

NEWS MEDIA REPERTOIRES IN PORTUGAL – A PRELIMINARY ANALYSIS

CONSUMPTION OF NEWS MEDIA AS DEMOCRATIC RESOURCES: CROSS-CULTURAL RESEARCH

Portugal Q-sorts (Factor Analysis)

7-factor solution, covering 65% of the initial total variance → 7 news repertoires: salient news preferences, tentative profiles/labels.

Repertoire 1: Quality Media Lovers

Ranking	Q-cards
#1	18. National quality newspaper online (any: computer, mobile device)(including specialized)
#2	26. Read international news providers' online news
#3	12. National daily quality newspaper, print (including specialized dailies)
#4	10. Radio news as part of a general commercial radio channel (national, regional, international)
#5	15. National news magazines or weekly quality newspaper, print (news magazines mentioned first)

Demographic profile of the participants (10): Gender: 5 female, 5 male; Age: 18-34: 3, 35-60: 7, none from +61; Location: Capital 6, Larger City 1, Provincial City; Education: Higher Education 7, Intermediate Education 3, none from primary/secondary Education

Repertoire 2: Broadcast Media Consumers

Ranking	Q-cards
#1	11. Radio current affairs as part of a general radio channel and/or 24 hour radio news/information channel (national, regional, international)
#2	6. TV news and/or current affairs on national 24-hour TV news channel
#3	1. national TV news bulletin on a public service channel (live or delayed)
#4	9. Radio news as part of a general public service radio channel (national, regional, international)
#5	27. News on Facebook (any: computer, mobile device)

Demographic profile of the participants (6): Gender: 3 female, 3 male; Age: 18-34: 3; 35-60: 2; +61: 1; Location: Capital 3, Large City 1, Provincial City 2; Education: Primary/secondary education 4, Intermediate Education 1, Higher Education 1

Repertoire 3: Television News Addicts and Social Media Avoiders

Ranking	Q-cards
#1	5. TV current affairs, serious (live or delayed)
#2	7. TV news and/or current affairs from foreign/international providers
#3	35. News from born-online news media
#4	2. national TV news bulletin on a commercial channel (live or delayed)
#5	15. National news magazines or weekly quality newspaper, print (news magazines mentioned first)

Demographic profile of the participants (7): Gender: 1 female, 6 male; Age: 18-34: 1; 35-60: 2; +61: 4; Location: Capital 3, Large City 4, none from Provincial City; Education: Primary/secondary education 2, Intermediate Education 4, Higher Education 1

Repertoire 4: (Light) news snackers

Ranking	Q-cards
#1	34. News via news aggregators, personalized news services, or news portals
#2	3. regional/local TV news bulletin (live or delayed)
#3	10. Radio news as part of a general commercial radio channel (national, regional, international)
#4	4. TV current affairs (analysis, debates, TV news magazines), light (live or delayed)
#5	2. national TV news bulletin on a commercial channel (live or delayed)

Demographic profile of the participants (3): Gender: 3 female, 0 male; Age: 35-60 2, +61 1, none from 18-34; Location: Large City 2, Provincial City 1, none from Capital; Education: Primary/secondary Education 2, Intermediate Education 1, none from Higher Education

Repertoire 5: Online based-media and Social Media Addicts

Ranking	Q-cards
#1	27. News on Facebook (any: computer, mobile device)
#2	35. News from born-online news media
#3	32. News as you know it from 'the news media' received by email or SMS
#4	30. News as you know it from 'the news media' distributed by online video sharing media (examples: YouTube, Vimeo, etc.)
#5	34. News via news aggregators, personalized news services, or news portals

Demographic profile of the participants (3): Gender: 3 female, 0 male; Age: 35-60: 1; +61: 2; none from 18-34; Location: Capital 2, Large City 1, none from Provincial City; Education: Primary/secondary Education 1, Higher education 2, none from Intermediate Education

Repertoire 6: Online Newspapers Lovers and Radio News Avoiders

Ranking	Q-cards
#1	29. News on other social media (any: computer, mobile device)
#2	20. Free daily newspaper online (any: computer, mobile device)
#3	19. National ('or regional') tabloid newspaper online (any: computer, mobile device)
#4	18. National quality newspaper online (any: computer, mobile device)(including specialized)
#5	4. TV current affairs (analysis, debates, TV news magazines), light (live or delayed)

Demographic profile of the participants (2): Gender: 2 female, 0 male; Age: 18-34: 1; 35-60: 1; none from +61; Location: Large City 2, none from Provincial City nor Capital; Education: Intermediate education 1, Higher Education 1, none from Primary/Secondary Education

Repertoire 7: Television and Press Consumers

Ranking	Q-cards
#1	1. national TV news bulletin on a public service channel (live or delayed)
#2	2. national TV news bulletin on a commercial channel (live or delayed)
#3	31. Blogs with news (any: computer, mobile device)
#4	27. News on Facebook (any: computer, mobile device)
#5	25. Read national ('or regional') commercial broadcaster's online news

Demographic profile of the participants (4): Gender: 2 female, 2 male; Age: 18-34: 3; +61: 1; none from 35-60; Location: Capital 1, Large City 1, Provincial City 2; Education: Primary/secondary Education 3, Intermediate Education 1, none from Higher education