

**Screens, streams, and scrolls:** 

State of US media consumption in 2025

How media usage in America is shifting among different generations.



US media consumption habits 2025 YouGov

#### **Foreword**





In 2025, the American media landscape is more dynamic and fragmented than ever before, with content flowing across countless platforms and formats.

Understanding when and where people engage with media has become essential for anyone seeking to connect with audiences in meaningful ways.

This report offers a comprehensive look at current media trends in the United States, with a special focus on generational consumption patterns, analyzing three core areas: live and on-demand TV, radio and podcasts, and social media, to uncover the nuanced behaviors shaping how different age groups experience media today."

#### **Dare Schenck**

Vice President, YouGov America

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## Powered by the YouGov panel

The insights in this report are fueled by YouGov's consumer research panel, which has 30 million registered members from 55+ markets.

Every day, our members trust us with their data and opinions – enabling us to gain insights into behaviors and attitudes from people of all ages, backgrounds and beliefs.

Inclusion is essential for our members, our clients, and our mission. We invest millions each year to ensure we can create truly nationally representative online samples and access hard-to-reach groups.

The Pew Research Centre concluded that YouGov "consistently outperformed" other online competitor samples for accuracy.

30m· registered panel members markets

**Explore our solutions** 

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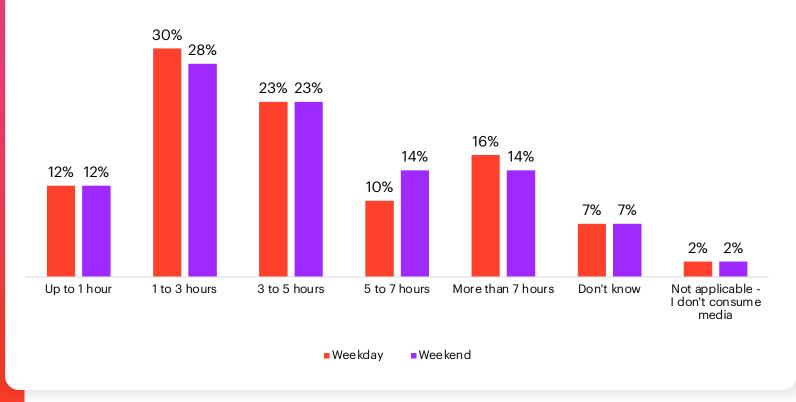


# More than 1 in 4 Americans consume 5+ hours of media per day

Approximately 3 in 20 Americans spend more than 7 hours a day consuming media.

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### How many hours do you typically spend consuming media on an average weekday or weekend? (% US gen pop)



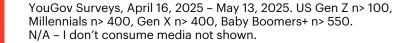
YouGov Surveys, April 16, 2025 - May 13, 2025. US n> 1,500

#### Baby Boomers+ are most likely to consume 5+ hours of media per day – but all age groups consume heavily

Baby Boomers+ and Gen Z are most likely to consume 5+ hours, closely followed by Gen X and Millennials.

## How many hours do you typically spend consuming media on an average <u>weekday</u>? (% of US gen pop by generation)

	Gen Z	Millennials	Gen X	Baby Boomers
Up to 1 hour	15%	12%	12%	11%
1 to 5 hours	52%	52%	53%	53%
5+ hours	28%	24%	25%	29%
Don't know	6%	9%	8%	4%



## Gen Z are most likely to consume 5+ hours on weekends

All age groups show at least 1 in 4 people consuming 5+ hours of media during the weekend.



## How many hours do you typically spend consuming media on an average <u>weekend</u>? (% of US gen pop by generation)

	Gen Z	Millennials	Gen X	Baby Boomers+
Up to 1 hour	14%	11%	12%	14%
1 to 5 hours	50%	49%	53%	50%
5+ hours	31%	27%	25%	29%
Don't know	5%	10%	8%	5%

YouGov Surveys, April 16, 2025 – May 13, 2025. US Gen Z n> 100, Millennials n> 400, Gen X n> 400, Baby Boomers+ n> 550. N/A – I don't consume media not shown.

