A. Basic information

A1. Gender：☐(01) male　　　　☐(02) female

A2. When were you born? R.O.C. year _____

A3. Where were you born?

☐(01) Keelung City　　☐(02) Taipei City　　☐(03) New Taipei City

☐(04) Taoyuan County　☐(05) Hsinchu County　☐(06) Hsinchu City

☐(07) Miaoli County　　☐(08) Nantou County　☐(09) Taichung City

☐(10) Changhua County　☐(11) Yunlin County　☐(12) Chiayi County

☐(13) Chiayi City　　　☐(14) Tainan City　　☐(15) Kaohsiung City

☐(16) Pingtung County　☐(17) Yilan County　☐(18) Hualien County

☐(19) Taitung County　☐(20) Penghu County　☐(21) Kinmen County

☐(22) Lienchiang County　☐(88) Other(please specify)_____

☐(99) Don't know

A4a. What is your permanent address ?

(01) Keelung City, _____ District, _____Village

(02) Taipei City, _____ District, _____Village

(03) New Taipei City, _____ District, _____Village

(04) Taoyuan City, _____ District, _____Village

(05) Hsinchu County, _____ City (Township), _____Village

(06) Hsinchu City, _____ City (Township), _____Village

(07) Miaoli County, _____ City (Township), _____Village

(08) Nantou County, _____ City (Township), _____Village

(09) Taichung City, _____ District, _____ Village

(10) Changhua County, _____ City (Township), _____Village

(11) Yunlin County, _____ City (Township), _____ Village

(12) Chiayi County, _____City (Township), _____Village

(13) Chiayi City, _____ District, _____ Village

(14) Tainan City, _____ District, _____Village

(15) Kaohsiung City, _____ District, _____ Village

(16) Pingtung County, _____ City (Township), _____Village

(17) Yilan County, _____ City (Township), _____ Village

(18) Hualien County, _____ City (Township), _____Village

(19) Taitung County, _____ City (Township), _____ Village

(20) Penghu County, _____ City (Township), _____Village

(21) Kinmen County, _____ City (Township), _____Village

(22) Lienchiang County, _____City (Township), _____Village

A4b. Is your current residential address your permanent address?

☐(01) Yes ☐(02) No

A5.What is your father's ethnic background? (Please select one)(Based on his ethnic background)

☐(01) Fukienese/Hoklo of Taiwan

☐(02) Hakka of Taiwan

☐(03) Mainlander

☐(04) Spouse from Mainland China

☐(05) Aborigine

☐(06) New Resident/Immigrant

☐(99) Don't know

☐(88) Other (Please specify)＿＿＿＿＿＿

A6.What is your mother's ethnic background? (Please select one)(Based on her ethnic background)

☐(01) Fukienese/Hoklo of Taiwan

☐(02) Hakka of Taiwan

☐(03) Mainlander

☐(04) Spouse from Mainland China

☐(05) Aborigine

☐(06) New Resident/Immigrant

☐(99) Don't know

☐(88) Other (Please specify)＿＿＿＿＿＿

A7.What is your current marital status?

☐(01) Single and never married

☐(02) Married

☐(03) Cohabiting

☐(04) Divorced or separated

☐(05) Widowed

☐(88) Other (Please specify)＿＿＿＿＿＿

A8.What is your education level? (Including have attended or still attending)

☐(01) none

☐(02) self-study

☐(03) elementary school

☐(04) junior high school

☐(05) vocational junior high school

☐(06) senior high school(general class)

☐(07) senior high school(vocational class)

☐(08) vocational senior high school

☐(09) cadet school

☐(10) five-year junior college

☐(11) two-year junior college

☐(12) three-year junior college

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

☐(14) Military/police junior college (two years)

☐(15) open junior college

☐(16) open university

☐(17) Military/police college

☐(18) Institute of technology

☐(19) university

☐(20) master's degree

☐(21) doctorate degree

☐(88) other (Please specify) _____

B. Media Behavior (Television)

B1. On average, how many days a week (excluding weekends) do you watch TV?

☐(00) 0 day **Skip to B3.**   ☐(01) _____day

B2. 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)

B3. On average, how many days do you watch TV on a weekend (Saturday and Sunday)?

☐(00) 0 day **Skip to B5.**   ☐(01) _____ day(s)

B4. 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)

B5. On average, how many days do you watch TV News in a week? **The answer to this question cannot greater than the answer of B1+B3.**

☐(00) 0 day **If your answer for B5 is 0, please skip to B8.**   ☐(01) _____ day(s)

B6. 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)

B7. On what TV channels do you watch the news most often? _____

(Please select one. Please refer options on the second last page.) (please show tablet)

B8. Which of the following types of television program did you watch most often in the past month?

(multiple choice) (please show tablet)

News category options will not be shown here if the answer to B5 is "0."

News	☐(01)Local news	☐(02)International news	☐(03)Weather forecasts	☐(04) Commentary talk shows (e.g., call-in programs to discuss the most recent social issues)	☐(05) Transportation and traffic
	☐(36)Political news	☐(47)Instant news	☐(48)Sports news		
Consumer, finances and investment	☐(06) Shopping	☐(07) Travel	☐(08) Stock market and finance	☐(09) Food	
Leisure And Entertainment	☐(10) Television programs (e.g., reality show)	☐(11) Entertainment TV shows	☐(12) Music	☐(13) Drama(e.g., radio drama, skits or soap operas)	☐(14) Competition (racing) programs or quiz shows	☐(15) Movie
	☐(37) TV series	☐(55) Dance			
Family, Sports, and Medicine	☐(16)Family life	☐(17)children's programs	☐(18) Sports	☐(19) Medical issue	
Arts and Culture	☐(20) Art-related or cultural reports	☐(21) Literature and novels	☐(22) Religion	☐(23) Astrology, Feng-shui and divination	☐(24) Classical music	☐(25) Shows about traditional arts (e.g., Chinese opera, Chinese music, folk arts and performances)
Education and Knowledge	☐(26) IT and Computer Science (e.g. photograph)	☐(51) Knowledge (such as science, ecology, geography, and history)	☐(28) Academic Research	☐(29) Educational programs (e.g. language learning)	☐(30) Education-related programs(e.g.,political propaganda, public affairs	☐(31) Law service
Other	☐(32) Job openings	☐(33) Management in Marketing		☐(88) Other (Please specify) _____	

C. Media Behavior (Radio)

C1. On average, how many days a week do you listen to the radio (Including: Listening while you work on something else also counts)?

☐(00) 0 day **Skip to D1.** ☐(01) _____day(s)

C2. On the days that you do listen to the radio, how much time do you spend on listening to it a day?

_____hour (s)_____minute(s)

C3. What types of radio programs do you listen to most often? (multiple choice) (please show tablet)

News	☐(01) Local news	☐(02) International news	☐(03) Weather forecasts	☐(04) Commentary talk shows (e.g., call-in programs to discuss the most recent social issues)	☐(05) Transportation and traffic
	☐(36) Political news	☐(47) Instant news			
Consumer, finances and investment	☐ (06) Shopping	☐(07) Travel	☐(08) Stock market and finance	☐(09) Food	
Leisure and Entertainment	☐(12) Music	☐(13) Drama (e.g., radio drama, skits or soap operas)			
Family, Sports, and Medicine	☐(16) Family life	☐(17) children's programs	☐(18) Sports	☐(19) Medicine issue	
Arts and Culture	☐(20) Art-related or cultural reports	☐(22) Religion	☐(23) Astrology, Feng-shui and divination	☐(24) Classical music	☐(25) Shows about traditional arts (e.g., Chinese opera, Chinese music, folk arts and performances)
Education and Knowledge	☐(26) IT and Computer Science(e.g. photography)	☐(51) Knowledge (such as science, ecology, geography, and history)	☐(29) Educational programs (e.g. language learning)	☐(30) Education-related programs (e.g., political propaganda, Public affairs)	
Other	☐(32) Job openings	☐(33) Management in Marketing	☐(88) Other (Please specify)_____		

D. Internet behavior

D1. Do you normally access the Internet using a desktop computer, tablet, or cell phone? (Including using Line, checking bus times, watching videos online, etc.)

