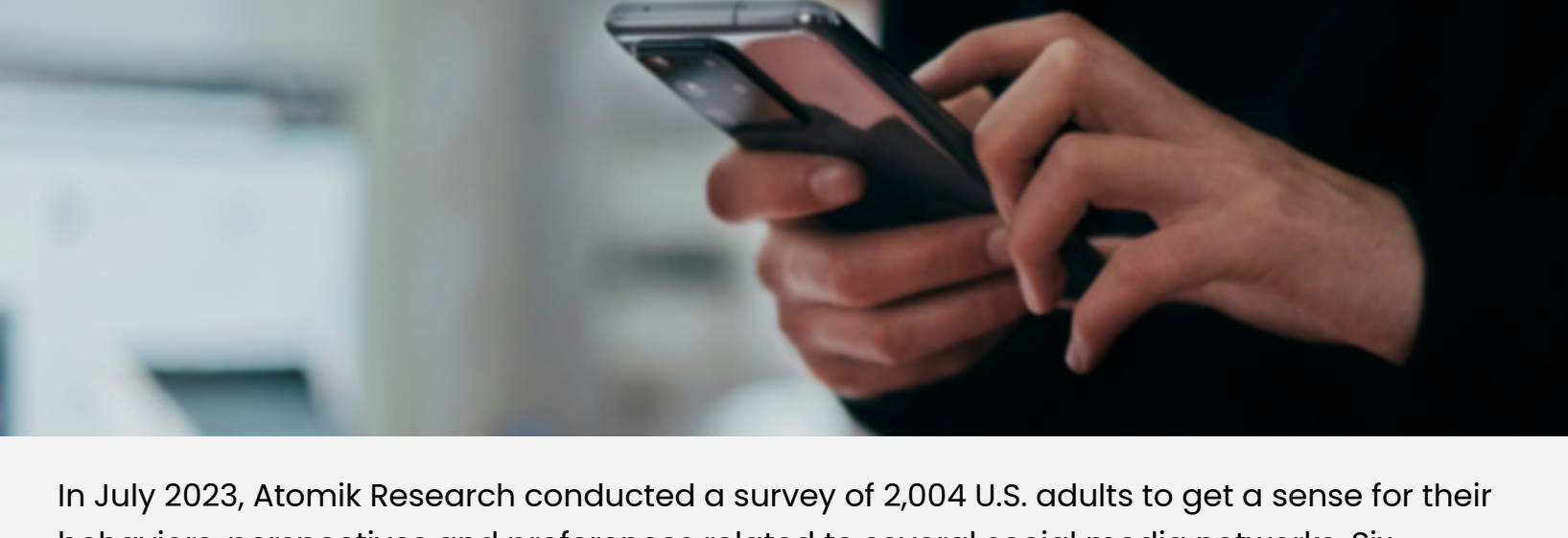


2024 COMPARATIVE

A SOCIAL MEDIA CLASSIC STILL WINS

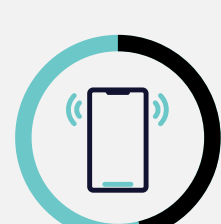
An original social media network remains top with U.S. consumers... for now



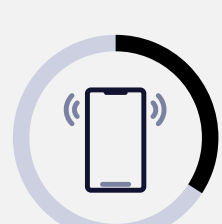
In July 2023, Atomik Research conducted a survey of 2,004 U.S. adults to get a sense for their behaviors, perspectives and preferences related to several social media networks. Six months later, we asked the same number of U.S. adults – plus one more – the same questions to find out what may have changed. Yep. Things changed.

It's a no-brainer that social media represents a major force in how people share and engage one another and a major force in how they connect with brands and beyond. In fact, the number of **U.S. adult consumers** that **say that they can't live without social media has increased 12 points** between the July 2023 survey and January 2024 survey results release.

