

Rotary

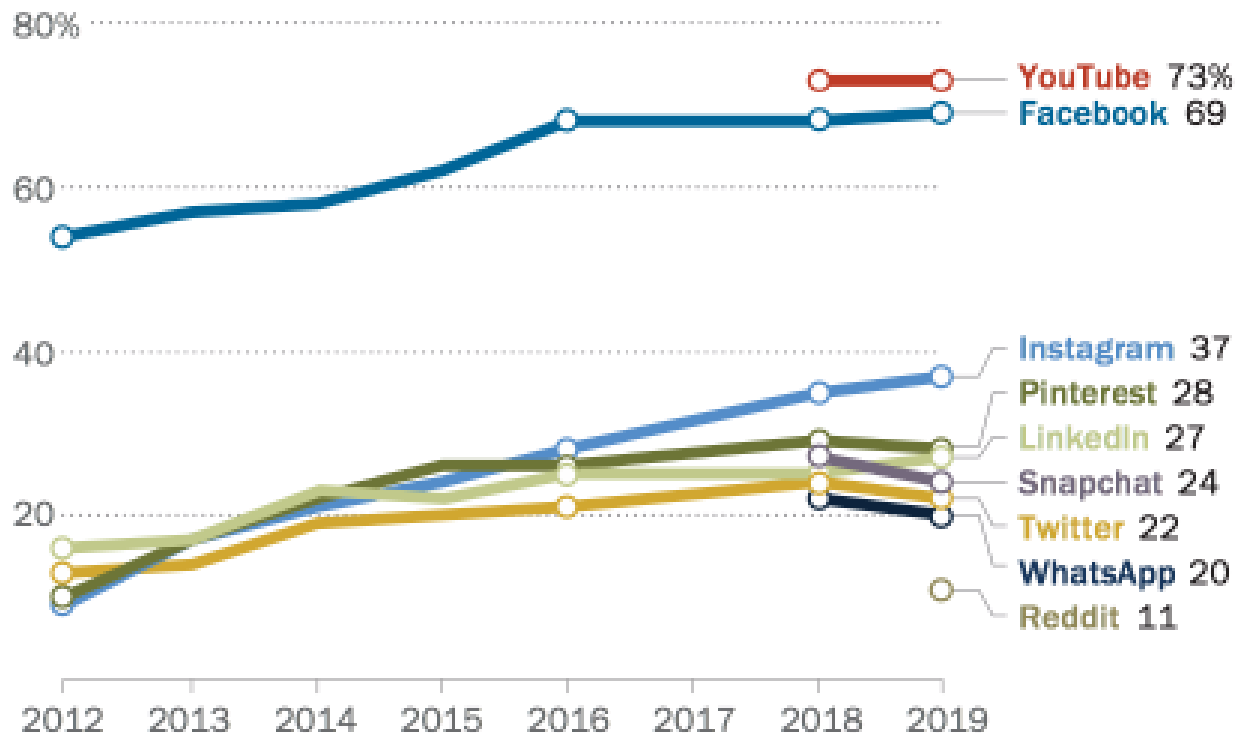


District 5180

2019 Social Stats

Facebook, YouTube continue to be the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use the following online platforms or messaging apps online or on their cellphone