☐(01) Yes ☐(02) No **If your answer for D1 is 2, please skip to E1a.**

D2. How many days per week on average do you surf the Internet using a **computer** (excluding the usage of mobile phones and tablets; only your Internet-surfing screen time)?

☐(00) 0 day ☐(01) _____ days

D3. How many days per week on average do you surf the Internet using a **tablet** (only your Internet-surfing screen time)?

☐(00) 0 day ☐(01) _____ days

D4. How many days per week on average do you surf the Internet using a **mobile phone** (only your Internet-surfing screen time)?

☐(00) 0 day ☐(01) _____ days

D5. How long do you surf the Internet using the following devices per day on average? (Ask about work and leisure separately.)

	Computer	Tablet	Mobile Phone
Work or school related	How long do you surf the Internet using a **computer** (excluding the usage of mobile phones and tablets; only including your Internet-surfing screen time) for working and learning purposes every day? ___ hours ___ minutes **Please skip this question if you answered (00) to D2**	How long do you surf the Internet using a **tablet** (only including your Internet-surfing screen time) for working and learning purposes every day? ___ hours ___ minutes **Please skip this question if you answered (00) to D3.**	How long do you surf the Internet using a **mobile phone** (only including your-Internet surfing screen time) for working and learning purposes every day? ___ hours ___ minutes **Please skip this question if you answered (00) to D4.**
Not related to work or school	Excluding your working and learning time online, how long do you surf the Internet using a **computer** for entertainment and leisure purposes every day on average? ___ hours ___ minutes **Please skip this question if you answered (00) to D2.**	Excluding your working and learning time online, how long do you surf the Internet using a **tablet** for entertainment and leisure purposes every day on average? ___ hours ___ minutes **Please skip this question if you answered (00) to D3.**	Excluding your working and learning time online, how long do you surf the Internet using a **mobile phone** for entertainment and leisure purposes every day on average? ___ hours ___ minutes **Please skip this question if you answered (00) to D4.**
Total	___hours___minutes	___hours ___minutes	___hours ___minutes

D6. How often do you engage in the following activities online?

		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., Dropbox, Google Drive, Sugersync , OneDrive ,Box.NET)?	1☐	2☐	3☐	4☐
(04a)	How often do you watch videos online (e.g. YouTube music videos, TV shows, or news programs)?	1☐	2☐	3☐	4☐
(04b)	How often do you watch live streams of amateur streamers or celebrities (live streams of gaming or eating, e.g. on Facebook, Yahoo, Instagram, auctioning groups, or Twitch)?	1☐	2☐	3☐	4☐
(04c)	How often do you watch videos online using Video On Demand (such as iQiyi , Netflix, Line TV) platforms?	1☐	2☐	3☐	4☐
(05)	How often do you use dating or friendship websites or apps ?（e.g., BeeTalk、Paktor、iPair、Sweetring） ?	1☐	2☐	3☐	4☐
(06)	How much money, on average, do you spend online every month? (Such as online shopping, online game-related purchases, downloading music or movies.) _____ NT dollars				

D7. What kinds of information do you search for on the Internet? (multiple choice) (please show tablet)

Category							
News	☐(01) Local news	☐(02) International news	☐(03) Weather forecasts	☐(04) Commentary talk shows (e.g., call-in programs to discuss the most recent social issues)	☐(05) Transportation and traffic	☐(34) Entertainment news	
	☐(36) Political news	☐(40) Sports news					
Consumer, finances and investment	☐(06) Shopping	☐(07) Travel	☐(08) Stock market and finance	☐(09) Food			
Leisure and Entertainment	☐(10) Television programs (e.g., reality show)	☐(11) Entertainment TV shows	☐(12) Music	☐(13) Drama (e.g., radio drama, skits or soap operas)	☐(14) Competition (racing) programs or quiz shows	☐(15) Movies (including TV series)	☐(44) Celebrity trends / ☐(54) Gossip
Family, Games, Sports, Medicine	☐(18) Sports	☐(19) Medical issue	☐(41) games	☐(16) Family life			
Cartoons, Comics, Children's Programs	☐(42) Cartoons	☐(22) Comic books	☐(17) children's programs				
Arts and Culture	☐(20) Art-related or cultural events	☐(21) Literature and novels	☐(22) Religion	☐(23) Astrology, Feng-shui and divination	☐(24) Classical music	☐(25) Shows about traditional arts(e.g., Chinese opera, Chinese music, folk arts and performances)	
Education and Knowledge	☐(26) IT and Computer Science (e.g. photograph)	☐(51) Knowledge (such as science, ecology, geography, and history)	☐(28) Academic research	☐(29) Educational programs (e.g. language learning)	☐(30) Education-related programs, (e.g., political propaganda, public affairs	☐(31) Law service	
	☐(43) Course Information	☐(46) Language	☐(52) Comprehensive forums(e.g.,Eyny, TED)				
Other	☐(38) Pornography / ☐(53) Dating sites	☐(39) Search notices		☐(45) Friend statuses or updates	☐(32) Job openings	☐(57) House rental and buying	☐(56) Digital maps
	☐(88) Other (please specify) ＿＿＿						

E. Media Behavior (Magazines)

E1a. On average, how many days a month do you read magazines (printed magazines only)?

☐(00) 0 day **Skip to E2a.** ☐(01) _____day(s)

E1b.On the days that you do read printed magazines, how much time do you spend on reading it a day?

_____hour (s)_____minute(s)

E2a. On average, how many days a month do you read online magazines?

Skip this item if you have answered "2" to D1.

☐(00)0 day **Skip to E3.** ☐(01)_____day(s)

E2b. On the days that you do read online magazines, how much time do you spend on reading it a day?

_____hour (s) _____minute(s) **Skip this item if you have answered "2" to D1.**

E3. What topics do you most often read about in magazines (including printed magazines and online magazines)? (multiple choice) (please show tablet)

News	☐(01) Local news	☐(02) International news	☐(04) Commentary talk shows (e.g., call-in programs to discuss the most recent social issues)	☐(36) Political news	
Consumer, finances and investment	☐(06) Shopping	☐(07) Travel	☐(08) Stock market and Finance	☐(09) Food	☐(42) Fashion
	☐(45) Automobiles	☐(50) Makeup			
Leisure and Entertainment	☐(10) Television programs (e.g., reality show)	☐(12) music	☐(43) Video games, comics		
Family, Sports and Medicine	☐(16) Family life	☐(18) Sports	☐(19) Medical issue	☐(44) Pets	
Arts and Culture	☐(20) Art-related or cultural reports	☐(21) Literature and novels	☐(22) Religion	☐(23) Astrology, Feng-shui and divination	☐(24) Classical music
Education and Knowledge	☐(26) IT and Computer Science (e.g. photography)	☐(51) Knowledge (such as science, ecology, geography, and history)	☐(28) Academic research	☐(29) Educational programs (e.g. language learning)	☐(30) Public Administration ☐(31) Policy
Other	☐(32) Job openings	☐(33) Management in marketing	☐(88) Other (Please specify)_____		

F. Media Behavior (Newspaper)

F1a. How many days a week do you read the newspaper (printed newspaper only)?

☐(00) 0 day **Skip to F2a.** ☐(01) _____ day(s)

F1b. On the days that you do read (printed) newspaper, how much time do you spend on reading it a day?

_____ hour(s) _____ minute(s)

F1c. What newspapers do you most often read? (multiple choice) (please show tablet)

☐(01) Liberty Times ☐(02) Apple Daily ☐(03) United Daily News

☐(04) China Times ☐(05) Economic Daily News ☐(06) Commercial Times

☐(07) United Evening News ☐(08) Sharp Daily

☐(13) Keng Sheng Daily News(Hualien County) (Taitung County)

☐(12) Merit Times

☐(36) EpochTimes ☐(10) China Daily News (Tainan City)

☐(14) Mandarin Daily News ☐(17) Want Daily

☐(11) Taiwan Times (Kaohsiung City) ☐(15) Youth Daily News

☐(19) Taipei Times ☐(41) Taiwan Times ☐(42) Digitimes

☐(43) Taiwan News ☐(28) Eastern Daily News (Hualien County)

☐(35) TSSD News ☐(16) China Post

☐(20) Matsu Daily News ☐(21) Kinmen Daily News

☐(22) The Commons Daily(Kaohsiung City)

☐(26) Taichung Times (Taichung City)

☐(30) GBO (Chiayi County) (Chiayi City) ☐(31) Taiwan Church News

☐(32) Christian Tribune ☐(33) Catholic Weekly

☐(34) CF News ☐(37) Madarin Weekly Magazine

☐(38) Lihpao Daily

☐(40) Metro Times

☐(88) Other (please specify)_____

F2a. On average, how many days a week do you consume online news (using news websites, Line Today news, or news apps)?

