

Social media by generation

GWI.



Key:



Gen Z

Born 1997-2003



Millennials

Born 1983-1996



Gen X

Born 1964-1982

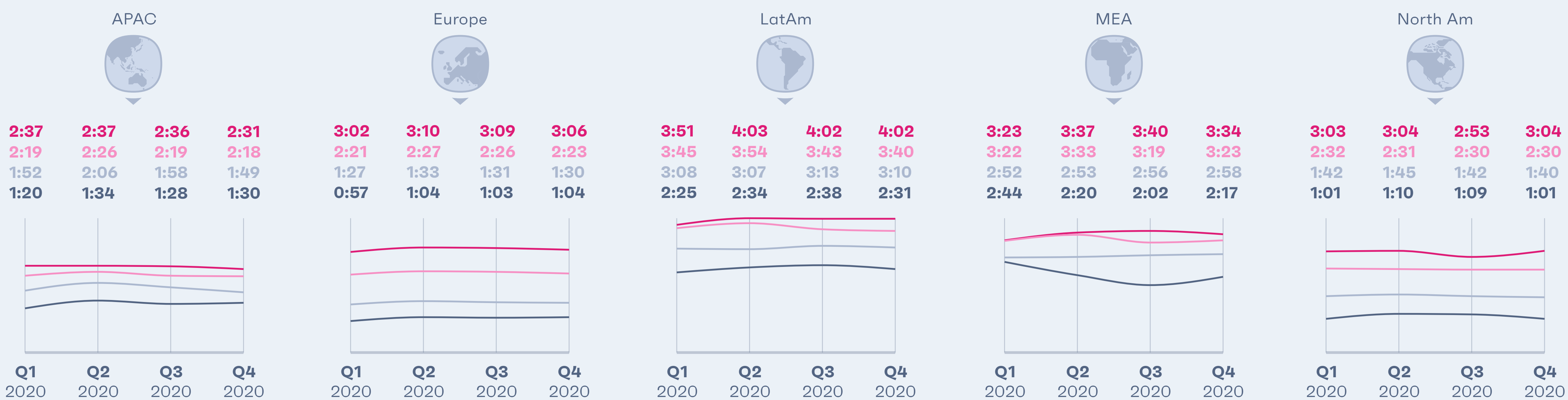


Boomers

Born 1955-1963

Social media consumption throughout the pandemic, by region

Average time spent on social media per day in h:mm

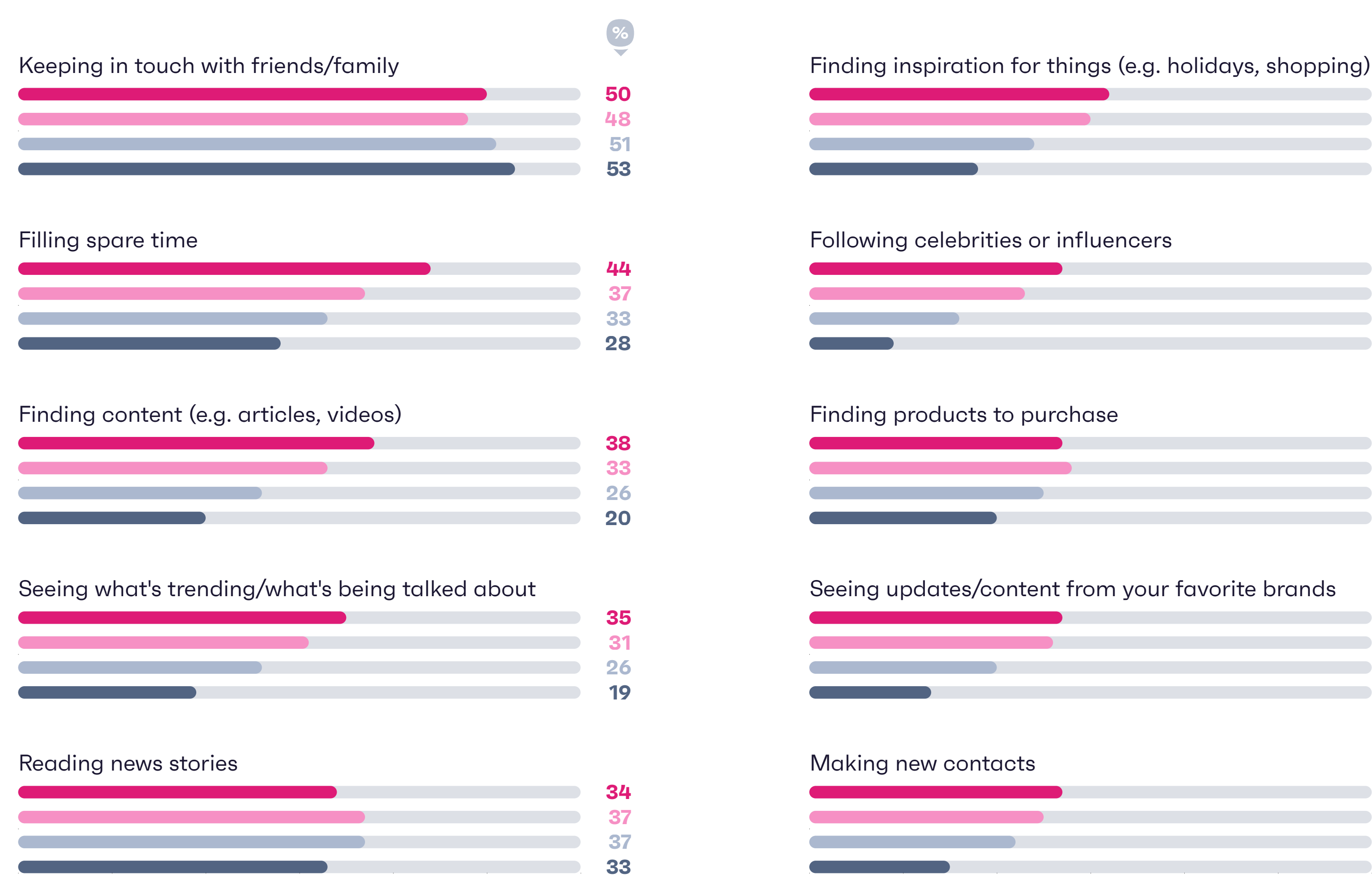


20% of baby boomers use social media to find products to purchase, not far behind Gen Z at 27%



