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72% of Online Adults are Social Networking Site Users

Social networking sites remain most popular among young adults, but other age groups continue to increase their engagement

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<http://pewinternet.org/Reports/2013/social-networking-sites.aspx>

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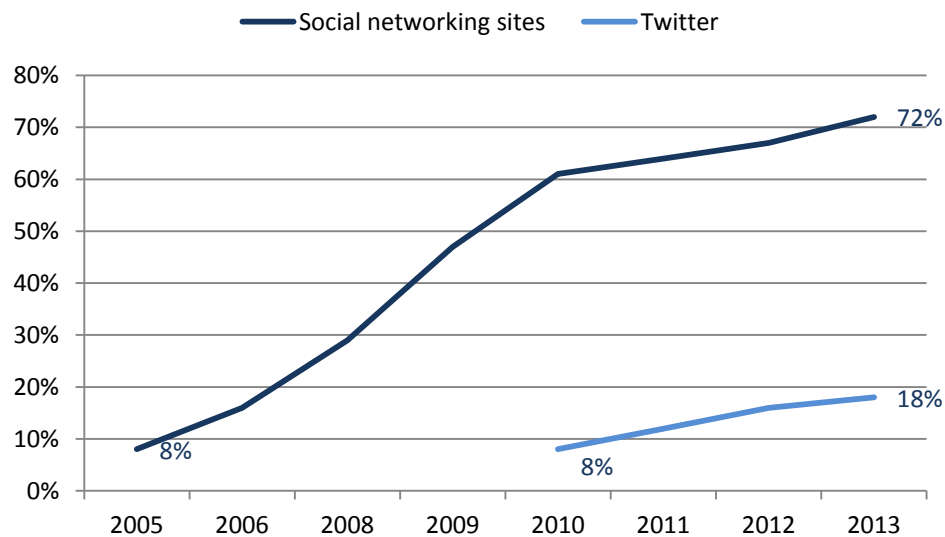
The number of social networking site users continues to grow

As of May 2013, almost three quarters (72%) of online U.S. adults use social networking sites, up from 67% in late 2012. When we first started asking about social networking sites in February 2005, just 8% of online adults said they used social networking sites.

In addition to asking about general usage of social networking sites in our current survey, we included a stand-alone question about Twitter and found that 18% of online adults are now Twitter users. This is roughly double the 8% of online adults who used Twitter in November 2010, the first time we asked about [Twitter as a stand-alone platform](#).

Adult use of social networking sites and Twitter—change over time

% of adult internet users who use social networking sites or Twitter, over time



Source: Pew Research Center's Internet & American Life Project tracking surveys 2005-2013. Spring Tracking Survey, April 17 – May 19, 2013. N=1,895 adult 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 +/- 2.5 percentage points.

Today, social networking site use is a major activity for internet users from a wide range of demographic groups. Younger adults are especially avid adopters, but social networking continues to grow in popularity for older adults as well. Six out of ten internet users ages 50-64 are social networking site users, as are 43% of those ages 65 and older.

Who uses social networking sites

% of internet users within each group who use social networking sites

	All internet users (n=1,895)	72%
a	Men (n=874)	70
b	Women (n=1,021)	74
	Race/ethnicity	
a	White, Non-Hispanic (n=1,331)	70
b	Black, Non-Hispanic (n=207)	75
c	Hispanic (n=196)	80 ^a
	Age	
a	18-29 (n=395)	89 ^{bcd}
b	30-49 (n=542)	78 ^{cd}
c	50-64 (n=553)	60 ^d
d	65+ (n=356)	43
	Education level	
a	No high school diploma (n=99)	67
b	High school grad (n=473)	72
c	Some College (n=517)	73
d	College + (n=790)	72
	Annual household income	
a	Less than \$30,000/yr (n=417)	75
b	\$30,000-\$49,999 (n=320)	72
c	\$50,000-\$74,999 (n=279)	74
d	\$75,000+ (n=559)	71
	Urbanity	
a	Urban (n=649)	74
b	Suburban (n=893)	71
c	Rural (n=351)	69

