

ONLINE & DIGITAL MEDIA NEWS – FACEBOOK REMAINS MOST POPULAR SOCIAL PLATFORM AMONG MILLENNIALS, SENIORS

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Media Technology Monitor (MTM) has released new data on media and technology use, focused on Millennials (18-39), Generation X (40-54) and Seniors (75+). Among Anglophones, there were notable differences in social networking platform preferences among generations, however the most popular social network among both Millennials and Older Anglophones is Facebook, with at least 8 in 10 Anglophone social networkers having used the platform in the past month. Millennials are most likely to be interested in online audio, with YouTube the preferred platform with 81% of Gen Zs and 74% of Gen Ys using it to listen to music online. MTM says 84% of Gen X'ers are reading online news content, putting them nearly on par with younger Anglophones. Gen Xers also prefer accessing broadcast news websites (69%) over social media (42%), news aggregators (37%), and newspaper websites (27%). MTM found that more than nine in 10 seniors still subscribe to a traditional TV service such as cable, satellite, or fibre optic. Two-fifths of seniors subscribe to an SVOD service, like Netflix, to supplement their TV viewing.