#### Tracking America's media habits in 2025

#### Media consumed in the last month:



**72%** 

consumed social media increasing to 79% among Millennials



69% streamed video content

(e.g. Netflix) increasing to 76% among Millennials



**58%** 

listened to the radio increasing to 65% among Baby Boomers+ •



23%

read digital newspapers increasing to 26% among Baby Boomers+



12%

read digital magazines increasing to 15% among Gen Z



63%

watched live television increasing to 75% among Baby Boomers+



**58%** 

listened to music from a streaming service (e.g. Spotify) increasing to 74% among Gen Z



**15%** 

read print magazines increasing to 23% among Baby Boomers+



11%

read print
newspapers
increasing to 16%
among Baby Boomers+

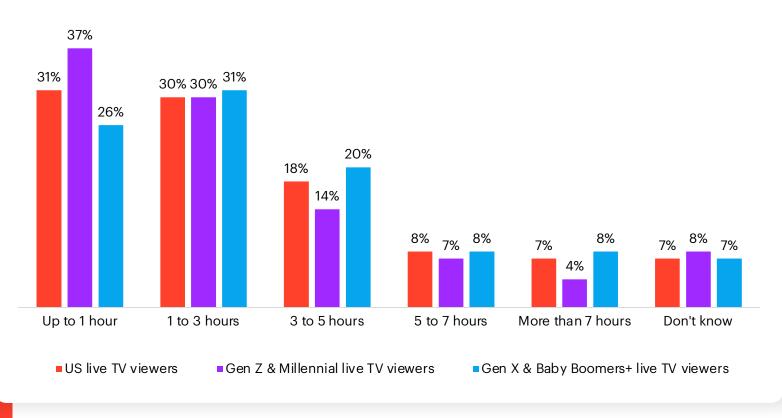


#### 33% of American live TV viewers watch for more than 3 hours per day

Gen X and Baby Boomers+ live TV viewers are more likely to watch for longer compared to younger viewers.

Get in touch for more data

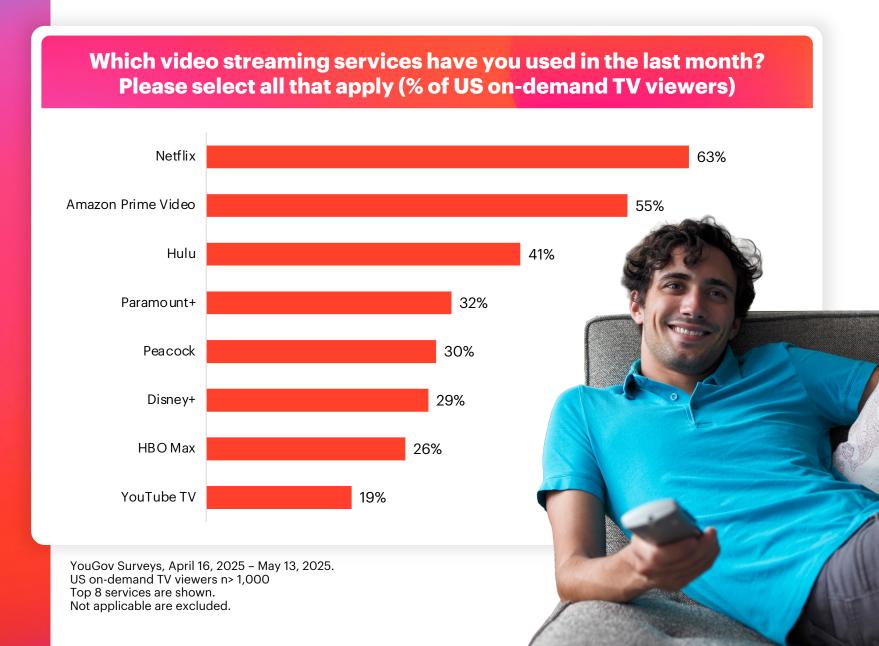
#### In a typical day, approximately, how many hours do you spend watching live TV? (% of US live TV viewers)



YouGov Surveys, April 16, 2025 – May 13, 2025. US live TV viewers n> 1,100, Gen Z & Millennial live TV viewers n> 350, Gen X & Baby Boomers+ live TV viewers n> 750

#### Netflix is the leading streaming service used by American on-demand TV viewers

63% have used Netflix in the last month, while over half (55%) have used Amazon Prime video.





