

The Social Habit 2019

from Edison Research



[#SocialHabit](#)

THE SOCIAL HABIT © 2019 EDISON RESEARCH

Study Overview

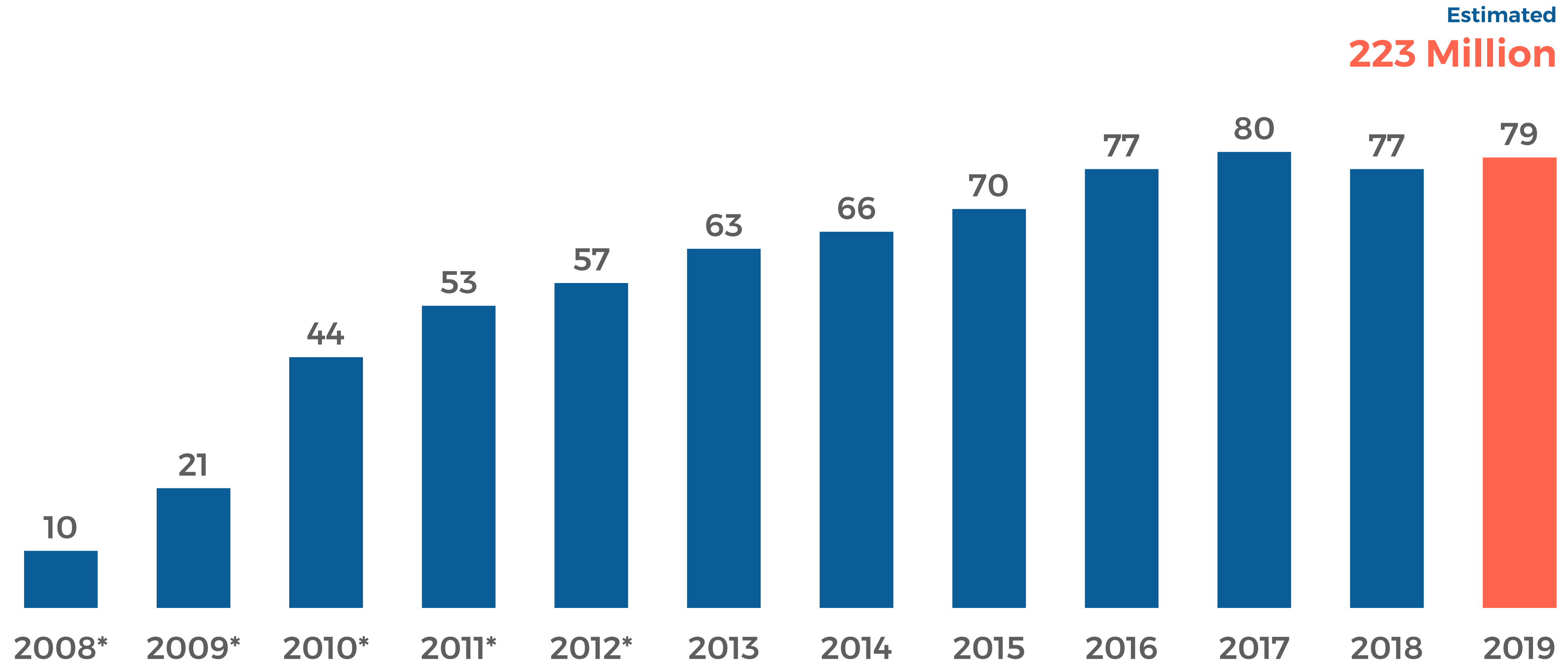
- ▶ The Social Habit is an in-depth look at social media users in the U.S. with data from the following studies:
 - ▶ **National Telephone Survey:** The Infinite Dial® 2019 from Edison Research and Triton Digital
 - ▶ In January/February 2019, Edison Research conducted a national telephone survey of 1,500 people aged 12 and older, using random digit dialing techniques to both cell phones and landlines (U.S. Population 12+). Telephone data weighted to national 12+ U.S. population figures
 - ▶ **National Online Survey:** The Social Habit Survey from Edison Research
 - ▶ In May 2019, Edison Research conducted a national online survey of 850 people aged 13 and older. Data has been weighted to match The Infinite Dial®
 - ▶ **In-person In-depth-Interviews:** The Social Habit Interviews from Edison Research
 - ▶ In April 2019, Edison Research interviewed twelve social media users age 18-29 who report using Facebook less recently or have stopped altogether

Social Media

Social Media Usage

TOTAL U.S. POPULATION 12+

% USING SOCIAL MEDIA



*2008-2012: EVER USE FACEBOOK, TWITTER, OR LINKEDIN



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“I don’t want to miss something, be it what someone wore or an event they went to or something interesting.”

JENNIFER, AGE 25

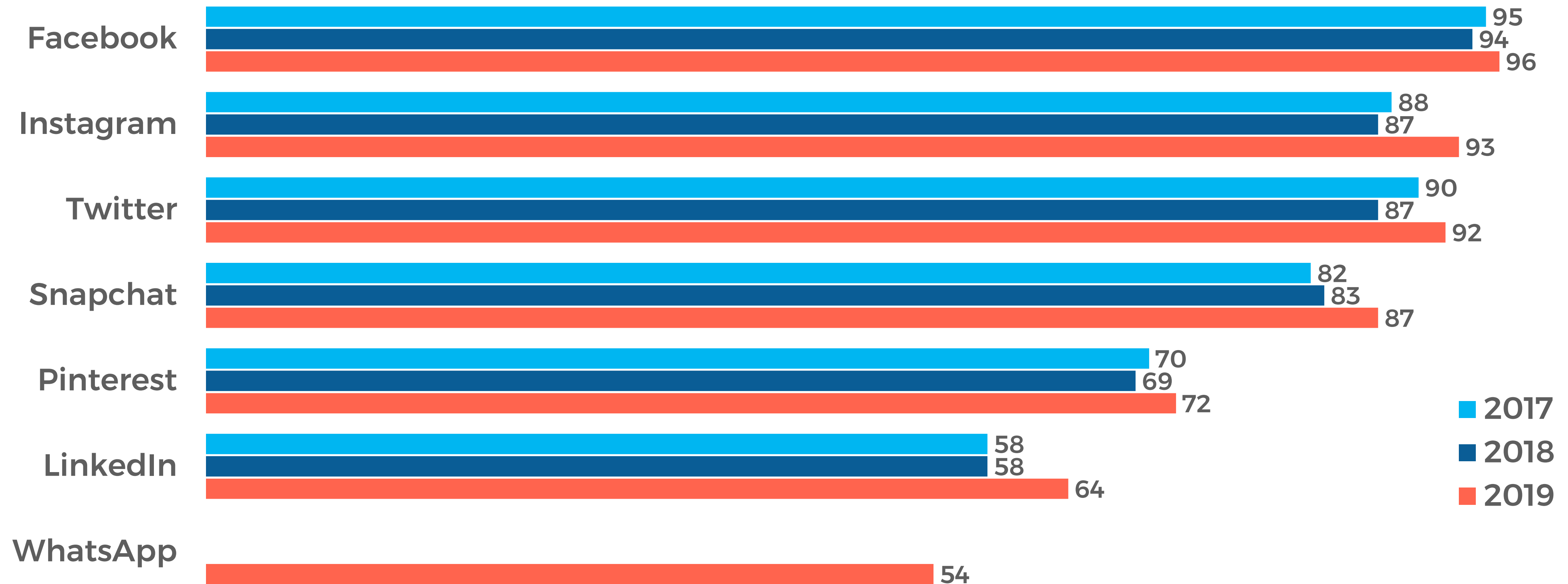


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Social Media Brand Awareness

