

P153397 Internal – Youth & Technology

Q103: On average, how many hours each day do you spend on social media platforms (e.g., scrolling, posting)? If you are not sure, please provide your best estimate. If you spend less than one hour on social media each day, please enter 1.

	Current Social Media Use (hours/day)				Engagement on Social Media		
	Total A	Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
Total	100%	100%	100%	100%	100%	100%	100%
NET: Below average usage (3 hours or less)	38%	100% CD	0%	0%	26%	40% E	41% E
NET: Average usage (4-6 hours)	39%	0%	100% BD	0%	33%	39%	41%
NET: Above average usage (7+ hours)	23%	0%	0%	100% BC	41% FG	21%	19%
1 hour or less	6%	16% CD	0%	0%	6%	7%	5%
2 hours	17%	45% CD	0%	0%	13%	18%	18%
3 hours	15%	39% CD	0%	0%	7%	15% e	18% E
4 hours	15%	0%	39% BD	0%	10%	16%	16%
5 hours	14%	0%	37% BD	0%	14%	14%	14%
6 hours	9%	0%	24% BD	0%	8%	9%	11%
7 hours	4%	0%	0%	16% BC	3%	4%	3%

continued...

Q103: On average, how many hours each day do you spend on social media platforms (e.g., scrolling, posting)? If you are not sure, please provide your best estimate. If you spend less than one hour on social media each day, please enter 1.

		Current Social Media Use (hours/day)			Engagement on Social Media		
	Total A	Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
8 hours	7%	0%	0%	29% BC	10%	6%	6%
9 hours	2%	0%	0%	7% BC	5% Fg	1%	1%
10 hours or more	11%	0%	0%	48% BC	24% FG	9%	9%
Prefer not to say	3%	0%	0%	0%	0%	3%	2%

Table Base: USES SOCIAL MEDIA

Q105: Which of the following are reasons why you use social media? Please select all that apply.

	Total A	Current Social Media Use (hours/day)			Engagement on Social Media		
		Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
Total	N=1003	N=374	N=379	N=225	N=126	N=557	N=320
Total (Unweighted)	N=1001	N=362	N=389	N=231	N=128	N=578	N=295
Entertainment source (e.g., videos, memes)	76%	74%	80%	75%	63%	77% E	81% E
To pass time	69%	67%	72%	67%	55%	67% E	78% EF
To feel connected to people that I know	53%	52%	54%	54%	53%	51%	56%
Information source (e.g., news, trends)	51%	52%	50%	50%	47%	49%	55%
Communication tool	46%	46%	47%	46%	39%	43%	54% EF
To feel connected to the rest of the world	44%	39%	47%	49% b	44%	43%	46%
Inspiration source (e.g., style ideas, room design)	42%	39%	45%	44%	42%	42%	42%
Force of habit	34%	33%	35%	35%	34%	25%	49% EF

continued...

Q105: Which of the following are reasons why you use social media? Please select all that apply.

	Total A	Current Social Media Use (hours/day)			Engagement on Social Media		
		Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
To keep up with my network (e.g., day-to-day activities, major milestones)	33%	31%	34%	39% b	34%	31%	37%
To express myself	33%	25%	36% B	41% B	51% FG	35% G	23%
Social pressure (e.g., fear of missing out, all my friends are on social media)	20%	14%	24% B	25% B	36% FG	15%	24% F
To fit in with other people my age	18%	11%	22% B	24% B	28% F	15%	21% f
To show off	6%	4%	6%	8% b	12% FG	5%	4%
Other reason(s) not listed here	3%	2%	2%	2%	2%	3%	1%

Table Base: USES SOCIAL MEDIA

Q106: Which one of the following best describes how you feel about your overall social media usage (e.g., time spent, level of participation)?

	Total A	Current Social Media Use (hours/day)			Engagement on Social Media		
		Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
Total	N=1003	N=374	N=379	N=225	N=126	N=557	N=320
Total (Unweighted)	N=1001	N=362	N=389	N=231	N=128	N=578	N=295
I wish I was more engaged.	13%	9%	11%	23% BC	100% FG	0%	0%
I am satisfied with my current level of engagement.	49%	49%	49%	48%	0%	87% EG	0%
I wish I was less engaged.	32%	34%	33%	26%	0%	0%	100% EF
My level of engagement is unimportant to me.	7%	9% D	7%	3%	0%	13% EG	0%

Table Base: USES SOCIAL MEDIA

Q107: Which of the following steps, if any, have you ever taken to limit your social media usage (e.g., time spent, level of participation)?

