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UNITED STATES



Beyond the feed: US social media report 2024

Generational trends in social media, and user brand preferences

Living consumer intelligence | yougov.com/business



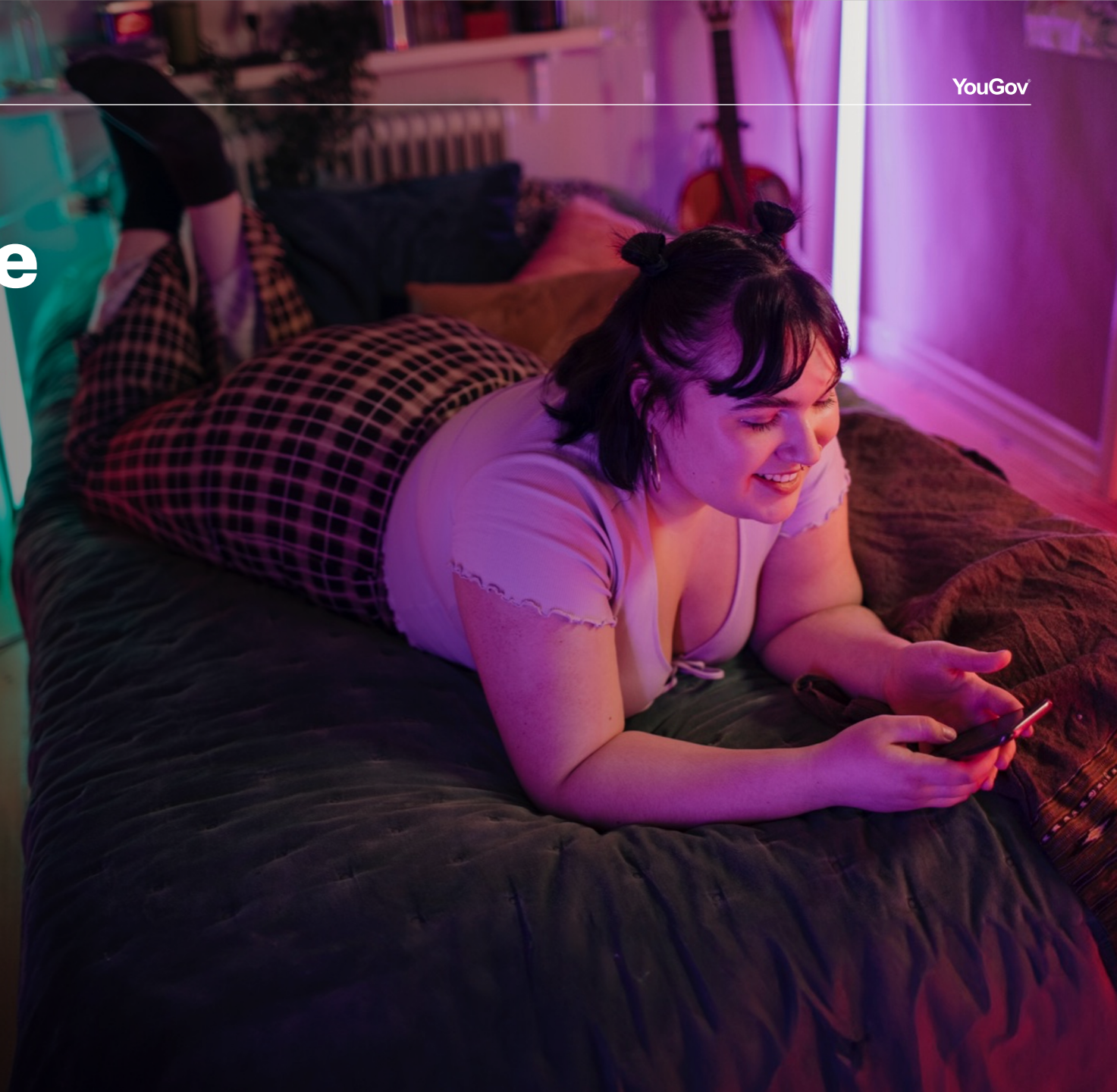
Understanding the social media sphere in 2024

While plenty of social media upstarts have come and gone during social media's maturation, the main players remain relatively consistent. Does each social platform's membership remain the same as well?