If your answer for D1 is 2, please skip to F3

☐(00) 0 day **Skip to F3.**   ☐(01) _____ day(s)

F2b. On the days that you read news on the Internet(using news websites, Line Today news, or news apps), how much time do you spend on reading it a day?

_____ hour (s) _____ minute(s)

F2c. What websites or apps do you use most frequently to read news? (multiple choice)

(please show tablet)

☐(24) Social media (such as Facebook and Twitter)

☐(28) Instant messengers (such as Line Today and WeChat)

☐(10) BBS   ☐(06) Yahoo!   ☐(07) Google

☐(26) Integrated online news apps (such as Taiwan TV and TW News)

☐(21) ETtoday   ☐(29) Next Magazine   ☐(30) Apple Daily

☐(01) udn.com   ☐(02) chinatimes.com

☐(04) Liberty Times Net   ☐(05)Nownews

☐(18) The Storm Media   ☐(31)SETN.COM

☐(08) MSN

☐(17) newtalk.tw   ☐(19) The News Lens

☐(09) PC Home   ☐(23) PeoPo

☐(25) CNN   ☐(32) BBC   ☐(33) NHK

☐(16) Civilmedia @ Taiwan   ☐(13) coolloud.org.tw

☐(22) PNN   ☐(11) lihpao.com

☐(15) Environmental Information E-News   ☐(14) News&Market

☐(20)Wereport   ☐(12) 4way.tw

☐(27) The Reporter   ☐(34) EBC   ☐(35) Taiwan EBC Financial News

☐(36) CTI News   ☐(37) Formosa TV News

☐(38) SET NEWS   ☐(39) TTV NEWS

☐(40) CTS Taiwan News   ☐(41) Taiwan CTV news

☐(42) NextTV   ☐(43) Taiwan Public Television

☐(44) DaAi TV   ☐(88) Other (please specify)_____

If your answer for both F1a and F2a is 0, please skip to G1

F3. When you read newspapers, browse news websites or use news apps, what kind of content do you consume the most? (multiple choice) (Please show tablet)

News	☐(01) Local news	☐(02) International news	☐(03) Weather forecasts	☐(04) Commentary talk shows (e.g., call-in programs to discuss the most recent social issues)	☐(05) Transportation and traffic
	☐(36) Political news	☐(40)Mainland news	☐(41)Front page		
Consumer, finances and investment	☐(06) Shopping	☐(07)Travel	☐(08)Stock market and finance	☐(09)Food	
Leisure and Entertainment	☐(10) Television programs (e.g., reality show)	☐(14) Competition (racing) programs or quiz shows			
Family, Sports ,or Medicine	☐(16) Family life	☐(18)Sports	☐(19) Medical issue		
Arts and Culture	☐(20) Art-related or cultural reports	☐(21)Literature and novels	☐(22) Religion	☐(23) Astrology , Feng-shui and divination	
Education and Knowledge	☐(26) IT and Computer Science (e.g. photography)	☐(29) Educational programs (e.g. language learning)	☐(30) Political propaganda		
Other	☐(32) Job openings	☐(33) Management in marketing	☐(88) Other (please specify)_____		

G. Media Behavior (Interpersonal and communication)

G1a. How many people do you regularly discuss important personal issues or concerns with?

_____ persons

G1b. Throughout your average day, roughly how many people do you come into contact with? Including face-to-face (e.g. nodding your head in greeting, waving your hands in greeting, talking), actual interactions (e.g. phone calls, letters), or online interactions (e.g. messaging or sending stickers individually or in a group on Facebook, Line, or gaming platforms) regardless of whether you actually know each other or not. **Those who answered 2 on D1 will not see parts that are highlighted in gray.**

_____ person(s) **If your answer for G1b is 0, please skip to H1**

G1c. Out of the people you come into contact with each day, how many of them are met face to face (including nodding, greeting, talking, including people you don't know)? _____ person(s) **If your answer for G1c is 0, please skip to G1e.**

G1d. Of those who come "face-to-face" with you, roughly how many are you actually acquainted with?

☐(01) Almost all of them

☐(02) Most of them

☐(03) About half of them

☐(04) Some of them

☐(05) Almost none of them

If your answer for D1 is 2, please skip to G2

G1e. Of all the people that you come into contact with throughout a day, how many do you interact with on the Internet? (Including messaging or sending stickers individually or in a group on Facebook, Line, or gaming platforms. Not including people that you only send messages to or receive messages from without replies. This is regardless of whether you actually know each other or not.) _____ person(s) **If you answered 0 on G1e, skip to G2(1).**

G1f. Of those whom you encounter "online", roughly how many are you actually acquainted with?

☐(01) Almost all of them

☐(02) Most of them

☐(03) About half of them

☐(04) Some of them

☐(05) Almost none of them

G2. Next, we're going to ask you how much do you interact with others via the following three methods (face-to-face, instant messengers, and phone calls). Normally, people use these means of communication for work/school related matters and non-work/school related matters. Therefore, we're going to distinguish between the two in our survey.

(1) Now, please think back at how you interact with others **for work/school related** matters.
How much time do you spend on talking with others **face-to-face** (must include talking) due to work/school related matters every day? _____hour(s)_____minute(s)   **If you answered 0 on G1c, skip this question.**
How much time do you spend on interacting with others (include voice calls, sending stickers or messages) through **instant messengers** (e.g. Line, Facebook Messenger, Skype, Facebook) due to work/school related matters every day? _____hour(s)_____minute(s)   **Those who answered 2 on D1 will not see this question. If you answered 0 on G1e, skip this question.**
How much time do you spend interacting with others through **phone calls** (either landline or mobile, including text messages and voice mails but not messaging apps like Line and FaceTime) because of work or school every day? _____hour(s)_____minute(s)
Total: _____hour(s)_____minute(s)

(2) Next, please think back at how you interact with others for matters that are **not** related to work/school.
How much time do you spend on talking with others **face-to-face** (must include talking) for matters that are not related to work/school every day? _____hour(s)_____minute(s)   **If you answered 0 on G1c, skip this question.**
How much time do you spend on interacting with others (include voice calls, sending stickers or messages) through **instant messengers** (e.g. Line, Facebook Messenger, Skype, Facebook) that are not related to work/school related matters every day? _____hour(s)_____minute(s)   **Those who answered 2 on D1 will not see this question. If you answered 0 on G1e, skip this question.**
How much time do you spend interacting with others through **phone calls** (either landline or mobile, including text messages and voice mails but not messaging apps like Line and FaceTime) that are not related to work or school every day? _____hour(s)_____minute(s)
Total: _____hour(s)_____minute(s)

H. Use of Cell Phones

H1. How many days a week do you use cell phones if you only count the time when you're actually using the phone (including phone calls, listening to music, playing games, getting the news, watching videos, browsing Facebook, and other things you do on a phone)?

☐(00) 0 day **Skip to I1.**   ☐(01) _____day(s)

H2. On days that you're using your cell phone, roughly how much time do you use it per day if you only count the time when you're actually using the phone (including phone calls, listening to music, playing games, getting the news, watching videos, browsing Facebook, and other things you do on a phone)?

_____hour(s) _____minute(s)

H3. Over the past month, which of the following did you most often do on your phone? (multiple choice)

(Please show tablet)

Those who answered 2 on D1 only need to answer parts that are highlighted in gray.

