IPSOS POLL DATA
Prepared by Ipsos Public Affairs

IPSOS PUBLIC AFFAIRS: BuzzFeed News Source Trust
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These are findings from an Ipsos poll conducted January 12-13, 2017. For the survey, a sample of roughly 1,007 adults including 383 Democrats, 347 Republicans, and 187 Independents from the continental U.S., Alaska and Hawaii was interviewed online in English.

The sample for this study was randomly drawn from Ipsos's online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Amparo Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2015 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, region, race/ethnicity and income.

Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents (see link below for more info on Ipsos online polling "Credibility Intervals"). Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,007, DEFF=1.5, adjusted Confidence Interval=5).

For more information about Ipsos online polling methodology, please go here http://goo.gl/yJBkuf

1. In the last month, have you gotten news from any of the following:

	Total	Democrat (n= 383)	Republican (n= 347)	Independent (n= 187)
Broadcast TV news	56%	55%	58%	61%
Facebook	55%	59%	54%	49%
Print newspapers	39%	40%	41%	37%
Cable news	38%	38%	42%	35%
Social media (generally)	33%	36%	31%	32%
Newspapers' websites	33%	35%	32%	38%
News radio	27%	27%	29%	28%
YouTube	25%	28%	19%	28%
Online-only news publications	23%	28%	19%	22%
Twitter	20%	26%	19%	13%
Talk radio	17%	15%	22%	20%
Snapchat	12%	14%	11%	8%
None of these	6%	5%	5%	4%

2. I trust the news I read/hear on…

Social Media

	Total	Democrat (n= 383)	Republican (n= 347)	Independent (n= 187)
All of the time	5%	8%	6%	1%
Most of the time	10%	12%	9%	9%
About half the time	31%	36%	25%	32%
Rarely	28%	24%	32%	31%
Almost never	17%	12%	21%	19%
Don't know	9%	8%	7%	8%

Facebook

	Total	Democrat (n= 383)	Republican (n= 347)	Independent (n= 187)
All of the time	7%	10%	6%	3%
Most of the time	11%	13%	10%	9%
About half the time	30%	34%	29%	26%
Rarely	27%	23%	28%	36%
Almost never	17%	12%	20%	21%
Don't know	8%	8%	7%	6%

Twitter

	Total	Democrat (n= 383)	Republican (n= 347)	Independent (n= 187)
All of the time	5%	7%	6%	1%
Most of the time	10%	14%	9%	7%
About half the time	17%	19%	15%	17%
Rarely	22%	23%	23%	20%
Almost never	22%	16%	23%	32%
Don't know	24%	21%	24%	24%

Snapchat

	Total	Democrat (n= 383)	Republican (n= 347)	Independent (n= 187)
All of the time	3%	3%	5%	1%
Most of the time	7%	11%	5%	8%
About half the time	11%	11%	10%	14%
Rarely	20%	22%	21%	11%
Almost never	28%	22%	29%	36%
Don't know	31%	31%	30%	31%

YouTube

	Total	Democrat (n= 383)	Republican (n= 347)	Independent (n= 187)
All of the time	8%	9%	9%	5%
Most of the time	10%	13%	9%	6%
About half the time	25%	25%	22%	30%
Rarely	25%	23%	24%	27%
Almost never	15%	12%	20%	15%
Don't know	18%	18%	16%	17%

Online-only news publications

	Total	Democrat (n= 383)	Republican (n= 347)	Independent (n= 187)
All of the time	6%	9%	6%	3%
Most of the time	29%	36%	25%	25%
About half the time	33%	31%	32%	42%
Rarely	14%	9%	18%	16%
Almost never	7%	6%	9%	4%
Don't know	10%	9%	10%	9%

Cable news

	Total	Democrat (n= 383)	Republican (n= 347)	Independent (n= 187)
All of the time	12%	18%	10%	5%
Most of the time	38%	43%	38%	31%
About half the time	27%	21%	30%	37%
Rarely	10%	8%	11%	13%
Almost never	6%	4%	6%	7%
Don't know	7%	6%	5%	7%

