A. Basic information					
A1. Gender : \square (01) male \square (02) female					
A2. When were you born? R.O.C. year					
A3. Where were you born?					
\square (01) Keelung City \square (02) Taipe	i City (03) New Taipei City				
☐(04) Taoyuan County ☐(05) Hsinc	hu County (06) Hsinchu City				
□(07) Miaoli County □(08) Nanto	ou County (09) Taichung City				
☐(10) Changhua County ☐(11) Yunlin	County (12) Chiayi County				
☐(13) Chiayi City ☐(14) Taina	n City (15) Kaohsiung City				
☐(16) Pingtung County ☐(17) Yilan	County (18) Hualien County				
☐(19) Taitung County ☐(20) Pengh	nu County				
(22) Lienchiang County (88) Other	(please specify)				
□(99) Don't know					
A4. Is your current residential address your perm	nanent address?				
\square (01) Yes Please skip to question A6.](02) No				
A5. What is your permanent address?					
(01) Keelung City, District,	(02) Taipei City, District,				
Village	Village				
(03) New Taipei City, District,	(04) Taoyuan City, District,				
Village	Village				
(05) Hsinchu County, City	(06) Hsinchu City, City (Township),				
(Township),Village	Village				
(07) Miaoli County, City	(08) Nantou County, City (Township),				
(Township),Village	Village				
(09) Taichung City, District,	[10] Changhua County, City				
Village	(Township),Village				
(11) Yunlin County, City	[12] Chiayi County,City (Township),				
(Township), Village	Village				
(13) Chiayi City, District,	[14] Tainan City, District,				
Village	Village				
(15) Kaohsiung City, District,	[16] Pingtung County, City (Township),				
Village	Village				
(17) Yilan County, City	(18) Hualien County, City (Township),				
(Township), Village	Village				
(19) Taitung County, City	(20) Penghu County, City (Township),				

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(Township),	Village	Village
(21) Kinmen	County, City	(22) Lienchiang County,City
(Township),	Village	(Township),Village
\square (88) Other (p	lease specify)	□(99) Don't know
A6. What is your fath	ner's ethnic background?	(please select one)(Based on his ethnic background)
(Select one of th	ne following)	
(01)Fukienese	e/Hoklo of Taiwan	
□(02) Hakka of	f Taiwan	
(03) Mainland	der	
□(06) Mainland	d spouse	
(04) Aborigin	e	
\square (05) New Res	sident/Immigrant	
□(99) Don't kn	ow	
\square (88) Other (P)	lease specify)	
background) [(01) Fukienes [(02) Hakka of [(03) Mainland [(06) Mainland [(04) Aborigine	se/Hoklo of Taiwan f Taiwan der d spouse e sident/Immigrant ow	? (please select one) (Based on her ethnic
A8. What is your cur	rent marital status?	
	nd never married	
(02) Married		
(03) Cohabiti		
□(04) Divorced	-	
\square (05) Widowed	d	
\square (88) Other (P)		

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A9. What is your education	level? (Including have attended or still attending)
\square (01) none	
\square (02) self-study	
\square (03) elementary scho	ol
\square (04) junior high scho	ol
\square (05) vocational junio	r high school
\square (06) senior high scho	ol(general class)
\square (07) senior high scho	ol(vocational class)
(08) vocational senio	r high school
(09) cadet school	
\square (10) five-year junior	college
\square (11) two-year junior	college
[12] three-year junio	r college
[13] Military/police	unior college (one year)
[14] Military/police	unior college (two years)
\Box (15) open junior coll	ege

 \square (16) open university

 \square (20) master's degree \square (21) doctorate degree

 \square (19) university

☐(17) Military/police college ☐(18) Institute of technology

(88) Other (Please specify)

B. I	Media	Behavior	(Inter	personal	and	communication)
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B1. Do you typically use a computer, tablet, or mobile phone to surf the Internet (usage includes:
Line, bus information and transit system app, and video streaming)?
\square (01)Yes \square (02) No
B2a.Do you have a cell phone?
\square (01)Yes \square (02) No skip to B3a.
B2b.What type of cell phone do you have?
(01) A smartphone
\square (02) A feature phone that cannot connect to the Internet
(03) A feature phone that can connect to the Internet
B3a. How many people do you usually come into contact with each day (including nodding,
greeting, talking, phoning, writing letters, and through the Internet, including people you don't
know)? persons If you answered "0," please skip to B4a.
B3b.Out of the people you come into contact with each day, how many of them are met face to face
(including nodding, greeting, talking, phoning, writing letters, and through the Internet,
including people you don't know)? persons If your answer is "0," please skip to B3d.
B3c.How many of them are relatives (including family members) or people with whom you can share your thoughts? persons
B3d.Among the people you come into contact with each day, how many of them are contacted through the Internet (including through computers and mobile phones, and including people you don't know)? persons If you answered (02) to B1, please skip this question; if
your answer here is "0," please skip to B4a.
your answer nere is 0, prease ship to Data
B3e.How many of them are relatives (including family members) or people with whom you can
share your thoughts? persons
If you answered (02) to B1, please skip this question.

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B4a.Which of the following methods of interaction do you prefer for contacting your closest
<u>family member</u> ? (multiple choice)
\square (01) Face to face
(02) Social media (e.g., Facebook, Twitter)
If you answered (02) to B1, please skip this question; if your answer is (02) here, please
skip to B4b.
(03) Instant messaging (e.g., Skype, Line, WeChat, Facebook Messenger)
If you answered (02) to B1, please skip this question; if your answer is (02) here, please
skip to B4b.
(04) Telephone (including landlines and mobile phones)
(05) Other (please specify)
(06) Not applicable
B4b.For the aforementioned closest family member whom you will contact using social media and
instant messaging, which of the following methods will you choose? (multiple choice)
□(01) Video call
(02) Text messaging (including emoticons and stickers)
(03) Voice messaging
(04) Social media (e.g., Facebook statuses, Twitter Tweets)

C.	Media	Behavior	(Newspaper)
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$\square(00)$ 0 dayskip to C3a.	\square (01)	day(s)
C1b.On the days that you do read (printed) newspa	per, how much time do you spend on reading it a
day?		
hour(s) minu	ite(s)	
C1c.What newspapers do you most	t often read? (Yo	ou may choose more than one answer) (please
show tablet) (please ask indiv	vidually)	
\square (01) Liberty Times		
\square (02) Apple Daily		
☐(03) United Daily News		
\square (04) China Times		
□(05) Economic Daily News		
(06) Commercial Times		
☐(07) United Evening News		
☐(08) Sharp Daily		
☐(13) Keng Sheng Daily New	ws(Hualien Cour	nty) (Taitung County)
☐(09) Upaper		
\square (12) Merit Times		
(36) EpochTimes		
(10) China Daily News (Ta	inan City)	
☐(14) Mandarin Daily News		
\square (17) Want Daily		
☐(11) Taiwan Times (Kaohsi	iung City)	
\square (15) Youth Daily News		
☐(19) Taipei Times		
☐(41) Taiwan Times		
\square (42) Digitimes		
☐(43) Taiwan News		
(23) NewsTaiwan(Kaohsiun	ng City)	
(28) Eastern Daily News (H	Hualien County)	
\square (35) TSSD News		
(16) China Post		
\square (18) CENS		
(20) Matsu Daily News		
(21) Kinmen Daily News		
(22) The Commons Daily(k	Kaohsiung City)	

☐(24) Taichung Daily News (Taichung City)
☐(25) Taichung Evening News (Taichung City)
☐(26) Taichung Times (Taichung City)
☐(27) Hansi News
(29) Q-life!(New Taipei City)
(30) GBO (Chiayi County) (Chiayi City)
☐(31) Taiwan Church News
(32) Christian Tribune
(33) Catholic Weekly
\square (34) CF News
(37) Madarin Weekly Magazine
☐(38) Lihpao Daily
☐(39) Pots Weekly
(40) Metro Times
(88) Other (please specify)

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C2.	What topics do you most often read in a newspaper (printed newspaper only)? (You may choose
	more than one answer) (please show tablet)

