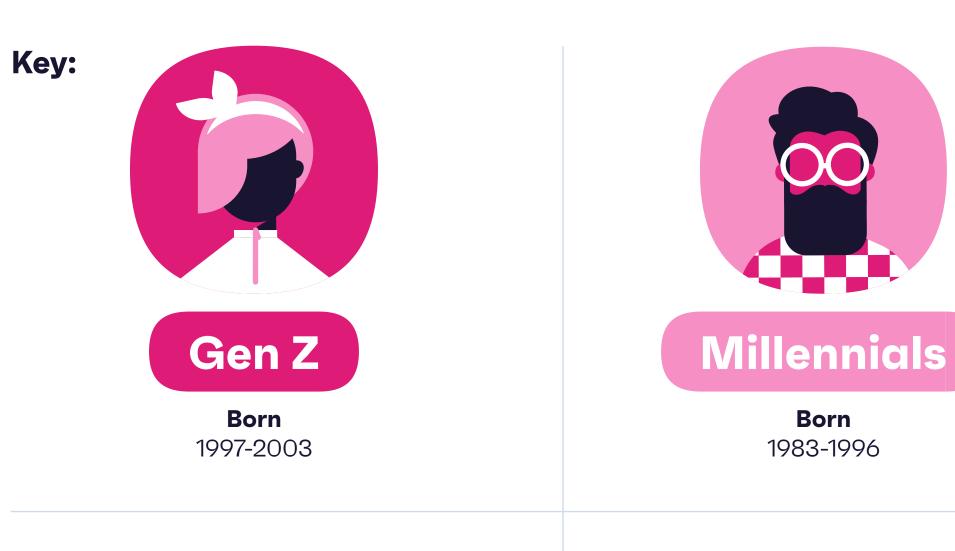
# Social media by generation



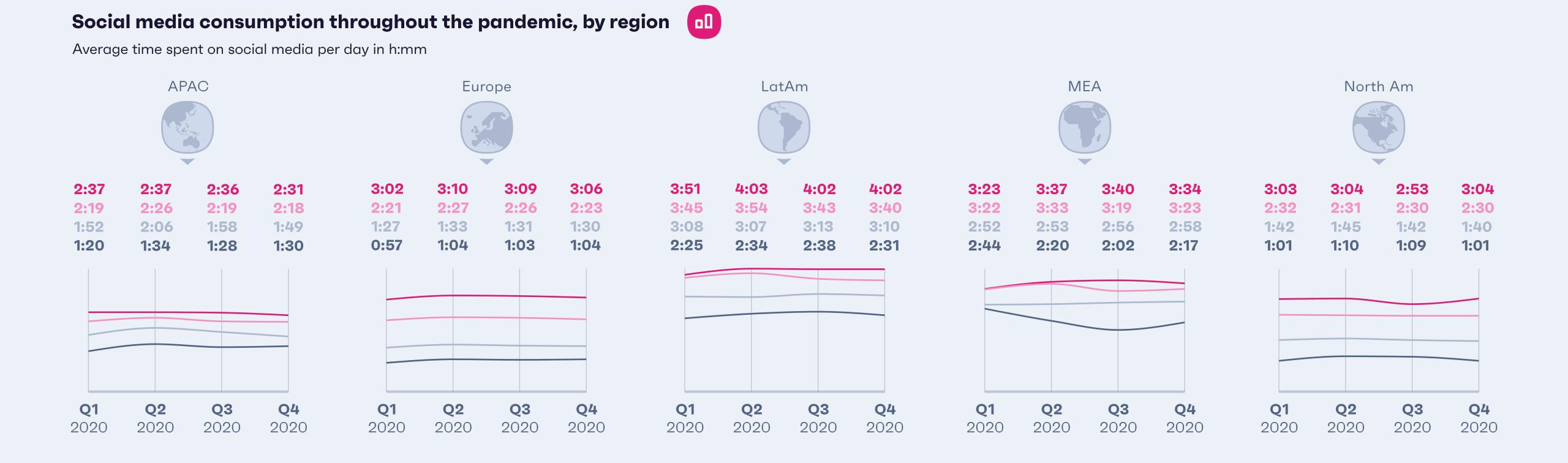




Born 1964-1982



1955-1963

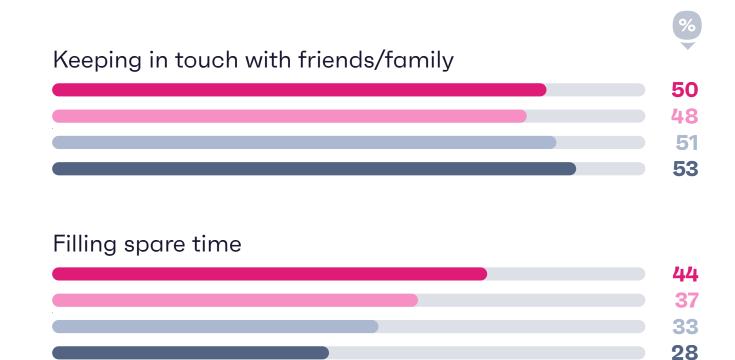


**20%** of baby boomers use social media to find products to