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# Social Media Update 2016

*Facebook usage and engagement is on the rise, while adoption of other platforms holds steady*

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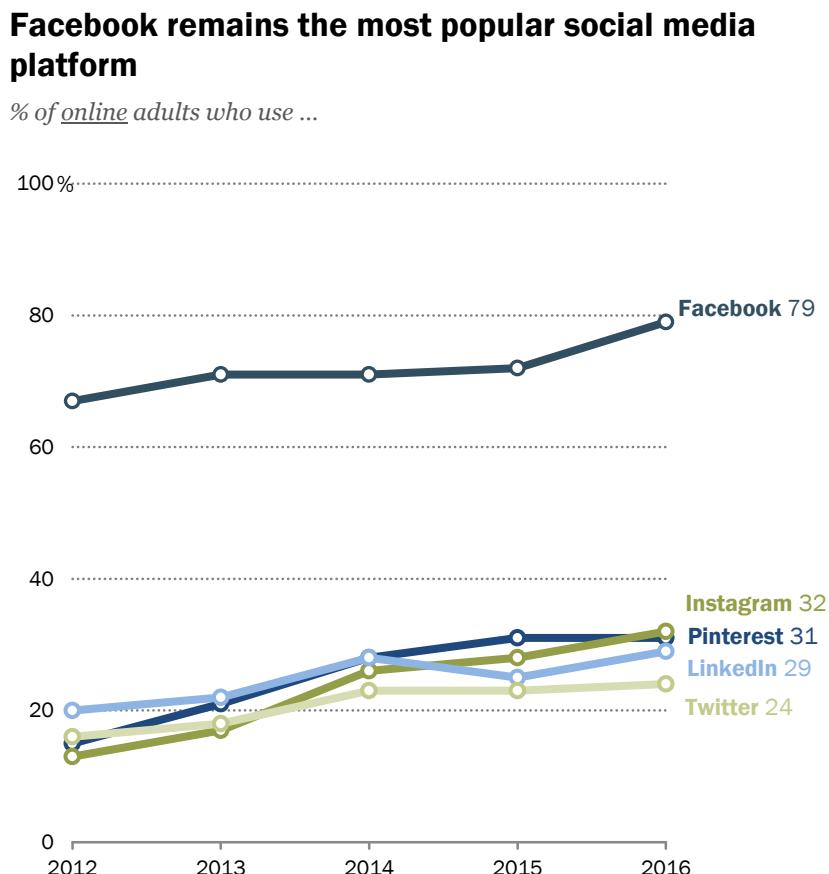
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## Social Media Update 2016

*Facebook usage and engagement is on the rise, while adoption of other platforms holds steady*

Over the past decade, Pew Research Center has documented the wide variety of ways in which Americans use social media to seek out information and interact with others. A majority of Americans now say they get news via social media, and half of the public has turned to these sites to learn about the 2016 presidential election. Americans are using social media in the context of work (whether to take a mental break on the job or to seek out employment), while also engaging in an ongoing effort to navigate the complex privacy issues that these sites bring to the forefront.

In addition to measuring the broad impact and meaning of social media, since 2012 the Center has also tracked the specific sites and platforms that users turn to in the course of living their social lives online.



Note: 86% of Americans are currently internet users

Source: Survey conducted March 7-April 4, 2016.

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In that context, a national survey of 1,520 adults conducted March 7-April 4, 2016, finds that Facebook continues to be America's most popular social networking platform by a substantial

margin: Nearly eight-in-ten *online* Americans<sup>1</sup> (79%) now use Facebook, more than double the share that uses Twitter (24%), Pinterest (31%), Instagram (32%) or LinkedIn (29%). On a total population basis (accounting for Americans who do not use the internet at all), that means that 68% of all U.S. adults are Facebook users, while 28% use Instagram, 26% use Pinterest, 25% use LinkedIn and 21% use Twitter.

Thanks in part to the growing number of older adults who are joining the site, Facebook use appears to be on the rise: The share of online adults who report using Facebook has increased by 7 percentage points compared with a Pew Research Center survey conducted at a similar point in 2015. In addition, the share of Facebook users who check in daily has increased slightly in the past year: 76% of Americans who use Facebook now report that they visit the site on a daily basis, up from 70% in 2015.

