



Social Media Use Among Iowans Online

BY BLUE COMPASS

Despite the political and social outcry about social media, no fewer Iowans are on social media than they were three years ago. While some Iowans appear to have shifted away from using Facebook (~10% less), usage of other platforms has increased, especially with the arrival of TikTok.

FOR MEDIA OR OTHER INQUIRIES

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About Blue Compass

Blue Compass exists to provide businesses with a clear digital direction by serving as an extension of their team. We use web design, development and digital marketing to help organizations reach their audience and their goals. From Fortune 500 companies to small family businesses, our clients encompass nearly every industry.

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Facebook still maintains its stronghold among Gen X and Millennials, but among the new generation of 18-24 year-olds (Gen Z), we saw Facebook use decline significantly. Approximately 21 percent fewer Gen Zer's use Facebook compared to the overall sample.

In the 2021, Blue Compass conducted its second social media study among Iowa adults aged 18-44. We surveyed over 300 Iowans using the global leader in online survey sampling, Dynata; trusted by brands like Amazon, Wall Street Journal and Verizon.

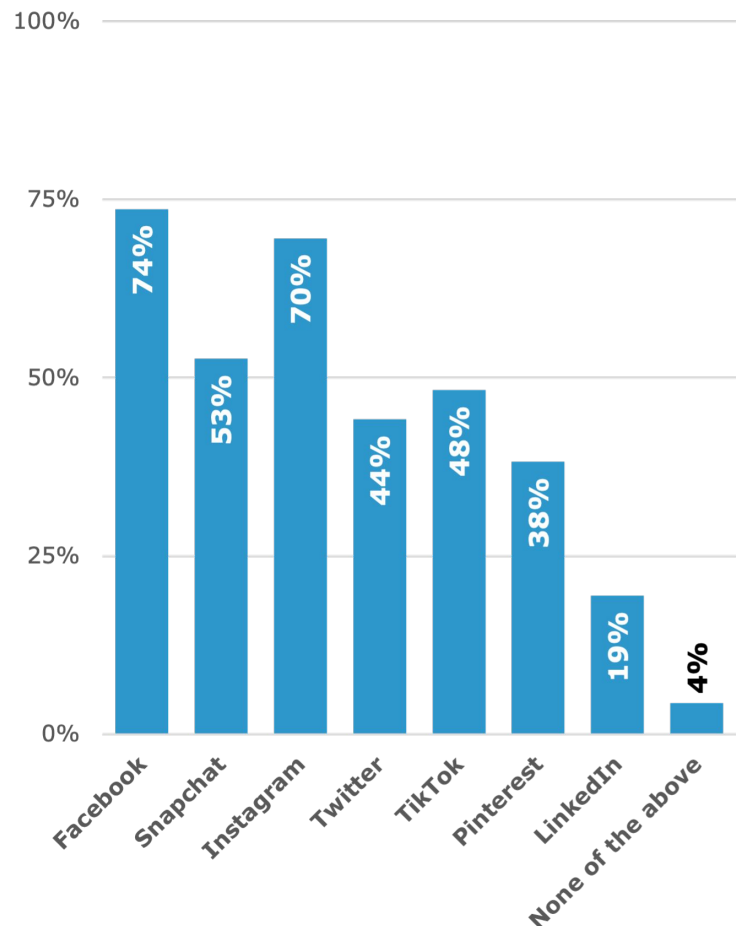
Facebook was the most frequently used social media channel among Iowans (74%) when they were asked “Which of the following social media platforms do you use?”

For the first time since we started doing this research, Instagram was very close behind Facebook with 70 percent of Iowans reporting using it.

The only other social media platform with more than half of Iowans reporting use was Snapchat, at 53 percent.

LinkedIn, while being the least used, was one of only two platforms where males were more likely to report using it than females (64% vs. 35%, respectively), the other platform being Twitter.

Which of the following social media platforms do you use?