Using social media apps	☐(01) Facebook	☐(02) Instagram	☐(03) YouTube	☐(04) Snapchat	☐(05) Twitter	☐(06) Pinterest	
	☐(07) Google+	☐(08) LinkedIn	☐(09) Plurk	☐(10) Weibo			
Using instant messaging apps	☐(13) Line	☐(14) Facebook Messenger	☐(15) WhatsApp	☐(16) Wechat	☐(17) Hangouts	☐(18) Skype	
Using built-in apps	☐(19) Taking pictures, selfies, recording audio or video	☐(20) Making phone calls	☐(21) Sending instant messages	☐(22) Setting alarms	☐(23) Calendar	☐(24) Calculator	☐(25) Flashlight ☐(26) Memo
Using email apps	☐(27) Default email app	☐(28) Gmail	☐(29) Hotmail	☐(30) Yahoo mail	☐(31) Other email apps		
Browsing info/the news	☐(32) Browsing web pages	☐(33) Getting the news	☐(34) Getting finance-related info	☐(35) Checking air pollution info	☐(36) Getting food-related info		
Using recreational apps	☐(37) Playing mobile games	☐(38) Watching videos (e.g. movies, dramas)	☐(39) Listening to music	☐(40) Health management (e.g. recording physical activities, diet and caloric intake, menstruation period.)			
Using finance or shopping apps	☐(41) Online shopping, e.g. Shopee, Taobao, PChome (include browsing and making transactions)	☐(42) Apps developed by businesses or brands	☐(43) Online banking	☐(44) Payment (e.g. Apple Pay, Line Pay)	☐(45) Stock, mutual fund management (include browsing and making transactions)		
Learning/work-related apps	☐(46) Language learning	☐(47) Interactive teaching and learning apps (e.g. Zuvio)	☐(48) Project management apps (e.g. Trello, Slack, Asana)	☐(49) Productivity apps (e.g. Word, Excel, Adobe)			
Apps for specific tasks	☐(50) GPS features (e.g. navigation, checking traffic routes)	☐(51) Raster graphics editors	☐(52) Checking bus, MRT, TRA, HSR or flight info	☐(53) Booking tickets (for transportation, concerts or exhibitions)	☐(54) Bookkeeping	☐(55) Weather info	
	☐(56) Ride hailing services (e.g. taxis, Uber)		☐(57) e-Reading apps (e.g. Kindle)	☐(58) Cloud file hosting services (e.g. Dropbox, Google Drive)			
Others	☐(59) Not using a smart phone		☐(88) Other (please specify)_____				

H4. How much do you agree with the following statements?

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
(01)	When you can't use your phone, you'd keep thinking about using your phone.	1☐	2☐	3☐	4☐	5☐
(02)	When you can't use your phone, you'd feel sad, upset or nervous; however, these feelings and conditions are alleviated once you can use your phone again.	1☐	2☐	3☐	4☐	5☐
(03)	You'd often use cell phones to escape from all the troubles and worries in your life.	1☐	2☐	3☐	4☐	5☐

I. **Communication behaviors (instant messaging apps, social media)** If you answered 2 on D1, skip to J1.

I1. In the past month, which of the following instant messaging apps or social media do you most often use (including on the phone, tablet or computer)? (multiple choice) (Please show tablet)

（1）**instant messaging apps**	（2）**social media**
☐(01)Line	☐（01）Facebook
☐(02)Facebook Messenger	☐(02)YouTube
☐(03)Wechat	☐(03)Twitter
☐(04)WhatsApp	☐(04)LinkedIn
☐(05)Hangouts	☐(05)Instagram
☐(06)Skype	☐(06)Weibo
☐(07)Facetime	☐(07)Plurk
☐(88）Other (please specify)＿＿＿	☐(88）Other (please specify)＿＿＿
☐(90）None	☐(90）None

If you didn't answer 01 on I1(1), skip to I3.

I2a. How many days a week do you use Line?

＿＿＿day(s)

I2b. On the days that you do use Line, roughly how much time do you use it per day (only count the time when you're actually looking at the screen or talking)?

＿＿＿hour(s)＿＿＿minute(s)

I2c. Which of the following are the main reasons or motives as to why you use Line? (multiple choice)

(Please show tablet)

☐(01) To communicate

☐(02) To maintain relationships with friends and family

☐(03) To make new friends

☐(04) To share my thoughts and feelings with friends

☐(05) To share or comment on current issues

☐(06) To express my personality

☐(07) To not miss out on what's happening between my friends/family

☐(08) To not miss out on what's happening between my peers/coworkers

☐(09) For work or school

☐(10) To arrange activities or make schedules

☐(11) To get the news

☐(12) To learn new things

☐(13) To get away from school or work

☐(14) To kill time

☐(15) For recreation or entertainment

☐(16) It's become a habit

☐(88) Other reasons (please specify) _____

I2d. When you use line, which features do you use most often? (multiple choice) (Please show tablet)

☐(01) Reading other people's messages

☐(02) Typing in text messages

☐(03) Sending voice messages

☐(04) Making free voice calls

☐(05) Sending stickers or emojis

☐(06) Sending pictures

☐(07) Sending videos

☐(08) Sending location pins

☐(09) Editing my profile

☐(10) Posting, browsing and responding to other people's posts

☐(11) Browsing the news page

☐(12) Shopping

☐(88) Other features (please specify) _____

I2e. Roughly how many Line group are you a member in? _____ groups

22

I2f. How much do you agree with the following statements? **If you answered 0 on I2e, skip 04, 05, 09 and 10.**

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
(01)	Line makes it easy for me to keep in touch with my friends and family.	1☐	2☐	3☐	4☐	5☐
(02)	It's fun to read some forwarded messages (e.g. jokes, videos, short articles) on Line.	1☐	2☐	3☐	4☐	5☐
(03)	Line makes it easy for me to get the news.	1☐	2☐	3☐	4☐	5☐
(04)	Line makes it easy for me to know how my friends and family are doing.	1☐	2☐	3☐	4☐	5☐
(05)	Line groups give me more opportunities to participate in different events (e.g. gatherings, hiking or mountain-climbing trips).	1☐	2☐	3☐	4☐	5☐
(06)	When you read a message from your friends or family without replying, it may cause misunderstandings.	1☐	2☐	3☐	4☐	5☐
(07)	Forwarded messages (e.g. "Good morning" pictures, jokes, health info, preachy articles) on Line are annoying.	1☐	2☐	3☐	4☐	5☐
(08)	Line is very time consuming.	1☐	2☐	3☐	4☐	5☐
(09)	There are too many irrelevant or random messages in Line groups.	1☐	2☐	3☐	4☐	5☐
(10)	All the invites from Line groups gives me a headache.	1☐	2☐	3☐	4☐	5☐

If you didn't answer 01 on I1(2), skip to J1.

I3a. How many days a week do you use Facebook?

_____day(s)

I3b. On the days that you do use Facebook, roughly how much time do you use it per day (only count the time when you're actually looking at the screen)?

_____hour(s)_____minute(s)

I3c. How many friends do you have on Facebook?

_____persons

I3d. Which of the following are the main reasons or motives as to why you use Facebook? (multiple choice)

(Please show tablet)

☐(01) To communicate

☐(02) To maintain relationships with friends and family

☐(03) To make new friends

☐(04) To share my thoughts and feelings with friends

☐(05) To share or comment on current issues

☐(06) To express my personality

☐(07) Checking the status updates or posts from people I'm interested in.

☐(08) To not miss out on what's happening between my friends/family

☐(09) To not miss out on what's happening between my peers/coworkers

☐(10) For work or school

☐(11) To arrange activities or make schedules

☐(12) To get the news

☐(13) To learn new things

☐(14) To get away from school or work

☐(15) To kill time

☐(16) For recreation or entertainment

☐(17) It's become a habit

☐(88) Other reasons (please specify) _____

I3e. How often do you do the following things?

		Never	Seldom	Sometimes	Often
(01)	How often do you post photos or status updates on Facebook?	1☐	2☐	3☐	4☐
(02)	How often do you share or re-post things on Facebook?	1☐	2☐	3☐	4☐
(03)	How often do you see photos or status updates posted by your friends on Facebook?	1☐	2☐	3☐	4☐
(04)	How often do you see things shared or re-posted by your friends on Facebook?	1☐	2☐	3☐	4☐

If you answer 0 on I3c, skip to J1.

