



# No Change in Trust in Facebook and Twitter Despite Government Investigations into Fake News

## Ipsos poll on trust in news sources

Washington, DC, September 28, 2017 – In the sixth wave of the Ipsos poll on trust in news sources, broadcast news again tops the list of top news source. Among various media outlets, print newspapers are the most trusted (60%), closely followed by broadcast TV news (59%) and newspapers’ websites (55%). Despite recent comments from both companies about fake news, trust in Facebook and Twitter hasn’t seen significant change since this poll began in January 2017. Trust in Facebook has fallen only 3 percentage points in the last nine months, now at 41% from 44% in January. Similarly, trust in Twitter has fallen only 1 point from 44% in January to 43% in the most recent September wave. However, trust in social media generally has seen a 5-percentage point bump since January, now at 20% up from 15% in January.

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

	Total Jan.	Total Feb.	Total May	Total June	Total Aug.	Total Sept.	Democrat (N = 341)	Republican (N = 359)	Independent (N = 215)
Broadcast TV news	56%	54%	54%	52%	53%	55%	58%	55%	56%
Facebook	55%	53%	54%	53%	48%	50%	51%	52%	45%
Print newspapers	39%	36%	40%	39%	35%	37%	40%	35%	43%
Cable news	38%	40%	41%	43%	36%	38%	40%	38%	36%
Social media (generally)	33%	34%	37%	35%	35%	35%	39%	32%	32%
Newspapers’ websites	33%	32%	38%	29%	30%	31%	34%	33%	30%
News radio	27%	27%	32%	30%	26%	28%	25%	33%	32%
Online-only news publications	23%	25%	24%	19%	21%	21%	22%	21%	23%
YouTube	25%	24%	27%	29%	23%	25%	25%	26%	24%
Twitter	20%	21%	24%	20%	19%	18%	22%	20%	10%
Talk radio	17%	21%	24%	24%	20%	23%	20%	28%	23%
Snapchat	12%	10%	12%	11%	10%	13%	16%	13%	10%
None of these	6%	5%	4%	6%	7%	4%	3%	4%	4%

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## Press Release – continued –

### 2. I trust the news I read/hear on...

#### a. Social Media

	Total Jan.	Total Feb.	Total May	Total June	Total Aug.	Total Sept.	Democrat (N = 341)	Republican (N = 359)	Independent (N = 215)
All of the time	5%	5%	8%	5%	7%	5%	5%	9%	*
Most of the time	10%	12%	14%	12%	13%	15%	17%	18%	8%
About half the time	31%	30%	31%	25%	29%	30%	37%	25%	29%
Rarely	28%	24%	23%	26%	25%	23%	17%	21%	34%
Almost never	17%	22%	17%	24%	19%	18%	16%	20%	21%
<i>All/Most of the time</i>	15%	17%	22%	17%	20%	20%	22%	27%	8%
<i>Rarely/Almost Never</i>	45%	46%	40%	50%	44%	41%	33%	41%	55%
Don't know	9%	7%	8%	8%	7%	8%	7%	7%	8%

#### b. Facebook

	Total Jan.	Total Feb.	Total May	Total June	Total Aug.	Total Sept.	Democrat (N = 341)	Republican (N = 359)	Independent (N = 215)
All of the time	7%	8%	10%	8%	7%	9%	9%	13%	3%
Most of the time	11%	11%	13%	11%	13%	11%	14%	12%	7%
About half the time	30%	31%	29%	26%	30%	30%	31%	28%	29%
Rarely	27%	22%	21%	24%	23%	23%	22%	21%	27%
Almost never	17%	21%	18%	23%	19%	18%	16%	19%	22%
<i>All/Most of the time</i>	18%	19%	23%	19%	20%	20%	23%	25%	10%
<i>Rarely/Almost Never</i>	44%	43%	39%	47%	42%	41%	38%	40%	49%
Don't know	8%	7%	9%	9%	8%	9%	8%	7%	11%

#### c. Twitter

	Total Jan.	Total Feb.	Total May	Total June	Total Aug.	Total Sept.	Democrat (N = 341)	Republican (N = 359)	Independent (N = 215)
All of the time	5%	7%	8%	6%	5%	7%	9%	9%	*
Most of the time	10%	11%	10%	8%	11%	11%	11%	13%	10%
About half the time	17%	17%	19%	15%	16%	17%	19%	19%	10%
Rarely	22%	19%	18%	17%	20%	18%	19%	13%	25%
Almost never	22%	26%	23%	29%	23%	25%	19%	28%	29%
<i>All/Most of the time</i>	15%	18%	18%	14%	16%	18%	20%	22%	10%
<i>Rarely/Almost Never</i>	44%	45%	41%	46%	43%	43%	38%	41%	54%
Don't know	24%	21%	21%	24%	24%	23%	23%	18%	25%

