

# Clubhouse Users in America 2021

# The Social Habit

From Edison Research

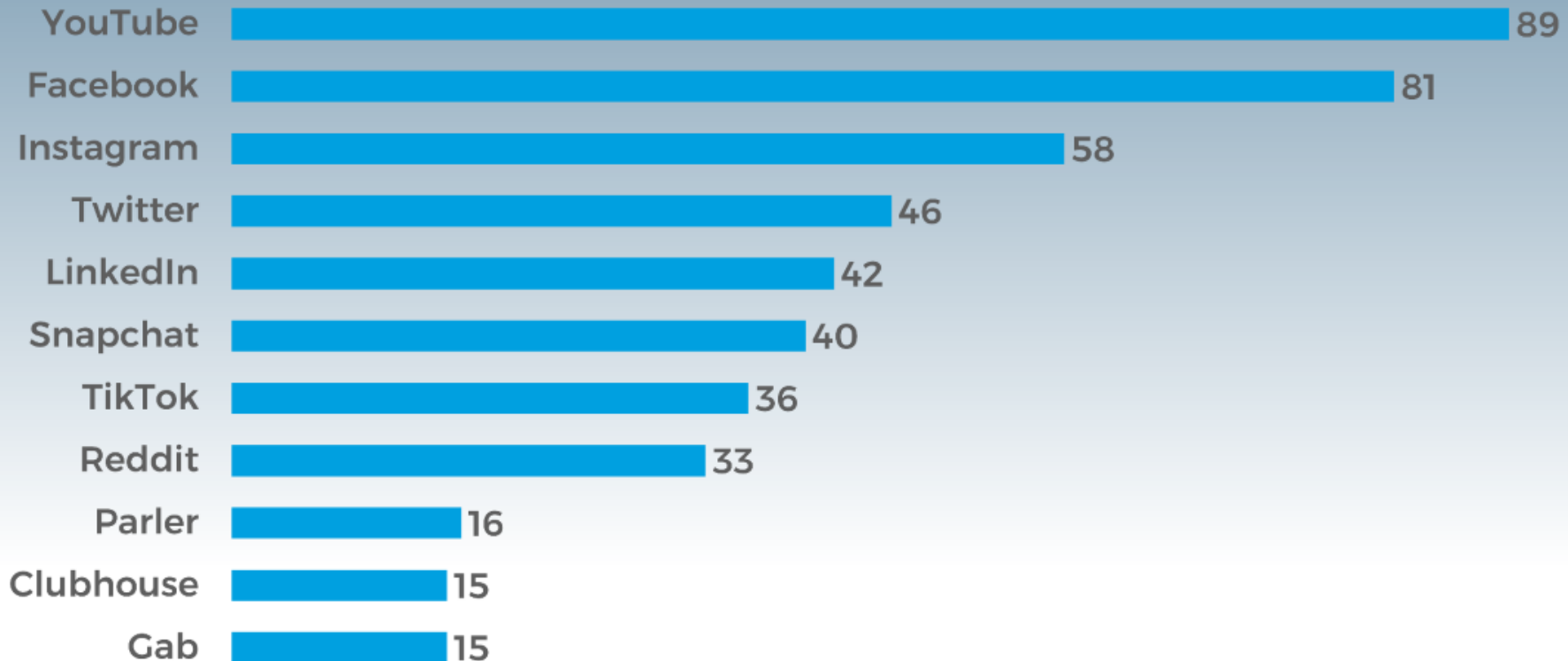
- Daily online tracking study of U.S. social media consumers, ages 18+, that provides a definitive look at how Americans use and think about social media
- Monthly sample size reaches approximately 1500 social media consumers
- Flexible subscription options ranging from access to a full dataset and bespoke 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]:

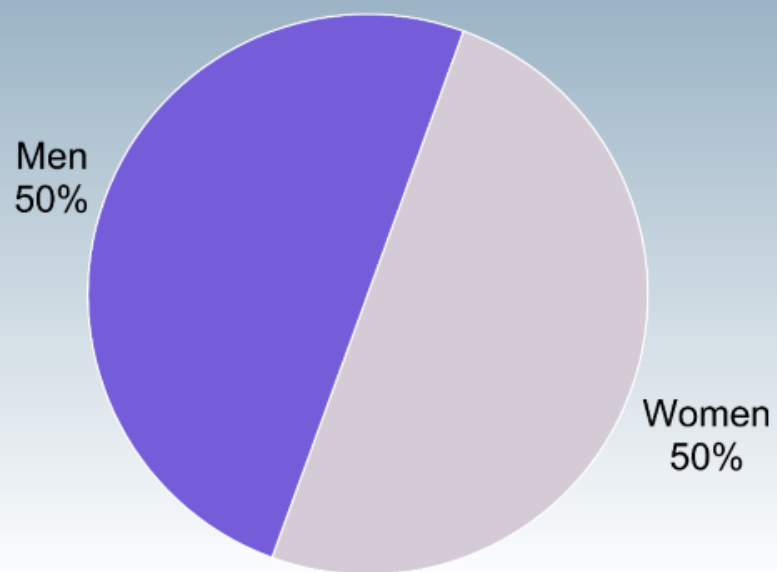
Social Media Users Age 18+



# Gender:

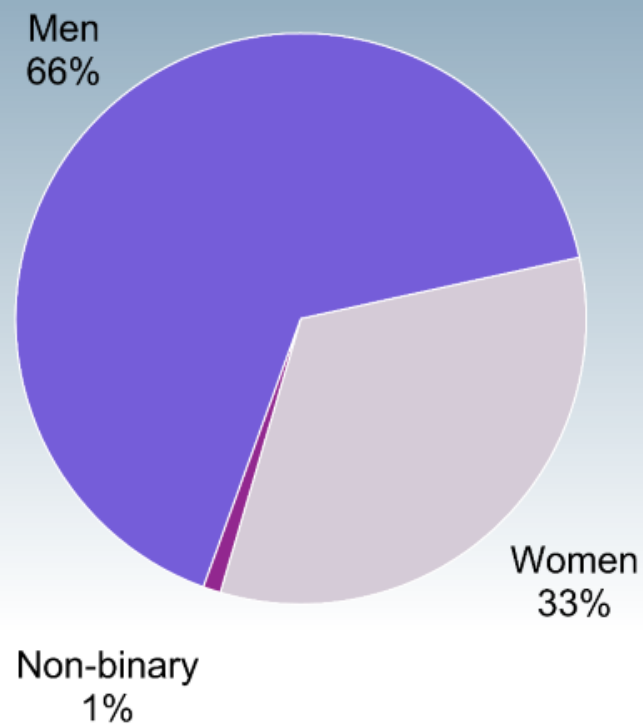
Age 18+

## U.S. Population



Source: U.S. Census, ACS 2018

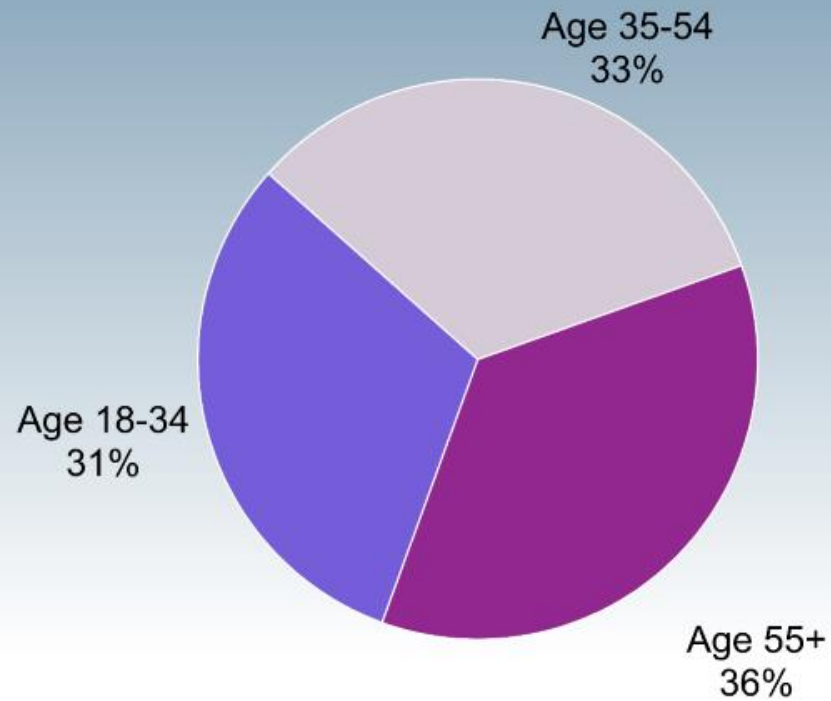
