

**2018 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
WAVE 37 JULY
SOCIAL MEDIA UPDATE TOPLINE
JULY 30 – AUGUST 12, 2018
TOTAL N=4,581**

ASK FORM 1-3 [N=3,425]:

Now, thinking about your news habits...

NEWS_PLATFORM 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?					
Jul 30-Aug 12, 2018 [N=3,425]	16	25	30	29	*
Aug 8-Aug 21, 2017 [N=4,971]	18	25	32	25	*
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?					
Jul 30-Aug 12, 2018 [N=3,425]	26	31	23	20	*
Aug 8-Aug 21, 2017 [N=4,971]	25	31	22	21	*
Jan 12-Feb 8, 2016 [N=4,654]	25	34	24	17	*
Aug 21-Sep 2, 2013 [N=5,173]	26	30	27	18	*
NO ITEM C					
d. Watch local television news?					
Jul 30-Aug 12, 2018 [N=3,425]	37	27	22	14	0
Aug 8-Aug 21, 2017 [N=4,971]	37	27	21	15	*
Jan 12-Feb 8, 2016 [N=4,654]	46 ¹	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)?					
Jul 30-Aug 12, 2018 [N=3,425]	25	25	24	26	*
Aug 8-Aug 21, 2017 [N=4,971]	26	25	25	25	*
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)?					
Jul 30-Aug 12, 2018 [N=3,425]	30	23	23	24	0
Aug 8-Aug 21, 2017 [N=4,971]	28	27	23	22	*
Jan 12-Feb 8, 2016 [N=4,654]	31	27	24	18	*
Aug 21-Sep 2, 2013 [N=5,173]	24	28	26	21	*

¹ 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 substantive conclusions.

NEWS_PLATFORM CONTINUED...	<u>Often</u>	<u>Sometimes</u>	<u>Hardly ever</u>	<u>Never</u>	<u>No Answer</u>
g. Get news from a social media site (such as Facebook, Twitter, or Snapchat)?					
Jul 30-Aug 12, 2018 [N=3,425]	20	27	21	32	0
Aug 8-Aug 21, 2017 [N=4,971]	20	27	20	33	0
Jan 12-Feb 8, 2016 ² [N=4,654]	18	26	18	38	*
h. Get news from a news website or app?					
Jul 30-Aug 12, 2018 [N=3,425]	33	31	18	18	*
Aug 8-Aug 21, 2017 [N=4,971]	33	31	19	17	*
Jan 12-Feb 8, 2016 [N=4,654]	28	28	18	26	*

ASK IF GETS NEWS FROM MORE THAN ONE PLATFORM IN NEWS_PLATFORM (NEWS_PLATFORMa-h=1-3). DO NOT ASK IF ONLY GETS NEWS ON TV AND NO OTHERS (IF ONLY NEWS_PLATFORMd-f=1-3) [N=3,416]

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

[SHOW THOSE THAT WERE AT LEAST "HARDLY EVER" IN NEWS_PLATFORM NEWS_PLATFORMa-h=1-3]; SHOW "Watch news on television" if NEWS_PLATFORMd=1-3 OR NEWS_PLATFORMe=1-3 OR NEWS_PLATFORMf=1-3] If only one option selected in NEWS_PLATFORM, autopunch here and do not show respondent this question. If only selected the television items NEWSPLATFORMd-f and no other platform, skip question and autopunch into NEWS_PREFER=3

<u>2018</u>		<u>2016</u>
7	Reading news in a print newspaper	11
14	Listening to news on the radio	12
44	Watching news on television	46
10	Getting news from a social media site (such as Facebook or Twitter)	9
24	Getting news from a news website or app	20
1	No Answer	1
1	Did not get news on any platform	1

² In the Wave 14 January 2016 survey, this question item read "Get news from a social networking site (such as Facebook or Twitter)?".

5 QUESTIONS HELD FOR FUTURE RELEASE**ASK ALL INTERNET USERS (F_INTUSER_FINAL=1) [N=4,387]:**

SNS Do you use any of the following social media sites?

[Check all that apply] **[RANDOMIZE WITH "OTHER" ALWAYS LAST]**

BASED ON TOTAL	<u>Selected</u>	<u>Not Selected</u>	<u>No Answer</u>
a. Facebook			
Jul 30- Aug 12, 2018 [N=4,581]	64	36	-
Aug 8- Aug 21, 2017 [N=4,971]	66	34	-
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	*

SNS CONTINUED...	<u>Selected</u>	<u>Not Selected</u>	<u>No Answer</u>
b. Twitter			
Jul 30- Aug 12, 2018 [N=4,581]	17	83	-
Aug 8- Aug 21, 2017 [N=4,971]	15	85	-
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	*

NO ITEM C

d. LinkedIn			
Jul 30- Aug 12, 2018 [N=4,581]	20	80	-
Aug 8- Aug 21, 2017 [N=4,971]	21	79	-
Jan 12-Feb 8, 2016 [N=4,654]	20	80	-
Aug 21-Sep 2, 2013 [N=5,173]	19	80	*
e. Instagram			
Jul 30- Aug 12, 2018 [N=4,581]	27	73	-
Aug 8- Aug 21, 2017 [N=4,971]	26	74	-
Jan 12-Feb 8, 2016 [N=4,654]	19	81	-
Aug 21-Sep 2, 2013 [N=5,173]	12	88	*

