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The Modern News Consumer

News attitudes and practices in the digital era

BY Amy Mitchell, Jeffrey Gottfried, Michael Barthel and Elisa Shearer

FOR MEDIA OR OTHER INQUIRIES:

Amy Mitchell, Director of Journalism Research
Rachel Weisel, Communications Associate

202.419.4372

www.pewresearch.org

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The Modern News Consumer

News attitudes and practices in the digital era

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Wave after wave of digital innovation has introduced a new set of influences on the public's news habits. Social media, messaging apps, texts and email provide a constant stream of news from people we're close to as well as total strangers. News stories can now come piecemeal, as links or shares, putting less emphasis on the publisher. And, hyper levels of immediacy and mobility can create an expectation that the news will come to us whether we look for it or not. How have these influences shaped Americans' appetite for and attitudes toward the news? What, in other words, are the defining traits of the modern news consumer?

A new, two-part survey by Pew Research Center, conducted in early 2016 in association with the John S. and James L. Knight Foundation, reveals a public that is cautious as it moves into this more complex news environment and discerning in its evaluation of available news sources.

To be sure, news remains an important part of public life. More than seven-in-ten U.S. adults follow national and local news somewhat or very closely – 65% follow international news with the same regularity. Fully 81% of Americans get at least some of this news through websites, apps or social networking sites. And, this digital news intake is increasingly mobile. Among those who get news both on desktop computers and mobile devices, more than half prefer mobile.

In this digital news environment, the role of friends and family is amplified, but Americans still reveal strong ties to news organizations. The data also reinforce how, despite the dramatic changes witnessed over the last decade, the digital news era is still very much in its adolescence.

These findings come from a two-part study which asked U.S. adults a wide range of questions about their news habits and attitudes, and then over the course of a subsequent week asked them in real time about news they had gotten in the last two hours. The first survey was conducted Jan. 12-Feb. 8, 2016, among 4,654 U.S. adults ages 18 and older who are members of Pew Research Center's American Trends Panel. The second survey consisted of 14 short, online surveys that were administered two per day from Feb. 24-March 1, 2016. Survey invitations were sent at different times each day, and responses were accepted for two hours after the invitations were sent. Panelists who completed the January wave on the web and reported that they get news online were asked to participate in the experiential study; 2,078 panelists participated and completed at least 10 of the 14 surveys.

Updated September 2017: In the Spanish language version of the questionnaire, “local television news” was mistranslated as “television news” for a question asking respondents how often they watch local television news (which resulted in a 46% share who said they do so often). This affected the 66 respondents who took the survey in Spanish (4% of the sample after weighting). The effects of this mistranslation were minimal and do not affect the report’s conclusions.

1. Pathways to news

In 2016, Americans express a clear preference for getting their news on a screen – though which screen that is varies. TV remains the dominant screen, followed by digital. Still, TV news use is dramatically lower among younger adults, suggesting further shake-ups to come.

- As of early 2016, just two-in-ten U.S. adults often get news from print newspapers. This has fallen from 27% in 2013.

- This decrease occurred across all age groups, though the age differences are still stark: Only 5% of 18- to 29-year-olds often get news from a print newspaper, whereas about half (48%) of those 65 and older do.

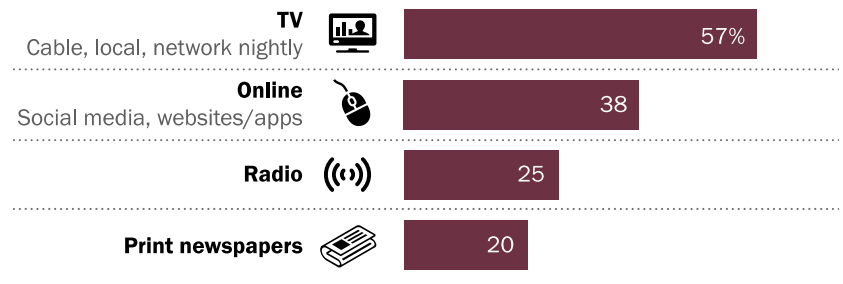
- Compared with print, nearly twice as many adults (38%) often get news online, either from news websites/apps (28%), on social media (18%) or both. (81% of adults ever get news on these online platforms.)

- Still, TV continues to be the most widely used news platform; 57% of U.S. adults often get TV-based news, either from local TV (46%), cable (31%), network (30%) or some combination of the three. This same pattern emerges when people are asked which platform they prefer – TV sits at the top, followed by the web, with radio and print trailing behind.

- But demographics speak to the fragility behind those TV numbers. While solid majorities of both those ages 50-64 (72%) and those 65+ (85%) often get news on TV, far smaller shares of younger adults do so (45% of those 30-49 and 27% of those 18-29). Alternatively, the two younger groups of adults are much more likely than older adults to turn to online platforms for news – 50% of 18- to 29-year-olds and 49% of those ages 30-49 often do so.

About four-in-ten Americans often get news online

% of U.S. adults who often get news on each platform



% of each age group who often get news on each platform

	18-29	30-49	50-64	65+
TV	27%	45%	72%	85%
Online	50	49	29	20
Radio	14	27	29	24
Print newspapers	5	10	23	48

Note: Just 1% said they never got news on any platform (not shown).

Source: Survey conducted Jan. 12-Feb. 8, 2016.

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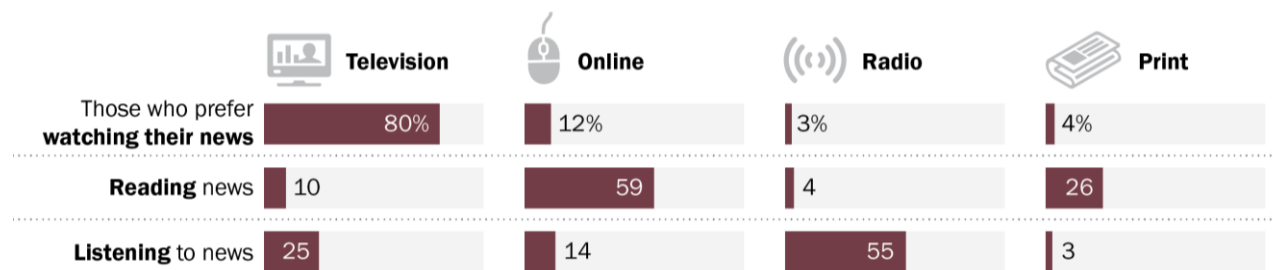
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TV's staying power over print is buttressed by the fact that Americans who prefer to watch news still choose TV, while most of those who prefer to read the news have migrated online.

- The greatest portion of U.S. adults, 46%, prefer to watch news rather than read it (35%) or listen to it (17%).
- When paired with the platforms people prefer, the data reveal that as of now, the web has largely pulled in “readers” rather than “watchers.” While those who prefer watching news predominantly opt for TV and listeners turn to radio, most of those who prefer reading news now opt to get news online rather than in print (59%, compared with 26% of news readers who opt for print).

News watchers overwhelmingly prefer television, while readers prefer the web

Of those who prefer watching/reading/listening to their news, % who prefer getting their news on each platform



Note: Platform preference (TV, online, radio, print) includes those who only get news on each. Just 1% said they never get news on any platform (not shown).

Source: Survey conducted Jan. 12-Feb. 8, 2016.

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Within the digital realm, mobile news consumption is rising rapidly. The portion of Americans who ever get news on a mobile device has gone up from 54% in 2013 to 72% today.

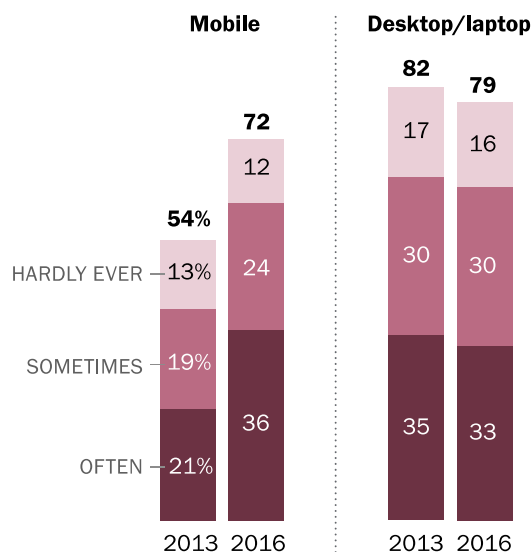
- Two-thirds, 66%, of adults get news on both types of digital devices, while 13% get news only on a desktop/laptop and 5% only do so on a mobile device (15% do not get news on any digital device).

- But, among those who get news on both, more prefer mobile (56% to 42% who prefer desktop).

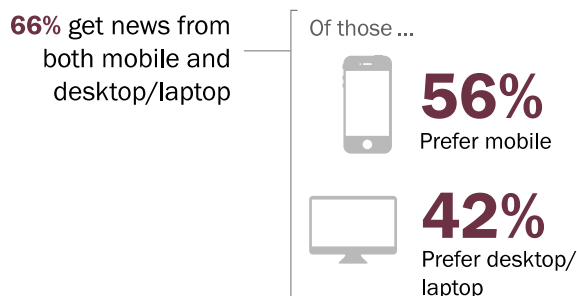
- One of the most prominent distinctions between those oriented towards mobile devices for their digital news and those oriented towards desktops is age. Fully seven-in-ten of those ages 18-29 either prefer or only use mobile for getting their digital news, compared with 53% of those 30-49, 29% of those 50-64 and just 16% of those 65+. When it comes to news attitudes and habits, the two groups are quite similar. This includes loyalty to news sources, trust in information from news organizations, discussion of news with others and level of engagement with news on social media.

