

A black and white photograph of a woman with long dark hair, smiling and holding a smartphone on a selfie stick. She is positioned in front of a large, circular ring light. The background is slightly out of focus, showing what appears to be a desk or shelf with some equipment. The entire image is framed by a thick orange border at the bottom.

# provoke

insights

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Social Media:  
Fall 2021 Trends



## Background & Objectives

Since the start of the pandemic in March 2020, new trends have emerged, and consumers have modified their behaviors.

As the environment changes, brands now need to understand consumer purchasing habits and trends that impact their industry.

Provoke Insights, a full-service market research firm specializing in branding, advertising, and content marketing initiatives, launched a new bi-annual trends study to answer these pressing questions.

The goal of this research is to gain a national perspective on the mindset of consumers. The study covers multiple consumer behaviors, including social media.



## Methodology

Provoke Insights conducted a 15-minute survey among 1,504 Americans between the ages of 21 and 65. The study was in-field from September 22<sup>nd</sup> to September 28<sup>th</sup>, 2021.

A random stratified sample methodology was used to ensure a high degree of representation of the U.S. population (household income, age, gender, geography, ethnicity, and children in the household).<sup>1</sup>

Results based on this sample have a maximum margin of sampling error of  $\pm 2.5\%$  at a 95% confidence level.

Statistical differences between subgroups indicated in this report were tested at a 95% confidence level.

# Overview



## **Social Media Use**

The majority of Americans are using social media, with eight in ten having accessed a social media site in the past week. Facebook and YouTube are the most frequently used.



## **Growth**

Many social media sites saw some growth in usage since January 2021, with TikTok and YouTube experiences the biggest jumps.



## **Trust in Social**

Nearly a third of social media users find the medium to be trustworthy. Younger Gen Z users are more likely to have trust in social than their older cohorts.

# Consumers Use Social Media Weekly

More than eight in ten Americans have accessed social media in the past week.



**84% accessed social  
media in the last  
week**



*People with these characteristics are  
significantly more likely to have accessed  
social media in the last week*

**M** Millennials **89%**

**Z** Gen Z **88%**

 Urban **87%**

 Females **86%**

 Have children in the  
household **86%**




# Trust in Social Media

Nearly one-third of Americans have trust in social media.



**29% find social  
media trustworthy**  
*(Top 2 on a 4-point scale)*

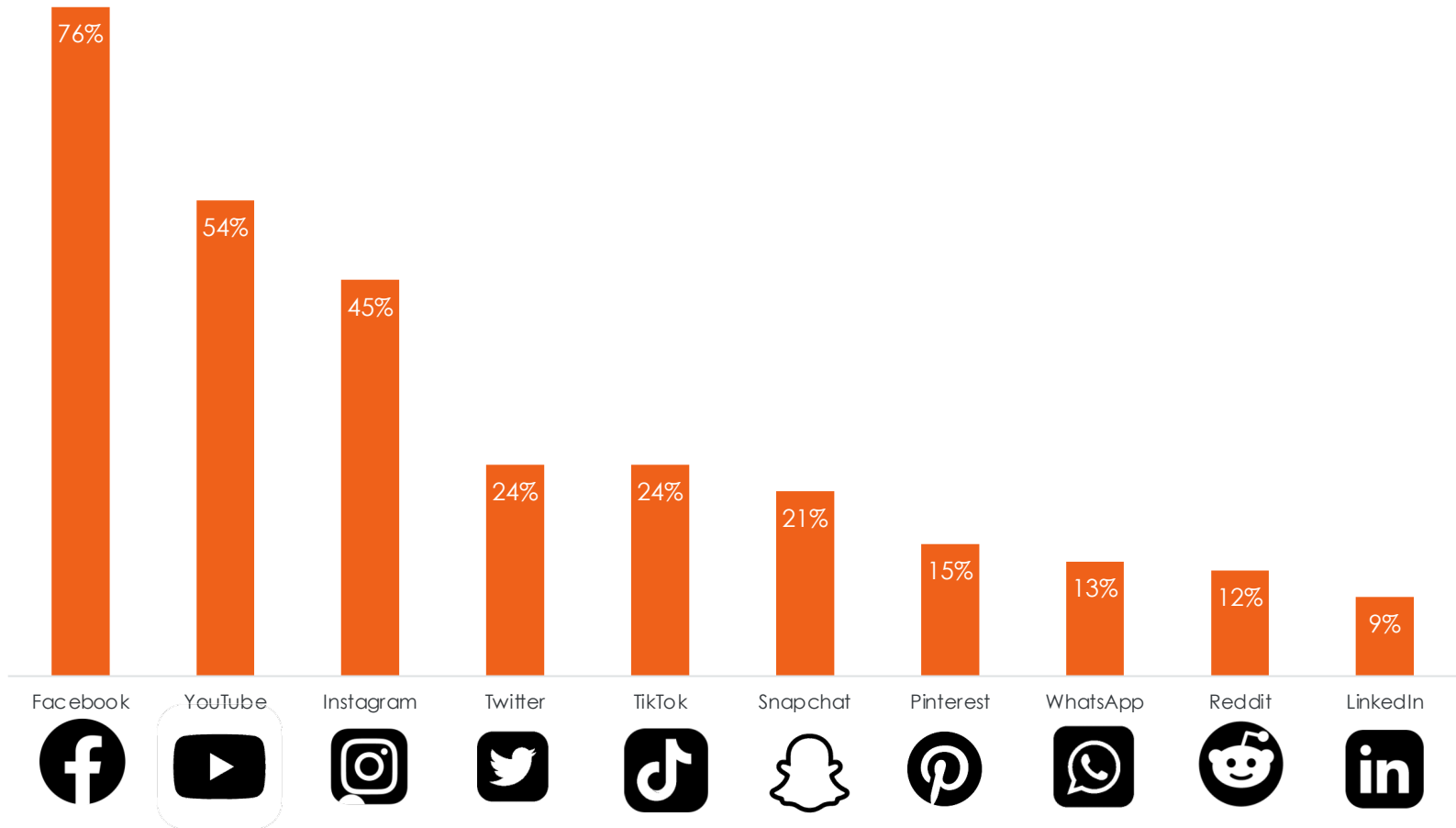
*People with these characteristics are  
significantly more likely to have accessed  
social media in the last week*

