P153397 Internal – Youth & Technology

Q101: Which of the following social media platforms do you currently use (i.e., with your own personal account)? Please select all that apply.

		Age		Gender		Race & Ethnicity			
	Total A	18-22 B	23-27 C	Man D	woman E	White (Only) F	Hispanic/Latino (Any) G	All People of Color H	Black/AA (Any) I
Total	N=1003	N=473	N=530	N=497	N=481	N=488	N=239	N=514	N=181
Total (Unweighted)	N=1001	N=414	N=587	N=460	N=516	N=496	N=224	N=505	N=185
YouTube	86%	88%	85%	89% e	84%	85%	86%	87%	91%
Instagram	82%	86% C	79%	77%	88% D	79%	86% F	85% F	87% F
TikTok	70%	71%	69%	64%	77% D	66%	75% f	74% F	81% F
Snapchat	62%	65%	60%	60%	65%	65% G	54%	60%	65% g
Facebook	60%	49%	70% B	54%	68% D	65% GH	52%	55%	60%
X, formerly Twitter	46%	39%	53% B	55% E	38%	41%	50% f	51% F	58% F
Pinterest	38%	39%	37%	20%	55% D	36%	36%	39%	45% f
Reddit	37%	36%	38%	43% E	31%	42% HI	35% I	33% I	21%
Twitch	25%	20%	29% B	33% E	16%	23%	30%	26%	23%
LinkedIn	22%	19%	26% B	23%	22%	25% I	19%	20%	16%

Q101: Which of the following social media platforms do you currently use (i.e., with your own personal account)? Please select all that apply

	Total A	Age		Gender		Race & Ethnicity			
		18-22 B	23-27 C	Man D	woman E	White (Only) F	Hispanic/Latino (Any) G	All People of Color H	Black/AA (Any) I
Other platform(s)	6%	6%	6%	6%	6%	7% I	7% I	6% I	2%

Table Base: USES SOCIAL MEDIA

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.

		Age		Gender		Race & Ethnicity			
	Total A	18-22 B	23-27 C	Man D	woman E	White (Only) F	Hispanic/Latino (Any) G	All People of Color H	Black/AA (Any) I
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Below average usage (3 hours or less)	38%	38%	38%	40%	37%	43% HI	35% i	34% i	25%
NET: Average usage (4-6 hours)	39%	40%	37%	39%	39%	39%	40%	38%	33%
NET: Above average usage (7+ hours)	23%	22%	24%	21%	24%	18%	25% f	28% F	42% FGH
1 hour or less	6%	5%	7%	5%	7%	7%	6%	5%	7%
2 hours	17%	17%	17%	19%	15%	21% gHI	15% i	13% i	7%
3 hours	15%	16%	14%	15%	15%	15%	15%	15%	11%
4 hours	15%	15%	15%	16%	15%	17%	13%	14%	15%
5 hours	14%	16%	13%	14%	14%	13%	18% i	15%	10%
6 hours	9%	10%	9%	9%	10%	10%	10%	9%	8%
7 hours	4%	4%	3%	3%	5%	3%	5%	5%	5%
8 hours	7%	6%	7%	7%	6%	7%	7%	6%	6%

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 p
your best estimate. If you spend less than one hour on social media each day, please enter 1.**

	Total A	Age		Gender		Race & Ethnicity			
		18-22 B	23-27 C	Man D	woman E	White (Only) F	Hispanic/Lati no (Any) G	All People of Color H	Black/AA (Any) I
9 hours	2%	2%	1%	1%	2%	1%	1%	2%	4%
10 hours or more	11%	10%	12%	10%	12%	7%	12% f	15% F	27% FGH
Prefer not to say	3%	2%	3%	3%	2%	4% H	1%	1%	2%

Table Base: USES SOCIAL MEDIA

Q104: On average, how many hours each day do you use each of the following specific 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 the listed social media platform each day, please enter 1.

