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Online Community and Connection in America

Nearly 4 in 10 U.S. adults – including about half of those 18 to 29 – are part of an online community

BY Colleen McClain, Jeffrey Gottfried, Eugenie Park, Michelle Faverio, Olivia Sidoti and Monica Anderson

FOR MEDIA OR OTHER INQUIRIES:

Colleen McClain, Senior Researcher

Jeffrey Gottfried, Associate Director, Internet and Technology Research

Monica Anderson, Director, Internet and Technology Research

Haley Nolan, Communications Manager
202.419.4372

www.pewresearch.org

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About the Pew-Knight Initiative

The [Pew-Knight Initiative](#) supports new research on how Americans absorb civic information, form beliefs and identities, and engage in their communities. [Pew Research Center](#) is a nonpartisan, nonadvocacy fact tank that informs the public about the issues, attitudes and trends shaping the world. [Knight Foundation](#) is a social investor committed to supporting informed and engaged communities.

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About this research

This report from the [Pew-Knight Initiative](#) focuses on online community and connection today. It looks at who's part of online communities, where they form, what they're built around, why people go to them – and why some people leave. It also examines what people think the internet is doing to connection overall.

Why we did this

The Center conducts research to inform the public, journalists and decision-makers. We've long studied [what online connection looks like for Americans](#). At a time when fewer than half of Americans are highly satisfied with their social life – or with the quality of life in their local community – it's important to understand the role online communities play, good and bad.

[Learn more about Pew Research Center.](#)

How we did this

We surveyed 9,750 U.S. adults from May 26 to June 1, 2026. Everyone who took part in this survey is a member of the Center's [American Trends Panel](#). The survey represents the views of the full U.S. adult population.

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

This is a Pew Research Center report from the Pew-Knight Initiative, a research program funded jointly by The Pew Charitable Trusts and the John S. and James L. Knight Foundation. Find related reports online at <https://www.pewresearch.org/pew-knight/>.

Online Community and Connection in America

Nearly 4 in 10 U.S. adults – including about half of those 18 to 29 – are part of an online community

Key findings:

- **48% of young adults are part of online communities**, outpacing older adults.
- **These communities often offer unique value**: For many, their go-to space is something they can only get online.
- Most go to them for **information, fun or advice**. Fewer go to them for acceptance or meeting people.
- Many think **politics doesn't belong** in the space they visit most – 54% say this.
- **Not everyone's sold on online connection**. About half of adults say it's not as meaningful as in-person relationships.
- The most common reason people leave online communities? **Losing interest**.

At a time when many are worrying about [fraying social ties](#) and [rising loneliness](#), some Americans are finding community online.

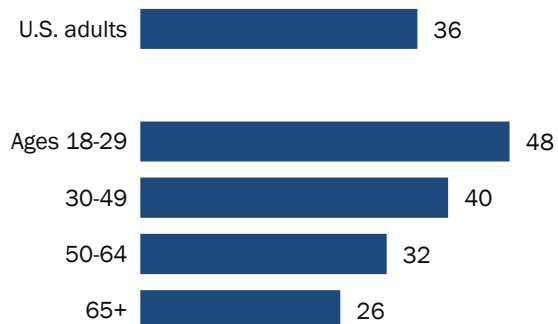
A new Pew Research Center survey from the [Pew-Knight Initiative](#) finds that **nearly four-in-ten U.S. adults are part of an online community – and that share rises to about half among young adults**.

For some, **these communities are deeply valuable parts of their lives**. They widely offer information, advice or experiences people say they could only get online.

Still, these benefits sit alongside doubts about making genuine connections online. About half of Americans question whether online relationships can be as

Nearly 4 in 10 Americans are part of online communities – and this is higher for young adults

% of U.S. adults who say they are part of online communities



Note: For details on how we asked about being part of online communities, refer to the topline.

Source: Pew Research Center survey of U.S. adults conducted May 26-June 1, 2026.

"Online Community and Connection in America"

PEW-KNIGHT INITIATIVE

meaningful as those formed in person. Fewer – 34% – think they can be just as meaningful.

There's an age divide on this topic as well. Adults under 30 are far more likely than those ages 65 and older to say online relationships can be just as meaningful as in-person ones (54% vs. 14%).

How did we study online community?

Our questions asked about **feeling part of a community online**. We wanted to capture a wide range of spaces and experiences that someone might consider as online community. Here's how we explained the topic further:

By this, we mean people connecting with others online, such as by joining or feeling part of a group or doing things together. This could happen in places like social media, online discussion forums, by emailing or messaging with a group, or in video games online.

Follow-up questions focused on the community people spend the most time in – we call this their **most-visited online community**.

Where online communities form and what they're about

More than two decades after the Center [studied online communities](#) in 2001, these spaces still vary in where they form, what they offer and who turns to them.

It's most common to find online community on social media. About a quarter of Americans are part of an online community on social media sites or apps.

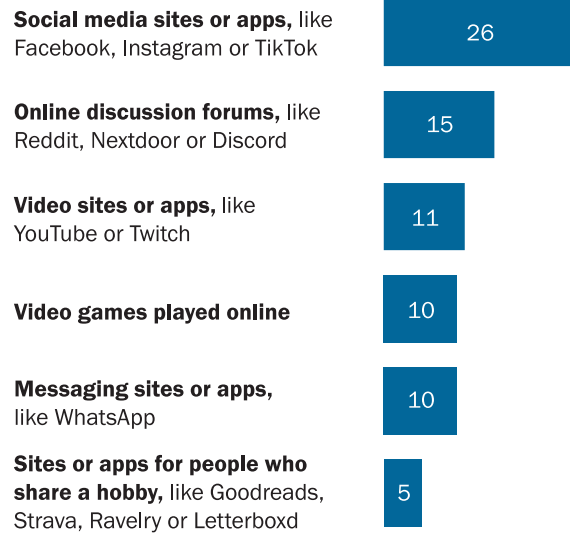
Discussion forums come next – 15% are part of an online community in places like Reddit, Nextdoor or Discord.

Fewer are part of an online community on video sites like YouTube and Twitch, in video games online, or on messaging apps.

And 5% are part of one on sites or apps for people who share a hobby – like Goodreads for reading, Strava for running, Ravelry for knitting or Letterboxd for movies.

Social media top the list of where people find community online

% of U.S. adults who say they are part of an online community in the following places



Note: For details on how we asked about being part of online communities, as well as the share who said they were part of online communities elsewhere, refer to the topline.

Source: Pew Research Center survey of U.S. adults conducted May 26-June 1, 2026.

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When it comes to what these communities focus on: Hobbies and local area top the list. About one-in-five Americans say they are part of an online community related to each.

Roughly one-in-ten adults say they're in one about topics like movies, books or TV shows; video games; or their work or profession. A similar share says they're in fan communities of any kind.

And while politics can come up in a range of places, 8% of Americans are in an online community specifically related to politics or political issues.

Read more about [what people think of politics in online communities](#).

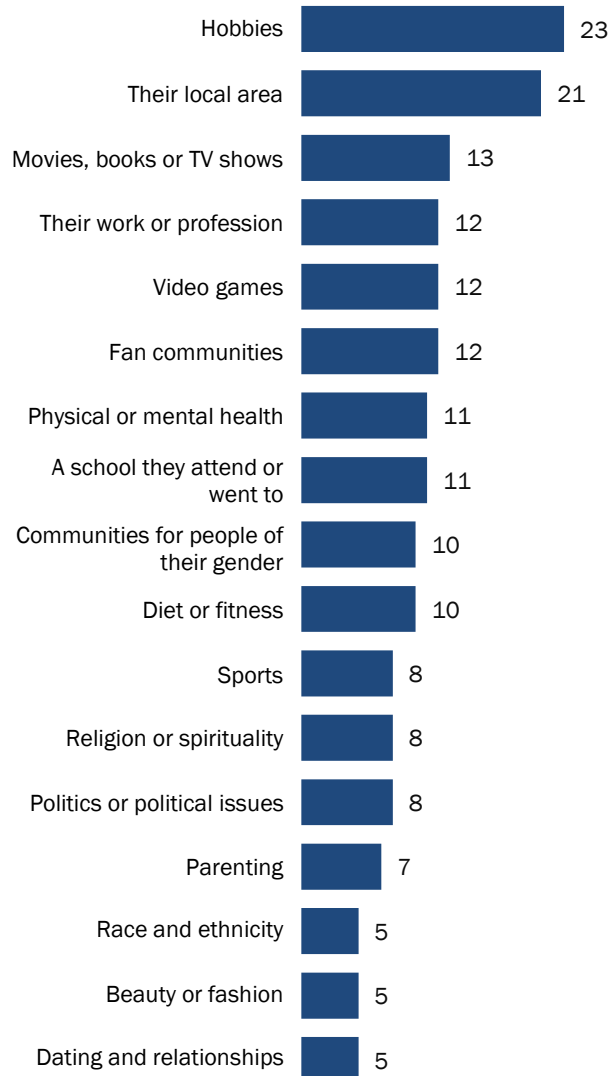
Age, again, is an important factor: Young adults are more likely than all other groups to be part of several kinds of communities. For example, that's true for online communities about video games; beauty or fashion; movies, books or TV shows; hobbies; and fan communities.

Gaming has one of the biggest gaps. About a quarter of adults under 30 (27%) are part of one about video games. This drops to 16% of those in their 30s and 40s and 4% of those 50 and older.

