**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=315[[1]](#footnote-1)**

**ASK ALL:**

LOCALRATING Overall, how would you rate your community as a place to live?

|  |  |
| --- | --- |
| Jan 12-Feb 8  2016 |  |
| N=4,654 |  |
| 29 | Excellent |
| 56 | Good |
| 13 | Only Fair |
| 3 | Poor |
| \* | No answer |
|  |  |

**ASK ALL:**

LOCALIMPACTHow much impact do you think people like you can have in making your community a better place to live?

|  |  |  |
| --- | --- | --- |
| Jan 12-Feb 8  2016 |  | Nov 17-Dec 15  2014 |
| N=4,654 |  | N=3,212 |
| 27 | A big impact | 32 |
| 44 | A moderate impact | 37 |
| 23 | A small impact | 23 |
| 5 | No impact at all | 7 |
| 1 | No answer | 1 |
|  |  |  |

**ASK ALL:**

LIVE3 How close do you currently live to where you grew up?

|  |  |
| --- | --- |
| Jan 12-Feb 8  2016 |  |
| N=4,654 |  |
| 24 | Less than 10 miles |
| 15 | 10-25 miles |
| 8 | 26-50 miles |
| 7 | 51-100 miles |
| 45 | More than 100 miles |
| 1 | No answer |
|  |  |

**ASK ALL:**

WORKCLOSE How close do you currently live to your workplace?

|  |  |
| --- | --- |
| Jan 12-Feb 8  2016 |  |
| N=4,654 |  |
| 20 | Less than 5 miles |
| 17 | 5-10 miles |
| 15 | 11-20 miles |
| 12 | 21-50 miles |
| 3 | More than 50 miles |
| 33 | I don’t work |
| 1 | No answer |
|  |  |

**ASK ALL:**

NEIGHBORS Do you happen to know the names of your neighbors who live close by to you or no?

|  |  |
| --- | --- |
| Jan 12-Feb 8  2016 |  |
| N=4,654 |  |
| 23 | Yes, know them all |
| 63 | Yes, know some of them |
| 14 | No, do not know any of them |
| \* | No answer |
|  |  |

**ASK ALL:**

COMATTACH In general, how attached do you feel to your local community?

|  |  |
| --- | --- |
| Jan 12-Feb 8  2016 |  |
| N=4,654 |  |
| 19 | Very |
| 47 | Somewhat |
| 25 | Not very |
| 8 | Not at all |
| 1 | No Answer |
|  |  |

ASK ALL:

SOCTRUST Generally speaking, would you say that most people can be trusted or that you can’t be too careful in dealing with people?

|  |  |
| --- | --- |
| Jan 12-Feb 8  2016 |  |
| N=4,654 |  |
| 43 | Most people can be trusted |
| 56 | Can’t be too careful |
| 1 | No Answer |
|  |  |

ASK ALL:

COMTRUST Now thinking specifically about your local community, would you say that most people can be trusted or that you can’t be too careful in dealing with people?

|  |  |
| --- | --- |
| Jan 12-Feb 8  2016 |  |
| N=4,654 |  |
| 55 | Most people can be trusted |
| 45 | Can’t be too careful |
| 1 | No Answer |
|  |  |

Now, we are going to ask you some questions about the news you get. By news we mean information about events and issues that involve more than just your friends or family.

**ASK ALL:**

NEWSPOS\_OE Thinking about the news media overall, what is the most positive thing they do, if anything?

**OPEN-END; RESPONSES NOT SHOWN**

**ASK ALL:**

NEWSNEG\_OE Thinking about the news media overall, what is the most negative thing they do, if anything?

