

INFOGRAPHICS

The Insane Amounts of Data We're Using Every Minute (Infographic)

More than 470,000 tweets, 2.1 million snaps and 50,000 Instagram photos are posted every 60 seconds.

[NEXT ARTICLE](#)

Image credit: Dong Wenjie | Getty Images



Rose Leadem



With all the [tweets](#), iMessages, streamed songs and Amazon prime orders, did you ever wonder just how much data is actually being generated every minute? To find out, cloud-based operating system [Domo](#) analyzed data usage over the past year, and shared the results in its sixth [Data Never Sleeps](#) report. It dives into online consumer behavior, examining the amount of data being generated every minute across popular apps and platforms including Google, [Instagram](#), Amazon, Netflix, Spotify and more.

Related: [How Data Science Can Help You Grow Your Business Faster](#)

By the looks of the research, things are only getting bigger. In 2012, there were approximately 2.2 billion active internet users. In 2017, active internet users reached 3.8 billion people -- nearly 48 percent of the world's population.

When it comes to [social media](#), data usage is unsurprisingly high. Since last year, Snapchat alone saw a 294 percent increase in the amount of images shared per minute. Nearly 2.1 million snaps are shared every 60 seconds. On average, there are 473,400 tweets posted every minute, 49,380 Instagrams photos and 79,740 Tumblr posts.

Related: [Here's How to Download and Delete Your Facebook Data](#)

So who's behind all this social media madness? Americans upped their internet usage by 18 percent since 2017, however it's not all going to Snapchat and Twitter. Much of it is going to video-streaming services such as Netflix and YouTube. Since last year, Netflix saw a whopping 40 percent increase in streaming hours, going from 69,444 hours to 97,222. And YouTube videos have reached 4.3 million views per minute. Even the peer-to-peer transactions app Venmo saw a major data jump, with 32 percent more transactions processed every minute compared to last year. Overall, Americans use 3.1 million GB of data every minute.

To learn more about our data usage of 2018, check out the infographic below.



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How much data is generated *every minute*?

