

# DATA FOR **PROGRESS**

From February 28 to March 1, 2025, Data for Progress conducted a survey of 1,191 U.S. likely voters nationally using web panel respondents. The sample was weighted to be representative of likely voters by age, gender, education, race, geography, and recalled presidential vote. The survey was conducted in English. The margin of error associated with the sample size is  $\pm 3$  percentage points. Results for subgroups of the sample are subject to increased margins of error. For more information please visit [dataforprogress.org/our-methodology](https://dataforprogress.org/our-methodology).

NB: subgroups with a n-size less than 50 (<50) are not shown on these cross-tabs. We choose not to display N<50 subgroups because the sample is too small to have statistical significance. We did, however, take samples of these subgroups for representational and weighting purposes to accurately reflect the electorate makeup. Some values may not add up to 100 due to rounding.

N=1,191 unless otherwise specified.

**[1]** Do you think that online communities, like Facebook Groups or Reddit forums, can be used successfully to advocate for social or political change?

| Response   | Topline | Female | Male | Under 45 | 45+ | No College | College | Black or African American | White | Latino | Urban | Suburban | Rural |
|--|---------|--------|------|----------|-----|------------|---------|---------------------------|-------|--------|-------|----------|-------|
| Yes, online communities can be used successfully to advocate for social or political change    | 50      | 50     | 50   | 61       | 45  | 50         | 51      | 53                        | 49    | 58     | 51    | 49       | 50    |
| No, online communities can not be used successfully to advocate for social or political change | 33      | 31     | 36   | 27       | 36  | 32         | 36      | 36                        | 33    | 23     | 32    | 32       | 36    |
| Don't know   | 17      | 19     | 14   | 11       | 19  | 18         | 14      | 11                        | 17    | 19     | 17    | 19       | 14    |
| Weighted N   | 1,191   | 635    | 556  | 386      | 805 | 767        | 424     | 127                       | 851   | 162    | 375   | 441      | 375   |

**[2]** Have online platforms, like social media, email, or messaging apps, made it easier or harder for you to engage in political or social issues?

| Response        | Topline | Female | Male | Under 45 | 45+ | No College | College | Black or African American | White | Latino | Urban | Suburban | Rural |
|-----------------|---------|--------|------|----------|-----|------------|---------|---------------------------|-------|--------|-------|----------|-------|
| Much easier     | 20      | 19     | 20   | 31       | 14  | 21         | 19      | 24                        | 19    | 24     | 22    | 20       | 18    |
| Somewhat easier | 30      | 31     | 29   | 33       | 28  | 30         | 29      | 40                        | 28    | 29     | 30    | 30       | 30    |
| Somewhat harder | 10      | 10     | 10   | 12       | 9   | 10         | 10      | 7                         | 9     | 16     | 13    | 8        | 10    |
| Much harder     | 7       | 5      | 9    | 6        | 8   | 6          | 9       | 7                         | 7     | 5      | 8     | 7        | 8     |
| No difference   | 33      | 35     | 32   | 18       | 41  | 33         | 33      | 22                        | 37    | 26     | 28    | 36       | 35    |
| EASIER (TOTAL)  | 50      | 50     | 49   | 64       | 42  | 51         | 48      | 64                        | 47    | 53     | 52    | 50       | 48    |
| HARDER (TOTAL)  | 17      | 15     | 19   | 18       | 17  | 16         | 19      | 14                        | 16    | 21     | 21    | 15       | 18    |
| EASIER (NET)    | +33     | +35    | +30  | +46      | +25 | +35        | +29     | +50                       | +31   | +32    | +31   | +35      | +30   |
| Weighted N      | 1,191   | 635    | 556  | 386      | 805 | 767        | 424     | 127                       | 851   | 162    | 375   | 441      | 375   |

**[3]** Have you participated in any social or political actions, such as protests, petitions, or community meetings, that were organized primarily through online platforms or organized through in-person methods of communication?

Select all that apply.

| Response  | Topline | Female | Male | Under 45 | 45+ | No College | College | Black or African American | White | Latino | Urban | Suburban | Rural |
|---|---------|--------|------|----------|-----|------------|---------|---------------------------|-------|--------|-------|----------|-------|
| No, I have <b>not</b> participated in any social or political actions   | 72      | 75     | 68   | 54       | 80  | 75         | 66      | 57                        | 76    | 60     | 63    | 72       | 81    |
| Yes, I have participated in social or political actions that were organized primarily through online platforms like social media, email, or messaging apps  | 17      | 16     | 19   | 29       | 12  | 15         | 21      | 23                        | 15    | 23     | 22    | 18       | 12    |
| Yes, I have participated in social or political actions that were organized through in-person methods of communication like word of mouth or printed flyers | 10      | 8      | 12   | 17       | 7   | 8          | 13      | 19                        | 8     | 16     | 14    | 10       | 7     |
| Don't know  | 3       | 3      | 4    | 4        | 3   | 4          | 3       | 3                         | 3     | 3      | 4     | 4        | 2     |
| Weighted N  | 1,191   | 635    | 556  | 386      | 805 | 767        | 424     | 127                       | 851   | 162    | 375   | 441      | 375   |

**[4]** How important is a strong online presence (active social media, email campaigns, digital organizing) for social or political organizations to reach you?

| Response              | Topline | Female | Male | Under 45 | 45+ | No College | College | Black or African American | White | Latino | Urban | Suburban | Rural |
|-----------------------|---------|--------|------|----------|-----|------------|---------|---------------------------|-------|--------|-------|----------|-------|
| Very important        | 23      | 23     | 23   | 31       | 19  | 23         | 23      | 22                        | 22    | 33     | 29    | 23       | 18    |
| Somewhat important    | 40      | 39     | 40   | 44       | 38  | 39         | 41      | 39                        | 39    | 44     | 40    | 42       | 36    |
| Not very important    | 20      | 20     | 20   | 15       | 22  | 21         | 18      | 25                        | 21    | 13     | 18    | 18       | 25    |
| Not important at all  | 17      | 17     | 17   | 10       | 21  | 17         | 18      | 14                        | 18    | 10     | 13    | 18       | 21    |
| IMPORTANT (TOTAL)     | 63      | 62     | 63   | 75       | 57  | 62         | 64      | 61                        | 61    | 77     | 69    | 65       | 54    |
| NOT IMPORTANT (TOTAL) | 37      | 37     | 37   | 25       | 43  | 38         | 36      | 39                        | 39    | 23     | 31    | 36       | 46    |
| IMPORTANT (NET)       | +26     | +25    | +26  | +50      | +14 | +24        | +28     | +22                       | +22   | +54    | +38   | +29      | +8    |
| Weighted N            | 1,191   | 635    | 556  | 386      | 805 | 767        | 424     | 127                       | 851   | 162    | 375   | 441      | 375   |