

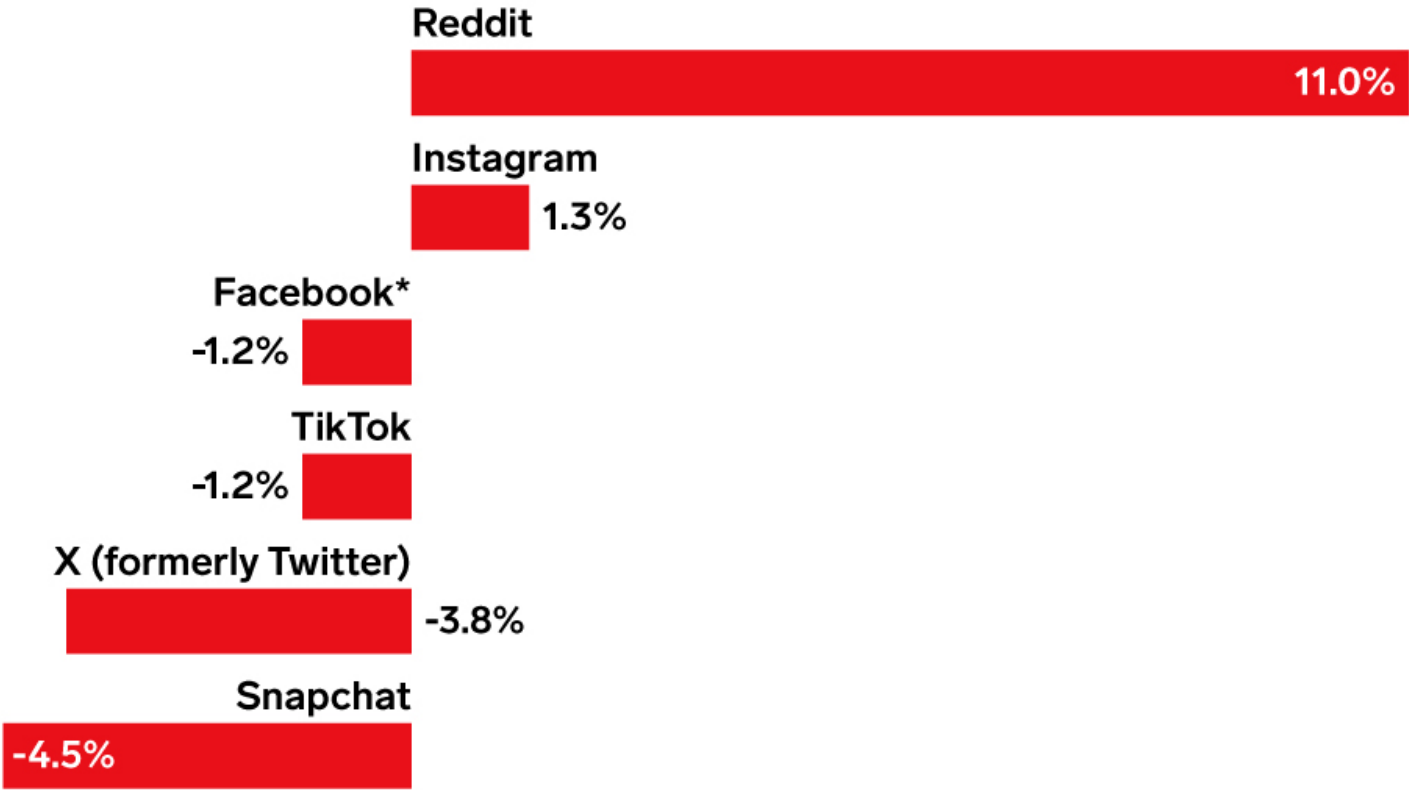
Social network users are increasing their use of Reddit more than any other channel

Article



Growth of Average Time Spent per Day With Select Social Networks by US Active Users, 2024

% change



Note: ages 18+; includes all time spent on social network platforms; includes usage via any device; *excludes Instagram
Source: EMARKETER Forecast, June 2024

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Key stat: Among social networks, Reddit has seen the biggest growth of average time spent per day by US active users, according to our June 2024 forecast. Reddit users will increase their time spent on the platform by an average of 11.0% this year.

Beyond the chart:

- Time spent on Reddit by the platform’s users will average 31 minutes, up from 28 minutes last year, per our June 2024 forecast.

- Since going public in March 2024, Reddit has made platform improvements and secured partnerships to boost ad revenue. In May, it rolled out Dynamic Product Ads to help advertisers improve **targeting** and visibility. In June, it teamed up with DoubleVerify and Integral Ad Science to enhance brand safety.
- This year, Reddit's US ad revenue will grow 27.9%, reaching \$741.2 million, according to our March 2024 forecast.

Use this chart:

- Consider the value of advertising on Reddit.
- Make the case to reallocate ad dollars to other **social media platforms** to meet shifts in consumer behavior.

More like this:

- **TikTok leads time spent on social for most US adults**
- **Why advertisers need to keep up with consumer changes in streaming, social search, and gaming**
- **Most teens and parents are comfortable with how much time teens spend on smartphones, social media**
- **A slight increase in minutes per day with media, thanks to another boost for digital**

Note: Time spent with each medium includes multitasking; for example, 1 hour of multitasking on a mobile phone while watching TV is counted as 1 hour for mobile phone and 1 hour for TV. Figures are rounded to the nearest minute. Estimates of average time spent with media are based on the total US adult population according to the US Census Bureau 2010 release, not the number of users of each medium.

Methodology: Estimates are based on the analysis of estimates from other research firms, consumer media consumption trends, device adoption trends, company reports, primary research, and interviews.