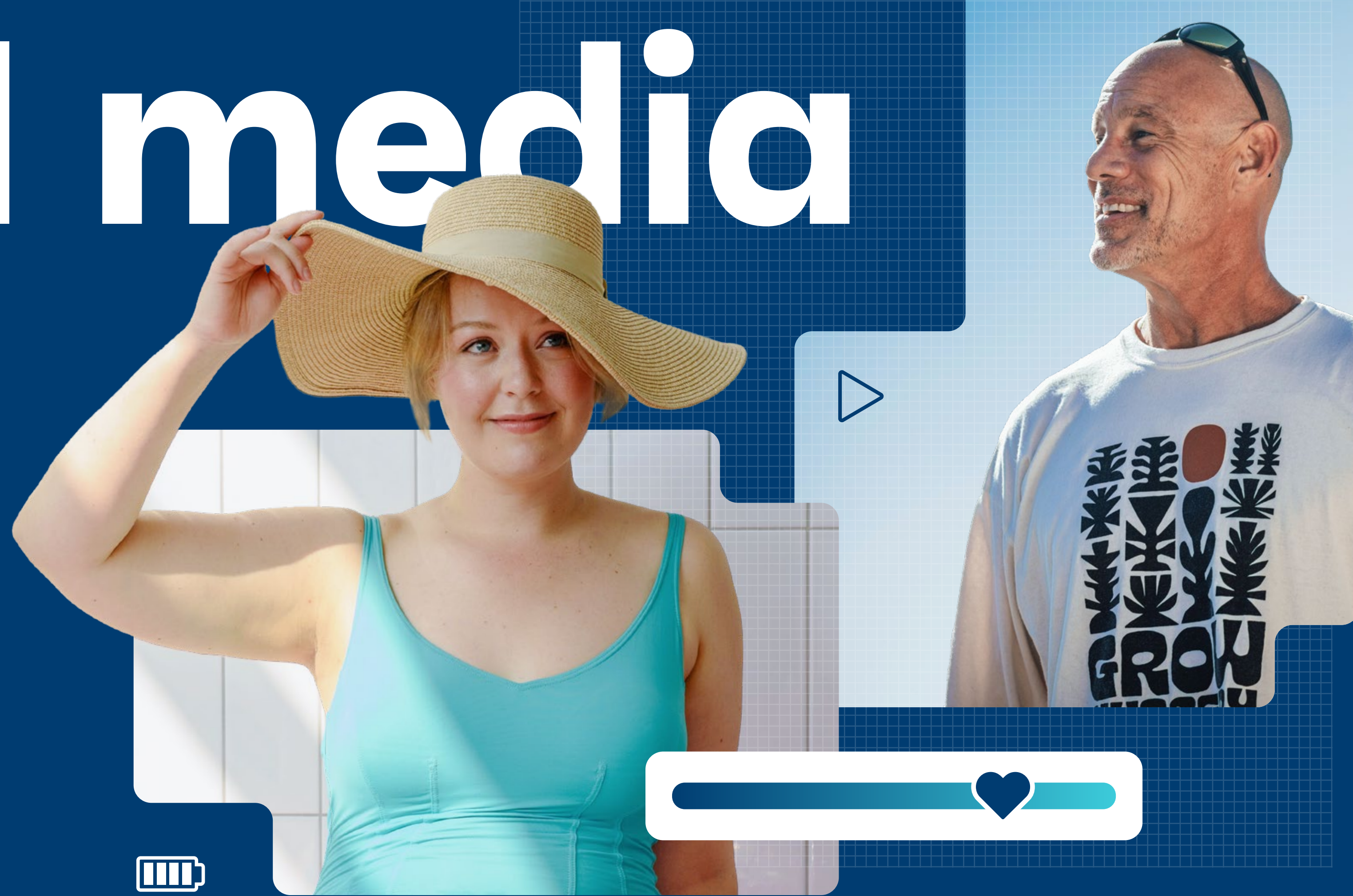


Social media by generation

- Gen Z** (born 1997-2007)
- Millennials** (born 1983-1996)
- Gen X** (born 1964-1982)
- Boomers** (born 1958-1963)

GW.I.