	Total A	Current Social Media Use (hours/day)			Engagement on Social Media		
		Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
Total	N=1003	N=374	N=379	N=225	N=126	N=557	N=320
Total (Unweighted)	N=1001	N=362	N=389	N=231	N=128	N=578	N=295
Unfollow or mute an account	42%	44%	43%	40%	40%	38%	51% F
Delete a social media app (i.e., from a smartphone or tablet)	40%	39%	40%	41%	38%	33%	52% EF
Disable out-of-app notifications (e.g., emails, push notifications)	36%	34%	36%	38%	26%	32%	46% EF
Disable in-app notifications (e.g., event reminders, post alerts)	32%	31%	36%	28%	20%	30% e	39% EF
Set self-imposed time limits on use	32%	32%	37% D	24%	29%	26%	42% EF

continued...

Q107: Which of the following steps, if any, have you ever taken to limit your social media usage (e.g., time spent, level of participation)?

	Total A	Current Social Media Use (hours/day)			Engagement on Social Media		
		Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
Temporarily deactivate a social media account	30%	27%	31%	32%	22%	24%	43% EF
Use timer tools to set time limits on use	19%	20%	19%	16%	19%	16%	25% F
Permanently deactivate a social media account	17%	18%	13%	21% C	10%	14%	23% EF
Other step(s) not listed here	4%	4%	4%	4%	6%	4%	4%
N/A - I have never taken steps to limit my social media usage.	17%	18%	13%	21% C	18% G	23% G	7%

Table Base: USES SOCIAL MEDIA

Q201: Do you associate each of the following words with using social media?

Jealousy

	Total A	Current Social Media Use (hours/day)			Engagement on Social Media		
		Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
Total	N=1006	N=374	N=379	N=225	N=126	N=557	N=320
Total (Unweighted)	N=1006	N=362	N=389	N=231	N=128	N=578	N=295
Yes	52%	53%	53%	50%	61% F	40%	69% F
No	48%	47%	47%	50%	39%	60% EG	31%

Table Base: ALL QUALIFIED RESPONDENTS

Q201: Do you associate each of the following words with using social media?

Confidence

	Total A	Current Social Media Use (hours/day)			Engagement on Social Media		
		Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
Total	N=1006	N=374	N=379	N=225	N=126	N=557	N=320
Total (Unweighted)	N=1006	N=362	N=389	N=231	N=128	N=578	N=295
Yes	65%	60%	66%	73% B	75% G	66% g	59%
No	35%	40% D	34%	27%	25%	34%	41% Ef

Table Base: ALL QUALIFIED RESPONDENTS

Q201: Do you associate each of the following words with using social media?

Addicting

		Current Social Media Use (hours/day)			Engagement on Social Media		
	Total A	Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
Total	N=1006	N=374	N=379	N=225	N=126	N=557	N=320
Total (Unweighted)	N=1006	N=362	N=389	N=231	N=128	N=578	N=295
Yes	82%	84%	79%	84%	80%	75%	95% EF
No	18%	16%	21%	16%	20% G	25% G	5%

Table Base: ALL QUALIFIED RESPONDENTS

Q201: Do you associate each of the following words with using social media?

Inspiring

	Total A	Current Social Media Use (hours/day)			Engagement on Social Media		
		Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
Total	N=1006	N=374	N=379	N=225	N=126	N=557	N=320
Total (Unweighted)	N=1006	N=362	N=389	N=231	N=128	N=578	N=295
Yes	84%	77%	88% B	89% B	88% g	86% G	79%
No	16%	23% CD	12%	11%	12%	14%	21% eF

Table Base: ALL QUALIFIED RESPONDENTS

Q201: Do you associate each of the following words with using social media?

Anxiety

	Total A	Current Social Media Use (hours/day)			Engagement on Social Media		
		Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
Total	N=1006	N=374	N=379	N=225	N=126	N=557	N=320
Total (Unweighted)	N=1006	N=362	N=389	N=231	N=128	N=578	N=295
Yes	52%	50%	54%	53%	52%	43%	69% EF
No	48%	50%	46%	47%	48% G	57% G	31%

Table Base: ALL QUALIFIED RESPONDENTS

Q201: Do you associate each of the following words with using social media?

Connection

	Total A	Current Social Media Use (hours/day)			Engagement on Social Media		
		Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
Total	N=1006	N=374	N=379	N=225	N=126	N=557	N=320
Total (Unweighted)	N=1006	N=362	N=389	N=231	N=128	N=578	N=295
Yes	91%	90%	91%	92%	93%	92%	88%
No	9%	10%	9%	8%	7%	8%	12%

Table Base: ALL QUALIFIED RESPONDENTS

Q201: Do you associate each of the following words with using social media?