NO ITEM F

g. Tumblr			
Jul 30- Aug 12, 2018 [N=4,581]	4	96	-
Aug 8- Aug 21, 2017 [N=4,971]	4	96	-
Jan 12-Feb 8, 2016 [N=4,654]	4	96	-
Aug 21-Sep 2, 2013 [N=5,173]	4	96	*
h. YouTube			
Jul 30- Aug 12, 2018 [N=4,581]	54	46	-
Aug 8- Aug 21, 2017 [N=4,971]	58	42	-
Jan 12-Feb 8, 2016 [N=4,654]	48	52	-

	Aug 21-Sep 2, 2013 [N=5,173]	51	49	*
i.	Reddit			
	Jul 30- Aug 12, 2018 [N=4,581]	7	93	-
	Aug 8- Aug 21, 2017 [N=4,971]	6	94	-
	Jan 12-Feb 8, 2016 [N=4,654]	4	96	-
	Aug 21-Sep 2, 2013 [N=5,173]	3	97	*
j.	Snapchat			
	Jul 30- Aug 12, 2018 [N=4,581]	17	83	-
	Aug 8- Aug 21, 2017 [N=4,971]	18	82	-
	Jan 12-Feb 8, 2016 [N=4,654]	10	90	-
k.	WhatsApp			
	Jul 30- Aug 12, 2018 [N=4,581]	11	89	-
	Aug 8- Aug 21, 2017 [N=4,971]	11	89	-

		<u>Selected</u>	<u>Not Selected</u>	<u>No Answer</u>
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SNS CONTINUED...

l.	Other			
	Jul 30- Aug 12, 2018 [N=4,581]	6	94	-
	Aug 8- Aug 21, 2017 [N=4,971]	5	95	-
	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-K=1):

SNSNEWS Do you ever get news or news headlines on any of the following sites? 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			
	Jul 30- Aug 12, 2018 [N=3,196]	67	33	*
	Aug 8- Aug 21, 2017 [N=3,635]	68	32	1
	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			
	Jul 30- Aug 12, 2018 [N=1,018]	71	28	1
	Aug 8- Aug 21, 2017 [N=1,088]	74	25	1
	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

NO ITEM C

BASED ON LINKEDIN USERS:

d.	LinkedIn			
	Jul 30- Aug 12, 2018 [N=1,309]	30	69	1
	Aug 8- Aug 21, 2017 [N=1,540]	23	76	1
	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			
	Jul 30- Aug 12, 2018 [N=1,301]	32	68	1
	Aug 8- Aug 21, 2017 [N=1,390]	27	71	2
	Jan 12-Feb 8, 2016 [N=933]	23	76	1
	Aug 21-Sep 2, 2013 [N=467]	13	87	0

NO ITEM F

		<u>Yes</u>	<u>No</u>	<u>No Answer</u>
SNSNEWS CONTINUED...				
BASED ON TUMBLR USERS:				
g.	Tumblr			
	Jul 30- Aug 12, 2018 [N=161]	29	70	*
	Aug 8- Aug 21, 2017 [N=226]	39	60	1
	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			
	Jul 30- Aug 12, 2018 [N=2,648]	38	61	1
	Aug 8- Aug 21, 2017 [N=3,180]	32	67	1
	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			
	Jul 30- Aug 12, 2018 [N=357]	73	26	*
	Aug 8- Aug 21, 2017 [N=369]	68	32	*
	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			
	Jul 30- Aug 12, 2018 [N=655]	29	70	1
	Aug 8- Aug 21, 2017 [N=787]	29	70	2
	Jan 12-Feb 8, 2016 [N=439]	17	82	1
BASED ON WHATSAPP USERS:				
k.	WhatsApp			
	Jul 30- Aug 12, 2018 [N=574]	18	78	3
	Aug 8- Aug 21, 2017 [N=585]	23	74	3

**ASK IF GETS NEWS ON SOCIAL MEDIA (NEWS_PLATFORMg=1-3 or NEWS_PLATFORM2d=1-3)
[N=3,178]:**

SNSLIKE What do you LIKE most about getting news on social media?

[OPEN-END RESPONSES NOT SHOWN]

**ASK IF GETS NEWS ON SOCIAL MEDIA (NEWS_PLATFORMg=1-3 or NEWS_PLATFORM2d=1-3)
[N=3,178]:**

SNSDISLIKE What do you DISLIKE most about getting news on social media?

[OPEN-END RESPONSES NOT SHOWN]

**ASK IF GETS NEWS ON SOCIAL MEDIA (NEWS_PLATFORMg=1-3 or NEWS_PLATFORM2d=1-3)
[N=3,178]:**

SNSINFORM Overall, would you say news on social media has... **[RANDOMIZE OPTIONS 1
AND 2]**

Jul 30-
Aug 12
2018
Form 1-3
[N=2,377]

36	Helped you better understand current events
15	Made you more confused about current events
48	Not made much of a difference
1	No Answer

**ASK IF GETS NEWS ON SOCIAL MEDIA (NEWS_PLATFORMg=1-3 or NEWS_PLATFORM2d=1-3)
[N=3,178]:**

SNSSKEP Which of the following best describes how you approach news stories from social media sites, even if neither is exactly right?

I expect the news I see on social media will... **[RANDOMIZE]**

Jul 30-
Aug 12
2018
Form 1-3
[N=2,377]

42	Largely be accurate
57	Largely be inaccurate
1	No Answer