

OCTOBER 28, 2013

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## Photo and Video Sharing Grow Online

*More internet users are using photos and videos as a social currency: 54% of internet users have posted original photos or videos to websites and 47% share photos or videos they found elsewhere online. Young adults and women lead the way in each of these activities. Cell phones and smartphones have given rise to photo- and video-sharing apps: 18% of cell owners use Instagram and 9% use Snapchat.*

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<http://pewinternet.org/Reports/2013/Photos-and-videos.aspx>

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# Main Findings

## Creators and Curators

Photos and videos have become an integral part of the online social experience. In a new survey conducted by Pew Research Center's Internet Project, more than half of internet users post or share photos or videos online. Our latest data shows:

- 54% of adult internet users post original photos or videos online that they themselves have created. We call them creators and their number has grown from 46% of internet users last year.
- 47% of adult internet users take photos or videos that they have found online and repost them on sites designed for sharing images with many people. We call them curators and their number has grown from 41% of internet users last year.

The creator group is made up of those who have posted *photos* they have taken themselves (52% of internet users do so) and those who have posted *videos* they have taken themselves (26% of internet users). If a person did either of these activities (or both), we consider them an online image *creator*.

The curator group is made up of those who have taken *photos* they found online and posted them on a site used for sharing images with others (42% of internet users have done so) and those who have taken *videos* they found online and posted them to a video-sharing site (36% of internet users have done so). If a person did either of these activities (or both), we consider them an online image *curator*.

Taken together, 62% of internet users have done at least one of these creating or curating activities. This is a significant increase from the 56% who did so in 2012. Some 40% of internet users are *both* creators *and* curators.

## Instagram and Snapchat

The near-ubiquity of cell phone ownership and the rapid rise of smartphones has created a platform for mobile photo- and video-sharing. This survey found that 92% of Americans own a cell phone, and 58% own a smartphone. Mobile apps like Instagram and Snapchat have capitalized on user bases equipped and eager to capture and share visual moments. This is our first read on Snapchat and the first time we have asked cell phone owners about Instagram. We found:

- 9% of cell phone owners use Snapchat, the photo- and video-sharing app that automatically deletes images after they have been viewed.
- 18% of cell phone owners use Instagram, a photo- and video-sharing social media app with signature filters, recently acquired by Facebook.

## About this survey

A nationally representative survey of 1,000 adults ages 18+ was taken October 3-6, 2013. It was conducted in English on landline and cell phones. The sample contained 852 internet users and 941 cell phone owners. The margin of error for the full sample is +/- 3.7 percentage points. The margin of error for internet users is +/- 4.0 percentage points. The margin of error for cell phone owners is +/- 3.8 percentage points.

# Additional Analysis

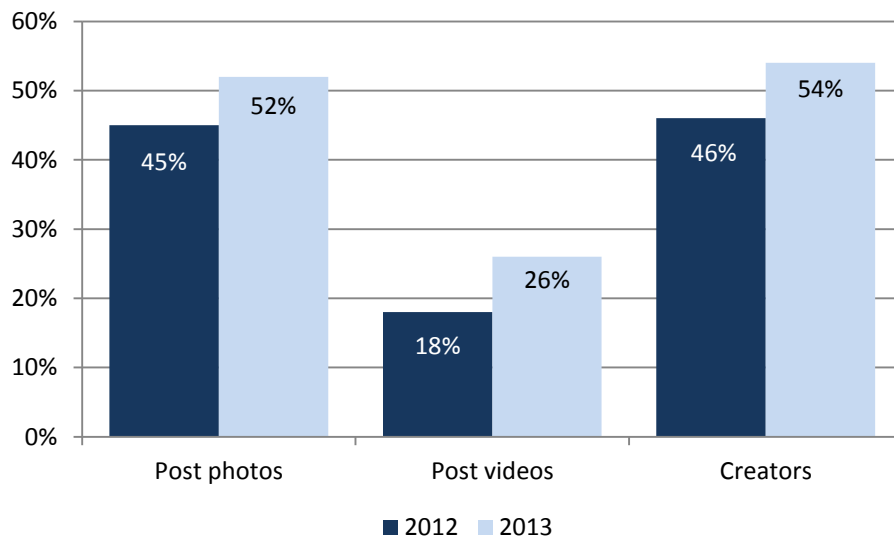
## Creators

Posting original photos and videos online has increased significantly in the past year. Half of internet users post original photos online, while a quarter post videos they have taken themselves. Taken together, 54% of internet users are online image “creators.”