TOTAL U.S. POPULATION 12+

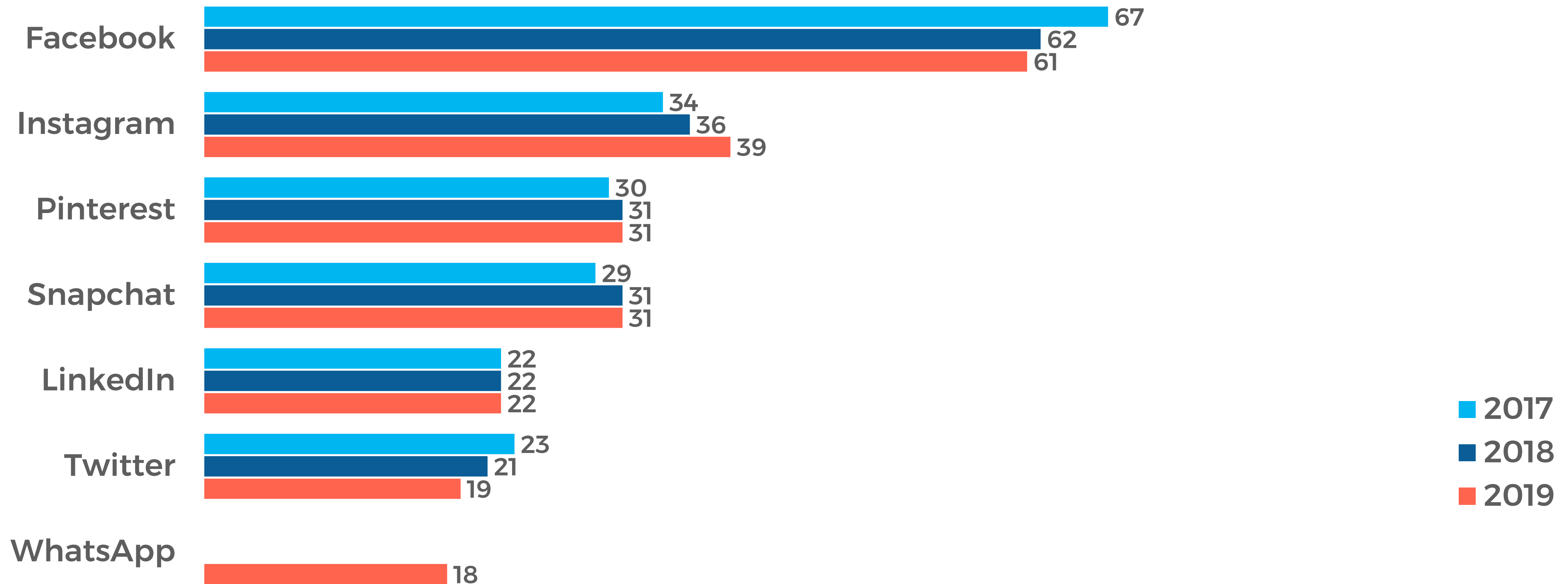
% AWARE OF SOCIAL MEDIA BRAND



Social Media Brand Usage

TOTAL U.S. POPULATION 12+

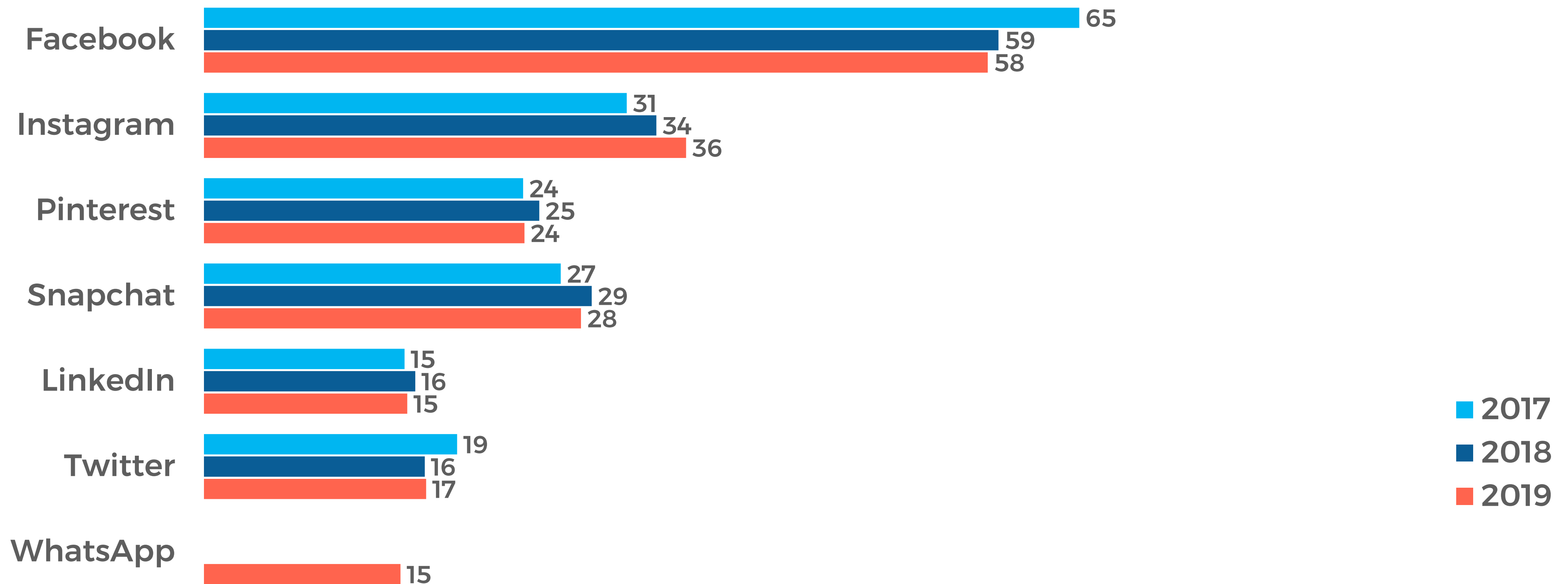
% USING SOCIAL MEDIA BRAND



Social Media Brand Users in the Last Month

TOTAL U.S. POPULATION 12+

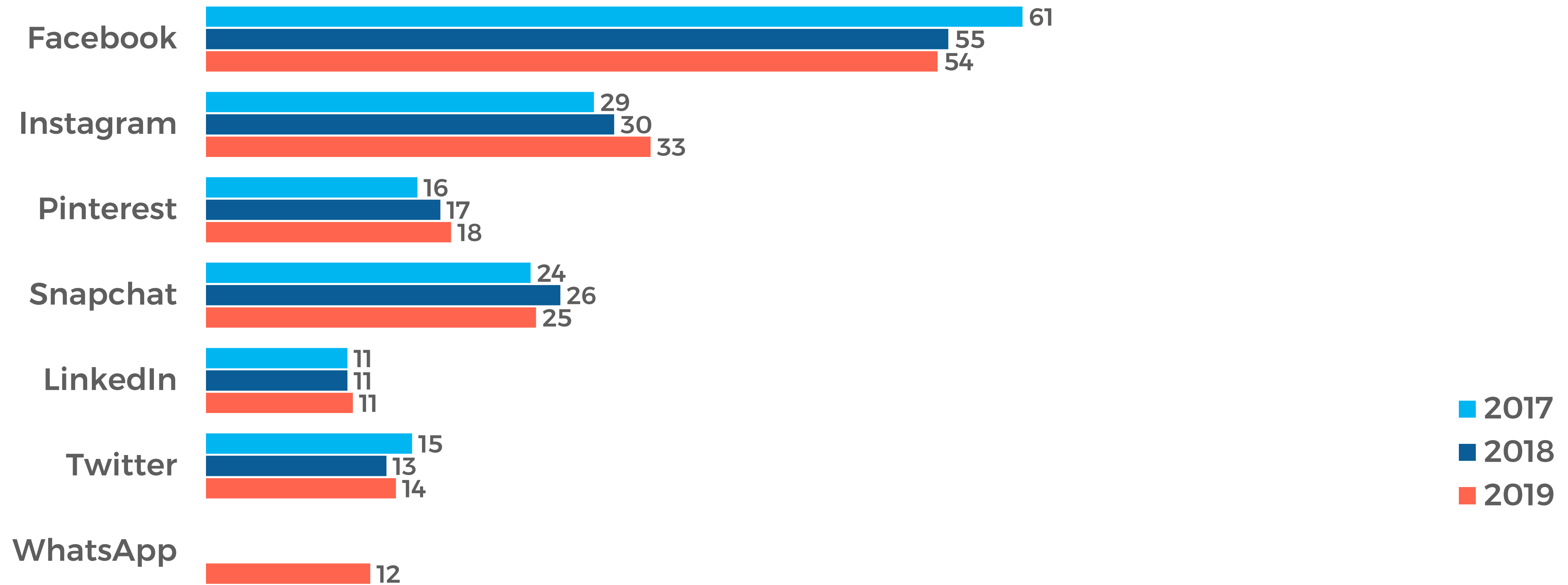
% USING SOCIAL MEDIA BRAND



Social Media Brand Users in the Last Week

TOTAL U.S. POPULATION 12+

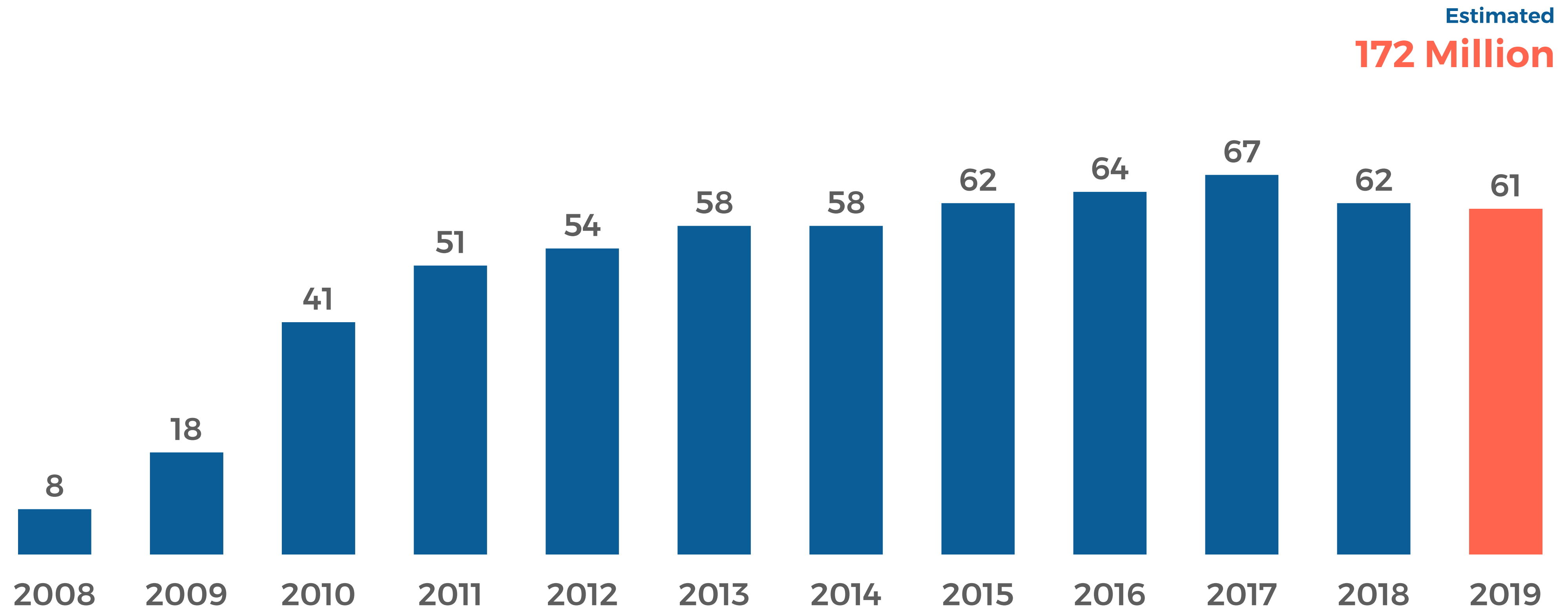
% USING SOCIAL MEDIA BRAND



Facebook Usage

TOTAL U.S. POPULATION 12+

% USING FACEBOOK



There are an estimated

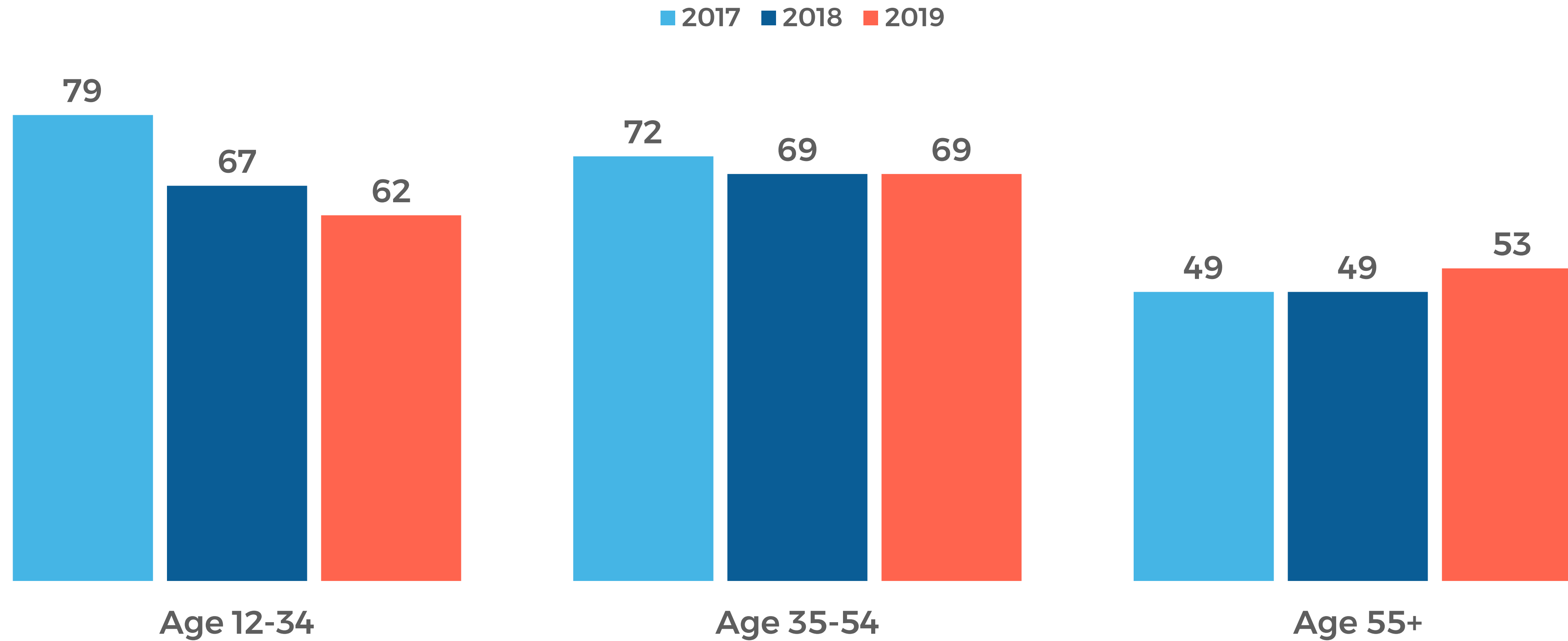
15 Million

fewer Facebook users in the U.S. today than in 2017

Facebook Usage

U.S. POPULATION

% USING FACEBOOK



Estimated

82 Million

12-34 year olds in the U.S.
used Facebook in 2017

Estimated

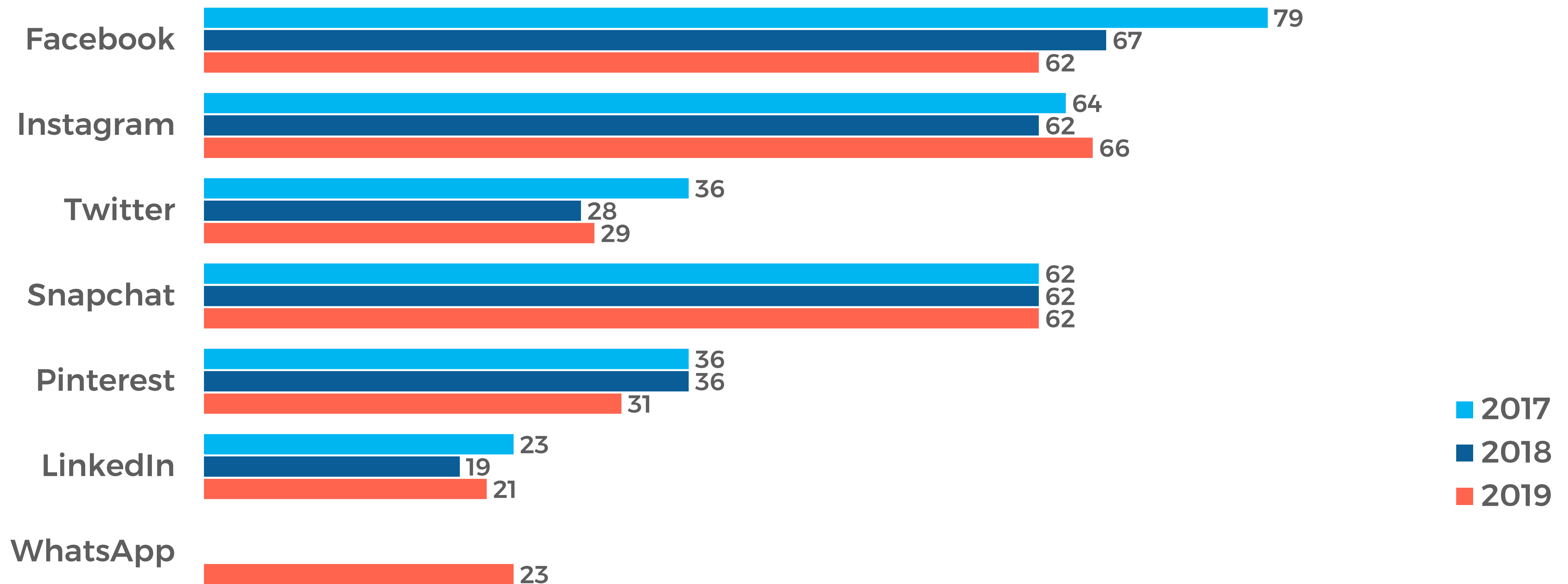
65 Million

12-34 year olds in the U.S.
use Facebook today

Social Media Brand Usage (Age 12-34)

