

Topline questionnaire

January 2021 Core Trends Survey

Topline

Abt Associates for Pew Research Center

Sample: n=1,502 U.S. adults ages 18 and older nationwide, including 1,202 cellphone interviews

Interviewing dates: January 25, 2021 – February 8, 2021

Margin of error: ± 2.9 percentage points for results based on Total [n=1,502]

NOTE: ALL NUMBERS ARE PERCENTAGES UNLESS OTHERWISE NOTED. ROWS/COLUMNS MAY NOT TOTAL 100% DUE TO ROUNDING. PERCENTAGES LESS THAN 0.5% ARE REPLACED BY AN ASTERISK (*). IF NO ONE ANSWERED THE QUESTION, THE CELL CONTAINS ZERO (0). A DOUBLE HYPHEN (--) INDICATES THAT THE RESPONSE OPTION WAS NOT PRESENT IN THAT SURVEY.

OTHER QUESTIONS ON THIS SURVEY HAVE BEEN PREVIOUSLY RELEASED OR HELD FOR FUTURE RELEASE.

SNSINT2 Do you ever use social media sites like Facebook, Twitter or Instagram?

CURRENT	
72	Yes
28	No
0	(VOL.) Don't know
0	(VOL.) Refused

Trend based on internet users³ [N=1,413]

	YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
Current	77	23	0	0
February 2019	78	22	0	0
January 2018	77	23	*	0
November 2016	77	23	*	*
May 2016	74	26	0	*
November 2015	74	26	*	*
July 2015	76	23	*	0
September 2013	74	26	*	0
May 2013	72	28	0	*
December 2012	67	33	*	*
August 2012	69	31	0	*
February 2012	66	34	*	0
August 2011	64	35	*	0
May 2011	65	35	*	0
January 2011	61	39	0	0
December 2010	62	38	*	0
November 2010	61	39	*	*
September 2010	62	38	*	0
May 2010	61	39	0	0
January 2010	57	43	*	0
December 2009	56	44	0	*
September 2009	47	52	*	*
April 2009	46	54	*	*
December 2008	35	65	*	0
November 2008	37	63	0	0
August 2008	33	67	*	0
July 2008	34	66	*	0
May 2008	29	70	*	0
August 2006	16	84	*	0
September 2005	11	88	1	0
February 2005	8	91	1	0

³ November 2016 question wording was "Do you ever use social media sites like Facebook, Twitter or LinkedIn?" May 2016 question wording was "Do you ever use a social media site or app like Facebook, Twitter or LinkedIn?" November 2015 question wording was "Do you ever use a social networking site like Facebook, Twitter or LinkedIn?" July 2015 trends and earlier were asked as an item within a list question. Wording may vary from survey to survey and question may be asked of all internet users or form split. From 2012 to 2013, item wording was "Use a social networking site like Facebook, LinkedIn or Google Plus." From April 2009 thru August 2011, item wording was "Use a social networking site like MySpace, Facebook or LinkedIn." In December 2008, item wording was "Use a social networking site like MySpace or Facebook." In August 2006, item wording was "Use an online social networking site like MySpace, Facebook or Friendster." Prior to August 2006, item wording was "Use online social or professional networking sites like Friendster or LinkedIn."

WEB1 Please tell me if you ever use any of the following. Do you ever use... **[INSERT ITEMS; RANDOMIZE ITEMS a-e FIRST AS A BLOCK, THEN RANDOMIZE ITEMS f-k AS A BLOCK]**?⁴

	YES, DO THIS	NO, DO NOT DO THIS	(VOL.) DON'T KNOW	(VOL.) REFUSED
a. Twitter	23	76	*	*
b. Instagram	40	60	*	*
c. Facebook	69	31	*	*
d. Snapchat	25	75	0	*
e. YouTube	81	19	0	*
f. WhatsApp	23	77	*	*
g. Pinterest	31	69	*	*
h. LinkedIn	28	71	1	*
i. Reddit	18	82	*	*
j. TikTok	21	79	0	*
k. Nextdoor	13	86	1	0

⁴ Wording in February 2019 was "Please tell me if you ever use any of the following social media sites. Do you ever use... [INSERT ITEMS; RANDOMIZE]?" January 2018 was "Please tell me if you ever use any of the following social media sites online or on your cell phone. Do you ever use... [INSERT ITEMS; RANDOMIZE]?" May 2013 wording was "Do you ever use the internet to... [INSERT ITEM; RANDOMIZE]?" August and December 2012 as well as September 2013 through September 2014 wording was "Please tell me if you ever use the internet to do any of the following things. Do you ever... [INSERT ITEM; RANDOMIZE]?" April 2015 through April 2016 question wording was "Please tell me if you ever use the internet or a mobile app to do any of the following things. Do you ever use the internet or a mobile app to... [INSERT ITEM; RANDOMIZE]?"

