

Social Media Demographics

US Social Network User Growth, by Platform, 2020 & 2021

% change

	2020	2021
TikTok	87.1%	18.3%
Reddit*	25.9%	14.4%
Pinterest	7.8%	3.1%
LinkedIn**	6.2%	4.2%
Instagram	6.2%	3.7%
Snapchat***	4.0%	2.6%
Twitter	4.0%	0.2%
Facebook	3.3%	0.8%

*Note: internet users of any age who access their account via any device at least once per month; *logged-in users; **internet users 18+ who access their LinkedIn account via any device at least once per month; ***mobile phone users of any age who access their Snapchat account via mobile phone app at least once per month*

Source: eMarketer, April 2021

266084

eMarketer | [InsiderIntelligence.com](https://insiderintelligence.com)

Facebook

Facebook demographics and usage

- Number of monthly active users: **2.91 billion**
- Largest age group: **25-34 (31.5%)**
- Gender: **43% female, 57% male** (no data on other genders)

- Time spent per day: **33 minutes**

Takeaways from Facebook demographics for 2022

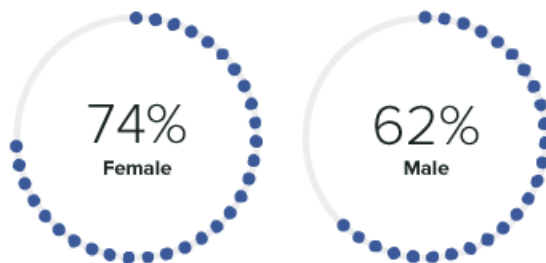
- Despite ongoing controversies, “adpocalypses” and emerging competition, Facebook *still* remains the largest social platform among consumers and marketers.
- Note that time spent on Facebook has actually fallen (from 38 minutes per day to 33 minutes) over the past five years despite overall social media usage spiking.
- **Facebook’s user growth rate has slowed** to a grinding halt with only a 0.8% change increase during 2021.
- Following last year’s social media demographic data, younger consumers continue to flock to TikTok and Snapchat versus Facebook and Instagram.
- Ad revenues continue to climb regardless of the gloom and doom about reach — this highlights how **Facebook ads** are a staple of marketing at large.