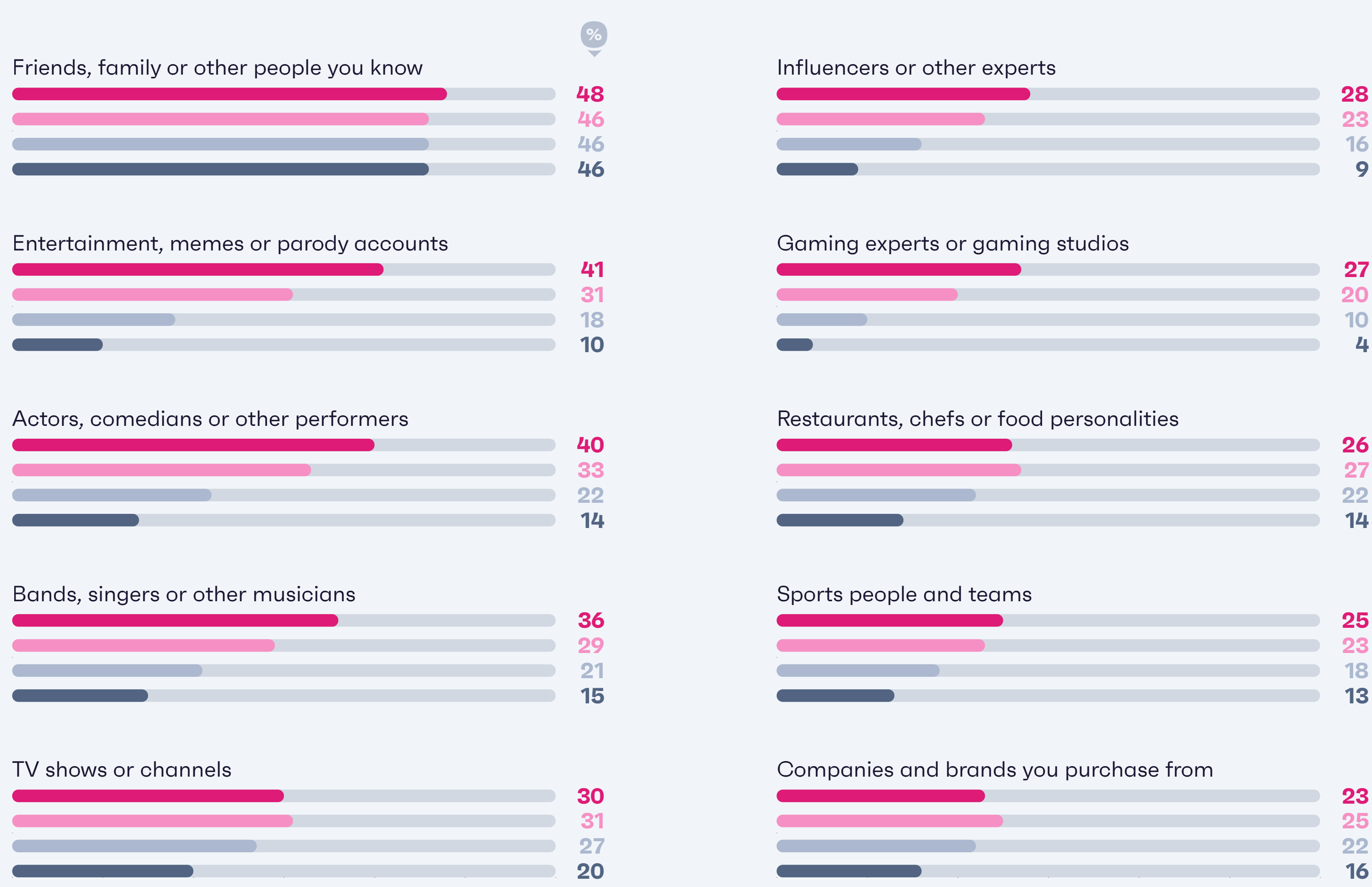
Why they're using social media

% of each generation who use