



Who uses each social media platform?

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

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

Source: Pew Research Center

	Facebook	Instagram	LinkedIn	Twitter
Total	76%	39%	28%	27%
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%
High school or less	60%	29%	9%	18%
Some college	71%	36%	22%	25%
College graduate	77%	42%	50%	32%
Less than \$30,000	66%	30%	13%	20%
\$30,000-\$49,999	74%	42%	20%	21%
\$50,000-\$74,999	70%	32%	24%	26%
\$75,000+	75%	42%	45%	32%