77a ☐55

☐ (1) Yes

☐ (2) No

☐ (6) Don't know

☐ (8) Don't understand the question

☐ (9) Don't want to answer

77b. In the past year, have you been on any (cable) TV program?

v77b ☐56

☐ (1) Yes

☐ (2) No

☐ (6) Don't know

☐ (8) Don't understand the question

☐ (9) Don't want to answer

78. Did you do any of the following yesterday? When did you do so?

(If you have done many things at the same period of time, please write “1” for the primary activity, and “2” & “3” for the secondary activities. )

	01 Chatt- ing	02 Having a meet- ing	03 Watch- ing a per- formance or a show	04 Writ- ing a letter	05 Mak- ing a phone call	06 Read- ing the news- paper	07 Read- ing a maga- zine	08 Listen to the radio	09 Watch- ing TV	10 Watch- ing a movie	11 Watch- ing a video	12 Singing in a KTV or a karaoke	13 Go- ing on line
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Card VII 077

1 2 3

6-7 a.m.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	v78.11 8 <input type="checkbox"/> <input type="checkbox"/>	v78.21 <input type="checkbox"/> <input type="checkbox"/>	v78.31 <input type="checkbox"/> <input type="checkbox"/> 13
7-8 a.m.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	v78.12 14 <input type="checkbox"/> <input type="checkbox"/>	v78.22 <input type="checkbox"/> <input type="checkbox"/>	v78.32 <input type="checkbox"/> <input type="checkbox"/> 19
8-9 a.m.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	v78.13 20 <input type="checkbox"/> <input type="checkbox"/>	v78.23 <input type="checkbox"/> <input type="checkbox"/>	v78.33 <input type="checkbox"/> <input type="checkbox"/> 25
9-10 a.m.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	v78.14 26 <input type="checkbox"/> <input type="checkbox"/>	v78.24 <input type="checkbox"/> <input type="checkbox"/>	v78.34 <input type="checkbox"/> <input type="checkbox"/> 31
10-11 a.m.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	v78.15 32 <input type="checkbox"/> <input type="checkbox"/>	v78.25 <input type="checkbox"/> <input type="checkbox"/>	v78.35 <input type="checkbox"/> <input type="checkbox"/> 37
11-12 a.m.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	v78.16 38 <input type="checkbox"/> <input type="checkbox"/>	v78.26 <input type="checkbox"/> <input type="checkbox"/>	v78.36 <input type="checkbox"/> <input type="checkbox"/> 43
12-1 p.m.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	v78.17 44 <input type="checkbox"/> <input type="checkbox"/>	v78.27 <input type="checkbox"/> <input type="checkbox"/>	v78.37 <input type="checkbox"/> <input type="checkbox"/> 49
1-2 p.m.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	v78.18 50 <input type="checkbox"/> <input type="checkbox"/>	v78.28 <input type="checkbox"/> <input type="checkbox"/>	v78.38 <input type="checkbox"/> <input type="checkbox"/> 55
2-3 p.m.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	v78.19 56 <input type="checkbox"/> <input type="checkbox"/>	v78.29 <input type="checkbox"/> <input type="checkbox"/>	

