Political Communication Cultures in Western Europe
Technical Report: Sweden

Nicklas Håkansson
PhD, Halmstad University

Preliminary version 22 Dec. 2008

Financial Support: Vetenskapsrådet (Swedish Research Council) and the European Science Foundation (ESF).

Contents
1 The Research Project in Brief 2
2 Target Groups and Sample 2
3 Survey Institutes 2
4 Way of Approaching Respondents 2
5 Field Period 3
6 Questionnaire 3
7 Modes of Interviews 3
8 Response Rate 3
9 Data Quality 4

Appendix 1 Target groups/sample 5
Appendix 2 Sample sizes + response rates 7
Appendix 3 Codebook 11
1. The Research Project in Brief
The objective of the international study Political Communication Cultures in Western Europe is to analyse the attitudes, norms, and values that drive the relationship between political actors and journalists and thereby detect the underlying patterns of political communication behaviours in Western democracies. Taken together, these orientations can be summarised under the term “Political Communication Culture” of a country.

Nine countries have been under study: Austria, Denmark, Finland, France, Germany, Slovenia, Spain, Sweden and Switzerland. By surveying 300 members of the political and media elite in each country, the study aims to systematically map out the existing types of political communication cultures in Western Europe and detect similarities and differences across countries.

The project is carried out under the auspices of the European Science Foundation EUROCORES ECRP 2006 Programme. The Swedish part of the project is funded by Vetenskapsrådet (Swedish Research Council), and has been carried out at Halmstad University with Dr Nicklas Håkansson as principal investigator. Further information on the project can be found at www.communication-cultures.eu.

2. Target Groups and Sample
Regarding sampling, the aim of the Swedish part of the project has been to survey 300 individuals belonging to the national media and political elite, as well as political spokespersons as a group in between the former. Within the three major elite groups, several subgroups were selected for inclusion in the study, from which individuals were sampled (see details in appendix 1).

3. Survey Institutes
The surveys were done in collaboration with two external partners. Markör AB carried out CATI (computer assisted telephone interviews) during the first field period (see below). Markör AB was chosen among three companies bidding for the offer submitted by Halmstad University. During the second field period the telephone appointments and the interviews were carried out by the project research assistants, Lilli Weber and Jonas Öhlin. This effort was aided with a software application provided by Quicksearch Sweden AB, which also provided all web surveys in the project.

4. Way of Approaching Respondents
The target group members were approached by personal letters. The recipients were asked to participate in a telephone survey, and were informed that Markör AB would contact them in about a week’s time with this request. Markör AB assumed responsibility for further contacts with the selected individuals, including reminding calls/mails, appointments for telephone interviews. All individuals who declined the telephone interview were asked whether they would instead fill in a web survey.
5. Field Period
The first fieldwork took place from early May until mid June 2008. The second group of parliamentary elite (see appendix 1) was approached with a personal letter in early October 2008, and the survey was made between mid October and mid November.

6. Questionnaire
The questionnaire was issued in three versions, as a number of items were specific for each elite group. A pretest with three selected interviewees with experience in journalism and/or politics was carried out. The experiences from the test interviews were discussed with the European research group before finalizing the questionnaire.

Number of questions:
Journalists: 86
Politicians: 81
Spokespersons: 79

The questionnaire (with dual English/Swedish text) is attached as appendix 3.

7. Modes of Interviews
In the introductory letter, respondents were asked to participate in a telephone interview. Respondents declining participation were given the option to fill in an online survey. The final distribution of completed surveys is as follows:

Computer assisted telephone interviews (CATI): 340 (96 percent)
Web surveys: 14 (4 percent)

Duration of interviews (CATI)*:
mean: 24.0 min
minimum: 12.0 min
maximum: 47.5 min
std dev: 6.7

* refers to completed interviews

8. Response Rate
Total sample: 609
Total respondents: 353
Overall response rate: 58 percent

For more details: see appendix 2.
9. **Data Quality**

- no answer + don’t know: 0.5 – 3.0 percent, generally
- drop outs: 7
- open ended questions: 26-79 percent no answer
- two items not used in swe: boostisuespec, reasonsconspec
### Appendix 1 Target groups and samples

#### Table 1a. Political elite actors sampled for the study.

<table>
<thead>
<tr>
<th>POLITICAL ELITE</th>
<th>Description English</th>
<th>Swedish</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Government elite</strong></td>
<td>Cabinet ministers including prime minister</td>
<td>Statsråden inklusive statsministern</td>
</tr>
<tr>
<td></td>
<td>State secretaries</td>
<td>Statsekreterare i departementen</td>
</tr>
<tr>
<td><strong>Parliamentary elite</strong></td>
<td>The Speaker of the parliament</td>
<td>Riksdagens talman</td>
</tr>
<tr>
<td></td>
<td>Vice speakers</td>
<td>Vice talmännen</td>
</tr>
<tr>
<td></td>
<td>Leaders of party parliamentary groups</td>
<td>Partiernas gruppledare</td>
</tr>
<tr>
<td></td>
<td>Chairs + vice chairs of standing committees*</td>
<td>Ordf + vice ordf i riksdagens utskott</td>
</tr>
<tr>
<td></td>
<td>Parliamentarians with particular responsibility for issue areas*</td>
<td>Partiernas talespersoner i specifika sakfrågor</td>
</tr>
<tr>
<td><strong>Party elite</strong></td>
<td>Party leaders/chairpersons + 1-3 deputy leaders</td>
<td>Partiledarna (inkl MP-språkrören) + 1-3 vice ordföranden (motsv)</td>
</tr>
<tr>
<td></td>
<td>Secretaries-general of the parties</td>
<td>Partisekreterarna</td>
</tr>
<tr>
<td></td>
<td>Members of executive committees/presidia of the parties’ executive boards</td>
<td>Medlemmar av partistyrelsernas exekutivkommiteer (motsv)</td>
</tr>
<tr>
<td><strong>Interest group elite</strong></td>
<td>Chair + vice chairs for three major trade unions + major employers’ organisation</td>
<td>Ordföranden + vice ordf för LO, TCO, SACO, Svenskt Näringsliv</td>
</tr>
<tr>
<td></td>
<td>Board members of main union and employers organisations</td>
<td>Styrelseledamöter i LO, TCO, SACO, Svenskt Näringsliv</td>
</tr>
</tbody>
</table>

