

FOR RELEASE APRIL 7, 2021

Social Media Use in 2021

A majority of Americans say they use YouTube and Facebook, while use of Instagram, Snapchat and TikTok is especially common among adults under 30.

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RECOMMENDED CITATION

Pew Research Center, April 2021, "Social Media Use in 2021"

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How we did this

To better understand Americans' use of social media, online platforms and messaging apps, Pew Research Center surveyed 1,502 U.S. adults from Jan. 25 to Feb. 8, 2021, by cellphone and landline phone. The survey was conducted by interviewers under the direction of Abt Associates and is weighted to be representative of the U.S. adult population by gender, race, ethnicity, education and other categories. Here are the [questions used for this report](#), along with responses, and its [methodology](#).

Social Media Use in 2021

A majority of Americans say they use YouTube and Facebook, while use of Instagram, Snapchat and TikTok is especially common among adults under 30.

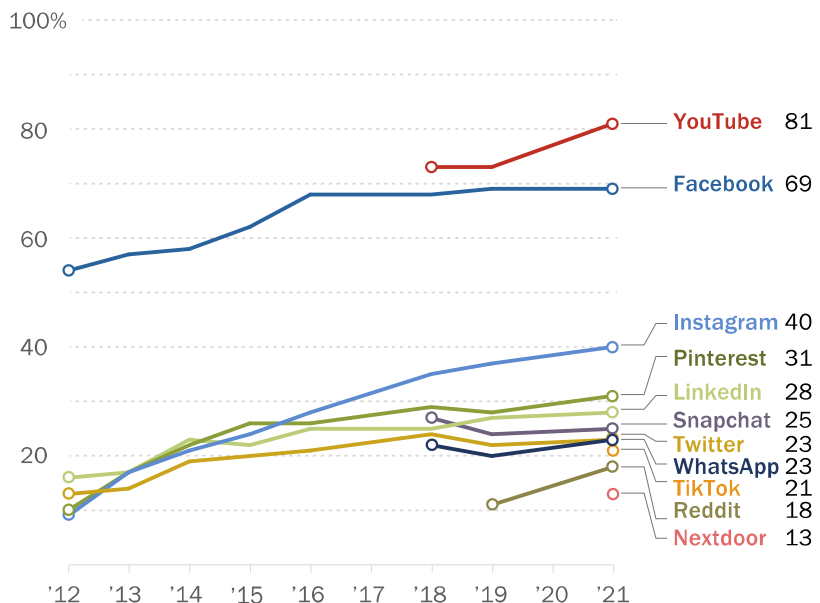
Despite a [string of controversies](#) and the public's [relatively negative sentiments](#) about aspects of social media, roughly seven-in-ten Americans say they ever use any kind of social media site – a share that has [remained relatively](#) stable over the past five years, according to a new Pew Research Center survey of U.S. adults.

Beyond the general question of overall social media use, the survey also covers use of individual sites and apps. YouTube and Facebook continue to dominate the online landscape, with 81% and 69%, respectively, reporting ever using these sites. And YouTube and Reddit were the only two platforms measured that saw statistically [significant growth since 2019](#), when the Center last polled on this topic via a phone survey.

When it comes to the other platforms in the survey, 40% of adults say they ever use Instagram and about three-in-ten report using Pinterest or LinkedIn. One-quarter say they use Snapchat, and similar shares report being users of Twitter or WhatsApp. TikTok – an [app for sharing short videos](#)

Growing share of Americans say they use YouTube; Facebook remains one of the most widely used online platforms

% of U.S. adults who say they ever use ...



Note: Respondents who did not give an answer are not shown. Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp; pre-2019 telephone poll data is not available for Reddit. Pre-2021 telephone poll data is not available for TikTok. Trend data is not available for Nextdoor.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

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– is used by 21% of Americans, while 13% say they use the [neighborhood-focused](#) platform Nextdoor.

