**2016 PEW RESEARCH CENTER’S AMERICAN TRENDS PANEL**

**WAVE 19 July**

**FINAL TOPLINE**

**July 12 – August 8, 2016**

**TOTAL N=4,579**

**WEB RESPONDENTS N=4,165**

**MAIL RESPONDENTS N=414[[1]](#footnote-1)**

**ASK ALL:**

Thinking about ways you might earn money…

ONLSELL1 In the last year, did you earn money by selling something online?

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 18 | Yes |
| 81 | No |
| 0 | No Answer |

**ASK IF SELL ONLINE (ONLSELL1=1) [N=914]:**

ONLSELL2 Which of the following have you sold online in the last year? **[RANDOMIZE; KEEP ITEM d LAST]**

*[Check all that apply]*

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 74 | Used or second-hand goods |
| 11 | Items that you made yourself |
| 13 | A line or brand of consumer goods (such as makeup, clothes, or health/fitness products) |
| 17 | Something else [*TEXT BOX*] **RESPONSES NOT SHOWN** |
| 0 | No answer |

**ASK IF SELL ONLINE (ONLSELL1=1) [N=914]:**

ONLSELL3 Which of the following statements best describes the income you earn from selling online? **[REVERSE SCALE FOR RANDOM HALF OF RESPONDENTS]**

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 9 | It is essential for meeting my basic needs |
| 11 | It is an important component of my budget, but not essential |
| 80 | It is nice to have, but I could live comfortably without it |
| 0 | No Answer |

**ASK IF SELL ONLINE (ONLSELL1=1) [N=914]:**

ONLSELL4 How important are social media sites like Facebook and Twitter when it comes to finding customers and marketing the items you sell online?

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 19 | Extremely important |
| 26 | Somewhat important |
| 22 | Not very important |
| 33 | Not important at all |
| 0 | No Answer |

**ASK ALL:**

GIGWORK1 Some people find paid jobs or tasks by connecting directly with people who want to hire them using a particular type of website or mobile app. These sites require workers to create a user profile in order to find and accept assignments, and they also coordinate payment once the work is complete.

In the last year, have you earned money by taking on jobs through this type of website or mobile app (for example, by driving someone from one place to another, cleaning someone’s home, or doing online tasks)?

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 8 | Yes |
| 92 | No |
| 1 | No Answer |

**ASK IF HAVE NOT EARNED MONEY FROM ONLINE GIGWORK (GIGWORK1=2) [N=4278]:**

RIDESHR In the last year, did you earn money by working as a driver for a ride-hailing app (such as Uber or Lyft)?

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 0 | Yes |
| 99 | No |
| 0 | No Answer |

**ASK IF HAVE EARNED MONEY FROM ONLINE GIG WORK (GIGWORK1=1) [N=280]:**

GIGWORK2 What sorts of jobs or tasks have you performed in the last year using these services? **[RANDOMIZE; ITEM e ALWAYS LAST]**

[*Check all that apply*]

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 19 | Driving for a ride-hailing app (such as Uber or Lyft) |
| 14 | Shopping for or delivering household items |
| 60 | Performing tasks online (like completing surveys or doing data entry) |
| 20 | Cleaning someone’s home or doing laundry |
| 22 | Something else *[TEXT BOX]* **RESPONSES NOT SHOWN** |
| 4 | No Answer |

**ASK IF HAVE EARNED MONEY FROM ONLINE GIG WORK OR RIDE HAILING (GIGWORK1=1 OR RIDESHR=1) [N=298]:**

GIGWORK3 Which of the following statements best describes the income you earn from using these services? **[REVERSE SCALE FOR RANDOM HALF OF RESPONDENTS]**

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 29 | It is essential for meeting my basic needs |
| 27 | It is an important component of my budget, but not essential |
| 42 | It is nice to have, but I could live comfortably without it |
| 2 | No Answer |

