






Social network demographics

 Facebook	 Pinterest	 Instagram	 LinkedIn	 TikTok
Largest age group: 18 - 29 Gender: 54% female 46% male Average time spent: 35 minutes per day	Largest age group: 30 - 49 Gender: 70% female 30% male Average time spent: 14 minutes per day	Largest age group: 18 - 29 Gender: 51% female 49% male Average time spent: 53 minutes per day	Largest age group: 25 - 34 Gender: 43% female 57% male Average time spent: 6 minutes per day	Largest age group: 10 - 29 Gender: 59% female 41% male Time spent: 45 minutes per day

Sources:

Khoros, *The 2020 social media demographics guide*
MediaKix, *Top 20 TikTok Statistics*