## Clubhouse Users



# Age:

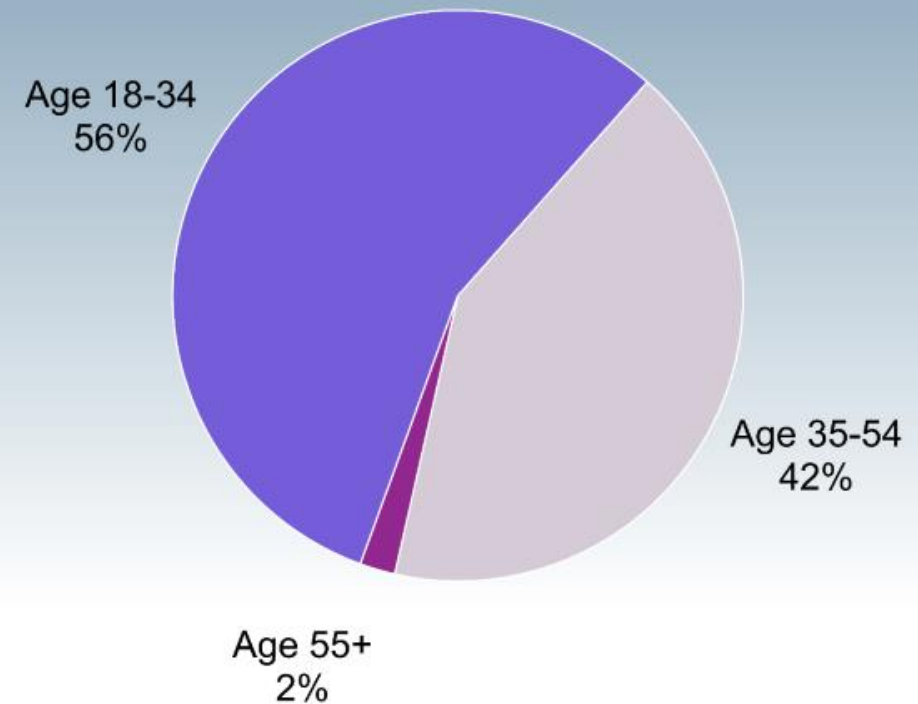
Age 18+

**U.S. Population**



Source: U.S. Census, ACS 2018

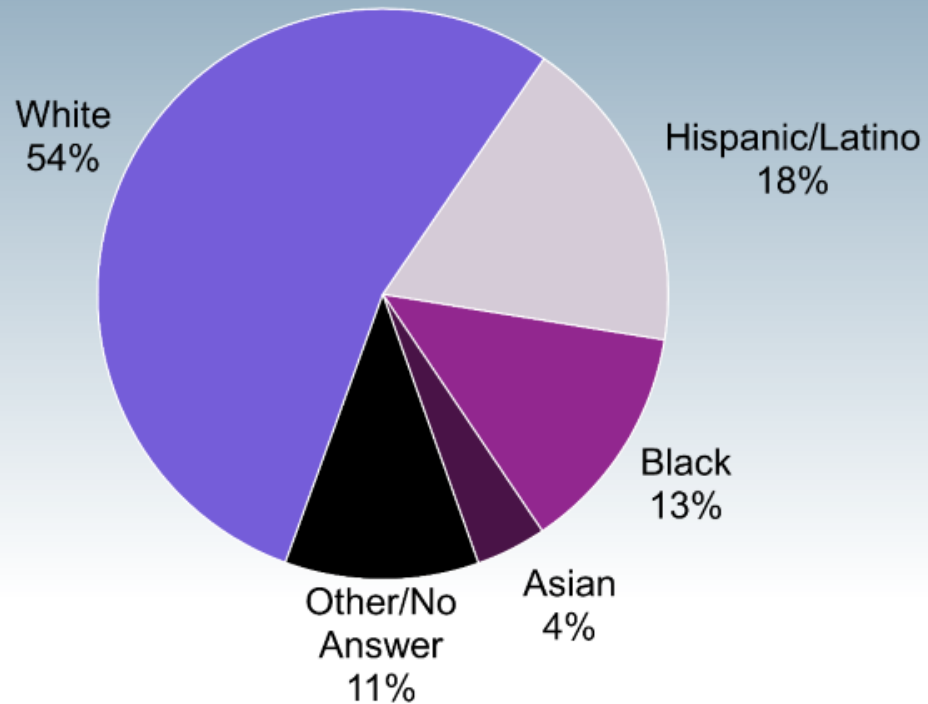
**Clubhouse Users**



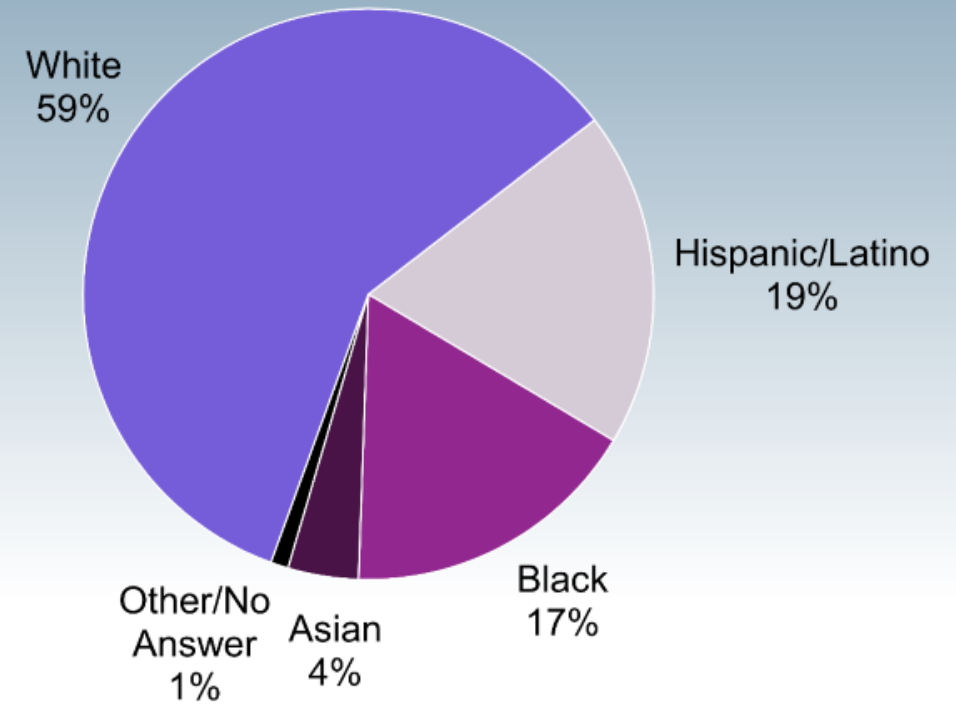
# Race/Ethnicity:

Age 18+

**U.S. Population**



**Clubhouse users**

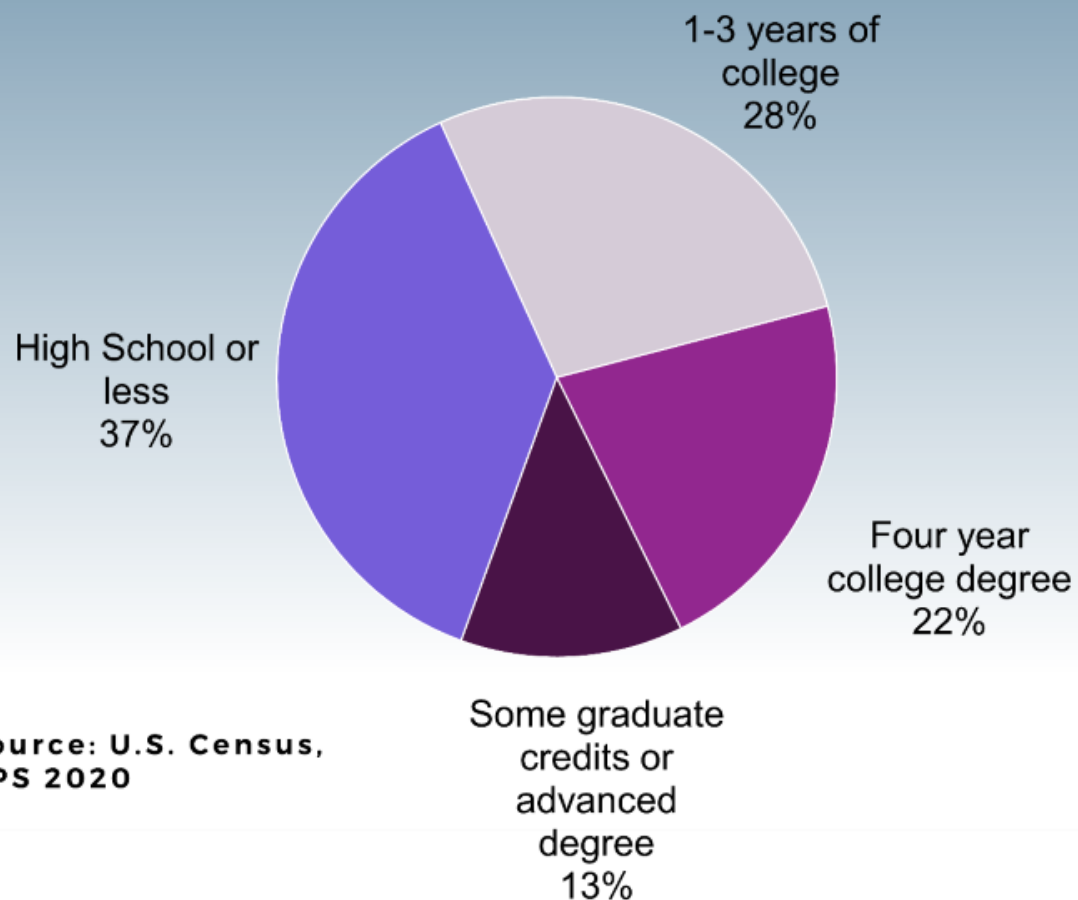


Source: U.S. Census, ACS 2018

# Education:

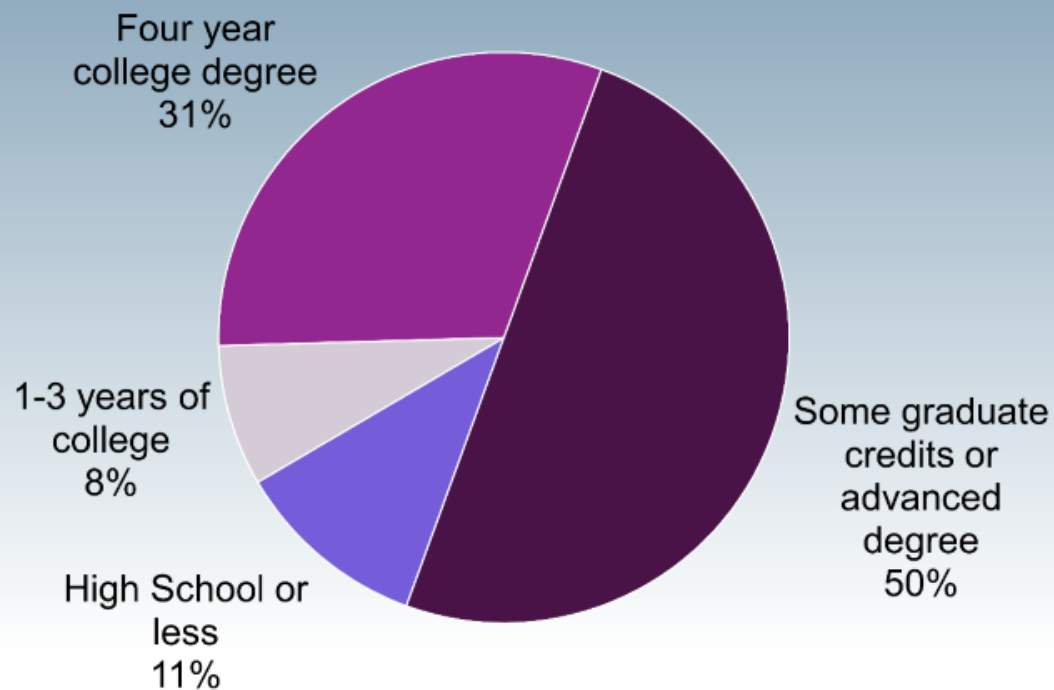
Age 18+

## U.S. Population



Source: U.S. Census,  
CPS 2020

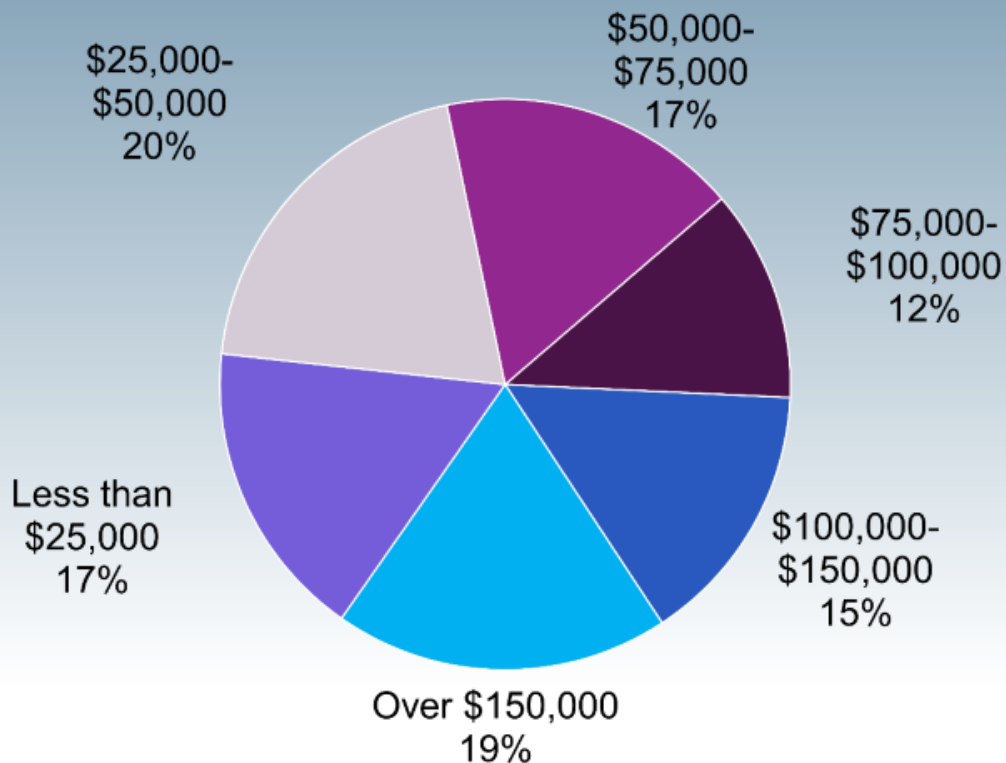
## Clubhouse Users



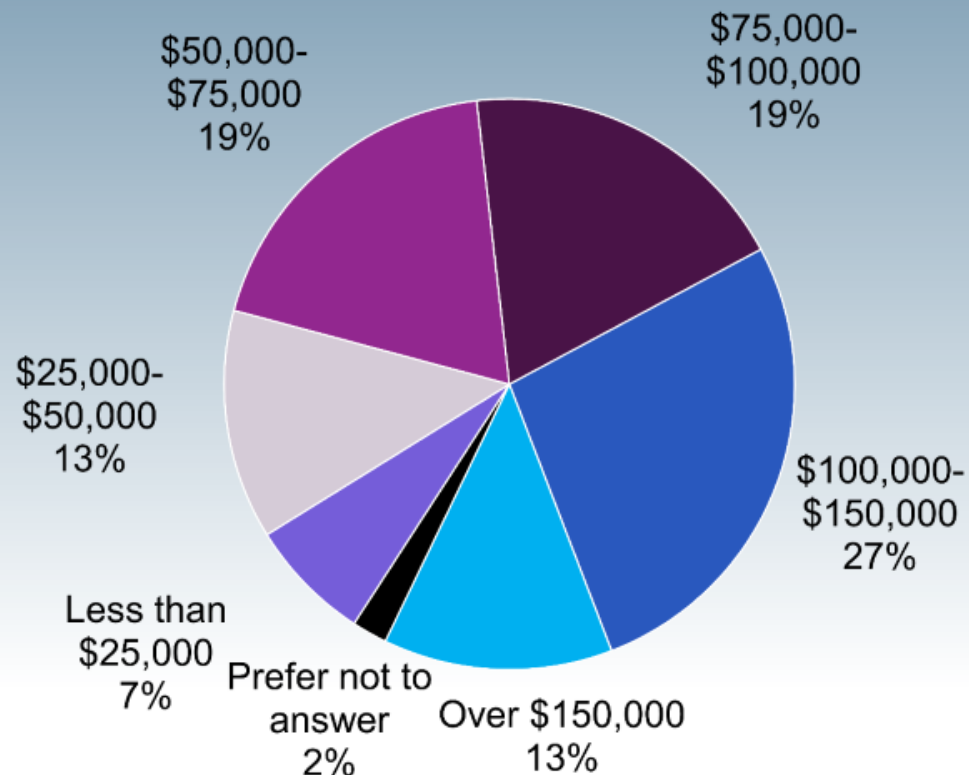
# Income:

