

**January 2018 Core Trends Survey**

Final Topline

2/9/2018

Abt Associates for Pew Research Center

Sample: n=2,002 adults ages 18 and older nationwide, including 1,502 cellphone interviews

Interviewing dates: 01/03/2018 - 01/10/2018

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

**snsint2 Do you ever use social media sites like Facebook, Twitter or Instagram?<sup>1</sup>**

Based on internet users [N=1,785]

	YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
Current	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	*	--
November 2008	37	63	0	0
August 2008	33	67	*	--
July 2008	34	66	*	--
May 2008	29	70	*	--
August 2006	16	84	*	--

<sup>1</sup> 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."

September 2005	11	88	1	--
February 2005	8	91	1	--