Rapid growth since 2013 in portion using mobile to get news; desktop/laptop usage holds steady

% of U.S. adults who ever get news on ...



Among people who get news on both, more prefer mobile



Source: Survey conducted Jan. 12-Feb. 8, 2016.
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Personal contacts are also a common source of news and can play an amplified role online. But Americans see clear distinctions between news organizations, friends and family, and more distant individuals.

- About two-thirds (63%) of Americans say family and friends are an important way they get news, whether online or offline; 10% see them as the most important.

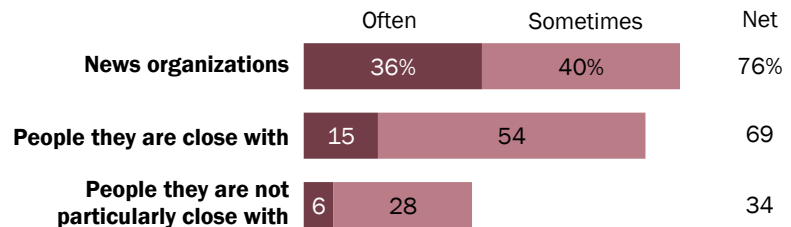
- Still, online news organizations play the larger role: 36% of online news consumers often get news from news organizations, compared with about half as many who do so from people with whom they are close (15%). Even fewer (6%) say they often get news from people they're not close with.

- But those who get news from these sources are as likely to say the news from close friends and family is relevant as they are to say this of news organizations; 15% of those who get online news from close personal contacts say those updates are very near to their interests, compared with 11% who get news from news organizations and 4% of those who get news from more distant contacts.

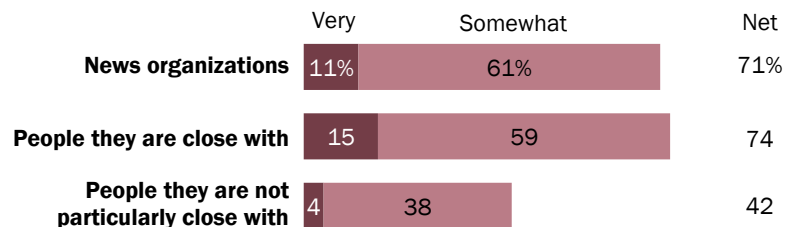
- The less newsy are more likely to say friends and family are important pathways to news: 69% of those who follow news less often say friends and family are important, compared with 57% of those who follow news all or most of the time. Additionally, women are more likely than men to say friends and family are important, young adults are more likely than older adults, and blacks are more likely than whites to say this.

Online news consumers more likely to get news from professional outlets than from friends, family – but just as likely to think each provides relevant news

% of online news consumers who get news online from ... often/sometimes



Of those who get news online from each, % who say that the news they get from ... is very/somewhat near to their interests



Source: Survey conducted Jan. 12-Feb. 8, 2016.
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2. Trust and accuracy

Few have a lot of confidence in the information they get from professional outlets or friends and family, but large majorities have at least some trust in both; social media gets substantially lower trust scores.

- Only about two-in-ten Americans (22%) trust the information they get from local news organizations a lot, whether online or offline, and 18% say the same of national organizations, slightly higher than the 14% who say this of the information they get from their friends and family. While the portion saying they have a lot of trust in each group is low, large majorities have at least some trust.

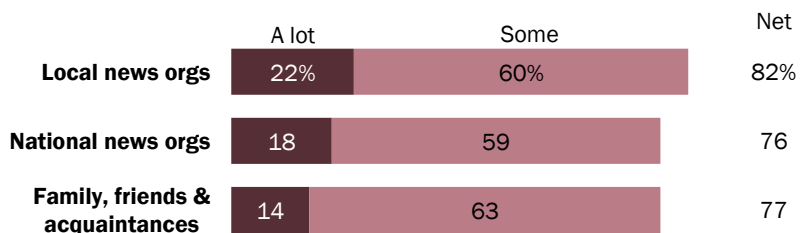
- Social media, on the other hand, is trusted by a slim minority – only 4% of web-using adults have a lot of trust in the information they find on social media. And that rises to only 7% among those who get news on these sites.

- When those who get news online from each source type were asked specifically about each’s accuracy, news organizations again sit at the top; 15% of those who get news from news organizations online find them very accurate, compared with 7% who say the same about people they are close with and just 2% for people they are not particularly close with.

- Democrats are more likely than others to have “a lot” of trust in the information from national news organizations: 27% do, compared with 15% of Republicans and 13% of Independents. Those ages 50+ (22%) are also more likely than those ages 18-29 (10%) and those 30-49 (16%) to trust information from national news organizations a lot.

Few have a lot of confidence in information from professional news outlets or friends and family, though majorities show at least some trust in both

% of U.S. adults who trust the information they get from ...



But social media garners less trust than either

% of web-using U.S. adults who trust the information they get from ...



Source: Survey conducted Jan. 12-Feb. 8, 2016.
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U.S. adults see the news media as performing its watchdog function – but overwhelmingly say that news organizations are biased.

- Three-quarters of Americans think that news organizations keep political leaders in check – preventing them from doing things that they shouldn’t be doing.

- But about the same portion (74%) say that news organizations tend to favor one side – including 75% of those who say the media prevents leaders from doing things they shouldn’t.

- Political differences emerge here with conservative Republicans most likely to think that news organizations are one-sided.

- This ideological difference is reinforced by earlier research that asked about trust of individual news organizations. Of the 36 sources asked about in our 2014 survey, 28 of them were trusted more than distrusted by respondents who

expressed consistently liberal political views across a range of questions about political values; 24 of them were distrusted more than trusted by consistent conservatives.

Three-fourths of Americans think news organizations keep political leaders in line

% of U.S. adults who think that news organizations keep political leaders from doing ...



But nearly the same portion say news media are biased

% of U.S. adults who think that news organizations ... when covering political and social issues



Conservative Republicans more likely to say so than others



Source: Survey conducted Jan. 12-Feb. 8, 2016. "The Modern News Consumer"

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Americans are more evenly divided on whether online news they get from friends and family is one-sided – but many would prefer that it were not.

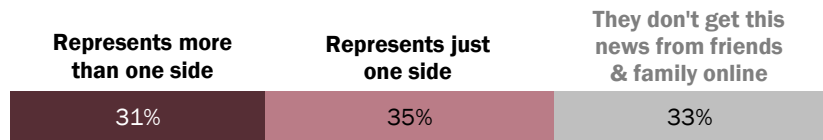
- 35% of online news consumers say the news they get from their friends and family online is one-sided; 31% say that it represents more than one side.

- Most, 69%, of those who say that the news from friends and family online is one-sided would prefer that they post or send things that represent a greater mix of views. Three-in-ten are OK with the one-sidedness.

- Conservative Republicans that say the news they get from friends and family is fairly one-sided are much more likely than others to say that this is OK (51%, compared with about a third or less of other political groups).

Americans are more divided in whether they think news they get online from friends and family is one-sided

% of online news consumers who think that the news their friends and family post or send online about political and social issues ...



Of the 35% who say it represents just one side ...

69% say they would prefer a greater mix of views ...

... while **30%** are OK that it represents just one side.

Source: Survey conducted Jan. 12-Feb. 8, 2016.
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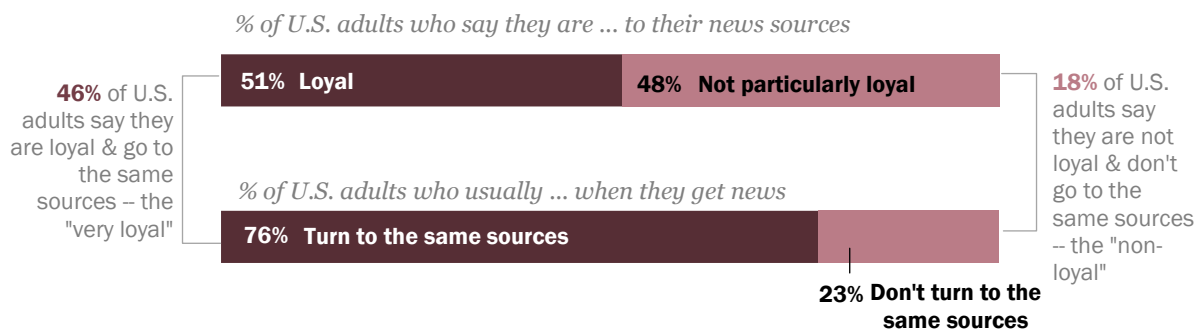
3. Loyalty and source attention

Updated February 2017: The numbers for source recall were updated to account for the small number of times respondents skipped the question. No number changed by more than one percentage point.

Attitudinally, Americans are split on whether they feel loyal to their news sources – but behaviorally, they tend to stick to the same sources anyway.

