

INDUSTRIES & MARKETS

Social media attitudes by generation in the United States

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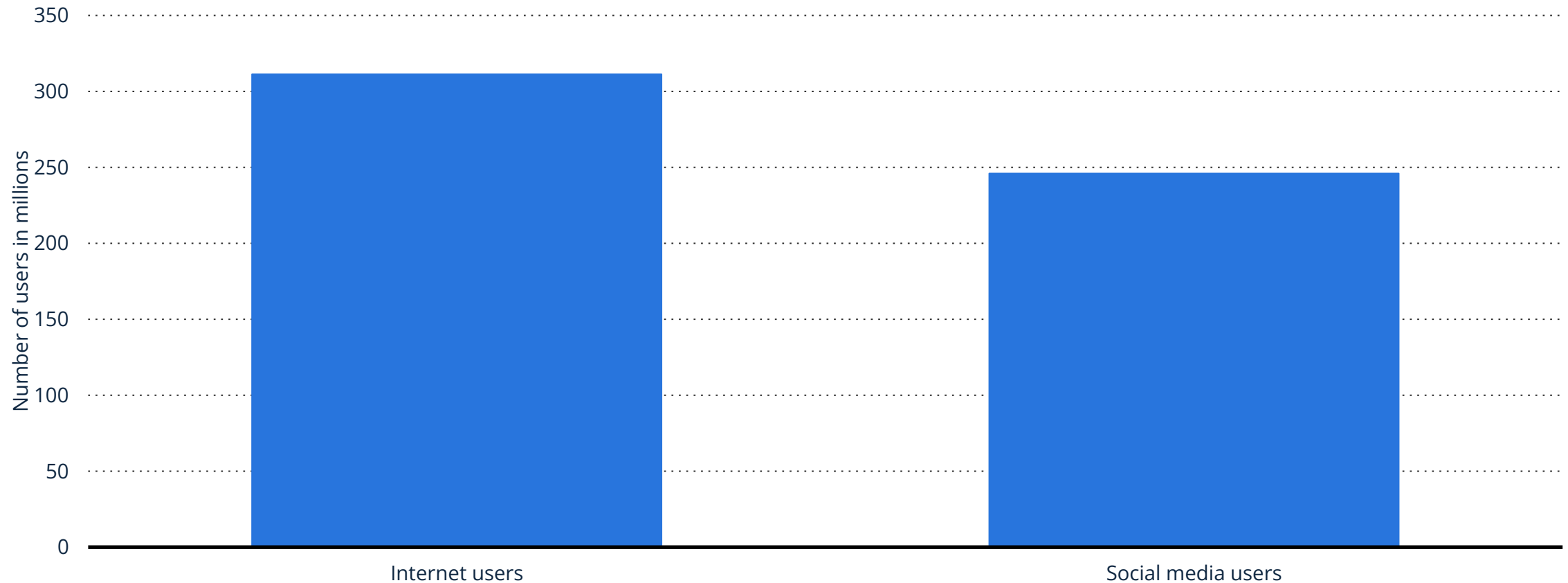
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CHAPTER 01

Overview

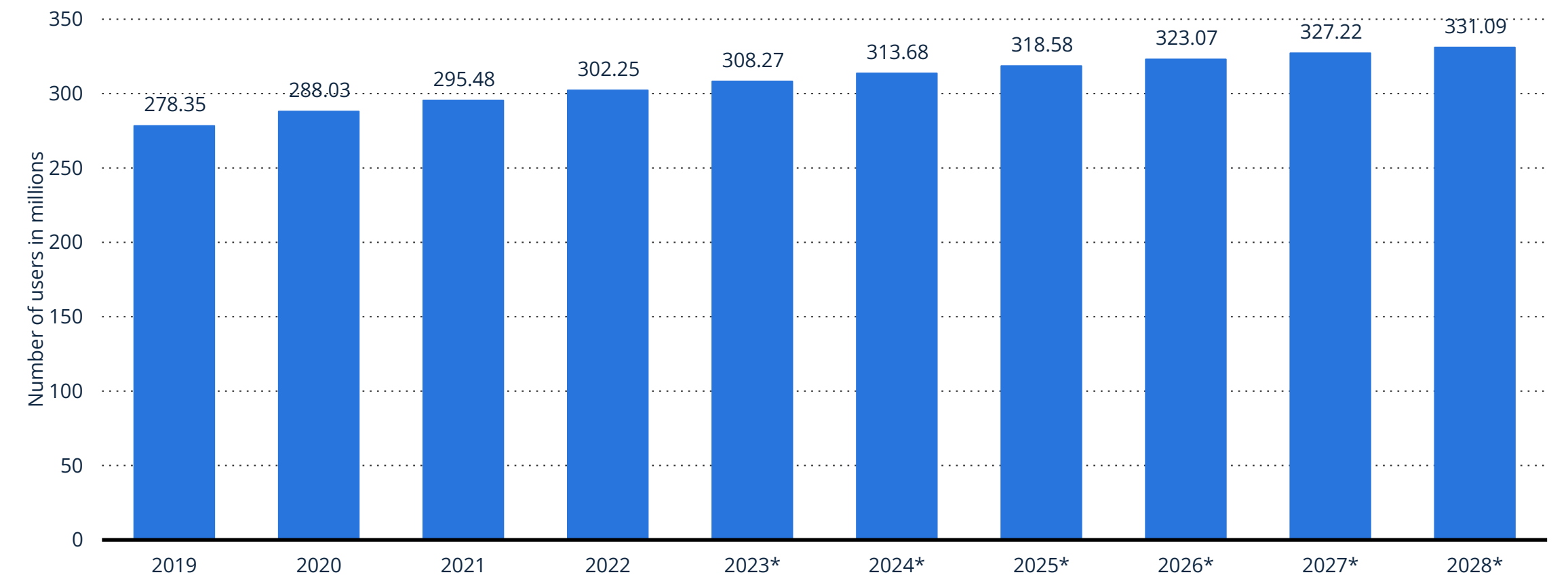
Number of internet and social media users in the United States as of January 2023 (in millions)