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### Online Creators: Posting original photos and videos, 2012-2013

*Among internet users, the % who post photos and videos and the % who post either*



**Source:** Pew Research October Omnibus Survey, October 3-6, 2013. n=852 internet users ages 18+. Interviews were conducted in English on landline and cell phones. The margin of error for results based on internet users is +/- 4.0 percentage points.

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Among internet users, young adults ages 18-29 are particularly likely to post pictures they take online and women are more likely to do so than men. More than half of women do so, along with more than three-quarters of young adults.

## Do you ever post PHOTOS that you, yourself, have taken to any kind of website?

Among all internet users, the % who share photos they have taken themselves

All internet users (n=852)		52%
a	Men (n=414)	48
b	Women (n=438)	56 <sup>a</sup>
<b>Age</b>		
a	18-29 (n=131)	79 <sup>bcd</sup>
b	30-49 (n=222)	56 <sup>cd</sup>
c	50-64 (n=265)	37 <sup>d</sup>
d	65+ (n=208)	19
<b>Education attainment</b>		
a	High school grad or less (n=192)	49
b	Some College (n=264)	54
c	College + (n=391)	53
<b>Household income</b>		
a	Less than \$30,000/yr (n=175)	55
b	\$30,000-\$49,999 (n=148)	48
c	\$50,000-\$74,999 (n=138)	53
d	\$75,000+ (n=297)	54

**Source:** Pew Research October Omnibus Survey, October 3-6, 2013. n=852 internet users ages 18+. Interviews were conducted in English on landline and cell phones. The margin of error for results based on internet users is +/- 4.0 percentage points.

**Note:** Percentages marked with a superscript letter (e.g., <sup>a</sup>) 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).

Some 26% of internet users post videos they take online, about half the proportion who post their own pictures. Again, young adults are particularly likely to post videos.

## Do you ever post VIDEOS that you, yourself, have taken to any kind of website?

Among all internet users, the % who share videos they have taken themselves

All internet users (n=852)		26%
a	Men (n=414)	24
b	Women (n=438)	29
Age		
a	18-29 (n=131)	48 <sup>bcd</sup>
b	30-49 (n=222)	29 <sup>cd</sup>
c	50-64 (n=265)	11
d	65+ (n=208)	6
Education attainment		
a	High school grad or less (n=192)	28
b	Some College (n=264)	22
c	College + (n=391)	30 <sup>b</sup>
Household income		
a	Less than \$30,000/yr (n=175)	28
b	\$30,000-\$49,999 (n=148)	20
c	\$50,000-\$74,999 (n=138)	32 <sup>b</sup>
d	\$75,000+ (n=297)	26

**Source:** Pew Research October Omnibus Survey, October 3-6, 2013. n=852 internet users ages 18+. Interviews were conducted in English on landline and cell phones. The margin of error for results based on internet users is +/- 4.0 percentage points.

**Note:** Percentages marked with a superscript letter (e.g., <sup>a</sup>) 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).

Fully 54% of internet users post photos or videos online that they have taken themselves. Those under 30 are particularly likely to be creators and women are more likely to be creators than men.

## Photo and video creators

Among all internet users, the % who share either photos or videos they have taken themselves

All internet users (n=852)		54%
a	Men (n=414)	50
b	Women (n=438)	59 <sup>a</sup>
Age		
a	18-29 (n=131)	81 <sup>bcd</sup>
b	30-49 (n=222)	59 <sup>cd</sup>
c	50-64 (n=265)	38 <sup>d</sup>
d	65+ (n=208)	22
Education attainment		
a	High school grad or less (n=192)	53
b	Some College (n=264)	55
c	College + (n=391)	56
Household income		
a	Less than \$30,000/yr (n=175)	58
b	\$30,000-\$49,999 (n=148)	52
c	\$50,000-\$74,999 (n=138)	57
d	\$75,000+ (n=297)	54

**Source:** Pew Research October Omnibus Survey, October 3-6, 2013. n=852 internet users ages 18+. Interviews were conducted in English on landline and cell phones. The margin of error for results based on internet users is +/- 4.0 percentage points.

**Note:** Percentages marked with a superscript letter (e.g., <sup>a</sup>) 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).