- About half (51%) of Americans say that they are loyal to their news sources, while 48% say they are not particularly loyal.
- At the same time though, 76% of Americans say they usually turn to the same sources for news.
- Taken together, nearly half (46%) of Americans both describe themselves as loyal and also go to the same sources repeatedly (the “very loyal”). Just 18% are neither attitudinally nor behaviorally loyal (the “non-loyal”).
- Older adults are more likely to be in this group: 58% of those ages 65+ are “very loyal,” whereas only 28% of those ages 18-29 are. And women are more likely to be very loyal (49%) than men (43%).

Attitudinally, Americans are split in their loyalty to news sources; behaviorally, they are overwhelmingly loyal



Note: “No answer” not shown.

Source: Survey conducted Jan. 12-Feb. 8, 2016.

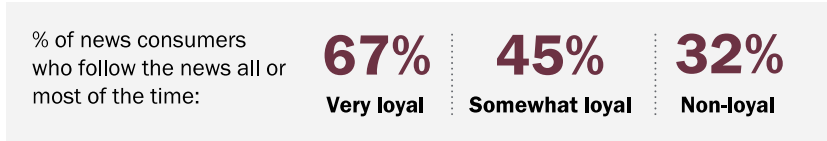
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The “very loyal” news consumer tends to be a news cheerleader.

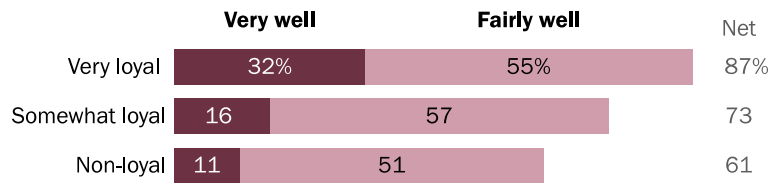
- The very loyal follow news at much higher rates than others: 67% follow it all or most of the time, compared with 45% of the somewhat loyal and 32% of the non-loyal.
- The very loyal are also more likely to trust national and local news organizations and think they do a good job informing people.

Very loyal news consumers follow news at a much higher rate

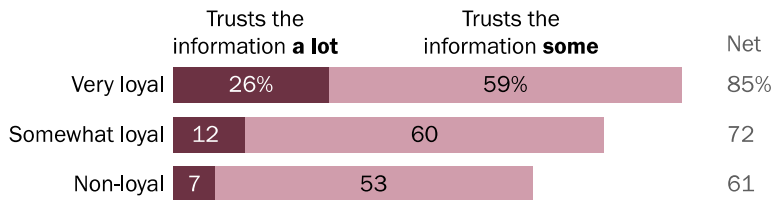


They are also more likely to think media organizations do a good job informing people and to trust the info they provide

% of each type of news consumers who think national news organizations do very/fairly well at keeping them informed



% of each type of news consumers who trust the information from national news organizations a lot/some



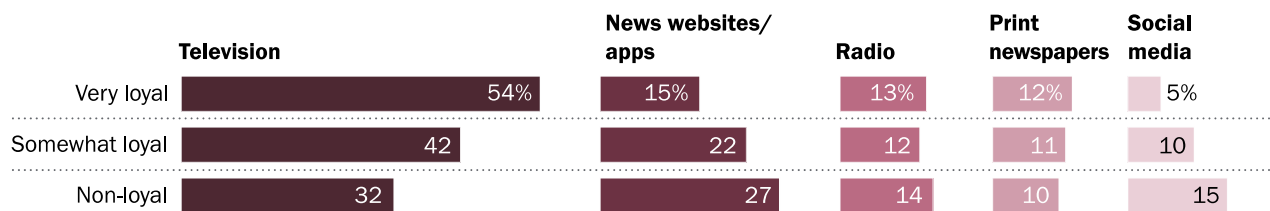
Source: Survey conducted Jan. 12-Feb. 8, 2016.
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- And they are also heavily reliant on TV; 54% of very loyal news consumers prefer to get news from TV. No other platform comes close. Among the non-loyal, however, there is a much wider mix of preferred platforms including more weight towards digital sources when compared with the very loyal.

TV dominates as preferred news platform among very loyal news consumers; wider mix among the non-loyal

% who prefer getting their news on each platform



Note: Platform preference includes those who only get news on each. Just 1% said they never get news on any platform (not shown).

Source: Survey conducted Jan. 12-Feb. 8, 2016.

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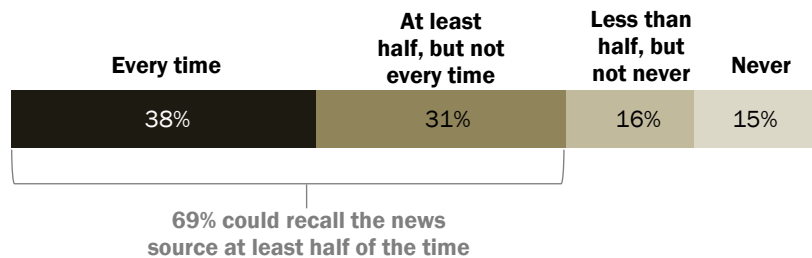
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There are also signs that people pay attention to the sources of news online, though less so among the “non-loyal” news consumers.

- A follow-up survey asked about the news consumers may have gotten online in the past two hours. Panelists who completed the January wave on the web and reported that they get news online were asked to participate. Survey invitations were sent at different times each day, and responses were accepted for two hours after the invitations were sent. Respondents were asked if they’d gotten news in the past two hours about various topics, where they’d gotten news from and what they’d done with the news, if anything.

In a real-time analysis, nearly 4-in-10 of those who got news from links could recall the source every time

Among those who got news 3 or more times from a link in a given week, % who could recall the source of that news ...



Note: Analysis is on online news consumers who clicked on news links at least three times within the given week.

Source: Survey conducted Feb. 24-March 1, 2016.

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- When asked if they remembered the source of an article they arrived at from a link, about 4-in-10 (38%) remembered every time; only 15% never remembered.
- This is particularly true among the very loyal and the somewhat loyal. Of those who got news from links, 39% of the very loyal and 41% of the somewhat loyal remembered every time, compared with 28% of the non-loyal.

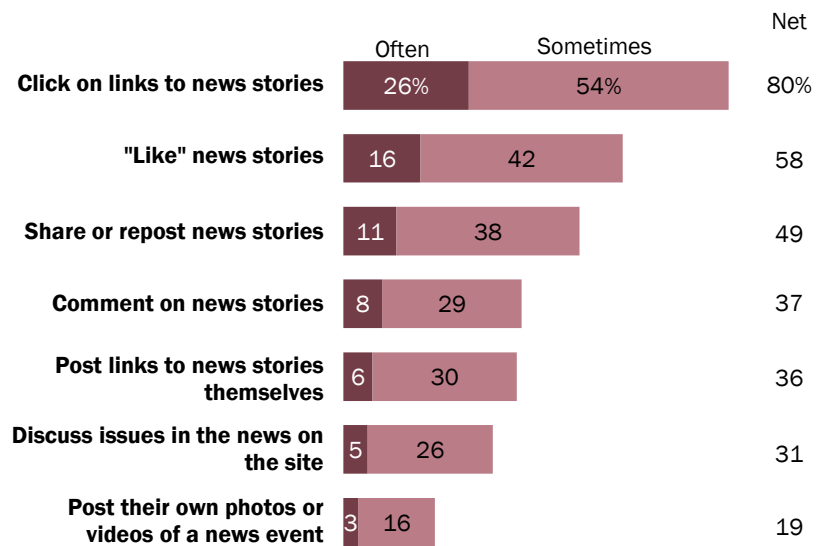
4. Social engagement

While many Americans get news from social media, few social media news users are heavily engaged with news there.

- About a quarter of social networking news consumers (26%) often click on links to news stories on social media. But only 16% often “like” news stories and fewer than that often comment on or discuss news stories, or share/repost news stories on social media.

On social media, the level of engagement declines as the input required from the individual increases

% of social media news consumers who ...



Source: Survey conducted Jan. 12-Feb. 8, 2016.
“The Modern News Consumer”

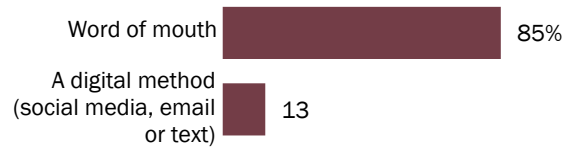
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More social interaction about news still occurs offline.

- While people get news online at very high rates, the conversation about the news is not happening there at nearly the same rate as it is offline – people still overwhelmingly share news with others in person or over the phone.
- This is even true when it comes specifically to news people get online. In the follow-up survey in real time, researchers found that when they got news online, respondents were more likely to speak with someone about the news they got than they were to do anything else, including emailing or posting about it; on average, when people got news online, they spoke with someone else about it 30% of the time, more frequently than posting about it on social media, sending it via email or text, or commenting about it on a news organization’s website.

Despite digital advances, most still share news by word of mouth

*% of U.S. adults who **most commonly** share news with others by ...*

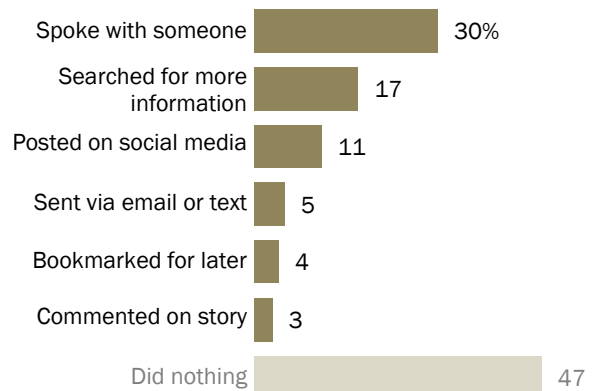


Source: Survey conducted Jan. 12-Feb. 8, 2016.
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In a real time analysis, speaking with others is the most common way to respond to getting news online

On average, % of the time online news consumers ... about the news they got online



Note: Analysis is on online news consumers who got news at least three times within the given week.