**OPEN-END; RESPONSES NOT SHOWN**

**ASK ALL:**

NEWS\_LEVEL How closely do you follow…

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Very closely | Somewhat  closely | Not very  closely | Not at all  closely | No Answer |
| 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?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Very closely | Somewhat  closely | Not very  closely | Not at all  closely | No  Answer |
| 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 |  |  |  |  |  |
| 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]**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Often | Sometimes | Hardly  ever | Never | No Answer |
| 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 |  |
| 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]**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Often | Sometimes | Hardly ever | Never | No  Answer |
| 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 MSBNC)? |  |  |  |  |  |
| 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 |  |
| Based on got news from at least one platform  N=4,643 |  |
| 12 | Reading news in a print newspaper |
| 13 | 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 |
|  |  |

**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…?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | A lot | Some | Not too  much | Not at  all | No  Answer |
| 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 |
|  |  |

**ASK IF TEND TO FAVOR ONE SIDE (WATCHDOG\_3=2):**

WATCHDOG\_3OE What side do you think news organizations tend to favor?

**OPEN-END; RESPONSES NOT SHOWN**

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]**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Often | Sometimes | Hardly  ever | Never | No Answer |
| 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 |
|  |  |  |  |  |  |

**DO NOT REPORT**

**~~ASK IF GETS NEWS DIGITALLY (NEWS\_DEVICEa=1-3 OR NEWS\_DEVICEb=1-3):~~**

~~NEWSROUNDUP And how often do you get news from digital news roundups that bring together stories from a variety of sources?~~

|  |  |
| --- | --- |
| ~~Jan 12-Feb 8~~  ~~2016~~ |  |
| ~~N= 4,236~~ |  |
| ~~19~~ | ~~Often~~ |
| ~~39~~ | ~~Sometimes~~ |
| ~~25~~ | ~~Hardly ever~~ |
| ~~16~~ | ~~Never~~ |
| ~~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):**

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):**

DIGWDOG\_3OE What side do you think the news they post tends to favor?

**OPEN-END; RESPONSES NOT SHOWN**

**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** | Yes | No | No Answer |
| 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 | \* |
|  |  |  |  |
| 1. 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]**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Yes | No | No Answer |
| **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:** |  |  |  |
| 1. 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]**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Often | Sometimes | Hardly  ever | Never | No Answer |
| 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 | \* |
|  |  |  |  |  |  |

**ASK IF POST OR COMMENT ON NEWS STORIES (SNSACT\_B=1-3 OR SNSACT\_E=1-3):**

HASHTAGWhen you post or comment on news stories on social networking sites, how often do you use a hashtag (#)?

|  |  |
| --- | --- |
| Jan 12-Feb 8  2016 |  |
| N=2,519 |  |
| 4 | Often |
| 15 | Sometimes |
| 20 | Hardly ever |
| 61 | Never |
| \* | No Answer |
|  |  |

**ASK IF AT LEAST YES TO 1 ITEM SNS (SNSA, SNSB, SNSD-K=1):**

SNS2 Now, thinking specifically about posts and activities on social media related to politics,

do you ever use social networking sites to... **[RANDOMIZE]**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Yes | No | No  Answer |
| a. Post links to political stories or articles for others to read[[2]](#footnote-2) |  |  |  |
| Jan 12-Feb 8, 2016 [N=3,956] | 22 | 78 | 1 |
|  |  |  |  |
| b. Post your own thoughts or comments on political or social issues |  |  |  |
| Jan 12-Feb 8, 2016 [N=3,956] | 32 | 67 | 1 |
|  |  |  |  |
| c. Encourage other people to take action on a political or social issue that is important to you |  |  |  |
| Jan 12-Feb 8, 2016 [N=3,956] | 28 | 72 | 1 |
|  |  |  |  |
| d. Encourage other people to vote |  |  |  |
| Jan 12-Feb 8, 2016 [N=3,956] | 36 | 63 | 1 |
|  |  |  |  |
| e. Repost content related to political or social issues that was originally posted by someone else |  |  |  |
| Jan 12-Feb 8, 2016 [N=3,956] | 33 | 66 | 1 |
|  |  |  |  |
| f. “Like” or promote material related to  political or social issues that others  have posted |  |  |  |
| Jan 12-Feb 8, 2016 [N=3,956] | 45 | 54 | 1 |
|  |  |  |  |
| g. Change your profile picture to draw  attention to an issue or event |  |  |  |
| Jan 12-Feb 8, 2016 [N=3,956] | 14 | 86 | 1 |
|  |  |  |  |
| h. Contact a politician or public official |  |  |  |
| Jan 12-Feb 8, 2016 [N=3,956] | 16 | 84 | \* |
|  |  |  |  |