I3f. To what extent are your friends on Facebook friends of one another?

None of them are friends with one another	Very few of them are friends with one another	Some of them are friends with one another	Most of them are friends with one another	Almost all of them are friends with one another	I don't know
1☐	2☐	3☐	4☐	5☐	6☐

J. Media Evaluation

Next, we would like to ask you about your media use. Please be open and honest.

J1. How important are the following as sources of entertainment to you? (please select one)

☐(01) Television **If you answered "0" to B1 and B3, please skip this question.**

☐(02) Newspapers **If you answered "0" to F1a, please skip this question.**

☐(03) Radio **If you answered "0" to C1, please skip this question.**

☐(04) Magazines **If you answered "0" to E1a and E2a, please skip this question.**

☐(05) Internet **If you answered (02) to D1, please skip this question.**

☐(88) Other (please specify) _____

J2. When you want to get the latest information, which of the following media platforms do you rely on the most? (please select one)

☐(01) Television **If you answered "0" to B1 and B3, please skip this question.**

☐(02) Newspapers **If you answered "0" to F1a, please skip this question.**

☐(03) Radio **If you answered "0" to C1, please skip this question.**

☐(04) Magazines **If you answered "0" to E1a. and E2a, please skip this question.**

☐(05) Internet **If you answered (02) to D1, please skip this question.**

☐(88) Other (please specify) ____

J3. Which of the following is the most trustworthy source of information to you : the Internet, television, newspapers, radio, or magazines? (please select one)

☐(01) Television **If you answered "0" to B1 and B3, please skip this question.**

☐(02) Newspapers **If you answered "0" to F1a, please skip this question.**

☐(03) Radio **If you answered "0" to C1, please skip this question.**

☐(04) Magazines **If you answered "0" to E1a and E2a, please skip this question.**

☐(05) Internet **If you answered (02) to D1, please skip this question.**

☐(88) Other (please specify) ____

☐(90) None

J4. 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

(2) Newspapers _____ Points

(3) Radio _____ Points

(4) Magazines _____ Points

(5) Internet _____ Points

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.

J5a. Regarding the content of news programs, what do you think is the most important problem facing the

Taiwanese news programs today? (multiple choice) (Please show tablet)

☐(01) Gossip in news programs

☐(02) News programs become sensationalized

☐(03) News programs become commercialized

☐(04) News content is homogenized (swarming)

☐(05) Lack of neutrality in news reports

☐(06) Every news program repeatedly reports the same news content

☐(07) False news reports

☐(08)too much negative report

☐(09)lack of international new

☐(10) not in-depth reporting

☐(88) Other (please specify) _____

☐(90) None of the above

J5b.Regarding the content of non-news television programs (e.g., entertainment shows, dramas, and television series), what do you think is the most important problem facing the Taiwanese **television programs** today? (multiple choice) (Please show tablet)

☐(01) Lack of Taiwanese-made programs

☐(02) Programs violate moral standards

☐(03) Excessive amounts of product placement

☐(04) Rating system is not implemented strictly

☐(05) Low-quality television programs

☐(06) Highly similar program content

☐(88) Other (please specify) _____

☐(90) None of the above

☐(101) I don't know

K. Civic engagement

K1. Over the past year, how often did you participate in the following activities or events?

		Never	Seldom	Sometimes	Often
(01)	How often did you take part in community or local improvement (e.g. voicing your concerns regarding the neighborhood to local officials, beautifying the community, participating in protests or demonstrations, signing petitions, etc.)?	1☐	2☐	3☐	4☐
(02)	How often did you work as a volunteer (e.g. volunteering at charitable or civic organizations, cleaning the community, helping with guiding school children cross the streets, promoting recycling, handing out pamphlets on civic organizations, etc.)?	1☐	2☐	3☐	4☐
(03)	How often did you take part in community or civic organization meetings or events (e.g. residents committees, community gatherings, local town halls, gatherings of the farmers' or fishermen's associations, school meetings, parent-teacher conferences, etc.)	1☐	2☐	3☐	4☐
(04)	How often did you take part in local political activities (e.g. local political party meetings, constituency offices, political boosters, etc.)?	1☐	2☐	3☐	4☐
(05)	How often did you search for, browse, click on, or view news articles, messages or videos related to politics and public policies online (e.g. Line, Facebook, YouTube, BBS)? **If you answered 2 on D1, skip this question.**	1☐	2☐	3☐	4☐
(06)	How often did you re-post or forward news articles, messages or videos related to politics and public policies online (e.g. Line, Facebook, YouTube, BBS)? **If you answered 2 on D1, skip this question.**	1☐	2☐	3☐	4☐
(07)	How often did you post, create, or comment on news articles, messages or videos related to politics and public policies online (e.g. Line, Facebook, YouTube, BBS)? **If you answered 2 on D1, skip this question.**	1☐	2☐	3☐	4☐

L. Social trust and perception of social climate

L1a. Generally speaking, do you think people are trustworthy, or are you more cautious when dealing with people?

　　☐(01) Most of the time, people can be trusted

　　☐(02) People can usually be trusted

　　☐(03) I'm usually cautious when dealing with people

　　☐(04) I'm always cautious when dealing with people

　　☐(08) I can't say

L1b. Generally speaking, do you interact well with others?

　　☐(01) I interact well with almost everyone

　　☐(02) I interact well with most people

　　☐(03) I interact well with some people

　　☐(04) I interact well with very few people

L1c. Generally speaking, do most people you interact with in your life respect your opinions?

　　☐(01) Almost everyone respects my opinions

　　☐(02) Most people respect my opinions

　　☐(03) Some people respect my opinions

　　☐(04) Very few people respect my opinions

L2. How much do you agree with the following statements?

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
(01)	There are lots of dangerous individuals out there who would attack others for no apparent reasons (e.g. robbing or insulting others).	1☐	2☐	3☐	4☐	5☐
(02)	Environmental protection is important.	1☐	2☐	3☐	4☐	5☐
(03)	Sympathy for those who are suffering is an important virtue.	1☐	2☐	3☐	4☐	5☐
(04)	Fairness and justice are crucial for a society.	1☐	2☐	3☐	4☐	5☐
(05)	Even when someone in my family has done something wrong, we should still support and have faith in them.	1☐	2☐	3☐	4☐	5☐
(06)	Even if nobody would get hurt, people should still refrain from doing things that would disgust or annoy others.	1☐	2☐	3☐	4☐	5☐

With every issue, there are aspects or things that people either support or oppose, and the issue of "marriage equality" (same-sex marriage) is no exception.

L3. Regarding "same-sex marriage", do you have any **positive** thoughts or feelings?
- ☐(01) No **Skip to L5.**
- ☐(02) Yes
- ☐(95) I refuse to answer this question **Skip to L5.**
- ☐(97) I don't have an opinion **Skip to L5.**
- ☐(98) It's hard to say **Skip to L5.**
- ☐(99) I don't know **Skip to L5.**

L4. How positive are your thoughts on the issue of "same-sex marriage"?
If you answered 1, 95, 96, 97, or 98 on L3, skip this question.
- ☐(01) Somewhat positive (so-so)
- ☐(02) Positive
- ☐(03) Very positive
- ☐(98) It's hard to say
- ☐(99) I don't know
- ☐(95) I refuse to answer this question

L5. Regarding "same-sex marriage", do you have any **negative** thoughts or feelings?
- ☐(01) No **Skip to L7a.**
- ☐(02) Yes
- ☐(97) I don't have an opinion **Skip to L7a.**
- ☐(98) It's hard to say **Skip to L7a.**
- ☐(99) I don't know **Skip to L7a.**
- ☐(95) I refuse to answer this question **Skip to L7a.**

L6. How negative are your thoughts on the issue of "same-sex marriage"?
If you answered 1, 95, 96, 97, or 98 on L5, skip this question.
- ☐(01) Somewhat negative (so-so)
- ☐(02) Negative
- ☐(03) Very negative
- ☐(98) It's hard to say
- ☐(99) I don't know
- ☐(95) I refuse to answer this question

L7a. Do you personally support "same-sex marriage"?

