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News Use Across Social Media Platforms 2017

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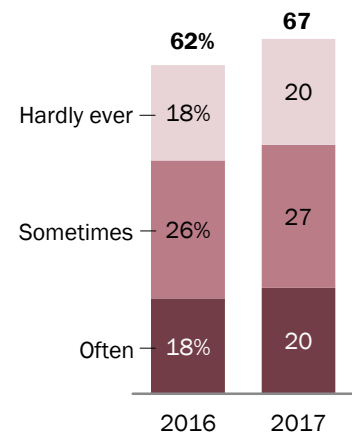
News Use Across Social Media Platforms 2017

As of August 2017, two-thirds (67%) of Americans report that they get at least some of their news on social media – with two-in-ten doing so often, according to a new survey from Pew Research Center. This is a modest increase since early 2016, when (during the height of the presidential primaries) 62% of U.S. adults reported getting news from social media. While a small increase overall, this growth is driven by more substantial increases among Americans who are older, less educated, and nonwhite. This study is based on a survey conducted August 8-21, 2017, with 4,971 U.S. adults who are members of Pew Research Center’s nationally representative American Trends Panel.

For the first time in the Center’s surveys, more than half (55%) of Americans ages 50 or older report getting news on social media sites. That is 10 percentage points higher than the 45% who said so in 2016. Those under 50, meanwhile, remain more likely than their elders to get news from these sites (78% do,

In 2017, two-thirds of U.S. adults get news from social media

% of U.S. adults who get news from social media sites ...

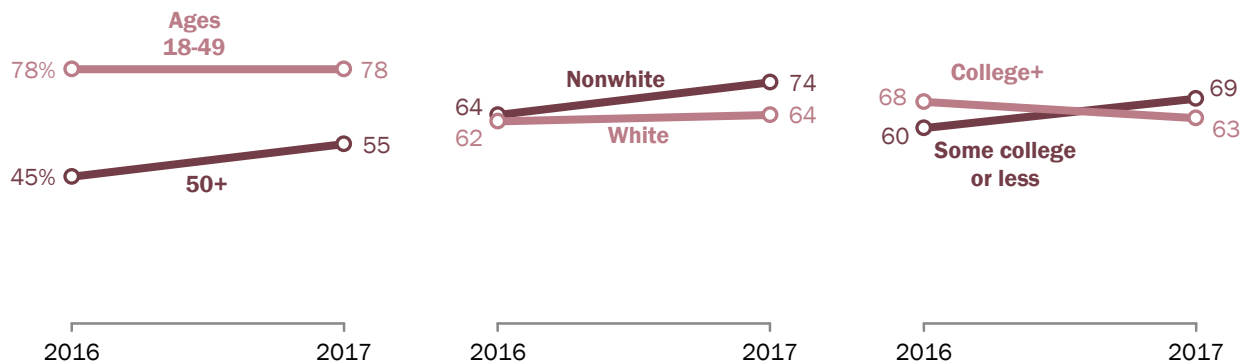


Source: Survey conducted Aug. 8-21, 2017. "News Use Across Social Media Platforms 2017"

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Social media news use increases among older, nonwhite and less educated Americans

% of U.S. adults who get news from social media sites ...



Note: Nonwhite includes all race and ethnic groups other than non-Hispanic whites.

Source: Survey conducted Aug. 8-21, 2017.

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unchanged from 2016).

Furthermore, about three-quarters of nonwhites (74%) get news on social media sites, up from 64% in 2016. This growth means that nonwhites¹ are now more likely than whites to get news while on social media. And social media news use also increased among those with less than a bachelor's degree, up nine percentage points from 60% in 2016 to 69% in 2017. Alternatively, among those with at least a college degree, social media news use declined slightly.

¹ Nonwhite includes all racial and ethnic groups, except non-Hispanic white.

