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Social Media Update 2013

42% of online adults use multiple social networking sites, but Facebook remains the platform of choice

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Main Findings

Some 73% of online adults now use a social networking site of some kind.¹ Facebook is the dominant social networking platform in the number of users, but a striking number of users are now diversifying onto other platforms. Some 42% of online adults now use multiple social networking sites. In addition, Instagram users are nearly as likely as Facebook users to check in to the site on a daily basis. These are among the key findings on social networking site usage and adoption from a new survey from the Pew Research Center's Internet Project.

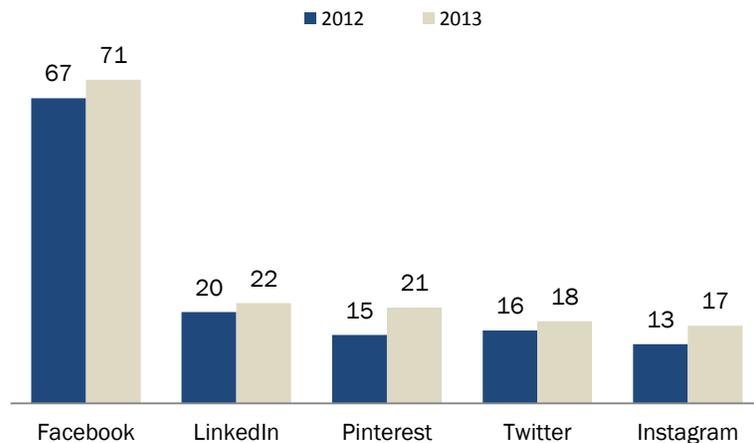
Despite recent growth by services such as Pinterest and Instagram, Facebook remains the dominant social networking platform

As in [previous Pew Research surveys](#) of social networking usage, Facebook remains the dominant player in the social networking space. Some 71% of online adults are now Facebook users, a slight increase from the 67% of online adults who used Facebook as of late 2012.

While Facebook is popular across a diverse mix of demographic groups, other sites have developed their own unique demographic user profiles. For example, Pinterest holds particular appeal to female users (women are four times as likely as men to be Pinterest users), and LinkedIn is especially popular among college graduates and internet users in higher income households. Twitter and Instagram have

Social media sites, 2012-2013

% of online adults who use the following social media websites, by year



Pew Research Center's Internet Project Tracking Surveys, 2012-2013. 2013 data collected August 07 - September 16, 2013. N=1,445 internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.9 percentage points.

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¹ This figure is based on a general social media usage question from a separate survey, conducted July 18-September 30, 2013 among 6,010 adults in the U.S. For more information on general social networking site usage and demographics, see <http://pewinternet.org/Commentary/2012/March/Pew-Internet-Social-Networking-full-detail.aspx>

particular appeal to younger adults, urban dwellers, and non-whites. And there is substantial overlap between Twitter and Instagram user bases.

Facebook and Instagram exhibit especially high levels of user engagement: A majority of users on these sites check in to them on a daily basis

In addition to being the most commonly used social networking platform of the five we measured, Facebook also has high levels of engagement among its users: 63% of Facebook users visit the site at least once a day, with 40% doing so multiple times throughout the day. Instagram and Twitter have a significantly smaller number of users than Facebook does, but users of these sites also tend to visit them frequently. Some 57% of Instagram users visit the site at least once a day (with 35% doing so multiple times per day), and 46% of Twitter users are daily visitors (with 29% visiting multiple times per day).

42% of online adults use multiple social networking platforms. For those who use only one social networking site, Facebook is typically—though not always—the platform of choice.

Overall, 42% of online adults use two or more of these social networks, while 36% use only one (the remaining 22% did not use any of the five specific sites we asked about). Among those who only use one major social networking platform, 84% say that Facebook is the single site that they frequent. However, other “single platform” social networking site users have adopted a site other than Facebook as their platform of choice. Among those who use just one social networking site, 8% use LinkedIn, 4% use Pinterest, and 2% each say that Instagram or Twitter is their sole social networking site.

A note on the social networking platforms measured in this survey

In this survey, we only asked about a subset of the social networking sites that people use. The Pew Research Center’s Journalism Project has collected recent data on the use of other social networking platforms – especially in the context of getting news. To read their material about other sites such as YouTube, Google+, Tumblr, Reddit, and Vine, please go to <http://www.journalism.org/2013/11/14/news-use-across-social-media-platforms/>.

