
Our relationship status with social media? It's complicated.

October 5, 2023

The platforms used by Gen Z and Millennials and how they use them are vastly different than the older generational cohorts.

At-A-Glance:

66% of Gen Z/Millennials use TikTok, which is significantly higher than Gen X (49%) and Boomers (10%). Here are some additional social media use data for Gen Z/Millennials:

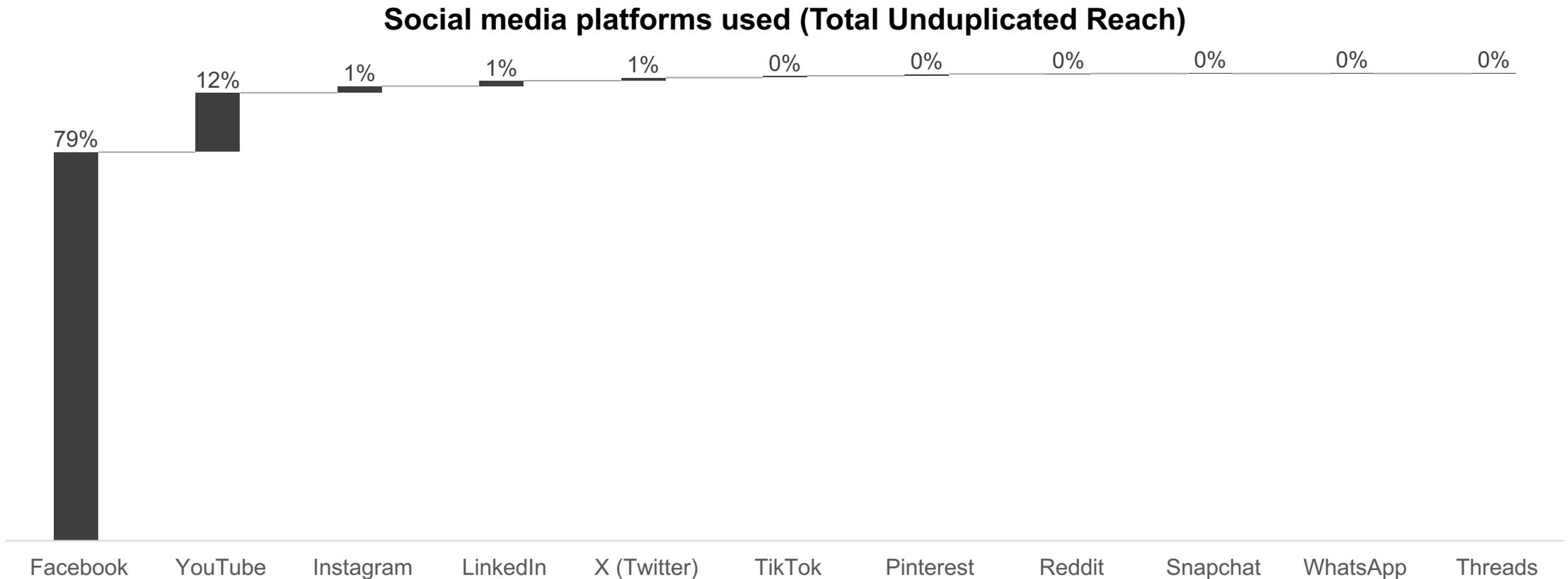
- 80% follow one or more brands on social media.
- 88% use social media for brand or product recommendations.
- 75% have purchased a product based on seeing a social media ad.



The Outlook:

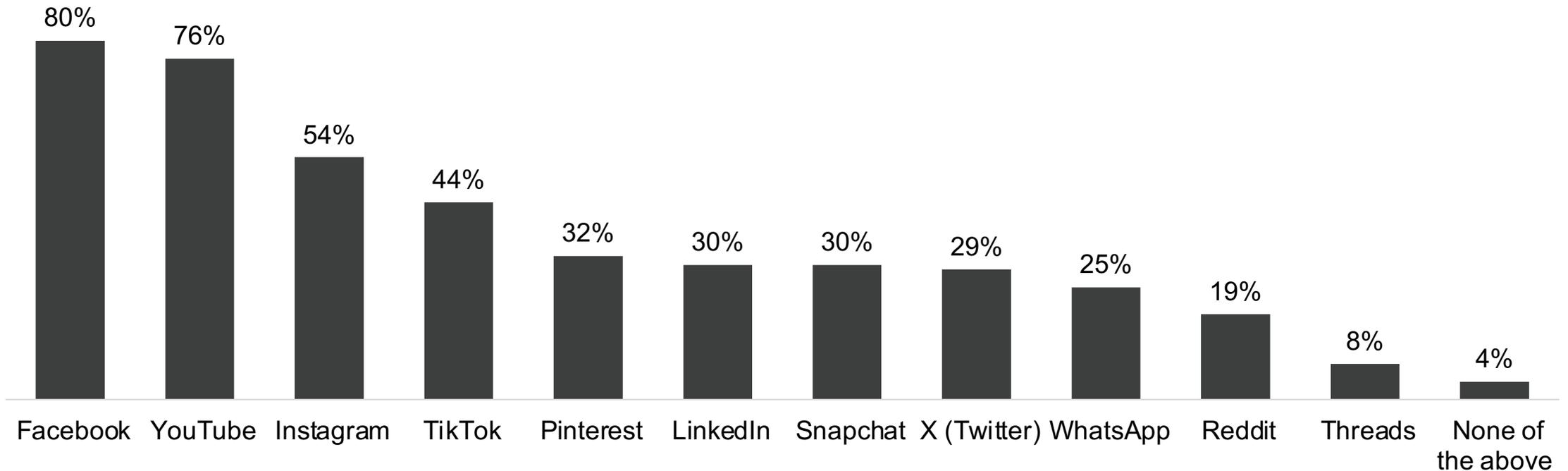
It is estimated that more than \$68 billion will be spent on social media advertising in the U.S. in 2023, a number that will grow to \$75 billion next year. Understanding the role that social media plays in your target consumer's path to purchase – how they use it and their attitude towards it – will help you curate your social media ad strategy and improve your ROAS.

91% of respondents can be reached by using Facebook and YouTube. All other platforms provide minimal additional unduplicated reach.

