

Social media by generation

TIME SPENT ON SOCIAL BY REGION

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

Gen Z

KEY

% increase 2015-2019

2019

2015

(born between 1997-2003) Millennials (born between 1983-1996)

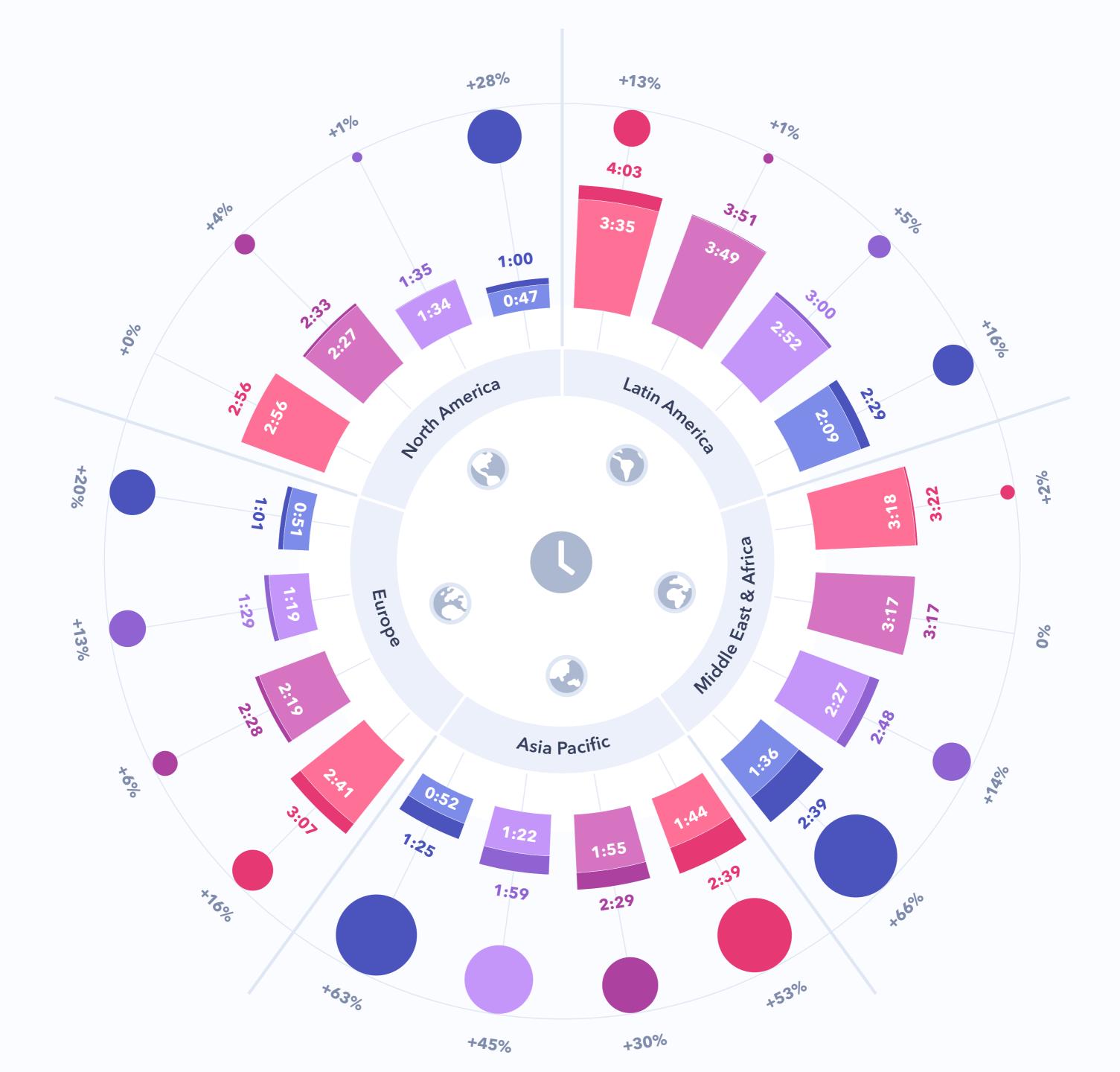
Gen X (born between 1964-1982)

Baby Boomers

(born between 1955-1963)

Growth in time spent per day on social media is slowing down, primarily influenced by Gen Z and millennials in MEA and NorthAm

Baby boomers, on the other hand, show growth in social media time in each region, especially in MEA and APAC



Millennials

MULTI-NETWORKING TRENDS

Multi-networking shows signs of plateauing

Average number of social media accounts held by the following groups

specific to certain countries or regions.

