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### More than a Quarter of Americans Post Original Content on Social Media

**Washington, DC, December 20, 2019** — In support of this week's [Cliff's Take](#), Ipsos fielded a poll on social media use and behaviors. The poll finds that more than a quarter (29%) Americans post original content on social media on a weekly basis, or more frequently.

**For full results, please refer to the following questionnaire.**



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### Full Annotated Questionnaire:

1. Do you use the following social media networks? (Select one for each)

At Least Weekly (Every day + Several times a week) Summary

	<b>Total (N=1,005)</b>	<b>Republican (N=417)</b>	<b>Democrat (N=383)</b>	<b>Independent (N=130)</b>
Facebook	62%	62%	60%	66%
YouTube	48%	42%	52%	50%
Instagram	28%	22%	35%	23%
Twitter	20%	17%	25%	20%
WhatsApp	11%	10%	12%	10%
LinkedIn	8%	10%	8%	4%

a. Facebook

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Every day	48%	47%	48%	45%
Several times a week	14%	15%	12%	20%
Several times a month	6%	6%	6%	4%
Only occasionally	11%	11%	11%	8%
Never	20%	20%	22%	22%
Don't know	1%	1%	1%	1%
<i>At least weekly (Net)</i>	<i>62%</i>	<i>62%</i>	<i>60%</i>	<i>66%</i>

b. Instagram

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Every day	19%	12%	26%	13%
Several times a week	9%	10%	8%	9%
Several times a month	4%	4%	5%	6%
Only occasionally	11%	13%	9%	15%
Never	56%	61%	52%	57%
Don't know	1%	1%	0%	0%
<i>At least weekly (Net)</i>	<i>28%</i>	<i>22%</i>	<i>35%</i>	<i>23%</i>

c. LinkedIn

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Every day	3%	4%	2%	1%
Several times a week	5%	6%	7%	3%
Several times a month	8%	6%	8%	17%
Only occasionally	19%	20%	20%	15%
Never	64%	63%	63%	64%
Don't know	1%	0%	0%	1%
<i>At least weekly (Net)</i>	<i>8%</i>	<i>10%</i>	<i>8%</i>	<i>4%</i>





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### d. Twitter

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Every day	12%	9%	19%	9%
Several times a week	8%	7%	7%	11%
Several times a month	6%	3%	8%	4%
Only occasionally	11%	10%	11%	14%
Never	63%	69%	56%	62%
Don't know	1%	1%	1%	0%
<i>At least weekly (Net)</i>	<i>20%</i>	<i>17%</i>	<i>25%</i>	<i>20%</i>

### e. WhatsApp

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Every day	6%	5%	7%	9%
Several times a week	5%	5%	5%	1%
Several times a month	3%	3%	4%	2%
Only occasionally	9%	9%	8%	13%
Never	76%	77%	76%	74%
Don't know	2%	2%	1%	1%
<i>At least weekly (Net)</i>	<i>11%</i>	<i>10%</i>	<i>12%</i>	<i>10%</i>

### f. YouTube

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
Every day	27%	25%	29%	35%
Several times a week	21%	17%	23%	15%
Several times a month	11%	10%	12%	13%
Only occasionally	19%	22%	19%	15%
Never	20%	24%	17%	22%
Don't know	1%	1%	1%	0%
<i>At least weekly (Net)</i>	<i>48%</i>	<i>42%</i>	<i>52%</i>	<i>50%</i>

2. [ONLY ASKED IF RESPONDENT USES NETWORK AT LEAST OCCASSIONALLY] Is your use of the following social media network(s) mostly for work and business or mostly for personal and recreational?

### More Work Summary

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
LinkedIn	44%	39%	49%	43%
Twitter	13%	15%	11%	14%
WhatsApp	12%	13%	9%	17%
Instagram	6%	7%	6%	7%
YouTube	5%	3%	6%	2%
Facebook	5%	3%	4%	3%



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### More Personal Summary

	Total	Republican	Democrat	Independent
Facebook	87%	87%	87%	89%
YouTube	84%	86%	84%	88%
Instagram	83%	83%	81%	82%
Twitter	75%	76%	73%	75%
WhatsApp	62%	77%	56%	42%
LinkedIn	32%	40%	29%	25%