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THE WEATHER CHANNEL

RECEIVES
18,055,555

FORECAST REQUESTS

AMAZON

SHIPS 1,111
PACKAGES

GIPHY

SERVES UP
1,388,889

GIFS

NETFLIX

USERS STREAM
97,222 HRS
OF VIDEO

SNAPCHAT

— USERS SHARE —
2,083,333

SNAPS

LINKEDIN

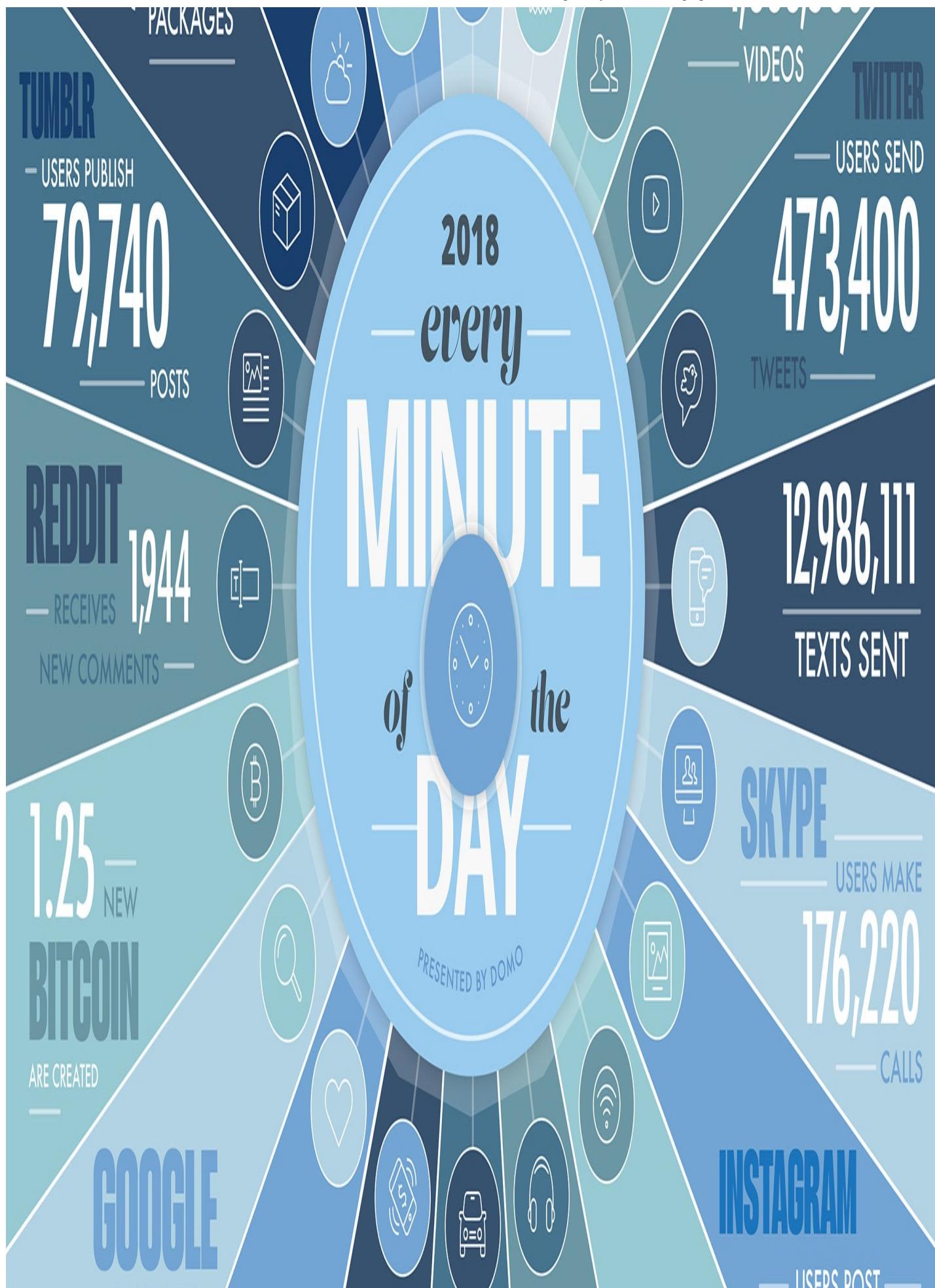
GAINS

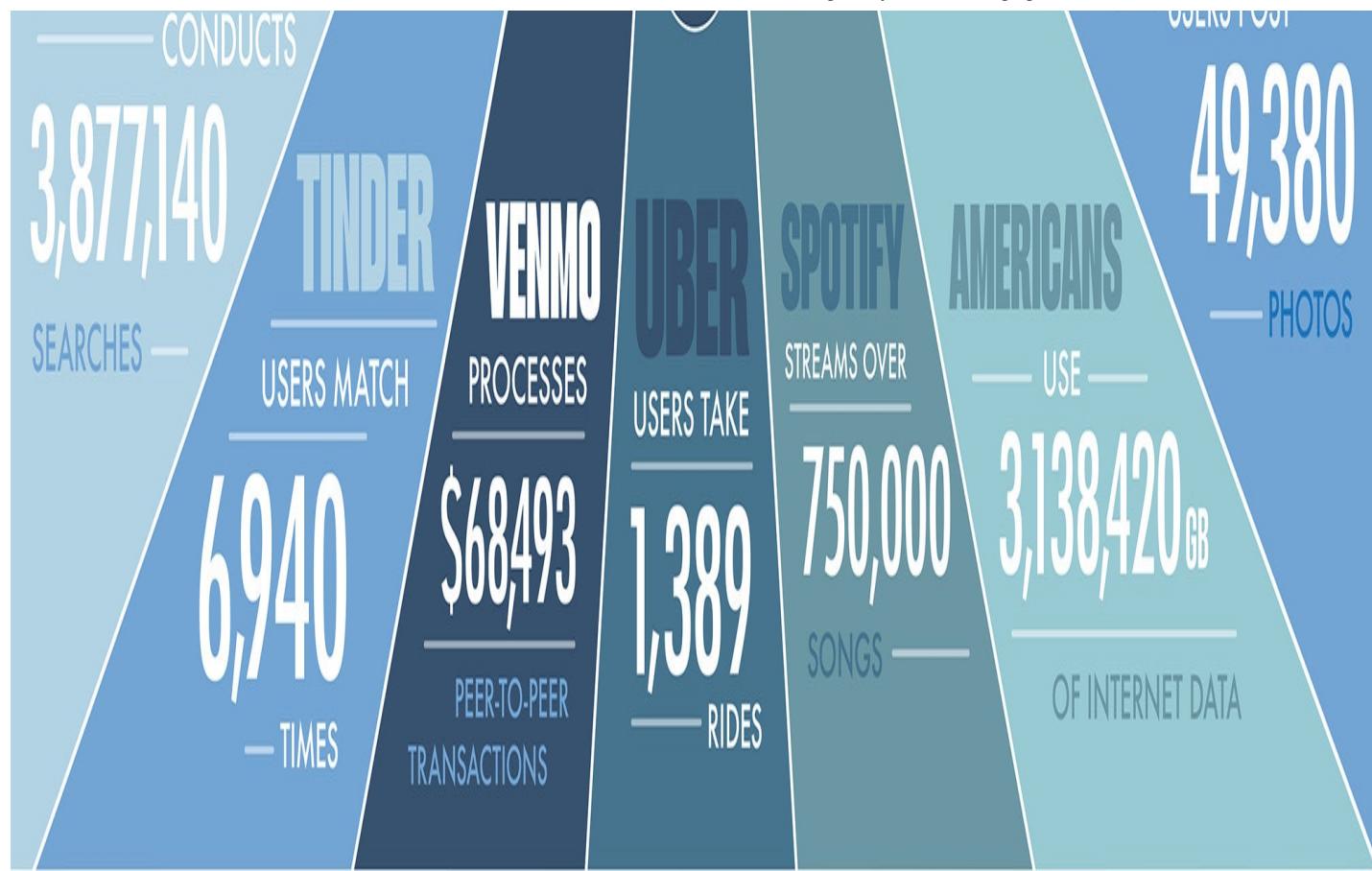
120+

NEW
PROFESSIONALS

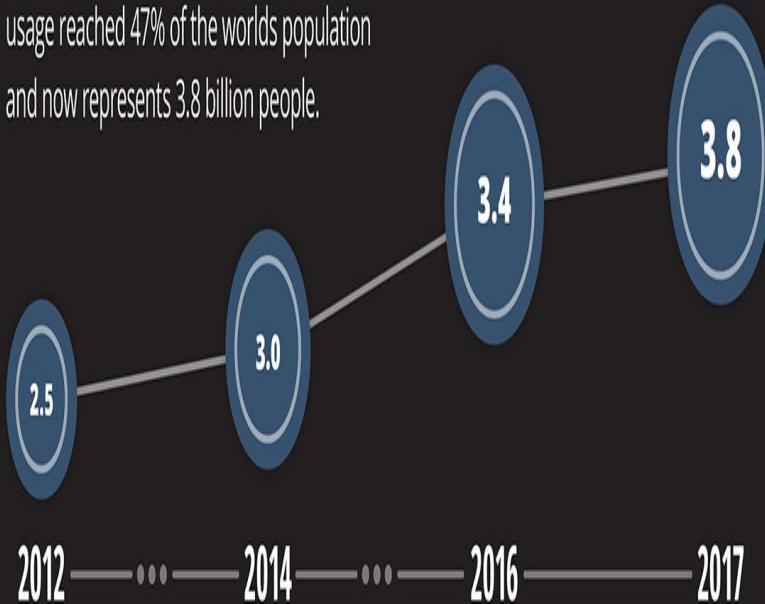
YOUTUBE

USERS WATCH
4,333,560





The world's internet population is growing significantly year-over-year. In 2017, internet usage reached 47% of the world's population and now represents 3.8 billion people.



The ability to make data-driven decisions is crucial to any business. With each click, swipe, share, and like, a world of valuable information is created. Domo puts the power to make those