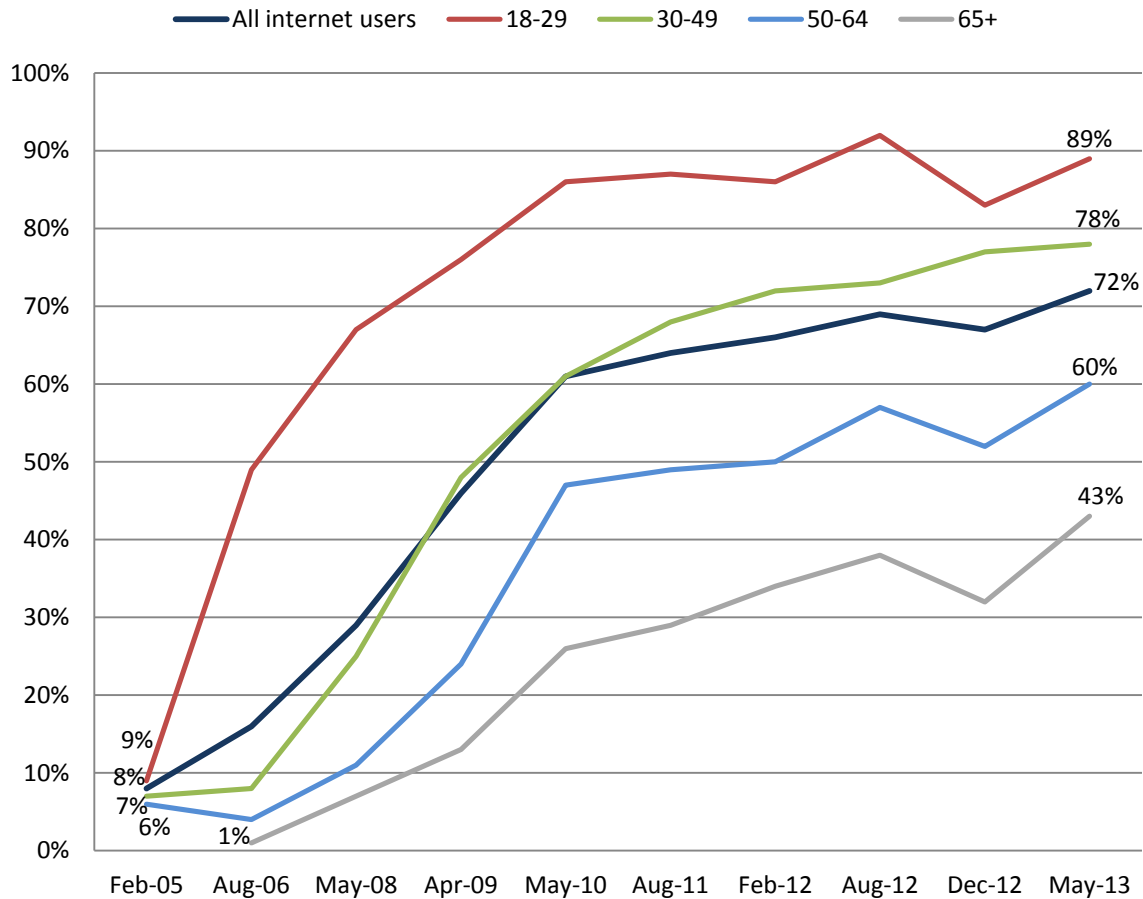
Source: Pew Research Center's Internet & American Life Project Spring Tracking Survey, April 17 – May 19, 2013. N=1,895 adult internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.5 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).

Although online seniors are less likely than other age groups to use social networking sites, adoption rates for those 65 and older have tripled in the last four years (from 13% in the spring of 2009 to 43% now).

Social networking site use by age group, 2005-2013

% of internet users in each age group who use social networking sites



Source: Pew Research Center's Internet & American Life Project tracking surveys 2005-2013. Spring Tracking Survey, April 17 – May 19, 2013. N=1,895 adult 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 +/- 2.5 percentage points.

