

FACT SHEET | SEPTEMBER 17, 2024

News consumption on social media

Who consumes news on each social media site?

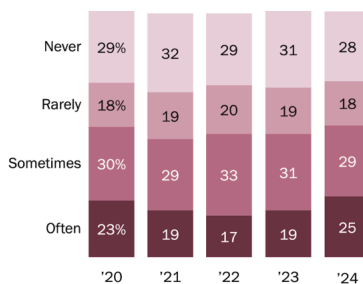
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# Social Media and News Fact Sheet

Digital sources have become an important part of [Americans' news diets](#) – with social media playing a crucial role, particularly for younger adults. Overall, just over half of U.S. adults (54%) say they at least sometimes get news from social media, up slightly compared with the last few years.

## News consumption on social media

*% of U.S. adults who get news from social media ...*



Note: Figures may not add up to 100% due to rounding. Respondents who do not use the internet did not receive this question; they are included with those who said "Never," along with those who do not say they get news from digital devices. Source: Survey of U.S. adults conducted July 15-Aug. 4, 2024.

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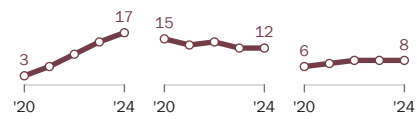
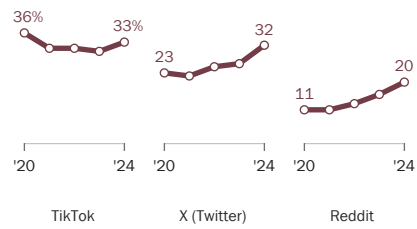
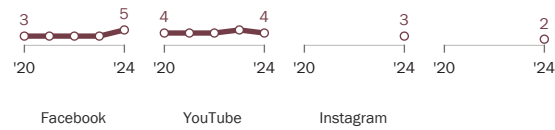
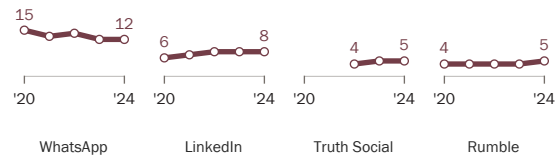
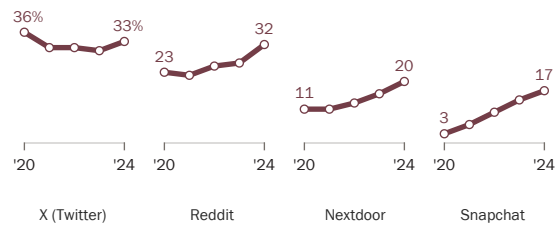
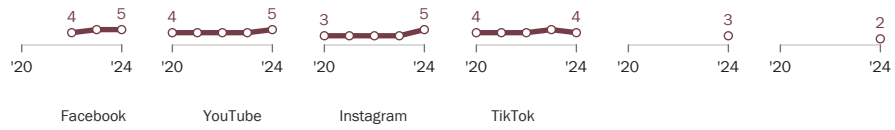
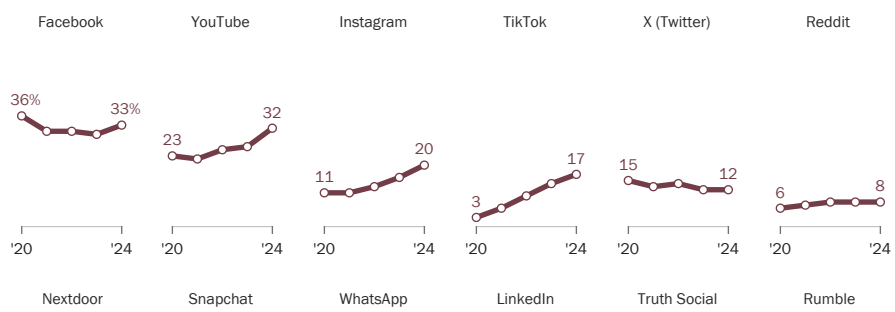
## News consumption on social media

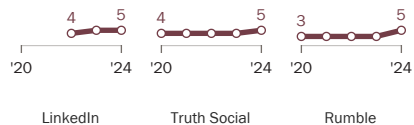
Facebook and YouTube outpace all other social media sites as places where Americans regularly get news. About a third of U.S. adults say they regularly get news on each of these two sites.

