



# Social Media Use Among Iowans Online

A majority of Iowans haven't let the negative publicity of tech giants impact their use of social media. Facebook continues to dominate the social space in Iowa as residents' favorite platform and where they spend the most time.

BY BLUE COMPASS

FOR MEDIA OR OTHER INQUIRIES

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## About Blue Compass

We are a Des Moines, Iowa based digital marketing company helping businesses succeed online through web design, development and marketing. We have clients in nearly every industry, ranging from Fortune 500 companies to small family businesses. Every client is unique, and we dig deep to find the right approach for each of them. We use the power of digital to help organizations become leaders in their industry.

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# Social Media Use Among Iowans Online

*Regardless of age group, more people reported using Facebook than any other platform in Iowa, despite widespread concern that it's no longer an effective way to reach Millennials and their younger counterparts.*

In a new online study among Iowa adults, Blue Compass found that over 80 percent of respondents said they use Facebook. This was a significantly larger percentage of the population than those who used any of the other social media networking sites.

More 18 to 24-year-olds reported using Facebook than any other platform (74%), but Facebook's highest reported use was among 25 to 34-year-olds (88%).

## Snapchat Use Highest Among 18 to 24-Year-Olds

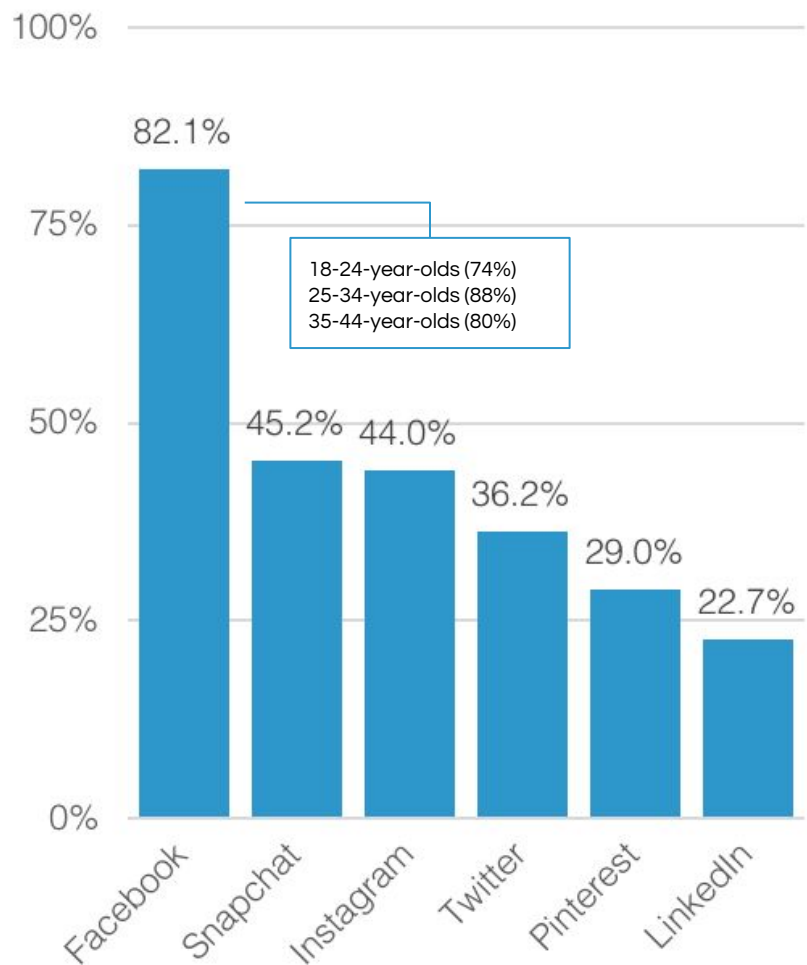
Approximately 63 percent of 18 to 24-year-olds reported using Snapchat, making it the second most used platform among the generation. Snapchat use had an inverse relationship with age, where use decreased as the age of respondents increased: 63% among 18 to 24; 46% among 25 to 34; 33% among 35 to 44. The third most used platform among 18 to 24-year-olds was Instagram (58%).

## Twitter Use Highest Among 18 to 24-Year-Olds

Approximately 46 percent of 18 to 24-year-olds reported using Twitter. That percent decreased significantly among the 25 to 34 age group (to 30%) then increased again among the 35 to 44-year-olds (38%).