This report leverages survey data from YouGov Profiles to reveal the latest audience makeup for the top social networks, with deep dives into generational and gender differences.

In addition, this report leverages YouGov BrandIndex to discover the top 10 brands among users of each social network, based on difference to purchase consideration in comparison to the general population.

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Methodology

The insights in this report combine syndicated data from [YouGov Profiles](#) and [YouGov BrandIndex](#).

YouGov Profiles is an ever-growing source of living consumer data, with 2 million+ data variables from YouGov's 27+ million global panel members.

YouGov Profiles is a 52-week dataset, with data collected continuously and updated weekly. Unless otherwise specified, insights in this analysis reflect a 52-week moving average, and as such should be interpreted directionally.

Throughout this report, we look at weekly users of the top 5 most-used social networks:

- Weekly Facebook users (n=61,692)
- Weekly Instagram users (n=37,386)
- Weekly X users (n=23,647)
- Weekly Snapchat users (n=16,296)
- Weekly TikTok users (n=10,433)

*The reported sample size (n) is primarily based on basic age and gender variables. However, it may vary when considering other variables within the dataset.

YouGov BrandIndex is our always-on brand tracker, which tracks brands across 16 vital brand health metrics.

In this report, we have highlighted the brands that are winning over each social network's users based on consideration scores.

Consideration scores are rounded to the nearest decimal point. Brands must have scores available for at least 183 days to qualify for the ranking between April 1, 2023, to March 31, 2024. When a brand is tracked in multiple sectors, only the first entry is shown.

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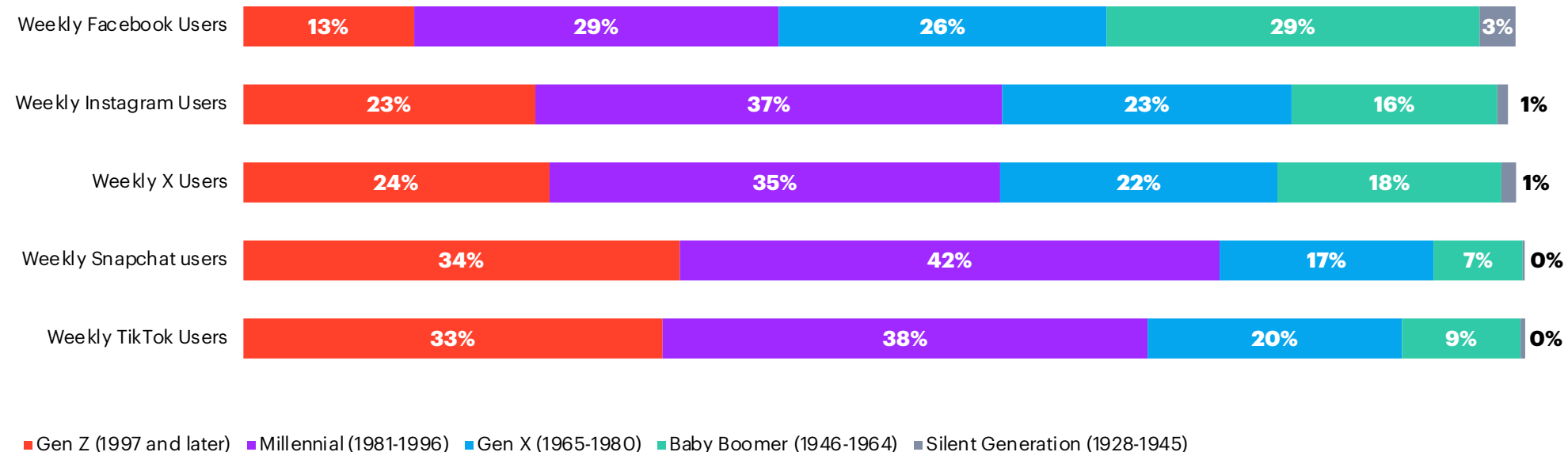
Social profiles: How weekly users of each social network differ

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Weekly TikTok and Snapchat users skew younger, Facebook users are more likely to be older

