



The Role of Online Communications Platforms for Interpersonal Relationships Among Teens and Young Adults

Conducted by NORC at the University of Chicago

With funding from Snap Inc.

Interviews: 10/27-11/10/2023

2,208 13 to 40 year olds

*Margin of sampling error: +/- 2.9 percentage points at the 95% confidence level among all 13
to 40 year olds*

NOTE: All results show percentages among all respondents, unless otherwise labeled.

Q1. Please tell us how happy or unhappy each of the following make you:

[GRID ITEMS RANDOMIZED, HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

Breakwater/ NORC 10/27- 11/10/2023	Very/ Somewhat happy NET	Very happy	Somewhat happy	Neither happy nor unhappy	Somewhat/ Very unhappy NET	Somewhat unhappy	Very unhappy	N/A	SKP/ REF
Interacting with your family	84	55	29	8	7	4	3	*	1
Interacting with your friends	87	59	28	6	4	2	2	1	1
Exercising or playing sports	72	36	36	18	8	5	3	2	1
Listening to music	91	65	26	4	4	2	2	*	1
Watching videos, shows, or movies	85	42	43	11	3	2	2	1	*
Spending time doing your hobbies	89	57	33	6	3	1	2	1	*
Your career and/or schooling	55	18	37	25	16	13	4	4	*
Your religious or spiritual life	48	26	22	25	6	3	3	20	*

N=2,208

Q2. How satisfied or dissatisfied are you with the quality of the relationships you have with each of the following?

[GRID ITEMS RANDOMIZED, HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

Breakwater/ NORC 10/27- 11/10/2023	Very/ Somewhat satisfied NET	Very satisfied	Somewhat satisfied	Somewhat/ Very dissatisfied NET	Somewhat dissatisfied	Very dissatisfied	SKP/ REF
Family members	82	44	38	18	14	4	*
Close friends	84	48	36	15	12	4	1
Friends or acquaintances	83	33	50	17	13	3	*
Classmates or colleagues	74	21	52	26	20	5	1

N=2,208

Q3. In a typical week, how often do you interact with each of the following by seeing them in-person?

[GRID ITEMS RANDOMIZED]

Breakwater/NORC 10/27-11/10/2023	At least daily NET	Multiple times a day	Daily	At least weekly NET	2-3 days a week	Once a week	Never	SKP/ REF
Family members	59	33	26	31	13	18	9	*
Close friends	32	15	17	51	21	30	16	1
Friends or acquaintances	30	11	19	56	23	32	14	*
Classmates or colleagues	41	16	25	32	18	14	26	1

N=2,208

Q4. In a typical week, how often do you interact with each of the following on social media or messaging apps?

[GRID ITEMS RANDOMIZED]

Breakwater/NORC 10/27-11/10/2023	At least once a day NET	Multiple times a day	Daily	At least weekly NET	2-3 days a week	Once a week	Never	SKP/ REF
Family members	49	22	27	38	22	16	12	1
Close friends	48	25	23	39	22	17	11	1
Friends or acquaintances	39	16	23	48	25	23	12	1
Classmates or colleagues	23	9	15	39	19	20	36	1

N=2,208

Q5. When it comes to interacting with friends and family in-person is each of the following a major reason, minor reason, or no reason you choose to do so in-person?

[GRID ITEMS RANDOMIZED]

Breakwater/NORC 10/27-11/10/2023	Major reason	Minor reason	Not a reason	SKP/ REF
Convenience	35	35	29	1
Being able to be authentic	49	27	23	1
Developing or fostering your relationship	51	30	18	1
Enjoyment	62	24	13	1

N=2,208

Q6. When it comes to interacting with friends and family on social media or messaging apps is each of the following a major reason, minor reason, or no reason you choose to do so on these?

[GRID ITEMS RANDOMIZED]

Breakwater/NORC 10/27-11/10/2023	Major reason	Minor reason	Not a reason	SKP/ REF
Convenience	56	26	17	1
Being able to be authentic	24	37	38	2
Developing or fostering your relationship	33	40	25	2
Enjoyment	39	39	21	1

N=2,208

Q9. How often do you use the following social media and messaging?

[GRID ITEMS RANDOMIZED]

Breakwater/NORC 10/27- 11/10/2023	At least once a day NET	Almost constant ly	Severa l times a day	About once a day	Less than once a day NET	Severa l times a week	Weekl y or less	Do not use	SKP / REF
Snapchat	36	8	17	10	21	7	14	43	*
Facebook	51	12	24	15	21	8	13	27	*
Instagram	52	12	26	14	21	8	13	26	1
WhatsApp	15	3	6	5	17	4	13	68	1
X, formerly known as Twitter	21	3	8	9	18	6	12	61	1
TikTok	40	13	17	10	16	7	9	44	*
YouTube	57	15	25	17	32	14	18	11	*
LinkedIn	10	1	3	5	26	6	20	64	1

N=2,208

If uses a social media or messaging app in Q9:

Q10. When using social media or messaging apps, how important are each of the following things to you?