Even as other platforms do not nearly match the overall reach of YouTube or Facebook, there are certain sites or apps, most notably Instagram, Snapchat and TikTok, that have an especially strong following among young adults. In fact, a majority of 18- to 29-year-olds say they use Instagram (71%) or Snapchat (65%), while roughly half say the same for TikTok.

These findings come from a nationally representative survey of 1,502 U.S. adults conducted via telephone Jan. 25-Feb.8, 2021.

With the exception of YouTube and Reddit, most platforms show little growth since 2019

YouTube is the most commonly used online platform asked about in this survey, and there's evidence that its reach is growing. Fully 81% of Americans say they ever use the video-sharing site, up from 73% in 2019. Reddit was the only other platform polled about that experienced statistically significant growth during this time period – increasing from 11% in 2019 to 18% today.

Facebook's growth has leveled off over the last five years, but it remains one of the most widely used social media sites among adults in the United States: 69% of adults today say they ever use the site, equaling the share who said this two years prior.

Similarly, the respective shares of Americans who report using Instagram, Pinterest, LinkedIn, Snapchat, Twitter and WhatsApp are statistically unchanged [since 2019](#). This represents a broader trend that extends beyond the past two years in which the rapid adoption of most of these sites and apps seen in the last decade has slowed. (This was the first year the Center asked about TikTok via a phone poll and the first time it has surveyed about Nextdoor.)

Adults under 30 stand out for their use of Instagram, Snapchat and TikTok

When asked about their social media use more broadly – rather than their use of specific platforms – 72% of Americans say they ever use social media sites.

In a pattern consistent with [past Center studies](#) on social media use, there are some stark age differences. Some 84% of adults ages 18 to 29 say they ever use any social media sites, which is similar to the share of those ages 30 to 49 who say this (81%). By comparison, a somewhat smaller share of those ages 50 to 64 (73%) say they use social media sites, while fewer than half of those 65 and older (45%) report doing this.

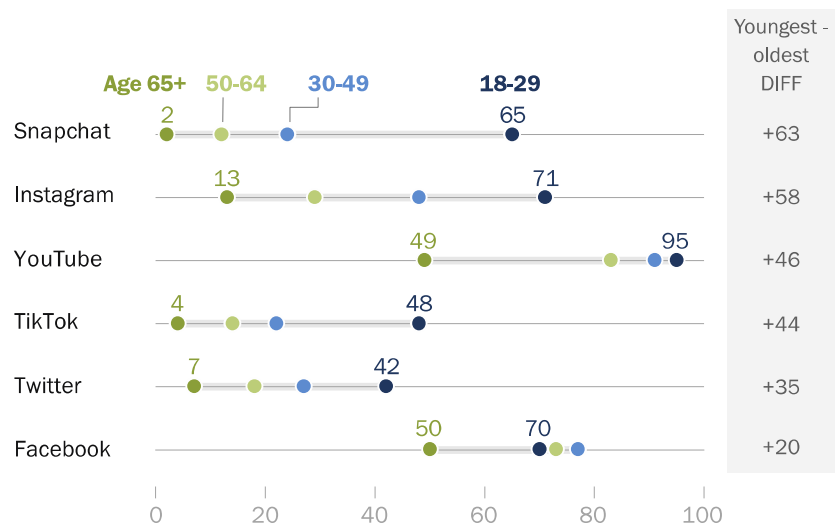
These age differences generally extend to use of specific platforms, with younger Americans being more likely than their older counterparts to use these sites – though the gaps between younger and older Americans vary across platforms.

Majorities of 18- to 29-year-olds say they use Instagram or Snapchat and about half say they use TikTok, with those on the younger end of this cohort – ages 18 to 24 – being especially likely to report using Instagram (76%), Snapchat (75%) or TikTok (55%).¹ These shares stand in stark contrast to those in older age groups. For instance, while 65% of adults ages 18 to 29 say they use Snapchat, just 2% of those 65 and older report using the app – a difference of 63 percentage points.

