

DIGITAL & TRENDS

Mobile social media usage in the United States

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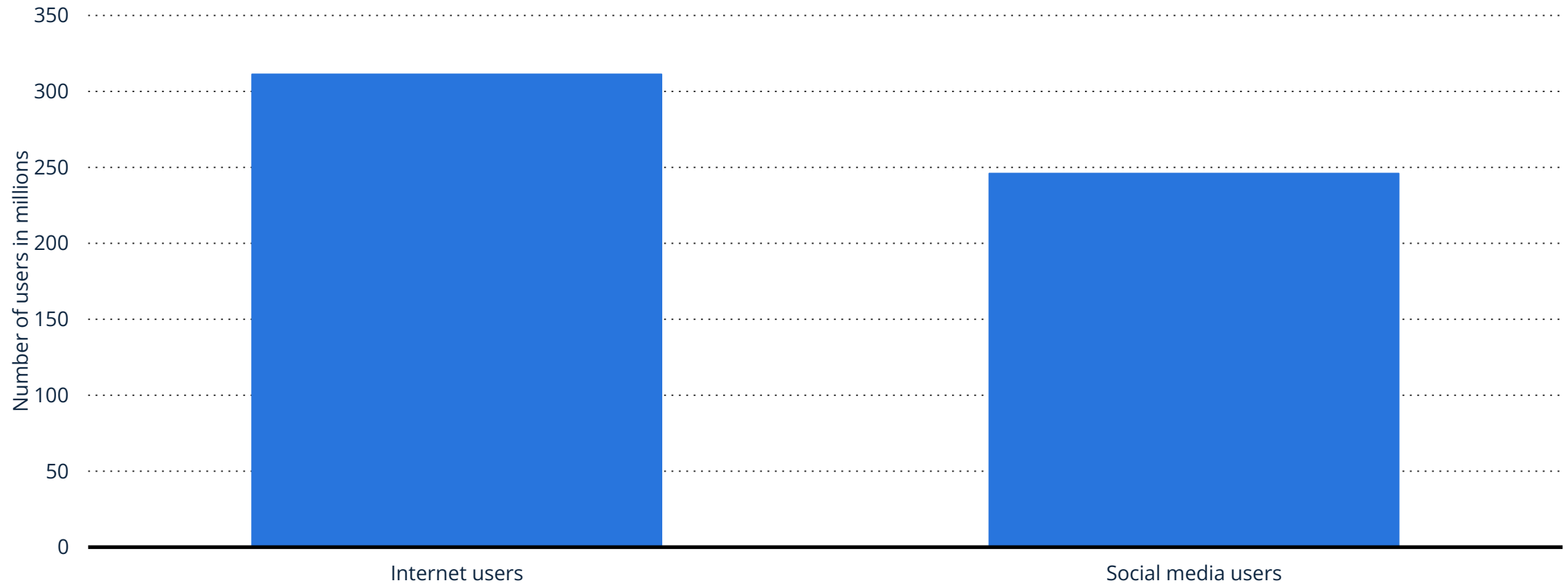
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CHAPTER 01

Overview

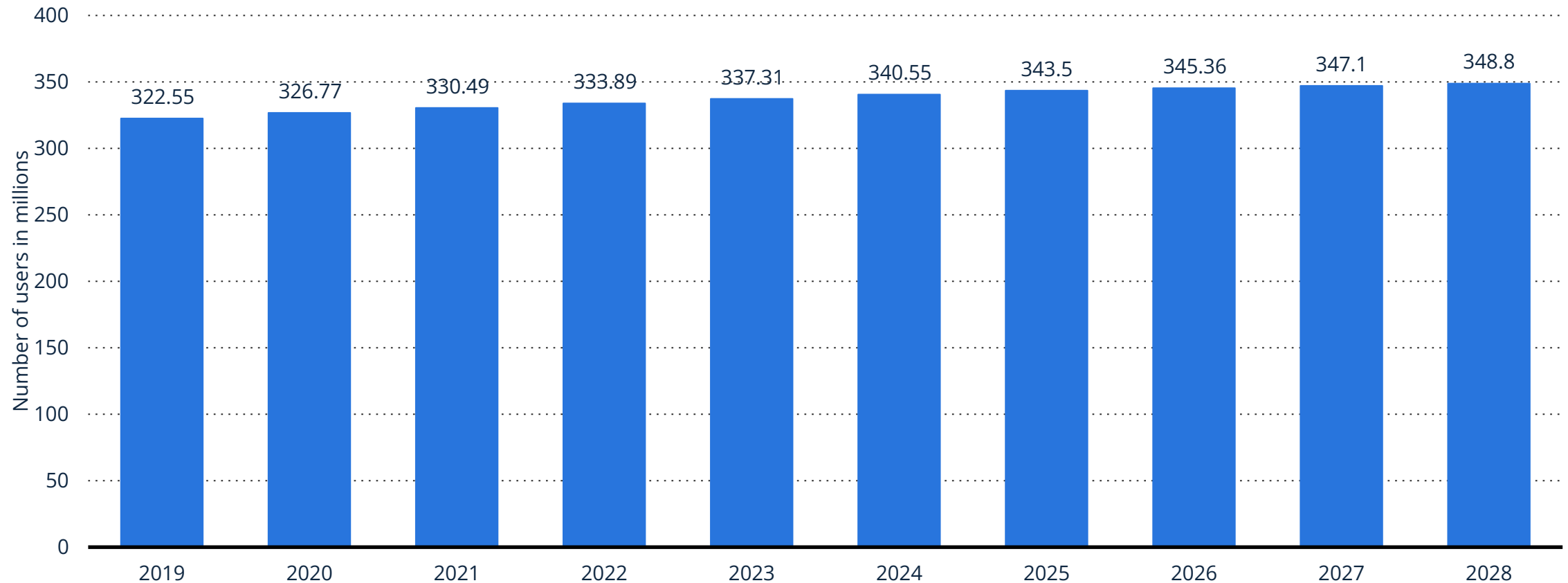
Number of internet and social media users in the United States as of January 2023 (in millions)

United States: digital population January 2023



Number of mobile internet users in the United States from 2019 to 2028 (in millions)