purchase, not far behind Gen Z at **27%** 



# 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

<b>4</b> 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

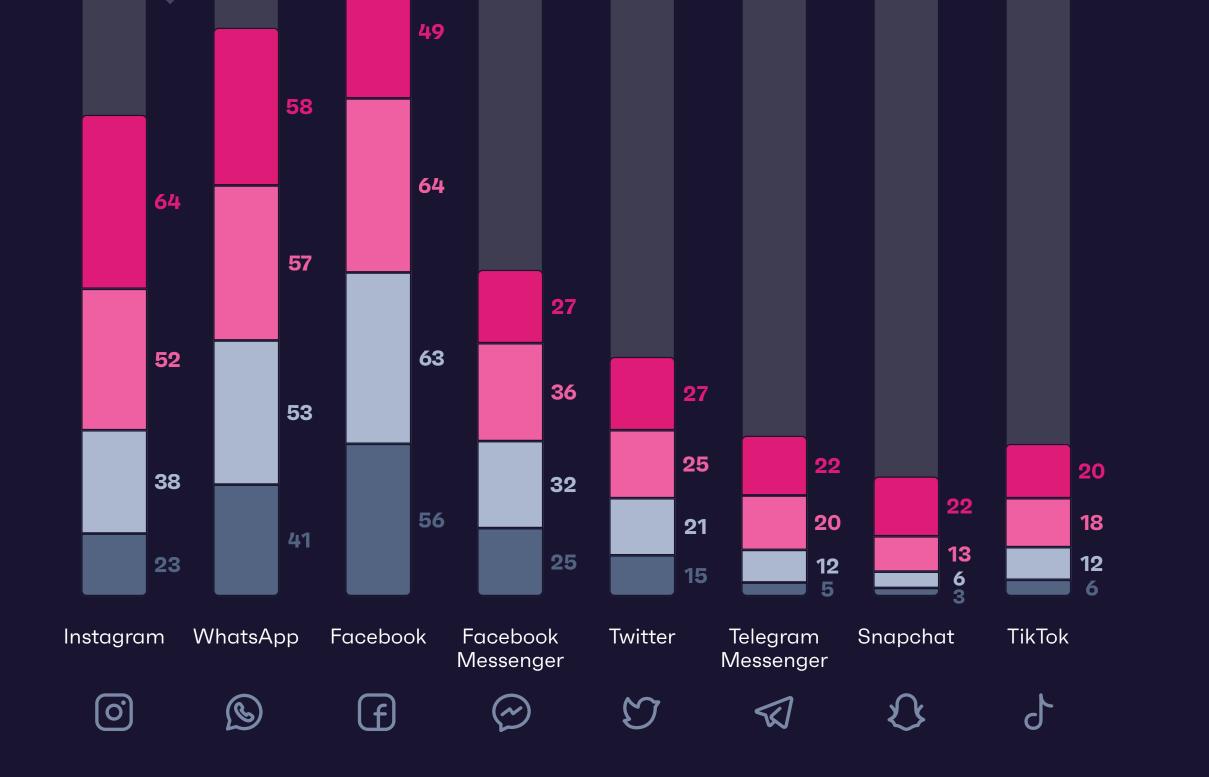
# Putting the top apps in the spotlight **1**

