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# How Americans Navigate Politics on TikTok, X, Facebook and Instagram

*The experiences and views of each site's users – from how much political content they see to the platforms' impact on democracy*

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## About the Pew-Knight Initiative

The [Pew-Knight Initiative](#) supports new research on how Americans absorb civic information, form beliefs and identities, and engage in their communities. [Pew Research Center](#) is a nonpartisan, nonadvocacy fact tank that informs the public about the issues, attitudes and trends shaping the world. [Knight Foundation](#) is a social investor committed to supporting informed and engaged communities.

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## How we did this

Pew Research Center conducted this study to understand how TikTok users, X (formerly Twitter) users, Instagram users and Facebook users experience politics on these platforms. For this analysis, we surveyed 10,287 adult internet users in the United States from March 18 to 24, 2024.

Everyone who took part in the survey is a member of the Center’s American Trends Panel (ATP), an online survey panel that is recruited through national, random sampling of residential addresses. This way, nearly all U.S. adults have a chance of selection. The survey was weighted by combining the sample of internet users with data from ATP members who do not use the internet, and weighting the combined dataset to be representative of all U.S. adults by gender, race, ethnicity, partisan affiliation, education and other categories. The analysis in this report is based on those who use the platforms of interest. Refer to the [survey methodology](#) for details. Read more about the [ATP’s methodology](#).

Here are the [questions used for this report](#), along with responses, and the [survey methodology](#).

This is a Pew Research Center report from the Pew-Knight Initiative, a research program funded jointly by The Pew Charitable Trusts and the John S. and James L. Knight Foundation. Find related reports online at <https://www.pewresearch.org/pew-knight/>.

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# How Americans Navigate Politics on TikTok, X, Facebook and Instagram

*The experiences and views of each site's users – from how much political content they see to the platforms' impact on democracy*

Social media platforms are often at the center of the nation's political debates – from free speech and harassment to the fate of democracy itself. Companies' decisions about who and what to allow on their platforms have taken on even more weight [ahead of the 2024 U.S. presidential election](#).

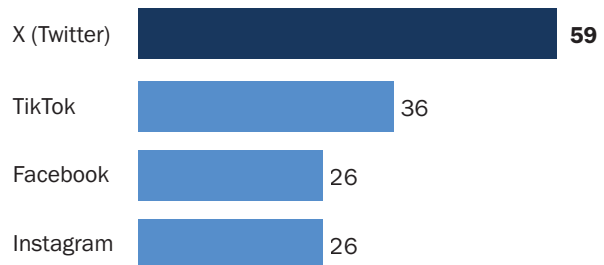
Results from a Pew Research Center survey conducted in March 2024 shed new light on this environment. **Americans' experiences with politics on social media often depend on the platforms they use**, from TikTok and X to Facebook and Instagram.

**X stands out as a place people turn to for politics.** A majority of X users (59%) say keeping up with politics or political issues is a reason they use it, compared with 36% of TikTok users and even smaller shares of Facebook or Instagram users (26% each).

There's a range of reasons people are drawn to social media platforms – even on X, where using it to keep up with politics is relatively common. On TikTok, Facebook and Instagram, politics takes a backseat to other reasons we explored.

## X stands out as a place its users go to keep up with politics

% of each platform's U.S. users who say a reason they use it is **to keep up with politics or political issues**



Note: "Major reason" and "Minor reason" responses are combined. Those who did not give an answer or gave other responses are not shown.

Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024.

"How Americans Navigate Politics on TikTok, X, Facebook and Instagram"

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For example:

- **Entertainment largely reigns, especially on TikTok.** Nearly all TikTok users (95%) say they're on it because it's entertaining, and about three-quarters or more say the same for X, Facebook and Instagram.
- **On Facebook and Instagram, friends and family are motivators.** Most Facebook and Instagram users say a reason for using each is to keep up with friends and family. This share drops to 44% for TikTok and 33% for X.

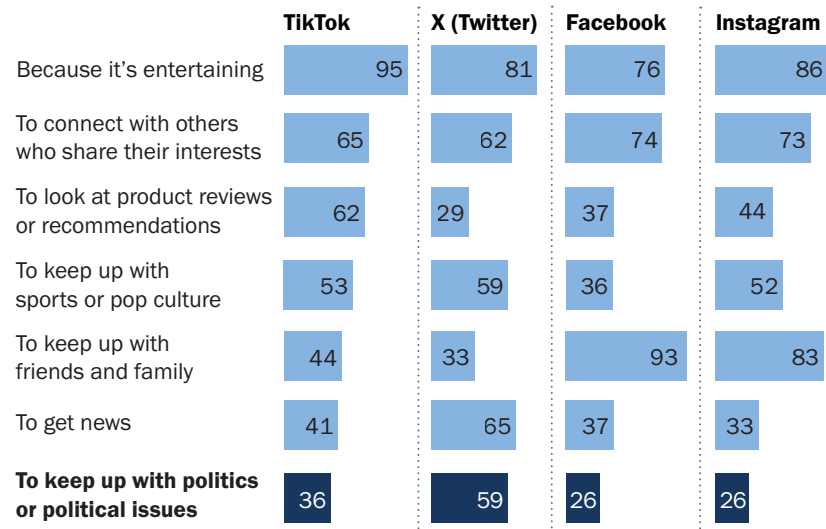
**Related:** [How Americans Get News on TikTok, X, Facebook and Instagram](#)

Still, people are coming across political posts as they scroll through social media. And companies' policies shape the political environment people enter when they log on.

Our survey of 10,287 U.S. adult internet users, conducted March 18-24, 2024, set out to explore what this looks like on TikTok, X, Facebook and Instagram today.

## On TikTok, Facebook and Instagram, politics takes a backseat to entertainment, connections

% of each platform's U.S. users who say a reason they use it is ...



Note: "Major reason" and "Minor reason" responses are combined. Those who did not give an answer or gave other responses are not shown.

Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024.

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### More about this project

This project was designed to understand how people's experiences and views [differ across social media sites and apps](#).

The survey covered [four social media platforms](#): TikTok, X (formerly Twitter), Facebook and Instagram. Each platform's questions were identical.

This report focuses on politics on social media. To learn about how people get news on these platforms, [read the companion report](#).

Jump to the following sections to learn more about how experiences and views differ *across* these four platforms:

- [Social media and democracy](#)
- [Seeing and sharing politics](#)
- [Why people do – or don't – post about politics](#)
- [Free speech and harassment](#)

And for a deep dive on one platform at a time, go to the chapter covering its users' views and experiences:

- [TikTok](#)
- [X](#)
- [Facebook](#)
- [Instagram](#)

This is one of two Pew Research Center reports on habits and attitudes on different social media platforms from the Pew-Knight Initiative, a research program funded jointly by The Pew Charitable Trusts and the John S. and James L. Knight Foundation.

## Social media and democracy

The relationship between social media and elections has often been rocky. In 2016, platforms struggled to stop the [spread of election misinformation](#). After 2020, they grappled with [decisions to ban former President Donald Trump](#).

[Not everyone is convinced](#) platforms are a dire threat to democracy. But as experts [warn misinformation could worsen in 2024](#) and the Supreme Court tackles cases defining [free speech on social media](#), the question persists: **Are these platforms good for democracy?**

[We've asked this question about X \(formerly Twitter\) before](#) – once in 2021, before Elon Musk took over the platform and revamped it, and again in 2023.

### Today, views of X are more positive than negative.

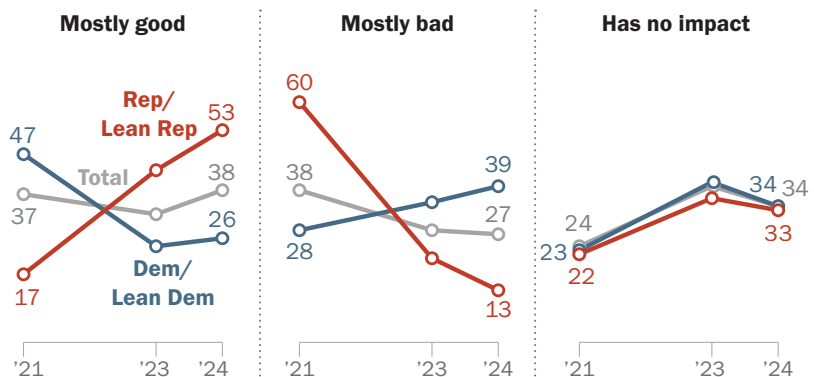
About four-in-ten X users (38%) say it's mostly good for democracy, 27% say it's mostly bad, and 34% say it has no impact. That's an uptick of 6 percentage points in the share who say it's mostly good from last year.

### GOP users' views of X have changed dramatically in the past three years.

The share of Republican users who see X as mostly good for democracy has roughly tripled from 17% in 2021 to 53% today. This includes a 10-point rise in just the past year (from 43% to 53%). (Throughout this report, Democratic and Republican users include independents who lean toward each party.)

### Republican X users have dramatically changed their views about its impact on democracy since 2021

% of U.S. X (formerly Twitter) users who say overall, they think the platform is \_\_\_ for American democracy



Note: Question wording in 2021 and 2023 (fielded before the platform's name change) referenced "Twitter," while the question in 2024 referenced "X (formerly Twitter)." Those who did not give an answer are not shown.

Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024. "How Americans Navigate Politics on TikTok, X, Facebook and Instagram"

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**Democratic X users' views are trending negative.** The share of Democratic users who see it as mostly bad for democracy has risen 11 points since 2021, to 39% today.



**Partisans hold opposing views of X.** Republican X users are far more likely than Democratic users to see it as mostly good for democracy (53% vs. 26%). In contrast, Democratic users are three times as likely as their GOP counterparts to see it as mostly *bad* (39% vs. 13%).

For the first time, we asked this question about Facebook, Instagram and TikTok. We found that not everyone thinks these platforms play a role in the democratic process.

**For Instagram, TikTok and Facebook, the most common view is that each has no impact on democracy.** Over half of Instagram users say so, as do 49% of TikTok users and 43% of Facebook users.

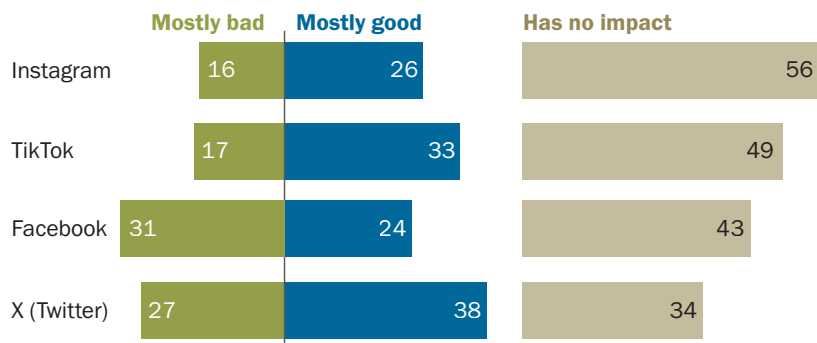
**Otherwise, views of TikTok and Instagram are more positive than negative.** A third of TikTok users say it's mostly good, versus 17% who say it's mostly bad.

Similarly, 26% of Instagram users say it's mostly good, compared with 16% who say it's mostly bad.

**On the other hand, views of Facebook are more negative than positive:** 31% of Facebook users think it's mostly bad, while 24% say it's mostly good. But the largest share (43%) says it has no impact.

### The largest shares of Instagram, TikTok and Facebook users say the platforms have no impact on democracy

*% of each platform's U.S. users who say overall, they think it is \_\_\_ for American democracy*



Note: Those who did not give an answer are not shown.

Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024.  
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## Seeing and sharing politics

X is the only platform where a majority of users cite politics as a reason they use it. But people on TikTok, Facebook and Instagram still come across political content.

### How much political content do people see – and share?

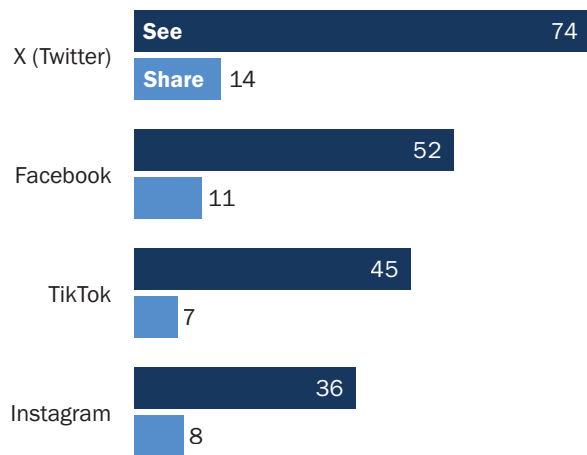
Like with reasons for use, **X leads in how much politics its users see.** Most X users (74%) say at least some of what they see on it is about politics or political issues. Smaller shares of users say the same for Facebook (52%), TikTok (45%) and Instagram (36%).

**People are far more likely to see politics than share about it.** Just 14% of X users say at least some of what they post or share on it is about politics or political issues. About one-in-ten Facebook, TikTok and Instagram users say the same.<sup>1</sup>

**On each platform, Republicans and Democrats are similarly likely to see at least some political content there – and that’s also true for sharing it.** For example, identical shares of Republican and Democratic TikTok users (47% each) see at least some political content there. (Refer to the [Appendix](#) for these shares for all four platforms.)

### Across social media platforms, seeing politics far outweighs sharing about it

% of each platform’s U.S. users who say they \_\_\_ at least some content about politics or political issues there



Note: “At least some” combines “Some,” “Most” and “All or almost all” responses. Those who did not give an answer or gave other responses are not shown.

Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024.

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### Which way does political content on platforms lean?

Accusations of [political bias](#) and [censorship](#) on platforms have been widespread in recent years, both in the news and [among the general public](#). But what do users of these platforms think about the content they see?

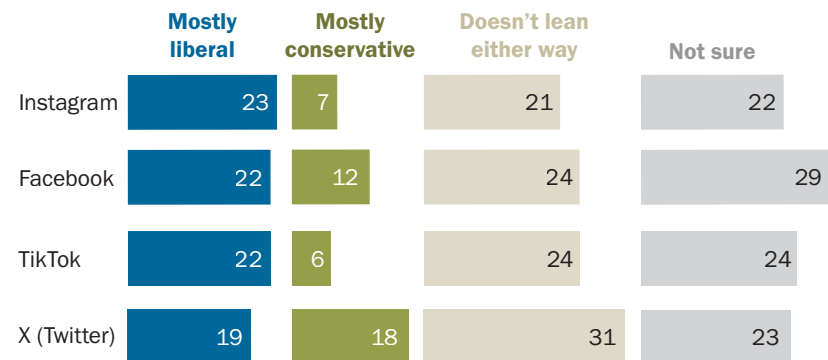
<sup>1</sup> These findings echo patterns from previous Center work – including studies focused specifically on [X \(formerly Twitter\)](#) and [TikTok](#), as well as those about [political and social issues on social media more generally](#).

Across all four platforms we studied, **some users don't see a clear lean to one side** in the content they consume. About four-in-ten or more say that what they see about politics doesn't lean toward a particular ideology or that they are unsure. For example, 53% of Facebook users say what they see doesn't lean either way (24%) or that they are unsure (29%).

**Still, Instagram, Facebook and TikTok users are more likely to say what they see is mostly liberal** than mostly conservative. About a quarter on each platform say what they see is mostly liberal. Smaller shares perceive a conservative lean.

### 31% of X users say what they see about politics doesn't lean liberal or conservative, versus slightly smaller shares on other platforms who say the same

*% of each platform's U.S. users who say overall, what they see about politics or political issues on it leans ...*



Note: The shares of users who do not see any political content (26% of Instagram users, 12% of Facebook users, 22% of TikTok users and 8% of X users) or who did not give an answer are not shown.

Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024. "How Americans Navigate Politics on TikTok, X, Facebook and Instagram"

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**X users are about evenly split** between thinking what they see leans liberal (19%) versus conservative (18%). Another 31% say it doesn't lean either way.

#### *Differences by party*

Party differences depend on which platform we're looking at. For example, Republicans who use Facebook are more likely than Democrats to say the political content they come across there is mostly liberal (29% vs. 16%). Their Democratic counterparts are slightly more likely to say the content is mostly conservative (16% vs. 10%).

On the other hand, on X, Republicans are more likely than Democrats to say what they see doesn't lean either way (37% vs. 26%). But Democratic users are somewhat more likely than Republican users to say what they see there leans liberal (22% vs. 16%).

There are also slight party differences on [Instagram](#) and [TikTok](#) (refer to the back chapters for more).

## Why people do – or don’t – post about politics

To understand more about what motivates people to post (or not), we followed up with two groups of users.

### Why people post about politics

We asked **users who say they post at least a little political content on these platforms** about four reasons why they might do so.