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### d. Snapchat

	Total Jan.	Total Feb.	Total May	Total June	Total Aug.	Total Sept.	Democrat (N = 341)	Republican (N = 359)	Independent (N = 215)
All of the time	3%	5%	6%	4%	4%	6%	7%	7%	1%
Most of the time	7%	5%	6%	7%	8%	8%	8%	9%	6%
About half the time	11%	11%	10%	7%	9%	10%	12%	11%	7%
Rarely	20%	19%	18%	18%	20%	15%	15%	16%	14%
Almost never	28%	29%	28%	32%	26%	29%	27%	29%	34%
<i>All/Most of the time</i>	10%	10%	12%	11%	12%	14%	15%	16%	7%
<i>Rarely/Almost Never</i>	48%	48%	46%	50%	46%	44%	42%	45%	48%
Don't know	31%	31%	32%	32%	33%	32%	32%	27%	38%

### e. YouTube

	Total Jan.	Total Feb.	Total May	Total June	Total Aug.	Total Sept.	Democrat (N = 341)	Republican (N = 359)	Independent (N = 215)
All of the time	8%	6%	8%	6%	7%	10%	12%	12%	6%
Most of the time	10%	13%	12%	12%	13%	11%	9%	15%	7%
About half the time	25%	22%	23%	21%	20%	22%	25%	18%	21%
Rarely	25%	23%	26%	25%	23%	21%	21%	19%	27%
Almost never	15%	22%	17%	19%	19%	18%	16%	21%	20%
<i>All/Most of the time</i>	18%	19%	20%	18%	20%	21%	21%	27%	13%
<i>Rarely/Almost Never</i>	40%	45%	43%	44%	42%	39%	37%	40%	47%
Don't know	18%	14%	14%	16%	18%	18%	17%	16%	20%

### f. Online-only news publications

	Total Jan.	Total Feb.	Total May	Total June	Total Aug.	Total Sept.	Democrat (N = 341)	Republican (N = 359)	Independent (N = 215)
All of the time	6%	7%	7%	7%	6%	7%	8%	9%	3%
Most of the time	29%	26%	31%	23%	32%	29%	35%	26%	27%
About half the time	33%	35%	32%	32%	31%	33%	30%	35%	34%
Rarely	14%	14%	14%	16%	13%	14%	10%	16%	15%
Almost never	7%	9%	7%	10%	9%	9%	7%	8%	11%
<i>All/Most of the time</i>	35%	33%	38%	30%	38%	36%	43%	35%	30%
<i>Rarely/Almost Never</i>	21%	23%	21%	26%	22%	23%	17%	24%	26%
Don't know	10%	9%	8%	11%	9%	8%	10%	6%	10%

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### g. Newspapers' websites

	Total Jan.	Total Feb.	Total May	Total June	Total Aug.	Total Sept.	Democrat (N = 341)	Republican (N = 359)	Independent (N = 215)
All of the time	12%	12%	12%	12%	13%	14%	18%	13%	8%
Most of the time	41%	41%	46%	41%	43%	41%	51%	31%	43%
About half the time	24%	27%	23%	23%	22%	22%	11%	31%	26%
Rarely	10%	9%	8%	10%	7%	9%	8%	12%	7%
Almost never	6%	6%	5%	6%	7%	7%	6%	8%	7%
<i>All/Most of the time</i>	53%	53%	58%	53%	56%	55%	69%	44%	51%
<i>Rarely/Almost Never</i>	16%	15%	13%	16%	14%	16%	14%	20%	14%
Don't know	7%	5%	7%	8%	7%	7%	6%	5%	9%

### h. Cable news

	Total Jan.	Total Feb.	Total May	Total June	Total Aug.	Total Sept.	Democrat (N = 341)	Republican (N = 359)	Independent (N = 215)
All of the time	12%	12%	13%	11%	12%	14%	18%	14%	5%
Most of the time	38%	40%	43%	39%	42%	37%	45%	35%	32%
About half the time	27%	28%	26%	28%	27%	28%	22%	29%	37%
Rarely	10%	9%	9%	9%	9%	9%	6%	12%	10%
Almost never	6%	7%	5%	7%	5%	6%	3%	6%	6%
<i>All/Most of the time</i>	50%	52%	56%	50%	54%	51%	63%	49%	37%
<i>Rarely/Almost Never</i>	16%	16%	14%	16%	14%	15%	9%	18%	16%
Don't know	7%	4%	4%	6%	4%	6%	5%	4%	9%

### i. Broadcast TV news

	Total Jan.	Total Feb.	Total May	Total June	Total Aug.	Total Sept.	Democrat (N = 341)	Republican (N = 359)	Independent (N = 215)
All of the time	15%	17%	17%	15%	16%	18%	27%	15%	11%
Most of the time	44%	43%	47%	46%	45%	41%	47%	36%	39%
About half the time	28%	24%	21%	23%	25%	24%	17%	28%	34%
Rarely	7%	8%	8%	8%	8%	8%	3%	14%	8%
Almost never	4%	6%	4%	4%	4%	5%	5%	6%	3%
<i>All/Most of the time</i>	59%	60%	64%	61%	61%	59%	74%	51%	50%
<i>Rarely/Almost Never</i>	11%	14%	12%	12%	12%	13%	8%	20%	11%
Don't know	2%	2%	3%	4%	2%	3%	1%	1%	4%