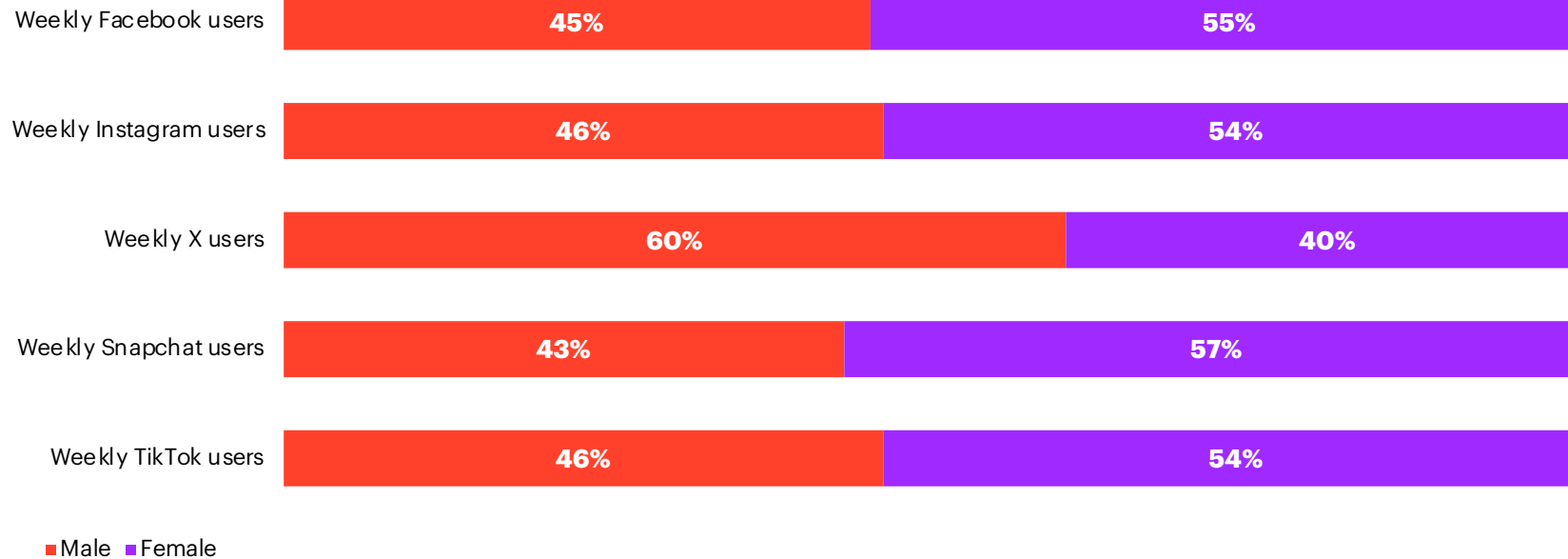
Generation breakdown per social network



Weekly X users are significantly more likely to be male compared to other social networks

TikTok, Snapchat, Instagram, and Facebook users are more likely to be female.

