

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.**

	Total A	Household Income			LGBTQIA+	
		<\$50K B	\$50K - \$99.9K C	\$100K+ D	Yes E	No F
<b>Total</b>	N=1003	N=240	N=307	N=456	N=215	N=787
<b>Total (Unweighted)</b>	N=1001	N=348	N=354	N=299	N=227	N=774
<b>YouTube</b>	86%	85%	86%	87%	87%	86%
<b>Instagram</b>	82%	81%	84%	81%	86%	81%
<b>TikTok</b>	70%	70%	72%	69%	76% f	68%
<b>Snapchat</b>	62%	59%	63%	64%	66%	61%
<b>Facebook</b>	60%	69% cD	61%	54%	56%	61%
<b>X, formerly Twitter</b>	46%	44%	49%	46%	56% F	44%
<b>Pinterest</b>	38%	37%	42%	35%	46% F	36%
<b>Reddit</b>	37%	26%	42% B	40% B	42%	36%
<b>Twitch</b>	25%	26%	22%	25%	26%	24%
<b>LinkedIn</b>	22%	11%	21% B	29% Bc	18%	24%
<b>Other platform(s)</b>	6%	7%	5%	7%	10% F	5%

**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.**

	Total A	Household Income			LGBTQIA+	
		<\$50K B	\$50K - \$99.9K C	\$100K+ D	Yes E	No F
<b>Total</b>	100%	100%	100%	100%	100%	100%
<b>NET: Below average usage (3 hours or less)</b>	38%	31%	33%	45% BC	32%	40% e
<b>NET: Average usage (4-6 hours)</b>	39%	39%	39%	39%	41%	38%
<b>NET: Above average usage (7+ hours)</b>	23%	30% D	28% D	16%	27%	22%
<b>1 hour or less</b>	6%	7% c	3%	8% C	5%	7%
<b>2 hours</b>	17%	14%	13%	21% BC	16%	17%
<b>3 hours</b>	15%	10%	17% B	16% b	11%	16%
<b>4 hours</b>	15%	17%	16%	14%	18%	14%
<b>5 hours</b>	14%	14%	15%	14%	14%	14%
<b>6 hours</b>	9%	8%	8%	11%	9%	9%
<b>7 hours</b>	4%	3%	6% d	3%	5%	3%
<b>8 hours</b>	7%	7%	9% d	5%	12% F	5%
<b>9 hours</b>	2%	1%	3%	1%	1%	2%
<b>10 hours or more</b>	11%	19% CD	10%	7%	9%	12%

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.**

		Household Income			LGBTQIA+	
	Total A	<\$50K B	\$50K - \$99.9K C	\$100K+ D	Yes E	No F
<b>Prefer not to say</b>	3%	1%	4% B	3%	4%	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**

	Total A	Household Income			LGBTQIA+	
		<\$50K B	\$50K - \$99.9K C	\$100K+ D	Yes E	No F
<b>Total</b>	100%	100%	100%	100%	100%	100%
<b>1 hour or less</b>	77%	73%	78%	79%	79%	77%
<b>2 hours</b>	15%	16%	11%	16%	16%	14%
<b>3 hours</b>	3%	4%	6% d	1%	1%	4%
<b>4 hours</b>	1%	1%	1%	0%	1%	1%
<b>5 hours</b>	3%	2%	3%	2%	2%	3%
<b>6 hours</b>	1%	1%	2%	0%	0%	1%
<b>7 hours</b>	0%	0%	0%	0%	1%	0%
<b>8 hours</b>	0%	1%	0%	0%	0%	0%
<b>9 hours</b>	0%	0%	0%	0%	0%	0%
<b>10 hours or more</b>	0%	1%	0%	0%	1%	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.**

**Instagram**

	Total A	Household Income			LGBTQIA+	
		<\$50K B	\$50K - \$99.9K C	\$100K+ D	Yes E	No F
<b>Total</b>	100%	100%	100%	100%	100%	100%
<b>1 hour or less</b>	68%	68%	65%	69%	72%	67%
<b>2 hours</b>	19%	15%	20%	20%	17%	19%
<b>3 hours</b>	7%	7%	8%	7%	8%	7%
<b>4 hours</b>	2%	2%	4% d	1%	1%	2%
<b>5 hours</b>	2%	4%	1%	1%	1%	2%
<b>6 hours</b>	0%	0%	0%	0%	0%	0%
<b>7 hours</b>	0%	0%	0%	0%	0%	0%
<b>8 hours</b>	1%	3%	1%	1%	0%	2%
<b>9 hours</b>	0%	0%	0%	0%	0%	0%
<b>10 hours or more</b>	0%	1%	0%	0%	1%	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.**

