

**2024 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
WAVE 144 MARCH 2024
FINAL TOPLINE
MARCH 18-24, 2024
N=10,454**

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.

[ADDITIONAL QUESTIONS PREVIOUSLY RELEASED]

ASK IF USES FACEBOOK, X, INSTAGRAM OR TIKTOK (SMUSE_{a,c,d,i} = 1):

SOCIALNEWS2 Do you regularly get news or news headlines on any of the following social media sites or apps? By news we mean information about events and issues that involve more than just your friends or family. **[ONLY SHOW ITEMS USED IN SMUSE (SMUSE_{a,c,d,i}=1); RANDOMIZE ITEMS IN SAME ORDER AS SMUSE]**

BASED ON TOTAL [N=10,454]:

	Yes, regularly get news on <u>this</u>	No, don't regularly get news on this ¹	No <u>answer</u>
ASK IF FACEBOOK USER (SMUSE_a=1) [N=7,590]:			
a. Facebook			
March 18-24, 2024	26	74	*
Sept 25-Oct 1, 2023	30	70	*
July 18-Aug 21, 2022	31	69	*
July 26-Aug 8, 2021	31	68	*
Aug 31-Sep 7, 2020	36	63	*
[NO ITEM B]			
ASK IF X USER (SMUSE_c=1) [N=2,565]:			
c. X (formerly Twitter)			
March 18-24, 2024	12	88	*
Sept 25-Oct 1, 2023	12	88	*
July 18-Aug 21, 2022	14	85	*
July 26-Aug 8, 2021	13	87	*
Aug 31-Sep 7, 2020	15	85	*
ASK IF INSTAGRAM USER (SMUSE_d=1) [N=4,918]:			
d. Instagram			
March 18-24, 2024	15	85	*
Sept 25-Oct 1, 2023	16	84	*
July 18-Aug 21, 2022	13	86	*
July 26-Aug 8, 2021	11	89	*
Aug 31-Sep 7, 2020	11	88	*

¹ Note that this dataset comprises of internet users who completed the survey and non-internet users who were not sampled. Non-internet users are included here with those who said "No, don't regularly get news on this," along with those who do not use the site or skipped the site use battery item.

SOCIALNEWS2 continued
[NO ITEMS E-H]

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

i. TikTok			
March 18-24, 2024	11	89	*
Sept 25-Oct 1, 2023	14	86	*
July 18-Aug 21, 2022	10	90	*
July 26-Aug 8, 2021	6	94	*
Aug 31-Sep 7, 2020	3	97	*

CREATE DATA ONLY VARIABLE DOV_USE4 = 1 IF SMUSEa=1 AND SMUSEc=1 AND SMUSEd=1 AND SMUSEi=1. ELSE, DOV_USE4 = 0.

CREATE DATA ONLY VARIABLE DOV_ASKFB = 1 IF (SMUSEa = 1 AND DOV_USE4 = 0) OR (DOV_USE4 = 1 AND XRAND_FB_IG = 1)

CREATE DATA ONLY VARIABLE DOV_ASKIG = 1 IF (SMUSEd = 1 AND DOV_USE4 = 0) OR (DOV_USE4 = 1 AND XRAND_FB_IG = 2)

DISPLAY IF USES MORE THAN ONE SOCIAL MEDIA WEBSITE OR APP (SMUSEa,c,d,i =1 FOR MORE THAN ONE ITEM IN BATTERY):

The rest of this survey asks about specific social media platforms. We start by focusing on one platform and then move on to other platforms. Then the survey will finish.

U.S. Facebook users	Sample size 7,157	Margin of error at 95% confidence level +/- 1.8 percentage points
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ASK BLOCK 1 IF FACEBOOK USER SELECTED TO ANSWER ABOUT FACEBOOK (DOV_ASKFB=1) [N=7,157]

NOTE: 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.

{BEGIN BLOCK 1}

DISPLAY IF SELECTED FACEBOOK USER (DOV_ASKFB=1) [N=7,157]:

Now thinking about Facebook...

[ADDITIONAL QUESTIONS PREVIOUSLY RELEASED]

ASK IF SELECTED FACEBOOK NEWS CONSUMER (SOCIALNEWS2a=1 & DOV_ASKFB=1) [N=2,322]:

FBSOURCE Do you ever get news from each of the following on Facebook? **[RANDOMIZE ITEMS A-D, KEEP ITEM E LAST]**

	Yes, I get news on <u>Facebook from them</u>	No, I don't get news on <u>Facebook from them</u>	No <u>answer</u>
a. News outlets or journalists March 18-24, 2024	68	32	*
b. Friends, family, and acquaintances March 18-24, 2024	85	14	*
c. Influencers or celebrities March 18-24, 2024	44	56	*
d. Advocacy or non-profit organizations March 18-24, 2024	55	44	1
e. Other people you don't know personally [ANCHOR] March 18-24, 2024	58	42	*

