

Facebook drags down time spent with social media

Article

For more insights and key statistics on the biggest trends in today's most disruptive industries, [subscribe to our Chart of the Day newsletter](#).

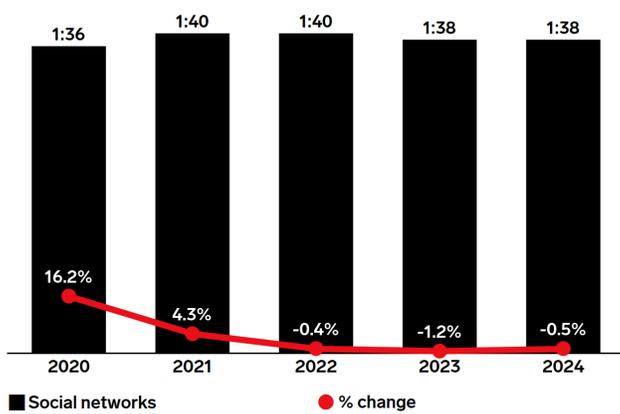
Among US social network users, those ages 18 and older will spend an average of **1 hour, 40 minutes** per day on those platforms in 2022, the same amount as last year. This figure is

peaking after pandemic restrictions fueled a rapid rise in social media use over the past two years, and it will decline by **2 minutes** next year.

Beyond the chart: Almost all of the social apps we forecast will take up more of their users' time, but **Facebook** will see steep drops. Its adult users will spend **30 minutes** per day on the platform this year, **7.0%** less than 2021, dragging down time spent with social media overall. The slump of the **Meta**-owned app represents an acceleration of a broader trend in US time spent with media, which jumped to **13 hours, 24 minutes** per day in 2020 but will tick down to **13 hours, 3 minutes** daily by the end of 2024.

Social Networks: Average Time Spent by Users in the US, 2020-2024

hrs:mins per day among social network users and % change



Note: ages 18+; includes all time spent on social network platforms; includes usage via any device
Source: eMarketer, April 2022

T11998 eMarketer | InsiderIntelligence.com

More like this:

- Report: [Mobile App Users and Monetization 2022](#)
- Article: [Reddit lags behind other social networks in time spent—but there's a reason](#)
- Article: [In a first, TikTok will beat YouTube in user time spent](#)