

**PEW RESEARCH CENTER
PEW RESEARCH FACEBOOK NEWS SURVEY
FINAL TOPLINE
AUGUST 21-SEPTEMBER 2, 2013
GENERAL POPULATION N=5,173
FACEBOOK USER N=3,268
FACEBOOK NEWS CONSUMER N=1,429**

ASK ALL:

Q.1 Do you use any of the following social networking sites? **[RANDOMIZE A-D FOLLOWED BY E-K, KEEP L LAST]**

	<u>Yes</u>	<u>No</u>	<u>No answer</u>
a. Facebook			
Aug 21-Sep 2, 2013	64	36	*

QUESTIONS Q1b-Q1I HELD FOR FUTURE RELEASE**ASK EACH OF SITES USED IN Q1 (Q1=1):**

Q.2 And do you use

	<u>Several times a day</u>	<u>About once a day</u>	<u>A few days a week</u>	<u>Less often</u>	<u>No answer</u>
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BASED ON FACEBOOK USERS [N=3,268]

a. Facebook					
Aug 21-Sep 2, 2013	46	22	17	14	*

QUESTIONS Q2b-Q2k HELD FOR FUTURE RELEASE**ASK ALL:**

Q.3 Do you happen to have each of the following, or not?

	<u>Yes</u>	<u>No</u>	<u>No answer</u>
a. A desktop or a laptop computer			
Aug 21-Sep 2, 2013	91	9	1
May 9-Jun 3, 2012 (P-P)	79	20	*
b. A cell phone that is also a smartphone, such as an iPhone, Android, Blackberry, or Windows phone			
Aug 21-Sep 2, 2013	54	45	1
Jun 29-Aug 8, 2012	44	56	*
May 9-Jun 3, 2012 (P-P)	48	51	1
c. A tablet computer like an iPad, Samsung Galaxy, Motorola Xoom, or Kindle Fire			
Aug 21-Sep 2, 2013	32	66	1
Jun 29-Aug 8, 2012	22	78	*
May 9-Jun 3, 2012 (P-P)	21	79	*

ASK ALL:

Q.4d Thinking about news (by news we mean information about events and issues that involve more than just your friends and family), how often do you get news...**[RANDOMIZE]**

	<u>Often</u>	<u>Sometimes</u>	<u>Hardly ever</u>	<u>Never</u>	<u>No answer</u>
a. On a desktop or laptop computer Aug 21-Sep 2, 2013	35	30	17	18	*
b. On a mobile device (such as a smartphone or tablet) Aug 21-Sep 2, 2013	21	19	13	46	*

ASK ALL:

Q.4 And how often do you... **[RANDOMIZE]**

	<u>Often</u>	<u>Sometimes</u>	<u>Hardly ever</u>	<u>Never</u>	<u>No answer</u>
a. Read any newspapers in print Aug 21-Sep 2, 2013	27	27	27	19	*

NO ITEM B

c. Listen to news on the radio Aug 21-Sep 2, 2013	26	30	27	18	*
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NO ITEM D

e. Read any news magazines in print Aug 21-Sep 2, 2013	13	26	33	27	*
f. Watch local television news Aug 21-Sep 2, 2013	46	26	17	11	*
g. Watch national evening network television news (such as ABC World News, CBS Evening News, or NBC Nightly News) Aug 21-Sep 2, 2013	31	28	24	18	*
h. Watch cable television news (such as CNN, The Fox News Cable channel, or MSNBC) Aug 21-Sep 2, 2013	24	28	26	21	*

NO QUESTION 5

ASK ALL:

Q.6 Would you say you follow the news...?

