

Who uses each social media platform?

Usage of the major social media platforms varies by factors such as age, gender, and educational attainment.

- **Facebook/Instagram/LinkedIn/Twitter**

% of U.S. adults who use each social media platform

| | Facebook | Instagram | LinkedIn | Twitter |
|---------------------|-----------------|------------------|-----------------|----------------|
| Total | 68% | 35% | 25% | 24% |
| Men | 62% | 30% | 25% | 23% |
| Women | 74% | 39% | 25% | 24% |
| Ages 18-29 | 81% | 64% | 29% | 40% |
| 30-49 | 78% | 40% | 33% | 27% |
| 50-64 | 65% | 21% | 24% | 19% |
| 65+ | 41% | 10% | 9% | 8% |
| White | 67% | 32% | 26% | 24% |
| Black | 70% | 43% | 28% | 26% |
| Hispanic | 73% | 38% | 13% | 20% |
| High school or less | 60% | 29% | 9% | 18% |
| Some college | 71% | 36% | 22% | 25% |
| College graduate | 77% | 42% | 50% | 32% |
| Urban | 75% | 42% | 30% | 29% |
| Suburban | 67% | 34% | 27% | 23% |
| Rural | 58% | 25% | 13% | 17% |

Source: Source: Survey conducted Jan. 3-10, 2018.

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- **Pinterest/Snapchat/YouTube/WhatsApp**

% of U.S. adults who use each social media platform

| | Pinterest | Snapchat | YouTube | WhatsApp |
|---------------------|------------------|-----------------|----------------|-----------------|
| Total | 29% | 27% | 73% | 22% |
| Men | 16% | 23% | 75% | 20% |
| Women | 41% | 31% | 72% | 24% |
| Ages 18-29 | 34% | 68% | 91% | 27% |
| 30-49 | 34% | 26% | 85% | 32% |
| 50-64 | 26% | 10% | 68% | 17% |
| 65+ | 16% | 3% | 40% | 6% |
| White | 32% | 24% | 71% | 14% |
| Black | 23% | 36% | 76% | 21% |
| Hispanic | 23% | 31% | 78% | 49% |
| High school or less | 18% | 24% | 65% | 20% |
| Some college | 32% | 31% | 74% | 18% |
| College graduate | 40% | 26% | 85% | 29% |
| Urban | 29% | 32% | 80% | 28% |
| Suburban | 31% | 26% | 74% | 19% |
| Rural | 28% | 18% | 59% | 9% |

Source: Source: Survey conducted Jan. 3-10, 2018.

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