

Topline Questionnaire

2016 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
WAVE 14 January
FINAL TOPLINE
Jan. 12 – Feb. 8, 2016
TOTAL N=4,654
WEB RESPONDENTS N=4,339
MAIL RESPONDENTS N=315¹

ASK ALL WEB:

SNS Do you use any of the following social networking sites? *[Check all that apply]* **[RANDOMIZE WITH "OTHER" ALWAYS LAST]**

ITEMS A-H, J, K HELD FOR FUTURE RELEASE

BASED ON TOTAL	<u>Yes</u>	<u>No</u>	<u>No Answer</u>
i. Reddit Jan 12-Feb 8, 2016 ²	4	96	0

ASK IF AT LEAST YES TO 1 ITEM SNS; SHOW ONLY THOSE SITES USED (SNSA-J=1):

SNSNEWS 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. **[RANDOMIZE]**

ITEMS A-H, J HELD FOR FUTURE RELEASE

BASED ON REDDIT USERS	<u>Yes</u>	<u>No</u>	<u>No Answer</u>
i. Reddit Jan 12-Feb 8, 2016 [N=288]	70	30	<1

¹ Question wording in this topline is that from the Web version of the survey. Question wording and format was adapted for the paper questionnaire delivered by mail; this questionnaire is available on request. All questions asked in both modes unless noted.

² Pew Research Center asked about news use on Reddit in 2013, but while both that survey and this one were Web surveys, they were conducted through different panels. Thus, we are taking extra caution and not trending the data directly for this report. Nonetheless, in 2013 as well as in the current data high portions of users reported getting news on the site – higher than users of most other social networking sites.

Reddit Report
Content Analysis Topline
February 2015
Pew Research Center

1a. Activity by subreddit category

Total # of ____ naming a presidential candidate

Subreddit category	Comments	% of comments	Authors	Posts	Subreddits
General politics	130,373	37%	29,216	12,011	24
Candidate-specific	62,706	18%	13,167	11,498	28
General info exchange	39,974	11%	25,441	10,728	24
Web culture	31,174	9%	19,107	10,895	63
General news	22,970	6%	13,674	3,848	12
Ideology-specific	18,463	5%	5,935	4,326	18
Entertainment & sports	13,475	4%	9,371	4,065	55
Issue-specific	8,817	2%	4,781	2,296	35
Religion	6,138	2%	3,474	1,604	11
Geographic (within U.S.)	4,631	1%	2,517	1,750	32
Geographic (outside U.S.)	2,841	1%	1,956	1,424	19
Identity-centric	2,724	1%	1,792	693	13
Party-specific	2,621	1%	872	652	3
Other	8,370	2%	6,028	1,924	36
Total	355,277	100%	137,331	67,714	373

Source: Analysis of publicly available Reddit data from May, June and September 2015. Only comments in subreddits with at least 50 comments naming a presidential candidate included in analysis.

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1b. Activity by candidate

Total # of ___ naming ...

Candidates	Comments	Authors	Posts	Subreddits
Ben Carson	9,042	5,657	3,218	258
Bernie Sanders	164,953	49,180	32,561	371
Bobby Jindal	3,309	2,153	1,504	156
Carly Fiorina	6,419	3,893	2,077	196
Chris Christie	5,027	3,557	2,261	238
Donald Trump	73,220	38,720	20,023	361
George Pataki	741	488	376	71
Hillary Clinton	84,749	30,442	20,804	365
Jeb Bush	25,829	14,772	9,243	340
Jim Webb	897	583	597	93
John Kasich	3,243	1,935	1,138	135
Lincoln Chafee	743	478	507	73
Lindsey Graham	2,221	1,618	1,374	197
Marco Rubio	7,035	3,972	2,729	234
Martin O'Malley	1,926	1,243	1,115	126
Mike Huckabee	6,856	4,621	2,745	220
Rand Paul	21,637	10,335	6,595	318
Rick Perry	2,783	2,118	1,778	211
Rick Santorum	3,893	2,787	2,033	210
Scott Walker	7,917	4,476	3,655	277
Ted Cruz	12,583	7,743	5,096	297

Source: Analysis of publicly available Reddit data from May, June and September 2015. Only comments in subreddits with at least 50 comments naming a presidential candidate included in analysis.