Twitter, YouTube and Snapchat have grown in share of users who get news on each site

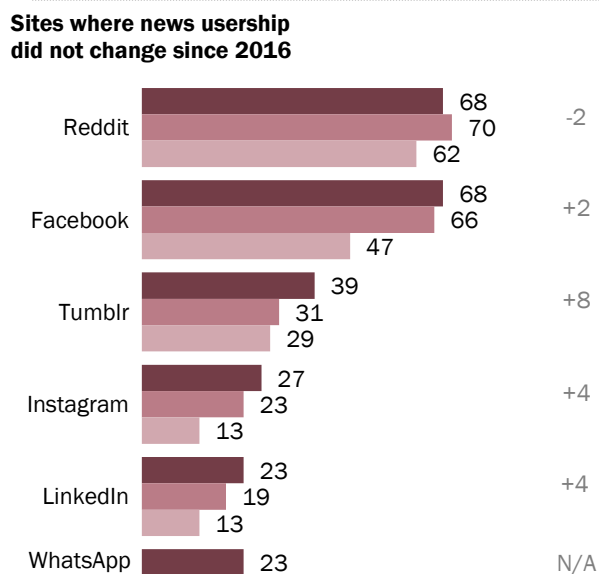
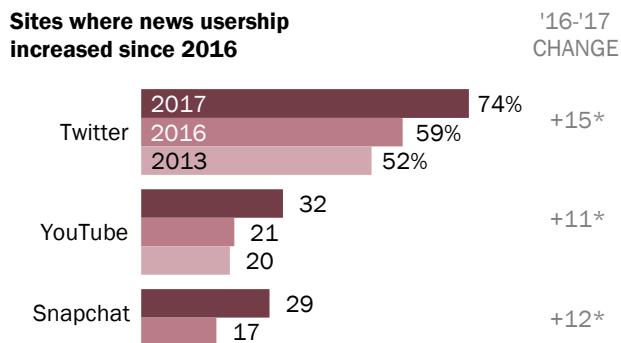
Because of the vastly different audience sizes across major social media sites, there are two different ways to think about measuring change in news use on these platforms. One is to compare the *share of each site's users* that get news on the site, while the second is to measure the *total percentage of Americans* that report seeing news on the site.

We first look at the share of each site's users who get news there. Overall, three of the sites measured — Twitter, YouTube and Snapchat — had an increase in the share of their audience that gets news on the site. Since 2013, at least half of Twitter users have reported getting news on the site, but in 2017, with a president who [frequently makes announcements on the platform](#), that share has increased to about three-quarters (74%), up 15 percentage points from last year. On YouTube, about a third of users now get news there (32%), up from 21% in 2016. And news use among Snapchat's user base increased 12 percentage points to 29% in August 2017, up from 17% in early 2016.

Growth on these three sites follows investments the companies have made over the last year in developing their news usability. Twitter, in addition to getting nearly daily attention from the president's posts, spent the year promoting [the platform's potential for news publishers](#) and has announced launches for multiple [news streaming](#) partnerships. YouTube launched and expanded [YouTube TV](#), and the

Twitter, YouTube and Snapchat have grown since 2016 in portion of users who get news on each site

% of each social media site's users who get news there



*Change from 2016 to 2017 is statistically significant.
 Note: Snapchat not asked about in 2013. WhatsApp not asked about in 2013 or 2016.
 Source: Survey conducted Aug. 8-21, 2017.
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site added a “[breaking news](#)” summary on its homepage. It also continues to be used for [disseminating information to small, dispersed communities](#). Snapchat won over a number of big news names this year for its group of Discover publishers: [CNN](#), [NBC](#), [The New York Times](#) all joined, and the platform plans on [continuing to bring in others](#).

For five of the six remaining sites asked about – Facebook, Reddit, Instagram, LinkedIn and Tumblr – users were about as likely to get news from each as they were last year. The last site, WhatsApp, was asked about for the first time this year, and nearly a quarter, 23%, of its users get news there.