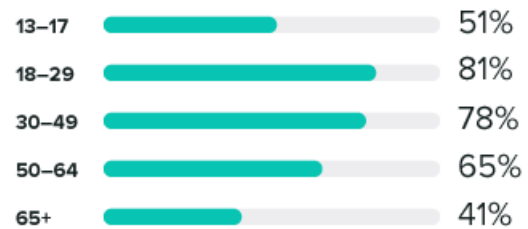


Facebook usage among key demographics

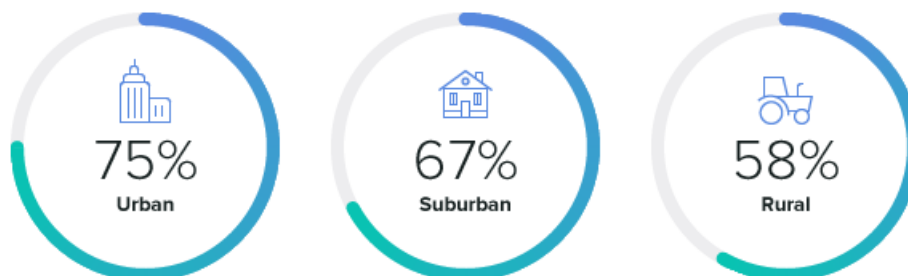
Gender



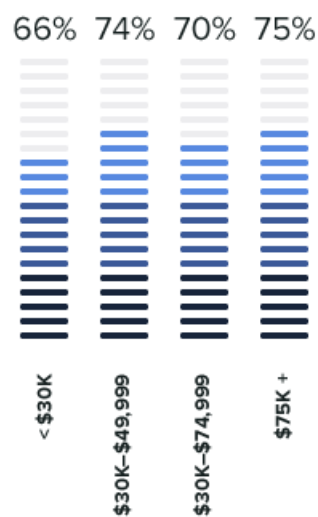
Age



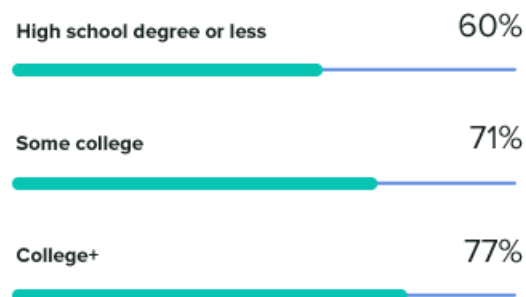
Location



Income



Education



Instagram

Instagram demographics and usage

- Number of monthly active users: [2 billion](#)
- Largest age group: [25-34 \(31.2%\)](#), with 18-24 close behind at 31%
- Gender: [48.4% female, 51.8% male](#) (no data on other genders)
- Time spent per day: [29 minutes](#)

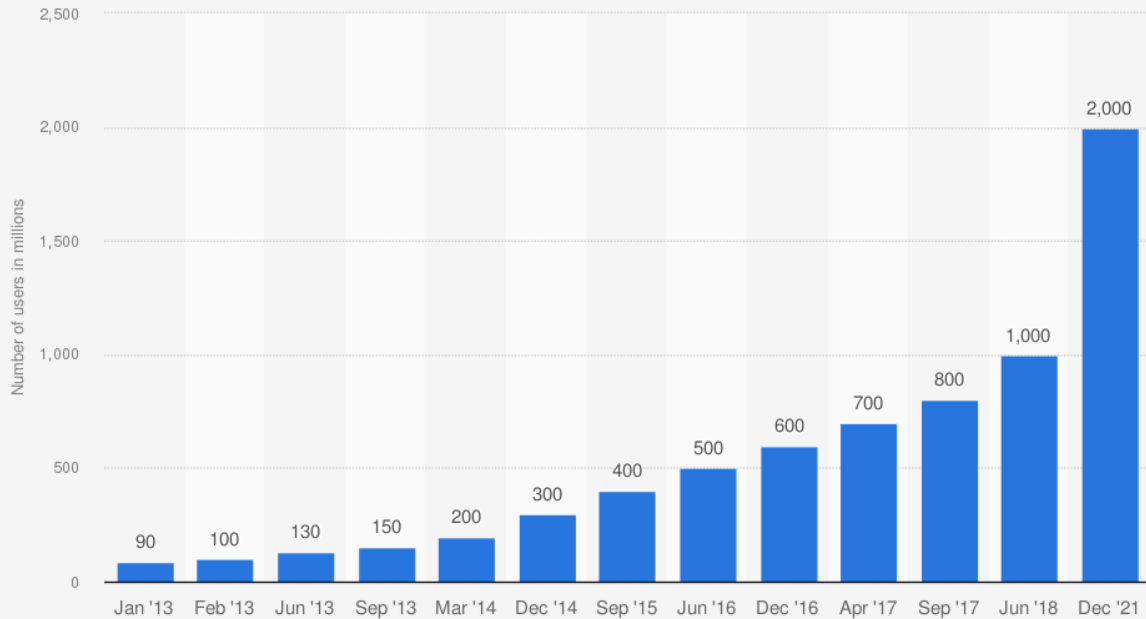
Takeaways from Instagram demographics for 2022

- The platform has quietly doubled their user base to 2 billion within three years, a staggering stat that proves Instagram's staying power.
- As younger users migrate to TikTok, perhaps it's fair to say that Instagram is no longer the "hip" network in the eyes of today's teenagers.
- That said, Instagram maintains a firm hold on Gen Z and Millennials — these groups make up roughly two-thirds of their base.
- Recent [Instagram stats](#) and new Shopping features (like Drops) signal the platform's shift to becoming an ecommerce hub.
- [Reels](#) are popular, but they couldn't stop TikTok's momentum in 2021 —the platform continues to peel influencers away from Instagram.