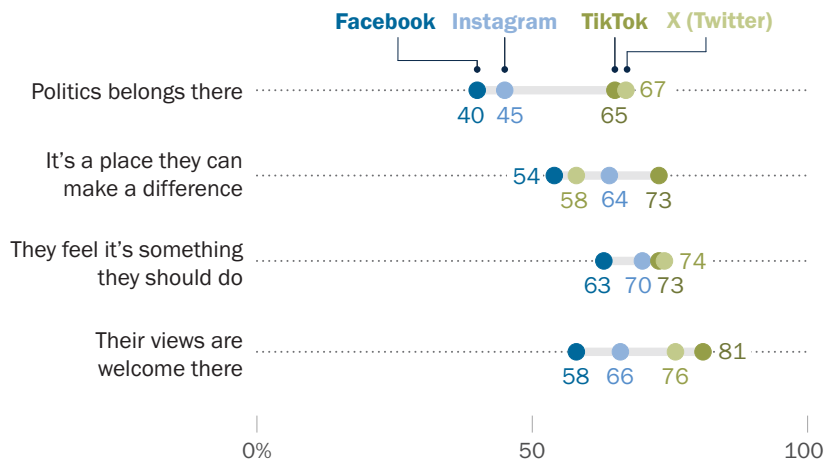
#### Politics belonging there:

About two-thirds of those who share things about politics on TikTok or X say a reason why is that politics belongs there. Far fewer on Instagram (45%) or Facebook (40%) say this.

**Making a difference:** About three-quarters of users who post political content on TikTok (73%) say it’s because this is a place they can make a difference. By comparison, smaller shares post political content on X (58%) or Facebook (54%) for this reason. (The share who say this about Instagram – 64% – is statistically similar to both TikTok and X.)

### TikTok and X stand out as places people post political content because they feel it belongs there

*Among each platform’s U.S. users who **post about politics or political issues there**, % who say a reason they do so is that ...*



Note: “Major reason” and “Minor reason” responses are combined. Each platform is based on users who say they post or share at least a little about politics or political issues there. Those who did not give an answer or gave other responses are not shown.  
Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024.  
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**Feeling obligated:** Roughly three-quarters of those who post about politics on X or TikTok say feeling it’s something they should do is a reason why they do so, along with a similar share of their peers on Instagram (70%). Among Facebook users who share politics there, 63% cite this as a reason.

**A welcoming environment:** Most TikTok and X users who post about politics also say their views feeling welcome there is a reason they do so – higher than the shares on the other platforms.

*Differences by party*

For some platforms, we were also able to explore how these reasons might vary by party.<sup>2</sup> For example, on X, Republican users who post about politics are more likely than their Democratic counterparts to cite their views being welcome there as a *major* reason why they do so (54% vs. 33%).

Conversely, on Facebook, Republicans who post about politics are *less* likely than their Democratic peers to cite a welcoming environment as a *major* reason they post about politics (12% vs. 20%).

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<sup>2</sup> Platforms not mentioned here are not broken out by party due to sample size considerations.

## Why people steer clear of posting about politics

We also asked **users who say they post on the platforms, but never about politics or political issues**, about four reasons why they might avoid doing so.

### Politics not belonging there:

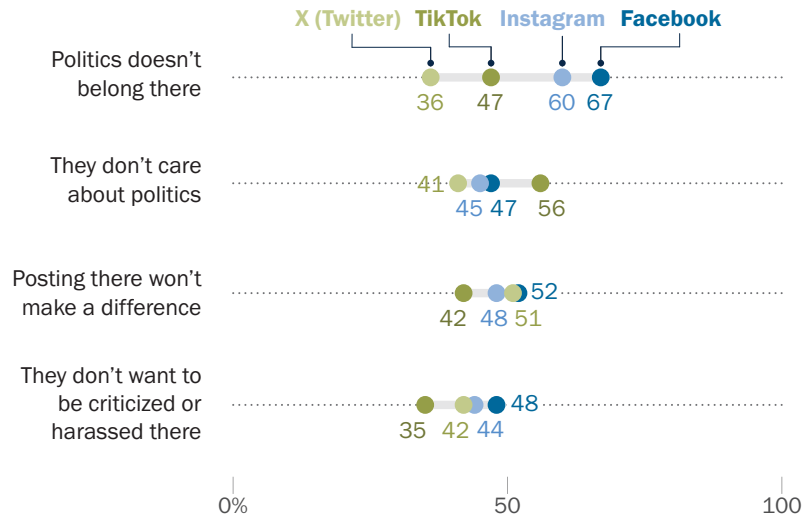
A majority of Facebook (67%) and Instagram (60%) users who keep politics out of their posts say it's because politics *doesn't* belong there. Smaller shares say the same for TikTok (47%) or X (36%).

### The threat of harassment:

Similar shares of Facebook (48%) and Instagram (44%) users who avoid posting politics say it's because they don't want to be criticized or harassed there. A smaller share of their counterparts on TikTok (42%) say the same. (The share who says this about X doesn't statistically differ from the other platforms.)

## Majorities of Facebook and Instagram users who keep politics out of their posts say it doesn't belong there

Among each platform's U.S. users who say **none of what they post there is about politics or political issues**, % who say a reason they don't do so is ...



Note: "Major reason" and "Minor reason" responses are combined. Each platform is based on users who say they post or share there, but that none of it is about politics or political issues. Those who did not give an answer or gave other responses are not shown.

Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024.

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To learn about those who **don't care** or **don't think it'll make a difference**, and for more on how reasons rank *within* a platform, refer to the back chapters on [TikTok](#), [X](#), [Facebook](#) and [Instagram](#).

*Differences by party*

Again, we were able to explore how these reasons differed by party for some platforms.<sup>3</sup> For example, on Facebook, Republicans who avoid posting about politics are slightly more likely than Democrats to say politics not belonging there is a *major* reason they don't post this (49% vs. 42%).

There is a similar pattern for Instagram: 44% of Republicans versus 36% of Democrats say a major reason they avoid this is because politics doesn't belong there.

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<sup>3</sup> Platforms not mentioned here are not broken out by party due to sample size considerations.

## Free speech and harassment

Social media platforms' decisions about what content to allow can be consequential. Elon Musk has declared X [a place for free speech](#), but some say its policies have the opposite effect. Meta has moved to [limit political content on its platforms](#), including Facebook and Instagram. And TikTok has come under fire for alleged censorship, [including by those posting about #BlackLivesMatter](#).

We wanted to hear from each platform's user base: Do platforms feel like places for open political expression?

**Most users think people feel free to express political views on these platforms.** About nine-in-ten X users and a similar share of TikTok users think so. Three-quarters of Instagram users and 71% of Facebook users say the same.

Majorities of users across the political aisle say this, **but Republican users are less likely than Democrats to think people feel free to talk about politics on Facebook, Instagram and TikTok.** For example, they are more skeptical about free expression on Facebook: 35% of Republican Facebook users think people do *not* feel free to express political views there, compared with 20% of Democrats.

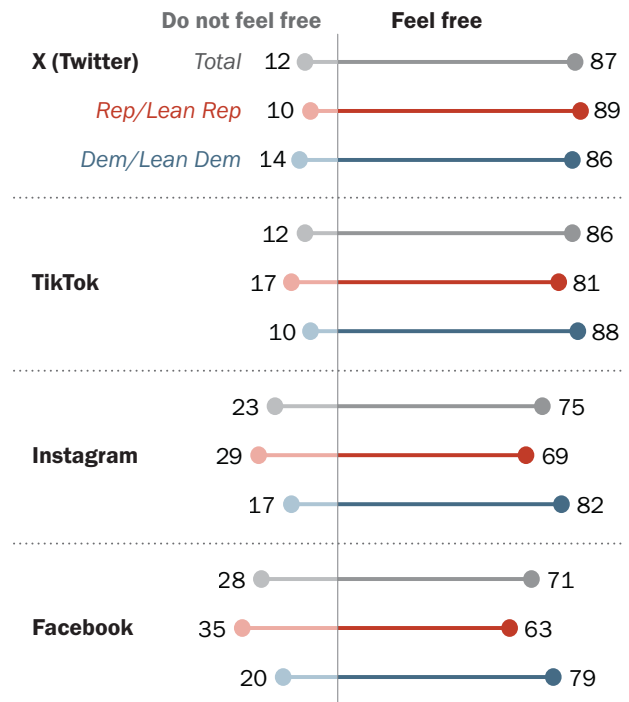
**However, similar shares across parties see X as a place for free expression.** About nine-in-ten Republican users think people there feel free to express political views, and roughly the same share of Democratic users say so.

### Harassment

With open expression can come anger and abuse. Our previous work shows that while online harassment occurs in a wide range of places from gaming to dating apps, it most

### Most users say people feel free to talk politics on social media platforms; GOP Facebook users are more skeptical

% of each platform's U.S. users who say they think people \_\_\_ to openly express their political views on it



Note: Those who did not give an answer are not shown.  
Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024.  
"How Americans Navigate Politics on TikTok, X, Facebook and Instagram"

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often [occurs on social media sites](#). And a [rising share of Americans](#) have been harassed online because of their political beliefs.

**Harassment is widely seen as a problem on each of these sites.** Roughly eight-in-ten Facebook users say this is a problem there, including 31% who say it's a major one.

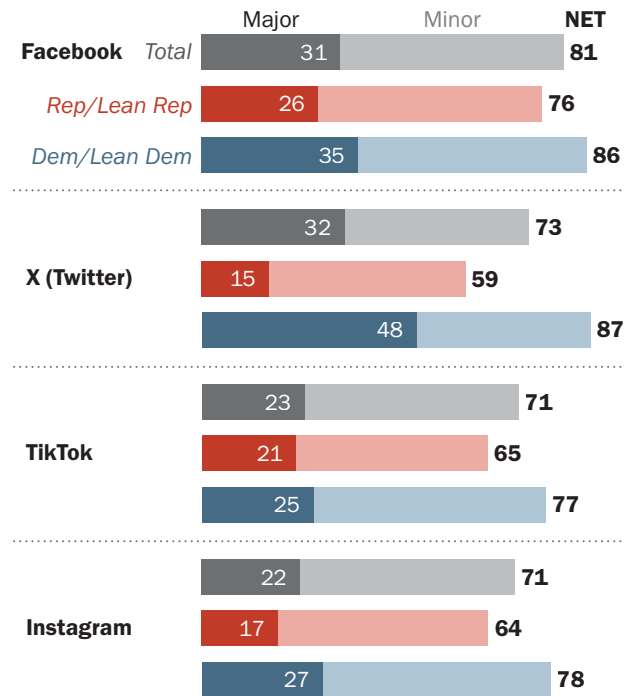
Smaller shares of X, TikTok and Instagram users – though still about seven-in-ten – see harassment as a problem on these sites.

**The extent to which people think harassment is a problem differs by party,** especially on X. Democratic users are about three times as likely as Republican users to say harassment is a *major* problem (48% vs. 15%).

Partisan differences are more modest for other sites. For example, 35% of Democrats who use Facebook see harassment as a major issue on the site, compared with 26% of Republican users.

## Democrats who use X are far more likely than Republicans to say harassment is a major problem on the site

% of each platform's U.S. users who say people getting harassed on it is a \_\_\_ problem



Note: Figures may not add up to the NET value due to rounding. Those who did not give an answer or gave other responses are not shown.

Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024.

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## 1. How TikTok users view, experience the platform

TikTok has [grown in popularity](#) in recent years, attracting users with short-form videos ranging from [viral dances to product reviews to mental health stories](#).

It's also [grown as a place for news](#) – particularly among young people. And politicians and activists alike have used the platform to engage with issues they care about.

To learn more about the political environment on TikTok, we asked U.S. users about their experiences and views. Here are the key findings:

- **Entertainment is the main draw.** Almost all TikTok users (95%) say they go on the platform because it's entertaining. In contrast, only 36% say keeping up with politics is a reason they use it.
- **Some see political content, but few post it.** Among users, 45% see at least some political content on TikTok, but only 7% post at least some themselves.
- **Users have mixed views on TikTok and democracy.** More users say it's mostly good (33%) than mostly bad (17%) for American democracy. Still, 49% say there's no impact. Republican users are slightly more likely than Democratic users to say it's bad (22% vs. 15%). (Throughout this report, both groups include independents who lean toward each party.)
- **Most TikTok users think people feel free to express political views there.** The vast majority (86%) say so. This is the case in both parties, though Democrats are somewhat more likely to hold this view than Republicans (88% vs. 81%).

## Why and how people use TikTok

Our survey explored the “why” and “what” behind how people use the platform.

### Reasons for using TikTok

Almost all adults who use TikTok (95%) say they go on the platform for **entertainment**. This includes 81% of users who say this is a *major* reason they use it.

Smaller, but still sizable, shares say a reason they use TikTok is to **connect with others** who share their interests (65%), to **look at product reviews** or recommendations (62%), or to **keep up with sports or pop culture** (53%).

Fewer than half of users say **keeping up with family and friends, news or politics** are reasons they use TikTok.

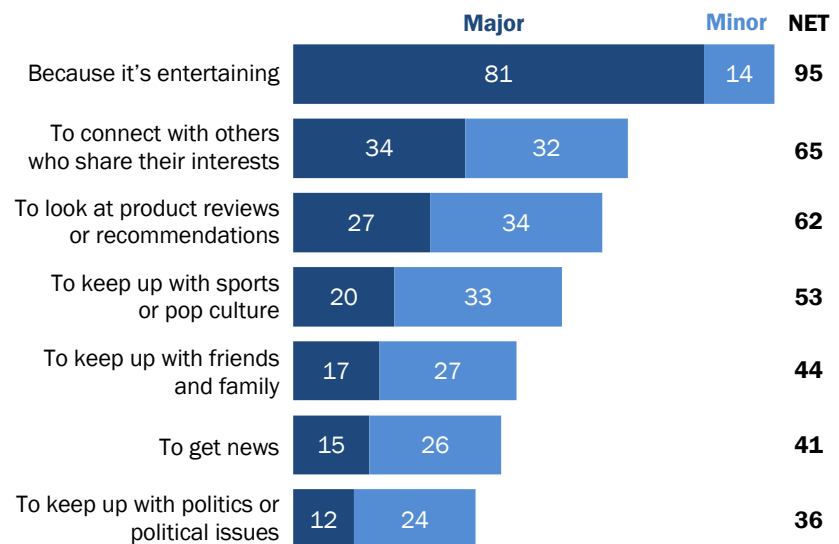
**Related:** [\*News as a reason people use TikTok\*](#)

### By party

For the most part, Republicans and Democrats have similar reasons for using TikTok, but some differences emerge. For example, Democratic users are more likely than Republican users to say keeping up with politics and political issues is a reason they use TikTok (40% vs. 33%).

### 95% of TikTok users say entertainment is a reason for using the platform; only about a third say politics is

*% of U.S. TikTok users who say each of the following is a \_\_\_ reason they use TikTok*



Note: Figures may not add up to the NET values due to rounding. Those who did not give an answer or gave other responses are not shown.

Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024.

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## Seeing politics on TikTok

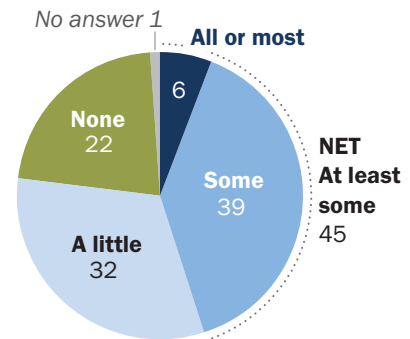
Just under half of TikTok users say that at least some of what they see on the site is about politics or political issues. But a larger share – 54% – say only a little or none of the content they see on TikTok is political.

### By party

Identical shares of Republican and Democratic TikTok users (47% each) say they see at least some political content.

## 45% of TikTok users say at least some of what they see on the site is political

% of U.S. TikTok users who say \_\_\_ of what they see on TikTok is about politics or political issues



Note: Figures may not add up to 100% or the NET value due to rounding.

Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024. "How Americans Navigate Politics on TikTok, X, Facebook and Instagram"

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## Posting about politics on TikTok

TikTok users are far more likely to see political content than to actively post it themselves. Just 7% of users say they post or share at least some content that is political in nature. Another 29% say they post, but that little or none of it is about politics.

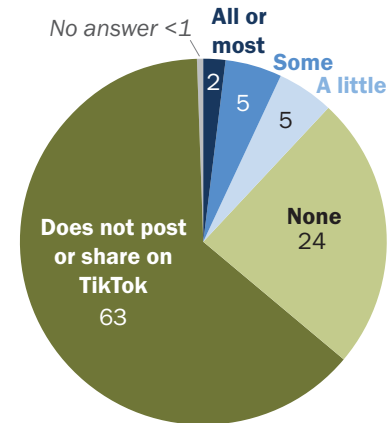
Still, the majority of TikTok users (63%) say they don't post or share anything on the site.

### *By party*

Similar shares of Democratic (7%) and Republican (8%) users report sharing at least some political content.

## Most users do not post political content on TikTok

*% of U.S. TikTok users who say \_\_\_ of what they post or share on TikTok is about politics or political issues*



Note: Figures may not add up to 100% due to rounding.

Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024.

"How Americans Navigate Politics on TikTok, X, Facebook and Instagram"

**PEW-KNIGHT INITIATIVE**

## Why do people post about politics on TikTok?

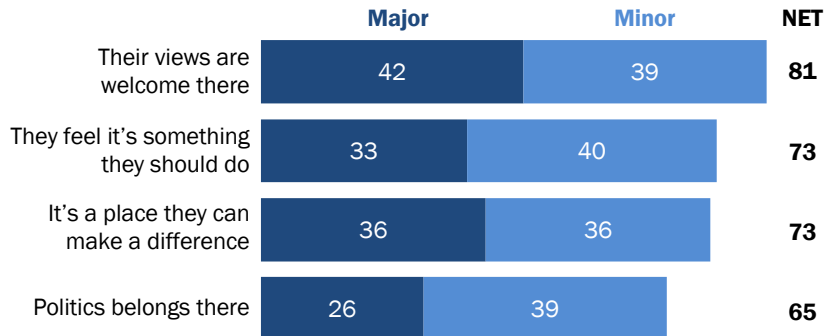
We asked the 12% of TikTok users who share at least a little political content there about four potential reasons for doing so.<sup>4</sup>

Among TikTok users who post about politics:

- 81% say that a motivation for posting political content is that **their views are welcome on TikTok**. This includes 42% who say this is a *major* reason.
- 73% each say TikTok being a place **they can make a difference** or **feeling like it's something they should do** are reasons they post about politics.
- 65% say **politics belonging on TikTok** is a reason.