Broadcast TV news

	Total	Democrat (n= 383)	Republican (n= 347)	Independent (n= 187)
All of the time	15%	22%	11%	6%
Most of the time	44%	50%	41%	40%
About half the time	28%	20%	30%	37%
Rarely	7%	4%	9%	10%
Almost never	4%	1%	8%	6%
Don't know	2%	3%	1%	1%

Newspapers' websites

	Total	Democrat (n= 383)	Republican (n= 347)	Independent (n= 187)
All of the time	12%	18%	10%	5%
Most of the time	41%	50%	34%	37%
About half the time	24%	15%	29%	33%
Rarely	10%	7%	12%	13%
Almost never	6%	4%	8%	6%
Don't know	7%	6%	7%	7%

Print newspapers

	Total	Democrat (n= 383)	Republican (n= 347)	Independent (n= 187)
All of the time	14%	22%	10%	5%
Most of the time	45%	50%	39%	42%

About half the time	24%	14%	30%	33%
Rarely	8%	7%	11%	9%
Almost never	6%	5%	7%	4%
Don't know	4%	3%	2%	6%

News radio

	Total	Democrat (n= 383)	Republican (n= 347)	Independent (n= 187)
All of the time	8%	10%	10%	4%
Most of the time	42%	47%	39%	34%
About half the time	26%	21%	29%	32%
Rarely	10%	8%	10%	16%
Almost never	8%	9%	6%	5%
Don't know	7%	6%	5%	9%

Talk radio

	Total	Democrat (n= 383)	Republican (n= 347)	Independent (n= 187)
All of the time	5%	5%	5%	3%
Most of the time	30%	33%	31%	22%
About half the time	33%	30%	36%	36%
Rarely	14%	12%	11%	23%
Almost never	10%	11%	8%	10%
Don't know	9%	8%	9%	7%

3. With which political party do you most identify?

	Total
Strong Democrat	16%
Moderate Democrat	15%
Lean Democrat	10%
Lean Republican	7%
Moderate Republican	14%
Strong Republican	10%
Independent	19%
Other	2%
Don't know/Refuse	8%

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How to Calculate Bayesian Credibility Intervals

The calculation of credibility intervals assumes that Y has a binomial distribution conditioned on the parameter θ\, i.e., Y|θ~Bin(n,θ), where n is the size of our sample. In this setting, Y counts the number of "yes", or "1", observed in the sample, so that the sample mean ($\bar{y}$) is a natural estimate of the true population proportion θ. This model is often called the likelihood function, and it is a standard concept in both the Bayesian and the Classical framework. The Bayesian [1] statistics combines both the prior distribution and the likelihood function to create a posterior distribution. The posterior distribution represents our opinion about which are the plausible values for θ adjusted after observing the sample data. In reality, the posterior distribution is one's knowledge base updated using the latest survey information. For the prior and likelihood functions specified here, the posterior distribution is also a beta distribution (π(θ/y)~β(y+a,n-y+b)), but with updated hyper-parameters.

Our credibility interval for ϑ is based on this posterior distribution. As mentioned above, these intervals represent our belief about which are the most plausible values for ϑ given our updated knowledge base. There are different ways to calculate these intervals based on π(θ/y). Since we want only one measure of precision for all variables in the survey, analogous to what is done within the Classical framework, we will compute the largest possible credibility interval for any observed sample. The worst case occurs when we assume that a=1 and b=1 and y=$n/2$. Using a simple approximation of the posterior by the normal distribution, the 95% credibility interval is given by, approximately:

$$\bar{y} \mp \frac{1}{\sqrt{n}}$$

For this poll, the Bayesian Credibility Interval was adjusted using standard weighting design effect 1+L=1.3 to account for complex weighting[2]

Examples of credibility intervals for different base sizes are below. Ipsos does not publish data for base sizes (sample sizes) below 100.

Sample size	Credibility intervals
2,000	2.5
1,500	2.9
1,000	3.5
750	4.1
500	5.0
350	6.0
200	7.9
100	11.2