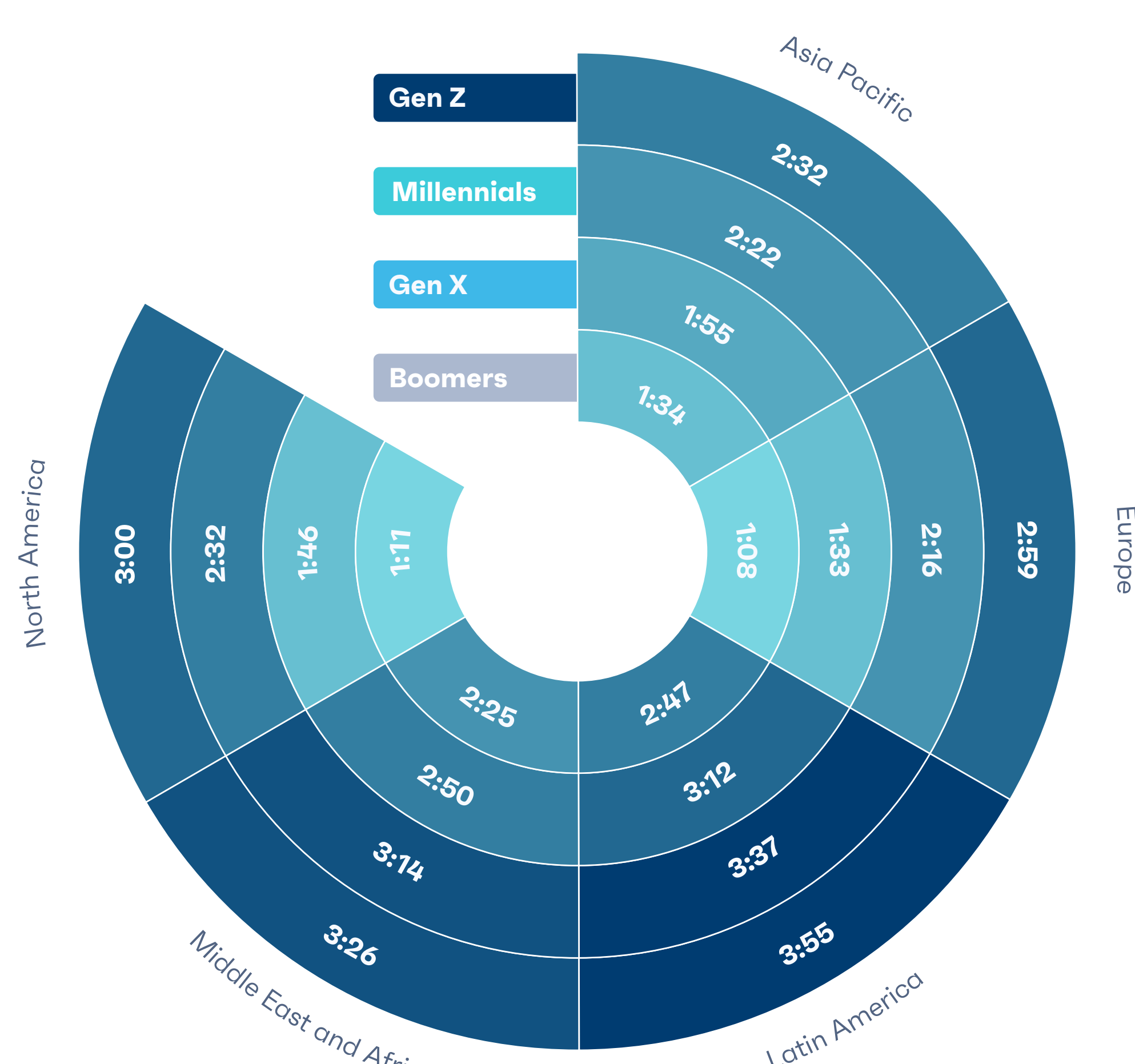


Social usage stats

Consumption patterns by age and region

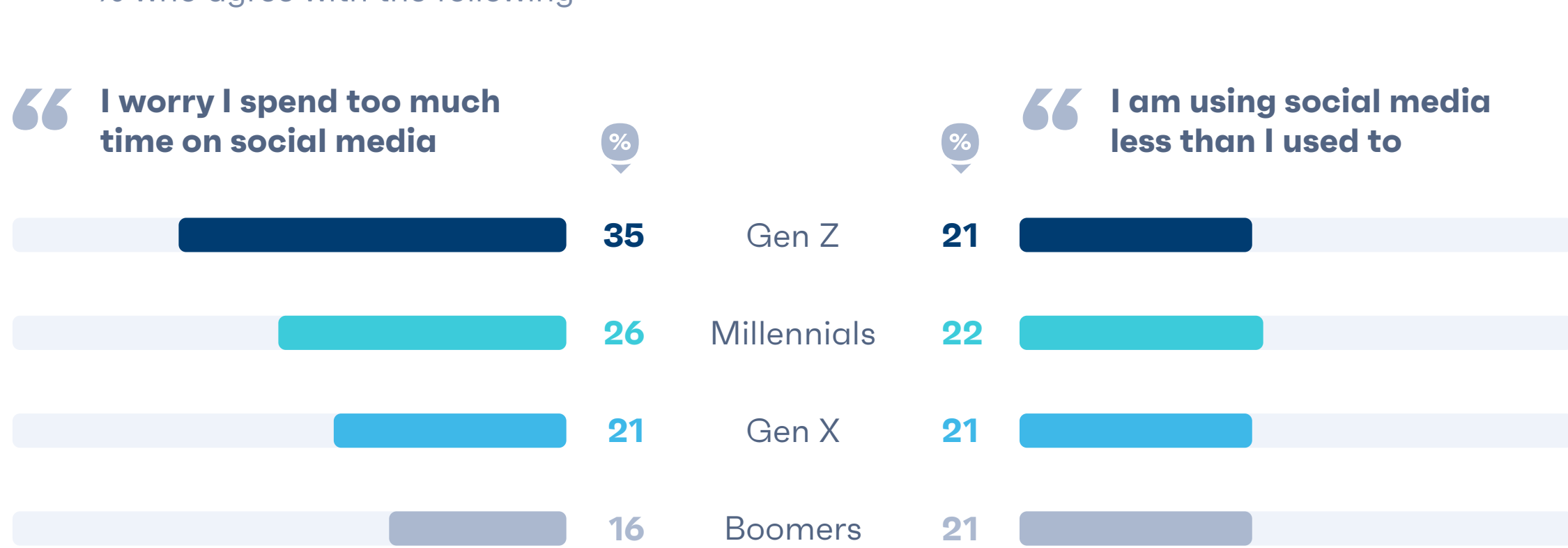
Average time spent on social media per day in h:mm