About this survey

The results in this report are based on data from telephone interviews conducted by Princeton Survey Research Associates International from August 7 to September 16, 2013, among a sample

of 1,801 adults, age 18 and older. Telephone interviews were conducted in English and Spanish by landline (901) and cell phone (900, including 482 without a landline phone). For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 2.6 percentage points. For results based on Internet users (n=1,445), the margin of sampling error is plus or minus 2.9 percentage points.

Demographics of key social networking platforms

Fully 71% of online adults now use Facebook, and usage among seniors has increased significantly in the last year. Some 45% of internet users age 65 or older now use Facebook, up from 35% who did so in late 2012. Women are also particularly likely to use Facebook compared with men.

Facebook users

Among online adults, the % who use Facebook

	Use Facebook
<i>All internet users (n= 1,445)</i>	71%
a Men (n= 734)	66
b Women (n= 711)	76 ^a
a White, Non-Hispanic (n= 1,025)	71
b Black, Non-Hispanic (n= 138)	76
c Hispanic (n= 169)	73
a 18-29 (n= 267)	84 ^{cd}
b 30-49 (n= 473)	79 ^{cd}
c 50-64 (n= 401)	60 ^d
d 65+ (n= 278)	45
a High school grad or less (n= 385)	71
b Some college (n= 433)	75 ^c
c College+ (n= 619)	68
a Less than \$30,000/yr (n= 328)	76 ^d
b \$30,000-\$49,999 (n= 259)	76
c \$50,000-\$74,999 (n= 187)	68
d \$75,000+ (n= 486)	69
a Urban (n= 479)	75
b Suburban (n= 700)	69
c Rural (n= 266)	71

Pew Research Center's Internet Project August Tracking Survey, August 07 –September 16, 2013. N=1,445 internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.9 percentage points.

Note: Percentages marked with a superscript letter (e.g., ^a) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g., age).

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Some 18% of online adults currently use Twitter, statistically similar to the 16% who did so in 2012. As was the case in our previous surveys on Twitter use, adoption levels are particularly high among younger adults and African-Americans.

Twitter users

Among online adults, the % who use Twitter

	Use Twitter
<i>All internet users (n= 1,445)</i>	18%
a Men (n= 734)	17
b Women (n= 711)	18
a White, Non-Hispanic (n= 1,025)	16
b Black, Non-Hispanic (n= 138)	29 ^{ac}
c Hispanic (n= 169)	16
a 18-29 (n= 267)	31 ^{bcd}
b 30-49 (n= 473)	19 ^{cd}
c 50-64 (n= 401)	9
d 65+ (n= 278)	5
a High school grad or less (n= 385)	17
b Some college (n= 433)	18
c College+ (n= 619)	18
a Less than \$30,000/yr (n= 328)	17
b \$30,000-\$49,999 (n= 259)	18
c \$50,000-\$74,999 (n= 187)	15
d \$75,000+ (n= 486)	19
a Urban (n= 479)	18 ^c
b Suburban (n= 700)	19 ^c
c Rural (n= 266)	11

Pew Research Center's Internet Project August Tracking Survey, August 07 -September 16, 2013. N=1,445 internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.9 percentage points.

Note: Percentages marked with a superscript letter (e.g., ^a) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g., age).

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Some 17% of online adults use Instagram, up from 13% in late 2012. Two groups in particular have experienced a notable increase in Instagram usage in the last year. Instagram adoption by internet users ages 18-29 has increased from 28% in late 2012 to 37% in 2013, and adoption by African American internet users has increased from 23% to 34% over the same time period. Instagram was acquired by Facebook in April 2013.

Instagram users

Among online adults, the % who use Instagram

	Use Instagram
<i>All internet users</i> (n= 1,445)	17%
a Men (n= 734)	15
b Women (n= 711)	20 ^a
a White, Non-Hispanic (n= 1,025)	12
b Black, Non-Hispanic (n= 138)	34 ^{ac}
c Hispanic (n= 169)	23 ^a
a 18-29 (n= 267)	37 ^{bcd}
b 30-49 (n= 473)	18 ^{cd}
c 50-64 (n= 401)	6 ^d
d 65+ (n= 278)	1
a High school grad or less (n= 385)	16
b Some college (n= 433)	21 ^c
c College+ (n= 619)	15
a Less than \$30,000/yr (n= 328)	18
b \$30,000-\$49,999 (n= 259)	20
c \$50,000-\$74,999 (n= 187)	15
d \$75,000+ (n= 486)	16
a Urban (n= 479)	22 ^c
b Suburban (n= 700)	18 ^c
c Rural (n= 266)	6

Pew Research Center's Internet Project August Tracking Survey, August 07 -September 16, 2013. N=1,445 internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.9 percentage points.