3-4 p.m.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	v78.39 <input type="checkbox"/> <input type="checkbox"/> 61 v78.110 <input type="checkbox"/> 62 <input type="checkbox"/> <input type="checkbox"/> v78.210 <input type="checkbox"/> <input type="checkbox"/> v78.310 <input type="checkbox"/> <input type="checkbox"/> 67
4-5 p.m.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	v78.111 <input type="checkbox"/> 68 <input type="checkbox"/> <input type="checkbox"/> v78.211 <input type="checkbox"/> <input type="checkbox"/> v78.311 <input type="checkbox"/> <input type="checkbox"/> 73
5-6 p.m.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	v78.112 <input type="checkbox"/> 74 <input type="checkbox"/> <input type="checkbox"/> v78.212 <input type="checkbox"/> <input type="checkbox"/> v78.312 <input type="checkbox"/> <input type="checkbox"/> 79
6-7 p.m.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Card VIII <input type="checkbox"/> 087 v78.113 <input type="checkbox"/> 8 <input type="checkbox"/> <input type="checkbox"/> v78.213 <input type="checkbox"/> <input type="checkbox"/> v78.313 <input type="checkbox"/> <input type="checkbox"/> 13
7-8 p.m.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	v78.114 <input type="checkbox"/> 14 <input type="checkbox"/> <input type="checkbox"/> v78.214 <input type="checkbox"/> <input type="checkbox"/> v78.314 <input type="checkbox"/> <input type="checkbox"/> 19
8-9 p.m.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	v78.115 <input type="checkbox"/> 20 <input type="checkbox"/> <input type="checkbox"/> v78.215 <input type="checkbox"/> <input type="checkbox"/> v78.315 <input type="checkbox"/> <input type="checkbox"/> 25
9-10 p.m.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	v78.116 <input type="checkbox"/> 26 <input type="checkbox"/> <input type="checkbox"/> v78.216 <input type="checkbox"/> <input type="checkbox"/> v78.316 <input type="checkbox"/> <input type="checkbox"/> 31
10-11 p.m.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	v78.117 <input type="checkbox"/> 32 <input type="checkbox"/> <input type="checkbox"/> v78.217 <input type="checkbox"/> <input type="checkbox"/> v78.317 <input type="checkbox"/> <input type="checkbox"/> 37
11-12 p.m.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	v78.118 <input type="checkbox"/> 38 <input type="checkbox"/> <input type="checkbox"/> v78.218 <input type="checkbox"/> <input type="checkbox"/> v78.318 <input type="checkbox"/> <input type="checkbox"/> 43
12-1 a.m.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	v78.119 <input type="checkbox"/> 44 <input type="checkbox"/> <input type="checkbox"/> v78.219 <input type="checkbox"/> <input type="checkbox"/> v78.319 <input type="checkbox"/> <input type="checkbox"/> 49
1-2 a.m.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	v78.120 <input type="checkbox"/> 50 <input type="checkbox"/> <input type="checkbox"/> v78.220 <input type="checkbox"/> <input type="checkbox"/> v78.320 <input type="checkbox"/> <input type="checkbox"/> 55
2-3 a.m.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	v78.121 <input type="checkbox"/> 56 <input type="checkbox"/> <input type="checkbox"/> v78.221 <input type="checkbox"/> <input type="checkbox"/>

3-4 a.m.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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v78.321 ☐☐61

v78.122 62 ☐☐

v78.222 ☐☐

v78.322 ☐☐67

4-5 a.m.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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v78.123 68 ☐☐

v78.223 ☐☐

v78.323 ☐☐73

5-6 a.m.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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v78.124 74 ☐☐

v78.224 ☐☐

v78.324 ☐☐79



This section should be preceded by the interviewer only. Respondents are not allowed to fill in this section by themselves.

79. What is the main reason for you to do the following activities?

	1	2	3	4	5	9	Card
	To enjoy and kill time	To acquire knowledge	To share both joy and happiness with others	To exchange informa- tion with others	To strengthen your relationships with others	Other	IX 09 7
(1) Chatting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	V79.1 <input type="checkbox"/> 8
(2) Having a meeting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	V79.2 <input type="checkbox"/> 9
(3) Watching a show	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	V79.3 <input type="checkbox"/> 10
(4) Writing a letter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	V79.4 <input type="checkbox"/> 11
(5) Making a phone call	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	V79.5 <input type="checkbox"/> 12
(6) Reading the newspaper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	V79.6 <input type="checkbox"/> 13
(7) Reading a magazine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	V79.7 <input type="checkbox"/> 14
(8) Listening to the radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	V79.8 <input type="checkbox"/> 15
(9) Watching (cable)TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	V79.9 <input type="checkbox"/> 16
(10) Watching a movie	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	V79.10 <input type="checkbox"/> 17
(11) Watching a video or VCD	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	V79.11 <input type="checkbox"/> 18
(12) Singing in a KTV or Karaoke	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	V79.12 <input type="checkbox"/> 19
(13) Spending time on the internet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	V79.13 <input type="checkbox"/> 20

80a. Do you worried about the marriage and family problems happened in our society during last year? v80a ☐21

- ☐ (1) Yes, very
- ☐ (2) Yes
- ☐ (3) No
- ☐ (4) No, not at all
- ☐ (6) Don't know
- ☐ (8) Don't understand the question
- ☐ (9) Don't want to answer

80b. Do you think the divorce cases on TV series are more serious than in the real world during last year? v80b ☐22

- ☐ (1) Yes, it is
- ☐ (2) No, it's about the same
- ☐ (3) No, it's more serious in real life
- ☐ (6) Don't know
- ☐ (8) Don't understand the question
- ☐ (9) Don't want to answer