social media for the following reasons



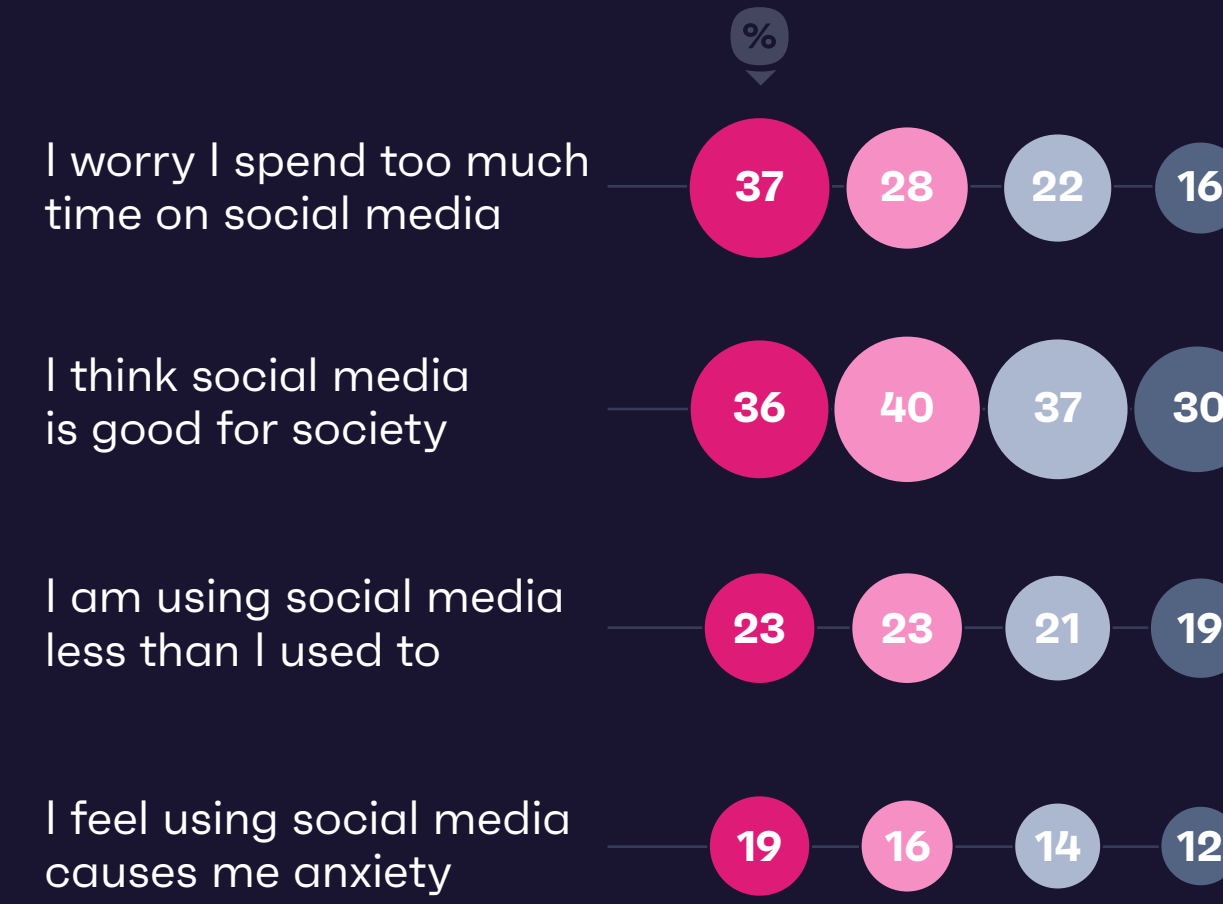
Who are they following?

