

Survey Questions

Winter Tracking Survey 2012

Final Topline

02/22/2012

Data for January 20–February 19, 2012

Princeton Survey Research Associates International for
the Pew Research Center's Internet & American Life Project

Sample: n=2,253 national adults, age 18 and older, including 901 cell phone interviews
Interviewing dates: 01.20.2012 – 02.19.2012

Margin of error is plus or minus 2 percentage points for results based on Total [n=2,253]

Margin of error is plus or minus 3 percentage points for results based on cell phone owners [n=1,961]

Q16 On a different topic... How often, if ever, do you talk about politics or current events with your family and friends? [READ 1-4]

current	
%	33
	Very often
	34
	Sometimes
	20
	Rarely
	12
	Never
*	(DO NOT READ) Don't know
*	(DO NOT READ) Refused

Q20 Overall, how important are social networking sites to you personally when it comes to...[INSERT ITEM; RANDOMIZE]? Are they very important, somewhat important, not too important or not at all important?

Based on SNS users [N=1,047]

	VERY IMPT.	SOME- WHAT IMPT.	NOT TOO IMPT.	NOT AT ALL IMPT.	(VOL.) DON'T DO THIS / DON'T USE SNS FOR THIS	DON'T KNOW	REFUSED
a. Keeping up with political news	12	24	21	41	1	1	*
b. Debating or discussing political issues with others	6	19	24	49	2	1	*
c. Finding other people who share your views about important political issues	7	18	25	47	1	1	*
d. Recruiting people to get involved with political issues that matter to you	8	18	20	51	2	1	*

Q21 Thinking about everything YOU HAVE POSTED recently on social networking sites, such as status updates, comments, or links to news stories — about how much of what you have posted is related to politics, political issues or the 2012 elections? [READ 1-5]

Based on SNS users [N=1,047]

current	
%	2 All or almost all of it
	4 Most
	10 Some
	21 Just a little
	63 None at all
*	(DO NOT READ) Don't know
*	(DO NOT READ) Refused

Q22 How about the people you are friends with on social networking sites? How much of what THEY SHARE AND POST is related to politics, political issues or the 2012 elections? [READ 1-5]

Based on SNS users [N=1,047]

current	
%	3 All or almost all of it
	6 Most
	30 Some
	36 Just a little
	23 None at all
	2 (DO NOT READ) Don't know
*	(DO NOT READ) Refused

Q23 How often do you [INSERT ITEMS IN ORDER] with the political opinions or political content your friends post on social networking sites? Would you say always or almost always, most of the time, only sometimes or never?

Based on those whose friends post political content on SNS [N=763]

	always or almost always	most of the time	only sometimes	never	don't know	refused
AGREE	7	18	64	9	1	1
DISAGREE	6	11	73	9	1	*

Q24 When one of your friends posts something about POLITICS on a social networking site that you DISAGREE with, how do you USUALLY respond? Do you usually...[READ AND ROTATE 1-2]

Based on those whose friends post political content that they disagree with on SNS [N=684]

current	
%	66 Ignore the post you disagree with (OR)
	28 Respond to it by posting a comment or posting something of your own (OR)
	5 (DO NOT READ) It depends
	1 (DO NOT READ) Neither/Something else
	0 (DO NOT READ) Don't know
*	(DO NOT READ) Refused

Q25 Have you ever learned that someone’s political beliefs were DIFFERENT than you thought they were, based on something they posted on a social networking site, or has this never happened to you?

Based on SNS users [N=1,047]

	current	
%	38	Yes
	60	No
	1	Don’t know
	*	Refused

Q26 When you yourself have posted something political on a social networking site, have you ever gotten a strong NEGATIVE reaction from a friend or someone who follows you – or has this never happened?

Based on SNS users who post political content on SNS [N=378]

	current	
%	37	Yes, have ever gotten a strong negative reaction
	63	No, has never happened
	*	Don’t know
	0	Refused

Q27 When using social networking sites, have you ever blocked, UNfriended or hidden someone because they...[INSERT ITEM; RANDOMIZE]? Have you ever blocked, UNfriended or hidden someone on a social networking site because they... [INSERT NEXT ITEM]?

Based on SNS users [N=1,047]

	yES, HAVE DONE THIS	NO, HAVE NOT DONE THIS	don’t know	refused
Posted TOO FREQUENTLY about politics or political issues	10	90	*	*
Posted something about politics or political issues that you DISAGREED with or found OFFENSIVE	9	90	*	*
ARGUED about political issues on the site with you or someone you know	8	92	*	*
Disagreed with something YOU posted about politics or political issues	4	95	*	*
Posted something related to politics or political issues that you worried would OFFEND your other friends or people who follow you	5	94	*	*

Q28 Thinking about all the times you have blocked, hidden or unfriended someone on a social networking site BECAUSE OF POLITICS OR POLITICAL ISSUES... Were any of those people...[INSERT ITEMS IN ORDER], or not?

Based on SNS users who have ever blocked, hidden or unfriended someone on SNS [N=177]

	Yes	No	don’t know	refused
A member of your family	18	81	1	0
A close personal friend	31	69	0	0
A coworker	21	78	1	0
A more distant friend or acquaintance	67	32	1	0
Someone you have never met in person	31	68	1	1

Q29 Have you ever done any of the following on a social networking site? (First/Next), have you ever...[INSERT ITEM; RANDOMIZE], or have you not done this?
Based on SNS users [N=1,047]

	YES, HAVE DONE THIS	NO, HAVE NOT DONE THIS	don't know	refused
Friended or followed someone because they SHARE YOUR POLITICAL VIEWS	16	84	*	0
Clicked the "like" button in response to POLITICAL comments or material posted by someone else	47	52	1	*
Posted a positive comment in response to a POLITICAL post or status update from someone else	38	61	1	0

Q30 Have you ever decided NOT to post a political comment or link on a social networking site because you were worried it might upset or offend someone?
Based on SNS users [N=1,047]

current %	Yes	No	Don't know	Refused
22				
77				
*				
*				

Q31 Thinking about how using social networks might affect your political views overall... Have you, personally, ever...[INSERT ITEM; RANDOMIZE]?
Based on SNS users [N=1,047]

	Yes	No	don't know	refused
Changed your views about a political issue AFTER discussing it or reading posts about it on a social networking site	16	83	1	*
Become MORE active or involved in a political issue after discussing it or reading posts about it on a social networking site	25	74	1	*
Become LESS active or involved in a political issue after discussing it or reading posts about it on a social networking site	9	90	1	*