## Profile spotlight: Who are daily TV viewers in 2025?



**Male: 44% Female: 56%** 

Compared to

male: **48%**, female: **52%** 

for US gen pop







43% are parents of

children over 18

Compared to **37%** of US gen pop



41%

are Baby Boomers+

Compared to 30% of US gen pop



69%

of Americans are **US daily TV viewers** 



40%

are middle income (75%-200% of median)

Compared to 38% of US gen pop



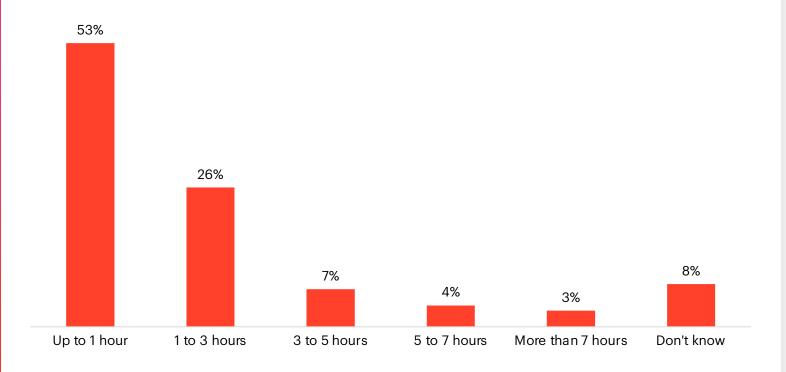
YouGov Profiles. June 2025. US daily TV viewers n> 70,000

# The majority of radio listeners tune in for under an hour per day (53%)

53% of US radio listeners listen for up to 1 hour in a typical day, followed by 26% who listen for between 1-3 hours.



In a typical day, approximately, how many hours do you spend listening to live or on-demand radio? (% of US radio listeners)



YouGov Surveys, April 16, 2025 – May 13, 2025. US radio listeners n> 1,000

# Spotify is the leading streaming service among Americans (47%)

This increases to 59% among Gen Z and Millennial listeners.

Gen X and Baby Boomers+ are more likely to listen to Amazon Music than younger listeners (33% versus 15%).



#### Which audio service platforms have you used in the last month? Please select all that apply (% of US audio service listeners)

	US audio service listeners	US Gen Z & Millennial audio service listeners	US Gen X & Baby Boomers+ audio service listeners		
Spotify	47%	59%▲	33%▼		
Amazon Music	23%	15%▼	33%▲		
Apple Music	18%	22%	13%▼		
Pandora	8%	3%▼	14% ▲		
YouTube	7%	9%	6%		

YouGov Surveys, April 16, 2025 – May 13, 2025. Top 5 shown
US audio service listeners n> 900, Gen Z & Millennials n> 500, Gen X & Baby Boomers n> 400
N/A responses are excluded. Don't know not shown.

A/▼: Indicates statistically significant differences compared to US gen pop



#### **Profile spotlight:** Who are daily radio listeners in 2025?



Male: 49% **Female: 51%** 

Compared to

male: **48%**, female: **52%** 

for US gen pop





**45%** are parents of

children over 18

Compared to **37%** of US gen pop



41%

are Baby Boomers+

Compared to 30% of US gen pop



13%

of Americans are **US** daily radio listeners



are lower income

(Less than 75% of median)

Compared to 40% of US gen pop

YouGov Profiles. June 2025. US daily radio listeners n> 13,000



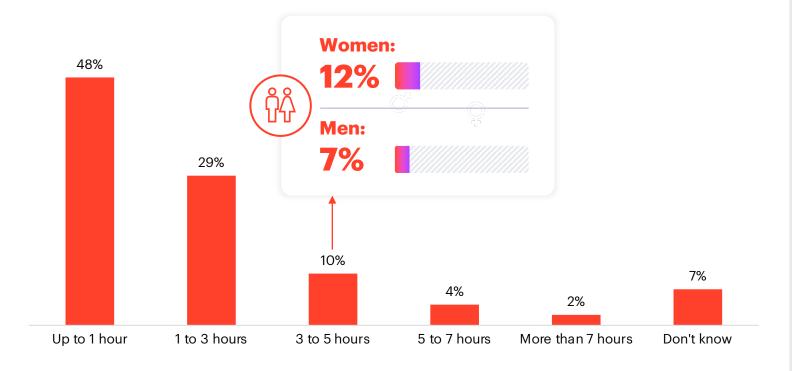
# Almost half of American podcast listeners stream for under an hour per day

48% of US podcast listeners listen for up to 1 hour in a typical day, followed by 29% who listen for between 1-3 hours.

Women podcast listeners are significantly more likely to listen for 3-5 hours compared to men (12% versus 7%).

