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# Americans' Social Media Use 2025

*Growing shares of U.S. adults say they are using Instagram, TikTok, WhatsApp and Reddit, but YouTube still rises to the top*

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## How we did this

To better understand which social media platforms Americans use, Pew Research Center surveyed 5,022 U.S. adults from Feb. 5 to June 18, 2025. SSRS conducted this National Public Opinion Reference Survey (NPORS) for the Center using address-based sampling and a multimode protocol that included web, mail and phone. This way nearly all U.S. adults have a chance of selection. The survey is weighted to be representative of the U.S. adult population by gender, race and ethnicity, education, and other categories.

Surveys fielded before 2023 were conducted via phone. For more on the mode shift in 2023, [read our Q&A](#).

Here are the [questions from this survey used for this report](#), the [topline](#) and the [methodology](#).

We also surveyed 5,123 U.S. adults from Feb. 24 to March 2, 2025, to understand how frequently Americans use four specific platforms: YouTube, Facebook, TikTok and X (formerly known as Twitter). Everyone who took part in this survey is a member of the Center's American Trends Panel (ATP), a group of people recruited through national, random sampling of residential addresses who have agreed to take surveys regularly. This kind of recruitment gives nearly all U.S. adults a chance of selection. Interviews were conducted either online or by telephone with a live interviewer. The survey is weighted to be representative of the U.S. adult population by gender, race, ethnicity, partisan affiliation, education and other factors. [Read more about the ATP's methodology](#).

Here are the [questions from this survey used for this report](#), the [topline](#) and the [methodology](#).

# Americans' Social Media Use 2025

*Growing shares of U.S. adults say they are using Instagram, TikTok, WhatsApp and Reddit, but YouTube still rises to the top*

Even as debates continue about the role of social media in our country, including on [censorship](#) and its [impact on youth](#), Americans use a range of online platforms, and many do so daily.

## Which online platforms do Americans most commonly use?

**YouTube and Facebook remain the most widely used online platforms.** The vast majority of U.S. adults (84%) say they ever use YouTube. Most Americans (71%) also report using Facebook. These findings are according to a Pew Research Center survey of 5,022 U.S. adults conducted Feb. 5-June 18, 2025.

**Half of adults say they use Instagram,** making it the only other platform in our survey used by at least 50% of Americans.

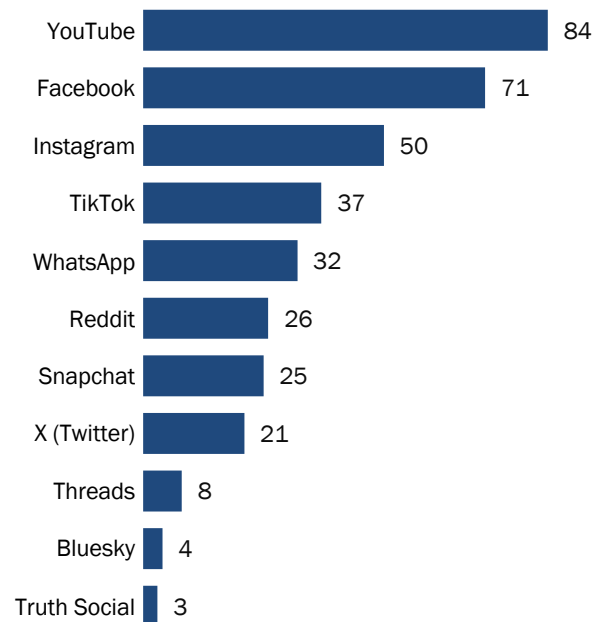
Smaller shares use the other sites and apps we asked about, such as **TikTok** (37%) and **WhatsApp** (32%). Somewhat fewer say the same of **Reddit**, **Snapchat** and **X** (formerly Twitter).

This year we also asked about three platforms that are used by about one-in-ten or fewer U.S. adults: **Threads**, **Bluesky**, and **Truth Social**.

Center studies also find that [YouTube is the most widely used online platform among U.S. teens](#), like it is among U.S. adults.

### Most U.S. adults use YouTube, Facebook; half report using Instagram

% of U.S. adults who say they *ever* use ...



Note: Those who did not give an answer are not shown. Refer to the questionnaire for full question wording.

Source: Survey of U.S. adults conducted Feb. 5-June 18, 2025. "Americans' Social Media Use 2025"

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## Changes in use of online platforms

The Center has long tracked use of many of these platforms. Over the past few years, four of them have grown in overall use among U.S. adults – TikTok, Instagram, WhatsApp and Reddit.

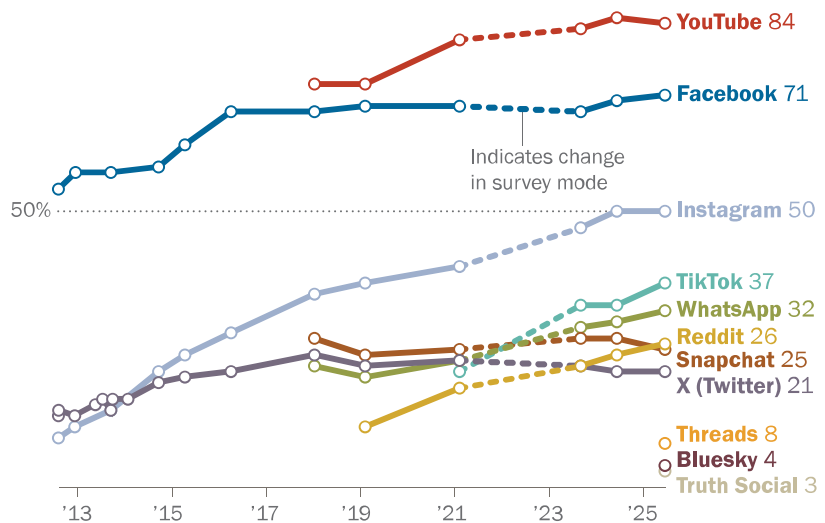
**TikTok:** 37% of U.S. adults report using the platform, which is slightly up from last year and up from 21% in 2021.

**Instagram:** Half of U.S. adults now report using it, which is on par with last year but up from 40% in 2021.

**WhatsApp and Reddit:** About a third say they use WhatsApp, up from 23% in 2021. And 26% today report using Reddit, compared with 18% four years ago.

### TikTok, Instagram, WhatsApp and Reddit have continued to gain users in recent years

% of U.S. adults who say they *ever* use the following



Note: The dotted line indicates a change in mode. Polls from 2012 to 2021 were conducted via phone. In 2023, the poll was conducted via web and mail. In 2024 and 2025, the poll was conducted via web, mail and phone. Refer to the topline for more information on how question wording varied over the years. Not all platforms were asked about in the full 2013-2025 timespan. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Feb. 5-June 18, 2025. "Americans' Social Media Use 2025"

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While YouTube and Facebook continue to sit at the top, the shares of Americans who report using them have remained relatively stable in recent years.<sup>1</sup>

<sup>1</sup> The Center has been tracking use of online platforms for many years. In 2023, we shifted from gathering responses via phone to the web and mail. In 2024 and 2025, we did so via web, mail and phone. [Mode changes can affect study results](#) in a number of ways. Therefore, when comparing current findings with our data prior to 2023, we take a cautious approach in examining how things have – or have not – changed. For more details on this shift, please [refer to our Q&A](#).

## Large age gaps in use of many platforms

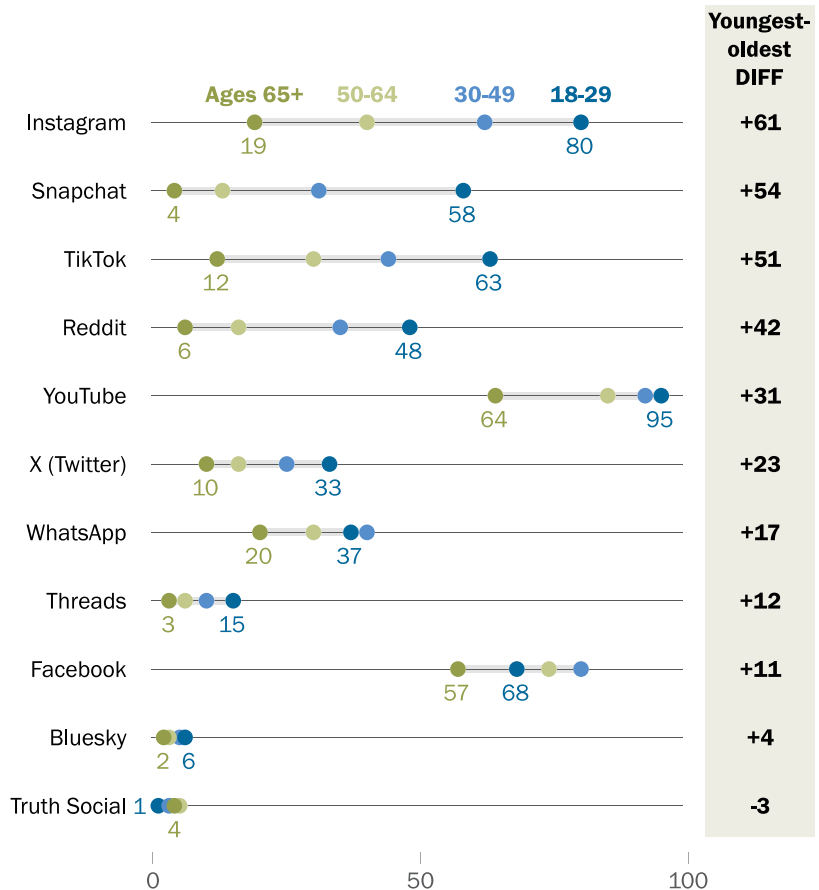
**Adults under 30 are more likely than older adults to use most of these platforms.** Consistent with [previous Center data](#), the survey finds that the youngest adults particularly stand out in their use of Instagram, Snapchat, TikTok and Reddit.