Aug 21-Sep 2 <u>2013</u>		Dec 28, 2009-Jan 19 <u>2010</u> ¹
44	All or most of the time	56
34	Some of the time	25
14	Only now and then	12
8	Hardly ever	6
*	Never/No answer	1

ASK IF NEWS CONSUMER (Q.6=1-3) [N=4,843]:Q.7 Here are some reasons people follow the news. Is each a reason you follow the news, or not? **[RANDOMIZE]**

	<u>Yes</u>	<u>No</u>	<u>No answer</u>
a. I enjoy talking with friends, family and colleagues about what's happening in the world			
Aug 21-Sep 2, 2013	66	33	1
Dec 28, 2009-Jan 19, 2010 ²	72	28	*
b. I need to for my job or school			
Aug 21-Sep 2, 2013	13	86	1
Dec 28, 2009-Jan 19, 2010	19	81	*
c. I often find information in the news that helps improve my life			
Aug 21-Sep 2, 2013	49	50	1
Dec 28, 2009-Jan 19, 2010 ²	61	38	1
d. I feel I have a social or civic obligation to stay informed			
Aug 21-Sep 2, 2013	61	38	1
Dec 28, 2009-Jan 19, 2010 ²	69	31	*
e. It provides entertainment			
Aug 21-Sep 2, 2013	52	46	1
Dec 28, 2009-Jan 19, 2010 ³	44	55	*
f. Other			
Aug 21-Sep 2, 2013	8	91	1

ASK ALL:Q.8 Thinking about the different kinds of news you get, do you mostly...**[RANDOMIZE]**

Aug 21-Sep 2 <u>2013</u>	
27	Get news from sources that SHARE my point of view
71	Get news from sources that DON'T HAVE a particular point of view
2	No answer

¹ 2010 survey was a telephone survey, conducted by the Pew Research Center's Internet and American Life Project. Differences in response may be attributable to differences in mode.

² 2010 survey was a telephone survey. Responses were based on those who follow the news at least now and then, and asked about "you," rather than "I" in items.

³ Dec 28, 2009-Jan 19, 2010 wording: "It provides entertainment and a relaxing diversion"

BASED ON USERS, ASK EACH IF SITE USED IN Q1 (Q1x=1):

Q.9 Do you ever get news or news headlines on any of the following sites? Again, by news we mean information about events and issues that involve more than just your friends or family. **[SHOW ONLY THOSE SITES THAT ARE YES IN Q1 (Q1=1), IN SAME ORDER AS DISPLAYED IN Q1]**

Yes No No answer

BASED ON FACEBOOK USERS [N=3,268]

a.	Facebook			
	Aug 21-Sep 2, 2013	47	53	0

QUESTIONS Q9b-Q9k HELD FOR FUTURE RELEASE**ASK IF USE FACEBOOK (Q1a=1) [N=3,268]:**

Now we're interested in learning more about how you're using Facebook.

Q.10 Do you use Facebook on...**[RANDOMIZE]**

		<u>Yes</u>	<u>No</u>	<u>No answer</u>
a.	A desktop or a laptop computer			
	Aug 21-Sep 2, 2013	88	11	1
b.	A smartphone			
	Aug 21-Sep 2, 2013	53	46	1
c.	A tablet computer			
	Aug 21-Sep 2, 2013	28	70	2

ASK IF USE MORE THAN ONE WAY TO ACCESS FACEBOOK (MORE THAN ONE ITEM=1 IN Q10)

Q.11 Do you mostly use Facebook on...

Aug 21-Sep 2
2013

	Based on all Facebook Users ⁴ [N=3,268]	Based on those who access Facebook in multiple ways [N=1,667]	
	59	41	A desktop or a laptop computer
	30	45	A smartphone
	8	13	A tablet computer
	*	*	No answer
	2	-	Don't use Facebook on any devices

ASK IF USE FACEBOOK (Q1a=1) [N=3,268]:

Q.12a About how long ago did you start using Facebook?

Aug 21-Sep 2
2013

	7	Less than a year ago
	51	1 year to less than 4 years ago
	41	4 or more years ago
	*	No answer

⁴ Includes those who said "yes" to only one type of device in Q10.

ASK IF USE FACEBOOK (Q1a=1) [N=3,268]:

Q.12 Which better describes how you use Facebook, even if neither is exactly right?
[RANDOMIZE]

Aug 21-Sep 2

2013

42	I check Facebook throughout the day or leave it open
58	I only check Facebook from time to time
*	No answer

ASK IF USE FACEBOOK (Q1a=1) [N=3,268]:

Q.13 Which best describes the privacy settings on your full Facebook profile...

