



## Press Release

# Few Americans Trust News from Social Media Sites and Apps

### Ipsos poll on trust in news sources

**Washington, DC, June 16, 2017** – Broadcast news (52%) and Facebook (53%) continue to be top news sources for Americans, distantly followed by cable news (43%). Similar to previous waves, few trust news from social media sites and apps like Snapchat (11%), Twitter (14%) and Facebook (19%). Topping the list of sources most trusted, most Americans trust broadcast news (61%) and print newspapers (59%). For full methodology, see end of press release.

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

	Total Jan 2017	Total Feb 2017	Total May 2017	Total June 2017	Democrat (n= 350)	Republican (n= 336 )	Independent (n=211 )
Broadcast TV news	56%	54%	54%	52%	52%	57%	50%
Facebook	55%	53%	54%	53%	59%	51%	54%
Print newspapers	39%	36%	40%	39%	42%	38%	42%
Cable news	38%	40%	41%	43%	49%	42%	38%
Social media (generally)	33%	34%	37%	35%	40%	32%	33%
Newspapers' websites	33%	32%	38%	29%	34%	28%	29%
News radio	27%	27%	32%	30%	32%	31%	29%
Online-only news publications	23%	25%	24%	19%	21%	16%	22%
YouTube	25%	24%	27%	29%	33%	27%	27%
Twitter	20%	21%	24%	20%	23%	23%	15%
Talk radio	17%	21%	24%	24%	21%	31%	26%
Snapchat	12%	10%	12%	11%	14%	10%	9%
None of these	6%	5%	4%	6%	5%	3%	5%

Address: 2020 K Street NW, Suite 410  
Washington, DC 20006  
Tel: +1 202 463-7300

Contact: **Chris Jackson**  
*Vice President, U.S., Ipsos Public Affairs*  
Email: [chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)  
Tel: +1 202 420-2025



## Press Release – continued –

2. I trust the news I read/hear on...  
 a. Social Media

	Total Jan 2017	Total Feb 2017	Total May 2017	Total June 2017	Democrat (n= 350)	Republican (n= 336 )	Independent (n=211 )
All of the time	5%	5%	8%	5%	5%	6%	2%
Most of the time	10%	12%	14%	12%	17%	12%	8%
About half the time	31%	30%	31%	25%	30%	21%	23%
Rarely	28%	24%	23%	26%	21%	24%	36%
Almost never	17%	22%	17%	24%	21%	28%	24%
<i>All/Most of the time</i>	15%	17%	22%	17%	22%	18%	10%
<i>Rarely/Almost Never</i>	45%	46%	40%	50%	42%	52%	60%
Don't know	9%	7%	8%	8%	6%	9%	7%

- b. Facebook

	Total Jan 2017	Total Feb 2017	Total May 2017	Total June 2017	Democrat (n= 350)	Republican (n= 336 )	Independent (n=211 )
All of the time	7%	8%	10%	8%	7%	10%	4%
Most of the time	11%	11%	13%	11%	12%	12%	11%
About half the time	30%	31%	29%	26%	30%	22%	27%
Rarely	27%	22%	21%	24%	25%	22%	26%
Almost never	17%	21%	18%	23%	17%	25%	25%
<i>All/Most of the time</i>	18%	19%	23%	19%	19%	22%	15%
<i>Rarely/Almost Never</i>	44%	43%	39%	47%	42%	47%	51%
Don't know	8%	7%	9%	9%	8%	10%	7%

- c. Twitter

	Total Jan 2017	Total Feb 2017	Total May 2017	Total June 2017	Democrat (n= 350)	Republican (n= 336 )	Independent (n=211 )
All of the time	5%	7%	8%	6%	5%	10%	3%
Most of the time	10%	11%	10%	8%	12%	7%	7%
About half the time	17%	17%	19%	15%	18%	14%	14%
Rarely	22%	19%	18%	17%	15%	16%	22%
Almost never	22%	26%	23%	29%	26%	26%	34%
<i>All/Most of the time</i>	15%	18%	18%	14%	17%	17%	10%
<i>Rarely/Almost Never</i>	44%	45%	41%	46%	41%	42%	56%
Don't know	24%	21%	21%	24%	24%	27%	20%

