



Chi usa i Social Networks?

di Paolo Franzese

Da un articolo molto interessante (<http://premium.docstoc.com/article/151946864/INFOGRAPHIC-Survey-Reveals-Which-Demographics-Use-What-Social-Media>) pongo alla vostra attenzione un riepilogo:

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Sesso: 62% Uomini e 71% Donne;

Età: 83% dai 18 ai 29 anni e il 77% dai 30 ai 49 anni;

Reddito familiare: 72% maggiore di 30.000;

Popolazione: 70% Urbana;

Livello: 69% In media universitari;

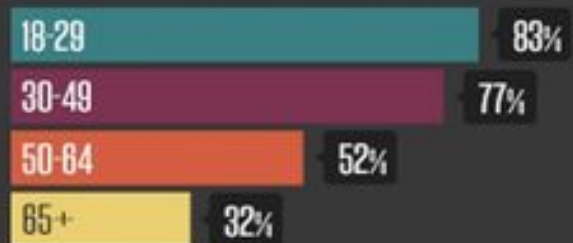
Il tutto riassunto in questa infografica:

WHICH DEMOGRAPHICS USE SOCIAL MEDIA?

BY SEX



BY AGE



BY HOUSEHOLD INCOME



BY POPULATION DENSITY




BY EDUCATION LEVEL





BY RACE



WHICH NETWORKING SITES ARE MORE APPEALING TO SPECIFIC DEMOGRAPHICS?

 **PINTEREST:** Rural residents, women, whites, some level of college education or higher, middle to high income

 **INSTAGRAM:** African-Americans, Hispanics, urban residents, 18-29 year olds

 **TWITTER:** 18-29 year olds.



Source: premium.docstoc.com via [Paolo on Pinterest](#) Da un articolo scritto da Paolo Franzese il 27 Aprile 2013