## A Majority of Iowans Use Facebook

*Percent of respondents who say they use the following social media sites online or on their cell phone. The option "none," not shown here, was selected by 4% participants.*



# Social Media Favoritism Among Iowans Online

*More than half of Iowans favor Facebook over other social media sites*

In addition to being the most-used social media site, Facebook was also selected as the favorite social platform by 55 percent of online adults. And while this differed slightly among age groups, it was still the most-favored platform among each age group.

Statistically speaking, Instagram (12%) and Snapchat (11%) were “tied” for the second most favored social media platform, overall. Pinterest and LinkedIn were favorites of fewer than 5 percent of the population.

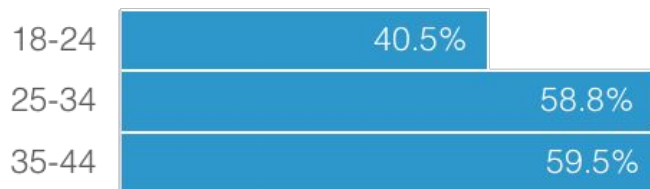
Opinions about Snapchat were perhaps the most polarizing among age groups. Approximately 19 percent of 18 to 24-year-olds chose Snapchat as their favorite platform, compared to only 7 percent of 35 to 44-year-olds.

## Which age group was most likely to say their favorite platform was...

- ...Facebook: 35 to 44-year-olds
- ...Instagram: 18 to 24-year-olds
- ...Snapchat: 18 to 24-year-olds
- ...Twitter: 35 to 44-year-olds
- ...Pinterest: 25 to 34-year-olds
- ...LinkedIn: 35 to 44-year-olds

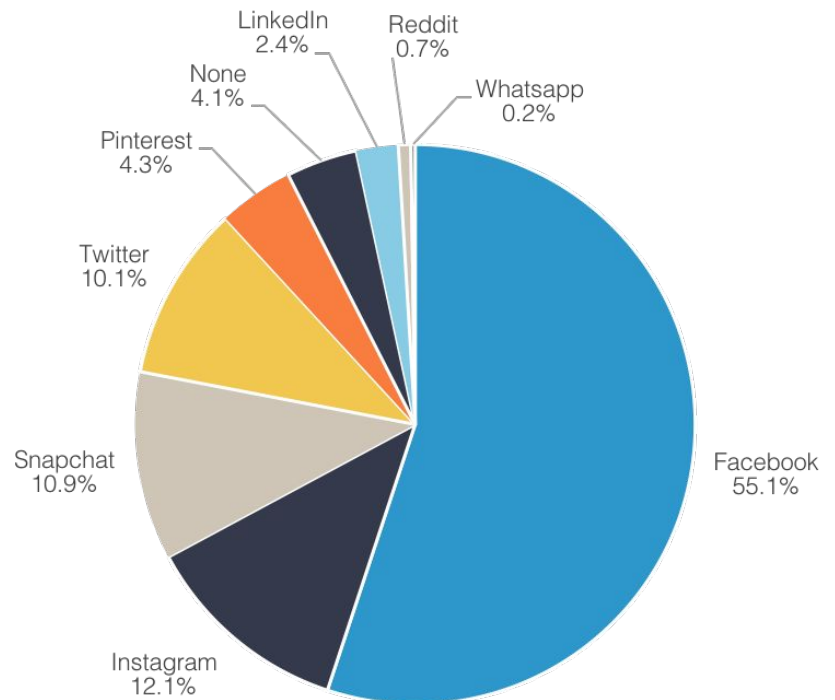
### Facebook Favorite Among All Age Groups

*Percent of respondents by age who chose Facebook as their favorite social media site*



### Instagram and Snapchat Nowhere Near as Favored as Facebook

*Percent of respondents who chose each social platform as their favorite social media site.*