Participation also varies by other factors. Some examples are:

It's most common to be part of online communities about hobbies, local area

% of U.S. adults who say they are part of the following kinds of online communities



Note: The gender item was specific to how people described themselves. (For example, men were asked about being part of a community specifically for men.) For details on how we asked about being part of online communities, refer to the topline.

Source: Pew Research Center survey of U.S. adults conducted May 26-June 1, 2026.

"Online Community and Connection in America"

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- **Gender:** 15% of women are part of an online community specifically for women, largely driven by women under 50; 5% of men say they're in one specifically for men.
- **Being a parent:** 17% of parents with a child under 18 say they're part of an online community about parenting. Moms are more likely than dads to say so (21% vs. 11%).
- **Race and ethnicity:** Roughly one-in-five Black adults (17%) are part of a community related to race and ethnicity. About one-in-ten Asian or Hispanic adults say this and 2% of White adults.

For more on [*who's part of an online community in general*](#), go to the appendix.

Do people find value in online communities?

Online communities are widely seen as unique spaces and can add deeply to people's lives.

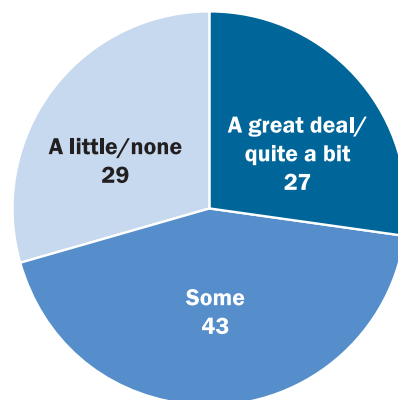
About a quarter of those in online communities say these places are highly valuable to them. A larger share – about four-in-ten – finds some value there.

Together, about seven-in-ten say these spaces add something to their lives. Still, 29% of those who are part of online communities say they bring little to no value.

Both younger and older adults tend to find at least some value in these places. But adults under 50 in them are more likely to say they add deeply to their lives, compared with older adults (32% vs. 20%).

About 1 in 4 in online communities say they add deeply to their lives

Among U.S. adults in online communities, % who say these bring ___ value to their lives



Note: For details on how we asked about being part of online communities, refer to the topline. The <1% who did not give an answer are not shown.

Source: Pew Research Center survey of U.S. adults conducted May 26-June 1, 2026. "Online Community and Connection in America"

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What are people taking away from the communities they go to most?

It's common to be part of multiple online communities. In fact, 85% of those in online communities are part of more than one.

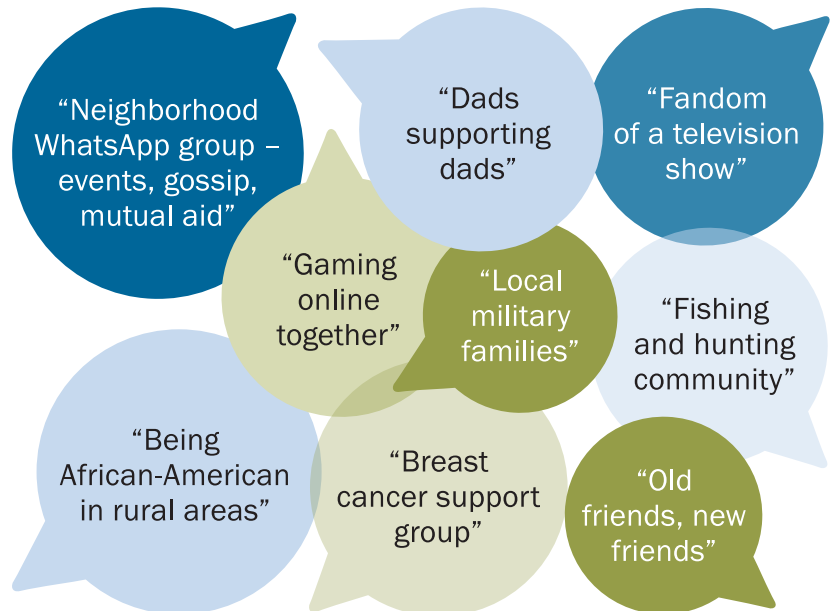
To better understand people's experiences, we asked some questions about the one they visit most often.

First, we asked people to tell us in a few words what the focus of their most-visited community is.

These covered a vast array of topics, such as a specific hobby, neighborhood, musical group, medical condition or identity, for example. Other communities focused on connecting and talking with others.

The online communities people visit most often cover a vast range of topics

Examples of how people describe the main focus of their most-visited online community, in just a few words



Note: For details on how we asked about being part of online communities, refer to the topline. Responses have been lightly edited for length and grammar. Quotations are examples and do not represent the prevalence of any given theme.

Source: Pew Research Center survey of U.S. adults conducted May 26-June 1, 2026. "Online Community and Connection in America"

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Not only do some people find deep value in these spaces, but many also see them as offering something unique that they cannot get elsewhere.

About six-in-ten in online communities say their most-visited one is something they could only find online. A smaller share says it's something they could find elsewhere.

Online communities are largely seen as providing something that people can't find offline

Among U.S. adults in online communities, % who say their most-visited community is ...



Note: For details on how we asked about being part of online communities, refer to the topline. Those who did not answer are not shown.

Source: Pew Research Center survey of U.S. adults conducted May 26-June 1, 2026.

"Online Community and Connection in America"

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What motivates people to turn to online communities?

People seek out online communities for a variety of reasons, but there are three near the top of our list: to stay informed, for fun or to get advice or recommendations.

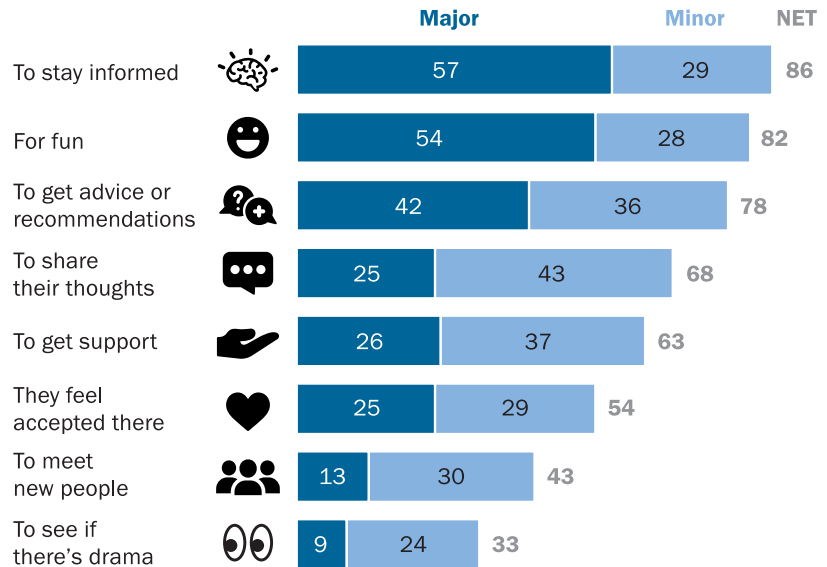
About eight-in-ten or more say they go to their most-visited community for each of these. This includes more than half who cite information and fun as *major* reasons.

Smaller shares – though still majorities – say a major or minor reason they visit their go-to space is to share their thoughts or get support.

Just over half also say they go there because they feel accepted. And fewer say it's to meet new people or for the drama.

Information and fun are among the top reasons people go to online communities

Among U.S. adults in online communities, % who say each of the following is a ___ reason they go to their most-visited community



Note: For details on how we asked about being part of online communities, refer to the topline. Those who did not answer or said "not a reason" are not shown.

Source: Pew Research Center survey of U.S. adults conducted May 26-June 1, 2026.

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Young adults are more likely than older age groups to turn to online communities because they feel accepted or to meet new people – but also for the drama.

For example, when asked about their most-visited online community, roughly six-in-ten under 30 say they go there to meet new people. Among those in their 30s and 40s, fewer (46%) say the same. And this share drops further for those 50 and older.

The pattern is similar for seeing if there's drama or feeling accepted. But those in their 30s and 40s are just as likely as young adults to go to these places for support, advice or recommendations, or to share their thoughts.

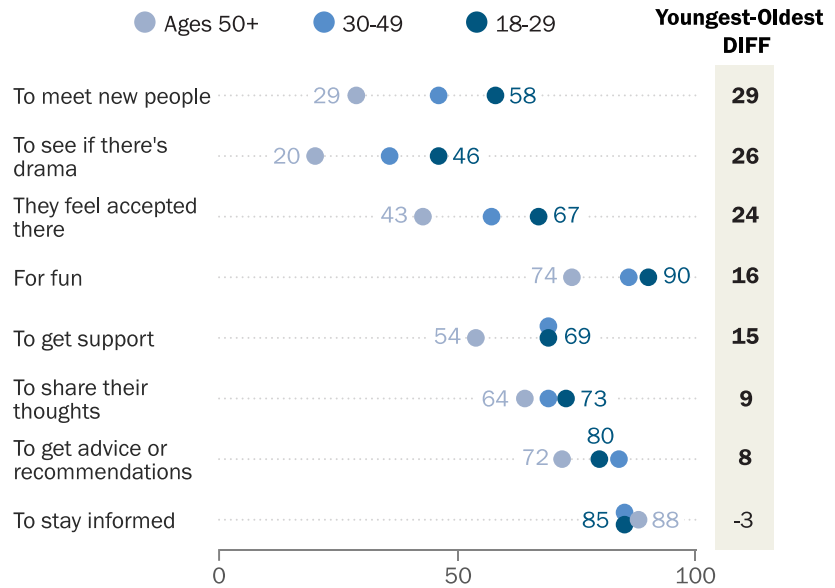
And on some reasons – like staying informed – there is little difference by age. Most across groups say this is a motivator.