For instance, eight-in-ten adults ages 18 to 29 say they use Instagram. This is higher than the shares seen among older age groups – especially adults ages 65 and older (19%).

**YouTube and Facebook are the only sites asked about that a majority in all age groups use,** though for YouTube, the youngest adults are still the most likely to do so. This differs from Facebook, where 30- to 49-year-olds most commonly say they use it (80%).

### Adults under 30 are far more likely to use Instagram, Snapchat, TikTok and Reddit

% of U.S. adults who say they *ever* use ...



Note: All differences shown in the DIFF column are statistically significant. The DIFF values shown are based on subtracting the rounded values in the chart. Those who did not give an answer are not shown. Refer to the questionnaire for full question wording.

Source: Survey of U.S. adults conducted Feb. 5-June 18, 2025.

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## Differences by gender, race and ethnicity, education, and party

While some of the biggest demographic differences in social media use are across age groups, use also varies by other factors.

### By gender

Women stand out in their use of several platforms, including Facebook, Instagram and TikTok. For instance, more than half of women report using Instagram (55%), compared with under half of men (44%). Alternatively, men are more likely to report using platforms such as X and Reddit.

### By race and ethnicity

White adults are less likely than Black and Hispanic adults – and sometimes Asian adults – to use online platforms such as Instagram, TikTok and WhatsApp. For instance, 45% of White adults report using Instagram, compared with larger shares among Hispanic (62%), Asian (58%) and Black adults (54%).

### By education

Americans with higher levels of formal education are more likely to report using some sites and apps, including Reddit, WhatsApp and Instagram. With Reddit, for example, about four-in-ten adults with at least a college degree say they use the platform. Smaller shares of those with some college education (28%) or a high school diploma or less education (15%) say this.

By contrast, those with some college or less education are more likely to use TikTok than those with at least a college degree.

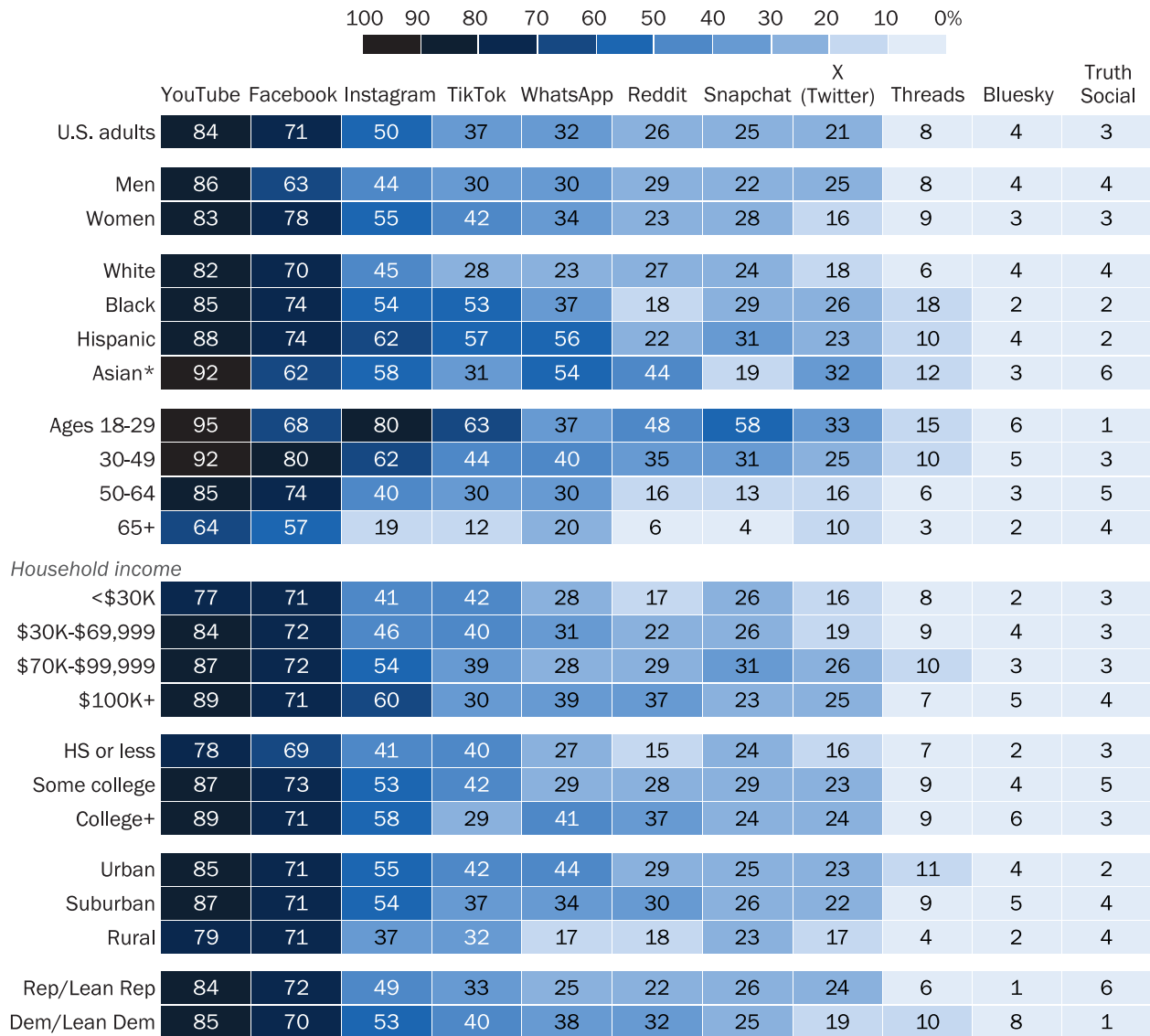
### By party

Democrats and Democratic-leaning independents are more likely than Republicans and Republican leaners to report using WhatsApp, Reddit, TikTok, Bluesky and Threads.

By comparison, Republicans are more likely to say they use X and Truth Social. For instance, 24% of Republicans now report using X, compared with 19% of Democrats. However, just two years ago Democrats were more likely to report using the platform than Republicans (26% vs. 20%).

## Use of some online platforms differs across demographic groups such as age, race and ethnicity, gender, and education groups

% of U.S. adults who say they *ever* use the following



\* Estimates for Asian adults are representative of English speakers only.

Note: Not all numerical differences between groups shown are statistically significant. Those who did not give an answer are not shown.

Refer to the questionnaire for full question wording. White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanic adults are of any race.

Source: Survey of U.S. adults conducted Feb. 5-June 18, 2025.

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## Frequency of social media use

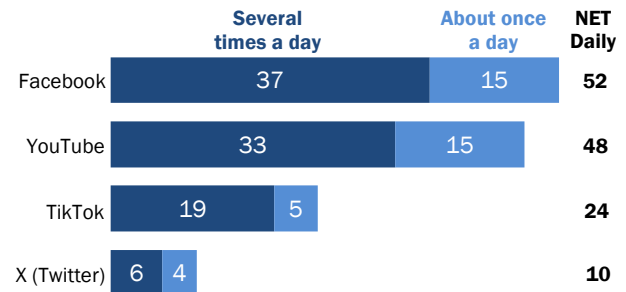
In addition to understanding if people use a particular site or app, we also asked Americans how *frequently* they do so. These questions were asked in a separate survey of 5,123 U.S. adults conducted from Feb. 24 to March 2, 2025.

**Greater shares of Americans visit Facebook and YouTube daily than other sites.** About half of U.S. adults say they visit each of these platforms at least once a day. This includes 37% who visit Facebook several times a day, and 33% who say the same of YouTube.

About a quarter (24%) say they are daily users of TikTok. Fewer (10%) report daily use of X.

### About half of U.S. adults go on Facebook and YouTube daily, 24% do so on TikTok

*% of U.S. adults who say they visit or use each of the following apps or sites ...*



Note: Those who did not give an answer or who gave other responses are not shown. Refer to the questionnaire for full question wording.

