



Internet usage in the United States

INTERNET USAGE IN THE UNITED STATES

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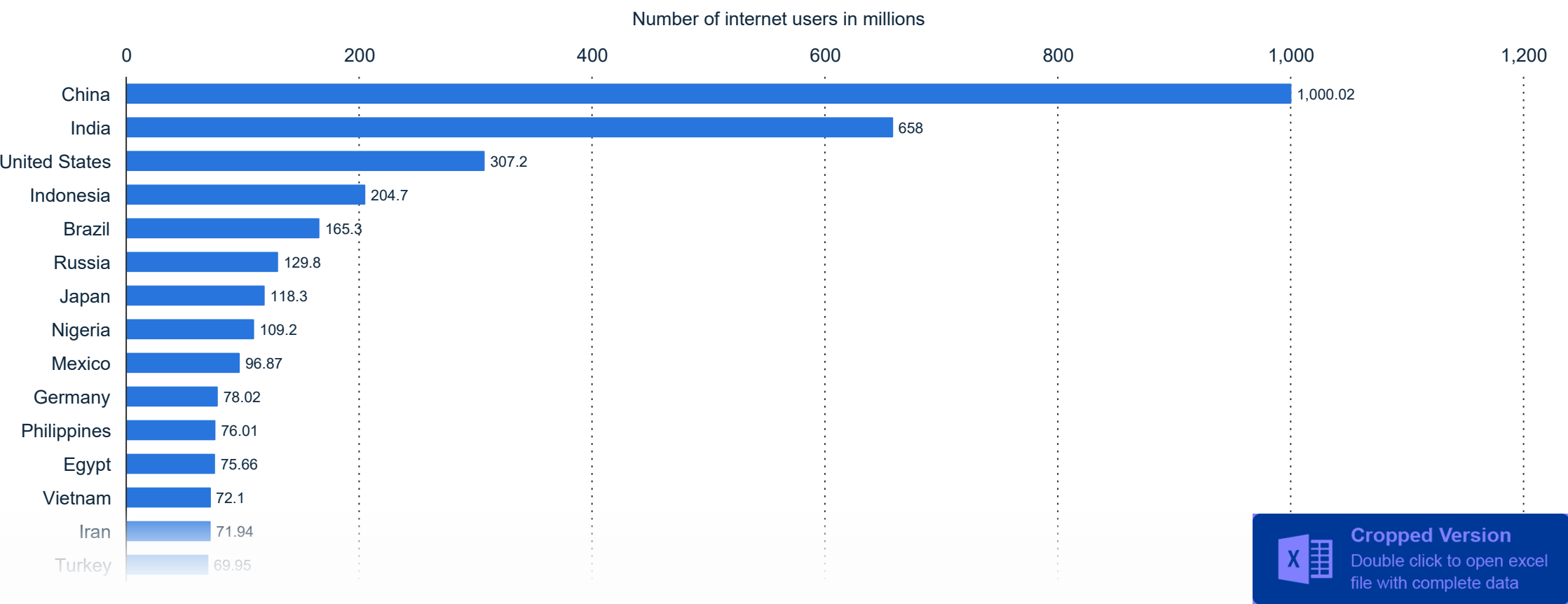
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Online access and traffic

Countries with the highest number of internet users as of February 2022 (in millions)

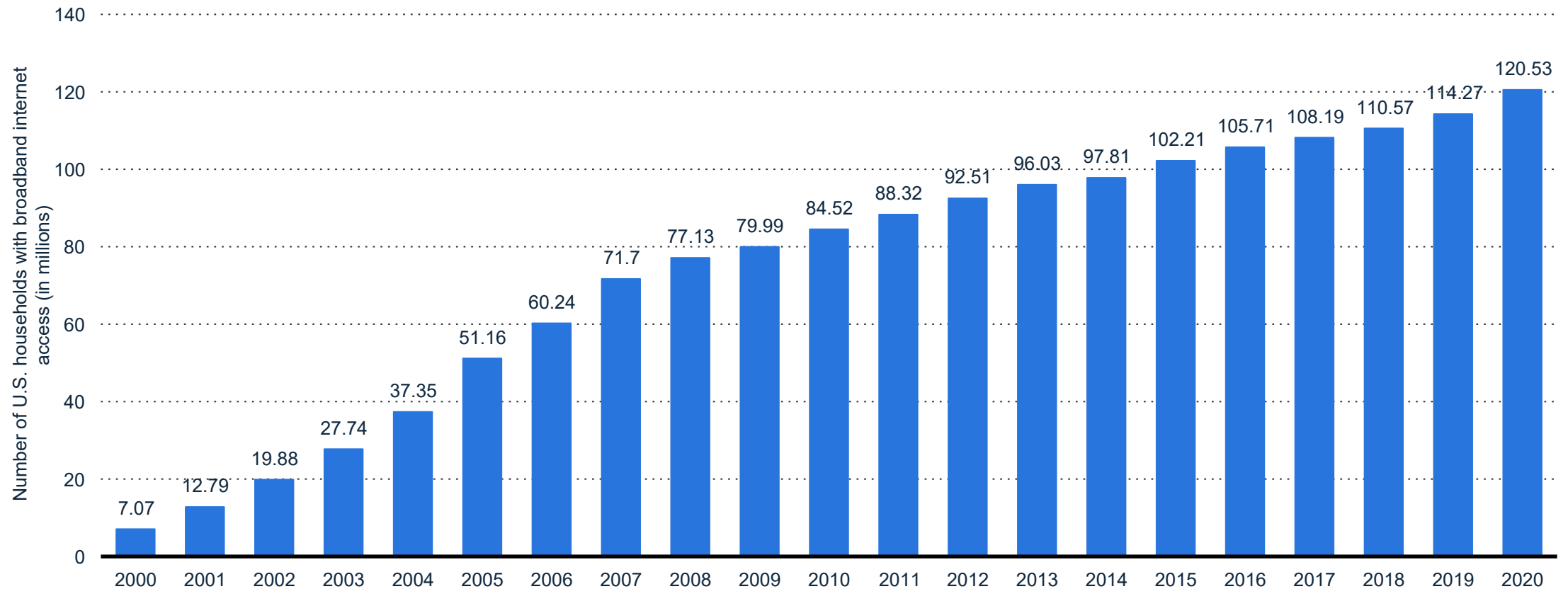
Countries with the highest number of internet users 2022



Note(s): Worldwide; February 2022
Further information regarding this statistic can be found on [page 53](#).
Source(s): DataReportal; [ID 262966](#)

Number of fixed broadband subscriptions in the United States from 2000 to 2020 (in millions)

Number of U.S. households with broadband internet access 2000-2020



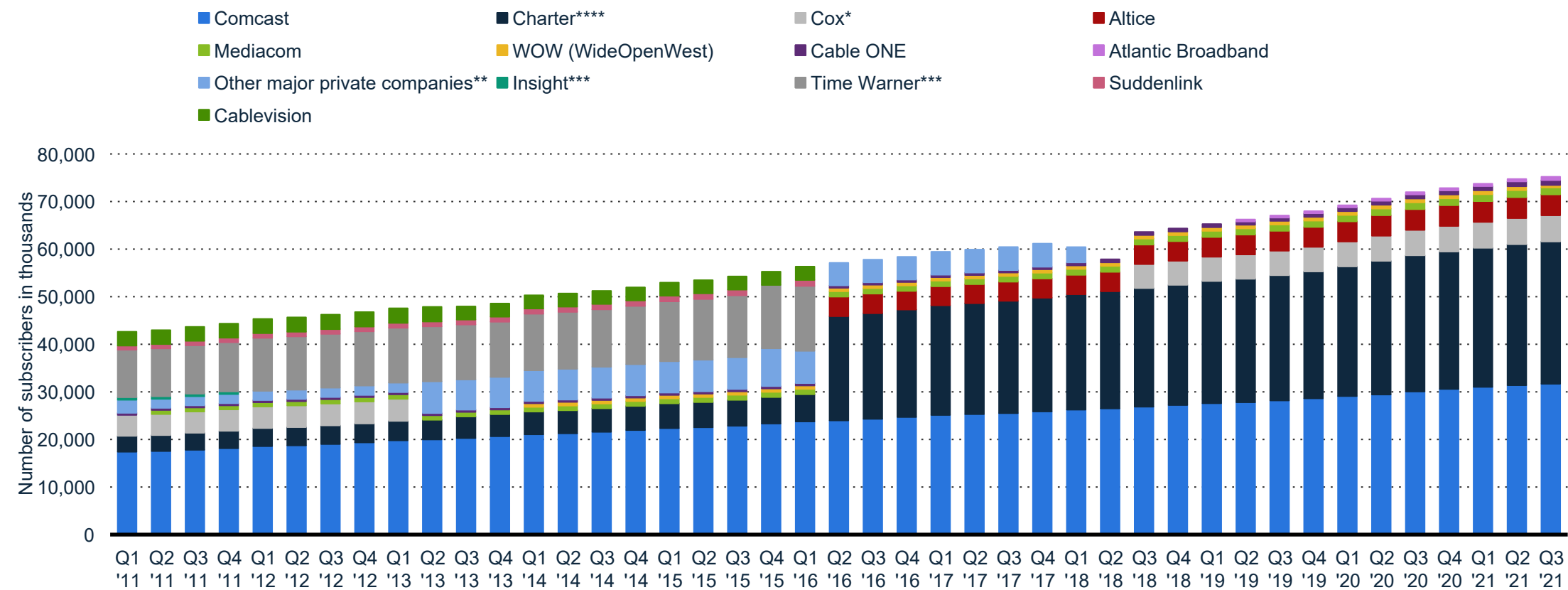
Note(s): United States; 2000 to 2020

Further information regarding this statistic can be found on [page 54](#).

Source(s): ITU; Federal Communications Commission; [ID 183614](#)

Number of broadband internet subscribers in the United States from 1st quarter 2011 to 3rd quarter 2021, by cable provider (in 1,000s)

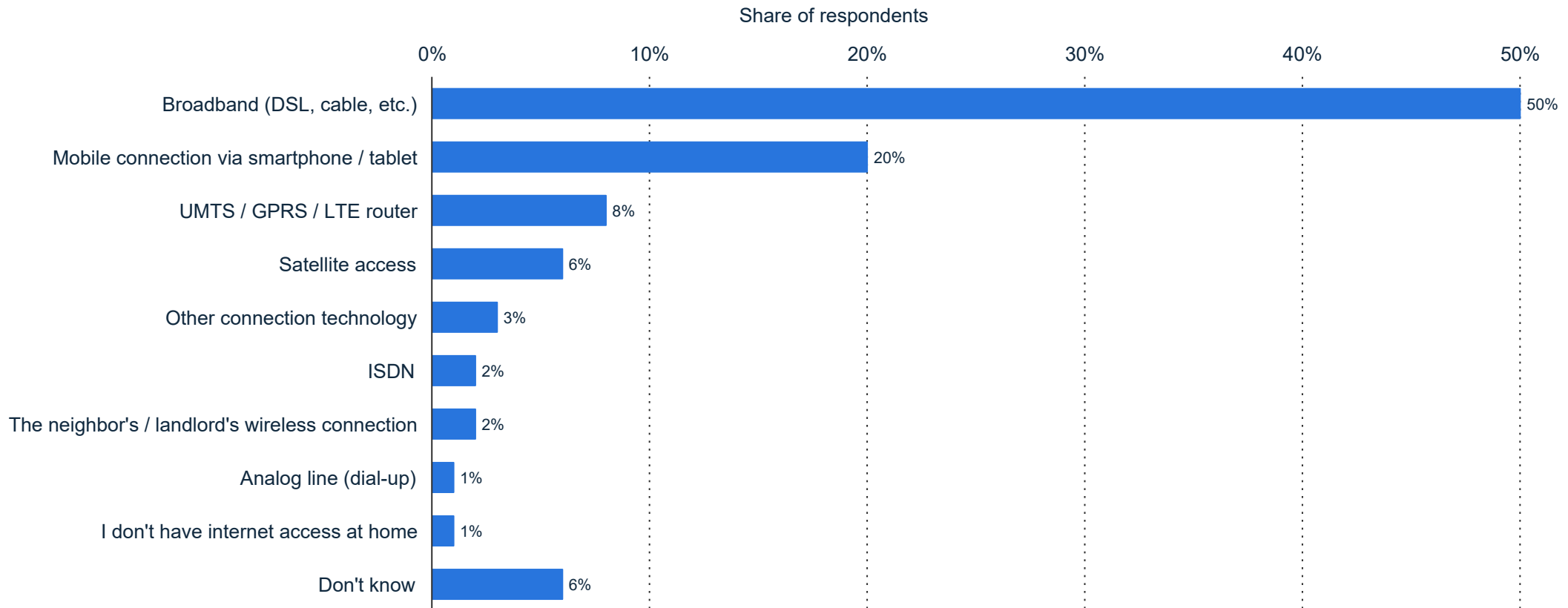
Broadband internet subscriber numbers in the U.S. Q1 2011-Q3 2021, by cable provider



Note(s): United States; Q1 2011 to Q3 2021
Further information regarding this statistic can be found on [page 55](#).
Source(s): Leichtman Research Group; [ID 217348](#)

How do you mainly access the internet at home?

Internet access by type in the U.S. 2021



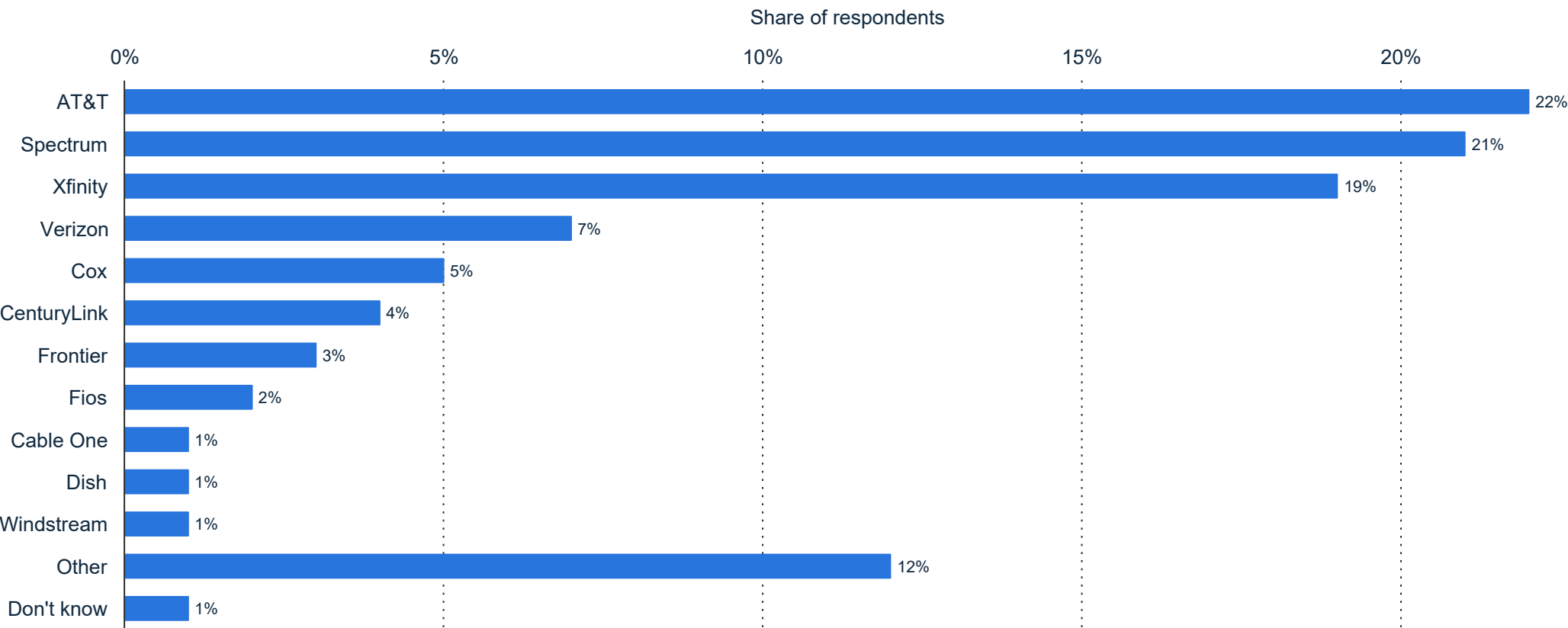
Note(s): United States; 1 Oct to 15 Dec 2021 and 5 Jul 2021 to 22 Sep 2021 and 1 Apr 2021 to 21 Jun 2021 and 4 Jan 2021 to 25 Mar 2021; 18-64 years; 7014 respondents

Further information regarding this statistic can be found on [page 56](#).

Source(s): Statista Global Consumer Survey (GCS); [ID 997163](#)

Which of these service providers is the provider of your internet access at home?

Internet usage by provider in the U.S. 2021



Note(s): United States; 1 Oct to 15 Dec 2021 and 5 Jul 2021 to 22 Sep 2021 and 1 Apr 2021 to 21 Jun 2021 and 4 Jan 2021 to 25 Mar 2021; 18-64 years; 4697 respondents; respondents who have access to the internet via an internet provider

Further information regarding this statistic can be found on [page 57](#).

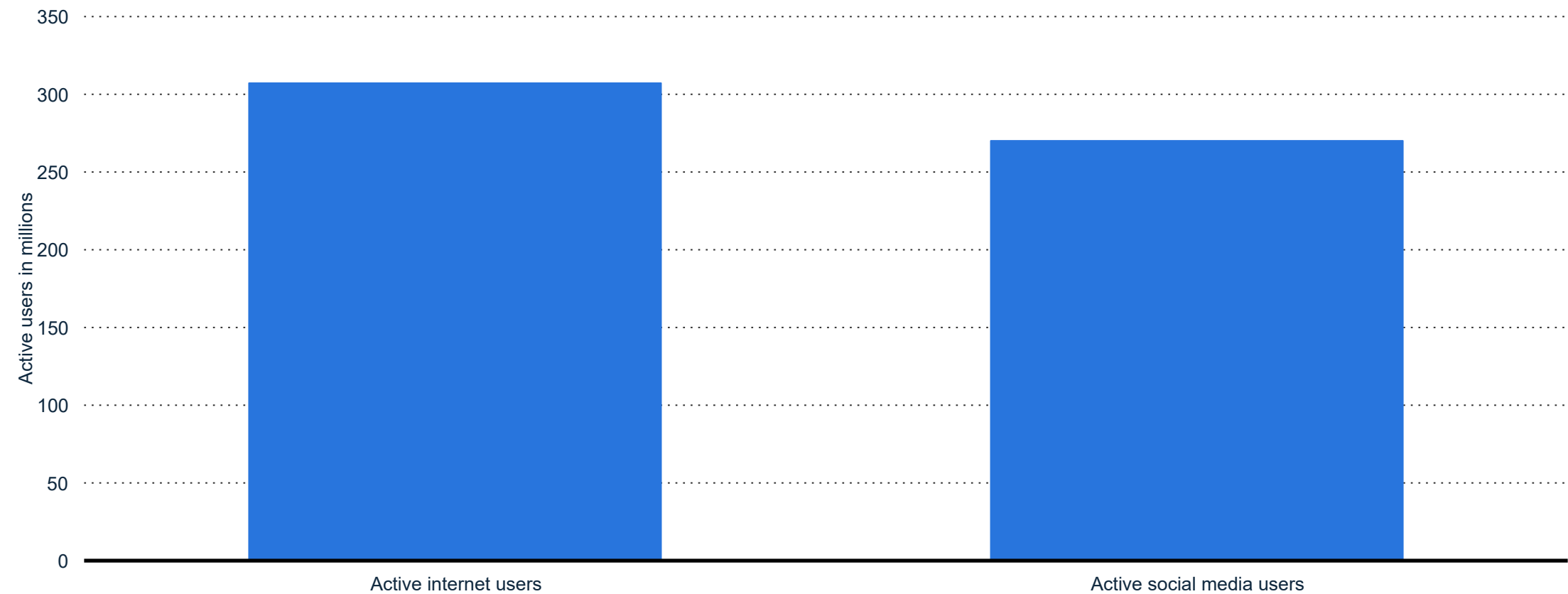
Source(s): Statista Global Consumer Survey (GCS); [ID 997229](#)

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Online user demographics

Digital population in the United States as of January 2021 (in millions)

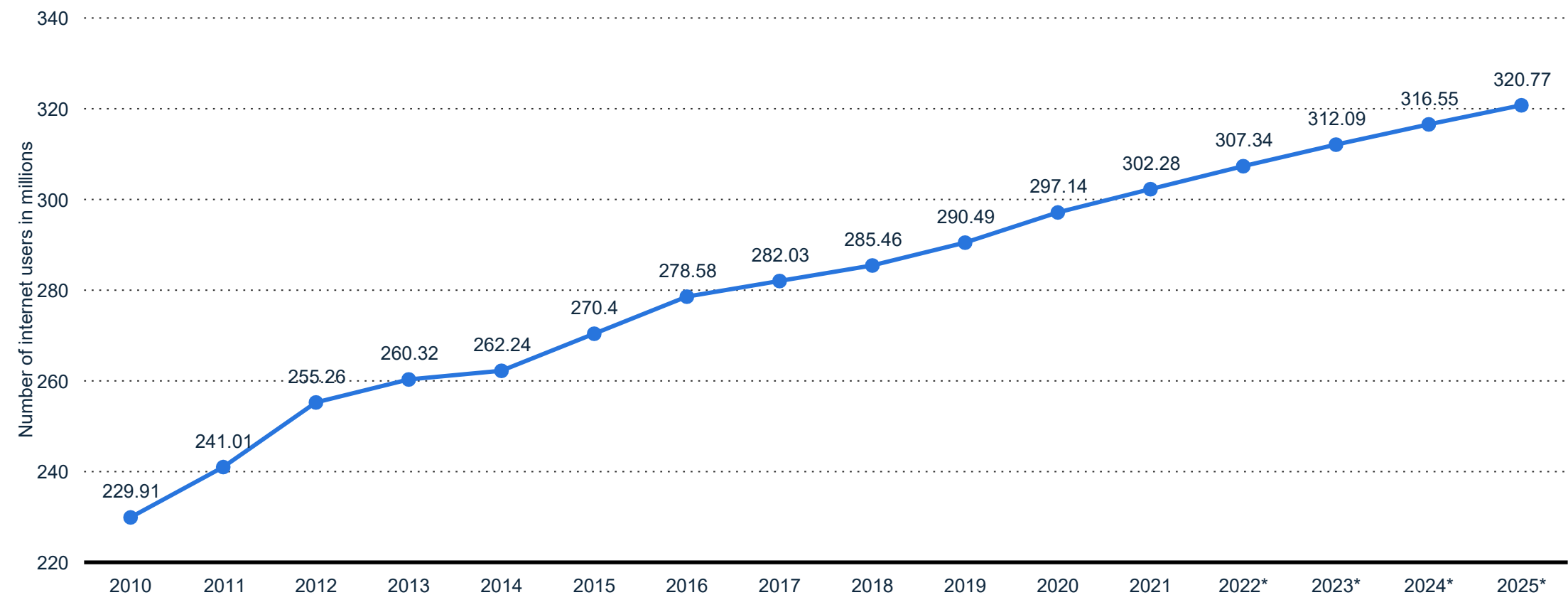
United States: digital population as of January 2021