Get in touch for more data

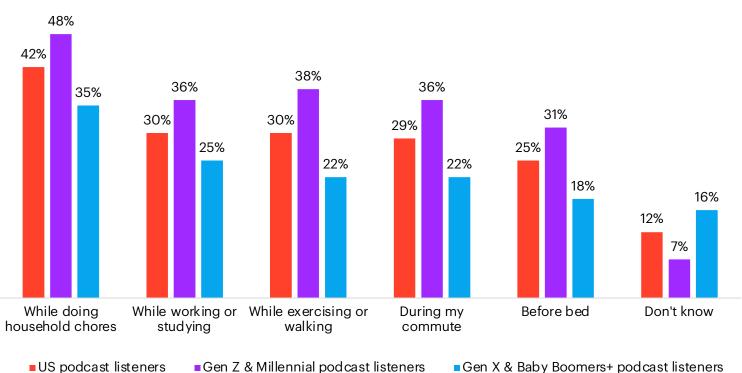
### In a typical day, approximately, how many hours do you spend listening to podcasts? (% of US podcast listeners)



## 2 in 5 American podcast listeners tune in while doing household chores

This increases to almost 1 in 2 among younger Americans – who are more likely to listen to podcasts while multi-tasking across all activities.

#### When do you usually listen to podcasts? Select all that apply (% of US podcast listeners)



YouGov Surveys, April 16, 2025 – May 13, 2025. US podcast listeners n> 750, Gen Z & Millennial podcast listeners n> 300, Gen X & Baby Boomers+ podcast listeners n> 400. (Top 5 shown)



#### **Profile spotlight:** Who are daily podcast listeners in 2025?



Male: 50% **Female: 50%** 

Compared to

male: **48%**, female: **52%** 

for US gen pop







51% are not parents

Compared to **37%** of US gen pop



37%

are Millennials

Compared to 29% of US gen pop



16%

of Americans are **US** daily podcast listeners



43% are middle income

(75%-200% of median)

Compared to 38% of US gen pop



YouGov Profiles. June 2025. US daily podcast listeners n> 17,000

#### Facebook, YouTube and Instagram lead the way among American social media users

3 in 4 Americans have used Facebook and YouTube in the last month, while 46% have used Instagram.

Instagram, TikTok and Pinterest gain higher traction among Gen Z, while Facebook has a strong among the Baby Boomers+ generation.

#### Which social media platforms have you used in the last month? Please select all that apply (% of US social media users by generation)

	US social media users	Gen Z	Millennials	Gen X	Baby Boomers+
Facebook	75%	65%▼	71%	75%	85%▲
YouTube	72%	77%	79%▲	70%	63%▼
Instagram	47%	65%▲	54%▲	42%	34%▼
TikTok	27%	43%▲	32%▲	27%	12%▼
X (formerly Twitter)	25%	23%	28%	28%	21%
Reddit	25%	30%	39%▲	21%	11% ▼
Pinterest	17%	23%	15%	17%	17%
LinkedIn	15%	13%	14%	18%	13%
Snapchat	14%	38%▲	16%	9%▼	5%▼
Other	9%	2%▼	14% ▲	8%	8%

YouGov Surveys, April 16, 2025 - May 13, 2025. US social media users n> 1,300, Gen Z n> 100, Millennials n> 350, Gen X n> 350, Baby Boomers+ n> 450. Top 10 shown. ▲/▼: Indicates statistically significant differences compared to US social media users.

## American social media users are more likely to use Reddit compared to the multi-market average

US social media users are significantly less likely to use Instagram and LinkedIn compared to other surveyed countries.

#### Which social media platforms have you used in the last month? Please select all that apply (% of social media users)