**ASK IF HAVE EARNED MONEY FROM ONLINE GIG WORK OR RIDE HAILING (GIGWORK1=1 OR RIDESHR=1) [N=298]:**

GIGWORK4 Which of the following are reasons why you use these services? **[RANDOMIZE; ITEM f ALWAYS LAST]**

[*Check all that apply*]

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 30 | You need to be able to control your own schedule due to child care, school, or other obligations |
| 37 | It helps to fill in gaps or fluctuations in your other sources of income |
| 19 | To gain work experience for future job opportunities |
| 42 | For fun, or to do something with your spare time |
| 20 | Because there are not many other job opportunities in your area |
| 7 | Some other reason [*TEXT BOX*] **RESPONSES NOT SHOWN** |
| 3 | No Answer |

**ASK IF HAVE EARNED MONEY FROM ONLINE GIG WORK OR RIDE HAILING (GIGWORK1=1 OR RIDESHR=1) [N=298]:**

GIGWORK5 Which statement best describes how you view your relationship with these services? **[RANDOMIZE]**

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 26 | I think of myself as an employee of these services |
| 68 | I think of myself as an independent worker who simply uses these services to connect with customers or clients |
| 6 | No Answer |

**ASK IF HAVE EARNED MONEY FROM ONLINE GIG WORK OR RIDE HAILING (GIGWORK1=1 OR RIDESHR=1) [N=298]:**

GIGWORK6 Have you ever performed work using any of these services for which you did not receive payment?

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 29 | Yes |
| 66 | No, this has never happened |
| 5 | No Answer |

**ASK ALL:**

HOMESHR1 In the last year, did you earn money from renting out a house or apartment on an online home-sharing site (such as Airbnb or VRBO)?

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 1 | Yes |
| 97 | No |
| 1 | No Answer |

**ASK IF HAVE EARNED MONEY FROM HOME-SHARING (HOMESHR1=1) [N=71]:**

HOMESHR2 Did you earn money from a home-sharing site by allowing someone to rent… **[RANDOMIZE; ITEM e ALWAYS LAST]**

[*Check all that apply*]

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 23 | Your entire primary residence |
| 36 | A guest bedroom or common space in your primary residence |
| 18 | A separate living space in your primary residence (such as an in-law suite or garage apartment) |
| 22 | A home that is not your primary residence |
| 21 | None of these **[Exclusive Punch]** |
| 0 | No Answer |

**ASK IF HAVE EARNED MONEY FROM HOME-SHARING (HOMESHR1=1) [N=71]:**

HOMESHR3 Which of the following statements best describes the income you earn from home-sharing sites? **[REVERSE SCALE FOR RANDOM HALF OF RESPONDENTS]**

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 19 | It is essential for meeting my basic needs |
| 40 | It is an important component of my budget, but not essential |
| 36 | It is nice to have, but I could live comfortably without it |
| 5 | No Answer |

**ASK ALL:**

INCCOUNT In total, how many different sources of income do you personally have (not including anyone else in your household)?

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 11 | 0 |
| 47 | 1 |
| 26 | 2 |
| 10 | 3 |
| 2 | 4 |
| 2 | 5 or more |
| 1 | No Answer |

**ASK ALL:**

EXTRAINC Other than yourself, who else contributes to your household income? **[RANDOMIZE A-C; ITEM d AND e ALWAYS LAST AND IN ORDER]**

[*Check all that apply*]

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 47 | A spouse or partner |
| 5 | A child or children |
| 12 | A parent or other relative |
| 6 | Someone else |
| 34 | I am the sole income earner for my household **[Exclusive Punch]** |
| 1 | No Answer |

