

**PEW RESEARCH CENTER
SOCIAL MEDIA AND NEWS SURVEY
FINAL TOPLINE
March 13-15 & March 20-22, 2015
N=2,035**

ASK ALL:

Q.1 Do you use Facebook?

Mar 13-15, Mar 20-22 <u>2015</u>		Aug 21- Sept 2, <u>2013</u>
66	Yes	64
34	No	36
1	No answer	*

ASK IF USE FACEBOOK (Q1=1) [N= 1,343]:

Q.2 Do you ever get news or news headlines on Facebook? By news we mean information about events and issues that involve more than just your friends or family.

Mar 13-15, Mar 20-22 <u>2015</u>		Aug 21- Sept 2, <u>2013</u>
63	Yes	47
37	No	53
*	No answer	0

ASK ALL:

Q.3 Do you use Twitter?

Mar 13-15, Mar 20-22 <u>2015</u>		Aug 21- Sept 2, <u>2013</u>
17	Yes	16
83	No	84
1	No answer	*

ASK IF USE TWITTER (Q3=1) [N=347]:

Q.4 Do you ever get news or news headlines on Twitter? By news we mean information about events and issues that involve more than just your friends or family.

Mar 13-15, Mar 20-22 <u>2015</u>		Aug 21- Sept 2, <u>2013</u>
63	Yes	52
37	No	48
0	No answer	0

ASK IF EVER GET NEWS ON TWITTER (Q4=1) [N =216]:**RANDOMIZE IN BLOCKS a-c, d-e, f-l; RANDOMIZE ITEMS WITHIN EACH BLOCK**

Q.5 Thinking about different kinds of news you might get on Twitter, do you regularly see... **[INSERT ITEM]** on Twitter, or not?

	<u>Yes</u>	<u>No / No Answer</u>
a. International news Mar 13-15, Mar 20-22 2015	63	37
b. National government and politics Mar 13-15, Mar 20-22 2015	72	28
c. Local government and politics Mar 13-15, Mar 20-22 2015	52	48
d. People and events in your own community Mar 13-15, Mar 20-22 2015	63	37
e. Local weather and traffic Mar 13-15, Mar 20-22 2015	57	43
f. Sports Mar 13-15, Mar 20-22 2015	70	30
g. Business Mar 13-15, Mar 20-22 2015	55	45
h. Science and technology Mar 13-15, Mar 20-22 2015	56	44
i. Entertainment Mar 13-15, Mar 20-22 2015	78	22
j. Crime Mar 13-15, Mar 20-22 2015	58	42
NO ITEM K		
l. Health and medicine Mar 13-15, Mar 20-22 2015	47	53

ASK IF EVER GET NEWS ON TWITTER (Q4=1) [N=216]:

Q.6 Which of the following statements best describes you? **[SHOW IN REVERSE ORDER FOR RANDOM HALF OF SAMPLE]**

Mar 13-15,

Mar 20-22

2015

9

Twitter is the most important way I get news

32

Twitter is an important way I get news, but not the most important

60

Twitter is not a very important way I get news

0

No answer

ASK IF EVER GET NEWS ON TWITTER (Q4=1) [N=216]:

Q.7 Have you ever used Twitter to keep up with a news event as it is happening?

Mar 13-15,

Mar 20-22

2015

59

Yes

41

No

0

No answer

ASK IF EVER GET NEWS ON TWITTER (Q4=1) [N=216]:

Q.8 How often, if ever, do you SEND tweets about news? **[SHOW IN REVERSE ORDER FOR RANDOM HALF OF SAMPLE]**

Mar 13-15,

Mar 20-22

2015

4

Often

19

Sometimes

46

Rarely

31

Never

0

No answer

**ASK IF EVER GET NEWS ON FACEBOOK (Q2=1) [N=432; ASKED ONLY MARCH 20-22]:
RANDOMIZE IN BLOCKS a-c, d-e, f-l; RANDOMIZE ITEMS WITHIN EACH BLOCK**

Q.9 Thinking about different kinds of news you might get on Facebook, do you regularly see... **[INSERT ITEM]** on Facebook, or not?

	<u>Yes</u>	<u>No / No Answer</u>
a. International news		
Mar 20-22 2015	51	49
Aug 21-Sep 2, 2013	39	61
b. National government and politics		
Mar 20-22 2015	61	39
Aug 21-Sep 2, 2013	55	45
c. Local government and politics		
Mar 20-22 2015	53	47
Aug 21-Sep 2, 2013	44	56
d. People and events in your own community		
Mar 20-22 2015	69	31
Aug 21-Sep 2, 2013	65	35
e. Local weather and traffic		
Mar 20-22 2015	49	51
Aug 21-Sep 2, 2013	42	58
f. Sports		
Mar 20-22 2015	55	45
Aug 21-Sep 2, 2013	57	43
g. Business		
Mar 20-22 2015	42	58
Aug 21-Sep 2, 2013	31	68
h. Science and technology		
Mar 20-22 2015	47	53
Aug 21-Sep 2, 2013	37	63
i. Entertainment		
Mar 20-22 2015	74	26
Aug 21-Sep 2, 2013	73	26
j. Crime		
Mar 20-22 2015	60	40
Aug 21-Sep 2, 2013	51	49
NO ITEM K		
l. Health and medicine		
Mar 20-22 2015	54	46
Aug 21-Sep 2, 2013	46	54

ASK IF EVER GET NEWS ON FACEBOOK (Q2=1) [N=432; ASKED ONLY MARCH 20-22]:

Q.10 Which of the following statements best describes you? **[SHOW IN REVERSE ORDER FOR RANDOM HALF OF SAMPLE]**

Mar 20-22, <u>2015</u>		Aug 21- Sept 2, <u>2013</u>
4	Facebook is the most important way I get news	4
36	Facebook is an important way I get news, but not the most important	39
60	Facebook is not a very important way I get news	57
0	No answer	*

ASK IF EVER GET NEWS ON FACEBOOK (Q2=1) [N=432; ASKED ONLY MARCH 20-22]:

Q.11 Have you ever used Facebook to keep up with a news event as it is happening?

Mar 20-22, <u>2015</u>		Aug 21- Sept 2, <u>2013</u>
31	Yes	28
69	No	71
0	No answer	*

ASK IF EVER GET NEWS ON FACEBOOK (Q2=1) [N=432; ASKED ONLY MARCH 20-22]:

Q.12 How often, if ever, do you POST about news on Facebook? **[SHOW IN REVERSE ORDER FOR RANDOM HALF OF SAMPLE]**

Mar 20-22, <u>2015</u>	
2	Often
26	Sometimes
40	Rarely
32	Never
*	No answer