Number of monthly active Instagram users from January 2013 to December 2021 (in millions)



Sources

Instagram; TechCrunch; CNBC
© Statista 2022

Additional Information:

Worldwide; Instagram; January 2013 to December 2021

Twitter

Twitter demographics and usage

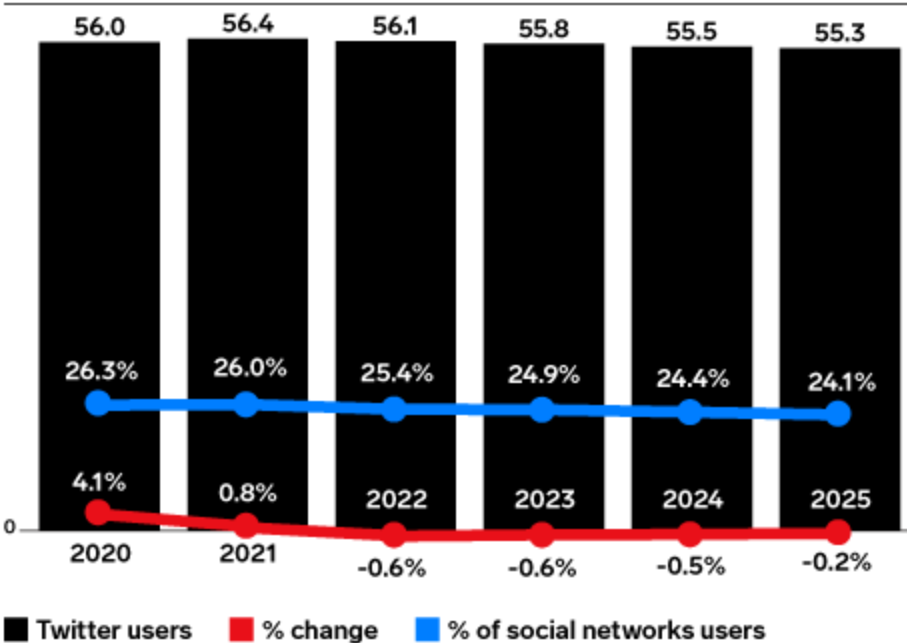
- Number of daily active users: **211 million** (up from 187 million)
- Largest age group: **18-29 (42%)**
- Gender: **38.4% female, 61.6% male** (no data on other genders)
- Time spent per day: **31 minutes**

Takeaways from Twitter demographics for 2022

- Twitter's usage and growth have remained fairly consistent year-to-year, although its user-base is obviously skewing younger these days.
- Despite recent growth (up from 187 million users last year), research predicts that Twitter will lose about a million users to other platforms over the next five years.
- One-third of Twitter users are college-educated and make more than \$75K annually, highlighting the platform's highly-educated and high-earning base.
- Twitter's status as a place to discuss events and gather breaking news make it a prime place to share content and drive discussions, but advertising is still tricky.
- While Fleets failed, renewed interest in Spaces could breathe some new life into the platform.

US Twitter Users, 2020-2025

millions, % change, and % of social networks users



Note: internet users of all ages who access their Twitter account via any device at least once per month

Source: eMarketer, Nov 2021

271260

eMarketer | InsiderIntelligence.com

LinkedIn

LinkedIn demographics and usage

- Number of monthly active users: **810 million**
- Largest age group: **25-34 (58.4%)**
- Gender: **48% female, 52% male**
- 63% of **LinkedIn users access** the network weekly, and 22% daily

Takeaways from LinkedIn demographics for 2022

- Conventional wisdom might say that LinkedIn exclusively caters to an older audience, but now Millennials dominate the platform.
- LinkedIn reportedly experienced **record revenue**, driven by the platform's growth during COVID-19 and increased interest in new jobs.
- The platform's demographic of high-earning B2B professionals makes LinkedIn a potential goldmine for ads.
- According to **LinkedIn themselves**, it's the top-rated social network for lead generation, making it a great source for B2B marketers looking to find targeted and motivated audiences for their campaigns.
- Given that only **180 million** (25%) of LinkedIn's users are located in the US, the platform has a massive international reach.