Source: Survey conducted Feb. 24-March 1, 2016.
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5. Digital distinctions


Intentionality matters when it comes to online news consumption: those who seek the news out behave differently than those who stumble into news while doing other things online.

- Overall, more digital news consumers get their news online in the process of accomplishing other digital tasks (55%) than specifically seek the news out (44%).
- Those who get news online by seeking it out (“seekers”) are more interested in news overall: 63% say that they follow the news all or most of the time, compared with 43% of those who do not tend to seek out news online.
- Seekers are also more likely than other online news consumers to get news online from news organizations and news websites or apps, though their use of social media as a source for news is about the same when accounting for demographic differences.
- Seekers are less likely to say that friends and family are an important way they get news: 56%, compared with almost seven-in-ten of non-seekers (69%).
- Men and white non-Hispanics are more likely to seek out news online: 51% of men seek out news online, compared with 37% of women, and about half of whites (47%) are seekers, compared with 31% of blacks.

Those who seek news online more likely to get news from websites than those who happen upon news – but both are about as likely to get news from social media

% of online news consumers who get news online when they are ...

 **44%**
seeking it out

 **55%**
doing something else

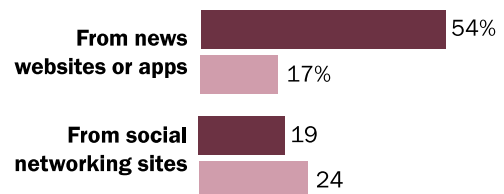
The “seekers” tend to be more interested in news

% of online news consumers who follow the news all or most of the time



They are more likely to get news from websites, but not more likely to get news from social media

% of online news consumers who often get news ...



Source: Survey conducted Jan. 12-Feb. 8, 2016.
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Only about a third of digital news consumers (36%) actually prefer the online world as their primary platform for news.

- Those who prefer digital news (who also tend to be younger adults) have a more negative view of the news media overall. They trust it less (67% trust national news organizations at least some, compared with 81% of others) and sense more media bias: 81% say the media favor one side, compared with 71% of those who prefer other platforms for getting news.¹

- Online, though, they demonstrate a more active interest in news, seeking it out rather than just happening upon it while doing other things. They are also more likely to say that getting news online gives them a wider range of news than they would get otherwise.

- Those who prefer to get news online are also more likely to often click on links to news stories on social media (35% of digital preferrers who get news on social media vs. 21% of other social media news consumers) and to at least sometimes post their own news links (42% vs. 32% of others). Those who prefer to get digital news are also more likely than others to share news digitally (27% say this is the most common way they share news, compared with just 8% of others). But even those who prefer digital platforms for news are most likely to share news with others by talking with them.

- Younger adults are more likely to prefer to get news digitally: 54% of those ages 18-29 do, compared with 38% of those ages 30-49, 15% of those ages 50-64 and 7% of those ages 65+. Those

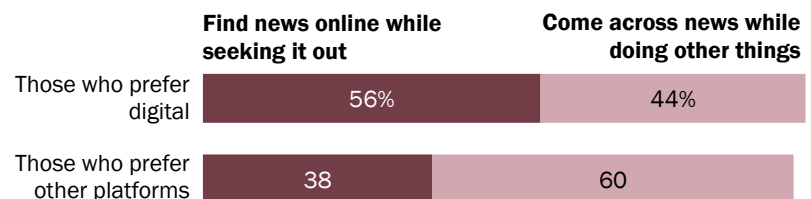
Those who prefer to get news online have more negative attitudes toward the news media

% who trust national news organizations at least some



Online, however, they're much more likely to intentionally seek news out

% of online news consumers who mostly...



Note: Just 1% said they never got news on any platform (not shown).

Source: Survey conducted Jan. 12-Feb. 8, 2016.

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¹ These differences persist even when accounting for age.

with college educations are also more likely to prefer digital: 37% of those with college degrees and 33% of those with some college education, compared with just 17% of those with high school degrees or less.

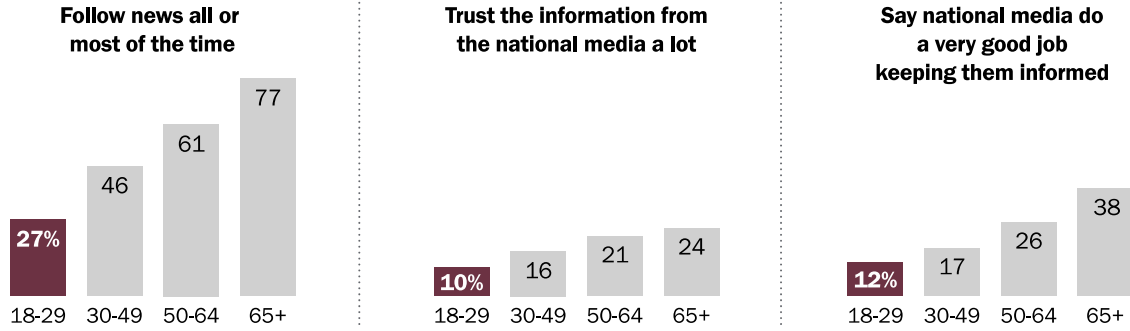
6. Young adults

Young adults follow the news less closely, and they have more negative attitudes about the news media. But they are more likely than their elders to get news online.

- Those ages 18-29 are less interested in local and national news, and they discuss the news at lower rates compared with those older than them. They are also less likely to get news often from legacy platforms like TV and print newspapers.
- But when it comes to the news in the digital realm, these young adults outpace their elders. About a third often get news from social networking sites (32%) and from news websites and apps (34%). Their use of social networking sites for news is higher than among any other age group, while their use of news websites/apps is higher than that of those ages 50 and older.
- Attitudinally, they are more negative toward the news media, displaying lower levels of both approval of news organizations and trust in the information they get from them. But earlier research by Pew Research Center found that they are no less trusting when it comes to specific news sources with which they are familiar. In other words, while they may be less trusting of the media in general, when it comes to news brands they're familiar with, trust is less of an issue.

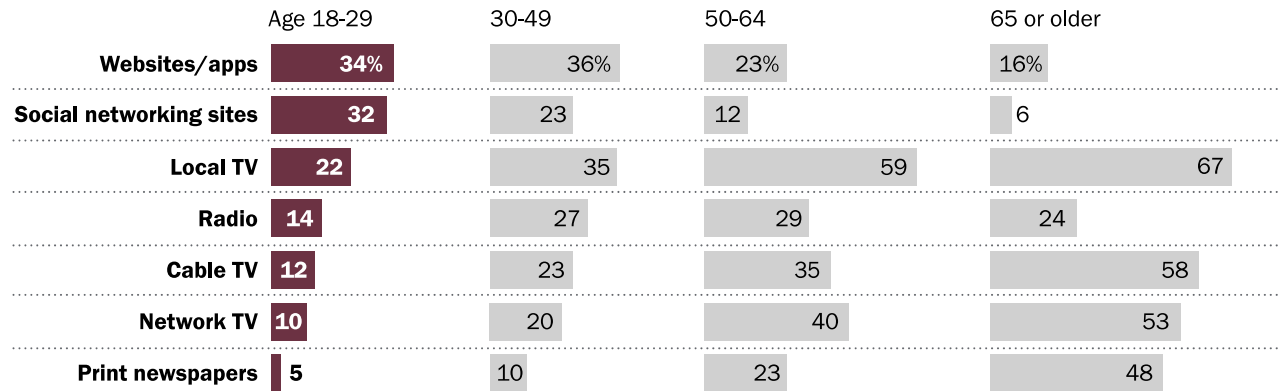
Young adults are less enthusiastic about news

% of each age group who ...



But they are more likely to get news online

% of each age group who often get news from ...



Source: Survey conducted Jan. 12-Feb. 8, 2016.
 "The Modern News Consumer"

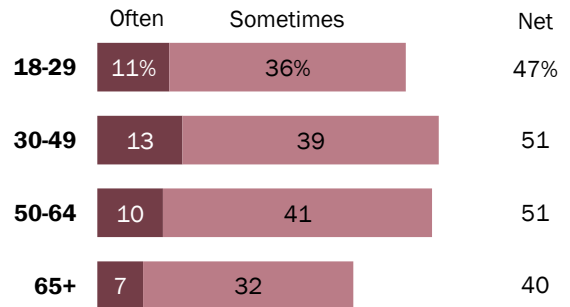
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Despite this digital focus, young adults are no more likely to engage with news on social media than others.