A Majority of Iowans Remain on Social

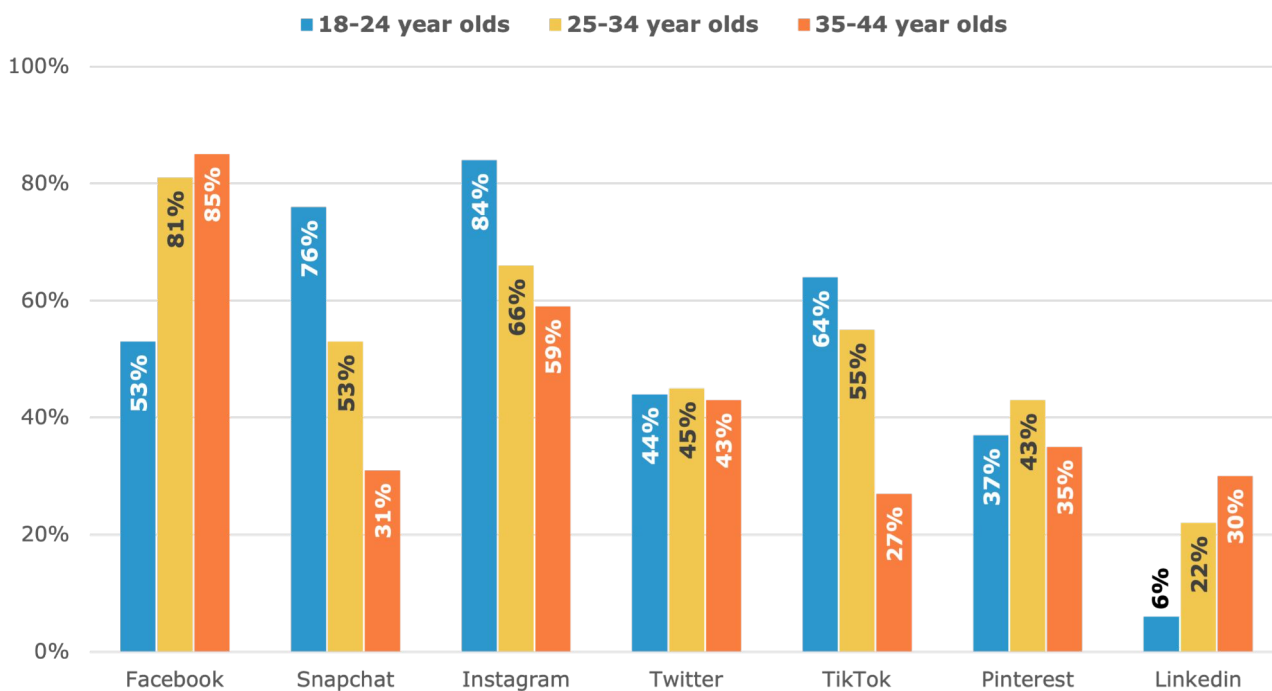
In 2021, we saw 4 percent of Iowans reporting that they use no social media. This result seems to contradict popular opinions that social media is losing its influence and being dropped by many, as it is the same percentage of people who reported not using social media back in 2018.

Social Media Usage Among Age Groups

If you want to market to Gen Z, look no further than Instagram.

Instagram was the number one platform among 18-24 year-olds with 84 percent reporting use. Snapchat trails Instagram in usage with 76 percent of Gen Z reporting using the platform. More 18-24 year-olds used TikTok than any other age group.

Percent of Age Groups Using Each Social Media Platform



How to read this graph: 53 percent of 18-24 year olds use Facebook.

Millennials Remain Loyal to Facebook

More than 80 percent of those aged 25-34 and 35-44 reported using Facebook, making it the most used platform in both age groups (81% and 85%, respectively).

For the 35-44 age group: the second most used platform was Instagram at 59 percent, Twitter at 43 percent and Pinterest at 35 percent. More 35-44 year-olds use LinkedIn than any other age group.