Isolation

		Current Social Media Use (hours/day)			Engagement on Social Media		
	Total A	Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
Total	N=1006	N=374	N=379	N=225	N=126	N=557	N=320
Total (Unweighted)	N=1006	N=362	N=389	N=231	N=128	N=578	N=295
No	57%	61% D	59% d	49%	44%	65% EG	48%
Yes	43%	39%	41%	51% Bc	56% F	35%	52% F

Table Base: ALL QUALIFIED RESPONDENTS

Q201: Do you associate each of the following words with using social media?

Depressing

	Total A	Current Social Media Use (hours/day)			Engagement on Social Media		
		Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
Total	N=1006	N=374	N=379	N=225	N=126	N=557	N=320
Total (Unweighted)	N=1006	N=362	N=389	N=231	N=128	N=578	N=295
No	51%	51%	51%	51%	56% G	59% G	35%
Yes	49%	49%	49%	49%	44%	41%	65% EF

Table Base: ALL QUALIFIED RESPONDENTS

Q201: Do you associate each of the following words with using social media?

Insecurity

	Total A	Current Social Media Use (hours/day)			Engagement on Social Media		
		Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
Total	N=1006	N=374	N=379	N=225	N=126	N=557	N=320
Total (Unweighted)	N=1006	N=362	N=389	N=231	N=128	N=578	N=295
Yes	54%	53%	56%	52%	58% f	46%	66% F
No	46%	47%	44%	48%	42%	54% eG	34%

Table Base: ALL QUALIFIED RESPONDENTS

Q202: Do you associate each of the following words with using social media?

Happy

	Total A	Current Social Media Use (hours/day)			Engagement on Social Media		
		Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
Total	N=1006	N=374	N=379	N=225	N=126	N=557	N=320
Total (Unweighted)	N=1006	N=362	N=389	N=231	N=128	N=578	N=295
Yes	76%	69%	79% B	83% B	82% G	80% G	69%
No	24%	31% CD	21%	17%	18%	20%	31% EF

Table Base: ALL QUALIFIED RESPONDENTS

Q202: Do you associate each of the following words with using social media?

Overwhelming

	Total A	Current Social Media Use (hours/day)			Engagement on Social Media		
		Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
Total	N=1006	N=374	N=379	N=225	N=126	N=557	N=320
Total (Unweighted)	N=1006	N=362	N=389	N=231	N=128	N=578	N=295
Yes	54%	55%	52%	57%	55% f	44%	71% EF
No	46%	45%	48%	43%	45% G	56% eG	29%

Table Base: ALL QUALIFIED RESPONDENTS

Q202: Do you associate each of the following words with using social media?

Frustration

	Total A	Current Social Media Use (hours/day)			Engagement on Social Media		
		Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
Total	N=1006	N=374	N=379	N=225	N=126	N=557	N=320
Total (Unweighted)	N=1006	N=362	N=389	N=231	N=128	N=578	N=295
No	57%	58%	60%	55%	54%	64% eG	47%
Yes	43%	42%	40%	45%	46% f	36%	53% F

Table Base: ALL QUALIFIED RESPONDENTS

Q202: Do you associate each of the following words with using social media?

Safe

	Total A	Current Social Media Use (hours/day)			Engagement on Social Media		
		Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
Total	N=1006	N=374	N=379	N=225	N=126	N=557	N=320
Total (Unweighted)	N=1006	N=362	N=389	N=231	N=128	N=578	N=295
No	55%	61% D	55% D	44%	40%	47%	73% EF
Yes	45%	39%	45%	56% BC	60% G	53% G	27%

Table Base: ALL QUALIFIED RESPONDENTS

Q202: Do you associate each of the following words with using social media?

Anger

	Total A	Current Social Media Use (hours/day)			Engagement on Social Media		
		Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
Total	N=1006	N=374	N=379	N=225	N=126	N=557	N=320
Total (Unweighted)	N=1006	N=362	N=389	N=231	N=128	N=578	N=295
No	69%	71%	69%	66%	61%	75% EG	63%
Yes	31%	29%	31%	34%	39% F	25%	37% F

Table Base: ALL QUALIFIED RESPONDENTS

Q202: Do you associate each of the following words with using social media?

Boredom

	Total A	Current Social Media Use (hours/day)			Engagement on Social Media		
		Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
Total	N=1006	N=374	N=379	N=225	N=126	N=557	N=320
Total (Unweighted)	N=1006	N=362	N=389	N=231	N=128	N=578	N=295
Yes	57%	62% cd	54%	52%	51%	51%	69% EF
No	43%	38%	46% b	48% b	49% G	49% G	31%

Table Base: ALL QUALIFIED RESPONDENTS

Q202: Do you associate each of the following words with using social media?