Aug 21-Sep 2

2013

73	Only my Facebook friends can see my full profile
11	More than just my Facebook friends can see my full profile
16	I don't know what my privacy settings are
1	No answer

ASK IF USE FACEBOOK (Q1a=1) [N=3,268]:

Q.14 Altogether, approximately how many people are on your Facebook friends list?

Aug 21-Sep 2

2013

30	0-49
16	50-99
20	100-199
19	200-399
14	400+
-	Don't know
2	Refused
192	<i>Mean</i>

Oct 20-Nov 28

2010

22
14
22
22
16
4
1
229

ASK IF USE FACEBOOK (Q1a=1) [N=3,268]:

Q.15 On the days when you use Facebook, about how much time do you spend using Facebook?

Aug 21-Sep 2

2013

47	Less than 30 minutes
29	30 minutes to less than an hour
19	An hour to less than four hours
4	Four hours or more
1	No answer

ASK IF USE FACEBOOK (Q1a=1) [N=3,268]:

Q.16 For each of the following, is this a major reason, minor reason, or not a reason you use Facebook? **[RANDOMIZE A-H WITH I ALWAYS LAST]**

		<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason at all</u>	<u>No answer</u>
a.	To share my photos or my videos Aug 21-Sep 2, 2013	28	41	31	*
b.	To post personal updates Aug 21-Sep 2, 2013	17	44	38	*
c.	To chat or message with friends and family Aug 21-Sep 2, 2013	38	36	25	*

Q.16 CONTINUED...

		<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason at all</u>	<u>No answer</u>
d.	To get news about events and issues that involve more than just your friends and family Aug 21-Sep 2, 2013	16	37	47	*
e.	To see what friends and family are up to Aug 21-Sep 2, 2013	68	25	7	*

NO ITEM F

g.	To play games Aug 21-Sep 2, 2013	14	17	68	*
h.	To see photos and videos from friends and family Aug 21-Sep 2, 2013	62	30	9	*
i.	Other Aug 21-Sep 2, 2013	5	4	90	1

ASK IF USE FACEBOOK (Q1a=1) [N=3,268]:

Q.14a Thinking about posts about news on Facebook, which comes closer to your view?

Aug 21-Sep 2

2013

52	I enjoy seeing posts about news mixed in along with other kinds of posts
47	I don't really enjoy seeing posts about news mixed in along with other kinds of posts
1	No answer

ASK IF USE FACEBOOK (Q1a=1) [N=3,268]:

Q.17 Thinking about things people sometimes do in their posts on Facebook, does it bother you, or not when friends or family...**[RANDOMIZE KEEP G AND H AS A BLOCK, WITH H ALWAYS FOLLOWING G]**

		<u>Yes, bothers me</u>	<u>No, does not bother me</u>	<u>No answer</u>
a.	Post many times a day Aug 21-Sep 2, 2013	37	62	1
b.	Share information that is very personal Aug 21-Sep 2, 2013	52	48	1
c.	Brag or complain about their lives Aug 21-Sep 2, 2013	47	52	1
d.	Post religious or inspirational sayings Aug 21-Sep 2, 2013	25	75	1
e.	Post pictures of children or pets Aug 21-Sep 2, 2013	7	92	1

Q.17 CONTINUED...

		<u>Yes, bothers me</u>	<u>No, does not bother me</u>	<u>No answer</u>
f.	Post political statements Aug 21-Sep 2, 2013	35	64	1
g.	Post news stories Aug 21-Sep 2, 2013	10	89	1
h.	Post opinions about stories in the news Aug 21-Sep 2, 2013	16	83	1

QUESTION 18 BELOW**NO QUESTIONS 19, 20****ASK IF EVER GET NEWS ON FACEBOOK (Q9a=1) [N=1,429]:**

Now, a few questions about Facebook and news—Again, by news we mean information about events and issues that involve more than just your friends and family.