### 81% of TikTok users who post about politics say it's because their views are welcome there

Among U.S. TikTok users who say they **post about politics or political issues on TikTok**, % who say each of the following is a \_\_\_ reason they do so



Note: Based on the 12% of U.S. TikTok users who say they post at least a little about politics or political issues on TikTok. Figures may not add up to the NET values due to rounding. Those who did not give an answer or gave other responses are not shown.

Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024. "How Americans Navigate Politics on TikTok, X, Facebook and Instagram"

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<sup>4</sup> Findings for why people do or do not post about politics are not broken out by party due to sample size considerations.

## Why don't people post about politics on TikTok?

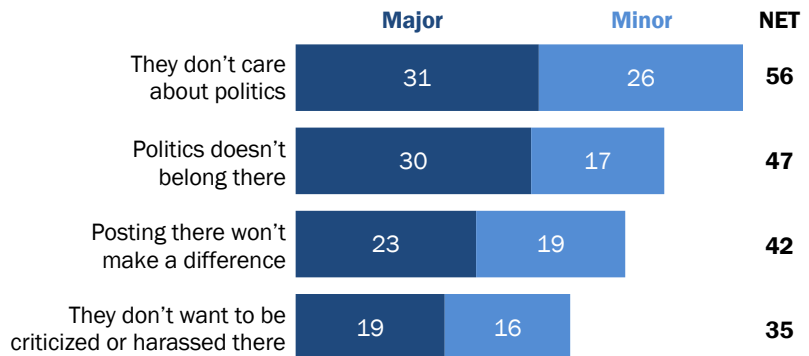
We also wanted to find out why those who *don't* share about politics on the site forego doing so.

Among the 24% of TikTok users who post, but *never* about politics:

- 56% say a reason is that **they don't care about politics.**
- 47% feel **politics doesn't belong on TikTok.**
- 42% say a reason is that posting on TikTok **won't make a difference.**
- 35% say a reason they don't post political content on TikTok is because **they don't want to be criticized or harassed.**

### 56% of TikTok users who don't post about politics say it's because they don't care about it

*Among U.S. TikTok users who say **none of what they post on TikTok is about politics or political issues**, % who say each of the following is a \_\_\_ reason they do not post about politics*



Note: Based on the 24% of U.S. TikTok users who say they post or share on TikTok, but that none of it is about politics or political issues. Figures may not add up to the NET values due to rounding. Those who did not give an answer or gave other responses are not shown.

Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024.

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## How TikTok users see its climate and impact

TikTok has made efforts to [curb harassment on its platform](#). However, what some may see as steps to create a more positive environment, others [might label as censorship](#).

To understand the broader climate on TikTok, we asked users about the platform's political environment, including its effect on democracy.

### TikTok and American democracy

One-third of TikTok users say the platform is mostly good for American democracy. This is roughly double the share of users who say it's mostly bad (17%).

However, the largest share of users (49%) say that TikTok has no impact on American democracy.

#### By party

Democratic users are more likely than Republican users to say the platform is mostly good for democracy (36% vs. 29%). In turn, more Republicans than Democrats say the platform negatively impacts democracy in the country.

There are no differences by party in users who believe TikTok has no impact on this.

### More users think TikTok is mostly good rather than mostly bad for American democracy

*% of U.S. TikTok users who say overall, they think TikTok is \_\_\_ for American democracy*

	Mostly bad	Has no impact	Mostly good
Total	17	49	33
Rep/Lean Rep	22	49	29
Dem/Lean Dem	15	48	36

Note: Those who did not give an answer are not shown.

Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024.

"How Americans Navigate Politics on TikTok, X, Facebook and Instagram"

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## Free expression on TikTok

In recent years, TikTok has been [accused of banning certain types of political content](#). Our survey finds that 86% of TikTok users think people feel free to openly state their political views on the platform.

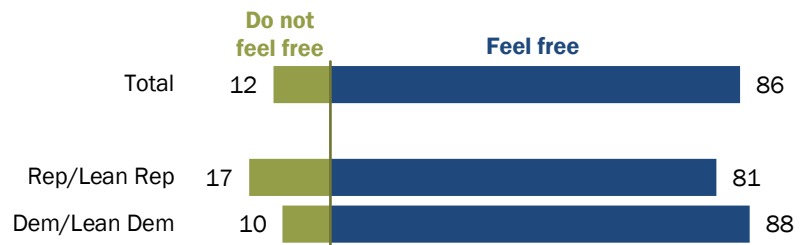
Just 12% say people do *not* feel free to express these kinds of views.

### By party

Large majorities of Republican and Democratic users agree that people can freely express political views on TikTok. But Democrats are slightly more likely than Republicans to say this (88% vs. 81%).

## Most users say people feel free to express their political views on TikTok

*% of U.S. TikTok users who say they think people \_\_\_ to openly express their political views on TikTok*



Note: Those who did not give an answer are not shown.

Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024.

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## Political content users see on TikTok

When it comes to the ideological slant of the political content posted on TikTok, more users say what they see leans liberal (22%) than say it leans conservative (6%).

However, 24% say the content doesn't lean toward either side of the spectrum and an identical share say they're not sure.

### *By party*

Democrats are slightly more likely than Republicans to say the political content they see on TikTok leans liberal (26% vs. 20%). The reverse is also true: 10% of Republicans say what they see about politics leans conservative, while only 5% of Democrats say the same.

But roughly half of each party's users say the content they see doesn't lean either way or that they're not sure.

## **Roughly 1 in 5 users say the TikTok content they see leans liberal; fewer say it leans conservative**

*% of U.S. TikTok users who say overall, what they see about politics or political issues on TikTok leans ...*

	Mostly liberal	Mostly conservative	Doesn't lean either way	Not sure	Does not see politics
Total	22	6	24	24	22
Rep/Lean Rep	20	10	23	24	21
Dem/Lean Dem	26	5	25	22	22

Note: Those who did not give an answer are not shown.

Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024. "How Americans Navigate Politics on TikTok, X, Facebook and Instagram"

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## Harassment on TikTok

People who use TikTok largely believe that harassment is a problem on the platform: 71% of TikTok users say so. This includes 23% who say it's a *major* problem.

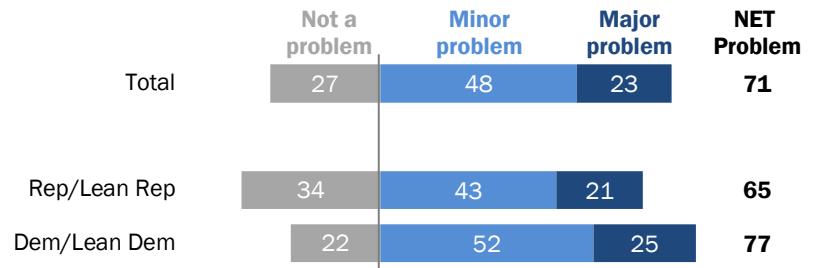
### *By party*

Democratic users are more likely than Republican users to believe that harassment is an issue on TikTok (77% vs. 65%).

By contrast, larger shares of Republican (34%) than Democratic (22%) users believe this is not an issue on the platform.

## Majority of TikTok users say harassment is a problem on the platform

*% of U.S. TikTok users who say people getting harassed on TikTok is (a) ...*



Note: Figures may not add up to the NET values due to rounding. Those who did not give an answer are not shown.

Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024.

"How Americans Navigate Politics on TikTok, X, Facebook and Instagram"

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## 2. How X users view, experience the platform

For Americans who use X – [about a quarter of adults, as of last year](#) – it’s a place people turn to stay entertained, connect with others and keep up with what’s going on.

At the same time, it’s a platform where change has been a constant, including Elon Musk’s [rebranding of it from Twitter to X](#). Throughout the changes, X has been at the center of national debates surrounding [free speech](#), [political discussion](#) and [democracy itself](#).

Our survey took a deep dive into users’ experiences and views of X. Among the key findings:

- **Politics is part of life on X.** About three-quarters of users (74%) see at least some political content on the platform, and a majority (59%) say keeping up with politics or political issues is a reason they use it.
- **Republicans who post about politics there are especially likely to say a major reason they do so is that their views feel welcome.** They’re more likely than Democrats who post about politics on X to say this is the case (54% vs. 33%). (Throughout this report, references to Republicans and Democrats include independents who lean toward each party.)
- **More users say X is mostly good (38%) than bad (27%) for democracy, but there are deep partisan divides on this topic.** The share saying it’s mostly good has risen since our last survey. This reflects growing positivity among Republican users.
- **Despite these divides, there’s bipartisan agreement that people feel free to express their political views on X.** Most Republican (89%) and Democratic (86%) users say this.

## Why and how people use X

Our survey explored the “why” and “what” behind how people use the platform.

### Reasons for using X

We asked X users about seven reasons they might use it. Among the key takeaways:

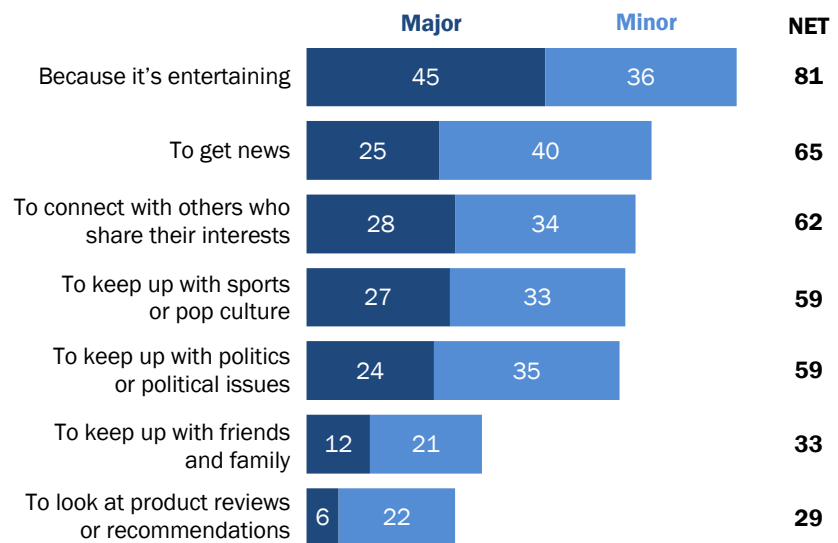
**X is entertaining.** Most users say this is a reason they’re on it, including more than four-in-ten who say this is a major reason.

**Many use it to get news or keep up with politics and political issues.** And about a quarter each say this is a *major* reason.

**Connection and keeping up with sports or pop culture round out the most commonly cited reasons for using X.** Majorities of users cite each as a reason for using X. Those shares each include roughly a quarter who say they’re major reasons for being on the platform.

### Most users are on X because it’s entertaining, but majorities also use it for politics, news

% of U.S. X (formerly Twitter) users who say each of the following is a \_\_\_ reason they use X



Note: Figures may not add up to the NET values due to rounding. Those who did not give an answer or gave other responses are not shown.

Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024.

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**Related:** [News as a reason people use X](#)

### By party

Republican X users are more likely than their Democratic peers to say a major reason they use X is to keep up with politics (29% vs. 20%) or to get news (29% vs. 21%).

## Seeing politics on X

Seeing politics on X is commonplace. The vast majority of X users (74%) come across at least some political content as they browse the site. This includes 29% who say all or most of what they see is about politics or political issues, and 45% who say that's some of what they see.

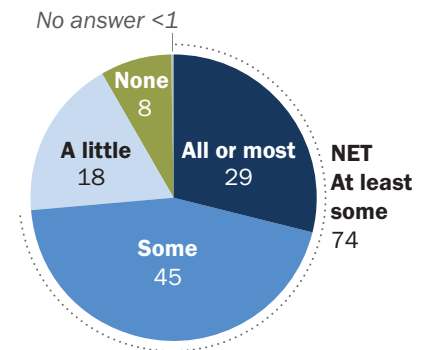
But not everyone sees politics: 18% see only a little of this type of content, and 8% see none at all.

### *By party*

Republican users (75%) are just as likely as Democratic users (73%) to see at least some politics on X.

## The vast majority of X users see at least some political content on it

*% of U.S. X (formerly Twitter) users who say \_\_\_ of what they see on X is about politics or political issues*



Note: Figures may not add up to 100% or the NET value due to rounding.

Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024.

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## Posting about politics on X

Even though the majority of X users see political content there, fewer post or share it themselves.

Just 14% of X users say they share at least some things about politics or political issues there.

About one-in-five say they post, but that little (9%) or none (11%) of it is about politics. By far the largest share – 65% – don’t post on the platform at all.

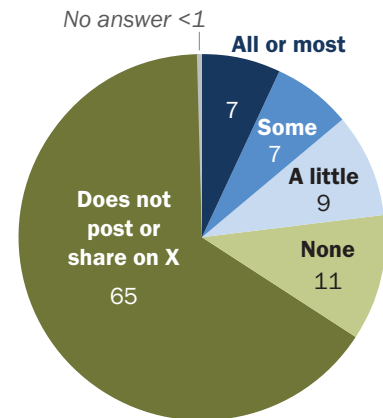
### *By party*

Republicans are somewhat more likely than Democrats to say they post all, or mostly, political content (9% vs. 5%).

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## 14% of X users say they post at least some political content there

*% of U.S. X (formerly Twitter) users who say \_\_\_ of what they post or share on X is about politics or political issues*



Note: Figures may not add up to 100% due to rounding.

Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024.  
“How Americans Navigate Politics on TikTok, X, Facebook and Instagram”

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## Why do people post about politics on X?

In total, 24% of X users say they post at least a little about politics there. We followed up by asking them about four specific reasons why they might do so.

Among X users who post about politics:

- Many say their **views being welcome on X** (76%) and **feeling it's something they should do** (74%) are reasons they post about political topics.
- 67% say it's because **politics belongs there.**
- 58% say a major or minor reason they post about politics is that it's **a place they can make a difference.**

### Most X users who post about politics say it's because their views are welcome there – but also because they feel obligated to do so

Among U.S. X (formerly Twitter) users who say they **post about politics or political issues on X**, % who say each of the following is a \_\_\_ reason they do so

	Major	Minor	NET
Their views are welcome there	44	32	76
They feel it's something they should do	30	44	74
Politics belongs there	32	35	67
It's a place they can make a difference	19	39	58

Note: Based on the 24% of U.S. X users who say they post at least a little about politics or political issues on X. Figures may not add up to the NET values due to rounding. Those who did not give an answer or gave other responses are not shown.

Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024.

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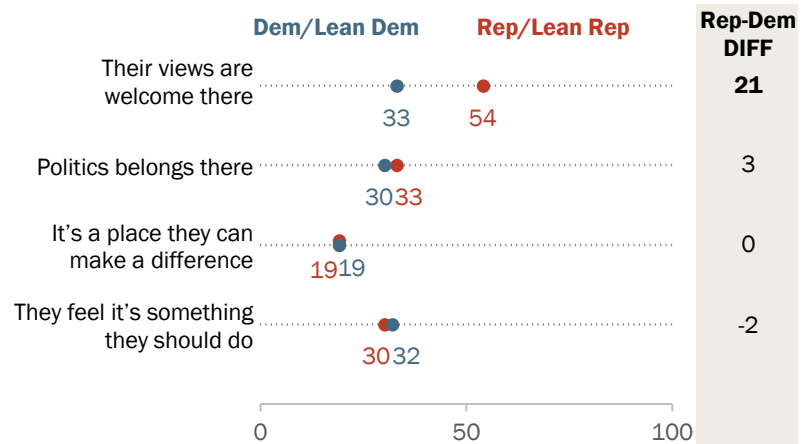
### By party

Republicans and Democrats cite similar *major* reasons why they post about politics on X, with one exception: it being a welcoming environment. Some 54% of Republican X users who post about politics say this is a major reason, versus 33% of their Democratic counterparts.

Democrats, on the other hand, are more likely than Republicans to cite this as a *minor* reason (38% vs. 26%).

### Republicans who post about politics on X are more likely than Democrats to say that a major reason they do so is that their views are welcome there

Among U.S. X (formerly Twitter) users who say they **post about politics or political issues on X**, % who say each of the following is a **major reason** they do so



Note: Based on the 24% of U.S. X users who say they post at least a little about politics or political issues on X. Statistically significant differences in DIFF column shown in **bold**. The difference values shown are based on subtracting the rounded values in the chart. Those who did not give an answer or gave other responses are not shown.

Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024.  
"How Americans Navigate Politics on TikTok, X, Facebook and Instagram"

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## Why don't people post about politics on X?

Next, we asked the 11% of X users who say they post, but not about politics, about four potential reasons why they might not do this.<sup>5</sup>

They're more likely to say it's because it won't make a difference than to say politics doesn't belong there.

