

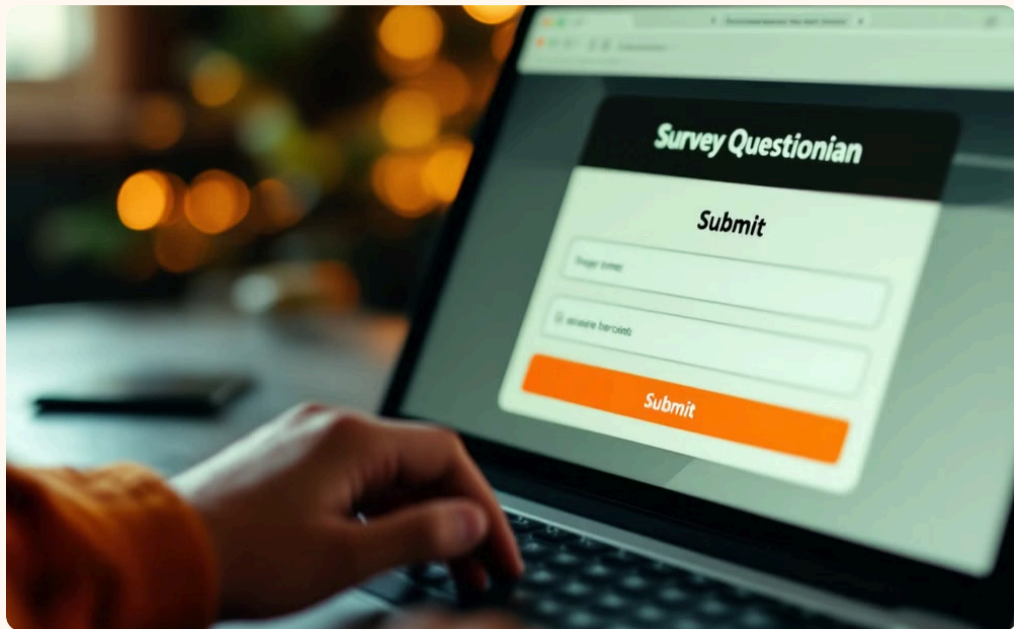
Executive Report: U.S. Social Media Usage Patterns (2023)

This report provides an overview of social media usage trends in the United States for 2023, based on a comprehensive survey conducted by Pew Research Center. It covers methodology, platform usage, and demographic breakdowns across various social media platforms.

 by **George Feola**



Survey Methodology



Online Survey

To analyze social media trends, Pew Research Center conducted a survey of 5,733 U.S. adults from May to September 2023.

The responses were weighted to reflect the U.S. adult population's gender, race, ethnicity, education, and other demographics.



Mail Survey

Using a multimodal survey approach (both web and mail), Ipsos administered the survey with address-based sampling, ensuring all U.S. adults had an equal chance of selection.