80c. Did you gain the divorce experiences directly (from yourself) or indirectly (from relatives or friends) ? v80c ☐23

- ☐ (1) Directly
- ☐ (2) Indirectly
- ☐ (3) Both
- ☐ (4) None
- ☐ (6) Don't know
- ☐ (8) Don't understand the question
- ☐ (9) Don't want to answer

81a. Do you worried about the economic problems happened in our society during last year? v81a ☐24

- ☐ (1) Yes, very
- ☐ (2) Yes
- ☐ (3) No
- ☐ (4) No, not at all
- ☐ (6) Don't know
- ☐ (8) Don't understand the question
- ☐ (9) Don't want to answer

81b. Do you think the exodus of industry on TV news is more serious  
than in real world during last year?

v81b ☐25

- ☐ (1) Yes, it is
- ☐ (2) No, it's about the same
- ☐ (3) No, it's more serious in real world
- ☐ (6) Don't know
- ☐ (8) Don't understand the question
- ☐ (9) Don't want to answer

81c. Did you gain the experiences of the exodus of industry directly (from yourself) or  
indirectly (from relatives or friends) ?

v81c ☐26

- ☐ (1) Directly
- ☐ (2) Indirectly
- ☐ (3) Both
- ☐ (4) None
- ☐ (6) Don't know
- ☐ (8) Don't understand the question
- ☐ (9) Don't want to answer

82a. Do you worried about the security problems happened in our society during last year?

v82a ☐27

- ☐ (1) Yes, very
- ☐ (2) Yes
- ☐ (3) No
- ☐ (4) No, not at all
- ☐ (6) Don't know
- ☐ (8) Don't understand the question
- ☐ (9) Don't want to answer

82b. Do you think the violent crime on TV news is more serious than in real life during last  
year?

v82b ☐28

- ☐ (1) Yes, it is
- ☐ (2) No, it's about the same
- ☐ (3) No, it's more serious in real world
- ☐ (6) Don't know
- ☐ (8) Don't understand the question
- ☐ (9) Don't want to answer

82c. Did you gain the experiences of violent crimes directly (from yourself) or indirectly (from relatives or friends)?

a. Being stolen

v82c.a ☐29

- ☐ (1) Directly
- ☐ (2) Indirectly (continue with Qa.1)
- ☐ (3) Both (continue with Qa.1)
- ☐ (4) None
- ☐ (6) Don't know
- ☐ (8) Don't understand the question
- ☐ (9) Don't want to answer

a.1 How is he/she related to you? 《multiple choice》

- ☐ (1) Spouse, parents or children
- ☐ (2) Relatives
- ☐ (3) Friends
- ☐ (4) Other

v82c.a11 ☐30

v82c.a12 ☐31

v82c.a13 ☐32

v82c.a14 ☐33

b. Being robbed

v82c.b ☐34

- ☐ (1) Directly
- ☐ (2) Indirectly (continue with Qb.1)
- ☐ (3) Both (continue with Qb.1)
- ☐ (4) None
- ☐ (6) Don't know
- ☐ (8) Don't understand the question
- ☐ (9) Don't want to answer

b.1 How is he/she related to you? 《multiple choice》

- ☐ (1) Spouse, parents or children
- ☐ (2) Relatives
- ☐ (3) Friends
- ☐ (4) Other

v82c.b11 ☐35

v82c.b12 ☐36

v82c.b13 ☐37

v82c.b14 ☐38

c. Being threatened

v82c.c ☐39

- ☐ (1) Directly
- ☐ (2) Indirectly(continue with Qc.1)
- ☐ (3) Both (continue with Qc.1)
- ☐ (4) None
- ☐ (6) Don't know

☐ (8) Don't understand the question

☐ (9) Don't want to answer

c.1 How is he/she related to you? 《multiple choice》

☐ (1) Spouse, parents or children

v82c.c11 ☐40

☐ (2) Relatives

v82c.c12 ☐41

☐ (3) Friends

v82c.c13 ☐42

☐ (4) Other

v82c.c14 ☐43

d. Being beaten up

v82c.d ☐44

☐ (1) Directly

☐ (2) Indirectly(continue with Qd.1)

☐ (3) Both (continue with Qd.1)