**ASK IF CHANGED PICTURE (SNS2g=1):**

SNSPICTURE What issues or events did you change your profile picture for?

**OPEN-END; RESPONSES NOT SHOWN**

Turning to a different topic, we are going to ask you a few questions about your local community.

**ASK ALL:**

LOCAL\_PLATFORM How often, if ever, do you get information about your local community from each of the following sources, whether online or offline?

*a. Local newspaper*

|  |  |
| --- | --- |
| Jan 12-Feb 8  2016 |  |
| N= 4,654 |  |
| 13 | Every day |
| 15 | Several times a week |
| 18 | Several times a month |
| 30 | Less often |
| 23 | Never |
| 1 | No Answer |
|  |  |

*b. Local television news*

|  |  |
| --- | --- |
| Jan 12-Feb 8  2016 |  |
| N= 4,654 |  |
| 30 | Every day |
| 21 | Several times a week |
| 14 | Several times a month |
| 21 | Less often |
| 14 | Never |
| 1 | No Answer |
|  |  |

*c. Local radio*

|  |  |
| --- | --- |
| Jan 12-Feb 8  2016 |  |
| N= 4,654 |  |
| 17 | Every day |
| 18 | Several times a week |
| 13 | Several times a month |
| 25 | Less often |
| 26 | Never |
| 1 | No Answer |
|  |  |

*d. A blog about your local community*

|  |  |
| --- | --- |
| Jan 12-Feb 8  2016 |  |
| N= 4,654 |  |
| 1 | Every day |
| 4 | Several times a week |
| 5 | Several times a month |
| 20 | Less often |
| 69 | Never |
| 1 | No Answer |
|  |  |

**LOCAL\_PLATFORM CONTINUED…**

*e. A person or organization you follow on a social networking site*

|  |  |
| --- | --- |
| Jan 12-Feb 8  2016 |  |
| N= 4,654 |  |
| 3 | Every day |
| 8 | Several times a week |
| 11 | Several times a month |
| 19 | Less often |
| 58 | Never |
| 1 | No Answer |
|  |  |

*f. A newsletter or email listserv about your local community*

|  |  |
| --- | --- |
| Jan 12-Feb 8  2016 |  |
| N= 4,654 |  |
| 3 | Every day |
| 5 | Several times a week |
| 10 | Several times a month |
| 30 | Less often |
| 51 | Never |
| 1 | No Answer |
|  |  |

*g. Word of mouth from friends, family, co-workers and neighbors*

|  |  |
| --- | --- |
| Jan 12-Feb 8  2016 |  |
| N= 4,654 |  |
| 9 | Every day |
| 22 | Several times a week |
| 30 | Several times a month |
| 29 | Less often |
| 10 | Never |
| 1 | No Answer |
|  |  |

**ASK ALL:**

TALKJOUR Have you ever spoken with or been interviewed by a local journalist or reporter?

|  |  |
| --- | --- |
| Jan 12-Feb 8  2016 |  |
| N= 4,654 |  |
| 26 | Yes |
| 74 | No |
| \* | No Answer |
|  |  |

**ASK ALL:**

LOCMED\_INTOUCH Overall, would you say that local journalists in your area are mostly in touch or out of touch with your local community?

|  |  |
| --- | --- |
| Jan 12-Feb 8  2016 |  |
| N= 4,654 |  |
| 63 | In touch |
| 34 | Out of touch |
| 3 | No Answer |
|  |  |