Social Media Platform Usage Overview

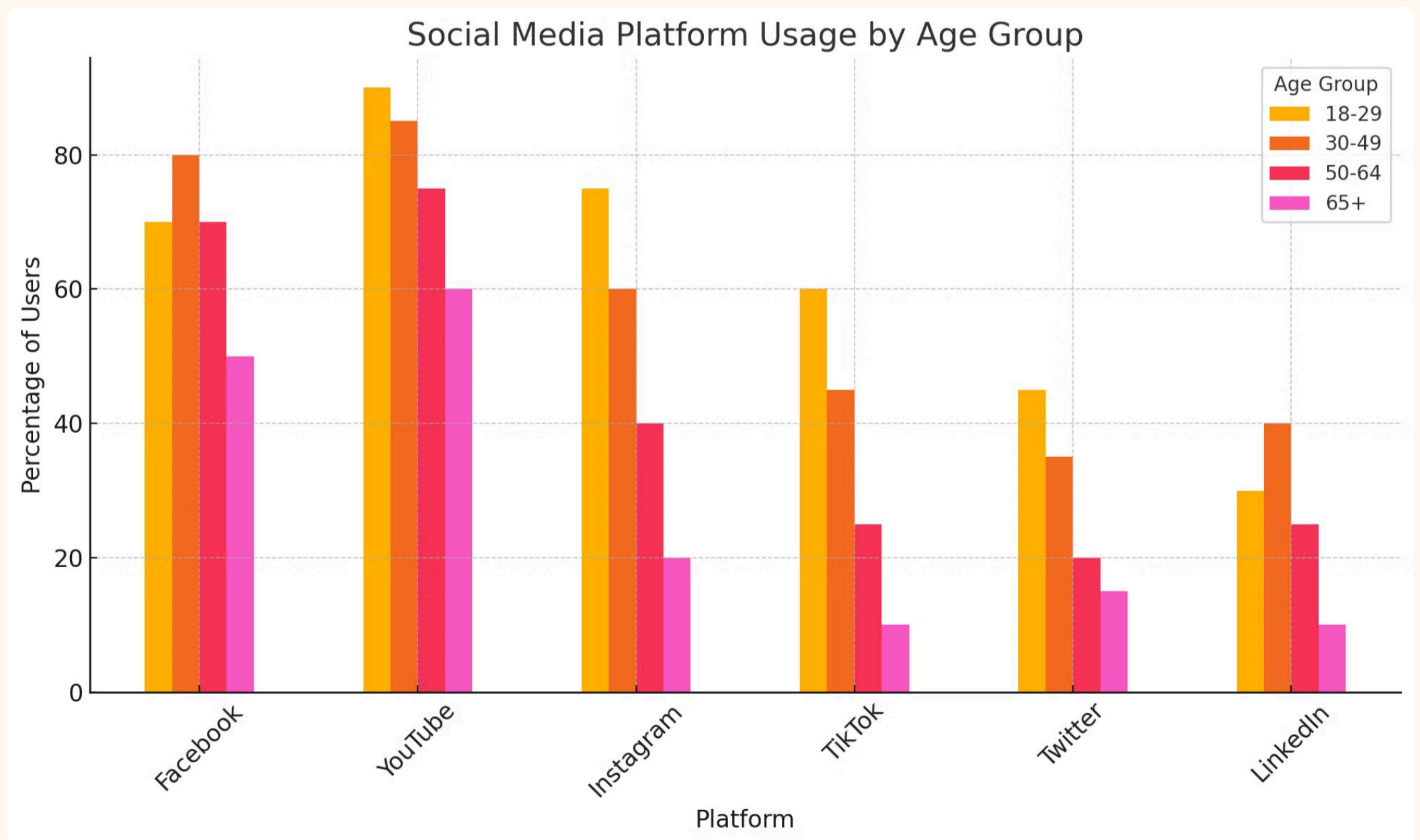
Most Popular Platforms

YouTube and Facebook remain the most widely used platforms among U.S. adults.



Mid-Tier Platforms

About half of U.S. adults use Instagram, while smaller percentages use TikTok, LinkedIn, Twitter (now branded as X), and BeReal.



