

**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?

Facebook and News (GfK), <u>2013</u>	Mar 13-15, Mar 20-22 <u>2015</u>	
64	66	Yes
36	34	No
*	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.

Facebook and News (GfK), <u>2013</u>	Mar 13-15, Mar 20-22 <u>2015</u>	
47	63	Yes
53	37	No
0	*	No answer

**ASK ALL:**

Q.3 Do you use Twitter?

Facebook and News (GfK), <u>2013</u>	Mar 13-15, Mar 20-22 <u>2015</u>	
16	17	Yes
84	83	No
*	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.

Facebook and News (GfK), <u>2013</u>	Mar 13-15, Mar 20-22 <u>2015</u>	
52	63	Yes
48	37	No
0	0	No answer

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

Facebook and News (GfK), <u>2013</u>	Mar 20-22, <u>2015</u>	
4	4	Facebook is the most important way I get news
39	36	Facebook is an important way I get news, but not the most important
57	60	Facebook is not a very important way I get news
*	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?

Facebook and News (GfK), <u>2013</u>	Mar 20-22, <u>2015</u>	
28	31	Yes
71	69	No
*	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