<b>Z</b>	Gen Z <b>41%</b>
	Urban <b>40%</b>
	Democrat <b>39%</b>
	Optimistic <b>33%</b>

# Daily Social Media Usage

Facebook and YouTube are the most frequently used social media sites with more than three-quarters using Facebook and more than half using YouTube daily.

*Use Social Media Daily*



# Facebook User Profile

Facebook users are more likely to be older, parents, female and live in rural areas.



**76% are using  
Facebook daily**



*People with these characteristics are significantly more likely to use Facebook daily:*



Rural **83%**



Have children in household **83%**



Baby Boomers **82%**



Females **80%**



Under \$50K HHI **80%**

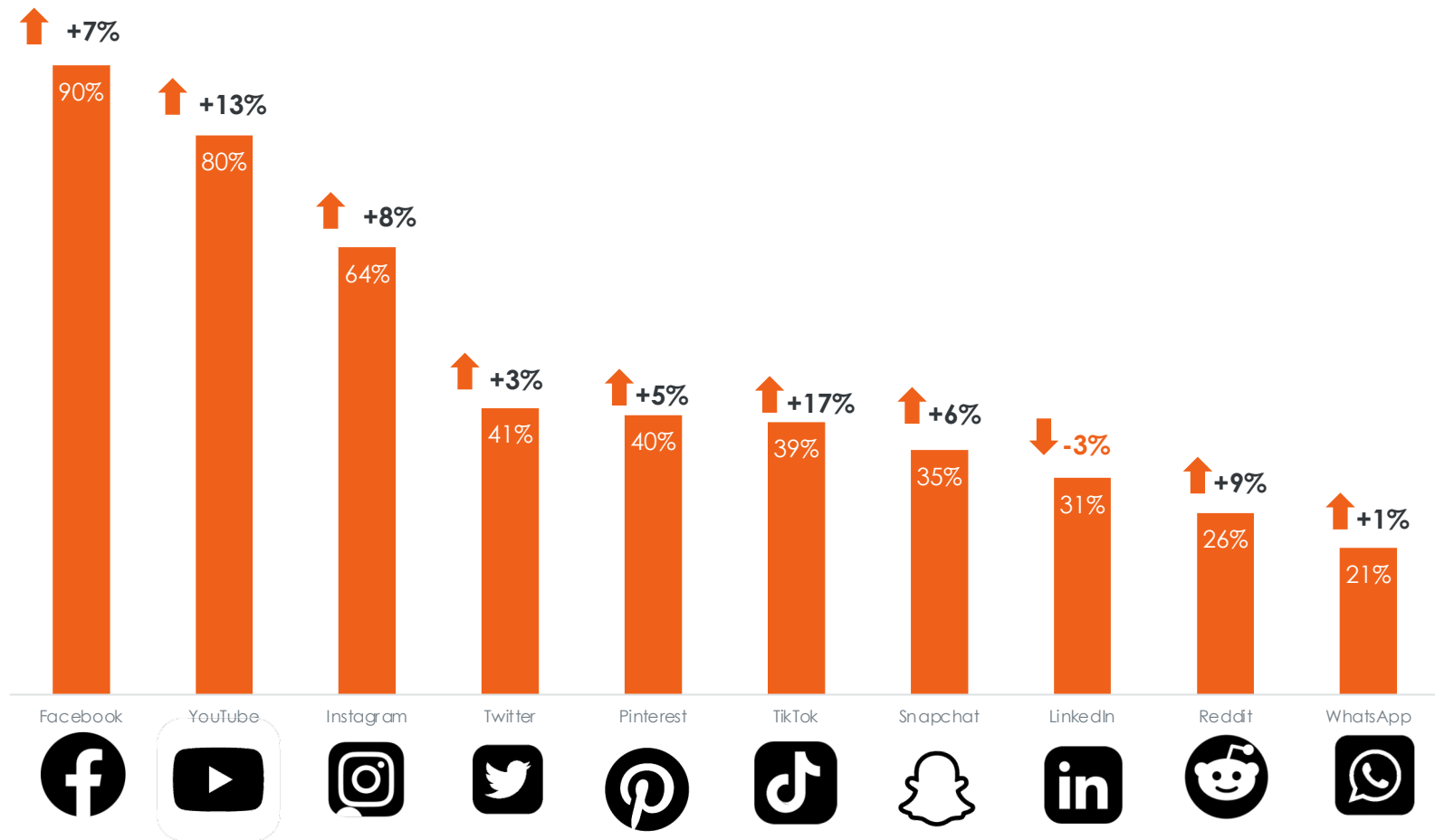


Not vaccinated **78%**



# Social Media Growth

Video entertainment apps like TikTok and YouTube saw double digit growth vs. the last wave (January 2021). LinkedIn experienced a slight drop.



# Respondent Overview

## Gender



**52%**  
Female



**48%**  
Male

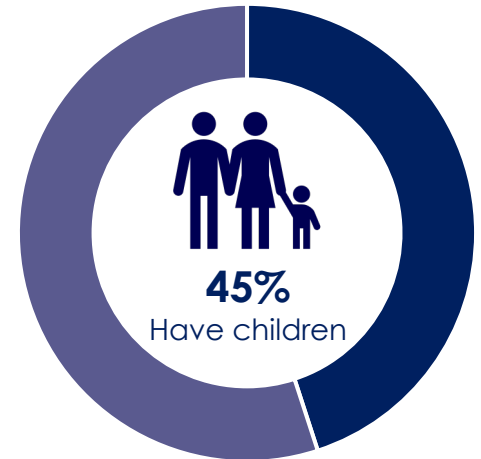
## Generation

**42 years old**  
Average Age

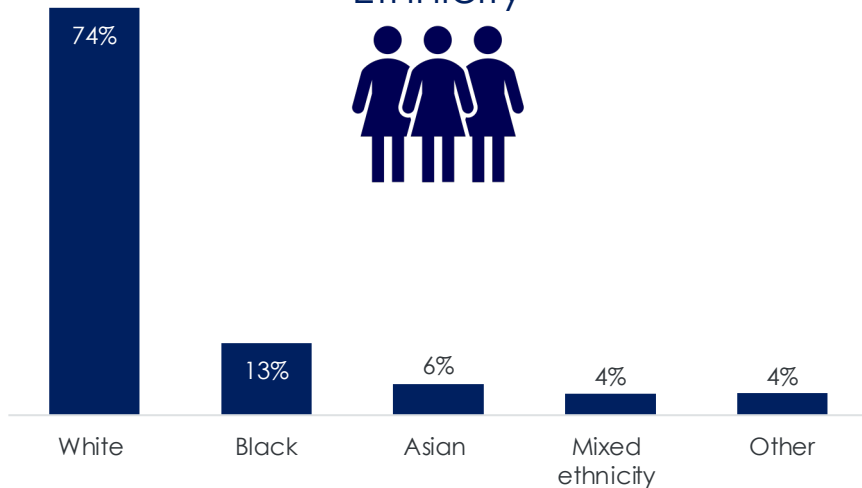


<b>M</b> <b>43%</b> Millennials	<b>X</b> <b>33%</b> Gen X
<b>B</b> <b>18%</b> Baby Boomers	<b>Z</b> <b>6%</b> Gen Z