#### a. Facebook

	Total (N=775)	Republican (N=318)	Democrat (N=302)	Independent (N=96)
Almost entirely work	2%	1%	2%	2%
More work than personal	3%	2%	2%	2%
About half and half	8%	9%	8%	6%
More personal than work	10%	10%	11%	12%
Almost entirely personal	76%	77%	76%	77%
Don't know	1%	1%	1%	1%
<i>More Work (Net)</i>	<i>5%</i>	<i>3%</i>	<i>4%</i>	<i>3%</i>
<i>More Personal (Net)</i>	<i>87%</i>	<i>87%</i>	<i>87%</i>	<i>89%</i>

#### b. Instagram

	Total (N=392)	Republican (N=146)	Democrat (N=166)	Independent (N=50)
Almost entirely work	3%	2%	2%	7%
More work than personal	4%	5%	4%	0%
About half and half	8%	8%	10%	6%
More personal than work	11%	10%	9%	11%
Almost entirely personal	72%	73%	72%	71%
Don't know	3%	2%	2%	5%
<i>More Work (Net)</i>	<i>6%</i>	<i>7%</i>	<i>6%</i>	<i>7%</i>
<i>More Personal (Net)</i>	<i>83%</i>	<i>83%</i>	<i>81%</i>	<i>82%</i>





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### c. LinkedIn

	<b>Total (N=351)</b>	<b>Republican (N=146)</b>	<b>Democrat (N=143)</b>	<b>Independent (N=44)</b>
Almost entirely work	26%	20%	35%	19%
More work than personal	18%	19%	14%	24%
About half and half	21%	18%	20%	30%
More personal than work	10%	13%	7%	6%
Almost entirely personal	22%	27%	21%	19%
Don't know	4%	2%	3%	2%
<i>More Work (Net)</i>	<b>44%</b>	<b>39%</b>	<b>49%</b>	<b>43%</b>
<i>More Personal (Net)</i>	<b>32%</b>	<b>40%</b>	<b>29%</b>	<b>25%</b>

### d. Twitter

	<b>Total (N=328)</b>	<b>Republican (N=112)</b>	<b>Democrat (N=159)</b>	<b>Independent (N=40)</b>
Almost entirely work	7%	8%	4%	9%
More work than personal	6%	7%	7%	5%
About half and half	9%	7%	14%	5%
More personal than work	9%	11%	8%	4%
Almost entirely personal	65%	65%	66%	72%
Don't know	3%	2%	2%	6%
<i>More Work (Net)</i>	<b>13%</b>	<b>15%</b>	<b>11%</b>	<b>14%</b>
<i>More Personal (Net)</i>	<b>75%</b>	<b>76%</b>	<b>73%</b>	<b>75%</b>

### e. WhatsApp

	<b>Total (N=187)</b>	<b>Republican (N=75)</b>	<b>Democrat (N=75)</b>	<b>Independent (N=26)</b>
Almost entirely work	3%	5%	3%	0%
More work than personal	9%	7%	6%	17%
About half and half	18%	8%	31%	11%
More personal than work	9%	10%	12%	0%
Almost entirely personal	53%	67%	44%	42%
Don't know	7%	2%	5%	30%
<i>More Work (Net)</i>	<b>12%</b>	<b>13%</b>	<b>9%</b>	<b>17%</b>
<i>More Personal (Net)</i>	<b>62%</b>	<b>77%</b>	<b>56%</b>	<b>42%</b>



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### f. YouTube

	<b>Total (N=769)</b>	<b>Republican (N=304)</b>	<b>Democrat (N=311)</b>	<b>Independent (N=95)</b>
Almost entirely work	2%	2%	2%	0%
More work than personal	3%	1%	3%	2%
About half and half	9%	10%	9%	9%
More personal than work	11%	11%	10%	7%
Almost entirely personal	74%	75%	74%	81%
Don't know	2%	2%	2%	1%
<i>More Work (Net)</i>	<i>5%</i>	<i>3%</i>	<i>6%</i>	<i>2%</i>
<i>More Personal (Net)</i>	<i>84%</i>	<i>86%</i>	<i>84%</i>	<i>88%</i>

3. How often do you post original content you have made, including tweets, posts, grams, or videos, to the following social media network(s)? (Select one for each)