Twitter

The percentage of internet users who are on Twitter has more than doubled since November 2010, currently standing at 18%. Internet users ages 18-29 are the most likely to use Twitter.

Who uses Twitter

% of internet users who use Twitter

All internet users (n=1,895)		18%
a	Men (n=874)	18
b	Women (n=1,021)	17
Race/ethnicity		
a	White, Non-Hispanic (n=1,331)	14
b	Black, Non-Hispanic (n=207)	27 ^a
c	Hispanic (n=196)	28 ^a
Age		
a	18-29 (n=395)	30 ^{bcd}
b	30-49 (n=542)	17 ^d
c	50-64 (n=553)	13 ^d
d	65+ (n=356)	5
Education attainment		
a	Less than high school (n=99)	16
b	High school grad (n=473)	15
c	Some College (n=517)	20 ^b
d	College + (n=790)	19
Household income		
a	Less than \$30,000/yr (n=417)	15
b	\$30,000-\$49,999 (n=320)	16
c	\$50,000-\$74,999 (n=279)	20
d	\$75,000+ (n=559)	22 ^a
Urbanity		
a	Urban (n=649)	21 ^c
b	Suburban (n=893)	18 ^c
c	Rural (n=351)	11

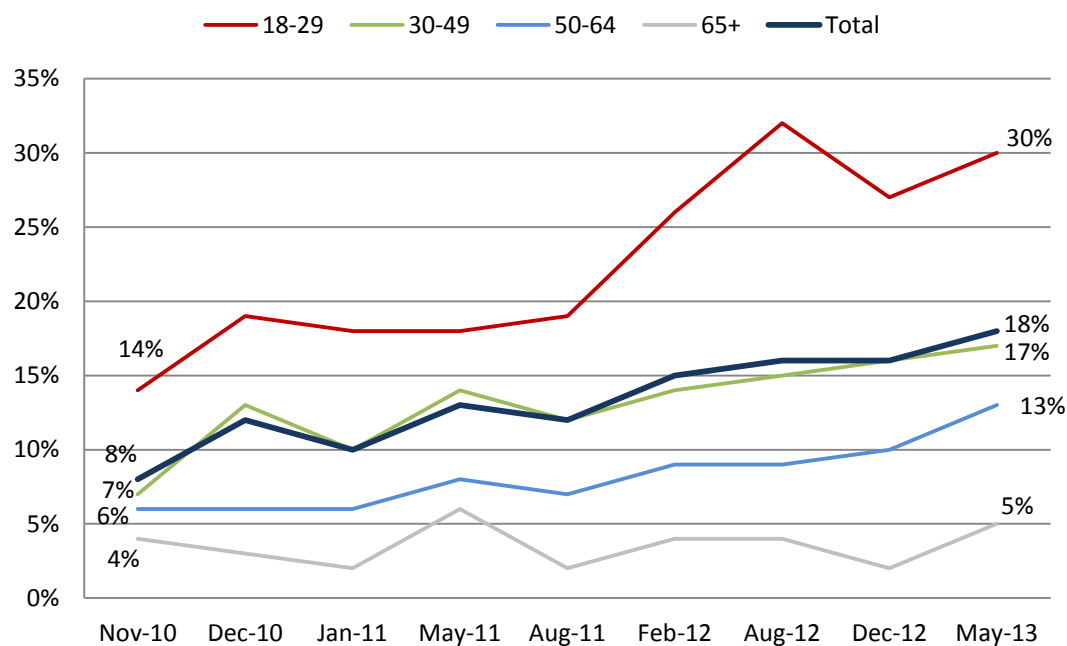
Source: Pew Research Center's Internet & American Life Project Spring Tracking Survey, April 17 – May 19, 2013. N=1,895 adult internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.5 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).

The following chart shows Twitter use by age group, over time:

Twitter use by age group, over time

% of adult internet users in each age group who use Twitter



Source: Pew Research Center's Internet & American Life Project Tracking Surveys, 2010-2013. Spring Tracking Survey, April 17 – May 19, 2013. N=1,895 adult 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 +/- 2.5 percentage points.