Note(s): United States; February 2022
Further information regarding this statistic can be found on [page 58](#).
Source(s): We Are Social; Hootsuite; DataReportal; [ID 1044012](#)

Number of internet users in the United States from 2010 to 2025 (in millions)

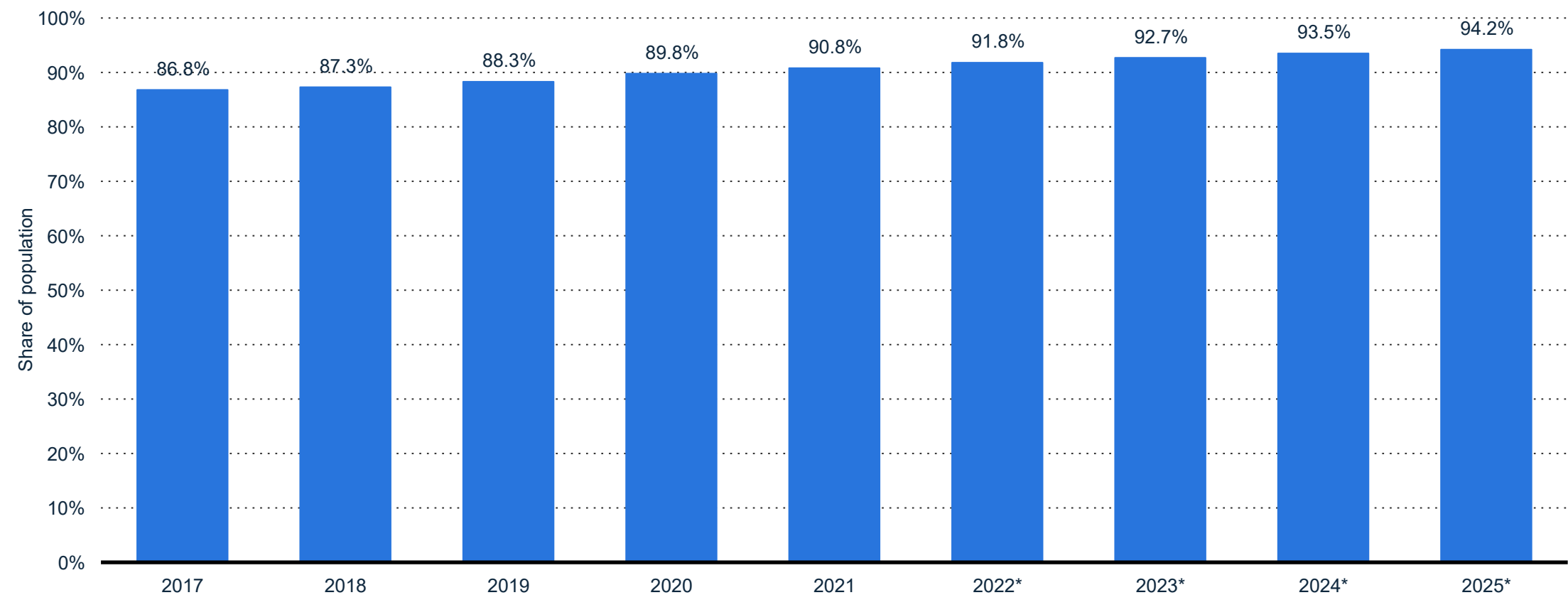
United States: number of online users 2010-2025



Note(s): United States; 2021; individuals of any age who use the internet from any location via any device at least once per month
Further information regarding this statistic can be found on [page 59](#).
Source(s): Statista; [ID 325645](#)

Internet user penetration in the United States from 2017 to 2025

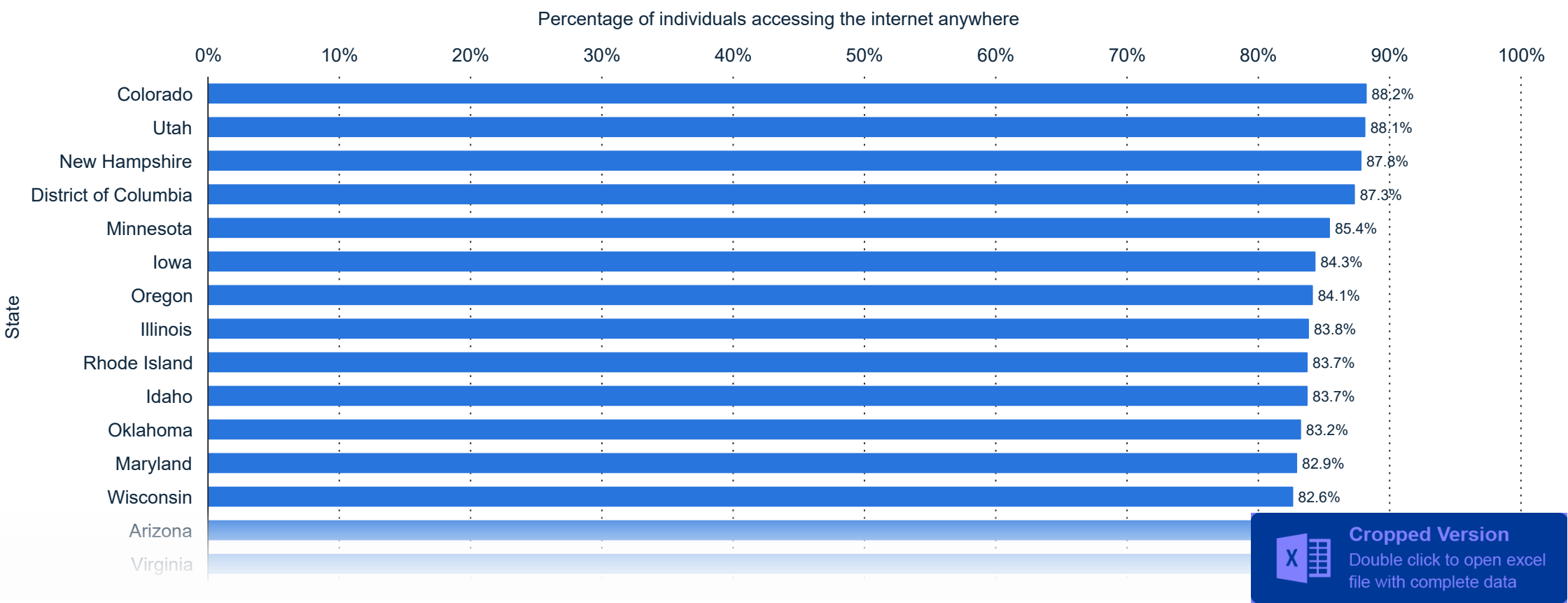
United States online usage penetration 2017-2025



Note(s): United States; July 2021; using the internet on a monthly basis
Further information regarding this statistic can be found on [page 60](#).
Source(s): Statista; [ID 590800](#)

Internet usage penetration in the United States in November 2019, by state

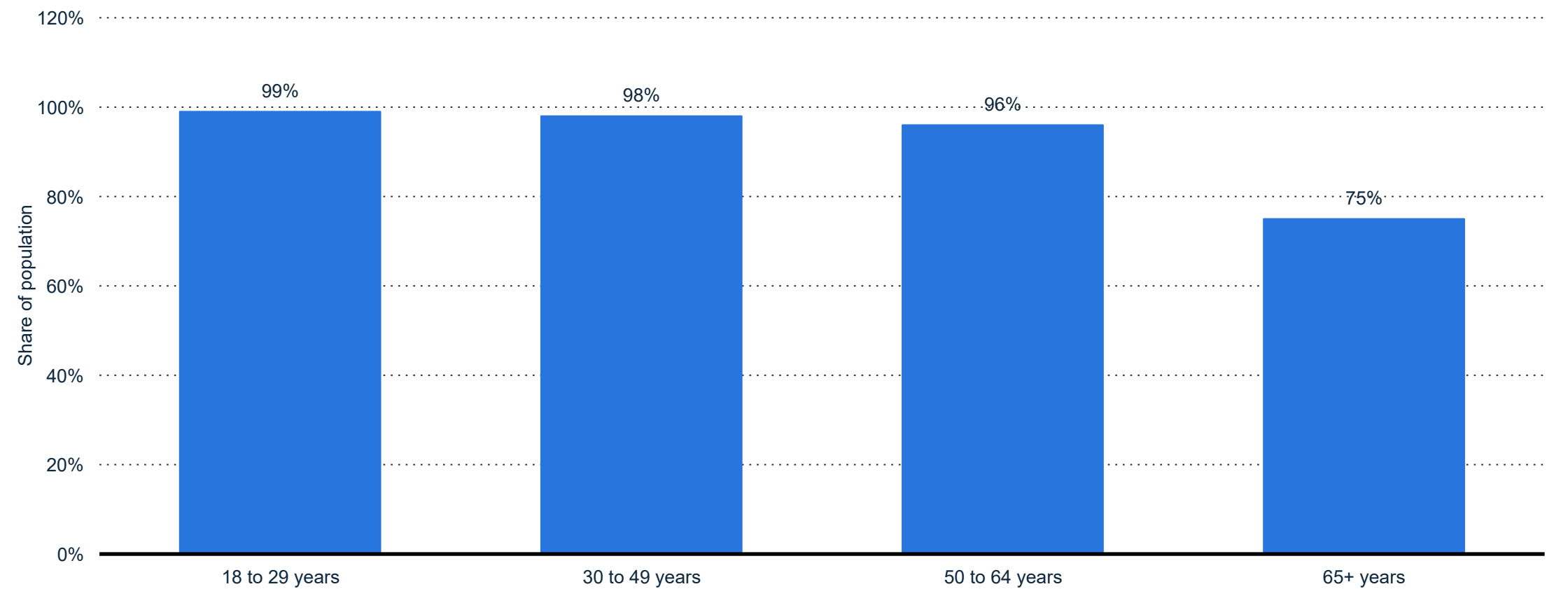
Internet access in the United States 2019, by state



Note(s): United States; November 2019; 3 years and older
Further information regarding this statistic can be found on [page 61](#).
Source(s): NTIA; US Census Bureau; [ID 184691](#)

Share of adults in the United States who use the internet in 2021, by age group

U.S. internet usage penetration 2021, by age group



Note(s): United States; 2021; 18 years and older
Further information regarding this statistic can be found on [page 62](#).
Source(s): Pew Research Center; [ID 266587](#)

Adult internet usage penetration in the United States from 2000 to 2021, by age group

U.S. adult internet usage reach 2000-2021, by age group

	18-29 years	30-49 years	50-64 years	65+ years
2000	72%	61%	46%	14%
2005	83%	79%	66%	28%
2009	92%	84%	75%	40%
2010	92%	85%	74%	43%
2011	94%	87%	77%	46%
2013	97%	92%	81%	56%
2014	97%	92%	81%	57%
2015	97%	95%	82%	63%
2016	99%	96%	87%	64%
2018	98%	97%	87%	66%
2019	100%	97%	88%	73%
2021	99%	98%	96%	75%

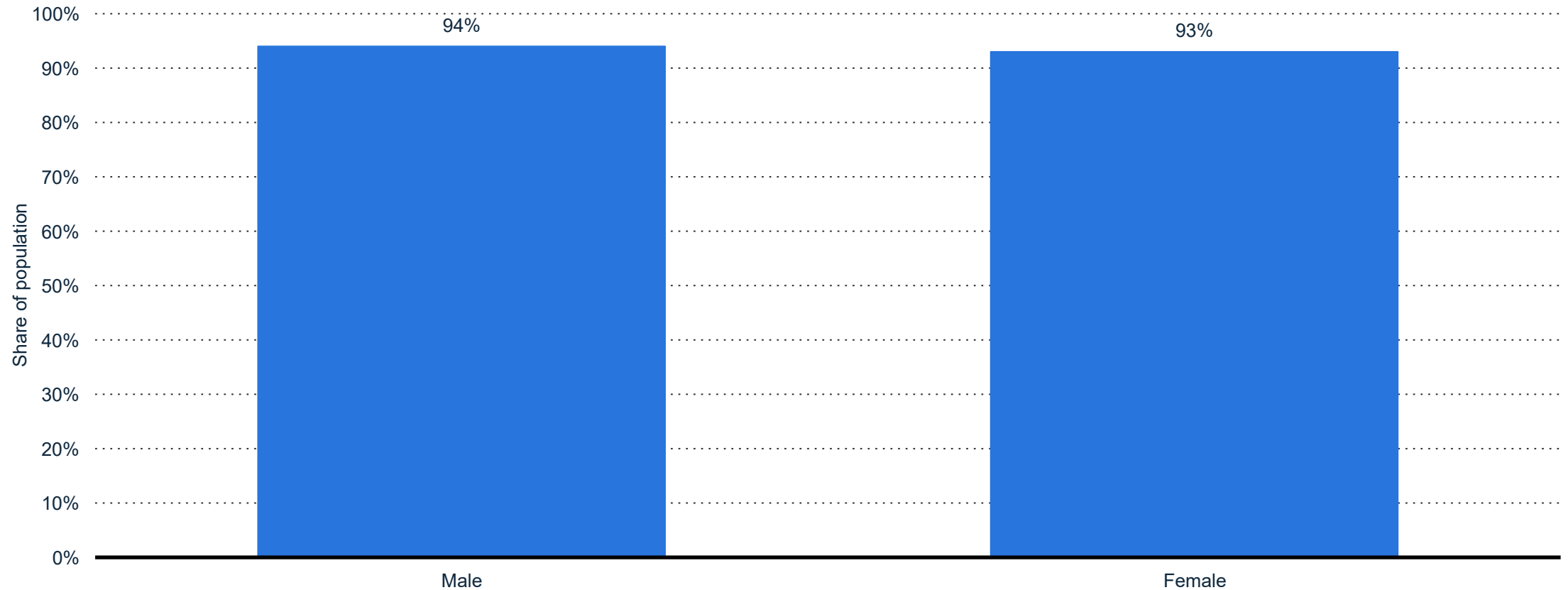
Note(s): United States; 2000 to 2021; 18 years and older

Further information regarding this statistic can be found on [page 63](#).

Source(s): Pew Research Center; [ID 184389](#)

Share of adults in the United States who use the internet in 2021, by gender

U.S. internet usage penetration 2021, by gender



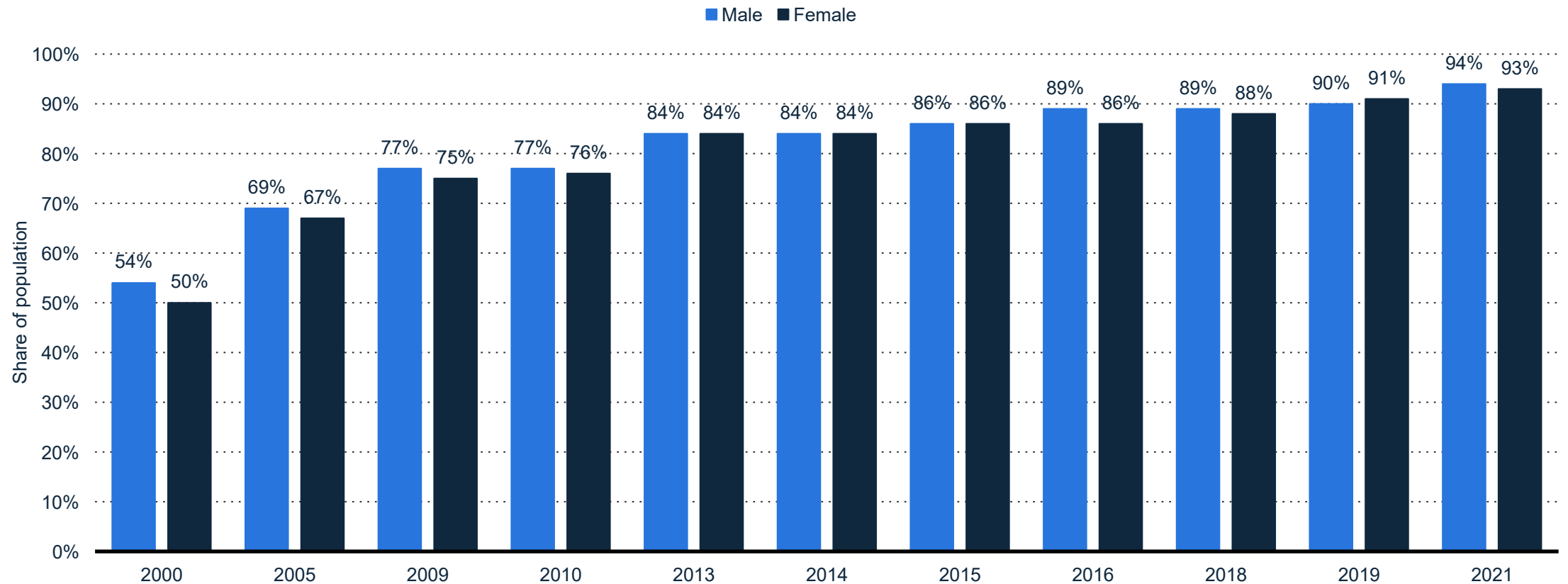
Note(s): United States; 2021; 18 years and older

Further information regarding this statistic can be found on [page 64](#).

Source(s): Pew Research Center; [ID 327130](#)

Adult internet usage penetration in the United States from 2000 to 2021, by gender

U.S. adult internet usage reach 2000-2021, by gender



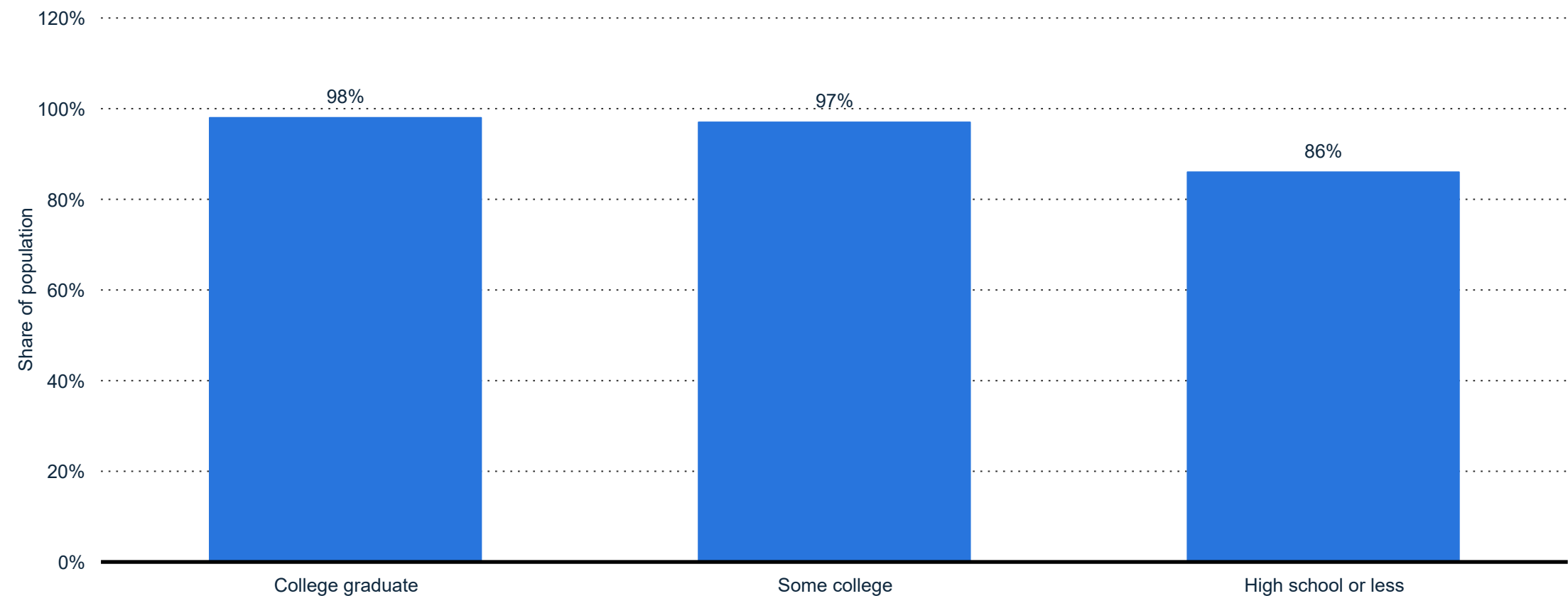
Note(s): United States; 2000 to 2021; 18 years and older

Further information regarding this statistic can be found on [page 65](#).