	(picaso	T SHOW tublety	T		T		
	□ (01)	☐ (02)	☐ (03)	□ (04)	□(05)		
	Local news	International	Weather	Commentaries or	Transportation		
		news	forecasts	letters to the	and traffic		
News				editor			
	☐ (36)	☐ (40)	☐ (41)				
	Political news	Mainland	Front page				
		news			1		
Consumer,	☐ (06)	□ (07)	(08)	☐ (09)			
finances and	Shopping	Travel	Stock market	Food			
investment			and finance				
Leisure and	☐ (10)	(14)Games	(e.g., Sudoku,				
Entertainment	Entertainment	crosswords)					
Family,	☐ (16)	☐ (18)	☐ (19)				
Sports, or	Family life	Sports	Medicine				
Medicine			and health		1		
	□(20)	☐ (21)	☐ (22)	☐ (23)			
Arts and	Art-related or	Literature and	Religion	Divination and			
Culture	cultural	novels		Feng-shui			
	reports						
	☐ (26)	☐ (29)	☐ (30)				
Education and	Computers	Education	Political				
Knowledge	and	and learning	propaganda				
Miowicuge	technology	(e.g.,					
		languages)			1		
	☐ (32)	☐ (33)	☐ (88)				
Other	Classified Ads	Management	Other (please s	specify)			
Onici		in business or					
		marketing					
C3a.On average, l	now many days a	week do you rea	nd news on the I	nternet? Skip this it	em if you		
	red "2" to B1.						
\square (00) 0 day	skip to D1a.	\square (01)day	(s)				
Skip this item if you have answered "2" to B1.							
_	hat you do read o	online news, how	much time do	you spend on reading	g it a day?		
hour_(s)	minute(s)						

Skip this item if you have answered "2" to B1.
C3c. What websites do you use most frequently to read news? (more than one can be selected)
(please show tablet)
\square (26) App for News
☐(06) Yahoo!
(03) appledaily.com.tw
(21) ETtoday
\square (07) Google
\square (01) udn.com
\square (02) chinatimes.com
(04) Liberty Times Net
\square (05) NOWnews
(18) Storm Media Group
□(08) MSN
(17) newtalk.tw
(19) The News Lens
☐(09) PC Home
☐(23) PeoPo
(16) Civilmedia @ Taiwan
(13) coolloud.org.tw
□(22) PNN
□(11) lihpao.com
(15) Environmental Information E-News
(14) News&Market
\square (20) weReport
☐(12) 4way.tw
\square (10) BBS
(24) Social media (e.g., Facebook, Twitter)
\square (25) CNN
(88) Other(please specify)

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D. Media Behavi	or (Magazines)
D1a.On average, how	w many days a month do you read magazines (printed magazines only)?
□(00) 0 day <mark>sk</mark> i	ip to D2a. \square (01) day(s)
D1b.On the days that	you do read printed magazines, how much time do you spend on reading it a
day?	
hour_(s)minute(s)
	many days a month do you read online magazines? Skip this item if you
have answered	
□(00)0 day □	(01) day(s)
Skip to E1 if D1a ar	nd D2a seclec 0 days.
Skip this item if you	have answered "2" to B1.
D2b.On the days that	you do read online magazines, how much time do you spend on reading it a
day?	
hour_(s)minute(s)

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D3. What topics do you most often read about in magazines? (You may choose more than one answer) (please show tablet)

	(01)	(02)	☐ (04)	☐ (36)		
News	Local news	International	Commentaries	Political		
News		news	or letters to	news		
			the editor			
	(06)	☐ (07)	(08)	(09)	(42)	
Consumer,	Shopping			Fashion		
finances and			and Finance			
investment	(45)	<u></u> (50)				
	Automobiles	Makeup				
Leisure and	☐ (10)	☐ (12)	☐ (43)			
Entertainment	Entertainment	Music	Video games,			
Entertainment			comics			
Family,	mily, \square (16) \square (18) \square (19		<u> </u>	<u> </u>		
Sports, or	Family life	Sports	Medicine and	nd Pets		
Medicine			health			
	<u>(20)</u>	<u> </u>	☐ (22)	<u>(23)</u>	<u>(24)</u>	
Arts and	Art-related or	Literature	Religion	Divination	Classical	
Culture	cultural	and novels		and Feng-	music	
	reports			shui		
	<u>(26)</u>	<u></u> (51)	<u>(28)</u>	<u>(29)</u>	(30)	
Education and	IT and	Scientific	Academic	Education	Public	(31)
	Computer	knowledge	research	and	Administration	Policy
Knowledge	Science			learning		
	(Photography)					
	☐ (32)	☐ (33)	☐ (88)			
Other	Classified	Management	Other (Please sp	pecify)		
Other	Ads	in business				
		or marketing				

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Media Behavior (Radio)

	`	,	
E1. On avera	ge, how many	days a week do y	you listen to the radio (including online radio)?
\square (00) () day <mark>skip to F</mark>	1. \(\(\(\text{(01)} \) \)	_ day(s)
E2. On the da	ays that you do	listen to the radi	io, how much time do you spend on listening to it a
day?			
	hour(s)	minute(s)	

E3. What types of radio programs do you listen to most often? (You may choose more than one answer) (please show tablet)

	□ (01)	□ (02)	(03)	☐ (04)	☐ (05)
	Local news	International	Weather	Commentary	Transportation
		news	forecasts	talk shows	and traffic
				(e.g., call-in	
News				programs to	
News				discuss the	
				most recent	
				social issues)	
	☐ (36)	☐ (47)			
	Political news	Instant news			
Consumer,	(06)	☐ (07)	(08)	☐ (09)	
finances and	Shopping	Travel	Stock	Food	
investment			market		
investment			and finance		
Leisure and	☐ (12)	☐ (13)			
Entertainme	Music	Drama (e.g., rad	Orama (e.g., radio drama,		
nt		drama unit)			1
Family	☐ (16)	☐ (17)	☐ (18)	☐ (19)	
Family, Sports, or	Family life	Cartoons and	Sports	Medicine	
Medicine		children's		and health	
Wiedicine		programs			
	☐ (20)	☐ (22)	☐ (23)	☐ (24)	☐ (25)
	Art-related	Religion	Divination	Classical	Shows about
	or cultural		and	music	traditional arts
Arts and	reports		Feng-shui		(e.g., Chinese
Culture					opera, Chinese
					music, folk
					arts and
					performances)
Education	☐ (26)	☐ (51)	<u>(29)</u>	☐ (30)	
and	IT and	Scientific	Education	Education-related	ted programs,
Knowledge	Computer	knowledge	and	Political propag	ganda, Public
Milowieuge	Science		learning	affairs	
	☐ (32)	☐ (33)	☐ (88)		
Other	Classified	Management	Other (Please	specify)	
Other	Ads	in business			
		or Marketing			

F.	Media	Behavior ((Television)	
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F. Media Benavior (Television)
F1. On average, how many days a week (excluding weekends) do you watch TV?
\square (00) 0 day skip to F3. \square (01) day
F2. On the days (only weekdays) that you do watch TV, how much time do you spend on watching it a day?
hour(s) minute(s)
F3. On average, how many days do you watch TV on a weekend (Saturday and Sunday)?
\square (00) 0 day skip to F5. \square (01) $_$ day(s)
《If you answered "0 day" for both F1 and F3, please skip to F9.》
F4. On the days (only weekends) that you do watch TV, how much time do you spend on watching it a day?
hour(s)minute(s)
F5. On average, how many days do you watch TV News in a week? [(00) 0 day skip to F8. [(01) day(s)
F6. On the days that you do watch the news on TV, how much time do you spend on watching it a day?
hour(s)minute(s)
F7. On what TV channels do you watch the news most often? (please select one) (please show tablet)

F8. Which of the following types of television program did you watch most often in the past month? (multiple choice) (please show the tablet to interviewees)

News category options will not be shown here if the answer to F5 is "0."						
	(01)	(02)	☐ (03)	(04)		(05)
	Local	Inter	Weather	Commentar	y	Transportation
	news	-national	forecasts	talk shows		and traffic
		news		(e.g., call-in		
				programs to		
News				discuss the		
				most recent		
				social issues)		
	☐ (36)	☐ (47)	(48)			
	Political	Instant	Sports			
	news	news	news			
Consumer,	(06)	☐ (07)	(08)	(09)		
finances	Shopping	Travel	Stock	Food		
and			market			
investment			and			
mvestment			finance			
	☐ (10)	☐ (11)	☐ (12)	☐ (13)	☐ (14)	☐ (15)
Leisure	Television	Entertain	Music	Drama	Game	Movie
And	programs	ment TV			show	
Entertainm		shows				
ent	☐ (37)	\square (55)				
	TV series	Dance		Γ	<u> </u>	
Family,	☐ (16)	☐ (17)		☐ (18)	☐ (19)	
Sports, or	Family life	Cartoons an		Sports	Medicine	
Medicine		children's p	1		and health	
	\square (20)	\square (21)	\square (22)	\square (23)	(24)	☐ (25)
	Art-related	Literature	Religion	Divination	Classical	Shows about
	or cultural	and novels		and	music	traditional arts
	reports			Feng-shui		(e.g., Chinese
Arts and						opera, Chinese
Culture						music, folk arts
						and
						performances)

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	□ (26)	<u></u> (51)	<u>(28)</u>	<u>(29)</u>	☐ (30)	☐ (31)
	IT and	Knowledg	Academic	Education	Education-	Policy
Education	Computer	e	Research	and	related	
and	Science			learning	programs,	
Knowledge					Political	
Kilowieuge					propagand	
					a, Public	
					affairs	
	□ (32)	□ (33)	□ (88)			
	Classified	Managem	Other (Pleas	se specify)		
Other	Ads	ent				
		in				
		Marketing				
				_		
If you answer	red (02) to B1	l, please skip	this question	1.		
F9. How many	days per we	ek on average	do you watch	h videos throi	ugh online vio	deo on demand
(VOD) pla	tforms (e.g.,	iQiyi, Netflix	, Line TV)?			
\square (00) 0 d	days <mark>Please s</mark>	kip to G1.	□(01)	days		
If you answered (02) to B1, please skip this question.						
F10. How much time do you spend watching videos on online VOD platforms (e.g., iQiyi, Netflix,						
Line TV)	per day?					
1	our(c)	minute(s)				

 \square (00) 0 days

G • Internet behavir If you answered (02) to B1, please skip this question.

