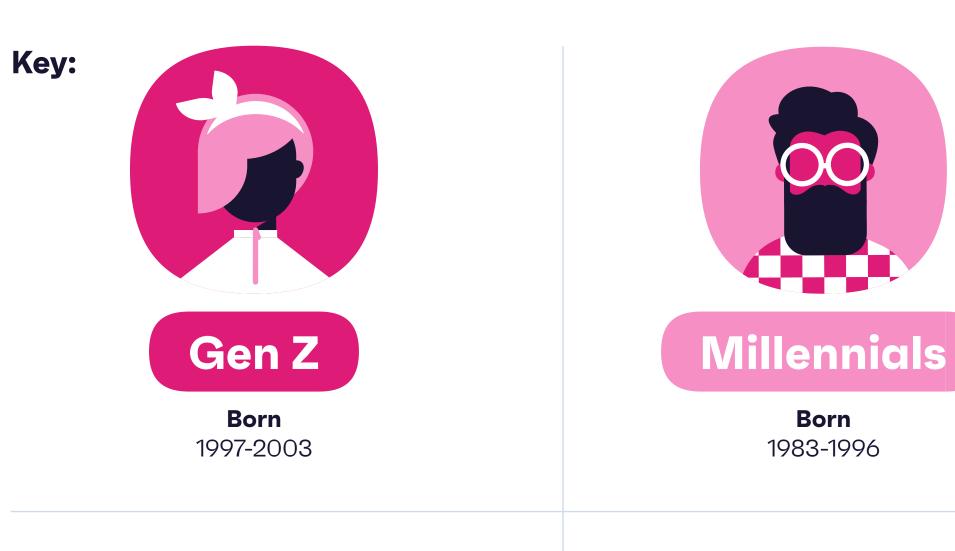
Social media by generation



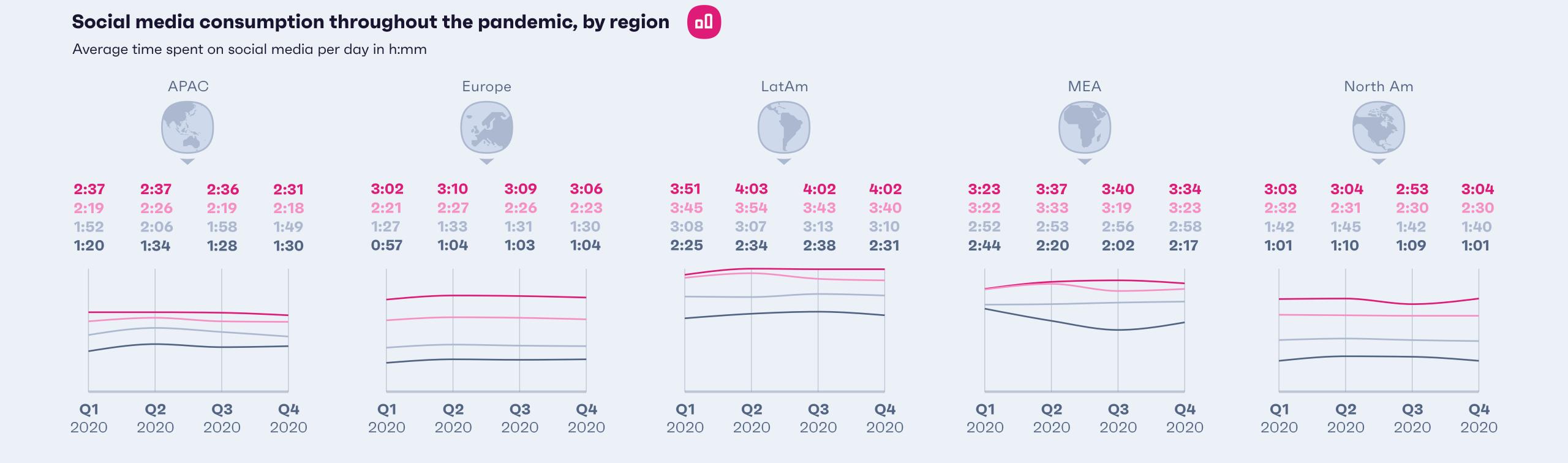




Born 1964-1982



1955-1963

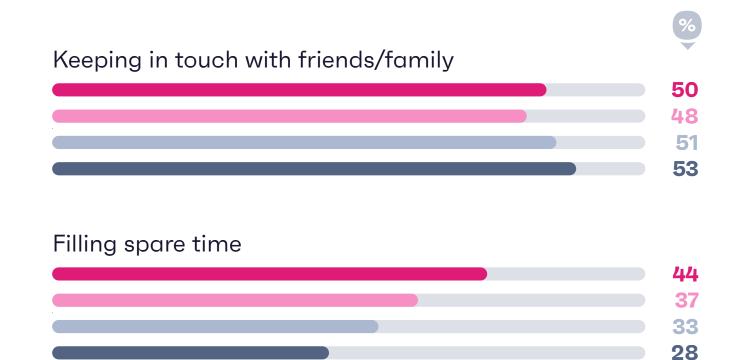


20% of baby boomers use social media to find products to purchase, not far behind Gen Z at **27%**