U.S. POPULATION

% USING SOCIAL MEDIA BRAND

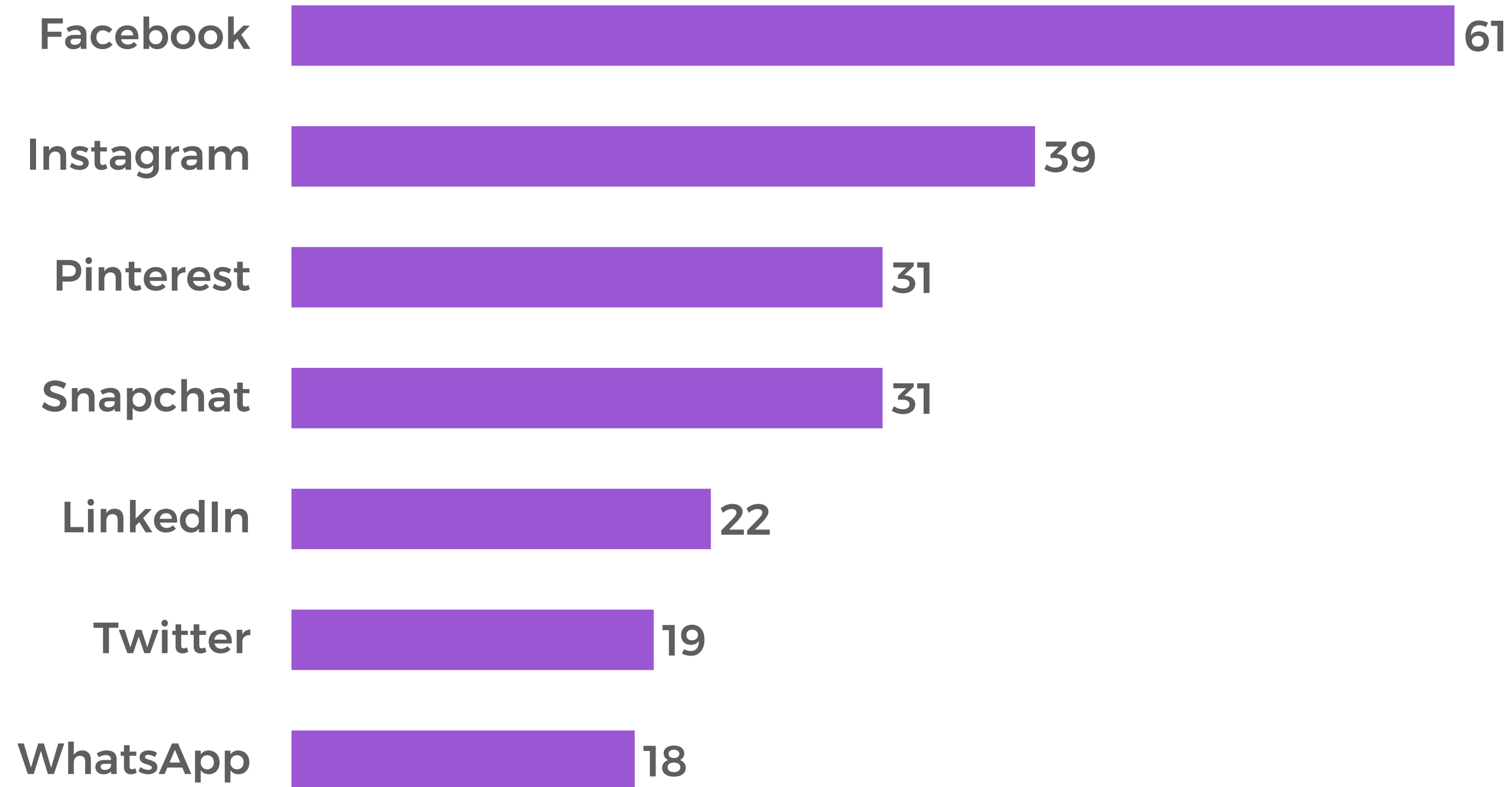


Social Media Brand Users

Social Media Brand Usage

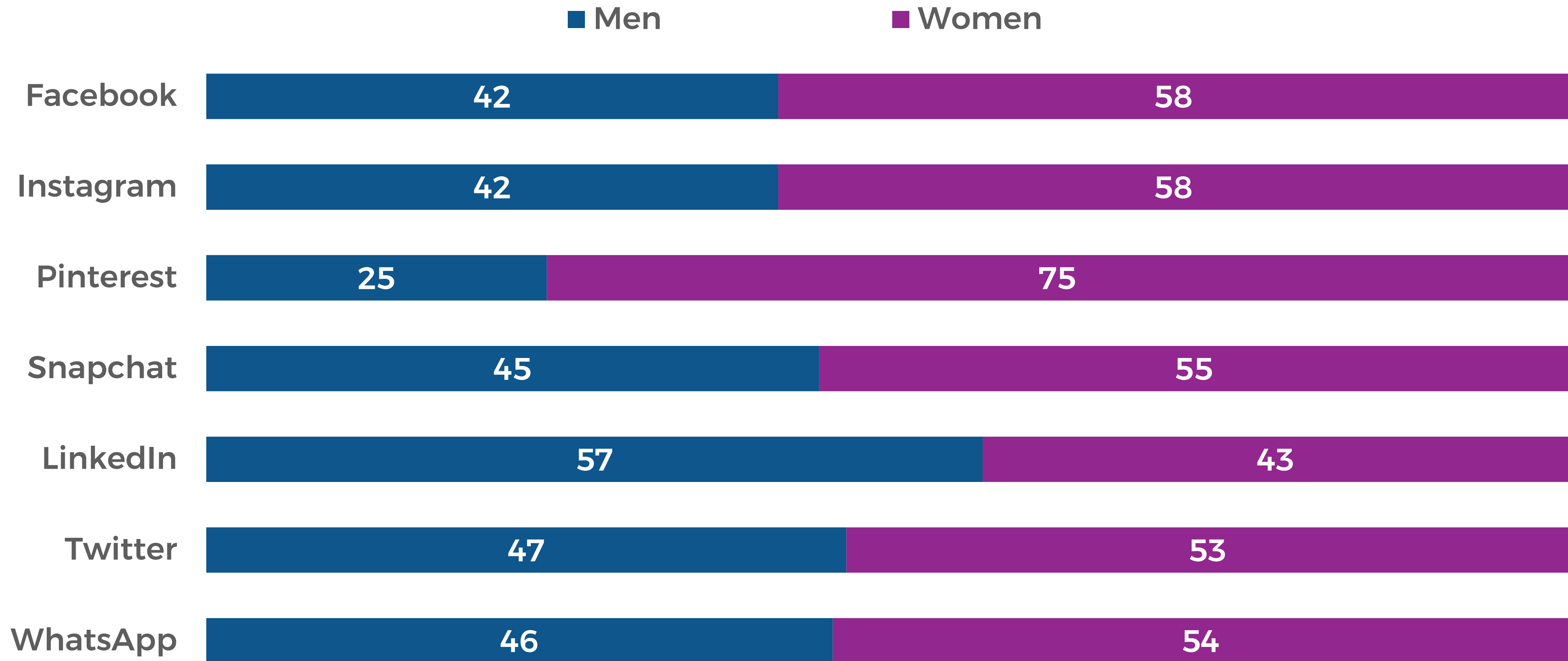
TOTAL U.S. POPULATION 12+

% USING SOCIAL MEDIA BRAND



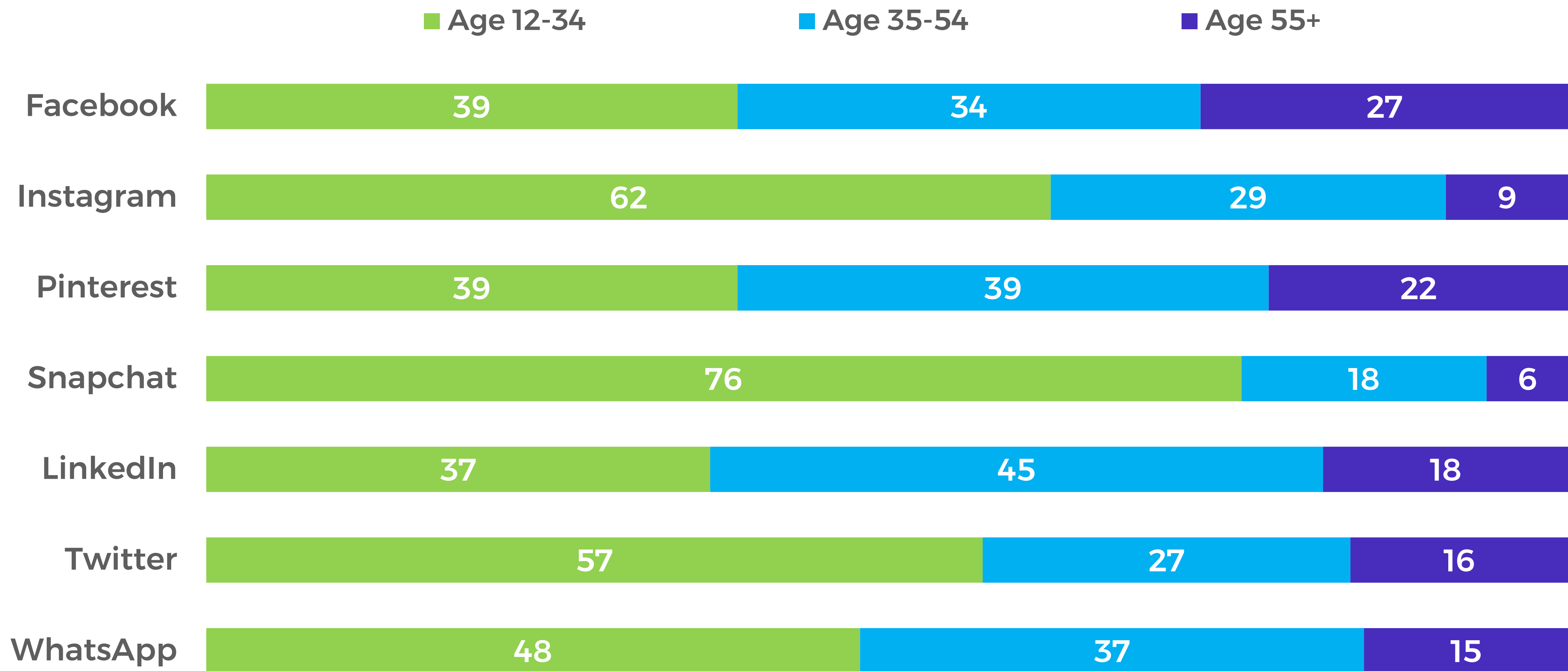
Composition of Social Media Brand Users

BASE: PERSONS SAYING THEY USE THAT BRAND