☐ (4) None

☐ (6) Don't know

☐ (8) Don't understand the question

☐ (9) Don't want to answer

d.1 How is he/she related to you? 《multiple choice》

☐ (1) Spouse, parents or children

v82c.d11 ☐45

☐ (2) Relatives

v82c.d12 ☐46

☐ (3) Friends

v82c.d13 ☐47

☐ (4) Other

v82c.d14 ☐48

e. Being wounded

v82c.e ☐49

☐ (1) Directly

☐ (2) Indirectly (continue with Qe.1)

☐ (3) Both (continue with Qe.1)

☐ (4) None

☐ (6) Don't know

☐ (8) Don't understand the question

☐ (9) Don't want to answer

e.1 How is he/she related to you? 《multiple choice》

☐ (1) Spouse, parents or children

v82c.e11 ☐50

☐ (2) Relatives

v82c.e12 ☐51

☐ (3) Friends

v82c.e13 ☐52

☐ (4) Other

v82c.e14 ☐53

f. Other experience of violent crime (Please specify\_\_\_\_\_)

v82c.f  54

- ☐ (1) Directly
- ☐ (2) Indirectly (continue with Qf.1)
- ☐ (3) Both (continue with Qf.1)
- ☐ (4) None
- ☐ (6) Don't know
- ☐ (8) Don't understand the question
- ☐ (9) Don't want to answer

f.1 How is he/she related to you? 《multiple choice》

- ☐ (1) Spouse, parents or children
- ☐ (2) Relatives
- ☐ (3) Friends
- ☐ (4) Other

v82c.f11  55

v82c.f12  56

v82c.f13  57

v82c.f14  58

83. To what extent do you agree with each of the following statements about advertisements?

	1	2	3	4	6	8	9	Card
	Strongly	Agree	Disagree	Strongly	Don't	Don't	Don't	X
	agree			disagree	know	under-	want	<span style="border: 1px solid black; padding: 0 2px;">10</span> 7
						stand	to	
						the	answer	
						question		

(1) In general,

advertisements promote  
competition of commodities  
that benefits consumers at  
the same time

☐
☐
☐
☐
☐
☐
☐

v83.1  
 8

(2) Advertisements are  
important

☐
☐
☐
☐
☐
☐
☐

v83.2  
 9

(3) Advertisements made  
people buy what they do not  
need

☐
☐
☐
☐
☐
☐
☐

v83.3  
 10

(4) Advertisements stir up  
people's emotion, not their  
rationality

☐
☐
☐
☐
☐
☐
☐

v83.4  
 11

(5) Advertisements add to  
the cost of commodities,  
which will be paid for by

☐
☐
☐
☐
☐
☐
☐

v83.5  
 12

consumers consequently.

(6) Advertisements can uplift the quality of commodities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	v83.6 <input type="checkbox"/> 13
(7) In our society, advertisements result in the mass production of commodities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	v83.7 <input type="checkbox"/> 14
(8) Most advertisements are true	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	v83.8 <input type="checkbox"/> 15
(9) Advertisements do not provide sufficient product information with us	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	v83.9 <input type="checkbox"/> 16
(10) Generally speaking, advertisements make commodities cheaper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	v83.10 <input type="checkbox"/> 17
(11) Advertisements promote the desire for material goods in society	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	v83.11 <input type="checkbox"/> 18
(12) Generally speaking, advertisements present a real picture of the commodities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	v83.12 <input type="checkbox"/> 19
(13) Generally speaking, advertisements create unnecessary needs and thus a waste of natural resources	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	v83.13 <input type="checkbox"/> 20
(14) In our society, advertisements promote some bad values	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	v83.14 <input type="checkbox"/> 21
(15) Advertisements help uplift our standard of living	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	v83.15 <input type="checkbox"/> 22
(16) Most advertisements have underestimated the savvy consumers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	v83.16 <input type="checkbox"/> 23
(17) Advertisements often convince us to buy what we should not buy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	v83.17 <input type="checkbox"/> 24

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□25

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□26

1	2	3	4	6	8	9
Strongly agree	Agree	Disagree	Strongly disagree	Don't know	Don't understand the question	Don't want to answer

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□27

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□28

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□ 29

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□30

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□31

□32

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v84.7



reported so completely that  
we can get the full picture  
of everything

☐33

(8) News coverage on TV is  
usually reported objectively

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

v84.8

☐34

(9) News coverage on TV is  
usually accurate

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

v84.9

☐35

(10) News coverage on TV  
is usually trustworthy

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

v84.10

☐36

85. If you can only choose one from the following options to get a full picture of national and international news, which one will you choose? v85 ☐37