## INSIGHT:

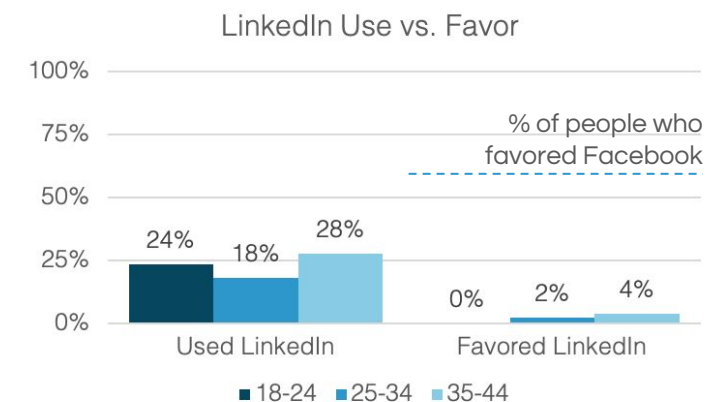
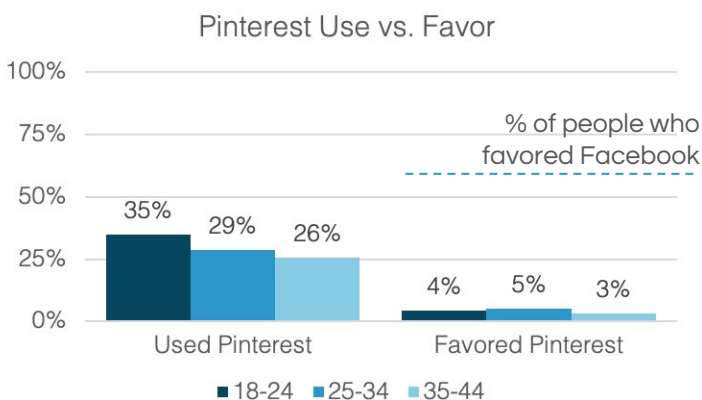
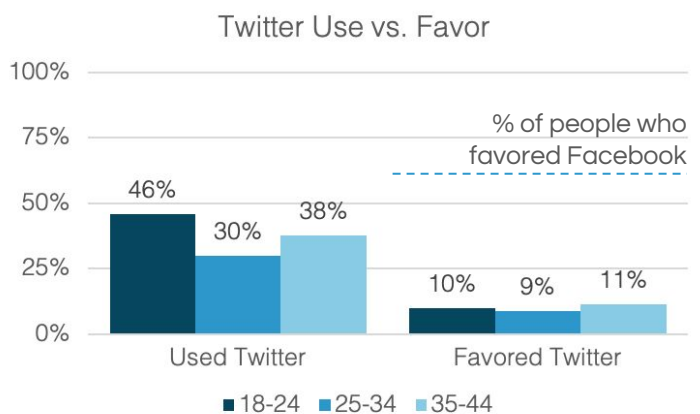
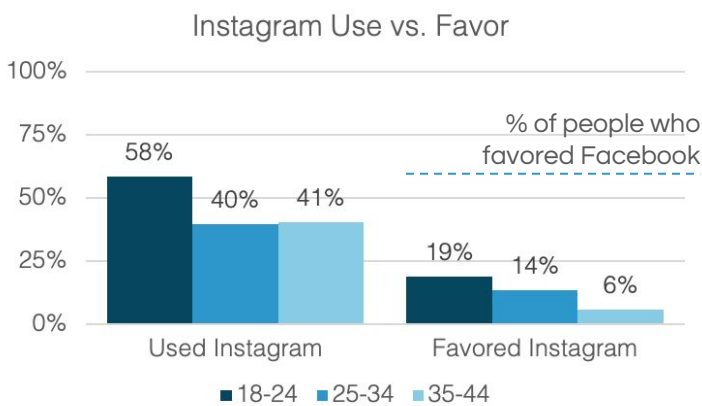
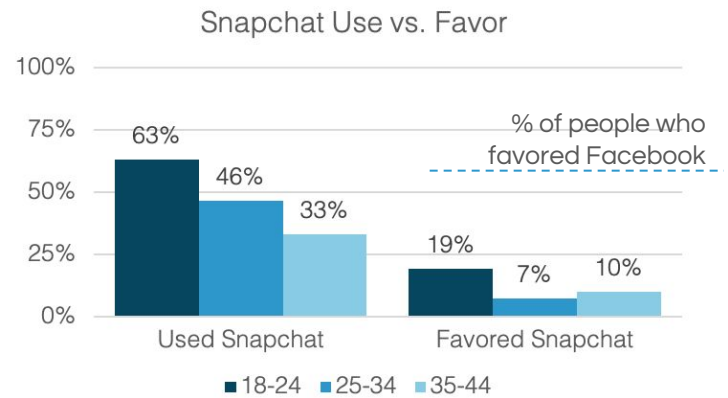
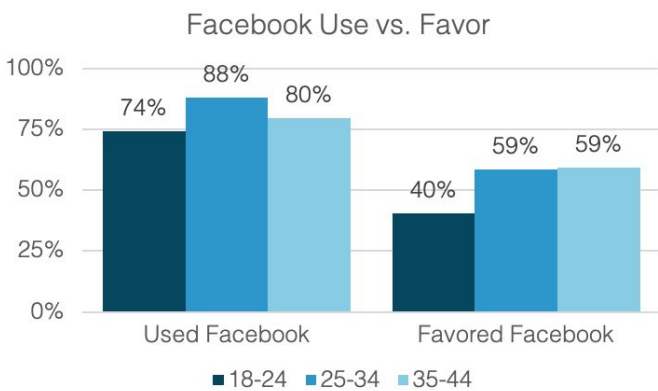
Reported social media use was almost always highest among 18 to 24-year-olds.