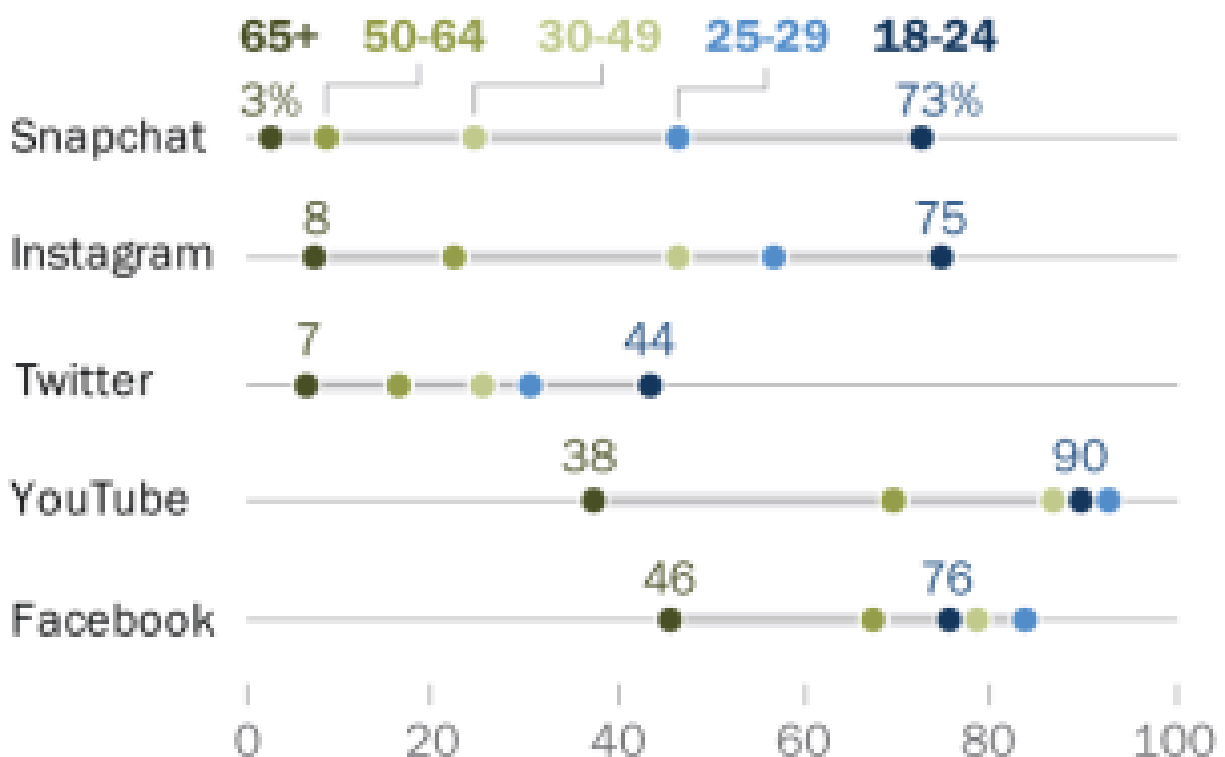
Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp. Comparable trend data is not available for Reddit.

Source: Survey conducted Jan. 8-Feb. 7, 2019.

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Snapchat and Instagram are especially popular among 18- to 24-year-olds

% of U.S. adults in each age group who say they ever use ...



Note: Respondents who did not give an answer are not shown.

Source: Survey conducted Jan. 8-Feb. 7, 2019.

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Use of different online platforms by demographic groups

% of U.S. adults who say they ever use the following online platforms or messaging apps

| | YouTube | Facebook | Instagram | Pinterest | LinkedIn | Snapchat | Twitter | WhatsApp | Reddit |
|------------------------|---------|----------|-----------|-----------|----------|----------|---------|----------|--------|
| U.S. adults | 73% | 69% | 37% | 28% | 27% | 24% | 22% | 20% | 11% |
| Men | 78 | 63 | 31 | 15 | 29 | 24 | 24 | 21 | 15 |
| Women | 68 | 75 | 43 | 42 | 24 | 24 | 21 | 19 | 8 |
| White | 71 | 70 | 33 | 33 | 28 | 22 | 21 | 13 | 12 |
| Black | 77 | 70 | 40 | 27 | 24 | 28 | 24 | 24 | 4 |
| Hispanic | 78 | 69 | 51 | 22 | 16 | 29 | 25 | 42 | 14 |
| Ages 18-29 | 91 | 79 | 67 | 34 | 28 | 62 | 38 | 23 | 22 |
| 18-24 | 90 | 76 | 75 | 38 | 17 | 73 | 44 | 20 | 21 |
| 25-29 | 93 | 84 | 57 | 28 | 44 | 47 | 31 | 28 | 23 |
| 30-49 | 87 | 79 | 47 | 35 | 37 | 25 | 26 | 31 | 14 |
| 50-64 | 70 | 68 | 23 | 27 | 24 | 9 | 17 | 16 | 6 |
| 65+ | 38 | 46 | 8 | 15 | 11 | 3 | 7 | 3 | 1 |
| <\$30,000 | 68 | 69 | 35 | 18 | 10 | 27 | 20 | 19 | 9 |
| \$30,000- \$74,999 | 75 | 72 | 39 | 27 | 26 | 26 | 20 | 16 | 10 |
| \$75,000+ | 83 | 74 | 42 | 41 | 49 | 22 | 31 | 25 | 15 |
| High school or less | 64 | 61 | 33 | 19 | 9 | 22 | 13 | 18 | 6 |
| Some college | 79 | 75 | 37 | 32 | 26 | 29 | 24 | 14 | 14 |
| College+ | 80 | 74 | 43 | 38 | 51 | 20 | 32 | 28 | 15 |
| Urban | 77 | 73 | 46 | 30 | 33 | 29 | 26 | 24 | 11 |
| Suburban | 74 | 69 | 35 | 30 | 30 | 20 | 22 | 19 | 13 |
| Rural | 64 | 66 | 21 | 26 | 10 | 20 | 13 | 10 | 8 |

Note: Respondents who did not give an answer are not shown. Whites and blacks include only non-Hispanics. Hispanics are of any race.
Source: Survey conducted Jan. 8-Feb. 7, 2019.

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