Connection in online communities

There are many ways online communities can bring value to people's lives. All told, meeting people is fairly low on the list of motivators. We see that reflected in people's feelings, too.

Young adults stand out for going to online communities for connections, acceptance and drama

Among U.S. adults in online communities, % who say each of the following is a reason they go to their most-visited community



Note: For details on how we asked about being part of online communities, refer to the topline. Major/minor reason are combined. Statistically significant differences in **bold**. Difference values shown are based on subtracting the rounded numbers in the chart. Those who did not answer or said "not a reason" are not shown.

Source: Pew Research Center survey of U.S. adults conducted May 26-June 1, 2026.

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About one-in-five say they feel extremely or very close to others in these spaces, and an additional 37% feel somewhat close.

But nearly half don't feel very close to others in their most-visited community.

That includes 14% who don't feel close at all.

People tend to start fresh in these spaces. Most (68%) knew very few or none of the people there before joining.

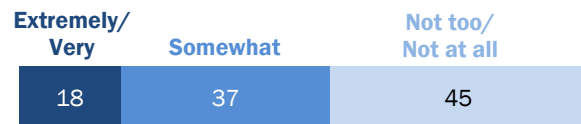
And it's less common to feel close to others if you knew few people starting out. Of those who knew very few or no one, about one-in-ten say they feel extremely or very close to people there today.

Even so, **these spaces start conversations that are often part of members' daily lives.** The vast majority of those in online communities – 74% – say they ever post or share in the one they visit most.

And nearly six-in-ten (56%) say they go to their most-visited community every day. That's one-in-five U.S. adults overall who say they're in an online community daily.

Nearly half aren't close with others in their go-to online community

Among U.S. adults in online communities, % who say they feel ___ close to the people in their most-visited community



Note: For details on how we asked about being part of online communities, refer to the topline. Those who did not answer are not shown.

Source: Pew Research Center survey of U.S. adults conducted May 26-June 1, 2026.

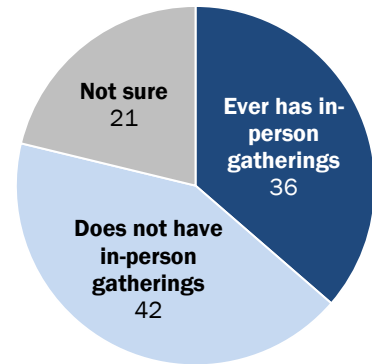
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Not all online communities are limited to the internet. In some, the line between online and offline is blurred. When asked about their most-visited space, **about a third say that it has in-person gatherings, too.**

Roughly 1 in 3 say their go-to online community has in-person meetups

Among U.S. adults in online communities, % who say their most-visited online community ...



Note: For details on how we asked about being part of online communities, refer to the topline. The 1% who did not answer are not shown.

Source: Pew Research Center survey of U.S. adults conducted May 26-June 1, 2026. "Online Community and Connection in America"

PEW-KNIGHT INITIATIVE

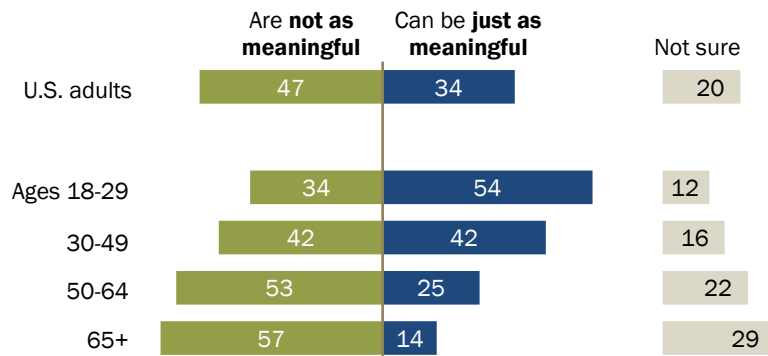
Is online connection meaningful?

When we ask Americans for their take on online relationships more broadly – regardless of if they’re in an online community or not – we find many doubt the value of online connection.

About half of Americans overall say personal relationships formed online are not as meaningful as in-person ones. About one-third say they can be just as meaningful, while 20% aren’t sure.

Younger adults are more likely to say online relationships are just as meaningful as in-person ones

% of U.S. adults who say in general, they think personal relationships that people form online ___ as in-person relationships



Note: Those who did not answer are not shown.

Source: Pew Research Center survey of U.S. adults conducted May 26-June 1, 2026. "Online Community and Connection in America"

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But views on this issue vary a lot by age. Adults under 30 are the only age group in which more say online relationships can be just as meaningful, than say they don’t measure up.

And while a quarter of those who are *not* in an online community find digital connection on par with in-person, this rises to 48% of those who are in one.

Skepticism also shows up in broader views of the internet's role in how people relate to each other. More Americans say the internet tends to drive people apart, than think it tends to bring them together (31% vs. 11%).

But by far the largest share – 58% – thinks the internet does both about equally.

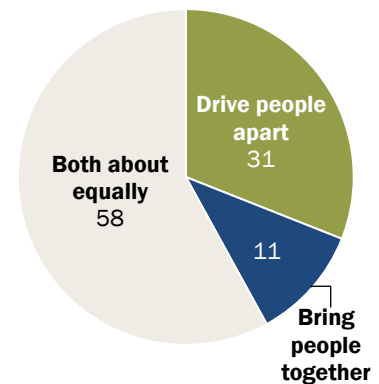
Unlike when we ask about relationships, there's little difference by age here. Across groups, more say the internet divides than unites. And the largest shares in each group say it does both.

These tensions can be felt in online communities, too. The ones people visit most often are widely viewed as respectful. Still, tone can cross a line: Too much arguing is among the reasons why people leave online communities, though not the most common one.

Read more about [*who has left an online community – and why.*](#)

More say the internet divides than connects. Many think it does both

% of U.S. adults who say the internet does more to ...



Note: The 1% who did not answer are not shown.

Source: Pew Research Center survey of U.S. adults conducted May 26-June 1, 2026. "Online Community and Connection in America"

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Online Communities Rarely Focus on Politics, and Many Say It Should Stay That Way

Politics can find a way into online communities, whether they are focused on politics or built around other topics from [neighborhoods to parenting](#). But a new Pew Research Center survey from the [Pew-Knight Initiative](#) finds that politics is not a big driver of conversation in the online communities people visit most. And a majority don't think politics should be there.

Still, party and ideology can play a role. Liberal Democrats tend to differ from other groups in how they feel about politics in these spaces, and what kinds of communities they're part of broadly.

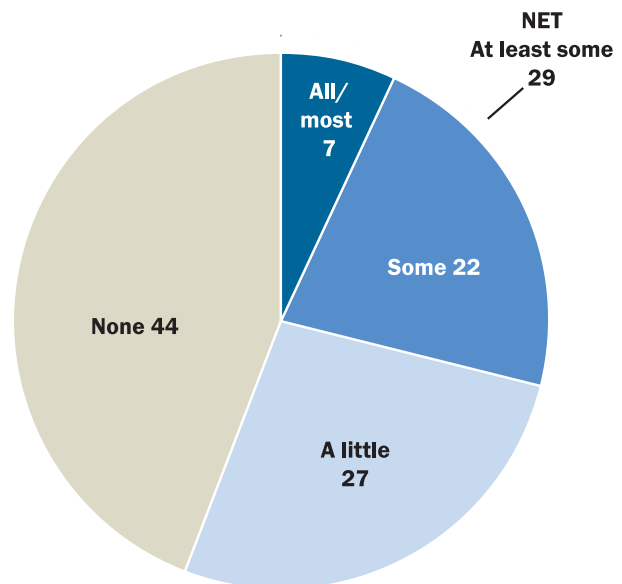
Among people who are part of one, **about three-in-ten say there's at least some political discussion in the online community they visit most often.** This includes 7% who say it makes up all or most of the discussion.

But most – 71% – say they see little to no political content in their go-to community.

This is part of [a broader survey of U.S. adults](#), conducted May 26-June 1, 2026.

Relatively few say politics is a big part of the online community they go to most

Among U.S. adults in online communities, % who say ___ of the discussion in their most-visited community is about politics or political issues



Note: For details on how we asked about being part of online communities, refer to the topline. The <1% who did not answer are not shown.

Source: Pew Research Center survey of U.S. adults conducted May 26-June 1, 2026.

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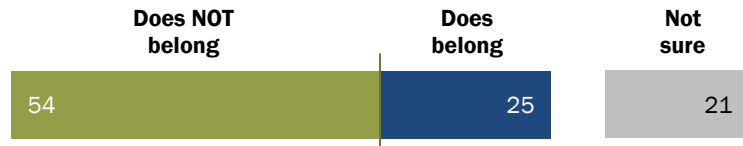
Many say politics does not belong in these spaces

People commonly say they don't want to see politics in their go-to communities. In fact, a majority (54%) of those in an online community say political discussion does not belong in the one they visit most often.

