

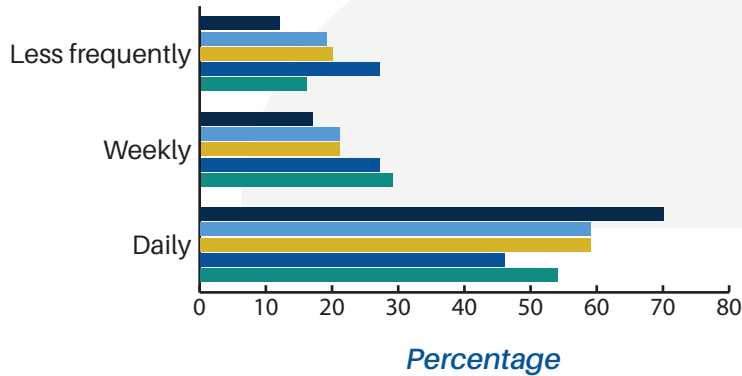


# Which Social Media Channels Are Most Commonly Used?

The data of U.S adults social media usage of the most common channels and how often they use each platform.



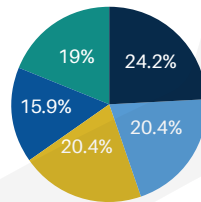
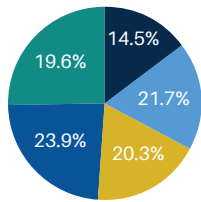
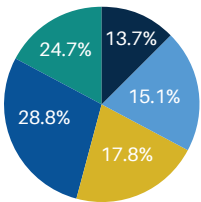
Among U.S. adults who say they use \_\_ the % who use each site...



Less Frequently

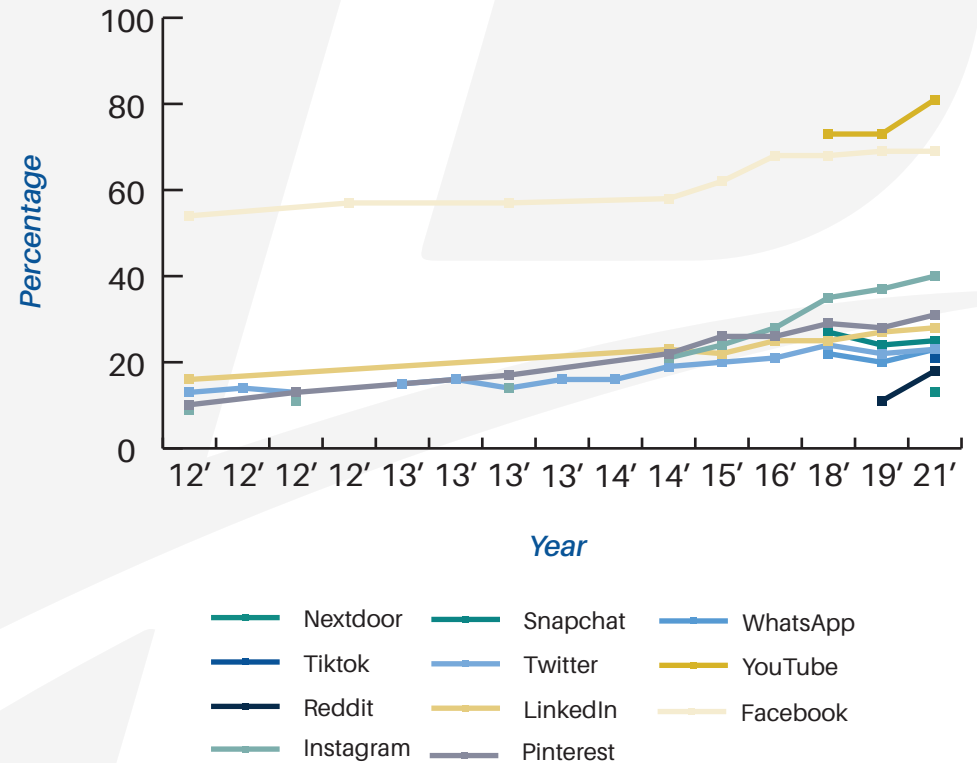
Weekly

Daily



My findings for these two chart are that YouTube is the go-to for all age groups, offering a wide range of content. While Facebook takes the lead among older adults at 78% weekly, this is because they use it for long-distance connections. Instagram coincides with the younger adults at 76% weekly and they use it for visual sharing. Snapchat is popular with young adults as well with 70-69% weekly. Lastly, Twitter is favored by college graduates leaving it at 60% weekly.

