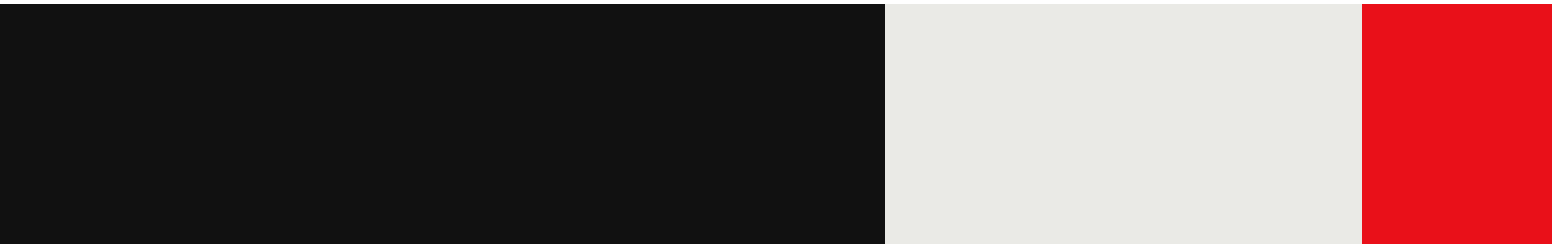


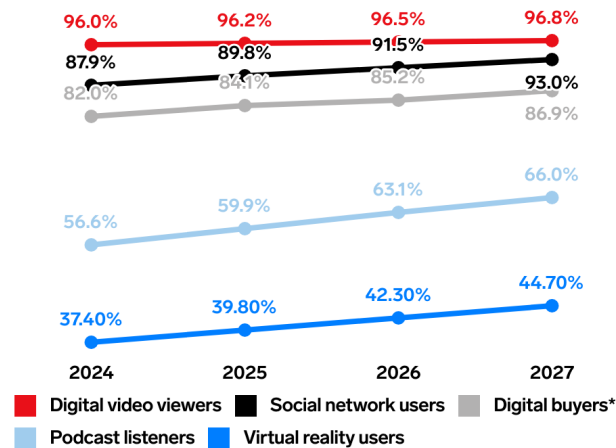
# Where to reach Gen Z online

Article



## Nearly All Gen Zers Watch Digital Video, but Social Media Remains Close Behind

% of US Gen Z population, by digital activity, 2024-2027



Note: internet users born between 1997 and 2012 who watch streaming or downloaded video content (Feb 2024 forecast), use a social network (May 2024 forecast), listen to a podcast via digital stream or direct download (Aug 2023 forecast), or experience virtual reality content (May 2024 forecast) via any device at least once per month; \*ages 14+; internet users born between 1997 and 2012 who have made at least one purchase via any digital channel during the calendar year, including desktop/laptop, mobile, and tablet purchases (Feb 2024 forecast)  
Source: EMARKETER Forecast, May 2024

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**Key stat:** 87.9% of US Gen Zers are social network users, according to our forecast. That puts social media use just behind digital video viewing, but the gap will close over the next few years.

### Beyond the chart:

- US Gen Zers are most likely to be on YouTube, where 89.3% of the cohort spends time. That's followed by Instagram (72.5%), TikTok (71.2%), and Snapchat (70.3%), per our forecast.
- But advertisers shouldn't discount smaller platforms like Reddit, where Gen Z use is accelerating, or Pinterest, where the number of US Gen Z users will rival that of millennials by 2028, per our forecast.
- Though Gen Z's VR use lingers behind any other form of media, activity is on the rise, and advertisers should keep a close eye on the tech as applications become more accessible.

### Use this chart:

- Pitch the importance of reaching Gen Z on video and social.
- Demonstrate Gen Z's low but growing VR use.

- Evaluate advertising to Gen Zers via podcasts.

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- [Social media overtakes search engines for discovery among Gen Z and millennials](#)
- [There isn't a clear go-to platform for social search among Gen Z](#)
- [Gen Z Technology and Media Preferences 2024](#)
- [Path to Purchase: Moving from Awareness to Conversion webinar](#)

*Methodology: Estimates are based on the analysis of survey and web traffic data from research firms and regulatory agencies, historical trends, and demographic adoption trends.*