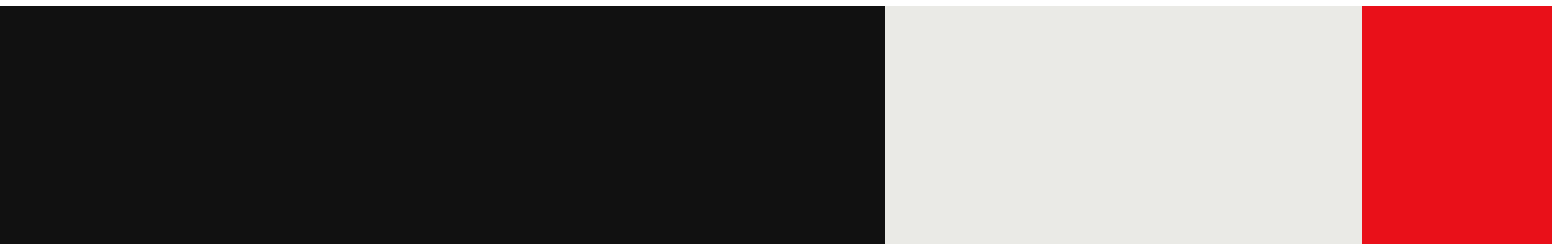


TikTok leads time spent on social for most US adults

Article



Most Social Users in the US Are Spending More Time on TikTok Than on Other Popular Platforms

average minutes per day among US adults, by age, 2024

	18-24	25-34	35-44	45-54	55-64	65+
TikTok	76	50	47	45	37	29
Instagram	53	37	28	27	26	20
Facebook	22	26	30	36	45	34
Snapchat	35	27	22	22	20	19
Total	186	140	127	130	128	102

Note: internet users who use a social network via any device at least once per month; includes all time spent on social network platforms; includes usage via any device
Source: eMARKETER Forecast, Feb. 2024

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Key stat: US adults ages 18 to 54 spend more time on TikTok than any other popular social platforms, according to our forecast.

Beyond the chart:

- Next year, **Gen Z** adults ages 18-24 will spend an average of 77 minutes per day on the platform, per our forecast. This is approaching the demographic's time spent with **linear TV** (86 minutes a day).
- However, time spent on **TikTok** by US adults ages 18 to 24 is growing slower than any other generation, possibly because an increasing ad load is driving users' elsewhere, according to our **Social Time Spent by Generation 2024** report.
- Older users may buoy TikTok in the years ahead as the platform grows from a younger person's app to appeal to a broader audience. For example, adults 55-64 will increase their time spent on TikTok by 6.3% in 2025 to reach an average of 39 minutes a day on the platform, per our forecast.

Use this chart:

- Illustrate TikTok's dominance among social users.
- Adjust social media strategies.

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- **60% of TikTok users would jump to Reels following a ban**
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- [Guide to TikTok for social media marketing and commerce](#)