Survey Questions

Spring 2013 Tracking Survey

Final Topline

5/21/2013

Data for April 17-May 19, 2013

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

Sample: n=2,252 national adults, age 18 and older, including 1,127 cell phone interviews

Interviewing dates: 04.17.2013 – 05.19.2013

Margin of error is plus or minus 2.3 percentage points for results based on Total [n=2,252]

Margin of error is plus or minus 2.5 percentage points for results based on all internet users [n=1,895]

Margin of error is plus or minus 2.4 percentage points for results based on all cell phone owners [n=2,076]

INTUSE Do you use the internet, at least occasionally?

EMLOCC Do you send or receive email, at least occasionally?

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?¹

	USES INTERNET	DOES NOT USE INTERNET
Current	85	15
December 2012 ⁱ	81	19
November 2012 ⁱⁱ	85	15
September 2012	81	19
August 2012 ⁱⁱⁱ	85	15
April 2012	82	18
February 2012	80	20

INTUSE/EMLOCC/EMINUSE/INTMOB continued...

¹ The definition of an internet user varies from survey to survey. In the current survey, half the sample was asked INTUSE/EMLOCC/INTMOB and half was asked EMINUSE/INTMOB. Current results are for both forms combined. Throughout the current topline, total internet users are defined as those who answered yes to any question INTUSE, EMLOCC, EMINUSE or INTMOB. From April 2012 thru December 2012, an internet user is someone who uses the internet at least occasionally, sends/receives email at least occasionally or accesses the internet a mobile device (three-part definition with question wording "Do you use the internet, at least occasionally?" OR "Do you send or receive email, at least occasionally?" OR "Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?"). From January 2005 thru February 2012, an internet user is someone who uses the internet at least occasionally or sends/receives email at least occasionally (two-part definition with question wording "Do you use the internet, at least occasionally?" OR "Do you send or receive email, at least occasionally?"). Prior to January 2005, an internet user is someone who goes online to access the internet or to send and receive email (question wording "Do you ever go online to access the Internet or World Wide Web or to send and receive email?").

INTUSE/EMLOCC/ EMINUSE/INTMOB continued...

	USES INTERNET	DOES NOT USE INTERNET
December 2011	82	18
August 2011	78	22
May 2011	78	22
January 2011 ^{iv}	79	21
December 2010 ^v	77	23
November 2010 ^{vi}	74	26
September 2010	74	26
May 2010	79	21
January 2010 ^{vii}	75	25
December 2009 ^{viii}	74	26
September 2009	77	23
April 2009	79	21
December 2008	74	26
November 2008 ^{ix}	74	26
August 2008 ^x	75	25
July 2008 ^{xi}	77	23
May 2008 ^{xii}	73	27
April 2008 ^{xiii}	73	27
January 2008 ^{xiv}	70	30
December 2007 ^{xv}	75	25
September 2007 ^{xvi}	73	27
February 2007 ^{xvii}	71	29
December 2006 ^{xviii}	70	30
November 2006 ^{xix}	68	32
August 2006 ^{xx}	70	30
April 2006 ^{xxi}	73	27
February 2006 ^{xxii}	73	27
December 2005 ^{xxiii}	66	34
September 2005 ^{xxiv}	72	28
June 2005 ^{xxv}	68	32
February 2005 ^{xxvi}	67	33
January 2005 ^{xxvii}	66	34
Nov 23-30, 2004 ^{xxviii}	59	41
November 2004 ^{xxix}	61	39
July 2004 ^{xxx}	67	33
June 2004 ^{xxxi}	63	37
March 2004 ^{xxxii}	69	31
February 2004 ^{xxxiii}	63	37
November 2003 ^{xxxiv}	64	36
August 2003 ^{xxxv}	63	37
June 2003 ^{xxxvi}	62	38
May 2003 ^{xxxvii}	63	37
March 3-11, 2003 ^{xxxviii}	62	38
February 2003 ^{xxxix}	64	36

INTUSE/EMLOCC/EMINUSE/INTMOB continued...