Mobile internet users in the United States 2019-2028



5

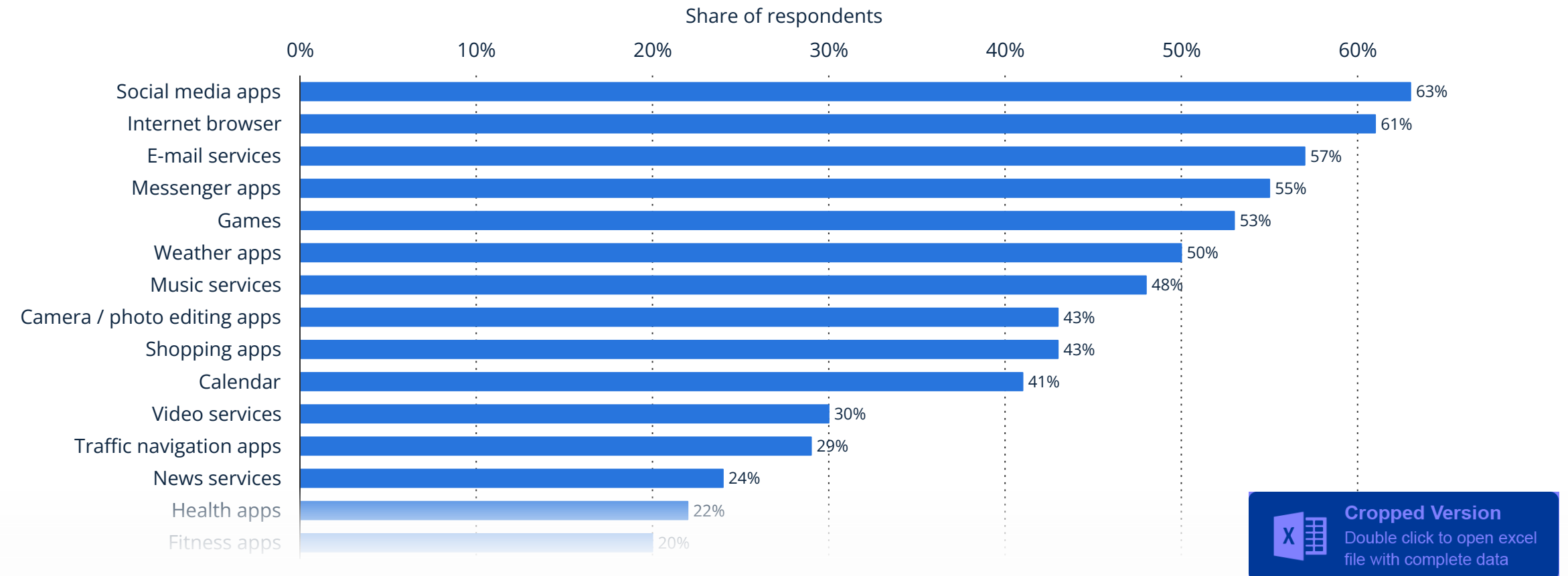
Description: The number of mobile internet users in the United States was forecast to continuously increase between 2024 and 2028 by in total 11.5 million users (+3.41 percent). After the ninth consecutive increasing year, the number of users is estimated to reach 348.8 million users and therefore a new peak in 2028. Notably, the number of mobile internet users of was continuously increasing over the past years. [Read more](#)

Note(s): United States; 2019 to 2028; users who access the internet via mobile broadband connection regardless of the device; * Forecast [Read more](#)

Source(s):

Most used smartphone apps by type in the U.S. as of June 2023

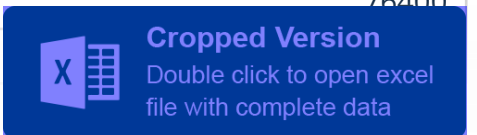
Most used smartphone apps by type in the U.S. 2023



Media usage in an internet minute as of April 2022

Media usage in an online minute 2022

	Amount per minute
Emails sent	231400000
Cryptocurrency purchased (USD)	90200000
Texts sent	16000000
Searches conducted on Google	5900000
Snaps shared on Snapchat	2430000
Pieces of content shared on Facebook	1700000
Swipes on Tinder	1100000
Hours streamed	1000000
USD spent on Amazon	443000
USD sent on Venmo	437600
Tweets shared on Twitter	347200
Hours spent in Zoom meetings	104600
USD spent on DoorDash	76400
Photos shared on Instagram	

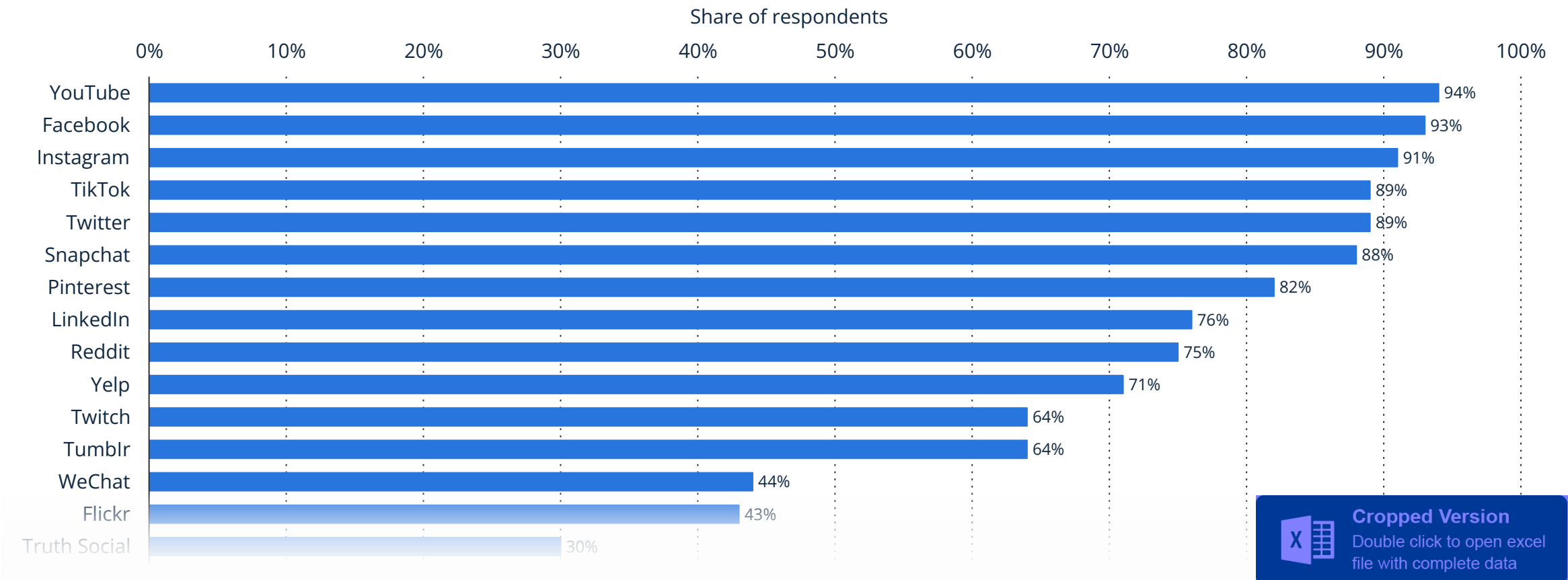


CHAPTER 02

Benchmark

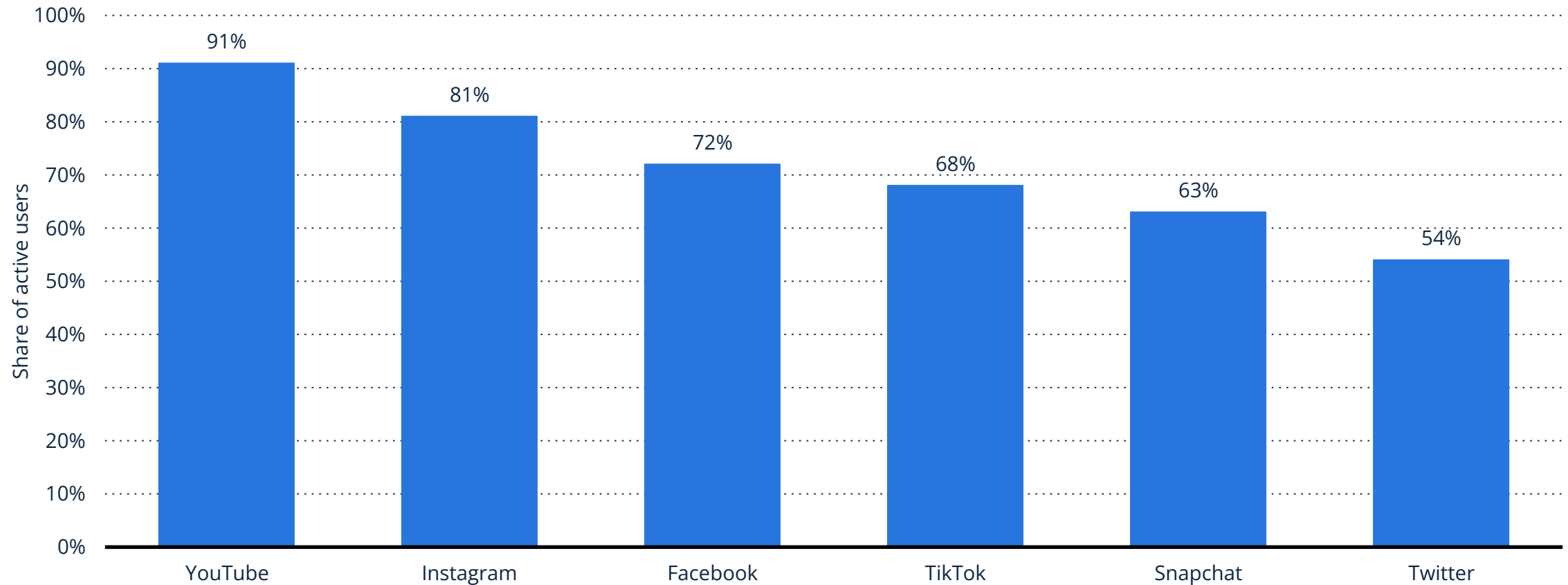
Leading social networks ranked by brand awareness in the United States in 2023

