

**2025 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
WAVE 164: Social Media Use Frequency
FEB. 24 – MARCH 2, 2025**

QUESTIONNAIRE

Note: The questions presented below are part of a larger survey conducted on the American Trends Panel. For all questions, the 98 ("Don't know" in phone mode) and 99 ("Refusal" in phone mode and "No answer" in web mode) codes are combined in the data for analytical purposes.

PN = Programming note

CODEBOOK FOR ATP SAMPLE VARIABLES TO BE USED IN SURVEY PROGRAMMING LOGIC

X_FORM

1 Form 1

2 Form 2

Note: Flag to randomly assign panelists to one of two forms (Form 1, Form 2) and weight within form
ATP source: Randomly assigned for each survey.

 -----**MAIN QUESTIONNAIRE BEGINS HERE**-----

BAT: SMUSE

ASK ALL:

[PN: RANDOMIZE ITEMS; INCLUDE RANDOMIZATION IN DATA FILE]

[PN: IF WEB:] Please indicate whether or not you ever use the following websites or apps.

[PN: IF CATI: READ FOR FIRST ITEM:] Please indicate whether or not you ever use the following websites or apps. First, **(INSERT ITEM)**. **(READ LIST)**

[PN: IF CATI: READ FOR SUBSEQUENT ITEMS:] What about **(INSERT ITEM)**? **(READ AS NECESSARY: Do you ever use (INSERT ITEM)? (READ LIST IF NECESSARY))**

[PN: IF CATI:] [INTERVIEWER: IF R SAYS "Rarely," "Hardly ever," "Occasionally," Or something similar, ENTER AS "Yes, you use this."]

BATTERY ITEMS:

a Facebook

b YouTube

c **[PN: IF WEB:]** X (formerly Twitter) **[PN: IF CATI:]** X, formerly known as Twitter

[PN: NO ITEMS d-h]

i TikTok

[PN: NO ITEMS j-n]

o **[PN: ASK IF FORM 1 (X_FORM=1):]** Threads

p **[PN: ASK IF FORM 2 (X_FORM=2):]** Bluesky

RESPONSE CATEGORIES:

1 **[PN: IF WEB:]** Yes, I use this **[PN: IF CATI:]** Yes, you use this

2 **[PN: IF WEB:]** No, I don't use this **[PN: IF CATI:]** No, you don't use this

98 **[PN: IF CATI:]** **(DO NOT READ)** Don't know

99 **[PN: IF WEB:]** Web blank / **[PN: IF CATI:]** **(DO NOT READ)** Refused

BAT: SMFREQ

ASK IF USES FACEBOOK, YOUTUBE, X OR TIKTOK (SMUSEa=1 OR SMUSEb=1 OR SMUSEc=1 OR SMUSEi=1):

[PN: RANDOMIZE ITEMS IN SAME ORDER AS SMUSE; INCLUDE RANDOMIZATION IN DATA FILE]

[PN: IF WEB:] About how often do you visit or use...?

[PN: IF CATI: READ FOR FIRST ITEM:] About how often do you visit or use **(INSERT ITEM)? (READ LIST)**

[PN: IF CATI: READ FOR SUBSEQUENT ITEMS:] What about **(INSERT ITEM)? (READ AS NECESSARY: About how often do you visit or use (INSERT ITEM)? (READ LIST IF NECESSARY))**

BATTERY ITEMS:

a **[PN: ASK IF FACEBOOK USER (SMUSEa=1):]** Facebook

b **[PN: ASK IF YOUTUBE USER (SMUSEb=1):]** YouTube

c **[PN: ASK IF X (FORMERLY TWITTER) USER (SMUSEc=1):]** **[PN: IF WEB:]** X
(formerly Twitter) **[PN: IF CATI:]** X, formerly known as Twitter

[PN: NO ITEMS d-h]

i **[PN: ASK IF TIKTOK USER (SMUSEi=1):]** TikTok

RESPONSE CATEGORIES:

1 Several times a day

2 About once a day

3 A few times a week

4 Every few weeks

5 Less often

98 **[PN: IF CATI:] (DO NOT READ)** Don't know

99 **[PN: IF WEB:]** Web blank / **[PN: IF CATI:] (DO NOT READ)** Refused

ADDITIONAL QUESTIONS HELD