ASK IF SELECTED FACEBOOK USER (DOV_ASKFB=1) [N=7,157]:

FBTYPE Do you ever see each of the following on Facebook? **[RANDOMIZE ITEMS]**

	Yes, I see this on <u>Facebook</u>	No, I don't see this on <u>Facebook</u>	No <u>answer</u>
a. Funny posts that reference current events March 18-24, 2024	81	19	*
b. News articles, whether posted, reposted, linked, or screenshotted March 18-24, 2024	74	26	*
c. People expressing opinions about current events March 18-24, 2024	84	15	*

FBTYPE continued

d. Information about a breaking news event as it's happening
 March 18-24, 2024 58 42 1

ASK IF SELECTED FACEBOOK NEWS CONSUMER (SOCIALNEWS2a=1 & DOV_ASKFB=1) [N=2,322]:

FBACC How often do you see news on Facebook that seems inaccurate? **[ROTATE RESPONSE OPTIONS 1-5 or 5-1]**

March 18-24

2024

8	Extremely often
25	Fairly often
51	Sometimes
13	Rarely
2	Never
*	No answer

ASK IF SELECTED FACEBOOK NEWS CONSUMER (SOCIALNEWS2a=1 & DOV_ASKFB=1) [N=2,322]:

FBINFLUENCE How much, if at all, do you think Facebook influences which news stories you see on the platform? **[ROTATE RESPONSE OPTIONS 1-4 or 4-1]**

March 18-24

2024

32	A lot
42	Some
19	Not much
5	Not at all
2	No answer

ASK IF SELECTED FACEBOOK NEWS CONSUMER (SOCIALNEWS2a=1 & DOV_ASKFB=1) [N=2,322]:

FBELSE Would you say the news you get on Facebook is...

March 18-24

2024

36	Mostly news you <u>would</u> have gotten elsewhere if you didn't use Facebook
14	Mostly news you <u>would not</u> have gotten elsewhere
48	Both about equally
1	No answer

ASK IF SELECTED FACEBOOK NEWS CONSUMER (SOCIALNEWS2a=1 & DOV_ASKFB=1) [N=2,322]:

FBWORN How often do you feel worn out by the news you see on Facebook? **[ROTATE RESPONSE OPTIONS IN SAME ORDER AS FBACC]**

March 18-24

2024

8	Extremely often
16	Fairly often
46	Sometimes
21	Rarely
9	Never
1	No answer

[ADDITIONAL QUESTIONS PREVIOUSLY RELEASED]

{END BLOCK 1}

U.S. Instagram users	Sample size 4,515	Margin of error at 95% confidence level +/- 2.2 percentage points
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ASK BLOCK 2 IF INSTAGRAM USER SELECTED TO ANSWER ABOUT INSTAGRAM (DOV_ASKIG=1)

NOTE: 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.

{BEGIN BLOCK 2}

DISPLAY IF SELECTED INSTAGRAM USER (DOV_ASKIG=1) [N=4,515]:

Now thinking about Instagram...

[ADDITIONAL QUESTIONS PREVIOUSLY RELEASED]

ASK IF SELECTED INSTAGRAM NEWS CONSUMER (SOCIALNEWS2d=1 & DOV_ASKIG=1) [N=1,119]:

IGSOURCE Do you ever get news from each of the following on Instagram? **[RANDOMIZE ITEMS IN SAME ORDER AS FBSOURCE, KEEP ITEM E LAST]**

	Yes, I get news on Instagram <u>from them</u>	No, I don't get news on Instagram <u>from them</u>	No <u>answer</u>
a. News outlets or journalists March 18-24, 2024	65	34	1
b. Friends, family, and acquaintances March 18-24, 2024	72	27	1
c. Influencers or celebrities March 18-24, 2024	59	40	1
d. Advocacy or non-profit organizations March 18-24, 2024	52	47	1
e. Other people you don't know personally [ANCHOR] March 18-24, 2024	64	35	1

ASK IF SELECTED INSTAGRAM USER (DOV_ASKIG=1) [N=4,515]:

IGTYPE Do you ever see each of the following on Instagram? **[RANDOMIZE ITEMS IN SAME ORDER AS FBTYPE]**

	Yes, I see this on <u>Instagram</u>	No, I don't see this on <u>Instagram</u>	No <u>answer</u>
a. Funny posts that reference current events March 18-24, 2024	73	26	1
b. News articles, whether posted, reposted, linked, or screenshotted March 18-24, 2024	52	47	1
c. People expressing opinions about current events March 18-24, 2024	67	32	1