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- A higher percentage of 18 to 24-year-olds reported using Twitter, Pinterest, Snapchat and Instagram than any other other age groups.
- The only social media channels that 18 to 24-year-olds didn't dominate were LinkedIn and Facebook.
- Contrary to popular belief, you're just as likely (if not more so) to reach 18 to 24-year-olds with social media advertising because of their strong presence on all of the social sites.
- **Advertising Takeaway:** While you may need unique messaging to speak to younger demographics, you don't need a special social advertising mix to reach 18 to 24-year-olds, nor do you need to open accounts on the latest social platforms to find them.

# Comparing Social Media Use to Favoritism

*There isn't a single social platform where you'll reach more people from every age group than Facebook. Assuming that people are more engaged on the platforms they reported as their favorite, marketers will be hard pressed to find a social site with more highly engaged people than Facebook.*



# Social Platforms Where Iowans Spend the Most Time

*As age demographics increase, the probability of reaching them on something other than Facebook declines.*

Overall, people reported spending the most time on Facebook. As shown by the list below, the likelihood of someone spending most of their time on any other social site declined sharply from there, with the next highest percentage being Twitter at 10%.

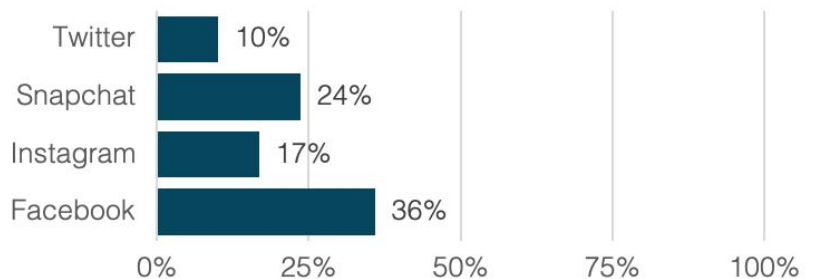
## Which social media site do you like to spend the most time with?

- Facebook 59%
- Twitter 10%
- Snapchat 9%
- Instagram 8%
- Pinterest 4%
- LinkedIn 3%

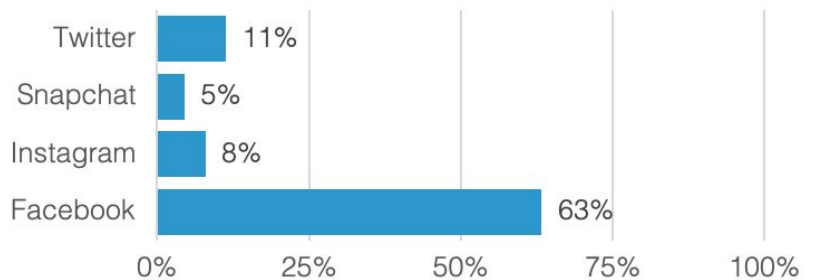
Responses from 18 to 24-year-olds about where they spent the most time varied more than any other age group (graph, top right). They were also more likely than any other age group to spend the most time on Snapchat or Instagram.