G1. How many days p	er week on ave	rage do you	surf the Internet using a computer (excluding the
usage of mobile p	hones and table	ets; only you	r Internet-surfing screen time)?
□(00) 0 days	<u></u> (01)	days	
G2. How many days p	er week on ave	erage do you	surf the Internet using a tablet (only your
Internet-surfing so	creen time)?		
□(00) 0 days	<u>(01)</u>	days	
G3. How many days p	er week on ave	erage do you	surf the Internet using a mobile phone (only your
Internet-surfing so	creen time)?		

G4. How long do you surf the Internet using the following devices per day on average?

(01) ____ days

Computer	Tablet	Mobile Phone		
How long do you surf the	How long do you surf the	How long do you surf the		
Internet using a computer	Internet using a tablet (only	Internet using a mobile phone		
(excluding the usage of mobile	including your Internet-surfing	(only including your-Internet		
phones and tablets; only	screen time) for working and	surfing screen time) for		
including your Internet-surfing	learning purposes every day?	working and learning purposes		
screen time) for working and	hours minutes	every day?		
learning purposes every day?	Please skip this question if	hours minutes		
hours minutes	you answered (00) to G2.	Please skip this question if		
Please skip this question if		you answered (00) to G3.		
you answered (00) to G1.				
Excluding your working and	Excluding your working and	Excluding your working and		
learning time online, how long	learning time online, how long	learning time online, how long		
do you surf the Internet using	do you surf the Internet using	do you surf the Internet using		
a computer (excluding the	a <u>tablet</u> (only including your	a mobile phone (only		
usage of mobile phones and	Internet-surfing screen time)	including your Internet-surfing		
tablets; only including your	for entertainment and leisure	screen time) for entertainment		
Internet-surfing screen time)	purposes every day on	and leisure purposes every day		
for entertainment and leisure	average?	on average?		
purposes every day on	hours minutes	hours minutes		
average?	Please skip this question if	Please skip this question if		
hours minutes	you answered (00) to G2.	you answered (00) to G3.		
Please skip this question if				
you answered (00) to G1.				

2017/7/12 2016 <u>Taiwan Communication Survey, First Phase, Fifth Wave Official Questionnaire</u> G5.how often do yo do the following on internet?

		Never	Seldom	Sometimes	Often
(01)	How often do you receive and send e-mails?	1	2	3 🗆	4
(02)	How often do you search and browse information on the Internet?	1	2	3	4
(03)	How often to you transfer files online (e.g., using				
	Dropbox, Google Drive, Sugersync, SkyDrive,	1	2	3	4
	Box.NET, free online space)?				
(04)	How often do you view video, music clips or TV	1	2	3	4
	programs on the Internet?	<u> </u>	2	3	<u> </u>
(05)	In the past year, how often did you use instant				
	messengers (e.g., typing texts or sending pictures	1	2	3	4□
	on Skype, Line, WeChat ,or Facebook	1	2		- -
	messenger) to interact with others?				
(06)	How many days per week do you use social netwo	orking sites	s (e.g., Fac	ebook, twitt	er)?
	Please skip this question if you answered (00) t	o G6.			
(07)	On the days when you use social networking web	sites (e.g.,	Facebook	, twitter), for	r how
	long do you use them? hour(s) minute(s)				

G6. What kinds of information do you search for on the Internet? (You may choose more than one answer) (please show tablet)

	1	1	1	1	1	1	1	
	(01)	(02)	□ (03	(04)	(05)	(34)		
	Local	Internat	Weather	Comme	Transp	Entertai		
	news	ional	forecasts	ntary	ortation	nment		
News		news		talk	and	news		
news				shows	traffic			
	☐ (36)	(40)						
	Political	Sports						
	news	news			_			
Finances	(06)	(07)	(08)	(09)				
and	Shoppin	Travel	Stock	Food				
investment	g		market and					
mvestment			finance					
	☐ (10)	\square (11)	☐ (12)	☐ (13)	☐ (14)	☐ (15)		☐ (54)
	Entertain	Varity	Pop music	Drama	Compet	Movies	(44)	Gossip
Leisure	ment	shows		(e.g.,	ition	(includi	Celeb	
and				radio	(racing)	ng TV	rity	
Entertainm				drama,	progra	series)	trends	
ent				skits or	ms or			
				soap	quiz			
				operas)	shows			
Family,	(16)	(18)	(19)	(41)				
Games,	Family	Sports	medical	games				
Sports,	life		issue					
Medicine								
Cartoons,	<u></u> (42)	(22)	(17)					
Comics,	Cartoons	Comic	children's					
Children's		books	programs					
Programs					T	T	1	
	(20)	(21)	(22)	(23)	(24)	(25)		
	Art-	Literatu	Religion	Astrolo	Classic	Shows		
	related or	re and		gy and	al	about		
Arts and	cultural	novels		divinati	music	traditio		
Culture	events			on		nal arts		
						(e.g.,		
						Chinese		
						opera,		
1						Chinese	1	

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						music,	
						folk	
						arts and	
						perform	
						ances)	
	(26)	<u></u> (51)	<u>(28)</u>	<u>(29)</u>	(30)	☐ (31)	
	Informati	Knowle	Academic	Educati	Public	Law	
	on	dge	research	on and	affair	service	
	and			learnin			
	technolo			g			
Education	gy						
and	(43)	(46)	<u></u> (52)				
Knowledge	Course	Langua	Comprehe				
	Informati	ge	nsive				
	on		forums				
			(e.g.,				
			Eyny,				
			TED)				
	☐ (38)	☐ (53)	(39)	☐ (45)	☐ (32)	☐ (57)	☐ (56)
	Pornogra	Dating	Search	Friend	job	House	Digital maps
	phy	sites	notices	statuses	opening	rental	
Other				or	S	and	
				updates		buying	
	(88)						
	Other (plea	ase specify	v)				

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G7. How would y	you describe your Internet skills?
□(01) I am a	a beginner
□(02) I am a	an average user
□(03) I am a	an advanced user
□(04) I am a	an expert
G8. Concerning I	nternet usage, which of the following activities are you capable of? (You may
choose more	e than one answer)
\square (01) Searc	hing for desired information
\square (02) Creati	ing e-mail accounts
□(03) Sendi	ng instant messages (e.g., Skype, Line, WeChat, or Facebook messenger)
\square (04) Down	aloading music (e.g., for MP3)
□(05) Settin	g up junk-mail and pop-up-ad filters
□(06) Clean	ing computer viruses or solving computer problems
□(07) None	of the above
G8. Concerning I choose more (01) Search (02) Creath (03) Sendin (04) Down (05) Settin (06) Clean	Internet usage, which of the following activities are you capable of? (You may e than one answer) hing for desired information ing e-mail accounts ng instant messages (e.g., Skype, Line, WeChat, or Facebook messenger) nloading music (e.g., for MP3) ng up junk-mail and pop-up-ad filters ning computer viruses or solving computer problems