Overall, Facebook outstrips all other social media sites as a source of news; YouTube now reaches second highest percentage

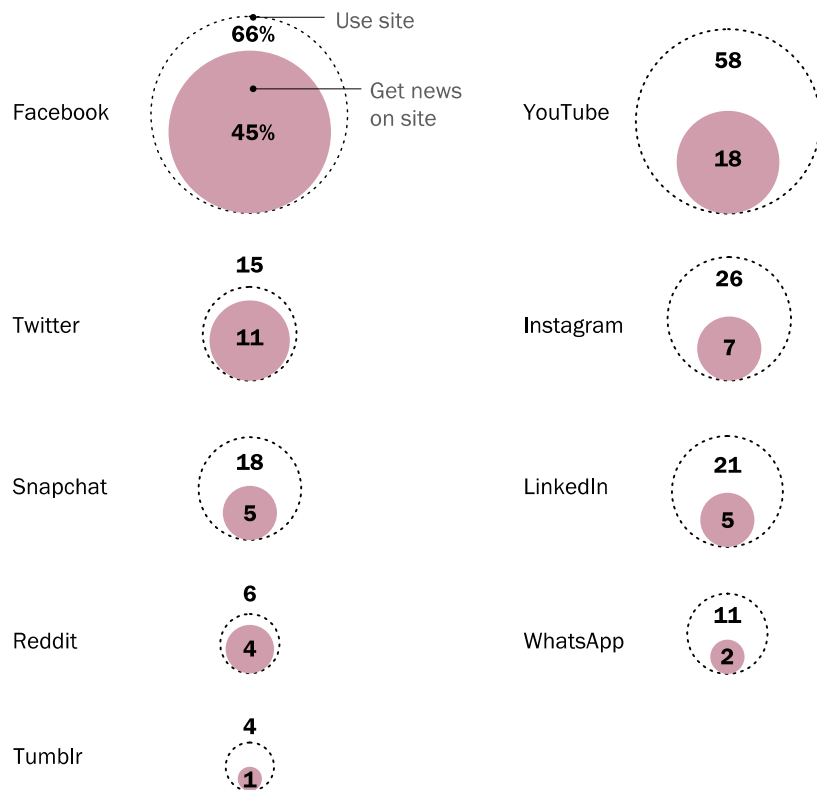
Looking at the population as a whole, Facebook by far still leads every other social media site as a source of news. This is largely due to Facebook's large user base, compared with other platforms, and the fact that most of its users get news on the site. Specifically, about two-thirds of Americans (66%) use Facebook, and a majority of those users get news on the site, similar to 2016. Looked at as a portion of all U.S. adults, this translates into just under half (45%) of Americans getting news on Facebook.

Even though YouTube has a large user base – 58% of the population – a smaller portion gets news there. In 2017, both the user base and the share getting news on YouTube grew. The result: 18% of all Americans now get news on YouTube, making it the second most common social media site for news – albeit still far behind Facebook.

Twitter has the reverse structure from YouTube: While a large share of its users get news on the site (74% say they do), its audience is significantly smaller overall. This means that overall, fewer Americans get news on Twitter (11% of U.S. adults).

Social media sites as pathways to news

% of U.S. adults who use each social media site and % of U.S. adults who get news from each site



Source: Survey conducted Aug. 8-21, 2017.
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More Americans now get news on multiple social media sites

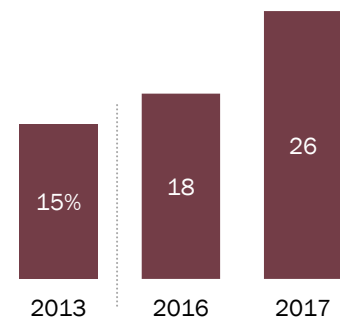
Not only have Americans grown somewhat in their use of social media for news overall, but now they are more likely than ever to get news from multiple social media sites. About one quarter of all U.S. adults (26%) get news from two or more of these sites, up from 18% in 2016 and 15% in 2013.

News users of Instagram, Snapchat and WhatsApp are particularly likely to get news on multiple social networks; at least 90% of their news users get news on at least two social media sites.

There are also some interesting differences in where the overlaps occur – in other words, which sites tend to share users. Instagram’s news users, for example, are much more likely to also get news on Snapchat (40% do so) than are LinkedIn’s news users (8% of LinkedIn news users also get news on Snapchat), for example. But Facebook, with such a large news user base, overlaps with just about every other social media site: About half or more of news users (at least 48%) of each of the other sites studied also get news on Facebook.