Most well-known social networks in the United States 2023



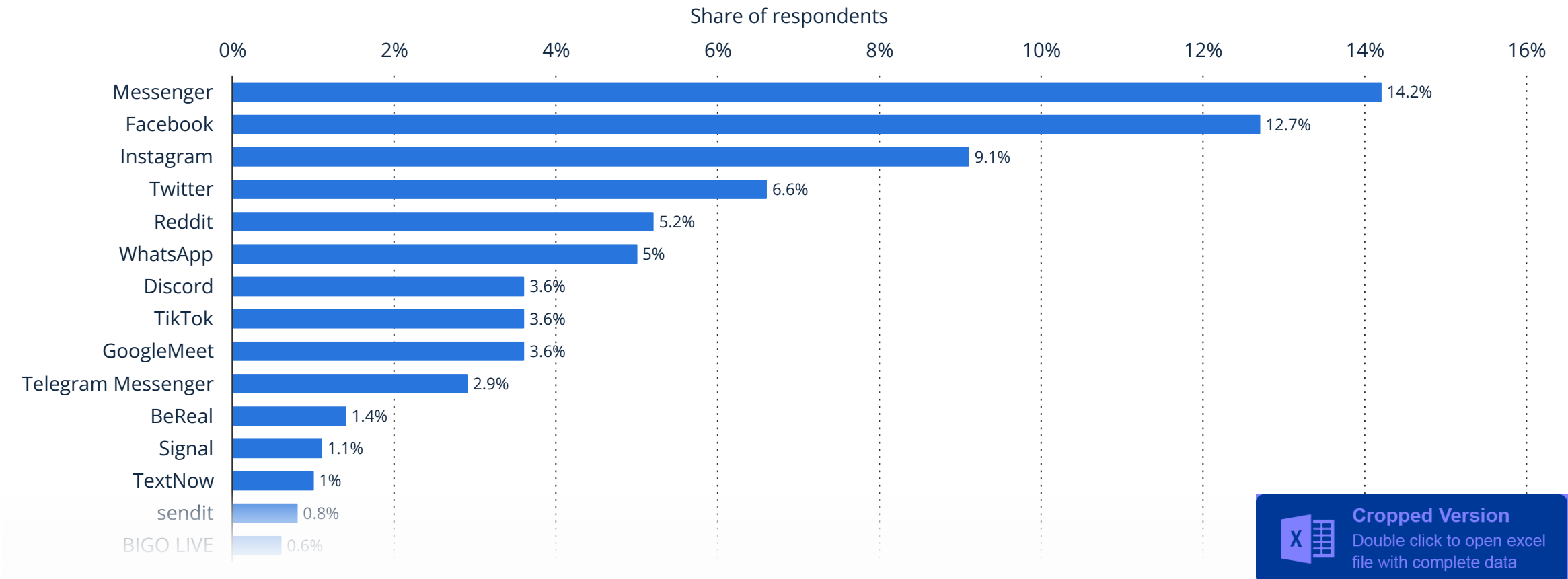
Leading social media apps based on share of active users in the United States as of January 2023

Leading social apps in the U.S. 2023, by active user reach



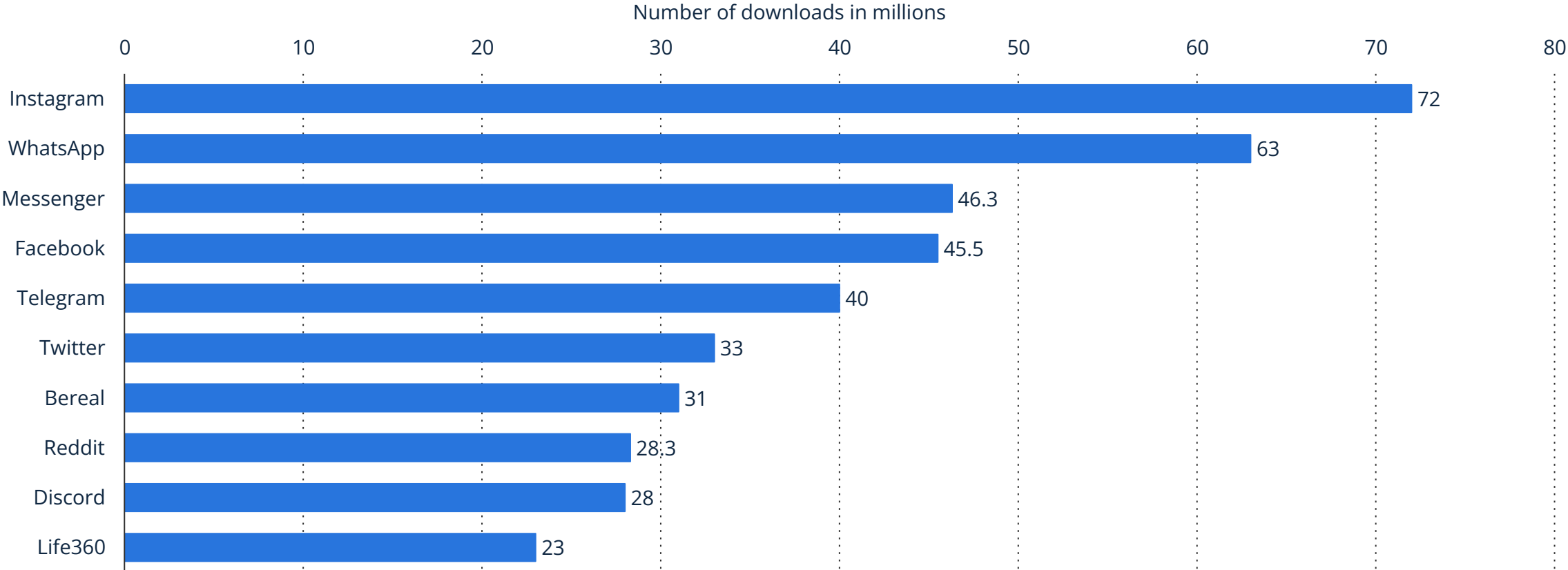
Share of mobile consumers in the United States who are aware of selected social networks and would download their mobile app in January 2023

