

# Social Media Use 2018: Demographics and Statistics | Pew Research Center

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A new Pew Research Center survey of U.S. adults finds that the social media landscape in early 2018 is defined by a mix of long-standing trends and newly emerging narratives.

Facebook and YouTube dominate this landscape, as notable majorities of U.S. adults use each of these sites. At the same time, younger Americans (especially those ages 18 to 24) stand out for embracing a variety of platforms and using them frequently. Some 78% of 18- to 24-year-olds use Snapchat, and a sizeable majority of these users (71%) visit the platform multiple times per day. Similarly, 71% of Americans in this age group now use Instagram and close to half (45%) are Twitter users.

Source: [Social Media Use 2018: Demographics and Statistics](#)