Age Demographics in Social Media Usage



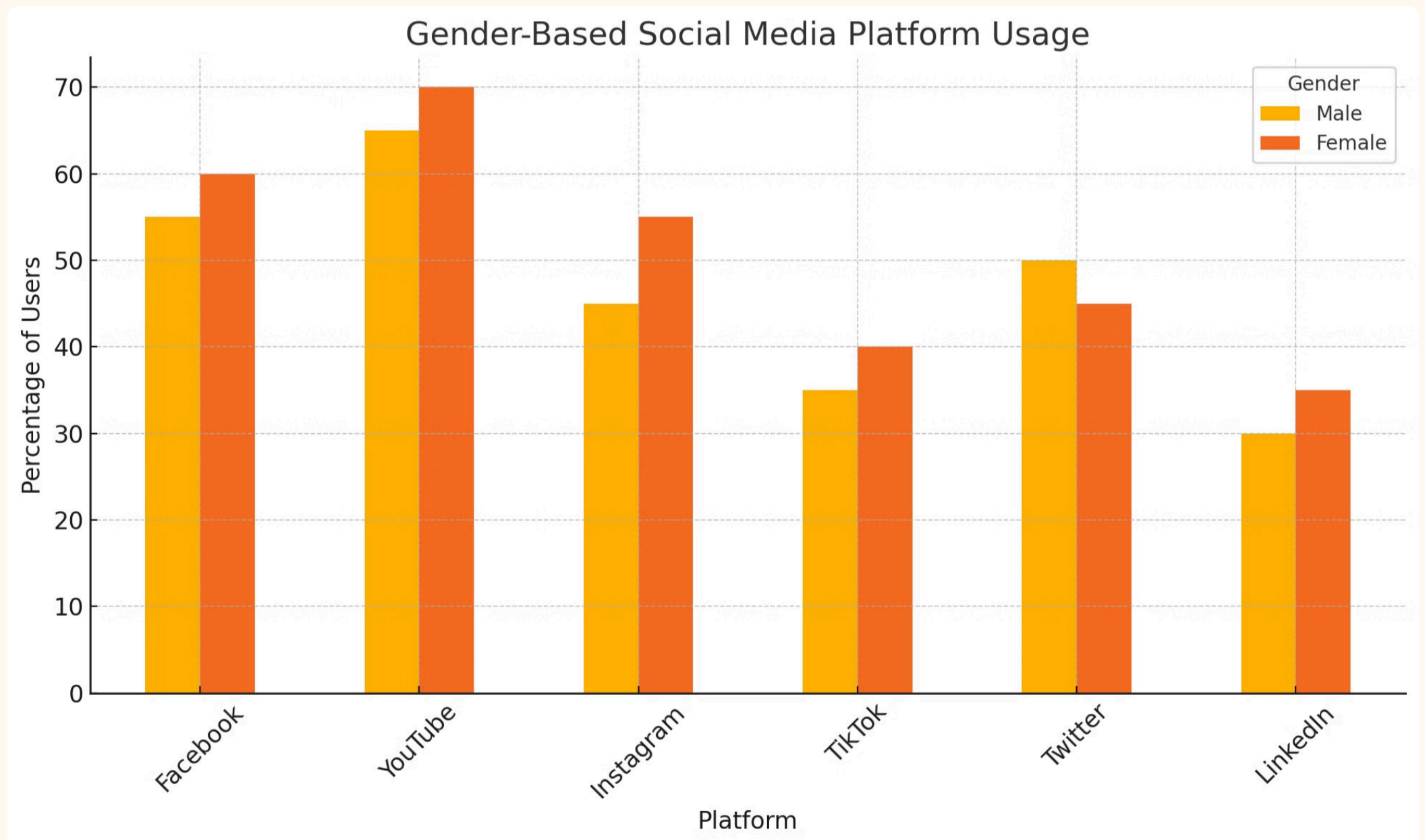
Younger Adults (18-29)

Younger adults (ages 18-29) are the most active on platforms like TikTok, Instagram, and Snapchat.



Older Adults

Older adults are more likely to use Facebook and LinkedIn.