☐(01) I'm strongly against it

☐(02) I'm against it

☐(03) I don't have an opinion

☐(04) I support it

☐(05) I strongly support it

☐(98) It's hard to say

☐(99) I don't know

☐(95) I refuse to answer this question

L7b. Now please imagine, if most people in Taiwan did not support "same-sex marriage", then would you support it?

☐(01) I'd be strongly against it

☐(02) I'd be against it

☐(03) No opinion

☐(04) I'd support it

☐(05) I'd strongly support it

L7c. Again, please imagine, if most people in Taiwan supported "same-sex marriage", then would you support it?

☐(01) I'd be strongly against it

☐(02) I'd be against it

☐(03) No opinion

☐(04) I'd support it

☐(05) I'd strongly support it

L8. Do you have any friends or family members who are homosexual?

☐(01) No   ☐(02) Yes

M. Social media, social network and online/offline behavior

If your D1 equals 2, or if you didn't answer 01 on I1(2), skip this whole section.

M1. Do you voluntarily join or like Facebook groups or fan pages that are not related to school or work (including those related to your personal interests, public issues, politics, or religions, e.g. student reunion groups, friend groups, groups about Korean dramas, groups about your community, pages of political figures, Tzu Chi)?

☐(01) No **Skip to N1.**   ☐(02) Yes

Please think about a group or page on Facebook that you've interacted with the most (i.e. you've read or responded to, including liking, commenting or sharing, posts from this group or page at least once a month) over the past three months and answer the following questions according to your interactions.

M2. How close are you with other members of that Facebook group or page?
☐(01) Not close at all
☐(02) Not very close
☐(03) So-so
☐(04) Close
☐(05) Very close

Over the past three months, how often did you interact with the group or page using the following methods?

M3a. Reading posts from the group or page.
☐(01) A few times a day
☐(02) Once a day
☐(03) A few times a week
☐(04) Once a week
☐(05) A few times a month
☐(06) About once a month
☐(07) Less than once a month
☐(08) Never

M3b. Replying or posting in the group or on the page.

☐(01) A few times a day

☐(02) Once a day

☐(03) A few times a week

☐(04) Once a week

☐(05) A few times a month

☐(06) About once a month

☐(07) Less than once a month

☐(08) Never

M4. Of the group or page members that you know, how many are also members of other groups or pages that you've liked?

☐(01) Almost none of them

☐(02) Only a few of them

☐(03) About half of them

☐(04) Most of them

☐(05) Almost all of them

M5. How much do you agree with the following statements?

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
(01)	Interacting with that particular Facebook group or page has helped me make new friends.	1☐	2☐	3☐	4☐	5☐
(02)	Interacting with that particular Facebook group or page has allowed me to participate in related events with people who have similar interests as me.	1☐	2☐	3☐	4☐	5☐

N. Communications/social media, social trust, and social surveillance

N1a. Generally speaking, do you consider people you interact with on **Facebook** trustworthy, or are you more cautious when dealing with them?

If your D1 equals 2, or if you didn't answer 01 on I1(2), skip to N2(04).

☐(01) Most of the time, they can be trusted

☐(02) They can usually be trusted

☐(03) I'm usually cautious when dealing with them

☐(04) I'm always cautious when dealing with them

☐(08) I can't say

N1b. Generally speaking, do you interact well with others on **Facebook**?

If your D1 equals 2, or if you didn't answer 01 on I1(2), skip this question.

☐(01) I interact well with almost everyone on **Facebook**

☐(02) I interact well with most people on **Facebook**

☐(03) I interact well with some people on **Facebook**

☐(04) I interact well with very few people on **Facebook**

N1c. Generally speaking, do most people you interact with on **Facebook** respect your opinions?

If your D1 equals 2, or if you didn't answer 01 on I1(2), skip this question.

☐(01) Almost everyone on **Facebook** respects my opinions

☐(02) Most people on **Facebook** respect my opinions

☐(03) Some people on **Facebook** respect my opinions

☐(04) Very few people on **Facebook** respect my opinions

N2. How much do you agree with the following statements?

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	NA
(01)	When I face challenges in my life, I feel comfortable talking about it on Facebook. **If your D1 equals 2, or if you didn't answer 01 on I1(2), skip this question.**	1☐	2☐	3☐	4☐	5☐	6☐
(02)	I'm careful with how much personal information I share on Facebook. **If your D1 equals 2, or if you didn't answer 01 on I1(2), skip this question.**	1☐	2☐	3☐	4☐	5☐	
(03)	I share my interests and hobbies on Facebook so that I can find friends. **If your D1 equals 2, or if you didn't answer 01 on I1(2), skip this question.**	1☐	2☐	3☐	4☐	5☐	
(04)	The government has the right to track my online behavior because, as a law-abiding person, I have nothing to hide. **If your D1 equals 2, skip this question.**	1☐	2☐	3☐	4☐	5☐	
(05)	The government needs to monitor everyone online to keep the country safe.	1☐	2☐	3☐	4☐	5☐	
(06)	As ordinary people, we have no influence over what the government does or doesn't do.	1☐	2☐	3☐	4☐	5☐	
(07)	The government strives to maximize the welfare and wellbeing of its people.	1☐	2☐	3☐	4☐	5☐	
(08)	What government officials say in the media can be believed and trusted.	1☐	2☐	3☐	4☐	5☐	

O. Social media and social conflict

O1a. There are a number of political parties in Taiwan. Of the following parties, which party's agenda aligns
more closely with your ideas and thoughts? (Please show tablet)

☐(01) Chinese Nationalist Party (KMT) **Skip to O2.**

☐(02) Democratic Progressive Party (DPP) **Skip to O2.**

☐(03) People First Party **Skip to O2.**

☐(04) New Party **Skip to O2.**

☐(05) Taiwan Solidarity Union **Skip to O2.**

☐(06) New Power Party **Skip to O2.**

☐(07) Republican Party (MKT) **Skip to O2.**

☐(08) Social Democratic Party **Skip to O2.**

☐(09) Green Party **Skip to O2.**

☐(10) Non-Partisan Solidarity Union **Skip to O2.**

☐(11) People's Democratic Front **Skip to O2.**

☐(12) Tree Party **Skip to O2.**

☐(13) MCFAP **Skip to O2.**

☐(14) Faith and Hope League **Skip to O2.**

☐(15) I look at the candidates individually rather than the political party

☐(88) Others (please specify) _____

☐(90) None

☐(96) It depends

☐(97) No opinion

☐(95) I refuse to answer this question

☐(99) I don't know

O1b. Some people divide Taiwan's political spectrum into Pan-Blue and Pan-Green. Do you consider
yourself more Pan-Blue or more Pan-Green? **If you answered 1~10 on O1a, skip this question.**

☐(01) Very much Pan-Blue

☐(02) Pan-Blue

☐(03) Very much Pan-Green

☐(04) Pan-Green

☐(05) I support both sides

☐(06) I don't support either side

☐(90) None of the above

☐(96) It depends

☐(97) No opinion

☐(95) I refuse to answer this question

☐(99) I don't know

O2. In news stories that you've read, seen or heard about this year's municipal elections, do you think they were more favorable towards to Pan-Blue or the Pan-Green camp?

☐(01) All of them were Pan-Blue

☐(02) Most of them were Pan-Blue

☐(03) Half and half

☐(04) Most of them were Pan-Green

☐(05) All of them were Pan-Green

☐(06) They were unbiased

☐(96) It depends

☐(97) No opinion

☐(95) I refuse to answer this question

☐(99) I don't know

If you're under the age of 20, skip to O5.

O3a. Is there a "Taipei City" (change this according to which electoral district the respondent is registered in) mayoral candidate that you **support**?