- ☐ (1) Newspapers
- ☐ (2) Magazines
- ☐ (3) Radio
- ☐ (4) Television
- ☐ (6) Don't know
- ☐ (8) Don't understand the question
- ☐ (9) Don't want to answer

86. If you found out the same event is reported differently by the media, which one of the media coverage will you trust? v86 ☐38

- ☐ (1) Newspapers
- ☐ (2) Magazines
- ☐ (3) Radio
- ☐ (4) Television
- ☐ (6) Don't know
- ☐ (8) Don't understand the question
- ☐ (9) Don't want to answer

87. On a scale from 0 to 10, where "0" represents the worst performance, and "10" represents the best performance, how do you rate for the overall performance in news reporting on the following media?

(1) Newspapers \_\_\_\_\_

v87.1 39☐☐☐41

(2) Magazines \_\_\_\_\_

v87.2 42☐☐☐44

(3) Radio broadcast \_\_\_\_\_

v87.3 45☐☐☐47

(4) Television \_\_\_\_\_

v87.4 48☐☐☐50

88. Excluding year-end bonus, roughly what is your monthly income from work?

- ☐ (01) None
- ☐ (02) NT\$10,000 or less
- ☐ (03) NT\$10,001 – NT\$20,000
- ☐ (04) NT\$20,001 – NT\$30,000
- ☐ (05) NT\$30,001 – NT\$40,000
- ☐ (06) NT\$40,001 – NT\$50,000
- ☐ (07) NT\$50,001 – NT\$60,000
- ☐ (08) NT\$60,001 – NT\$70,000
- ☐ (09) NT\$70,001 – NT\$80,000
- ☐ (10) NT\$80,001 – NT\$90,000
- ☐ (11) NT\$90,001 – NT\$100,000
- ☐ (12) NT\$100,001 – NT\$110,000
- ☐ (13) NT\$110,001 – NT\$120,000
- ☐ (14) NT\$120,001 – NT\$130,000
- ☐ (15) NT\$130,001 – NT\$140,000
- ☐ (16) NT\$140,001 – NT\$150,000
- ☐ (17) NT\$150,001 – NT\$160,000
- ☐ (18) NT\$160,001 – NT\$170,000
- ☐ (19) NT\$170,001 – NT\$180,000
- ☐ (20) NT\$180,001 – NT\$190,000
- ☐ (21) NT\$190,001 – NT\$200,000
- ☐ (22) NT\$200,001 – NT\$300,000
- ☐ (23) More than NT\$300,000
- ☐ (96) Don't know
- ☐ (99) Don't want to answer

v88 ☐ ☐ 52

89. Roughly what is your average monthly household income, including income from all resources?

- ☐ (01) No income
- ☐ (02) NT\$10,000 or less
- ☐ (03) NT\$10,001 – NT\$20,000
- ☐ (04) NT\$20,001 – NT\$30,000
- ☐ (05) NT\$30,001 – NT\$40,000
- ☐ (06) NT\$40,001 – NT\$50,000
- ☐ (07) NT\$50,001 – NT\$60,000
- ☐ (08) NT\$60,001 – NT\$70,000
- ☐ (09) NT\$70,001 – NT\$80,000
- ☐ (10) NT\$80,001 – NT\$90,000
- ☐ (11) NT\$90,001 – NT\$100,000
- ☐ (12) NT\$100,001 – NT\$110,000
- ☐ (13) NT\$110,001 – NT\$120,000
- ☐ (14) NT\$120,001 – NT\$130,000
- ☐ (15) NT\$130,001 – NT\$140,000
- ☐ (16) NT\$140,001 – NT\$150,000
- ☐ (17) NT\$150,001 – NT\$160,000
- ☐ (18) NT\$160,001 – NT\$170,000
- ☐ (19) NT\$170,001 – NT\$180,000
- ☐ (20) NT\$180,001 – NT\$190,000
- ☐ (21) NT\$190,001 – NT\$200,000
- ☐ (22) NT\$200,001 – NT\$300,000
- ☐ (23) More than NT\$300,000
- ☐ (96) Don't know
- ☐ (99) Don't want to answer

v89 ☐ ☐ 54

The respondent's phone number: \_\_\_\_\_

**This is the end of interview. Thank you very much for your time and cooperation!**