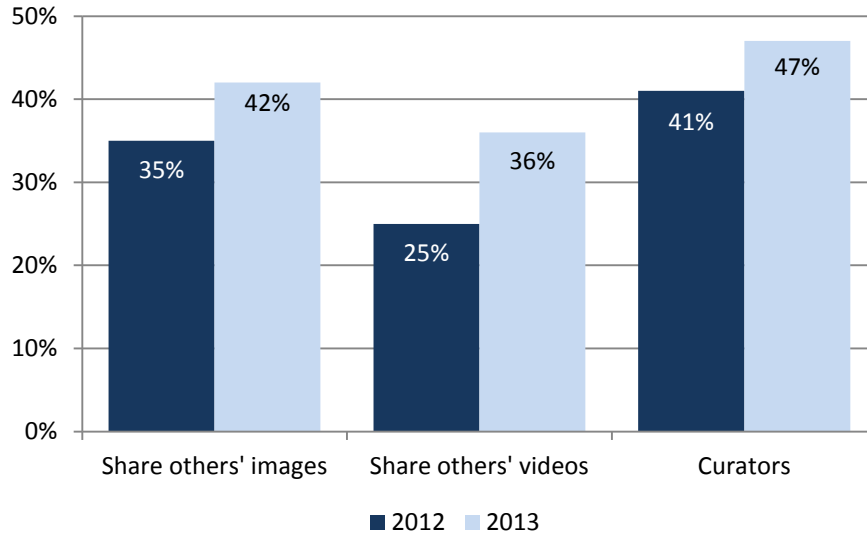
## Curators

Sharing images and videos found elsewhere on the internet is also significantly more popular this year than last. Some 42% of internet users repost images, while 36% share others' videos. Fully 47% of internet users share images or videos they find elsewhere online.

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## Online Curators: Sharing images and video from elsewhere on the web, 2012-2013

Among internet users, the % who have reposted images and videos they found elsewhere online and the % who repost both (curators)



**Source:** Pew Research October Omnibus Survey, October 3-6, 2013. n=852 internet users ages 18+. Interviews were conducted in English on landline and cell phones. The margin of error for results based on internet users is +/- 4.0 percentage points.

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Reposting images is particularly popular among younger people and women are more likely to repost images than men. Half of female internet users do so, along with six-in-ten of those internet users ages 18-29.



## Do you ever take IMAGES you find online and share or repost them on sites designed for sharing images with many people?

Among all internet users, the % who share photos they have found elsewhere online

All internet users (n=852)		42%
a	Men (n=414)	36
b	Women (n=438)	49 <sup>a</sup>
Age		
a	18-29 (n=131)	61 <sup>bcd</sup>
b	30-49 (n=222)	48 <sup>cd</sup>
c	50-64 (n=265)	30 <sup>d</sup>
d	65+ (n=208)	14
Education attainment		
a	High school grad or less (n=192)	43
b	Some College (n=264)	46
c	College + (n=391)	39
Household income		
a	Less than \$30,000/yr (n=175)	52 <sup>bd</sup>
b	\$30,000-\$49,999 (n=148)	31
c	\$50,000-\$74,999 (n=138)	46 <sup>b</sup>
d	\$75,000+ (n=297)	39

**Source:** Pew Research October Omnibus Survey, October 3-6, 2013. n=852 internet users ages 18+. Interviews were conducted in English on landline and cell phones. The margin of error for results based on internet users is +/- 4.0 percentage points.

**Note:** Percentages marked with a superscript letter (e.g., <sup>a</sup>) 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).

Reposting videos is most popular among internet users ages 18-29. More than half of these young adults repost videos.

## Do you ever take VIDEOS you find online and share or repost them on sites designed for sharing videos with many people?

Among all internet users, the % who share videos they have found elsewhere online

<b>All internet users (n=852)</b>		<b>36%</b>
a	Men (n=414)	34
b	Women (n=438)	38
<b>Age</b>		
a	18-29 (n=131)	56 <sup>bcd</sup>
b	30-49 (n=222)	42 <sup>cd</sup>
c	50-64 (n=265)	20 <sup>d</sup>
d	65+ (n=208)	8
<b>Education attainment</b>		
a	High school grad or less (n=192)	35
b	Some College (n=264)	39
c	College + (n=391)	33
<b>Household income</b>		
a	Less than \$30,000/yr (n=175)	35
b	\$30,000-\$49,999 (n=148)	28
c	\$50,000-\$74,999 (n=138)	42 <sup>b</sup>
d	\$75,000+ (n=297)	38

**Source:** Pew Research October Omnibus Survey, October 3-6, 2013. n=852 internet users ages 18+. Interviews were conducted in English on landline and cell phones. The margin of error for results based on internet users is +/-4.0 percentage points.

**Note:** Percentages marked with a superscript letter (e.g., <sup>a</sup>) 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).

Young adults are particularly likely to be curators and women are more likely than men to curate photos and videos online. Among internet users, 53% of women and 68% of those 18-29 repost images and videos they find elsewhere on the web.