Note: Percentages marked with a superscript letter (e.g., ^a) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g., age).

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Some 21% of online adults use Pinterest, up from the 15% who did so in December 2012. Women continue to dominate the site: fully 33% of online women are Pinterest users, compared to just 8% of men. Pinterest users also skew slightly towards the affluent side – those in the highest income bracket are more likely than those in the lowest to use the site, as are those with a college degree or higher compared to those who have not attended college.

Pinterest users

Among online adults, the % who use Pinterest

	Use Pinterest
<i>All internet users</i> (n= 1,445)	21%
a Men (n= 734)	8
b Women (n= 711)	33 ^a
a White, Non-Hispanic (n= 1,025)	21
b Black, Non-Hispanic (n= 138)	20
c Hispanic (n= 169)	18
a 18-29 (n= 267)	27 ^{cd}
b 30-49 (n= 473)	24 ^{cd}
c 50-64 (n= 401)	14
d 65+ (n= 278)	9
a High school grad or less (n= 385)	17
b Some college (n= 433)	20
c College+ (n= 619)	25 ^a
a Less than \$30,000/yr (n= 328)	15
b \$30,000-\$49,999 (n= 259)	21
c \$50,000-\$74,999 (n= 187)	21
d \$75,000+ (n= 486)	27 ^a
a Urban (n= 479)	19
b Suburban (n= 700)	23 ^c
c Rural (n= 266)	17

Pew Research Center's Internet Project August Tracking Survey, August 07 –September 16, 2013. N=1,445 internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.9 percentage points.

Note: Percentages marked with a superscript letter (e.g., ^a) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g., age).

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Some 22% of online adults are LinkedIn users. As a platform geared towards professional networking, its user demographics are unique from the other sites discussed above. Specifically, LinkedIn usage is especially high among people with a college degree or higher, and among those with an annual household income of \$75,000 or more. It is also the only social networking site we measured for which usage among 50-64 year olds is higher than usage among those ages 18-29.

LinkedIn users

Among online adults, the % who use LinkedIn

	Use LinkedIn
All internet users (n= 1,445)	22%
a Men (n= 734)	24 ^D
b Women (n= 711)	19
a White, Non-Hispanic (n= 1,025)	22 ^C
b Black, Non-Hispanic (n= 138)	30 ^C
c Hispanic (n= 169)	13
a 18-29 (n= 267)	15
b 30-49 (n= 473)	27 ^{ad}
c 50-64 (n= 401)	24 ^{ad}
d 65+ (n= 278)	13
a High school grad or less (n= 385)	12
b Some college (n= 433)	16
c College+ (n= 619)	38 ^{ab}
a Less than \$30,000/yr (n= 328)	12
b \$30,000-\$49,999 (n= 259)	13
c \$50,000-\$74,999 (n= 187)	22 ^{ab}
d \$75,000+ (n= 486)	38 ^{abc}
a Employed (n= 912)	27 ^b
b Not employed (n= 524)	12
a Urban (n= 479)	23 ^C
b Suburban (n= 700)	26 ^C
c Rural (n= 266)	8

Pew Research Center's Internet Project August Tracking Survey, August 07 -September 16, 2013. N=1,445 internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.9 percentage points.

Note: Percentages marked with a superscript letter (e.g., ^a) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g., age).

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Frequency of social media use

When asked how often they visit the social networking sites they use, Facebook, Instagram, and Twitter users stand out as having the highest rates of engagement.