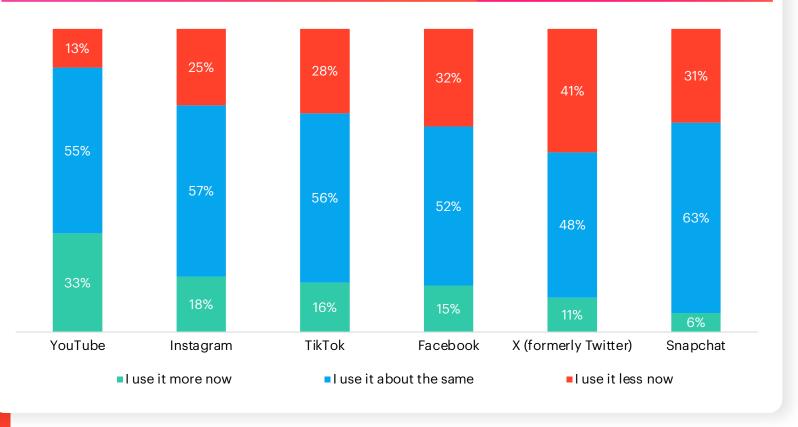
				•								
	US	Multi market average*	Australia	Canada	Great Britain	Germany	India	Mexico	Singapore	Spain	Sweden	UAE
Facebook	75%	75%	84%	75%	76%	58%	65%	87%	71%	61%	78%	73%
YouTube	<b>72</b> %	73%	75%	72%	65%	72%	89%	79%	82%	68%	67%	81%
Instagram	47%▼	60%	59%	52%	55%	51%	76%	63%	68%	72%	65%	70%
TikTok	27%▼	34%	38%	31%	26%	24%	0%	58%	50%	38%	25%	52%
X (formerly Twitter)	25%	25%	33%	25%	30%	16%	33%	30%	22%	31%	17%	31%
Reddit	25% ▲	13%	19%	19%	16%	10%	14%	8%	17%	4%	13%	11%
Pinterest	17%▼	19%	24%	23%	14%	18%	30%	29%	13%	21%	17%	20%
LinkedIn	15%▼	24%	32%	27%	21%	12%	41%	14%	29%	18%	23%	39%
Snapchat	14%▼	18%	28%	19%	15%	10%	33%	11%	7%	3%	29%	32%
Other	9%▲	5%	5%	5%	6%	9%	7%	2%	4%	4%	5%	5%

# YouTube is the most likely platform to be used more now than a year ago

1 in 3 American social media users say they use YouTube more now than in the year prior – compared to 18% for Instagram, 16% for TikTok, 15% for Facebook, 11% for X, and 6% for Snapchat.

Get in touch for more data



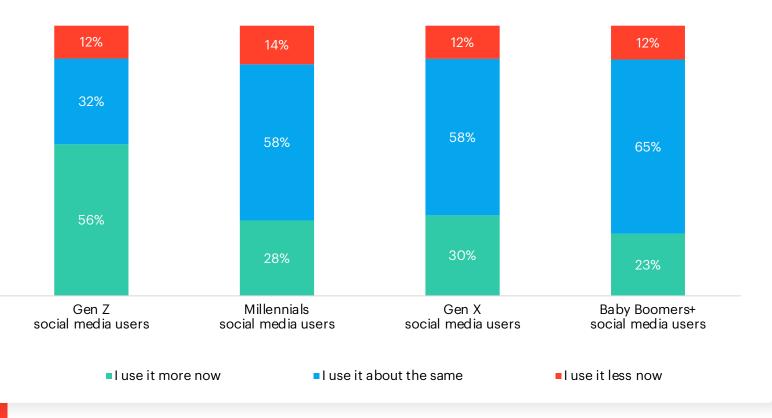


YouGov Surveys, April 16, 2025 – May 13, 2025. US social media users n> 1,300 Don't know is excluded

# 56% of Gen Z social media users say they use YouTube more than they did in the year before

All generations are more likely to say they use YouTube more rather than less than the year prior.



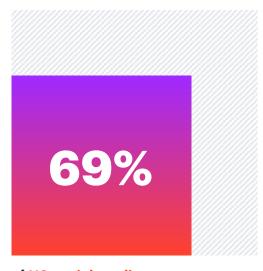


YouGov Surveys, April 16, 2025 – May 13, 2025. US social media users by generations, Gen Z n> 100, Millennials n> 350, Gen X n> 350, Baby Boomers+ n> 450 Don't know is excluded

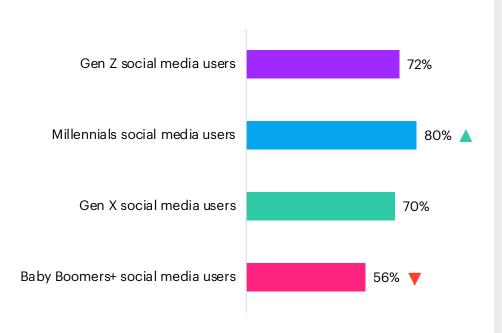
# Multi-screen mode: 7 in 10 Americans use social media while consuming other media content at the same time

This increases to 8 in 10 among Millennial social media users. Women social media users are significantly more likely to multi-screen (72%) compared to men (66%).

