



# News on Facebook

## Ipsos Poll conducted on behalf of BuzzFeed

**Washington, DC, April 14, 2017** - In an online survey of 3,025 U.S. adults the latest BuzzFeed/Ipsos poll found that most Americans still turn to “traditional” sources for their news. Fox News led among traditional sources with 56% while Facebook lead among nontraditional outfits at 48%. 27% of respondents named BuzzFeed as a source (major/minor) for reading the news and current events online.

When reading news on Facebook, the biggest factor respondents considered when it came to the trustworthiness of the news they consumed were the news source themselves (83%) followed by familiarity with the news story (71%) and the person who shared it within their own Facebook network (63%). Asked whether they trusted (completely/somewhat) the news media in general and not one specific publication or company, 57% of respondents said they did but significant differences were noted among those who politically identified as a Democrat (78%), Independent (48%), or Republicans (43%).

1. Do you or does anyone in your immediate family work for...

	<b>Total N=3,025</b>
A school or educational facility	11%
A hospital, doctor’s office or medical clinic	8%
A market research firm or marketing department within a firm	2%
A media company (television, publisher, newspaper, magazine, etc.)	2%
An advertising or public relations agency	1%
None of the above	80%

2. Generally speaking, do you usually think of yourself as a Democrat, Republican, or Independent?

	<b>Total N=2,887</b>
Democrat	37%
Republican	31%
Independent	28%
Other	3%

3. In talking to people about elections, we often find that people were not able to vote because they weren’t registered, they were sick, or they just didn’t have time. Which of the following best describes you:

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## Press Release – continued –

	Total N= 2,887	Democrat N= 1,072	Republican N= 905	Independent N= 817
I am sure I voted in the November election	80%	84%	87%	71%
I did not vote in the election this November	13%	9%	8%	20%
I thought about voting in the November election, but didn't	3%	3%	2%	4%
I usually vote, but didn't vote in the November election	3%	3%	2%	4%
Don't know	1%	1%	1%	1%

#### 4. Who did you vote for in the 2016 Presidential election?

	Total N= 2,299	Democrat N= 900	Republican N= 788	Independent N=577
Hillary Clinton	48%	88%	8%	40%
Donald Trump	43%	8%	86%	40%
Gary Johnson	4%	1%	3%	9%
Jull Stein	2%	1%	1%	4%
Other	3%	2%	3%	7%

#### 5. Thus far, how satisfied are you with the job President Trump is doing?

	Total N=2,887	Democrat N= 1,072	Republican N= 905	Independent N=817
Very satisfied	20%	6%	44%	14%
Somewhat satisfied	23%	11%	36%	26%
Somewhat dissatisfied	13%	14%	9%	16%
Very dissatisfied	38%	64%	8%	36%

6. There are many different sources you could turn to to read the news and current events online. For each of the following, please indicate how major or minor of a source it is for you, personally, when reading news and current events online.
- Is a major source of news for me



## Press Release – continued –

	Total N=2,887	Democrat N= 1,072	Republican N= 905	Independent N=817
BuzzFeed	8%	9%	10%	5%
Huffington Post	12%	17%	9%	10%
New York Times	20%	29%	15%	14%
Facebook	22%	23%	22%	22%
Twitter	11%	13%	13%	8%
VICE	6%	5%	8%	4%
CNN	32%	43%	24%	26%
Vox	4%	4%	5%	2%
Business Insider	6%	6%	8%	3%
Washington Post	16%	23%	12%	12%
Google News	17%	21%	17%	13%
Yahoo News	13%	15%	13%	12%
Fox News	29%	20%	44%	25%
Breitbart	5%	3%	10%	3%
Daily Kos	4%	4%	6%	2%
Drudge Report	6%	4%	9%	4%

b. Is a minor source of news for me

	Total N=2,887	Democrat N= 1,072	Republican N= 905	Independent N=817
BuzzFeed	19%	21%	16%	17%
Huffington Post	23%	30%	18%	22%
New York Times	23%	27%	17%	24%
Facebook	26%	28%	24%	26%
Twitter	15%	17%	14%	13%
VICE	10%	13%	9%	7%
CNN	28%	33%	21%	30%
Vox	9%	11%	8%	6%
Business Insider	15%	17%	16%	13%
Washington Post	22%	24%	19%	23%
Google News	28%	29%	26%	31%
Yahoo News	27%	26%	29%	26%
Fox News	27%	25%	30%	26%
Breitbart	9%	8%	12%	7%
Daily Kos	8%	10%	8%	6%
Drudge Report	10%	8%	12%	9%

c. Is rarely a source of news for me

	Total	Democrat	Republican	Independent
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## Press Release – continued –