The average number of accounts is calculated based on analysis of 53 named

networks + "Other". Of the 53 individual platforms, 24 are global and 29 are

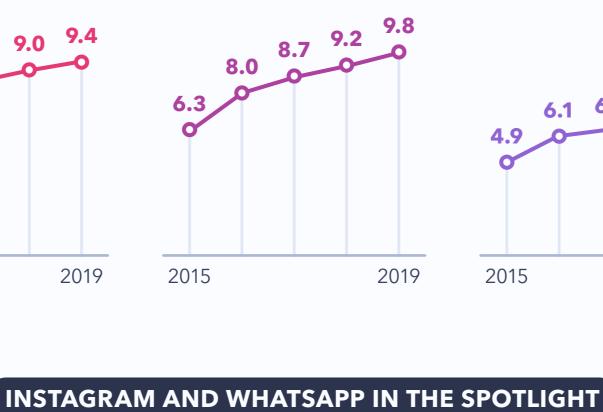
498



All internet users



Gen Z





Gen X



Baby Boomers

Older generations are showing steady growth in Instagram and WhatsApp usage

increase

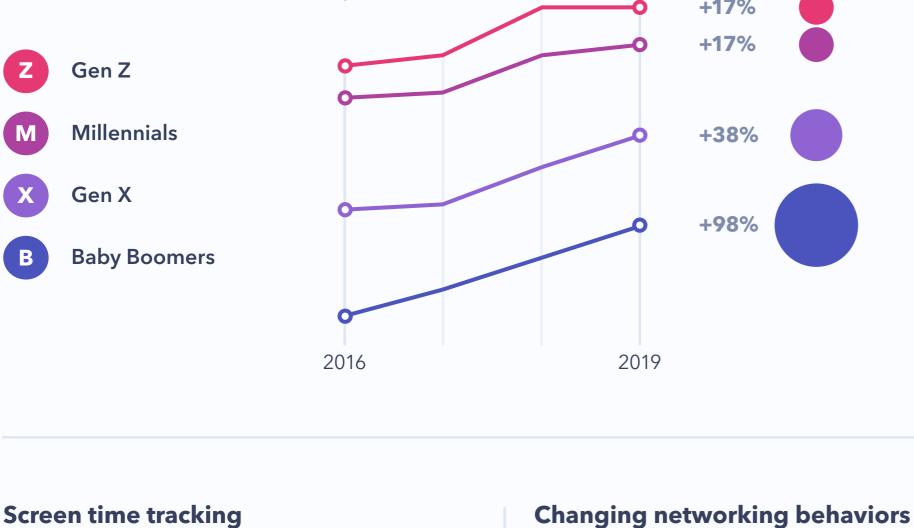
visited/used Instagram/WhatsApp in the past month

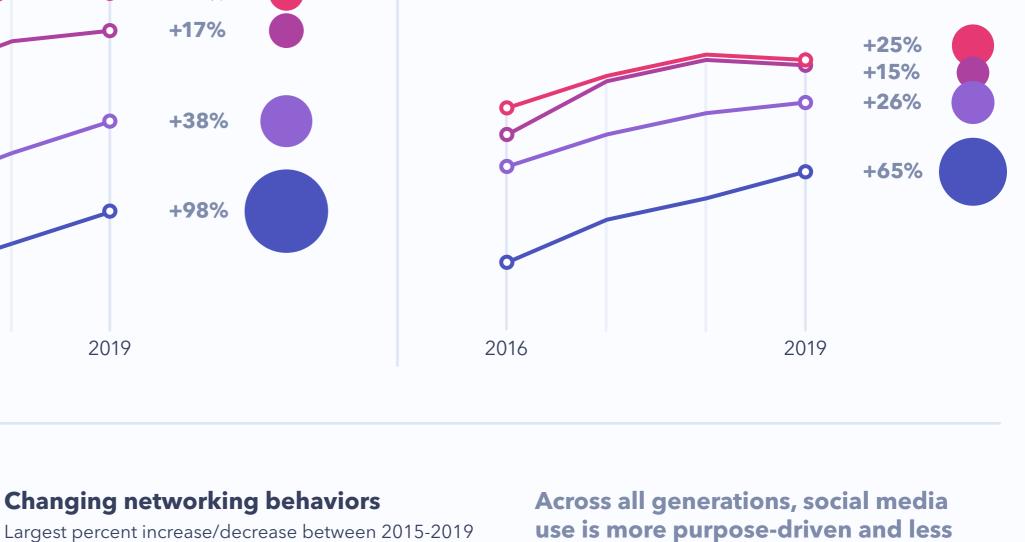
% of internet users outside China who have