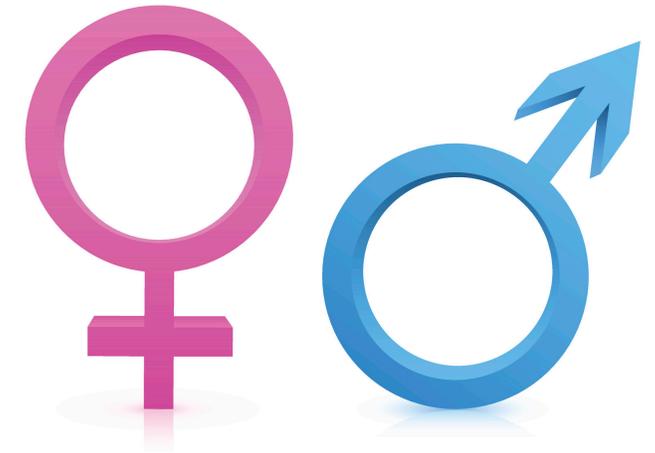


The average respondent is active on 4.3 social media sites. Of the most popular platforms, only Facebook (80%), YouTube (76%), and Instagram (54%) are utilized by more than half of respondents.

Social media platforms used

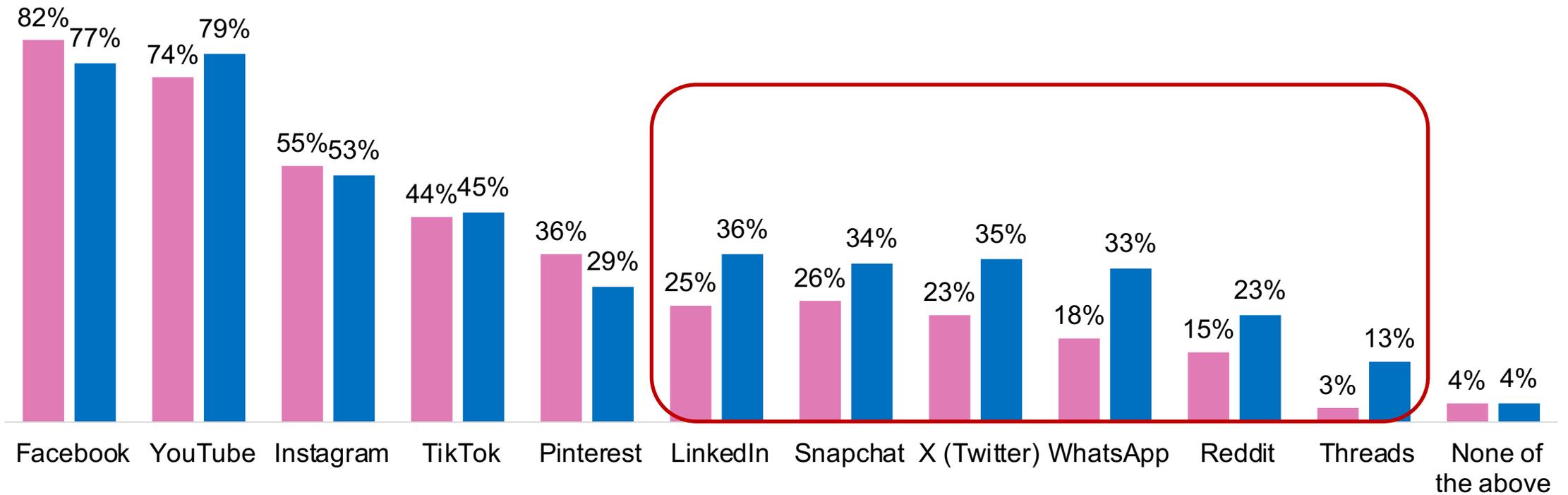


Male and female social media behaviors vary significantly on X, LinkedIn, and others.