"I can't live without social media" (Any Agree)

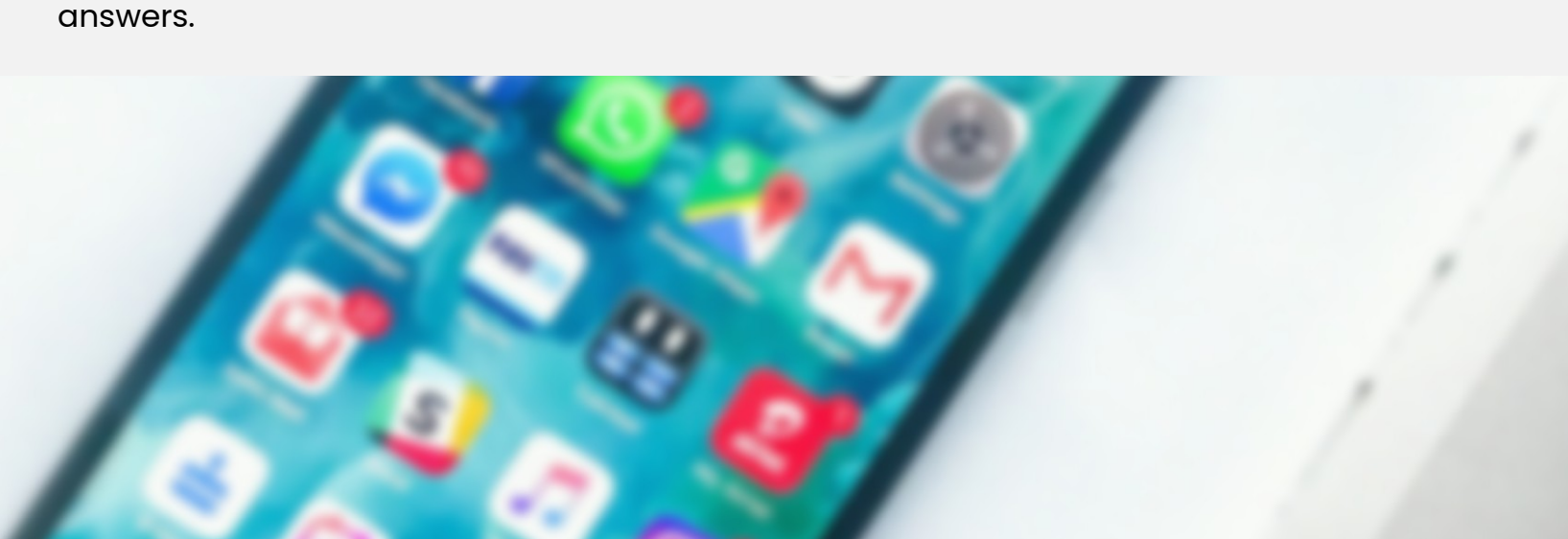


46%: January 2024



34%: July 2023

Furthermore, over **1 in 3 U.S. adults** (36%) **cite that they would rather give up sex for a year than delete their favorite social media app from their phone**, which is six points higher than July 2023. Okay, that's commitment, right? With that said, with social media apps on so many phones; which are they using most or willing to give up and how does social media factor into how they engage with brands/products/services? Don't worry – we've got answers.



HOLD THE PHONE: MOST PRESENT AND MOST USED SOCIAL APPS

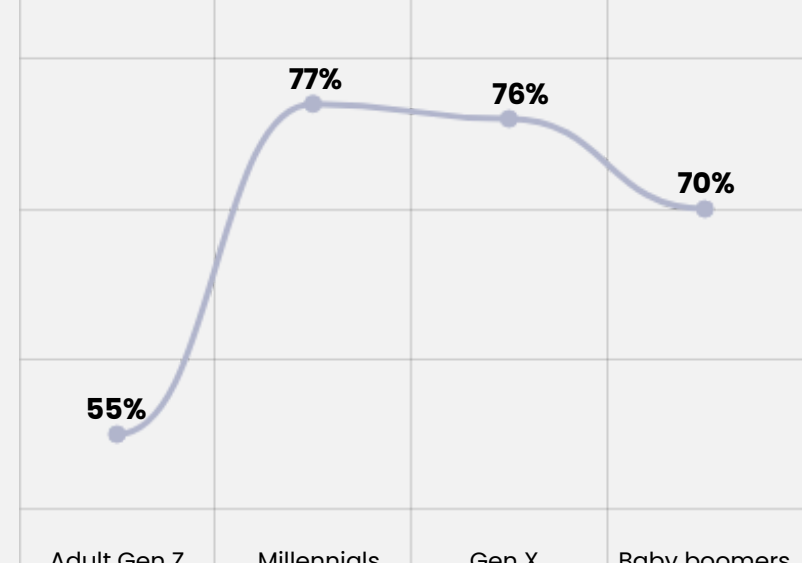
A social media channel launched 20 years ago still holds the top spot, even with the arrival and decline of others.