Facebook

		Age		Gender		Race & Ethnicity			
	Total A	18-22 B	23-27 C	Man D	woman E	White (Only) F	Hispanic/Lati no (Any) G	All People of Color H	Black/AA (Any) I
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 hour or less	77%	77%	77%	82% e	74%	77% I	85% I	77% I	64%
2 hours	15%	14%	15%	13%	16%	15%	12%	14%	18%
3 hours	3%	5%	3%	2%	4%	4%	2%	3%	5%
4 hours	1%	0%	1%	1%	1%	0%	0%	1%	2%
5 hours fG	3%	1%	3%	1%	4%	2%	1%	3%	6% fG
6 hours	1%	1%	0%	0%	1%	0%	0%	1%	3% f
7 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%
8 hours	0%	0%	0%	0%	0%	0%	0%	0%	1%
9 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%
10 hours or more	0%	0%	0%	0%	0%	0%	0%	1%	1%

Table Base: USES THIS SOCIAL MEDIA PLATFORM (TOTAL TIME CONFIRMED)

Q104: On average, how many hours each day do you use each of the following specific 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 the listed social media platform each day, please enter 1.

Instagram

	Total A	Age 18-22 B	Age 23-27 C	Gender Man D	Gender woman E	White (Only) F	Hispanic/Latino (Any) G	All People of Color H	Black/AA (Any) I
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 hour or less	68%	66%	70%	67%	68%	76% gHI	66% I	61% I	49%
2 hours	19%	19%	18%	22%	17%	18%	19%	20%	22%
3 hours	7%	9%	6%	6%	9%	5%	8%	9% f	13% F
4 hours	2%	1%	3%	2%	2%	1%	2%	3%	4% f
5 hours	2%	2%	2%	1%	2%	0%	1%	3% F	6% FG
6 hours	0%	1%	0%	0%	0%	0%	0%	0%	0%
7 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%
8 hours	1%	1%	1%	1%	1%	0%	3% F	2% F	3% F
9 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%
10 hours or more	0%	1%	0%	1%	0%	0%	0%	1%	3% Fg

Table Base: USES THIS SOCIAL MEDIA PLATFORM (TOTAL TIME CONFIRMED)

Q104: On average, how many hours each day do you use each of the following specific 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 the listed social media platform each day, please enter 1.

X, formerly Twitter

		Age		Gender		Race & Ethnicity			
	Total A	18-22 B	23-27 C	Man D	woman E	White (Only) F	Hispanic/Lati no (Any) G	All People of Color H	Black/AA (Any) I
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 hour or less	83%	85%	82%	81%	87%	85%	82%	82%	80%
2 hours	11%	9%	12%	12%	8%	9%	16%	12%	8%
3 hours	3%	3%	3%	3%	2%	3%	1%	2%	4%
4 hours	2%	3%	2%	2%	1%	2%	2%	2%	4%
5 hours	1%	0%	1%	0%	2%	0%	0%	1%	3%
6 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%
7 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%
8 hours	0%	0%	0%	0%	0%	0%	0%	0%	1%
9 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%
10 hours or more	0%	0%	0%	0%	0%	0%	0%	0%	0%

Table Base: USES THIS SOCIAL MEDIA PLATFORM (TOTAL TIME CONFIRMED)

Q104: On average, how many hours each day do you use each of the following specific 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 the listed social media platform each day, please enter 1.

Snapchat

		Age		Gender		Race & Ethnicity			
	Total A	18-22 B	23-27 C	Man D	woman E	White (Only) F	Hispanic/Latino (Any) G	All People of Color H	Black/AA (Any) I
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 hour or less	81%	79%	84%	83%	79%	84%	81%	79%	76%
2 hours	11%	13%	9%	11%	11%	11%	7%	11%	12%
3 hours	3%	4%	3%	2%	4%	2%	8% F	5% f	6% f
4 hours	1%	1%	1%	1%	1%	0%	1%	2% f	3% F
5 hours	1%	1%	2%	2%	1%	2%	1%	1%	1%
6 hours	1%	0%	1%	0%	1%	1%	0%	0%	0%
7 hours	1%	0%	1%	0%	1%	1%	0%	1%	2%
8 hours	0%	1%	0%	0%	1%	0%	1%	1%	0%
9 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%
10 hours or more	0%	0%	0%	0%	0%	0%	0%	0%	0%

Table Base: USES THIS SOCIAL MEDIA PLATFORM (TOTAL TIME CONFIRMED)

Q104: On average, how many hours each day do you use each of the following specific 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 the listed social media platform each day, please enter 1.