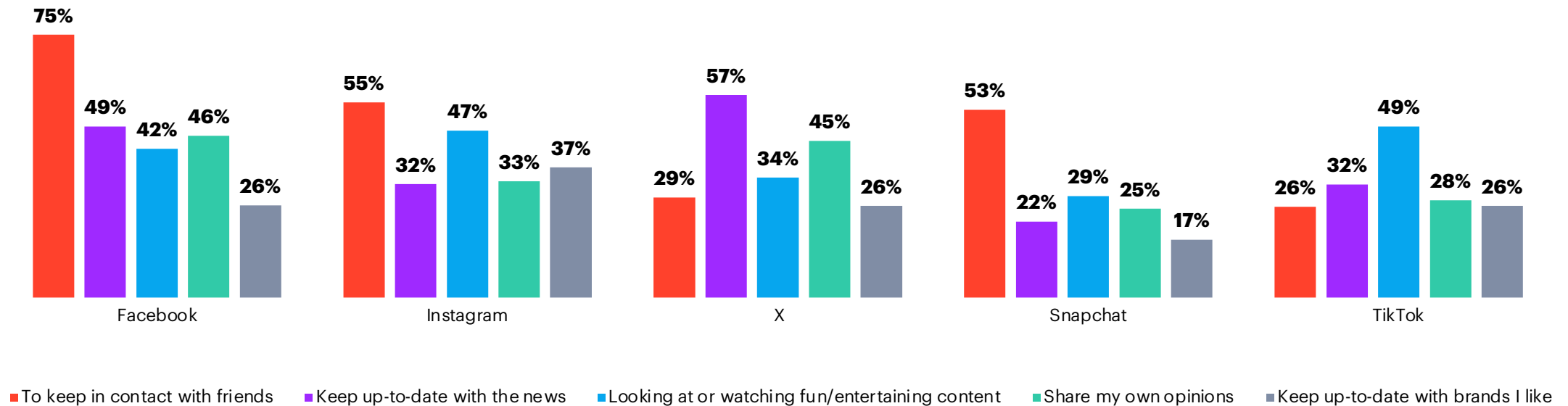
Gender breakdown per network



75% of Facebook users use the platform to keep in contact with friends

57% of X users use the platform to keep up-to-date with the news, while 49% of TikTok users use the platform to watch fun content.

Reasons why weekly users use each platform



Exploring Gen Z attitudes to social media

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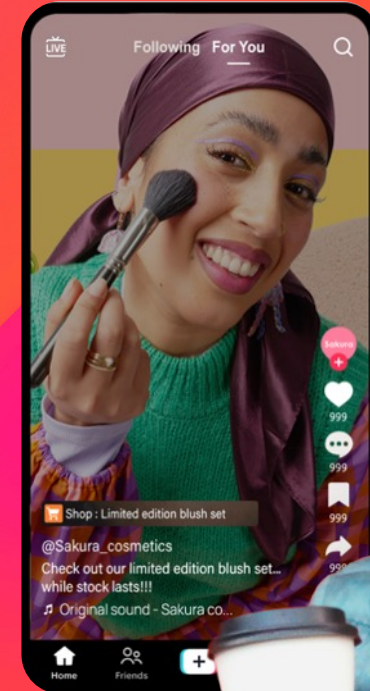
Gen Z spending more time on social media and says that it changes their lives for the better

62%

of Gen Z agree:
“I spend more time
on social media now
than I did a year
ago” compared to
44% of gen pop.

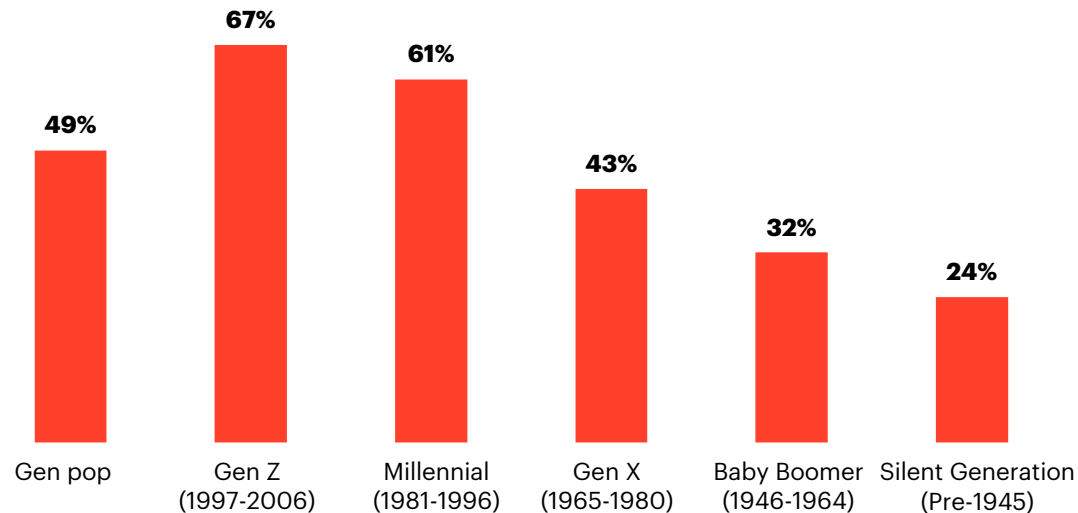
54%

of Gen Z agree:
“Social media
changes my life for
the better”
compared to 37% of
gen pop.