Address: 2020 K Street NW, Suite 410  
 Washington, DC 20006  
 Tel: +1 202 463-7300

Contact: **Chris Jackson**  
 Vice President, U.S., Ipsos Public Affairs  
 Email: [chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)  
 Tel: +1 202 420-2025



## Press Release – continued –

### d. Snapchat

	Total Jan 2017	Total Feb 2017	Total May 2017	Total June 2017	Democrat (n= 350)	Republican (n= 336 )	Independent (n=211 )
All of the time	3%	5%	6%	4%	5%	5%	1%
Most of the time	7%	5%	6%	7%	8%	9%	4%
About half the time	11%	11%	10%	7%	10%	5%	7%
Rarely	20%	19%	18%	18%	15%	15%	24%
Almost never	28%	29%	28%	32%	30%	31%	38%
<i>All/Most of the time</i>	<i>10%</i>	<i>10%</i>	<i>12%</i>	<i>11%</i>	<i>13%</i>	<i>14%</i>	<i>5%</i>
<i>Rarely/Almost Never</i>	<i>48%</i>	<i>48%</i>	<i>46%</i>	<i>50%</i>	<i>45%</i>	<i>46%</i>	<i>62%</i>
Don't know	31%	31%	32%	32%	33%	35%	27%

### e. YouTube

	Total Jan 2017	Total Feb 2017	Total May 2017	Total June 2017	Democrat (n= 350)	Republican (n= 336 )	Independent (n=211 )
All of the time	8%	6%	8%	6%	6%	9%	5%
Most of the time	10%	13%	12%	12%	14%	13%	8%
About half the time	25%	22%	23%	21%	23%	20%	21%
Rarely	25%	23%	26%	25%	25%	20%	28%
Almost never	15%	22%	17%	19%	16%	20%	24%
<i>All/Most of the time</i>	<i>18%</i>	<i>19%</i>	<i>20%</i>	<i>18%</i>	<i>20%</i>	<i>22%</i>	<i>13%</i>
<i>Rarely/Almost Never</i>	<i>40%</i>	<i>45%</i>	<i>43%</i>	<i>44%</i>	<i>41%</i>	<i>40%</i>	<i>52%</i>
Don't know	18%	14%	14%	16%	16%	18%	14%

### f. Online-only news publications

	Total Jan 2017	Total Feb 2017	Total May 2017	Total June 2017	Democrat (n= 350)	Republican (n= 336 )	Independent (n=211 )
All of the time	6%	7%	7%	7%	6%	8%	6%
Most of the time	29%	26%	31%	23%	32%	20%	18%
About half the time	33%	35%	32%	32%	31%	33%	35%
Rarely	14%	14%	14%	16%	11%	18%	21%
Almost never	7%	9%	7%	10%	10%	9%	10%
<i>All/Most of the time</i>	<i>35%</i>	<i>33%</i>	<i>38%</i>	<i>30%</i>	<i>38%</i>	<i>28%</i>	<i>24%</i>
<i>Rarely/Almost Never</i>	<i>21%</i>	<i>23%</i>	<i>21%</i>	<i>26%</i>	<i>21%</i>	<i>27%</i>	<i>31%</i>
Don't know	10%	9%	8%	11%	9%	12%	11%

Address: 2020 K Street NW, Suite 410  
Washington, DC 20006  
Tel: +1 202 463-7300

Contact: **Chris Jackson**  
Vice President, U.S., Ipsos Public Affairs  
Email: [chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)  
Tel: +1 202 420-2025



