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The Demographics of Social Media Users

The following analysis discusses the demographic characteristics of each of the five social media platforms in the survey.

Facebook — 72% of adult internet users/62% of entire adult population

Fully 72% of online American adults use Facebook, a proportion unchanged from September 2014. Usage continues to be especially popular among online women, 77% of whom are users. In addition, 82% of online adults ages 18 to 29 use Facebook, along with 79% of those ages 30 to 49, 64% of those ages 50 to 64 and 48% of those 65 and older.

Facebook Demographics

Among internet users, the % who use Facebook

	Internet users
<i>Total</i>	<i>72%</i>
Men	66
Women	77
White, Non-Hispanic	70
Black, Non-Hispanic (n=85)	67
Hispanic	75
18-29	82
30-49	79
50-64	64
65+	48
High school grad or less	71
Some college	72
College+	72
Less than \$30,000/yr	73
\$30,000-\$49,999	72
\$50,000-\$74,999	66
\$75,000+	78
Urban	74
Suburban	72
Rural	67

Source: Pew Research Center, March 17-April 12, 2015.

Pinterest — 31% of adult internet users/26% of entire adult population

Some 31% of online adults use Pinterest, a proportion that is unchanged from the 28% of online adults who did so in September 2014. Women continue to dominate Pinterest — 44% of online women use the site, compared with 16% of online men. Those under the age of 50 are also more likely to be Pinterest users — 37% do so, compared with 22% of those ages 50 and older.

Pinterest Demographics

Among internet users, the % who use Pinterest

	Internet users
<i>Total</i>	<i>31%</i>
Men	16
Women	44
White, Non-Hispanic	32
Black, Non-Hispanic (n=85)	23
Hispanic	32
18-29	37
30-49	36
50-64	24
65+	16
High school grad or less	25
Some college	37
College+	31
Less than \$30,000/yr	24
\$30,000-\$49,999	37
\$50,000-\$74,999	41
\$75,000+	30
Urban	26
Suburban	34
Rural	31

Source: Pew Research Center, March 17-April 12, 2015.

Instagram — 28% of adult internet users/24% of entire adult population

Some 28% of online adults use Instagram, a proportion that is unchanged from the 26% of online adults who did so in September 2014. Instagram continues to be popular with nonwhites and young adults: 55% of online adults ages 18 to 29 use Instagram, as do 47% of African Americans and 38% of Hispanics. Additionally, online women continue to be more likely than online men to be Instagram users (31% vs. 24%).

Instagram Demographics

Among internet users, the % who use Instagram

	Internet users
<i>Total</i>	28%
Men	24
Women	31
White, Non-Hispanic	21
Black, Non-Hispanic (n=85)	47
Hispanic	38
18-29	55
30-49	28
50-64	11
65+	4
High school grad or less	25
Some college	32
College+	26
Less than \$30,000/yr	26
\$30,000-\$49,999	27
\$50,000-\$74,999	30
\$75,000+	26
Urban	32
Suburban	28
Rural	18

Twitter — 23% of all internet users/20% of entire adult population

Some 23% of all online adults use Twitter, a proportion that is identical to the 23% of online adults who did so in September 2014. Internet users living in urban areas are more likely than their suburban or rural counterparts to use Twitter. Three-in-ten online urban residents use the site, compared with 21% of suburbanites and 15% of those living in rural areas. Twitter is more popular among younger adults — 30% of online adults under 50 use Twitter, compared with 11% of online adults ages 50 and older.

Twitter Demographics

Among internet users, the % who use Twitter

	Internet users
<i>Total</i>	23%
Men	25
Women	21
White, Non-Hispanic	20
Black, Non-Hispanic (n=85)	28
Hispanic	28
18-29	32
30-49	29
50-64	13
65+	6
High school grad or less	19
Some college	23
College+	27
Less than \$30,000/yr	21
\$30,000-\$49,999	19
\$50,000-\$74,999	25
\$75,000+	26
Urban	30
Suburban	21
Rural	15

LinkedIn — 25% of adult internet users/22% of entire adult population

A quarter of online adults use LinkedIn, a proportion that is unchanged from the 28% of online adults who did so in September 2014. As was true in previous surveys of LinkedIn usage, the platform is especially popular among working-age adults as well as college graduates and those with relatively high household incomes.