*interviewed in second field period

#### Table 1b. Spokespersons and think tank members sampled for the study.

<table>
<thead>
<tr>
<th>SPOKESPERSONS/THINK TANKS</th>
<th>Description English</th>
<th>Swedish</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Government spokespersons</strong></td>
<td>Press secretaries of prime minister + other cabinet ministers</td>
<td>Pressekreterare till statsministern + övriga statsråd</td>
</tr>
<tr>
<td></td>
<td>Head of the government information agency</td>
<td>Chef för information Rosenbad</td>
</tr>
<tr>
<td><strong>Parliamentary spokespersons</strong></td>
<td>Press secretaries to the parties’ parliamentary groups</td>
<td>Pressansvariga för partiernas riksdagsgrupper</td>
</tr>
<tr>
<td><strong>Party spokespersons</strong></td>
<td>Press secretaries to the party chairs/executive committees</td>
<td>Pressansvariga hos partiledare/partiledningen</td>
</tr>
<tr>
<td><strong>Interest group spokespersons</strong></td>
<td>Press officers of the leadership and/or head of media relations of the organisation</td>
<td>Pressekreterare till ledningen i organisationerna</td>
</tr>
<tr>
<td><strong>Think tank</strong></td>
<td>Editors, press officers and communication functions</td>
<td>Redaktörer, prestalespersoner samt kommunikationsansvariga</td>
</tr>
</tbody>
</table>
Appendix 1 contd

**Table 1c: Media elite actors sampled for the study**

<table>
<thead>
<tr>
<th>MEDIA ELITE</th>
<th>Description English</th>
<th>Swedish</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspapers</td>
<td>Editors in chief of major newspapers</td>
<td>Chefredaktörer för storstadspress + större regionala tidningar</td>
</tr>
<tr>
<td></td>
<td>Heads of political/current affairs sections of major newspapers</td>
<td>Redaktionsskribenteren samt chefer för politiksektioner (motsv)</td>
</tr>
<tr>
<td></td>
<td>Editors in chief of free newspapers Metro, Punkt.se, City.</td>
<td>Chefredaktörer för gratis tidningarna Metro, Punkt.se samt City.</td>
</tr>
<tr>
<td></td>
<td>Political/current affairs (domestic) reporters + commentators of abovementioned newspapers</td>
<td>Politiska reportrar + kommentatorer (motsv) i ovanstående tidningar</td>
</tr>
<tr>
<td></td>
<td>Editors in chief of additional 25 regional newspapers</td>
<td>Chefredaktörer för 25 landsortstidningar</td>
</tr>
<tr>
<td>Television</td>
<td>Heads of news desks of public service channel SVT 1 (Aktuellt), SVT 2 (Rapport)</td>
<td>Chefer för nyhetsredaktioner i SVT (Aktuellt, Rapport)</td>
</tr>
<tr>
<td></td>
<td>Head of news desk of private channel TV4 (Nyheterna)</td>
<td>Chef för nyhetsredaktion TV 4 (Nyheterna)</td>
</tr>
<tr>
<td></td>
<td>Political/current affairs (domestic) reporters + commentators of abovementioned news outlets</td>
<td>Politik- /samhällsreportrar + kommentatorer (motsv) i ovannämnda nyhetsredaktioner</td>
</tr>
<tr>
<td>Radio</td>
<td>Heads of news desks of public service channel SR (Ekot),</td>
<td>Chef för nyhetsredaktion SR (Ekot)</td>
</tr>
<tr>
<td></td>
<td>Political/current affairs (domestic) reporters + commentators of public service channel SR (Ekot)</td>
<td>Politik- /samhällsreportrar + kommentatorer (motsv), SR/Ekot</td>
</tr>
<tr>
<td></td>
<td>Reporters + commentators of current affairs programmes of public service channel SR</td>
<td>Politik- /samhällsreportrar + kommentatorer (motsv) i samhällsredaktioner SR (Studio Ett, God morgon Världen)</td>
</tr>
<tr>
<td>News agencies</td>
<td>Director of major national news agency (TT)</td>
<td>Chef för nyhetsbyrån TT</td>
</tr>
<tr>
<td></td>
<td>Reporters (domestic politics/current affairs) of major national news agency (TT)</td>
<td>Politik- /samhällsreportrar TT</td>
</tr>
<tr>
<td>Online media</td>
<td>Editor in chief of online news outlet Aftonbladet.se</td>
<td>Chefredaktör för Aftonbladet.se</td>
</tr>
<tr>
<td></td>
<td>Reporters + commentators of current affairs programmes of online news outlet Aftonbladet.se</td>
<td>Politik- /samhällsreportrar, Aftonbladet.se</td>
</tr>
</tbody>
</table>
Appendix 2. Sample sizes and response rates

Table 2 a-b. Sample sizes and response rates for Swedish political elites: politicians and spokespersons.

<table>
<thead>
<tr>
<th>Sweden: POLITICIANS</th>
<th>sample n</th>
<th>share of sample (percent)</th>
<th>responses n</th>
<th>share of responses (percent)</th>
<th>response rate within group (percent)</th>
</tr>
</thead>
<tbody>
<tr>
<td>government elite</td>
<td>58</td>
<td>24.3</td>
<td>13</td>
<td>10.4</td>
<td>22.4</td>
</tr>
<tr>
<td>parliament elite</td>
<td>127</td>
<td>53.4</td>
<td>82</td>
<td>65.6</td>
<td>64.5</td>
</tr>
<tr>
<td>party elite</td>
<td>38</td>
<td>16.0</td>
<td>22</td>
<td>17.6</td>
<td>57.9</td>
</tr>
<tr>
<td>administration</td>
<td>0</td>
<td>0.0</td>
<td>0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>interest groups</td>
<td>15</td>
<td>6.3</td>
<td>8</td>
<td>6.4</td>
<td>53.3</td>
</tr>
<tr>
<td>All</td>
<td>238</td>
<td>100.0</td>
<td>125</td>
<td>100.0</td>
<td>52.5</td>
</tr>
<tr>
<td>shaded = group not included in Swe. sample</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sweden: SPEAKERSPERSONS</th>
<th>sample n</th>
<th>share of sample (percent)</th>
<th>responses n</th>
<th>share of responses (percent)</th>
<th>response rate within group (percent)</th>
</tr>
</thead>
<tbody>
<tr>
<td>spokesperson government</td>
<td>34</td>
<td>34.3</td>
<td>26</td>
<td>38.8</td>
<td>76.5</td>
</tr>
<tr>
<td>spokesperson parliament</td>
<td>6</td>
<td>6.1</td>
<td>4</td>
<td>6.0</td>
<td>66.7</td>
</tr>
<tr>
<td>spokesperson parties</td>
<td>33</td>
<td>33.3</td>
<td>21</td>
<td>31.3</td>
<td>63.6</td>
</tr>
<tr>
<td>spokesperson administration</td>
<td>0</td>
<td>0.0</td>
<td>0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>spokesperson interest groups</td>
<td>8</td>
<td>8.1</td>
<td>6</td>
<td>9.0</td>
<td>75.0</td>
</tr>
<tr>
<td>think tank</td>
<td>18</td>
<td>18.2</td>
<td>10</td>
<td>14.9</td>
<td>55.6</td>
</tr>
<tr>
<td>All</td>
<td>99</td>
<td>100.0</td>
<td>67</td>
<td>100.0</td>
<td>67.7</td>
</tr>
<tr>
<td>shaded = group not included in Swe. sample</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Table 2c. Sample sizes and response rates for Swedish media elites: journalists and editors.