## Press Release – continued –

### g. Newspapers' websites

	Total Jan 2017	Total Feb 2017	Total May 2017	Total June 2017	Democrat (n= 350)	Republican (n= 336 )	Independent (n=211 )
All of the time	12%	12%	12%	12%	14%	13%	7%
Most of the time	41%	41%	46%	41%	50%	36%	43%
About half the time	24%	27%	23%	23%	20%	23%	22%
Rarely	10%	9%	8%	10%	6%	12%	12%
Almost never	6%	6%	5%	6%	4%	7%	8%
<i>All/Most of the time</i>	53%	53%	58%	53%	64%	49%	50%
<i>Rarely/Almost Never</i>	16%	15%	13%	16%	10%	19%	20%
Don't know	7%	5%	7%	8%	6%	8%	8%

### h. Cable news

	Total Jan 2017	Total Feb 2017	Total May 2017	Total June 2017	Democrat (n= 350)	Republican (n= 336 )	Independent (n=211 )
All of the time	12%	12%	13%	11%	15%	11%	6%
Most of the time	38%	40%	43%	39%	47%	35%	34%
About half the time	27%	28%	26%	28%	23%	27%	35%
Rarely	10%	9%	9%	9%	6%	12%	8%
Almost never	6%	7%	5%	7%	5%	7%	11%
<i>All/Most of the time</i>	50%	52%	56%	50%	62%	46%	40%
<i>Rarely/Almost Never</i>	16%	16%	14%	16%	11%	19%	19%
Don't know	7%	4%	4%	6%	4%	7%	6%

### i. Broadcast TV news

	Total Jan 2017	Total Feb 2017	Total May 2017	Total June 2017	Democrat (n= 350)	Republican (n= 336 )	Independent (n=211 )
All of the time	15%	17%	17%	15%	19%	13%	10%
Most of the time	44%	43%	47%	46%	57%	40%	40%
About half the time	28%	24%	21%	23%	14%	30%	28%
Rarely	7%	8%	8%	8%	4%	11%	11%
Almost never	4%	6%	4%	4%	3%	4%	6%
<i>All/Most of the time</i>	59%	60%	64%	61%	76%	53%	50%
<i>Rarely/Almost Never</i>	11%	14%	12%	12%	7%	15%	17%
Don't know	2%	2%	3%	4%	4%	2%	4%

Address: 2020 K Street NW, Suite 410  
Washington, DC 20006  
Tel: +1 202 463-7300

Contact: **Chris Jackson**  
Vice President, U.S., Ipsos Public Affairs  
Email: [chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)  
Tel: +1 202 420-2025



## Press Release – continued –

### j. Print newspapers

	Total Jan 2017	Total Feb 2017	Total May 2017	Total June 2017	Democrat (n= 350)	Republican (n= 336 )	Independent (n=211 )
All of the time	14%	14%	17%	14%	19%	13%	9%
Most of the time	45%	43%	48%	45%	52%	38%	47%
About half the time	24%	24%	19%	24%	20%	27%	25%
Rarely	8%	10%	8%	9%	5%	10%	12%
Almost never	6%	7%	4%	4%	1%	8%	5%
<i>All/Most of the time</i>	<i>59%</i>	<i>57%</i>	<i>65%</i>	<i>59%</i>	<i>71%</i>	<i>51%</i>	<i>56%</i>
<i>Rarely/Almost Never</i>	<i>14%</i>	<i>17%</i>	<i>12%</i>	<i>13%</i>	<i>6%</i>	<i>18%</i>	<i>17%</i>
Don't know	4%	2%	3%	4%	3%	5%	3%

### k. News radio

	Total Jan 2017	Total Feb 2017	Total May 2017	Total June 2017	Democrat (n= 350)	Republican (n= 336 )	Independent (n=211 )
All of the time	8%	10%	10%	10%	12%	10%	5%
Most of the time	42%	39%	45%	39%	44%	40%	34%
About half the time	26%	27%	25%	27%	22%	29%	32%
Rarely	10%	12%	8%	10%	9%	8%	14%
Almost never	8%	7%	5%	6%	5%	5%	7%
<i>All/Most of the time</i>	<i>50%</i>	<i>49%</i>	<i>55%</i>	<i>49%</i>	<i>56%</i>	<i>50%</i>	<i>39%</i>
<i>Rarely/Almost Never</i>	<i>18%</i>	<i>19%</i>	<i>13%</i>	<i>16%</i>	<i>14%</i>	<i>13%</i>	<i>21%</i>
Don't know	7%	6%	7%	9%	8%	9%	7%