**ASK ALL:**

THOUGHTA[[2]](#footnote-2) How much thought have you given to the coming presidential election?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| July 12-Aug 8  2016 |  | June 7-  July 5  2016 | May 10-June 6  2016[[3]](#footnote-3) | Apr 5-  May 2  2016 | Mar 2-  Mar 28  2016 | Mar 10-  Apr 6  2015 |
| 54 | A lot | 59 | 55 | 52 | 57 | 26 |
| 28 | Some | 29 | 27 | 31 | 28 | 40 |
| 10 | Not much | 8 | 9 | 11 | 8 | 23 |
| 8 | None at all | 4 | 8 | 5 | 5 | 11 |
| 0 | No answer | 0 | 1 | 1 | 1 | 0 |

**ASK ALL:**

VOTEGEN If the 2016 presidential election were being held today, would you vote for … **[RANDOMIZE OPTIONS 1 AND 2 WITH OPTION 3 ALWAYS LAST]**

**ASK IF NEITHER/OTHER CANDIDATE OR SKIPPED VOTEGEN (VOTEGEN=3 OR MISSING) [N=954]:**

VOTEGEN3 **[IF NEITHER/OTHER IN VOTEGEN DISPLAY:]**

And even though you don’t plan to support Donald Trump or Hillary Clinton, if you had to choose, would you say you …

**[IF SKIPPED VOTEGEN DISPLAY:]**

If you had to choose, would you say you …

**[RANDOMIZE OPTIONS IN SAME ORDER AS VOTEGEN]** *Note: Display Neither only if the question is skipped without selecting Trump or Clinton*

**BASED ON REGISTERED VOTERS [N=3,810]**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **NET Trump** | Trump | Lean Trump | **NET Clinton** | Clinton | Lean Clinton | **Neither in VOTEGEN3** | **No answer** | *Neither in VOTEGEN* |
| July 12-Aug 8, 2016 | 46 | 38 | 8 | 50 | 41 | 9 | 3 | 1 | *20* |
|  |  |  |  |  |  |  |  |  |  |
| **VOTEGEN3 CONTINUED…** | | | | | | | | | |
|  | **NET Trump** | Trump | Lean Trump | **NET Clinton** | Clinton | Lean Clinton | **Neither in VOTEGEN3** | **No answer** | *Neither in VOTEGEN* |
| June 7-July 5, 2016 | 45 | 36 | 9 | 51 | 40 | 11 | 3 | 1 | *23* |

**ASK IF SELECTED CANDIDATE (VOTEGEN=1,2):**

VOTEGEN2 And would you say …

**BASED ON REGISTERED VOTERS**

|  |  |  |
| --- | --- | --- |
| July 12-Aug 8,  2016 |  | June 7-July 5  2016 |
| **Among Trump supporters (VOTEGEN=1) [N=1,446]** | | |
| 91 | You are certain to vote for Trump over Clinton | 92 |
| 8 | There is a chance you might change your mind | 8 |
| 0 | No answer | 0 |
|  |  |  |
| **Among Clinton supporters (VOTEGEN=2) [N=1,693]** | | |
| 90 | You are certain to vote for Clinton over Trump | 91 |
| 9 | There is a chance you might change your mind | 7 |
| 1 | No answer | 2 |

**ASK ALL:**

CAMPFEEL How have you been feeling about the 2016 presidential campaign recently?

