



IPSOS POLL DATA  
Prepared by Ipsos Public Affairs

**IPSOS PUBLIC AFFAIRS: BuzzFeed Fake News  
12-01-2016**

*These are findings from an Ipsos poll conducted November 28-December 1, 2016. For the survey, a sample of roughly 3,015 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 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 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=3,015, DEFF=1.5, adjusted Confidence Interval=3.5).*

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

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1. Generally speaking, do you usually think of yourself as a Democrat, Republican, or Independent? (N=3015)

Democrat	39%
Republican	29%
Independent	28%
Other	3%

2. Would you call yourself a strong Democrat or a not very strong Democrat? (N=1104)

Strong Democrat	61%
Not very strong Democrat	39%

3. Would you call yourself a strong Republican or a not very strong Republican? (N=941)

Strong Republican	59%
Not very strong Republican	41%



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4. Do you think of yourself as closer to the Democratic Party or the Republican Party? (N=970)

Democratic Party	25%
Republican Party	21%
Neither	54%

5. 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 (N=3015)

I did not vote in the election this November	14%
I thought about voting in the November election, but didn't	5%
I usually vote, but didn't vote in the November election	3%
I am sure I voted in the November election	78%

6. Who did you vote for in the 2016 Presidential election? (N=2371)

Hillary Clinton	50%
Donald Trump	41%
Gary Johnson	4%
Jill Stein	2%
Other	4%

7. Have you seen or heard about the following story in the past few weeks?  
a. Pope Francis Shocks World, Endorses Donald Trump for President, Releases Statement; (N=1809)

Yes	19%
No	69%
Unsure	11%

b. Donald Trump Sent His Own Plane to Transport 200 Stranded Marines; (N=1809)

Yes	14%
No	75%
Unsure	11%



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c. FBI Agent Suspected in Hillary Email Leaks Found Dead in Apparent Murder – Suicide; (N=1809)

Yes	22%
No	70%
Unsure	8%

d. Donald Trump Protester Speaks Out: "I Was Paid \$3,500 to Protest Trump's Rally"; (N=1809)

Yes	19%
No	69%
Unsure	12%

e. FBI Director Comey Just Put a Trump Sign On His Front Lawn; (N=1809)

Yes	10%
No	79%
Unsure	11%

f. Melania Trump's Girl-on-Girl Photos From Racy Shoot Revealed; (N=1509)

Yes	23%
No	69%
Unsure	8%

g. Barbara Bush: "I don't know how women can vote" for Trump; (N=1510)

Yes	25%
No	62%
Unsure	13%

h. Donald Trump Says He'd 'Absolutely' Require Muslims to Register; (N=1507)

Yes	34%
No	47%
Unsure	18%



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i. Trump: "I Will Protect Our LGBTQ Citizens"; (N=1506)

Yes	27%
No	59%
Unsure	14%

j. I Ran the C.I.A Now I'm Endorsing Hillary Clinton; (N=1506)

Yes	11%
No	77%
Unsure	12%

k. Donald Trump on Refusing Presidential Salary: "I'm not taking it"; (N=1507)

Yes	57%
No	37%
Unsure	7%

8. To the best of your knowledge, how accurate is the claim in the following headline?

a. Pope Francis Shocks World, Endorses Donald Trump for President, Releases Statement; (N=330)

Very accurate	28%
Somewhat accurate	36%
Not very accurate	12%
Not at all accurate	23%

b. Donald Trump Sent His Own Plane to Transport 200 Stranded Marines; (N=263)

Very accurate	49%
Somewhat accurate	35%
Not very accurate	9%
Not at all accurate	6%

c. FBI Agent Suspected in Hillary Email Leaks Found Dead in Apparent Murder – Suicide; (N=389)

Very accurate	30%
Somewhat accurate	42%
Not very accurate	17%
Not at all accurate	11%



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- d. Donald Trump Protester Speaks Out: “I Was Paid \$3,500 to Protest Trump’s Rally”; (N=348)

Very accurate	38%
Somewhat accurate	42%
Not very accurate	12%
Not at all accurate	9%

- e. FBI Director Comey Just Put a Trump Sign On His Front Lawn; (N=186)

Very accurate	40%
Somewhat accurate	41%
Not very accurate	13%
Not at all accurate	6%

- f. Melania Trump’s Girl-on-Girl Photos From Racy Shoot Revealed; (N=335)

Very accurate	41%
Somewhat accurate	41%
Not very accurate	13%
Not at all accurate	4%

- g. Barbara Bush: “I don’t know how women can vote” for Trump; (N=358)

Very accurate	45%
Somewhat accurate	38%
Not very accurate	12%
Not at all accurate	6%



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h. Donald Trump Says He'd 'Absolutely' Require Muslims to Register; (N=507)

Very accurate	35%
Somewhat accurate	45%
Not very accurate	15%
Not at all accurate	5%

i. Trump: "I Will Protect Our LGBTQ Citizens"; (N=402)

Very accurate	33%
Somewhat accurate	41%
Not very accurate	17%
Not at all accurate	9%

j. I Ran the C.I.A Now I'm Endorsing Hillary Clinton; (N=157)

Very accurate	43%
Somewhat accurate	47%
Not accurate (Net)	10%
Not very accurate	6%
Not at all accurate	3%

k. Donald Trump on Refusing Presidential Salary: "I'm not taking it"; (N=860)

Very accurate	44%
Somewhat accurate	45%
Not accurate (Net)	10%
Not very accurate	7%
Not at all accurate	3%



