

America's Social Media Habits: How We're Staying Connected

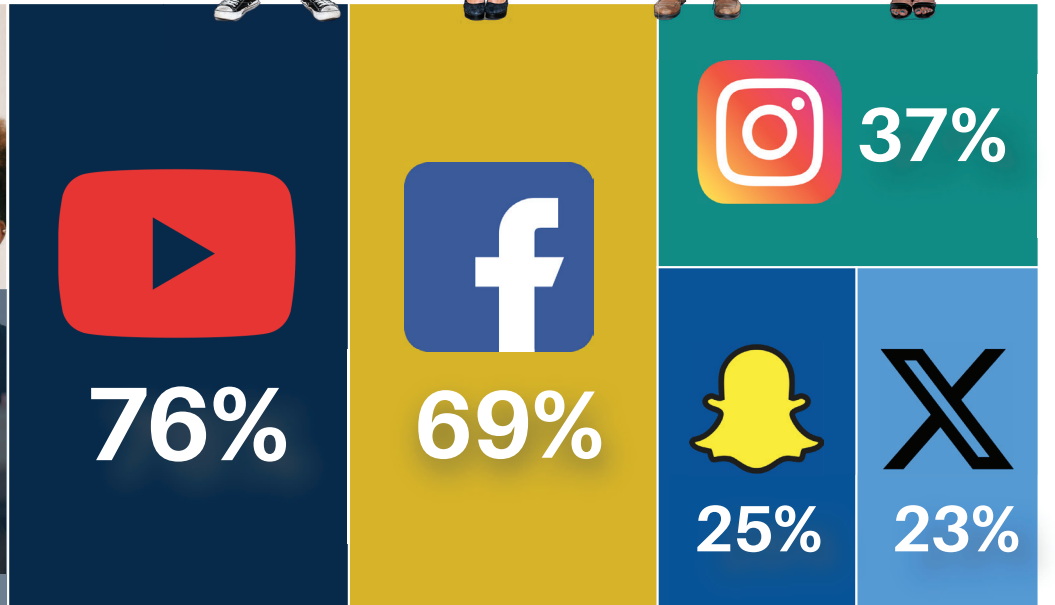


The following visualizations present data on how U.S. adults engaged with social media between 2018 and 2021. The insights include shifts in usage, providing a broader view of adoption patterns. These trends provide valuable context for understanding evolving digital habits and platform preferences.

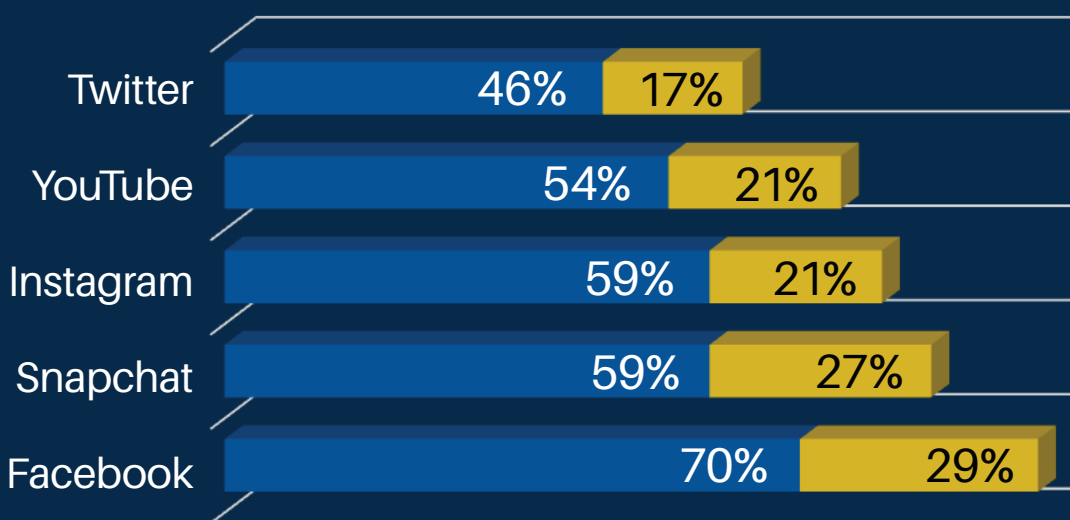
Share of U.S. Adults Who've Tried Social Media

The average percentage of U.S. adults who used YouTube, Facebook, Instagram, Snapchat and Twitter from 2018 to 2021.

*2020 is not included in this data.



How Often U.S. Adults Use Social Media: Daily and Weekly Trends



70% of U.S. Adults reported using Facebook on a daily basis

The average percentage of U.S. adults who used YouTube, Facebook, Instagram, Snapchat and Twitter between years 2018 and 2021 both daily and weekly.

■ Daily ■ Weekly

*2020 is not included in this data.

81% of U.S. adults reported using YouTube in 2021

The percentage of U.S. adults who used YouTube, Facebook, Instagram, Snapchat and Twitter in 2021. Trends can be seen between daily, weekly, and having ever used a social media channel.

-- Use Daily
-- Use 1 or more times
-- Use Weekly

U.S. Social Media Habits in 2021