What follows is a deeper examination of the current state of the social media landscape in America.

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<sup>1</sup> Note: 86% of Americans currently use the internet

## Usage and demographics of social media platforms

### **79% of internet users (68% of all U.S. adults) use Facebook**

Roughly eight-in-ten online Americans (79%) now use Facebook, a 7-percentage-point increase from a survey conducted at a similar point in 2015.

Young adults continue to report using Facebook at high rates, but older adults are joining in increasing numbers. Some 62% of online adults ages 65 and older now use Facebook, a 14-point increase from the 48% who reported doing so in 2015. In addition, women continue to use Facebook at somewhat higher rates than men: 83% of female internet users and 75% of male internet users are Facebook adopters.

### **79% of online adults (68% of all Americans) use Facebook**

*% of online adults who use Facebook*

All online adults	79%
Men	75
Women	83
18-29	88
30-49	84
50-64	72
65+	62
High school degree or less	77
Some college	82
College+	79
Less than \$30K/year	84
\$30K-\$49,999	80
\$50K-\$74,999	75
\$75,000+	77
Urban	81
Suburban	77
Rural	81

Note: Race/ethnicity breaks not shown due to sample size.

Source: Survey conducted March 7-April 4, 2016.

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## **32% of internet users (28% of all U.S. adults) use Instagram**

Around one-third of online adults (32%) report using Instagram – roughly the same share as in 2015, when 27% of online adults did so.

To a greater extent than the other social platforms measured in this survey, Instagram use is especially high among younger adults. Roughly six-in-ten online adults ages 18-29 (59%) use Instagram, nearly double the share among 30- to 49-year-olds (33%) and more than seven times the share among those 65 and older (8%). And as was the case in previous Pew Research Center surveys of social media use, female internet users are more likely to use Instagram than men (38% vs. 26%).

## **32% of online adults (28% of all Americans) use Instagram**

*% of online adults who use Instagram*

All online adults	32%
Men	26
Women	38
18-29	59
30-49	33
50-64	18
65+	8
High school or less	27
Some college	37
College+	33
Less than \$30K/year	38
\$30K-\$49,999	32
\$50K-\$74,999	32
\$75,000+	31
Urban	39
Suburban	28
Rural	31

Note: Race/ethnicity breaks not shown due to sample size.

Source: Survey conducted March 7-April 4, 2016.

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## **24% of internet users (21% of all U.S. adults) use Twitter**

Roughly one-quarter of online adults (24%) use Twitter, a proportion that is statistically unchanged from a survey conducted in 2015 (23%).

Younger Americans are more likely than older Americans to be on Twitter. Some 36% of online adults ages 18-29 are on the social network, more than triple the share among online adults ages 65 and older (just 10% of whom are Twitter users).

Twitter is also somewhat more popular among the highly educated: 29% of internet users with college degrees use Twitter, compared with 20% of those with high school degrees or less.

## **24% of online adults (21% of all Americans) use Twitter**

*% of online adults who use Twitter*

All online adults	24%
Men	24
Women	25
18-29	36
30-49	23
50-64	21
65+	10
High school degree or less	20
Some college	25
College+	29
Less than \$30K/year	23
\$30K-\$49,999	18
\$50K-\$74,999	28
\$75,000+	30
Urban	26
Suburban	24
Rural	24

Note: Race/ethnicity breaks not shown due to sample size.

Source: Survey conducted March 7-April 4, 2016.

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## **29% of internet users (25% of all U.S. adults) use LinkedIn**

The share of online adults who use LinkedIn has remained steady over the past year: 29% report using the site, similar to the 25% who said this in 2015.

LinkedIn has long been especially popular with college graduates and high income earners, and this trend continues to hold true. Half (50%) of online adults with college degrees are on LinkedIn, compared with 27% of those who have attended but not graduated from college and just 12% of those with high school degrees or less.