[GRID ITEMS RANDOMIZED]

Breakwater/ NORC 10/27- 11/10/2023	Extremely/ Very important NET	Extremely important	Very important	Somewhat important	Not very/Not at all important NET	Not very important	Not at all important	SKP / REF
Interacting with immediate family and close friends	49	19	30	35	16	10	6	*
Interacting with less close family and friends	26	7	19	43	31	21	10	*
Interacting with people who share your interests, hobbies, or views	28	7	21	41	30	20	10	*
Staying engaged with your local community or the place you live	21	6	16	41	37	22	15	1
Following the news	24	6	18	39	36	21	15	1
Finding useful information or learning	46	14	32	39	14	10	4	1
Watching content from your favorite creators	37	11	26	38	24	17	8	1

Breakwater/ NORC 10/27- 11/10/2023	Extremely/ Very important NET	Extremely important	Very important	Somewhat important	Not very/Not at all important NET	Not very important	Not at all important	SKP/ REF
Being creative or feeling free to express yourself	35	11	24	35	29	19	10	1
Discovering new things or getting recommenda tions	40	9	31	41	18	12	6	1

N=2,176

If uses a social media or messaging app in Q9:

Q12. In general, does what you see on social media or messaging apps make you feel...

[GRID ITEMS RANDOMIZED]

Breakwater/NORC 10/27-11/10/2023	Yes, a lot	Yes, a little	No	SKP/ REF
Like you have a place where you can show your creative side	19	45	35	1
More in touch with what is going on in your community or the place you live	21	53	25	1
More in touch with what is going on in your friends' lives	28	52	19	1
Like you have people who can support you through tough times	20	43	35	1
Overwhelmed	16	40	43	1
Pressured to post content that will get lots of comments or likes	9	26	63	1
Pressured to only post content that makes you look good to others	14	31	53	2
Connected to a community you would not have offline	20	45	34	2
Like you are expanding your knowledge about the world	22	53	23	1

N=2,176

If uses a social media or messaging app in Q9:

Q13. When it comes to the following topics, do you communicate about each of these more on social media, more on messaging apps, or about the same? If you do not communicate about this, you can say that too.

[GRID ITEMS RANDOMIZED, HALF SAMPLE ASKED RESPONSE OPTIONS 1, 2 IN REVERSE ORDER]

Breakwater/NORC 10/27-11/10/2023	More on social media	More on messaging apps	About the same	Do not communicate about it	SKP/ REF
Your accomplishments	19	19	29	31	1
Your romantic life	8	20	22	49	1
Your family or friends	12	33	31	23	1
Your emotions or feelings	10	28	26	36	1
Your opinions or beliefs	14	22	29	35	1
Your activities, interests, or hobbies	27	19	35	19	*
Your school or work	10	24	27	39	*

N=2,176

If uses a social media or messaging app in Q9:

Q14. When using social media or messaging apps, how important are each of the following things to you?

[GRID ITEMS RANDOMIZED]

Breakwater/ NORC 10/27- 11/10/2023	Extremely/ Very important NET	Extremely important	Very important	Somewhat important	Not very/ Not at all important NET	Not very important	Not at all important	SKP/ REF
Sharing photos of yourself	12	2	9	29	58	26	32	1
Uploading videos you've recorded or created	12	3	10	26	60	25	36	1
Posting updates on where you are or what you are doing	9	2	7	25	64	26	38	1
Posting messages that only your closest friends would understand	15	3	12	28	55	25	30	1
Posting things you think will be popular or go viral	9	3	7	19	71	25	46	1
Receiving likes or positive comments on your posts	13	3	10	31	55	24	31	1

N=2,176

If uses a social media or messaging app in Q9:

Q15. How often do you do each of the following when using social media or messaging apps?