*[Check all that apply]* **[RANDOMIZE]**

|  |  |  |
| --- | --- | --- |
|  | Selected | Not selected  /No answer |
| 1. Interested |  |  |
| July 12-Aug 8,2016 | 29 | 71 |
| June 7-July 5, 2016 | 31 | 69 |
| 2. Excited |  |  |
| July 12-Aug 8,2016 | 10 | 90 |
| June 7-July 5, 2016 | 9 | 91 |
| 3. Optimistic |  |  |
| July 12-Aug 8,2016 | 13 | 87 |
| June 7-July 5, 2016 | 17 | 83 |
| 4. Indifferent |  |  |
| July 12-Aug 8,2016 | 11 | 89 |
| June 7-July 5, 2016 | 10 | 90 |
| 5. Frustrated |  |  |
| July 12-Aug 8,2016 | 47 | 53 |
| June 7-July 5, 2016 | 48 | 52 |
| 6. Disgusted |  |  |
| July 12-Aug 8,2016 | 50 | 50 |
| June 7-July 5, 2016 | 45 | 55 |
| 7. Scared |  |  |
| July 12-Aug 8,2016 | 40 | 60 |
| June 7-July 5, 2016 | 38 | 62 |
|  |  |  |
|  |  |  |
| **CAMPFEEL CONTINUED …** | Selected | Not selected  /No answer |
| 8. None of these **[EXCLUSIVE PUNCH]** |  |  |
| July 12-Aug 8, 2016  June 7-July 5, 2016 | 5  4 | 95  96 |

**ASK ALL:**

WHOWIN Regardless of who you support, who do you think will win the 2016 presidential election…

|  |  |  |
| --- | --- | --- |
| July 12-Aug 8  2016 |  | June 7-July 5  2016 |
| 40 | Donald Trump | 36 |
| 56 | Hillary Clinton | 59 |
| 4 | No answer | 4 |

**ASK ALL:**

CIVIC\_ENG\_ACTMOD Here’s a list of activities some people do and others do not. Please indicate if you have done each of the following activities in the PAST YEAR.

|  |  |  |
| --- | --- | --- |
|  | Selected | Not selected  /No answer |
| a. Attended a political rally, speech, or campaign event |  |  |
| July 12-Aug 8,2016 | 7 | 93 |
| Apr 5-May 2, 2016 | 10 | 90 |
| **NO ITEM b** |  |  |
| c. Worked or volunteered for a political party, candidate, or campaign |  |  |
| July 12-Aug 8,2016 | 3 | 97 |
| Apr 5-May 2, 2016 | 5 | 95 |
| d. Been an active member of any group that tries to influence public policy or government, not including a political party |  |  |
| July 12-Aug 8,2016 | 5 | 95 |
| Apr 5-May 2, 2016 | 9 | 91 |
| **NO ITEMS e-f** |  |  |
| g. Contacted any elected official |  |  |
| July 12-Aug 8,2016 | 12 | 88 |
| Apr 5-May 2, 2016 | 18 | 82 |
| h. Contributed money to a candidate running for public office or to a group working to elect a candidate |  |  |
| July 12-Aug 8,2016 | 13 | 87 |
| Apr 5-May 2, 2016 | 14 | 86 |
| i. Displayed a poster or bumper-sticker or worn clothing or a button related to a political campaign |  |  |
| July 12-Aug 8,2016 | 11 | 89 |
| Apr 5-May 2, 2016 | 14 | 86 |
| j. Publicly expressed your support for a political campaign on Facebook, Twitter or other social media |  |  |
| July 12-Aug 8,2016 | 19 | 81 |
| **CIVIC\_ENG\_ACTMOD CONTINUED …** |  |  |
| Apr 5-May 2, 2016 | 25 | 75 |
| k. None of these **[EXCLUSIVE PUNCH]** |  |  |
| July 12-Aug 8,2016 | 62 | 38 |
| Apr 5-May 2, 2016 | 51 | 49 |

**ASK ALL:**

QBELIEF1 Do most of the people you know have… **[RANDOMIZE 1 AND 2]**

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 28 | Similar political beliefs to you |
| 6 | Different political beliefs from you |
| 46 | A mix of various political beliefs |
| 19 | I’m not sure about their political beliefs |
| 1 | No Answer |

Thinking about ways you might use social media sites like Facebook or Twitter…

**[RANDOMIZE POLNEWSNSINT AND TALKPOLSNSINT]**

**ASK ALL:**

POLNEWSSNSINT How often do you get political news on social media?

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 27 | Often |
| 28 | Sometimes |
| 14 | Hardly ever |
| 31 | Never |
| 1 | No Answer |

**ASK ALL:**

TALKPOLSNSINT How often do you comment, post, or discuss government and politics with others on social media?