Entertaining

	Total A	Current Social Media Use (hours/day)			Engagement on Social Media		
		Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
Total	N=1006	N=374	N=379	N=225	N=126	N=557	N=320
Total (Unweighted)	N=1006	N=362	N=389	N=231	N=128	N=578	N=295
Yes	94%	92%	96% b	95%	88%	96% E	94%
No	6%	8% c	4%	5%	12% F	4%	6%

Table Base: ALL QUALIFIED RESPONDENTS

Q202: Do you associate each of the following words with using social media?

Empowering

		Current Social Media Use (hours/day)			Engagement on Social Media		
	Total A	Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
Total	N=1006	N=374	N=379	N=225	N=126	N=557	N=320
Total (Unweighted)	N=1006	N=362	N=389	N=231	N=128	N=578	N=295
Yes	57%	49%	57%	68% BC	70% fG	59% G	47%
No	43%	51% D	43% D	32%	30%	41% e	53% EF

Table Base: ALL QUALIFIED RESPONDENTS

Q203: In your opinion, what type of impact has social media had on each of the following?

My emotional health (e.g., mood, self-esteem)

	Total A	Current Social Media Use (hours/day)			Engagement on Social Media		
		Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
Total	N=1006	N=374	N=379	N=225	N=126	N=557	N=320
Total (Unweighted)	N=1006	N=362	N=389	N=231	N=128	N=578	N=295
Net: Positive impact	45%	39%	49% B	51% B	61% G	51% G	29%
Very positive impact	15%	10%	15% b	24% BC	29% FG	17% G	6%
Somewhat positive impact	30%	29%	33%	27%	32%	34% G	23%
Net: Negative impact	37%	38%	37%	38%	30%	27%	59% EF
Somewhat negative impact	31%	31%	31%	30%	23%	24%	46% EF
Very negative impact	7%	7%	6%	8%	7% f	3%	13% F
No impact	17%	23% CD	14%	11%	9%	22% EG	12%

Table Base: ALL QUALIFIED RESPONDENTS

Q203: In your opinion, what type of impact has social media had on each of the following?

My behavioral health (e.g., attention span, coping mechanisms)

	Total A	Current Social Media Use (hours/day)			Engagement on Social Media		
		Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
Total	N=1006	N=374	N=379	N=225	N=126	N=557	N=320
Total (Unweighted)	N=1006	N=362	N=389	N=231	N=128	N=578	N=295
Net: Positive impact	39%	32%	44% B	43% B	52% G	43% G	26%
Very positive impact	13%	10%	15% b	18% B	27% FG	15% G	5%
Somewhat positive impact	25%	22%	28%	26%	25%	28%	21%
Net: Negative impact	42%	45%	39%	41%	35%	31%	62% EF
Somewhat negative impact	31%	33%	29%	31%	29%	26%	41% eF
Very negative impact	11%	12%	11%	9%	6%	6%	22% EF
No impact	20%	23% cd	17%	16%	13%	26% EG	12%

Table Base: ALL QUALIFIED RESPONDENTS

Q203: In your opinion, what type of impact has social media had on each of the following?

My physical health (e.g., activity level, diet)

	Total A	Current Social Media Use (hours/day)			Engagement on Social Media		
		Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
Total	N=1006	N=374	N=379	N=225	N=126	N=557	N=320
Total (Unweighted)	N=1006	N=362	N=389	N=231	N=128	N=578	N=295
Net: Positive impact	38%	35%	39%	41%	50% G	42% G	26%
Very positive impact	14%	10%	13%	21% BC	28% FG	15% G	7%
Somewhat positive impact	24%	25%	27%	19%	22%	27% G	19%
Net: Negative impact	34%	29%	37% b	38% b	32%	23%	53% EF
Somewhat negative impact	27%	23%	29%	27%	22%	19%	41% EF
Very negative impact	7%	6%	7%	10% b	10% F	4%	12% F
No impact	28%	36% CD	24%	22%	18%	35% EG	21%

Table Base: ALL QUALIFIED RESPONDENTS

Q203: In your opinion, what type of impact has social media had on each of the following?

My social health (e.g., social skills, relationships)

	Total A	Current Social Media Use (hours/day)			Engagement on Social Media		
		Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
Total	N=1006	N=374	N=379	N=225	N=126	N=557	N=320
Total (Unweighted)	N=1006	N=362	N=389	N=231	N=128	N=578	N=295
Net: Positive impact	61%	58%	64%	61%	66% G	66% G	49%
Very positive impact	20%	13%	22% B	29% Bc	35% FG	23% G	10%
Somewhat positive impact	41%	44% D	42% d	32%	32%	44% E	39%
Net: Negative impact	23%	23%	23%	27%	28% F	15%	36% F
Somewhat negative impact	18%	19%	17%	18%	17%	13%	28% eF
Very negative impact	5%	4%	5%	9% B	11% F	2%	8% F
No impact	16%	20% cd	14%	12%	6%	19% E	14% E

Table Base: ALL QUALIFIED RESPONDENTS

Q203: In your opinion, what type of impact has social media had on each of the following?