Source: Survey of U.S. adults conducted Feb. 24-March 2, 2025. "Americans' Social Media Use 2025"

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**Daily use of social media, by age**

Younger adults are far more likely than older adults to report using YouTube and TikTok daily.

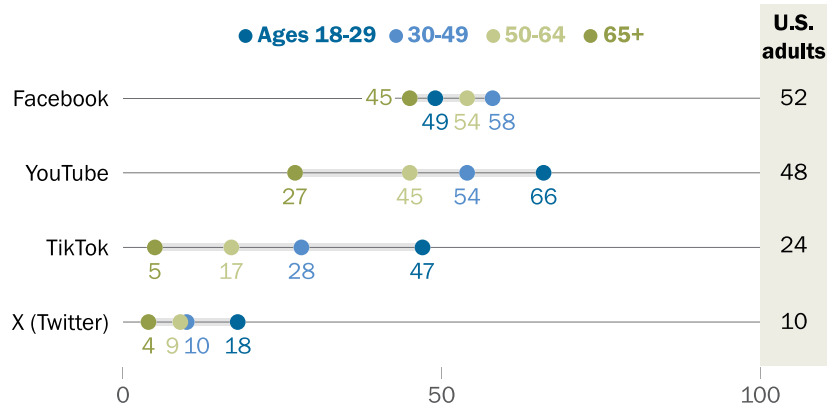
Roughly half of 18- to 29-year-olds say they go on TikTok at least once a day, compared with just 5% of adults ages 65 and older.

There is also an age gap for X, though it's more modest.

For Facebook, the two middle age groups are most likely to report going on it daily: 58% of 30- to 49-year-olds and 54% of 50- to 64-year-olds say this.

**A majority of younger adults say they use YouTube daily, and roughly half do so on TikTok**

*% of U.S. adults who say they visit or use each of the following apps or sites daily*



Note: "Daily" includes "Several times a day" and "About once a day." Those who did not give an answer or who gave other responses are not shown. Refer to the questionnaire for full question wording.

Source: Survey of U.S. adults conducted Feb. 24-March 2, 2025.

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## Appendix

### Shares of U.S. adults who use each platform daily, by demographic group

*% of U.S. adults who say they visit or use the following apps or sites **daily***

	<b>Facebook</b>	<b>YouTube</b>	<b>TikTok</b>	<b>X (Twitter)</b>
U.S. adults	52	48	24	10
Men	44	58	19	15
Women	60	39	28	6
White	54	41	19	9
Black	44	56	31	13
Hispanic	55	61	38	12
Asian*	48	70	17	10
Ages 18-29	49	66	47	18
30-49	58	54	28	10
50-64	54	45	17	9
65+	45	27	5	4
Lower income	58	53	31	10
Middle income	52	48	23	11
Upper income	45	43	14	11
HS or less	56	48	29	9
Some college	54	50	26	11
College+	47	47	16	11
Urban	49	55	28	10
Suburban	51	48	21	11
Rural	57	42	25	8
Rep/Lean Rep	56	48	23	12
Dem/Lean Dem	49	49	25	9

\* Estimates for Asian adults are representative of English speakers only.

Note: "Daily" includes "Several times a day" and "About once a day." White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanic adults are of any race. Family income tiers are based on adjusted 2023 earnings. Not all numerical differences between groups shown are statistically significant. Those who gave other responses or who did not give an answer are not shown. Refer to the questionnaire for full question wording.

Source: Survey of U.S. adults conducted Feb. 24-March 2, 2025.

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## Acknowledgments

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# 2025 National Public Opinion Reference Survey Methodology

## Summary

SSRS conducted the National Public Opinion Reference Survey (NPORS) for Pew Research Center using address-based sampling and a multimode protocol. The survey was fielded from Feb. 5, 2025, to June 18, 2025. Participants were first mailed an invitation to complete an online survey. A paper survey was later mailed to those who did not respond. Additionally, the mailings invited participants to call a toll-free number to take the survey over the phone with a live interviewer. In total, 2,349 respondents completed the survey online, 2,331 respondents completed the paper survey, and 342 respondents completed the survey over the phone (total n=5,022). The survey was administered in English and Spanish. The AAPOR Response Rate 1 was 29%.

## Sample definition

### NPORS 2025 sample design

Strata	Race/Ethnicity	% of specified race/ethnicity	Education	Total ABS population distribution %	Total sampled households distribution %
1	Black non-Hispanic	50%-74.99% Black non-Hispanic	65%+ HS or less	0.6%	2.9%
2	Black non-Hispanic	50%-74.99% Black non-Hispanic	Remaining census block groups	3.2%	4.2%
3	Black non-Hispanic	75%+ Black non-Hispanic	65%+ HS or less	0.6%	1.0%
4	Black non-Hispanic	75%+ Black non-Hispanic	Remaining census block groups	2.6%	2.6%
5	Hispanic	50%-74.99% Hispanic	65%+ HS or less	1.1%	1.9%
6	Hispanic	50%-74.99% Hispanic	Remaining census block groups	4.6%	5.7%
7	Hispanic	75%+ Hispanic	65%+ HS or less	1.4%	9.4%
8	Hispanic	75%+ Hispanic	Remaining census block groups	2.3%	6.0%
9	All other	Remaining census block groups	65%+ HS or less	4.6%	6.9%
10	All other	Remaining census block groups	Remaining census block groups	<u>78.7%</u>	<u>59.6%</u>
				<b>100%</b>	<b>100%</b>

Note: Percentages may not sum to 100% due to rounding.

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The sample was drawn from the U.S. Postal Service Computerized Delivery Sequence File and was provided by MSG (Marketing Systems Group). Occupied residential addresses (including “drop points”) in all U.S. states (including Alaska and Hawaii) and the District of Columbia had a nonzero chance of selection. The draw was a national, stratified random sample, with differential probabilities of selection across the mutually exclusive strata. SSRS designed the sample plan as shown in the table above.

### **Mailing protocol**

SSRS sent initial mailings in a 9-by-12-inch window envelope via first-class mail to the 18,800 sampled households. These packets included two \$1 bills (visible from the outside of the envelope) and a letter that asked a member of the household to complete the survey. The letter provided a URL for the online survey; a toll-free call-in number; a password to enter on the online survey’s landing page, or tell the telephone interviewers if they chose to call in; and a FAQ section printed on the reverse side. If two or more adults were in the household, the letter asked the adult with the next birthday to complete the survey. Nonresponding households were later sent a reminder postcard and then a reminder letter via first-class mail.

After the web portion of the data collection period had ended, SSRS sent nonresponding households with a deliverable address a 9-by-12-inch Priority Mail window envelope. The Priority envelope contained a letter with a FAQ section printed on the reverse side, a visible \$5 bill, a paper version of the survey and a postage-paid return envelope. The paper survey was one 11-by-17-inch page folded booklet-style. The within-household selection instructions were identical to those used in the earlier online survey request. The same households were later sent a second envelope containing another copy of the paper questionnaire by first-class mail.

The initial mailing was sent out in two separate launches: soft launch and full launch. The soft launch made up 5% of the sample and was sent out several days earlier than the full launch. The full launch consisted of the remaining sample.

Households in Hispanic-dominant census block groups received all materials in English and Spanish. All other households received materials in English only. Those who completed the survey online or returned the completed paper survey were sent a \$10 post-paid incentive.

### **Questionnaire development and testing**

Pew Research Center developed the questionnaire in consultation with SSRS. The online questionnaire was tested on both desktop and mobile devices. The test data was analyzed to ensure the logic and randomizations were working as intended before the survey was launched.

## Weighting

The survey was weighted to support reliable inference from the sample to the target population of U.S. adults. The weight was created using a multistep process that includes a base weight adjusting for differential probabilities of selection and a raking calibration that aligns the survey with the population benchmarks. The process starts with the base weight, which accounted for the probability of selection of the address from the U.S. Postal Service Computerized Delivery Sequence File frame, as well as the number of adults living in the household, and incorporated an [adaptive mode adjustment](#) for cases that responded in an offline mode.

Then the base weights are calibrated to population benchmarks using raking, or iterative proportional fitting. The raking dimensions and the source for the population parameter estimates are reported in the table below. All raking targets are based on the noninstitutionalized U.S. adult population (ages 18 and older). These weights are trimmed at the 1st and 99th percentiles to reduce the loss in precision stemming from variance in the weights.

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### Raking dimensions and source for population parameter estimates, NPORS 2025

Raking dimension <sup>^</sup>	Source
Age(5)	2023 American Community Survey
Gender(2) x Age(3)	2023 American Community Survey
Gender(2) x Education(3)	2023 American Community Survey
Age(3) x Education(3)	2023 American Community Survey
Race/ethnicity(5)*	2023 American Community Survey
Education(3) x Race/ethnicity(4)**	2023 American Community Survey
Race/ethnicity(4) x Born inside or outside the U.S.(2)**	2023 American Community Survey
Census region(4) by metro status(2)	2023 American Community Survey
Phone type(3) x Education(3)***	2023 National Health Interview Survey
Phone type(3) x White/non-White(2)***	2023 National Health Interview Survey
Phone type(3) x Age(3)	2023 National Health Interview Survey
2024 presidential election turnout and vote choice	Candidate vote share is based on official results from the Federal Election Commission. Turnout is based on estimates from the Election Lab at the University of Florida. The size of the voting-eligible population is based on the 2023 American Community Survey.

