ASK ALL:
Q.1 Many people get some of their news of the day from friends and family. When family or friends share a news story with you, what is the most common way they share it? Do they mostly share it with you... [READ AND RANDOMIZE 1-3]

By talking to you either in person or by phone 72%
Through email 7
Through social media sites 15
None of the above (VOL.) 3
All equally (VOL.) 2
Don’t know 1
Refused 1

ASK IF Q1 = 1
BASED ON THOSE WHO GET NEWS FROM FRIENDS/FAMILY BY TALKING (FEB 7-10 ONLY) [N=720]:
Q2. When friends and family share news by TALKING TO YOU, how often do you then seek out a news story about what you heard? [READ 1-4]

Very often 27%
Somewhat often 37
Not too often 30
Never 5
Don’t know *
Refused 1
NET Very/Somewhat often 63
NET Not too often/never 36

ASK IF Q1 = 2 OR 3
BASED ON THOSE WHO GET NEWS FROM FRIENDS/FAMILY THROUGH EMAIL OR SOCIAL MEDIA (FEB 7-10 ONLY) [N=256]:
Q3. When friends and family share news through EMAIL OR SOCIAL NETWORKS, how often do you then follow a link to a news story or seek out more about the story? [READ 1-4]

Very often 35%
Somewhat often 42
Not too often 20
Never 3
Don’t know *
Refused -
NET Very/Somewhat often 77
NET Not too often/never 23