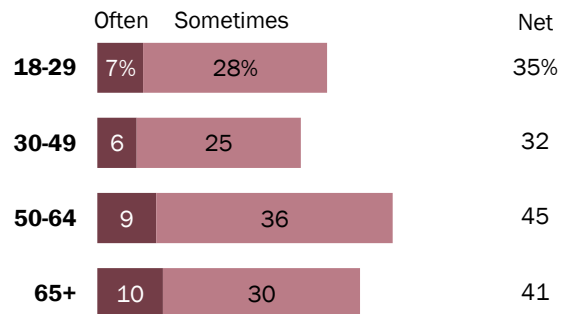
- The fact that young adults have greater interest in news on social media does not result in greater engagement with news there, as they are no more likely to share/repost news stories or comment on news stories than others.
- Despite their lower levels of news interest in general, on social media, those ages 18-29 are at least as likely as others to often click on links to news stories (30%, which is on par with those ages 30-49 and higher than those 50+).

Young adults no more likely to engage with news on social media

% of social media news consumers ages ... who share or repost news stories on social media ...



% of social media news consumers ages ... who comment on news stories on social media ...



Source: Survey conducted Jan. 12-Feb. 8, 2016.
"The Modern News Consumer"

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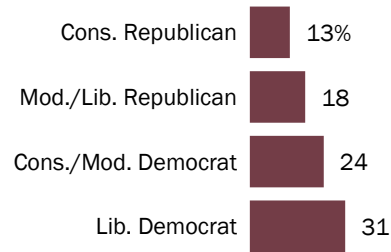
7. Party ID and news

Democrats overall express more trust than Republicans in the information they get from national news organizations.

- Fully 31% of liberal Democrats and 24% of conservative/moderate Democrats trust information from national news organizations a lot (vs. 13% of conservative Republicans and 18% of moderate/liberal Republicans).
- As noted earlier, conservative Republicans are the most likely to say the news media tend to favor one side (87%) and conservative/moderate Democrats are the least likely (57%). At the same time, though, about three-in-four liberal Democrats (73%) see news media bias, about equal to moderate/liberal Republicans (77%).

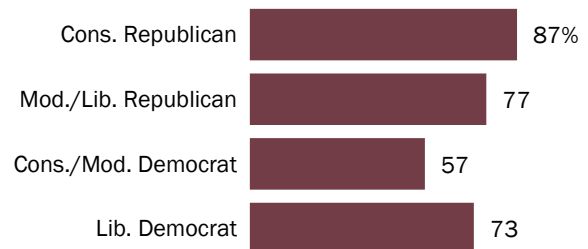
Democrats are more trusting of information from the national news media ...

% of ... who say they trust the information they get from the national news media a lot



... but liberal Democrats are about as likely to see bias as moderate/liberal Republicans

% of ... who say the news media tend to favor one side



Source: Survey conducted Jan. 12-Feb. 8, 2016.
"The Modern News Consumer"

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Online, those at either end of the ideological spectrum are somewhat more likely to get one-sided news from family and friends; Conservative Republicans are most likely to be OK with it. But both sides see personal contacts as an important news source.

- Among online news consumers, roughly four-in-ten conservative Republicans (39%) and about as many liberal Democrats (44%) say news they get from family and friends online represents just one side, outpacing the more moderate members of each party.

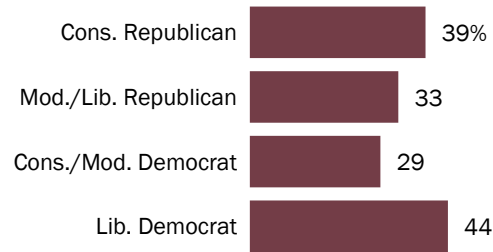
- But about half (51%) of conservative Republicans who said they see mostly one-sided news say this is OK, exceeding all other political groups, including liberal Democrats (34%).

- The Center has seen similar differences across the ideological spectrum in the past. In [our 2014 report on political polarization and media habits](#), we found that half of consistent conservatives say they only talk politics with other conservatives, while liberals were most likely to drop a friend because of politics.

- These differences emerge despite the fact that both sides are about equally likely to consider friends and family an important source for news. Liberal Democrats are, however, somewhat less likely to say friends and family are the *most* important way they get news (5%, compared with 10% or more among the other groups).

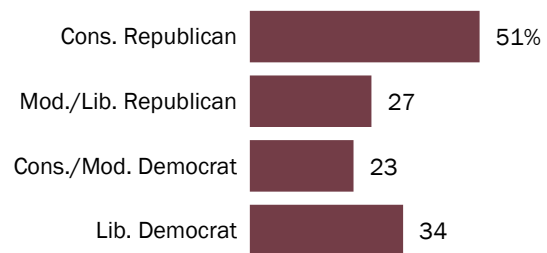
Liberal Dems, conservative Reps more likely to get one-sided news from family and friends online ...

% of ... online news consumers who say the news they get from family and friends online represents just one side



... but conservative Republicans are most likely to think that's OK

Of those online news consumers who say they mostly only see news from one side, % of ... who say that's OK



Source: Survey conducted Jan. 12-Feb. 8, 2016.
"The Modern News Consumer"

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This report is a collaborative effort based on the input and analysis of the following individuals.

Amy Mitchell, *Director, Journalism Research*

Michael Barthel, *Research Associate*

Jeffrey Gottfried, *Research Associate*

Elisa Shearer, *Research Analyst*

Galen Stocking, *Research Associate*

Jessica Mahone, *Research Associate*

Rachel Weisel, *Communications Associate*

Margaret Porteus, *Information Graphics Designer*

Shannon Greenwood, *Assistant Digital Producer*

Kyley McGeeney, *Research Methodologist*

Yanna Yan, *Methodology Assistant*

Methodology

The American Trends Panel Survey Wave 14 Methodology

The American Trends Panel (ATP), created by Pew Research Center, is a nationally representative panel of randomly selected U.S. adults living in households. Respondents who self-identify as internet users and who provided an email address participate in the panel via monthly self-administered web surveys, and those who do not use the internet or decline to provide an email address participate via the mail. The panel is being managed by Abt SRBI.

Data in this report are drawn from the January wave of the panel, conducted Jan. 12-Feb. 8, 2016 among 4,654 respondents (4,339 by web and 315 by mail). The January wave of the panel was conducted by Pew Research Center in association with the John S. and James L. Knight Foundation. Panelists who have access to the internet but take surveys by mail were not sampled in this wave (i.e. mail respondents to this wave are all non-internet users). The margin of sampling error for the full sample of 4,654 respondents is plus or minus 2.4 percentage points.

Members of the American Trends Panel were recruited from two large, national landline and cellphone random-digit-dial (RDD) surveys conducted in English and Spanish. At the end of each survey, respondents were invited to join the panel. The first group of panelists was recruited from the 2014 Political Polarization and Typology Survey, conducted Jan. 23 to March 16, 2014. Of the 10,013 adults interviewed, 9,809 were invited to take part in the panel and a total of 5,338 agreed to participate.² The second group of panelists was recruited from the 2015 Survey on Government, conducted Aug. 27 to Oct. 4, 2015. Of the 6,004 adults interviewed, all were invited to join the panel, and 2,976 agreed to participate.³

Participating panelists provided either a mailing address or an email address to which a welcome packet, a monetary incentive and future survey invitations could be sent. Panelists also receive a small monetary incentive after participating in each wave of the survey.

The ATP data were weighted in a multistep process that begins with a base weight incorporating the respondents' original survey selection probability and the fact that in 2014 some panelists were subsampled for invitation to the panel. Next, an adjustment was made for the fact that the

² When data collection for the 2014 Political Polarization and Typology Survey began, non-internet users were subsampled at a rate of 25%, but a decision was made shortly thereafter to invite all non-internet users to join. In total, 83% of non-internet users were invited to join the panel.

³ Respondents to the 2014 Political Polarization and Typology Survey who indicated that they are internet users but refused to provide an email address were initially permitted to participate in the American Trends Panel by mail, but were no longer permitted to join the panel after Feb. 6, 2014. Internet users from the 2015 Survey on Government who refused to provide an email address were not permitted to join the panel.

propensity to join the panel and remain an active panelist varied across different groups in the sample. The final step in the weighting uses an iterative technique that matches gender, age, education, race, Hispanic origin and region to parameters from the U.S. Census Bureau's 2014 American Community Survey. Population density is weighted to match the 2010 U.S. Decennial Census. Telephone service is weighted to estimates of telephone coverage for 2016 that were projected from the January-June 2015 National Health Interview Survey. Volunteerism is weighted to match the 2013 Current Population Survey Volunteer Supplement. It also adjusts for party affiliation using an average of the three most recent Pew Research Center general public telephone surveys. Internet access is adjusted using a measure from the 2015 Survey on Government. Frequency of internet use is weighted to an estimate of daily internet use projected to 2016 from the 2013 Current Population Survey Computer and Internet Use Supplement. The share of respondents who get news from 10 different social networks was weighted to match a Pew Research Center survey from March-April 2016. Sampling errors and statistical tests of significance take into account the effect of weighting. Interviews are conducted in both English and Spanish, but the Hispanic sample in the American Trends Panel is predominantly native born and English speaking.

The following table shows the unweighted sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey:

Group	Unweighted sample size	Plus or minus ...
Total sample	4,654	2.4%
Online news consumers	4,236	2.5%
Social media news consumers	3,040	2.9%

Sample sizes and sampling errors for other subgroups are available upon request.

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

The web component of the January wave had a response rate of 69% (4,339 responses among 6,301 web-based individuals in the panel); the mail component had a response rate of 67% (315 responses among 474 non-web individuals in the panel). Taking account of the combined, weighted response rate for the recruitment surveys (10.0%) and attrition from panel members

who were removed at their request or for inactivity, the cumulative response rate for the January ATP wave is 2.9%⁴.