decisions right into the palm of your hand by connecting your data and your people at any moment, on any device, so they can make the kind of decisions that make an impact.

Learn more at domo.com

GLOBAL INTERNET POPULATION GROWTH 2012-2017

(IN BILLIONS)

SOURCES: STATISTA, LINKEDIN, INTERNET LIVE STATS, EXPANDED RAMBLINGS, SLASH FILM, RIAA, BUSINESS OF APPS, INTERNATIONAL TELECOMMUNICATIONS UNION, INTERNATIONAL DATA CORPORATION

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For
TECH

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DATA NEVER SLEEPS 6.0

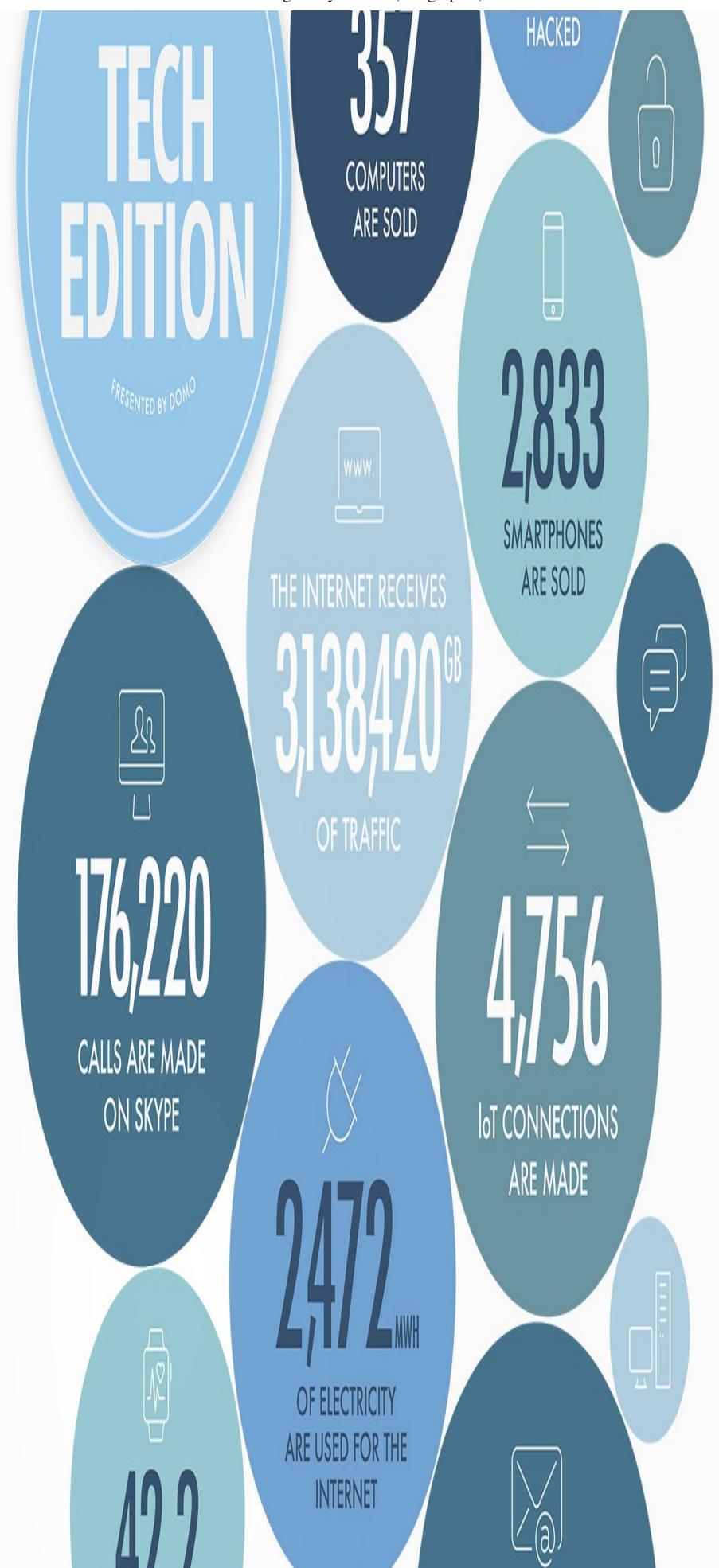
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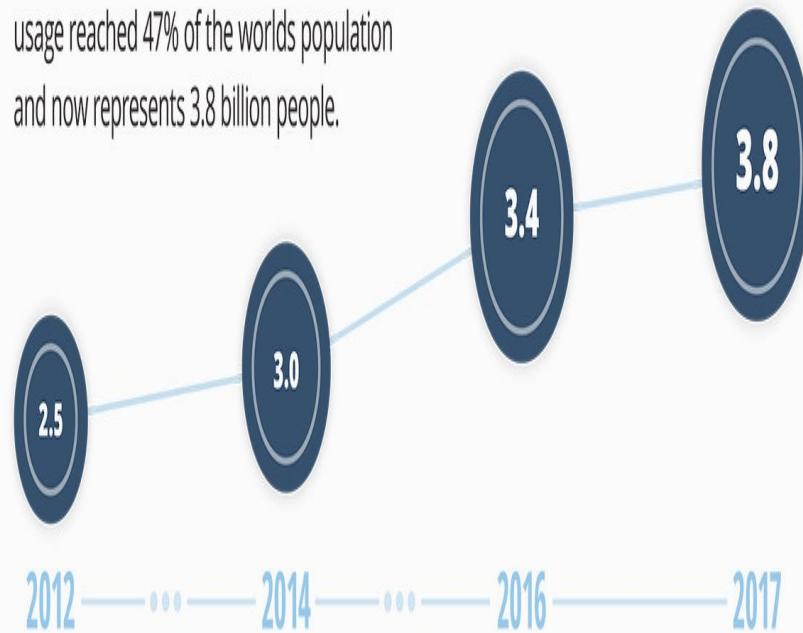
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SOURCES: INTERNET LIVE STATS, EXPANDED RAMBLINGS, VISION CRITICAL

