

WhatsApp and Facebook are the most used media sites in middle-income countries

% of adults who say they ever use ...

	WhatsApp	Facebook	TikTok	Instagram	Twitter (X)	Telegram
Brazil	90 %	75 %	51 %	63 %	22 %	28 %
Mexico	83	75	41	42	30	27
Argentina	88	75	31	54	20	13
Kenya	61	62	37	24	21	17
South Africa	71	61	37	23	20	9
Indonesia	75	53	35	31	8	14
Nigeria	54	56	25	23	14	13
India	50	39	13	26	8	16
8-COUNTRY MEDIAN	73	62	36	29	20	15
U.S.	29	68	33	47	22	N/A

Note: In U.S., question asked “whether or not you ever use the following websites or apps.” Telegram was not included in the U.S. survey.
Source: 2023 Global Attitudes Survey. Q58a-f; Survey of U.S. adults conducted May 19-Sept. 5, 2023.