United States: digital population January 2023



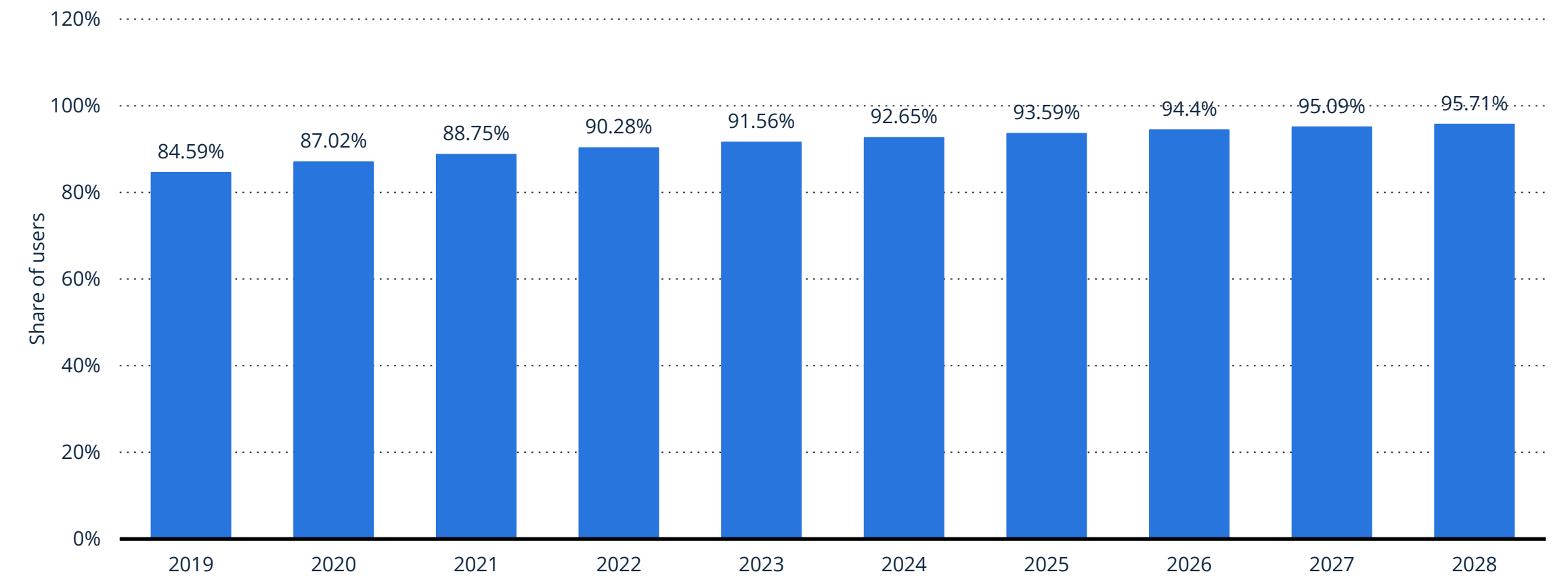
Number of social media users in the United States from 2019 to 2028 (in millions)

Social media users in the United States 2019-2028



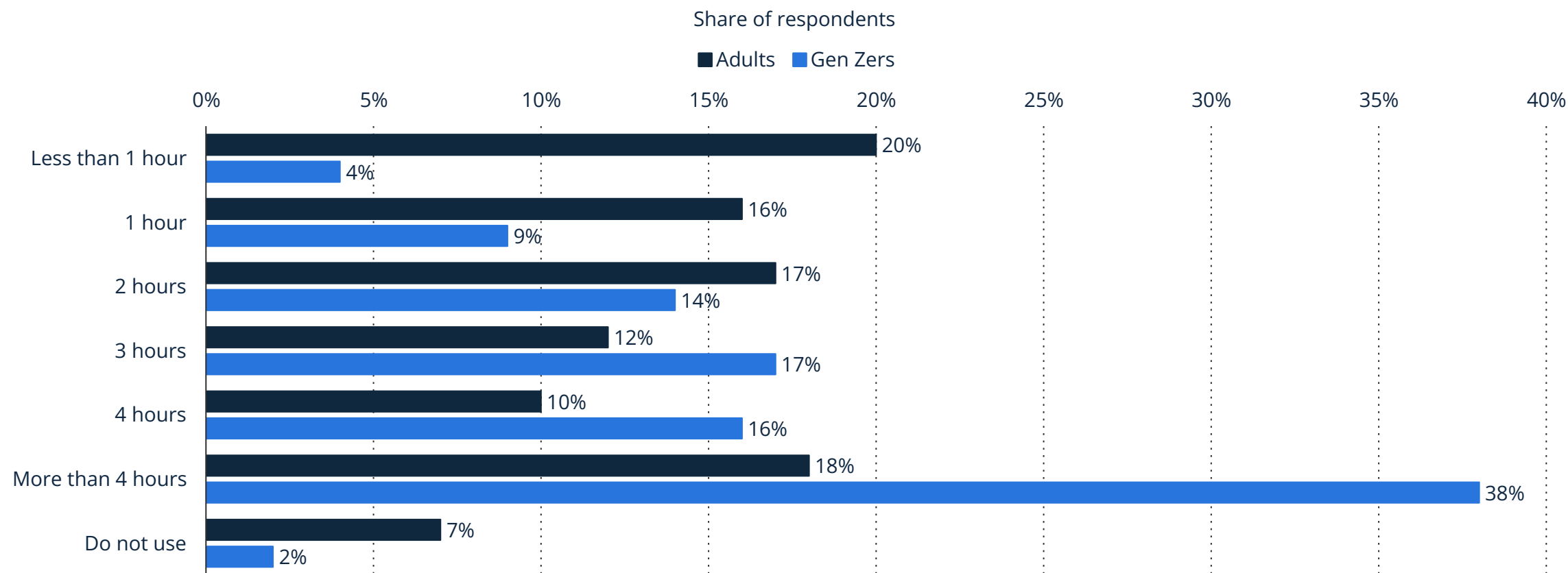
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U.S social media daily engagement 2022, by generation