\* The standalone raking dimension for race/ethnicity includes "Asian non-Hispanic" as its own category, but this category is combined with "Other non-Hispanic" when crossed with other dimensions.

\*\* Education is collapsed for the "Other non-Hispanic" category. Born inside or outside the U.S. is crossed only among Hispanics.

\*\*\* Cellphone only, landline only or both.

### Design effect and margin of error

Weighting and survey design features that depart from simple random sampling tend to result in an increase in the variance of survey estimates. This increase, known as the design effect, or “deff,” should be incorporated into the margin of error, standard errors and tests of statistical significance. The overall design effect for a survey is commonly approximated as 1 plus the squared coefficient of variation of the weights.

For this survey, the margin of error (half-width of the 95% confidence interval) incorporating the design effect for full sample estimates at 50% is plus or minus 1.9 percentage points. Estimates based on subgroups will have larger margins of error. It is important to remember that random sampling error is only one possible source of error in a survey estimate. Other sources, such as question wording and reporting inaccuracy, may contribute additional error. A summary of the weights and their associated design effect is reported in the table below.

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#### Design effect and margin of error, NPORS 2025

Weight variable	Completed interviews	Approximate design effect	Effective sample size	Margin of error (95% confidence level)
WEIGHT	5,022	1.9	2,649	±1.9 percentage points

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## Dispositions

The table below reports the disposition of all sampled households for the survey.

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### Dispositions and response rates, NPORS 2025

	Code	Cases
<b>Interview</b>		
Complete	1.10	5,022
Partial	1.20	0
<b>Eligible, non-interview</b>		
Refusal	2.11	47
<b>Unknown eligibility, non-interview</b>		
Nothing returned or completed	3.199	12,389
Housing unit, unknown if eligible respondent	3.20	29
<b>Not eligible</b>		
Selected respondent screened out of sample	4.10	0
No such address	4.313	1,313
<b>Total sample used</b>		<b>18,800</b>
Complete interviews (1.1)	I	5,022
Partial interviews (1.2)	P	0
Refusal and break off (2.1)	R	47
Non-contact (2.2)	NC	0
Other (2.3, 2.9)	O	0
Unknown household (3.1)	UH	12,389
Unknown respondent eligibility (3.2, 3.9)	UO	29
Not eligible (4.1, 4.313)	NE	1,313
<b>TOTAL</b>		<b>18,800</b>
<b>AAPOR RR1 = <math>I / ((I+P) + (R+NC+O) + (UH+UO))</math></b>		<b>29%</b>

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## 2025 National Public Opinion Reference Survey sample sizes and margins of error

The following table shows the unweighted sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the 2025 National Public Opinion Reference Survey (NPORS).

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### Sample sizes and margins of error, NPORS 2025

Group	Unweighted sample size	Plus or minus ...
Total sample	5,022	1.9 percentage points
Men	2,194	3.0 percentage points
Women	2,758	2.5 percentage points
White, non-Hispanic	3,304	2.3 percentage points
Black, non-Hispanic	512	6.0 percentage points
Hispanic	757	5.0 percentage points
Asian, non-Hispanic	211	8.9 percentage points
Ages 18-29	480	5.6 percentage points
30-49	1,399	3.4 percentage points
50-64	1,274	3.6 percentage points
65+	1,813	3.0 percentage points
<i>Household income</i>		
<\$30K	939	4.5 percentage points
\$30K-\$69,999	1,533	3.6 percentage points
\$70K-\$99,999	692	5.1 percentage points
\$100,000+	1,629	3.1 percentage points
HS or less	1,175	3.8 percentage points
Some college	1,587	3.4 percentage points
College+	2,215	2.7 percentage points
Urban	1,394	3.6 percentage points
Suburban	2,334	2.8 percentage points
Rural	1,235	3.8 percentage points
Rep/Lean Rep	2,234	2.8 percentage points
Dem/Lean Dem	2,446	2.8 percentage points

Note: Unweighted sample sizes do not account for the sample design or weighting and do not describe a group's contribution to weighted estimates. Refer to the Sample Design and Weighting sections above for details.

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Sample sizes and sampling errors for other subgroups are available upon request. In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

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# Methodology

## The American Trends Panel survey methodology

### Overview

Data in this report comes from Wave 164 of the American Trends Panel (ATP), Pew Research Center’s nationally representative panel of randomly selected U.S. adults. The survey was conducted from Feb. 24 to March 2, 2025. A total of 5,123 panelists responded out of 5,737 who were sampled, for a survey-level response rate of 89%.

The cumulative response rate accounting for nonresponse to the recruitment surveys and attrition is 3%. The break-off rate among panelists who logged on to the survey and completed at least one item is 1%. The margin of sampling error for the full sample of 5,123 respondents is plus or minus 1.6 percentage points.

The survey includes an [oversample](#) of non-Hispanic Asian adults in order to provide more precise estimates of the opinions and experiences of these smaller demographic subgroups. These oversampled groups are weighted back to reflect their correct proportions in the population.

SSRS conducted the survey for Pew Research Center via online (n=4,939) and live telephone (n=184) interviewing. Interviews were conducted in both English and Spanish.

To learn more about the ATP, read “[About the American Trends Panel](#).”

### Panel recruitment

Since 2018, the ATP has used address-based sampling (ABS) for recruitment. A study cover letter and a pre-incentive are mailed to a stratified, random sample of households selected from the U.S. Postal Service’s Computerized Delivery Sequence File. This Postal Service file has been estimated to cover 90% to 98% of the population.<sup>2</sup> Within each sampled household, the adult with the next birthday is selected to participate. Other details of the ABS recruitment protocol have changed over time but are available upon request.<sup>3</sup> Prior to 2018, the ATP was recruited using landline and cellphone random-digit-dial surveys administered in English and Spanish.

A national sample of U.S. adults has been recruited to the ATP approximately once per year since 2014. In some years, the recruitment has included additional efforts (known as an “oversample”)

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<sup>2</sup> AAPOR Task Force on Address-based Sampling. 2016. “[AAPOR Report: Address-based Sampling](#).”

<sup>3</sup> Email [pewsurveys@pewresearch.org](mailto:pewsurveys@pewresearch.org).

to improve the accuracy of data for underrepresented groups. For example, Hispanic adults, Black adults and Asian adults were oversampled in 2019, 2022 and 2023, respectively.

### **Sample design**

The overall target population for this survey was noninstitutionalized persons ages 18 and older living in the United States. It featured a stratified random sample from the ATP in which non-Hispanic Asian adults were selected with certainty. The remaining panelists were sampled at rates designed to ensure that the share of respondents in each stratum is proportional to its share of the U.S. adult population to the greatest extent possible. Respondent weights are adjusted to account for differential probabilities of selection as described in the Weighting section below.

### **Questionnaire development and testing**

The questionnaire was developed by Pew Research Center in consultation with SSRS. The web program used for online respondents was rigorously tested on both PC and mobile devices by the SSRS project team and Pew Research Center researchers. The SSRS project team also populated test data that was analyzed in SPSS to ensure the logic and randomizations were working as intended before launching the survey.

### **Incentives**

All respondents were offered a post-paid incentive for their participation. Respondents could choose to receive the post-paid incentive in the form of a check or gift code to Amazon.com, Target.com or Walmart.com. Incentive amounts ranged from \$5 to \$20 depending on whether the respondent belongs to a part of the population that is harder or easier to reach. Differential incentive amounts were designed to increase panel survey participation among groups that traditionally have low survey response propensities.

### **Data collection protocol**

The data collection field period for this survey was Feb. 24 to March 2, 2025. Surveys were conducted via self-administered web survey or by live telephone interviewing.

**For panelists who take surveys online:** Postcard notifications were mailed to a subset on Feb. 24.<sup>4</sup> Survey invitations were sent out in two separate launches: soft launch and full launch. Sixty panelists were included in the soft launch, which began with an initial invitation sent on Feb.

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<sup>4</sup> The ATP does not use routers or chains in any part of its online data collection protocol, nor are they used to direct respondents to additional surveys. Postcard notifications for web panelists are sent to 1) panelists who were recruited within the last two years and 2) panelists recruited prior to the last two years who opt to continue receiving postcard notifications.

24. All remaining English- and Spanish-speaking sampled online panelists were included in the full launch and were sent an invitation on Feb 25.