For
MEDIA

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With each click, swipe,
share and like a world

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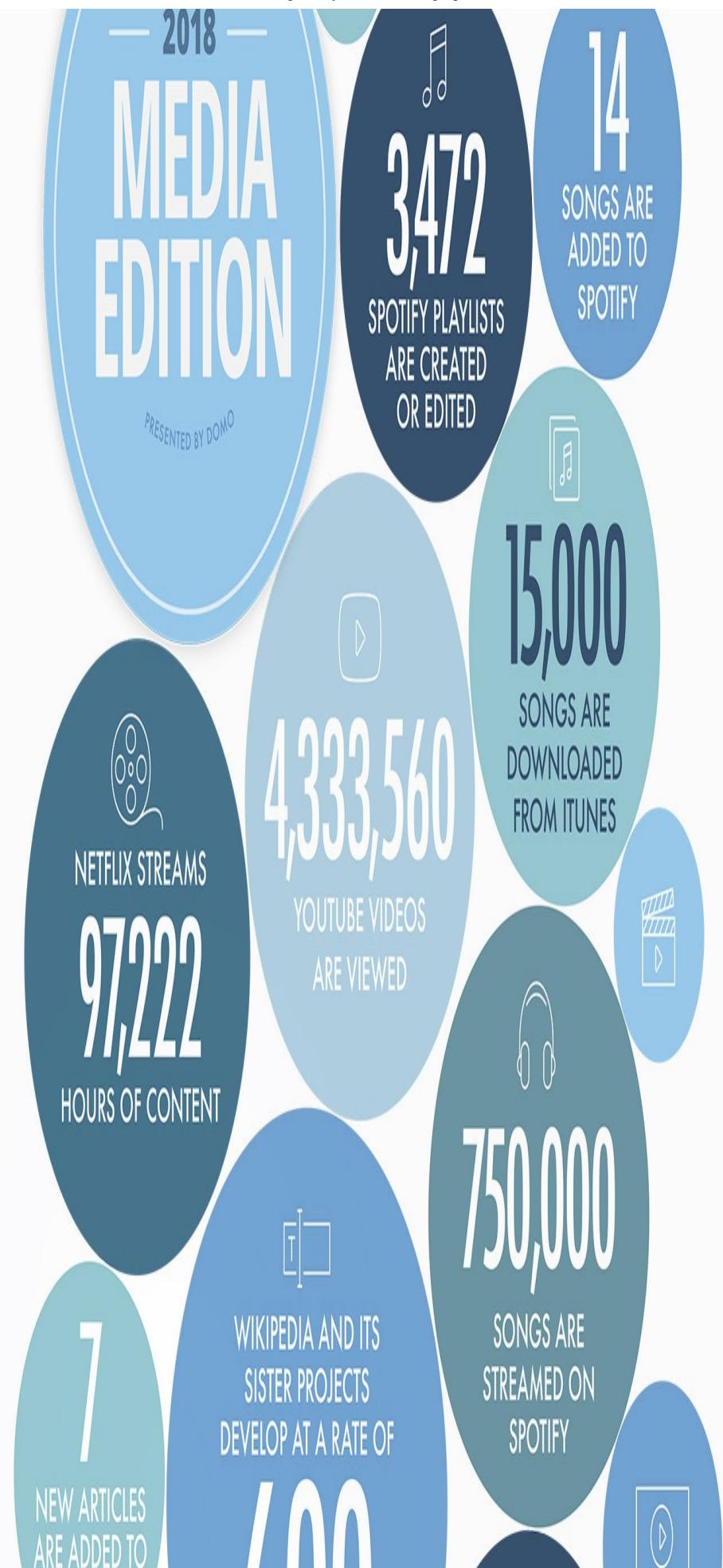
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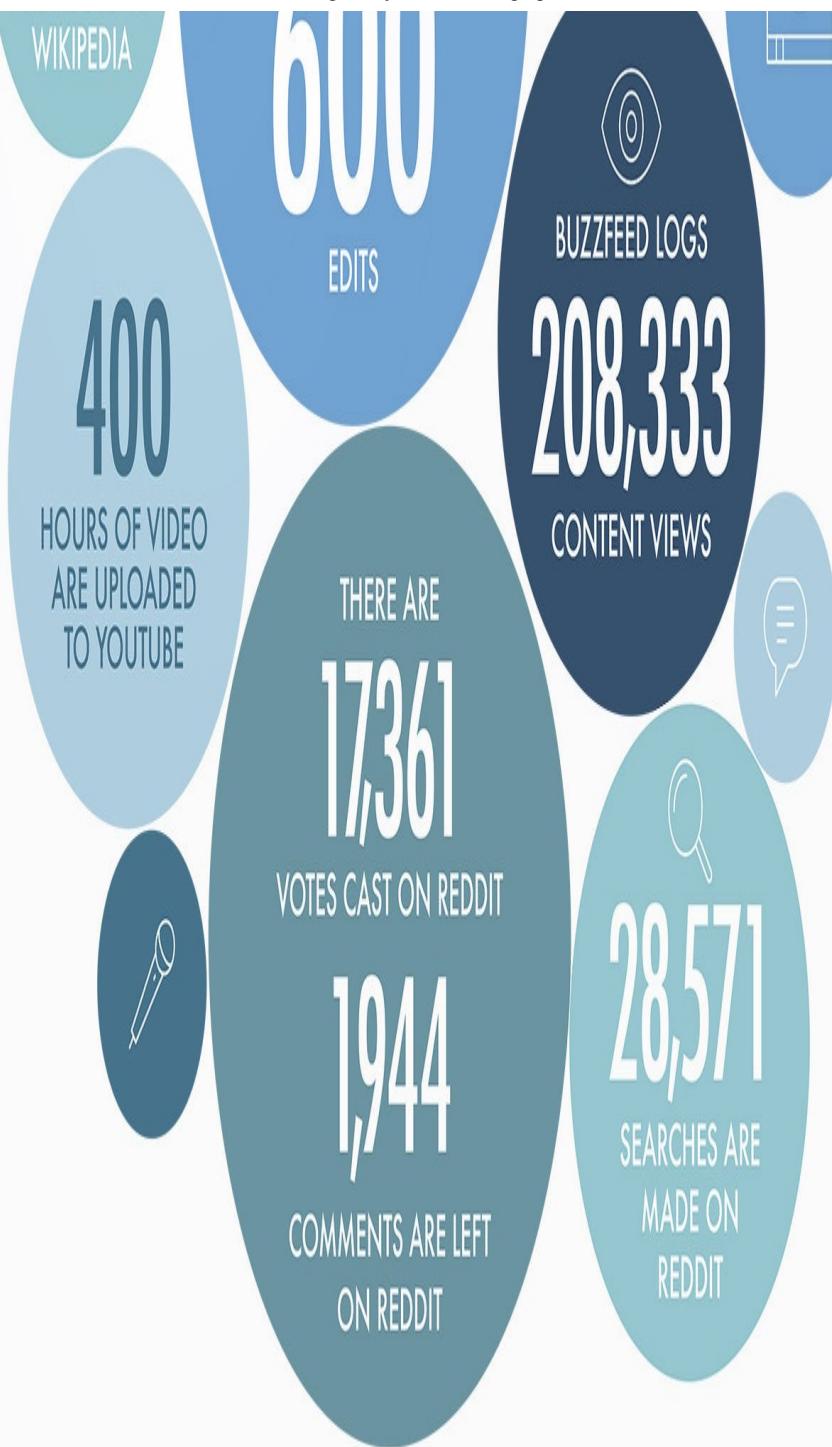
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3.4