Source(s): Pew Research Center; [ID 184415](#)

Share of adults in the United States who use the internet in 2021, by educational background

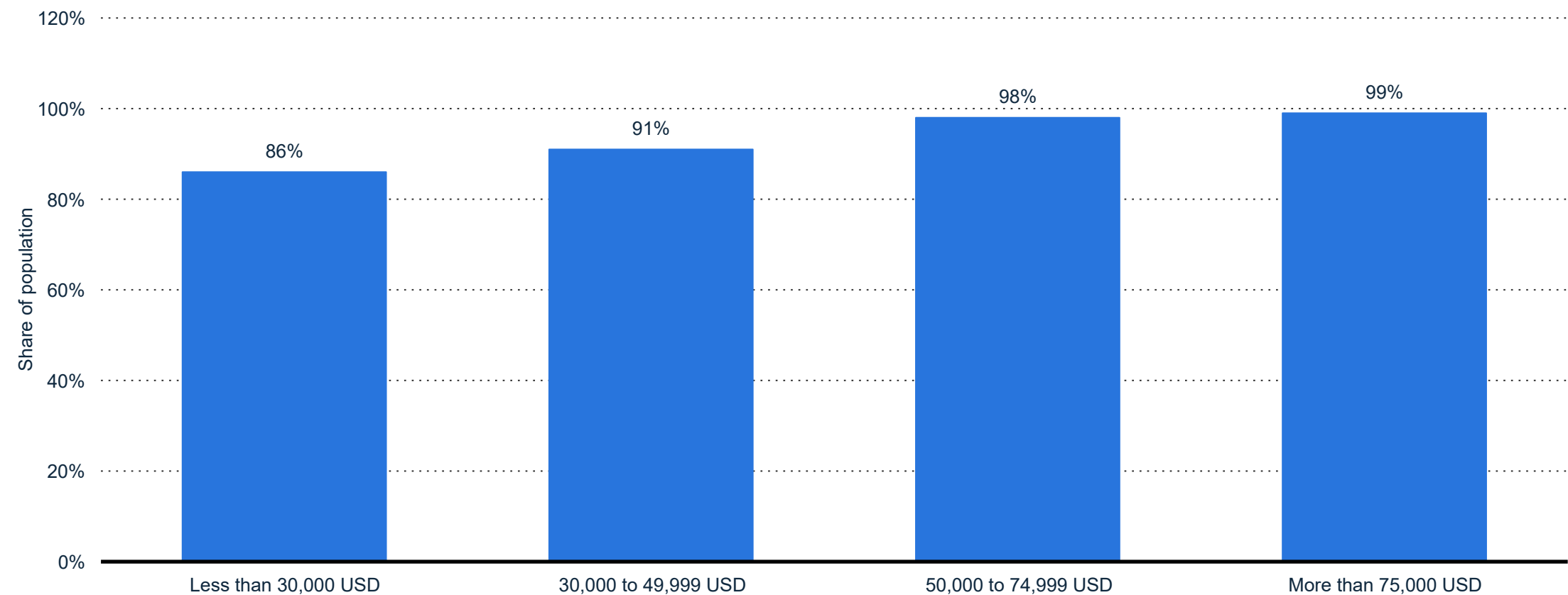
U.S. internet usage penetration 2021, by education



Note(s): United States; 2021; 18 years and older
Further information regarding this statistic can be found on [page 66](#).
Source(s): Pew Research Center; [ID 327138](#)

Share of adults in the United States who use the internet in 2021, by annual household income

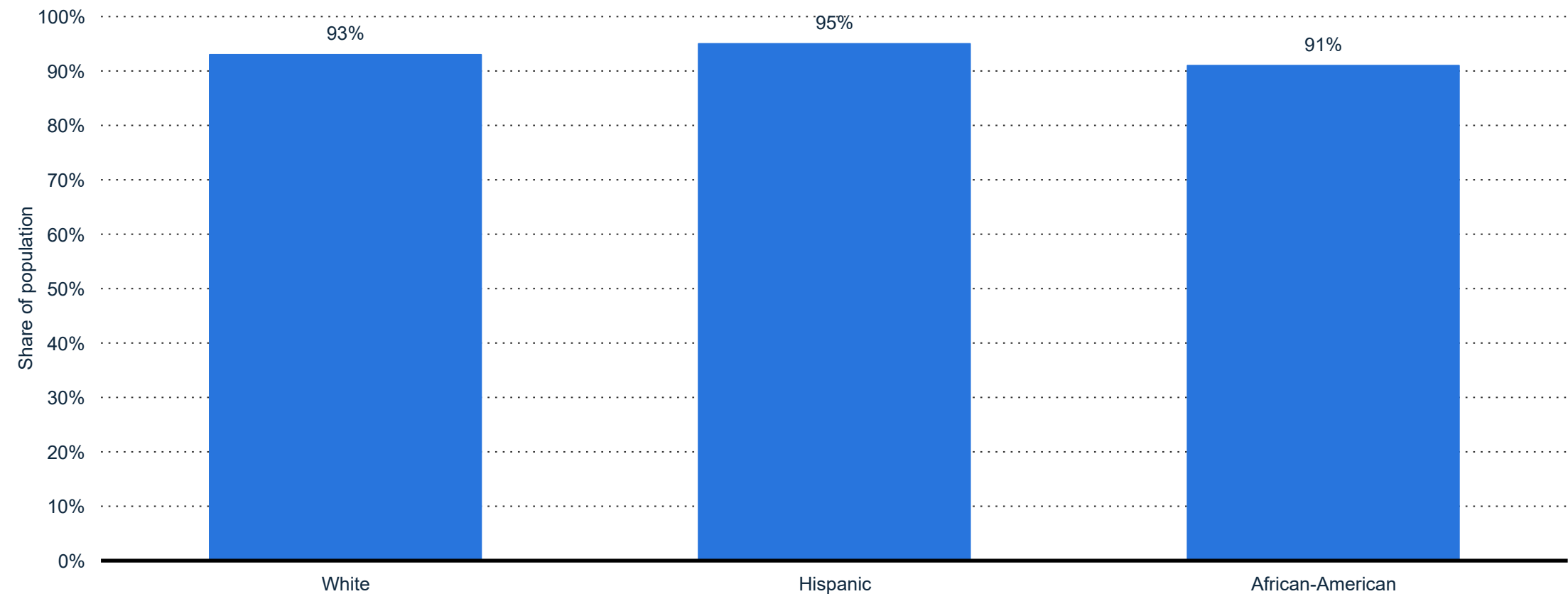
U.S. internet usage penetration 2021, by household income



Note(s): United States; 2021; 18 years and older
Further information regarding this statistic can be found on [page 67](#).
Source(s): Pew Research Center; [ID 327146](#)

Share of adults in the United States who use the internet in 2021, by ethnicity

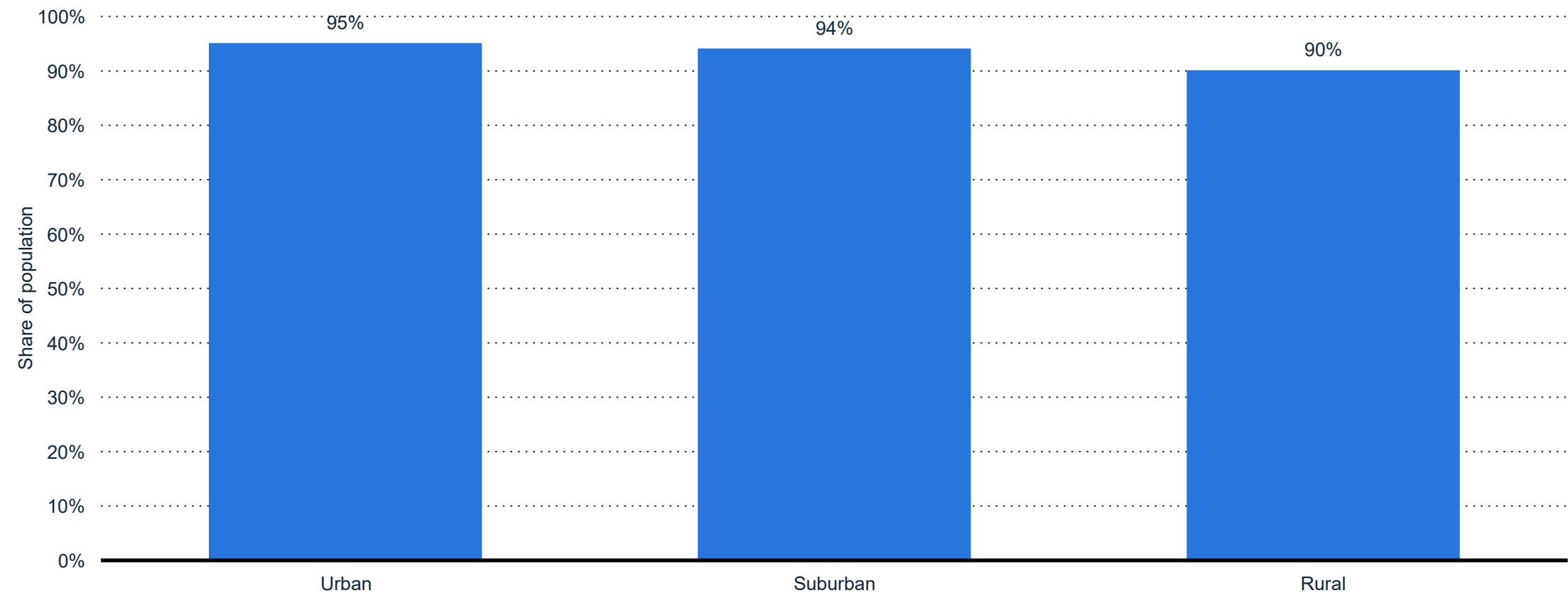
U.S. internet usage penetration 2021, by ethnicity



Note(s): United States; 2021; 18 years and older
Further information regarding this statistic can be found on [page 68](#).
Source(s): Pew Research Center; [ID 327134](#)

Share of adults in the United States who use the internet in 2021, by urbanity

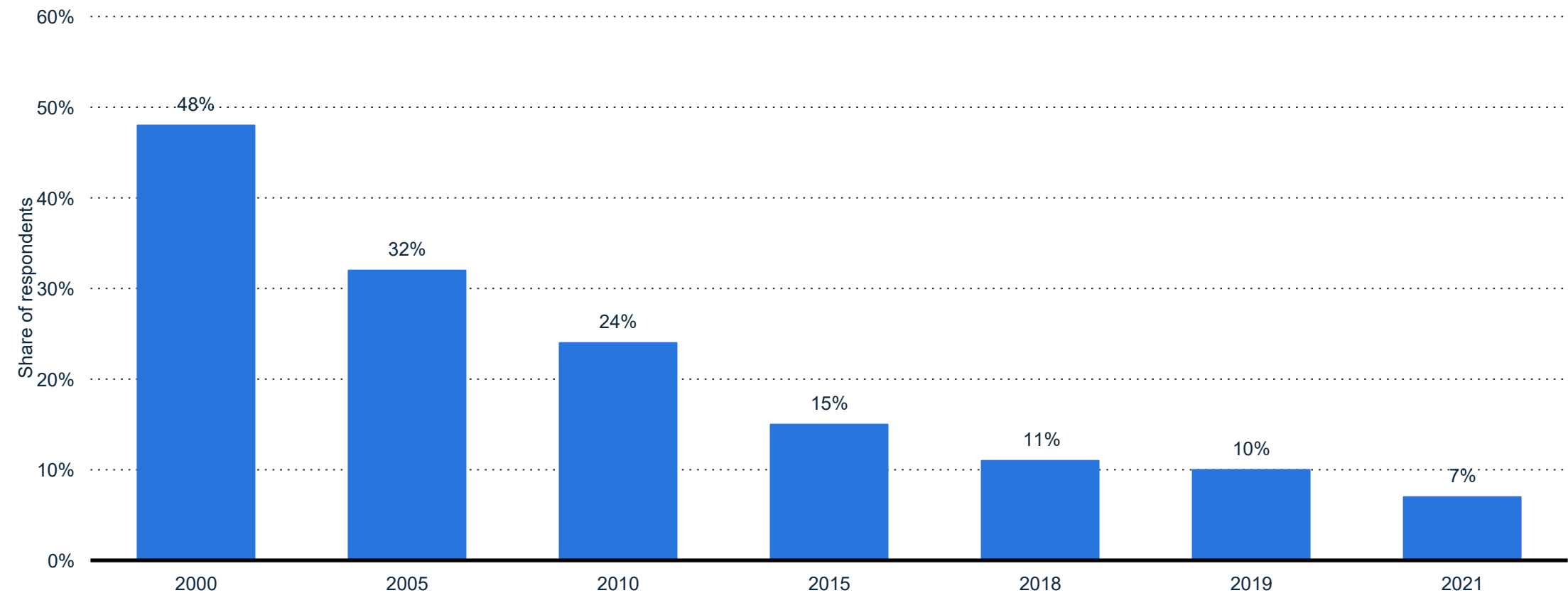
U.S. internet usage penetration 2021, by urbanity



Note(s): United States; 2021; 18 years and older
Further information regarding this statistic can be found on [page 69](#).
Source(s): Pew Research Center; [ID 327150](#)

Share of the offline population of the United States from 2000 to 2021

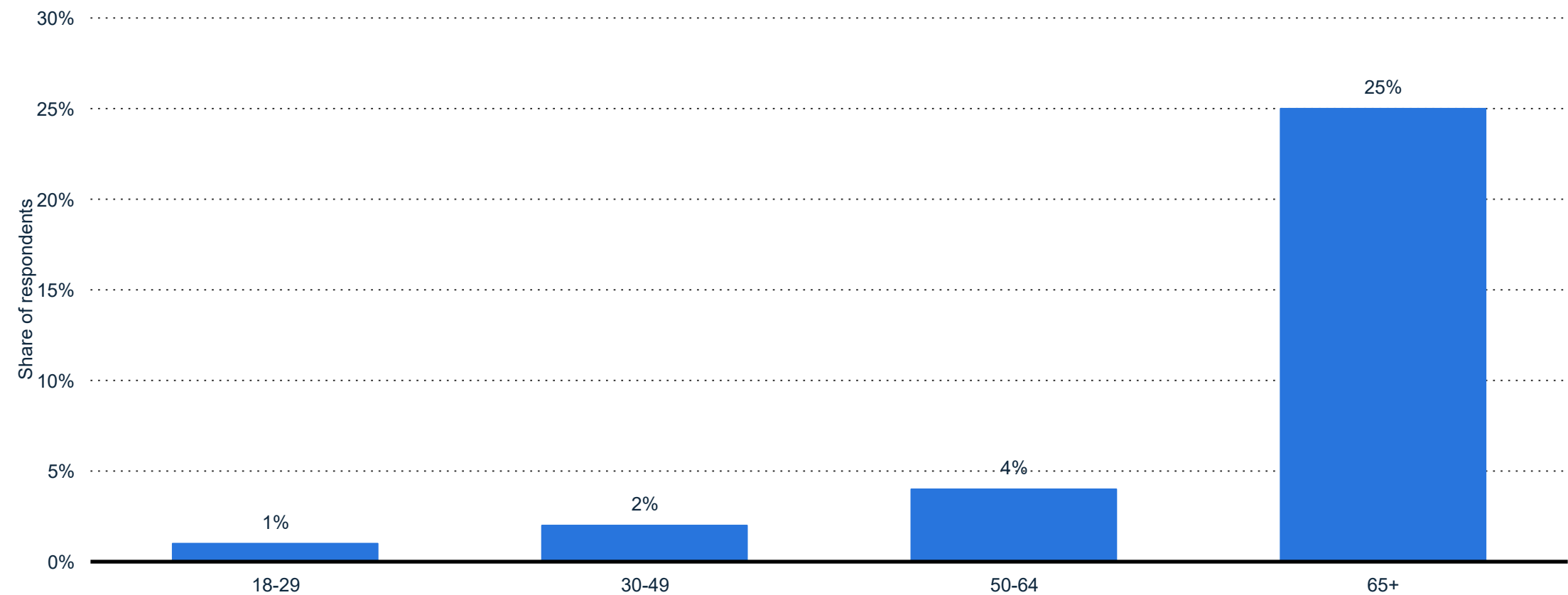
Offline population of the U.S. 2000-2021



Note(s): United States; 2000 to 2021; 18 years and older
Further information regarding this statistic can be found on [page 70](#).
Source(s): Pew Research Center; [ID 865523](#)

Share of adults in the United States who do not use the internet as of February 2021, by age group

U.S. adults who do not use the internet 2021, by age



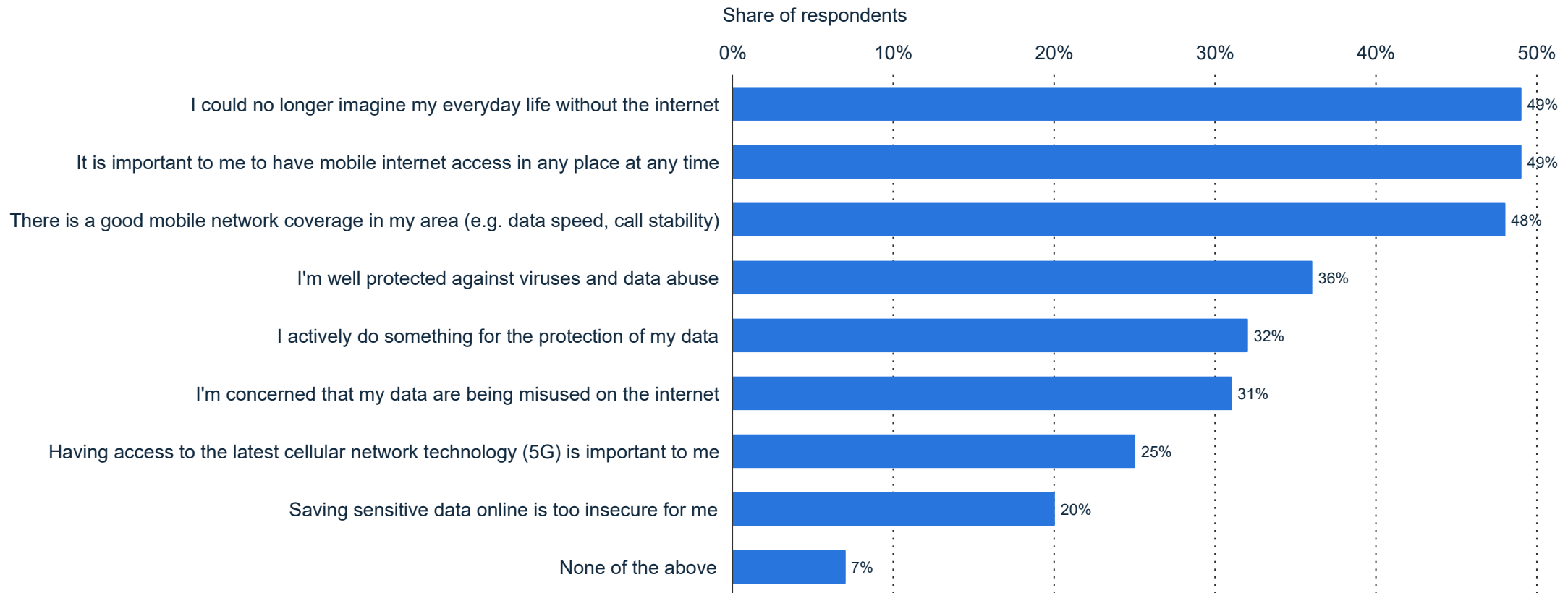
Note(s): United States; January 25 to February 8, 2021; 18 years and older
Further information regarding this statistic can be found on [page 71](#).
Source(s): Pew Research Center; [ID 865517](#)

INTERNET USAGE IN THE UNITED STATES

Internet usage

Which of the following statements apply to you?

Attitudes towards the internet in the U.S. 2021



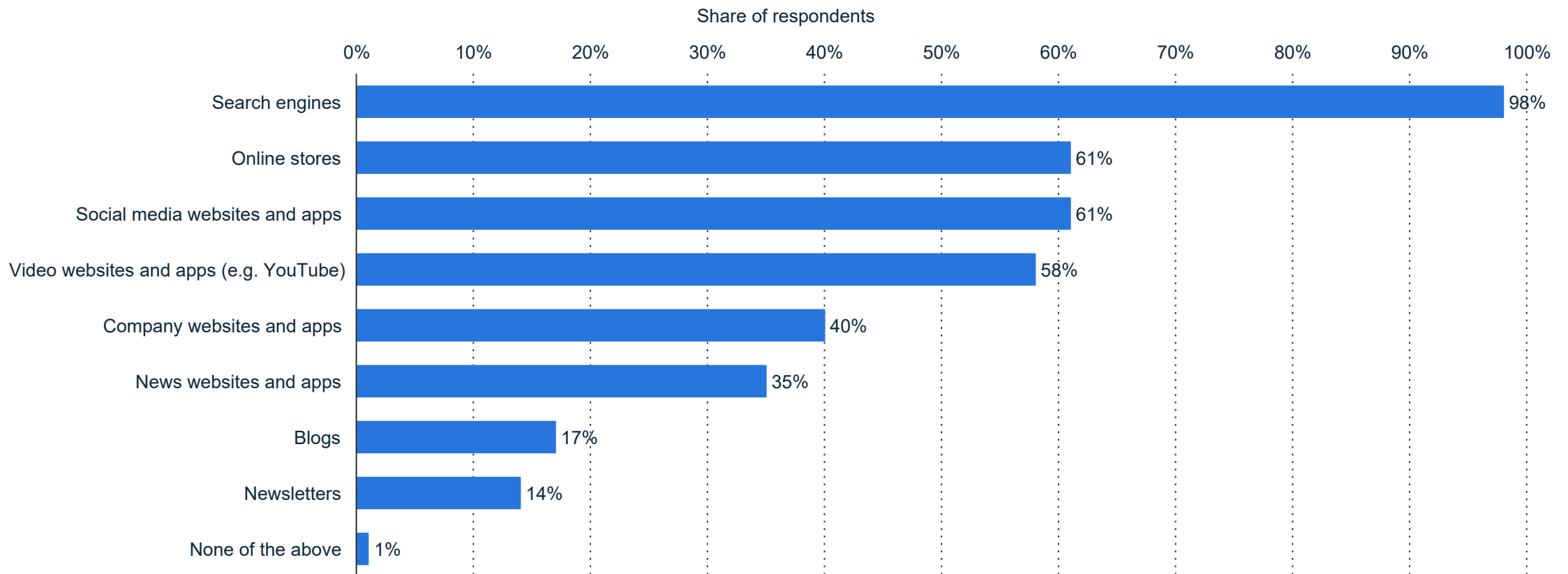
Note(s): United States; 1 Oct to 15 Dec 2021 and 5 Jul 2021 to 22 Sep 2021 and 1 Apr 2021 to 21 Jun 2021 and 4 Jan 2021 to 25 Mar 2021; 18-64 years; 7014 respondents

Further information regarding this statistic can be found on [page 72](#).

Source(s): Statista Global Consumer Survey (GCS); [ID 997172](#)

Which of these types of websites and online services have you used in the past 4 weeks?

Website and online service usage by type in the U.S. 2021



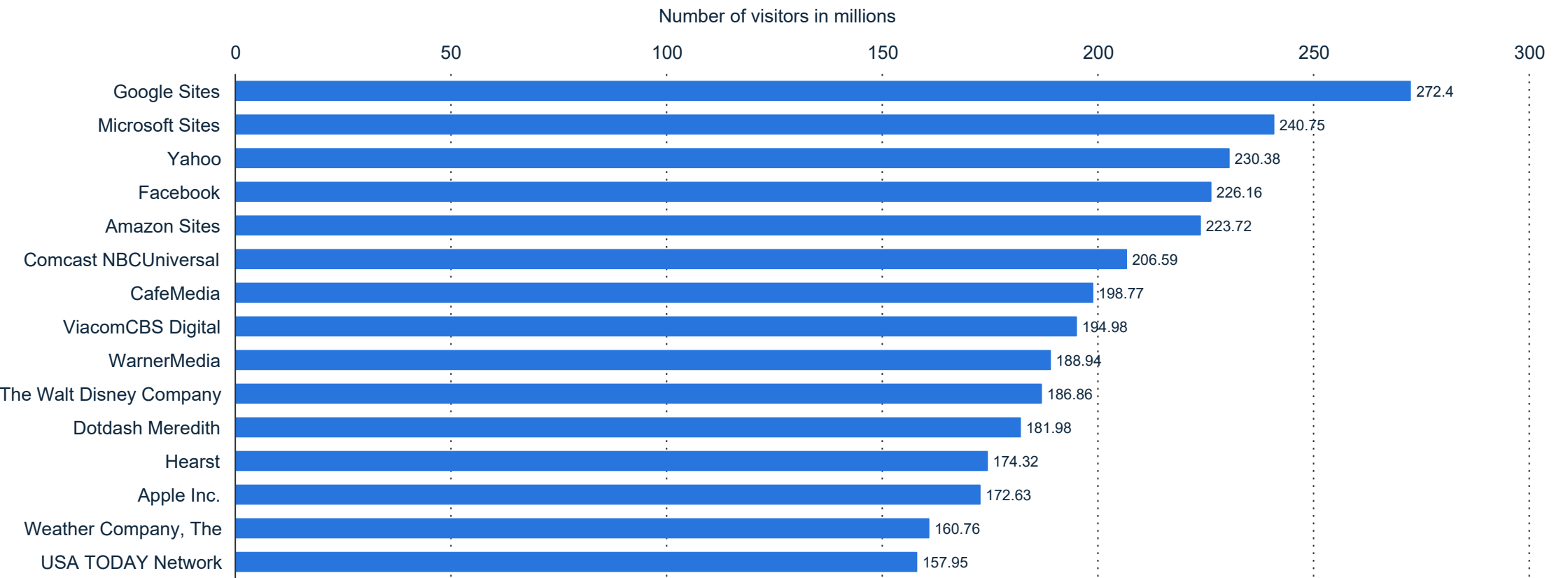
Note(s): United States; 1 Oct to 15 Dec 2021 and 5 Jul 2021 to 22 Sep 2021 and 1 Apr 2021 to 21 Jun 2021 and 4 Jan 2021 to 25 Mar 2021; 18-64 years; 7016 respondents

Further information regarding this statistic can be found on [page 73](#).

