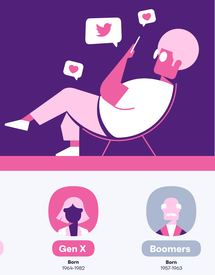
Social media by generation

GWI.



Key

Gen Z
Born
1997-2005

Millennials
Born
1983-1996

Gen X
Born
1964-1982

Boomers
Born
1957-1963

Social usage stats

Click to explore data on our platform

Consumption patterns by age and region

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

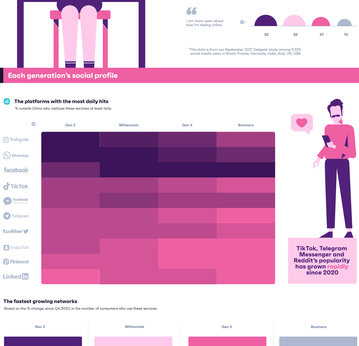
Thoughts around usage

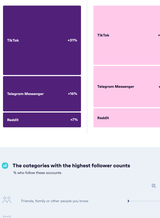
% who agree with the following

Age-specific attitudes

Why each generation uses social media

% who use social media for the following reasons

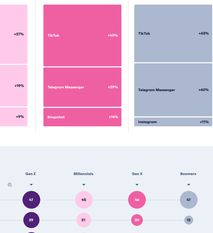




Younger consumers feel more pressure on social media, but they're more hopeful about the positive impact of online communities

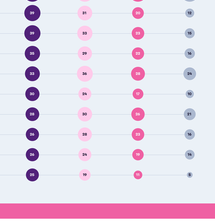
Feelings of pressure and anxiety

% of social media users in 7 countries* who agree with the following



Opening up and building connections

% of social media users in 7 countries who agree with the following

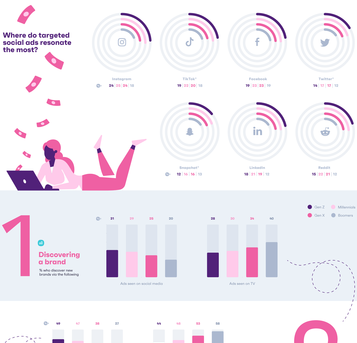


*This data is from our September 2020 Zeitgeist study among 6,222 social media users in Brazil, France, Germany, India, Italy, UK, USA

Each generation's social profile

The platforms with the most daily hits

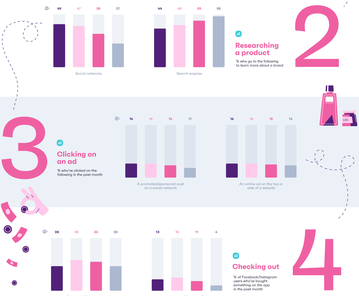
% outside China who visit/use three services at least daily



TikTok, Telegram Messenger and Reddit's popularity has grown notably since 2020

The fastest growing networks

Based on the % change, since Q4 2020, in the number of consumers who use these services



The categories with the highest follower counts

% who follow these accounts

	Gen Z	Millennials	Gen X	Boomers
Friends, family or other people you know	67	46	14	67
Entertainment, memes or parody accounts	39	31	10	13
Actors, comedians or other performers	37	33	10	13
Bands, singers or other musicians	32	29	10	12
Brands you buy from/are thinking of buying from	34	34	10	24
Influencers or other experts	32	24	7	10
TV shows or channels	28	30	10	21
Restaurants, chefs or food personalities	23	28	11	12
Sports people and teams	28	24	9	14
Gaming experts or gaming studios	26	19	6	5

The purchase journey

% of social platform's users that have clicked on a promoted post/ad on the site in the past month

Select multiple only

Unless otherwise stated, all figures are taken from our Q4 2020 wave of online research among 100,000 internet users aged 16 to 64 globally. Among the others there were 47,000 Gen Z aged 16 to 25ish, 39,000 Millennials aged 26-41, 10,000 Gen X aged 42-55 and 10,000 Boomers aged 56-64. Commentary about Gen Z refers to the 16-25 age group, Millennials to the 26-41 age group, Gen X to the 42-55 age group, Boomers to the 56-64 age group, and Gen Z and Millennials to the 16-41 age group (which includes a smaller group of Gen Z).

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