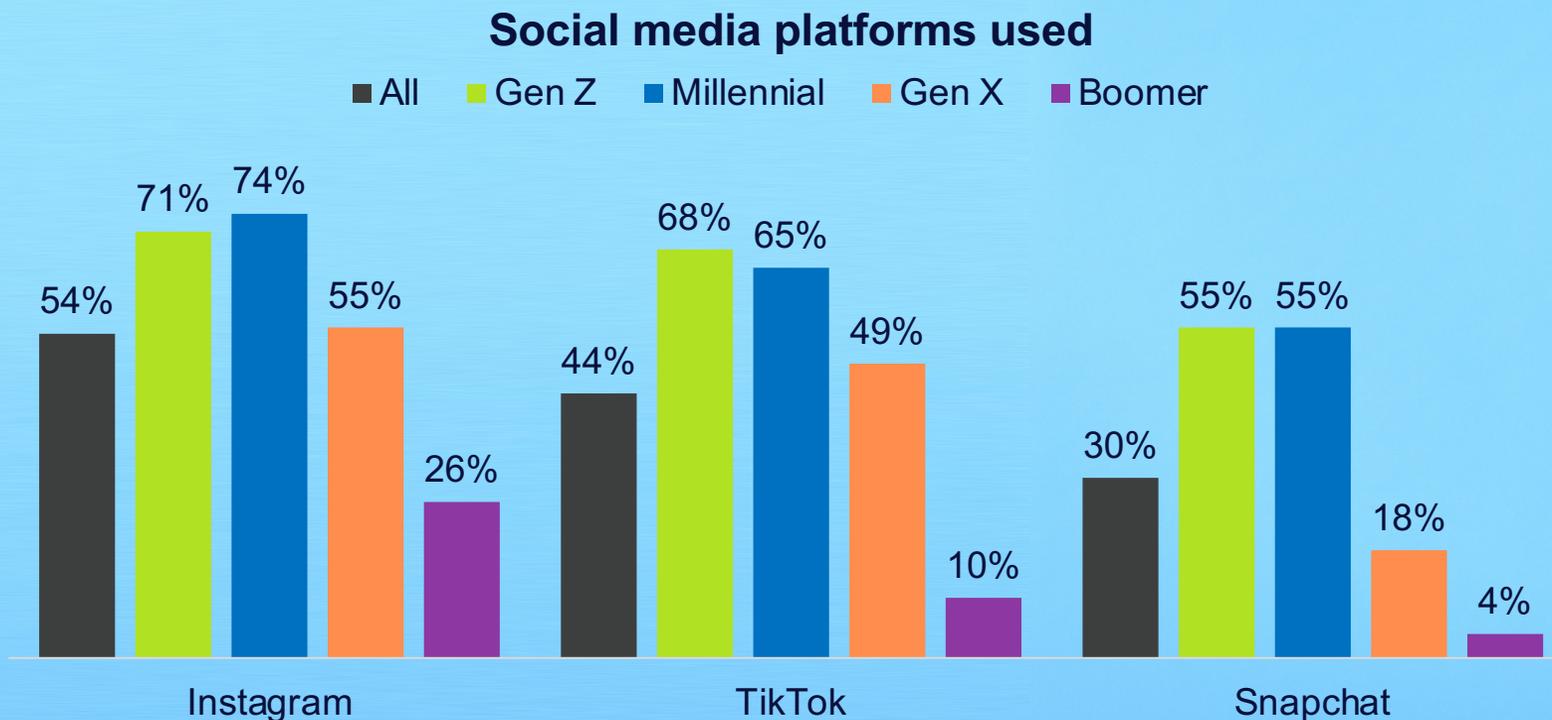


Social media platforms used

Female Male

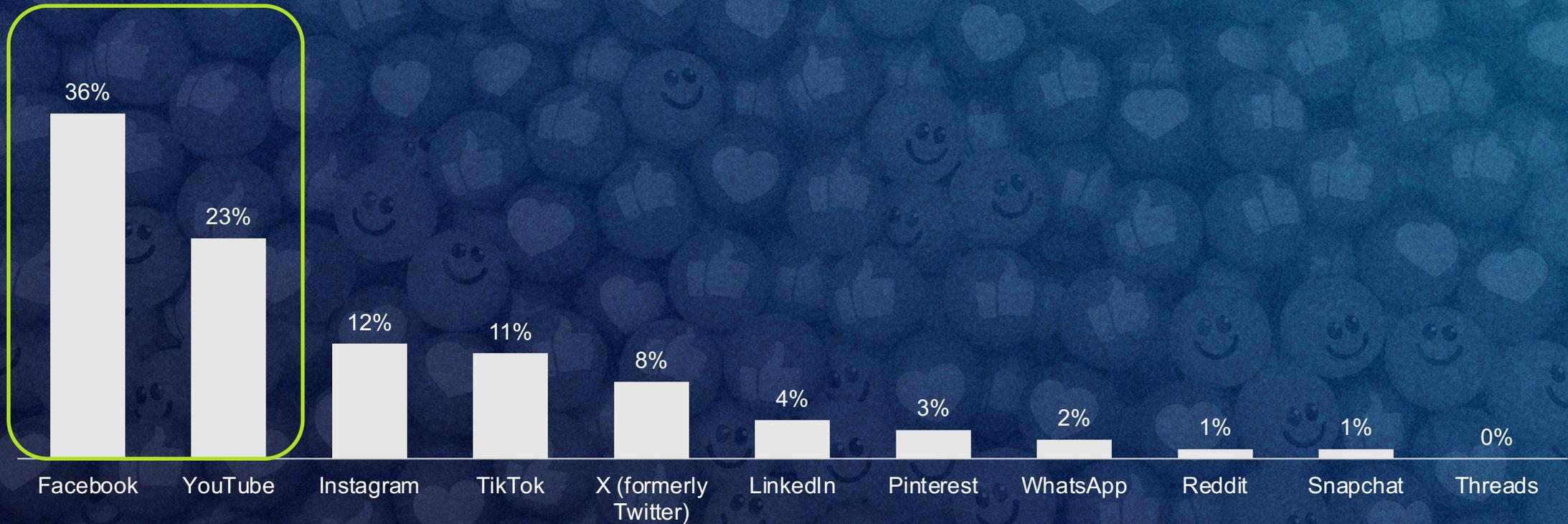


Generational differences are prevalent on most sites, but most notable is TikTok. Nearly two-thirds of Gen Z and Millennials are active on the platform compared to 10% of Boomers. Other differences worth noting are Instagram and Snapchat.



When respondents were limited to a single preferred site, only Facebook and YouTube were selected by more than 1 in 5 people.