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**Invitation and reminder dates for web respondents,  
ATP Wave 164**

	<b>Soft launch</b>	<b>Full launch</b>
Initial invitation	Feb. 24, 2025	Feb. 25, 2025
First reminder	Feb. 27, 2025	Feb. 27, 2025
Final reminder	March 1, 2025	March 1, 2025

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Panelists participating online were sent an email invitation and up to two email reminders if they did not respond to the survey. ATP panelists who consented to SMS messages were sent an SMS invitation with a link to the survey and up to two SMS reminders.

**For panelists who take surveys over the phone with a live interviewer:** Prenotification postcards were mailed on Feb. 21, 2025. Soft launch took place on Feb. 24, 2025, and involved dialing until a total of three interviews had been completed. All remaining English- and Spanish-speaking sampled phone panelists' numbers were dialed throughout the remaining field period. Panelists who take surveys via phone can receive up to six calls from trained SSRS interviewers.

### **Data quality checks**

To ensure high-quality data, Center researchers performed data quality checks to identify any respondents showing patterns of satisficing. This includes checking for whether respondents left questions blank at very high rates or always selected the first or last answer presented. As a result of this checking, two ATP respondents were removed from the survey dataset prior to weighting and analysis.

### **Weighting**

The ATP data is weighted in a process that accounts for multiple stages of sampling and nonresponse that occur at different points in the panel survey process. First, each panelist begins with a base weight that reflects their probability of recruitment into the panel. These weights are then calibrated to align with the population benchmarks in the accompanying table to correct for nonresponse to recruitment surveys and panel attrition. If only a subsample of panelists was invited to participate in the wave, this weight is adjusted to account for any differential probabilities of selection.

Among the panelists who completed the survey, this weight is then calibrated again to align with the population benchmarks identified in the accompanying table and trimmed at the 1st and 99th percentiles to reduce the loss in precision stemming from variance in the weights. Sampling errors and tests of statistical significance take into account the effect of weighting.

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## American Trends Panel weighting dimensions

<b>Variable</b>	<b>Benchmark source</b>
Age (detailed)	2023 American Community Survey (ACS)
Age x Gender	
Education x Gender	
Education x Age	
Race/Ethnicity x Education	
Race/Ethnicity x Gender	
Race/Ethnicity x Age	
Born inside vs. outside the U.S. among Hispanics and Asian Americans	
Years lived in the U.S.	
Census region x Metropolitan status	
Volunteerism	2023 CPS Volunteering & Civic Life Supplement
Voter registration	2020 CPS Voting and Registration Supplement
Frequency of internet use	2024 National Public Opinion Reference Survey (NPORS)
Religious affiliation	
Party affiliation x Race/Ethnicity	
Party affiliation x Age	
Party affiliation among registered voters	
Facebook use	2025 National Public Opinion Reference Survey (NPORS)
YouTube use	
X (Twitter) use	
TikTok use	
Threads use	
Bluesky use	

Note: Estimates from the ACS are based on noninstitutionalized adults. Voter registration is calculated using procedures from Hur, Achen (2013) and rescaled to include the total U.S. adult population.

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The following table shows the unweighted sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey.

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### Sample sizes and margins of error, ATP Wave 164

Group	Unweighted sample size	Plus or minus ...
Total sample	5,123	1.6 percentage points
Men	2,386	2.3 percentage points
Women	2,695	2.1 percentage points
White, non-Hispanic	3,128	1.9 percentage points
Black, non-Hispanic	513	4.8 percentage points
Hispanic	693	4.4 percentage points
Asian, non-Hispanic	556	5.5 percentage points
Ages 18-29	760	4.2 percentage points
30-49	1,795	2.6 percentage points
50-64	1,333	3.0 percentage points
65+	1,212	3.1 percentage points
Lower income	1,380	3.1 percentage points
Middle income	2,411	2.2 percentage points
Upper income	1,030	3.3 percentage points
HS or less	1,529	2.9 percentage points
Some college	1,460	2.8 percentage points
College+	2,121	2.3 percentage points
Urban	1,201	3.3 percentage points
Suburban	2,626	2.2 percentage points
Rural	1,240	3.1 percentage points
Rep/Lean Rep	2,361	2.3 percentage points
Dem/Lean Dem	2,604	2.2 percentage points

Note: This survey includes oversamples of non-Hispanic Asian respondents. Unweighted sample sizes do not account for the sample design or weighting and do not describe a group's contribution to weighted estimates. Refer to the Sample design and Weighting sections above for details.

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Sample sizes and sampling errors for other subgroups are available upon request. In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

## Dispositions and response rates

### Final dispositions, ATP Wave 164

	AAPOR code	Total
Completed interview	1.1	5,123
Logged in (web)/Contacted (CATI), but did not complete any items	2.11	102
Started survey; broke off before completion	2.12	32
Never logged on (web)/Never reached on phone (CATI)	2.20	478
Survey completed after close of the field period	2.27	0
Other non-interview	2.30	0
Completed interview but was removed for data quality	2.90	2
<b>Total panelists sampled for the survey</b>		<b>5,737</b>
Completed interviews	I	5,123
Partial interviews	P	0
Refusals	R	134
Non-contact	NC	478
Other	O	2
Unknown household	UH	0
Unknown other	UO	0
Not eligible	NE	0
<b>Total</b>		<b>5,737</b>
<b>AAPOR RR1 = I / (I+P+R+NC+O+UH+UO)</b>		<b>89%</b>

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### Cumulative response rate, ATP Wave 164

	Total
Weighted response rate to recruitment surveys	11%
% of recruitment survey respondents who agreed to join the panel, among those invited	73%
% of those agreeing to join who were active panelists at start of Wave 164	35%
Response rate to Wave 164 survey	89%
<b>Cumulative response rate</b>	<b>3%</b>

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## How family income tiers are calculated

Family income data reported in this study is adjusted for household size and cost-of-living differences by geography. Panelists then are assigned to income tiers that are based on the median adjusted family income of all American Trends Panel members. The process uses the following steps:

1. First, panelists are assigned to the midpoint of the income range they selected in a family income question that was measured on either the most recent annual profile survey or, for newly recruited panelists, their recruitment survey. This provides an approximate income value that can be used in calculations for the adjustment.
2. Next, these income values are adjusted for the cost of living in the geographic area where the panelist lives. This is calculated using price indexes published by the U.S. Bureau of Economic Analysis. These indexes, known as [Regional Price Parities \(RPP\)](#), compare the prices of goods and services across all U.S. metropolitan statistical areas as well as non-metro areas with the national average prices for the same goods and services. The most recent available data at the time of the annual profile survey is from 2022. Those who fall outside of metropolitan statistical areas are assigned the overall RPP for their state's non-metropolitan area.
3. Family incomes are further adjusted for the number of people in a household using the methodology from Pew Research Center's previous work on [the American middle class](#). This is done because a four-person household with an income of say, \$50,000, faces a tighter budget constraint than a two-person household with the same income.
4. Panelists are then assigned an income tier. "Middle-income" adults are in families with adjusted family incomes that are between two-thirds and double the median adjusted family income for the full ATP at the time of the most recent annual profile survey. The median adjusted family income for the panel is roughly \$74,100. Using this median income, the middle-income range is about \$49,400 to \$148,200. Lower-income families have adjusted incomes less than \$49,400 and upper-income families have adjusted incomes greater than \$148,200 (all figures expressed in 2023 dollars and scaled to a household size of three). If a panelist did not provide their income and/or their household size, they are assigned "no answer" in the income tier variable.

Two examples of how a given area's cost-of-living adjustment was calculated are as follows: the Pine Bluff metropolitan area in Arkansas is a relatively inexpensive area, with a price level that is 19.1% less than the national average. The San Francisco-Oakland-Berkeley metropolitan area in

California is one of the most expensive areas, with a price level that is 17.9% higher than the national average. Income in the sample is adjusted to make up for this difference. As a result, a family with an income of \$40,400 in the Pine Bluff area is as well off financially as a family of the same size with an income of \$58,900 in San Francisco.

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**2025 PEW RESEARCH CENTER NPORS  
Social Media and Technology Use  
February 5-June 18, 2025**

**TOPLINE  
N=5,022**

**Note: All numbers are percentages unless otherwise noted. The percentages less than 0.5% are replaced by an asterisk (\*). If no one answered the question, the cell contains zero (0). A double hyphen (--) indicates that the response option was not present in that survey. Rows/columns may not total 100% due to rounding.**

This survey was conducted by paper, online and over the phone. This topline shows the programming language for online administration. For details on how questions were slightly modified for paper and phone administration, visit the questionnaires on [the NPORS webpage](#). Data from 2023 are from a survey conducted by paper and online. Data from 2021 and earlier are from surveys done using live telephone interviewing with random-digit-dial (RDD) sampling.

**PN = Programming note**

	<b>Sample size</b>	<b>Margin of error at 95% confidence level</b>
U.S. adults	5,022	+/- 1.9 percentage points

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-----**MAIN QUESTIONNAIRE BEGINS HERE**-----  
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**ADDITIONAL QUESTIONS HELD**

**[ PN: SHOW EMINUSE AND INTMOB ON THE SAME SCREEN ]**

**EMINUSE  
ASK ALL:**

Do you use the internet or email, at least occasionally?