H. Media Evaluation

Next, we would like to ask you about your media use. Please be open and honest.
H1. How important are the following as sources of entertainment to you? (please select one)
\square (01) Television If you answered "0" to F1 and F3, please skip this question.
(02) Newspapers If you answered "0" to C1a, please skip this question.
\square (03) Radio If you answered "0" to E1, please skip this question.
\square (04) Magazines If you answered "0" to D1 and D2, please skip this question.
\square (05) Internet If you answered (02) to B1, please skip this question.
(88) Other (please specify)
H2. When you want to get the latest information, which of the following media platforms do you
rely on the most? (please select one)
\square (01) Television If you answered "0" to F1 and F3, please skip this question.
\square (02) Newspapers If you answered "0" to C1a, please skip this question.
(03) Radio If you answered "0" to E1, please skip this question.
(04) Magazines If you answered "0" to D1 and D2, please skip this question.
\square (05) Internet If you answered (02) to B1, please skip this question.
(88) Other (please specify)
H3. Which of the following is the most trusthworthy source of information to you: the Internet, television, newspapers, radio, or magazines? (please select one) [(01) Television If you answered "0" to F1 and F3, please skip this question. [(02) Newspapers If you answered "0" to C1a, please skip this question.
(03) Radio If you answered "0" to E1, please skip this question.
(04) Magazines If you answered "0" to D1 and D2, please skip this question.
(05) Internet If you answered (02) to B1, please skip this question.
[(88) Other (please specify)
H4. With 0 representing least credible, 100 representing the most credible, and 60 as passing, please
rate the overall performance of news reporting of the following media (please rate based on
your general impressions. There are no correct answers)
(1) Television Points
(0) 14
(2) Newspapers Points
(2) Newspapers Points (3) Radio Points
(3) Radio Points

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In the following questions, we would like to know your thoughts about the Taiwanese media. Please select the response that most closely matches what you think.

select the response that most closery matches what	you unink.
H5a. Regarding the content of news programs, wha	t do you think is the most important problem
facing the Taiwanese news programs today?	(You may choose more than one answer)
(please show tablet)	
☐(1)Gossip in news programs	
(2)News programs become sensationalized	
(03) News programs become commercialize	ed
(04) News content is homogenized (swarmi	ng)
(05) Lack of neutrality in news reports	
(06) Every news program repeatedly report	s the same news content
\square (07) False news reports	
(08)too much negative report	
(09)lack of international new	
\square (10) not in-depth reporting	
(88) Other (please specify)	
\square (90)None of the above	
H5b Regarding the content of non-news television p	
, ,	e most important problem facing the Taiwanese
television programs today? (You may choose	e more than one answer) (please show tablet)
(01) Lack of Taiwanese-made programs	
\square (02) Programs violate moral standards	
\square (03) Excessive amounts of product placement	nt
\square (04) Rating system is not implemented strict	tly
\square (05) Low-quality television programs	
(06) Highly similar program content	
(88) Other (please specify)	
\square (90) None of the above	

I. Daily Health Information

I1. How often do you acquire health-related information from the following channels?

		Never	Seldom	Sometimes	Often
(01)	How often do you acquire health-related information from				
	television (e.g., news, talk shows)	1□	2	3	4
	If you answered "0" to F1 and F3, please skip this	1			
	question.				
(02)	How often do you acquire health-related information from				
	newspapers (hard copies only)?	1	2	3	4
	If you answered "0" to C1a, please skip this question.				
(03)	How often do you acquire health-related information from				
	radio?	1	2	3	4
	If you answered "0" to E1, please skip this question.				
(04)	How often do you acquire health-related information from		2	3	4
	the <u>Internet</u> ?	1			
	If you answered (02) to B1, please skip this question.				
(05)	How often do you acquire health-related information from				
	from friends and relatives (face to face or through	1	2	3	4
	Line)?				
(06)	How often do you acquire health-related information from	1	2	3	4
	medical staff at medical centers or pharmacies?	1	4	3	4
(07)	How often do you acquire health-related information from				
	brochures, leaflets or posters by government health-	1	2	3	4
	related units and medical centers?				

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I2. Do you believe health-related information from the following channels?

		Not at all	Slightly	Moderately	Strongly	Not
						applicable
(01)	Do you believe health-related information from	1□	2	3	4	5
	television (e.g., news, talk shows)?	1		J	4	J
(02)	Do you believe health-related information from	1	2	3	4	5
	newspapers (hard copies only)?	1		J	4	J
(03)	Do you believe health-related information from	1	2	3	4	5
	radio?	1) 	4	J
(04)	Do you believe health-related information from the	1	2	3	4	5
	Internet?	1) <u> </u>	4	J
(05)	Do you believe health-related information from					
	friends and relatives (face to face or through	1	2	3	4	5
	<u>Line</u>)?					
(06)	Do you believe health-related information from	1	2	3	4	5
	medical staff at medical centers or pharmacies?	1		3	4	5
(07)	Do you believe health-related information from					
	government health-related units and medical	1	2	3	4	5
	centers?					
12 D	No you pay attention to health related information from	41	ميده مناه	المرامة مما	:.:	

I3. Do you pay attention to health-related information from the media such as television,
newspapers, radio, and the Internet?
(01) No attention

 \square (02) Some attention

□(03) Moderate attention

 \square (04) A lot of attention

I4. How often do you adjust your behaviors or habits according to health-related information from television, newspapers, radio, and the Internet?

		Never	Seldom	Sometimes	Often
(01)	How often do you refer to the suggestions from these sources to adjust your behaviors (e.g., living habits)?	1	2	3	4
(02)	How often do you recommend / forward / share these suggestions to/with others?	1	2	3	4

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I5. How well do yo	u think you understand health-related topics?
\square (01) Not at	all
(02) Slightly	y
□(03) Modera	ately
\square (04) Mostly	
(99) I don't	know
☐ (91) Can no	t tell

I6.Do you agree with the following statements?

		Strongly	disagree	neutral	agree	Strong
		Agree				agree
(01)	Living life in the best possible health is very	1 🗆	2	3	4	5
	important to me.	1		<i>5</i>	4	J
(02)	I do everything I can to stay healthy.	1	2	3	4	5

J. Food Safety

The following section concerns common questions on food safety (e.g., plasticizers, cooking oil safety, contaminated food, pesticide residue).

J1. How often do you usually **obtain** food safety-related information (e.g., plasticizers, cooking oil safety, contaminated food, pesticide residue) from the following channels?

		Never	Seldom	Sometimes	Often
(01)	How often do you usually obtain food safety-related				
	information (e.g., plasticizers, cooking oil safety,				
	contaminated food, pesticide residue) from television ?	1	$2\Box$	3	4
	If you answered "0" to F1 and F3, please skip this				
	question.				
(02)	How often do you usually obtain food safety-related				
	information (e.g., plasticizers, cooking oil safety,				
	contaminated food, pesticide residue) from newspapers	1	2	3	4
	(hard copies only)?				
	If you answered "0" to C1a, please skip this question.				
(03)	How often do you usually obtain food safety-related			3	
	information (e.g., plasticizers, cooking oil safety,	1	2		4
	contaminated food, pesticide residue) from <u>radio</u> ?	1			
	If you answered "0" to E1, please skip this question.				
(04)	How often do you usually obtain food safety-related			3	4
	information (e.g., plasticizers, cooking oil safety,		2		
	contaminated food, pesticide residue) from magazines	1			
	(hard copies only)?				
	If you answered "0" to D1a, please skip this question.				
(05)	How often do you usually obtain food safety-related			3	4
	information (e.g., plasticizers, cooking oil safety,	1	2		
	contaminated food, pesticide residue) from the Internet ?	1	2	J	4
	If you answered (02) to B1, please skip this question.				
(06)	How often do you usually obtain food safety-related				4
	information (e.g., plasticizers, cooking oil safety,	1	2	3	
	contaminated food, pesticide residue) from friends and				
	relatives / neighbors / peers (colleagues)?				

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The following section concerns the channels by which most people obtain food safety-related information. Do you believe the information (e.g., plasticizers, cooking oil safety, contaminated food, pesticide residue) provided by these channels?

J2.

		Not at all	Slightly	Moderately	Strongly	Not applicable
	Do you believe the food safty-related					
(01)	information (e.g., plasticizers, cooking oil	1	2	3	4	5
(01)	safety, contaminated food, pesticide residue)	1) <u> </u>	 4 L_	J
	provided by <u>television</u> ?					
	Do you believe the food safty-related					
(02)	information (e.g., plasticizers, cooking oil	1□	2	3	4	5
(02)	safety, contaminated food, pesticide residue)	1		J		J
	provided by newspapers (hard copies only) ?					
	Do you believe the food safty-related					
(03)	information (e.g., plasticizers, cooking oil	1	2	3	4	5
(03)	safety, contaminated food, pesticide residue)	1				<i>5</i>
	provided by <u>radio</u> ?					
	Do you believe the food safty-related					
(04)	information (e.g., plasticizers, cooking oil	1□	2	3	4□	5
(04)	safety, contaminated food, pesticide residue)	1			-	<i>5</i>
	provided by magazines (hard copies only) ?					
	Do you believe the food safty-related					
(05)	information (e.g., plasticizers, cooking oil	1	2	3	4	5
(03)	safety, contaminated food, pesticide residue)	1				
	provided by the Internet ?					
	Do you believe the food safty-related					
	information (e.g., plasticizers, cooking oil					
(06)	safety, contaminated food, pesticide residue)	1	2	3	4	5
	provided by friends and relatives /					
	<u>neighbors / peers (colleagues)</u> ?					