### At Least Weekly (Every day + Several times a week) Summary

	<b>Total</b>	<b>Republican</b>	<b>Democrat</b>	<b>Independent</b>
WhatsApp	33%	35%	30%	33%
Twitter	28%	29%	29%	30%
Facebook	28%	28%	28%	27%
Instagram	26%	25%	24%	36%
YouTube	15%	11%	15%	21%
LinkedIn	9%	12%	11%	1%

### a. Facebook

	<b>Total (N=775)</b>	<b>Republican (n=318)</b>	<b>Democrat (N=302)</b>	<b>Independent (N=96)</b>
Every day	15%	15%	11%	17%
Several times a week	13%	12%	17%	10%
Several times a month	13%	16%	11%	13%
Only occasionally	38%	38%	36%	44%
Never	20%	18%	23%	16%
Don't know	1%	0%	2%	0%
<i>At least weekly (Net)</i>	<i>28%</i>	<i>28%</i>	<i>28%</i>	<i>27%</i>





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### b. Instagram

	<b>Total (N=392)</b>	<b>Republican (N=146)</b>	<b>Democrat (N=166)</b>	<b>Independent (N=50)</b>
Every day	11%	12%	10%	16%
Several times a week	15%	13%	15%	19%
Several times a month	17%	13%	19%	13%
Only occasionally	33%	34%	37%	23%
Never	22%	28%	17%	26%
Don't know	1%	0%	2%	2%
<i>At least weekly (Net)</i>	<b>26%</b>	<b>25%</b>	<b>24%</b>	<b>36%</b>

### c. LinkedIn

	<b>Total (N=351)</b>	<b>Republican (N=146)</b>	<b>Democrat (N=143)</b>	<b>Independent (N=44)</b>
Every day	3%	5%	2%	0%
Several times a week	7%	7%	9%	1%
Several times a month	11%	10%	7%	31%
Only occasionally	31%	26%	31%	31%
Never	48%	52%	49%	38%
Don't know	2%	0%	3%	0%
<i>At least weekly (Net)</i>	<b>9%</b>	<b>12%</b>	<b>11%</b>	<b>1%</b>

### d. Twitter

	<b>Total (N=328)</b>	<b>Republican (N=112)</b>	<b>Democrat (N=159)</b>	<b>Independent (N=40)</b>
Every day	11%	14%	13%	3%
Several times a week	17%	15%	16%	27%
Several times a month	13%	13%	12%	14%
Only occasionally	28%	35%	26%	15%
Never	30%	23%	33%	42%
Don't know	0%	0%	0%	0%
<i>At least weekly (Net)</i>	<b>28%</b>	<b>29%</b>	<b>29%</b>	<b>30%</b>

### e. WhatsApp

	<b>Total (N=187)</b>	<b>Republican (N=75)</b>	<b>Democrat (N=75)</b>	<b>Independent (N=26)</b>
Every day	18%	17%	19%	16%
Several times a week	15%	18%	11%	17%
Several times a month	9%	5%	14%	5%
Only occasionally	18%	16%	18%	23%
Never	36%	43%	30%	35%
Don't know	4%	1%	8%	3%
<i>At least weekly (Net)</i>	<b>33%</b>	<b>35%</b>	<b>30%</b>	<b>33%</b>





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### f. YouTube

	<b>Total (N=769)</b>	<b>Republican (N=304)</b>	<b>Democrat (N=311)</b>	<b>Independent (N=95)</b>
Every day	7%	5%	7%	13%
Several times a week	8%	6%	8%	8%
Several times a month	4%	4%	4%	7%
Only occasionally	15%	9%	15%	24%
Never	66%	75%	66%	49%
Don't know	0%	0%	0%	0%
<i>At least weekly (Net)</i>	<i>15%</i>	<i>11%</i>	<i>15%</i>	<i>21%</i>





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### About the Study

These are some of the findings of an Ipsos poll conducted between December 16-17, 2019. For this survey, a sample of roughly 1,005 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The sample includes 417 Republicans, 383 Democrats, and 130 Independents.

The sample for this study was randomly drawn from Ipsos' online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,005, DEFF=1.5, adjusted Confidence Interval=+/-5.0 percentage points).

The poll also has a credibility interval of plus or minus 5.5 percentage points for Republicans, plus or minus 5.7 percentage points for Democrats, and plus or minus 9.8 percentage points for Independents.

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### About Ipsos

Ipsos is the world's third largest market research company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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