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 7 | Often |
| 19 | Sometimes |
| 24 | Hardly ever |
| 50 | Never |
| 1 | No Answer |

**ASK ALL:**

SNSINT Do you use any of the following social media sites? **[RANDOMIZE A-C WITH D ALWAYS LAST]**

[*Check all that apply*]

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 66 | Facebook |
| 15 | Twitter |
| 22 | Instagram |
| 17 | Any other social media sites |
| 21 | No Answer |

**ASK IF FACEBOOK USER IN WEB MODULE (SNSINTa=1) [N=3,163]:**

FBKNOW Would you say the people you are friends with on FACEBOOK are… **[RANDOMIZE 1 AND 2]**

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 66 | Mostly people you know personally |
| 3 | Mostly people you do NOT know personally |
| 30 | A mix of both |
| 0 | No Answer |

**ASK IF TWITTER USER IN WEB MODULE (SNSINTb=1) [N=782]:**

TWKNOW Would you say the people you are friends with on TWITTER are… **[RANDOMIZE 1 AND 2 INSAME ORDER AS FBKNOW]**

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 15 | Mostly people you know personally |
| 48 | Mostly people you do NOT know personally |
| 37 | A mix of both |
| 0 | No Answer |

**ASK IF INSTAGRAM USER IN WEB MODULE (SNSINTc=1) [N=878]:**

IGKNOW Would you say the people you are friends with on INSTAGRAM are… **[RANDOMIZE 1 AND 2 IN SAME ORDER AS FBKNOW]**

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 48 | Mostly people you know personally |
| 13 | Mostly people you do NOT know personally |
| 39 | A mix of both |
| 1 | No Answer |

Thinking about the content you SEE on different social media sites…

**ASK IF FACEBOOK USER IN WEB MODULE (SNSINTa=1) [N=3,163]:**

FBPOST1 How much of what you see on FACEBOOK is related to politics (including the 2016 elections)?

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 25 | A lot |
| 42 | Some |
| 26 | A little |
| 6 | None |
| 0 | No Answer |

**ASK IF TWITTER USER IN WEB MODULE (SNSINTb=1) [N=782]:**

TWPOST1 How much of what you see on TWITTER is related to politics (including the 2016 elections)?

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 24 | A lot |
| 41 | Some |
| 23 | A little |
| 11 | None |
| 1 | No Answer |

**ASK IF INSTAGRAM USER IN WEB MODULE (SNSINTc=1) [N=878]:**

IGPOST1 How much of what you see on INSTAGRAM is related to politics (including the 2016 elections)?

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 4 | A lot |
| 11 | Some |
| 38 | A little |
| 46 | None |
| 0 | No Answer |

Now thinking about the things you might POST on different social media sites…

**ASK IF FACEBOOK USER IN WEB MODULE (SNSINTa=1) [N=3,163]:**

FBPOST2 How much of what you post on FACEBOOK is related to politics (including the 2016 elections)?

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 6 | A lot |
| 16 | Some |
| 27 | A little |
| 51 | None |
| 0 | No Answer |

**ASK IF TWITTER USER IN WEB MODULE (SNSINTb=1) [N=782]:**

TWPOST2 How much of what you post on TWITTER is related to politics (including the 2016 elections)?

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 8 | A lot |
| 11 | Some |
| 20 | A little |
| 60 | None |
| 1 | No Answer |

**ASK IF INSTAGRAM USER IN WEB MODULE (SNSINTc=1) [N=878]:**

IGPOST2 How much of what you post on INSTAGRAM is related to politics (including the 2016 elections)?

