



December 2015

US DIGITAL MEDIA USAGE: A SNAPSHOT OF 2016

This Snapshot provides a key to digital media usage trends next year and how they will be different from this year's patterns. We include infographics illustrating social media, video viewing, tablet and smartphone usage figures, and our first estimates for wearables usage—critical for marketers to understand as they develop campaigns to target the growing online and mobile populations.

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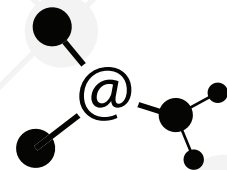
2016 US Digital Media Usage

Growth continues to be flat for overall internet consumption, and the largest social networks are also relatively mature. Instagram is still attracting double-digit increases in users, however.

Internet Users

265.6M

up 2.2% from 2015



Social Network Users

186.0M

up 3.2% from 2015



Facebook Users

161.4M

up 2.8% from 2015



Instagram Users

89.4M

up 15.1% from 2015



Twitter Users

57.6M

up 8.6% from 2015



Pinterest Users

50.7M

up 7.7% from 2015

Social Is Now Mobile

On mobile, growth is faster, but has dropped into single-digit rates for the basics like mobile internet and mobile social network usage. Mobile phone Twitter usage is increasing somewhat faster.

**Mobile Phone
Twitter Users**

53.2M

up 13.7% from 2015



**Mobile Phone
Internet Users**

210.5M

up 8.6% from 2015



**Mobile Social
Network Users**

162.6M

up 7.5% from 2015



**Mobile Phone
Facebook Users**

138.8M

up 7.8% from 2015

Mobile Usage

Double-digit growth is also over for smartphone adoption, though increases in the absolute size of the smartphone audience will continue. Just about all smartphone users go on the internet via their devices at least monthly.

New devices like wearables are generating more excitement, though the wearable user base has not yet reached the critical mass needed for advertisers to begin major spending efforts. That will change in the next couple years.



**All Mobile
Phone Users**

262.2M

up 1.6% from 2015

98.3%

of smartphone users are
mobile internet users



Wearable Users

65.7M

up 61.3% from 2015



**Mobile Phone
Internet Users**

210.5M

up 8.6% from 2015



**Smartphone
Users**

207.2M

up 8.7% from 2015



Digital Video Viewers

There is little change in the overall base of digital video viewers, though mobile access methods are increasing notably in popularity. Over-the-top video services are already popular with seven in 10 internet users and nearly nine in 10 digital video viewers.