Additionally, a vast majority of adults under the age of 65 say they use YouTube. Fully 95% of those 18 to 29 say they use the

Age gaps in Snapchat, Instagram use are particularly wide, less so for Facebook

% of U.S. adults in each age group who say they ever use ...



Note: All differences shown in DIFF column are statistically significant. The DIFF values shown are based on subtracting the rounded values in the chart. Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

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¹ Due to a limited sample size, figures for those ages 25 to 29 cannot be reported on separately.

platform, along with 91% of those 30 to 49 and 83% of adults 50 to 64. However, this share drops substantially – to 49% – among those 65 and older.

By comparison, age gaps between the youngest and oldest Americans are narrower for Facebook. Fully 70% of those ages 18 to 29 say they use the platform, and those shares are statistically the same for those ages 30 to 49 (77%) or ages 50 to 64 (73%). Half of those 65 and older say they use the site – making Facebook and YouTube the two most used platforms among this older population.

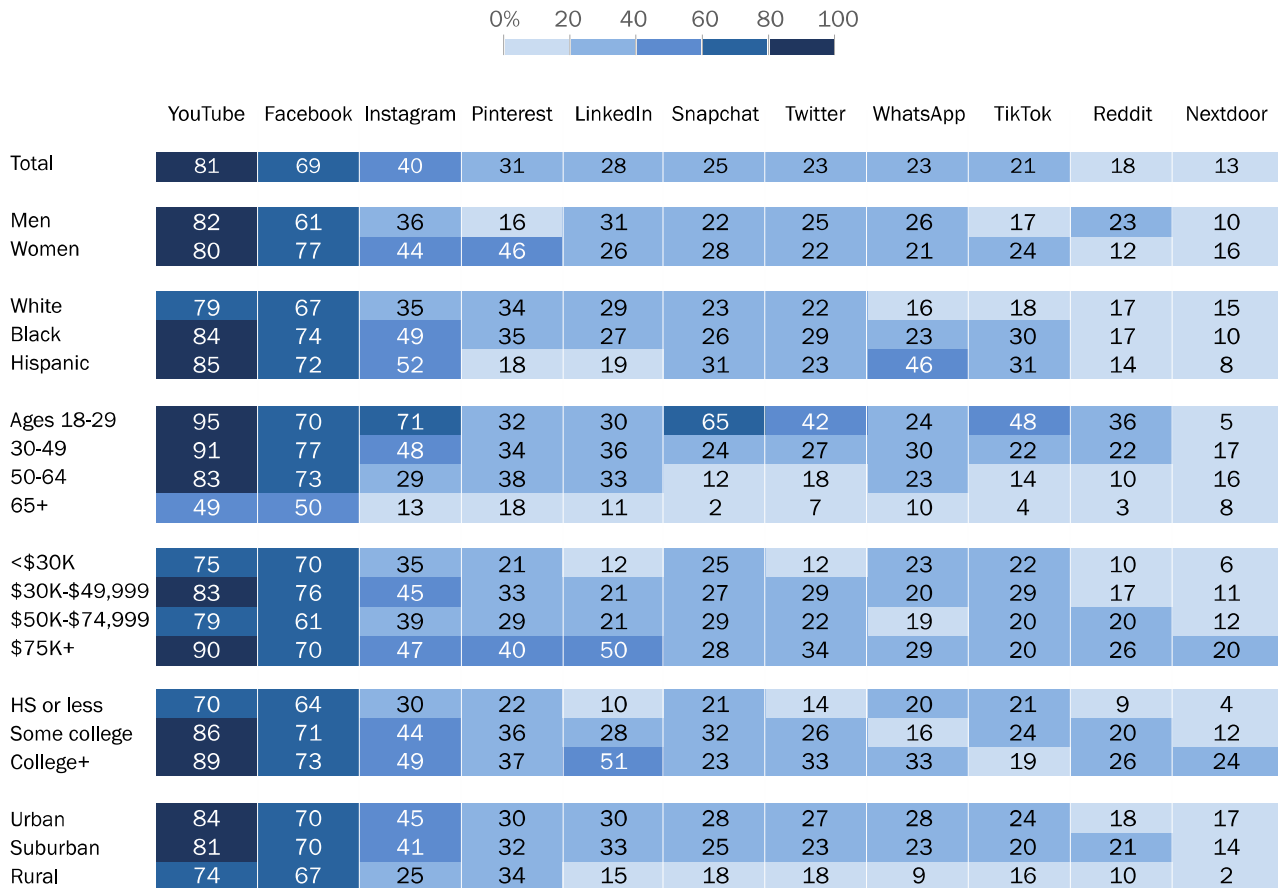
Other sites and apps stand out for their demographic differences:

- **Instagram:** About half of Hispanic (52%) and Black Americans (49%) say they use the platform, compared with smaller shares of White Americans (35%) who say the same.²
- **WhatsApp:** Hispanic Americans (46%) are far more likely to say they use WhatsApp than Black (23%) or White Americans (16%). Hispanics also stood out for their WhatsApp use in the Center’s previous surveys on this topic.
- **LinkedIn:** Those with higher levels of education are again more likely than those with lower levels of educational attainment to report being LinkedIn users. Roughly half of adults who have a bachelor’s or advanced degree (51%) say they use LinkedIn, compared with smaller shares of those with some college experience (28%) and those with a high school diploma or less (10%).
- **Pinterest:** Women continue to be far more likely than men to say they use Pinterest when compared with male counterparts, by a difference of 30 points (46% vs. 16%).
- **Nextdoor:** There are large differences in use of this platform by community type. Adults living in urban (17%) or suburban (14%) areas are more likely to say they use Nextdoor. Just 2% of rural Americans report using the site.

² There were not enough Asian American respondents in the sample to be broken out into a separate analysis. As always, their responses are incorporated into the general population figures throughout this report.

Use of online platforms, apps varies – sometimes widely – by demographic group

% of U.S. adults in each demographic group who say they ever use ...



Note: White and Black adults include those who report being only one race and are not Hispanic. Hispanics are of any race. Not all numerical differences between groups shown are statistically significant (e.g., there are no statistically significant differences between the shares of White, Black or Hispanic Americans who say they use Facebook). Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

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A majority of Facebook, Snapchat and Instagram users say they visit these platforms on a daily basis

While there has been much written about Americans' [changing relationship with Facebook](#), its users remain quite active on the platform. Seven-in-ten Facebook users say they use the site daily, including 49% who say they use the site several times a day. (These figures are statistically unchanged from those reported in the [Center's 2019 survey](#) about social media use.)

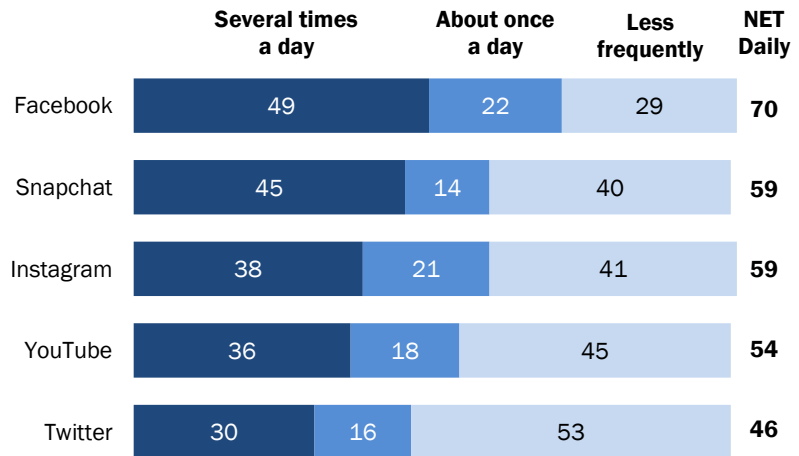
Smaller shares – though still a majority – of Snapchat or Instagram users report visiting these respective platforms daily (59% for both). And being active on these sites is

especially common for younger users. For instance, 71% of Snapchat users ages 18 to 29 say they use the app daily, including six-in-ten who say they do this multiple times a day. The pattern is similar for Instagram: 73% of 18- to 29-year-old Instagram users say they visit the site every day, with roughly half (53%) reporting they do so several times per day.