About one-in-four now get news from multiple social media sites

% of U.S. adults who get news on two or more different social media sites



Source: Survey conducted Aug. 8-21, 2017. "News Use Across Social Media Platforms 2017"

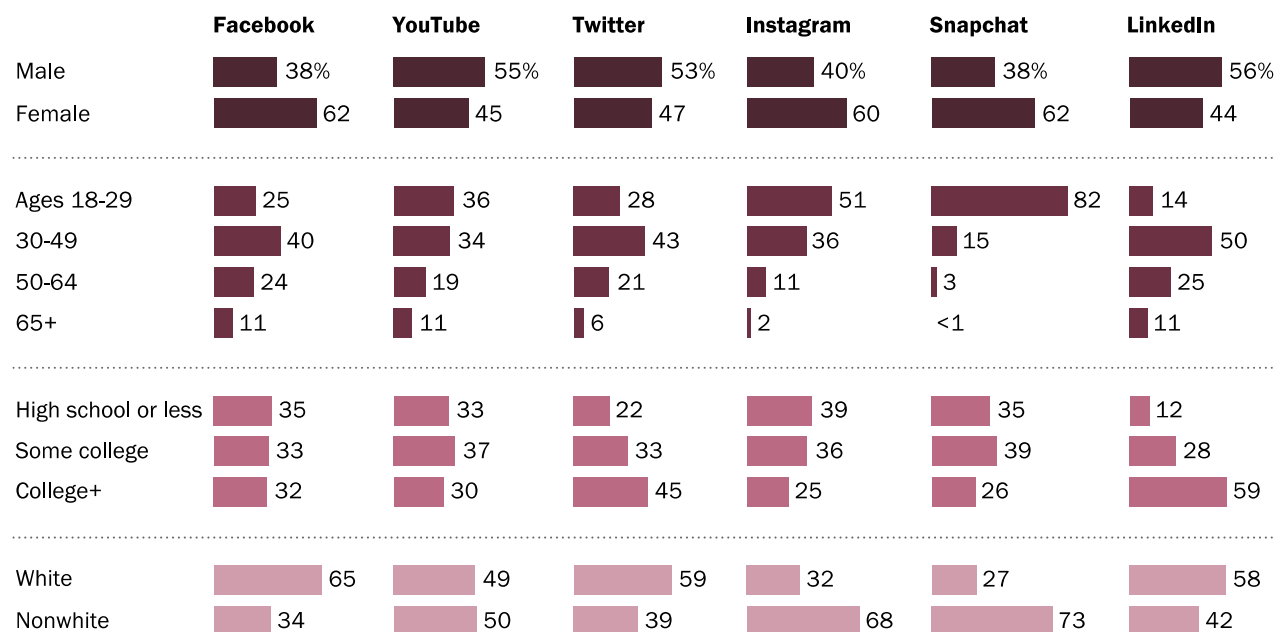
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Demographics of social media news consumers

There are some key differences in the demographic makeup of each site's news users. Instagram and Snapchat news consumers are considerably more likely to be nonwhite and younger. Twitter and LinkedIn have the largest share of college graduates among their news users – 59% of LinkedIn's news users have college degrees, as do 45% of Twitter's news users. The news user bases of the two largest sites – Facebook and YouTube – include more older Americans than those of smaller sites such as Instagram and Snapchat.

Social media news user profiles

% of each social media site's news users who are ...



Note: Tumblr, Reddit, and WhatsApp not shown. Nonwhite includes all racial and ethnic groups, except non-Hispanic white.

Source: Survey conducted Aug. 8-21, 2017.