A much smaller share – a quarter – says politics *does* belong there, and 21% aren't sure.

A majority say politics doesn't belong in the online community they go to most

Among U.S. adults in online communities, % who say political discussion ___ in their most-visited community



Note: For details on how we asked about being part of online communities, refer to the topline.

Source: Pew Research Center survey of U.S. adults conducted May 26-June 1, 2026. "Online Community and Connection in America"

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We've seen similar themes in our work on social media. For example, on two of the four platforms we studied in a 2024 survey, majorities of users who keep politics out of their posts said it's because [politics doesn't belong there](#).

Some Americans who've *left* an online community say it was due to too much politics (44% of those who've left one). Go to ["About a Third of Americans Have Left an Online Community"](#) to read more.

Is the political content people see new or more of the same?

People commonly say the online community they visit most has unique value – it’s something they [can’t find elsewhere](#). But *political* discussion in these communities isn’t always unique to the space it’s in.

More often than not, political content reflects what people are already getting elsewhere. At the same time, it’s most commonly a diversity of viewpoints, rather than just what people agree with.

The political information people see in these spaces is more often familiar than not.

About a quarter of those in online communities say the political information they see in their most-visited community is mostly what they’ve seen elsewhere. Just 5% say it’s mostly new to them. And about a quarter say it’s about equally new and familiar.

People there are also more likely to say they see things they mostly agree with than disagree (19% vs. 6%).

Still, it’s more common to **see a roughly equal mix of political content you agree and disagree with**. About three-in-ten in online communities say this.

Few people say the political content they see in their online communities is mostly new to them

Among U.S. adults in online communities, % who say what they see about politics or political issues in their most-visited community is ...

Mostly what they already see elsewhere	Both about equally	Mostly new to them	Does not see political discussions
26	24	5	44

Note: For details on how we asked about being part of online communities, refer to the topline.

Source: Pew Research Center survey of U.S. adults conducted May 26-June 1, 2026. “Online Community and Connection in America”

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About 3 in 10 say political discussions in their online community have an even mix of views they agree and disagree with

Among U.S. adults in online communities, % who say they ___ with the things they see about politics or political issues in their most-visited community

Mostly agree with	About an equal mix of both	Mostly disagree with	Does not see political discussions
19	31	6	44

Note: For details on how we asked about being part of online communities, refer to the topline.

Source: Pew Research Center survey of U.S. adults conducted May 26-June 1, 2026. “Online Community and Connection in America”

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Liberal Democrats stand out for how they experience politics in online communities

When the focus turns to politics in these spaces, liberal Democrats differ from other groups in several ways. (Republicans and Democrats include independents who lean toward each party.)

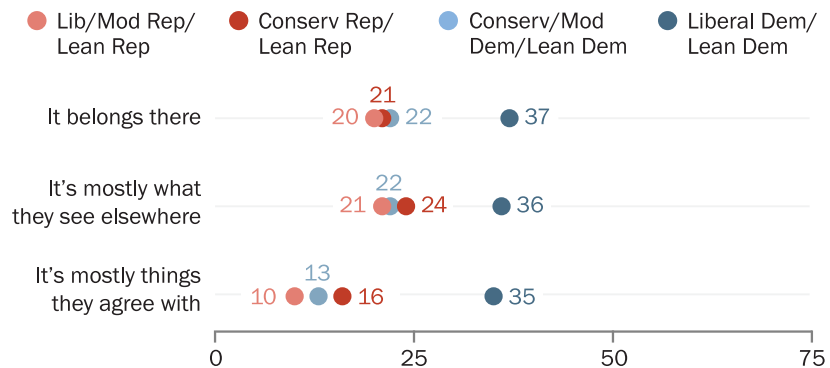
Among those in online communities:

Liberal Democrats are most likely to say politics belongs in the communities they visit most, at 37%.

A similar share (43%) says it *doesn't* – but that view is higher in other partisan and ideological groups.

Liberal Democrats are most likely to view politics as belonging in the online communities they visit most

Among U.S. adults in online communities, % who say the following about political discussion in their most-visited community



Note: Those in online communities were asked whether politics belongs there regardless of whether they see any discussion about politics or political issues in their most-visited space. For details on how we asked about being part of online communities, refer to the topline. Those who did not answer or gave other responses are not shown.

Source: Pew Research Center survey of U.S. adults conducted May 26-June 1, 2026.

"Online Community and Connection in America"

PEW-KNIGHT INITIATIVE

Liberal Democrats are also more likely to say they see like-minded political posts and things that reflect what they get elsewhere.

For instance, about a third of liberal Democrats say they mostly agree with what they see, far higher than other groups. That said, roughly another quarter of liberal Democrats say they see a mix of political information that they agree and disagree with.

Liberal Democrats more likely to be part of political online communities

Beyond the online communities Americans visit most often, we wanted to understand the broader landscape of what spaces people are part of.

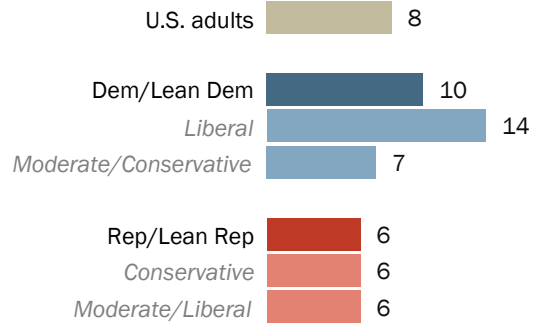
About one-in-ten Americans say they are a part of an online community specifically focused on politics or political issues.

Liberal Democrats are more likely than other ideological groups in either party to say this. But it's a fairly small share (14%).

Beyond politics, liberal Democrats are also more likely to be a part of an online community overall. For a breakdown, go to the [appendix](#).

Liberal Democrats stand out for being in politically-focused online communities

% of U.S. adults who say they are part of online communities related to **politics or political issues**



Note: For details on how we asked about being part of online communities, refer to the topline.

Source: Pew Research Center survey of U.S. adults conducted May 26-June 1, 2026.

"Online Community and Connection in America"

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About a Third of Americans Have Left an Online Community

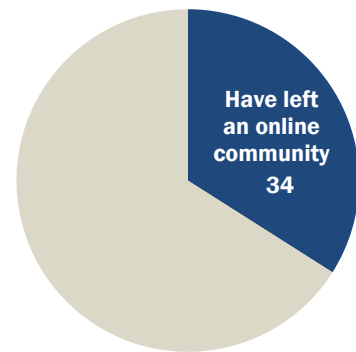
Online communities can draw people in with [shared interests, support or a sense of belonging](#). But for some Americans, these spaces aren't forever, according to a new Pew Research Center survey from the [Pew-Knight Initiative](#).

About a third of U.S. adults say they have ever left an online community, according to the survey conducted May 26-June 1, 2026. This includes both some who currently are in an online community and some who are *not*.

When people move on from them, they cite a range of reasons – but declining interest is a big one.

About a third of Americans have left an online community

% of U.S. adults who say they ...



Note: For details on how we asked about being part of online communities, refer to the topline.

Source: Pew Research Center survey of U.S. adults conducted May 26-June 1, 2026. "Online Community and Connection in America"

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Losing interest is the most common reason people cite for leaving an online community. More than eight-in-ten who've left one say this, and it's the only reason a majority name as a *major* factor for stepping away.

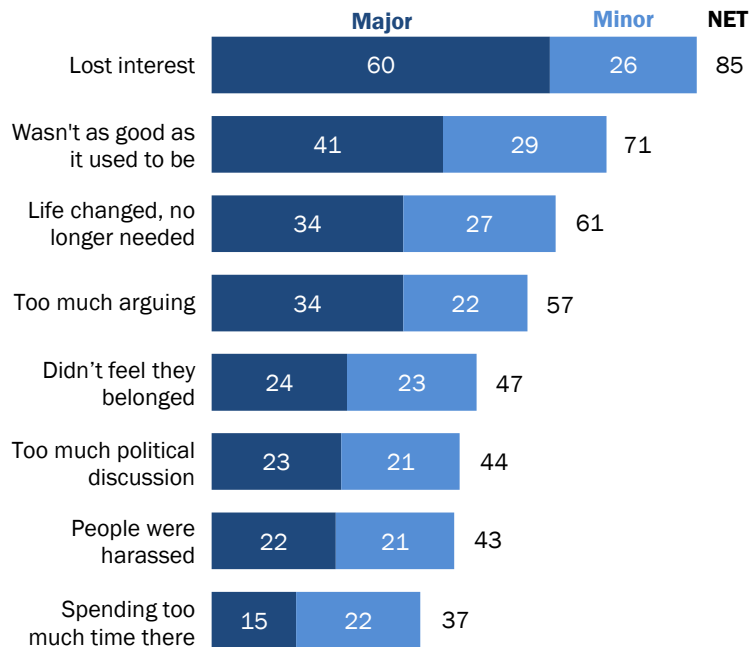
Declining quality and life changes are also reasons that majorities say contribute in at least a minor way to why they've left.

Toxicity is another factor: 57% of those who've left cite too much arguing. And 43% say it's because people were being harassed.¹

Others stepped away because of politics. Just over four-in-ten say they left an online community because politics was brought up too much.

