



Poll Position

National Poll of 1,110 Registered Voters · Conducted 10.23.11 · Margin of Error +/- 3 percentage points*

7. When there is a major news event, do you turn to news radio stations, news websites, social media or television news networks for breaking news reporting?

	Total	Age				Race				Gender		Party		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Other	Male	Female	Republican	Democrat	Independent
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Television news networks	57.5	42.4	54.1	62.2	70.6	58.6	59.8	51.6	36.8	51.9	62.8	56.5	61.0	54.7
News websites	16.6	26.5	19.8	13.5	6.4	20.4	7.9	3.9	21.9	18.1	15.2	17.3	14.1	18.7
News radio stations	13.8	13.0	17.3	12.6	11.2	12.5	15.7	18.7	16.0	17.4	10.3	17.0	8.9	15.6
Social media	7.7	8.1	6.9	9.0	6.0	5.4	5.4	21.8	13.0	8.6	6.8	5.8	10.8	6.4
No opinion	4.4	10.0	1.8	2.6	5.8	3.2	11.3	4.0	12.2	3.9	4.9	3.4	5.2	4.7

Data for Poll Position survey research is collected using interactive voice response technology. Field work for all Poll Position surveys is conducted by Majority Opinion Research. Data are weighted by age, race, and gender. Questions of a political nature are additionally weighted by political party affiliation.

* Margin of error for demographic subgroups higher.