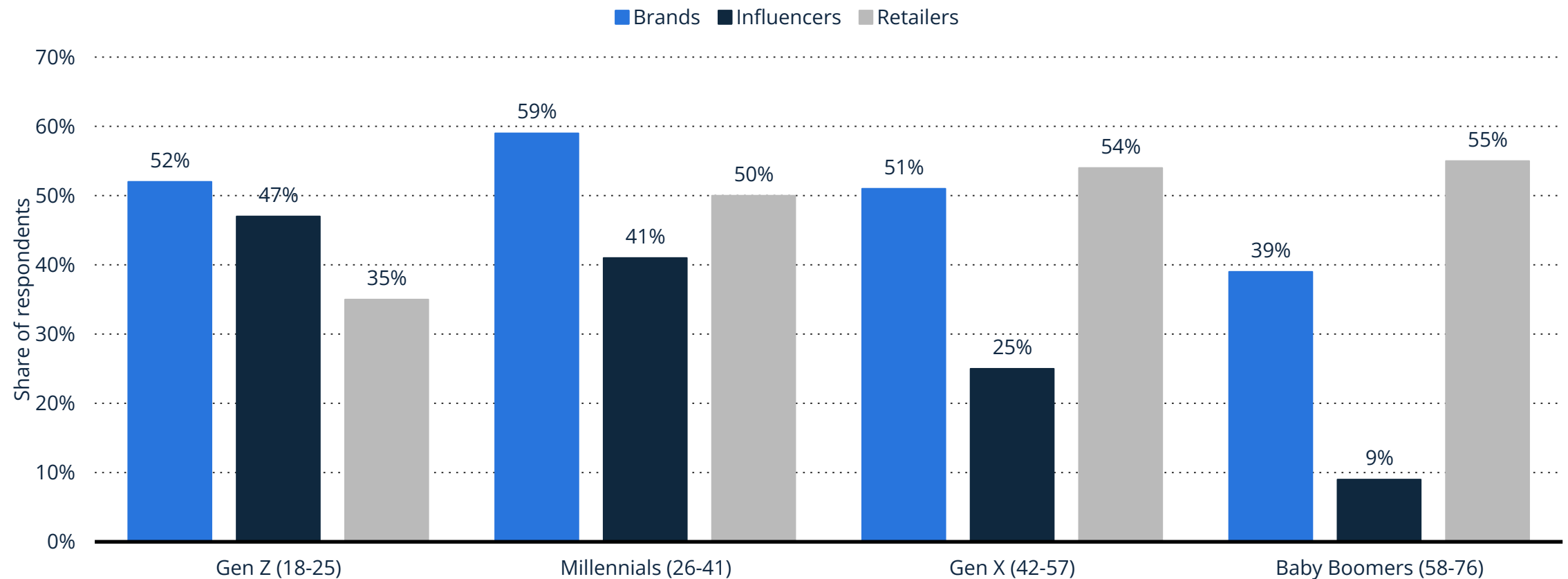


CHAPTER 02

Social commerce

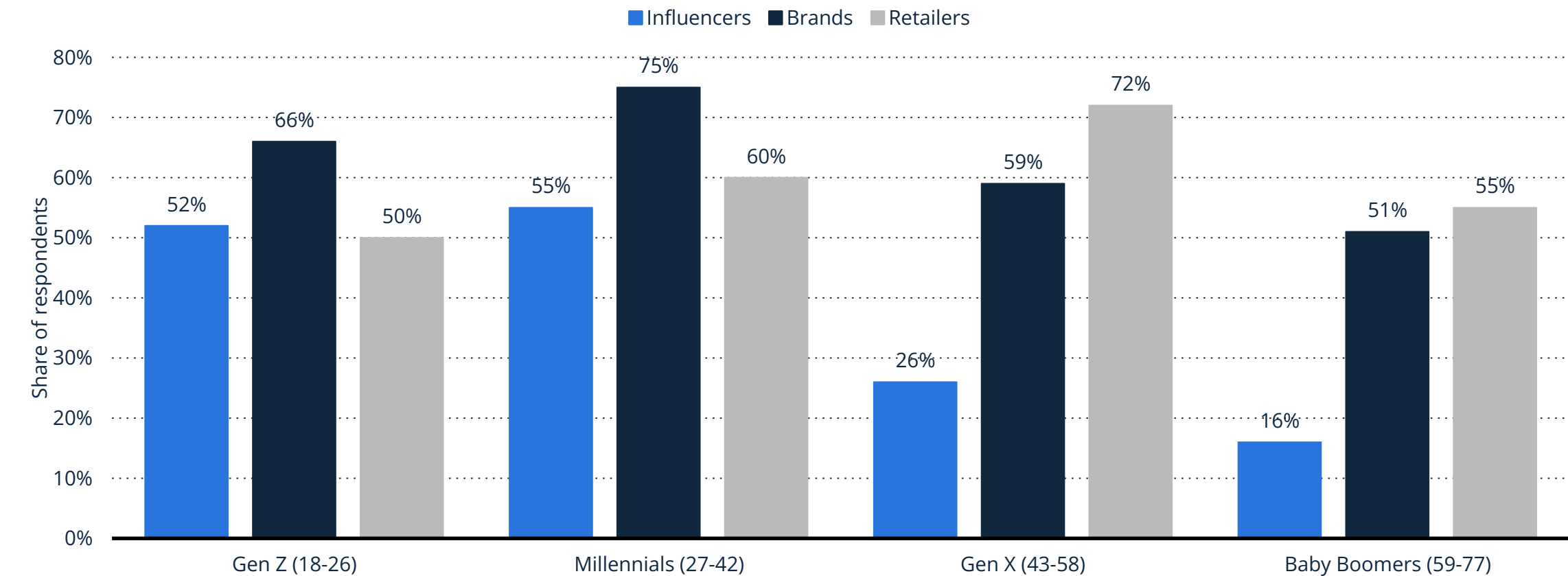
Types of social media accounts shoppers followed and purchased from worldwide as of 2nd quarter 2022, by generation

Social media accounts users followed and purchased from 2022, by generation



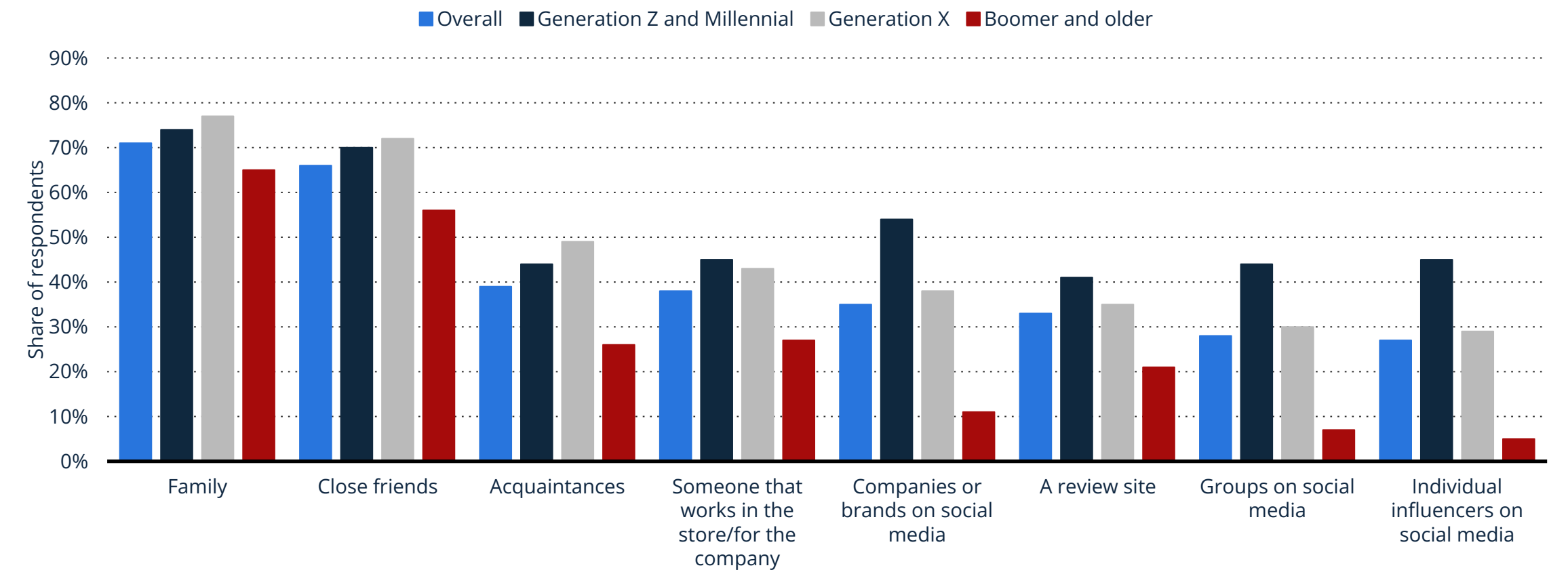
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Social media accounts users followed and bought from in the U.S. 2023, by generation