However, 67% of Gen Z worries about how long they spend on social media

"I sometimes worry about how long I spend on social media"

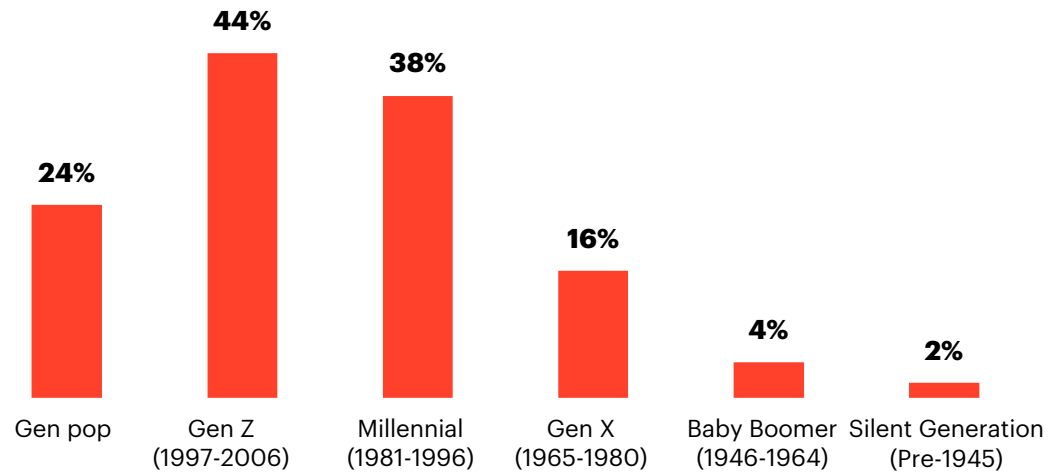


43% of Gen X and 32% of Baby Boomers agree the same.

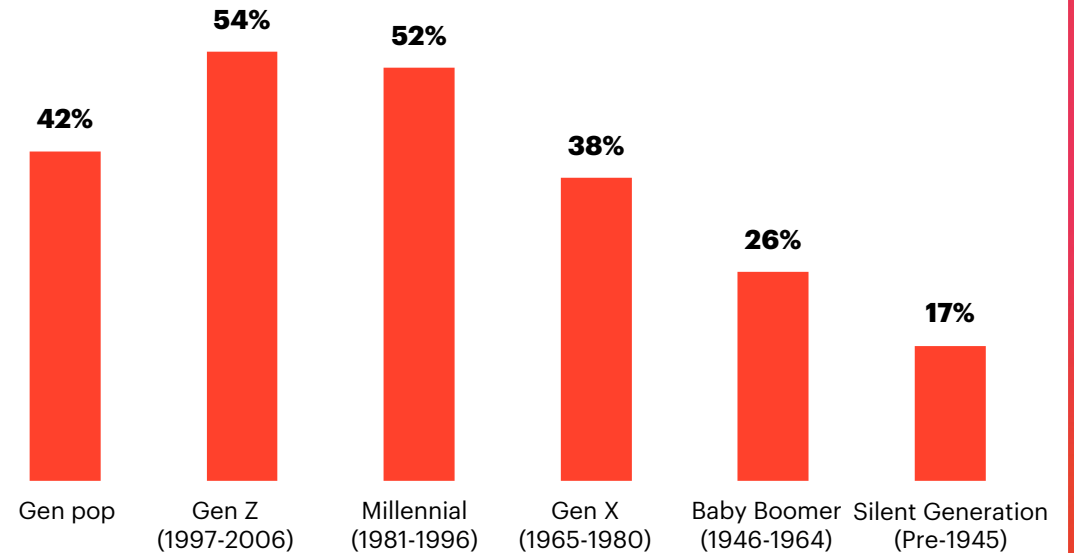


Gen Z more likely to say they “stalk” on social media, and prefer social interactions to IRL

“I have been known to ‘stalk’ someone on social media”

