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Social Media Update 2014

While Facebook remains the most popular site, other platforms see higher rates of growth

**FOR FURTHER INFORMATION
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About This Report

The findings reported here were collected in omnibus surveys underwritten by the University of Michigan. The survey questions were designed in consultation with Dr. Nicole Ellison and Dr. Cliff Lampe from the University of Michigan's School of Information. Further reports with more details about how people use social media will be produced later this year.

This report is a collaborative effort based on the input and analysis of the following individuals. Find related reports online at pewresearch.org/internet.

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Main Findings

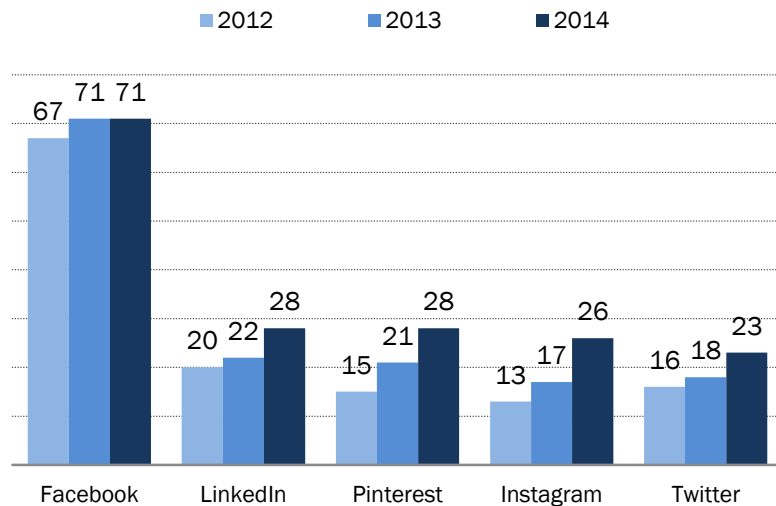
In a new survey conducted in September 2014, the Pew Research Center finds that Facebook remains by far the most popular social media site. While its growth has slowed, the level of user engagement with the platform has increased. Other platforms like Twitter, Instagram, Pinterest and LinkedIn saw significant increases over the past year in the proportion of online adults who now use their sites.

The results in this report are based on American adults who use the internet.¹ Other key findings:

- Multi-platform use is on the rise: 52% of online adults now use two or more social media sites, a significant increase from 2013, when it stood at 42% of internet users.
- For the first time, more than half of all online adults 65 and older (56%) use Facebook. This represents 31% of all seniors.
- For the first time, roughly half of internet-using young adults ages 18-29 (53%) use Instagram. And half of all Instagram users (49%) use the site daily.
- For the first time, the share of internet users with college educations using LinkedIn reached 50%.

Social media sites, 2012-2014

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



Pew Research Center's Internet Project Surveys, 2012-2014. 2014 data collected September 11-14 & September 18-21, 2014. N=1,597 internet users ages 18+.

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¹ The percentage of U.S. adults who say they use the internet or email has fluctuated somewhat from survey to survey. This September 2014 survey found that 81% of adults use the internet or email at least occasionally, while 87% reported the same in a comparable omnibus survey fielded in January 2014.

- Women dominate Pinterest: 42% of online women now use the platform, compared with 13% of online men.

While Facebook remains the most popular social media site, its overall growth has slowed and other sites continue to see increases in usership.

Facebook continues to be the most popular social media site, but its membership saw little change from 2013. The one notable exception is older adults: For the first time in Pew Research findings, more than half (56%) of internet users ages 65 and older use Facebook. Overall, 71% of internet users are on Facebook, a proportion that represents no change from August 2013.

Every other social media platform measured saw significant growth between 2013 and 2014. Instagram not only increased its overall user figure by nine percentage points, but also saw significant growth in almost every demographic group. LinkedIn continued to grow among groups with which it was already popular, such as professionals and college graduates, while Twitter and Pinterest saw increases in usership across a variety of demographic groups.

The engagement of Facebook users continues to grow, while daily use on other platforms shows little change.

Facebook's large base of users continues to be very active. Fully 70% engage with the site daily (and 45% do so several times a day), a significant increase from the 63% who did so in 2013. About half (49%) of Instagram users and 17% of Pinterest users engage with their respective platforms daily, although neither of these represent a significant change from 2013. Some 36% of Twitter users visit the site daily, but this actually represents a 10-point decrease from the 46% who did so in 2013. While the 13% of LinkedIn users who engage with the platform daily is unchanged from 2013, the proportion of users who use the site weekly or less often increased significantly—that is, more users log on less frequently.