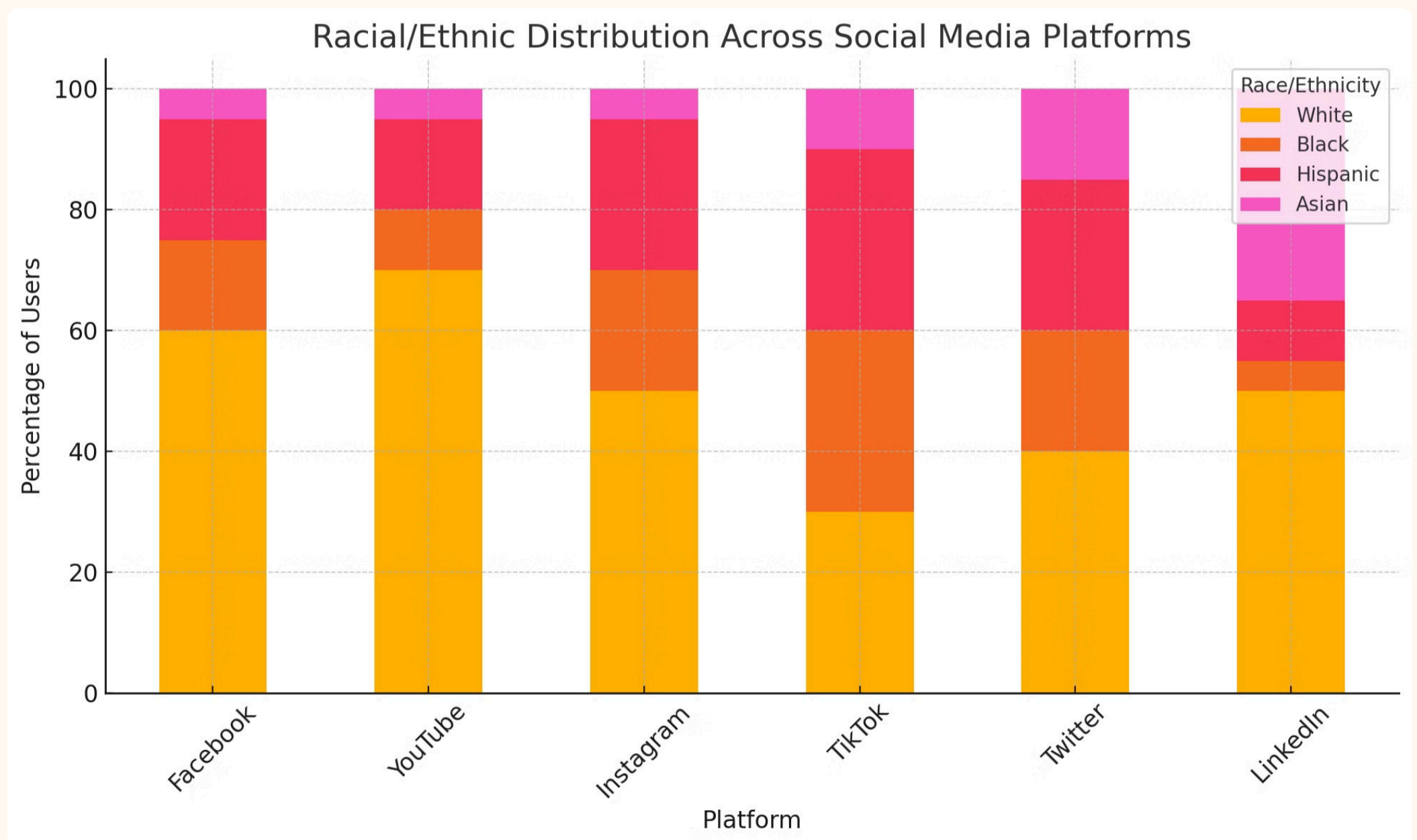
Gender and Race/Ethnicity in Social Media Usage

Gender

Men and women show balanced engagement across YouTube and Facebook.

Race/Ethnicity

Hispanic and Black adults show a slightly higher usage rate of Instagram and TikTok compared to White adults, who have more significant representation on Facebook and LinkedIn.



