**Social media answers**

**Remember** the stats will be different to the answers given below

**How many people are on social media?**

As of April 2020, a total of 3.81 billion people around the world use social media, putting the worldwide social media penetration rate at 49%.

**What is the most popular social media platform?**

Based on user count alone, Facebook continues to be the most popular social media platform. It had garnered 2.6 billion monthly active users by Q1 of 2020.

**How much time people spend on social Media?**

3.96 billion people use social media today, which accounts for roughly half (51%) of the global population.

On average, global internet users spent 144 minutes on social media sites every day.

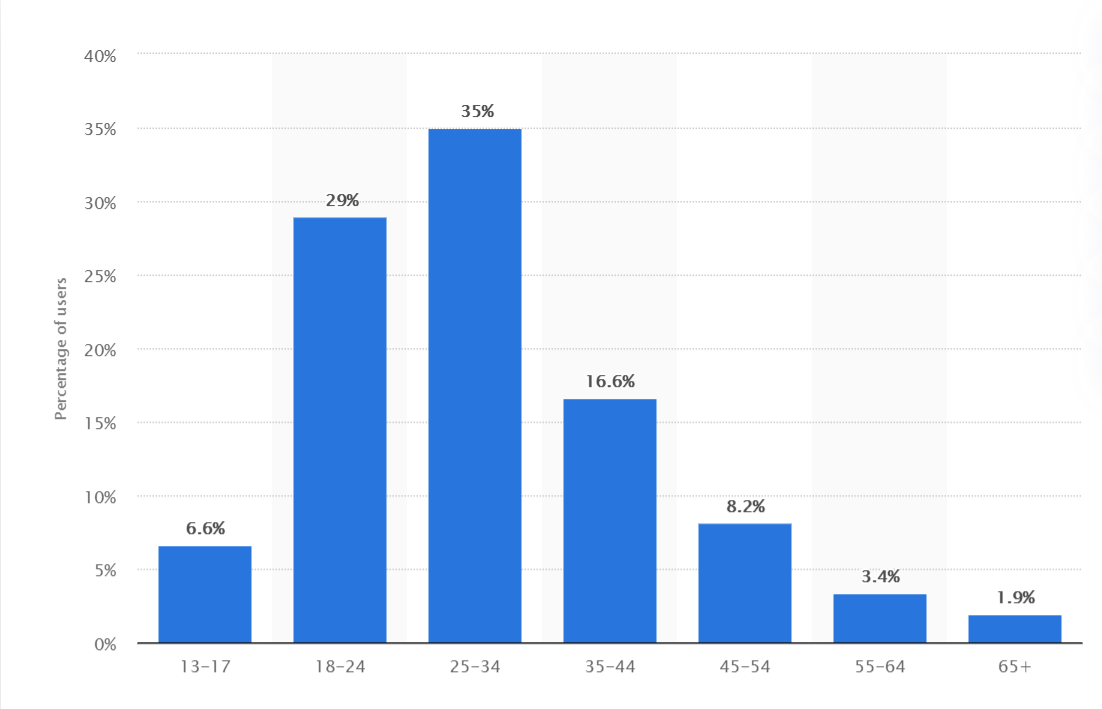
In 2019, the average social media user spent around 1 hour and 15 minutes **per day** on social media. eMarketer predicts that this average will increase by 8.8% in 2020 due to social distancing and people spending more time indoors during the pandemic.

**What is the fastest growing social media platform?**

While Instagram once held this coveted position, the platform’s growth has tapered off for a while. In fact, its [US user growth rate dropped](https://www.emarketer.com/content/instagram-user-growth-in-the-us-will-drop-to-single-digits-for-the-first-time) to 6.7% in 2019. Meanwhile, [TikTok saw a 97.5% increase](https://www.statista.com/statistics/1100842/tiktok-us-user-growth) in its US user base. These numbers will decline as the hype dies down; projections still show that the platform will continue to see a double-digit growth rate in the coming years.

**What is the average age of Instagram users?**

On average, most Instagram users are between the ages of 25 and 34.



**How many followers does the average Instagram user have?**

Since the purpose of personal Instagram accounts is to connect with family and friends, the average Instagram personal account has about [150 followers](https://www.hashtagsforlikes.co/blog/instagram-followers-how-many-does-the-average-person-have/).