

Reddit Statistics

2023



General

- **Founded in 2005**
 - **Over 450 million monthly active users as of 2022**
(Source: Reddit)
 - **Over 140,000 active communities (subreddits) as of 2022**
(Source: Reddit)
 - **Over 120,000 monthly active moderators as of 2022**
(Source: Reddit)
 - **Over 2.5 billion comments posted each month as of 2022**
(Source: Reddit)
 - **Over 60 million daily active users as of 2022**
(Source: Reddit)
 - **Over 40 billion screen views per month as of 2022**
(Source: Reddit)
 - **49.8% of Reddit users are from the United States**
(Source: Statista, 2022)
 - **54.3% of Reddit users are male, and 45.7% are female**
(Source: Statista, 2022)
 - **25% of adults in the United States use Reddit**
(Source: Pew Research Center, 2022)
 - **The most popular subreddit as of 2022 is r AskReddit, with over 36 million members**
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Demographics

Age:

- 22% of Reddit users are between the ages of 18 and 29
(Source: Statista, 2022)
- 19% of Reddit users are between the ages of 30 and 49
(Source: Statista, 2022)
- 15% of Reddit users are between the ages of 50 and 64
(Source: Statista, 2022)
- 7% of Reddit users are 65 years old or older
(Source: Statista, 2022)

Gender:

- 54.3% of Reddit users are male
(Source: Statista, 2022)
- 45.7% of Reddit users are female
(Source: Statista, 2022)



Education:

- 31% of Reddit users have a college degree or higher
(Source: Pew Research Center, 2016)
- 20% of Reddit users have some college experience or an associate degree
(Source: Pew Research Center, 2016)
- 34% of Reddit users have a high school diploma or less
(Source: Pew Research Center, 2016)

Income:

- 38% of Reddit users have an annual household income of \$75,000 or more
(Source: Pew Research Center, 2016)
- 29% of Reddit users have an annual household income of \$30,000 or less
(Source: Pew Research Center, 2016)
- 33% of Reddit users have an annual household income between \$30,000 and \$74,999
(Source: Pew Research Center, 2016)



User Behavior

Active Users:

- As of January 2022, Reddit had 54 million daily active users
(Source: Reddit)
- As of January 2022, Reddit had 450 million monthly active users
(Source: Reddit)

Time Spent on Site:

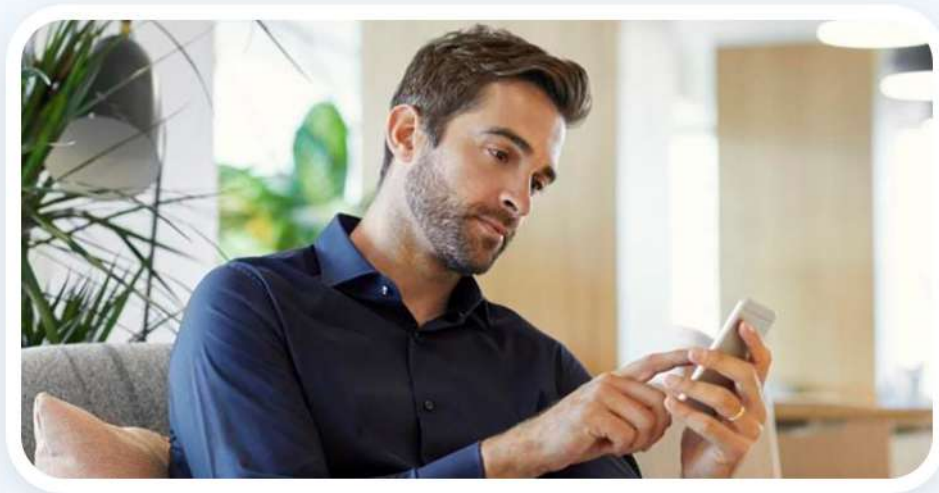
- The average time spent on Reddit per visit is around 16 minutes
(Source: Alexa, 2022)
- The average daily time spent on Reddit per user is around 26 minutes
(Source: Hootsuite, 2022)

Content Creation:

- As of January 2022, there were over 100,000 active communities on Reddit
(Source: Reddit)
 - As of January 2022, there were over 2.2 million subreddits
(Source: Reddit)
 - In 2021, users submitted an average of 58 million posts per month
(Source: Reddit)
 - In 2021, users submitted an average of 1.9 billion comments per month
(Source: Reddit)
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Engagement:

- In 2021, users upvoted content on Reddit an average of 45.5 billion times per month (*Source: Reddit*)
- In 2021, users saved content on Reddit an average of 3.4 billion times per month (*Source: Reddit*)
- In 2021, users shared content on Reddit an average of 49.8 million times per month (*Source: Reddit*)



Videos on Reddit

Video Views:

- As of January 2022, Reddit reported that it had 3 billion video views per month (*Source: Reddit*)
- Reddit users watch an average of 2.2 billion minutes of video per month (*Source: Reddit*)



Video Uploads:

- As of January 2022, Reddit reported that it had 1.4 million video uploads per month (*Source: Reddit*)
- In 2021, there were over 2.6 million video uploads on Reddit (*Source: Reddit*)
- In 2021, there were over 1.5 billion video views on Reddit (*Source: Reddit*)

Live Streaming:

- As of January 2022, Reddit had launched its own live streaming feature called "RPAN" (Reddit Public Access Network) (*Source: Reddit*)
- RPAN allows users to stream live video to a subreddit of their choice
- RPAN streams are limited to 2 hours and are subject to Reddit's content policies



Videos on Reddit

Popular Subreddits:

As of January 2022, some of the most popular subreddits by subscribers include:

- r/AskReddit with over 34 million subscribers
- r/funny with over 34 million subscribers
- r/gifs with over 22 million subscribers
- r/pics with over 27 million subscribers
- r/videos with over 26 million subscribers

(Source: Reddit)

Hot Topics:

In 2022, some of the hot topics and trends on Reddit include:

- NFTs (Non-Fungible Tokens)
- Cryptocurrency and Blockchain technology
- Mental health and self-care
- Climate change and environmental issues
- Gaming and esports
- Politics and social justice issues

(Source: Reddit)



Engaging Contents:

In 2022, some of the most engaging types of content on Reddit include:

- AMAs (Ask Me Anything) with celebrities, experts, and public figures
- Memes and humorous content
- Personal stories and experiences shared on subreddits such as r/relationships and r/tifu
- Educational and informative content shared on subreddits such as r/science and r/explainlikeimfive
- Breaking news and updates on current events

(Source: Reddit)



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