Smaller shares of Americans regularly get news on Instagram (20%), TikTok (17%) or X, formerly known as Twitter (12%). And even fewer get news on several other sites, including Reddit (8%), Nextdoor (5%), Snapchat (5%), WhatsApp (5%), LinkedIn (4%), Truth Social (3%) and Rumble (2%).

## News consumption by social media site

*% of U.S. adults who **regularly** get news on each social media site*





Source: Survey of U.S. adults conducted July 15-Aug. 4, 2024.

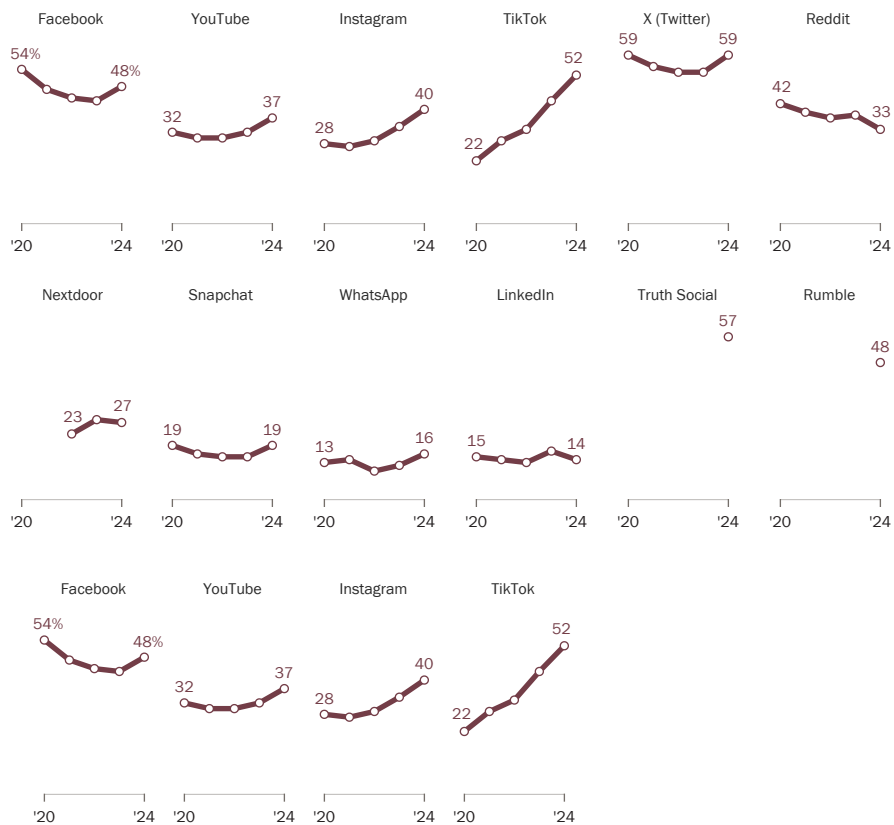
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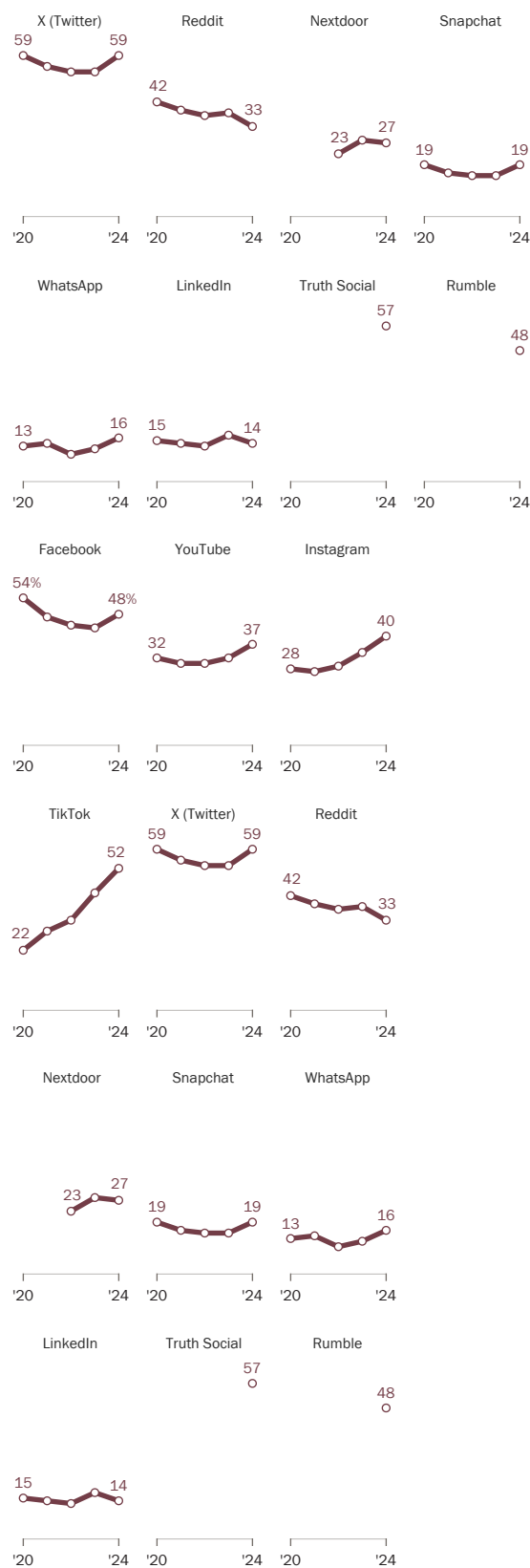
Some social media sites – despite having relatively small overall audiences – stand out as destinations for news among many of their users. For example, 59% of X users get news there, as do a similar share of users on Truth Social (57%), the site owned by former President Donald Trump. On the other hand, only 14% of LinkedIn users regularly get news on that platform.

