

Social Media Behavior

How Gen Z and Millennials use Social Media Differently



BORN 1981-96

Millennials estimate they spend an average of 3.8 hours a day on social media...

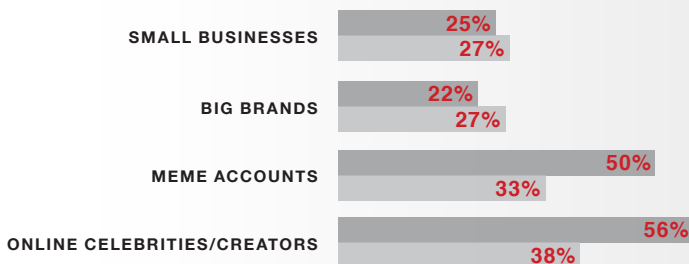


BORN 1997-2012

...while Gen Z is spending almost 4.5 hours a day on social media.

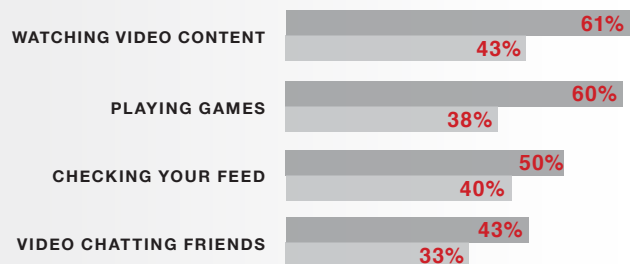
2 Millennials are more likely than Gen Z to be following small business and big brands, but Gen Z is more likely to be consuming, and spreading, social media trends and viral content.

MILLENNIAL (20-38) GEN Z (13-19)



3 Compared to Millennials, Gen Z has become more active during COVID, reporting boredom and a means to feeling connection (messaging friends, video chatting, and checking their feeds).

MILLENNIAL (20-38) GEN Z (13-19)



4

41%

of Gen Z say that the main reason they visit social media platforms is entertaining content, while Millennials are mainly heading to social media to keep up with friends and family. Either way, social media has solidified its role as an entertainment source for this generation, and there's no going back.

SOURCE: YPULSE.COM