Loss of interest and declining quality are common reasons why people leave online communities. Roughly 4 in 10 point to harassment

Among U.S. adults who have left an online community, % who say each of the following is a ___ reason why



Note: For details on how we asked about being part of online communities, refer to the topline. Those who did not answer or gave other responses are not shown.

Source: Pew Research Center survey of U.S. adults conducted May 26-June 1, 2026. "Online Community and Connection in America"

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And as Americans continue to [grapple with screen time](#), 37% left because they were spending too much time there.

By age

Younger adults are [more likely to be part of online communities](#). But adults under 50 are also more likely to have *left* one, compared with older adults.

- 44% of adults under 30 have left an online community.

¹ Previous Center studies show that [substantial shares of both adults](#) and [teenagers experience online harassment](#) and cyberbullying.

- 40% of those in their 30s and 40s have.

Fewer of those ages 50 to 64 (32%) say they have left one, and this drops further to 19% of those 65 and older.

Younger adults are also more likely to cite several reasons why they've left. Most notably, they will more often leave based on their changing life needs.

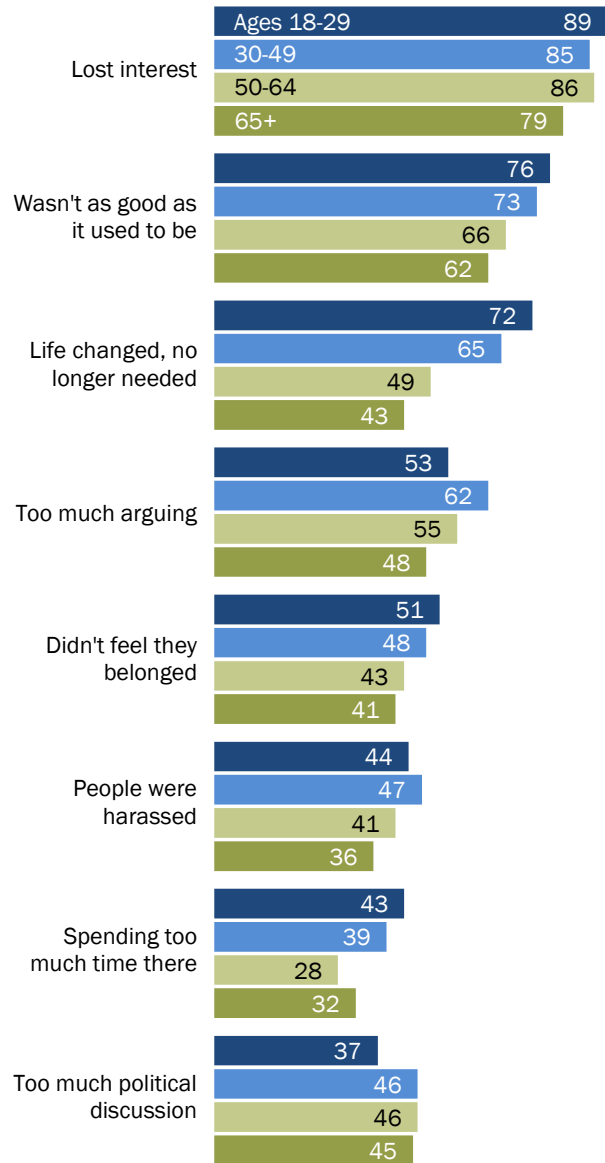
Among those who've left one, majorities of those ages 18 to 29 and 30 to 49 report leaving because it was no longer needed due to a life change. This is higher than older groups.

There are other age differences as well. For example:

- Those under 50 are more likely to cite reasons like declining community quality, feeling a lack of belonging and spending too much time there.
- Alternatively, those under 30 are the least likely to say they left because politics was brought up too much.

Younger adults are more likely to leave online communities due to life changes and declining quality

Among U.S. adults who have left an online community, % who say each of the following is a reason why



Note: For details on how we asked about being part of online communities, refer to the topline. Major/minor reason are combined. Those who did not answer or gave other responses are not shown.

Source: Pew Research Center survey of U.S. adults conducted May 26-June 1, 2026.

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By political party

Roughly similar shares of Republicans and Democrats have left online communities (32% vs. 36%). But Republicans stand out for leaving them because of politics.

Among those who've left an online community, Republicans are more likely than Democrats to say they've left because politics came up too much (50% vs. 39%). (Republicans and Democrats include independents who lean toward each party.)

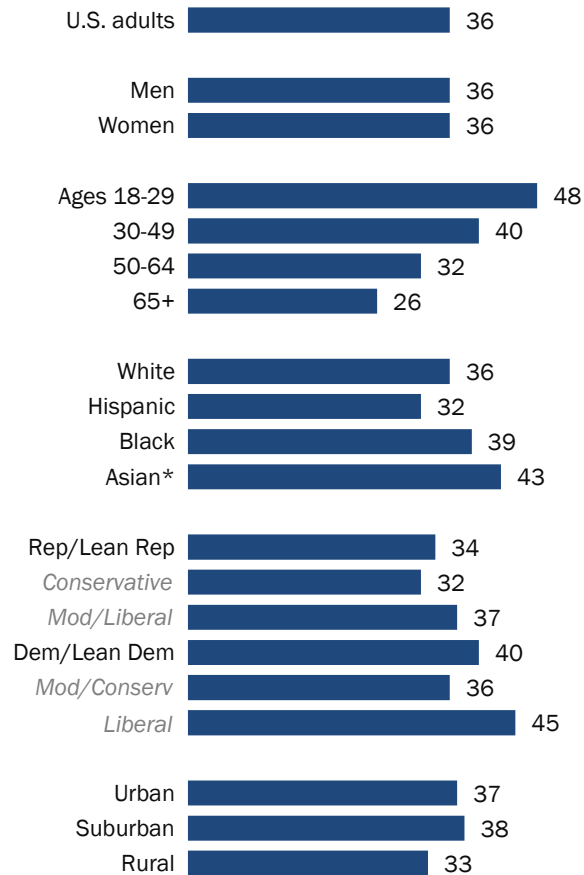
Liberal Democrats are particularly unlikely to say this (32%), while there is no significant difference by ideology among Republicans.

Go to our findings on [politics and online communities](#) to learn more.

Appendix: Who Is Part of an Online Community?

Who is part of an online community?

% of U.S. adults who say they are part of online communities



Among those who ...



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

Note: For details on how we asked about being part of online communities, refer to the topline. White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanics are of any race.

Source: Pew Research Center survey of U.S. adults conducted May 26-June 1, 2026.

"Online Community and Connection in America"

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Primary researchers

Colleen McClain, *Senior Researcher*
Jeffrey Gottfried, *Associate Director, Internet and Technology Research*
Eugenie Park, *Research Analyst*
Michelle Faverio, *Research Associate*
Olivia Sidoti, *Research Analyst*
Monica Anderson, *Director, Internet and Technology Research*

Research team

William Bishop, *Research Associate*

Editorial and graphic design

Sharon McGill, *Information Graphics Designer*
Mia Hennen, *Editorial Assistant*

Communications and web publishing

Haley Nolan, *Communications Manager*
Ethan Charlip, *Communications Associate*
Sara Atske, *Digital Producer*

In addition, the project benefited greatly from the guidance of Pew Research Center's methodology team: Ashley Amaya, Scott Keeter, Andrew Mercer, Dorene Asare-Marfo, Anna Brown, Arnold Lau and Dana Popky. In addition to the primary researchers, Skyler Seets and Samuel Bestvater contributed to the open-end analysis. This project also benefited from feedback by Pew Research Center staff David Kent, Jocelyn Kiley, Katerina Eva Matsa, Juliana Menasce Horowitz, Sahana Mukherjee, Elisa Shearer, Aaron Smith, and former Pew Research Center staff Courtney Kennedy.

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Information Science Department. The feedback shared for this project is solely that of the reviewers and does not express the views, policies or positions of their respective employers.

Methodology

This is a Pew Research Center report from the [Pew-Knight Initiative](#), a research program funded jointly by The Pew Charitable Trusts and the John S. and James L. Knight Foundation.

The American Trends Panel survey methodology

Overview

Data in this report comes from Wave 194 of the American Trends Panel (ATP), Pew Research Center’s nationally representative panel of randomly selected U.S. adults. The survey was conducted from May 26 to June 1, 2026. A total of 9,750 panelists responded out of 11,184 who were sampled, for a survey-level response rate of 87%.

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 less than 1%. The margin of sampling error for the full sample of 9,750 respondents is plus or minus 1.4 percentage points.

SSRS conducted the survey for Pew Research Center via online (n=9,464) and live telephone (n=286) 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.² 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.³ 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”)

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

³ Email 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. All active panel members were invited to participate in this wave.

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 May 26 to June 1, 2026. Surveys were conducted via self-administered web survey or by live telephone interviewing.

For panelists who take surveys online:⁴ Postcard notifications were mailed to a subset on May 26.⁵ 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 May 26. All remaining English- and Spanish-speaking sampled online panelists were included in the full launch and were sent an invitation on May 27.

⁴ 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.

⁵ 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.

Invitation and reminder dates for web respondents, ATP Wave 194

	Soft launch	Full launch
Initial invitation	May 26, 2026	May 27, 2026
First reminder	May 29, 2026	May 29, 2026
Final reminder	May 31, 2026	May 31, 2026

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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 May 22. Soft launch took place on May 26 and involved dialing until a total of seven 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, three 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.

