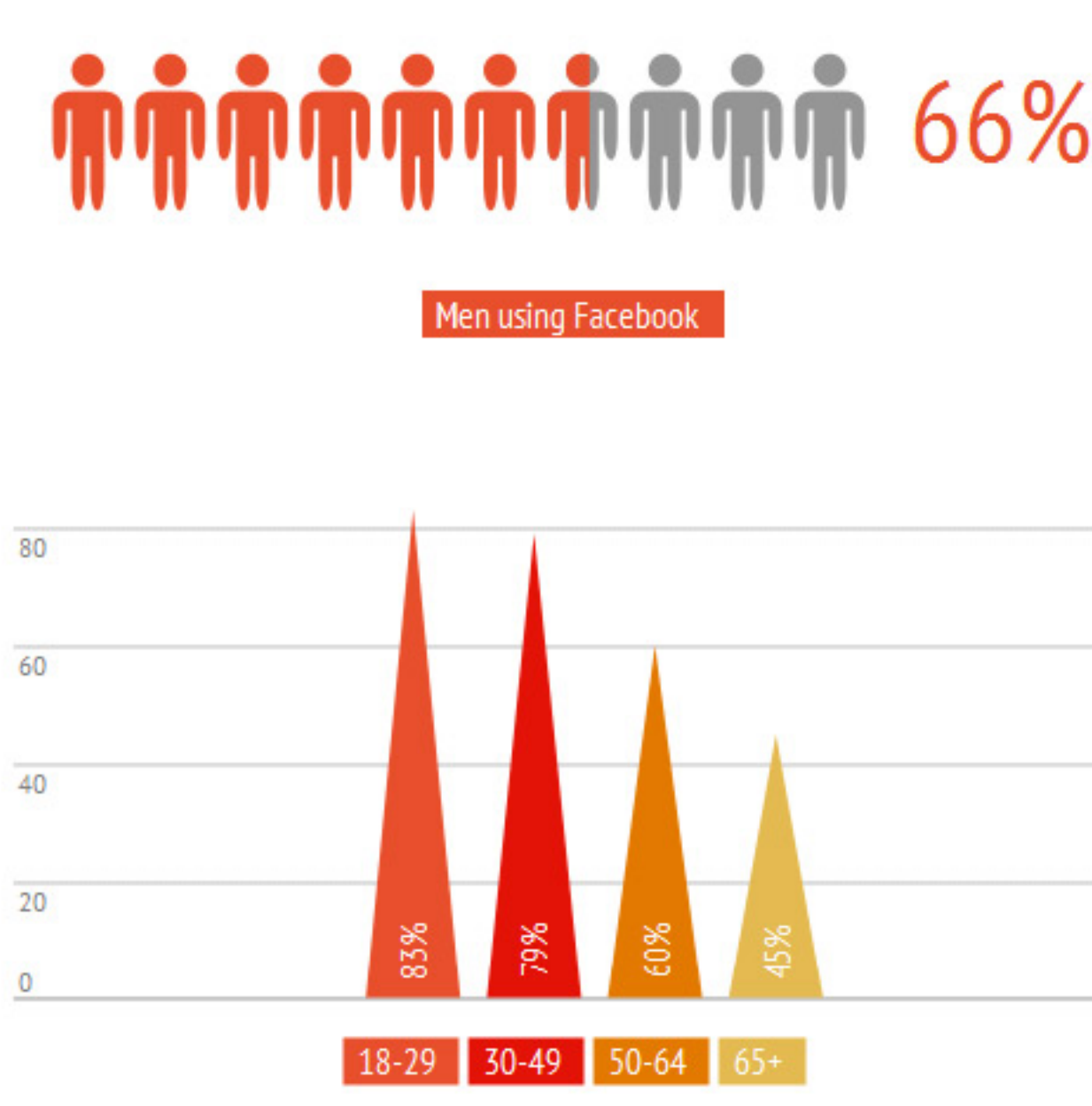


COPY: SOCIAL MEDIA DEMOGRAPHICS AT A GLANCE

Facebook by Gender and Age Group

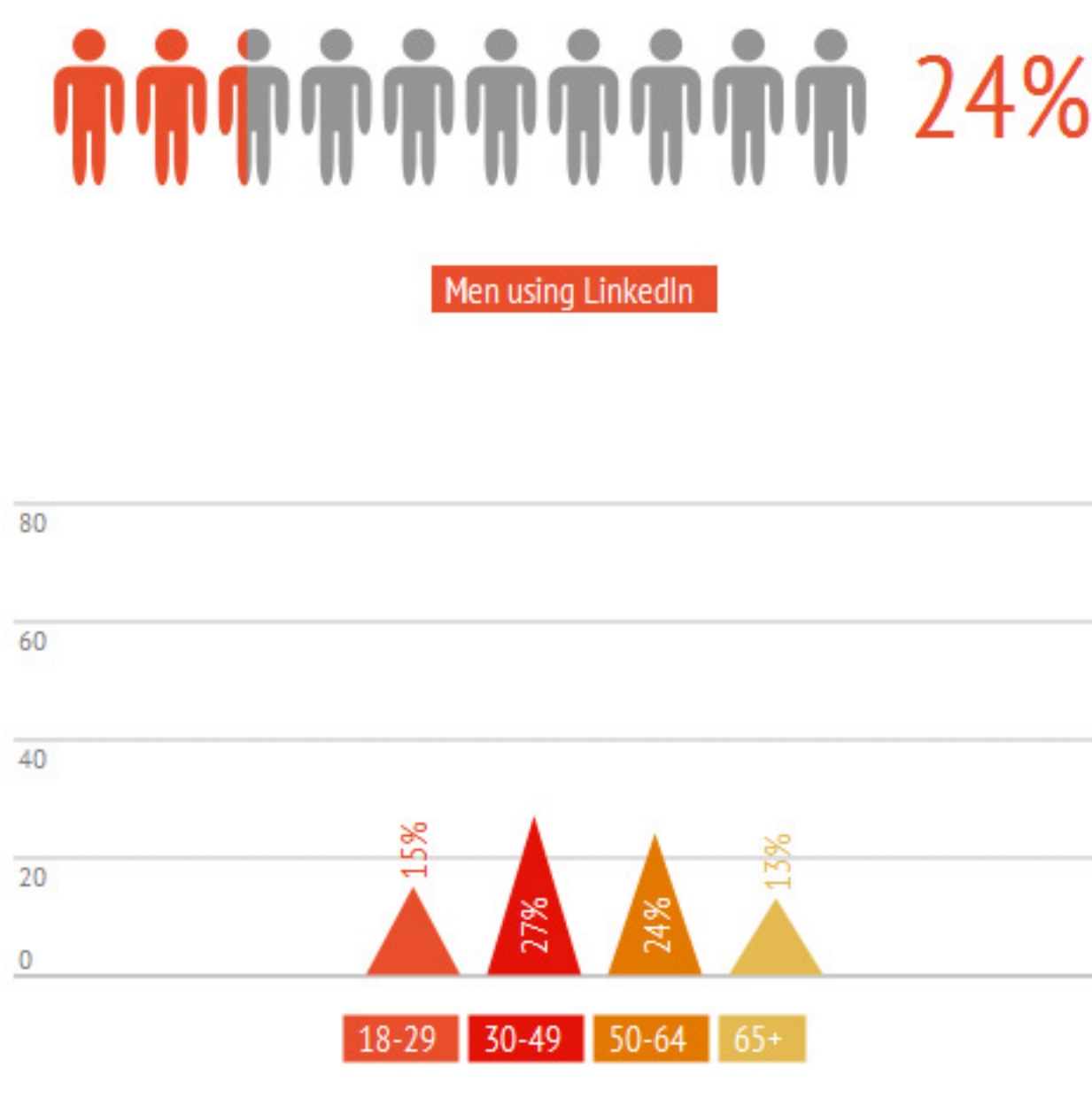