Awareness and download intent for selected social apps among U.S. consumers 2023



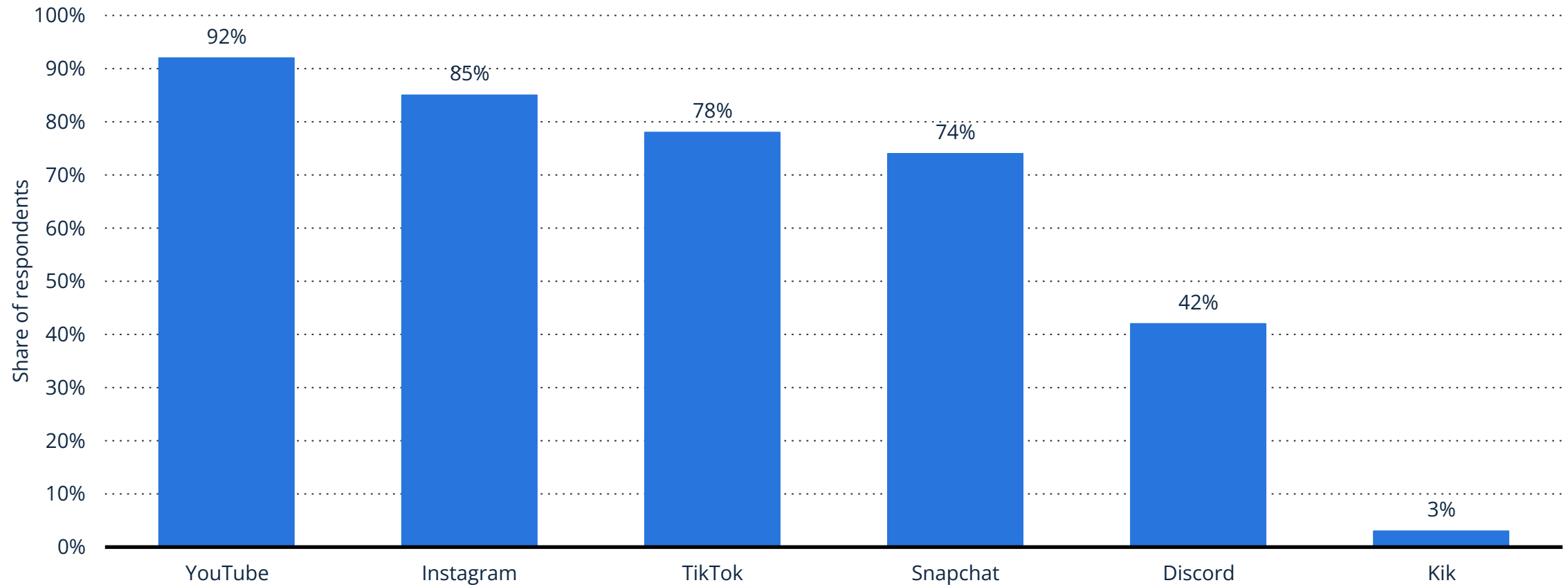
Leading social media apps in the United States in 2022, by downloads (in millions)

Most downloaded social media apps U.S. 2022



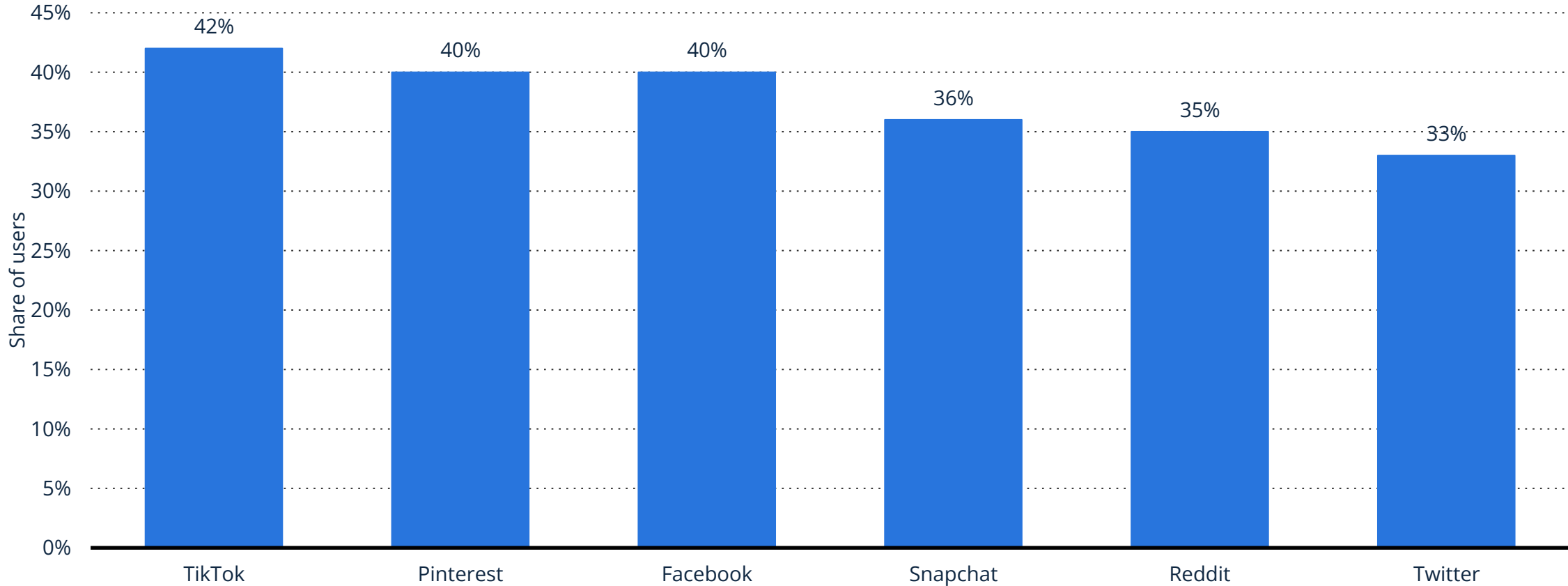
Social media app usage among Generation Z in the United States as of January 2023