% of each generation who follow these account types



Varying attitudes toward social

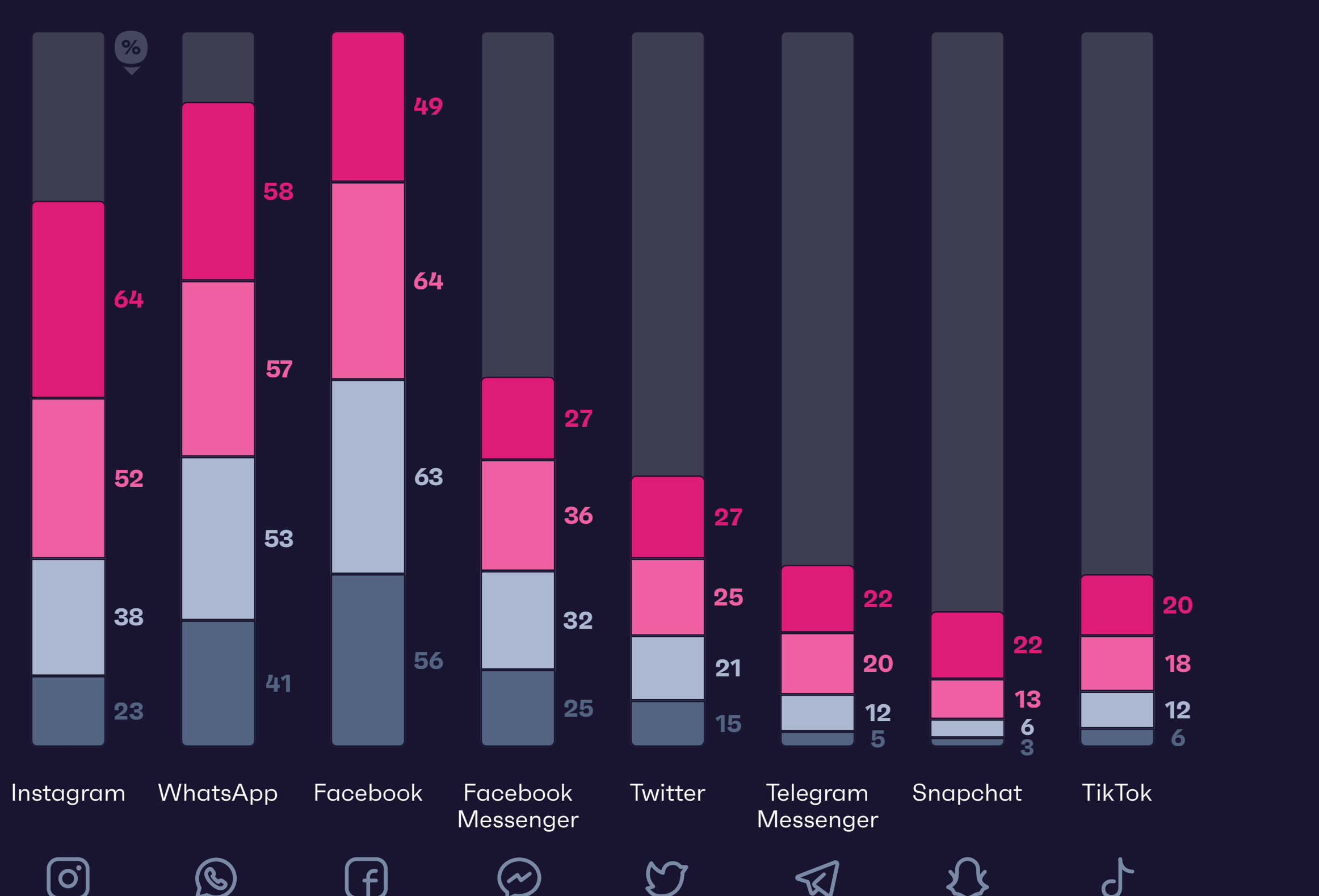
% of each generation who agree with the following



Between Q2 and Q4 2020, Gen Z grew 15% more likely to say that social media gives them anxiety

