

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

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

-----**MAIN QUESTIONNAIRE BEGINS HERE**-----

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?¹

	<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

¹ 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?²

	<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>	(VOL.) Don't know	(VOL.) No answer
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

² 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:

	Almost <u>constantly</u>	Several times a <u>day</u>	About once <u>a day</u>	Several times a <u>week</u>	Less <u>often</u>	No answer <u>to INTFREQ</u>	Not an internet <u>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 COMPARISON³:

	<u>Yes</u>	<u>No</u>	<u>(VOL.)</u> <u>Don't know</u>	<u>(VOL.)</u> <u>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</u> <u>HOME4NW2</u>	<u>Not an</u> <u>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

³ 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 ⁴	High-speed broadband ⁵	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 COMPARISON⁶:

	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]⁷:

	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

⁴ The dial-up response option wording was “Dial-up (over a landline phone connection).”⁵ The high-speed home broadband response option wording was “High-speed broadband like cable, fiber optic, wireless router, satellite, or DSL.”⁶ 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?”⁷ 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 ADULTS⁸:

	<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) ⁹			
	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

⁸ 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.

⁹ 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 COMPARISON¹⁰:

	<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 Facebook¹¹</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	*	*

¹⁰ 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.

¹¹ 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.) Don't know	(VOL.) No answer
<i>Use Twitter¹²</i>				
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

¹² 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
		Feb 1-Jun 10, 2024	70	26	1
YT.	YouTube	May 19-Sep 5, 2023	68	26	1
		Feb 5-Jun 18, 2025	84	12	1
		Feb 1-Jun 10, 2024	85	11	1
X.	X (formerly Twitter)	May 19-Sep 5, 2023	83	12	1
		Feb 5-Jun 18, 2025	21	73	2
		Feb 1-Jun 10, 2024	21	73	2
IG.	Instagram	May 19-Sep 5, 2023	22	70	3
		Feb 5-Jun 18, 2025	50	45	1
		Feb 1-Jun 10, 2024	50	45	1
SC.	Snapchat	May 19-Sep 5, 2023	47	46	2
		Feb 5-Jun 18, 2025	25	69	2
		Feb 1-Jun 10, 2024	27	67	2
WA.	WhatsApp	May 19-Sep 5, 2023	27	66	2
		Feb 5-Jun 18, 2025	32	62	2
		Feb 1-Jun 10, 2024	30	65	2
TT.	TikTok	May 19-Sep 5, 2023	29	64	2
		Feb 5-Jun 18, 2025	37	58	2
		Feb 1-Jun 10, 2024	33	62	2
RD.	Reddit	May 19-Sep 5, 2023	33	60	2
		Feb 5-Jun 18, 2025	26	68	2
		Feb 1-Jun 10, 2024	24	70	2
BSK.	Bluesky	May 19-Sep 5, 2023	22	70	3
		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?

	<u>Yes, have a cellphone</u>	<u>No, do not have a 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 COMPARISON¹³:

	<u>Yes</u>	<u>No</u>	<u>(VOL.) Don't know</u>	<u>(VOL.) 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	*	*

¹³ 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 COMPARISON¹⁴:

	<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	*

¹⁴ 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:

	<u>Yes, smartphone</u>	<u>No, not a smartphone</u>	<u>No answer to SMART2</u>	<u>No cell phone</u>	<u>No answer to 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