U.S. Gen Z leading social apps 2023



Most popular social apps used by children in the United States in 2022

Leading social media apps used by children in the U.S. 2022

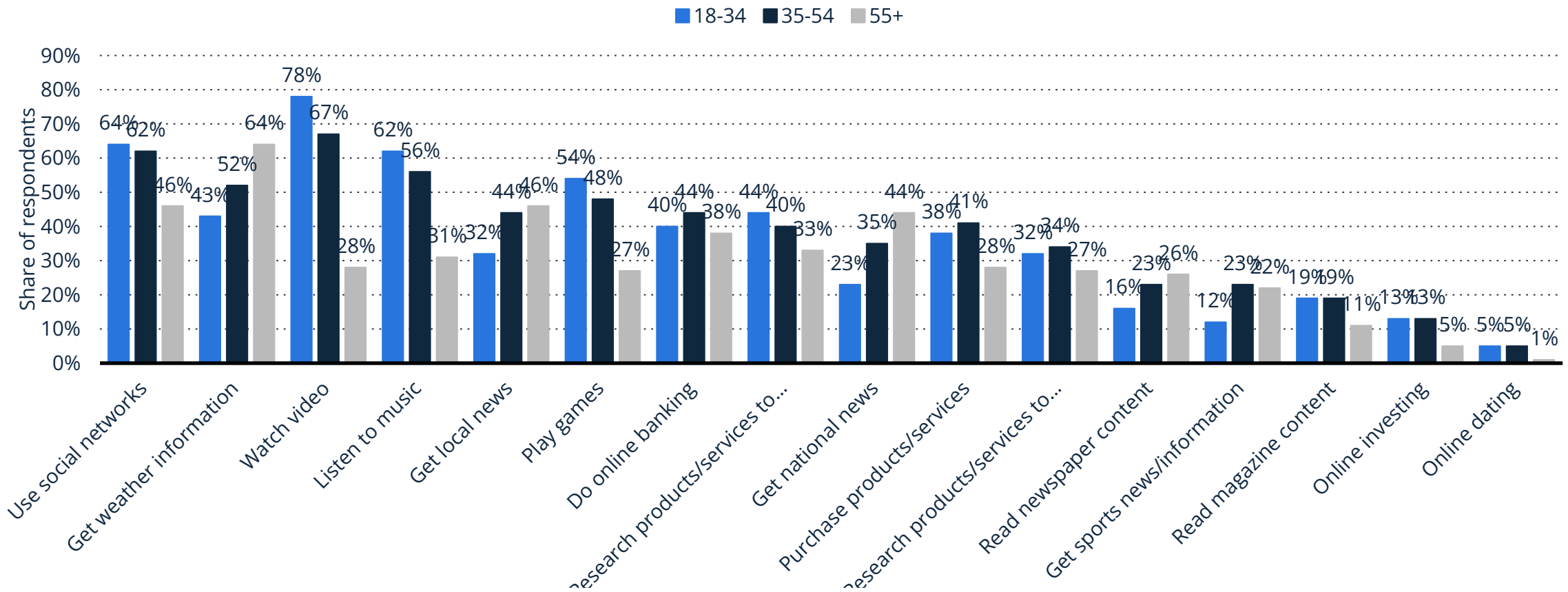


CHAPTER 03

Usage

Leading smartphone activities done at least once per week among users in the United States as of October 2022, by age group

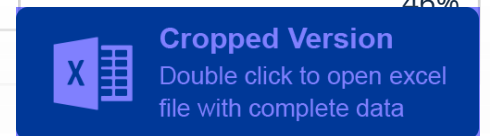
Leading weekly smartphone activities by U.S. users 2022, by age



Most popular activities among smartphone users in the United States as of December 2022, by gender

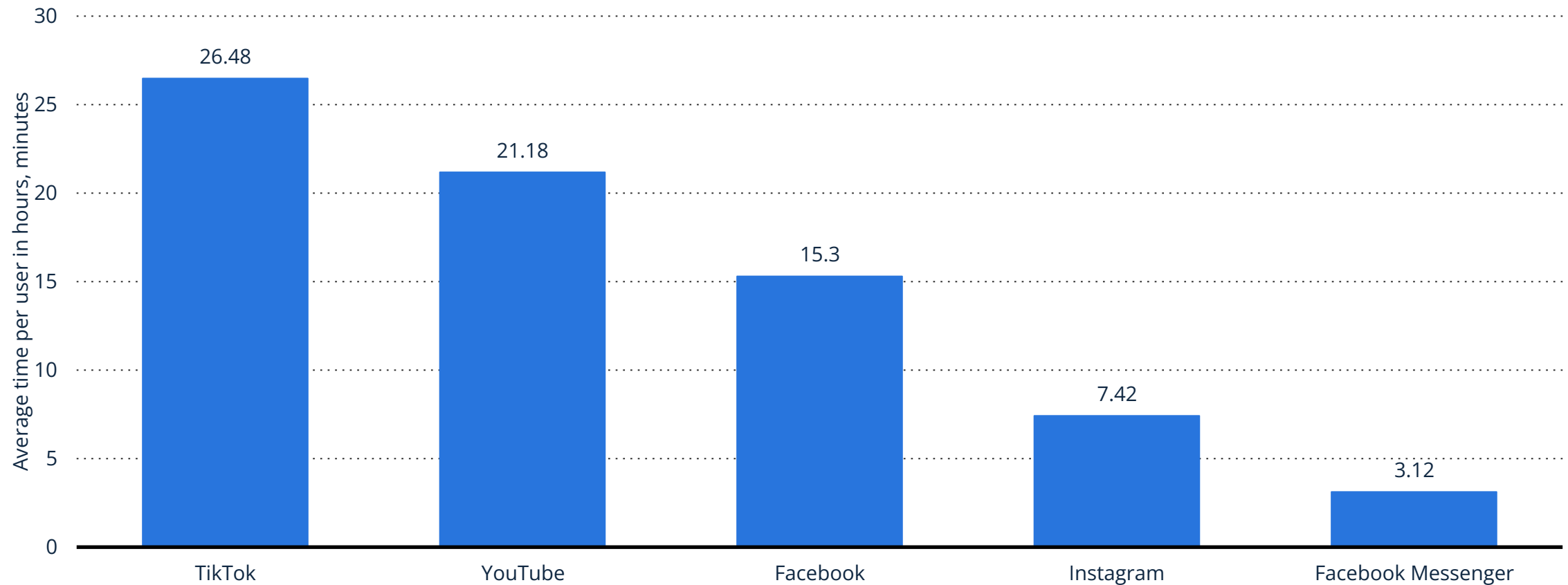
Leading smartphone activities for U.S. users 2022, by gender

	Total	Female	Male
Buying products	49%	53%	45%
Chatting or sending messages	71%	77%	65%
Comparing prices	35%	37%	34%
E-mailing	65%	69%	61%
Job search	28%	28%	27%
Listening to internet radio	35%	34%	36%
Listening to music	61%	64%	59%
Listening to podcasts	26%	24%	27%
Making internet calls	34%	33%	36%
Online banking	53%	57%	50%
Reading blogs	24%	23%	24%
Reading news pages	34%	34%	35%
Searching for products	50%	55%	46%
Selling products	15%	15%	



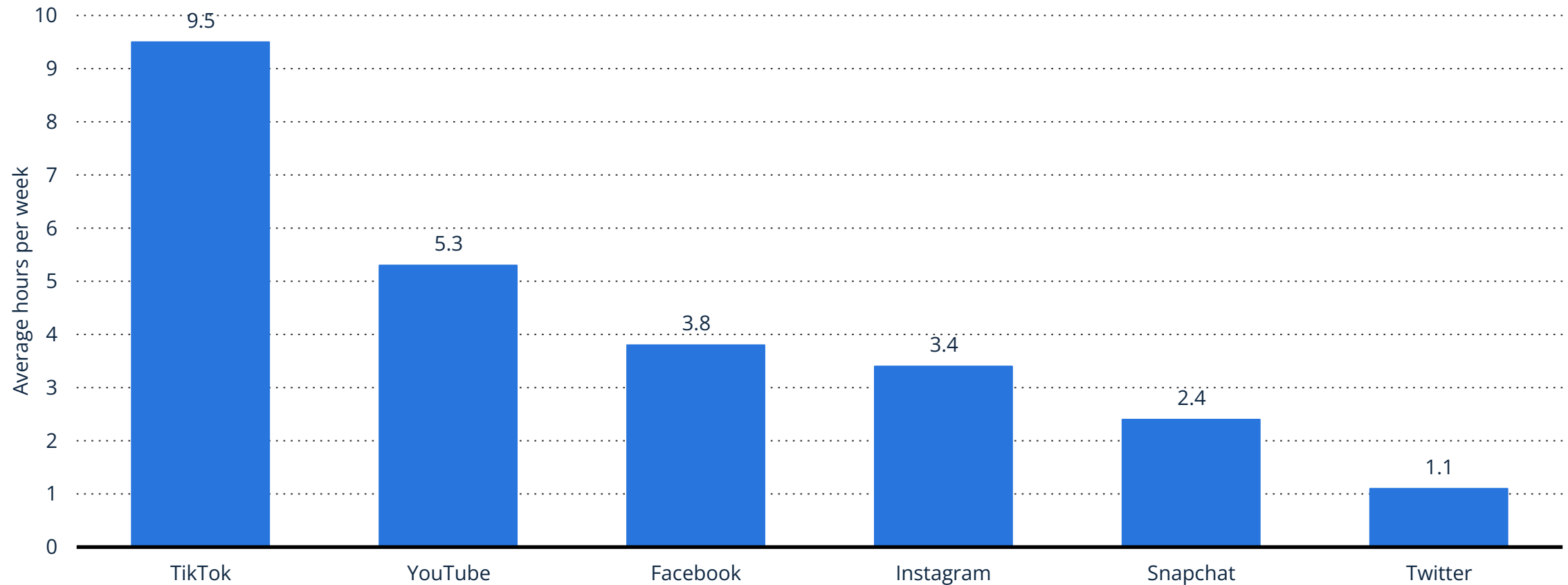
Leading social media apps in the United States in 2022, by average monthly user engagement (in hours, minutes)

