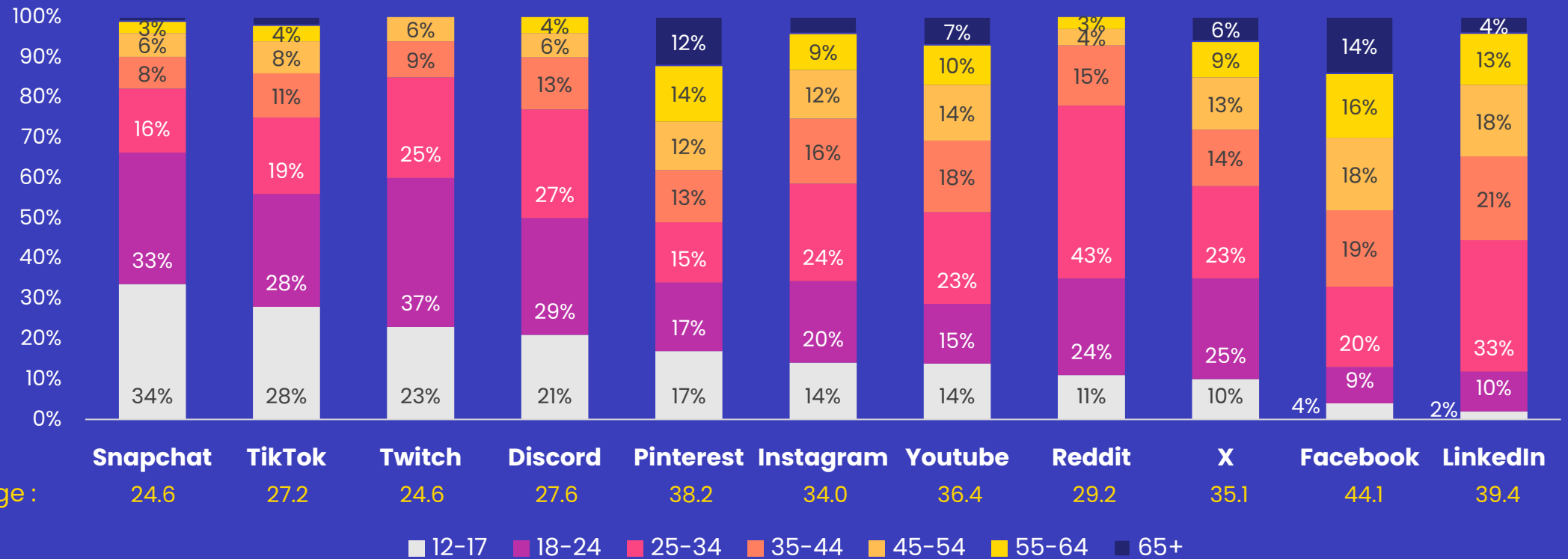


Social media intensive users by age

Users 12+ in % (3+ times/week)



Age breakdown users (3+ times/week)



Average age :

Platform	Average age
Snapchat	24.6
TikTok	27.2
Twitch	24.6
Discord	27.6
Pinterest	38.2
Instagram	34.0
Youtube	36.4
Reddit	29.2
X	35.1
Facebook	44.1
LinkedIn	39.4

12-17 18-24 25-34 35-44 45-54 55-64 65+