3.8



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SOURCES: SLASH FILM, RIAA, EXPANDED RAMBLINGS, MSN, BUZZFEED, WIKIPEDIA

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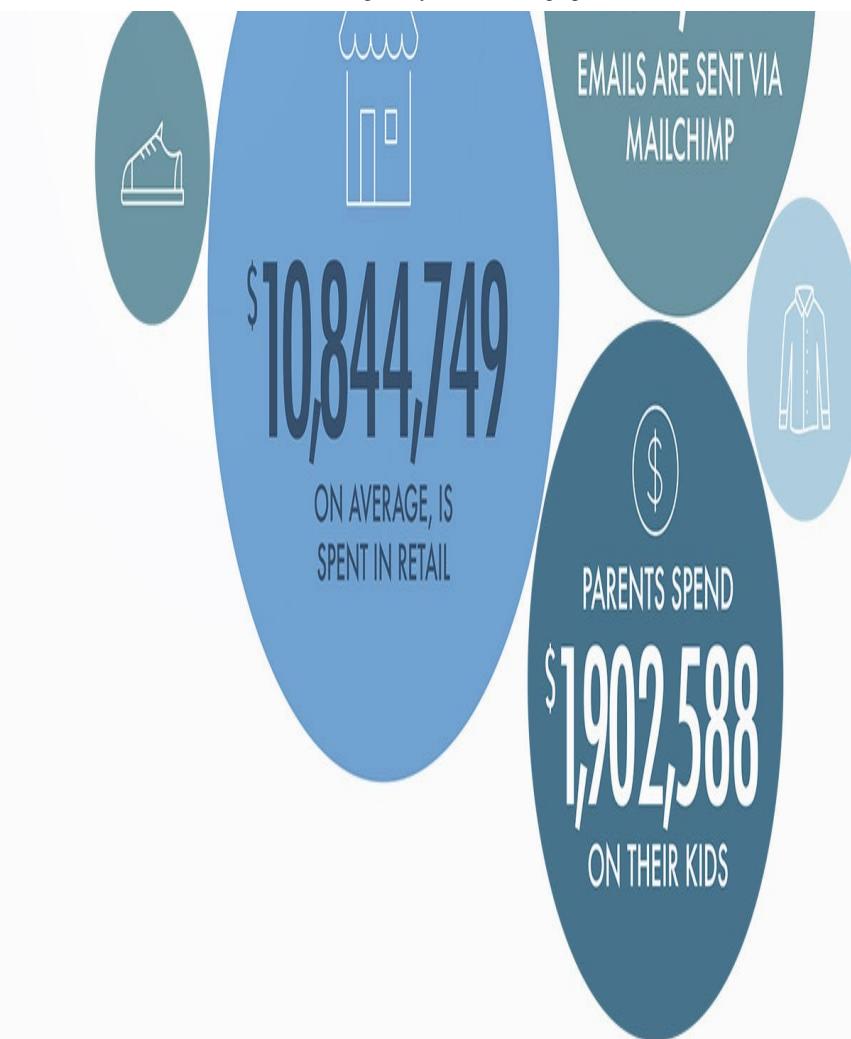
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For
RETAIL