	N=2,887	N= 1,072	N= 905	N=817
BuzzFeed	23%	26%	17%	25%
Huffington Post	24%	23%	22%	27%
New York Times	22%	19%	23%	25%
Facebook	20%	21%	20%	19%
Twitter	16%	16%	13%	20%
VICE	12%	15%	8%	11%
CNN	20%	15%	25%	22%
Vox	10%	13%	7%	9%
Business Insider	20%	21%	16%	21%
Washington Post	22%	21%	21%	23%
Google News	24%	24%	23%	26%
Yahoo News	25%	27%	22%	25%
Fox News	20%	20%	15%	24%
Breitbart	10%	9%	12%	10%
Daily Kos	8%	10%	7%	8%
Drudge Report	14%	13%	14%	15%

d. Is never a source of news for me

	Total N=2,887	Democrat N= 1,072	Republican N= 905	Independent N=817
BuzzFeed	33%	29%	37%	34%
Huffington Post	29%	20%	39%	29%
New York Times	31%	20%	41%	32%
Facebook	28%	27%	29%	28%
Twitter	50%	47%	52%	51%
VICE	25%	24%	24%	27%
CNN	18%	7%	28%	19%
Vox	24%	24%	24%	25%
Business Insider	31%	30%	29%	33%
Washington Post	33%	24%	42%	34%
Google News	23%	20%	27%	23%
Yahoo News	29%	26%	29%	30%
Fox News	23%	33%	9%	24%
Breitbart	34%	41%	25%	33%
Daily Kos	22%	23%	23%	21%
Drudge Report	31%	34%	28%	29%

e. I'm not familiar with this news source

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## Press Release – continued –

	Total N=2,887	Democrat N= 1,072	Republican N= 905	Independent N=817
BuzzFeed	18%	15%	20%	18%
Huffington Post	11%	10%	12%	13%
New York Times	5%	4%	5%	5%
Facebook	4%	2%	5%	5%
Twitter	8%	7%	9%	9%
VICE	48%	43%	51%	51%
CNN	2%	2%	3%	2%
Vox	53%	47%	55%	58%
Business Insider	28%	25%	31%	30%
Washington Post	7%	7%	6%	8%
Google News	7%	5%	8%	8%
Yahoo News	7%	5%	7%	7%
Fox News	2%	2%	1%	2%
Breitbart	42%	39%	40%	47%
Daily Kos	58%	53%	57%	64%
Drudge Report	40%	40%	36%	44%

7. Thinking about the news media industry in general and not one specific publication or company, how much trust do you have in the industry?

	Total N=2,887	Democrat N= 1,072	Republican N= 905	Independent N=817
Completely trust	11%	15%	12%	5%
Somewhat trust	46%	63%	31%	43%
Somewhat distrust	29%	19%	34%	36%
Completely distrust	14%	4%	23%	16%

8. You indicated that Facebook is not a news source for you. Why don't you use Facebook as a news source? Please select all that apply.

	Total N= 1,377	Democrat N=506	Republican N=440	Independent N=387
I mostly use Facebook to keep up with friends and family	41%	43%	42%	40%
I prefer other news sources	33%	35%	33%	31%
I don't trust news on Facebook	30%	27%	32%	31%
I do not use Facebook	22%	18%	22%	25%

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I rarely use Facebook	16%	17%	17%	15%
Other	2%	2%	1%	1%

9. Thinking about the content you see on Facebook, which of the following types of posts do you consider news? Please select all that apply.

