



I read newspapers to be informed or educated.

It's important to me to be able to connect with my favourite news brand on social media.

I read newspapers to pass the time.

Newspapers are politically biased.

Newspapers generally appeal to older audiences.

Newspapers tend to offer a very negative view on the world.

I enjoy reading a newspaper on my way to school/college.

Newspaper front covers tend to rely on hyperbole and sensationalism to grab their readers.

I prefer online news to print.

Newspapers should avoid opinion and deal only in fact based reporting.

The advertisements in a newspaper are annoying.

The news plays on the public's fears and anxieties.