## Image and video curators

Among all internet users, the % who share either images or videos they found elsewhere online

All internet users (n=852)		47%
a	Men (n=414)	42
b	Women (n=438)	53 <sup>a</sup>
Age		
a	18-29 (n=131)	68 <sup>bcd</sup>
b	30-49 (n=222)	54 <sup>cd</sup>
c	50-64 (n=265)	33 <sup>d</sup>
d	65+ (n=208)	17
Education attainment		
a	High school grad or less (n=192)	46
b	Some College (n=264)	53
c	College + (n=391)	44
Household income		
a	Less than \$30,000/yr (n=175)	54 <sup>b</sup>
b	\$30,000-\$49,999 (n=148)	38
c	\$50,000-\$74,999 (n=138)	52 <sup>b</sup>
d	\$75,000+ (n=297)	46

**Source:** Pew Research October Omnibus Survey, October 3-6, 2013. n=852 internet users ages 18+. Interviews were conducted in English on landline and cell phones. The margin of error for results based on internet users is +/- 4.0 percentage points. **Note:** Percentages marked with a superscript letter (e.g., <sup>a</sup>) 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).

## Instagram and Snapchat

Photo- and video-sharing is also shaped by the mobile landscape. Fully 92% of adults own a cell phone, and 58% own a smartphone. The ease with which mobile phones allow users to take and upload pictures on-the-go has created easy paths for photo-sharing apps. In this survey, we examined two such apps – Snapchat and Instagram.

Snapchat is a photo- and video-sharing app that automatically deletes messages soon after they are received. Senders determine an amount of time a recipient can view the image, and once it has been viewed the image is not longer available.

This is the first time we have measured Snapchat use. Some 9% of cell phone owners use the app. It is especially popular among cell owners ages 18-29, 26% of whom use the app. Among all smartphone owners, 12% use Snapchat.

## Snapchat users

Among all cell phone owners, the % who use the mobile app Snapchat

All cell phone owners (n=941)		9%
a	Men (n=451)	9
b	Women (n=490)	10
<b>Ethnicity</b>		
a	White (n=695)	8
b	African-American (n=97)	7
<b>Age</b>		
a	18-29 (n=133)	26 <sup>bcd</sup>
b	30-49 (n=227)	5 <sup>d</sup>
c	50-64 (n=296)	3
d	65+ (n=261)	2
<b>Education attainment</b>		
a	High school grad or less (n=261)	10
b	Some College (n=277)	9
c	College + (n=400)	8
<b>Household income</b>		
a	Less than \$30,000/yr (n=224)	12 <sup>b</sup>
b	\$30,000-\$49,999 (n=161)	5
c	\$50,000-\$74,999 (n=153)	7
d	\$75,000+ (n=301)	9

**Source:** Pew Research October Omnibus Survey, October 3-6, 2013. n=941 cell phone owners ages 18+. Interviews were conducted in English on landline and cell phones. The margin of error for results based on cell phone owners is +/- 3.8 percentage points.

**Note:** Percentages marked with a superscript letter (e.g., <sup>a</sup>) 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).

Instagram is a photo- and video-sharing app that allows users to apply different shaded filters to their images before posting on their profile. The app is structured like other social media models, where users can follow each others' profiles, indicate their appreciation of different images, and comment.

This is the first time we have asked about Instagram among cell phone owners (we have previously asked about Instagram among internet users). Some 18% of cell owners use Instagram on their phones. Those 18-29 are particularly likely to use the app, with 43% saying they do so. Among all smartphone owners, 28% use Instagram.

## Instagram users

Among all cell phone owners, the % who use the mobile app Instagram

All cell phone owners (n=941)		18%
a	Men (n=451)	16
b	Women (n=490)	20
<b>Ethnicity</b>		
a	White (n=695)	14
b	African-American (n=97)	20
<b>Age</b>		
a	18-29 (n=133)	43 <sup>bcd</sup>
b	30-49 (n=227)	18 <sup>cd</sup>
c	50-64 (n=296)	6 <sup>d</sup>
d	65+ (n=261)	2
<b>Education attainment</b>		
a	High school grad or less (n=261)	15
b	Some College (n=277)	23 <sup>a</sup>
c	College + (n=400)	18
<b>Household income</b>		
a	Less than \$30,000/yr (n=224)	19
b	\$30,000-\$49,999 (n=161)	16
c	\$50,000-\$74,999 (n=153)	15
d	\$75,000+ (n=301)	21

**Source:** Pew Research October Omnibus Survey, October 3-6, 2013. n=941 cell phone owners ages 18+. Interviews were conducted in English on landline and cell phones. The margin of error for results based on cell phone owners is +/- 3.8 percentage points.