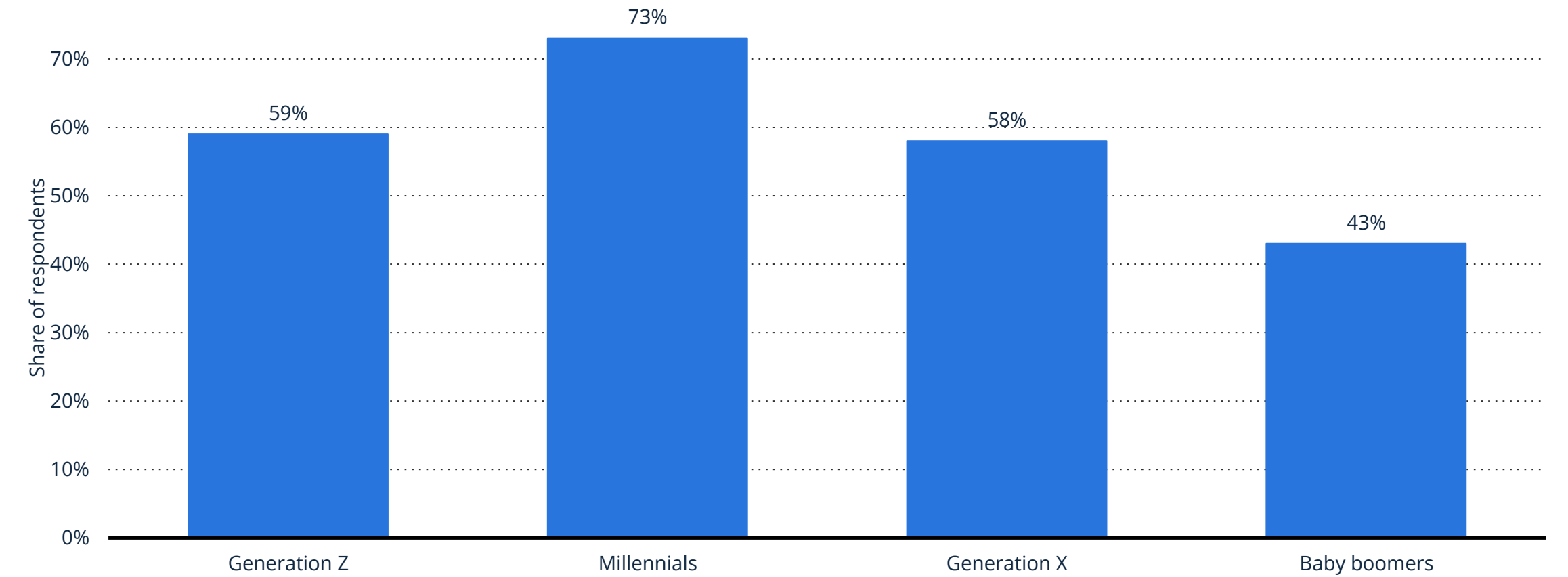
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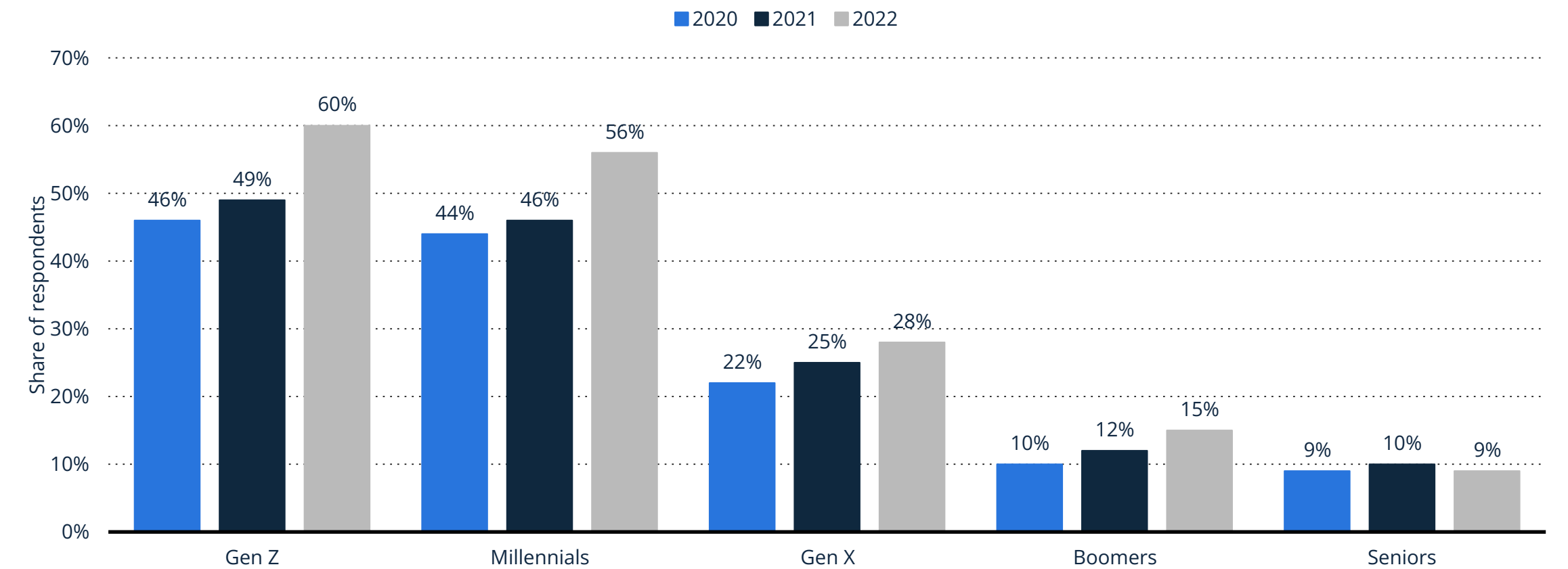
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Consumer support for usage of generative AI to create ads U.S. 2023, by generation



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Expected social media usage in holiday shopping in the U.S. 2020-2022, by generation

