

# Topline

**2024 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL  
WAVE 144 TOPLINE: FACEBOOK QUESTIONS  
MARCH 18-24, 2024  
FACEBOOK N=7,157**

**THE QUESTIONS PRESENTED BELOW ARE PART OF A LARGER SURVEY CONDUCTED ON THE AMERICAN TRENDS PANEL. OTHER QUESTIONS ON THIS SURVEY HAVE BEEN RELEASED.**

**NOTE: ALL NUMBERS ARE PERCENTAGES UNLESS OTHERWISE NOTED. THE PERCENTAGES LESS THAN 0.5% ARE REPLACED BY AN ASTERISK (\*). ROWS/COLUMNS MAY NOT TOTAL 100% DUE TO ROUNDING. AS PART OF THE SURVEY DESIGN, ONLY A SUBSET OF FACEBOOK USERS WERE SELECTED TO ANSWER ABOUT THE PLATFORM. RESULTS ARE WEIGHTED TO REPRESENT ALL U.S. ADULT FACEBOOK USERS. READ THE METHODOLOGY FOR MORE DETAILS.**

|                     |                    |  |
|---------------------|--------------------|--|
|                     | <b>Sample size</b> | <b>Margin of error at 95%<br/>confidence level</b> |
| U.S. Facebook users | 7,157              | +/- 1.8 percentage points                          |

**DISPLAY IF SELECTED FACEBOOK USER (DOV\_ASKFB=1) [N=7,157]:**

Now thinking about [Facebook](#)...

**ASK IF SELECTED FACEBOOK USER (DOV\_ASKFB=1) [N=7,157]:**

FBWHY How much is each of the following a reason you use Facebook? **[RANDOMIZE ITEMS]**

|  | <u>Major reason</u> | <u>Minor reason</u> | <u>Not a reason</u> | <u>No answer</u> |
|--|---------------------|---------------------|---------------------|------------------|
| a. To get news<br>Mar 18-24, 2024  | 7                   | 30                  | 63                  | *                |
| b. To keep up with politics or political<br>issues<br>Mar 18-24, 2024    | 4                   | 23                  | 73                  | *                |
| c. To keep up with sports or pop<br>culture<br>Mar 18-24, 2024           | 8                   | 27                  | 64                  | *                |
| d. Because it's entertaining<br>Mar 18-24, 2024                          | 34                  | 41                  | 24                  | *                |
| e. To keep up with friends and family<br>Mar 18-24, 2024                 | 75                  | 18                  | 7                   | *                |
| f. To connect with others who share<br>your interests<br>Mar 18-24, 2024 | 33                  | 41                  | 26                  | *                |
| g. To look at product reviews or<br>recommendations<br>Mar 18-24, 2024   | 8                   | 29                  | 62                  | *                |

**2024 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL  
WAVE 144 TOPLINE: INSTAGRAM QUESTIONS  
MARCH 18-24, 2024  
INSTAGRAM N=4,515**

**THE QUESTIONS PRESENTED BELOW ARE PART OF A LARGER SURVEY CONDUCTED ON THE AMERICAN TRENDS PANEL. OTHER QUESTIONS ON THIS SURVEY HAVE BEEN RELEASED.**

**NOTE: ALL NUMBERS ARE PERCENTAGES UNLESS OTHERWISE NOTED. THE PERCENTAGES LESS THAN 0.5% ARE REPLACED BY AN ASTERISK (\*). ROWS/COLUMNS MAY NOT TOTAL 100% DUE TO ROUNDING. AS PART OF THE SURVEY DESIGN, ONLY A SUBSET OF INSTAGRAM USERS WERE SELECTED TO ANSWER ABOUT THE PLATFORM. RESULTS ARE WEIGHTED TO REPRESENT ALL U.S. ADULT INSTAGRAM USERS. READ THE METHODOLOGY FOR MORE DETAILS.**

|                      |                    |  |
|----------------------|--------------------|--|
|                      | <b>Sample size</b> | <b>Margin of error at 95%<br/>confidence level</b> |
| U.S. Instagram users | 4,515              | +/- 2.4 percentage points                          |

**DISPLAY IF SELECTED INSTAGRAM USER (DOV\_ASKIG =1) [N=4,515]:**

Now thinking about Instagram...