Monthly time spent on selected mobile social apps in the U.S. 2022



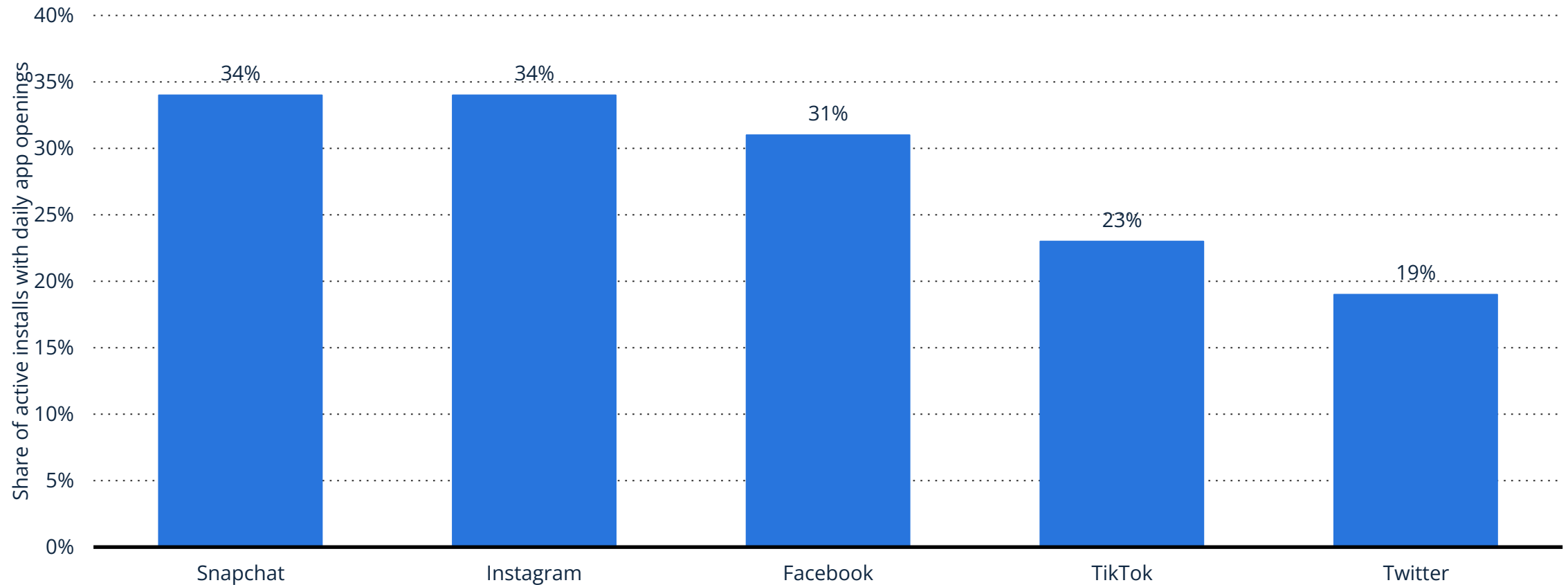
Leading social media apps based on average weekly hours spent per user in the United States as of January 2023

Leading social apps for users in the U.S. 2023, by weekly usage hours



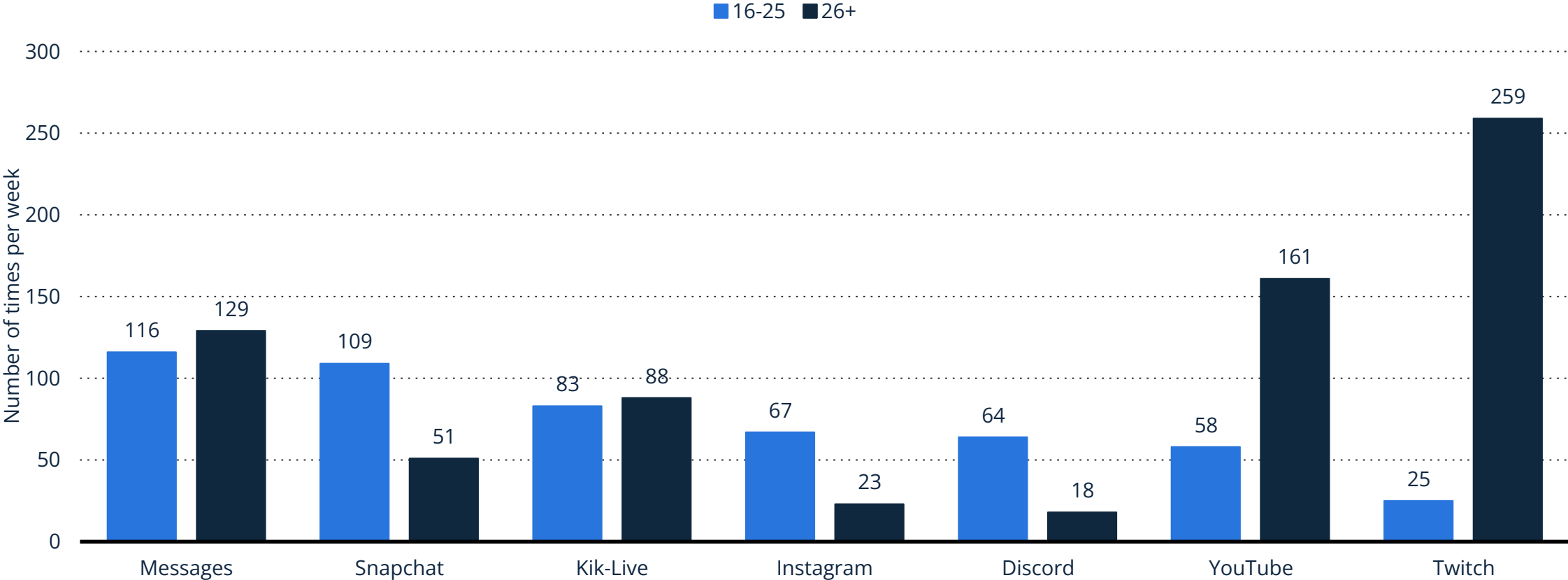
Share of active users in the United States who opened selected mobile social apps daily in 2nd quarter 2022