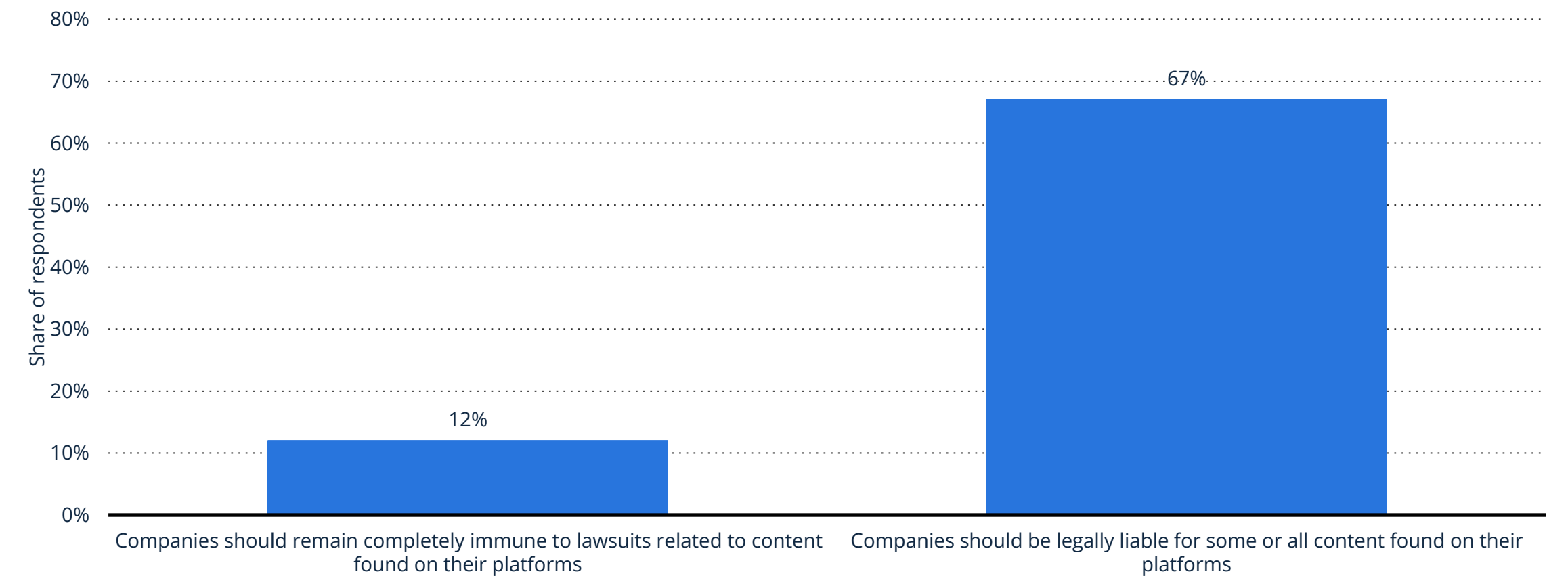


CHAPTER 03

Online safety

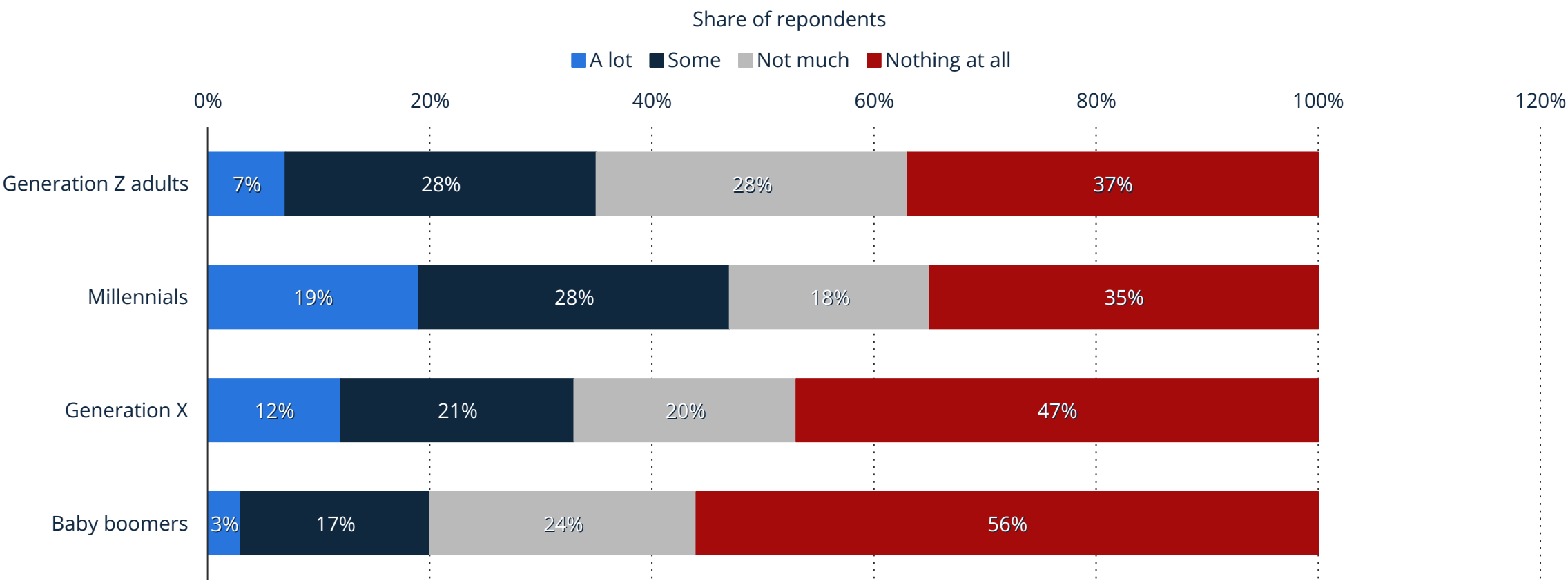
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U.S. adults on companies being responsible for content found on their platforms 2023



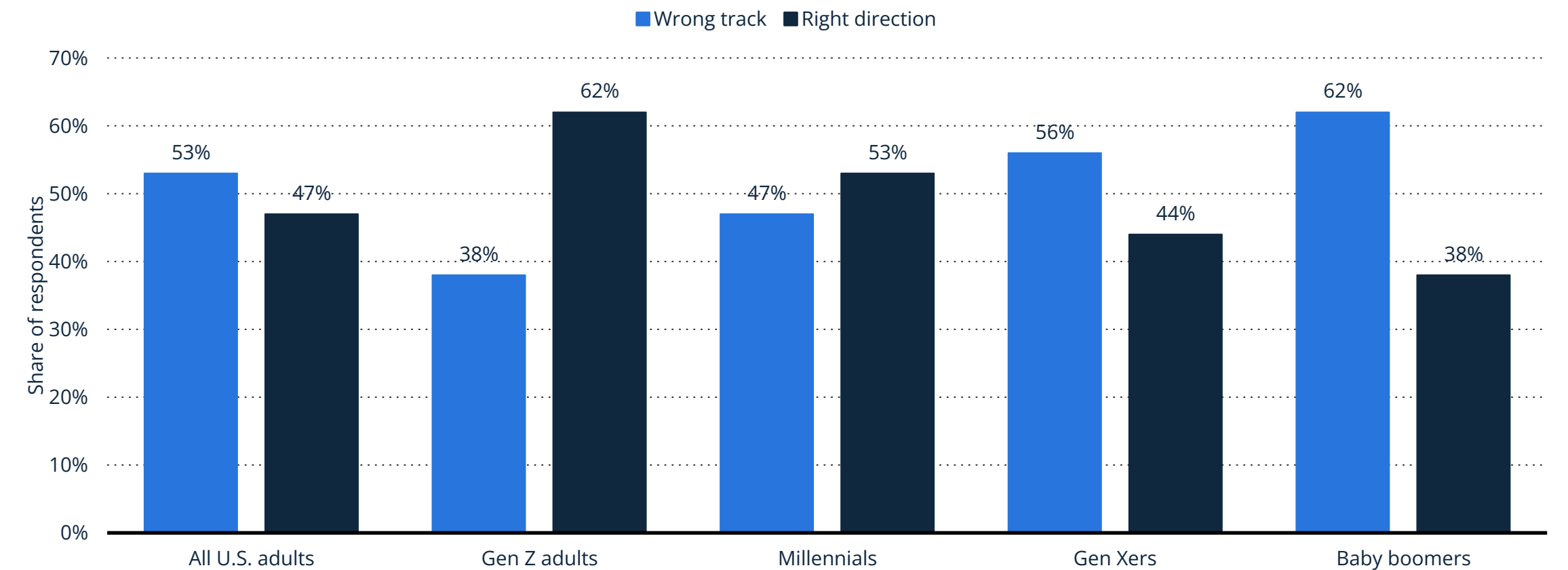
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U.S. adults awareness of Section 230 in 2023, by generation



