

Topline questionnaire

Election 2016 Website Analysis Campaign website audit topline July 2016 Pew Research Center

Post frequency

Average # of original or externally produced news items posted per day

2012		2016		
Obama	Romney	Clinton	Sanders	Trump
8	4	2	3	3

Source: Pew Research Center analysis of the official presidential campaign websites of major party candidates from August 6-September 9, 2008, June 4-17, 2012 and May 1-June 15, 2016.

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Social media use across the past three election cycles

Links to social networking sites present on campaign websites

	2008		2012			2016	
	Obama	McCain	Obama	Romney	Clinton	Sanders	Trump
Facebook	x	x	x	x	x	x	x
Twitter			x	x	x	x	x
YouTube	x	x	x	x	x	x	x
Instagram			x		x	x	x
Pinterest			x		x		
Tumblr			x			x	
Google+			x	x			
Flickr	x	x	x	x			
Spotify			x				
Myspace	x	x					

Source: Pew Research Center analysis of the official presidential campaign websites of major party candidates from August 6-September 9, 2008, June 4-17, 2012 and May 1-June 15, 2016.

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Election 2016 Social Media Analysis
Content Analysis Topline
July 2016
Pew Research Center

1a. Overall posting frequency

Across the three weeks, total number of ...

	Trump	Clinton	Sanders
Facebook posts	125	153	111
Tweets	240	228	246

Source: Pew Research Center analysis of posts on Facebook and Twitter from May 11-31, 2016

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1b. Audience response

Across the three weeks, average number of ...

	Trump	Clinton	Sanders
Facebook reactions	76,885	12,537	31,830
Facebook comments	5,230	1,729	1,070
Facebook shares	8,367	1,636	6,341
Twitter retweets	5,947	1,581	2,463

Source: Pew Research Center analysis of posts on Facebook and Twitter from May 11-31, 2016

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1c. Total links, mentions, and retweets

Total number and percentage of posts/tweets containing ...

	Trump		Clinton		Sanders	
	N	%	N	%	N	%
Facebook						
Links	37	30	46	30	36	32
Shares of other users' posts	0	0	0	0	2	2
Formal mentions	23	18	27	18	4	4
Twitter						
Links	23	10	79	35	89	36
Retweets of other users' tweets	55	23	35	15	50	20
@-mentions	92	38	46	20	19	8

Source: Pew Research Center analysis of posts on Facebook and Twitter from May 11-31, 2016

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2a. Facebook links

Of all links, number and percentage going to ...

	Trump		Clinton		Sanders	
	N	%	N	%	N	%
Campaign site	0	0	37	80	21	58
News media	29	78	7	15	12	33
Other	8	22	2	4	3	8

Source: Pew Research Center analysis of posts on Facebook from May 11-31, 2016

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2b. Twitter links

Of all links, number and percentage going to ...

	Trump		Clinton		Sanders	
	N	%	N	%	N	%
Campaign site	5	20	49	60	51	57
News media	12	48	20	25	33	37
Other	8	32	12	15	6	7

Source: Pew Research Center analysis of posts on Twitter from May 11-31, 2016

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3. Retweets

Of all tweets that are retweets, number and proportion going to ...

	Trump		Clinton		Sanders	
	N	%	N	%	N	%
Own campaign/campaign staff	0	0	28	80	4	8
Candidate's family	0	0	0	0	1	2
Donald Trump	0	0	0	0	0	0
Hillary Clinton	0	0	0	0	0	0
Bernie Sanders	0	0	0	0	0	0
Other politician	0	0	2	6	0	0
Government agency	0	0	0	0	2	4
Non-governmental institution or organization	1	2	1	3	3	6
News media	10	18	4	11	33	66
Celebrity	1	2	0	0	6	12
Citizens	43	78	0	0	1	2
Other	0	0	0	0	0	0

Source: Pew Research Center analysis of posts on Twitter from May 11-31, 2016

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4a. Candidate references to other candidates

Number of posts/tweets that ...