The American Trends Panel Survey Wave 14.5 Methodology

The experiential study consisted of 14 short online surveys that were administered two per day from Feb. 24 through March 1, 2016. The January wave of the panel was conducted by Pew Research Center in association with the John S. and James L. Knight Foundation. Survey invitations were sent at different times each day, and responses were accepted for two hours after the invitations were sent. Panelists who completed the January wave on the web and reported that they get news online (from a desktop/laptop computer or mobile device) were asked to participate in the experiential study. Of the 4,236 respondents who were asked, 3,827 agreed to participate in the experiential study.⁵ The analysis in this report relies on the 2,078 panelists who completed at least 10 of the 14 surveys.

For the experiential study, the data were weighted using a similar process to the full January wave. The base weight accounting for the initial probability of selection was adjusted to account for the propensity to have completed 10 or more of the experiential study surveys. The data were then weighted to match all online news users from the January wave on the following variables: gender, age, education, race and Hispanic ethnicity, region, population density, telephone service, internet access, frequency of internet use, volunteerism, party affiliation and the use of 10 different social networking sites for news.

The following table shows the unweighted sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey:

Group	Unweighted sample size	Plus or minus ...
Total sample	2,078	3.5%

Sample sizes and sampling errors for other subgroups are available upon request.

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

⁴ Approximately once per year, panelists who have not participated in multiple consecutive waves are removed from the panel. These cases are counted in the denominator of cumulative response rates.

⁵ Of the 3,827 respondents who agreed to participate, 24 were deemed ineligible because they declined to provide their time zones or were not in a U.S. time zone at the time of the experiential study.

The experiential study had a response rate of 55% (2,078 responses among 3,803 who were eligible and agreed to participate). Taking account of the combined, weighted response rate for the recruitment surveys (10.0%), attrition from panel members who were removed at their request or for inactivity, and agreement to participate in the experiential study, the cumulative response rate for the January ATP wave is 1.4%⁶.

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⁶ Approximately once per year, panelists who have not participated in multiple consecutive waves are removed from the panel. These cases are counted in the denominator of cumulative response rates.

Topline questionnaire

2016 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL

WAVE 14 January

FINAL TOPLINE

January 12th– February 8th, 2016

TOTAL N=4,654

WEB RESPONDENTS N=4,339

MAIL RESPONDENTS N=315⁷

Note: In the Spanish language version of the questionnaire, "local television news" was mistranslated as "television news" for NEWS_PLATFORM item D. This affected the 66 respondents who took the survey in Spanish (4% of the sample after weighting). The effects of this mistranslation were minimal and do not affect the report's conclusions.

ASK ALL:

NEWS_LEVEL How closely do you follow...

	<u>Very closely</u>	<u>Somewhat closely</u>	<u>Not very closely</u>	<u>Not at all closely</u>	<u>No Answer</u>
a. International news Jan 12-Feb 8 2016 [N=4,654]	19	46	25	9	*
b. National news Jan 12-Feb 8 2016 [N=4,654]	33	44	16	6	*
c. Local news Jan 12-Feb 8 2016 [N=4,654]	37	41	16	6	*
d. News about your neighborhood Jan 12-Feb 8 2016 [N=4,654]	33	37	20	10	*

ASK ALL:

NEWS_TOPIC How closely do you follow each type of news, either in the newspaper, on television, radio, or the internet?

	<u>Very closely</u>	<u>Somewhat closely</u>	<u>Not very closely</u>	<u>Not at all closely</u>	<u>No Answer</u>
a. Government and politics Jan 12-Feb 8 2016 [N=4,654]	30	43	19	7	1
b. People and events in your own community Jan 12-Feb 8 2016 [N=4,654]	17	45	28	9	1
c. Sports Jan 12-Feb 8 2016 [N=4,654]	16	29	26	29	1
d. Business and finance Jan 12-Feb 8 2016 [N=4,654]	12	41	32	14	1
e. Science and technology					

⁷

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.

	Jan 12-Feb 8 2016 [N=4,654]	16	47	29	8	1
f.	Entertainment					
	Jan 12-Feb 8 2016 [N=4,654]	9	33	38	19	1
g.	Crime					
	Jan 12-Feb 8 2016 [N=4,654]	27	43	23	6	1
h.	Health news					
	Jan 12-Feb 8 2016 [N=4,654]	20	47	24	7	1

ASK ALL:

NEWS_DEVICE 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					
	Jan 12-Feb 8 2016 [N=4,654]	33	30	16	21	*
	Aug 21-Sep 2 2013 [N=5,173]	35	30	17	18	*
b.	On a mobile device (such as a smartphone or tablet)					
	Jan 12-Feb 8 2016 [N=4,654]	36	24	12	28	*
	Aug 21-Sep 2 2013 [N=5,173]	21	19	13	46	*

ASK IF GETS NEWS ON BOTH COMPUTER AND MOBILE DEVICE (NEWS_DEVICEa=1-3 & NEWS_DEVICEb=1-3):

NEWSDIGPREF Do you prefer to get your news...

Jan 12-Feb 8
2016

Based on got
news on both
N=3,497

42	On a desktop or laptop computer
56	On a mobile device (such as a smartphone or tablet)
2	No answer

ASK ALL:NEWS_PLATFORM 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?					
Jan 12-Feb 8 2016 [N=4,654]	20	28	31	21	*
Aug 21-Sep 2 2013 [N=5,173]	27	27	27	19	*
b. Listen to news on the radio?					
Jan 12-Feb 8 2016 [N=4,654]	25	34	24	17	*
Aug 21-Sep 2 2013 [N=5,173]	26	30	27	18	*
c. NO ITEM C					
d. Watch local television news?					
Jan 12-Feb 8 2016 [N=4,654]	46	27	17	10	*
Aug 21-Sep 2 2013 [N=5,173]	46	26	17	11	*
e. Watch national evening network television news (such as ABC World News, CBS Evening News, or NBC Nightly News)?					
Jan 12-Feb 8 2016 [N=4,654]	30	27	25	17	*
Aug 21-Sep 2 2013 [N=5,173]	31	28	24	18	*
f. Watch cable television news (such as CNN, The Fox News cable channel, or MSNBC)?					
Jan 12-Feb 8 2016 [N=4,654]	31	27	24	18	*
Aug 21-Sep 2 2013 [N=5,173]	24	28	26	21	*
g. Get news from a social networking site (such as Facebook or Twitter)?					
Jan 12-Feb 8 2016 [N=4,654]	18	26	18	38	*
h. Get news from a website or app?					
Jan 12-Feb 8 2016 [N=4,654]	28	28	18	26	*

ASK IF GETS NEWS FROM MORE THAN ONE PLATFORM IN NEWS_PLATFORM (NEWSPLATFORMa-h=1-3). DO NOT ASK IF ONLY GETS NEWS ON TV AND NO OTHERS (IF ONLY NEWS_PLATFORMd-f=1-3). AND/OR PLATFORM FROM NEWS_PLATFORM IF GETS NEWS FROM JUST ONE SOURCE (OR JUST ONE TELEVISION SOURCE):

NEWS_PREF1 Which of the following would you say you prefer for getting news?

Jan 12-Feb 8

2016

N=4,654

11	Reading news in a print newspaper
12	Listening to news on the radio
46	Watching news on television
9	Getting news from a social networking site (such as Facebook or Twitter)
20	Getting news from a website or app
1	No Answer
1	Did not get news on any platform

[NOTE: PLATFORM PREFERENCE INCLUDES THOSE WHO ONLY GET NEWS ON EACH]

ASK ALL:

NEWS_FORM Whether online or offline, do you prefer to get your news by...? **[RANDOMIZE]**

Jan 12-Feb 8

2016

N=4,654

35	Reading it
46	Watching it
17	Listening to it
2	No Answer

ASK ALL:

NEWS_DISCUSS How often do you discuss the news with others?

Jan 12-Feb 8

2016

N=4,654

29	Nearly every day
44	A few times a week
17	A few times a month
10	Less often
*	No Answer

ASK ALL:

NEWSAPPRE Thinking about who you typically share your opinions with about the news, do you tend to share them with...