Similarly, 45% of online adults with an annual household income of \$75,000 or more use LinkedIn, compared with just 21% of those living in households with an annual income of less than \$30,000. And 35% of online adults who are employed use LinkedIn, compared with 17% of those who are not employed for pay.

## **29% of online adults (25% of all Americans) use LinkedIn**

*% of online adults who use LinkedIn*

All online adults	29%
Men	31
Women	27
18-29	34
30-49	33
50-64	24
65+	20
High school degree or less	12
Some college	27
College+	50
Less than \$30K/year	21
\$30K-\$49,999	13
\$50K-\$74,999	32
\$75,000+	45
Urban	34
Suburban	30
Rural	18
Employed	35
Not employed*	17

Note: Race/ethnicity breaks not shown due to sample size.

\*Not employed includes those who are retired, not employed for pay, disabled or students.

Source: Survey conducted March 7-April 4, 2016.

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**31% of internet users (26% of all U.S. adults) use Pinterest**

Roughly three-in-ten online Americans (31%) use Pinterest, identical to the 31% who used the platform in 2015.

Continuing a long-standing trend, women use Pinterest at much higher rates than men. Nearly half of online women use the virtual pinboard (45%), more than double the share of online men (17%) who do so.

**31% of online adults (26% of all Americans) use Pinterest**

*% of online adults who use Pinterest*

All online adults	31%
Men	17
Women	45
18-29	36
30-49	34
50-64	28
65+	16
High school or less	24
Some college	34
College+	34
Less than \$30K/year	30
\$30K-\$49,999	32
\$50K-\$74,999	31
\$75,000+	35
Urban	30
Suburban	34
Rural	25

Note: Race/ethnicity breaks not shown due to sample size.

Source: Survey conducted March 7-April 4, 2016.

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## Frequency of use on social media sites

Facebook remains the most popular social media platform, with its users visiting the site more regularly than users of other social media sites. Roughly three-quarters (76%) of Facebook users report that they visit the site daily (55% visit several times a day, and 22% visit about once per day). This represents a modest but statistically significant increase from the 70% of Facebook users who indicated that they visited the site daily in 2015.

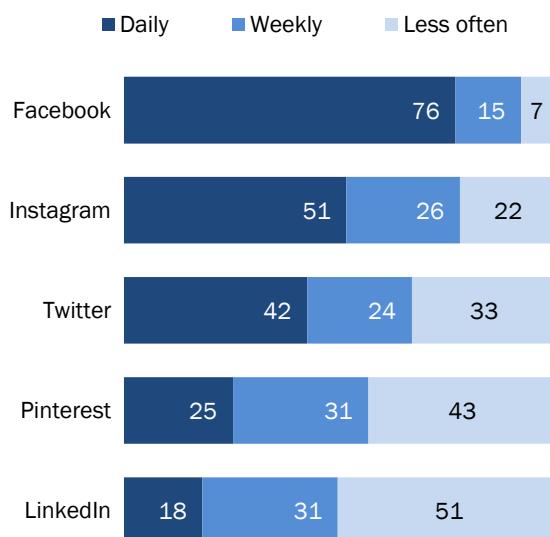
Other than this slight uptick among Facebook users, daily engagement for each of the other major social media platforms is generally similar to Pew Research Center findings from 2015.

Instagram and Twitter occupy the middle tier of social media sites in terms of the share of users who log in daily. Roughly half (51%) of Instagram users access the platform on a daily basis, with 35% saying they do so several times a day. And 42% of Twitter users indicate that they are daily visitors, with 23% saying they visit more than once a day.

A slightly larger share of Americans use Pinterest and LinkedIn than use Twitter, but users of these sites are less likely than Twitter users to check in every day: 25% of Pinterest users and 18% of LinkedIn users are daily visitors.

### Three-quarters of Facebook users and half of Instagram users use each site daily

*Among the users of each social networking site, % who use these sites ...*



Note: Do not know/refused responses not shown.

Source: Survey conducted March 7-April 4, 2016.