Age 18+

## U.S. Population



## Clubhouse Users

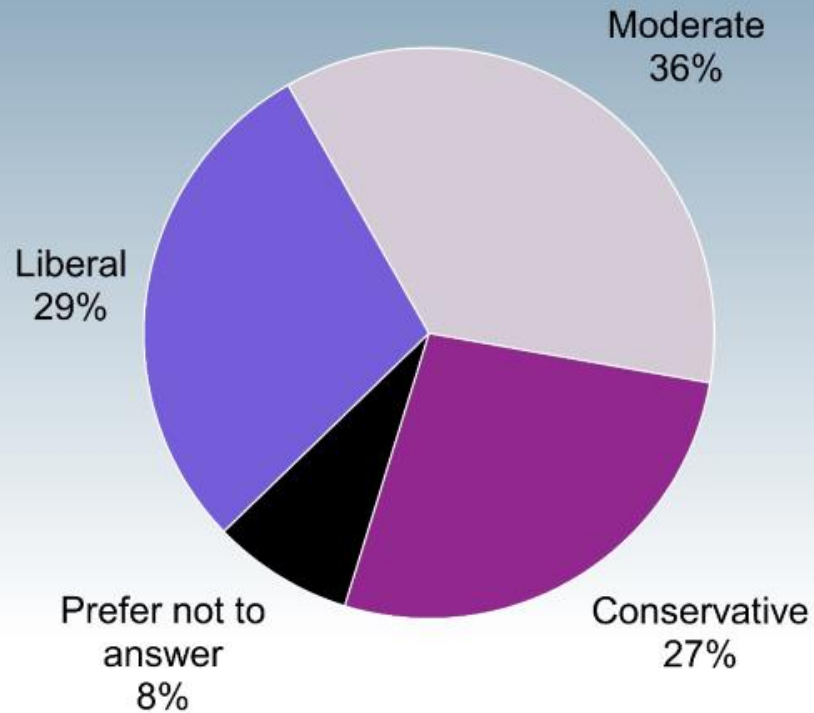


Source: U.S. Census, CPS 2020

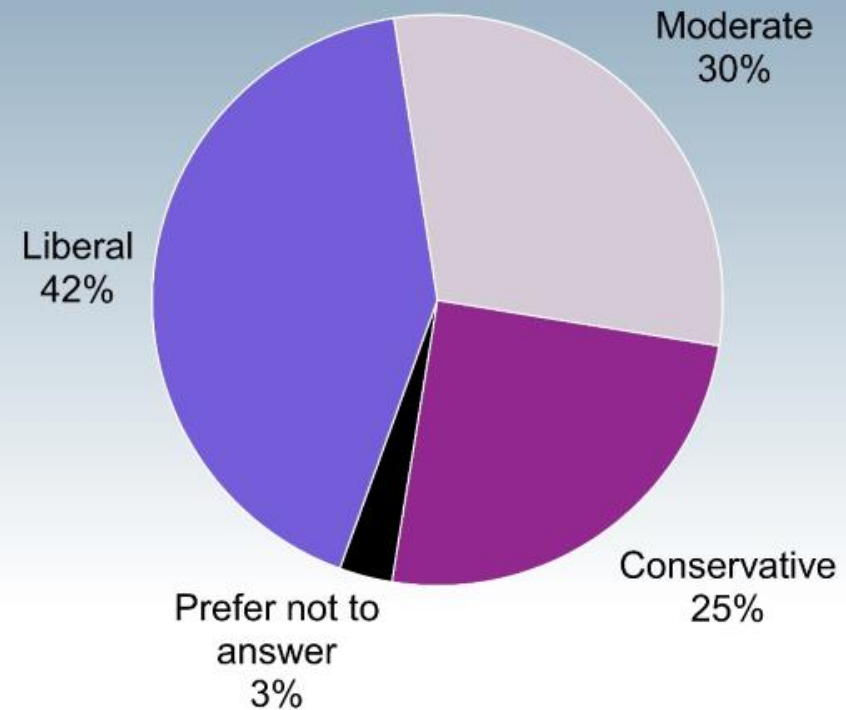
# Political Ideology:

Age 18+

**Social Media Users**



**Clubhouse users**





# Ever Use Clubhouse

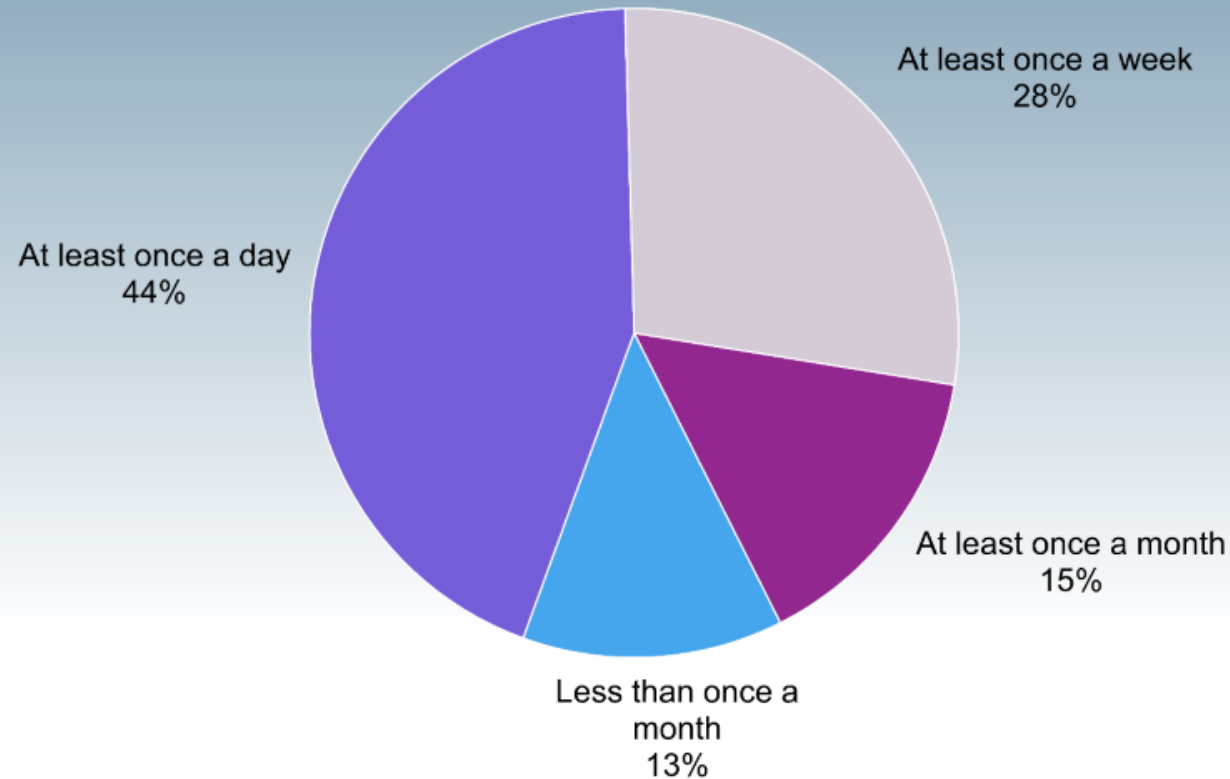
SOCIAL MEDIA USERS 18+



WEEK STARTING EACH DATE

# How often do you use Clubhouse?

Clubhouse Users Age 18+



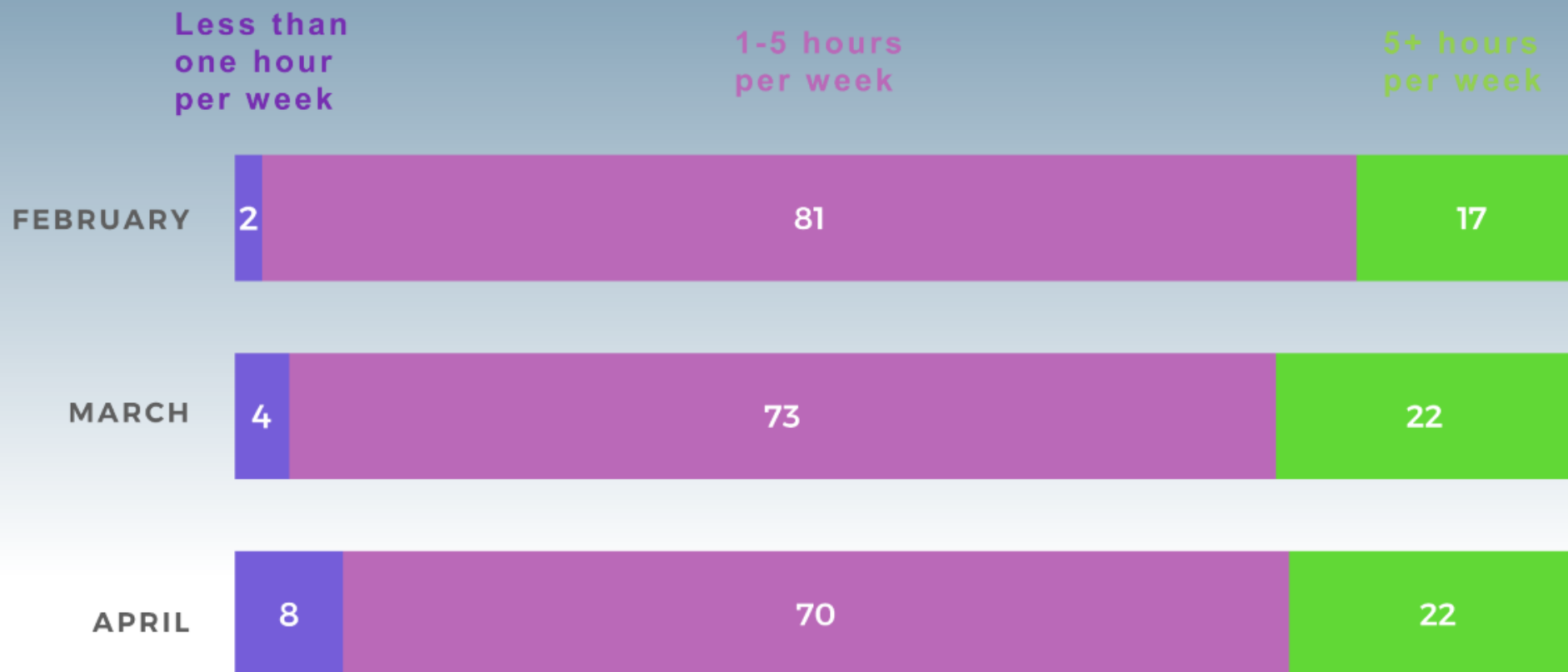
# Average Weekly Time Spent Using Clubhouse