% of U.S. adults who say they ever use...



My findings for this chart is that this data shows social media beginning to grow rapidly over time to the point that if someone has a smartphone, they most likely use social media. In 2012, 54% of U.S. adults used social media daily and began to rise even more by 2021 at 69%. Different social media applications appeal to different demographics. YouTube seems to be the most popular social media platform among U.S adults.

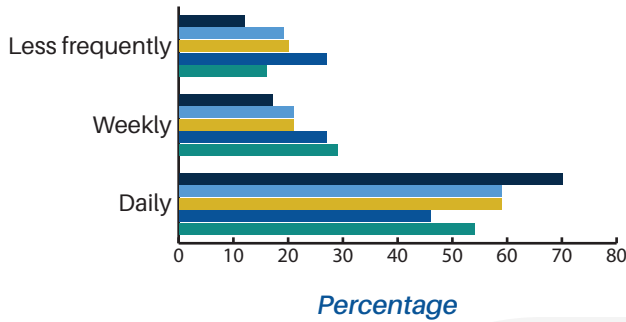


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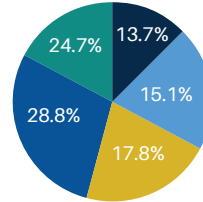


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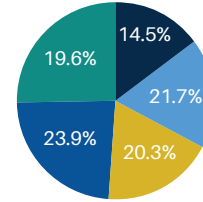
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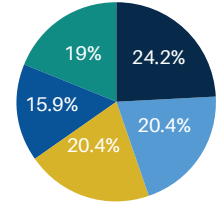
Less Frequently



Weekly

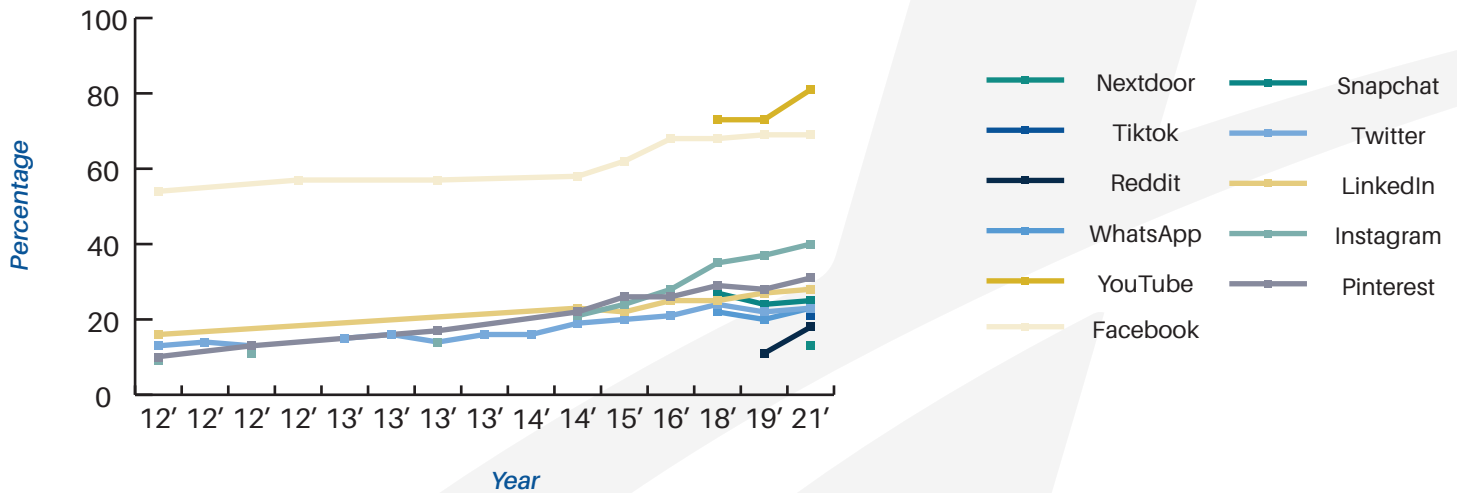


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