

**2021 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL  
WAVE 93 SOCIAL MEDIA SURVEY  
FINAL TOPLINE  
July 26-August 8, 2021  
N=11,178**

**Wave 93 is the 2021 ATP Annual Profile Survey. The questionnaire featured mainly demographic questions but also some substantive questions used in public reporting. The public use dataset contains only the substantive questions and not the demographic profile questions. The raw profile questions (e.g., year of birth) are not released under the Center's procedures for protecting individual panelists from being identified. Demographic variables, some of which have been coarsened (e.g., age categories), are regularly included in ATP datasets.**

**ASK ALL:**NEWSPLAT How often do you get news from... **[RANDOMIZE]**

	<u>Often</u>	<u>Sometimes</u>	<u>Rarely</u>	<u>Never</u>	<u>No answer</u>
a. Television					
July 26-Aug 8, 2021	36	32	20	12	*
Aug 31-Sep 7, 2020	40	28	20	11	*
b. Radio					
July 26-Aug 8, 2021	15	36	27	22	1
Aug 31-Sep 7, 2020	16	34	28	21	*
c. Print publications					
July 26-Aug 8, 2021	10	24	33	32	1
Aug 31-Sep 7, 2020	10	22	39	29	*

**DISPLAY IF INTERNET USER****(XTABLET=2) [N=10,985]****BASED ON TOTAL:**

d. A smartphone, computer or tablet					
July 26-Aug 8, 2021	51	33	8	8	*
Aug 31-Sep 7, 2020	60	26	7	7	*

**ASK IF GETS NEWS FROM DIGITAL DEVICES AT LEAST RARELY (NEWSPLAT\_d=2-4) [N=10,591]:**NEWSPLAT\_DIG Now thinking about the news you get on a smartphone, computer, or tablet, how often do you get news from... **[RANDOMIZE]****BASED ON TOTAL:**

	<u>Often</u>	<u>Sometimes</u>	<u>Rarely</u>	<u>Never<sup>1</sup></u>	<u>No answer</u>
a. News websites or apps					
July 26-Aug 8, 2021	28	38	17	18	*
Aug 31-Sep 7, 2020	34	35	16	15	*

<sup>1</sup> The respondents who do not have internet access at home were excluded from the question; they are included here with those who said "Never."

<b>NEWSPLAT_DIG CONTINUED ...</b>	<u>Often</u>	<u>Sometimes</u>	<u>Rarely</u>	<u>Never</u>	No <u>answer</u>
b. Social media such as Facebook, Twitter, or Instagram					
July 26-Aug 8, 2021	19	29	19	32	*
Aug 31-Sep 7, 2020	23	30	18	29	*
c. Search through Google or other search engines					
July 26-Aug 8, 2021	20	43	19	18	*
Aug 31-Sep 7, 2020	23	41	20	15	*
d. Podcasts					
July 26-Aug 8, 2021	7	16	21	56	*
Aug 31-Sep 7, 2020	6	16	24	53	*

**ASK IF GETS NEWS FROM MORE THAN ONE PLATFORM (AT LEAST TWO OF NEWSPLAT\_a-c=2-4 AND NEWSPLAT\_DIG\_a-d=2-4) [N=11,122]:**

PLATFORM\_PREFER Which do you prefer for getting news? **[RANDOMIZE IN SAME ORDER AS FOR NEWSPLAT AND NEWSPLAT\_DIG; SHOW ONLY THOSE USED AT LEAST RARELY IN NEWSPLAT\_a-c=2-4 OR NEWSPLAT\_DIG\_a-d=2-4; AUTOPUNCH IF ONLY USES ONE SOURCE]**

**BASED ON TOTAL:**

July 26-Aug 8 <u>2021</u>		Aug 31-Sep 7 <u>2020</u>
36	Television	35
7	Radio	7
5	Print publications	5
24	News websites or apps	26
10	Social media such as Facebook, Twitter, or Instagram	11
11	Search through Google or other search engines	12
4	Podcasts	3
1	No answer	1
1	Did not get news on any platform	1

**ASK ALL WITH INTERNET ACCESS (XTABLET=2) [N=10,985]:**

WEB1 Do you use any of the following social media sites? **[RANDOMIZE]**

**BASED ON TOTAL:**

	<u>Yes, use this</u>	No, do not <u>use this</u> <sup>2</sup>	No <u>answer</u>
a. Twitter			
July 26-Aug 8, 2021	23	75	1
Aug 31-Sep 7, 2020	25	74	1
Jan 6-Jan 21, 2020	22	76	2
July 8-July 21, 2019	23	76	1
Jan 22-Feb 5, 2019	23	75	2

<sup>2</sup> In Jan 22-Feb 5, 2019, the 3% of respondents who do not have internet access at home were asked this question and their responses were included. In later surveys, the respondents who do not have internet access at home were excluded from the question; they are included here with those who said "No, do not use this."