Social media apps daily open rate among U.S. active users Q2 2022



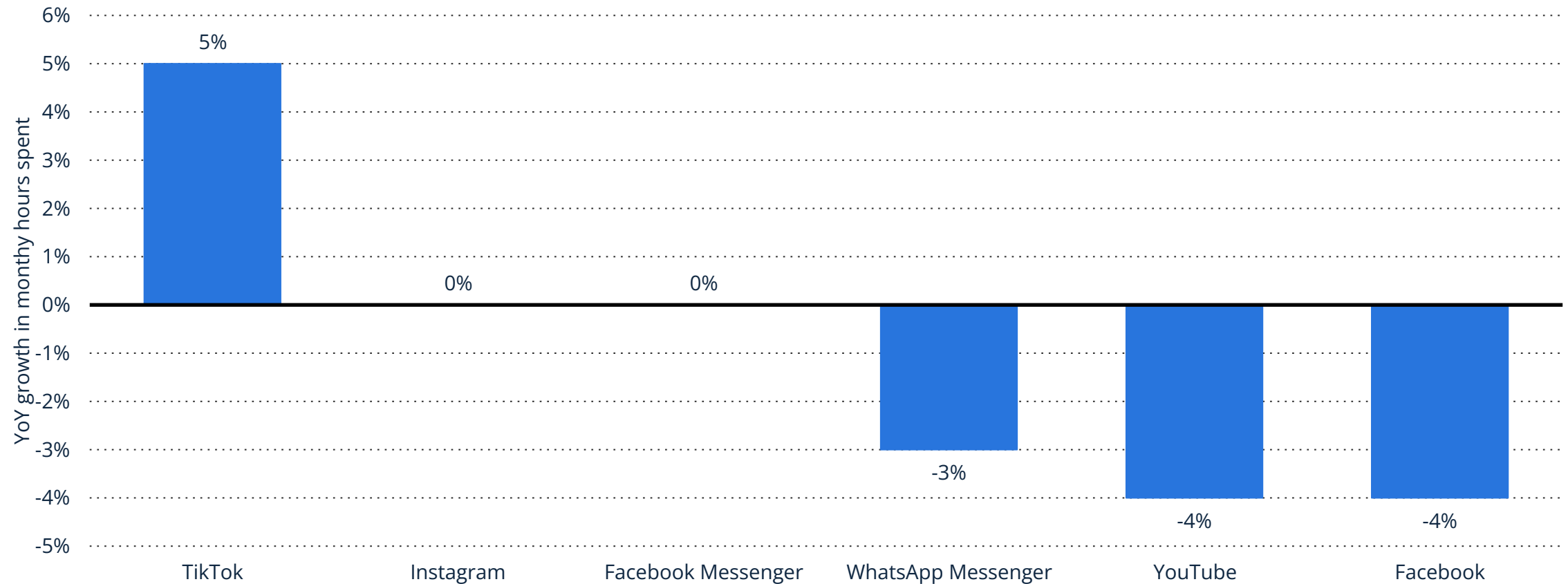
Number of times per week mobile iOS users in the United States first engage with selected social apps when picking up their devices as of January 2023, by age

U.S. iOS users initial engagement with selected social apps 2023, by age



Year-over-year growth in monthly hours spent on social media and communication apps on Android in the United States in 2022

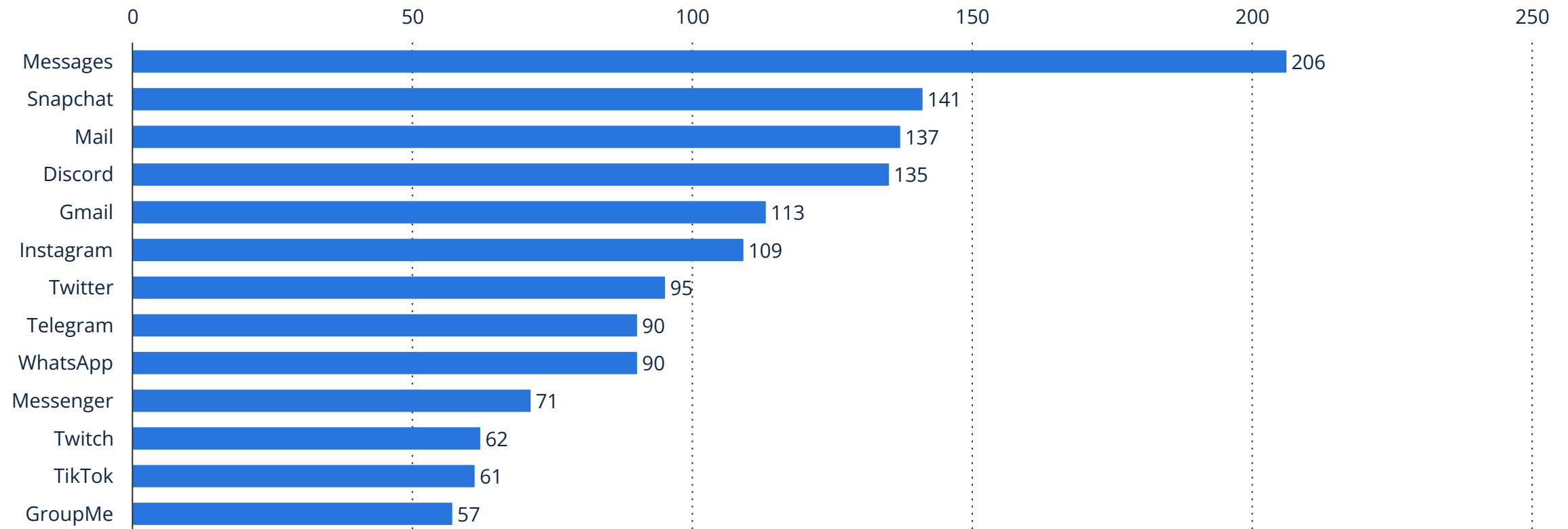
U.S. yearly growth in monthly time spent using social media apps on Android 2022



Average weekly notifications received by Gen Z mobile users in the United States from selected social apps as of January 2023