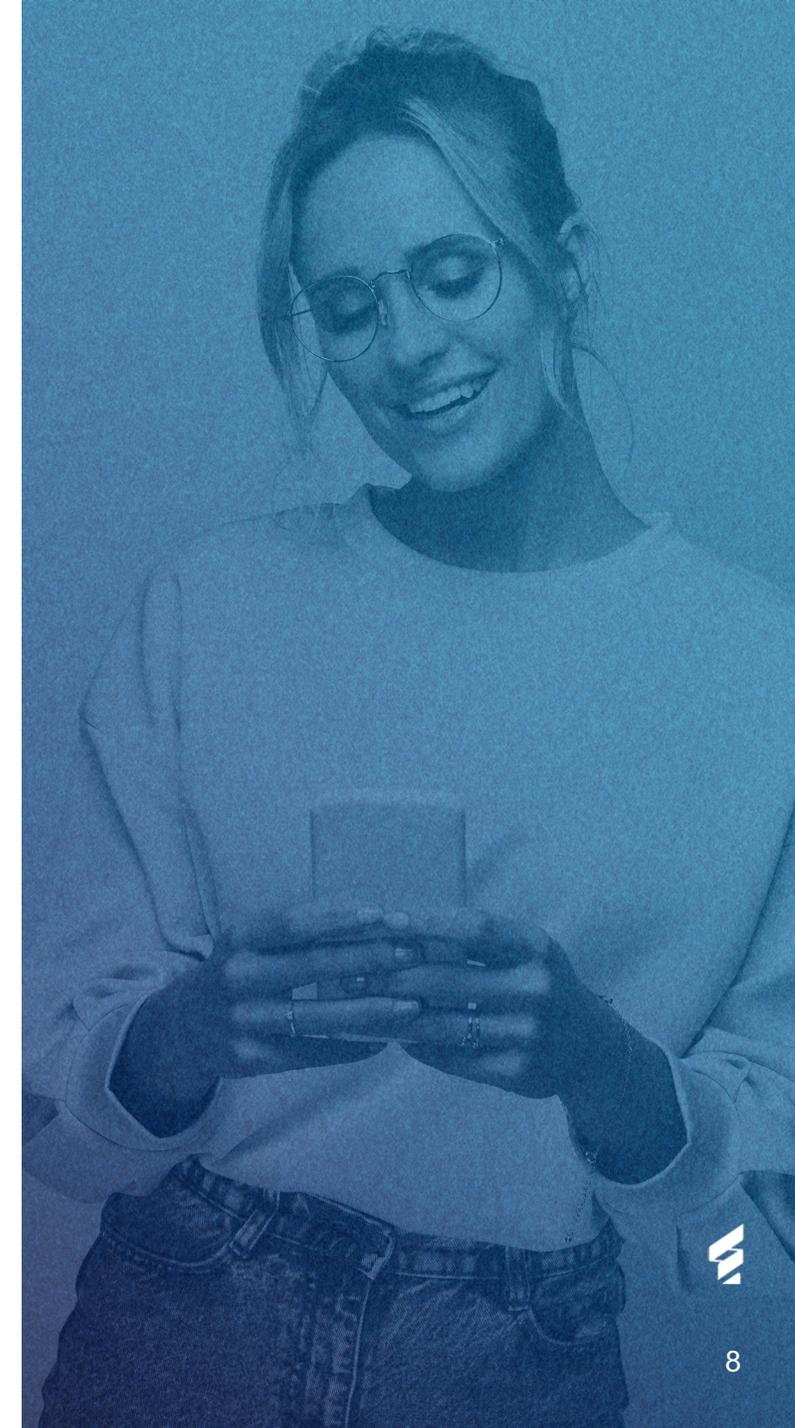
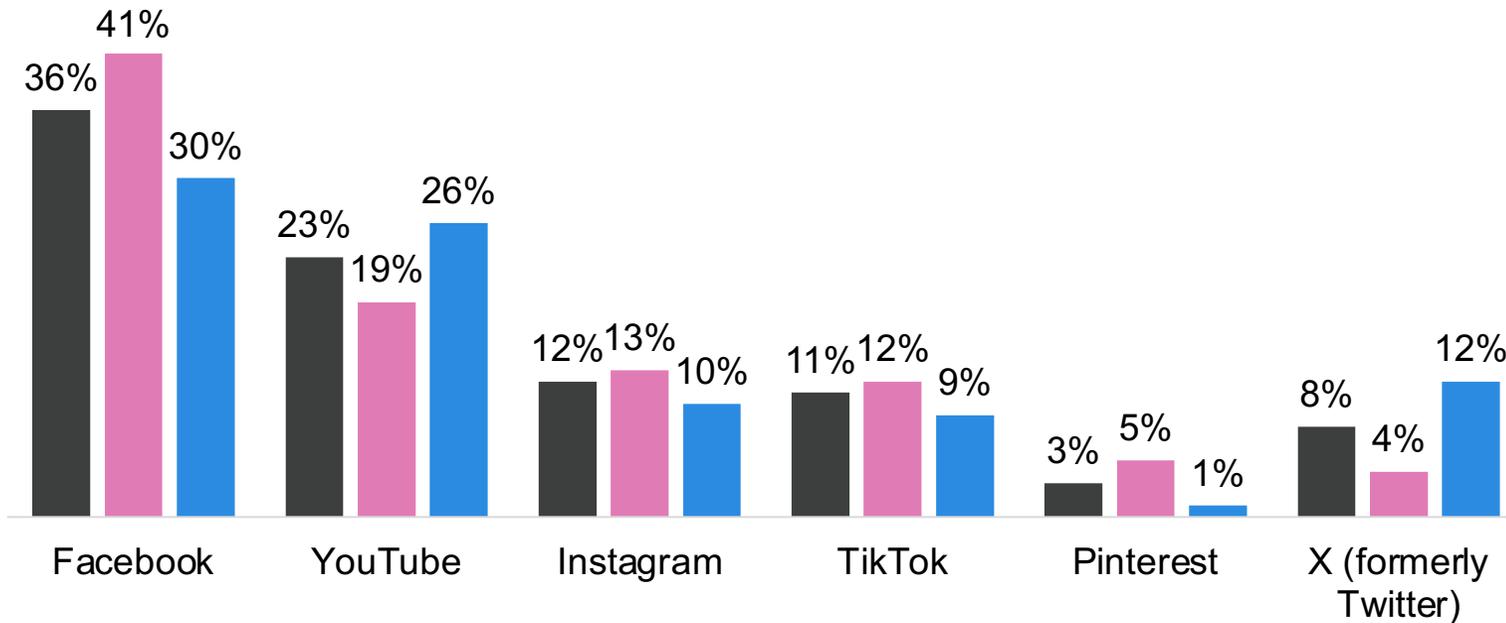
Favorite social media platform



Facebook is preferred by significantly more women (41%) than men (30%). Men prefer X (12% vs. 4%) and YouTube (26% vs. 19%) more than their female counterparts.

Favorite social media platform

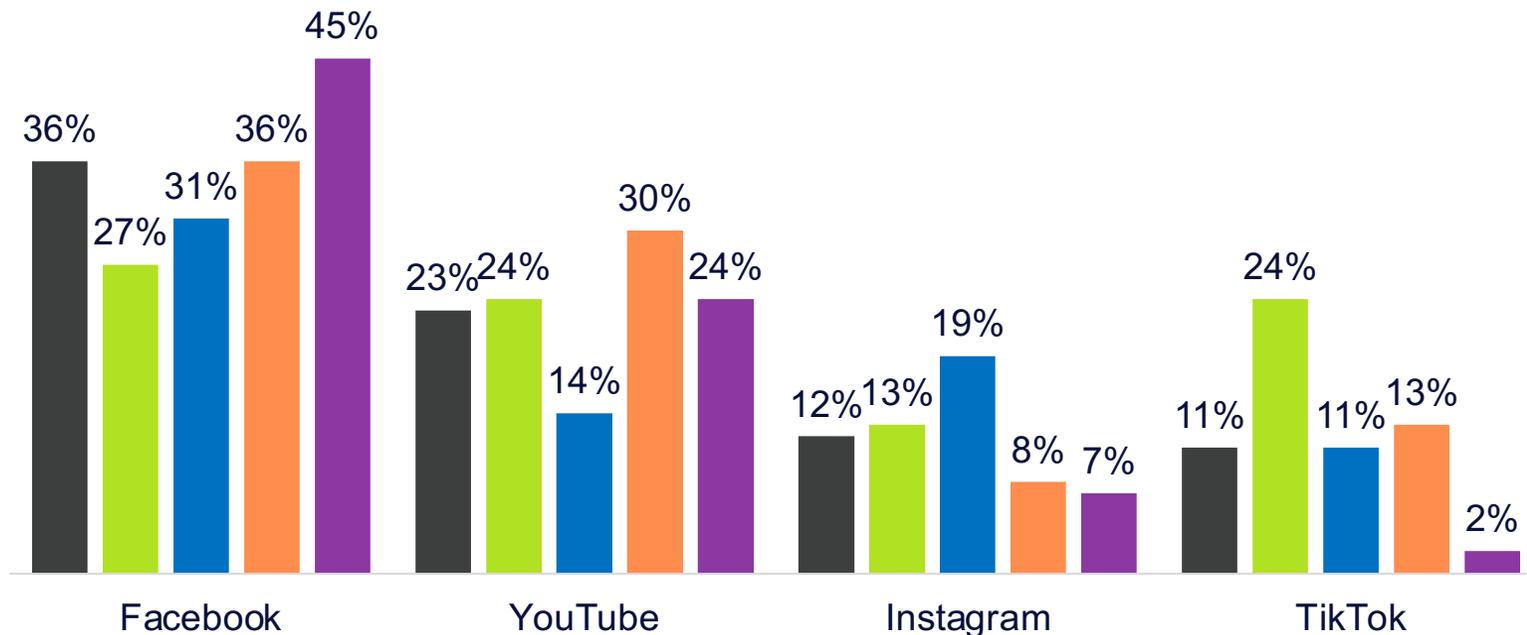
■ All ■ Female ■ Male



Generational bias is demonstrated on Facebook, where preference grows steadily with age, and on TikTok, where preference declines with age.