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 0 | A lot |
| 5 | Some |
| 11 | A little |
| 84 | None |
| 0 | No Answer |

**ASK IF FACEBOOK USER IN WEB MODULE (SNSINTa=1) [N=3,163]:**

QBELIEF2 Do most of your FACEBOOK friends have … **[RANDOMIZE 1 AND 2]**

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 23 | Similar political beliefs to you |
| 5 | Different political beliefs from you |
| 53 | A mix of political beliefs |
| 19 | I’m not sure about their political beliefs |
| 0 | No Answer |

**ASK IF TWITTER USER IN WEB MODULE (SNSINTb=1) [N=782]:**

QBELIEF3 Do most of the people you follow on TWITTER have … **[RANDOMIZE 1 AND 2 IN SAME ORDER AS QBELIEF2]**

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 17 | Similar political beliefs to you |
| 6 | Different political beliefs from you |
| 39 | A mix of political beliefs |
| 37 | I’m not sure about their political beliefs |
| 1 | No Answer |

**ASK IF INSTAGRAM USER IN WEB MODULE (SNSINTc=1) [N=878]:**

QBELIEF4 Do most of the people you follow on INSTAGRAM have … **[RANDOMIZE 1 AND 2 IN SAME ORDER AS QBELIEF2]**

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 11 | Similar political beliefs to you |
| 3 | Different political beliefs from you |
| 30 | A mix of political beliefs |
| 56 | I’m not sure about their political beliefs |
| 0 | No Answer |

**ASK SOCIAL MEDIA USERS IN WEB MODULE (IF YES TO AT LEAST 1 ITEM IN SNSINT) [N=3,571]:**

ELECTFTGSNSINT Thinking about the posts and discussions you see on social media about politics and the 2016 election, which comes closer to your view? **[RANDOMIZE 1 AND 2 WITH ITEM 3 LAST]**

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 20 | I like seeing lots of political posts and discussions on social media |
| 37 | I am worn-out by how many political posts and discussions I see on social media |
| 41 | I don’t feel strongly about these posts one way or the other |
| 2 | No Answer |

**ASK SOCIAL MEDIA USERS IN WEB MODULE (IF YES TO AT LEAST 1 ITEM IN SNSINT)**

**[N=3,571]:**

**RANDOMIZE TALKDISASNSINT AND TALKCMNSNSINT**

TALKDISASNSINT In your experience, when you talk about politics with people on social media who you DISagree with, do you generally find it to be … **[RANDOMIZE 1 and 2]**

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 35 | Interesting and informative |
| 59 | Stressful and frustrating |
| 6 | No Answer |

TALKCMNSNSINT And in your experience, when you talk about politics with people on social media who you DISagree with, do you usually find that … **[RANDOMIZE 1 and 2]**

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 29 | You have more in common politically than you thought |
| 64 | You have less in common politically than you thought |
| 7 | No Answer |

**ASK SOCIAL MEDIA USERS IN WEB MODULE (IF YES TO AT LEAST 1 ITEM IN SNSINT)**

**[N=3,571]:**

**[RANDOMIZE QUAL1-QUAL7; RANDOMIZE RESPONSE OPTIONS 1 AND 2 FOR QUAL1, REPEAT SAME ORDER AS QUAL1 FOR REMAINING QUESTIONS IN SERIES]**

Thinking about all of the places outside of social media that people might discuss politics or political issues…

QUAL1 Are the political discussions you see on social media…

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 7 | More civil |
| 49 | Less civil |
| 41 | About the same |
| 3 | No Answer |

QUAL2 Are the political discussions you see on social media…

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 5 | More respectful |
| 53 | Less respectful |
| 39 | About the same |
| 2 | No Answer |

QUAL3 Are the political discussions you see on social media…

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 14 | More informative |
| 34 | Less informative |
| 49 | About the same |
| 3 | No Answer |

QUAL4 Are the political discussions you see on social media…

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 49 | More angry |
| 6 | Less angry |
| 43 | About the same |
| 2 | No Answer |
|  |  |