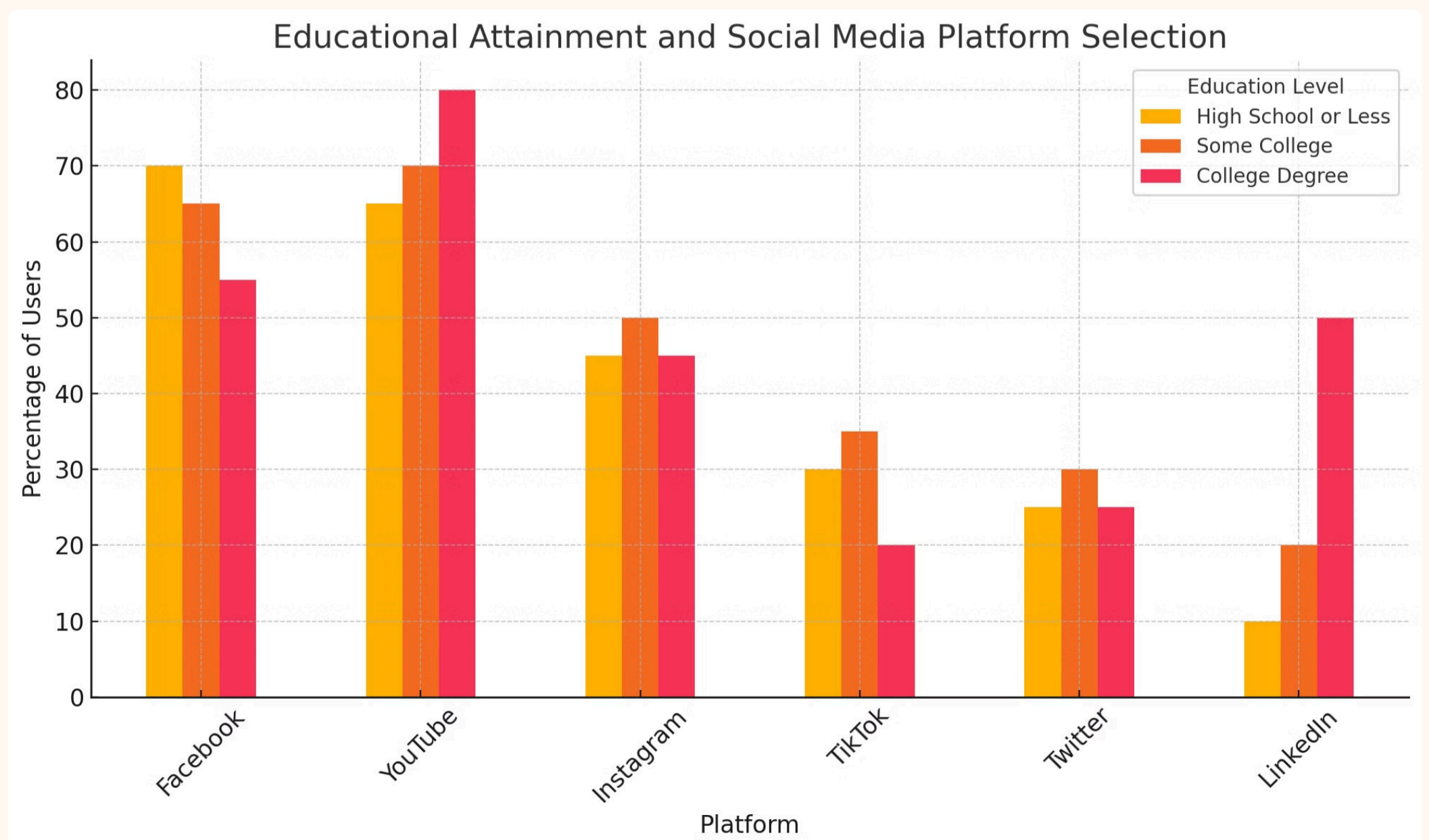
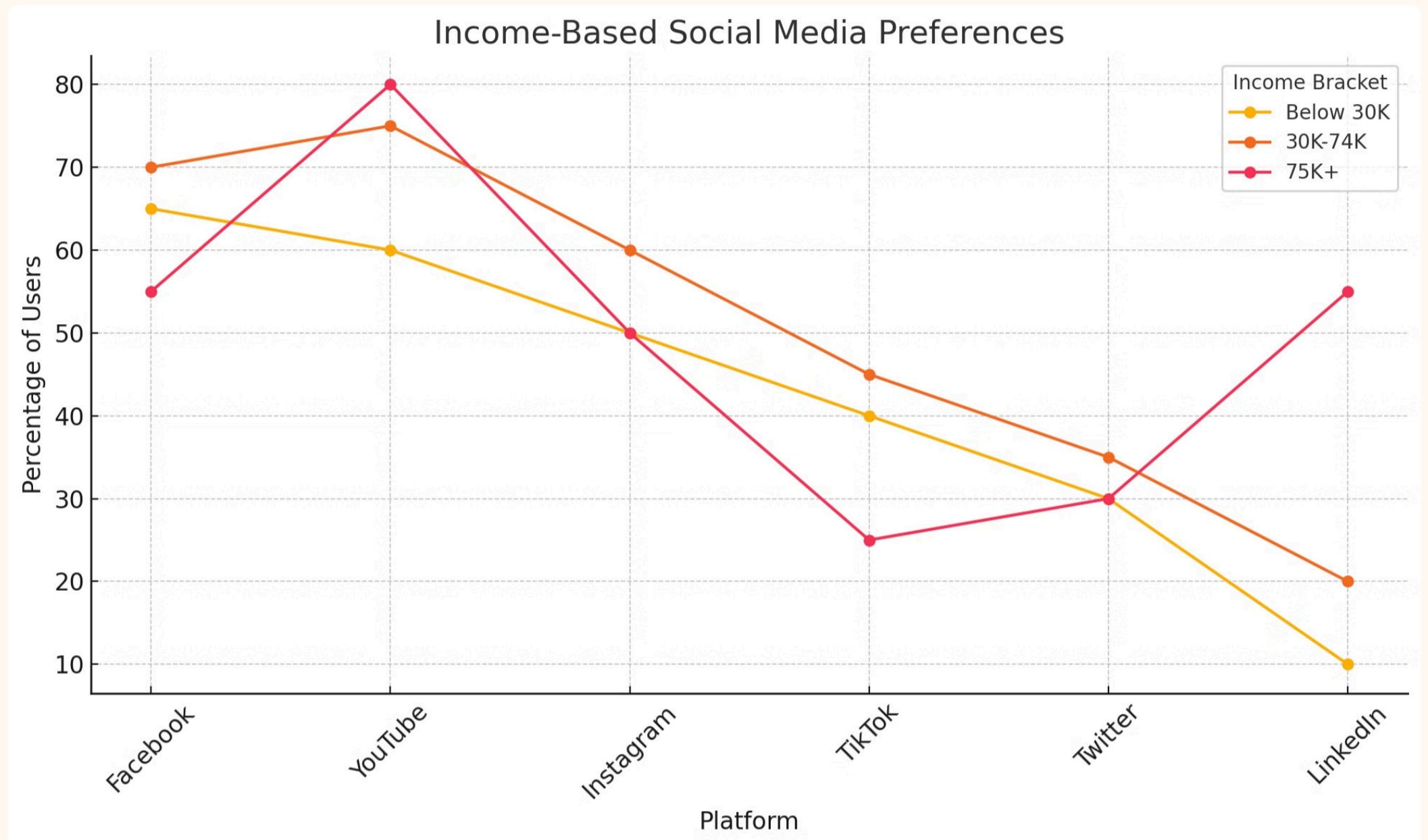
Income and Education in Social Media Usage