**INTMOB  
ASK ALL:**

Do you access the internet on a cellphone, tablet, or other mobile handheld device, at least occasionally?<sup>5</sup>

	<u>Uses internet</u>	<u>Does not use internet</u>
Feb 5-Jun 18, 2025	96	4
Feb 1-Jun 10, 2024	96	4
May 19-Sep 5, 2023	95	5

**PHONE TREND FOR COMPARISON:**

	<u>Uses internet</u>	<u>Does not use internet</u>
January 2021	93	7
February 2019	90	10
January 2018	89	11
November 2016	90	10
May 2016	87	13
April 2016*	86	14
November 2015	87	13
July 2015	87	13
April 2015*	85	15
September 2013*	86	14
August 2013	80	20
May 2013	85	15
December 2012	81	19
November 2012*	85	15
September 2012	81	19
August 2012	85	15
April 2012	82	18
February 2012	80	20
December 2011*	81	19
August 2011	78	22
May 2011	78	22
January 2011	79	21
December 2010	77	23

<sup>5</sup> The definition of an internet user varies from survey to survey. Prior to January 2005, internet users were defined as those who said "Yes" to "Do you ever go online to access the Internet or World Wide Web or to send and receive email?" From January 2005 through February 2012, an internet user is someone who said "Yes" to either "Do you use the internet, at least occasionally?" (INTUSE) OR "Do you send or receive email, at least occasionally?" (EMLOCC). From April 2012 through December 2012, an internet user is someone who said "Yes" to any of three questions: INTUSE, EMLOCC or "Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?" (INTMOB). In May 2013, half the sample was asked INTUSE/EMLOCC/INTMOB and half was asked EMINUSE/INTMOB. Those May 2013 trend results are for both forms combined. Since then, anyone who responds "Yes" to EMINUSE or INTMOB is considered an internet user. The surveys with an asterisk (\*) originally included 16- and 17-year-olds in their samples, while all other surveys were exclusively conducted among adults ages 18 and older. In some prior Pew Research Center publications, findings from the asterisked surveys included those under 18. In this table, results have been recalculated to only include adults ages 18 and older on all surveys to enable comparisons.

	<u>Uses internet</u>	<u>Does not use internet</u>
November 2010	74	26
September 2010	74	26
May 2010	79	21
January 2010	75	25
December 2009	74	26
September 2009	77	23
April 2009	79	21
December 2008	74	26
November 2008	74	26
August 2008	75	25
July 2008	77	23
May 2008	73	27
April 2008	73	27
January 2008	70	30
December 2007	75	25
September 2007	73	27
February 2007	71	29
December 2006	70	30
November 2006	68	32
August 2006	70	30
April 2006	73	27
February 2006	73	27
December 2005	66	34
September 2005	72	28
June 2005	68	32
February 2005	67	33
January 2005	66	34
November 2004	59	41
November 2004	61	39
July 2004	67	33
June 2004	63	37
March 2004	69	31
February 2004	63	37
November 2003	64	36
August 2003	63	37
June 2003	62	38
May 2003	63	37
March 2003	62	38
February 2003	64	36
December 2002	57	43
November 2002	61	39
October 2002	59	41
September 2002	61	39
July 2002	59	41
March/May 2002	58	42
January 2002	61	39

	<u>Uses internet</u>	<u>Does not use internet</u>
December 2001	58	42
November 2001	58	42
October 2001	56	44
September 2001	55	45
August 2001	59	41
February 2001	53	47
December 2000	59	41
November 2000	53	47
October 2000	52	48
September 2000	50	50
August 2000	49	51
June 2000	47	53
May 2000	48	52

**INTFREQ****ASK IF INTERNET USER (EMINUSE=1 OR INTMOB=1) [N=4,846]:**

About how often do you use the internet?<sup>6</sup>

	<u>Almost constantly</u>	<u>Several times a day</u>	<u>About once a day</u>	<u>Several times a week</u>	<u>Less often</u>	<u>No answer</u>
Feb 5-Jun 18, 2025	43	44	6	4	3	1
Feb 1-Jun 10, 2024	43	45	5	4	3	1
May 19-Sep 5, 2023	43	45	6	3	2	1

**PHONE TREND FOR COMPARISON:**

	<u>Almost constantly</u>	<u>Several times a day</u>	<u>About once a day</u>	<u>Several times a week</u>	<u>Less often</u>	<u>(VOL.) Don't know</u>	<u>(VOL.) No answer</u>
January 2021	33	51	6	5	4	*	*
February 2019	31	49	10	5	4	*	*
January 2018	30	49	9	7	6	*	*
May 2016	25	50	11	7	6	*	*
April 2016*	28	49	10	7	6	*	*
July 2015	24	49	11	7	8	*	1

<sup>6</sup> The surveys with an asterisk (\*) originally included 16- and 17-year-olds in their samples, while all other surveys were exclusively conducted among adults ages 18 and older. In some prior Center publications, findings from the asterisked surveys included those under 18. In this table, results have been recalculated to only include adults ages 18 and older on all surveys to enable comparisons.

**INTFREQ BASED ON ALL ADULTS:**

	<u>Almost constantly</u>	<u>Several times a day</u>	<u>About once a day</u>	<u>Several times a week</u>	<u>Less often</u>	<u>No answer to INTFREQ</u>	<u>Not an internet user</u>
Feb 5-Jun 18, 2025	41	43	6	3	2	1	4
Feb 1-Jun 10, 2024	41	43	5	4	2	1	4
May 19-Sep 5, 2023	41	43	5	3	2	1	5

**HOME4NW2****ASK IF INTERNET USER (EMINUSE=1 OR INTMOB=1) [N=4,846]:**

Do you currently subscribe to internet service installed at your home (other than data plans on mobile devices)?

	<u>Yes</u>	<u>No</u>	<u>No answer</u>
Feb 5-Jun 18, 2025	88	11	1
Feb 1-Jun 10, 2024	88	11	1
May 19-Sep 5, 2023	89	10	1

**PHONE TREND FOR COMPARISON<sup>7</sup>:**

	<u>Yes</u>	<u>No</u>	<u>(VOL.) Don't know</u>	<u>(VOL.) No answer</u>
January 2021	86	14	*	0
February 2019	84	16	*	0
January 2018	80	20	*	0
July 2015	84	16	*	0

**HOME4NW2 BASED ON ALL ADULTS:**

	<u>Yes</u>	<u>No</u>	<u>No answer to HOME4NW2</u>	<u>Not an internet user</u>
Feb 5-Jun 18, 2025	84	11	1	4
Feb 1-Jun 10, 2024	85	11	1	4
May 19-Sep 5, 2023	85	10	1	5

<sup>7</sup> For surveys conducted 2021 and earlier, the question wording was "Do you currently subscribe to internet service at HOME?"

**BBHOME****ASK IF HOME INTERNET SUBSCRIBER (HOME4NW2=1) [N=4,302]:****[ PN: SOFT PROMPT IF SELECT CODE 3 AND LEFT BLANK:****“You did not provide a response in the text box. If you would like to skip, click Next.”****ALLOW TO CONTINUE IF SKIP AGAIN WITHOUT ENTERING TEXT ]**

Is the home internet service you subscribe to...

	Dial-up <sup>8</sup>	High-speed broadband <sup>9</sup>	Other service [TEXT BOX]	Not sure	No answer
Feb 5-Jun 18, 2025	2	92	*	5	1
Feb 1-Jun 10, 2024	2	93	*	4	1
May 19-Sep 5, 2023	2	94	*	4	1

**PHONE TREND FOR COMPARISON<sup>10</sup>:**

	Dial-up	Higher-speed broadband	(VOL.) Both dial-up and higher-speed	(VOL.) Access net on cell or tablet only	(VOL.) No home net access	(VOL.) Don't know	(VOL.) No answer
January 2021	2	91	3	1	*	4	0
February 2019	2	92	3	*	*	2	*
January 2018	3	90	2	*	*	5	*
July 2015	3	91	1	*	1	4	*

**SUMMARY OF HOME BROADBAND BASED ON HOME INTERNET SUBSCRIBERS (HOME4NW2=1) [N=4,302]<sup>11</sup>:**

	Home broadband users	No home broadband
Feb 5-Jun 18, 2025	92	8
Feb 1-Jun 10, 2024	93	7
May 19-Sep 5, 2023	94	6

**PHONE TREND FOR COMPARISON:**

	Home broadband users	No home broadband
January 2021	94	6
February 2019	94	6
January 2018	91	9
July 2015	92	8

<sup>8</sup> The dial-up response option wording was “Dial-up (over a landline phone connection).”<sup>9</sup> The high-speed home broadband response option wording was “High-speed broadband like cable, fiber optic, wireless router, satellite, or DSL.”<sup>10</sup> For surveys conducted 2021 and earlier, this table is based on two questions. Respondents were first asked “Do you subscribe to dial-up internet service at home ... OR do you subscribe to a higher-speed broadband service such as DSL, cable, or fiber optic service?” If the respondent said they subscribed to a dial-up service, the interviewer would ask “Just to confirm, you use a dial-up connection to the internet at home, and not a higher-speed broadband connection?”<sup>11</sup> Home broadband users are defined as those who said they have high-speed broadband. Those defined as not having home broadband gave any other answer, including “Not sure” or refusing the question.