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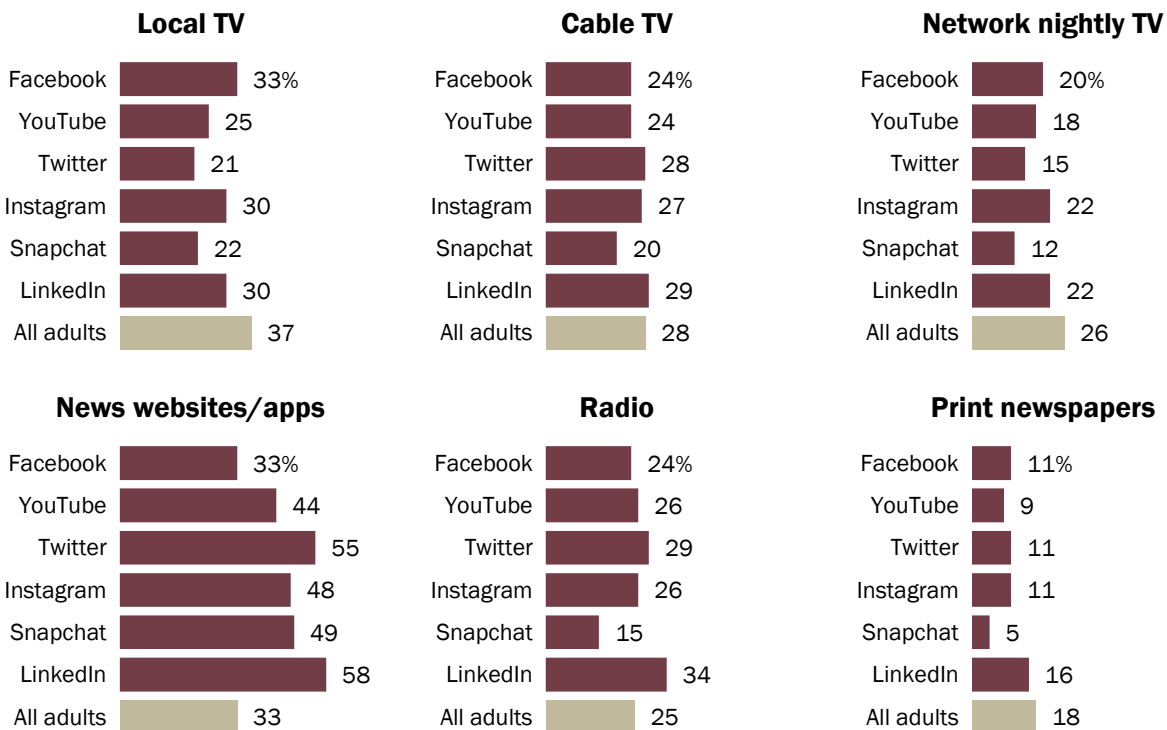
Snapchat has by far the youngest group of news users – 82% are ages 18-29. While Facebook and YouTube are still the most popular among this age group for news overall, the makeup of the app's news audience means that about one-in-five (21%) 18- to 29-year-olds now get news on Snapchat.

Many social media news consumers still get news from more traditional platforms

Getting news on social media doesn't mean that other more traditional pathways to news are ignored. Many social media news users also get news from a variety of other platforms, although there are some differences among the users of the various sites. Twitter news users, for example, are more likely to also often get news via news websites and apps than Facebook or YouTube news users. Facebook news users are more likely to often get news from local TV than those on YouTube, Twitter and Snapchat.

Use of traditional news platforms by social media news users

% of each social media site's news users who often get news from ...



Note: Reddit, Tumblr, and WhatsApp not shown.

Source: Survey conducted Aug. 8-21, 2017 among U.S. adults.

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Acknowledgments

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Methodology

The American Trends Panel (ATP), created by Pew Research Center, is a nationally representative panel of randomly selected U.S. adults recruited from landline and cellphone random-digit-dial (RDD) surveys. Panelists participate via monthly self-administered web surveys. Panelists who do not have internet access are provided with a tablet and wireless internet connection. The panel is being managed by Abt Associates.

Data in this report are drawn from the panel wave conducted Aug. 8-21, 2017, among 4,971 respondents. The margin of sampling error for the full sample of 4,971 respondents is plus or minus 2.5 percentage points.