### l. Talk radio

	Total Jan 2017	Total Feb 2017	Total May 2017	Total June 2017	Democrat (n= 350)	Republican (n= 336 )	Independent (n=211 )
All of the time	5%	6%	7%	6%	6%	8%	2%
Most of the time	30%	29%	33%	30%	32%	32%	30%
About half the time	33%	32%	29%	30%	27%	33%	27%
Rarely	14%	16%	15%	16%	17%	12%	21%
Almost never	10%	11%	8%	10%	11%	7%	14%
<i>All/Most of the time</i>	<i>35%</i>	<i>35%</i>	<i>40%</i>	<i>36%</i>	<i>38%</i>	<i>40%</i>	<i>32%</i>
<i>Rarely/Almost Never</i>	<i>24%</i>	<i>27%</i>	<i>23%</i>	<i>26%</i>	<i>28%</i>	<i>19%</i>	<i>35%</i>
Don't know	9%	7%	8%	8%	7%	9%	6%

Address: 2020 K Street NW, Suite 410  
Washington, DC 20006  
Tel: +1 202 463-7300

Contact: **Chris Jackson**  
Vice President, U.S., Ipsos Public Affairs  
Email: [chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)  
Tel: +1 202 420-2025



## Press Release – continued –

3. With which political party do you most identify?

	<b>Total</b> June 2017
Strong Democrat	17%
Moderate Democrat	13%
Lean Democrat	7%
Lean Republican	7%
Moderate Republican	14%
Strong Republican	11%
Independent	20%
Other	2%
Don't know / Refuse	9%

Address: 2020 K Street NW, Suite 410  
Washington, DC 20006  
Tel: +1 202 463-7300

Contact: **Chris Jackson**  
*Vice President, U.S., Ipsos Public Affairs*  
Email: [chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)  
Tel: +1 202 420-2025



## Press Release – continued –

### About the Study

*These are findings from Wave 4 of an Ipsos poll conducted June 15-16, 2017. For the survey, a sample of roughly 1,005 adults age 18+ from the continental U.S., Alaska and Hawaii was interviewed online in English. The sample includes 350 Democrats, 336 Republicans, and 211 Independents. Wave 1 of this poll was conducted January 12-13, 2017 and Wave 2 of this poll was conducted February 23-24, 2017 and Wave 3 of this poll was conducted May 4-5, 2017.*

*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 3.5 percentage points for all respondents. 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 ( $n=1,005$ ,  $DEFF=1.5$ , adjusted Confidence Interval=5).*

*The poll also has a credibility interval of plus or minus 6.0 percentage points for Democrats, plus or minus 6.1 percentage points for Republicans, and plus or minus 7.7 percentage points for Independents. Wave 1 of this poll has a credibility interval of plus or minus 3.5 percentage points. Wave 2 of this poll has a credibility interval of plus or minus 3.5 percentage points.*

*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.*

#### **For more information on this news release, please contact:**

Chris Jackson  
Vice President, U.S.  
Ipsos Public Affairs  
+1 202 420-2025  
[chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)

Address: 2020 K Street NW, Suite 410  
Washington, DC 20006  
Tel: +1 202 463-7300

Contact: **Chris Jackson**  
Vice President, U.S., Ipsos Public Affairs  
Email: [chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)  
Tel: +1 202 420-2025



## 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

« Game Changers » is the Ipsos signature.

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.

Ipsos is listed on Eurolist – NYSE-Euronext.  
The company is part of the SBF 120 and the Mid-60 index  
and is eligible for the Deferred Settlement Service (SRD).

*ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP*  
[www.ipsos.com](http://www.ipsos.com)

Address: 2020 K Street NW, Suite 410  
Washington, DC 20006  
Tel: +1 202 463-7300

Contact: **Chris Jackson**  
*Vice President, U.S., Ipsos Public Affairs*  
Email: [chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)  
Tel: +1 202 420-2025