<table>
<thead>
<tr>
<th>MEDIA ELITE</th>
<th>sample n</th>
<th>share of sample (percent)</th>
<th>responses n</th>
<th>share of responses (percent)</th>
<th>response rate within group</th>
</tr>
</thead>
<tbody>
<tr>
<td>press journalists</td>
<td>56</td>
<td>20.6</td>
<td>35</td>
<td>21.7</td>
<td>62.5</td>
</tr>
<tr>
<td>press chief editors</td>
<td>76</td>
<td>27.9</td>
<td>48</td>
<td>29.8</td>
<td>63.2</td>
</tr>
<tr>
<td>television journalists</td>
<td>71</td>
<td>26.1</td>
<td>41</td>
<td>25.5</td>
<td>57.7</td>
</tr>
<tr>
<td>television chief editors</td>
<td>13</td>
<td>4.8</td>
<td>10</td>
<td>6.2</td>
<td>76.9</td>
</tr>
<tr>
<td>radio journalists</td>
<td>33</td>
<td>12.1</td>
<td>17</td>
<td>10.6</td>
<td>51.5</td>
</tr>
<tr>
<td>radio chief editors</td>
<td>9</td>
<td>3.3</td>
<td>7</td>
<td>4.4</td>
<td>77.8</td>
</tr>
<tr>
<td>news agencies journalists</td>
<td>6</td>
<td>2.2</td>
<td>1</td>
<td>0.6</td>
<td>16.7</td>
</tr>
<tr>
<td>news agencies chief editors</td>
<td>3</td>
<td>1.1</td>
<td>0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>online journalists</td>
<td>0</td>
<td>0.0</td>
<td>0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>online chief editors</td>
<td>5</td>
<td>1.8</td>
<td>2</td>
<td>1.2</td>
<td>40.0</td>
</tr>
<tr>
<td><strong>All</strong></td>
<td><strong>272</strong></td>
<td><strong>100.0</strong></td>
<td><strong>161</strong></td>
<td><strong>100.0</strong></td>
<td><strong>59.2</strong></td>
</tr>
<tr>
<td>chief editors</td>
<td>106</td>
<td>39.0</td>
<td>67</td>
<td>41.6</td>
<td>63.2</td>
</tr>
<tr>
<td>journalists</td>
<td>166</td>
<td>61.0</td>
<td>94</td>
<td>58.4</td>
<td>56.6</td>
</tr>
<tr>
<td><strong>272</strong></td>
<td><strong>100.0</strong></td>
<td><strong>161</strong></td>
<td><strong>100.0</strong></td>
<td><strong>59.2</strong></td>
<td></td>
</tr>
<tr>
<td>Press</td>
<td>132</td>
<td>48.6</td>
<td>83</td>
<td>51.8</td>
<td>62.9</td>
</tr>
<tr>
<td>Broadcast media (radio+TV)</td>
<td>126</td>
<td>46.3</td>
<td>75</td>
<td>46.3</td>
<td>59.5</td>
</tr>
<tr>
<td>Other</td>
<td>14</td>
<td>5.1</td>
<td>3</td>
<td>1.9</td>
<td>21.4</td>
</tr>
<tr>
<td><strong>272</strong></td>
<td><strong>100.0</strong></td>
<td><strong>161</strong></td>
<td><strong>100.0</strong></td>
<td><strong>59.2</strong></td>
<td></td>
</tr>
</tbody>
</table>

*shaded= group not included in Swe. sample*
Table 2. Sample sizes and response rates for Swedish political communication elites by professional group and gender.

<table>
<thead>
<tr>
<th>Sweden: ALL PARTICIPANTS</th>
<th>sample</th>
<th>responses</th>
<th>sample</th>
<th>responses</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>n</td>
<td>share of total sample (percent)</td>
<td>n</td>
<td>share of total responses (percent)</td>
</tr>
<tr>
<td>Political decision makers</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- women</td>
<td>105</td>
<td>53</td>
<td></td>
<td>67</td>
</tr>
<tr>
<td>- men</td>
<td>133</td>
<td>72</td>
<td></td>
<td>72</td>
</tr>
<tr>
<td>Spokespersons + think tank</td>
<td>99</td>
<td>16.2</td>
<td>67</td>
<td>18.9</td>
</tr>
<tr>
<td>- women</td>
<td>54</td>
<td>28</td>
<td></td>
<td>39</td>
</tr>
<tr>
<td>- men</td>
<td>45</td>
<td>39</td>
<td></td>
<td>39</td>
</tr>
<tr>
<td>Media elite</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- women</td>
<td>116</td>
<td>68</td>
<td></td>
<td>68</td>
</tr>
<tr>
<td>- men</td>
<td>156</td>
<td>93</td>
<td></td>
<td>93</td>
</tr>
<tr>
<td>All</td>
<td>609</td>
<td>100.0</td>
<td>353</td>
<td>100.0</td>
</tr>
<tr>
<td>Women</td>
<td>275</td>
<td>45.2</td>
<td>149</td>
<td>42.2</td>
</tr>
<tr>
<td>Men</td>
<td>334</td>
<td>54.8</td>
<td>204</td>
<td>57.8</td>
</tr>
<tr>
<td>All</td>
<td>609</td>
<td>100.0</td>
<td>353</td>
<td>100.0</td>
</tr>
</tbody>
</table>
Table 2e. Sample sizes and response rates among political elites by party membership.

<table>
<thead>
<tr>
<th>Party Membership</th>
<th>Total (politicians + spokespersons)</th>
<th>Politicians only</th>
<th>Spokespersons only</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>sample n</td>
<td>share of sample (percent)</td>
<td>responses n</td>
</tr>
<tr>
<td>Left party</td>
<td>28</td>
<td>9.7</td>
<td>23</td>
</tr>
<tr>
<td>Social Democrat</td>
<td>36</td>
<td>12.4</td>
<td>10</td>
</tr>
<tr>
<td>Centre Party</td>
<td>49</td>
<td>16.9</td>
<td>33</td>
</tr>
<tr>
<td>Liberal Party</td>
<td>40</td>
<td>13.8</td>
<td>18</td>
</tr>
<tr>
<td>Conservative Party</td>
<td>69</td>
<td>23.8</td>
<td>33</td>
</tr>
<tr>
<td>Christian Democrat</td>
<td>39</td>
<td>13.4</td>
<td>28</td>
</tr>
<tr>
<td>Green Party</td>
<td>29</td>
<td>10.0</td>
<td>18</td>
</tr>
<tr>
<td>All</td>
<td>290</td>
<td>100.0</td>
<td>163</td>
</tr>
</tbody>
</table>

*only political elite actors with party labels are included in this table. Interest group elites (within the ‘politicians’ group) as well as Think tank members and Interest group spokespersons (within the ‘spokespersons’ group) do not have party labels.
## Appendix 3 Codebook

with survey questions and variables/values in English. (Swedish version in separate questionnaire).