[GRID ITEMS RANDOMIZED, HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

Breakwater/NORC 10/27-11/10/2023	Often/ Always NET	Always	Often	Some of the time	Never/ Rarely NET	Rarely	Never	SKP/ REF
Scrolling through your timeline or feed	51	19	32	30	18	11	7	*
Viewing short-form video content	46	14	32	34	20	12	8	1
Direct messaging, picture, or video sharing with family and close friends	44	13	31	33	22	14	7	1
Posting text, picture, or video content to your account or page	17	4	12	35	47	29	18	*
Viewing “stories” or temporary posts by family and friends	38	14	24	32	30	18	12	1
Commenting on posts, replying to comments, or reading replies to or comments on posts	19	5	15	33	47	29	17	1
Following the news through your timeline or feed	26	7	19	37	35	18	16	1
Looking at content produced by influencers or celebrities	21	4	16	36	42	22	20	1
Maintaining a daily “streak” of messages between yourself and another person	19	9	10	20	59	19	40	1
Creating temporary posts or sending short-lived or disappearing messages or posts to family and friends	14	4	10	26	59	25	34	1

N=2,176

If uses a social media or messaging app in Q9:

Q16. How happy or unhappy does each of the following make you feel when you are doing it on social media or messaging apps?

[GRID ITEMS RANDOMIZED, HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

Breakwater/ NORC 10/27- 11/10/2023	Very/ Somewhat happy NET	Very happy	Somewhat happy	Neither happy nor unhappy	Somewhat / Very unhappy NET	Somewhat unhappy	Very happy	Never do it	SKP / REF
Scrolling through your timeline or feed	38	9	30	41	14	10	3	6	1
Viewing short- form video content	48	12	35	34	10	7	3	7	1
Direct messaging, picture, or video sharing with family and close friends	62	22	41	26	7	5	2	4	1
Posting text, picture, or video content to your account or page	38	9	30	37	8	6	2	15	1
Viewing “stories” or temporary posts by family and friends	44	11	32	37	9	6	2	10	1
Commenting on posts, replying to comments, or reading replies to or comments on posts	32	8	25	43	9	7	2	14	2
Following the news through your timeline or feed	25	7	18	45	17	13	4	11	1
Looking at content produced by influencers or celebrities	30	7	23	43	12	8	5	14	1

Breakwater/ NORC 10/27- 11/10/2023	Very/ Somewhat happy NET	Very happy	Somewhat happy	Neither happy nor unhappy	Somewhat / Very unhappy NET	Somewhat unhappy	Very happy	Never do it	SKP / REF
Maintaining a daily “streak” of messages between yourself and another person	27	9	17	33	8	6	2	31	1
Creating temporary posts or sending short- lived or disappearing messages or posts to family and friends	29	8	21	38	7	5	2	24	1

N=2,176

Q17. In the coming year, would you want to spend more time, less time, or about the same amount of time doing each of the following on social media or messaging apps?

[GRID ITEMS RANDOMIZED, HALF SAMPLE ASKED RESPONSE OPTIONS 1, 2 IN REVERSE ORDER]

Breakwater/NORC 10/27-11/10/2023	More time	Less time	About the same	SKP/ REF
Scrolling through your timeline or feed	16	48	35	1
Viewing short-form video content	13	45	41	1
Direct messaging, picture, or video sharing with family and close friends	28	26	45	1
Posting text, picture, or video content to your account or page	18	36	45	2
Viewing “stories” or temporary posts by family and friends	16	39	44	1
Commenting on posts, replying to comments, or reading replies to or comments on posts	14	35	48	3
Following the news through your timeline or feed	16	37	44	2
Looking at content produced by influencers or celebrities	13	45	41	2
Maintaining a daily “streak” of messages between yourself and another person	15	34	49	2
Creating temporary posts or sending short-lived or disappearing messages or posts to family and friends	16	35	47	2

N=2,208

Q18. For each of the following common digital platform features, please select which social media or messaging app you most closely associate this feature with.

[GRID ITEMS RANDOMIZED]

Breakwater/ NORC 10/27- 11/10/2023	Snapchat	Facebook	Instagram	WhatsApp	X, formerly known as Twitter	TikTok	YouTube	LinkedIn	None of these	SKP / REF
Scrolling through your timeline or feed	3	35	26	2	8	10	4	1	11	2
Viewing short- form video content	5	14	19	2	2	31	14	*	9	2
Direct messaging, picture, or video sharing with family and close friends	14	29	21	10	2	4	2	*	16	2
Posting text, picture, or video content to your account or page	9	26	32	3	5	4	3	*	15	2
Viewing “stories” or temporary posts by family and friends	20	22	34	3	2	4	2	*	11	2
Commenting on posts, replying to comments, or reading replies to or comments on posts	3	33	22	3	7	6	6	1	17	2

