Clubhouse Users in America 2021
The Social Habit
From Edison Research

- Daily online tracking study of U.S. social media consumers, ages 18+, that provides a definitive look at how Americans use and think about social media.
- Monthly sample size reaches approximately 1500 social media consumers.
- Flexible subscription options ranging from access to a full dataset and bespoke questions and analytics to a more limited dataset providing a snapshot over a month.
Clubhouse users in America 2021

- Featuring data from The Social Habit research series
- 4,557 Adults age 18 and older
- All respondents report regular usage of one or more of the major social media platforms
- Interviews conducted 2/8/21-4/25/21
% who ever use [service]:

Social Media Users Age 18+

- YouTube: 89
- Facebook: 81
- Instagram: 58
- Twitter: 46
- LinkedIn: 42
- Snapchat: 40
- TikTok: 36
- Reddit: 33
- Parler: 16
- Clubhouse: 15
- Gab: 15

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#SocialHabit
Gender:
Age 18+

U.S. Population

- Men: 50%
- Women: 50%

Source: U.S. Census, ACS 2018

Clubhouse Users

- Men: 66%
- Women: 33%
- Non-binary: 1%

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Age:

Age 18+

**U.S. Population**
- Age 18-34: 31%
- Age 35-54: 33%
- Age 55+: 36%

**Clubhouse Users**
- Age 18-34: 56%
- Age 35-54: 42%
- Age 55+: 2%

Source: U.S. Census, ACS 2018

#SocialHabit
Race/Ethnicity:

Age 18+

U.S. Population

- White: 54%
- Hispanic/Latino: 18%
- Black: 13%
- Other/No Answer: 11%
- Asian: 4%

Clubhouse users

- White: 59%
- Hispanic/Latino: 19%
- Black: 17%
- Other/No Answer: 1%
- Asian: 4%

Source: U.S. Census, ACS 2018

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Education:
Age 18+

U.S. Population
- High School or less 37%
- Four year college degree 22%
- 1-3 years of college 28%
- Some graduate credits or advanced degree 13%

Clubhouse Users
- Some graduate credits or advanced degree 50%
- High School or less 11%
- 1-3 years of college 8%
- Four year college degree 31%

Source: U.S. Census, CPS 2020

#SocialHabit
Income:
Age 18+

U.S. Population
- Less than $25,000: 17%
- $25,000-$50,000: 20%
- $50,000-$75,000: 17%
- $75,000-$100,000: 12%
- $100,000-$150,000: 15%
- Over $150,000: 19%

Clubhouse Users
- Prefer not to answer: 2%
- Less than $25,000: 7%
- $25,000-$50,000: 27%
- $50,000-$75,000: 19%
- $75,000-$100,000: 19%
- $100,000-$150,000: 13%
- Over $150,000: 13%

Source: U.S. Census, CPS 2020
Political Ideology:

Age 18+

Social Media Users
- Liberal: 29%
- Conservative: 27%
- Prefer not to answer: 8%
- Moderate: 36%

Clubhouse users
- Liberal: 42%
- Prefer not to answer: 3%
- Conservative: 25%
- Moderate: 30%

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Ever Use Clubhouse
SOCIAL MEDIA USERS 18+

WEEK STARTING EACH DATE

Feb 15  15
Feb 22  14
Mar 1   14
Mar 8   14
Mar 15  13
Mar 22  13
Mar 29  14
April 5 15
April 12 17
April 19 17
April 26 18

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How often do you use Clubhouse?

Clubhouse Users Age 18+

- At least once a day: 44%
- At least once a week: 28%
- At least once a month: 15%
- Less than once a month: 13%
Average Weekly Time Spent Using Clubhouse

**Clubhouse Users 18+**

- **February**: 3:36
- **March**: 4:48
- **April**: 4:12

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Weekly Time Spent Using Clubhouse

Clubhouse Users Age 18+

<table>
<thead>
<tr>
<th>Month</th>
<th>Less than one hour per week</th>
<th>1-5 hours per week</th>
<th>5+ hours per week</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>2</td>
<td>81</td>
<td>17</td>
</tr>
<tr>
<td>March</td>
<td>4</td>
<td>73</td>
<td>22</td>
</tr>
<tr>
<td>April</td>
<td>8</td>
<td>70</td>
<td>22</td>
</tr>
</tbody>
</table>
Daily social media use:

Social Media Users Age 18+

% saying they service at least once per day

Facebook: 59 (All), 73 (Clubhouse)
YouTube: 49 (All), 75 (Clubhouse)
Instagram: 38 (All), 70 (Clubhouse)
Twitter: 25 (All), 60 (Clubhouse)
TikTok: 22 (All), 53 (Clubhouse)
Snapchat: 22 (All), 54 (Clubhouse)
Reddit: 13 (All), 40 (Clubhouse)
Parler: 7 (All), 34 (Clubhouse)
Gab: 7 (All), 34 (Clubhouse)
Clubhouse: 7 (All), 44 (Clubhouse)

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Social media platform used most often:

Social Media Users Age 18+

% saying they use platform the most

- **Facebook**: 42% (All Social Media Users), 35% (Clubhouse Users)
- **YouTube**: 29% (All Social Media Users), 20% (Clubhouse Users)
- **Instagram**: 12% (All Social Media Users), 16% (Clubhouse Users)
- **Twitter**: 8% (All Social Media Users), 7% (Clubhouse Users)
- **LinkedIn**: 8% (All Social Media Users), 5% (Clubhouse Users)
- **TikTok**: 5% (All Social Media Users), 7% (Clubhouse Users)
- **Snapchat**: 5% (All Social Media Users), 6% (Clubhouse Users)
- **Reddit**: 5% (All Social Media Users), 4% (Clubhouse Users)
- **Parler**: 3% (All Social Media Users), 1% (Clubhouse Users)
- **Gab**: 2% (All Social Media Users), 1% (Clubhouse Users)
- **Clubhouse**: 0% (All Social Media Users), 2% (Clubhouse Users)

**Base:** Giving a response

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Compared to one year ago, would you say you are using social media overall...?

**Social Media Users Age 18+**

- **More**: 40% (All social media users), 69% (Clubhouse users)
- **Same amount**: 19% (All social media users), 16% (Clubhouse users)
- **Less**: 16% (All social media users), 12% (Clubhouse users)

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#SocialHabit
Agree/Disagree: The positives of social media outweigh the negatives

Social Media Users Age 18+

<table>
<thead>
<tr>
<th>Agree</th>
<th>5</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>SOCIAL MEDIA USERS</td>
<td>14</td>
<td>18</td>
<td>43</td>
<td>13</td>
<td>12</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Agree</th>
<th>5</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLUBHOUSE USERS</td>
<td>28</td>
<td>32</td>
<td>29</td>
<td>6</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>
**Agree/Disagree:**

Being on social media has had a negative impact on your emotional wellbeing

*Social Media Users Age 18+*

<table>
<thead>
<tr>
<th>Agree</th>
<th>5</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media Users</td>
<td>13</td>
<td>15</td>
<td>34</td>
<td>18</td>
<td>20</td>
<td></td>
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</table>

<table>
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<th>4</th>
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<th>2</th>
<th>1</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clubhouse Users</td>
<td>21</td>
<td>23</td>
<td>26</td>
<td>17</td>
<td>13</td>
<td></td>
</tr>
</tbody>
</table>

#SocialHabit
Agree/Disagree:
Social media helps bring people together

Social Media Users Age 18+

Agree

SOCIAL MEDIA USERS
19 26 37 9 9

Disagree

CLUBHOUSE USERS
35 32 25 5 3
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- For more info: twebster@edisonresearch.com
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