

## National Tracking Poll

Project: 160503

N Size: 2000 Registered Voters

Margin of Error: ± 2%

May 13-15, 2016

### Topline Report

Question	Response	Frequency	Percentage
P1	<i>Now, generally speaking, would you say that things in the country are going in the right direction, or have they pretty seriously gotten off on the wrong track?</i>		
	Right Direction	606	30%
	Wrong Track	1394	70%
P2NET	<i>Do you approve or disapprove of the job Barack Obama is doing as President?</i>		
	Approve	972	49%
	Disapprove	944	47%
	Don't Know / No Opinion	83	4%
P2	<i>Do you approve or disapprove of the job Barack Obama is doing as President?</i>		
	Strongly Approve	416	21%
	Somewhat Approve	556	28%
	Somewhat Disapprove	265	13%
	Strongly Disapprove	680	34%
	Don't Know / No Opinion	83	4%
P3	<i>Now, thinking about your vote, what would you say is the top set of issues on your mind when you cast your vote for federal offices such as U.S. Senate or Congress?</i>		
	Economic Issues	725	36%
	Security Issues	369	18%
	Health Care Issues	260	13%
	Senior's Issues	284	14%
	Women's Issues	111	6%
	Education Issues	130	7%
	Energy Issues	54	3%
	Other	67	3%
FB1	<i>These days some people get their news and information from social media companies such as Facebook, Twitter, and Snapchat. Do you ever get any news from social media companies?</i>		
	Yes	1103	55%
	No	749	37%
	Don't Know / No Opinion	148	7%

Question	Response	Frequency	Percentage
FB2	<i>Based on what you know, how do social media companies such as Facebook, Twitter, and Snapchat determine which news stories to show to their readers?</i>		
	News stories on social media companies are determined by the level of reader interest.	404	20%
	News stories on social media companies are determined based on the level of reader interest and editors at the social media companies.	480	24%
	News stories on social media companies are determined by editors at the social media companies.	450	23%
	Don't Know / No Opinion	665	33%
FB3	<i>And now, based on what you know, how do traditional media outlets such as ABC, the New York Times, and the Wall Street Journal determine which news stories to show to their readers?</i>		
	News stories on traditional media outlets are determined by the level of reader interest.	264	13%
	News stories on traditional media outlets are determined based on the level of reader interest and editors at the traditional media outlets.	520	26%
	News stories on traditional media outlets are determined by editors at the traditional media outlets.	714	36%
	Don't Know / No Opinion	502	25%
FB4	<i>How should social media companies such as Facebook, Twitter, and Snapchat determine which news stories to show to their readers?</i>		
	News stories on social media companies should be determined by the level of reader interest.	627	31%
	News stories on social media companies should be determined based on the level of reader interest and editors at the social media companies.	572	29%
	News stories on social media companies should be determined by editors at the social media companies.	213	11%
	Don't Know / No Opinion	587	29%
FB5	<i>How should traditional media outlets such as ABC, the New York Times and the Wall Street Journal determine which news stories to show to their readers?</i>		
	News stories on traditional media outlets should be determined by the level of reader interest.	517	26%
	News stories on traditional media outlets should be determined based on the level of reader interest and editors at the traditional media outlets.	667	33%
	News stories on traditional media outlets should be determined by editors at the traditional media outlets .	302	15%
	Don't Know / No Opinion	514	26%

Question	Response	Frequency	Percentage
FB6	<i>How much have you seen, heard, or read about allegations that Facebook intentionally suppressed articles from conservative sources in its trending news section?</i>		
	A lot	334	17%
	Some	629	31%
	Not much	357	18%
	Nothing at all	680	34%
FB7	<i>How did you hear about it? (N=1,320)</i>		
	Facebook	237	18%
	Other social media (i.e., Twitter, Snapchat)	95	7%
	News website/app (i.e., New York Times, Yahoo News)	150	11%
	Print newspaper	66	5%
	From a friend	123	9%
	Television news	412	31%
	Radio	98	7%
	Late-night comedy	29	2%
	Haven't heard about it	108	8%
FB8	<i>Please indicate which of the following statements comes closest to your opinion, even if none are exactly right.</i>		
	Social media companies such as Facebook, Twitter, and Snapchat should get to decide what users see on their sites	1165	58%
	The federal government should play a role in deciding what users see on social media sites such as Facebook, Twitter, and Snapchat	225	11%
	Don't Know / No Opinion	610	30%
FB9ANET	<i>Before the internet, media organizations delivered newspapers to readers on roads that were open for all to access. Now media organizations can also deliver news on social media companies such as Facebook, Twitter, and Snapchat. But unlike roads, Facebook, Twitter, and Snapchat can control what shows up on readers' "doorstep" in a way no company can control the delivery of newspapers on a road. How comfortable are you with social media companies such as Facebook, Twitter, and Snapchat determining what news you see on their sites? (N=1,013)</i>		
	Total Comfortable	408	40%
	Total Not Comfortable	407	40%
	Don't Know / No Opinion	198	20%