Income

Higher-income adults (earning \$75,000+) predominantly use YouTube and LinkedIn, while lower-income groups lean more toward platforms like TikTok and Facebook.

Education

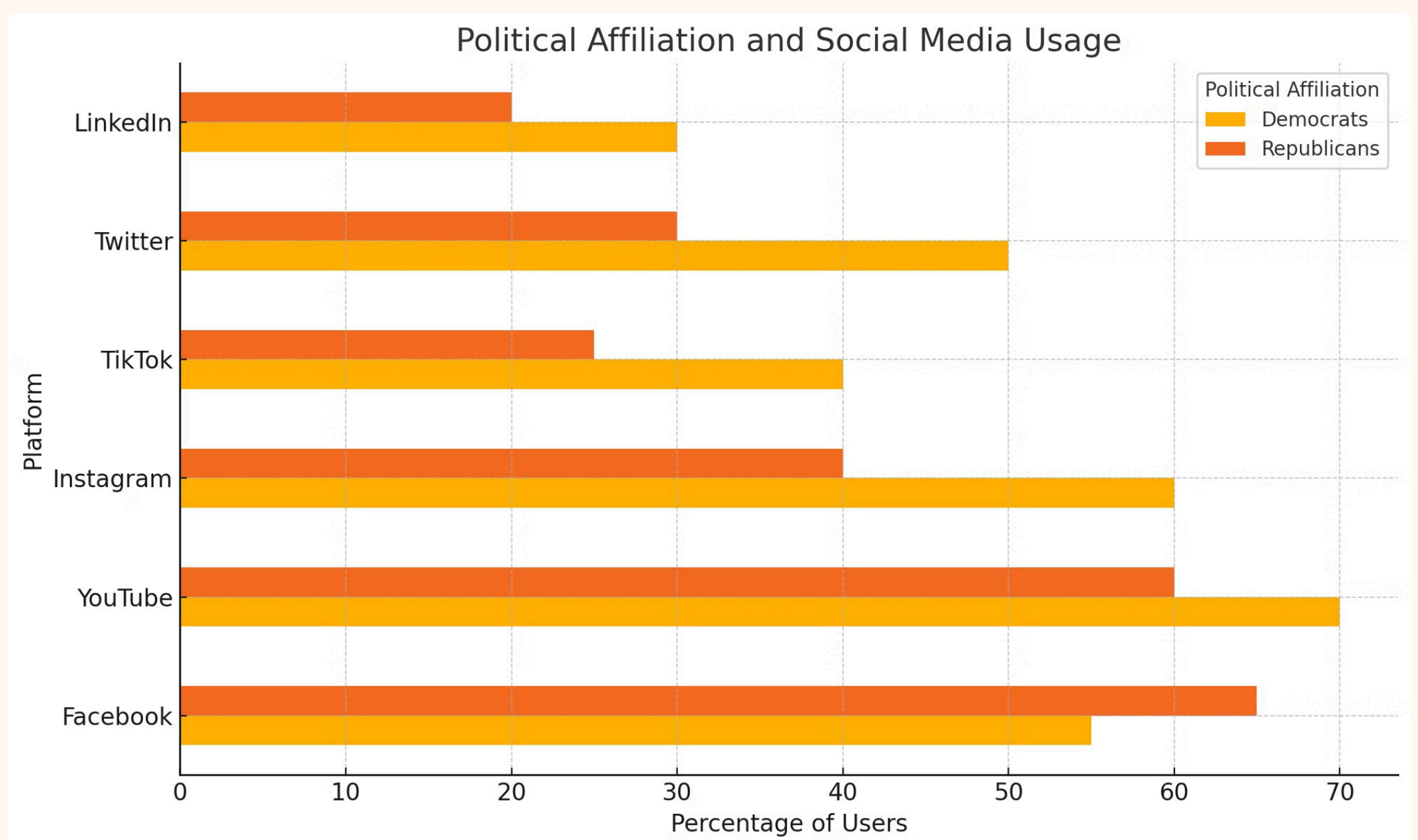