<table>
<thead>
<tr>
<th>Question English</th>
<th>Variable name</th>
<th>Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>[Respondent number]</td>
<td>resnum</td>
<td>Number of respondent</td>
</tr>
<tr>
<td>[Case number]</td>
<td>casenum</td>
<td>Number of respondent within country</td>
</tr>
</tbody>
</table>
| [Country] | country | 1 'Austria'
2 'Denmark'
3 'Finland'
4 'France'
5 'Germany'
6 'Spain'
7 'Sweden'
8 ‘Switzerland’
9 ‘Slovenia’ |
| [Professional group] | group | 1 'politicians'
2 'journalists'
3 'spokespeople’ |
| [Type of elite] | typeelite | 1 'Government elite'
2 'Government spokespeople’
3 'Parliament elite'
31 'high ranking MP'
32 'rank and file MP'
4 'Parliament spokespeople’
5 'Party elite’
6 'Party spokespeople’
7 ‘Administration elite’
8 ‘Administration spokespeople’
9 ‘Intrest groupe elite’
10 ‘Intrest groupe spokespeople’
11 ‘Think tank elite’
12 ‘Think tank spokespeople’
13 ‘Newspaper editorial board’
14 ‘Newspaper Journalist’
15 ‘Magazine Editorial Board’
16 ‘Magazine Journalist’
17 ‘News Agency Editorial Board’
18 ‘News Agency Journalist’
19 ‘Online editorial board’
20 ‘Online journalist’
21 ‘Radio editorial board’
22 ‘Radio journalist’
23 ‘Television editorial board’
24 ‘Television journalist’ |
| Please specify the type of medium you are mainly working for. | medtype | 1 ‘Newspaper’
2 ‘Magazine’
3 ‘Television’
4 ‘Radio’
5 ‘Online’ |
| Type of newspaper | typepress | 1 'yellow press'  
2 'quality press'  
3 'not applicable' |
|-------------------|-----------|-----------------|
| Original or extended sample | sample | 1 'original'  
2 'extended' |
| Mode of interview | interview | 1 'telephone'  
2 'by mail'  
3 'personal interview'  
4 'online' |
| Let’s start with the national quality press. How high would you say is its political influence? | qualitypress | 1 'very low'  
2 'somewhat low'  
3 'neither low nor high'  
4 'somewhat high'  
5 'very high'  
8 'don’t know'  
9 'no answer'  
98 'not applicable'  
99 'other missing value' |
| In your opinion, how influential are tabloids on politics? | tabloids | 1 'very low'  
2 'somewhat low'  
3 'neither low nor high'  
4 'somewhat high'  
5 'very high'  
8 'don’t know'  
9 'no answer'  
98 'not applicable'  
99 'other missing value' |
| How high do you think is the influence of public service television on politics? | publicserv | 1 'very low'  
2 'somewhat low'  
3 'neither low nor high'  
4 'somewhat high'  
5 'very high'  
8 'don’t know'  
9 'no answer'  
98 'not applicable'  
99 'other missing value' |
| And what would you say about commercial television channels? How high is their political influence? | commercial | 1 'very low'  
2 'somewhat low'  
3 'neither low nor high'  
4 'somewhat high'  
5 'very high'  
8 'don’t know'  
9 'no answer'  
98 'not applicable'  
99 'other missing value' |
<table>
<thead>
<tr>
<th>Question</th>
<th>Response Options</th>
</tr>
</thead>
</table>
| How high would you rate the political influence of online media like [country example]? | 1. very low  
2. somewhat low  
3. neither low nor high  
4. somewhat high  
5. very high  
8. don’t know  
9. no answer  
98. not applicable  
99. other missing value |
| Generally speaking, do you think citizens in [country] have trust in the media? | 1. not trust them at all  
2. rather not trust  
3. neither nor  
4. rather trust  
5. trust them completely  
8. don’t know  
9. no answer  
98. not applicable  
99. other missing value |
| When thinking about the media landscape in [country], would you say that individual media reflect particular political positions? | 1. strongly disagree  
2. rather disagree  
3. neither agree nor disagree  
4. rather agree  
5. strongly agree  
8. don’t know  
9. no answer  
98. not applicable  
99. other missing value |
| And would you say that the media landscape leans more toward one side of the political spectrum? | 1. left  
2. 3. 4. 5. 6.  
7. right  
8. don’t know  
9. no answer  
98. not applicable  
99. other missing value |
| How would you say the media in [country] are informing citizens on political matters? | 1. not well at all  
2. rather not well  
3. neither low nor high  
4. rather well  
5. very well  
8. don’t know  
9. no answer  
98. not applicable  
99. other missing value |
| Now I would like to have your opinion on the media’s impact on how well democracy functions in this country. | 1. very negative  
2. somewhat negative  
3. neither low nor high |
<table>
<thead>
<tr>
<th>Question</th>
<th>Code</th>
<th>Options</th>
</tr>
</thead>
</table>
| Do you think the current media coverage rather contributes to an increase or a decrease in political trust? | mediaco | 1. 'clearly a decrease'
2. 'rather a decrease'
3. 'neither low nor high'
4. 'rather an increase'
5. 'clearly an increase'
8 don’t know
9 no answer
98 not applicable
99 other missing value |
| Some people say that too often, journalists give their own opinion about what happens in politics. How strongly do you agree? | opinion | 1. 'strongly disagree'
2. 'rather disagree'
3. 'neither agree nor disagree'
4. 'rather agree'
5. 'strongly agree'
8 don’t know
9 no answer
98 not applicable
99 other missing value |
| Generally speaking, how strong do you think is the impact commercial pressures (like profit orientation) have on media coverage in [country]? | commpress | 1. 'very weak'
2. 'rather weak'
3. 'neither strong nor weak'
4. 'rather strong'
5. 'very strong'
8 don’t know
9 no answer
98 not applicable
99 other missing value |
| And how strong would you say is the impact of political pressures on media coverage in [country]? | politpress | 1. 'very weak'
2. 'rather weak'
3. 'neither strong nor weak'
4. 'rather strong'
5. 'very strong'
8 don’t know
9 no answer
