

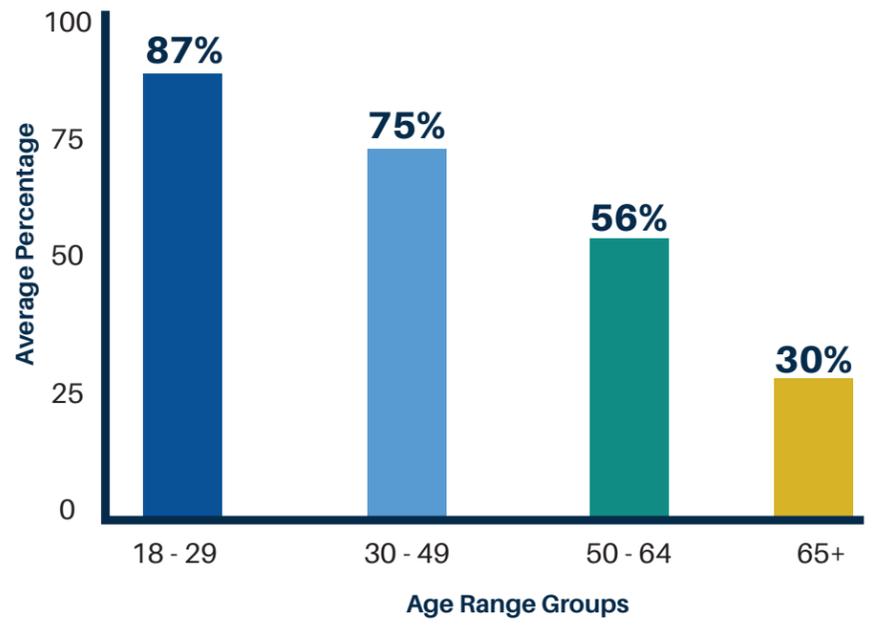
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## Introduction

Tech Crowd magazine is researching the number of adults who utilize at least one social media platform across various age ranges during the time period of 2012 - 2021. The age groups consist of ages 18 - 29, 30 - 49, 50 - 64, and 65 +. The data gathered provides information regarding the overall average range of adults who claim they use social media across the span of 2012 - 2021, the percentage of each age range individually throughout each year specifically, and the percentage of adults who claim the use at least one social media platform in 2021, the closest time period that reflects the present.



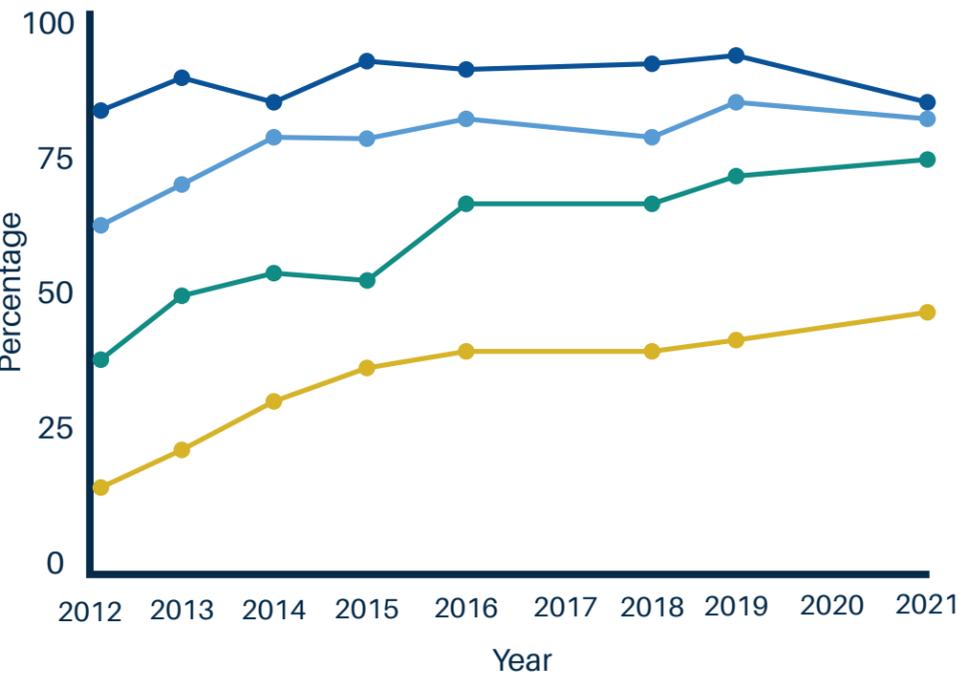
Average Age Range of Adults who Claim They Use Social Media Platforms the Least Amount 2012 - 2021