[Click to explore data on our platform](#)



Younger groups are more mindful about social media

% who agree with the following



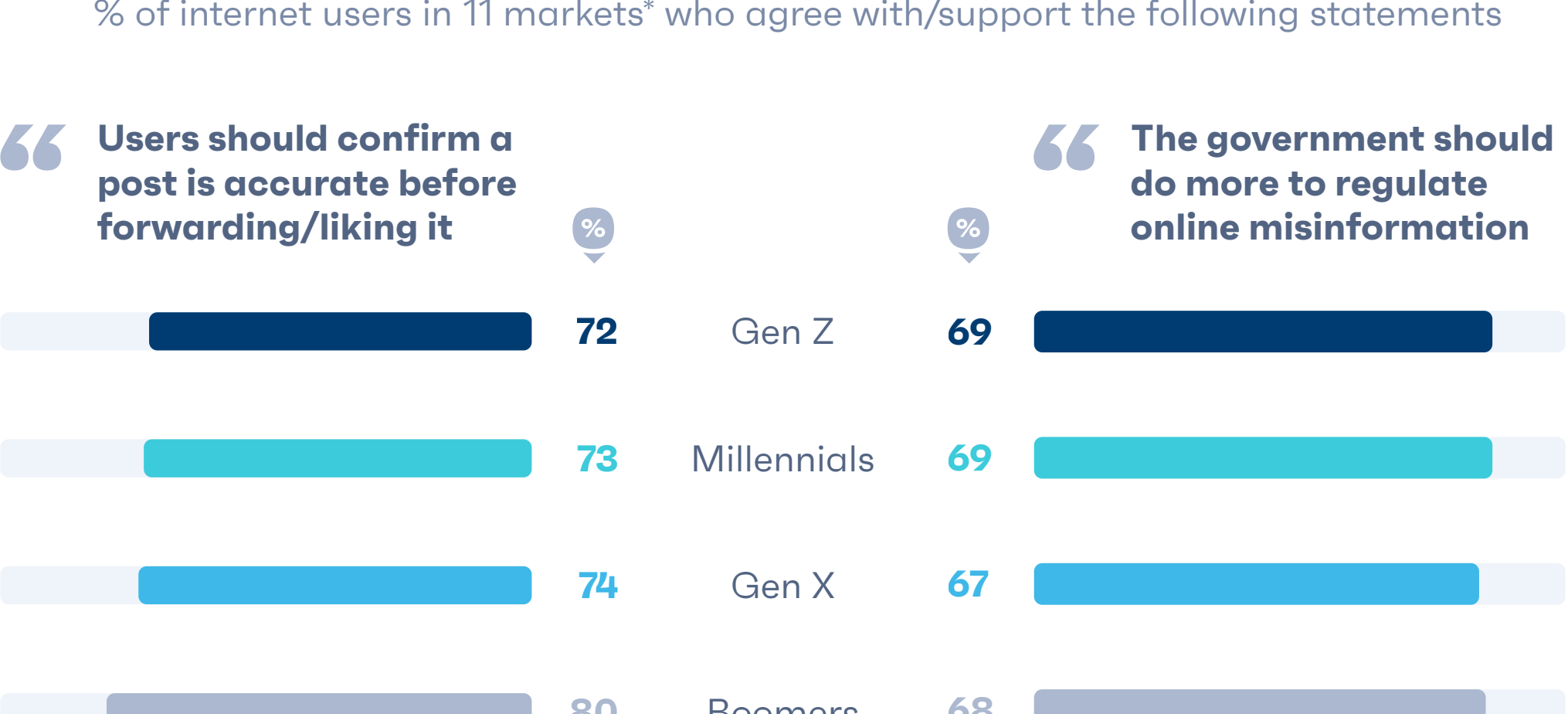
Since Q1 2022, boomers are the only generation who've seen an increase in time spent on social media