Question	Response	Frequency	Percentage
FB9A	<i>Before the internet, media organizations delivered newspapers to readers on roads that were open for all to access. Now media organizations can also deliver news on social media companies such as Facebook, Twitter, and Snapchat. But unlike roads, Facebook, Twitter, and Snapchat can control what shows up on readers' "doorstep" in a way no company can control the delivery of newspapers on a road. How comfortable are you with social media companies such as Facebook, Twitter, and Snapchat determining what news you see on their sites? (N=1,013)</i>		
	Very comfortable	149	15%
	Somewhat comfortable	259	26%
	Not very comfortable	237	23%
	Not comfortable	170	17%
	Dont know / no opinion	198	20%
FB9BNET	<i>How comfortable are you with social media companies such as Facebook, Twitter, and Snapchat determining what news you see on their sites? (N=987)</i>		
	Total Comfortable	460	47%
	Total Not Comfortable	332	34%
	Don't Know / No Opinion	194	20%
FB9B	<i>How comfortable are you with social media companies such as Facebook, Twitter, and Snapchat determining what news you see on their sites? (N=987)</i>		
	Very comfortable	166	17%
	Somewhat comfortable	293	30%
	Not very comfortable	166	17%
	Not comfortable	166	17%
	Dont know / no opinion	194	20%
FB10	<i>Do you think the quality of news on social media sites such as Facebook, Twitter, and Snapchat is better or worse than the quality of news at traditional news media outlets such as ABC, the New York Times and the Wall Street Journal?</i>		
	Much better	147	7%
	Somewhat better	293	15%
	Somewhat worse	414	21%
	Much worse	317	16%
	About the same	416	21%
	Don't Know / No Opinion	413	21%
FB11	<i>Does knowing that social media companies such as Facebook, Twitter, and Snapchat decide what news stories to show based on factors other than news worthiness make you more or less likely to get your news from social media companies?</i>		
	Much more likely	166	8%
	Somewhat more likely	236	12%
	Somewhat less likely	329	16%
	Much less likely	447	22%
	No impact either way	467	23%
	Don't Know / No Opinion	355	18%

Question	Response	Frequency	Percentage
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*Note:* Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated for registered voters with demographic post-stratification weights applied.

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Registered Voters	2000	100%
xdemGender	Gender: Male	933	47%
	Gender: Female	1067	53%
	N	2000	
age5	Age: 18-29	499	25%
	Age: 30-44	319	16%
	Age: 45-54	408	20%
	Age: 55-64	347	17%
	Age: 65+	427	21%
	N	2000	
xpid3	PID: Dem (no lean)	751	38%
	PID: Ind (no lean)	607	30%
	PID: Rep (no lean)	641	32%
	N	2000	
xpidGender	PID/Gender: Dem Men	345	17%
	PID/Gender: Dem Women	406	20%
	PID/Gender: Ind Men	257	13%
	PID/Gender: Ind Women	351	18%
	PID/Gender: Rep Men	330	17%
	PID/Gender: Rep Women	311	16%
	N	2000	
xdemTea	Tea Party: Supporter	633	32%
	Tea Party: Not Supporter	1358	68%
	N	1991	
xdemIdeo3	Ideo: Liberal (1-3)	672	34%
	Ideo: Moderate (4)	465	23%
	Ideo: Conservative (5-7)	633	32%
	N	1769	
xeduc3	Educ: < College	1315	66%
	Educ: Bachelors degree	444	22%
	Educ: Post-grad	241	12%
	N	2000	
xdemInc3	Income: Under 50k	1223	61%
	Income: 50k-100k	598	30%
	Income: 100k+	179	9%
	N	2000	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1629	81%
xdemHispBin	Ethnicity: Hispanic	179	9%
demBlackBin	Ethnicity: Afr. Am.	257	13%
demRaceOther	Ethnicity: Other	114	6%
xrelNet	Relig: Protestant	506	25%
	Relig: Roman Catholic	431	22%
	Relig: Ath./Agn./None	479	24%
	Relig: Something Else	323	16%
	N	1739	
xreligion1	Relig: Jewish	48	2%
xreligion2	Relig: Evangelical	651	33%
	Relig: Non-Evang. Catholics	545	27%
	N	1196	
xreligion3	Relig: All Christian	1196	60%
	Relig: All Non-Christian	802	40%
	N	1997	
xdemUsr	Community: Urban	540	27%
	Community: Suburban	829	41%
	Community: Rural	631	32%
	N	2000	
xdemEmploy	Employ: Private Sector	627	31%
	Employ: Government	134	7%
	Employ: Self-Employed	160	8%
	Employ: Homemaker	157	8%
	Employ: Student	88	4%
	Employ: Retired	488	24%
	Employ: Unemployed	177	9%
	Employ: Other	169	8%
	N	2000	
xdemJobStatus	Job Type: White-collar	745	37%
	Job Type: Blue-collar	880	44%
	Job Type: Don't Know	375	19%
	N	2000	
xdemMilHH1	Military HH: Yes	427	21%
	Military HH: No	1573	79%
	N	2000	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	606	30%
	RD/WT: Wrong Track	1394	70%
	N	2000	
xnr2Bin	Obama Job: Approve	972	49%
	Obama Job: Disapprove	944	47%
	N	1917	
xnr3	#1 Issue: Economy	725	36%
	#1 Issue: Security	369	18%
	#1 Issue: Health Care	260	13%
	#1 Issue: Medicare / Social Security	284	14%
	#1 Issue: Women's Issues	111	6%
	#1 Issue: Education	130	7%
	#1 Issue: Energy	54	3%
	#1 Issue: Other	67	3%
	N	2000	
xsubVote14O	2014 Vote: Democrat	711	36%
	2014 Vote: Republican	597	30%
	2014 Vote: Other	64	3%
	2014 Vote: Didn't Vote	626	31%
	N	1998	
xsubVote12O	2012 Vote: Barack Obama	849	42%
	2012 Vote: Mitt Romney	592	30%
	2012 Vote: Other	107	5%
	2012 Vote: Didn't Vote	444	22%
	N	1993	
xreg4	4-Region: Northeast	365	18%
	4-Region: Midwest	472	24%
	4-Region: South	743	37%
	4-Region: West	420	21%
	N	2000	

*Note:* Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.





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