

**Pew Research Center's Project for Excellence in Journalism
What Facebook and Twitter Mean for News Survey**

Final Topline

**Based on aggregated data from three weekly omnibus surveys
January 12-15, 2012 / January 19-22, 2012 / January 26-29, 2012
N=3,016 adults ages 18+**

READ TO ALL: On another subject...

ASK ALL:

PEJ1 As I read the following list of items, please tell me if you happen to have each one, or not. Do you have... **[INSERT ITEMS IN ORDER]**?

	<u>Yes</u>	<u>No</u>	<u>(VOL.) DK/Ref</u>
a. A cell phone... or a Blackberry or iPhone or other device that is also a cell phone ¹ January, 2012	87	13	*
b. A desktop or laptop computer January, 2012	77	22	*
c. A handheld device made primarily for e-book reading, such as a Nook or Kindle e-reader January, 2012	19	81	1
d. A tablet computer like an iPad, Samsung Galaxy, Motorola Xoom, or Kindle Fire January, 2012	18	81	1

ASK IF CELL OWNERS (PEJ1a=1 OR CELL PHONE SAMPLE): [N=2,673]

PEJ1e Some phones are called "smartphones" because of certain features they have. Is your cell phone a smartphone or not, or are you not sure?

ASK IF CELL OWNERS (PEJ1a=1 OR CELL PHONE SAMPLE): [N=2,673]

PEJ1f Which of the following best describes the type of cell phone you have? Is it an iPhone, a Blackberry, an Android phone, a Windows phone, a Palm, or something else?

Based on Total respondents

January, 2012

44	Have a smartphone
43	Have a cell phone but not a smartphone
13	No cell phone

¹ Question was asked of landline sample only. Results shown here include cell phone sample in the "Yes" percentage.

READ IF HAVE A DESKTOP/LAPTOP, TABLET COMPUTER OR SMARTPHONE (PEJ1e=1 or PEJ1f=1-5 or PEJ1b=1 or PEJ1d=1): Now, I'd like to ask you how you get news, and by news we mean everything from the latest headlines to in-depth articles and commentary...

ASK ITEM a IF HAVE A DESKTOP/LAPTOP (PEJ1b=1): [N=2,342]

ASK ITEM b IF HAVE A SMARTPHONE (PEJ1e=1 or PEJ1f=1-5): [N=1,180]

ASK ITEM c IF HAVE A TABLET COMPUTER (PEJ1d=1): [N=511]

PEJ2 When you follow the news, do you ever get news [INSERT IN ORDER]?

	<u>Yes</u>	<u>No</u>	<u>(VOL.) Don't have or use device / Doesn't apply</u>	<u>(VOL.) DK/Ref</u>
a. On a laptop or desktop computer				
January, 2012	70	30	*	*
b. On a smartphone				
January, 2012	51	48	*	*
c. On a tablet computer, such as an iPad or a Kindle Fire				
January, 2012	56	44	0	*

ASK IF OWN A DESKTOP/LAPTOP, SMARTPHONE OR TABLET AND USE THAT DEVICE TO FOLLOW THE NEWS: (PEJ2a=1 or PEJ2b=1 or PEJ2c=1): [N=1,706]

PEJ3 Which of those devices would you say you turn to MOST often for news...[IF PEJ2a=1, READ "a laptop or desktop computer" (or), IF PEJ2b=1, READ "a smartphone" (or), IF PEJ2c=1, READ "a tablet computer"]?²

<u>January, 2012</u>	
76	Laptop/desktop computer
17	Smartphone
6	Tablet computer
1	Don't know/Refused (VOL.)

² Question was asked of those who use two or more devices (any combination of desktop/laptop, smartphone or tablet) to follow the news. Results shown here include those who use just one device to follow the news.

ASK PEJ4/PEJ5/PEJ6 so the MOST USED DEVICE IS ASKED FIRST AND THEN THE QUESTIONS FOR THE OTHER DEVICES ARE RANDOMIZED.

ASK IF USE LAPTOP/DESKTOP FOR NEWS (PEJ2a=1): [N=1,602]

PEJ4 **(READ FOR FIRST TWO (2) ITEMS:** When you get news stories on the LAPTOP OR DESKTOP, how often do you... **[READ, RANDOMIZE]?) (READ FOR REMAINING ITEMS:** How often do you **[INSERT ITEM] (IF NECESSARY:** to get news stories on the laptop or desktop?) **READ FOR FIRST ITEM THEN AS NECESSARY:** Very often, somewhat often, not too often, or never?