Why they're using social media 🔲

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



Finding content (e.g. articles, videos)

		38
		33
		26
		20
		20

Seeing what's trending/what's being talked about

		35
		31
		26
		19

Reading news stories



Finding inspiration for things (e.g. holidays, shopping) 32 30 24 18

Following celebrities or influencers

27
23
16
9

Finding products to purchase

27
28
25
20

Seeing updates/content from your favorite brands

27
26
20
13

Making new contacts

27
25
22
15

Who are they following?

% of each generation who follow these account types

Friends, family or other people you know 48 46 46 46

Entertainment, memes or parody accounts

	41
	31
	18
	10

Actors, comedians or other performers

4 0
33
22
1/1

Bands, singers or other musicians

36
29
21
15
13

TV shows or channels

30
31
27
20

Influencers or other experts

Gaming experts or gaming studios

	27
2	20
· · · · · · · · · · · · · · · · · · ·	10
	4
	-

Restaurants, chefs or food personalities

Sports people and teams

Companies and brands you purchase from

			23
			25
			20
			22
			16

Varying attitudes toward social % of each generation who agree with the following

I worry I spend too much 37 time on social media I think social media 36 is good for society l am using social media 23 less than I used to I feel using social media 19 causes me anxiety

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

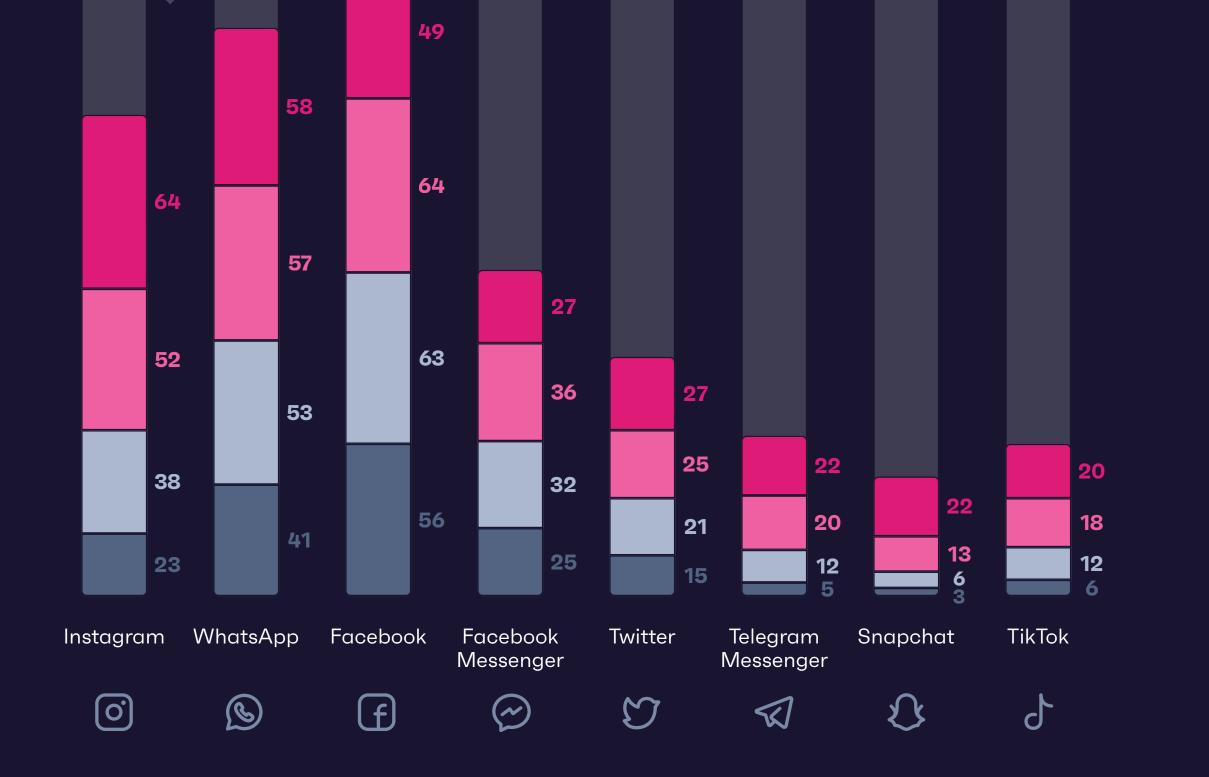
Putting the top apps in the spotlight **1**