98 not applicable
99 other missing value |
| The existence of privately owned commercial television channels leads to more variety in the range of opinions that are communicated in [country]. | rangeopnns | 1. 'strongly disagree'
2. 'rather disagree'
3. 'neither agree nor disagree'
4. 'rather agree'
5. 'strongly agree'
8 don’t know
9 no answer
98 not applicable |
<table>
<thead>
<tr>
<th>Question</th>
<th>Code</th>
<th>Options</th>
</tr>
</thead>
</table>
| The public in [country] was better informed about politics before private (commercial) television (adapt wording in each country) was introduced. | betterinform | 1 'strongly disagree'
 2 'rather disagree'
 3 'neither agree nor disagree'
 4 'rather agree'
 5 'strongly agree'
 8 don’t know
 9 no answer
 98 not applicable
 99 other missing value |
| The power of the mass media is overrated.                               | poweroverr | 1 'strongly disagree'
 2 'rather disagree'
 3 'neither agree nor disagree'
 4 'rather agree'
 5 'strongly agree'
 8 don’t know
 9 no answer
 98 not applicable
 99 other missing value |
| The media decide which issues are important in politics while politicians have little impact on this matter. | decideissues | 1 'strongly disagree'
 2 'rather disagree'
 3 'neither agree nor disagree'
 4 'rather agree'
 5 'strongly agree'
 8 don’t know
 9 no answer
 98 not applicable
 99 other missing value |
| Mass media make and break politicians.                                  | makeplcns | 1 'strongly disagree'
 2 'rather disagree'
 3 'neither agree nor disagree'
 4 'rather agree'
 5 'strongly agree'
 8 don’t know
 9 no answer
 98 not applicable
 99 other missing value |
| In your opinion, how much influence do opinion polls generally exert on the policy formulation and implementation in [country]? | pollsgen | 1 'very low influence'
 2 'rather low influence'
 3 'neither low nor high'
 4 'rather high influence'
 5 'very high influence'
 8 don’t know
 9 no answer
 98 not applicable
 99 other missing value |
| It is a good thing for a democracy that opinion polls are covered regularly in the media. | pollsdmcrcy | 1 'strongly disagree'
 2 'rather disagree'
 3 'neither agree nor disagree' |
<table>
<thead>
<tr>
<th>Topic</th>
<th>Code</th>
<th>Response Options</th>
</tr>
</thead>
</table>
| Polls misrepresent the population’s true opinions.                   | pollsop| 1. strongly disagree’  
2. rather disagree’  
3. neither agree nor disagree’  
4. rather agree’  
5. strongly agree’  
8 don’t know  
9 no answer  
98 not applicable  
99 other missing value  |
| Politicians cannot succeed in implementing a policy if it is opposed by polls. | pollspolicy | 1. strongly disagree’  
2. rather disagree’  
3. neither agree nor disagree’  
4. rather agree’  
5. strongly agree’  
8 don’t know  
9 no answer  
98 not applicable  
99 other missing value  |
| Politicians lose standing in their own political party when polls assign a poor rating to their performance. | pollssstand | 1. strongly disagree’  
2. rather disagree’  
3. neither agree nor disagree’  
4. rather agree’  
5. strongly agree’  
8 don’t know  
9 no answer  
98 not applicable  
99 other missing value  |
| Journalists are more credible when they refer to opinion polls in their reporting. | pollscr | 1. strongly disagree’  
2. rather disagree’  
3. neither agree nor disagree’  
4. rather agree’  
5. strongly agree’  
8 don’t know  
9 no answer  
98 not applicable  
99 other missing value  |
| Opinion polls have a great influence on voting behaviour.            | pollsvot | 1. strongly disagree’  
2. rather disagree’  
3. neither agree nor disagree’  
4. rather agree’  
5. strongly agree’  
8 don’t know  
9 no answer  
98 not applicable  
99 other missing value  |
<table>
<thead>
<tr>
<th>Question</th>
<th>Response Options</th>
</tr>
</thead>
</table>
| How effective are speeches in parliament?                               | 1. not effective  
2. ‘rather not effective’  
3. neither nor’  
4. ‘rather effective’  
5. ‘very effective’  
8. don’t know  
9. no answer  
98. not applicable  
99. other missing value                                                |
| How effective are appearances in talk shows?                            | 1. not effective  
2. ‘rather not effective’  
3. neither nor’  
4. ‘rather effective’  
5. ‘very effective’  
8. don’t know  
9. no answer  
98. not applicable  
99. other missing value                                                |
| What about the effectiveness of leaking stories to selected journalists? | 1. not effective  
2. ‘rather not effective’  
3. neither nor’  
4. ‘rather effective’  
5. ‘very effective’  
8. don’t know  
9. no answer  
98. not applicable  
99. other missing value                                                |
| How effective is it when politicians gear political issues toward conflict or drama? | 1. not effective  
2. ‘rather not effective’  
3. neither nor’  
4. ‘rather effective’  
5. ‘very effective’  
8. don’t know  
9. no answer  
98. not applicable  
99. other missing value                                                |
| Can you think of other ways you find particularly effective for politicians to get journalists’ attention? | 1. yes’  
2. ‘now’  
8. ‘don’t know’  
9. ‘no answer’  
98. not applicable  
99. other missing value                                                |
| Please specify:                                                         | stratspec                                                                         |
| Or orientations.                                                        | 1. strongly disagree’  
2. ‘rather disagree’  
3. neither agree nor disagree’  
4. ‘rather agree’  
5. ‘strongly agree’  
8. don’t know  |

