## Frequency of usage of selected social media platforms over time

Facebook

Instagram

Twitter

Tik Tok

Twitch

YouTube

LinkedIn

Source: ONE8Y

Survey country: Germany

Survey date: 03/30/2022 to 11/17/2025

03/30/2022

11/17/2025

03/30/2022

11/17/2025

03/30/2022

11/17/2025

03/30/2022

11/17/2025

03/30/2022

11/17/2025

03/30/2022

11/17/2025

03/30/2022

11/17/2025

Sample: n=people interested in sport (top 2 on 4-point scale), shown above

		Several		2-3	
		times a	Once a	times a	Once a
Frequency	Daily	week	week	month	month

20%

18%

20%

17%

26%

26%

23%

19%

32%

30%

32%

29%

26%

Question: You have just indicated that you are active on the following platforms. Now tell us how often you use them. (aided answers)

68%

71%

71%

35%

42%

56%

24%

22%

50%

49%

7%

10%

7%

9%

13%

7%

11%

7%

19%

16%

10%

11%

22%

31%

3%

2%

2%

2%

4%

8%

4%

2%

9%

9%

4%

3%

9%

8%

month 1%

1%

2%

2%

0%

6%

6%

1%

1%

4%

3%

1%

1%

5%

8%

0%

1%

0%

1%

3%

0%

0%

1%

1%

1%

0%

3%

4%

Less than once a

> 552 557

n

681

662 277

174

307

390

168

154

716

400

164

190