Social media by generation

Why each generation uses social media

- Gen Z: Entertainment, memes, and music
- Gen X: News, current events, and politics
- Millennials: Keeping in touch, staying informed, and family
- Baby Boomers: Keeping in touch, staying informed, and family
- Traditional: Religious, news, current events, and politics

Age-specific addictions

- Gen Z: Social media, gaming, and streaming
- Gen X: Social media, networking, and news
- Millennials: Social media, gaming, and streaming
- Baby Boomers: Social media, networking, and news
- Traditional: Religious, news, current events, and politics

Social media usage stats

- Gen Z: 1:40
- Gen X: 2:21
- Millennials: 2:16
- Baby Boomers: 1:46
- Traditional: 1:34

Social media add on influencers

- Gen Z: I follow influencers
- Gen X: I follow influencers
- Millennials: I follow influencers
- Baby Boomers: I follow influencers
- Traditional: I follow influencers

Influencer recommendations at all

- Gen Z: Recommendation from influencers are more informative than from celebrities
- Gen X: Recommendation from influencers are more informative than from celebrities
- Millennials: Recommendation from influencers are more informative than from celebrities
- Baby Boomers: Recommendation from influencers are more informative than from celebrities
- Traditional: Recommendation from influencers are more informative than from celebrities

Products/brands in the best interests of their audience

- Gen Z: Influencers promote products/brands in the best interests of their audience
- Gen X: Influencers promote products/brands in the best interests of their audience
- Millennials: Influencers promote products/brands in the best interests of their audience
- Baby Boomers: Influencers promote products/brands in the best interests of their audience
- Traditional: Influencers promote products/brands in the best interests of their audience

The platforms with the most daily hits

- Gen Z: Facebook, Instagram, and Snapchat
- Gen X: Facebook, Instagram, and Snapchat
- Millennials: Facebook, Instagram, and Snapchat
- Baby Boomers: Facebook, Instagram, and Snapchat
- Traditional: Facebook, Instagram, and Snapchat

Time spent on social media

- Gen Z: 2:22
- Gen X: 2:21
- Millennials: 2:19
- Baby Boomers: 2:16
- Traditional: 1:46

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