

## Topline questionnaire

**PEW RESEARCH CENTER  
AMERICAN TRENDS PANEL WAVE 14.5  
TOPLINE  
FEBRUARY 24 – MARCH 1, 2016  
TOTAL N OF ONLINE NEWS CONSUMERS = 2,004**

*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*

Feb 24-  
March 1  
2016<sup>10</sup>

58	Government and politics
34	Entertainment
23	Crime
21	People and events in your own community
20	Sports
16	Business and finance
12	Science and technology
12	Health news
8	Other

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<sup>10</sup> 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?<sup>11,12</sup>

**[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 <u>2016</u>	
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 <u>2016</u> <sup>13</sup>	
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

<sup>11</sup> This includes respondents who selected only one topic in GOTNEWS\_EXP.

<sup>12</sup> For this and all following questions, online news consumers were asked about the main topic of news they selected in TOPNEWS\_EXP.

<sup>13</sup> 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\_EXPe=1):**

NEWSOURCE\_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 <sup>14</sup> 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

<sup>14</sup> 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<sup>15</sup>

- |    |   |
|----|---|
| 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 <b>[EXCLUSIVE PUNCH]</b>                               |

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