Among X users who post, but *never* about politics:

- 51% say it's because **posting there won't make a difference**, including 29% who say that's a major reason they don't post about politics.

- Similarly, roughly four-in-ten each say a reason is **avoiding criticism or harassment** (42%) or **not caring about politics** (41%).
- About a third (36%) of those who don't post about politics cite **politics not belonging there** as a reason.

### 51% of those who don't post about politics on X say it's because they don't think it will make a difference

Among U.S. X (formerly Twitter) users who say *none of what they post on X is about politics or political issues*, % who say each of the following is a \_\_\_ reason they do not post about politics

	Major	Minor	NET
Posting there won't make a difference	29	22	51
They don't want to be criticized or harassed there	23	19	42
They don't care about politics	26	15	41
Politics doesn't belong there	17	19	36

Note: Based on the 11% of U.S. X users who say they post or share on X, but that none of it is about politics or political issues. Figures may not add up to the NET values due to rounding. Those who did not give an answer or gave other responses are not shown. Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024. "How Americans Navigate Politics on TikTok, X, Facebook and Instagram"

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<sup>5</sup> Findings for why people do not post about politics are not broken out by party due to sample size considerations.

## How X users see its climate and impact

Politics plays a prominent role in X users' day-to-day experiences – as well as in the platform's policies and decisions. It's been in the spotlight for everything from [reinstating banned users](#) to [advocating for free speech on the platform](#).

In this light, we wanted to understand how X users themselves feel about the platform's impact and environment – both the good and the bad.

### X and American democracy

Overall, more X users say the platform is mostly good for democracy (38%) than say it is mostly bad (27%); 34% say it has no impact.

The share saying it's good has ticked up since 2023 and is now roughly on par with when we first asked about this in 2021 – [before Musk bought the platform](#).

#### By party

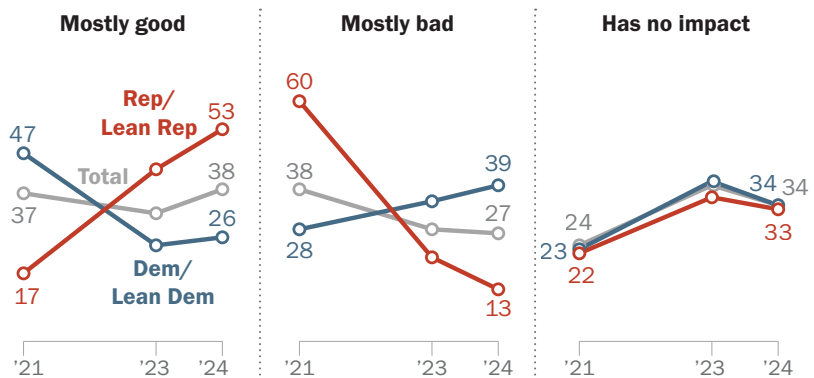
Views of X and democracy are deeply partisan. Republicans are about twice as likely as Democrats to say it's good for democracy (53% vs. 26%).

Democrats are three times as likely as Republicans to say it's *bad* (39% vs. 13%).

These partisan divides have shifted dramatically over the past several years. Today, 53% of Republican users say X is mostly good for American democracy, compared with 43% who said so a year ago and just 17% in 2021.

### Growing share of Republican X users see it as mostly good for democracy

% of U.S. X (formerly Twitter) users who say overall, they think the platform is \_\_\_ for American democracy



Note: Question wording in 2021 and 2023 (fielded before the platform's name change) referenced "Twitter," while the question in 2024 referenced "X (formerly Twitter)." Those who did not give an answer are not shown.

Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024. "How Americans Navigate Politics on TikTok, X, Facebook and Instagram"

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At the same time, Democratic users have become more likely to deem the site bad for democracy since the question was first asked in 2021. That share has risen from 28% to 39% today.

### Free expression on X

X has been in the national – and even global – spotlight recently over [Musk's pledges related to users' speech](#). But do users view it as a place where politics can freely be shared?

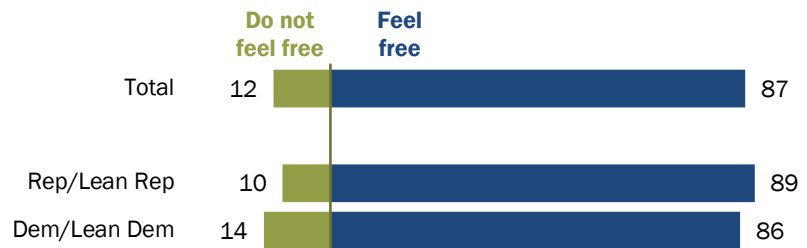
Most X users (87%) say so – they think people feel free to openly express their political views on the platform. Only 12% think people *don't* feel free to do so on X.

#### By party

Similar shares of Republican (89%) and Democratic (86%) users say people generally feel free to express their political views.

### Across parties, X users widely view it as a place where people feel free to express their political views

*% of U.S. X (formerly Twitter) users who say they think people \_\_\_ to openly express their political views on X*



Note: Those who did not give an answer are not shown.

Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024.

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## Political content users see on X

Asked how the political content they see on X leans, users hold mixed views. About one-in-five each say it leans mostly liberal (19%) or mostly conservative (18%).

The largest share says it doesn't lean either way (31%). About a quarter (23%) are not sure, and 8% don't see anything about politics or political issues.

### By party

There are minor differences in views by party. Democratic users are somewhat more likely than their GOP peers to say what they see leans liberal (22% vs. 16%). Republican users, on the other hand, are more likely to say it doesn't lean either way (37% vs. 26%).

## X users are about equally likely to say the political content they see leans liberal versus conservative

% of U.S. X (formerly Twitter) users who say overall, what they see about politics or political issues on X leans ...

	Mostly liberal	Mostly conservative	Doesn't lean either way	Not sure	Does not see politics
Total	19	18	31	23	8
Rep/Lean Rep	16	17	37	21	8
Dem/Lean Dem	22	20	26	23	7

Note: Those who did not give an answer are not shown.

Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024.

"How Americans Navigate Politics on TikTok, X, Facebook and Instagram"

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## Harassment on X

About three-quarters of users (73%) say people getting harassed is a problem on X, including 32% who say it's a *major* problem.

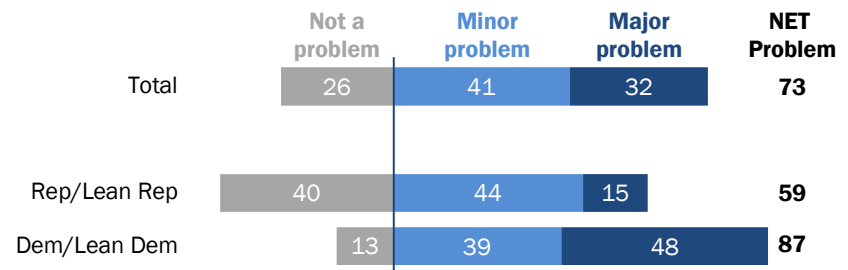
### By party

There are sizable partisan gaps in views of this issue's extent. Democratic users are far more likely than Republican users to say harassment is a major problem on X (48% vs. 15%).

By contrast, 40% of Republicans who use the site say harassment is *not* a problem on X, compared with 13% of their Democratic counterparts.

## Many X users – especially Democrats – see harassment as a problem on the platform

*% of U.S. X (formerly Twitter) users who say people getting harassed on X is (a) ...*



Note: Figures may not add up to the NET values due to rounding. Those who did not give an answer are not shown.

Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024.

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### 3. How Facebook users view, experience the platform

It's been [two decades since Facebook first launched](#) in 2004. Since then, the company has grown into a social media giant with billions of users worldwide. Facebook remains one of the most [widely used social media sites](#) among adults in the United States.

But it's also had its controversies, including those related to politics. Facebook was widely criticized for [how it handled misinformation](#) leading up to the 2016 U.S. presidential election. And some researchers believe its [algorithm amplifies partisan divides](#).

This chapter explores Facebook's connection with politics, including its prevalence on the site and users' views of its impact on the political environment. Here are some of the key findings:

- **Relationships – not politics – drive people to use Facebook.** Most Facebook users (93%) say keeping up with friends and family is a reason why they use Facebook; just 26% say the same for politics or political issues.
- **Relatively few people post about politics or political issues on the site.** Just 11% of Facebook users say they post at least some political content there. By comparison, people are much more likely to see political content on it: 52% of users say at least some of what they see is about this.
- **Facebook users have mixed views about its impact on democracy.** The largest share (43%) says it has no impact on American democracy, but slightly more say it's mostly bad (31%) than mostly good (24%) for democracy.
- **Republicans on the site are more skeptical that free expression is the norm.** While 71% of users think you can freely express your political views on Facebook, Republicans are more likely than Democrats to say this is *not* the case (35% vs. 20%). (Throughout this report, both groups include independents who lean toward each party.)

## Why and how people use Facebook

Our survey explored the “why” and “what” behind how people use the platform.

### Reasons for using Facebook

Facebook users are far more likely to cite relationships and entertainment as key reasons for using the site than news or politics.

Fully 93% of Facebook users say **keeping up with friends and family** is a reason why they use the site, including 75% who say this is a major factor.

Roughly three-quarters each say a reason they use Facebook is **because it’s entertaining** or that they do so **to connect with others** who share their interests.

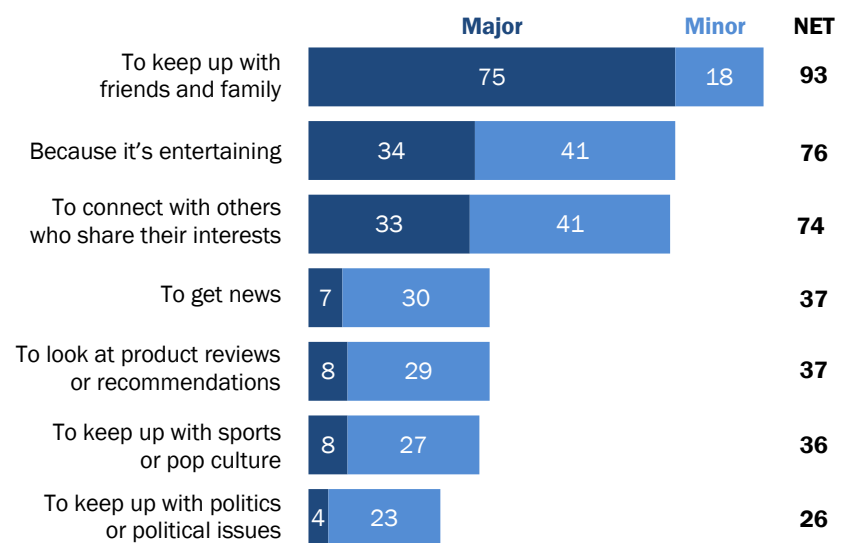
Much smaller shares cite **getting news** (37%), **product reviews or recommendations** (37%), or **keeping up with sports or pop culture** (36%) as reasons for using Facebook.

Even fewer – about one quarter – say **keeping up with politics or political issues** motivates them to use the site.

**Related:** [News as a reason people use Facebook](#)

### About 9 in 10 Facebook users say keeping up with friends, family is a reason they use the platform; far fewer cite news or politics

% of U.S. Facebook users who say each of the following is a \_\_\_ reason they use Facebook



Note: Figures may not add up to the NET values due to rounding. Those who did not give an answer or who gave other options are not shown.

Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024.

“How Americans Navigate Politics on TikTok, X, Facebook and Instagram”

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*By party*

The reasons people cite for using Facebook vary little by political party. For example, nearly identical shares of Republican (27%) and Democratic (28%) users cite keeping up with politics and political issues as a reason they use the site.

## Seeing politics on Facebook

Several years ago, Facebook announced it would reduce the number of political posts users see in their feed. Still, about half of Facebook users (52%) say at least some of what they see on the platform is about politics or political issues.

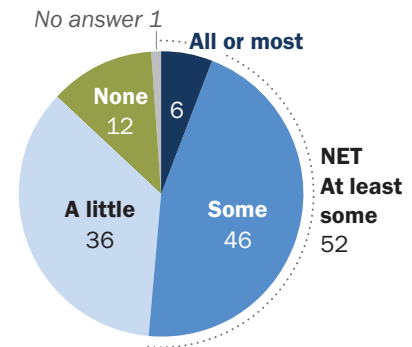
A slightly smaller share – 47% – say little to none of the content they see on Facebook is related to this.

### By party

Similar shares of Republicans and Democrats who use Facebook encounter politics on the site. For example, 54% of Republican users say that at least some of what they see on Facebook is about politics or political issues, nearly identical to the 53% of Democrats who say the same.

## Roughly half of Facebook users see at least some politics there

% of U.S. Facebook users who say \_\_\_ of what they see on Facebook is about politics or political issues



Note: Figures may not add up to 100% or the NET value due to rounding.

Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024. "How Americans Navigate Politics on TikTok, X, Facebook and Instagram"

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## Posting about politics on Facebook

While seeing political posts is relatively common on Facebook, *posting* it is not. Just 11% of Facebook users say they post or share at least some things about politics or political issues.

By contrast, about six-in-ten Facebook users say they post, but that little (15%) or none (43%) of it is about politics.

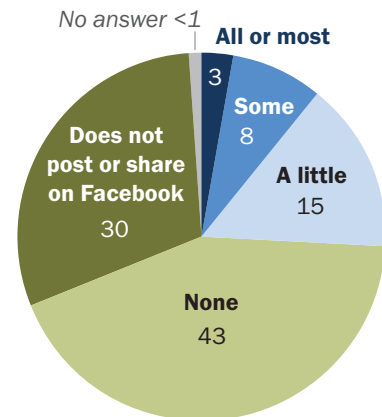
Three-in-ten don't post or share anything on the site.

### *By party*

Again, partisanship is not a big factor. Identical shares of Republicans and Democrats who use Facebook (12% each) report that they share at least some political content.

## Few Facebook users post or share at least some political content

*% of U.S. Facebook users who say \_\_\_ of what they post or share on Facebook is about politics or political issues*



Note: Figures may not add up to 100% due to rounding.

Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024. "How Americans Navigate Politics on TikTok, X, Facebook and Instagram"

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## Why do people post about politics on Facebook?

For the 26% of Facebook users who post at least a little about politics, we wanted to understand what motivates them to do so. We asked this group about four specific reasons they might share politics-related content on Facebook.

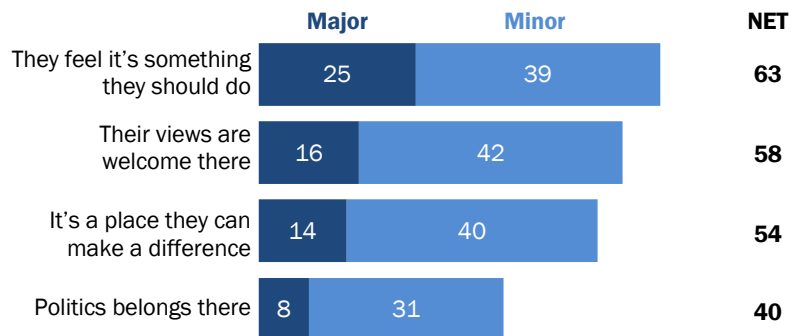
They are more likely to cite the platform as a welcoming environment for their views than as a place where politics belongs.

Among Facebook users who post about politics:

- 63% say a reason they post about this is because **they feel like it's something they should do**, including 25% who say this is a *major* factor.
- More than half (58%) cite **their views being welcome there** as a factor. And 54% say it's because **they can make a difference there**.
- A smaller share – 40% – say they're motivated to do this because **politics belongs on the site**.

### More Facebook users say they post about politics because they feel they should than say they do so because politics belongs there

Among U.S. Facebook users who say they **post about politics or political issues on Facebook**, % who say each of the following is a \_\_\_ reason they do so



Note: Based on the 26% of U.S. Facebook users who say they post at least a little about politics or political issues on Facebook. Figures may not add up to the NET values due to rounding. Those who did not give an answer or gave other responses are not shown.  
Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024.  
"How Americans Navigate Politics on TikTok, X, Facebook and Instagram"

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*By party*

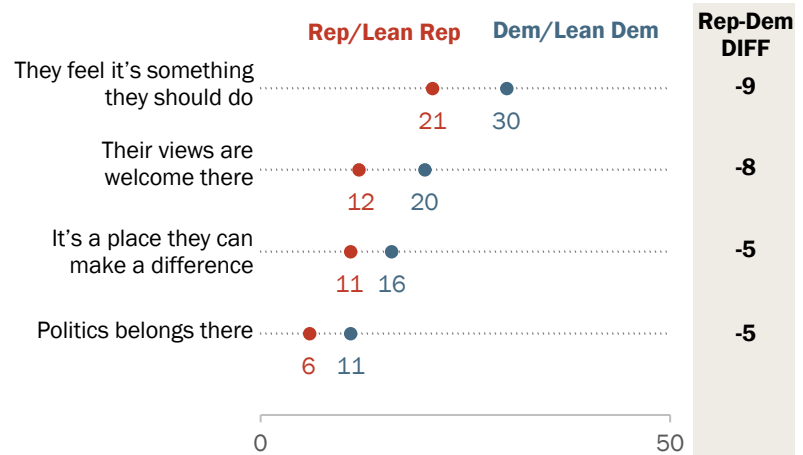
There are partisan differences in what motivates users to post about politics on Facebook.

Democrats are more likely than Republicans to say a major reason why they do so is because they feel it's something they should do (30% vs. 21%).

