

The kids are online: Mobile internet use in China across generations

ARTICLE

Sara Lebow

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

Gen Zers are not only better at using the internet than their parents, but they also have more practice, according to QuestMobile. Gen Zers in China spend an average of **174.9 hours per month** on mobile internet versus the overall average of **140.1 hours per month**. That means a typical Gen Zer in China uses mobile internet for **5.72 hours a day**—enough time to watch “The Godfather” two times through.

Average Monthly Time Spent on Mobile Internet Among Mobile Internet Users vs. Gen Z* Mobile Internet Users in China, Nov 2020

hours



Note: represents activity on the QuestMobile network, broader industry metrics may vary; *born 1995-2000

Source: QuestMobile, "2020 China Gen Z Insight Report," Jan 12, 2021

263182

eMarketer | InsiderIntelligence.com

Read more:

- US social commerce is following in China's footsteps
- As WeChat turns 10, marketers in China can leverage the ever-morphing app for Lunar New Year campaigns
- Global Social Network Users 2020: All Main Platforms Add Users During the Pandemic