## Key Findings

Visualization 1 depicts the average amount of social media platforms adults use regarding each age range across the span of 2012 - 2021. Key findings include the age range of 65 + use social media the least with an average of 30% during the years 2012 - 2021, while the age range of 18 - 29 use social media the most with an average of 87% during the time period of 2012 - 2021. Adults in the age range of 30 - 49 use social media the second most across all age ranges during 2012 - 2021 with the average use of 75%, and the age range of 50 - 64 using social media platforms the second least amount with an average of 56%.

Percentage of Adults who claim they use Social Media Platforms the most by age range 2012 - 2021



## Legend

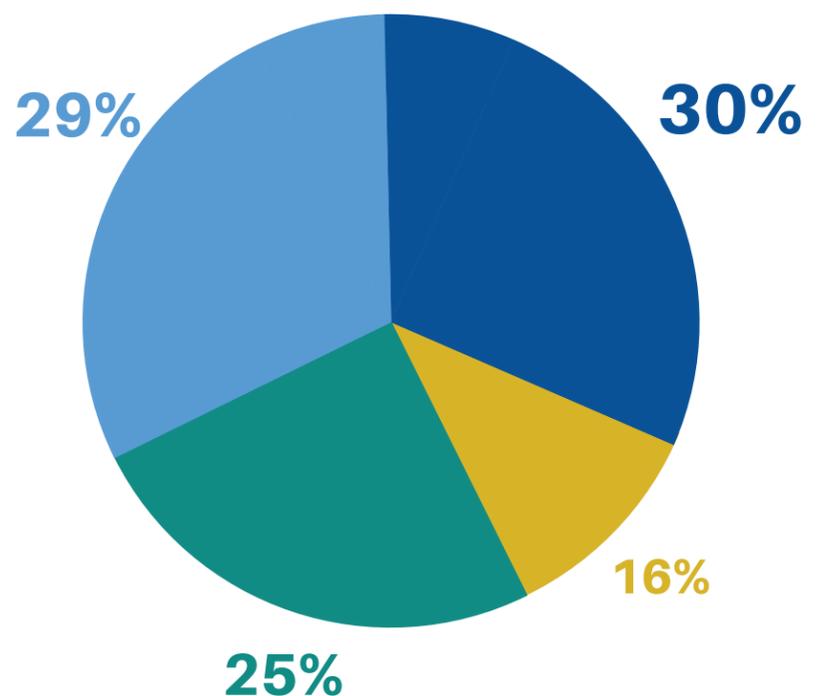
- 18 - 29
- 30 - 49
- 50 - 64
- 65 +



## Key Findings

Visualization 1 depicts the total amount each age range uses social media across 2012 - 2021, comparing all four age ranges. Key findings include the age range of 18 - 29 uses social media the most with the highest percentages ranging from 81 % in 2012, peaking at 90% in 2015, and maintain a higher usage status of 84% in 2021. People within the age range of 65+ used social media the least with a low of 16% in 2012, an increase of usage in 2015 with 35% with a continuous trend of higher usage in this age range with a 45% usage in 2021. Following visualization 1, the age range of 30 - 49 maintains the second highest usage percentage while the age range of 50 - 64 maintains the second least percentage usage of social media between the years 2012 and 2021. Some trends Tech Crowd can take away from visualization 2 includes the three age ranges with lowest activity tend to increase their activity slightly overtime, while the higher group ( 18 - 29 ) maintains an average social media usage from 2012 - 2021.

Percentage of Adults who claim they use Social Media Platforms by age range in 2021



## Key Findings

Visualization 3 highlights the most recent trends of each age group regarding the most recent year with data in 2021. From the pie chart, Tech Crowd can determine the youngest age range still uses social media the most with a percentage of 30%, and ages 30 - 29 using social media slightly less than the younger age range with a percentage of 29%. We can gather that adults within the age range of 50 - 64 still use social media the second least across all age ranges with a usage of 25%, and adults 65+ using social media the least with a usage of 16%. Tech Crowd can determine each age range is using social media more, with the older age ranges continuing to use social media more and are catching up with younger generations.