52% of online adults use multiple social media sites. Facebook acts as “home base” — it remains the most popular site for those who only use one, and has significant overlap with other platforms.

Fully 52% of online adults use two or more social media sites, a significant increase from the 42% who did so in 2013. At the same time, significantly fewer adults use just one site — 28% compared with 36% last year. As in 2013, Facebook remains the most popular site among those who use only one — fully 79% of those who use just one site report using Facebook. As in years past, a significant majority of Twitter, Instagram, Pinterest and LinkedIn users say they also use Facebook, more than any other site. At the same time, the proportion of Facebook users who also use another site

is on the rise — that is, there are more Facebook users this year who also use Twitter, Instagram, Pinterest and LinkedIn than there were in 2013.

Social media users in the entire adult population

The results of this report are primarily focused on all internet users. In the corresponding table, the usage figures of the five social networking platforms measured are presented as a proportion of the total American adult population.

About this survey

The results in this report are based on data from telephone interviews conducted by Princeton Survey Research Associates International from September 11 to September 14, 2014 and September 18 to September 21, 2014. Telephone interviews were conducted in English and Spanish by landline (1,002) and cell phone (1,001, including 594 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 2.5 percentage points. For results based on Internet users (n=1,597), the margin of sampling error is plus or minus 2.9 percentage points.

Social media users among all adults

Among all American adults ages 18+, the % who use the following social media sites

Facebook	58
LinkedIn	23
Pinterest	22
Instagram	21
Twitter	19

Source: Pew Research Center's Internet Project September Combined Omnibus Survey, September 11-14 & September 18-21, 2014. N=2,003 adults in the U.S. ages 18+.

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Demographics of Key Social Networking Platforms

Facebook — 71% of adult internet users/58% of entire adult population

Fully 71% of online adults use Facebook, a proportion unchanged from August 2013. Usage among seniors continues to increase. Some 56% of internet users ages 65 and older now use Facebook, up from 45% who did so in late 2013 and 35% who did so in late 2012. Women are also particularly likely to use Facebook compared with men, a trend that continues from prior years.

Facebook users were asked additional questions about their friend networks. Among Facebook users, the median number of Facebook friends is 155. When asked to approximate how many of their Facebook friends they considered “actual” friends, the median number reported was 50.

Facebook users also have a wide variety of friends on the network:

- 93% of Facebook users say they are Facebook friends with family members other than parents or children
- 91% say they are Facebook friends with current friends
- 87% say they are connected to friends from the past, such as high school or college classmates
- 58% say they are connected to work colleagues
- 45% say they are Facebook friends with their parents
- 43% say they are friends with their children on Facebook
- 39% say they are connected to people they have never met in person
- 36% say they are Facebook friends with their neighbors

Facebook users

Among online adults, the % who use Facebook

	2013	2014
All internet users	71%	71%
Men	66	66
Women	76	77
White, Non-Hispanic	71	71
Black, Non-Hispanic	76	67
Hispanic	73	73
18-29	84	87
30-49	79	73
50-64	60	63
65+	45	56*
High school grad or less	71	70
Some college	75	71
College+ (n= 685)	68	74*
Less than \$30,000/yr	76	77
\$30,000-\$49,999	76	69
\$50,000-\$74,999	68	74
\$75,000+	69	72
Urban	75	71
Suburban	69	72
Rural	71	69

Source: Pew Research Center's Internet Project September Combined Omnibus Survey, September 11-14 & September 18-21, 2014. N=1,597 internet users ages 18+. The margin of error for all internet users is +/- 2.9 percentage points. 2013 data from Pew Internet August Tracking Survey, August 07 - September 16, 2013, n= 1,445 internet users ages 18+.

Note: Percentages marked with an asterisk (*) represent a significant change from 2013. Results are significant at the 95% confidence level using an independent z-test.

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Twitter — 23% of adult internet users/19% of entire adult population

Some 23% of online adults currently use Twitter, a statistically significant increase compared with the 18% who did so in August 2013. Twitter is particularly popular among those under 50 and the college-educated. Compared with late 2013, the service has seen significant increases among a number of demographic groups: men, whites, those ages 65 and older, those who live in households with an annual household income of \$50,000 or more, college graduates, and urbanites.

