

Who Uses Social Media?

	Facebook	Instagram	LinkedIn	Twitter	Pinterest	Snapchat	YouTube
Total	69%	40%	28%	23%	31%	25%	81%
Men	61%	36%	31%	25%	16%	22%	82%
Women	77%	44%	26%	22%	46%	28%	80%
Ages 18-29	70%	71%	30%	42%	32%	65%	95%
30-49	77%	48%	36%	27%	34%	24%	91%
50-64	73%	29%	33%	18%	38%	12%	83%
65+	50%	13%	11%	7%	18%	2%	49%
White	67%	35%	29%	22%	34%	23%	79%
Black	74%	49%	27%	29%	35%	26%	84%
Hispanic	72%	52%	19%	23%	18%	31%	85%
Less than \$30K	70%	35%	12%	12%	21%	25%	75%
\$30K-\$49,999	76%	45%	21%	29%	33%	27%	83%
\$50K-\$74,999	61%	39%	21%	22%	29%	29%	79%
More than \$75K	70%	47%	50%	34%	40%	28%	90%
High school or less	64%	30%	10%	14%	22%	21%	70%
Some college	71%	44%	28%	26%	36%	32%	86%
College graduate	73%	49%	51%	33%	37%	23%	89%
Urban	70%	45%	30%	27%	30%	28%	84%
Suburban	70%	41%	33%	23%	32%	25%	81%
Rural	67%	25%	15%	18%	34%	18%	74%

	WhatsApp	TikTok	Nextdoor	Reddit
Total	23%	21%	13%	18%
Men	26%	17%	10%	23%
Women	21%	24%	16%	12%
Ages 18-29	24%	48%	5%	36%
30-49	30%	22%	17%	22%
50-64	23%	14%	16%	10%
65+	10%	4%	8%	3%
White	16%	18%	15%	17%
Black	23%	30%	10%	17%
Hispanic	46%	31%	8%	14%
Less than \$30K	23%	22%	6%	10%
\$30K-\$49,999	20%	29%	11%	17%
\$50K-\$74,999	19%	20%	12%	20%
More than \$75K	29%	20%	20%	26%
High school or less	20%	21%	4%	9%
Some college	16%	24%	12%	20%
College graduate	33%	19%	24%	26%
Urban	28%	24%	17%	18%
Suburban	23%	20%	14%	21%
Rural	9%	16%	2%	10%