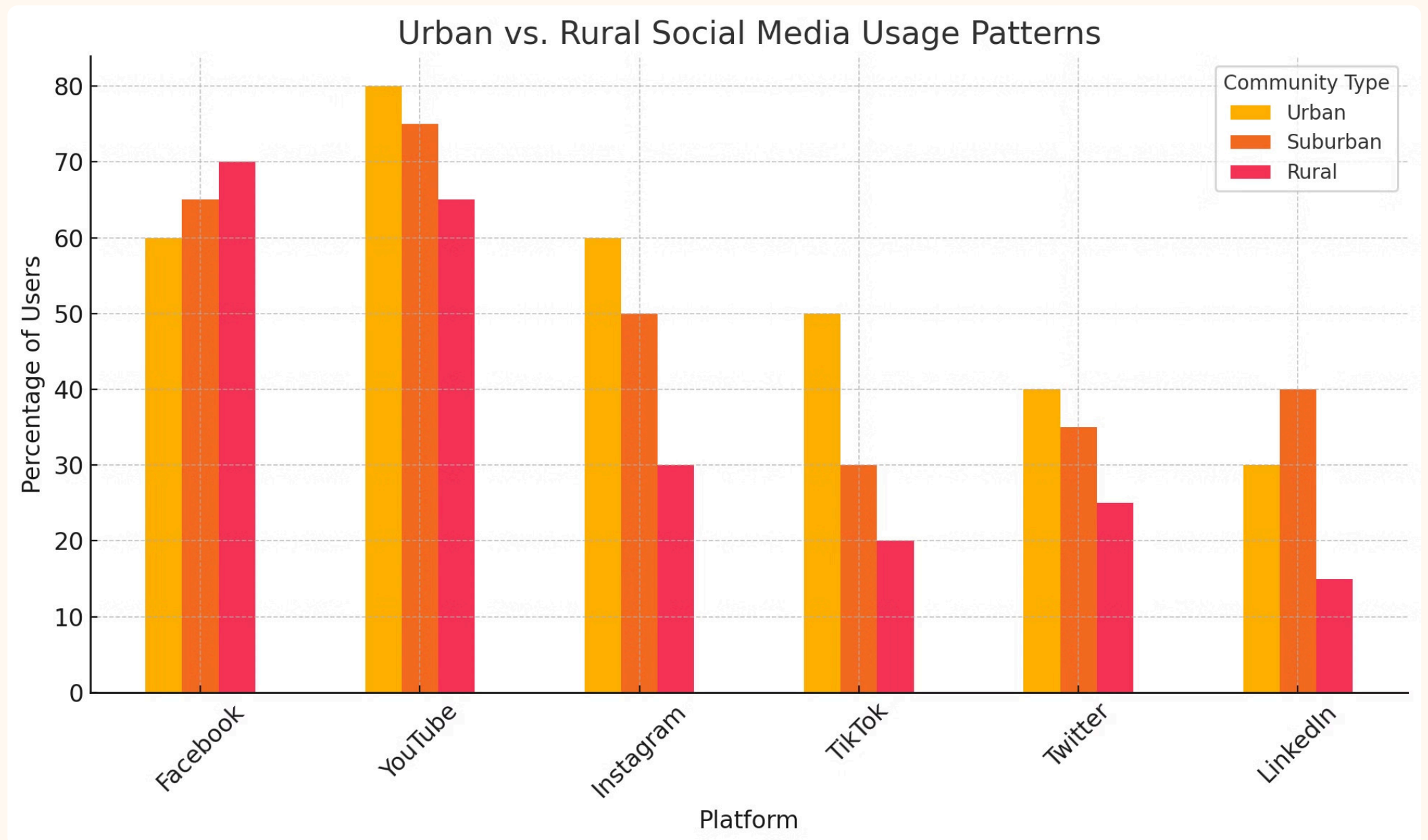
Adults with a college degree or higher are more likely to use LinkedIn, while those with a high school education or less tend toward Facebook.