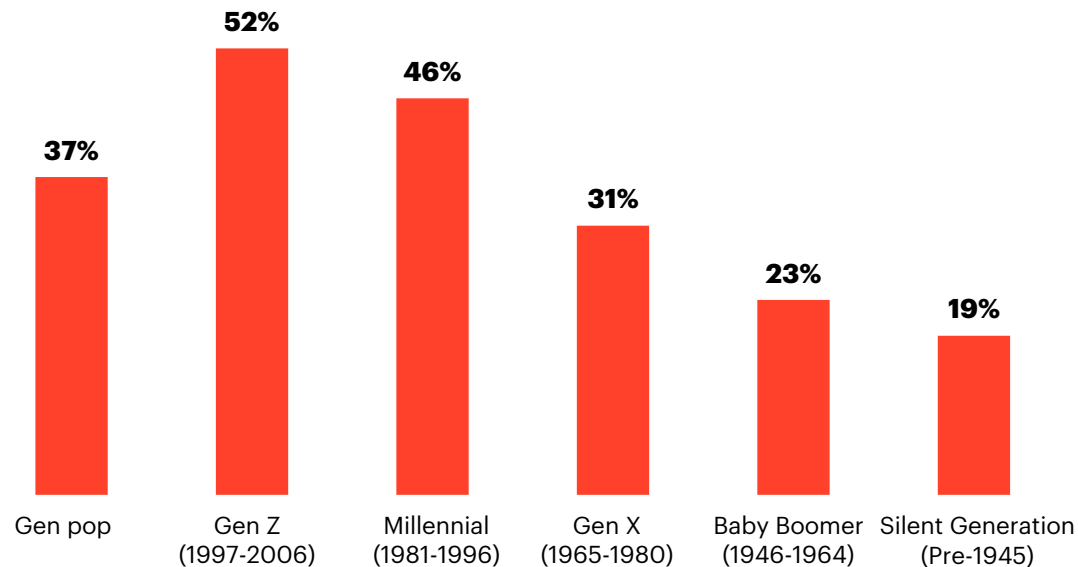


“I often prefer to interact with people on social media than in person”



More than half (52%) of Gen Z enjoys games on social media

"I enjoy playing games on social media"

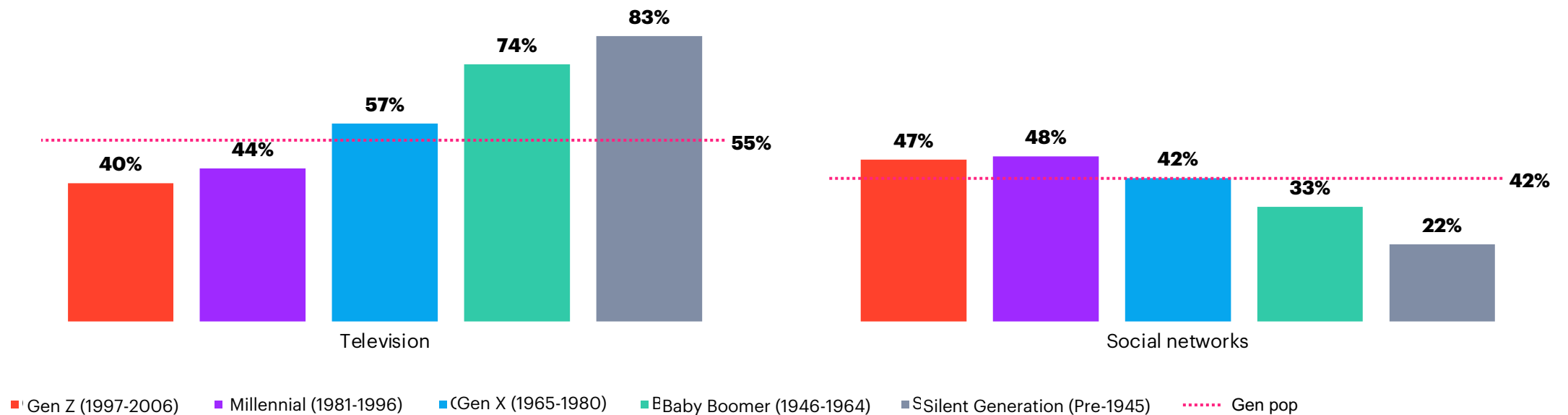


31% of Gen X and 23% of Baby Boomers agree the same.