810M members in 200 countries and regions worldwide*



*Membership numbers are updated quarterly after Microsoft Earnings



TikTok

TikTok demographic data and usage

- Number of monthly active users: **1 billion**
- Largest age group: **10-19 (25%)**
- Gender: **61% female, 39% male** (no data on other genders)
- Time spent per day: **89 minutes per day**

Takeaways from TikTok demographics for 2022

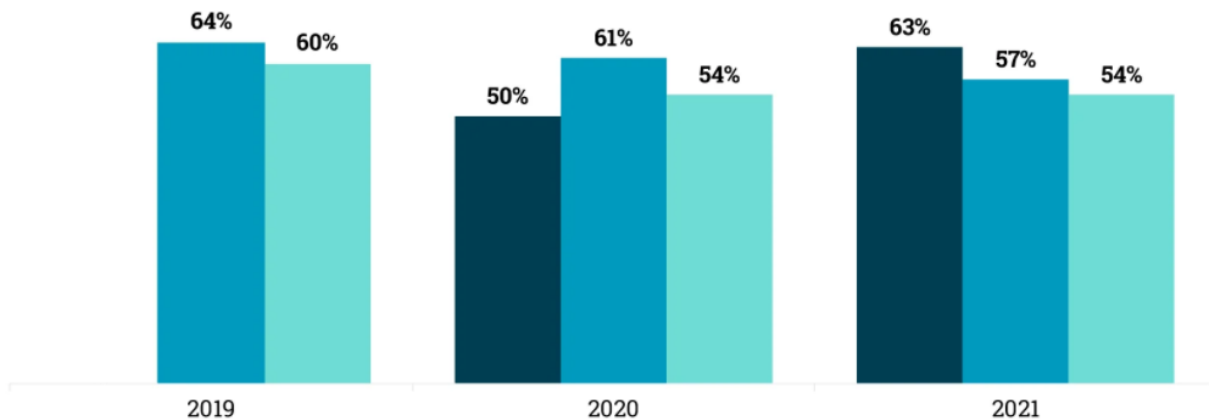
- TikTok's popularity and growth are unprecedented (~10x more users since our last social media demographics breakdown).

- Not only is the user base booming but also activity — users are spending nearly 90 minutes per day on the platform.
- Fact: nearly **40% of Gen Z** say they're directly influenced by products they see on TikTok and brands should take notice.
- As more and more brands get on board, we're seeing influencers do the same.
- TikTok is ramping up and “maturing” to meet the needs of its users, including more advanced ads and **CRM integrations**.

US Gen Z Weekly Social Media Usage



■ TikTok ■ Instagram ■ Snapchat



Published on MarketingCharts.com in December 2021 | Data Source: Forrester Research, Inc.

Based on surveys of US online consumers ages 12-17 (n = 4,602 in 2021; n = 4,747 in 2020; n = 4,594 in 2019)

Pinterest

Pinterest demographics and usage

- Number of monthly active users **431 million**
- Largest age group: **50-64 (38%)**
- Gender: **78% female, 22% male** (no data on other genders)
- Time spent per day: **14.2 minutes**

Takeaways from Pinterest demographics for 2022

- Although Pinterest is largely considered female-dominated, the platform saw a surprising spike in male users during 2021.
- The platform's core user base of 400+ Pinners continues to hold steady (and ad revenues are actually up from where they were a couple of years ago).
- Pinterest is perhaps the most produced-focused of any social network, signaling big opportunities for ads (hint: **45% of Pinterest users** have a household income of \$100,000+).
- Shopping-centric organic content is fair game, too — almost **70% of users** say they trust Pinterest and it's their favorite place to research products.
- Pinterest's social media demographic data is unique as their users are almost evenly split age-wise — 18-29 (32%), 30-49 (34%) and the largest demo is 50-64 (38%). Interesting crowd!