Age-specific attitudes

Boomers place more emphasis on individual responsibility

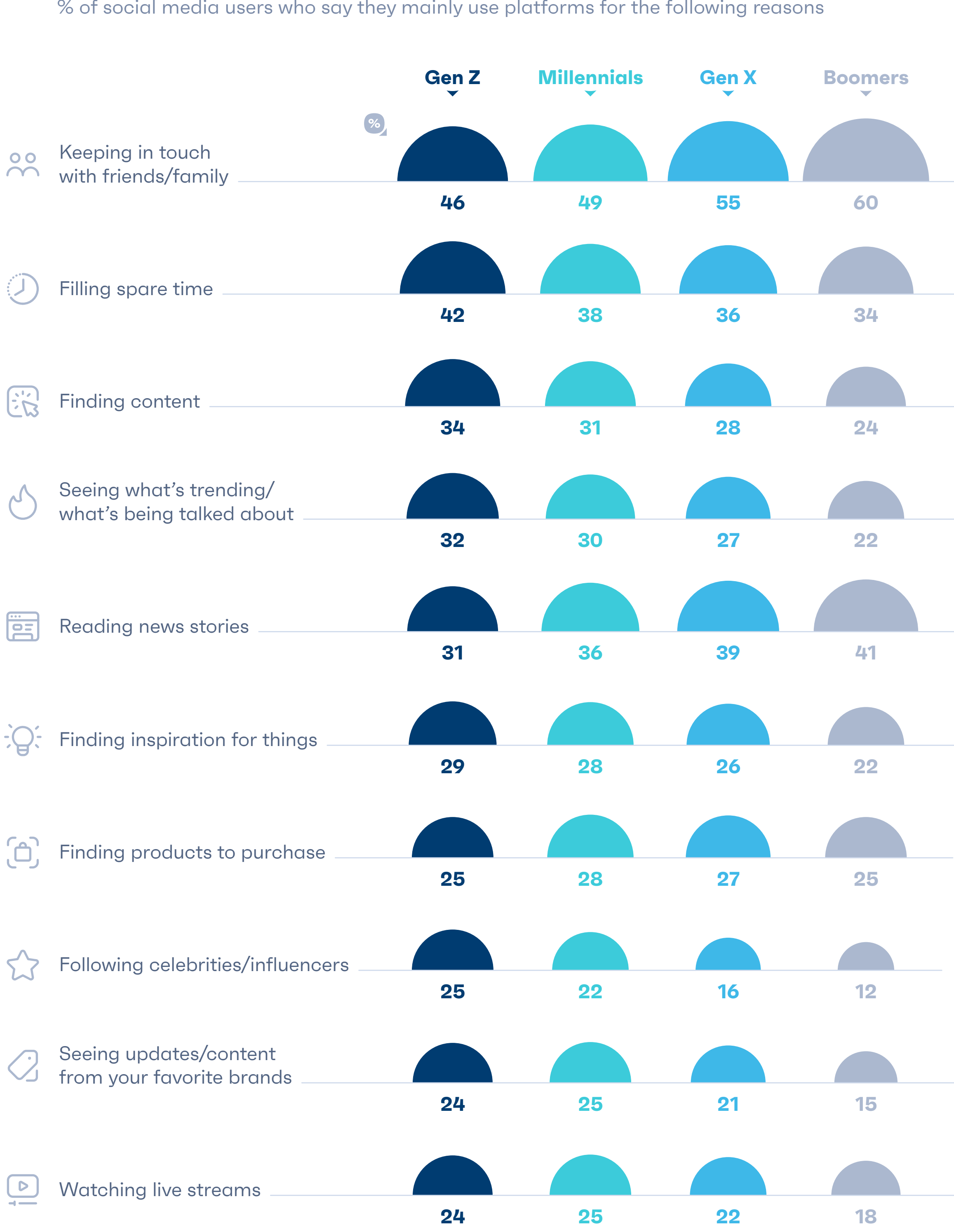
% of internet users in 11 markets* who agree with/support the following statements



*This data is from our March 2023 Zeitgeist study among 15,538 internet users in Australia, Brazil, Canada, France, Germany, India, Italy, Japan, Singapore, UK, USA

Why each generation uses social media

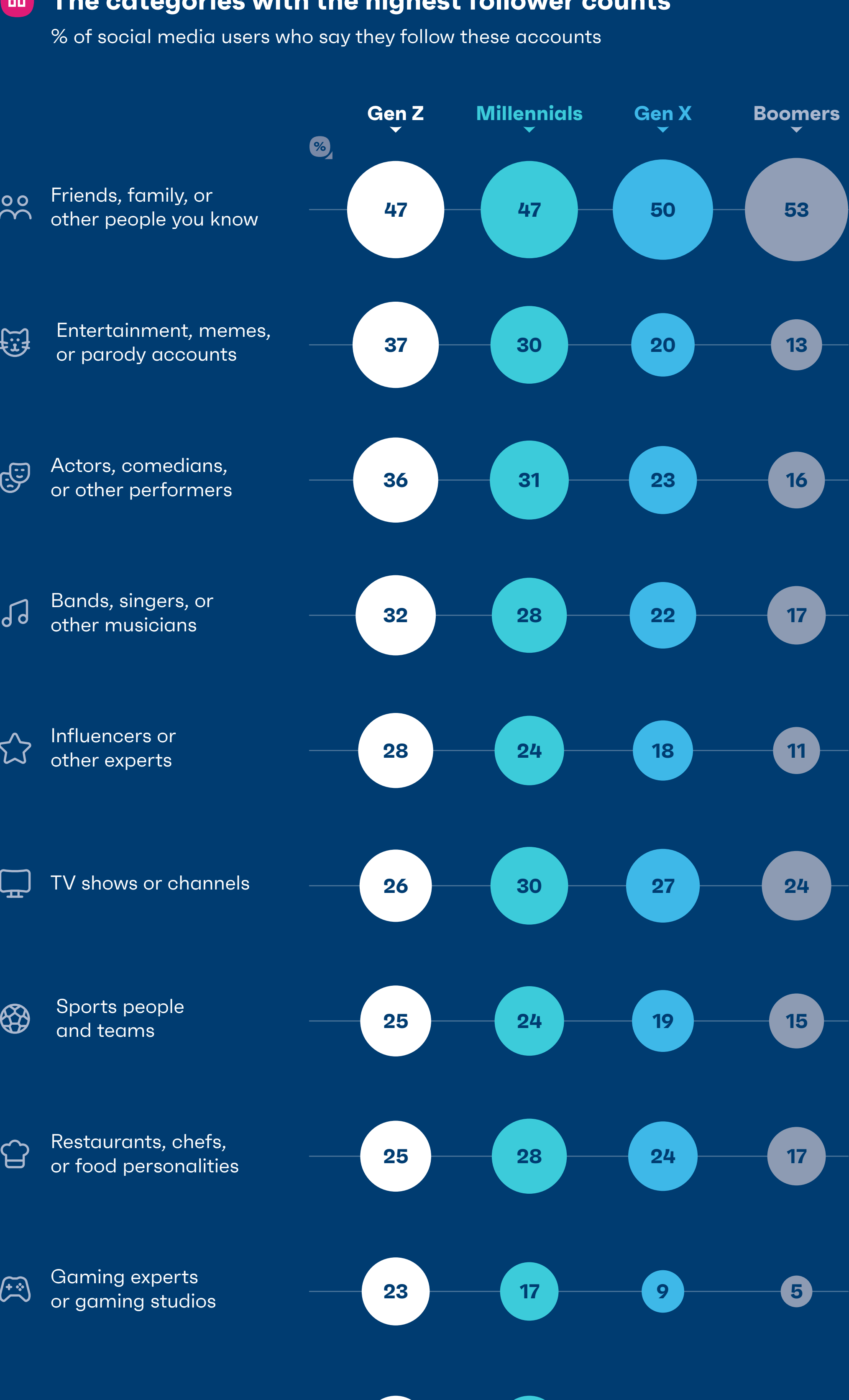
% of social media users who say they mainly use platforms for the following reasons