LinkedIn is the only major social media platform for which usage rates are higher among 30- to 49-year-olds than among 18- to 29-year-olds. Fully 46% of online adults who have graduated from college are LinkedIn users, compared with just 9% of online adults with a high school diploma or less. The site continues to be popular among the employed – 32% are LinkedIn users, compared with 14% of online adults who are not employed.

LinkedIn Demographics

Among internet users, the % who use LinkedIn

<i>Total</i>	25%
Men	26
Women	25
White, Non-Hispanic	26
Black, Non-Hispanic (n=94)	22
Hispanic (n=99)	22
18-29	22
30-49	32
50-64	26
65+	12
High school grad or less	9
Some college	25
College+	46
Less than \$30,000/yr	17
\$30,000-\$49,999	21
\$50,000-\$74,999	32
\$75,000+	41
Employed	32
Not employed*	14

Who uses social networking sites

% of internet users within each group who use social networking sites

All internet users	74%
a Men	72
b Women	76
a 18-29	89 ^{cd}
b 30-49	82 ^{cd}
c 50-64	65 ^d
d 65+	49
a High school grad or less	72
b Some college	78
c College+	73
a Less than \$30,000/yr	79
b \$30,000-\$49,999	73
c \$50,000-\$74,999	70
d \$75,000+	78

Pew Research Center's Internet Project January Omnibus Survey, January 23-26, 2014.

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).

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Internet users in 2014

Among adults, the % who use the internet, email, or access the internet via a mobile device

All adults	Use internet 87%
Sex	
a Men	87
b Women	86
Race/ethnicity*	
a White	85
b African-American	81
c Hispanic	83
Age group	
a 18-29	97 ^{cd}
b 30-49	93 ^d
c 50-64	88 ^d
d 65+	57
Education level	
a High school grad or less	76
b Some college	91 ^a
c College+	97 ^{ab}
Household income	
a Less than \$30,000/yr	77
b \$30,000-\$49,999	85
c \$50,000-\$74,999	93 ^{ab}
d \$75,000+	99 ^{ab}
Community type	
a Urban	88
b Suburban	87
c Rural	83

Source, Pew Research Center Internet Project Survey, January 9-12, 2014. N=1,006 adults. 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).

* The results for race/ethnicity are based off a combined sample from two weekly omnibus surveys, January 9-12 and January 23-26, 2014. The combined total n for these surveys was 2,008; n=1,421 for whites, n=197 for African-Americans, and n=236 for Hispanics.

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Teen Internet Access Demographics

% of teens in each demographic group

		Access the Internet	Mobile Access to Internet (phone, tablet, etc)	Access Internet Mostly on Cell Phone
All teens, ages 12-17 (n=802)		95%	74%	25%
Teen Gender				
a	Boys (n=405)	97 ^b	72	20
b	Girls (n=397)	93	76	29 ^a
Age of Teen				
a	12-13 (n=246)	93	71	16
b	14-17 (n=556)	96	76	29 ^a
Teen Gender and Age				
a	Boys, 12-13 (n=122)	96	70	12
b	Boys, 14-17 (n=283)	97 ^c	73	24 ^a
c	Girls, 12-13 (n=124)	91	72	20
d	Girls, 14-17 (n=273)	95	78	34 ^{abc}
Parent Race/ethnicity				
a	White, Non-Hispanic (n=542)	98 ^{bc}	77 ^c	24
b	Black, Non-Hispanic (n=122)	92	74	33
c	Hispanic (n=92)	88	63	21
Parent Education				
a	Less Than High School/High school grad (n=244)	91	71	27
b	Some College (n=192)	99 ^a	71	24
c	College + (n=363)	99 ^a	81 ^{ab}	22
Parent Household Income				
a	Less than \$30,000/yr (n=154)	89	66	30 ^c
b	\$30,000-\$49,999 (n=155)	94	72	25 ^c
c	\$50,000-\$74,999 (n=110)	99 ^a	79	14
d	\$75,000+ (n=335)	99 ^{ab}	79 ^a	24 ^c
Urbanity				
a	Urban (n=278)	94	74	27
b	Suburban (n=410)	96	72	24
c	Rural (n=101)	99 ^a	79	21

Source: Pew Internet Teens and Privacy Management Survey, July 26-September 30, 2012. N=802 parents of teens ages 12-17 and 802 teens ages 12-17. Margin of error is +/- 4.5 percentage points.

Note: Columns marked with a superscript letter (^a) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.