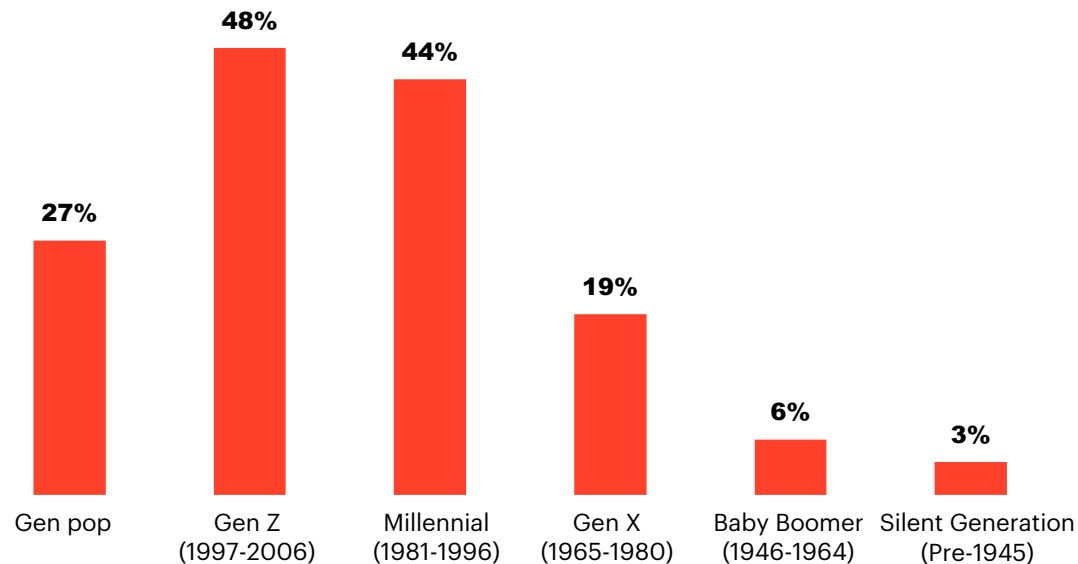
Social networks outrank television as a source for news among Gen Z (and Millennials)

Sources of news by generation



Gen Z are 8x more likely than Baby Boomers to trust products from celebrities and influencers

"I trust products recommended by celebrities or influencers"



27% of Americans trust products recommended by celebrities and influencers



Brand rankings among weekly social network users

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Brand rankings methodology

Looking at hundreds of thousands of YouGov panel surveys, we compared brand purchase consideration of weekly social media users for Facebook, Instagram, X, Snapchat, and TikTok in the US versus the general population.

The brands in this section are ranked by the difference in consideration between the two groups. For instance, 37.8% of weekly Instagram users would consider buying from Starbucks, while 27.3% of the general population feel the same. This 10.6 percentage-point difference places Starbucks higher in our ranking than Target, despite the latter having an overall higher consideration among weekly Instagram users (49.8%). Consideration scores are rounded to the nearest decimal point, and differences are determined from those rounded scores.

This data in this analysis comes from connecting YouGov BrandIndex and YouGov Profiles. Brands must have been tracked for 183 days to qualify for the ranking, which measures consideration sentiment between respective social network users and gen pop.

[Explore more data >](#)[Get in touch >](#)

Facebook

Instagram

X

Snapchat

TikTok



Which brands do weekly Facebook users prefer?

Rank	Brand name	Weekly Facebook users	Gen pop	Difference
1	Campbell's	46.9%	43.4%	3.5
2	Nabisco	38.9%	35.6%	3.3
3	Amazon Music	26.1%	22.9%	3.2
4	Skechers	36.6%	33.5%	3.1
5	Kraft	48.8%	45.7%	3.1
6	Ore-Ida	35.2%	32.5%	2.7
7	StarKist	33.8%	31.2%	2.6
8	Applebee's	29.0%	26.5%	2.5
9	Amazon Prime	64.0%	61.5%	2.5
10	Walmart Plus	20.9%	18.7%	2.2

YouGov BrandIndex US, April 1, 2023, to March 31, 2024.

Weekly Facebook Users (n> 9,400). Excludes social networks, TV broadcasters and messaging app services.

Get in touch

Facebook

Instagram

X

Snapchat

TikTok



Which brands do weekly Instagram users prefer?

Rank	Brand name	Weekly Instagram users	Gen pop	Difference
1	Spotify	42.3%	28.0%	14.3
2	Starbucks	37.8%	27.3%	10.5
3	Target	49.8%	39.7%	10.1
4	Apple Music	26.9%	17.5%	9.4
5	iPhone	45.4%	36.1%	9.3
6	Apple Watch	36.4%	27.2%	9.2
7	DoorDash	26.8%	18.0%	8.8
8	Uber Eats	22.8%	14.3%	8.5
9	Nike	42.4%	33.9%	8.5
10	IKEA	36.7%	28.3%	8.4

YouGov BrandIndex US, April 1, 2023, to March 31, 2024.

Weekly Instagram Users (n> 4,600). Excludes social networks, TV broadcasters and messaging app services.