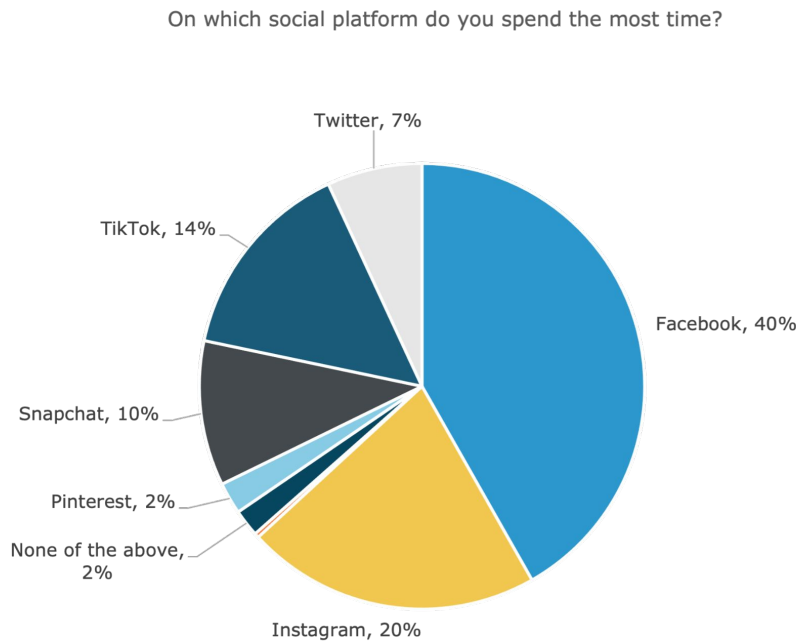
For the 24-34 age group: the second most used platform was Instagram at 66 percent, followed by TikTok at 55 percent, and Snapchat at 53 percent. More 25-34 year-olds use Pinterest than any other age group.

Twitter was one of the only platforms that had similar usage among all age groups. It was also one of the only two platforms that Males (58%) were more likely to report using than Females (40%).

Time Spent on Social Media Platforms

Facebook dominates lowan's time.

People reported spending the most time on Facebook (40%). The second most common platform for people to say they spent the most time on, was Instagram at 20 percent with TikTok following closely at 14 percent.

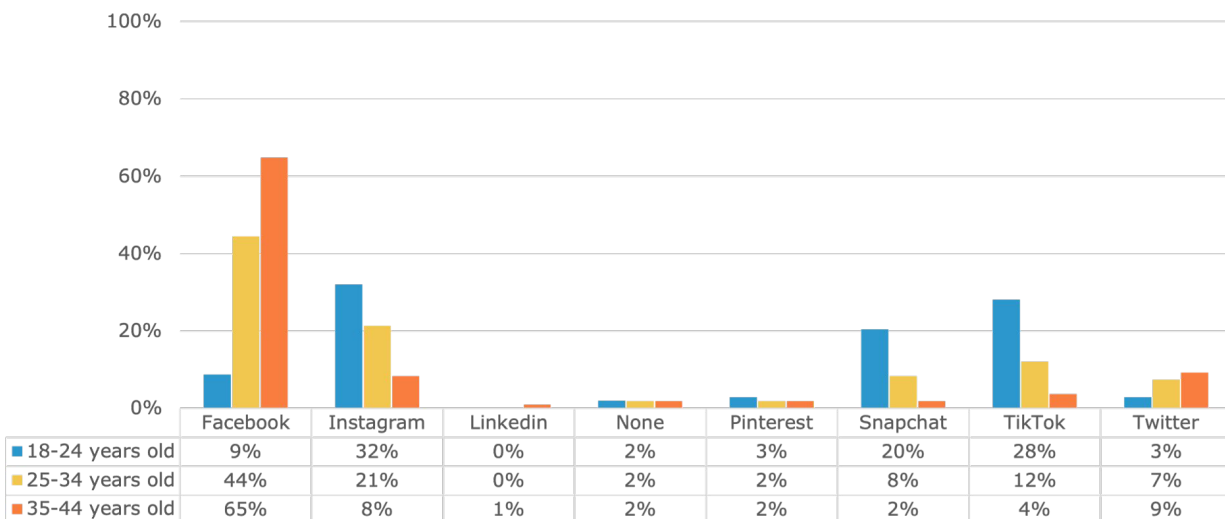


lowans aged 18-24 had significantly different behaviors than members of other age groups when it came to where they spent the most time, staying on Instagram the longest, followed by TikTok and Snapchat.

Linkedin and Pinterest had the lowest percentage of every age group spending time on them.