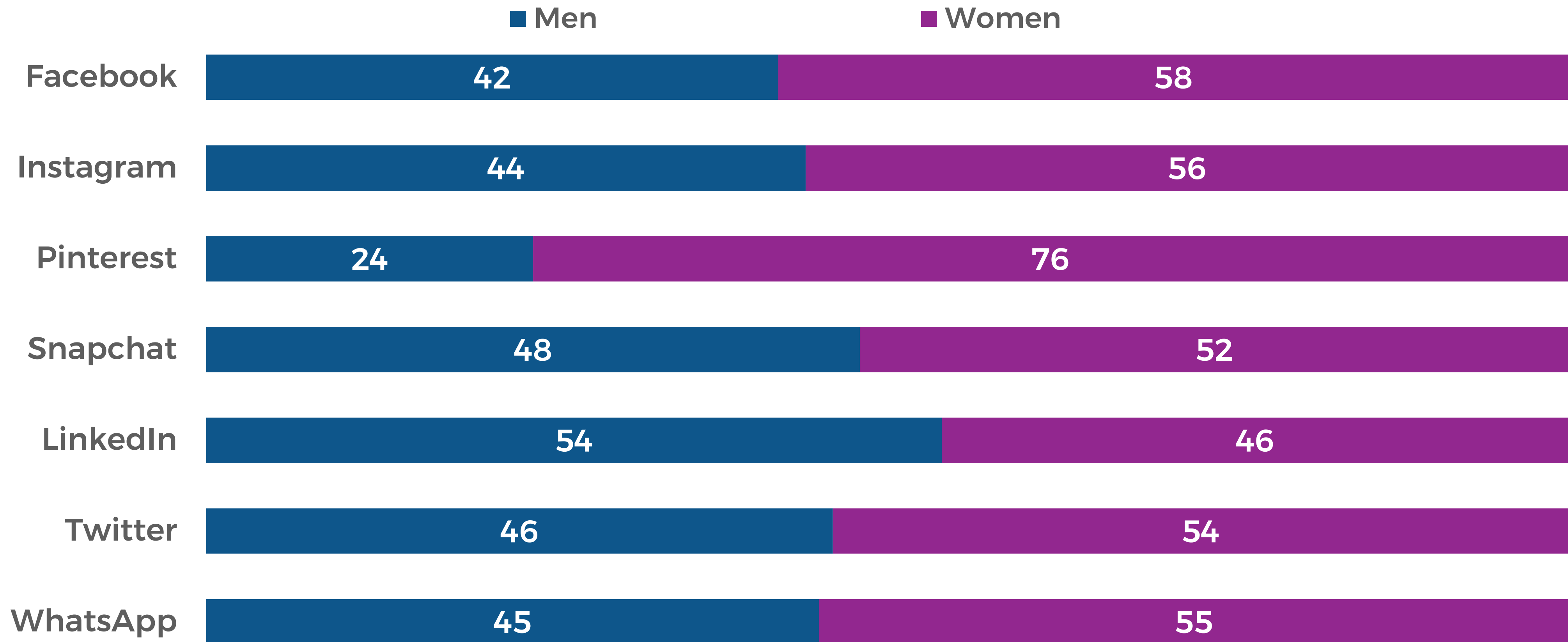
Composition of Social Media Brand Users

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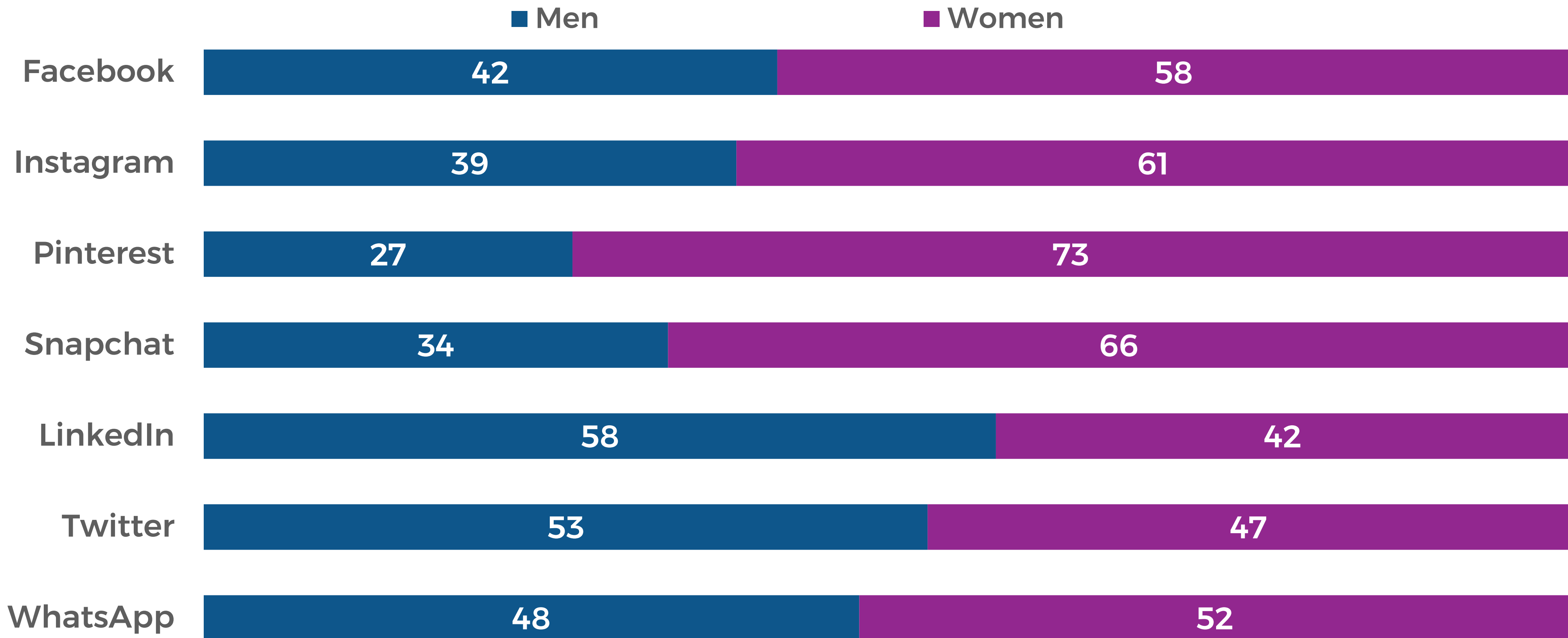
Composition of Social Media Brand Users (Age 12-34)

BASE: PERSONS SAYING THEY USE THAT BRAND



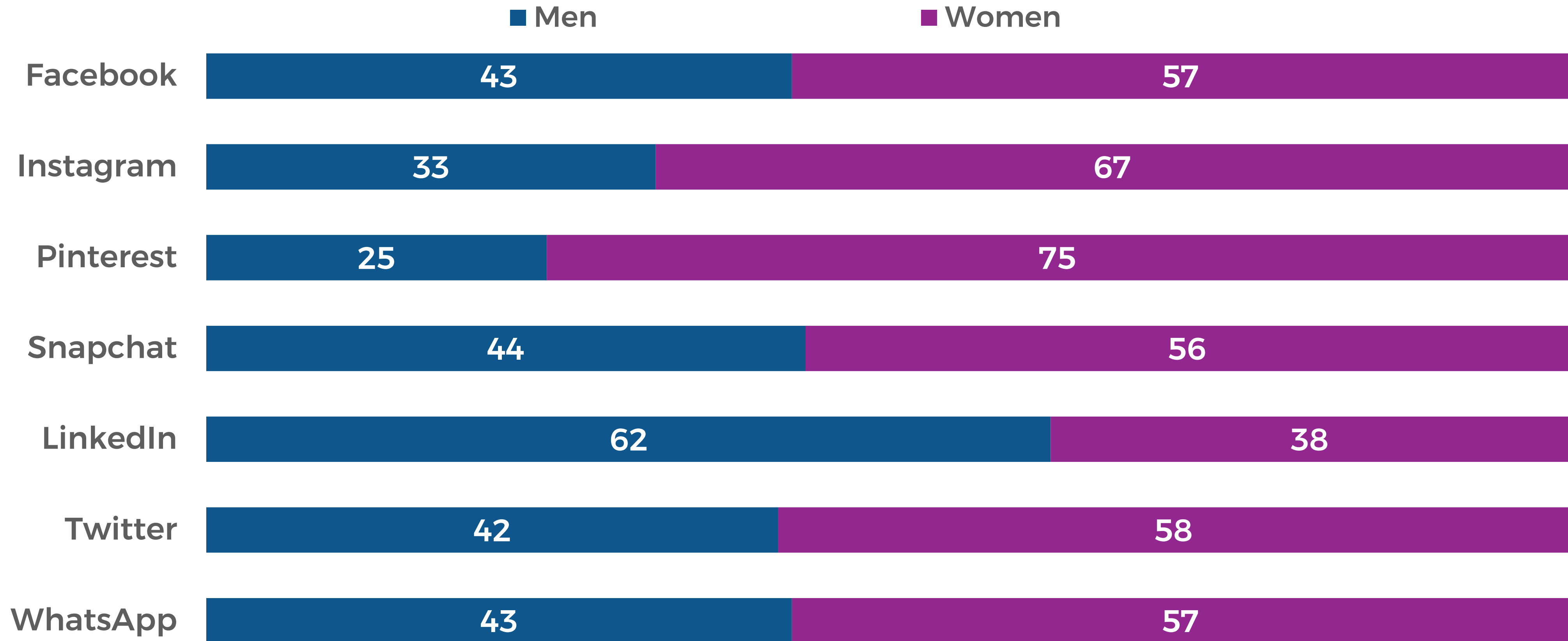
Composition of Social Media Brand Users (Age 35-54)