<b>WEB1 CONTINUED ...</b>		<u>Yes, use this</u>	<u>No, do not use this</u>	<u>No answer</u>
b.	Instagram			
	July 26-Aug 8, 2021	41	58	1
	Aug 31-Sep 7, 2020	40	59	1
	Jan 6-Jan 21, 2020	37	62	1
	July 8-July 21, 2019	38	61	1
	Jan 22-Feb 5, 2019	37	62	1
c.	Facebook			
	July 26-Aug 8, 2021	66	33	1
	Aug 31-Sep 7, 2020	68	32	1
	Jan 6 – Jan 21, 2020	67	32	1
	July 8-July 21, 2019	71	29	*
	Jan 22-Feb 5, 2019	72	28	1
d.	Snapchat			
	July 26-Aug 8, 2021	23	75	2
	Aug 31-Sep 7, 2020	22	77	1
	July 8-July 21, 2019	23	76	1
	Jan 22-Feb 5, 2019	24	75	2
e.	YouTube			
	July 26-Aug 8, 2021	72	27	1
	Aug 31-Sep 7, 2020	74	26	1
	Jan 6-Jan 21, 2020	71	28	1
	July 8-July 21, 2019	74	25	*
	Jan 22-Feb 5, 2019	81	19	1
f.	LinkedIn			
	July 26-Aug 8, 2021	26	73	2
	Aug 31-Sep 7, 2020	25	74	1
	July 8-July 21, 2019	27	72	1
g.	Reddit			
	July 26-Aug 8, 2021	17	81	2
	Aug 31-Sep 7, 2020	15	83	1
	July 8-July 21, 2019	13	86	1
i.	WhatsApp			
	July 26-Aug 8, 2021	21	78	2
	Aug 31-Sep 7, 2020	19	80	1
	July 8-July 21, 2019	18	81	1
j.	TikTok			
	July 26-Aug 8, 2021	21	78	2
	Aug 31-Sep 7, 2020	12	87	1
	July 8-July 21, 2019	3	95	2
k.	Twitch			
	July 26-Aug 8, 2021	7	91	2
	Aug 31-Sep 7, 2020	6	92	1
	July 8-July 21, 2019	5	93	1

**ASK IF USES ANY SOCIAL MEDIAL SITES (WEB1a-k=1):**

**SOCIALNEWS** 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 WEB1 (WEB1a-k=1); RANDOMIZE IN SAME ORDER AS WEB1]**

**BASED ON TOTAL:**

	Yes, regularly get news on this	No, don't regularly get news on this <sup>3</sup>	No answer
a. Twitter			
July 26-Aug 8, 2021	13	87	*
Aug 31-Sep 7, 2020	15	85	*
b. Instagram			
July 26-Aug 8, 2021	11	89	*
Aug 31-Sep 7, 2020	11	88	*
c. Facebook			
July 26-Aug 8, 2021	31	68	*
Aug 31-Sep 7, 2020	36	63	*
d. Snapchat			
July 26-Aug 8, 2021	4	96	*
Aug 31-Sep 7, 2020	4	96	*
e. YouTube			
July 26-Aug 8, 2021	22	78	*
Aug 31-Sep 7, 2020	23	76	*
f. LinkedIn			
July 26-Aug 8, 2021	4	96	*
Aug 31-Sep 7, 2020	4	96	*
g. Reddit			
July 26-Aug 8, 2021	7	93	*
Aug 31-Sep 7, 2020	6	94	*
i. WhatsApp			
July 26-Aug 8, 2021	3	97	*
Aug 31-Sep 7, 2020	3	97	*
j. TikTok			
July 26-Aug 8, 2021	6	94	*
Aug 31-Sep 7, 2020	3	97	*
k. Twitch			
July 26-Aug 8, 2021	1	99	*
Aug 31-Sep 7, 2020	1	99	*

<sup>3</sup> The respondents who do not have internet access at home were excluded from the question; they are included here with those who said "No, don't regularly get news on this."

**ASK INTERNET USERS (XTABLET=2) [N=10,985]:**

VACCSM How much, if any, news and information about the COVID-19 vaccines have you been getting on social media (such as Facebook, Twitter, or Instagram)?

**BASED ON TOTAL:**

July 26-Aug 8

2021

18	A lot
30	Some
20	Not much
31	None at all <sup>4</sup>
*	No answer

**ASK IF GETS VACCINE NEWS ON SOCIAL MEDIA (VACCSM=1,2,3) [N=7,595]:**

TWTRVACIMP How important to you, if at all, is social media as a way of keeping up with news about the COVID-19 vaccines? **[REVERSE ORDER FOR HALF OF SAMPLE]**

**BASED ON TOTAL:**

July 26-Aug 8

2021

6	The most important way
33	An important way, but not the most important
29	Not an important way
*	No answer
31	Doesn't get vaccine news [Did not receive question]

**ASK IF FORM 1 (XFORM=1) [N=5,554]:**

MISINFG Thinking about news and information online, including social media...

Which comes closer to your own view – even if neither is exactly right? **[RANDOMIZE]**

July 26-Aug 8

2021

48	The U.S. government should take steps to restrict false information online, even if it limits people from freely publishing or accessing information
50	People's freedom to publish and access information should be protected, even if it means false information can also be published
2	No answer

Feb 26-Mar 11

2018

39
58
4

**ASK IF FORM 2 (XFORM=2) [N=5,624]:**

MISINFT Thinking about news and information online, including social media...

Which comes closer to your own view – even if neither is exactly right? **[RANDOMIZE]**

July 26-Aug 8

2021

59	Technology companies should take steps to restrict false information online, even if it limits people from freely publishing or accessing information
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Feb 26-Mar 11

2018

56
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<sup>4</sup> The respondents who did not have internet access at home were excluded from the question; they are included here with those who said "None at all."

39	People's freedom to publish and access information should be protected, even if it means false information can also be published	42
2	No answer	2

**ASK ALL:**

PARTY In politics today, do you consider yourself a...

July 26-Aug 8

2021

27	Republican
32	Democrat
26	Independent
13	Something else
2	No answer

**ASK IF INDEP/SOMETHING ELSE (PARTY=3, 4 OR REFUSED) [N=4,085]:**

PARTYLN As of today do you lean more to...

**BASED ON TOTAL [N=11,178]**

July 26-Aug 8

2021

17	The Republican Party
20	The Democratic Party
5	No answer