

% of Internet Users On Social Media

	Twitter	Facebook	Pinterest	Instagram	LinkedIn
Men	17	66	8	15	24
Women	18	76	33	20	19
White	16	71	21	12	22
Black	29	76	20	34	30
Hispanic	16	73	18	23	13
18-29	31	84	27	37	15
30-49	19	79	24	18	27
50-64	9	60	14	6	24
65+	5	45	9	1	13
High school	17	71	17	16	12
Some college	18	75	20	21	16
College	18	68	25	15	38
Less than \$30,000/yr	17	76	15	18	12
\$30-49,000/yr	18	76	21	20	13
\$50-74,000/yr	15	68	21	15	22
\$75,000+ /yr	19	69	27	16	38
Urban	18	75	19	22	23
Suburban	19	69	23	18	26
Rural	11	71	17	6	8
average # of friends		130			
Average # of pages, events, groups		80			
# of monthly active users		1,310,000,000			
# of fake profiles		81,000,000			
# of Pages		54,200,000			
Links shared / 20 minutes		1,000,000			
Friends requested		2,000,000			
% of users outside US		75%			
avg # of connections					
age 18 - 34					319
age 35-46					198
# of US users					84,000
# of unique monthly visitors					184,000
% of daily users					40%
# of business pages					3,000,000