

## Adult Use of Social Media at All-Time High

Article By:

Stephen Fairley

---

The most definitive study of Internet usage by Americans – the [Pew Research Center's Internet & American Life Project](#) – reports that social media usage by U.S. adults is at a record high: 72% of online adults report using at least one social networking site, up from 67% in December 2012:

And while growth occurred in every age group, the biggest increases were found among older adults:

**43% of Internet users over the age of 65** reported using social networking sites as of May 2013, a big jump from 32% at the end of 2012

**60% of Internet users aged 50-64** used social networks as of May 2013, up from 52% in

---

December 2012

Other findings from the Pew Research study:

- **78% of Internet users aged 30-49** use social networking sites
- **89% of Internet users aged 18-29** use social networking sites
- **Social media adoption is highest among Hispanics** (80%), followed by African-Americans (75%) and white non-Hispanics (70%)
- More women (74%) than men (70%) use social media
- **71% of adults with a household income above \$75,000** use social media

When Pew Research started this survey in 2005, only **8%** of online adults used social media – just 8 years later, that number is now **72%**.

You get where this is going, right?

© The Rainmaker Institute, All Rights Reserved

---

National Law Review, Volume III, Number 221

Source URL: <https://natlawreview.com/article/adult-use-social-media-all-time-high>