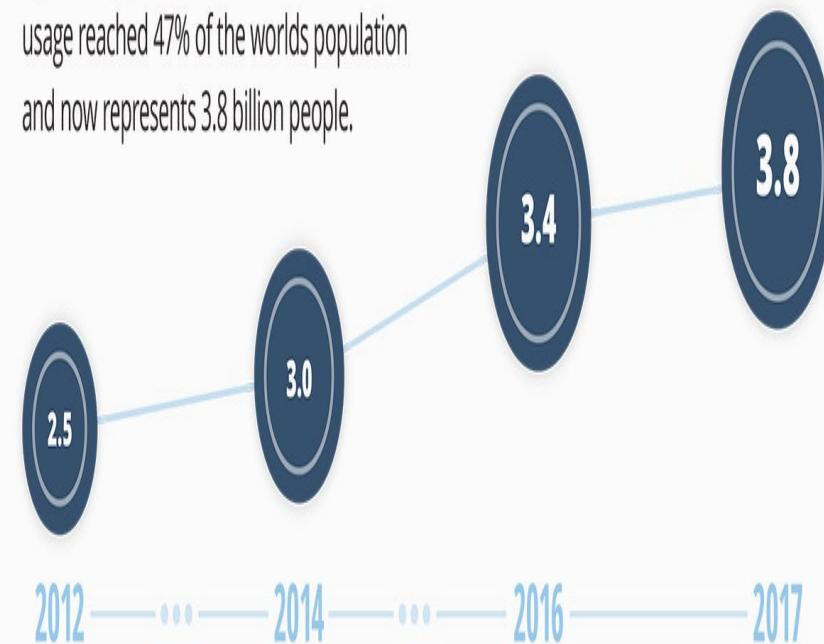
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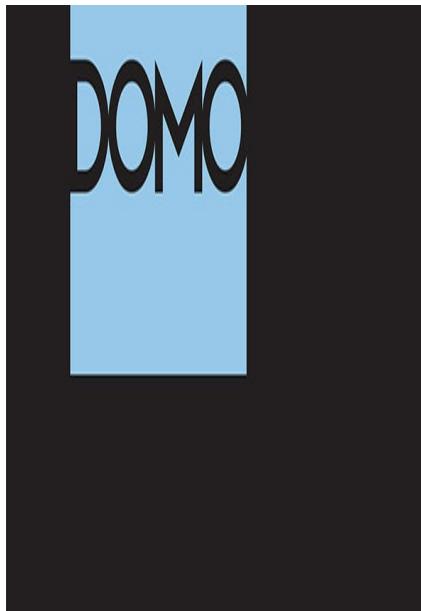
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SOURCES: BUSINESS INSIDER, U.S. CENSUS BUREAU, STATISTA, WIRED