Weekly notifications from social apps to U.S. Gen Z mobile users 2023

Number of weekly notifications

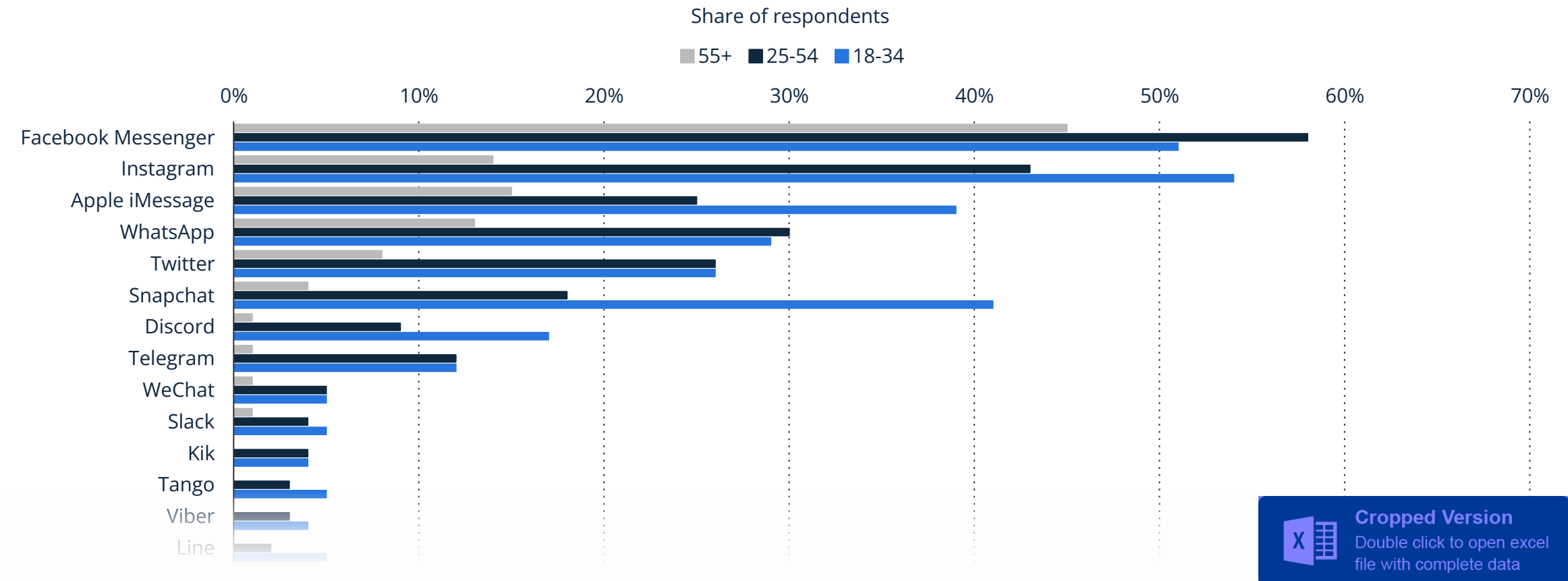


CHAPTER 04

Mobile messaging

Most popular instant messaging services and communication apps in the United States as of October 2022, by age group

U.S. most used messaging services and communication apps 2022, by age group



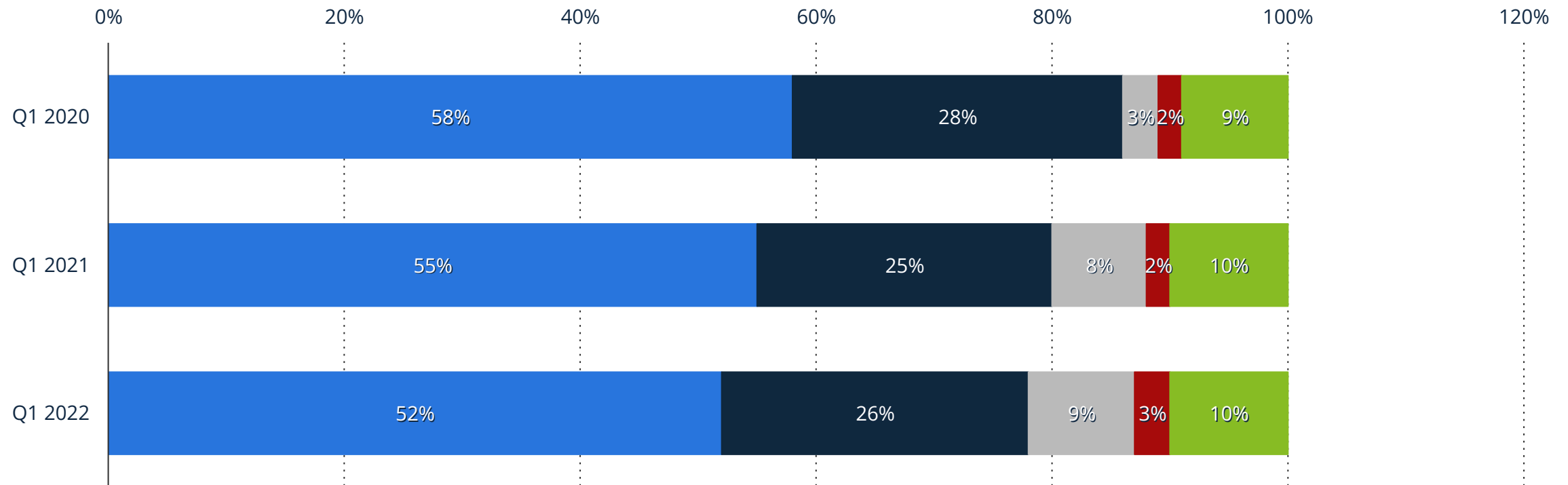
Cropped Version
 Double click to open excel file with complete data

Market share of leading messaging and chat apps in the United States from 1st quarter 2020 to 1st quarter 2022, by daily active users

U.S. daily active user share of leading messaging and chat apps 2020-2022

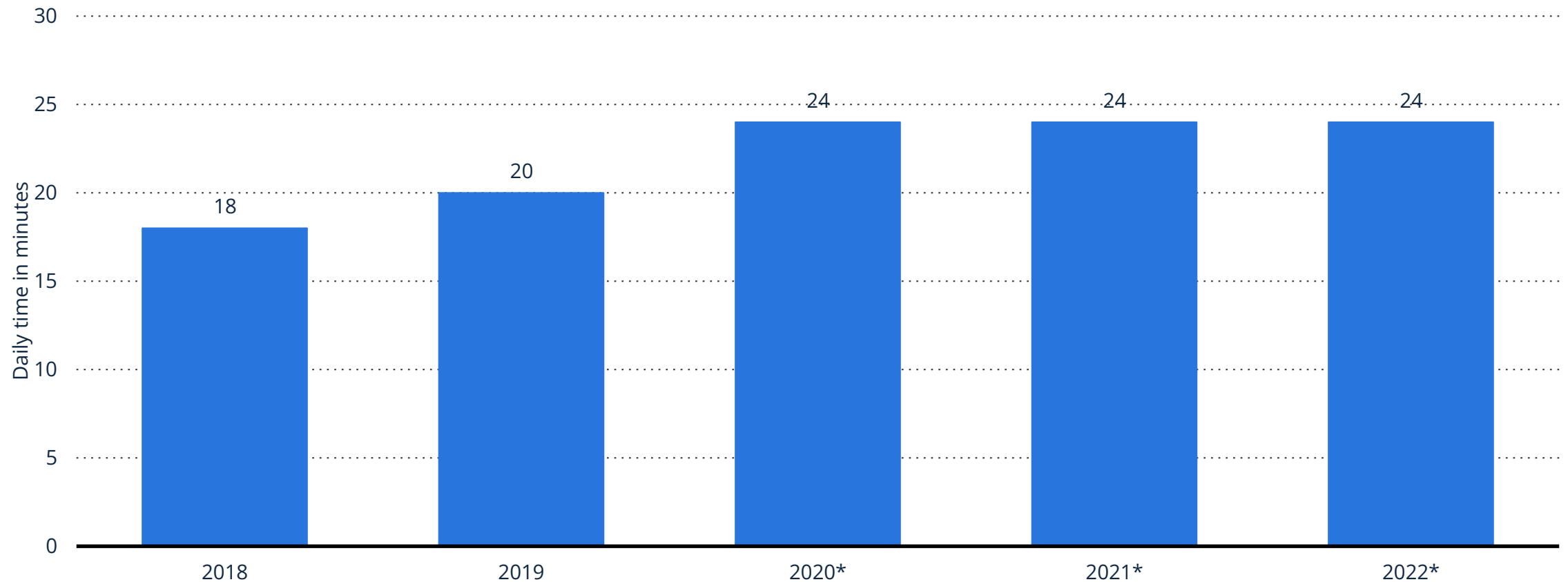
Share of daily active users

Facebook Messenger WhatsApp Discord LINE Other



Average time spent per day with mobile messaging apps by adults in the United States 2018 to 2022

U.S. adult daily mobile messaging app engagement 2018-2022



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