Favorite social media platform

■ All ■ Gen Z ■ Millennial ■ Gen X ■ Boomer

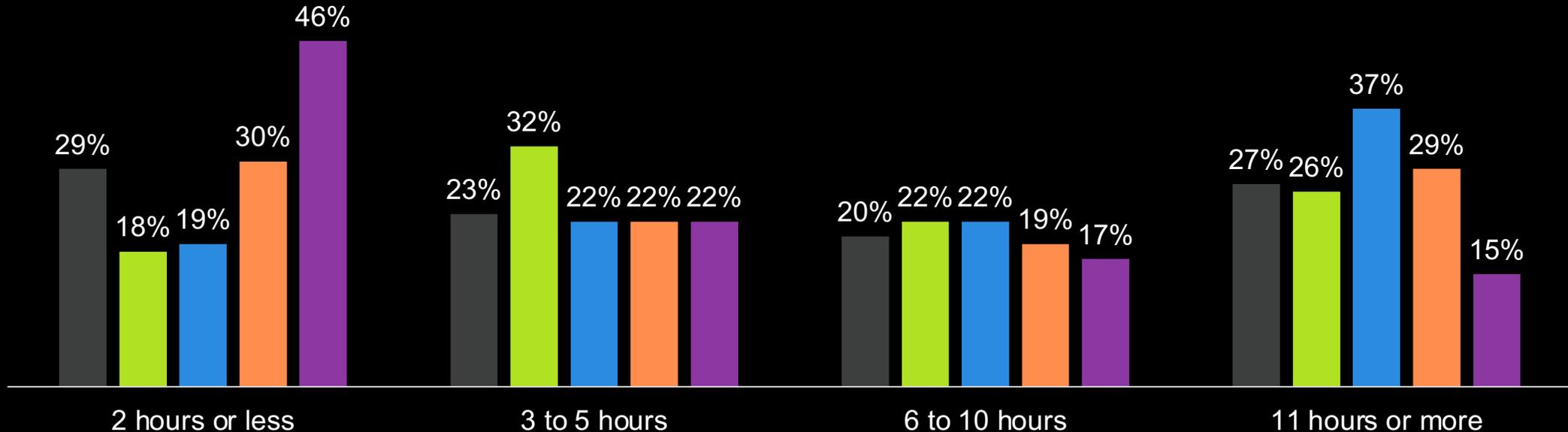


27% admit to spending 11 hours or more per week on social media. Millennials over-index at 37%.



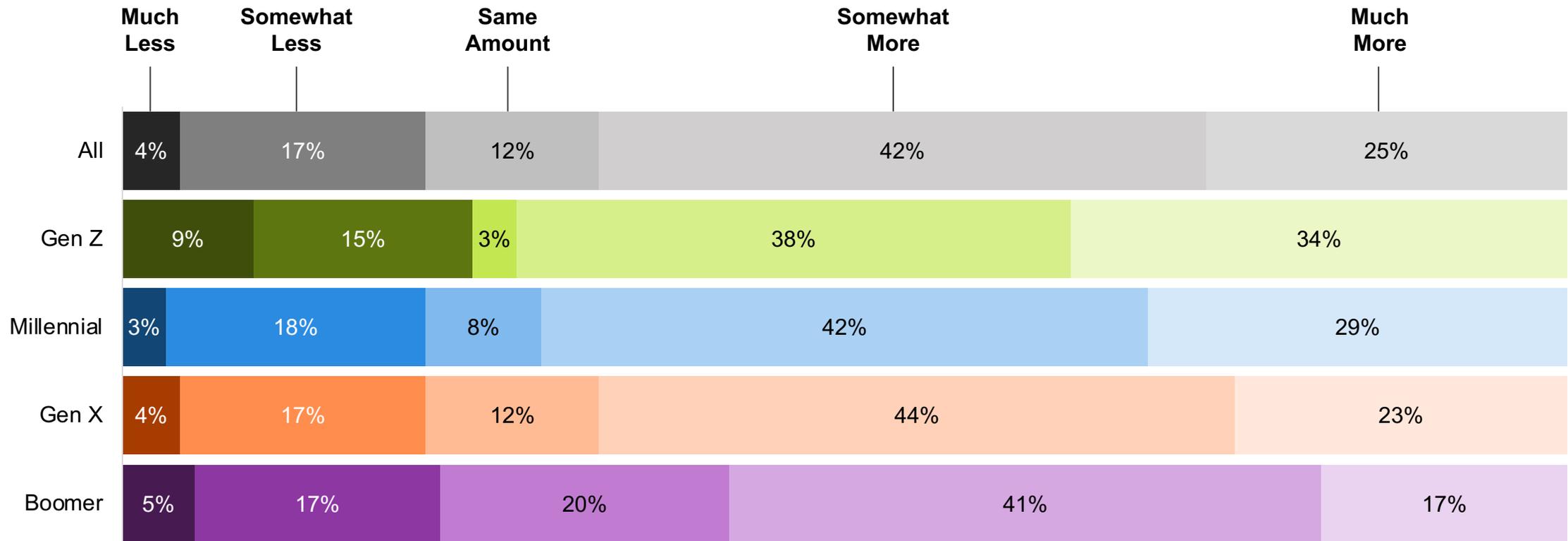
Time spent on social media in a typical week