About half of TikTok users (52%) say they regularly get news on the site, up from 43% in 2023 and just 22% in 2020. The share of users who get news also has risen on several other sites, including YouTube and Instagram.

### Social media sites by portion of users who regularly get news there

% of each social media site's users who **regularly** get news there





Source: Survey of U.S. adults conducted July 15-Aug. 4, 2024.

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## Who consumes news on each social media site?

The people who regularly get news on different social media sites often differ by gender, age, political party and other factors. For example, women make up greater portions of regular news consumers on Nextdoor (64%), TikTok (62%), Facebook (60%), Snapchat

(60%) and Instagram (59%), while men make up greater shares on Reddit (68%), X (64%), Rumble (60%), Truth Social (58%) and YouTube (57%).

News consumers on Snapchat, TikTok, Instagram, X and Reddit tend to be younger than those on other sites. Other patterns are unique to individual sites. For instance, 48% of news consumers on WhatsApp are Hispanic – much higher than on any other site. And LinkedIn has the largest portion of news consumers with a college degree (55%).

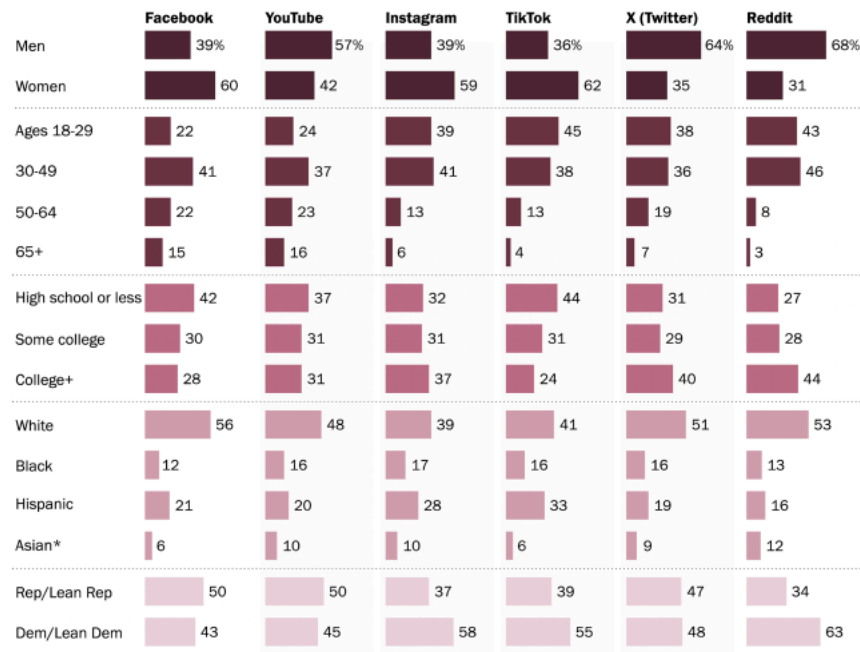