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2a. Multiple party mentions by subreddit category

Total # of comments naming a presidential candidate that mention ...

Subreddit category	Candidates from just 1 party	Candidates from 2 parties
General politics	120,310	10,063
Candidate-specific	59,577	3,129
General info exchange	37,152	2,822
Web culture	29,630	1,544
General news	21,633	1,337
Ideology-specific	16,961	1,502
Entertainment & sports	12,718	757
Issue-specific	8,078	739
Religion	5,894	244
Geographic (within U.S.)	4,442	189
Geographic (outside U.S.)	2,663	178
Identity-centric	2,540	184
Party-specific	2,450	171
Other	7,706	664

Source: Analysis of publicly available Reddit data May, June from September 2015. Only comments in subreddits with at least 50 comments naming a presidential candidate included in analysis.

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2b. Multiple party mentions by candidate

Total # of comments naming ____ that mention ...

Candidate	Candidates from just 1 party	Candidates from 2 parties
Ben Carson	7,779	1,263
Bernie Sanders	149,209	15,744
Bobby Jindal	3,022	287
Carly Fiorina	5,513	906
Chris Christie	4,445	582
Donald Trump	62,921	10,299
George Pataki	603	138
Hillary Clinton	71,600	13,149
Jeb Bush	18,293	7,536
Jim Webb	687	210
John Kasich	2,678	565
Lincoln Chafee	584	159
Lindsey Graham	1,927	294
Marco Rubio	5,339	1,696
Martin O'Malley	1,660	266
Mike Huckabee	6,243	613
Rand Paul	16,948	4,689
Rick Perry	2,482	301
Rick Santorum	3,383	510
Scott Walker	6,769	1,148
Ted Cruz	10,739	1,844

Source: Analysis of publicly available Reddit data from May, June and September 2015. Only comments in subreddits with at least 50 comments naming a presidential candidate included in analysis.

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3a. Multiple candidate mentions by subreddit category

Total # of comments naming a presidential candidate that mention ...

Subreddit category	1 candidate	2 candidates	3+ candidates
General politics	101,419	22,523	6,431
Candidate-specific	49,685	11,391	1,630
General info exchange	34,499	4,104	1,371
Web culture	28,010	2,474	690
General news	20,138	2,243	589
Ideology-specific	14,656	2,762	1,045
Entertainment & sports	12,120	1,061	294
Issue-specific	7,196	1,264	357
Religion	5,335	621	182
Geographic (within U.S.)	4,129	387	115
Geographic (outside U.S.)	2,506	251	84
Identity-centric	2,238	378	108
Party-specific	1,831	578	212
Other	7,083	1,025	262

Source: Analysis of publicly available Reddit data from May, June and September 2015. Only comments in subreddits with at least 50 comments naming a presidential candidate included in analysis.

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3b. Multiple candidate mentions by candidate

Total # of comments naming ____ that mention ...

Candidate	1 candidate	2 candidates	3+ candidates
Ben Carson	4,729	1,785	2,528
Bernie Sanders	121,978	35,418	7,557
Bobby Jindal	2,212	404	693
Carly Fiorina	3,407	1,239	1,773
Chris Christie	3,160	571	1,296
Donald Trump	55,867	11,136	6,217
George Pataki	321	113	307
Hillary Clinton	44,607	32,275	7,867
Jeb Bush	13,434	6,141	6,254
Jim Webb	236	159	502
John Kasich	1,462	559	1,222
Lincoln Chafee	239	123	381
Lindsey Graham	1,346	287	588
Marco Rubio	2,393	1,470	3,172
Martin O'Malley	613	468	845
Mike Huckabee	4,379	1,033	1,444
Rand Paul	14,486	4,546	2,605
Rick Perry	1,798	374	611
Rick Santorum	2,217	664	1,012
Scott Walker	4,772	1,010	2,135
Ted Cruz	7,189	2,349	3,045

Source: Analysis of publicly available Reddit data from May, June and September 2015. Only comments in subreddits with at least 50 comments naming a presidential candidate included in analysis.