Trend based on internet users [N=1,413]; see last column for trend based on total

	YES, DO THIS	NO, DO NOT DO THIS	(VOL.) DON'T KNOW	(VOL.) REFUSED	YES, DO THIS (Based on All Adults)
Use Twitter					
Current	25	75	*	*	23
February 2019	24	76	0	0	22
January 2018	27	73	*	*	24
April 2016	26	74	0	*	21
April 2015	24	76	0	0	20
September 2014	23	77	*	0	19
September 2013	18	82	*	0	14
May 2013	18	82	*	*	15
December 2012	16	84	*	*	13
August 2012	16	84	*	0	13
Use Instagram					
Current	43	57	*	*	40
February 2019	41	59	*	0	37
January 2018	39	61	*	*	35
April 2016	34	66	*	*	28
April 2015	29	71	*	0	24
September 2014	26	74	0	0	21
September 2013	17	82	*	0	14
December 2012	13	87	*	0	11
August 2012	12	88	1	0	9
Use Facebook⁵					
Current	73	27	*	*	69
February 2019	75	25	0	0	69
January 2018	76	24	*	*	68
April 2016	79	21	*	*	68
April 2015	72	28	*	0	62
September 2014	71	28	0	0	58
September 2013	71	29	*	0	57
December 13-16, 2012	67	33	*	0	57
August 2012	66	34	1	0	54

⁵ Dec. 13-16, 2012, trend was asked of all internet users as a standalone question: "Do you ever use Facebook?"

	YES, DO THIS	NO, DO NOT DO THIS	(VOL.) DON'T KNOW	(VOL.) REFUSED	YES, DO THIS (BASED ON ALL ADULTS)
Use Snapchat					
Current	27	73	0	*	25
February 2019	26	74	*	0	24
January 2018	30	70	*	*	27
Use YouTube					
Current	86	14	0	*	81
February 2019	79	20	*	0	73
January 2018	81	18	*	*	73
Use WhatsApp					
Current	24	75	*	*	23
February 2019	21	78	1	0	20
January 2018	24	75	*	*	22
Use Pinterest					
Current	33	67	*	*	31
February 2019	31	68	*	*	28
January 2018	32	67	*	*	29
April 2016	30	69	*	0	26
April 2015	30	69	1	*	26
September 2014	28	72	*	0	22
September 2013	21	77	2	*	17
December 2012	15	83	2	0	13
August 2012	12	87	1	*	10
Use LinkedIn					
Current	30	69	1	*	28
February 2019	29	71	*	0	27
January 2018	28	71	1	*	25
April 2016	28	71	1	0	25
April 2015	24	75	1	0	22
September 2014	28	72	*	0	23
September 2013	22	77	1	*	17
August 2012	20	79	1	*	16
Use Reddit					
Current	19	81	*	*	18
February 2019	12	87	1	0	11
Use TikTok					
Current	23	77	0	*	21
Use Nextdoor					
Current	14	85	1	0	13

SNS2 Thinking about the social media sites you use... About how often do you visit or use [INSERT ITEMS; RANDOMIZE]? [READ CATEGORIES AS NECESSARY]⁶

	SEVERAL TIMES A DAY	ABOUT ONCE A DAY	A FEW TIMES A WEEK	EVERY FEW WEEKS	LESS OFTEN	(VOL.) DON'T KNOW	(VOL.) REFUSED
<i>Item A: Based on Twitter users</i>							
a. Twitter							
Current [N=346]	30	16	27	10	16	*	0
February 2019 [N=327]	25	17	29	10	18	0	*
January 2018 [N=458]	26	20	25	13	15	*	*
April 2016 [N=183]	24	20	23	14	18	*	*
April 2015 [N=193]	25	14	23	16	22	1	*
Sept 2014 [N=323]	22	14	24	15	25	*	0
Sept 2013 [N=223]	29	17	21	12	20	1	0
<i>Item B: Based on Instagram users</i>							
b. Instagram							
Current [N=530]	38	21	21	8	12	0	0
February 2019 [N=493]	42	21	21	6	11	0	0
January 2018 [N=627]	38	22	21	8	9	*	*
April 2016 [N=207]	36	16	26	10	12	0	0
April 2015 [N=219]	35	24	18	10	12	*	*
Sept 2014 [N=317]	32	17	24	10	16	1	0
Sept 2013 [N=196]	35	22	21	6	15	1	0
<i>Item C: Based on Facebook users</i>							
c. Facebook							
Current [N=988]	49	22	17	5	7	*	*
February 2019 [N=1,005]	51	23	17	3	6	*	*
January 2018 [N=1,336]	51	23	17	4	6	*	*
April 2016 [N=556]	55	21	16	3	4	1	*
April 2015 [N=600]	42	27	22	4	5	0	0
Sept 2014 [N=1,074]	45	25	17	6	6	*	*
Sept 2013 [N=960]	40	24	23	6	8	*	0
<i>Item D: Based on Snapchat users</i>							
d. Snapchat							
Current [N=307]	45	14	21	8	11	1	*
February 2019 [N=285]	46	15	17	8	15	0	0
January 2018 [N=451]	49	14	21	5	10	1	*

⁶ April 2016 question wording was "Thinking about the social media sites or mobile apps you use... About how often do you visit or use [INSERT ITEMS; RANDOMIZE]?" April 2015 items were each asked of a half sample of respondents who use that specific type of social media. September 2013 trend categories were several times a day, about once a day, 3-5 days a week, 1-2 days a week, every few weeks or less often. Results shown here for "a few times a week" combine "3-5 days a week" and "1-2 days a week."

Item E: Based on YouTube users

e. YouTube

	SEVERAL TIMES A DAY.	ABOUT ONCE A DAY.	A FEW TIMES A WEEK	EVERY FEW WEEKS.	LESS OFTEN	(VOL.) DON'T KNOW.	(VOL.) REFUSED.
Current [N=1,203]	36	18	29	9	7	*	*
February 2019 [N=1,071]	32	19	32	9	8	*	0
January 2018 [N=1,450]	29	17	34	12	9	*	*