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For
**FINANCIAL
SERVICES**

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With each click, swipe,

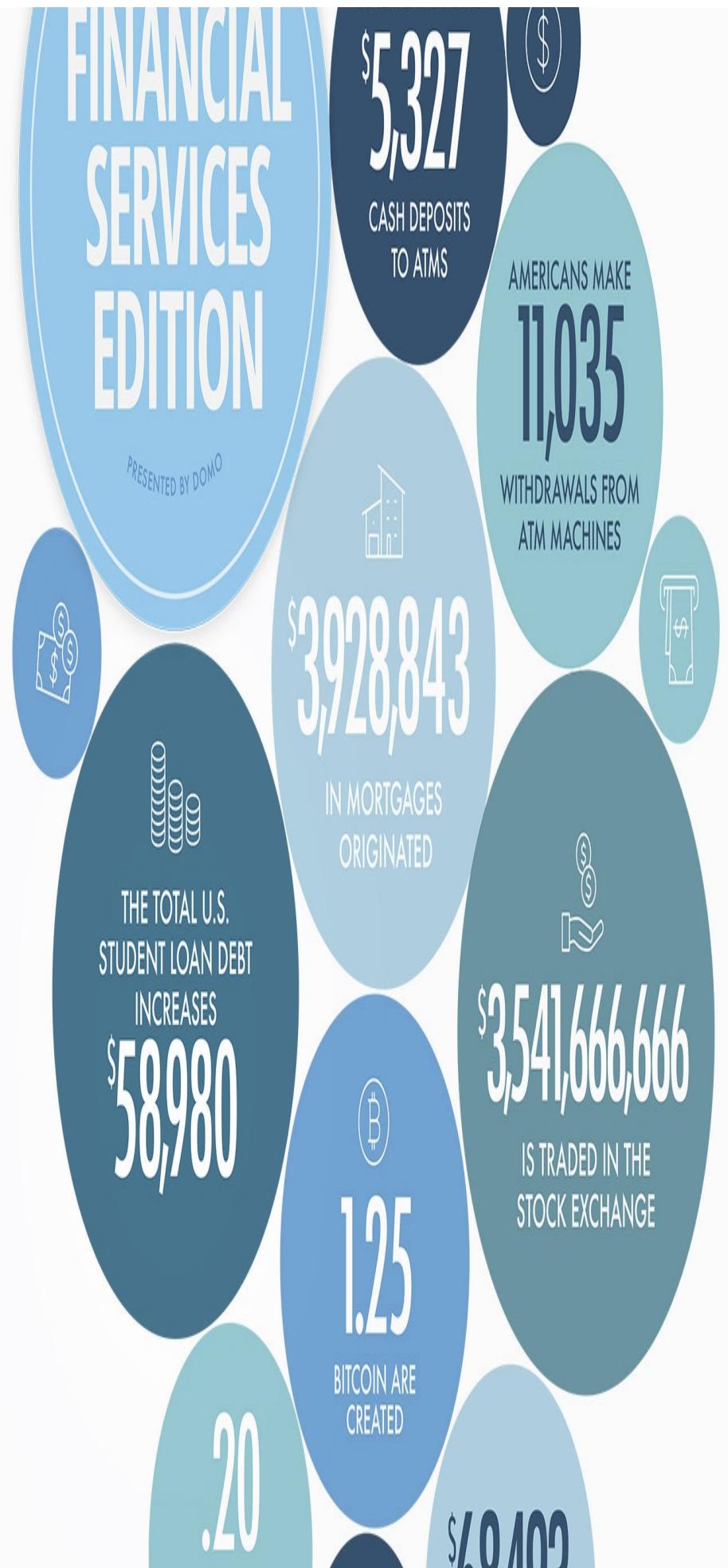
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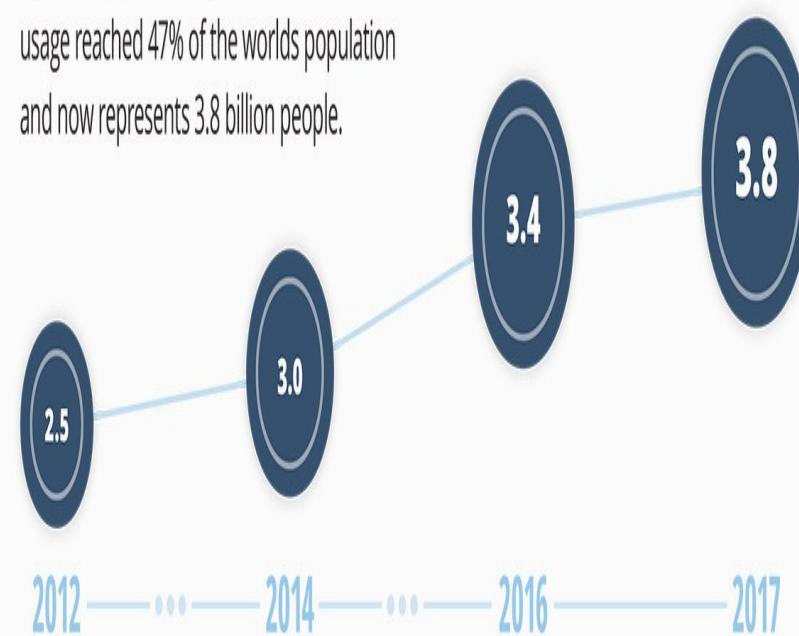
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For TRAVEL

