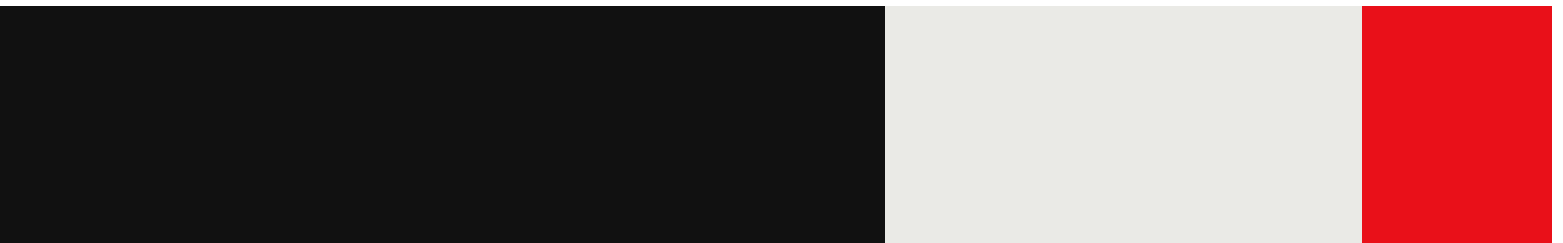


Gen Z gives social media ads far more attention than TV commercials

Article



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Gen Z adults are more likely to pay attention to social media advertising than US adults overall, according to CivicScience. By comparison, the general adult population tends to notice other online ads and TV commercials.

What Type of Advertising Do US Gen Z vs. Total Adults Pay Most Attention To?

% of responses, Feb 2023

Social media



TV



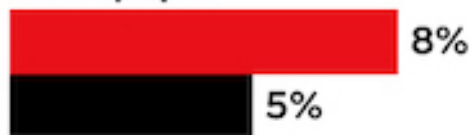
Online



Outdoor



Newspaper



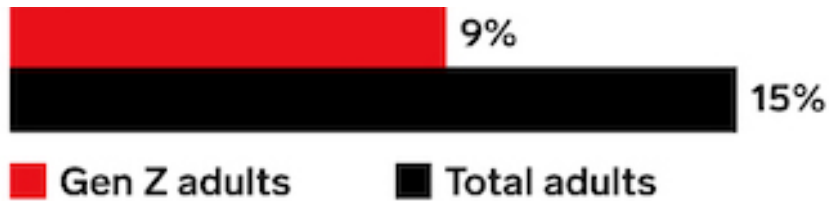
Radio



Magazines



Other



Note: adult Gen Z ages 18-24; total adults ages 18+
Source: CivicScience as cited in company blog, Feb 1, 2023

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eMarketer | [InsiderIntelligence.com](https://www.insiderintelligence.com)

Beyond the chart: Despite Gen Z paying the most attention to social ads, conversion can be tricky, because this digitally savvy generation can spot paid ads quickly and may be hesitant to click. Still, social ads, especially on mobile, have the benefit of showing up closer to a potential point of purchase than traditional ad formats do, meaning advertisers should continue meeting Gen Z on social media.

More like this:

- [How brands' social media marketing is evolving](#)
- [New to native advertising? 5 ways to adapt social media ads for native](#)
- [TV ads draw more attention than any other format](#)
- [Yesterday's Chart of the Day: TikTok on the clock](#)