

# Social media holds more sway over millennials than Gen Z

Article



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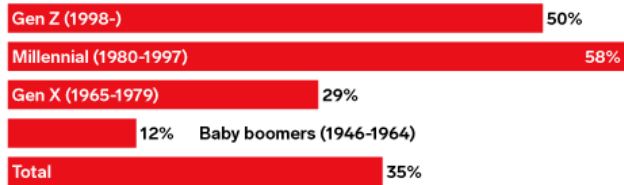
The generation that piloted social media is still buying into it. In the US, **58% of millennials** said social media is an important information source when making shopping decisions. **Half of**

**Gen Zers** agreed, while just **12% of baby boomers** said their shopping is significantly influenced by social media.

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**US Internet Users Who Agree Social Media Networks Are Important Information Sources for Shopping Decisions, by Generation, June 2021**

*% of respondents in each group*



Note: ages 15+; among those who answered "strongly agree" and "somewhat agree"  
Source: GfK, "FutureBuy 2021: US Market Findings Highlights", July 13, 2021

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