(06)	safety, contaminated food, pesticide residue)	1	2	3	4	
	provided by friends and relatives /					
	neighbors / peers (colleagues)?					
c	Vill you share food safety-related information ontaminated food, pesticide residue) with othe ☐(01) Yes ☐(02) No Please skip to J5.				•	

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J8. Are you con	cerned about food safety topics (e.g., plasticizers, cooking oil safety, contaminated
food, pestici	ide residue)?
□(01) Not a	t all
□(02) Sligh	tly concerned
□(03) Mode	erately concerned
\square (04) Extre	mely concerned
J9. Will you do t	the following things to prevent food safety problems (e.g., plasticizers, cooking oil
safety, conta	aminated food, pesticide residue)? (please show tablet)
□(01) Avoi	d drinking beverages in plastic cups
□(02) Avoi	d using plastic bags, plastic containers, and plastic wrap for holding cooked food or
	rowave heating
□(03) Avoi	d using plastic wrap for microwave heating or steam cooking
	different oils for different cooking methods
□(05) Avoi	d mixing new and used cooking oil
□(06) Avoi	d buying food of unknown origin
\square (07) Pay a	attention to food ingredients before buying goods
\square (08) Only	eat seasonal fruits and vegetables and avoid rush-harvested products
□(09) Avoi	d eating raw food
□(10) Wash	n fruits that require peeling, such as bananas, oranges, and litchis
\square (11) Othe	r (please specify)
J10.Do you thinl	k the government can solve food safety problems (e.g., plasticizers, cooking oil
•	aminated food, pesticide residue) when they <u>occur</u> ?
\square (01) Not a	
□(02) Prob	
\square (03) May	be
□(04) Yes	

K. Air Pollution

The following section contains questions concerning air pollution (e.g., vehicle or factory exhaust gas, haze, fine particulate matter $(PM_{2.5})$)

K1. How often do you <u>obtain</u> air pollution-related information (e.g., vehicle or factory exhaust gas, haze, fine particulate matter $(PM_{2.5})$) from the following channels?

		Never	Seldom	Sometimes	Often
(01)	How often do you obtain air pollution-related information				
	(e.g., vehicle or factory exhaust gas, haze, fine particulate				
	matter (PM _{2.5})) from <u>television</u> ?	1	2	3	4
	If you answered "0" to F1 and F3, please skip this				
	question.				
(02)	How often do you obtain air pollution-related information				
	(e.g., vehicle or factory exhaust gas, haze, fine particulate	1	2	3	4
	matter (PM _{2.5})) from newspapers (hard copies only)?	1		3	
	If you answered "0" to C1a, please skip this question.				
(03)	How often do you obtain air pollution-related information	1	2	3	4
	(e.g., vehicle or factory exhaust gas, haze, fine particulate				
	matter (PM _{2.5})) from <u>radio</u> ?				
	If you answered "0" to E1, please skip this question.				
(04)	How often do you obtain air pollution-related information		2	3	4
	(e.g., vehicle or factory exhaust gas, haze, fine particulate	1			
	matter (PM _{2.5})) from <u>magazines</u> ?	1			
	If you answered "0" to D1a, please skip this question.				
(05)	How often do you obtain air pollution-related information			3	4
	(e.g., vehicle or factory exhaust gas, haze, fine particulate	1	2		
	matter (PM _{2.5})) from the Internet ?				
	If you answered (02) to B1, please skip this question.				
(06)	How often do you obtain air pollution-related information		2	3	4
	(e.g., vehicle or factory exhaust gas, haze, fine particulate	1			
	matter (PM _{2.5})) from friends and relatives / neighbors /				
	peers (colleagues)?				

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K2. Which channels do you normally use to collect air pollution-related information (e.g., vehicle
or factory exhaust gas, haze, fine particulate matter $(PM_{2.5})$) when such problems <u>occur</u> ?
(multiple choice) (please ask in sequence)
\square (01) Television If you answered "0" to F1 and F3, please omit this option.
(02) Newspapers If you answered "0" to C1a, please omit this option.
(03) Radio If you answered "0" to E1, please omit this option.
\square (04) Internet If you answered (02) to B1, please omit this option.
(05) Friends and relatives / neighbors / peers (colleagues)
(06) Air pollution-related apps If you answered (02) to B1, please omit this option.
(07) Magazines (including hard copies and online magazines) If you answered "0" to D1a
and D2a, please omit this option.
(88) Other (please specify)
☐(90) None
K3. Would you share air pollution-related information with others when air pollution (e.g., vehicle
or factory exhaust gas, haze, fine particulate matter $(PM_{2.5})$) occurs?
\square (01) Yes
□(02) No Please skip to K5.
K4. Which channels do you normally use to share air pollution-related information when air
pollution (e.g., vehicle or factory exhaust gas, haze, fine particulate matter (PM _{2.5})) occurs ?
(multiple choice) (please ask in sequence)
(01) Face to face (including friends and relatives / neighbors / peers (colleagues))
(02) Social media (e.g., Facebook, Twitter) If you answered (02) to B1 or "0" to
G5 (06), please omit this option.
(03) Instant messenger (e.g., Skype, Line, WeChat, Facebook Messenger) If you answered
(02) to B1 or "1" to G5 (05), please omit this option.
(04) BBS If you answered (02) to B1, please omit this option.
(05) Email If you answered (02) to B1 or "1" to G5 (01), please omit this option.
(06) Telephone (including landlines and mobile phones)
(88) Other (please specify)

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]	K5. How serious do you think air pollution (e.g., vehicle or factory exhaust gas, haze, fine
	particulate matter (PM2.5) will affect people's health? (Please answer based on your overall
	first thought)
	\square (01) Not at all
	(02) Slightly serious
	(03) Moderately serious
	(04) Extremely serious
1	76. How likely do you think air pollution (a.g. vehicle or feetery exhaust gas, here, fine perticulate
J	K6. How likely do you think air pollution (e.g., vehicle or factory exhaust gas, haze, fine particulate matter (PM2.5) will affect your health?
	\square (01) Not at all
	—·
	(02) Not likely
	(03) Somehow likely
	□(04) Very much likely
]	K7. Have you or you family ever been affected by air pollution (e.g., vehicle or factory exhaust gas,
	haze, fine particulate matter (PM _{2.5}))?
	\square (01) Yes
	□(02) No
	(99) I don't know
1	X8. Are you concerned about air pollution topics (e.g., vehicle or factory exhaust gas, haze, fine
_	particulate matter $(PM_{2.5})$?
	\square (01) Not at all
	(02) Not very much concerned
	(02) Not very much concerned

□(04) Very much oncerned

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K9. Will you do the following things to avoid air pollution problems (e.g., vehicle or factory							
exhaust gas, haze, fine particulate matter (PM _{2.5}))?							
\square (01) Wear masks outdoors when the air quality is poor							
\square (02) Avoid going out when the air quality is poor							
[03] Enhance personal hygiene protection upon entering indoors from outdoors, such as han	ıd						
washing, face washing, and nasal cavity cleaning							
\square (04) Close the windows when the air quality is poor							
\square (05) Use public transportation whenever possible							
(06) Maintain self vehices regularly							
(07) Obsolete old vehicles or shift to electric ones							
\square (08) Reduce the use of incense, joss paper, and fireworks							
\square (09) Fry and grill food less when cooking							
\square (10) Use fewer volatile organic solvents, such as dry cleaning agents and paint							
[11] Other (please specify)							
K10.Do you think the government can solve air pollution (e.g., vehicle or factory exhaust gas, haze	e,						
fine particulate matter $(PM_{2.5})$) when such problems <u>occur</u> ?							
\square (01) Not at all							
\square (02) Probably not							
\square (03) Maybe							
\Box (04) Yes							

L. Typhoons, Floods

The following section contains questions about typhoons and floods.