Jan 12-Feb 8

2016

N=4,654

26	People I know well, but also those I don't know very well
64	Just people I know well, such as friends and family
9	I do not typically share my opinions about the news with others
1	No Answer

ASK ALL:

NEWSSHARE When you share a news story with others, what is the most common way you share it?
[RANDOMIZE 1-4]

Jan 12-Feb 8

2016

N=4,654

85	By talking with them either in person or by phone
5	Through email or text message
8	Through social networking sites
1	In hard copy
1	No Answer

ASK ALL:

FAMNEWSSHARE When family or friends share a news story with you, what is the most common way they share it? **[RANDOMIZE 1-4; IN SAME ORDER AS NEWSSHARE]**

Jan 12-Feb 8

2016

N=4,654

76	By talking with them either in person or by phone
10	Through email or text message
13	Through social networking sites
1	In hard copy
1	No Answer

[PROGRAMMING NOTE: RANDOMIZE MEDIALOYAL1-4]

ASK ALL: Thinking about the sources you get your news from beyond your friends and family...
MEDIALOYAL1 Which of the following statements comes closer to your view? **[RANDOMIZE]**

Jan 12-Feb 8

2016

N=4,654

22	I don't give much thought to the sources I get my news from
76	I give a good deal of thought to the sources I get my news from
1	No Answer

ASK ALL:

MEDIALOYAL2 Which of the following statements comes closer to your view? **[RANDOMIZE]**

Jan 12-Feb 8

2016

N=4,654

76	I usually turn to the same news source(s) when I get news
23	I don't usually turn to the same news source(s) when I get news
1	No Answer

ASK ALL:

MEDIALOYAL3 Which of the following statements comes closer to your view? **[RANDOMIZE]**

Jan 12-Feb 8

2016

N=4,654

51	I consider myself to be loyal to the news source(s) I get my news from
48	I am not particularly loyal to the news source(s) I get my news from
1	No Answer

ASK ALL:

MEDIALOYAL4 Which of the following statements comes closer to your view? **[RANDOMIZE]**

Jan 12-Feb 8

2016

N=4,654

39	I often recommend the news sources I use to others
60	I do not typically recommend the news sources I use to others
1	No Answer

[RANDOMIZE WHETHER LOCALMEDIA_JOB AND NATLMEDIA_JOB ARE ASKED FIRST]**ASK ALL:**

LOCALMEDIA_JOB Regardless of how closely you follow news about YOUR LOCAL COMMUNITY, how well do the LOCAL news media keep you informed of the most important local stories of the day?

Jan 12-Feb 8

2016

N=4,654

21	Very well
54	Fairly well
18	Not too well
6	Not at all well
1	No Answer

ASK ALL:

NATLMEDIA_JOB Regardless of how closely you follow NATIONAL NEWS, how well do the NATIONAL news media keep you informed of the most important national stories of the day?

Jan 12-Feb 8

2016

N=4,654

23	Very well
54	Fairly well
17	Not too well
5	Not at all well
1	No Answer

ASK ALL:

FAMNEWS Thinking about the news you get from your friends, family and acquaintances, which of the following statements best describes you...

Jan 12-Feb 8

2016

N=4,654

10	Friends, family and acquaintances are the most important way I get news
54	Friends, family and acquaintances are an important way I get news, but not the most important way
35	Friends, family and acquaintances are not a very important way I get news
1	No Answer

ASK ALL:

GROUP_TRUST How much, if at all, do you trust the information you get from...?

	<u>A lot</u>	<u>Some</u>	<u>Not too much</u>	<u>Not at all</u>	<u>No Answer</u>
a. National news organizations Jan 12-Feb 8 2016 [N=4,654]	18	59	18	6	*
b. Local news organizations Jan 12-Feb 8 2016 [N=4,654]	22	60	14	3	1
c. Friends, family, and acquaintances Jan 12-Feb 8 2016 [N=4,654]	14	63	19	3	1
d. Social networking sites, such as Facebook and Twitter Web only [N=4,339]	4	30	33	32	1

[PROGRAMMING NOTE: RANDOMIZE WATCHDOG_1 & WATCHDOG_3]**ASK ALL:**

WATCHDOG_1 Some people think that by criticizing leaders, news organizations keep political leaders from doing their job. Others think that such criticism is worth it because it keeps political leaders from doing things that should not be done. Which position is closer to your opinion?

Jan 12-Feb 8

2016

N= 4,654

21	Keep political leaders from doing their job
75	Keep political leaders from doing things that shouldn't be done
4	No Answer

ASK ALL:

WATCHDOG_3 In presenting the news dealing with political and social issues, do you think that news organizations deal fairly with all sides, or do they tend to favor one side?

Jan 12-Feb 8

2016

N= 4,654

24	Deal fairly with all sides
74	Tend to favor one side
3	No Answer

Now we are going to ask you some questions about the news you get online, whether on a computer, phone, or tablet. Again, by news we mean information about events and issues that involve more than just your friends or family.

ASK IF GETS NEWS DIGITALLY (NEWS_DEVICEa=1-3 OR NEWS_DEVICEb=1-3):

NEWS_SOURCE How often do you get news online from... **[RANDOMIZE]**

	<u>Often</u>	<u>Sometimes</u>	<u>Hardly ever</u>	<u>Never</u>	<u>No Answer</u>
a. People that you are close with Jan 12-Feb 8 2016 [N=4,236]	15	54	24	6	*
b. People you are not particularly close with Jan 12-Feb 8 2016 [N=4,236]	6	28	41	25	*
c. News organizations Jan 12-Feb 8 2016 [N=4,236]	36	40	16	7	1

ASK IF AT LEAST HARDLY EVER TO AT LEAST 1 ITEM IN NEWS_SOURCE (NEWS_SOURCEa-c=1-3); SHOW ONLY THOSE AT LEAST HARDLY EVER IN NEWS_SOURCE (NEWS_SOURCEa-c=1-3):

NEWSACC How accurate, do you think, is the news posted online by...

a. People that you are close with

Jan 12-Feb 8

2016

N=4,045

7	Very accurate
68	Somewhat accurate
22	Not too accurate
2	Not at all accurate
2	No answer

b. People you are not particularly close with

Jan 12-Feb 8

2016

N=3,370

2	Very accurate
49	Somewhat accurate
42	Not too accurate
4	Not at all accurate
2	No answer

c. News organizations

Jan 12-Feb 8

2016

N=4,040

15	Very accurate
69	Somewhat accurate
13	Not too accurate
2	Not at all accurate
1	No answer

ASK IF AT LEAST HARDLY EVER TO AT LEAST 1 ITEM IN NEWS_SOURCE (NEWS_SOURCEa-c=1-3); SHOW ONLY THOSE AT LEAST HARDLY EVER IN NEWS_SOURCE (NEWS_SOURCEa-c=1-3):

NEWSINTERESTS How near to your interests is the news posted online by...

a. People that you are close with

Jan 12-Feb 8

2016

N=4,045

15	Very near to my interests
59	Somewhat near to my interests
20	Not too near to my interests
4	Not at all near to my interests
2	No answer

NEWSINTERESTS CONTINUED...*b. People that you are not particularly close with*

Jan 12-Feb 8

2016

N=3,370

4	Very near to my interests
38	Somewhat near to my interests
48	Not too near to my interests
9	Not at all near to my interests
2	No answer

c. News organizations

Jan 12-Feb 8

2016

N=4,040

11	Very near to my interests
61	Somewhat near to my interests
24	Not too near to my interests
4	Not at all near to my interests
1	No answer

ASK IF SEES INACCURATE NEWS ONLINE (NEWSACCa-c=2-4):

DIGNEWSFACT When you are online and come across information in a news story that you think is inaccurate, how often do you take it upon yourself to figure out whether it is accurate?

Jan 12-Feb 8

2016

N=4,074

32	Often
43	Sometimes
17	Hardly ever
7	Never
*	No Answer

ASK IF GETS NEWS DIGITALLY (NEWS_DEVICEa=1-3 OR NEWS_DEVICEb=1-3):

DIGWDOG_3 Thinking about the news that your friends, family and acquaintances post or send you online about political and social issues, overall, do you think the mix of news you get from them... **[RANDOMIZE 1 & 2; KEEP 3 LAST]**

Jan 12-Feb 8

2016

N=4,236

35	Represents just one side
31	Represents more than one side
33	They don't send me news about political and social issues
1	No Answer

ASK IF TEND TO FAVOR ONE SIDE (DIGWDOG_3=1):

DIGFAVOR Would you prefer that the news your friends, family and acquaintances post or send you online about political and social issues has a greater mix of views from all sides, or do you think it's okay that overall it represents just one side?

Jan 12-Feb 8

2016

N=1,745

69	Would prefer a greater mix of views
30	It's okay that overall it represents just one side
1	No Answer

ASK IF GETS NEWS DIGITALLY (NEWS_DEVICEa=1-3 OR NEWS_DEVICEb=1-3):

DIGNEWSFIRST Which statement best describes how you get news online, whether on a computer, phone, or tablet, even if neither is exactly right? **[RANDOMIZE]**

Jan 12-Feb 8

2016

N=4,236

44	I mostly come across news online because I'm looking for it
55	I mostly come across news online when I'm doing other things online
2	No Answer

ASK IF GETS NEWS DIGITALLY (NEWS_DEVICEa=1-3 OR NEWS_DEVICEb=1-3):

DIGNEWSEXP When online, some people interact a lot with others about the news, while others tend to keep more to themselves. What comes closer to what you do? **[RANDOMIZE]**

Jan 12-Feb 8

2016

N=4,236

18	I tend to interact with others online about the news
80	I tend to not really interact with others about the news I get online
2	No Answer

ASK IF GETS NEWS BOTH DIGITALLY (NEWS_DEVICEa=1-3 OR NEWS_DEVICEb=1-3) AND NOT DIGITALLY (ANY NEWS_PLATFORMa-f=1-3):

DIGNEWSSAME Which of the following phrases better describes your news habits? **[RANDOMIZE]**

Jan 12-Feb 8

2016

N=4,202

40	I mostly turn to the SAME news sources online as I do offline
57	I mostly turn to DIFFERENT sources for news depending on whether I am getting news online or offline
2	No Answer

ASK IF GETS NEWS BOTH DIGITALLY (NEWS_DEVICEa=1-3 OR NEWS_DEVICEb=1-3) AND NOT DIGITALLY (ANY NEWS_PLATFORMa-f=1-3):

DIGNEWSMORE1 Which of the following statements comes closer to your view of the online news you get? Getting news online... **[RANDOMIZE]**

Jan 12-Feb 8

2016

N=4,202

72	Exposes me to a wider range of news stories than I would get otherwise
25	Does not expose me to more news stories than I would have gotten otherwise
3	No Answer

ASK ALL WEB:

NEWSDIG Thinking about all the time you spend online, how much of that time is spent getting news?