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4a. Downvoted comments by subreddit category

Reddit comments mentioning a presidential candidate with more downvotes than upvotes

Subreddit category	# of downvoted comments	% of category comments that are downvoted
General politics	14,184	11%
Candidate-specific	2,176	3%
General info exchange	2,835	7%
Web culture	2,726	9%
General news	2,785	12%
Ideology-specific	1,753	9%
Entertainment & sports	1,374	10%
Issue-specific	722	8%
Religion	408	7%
Geographic (within U.S.)	594	13%
Geographic (outside U.S.)	266	9%
Identity-centric	234	9%
Party-specific	285	11%
Other	848	10%

Source: Analysis of publicly available Reddit data from May, June and September 2015. Only comments in subreddits with at least 50 comments naming a presidential candidate included in analysis.

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4b. Downvoted comments by candidate

Reddit comments mentioning ____ that were downvoted

Candidate	# of downvoted comments	% of candidate comments that are downvoted
Ben Carson	710	8%
Bernie Sanders	14,579	9%
Bobby Jindal	165	5%
Carly Fiorina	457	7%
Chris Christie	228	5%
Donald Trump	6,385	9%
George Pataki	17	2%
Hillary Clinton	8,657	10%
Jeb Bush	1,865	7%
Jim Webb	47	5%
John Kasich	149	5%
Lincoln Chafee	33	4%
Lindsey Graham	98	4%
Marco Rubio	388	6%
Martin O'Malley	134	7%
Mike Huckabee	280	4%
Rand Paul	2,164	10%
Rick Perry	161	6%
Rick Santorum	185	5%
Scott Walker	537	7%
Ted Cruz	935	7%

Source: Analysis of publicly available Reddit data May, June from September 2015. Only comments in subreddits with at least 50 comments naming a presidential candidate included in analysis.

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5a. Comments per author by subreddit category

Total # of authors commenting in a subreddit in each category who left ____ in that category

Subreddit category	1 comment	2 comments	3+ comments
General politics	15,504	4,731	8,981
Candidate-specific	7,203	2,141	3,823
General info exchange	19,581	3,278	2,582
Web culture	14,888	2,429	1,790
General news	9,954	2,023	1,697
Ideology-specific	3,380	993	1,562
Entertainment & sports	7,481	1,110	780
Issue-specific	3,350	717	714
Religion	2,512	485	477
Geographic (within U.S.)	1,847	357	313
Geographic (outside U.S.)	1,543	245	168
Identity-centric	1,340	258	194
Party-specific	497	156	219
Other	4,846	715	467

Source: Analysis of publicly available Reddit data from May, June and September 2015. Only comments in subreddits with at least 50 comments naming a presidential candidate included in analysis.

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5b. Comments per author by candidate

Total # of authors naming each candidate at least once who left ____ naming that candidate

Candidate	1 comment	2 comments	3+ comments
Ben Carson	4,207	799	651
Bernie Sanders	29,802	7,744	11,634
Bobby Jindal	1,681	259	213
Carly Fiorina	2,903	524	466
Chris Christie	2,881	402	274
Donald Trump	27,943	5,448	5,329
George Pataki	378	65	45
Hillary Clinton	19,546	4,646	6,250
Jeb Bush	10,895	2,041	1,836
Jim Webb	446	78	59
John Kasich	1,424	288	223
Lincoln Chafee	376	54	48
Lindsey Graham	1,347	163	108
Marco Rubio	2,895	544	533
Martin O'Malley	964	161	118
Mike Huckabee	3,579	617	425
Rand Paul	7,103	1,616	1,616
Rick Perry	1,815	198	105
Rick Santorum	2,251	316	220
Scott Walker	3,360	593	523
Ted Cruz	5,790	1,071	882

Source: Analysis of publicly available Reddit data from May, June and September 2015. Only comments in subreddits with at least 50 comments naming a presidential candidate included in analysis.

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