Myself overall

	Total A	Current Social Media Use (hours/day)			Engagement on Social Media		
		Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
Total	N=1006	N=374	N=379	N=225	N=126	N=557	N=320
Total (Unweighted)	N=1006	N=362	N=389	N=231	N=128	N=578	N=295
Net: Positive impact	52%	47%	56% b	54%	59% G	59% G	38%
Very positive impact	18%	13%	20% B	23% B	28% G	22% G	7%
Somewhat positive impact	34%	35%	37%	31%	31%	37%	31%
Net: Negative impact	29%	30%	28%	28%	32% F	16%	49% EF
Somewhat negative impact	24%	27%	24%	22%	24% F	13%	44% EF
Very negative impact	4%	3%	4%	7%	9% F	3%	5%
No impact	19%	22% c	16%	18%	8%	25% EG	13%

Table Base: ALL QUALIFIED RESPONDENTS

Q203: In your opinion, what type of impact has social media had on each of the following?

My generation overall

	Total A	Current Social Media Use (hours/day)			Engagement on Social Media		
		Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
Total	N=1006	N=374	N=379	N=225	N=126	N=557	N=320
Total (Unweighted)	N=1006	N=362	N=389	N=231	N=128	N=578	N=295
Net: Positive impact	33%	25%	36% B	40% B	48% FG	36% G	20%
Very positive impact	12%	10%	12%	17% B	25% FG	12% G	7%
Somewhat positive impact	21%	16%	24% B	24% b	24% G	24% G	13%
Net: Negative impact	59%	65% CD	56%	52%	47%	51%	76% EF
Somewhat negative impact	29%	29%	29%	29%	32%	29%	28%
Very negative impact	30%	37% CD	27%	23%	16%	22%	48% EF
No impact	9%	10%	7%	8%	4%	13% EG	4%

Table Base: ALL QUALIFIED RESPONDENTS

Q203: In your opinion, what type of impact has social media had on each of the following?

Society overall

		Current Social Media Use (hours/day)			Engagement on Social Media		
	Total A	Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
Total	N=1006	N=374	N=379	N=225	N=126	N=557	N=320
Total (Unweighted)	N=1006	N=362	N=389	N=231	N=128	N=578	N=295
Net: Positive impact	32%	24%	36% B	41% B	46% fG	36% G	20%
Very positive impact	13%	9%	13%	22% BC	29% FG	14% G	5%
Somewhat positive impact	19%	15%	23% B	19%	17%	22% G	14%
Net: Negative impact	60%	68% cD	59% D	49%	47%	54%	77% EF
Somewhat negative impact	31%	35% D	31% d	23%	30%	30%	33%
Very negative impact	29%	33%	29%	26%	18%	24%	45% EF
No impact	8%	8% c	4%	10% C	6%	10% G	3%

Table Base: ALL QUALIFIED RESPONDENTS

Q204: For each of the following fill-in-the-blank options, how much do you agree or disagree with the below statement? I WISH _____ HAD NEVER BEEN INVENTED.

The internet

		Current Social Media Use (hours/day)			Engagement on Social Media		
	Total A	Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
Total	N=1006	N=374	N=379	N=225	N=126	N=557	N=320
Total (Unweighted)	N=1006	N=362	N=389	N=231	N=128	N=578	N=295
Net: Agree	17%	14%	20% b	19%	29% FG	14%	18%
Strongly agree	7%	7%	9% d	5%	11%	7%	7%
Somewhat agree	10%	7%	10%	15% B	19% F	7%	11%
Net: Disagree	83%	86% c	80%	81%	71%	86% E	82% E
Somewhat disagree	25%	25%	26%	25%	20%	20%	35% EF
Strongly disagree	58%	61%	54%	56%	51%	66% EG	47%

Table Base: ALL QUALIFIED RESPONDENTS

Q204: For each of the following fill-in-the-blank options, how much do you agree or disagree with the below statement? I WISH _____ HAD NEVER BEEN INVENTED.

Social media in general

	Total A	Current Social Media Use (hours/day)			Engagement on Social Media		
		Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
Total	N=1006	N=374	N=379	N=225	N=126	N=557	N=320
Total (Unweighted)	N=1006	N=362	N=389	N=231	N=128	N=578	N=295
Net: Agree	40%	43%	39%	39%	43% F	30%	57% EF
Strongly agree	11%	12%	11%	11%	13%	9%	14% f
Somewhat agree	29%	30%	29%	27%	30% f	21%	43% eF
Net: Disagree	60%	57%	61%	61%	57% G	70% EG	43%
Somewhat disagree	32%	31%	34%	30%	28%	35%	28%
Strongly disagree	28%	26%	27%	31%	29% G	35% G	15%

Table Base: ALL QUALIFIED RESPONDENTS

Q204: For each of the following fill-in-the-blank options, how much do you agree or disagree with the below statement? I WISH _____ HAD NEVER BEEN INVENTED.