60%

Women make up more than 60% of our global audience²

40%

Male Pinners and Gen Z Pinners are up 40% year over year³

35%

US Millennial Pinners are up 35% year over year²

45%

of people in the US with a household income over \$100K are on Pinterest⁴

Snapchat

Snapchat demographic data and usage

- Number of monthly active users: **319 million**
- Largest age group: **15-25 (48%)**
- Gender: **54.4% female, 44.6% male** (no data on other genders)
- Time spent per day: **25+ minutes**

Takeaways from Snapchat demographics for 2022

- Although Snapchat may not be the most talked-about or “trendy” network anecdotally, the platform saw growth during 2021.
- Snapchat is still huge with the younger crowd, although it recently lost its top spot as **teenagers’ go-to network**.
- Even if you aren’t active on Snapchat, it’s a **prime place for trendspotting** and learning what younger consumers want.
- With **57% YoY revenue growth** (breaking the \$1 billion barrier), Snapchat isn’t going anywhere yet.



YouTube

YouTube demographics and usage

- Number of monthly active users: **2+ billion**
- Largest age group: **15-35 (highest reach)**
- Gender: **46% female, 54% male** (no data on other genders)

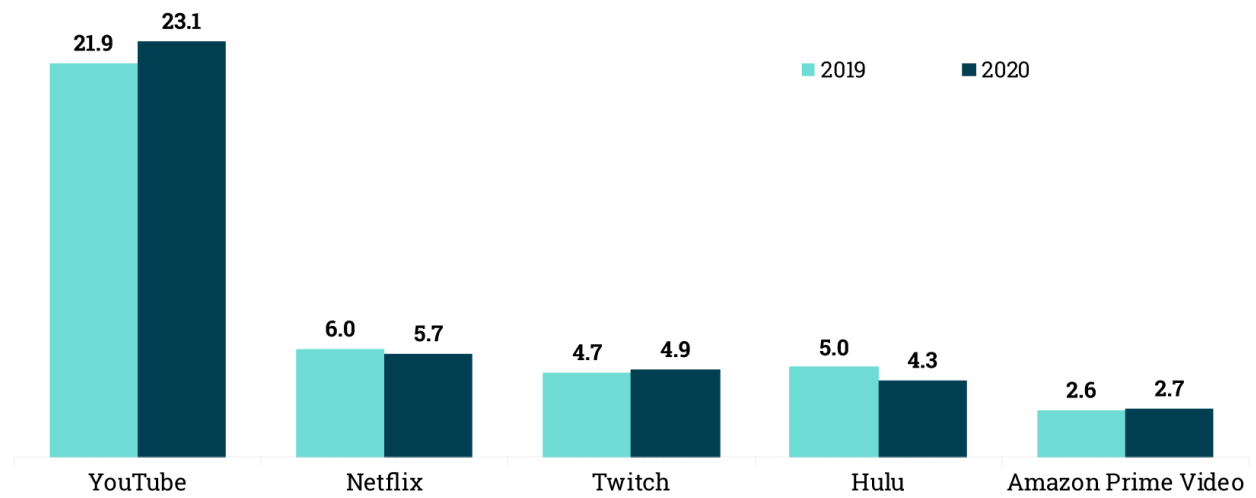
- Time spent per session: **~30 minutes**

Takeaways from YouTube demographics for 2022

- YouTube's popularity among younger users highlights the ongoing, long-term shift toward video content.
- Marketers note that YouTube is still a sort of land of opportunity advertising-wise, viewing it as a place to put their ad dollars **in the future** versus the likes of Facebook (hint: YouTube's ad revenue **increased 43% YoY**).
- This revenue growth signals not only the platform's influence as a social network but also as a **go-to streaming service**.
- Given that **62% of YouTube's users** log into the platform daily, the platform has no problems with engagement and retention.
- Still, the majority of users claim to use YouTube for entertainment rather than to find brands and products. Brands still have a lot of work to do on the platform, finding a balance between entertainment and advertising.



Video Apps' Average Hours per Month per User (US)*



Published on MarketingCharts.com in January 2021 | Data Source: App Annie

**Android phones only*