INTUSE/EMLOCC/ EMINUSE/INTMOB continued...

December 2002 ^{xl}	57	43
November 2002 ^{xli}	61	39
October 2002 ^{xlii}	59	41
September 2002 ^{xliii}	61	39
July 2002 ^{xliv}	59	41
March/May 2002 ^{xlvi}	58	42
January 2002 ^{xlvi}	61	39
December 2001 ^{xlvi}	58	42
November 2001 ^{xlviii}	58	42
October 2001 ^{xlvi}	56	44
September 2001 ⁱ	55	45
August 2001 ^{li}	59	41
February 2001 ^{lii}	53	47
December 2000 ^{liii}	59	41
November 2000 ^{liv}	53	47
October 2000 ^{lv}	52	48
September 2000 ^{lvi}	50	50
August 2000 ^{lvii}	49	51
June 2000 ^{lviii}	47	53
May 2000 ^{lix}	48	52

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]?²

Based on all internet users [N=1,895]

**Use a social networking site like
Facebook, LinkedIn or Google Plus³**

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...?” Unless otherwise noted, trends are based on all internet users for that survey.

³ From April 2009 thru August 2011, item wording was “Use a social networking site like MySpace, Facebook or LinkedIn.” In December 2008, item wording was “Use a social networking site like MySpace or Facebook.” In August 2006, item wording was “Use an online social networking site like MySpace, Facebook or Friendster”. Prior to August 2006, item wording was “Use online social or professional networking sites like Friendster or LinkedIn”

Current	72	n/a	28	0	*
December 2012	67	n/a	33	*	*
August 2012	69	n/a	31	0	*
February 2012	66	48	34	*	0
August 2011	64	43	35	*	0
May 2011	65	43	35	*	0
January 2011	61	n/a	39	0	0
December 2010	62	n/a	38	*	0
November 2010	61	37	39	*	*
September 2010	62	39	38	*	0
May 2010	61	38	39	0	0
January 2010	57	32	43	*	0
December 2009	56	33	44	0	*
September 2009	47	27	52	*	*
April 2009	46	27	54	*	*

Use Twitter

Current	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	*

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 April 17 to May 19, 2013, among a sample of 2,252 adults, age 18 and older.

Telephone interviews were conducted in English and Spanish by landline (1,125) and cell phone (1,127, including 571 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 2.3 percentage points. For results based on Internet users⁴ (n=1,895), the margin of sampling error is plus or minus 2.5 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 five 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.

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.

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.

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

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 basic weighting parameters came from the US Census Bureau's 2011 American Community Survey data. The population density parameter was derived from Census 2010 data. The telephone usage parameter came from an analysis of the January-June 2012 National Health Interview Survey.

Following is the full disposition of all sampled telephone numbers:

Sample Disposition		
Landline	Cell	-
41,291	24,698	Total Numbers Dialed
1,755	411	Non-residential
1,516	88	Computer/Fax
12	----	Cell phone
24,344	9,674	Other not working
2,038	226	Additional projected not working
11,626	14,299	Working numbers
28.2%	57.9%	Working Rate
679	75	No Answer / Busy
3,442	3,668	Voice Mail
41	16	Other Non-Contact
7,464	10,540	Contacted numbers
64.2%	73.7%	Contact Rate
450	1,537	Callback
5,786	7,097	Refusal
1,228	1,906	Cooperating numbers
16.5%	18.1%	Cooperation Rate
45	68	Language Barrier
----	684	Child's cell phone
1,183	1,154	Eligible numbers
96.3%	60.5%	Eligibility Rate
58	27	Break-off
1,125	1,127	Completes
95.1%	97.7%	Completion Rate
10.0%	13.0%	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 10 percent. The response rate for the cellular sample was 13 percent.

ⁱ December 2012 trends based on the 2012 Post-Election Tracking Survey, conducted November 14–December 9, 2012 [N=2,261, including 908 cell phone interviews].