Source(s): Statista Global Consumer Survey (GCS); [ID 997104](#)

Most popular multi-platform web properties in the United States in January 2022, based on number of unique visitors (in millions)

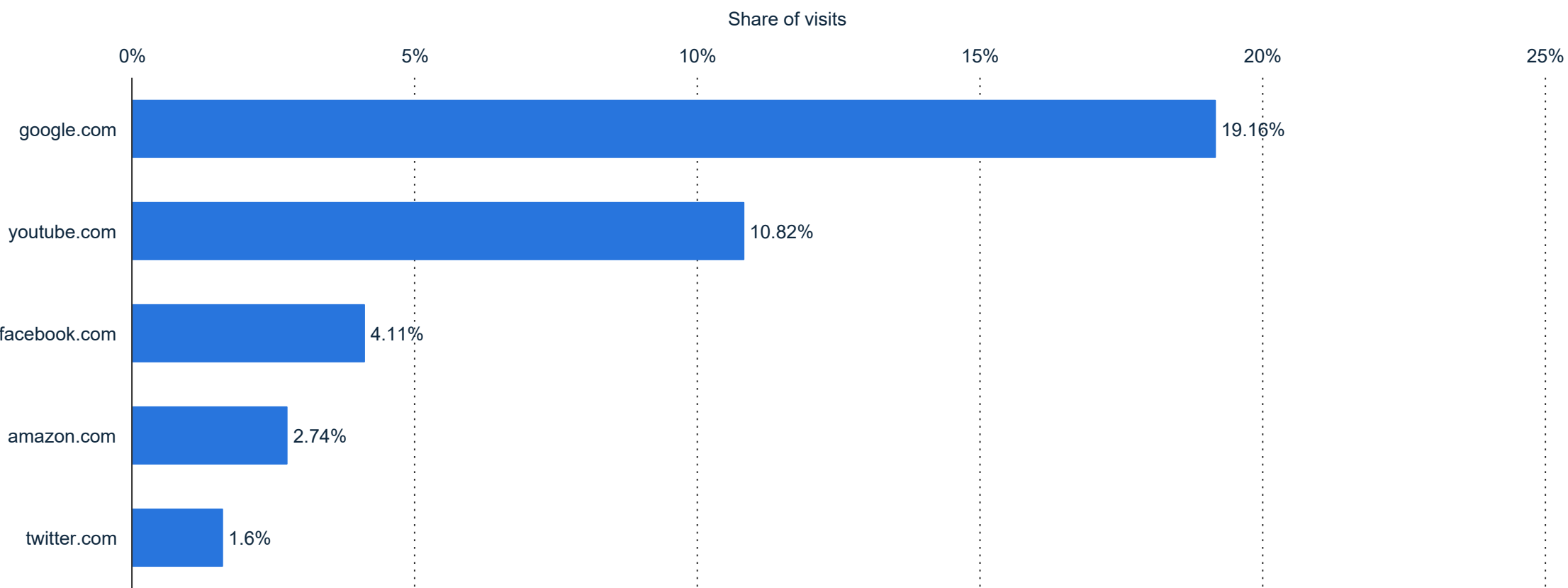
Most visited multi-platform U.S. web properties 2022



Note(s): United States; January 2022; desktop and mobile; home and work locations
Further information regarding this statistic can be found on [page 74](#).
Source(s): comScore; [ID 271412](#)

Most popular websites in the United States in June 2021, based on share of visits

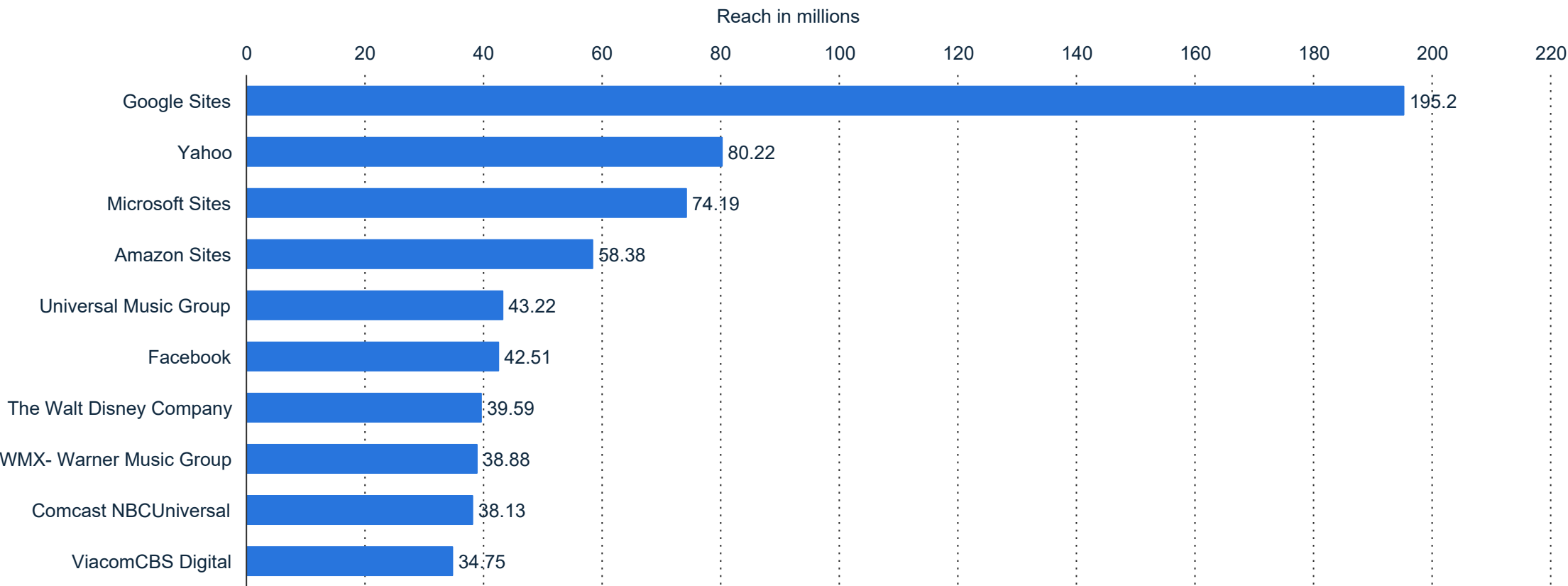
Leading websites in the U.S. 2021, based on visit share



Note(s): United States; June 2021; desktop only
Further information regarding this statistic can be found on [page 75](#).
Source(s): SimilarWeb; [ID 265770](#)

Most popular online video properties in the United States in December 2021, by reach (in millions)

Leading U.S. video properties 2021, by reach



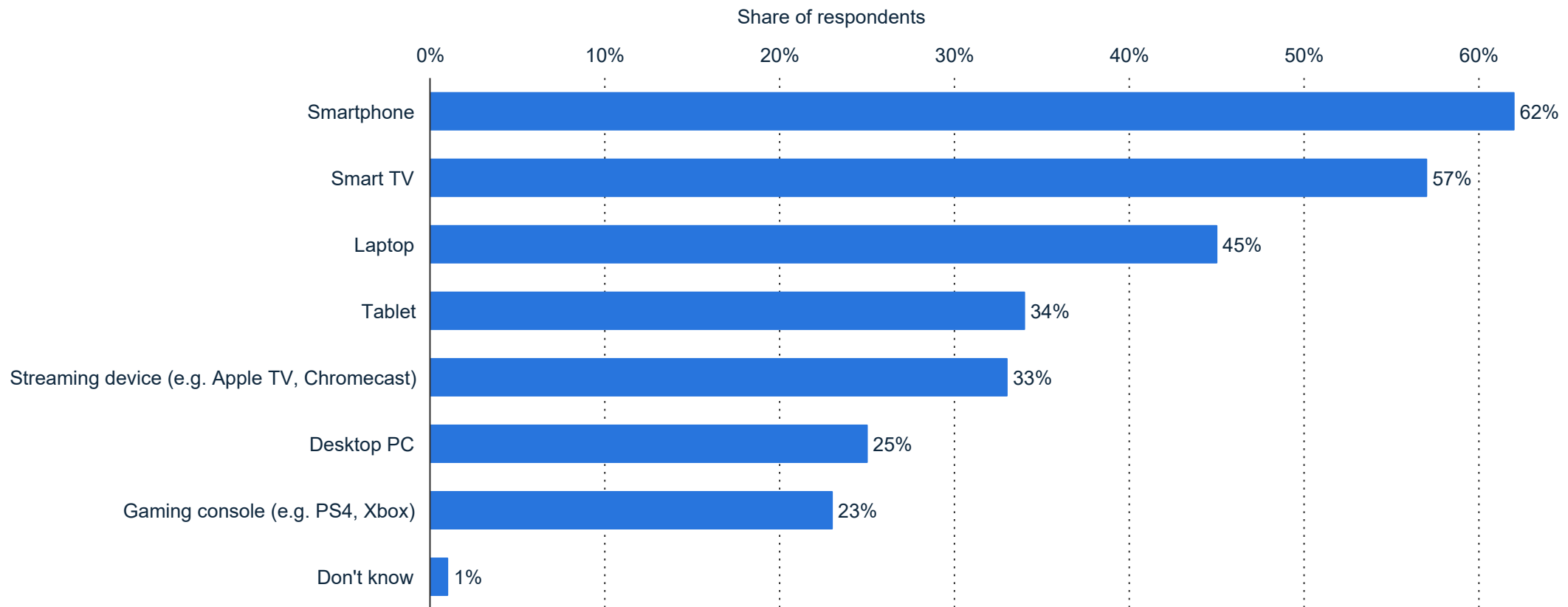
Note(s): United States; December 2021; desktop home and work locations, content videos only (excluding ad videos)

Further information regarding this statistic can be found on [page 76](#).

Source(s): comScore; [ID 265924](#)

Which devices do you use to watch digital video content?

Digital video usage by devices in the U.S. 2021



Note(s): United States; 1 Oct to 15 Dec 2021 and 5 Jul 2021 to 22 Sep 2021 and 1 Apr 2021 to 21 Jun 2021 and 4 Jan 2021 to 25 Mar 2021; 18-64 years; 6164 respondents; respondents who watch digital video content

Further information regarding this statistic can be found on [page 77](#).

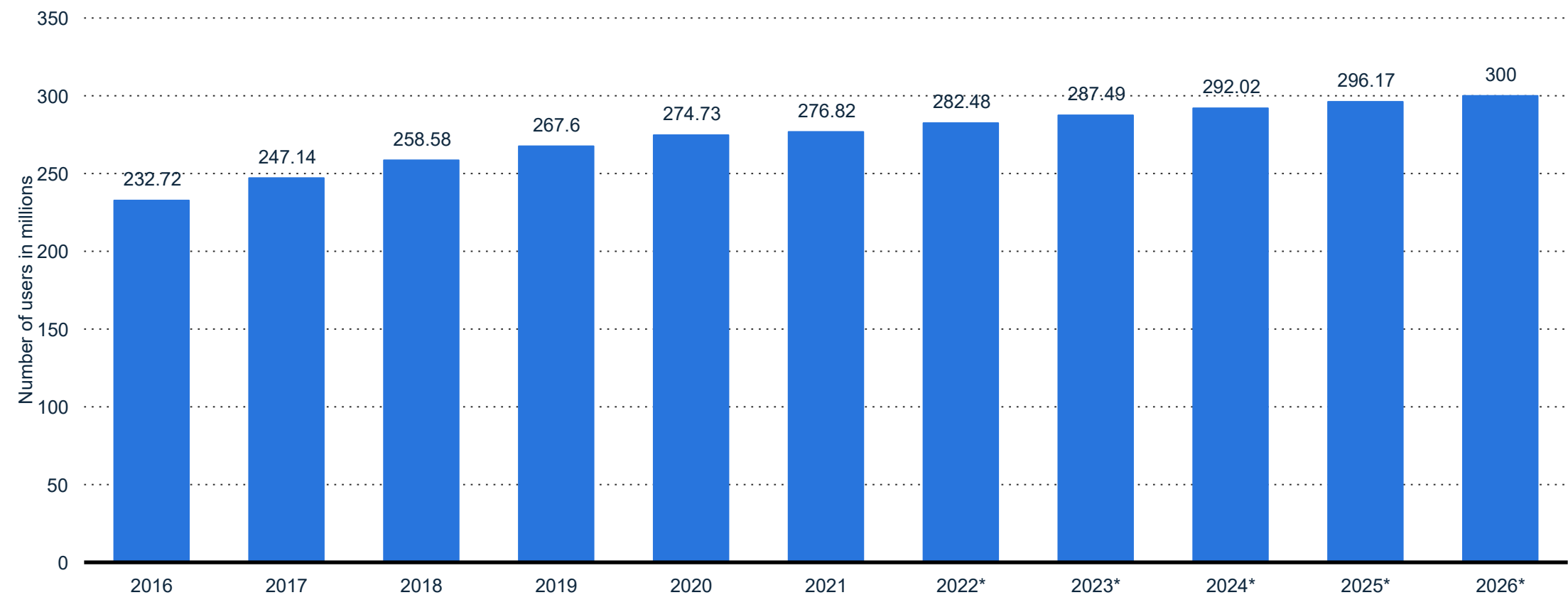
Source(s): Statista Global Consumer Survey (GCS); [ID 997109](#)

INTERNET USAGE IN THE UNITED STATES

Mobile internet and apps

Number of mobile internet users in the United States from 2016 to 2026 (in millions)

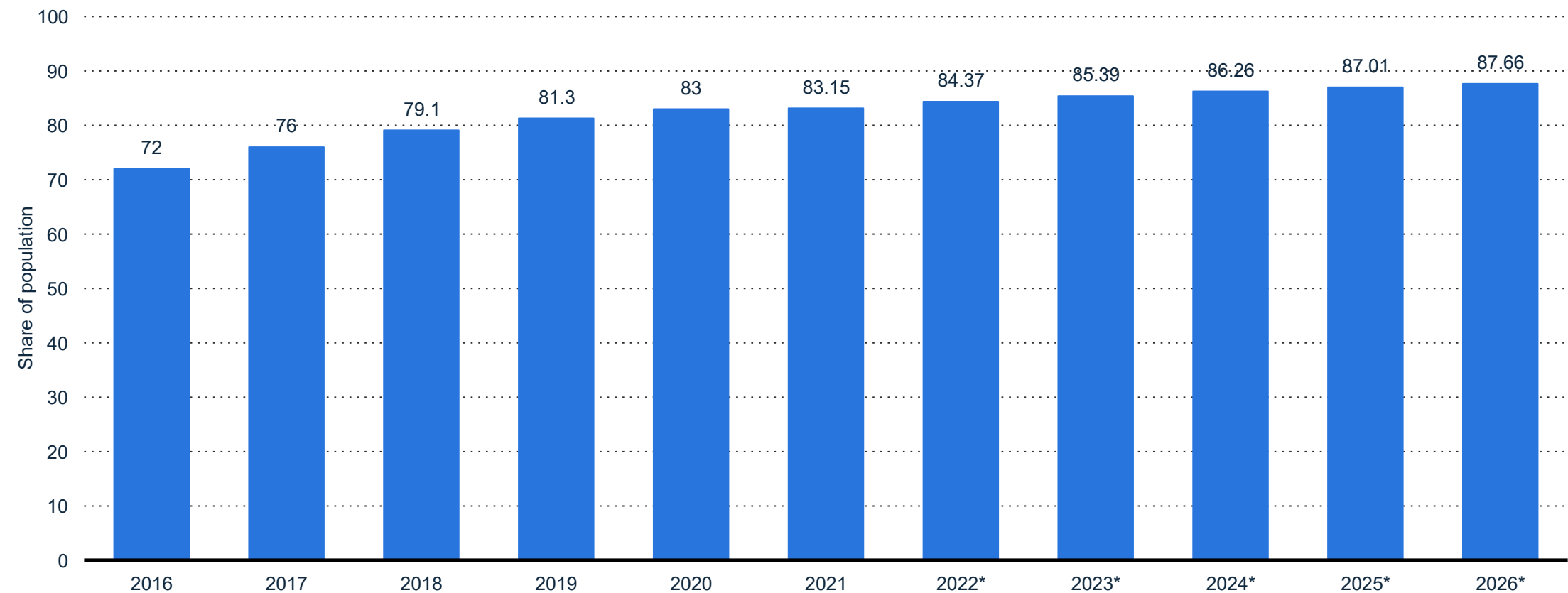
United States: mobile internet users 2016-2026



Note(s): United States; 2016 to 2021; users who access the internet via mobile broadband connection regardless of the device
Further information regarding this statistic can be found on [page 78](#).
Source(s): Statista; [ID 275591](#)

Mobile internet user penetration in the United States from 2016 to 2026

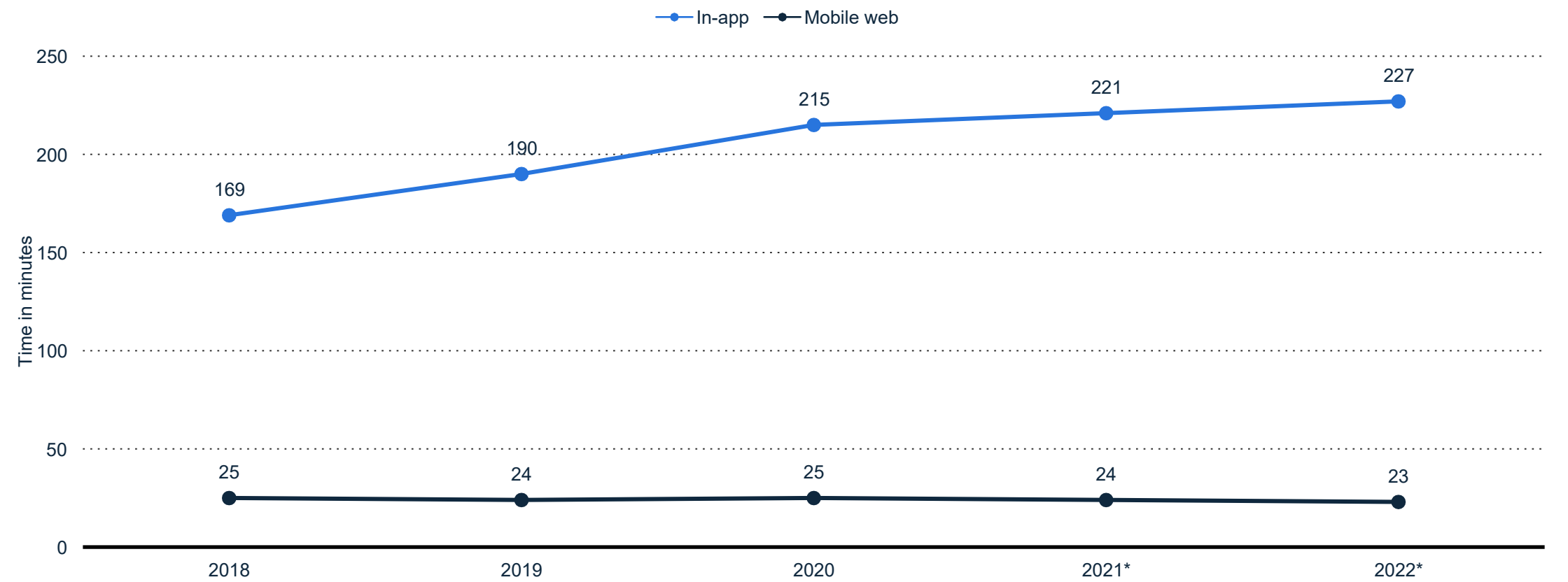
United States: mobile internet user penetration 2016-2026



Note(s): United States; 2016 to 2021; users who access the internet via mobile broadband connection regardless of the device
Further information regarding this statistic can be found on [page 79](#).
Source(s): Statista; [ID 275587](#)

Time spent per day with mobile internet among adults in the United States from 2017 to 2022, by channel (in minutes)

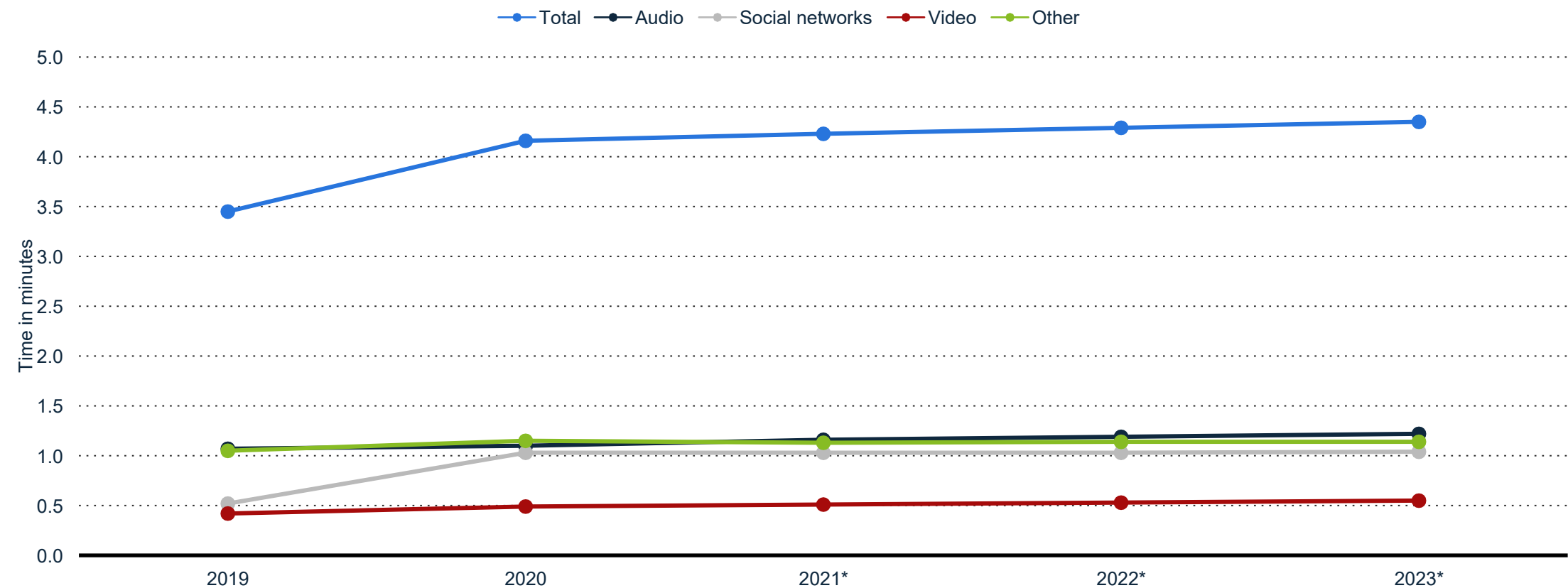
U.S. daily mobile online usage 2018-2022, by channel



