



Digital Divergence: Opportunities for Marketers to Leverage Social Networking to Engage with Younger Adult Consumers

Social Networking Behaviours Vary Across Generations with Trailing Millennials Demonstrating Highest Levels of Brand Engagement

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Data Tables

Average Hours spent with Media (Yesterday)

	Overall	Trailing Millennials (18-24 years)	Leading Millennials (25-32 years)	Millennials (18-32 years)	GenX (33-49 years)	Boomers (50-68 years)
Base Defined as Respondents	n=11,300	n=1,310	n=1,620	n=2,930	n=3,670	n=4,020
Media (Net – watching, listening, reading, browsing, gaming, social networking)	5.6	6.3	4.9	5.6	5.1	6.1

Average Minutes spent with Specific Media (Yesterday)

	Overall	Trailing Millennials (18-24 years)	Leading Millennials (25-32 years)	Millennials (18-32 years)	GenX (33-49 years)	Boomers (50-68 years)
Base Defined as Respondents	n=11,300	n=1,310	n=1,620	n=2,930	n=3,670	n=4,020
Browsing	48	60	48	54	48	42
Gaming	30	78	30	54	24	24
Social Networking	30	48	30	42	30	24

Proportion of Total Time spent with Media Spent Browsing, Gaming, Social Networking (Yesterday)



	Overall	Trailing Millennials (18-24 years)	Leading Millennials (25-32 years)	Millennials (18-32 years)	GenX (33-49 years)	Boomers (50-68 years)
Base Defined as Respondents	n=11,300	n=1,310	n=1,620	n=2,930	n=3,670	n=4,020
Browsing	14%	17%	16%	16%	16%	12%
Gaming	10%	20%	11%	16%	8%	7%
Social Networking	9%	13%	11%	12%	10%	6%

Proportion of Total Social Networking Occasions by Activities (Yesterday) *(Among those completing Social Networking module)*

	Overall	Trailing Millennials (18-24 years)	Leading Millennials (25-32 years)	Millennials (18-32 years)	GenX (33-49 years)	Boomers (50-68 years)
Base Defined as Social Networking Occasions	n=4,505	n=644	n=762	n=1,406	n=1,737	n=1,202
Posts (Reading/Making)	72%	74%	71%	73%	71%	73%
Photos (Watching/Sharing)	36%	47%	47%	47%	33%	27%
Brand Engagement (Reading posts from brands, Making posts to brands)	22%	27%	23%	25%	23%	20%
Other	17%	8%	13%	11%	20%	21%