Methodology

The analysis in this report is based on telephone interviews conducted Jan. 8-Feb. 7, 2019, among a national sample of 1,502 adults, 18 years of age or older, living in all 50 U.S. states and the District of Columbia (302 respondents were interviewed on a landline telephone, and 1,200 were interviewed on a cellphone, including 779 who had no landline telephone). The survey was conducted by interviewers under the direction of Abt Associates. 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 is now at home. Interviews in the cell sample were conducted with the person who answered the phone, if that person was an adult 18 years of age or older. For detailed information about our survey methodology, see: https://www.pewresearch.org/methodology/u-s-survey-research/

The combined landline and cellphone sample are weighted using an iterative technique that matches gender, age, education, race, Hispanic origin and nativity and region to parameters from the 2017 Census Bureau's American Community Survey one-year estimates and population density to parameters from the 2010 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 2018 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 ...
Total sample	1,502	2.8 percentage points
Men	828	3.8 percentage points
Women	674	4.3 percentage points
18-29	236	7.2 percentage points
30-49	395	5.6 percentage points
50-64	424	5.4 percentage points
65+	391	5.6 percentage points
Less than $30K	348	5.9 percentage points
$30K-$74,999	400	5.5 percentage points
$75K or more	526	4.8 percentage points
White, non-Hispanic	1,011	3.5 percentage points
Black, non-Hispanic	142	9.3 percentage points
Hispanic	213	7.6 percentage points
High school or less	461	5.1 percentage points
Some college	375	5.7 percentage points
College+	656	4.3 percentage points
Urban	505	4.9 percentage points
Suburban	636	4.4 percentage points
Rural	258	6.9 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.

Pew Research Center is a nonprofit, tax-exempt 501(c)(3) organization and a subsidiary of The Pew Charitable Trusts, its primary funder.

January 2019 Core Trends Survey	Final Topline	3/8/2019

January 2019 Core Trends Survey
Abt Associates for Pew Research Center

Sample: n=1,502 U.S. adults age 18 or older nationwide, including 1,200 cellphone interviews
Interviewing dates: January 8, 2019 – February 7, 2019
Margin of error: ± 2.85 percentage points for results based on Total [n=1,502]

WEB1 Please tell me if you ever use any of the following social media sites. Do you ever use…
[INSERT ITEMS; RANDOMIZE ITEMS a-e FIRST AS A BLOCK, THEN RANDOMIZE ITEMS f-i AS A BLOCK]? [1]

		YES, DO THIS	NO, DO NOT DO THIS	(VOL.) DON'T KNOW	(VOL.) REFUSED
a.	Twitter	22	78	0	0
b.	Instagram	37	63	*	0
c.	Facebook	69	31	0	0
d.	Snapchat	24	76	*	0
e.	YouTube	73	26	*	0
f.	WhatsApp	20	79	1	0
g.	Pinterest	28	71	1	*
h.	LinkedIn	27	73	*	0
i.	Reddit	11	88	1	0

---

[1] The wording in January 2018 was: "Please tell me if you ever use any of the following social media sites online or on your cell phone. Do you ever use… [INSERT ITEMS; RANDOMIZE]?" May 2013 wording was: "Do you ever use the internet to… [INSERT ITEM; RANDOMIZE]?" Wording for August and December 2012, as well as September 2013 through September 2014, 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]?"

Trend based on internet users [N=1,372]; see last column for trend based on total

	YES, DO THIS	NO, DO NOT DO THIS	(VOL.) DON'T KNOW	(VOL.) REFUSED	YES, DO THIS *(Based on All Adults)*
Use Twitter					
Current	24	76	0	0	22
January 2018	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	41	59	*	0	37
January 2018	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
Use Pinterest					
Current	31	68	*	*	28
January 2018	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 Facebook[2]					
Current	75	25	0	0	69
January 2018	76	24	*	*	68
April 2016	79	21	*	*	68
April 2015	72	28	*	0	62

---

[2] December 13-16, 2012, trend was asked of all internet users as a standalone question: "Do you ever use Facebook?"

WEB1 continued ...

	YES, DO THIS	NO, DO NOT DO THIS	(VOL.) DON'T KNOW	(VOL.) REFUSED	YES, DO THIS *(Based on All Adults)*
September 2014	71	28	0	0	58
September 2013	71	29	*	0	57
December 13-16, 2012	67	33	*	0	57
August 2012	66	34	1	0	54
Use LinkedIn					
Current	29	71	*	0	27
January 2018	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	26	74	*	0	24
January 2018	30	70	*	*	27
Use YouTube					
Current	79	20	*	0	73
January 2018	81	18	*	*	73
Use WhatsApp					
Current	21	78	1	0	20
January 2018	24	75	*	*	22
Use Reddit					
Current	12	87	1	0	11

SNS2 Thinking about the social media sites you use… About how often do you visit or use
[INSERT ITEMS; RANDOMIZE]? [READ CATEGORIES AS NECESSARY][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
Item A: Based on Twitter users							
a. Twitter							
Current [N=327]	25	17	29	10	18	0	*
January 2018 [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	*
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=493]	42	21	21	6	11	0	0
January 2018 [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	*	*
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 Facebook users							
c. Facebook							
Current [N=1,005]	51	23	17	3	6	*	*
January 2018 [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
Sept 2014 [N=1,074]	45	25	17	6	6	*	*
Sept 2013 [N=960]	40	24	23	6	8	*	0

---

[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, 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 D: Based on Snapchat users

d.   Snapchat

Current [N=285]	46	15	17	8	15	0	0
January 2018 [N=451]	49	14	21	5	10	1	*

Item E: Based on YouTube users

e.   YouTube

Current [N=1,071]	32	19	32	9	8	*	0
January 2018 [N=1,450]	29	17	34	12	9	*	*