Each generation's social profile

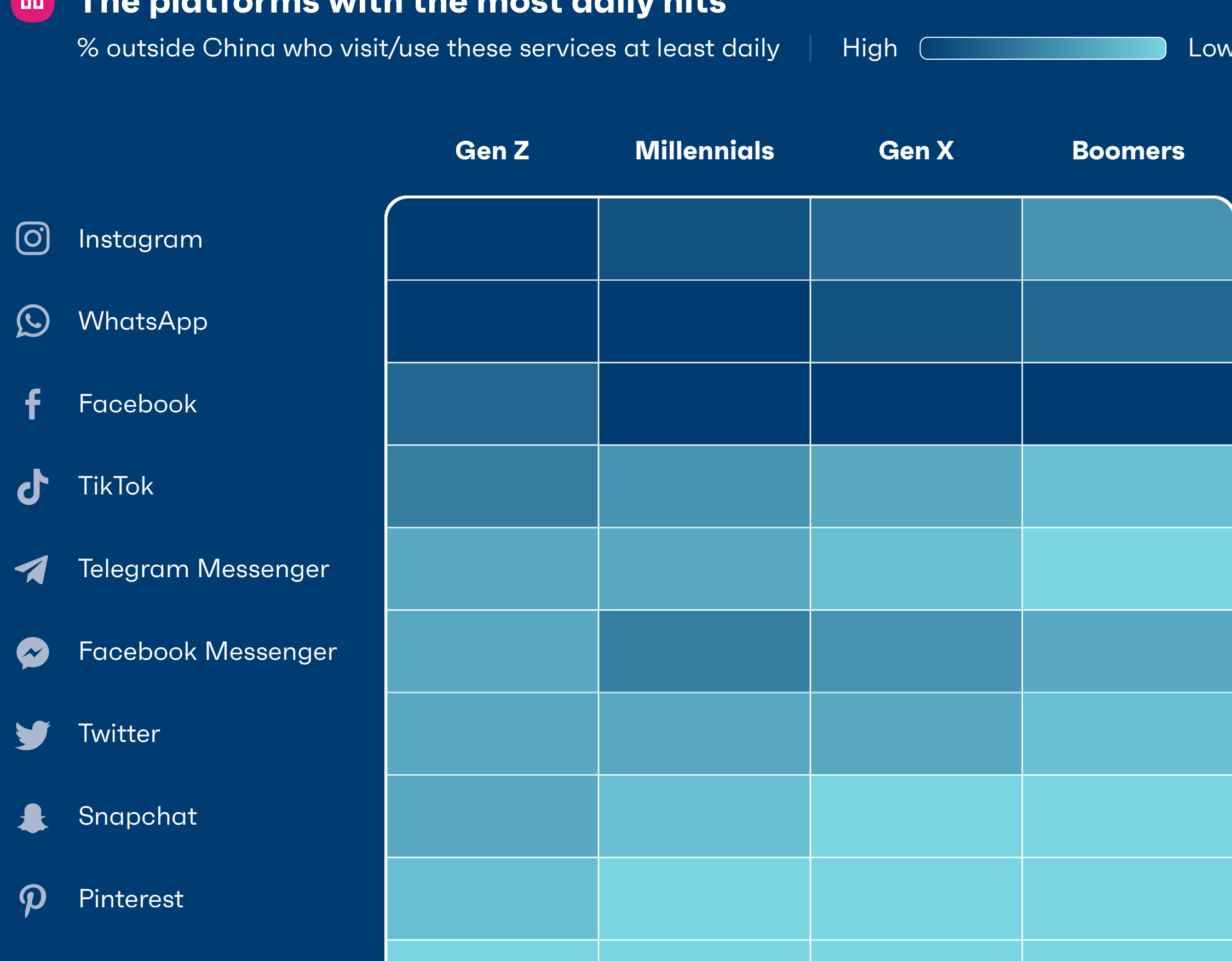
The categories with the highest follower counts