Note(s): United States; 2018 to 2020; 18 years and older; time spent with each devices includes all time spent with that devices, regardless of multitasking
Further information regarding this statistic can be found on [page 80](#).
Source(s): eMarketer; [ID 470161](#)

Time spent per day with mobile non-voice media in the United States from 2019 to 2023, by type (in hours.minutes)

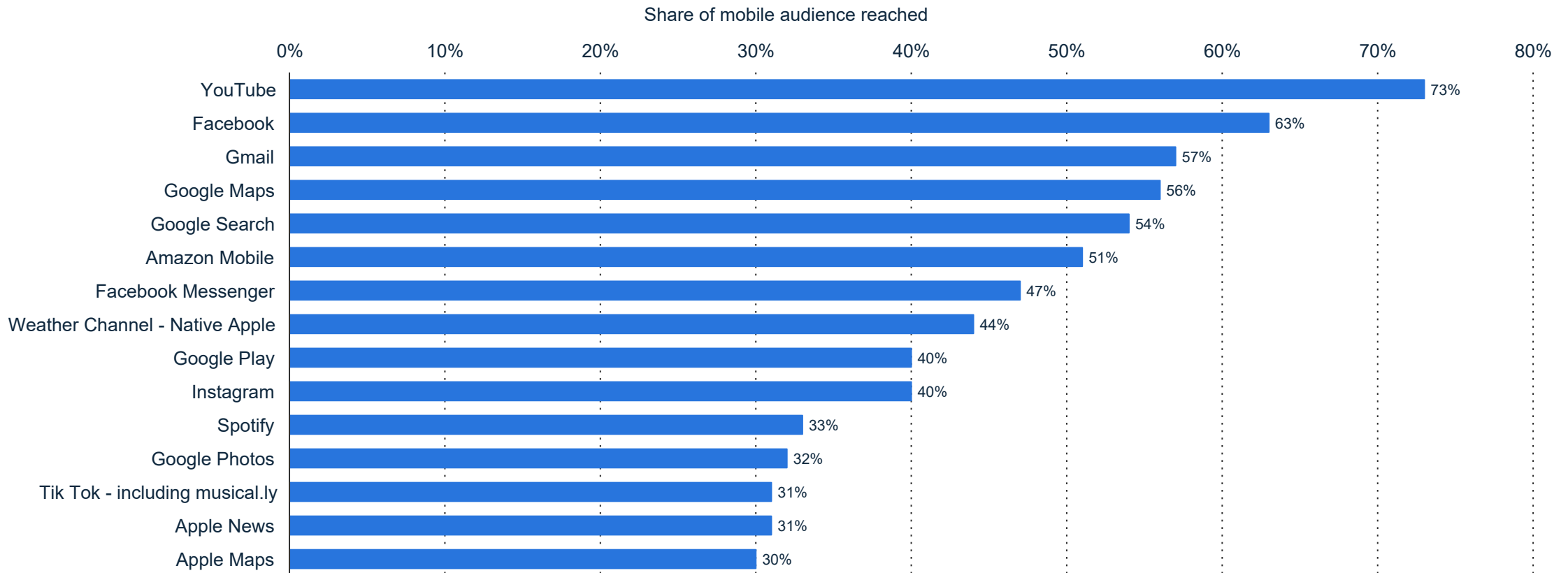
U.S. daily media usage time via mobile 2019-2023



Note(s): United States; 2019 and 2020; 18 years and older; among population
Further information regarding this statistic can be found on [page 81](#).
Source(s): eMarketer; [ID 469983](#)

Mobile audience reach of leading smartphone apps in the United States in January 2022

Reach of most popular U.S. smartphone apps 2022



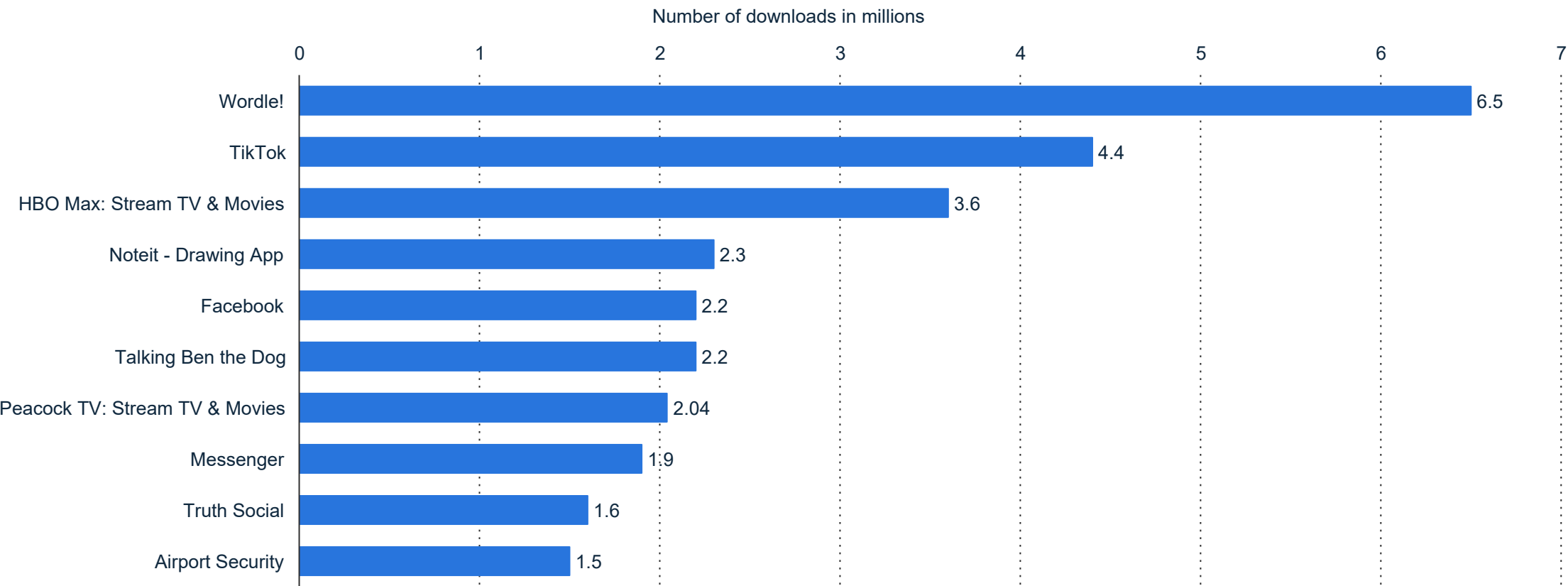
Note(s): United States; January 2022; 18 years and older; iOS and Android platforms; smartphone only

Further information regarding this statistic can be found on [page 82](#).

Source(s): comScore; [ID 281605](#)

Leading iPhone apps in the Apple App Store in the United States in February 2022, by number of downloads (in millions)

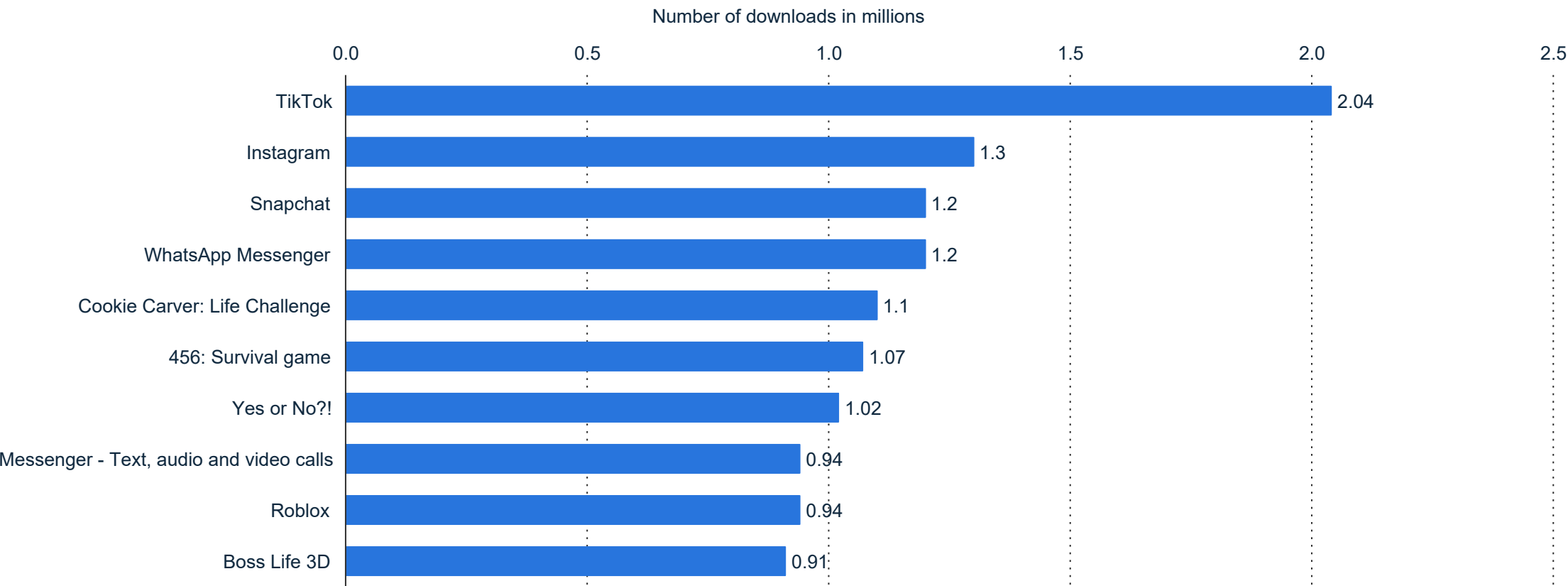
Leading iPhone apps in the U.S. 2022, by downloads



Note(s): United States; February 2022; iPhone apps only, excluding iPad apps
Further information regarding this statistic can be found on [page 83](#).
Source(s): Airnow; [ID 695857](#)

Leading Android apps in the Google Play Store in the United States as of February 2022, by number of downloads (in millions)

Leading Android apps in the U.S. 2022, by downloads



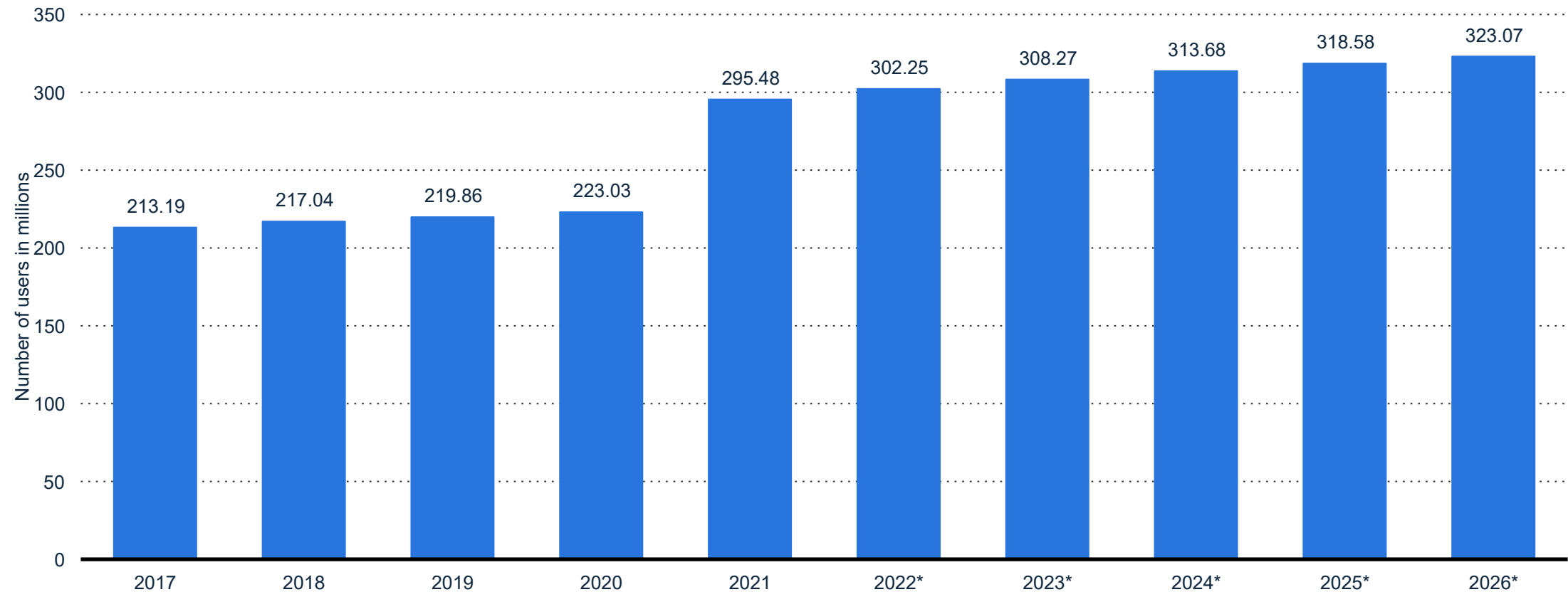
Note(s): United States; February 2022; Based on downloads to devices in the U.S.
Further information regarding this statistic can be found on [page 84](#).
Source(s): Airnow; [ID 693954](#)

INTERNET USAGE IN THE UNITED STATES

Social media

Number of social network users in the United States from 2017 to 2026 (in millions)

United States: number of social network users 2017-2026



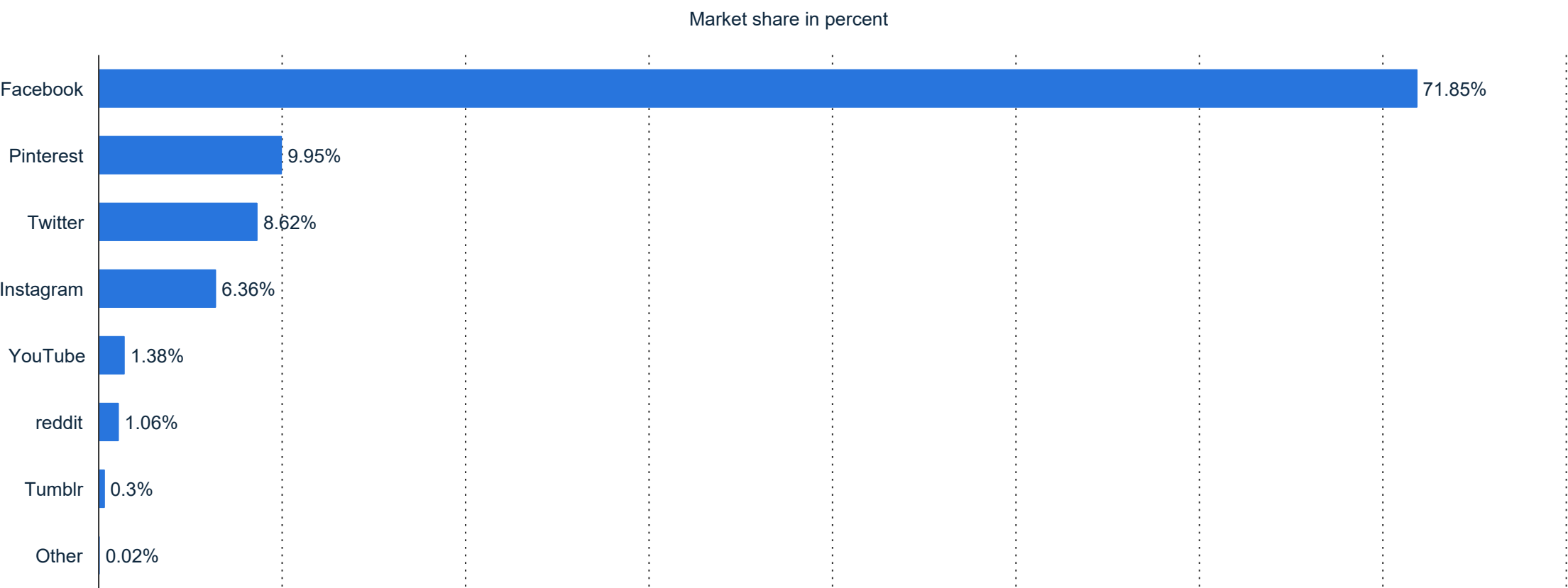
Note(s): United States; 2017 to 2021; internet users who use a social network site via any device at least once per month

Further information regarding this statistic can be found on [page 85](#).

Source(s): Statista; [ID 278409](#)

Leading social media websites in the United States as of February 2022, based on share of visits

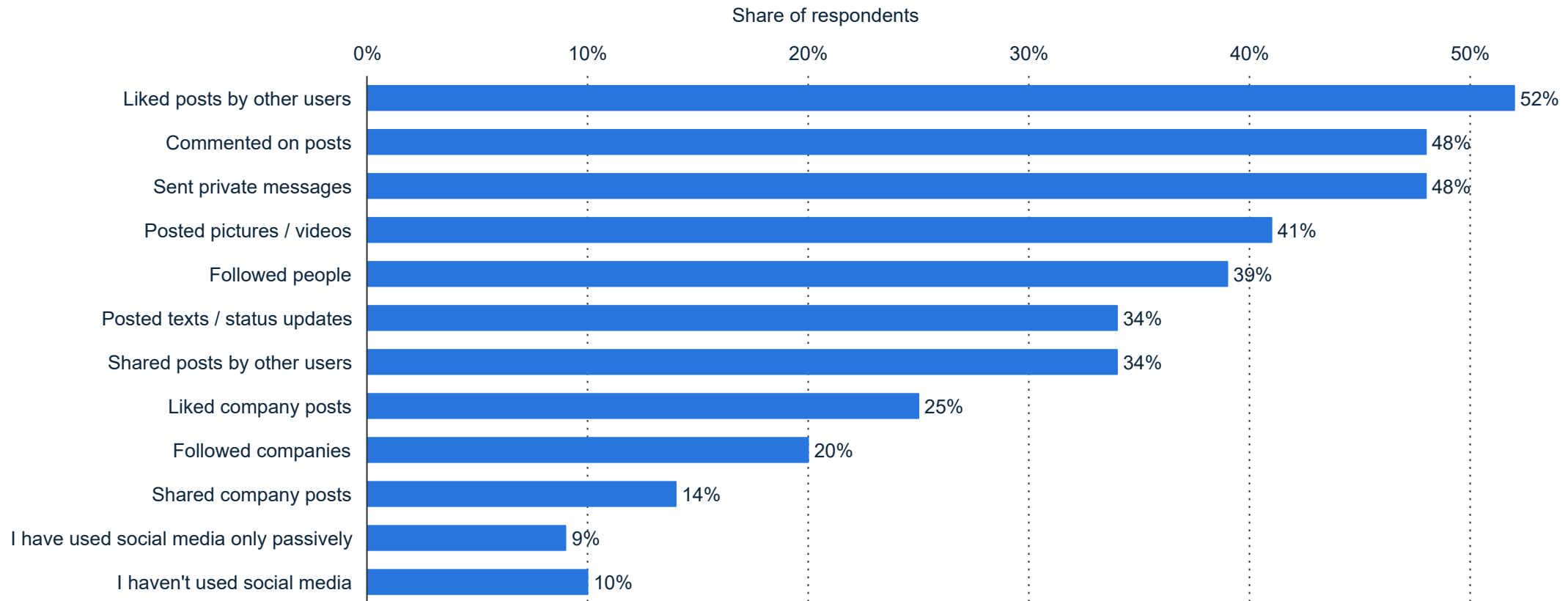
U.S. market share of leading social media websites 2022



Note(s): United States; February 2022; desktop, mobile & tablet combined
Further information regarding this statistic can be found on [page 86](#).
Source(s): StatCounter; [ID 265773](#)

Which of these things have you done on social media in the past 4 weeks?

Social media activities in the U.S. 2021



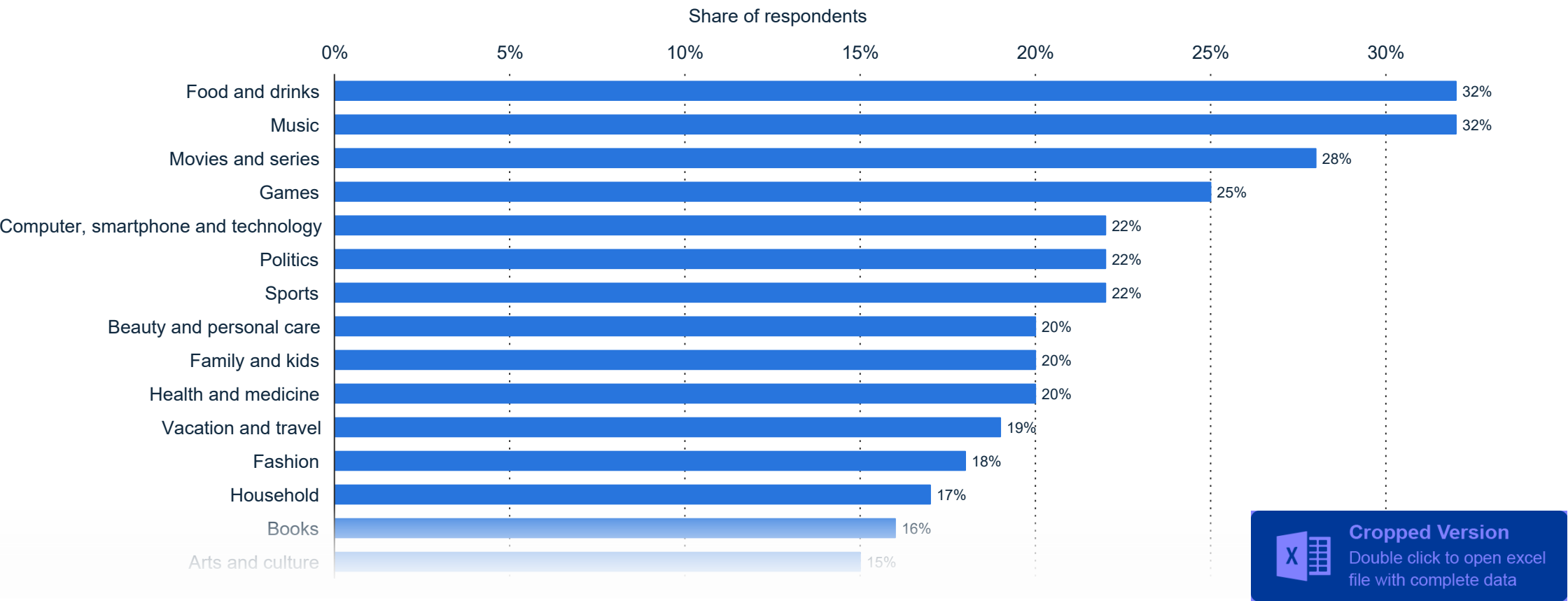
Note(s): United States; 1 Oct to 15 Dec 2021 and 5 Jul 2021 to 22 Sep 2021 and 1 Apr 2021 to 21 Jun 2021 and 4 Jan 2021 to 25 Mar 2021; 18-64 years; 42093 respondents

Further information regarding this statistic can be found on [page 87](#).