BASE: PERSONS SAYING THEY USE THAT BRAND

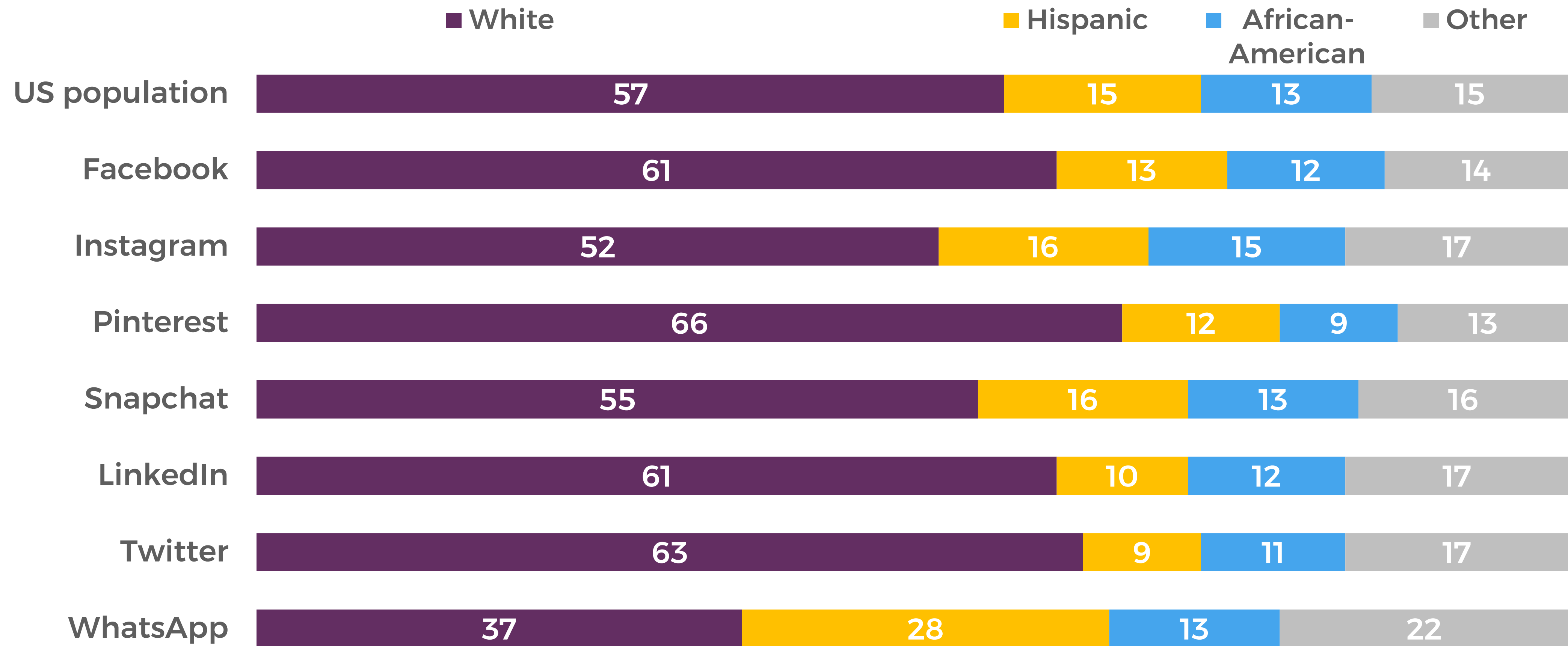


Composition of Social Media Brand Users (Age 55+)

BASE: PERSONS SAYING THEY USE THAT BRAND



Composition of Social Media Brand Users

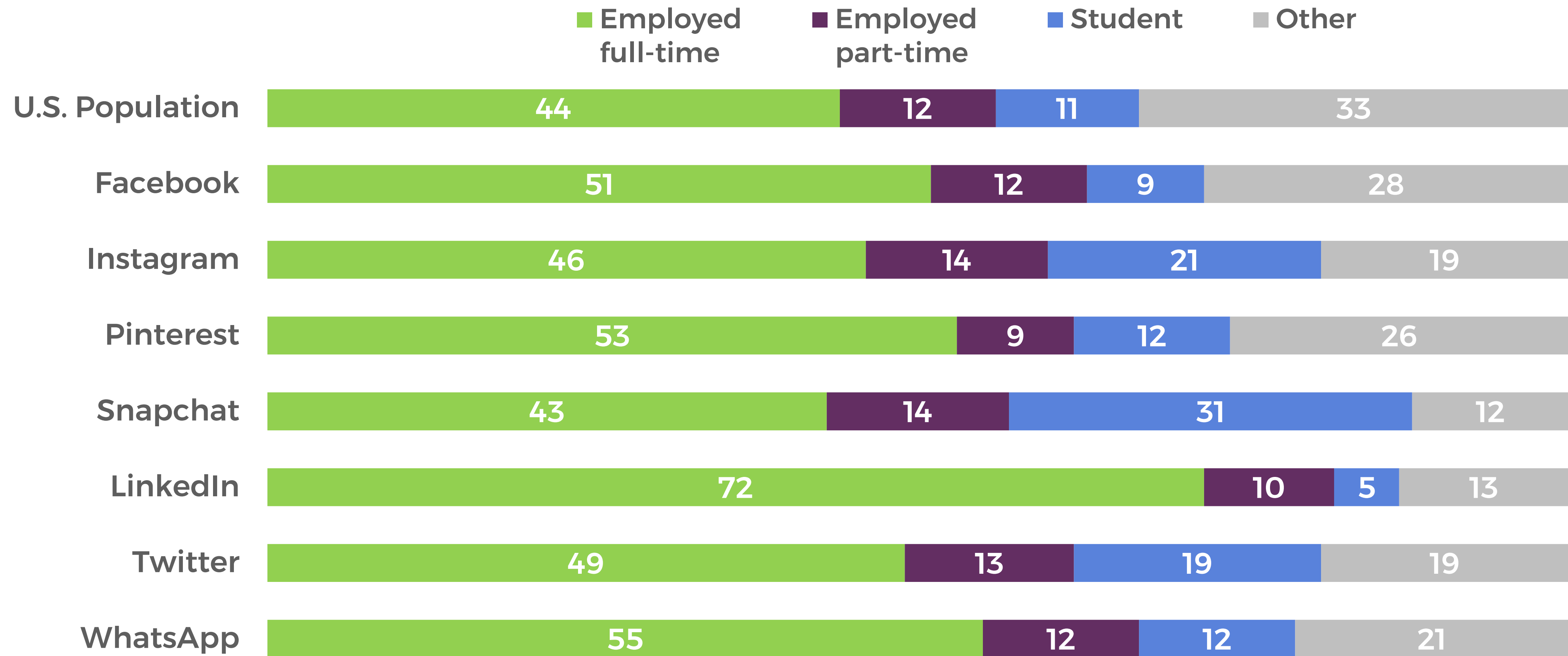


*Other includes refused



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Composition of Social Media Brand Users