CLUBHOUSE USERS 18+



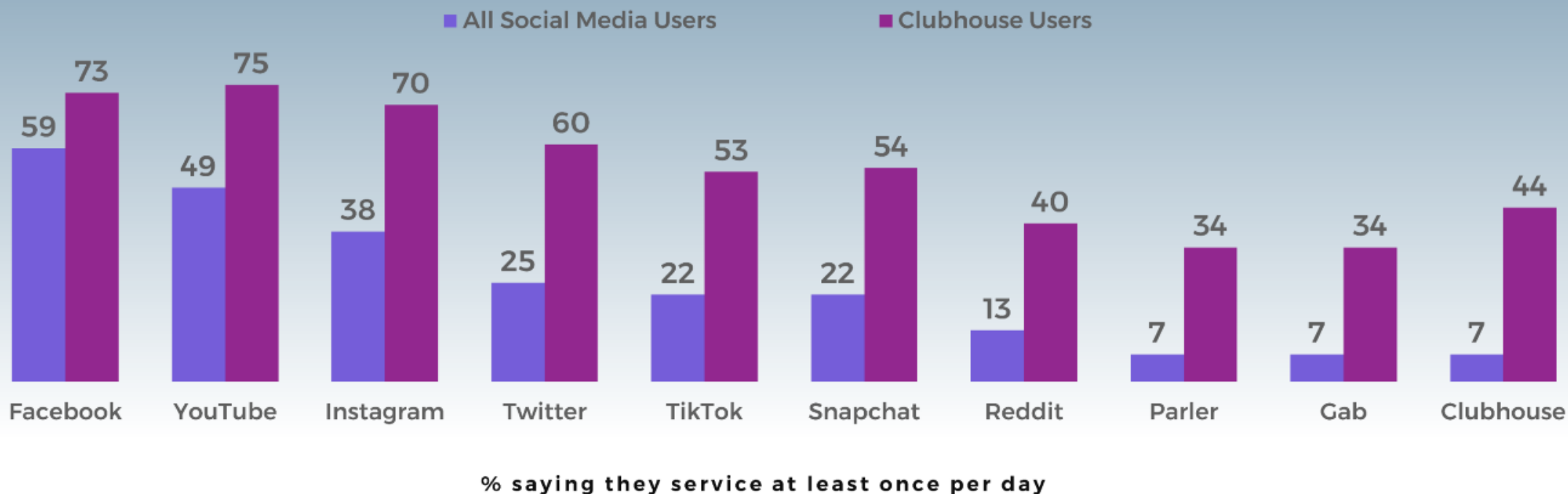
# Weekly Time Spent Using Clubhouse

Clubhouse Users Age 18+



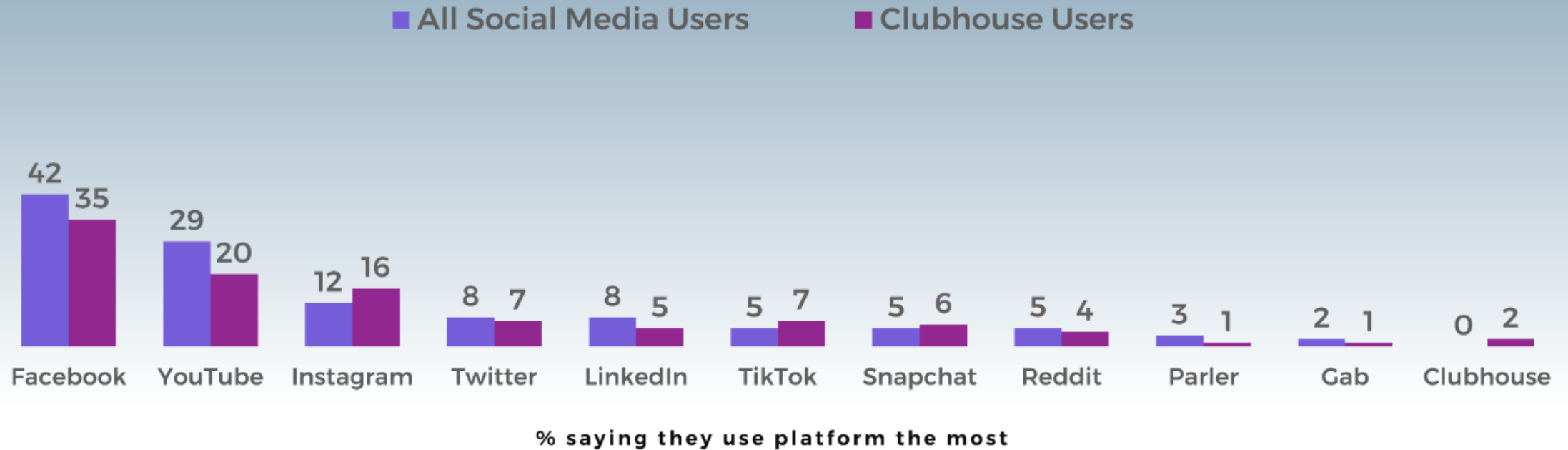
# Daily social media use:

Social Media Users Age 18+



# Social media platform used most often:

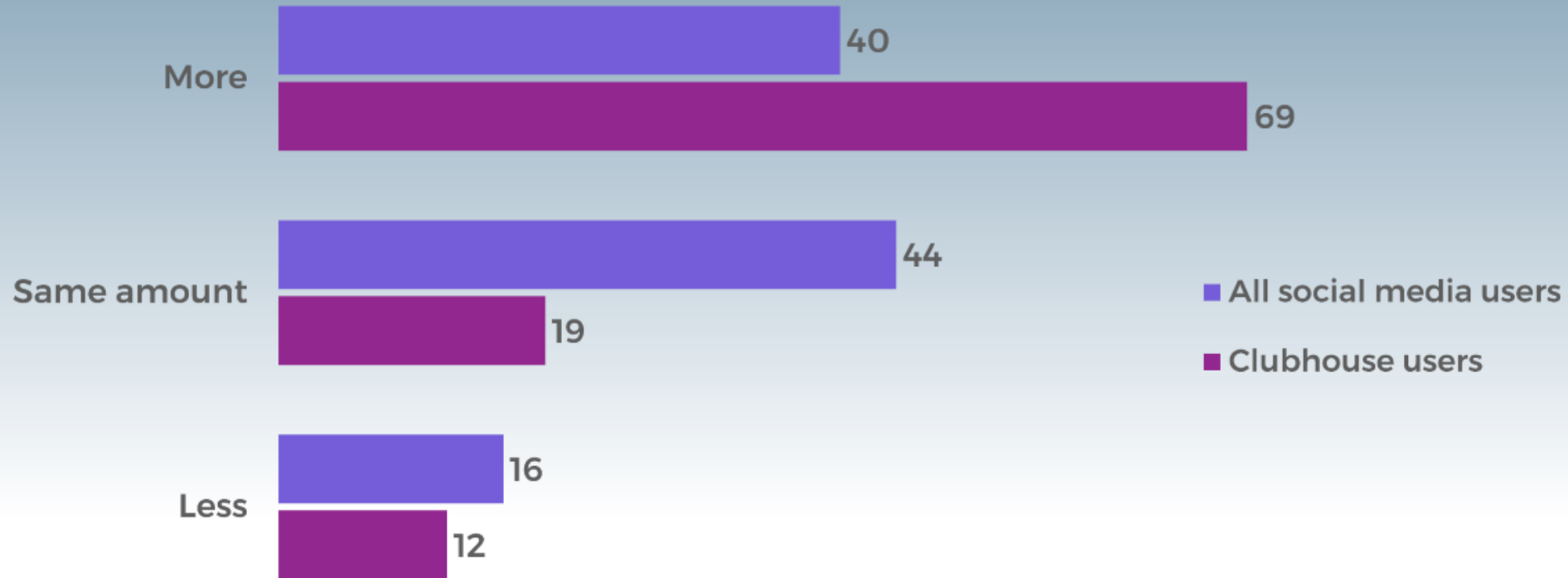
Social Media Users Age 18+



Base: Giving a response

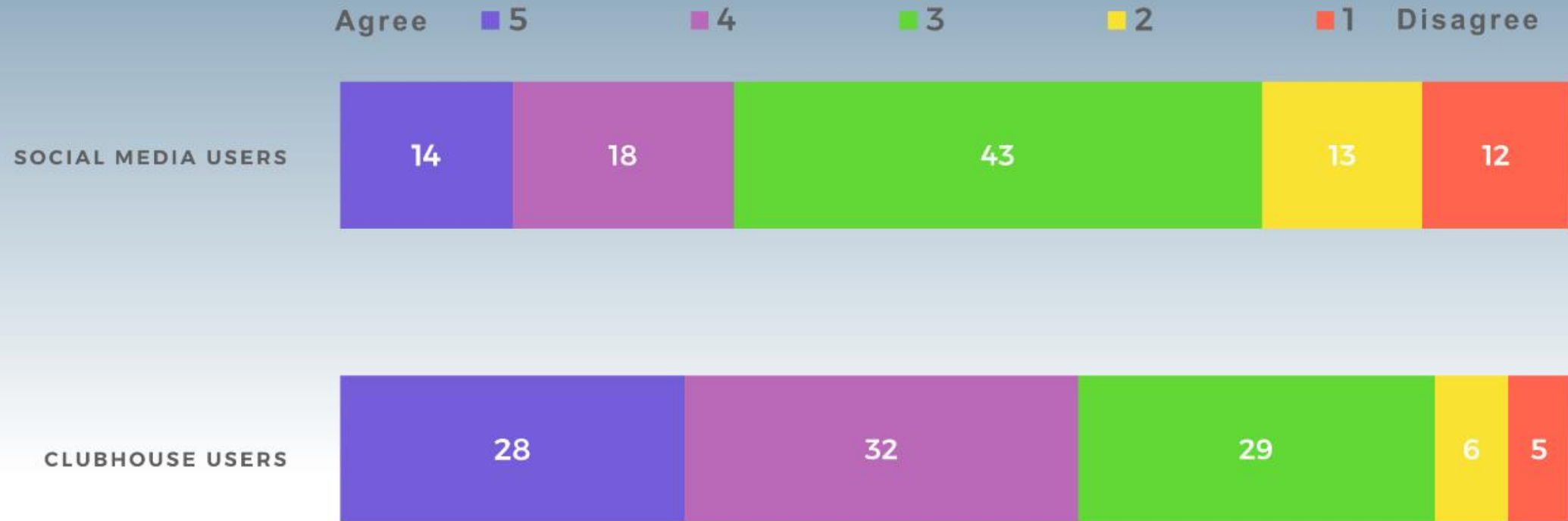
# Compared to one year ago, would you say you are using social media overall...?

Social Media Users Age 18+



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

Social Media Users Age 18+



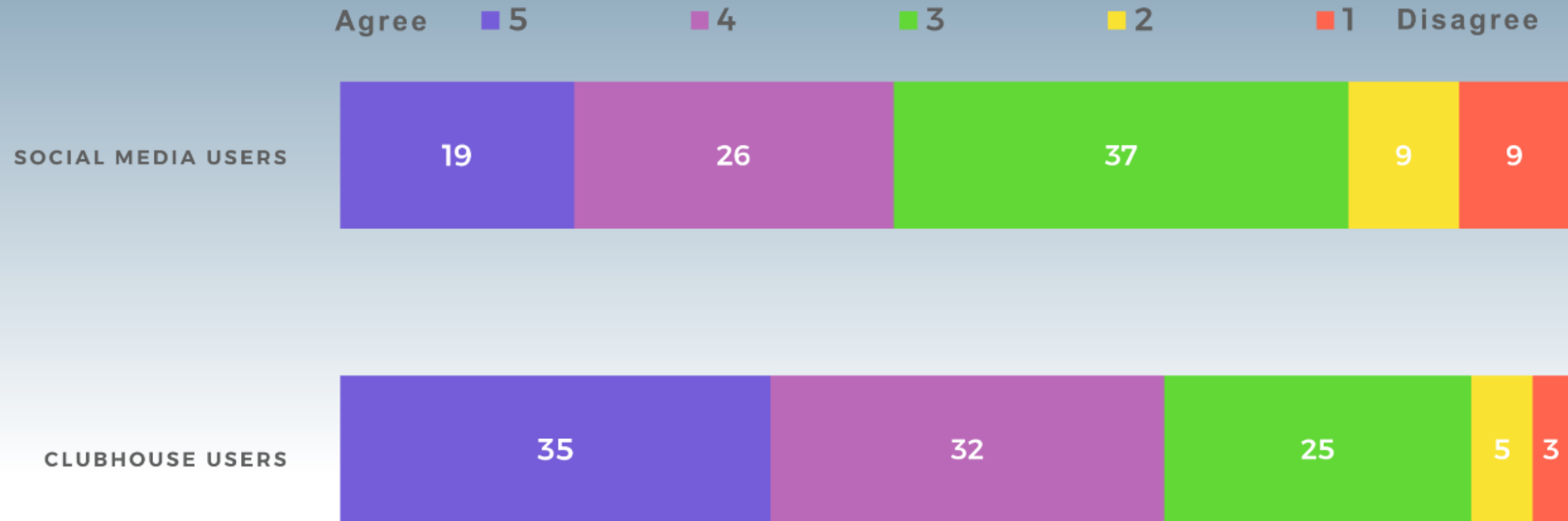
# Agree/Disagree: Being on social media has had a negative impact on your emotional wellbeing

Social Media Users Age 18+



# Agree/Disagree: Social media helps bring people together

Social Media Users Age 18+



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- For more info: [twebster@edisonresearch.com](mailto:twebster@edisonresearch.com)

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