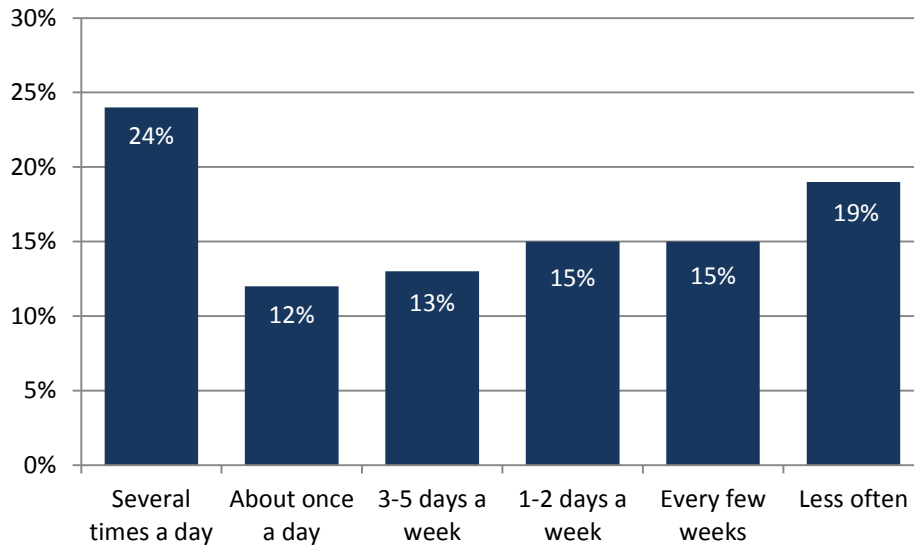
**Note:** Percentages marked with a superscript letter (e.g., <sup>a</sup>) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g. age).

Instagram also has a relatively active user base. We measured frequency of use and found that more than a third of Instagram users say they use the app on a daily basis, and a quarter say they use it several times a day. Almost three-in-ten cell owners use Instagram on a weekly basis. But still, another third of users are only on the app every few weeks or less often.

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## How often do you use Instagram?

Among Instagram users, the % who say they use the app with the following frequency...



**Source:** Pew Research October Omnibus Survey, October 3-6, 2013. n=119 Instagram users ages 18+. Interviews were conducted in English on landline and cell phones. The margin of error for results based on Instagram users is +/- 10.8 percentage points.

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# Methods

A nationally representative survey of 1,000 adults ages 18+ was taken October 3-6, 2013. It was conducted in English on landline and cell phones. The sample contained 852 internet users and 941 cell phone owners. The margin of error for the full sample is +/- 3.6 percentage points. The margin of error for internet users is +/- 3.9 percentage points. The margin of error for cell phone owners is +/- 3.7 percentage points.

## Survey Questions

Asked of all adults (n=1,000)

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

Yes – 83%

No – 17%

Asked of all adults (n=1,000)

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

Yes – 66%

No – 34%

Among all adults (n=1,000)

**Summary of all internet users**

Total internet users – 85%

Total not internet users – 15%

Asked of all adults (n=1,000)

**Do you have a cell phone?**

Yes – 92%

No – 8%

Asked of all cell phone owners (n=941)

**Some cell phones are called “smartphones” because of certain features they have. Is your cell phone a smartphone such as an iPhone, Android, Blackberry or Windows phone, or are you not sure?**

Yes, smartphone - 64%

No, not a smartphone – 32%

Not sure/don't know – 4%

Asked of all internet users (n=852)

**Do you ever post photos that you, yourself, have taken to any kind of website?**

Yes – 52%

No – 48%

Asked of all internet users (n=852)

**Do you ever take images that you find online and share or repost them on sites designed for sharing images with many people?**

Yes – 42%

No – 57%

Asked of all internet users (n=852)

**Do you ever post videos that you, yourself, have taken to any kind of website?**

Yes – 26%

No – 74%

Asked of all internet users (n=852)

**Do you ever take videos that you find online and share or repost them on sites designed for sharing videos with many people?**

Yes – 36%

No – 64%

Asked of all cell phone owners (n=941)

**On your cell phone, do you ever use the mobile app called Snapchat that is used to take and share photos and videos, or do you not use that app?**

Yes – 9%

No – 91%

Asked of all cell phone owners (n=941)

**Do you ever use Instagram on your cell phone, or do you not use that app?**

Yes – 18%

No – 81%

Asked of all Instagram users (n=119)

**How often do you use Instagram on your cell phone? Would you say...**

Several times a day – 24%

About once a day – 12%

3 to 5 days a week – 13%

1 to 2 days a week – 15%

Every few weeks – 15%

Less often – 19%