## Social Media & News Engagement

9. How frequently do you visit each of the following social media websites / apps?  
(N=3015)

i. Facebook

Multiple times a day	47%
Once a day	15%
A few times a week	10%
Once a week	4%
A few times a month	4%
Once a month	2%
Less than once a month	4%
I don't use this social media platform	16%

ii. Instagram

Multiple times a day	15%
Once a day	8%
A few times a week	7%
Once a week	3%
A few times a month	3%
Once a month	2%
Less than once a month	5%
I don't use this social media platform	57%

iii. Pinterest

Multiple times a day	7%
Once a day	7%
A few times a week	11%
Once a week	5%
A few times a month	7%
Once a month	4%
Less than once a month	10%
I don't use this social media platform	49%



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iv. Snapchat

Multiple times a day	10%
Once a day	6%
A few times a week	6%
Once a week	3%
A few times a month	2%
Once a month	2%
Less than once a month	4%
I don't use this social media platform	67%

v. Twitter

Multiple times a day	12%
Once a day	8%
A few times a week	7%
Once a week	5%
A few times a month	4%
Once a month	3%
Less than once a month	7%
I don't use this social media platform	55%

vi. YouTube

Multiple times a day	20%
Once a day	11%
A few times a week	18%
Once a week	7%
A few times a month	10%
Once a month	6%
Less than once a month	10%
I don't use this social media platform	18%





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10. How frequently do you share **news** content you find online (this could be through social media, email, text, messenger, etc.)? (N=3015)

Multiple times a day	15%
Once a day	11%
A few times a week	14%
Once a week	5%
A few times a month	10%
Once a month	3%
Less than once a month	8%
Rarely / never	34%

11. There are many sources you could turn to in order 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. (N=3015)

i. BuzzFeed

Is a major source of news for me	8%
Is a minor source of news for me	17%
Is rarely a source of news for me	19%
Is never a source of news for me	32%
I'm not familiar with this news source	25%

ii. Huffington Post

Is a major source of news for me	11%
Is a minor source of news for me	24%
Is rarely a source of news for me	22%
Is never a source of news for me	28%
I'm not familiar with this news source	15%

iii. New York Times

Is a major source of news for me	18%
Is a minor source of news for me	21%
Is rarely a source of news for me	22%
Is never a source of news for me	31%
I'm not familiar with this news source	7%



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iv. **Facebook**

Is a major source of news for me	23%
Is a minor source of news for me	27%
Is rarely a source of news for me	17%
Is never a source of news for me	27%
I'm not familiar with this news source	6%

v. **Twitter**

Is a major source of news for me	10%
Is a minor source of news for me	15%
Is rarely a source of news for me	12%
Is never a source of news for me	45%
I'm not familiar with this news source	19%

vi. **Snapchat**

Is a major source of news for me	6%
Is a minor source of news for me	7%
Is rarely a source of news for me	9%
Is never a source of news for me	50%
I'm not familiar with this news source	28%

vii. **VICE**

Is a major source of news for me	5%
Is a minor source of news for me	9%
Is rarely a source of news for me	11%
Is never a source of news for me	25%
I'm not familiar with this news source	50%

viii. **CNN**

Is a major source of news for me	27%
Is a minor source of news for me	27%
Is rarely a source of news for me	22%
Is never a source of news for me	19%
I'm not familiar with this news source	4%

ix. **Vox**

Is a major source of news for me	4%
Is a minor source of news for me	7%
Is rarely a source of news for me	9%
Is never a source of news for me	24%
I'm not familiar with this news source	55%



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x. **Business Insider**

Is a major source of news for me	7%
Is a minor source of news for me	13%
Is rarely a source of news for me	16%
Is never a source of news for me	33%
I'm not familiar with this news source	32%

xi. **Washington Post**

Is a major source of news for me	12%
Is a minor source of news for me	22%
Is rarely a source of news for me	24%
Is never a source of news for me	32%
I'm not familiar with this news source	11%

xii. **Google News**

Is a major source of news for me	17%
Is a minor source of news for me	25%
Is rarely a source of news for me	24%
Is never a source of news for me	23%
I'm not familiar with this news source	11%

xiii. **Yahoo News**

Is a major source of news for me	16%
Is a minor source of news for me	24%
Is rarely a source of news for me	23%
Is never a source of news for me	27%
I'm not familiar with this news source	10%

xiv. **Drudge Report**

Is a major source of news for me	5%
Is a minor source of news for me	9%
Is rarely a source of news for me	14%
Is never a source of news for me	30%
I'm not familiar with this news source	41%



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xv. **Fox News**

Is a major source of news for me	27%
Is a minor source of news for me	24%
Is rarely a source of news for me	20%
Is never a source of news for me	25%
I'm not familiar with this news source	4%



### How to Calculate Bayesian Credibility Intervals

The calculation of credibility intervals assumes that Y has a binomial distribution conditioned on the parameter  $\theta$ , i.e.,  $Y|\theta \sim \text{Bin}(n, \theta)$ , 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  $\theta$ . This model is often called the likelihood function, and it is a standard concept in both the Bayesian and the Classical framework. The Bayesian <sup>1</sup> 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  $\theta$  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 ( $\pi(\theta/y) \sim \beta(y+a, n-y+b)$ ), but with updated hyper-parameters.

Our credibility interval for  $\vartheta$  is based on this posterior distribution. As mentioned above, these intervals represent our belief about which are the most plausible values for  $\vartheta$  given our updated knowledge base. There are different ways to calculate these intervals based on  $\pi(\theta/y)$ . 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:

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

For this poll, the Bayesian Credibility Interval was adjusted using standard weighting design effect  $1+L=1.3$  to account for complex weighting<sup>2</sup>

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