Which of the following social media apps do you have on your phone, if any?

	January 2024		July 2023
Facebook	72%	↓ 2%	74%
Youtube	69%	↓ 4%	73%
Instagram	51%	↓ 4%	55%
Tiktok	41%	↓ 7%	48%
X (formerly Twitter)	40%	↑ 9%	31%
Pinterest	27%	↓ 8%	35%
Reddit	16%	↓ 1%	17%
Discord	13%	↓ 2%	15%
Threads	10%	↓ 2%	12%

The three social media apps – **Facebook, YouTube and Instagram** – follow expected trends considering factors such as having the highest number of active monthly users (Facebook); the prevalence of video in searches for information and entertainment (YouTube); and the quick-share, influencer focus (Instagram) of these apps. What may surprise some is **how Facebook lands across generations.**

Those with Facebook on their phones



For sure: there's a 22-point gap between adult Gen Z and millennials, but, **at 55%, Facebook is on the majority of adult Gen Z's phones.** But presence represents just one part of the perspective.

Facebook is the most used social media app on U.S. adult consumers' phones overall, landing at a mean of 9.12. By gender, Facebook is the most-used app with very little difference between men (9.17) and women (9.08). Generational differences exist with means higher from millennials to baby boomers, but its use is still fairly strong among younger generations.

Mean scores – most used social media app (0-10)
8.52: Adult Gen Z | 8.87: Millennials | 9.30: Gen X | 9.51: Baby Boomers

So, what is the **most used social media app among adult Gen Z?** Yes, it's **TikTok**, scoring a mean of 8.75 – just 0.4 ahead of Instagram.

Ironically, for January 2024, when asked which social media app they'd give up if they had to choose just one, Facebook was the top choice (19%), followed by TikTok (14%) and X (formerly Twitter – last time we qualify it. Promise.) (12%).

Most present and most used: again, just parts of the perspective. **For marketers, it's about engaging with their brands.**



THE KEY: SOCIAL MEDIA APPS IN ENGAGING WITH BRANDS/PRODUCTS/SERVICES

For the January 2024 survey, the Atomik team wanted to get a baseline of preferred ways U.S. consumers engage with brands that included more than just social media channels. **Facebook is the preferred channel by more U.S. consumers than any other way of engaging.**

Variations by generation paint a good picture of how each generation engages, but it also sheds light on the fact that for some ways of engaging it's a mix that marketers can make the most of. For example, though TikTok is preferred by more adult Gen Z as compared to other generations, Facebook is still an important way for them to engage with brands/products/services. A focus on a single channel would be a miss for marketers in reaching key consumers.

Preferred way to engage with a brand/product/service

	Total	Gen Z	Millennial	Gen X	Baby boomer	Silent Generation
Facebook	19%	13%	22%	23%	16%	8%
YouTube	16%	14%	16%	20%	14%	12%
In-Store	15%	10%	4%	18%	29%	31%
Brand/Product/Service website	13%	8%	8%	14%	24%	29%
Instagram	10%	13%	17%	7%	3%	2%
Tiktok	9%	21%	11%	6%	1%	0%
X (formerly Twitter)	9%	8%	15%	7%	2%	0%

The strength of Facebook can also be seen in a recent social media usage report from Pew. **Facebook landed in second place behind YouTube.** An important distinction between Atomik's insights and Pew's is that the former was specific to Facebook as a way to engage with brands/products/services.

What's It Mean?

Positive movement in U.S. consumers' outlook on the economy, which we explore in our report "2024 Comparative: Will Consumers Spend or Spin?", signals expectations in spending that brands can benefit from. With social media representing the preferred way that a major cross section of U.S. consumers engage with brands/products/services, marketers should lean in to evaluate their strategies for reaching them. Further, the social media channels of news outlets also play a key role in PR efforts. **Marketers need to avoid single channel focuses and lean into data-driven insights to put together the right channel mix to engage and motivate consumers.**

Getting started is simple. Contact your current 4media group account representative or **contact us** to learn more about **surveys and other communications strategy-focused services** from Atomik Research.



Methodology: Atomik Research conducted an online survey of 2,005 adults throughout the United States. The margin of error is +/- 2 percentage points with a confidence level of 95 percent. Fieldwork took place between December 22 and December 29, 2023. Atomik Research is an independent, creative market research agency.