**ASK IF SELECTED INSTAGRAM USER (DOV\_ASKIG=1) [N=4,515]:**

IGWHY How much is each of the following a reason you use Instagram? **[RANDOMIZE ITEMS  
IN SAME ORDER AS FBWHY]**

|  | <u>Major reason</u> | <u>Minor reason</u> | <u>Not a reason</u> | <u>No answer</u> |
|--|---------------------|---------------------|---------------------|------------------|
| a. To get news<br>Mar 18-24, 2024  | 8                   | 25                  | 67                  | 1                |
| b. To keep up with politics or political<br>issues<br>Mar 18-24, 2024    | 5                   | 21                  | 73                  | 1                |
| c. To keep up with sports or pop<br>culture<br>Mar 18-24, 2024           | 19                  | 33                  | 47                  | 1                |
| d. Because it's entertaining<br>Mar 18-24, 2024                          | 56                  | 31                  | 13                  | 1                |
| e. To keep up with friends and family<br>Mar 18-24, 2024                 | 54                  | 29                  | 17                  | 1                |
| f. To connect with others who share<br>your interests<br>Mar 18-24, 2024 | 37                  | 36                  | 27                  | 1                |
| g. To look at product reviews or<br>recommendations<br>Mar 18-24, 2024   | 13                  | 31                  | 56                  | *                |

**2024 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL  
WAVE 144 TOPLINE: X (FORMERLY TWITTER) QUESTIONS  
MARCH 18-24, 2024  
X (FORMERLY TWITTER) N=2,565**

**THE QUESTIONS PRESENTED BELOW ARE PART OF A LARGER SURVEY CONDUCTED ON THE AMERICAN TRENDS PANEL. OTHER QUESTIONS ON THIS SURVEY HAVE BEEN RELEASED.**

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|                                 |                    |  |
|---------------------------------|--------------------|--|
|                                 | <b>Sample size</b> | <b>Margin of error at 95%<br/>confidence level</b> |
| U.S. X (formerly Twitter) users | 2,565              | +/- 3.0 percentage points                          |

**DISPLAY IF X/TWITTER USER (SMUSEc=1) [N=2,565]:**

Now thinking about X (formerly Twitter)...

**ASK IF X/TWITTER USER (SMUSEc=1) [N=2,565]:**

XTWHY How much is each of the following a reason you use X (formerly Twitter)? **[RANDOMIZE ITEMS IN SAME ORDER AS FBWHY]**

|  | <u>Major reason</u> | <u>Minor reason</u> | <u>Not a reason</u> | <u>No answer</u> |
|--|---------------------|---------------------|---------------------|------------------|
| a. To get news<br>Mar 18-24, 2024  | 25                  | 40                  | 35                  | *                |
| b. To keep up with politics or political<br>issues<br>Mar 18-24, 2024    | 24                  | 35                  | 40                  | *                |
| c. To keep up with sports or pop<br>culture<br>Mar 18-24, 2024           | 27                  | 33                  | 40                  | *                |
| d. Because it's entertaining<br>Mar 18-24, 2024                          | 45                  | 36                  | 19                  | *                |
| e. To keep up with friends and family<br>Mar 18-24, 2024                 | 12                  | 21                  | 67                  | 1                |
| f. To connect with others who share<br>your interests<br>Mar 18-24, 2024 | 28                  | 34                  | 38                  | *                |
| g. To look at product reviews or<br>recommendations<br>Mar 18-24, 2024   | 6                   | 22                  | 71                  | *                |

**2024 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL  
WAVE 144 TOPLINE: TIKTOK QUESTIONS  
MARCH 18-24, 2024  
TIKTOK N=2,562**

**THE QUESTIONS PRESENTED BELOW ARE PART OF A LARGER SURVEY CONDUCTED ON THE AMERICAN TRENDS PANEL. OTHER QUESTIONS ON THIS SURVEY HAVE BEEN RELEASED.**

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|                   |                             |   |
|-------------------|-----------------------------|---|
| U.S. TikTok users | <b>Sample size</b><br>2,562 | <b>Margin of error at 95%<br/>confidence level</b><br>+/- 3.0 percentage points |
|-------------------|-----------------------------|---|

**DISPLAY IF TIKTOK USER (SMUSEi =1) [N=2,562]:**

Now thinking about TikTok..

**ASK IF TIKTOK USER (SMUSEi=1) [N=2,562]:**

TTWHY How much is each of the following a reason you use TikTok? **[RANDOMIZE ITEMS IN SAME ORDER AS FBWHY]**

|    |   | <u>Major reason</u> | <u>Minor reason</u> | <u>Not a reason</u> | <u>No answer</u> |
|----|---|---------------------|---------------------|---------------------|------------------|
| a. | To get news<br>Mar 18-24, 2024  | 15                  | 26                  | 58                  | *                |
| b. | To keep up with politics or political<br>issues<br>Mar 18-24, 2024    | 12                  | 24                  | 63                  | *                |
| c. | To keep up with sports or pop<br>culture<br>Mar 18-24, 2024           | 20                  | 33                  | 47                  | *                |
| d. | Because it's entertaining<br>Mar 18-24, 2024                          | 81                  | 14                  | 5                   | *                |
| e. | To keep up with friends and family<br>Mar 18-24, 2024                 | 17                  | 27                  | 56                  | *                |
| f. | To connect with others who share<br>your interests<br>Mar 18-24, 2024 | 34                  | 32                  | 34                  | *                |
| g. | To look at product reviews or<br>recommendations<br>Mar 18-24, 2024   | 27                  | 34                  | 38                  | *                |