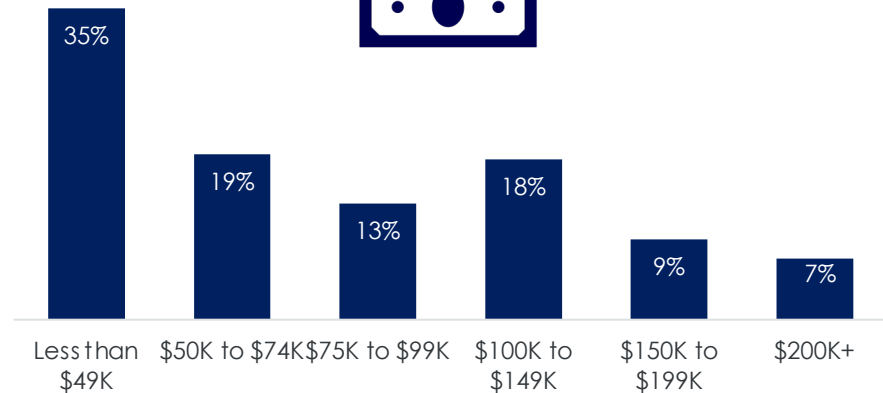
## Parental Status



## Ethnicity



## Household Income



# Respondent Overview (Continued)

## Vaccinated



**68%**

Vaccinated



**30%**

Unvaccinated

**2%** Prefer not to say

## Region



**44%** South



**22%** Midwest

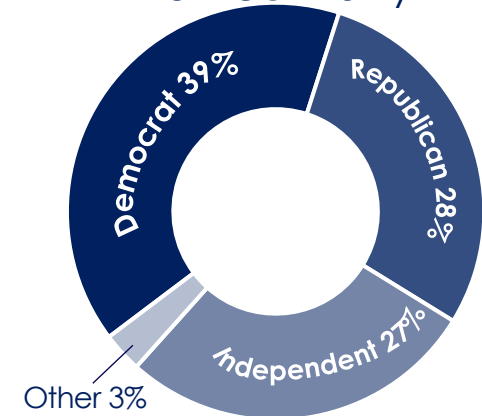


**17%** Northeast



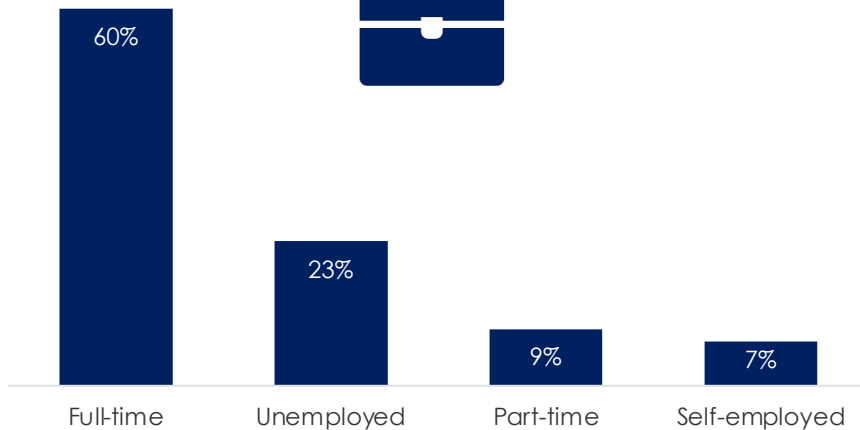
**17%** West

## Political Party

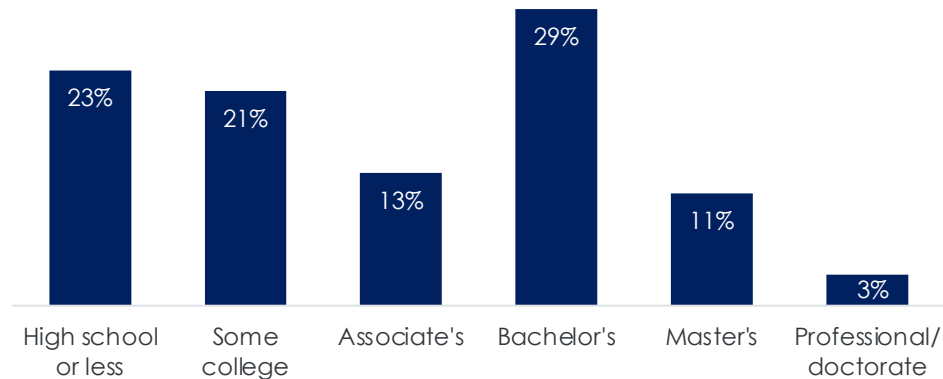


**3%** Prefer not to say

## Employment Status



## Highest Level of Education



# About Provoke Insights



Founded on the premise that research should better align with marketers' needs, Provoke Insights empowers brands to navigate through today's cluttered advertising space. This full-service market research firm solely focuses on research for **branding, advertising, and content marketing** initiatives.

At Provoke Insights, you work with a research expert who is also a seasoned brand strategist; this ensures that questions are deeply explored, and insights are cultivated and capitalized. We develop insights from the data to help guide growth for your company's vision.

For more information or press inquiries, reach out to [breeda@provokeinsights.com](mailto:breeda@provokeinsights.com).