

## % of Internet Users On Social Media

	Twitter	Facebook	Pinterest	Instagram	LinkedIn
Percent of Internet Users	23	71	31	28	25
Percent of US adults (2015 #)	19	58	22	21	23
Men	25	66	16	24	26
Women	21	77	44	31	25
White	20	70	32	21	26
Black	28	67	23	47	22
Hispanic	28	75	32	38	22
18-29	32	82	37	55	22
30-49	29	79	26	28	32
50-64	13	64	24	11	26
65+	6	48	16	4	12
High school	19	71	25	25	9
Some college	23	72	37	32	25
College	27	72	31	26	46
Less than \$30,000/yr	21	73	24	26	17
\$30-49,000/yr	19	72	37	27	21
\$50-74,000/yr	25	66	41	30	32
\$75,000+ /yr	26	78	30	26	14
Urban	30	74	26	32	30
Suburban	21	72	34	28	26
Rural	15	67	31	18	12
Employed					32
Not employed					14
average # of friends		338			
avg # of connections					393
% of daily users	38	70	27	59	22
Avg # of Skills					45
Avg # of Groups					7