	Total N=1,965	Democrat N= 764	Republican N=598	Independent N=546
Content from traditional news sources (i.e. CNN, New York Times, etc.) shared on their pages	70%	77%	61%	69%
Content from traditional news sources shared by a Facebook friend	51%	53%	50%	50%
Content from non-traditional news sources (i.e BuzzFeed, VICE, Occupy Democrats, Breitbart etc.) shared on their pages	31%	32%	25%	34%
Status updates from my Facebook friends	26%	26%	29%	23%
Content from non-traditional news sources shared by a Facebook friend	24%	22%	25%	23%
Pictures from my Facebook friends	21%	20%	26%	19%
Other	3%	2%	3%	3%

10. Overall, how much of the news you see on Facebook do you trust?

	Total N=1,965	Democrat N= 764	Republican N=598	Independent N=546
A great deal	14%	16%	19%	7%
A fair amount	30%	35%	25%	31%
Only a little	48%	42%	49%	53%
Not at all	6%	4%	6%	7%
Don't know	2%	3%	1%	2%

11. You indicated that you don't trust news on Facebook. Why don't you trust the news you see on Facebook? Please select all that apply.

	Total N= 1,060	Democrat N=356	Republican N=328	Independent N=330

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## Press Release – continued –

Anyone can post content that looks like news on Facebook	66%	68%	64%	66%
I don't trust news on social media in general	44%	43%	46%	46%
Facebook doesn't do a good job of removing fake news	42%	45%	42%	41%
I don't trust online news in general	18%	12%	21%	23%
Facebook censors some news	16%	8%	20%	18%
The news I see is selected by an algorithm or program	15%	12%	14%	19%
Facebook does not have human editors	11%	13%	9%	11%
Other	3%	2%	3%	3%

12. When consuming news on Facebook, how much do you trust each of the following?

a. Facebook

	Total N=1,965	Democrat N= 764	Republican N=598	Independent N=546
Completely trust	14%	19%	17%	6%
Somewhat trust	47%	49%	42%	49%
Somewhat distrust	30%	24%	31%	35%
Completely distrust	5%	4%	7%	5%
Don't know	4%	4%	2%	5%

b. The news outlets I see on Facebook

	Total N=1,965	Democrat N= 764	Republican N=598	Independent N=546
Completely trust	13%	16%	14%	7%
Somewhat trust	47%	50%	42%	49%
Somewhat distrust	30%	24%	31%	35%
Completely distrust	6%	4%	8%	5%
Don't know	4%	5%	4%	4%

c. The algorithms used on Facebook

	Total N=1,965	Democrat N= 764	Republican N=598	Independent N=546
Completely trust	9%	12%	13%	3%
Somewhat trust	27%	30%	25%	27%
Somewhat distrust	35%	33%	32%	39%

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## Press Release – continued –

Completely distrust	10%	7%	12%	11%
Don't know	19%	18%	18%	20%

d. News content my friends share on Facebook

	Total N=1,965	Democrat N= 764	Republican N=598	Independent N=546
Completely trust	12%	15%	15%	7%
Somewhat trust	52%	53%	49%	54%
Somewhat distrust	28%	24%	28%	33%
Completely distrust	4%	4%	6%	3%
Don't know	3%	4%	2%	3%

13. When deciding how trustworthy news on Facebook is, how important are each of the following factors?

a. News source (i.e. who published the piece of content)

	Total N=1,965	Democrat N= 764	Republican N=598	Independent N=546
Very important	49%	51%	46%	49%
Somewhat important	34%	34%	36%	30%
Neither important nor unimportant	9%	8%	9%	11%
Not very important	4%	4%	5%	4%
Not at all important	3%	2%	2%	4%
Don't know	1%	1%	2%	1%

b. Who shared it within my Facebook network

	Total N=1,965	Democrat N= 764	Republican N=598	Independent N=546
Very important	23%	24%	25%	19%
Somewhat important	40%	40%	41%	37%
Neither important nor unimportant	19%	18%	17%	22%
Not very important	9%	9%	9%	10%
Not at all important	8%	8%	7%	10%
Don't know	1%	1%	1%	2%

c. Familiarity with news story (i.e. whether or not I have seen / heard of the story before)

	Total	Democrat	Republican	Independent
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## Press Release – continued –

	N=1,965	N= 764	N=598	N=546
Very important	23%	27%	25%	17%
Somewhat important	48%	46%	51%	47%
Neither important nor unimportant	17%	15%	15%	22%
Not very important	7%	8%	5%	8%
Not at all important	4%	4%	4%	5%
Don't know	1%	1%	1%	1%

d. Type of news content (i.e. video, editorial, etc.)