Digital Video Viewers

210.4M

up 3.1% from 2015

2016

2015

KEY

OTT Video Viewers

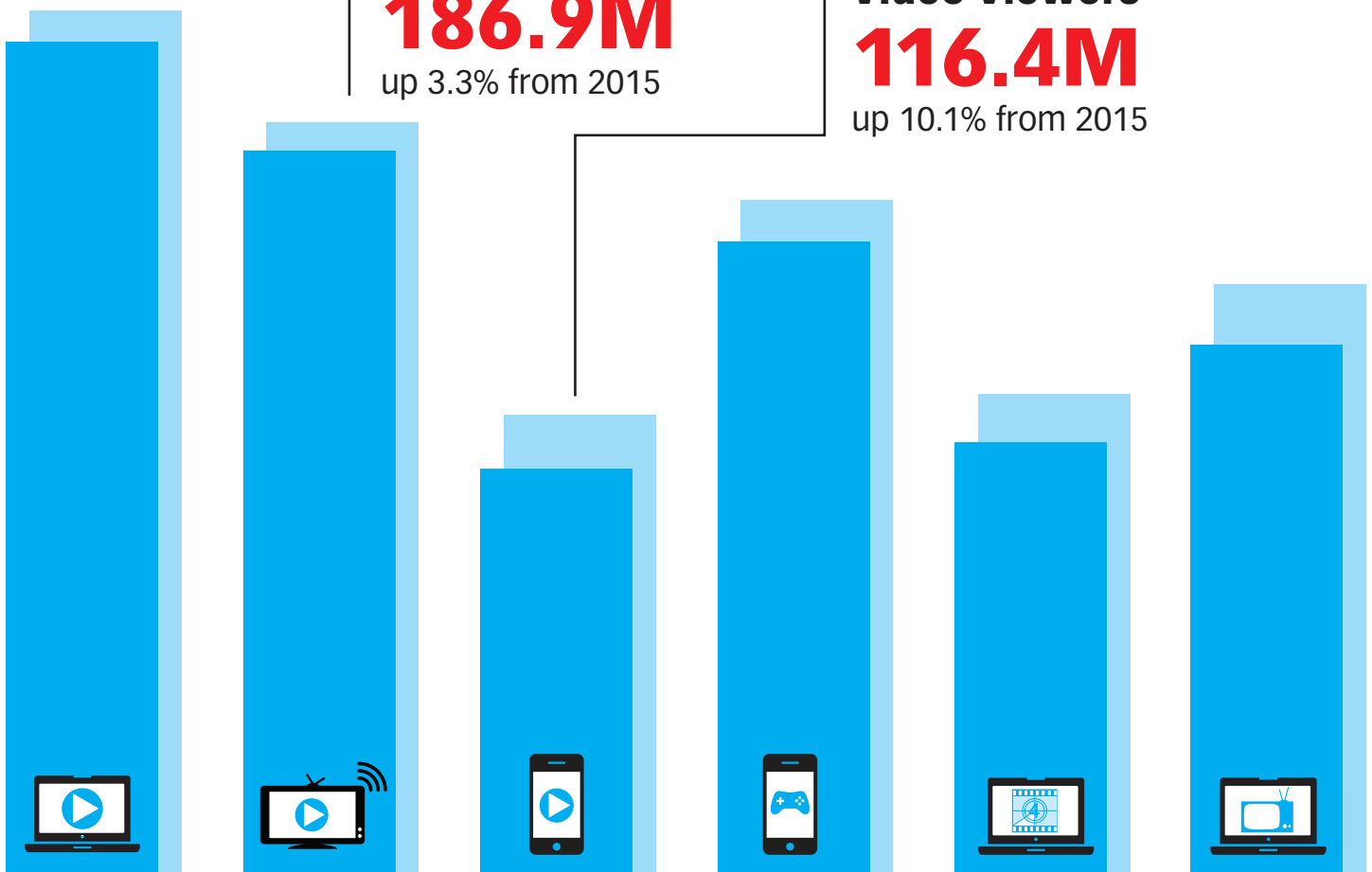
186.9M

up 3.3% from 2015

Smartphone Video Viewers

116.4M

up 10.1% from 2015



Mobile Phone Gamers

180.4M

up 9.4% from 2015

Digital Movie Viewers

120.5M

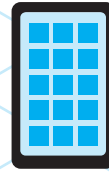
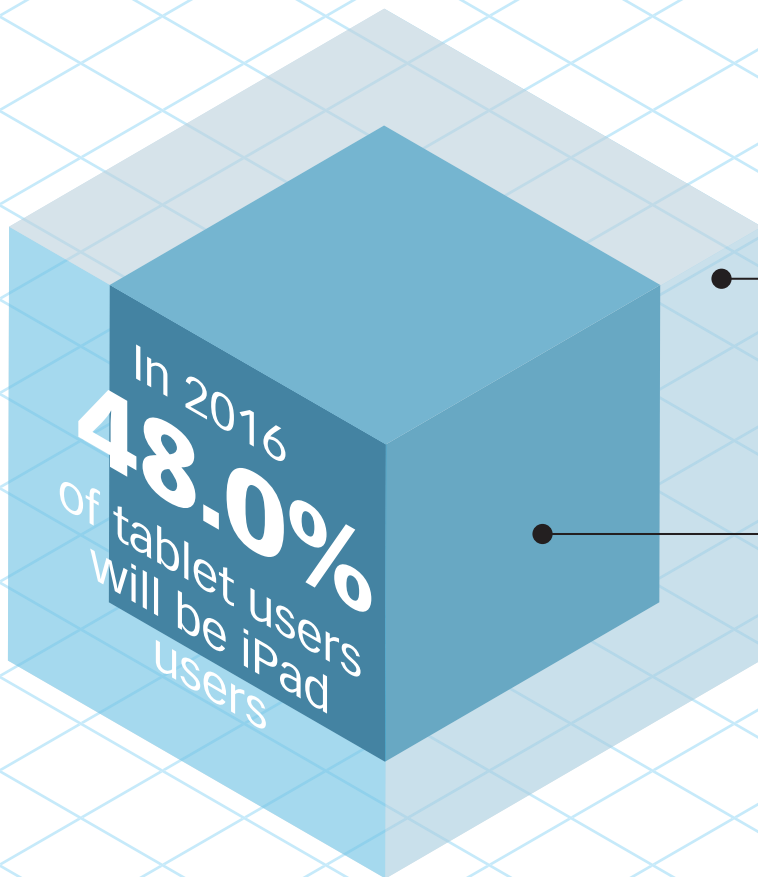
up 6.8% from 2015