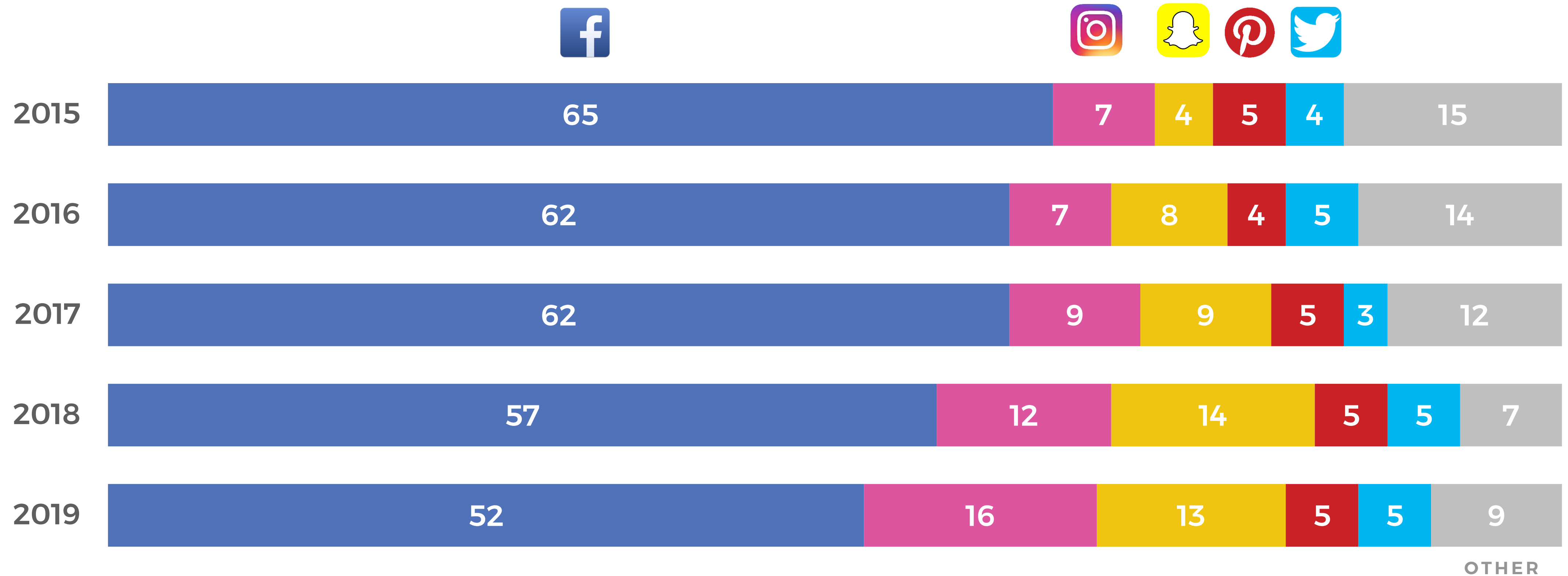


Other: retired, homemaker, disabled, temporarily unemployed, or refused

Social Media Brand Core Users

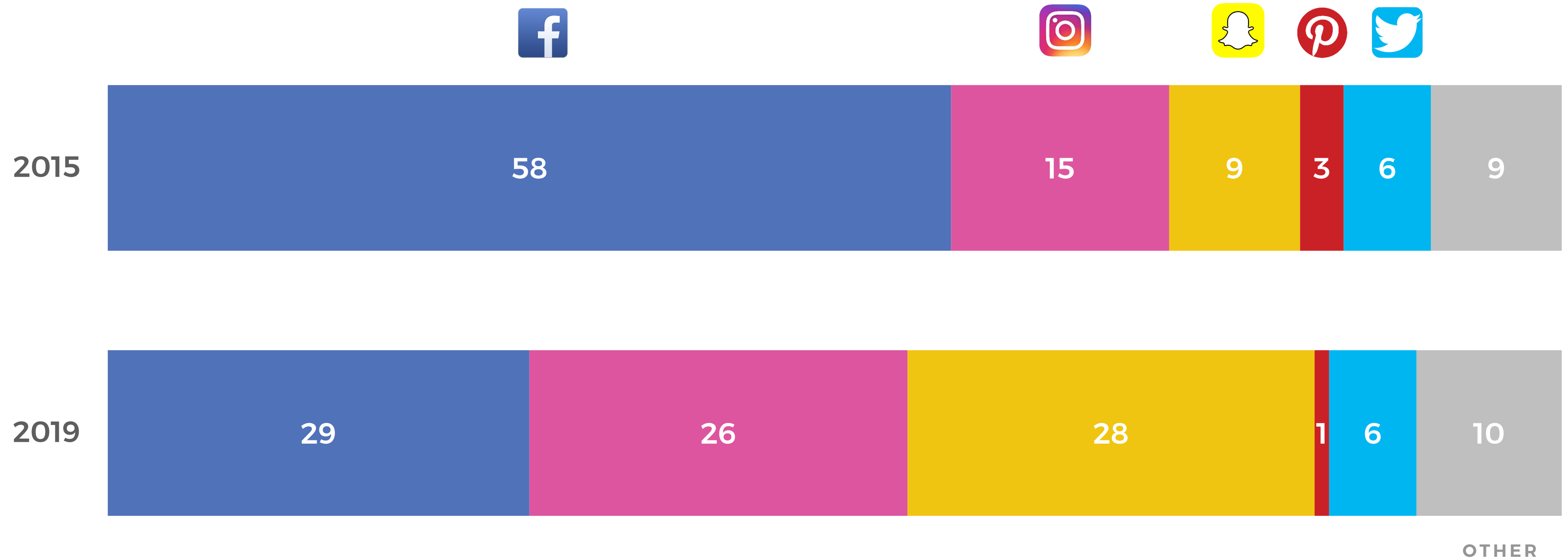
Social Media Brand Used Most Often (Core Users)

BASE: U.S. AGE 12+ SOCIAL MEDIA USERS



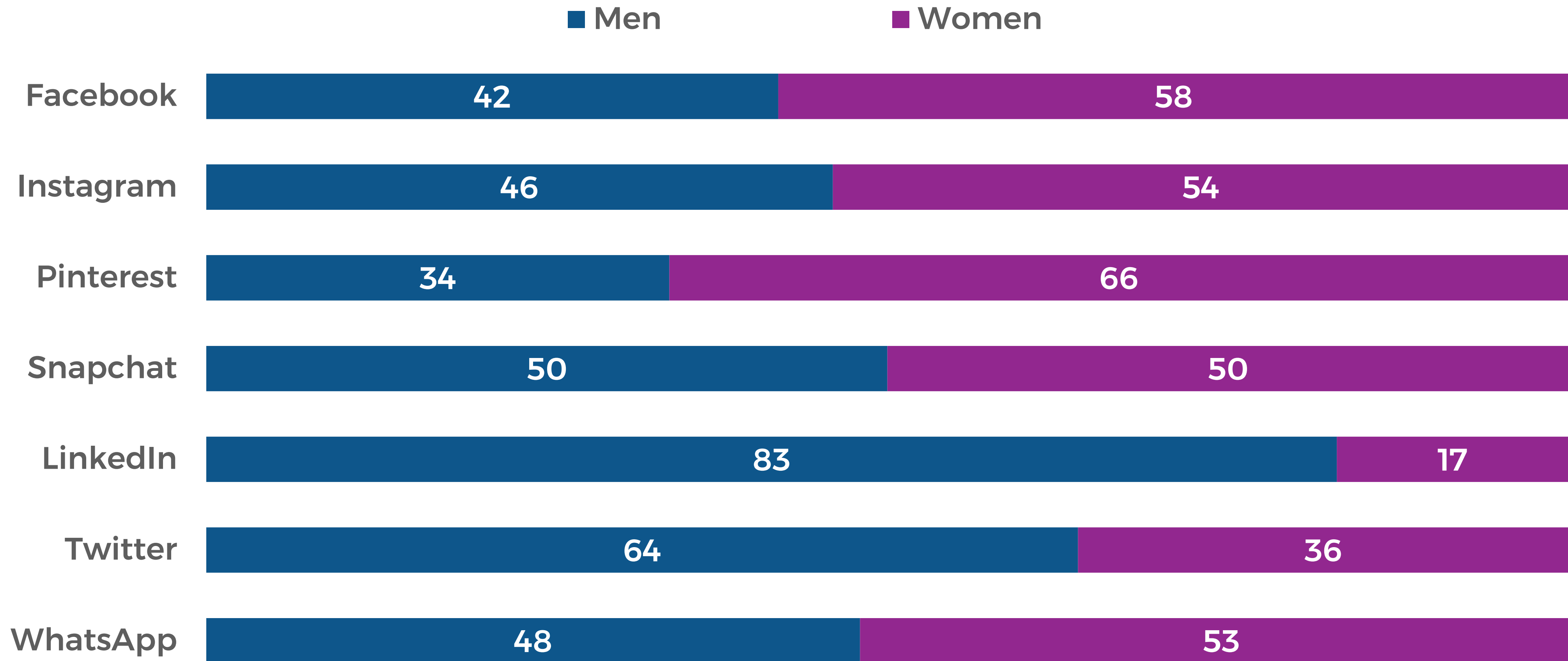
Social Media Brand Used Most Often (Age 12-34)

BASE: U.S. SOCIAL MEDIA USERS



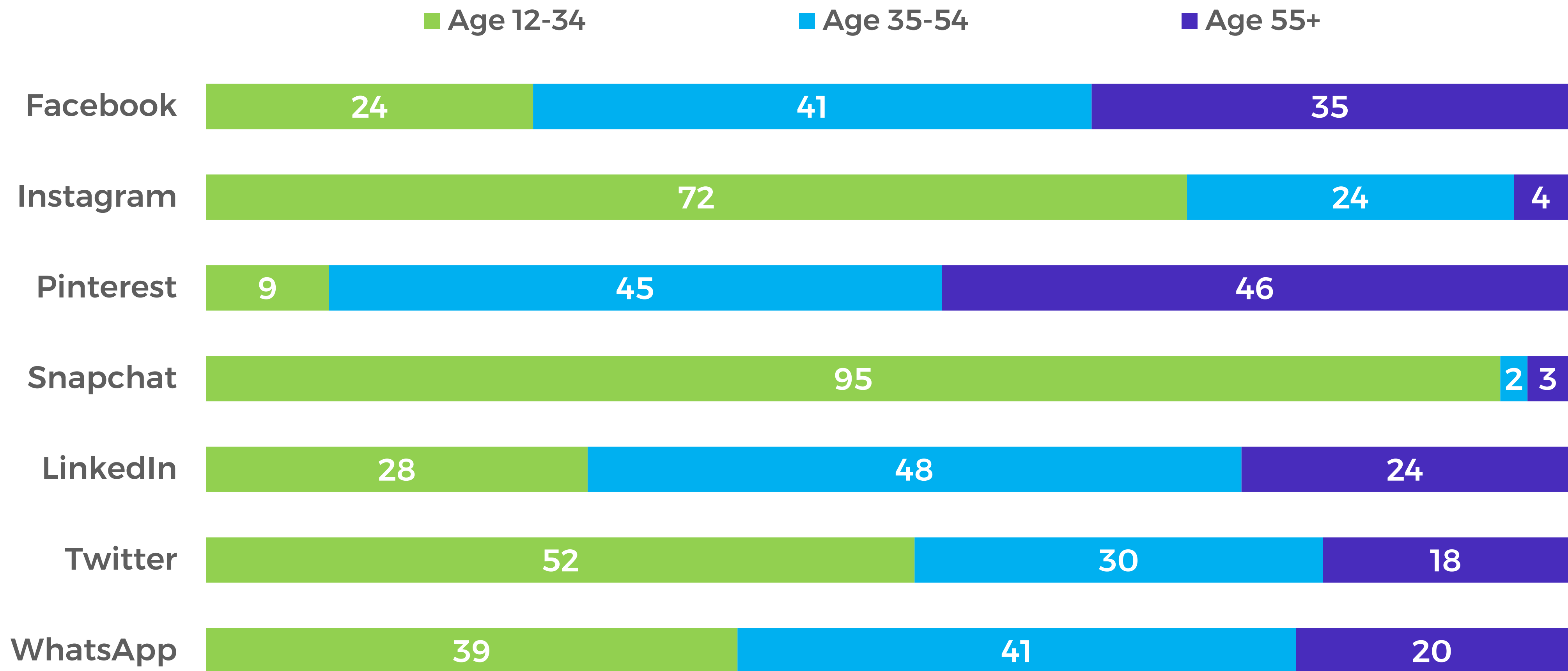
Composition of Social Media Brand Core Users

BASE: PERSONS SAYING THEY USE THAT BRAND MOST



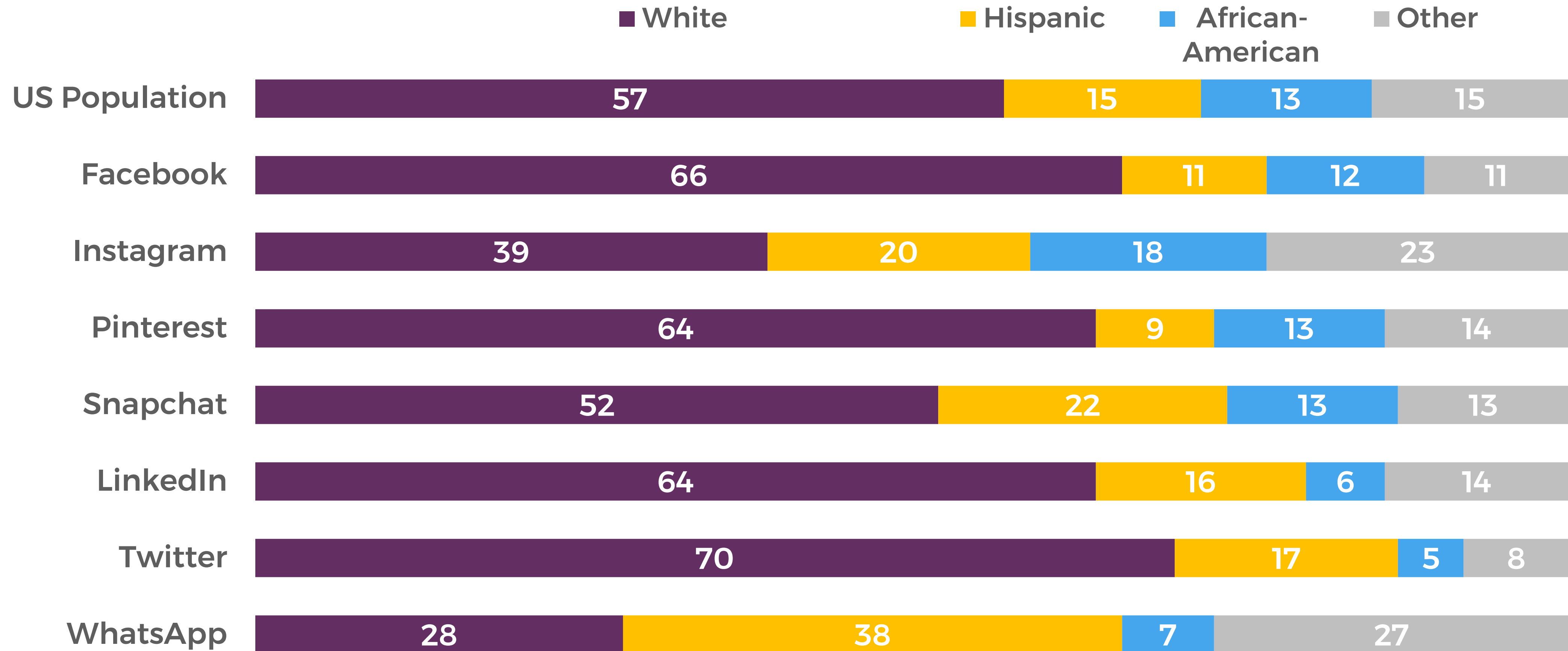
Composition of Social Media Brand Core Users