L1a. Which channels do you most often use to obtain information about typhoons and floods when
they <u>occur</u> ? (please ask in sequence)
\square (01) Television If you answered "0" to F1 and F3, please omit this option.
\square (02) Newspapers If you answered "0" to C1a, please omit this option.
(03) Radio If you answered "0" to E1, please omit this option.
(04) Internet (e.g., social media, web portals, BBS, instant messengers, news apps) If you
answered (02) to B1, please omit this option; if you answered (04) to this question,
please proceed to L1b.
(05) Friends and relatives / neighbors / peers (colleagues)
(06) Magazines (including hard copies and online magazines) If you answered "0" to D1a
and D2a, please omit this option.
(88) Other (please specify)
(90) None Please skip to L2.
L1b. Which online channes do you use to obtain typhoon and flood-related information? (please ask in sequence)
(01) Social media (e.g., Facebook, Twitter)
(02) Instant messenger (e.g., Skype, Line, WeChat, Facebook Messenger)
□(03) BBS
(04) News media (e.g., chinanews.com, udn.com, online television news)
\square (05) News apps
(06) Web portals (e.g., tw.yahoo.com, MSN Taiwan news)
[188] Other (please specify)

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The following section concerns the channels through which most people obtain typhoon and flood-related information (e.g., typhoon and flood disaster conditions or current situations). Do you believe the information provided by these channels?

L2.

		Not at all	Slightly	Moderately	Strongly	Not applicable
	Do you believe the typhoon and flood-related					
(01)	information (e.g., typhoon and flood disaster	1	2	3	 ⊿□	5
(01)	conditions or current situation) provided by	1			-	J
	television?					
	Do you believe the typhoon and flood-related					
(02)	information (e.g., typhoon and flood disaster	1	2	3	4	5
(02)	conditions or current situation) provided by	1			_ -	
	newspapers (hard copies only)?					
	Do you believe the typhoon and flood-related					
(03)	information (e.g., typhoon and flood disaster	1	2	3	4	5
(03)	conditions or current situation) provided by	1			_ -	
	radio?					
	Do you believe the typhoon and flood-related					
(04)	information (e.g., typhoon and flood disaster	1	2	3	4□	5
(04)	conditions or current situation) provided by	1				3
	the <u>Internet</u> ?					
	Do you believe the typhoon and flood-related					
	information (e.g., typhoon and flood disaster					
(05)	conditions or current situation) provided by	1	2	3	4	5
	friends and relatives / neighbors / peers					
	(colleagues)?					

L3.

		Not at all	Slightly	Moderately	Extremely
			serious	serious	serious
(01)	Do you think typhoons and floods have a	1	2	3	4
	serious impact on you or your family ? (in				
	general, please answer intuitively)				
(02)	Do you think typhoons and floods have a	1	2	3	4
	serious impact on Taiwanese society				
	overall? (in general, please answer				
	intuitively)				

L4.

		Not possible	Slightly	Moderately possible	Extremely possible
(01)	Are typhoons and floods disastrous to you or	possible	possible	possioie	possible
(01)	your family?	1	2	3	4
(02)	Are typhoons and floods disastrous to	1	2	3	4
	Taiwanese society overall?	1	2	J	-
L5. H	L5. Have you or your family suffered health or property loss because of typhoons and floods? [(01) Yes [(02) No [(99) I don't know]				
L6. A	are you concerned about typhoon and flood-relate	d topics?			
	(01) Not at all	_			
	(02) Slightly concerned				
	(03) Moderately concerned				
	(04) Extremely concerned				
)))))	Will you do the following things for typhoon and fone answer) (please show the tablet to interviewed (01) Prepare candles, flashlights, batteries and recomplete (02) Check whether doors and windows are firm (03) Strengthen the fixation of various outdoor balcony flowerpots) (04) Apply tree support and protection in the gall (05) Clear ditch channels (06) Reserve dried food	es) mobile phor nly sealed suspended o	ne batteries	·	
L	(07) Reserve water	nlage of max	idanaa mia	the hada	d
L	(08) Move to higher ground in advance if your(09) Evacuate to safer areas in conjunction with	-	_		
L	- · ·	_	_		Cuation
Г	policy if you live on a hillside or in a place the	-			tal area
L	\Box (10) Pay attention to tides for signs of seawater	CHCTOachim	ciii ii you i	ive iii a coas	iai aiea

[11] Other (please specify)_____

2017/7/12 L8. Can the government so (01) Not at all (02) Probably not (03) Maybe (04) Yes	2016 <u>Taiwan Communication Survey, First Phase, Fifth Wave Official Questionnair</u> lve reduce the typhoon and flood disasters when they <u>happen</u> ?	<u>'e</u>
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M. Earthquakes

The following section contains questions about earthquakes.

M1. Will you share earthquake-related information with others after an earthquake occurs?

(01) Yes
(02) No Please skip to N1.

M2. Which channels do you use to share earthquake-related information after an earthquake occurs?

(You may choose more than one answer) (please ask in sequence)
(01) Face to face (including friends and relatives / neighbors / peers (colleagues))
(02) Social media (e.g., Facebook, Twitter)

If you answered (02) to B1 or "0" to G5 (06), please omit this option.
(03) Instant messenger (e.g., Skype, Line, WeChat, Facebook Messenger)

If you answered (02) to B1 or "1" to G5 (05), please omit this option.
(04) BBS If you answered (02) to B1, please omit this option.
(05) Email If you answered (02) to B1 or "1" to G5 (01), please omit this option.
(06) Telephone (including landlines and mobile phones)
(88) Other (please specify) ______

M3. What types of information will you share with others after an earthquake occurs? (You may choose more than one answer)

- \square (01) to provide links, videos or photos of earthquake.
 - \square (02) to express criticism of the organization.
 - \square (03) to offer help to affected people or to support them.
 - (04) Announce and assure others of your safety
 - ☐(90) None

N. Disaster Prevention

N1. In the past twelve months, which people ask you to participate? (including preventive	
measures, refuge seeking, and disaster relief) against environmental disasters (e.g., air	
pollution, typhoons, floods, earthquakes)? (You may choose more than one answer) (pleas	e ask
in sequence)	
[101] Partner (including husbands and wives, boyfriends and girlfriends, couples living	
together)	
(02) Family members (family members who live together, excluding husbands and wive	S,
boyfriends and girlfriends, and couples living together)	
(03) Relatives who don't live with you	
(04) Friends	
(05) Classmates	
(06) Colleagues	
(07) Casual acquaintances	
(08) Neighbors	
☐(09) Friends' friends (you share common friends, or recognize their names, but do not kn	low
each other)	
\square (10) Strangers	
☐(90) None	
N2. In the past twelve months, which people did you yourself ask to participate? (including preventive measures, refuge seeking, and disaster relief) against environmental disasters (early pollution, typhoons, floods, earthquakes)? (You may choose more than one answer) (plask in sequence)	_
preventive measures, refuge seeking, and disaster relief) against environmental disasters (e	_
preventive measures, refuge seeking, and disaster relief) against environmental disasters (eair pollution, typhoons, floods, earthquakes)? (You may choose more than one answer) (plask in sequence)	_
preventive measures, refuge seeking, and disaster relief) against environmental disasters (eair pollution, typhoons, floods, earthquakes)? (You may choose more than one answer) (plask in sequence) [(01) Partner (including husbands and wives, boyfriends and girlfriends, couples living	ease
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preventive measures, refuge seeking, and disaster relief) against environmental disasters (eair pollution, typhoons, floods, earthquakes)? (You may choose more than one answer) (plask in sequence) [(01) Partner (including husbands and wives, boyfriends and girlfriends, couples living together) [(02) Family members (family members who live together, excluding husbands and wive boyfriends and girlfriends, and couples living together)	ease
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preventive measures, refuge seeking, and disaster relief) against environmental disasters (eair pollution, typhoons, floods, earthquakes)? (You may choose more than one answer) (plask in sequence) [(01) Partner (including husbands and wives, boyfriends and girlfriends, couples living together) [(02) Family members (family members who live together, excluding husbands and wive boyfriends and girlfriends, and couples living together) [(03) Relatives who don't live with you [(04) Friends	ease
preventive measures, refuge seeking, and disaster relief) against environmental disasters (eair pollution, typhoons, floods, earthquakes)? (You may choose more than one answer) (plask in sequence) [(01) Partner (including husbands and wives, boyfriends and girlfriends, couples living together) [(02) Family members (family members who live together, excluding husbands and wive boyfriends and girlfriends, and couples living together) [(03) Relatives who don't live with you [(04) Friends [(05) Classmates	ease
preventive measures, refuge seeking, and disaster relief) against environmental disasters (eair pollution, typhoons, floods, earthquakes)? (You may choose more than one answer) (pl ask in sequence) [(01) Partner (including husbands and wives, boyfriends and girlfriends, couples living together) [(02) Family members (family members who live together, excluding husbands and wive boyfriends and girlfriends, and couples living together) [(03) Relatives who don't live with you [(04) Friends [(05) Classmates [(06) Colleagues	ease
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preventive measures, refuge seeking, and disaster relief) against environmental disasters (a air pollution, typhoons, floods, earthquakes)? (You may choose more than one answer) (pl ask in sequence) [(01) Partner (including husbands and wives, boyfriends and girlfriends, couples living together) [(02) Family members (family members who live together, excluding husbands and wive boyfriends and girlfriends, and couples living together) [(03) Relatives who don't live with you [(04) Friends [(05) Classmates [(06) Colleagues [(07) Casual acquaintances [(08) Neighbors [(09) Friends' friends (you share common friends, or recognize their names, but do not know the second of the	ease