TikTok

	Total A	Age 18-22 B	Age 23-27 C	Gender Man D	Gender woman E	White (Only) F	Hispanic/Latino (Any) G	All People of Color H	Black/AA (Any) I
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 hour or less	56%	50%	60% B	70% E	43%	59% I	55%	53%	45%
2 hours	21%	21%	21%	18%	25% d	21%	20%	21%	23%
3 hours	12%	17% C	8%	9%	14%	14%	10%	10%	12%
4 hours	4%	5%	4%	1%	7% D	3%	7% f	6% f	6%
5 hours	3%	4%	3%	2%	5% d	2%	5%	4%	6% F
6 hours	0%	0%	0%	0%	0%	0%	1%	0%	0%
7 hours	1%	1%	1%	1%	2%	0%	1%	2% F	2% F
8 hours	1%	1%	1%	0%	2% d	1%	1%	1%	3%
9 hours	0%	0%	0%	0%	0%	0%	1%	0%	0%
10 hours or more	1%	1%	1%	0%	1%	0%	0%	1%	3% f

Table Base: USES THIS SOCIAL MEDIA PLATFORM (TOTAL TIME CONFIRMED)

Q104: On average, how many hours each day do you use each of the following specific 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 the listed social media platform each day, please enter 1.

Pinterest

	Total A	Age		Gender		Race & Ethnicity			
		18-22 B	23-27 C	Man D	woman E	White (Only) F	Hispanic/Lati no (Any) G	All People of Color H	Black/AA (Any) I
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 hour or less	88%	89%	87%	90%	87%	90% I	93% I	86%	77%
2 hours	9% FG	7%	11%	9%	10%	7%	5%	11%	18% FG
3 hours	1%	1%	2%	1%	1%	2%	1%	1%	2%
4 hours	1%	1%	0%	0%	1%	1%	0%	0%	0%
5 hours	1%	1%	0%	0%	0%	1%	0%	1%	2%
6 hours	0%	0%	0%	0%	0%	0%	0%	0%	1%
7 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%
8 hours	0%	1%	0%	0%	1%	0%	2%	1%	0%
9 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%
10 hours or more	0%	0%	0%	0%	0%	0%	0%	0%	0%

Table Base: USES THIS SOCIAL MEDIA PLATFORM (TOTAL TIME CONFIRMED)

Q104: On average, how many hours each day do you use each of the following specific 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 the listed social media platform each day, please enter 1.

LinkedIn

	Total A	Age 18-22 B	Age 23-27 C	Gender Man D	Gender woman E	Race & Ethnicity White (Only) F	Race & Ethnicity Hispanic/Latino (Any) G	Race & Ethnicity All People of Color H	Race & Ethnicity Black/AA (Any) I
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 hour or less	93%	93%	92%	94%	91%	94% I	93%	91%	80%
2 hours	5%	5%	5%	3%	7%	3%	7%	7%	15% F
3 hours	2%	2%	2%	3%	1%	3%	0%	1%	3%
4 hours	0%	0%	1%	0%	0%	0%	0%	1%	2%
5 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%
6 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%
7 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%
8 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%
9 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%
10 hours or more	0%	0%	0%	0%	0%	0%	0%	0%	0%

Table Base: USES THIS SOCIAL MEDIA PLATFORM (TOTAL TIME CONFIRMED)

Q104: On average, how many hours each day do you use each of the following specific 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 the listed social media platform each day, please enter 1.