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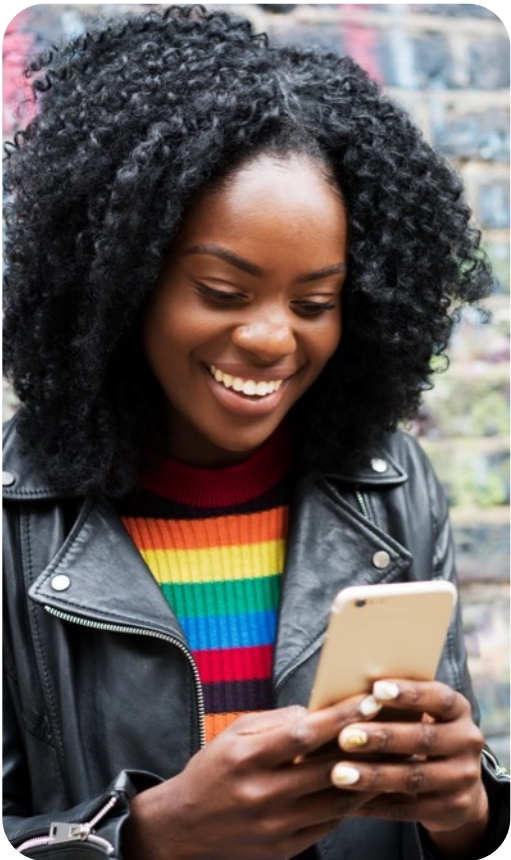
Facebook

Instagram

X

Snapchat

TikTok



Which brands do weekly X users prefer?

Rank	Brand name	Weekly X users	Gen pop	Difference
1	Spotify	42.7%	28.0%	14.7
2	Apple Music	27.8%	17.5%	10.3
3	Uber Eats	24.5%	14.3%	10.2
4	FIFA	20.6%	10.6%	10.0
5	IKEA	36.9%	28.3%	8.6
6	Amazon Music	31.3%	22.9%	8.4
7	Apple TV+	23.6%	15.2%	8.4
8	Uber	30.7%	22.4%	8.3
9	DoorDash	26.1%	18.0%	8.1
10	Adidas	37.0%	29.0%	8.0

YouGov BrandIndex US, April 1, 2023, to March 31, 2024.

Weekly X Users (n> 3,100). Excludes social networks, TV broadcasters and messaging app services.

Get in touch

Facebook

Instagram

X

Snapchat

TikTok



Which brands do weekly Snapchat users prefer?

Rank	Brand name	Weekly Snapchat users	Gen pop	Difference
1	Spotify	50.1%	28.0%	22.1
2	Nike	53.6%	33.9%	19.7
3	Apple Watch	43.8%	27.2%	16.6
4	Adidas	45.0%	29.0%	16.0
5	Starbucks	42.9%	27.3%	15.6
6	DoorDash	32.6%	18.0%	14.6
7	FIFA	24.7%	10.6%	14.1
8	Apple Music	31.4%	17.5%	13.9
9	Uber Eats	27.9%	14.3%	13.6
10	Red Bull	23.2%	9.7%	13.5

YouGov BrandIndex US, April 1, 2023, to March 31, 2024.

Weekly Snapchat Users (n> 1,500). Excludes social networks, TV broadcasters and messaging app services.

Get in touch

Facebook

Instagram

X

Snapchat

TikTok



Which brands do weekly TikTok users prefer?

Rank	Brand name	Weekly TikTok users	Gen pop	Difference
1	Nike	51.9%	33.9%	18.0
2	Starbucks	42.7%	27.3%	15.4
3	McDonald's	53.8%	40.0%	13.8
4	Spotify	41.4%	28.0%	13.4
5	Apple Watch	40.3%	27.2%	13.1
6	Smirnoff	29.4%	16.5%	12.9
7	MTV	26.8%	13.9%	12.9
8	Apple News	25.9%	13.1%	12.8
9	Gucci	22.8%	10.7%	12.1
10	Call of Duty	28.2%	16.3%	11.9

YouGov BrandIndex US, April 1, 2023, to March 31, 2024.

Weekly TikTok Users (n> 800). Excludes social networks, TV broadcasters and messaging app services. Alcohol brands apply to those aged 21+.

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