And larger shares of Democrats than Republicans cite their views being welcome on Facebook, the site being a place where they can make a difference, and it being a place for politics as reasons for posting about these issues.

## Democrats on Facebook are more likely than Republicans to say a major reason for posting about politics is because their views are welcome there

Among U.S. Facebook users who say they **post about politics or political issues on Facebook**, % who say each of the following is a **major reason** they do so



Note: Based on the 26% of U.S. Facebook users who say they post at least a little about politics or political issues on Facebook. All differences shown in DIFF column are statistically significant. The difference values shown are based on subtracting the rounded values in the chart. Those who did not give an answer or gave other responses are not shown.

Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024. "How Americans Navigate Politics on TikTok, X, Facebook and Instagram"

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## Why don't people post about politics on Facebook?

There are many reasons why someone may opt out of posting about politics on Facebook, but we focused on four distinct factors for this survey.

We found that a majority of these users say they don't share political content on Facebook because they don't think politics belongs there.

Among the 43% of Facebook users who post on the site, but *never* about politics:

- 67% say a reason for not posting is because **politics doesn't belong on Facebook**, with 45% saying this is a *major* reason.
- About half say they opt not to post about politics because it **won't make a difference** (52%), they **don't want to be criticized or harassed** (48%) or they **don't care about politics** (47%).

### Two-thirds of Facebook users who don't post about politics say it's because it's not the place for that

Among U.S. Facebook users who say *none of what they post on Facebook is about politics or political issues*, % who say each of the following is a \_\_\_ reason they do not post about politics

	Major	Minor	NET
Politics doesn't belong there	45	21	67
Posting there won't make a difference	31	21	52
They don't want to be criticized or harassed there	29	19	48
They don't care about politics	26	21	47

Note: Based on the 43% of U.S. Facebook users who say they post or share on Facebook, but that none of it is about politics or political issues. Figures may not add up to the NET values due to rounding. Those who did not give an answer or gave other responses are not shown.

Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024. "How Americans Navigate Politics on TikTok, X, Facebook and Instagram"

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### By party

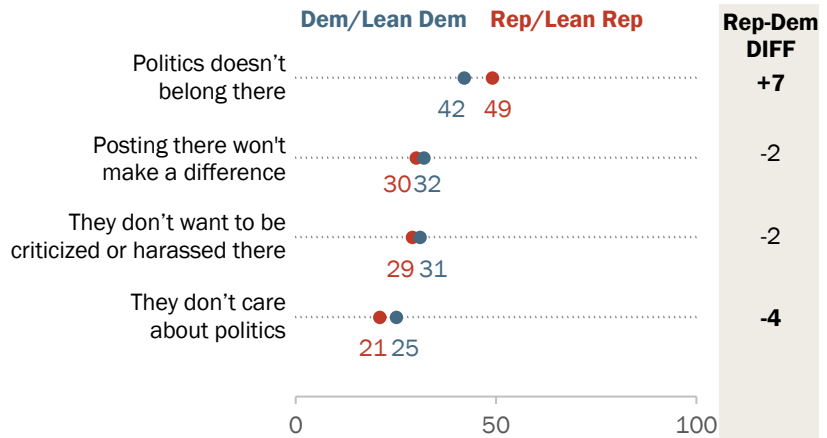
The primary reasons people don't share about politics on Facebook vary little by party, but Republican users are more likely than Democrats to say that politics not belonging on Facebook is a major reason why they don't post about this (49% vs. 42%).

Democrats are slightly more likely than Republicans to say a major reason they don't post about these issues is because they don't care about politics (25% vs. 21%).

Similar shares in both parties say they don't post about politics on Facebook because they believe it won't make a difference, or that they don't want to face criticism or harassment.

## Politics not belonging on Facebook is a key reason some users across parties – especially Republicans – don't post about it

Among U.S. Facebook users who say *none of what they post on Facebook is about politics or political issues*, % who say each of the following is a **major reason** they do not post about politics



Note: Based on the 43% of U.S. Facebook users who say they post or share on Facebook, but that none of it is about politics or political issues. Statistically significant differences in DIFF column shown in **bold**. The difference values shown are based on subtracting the rounded values in the chart. Those who did not give an answer or gave other responses are not shown.

Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024. "How Americans Navigate Politics on TikTok, X, Facebook and Instagram"

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## How Facebook users see its climate and impact

Politics may not be the primary reason most people use Facebook, but its size and reach have made it a focal point for debates on social media's impact on elections and partisan divides.

With that in mind, we wanted to explore its role in today's political climate, including Americans' views on its impact on democracy and freedom of expression.

### Facebook and American democracy

Americans have mixed views about Facebook's impact on democracy. While more Facebook users say the site is mostly bad (31%) than mostly good (24%) for American democracy, the largest share – 43% – believe it has no impact.

#### By party

Republicans and Democrats who use Facebook hold largely similar views about Facebook's impact on democracy.

### Across parties, Facebook users hold largely similar views about its impact on American democracy

*% of U.S. Facebook users who say overall, they think Facebook is \_\_\_ for American democracy*

	Mostly bad	Has no impact	Mostly good
Total	31	43	24
Rep/Lean Rep	33	42	23
Dem/Lean Dem	30	42	26

Note: Those who did not give an answer are not shown.

Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024. "How Americans Navigate Politics on TikTok, X, Facebook and Instagram"

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A third of Republican Facebook users think the site is mostly bad for American democracy, and a similar share of Democrats (30%) say so. Another 26% of Democratic users think it's good for democracy, and 23% of Republicans say the same.

Identical shares across parties (42% each) think Facebook has no impact on democracy in this country.



## Free expression on Facebook

Facebook has faced criticism for what [some see as stifling free speech](#), but we find that most users believe people can freely express their political opinion on the site.

Roughly seven-in-ten Facebook users (71%) believe people feel free to openly express their political views on Facebook, while 28% think people don't feel free to do this.

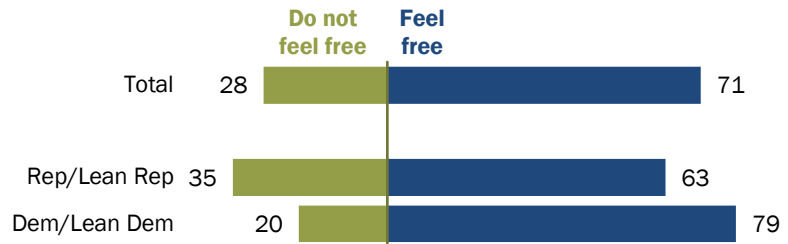
### By party

Majorities across parties think people feel free to share about politics on Facebook, but more Democrats (79%) than Republicans (63%) hold this view.

Republican users are, in turn, more likely than Democrats to say people *don't* feel free to express their political thoughts on Facebook (35% vs. 20%).

## Most users think people feel free to express political views on Facebook, but fewer Republicans say so

*% of U.S. Facebook users who say they think people \_\_\_ to openly express their political views on Facebook*



Note: Those who did not give an answer are not shown.

Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024.  
 "How Americans Navigate Politics on TikTok, X, Facebook and Instagram"

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## Political content users see on Facebook

There's no strong consensus about whether the political content people see on Facebook leans to the right or the left. But Facebook users are more likely to say they see liberal-leaning posts.

Overall, 22% of Facebook users say they see posts about politics or political issues on the site that are mostly liberal, while 12% say these are mostly conservative.

About half say the political posts they see on Facebook don't lean liberal or conservative (24%) or that they're unsure (29%).

### By party

Republicans who use Facebook are more likely than their Democratic counterparts to say the political content they come across on the site is mostly liberal (29% vs. 16%).

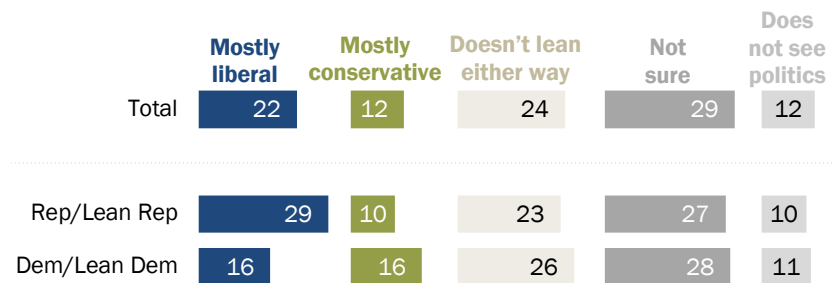
By comparison, Democratic users are more likely than Republican users to say what they see about politics leans mostly conservative (16% vs. 10%).

Still, about three-in-ten users across parties are not sure how the content they see leans.

Another 26% of Democrats say it doesn't lean either way, and 23% of their Republican peers say the same.

## Republican Facebook users are far more likely to say the political content they see on the site leans liberal rather than conservative

% of U.S. Facebook users who say what they see about politics or political issues on Facebook leans ...



Note: Those who did not give an answer are not shown.

Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024.  
 "How Americans Navigate Politics on TikTok, X, Facebook and Instagram"

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## Harassment on Facebook

While online harassment can occur in many environments, [our past research](#) shows it's more common on social media than on other online spaces.

Our current survey finds that users widely believe Facebook has a harassment problem. Roughly eight-in-ten say people getting harassed on the site is a major (31%) or minor (50%) problem.

### *By party*

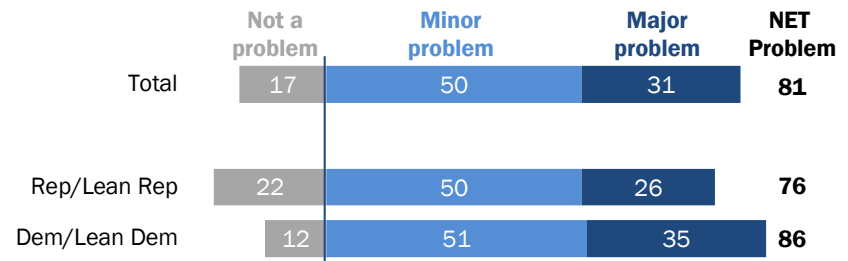
Most Democrats and Republicans who use Facebook think people getting harassed on the platform is a problem.

But Democrats are more likely to consider it to be a problem, including 35% who say it's a *major* one. By comparison, 26% of Republican users say harassment is a major problem on Facebook.

Republican users are instead more likely than Democrats to say harassment is *not* a problem on Facebook (22% vs. 12%).

## Most Facebook users say harassment on the site is a problem; Democrats more likely to say it's a major one

% of U.S. Facebook users who say people getting harassed on Facebook is (a) ...



Note: Figures may not add up to the NET values due to rounding. Those who did not give an answer are not shown.

Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024. "How Americans Navigate Politics on TikTok, X, Facebook and Instagram"

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## 4. How Instagram users view, experience the platform

Instagram has grown from a place where friends and family share photos to [a destination for brands](#), memes and entertainment. It's also [a growing news source](#) – especially for younger Americans. And it's become a [way for elected officials](#) and [activists to engage with the public](#).

But its connection with politics is evolving. Earlier this year, the company announced it would [limit the political content it suggests to its users](#).

This chapter explores if and how Americans engage with political content on Instagram and what users think of its impact on politics. Here are some of the key findings:

- **Instagram is primarily a platform for entertainment and connecting – not politics.** Just 26% of Instagram users say a reason they use the site is to keep up with politics and political issues. By comparison, about eight-in-ten users or more say they use the site because it's entertaining (86%) or because they want to keep up with friends and family (83%).
- **Politics is not particularly prevalent on the site.** About a third of users (36%) say at least some of what they see there is about politics or political issues. Another 38% see only a little and 26% see none at all.
- **Just over half of Instagram users (56%) think it has no impact on American democracy.** Still, more believe it is mostly good (26%) than mostly bad (16%) for democracy.
- **When it comes to the political content encountered on Instagram, users are more likely to see liberal-leaning posts.** About one-quarter of users report seeing mostly liberal political content, while only 7% report seeing mostly conservative content. Still, about four-in-ten do not perceive any ideological lean in the political content they encounter on Instagram (21%) or are unsure what they think (22%).

## Why and how people use Instagram

Our survey explored the “why” and “what” behind how people use the platform.

### Reasons for using Instagram

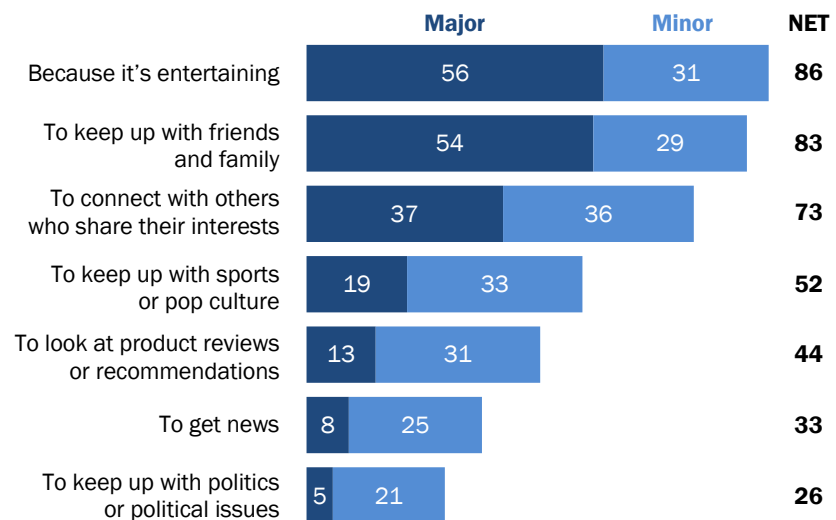
From connection to having fun, there’s a wide range of reasons people might use Instagram. We asked about seven reasons in the survey.

**Most Instagram users are there because it’s entertaining.** Nearly nine-in-ten say that’s a reason they use it, including 56% who say it’s a *major* reason.

**Connection is key.** Most users also say keeping up with friends and family is a major (54%) or minor (29%) reason they use Instagram. And about three-quarters say a reason they’re on it is to connect with people who share their interests.

### Entertainment, keeping up with friends and family are main reasons people use Instagram; relatively few say they use it for politics or news

*% of U.S. Instagram users who say each of the following is a \_\_\_ reason they use Instagram*



Note: Figures may not add up to the NET values due to rounding. Those who did not give an answer or gave other responses are not shown.

Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024. “How Americans Navigate Politics on TikTok, X, Facebook and Instagram”

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**Relatively few say a reason they’re on it is to stay up to date with politics.** About a quarter of Instagram users say keeping up with politics or political issues is a reason for using it.

**Among the other reasons people use Instagram:** Keeping up with sports or pop culture (52%), looking at product reviews and recommendations (44%) and getting news (33%).

**Related:** [News as a reason people use Instagram](#)

*By party*

Some of these reasons differ across political parties. For example, Democratic users are slightly more likely than Republican users to say keeping up with politics is a reason they use Instagram (29% vs. 24%). (Throughout this report, both groups include independents who lean toward each party.)

**Seeing politics on Instagram**

About a third of Instagram users say at least some of what they see there is about politics or political issues – including a mere 3% who say it’s all or most of what they see.

Another 38% say they see a little political content on the platform, and 26% say they see none at all.

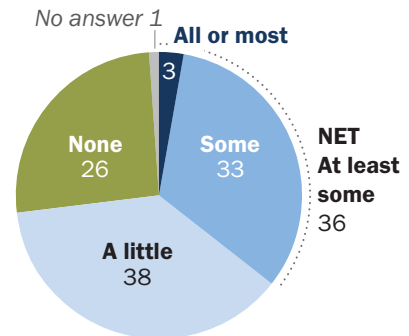
*By party*

Similar shares of Republican (37%) and Democratic (35%) users say at least some of what they see on the platform is about politics.

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**36% of Instagram users see at least some political content on it**

*% of U.S. Instagram users who say \_\_\_ of what they see on Instagram is about politics or political issues*



Note: Figures may not add up to 100% or the NET value due to rounding.

Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024. "How Americans Navigate Politics on TikTok, X, Facebook and Instagram"

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## Posting about politics on Instagram

Posting political content on Instagram is even less common for users than seeing it.

Just 8% of Instagram users say they post or share at least some content about politics or political issues there.

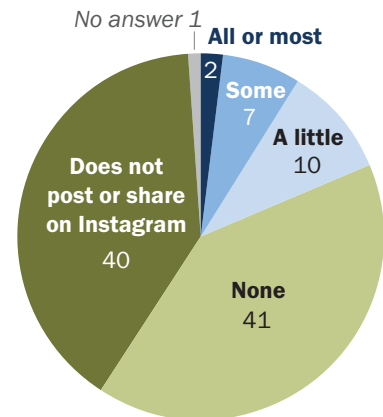
Another 10% say they post a little political content there. But most Instagram users either say they don't share anything about politics (41%) or don't post on the platform at all (40%).

### *By party*

Partisanship doesn't play much of a role in who shares at least some political content: 7% of Republican users and 9% of Democratic users say they do this.

## Few Instagram users post political content

*% of U.S. Instagram users who say \_\_\_ of what they post or share on Instagram is about politics or political issues*



Note: Figures may not add up to 100% due to rounding.

Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024.

"How Americans Navigate Politics on TikTok, X, Facebook and Instagram"

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## Why do people post about politics on Instagram?