O. Taiwan's Current Situation and Party Identification O1. In general, are you satisfied with Taiwan's current situation (including poitical, economical, and

O1. In general, are you satisfied with Taiwan's current situation (including political, economical, an
social aspects)?
(01) Extremely unsatisfied
(02) Unsatisfied
\square (03) Neutral
(04) Satisfied
\square (05) Extremely satisfied
(97) No opinion
(95) I refuse to answer
(99) I don't know
O2a. Among the main political parties in our country, do you think of yourself as leaning toward any
particular party?
□(01) Yes <mark>Skip to O2c.</mark>
□(02) No
(99) Don't know
(95) Refuse to answer
O2b.Do you feel yourself leaning a little more to one of the political parties than the others?
\square (01) Yes
\square (02) No Skip to O3.
(99) Don't know Skip to O3.
(95) Refuse to answer Skip to O3.
O2c.Which party is that?
□(01) KMT □(02) DPP
\square (02) BTT \square (03) NP
\square (04) PFP
□(05) NPP
□(06) TSU
□(07) GPT
(08) SDP
(09) MKT
(99) Don't know Skip to O3. (95) Refuse to answer Skip to O3.
(88) Other party:

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O2d.Do you lean very stro	ongly, somewhat, or just a little to this party?
\square (01) Very strongly	
\square (02) Somewhat	
\square (03) Just a little	
\square (96) It depends	
(97) No opinion	
(99) Don't know	
(95) Refuse to answ	ver
O3. Which party's candid	dates did you vote for during the general election this year (Jan 16th,
2016)?	
□(01) Kuomintang-	—Chu Li-lun, Wang Ju-hsuan
☐(02) Democratic F	Progressive Party—Tsai Ing-wen, Chen Chien-jen
□(03) People First l	Party—Soong Chu-yu, Hsu Hsin-ying
\square (04) I did not vote	
(05) I cast a spoile	ed vote
(06) I forget	
(95) I refuse to an	swer

P. Personal Values

P1. The following section contains some personal descriptions, how well do you think they fit you?

		Not at all	Slightly	Moderately	Mostly
(01)	You value new ideas as well as creativity, and do things your own way.				
(02)	It is important to this person to be rich; to have a lot of money and expensive things.				
(03)	Living in secure surroundings is important to this person; to avoid anything that might be dangerous.				
(04)	It is important to this person to have a good time; to "spoil" oneself.				
(05)	It is important for this people to help the people nearby; to care for their well-being				
(06)	Being very successful is important to this person; to have people recognize one's achievements.				
(07)	Adventure and taking risks are important to this person; to have an exciting life.				
(08)	It is important to this person to always behave properly; to avoid doing anything people would say is wrong.				
(09)	Looking after the environment is important to this person; to care for nature and save life resources.				
(10)	Tradition is important to this person; to follow the customs handed down by one's religion or family.				

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P2. Do you agree with the following statements?

			Disagree	Neutral	Agree	Strong
		Agree				agree
(01)	Your current life is not far from your ideal life.	1	2	3	4	5
(02)	Currently, everything in your life is great.	1	2	3	4	5
(03)	You have already achieved what you want in life.	1	2	3	4	5
(04)	If your life could start over again, you would want to change everything you have currently.	1	2	3	4	5
(05)	There are several people I trust to help solve my problems.	1	2	3	4	5
(06)	There are some people that I feel comfortable talking to about intimate personal problems	1	2	3	4	5
(07)	When I feel lonely, there are several people I can talk to	1	2	3	4	5
(08)	Interacting with people makes me want to try new things.	1	2	3	4	5
(09)	Interacting with people makes me interested in what people unlike me are thinking.	1	2	3	4	5
(10)	Talking with people makes me curious about other places in the world.	1	2	3	4	5

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P3a. The following section will enquire about your satisfaction toward certain matters.

		Strongly dissatisfied	Dissatisfied	Neutral	Satisfied	Strongly satisfied	applicable
(01)	In general, are you satisfied with your life?	1	2	3	4	5	
(02)	Overall, are you satisfied or dissatisfied with your work.	1	2	3	4	5	6
(03)	Overall, are you satisfied or dissatisfied with your social life?	1	2	3	4	5	6
(04)	Overall, are you satisfied or dissatisfied with the current health conditions?	1	2	3	4	5	

P3b.Overall, are you happy or unhappy about your current life?
(01) Very unhappy
(02) Unhappy
(03) Neutral
☐(04) Happy
(05) Very happy

Q. Basic Health Conditions

The following section will enquire about your basic health conditions.

- Q1. How many times have you visited a doctor in the past year?
 - (01) 0
 - (02) 1–5 times
 - (03) 6–10 times
 - (04) 11–15 times
 - (05) 16 times and above
- Q2. What is your weight? _____ kg (please display the tablet and let the interviewees answer)
- Q3. What is your height? _____ cm (please display the tablet and let the interviewees answer)

R · Job

R1. Do you currently have a job?
\square (01) I have a full-time job
\square (02) I have a part-time job
(03) I do irregular jobs (odd jobs) or I am temporarily unemployed
☐(04) I work for a family business
\square (05) I am currently unemployed skip to R4.
\square (06) I am a student or trainee and do not work now skip to R4.
(07) I am a student or trainee but I am also working now
\square (08) I am retired skip to R4.
\square (09) I am a homemaker and do not work now skip to R4.
\square (10) I am elderly, physically or mentally disabled, or sick, and cannot work skip to R4.
(11) I am serving mandatory military service skip to R4.
\square (12) I am serving (R&D) alternative military service skip to R4.
(88) other, please specify
R2. What is your occupation? (please show tablet)
(A) ☐(01) Agriculture, forestry, fishery and animal husbandry
(B) Industry
\square (02) Mining and quarrying
(03) Manufacturing
(04) Electricity and gas supply
\square (05) Water supply and remediation
(06) Construction
(C) Service
(07) Wholesale and retail
(08) Transportation and storage
(09) Accommodation and food
(10) Information and communication
\square (11) Financial and insurance
(12) Real estate
(13) Professional, scientific, and technical services
(14) Support services
[15] Public administration and defense; compulsory social security
(16) Education services
(17) Human health and social work services
(D) Social work services
(18) Arts, entertainment and recreation

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\square (19) Other services		
(88) Other (Please sp	ecify)	
R3a. Which category does your	current job belong to?	
\square (01) Employer		
\square (02) Self employed		
\square (03) Private sector (e.g.,	private schools, private enterprise))
\square (04) Public sector (e.g., p	oublic schools, government organization	zations)
☐(88) Other (please specif	y)	
R3b. Do you manage subordinat	es at work?	
(01) Yes, persons		
(02) No		
R4. What is your approximate p	ersonal average monthly income (I	before tax)? (including salary,
year-end bonuses, New Yea	r bonuses, overtime, income from	sales, self-employment income,
interest on investments, rent	, pensions, or living expenses pro-	vided by parents/children) (please
show tablet)		
\square (01) No income	\square (02) NT\$17,000 or less	□(03) NT\$17001 −
		NT\$22,000
(04)NT\$22,001 –	(05)NT\$26,001 –	(06) NT\$30,001 –
NT\$26,000	NT\$30,000	NT\$35,000
□(07) NT\$35,001 − NT\$40,000	□(08) NT\$40,001 − NT\$48,000	□(09) NT\$48,001 − NT\$58,000
\square (10) NT\$58,001–	$\square(11) \text{ More than NT$77,001}$	\square (95) Rather not Answer
NT\$77,000	(11) Wore than 141\$//,001	(73) Rather not Answer
. ,		
Respondent phone number:		
(E-mail):		
The interview ended at (MN	(M) (DD) (HH) (mm) (24-hour format.)