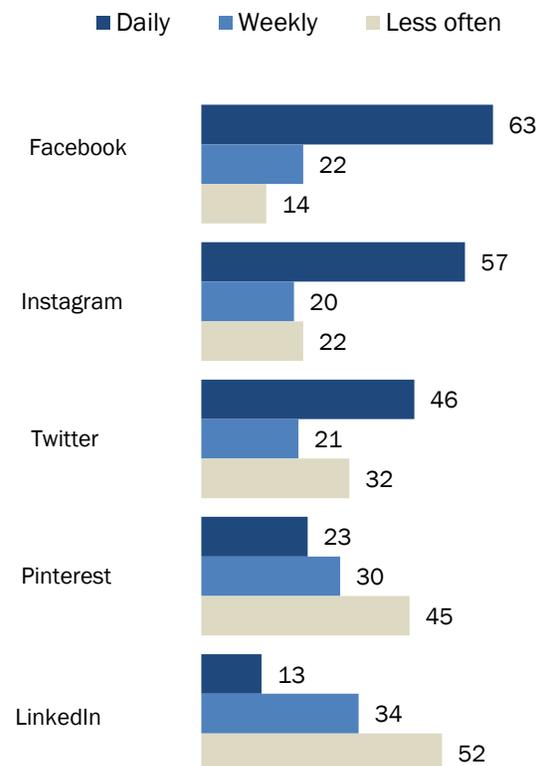
Fully 63% of Facebook users report going on the site at least daily (with 40% logging on multiple times per day), giving it not only the highest overall percentage of users, but also the most engaged. Just 14% of Facebook users say that they visit the site less than once a week.

Instagram users visit the site nearly as frequently as Facebook users. More than half of Instagram users (57%) use the app on a daily basis, with 35% doing so several times per day. Twitter users are also frequent visitors to the site. Some 46% use Twitter daily, with 29% checking in several times per day. However, 32% of Twitter users say that they check in less than once per week.

Pinterest and LinkedIn users tend to have more intermittent patterns of usage. Just 23% of Pinterest users and 13% of LinkedIn users visit the sites daily, and around half say they use the sites less than once per week.

Frequency of social media site use

% of social media site users who use a particular site with the following frequencies (% is reported among each specific site's user groups, e.g., 63% of Facebook users use the site on a daily basis)



Pew Research Center's Internet Project August Tracking Survey, August 07 –September 16, 2013. Interviews were conducted in English and Spanish and on landline and cell phones.

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Social media matrix

Some 36% of internet users say that they use just one of the five social media sites specified in this report (Facebook, Twitter, Instagram, Pinterest, and LinkedIn), while 42% use two or more of these sites. The remaining 22% of internet users have not adopted any of the five major platforms we asked about in our survey.

Among those internet users who only use one of these five major social networking platforms, 8% use LinkedIn, 4% use Pinterest, and 2% each say that Instagram or Twitter is their sole social networking site. The remaining 84% say that Facebook is the one social networking site they use.

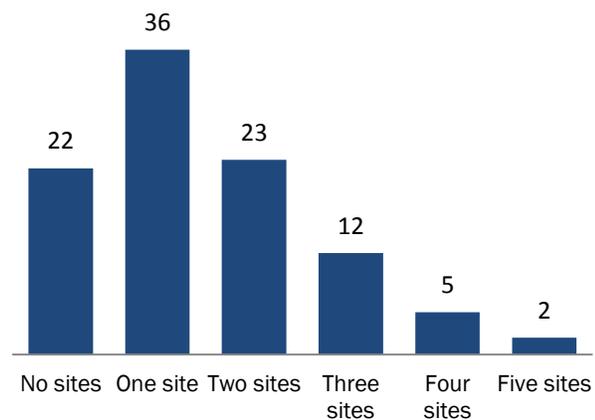
Facebook is by far the most commonly-used social networking platform, and as a result, a significant majority of Twitter, Instagram, Pinterest, and LinkedIn users also use Facebook. At the low end, 83% of LinkedIn users also use Facebook. At the high end, 93% of Instagram users also use Facebook (Instagram's parent company).

About a quarter of Facebook users use each of the other sites.

Turning to sites other than Facebook, a significant level of overlap exists between Instagram and Twitter users – 53% of Twitter users also use Instagram, and 53% of Instagram users also use Twitter. Among non-Facebook sites, this is the highest rate of “reciprocity” between user groups we measured.