IGTYPE continued

d. Information about a breaking news event as it's happening
 March 18-24, 2024 44 55 1

ASK IF SELECTED INSTAGRAM NEWS CONSUMER (SOCIALNEWS2d=1 & DOV_ASKIG=1) [N=1,119]:

IGACC How often do you see news on Instagram that seems inaccurate? [ROTATE RESPONSE
OPTIONS 1-5 or 5-1 IN SAME ORDER AS FBACC]

March 18-24

2024

4	Extremely often
21	Fairly often
51	Sometimes
20	Rarely
3	Never
1	No answer

ASK IF SELECTED INSTAGRAM NEWS CONSUMER (SOCIALNEWS2d=1 & DOV_ASKIG=1) [N=1,119]:

IGINFLUENCE How much, if at all, do you think Instagram influences which news stories you see on the
 platform? [ROTATE RESPONSE OPTIONS 1-4 or 4-1 IN SAME ORDER AS
FBINFLUENCE]

March 18-24

2024

27	A lot
45	Some
21	Not much
5	Not at all
2	No answer

ASK IF SELECTED INSTAGRAM NEWS CONSUMER (SOCIALNEWS2d=1 & DOV_ASKIG=1) [N=1,119]:

IGELSE Would you say the news you get on Instagram is...

March 18-24

2024

34	Mostly news you <u>would</u> have gotten elsewhere if you didn't use Instagram
21	Mostly news you <u>would not</u> have gotten elsewhere
43	Both about equally
1	No answer

ASK IF SELECTED INSTAGRAM NEWS CONSUMER (SOCIALNEWS2d=1 & DOV_ASKIG=1) [N=1,119]:

IGWORN How often do you feel worn out by the news you see on Instagram? [ROTATE RESPONSE
OPTIONS 1-5 or 5-1 IN SAME ORDER AS FBWORN]

March 18-24

2024

5	Extremely often
13	Fairly often
47	Sometimes
25	Rarely
10	Never
1	No answer

[ADDITIONAL QUESTIONS PREVIOUSLY RELEASED]

{END BLOCK 2}

U.S. **X (Twitter)** users

Sample size
2,565

Margin of error at 95% confidence level
+/- 2.9 percentage points

ASK BLOCK 3 IF X/TWITTER USER (SMUSEc = 1)**{BEGIN BLOCK 3}****DISPLAY IF X/TWITTER USER (SMUSEc = 1) [N=2,565]:**

Now thinking about X (formerly Twitter)...

[ADDITIONAL QUESTIONS PREVIOUSLY RELEASED]**ASK IF X/TWITTER NEWS CONSUMER (SOCIALNEWS2c=1): [N=1,143]:**

XTSOURCE Do you ever get news from each of the following on X (formerly Twitter)? **[RANDOMIZE ITEMS IN SAME ORDER AS FBSOURCE, KEEP ITEM E LAST]**

	Yes, I get news on X (formerly Twitter) from them	No, I don't get news on X (formerly Twitter) from them	No answer
a. News outlets or journalists March 18-24, 2024	80	19	*
b. Friends, family, and acquaintances March 18-24, 2024	26	74	*
c. Influencers or celebrities March 18-24, 2024	49	51	*
d. Advocacy or non-profit organizations March 18-24, 2024	46	54	*
e. Other people you don't know personally [ANCHOR] March 18-24, 2024	75	24	1

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

XTTYPE Do you ever see each of the following on X (formerly Twitter)? **[RANDOMIZE ITEMS IN SAME ORDER AS FBTYPE]**

	Yes, I see this on X (formerly Twitter)	No, I don't see this on X (formerly Twitter)	No answer
a. Funny posts that reference current events March 18-24, 2024	79	21	*
b. News articles, whether posted, reposted, linked, or screenshotted March 18-24, 2024	79	21	*
c. People expressing opinions about current events March 18-24, 2024	85	15	*
d. Information about a breaking news event as it's happening March 18-24, 2024	75	24	*

ASK IF X/TWITTER NEWS CONSUMER (SOCIALNEWS2c=1): [N=1,143]:

XTACC How often do you see news on X (formerly Twitter) that seems inaccurate? **[ROTATE RESPONSE OPTIONS 1-5 or 5-1 IN SAME ORDER AS FBACC]**

March 18-24

2024

9	Extremely often
27	Fairly often
49	Sometimes
12	Rarely
2	Never
*	No answer

ASK IF X/TWITTER NEWS CONSUMER (SOCIALNEWS2c=1): [N=1,143]:

XTINFLUENCE How much, if at all, do you think X (formerly Twitter) influences which news stories you see on the platform? **[ROTATE RESPONSE OPTIONS 1-4 or 4-1 IN SAME ORDER AS FBINFLUENCE]**

March 18-24

2024

21	A lot
45	Some
24	Not much
9	Not at all
1	No answer

ASK IF X/TWITTER NEWS CONSUMER (SOCIALNEWS2c=1): [N=1,143]:

XTELSE Would you say the news you get on X (formerly Twitter) is...