Those 35 to 44 years-old dedicated their time to Facebook (65%) compared to only 9 percent of 18 to 24 year-olds

Percent of Age Groups Reporting Where They Spend the Most Time



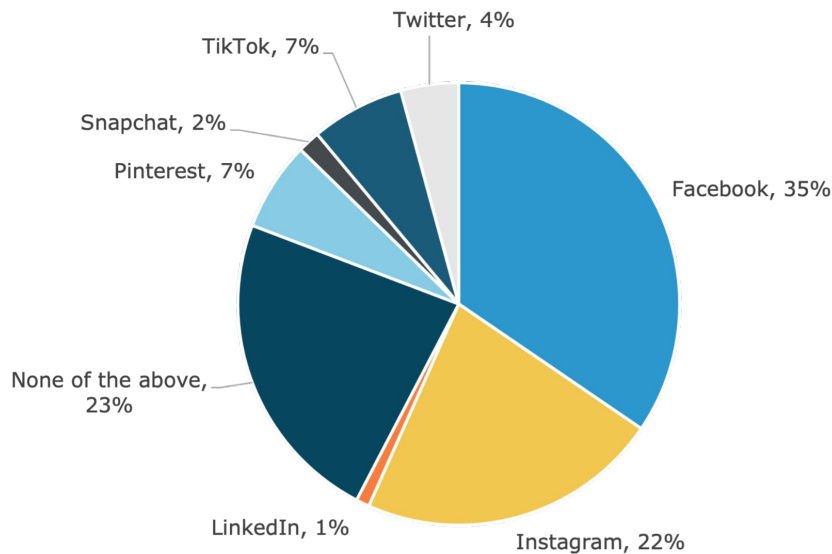
How to read this graph: The majority of 35 to 44 year-olds (65 percent) reported spending the most time on Facebook.

Trust and Purchasing on Social Media

Look to Facebook and Instagram for Product Sales

People reported being most likely to make a purchase from Facebook (35%). The second most common platform for people to say they would purchase from was Instagram (22%). If it isn't on one of these platforms, they aren't likely to purchase from any social platform (23%).

On which platform are you most likely to make a purchase?

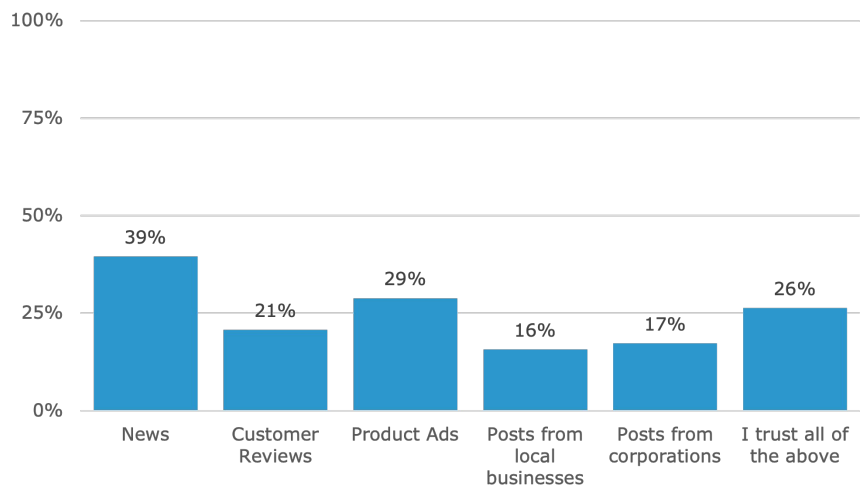


More people distrust news than customers reviews, product ads and posts from local businesses or corporations.

At almost 40 percent, lowans reported not trusting news they saw on social media. Among the items asked, this was the commonly distrusted type of content.