Please specify:
<table>
<thead>
<tr>
<th>Question</th>
<th>Response Options</th>
</tr>
</thead>
</table>
| In your opinion, how legitimate is it for journalists to publish        | 1. not legitimate’  
| confidential political information without approval?                    | 2. ‘rather not legitimate’  
|                                                                        | 3. ‘neither nor’  
|                                                                        | 4. ‘rather legitimate’  
|                                                                        | 5. ‘legitimate in most cases’  
|                                                                        | 8. don’t know  
|                                                                        | 9. no answer  
|                                                                        | 98. not applicable  
|                                                                        | 99. other missing value |
| In your opinion, how successful are politicians in influencing the       | 1. ‘not successful at all’  
| public agenda?                                                           | 2. ‘rather not successful’  
|                                                                        | 3. ‘neither agree nor disagree’  
|                                                                        | 4. ‘rather successful’  
|                                                                        | 5. ‘very successful’  
|                                                                        | 8. don’t know  
|                                                                        | 9. no answer  
|                                                                        | 98. not applicable  
|                                                                        | 99. other missing value |
| Can you describe briefly what politicians need to do to successfully   | open                                                                            |
| bring issues onto the public agenda that have not been noticed before?  |                                                                                 |
| And what would they have to do differently to boost issues in the public | open                                                                            |
| that have only received little awareness before?                        |                                                                                 |
| And what would politicians need to do to shift public awareness away   | open                                                                            |
| from issues or even to prevent issues from becoming public altogether?   |                                                                                 |
| Journalists increasingly avoid reporting broadly on complex issues and   | 1. ‘strongly disagree’  
| debates.                                                                | 2. ‘rather disagree’  
|                                                                        | 3. ‘neither agree nor disagree’  
|                                                                        | 4. ‘rather agree’  
|                                                                        | 5. ‘strongly agree’  
|                                                                        | 8. don’t know  
|                                                                        | 9. no answer  
|                                                                        | 98. not applicable  
|                                                                        | 99. other missing value |
| The media increasingly portrays politicians in a negative way.          | 1. ‘strongly disagree’  
|                                                                        | 2. ‘rather disagree’  
|                                                                        | 3. ‘neither agree nor disagree’  
|                                                                        | 4. ‘rather agree’  
|                                                                        | 5. ‘strongly agree’  
|                                                                        | 8. don’t know  
|                                                                        | 9. no answer  
<p>| The media reports less and less on politics.                            | 1. ‘strongly disagree’ |</p>
<table>
<thead>
<tr>
<th>Trend</th>
<th>Description</th>
<th>Response Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trend4</td>
<td>Politics is increasingly portrayed as entertainment and show by the media.</td>
<td>1. strongly disagree’ 2. rather disagree’ 3. neither agree nor disagree’ 4. rather agree’ 5. strongly agree’ 8 don’t know 9 no answer 98 not applicable 99 other missing value</td>
</tr>
<tr>
<td>Trend5</td>
<td>Journalists increasingly focus more on the private lives of politicians.</td>
<td>1. strongly disagree’ 2. rather disagree’ 3. neither agree nor disagree’ 4. rather agree’ 5. strongly agree’ 8 don’t know 9 no answer 98 not applicable 99 other missing value</td>
</tr>
<tr>
<td>Trend6</td>
<td>Journalists are more interested in the tactical aspects of politics than in the substance.</td>
<td>1. strongly disagree’ 2. rather disagree’ 3. neither agree nor disagree’ 4. rather agree’ 5. strongly agree’ 8 don’t know 9 no answer 98 not applicable 99 other missing value</td>
</tr>
<tr>
<td>SatisfiedDem</td>
<td>In general, how satisfied you are with the way democracy works in [country].</td>
<td>1. very dissatisfied’ 2. rather dissatisfied’ 3. neither nor’ 4. rather satisfied’ 5. very satisfied’ 8 don’t know 9 no answer 98 not applicable 99 other missing value</td>
</tr>
<tr>
<td>RepresentGrps</td>
<td>In a democracy, the media has to represent the different groups in society in accordance to their importance.</td>
<td>1. strongly disagree’ 2. rather disagree’ 3. neither agree nor disagree’ 4. rather agree’ 5. strongly agree’ 8 don’t know</td>
</tr>
<tr>
<td>Question</td>
<td>Code</td>
<td>Options</td>
</tr>
<tr>
<td>-------------------------------------------------------------------------</td>
<td>--------</td>
<td>-------------------------------------------------------------------------</td>
</tr>
</tbody>
</table>
| In a democracy the media has to put citizens in a position to be able   | participatectzn | 1 'strongly disagree'  
| to participate themselves in the political process.                     |        | 2 'rather disagree'  
|                                                                          |        | 3 'neither agree nor disagree'  
|                                                                          |        | 4 'rather agree'  
|                                                                          |        | 5 'strongly agree'  
|                                                                          |        | 8 don’t know  
|                                                                          |        | 9 no answer  
|                                                                          |        | 98 not applicable  
|                                                                          |        | 99 other missing value                                                  |
| In a democracy, the media has to make political decisions transparent   | decisionstrans | 1 'strongly disagree'  
| to citizens.                                                             |        | 2 'rather disagree'  
|                                                                          |        | 3 'neither agree nor disagree'  
|                                                                          |        | 4 'rather agree'  
|                                                                          |        | 5 'strongly agree'  
|                                                                          |        | 8 don’t know  
|                                                                          |        | 9 no answer  
|                                                                          |        | 98 not applicable  
|                                                                          |        | 99 other missing value                                                  |
| It is crucial for a democracy that people exert direct influence on     | exertinflnc | 1 'strongly disagree'  
| political decision-making, e.g. through referendums.                   |        | 2 'rather disagree'  
|                                                                          |        | 3 'neither agree nor disagree'  
|                                                                          |        | 4 'rather agree'  
|                                                                          |        | 5 'strongly agree'  
|                                                                          |        | 8 don’t know  
|                                                                          |        | 9 no answer  
|                                                                          |        | 98 not applicable  
|                                                                          |        | 99 other missing value                                                  |
| When covering politics, how important is it to you to give equal voice  | jequalvoice | 1 'not important at all'  
| to all sides?                                                            |        | 2 'rather not important'  