Number of social media sites used

% of internet users who use the following number of social networking sites (sites measured include: Facebook, Twitter, Instagram, Pinterest, and LinkedIn)



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Social media matrix

% of users of each particular site who use another particular site (e.g., 29% of Pinterest users also use Twitter)

	Use Twitter	Use Instagram	Use Pinterest	Use LinkedIn	Use Facebook
% of Twitter users who...	N/A	53	34	39	90
% of Instagram users who...	53	N/A	37	30	93
% of Pinterest users who...	29	31	N/A	29	87
% of LinkedIn users who...	31	24	28	N/A	83
% of Facebook users who...	22	23	25	25	N/A

Pew Research Center's Internet Project August Tracking Survey, August 07 –September 16, 2013. Interviews were conducted in English and Spanish and on landline and cell phones.

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Survey Questions

August Tracking 2013 / Facebook Survey

Final Topline

9/18/2013

Data for August 7-September 16, 2013

Princeton Survey Research Associates International for
the Pew Research Center's Internet & American Life Project

Sample: n=1,801 national adults, age 18 and older, including 900 cell phone interviews
Interviewing dates: 08.07.2013 – 09.16.2013

Margin of error is plus or minus 2.6 percentage points for results based on Total [n=1,801]

Margin of error is plus or minus 2.9 percentage points for results based on all internet users [n=1,445]

WEB1-A Next... Please tell me if you ever use the internet to do any of the following things. Do you ever use the internet to...[INSERT ITEM; RANDOMIZE; ALWAYS ASK ABOUT FACEBOOK LAST]?²

Based on all internet users [N=1,445]

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
Use Twitter					
Current	18	n/a	82	*	0
May 2013	18	n/a	82	*	*
December 2012	16	n/a	84	*	*
August 2012	16	n/a	84	*	0
February 2012	15	8	85	*	0
August 2011	12	5	88	*	0
May 2011	13	4	87	*	0
January 2011	10	n/a	90	*	*
December 2010	12	n/a	88	*	0
November 2010	8	2	92	0	*
Use Pinterest					
Current	21	n/a	77	2	*
December 2012	15	n/a	83	2	0
August 2-5, 2012	12	n/a	87	1	*

WEB1-A continued...

² Prior to January 2005, question wording was "Please tell me if you ever do any of the following when you go online. Do you ever...[ITEM]?" Unless otherwise noted, trends are based on all internet users for that survey.

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
Use LinkedIn					
Current	22	n/a	77	1	*
Use Facebook ³					
Current	71	n/a	29	0	0
December 13-16, 2012 ⁱ	67	n/a	33	0	*

SNS2 Thinking about the social networking sites you use... About how often do you visit or use [INSERT ITEMS; RANDOMIZE]? Several times a day, about once a day, 3-5 days a week, 1-2 days a week, every few weeks or less often?

	SEVERAL TIMES A DAY	ABOUT ONCE A DAY	3-5 DAYS A WEEK	1-2 DAYS A WEEK	EVERY FEW WEEKS	LESS OFTEN	DON'T KNOW	REFUSED
<i>Item A: Based on Twitter users [N=223]</i>								
a. Twitter	29	17	10	11	12	20	1	0
<i>Item B: Based on Instagram users [N=196]</i>								
b. Instagram	35	22	11	10	6	15	1	0
<i>Item C: Based on Pinterest users [N=272]</i>								
c. Pinterest	11	13	10	20	21	24	1	1
<i>Item D: Based on LinkedIn users [N=341]</i>								
d. LinkedIn	5	8	15	19	27	25	*	*
<i>Item E: Based on Facebook users [N=960]</i>								
e. Facebook	40	24	10	13	6	8	*	0

³ December 13-16, 2012 trend was asked of all internet users as a standalone question: "Do you ever use Facebook?"

Methods

This report is based on the findings of a survey on Americans' use of the Internet. The results in this report are based on data from telephone interviews conducted by Princeton Survey Research Associates International from August 7 to September 16, 2013, among a sample of 1,801 adults, age 18 and older. Telephone interviews were conducted in English and Spanish by landline (901) and cell phone (900, including 482 without a landline phone). For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 2.6 percentage points. For results based on Internet users⁴ (n=1,445), the margin of sampling error is plus or minus 2.9 percentage points. In addition to sampling error, question wording and practical difficulties in conducting telephone surveys may introduce some error or bias into the findings of opinion polls.