American Trends Panel weighting dimensions

Variable	Benchmark source
Age (detailed)	2024 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
Frequency of internet use	2025 National Public Opinion Reference Survey (NPORS)
Religious affiliation	
Party affiliation x Race/Ethnicity	
Party affiliation x Age	
Validated 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 ACS.

Note: Estimates from the ACS are based on noninstitutionalized adults. For weighting to the 2024 presidential election results, panelists are considered validated voters if their self-report of having voted was confirmed after matching to a national voter registry.

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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.

Sample sizes and margins of error, ATP Wave 194

Group	Unweighted sample size	Weighted %	Plus or minus ...
Total sample	9,750		1.4 percentage points
Those in online communities	3,635		2.2 percentage points
Ages 18-29	835		4.2 percentage points
30-49	3,135		2.3 percentage points
50-64	2,606		2.5 percentage points
65+	3,161		2.4 percentage points
Rep/Lean Rep	4,433	45	2.0 percentage points
Dem/Lean Dem	5,035	49	1.9 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. See 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 194

	AAPOR code	Total
Completed interview	1.1	9,750
Logged in (web)/Contacted (CATI), but did not complete any items	2.11	281
Started survey; broke off before completion	2.12	37
Never logged on (web)/Never reached on phone (CATI)	2.20	1,113
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	3
Total panelists sampled for the survey		11,187
Completed interviews	I	9,750
Partial interviews	P	0
Refusals	R	318
Non-contact	NC	1,113
Other	O	3
Unknown household	UH	0
Unknown other	UO	0
Not eligible	NE	0
Total		11,184
AAPOR RR1 = $I/(I+P+R+NC+O+UH+UO)$		87%

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Cumulative response rate, ATP Wave 194

	Total
Weighted response rate to recruitment surveys	12%
% of recruitment survey respondents who agreed to join the panel, among those invited	74%
% of those agreeing to join who were active panelists at start of Wave 194	40%
Response rate to Wave 194 survey	87%
Cumulative response rate	3%

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Open-end coding methodology

Open-ended responses to the question about the focus of people’s most-visited online community were coded using AI-assisted text classification. Human researchers reviewed, validated and, where necessary, corrected AI-generated codes prior to analysis. Center researchers developed a coding scheme using a model-assisted codebook development process that integrated human interpretation with unsupervised machine learning. First, researchers reviewed a randomly selected pilot sample of responses to independently identify key themes. In parallel, we used an unsupervised theme-discovery approach – based on sparse autoencoders and LLM-based interpretation – to generate candidate themes, using the HypotheSAEs method developed by Movva et al. (2025).⁶

This process included several steps:

1. We converted each open-ended response into a numerical representation that captures its meaning, using an embedding model (OpenAI’s [text-embedding-3-small](#)).
2. We then fit a sparse autoencoder to those representations – essentially training a model to describe every response using a limited set of features. The model ends up learning common themes corresponding to ideas that recur across many responses.
3. We identified a list of the most common themes, examined the responses that exemplified each most strongly, and used a large language model ([GPT-5.2](#)) to summarize the common thread of the category.
4. Researchers then reviewed and revised the set of candidate categories, combining researcher and LLM insights to create an initial codebook.

We gave the codebook to a large language model ([GPT-5.2](#)) alongside a prompt instructing the model to use it to code the open-ended responses with the category that most strongly applied or the first referenced if multiple were mentioned.

We validated the model’s performance against a sample of responses that researchers coded by hand. We drew a stratified sample of 210 responses to ensure that every category, including rare ones, was represented, supplemented by a set of randomly selected responses. Both the LLM and the human coders coded each response for the single best-fit label. Human coders worked from the same codebook and were not shown the automated codes. Agreement was measured using standard metrics for single-label classification. We also reviewed cases where the automated and human coding disagreed to understand these patterns and to inform revisions to the coding rules.

⁶ Movva, Rajiv, Kenny Peng, Nikhil Garg, Jon Kleinberg, and Emma Pierson. 2025. “[Sparse autoencoders for hypothesis generation](#).” arXiv preprint arXiv:2502.04382

After minor adjustments to the codebook, the automated coding achieved a micro-averaged F1 score of 0.86.

Once validated, the LLM used the codebook to categorize all 3,635 responses. For each answer, the model followed a fixed procedure: The model read the response and selected exactly one code that fit the best; if multiple groups were mentioned in the response, it coded for the first one mentioned. The LLM only coded a response with the “Other” category if no other codable groups were present. It coded any blank, gibberish or nonsensical answers as “No answer.” A set of deterministic rules were applied afterward to enforce the codebook’s logic.

In this analysis, we classified 17 discrete categories for open-ended responses. The table below shows the F1 score for each of the individual categories.

Automated coding performance for reported online communities open-ended categories

Category	F1 Score
Sports	0.84
Diet or fitness	1.00
Video games	0.95
Politics or political issues	0.96
News and current events	0.90
Media and entertainment: Movies, books or TV shows	0.90
Media and entertainment: Other media and entertainment	0.76
Hobbies or interests	0.85
Local area	0.80
Connection, friends and family	0.88
Parenting	0.95
Religion or spirituality	0.96
Other demographic or identity groups	0.80
Physical or mental health	0.92
Work or profession	0.86
Specific platform, app or website	0.76
Other	0.63

Note Figures are for the GPT-5.2 LLM performance, calculated based on its coding of a stratified sample of responses in comparison with a human researcher. Table excludes responses classified as “No answer.” Researchers reviewed and edited some coded responses after classification, including to bring the “Other” category closer to human judgment.

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Read the [full prompt](#) we used for this process.

Following the LLM's classification, researchers conducted a review of the coded responses and made minor edits.

For more information on other ways the Center uses – and doesn't use – AI, [read about our AI policy](#).

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Topline

2026 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
Wave 194: Online Communities and Connection in America
May 26-June 1, 2026

TOPLINE
N=9,750

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. The questions presented below are part of a larger survey conducted on the American Trends Panel.

"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

	Sample size	Margin of error at 95% confidence level
U.S. adults	9,750	+/- 1.4 percentage points

SATLIFE_MOD

ASK ALL:

[PN: RANDOMIZE ITEMS; ROTATE RESPONSE OPTIONS 1-5/5-1]

How satisfied are you with the following aspects of your life?

		<u>Extremely satisfied</u>	<u>Very satisfied</u>	<u>Somewhat satisfied</u>	<u>Not too satisfied</u>	<u>Not at all satisfied</u>	<u>No answer</u>
a	Your family life						
	May 26-Jun 1, 2026	22	39	28	8	3	*
b	Your social life						
	May 26-Jun 1, 2026	11	32	39	14	4	*
NO ITEMS c, d							
e	The quality of life in your local community						
	May 26-Jun 1, 2026	9	35	41	11	3	*

NO ITEM f

INT_PPL**ASK ALL:****[PN: ROTATE RESPONSE OPTIONS 1-2/2-1, HOLDING 3 LAST]**

Overall, do you think the internet...

May 26-Jun

1, 2026

11	Does more to bring people together
31	Does more to drive people apart
58	Does both about equally
1	No answer

ADDITIONAL QUESTIONS HELD**ONVSOFF****ASK ALL:****[PN: ROTATE RESPONSE OPTIONS 1-2/2-1, HOLDING 3 LAST]**

In general, do you think personal relationships people form online...

May 26-Jun

1, 2026

34	Can be just as meaningful as in-person relationships
47	Are not as meaningful as in-person relationships
20	Not sure
*	No answer

ADDITIONAL QUESTIONS HELD⁷**OC1****ASK ALL:**

Next are some questions about people feeling part of a community online.

By this, we mean people connecting with others online, such as by joining or feeling part of a group or doing things together.

This could happen in places like social media, online discussion forums, by emailing or messaging with a group, or in video games online.

Would you say you are part of any online communities?

May 26-Jun

1, 2026

36	Yes, I am
63	No, I am not
*	No answer

⁷ PLTFM asked, "Do you ever: Use video sites or apps, like YouTube or Twitch; Use online discussion forums, like Reddit, Nextdoor, or Discord; Use messaging sites or apps, like WhatsApp; Use social media sites or apps, like Facebook, Instagram, or TikTok; Use sites or apps for people who share a hobby, like Goodreads, Strava, Ravelry, or Letterboxd; Play video games online." These items were used to filter OCWHERE. For the shares of U.S. adults who use various platforms, refer to our [social media fact sheets](#).

OCWHERE

ASK IF PART OF AN ONLINE COMMUNITY (OC1=1) [N=3,635]:
[PN: DO NOT RANDOMIZE ITEMS]

Are you part of any online communities...