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## Using multiple sites: The social media matrix

Social media users continue to use a relatively diverse array of platforms. More than half of online adults (56%) use more than one of the five social media platforms measured in this survey, a share that is statistically unchanged from the 52% who did so in 2014.

As the most-used social media site, Facebook continues to be the starting platform for most social media users. Among those who only use one social media platform, 88% indicate that Facebook is the one site that they use. Moreover, the vast majority of those who use other social media sites also use Facebook. For instance, 93% of Twitter users also use Facebook – as do 95% of Instagram users and 92% of Pinterest users.

Outside of Facebook, other sites' users show high levels of reciprocity. For instance, 65% of those with a Twitter account also use Instagram, while 49% of Instagram users also have Twitter. Similarly, 54% of those who use Instagram also use Pinterest and 57% of Pinterest users are also on Instagram.

### Substantial ‘reciprocity’ across major social media platforms

*% of users of each social media site who use another social media site*

	Use Twitter	Use Instagram	Use Pinterest	Use LinkedIn	Use Facebook
% of Twitter users who ...	--	65%	48%	54%	93%
% of Instagram users who ...	49	--	54	48	95
% of Pinterest users who ...	38	57	--	41	92
% of LinkedIn users who ...	45	53	43	--	89
% of Facebook users who ...	29	39	36	33	--

Source: Survey conducted March 7-April 4, 2016.  
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## Messaging apps

Social media sites are not the only venue where people can connect with others online. Today smartphone owners (at the time of this survey, 72% of American adults) can choose from a variety of messaging apps that fill many of the same functions. Some of these apps look and function like a traditional chat or messaging service, while others offer unique features – such as the ability to post anonymously, or to have one's posts expire or delete themselves after they are viewed.

This survey asked about three different types of messaging apps that people might have on their smartphones and found that:

- 29% of smartphone owners use general-purpose messaging apps such as WhatsApp or Kik. Due to a change in how this question was asked, this figure is not directly comparable to a previous measure collected in 2015.<sup>2</sup>
- 24% use messaging apps that automatically delete sent messages, such as Snapchat or Wickr. This represents a 7-point increase from a survey conducted in 2015 (at that point 17% of smartphone owners used these apps).
- 5% use apps that allow people to anonymously chat or post comments, such as YikYak or Whisper. This is the first time Pew Research Center has asked about these types of apps.

In general, messaging apps are especially popular among younger smartphone owners. Some 56% of smartphone owners ages 18 to 29 use auto-delete apps, more than four times the share among those 30-49 (13%) and six times the share among those 50 or older (9%). Similarly, 42% of smartphone owners ages 18 to 29 use more general messaging apps like WhatsApp or Kik, compared with 19% of smartphone owners ages 50 or older.

### **Messaging apps are especially popular with younger smartphone owners**

*Among smartphone owners, % who use ...*

	<b>Messaging apps</b>	<b>Auto-delete apps</b>	<b>Anonymous apps</b>
Total	29%	24%	5%
Men	31	24	4
Women	27	23	7
18-29	42	56	10
30-49	29	13	6
50+	19	9	<1
High school or less	28	24	5
Some college	25	27	8
College+	33	21	4
Less than \$50K/year	28	27	5
\$50,000+	29	22	6

Note: Findings based on the 72% of American adults who own a smartphone.

Source: Survey conducted March 7-April 4, 2016.

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<sup>2</sup> The previous version of this question included iMessage (the default messaging service on iPhones) in the list of examples; iMessage was excluded from the version of this question fielded in 2016.

## Methodology

The analysis in this report is based on a Pew Research Center survey conducted March 7-April 4, 2016, among a national sample of 1,520 adults, 18 years of age or older, living in all 50 U.S. states and the District of Columbia. Of these respondents, 381 were interviewed on a landline telephone, and 1,139 were interviewed on a cellphone, including 636 who had no landline telephone. The survey was conducted by interviewers at Princeton Data Source under the direction of Princeton Survey Research Associates International. A combination of landline and cellphone random-digit-dial samples were used; both samples were provided by Survey Sampling International. Interviews were conducted in English and Spanish. Respondents in the landline sample were selected by randomly asking for the youngest adult male or female who was at home. Interviews in the cellphone sample were conducted with the person who answered the phone, if that person was 18 years of age or older. For detailed information about our survey methodology, visit:

<http://www.pewresearch.org/methodology/u-s-survey-research/>

The combined landline and cellphone samples are weighted using an iterative technique that matches gender, age, education, race, Hispanic origin and nativity, and region to parameters from the Census Bureau's 2013 American Community Survey and population density to parameters from the Decennial Census. The sample also is weighted to match current patterns of telephone status (landline only, cellphone only or both landline and cellphone), based on extrapolations from the 2014 National Health Interview Survey. The weighting procedure also accounts for the fact that respondents with both landline and cellphones have a greater probability of being included in the combined sample and adjusts for household size among respondents with a landline phone. The margins of error reported and statistical tests of significance are adjusted to account for the survey's design effect, a measure of how much efficiency is lost from the weighting procedures.

The following table shows the unweighted sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey:

Group	Unweighted sample size	Plus or minus ...
All adults 18+ (Form A)	786	4.0 percentage points
Internet users	696	4.2 percentage points
Facebook users	530	4.8 percentage points
Twitter users	166	8.7 percentage points
Instagram users	192	8.1 percentage points
Pinterest users	200	7.9 percentage points
LinkedIn users	222	7.5 percentage points

Sample sizes and sampling errors for other subgroups are available upon request.

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls. Pew Research Center undertakes all polling activity, including calls to mobile telephone numbers, in compliance with the Telephone Consumer Protection Act and other applicable laws.

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## Topline Questionnaire

**PEW RESEARCH CENTER  
2016 LIBRARIES SURVEY  
FINAL TOPLINE  
MARCH 7-APRIL 4, 2016  
N=1,520**

**EMINUSE**Do you use the internet or email, at least occasionally?

**INTMOB** Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?

	USES INTERNET	DOES NOT USE INTERNET
Current	86	14
November 2015	87	13
July 2015	87	13
April 2015	85	15
September 2013	86	14
August 2013	80	20
May 2013	85	15
December 2012	81	19
November 2012	85	15
September 2012	81	19
August 2012	85	15
April 2012	82	18
February 2012	80	20

**WEB1-A** Please tell me if you ever use the internet or a mobile app to do any of the following things. Do you ever use the internet or a mobile app to...[INSERT ITEM; RANDOMIZE]?<sup>3</sup>

Based on Form A internet users [N=696]

	TOTAL HAVE EVER DONE THIS	DID YESTERDAY	HAVE NOT DONE THIS	(VOL.) DON'T KNOW	(VOL.) REFUSED
<b>Use Twitter</b>					
Current	24	n/a	75	0	*
April 2015	24	n/a	76	0	0
September 2014 <sup>i</sup>	23	n/a	77	*	0
September 2013	20	n/a	80	*	*
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
August 2-5, 2012 <sup>ii</sup>	16	n/a	84	0	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	*
<b>Use Instagram</b>					
Current	32	n/a	67	*	*
April 2015	29	n/a	71	*	0
September 2014	26	n/a	74	0	0
August 2013	17	n/a	82	*	0
December 2012	13	n/a	87	*	0
August 2-5, 2012	12	n/a	88	1	0
<b>Use Pinterest</b>					
Current	31	n/a	69	*	0
April 2015	30	n/a	69	1	*
September 2014	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	*

**WEB1-A continued...**

<sup>3</sup> April 2015 items were each asked of a half sample of internet users, including those who use a social networking site or app (SNSINT). From January 2005 through 2013, question wording was: "Please tell me if you ever use the internet to do any of the following things. Do you ever use the internet to...[ITEM]?" 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.