Breakwater/ NORC 10/27- 11/10/2023	Snapchat	Facebook	Instagram	WhatsApp	X, formerly known as Twitter	TikTok	YouTube	LinkedIn	None of these	SKP / REF
Following the news through your timeline or feed	4	28	15	2	14	7	6	1	21	2
Looking at content produced by influencers or celebrities	3	11	31	2	4	17	12	1	18	2
Maintaining a daily “streak” of messages between yourself and another person	35	12	9	5	2	2	2	*	31	2
Creating temporary posts or sending short-lived or disappearing messages or posts to family and friends	32	12	19	4	1	4	2	*	23	2

N=2,208

AGE

	Breakwater/NORC 10/27-11/10/2023
13-17	17
18-29	41
30-40	42
<i>N=</i>	<i>2,208</i>

GENDER

	Breakwater/NORC 10/27-11/10/2023
Male	51
Female	49
<i>N=</i>	<i>2,208</i>

RACE/ETHNICITY

	Breakwater/NORC 10/27-11/10/2023
White	53
Black	13
Hispanic	23
Other	11
<i>N=</i>	<i>2,208</i>

INCOME

	Breakwater/NORC 10/27-11/10/2023
Less than \$30,000	26
\$30,000 to under \$60,000	25
\$60,000 to under \$100,000	24
\$100,000 or more	25
<i>N=</i>	<i>2,208</i>

EDUCATION

	Breakwater/NORC 10/27-11/10/2023
Less than high school	9
High school graduate or equivalent	28
Some college/Associate degree	29
Bachelor's degree	22
Post grad study/Professional degree	12
<i>N=</i>	<i>1,978</i>

PARENTS' EDUCATION

	Breakwater/NORC 10/27-11/10/2023
Less than high school	8
High school graduate or equivalent	20
Some college/Associate degree	24
Bachelor's degree	23
Post grad study/Professional degree	24
<i>N=</i>	<i>230</i>

Study Methodology

This survey, funded by Snap Inc., was conducted by NORC at the University of Chicago. Data were collected using AmeriSpeak®, NORC's probability-based panel designed to be representative of the U.S. household population. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face-to-face). The panel provides sample coverage of approximately 97 percent of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.

Interviews for this survey were conducted between October 27 and November 10, 2023. Adult panel members ages 18 to 40 were randomly drawn from AmeriSpeak, and 1,978 completed the survey – 1,977 via the web and 1 via telephone. Teen panel member ages 13 to 17 were drawn from AmeriSpeak Teen, and 230 completed the survey – all via the web. Interviews were conducted in English and Spanish, depending on respondent preference. Respondents were offered a small monetary incentive (\$3) for completing the survey.

Quality assurance checks were conducted to ensure data quality. In total, 262 interviews were removed for nonresponse to at least 50% of the questions asked of them, for completing the survey in less than one-third of the median interview time for the full sample, or for straight-lining all grid questions asked of them. These interviews were excluded from the data prior to weighting.

The final stage completion rate is 18.8 percent, the weighted household panel response rate is 21.5 percent, and the weighted household panel retention rate is 78.9 percent, for a cumulative response rate of 3.2 percent. The overall margin of sampling error is +/-2.9 percentage points at the 95 percent confidence level, including the design effect.

Sampling error is only one of many potential sources of error and there may be other unmeasured error in this or any other survey.

Once the sample has been selected and fielded, and all the study data have been collected and made final, a raking process is used to adjust for any survey nonresponse as well as any non-coverage or under and oversampling resulting from the study specific sample design. Raking variables included age, gender, census region, race/ethnicity, and education. Population control totals for the raking variables were obtained from the 2022 Current Population Survey. The weighted data reflect the U.S. population of people ages 13 to 40.

For additional information about the AmeriSpeak Panel methodology is available at: <https://amerispeak.norc.org/us/en/amerispeak/about-amerispeak/panel-design.html>.

For more information, email info@norc.org.

ABOUT NORC AT THE UNIVERSITY OF CHICAGO

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around the world partner with NORC to transform increasingly complex information into useful knowledge.

NORC conducts research in five main areas: Economics, Markets, and the Workforce; Education, Training and Learning; Global Development; Health and Well-Being; and Society, Media, and Public Affairs.

ABOUT SNAP INC.

Snap Inc. is a technology company. We believe the camera presents the greatest opportunity to improve the way people live and communicate. We contribute to human progress by empowering people to express themselves, live in the moment, learn about the world, and have fun together. For more information, visit snap.com.

Snapchat is an app that empowers people to express themselves, live in the moment, learn about the world, and have fun together. It's the easiest and fastest way to communicate the full range of human emotions with your friends without pressure to be popular, pretty, or perfect. Snap's camera supports real friendships through visual communication, self-expression, and storytelling. Moving forward, our camera will play a transformative role in how people experience the world around them, combining what they see in the real world, with all that's available to them in the digital world.

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