

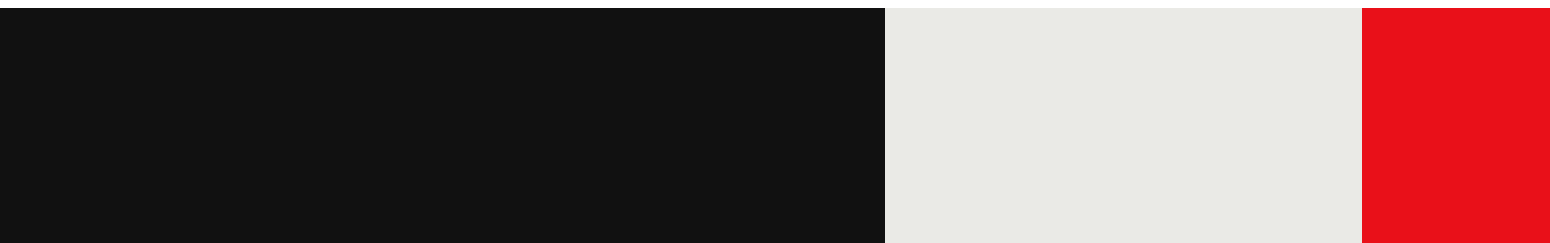
# Study Puts Monthly Facebook Usage Above 18 Hours per User

Article



Data from [Verto Analytics](#) indicates that Facebook users spend 18 hours, 24 minutes on the platform per month.

The data, tracking usage in October 2017, indicates the number of user sessions on Facebook at 173 per month, with an average session length of 6 minutes, 23 seconds.



The numbers are roughly in line with eMarketer's latest estimates for time spent with Facebook. eMarketer expects US adult Facebook users to spend roughly 41 minutes per day on the platform in 2017, compared with 40 minutes in 2016.

*Editor's Note: This article has been substantially changed to reflect that after publication Verto Analytics revised the data in the report this article was based on. The original article suggested a significant shift in Facebook usage. Verto subsequently said it had changed its methodology in a way that made year-to-year comparisons not possible.*