Topline questionnaire

Over the course of one week (Feb. 24 – March 1, 2016), a nationally representative sample of online news consumers received two short surveys per day (14 total) that asked about the news they got online, if any, in the past two hours. The numbers presented in this topline (and throughout the report) are based on the 2,004 online news consumers who answered at least ten surveys over the week and indicated they got online news in at least one of them. For more details of this survey and its analysis, see the methodology.

**ASK ALL:**
GOTNEWS_EXP In the past two hours, did you get news about any of the following topics online, such as on a computer, phone or tablet? [Check all that apply.]

[RANDOMIZE WITH "OTHER" ALWAYS LAST]

In the week studied, when online news consumers got online news, % of the time, on average, they got news about each topic

<table>
<thead>
<tr>
<th>Topic</th>
<th>% of Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government and politics</td>
<td>58</td>
</tr>
<tr>
<td>Entertainment</td>
<td>34</td>
</tr>
<tr>
<td>Crime</td>
<td>23</td>
</tr>
<tr>
<td>People and events in your own community</td>
<td>21</td>
</tr>
<tr>
<td>Sports</td>
<td>20</td>
</tr>
<tr>
<td>Business and finance</td>
<td>16</td>
</tr>
<tr>
<td>Science and technology</td>
<td>12</td>
</tr>
<tr>
<td>Health news</td>
<td>12</td>
</tr>
<tr>
<td>Other</td>
<td>8</td>
</tr>
</tbody>
</table>

10 Numbers add to more than 100% because respondents could report getting online news about more than one topic in each survey.
ASK IF CHOSE MORE THAN ONE TOPIC IN GOTNEWS_EXP:
TOPNEWS_EXP Of the topics you got news from in the past two hours, which one did you get the most news about?\(^{11,12}\)

[LIST ONLY THOSE SELECTED IN GOTNEWS_EXP]

*In the week studied, when online news consumers got online news, % of the time, on average, they got most of their news about each topic*

Feb 24-
March 1
2016

40 Government and politics
16 Entertainment
10 People and events in your own community
9 Sports
7 Crime
5 Business and finance
4 Health news
3 Science and technology
6 Other

ASK IF CHOSE ANY TOPIC IN GOTNEWS_EXP:
NEWSPLAT_EXP When it comes to the news you got online about [MAIN NEWS TOPIC] in the past two hours, how did you get that news? [Check all that apply.]

[RANDOMIZE WITH “OTHER” ALWAYS LAST]

*In the week studied, when online news consumers got online news, % of the time, on average, they got it through each pathway*

Feb 24-
March 1
2016\(^{13}\)

36 Going directly to a news organization's website or app
35 A post or link from a social networking site, such as Facebook or Twitter
20 Through searching for information on a search engine website
15 An email, text message, or mobile alert from a news organization
7 An email or text message from a friend or family member
9 Other

\(^{11}\) This includes respondents who selected only one topic in GOTNEWS_EXP.
\(^{12}\) For this and all following questions, online news consumers were asked about the main topic of news they selected in TOPNEWS_EXP.
\(^{13}\) Numbers add to more than 100% because respondents could report getting online news through more than one pathway in each survey.
ASK IF GOT NEWS VIA LINK OR EMAIL (NEWSPLAT_EXPa=1 or NEWSPLAT_EXPd=1 or NEWSPLAT_EXPR=1):
NEWSSSOURCE_EXP   If you followed any links from a social networking site, email or text message to get that news, what specific news outlet(s) did the link(s) take you to?

Write the name of up to 3 specific news outlets in the boxes below. (Please do not write the name of a social networking site. We are interested in the original outlet of that news.) If you do not remember, please click “Do not remember.” If you did not follow any links, please click “Did not follow any links.”

[3 OPEN-ENDED SHORT TEXT BOXES; 2 EXCLUSIVE PUNCH RADIO BUTTONS AT BOTTOM THAT SAY “DO NOT REMEMBER” AND “DID NOT FOLLOW ANY LINKS”]

In the week studied, when online news consumers followed a link to a news story, % of the time, on average, they ...

Feb 24-March 1, 2016
N=1,367

56   Could name a source of a link they followed
44   Could not remember the source that the link took them to
[OPEN-END RESPONSES RECODED]

SOURCES MENTIONED
Among online news consumers who followed a link to a news story during the week studied, % who named each of the following sources at least once

Feb 24-
March 1
2016
N=1,367

14 CNN
12 Fox News
10 Facebook
6 The New York Times
5 The Huffington Post
5 MSNBC
5 Yahoo
4 ESPN
3 The Washington Post
3 CBS News
2 ABC
2 NBC
2 Drudge Report
2 E!
2 Twitter
2 NPR
2 BBC

ASK IF CHOSE ANY TOPIC IN GOTNEWS_EXP:
SOUGHTNEWS_EXP Again, when it comes to the news you got online about [MAIN NEWS TOPIC] in the past two hours, did you …

In the week studied, when online news consumers got online news, % of the time, on average, they got it by each of the following ways

Feb 24-
March 1
2016

39 Specifically seek out news on that topic
24 Happen upon it when you were getting other news
36 Happen upon it when you were doing something not related to news

14 All other individual sources were named by less than 2%.
ASK IF CHOSE ANY TOPIC IN GOTNEWS_EXP: NEWSACTION_EXP Finally, when it comes to the news you got online about [MAIN NEWS TOPIC] in the past two hours, did you do any of the following with that news? [Check all that apply.]

[RANDOMIZE WITH EXCLUSIVE PUNCH ALWAYS LAST]

In the week studied, when online news consumers got online news, % of the time, on average, they did each type of follow-up action

Feb 24-March 1 2016

30 Spoke with someone about the news you got, either in person or over the phone
16 Searched for additional stories or information about the news you got
10 Posted, shared, or commented on an article on a social networking site, such as Facebook or Twitter
5 Sent an article to someone by email or text message
4 Bookmarked it or saved it in some way
2 Commented on a news organization’s webpage

48 Didn’t do any of these with the news you got [EXCLUSIVE PUNCH]

15 Numbers add to more than 100% because respondents could report doing more than one action in each survey.