Source(s): Statista Global Consumer Survey (GCS); [ID 997048](#)

On which of these topics have you expressed your opinion on the internet in the past 4 weeks (e.g. by liking an article on social media)?

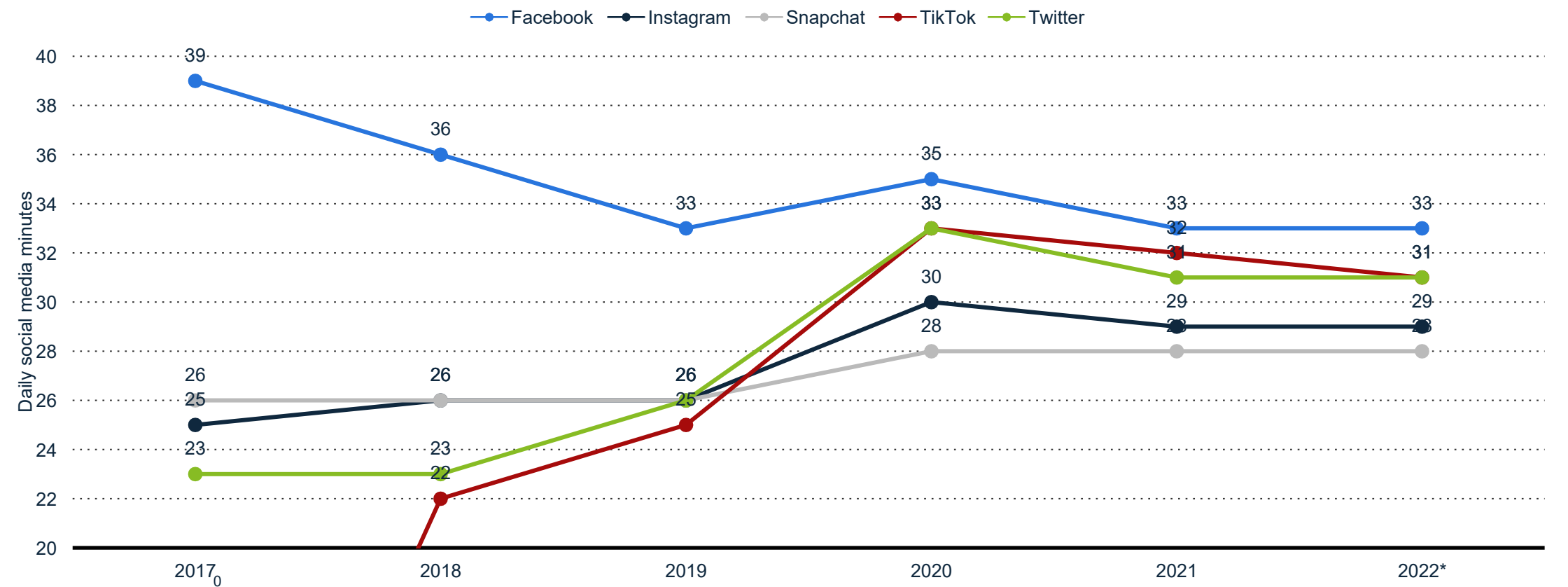
Products/topics talked about online in the U.S. 2021



Note(s): United States; 1 Oct to 15 Dec 2021 and 5 Jul 2021 to 22 Sep 2021 and 1 Apr 2021 to 21 Jun 2021 and 4 Jan 2021 to 25 Mar 2021; 18-64 years; 7016 respondents
Further information regarding this statistic can be found on [page 88](#).
Source(s): Statista Global Consumer Survey (GCS); [ID 997053](#)

Average daily time spent on selected social networks by adults in the United States from 2017 to 2022, by platform (in minutes)

Average daily time spent on social media by U.S. adults 2017-2022



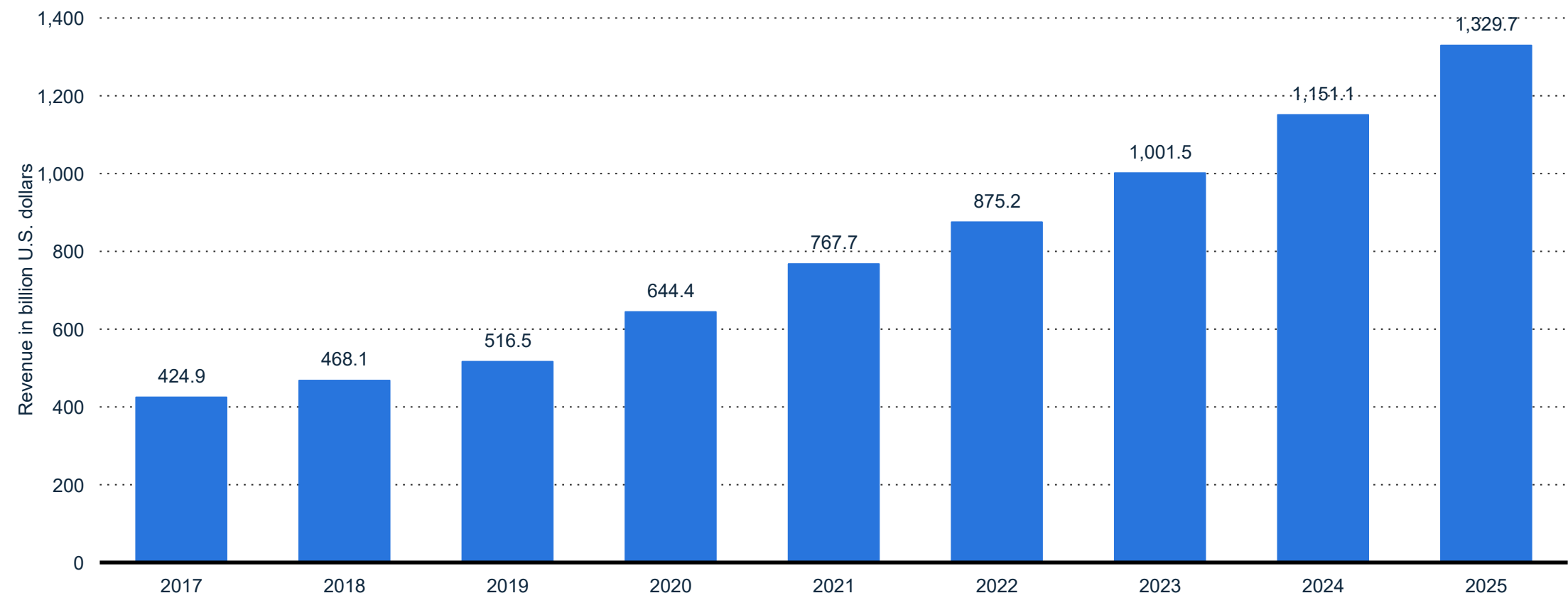
Note(s): United States; January 2021; 18 years and older; Who use at least once per month
Further information regarding this statistic can be found on [page 89](#).
Source(s): eMarketer; [ID 324267](#)

INTERNET USAGE IN THE UNITED STATES

Online and mobile commerce

Retail e-commerce revenue in the United States from 2017 to 2025 (in billion U.S. dollars)

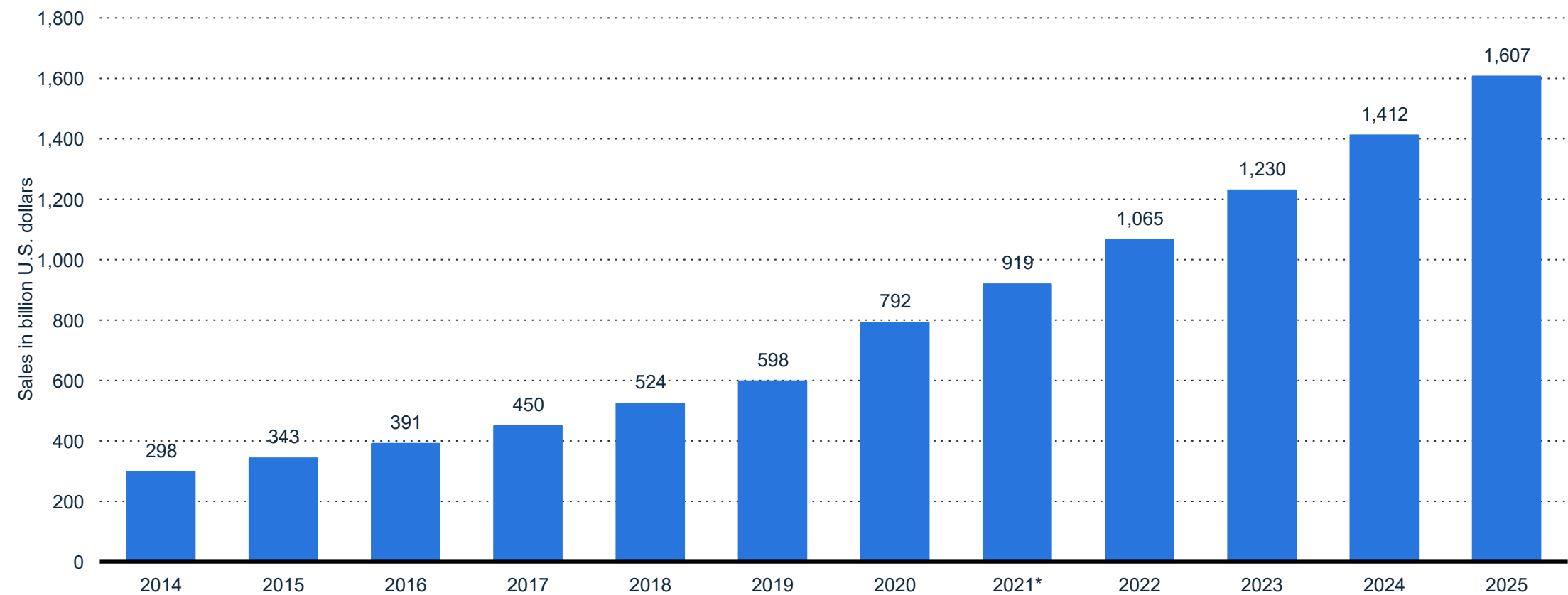
United States: retail e-commerce revenue 2017-2025



Note(s): United States
Further information regarding this statistic can be found on [page 90](#).
Source(s): Statista Digital Market Outlook; Statista; [ID 272391](#)

Retail e-commerce sales in the United States from 2014 to 2025 (in billion U.S. dollars)

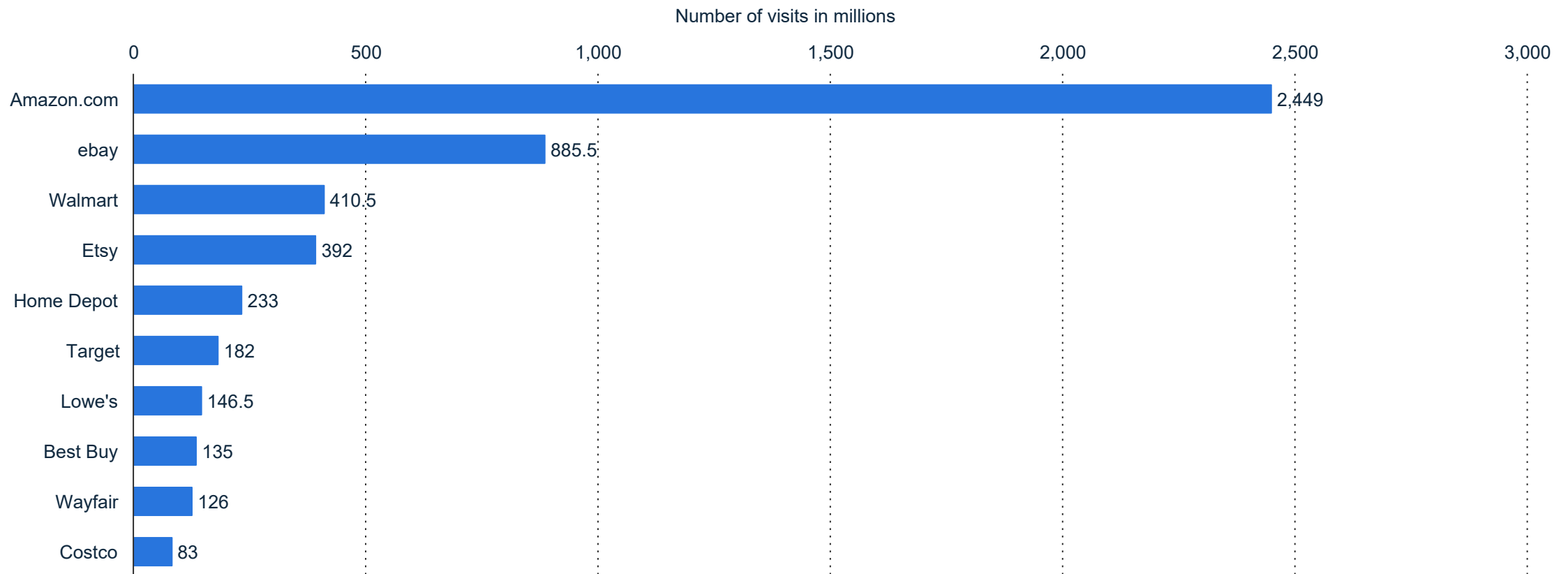
Retail e-commerce sales in the U.S. 2014-2025



Note(s): United States; 2014 to 2020
Further information regarding this statistic can be found on [page 91](#).
Source(s): eMarketer; [ID 183750](#)

Leading e-commerce websites in the United States as of June 2021, based on number of monthly visits (in millions)

Leading e-commerce sites in the U.S. 2021, by monthly visits



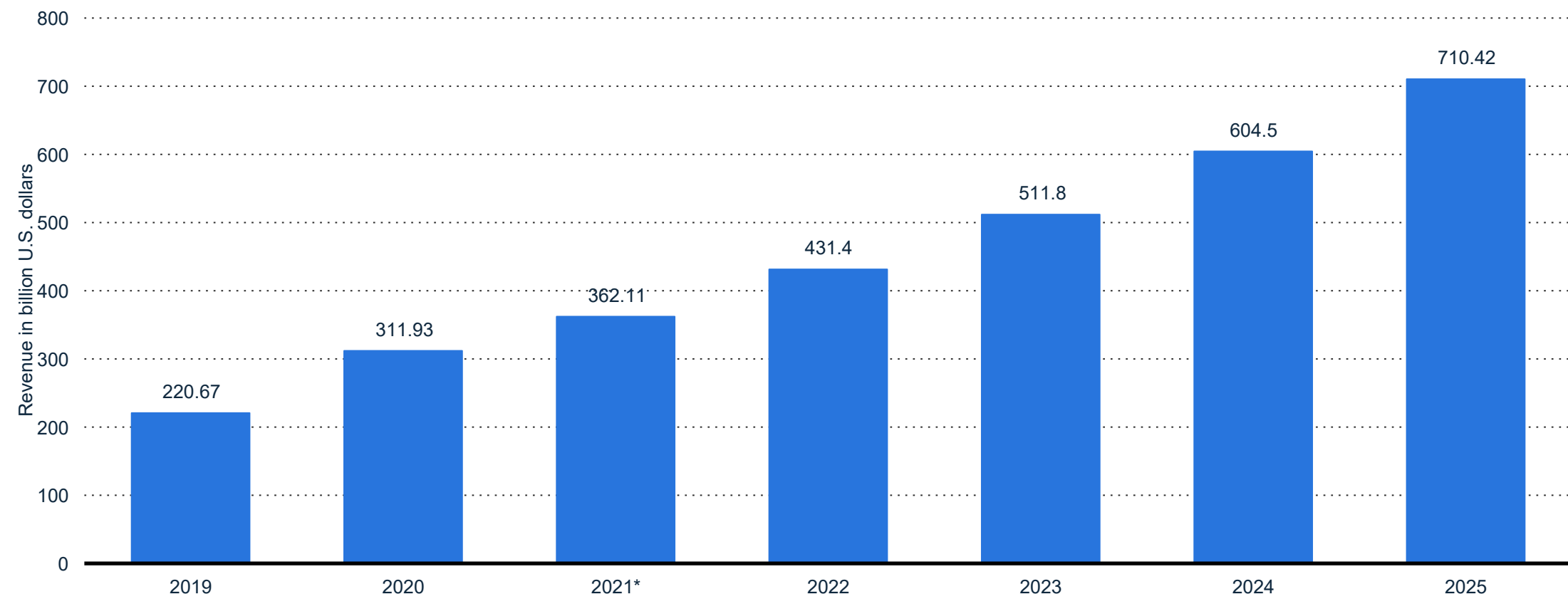
Note(s): United States; June 2021; multi-platform

Further information regarding this statistic can be found on [page 92](#).

Source(s): SimilarWeb; DisFold.com; [ID 271450](#)

Mobile retail e-commerce sales in the United States from 2019 to 2025 (in billion U.S. dollars)

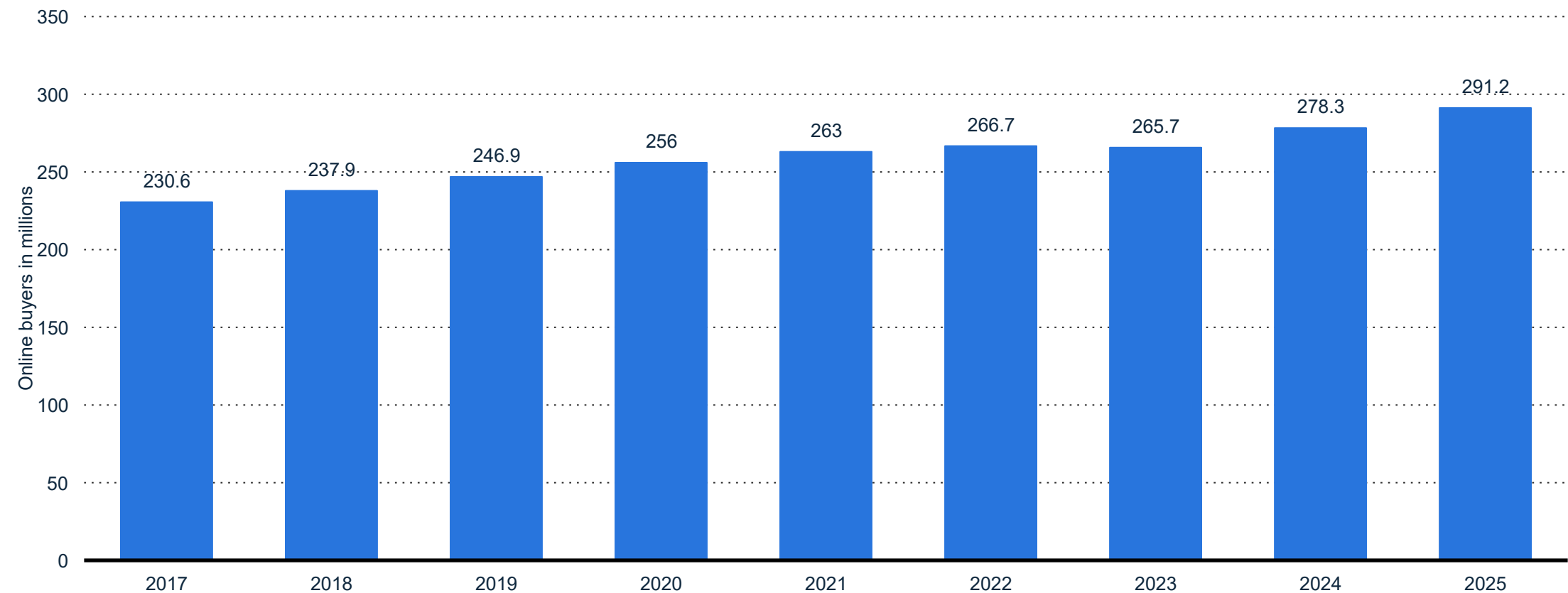
Retail m-commerce sales in the U.S. 2019-2025



Note(s): United States; 2019 to 2020
Further information regarding this statistic can be found on [page 93](#).
Source(s): eMarketer; [ID 249855](#)

Number of digital buyers in the United States from 2017 to 2025 (in millions)

Number of digital buyers in the United States 2017-2025



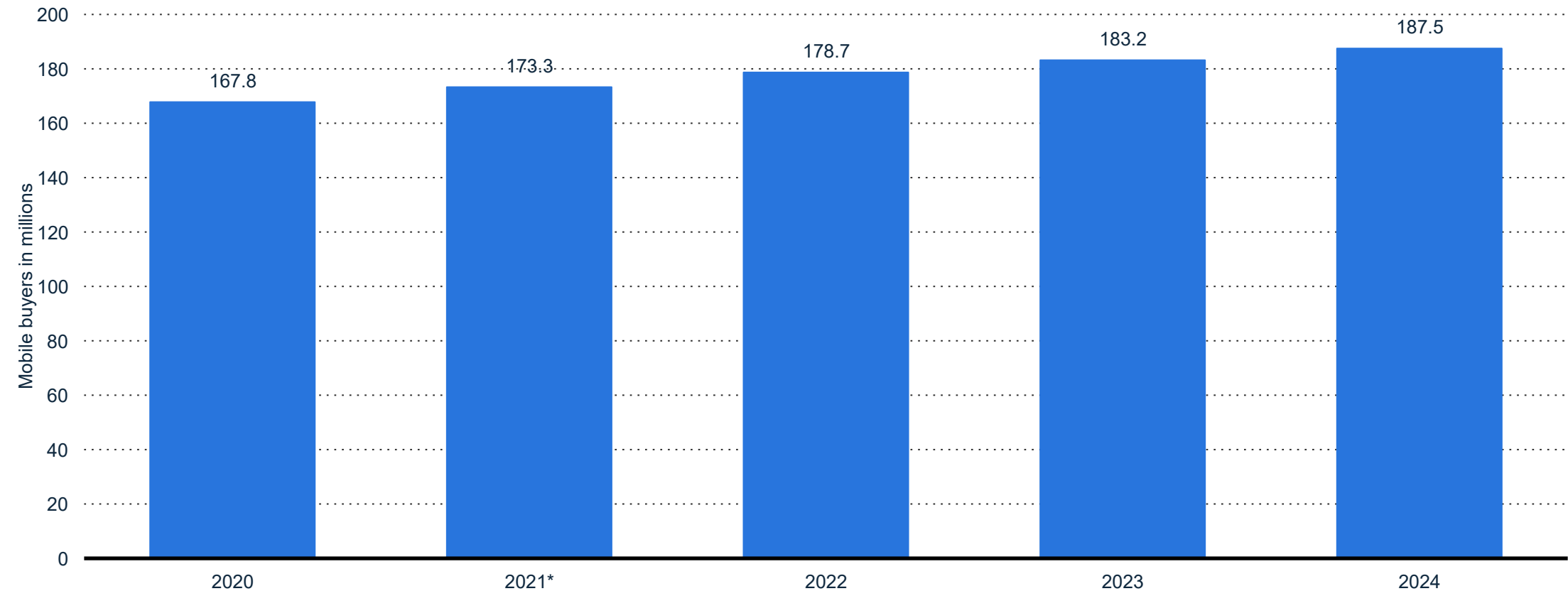
Note(s): United States; number of active paying customers (or accounts); forecast adjusted for expected impact of COVID-19

Further information regarding this statistic can be found on [page 94](#).