■ All ■ Gen Z ■ Millennial ■ Gen X ■ Boomer



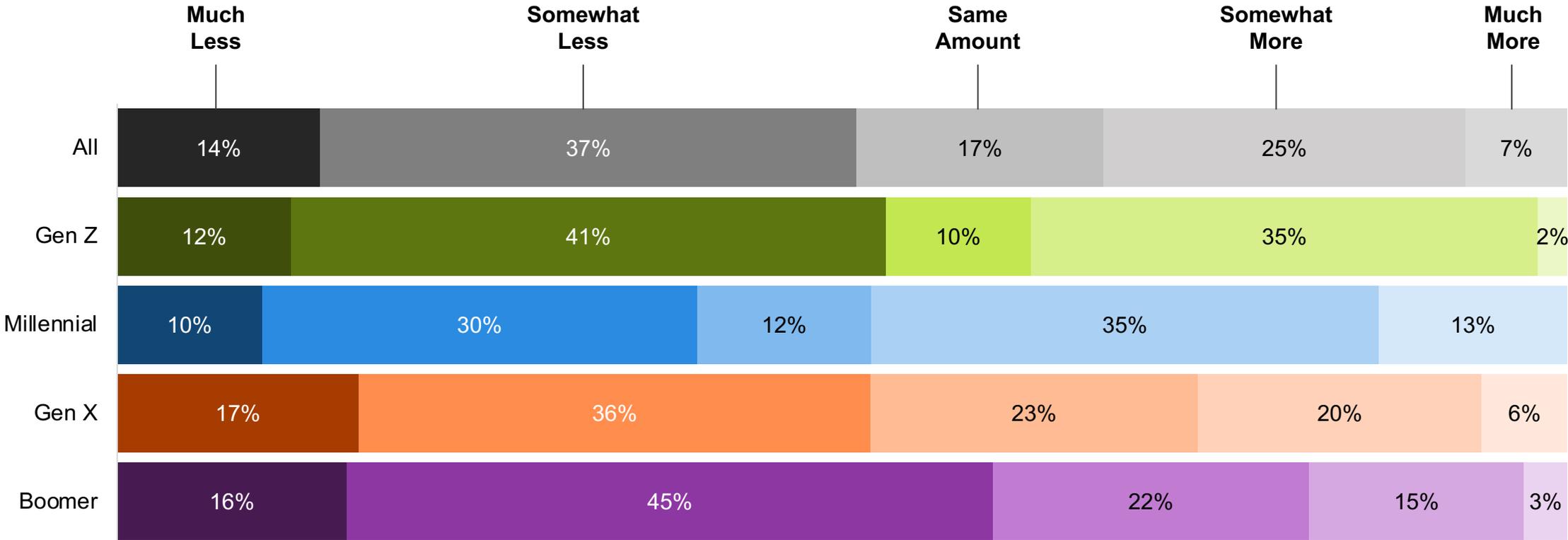
Two-thirds of respondents (67%) report spending somewhat or much more time on social media than they did 3 years ago.

Social media use compared to 3 years ago



The increased time spent on social media is somewhat surprising given that 51% are less trusting of the information on these platforms now.

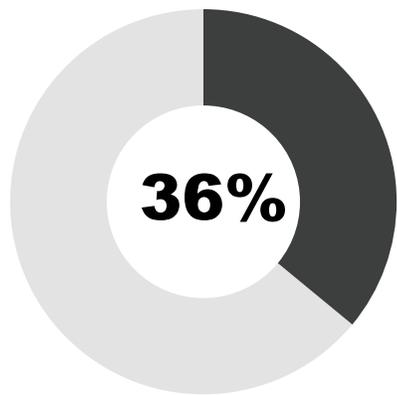
Trust in information on social media compared to 3 years ago



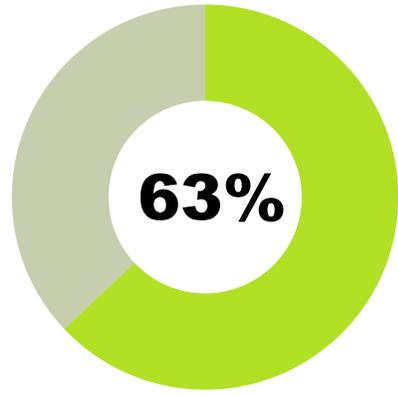
Even though 51% of people find social media information less trustworthy than they have in the past, more than one-third of respondents are still using it as their primary news source.

Given the quantity of Gen Z and Millennials using social media as their primary news source, it is likely that this phenomena will grow over time.

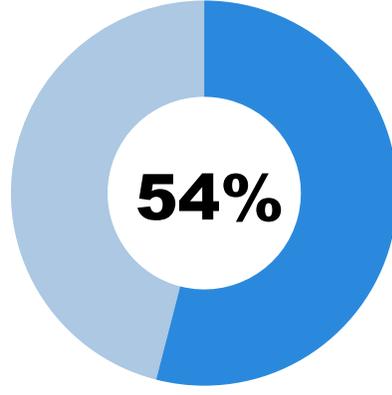
Use social media as their primary source of news