% of social media users who say they follow these accounts



The platforms with the most daily hits

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



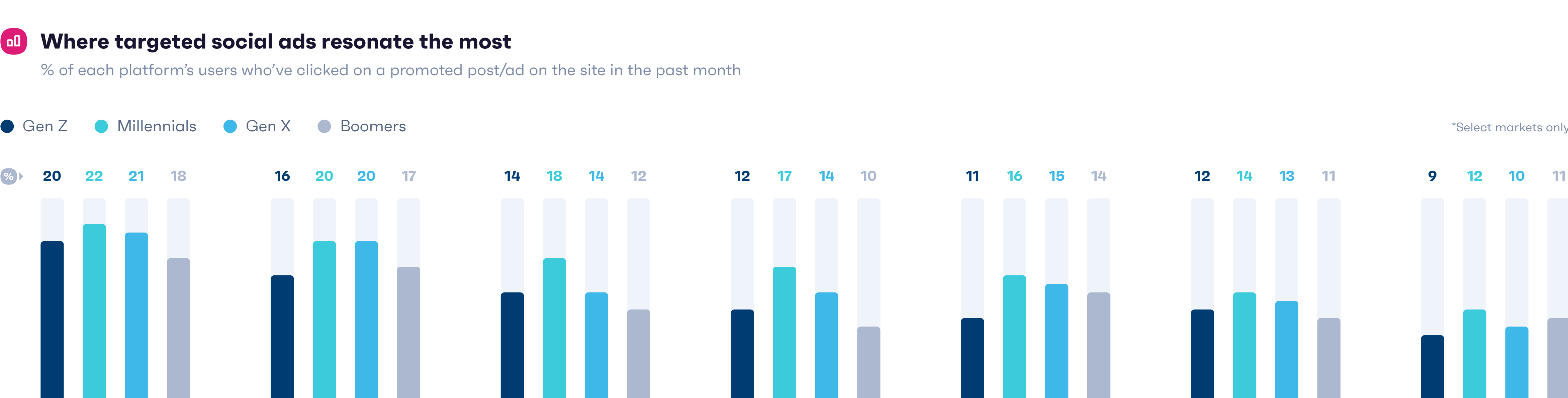
Since Q1 2021, TikTok is the fastest growing social media platform across all generations



Social media ads vs. influencers

Where targeted social ads resonate the most

% of each platform's users who've clicked on a promoted post/ad on the site in the past month