**SUMMARY OF HOME BROADBAND BASED ON ALL ADULTS<sup>12</sup>:**

	<u>Home broadband users</u>	<u>No home broadband</u>
Feb 5-Jun 18, 2025	78	22
Feb 1-Jun 10, 2024	79	21
May 19-Sep 5, 2023	80	20

**PHONE TREND FOR COMPARISON:**

	<u>Home broadband users</u>	<u>No home broadband</u>
January 2021	77	23
February 2019	73	27
January 2018	65	35
July 2015	67	33

**SMUSE**

**ASK IF INTERNET USER (EMINUSE=1 OR INTMOB=1) [N=4,846]:  
[ PN: RANDOMIZE ITEMS; DO NOT SHOW ONE ITEM PER SCREEN; SPLIT ITEMS ACROSS TWO  
SCREENS; INCLUDE THE QUESTION TEXT ON BOTH SCREENS ]**

Please indicate whether or not you ever use the following websites or apps.

		<u>Yes, use this</u>	<u>No, don't use this</u>	<u>No answer</u>
FB.	Facebook			
	Feb 5-Jun 18, 2025	74	26	1
	Feb 1-Jun 10, 2024	72	27	1
	May 19-Sep 5, 2023	71	27	1
YT.	YouTube			
	Feb 5-Jun 18, 2025	87	12	1
	Feb 1-Jun 10, 2024	88	11	1
	May 19-Sep 5, 2023	87	12	1
X.	X (formerly Twitter) <sup>13</sup>			
	Feb 5-Jun 18, 2025	22	76	2
	Feb 1-Jun 10, 2024	22	76	2
	May 19-Sep 5, 2023	23	74	3
IG.	Instagram			
	Feb 5-Jun 18, 2025	52	47	1
	Feb 1-Jun 10, 2024	51	47	1
	May 19-Sep 5, 2023	49	49	2
SC.	Snapchat			
	Feb 5-Jun 18, 2025	26	72	2
	Feb 1-Jun 10, 2024	28	70	2
	May 19-Sep 5, 2023	28	69	3

<sup>12</sup> Home broadband users are defined as those who said they have high-speed broadband. Those defined as not having home broadband gave any other answer, including "Not sure" or refusing the question.

<sup>13</sup> For surveys conducted before 2024, item wording was "Twitter."

		<u>Yes, use this</u>	<u>No, don't use this</u>	<u>No answer</u>
WA.	WhatsApp			
	Feb 5-Jun 18, 2025	34	65	2
	Feb 1-Jun 10, 2024	31	67	2
	May 19-Sep 5, 2023	31	67	2
TT.	TikTok			
	Feb 5-Jun 18, 2025	38	60	2
	Feb 1-Jun 10, 2024	34	64	2
	May 19-Sep 5, 2023	34	63	2
RD.	Reddit			
	Feb 5-Jun 18, 2025	27	70	2
	Feb 1-Jun 10, 2024	25	73	2
	May 19-Sep 5, 2023	23	74	3
BSK.	Bluesky			
	Feb 5-Jun 18, 2025	4	93	2
TH.	Threads			
	Feb 5-Jun 18, 2025	9	89	2
TS.	Truth Social			
	Feb 5-Jun 18, 2025	4	94	2

**PHONE TREND FOR COMPARISON<sup>14</sup>:**

	<u>Yes, use this</u>	<u>No, don't use this</u>	<u>(VOL.) Don't know</u>	<u>(VOL.) No answer</u>
<i>Use Facebook<sup>15</sup></i>				
January 2021	73	27	*	*
February 2019	75	25	0	0
January 2018	76	24	*	*
April 2016*	79	21	0	0
April 2015*	72	28	0	0
September 2014	71	28	0	0
September 2013	71	29	*	0
December 2012	67	33	*	0
August 2012	66	34	1	0
<i>Use YouTube</i>				
January 2021	86	14	0	*
February 2019	79	20	*	0
January 2018	81	18	*	*

<sup>14</sup> Wording in January 2021 was "Please tell me if you ever use any of the following. Do you ever use... [INSERT ITEMS; RANDOMIZE ITEM-S a-e FIRST AS A BLOCK, THEN RANDOMIZE ITEMS f-k AS A BLOCK]?" Wording in February 2019 was "Please tell me if you ever use any of the following social media sites. Do you ever use... [INSERT ITEMS; RANDOMIZE]?" January 2018 survey wording was "Please tell me if you ever use any of the following social media sites online or on your cell phone. Do you ever use... [INSERT ITEMS; RANDOMIZE]?" May 2013 wording was "Do you ever use the internet to... [INSERT ITEM; RANDOMIZE]?" In August and December 2012, as well as in September 2013 through September 2014, wording was "Please tell me if you ever use the internet to do any of the following things. Do you ever... [INSERT ITEM; RANDOMIZE]?" April 2015 through April 2016 question wording was "Please tell me if you ever use the internet or a mobile app to do any of the following things. Do you ever use the internet or a mobile app to... [INSERT ITEM; RANDOMIZE]?" The surveys with an asterisk (\*) originally included 16- and 17-year-olds in their samples, while all other surveys were exclusively conducted among adults ages 18 and older. In some prior Center publications, findings from the asterisked surveys included those under 18. In this table, results have been recalculated to only include adults ages 18 and older on all surveys to enable comparisons.

<sup>15</sup> Dec. 13-16, 2012, trend was asked of all internet users as a standalone question: "Do you ever use Facebook?"

	<u>Yes, use this</u>	<u>No, don't use this</u>	(VOL.) <u>Don't know</u>	(VOL.) <u>No answer</u>
<i>Use Twitter</i> <sup>16</sup>				
January 2021	25	75	*	*
February 2019	24	76	0	0
January 2018	27	73	*	*
April 2016*	24	75	0	*
April 2015*	23	77	0	0
September 2014	23	77	*	0
September 2013	18	82	*	0
May 2013	18	82	*	*
December 2012	16	84	*	*
August 2012	16	84	*	0
<i>Use Instagram</i>				
January 2021	43	57	*	*
February 2019	41	59	*	0
January 2018	39	61	*	*
April 2016*	32	67	*	*
<i>Use Instagram (cont.)</i>				
April 2015*	27	72	*	0
September 2014	26	74	0	0
September 2013	17	82	*	0
December 2012	13	87	*	0
August 2012	12	88	1	0
<i>Use Snapchat</i>				
January 2021	27	73	0	*
February 2019	26	74	*	0
January 2018	30	70	*	*
<i>Use WhatsApp</i>				
January 2021	24	75	*	*
February 2019	21	78	1	0
January 2018	24	75	*	*
<i>Use TikTok</i>				
January 2021	23	77	0	*
<i>Use Reddit</i>				
January 2021	19	81	*	*
February 2019	12	87	1	0

<sup>16</sup> For surveys conducted before 2024, item wording was "Twitter."

**SMUSE BASED ON ALL ADULTS:**

		<u>Yes, use this</u>	<u>No, don't use this</u>	<u>No answer</u>	<u>Not an internet user</u>
FB.	Facebook				
	Feb 5-Jun 18, 2025	71	25	1	4
	Feb 1-Jun 10, 2024	70	26	1	4
	May 19-Sep 5, 2023	68	26	1	5
YT.	YouTube				
	Feb 5-Jun 18, 2025	84	12	1	4
	Feb 1-Jun 10, 2024	85	11	1	4
	May 19-Sep 5, 2023	83	12	1	5
X.	X (formerly Twitter)				
	Feb 5-Jun 18, 2025	21	73	2	4
	Feb 1-Jun 10, 2024	21	73	2	4
	May 19-Sep 5, 2023	22	70	3	5
IG.	Instagram				
	Feb 5-Jun 18, 2025	50	45	1	4
	Feb 1-Jun 10, 2024	50	45	1	4
	May 19-Sep 5, 2023	47	46	2	5
SC.	Snapchat				
	Feb 5-Jun 18, 2025	25	69	2	4
	Feb 1-Jun 10, 2024	27	67	2	4
	May 19-Sep 5, 2023	27	66	2	5
WA.	WhatsApp				
	Feb 5-Jun 18, 2025	32	62	2	4
	Feb 1-Jun 10, 2024	30	65	2	4
	May 19-Sep 5, 2023	29	64	2	5
TT.	TikTok				
	Feb 5-Jun 18, 2025	37	58	2	4
	Feb 1-Jun 10, 2024	33	62	2	4
	May 19-Sep 5, 2023	33	60	2	5
RD.	Reddit				
	Feb 5-Jun 18, 2025	26	68	2	4
	Feb 1-Jun 10, 2024	24	70	2	4
	May 19-Sep 5, 2023	22	70	3	5
BSK.	Bluesky				
	Feb 5-Jun 18, 2025	4	90	2	4
TH.	Threads				
	Feb 5-Jun 18, 2025	8	86	2	4
TS.	Truth Social				
	Feb 5-Jun 18, 2025	3	90	2	4

**ADDITIONAL QUESTION HELD****DEVICE1a  
ASK ALL:**

Do you have a cellphone?