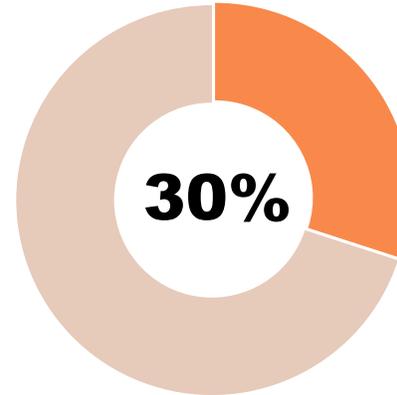
All



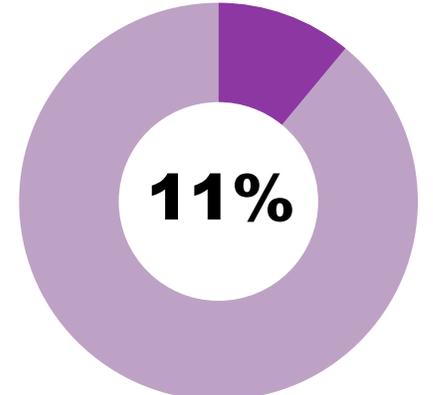
Gen Z



Millennial



Gen X

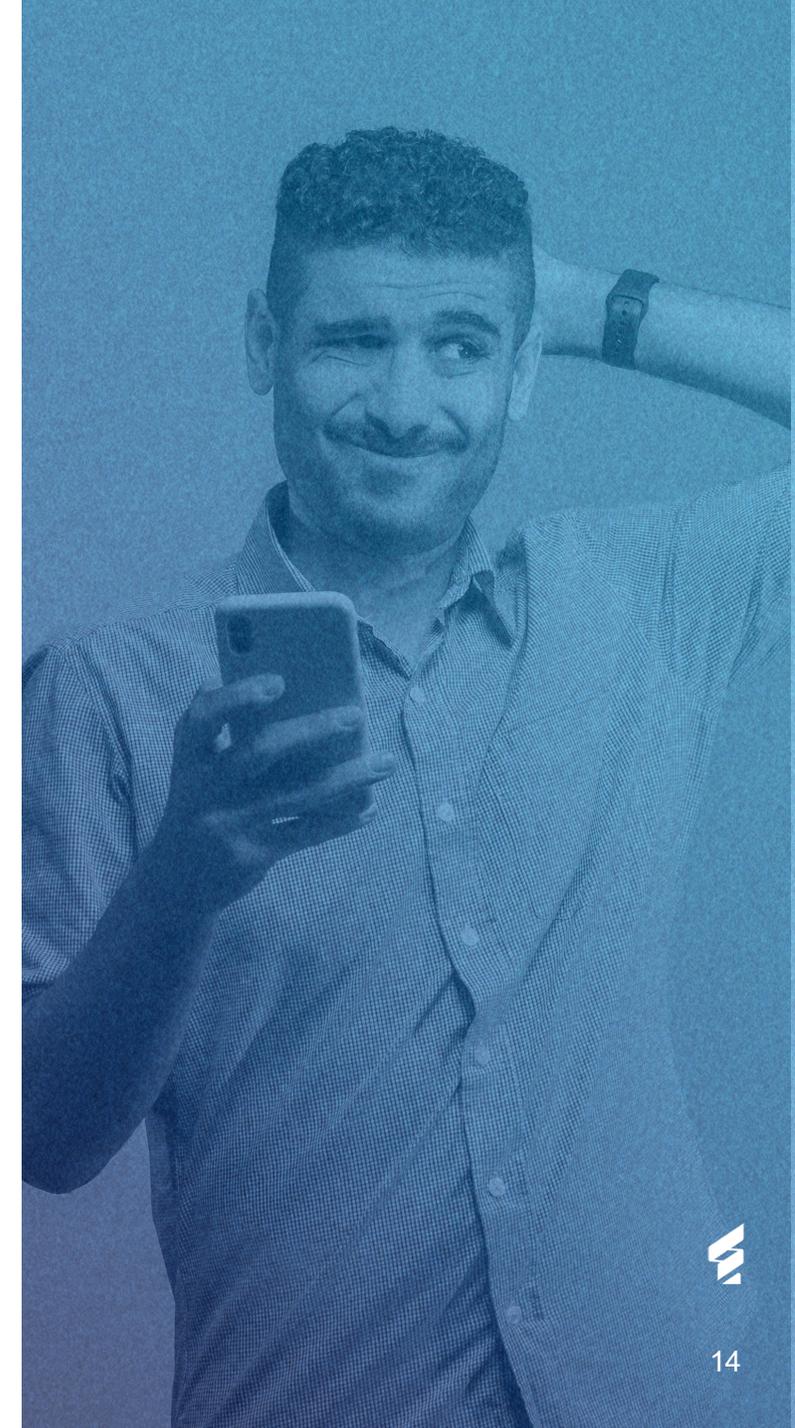
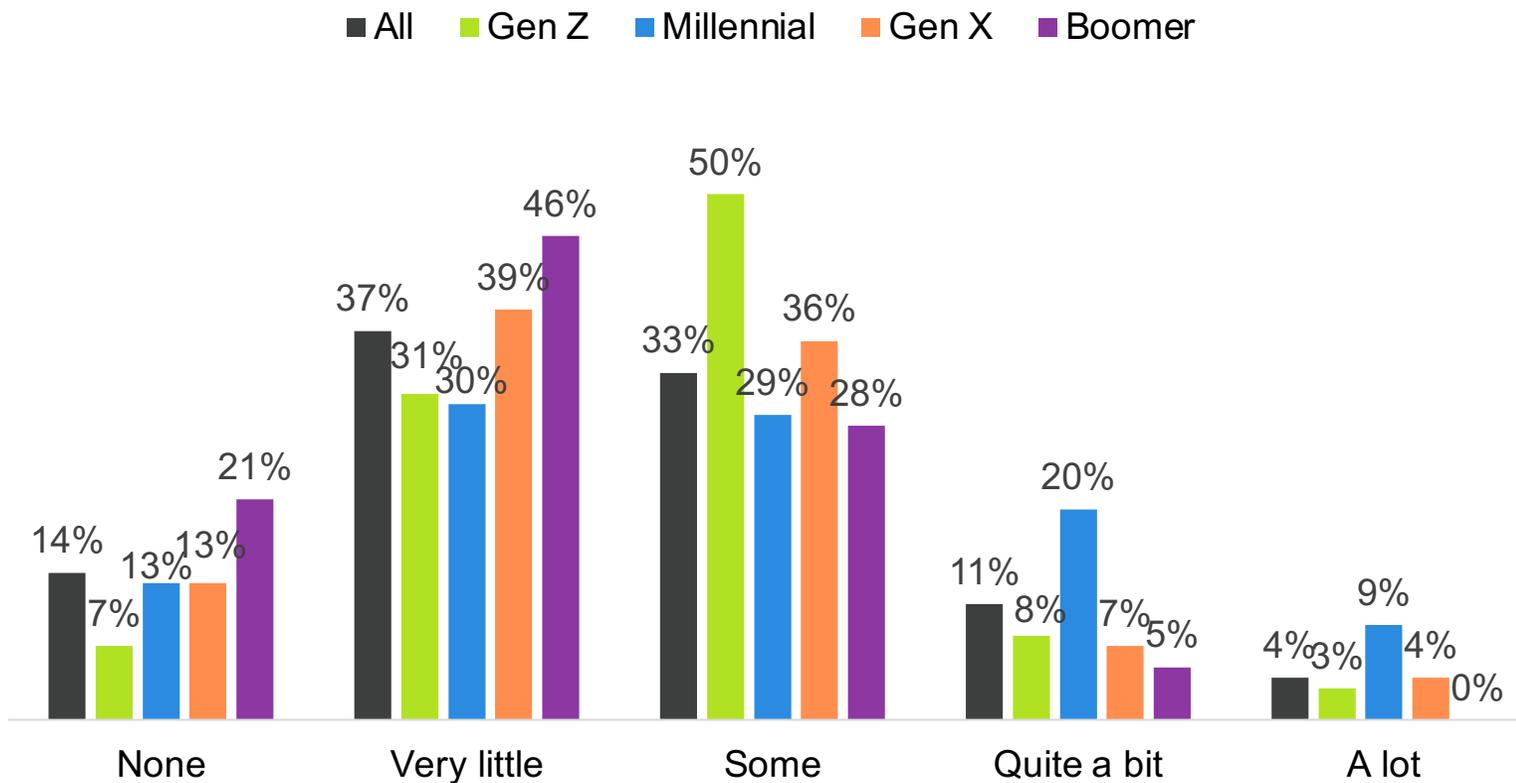


Boomer



86% report paying at least some attention to advertising on social media.