There also are partisan differences among those who regularly get news on some social media sites. Overwhelming shares of regular news consumers on Truth Social (88%) and Rumble (83%) are Republicans or Republican-leaning independents, as are half of those on Facebook and YouTube. On Instagram, WhatsApp, TikTok, Reddit and Nextdoor, news consumers are more likely to be Democrats or Democratic leaners. X news consumers are about evenly divided by party.

([Read the Appendix](#) for data on the demographic and partisan makeup of U.S. adults who regularly get news from each social media site.)

**Facebook, YouTube, Instagram, TikTok, X (Twitter), Reddit**

**Demographic profiles and party identification of regular social media news consumers in the U.S.**

*% of each social media site's regular news consumers who are ...*



\* Estimates for Asian adults are representative of English speakers only.  
 Note: White, Black and Asian adults include those who report being only one race and are not Hispanic; Hispanic adults are of any race.  
 Source: Survey of U.S. adults conducted July 15-Aug. 4, 2024.

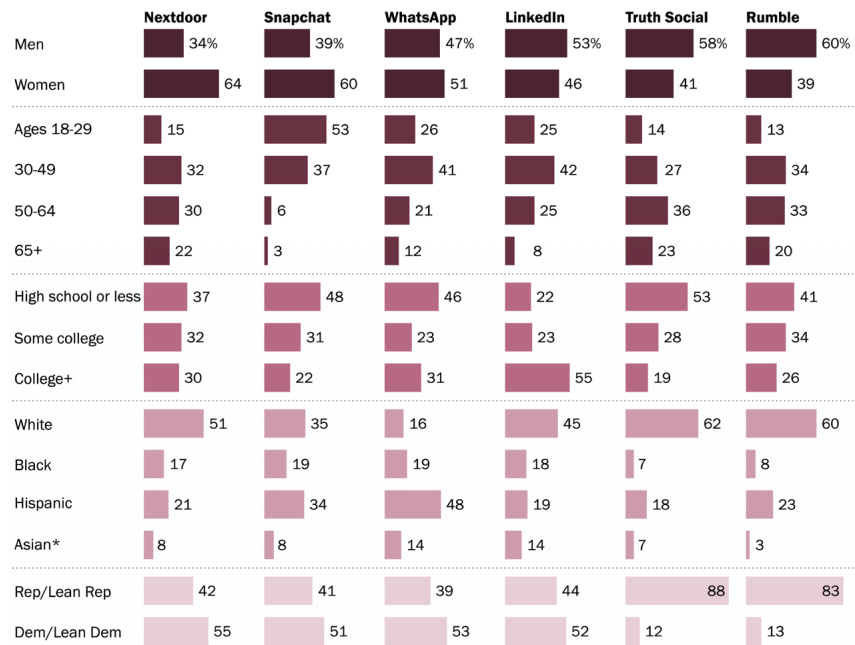
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**Nextdoor, Snapchat, WhatsApp, LinkedIn, Truth Social, Rumble**

**Demographic profiles and party identification of regular social media news consumers in the U.S.**

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