Members of the American Trends Panel were recruited from several large, national landline and cellphone random-digit-dial surveys conducted in English and Spanish. At the end of each survey, respondents were invited to join the panel. The first group of panelists was recruited from the 2014 Political Polarization and Typology Survey, conducted from Jan. 23 to March 16, 2014. Of the 10,013 adults interviewed, 9,809 were invited to take part in the panel, and a total of 5,338 agreed to participate.² The second group of panelists was recruited from the 2015 Pew Research Center Survey on Government, conducted from Aug. 27 to Oct. 4, 2015. Of the 6,004 adults interviewed, all were invited to join the panel, and 2,976 agreed to participate.³ The third group of panelists was recruited from a survey conducted from April 25 to June 4, 2017. Of the 5,012 adults interviewed in the survey or pretest, 3,905 were invited to take part in the panel and a total of 1,628 agreed to participate.⁴

The ATP data were weighted in a multi-step process that begins with a base weight incorporating the respondents' original survey selection probability and the fact that in 2014 some panelists were subsampled for invitation to the panel. Next, an adjustment was made for the fact that the propensity to join the panel and remain an active panelist varied across different groups in the sample. The final step in the weighting uses an iterative technique that aligns the sample to population benchmarks on a number of dimensions. Gender, age, education, race, Hispanic origin and region parameters come from the U.S. Census Bureau's 2015 American Community Survey. The county-level population density parameter (deciles) comes from the 2010 U.S. Decennial

² When data collection for the 2014 Political Polarization and Typology Survey began, non-internet users were subsampled at a rate of 25%, but a decision was made shortly thereafter to invite all non-internet users to join. In total, 83% of non-internet users were invited to join the panel.

³ Respondents to the 2014 Political Polarization and Typology Survey who indicated that they are internet users but refused to provide an email address were initially permitted to participate in the American Trends Panel by mail but were no longer permitted to join the panel after Feb. 6, 2014. Internet users from the 2015 Pew Research Center Survey on Government who refused to provide an email address were not permitted to join the panel.

⁴ White, non-Hispanic college graduates were subsampled at a rate of 50%.

Census. The telephone service benchmark comes from the January-June 2016 National Health Interview Survey and is projected to 2017. The volunteerism benchmark comes from the 2015 Current Population Survey Volunteer Supplement. The party affiliation benchmark is the average of the three most recent Pew Research Center general public telephone surveys. The Internet access benchmark comes from the 2017 ATP Panel Refresh Survey. Respondents who did not previously have internet access are treated as not having internet access for weighting purposes. Respondents were also weighted according to their previously reported usage of eight different social networks for news consumption. The variables used for this weighting were measured on the January-February 2016 wave of the ATP and were weighted to match a Pew Research Center journalism survey from March-April 2016. For panelists who did not participate in the 2016 survey, these variables were imputed using chained equations. Sampling errors and statistical tests of significance take into account the effect of weighting. Interviews are conducted in both English and Spanish, but the Hispanic sample in the American Trends Panel is predominantly native born and English speaking.

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	4,971	2.5

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.

The August 2017 wave had a response rate of 74% (4,971 responses among 6,722 individuals in the panel). Taking account of the combined, weighted response rate for the recruitment surveys (10.0%) and attrition from panel members who were removed at their request or for inactivity, the cumulative response rate for the wave is 2.6 %.⁵

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⁵ Approximately once per year, panelists who have not participated in multiple consecutive waves are removed from the panel. These cases are counted in the denominator of cumulative response rates.

Topline questionnaire

2017 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL

**WAVE 28 August
FINAL TOPLINE
Aug. 8-Aug. 21, 2017
TOTAL N=4,971**

Now, thinking about your general news habits ...

ASK ALL:

NEWS_PLATFORM How often do you ... **[RANDOMIZE]**

	<u>Often</u>	<u>Sometimes</u>	<u>Hardly ever</u>	<u>Never</u>	<u>No Answer</u>
a. Read any newspapers in print?					
Aug 7-Aug 21, 2017 [N=4,971]	18	25	32	25	*
Jan 12-Feb 8, 2016 [N=4,654]	20	28	31	21	*
Aug 21-Sep 2, 2013 [N=5,173]	27	27	27	19	*
b. Listen to news on the radio?					
Aug 7-Aug 21, 2017 [N=4,971]	25	31	22	21	*
Jan 12-Feb 8, 2016 [N=4,654]	25	34	24	17	*
Aug 21-Sep 2, 2013 [N=5,173]	26	30	27	18	*
NO ITEM C					
d. Watch local television news?					
Aug 7-Aug 21, 2017 [N=4,971]	37	27	21	15	*
Jan 12-Feb 8, 2016 [N=4,654]	46 ⁶	27	17	10	*
Aug 21-Sep 2, 2013 [N=5,173]	46	26	17	11	*
e. Watch national evening network television news (such as ABC World News, CBS Evening News, or NBC Nightly News)?					
Aug 7-Aug 21, 2017 [N=4,971]	26	25	25	25	*
Jan 12-Feb 8, 2016 [N=4,654]	30	27	25	17	*
Aug 21-Sep 2, 2013 [N=5,173]	31	28	24	18	*
f. Watch cable television news (such as CNN, The Fox News cable channel, or MSNBC)?					
Aug 7-Aug 21, 2017 [N=4,971]	28	27	23	22	*
Jan 12-Feb 8, 2016 [N=4,654]	31	27	24	18	*
Aug 21-Sep 2, 2013 [N=5,173]	24	28	26	21	*

⁶ In the Spanish language version of the questionnaire, "local television news" was mistranslated as "television news" for NEWS_PLATFORM item D. This affected the 66 respondents who took the survey in Spanish (4% of the sample after weighting). The effects of this mistranslation were minimal and do not affect the report's substantive conclusions.

	<u>Often</u>	<u>Sometimes</u>	<u>Hardly ever</u>	<u>Never</u>	<u>No Answer</u>
NEWS_PLATFORM CONTINUED ...					
g. Get news from a social media site (such as Facebook, Twitter, or Snapchat?)?					
Aug 7-Aug 21, 2017 [N=4,971]	20	27	20	33	0
Jan 12-Feb 8, 2016 ⁷ [N=4,654]	18	26	18	38	*
h. Get news from a news website or app?					
Aug 7-Aug 21, 2017 [N=4,971]	33	31	19	17	*
Jan 12-Feb 8, 2016 [N=4,654]	28	28	18	26	*

ASK ALL INTERNET USERS (F_INTUSER_FINAL=1) [N=4,752]:

SNS Do you use any of the following social media sites?

[Check all that apply] [RANDOMIZE WITH "OTHER" ALWAYS LAST]

BASED ON TOTAL	<u>Selected</u>	<u>Not Selected</u>	<u>No Answer</u>
a. Facebook			
Aug 7- Aug 21, 2017 [N=4,971]	66	34	-
Jan 12-Feb 8, 2016 [N=4,654]	67	33	-
Mar 13-15, 20-22, 2015 [N=2,035]	66	34	1
Aug 21-Sep 2, 2013 [N=5,173]	64	36	*
b. Twitter			
Aug 7- Aug 21, 2017 [N=4,971]	15	85	-
Jan 12-Feb 8, 2016 [N=4,654]	16	84	-
Mar 13-15, 20-22, 2015 [N=2,035]	17	83	1
Aug 21-Sep 2, 2013 [N=5,173]	16	84	*
NO ITEM C			
d. LinkedIn			
Aug 7- Aug 21, 2017 [N=4,971]	21	79	-
Jan 12-Feb 8, 2016 [N=4,654]	20	80	-
Aug 21-Sep 2, 2013 [N=5,173]	19	80	*
e. Instagram			
Aug 7- Aug 21, 2017 [N=4,971]	26	74	-
Jan 12-Feb 8, 2016 [N=4,654]	19	81	-
Aug 21-Sep 2, 2013 [N=5,173]	12	88	*
NO ITEM F			
g. Tumblr			
Aug 7- Aug 21, 2017 [N=4,971]	4	96	-
Jan 12-Feb 8, 2016 [N=4,654]	4	96	-
Aug 21-Sep 2, 2013 [N=5,173]	4	96	*

⁷ In the Wave 14 January 2016 survey, this question item read "Get news from a social networking site (such as Facebook or Twitter)?".