**X, formerly Twitter**

	Total A	Household Income			LGBTQIA+	
		<\$50K B	\$50K - \$99.9K C	\$100K+ D	Yes E	No F
<b>Total</b>	100%	100%	100%	100%	100%	100%
<b>1 hour or less</b>	83%	80%	81%	87%	82%	84%
<b>2 hours</b>	11%	11%	11%	10%	6%	12%
<b>3 hours</b>	3%	3%	2%	3%	7% F	1%
<b>4 hours</b>	2%	3%	3%	1%	3%	2%
<b>5 hours</b>	1%	1%	2%	0%	1%	1%
<b>6 hours</b>	0%	0%	0%	0%	0%	0%
<b>7 hours</b>	0%	0%	0%	0%	0%	0%
<b>8 hours</b>	0%	1%	0%	0%	0%	0%
<b>9 hours</b>	0%	0%	0%	0%	0%	0%
<b>10 hours or more</b>	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**

	Total A	Household Income			LGBTQIA+	
		<\$50K B	\$50K - \$99.9K C	\$100K+ D	Yes E	No F
<b>Total</b>	100%	100%	100%	100%	100%	100%
<b>1 hour or less</b>	81%	82%	76%	85% c	86%	80%
<b>2 hours</b>	11%	9%	13%	11%	8%	12%
<b>3 hours</b>	3%	4%	5% d	2%	2%	3%
<b>4 hours</b>	1%	0%	3% Bd	0%	1%	1%
<b>5 hours</b>	1%	3%	0%	1%	2%	1%
<b>6 hours</b>	1%	0%	2%	0%	0%	1%
<b>7 hours</b>	1%	1%	1%	0%	0%	1%
<b>8 hours</b>	0%	1%	0%	1%	0%	1%
<b>9 hours</b>	0%	0%	0%	0%	0%	0%
<b>10 hours or more</b>	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	Household Income			LGBTQIA+	
		<\$50K B	\$50K - \$99.9K C	\$100K+ D	Yes E	No F
<b>Total</b>	100%	100%	100%	100%	100%	100%
<b>1 hour or less</b>	56%	51%	51%	61% bc	51%	57%
<b>2 hours</b>	21%	21%	21%	22%	24%	21%
<b>3 hours</b>	12%	11%	15%	11%	16%	11%
<b>4 hours</b>	4%	6% D	7% D	1%	4%	4%
<b>5 hours</b>	3%	5%	3%	2%	2%	4%
<b>6 hours</b>	0%	1%	0%	0%	0%	0%
<b>7 hours</b>	1%	2%	1%	0%	1%	1%
<b>8 hours</b>	1%	1%	2%	0%	1%	1%
<b>9 hours</b>	0%	0%	0%	1%	0%	0%
<b>10 hours or more</b>	1%	2% C	0%	1%	2%	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.**