		Yes, I am part of an online <u>community there</u>	No, I am not part of an online <u>community there</u>	No <u>answer</u>
VID	ASK IF USES VIDEO SITES OR APPS (PLTFM_VID=1) [N=3,260]: On video sites or apps, like YouTube or Twitch May 26-Jun 1, 2026	34	65	*
DIS	ASK IF USES ONLINE DISCUSSION FORUMS (PLTFM_DIS=1) [N=2,025]: On online discussion forums, like Reddit, Nextdoor, or Discord May 26-Jun 1, 2026	70	30	*
MSG	ASK IF USES MESSAGING SITES OR APPS (PLTFM_MSG=1) [N=1,939]: On messaging sites or apps, like WhatsApp May 26-Jun 1, 2026	51	49	*
SM	ASK IF USES SOCIAL MEDIA SITES OR APPS (PLTFM_SM=1) [N=3,231]: On social media sites or apps, like Facebook, Instagram, or TikTok May 26-Jun 1, 2026	81	19	*
HOB	ASK IF USES HOBBY SITES OR APPS (PLTFM_HOB=1) [N=953]: On sites or apps for people who share a hobby, like Goodreads, Strava, Ravelry, or Letterboxd May 26-Jun 1, 2026	53	46	1
GAM	ASK IF PLAYS VIDEO GAMES ONLINE (PLTFM_GAM=1) [N=1,608]: In video games you play online May 26-Jun 1, 2026	54	46	*
OTH	Somewhere else (please specify): [PN: INSERT SINGLE LINE TEXT BOX] May 26-Jun 1, 2026	13	54	33

BASED ON ALL ADULTS:

		Yes, I am part of an online community <u>there</u>	NET Not part of an online community <u>there</u> ⁸	NET No <u>answer</u> ⁹
VID	On video sites or apps, like YouTube or Twitch May 26-Jun 1, 2026	11	88	1
DIS	On online discussion forums, like Reddit, Nextdoor, or Discord May 26-Jun 1, 2026	15	84	1
MSG	On messaging sites or apps, like WhatsApp May 26-Jun 1, 2026	10	90	1
SM	On social media sites or apps, like Facebook, Instagram, or TikTok May 26-Jun 1, 2026	26	74	1
HOB	On sites or apps for people who share a hobby, like Goodreads, Strava, Ravelry, or Letterboxd May 26-Jun 1, 2026	5	95	1
GAM	In video games you play online May 26-Jun 1, 2026	10	90	1
OTH	Somewhere else (please specify): [PN: INSERT SINGLE LINE TEXT BOX] May 26-Jun 1, 2026	5	83	12

OCVALUE**ASK IF PART OF AN ONLINE COMMUNITY (OC1=1) [N=3,635]:****[PN: ROTATE RESPONSE OPTIONS 1-5/5-1]**

Overall, how much value do online communities bring to your life?

May 26-Jun
1, 2026

6	A great deal
21	Quite a bit
43	Some
24	A little
5	None
*	No answer

⁸ This includes respondents who said "No, I am not part of an online community there" in OCWHERE, that they do not use this type of platform and/or that they are not part of any online communities.

⁹ This includes respondents who received but did not answer OCWHERE, PLTFM and/or did not answer OC1.

OCCOUNT**ASK IF PART OF AN ONLINE COMMUNITY (OC1=1) [N=3,635]:****[PN: PROGRAM NUMERIC TEXT BOX]**

How many online communities would you say you are currently part of?

If you are part of 10 or more online communities, enter 10 and click "Next".

May 26-Jun

1, 2026

13	One
20	Two
22	Three
10	Four
16	Five
4	Six
2	Seven
2	Eight
*	Nine
10	NET Ten or more
1	No answer

OCTOPIC**ASK IF PART OF AN ONLINE COMMUNITY (OC1=1) [N=3,635]:****[PN: IF OCCOUNT=1: Thinking about the online community you are part of...]****[PN: IF OCCOUNT > 1 OR OCCOUNT=998,999: Please think about the online community where you spend the most time.****[PN: SHORT OPEN-END, CODED ANSWERS SHOWN BELOW]**In just a few words, what is the main focus of this online community – that is, its topic or theme?

May 26-Jun

1, 2026

17	Hobbies or interests
11	Video games
9	Connections, friends and family
8	NET Media and entertainment
3	Media and entertainment: Movies, books, and TV shows
4	Media and entertainment: Other media and entertainment
7	Local area
4	Physical or mental health
4	Sports
4	Religion or spirituality
3	Parenting
3	Specific platform, app or website
3	News and current events
3	Politics or political issues
2	Diet or fitness
1	Other demographic or identity groups
11	Other
7	No answer

OCFREQ**ASK IF PART OF AN ONLINE COMMUNITY (OC1=1) [N=3,635]:**

[PN: IF OCCOUNT > 1 OR OCCOUNT=998,999: Still thinking about this online community where you spend the most time...]

About how often do you go to this online community?

May 26-Jun
1, 2026

27	Several times a day
29	About once a day
26	Several times a week
12	Several times a month
6	Less often
*	No answer

BASED ON ALL ADULTS:

May 26-Jun
1, 2026

10	Several times a day
11	About once a day
10	Several times a week
4	Several times a month
2	Less often
63	Not part of an online community
*	No answer to OC1
*	No answer to OCFREQ

OCUNIQUE**ASK IF PART OF AN ONLINE COMMUNITY (OC1=1) [N=3,635]:**

Do you feel this community is...

May 26-Jun
1, 2026

63	Something you could only find online
36	Similar to what you could find elsewhere
1	No answer

OCCLS**ASK IF PART OF AN ONLINE COMMUNITY (OC1=1) [N=3,635]:**

[PN: ROTATE RESPONSE OPTIONS 1-5/5-1 IN SAME ORDER AS SATLIFE_MOD]

How close do you feel to the other people in this online community?

May 26-Jun
1, 2026

5	Extremely close
13	Very close
37	Somewhat close
31	Not too close
14	Not at all close
*	No answer

OCWHY**ASK IF PART OF AN ONLINE COMMUNITY (OC1=1) [N=3,635]:****[PN: RANDOMIZE ITEMS ACROSS TWO SCREENS WITH FOUR ITEMS ON EACH SCREEN]**

How much is each of the following a reason you go to this online community?

		<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason</u>	<u>No answer</u>
SHR	To share your thoughts May 26-Jun 1, 2026	25	43	31	1
ADV	To get advice or recommendations May 26-Jun 1, 2026	42	36	21	1
DRM	To see if there's drama May 26-Jun 1, 2026	9	24	67	1
FUN	For fun May 26-Jun 1, 2026	54	28	17	*
PPL	To meet new people May 26-Jun 1, 2026	13	30	57	1
INF	To stay informed May 26-Jun 1, 2026	57	29	13	1
SUP	To get support May 26-Jun 1, 2026	26	37	36	1
ACC	You feel accepted there May 26-Jun 1, 2026	25	29	45	1

OCENV**ASK IF PART OF AN ONLINE COMMUNITY (OC1=1) [N=3,635]:****[PN: ROTATE RESPONSE OPTIONS 1-4/4-1, HOLDING 5 LAST]**

Are the people in this online community...

May 26-Jun
1, 2026

26	Always <u>respectful</u> to each other
54	Mostly <u>respectful</u> to each other
4	Mostly <u>disrespectful</u> to each other
1	Always <u>disrespectful</u> to each other
15	About an equal mix
*	No answer

OCTALK**ASK IF PART OF AN ONLINE COMMUNITY (OC1=1) [N=3,635]:**

[PN: IF OCCOUNT > 1 OR OCCOUNT=998,999: Still thinking about this online community where you spend the most time...]

Do you ever post or share in this online community?

May 26-Jun

1, 2026

74	Yes, I do
26	No, I don't
1	No answer

OCPOL1**ASK IF PART OF AN ONLINE COMMUNITY (OC1=1) [N=3,635]:**

[PN: ROTATE RESPONSE OPTIONS 1-5/5-1]

How much of the discussion in this online community is about politics or political issues?

May 26-Jun

1, 2026

2	All of it
5	Most of it
22	Some of it
27	A little of it
44	None of it
*	No answer

OCPOL2**ASK IF AT LEAST A LITTLE POLITICAL DISCUSSION (OCPOL1=1,2,3,4) [N=1,952]:**

[PN: ROTATE RESPONSE OPTIONS 1-2/2-1, HOLDING 3 LAST]

Are the things you see about politics or political issues in this online community...

May 26-Jun

1, 2026

34	Mostly things you <u>agree</u> with
10	Mostly things you <u>disagree</u> with
56	About an equal mix of both
*	No answer

BASED ON PART OF AN ONLINE COMMUNITY (OC1=1) [N=3,635]:

May 26-Jun

1, 2026

19	Mostly things you <u>agree</u> with
6	Mostly things you <u>disagree</u> with
31	About an equal mix of both
*	No answer to OCPOL2
44	None of the discussion in this online community is about politics or political issues
*	No answer to OCPOL1

OCPOL3

ASK IF AT LEAST A LITTLE POLITICAL DISCUSSION (OCPOL1=1,2,3,4) [N=1,952]:
[PN: ROTATE RESPONSE OPTIONS 1-2/2-1, HOLDING 3 LAST]

Is what you see about politics or political issues in this online community...

May 26-Jun

1, 2026

9	Mostly new to you
46	Mostly what you already see elsewhere
43	Both about equally
2	No answer

BASED ON PART OF AN ONLINE COMMUNITY (OC1=1) [N=3,635]:

May 26-Jun

1, 2026

5	Mostly new to you
26	Mostly what you already see elsewhere
24	Both about equally
1	No answer to OCPOL3
44	None of the discussion in this online community is about politics or political issues
*	No answer to OCPOL1

OCPOL4

ASK IF PART OF AN ONLINE COMMUNITY (OC1=1) [N=3,635]:
[PN: ROTATE RESPONSE OPTIONS 1-2/2-1, HOLDING 3 LAST]

Would you say...