Source(s): Statista; Statista Digital Market Outlook; [ID 273957](#)

Number of mobile buyers in the United States from 2020 to 2024 (in millions)

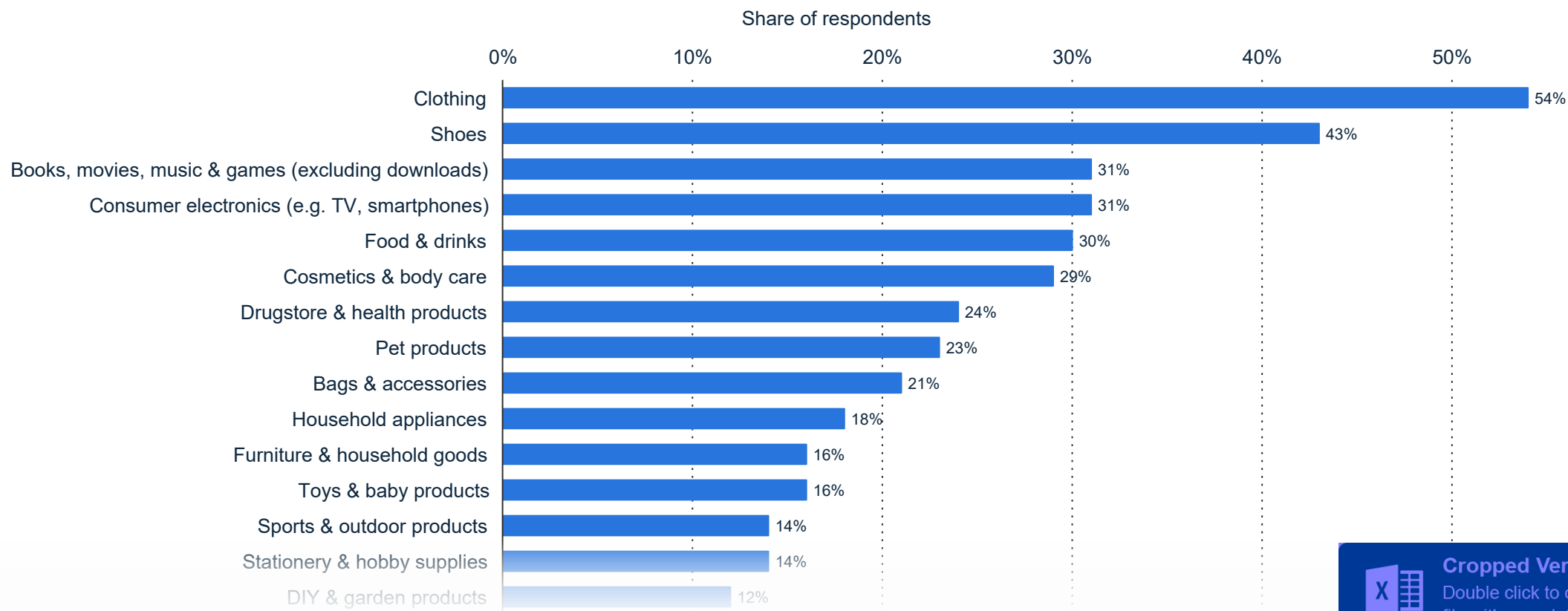
Number of mobile buyers in the United States 2020-2024



Note(s): United States; May 2020; 14 years and older
Further information regarding this statistic can be found on [page 95](#).
Source(s): eMarketer; [ID 241471](#)

Which of these items have you bought online in the past 12 months?

Online purchases by category in the U.S. 2021



Cropped Version

Double click to open excel
file with complete data

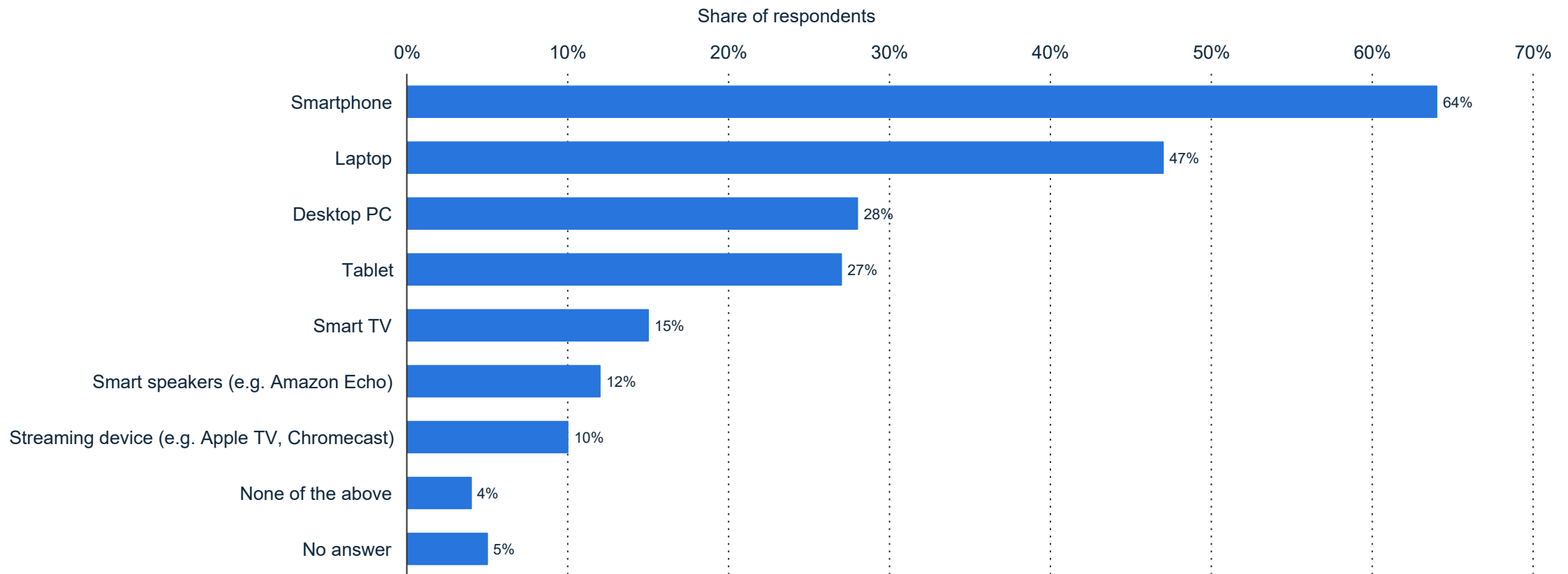
Note(s): United States; 1 Oct to 15 Dec 2021 and 5 Jul 2021 to 22 Sep 2021 and 1 Apr 2021 to 21 Jun 2021 and 4 Jan 2021 to 25 Mar 2021; 18-64 years; 7013 respondents

Further information regarding this statistic can be found on [page 96](#).

Source(s): Statista Global Consumer Survey (GCS); [ID 997093](#)

Which of the following devices have you used for online shopping in the past 12 months?

Online purchases by device in the U.S. 2021



Note(s): United States; 1 Oct to 15 Dec 2021 and 5 Jul 2021 to 22 Sep 2021 and 1 Apr 2021 to 21 Jun 2021 and 4 Jan 2021 to 25 Mar 2021; 18-64 years; 7013 respondents

Further information regarding this statistic can be found on [page 97](#).

Source(s): Statista Global Consumer Survey (GCS); [ID 997098](#)

INTERNET USAGE IN THE UNITED STATES

References

Countries with the highest number of internet users as of February 2022 (in millions)

Countries with the highest number of internet users 2022

Source and methodology information

Source(s)	DataReportal
Conducted by	DataReportal
Survey period	February 2022
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	DataReportal
Publication date	January 2022
Original source	Digital 2022: Local country headlines report
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

As of February 2022, China was ranked first among the countries with the most internet users. China had 1.02 billion internet users, more than triple the amount of third-ranked United States with just over 307 million internet users. Overall, all BRIC markets had more than 100 million internet users, accounting for four of the eight countries with more than 100 million internet users.

Worldwide internet usage

According to a recent report, in 2021 there were an estimated 4.9 billion internet users around the world . There are, however, stark differences in , user distribution according to region, Eastern Asia is home to 1.16 billion internet users while African and the Middle Eastern regions have lower user figures.

Internet use in China

China ranks first in this list of countries with most internet users. Due to its ongoing and fast-paced economic development, but also to a cultural inclination towards technology, more than a billion of the estimated 1.4 billion population in China are online. Some of the other notable emerging markets are India, with a projected number of internet users of 1.134 billion by 2025.

Despite the high number of internet users in China and the overall Asia Pacific region, the most common language online is still English, which is preferred by around 26 percent of the total number of internet users.

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Number of fixed broadband subscriptions in the United States from 2000 to 2020 (in millions)

Number of U.S. households with broadband internet access 2000-2020

Source and methodology information

Source(s)	ITU; Federal Communications Commission
Conducted by	ITU
Survey period	2000 to 2020
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	ITU
Publication date	November 2021
Original source	itu.int
Website URL	visit the website
Notes:	<i>* Broadband Internet access subscriptions in service that have downstream bandwidths exceeding 200 kbps. Release date is the date of access.</i>

Description

The number of households in the United States with permanent internet access via broadband continues to rise, reaching 120 million households in 2020. The United States are one of the biggest online markets worldwide .

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Number of broadband internet subscribers in the United States from 1st quarter 2011 to 3rd quarter 2021, by cable provider (in 1,000s)

Broadband internet subscriber numbers in the U.S. Q1 2011-Q3 2021, by cable provider

Source and methodology information

Source(s)	Leichtman Research Group
Conducted by	Leichtman Research Group
Survey period	Q1 2011 to Q3 2021
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Leichtman Research Group
Publication date	March 2022
Original source	leichtmanresearch.com
Website URL	visit the website
Notes:	<i>1Q'18 data is an estimate based on the source stating that the major companies make up about 95 percent of the market. * LRG estimate ** Includes LRG estimates for Cox, Bright House Networks, and RCN. *** Includes Time Warner Cable's acquisition of Insight in the first quarter of 2011 **** Charter c [...] For more information visit our Website</i>

Description

The total number of broadband internet subscribers in the United States has continuously increased from the first quarter of 2011 to the third quarter of 2021, and Comcast is and has been the cable provider with the most number of subscribers. In the most recent quarter, Comcast had around 31 million broadband subscribers.

U.S. broadband market – additional information

The number of subscribers has been growing steadily over the years; from about 73 million in the first quarter of 2010 to around 100 million in 2018. With more than 31 million broadband internet subscribers, Comcast is the most popular cable provider in the United States. Comcast, a market leader since early 2011, accounts for over 40 percent of all broadband internet subscriptions in the United States. With annual revenues of more than 103 billion U.S. dollars in 2020, and a market value of around 143 billion U.S. dollars, the Comcast Corporation is one of the biggest media companies in the U.S. and a leading telecommunication operator worldwide.

Charter is the second biggest cable provider in the United States, with about 29.2 million subscribers. In 2016, Charter completed the acquisition of Time Warner Cable and Bright House Networks, significantly expanding the company. In 2020, Time Warner (now WarnerMedia) generated around 12.6 billion U.S. dollars in revenue . Subscriptions were one of the main sources of revenue for the company, as over 7.6 billion U.S. dollars in revenue was attributable to the segment.

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How do you mainly access the internet at home?

Internet access by type in the U.S. 2021

Source and methodology information

Source(s)	Statista Global Consumer Survey (GCS)
Conducted by	Statista
Survey period	1 Oct to 15 Dec 2021 and 5 Jul 2021 to 22 Sep 2021 and 1 Apr 2021 to 21 Jun 2021 and 4 Jan 2021 to 25 Mar 2021
Region(s)	United States
Number of respondents	7014
Age group	18-64 years
Special characteristics	<i>n.a.</i>
Published by	Statista
Publication date	February 2022
Original source	Statista Global Consumer Survey
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

The displayed data on internet access by type shows results of the Statista Global Consumer Survey conducted in the United States in 2021. Some 50 percent of respondents answered the question "How do you mainly access the internet at home?" with "Broadband (DSL, cable, etc.)".

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Which of these service providers is the provider of your internet access at home?

Internet usage by provider in the U.S. 2021

Source and methodology information

Source(s)	Statista Global Consumer Survey (GCS)
Conducted by	Statista
Survey period	1 Oct to 15 Dec 2021 and 5 Jul 2021 to 22 Sep 2021 and 1 Apr 2021 to 21 Jun 2021 and 4 Jan 2021 to 25 Mar 2021
Region(s)	United States
Number of respondents	4697
Age group	18-64 years
Special characteristics	respondents who have access to the internet via an internet provider
Published by	Statista
Publication date	February 2022
Original source	Statista Global Consumer Survey
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

The displayed data on internet usage by provider shows results of the Statista Global Consumer Survey conducted in the United States in 2021. Some 22 percent of respondents answered the question "Which of these service providers is the provider of your internet access at home?" with "AT&T".

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Digital population in the United States as of January 2021 (in millions)

United States: digital population as of January 2021

Source and methodology information

Source(s)	We Are Social; Hootsuite; DataReportal
Conducted by	DataReportal
Survey period	February 2022
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	We Are Social; Hootsuite; DataReportal
Publication date	February 2022
Original source	Digital 2022: The United States of America, page 25 and 50
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

As of February 2022, there were approximately 307.2 million internet users in the United States. Meanwhile, there were around 270 million active social media users. During the third quarter of 2021, 90 percent of U.S. internet users accessed the internet via any mobile phone .

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Number of internet users in the United States from 2010 to 2025 (in millions)

United States: number of online users 2010-2025

Source and methodology information

Source(s)	Statista
Conducted by	Statista
Survey period	2021
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	individuals of any age who use the internet from any location via any device at least once per month
Published by	Statista
Publication date	August 2021
Original source	Statista Key Market Indicators
Website URL	visit the website
Notes:	<i>* Forecast</i>

Description

In 2021, the United States had over 302 million internet users. This figure is projected to grow to 321 million internet users in 2025. Internet penetration in the U.S. is highest among the younger demographic.

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Internet user penetration in the United States from 2017 to 2025

United States online usage penetration 2017-2025

Source and methodology information

Source(s)	Statista
Conducted by	Statista
Survey period	July 2021
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	using the internet on a monthly basis
Published by	Statista
Publication date	August 2021
Original source	Statista Key Market Indicators
Website URL	visit the website
Notes:	<i>*Forecast</i>

Description

In 2021, an estimated 90.8 percent of the total U.S. population accessed the internet from anywhere via any device. Online usage penetration in the United States is projected to increase to 94.2 percent of the population in 2025.

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Internet usage penetration in the United States in November 2019, by state

Internet access in the United States 2019, by state

Source and methodology information

Source(s)	NTIA; US Census Bureau
Conducted by	US Census Bureau
Survey period	November 2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	3 years and older
Special characteristics	internet use (any location), civilian population age 3+
Published by	NTIA
Publication date	June 2020
Original source	Digital Nation Data Explorer
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

In November 2019, it was found that Utah had the second-highest online penetration rate as 88.1 percent of the state's population used the internet. Colorado was ranked first with 88.2 percent of online access anywhere.

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Share of adults in the United States who use the internet in 2021, by age group

U.S. internet usage penetration 2021, by age group

Source and methodology information

Source(s)	Pew Research Center
Conducted by	Pew Research Center
Survey period	2021
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Pew Research Center
Publication date	April 2021
Original source	Internet/Broadband Fact Sheet
Website URL	visit the website
Notes:	<i>who use the internet, email, or access the internet via mobile device.</i>

Description

The statistic shows share of internet users in the United States in 2021, sorted by age group. During the survey period, it was found that 99 percent of 18 to 29-year olds in the United States were internet users. A further share of 75 percent of adults over 65 years of age said they used the internet.

Unfortunately, the possibility of suffering or witnessing online harassment is a very real threat in the 21st century. According to a July 2016 survey, most common types of online harassment witnessed and experienced by internet users in the U.S. include offensive name-calling, online embarrassment and physical threats. A total of 25 percent of U.S. internet users across all age groups have been called offensive names online, with 28 percent of male internet users and 22 percent of female internet users having experienced this type of behavior .

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Adult internet usage penetration in the United States from 2000 to 2021, by age group

U.S. adult internet usage reach 2000-2021, by age group

Source and methodology information

Source(s)	Pew Research Center
Conducted by	Pew Research Center
Survey period	2000 to 2021
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Pew Research Center
Publication date	April 2021
Original source	Internet/Broadband Fact Sheet
Website URL	visit the website
Notes:	<i>Covers persons age 18 years and over who use a computer or the internet at a workplace, home, school or anywhere else, on at least an occasional basis. The source does not include data for 2020.</i>

Description

In 2021, 98 percent of the 30-49 year-olds and 99 percent of 18-29 year olds used the internet at least occasionally. The United States have made large gains in online adoption over the last decade - in 2009, only 76 percent of U.S. adults were online users. This share increased to 93 percent of the adult population in 2021.

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Share of adults in the United States who use the internet in 2021, by gender

U.S. internet usage penetration 2021, by gender

Source and methodology information

Source(s)	Pew Research Center
Conducted by	Pew Research Center
Survey period	2021
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Pew Research Center
Publication date	April 2021
Original source	Internet/Broadband Fact Sheet
Website URL	visit the website
Notes:	<i>Who use the internet, email, or access the internet via mobile device.</i>

Description

The statistic shows share of internet users in the United States in 2021, sorted by gender. During the survey period, it was found that 93 percent of the female population were internet users compared to 94 percent of their male counterpart.

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Adult internet usage penetration in the United States from 2000 to 2021, by gender

U.S. adult internet usage reach 2000-2021, by gender

Source and methodology information

Source(s)	Pew Research Center
Conducted by	Pew Research Center
Survey period	2000 to 2021
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Pew Research Center
Publication date	April 2021
Original source	Internet/Broadband Fact Sheet
Website URL	visit the website
Notes:	<i>Represents persons who use a computer or the internet at a workplace, school, home, or anywhere else, on at least an occasional basis. The source does not provide data for 2020.</i>

Description

This statistic gives information on the percentage of U.S. adults who are internet users from 2000 to 2021, by gender. In the most recently measured period, 93 percent of adult women and 94 percent of adult men in the United States used the internet at least occasionally.

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Share of adults in the United States who use the internet in 2021, by educational background

U.S. internet usage penetration 2021, by education

Source and methodology information

Source(s)	Pew Research Center
Conducted by	Pew Research Center
Survey period	2021
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Pew Research Center
Publication date	April 2021
Original source	Internet/Broadband Fact Sheet
Website URL	visit the website
Notes:	<i>Who use the internet, email, or access the internet via mobile device.</i>

Description

The statistic shows share of internet users in the United States in 2021, sorted by educational background. During the survey period, it was found that 98 percent of college graduates were internet users.

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Share of adults in the United States who use the internet in 2021, by annual household income

U.S. internet usage penetration 2021, by household income

Source and methodology information

Source(s)	Pew Research Center
Conducted by	Pew Research Center
Survey period	2021
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Pew Research Center
Publication date	April 2021
Original source	Internet/Broadband Fact Sheet
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

The statistic shows share of internet users in the United States in 2021, sorted by annual household income. During the survey period, it was found that 86 percent of the population with a household income of less than 30,000 U.S. dollars per year were internet users. A further 98 percent of internet users belonged to households earning between 50,000 and 74,999 U.S. dollars per year.

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Share of adults in the United States who use the internet in 2021, by ethnicity

U.S. internet usage penetration 2021, by ethnicity

Source and methodology information

Source(s)	Pew Research Center
Conducted by	Pew Research Center
Survey period	2021
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Pew Research Center
Publication date	April 2021
Original source	Internet/Broadband Fact Sheet
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

The statistic shows share of internet users in the United States in 2021, sorted by ethnicity. During the survey period, it was found that 95 percent of U.S. Hispanics were internet users.

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Share of adults in the United States who use the internet in 2021, by urbanity

U.S. internet usage penetration 2021, by urbanity

Source and methodology information

Source(s)	Pew Research Center
Conducted by	Pew Research Center
Survey period	2021
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Pew Research Center
Publication date	April 2021
Original source	Internet/Broadband Fact Sheet
Website URL	visit the website
Notes:	<i>Who use the internet, email, or access the internet via mobile device.</i>

Description

The statistic shows share of internet users in the United States in 2021, sorted by community type. During the survey period, it was found that 90 percent of the population living in rural communities were internet users. Overall, 93 percent of the adult U.S. population accessed the internet.

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Share of the offline population of the United States from 2000 to 2021

Offline population of the U.S. 2000-2021

Source and methodology information

Source(s)	Pew Research Center
Conducted by	Pew Research Center
Survey period	2000 to 2021
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Pew Research Center
Publication date	April 2021
Original source	pewinternet.org
Website URL	visit the website
Notes:	<i>The source does not provide data for 2020.</i>

Description

This statistic shows the share of the offline population of the United States from 2000 to 2021. The data shows that in the most recently measured year, just seven percent of U.S. adults said that they do not use the internet, compared to the 24 percent who said the same in 2010.

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Share of adults in the United States who do not use the internet as of February 2021, by age group

U.S. adults who do not use the internet 2021, by age

Source and methodology information

Source(s)	Pew Research Center
Conducted by	Pew Research Center
Survey period	January 25 to February 8, 2021
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Pew Research Center
Publication date	April 2021
Original source	pewinternet.org
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

This statistic shows share of adults in the United States who do not use the internet as of February 2021, broken down by age group. The findings show that only one percent of respondents aged between 18 and 29 years old did not use the internet, compared to 25 percent of adults aged 65 or above.

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Which of the following statements apply to you?

Attitudes towards the internet in the U.S. 2021

Source and methodology information

Source(s)	Statista Global Consumer Survey (GCS)
Conducted by	Statista
Survey period	1 Oct to 15 Dec 2021 and 5 Jul 2021 to 22 Sep 2021 and 1 Apr 2021 to 21 Jun 2021 and 4 Jan 2021 to 25 Mar 2021
Region(s)	United States
Number of respondents	7014
Age group	18-64 years
Special characteristics	<i>n.a.</i>
Published by	Statista
Publication date	February 2022
Original source	Statista Global Consumer Survey
Website URL	visit the website
Notes:	<i>Multiple answers were possible.</i>

Description

The displayed data on attitudes towards the internet shows results of the Statista Global Consumer Survey conducted in the United States in 2021. Some 49 percent of respondents answered the question "Which of the following statements apply to you?" with "I could no longer imagine my everyday life without the internet".

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Which of these types of websites and online services have you used in the past 4 weeks?