**[PROGRAMMING NOTE: RANDOMIZE SOCIALCAP1-4]**

**ASK ALL:**

SOCIALCAP1 My local community is a place where… **[RANDOMIZE]**

|  |  |
| --- | --- |
| Jan 12-Feb 8  2016 |  |
| N= 4,654 |  |
| 49 | People socialize with one another |
| 49 | People mostly keep to themselves |
| 2 | No Answer |
|  |  |

**ASK ALL:**

SOCIALCAP2 My local community is a place where… **[RANDOMIZE]**

|  |  |
| --- | --- |
| Jan 12-Feb 8  2016 |  |
| N= 4,654 |  |
| 59 | People mostly share the same values as one another |
| 39 | People mostly don’t share the same values |
| 3 | No Answer |
|  |  |

**ASK ALL:**

SOCIALCAP3 My local community is a place where… **[RANDOMIZE]**

|  |  |
| --- | --- |
| Jan 12-Feb 8  2016 |  |
| N= 4,654 |  |
| 52 | People frequently work together to fix or improve something |
| 45 | People do not typically come together to fix or improve something |
| 2 | No Answer |
|  |  |

**ASK ALL:**

SOCIALCAP4 My local community is a place where… **[RANDOMIZE]**

|  |  |
| --- | --- |
| Jan 12-Feb 8  2016 |  |
| N= 4,654 |  |
| 27 | People tend to share the same political views |
| 70 | There are a lot of different political views |
| 3 | No Answer |
|  |  |

ASK ALL:

VOTE How often do you vote in each type of election?

*a. NATIONAL ELECTIONS for U.S. president. These elections have about 55% voter turnout.*

|  |  |
| --- | --- |
| Jan 12-Feb 8  2016 |  |
| N= 4,654 |  |
| 57 | Always |
| 14 | Nearly always |
| 8 | Part of the time |
| 7 | Seldom |
| 14 | Never |
| 1 | No Answer |
|  |  |

*b. PRESIDENTIAL PRIMARY ELECTIONS, that is the elections where the parties choose their candidate for the general election. These elections have about 15% voter turnout.*

|  |  |
| --- | --- |
| Jan 12-Feb 8  2016 |  |
| N= 4,654 |  |
| 36 | Always |
| 19 | Nearly always |
| 12 | Part of the time |
| 10 | Seldom |
| 22 | Never |
| 1 | No Answer |
|  |  |

*c. LOCAL ELECTIONS, such as mayor or a school board. These elections have about 20% voter turnout.*

|  |  |
| --- | --- |
| Jan 12-Feb 8  2016 |  |
| N= 4,654 |  |
| 29 | Always |
| 22 | Nearly always |
| 17 | Part of the time |
| 12 | Seldom |
| 19 | Never |
| 1 | No Answer |
|  |  |

**ASK ALL:**

INT\_FREQ1 How often did you USUALLY access the Internet over the last year?

|  |  |
| --- | --- |
| Jan 12-Feb 8  2016 |  |
| N= 4,654 |  |
| 64 | Every day |
| 17 | More than once a week but not every day |
| 3 | Once a week |
| 2 | Once a month |
| 2 | Less than once a month |
| 11 | Never |
| 1 | No Answer |
|  |  |

**ASK IF ACCESS THE INTERNET EVERY DAY (INT\_FREQ1=1):**

INT\_FREQ3 How many hours per day do you USUALLY use the Internet, including time spent at

work?

**OPEN-END; RESPONSES NOT SHOWN**

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. [↑](#footnote-ref-1)
2. SNS2a only asked of those SNS news users that post links in SNS (SNSACTb=1-3). Those who did not post links (SNSACTb=4) are put in as “No” for SNS2a. Those that were “No Answer” for SNSACTb are put in as “No Answer” for SNS2a. [↑](#footnote-ref-2)