Twitter users

Among online adults, the % who use Twitter

	2013	2014
All internet users	18%	23%*
Men	17	24*
Women	18	21
White, Non-Hispanic	16	21 *
Black, Non-Hispanic	29	27
Hispanic	16	25
18-29	31	37
30-49	19	25
50-64	9	12
65+	5	10*
High school grad or less	17	16
Some college	18	24
College+ (n= 685)	18	30*
Less than \$30,000/yr	17	20
\$30,000-\$49,999	18	21
\$50,000-\$74,999	15	27*
\$75,000+	19	27*
Urban	18	25*
Suburban	19	23
Rural	11	17

Source: Pew Research Center's Internet Project September Combined Omnibus Survey, September 11-14 & September 18-21, 2014. N=1,597 internet users ages 18+. The margin of error for all internet users is +/- 2.9 percentage points. 2013 data from Pew Internet August Tracking Survey, August 07 - September 16, 2013, n= 1,445 internet users ages 18+.

Note: Percentages marked with an asterisk (*) represent a significant change from 2013. Results are significant at the 95% confidence level using an independent z-test.

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Instagram — 26% of adult internet users/21% of entire adult population

Some 26% of online adults use Instagram, up from 17% in late 2013. Almost every demographic group saw a significant increase in the proportion of users. Most notably, 53% of young adults ages 18-29 now use the service, compared with 37% who did so in 2013. Besides young adults, women are particularly likely to be on Instagram, along with Hispanics and African-Americans, and those who live in urban or suburban environments.

Instagram users

Among online adults, the % who use Instagram

	2013	2014
All internet users	17%	26%*
Men	15	22*
Women	20	29*
White, Non-Hispanic	12	21*
Black, Non-Hispanic	34	38
Hispanic	23	34*
18-29	37	53*
30-49	18	25*
50-64	6	11*
65+	1	6*
High school grad or less	16	23*
Some college	21	31*
College+ (n= 685)	15	24*
Less than \$30,000/yr	18	28*
\$30,000-\$49,999	20	23
\$50,000-\$74,999	15	26*
\$75,000+	16	26*
Urban	22	28
Suburban	18	26*
Rural	6	19*

Source: Pew Research Center's Internet Project September Combined Omnibus Survey, September 11-14 & September 18-21, 2014. N=1,597 internet users ages 18+. The margin of error for all internet users is +/- 2.9 percentage points. 2013 data from Pew Internet August Tracking Survey, August 07 - September 16, 2013, n= 1,445 internet users ages 18+.

Note: Percentages marked with an asterisk (*) represent a significant change from 2013. Results are significant at the 95% confidence level using an independent z-test.

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Pinterest — 28% of adult internet users/22% of entire adult population

Some 28% of online adults use Pinterest, up from the 21% who did so in August 2013. Women continue to dominate the site, as they did in 2013: fully 42% of online women are Pinterest users, compared with just 13% of men (although men did see a significant increase in usership from 8% in 2013). While Pinterest remains popular among younger users, there was an 11-point increase between 2013 and 2014 in the proportion of those 50 and older who use the site. Other demographic groups that saw a notable increase in usership include whites, those living in the lowest- and highest-income households, those with at least some college experience, and suburban and rural residents.

Pinterest users

Among online adults, the % who use Pinterest

	2013	2014
All internet users	21%	28%*
Men	8	13*
Women	33	42*
White, Non-Hispanic	21	32*
Black, Non-Hispanic	20	12
Hispanic	18	21
18-29	27	34
30-49	24	28
50-64	14	27*
65+	9	17*
High school grad or less	17	22
Some college	20	30*
College+ (n= 685)	25	32*
Less than \$30,000/yr	15	22*
\$30,000-\$49,999	21	28
\$50,000-\$74,999	21	30
\$75,000+	27	34*
Urban	19	25
Suburban	23	29*
Rural	17	30*

Source: Pew Research Center's Internet Project September Combined Omnibus Survey, September 11-14 & September 18-21, 2014. N=1,597 internet users ages 18+. 2013 data from Pew Internet August Tracking Survey, August 07 - September 16, 2013, n= 1,445 internet users ages 18+.

Note: Percentages marked with an asterisk (*) represent a significant change from 2013. Results are significant at the 95% confidence level using an independent z-test.

