

Despite Prevalence of Social Media, Many Adults Ages 20 – 35 Are Not Logging In

Snapchat, Pinterest Least Widely Used

Public Release Date: September 24, 2015



Ipsos Public Affairs

The Social Research and Corporate Reputation Specialists

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Despite Prevalence of Social Media, Many Adults Ages 20 – 35 Are Not Logging In

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New York, NY – According to a new study conducted by Ipsos Public Affairs on behalf of Battery Ventures, many younger adults (ages 20 to 35) are not active on social media. While Facebook is the most prevalent, still 11% say that they don't currently have an account, with another 16% saying that they have an account but use it less than once a week. Other social media sites and applications are even less widely used, particularly Snapchat, where a majority (54%) say that they don't have an account and another 22% saying they have an account but use it unfrequently. Similarly, four in ten each say that they do not currently have an account with Pinterest (41%), Twitter (39%), or Instagram (39%), while others have an account but use it on a less than weekly basis (32% Pinterest, 31% Twitter, 23% Instagram).

- Women (59%), parents (58%), and those in their 30s (73%) are among the least likely to have a Snapchat account.
- Likewise, greater proportions of women (43% vs. 35% of men), along with non-parents (43% vs. 32% of those with a child at home) say that they are not on Twitter.
- Conversely, men are more likely to say that they aren't on Facebook (13%), along with those living in the Northeast (18%), and those without kids at home (13%).
- Men are also more likely to say they do not have an account with Pinterest (56% of vs. 26% of women), along with non-parents (47% vs. 31% of parents).



Among those who used to have an account, or have never had an account on these social networks, the most common reason for not participating is a lack of interest – more so among those who do not use Snapchat (75%), Pinterest (72%), Twitter (72%), and Instagram (69%), compared to those who do not have a Facebook account (59%).

Concerns about privacy/trust/security are more prevalent among those who are not on Facebook (29%), compared to those who do not have accounts with Snapchat (10%), Instagram (9%), Twitter (7%), and Pinterest (4%).

Other reasons for not utilizing these social networks include a lack of time, selected by roughly a quarter of respondents, and at least one in ten say that they do not have an account because they find the network confusing or annoying to follow.

- Those who do not have Twitter (17%) are more likely than non-users of other sites to say that they do not have an account because they find it confusing and annoying to follow, particularly compared to those who do not have Snapchat, Pinterest, or Instagram (10%, each).

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Methodology

These are findings from an Ipsos poll conducted for Battery Ventures August 5-13, 2015. For the survey, a sample of 1,253 US adults ages 20-35 was interviewed online. The precision of the Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.2 percentage points for all adults. The data were weighted to the U.S. current population data by gender, age, education, and ethnicity. Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error.

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