Q.21 Thinking about different kinds of news you might get on Facebook, do you regularly see news about each of the following on Facebook, or not? **[RANDOMIZE IN BLOCKS, A-C, D-E, F-L; ALSO RANDOMIZE ITEMS WITHIN EACH BLOCK]**

		<u>Yes</u>	<u>No</u>	<u>No answer</u>
a.	International news Aug 21-Sep 2, 2013	39	61	*
b.	National government and politics Aug 21-Sep 2, 2013	55	44	1
c.	Local government and politics Aug 21-Sep 2, 2013	44	55	1
d.	People and events in your own community Aug 21-Sep 2, 2013	65	34	1
e.	Local weather and traffic Aug 21-Sep 2, 2013	42	57	1
f.	Sports Aug 21-Sep 2, 2013	57	43	1
g.	Business Aug 21-Sep 2, 2013	31	68	1
h.	Science and technology Aug 21-Sep 2, 2013	37	63	*
i.	Entertainment Aug 21-Sep 2, 2013	73	26	1
j.	Crime Aug 21-Sep 2, 2013	51	49	*
l.	Health and medicine Aug 21-Sep 2, 2013	46	53	1

ASK IF EVER GET NEWS ON FACEBOOK (Q9a=1) [N=1,429]:

Q.22 Which of the following statements best describes you...[**SHOW IN REVERSE ORDER FOR RANDOM HALF OF SAMPLE**]

Aug 21-Sep 2

2013

4	Facebook is the most important way I get news
39	Facebook is an important way I get news, but not the most important
57	Facebook is not a very important way I get news
*	No answer

ASK IF EVER GET NEWS ON FACEBOOK (Q9a=1) [N=1,429]:

Q.23 Overall, would you say the news you get on Facebook is...[**RANDOMIZE**]

Aug 21-Sep 2

2013

25	Mostly news I see only on Facebook
75	Mostly news I also see in other places
1	No answer

ASK IF EVER GET NEWS ON FACEBOOK (Q9a=1) [N=1,429]:

Q.24 Have you ever used Facebook to keep up with a news event as it is happening?

Aug 21-Sep 2

2013

28	Yes, used Facebook to keep up with a news event
71	No, haven't used Facebook to keep up with a news event
*	No answer

Q.24a In general, is Facebook one of the first places you to find out about an important event as it is happening, or not?

Aug 21-Sep 2

2013

Based on Facebook news users [N=1,429]	Based on those who use Facebook to keep up with an event [N=413]	
12	41	One of the first places I go
16	57	Not one of the first places I go
1	2	No answer
71	0	<i>Have not ever used Facebook to keep up with a news event</i>

ASK IF EVER GET NEWS ON FACEBOOK (Q9a=1) [N=1,429]:

Q.18 When on Facebook, have you ever been surprised by a friend or family member's opinions about an issue or event in the news?

Aug 21-Sep 2

2013

58	Yes
41	No
*	No answer

ASK IF EVER GET NEWS ON FACEBOOK (Q9a=1) [N=1,429]:

Q.25 Thinking about when you are on Facebook, how often, if at all, do you...[RANDOMIZE]

	<u>Often</u>	<u>Sometimes</u>	<u>Hardly ever</u>	<u>Never</u>	<u>No answer</u>
a. See headlines about the latest stories in the news Aug 21-Sep 2, 2013	17	48	24	9	1
b. Click on links to news stories Aug 21-Sep 2, 2013	16	49	26	9	1
c. Post or share links to news stories Aug 21-Sep 2, 2013	10	33	35	21	1
d. "Like" or comment on news stories Aug 21-Sep 2, 2013	19	40	27	12	1
e. Post my own news photos or videos on a news organization's or reporter's Facebook page Aug 21-Sep 2, 2013	6	17	29	48	1
f. Discuss issues in the news with other people on Facebook Aug 21-Sep 2, 2013	6	26	40	27	1

ASK IF DISCUSS ISSUES IN THE NEWS (Q.25f=1-3) [N=1,029]

Q.26 Thinking about the people you discuss issues or events in the news with on Facebook, are they mostly...

Aug 21-Sep 2

2013

77	Close personal friends or family
22	People who I am not particularly close to
1	No answer

ASK IF EVER GET NEWS ON FACEBOOK (Q9a=1) [N=1,429]

Q.27 Do you "like" or somehow follow any news organizations, reporters, or commentators on Facebook?