BASE: PERSONS SAYING THEY USE THAT BRAND MOST



Composition of Social Media Brand Core Users

BASE: PERSONS SAYING THEY USE THAT BRAND MOST



*Other includes refused

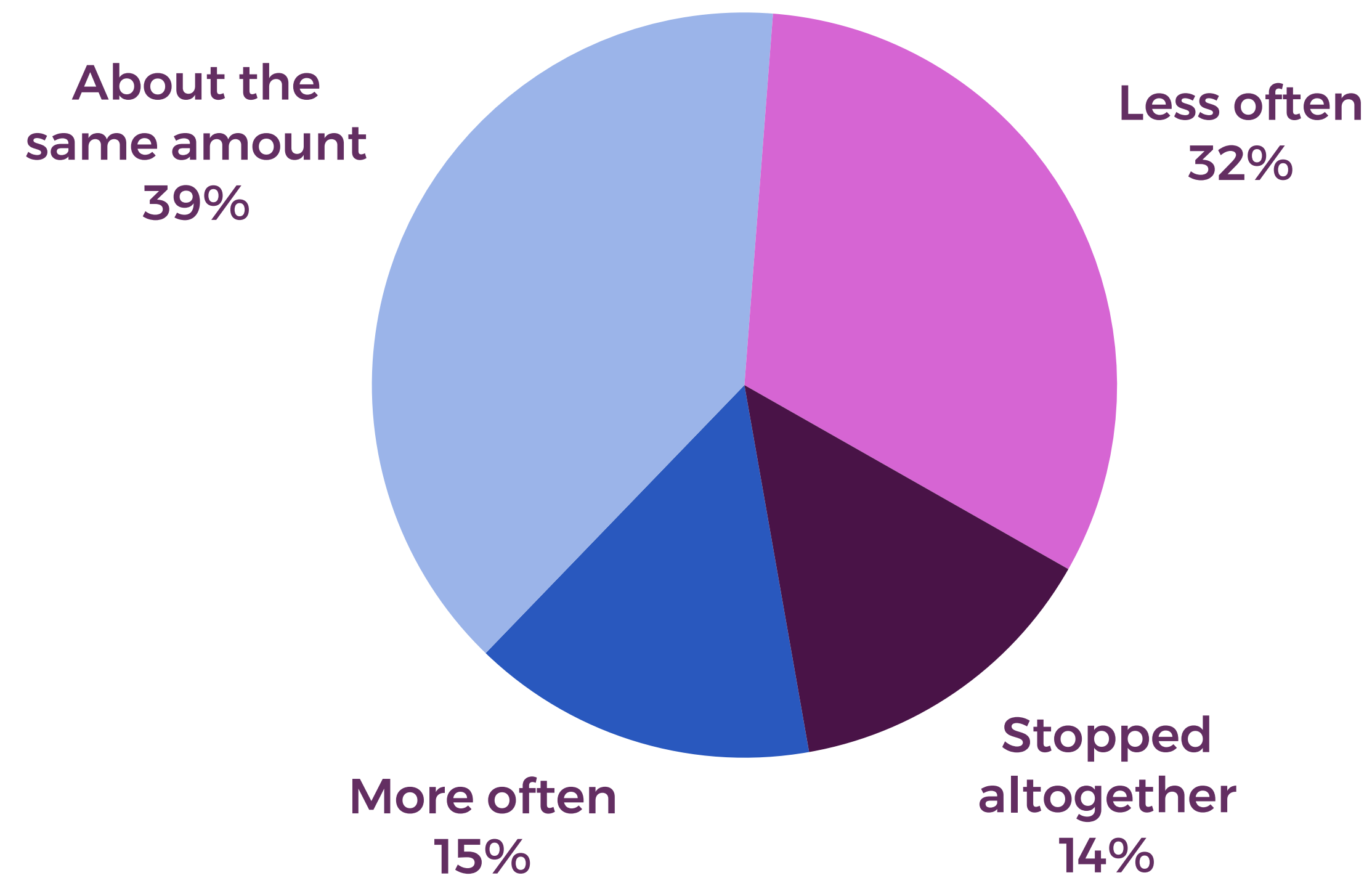


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Why not Facebook?

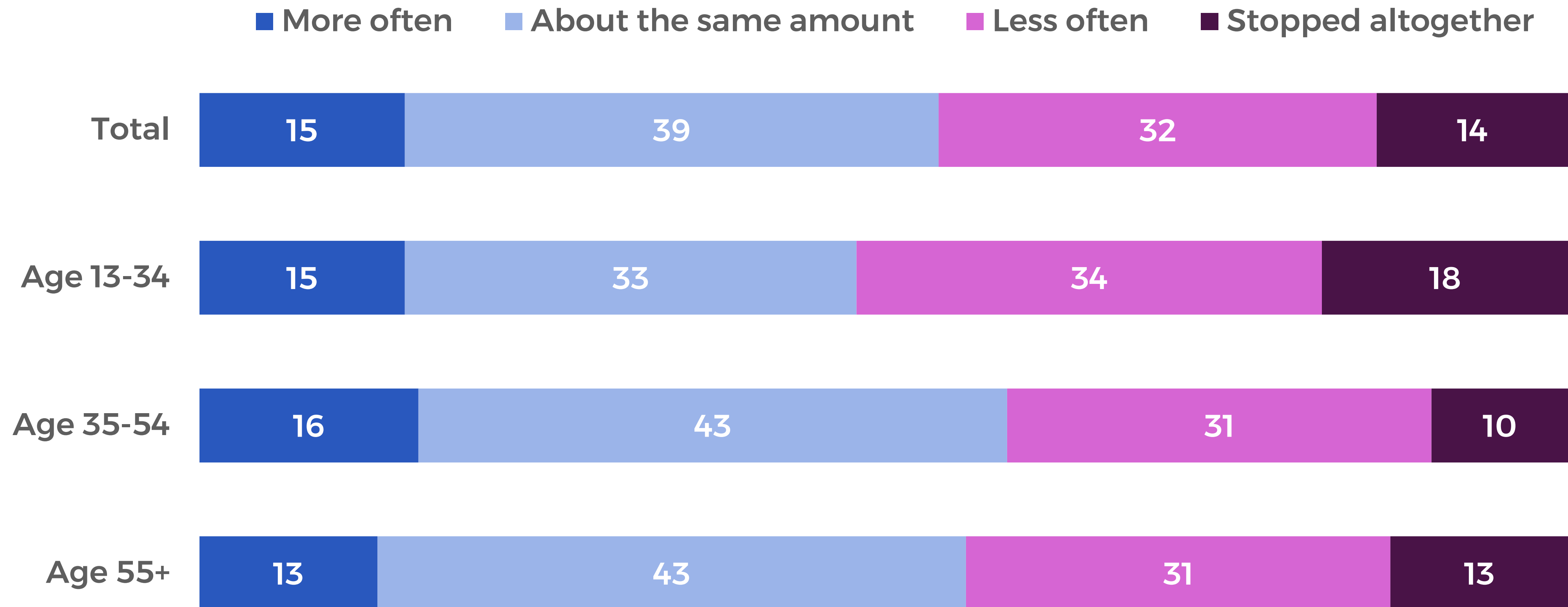
“Compared to when you first started using Facebook, are you currently using Facebook...”

BASE: U.S. ONLINE POPULATION 13+; EVER HAD A FACEBOOK ACCOUNT



“Compared to when you first started using Facebook, are you currently using Facebook...”