A combination of landline and cellular random digit dial (RDD) samples was used to represent all adults in the United States who have access to either a landline or cellular telephone. Both samples were provided by Survey Sampling International, LLC (SSI) according to PSRAI specifications. Numbers for the landline sample were drawn with equal probabilities from active blocks (area code + exchange + two-digit block number) that contained three or more residential directory listings. The cellular sample was not list-assisted, but was drawn through a systematic sampling from dedicated wireless 100-blocks and shared service 100-blocks with no directory-listed landline numbers.

New sample was released daily and was kept in the field for at least seven days. The sample was released in replicates, which are representative subsamples of the larger population. This ensures that complete call procedures were followed for the entire sample. At least 7 attempts were made to complete an interview at a sampled telephone number. The calls were staggered over times of day and days of the week to maximize the chances of making contact with a potential respondent. Each number received at least one daytime call in an attempt to find someone available. For the landline sample, interviewers asked to speak with the youngest adult male or female currently at home based on a random rotation. If no male/female was available, interviewers asked to speak with the youngest adult of the other gender. For the cellular sample, interviews were conducted with the person who answered the phone. Interviewers verified that the person was an adult and in a safe place before administering the survey. Cellular sample respondents were offered a post-paid cash incentive for their participation. All interviews completed on any given day were considered to be the final sample for that day.

⁴ Internet user definition includes those who use the internet or email at least occasionally or access the internet on a mobile handheld device at least occasionally.

Weighting is generally used in survey analysis to compensate for sample designs and patterns of non-response that might bias results. A two-stage weighting procedure was used to weight this dual-frame sample. The first-stage corrected for different probabilities of selection associated with the number of adults in each household and each respondent's telephone usage patterns.⁵ This weighting also adjusts for the overlapping landline and cell sample frames and the relative sizes of each frame and each sample.

The second stage of weighting balances sample demographics to population parameters. The sample is balanced to match national population parameters for sex, age, education, race, Hispanic origin, region (U.S. Census definitions), population density, and telephone usage. The Hispanic origin was split out based on nativity; U.S. born and non-U.S. born. The White, non-Hispanic subgroup was also balanced on age, education and region. The basic weighting parameters came from the US Census Bureau's 2011 American Community Survey data.⁶ The population density parameter was derived from Census 2010 data. The telephone usage parameter came from an analysis of the July-December 2012 National Health Interview Survey.⁷ Following is the full disposition of all sampled telephone numbers:

⁵ i.e., whether respondents have only a landline telephone, only a cell phone, or both kinds of telephone.

⁶ ACS analysis was based on all adults excluding those living in institutional group quarters (GCs).

⁷Blumberg SJ, Luke JV. Wireless substitution: Early release of estimates from the National Health Interview Survey, July-December, 2012. National Center for Health Statistics. June 2013.

Sample Disposition		
Landline	Cell	
40,985	27,000	Total Numbers Dialed
1,669	346	Non-residential
1,458	94	Computer/Fax
15	----	Cell phone
24,589	10,375	Other not working
1,994	427	Additional projected not working
11,260	15,758	Working numbers
27.5%	58.4%	Working Rate
665	142	No Answer / Busy
3,332	5,501	Voice Mail
27	16	Other Non-Contact
7,236	10,099	Contacted numbers
64.3%	64.1%	Contact Rate
328	1,793	Callback
5,898	6,776	Refusal
1,010	1,530	Cooperating numbers
14.0%	15.2%	Cooperation Rate
53	67	Language Barrier
----	540	Child's cell phone
957	923	Eligible numbers
94.8%	60.3%	Eligibility Rate
56	22	Break-off
901	901	Completes
94.1%	97.6%	Completion Rate
8.4%	9.5%	Response Rate

The disposition reports all of the sampled telephone numbers ever dialed from the original telephone number samples. The response rate estimates the fraction of all eligible respondents in the sample that were ultimately interviewed. At PSRAI it is calculated by taking the product of three component rates:

- Contact rate – the proportion of working numbers where a request for interview was made
- Cooperation rate – the proportion of contacted numbers where a consent for interview was at least initially obtained, versus those refused
- Completion rate – the proportion of initially cooperating and eligible interviews that were completed

Thus the response rate for the landline sample was 8 percent. The response rate for the cellular sample was 10 percent.

ⁱ December 13-16, 2012 trends based on an omnibus survey conducted December 13-16, 2012 [N=1,006, including 405 cell phone interviews]. Omnibus survey not conducted as a tracking survey.