Smartphones

	Total A	Current Social Media Use (hours/day)			Engagement on Social Media		
		Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
Total	N=1006	N=374	N=379	N=225	N=126	N=557	N=320
Total (Unweighted)	N=1006	N=362	N=389	N=231	N=128	N=578	N=295
Net: Agree	21%	20%	25%	18%	29% F	16%	27% F
Strongly agree	7%	5%	10% B	6%	11% F	5%	9% f
Somewhat agree	14%	15%	15%	13%	18% f	11%	17% F
Net: Disagree	79%	80%	75%	82%	71%	84% EG	73%
Somewhat disagree	25%	23%	27%	23%	20%	23%	29% f
Strongly disagree	54%	57% C	48%	58% C	50%	61% eG	44%

Table Base: ALL QUALIFIED RESPONDENTS

Q204: For each of the following fill-in-the-blank options, how much do you agree or disagree with the below statement? I WISH _____ HAD NEVER BEEN INVENTED.

Netflix

	Total A	Current Social Media Use (hours/day)			Engagement on Social Media		
		Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
Total	N=1006	N=374	N=379	N=225	N=126	N=557	N=320
Total (Unweighted)	N=1006	N=362	N=389	N=231	N=128	N=578	N=295
Net: Agree	17%	16%	17%	17%	25% F	14%	18%
Strongly agree	6%	5%	8%	6%	11% g	6%	5%
Somewhat agree	10%	11%	9%	11%	14% f	8%	13% f
Net: Disagree	83%	84%	83%	83%	75%	86% E	82%
Somewhat disagree	28%	28%	31%	24%	25%	28%	29%
Strongly disagree	55%	56%	52%	59%	50%	58%	53%

Table Base: ALL QUALIFIED RESPONDENTS

Q204: For each of the following fill-in-the-blank options, how much do you agree or disagree with the below statement? I WISH _____ HAD NEVER BEEN INVENTED.

Messaging apps (e.g., WhatsApp, WeChat)

	Total A	Current Social Media Use (hours/day)			Engagement on Social Media		
		Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
Total	N=1006	N=374	N=379	N=225	N=126	N=557	N=320
Total (Unweighted)	N=1006	N=362	N=389	N=231	N=128	N=578	N=295
Net: Agree	19%	15%	19%	25% B	34% FG	15%	20% f
Strongly agree	8%	6%	10% b	10%	19% FG	7%	7%
Somewhat agree	11%	9%	9%	16% bc	15% f	8%	13% f
Net: Disagree	81%	85% D	81%	75%	66%	85% Eg	80% E
Somewhat disagree	29%	30%	31%	26%	29%	28%	32%
Strongly disagree	52%	55%	50%	49%	38%	58% EG	48%

Table Base: ALL QUALIFIED RESPONDENTS

Q205: For each of the following fill-in-the-blank options, how much do you agree or disagree with the below statement? I WISH _____ HAD NEVER BEEN INVENTED.

YouTube

	Total A	Current Social Media Use (hours/day)			Engagement on Social Media		
		Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
Total	N=1006	N=374	N=379	N=225	N=126	N=557	N=320
Total (Unweighted)	N=1006	N=362	N=389	N=231	N=128	N=578	N=295
Net: Agree	15%	17% c	11%	18% c	32% FG	11%	17% F
Strongly agree	6%	6%	5%	6%	11% f	5%	5%
Somewhat agree	9%	11% c	6%	13% C	22% FG	6%	11% F
Net: Disagree	85%	83%	89% bd	82%	68%	89% EG	83% E
Somewhat disagree	22%	21%	26%	19%	15%	21%	28% Ef
Strongly disagree	62%	62%	63%	63%	52%	69% EG	55%

Table Base: ALL QUALIFIED RESPONDENTS

Q205: For each of the following fill-in-the-blank options, how much do you agree or disagree with the below statement? I WISH _____ HAD NEVER BEEN INVENTED.

X, formerly Twitter

	Total A	Current Social Media Use (hours/day)			Engagement on Social Media		
		Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
Total	N=1006	N=374	N=379	N=225	N=126	N=557	N=320
Total (Unweighted)	N=1006	N=362	N=389	N=231	N=128	N=578	N=295
Net: Agree	50%	49%	51%	47%	33%	45% e	64% EF
Strongly agree	22%	21%	22%	24%	17%	16%	34% EF
Somewhat agree	28%	29%	29%	24%	16%	29% E	30% E
Net: Disagree	50%	51%	49%	53%	67% fG	55% G	36%
Somewhat disagree	26%	27%	25%	25%	34%	26%	24%
Strongly disagree	24%	23%	24%	27%	33% G	29% G	12%

Table Base: ALL QUALIFIED RESPONDENTS

Q205: For each of the following fill-in-the-blank options, how much do you agree or disagree with the below statement? I WISH _____ HAD NEVER BEEN INVENTED.