Twitch

	Total A	Age		Gender		Race & Ethnicity			
		18-22 B	23-27 C	Man D	woman E	White (Only) F	Hispanic/Lati no (Any) G	All People of Color H	Black/AA (Any) I
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 hour or less	86%	94% C	81%	87%	84%	89%	82%	83%	79%
2 hours	9%	3%	12% b	9%	9%	6%	13%	11%	10%
3 hours	3%	2%	3%	3%	4%	3%	4%	3%	5%
4 hours	1%	1%	1%	1%	1%	1%	1%	0%	0%
5 hours	0%	0%	1%	1%	0%	1%	0%	0%	0%
6 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%
7 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%
8 hours	0%	0%	1%	0%	1%	0%	0%	1%	2%
9 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%
10 hours or more	1%	0%	1%	1%	0%	0%	0%	1%	4% f

Table Base: USES THIS SOCIAL MEDIA PLATFORM (TOTAL TIME CONFIRMED)

Q104: On average, how many hours each day do you use each of the following specific 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 the listed social media platform each day, please enter 1.

Reddit

	Total A	Age 18-22 B	Age 23-27 C	Gender Man D	Gender woman E	White (Only) F	Hispanic/Latino (Any) G	All People of Color H	Black/AA (Any) I
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 hour or less	92%	91%	92%	92%	92%	93%	88%	91%	96%
2 hours	6%	6%	7%	7%	5%	7%	6%	6%	2%
3 hours	1%	1%	1%	1%	1%	0%	3% F	2% f	2% f
4 hours	0%	0%	0%	0%	1%	0%	1%	0%	0%
5 hours	0%	1%	0%	0%	1%	0%	2%	1%	0%
6 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%
7 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%
8 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%
9 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%
10 hours or more	0%	0%	0%	0%	0%	0%	0%	0%	0%

Table Base: USES THIS SOCIAL MEDIA PLATFORM (TOTAL TIME CONFIRMED)

Q104: On average, how many hours each day do you use each of the following specific 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 the listed social media platform each day, please enter 1.

YouTube

		Age		Gender		Race & Ethnicity			
	Total A	18-22 B	23-27 C	Man D	woman E	White (Only) F	Hispanic/Latino (Any) G	All People of Color H	Black/AA (Any) I
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 hour or less	57%	58%	56%	50%	65% D	59% I	60% I	55% i	44%
2 hours	24%	22%	25%	27% e	21%	26%	19%	22%	27%
3 hours	9%	10%	8%	11% e	6%	7%	14% F	11%	11%
4 hours	5%	4%	6%	5%	4%	3%	4%	6%	7%
5 hours	2%	2%	2%	1%	3%	2%	1%	2%	3%
6 hours	1%	2%	1%	2% e	0%	2%	0%	1%	2%
7 hours	1%	1%	1%	1%	0%	1%	2%	1%	1%
8 hours	0%	0%	1%	0%	0%	0%	0%	1%	2% F
9 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%
10 hours or more	1%	1%	1%	2%	1%	1%	0%	2%	3% fg

Table Base: USES THIS SOCIAL MEDIA PLATFORM (TOTAL TIME CONFIRMED)

Q104: On average, how many hours each day do you use each of the following specific 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 the listed social media platform each day, please enter 1.

Other platform(s)

	Total A	Age		Gender		Race & Ethnicity			
		18-22 B	23-27 C	Man D	woman E	White (Only) F	Hispanic/Latino (Any) G	All People of Color H	Black/AA (Any) I
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 hour or less	79%	81%	78%	76%	81%	75%	77%	83%	62%
2 hours	5%	5%	5%	2%	10%	7%	4%	4%	18%
3 hours	9%	11%	7%	14%	6%	14%	6%	4%	0%
4 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%
5 hours	5%	3%	7%	8%	0%	3%	14%	7%	0%
6 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%
7 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%
8 hours	0%	0%	1%	1%	0%	1%	0%	0%	0%
9 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%
10 hours or more	1%	0%	2%	0%	3%	0%	0%	2%	20% f

Table Base: USES THIS SOCIAL MEDIA PLATFORM (TOTAL TIME CONFIRMED)