

Topline questionnaire

2016 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL

WAVE 19 July

FINAL TOPLINE

July 12 – August 8, 2016

TOTAL N=4,579

WEB RESPONDENTS N=4,165

MAIL RESPONDENTS N=414

CIVIC_ENG_ACTMOD Here's a list of activities some people do and others do not. Please indicate if you have done each of the following activities in the PAST YEAR.

		<u>Selected</u>	<u>Not selected</u> <u>/No answer</u>
a.	Attended a political rally, speech, or campaign event		
	July 12-Aug 8,2016	7	93
	Apr 5-May 2, 2016	10	90
NO ITEM b			
c.	Worked or volunteered for a political party, candidate, or campaign		
	July 12-Aug 8,2016	3	97
	Apr 5-May 2, 2016	5	95
d.	Been an active member of any group that tries to influence public policy or government, not including a political party		
	July 12-Aug 8,2016	5	95
	Apr 5-May 2, 2016	9	91
NO ITEMS e-f			
g.	Contacted any elected official		
	July 12-Aug 8,2016	12	88
	Apr 5-May 2, 2016	18	82
h.	Contributed money to a candidate running for public office or to a group working to elect a candidate		
	July 12-Aug 8,2016	13	87
	Apr 5-May 2, 2016	14	86
i.	Displayed a poster or bumper-sticker or worn clothing or a button related to a political campaign		
	July 12-Aug 8,2016	11	89
	Apr 5-May 2, 2016	14	86
j.	Publicly expressed your support for a political campaign on Facebook, Twitter or other social media		
	July 12-Aug 8,2016	19	81
CIVIC_ENG_ACTMOD CONTINUED ...			
	Apr 5-May 2, 2016	25	75
k.	None of these [EXCLUSIVE PUNCH]		
	July 12-Aug 8,2016	62	38
	Apr 5-May 2, 2016	51	49

ASK ALL:QBELIEF1 Do most of the people you know have... **[RANDOMIZE 1 AND 2]**

July 12-Aug 8

2016

28	Similar political beliefs to you
6	Different political beliefs from you
46	A mix of various political beliefs
19	I'm not sure about their political beliefs
1	No Answer

Thinking about ways you might use social media sites like Facebook or Twitter...

[RANDOMIZE POLNEWSNSINT AND TALKPOLSNSINT]**Data for POLNEWSNSINT not shown****ASK ALL:**

TALKPOLSNSINT How often do you comment, post, or discuss government and politics with others on social media?

July 12-Aug 8

2016

7	Often
19	Sometimes
24	Hardly ever
50	Never
1	No Answer

ASK ALL:SNSINT Do you use any of the following social media sites? **[RANDOMIZE A-C WITH D ALWAYS LAST]****Data for SNSINT not shown⁷****ASK IF FACEBOOK USER IN WEB MODULE (SNSINTa=1) [N=3,163]:**FBKNOW Would you say the people you are friends with on FACEBOOK are... **[RANDOMIZE 1 AND 2]**

July 12-Aug 8

2016

66	Mostly people you know personally
3	Mostly people you do NOT know personally
30	A mix of both
0	No Answer

⁷ Note: The incidence measures for Facebook and Twitter noted in this report are based on an RDD telephone survey of 1,907 U.S. adults conducted March 17-April 12, 2015.

ASK IF TWITTER USER IN WEB MODULE (SNSINTb=1) [N=782]:

TWKNOW Would you say the people you are friends with on TWITTER are... [RANDOMIZE 1 AND 2
IN SAME ORDER AS FBKNOW]

July 12-Aug 8

2016

15	Mostly people you know personally
48	Mostly people you do NOT know personally
37	A mix of both
0	No Answer

ASK IF INSTAGRAM USER IN WEB MODULE (SNSINTc=1) [N=878]:

IGKNOW Would you say the people you are friends with on INSTAGRAM are... [RANDOMIZE 1 AND 2
IN SAME ORDER AS FBKNOW]

July 12-Aug 8

2016

48	Mostly people you know personally
13	Mostly people you do NOT know personally
39	A mix of both
1	No Answer

Thinking about the content you SEE on different social media sites...