	Yes, have a <u>cellphone</u>	No, do not have a <u>cellphone</u>	<u>No answer</u>
Feb 5-Jun 18, 2025	98	2	1
Feb 1-Jun 10, 2024	98	2	*
May 19-Sep 5, 2023	97	2	1

**PHONE TREND FOR COMPARISON<sup>17</sup>:**

	<u>Yes</u>	<u>No</u>	(VOL.) <u>Don't know</u>	(VOL.) <u>No answer</u>
January 2021	97	3	0	0
February 2019	96	4	0	0
January 2018	95	5	0	0
November 2016	95	5	0	0
May 2016	92	8	0	0
April 2016*	92	8	0	0
November 2015	91	9	0	0
July 2015	92	8	*	*
April 2015*	92	8	*	0
September 2013*	91	9	0	0
August 2013	89	11	0	0
May 2013	91	9	0	*
December 2012	87	13	*	0
November 2012*	84	16	0	*
September 2012	85	15	*	0
August 2012	89	10	0	*
April 2012	88	12	*	*
February 2012	88	12	0	*
December 2011*	87	13	0	*
August 2011	84	15	*	*
May 2011	83	17	*	0
January 2011	84	16	*	*
December 2010	81	19	*	*
November 2010	82	18	0	*
September 2010	85	15	*	*
May 2010	82	18	*	0
January 2010	80	20	0	*
December 2009	83	17	0	*
September 2009	84	15	*	*

<sup>17</sup> This question was asked of the landline sample only. Results shown here have been recalculated to include the cellphone sample in the "Yes" percentage. Beginning in September 2007, question/item was not asked of the cellphone sample, but trend results shown here reflect a total combined landline and cellphone sample. In past polls, the question was sometimes asked as an independent question and sometimes as an item in a series. Wording may vary from survey to survey. Wording variations include: "Do you have a cell phone or a Blackberry or iPhone or other device that is also a cell phone?"; "Do you have...a cell phone or a Blackberry or iPhone or other handheld device that is also a cell phone?"; "Do you have a cell phone, or a Blackberry or other device that is also a cell phone?"; "Do you happen to have a cell phone?"; "Do you have a cell phone?"; "Next, do you have a cell phone, or not?" The surveys with an asterisk (\*) originally included 16- and 17-year-olds in their samples, while all other surveys were exclusively conducted among adults ages 18 and older. In some prior Center publications, findings from the asterisked surveys included those under 18. In this table, results have been recalculated to only include adults ages 18 and older on all surveys to enable comparisons.

	<u>Yes</u>	<u>No</u>	(VOL.) <u>Don't know</u>	(VOL.) <u>No answer</u>
April 2009	85	15	*	*
December 2008	84	16	*	*
July 2008	82	18	*	--
May 2008	78	22	*	0
April 2008	78	22	*	--
January 2008	77	22	*	--
December 2007	75	25	*	--
September 2007	78	22	*	--
April 2006	73	27	*	--
January 2005	66	34	*	--

**SMART2****ASK IF HAS A CELLPHONE (DEVICE1a=1) [N=4,911]:**

Is your cellphone a smartphone?

	<u>Yes, smartphone</u>	<u>No, not a smartphone</u>	<u>No answer</u>
Feb 5-Jun 18, 2025	93	7	*
Feb 1-Jun 10, 2024	93	6	1
May 19-Sep 5, 2023	93	7	*

**PHONE TREND FOR COMPARISON<sup>18</sup>:**

	<u>Yes, smartphone</u>	<u>No, not a smartphone</u>	(VOL.) <u>Don't know</u>	(VOL.) <u>No answer</u>
January 2021	87	12	1	*
February 2019	84	15	1	0
January 2018	82	17	1	*
November 2016	81	16	3	*
May 2016	76	17	7	0
April 2016*	78	16	6	*
November 2015	76	17	7	*
July 2015	73	20	7	*
April 2015*	73	22	5	*
September 2013*	60	33	7	*
August 2013	60	33	6	*
May 2013	55	39	5	*
December 2012	52	41	6	*
November 2012*	55	39	6	*
September 2012	53	40	6	*
April 2012	46	44	10	*
February 2012	45	46	8	*
May 2011	33	53	14	*

<sup>18</sup> The surveys with an asterisk (\*) originally included 16- and 17-year-olds in their samples, while all other surveys were exclusively conducted among adults ages 18 and older. In some prior Center publications, findings from the asterisked surveys included those under 18. In this table, results have been recalculated to only include adults ages 18 and older on all surveys to enable comparisons.

**SMART2 BASED ON ALL ADULTS:**

	Yes, <u>smartphone</u>	No, not a <u>smartphone</u>	No answer <u>to SMART2</u>	No cell <u>phone</u>	No answer to <u>DEVICE1a</u>
Feb 5-Jun 18, 2025	91	7	*	2	1
Feb 1-Jun 10, 2024	91	6	1	2	*
May 19-Sep 5, 2023	90	7	*	2	1

**ADDITIONAL QUESTIONS HELD**

**2025 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL  
WAVE 164: Social Media Use Frequency  
FEBRUARY 24-MARCH 2, 2025**

**TOPLINE  
TOTAL N=5,123**

**Note: All numbers are percentages unless otherwise noted. Percentages less than 0.5% are replaced by an asterisk (\*). Rows/columns may not total 100% due to rounding.**

**"No answer" includes web respondents who do not answer the question as well as telephone respondents who refuse to answer or who say they don't know how to answer. In cases where "Not sure" was offered as an explicit option to web and telephone respondents, the "No answer" category includes only web skips and telephone refusals.**

**This survey was conducted primarily online, with some interviews conducted by live telephone. This topline shows the programming language for online administration. For details on how questions were slightly modified for phone administration, visit the questionnaire.**

**PN = Programming note**

U.S. adults	<b>Sample size</b> 5,123	<b>Margin of error at 95% confidence level</b> +/- 1.6 percentage points
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**ADDITIONAL QUESTION HELD**

**SMFREQ**

**ASK IF USES FACEBOOK, YOUTUBE, X OR TIKTOK (SMUSEa=1 OR SMUSEb=1 OR SMUSEc=1 OR SMUSEi=1)<sup>19</sup>:**

**[ PN: RANDOMIZE ITEMS IN SAME ORDER AS SMUSE ]**

About how often do you visit or use...?

	Several times a <u>day</u>	About once a <u>day</u>	A few times a <u>week</u>	Every few <u>weeks</u>	Less <u>often</u>	No <u>answer</u>
<b>ASK IF FACEBOOK USER (SMUSEa=1) [N=3,715]:</b>						
a. Facebook						
Feb 24-Mar 2, 2025	53	21	13	7	6	*

<sup>19</sup> Respondents received SMFREQ if they previously answered "Yes, I use this" for the relevant platform to the question "Please indicate whether or not you ever use the following websites or apps."

		Several times a <u>day</u>	About once a <u>day</u>	A few times a <u>week</u>	Every few <u>weeks</u>	Less <u>often</u>	No <u>answer</u>
<b>ASK IF YOUTUBE USER (SMUSEb=1) [N=4,475]:</b>							
b.	YouTube						
	Feb 24-Mar 2, 2025	39	18	23	13	7	*

**ASK IF X (FORMERLY  
TWITTER) USER (SMUSEc=1)  
[N=1,297]:**

c.	X (formerly Twitter)						
	Feb 24-Mar 2, 2025	30	18	23	15	14	0

**NO ITEMS d-h**

**ASK IF TIKTOK USER  
(SMUSEi=1) [N=1,548]:**

i.	TikTok						
	Feb 24-Mar 2, 2025	51	14	19	8	8	*

**SMFREQ BASED ON ALL ADULTS:**

		Several times a <u>day</u>	About once <u>a day</u>	A few times a <u>week</u>	Every few <u>weeks</u>	Less <u>often</u>	No answer to <u>SMFREQ</u>	Does not use <u>platform</u>	No answer to <u>SMUSE</u>
a.	Facebook								
	Feb 24-Mar 2, 2025	37	15	9	5	4	*	29	*
b.	YouTube								
	Feb 24-Mar 2, 2025	33	15	19	11	6	*	16	*
c.	X (formerly Twitter)								
	Feb 24-Mar 2, 2025	6	4	5	3	3	0	79	*

**NO ITEMS d-h**

i.	TikTok								
	Feb 24-Mar 2, 2025	19	5	7	3	3	*	63	*

**ADDITIONAL QUESTIONS HELD**