

Social Media and the City



Social Media and Smartphone Usage

Social Networking on Mobile Phones

% of cell phone owners who use a social networking site on their phone

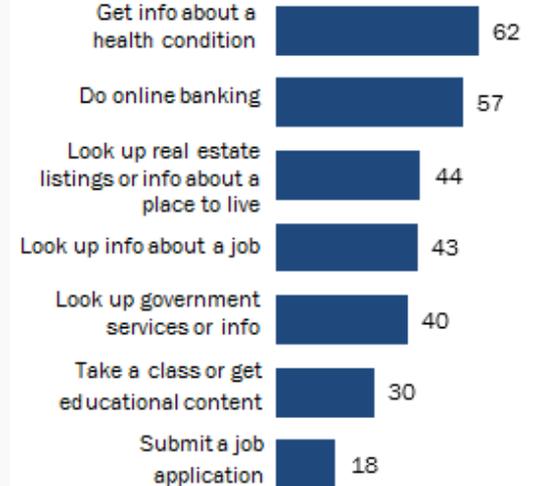
	All cell phone owners (n=1,954)	40%
a	Men (n=895)	39
b	Women (n=1,059)	41
Age		
a	18-29 (n=340)	67 ^{bcd}
b	30-49 (n=562)	50 ^{cd}
c	50-64 (n=587)	18 ^d
d	65+ (n=429)	5
Race/ethnicity		
a	White, Non-Hispanic (n=1,404)	36
b	Black, Non-Hispanic (n=234)	48 ^a
c	Hispanic (n=180)	49 ^a
Annual household income		
a	Less than \$30,000/yr (n=447)	38
b	\$30,000-\$49,999 (n=316)	40
c	\$50,000-\$74,999 (n=272)	48 ^a
d	\$75,000+ (n=538)	45 ^a
Education level		
a	No high school diploma (n=156)	33
b	High school grad (n=542)	37
c	Some College (n=490)	42 ^a
d	College + (n=752)	43 ^{ab}

Source: Pew Internet Spring Tracking Survey, March 15 – April 3, 2012. N=2,254 adults ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/- 3 percentage points for results based on cell phone owners.

Note: Percentages marked with a superscript letter (e.g., ^a) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g. age).

More than Half of Smartphone Owners Have Used Their Phone to get Health Information, do Online Banking

% of smartphone owners who have used their phone to do the following in the last year



Pew Research Center American Trends Panel survey, October 3-27 2014.

PEW RESEARCH CENTER

Elevated Use of Smart Phones in Certain Communities

- **Those with low household incomes and levels of educational attainment** — Some 13% of Americans with an annual household income of less than \$30,000 per year are smartphone-dependent. Just 1% of Americans from households earning more than \$75,000 per year rely on their smartphones to a similar degree for online access.
- **Non-whites** — 12% of African Americans and 13% of Latinos are smartphone-dependent, compared with 4% of whites.

Pew Research Center, 2015.

Why social media?

Community Connections: Sharing out community events

Communications: Able to communicate info to a larger audience

Social Media: New way of civic engagement/more accessible city government (bringing internet access to low income neighborhoods), the ability to create two-way communication (another avenue to have voices heard by the city, public meetings can be exclusionary: where meetings are held, times of meetings, who can actually come to meeting), enhancing ability to engage with public

Effective Uses of Social Media

Seattle RSJI: <https://www.facebook.com/SeattleRacialEquity/>

Seattle Council: <https://www.facebook.com/seattlecouncil>

City of Minneapolis: <https://www.facebook.com/cityofminneapolis/>

Center for Social Inclusion:

<https://www.facebook.com/centerforsocialinclusion/>