

Topline questionnaire

January 2018 Core Trends Survey

Abt Associates for Pew Research Center

Sample: n=2,002 adults age 18 or older nationwide, including 1,502 cell phone interviews

Interviewing dates: Jan. 3-10, 2018

Margin of error: ± 2.4 percentage points for results based on Total [n=2,002]

WEB1 Please tell me if you ever use any of the following social media sites online or on your cellphone. Do you ever use ... **[INSERT ITEMS; RANDOMIZE]**?¹

Based on internet users [N=1,785]

	YES, DO THIS	NO, DO NOT DO THIS	(VOL.) DON'T KNOW	(VOL.) REFUSED	YES, DO THIS (Based on All Adults)
Use Twitter					
Current	27	73	*	*	24
April 2016	26	74	0	*	21
April 2015	24	76	0	0	20
September 2014	23	77	*	0	19
September 2013	18	82	*	0	14
May 2013	18	82	*	*	15
December 2012	16	84	*	*	13
August 2012	16	84	*	0	13
Use Instagram					
Current	39	61	*	*	35
April 2016	34	66	*	*	28
April 2015	29	71	*	0	24
September 2014	26	74	0	0	21
September 2013	17	82	*	0	14
December 2012	13	87	*	0	11
August 2012	12	88	1	0	9

WEB1 continued ...

¹ May 2013 wording was “Do you ever use the internet to ... [INSERT ITEM; RANDOMIZE]?” August and December 2012, as well as September 2013 through September 2014 wording was “Please tell me if you ever use the internet to do any of the following things. Do you ever ... [INSERT ITEM; RANDOMIZE]?” April 2015 through April 2016 question wording was “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]?”

WEB1 continued ...

	YES, DO THIS	NO, DO NOT DO THIS	(VOL.) DON'T KNOW	(VOL.) REFUSED	YES, DO THIS (Based on All Adults)
Use Pinterest					
Current	32	67	*	*	29
April 2016	30	69	*	0	26
April 2015	30	69	1	*	26
September 2014	28	72	*	0	22
September 2013	21	77	2	*	17
December 2012	15	83	2	0	13
August 2012	12	87	1	*	10
Use Facebook²					
Current	76	24	*	*	68
April 2016	79	21	*	*	68
April 2015	72	28	*	0	62
September 2014	71	28	0	0	58
September 2013	71	29	*	0	57
December 2012	67	33	*	0	57
August 2012	66	34	1	0	54
Use LinkedIn					
Current	28	71	1	*	25
April 2016	28	71	1	0	25
April 2015	24	75	1	0	22
September 2014	28	72	*	0	23
September 2013	22	77	1	*	17
August 2012	20	79	1	*	16
Use Snapchat					
Current	30	70	*	*	27
Use YouTube					
Current	81	18	*	*	73
Use WhatsApp					
Current	24	75	*	*	22

² December 2012 trend was asked of all internet users as a standalone question: "Do you ever use Facebook?"

SNS2 Thinking about the social media sites 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?]³

	SEVERAL TIMES A DAY	ABOUT ONCE A DAY	A FEW TIMES A WEEK	EVERY FEW WEEKS	LESS OFTEN	(VOL.) DON'T KNOW	(VOL.) REFUSED
<i>Item A: Based on Twitter users</i>							
a. Twitter							
Current [N=458]	26	20	25	13	15	*	*
April 2016 [N=183]	24	20	23	14	18	*	*
April 2015 [N=193]	25	14	23	16	22	1	*
September 2014 [N=323]	22	14	24	15	25	*	0
September 2013 [N=223]	29	17	21	12	20	1	0
<i>Item B: Based on Instagram users</i>							
b. Instagram							
Current [N=627]	38	22	21	8	9	*	*
April 2016 [N=207]	36	16	26	10	12	0	0
April 2015 [N=219]	35	24	18	10	12	*	*
September 2014 [N=317]	32	17	24	10	16	1	0
September 2013 [N=196]	35	22	21	6	15	1	0
<i>Item C: Based on Facebook users</i>							
c. Facebook							
Current [N=1,336]	51	23	17	4	6	*	*
April 2016 [N=556]	55	21	16	3	4	1	*
April 2015 [N=600]	42	27	22	4	5	0	0
September 2014 [N=1,074]	45	25	17	6	6	*	*
September 2013 [N=960]	40	24	23	6	8	*	0
<i>Item D: Based on Snapchat users</i>							
d. Snapchat							
Current [N=451]	49	14	21	5	10	1	*
<i>Item E: Based on YouTube users</i>							
e. YouTube							
Current [N=1,450]	29	17	34	12	9	*	*

³ April 2016 question wording was "Thinking about the social media sites or mobile apps you use ... About how often do you visit or use [INSERT ITEMS; RANDOMIZE]?" 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, three to five days a week, one to two days a week, every few weeks or less often. Results shown here for "a few times a week" combine "three to five days a week" and "one to two days a week."

PIALS How difficult would it be, if at all, to give up the following things in your life? If you do not use or have the item, just tell me. How hard would it be for you to give up ... [INSERT ITEM; RANDOMIZE]?

	VERY HARD	SOMEWHAT HARD	NOT TOO HARD	NOT HARD AT ALL	OTHER	DON'T KNOW/REFUSED
a. Your television						
Current [N=2,002]	31	25	17	23	4	*
January 2014 [N=1,006]	34	23	21	20	*	1
October-December 2007	43	24	15	16	1	1
February-April 2006	44	26	14	15	*	*
March-May 2002	38	31	13	17	1	*
<i>Item B: Based on those who have a cellphone or smartphone</i>						
b. Your cellphone or smartphone						
Current [N=1,933]	52	22	10	12	4	1
January 2014 ⁴ [N=928]	48	21	16	13		*
October-December 2007 [N=1,698]	51	23	11	14	*	*
February-April 2006	43	27	13	16	*	*
<i>Items C: Based on internet users</i>						
c. The internet						
Current [N=1,785]	50	23	11	13	3	*
January 2014 [N=857]	52	20	15	12	1	*
October-December 2007 [N=1,572]	45	28	12	15	1	*
February-April 2006 [N=2,822]	38	31	11	18	1	*
March-May 2002 [n= 2,259]	31	32	16	19	2	*
<i>Item D: Based on social media users</i>						
d. Social media⁵						
Current [N=1,343]	14	26	30	29	*	*
January 2014 [N=857]	11	17	21	40	10	*

⁴ In previous surveys, question only referred to "cellphone."

⁵ January 2014 item wording was "Social media such as Facebook or Twitter." January 2014 item was based on internet users.