*Graphs show the percentage of respondents by age who reported spending the most time on the social site listed. For the purposes of these graphs, only the top four responses are shown.*

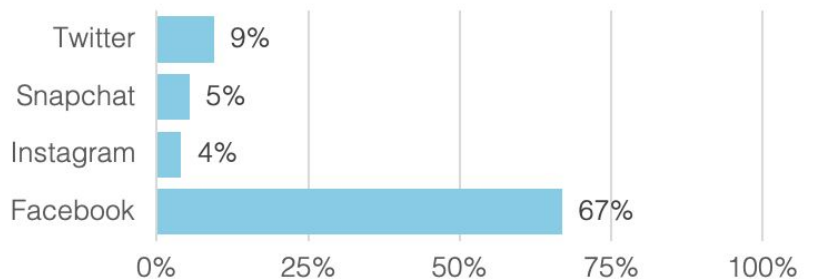
Platforms Where 18 to 24-Year-Olds Spent the Most Time



Platforms Where 25 to 34-Year-Olds Spent the Most Time



Platforms Where 35 to 44-Year-Olds Spent the Most Time



## INSIGHT:

This discrepancy between a person's favorite platform and where they spend the most time could indicate a lack quality content from marketers on these platforms.

- More than 60 percent of respondents 25 and older are spending most of their time on Facebook.
- While it's not unlikely for a third or more of an age group to be on a social platform other than Facebook, it is unlikely for them to be spending the most time there; i.e. 40% of 25 to 34-year-olds use Instagram and 14% reported it was their favorite, yet only 8% spend the most time on it.
- **Advertising Takeaway:** It could be that social platforms other than Facebook haven't demanded the majority of people's time because marketers haven't seized the opportunity to create meaningful content for those social sites. Perhaps it means that there is space in the users' feeds for marketers to fill and a greater opportunity for marketers to stand out.



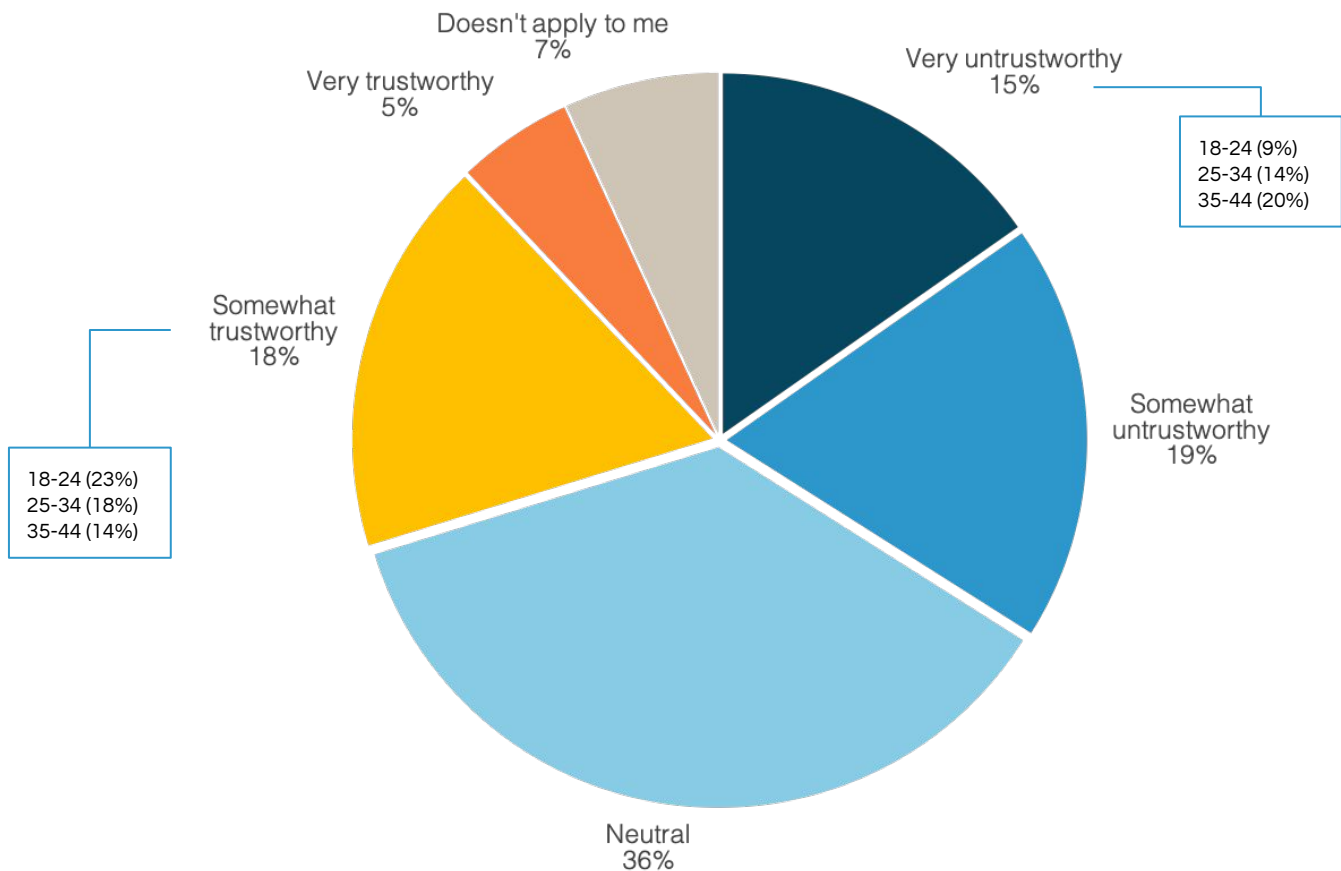
# Iowans' Trust of News From Social Media Sites

