

NUMBERS, FACTS AND TRENDS SHAPING THE WORLD

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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

|  |  |
| --- | --- |
| *Total* | *72%* |
| 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

|  |  |
| --- | --- |
| *Total* | *31%* |
| 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*

|  |  |
| --- | --- |
| *Total* | *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 |

Internet users

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*

|  |  |
| --- | --- |
| *Total* | *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 |

## Internet users

### 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*

|  |  |
| --- | --- |
| *Total* | *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 |

