

Which social networks excel at holding users' attention?

Article

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Average Time Spent per Day by US Adult Users on Leading Social Media Networks, 2022

minutes



Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on desktop/laptop while watching TV is counted as 1 hour for TV and 1 hour for desktop/laptop

Source: Insider Intelligence, Feb 2022

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eMarketer | InsiderIntelligence.com

TikTok takes up more of its users' time than any other social media platform in the US. This year, adult TikTok users will spend an average of **38 minutes** per day on the short-video app. **Twitter** ranks second, with a daily average of **35 minutes**, while third-place **Facebook** will see **31 minutes** per day from the average adult user.

Beyond the chart: Impressive as the TikTok figure may be, it's down **2 minutes** from last year. By contrast, Twitter's time spent represents a new high for the app, despite the loss of about **300,000** adult users in the US, suggesting an increasingly engaged audience—albeit a shrinking one.

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