May 26-Jun

1, 2026

25	Political discussion <u>belongs</u> in this online community
54	Political discussion <u>does not belong</u> in this online community
21	Not sure
1	No answer

OCKNOW

ASK IF PART OF AN ONLINE COMMUNITY (OC1=1) [N=3,635]:
[PN: ROTATE RESPONSE OPTIONS 1-5/5-1 IN SAME ORDER AS OCPOL1]

How many of the people in this online community did you know before you started taking part in it?

May 26-Jun

1, 2026

5	All of them
9	Most of them
17	Some of them
23	Very few of them
45	None of them
*	No answer

OCOFF**ASK IF PART OF AN ONLINE COMMUNITY (OC1=1) [N=3,635]:**

Does this online community ever have in-person gatherings?

May 26-Jun
1, 2026

36	Yes, it does
42	No, it doesn't
21	Not sure
1	No answer

OCOTHERS**ASK IF PART OF AN ONLINE COMMUNITY (OC1=1) [N=3,635]:**

[PN: RANDOMIZE ITEMS ACROSS TWO SCREENS WITH HOB ALWAYS LAST ITEM ON SCREEN 2]

Now we want to understand more about the online communities you are part of, in general.

Are you part of any online communities that are related to...

		Yes, I am part of an online community <u>related to this</u>	No, I am not part of an online community <u>related to this</u>	No <u>answer</u>
SPT	Sports May 26-Jun 1, 2026	23	76	1
GAM	Video games May 26-Jun 1, 2026	33	66	1
LOC	ASK IF FORM 1 (X_FORM=1) [N=1,844]: Your local area May 26-Jun 1, 2026	57	42	1
SCH	ASK IF FORM 1 (X_FORM=1) [N=1,844]: A school you attend or went to May 26-Jun 1, 2026	29	70	1
WRK	ASK IF FORM 1 (X_FORM=1) [N=1,844]: Your work or profession May 26-Jun 1, 2026	34	66	1
BEA	ASK IF FORM 1 (X_FORM=1) [N=1,844]: Beauty or fashion May 26-Jun 1, 2026	14	85	1
REL	ASK IF FORM 1 (X_FORM=1) [N=1,844]: Religion or spirituality May 26-Jun 1, 2026	22	77	1
POL	ASK IF FORM 1 (X_FORM=1) [N=1,844]: Politics or political issues May 26-Jun 1, 2026	21	78	1

		Yes, I am part of an online community related to this	No, I am not part of an online community related to this	No answer
HLT	ASK IF FORM 2 (X_FORM=2) [N=1,791]: Physical or mental health May 26-Jun 1, 2026	30	70	*
DIT	ASK IF FORM 2 (X_FORM=2) [N=1,791]: Diet or fitness May 26-Jun 1, 2026	27	73	1
PAR	ASK IF FORM 2 (X_FORM=2) [N=1,791]: Parenting May 26-Jun 1, 2026	20	80	1
DAT	ASK IF FORM 2 (X_FORM=2) [N=1,791]: Dating and relationships May 26-Jun 1, 2026	13	87	*
RE	ASK IF FORM 2 (X_FORM=2) [N=1,791]: Race and ethnicity May 26-Jun 1, 2026	15	84	1
ENT	ASK IF FORM 2 (X_FORM=2) [N=1,791]: Movies, books, or TV shows May 26-Jun 1, 2026	37	62	1
HOB	Hobbies May 26-Jun 1, 2026	62	37	1

BASED ON ALL ADULTS:

		Yes, I am part of an online community related to this	NET Not part of an online community related to this ¹⁰	NET No answer ¹¹
SPT	Sports May 26-Jun 1, 2026	8	91	1
GAM	Video games May 26-Jun 1, 2026	12	87	1
LOC	ASK IF FORM 1 (X_FORM=1) [N=4,843]: Your local area May 26-Jun 1, 2026	21	78	1
SCH	ASK IF FORM 1 (X_FORM=1) [N=4,843]: A school you attend or went to May 26-Jun 1, 2026	11	89	*

¹⁰ This includes respondents who said "No, I am not part of an online community related to this" in OCOTHERS or that they are not part of any online communities.

¹¹ This includes respondents who received but did not answer OCOTHERS and/or did not answer OC1.

		Yes, I am part of an online community related to this	NET Not part of an online community related to this ¹²	NET No answer ¹³
WRK	ASK IF FORM 1 (X_FORM=1) [N=4,843]: Your work or profession May 26-Jun 1, 2026	12	87	*
BEA	ASK IF FORM 1 (X_FORM=1) [N=4,843]: Beauty or fashion May 26-Jun 1, 2026	5	94	1
REL	ASK IF FORM 1 (X_FORM=1) [N=4,843]: Religion or spirituality May 26-Jun 1, 2026	8	91	1
POL	ASK IF FORM 1 (X_FORM=1) [N=4,843]: Politics or political issues May 26-Jun 1, 2026	8	92	1
HLT	ASK IF FORM 2 (X_FORM=2) [N=4,907]: Physical or mental health May 26-Jun 1, 2026	11	89	1
DIT	ASK IF FORM 2 (X_FORM=2) [N=4,907]: Diet or fitness May 26-Jun 1, 2026	10	90	1
PAR	ASK IF FORM 2 (X_FORM=2) [N=4,907]: Parenting May 26-Jun 1, 2026	7	92	1
DAT	ASK IF FORM 2 (X_FORM=2) [N=4,907]: Dating and relationships May 26-Jun 1, 2026	5	95	1
RE	ASK IF FORM 2 (X_FORM=2) [N=4,907]: Race and ethnicity May 26-Jun 1, 2026	5	94	1
ENT	ASK IF FORM 2 (X_FORM=2) [N=4,907]: Movies, books, or TV shows May 26-Jun 1, 2026	13	86	1
HOB	Hobbies May 26-Jun 1, 2026	23	77	1

¹² This includes respondents who said “No, I am not part of an online community related to this” in OCOTHERS or that they are not part of any online communities.

¹³ This includes respondents who received but did not answer OCOTHERS and/or did not answer OC1.

OCFAN**ASK IF PART OF AN ONLINE COMMUNITY (OC1=1) [N=3,635]:**

Are you part of an online fan community, like for a specific celebrity, movie, book, band, or sports team?

May 26-Jun

1, 2026

33	Yes, I am part of an online fan community
67	No, I am not part of an online fan community
*	No answer

BASED ON ALL ADULTS:

May 26-Jun

1, 2026

12	Yes, I am part of an online fan community
88	NET not part of an online fan community ¹⁴
*	NET no answer ¹⁵

OCGEN**ASK IF PART OF AN ONLINE COMMUNITY (OC1=1) [N=3,635]:**

Are you part of any online communities that are specifically for [**PN: IF X_GENDER=1, DISPLAY "men"; IF X_GENDER=2, DISPLAY "women"; IF X_GENDER=3 OR 99, DISPLAY "people who are the same gender as you"]?**

May 26-Jun

1, 2026

28	Yes, I am part of an online community like this
71	No, I am not part of an online community like this
1	No answer

BASED ON ALL ADULTS:

May 26-Jun

1, 2026

10	Yes, I am part of an online community like this
89	NET not part of an online community like this ¹⁶
1	NET No answer ¹⁷

¹⁴ This includes respondents who said "No, I am not part of an online fan community" in OCFAN or that they are not part of any online communities.

¹⁵ This includes respondents who received but did not answer OCFAN and/or did not answer OC1.

¹⁶ This includes respondents who answered "No, I am not part of an online community like this" in OCGEN or that they are not part of any online communities.

¹⁷ This includes respondents who received but did not answer OCGEN and/or did not answer OC1.

OCLEAVE
ASK ALL:

Have you ever left an online community?

May 26-Jun
1, 2026

34	Yes, I have
65	No, I haven't
1	No answer

OCLEAVEWHY

ASK IF LEFT AN ONLINE COMMUNITY (OCLEAVE=1) [N=3,333]:
[PN: RANDOMIZE ITEMS]

How much is each of the following a reason you have left an online community?

		<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason</u>	<u>No answer</u>
ARG	There was too much arguing May 26-Jun 1, 2026	34	22	43	*
POL	People brought up politics too much May 26-Jun 1, 2026	23	21	56	1
REL	Your life changed, so you no longer needed it May 26-Jun 1, 2026	34	27	39	1
INT	You lost interest May 26-Jun 1, 2026	60	26	14	1
BEL	You didn't feel you belonged May 26-Jun 1, 2026	24	23	52	1
HAR	People were being harassed May 26-Jun 1, 2026	22	21	56	1
DEC	It wasn't as good as it used to be May 26-Jun 1, 2026	41	29	29	*
TIM	You were spending too much time there May 26-Jun 1, 2026	15	22	63	*

PARTY In politics today, do you consider yourself a ...

ASK IF INDEP/SOMETHING ELSE (PARTY=3 or 4) OR MISSING:

PARTYLN	As of today do you lean more to...						
		<u>Republican</u>	<u>Democrat</u>	<u>Independent</u>	<u>Something else</u>	<u>No answer</u>	<u>Lean Rep</u>
		28	29	29	13	2	17
							<u>Lean Dem</u>
							21