QUAL5 Are the political discussions you see on social media…

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 8 | More politically correct |
| 41 | Less politically correct |
| 47 | About the same |
| 3 | No Answer |

QUAL6 Are the political discussions you see on social media…

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 5 | More likely to come to a resolution |
| 51 | Less likely to come to a resolution |
| 41 | About the same |
| 3 | No Answer |

QUAL7 Are the political discussions you see on social media…

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 10 | More focused on important policy debates |
| 45 | Less focused on important policy debates |
| 43 | About the same |
| 2 | No Answer |

**ASK SOCIAL MEDIA USERS IN WEB MODULE (IF YES TO AT LEAST 1 ITEM IN SNSINT)**

**[N=3,571]:**

**[RANDOMIZE A-E]**

QIMPACT How well do you think the following statements describe social media?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Very well | Somewhat well | Not at all | No  Answer |
| a. People say things when discussing politics on social media that they would never say in person |  |  |  |  |
| July 12-Aug 8, 2016 | 40 | 44 | 15 | 2 |
| b. Social media has helped to bring new voices into the political discussion |  |  |  |  |
| July 12-Aug 8, 2016 | 21 | 53 | 24 | 2 |
| c. People don’t say things about politics on social media because they worry they will lose friends or get criticized |  |  |  |  |
| July 12-Aug 8, 2016 | 14 | 50 | 35 | 2 |
| d. Social media helps people get involved with issues that matter to them |  |  |  |  |
| July 12-Aug 8, 2016 | 22 | 57 | 20 | 1 |
| e. Social media is a good way to learn about what political candidates are really like |  |  |  |  |
| July 12-Aug 8, 2016 | 9 | 45 | 45 | 1 |

**ASK SOCIAL MEDIA USERS IN WEB MODULE (IF YES TO AT LEAST 1 ITEM IN SNSINT)**

**[N=3,571]:**

QCHANGE1 Have you ever modified your views about a political or social issue because of something you saw on social media?

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 20 | Yes |
| 79 | No |
| 1 | No Answer |

**ASK IF HAVE MODIFIED VIEW ON AN ISSUE (QCHANGE1=1):**

QCHANGE2 Please describe a recent instance where you changed your views on a political or social issue because of something you saw on social media.

**OPEN-END; RESPONSES NOT SHOWN**

**ASK SOCIAL MEDIA USERS IN WEB MODULE (IF YES TO AT LEAST 1 ITEM IN SNSINT)**

**[N=3,571]:**

QCHANGE3 This election season, have you modified your views about a PARTICULAR POLITICAL CANDIDATE because of something you saw on social media?

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 17 | Yes |
| 82 | No |
| 1 | No Answer |

**ASK IF HAVE MODIFIED VIEW OF CANDIDATE (QCHANGE3=1):**

QCHANGE4 Please describe a recent instance where you changed your views on a particular candidate because of something you saw on social media.

**OPEN-END; RESPONSES NOT SHOWN**

**ASK SOCIAL MEDIA USERS IN WEB MODULE (IF YES TO AT LEAST 1 ITEM IN SNSINT)**

**[N=3,571]:**

QCHANGE5 Have you ever been surprised by someone’s views on politics or a political issue, based on something they posted on social media?

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 50 | Yes |
| 49 | No |
| 1 | No Answer |

**ASK IF HAVE BEEN SURPRISED (QCHANGE5=1):**

QCHANGE6 Please describe a recent instance where you were surprised by someone’s views based on something they posted on social media.

**OPEN-END; RESPONSES NOT SHOWN**

**ASK SOCIAL MEDIA USERS IN WEB MODULE (IF YES TO AT LEAST 1 ITEM IN SNSINT)**

**[N=3,571]:**

QDISAGREE1 When one of your friends posts something about politics on social media that you DISAGREE with, how do you usually respond? **[RANDOMIZE 1 and 2]**

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 83 | Ignore the post |
| 15 | Respond with a comment or post of your own |
| 1 | No Answer |

**ASK SOCIAL MEDIA USERS IN WEB MODULE (IF YES TO AT LEAST 1 ITEM IN SNSINT):**

**[N=3,571]**

Have you done any of the following things on social media because of something related to politics?

