

# Who are the online Swedish Gen Z\*, and how do you get their attention?

\*Born 2000 or later





# The internet generation - an unmatched presence online

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## Internet browsing per week



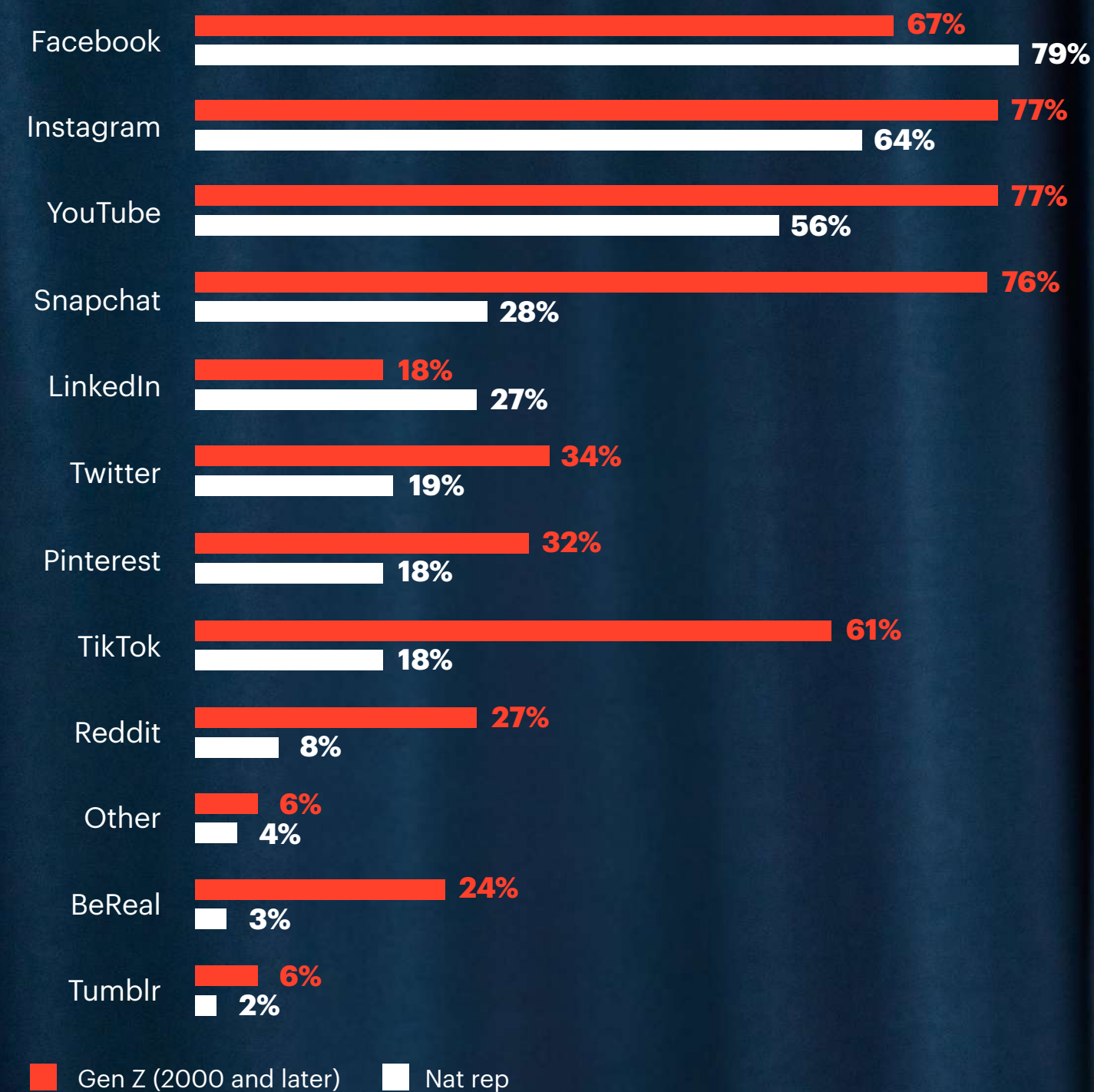
■ Gen Z (2000 and later) ■ Nat rep

Gen Z tend to be heavy users of browsing the web.



# Gen Z are present on most Social media platforms

Social Media (used at least once a month)



Gen Z tend to have profiles on most social medias and also in a much higher extent then the population. For example, **61%** uses Tiktok compared to **18%** of the population. They are also in a high extent active on Snapchat, YouTube and Instagram.

