

Appendix B: Topline Questionnaire

**PEW RESEARCH CENTER
AMERICAN TRENDS PANEL WAVE 14 EARLY RELEASE
TOPLINE
JANUARY 12-27, 2016
N=3,760**

SNS HELD FOR FUTURE RELEASE

ASK IF AT LEAST YES TO 1 ITEM SNSA-J; SHOW ONLY THOSE SITES USED (SNSA-J=1):

SNSELECT In the past week, did you learn something about the presidential campaign or candidates from each of the following sites?

	<u>Yes</u>	<u>No</u>	<u>No answer</u>
BASED ON FACEBOOK USERS			
a. Facebook Jan. 12-27, 2016 [N=2,706]	52	48	*
BASED ON TWITTER USERS			
b. Twitter Jan. 12-27, 2016 [N=754]	43	57	1
BASED ON GOOGLE PLUS USERS			
c. Google Plus Jan. 12-27, 2016 [N=744]	25	73	1
BASED ON LINKEDIN USERS			
d. LinkedIn Jan. 12-27, 2016 [N=1,149]	7	92	*
BASED ON INSTAGRAM USERS			
e. Instagram Jan. 12-27, 2016 [N=751]	13	85	2
BASED ON VINE USERS			
f. Vine Jan. 12-27, 2016 [N=98]	18	82	0
BASED ON TUMBLR USERS			
g. Tumblr Jan. 12-27, 2016 [N=160]	26	73	1
BASED ON YOUTUBE USERS			
h. YouTube Jan. 12-27, 2016 [N=2,127]	19	80	1
BASED ON REDDIT USERS			
i. reddit Jan. 12-27, 2016 [N=243]	45	55	*
BASED ON SNAPCHAT USERS			
j. Snapchat Jan. 12-27, 2016 [N=341]	17	82	*

ASK ALL:

PLATFORMELECT Now, in the past week did you learn something about the presidential campaign or candidates from each of the following sources? **[RANDOMIZE]**

	<u>Yes</u>	<u>No</u>	<u>No answer</u>
a. Cable television news (such as CNN, the Fox News cable channel or MSNBC) Jan. 12-27, 2016	54	45	1
b. Local TV news Jan. 12-27, 2016	57	42	1
c. National nightly network television news Jan. 12-27, 2016	49	50	1
d. News websites or apps Jan. 12-27, 2016	48	43	1
e. Your local daily newspaper in print Jan. 12-27, 2016	29	70	1
f. News on the radio Jan. 12-27, 2016	44	54	2
g. National newspapers in print Jan. 12-27, 2016	23	76	1
h. Late night comedy shows Jan. 12-27, 2016	25	74	1
i. Candidate or campaign websites, apps or emails Jan. 12-27, 2016	20	71	1
j. Issue-based group websites, apps or emails Jan. 12-27, 2016	23	67	1

ASK IF ANSWERED YES TO 2 OR MORE SITES AND/OR SOURCES FROM Q3/Q4 (Q3A-J/Q4A-J=1):
LEARNSELECTTOP Of all the places you learned something about the presidential campaign or candidates in the past week, which one would you say has been most helpful to you?

Jan. 12-27,
2016
 Based on
 those who
 learned from
 at least one
 source
 [N=3,557]

24	Cable television news (such as CNN, the Fox News cable channel or MSNBC)
14	Local TV news
13	News websites or apps
11	News on the radio
10	National nightly network television news
9	Facebook
3	Late night comedy shows
3	Your local daily newspaper in print
2	National newspapers in print
2	Issue-based group websites, apps or emails
1	Twitter
1	reddit
1	YouTube
1	Candidate or campaign websites, apps or emails
1	Snapchat
*	Google Plus
*	Tumblr
*	Instagram
*	Vine
0	LinkedIn
3	No answer

ASK IF AT LEAST YES TO 1 ITEM FROM Q1A-K [N=843]:

ELECTPOST In the past week, did you yourself use a social networking site to share news or information about the presidential campaign or candidates, such as by posting or replying to or commenting on a post?

Jan. 12-27,
2016
 Based on SNS
 users
 [N=3361]

18	Yes
81	No
1	No answer