

Social Networking Sites

% of internet users who use social networking sites

		Use Social Networking Sites
All internet users (n=1,802)		67%
a	Men (n=846)	62
b	Women (n=956)	71 ^a
Race/ethnicity		
a	White, Non-Hispanic (n=1,332)	65
b	Black, Non-Hispanic (n=178)	68
c	Hispanic (n=154)	72
Age		
a	18-29 (n=318)	83 ^{bcd}
b	30-49 (n=532)	77 ^{cd}
c	50-64 (n=551)	52 ^d
d	65+ (n=368)	32
Education attainment		
a	Less than high school/high school grad (n=549)	66
b	Some College (n=519)	69
c	College + (n=721)	65
Household income		
a	Less than \$30,000/yr (n=409)	72
b	\$30,000-\$49,999 (n=330)	65
c	\$50,000-\$74,999 (n=283)	66
d	\$75,000+ (n=504)	66
Urbanity		
a	Urban (n=561)	70 ^c
b	Suburban (n=905)	67
c	Rural (n=336)	61

Source: Pew Research Center's Internet & American Life Project Post-Election Survey, November 14 – December 09, 2012. N=1,802 internet users. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/- 2.6 percentage points for results based on internet users.

Note: Percentages marked with a superscript letter (e.g., ^a) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g. age).