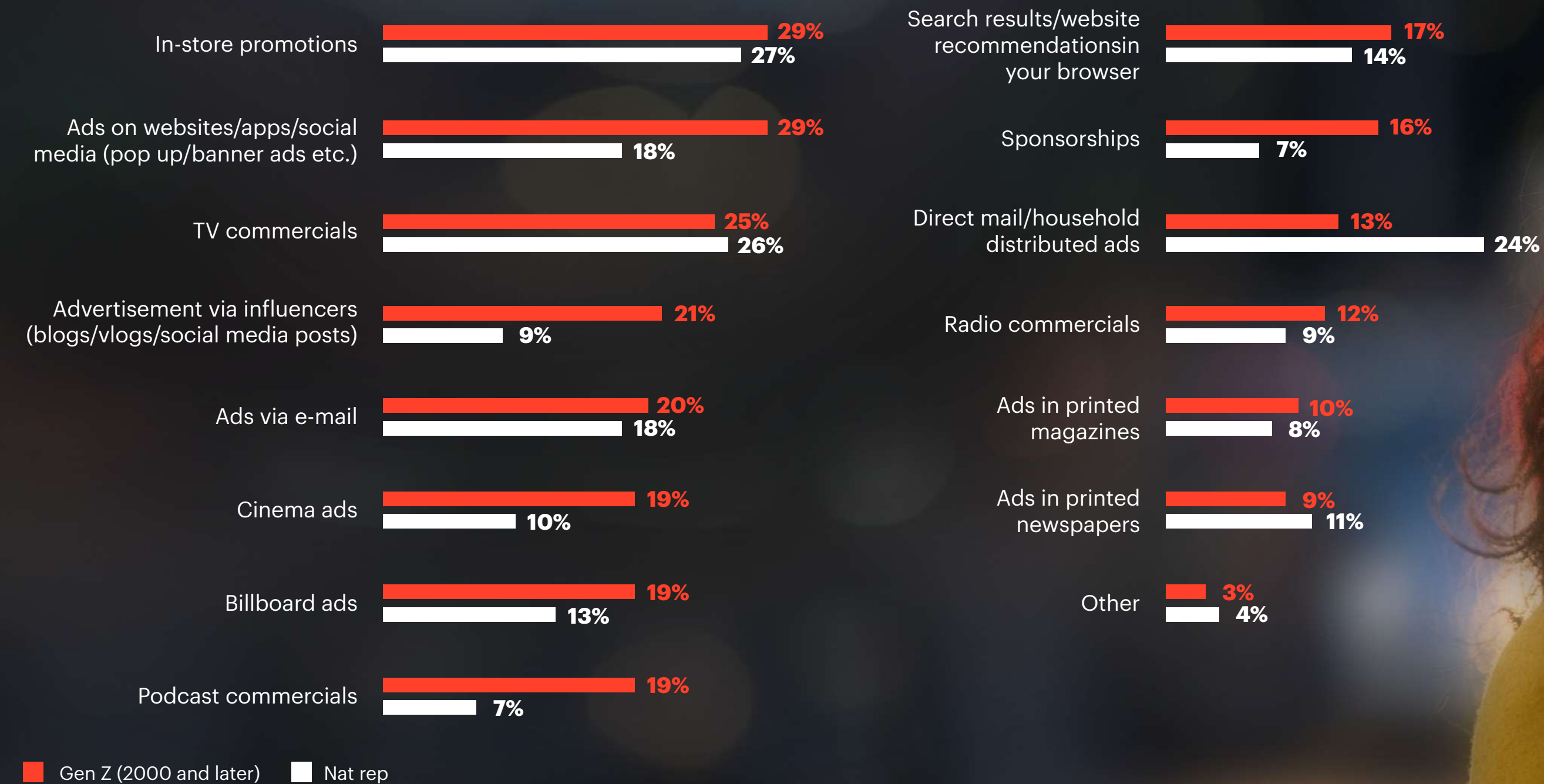
**30%** of Gen Z spends 1-10 hours per week on Snapchat.





# Capturing Gen Z's attention: Online ads and influencers play a vital role

## Advertising channels that grab your attention



Ads on websites/apps/social media is the advertising channel that grab Gen Z attention the most. Remember that in store promotions is also an important way to reach Gen Z.

**21%** (vs **9%** nat rep) of Gen Z says that advertisement via influencers grabs their attention.

**32%** (vs **20%** nat rep) of Gen Z are more likely to engage with advertisements on social media than on regular websites.

**25%** (vs **9%** nat rep) of Gen Z says that they trust products recommended by celebrities or influencers.

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# Types of sponsorships noticed

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Most noticed sponsorships among Gen Z are sponsors of user generated content (**33%** vs. **15%** nat rep) like YouTube videos or Podcast. Furthermore social media sponsorships (**22%** vs. **13%** nat rep) also present a way for brands to grab the attention of the Gen Z consumer base online.



# Thank you

## Living Consumer Intelligence.

Dataset used: Profiles+ 2023-05-21 N = 2424 (Gen Z born in 2000 or later) Make up 8% of the total population

YouGov is an international research data and analytics group. We have been building an ever-growing source of connected consumer data for the past twenty years, creating the richest and most complete understanding of your customers' complex lives. We call it living data. Understand what **22 million+** registered panel members in over **55 markets** are thinking, on over a million - and growing - data points. Re-contact and dig deeper to plan, activate and track marketing activity with certainty, at speed, every time.

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