**YouTube Leads In Popularity, TikTok Grows Fastest**

YouTube leads social media platforms in US popularity, with a Pew Research Center poll showing that 83% of respondents use it while 68% use second-place winner Facebook. TikTok's 33% penetration, compared to 21% last year, gives it the quickest growth among social sites.

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[*https://www.engadget.com/tiktok-is-the-fastest-growing-social-platform-but-youtube-remains-the-most-dominant-170023692.html*](https://www.engadget.com/tiktok-is-the-fastest-growing-social-platform-but-youtube-remains-the-most-dominant-170023692.html)