

The top social media platforms US adults use

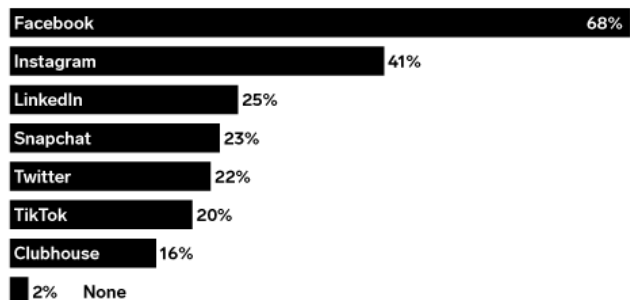
Article

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Facebook is still the most popular social media platform; **68%** of US adults say they currently use it. A comparatively low **41%** say they use its closest rival in popularity, **Instagram**, and **2%** say they do not use social media platforms at all.

Social Media Platforms US Adults Currently Use, March 2021

% of respondents



Source: Axios and SurveyMonkey as cited in SurveyMonkey company blog, March 11, 2021

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