**Pinterest**

	Total A	Household Income			LGBTQIA+	
		<\$50K B	\$50K - \$99.9K C	\$100K+ D	Yes E	No F
<b>Total</b>	100%	100%	100%	100%	100%	100%
<b>1 hour or less</b>	88%	83%	91% b	87%	80%	90% E
<b>2 hours</b>	9%	12%	7%	9%	14%	8%
<b>3 hours</b>	1%	3% c	0%	2%	1%	2%
<b>4 hours</b>	1%	2%	0%	0%	2% F	0%
<b>5 hours</b>	1%	0%	1%	1%	3% F	0%
<b>6 hours</b>	0%	1%	0%	0%	0%	0%
<b>7 hours</b>	0%	0%	0%	0%	0%	0%
<b>8 hours</b>	0%	0%	0%	1%	0%	1%
<b>9 hours</b>	0%	0%	0%	0%	0%	0%
<b>10 hours or more</b>	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	Household Income			LGBTQIA+	
		<\$50K B	\$50K - \$99.9K C	\$100K+ D	Yes E	No F
<b>Total</b>	100%	100%	100%	100%	100%	100%
<b>1 hour or less</b>	93%	91%	91%	94%	88%	94%
<b>2 hours</b>	5%	2%	9%	4%	8%	4%
<b>3 hours</b>	2%	4% C	0%	3%	3%	2%
<b>4 hours</b>	0%	3%	0%	0%	1%	0%
<b>5 hours</b>	0%	0%	0%	0%	0%	0%
<b>6 hours</b>	0%	0%	0%	0%	0%	0%
<b>7 hours</b>	0%	0%	0%	0%	0%	0%
<b>8 hours</b>	0%	0%	0%	0%	0%	0%
<b>9 hours</b>	0%	0%	0%	0%	0%	0%
<b>10 hours or more</b>	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	Household Income			LGBTQIA+	
		<\$50K B	\$50K - \$99.9K C	\$100K+ D	Yes E	No F
<b>Total</b>	100%	100%	100%	100%	100%	100%
<b>1 hour or less</b>	86%	75%	85%	93% B	86%	86%
<b>2 hours</b>	9%	11%	9%	7%	9%	9%
<b>3 hours</b>	3%	9% D	3%	0%	3%	3%
<b>4 hours</b>	1%	2%	1%	0%	1%	1%
<b>5 hours</b>	0%	1%	0%	0%	2%	0%
<b>6 hours</b>	0%	0%	0%	0%	0%	0%
<b>7 hours</b>	0%	0%	0%	0%	0%	0%
<b>8 hours</b>	0%	0%	1%	0%	0%	1%
<b>9 hours</b>	0%	0%	0%	0%	0%	0%
<b>10 hours or more</b>	1%	3%	0%	0%	0%	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.**

**Reddit**

	Total A	Household Income			LGBTQIA+	
		<\$50K B	\$50K - \$99.9K C	\$100K+ D	Yes E	No F
<b>Total</b>	100%	100%	100%	100%	100%	100%
<b>1 hour or less</b>	92%	89%	88%	95% c	87%	93%
<b>2 hours</b>	6%	8%	8%	5%	11% f	5%
<b>3 hours</b>	1%	1%	2%	0%	1%	1%
<b>4 hours</b>	0%	2%	0%	0%	0%	0%
<b>5 hours</b>	0%	0%	1%	0%	0%	1%
<b>6 hours</b>	0%	0%	0%	0%	0%	0%
<b>7 hours</b>	0%	0%	0%	0%	0%	0%
<b>8 hours</b>	0%	0%	0%	0%	0%	0%
<b>9 hours</b>	0%	0%	0%	0%	0%	0%
<b>10 hours or more</b>	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**

	Total A	Household Income			LGBTQIA+	
		<\$50K B	\$50K - \$99.9K C	\$100K+ D	Yes E	No F
<b>Total</b>	100%	100%	100%	100%	100%	100%
<b>1 hour or less</b>	57%	51%	53%	63% Bc	50%	59% e
<b>2 hours</b>	24%	21%	25%	25%	28%	23%
<b>3 hours</b>	9%	10%	12% d	6%	11%	8%
<b>4 hours</b>	5%	6%	4%	4%	5%	5%
<b>5 hours</b>	2%	2%	2%	2%	2%	2%
<b>6 hours</b>	1%	2%	2%	0%	1%	1%
<b>7 hours</b>	1%	3% cD	1%	0%	1%	1%
<b>8 hours</b>	0%	1% c	0%	0%	0%	0%
<b>9 hours</b>	0%	0%	1%	0%	0%	0%
<b>10 hours or more</b>	1%	4% cD	1%	0%	2%	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.**

**Other platform(s)**

	Total A	Household Income			LGBTQIA+	
		<\$50K B	\$50K - \$99.9K C	\$100K+ D	Yes E	No F
<b>Total</b>	100%	100%	100%	100%	100%	100%
<b>1 hour or less</b>	79%	80%	69%	83%	74%	82%
<b>2 hours</b>	5%	7%	5%	4%	3%	6%
<b>3 hours</b>	9%	8%	26%	4%	15%	6%
<b>4 hours</b>	0%	0%	0%	0%	0%	0%
<b>5 hours</b>	5%	0%	0%	9%	4%	5%
<b>6 hours</b>	0%	0%	0%	0%	0%	0%
<b>7 hours</b>	0%	0%	0%	0%	0%	0%
<b>8 hours</b>	0%	2%	0%	0%	1%	0%
<b>9 hours</b>	0%	0%	0%	0%	0%	0%
<b>10 hours or more</b>	1%	4%	0%	0%	3%	0%

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