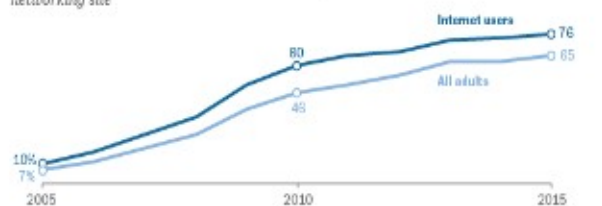




# SOCIAL MEDIA

## Social Networking Has Shot up in Past Decade

Percent of all American adults and internet-using adults who use at least one social networking site



Source: Pew Research Center surveys, 2005-2006, 2008-2015. No data are available for 2007.

PEW RESEARCH CENTER

## Global Penetration of Social Platform - Active Usage, % of internet users globally, Q2 2013

