

Reddit lags behind other social networks in time spent—but there's a reason

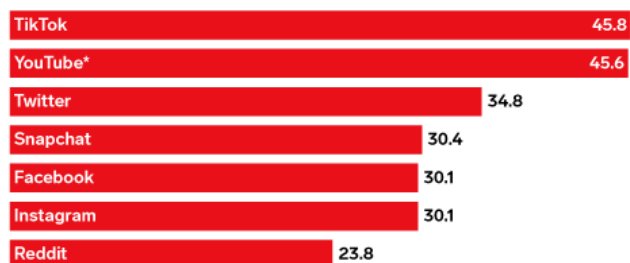
Article

The news: Reddit users spend close to **24 minutes per day** on the platform, per our new forecast—the first time we have estimated this metric.

- This number counts just logged-in users, rather than those who browse the platform without actually having an account.
- Time spent on Reddit will represent one in every 200 minutes spent with media, coming in as the seventh most engaging social network.

Average Time Spent per Day by US Adult Users on Select Social Media Platforms, 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; *YouTube includes all time spent watching video on YouTube via any device; includes YouTube TV
Source: eMarketer, April 2022

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- Reddit will make up around 0.8% of digital time this year and will increase to just under 1% in 2024.
- Reddit makes up about 5.3% of total social time and will approach 6% in 2024.

Driving interest: Reddit debuted an [AI-driven Discover tab](#) in February which, if effective, should increase engagement. It shows users an algorithm-driven feed with photos, videos, and other content from the communities that they follow.

- The new tab is a not insignificant part of Reddit's push to make its platform more appealing to advertisers, which it is [actively courting](#). It is also making significant efforts to increase participation in European markets [including the UK](#).

The big takeaway: Engagement on Reddit should be lower than on social platforms like Facebook, TikTok, and Instagram since Reddit sees itself as more of a research and educational platform than an entertainment and video-based platform.

- But given the way internet users use Reddit, there's an argument to be made that it ought not to be compared as much with the likes of TikTok and YouTube.

Go further: Review our recently released *Time Spent with Social Networks* forecast [here](#).