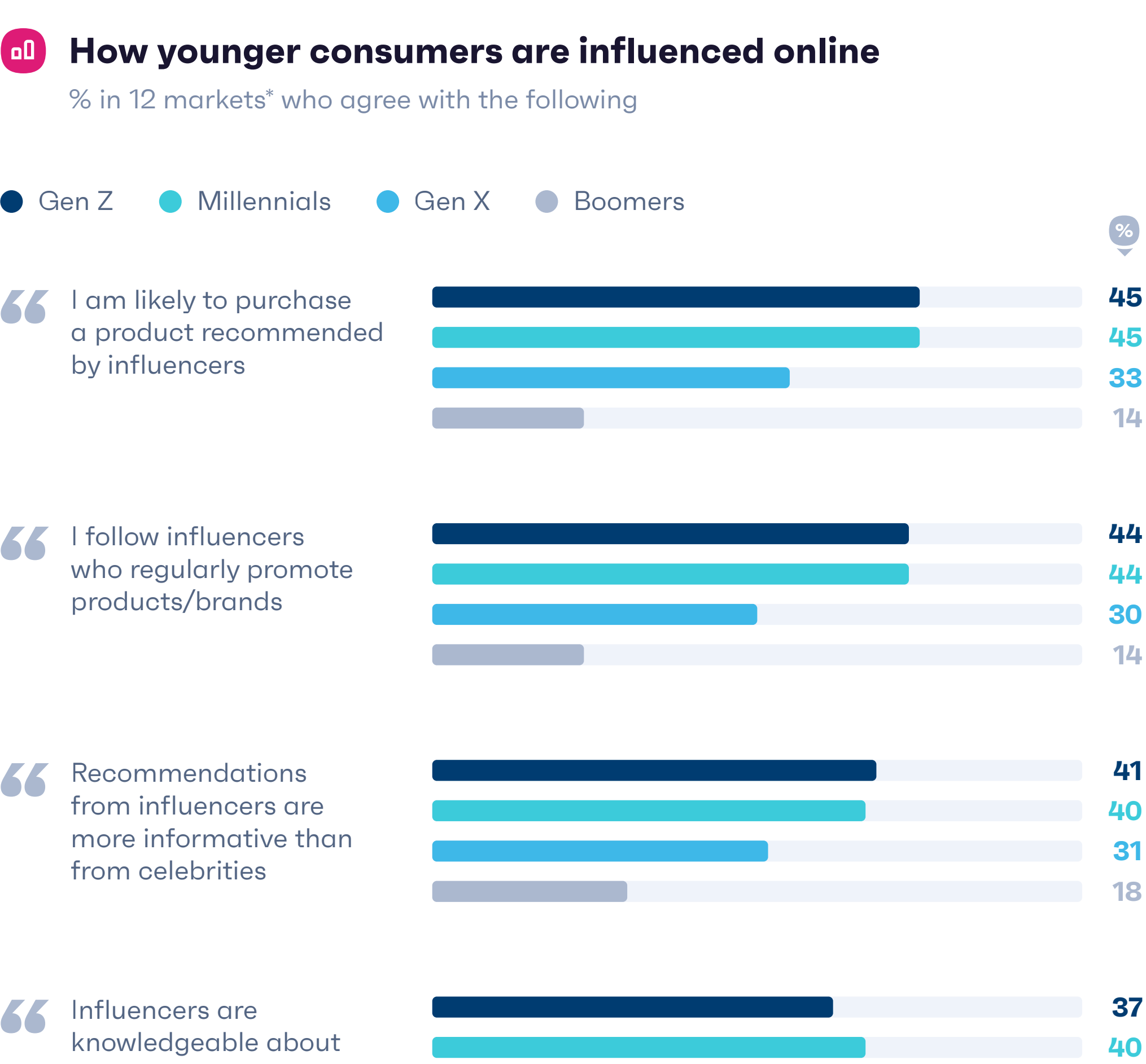


Gen Z are most likely to discover new brands through social media advertising



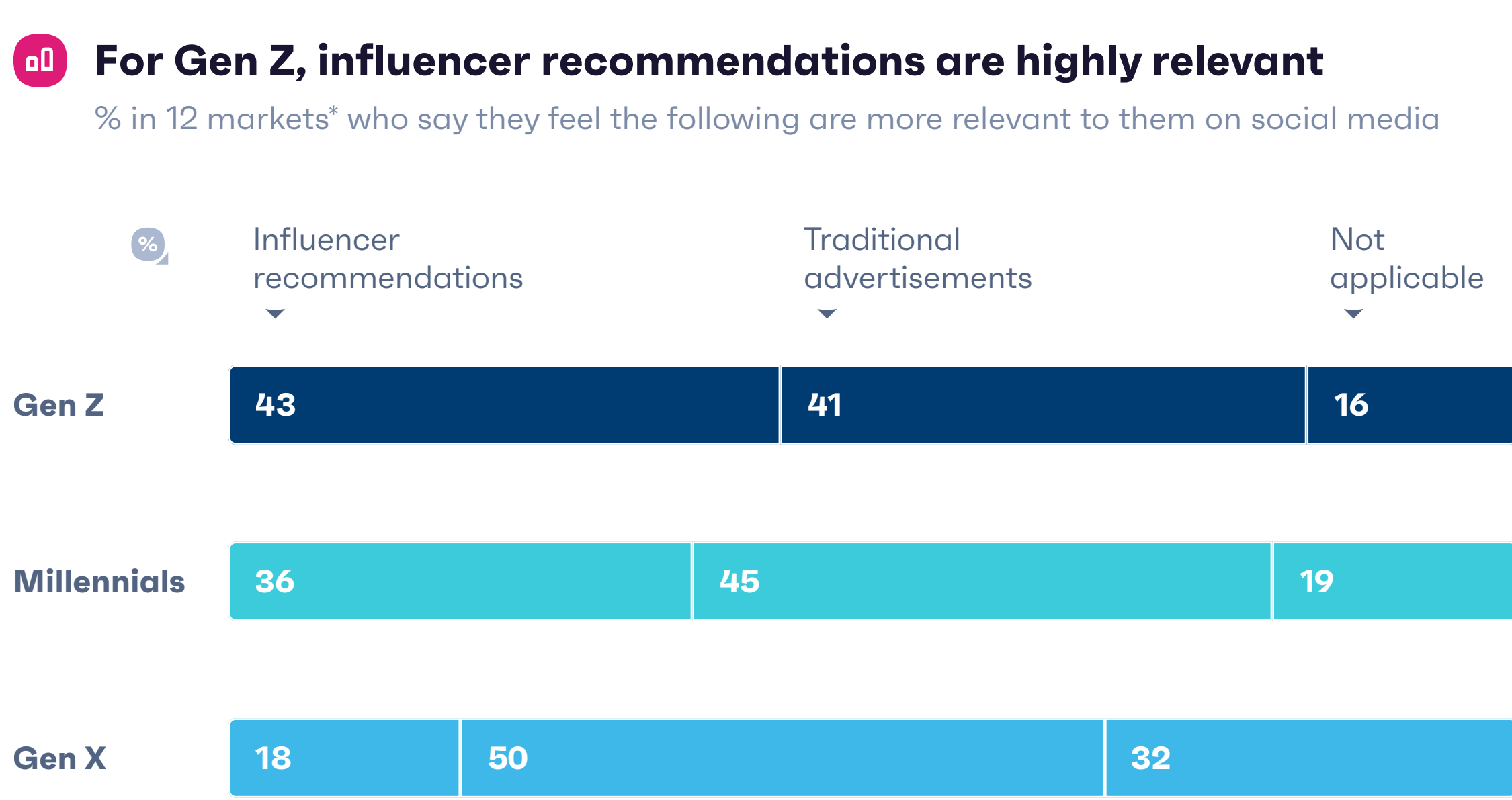
How younger consumers are influenced online