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LinkedIn — 28% of adult internet users/23% of entire adult population

Some 28% of online adults are LinkedIn users, up from 22% in August 2013. The site continues to be particularly popular among college graduates, those in higher-income households and the employed (although the increase in usage by those who are not employed to 21% from 12% in 2013 is notable). College graduates continue to dominate use of the site. Fully 50% use LinkedIn, a 12-point increase since last year. It is the only platform where those ages 30-64 are more likely to be users than those ages 18-29.

LinkedIn users

Among online adults, the % who use LinkedIn

	2013	2014
All internet users	22	28%*
Men	24	28
Women	19	27*
White, Non-Hispanic	22	29*
Black, Non-Hispanic	30	28
Hispanic	13	18
18-29	15	23*
30-49	27	31
50-64	24	30
65+	13	21*
High school grad or less	12	12
Some college	16	22
College+	38	50*
Less than \$30,000/yr	12	15
\$30,000-\$49,999	13	21*
\$50,000-\$74,999	22	31
\$75,000+	38	44
Employed	27	32*
Not employed	12	21*
Urban	23	32*
Suburban	26	29
Rural	8	14

Source: Pew Research Center's Internet Project September Combined Omnibus Survey, September 11-14 & September 18-21, 2014. N=1,597 internet users ages 18+. 2013 data from Pew Internet August Tracking Survey, August 07 - September 16, 2013, n=1,445 internet users ages 18+.

Note: Percentages marked with an asterisk (*) represent a significant change from 2013. Results are significant at the 95% confidence level using an independent z-test.

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Frequency of Social Media Use

As in 2013, Pew Research asked users of each platform how often they engage with the site, whether on a daily, weekly or less frequent basis. Facebook users continue to be highly engaged, while the proportion of daily Twitter users decreased, and users of Instagram, Pinterest and LinkedIn mostly log on with similar frequency compared with last year.

Facebook users are highly engaged with the platform. Fully 70% say they use Facebook daily (including 45% who do so several times a day), a significant increase from the 63% who visited daily in August 2013. Some 17% visit Facebook weekly, while 12% of users log on less often.

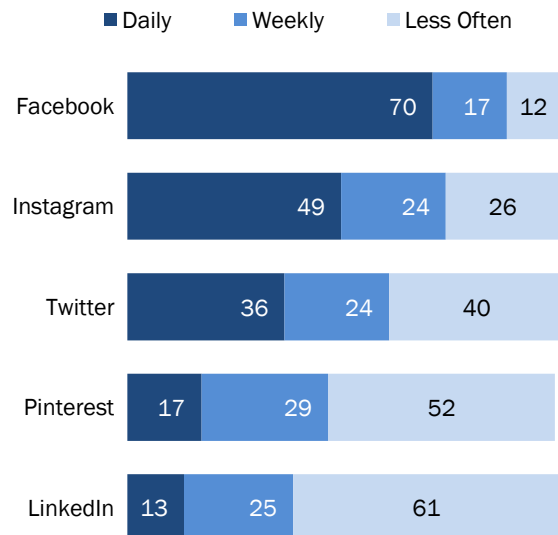
Most Facebook users are actively engaging with their networks on the site. As opposed to simply reading or viewing content, 65% of Facebook users frequently or sometimes share, post or comment on Facebook.

Almost half (49%) of Instagram users are on the platform daily, with 32% who say they go on Instagram several times a day. Another 24% say they check in weekly, while 26% visit Instagram less often than that. There were no significant changes since August 2013 in the proportion of Instagram users who use the site with varying degrees of frequency.

Some 36% of Twitter users visit the site daily, with 22% saying they go on Twitter several times a day. Another 24% say they visit a few days a week, while 40% say they check Twitter less often. The proportion of Twitter users who visit the site daily is a significant decrease from the 46% of users who did so in August 2013.

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., 70% of Facebook users use the site on a daily basis)



Pew Research Center's Internet Project September Combined Omnibus Survey, September 11-14 & September 18-21, 2014. N=1,597 internet users ages 18+.

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Some 17% of Pinterest users visit the site daily, including 9% who visit several times a day. Some 29% of users go on Pinterest weekly, while 52% say they visit the site less often. There were no significant differences since 2013 in the proportion of users who use Pinterest with varying degrees of frequency.

Some 13% of LinkedIn users visit the site every day, including 7% who say they visit LinkedIn several times a day. Compared with August 2013, more users log on less often. The proportion of LinkedIn users who visit the site weekly dropped from 34% in August 2013 to 25% in 2014. Likewise, 61% of LinkedIn users say they visit the site every few weeks or less often, compared with 52% who said so in 2013.