☐(01) Yes **Skip to O4a.**

☐(02) No

☐(03) I wasn't eligible to vote **This option is shown to anyone who's born in 1998. If you selected this option, please skip to O5.**

O3b. In the past month, which of the following groups of people have asked you to **vote for** a particular "Taipei City" (change this according to which electoral district the respondent is registered in) mayoral candidate? (multiple choice) (Please show tablet)

☐(01) Family member

☐(02) Partner (including spouse, boyfriend, girlfriend, cohabitant)

☐(03) Friend

☐(04) Coworker

☐(05) Schoolmate

☐(06) Relative

☐(07) Neighbor

☐(08) Acquaintance

☐(09) Friend of a friend (you have mutual friends or know of each other but don't actually know each other)

☐(10) Stranger

☐(90) None

O3c. In the past month, which of the following groups of people have asked you to **NOT vote for** a particular "Taipei City" (change this according to which electoral district the respondent is registered in) mayoral candidate? (multiple choice) (Please show tablet)

☐(01) Family member

☐(02) Partner (including spouse, boyfriend, girlfriend, cohabitant)

☐(03) Friend

☐(04) Coworker

☐(05) Schoolmate

☐(06) Relative

☐(07) Neighbor

☐(08) Acquaintance

☐(09) Friend of a friend (you have mutual friends or know of each other but don't actually know each other)

☐(10) Stranger

☐(90) None

If you answered 2 on O3a, skip to O5.

O4a. In the past month, which of the following groups of people have asked you to **vote for** a "Taipei City" (change this according to which electoral district the respondent is registered in) mayoral candidate that you also happen to support? (multiple choice) (Please show tablet)

☐(01) Family member

☐(02) Partner (including spouse, boyfriend, girlfriend, cohabitant)

☐(03) Friend

☐(04) Coworker

☐(05) Schoolmate

☐(06) Relative

☐(07) Neighbor

☐(08) Acquaintance

☐(09) Friend of a friend (you have mutual friends or know of each other but don't actually know each other)

☐(10) Stranger

☐(90) None

O4b. In the past month, which of the following groups of people have asked you to **NOT vote for** a "Taipei City" (change this according to which electoral district the respondent is registered in) mayoral candidate that you actually support? (multiple choice) (Please show tablet)

☐(01) Family member

☐(02) Partner (including spouse, boyfriend, girlfriend, cohabitant)

☐(03) Friend

☐(04) Coworker

☐(05) Schoolmate

☐(06) Relative

☐(07) Neighbor

☐(08) Acquaintance

☐(09) Friend of a friend (you have mutual friends or know of each other but don't actually know each other)

☐(10) Stranger

☐(90) None

O5. How **angry** do you feel about this year's "Taipei City" (change this according to which electoral district the respondent is registered in) municipal election?

Not angry			Very angry
1	2	3	4
☐	☐	☐	☐

O6. How **anxious** do you feel about this year's "Taipei City" (change this according to which electoral district the respondent is registered in) municipal election?

Not anxious			Very anxious
1	2	3	4
☐	☐	☐	☐

Half would answer O7a, the other half would answer O7b.

O7a. After this year's municipal elections, which camp do you think will pick up more seats?

☐(1) The Pan-Blue camp will pick up a lot more seats

☐(2) The Pan-Blue camp will pick up some seats

☐(3) The number of seats on both sides will remain the same

☐(4) The Pan-Green camp will pick up some seats

☐(5) The Pan-Green camp will pick up a lot more seats

☐(96) It depends

☐(97) No opinion

☐(95) I refuse to answer this question

☐(99) I don't know

Half would answer O7a, the other half would answer O7b.

O7b. After this year's municipal elections, which camp do you think will pick up more seats?

☐(1) The Pan-Green camp will pick up a lot more seats

☐(2) The Pan-Green camp will pick up some seats

☐(3) The number of seats on both sides will remain the same

☐(4) The Pan-Blue camp will pick up some seats

☐(5) The Pan-Blue camp will pick up a lot more seats

☐(96) It depends

☐(97) No opinion

☐(95) I refuse to answer this question

☐(99) I don't know

O8.	How often do you discuss politics or public issues with people who don't have the same views or opinions as you?	Never	Seldom	Sometimes	Often
		1☐	2☐	3☐	4☐

If you're under 20 years of age or answered 3 on O3a, skip to O10.

O9. If the "Taipei City" (change this according to which electoral district the respondent is registered in) municipal election were held today, which candidate would you vote for? (Please show tablet) (The options are listed on the last page of the appendix and will change according to which electoral district the respondent is registered in.)

☐(88) Other political parties (please specify) _____

☐(11) I wouldn't go to vote

☐(12) I would cast an invalid ballot

☐(99) I don't know

O10. How interested are you in politics?

☐(01) Not interested at all

☐(02) Not very interested

☐(03) So-so

☐(04) Somewhat interested

☐(05) Very interested

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.	1☐	2☐	3☐	4☐
(02)	It is important to this person to be rich; to have a lot of money and expensive things.	1☐	2☐	3☐	4☐
(03)	Living in secure surroundings is important to this person; to avoid anything that might be dangerous.	1☐	2☐	3☐	4☐
(04)	It is important to this person to have a good time; to "spoil"oneself.	1☐	2☐	3☐	4☐
(05)	It is important for this people to help the people nearby; to care for their well-being	1☐	2☐	3☐	4☐
(06)	Being very successful is important to this person; to have people recognize one's achievements.	1☐	2☐	3☐	4☐
(07)	Adventure and taking risks are important to this person; to have an exciting life.	1☐	2☐	3☐	4☐
(08)	It is important to this person to always behave properly; to avoid doing anything people would say is wrong.	1☐	2☐	3☐	4☐
(09)	Looking after the environment is important to this person; to care for nature and save life resources.	1☐	2☐	3☐	4☐
(10)	Tradition is important to this person; to follow the customs handed down by one's religion or family.	1☐	2☐	3☐	4☐

P2. To what extend do you agree with the following statements?

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
(01)	In most ways my life is close to my ideal.	1☐	2☐	3☐	4☐	5☐
(02)	The conditions of my life are excellent.	1☐	2☐	3☐	4☐	5☐
(03)	So far I have gotten the important things I want in life.	1☐	2☐	3☐	4☐	5☐
(04)	If I could live my life over, I would change almost everything.	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☐

P3. The following section will enquire about your satisfaction toward certain matters.

		Strongly dissatisfied	Dissatisfied	Neutral	Satisfied	Strongly satisfied	NA
(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▢	
(05)	On the whole, are you satisfied with yourself?	1▢	2▢	3▢	4▢	5▢	

P4.Overall, are you happy or unhappy about your current life?

▢(01) Very unhappy

▢(02) Unhappy

▢(03) Neutral

▢(04) Happy

▢(05) Very happy

P5. Overall, do you currently feel lonely?

▢(01) Not at all lonely

▢(02) Not very lonely

▢(03) I have no feelings one way or the other

▢(04) Lonely

▢(05) Very lonely

Q. Job

Q1. Do you currently have a job?

☐(01) I have a full-time job

☐(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

☐(05) I am currently unemployed **Skip to Q4.**

☐(06) I am a student or trainee **and do not work now Skip to Q4**.

☐(07) I am a student or trainee **but I am also working now**

☐(08) I am retired **Skip to Q4.**

☐(09) I am a homemaker **and do not work now Skip to Q4.**

☐(10) I am elderly, physically or mentally disabled, or sick, and cannot work **Skip to Q4.**

☐(11) I am serving mandatory military service **Skip to Q4.**

☐(12) I am serving (R&D) alternative military service **Skip to Q4.**

☐(88) Other, please specify _____

Q2. What is your occupation? (please show tablet)

(A)☐(01) Agriculture, forestry, fishery and animal husbandry

(B) Industry

☐(02) Mining and quarrying

☐(03) Manufacturing

☐(04) Electricity and gas supply

☐(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

☐(11) Financial and insurance

☐(12) Real estate

☐(13) Professional, scientific, and technical services

☐(14) Support services

☐(15) Education services

☐(16) Public administration and defense; compulsory social security

☐(17) Human health and social work services

☐(18) Arts, entertainment and recreation

☐(19) Other services

☐(88) Other (Please specify)_____

Q3a.Which category does your current job belong to?

☐(01) Employer

☐(02) Self employed

☐(03) Private sector (e.g., private schools, private enterprise)

☐(04) Public sector (e.g., public schools, government organizations)

☐(88) Other (please specify) _____

Q3b. Do you manage subordinates at work?