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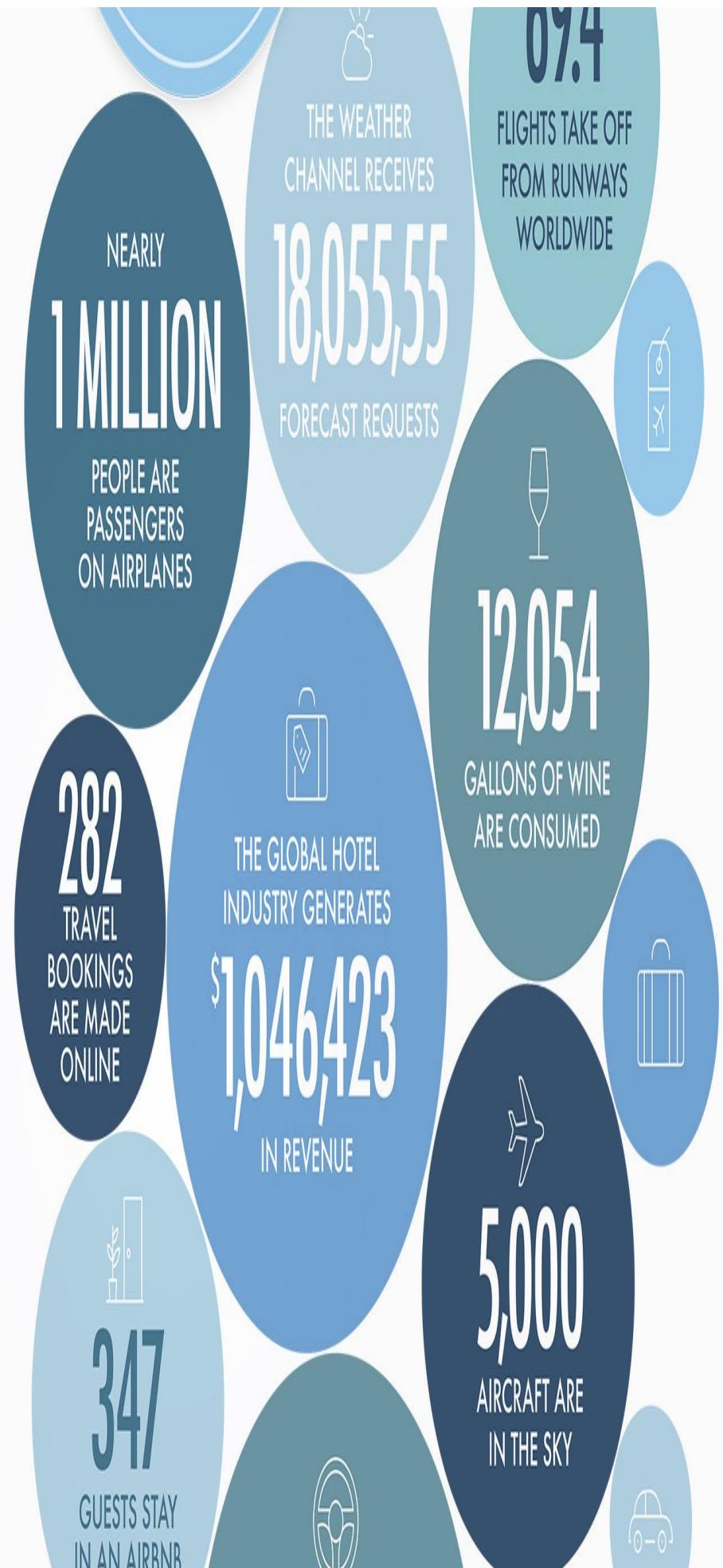
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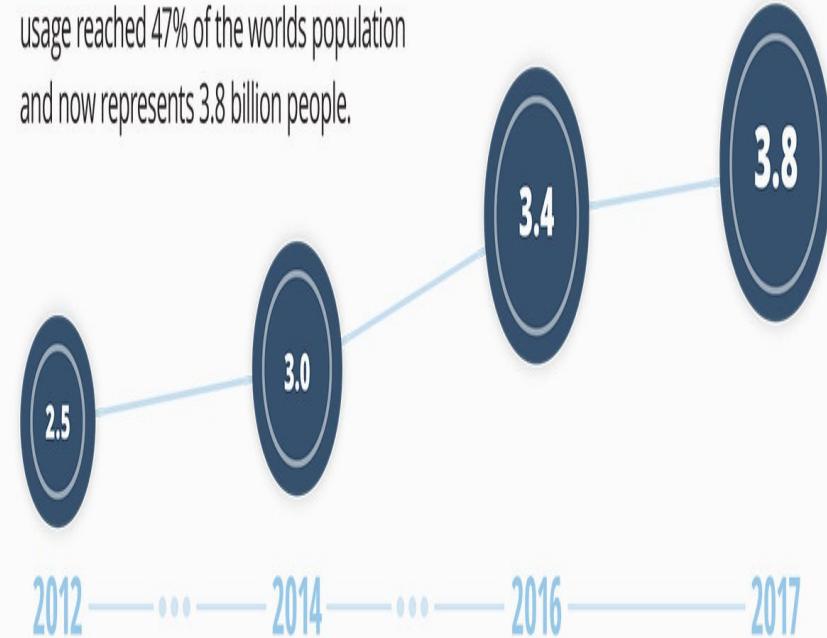
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For SOCIAL MEDIA

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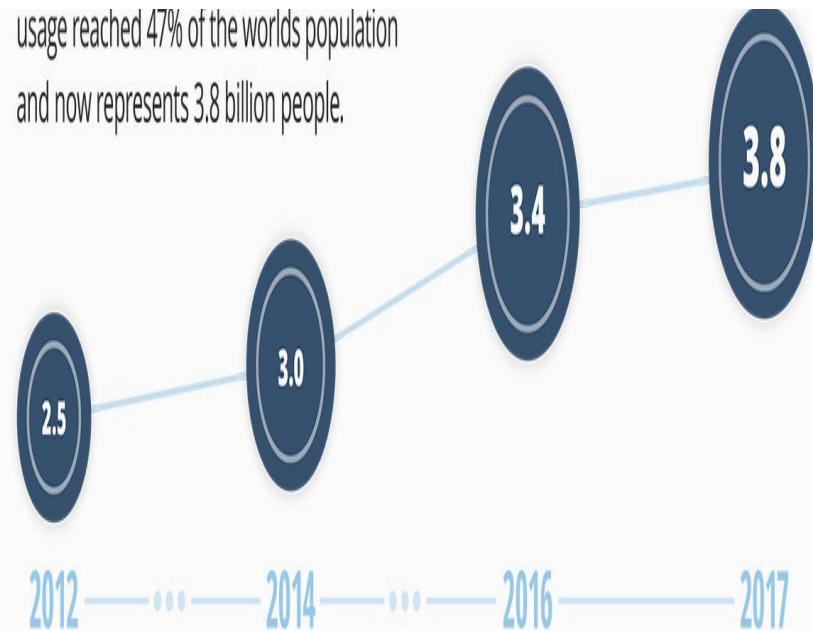
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