% in 12 markets* who agree with the following



For Gen Z, influencer recommendations are highly relevant

% in 12 markets* who say they feel the following are more relevant to them on social media

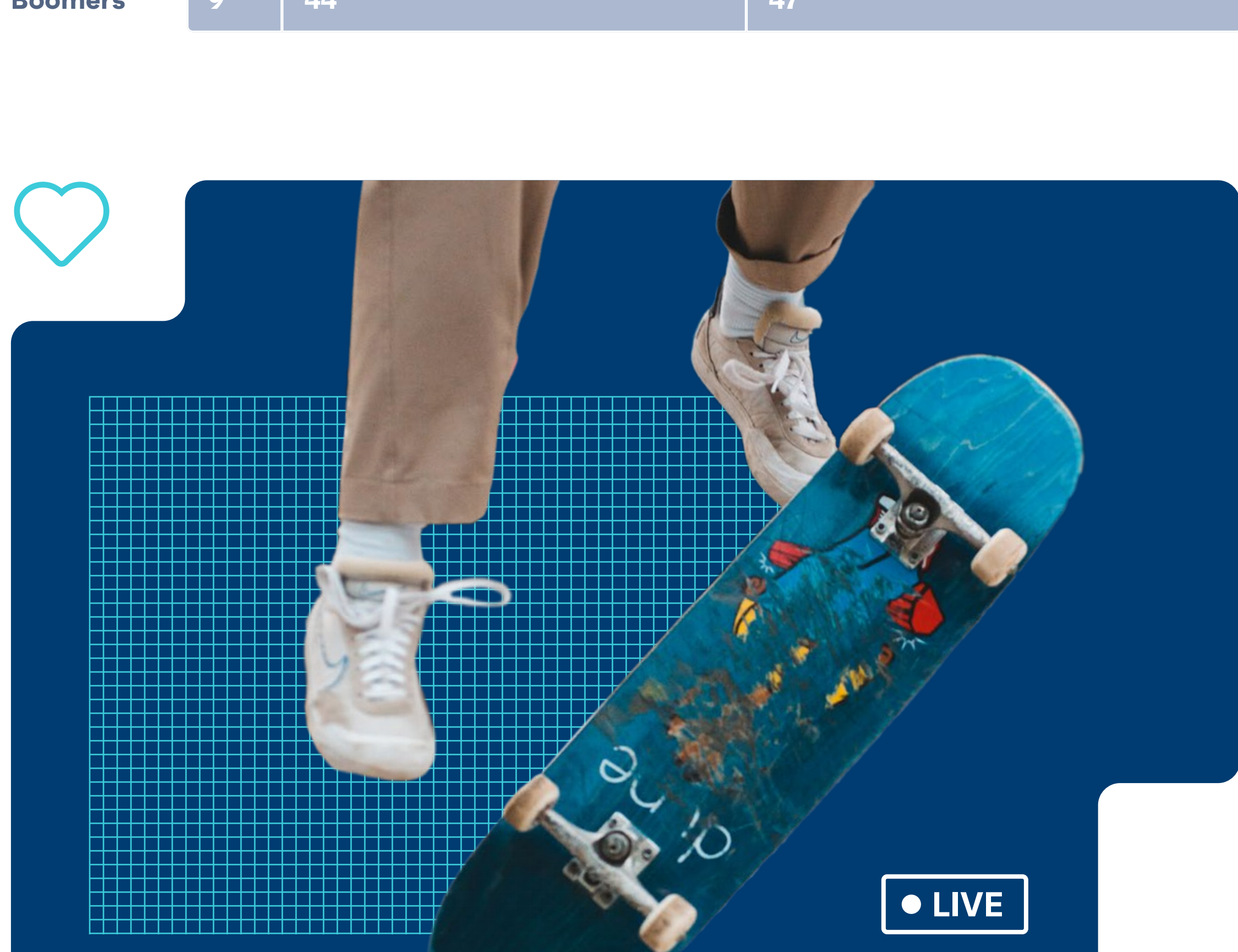


Authenticity is the bedrock of influencer marketing

% in 12 markets* who agree with the following



*This data is from our April/March 2023 Zeitgeist studies among 15,577 (March) & 15,473 (April) internet users in Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Singapore, UK, USA



Gen Z are the only generation who are most likely to discover new brands through social media advertising

Millennials are most likely to think that influencers are knowledgeable about the products they recommend

Boomers are 2.5x more likely than the average consumer to say they don't trust influencer recommendations at all

Unless otherwise stated, all figures are taken from our Q1 2023 wave of online research among 223,746 internet users aged 16-64 in 52 markets. Among this cohort, there were 57,543 Gen Z aged 16-26, 78,375 millennials aged 27-40, 76,568 Gen X aged 41-59, and 13,256 baby boomers aged 60-64. Generations have been adjusted in over-time comparisons to account for year-on-year aging, which means earlier years include a smaller group of Gen Z.

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