

Social Media Update 2013: Pew Research Internet Project

By Maeve Duggan and Aaron Smith
Edited by Leah Morrigan

Findings of this study may prove useful for not-for-profits wishing to more fully engage their community by way of social media.

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. The [full article](#) is available online.



Seventy three percent of online adults now use a social networking site of some kind. Facebook is the dominant social networking platform in the number of users, but a striking number (42%) of users are now diversifying onto other platforms.

Demographics

Facebook is popular across a diverse mix of demographic groups with 71% of online adults as users. 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.

Other sites have developed their own unique demographic user profiles:

- Pinterest holds particular appeal to female users (women are four times as likely as men to be Pinterest users);
- LinkedIn is especially popular among college graduates and internet users in higher income households;
- Twitter and Instagram have particular appeal to younger adults, urban dwellers, and non-whites; there is substantial overlap between Twitter and Instagram user bases.

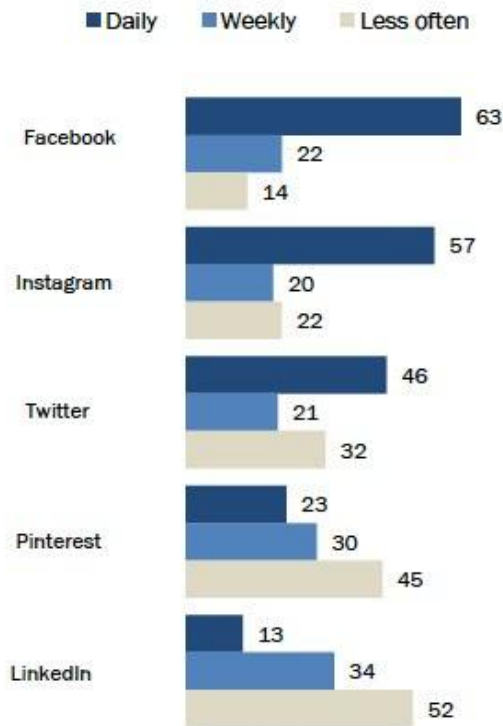
Usage

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 (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;
- 57% of Instagram users visit the site at least once a day (with 35% doing so multiple times per day);
- 46% of Twitter users are daily visitors (with 29% visiting multiple times per day).

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.

PEW RESEARCH CENTER

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.

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 2012.

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.

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.

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 [click here](#).