TikTok

	Total A	Current Social Media Use (hours/day)			Engagement on Social Media		
		Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
Total	N=1006	N=374	N=379	N=225	N=126	N=557	N=320
Total (Unweighted)	N=1006	N=362	N=389	N=231	N=128	N=578	N=295
Net: Agree	47%	54% CD	45%	40%	46%	42%	55% F
Strongly agree	25%	32% CD	23%	19%	24%	21%	32% F
Somewhat agree	22%	22%	22%	21%	23%	20%	24%
Net: Disagree	53%	46%	55% B	60% B	54%	58% G	45%
Somewhat disagree	21%	22%	19%	19%	15%	20%	24% e
Strongly disagree	33%	24%	36% B	41% B	39% G	38% G	21%

Table Base: ALL QUALIFIED RESPONDENTS

Q205: For each of the following fill-in-the-blank options, how much do you agree or disagree with the below statement? I WISH _____ HAD NEVER BEEN INVENTED.

Instagram

	Total A	Current Social Media Use (hours/day)			Engagement on Social Media		
		Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
Total	N=1006	N=374	N=379	N=225	N=126	N=557	N=320
Total (Unweighted)	N=1006	N=362	N=389	N=231	N=128	N=578	N=295
Net: Agree	34%	33%	37% d	29%	29%	26%	49% EF
Strongly agree	13%	15%	11%	12%	12%	9%	19% F
Somewhat agree	21%	18%	27% BD	17%	17%	17%	30% EF
Net: Disagree	66%	67%	63%	71% c	71% G	74% G	51%
Somewhat disagree	32%	38% C	27%	31%	35%	32%	33%
Strongly disagree	34%	29%	36%	40% B	36% G	42% G	18%

Table Base: ALL QUALIFIED RESPONDENTS

Q205: For each of the following fill-in-the-blank options, how much do you agree or disagree with the below statement? I WISH _____ HAD NEVER BEEN INVENTED.

Facebook

	Total A	Current Social Media Use (hours/day)			Engagement on Social Media		
		Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
Total	N=1006	N=374	N=379	N=225	N=126	N=557	N=320
Total (Unweighted)	N=1006	N=362	N=389	N=231	N=128	N=578	N=295
Net: Agree	37%	37%	35%	42%	45% F	32%	43% F
Strongly agree	15%	15%	16%	15%	15%	12%	20% F
Somewhat agree	22%	22%	20%	26%	30% F	19%	23%
Net: Disagree	63%	63%	65%	58%	55%	68% EG	57%
Somewhat disagree	36%	38% D	40% D	22%	22%	35% E	42% E
Strongly disagree	27%	25%	25%	36% BC	34% G	33% G	16%

Table Base: ALL QUALIFIED RESPONDENTS

Q205: For each of the following fill-in-the-blank options, how much do you agree or disagree with the below statement? I WISH _____ HAD NEVER BEEN INVENTED.

Snapchat

	Total A	Current Social Media Use (hours/day)			Engagement on Social Media		
		Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
Total	N=1006	N=374	N=379	N=225	N=126	N=557	N=320
Total (Unweighted)	N=1006	N=362	N=389	N=231	N=128	N=578	N=295
Net: Agree	43%	43%	44%	43%	39%	38%	54% EF
Strongly agree	19%	18%	21%	18%	14%	15%	28% EF
Somewhat agree	24%	25%	23%	25%	25%	23%	27%
Net: Disagree	57%	57%	56%	57%	61% G	62% G	46%
Somewhat disagree	26%	25%	30% D	19%	22%	27%	26%
Strongly disagree	31%	31%	26%	38% C	39% G	35% G	20%

Table Base: ALL QUALIFIED RESPONDENTS

Q301: Which of the following statements do you agree with?

	Total A	Current Social Media Use (hours/day)			Engagement on Social Media		
		Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
Total	N=1006	N=374	N=379	N=225	N=126	N=557	N=320
Total (Unweighted)	N=1006	N=362	N=389	N=231	N=128	N=578	N=295
I would not or will not allow my child to have a smartphone before reaching high school age (i.e. about 14 years old).	45%	49% d	44%	40%	29%	42% E	58% EF
I had access to the internet too early in my life (e.g., age, development).	41%	37%	45% b	42%	41%	35%	50% F
I had access to social media too early in my life (e.g., age, development).	34%	23%	41% B	44% B	40% F	27%	44% F
I had access to smartphones too early in my life (e.g., age, development).	30%	20%	36% B	36% B	34%	27%	32%

continued...