2016-2019 increase 2016-2019 +17%

+40%

+29%





High/heavy Medium/light social media users social media users

limits for certain apps in the last month

24%

% of internet users in the following generations who

have used their mobile to track their screen time or set

Gen Z 29%

24%

30%

Gen X

Millennials

usage is linked to a wider digital

The slowdown across social media

To learn more about how the segments in this question are defined,

detox trend

please click here.

Baby Boomers

Gen Z

To research/find products to buy

social media

To network for work

in the main reasons why the following generations use

Because a lot of my friends are on them -22% To stay in touch with friends -16% **Millennials** To promote/support charitable causes



To research/find products to buy +32%

To follow celebrities/celebrity news

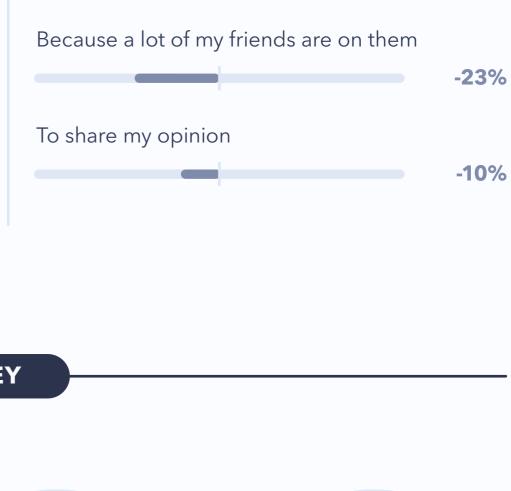
about networking and sharing

personal details

Gen X

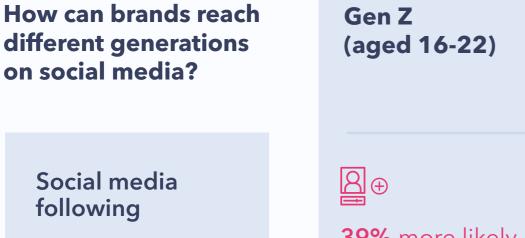


To research/find products to buy 26% Because a lot of my friends are on them -25% To stay in touch with friends -20% **SOCIAL MEDIA IN THE PURCHASE JOURNEY**



40%

Millennials



Brand discovery

Online product

research

Brand interactions in the past month



26% more likely to discover brands via vlogs

0.000

Search engines are on par with **social** networks at 48%



18% click on

on social

promoted posts



15% more likely to discover brands via **celebrity** endorsements

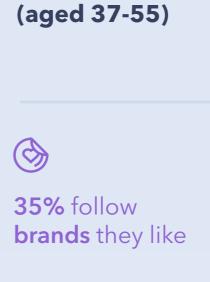
15% more likely to research products

on live chat services

17% more likely to

share a brand's

post on social



Gen X

Social media ads are on par with website ads at

뫎

25%

Social networks (37%) have

overtaken brand

sites (36%)

Gen Z to ask a

Almost as likely as

question to a brand

on social (14% do)



(27% do)

news/media

organizations

Slightly more likely

than Gen Z to follow

Social media ads **(19%)** are about to (21%)

surpass review sites #

Social media is now

in the top 5 product

research sources at

27%

15% use a social networking "share"

button on a website

Unless otherwise stated, all figures are taken from our Q4 2019 wave of online research among 173,859 internet users aged 16-64 in 46 markets. Among this cohort, there were 29,189 Gen Zers aged 16-22, 66,421 millennials aged 23-36, 60,649 Gen Xers aged 37-55, and 17,600 baby boomers aged 56-64. Generations have been adjusted in overtime comparisons to account for year-on-year aging, hence earlier years include a smaller group of Gen Z.