ASK IF FACEBOOK USER IN WEB MODULE (SNSINTa=1) [N=3,163]:

FBPOST1 How much of what you see on FACEBOOK is related to politics (including the 2016 elections)?

July 12-Aug 8

2016

25	A lot
42	Some
26	A little
6	None
0	No Answer

ASK IF TWITTER USER IN WEB MODULE (SNSINTb=1) [N=782]:

TWPOST1 How much of what you see on TWITTER is related to politics (including the 2016 elections)?

July 12-Aug 8

2016

24	A lot
41	Some
23	A little
11	None
1	No Answer

ASK IF INSTAGRAM USER IN WEB MODULE (SNSINTc=1) [N=878]:

IGPOST1 How much of what you see on INSTAGRAM is related to politics (including the 2016 elections)?

July 12-Aug 8

2016

4	A lot
11	Some
38	A little
46	None
0	No Answer

Now thinking about the things you might POST on different social media sites...

ASK IF FACEBOOK USER IN WEB MODULE (SNSINTa=1) [N=3,163]:

FBPOST2 How much of what you post on FACEBOOK is related to politics (including the 2016 elections)?

July 12-Aug 8

2016

6	A lot
16	Some
27	A little
51	None
0	No Answer

ASK IF TWITTER USER IN WEB MODULE (SNSINTb=1) [N=782]:

TWPOST2 How much of what you post on TWITTER is related to politics (including the 2016 elections)?

July 12-Aug 8

2016

8	A lot
11	Some
20	A little
60	None
1	No Answer

ASK IF INSTAGRAM USER IN WEB MODULE (SNSINTc=1) [N=878]:

IGPOST2 How much of what you post on INSTAGRAM is related to politics (including the 2016 elections)?

July 12-Aug 8

2016

0	A lot
5	Some
11	A little
84	None
0	No Answer

ASK IF FACEBOOK USER IN WEB MODULE (SNSINTa=1) [N=3,163]:QBELIEF2 Do most of your FACEBOOK friends have ... **[RANDOMIZE 1 AND 2]**

July 12-Aug 8

2016

23	Similar political beliefs to you
5	Different political beliefs from you
53	A mix of political beliefs
19	I'm not sure about their political beliefs
0	No Answer

ASK IF TWITTER USER IN WEB MODULE (SNSINTb=1) [N=782]:QBELIEF3 Do most of the people you follow on TWITTER have ... **[RANDOMIZE 1 AND 2 IN SAME ORDER AS QBELIEF2]**

July 12-Aug 8

2016

17	Similar political beliefs to you
6	Different political beliefs from you
39	A mix of political beliefs
37	I'm not sure about their political beliefs
1	No Answer

ASK IF INSTAGRAM USER IN WEB MODULE (SNSINTc=1) [N=878]:QBELIEF4 Do most of the people you follow on INSTAGRAM have ... **[RANDOMIZE 1 AND 2 IN SAME ORDER AS QBELIEF2]**

July 12-Aug 8

2016

11	Similar political beliefs to you
3	Different political beliefs from you
30	A mix of political beliefs
56	I'm not sure about their political beliefs
0	No Answer

ASK SOCIAL MEDIA USERS IN WEB MODULE (IF YES TO AT LEAST 1 ITEM IN SNSINT) [N=3,571]:ELECTFTGSNSINT Thinking about the posts and discussions you see on social media about politics and the 2016 election, which comes closer to your view? **[RANDOMIZE 1 AND 2 WITH ITEM 3 LAST]**

July 12-Aug 8

2016

20	I like seeing lots of political posts and discussions on social media
37	I am worn-out by how many political posts and discussions I see on social media
41	I don't feel strongly about these posts one way or the other
2	No Answer