|                                                                          |        | 3 'neither nor'  
|                                                                          |        | 4 'rather important'  
|                                                                          |        | 5 'very important'  
|                                                                          |        | 8 don’t know  
|                                                                          |        | 9 no answer  
|                                                                          |        | 98 not applicable  
|                                                                          |        | 99 other missing value                                                  |
| How important is it to you to provide citizens with information they   | jprovideinf | 1 'not important at all'  
| need to make informed decisions about politics?                          |        | 2 'rather not important'  
|                                                                          |        | 3 'neither nor'  
|                                                                          |        | 4 'rather important'  
|                                                                          |        | 5 'very important'  
|                                                                          |        | 8 don’t know  
|                                                                          |        | 9 no answer  
|                                                                          |        | 98 not applicable  
|                                                                          |        | 99 other missing value                                                  |
| And how important is it to you to produce content                       | jreachaudnc | 1 'not important at all'  
|                                                                          |        | 2 'rather not important'  
|                                                                          |        | 3 'neither nor'  
|                                                                          |        | 4 'rather important'  
|                                                                          |        | 5 'very important'  
|                                                                          |        | 8 don’t know  
|                                                                          |        | 9 no answer  
|                                                                          |        | 98 not applicable  
<p>|                                                                          |        | 99 other missing value                                                  |</p>
<table>
<thead>
<tr>
<th>Question</th>
<th>Code</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>of interest to a large audience?</td>
<td>jownvoice</td>
<td>1. 'not important at all' 2. 'rather not important' 3. 'neither nor' 4. 'rather important' 5. 'very important' 8. don’t know 9. no answer 98. not applicable 99. other missing value</td>
</tr>
<tr>
<td>To you as a journalist, what is the importance of voicing particular views on political developments?</td>
<td>jownvoice</td>
<td>1. 'not important at all' 2. 'rather not important' 3. 'neither nor' 4. 'rather important' 5. 'very important' 8. don’t know 9. no answer 98. not applicable 99. other missing value</td>
</tr>
<tr>
<td>And how important is it to investigate claims made by politicians and serve as a watchdog of political elites?</td>
<td>jinvestigate</td>
<td>1. 'not important at all' 2. 'rather not important' 3. 'neither nor' 4. 'rather important' 5. 'very important' 8. don’t know 9. no answer 98. not applicable 99. other missing value</td>
</tr>
<tr>
<td>And how important is it to you to get information to the public fast?</td>
<td>jinformfst</td>
<td>1. 'not important at all' 2. 'rather not important' 3. 'neither nor' 4. 'rather important' 5. 'very important' 8. don’t know 9. no answer 98. not applicable 99. other missing value</td>
</tr>
<tr>
<td>When covering politics, Journalists aim to give equal voice to all sides.</td>
<td>pcequalvoice</td>
<td>1. 'strongly disagree' 2. 'rather disagree' 3. 'neither agree nor disagree' 4. 'rather agree' 5. 'strongly agree' 8. don’t know 9. no answer 98. not applicable 99. other missing value</td>
</tr>
<tr>
<td>Journalists report on politics to provide citizens with information they need to make informed decisions about politics.</td>
<td>pcprovideinf</td>
<td>1. 'strongly disagree' 2. 'rather disagree' 3. 'neither agree nor disagree' 4. 'rather agree' 5. 'strongly agree' 8. don’t know</td>
</tr>
<tr>
<td>Question</td>
<td>Code</td>
<td>Options</td>
</tr>
<tr>
<td>------------------------------------------------------------------------</td>
<td>----------</td>
<td>-------------------------------------------------------------------------</td>
</tr>
</tbody>
</table>
| When covering politics, Journalists mainly aim to produce content of   | pcreachau  | 1. strongly disagree’  
| interest to a large audience.                                          | nc       | 2. rather disagree’  
|                                                                      |          | 3. neither agree nor disagree’  
|                                                                      |          | 4. rather agree’  
|                                                                      |          | 5. strongly agree’  
|                                                                      |          | 8 don’t know  
|                                                                      |          | 9 no answer  
|                                                                      |          | 98 not applicable  
|                                                                      |          | 99 other missing value                                                  |
| Journalists cover political issues to voice particular views on        | pownvoice | 1. strongly disagree’  
| political developments.                                                |          | 2. rather disagree’  
|                                                                      |          | 3. neither agree nor disagree’  
|                                                                      |          | 4. rather agree’  
|                                                                      |          | 5. strongly agree’  
|                                                                      |          | 8 don’t know  
|                                                                      |          | 9 no answer  
|                                                                      |          | 98 not applicable  
|                                                                      |          | 99 other missing value                                                  |
| When covering politics, journalists aim to serve as a watchdog of      | pcinvesti  | 1. strongly disagree’  
| political elites?                                                      | gate      | 2. rather disagree’  
|                                                                      |          | 3. neither agree nor disagree’  
|                                                                      |          | 4. rather agree’  
|                                                                      |          | 5. strongly agree’  
|                                                                      |          | 8 don’t know  
|                                                                      |          | 9 no answer  
|                                                                      |          | 98 not applicable  
|                                                                      |          | 99 other missing value                                                  |
| The main goal of journalists when covering politics is to get          | pcinformf  | 1. strongly disagree’  
| information to the public fast.                                        | st        | 2. rather disagree’  
|                                                                      |          | 3. neither agree nor disagree’  
|                                                                      |          | 4. rather agree’  
|                                                                      |          | 5. strongly agree’  
|                                                                      |          | 8 don’t know  
|                                                                      |          | 9 no answer  
|                                                                      |          | 98 not applicable  
|                                                                      |          | 99 other missing value                                                  |
| How often do you personally contact journalists to talk to them to     | politcntc  | 1. at least once a day’  
| outline your political views?                                          |          | 2. several times a week’  
|                                                                      |          | 3. several times a month’  
|                                                                      |          | 4. only in excep. situations’  
|                                                                      |          | 5. never’  
|                                                                      |          | 8 don’t know  
