

# Streaming video, music among Gen Z's most popular media activities

Article

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## Select Daily Media Activities Conducted by US Gen Z vs. Total Adults, May 2023

% of respondents in each group

	Gen Z adults (ages 18-26)	Total adults (ages 18+)
Watch video streaming services	46%	38%
Stream music	43%	28%
Play video games	39%	30%
Watch traditional TV	30%	40%
Listen to AM/FM radio	20%	27%
Watch video episodes of podcasts	17%	11%
Listen to an audiobook	15%	8%
Listen to podcasts	12%	11%
Use live audio service	12%	9%

Note: ages 18+; in the past month

Source: Morning Consult, "The State of Media & Entertainment Report: H2 2023," June 15, 2023

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**Key stat:** US Gen Z adults' top two daily media activities are streaming video (46%) and streaming music (43%), per a May 2023 Morning Consult survey.

### Beyond the chart:

- Gen Z is less likely to consume traditional media like linear TV and AM/FM radio than older generations.
- Among US Gen Zers, 86.6% will watch YouTube this year, according to our [Gen Z Technology and Media Preferences](#) report.
- Nearly 9 in 10 US Gen Zers are multiscreeners, consuming TV and internet content at the same time, according to our January forecast.

### Use this chart:

- Strategize which platforms are best for reaching Gen Z.
- Understand how Gen Z media consumption is different from the rest of the adult population.

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*Methodology: Data is from the June 2023 Morning Consult "The State of Media & Entertainment Report: H2 2023." Data is based on monthly online surveys of roughly 2,200 US adults ages 18+ conducted during July 2022-May 2023. The data was weighted to be representative of populations of adults based on age, gender, race, educational attainment, region, gender, and educational attainment. Top-line results from the surveys have a margin of error of +/-2 percentage points.*