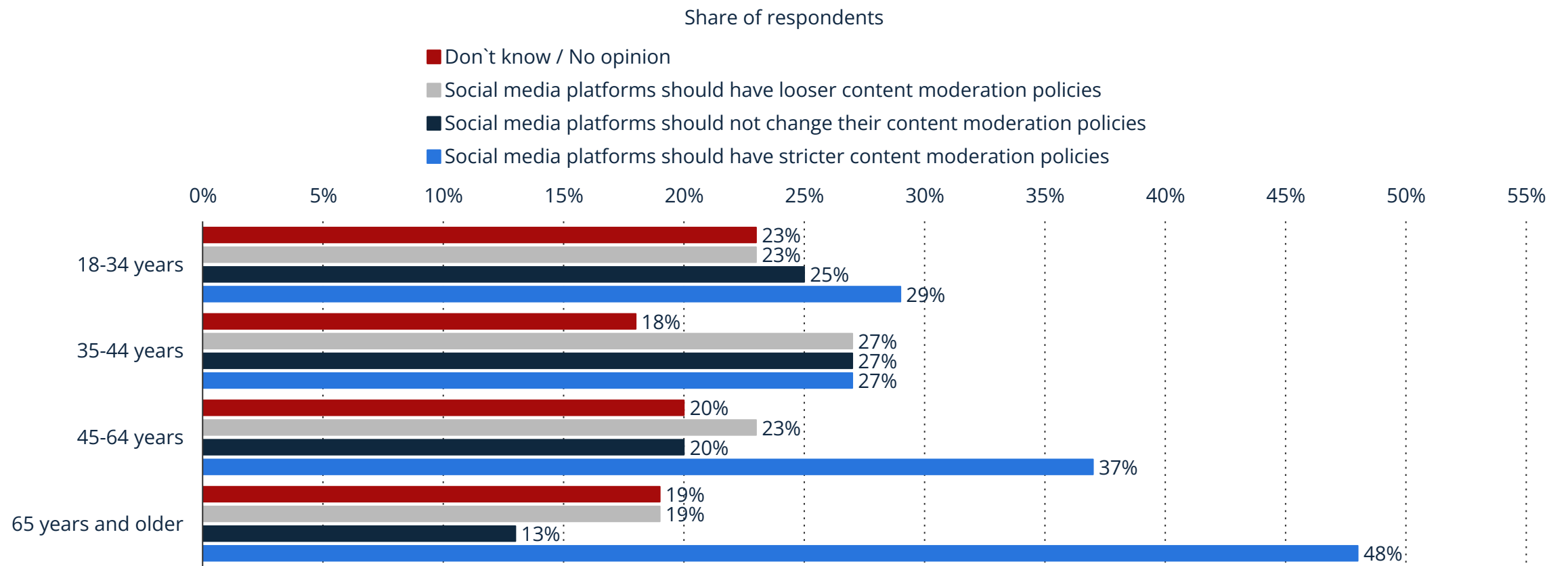
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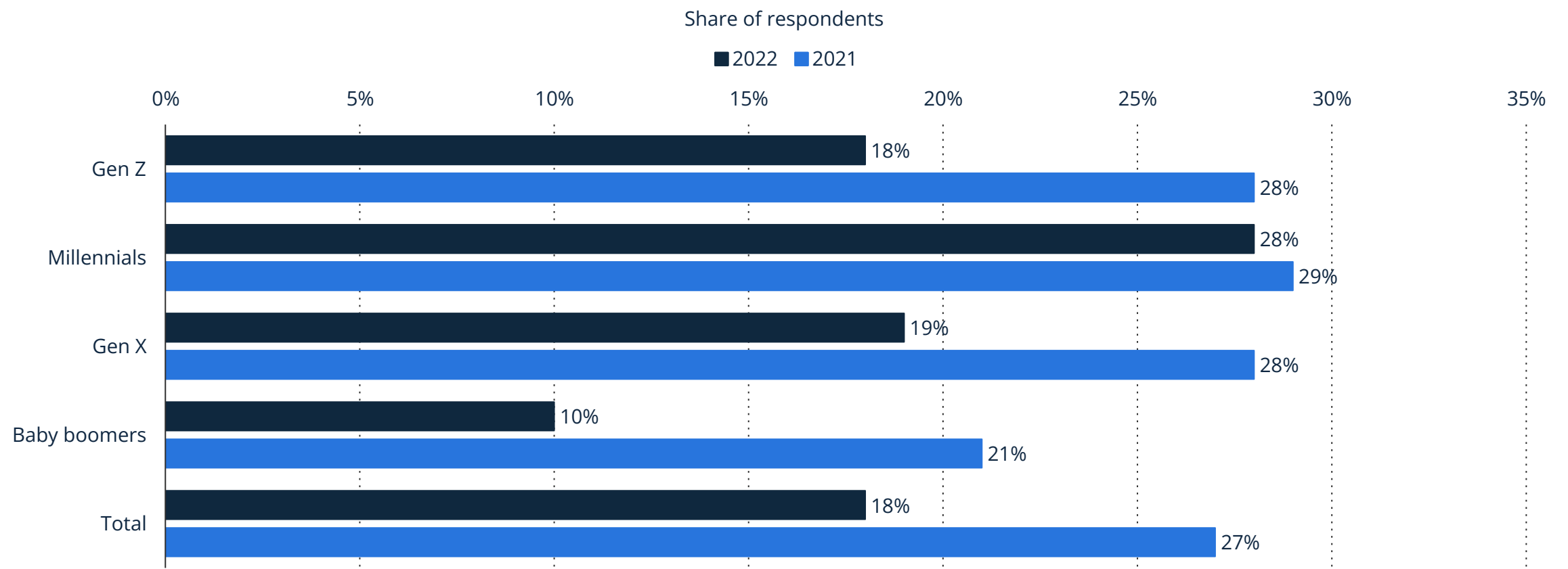
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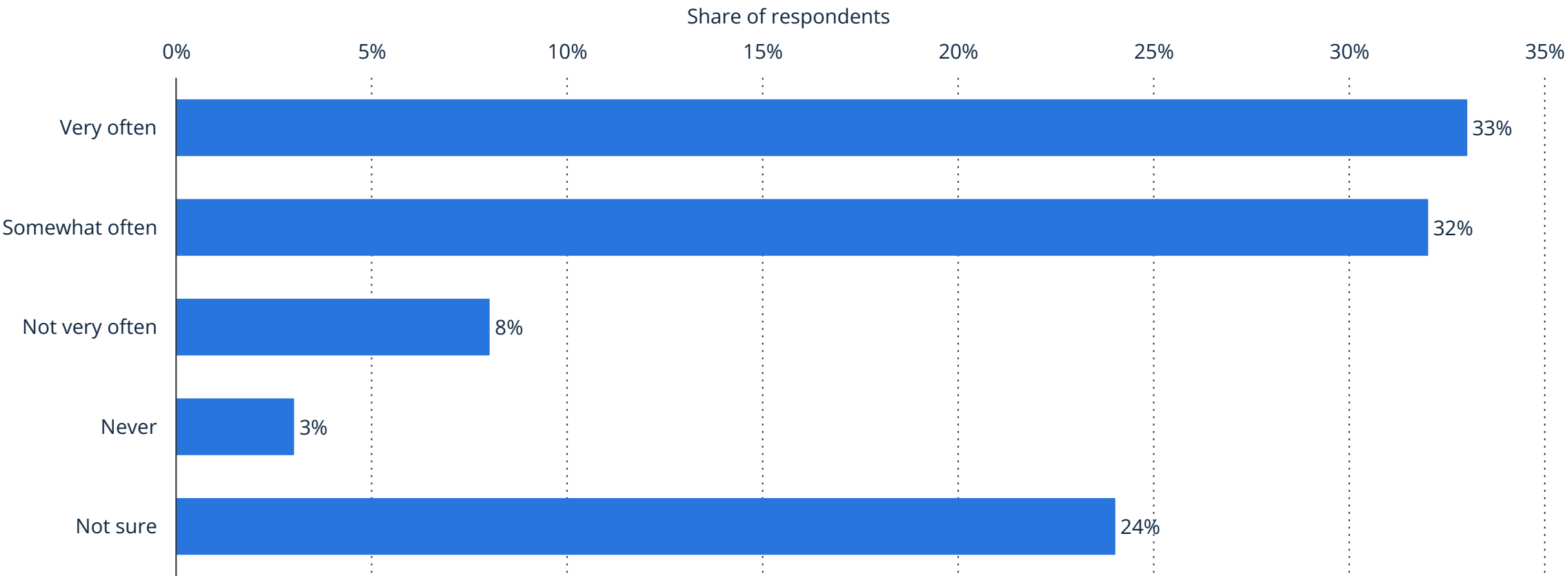
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U.S. social media users on Facebook protecting their data 2022. by generation



