

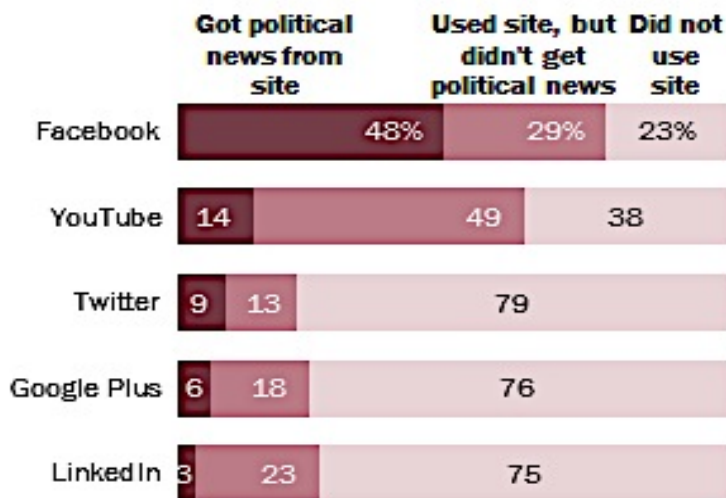
Polling News & Notes

Overlooked Recent Polling and Insights • October 23, 2014

Facebook Top Source of Political Online News: The Pew Research Journalism Project's new [report](#) on "Political Polarization and Media Habits" found more Americans with web access get their political news from Facebook over other social media sites. Of Facebook users, 48% said they got their political news from Facebook's website, while just 14% of YouTube users got their political news from YouTube's website, 9% of Twitter users got their news from Twitter, 6% of Google Plus users got their political news from Google Plus, and 3% of LinkedIn users got their political news from LinkedIn.

Facebook Has Much Broader Reach Than Other Social Media Sites

% of web users who in past week ...

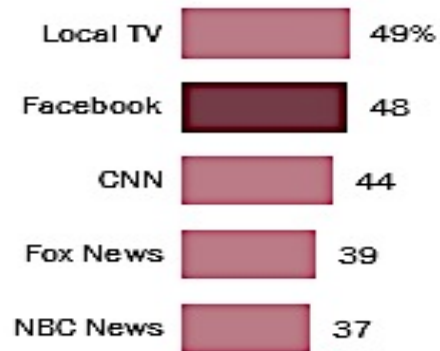


American Trends Panel (wave 1). Survey conducted March 19-April 29, 2014. Q16a-e; Q24a1-5. Based on web respondents.

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Facebook a Top Source of Political News Among Web Users

% of web users saying they got news about gov't & politics from each in past week ...



American Trends Panel (wave 1). Survey conducted March 19-April 29, 2014. Q16a-e, Q24, Q24a. Based on web respondents.

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Almost as many Americans with online access use Facebook to get their news as those who rely on their local news station. Forty-eight percent of web users said they get their news about government and politics from Facebook, one point below the 49% who said they get their news from local TV. Forty-four percent said they relied on CNN, 39% on Fox News, and 37% on NBC News.

It makes sense Facebook users find most of their political news on the site, considering their like-minded Facebook friends and the fan pages they elect to follow likely share news about political issues and candidates that interest them the most. The challenge for candidates and others looking to spread their political message will be to find out how to reach these users and inspire them to follow and get involved in their campaigns and messages as well.