Multiple site usage: The new social media matrix

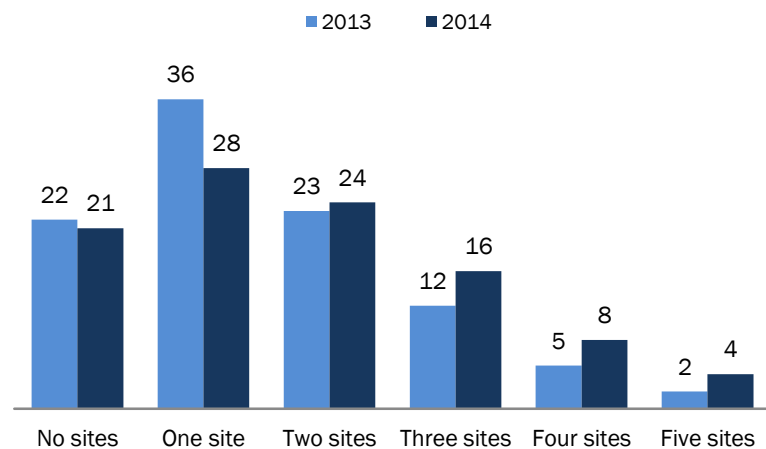
Today, more than half of internet users (52%) use two or more of the social media sites measured (Facebook, Twitter, Instagram, Pinterest, and LinkedIn) compared with 42% who did so in 2013.

Facebook remains the most popular platform for those using just one social media site—fully 79% of those who use just one site report using Facebook. As in 2013, a significant majority of Twitter, Instagram, Pinterest and LinkedIn users say they also use Facebook, more than any other site. At the low end, 86% of LinkedIn users are also on Facebook. At the high end, 94% of Instagram users use Facebook (Instagram’s parent company).

The proportion of Facebook users who also use another platform increased significantly since August 2013 for each platform. That is, there are more Facebook users this year who also use

More people use multiple sites

% of internet users who use the following number of social networking sites (sites measured include: Facebook, Twitter, Instagram, Pinterest and LinkedIn), 2013 vs. 2014



Pew Research Center’s Internet Project September Combined Omnibus Survey, September 11-14 & September 18-21, 2014. N=1,597.

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Twitter, Instagram, Pinterest and LinkedIn than there were last year. Similarly, there are more LinkedIn users who use Twitter, Instagram and Pinterest than there were in 2013. Finally, there are more Pinterest users on Instagram and LinkedIn than in 2013. These increases likely reflect the overall trend toward multiple-site use described above.

Turning to sites other than Facebook, a significant level of

overlap exists between Instagram and Twitter users—58% of Twitter users also use Instagram, and 52% of Instagram users also use Twitter. Among non-Facebook sites, this is the highest rate of “reciprocity” between user groups measured.

Social media matrix

% of users of each particular site who use another particular site (e.g., 34% of Pinterest users also use Twitter)

	Use Twitter	Use Instagram	Use Pinterest	Use LinkedIn	Use Facebook
% of Twitter users who ...	-	58%	42%	47%	91%
% of Instagram users who ...	52%	-	47%	38%	94%
% of Pinterest users who ...	34%	43%	-	40%	88%
% of LinkedIn users who ...	39%	35%	40%	-	86%
% of Facebook users who ...	29%	34%	34%	33%	-

Pew Research Center's Internet Project September Combined Omnibus Survey, September 11-14 & September 18-21, 2014.

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Survey Questions

September Combined Omnibus Survey 2014

9/21/2014

Data for September 11-14, 2014 and September 18-21, 2014

Princeton Survey Research Associates International for
the Pew Research Center

Sample: n=2,003 national adults, age 18 and older, including 1,001 cell phone interviews

Interviewing dates: 09.11.2014 – 09.14.2014 and 09.18.14 – 09.21.14

Margin of error is plus or minus 2.5 percentage points for results based on Total [n=2,003]

Margin of error is plus or minus 2.9 percentage points for results based on all internet users [n=1,597]

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=1,597]

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
Use Twitter					
Current	23	n/a	77	*	0
August 2013	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 Instagram					

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.