**WEB1-A continued...**

	TOTAL HAVE EVER DONE THIS	DID YESTERDAY	HAVE NOT DONE THIS	(VOL.) DON'T KNOW	(VOL.) REFUSED
<b>Use Facebook<sup>4</sup></b>					
Current	79	n/a	21	0	0
April 2015	72	n/a	28	0	0
September 2014	71	n/a	28	0	*
August 2013	71	n/a	29	0	0
December 13-16, 2012 <sup>iii</sup>	67	n/a	33	0	*
August 2-5, 2012	66	n/a	34	*	0
<b>Use LinkedIn</b>					
Current	29	n/a	70	1	0
April 2015	24	n/a	75	1	0
September 2014	28	n/a	72	*	0
August 2013	22	n/a	77	1	*
August 2-5, 2012	20	n/a	79	1	*

Based on Form B internet users [N=646]

	TOTAL HAVE EVER DONE THIS	DID YESTERDAY	HAVE NOT DONE THIS	(VOL.) DON'T KNOW	(VOL.) REFUSED
<b>Use messaging apps like WhatsApp or Kik<sup>5</sup></b>					
Current	26	n/a	74	*	*
April 2015	31	n/a	69	*	*
<b>Use an app that automatically deletes the messages you send like Snapchat or Wickr</b>					
Current	21	n/a	78	1	0
April 2015	16	n/a	83	1	*
<b>Use anonymous social media apps like YikYak, Whisper, After School or Rumr</b>					
Current	6	n/a	94	0	*

<sup>4</sup> December 13-16, 2012 trend was asked of all internet users as a standalone question: "Do you ever use Facebook?"<sup>5</sup> April 2015 item wording was "Use messaging apps like WhatsApp or Kik or iMessage"

**SNS2** Thinking about the social media sites or mobile apps you use... About how often do you visit or use [INSERT ITEMS; RANDOMIZE]? [READ AS NECESSARY: Several times a day, about once a day, a few times a week, every few weeks or less often?]<sup>6</sup>

	SEVERAL TIMES A DAY	ABOUT ONCE A DAY	A FEW TIMES A WEEK	EVERY FEW WEEKS	LESS OFTEN	(VOL.) DON'T KNOW	(VOL.) REFUSED
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*Item A: Based on Twitter users*

a. Twitter

Current [N=166]	23	19	24	16	17	1	*
April 2015 [N=193]	25	14	23	16	22	1	*
Sept 2014 [N=323]	22	14	24	15	25	*	0
Sept 2013 [N=223]	29	17	21	12	20	1	0

*Item B: Based on Instagram users*

b. Instagram

Current [N=192]	35	16	26	10	12	0	0
April 2015 [N=219]	35	24	18	10	12	*	*
Sept 2014 [N=317]	32	17	24	10	16	1	0
Sept 2013 [N=196]	35	22	21	6	15	1	0

*Item C: Based on Pinterest users*

c. Pinterest

Current [N=200]	11	13	31	28	16	1	*
April 2015 [N=234]	16	12	27	17	26	*	1
Sept 2014 [N=398]	9	8	29	25	26	1	1
Sept 2013 [N=272]	11	13	30	21	24	1	1

*Item D: Based on LinkedIn users*

d. LinkedIn

Current [N=222]	8	10	31	26	26	*	0
April 2015 [N=212]	9	13	30	25	22	1	1
Sept 2014 [N=463]	7	6	25	31	30	1	*
Sept 2013 [N=341]	5	8	34	27	25	*	*

<sup>6</sup> April 2015 items were each asked of a half sample of respondents who use that specific type of social media. September 2013 trend categories were several times a day, about once a day, 3-5 days a week, 1-2 days a week, every few weeks or less often. Results shown here for "a few times a week" combine "3-5 days a week" and "1-2 days a week".

*Item E: Based on Facebook users*

## e. Facebook

Current [N=530]	55	22	15	3	4	1	*
April 2015 [N=600]	42	27	22	4	5	0	0
Sept 2014 [N=1,074]	45	25	17	6	6	*	*
Sept 2013 [N=960]	40	24	23	6	8	*	0

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<sup>i</sup> September 2014 trends based on two omnibus surveys, conducted September 11-14, 2014 and September 18-21, 2014 [N=2,003, including 1,001 cell phone interviews]. Omnibus surveys not conducted as tracking surveys.

<sup>ii</sup> 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.

<sup>iii</sup> 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.