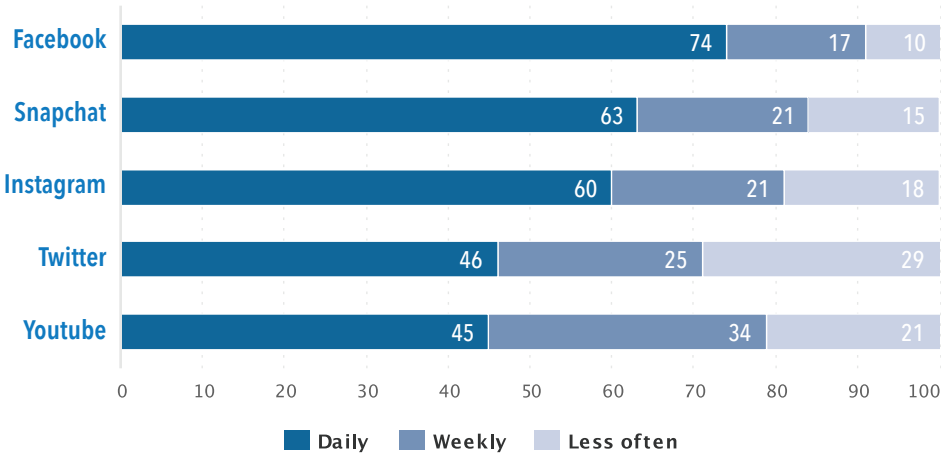


## ? How often Americans use social media sites?

For many users, social media is part of their daily routine. Roughly three-quarters of Facebook users – and around half of Instagram users – visit these sites at least once a day.

Among the users of each social media site, the % who use that site with the following frequencies.



## ? Social Media Saturation

Facebook is the most dominant social media platform. The majority of users on other social media platforms are also frequent users of Facebook as well.

% of users NOT using Facebook also.

Instagram	9%
Twitter	10%
LinkedIn	10%
Pinterest	11%

## ? 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
<b>Total</b>	<b>76%</b>	<b>39%</b>	<b>28%</b>	<b>27%</b>
<b>Men</b>	<b>62%</b>	<b>30%</b>	<b>25%</b>	<b>23%</b>
<b>Women</b>	<b>74%</b>	<b>39%</b>	<b>25%</b>	<b>24%</b>
<b>Ages 18-29</b>	<b>81%</b>	<b>64%</b>	<b>29%</b>	<b>40%</b>
<b>30-49</b>	<b>78%</b>	<b>40%</b>	<b>33%</b>	<b>27%</b>
<b>50-64</b>	<b>65%</b>	<b>21%</b>	<b>24%</b>	<b>19%</b>
<b>65+</b>	<b>41%</b>	<b>10%</b>	<b>9%</b>	<b>8%</b>
<b>High school or less</b>	<b>60%</b>	<b>29%</b>	<b>9%</b>	<b>18%</b>
<b>Some college</b>	<b>71%</b>	<b>36%</b>	<b>22%</b>	<b>25%</b>
<b>College graduate</b>	<b>77%</b>	<b>42%</b>	<b>50%</b>	<b>32%</b>
<b>Less than \$30,000</b>	<b>66%</b>	<b>30%</b>	<b>13%</b>	<b>20%</b>
<b>\$30,000-\$49,999</b>	<b>74%</b>	<b>42%</b>	<b>20%</b>	<b>21%</b>
<b>\$50,000-\$74,999</b>	<b>70%</b>	<b>32%</b>	<b>24%</b>	<b>26%</b>
<b>\$75,000+</b>	<b>75%</b>	<b>42%</b>	<b>45%</b>	<b>32%</b>