Website and online service usage by type in the U.S. 2021

Source and methodology information

Source(s)	Statista Global Consumer Survey (GCS)
Conducted by	Statista
Survey period	1 Oct to 15 Dec 2021 and 5 Jul 2021 to 22 Sep 2021 and 1 Apr 2021 to 21 Jun 2021 and 4 Jan 2021 to 25 Mar 2021
Region(s)	United States
Number of respondents	7016
Age group	18-64 years
Special characteristics	<i>n.a.</i>
Published by	Statista
Publication date	February 2022
Original source	Statista Global Consumer Survey
Website URL	visit the website
Notes:	<i>Multiple answers were possible.</i>

Description

The displayed data on website and online service usage by type shows results of the Statista Global Consumer Survey conducted in the United States in 2021. Some 98 percent of respondents answered the question "Which of these types of websites and online services have you used in the past 4 weeks?" with "Search engines".

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Most popular multi-platform web properties in the United States in January 2022, based on number of unique visitors (in millions)

Most visited multi-platform U.S. web properties 2022

Source and methodology information

Source(s)	comScore
Conducted by	comScore
Survey period	January 2022
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	desktop and mobile; home and work locations
Published by	comScore
Publication date	February 2022
Original source	comscore.com
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

In January 2022, Google Sites were ranked first among the most popular multiplatform web properties in the United States with over 272 million visitors from mobile and desktop connections – popular Google online properties include not only Google Search but also online video platform YouTube, communication services such as Gmail and Hangouts, as well as assorted online services such as Apps and Maps as well as digital app distribution platform Google Play . Leading online properties also include online shopping sites and media outlets.

The most popular social network in the United States based on multi-platform audiences is Facebook. As of December 2021, the biggest share of Facebook users in the United States were between 25 and 34 years old.

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Most popular websites in the United States in June 2021, based on share of visits

Leading websites in the U.S. 2021, based on visit share

Source and methodology information

Source(s)	SimilarWeb
Conducted by	SimilarWeb
Survey period	June 2021
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	desktop only
Published by	SimilarWeb
Publication date	July 2021
Original source	similarweb.com
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

In June 2021, Google.com was the leading website in the United States. The search platform accounted for over 19 percent of desktop web traffic in the United States, ahead of second-ranked YouTube.com with 10.8 percent.

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Most popular online video properties in the United States in December 2021, by reach (in millions)

Leading U.S. video properties 2021, by reach

Source and methodology information

Source(s)	comScore
Conducted by	comScore
Survey period	December 2021
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	desktop home and work locations, content videos only (excluding ad videos)
Published by	comScore
Publication date	March 2022
Original source	comscore.com
Website URL	visit the website
Notes:	<i>A video is defined as any streamed segment of audiovisual content, including both progressive downloads and live streams. Video views are inclusive of both user-initiated and auto-played videos that are viewed for longer than 3 seconds.</i>

Description

In December 2021, Google Sites (which include YouTube) were the most popular online video property in the United States, having accumulated over 195.2 million unique video viewers during the measured period. The most popular YouTube partner channels have millions of unique viewers themselves. Warner Music @ YouTube was the most popular partner channel with over 37.5 million unique viewers in November 2021.

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Which devices do you use to watch digital video content?

Digital video usage by devices in the U.S. 2021

Source and methodology information

Source(s)	Statista Global Consumer Survey (GCS)
Conducted by	Statista
Survey period	1 Oct to 15 Dec 2021 and 5 Jul 2021 to 22 Sep 2021 and 1 Apr 2021 to 21 Jun 2021 and 4 Jan 2021 to 25 Mar 2021
Region(s)	United States
Number of respondents	6164
Age group	18-64 years
Special characteristics	respondents who watch digital video content
Published by	Statista
Publication date	February 2022
Original source	Statista Global Consumer Survey
Website URL	visit the website
Notes:	<i>Multiple answers were possible.</i>

Description

The displayed data on digital video usage by devices shows results of the Statista Global Consumer Survey conducted in the United States in 2021. Some 62 percent of respondents answered the question "Which devices do you use to watch digital video content?" with "Smartphone".

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Number of mobile internet users in the United States from 2016 to 2026 (in millions)

United States: mobile internet users 2016-2026

Source and methodology information

Source(s)	Statista
Conducted by	Statista
Survey period	2016 to 2021
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	users who access the internet via mobile broadband connection regardless of the device
Published by	Statista
Publication date	July 2021
Original source	Statista Key Market Indicators
Website URL	visit the website
Notes:	<i>* Forecast</i>

Description

In 2021, 276.8 million people in the United States accessed the internet through any kind of mobile device. In 2023, this figure is projected to amount to over 287 million mobile internet users. Currently, approximately 83 percent of the U.S. population are mobile internet users .

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Mobile internet user penetration in the United States from 2016 to 2026

United States: mobile internet user penetration 2016-2026

Source and methodology information

Source(s)	Statista
Conducted by	Statista
Survey period	2016 to 2021
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	users who access the internet via mobile broadband connection regardless of the device
Published by	Statista
Publication date	July 2021
Original source	Statista Key Market Indicators
Website URL	visit the website
Notes:	<i>*Forecast. Mobile phone users of any age who access the internet via mobile phone (browser or app) at least once per month.</i>

Description

In 2021, more than 83 percent of mobile phone users in the United States accessed the internet through their mobile phone, either via browser or via app. By 2026, it is projected that 87.66 percent of mobile users in the U.S. will have access to the internet via their mobile phone.

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Time spent per day with mobile internet among adults in the United States from 2017 to 2022, by channel (in minutes)

U.S. daily mobile online usage 2018-2022, by channel

Source and methodology information

Source(s)	eMarketer
Conducted by	eMarketer
Survey period	2018 to 2020
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	18 years and older
Special characteristics	time spent with each devices includes all time spent with that devices, regardless of multitasking
Published by	eMarketer
Publication date	July 2020
Original source	emarketer.com
Website URL	visit the website
Notes:	<i>*Forecast</i>

Description

Mobile apps account for the vast majority of mobile internet usage in the United States. In 2022, the daily time spent on mobile apps is projected to reach 227 minutes per day, up from 215 minutes in 2020.

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Time spent per day with mobile non-voice media in the United States from 2019 to 2023, by type (in hours.minutes)

U.S. daily media usage time via mobile 2019-2023

Source and methodology information

Source(s)	eMarketer
Conducted by	eMarketer
Survey period	2019 and 2020
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	18 years and older
Special characteristics	among population
Published by	eMarketer
Publication date	June 2021
Original source	emarketer.com
Website URL	visit the website
Notes:	<i>* Forecast. Figures have been converted into minutes. Time spent with each medium includes all time spent with that medium, regardless of multitasking. Video excludes time spent with video via social networks.</i>

Description

Mobile media usage in the United States is set to increase to four hours and 29 minutes per day between in 2022. In 2020, the adult U.S. population spent an average of 49 daily minutes on social networking. Mobile social network usage is projected to increase to 55 minutes per day in 2023.

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Mobile audience reach of leading smartphone apps in the United States in January 2022

Reach of most popular U.S. smartphone apps 2022

Source and methodology information

Source(s)	comScore
Conducted by	comScore
Survey period	January 2022
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	18 years and older
Special characteristics	iOS and Android platforms; smartphone only
Published by	comScore
Publication date	March 2022
Original source	comscore.com
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

In January 2022, the video platform YouTube ranked first with a 73 percent audience reach, while social media platform Facebook ranked second with a usage reach of 63 percent. Google Maps was accessed by 56 percent of mobile audiences in the United States, being the most downloaded map and navigation app in the U.S.

TikTok in the U.S.
In August 2021, the popular video-sharing app TikTok reached around 30 percent of the mobile population of the United States. TikTok is a mobile-first social video app first launched in China with the name Douyin by the Beijing-based ByteDance Company in 2016. Despite being a newcomer in the global social media landscape, TikTok managed to capture the attention of the younger segments of the U.S. mobile audience, with Gen Zers in the country reported spending more than 10 hours on the app weekly.

OTT video apps in the U.S.
As of the third quarter of 2020, the most popular apps in the United States belonged to the categories of social networking and instant messenger, followed by entertainment and video apps with a usage reach of approximately 72 percent of the U.S. population. As of May 2021, the mobile app of OTT streaming service HBO Max reported 43 million installs in the United States, followed by Disney+ with 40 million installs in the examined period.

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Leading iPhone apps in the Apple App Store in the United States in February 2022, by number of downloads (in millions)

Leading iPhone apps in the U.S. 2022, by downloads

Source and methodology information

Source(s)	Airnow
Conducted by	Airnow
Survey period	February 2022
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	iPhone apps only, excluding iPad apps
Published by	Airnow
Publication date	March 2022
Original source	airnowplc.com
Website URL	visit the website
Notes:	<i>Figures were rounded.</i>

Description

In February 2022, Wordle! was the most-downloaded app for iPhone in the Apple App Store in the United States. It generated around 6.5 million downloads from iOS users. Video-sharing app TikTok was the second-most popular app with approximately 4.4 million downloads from U.S. users.

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Leading Android apps in the Google Play Store in the United States as of February 2022, by number of downloads (in millions)

Leading Android apps in the U.S. 2022, by downloads

Source and methodology information

Source(s)	Airnow
Conducted by	Airnow
Survey period	February 2022
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	Based on downloads to devices in the U.S.
Published by	Airnow
Publication date	March 2022
Original source	airnowplc.com
Website URL	visit the website
Notes:	<i>Figures were rounded.</i>

Description

In February 2022, TikTok was the most-downloaded app in the Google Play Store in the United States. The app generated over two million downloads from Android users. Instagram was the second-most popular app with nearly 1.3 million downloads from U.S. users.

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Number of social network users in the United States from 2017 to 2026 (in millions)

United States: number of social network users 2017-2026

Source and methodology information

Source(s)	Statista
Conducted by	Statista
Survey period	2017 to 2021
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	internet users who use a social network site via any device at least once per month
Published by	Statista
Publication date	July 2021
Original source	Statista Key Market Indicators
Website URL	visit the website
Notes:	<i>*Forecast</i>

Description

In 2021, there were some 295 million social network users in the United States, the equivalent of about three quarters of the country's population.

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Leading social media websites in the United States as of February 2022, based on share of visits

U.S. market share of leading social media websites 2022

Source and methodology information

Source(s)	StatCounter
Conducted by	StatCounter
Survey period	February 2022
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	desktop, mobile & tablet combined
Published by	StatCounter
Publication date	March 2022
Original source	statcounter.com
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

In February 2022, Facebook accounted for around 71.8 percent of all social media site visits in the United States, confirming its position as the leading social media website by far. Other social media platforms, despite their popularity, had to make do with smaller shares of visits across desktop, mobile, and tablet devices combined: image sharing social network Pinterest ranked second with 9.95 percent of all U.S. social media site visits, while microblogging platform Twitter accounted to 9.15 percent of the total visits in the country. As of January 2022, the United States hosted the second-largest Facebook audience worldwide , with nearly 180 million people subscribed to the platform.

Facebook: mobile vs desktop usage

At the beginning of 2022, around 81 percent of Facebook users across the globe were using the platform's social networking services exclusively via mobile phone , while only 1.5 percent reported using their desktop or laptop devices. In October 2021, three Facebook Inc. products occupied the leading positions as most downloaded social networking apps on the Apple App Store in the United States . Facebook's social media platform ranked first with nearly 2.5 million downloads, while Facebook-owned instant-messaging services Messenger and WhatsApp followed with 2.1 million and 1.4 million downloads respectively.

Social media evolution

Between 2012 and 2020, the daily time spent on social networks worldwide experienced a constant increase, with users reaching an average of 145 minutes per day in 2019 and maintaining the same engagement levels throughout 2020. However, users' favorite platforms have changed since 2019, and the power balance appears to be shifting further from Facebook's market dominance. Not only Facebook's user growth rate is estimated to slow down in the next years, but users belonging to Generation Z appear to prefer video-first social platforms like Snapchat, TikTok, and YouTube.

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Which of these things have you done on social media in the past 4 weeks?

Social media activities in the U.S. 2021

Source and methodology information

Source(s)	Statista Global Consumer Survey (GCS)
Conducted by	Statista
Survey period	1 Oct to 15 Dec 2021 and 5 Jul 2021 to 22 Sep 2021 and 1 Apr 2021 to 21 Jun 2021 and 4 Jan 2021 to 25 Mar 2021
Region(s)	United States
Number of respondents	42093
Age group	18-64 years
Special characteristics	<i>n.a.</i>
Published by	Statista
Publication date	February 2022
Original source	Statista Global Consumer Survey
Website URL	visit the website
Notes:	<i>Multiple answers were possible.</i>

Description

The displayed data on social media activities shows results of the Statista Global Consumer Survey conducted in the United States in 2021. Some 52 percent of respondents answered the question "Which of these things have you done on social media in the past 4 weeks?" with "Liked posts by other users".

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On which of these topics have you expressed your opinion on the internet in the past 4 weeks (e.g. by liking an article on social media)?

Products/topics talked about online in the U.S. 2021

Source and methodology information

Source(s)	Statista Global Consumer Survey (GCS)
Conducted by	Statista
Survey period	1 Oct to 15 Dec 2021 and 5 Jul 2021 to 22 Sep 2021 and 1 Apr 2021 to 21 Jun 2021 and 4 Jan 2021 to 25 Mar 2021
Region(s)	United States
Number of respondents	7016
Age group	18-64 years
Special characteristics	<i>n.a.</i>
Published by	Statista
Publication date	February 2022
Original source	Statista Global Consumer Survey
Website URL	visit the website
Notes:	<i>Multiple answers were possible.</i>

Description

The displayed data on products/topics talked about online shows results of the Statista Global Consumer Survey conducted in the United States in 2021. Some 32 percent of respondents answered the question "On which of these topics have you expressed your opinion on the internet in the past 4 weeks (e.g. by liking an article on social media)?" with "Food and drinks".

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Average daily time spent on selected social networks by adults in the United States from 2017 to 2022, by platform (in minutes)

Average daily time spent on social media by U.S. adults 2017-2022

Source and methodology information

Source(s)	eMarketer
Conducted by	eMarketer
Survey period	January 2021
Region(s)	United States
Number of respondents	n.a.
Age group	18 years and older
Special characteristics	Who use at least once per month
Published by	eMarketer
Publication date	March 2021
Original source	emarketer.com
Website URL	visit the website
Notes:	<i>*Forecast Time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on Facebook while using Snapchat is counted as 1 hour for Snapchat and 1 hour for Facebook.</i>

Description

As of January 2021, the average time spent by day by American users on Facebook was 33 minutes, and that was the platform with the largest amount of time spent daily, followed by TikTok and Twitter. A factor that played a major role in the time spent on social media was the coronavirus outbreak.

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Retail e-commerce revenue in the United States from 2017 to 2025 (in billion U.S. dollars)

United States: retail e-commerce revenue 2017-2025

Source and methodology information

Source(s)	Statista Digital Market Outlook; Statista
Conducted by	Statista Digital Market Outlook
Survey period	n.a.
Region(s)	United States
Number of respondents	n.a.
Age group	n.a.
Special characteristics	n.a.
Published by	Statista
Publication date	January 2022
Original source	Statista Digital Market Outlook
Website URL	visit the website
Notes:	<i>The eCommerce market encompasses the sale of physical goods via a digital channel to a private end user (B2C). Incorporated in this definition are purchases via desktop computer (including notebooks and laptops) as well as purchases via mobile devices such as smartphones and tablets. The following a [...] For more information visit our Website</i>

Description

Revenue from retail e-commerce in the United States was estimated at roughly 768 billion U.S. dollars in 2021. The Statista Digital Market Outlook forecasts that by 2025, online shopping revenue in the U.S. will exceed 1.3 trillion dollars.

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Retail e-commerce sales in the United States from 2014 to 2025 (in billion U.S. dollars)

Retail e-commerce sales in the U.S. 2014-2025

Source and methodology information

Source(s)	eMarketer
Conducted by	eMarketer
Survey period	2014 to 2020
Region(s)	United States
Number of respondents	n.a.
Age group	n.a.
Special characteristics	n.a.
Published by	eMarketer
Publication date	February 2022
Original source	emarketer.com
Website URL	visit the website
Notes:	<i>* Starting from the indicated year, figures are forecasts from October 2021. Data from 2014 to 2018 comes from previous publications. Figures were rounded. Includes products or services ordered using the internet, regardless of the method of payment or fulfillment; excludes travel and event tickets, [...] For more information visit our Website</i>

Description

In 2022, retail e-commerce sales -including digital services- were set to surpass one trillion U.S. dollars in the United States. That figure represents a projected 16 percent increase from the previous year when sales were forecast at 919 billion dollars. After 2022, sales will continue to grow by double digits, though with a slight growth rate decline nearing the middle of the decade.

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Leading e-commerce websites in the United States as of June 2021, based on number of monthly visits (in millions)

Leading e-commerce sites in the U.S. 2021, by monthly visits

Source and methodology information

Source(s)	SimilarWeb; DisFold.com
Conducted by	SimilarWeb
Survey period	June 2021
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	multi-platform
Published by	DisFold.com
Publication date	June 2021
Original source	disfold.com
Website URL	visit the website
Notes:	<i>n.a.</i>

Description

As of June 2021, Amazon was the most visited e-commerce site in the United States, recording approximately 2.45 billion monthly visits to Amazon.com. eBay ranked second, with more than 885 million visits per month, while Walmart came in third, surpassing 410 million.

Online retail in a nutshell
Online retail in the United States is a multi-billion dollar sector of business-to-consumer transactions where goods and services are sold via the internet. There are several business models at play here with the likes of Walmart , Home Depot, or Target based on brick-and-mortar stores whereas others such as Amazon, eBay, or Etsy are designated online marketplaces. It also includes eBay which allows third-party or private sellers to market their goods.

Online retail sites enable customers to browse through a range of products before placing them into an electronic shopping cart. Unlike their retail counterparts, online retail sites are not bound to a physical location or limited by store opening hours, and as such, have proven themselves immensely convenient for consumers. Apparel & accessories and computers & consumer electronics are some of the most popular e-commerce categories in the United States.

Fast-growing retailers
In addition to being the most visited retail site in the United States, Amazon also accounts for the vast majority of e-commerce sales . Over the past few years, Amazon's retail sales in the United States have grown steadily, however, competition in this space is growing strong. Etsy, followed closely by Walmart and Target, are among the companies that recorded the fastest online retail sales growth in 2021.

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Mobile retail e-commerce sales in the United States from 2019 to 2025 (in billion U.S. dollars)

Retail m-commerce sales in the U.S. 2019-2025

Source and methodology information

Source(s)	eMarketer
Conducted by	eMarketer
Survey period	2019 to 2020
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	eMarketer (@eMarketer)
Publication date	February 2022
Original source	emarketer.com
Website URL	visit the website
Notes:	<i>* Starting from the indicated year, figures are forecasts from October 2021. Data from 2013 to 2018 comes from previous publications. Figures were rounded. Includes products or services ordered using the internet via mobile devices, regardless of the method of payment or fulfillment; excludes travel [...] For more information visit our Website</i>

Description

According to estimates, retail m-commerce sales in the United States exceeded 360 billion U.S. dollars in 2021. By 2025, that figure is forecast to grow almost twofold, amounting to approximately 710 billion U.S. dollars. In the coming years, e-commerce overall should account for a growing proportion of retail sales in the North American country.

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Number of digital buyers in the United States from 2017 to 2025 (in millions)

Number of digital buyers in the United States 2017-2025

Source and methodology information

Source(s)	Statista; Statista Digital Market Outlook
Conducted by	Statista Digital Market Outlook
Survey period	n.a.
Region(s)	United States
Number of respondents	n.a.
Age group	n.a.
Special characteristics	number of active paying customers (or accounts); forecast adjusted for expected impact of COVID-19
Published by	Statista
Publication date	September 2021
Original source	Digital Market Outlook
Website URL	visit the website
Notes:	<i>Data provided by Statista Market Outlook are estimates The eCommerce market encompasses the sale of physical goods via a digital channel to a private end user (B2C). Incorporated in this definition are purchases via desktop computer (including notebooks and laptops) as well as purchases via mobile d [...] For more information visit our Website</i>

Description

In 2020, there were a total of 256 million digital buyers in the United States. This figure is projected to increase to 291.2 million online buyers in 2025. The most popular online shopping categories in the United States include fashion, and electronics & media.

Statista Market Outlook presents key figures from industries and countries around the world, providing additional insights into for example, the Technology , Mobility , or Advertising Markets .

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Number of mobile buyers in the United States from 2020 to 2024 (in millions)

Number of mobile buyers in the United States 2020-2024

Source and methodology information

Source(s)	eMarketer
Conducted by	eMarketer
Survey period	May 2020
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	14 years and older
Special characteristics	<i>n.a.</i>
Published by	eMarketer
Publication date	July 2020
Original source	emarketer.com
Website URL	visit the website
Notes:	<i>* Starting from this year, figures are forecasts. The source defines mobile buyers as mobile device users who have made at least one purchase via any device within the past year.</i>

Description

In 2024, approximately 187.5 million U.S. users will have made at least one purchase via web browser or mobile app on their mobile device, up from 167.8 million mobile U.S. buyers in 2020. Since the beginning of the decade, mobile buyers account for at least 60 percent of the U.S. population.

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Which of these items have you bought online in the past 12 months?

Online purchases by category in the U.S. 2021

Source and methodology information

Source(s)	Statista Global Consumer Survey (GCS)
Conducted by	Statista
Survey period	1 Oct to 15 Dec 2021 and 5 Jul 2021 to 22 Sep 2021 and 1 Apr 2021 to 21 Jun 2021 and 4 Jan 2021 to 25 Mar 2021
Region(s)	United States
Number of respondents	7013
Age group	18-64 years
Special characteristics	<i>n.a.</i>
Published by	Statista
Publication date	February 2022
Original source	Statista Global Consumer Survey
Website URL	visit the website
Notes:	<i>Multiple answers were possible.</i>

Description

The displayed data on online purchases by category shows results of the Statista Global Consumer Survey conducted in the United States in 2021. Some 54 percent of respondents answered the question "Which of these items have you bought online in the past 12 months?" with "Clothing".

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Which of the following devices have you used for online shopping in the past 12 months?

Online purchases by device in the U.S. 2021

Source and methodology information

Source(s)	Statista Global Consumer Survey (GCS)
Conducted by	Statista
Survey period	1 Oct to 15 Dec 2021 and 5 Jul 2021 to 22 Sep 2021 and 1 Apr 2021 to 21 Jun 2021 and 4 Jan 2021 to 25 Mar 2021
Region(s)	United States
Number of respondents	7013
Age group	18-64 years
Special characteristics	<i>n.a.</i>
Published by	Statista
Publication date	February 2022
Original source	Statista Global Consumer Survey
Website URL	visit the website
Notes:	<i>Multiple answers were possible.</i>

Description

The displayed data on online purchases by device shows results of the Statista Global Consumer Survey conducted in the United States in 2021. Some 64 percent of respondents answered the question "Which of the following devices have you used for online shopping in the past 12 months?" with "Smartphone".

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