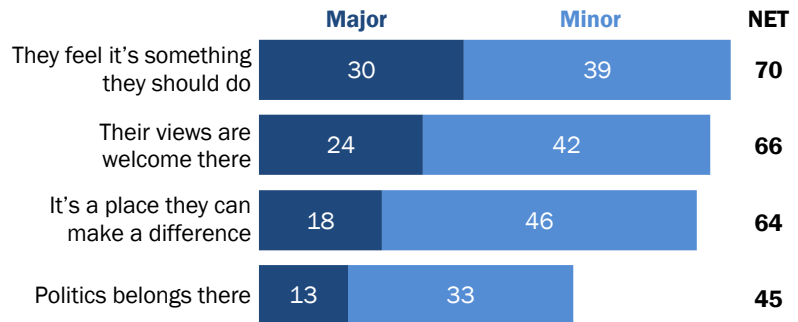
We followed up with the 19% of Instagram users who say they post at least a little about politics to understand why they might do so. We asked them about four potential reasons and found that many feel they should post about politics – but fewer post about politics because they feel it belongs there.<sup>6</sup>

Among Instagram users who post about politics:

- 70% say a reason is that they **feel it's something they should do**, including 30% who say this is a *major* reason.
- Similarly, about two-thirds each cite **their views being welcome there** (66%) or **thinking they can make a difference there** (64%) as reasons.
- A smaller share of those who post about politics (45%) say it's because **politics belongs on Instagram**.

### 7 in 10 Instagram users who post about politics say it's because they feel they should do so

Among U.S. Instagram users who say they **post about politics or political issues on Instagram**, % who say each of the following is a \_\_\_ reason they do so



Note: Based on the 19% of U.S. Instagram users who say they post at least a little about politics or political issues on Instagram. Figures may not add up to the NET values due to rounding. Those who did not give an answer or gave other responses are not shown.

Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024.

"How Americans Navigate Politics on TikTok, X, Facebook and Instagram"

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<sup>6</sup> Findings for why people post about politics are not broken out by party due to sample size considerations.



## Why don't people post about politics on Instagram?

We also asked the 41% of Instagram users who share things – but not anything political – on the site about four different reasons they might not do so. Many of them just don't think politics belongs there.

Among Instagram users who post on the site, but *never* about politics:

- 60% say a reason they don't post is that **politics doesn't belong on Instagram**. This includes 38% who say it's a *major* reason.

### Majority of those who avoid posting politics on Instagram say it's because it doesn't belong there

Among U.S. Instagram users who say *none of what they post on Instagram is about politics or political issues*, % who say each of the following is a \_\_\_ reason they do not post about politics

	Major	Minor	NET
Politics doesn't belong there	38	21	60
Posting there won't make a difference	26	22	48
They don't care about politics	24	21	45
They don't want to be criticized or harassed there	24	20	44

Note: Based on the 41% of U.S. Instagram users who say they post or share on Instagram, but that none of it is about politics or political issues. Figures may not add up to the NET values due to rounding. Those who did not give an answer or gave other responses are not shown.

Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024. "How Americans Navigate Politics on TikTok, X, Facebook and Instagram"

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- Smaller shares say it's because it **won't make a difference** (48%), they **don't care about politics** (45%) or they **want to avoid criticism or harassment** (44%).

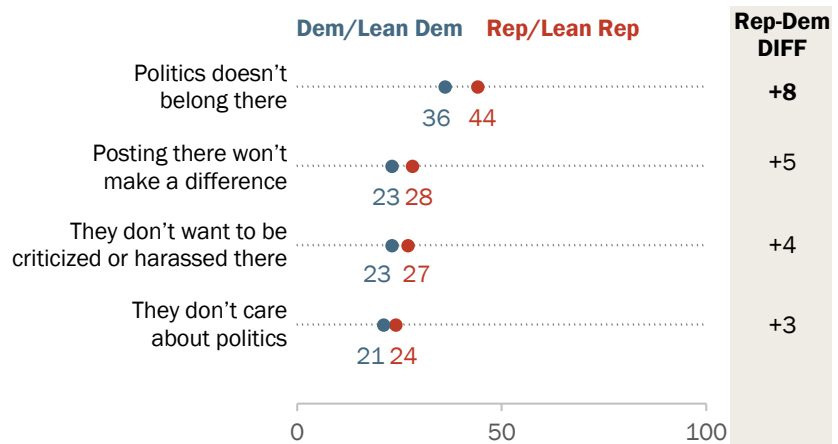
*By party*

Republican users are more likely than Democratic users to say a *major* reason they don't post about politics on Instagram is because they think it doesn't belong there (44% vs. 36%).

On the other reasons we asked about, though, there are no differences by party. For example, about a quarter each of Republicans and Democrats who don't post political content on Instagram say avoiding criticism or harassment is a major reason.

## Republican Instagram users are more likely than Democratic users to say they don't post about politics because it doesn't belong there

Among U.S. Instagram users who say *none of what they post on Instagram is about politics or political issues*, % who say each of the following is a *major reason* they do not post about politics



Note: Based on the 41% of U.S. Instagram users who say they post or share on Instagram, but that none of it is about politics or political issues. Statistically significant differences in DIFF column shown in **bold**. The difference values shown are based on subtracting the rounded values in the chart. Those who did not give an answer or gave other responses are not shown.

Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024. "How Americans Navigate Politics on TikTok, X, Facebook and Instagram"

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## How Instagram users see its climate and impact

While entertainment and relationships are the driving forces behind why people use Instagram, its connection to its parent company, Meta (which also owns Facebook), makes it a key player in broader discussions around political discourse on social media.

In addition to understanding how often people see or post content related to politics, we wanted to understand whether people who use Instagram think it impacts democracy. We also explored what users think about freedom of expression and harassment on the platform, and which way they think the political content they see leans.

### Instagram and American democracy

When asked about Instagram's impact on American democracy, by far, the largest share of users – 56% – think it doesn't have an effect.

Much smaller shares believe it is mostly good (26%) or mostly bad (16%) for democracy.

#### By party

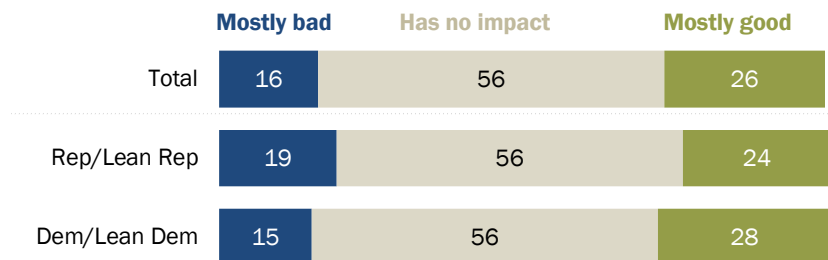
Views about Instagram's impact on democracy vary little by party.

About one-in-five Republican users think the site is mostly bad for American democracy, while 15% of Democratic users say the same. And about a quarter in both parties think Instagram is good for democracy.

Identical shares of users in both parties (56% each) think Instagram has no impact on democracy in this country.

### The largest share of Instagram users think it has no impact on American democracy

*% of U.S. Instagram users who say overall, they think Instagram is \_\_\_ for American democracy*



Note: Those who did not give an answer are not shown.

Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024.

"How Americans Navigate Politics on TikTok, X, Facebook and Instagram"

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## Free expression on Instagram

Most Instagram users think people feel free to openly share their political beliefs on Instagram.

Three-quarters say people feel free to openly express their political views on the site. Fewer (23%) believe that people *don't* feel free to do this.

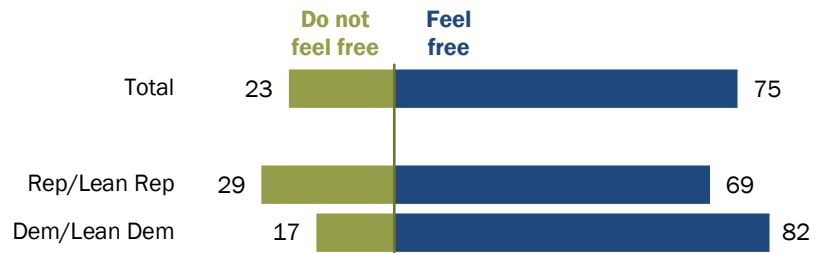
### By party

A majority of Democratic and Republican users think people feel free to share about politics on Instagram, but larger shares of Democrats than Republicans say this (82% vs. 69%).

Republican users, on the other hand, are more likely than their Democratic peers to say people don't feel free to express their political thoughts on the platform (29% vs. 17%).

## Most Instagram users say people feel free to share their political views, but views still differ by party

% of U.S. Instagram users who say they think people \_\_\_ to openly express their political views on Instagram



Note: Those who did not give an answer are not shown.

Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024.

"How Americans Navigate Politics on TikTok, X, Facebook and Instagram"

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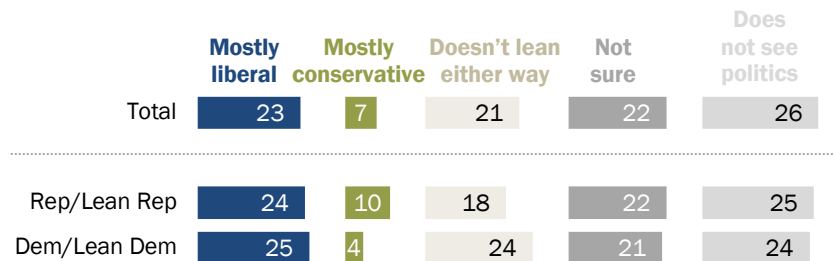
## Political content users see on Instagram

In addition to understanding if people think users can freely express themselves on Instagram, we also asked if the politics they see on the site leans more conservative or liberal.

Instagram users have somewhat mixed views, with no answer receiving majority support. Still, users are more likely to say what they see about politics and political issues on Instagram leans mostly liberal rather than mostly conservative (23% vs. 7%).

### Instagram users are more likely to say the political content they see leans liberal than conservative

*% of U.S. Instagram users who say overall, what they see about politics or political issues on Instagram leans ...*



Note: Those who did not give an answer are not shown.

Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024.

"How Americans Navigate Politics on TikTok, X, Facebook and Instagram"

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There are also segments of users who either don't think the politics they see has an ideological slant (21%) or are unsure if it does (22%).

### By party

Democrats and Republicans are about equally likely to say the political content they see on Instagram leans liberal.

But Republican users are somewhat more likely than Democratic users to say what they see leans conservative (10% vs. 4%). On the other hand, Democratic users are more likely than their GOP peers to say there isn't an ideological slant to what they come across on the site (24% vs. 18%).

## Harassment on Instagram

In recent years, [Instagram has taken steps to curb hate speech](#) and online abuse on the site.

Even so, roughly seven-in-ten Instagram users say people getting harassed on the site is a problem, including 22% who consider it to be a *major* issue.

### By party

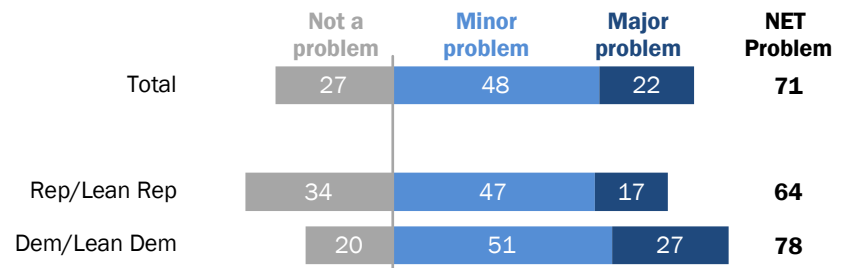
Many Democrats and Republicans who use Instagram think harassment is a problem on the platform.

But Democrats are 14 percentage points more likely than Republicans to consider it to be a problem, with larger shares of Democrats (27%) than Republicans (17%) calling it a *major* one.

At the same time, larger shares of Republican than Democratic users don't think harassment is a problem on Instagram (34% vs. 20%).

## Most Instagram users think harassment is a problem on the site, but Democrats are more likely to say this

% of U.S. Instagram users who say people getting harassed on Instagram is (a) ...



Note: Figures may not add up to the NET values due to rounding. Those who did not give an answer are not shown.

Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024. "How Americans Navigate Politics on TikTok, X, Facebook and Instagram"

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## Appendix

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### Seeing and sharing politics on social media platforms, by political party

*% of each platform's U.S. users who say they \_\_\_ at least some content about politics or political issues there*

	See	Share
<b>X (Twitter)</b>		
Total	74	14
Rep/Lean Rep	75	15
Dem/Lean Dem	73	14
<b>Facebook</b>		
Total	52	11
Rep/Lean Rep	54	12
Dem/Lean Dem	53	12
<b>TikTok</b>		
Total	45	7
Rep/Lean Rep	47	8
Dem/Lean Dem	47	7
<b>Instagram</b>		
Total	36	8
Rep/Lean Rep	37	7
Dem/Lean Dem	35	9

Note: "At least some" combines "Some," "Most" and "All or almost all" responses. Those who did not give an answer or gave other responses are not shown.

Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024.

"How Americans Navigate Politics on TikTok, X, Facebook and Instagram"

PEW-KNIGHT INITIATIVE

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## Methodology

### The American Trends Panel survey methodology

#### Overview

The American Trends Panel (ATP), created by Pew Research Center, is a nationally representative panel of randomly selected U.S. adults. Panelists participate via self-administered web surveys. Panelists who do not have internet access at home are provided with a tablet and wireless internet connection. Interviews are conducted in both English and Spanish. The panel is being managed by Ipsos.

Data in this report is drawn from ATP Wave 144, conducted from March 18 to 24, 2024, among a sample of U.S. adults who previously reported using the internet. It includes an [oversample](#) of non-Hispanic Asian adults, non-Hispanic Black men, and Hispanic men in order to provide more precise estimates of the opinions and experiences of these smaller demographic subgroups. These oversampled groups are weighted back to reflect their correct proportions in the population. A total of 10,287 panelists responded out of 11,152 who were sampled, for a response rate of 92%. The cumulative response rate accounting for nonresponse to the recruitment surveys and attrition is 3%. The break-off rate among panelists who logged on to the survey and completed at least one item is less than 1%.

In addition to the 10,287 internet users who completed the survey, the demographic and profile variables for all 167 active ATP members who do not use the internet were also included in the final dataset used in the analysis. This was done so that the dataset and survey weights would represent the population of all U.S. adults, and brings the size of the full analytic sample to 10,454.

The margin of sampling error for the full analytic sample of 10,454 cases is plus or minus 1.5 percentage points.

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## Panel recruitment

The ATP was created in 2014, with the first cohort of panelists invited to join the panel at the end of a large, national, landline and cellphone random-digit-dial survey that was conducted in both English and Spanish. Two additional recruitments were conducted using the same method in 2015 and 2017, respectively. Across these three surveys, a total of 19,718 adults were invited to join the ATP, of whom 9,942 (50%) agreed to participate.

In August 2018, the ATP switched from telephone to address-based sampling (ABS)

recruitment. A study cover letter and a pre-incentive are mailed to a stratified, random sample of households selected from the U.S. Postal Service's Delivery Sequence File. This Postal Service file has been estimated to cover as much as 98% of the population, although some studies suggest that the coverage could be in the low 90% range.<sup>7</sup> Within each sampled household, the adult with the next birthday is asked to participate. Other details of the ABS recruitment protocol have changed over time but are available upon request.<sup>8</sup>

We have recruited a national sample of U.S. adults to the ATP approximately once per year since 2014. In some years, the recruitment has included additional efforts (known as an "oversample") to boost sample size with underrepresented groups. For example, Hispanic, Black and Asian adults were oversampled in 2019, 2022 and 2023, respectively.

Across the six address-based recruitments, a total of 23,862 adults were invited to join the ATP, of whom 20,917 agreed to join the panel and completed an initial profile survey. Of the 30,859

## American Trends Panel recruitment surveys

Recruitment dates	Mode	Invited	Joined	Active panelists remaining
Jan. 23 to March 16, 2014	Landline/cell RDD	9,809	5,338	1,390
Aug. 27 to Oct. 4, 2015	Landline/cell RDD	6,004	2,976	831
April 25 to June 4, 2017	Landline/cell RDD	3,905	1,628	404
Aug. 8 to Oct. 31, 2018	ABS	9,396	8,778	3,845
Aug. 19 to Nov. 30, 2019	ABS	5,900	4,720	1,386
June 1 to July 19, 2020; Feb. 10 to March 31, 2021	ABS	3,197	2,812	1,438
May 29 to July 7, 2021; Sept. 16 to Nov. 1, 2021	ABS	1,329	1,162	731
May 24 to Sept. 29, 2022	ABS	3,354	2,869	1,449
April 17 to May 30, 2023	ABS	686	576	433
	<b>Total</b>	<b>43,580</b>	<b>30,859</b>	<b>11,907</b>

Note: RDD is random-digit dial; ABS is address-based sampling. Approximately once per year, panelists who have not participated in multiple consecutive waves or who did not complete an annual profiling survey are removed from the panel. Panelists also become inactive if they ask to be removed from the panel.

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<sup>7</sup> AAPOR Task Force on Address-based Sampling. 2016. "AAPOR Report: Address-based Sampling."

<sup>8</sup> Email [pewsurveys@pewresearch.org](mailto:pewsurveys@pewresearch.org).

individuals who have ever joined the ATP, 11,907 remained active panelists and continued to receive survey invitations at the time this survey was conducted.

The American Trends Panel never uses breakout routers or chains that direct respondents to additional surveys.