☐(01) Yes, _____ persons

☐(02) No

Q4. What is your approximate personal average monthly income (before tax)? (including salary,year-end bonuses, New Year bonuses, overtime, income from sales, self-employment income,interest on investments, rent, pensions, or living expenses provided by parents/children) (please show tablet)

☐(01) No income ☐(02) NT$10,000 or less ☐(03) NT$10,001 –NT$20,000

☐(04) NT$20,001 –NT$30,000 ☐(05) NT$30,001-NT$40,000 ☐(06) NT$40,001 –NT$50,000

☐(07) NT$50,001 –NT$60,000 ☐(08) NT$60,001-NT$70,000 ☐(09) NT$70,001 –NT$80,000

☐(10) NT$80,001–NT$90,000 ☐(11) NT$90,001-NT$100,000 ☐(12) NT$100,001-NT$110,000

☐(13) NT$110,001-NT$120,000 ☐(14) NT$120,001-NT$130,000 ☐(15) NT$130,001-NT$140,000

☐(16) NT$140,001-NT$150,000 ☐(17) NT$150,001-NT$160,000 ☐(18) NT$160,001-NT$170,000

☐(19) NT$170,001-NT$180,000 ☐(20) NT$180,001-NT$190,000 ☐(21) NT$190,001-NT$200,000

☐(22) NT$200,001-NT$300,000 ☐(23) More than NT$300,000 ☐(24) I refuse to answer this question

News Channel List

01. TVBS	39. Beautiful Life Television
02. Formosa Television, FTV	40. Taiwan Indigenous Television, TITV
03. SET News	41. ESPN
04. ETTV News	42. Star Sports
05.CTi News	43. Hang Sang Business TV
06. Era News	44. CSTV
07. China Television, CTV	45. EFTV
08. Taiwan Television, TTV	46. FINANCE
09. NTV	47. SBN TV
10. SET Taiwan	48. Afa TV
11. Chinese Television System, CTS	49.NHK
12.TVBS-N	50. CTS IQ
13. FTV News	51. CTV MyLife
14. ETTV CH32	52. DiMO TV
15. Public Television Service, PTS	53. FTV CH7
16. Unique Satellite TV，USTV News Channel	54. PTS HiHD
17. SET City	55. TTV Finance Channel
18. EBC Financial News Channel	56. TTV
19. Da Ai Television	57. CTS EQ
20. VL Sports	58. CN HD
21.TVBS-G	59.BBC Lifestyle Channel
22. Unique Satellite TV，USTV Financial Channel	60.BBC Knowledge Channel
23. CN	61.BBC Entertainment Channel
24. GTV CH28	62.tvN
25. Videoland Television, VT	63.Fashion TV
26. CNN	64.WeTV
27. GTV CH27	65. Australia Network
28. CTV News Channel	66. TV5MONDE
29. Azio TV、Asia Plus	67. Arirang TV
30. Good TV	68. Bloomberg TV
31. ESPN HD	69. Deutsche Welle
32. FTV CH8	70.VTV4
33. CTS MOD	71. Al Jazeera
34. BBC	72. CNBC Asia Channel
35. DaAi HD	73. Euronews
36. FOX News Channel	74. DW-TV
	75. TFC
	76. Channel NewsAsia

37. SBN MOD	115. NextTV-Mixed
38. Hakka Television	116. SET-Money
77. SKY NEWS HD	117. CTS-News
78. Good News TV	118. CSTV-business
79. TITV	119. udn-News
80. DaAi TV	120. Follow Me Television
81. CTS-education and culture	121. Mei Ah Movies Channel
82. NIO	122. LTV-Movie
83. Nat Geo Wild HD	123. LTV-Drama
84. Nat Geo People HD	124. Star Chinese Movies HD
85. Baby TV	125. LTV-Movie
86. MY-KIDS TV	126. Warner TV
87. Disney Junior	127. Golden TV-Movie
88. ELTV	128. Star Movies HD
89. LTV	129. Fox Family Movies
90. Nickelodeon Asia	130. Sundance Channel
91. Nice Bingo	131. DIVA
92. Golden TV	132. FX
93. ELTA TV	133. FOXCRIME
94. Nice TV	134. FOX
95. Golden TV-information	135. Universal Channel
96. Golden TV	136. Syfy
97. Golden TV-Japan	137. AMC
98. BBC Earth	138. LTV-Movie
99. Smart	139. CatchPlay
100. ASIA TV	140. CinemaWorld
101. China-classical	141. Comedy Central Asia
102. ASIA TV-Travel	142. EYE TV
103. Asia Digital Media Group	143. SET-MIXED
104. Asia Digital Media Group- food	144. KLT
105. Brvao.	145. Other (Please specify)_____
106. TVB8	
107. SET-drama	
108. Asia Digital Media Group-Taiwan Drama	
109. LTV-drama	
110. LTV-IDOL	
111. ELTA-drama	
112. Golden TV-drama	
113. Golden TV-drama 2	

114. EYE TV-drama	

List Of Mayoral Candidate in 2018

1.	Ke Wen zhe（Taipei City）	39.	tu xing zhe（Chiayi City）
2.	ding shou zhong（Taipei City）	40.	huang min hui（Chiayi City）
3.	ya wen zhi（Taipei City）	41.	xiao shu li（Chiayi City）
4.	lü xiu lian（Taipei City）	42.	wu yu ren（Chiayi County）
5.	li xi kun（Taipei City）	43.	weng zhang liang（Chiayi County）
6.	su huan zhi（Taipei City）	44.	gao si bo（Tainan City）
7.	qiu wen xiang（Taipei City）	45.	huang wei zhe（Tainan City）
8.	lin chang zuo（Taipei City）	46.	han guo yu（Kaohsiung City）
9.	fan yun（Taipei City）	47.	chen qi mai（Kaohsiung City）
10.	hou you yi（New Taipei City）	48.	wu yi zheng（Kaohsiung City）
11.	su zhen chang（New Taipei City）	49.	qu mei feng（Kaohsiung City）
12.	lin you chang（Keelung City）	50.	pan meng an（Pingtung County）
13.	xie li gong（Keelung City）	51.	su qing quan（Pingtung County）
14.	zheng wen can（Taoyuan County）	52.	lin zi miao（Yilan County）
15.	chen xue sheng（Taoyuan County）	53.	chen ou bo（Yilan County）
16.	lin zhi jian（Hsinchu City）	54.	lin xin hua（Yilan County）
17.	xu ming cai（Hsinchu City）	55.	xu zhen wei（Hualien County）
18.	lin wei zhou（Hsinchu County）	56.	liu xiao mo（Hualien County）
19.	yan gwen ke（Hsinchu County）	57.	rao qing ling（Taitung County）
23.	zheng zhao fang（Hsinchu County）	58.	liu zhao hao（Taitung County）
24.	xu xin ying（Hsinchu County）	59.	chen guang fu（Penghu County）
25.	xu yao chang（Miaoli County）	60.	lai feng wei（Penghu County）
26.	xu ting cong（Miaoli County）	61.	zheng qing fa（Penghu County）
27.	liu zheng hong（Miaoli County）	62.	wu zheng long（Penghu County）
28.	xu ding zhen（Miaoli County）	63.	chen fu hai（Kinmen County）
29.	lin jia long（Taichung City）	64.	yang zhe nwu（Kinmen County）
30.	lu xiu yan（Taichung City）	65.	liu zeng ying（Lienchiang County）
31.	wei ming gu（Changhua County）	66.	chen zi jing（Tainan City）
32.	wang hui mei（Changhua County）	67.	xu zhong xin（Tainan City）
33.	hong min ya（Changhua County）	68.	gu wen fa（Taipei City）
34.	huang wen ling（Changhua County）	69.	zheng yi ting（Taipei City）
35.	lin ming zhen（Nantou County）	70.	xu chun mei（Taipei City）
36.	hong guo hao（Nantou County）	71.	zeng guo min（Taipei City）
37.	li jin yong（Yunlin County）	73.	wu fang ming（Chiayi County）
38.	zhang li shan（Yunlin County）	74.	xie wen jin（Hsinchu City）