Current	26	n/a	74	0	0
August 2013	17	n/a	82	*	0
December 2012	13	n/a	87	*	0
August 2-5, 2012 ⁱ	12	n/a	88	1	0
Use Pinterest					
Current	28	n/a	72	*	0
August 2013	21	n/a	77	2	*
December 2012	15	n/a	83	2	0
August 2-5, 2012	12	n/a	87	1	*
Use LinkedIn					
Current	28	n/a	72	*	0
August 2013	22	n/a	77	1	*
Use Facebook³					
Current	71	n/a	28	0	*
August 2013	71	n/a	29	0	0
December 13-16, 2012 ⁱⁱ	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, a few days a week⁴, every few weeks or less often?

	SEVERAL TIMES A DAY	ABOUT ONCE A DAY	A FEW DAYS A WEEK		EVERY FEW WEEKS	LESS OFTEN	DON'T KNOW	REFUSED
			(3-5 DAYS A WEEK)	(1-2 DAYS A WEEK)				
<i>Item A: Based on Twitter users [N=323]</i>								
a. Twitter								
Current	22	14	24		15	25	*	0
August 2013	29	17	10	11	12	20	1	0
<i>Item B: Based on Instagram users [N=317]</i>								
b. Instagram								
Current	32	17	24		10	16	1	0
August 2013	35	22	11	10	6	15	1	0
<i>Item C: Based on Pinterest users [N=398]</i>								
c. Pinterest								
Current	9	8	29		25	26	1	1

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

⁴ In August 2013, the response options were "3-5 days a week" and "1-2 days a week". These differences are denoted in the table.

August 2013	11	13	10	20	21	24	1	1
<i>Item D: Based on LinkedIn users [N=463]</i>								
d. LinkedIn								
Current	7	6	25		31	30	1	*
August 2013	5	8	15	19	27	25	*	*
<i>Item E: Based on Facebook users [N=1,074]</i>								
e. Facebook								
Current	45	25	17		6	6	*	*
August 2013	40	24	10	13	6	8	*	0

FB1 Thinking about your use of Facebook... Approximately how many TOTAL Facebook friends do you have? **[Record exact number]**

Among Facebook users [n=1,074]

	CURRENT	
%	No friends	1
	1-100	39
	101-250	19
	251-500	22
	More than 500	14
	Don't know	4
	Refused	1

FB2 Approximately how many of your TOTAL Facebook friends do you consider actual friends? **[Record exact number]**

Among Facebook users [n=1,074]

	CURRENT	
%	None	2
	1-100	71
	101-250	13
	251-500	7
	More than 500	2
	Don't know	3
	Refused	1

FB3 How often, if ever, do you share, post or comment on Facebook as opposed to reading or viewing content? Among Facebook users [n=1,074]

		CURRENT
%	Frequently	27
	Sometimes	39
	Hardly ever	28
	Never	7
	Don't know	*
	Refused	*

FB4 Thinking about who is in your Facebook network, are you Facebook friends with...
[INSERT ITEM; RANDOMIZE EXCEPT e. AND f. ALWAYS TOGETHER; c. ALWAYS AFTER a. OR b.]? How about [INSERT NEXT ITEM]?

Among Facebook users [n=1,074]

	YES	NO	DOESN'T APPLY	DON'T KNOW	REFUSED
a. Your parents					
Current	45	49	5	*	*
b. Your children					
Current	43	41	16	*	*
c. Other family members					
Current	93	7	*	0	*
d. Work colleagues					
Current	58	37	4	0	*
e. Friends from the past, such as high school or college					
Current	87	13	0	*	*
f. Current friends					
Current	91	9	*	*	*
g. Neighbors					
Current	36	63	*	*	*
h. People you have never met in person					
Current	39	61	0	0	*

Survey Methodology

The PSRAI September 2014 Omnibus Weeks 2 and 3 obtained telephone interviews with a nationally representative sample of 2,003 adults living in the continental United States. Telephone interviews were conducted by landline (1,002) and cell phone (1,001, including 594 without a landline phone). The survey was conducted by Princeton Survey Research Associates International (PSRAI). Interviews were done in English and Spanish by Princeton Data Source from September 11 to 14, 2014 and September 18 to 21, 2014. Statistical results are weighted to correct known demographic discrepancies. The margin of sampling error for the complete set of weighted data is ± 2.5 percentage points.

ⁱ August 2-5, 2012 trends based on an omnibus survey conducted August 2-5, 2012 [N=1,005, including 405 cell phone interviews]. Omnibus survey not conducted as a tracking survey.

ⁱⁱ 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.