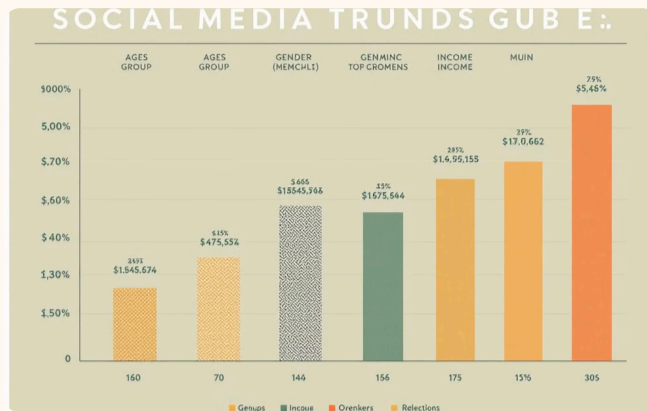
Community and Political Affiliation in Social Media Usage

Community (Urban vs. Rural): Urban residents show greater activity on platforms like Instagram and TikTok. Rural residents are more inclined to use Facebook.

Political Affiliation: There are minor distinctions in social media use by political affiliation, with Instagram and TikTok usage being slightly more prevalent among Democrats and Facebook usage among Republicans.



Conclusion



Diverse Usage

This comprehensive survey by Pew Research Center provides valuable insights into the social media usage patterns of U.S. adults in 2023.

Strategic Insights

The data reveals significant variations across different demographic groups, including age, gender, race, income, education, community type, and political affiliation.

Tailored Strategies

These findings can be crucial for businesses, marketers, and policymakers in understanding the digital landscape and tailoring their strategies accordingly.

Complete Pew Study Here: <https://www.pewresearch.org/internet/fact-sheet/social-media/?tableItem=4e4f05f3-58a4-4fc5-aab6-58b37a6dcb63#find-out-more>

Bicoastal Media - 2024

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