	<u>Very often</u>	<u>Some-what often</u>	<u>Not too often</u>	<u>Never</u>	<u>(VOL.) DK/Ref</u>
a. Do a specific key word search January, 2012	30	24	30	16	1
b. Go directly to a website of a specific news outlet or organization January, 2012	33	30	29	9	*
c. Go to a website that organizes news from multiple sources January, 2012	26	28	27	17	1
d. Follow recommendations you see on Facebook January, 2012	6	16	25	53	*
e. Follow recommendations you see on Twitter January, 2012	2	3	9	85	*

ASK IF USE SMARTPHONE FOR NEWS (PEJ2b=1): [N=571]

PEJ5 **(READ FOR FIRST TWO (2) ITEMS:** When you get news stories on the SMARTPHONE, how often do you...**[READ, RANDOMIZE]?) (READ FOR REMAINING ITEMS:** How often do you **[INSERT ITEM] (IF NECESSARY:** to get news stories on the smartphone?) **READ FOR FIRST ITEM THEN AS NECESSARY:** Very often, somewhat often, not too often, or never?

	<u>Very often</u>	<u>Some-what often</u>	<u>Not too often</u>	<u>Never</u>	<u>(VOL.) DK/Ref</u>
a. Do a specific key word search January, 2012	25	25	27	22	1
b. Go directly to a website or App for a specific news outlet or organization January, 2012	33	30	26	11	1
c. Go to a website or app that organizes news from multiple sources					

	January, 2012	26	26	31	15	*
d.	Follow recommendations you see on Facebook					
	January, 2012	7	21	26	46	*
e.	Follow recommendations you see on Twitter					
	January, 2012	3	6	12	78	*

ASK IF USE TABLET COMPUTER FOR NEWS (PEJ2c=1): [N=291]

PEJ6 **(READ FOR FIRST TWO (2) ITEMS: When you get news stories on the TABLET COMPUTER, how often do you.. [READ, RANDOMIZE]?) (READ FOR REMAINING ITEMS: How often do you [INSERT ITEM] (IF NECESSARY: to get news stories on the tablet computer?) READ FOR FIRST ITEM THEN AS NECESSARY: Very often, somewhat often, not too often, or never?**

		<u>Very often</u>	<u>Some-what often</u>	<u>Not too often</u>	<u>Never</u>	(VOL.) DK/Ref
a.	Do a specific key word search					
	January, 2012	29	31	21	18	*
b.	Go directly to a website or App for a specific news outlet or organization					
	January, 2012	38	26	27	9	*
c.	Go to a website or App that organizes news from multiple sources					
	January, 2012	27	28	24	20	1
d.	Follow recommendations you see on Facebook					
	January, 2012	8	19	26	47	*
e.	Follow recommendations you see on Twitter					
	January, 2012	3	6	13	78	*

RANDOMIZE PEJ7/PEJ8 AND PEJ9/PEJ10 IN BLOCKS

ASK IF EVER FOLLOW NEWS RECOMMENDATIONS FROM FACEBOOK (PEJ4d=1-3 OR PEJ5d=1-3 OR PEJ6d=1-3): [N=745]

PEJ7 On Facebook, who sends you most of the news stories you read or watch... **[READ IN ORDER]?**

January, 2012

70

Friends and family

13

News organizations or individual journalists (OR)

10 Other non-news organizations
7 Don't know/Refused (VOL.)

ASK IF EVER FOLLOW NEWS RECOMMENDATIONS FROM FACEBOOK (PEJ4d=1-3 OR PEJ5d=1-3 OR PEJ6d=1-3): [N=745]

PEJ8 Would you say the news you get on Facebook is [READ AND RANDOMIZE]?

January, 2012

56 Mostly news you would have gotten elsewhere if you didn't use Facebook (OR)
34 Mostly news you would not have gotten elsewhere (OR)
3 Mostly a mix (VOL.)
7 Don't know/Refused (VOL.)

ASK IF EVER FOLLOW NEWS RECOMMENDATIONS FROM TWITTER (PEJ4e=1-3 OR PEJ5e=1-3 OR PEJ6e=1-3): [N=239]

PEJ9 On Twitter, who sends you most of the news stories you read or watch... [READ IN ORDER]?

January, 2012

36 Friends and family
27 News organizations or individual journalists (OR)
18 Other non-news organizations
19 Don't know/Refused (VOL.)

ASK IF EVER FOLLOW NEWS RECOMMENDATIONS FROM TWITTER (PEJ4e=1-3 OR PEJ5e=1-3 OR PEJ6e=1-3): [N=239]

PEJ10 Would you say the news you get on Twitter is [READ AND RANDOMIZE]?

January, 2012

43 Mostly news you would have gotten elsewhere if you didn't use Twitter (OR)
39 Mostly news you would not have gotten elsewhere (OR)
1 Mostly a mix (VOL.)
18 Don't know/Refused (VOL.)