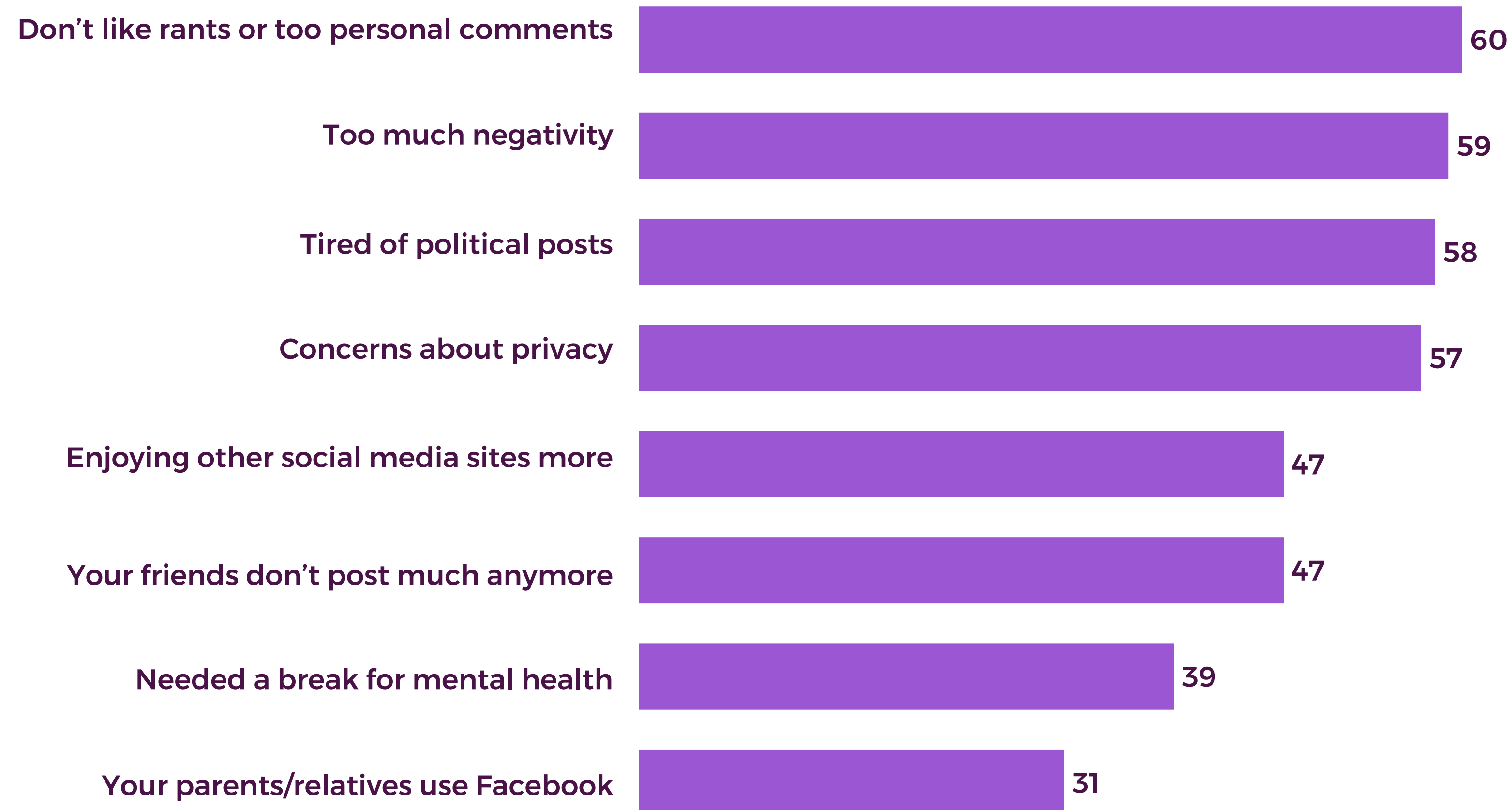
BASE: U.S. ONLINE POPULATION 13+; EVER HAD A FACEBOOK ACCOUNT



Reasons Why People Use Facebook Less

BASE: U.S. ONLINE POPULATION 13+ USING FACEBOOK LESS OFTEN OR STOPPED ALTOGETHER

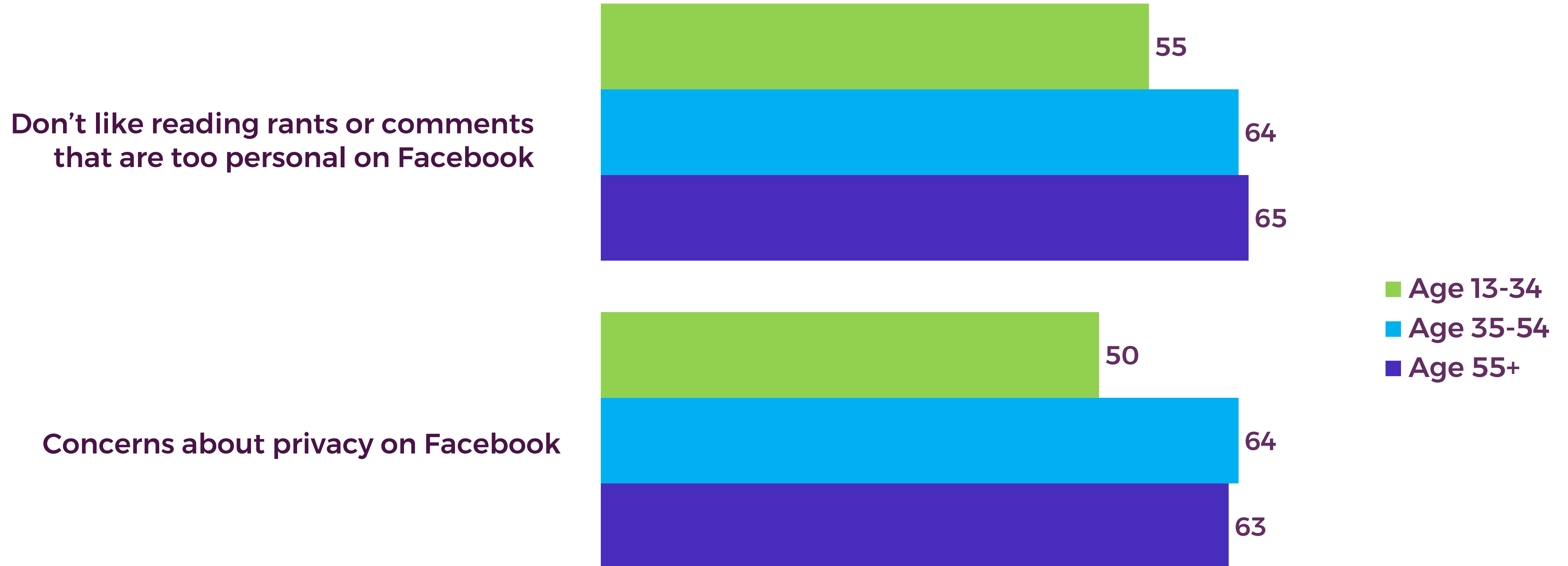
% SAYING REASON APPLIES



Reasons Why People Use Facebook Less

BASE: U.S. ONLINE POPULATION 13+ USING FACEBOOK LESS OFTEN OR STOPPED ALTOGETHER

% SAYING REASON APPLIES



“I feel like when it comes to big companies like these I have little to no privacy.”

UMBEREEN, AGE 22

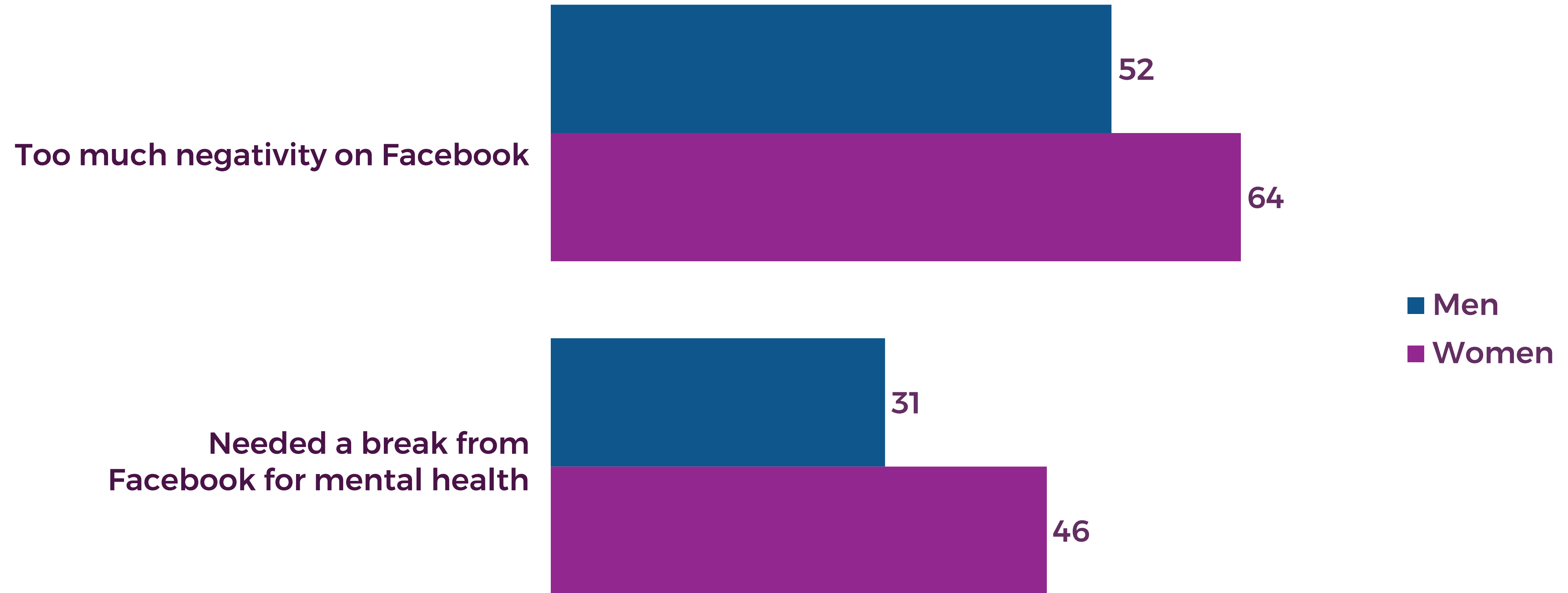


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Reasons Why People Use Facebook Less

BASE: U.S. ONLINE POPULATION 13+ USING FACEBOOK LESS OFTEN OR STOPPED ALTOGETHER

% SAYING REASON APPLIES



“Facebook specifically
was creating a toxic social
environment for kids my age.”

TIM, AGE 25

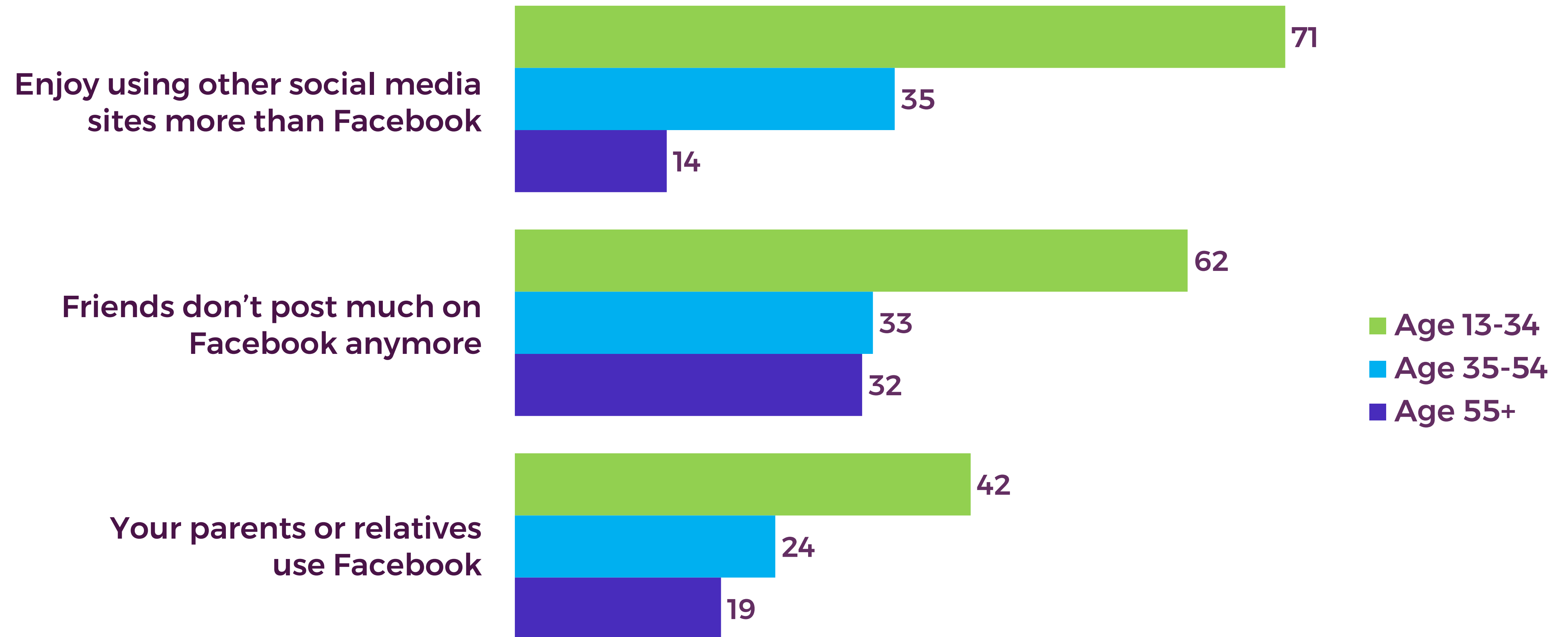


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Reasons Why People Use Facebook Less

BASE: U.S. ONLINE POPULATION 13+ USING FACEBOOK LESS OFTEN OR STOPPED ALTOGETHER

% SAYING REASON APPLIES



“This is my image and this is how I want to portray myself.”

NICK, AGE 20

Main Reason Why People Use Facebook Less

BASE: U.S. ONLINE POPULATION 13+ USING FACEBOOK LESS OFTEN OR STOPPED ALTOGETHER

Age 13-34:

Enjoy other social
media sites more

34%

Age 35-54:

Too much
negativity

19%

Age 55+:

Privacy
concerns

29%

Team Edison:

Evan Amereihn
Randy Brown
Megan Cunningham
Suzy Ennis
Dave Gordon
Laura Ivey
Matthew Kessler
Megan Lazovick
Steve Lemma
Michelle Raymondi
Larry Rosin
Laura Silvia
Tom Webster

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