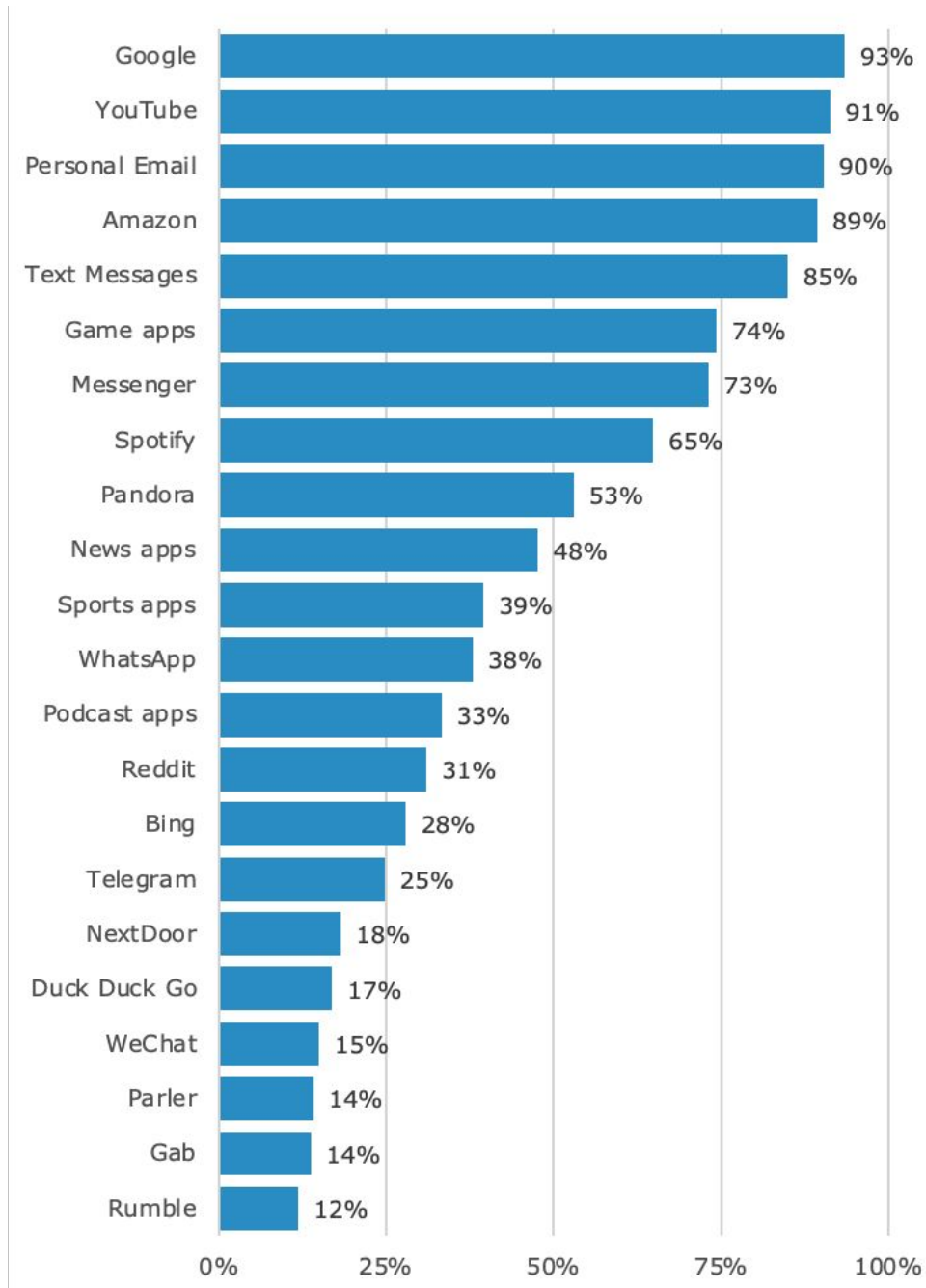
Product ads were the other content second most likely not to be trusted (by 29% of respondents).

Which of the following do you NOT trust when you see it on social media?



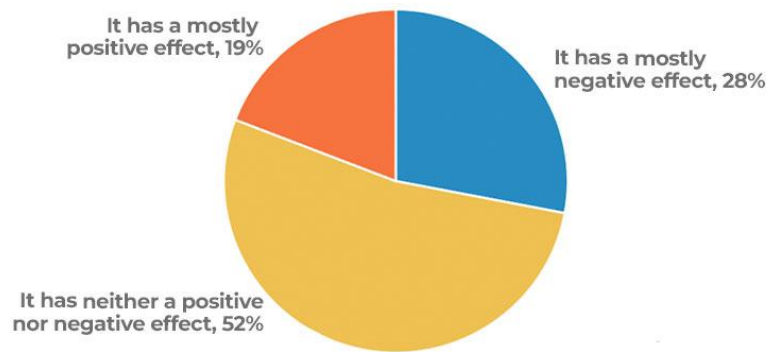
lowans' Digital Platform Use

Do you use any of the following?



Digital Platform Perceptions

Overall, what effect would you say social media has on the way things are going in this country today?



Methodology

The analysis in this report was based on data collected from an online survey conducted May 5, 2021 through May 10, 2021 among a sample of adults, 18-44 years of age, living in Iowa.

The total population size that our research represents is 1,084,005 based on data from the [population estimates for 2016 as provided by Iowa State University](#). The overall Margin of Error for the findings is approximately 5.5% as shown below:

Population Size
1,084,005

Confidence Level
95%

Sample Size
319

Margin of Error
5.5%