Q301: Which of the following statements do you agree with?

		Current Social Media Use (hours/day)			Engagement on Social Media		
	Total A	Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
I would not or will not allow my child to use social media before the age of 16.	29%	34% c	26%	26%	24%	27%	34% f
None of the above	16%	17%	12%	16%	13%	20% G	10%

Table Base: ALL QUALIFIED RESPONDENTS

Q302: In general, how much would you support each of the following?

A law banning people under the age of 16 from using social media

	Total A	Current Social Media Use (hours/day)			Engagement on Social Media		
		Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
Total	N=1006	N=374	N=379	N=225	N=126	N=557	N=320
Total (Unweighted)	N=1006	N=362	N=389	N=231	N=128	N=578	N=295
Net: Support	36%	41%	34%	35%	43% f	33%	40% f
Strongly support	18%	23% C	12%	20% C	18%	16%	22% f
Somewhat support	18%	17%	22%	16%	25% f	17%	18%
Neither support nor oppose	21%	19%	25%	18%	28%	21%	19%
Net: Oppose	43%	40%	41%	46%	29%	47% E	41% e
Somewhat oppose	19%	17%	22% d	15%	12%	20%	20%
Strongly oppose	24%	23%	18%	32% bC	17%	27% e	21%

Table Base: ALL QUALIFIED RESPONDENTS

Q302: In general, how much would you support each of the following?

A law requiring social media companies to develop a "child safe" account option for users under the age of 18 (e.g., restricts types of content, includes enhanced privacy settings)

	Total A	Current Social Media Use (hours/day)			Engagement on Social Media		
		Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
Total	N=1006	N=374	N=379	N=225	N=126	N=557	N=320
Total (Unweighted)	N=1006	N=362	N=389	N=231	N=128	N=578	N=295
Net: Support	69%	71% D	70% d	61%	55%	69% E	74% E
Strongly support	39%	41%	38%	39%	35%	36%	45% F
Somewhat support	29%	30% d	32% d	23%	20%	32% E	28%
Neither support nor oppose	15%	14%	15%	17%	20%	15%	12%
Net: Oppose	17%	15%	15%	22% bc	25% fG	16%	14%
Somewhat oppose	9%	8%	9%	12%	18% FG	8%	9%
Strongly oppose	7%	7%	6%	10%	7%	8%	5%

Table Base: ALL QUALIFIED RESPONDENTS

Q302: In general, how much would you support each of the following?

A parent restricting their child's access to smartphones until reaching high school age (i.e., about 14 years old)

	Total A	Current Social Media Use (hours/day)			Engagement on Social Media		
		Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
Total	N=1006	N=374	N=379	N=225	N=126	N=557	N=320
Total (Unweighted)	N=1006	N=362	N=389	N=231	N=128	N=578	N=295
Net: Support	57%	59%	55%	55%	43%	53%	68% EF
Strongly support	26%	29%	24%	23%	23%	22%	32% F
Somewhat support	31%	31%	31%	32%	19%	31% E	36% E
Neither support nor oppose	23%	22%	24%	22%	37% FG	23%	17%
Net: Oppose	21%	18%	21%	24%	20%	24% G	15%
Somewhat oppose	12%	12%	15% d	8%	11%	14%	10%
Strongly oppose	8%	6%	6%	15% BC	10%	10% G	5%

Table Base: ALL QUALIFIED RESPONDENTS

Q302: In general, how much would you support each of the following?

Schools adopting a "phone-free" policy (i.e., preventing students from using smartphones during school hours)

	Total A	Current Social Media Use (hours/day)			Engagement on Social Media		
		Low usage (3 hours or less) B	Moderate usage (4-6) C	High usage (7+) D	Wants to be MORE engaged E	No change F	Wants to be LESS engaged G
Total	N=1006	N=374	N=379	N=225	N=126	N=557	N=320
Total (Unweighted)	N=1006	N=362	N=389	N=231	N=128	N=578	N=295
Net: Support	44%	51% CD	41%	39%	42%	40%	51% F
Strongly support	21%	26% C	17%	19%	16%	18%	28% EF
Somewhat support	23%	25%	24%	19%	26%	22%	23%
Neither support nor oppose	19%	14%	19%	28% Bc	32% FG	19%	14%
Net: Oppose	37%	35%	40%	33%	26%	41% E	35%
Somewhat oppose	21%	21% D	26% D	12%	14%	21%	23%
Strongly oppose	16%	14%	14%	22% bC	12%	19% G	11%

Table Base: ALL QUALIFIED RESPONDENTS