ⁱⁱ November 2012 trends based on the Gates Library Services Survey, conducted October 15 – November 10, 2012 among those age **16 or older** [N=2,252, including 1,125 cell phone interviews].

ⁱⁱⁱ August 2012 trends based on the “Civic Engagement Tracking Survey” conducted July 16–August 7, 2012 [N=2,253, including 900 cell phone interviews].

^{iv} January 2011 trends based on the Pew Internet Project/Project for Excellence in Journalism/Knight Foundation “Local News survey,” conducted January 12-25, 2011 [N=2,251, including 750 cell phone interviews].

^v December 2010 trends based on the Social Side of the Internet survey, conducted November 23–December 21, 2010 [N=2,303, including 748 cell phone interviews].

^{vi} November 2010 trends based on the Post-Election Tracking Survey 2010, conducted November 3-24, 2010 [N=2,257, including 755 cell phone interviews].

^{vii} January 2010 trends based on the Online News survey, conducted December 28, 2009 – January 19, 2010 [N=2,259, including 562 cell phone interviews].

^{viii} December 2009 trends based on the Fall Tracking “E-Government” survey, conducted November 30 – December 27, 2009 [N=2,258, including 565 cell phone interviews].

^{ix} November 2008 trends based on the Post-Election 2008 Tracking survey, conducted November 20–December 4, 2008 [N=2,254].

^x August 2008 trends based on the August Tracking 2008 survey, conducted August 12-31, 2008 [N=2,251].

^{xi} July 2008 trends based on the Personal Networks and Community survey, conducted July 9–August 10, 2008 [N=2,512, including 505 cell phone interviews]

^{xii} May 2008 trends based on the Spring Tracking 2008 survey, conducted April 8–May 11, 2008 [N=2,251].

^{xiii} April 2008 trends based on the Networked Workers survey, conducted March 27–April 14, 2008. Most questions were asked only of full- or part-time workers [N=1,000], but trend results shown here reflect the total sample [N=2,134].

^{xiv} January 2008 trends based on the Networked Families survey, conducted December 13, 2007–January 13, 2008 [N=2,252].

^{xv} December 2007 trends based on the Annual Gadgets survey, conducted October 24–December 2, 2007 [N=2,054, including 500 cell phone interviews].

^{xvi} September 2007 trends based on the Consumer Choice survey, conducted August 3–September 5, 2007 [N=2,400, oversample of 129 cell phone users].

^{xvii} February 2007 trends based on daily tracking survey conducted February 15–March 7, 2007 [N=2,200].

^{xviii} December 2006 trends based on daily tracking survey, conducted November 30 - December 30, 2006 [N=2,373].

^{xix} November 2006 trends based on Post-Election tracking survey, conducted Nov. 8–Dec. 4, 2006 [N=2,562]. This includes an RDD sample [N=2,362] and a cell phone only sample [N=200]. Results reflect combined samples, where applicable.

^{xx} August 2006 trends based on daily tracking survey, conducted August 1–31, 2006 [N=2,928].