Digital TV Viewers

164.3M

up 7.0% from 2015

Tablets



Tablet Users

166.4M

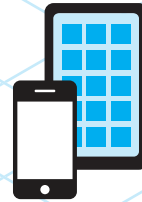
up 4.8% from 2015



iPad Users

79.9M

up 2.3% from 2015



Dual Tablet and Smartphone Users

136.5M

up 12.5% from 2015

Ecommerce

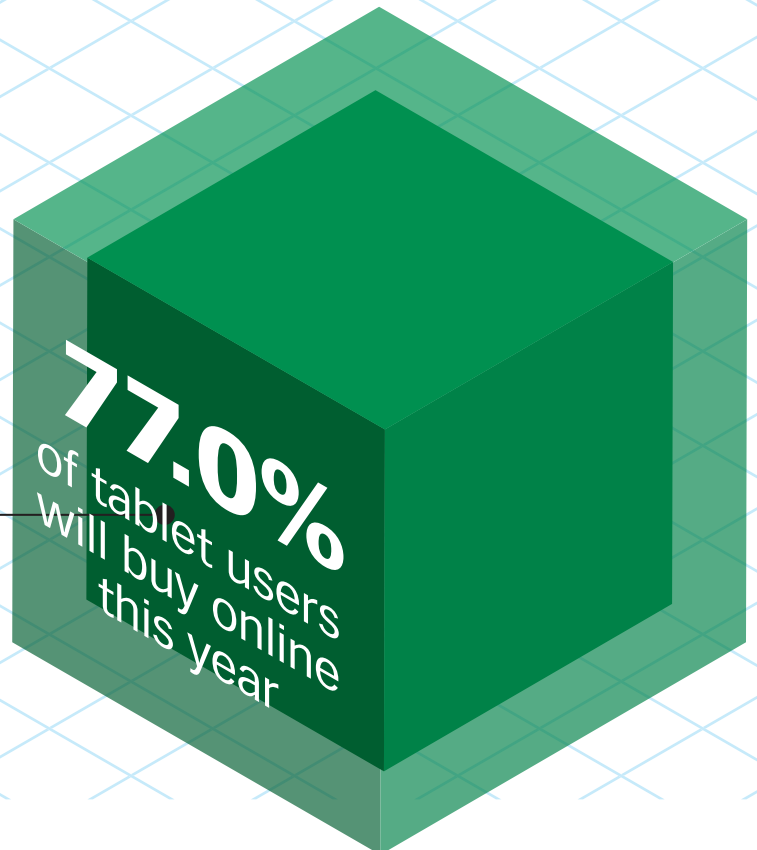
While the overall smartphone audience is still greater than the tablet audience in the US, tablets are more likely to be used for shopping and buying, and account for a greater share of mcommerce sales.



Tablet Mcommerce Buyers

111.8M

up 12.2% from 2015



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