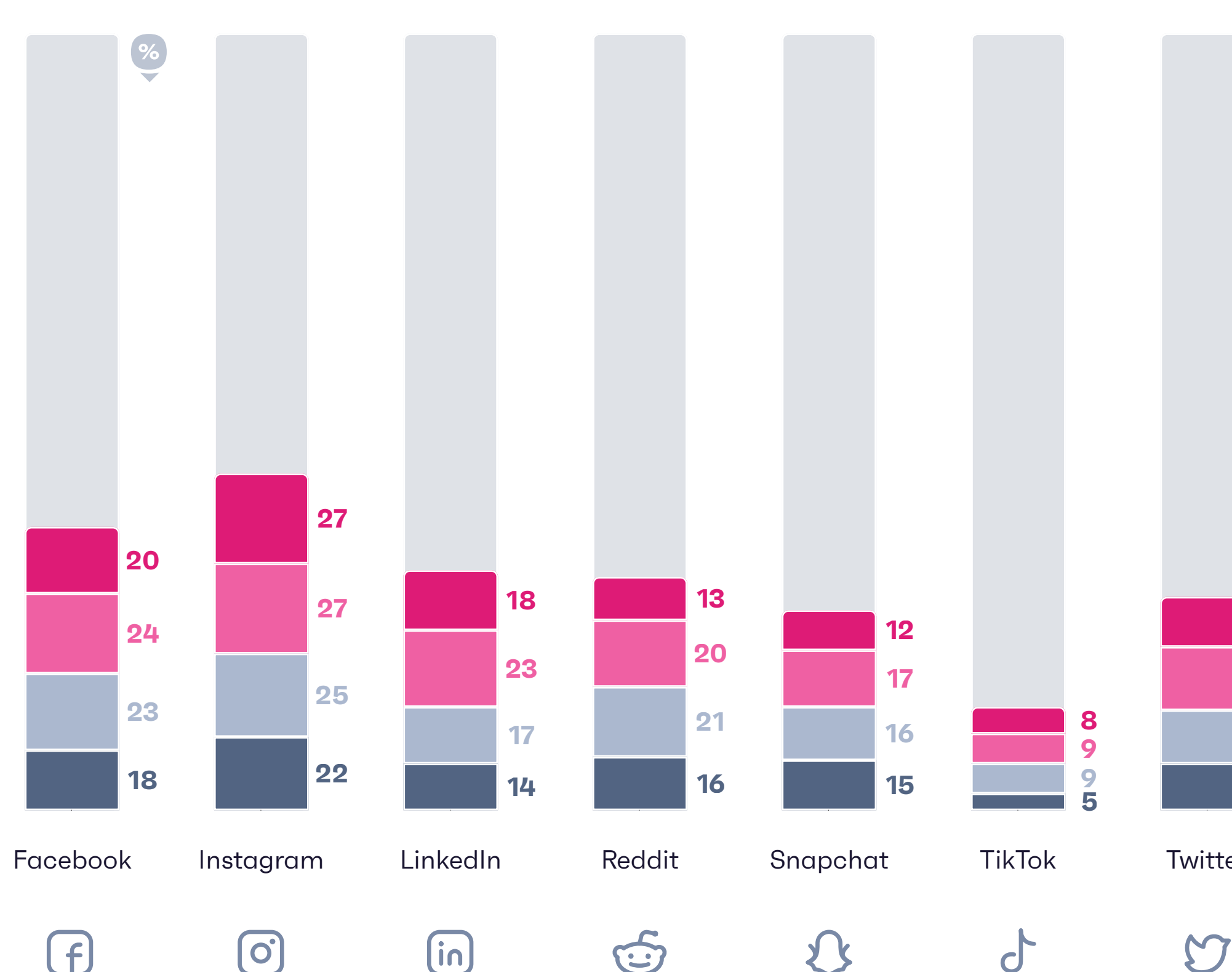
Putting the top apps in the spotlight

% outside of China who visit/use these services at least daily



Targeted social ads, what's their reach?

% of weekly users of the following platforms outside of China who've clicked on a promoted post/ad in the last month on that platform



The purchase journey: how social media has won over younger generations



Methodology

Unless otherwise stated, all figures are taken from our Q4 2020 wave of online research among 180,852 internet users aged 16-64 in 47 markets. Among this cohort, there were 37,473 Gen Z aged 16-23, 65,629 millennials aged 24-37, 60,882 Gen X aged 38-56, and 60,882 baby boomers aged 57-64. Generations have been adjusted in over-time comparisons to account for year-on-year aging, hence earlier years include a smaller group of Gen Z.

Want to know more?

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