YouTube is used daily by 54% of its users, with 36% saying they visit the site several times a day. By comparison, Twitter is used less frequently, with fewer than half of its users (46%) saying they visit the site daily.

Seven-in-ten Facebook users say they visit site daily

Among U.S. adults who say they use ____, % who use that site ...



Note: Respondents who did not give an answer are not shown. "Less frequently" category includes users who visit these sites a few times a week, every few weeks or less often.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

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Acknowledgments

This report is a collaborative effort based on the input and analysis of the following individuals. Find related reports online at [pewresearch.org/internet](https://www.pewresearch.org/internet).

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In addition, the project benefited greatly from the guidance of Pew Research Center's methodology team: Courtney Kennedy, Andrew Mercer, Nick Bertoni, Dorene Asare-Marfo, Nick Hatley, Ashley Amaya and Arnold Lau.

Methodology

The analysis in this report is based on telephone interviews conducted Jan. 25-Feb. 8, 2021, 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 (300 respondents were interviewed on a landline telephone, and 1,202 were interviewed on a cellphone, including 845 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 Dynata according to Abt Associates specifications. 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 U.S. Census Bureau's 2019 American Community Survey one-year estimates and population density to parameters from the 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 2019 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	2.9 percentage points
Ages 18-29	220	7.3 percentage points
30-49	416	5.2 percentage points
50-64	382	5.8 percentage points
65+	429	5.8 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.

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Topline questionnaire

January 2021 Core Trends Survey

Topline

Abt Associates for Pew Research Center

Sample: n=1,502 U.S. adults ages 18 and older nationwide, including 1,202 cellphone interviews

Interviewing dates: January 25, 2021 – February 8, 2021

Margin of error: ± 2.9 percentage points for results based on Total [n=1,502]

NOTE: ALL NUMBERS ARE PERCENTAGES UNLESS OTHERWISE NOTED. ROWS/COLUMNS MAY NOT TOTAL 100% DUE TO ROUNDING. PERCENTAGES LESS THAN 0.5% ARE REPLACED BY AN ASTERISK (*). IF NO ONE ANSWERED THE QUESTION, THE CELL CONTAINS ZERO (0). A DOUBLE HYPHEN (--) INDICATES THAT THE RESPONSE OPTION WAS NOT PRESENT IN THAT SURVEY.

OTHER QUESTIONS ON THIS SURVEY HAVE BEEN PREVIOUSLY RELEASED OR HELD FOR FUTURE RELEASE.

SNSINT2 Do you ever use social media sites like Facebook, Twitter or Instagram?

CURRENT

72	Yes
28	No
0	(VOL.) Don't know
0	(VOL.) Refused

Trend based on internet users³ [N=1,413]

	YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
Current	77	23	0	0
February 2019	78	22	0	0
January 2018	77	23	*	0
November 2016	77	23	*	*
May 2016	74	26	0	*
November 2015	74	26	*	*
July 2015	76	23	*	0
September 2013	74	26	*	0
May 2013	72	28	0	*
December 2012	67	33	*	*
August 2012	69	31	0	*
February 2012	66	34	*	0
August 2011	64	35	*	0
May 2011	65	35	*	0
January 2011	61	39	0	0
December 2010	62	38	*	0
November 2010	61	39	*	*
September 2010	62	38	*	0
May 2010	61	39	0	0
January 2010	57	43	*	0
December 2009	56	44	0	*
September 2009	47	52	*	*
April 2009	46	54	*	*
December 2008	35	65	*	0
November 2008	37	63	0	0
August 2008	33	67	*	0
July 2008	34	66	*	0
May 2008	29	70	*	0
August 2006	16	84	*	0
September 2005	11	88	1	0
February 2005	8	91	1	0

³ November 2016 question wording was "Do you ever use social media sites like Facebook, Twitter or LinkedIn?" May 2016 question wording was "Do you ever use a social media site or app like Facebook, Twitter or LinkedIn?" November 2015 question wording was "Do you ever use a social networking site like Facebook, Twitter or LinkedIn?" July 2015 trends and earlier were asked as an item within a list question. Wording may vary from survey to survey and question may be asked of all internet users or form split. From 2012 to 2013, item wording was "Use a social networking site like Facebook, LinkedIn or Google Plus." 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."