	Trump	Clinton	Sanders
Facebook			
Trump refers to...	N/A	38	5
Clinton refers to...	45	N/A	0
Sanders refers to...	17	10	N/A
Twitter			
Trump refers to...	N/A	46	12
Clinton refers to...	92	N/A	0
Sanders refers to...	19	10	N/A

Source: Pew Research Center analysis of posts on Facebook and Twitter from May 11-31, 2016

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4b. Mentions of other users on Facebook

Of all uses of the built-in mention functionality to link to another user's Facebook page, number and percentage going to ...

	Trump		Clinton		Sanders	
	N	%	N	%	N	%
Own campaign/campaign staff	0	0	2	6	0	0
Candidate's family	8	28	0	0	0	0
Donald Trump	0	0	13	39	0	0
Hillary Clinton	0	0	0	0	0	0
Bernie Sanders	0	0	0	0	0	0
Other politician	4	14	4	12	2	50
Government agency	0	0	1	3	0	0
Non-governmental institution or organization	1	3	3	9	0	0
News media	11	38	4	12	0	0
Celebrity	5	17	6	18	2	50
Citizens	0	0	0	0	0	0
Other	0	0	0	0	0	0

Source: Pew Research Center analysis of posts on Facebook from May 11-31, 2016

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4c. Mentions of other users on Twitter

Of all the @-mention links to another user in a tweet, number and percentage going to ...

	Trump		Clinton		Sanders	
	N	%	N	%	N	%
Own campaign/campaign staff	0	0	2	4	2	10
Candidate's family	1	1	0	0	0	0
Donald Trump	0	0	16	32	1	5
Hillary Clinton	1	1	0	0	1	5
Bernie Sanders	1	1	0	0	0	0
Other politician	6	5	7	14	5	24
Government agency	6	5	1	2	1	5
Non-governmental institution or organization	9	8	10	20	1	5
News media	81	72	8	16	7	33
Celebrity	2	2	6	12	3	14
Citizens	4	4	0	0	0	0
Other	1	1	0	0	0	0

Source: Pew Research Center analysis of posts on Twitter from May 11-31, 2016

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5. Spanish-language posts

Total number and percentage of posts/tweets in Spanish on ...

	Trump		Clinton		Sanders	
	N	%	N	%	N	%
Facebook	0	0	23	15	4	4
Twitter	0	0	14	6	13	5

Source: Pew Research Center analysis of posts on Facebook and Twitter from May 11-31, 2016

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6. Videos

Total number and percentage of posts/tweets containing videos ...

	Trump		Clinton		Sanders	
	N	%	N	%	N	%
Facebook	16	13	35	23	23	21
Twitter	4	2	62	27	21	9

Source: Pew Research Center analysis of posts on Facebook and Twitter from May 11-31, 2016

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2016 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
WAVE 18 June
FINAL TOPLINE
June 7 – July 5, 2016
TOTAL N= 4,602
WEB RESPONDENTS N=4,172
MAIL RESPONDENTS N=430¹⁶

ASK ALL:

CANDCNTCT So far in the presidential campaign, have you turned to any of the following for news and information about the campaign and candidates?

[Check all that apply] **[RANDOMIZE A&B, C&D, E&F, AND RANDOMIZE IN BLOCKS; EXCLUSIVE PUNCH ALWAYS LAST]**

	<u>Selected</u>	<u>Not selected</u> <u>/No answer</u>
a. Emails from the Hillary Clinton campaign June 7-July 5,2016	7	93
b. Emails from the Donald Trump campaign June 7-July 5,2016	3	97
c. Social media posts from the Hillary Clinton campaign, such as on Twitter or Facebook June 7-July 5,2016	17	83
d. Social media posts from the Donald Trump campaign, such as on Twitter or Facebook June 7-July 5,2016	17	83
e. The Hillary Clinton campaign website June 7-July 5,2016	7	93
f. The Donald Trump campaign website June 7-July 5,2016	6	94
g. None of these [EXCLUSIVE PUNCH] June 7-July 5,2016	68	32

¹⁶ 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.