QDISAGREE2[[4]](#footnote-4) Changed your settings to see fewer posts from someone in your feed

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 31 | Yes |
| 68 | No |
| 1 | No Answer |

QDISAGREE3 Blocked or unfriended someone

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 27 | Yes |
| 73 | No |
| 1 | No Answer |

**ASK IF HAVE HIDDEN OR BLOCKED SOMEONE (QDISAGREE2=1 OR QDISAGREE3=1)**

**[N=1,524]:**

QDISAGREE4 Did you block, unfriend, or change your settings to see less of someone because they...

**[RANDOMIZE A-D WITH E LAST]**

[*Check all that apply*]

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 43 | Posted too much political content |
| 39 | Posted things that you disagreed with |
| 60 | Posted something you found offensive |
| 38 | Were abusive or harassing |
| 16 | Some other reason |
| 0 | No Answer |

**ASK SOCIAL MEDIA USERS IN WEB MODULE (IF YES TO AT LEAST 1 ITEM IN SNSINT):**

**[N=3,571]:**

QFOLLOW1 Do you currently follow any candidates or other political figures on social media?

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 25 | Yes |
| 75 | No |
| 0 | No Answer |

**ASK IF FOLLOW POLITICAL FIGURES (QFOLLOW1=1) [N=980]:**

QFOLLOW2 Would you say that the political figures you follow are… **[RANDOMIZE 1 AND 2]**

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 65 | Mostly people who share your views |
| 3 | Mostly people who do NOT share your views |
| 31 | A mix of people with different political views |
| 1 | No Answer |

**ASK IF FOLLOW MIX OF PEOPLE, OR MOSTLY DIFFERENT VIEWS (QFOLLOW2=2,3)**

**[RANDOMIZE A-D WITH E LAST]**

**[N=336]**

QFOLLOW3 People follow political figures they disagree with for a number of reasons. Do you personally follow political figures you do not agree with because…

[*Check all that apply*]

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 86 | You like to stay informed about what people on both sides are saying |
| 26 | You find it entertaining to follow people you don’t agree with |
| 14 | You like to argue with the other side’s supporters |
| 12 | You like to share information that makes the other side look bad |
| 5 | Some other reason [*TEXT BOX*] **RESPONSES NOT SHOWN** |
| 1 | No Answer |

**ASK ALL IN WEB MODULE [N=4,165]:**

TENURE How long have you lived at your current address?

|  |  |
| --- | --- |
| July 12-Aug 8  2016 |  |
| 2 | Less than 1 month |
| 8 | 1-6 months |
| 7 | 7-11 months |
| 16 | 1-2 years |
| 15 | 3-4 years |
| 51 | 5 years or longer |
| 0 | No Answer |

**ASK IF LIVED AT CURRENT ADDRESS LESS THAN 5 YEARS (TENURE=1-5) [N=1,573]:**

MOVER Thinking about the most recent time you moved, from what city and state did you move?

**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. THOUGHTA has been asked in previous Pew Research Center phone surveys. Because of mode differences (phone vs. online/mail), this question should not be treated as directly comparable to those instances when they have been asked on the phone. [↑](#footnote-ref-2)
3. In surveys conducted in early 2016, question asked about “candidates running for president.” In 2015, asked about “candidates who may be running for president.” [↑](#footnote-ref-3)
4. Random half of respondents were assigned to either the “Short” or “Uneven” treatment for QDISAGREE2 and QDISAGREE3. This randomization occurred only within respondents who met the filter requirements for the questions (social media users in the web module). For the “Uneven” treatment, choice 2 was presented as No, have never done this. [↑](#footnote-ref-4)