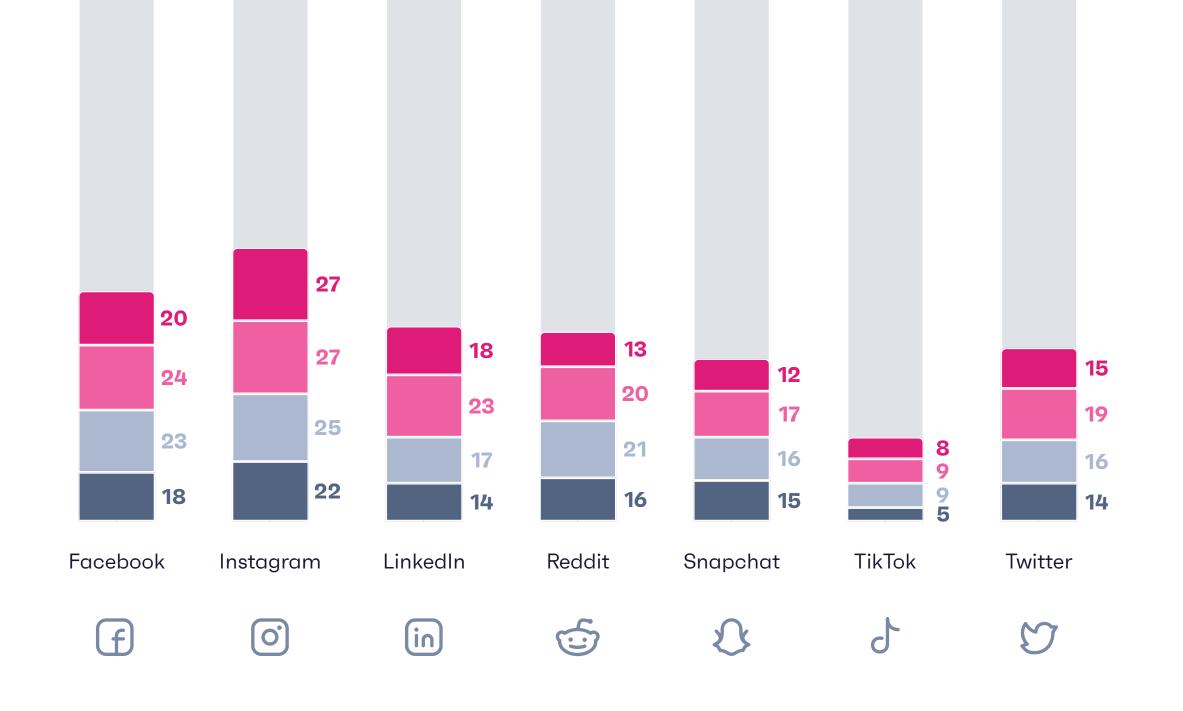
% outside of China who visit/use these services at least daily

# 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



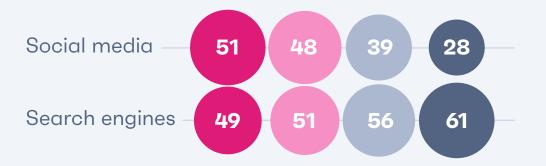


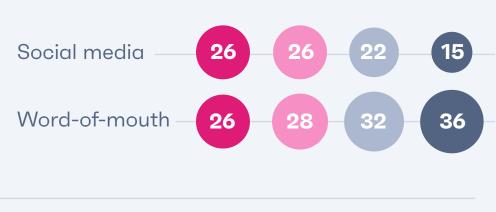
# The purchase journey: how social media has won **1 1 1** over younger generations



Social media Word-of-mouth

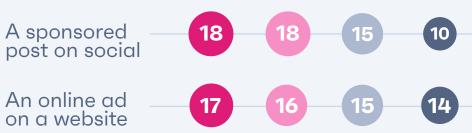
% who use the following to research a brand





% 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.

# Get the report