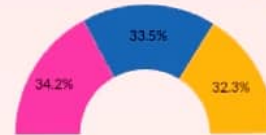




AVERAGE TIME SPENT BY A USER ON SOCIAL MEDIA

Introduction

In our digital world, screens connect us to endless posts and chats. Explore the world of social media where time flies by, changing how we spend our days and see time.



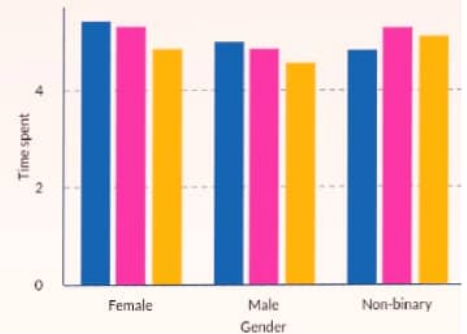
Instagram (34.2%)
Facebook (33.5%)
YouTube (32.3%)

Time spent on social media by Gender

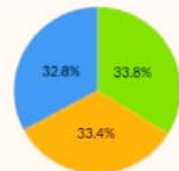
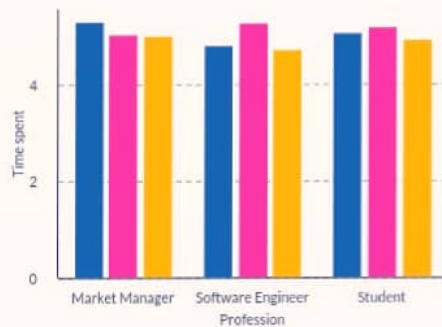
These graphs reveal that females spend more time on social media compared to males and non-binary individuals. Interestingly, both females and males predominantly use Facebook, followed by Instagram and then YouTube.



Female (34.4%)
Non-binary (33.6%)
Male (32%)



Time spent on social media by Profession



Market Manager (33.8%)
Student (33.4%)
Software Engineer (32.8%)

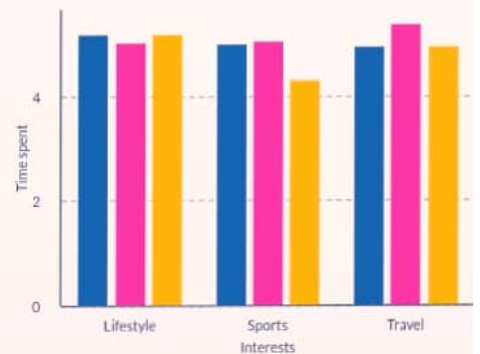
These graphs reveal that market managers are the most active on social media, followed by students and software engineers. While market managers predominantly use Facebook, software engineers and students favor Instagram.

Time spent on social media by interests

These graphs indicate a stronger interest in lifestyle content over travel and sports on social media platforms. Facebook is the preferred platform for lifestyle content, while Instagram is favored for travel and sports.

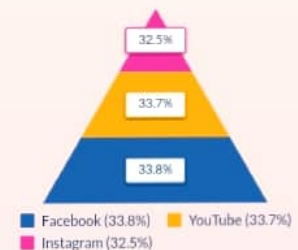


Lifestyle (34.1%)
Travel (33.8%)
Sports (32.1%)



Income made by different platforms

The graph reveals that Facebook is the top earner among social media platforms, with YouTube coming in second and Instagram following closely in third place based on income.



Facebook (33.8%)
YouTube (33.7%)
Instagram (32.5%)



Conclusion

@time spent on social media

Instagram dominates as the preferred platform, with females leading in time spent on social media. Market managers surpass both students and software engineers in their social media usage. Lifestyle content garners the highest interest across platforms. Facebook stands out as the top earner among social media platforms.

