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.

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

**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

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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)?

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<tbody>
<tr>
<td>July 12-Aug 8</td>
<td>2016</td>
<td></td>
<td></td>
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<tr>
<td>A lot</td>
<td>4</td>
<td>Some</td>
<td>11</td>
</tr>
<tr>
<td>A little</td>
<td>38</td>
<td>None</td>
<td>46</td>
</tr>
<tr>
<td>No Answer</td>
<td>0</td>
<td></td>
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</tr>
</tbody>
</table>

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)?

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<tbody>
<tr>
<td>July 12-Aug 8</td>
<td>2016</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A lot</td>
<td>6</td>
<td>Some</td>
<td>16</td>
</tr>
<tr>
<td>A little</td>
<td>27</td>
<td>None</td>
<td>51</td>
</tr>
<tr>
<td>No Answer</td>
<td>0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 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)?

<p>| | | | |</p>
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<thead>
<tr>
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<tbody>
<tr>
<td>July 12-Aug 8</td>
<td>2016</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A lot</td>
<td>8</td>
<td>Some</td>
<td>11</td>
</tr>
<tr>
<td>A little</td>
<td>20</td>
<td>None</td>
<td>60</td>
</tr>
<tr>
<td>No Answer</td>
<td>1</td>
<td></td>
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</tr>
</tbody>
</table>

### 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)?

<p>| | | | |</p>
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<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>July 12-Aug 8</td>
<td>2016</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A lot</td>
<td>0</td>
<td>Some</td>
<td>5</td>
</tr>
<tr>
<td>A little</td>
<td>11</td>
<td>None</td>
<td>84</td>
</tr>
<tr>
<td>No Answer</td>
<td>0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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?

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

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 2016

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
<th>No Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>20</td>
<td>79</td>
<td>1</td>
</tr>
</tbody>
</table>

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?

QDISAGREE2  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...

[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 [TEXT BOX] RESPONSES NOT SHOWN
1 No Answer