

**Pew Research Center**  
**2013 Friends and Family – Important Driver of News**  
 January-February 2013  
 N=2,009 adults

**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