ASK SOCIAL MEDIA USERS IN WEB MODULE (IF YES TO AT LEAST 1 ITEM IN SNSINT)**[N=3,571]:****RANDOMIZE TALKDISASNSINT AND TALKCMNSNSINT**TALKDISASNSINT In your experience, when you talk about politics with people on social media who you DISagree with, do you generally find it to be ... **[RANDOMIZE 1 and 2]**

July 12-Aug 8

2016

35	Interesting and informative
59	Stressful and frustrating
6	No Answer

TALKCMNSNSINT And in your experience, when you talk about politics with people on social media who you DISagree with, do you usually find that ... **[RANDOMIZE 1 and 2]**

July 12-Aug 8

2016

29	You have more in common politically than you thought
64	You have less in common politically than you thought
7	No Answer

ASK SOCIAL MEDIA USERS IN WEB MODULE (IF YES TO AT LEAST 1 ITEM IN SNSINT)**[N=3,571]:****[RANDOMIZE QUAL1-QUAL7; RANDOMIZE RESPONSE OPTIONS 1 AND 2 FOR QUAL1, REPEAT SAME ORDER AS QUAL1 FOR REMAINING QUESTIONS IN SERIES]**

Thinking about all of the places outside of social media that people might discuss politics or political issues...

QUAL1 Are the political discussions you see on social media...

July 12-Aug 8

2016

7	More civil
49	Less civil
41	About the same
3	No Answer

QUAL2 Are the political discussions you see on social media...

July 12-Aug 8

2016

5	More respectful
53	Less respectful
39	About the same
2	No Answer

QUAL3 Are the political discussions you see on social media...

July 12-Aug 8

2016

14	More informative
34	Less informative
49	About the same
3	No Answer

QUAL4 Are the political discussions you see on social media...

July 12-Aug 8

2016

49	More angry
6	Less angry
43	About the same
2	No Answer

QUAL5 Are the political discussions you see on social media...

July 12-Aug 8

2016

8	More politically correct
41	Less politically correct
47	About the same
3	No Answer

QUAL6 Are the political discussions you see on social media...

July 12-Aug 8

2016

5	More likely to come to a resolution
51	Less likely to come to a resolution
41	About the same
3	No Answer

QUAL7 Are the political discussions you see on social media...

July 12-Aug 8

2016

10	More focused on important policy debates
45	Less focused on important policy debates
43	About the same
2	No Answer

ASK SOCIAL MEDIA USERS IN WEB MODULE (IF YES TO AT LEAST 1 ITEM IN SNSINT)
[N=3,571]:
[RANDOMIZE A-E]

QIMPACT	How well do you think the following statements describe social media?	<u>Very well</u>	<u>Somewhat well</u>	<u>Not at all</u>	<u>No Answer</u>
a.	People say things when discussing politics on social media that they would never say in person July 12-Aug 8, 2016	40	44	15	2
b.	Social media has helped to bring new voices into the political discussion July 12-Aug 8, 2016	21	53	24	2
c.	People don't say things about politics on social media because they worry they will lose friends or get criticized July 12-Aug 8, 2016	14	50	35	2
d.	Social media helps people get involved with issues that matter to them July 12-Aug 8, 2016	22	57	20	1
e.	Social media is a good way to learn about what political candidates are really like July 12-Aug 8, 2016	9	45	45	1

ASK SOCIAL MEDIA USERS IN WEB MODULE (IF YES TO AT LEAST 1 ITEM IN SNSINT)
[N=3,571]:

QCHANGE1	Have you ever modified your views about a political or social issue because of something you saw on social media?		
	July 12-Aug 8		
	<u>2016</u>		
	20	Yes	
	79	No	
	1	No Answer	

ASK IF HAVE MODIFIED VIEW ON AN ISSUE (QCHANGE1=1):

QCHANGE2 Please describe a recent instance where you changed your views on a political or social issue because of something you saw on social media.

OPEN-END; RESPONSES NOT SHOWN

**ASK SOCIAL MEDIA USERS IN WEB MODULE (IF YES TO AT LEAST 1 ITEM IN SNSINT)
[N=3,571]:**

QCHANGE3 This election season, have you modified your views about a PARTICULAR POLITICAL CANDIDATE because of something you saw on social media?