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- xxi April 2006 trends based on the Annual Gadgets survey, conducted Feb. 15-Apr. 6, 2006 [N=4,001].
- xxii February 2006 trends based on the Exploratorium Survey, conducted Jan. 9-Feb. 6, 2006 [N=2,000].
- xxiii December 2005 trends based on daily tracking survey conducted Nov. 29-Dec. 31, 2005 [N=3,011].
- xxiv September 2005 trends based on daily tracking survey conducted Sept. 14-Oct. 13, 2005 [N=2,251].
- xxv June 2005 trends based on the Spyware Survey, conducted May 4-June 7, 2005 [N=2,001].
- xxvi February 2005 trends based on daily tracking survey conducted Feb. 21-March 21, 2005 [N=2,201].
- xxvii January 2005 trends based on daily tracking survey conducted Jan. 13-Feb. 9, 2005 [N=2,201].
- xxviii November 23-30, 2004 trends based on the November 2004 Activity Tracking Survey, conducted November 23-30, 2004 [N=914].
- xxix November 2004 trends based on the November Post-Election Tracking Survey, conducted Nov 4-Nov 22, 2004 [N=2,200].
- xxx July 2004 trends based on the "Selective Exposure" survey, conducted June 14-July 3, 2004 [N=1,510].
- xxxi June 2004 trends based on daily tracking survey conducted May 14-June 17, 2004 [N=2,200].
- xxxii March 2004 trends based on "Weak Ties" survey conducted February 17-March 17, 2004 [N=2,200].
- xxxiii February 2004 trends based on daily tracking survey conducted February 3-March 1, 2004 [N=2,204].
- xxxiv November 2003 trends based on daily tracking survey conducted November 18-December 14, 2003 [N=2,013].
- xxxv August 2003 trends based on 'E-Government' survey conducted June 25-August 3, 2003 [N=2,925].
- xxxvi June 2003 trends based on 'Internet Spam' survey conducted June 10-24, 2003 [N=2,200].
- xxxvii May 2003 trends based on daily tracking survey conducted April 29-May 20, 2003 [N=1,632].
- xxxviii March 3-11, 2003 trends based on daily tracking survey conducted March 3-11, 2003 [N=743].
- xxxix February 2003 trends based on daily tracking survey conducted February 12-March 2, 2003 [N=1,611].
- xl December 2002 trends based on daily tracking survey conducted Nov. 25-Dec. 22, 2002 [N=2,038].
- xli November 2002 trends based on daily tracking survey conducted October 28-November 24, 2002 [N=2,745].
- xliv October 2002 trends based on daily tracking survey conducted October 7-27, 2002 [N=1,677].
- xlvi September 2002 trends based on daily tracking survey conducted September 9-October 6, 2002 [N=2,092].
- xlvii July 2002 trends based on 'Sept. 11th-The Impact Online' survey conducted June 26-July 26, 2002 [N=2,501].
- xlviii March/May 2002 trends based on daily tracking surveys conducted March 1-31, 2002 and May 2-19, 2002.
- xlvix January 2002 trends based on a daily tracking survey conducted January 3-31, 2002.
- l December 2001 trends represent a total tracking period of December 1-23, 2001 [N=3,214]. This tracking period based on daily tracking surveys conducted December 17-23, 2001 and November 19-December 16, 2001.
- li November 2001 trends represent a total tracking period of November 1-30, 2001 [N=2,119]. This tracking period based on daily tracking surveys conducted October 19 – November 18, 2001 and November 19 – December 16, 2001.
- lii October 2001 trends represent a total tracking period of October 1-31, 2001 [N=1,924]. This tracking period based on daily tracking surveys conducted September 20 – October 1, 2001, October 2-7, 2001, October 8-18, 2001, and October 19 – November 18, 2001.
- lii September 2001 trends represent a total tracking period of September 1-30, 2001 [N=742]. This tracking period based on daily tracking surveys conducted August 13-September 10, 2001, September 12-19, 2001 and September 20 – October 1, 2001.
- li August 2001 trends represent a total tracking period of August 13-31, 2001 [N=1,505]. This tracking period based on a daily tracking survey conducted August 13-September 10, 2001.
- lii February 2001 trends based on a daily tracking survey conducted February 1, 2001-March 1, 2001 [N=2,096].
- liii December 2000 trends based on a daily tracking survey conducted December 2-22, 2000 [N=2,383].

liv November 2000 trends based on a daily tracking survey conducted November 2 – December 1, 2000 [N=6,321].

lv October 2000 trends based on a daily tracking survey conducted October 2 – November 1, 2000 [N=3,336].

lvi September 2000 trends based on a daily tracking survey conducted September 15 – October 1, 2000 [N=1,302].

lvii August 2000 trends based on a daily tracking survey conducted July 24 – August 20, 2000 [N=2,109].

lviii June 2000 trends based on a daily tracking survey conducted May 2 – June 30, 2000 [N=4,606].

lix May 2000 trends based on a daily tracking survey conducted March 1 – May 1, 2000 [N=6,036].