Amount of attention paid to ads seen on social media



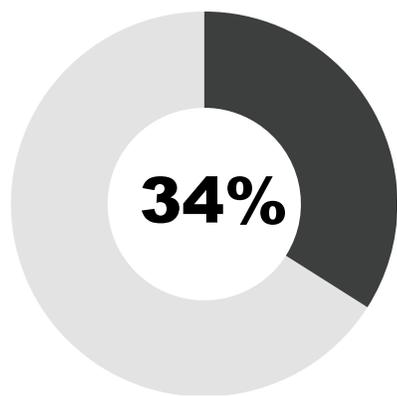
61% of respondents report following one or more brands on social media.

Number of brands followed on social media	All	Gen Z	Millennial	Gen X	Boomer
None	39%	22%	19%	42%	66%
1 to 2	19%	20%	16%	23%	18%
3 to 5	22%	24%	31%	22%	10%
6 to 10	11%	14%	18%	8%	4%
More than 10	10%	20%	16%	6%	2%

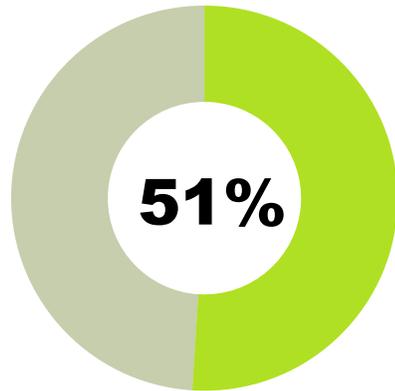


More than one-third of respondents (34%) report frequently utilizing social media for product recommendations. Given the generational bias demonstrated, it's likely this behavior will grow in the future.

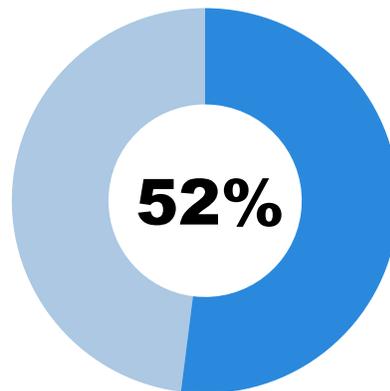
Use social media for brand or product recommendations “frequently” or “very frequently”



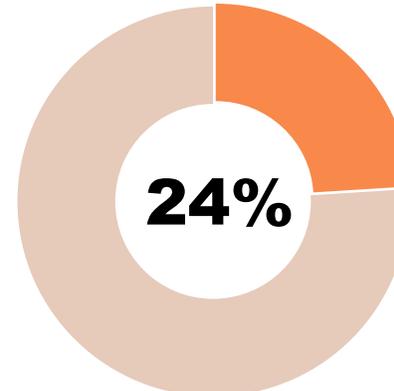
All



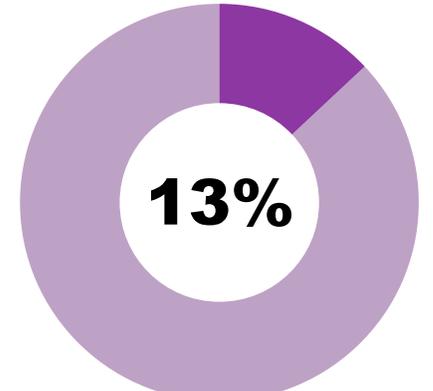
Gen Z



Millennial



Gen X



Boomer



And 60% report having made at least one purchase based on ads they saw on social media. Millennials are the most active with double the average saying they've made 11+ purchases.

The utility of social media ads will likely grow in the future given the higher activity level among younger generations.

Number of purchases made after seeing an ad on social media	All	Gen Z	Millennial	Gen X	Boomer
None	40%	31%	23%	42%	64%
1 to 2	25%	19%	25%	31%	22%
3 to 5	20%	33%	26%	17%	10%
6 to 10	9%	15%	15%	6%	4%
11 to 20	2%	2%	4%	2%	0%
More than 20	4%	0%	8%	3%	1%



Our relationship status with social media? It's complicated.

N = 722
MOE ± 3.65%
Panel: General Population
Collected: 9/22/23-9/23/23



Gen Z
11%



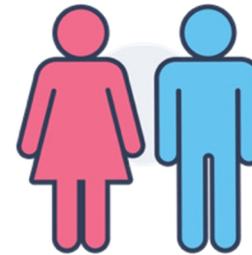
Millennial
32%



Gen X
27%



Baby Boomer
30%



Female
51%

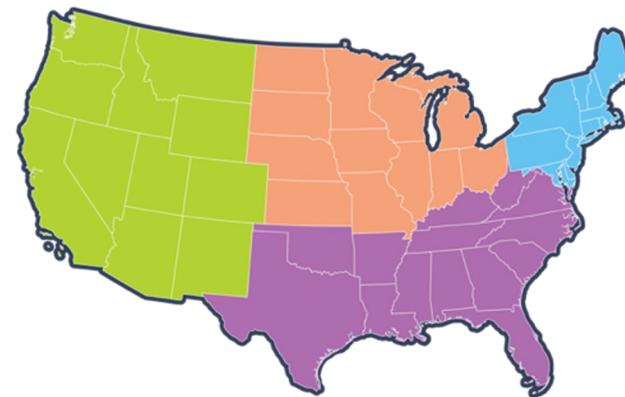
Male
49%



Urban
36%

Suburban
45%

Rural
19%



Northeast
17%

Midwest
21%

South
38%

West
24%



Do you want to take the Pulse of *your* consumers?

Our insights team will partner with you to design a study that will help you better understand your customers and their problems, and how your brand can win at retail.

To learn more about what our Four-Part Process and custom research studies can do for you, contact:

Jenni Becker SVP, Business Development
jenni.becker@salesfactory.com

The logo for Sales Factory Consumer Pulse is centered on the right side of the slide. It features the words "SALES FACTORY" in a small, white, sans-serif font above the word "Consumer" in a larger, white, sans-serif font. To the right of "Consumer" is the word "Pulse" in a bold, white, sans-serif font, with a stylized blue lightning bolt symbol integrated into the letter 'e'. The background of the slide is a dark blue with a grid of white plus signs and various data visualization elements like line graphs and bar charts, all in a lighter blue tone.

SALES FACTORY
Consumer **Pulse**