

More Millennials, Gen Z Are Using Social Apps

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Younger internet users are spending more time on social apps this year, according to a May 2018 survey from social video marketing agency VidMob.

And no one more so than Gen Z.

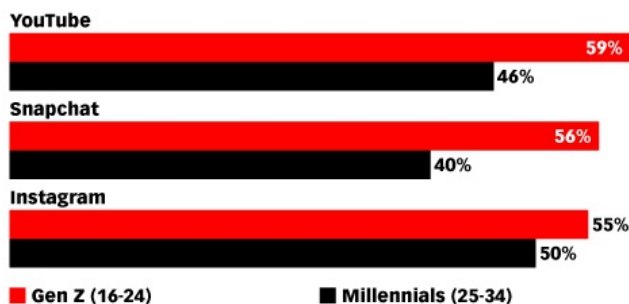
Of the 1,000 US internet users surveyed, more than half (56%) of Gen Zers, ages 16 to 24, said they had increased their use of Snapchat in the past year, and another 55% of respondents said they are using Instagram more.

And those weren't the only mobile apps where usage increased. The largest share (59%) of Gen Z respondents said they use their YouTube app a lot more than they did a year prior.

In contrast fewer millennials increased their usage on these apps that much—though the figures are still significant. Roughly four in 10 said they use Snapchat more than they did a year ago, and half of the millennials surveyed said they use Instagram more.

Mobile Apps Where US Gen Z vs. Millennial Internet Users Have Increased Their Usage, May 2018

% of respondents in each group



Note: vs. last year

Source: VidMob, "State of Social Video," Aug 6, 2018

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That makes sense though. Younger users, particularly teens, are heavier users of Snapchat than their older cohorts.

In 2016, Snapchat surpassed Facebook as the most popular social network among US teens, according to our estimates. In fact, it will continue to add users ages 12 to 17, while Facebook will continue to lose users in that cohort.

We estimate Snapchat will add 1.2 million new US users in that age group by 2022, while Facebook will lose 2.2 million.