	Total N=1,965	Democrat N= 764	Republican N=598	Independent N=546
Very important	21%	24%	21%	17%
Somewhat important	40%	42%	41%	40%
Neither important nor unimportant	23%	20%	22%	26%
Not very important	8%	8%	8%	8%
Not at all important	7%	5%	6%	9%
Don't know	1%	1%	1%	1%

e. Number of comments

	Total N=1,965	Democrat N= 764	Republican N=598	Independent N=546
Very important	11%	12%	14%	7%
Somewhat important	22%	24%	25%	16%
Neither important nor unimportant	25%	23%	25%	27%
Not very important	18%	17%	16%	23%
Not at all important	23%	23%	19%	26%
Don't know	1%	1%	1%	1%

f. Number of likes

	Total N=1,965	Democrat N= 764	Republican N=598	Independent N=546
Very important	12%	13%	16%	7%
Somewhat important	16%	17%	19%	11%
Neither important nor unimportant	26%	26%	24%	29%

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## Press Release – continued –

Not very important	19%	17%	18%	22%
Not at all important	27%	27%	22%	30%
Don't know	1%	1%	1%	1%

g. Number of shares

	Total N=1,965	Democrat N= 764	Republican N=598	Independent N=546
Very important	12%	13%	14%	7%
Somewhat important	19%	20%	22%	14%
Neither important nor unimportant	26%	25%	26%	28%
Not very important	18%	17%	16%	22%
Not at all important	24%	23%	21%	27%
Don't know	2%	2%	1%	2%

h. Where it appears in my newsfeed

	Total N=1,965	Democrat N= 764	Republican N=598	Independent N=546
Very important	14%	14%	17%	11%
Somewhat important	24%	26%	24%	22%
Neither important nor unimportant	29%	27%	30%	31%
Not very important	14%	14%	13%	17%
Not at all important	16%	17%	14%	16%
Don't know	2%	2%	2%	3%

i. Whether or not I agree with the content

	Total N=1,965	Democrat N= 764	Republican N=598	Independent N=546
Very important	15%	15%	18%	12%
Somewhat important	26%	26%	30%	22%
Neither important nor unimportant	29%	29%	28%	32%
Not very important	14%	15%	12%	16%
Not at all important	14%	14%	11%	17%
Don't know	1%	2%	1%	2%

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## Press Release – continued –

j. Whether or not I like the content

	Total N=1,965	Democrat N= 764	Republican N=598	Independent N=546
Very important	15%	15%	16%	11%
Somewhat important	25%	26%	26%	23%
Neither important nor unimportant	30%	28%	31%	32%
Not very important	14%	15%	14%	15%
Not at all important	15%	15%	12%	17%
Don't know	1%	1%	1%	2%

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## Press Release – continued –

### About the Study

*These are findings from an Ipsos poll conducted March 23-28, 2017 on behalf of BuzzFeed. For the survey, a sample of roughly 3,025 adults 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 “Ampario 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 2013 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, race/ethnicity, region, and education.*

*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 2.0 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=3,025, DEFF=1.5, adjusted Confidence Interval=3.5).*

*For more information about conducting research intended for public release or Ipsos’ online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.*

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## Press Release – continued –

### About Ipsos Public Affairs

Ipsos Public Affairs is a non-partisan, objective, survey-based research practice made up of seasoned professionals. We conduct strategic research initiatives for a diverse number of American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

Ipsos has media partnerships with the most prestigious news organizations around the world. In Canada, the U.S., UK, and internationally, Ipsos Public Affairs is the media polling supplier to Reuters News, the world's leading source of intelligent information for businesses and professionals. Ipsos Public Affairs is a member of the Ipsos Group, a leading global survey-based market research company. We provide boutique-style customer service and work closely with our clients, while also undertaking global research.

### About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 89 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,782.7 million in 2016.

#### GAME CHANGERS

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At Ipsos we are passionately curious about people, markets, brands and society.  
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.  
We deliver with security, speed, simplicity and substance. We are Game Changers.

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The company is part of the SBF 120 and the Mid-60 index  
and is eligible for the Deferred Settlement Service (SRD).

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