		<u>Selected</u>	<u>Not Selected</u>	<u>No Answer</u>
SNS CONTINUED ...				
h.	YouTube			
	Aug 7- Aug 21, 2017 [N=4,971]	58	42	-
	Jan 12-Feb 8, 2016 [N=4,654]	48	52	-
	Aug 21-Sep 2, 2013 [N=5,173]	51	49	*
i.	Reddit			
	Aug 7- Aug 21, 2017 [N=4,971]	6	94	-
	Jan 12-Feb 8, 2016 [N=4,654]	4	96	-
	Aug 21-Sep 2, 2013 [N=5,173]	3	97	*
j.	Snapchat			
	Aug 7- Aug 21, 2017 [N=4,971]	18	82	-
	Jan 12-Feb 8, 2016 [N=4,654]	10	90	-
k.	WhatsApp			
	Aug 7- Aug 21, 2017 [N=4,971]	11	89	-
l.	Other			
	Aug 7- Aug 21, 2017 [N=4,971]	5	95	-
	Jan 12-Feb 8, 2016 [N=4,654]	11	89	-
	Aug 21-Sep 2, 2013 [N=5,173]	3	97	*

ASK IF AT LEAST YES TO 1 ITEM SNS; SHOW ONLY THOSE SITES USED (SNSA-K=1):

SNSNEWS Do you ever get news or news headlines on any of the following sites? By news we mean information about events and issues that involve more than just your friends or family.
[RANDOMIZE]

		<u>Yes</u>	<u>No</u>	<u>No Answer</u>
BASED ON FACEBOOK USERS:				
a.	Facebook			
	Aug 7- Aug 21, 2017 [N=3,635]	68	32	1
	Jan 12-Feb 8, 2016 [N=3,210]	66	34	*
	Mar 13-15, 20-22, 2015 [N=1,343]	63	37	*
	Aug 21-Sep 2, 2013 [N=3,268]	47	53	0
BASED ON TWITTER USERS:				
b.	Twitter			
	Aug 7- Aug 21, 2017 [N=1,088]	74	25	1
	Jan 12-Feb 8, 2016 [N=908]	59	41	1
	Mar 13-15, 20-22, 2015 [N=347]	63	37	0
	Aug 21-Sep 2, 2013 [N=736]	52	48	0
NO ITEM C				
BASED ON LINKEDIN USERS:				
d.	LinkedIn			
	Aug 7- Aug 21, 2017 [N=1,540]	23	76	1
	Jan 12-Feb 8, 2016 [N=1,348]	19	81	*

	Aug 21-Sep 2, 2013 [N=1,107]	13	87	0
		<u>Yes</u>	<u>No</u>	<u>No Answer</u>
SNSNEWS CONTINUED ...				
BASED ON INSTAGRAM USERS:				
e.	Instagram			
	Aug 7- Aug 21, 2017 [N=1,390]	27	71	2
	Jan 12-Feb 8, 2016 [N=933]	23	76	1
	Aug 21-Sep 2, 2013 [N=467]	13	87	0
NO ITEM F				
BASED ON TUMBLR USERS:				
g.	Tumblr			
	Aug 7- Aug 21, 2017 [N=226]	39	60	1
	Jan 12-Feb 8, 2016 [N=198]	31	69	-
	Aug 21-Sep 2, 2013 [N=159]	29	71	0
BASED ON YOUTUBE USERS:				
h.	YouTube			
	Aug 7- Aug 21, 2017 [N=3,180]	32	67	1
	Jan 12-Feb 8, 2016 [N=2,542]	21	77	1
	Aug 21-Sep 2, 2013 [N=2,506]	20	80	0
BASED ON REDDIT USERS:				
i.	Reddit			
	Aug 7- Aug 21, 2017 [N=369]	68	32	*
	Jan 12-Feb 8, 2016 [N=288]	70	30	*
	Aug 21-Sep 2, 2013 [N=114]	62	38	0
BASED ON SNAPCHAT USERS:				
j.	Snapchat			
	Aug 7- Aug 21, 2017 [N=787]	29	70	2
	Jan 12-Feb 8, 2016 [N=439]	17	82	1
BASED ON WHATSAPP USERS:				
k.	WhatsApp			
	Aug 7- Aug 21, 2017 [N=585]	23	74	3