



# 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:

## Chi usa i Social Networks?

**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;

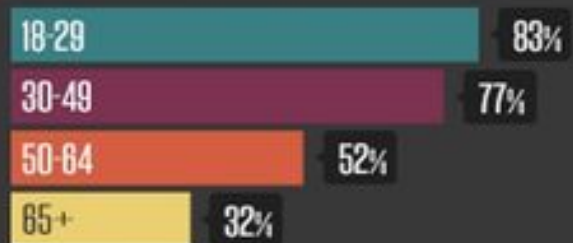
Il tutto riassunto in questa infografica:

# WHICH DEMOGRAPHICS USE SOCIAL MEDIA?

## BY SEX



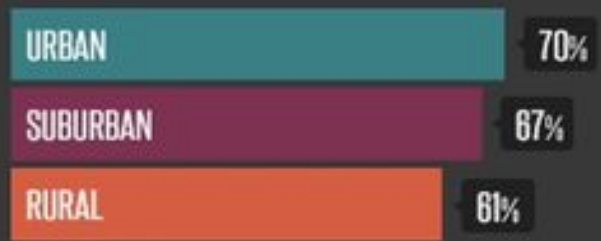
## BY AGE



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