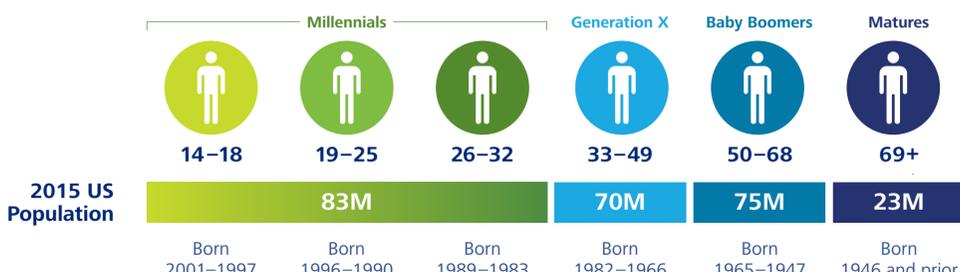


THE SOCIAL CIRCLE

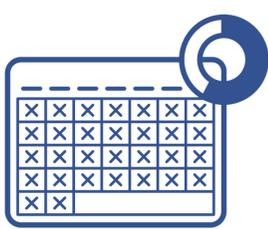
Social media connections across generations

Chances are you have a social media account. After all, social networking is not new, and **85% of US consumers** are on social networks. But how are consumers using social media? And how does it affect us across generations?

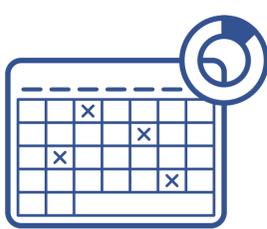


EXTREMELY SOCIAL CREATURES

Of the US population checking social media, more than half are online every day.



58% check daily



13% check weekly



14% check monthly

Some generations take social media to a whole other level.

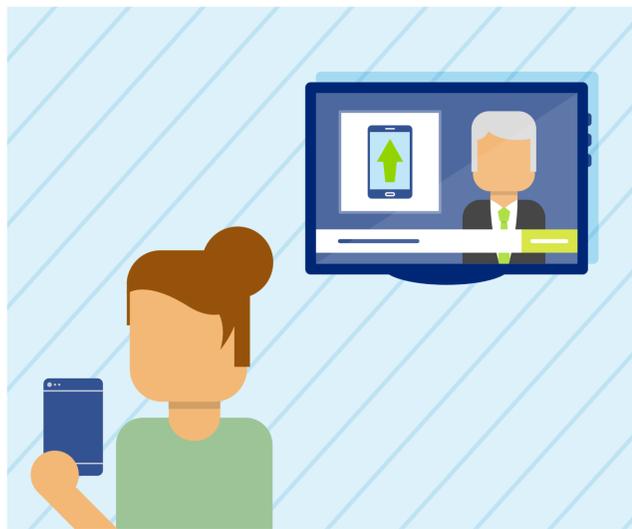
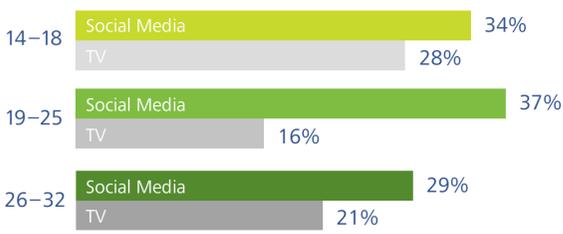


76% of all Millennials are on their social media accounts every day, and **66% of Millennials** ages 19-32 say they value their time interacting with friends on social media equally with their time spent together in-person.

THE BUSINESS OF SOCIAL

Overall, social media is rising as a popular news source, surpassing television as Millennials' favorite source of news.

Social media vs. television as main news source among Millennials



Brands' attention to social media's benefits has paid off, with more than **50%* of customers** saying social helps them feel more informed about and develop positive perceptions of brands.

*Among total US consumers, summary of agree strongly/somewhat

It's highest among Millennials ages 19-25, at **80%**.



Learn more about a brand from social media than from its company website

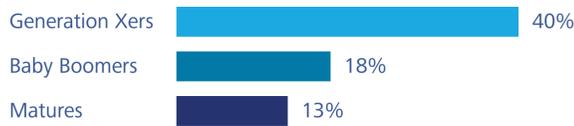


Experience more effective customer service through social media



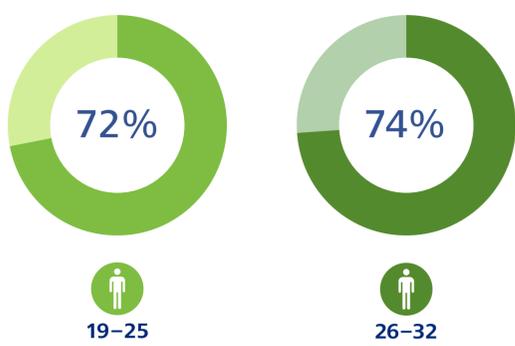
Social media also has an impact on consumers' buying decisions, especially among Millennials.

Ads delivered through social media platforms have at least a **50%** likelihood of influencing a Millennial's purchase, compared to:



In fact, among younger generations, its influence is even close to rivaling the long-revered TV spot's success. Social media recommendations are more influential than TV ads for Millennials ages 19-32.

Social media recommendations



TV ads



HERE TO STAY

Among mobile apps, social media apps are still top dog—holding the #1 spot for most used apps among both Millennials and Xers on smartphones and tablets. Time will tell what direction these social media trends continue to move as the generations' tech usage continues.

Source: "Digital Democracy Survey: Tenth Edition," 2016, Deloitte

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