

Half of younger consumers buy products on social media

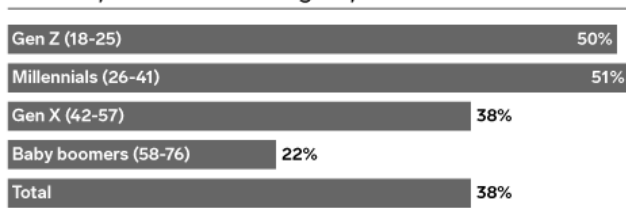
Article

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About half of US Gen Z and millennial social users make purchases on social media, compared to **38%** of US adults overall. Boomers are the least likely to buy via social.

US Social Media Buyers, by Generation, June 2022

% of respondents in each group



Note: n=2,225

Source: Insider Intelligence, "US Social Commerce and Digital Trust Survey 2022," Sep 2022

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InsiderIntelligence.com

Beyond the chart: Despite similar adoption rates, millennials and Gen Zers have different social buying behaviors. Among millennials, **37%** shop and buy on Facebook, while just **20%** of Gen Zers do.

Meanwhile, **12%** of both generations have bought via TikTok, making them **six times** more likely than Gen X and baby boomers to buy on the platform.

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Methodology: Data is from the September 2022 Insider Intelligence "US Digital Trust Survey 2022." Insider Intelligence surveyed 2,225 social media users in the US between May 20 and June 9, 2022, to gauge how perceptions of digital trustworthiness differ between nine of the largest social platforms: Facebook, Instagram, LinkedIn, Pinterest, Reddit, Snapchat, TikTok, Twitter, and YouTube. The respondents were selected to align with the US population on the criteria of age (among ages 18–76), gender, household income, and race. The survey was fielded by a third-party sample provider. Data has a margin of error of ± 2.1 percentage points at the 95% confidence interval.