

# Topline questionnaire

## 2016 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL

WAVE 14 January

FINAL TOPLINE

Jan. 12 – Feb. 8, 2016

TOTAL N=4,654

WEB RESPONDENTS N=4,339

MAIL RESPONDENTS N=315<sup>8</sup>

### 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	*
<b>NO ITEM C</b>					
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	*

<sup>8</sup> 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.

**NEWS\_DEVICEa-NEWS\_DEVICEb HELD FOR FUTURE RELEASE****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 ALL WEB:**

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

<b>BASED ON TOTAL</b>		<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	*
<b>SNS_C NOT RELEASED</b>				
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 -

**ASK IF AT LEAST YES TO 1 ITEM SNS; SHOW ONLY THOSE SITES USED (SNSA-J=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>
<b>BASED ON FACEBOOK USERS:</b>				
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
<b>BASED ON TWITTER USERS:</b>				
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
<b>SNSNEWS NOT RELEASED</b>				
<b>BASED ON LINKEDIN USERS:</b>				
d.	LinkedIn			
	Jan 12-Feb 8, 2016 [N=1,348]	19	81	*
	Aug 21-Sep 2, 2013 [N=1,107]	13	87	0
<b>BASED ON INSTAGRAM USERS:</b>				
e.	Instagram			
	Jan 12-Feb 8, 2016 [N=933]	23	76	1
	Aug 21-Sep 2, 2013 [N=467]	13	87	0
<b>BASED ON VINE USERS:</b>				
f.	Vine			
	Jan 12-Feb 8, 2016 [N=115]	14	84	2
	Aug 21-Sep 2, 2013 [N=113]	9	91	0
<b>BASED ON TUMBLR USERS:</b>				
g.	Tumblr			
	Jan 12-Feb 8, 2016 [N=198]	31	69	-
	Aug 21-Sep 2, 2013 [N=159]	29	71	0
<b>BASED ON YOUTUBE USERS:</b>				
h.	YouTube			
	Jan 12-Feb 8, 2016 [N=2,542]	21	77	1
	Aug 21-Sep 2, 2013 [N=2,506]	20	80	0
<b>BASED ON REDDIT USERS:</b>				
i.	Reddit			
	Jan 12-Feb 8, 2016 [N=288]	70	30	*
	Aug 21-Sep 2, 2013 [N=114]	62	38	0
<b>BASED ON SNAPCHAT USERS:</b>				
j.	Snapchat			
	Jan 12-Feb 8, 2016 [N=439]	17	82	1