|                                                                      |          | 9 no answer  
|                                                                      |          | 98 not applicable  
|                                                                      |          | 99 other missing value                                                  |
| And how often do PR-officers and spokespersons of                       | prcontact | 1. at least once a day’  
| Political parties contact journalists?                                 |          | 2. several times a week’  
|                                                                      |          | 3. several times a month’  
|                                                                      |          | 4. only in excep. situations’  
|                                                                      |          | 5. never’  
|                                                                      |          | 8 don’t know  
|                                                                      |          | 9 no answer  
|                                                                      |          | 98 not applicable  
<p>|                                                                      |          | 99 other missing value                                                  |</p>
<table>
<thead>
<tr>
<th>Question</th>
<th>Code</th>
<th>Options</th>
</tr>
</thead>
</table>
| yours contact journalists to talk to them to outline political views?  | meetpol| 1. ‘several times a week’  
2. ‘several times a month’  
3. ‘a few times a year and less’  
4. ‘never’  
8. don’t know  
9. no answer  
98. not applicable  
99. other missing value |
| How often do you meet a politician/journalist for lunch, dinner (or coffee)? | meetpol| 1. ‘several times a week’  
2. ‘several times a month’  
3. ‘a few times a year and less’  
4. ‘never’  
8. don’t know  
9. no answer  
98. not applicable  
99. other missing value |
| And how often do you talk to journalists at receptions and other social events? | talkpol| 1. ‘several times a week’  
2. ‘several times a month’  
3. ‘a few times a year and less’  
4. ‘never’  
8. don’t know  
9. no answer  
98. not applicable  
99. other missing value |
| And about how many politicians would you describe as friends (adapt to country specifics)? | friends| open |
| Generally speaking: As how harmonious or conflictual would you describe you relationship with politicians/journalists? | relationship| 1. very conflictual’  
2. ‘somewhat conflictual’  
3. ‘neither nor’  
4. ‘rather harmonious’  
5. ‘very harmonious’  
8. don’t know  
9. no answer  
98. not applicable  
99. other missing value |
| How strongly do the political convictions of journalists/politicians affect your professional interaction with them? | politicalcnvct| 1. not at all’  
2. ‘rather not’  
3. ‘neither nor’  
4. ‘rather strongly’  
5. ‘very strongly’  
8. don’t know  
9. no answer  
98. not applicable  
99. other missing value |
| How often do conflicts arise because journalists report information incorrectly? | conf1| 1. very infrequent’  
2. ‘rather infrequent’  
3. ‘neither nor’  
4. ‘rather frequent’  
5. ‘very frequent’ |
<table>
<thead>
<tr>
<th>Question</th>
<th>Code</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>How frequently are conflicts because journalists/politicians do not comply with met agreements?</td>
<td>conf2</td>
<td>1. very infrequent’ 2. ‘rather infrequent’ 3. ‘neither nor’ 4. ‘rather frequent’ 5. ‘very frequent’ 8 don’t know 9 no answer 98 not applicable 99 other missing value</td>
</tr>
<tr>
<td>How often does conflict arise because journalists treat politicians unfairly?</td>
<td>conf3</td>
<td>1. very infrequent’ 2. ‘rather infrequent’ 3. ‘neither nor’ 4. ‘rather frequent’ 5. ‘very frequent’ 8 don’t know 9 no answer 98 not applicable 99 other missing value</td>
</tr>
<tr>
<td>And how frequently are conflicts because journalists lack respect for politicians?</td>
<td>conf4</td>
<td>1. very infrequent’ 2. ‘rather infrequent’ 3. ‘neither nor’ 4. ‘rather frequent’ 5. ‘very frequent’ 8 don’t know 9 no answer 98 not applicable 99 other missing value</td>
</tr>
<tr>
<td>How frequently does conflict occur as the result of the diverging professional interests?</td>
<td>conf5</td>
<td>1. very infrequent’ 2. ‘rather infrequent’ 3. ‘neither nor’ 4. ‘rather frequent’ 5. ‘very frequent’ 8 don’t know 9 no answer 98 not applicable 99 other missing value</td>
</tr>
<tr>
<td>Can you think of other reasons which frequently lead to a conflict between journalists and politicians?</td>
<td>confspec</td>
<td>open</td>
</tr>
<tr>
<td>Politicians primarily appear in the media to deliver information to the public.</td>
<td>jdeliverinfo</td>
<td>1. ‘strongly disagree’ 2. ‘rather disagree’ 3. ‘neither agree nor disagree’ 4. ‘rather agree’ 5. ‘strongly agree’ 8 don’t know</td>
</tr>
</tbody>
</table>
| Politicians mainly communicate through the media to influence political decision-making | jcinflencedcsns | 1 'strongly disagree'  
2 'rather disagree'  
3 'neither agree nor disagree'  
4 'rather agree'  
5 'strongly agree'  
8 don’t know  
9 no answer  
98 not applicable  
99 other missing value |
|---|---|---|
| How strongly would you agree that politicians primarily appear in the media to promote their party’s political position? | jcpartypostn | 1 'strongly disagree'  
2 'rather disagree'  
3 'neither agree nor disagree'  
4 'rather agree'  
5 'strongly agree'  
8 don’t know  
9 no answer  
98 not applicable  
99 other missing value |
| Politicians mainly appear in the media to demonstrate personal knowledge and experience. | jcknowledge | 1 'strongly disagree'  
2 'rather disagree'  
3 'neither agree nor disagree'  
4 'rather agree'  
5 'strongly agree'  
8 don’t know  
9 no answer  
98 not applicable  
99 other missing value |
| Can you think of other reasons why politicians strive to appear in the media? | jcappear | 1 'yes’  
2 ‘now’  
8 ‘don’t know’  
9 ‘no answer’  
98 not applicable  
99 other missing value |
| Please, specify: | jcappearspec | open |
| How important is it to you to deliver information to the public, when communicating through the media? | pdeliverinfo | 1 'not important at all'  
2 ‘rather unimportant’  
3 ‘neither nor’  
4 ‘rather important’  
5 ‘very important’  
8 don’t know  
9 no answer  
98 not applicable  
99 other missing value |
| And how important is it to influence political decision-making when communicating through the | pinflucedcsns | 1 'not important at all'  
2 ‘rather unimportant’ |
<table>
<thead>
<tr>
<th>Question</th>
<th>Code</th>
<th>Choices</th>
</tr>
</thead>
</table>
| How important is it to you to promote your party’s political position when communicating through the media? | ppartypostn | 1. not important at all’  
2. ‘rather unimportant’  
3. ‘neither nor’  
4. ‘rather important’  
5. ‘very important’  
8. don’t know  
9. no answer  
98. not applicable  
99. other missing value |
| And how important is it to you to demonstrate personal knowledge and experience when communicating through the media? | pknowledge | 1. not important at all’  
2. ‘rather unimportant’  
3. ‘neither nor’  
4. ‘rather important’  
5. ‘very important’  
8. don’t know  
9. no answer  
98. not applicable  
99. other missing value |
| Can you think of other reasons why you would try to appear in the media? | pappear | 1. ‘yes’  
2. ‘now’  
8. ‘don’t know’  
9. ‘no answer’  
98. not applicable  
99. other missing value |
| Please, specify:                                                        | pappearspec | open |
| What is your news organization’s form of ownership?                      | ownership | 1. ‘private owned’  
2. ‘state owned’  
3. ‘private chain or group owned’  
4. ‘private family owned’  
8. don’t know  
9. no answer  
98. not applicable  
99. other missing value |
<p>| For how many years have you been working as a journalist/has your primary occupation been in politics? | workexp | open |
| What is your current position in the (media) organisation you are working for? | currentpsn | open |
| For how many years have you been occupying this position?                | exppsn | open |</p>
<table>
<thead>
<tr>
<th>Question</th>
<th>Variable</th>
<th>Values</th>
</tr>
</thead>
</table>
| Have you also had professional experience in journalism/in any political organization? | expother | 1. 'yes'  
2. 'now'  
8. 'don’t know'  
9. 'no answer'  
98. not applicable  
99. other missing value |
| Can you tell me your year of birth, please?                            | age      | 19_ _                                                                  |
| Is interviewee male or female?                                         | gender   | 1. 'male'  
2. 'female'                                                     |
| In political matters, people talk of “left” and “right”. Generally speaking, how would you place your views on this scale, when 1 is the left end and 9 the right end of the scale? | leftright | 1 left  
2  
3  
4  
5  
6  
7 right  
8. 'don’t know'  
9. 'no answer'  
98. not applicable  
99. other missing value |
| Which political party are you a member of?                             | party    | open                                                                  |

Prefixes indicating that an item is posed only to particular group(s):

j = journalists  
p = politicians  
c = consultants/spokespeople

Value labels:

6 = don’t know  
7 = no answer (exc. country, group, sector, typeelite, interview, bias, friends, workexp, exppsn, age, leftright, partymembership and strings)