*The majority of Iowans reported feeling "neutral" about whether or not they could trust the news they read on social media.*

When asked, "How trustworthy is the news you read on social media?" more than a third of respondents indicated they found it neither trustworthy nor untrustworthy, but felt rather 'neutral' about the question. As respondents' age increased, so did their likelihood to view social media as untrustworthy; 9 percent of 18-24-year-olds said social media was "very untrustworthy" compared to 14% of 25-34-year-olds and 20% of 35-44-year-olds.

## A Majority of Iowans Don't Exhibit Strong Feelings About Social Media As a Trustworthy Source

*Percent of respondents in each group who say they feel news they read on social media is:*



# Methodology

The analysis in this report was based on data collected from an online survey conducted September 21-25, 2018 among a sample of online adults, 18 years of age or older, living in Iowa. Among these 772 individuals, 415 users answered every question in the survey. All non-ordinal response choices were randomized for questions structured in a way for people to select all that apply. The graphs and findings presented in this document are based only on the 415 *complete* responses collected through Google Surveys.

The total population size that our research represents is 1,052,998 based on data for Iowa from the [2010 US Census Bureau](#). Overall Margin of Error for the findings is 5% as shown below:



The table below shows the percent that each age group represents in Iowa as well as what percentage of our sample was comprised of these age groups. It is important to note that since this study was conducted among 18 to 44-year-olds, much of the population (those older than 44) is not represented in our findings.

Age	Statewide	Sample
18-24	13%	21%
25-34	17%	43%
35-44	16%	36%
45-54	19%	0%
55-64	16%	0%
64+	20%	0%

# Survey Questionnaire

1. Please tell me if you ever use any of the following social media sites online or on your cell phone. Do you ever use: [randomized and select all that apply]
  - a. Facebook
  - b. Snapchat
  - c. Instagram
  - d. Twitter
  - e. Pinterest
  - f. LinkedIn
  - g. None of the above
2. What's your favorite social media site? [randomized and select one]
  - a. Facebook
  - b. Snapchat
  - c. Instagram
  - d. Twitter
  - e. Pinterest
  - f. LinkedIn
  - g. None of the above
  - h. Other (please specify)
3. Which social media site do you like to spend the most time with? [randomized and select one]
  - a. Facebook
  - b. Snapchat
  - c. Instagram
  - d. Twitter
  - e. Pinterest
  - f. LinkedIn
  - g. None of the above
  - h. Other (please specify)
4. How trustworthy is the news you read on social media
  - a. Very trustworthy
  - b. Somewhat trustworthy
  - c. Neutral
  - d. Somewhat untrustworthy
  - e. Very untrustworthy
  - f. Doesn't apply to me
5. What do you think of Facebook and Twitter's efforts to stop false information from being shared, make political advertisements more transparent and keep user data private?

<b>Sampling</b>	
<b>Audience:</b> Users on websites in the Google Surveys Publisher Network	<b>Method:</b> Representative
<b>Age:</b> 18-24, 25-34, and 35-44	<b>Gender:</b> All Genders
<b>Location:</b> United States: Iowa	<b>Language:</b> English
<b>Frequency</b>	
<b>Once</b>	