

# Reddit users and news users more likely to be male and young

*% of U.S. adults, Reddit users and Reddit news users who are ...*

|                     | U.S.<br>adults<br>% | Reddit<br>users<br>% | Reddit<br>news<br>users<br>% |
|---------------------|---------------------|----------------------|------------------------------|
| Men                 | 49                  | 67                   | 71                           |
| Women               | 51                  | 33                   | 29                           |
| 18-29               | 22                  | 64                   | 59                           |
| 30-49               | 34                  | 29                   | 33                           |
| 50-64               | 25                  | 6                    | 7                            |
| 65+                 | 19                  | 1                    | <1                           |
| College degree      | 28                  | 42                   | 48                           |
| Some college        | 31                  | 40                   | 43                           |
| High school or less | 41                  | 18                   | 9                            |
| White non-Hispanic  | 65                  | 70                   | 74                           |
| Black non-Hispanic  | 12                  | 7                    | 8                            |
| Hispanic            | 15                  | 12                   | 7                            |
| Other non-Hispanic  | 8                   | 11                   | 10                           |
| \$75k+              | 44                  | 35                   | 42                           |
| \$30,000-74,999     | 35                  | 34                   | 32                           |
| <\$30k              | 21                  | 30                   | 25                           |
| Liberal             | 24                  | 43                   | 47                           |
| Moderate            | 40                  | 38                   | 39                           |
| Conservative        | 35                  | 19                   | 13                           |

Source: Survey conducted Jan. 12-Feb. 8, 2016. N (Reddit users) = 288, N (Reddit news users) = 230. U.S. population (except for political ideology) comes from 2015 March Current Population Survey.