Ages 45-54 have seen a 46% growth since 2012

Twitter by Gender and Age Group



LinkedIn by Gender and Age Group

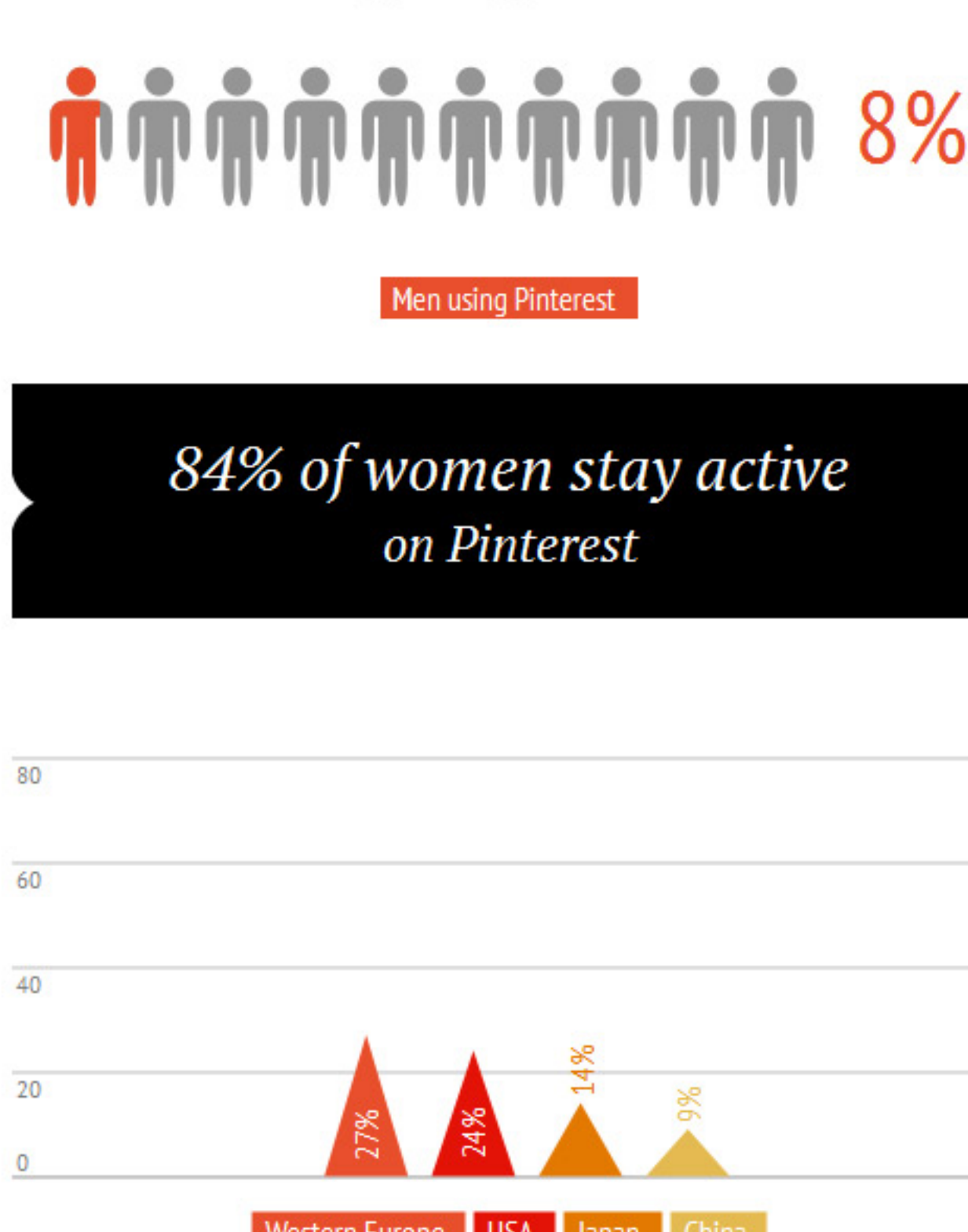


Instagram by Gender and Age Group



23% of teen choose Instagram over any other social network

Pinterest by Gender and Age Range



84% of women stay active on Pinterest