# **COPY: SOCIAL MEDIA DEMOGRAPHICS AT A GLANCE**

## Facebook by Gender and Age Group

Men



Women



80

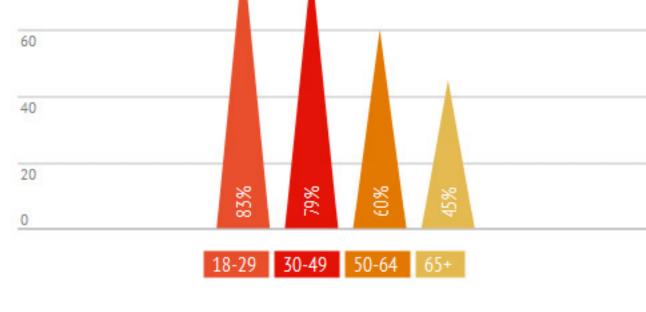
80

80

60

40

Men using Facebook



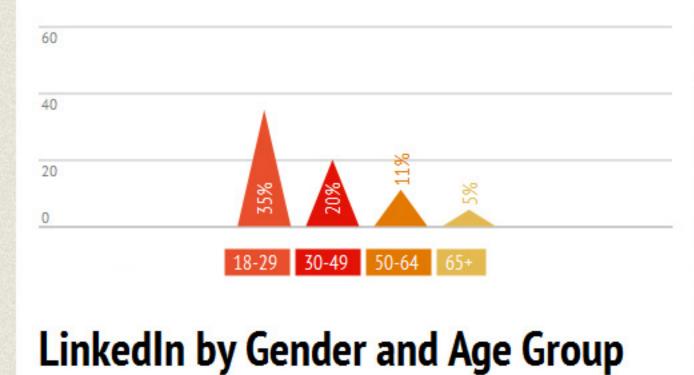
Ages 45-54 have seen a 46%

growth since 2012 Twitter by Gender and Age Group

### ) Men ) Women

**LALLALLALLALLA** 

Men using Twitter



Men (

) Women

Men using LinkedIn

20 0 30-49 50-64 65+ Instagram by Gender and Age Group

Men () Women

## Men using Instagram

80 40 20

30-49 50-64 65+

23% of teen choose Instagram

over any other social network

Men Women

Men using Pinterest

Pinterest by Gender and Age Range

# 

84% of women stay active on Pinterest

80

60

40

20

0

Western Europe USA Japan