July 12-Aug 8

2016

17	Yes
82	No
1	No Answer

ASK IF HAVE MODIFIED VIEW OF CANDIDATE (QCHANGE3=1):

QCHANGE4 Please describe a recent instance where you changed your views on a particular candidate because of something you saw on social media.

OPEN-END; RESPONSES NOT SHOWN

**ASK SOCIAL MEDIA USERS IN WEB MODULE (IF YES TO AT LEAST 1 ITEM IN SNSINT)
[N=3,571]:**

QCHANGE5 Have you ever been surprised by someone's views on politics or a political issue, based on something they posted on social media?

July 12-Aug 8

2016

50	Yes
49	No
1	No Answer

ASK IF HAVE BEEN SURPRISED (QCHANGE5=1):

QCHANGE6 Please describe a recent instance where you were surprised by someone's views based on something they posted on social media.

OPEN-END; RESPONSES NOT SHOWN

**ASK SOCIAL MEDIA USERS IN WEB MODULE (IF YES TO AT LEAST 1 ITEM IN SNSINT)
[N=3,571]:**

QDISAGREE1 When one of your friends posts something about politics on social media that you DISAGREE with, how do you usually respond? **[RANDOMIZE 1 and 2]**

July 12-Aug 8

2016

83	Ignore the post
15	Respond with a comment or post of your own
1	No Answer

ASK SOCIAL MEDIA USERS IN WEB MODULE (IF YES TO AT LEAST 1 ITEM IN SNSINT):
[N=3,571]

Have you done any of the following things on social media because of something related to politics?

QDISAGREE2⁸ Changed your settings to see fewer posts from someone in your feed

July 12-Aug 8

2016

31	Yes
68	No
1	No Answer

QDISAGREE3 Blocked or unfriended someone

July 12-Aug 8

2016

27	Yes
73	No
1	No Answer

ASK IF HAVE HIDDEN OR BLOCKED SOMEONE (QDISAGREE2=1 OR QDISAGREE3=1)

[N=1,524]:

QDISAGREE4 Did you block, unfriend, or change your settings to see less of someone because they...

[RANDOMIZE A-D WITH E LAST]

[Check all that apply]

July 12-Aug 8

2016

43	Posted too much political content
39	Posted things that you disagreed with
60	Posted something you found offensive
38	Were abusive or harassing
16	Some other reason
0	No Answer

ASK SOCIAL MEDIA USERS IN WEB MODULE (IF YES TO AT LEAST 1 ITEM IN SNSINT):
[N=3,571]:

QFOLLOW1 Do you currently follow any candidates or other political figures on social media?

July 12-Aug 8

2016

25	Yes
75	No
0	No Answer

⁸ Random half of respondents were assigned to either the "Short" or "Uneven" treatment for QDISAGREE2 and QDISAGREE3. This randomization occurred only within respondents who met the filter requirements for the questions (social media users in the web module). For the "Uneven" treatment, choice 2 was presented as No, have never done this.

ASK IF FOLLOW POLITICAL FIGURES (QFOLLOW1=1) [N=980]:QFOLLOW2 Would you say that the political figures you follow are... **[RANDOMIZE 1 AND 2]**

July 12-Aug 8

2016

65	Mostly people who share your views
3	Mostly people who do NOT share your views
31	A mix of people with different political views
1	No Answer

ASK IF FOLLOW MIX OF PEOPLE, OR MOSTLY DIFFERENT VIEWS (QFOLLOW2=2,3)**[RANDOMIZE A-D WITH E LAST]****[N=336]**

QFOLLOW3 People follow political figures they disagree with for a number of reasons. Do you personally follow political figures you do not agree with because...

[Check all that apply]

July 12-Aug 8

2016

86	You like to stay informed about what people on both sides are saying
26	You find it entertaining to follow people you don't agree with
14	You like to argue with the other side's supporters
12	You like to share information that makes the other side look bad
5	Some other reason [<i>TEXT BOX</i>] RESPONSES NOT SHOWN
1	No Answer