WEB1 Please tell me if you ever use any of the following. Do you ever use... **[INSERT ITEMS; RANDOMIZE ITEMS a-e FIRST AS A BLOCK, THEN RANDOMIZE ITEMS f-k AS A BLOCK]**?⁴

	YES, DO THIS	NO, DO NOT DO THIS	(VOL.) DON'T KNOW	(VOL.) REFUSED
a. Twitter	23	76	*	*
b. Instagram	40	60	*	*
c. Facebook	69	31	*	*
d. Snapchat	25	75	0	*
e. YouTube	81	19	0	*
f. WhatsApp	23	77	*	*
g. Pinterest	31	69	*	*
h. LinkedIn	28	71	1	*
i. Reddit	18	82	*	*
j. TikTok	21	79	0	*
k. Nextdoor	13	86	1	0

⁴ Wording in February 2019 was "Please tell me if you ever use any of the following social media sites. Do you ever use... [INSERT ITEMS; RANDOMIZE]?" 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]?" 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]?"

Trend based on internet users [N=1,413]; 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	25	75	*	*	23
February 2019	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	43	57	*	*	40
February 2019	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 Facebook⁵					
Current	73	27	*	*	69
February 2019	75	25	0	0	69
January 2018	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 13-16, 2012	67	33	*	0	57
August 2012	66	34	1	0	54

⁵ Dec. 13-16, 2012, trend was asked of all internet users as a standalone question: "Do you ever use Facebook?"

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	YES, DO THIS	NO, DO NOT DO THIS	(VOL.) DON'T KNOW	(VOL.) REFUSED	YES, DO THIS (BASED ON ALL ADULTS)
Use Snapchat					
Current	27	73	0	*	25
February 2019	26	74	*	0	24
January 2018	30	70	*	*	27
Use YouTube					
Current	86	14	0	*	81
February 2019	79	20	*	0	73
January 2018	81	18	*	*	73
Use WhatsApp					
Current	24	75	*	*	23
February 2019	21	78	1	0	20
January 2018	24	75	*	*	22
Use Pinterest					
Current	33	67	*	*	31
February 2019	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 LinkedIn					
Current	30	69	1	*	28
February 2019	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 Reddit					
Current	19	81	*	*	18
February 2019	12	87	1	0	11
Use TikTok					
Current	23	77	0	*	21
Use Nextdoor					
Current	14	85	1	0	13

SNS2 Thinking about the social media sites you use... About how often do you visit or use
[INSERT ITEMS; RANDOMIZE]? [READ CATEGORIES AS NECESSARY]⁶

	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=346]	30	16	27	10	16	*	0
February 2019 [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
<i>Item B: Based on Instagram users</i>							
b. Instagram							
Current [N=530]	38	21	21	8	12	0	0
February 2019 [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
<i>Item C: Based on Facebook users</i>							
c. Facebook							
Current [N=988]	49	22	17	5	7	*	*
February 2019 [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
<i>Item D: Based on Snapchat users</i>							
d. Snapchat							
Current [N=307]	45	14	21	8	11	1	*
February 2019 [N=285]	46	15	17	8	15	0	0
January 2018 [N=451]	49	14	21	5	10	1	*

⁶ 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."

	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 E: Based on YouTube users</i>							
e. YouTube							
Current [N=1,203]	36	18	29	9	7	*	*
February 2019 [N=1,071]	32	19	32	9	8	*	0
January 2018 [N=1,450]	29	17	34	12	9	*	*