

# More than half of Gen Zers watch longform videos on social media

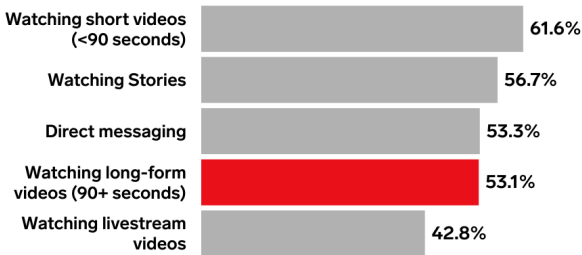
Article



## More Than Half of Gen Zers Watch Long-Form Videos on Social Media

% of US Gen Z social media users, July 2023

Q: Which activities do you do on social media platforms? Select all that apply.



Note: among monthly social media users ages 15-26; only 5 out of top 8 responses shown

Source: EMARKETER Survey, "US Gen Z Social Media," Oct 2023

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**Key stat:** 53.1% of US [Gen Zers](#) watch long-form videos on social media. That said, short-form content is more popular for the generation, watched by 61.6%, according to our October 2023 survey.

### Beyond the chart:

- More than half (51%) of Gen Zers said long-form social content is one of their favorite formats, while just 40% of [millennials](#) said the same, according to a July 2023 survey from Teachable.
- Gen Z is using [TikTok](#) to watch news, tutorials, and even movies, as noted in our [Social Video 2024](#) report.
- Because longer videos are easier to monetize due to the ability to accommodate more ads, expect to see social platforms embracing this format.

### Use this chart:

- Emphasize the importance of long-form social video.
- Demonstrate Gen Z social media habits.

### More like this:

- [Social video ad spend increases, but growth rates stall](#)

- 5 charts to inform your video marketing strategy
- Retail marketers name ecommerce, TikTok, generative AI as most important trends of 2024
- Longer videos are easier for social media platforms to monetize