S • Interview Records

SA. Assessing the interviewing process
SA1. How was the interview conducted?
(01) Using paper only skip to XA1a.
□(02) Using app only
\square (03) Partly using app, partly using paper skip to XA1a.
(88) Other, please specify
SA1a. Why was it conducted using paper? (Please specify)
SA2. Did anyone accompany you during the interview?
\square (01) Yes, please specify who that is
(02) No skip to XA3a.
SA2a. Please indicate your relationship with the person (or people).
(01) Child/child-in-law
\square (02) Spouse
(03) Sibling/sibling-in-law
(04) Parent/parent-in-law
(05) Grandparent
(06) Great-grandparent
(07) Grandchild/grandchild's spouse
(08) Uncle/aunt
(09) Cousin/cousin's spouse
\square (10) Other relative
(11) Servant
(12) Neighbor or friend
(13) Classmate or colleague
(88) Other, please specify
SA3. Was the interview completed in one-session?
□(01) Yes □(02) No
SA4. Was the interview scheduled with the respondent beforehand?
\square (01)Yes \square (02)No

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	SA5. Where was the interview conducted? (You may choose more than one answer)		
☐(01) At the respondent's residence ☐(02) At the respondent's workplace			
	(88) Other, please specify		
SA6. Did you read the questions aloud during the interview?			
	(01) Yes, I read all the questions aloud, and did not show the respondent the questions)		
(02) Yes, I read all the questions aloud, but showed the respondent the questions (not including			
	the options))		
	\square (03) Yes, but only part of the questions		
	☐(04) No. Please explain why		
SA7. Who wrote down/input the answers during the interview?			
	\square (01) The interviewer		
\square (02) The respondent			
	\square (03) Some by the interviewer, some by the respondent		
	SA8. Was any of the respondent's family, friends, or neighbors present during the interview?		
\square (01) Yes \square (02) No skip to XA9.			
SA8a.Continuing the previous question, if yes, who was it? The respondent's			
	(01) Child/child-in-law		
	\square (02) Spouse		
	(03) Sibling/sibling-in-law		
	(04) Parent/parent-in-law		
	\square (05) Grandparent		
	(06) Great-grandparent		
	□(07) Grandchild/grandchild's spouse		
	(08) Uncle/aunt		
□(09) Cousin/cousin's spouse			
	\square (10) Other relative		
	\square (11) Servant		
	(12) Neighbor or friend		
	☐(13) Classmate or colleague		
	☐(88) Other, please specify		

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SA9. Was the interview conducted with the help of an translator/interpreter due to language			
barriers?			
(01) Yes, please specify who the translator/interpreter was			
□(02) No	□(02) No		
SA10. Did you find	d any of the following problems with the respondent during the interview? (You		
may choose more than one answer) (You may choose more than one answer)			
□(01) Speech disorder			
(02) Hearing disorder			
(03) Mental disorder, please describe			
(04) Other, please specify			
□(05) None			
SA11. Did anyone other than the respondent him/herself answer any of the questions for the			
respondent during the interview?			
\square (01) Yes, please specify which questions were answered by that person			
□(02) No	□(02) No		
G . 10 D . 1			
SA12. Did you give the souvenir/gift card to the respondent after the interview?			
\square (01) Yes, the respondent accepted it			
\square (02) Yes, but the respondent gave it to the interviewer			
\square (03) Yes, but the respondent refused to take it			
\square (04) No, the interviewer ran out of souvenirs/gift cards. The planning team has been n			
give it to the respondent at a later time			
[(88) Other, please specify			

TB. Assessing the respondent

1 b. Assessing the respondent		
TB1a. After the interviewing process began, did the respondent at any point express refusal to		
proceed with the interview?		
\square (01) Yes \square (02) No skip to YB2.		
TB1b. When did the respondent express refusal to proceed with the interview? (You may choose		
more than one answer)		
(01) At the beginning		
\square (02) In the middle		
\square (03) Towards the end		
TD2 After the interviewing process began did the respondent express importance?		
TB2. After the interviewing process began, did the respondent express impatience?		
\square (01) Never \square (02) Seldom \square (03) Sometimes \square (04) Often		
TB3. After the interviewing process began, what do you think of the credibility of the respondent's		
answers?		
(01) Not at all credible		
(02) Not very credible		
(03) Somewhat credible		
(04) Very credible		
TB4. After the interviewing process began, what language was used by the respondent? (You may		
choose more than one answer)		
(01) Mandarin Chinese		
(02) Southern Min		
(02) Southern Willin		
(04) Aboriginal languages		
(88) Other, please specify		
TB5. After the interviewing process began, how much do you think did the respondent trust you?		
\square (01) Not at all \square (02) Not very much \square (03) Moderately \square (04) Very much		

News Channel List

- 1. CNN
- 2. Formosa Television, FTV
- 3. Beautiful Life Television
- 4. Taiwan Television, TTV
- 5. Da Ai Television
- 6. China Television, CTV
- 7. Chinese Television System, CTS
- 8. Public Television Service, PTS
- 9. Good TV
- 10. Taiwan Indigenous Television, TITV
- 11. Hakka Television
- 12. Videoland Television, VT
- 13. GTV CH27
- 14. GTV CH28
- 15. SET Taiwan
- 16. SET City
- 17. ETTV CH32
- 18. Azio TV · Asia Plus
- 19. TVBS-G
- 20. Era News
- 21. ETTV News
- 22. Cti TV News
- 23. FTV News
- 24. SET News
- 25. TVBS-N
- **26. TVBS**
- 27. EBC Financial News Channel
- 28. Unique Satellite TV , USTV News
 - Channel
- 29. VT Sports
- 30. ESPN
- 31. Star Sports
- 32. Unique Satellite TV, USTV Financial
 - Channel
- 33. Hang Sang Business TV)
- 34. CSTV
- 35. EFTV

- 73. TFC
- 74. Channel NewsAsia
- 75. FOX News Channel
- 76. SKY NEWS HD
- 77. SBN MOD
- 78. Good News TV
- 79. TITV
- 80. DaAi TV
- 81.CTS-educationa and culture
- 82.NIO
- 83. Dish HD
- 84. Nat Geo People
- 85. Baby TV
- 86. MY-KIDS TV
- 87. Disney Junior
- 88. ELTV
- 89.LTV
- 90.Nickelodeon Asia
- 91. Nice Bingo
- 92. Golden TV
- 93.ELTA TV
- 94. Nice TV
- 95. Golden TV-information
- 96. Golden TV
- 97. Golden TV-Japan
- 98. BBC Earth
- 99. Smart
- 100.ASIATV
- 101.China-classical
- 102. ASIA TV-Travel
- 103. Asia Digital Media Group
- 104. Asia Digital Media Group- food
- 105.Brvao
- 106. TVB8
- 107.SET-drama
- 108. Asia Digital Media Group-Taiwan Drama
- 109.LTV-drama
- 110.LTV-IDOL

- 36. FINANCE
- 37. SBN TV
- 38. Afa TV
- 39. NHK
- 40. CTS IQ
- 41. BBC
- 42. CTV News Channel
- 43. CTV MyLife
- 44. DiMO TV
- 45. FTV CH7
- 46. FTV CH8
- 47. PTS HiHD
- 48. TTV Finance Channel
- 49. TTV
- 50. CTS EQ
- 51. CN)
- 52. CN HD
- 53. CTS MOD
- 54. NTV
- 55. ESPN HD
- 56. BBC Lifestyle Channel
- 57. BBC Knowledge Channel
- 58. BBC Entertainment Channel
- 59. tvN
- 60. DaAi HD
- 61. Fashion TV
- 62. WeTV
- 63. Australia Network
- 64. TV5MONDE
- 65. Arirang TV
- 66. Bloomberg TV
- 67. Deutsche Welle
- 68. VTV4
- 69. Al Jazeera
- 70. CNBC Asia Channel
- 71. Euronews
- 72. DW TV

- 111. ELTA-drama
- 112.Golden TV-drama
- 113. Golden TV-drama 2
- 114. EYE TV-drama
- 115. NextTV-Mixed
- 116.SET-Money
- 117.CTS-News
- 118. CSTV-business
- 119. udn-News
- 120. Follow Me Television
- 121. Mei Ah Movies Channel
- 122. LTV-Movie
- 123. LTV-Drama
- 124.Dish Asia
- 125.LTV-Movie
- 126. Warner TV
- 127. Golden TV-Movie
- 128. Star Movies HD
- 129. Fox Family Movies
- 130. Sundance Channel
- 131. DIVA
- 132. FX
- 133. FOXCRIME
- 134. FOX
- 135.Universal Channel
- 136. Syfy
- 137. AMC
- 138.LTV-Movie
- 139. CatchPlay
- 140. CinemaWorld.
- 141. Comedy Central Asia
- 142. EYE TV-Travel
- 143.SET-MIXED
- 144. KLT