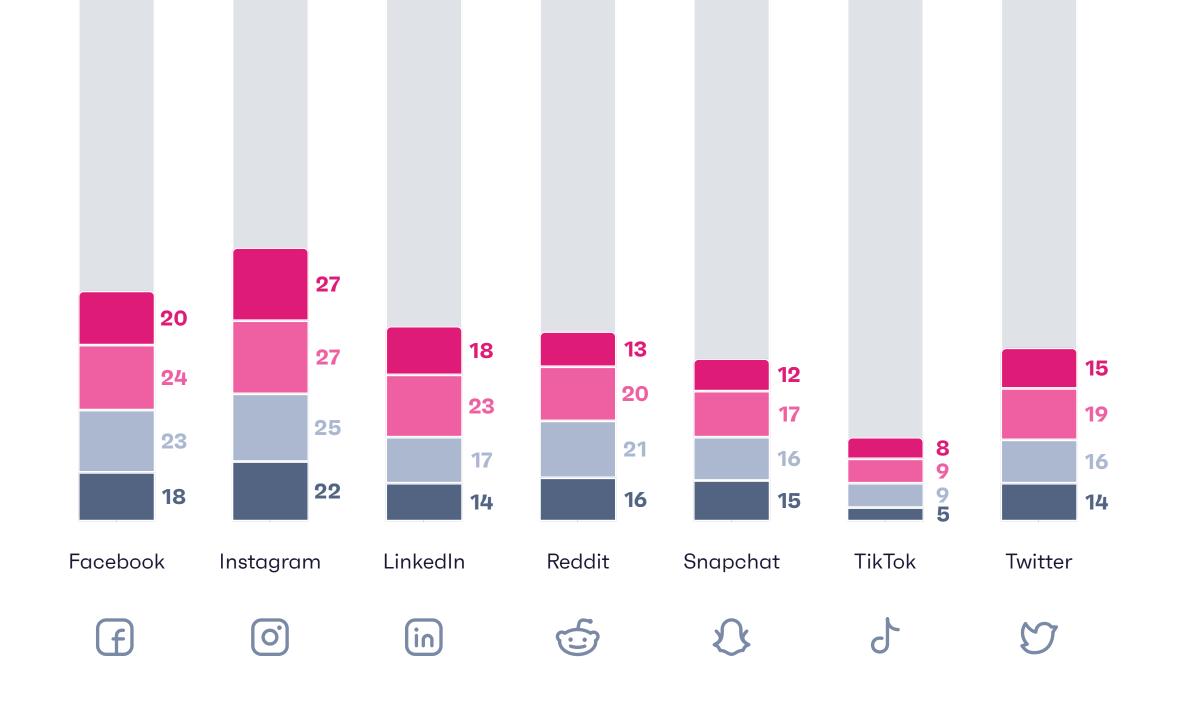
% outside of China who visit/use these services at least daily

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



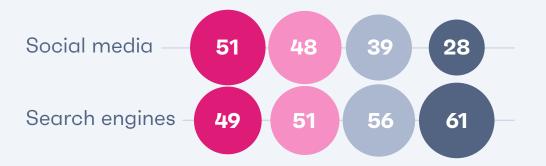


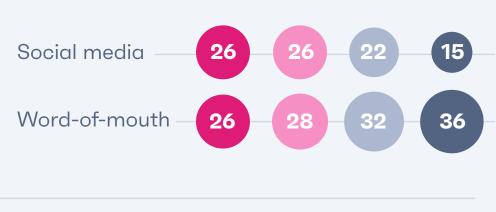
The purchase journey: how social media has won **1 1 1** over younger generations



Social media Word-of-mouth

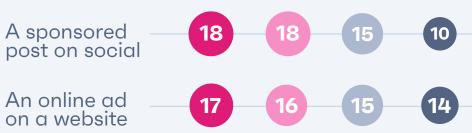
% who use the following to research a brand





% who get brand recommendations via

% who've clicked on the following in the past month



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?

Download our latest social media report for all the insight you need.

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