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### j. Print newspapers

	Total	Total	Total	Total	Total	Total	Democrat	Republican	Independent
	Jan.	Feb.	May	June	Aug.	Sept.	(N = 341)	(N = 359)	(N = 215)
All of the time	14%	14%	17%	14%	15%	17%	23%	15%	9%
Most of the time	45%	43%	48%	45%	49%	43%	50%	34%	45%
About half the time	24%	24%	19%	24%	21%	22%	17%	26%	27%
Rarely	8%	10%	8%	9%	5%	8%	4%	14%	7%
Almost never	6%	7%	4%	4%	5%	6%	4%	8%	5%
<i>All/Most of the time</i>	<i>59%</i>	<i>57%</i>	<i>65%</i>	<i>59%</i>	<i>64%</i>	<i>60%</i>	<i>73%</i>	<i>49%</i>	<i>54%</i>
<i>Rarely/Almost Never</i>	<i>14%</i>	<i>17%</i>	<i>12%</i>	<i>13%</i>	<i>10%</i>	<i>14%</i>	<i>8%</i>	<i>22%</i>	<i>12%</i>
Don't know	4%	2%	3%	4%	4%	4%	3%	3%	6%

### k. News radio

	Total	Total	Total	Total	Total	Total	Democrat	Republican	Independent
	Jan.	Feb.	May	June	Aug.	Sept.	(N = 341)	(N = 359)	(N = 215)
All of the time	8%	10%	10%	10%	9%	15%	19%	16%	6%
Most of the time	42%	39%	45%	39%	42%	37%	38%	36%	37%
About half the time	26%	27%	25%	27%	26%	24%	22%	25%	29%
Rarely	10%	12%	8%	10%	8%	9%	8%	10%	10%
Almost never	8%	7%	5%	6%	6%	7%	5%	7%	7%
<i>All/Most of the time</i>	<i>50%</i>	<i>49%</i>	<i>55%</i>	<i>49%</i>	<i>51%</i>	<i>52%</i>	<i>57%</i>	<i>52%</i>	<i>43%</i>
<i>Rarely/Almost Never</i>	<i>18%</i>	<i>19%</i>	<i>13%</i>	<i>16%</i>	<i>14%</i>	<i>16%</i>	<i>13%</i>	<i>17%</i>	<i>17%</i>
Don't know	7%	6%	7%	9%	8%	9%	8%	6%	11%

### l. Talk radio

	Total	Total	Total	Total	Total	Total	Democrat	Republican	Independent
	Jan.	Feb.	May	June	Aug.	Sept.	(N = 341)	(N = 359)	(N = 215)
All of the time	5%	6%	7%	6%	6%	10%	12%	12%	3%
Most of the time	30%	29%	33%	30%	32%	28%	30%	32%	23%
About half the time	33%	32%	29%	30%	30%	27%	26%	27%	31%
Rarely	14%	16%	15%	16%	13%	15%	13%	15%	20%
Almost never	10%	11%	8%	10%	9%	9%	11%	8%	9%
<i>All/Most of the time</i>	<i>35%</i>	<i>35%</i>	<i>40%</i>	<i>36%</i>	<i>38%</i>	<i>38%</i>	<i>42%</i>	<i>44%</i>	<i>26%</i>
<i>Rarely/Almost Never</i>	<i>24%</i>	<i>27%</i>	<i>23%</i>	<i>26%</i>	<i>22%</i>	<i>24%</i>	<i>24%</i>	<i>23%</i>	<i>29%</i>
Don't know	9%	7%	8%	8%	10%	10%	8%	6%	14%

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3. With which political party do you most identify?

	<b>Total</b> September 2017
Strong Democrat	16%
Moderate Democrat	14%
Lean Democrat	6%
Lean Republican	8%
Moderate Republican	14%
Strong Republican	12%
Independent	21%
Other	2%
Don't know / Refuse	7%

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## Press Release – continued –

### About the Study

*These are findings from Wave 6 of an Ipsos poll conducted September 27-28, 2017. For the survey, a sample of roughly 1,009 adults age 18+ from the continental U.S., Alaska and Hawaii was interviewed online in English. The sample includes 341 Democrats, 359 Republicans, and 215 Independents. Wave 1 of this poll was conducted January 12-13, 2017 and Wave 2 of this poll was conducted February 23-24, 2017, Wave 3 of this poll was conducted May 4-5, 2017, Wave 4 of the poll was conducted June 15-16, 2017 and Wave 5 of the poll was conducted August 10-11, 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 ( $n=1,009$ ,  $DEFF=1.5$ , adjusted Confidence Interval=5).*

*The poll also has a credibility interval of plus or minus 6.1 percentage points for Democrats, plus or minus 5.9 percentage points for Republicans, and plus or minus 7.6 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. Wave 3 of this poll has a credibility interval of plus or minus 3.5 percentage points. Wave 4 of this poll has a credibility interval of plus or minus 3.5 percentage points. Wave 5 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.*

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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

« 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*  
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