

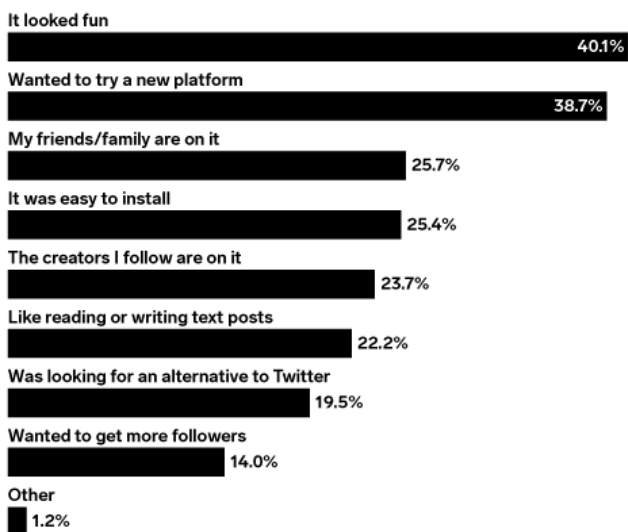
The top reasons Gen Z downloaded Threads

Article

For more insights and key statistics on the biggest trends in today's most disruptive industries, [subscribe to our Chart of the Day newsletter](#).

Reasons US Gen Z Downloaded Threads, July 2023

% of respondents



Note: n=401 ages 15-26; among those who have downloaded Threads
Source: Insider Intelligence | eMarketer, "US Gen Z social media survey 2023," Aug 2023

282845 Insider Intelligence | eMarketer

Key stat: Of US Gen Zers on Threads, 40.1% downloaded the platform because it looked fun, while 38.7% wanted to try something new, according to our survey data.

Beyond the chart:

- Gen Zers are curious for a new social platform, but they don't necessarily want to replace X/Twitter, with just 19.5% saying they were looking for an alternative.
- But it seems unlikely Threads will be the hot new app for Gen Z, as more than 80% of the **Meta-owned platform's active users** have departed.
- **Threads is still innovating** and will launch a web browser version later this week.

Use this chart:

- Determine Gen Z social media motivations.
- Assess your Threads strategy.

More like this:

- **Video dominates social time—but it's reaching a saturation point**
- **Gen Zers are in charge on social media**

- [Threads is a new front in Meta's Gen Z fight against TikTok](#)
- [Instagram users are getting a suite of generative AI features](#)

More Chart of the Day:

- [8/21 - Buying into Klarna](#)
- [8/18 - Agencies in review](#)
- [8/17 - Marketing measurement mix-ups](#)
- [8/16 - Digital out-of-home climbs](#)
- [8/15 - The social generation](#)

Methodology: Data is from the July 2023 Insider Intelligence | eMarketer "US Gen Z social media survey 2023." 1,005 US Gen Z social media users ages 15-26 were surveyed online during July 13-21, 2023. Respondents were selected to align with the US population on the criteria of age and gender. The survey was fielded by a third-party sample provider. Data has a margin of error of +/-3 percentage points at the 95% confidence interval.