### **Sample design**

The overall target population for this survey was noninstitutionalized internet users ages 18 and older living in the U.S., including Alaska and Hawaii. It featured a stratified random sample from the ATP in which Hispanic men, non-Hispanic Black men and non-Hispanic Asian adults were selected with certainty. The remaining panelists were sampled at rates designed to ensure that the share of respondents in each stratum is proportional to its share of the U.S. adult population to the greatest extent possible. Respondent weights are adjusted to account for differential probabilities of selection as described in the Weighting section below.

Although non-internet users were not invited to participate in the survey, the demographic and profile variables for all active non-internet panelists were appended to those for the survey respondents. This was done so that the final analytic dataset would be representative of all noninstitutionalized U.S. adults, including those who do not use the internet.

### **Questionnaire development and testing**

The questionnaire was developed by Pew Research Center in consultation with Ipsos. The web program was rigorously tested on both PC and mobile devices by the Ipsos project management team and Pew Research Center researchers. The Ipsos project management team also populated test data that was analyzed in SPSS to ensure the logic and randomizations were working as intended before launching the survey.

### **Incentives**

All respondents were offered a post-paid incentive for their participation. Respondents could choose to receive the post-paid incentive in the form of a check or a gift code to Amazon.com or could choose to decline the incentive. Incentive amounts ranged from \$5 to \$20 depending on whether the respondent belongs to a part of the population that is harder or easier to reach. Differential incentive amounts were designed to increase panel survey participation among groups that traditionally have low survey response propensities.

## Data collection protocol

The data collection field period for this survey was March 18 to 24, 2024. Postcard notifications were mailed to a subset of ATP panelists with a known residential address on March 18.<sup>9</sup>

Invitations were sent out in two separate launches: soft launch and full launch. Sixty panelists were included in the soft launch, which began with an initial invitation sent on March 18. The ATP panelists chosen for the initial soft launch were known responders who had completed previous ATP surveys within one day of receiving their invitation. All remaining English- and Spanish-speaking sampled panelists were included in the full launch and were sent an invitation on March 19.

All panelists with an email address received an email invitation and up to two email reminders if they did not respond to the survey. All ATP panelists who consented to SMS messages received an SMS invitation and up to two SMS reminders.

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### Invitation and reminder dates, ATP Wave 144

	Soft launch	Full launch
Initial invitation	March 18, 2024	March 19, 2024
First reminder	March 21, 2024	March 21, 2024
Final reminder	March 23, 2024	March 23, 2024

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## Data quality checks

To ensure high-quality data, the Center's researchers performed data quality checks to identify any respondents showing clear patterns of satisficing. This includes checking for whether respondents left questions blank at very high rates or always selected the first or last answer presented. As a result of this checking, no ATP respondents were removed from the survey dataset prior to weighting and analysis.

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<sup>9</sup> Postcard notifications are sent to 1) panelists who have been provided with a tablet to take ATP surveys, 2) panelists who were recruited within the last two years, and 3) panelists recruited prior to the last two years who opt to continue receiving postcard notifications.

## Weighting

The ATP data is weighted in a multistep process that accounts for multiple stages of sampling and nonresponse that occur at different points in the survey process. First, each panelist begins with a base weight that reflects their probability of selection for their initial recruitment survey. These weights are then rescaled and adjusted to account for changes in the design of ATP recruitment surveys from year to year. Finally, the weights are calibrated to align with the population benchmarks in the accompanying table to correct for nonresponse to recruitment

surveys and panel attrition. If only a subsample of panelists was invited to participate in the wave, this weight is adjusted to account for any differential probabilities of selection.

Among the panelists in the final analytic dataset (comprised of internet users who completed the survey and non-internet users who were not sampled), this weight is then calibrated again to align with the population benchmarks identified in the accompanying table and trimmed at the 2nd and 98th percentiles to reduce the loss in precision stemming from variance in the weights. This trimming is performed separately among non-Hispanic Black, non-Hispanic Asian, Hispanic and all other respondents.

In this wave, panelists who reported using all four social media platforms (Facebook, Instagram, TikTok and X/Twitter) were randomly assigned to be asked about either Facebook or Instagram but not both. For the analysis of these questions, the weights for these respondents were further adjusted to account for their probability of having been assigned to the platform that they were asked about.

Sampling errors and tests of statistical significance take into account the effect of weighting.

### American Trends Panel weighting dimensions

Variable	Benchmark source
Age (detailed)	2022 American Community Survey (ACS)
Age x Gender	
Education x Gender	
Education x Age	
Race/Ethnicity x Education	
Black (alone or in combination) x Hispanic	
Born inside vs. outside the U.S. among Hispanics and Asian Americans	
Years lived in the U.S.	
Census region x Metropolitan status	
Volunteerism	
Party affiliation x Voter registration	2021 CPS Volunteering & Civic Life Supplement
Party affiliation x Race/Ethnicity	2022 CPS Voting and Registration Supplement
Frequency of internet use	2023 National Public Opinion Reference Survey (NPORS)
Religious affiliation	

Note: Estimates from the ACS are based on noninstitutionalized adults. Voter registration is calculated using procedures from Hur, Achen (2013) and rescaled to include the total U.S. adult population.

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The following table shows the unweighted sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey.

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### Sample sizes and margins of error, ATP Wave 144

Group	Unweighted sample size	Plus or minus ...
All adults*	10,454	1.5 percentage points
Internet users	10,287	1.5 percentage points
Facebook users	7,157	1.8 percentage points
<i>Rep/Lean Rep</i>	3,367	2.5 percentage points
<i>Dem/Lean Dem</i>	3,572	2.6 percentage points
Instagram users	4,515	2.4 percentage points
<i>Rep/Lean Rep</i>	1,801	3.7 percentage points
<i>Dem/Lean Dem</i>	2,584	3.2 percentage points
TikTok users	2,562	3.0 percentage points
<i>Rep/Lean Rep</i>	896	4.9 percentage points
<i>Dem/Lean Dem</i>	1,577	3.8 percentage points
X users	2,565	3.0 percentage points
<i>Rep/Lean Rep</i>	1,182	4.4 percentage points
<i>Dem/Lean Dem</i>	1,336	4.2 percentage points

\* This dataset is comprised of internet users who completed the survey and non-internet users who were not sampled.

Note: This survey includes oversamples of non-Hispanic Asian adults, non-Hispanic Black men, and Hispanic men. Unweighted sample sizes do not account for the sample design or weighting and do not describe a group's contribution to weighted estimates. Refer to the Sample design and Weighting sections above for details.

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Sample sizes and sampling errors for other subgroups are available upon request. In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

## Dispositions and response rates

### Final dispositions, ATP Wave 144

	AAPOR code	Total
Completed interview	1.1	10,287
Logged on to survey; broke off	2.12	49
Logged on to survey; did not complete any items	2.1121	40
Never logged on (implicit refusal)	2.11	775
Survey completed after close of the field period	2.27	1
Completed interview but was removed for data quality		0
Screened out		0
<b>Total panelists sampled for the survey</b>		<b>11,152</b>
Completed interviews	I	10,287
Partial interviews	P	0
Refusals	R	864
Non-contact	NC	1
Other	O	0
Unknown household	UH	0
Unknown other	UO	0
Not eligible	NE	0
<b>Total</b>		<b>11,152</b>
AAPOR RR1 = $I / (I+P+R+NC+O+UH+UO)$		92%
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### Cumulative response rate as of ATP Wave 144

	Total
Weighted response rate to recruitment surveys	11%
% of recruitment survey respondents who agreed to join the panel, among those invited	71%
% of those agreeing to join who were active panelists at start of Wave 144	45%
Response rate to Wave 144 survey	92%
<b>Cumulative response rate</b>	<b>3%</b>
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## Topline

**2024 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL  
WAVE 144 TOPLINE: FACEBOOK QUESTIONS  
MARCH 18-24, 2024  
FACEBOOK N=7,157**

**THE QUESTIONS PRESENTED BELOW ARE PART OF A LARGER SURVEY CONDUCTED ON THE AMERICAN TRENDS PANEL. OTHER QUESTIONS ON THIS SURVEY HAVE BEEN RELEASED.**

**NOTE: ALL NUMBERS ARE PERCENTAGES UNLESS OTHERWISE NOTED. THE PERCENTAGES LESS THAN 0.5% ARE REPLACED BY AN ASTERISK (\*). ROWS/COLUMNS MAY NOT TOTAL 100% DUE TO ROUNDING. AS PART OF THE SURVEY DESIGN, ONLY A SUBSET OF FACEBOOK USERS WERE SELECTED TO ANSWER ABOUT THE PLATFORM. RESULTS ARE WEIGHTED TO REPRESENT ALL U.S. ADULT FACEBOOK USERS. READ THE METHODOLOGY FOR MORE DETAILS.**

	<b>Sample size</b>	<b>Margin of error at 95% confidence level</b>
U.S. Facebook users	7,157	+/- 1.8 percentage points

**DISPLAY IF SELECTED FACEBOOK USER (DOV\_ASKFB=1) [N=7,157]:**

Now thinking about Facebook...

**ASK IF SELECTED FACEBOOK USER (DOV\_ASKFB=1) [N=7,157]:**

FBWHY      How much is each of the following a reason you use Facebook? **[RANDOMIZE ITEMS]**

	<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason</u>	<u>No answer</u>
a. To get news Mar 18-24, 2024	7	30	63	*
b. To keep up with politics or political issues Mar 18-24, 2024	4	23	73	*
c. To keep up with sports or pop culture Mar 18-24, 2024	8	27	64	*
d. Because it's entertaining Mar 18-24, 2024	34	41	24	*
e. To keep up with friends and family Mar 18-24, 2024	75	18	7	*
f. To connect with others who share your interests Mar 18-24, 2024	33	41	26	*
g. To look at product reviews or recommendations Mar 18-24, 2024	8	29	62	*



**ASK IF SELECTED FACEBOOK USER (DOV\_ASKFB=1) [N=7,157]:**

FBDEMOCRACY Overall, do you think Facebook... **[RANDOMIZE RESPONSES 1 AND 2, WITH OPTION 3 LAST]**

Mar 18-24, 2024

24	Is mostly <u>good</u> for American democracy
31	Is mostly <u>bad</u> for American democracy
43	Has no impact on American democracy
2	No answer

**ASK IF SELECTED FACEBOOK USER (DOV\_ASKFB=1) [N=7,157]:**

FBHARASS How much of a problem is people getting harassed on Facebook?

Mar 18-24, 2024

31	Major problem
50	Minor problem
17	Not a problem
2	No answer

**ASK IF SELECTED FACEBOOK USER (DOV\_ASKFB=1) [N=7,157]:**

FBSHARE Do you ever post or share on Facebook?

Mar 18-24, 2024

69	Yes, I do
30	No, I don't
*	No answer

**ASK IF EVER POSTS OR SHARES ON FACEBOOK (FBSHARE=1) [N=5,061]:**

FBSHAREPOL How much of what you post or share on Facebook is about politics or political issues?  
**[ROTATE RESPONSE OPTIONS 1-5 OR 5-1]**

Mar 18-24, 2024

1	All or almost all
3	Most
12	Some
21	A little
62	None at all
*	No answer

**FBSHAREPOL BASED ON SELECTED FACEBOOK USERS (DOV\_ASKFB=1) [N=7,157]:**

Mar 18-24, 2024

1	All or almost all
2	Most
8	Some
15	A little
43	None at all
*	No answer to FBSHAREPOL
30	Does not post or share on Facebook
*	No answer to FBSHARE

**ASK IF POSTS AT LEAST A LITTLE ABOUT POLITICS ON FACEBOOK (FBSHAREPOL=1-4)  
[N=1,988]:**

FBWHYSP How much is each of the following a reason you post or share about politics or political issues on Facebook? **[RANDOMIZE ITEMS]**

	<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason</u>	<u>No answer</u>
a. Your views are welcome there Mar 18-24, 2024	16	42	41	*
b. It's a place you can make a difference Mar 18-24, 2024	14	40	46	1
c. Politics belongs there Mar 18-24, 2024	8	31	60	*
d. You feel it's something you should do Mar 18-24, 2024	25	39	36	1

**ASK IF POSTS ON FACEBOOK, BUT NEVER ABOUT POLITICS (FBSHAREPOL=5) [N=3,071]:**

FBWHYNTSP How much is each of the following a reason you don't post or share about politics or political issues on Facebook? **[RANDOMIZE ITEMS]**

	<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason</u>	<u>No answer</u>
a. You don't want to be criticized or harassed there Mar 18-24, 2024	29	19	52	*
b. Posting there won't make a difference Mar 18-24, 2024	31	21	48	*
c. Politics doesn't belong there Mar 18-24, 2024	45	21	33	1
d. You don't care about politics Mar 18-24, 2024	26	21	53	*

**ASK IF SELECTED FACEBOOK USER (DOV\_ASKFB=1) [N=7,157]:**

FBSEEPOL How much of what you see on Facebook is about politics or political issues? **[ROTATE RESPONSE OPTIONS IN SAME ORDER AS FBSHAREPOL]**

Mar 18-24, 2024

1	All or almost all
5	Most
46	Some
36	A little
12	None at all
1	No answer

**ASK IF SEES AT LEAST A LITTLE POLITICAL CONTENT ON FACEBOOK (FBSEEPOL=1-4)  
[N=6,369]:**

FBPOLIDEO Overall, does what you see about politics or political issues on Facebook lean...  
**[RANDOMIZE RESPONSES 1 AND 2, WITH 3 AND 4 ALWAYS LAST]**

Mar 18-24, 2024

14	Mostly conservative
25	Mostly liberal
27	Doesn't lean either way
32	Not sure
1	No answer

**FBPOLIDEO BASED ON SELECTED FACEBOOK USERS (DOV\_ASKFB=1) [N=7,157]:**

Mar 18-24, 2024

12	Mostly conservative
22	Mostly liberal
24	Doesn't lean either way
29	Not sure
1	No answer to FBPOLIDEO
12	Sees no political content on Facebook
1	Refused FBSEEPOL

**ASK IF SELECTED FACEBOOK USER (DOV\_ASKFB=1) [N=7,157]:**

FBFREEEXP On Facebook, do you think people feel free to openly express their political views?

Mar 18-24, 2024

71	Yes
28	No
2	No answer

**2024 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL  
WAVE 144 TOPLINE: INSTAGRAM QUESTIONS  
MARCH 18-24, 2024  
INSTAGRAM N=4,515**

**THE QUESTIONS PRESENTED BELOW ARE PART OF A LARGER SURVEY CONDUCTED ON THE AMERICAN TRENDS PANEL. OTHER QUESTIONS ON THIS SURVEY HAVE BEEN RELEASED.**

**NOTE: ALL NUMBERS ARE PERCENTAGES UNLESS OTHERWISE NOTED. THE PERCENTAGES LESS THAN 0.5% ARE REPLACED BY AN ASTERISK (\*). ROWS/COLUMNS MAY NOT TOTAL 100% DUE TO ROUNDING. AS PART OF THE SURVEY DESIGN, ONLY A SUBSET OF INSTAGRAM USERS WERE SELECTED TO ANSWER ABOUT THE PLATFORM. RESULTS ARE WEIGHTED TO REPRESENT ALL U.S. ADULT INSTAGRAM USERS. READ THE METHODOLOGY FOR MORE DETAILS.**

	<b>Sample size</b>	<b>Margin of error at 95% confidence level</b>
U.S. Instagram users	4,515	+/- 2.4 percentage points

**DISPLAY IF SELECTED INSTAGRAM USER (DOV\_ASKIG =1) [N=4,515]:**

Now thinking about Instagram...

**ASK IF SELECTED INSTAGRAM USER (DOV\_ASKIG=1) [N=4,515]:**

IGWHY How much is each of the following a reason you use Instagram? **[RANDOMIZE ITEMS IN SAME ORDER AS FBWHY]**

	<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason</u>	<u>No answer</u>
a. To get news Mar 18-24, 2024	8	25	67	1
b. To keep up with politics or political issues Mar 18-24, 2024	5	21	73	1
c. To keep up with sports or pop culture Mar 18-24, 2024	19	33	47	1
d. Because it's entertaining Mar 18-24, 2024	56	31	13	1
e. To keep up with friends and family Mar 18-24, 2024	54	29	17	1
f. To connect with others who share your interests Mar 18-24, 2024	37	36	27	1
g. To look at product reviews or recommendations Mar 18-24, 2024	13	31	56	*

**ASK IF SELECTED INSTAGRAM USER (DOV\_ASKIG=1) [N=4,515]:**

IGDEMOCRACY Overall, do you think Instagram... [RANDOMIZE RESPONSES 1 AND 2 IN SAME ORDER AS FBDEMOCRACY, WITH OPTION 3 LAST]

Mar 18-24, 2024

26	Is mostly <u>good</u> for American democracy
16	Is mostly <u>bad</u> for American democracy
56	Has no impact on American democracy
2	No answer

**ASK IF SELECTED INSTAGRAM USER (DOV\_ASKIG=1) [N=4,515]:**

IGHARASS How much of a problem is people getting harassed on Instagram?

Mar 18-24, 2024

22	Major problem
48	Minor problem
27	Not a problem
3	No answer

**ASK IF SELECTED INSTAGRAM USER (DOV\_ASKIG=1) [N=4,515]:**

IGSHARE Do you ever post or share on Instagram?

