

Facebook drags down time spent with social media

Article

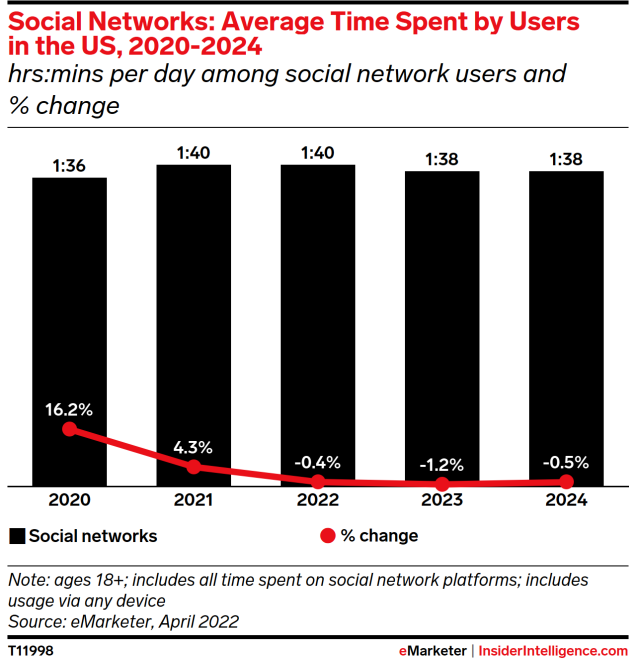


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Among US social network users, those ages 18 and older will spend an average of **1 hour, 40 minutes** per day on those platforms in 2022, the same amount as last year. This figure is

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.



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