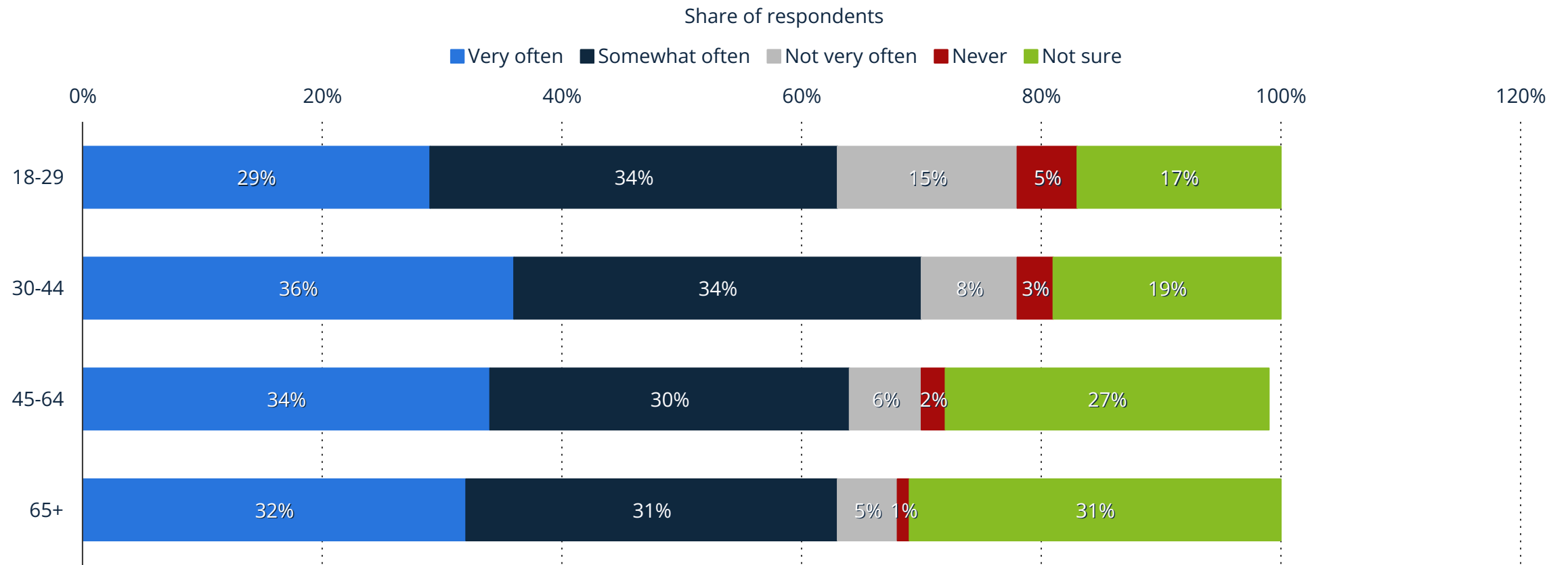
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U.S. adults on child social media influencers exploitation 2023



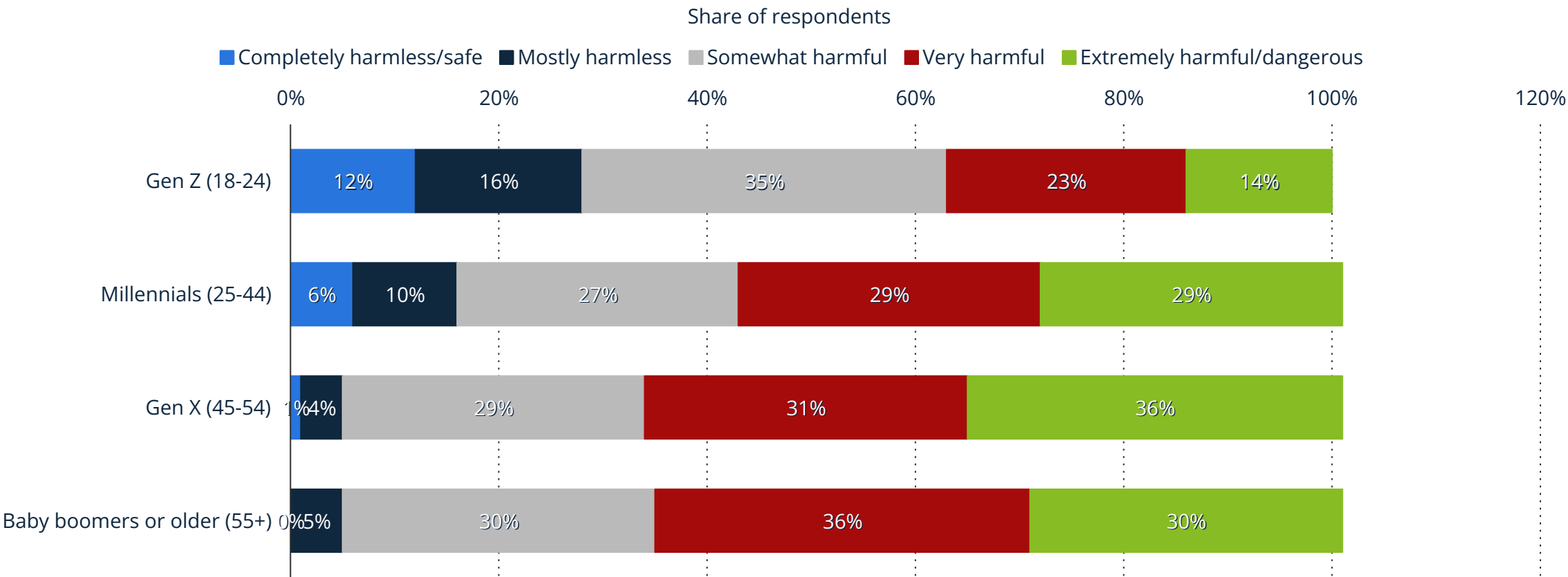
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U.S. adults on child influencers and exploitation 2023, by age group