Do you ever use social media at the same time as consuming other media content, such as watching TV or listening to the radio or a podcast? (% of US social media users)



of **US social media users** use social media at the same time as consuming other media



YouGov Surveys, April 16, 2025 – May 13, 2025.
US social media users by generations, Gen Z n> 100, Millennials n> 350, Gen X n> 350, Baby Boomers+ n> 450

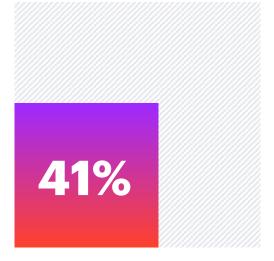
▲/▼: Indicates statistically significant differences compared to social media users

# 2 in 5 American social media users have purchased something because of an ad on social media

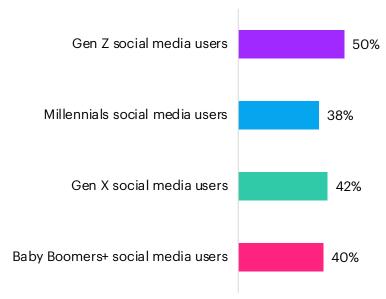
This increases to 1 in 2 among Gen Z social media users.

Get in touch for more data

#### Have you ever purchased a product or service because of an ad you saw on social media? (% of US social media users)



of **US social media users** have purchased a product or service because of an ad they saw on social media



YouGov Surveys, April 16, 2025 – May 13, 2025. US social media users by generations, Gen Z n> 100, Millennials n> 350, Gen X n> 350, Baby Boomers+ n> 450



#### **Profile spotlight:** Who are daily social media users in 2025?



Male: 45% **Female: 55%** 

Compared to

male: **48%**, female: **52%** 

for US gen pop







**49%** 

are not parents

Compared to **43%** of US gen pop



21%

are Gen Z

Compared to 15% of US gen pop



**58%** 

of Americans are US daily social media users



39%

describe their political viewpoint as liberal

Compared to 31% of US gen pop



YouGov Profiles. June 2025. US daily social media users n> 46,000 US media consumption habits 2025

## Methodology

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#### The insights in this report have been sourced via YouGov Surveys and YouGov Profiles.

The insights in this report were sourced via YouGov Surveys: Serviced – providing rapid answers from the right audience.

The multi-region survey was conducted from April 16, 2025 – May 13, 2025, with 1,500 respondents in USA. Additional insights are available for 16 other markets: Australia, Canada, Denmark, France, Great Britain, Germany, Hong Kong, India, Indonesia, Italy, Mexico, Poland, Singapore, Spain, Sweden, and the UAE.

The profile deep dive in this report was powered by YouGov Profiles – an ever-growing source of consumer data, with 2+ million data variables from YouGov's 29+ million global panelists. The data used in this report was accessed via Profiles+ USA 2025-06-29.

Throughout the report, each generation is defined as: Gen Z (1997 or later), Millennial (1981-1996), Gen X (1965-1980) and Baby Boomers+ (Pre-1964).

#### The groups used throughout this report are:

- US daily TV viewers: Watch TV for at least 1 hour every day
- US live TV viewers Typically watch live TV during a week-day or weekend (excludes those who answered: "Not applicable – I don't watch live TV."
- US on-demand TV viewers: Typically watch on-demand TV during a week-day or weekend (excludes those who answered: "Not applicable – I don't watch on-demand TV."
- US daily radio listeners: Listens to radio for at least 1 hour every day
- US radio listeners: Typically listen to the radio during a week-day or weekend.
   (excludes those who answered: "Not applicable I don't listen to radio."

- US daily podcast listeners: Listen to podcasts for at least 1 hour every day
- US podcast listeners: Typically listen to podcasts during a week-day or weekend (excludes those who answered: "Not applicable – I don't listen to podcasts."
- US daily social media users: Use social media for at least 1 hour every day
- US social media users: Typically use social media during a week-day or weekend (excludes those who answered: "Not applicable – I don't use social media."

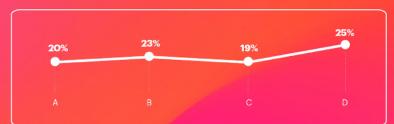
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#### **Data results**







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## nankyou

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