Jan 12-Feb 8

2016

N=4,339

9	A lot
42	Some
39	Not too much
8	Not at all
1	No Answer

ASK ALL WEB:

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

BASED ON TOTAL		<u>Yes</u>	<u>No</u>	<u>No Answer</u>
a.	Facebook			
	Jan 12-Feb 8, 2016 [N=4,654]	67	33	-
	Mar 13-15, 20-22, 2015 [N=2,035]	66	34	1
	Aug 21-Sep 2, 2013 [N=5,173]	64	36	*
b.	Twitter			
	Jan 12-Feb 8, 2016 [N=4,654]	16	84	-
	Mar 13-15, 20-22, 2015 [N=2,035]	17	83	1
	Aug 21-Sep 2, 2013 [N=5,173]	16	84	*
d.	LinkedIn			
	Jan 12-Feb 8, 2016 [N=4,654]	20	80	-
	Aug 21-Sep 2, 2013 [N=5,173]	19	80	*
e.	Instagram			
	Jan 12-Feb 8, 2016 [N=4,654]	19	81	-
	Aug 21-Sep 2, 2013 [N=5,173]	12	88	*
f.	Vine			
	Jan 12-Feb 8, 2016 [N=4,654]	2	98	-
	Aug 21-Sep 2, 2013 [N=5,173]	3	97	*
g.	Tumblr			
	Jan 12-Feb 8, 2016 [N=4,654]	4	96	-
	Aug 21-Sep 2, 2013 [N=5,173]	4	96	*
h.	YouTube			
	Jan 12-Feb 8, 2016 [N=4,654]	48	52	-
	Aug 21-Sep 2, 2013 [N=5,173]	51	49	*
i.	Reddit			
	Jan 12-Feb 8, 2016 [N=4,654]	4	96	-
	Aug 21-Sep 2, 2013 [N=5,173]	3	97	*
j.	Snapchat			
	Jan 12-Feb 8, 2016 [N=4,654]	10	90	-
k.	Other			
	Jan 12-Feb 8, 2016 [N=4,654]	11	89	-
	Aug 21-Sep 2, 2013 [N=5,173]	3	97	*

ASK IF AT LEAST YES TO 1 ITEM SNS; SHOW ONLY THOSE SITES USED (SNSA, SNSB, SNSD-SNSJ=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]**

	<u>Yes</u>	<u>No</u>	<u>No Answer</u>
BASED ON FACEBOOK USERS:			
a. Facebook			
Jan 12-Feb 8, 2016 [N=3,210]	66	34	*
Mar 13-15, 20-22, 2015 [N=1,343]	63	37	*
Aug 21-Sep 2, 2013 [N=3,268]	47	53	0
BASED ON TWITTER USERS:			
b. Twitter			
Jan 12-Feb 8, 2016 [N=908]	59	41	1
Mar 13-15, 20-22, 2015 [N=347]	63	37	0
Aug 21-Sep 2, 2013 [N=736]	52	48	0
BASED ON LINKEDIN USERS:			
d. LinkedIn			
Jan 12-Feb 8, 2016 [N=1,348]	19	81	*
Aug 21-Sep 2, 2013 [N=1,107]	13	87	0
BASED ON INSTAGRAM USERS:			
e. Instagram			
Jan 12-Feb 8, 2016 [N=933]	23	76	1
Aug 21-Sep 2, 2013 [N=467]	13	87	0
BASED ON VINE USERS:			
f. Vine			
Jan 12-Feb 8, 2016 [N=115]	14	84	2
Aug 21-Sep 2, 2013 [N=113]	9	91	0
BASED ON TUMBLR USERS:			
g. Tumblr			
Jan 12-Feb 8, 2016 [N=198]	31	69	-
Aug 21-Sep 2, 2013 [N=159]	29	71	0
BASED ON YOUTUBE USERS:			
h. YouTube			
Jan 12-Feb 8, 2016 [N=2,542]	21	77	1
Aug 21-Sep 2, 2013 [N=2,506]	20	80	0
BASED ON REDDIT USERS:			
i. Reddit			
Jan 12-Feb 8, 2016 [N=288]	70	30	*
Aug 21-Sep 2, 2013 [N=114]	62	38	0
BASED ON SNAPCHAT USERS:			
j. Snapchat			
Jan 12-Feb 8, 2016 [N=439]	17	82	1

ASK IF AT LEAST YES TO 1 ITEM SNSNEWS (SNSNEWSA, SNSNEWSB, SNSNEWSD-J =1):

SNSSOURCE When you follow a link to a news story on a social networking site, how much attention, if any, do you pay to the news source the link takes you to?

Jan 12-Feb 8

2016

N=3,040

38	A lot of attention
44	Some attention
14	Very little attention
3	No attention at all
*	No Answer

ASK IF AT LEAST YES TO 1 ITEM SNSNEWS (SNSNEWSA, SNSNEWSB, SNSNEWSD-J=1):

SNSACT Thinking about when you are on a social networking site, 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. Click on links to news stories Jan 12-Feb 8 2016 [N=3,040]	26	54	14	6	*
b. Post links to news stories yourself Jan 12-Feb 8 2016 [N=3,040]	6	30	32	31	*
c. Share or repost links to news stories that were originally posted by someone else Jan 12-Feb 8 2016 [N=3,040]	11	38	30	21	*
d. "Like" news stories Jan 12-Feb 8 2016 [N=3,040]	16	42	25	16	1
e. Comment on news stories Jan 12-Feb 8 2016 [N=3,040]	8	29	33	29	1
f. Post my own photos or videos of a news event Jan 12-Feb 8 2016 [N=3,040]	3	16	31	50	*
g. Discuss issues in the news with others on that site Jan 12-Feb 8 2016 [N=3,040]	5	26	33	36	*

Experiential topline questionnaire

**2015 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
WAVE 14.5 FEBRUARY – EXPERIENTIAL STUDY
February 24th – March 1st 2016
WEB RESPONDENTS N=2,078**

ASK ALL:

GOTNEWS_EXP In the past two hours, did you get news about any of the following topics online, such as on a computer, phone or tablet?

- a. Government and politics
- b. People and events in your own community
- c. Sports
- d. Business and finance
- e. Science and technology
- f. Entertainment
- g. Crime
- h. Health news
- i. Other
- j. Did not get news online

RESULTS HELD FOR FUTURE RELEASE

ASK IF CHOSE MORE THAN ONE TOPIC IN GOTNEWS_EXP:

TOPNEWS_EXP Of the topics you got news from in the past two hours, which one did you get the most news about?

- 1 Government and politics
- 2 People and events in your own community
- 3 Sports
- 4 Business and finance
- 5 Science and technology
- 6 Entertainment
- 7 Crime
- 8 Health news
- 9 Other

RESULTS HELD FOR FUTURE RELEASE

ASK IF CHOSE ANY TOPIC IN GOTNEWS_EXP:

NEWSPLAT_EXP When it comes to the news you got online about **[INSERT TOPIC FROM TOPNEWS_EXP]** in the past two hours, how did you get that news?

- a. A post or link from a social networking site, such as Facebook or Twitter
- b. Going directly to a news organization's website or app
- c. Through searching for information on a search engine/website
- d. An email or text message from a friend or family member
- e. An email, text message, or mobile alert from a news organization
- f. Other *[specify]*

RESULTS HELD FOR FUTURE RELEASE**ASK IF CHOSE ANY TOPIC IN GOTNEWS_EXP:**

NEWSACTION_EXP Finally, when it comes to the news you got online about **[INSERT TOPIC FROM TOPNEWS_EXP]** in the past two hours, did you do any of the following with that news?

Feb 24-Mar 1

2016

Out of those who chose
at least one topic 3 or
more times

N=1,757

30	Spoke with someone about the news you got, either in person or over the phone
17	Searched for additional stories or information about the news you got
11	Posted, shared, or commented on an article on a social networking site, such as Facebook or Twitter
5	Sent an article to someone by email or text message
4	Bookmarked it or saved it in some way
3	Commented on a news organization's webpage
47	Didn't do any of these with the news you got [EXCLUSIVE PUNCH]

ASK IF GOT NEWS VIA LINK OR EMAIL (NEWSPLAT_EXPa=1 or NEWSPLAT_EXPd=1 or NEWSPLAT_EXPe=1):

NEWSSOURCE_EXP If you followed any links from a social networking site, email or text message to get that news, what specific news outlet(s) did the link(s) take you to?

Type the name of up to 3 specific news outlets in the boxes below. (Please do not type the name of a social networking site. We are interested in the original outlet of that news.)

If you do not remember, please click "Do not remember."

If you did not follow any links, please click "Did not follow any links."

Feb 24-Mar 1

2016

Out of those who got
news from a link three
or more times

N=747

38

Remembered every time

31

Remembered at least half of the time, but not every time

16

Remembered less than half of the time, but not never

15

Never remembered