March 18-24

2024

31	Mostly news you <u>would</u> have gotten elsewhere if you didn't use X (formerly Twitter)
29	Mostly news you <u>would not</u> have gotten elsewhere
40	Both about equally
*	No answer

ASK IF X/TWITTER NEWS CONSUMER (SOCIALNEWS2c=1): [N=1,143]:

XTWORN How often do you feel worn out by the news you see on X (formerly Twitter)? **[ROTATE RESPONSE OPTIONS 1-5 or 5-1 IN SAME ORDER AS FBWORN]**

March 18-24

2024

5	Extremely often
15	Fairly often
43	Sometimes
25	Rarely
11	Never
*	No answer

[ADDITIONAL QUESTIONS PREVIOUSLY RELEASED]

{END BLOCK 3}

U.S. **TikTok** users

Sample size
2,562

Margin of error at 95% confidence level
+/- 2.9 percentage points

ASK BLOCK 4 IF TIKTOK USER (SMUSEi =1)**{BEGIN BLOCK 4}****DISPLAY IF TIKTOK USER (SMUSEi =1) [N=2,562]:**Now thinking about TikTok...**[ADDITIONAL QUESTIONS PREVIOUSLY RELEASED]****ASK IF TIKTOK NEWS CONSUMER (SOCIALNEWS2i=1) [N=882]:**

TTSOURCE Do you ever get news from each of the following on TikTok? **[RANDOMIZE ITEMS IN SAME ORDER AS FBSOURCE, KEEP ITEM E LAST]**

	Yes, I get news on TikTok <u>from them</u>	No, I don't get news on TikTok <u>from them</u>	No <u>answer</u>
a. News outlets or journalists March 18-24, 2024	67	32	1
b. Friends, family, and acquaintances March 18-24, 2024	48	52	*
c. Influencers or celebrities March 18-24, 2024	68	32	*
d. Advocacy or non-profit organizations March 18-24, 2024	55	45	*
e. Other people you don't know personally [ANCHOR] March 18-24, 2024	84	16	*

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

TTTTYPE Do you ever see each of the following on TikTok? **[RANDOMIZE ITEMS IN SAME ORDER AS FBTYPE]**

	Yes, I see this on <u>TikTok</u>	No, I don't see this on <u>TikTok</u>	No <u>answer</u>
a. Funny posts that reference current events March 18-24, 2024	84	15	1
b. News articles, whether posted, reposted, linked, or screenshotted March 18-24, 2024	57	42	1
c. People expressing opinions about current events March 18-24, 2024	80	19	1
d. Information about a breaking news event as it's happening March 18-24, 2024	55	44	1

ASK IF TIKTOK NEWS CONSUMER (SOCIALNEWS2i=1) [N=882]:

TTACC How often do you see news on TikTok that seems inaccurate? **[ROTATE RESPONSE OPTIONS 1-5 or 5-1 IN SAME ORDER AS FBACC]**

March 18-24

2024

4	Extremely often
19	Fairly often
49	Sometimes
22	Rarely
6	Never
*	No answer

ASK IF TIKTOK NEWS CONSUMER (SOCIALNEWS2i=1) [N=882]:

TTINFLUENCE How much, if at all, do you think TikTok influences which news stories you see on the platform? **[ROTATE RESPONSE OPTIONS 1-4 or 4-1 IN SAME ORDER AS FBINFLUENCE]**

March 18-24

2024

18	A lot
44	Some
27	Not much
11	Not at all
1	No answer

ASK IF TIKTOK NEWS CONSUMER (SOCIALNEWS2i=1) [N=882]:

TTEELSE Would you say the news you get on TikTok is...

March 18-24

2024

27	Mostly news you <u>would</u> have gotten elsewhere if you didn't use TikTok
35	Mostly news you <u>would not</u> have gotten elsewhere
37	Both about equally
*	No answer

ASK IF TIKTOK NEWS CONSUMER (SOCIALNEWS2i=1) [N=882]:

TTWORN How often do you feel worn out by the news you see on TikTok? **[ROTATE RESPONSE OPTIONS 1-5 or 5-1 IN SAME ORDER AS FBWORN]**

March 18-24

2024

2	Extremely often
9	Fairly often
36	Sometimes
33	Rarely
19	Never
1	No answer

[ADDITIONAL QUESTIONS PREVIOUSLY RELEASED]

{END BLOCK 4}