Aug 21-Sep 2

2013

34	Yes, "likes" news organizations, reporters or commentators on Facebook
65	No, does not "like" news organizations, reporters or commentators on Facebook
1	No answer

ASK IF LIKE A NEWS ORG OR REPORTER ON FACEBOOK (Q27=1)Q.27a Thinking about the news you get on Facebook, is it mostly from...**[RANDOMIZE]**

Aug 21-Sep 2

2013

Based on all Facebook news users [N=1,429]	Based on those who like/follow news orgs/reporters/commentators [N=507]	
18	51	Posts, "likes," or comments on the news from friends and family
16	48	Posts directly from news organizations or reporters
*	1	No answer
65	-	<i>No, does not "like" news organizations, reporters or commentators on Facebook</i>

ASK IF LIKES NEWS ORG/REPORTER/COMMENTATOR (Q27=1) [N=507]Q.27b Thinking about the news organizations, reporters and news commentators you "like" or follow on Facebook, are they...**[RANDOMIZE]**

Aug 21-Sep 2

2013

Based on all Facebook news users [N=1,429]	Based on those who like/follow news orgs/reporters commentators [N=507]	
25	72	Mostly people and organizations I also read, watch, or listen to outside of Facebook
9	27	Mostly people and organizations I follow only on Facebook
*	1	No answer

ASK IF EVER CLICKS ON LINKS (Q25B=1-3) [N=1,294]Q.28 Here are some reasons people may click on links to news stories on Facebook. Is each a major reason, minor reason, or not a reason you click on links? **[RANDOMIZE]**

	<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason</u>	<u>No answer</u>
a. The story was something I had been following in the news Aug 21-Sep 2, 2013	45	43	12	*
b. A friend recommended the story Aug 21-Sep 2, 2013	37	49	13	1
c. The story seemed funny or entertaining Aug 21-Sep 2, 2013	51	41	8	1
d. The story was published by a news organization I prefer Aug 21-Sep 2, 2013	20	43	37	1
e. The story had a lot of comments or "likes" Aug 21-Sep 2, 2013	13	41	45	*
f. I was interested in the topic Aug 21-Sep 2, 2013	70	25	4	1

Q.28 CONTINUED...

	<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason</u>	<u>No answer</u>
g. The story was surprising or unexpected Aug 21-Sep 2, 2013	50	39	10	1

ASK IF POST LINKS TO NEWS STORIES (Q25C=1-3) [N=1,109]

Q.29 Here are some reasons people might post or share links to news stories on Facebook. Is each a reason you post news links, or not? **[RANDOMIZE]**

	<u>Yes</u>	<u>No</u>	<u>No answer</u>
a. In order to make a statement Aug 21-Sep 2, 2013	50	48	1
b. In order to create a discussion among my friends around an issue or event Aug 21-Sep 2, 2013	41	58	*
c. In order to pass along information I think is important for people to know about Aug 21-Sep 2, 2013	81	18	1

ASK IF EVER GET NEWS ON FACEBOOK (Q25C=1-3) [N=1,429]

Q.30 Which better describes why you get news on Facebook, even if neither is exactly right?

Aug 21-Sep 2
2013

22	I think of Facebook as a useful way to get news
78	I mostly get news on Facebook because I see it when I'm there for other reasons
1	No answer

ASK ALL:

PARTY In politics TODAY, do you consider yourself a Republican, Democrat, or independent?

ASK IF NOT REPUBLICAN OR DEMOCRAT (PARTY=3,4,-1): N=5,173

PARTYLN As of today do you lean more to the Republican Party or to the Democratic Party?

	<u>Republican</u>	<u>Democrat</u>	<u>Independent</u>	<u>(VOL.) Something else</u>	<u>(VOL.) DK/Ref</u>	<u>Lean Rep</u>	<u>Lean Dem</u>
Aug 21- Sep 2, 2013	26	36	32	5	2	16	17

Key to Pew Research trends noted in the topline:

(P-P)	Pew Research Center for the People & the Press
(PIAL)	Pew Research Center's Internet and American Life project