Mar 18-24, 2024

60	Yes, I do
40	No, I don't
1	No answer

**ASK IF EVER POSTS OR SHARES ON INSTAGRAM (IGSHARE=1) [N=2,599]:**

IGSHAREPOL How much of what you post or share on Instagram is about politics or political issues?  
[ROTATE RESPONSE OPTIONS 1-5 OR 5-1 IN SAME ORDER AS FBSHAREPOL]

Mar 18-24, 2024

1	All or almost all
1	Most
12	Some
17	A little
69	None at all
*	No answer

**IGSHAREPOL BASED ON SELECTED INSTAGRAM USERS (DOV\_ASKIG=1) [N=4,515]:**

Mar 18-24, 2024

1	All or almost all
1	Most
7	Some
10	A little
41	None at all
*	No answer to IGSAREPOL
40	Does not post or share on Instagram
1	No answer to IGSARE

**ASK IF POSTS AT LEAST A LITTLE ABOUT POLITICS ON INSTAGRAM (IGSHAREPOL=1-4)  
[N=748]:**

IGWHYSP How much is each of the following a reason you post or share about politics or political issues on Instagram? **[RANDOMIZE ITEMS IN SAME ORDER AS FBWHYSP]**

		<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason</u>	<u>No answer</u>
a.	Your views are welcome there Mar 18-24, 2024	24	42	34	*
b.	It's a place you can make a difference Mar 18-24, 2024	18	46	35	1
c.	Politics belongs there Mar 18-24, 2024	13	33	54	*
d.	You feel it's something you should do Mar 18-24, 2024	30	39	30	*

**ASK IF POSTS ON INSTAGRAM, BUT NEVER ABOUT POLITICS (IGSHAREPOL=5) [N=1,849]:**  
IGWHYNTSP How much is each of the following a reason you don't post or share about politics or political issues on Instagram? **[RANDOMIZE ITEMS IN SAME ORDER AS FBWHYNTSP]**

		<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason</u>	<u>No answer</u>
a.	You don't want to be criticized or harassed there Mar 18-24, 2024	24	20	55	1
b.	Posting there won't make a difference Mar 18-24, 2024	26	22	51	*
c.	Politics doesn't belong there Mar 18-24, 2024	38	21	39	1
d.	You don't care about politics Mar 18-24, 2024	24	21	55	1

**ASK IF SELECTED INSTAGRAM USER (DOV\_ASKIG=1) [N=4,515]:**

IGSEEPOL How much of what you see on Instagram is about politics or political issues? **[ROTATE SCALE 1-5 OR 5-1, IN SAME ORDER AS FBSHAREPOL]**

Mar 18-24, 2024

1	All or almost all
3	Most
33	Some
38	A little
26	None at all
1	No answer

**ASK IF SEES AT LEAST A LITTLE POLITICAL CONTENT ON INSTAGRAM (IGSEEPOL=1-4)  
[N=3,303]:**

IGPOLIDEO Overall, does what you see about politics or political issues on Instagram lean...  
**[RANDOMIZE RESPONSES 1 AND 2 IN SAME ORDER AS FBPOLIDEO, WITH 3  
AND 4 ALWAYS LAST]**

Mar 18-24, 2024

9	Mostly conservative
32	Mostly liberal
28	Doesn't lean either way
29	Not sure
1	No answer

**IGPOLIDEO BASED ON SELECTED INSTAGRAM USERS (DOV\_ASKIG=1) [N=4,515]:**

Mar 18-24, 2024

7	Mostly conservative
23	Mostly liberal
21	Doesn't lean either way
22	Not sure
1	No answer to IGPOLIDEO
26	Sees no political content on Instagram
1	Refused IGSEEPOL

**ASK IF SELECTED INSTAGRAM USER (DOV\_ASKIG=1) [N=4,515]:**

IGFREEEXP On Instagram, do you think people feel free to openly express their political views?

Mar 18-24, 2024

75	Yes
23	No
3	No answer

**2024 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL  
WAVE 144 TOPLINE: X (FORMERLY TWITTER) QUESTIONS  
MARCH 18-24, 2024  
X (FORMERLY TWITTER) N=2,565**

**THE QUESTIONS PRESENTED BELOW ARE PART OF A LARGER SURVEY CONDUCTED ON THE AMERICAN TRENDS PANEL. OTHER QUESTIONS ON THIS SURVEY HAVE BEEN RELEASED.**

**NOTE: ALL NUMBERS ARE PERCENTAGES UNLESS OTHERWISE NOTED. THE PERCENTAGES LESS THAN 0.5% ARE REPLACED BY AN ASTERISK (\*). ROWS/COLUMNS MAY NOT TOTAL 100% DUE TO ROUNDING.**

	<b>Sample size</b>	<b>Margin of error at 95% confidence level</b>
U.S. X (formerly Twitter) users	2,565	+/- 3.0 percentage points

**DISPLAY IF X/TWITTER USER (SMUSEc=1) [N=2,565]:**

Now thinking about X (formerly Twitter)...

**ASK IF X/TWITTER USER (SMUSEc=1) [N=2,565]:**

XTWHY      How much is each of the following a reason you use X (formerly Twitter)? **[RANDOMIZE ITEMS IN SAME ORDER AS FBWHY]**

	<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason</u>	<u>No answer</u>
a. To get news Mar 18-24, 2024	25	40	35	*
b. To keep up with politics or political issues Mar 18-24, 2024	24	35	40	*
c. To keep up with sports or pop culture Mar 18-24, 2024	27	33	40	*
d. Because it's entertaining Mar 18-24, 2024	45	36	19	*
e. To keep up with friends and family Mar 18-24, 2024	12	21	67	1
f. To connect with others who share your interests Mar 18-24, 2024	28	34	38	*
g. To look at product reviews or recommendations Mar 18-24, 2024	6	22	71	*



**ASK IF X/TWITTER USER (SMUSEc=1) [N=2,565]:**

XTDEMOCRACY Overall, do you think X (formerly Twitter)...<sup>10</sup> **[RANDOMIZE RESPONSES 1 AND 2 IN SAME ORDER AS FBDEMOCRACY, WITH OPTION 3 LAST]**

<u>Mar 18-24, 2024</u>		<u>Mar 13-19, 2023</u>	<u>May 17-31, 2021</u>
38	Is mostly <u>good</u> for American democracy	32	37
27	Is mostly <u>bad</u> for American democracy	28	38
34	Has no impact on American democracy	39	24
1	No answer	1	1

**ASK IF X/TWITTER USER (SMUSEc=1) [N=2,565]:**

XTHARASS How much of a problem is people getting harassed on X (formerly Twitter)?

<u>Mar 18-24, 2024</u>	
32	Major problem
41	Minor problem
26	Not a problem
1	No answer

**ASK IF X/TWITTER USER (SMUSEc=1) [N=2,565]:**

XTSHARE Do you ever post or share on X (formerly Twitter)?

<u>Mar 18-24, 2024</u>	
35	Yes, I do
65	No, I don't
*	No answer

**ASK IF EVER POSTS OR SHARES ON X/TWITTER (XTSHARE=1) [N=883]:**

XTSHAREPOL How much of what you post or share on X (formerly Twitter) is about politics or political issues? **[ROTATE RESPONSE OPTIONS 1-5 OR 5-1 IN SAME ORDER AS FBSHAREPOL]**

<u>Mar 18-24, 2024</u>	
6	All or almost all
14	Most
21	Some
27	A little
33	None at all
*	No answer

<sup>10</sup> The 2021 and 2023 surveys were conducted before the platform's name change. In these surveys, the question wording was slightly different, referencing "Twitter" rather than "X (formerly Twitter)." They also used a slightly different question wording to define who was a Twitter user ("Do you use Twitter?") compared with this survey ["Please indicate whether or not you ever use the following websites or apps... X (formerly Twitter)"].

**XTSHAREPOL BASED ON X/TWITTER USERS (SMUSEc=1) [N=2,565]:**Mar 18-24, 2024

2	All or almost all
5	Most
7	Some
9	A little
11	None at all
*	No answer to XTSHAREPOL
65	Does not post or share on X (formerly Twitter)
*	No answer to XTSHARE

**ASK IF POSTS AT LEAST A LITTLE ABOUT POLITICS ON X/TWITTER (XTSHAREPOL=1-4)****[N=584]:**

XTWHYSP How much is each of the following a reason you post or share about politics or political issues on X (formerly Twitter)? **[RANDOMIZE ITEMS IN SAME ORDER AS FBWHYSP]**

	<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason</u>	<u>No answer</u>
a. Your views are welcome there Mar 18-24, 2024	44	32	24	*
b. It's a place you can make a difference Mar 18-24, 2024	19	39	42	*
c. Politics belongs there Mar 18-24, 2024	32	35	33	*
d. You feel it's something you should do Mar 18-24, 2024	30	44	25	*

**ASK IF POSTS ON X/TWITTER, BUT NEVER ABOUT POLITICS (XTSHAREPOL=5) [N=297]:**

XTWHYNTSP How much is each of the following a reason you don't post or share about politics or political issues on X (formerly Twitter)? **[RANDOMIZE ITEMS IN SAME ORDER AS FBWHYNTSP]**

	<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason</u>	<u>No answer</u>
a. You don't want to be criticized or harassed there Mar 18-24, 2024	23	19	57	*
b. Posting there won't make a difference Mar 18-24, 2024	29	22	49	0
c. Politics doesn't belong there Mar 18-24, 2024	17	19	64	0
d. You don't care about politics Mar 18-24, 2024	26	15	59	0

**ASK IF X/TWITTER USER (SMUSEc=1) [N=2,565]:**

XTSEEPOL How much of what you see on X (formerly Twitter) is about politics or political issues?  
**[ROTATE RESPONSE OPTIONS 1-5 OR 5-1, IN SAME ORDER AS FBSHAREPOL]**

Mar 18-24, 2024

6	All or almost all
23	Most
45	Some
18	A little
8	None at all
*	No answer

**ASK IF SEES AT LEAST A LITTLE POLITICAL CONTENT ON X/TWITTER (XTSEEPOL=1-4) [N=2,354]:**

XTPOLIDEO Overall, does what you see about politics or political issues on X (formerly Twitter) lean...  
**[RANDOMIZE RESPONSES 1 AND 2 IN SAME ORDER AS FBPOLIDEO, WITH 3 AND 4 ALWAYS LAST]**

Mar 18-24, 2024

20	Mostly conservative
20	Mostly liberal
34	Doesn't lean either way
25	Not sure
1	No answer

**XTPOLIDEO BASED ON X/TWITTER USERS (SMUSEc=1) [N=2,565]:**

Mar 18-24, 2024

18	Mostly conservative
19	Mostly liberal
31	Doesn't lean either way
23	Not sure
1	No answer to XTPOLIDEO
8	Sees no political content on X (formerly Twitter)
*	Refused XTSEEPOL

**ASK IF X/TWITTER USER (SMUSEc=1) [N=2,565]:**

XTFREEEXP On X (formerly Twitter), do you think people feel free to openly express their political views?

Mar 18-24, 2024

87	Yes
12	No
1	No answer

**2024 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL  
WAVE 144 TOPLINE: TIKTOK QUESTIONS  
MARCH 18-24, 2024  
TIKTOK N=2,562**

**THE QUESTIONS PRESENTED BELOW ARE PART OF A LARGER SURVEY CONDUCTED ON THE AMERICAN TRENDS PANEL. OTHER QUESTIONS ON THIS SURVEY HAVE BEEN RELEASED.**

**NOTE: ALL NUMBERS ARE PERCENTAGES UNLESS OTHERWISE NOTED. THE PERCENTAGES LESS THAN 0.5% ARE REPLACED BY AN ASTERISK (\*). ROWS/COLUMNS MAY NOT TOTAL 100% DUE TO ROUNDING.**

	<b>Sample size</b>	<b>Margin of error at 95% confidence level</b>
U.S. TikTok users	2,562	+/- 3.0 percentage points

**DISPLAY IF TIKTOK USER (SMUSEi =1) [N=2,562]:**

Now thinking about TikTok...

**ASK IF TIKTOK USER (SMUSEi=1) [N=2,562]:**

TTWHY      How much is each of the following a reason you use TikTok? **[RANDOMIZE ITEMS IN SAME ORDER AS FBWHY]**

	<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason</u>	<u>No answer</u>
a. To get news Mar 18-24, 2024	15	26	58	*
b. To keep up with politics or political issues Mar 18-24, 2024	12	24	63	*
c. To keep up with sports or pop culture Mar 18-24, 2024	20	33	47	*
d. Because it's entertaining Mar 18-24, 2024	81	14	5	*
e. To keep up with friends and family Mar 18-24, 2024	17	27	56	*
f. To connect with others who share your interests Mar 18-24, 2024	34	32	34	*
g. To look at product reviews or recommendations Mar 18-24, 2024	27	34	38	*

**ASK IF TIKTOK USER (SMUSEi=1) [N=2,562]:**

TTDEMOCRACY Overall, do you think TikTok... **[RANDOMIZE RESPONSES 1 AND 2 IN SAME ORDER AS FBDEMOCRACY, WITH OPTION 3 LAST]**

Mar 18-24, 2024

33	Is mostly <u>good</u> for American democracy
17	Is mostly <u>bad</u> for American democracy
49	Has no impact on American democracy
2	No answer

**ASK IF TIKTOK USER (SMUSEi=1) [N=2,562]:**

TTTHARASS How much of a problem is people getting harassed on TikTok?

Mar 18-24, 2024

23	Major problem
48	Minor problem
27	Not a problem
2	No answer

**ASK IF TIKTOK USER (SMUSEi=1) [N=2,562]:**

TTSHARE Do you ever post or share on TikTok?

Mar 18-24, 2024

36	Yes, I do
63	No, I don't
*	No answer

**ASK IF EVER POSTS OR SHARES ON TIKTOK (TTSHARE=1) [N=849]:**

TTSHAREPOL How much of what you post or share on TikTok is about politics or political issues?  
**[ROTATE RESPONSE OPTIONS 1-5 OR 5-1 IN SAME ORDER AS FBSHAREPOL]**

Mar 18-24, 2024

2	All or almost all
4	Most
14	Some
14	A little
65	None at all
1	No answer

**TTSHAREPOL BASED ON TIKTOK USERS (SMUSEi=1) [N=2,562]:**

Mar 18-24, 2024

1	All or almost all
1	Most
5	Some
5	A little
24	None at all
*	No answer to TTSHAREPOL
63	Does not post or share on TikTok
*	No answer to TTSHARE

**ASK IF POSTS AT LEAST A LITTLE ABOUT POLITICS ON TIKTOK (TTSHAREPOL=1-4) [N=282]:**

TTWHYSP How much is each of the following a reason you post or share about politics or political issues on TikTok? **[RANDOMIZE ITEMS IN SAME ORDER AS FBWHYSP]**

		<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason</u>	<u>No answer</u>
a.	Your views are welcome there Mar 18-24, 2024	42	39	19	0
b.	It's a place you can make a difference Mar 18-24, 2024	36	36	27	1
c.	Politics belongs there Mar 18-24, 2024	26	39	34	*
d.	You feel it's something you should do Mar 18-24, 2024	33	40	26	1

**ASK IF POSTS ON TIKTOK, BUT NEVER ABOUT POLITICS (TTSHAREPOL=5) [N=565]:**

TTWHYNTSP How much is each of the following a reason you don't post or share about politics or political issues on TikTok? **[RANDOMIZE ITEMS IN SAME ORDER AS FBWHYNTSP]**

		<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason</u>	<u>No answer</u>
a.	You don't want to be criticized or harassed there Mar 18-24, 2024	19	16	65	0
b.	Posting there won't make a difference Mar 18-24, 2024	23	19	58	*
c.	Politics doesn't belong there Mar 18-24, 2024	30	17	53	*
d.	You don't care about politics Mar 18-24, 2024	31	26	44	0

**ASK IF TIKTOK USER (SMUSEi=1) [N=2,562]:**

TTSEEPOL How much of what you see on TikTok is about politics or political issues? **[ROTATE RESPONSE OPTIONS 1-5 OR 5-1, IN SAME ORDER AS FBSHAREPOL]**

Mar 18-24, 2024

1	All or almost all
4	Most
39	Some
32	A little
22	None at all
1	No answer

**ASK IF SEES AT LEAST A LITTLE POLITICAL CONTENT ON TIKTOK (TTSEEPOL=1-4)  
[N=1,967]:**

TTPOLIDEO Overall, does what you see about politics or political issues on TikTok lean...  
**[RANDOMIZE RESPONSES 1 AND 2 IN SAME ORDER AS FBPOLIDEO, WITH 3  
AND 4 ALWAYS LAST]**

Mar 18-24, 2024

8	Mostly conservative
28	Mostly liberal
31	Doesn't lean either way
31	Not sure
1	No answer

**TTPOLIDEO BASED ON TIKTOK USERS (SMUSEi =1) [N=2,562]:**

Mar 18-24, 2024

6	Mostly conservative
22	Mostly liberal
24	Doesn't lean either way
24	Not sure
1	No answer to TTPOLIDEO
22	Sees no political content on TikTok
1	Refused TTSEEPOL

**ASK IF TIKTOK USER (SMUSEi=1) [N=2,562]:**

TTFREEEXP On TikTok, do you think people feel free to openly express their political views?

Mar 18-24, 2024

86	Yes
12	No
2	No answer