Adults in the United States who think social media usage is harmful for teenagers and children under the age of 18 as of October 2023, by age group

U.S. adults on harmfulness of social media usage for teens and kids 2023, by age

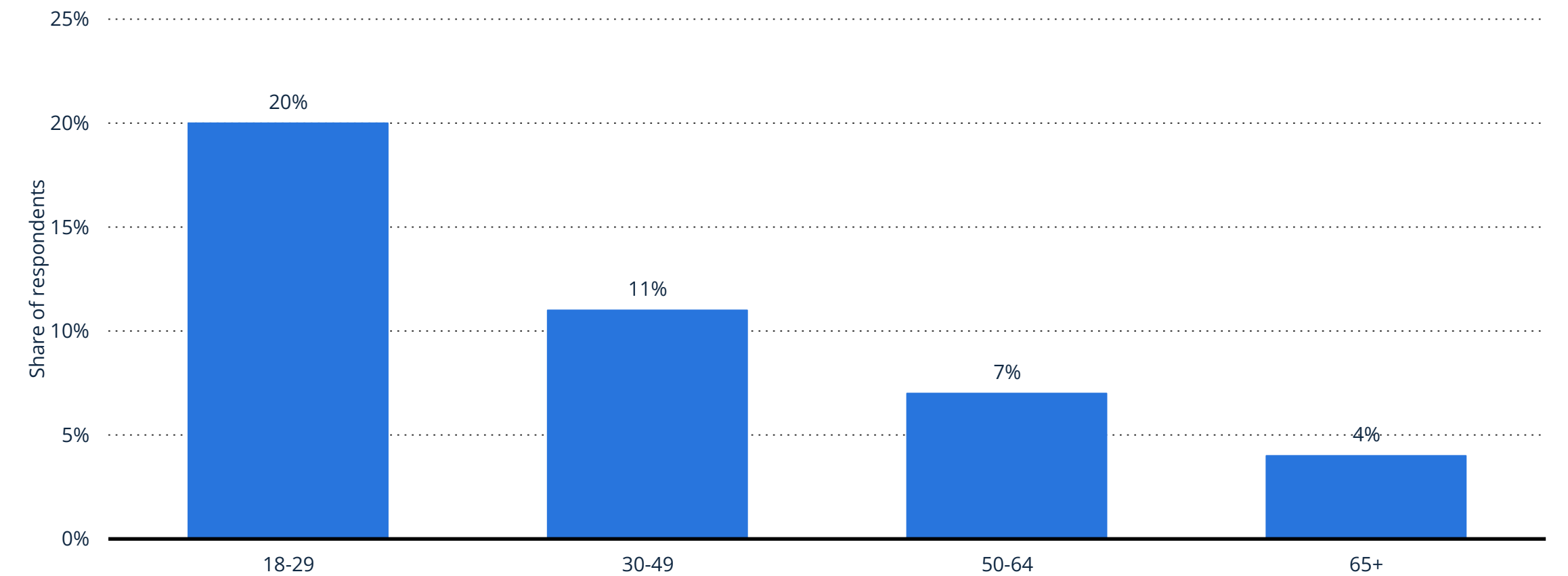


CHAPTER 04

Online dating

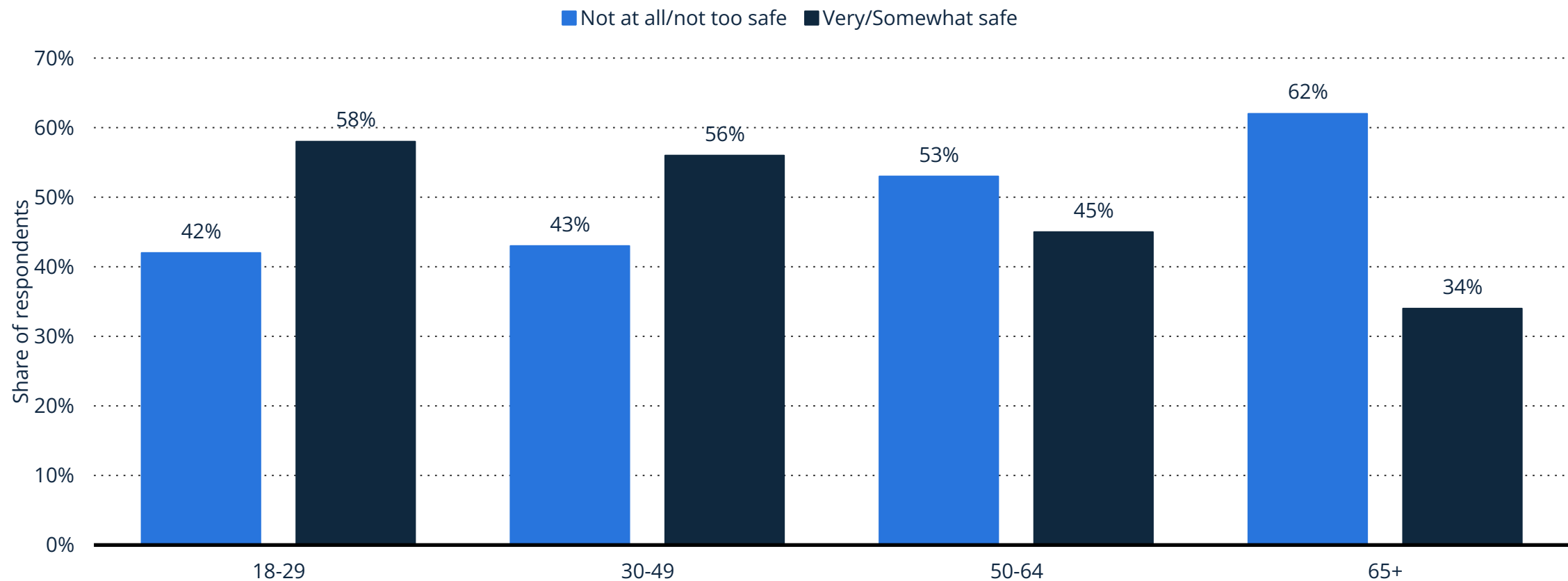
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U.S. adults who met their current partner on a dating site or app 2022, by age group



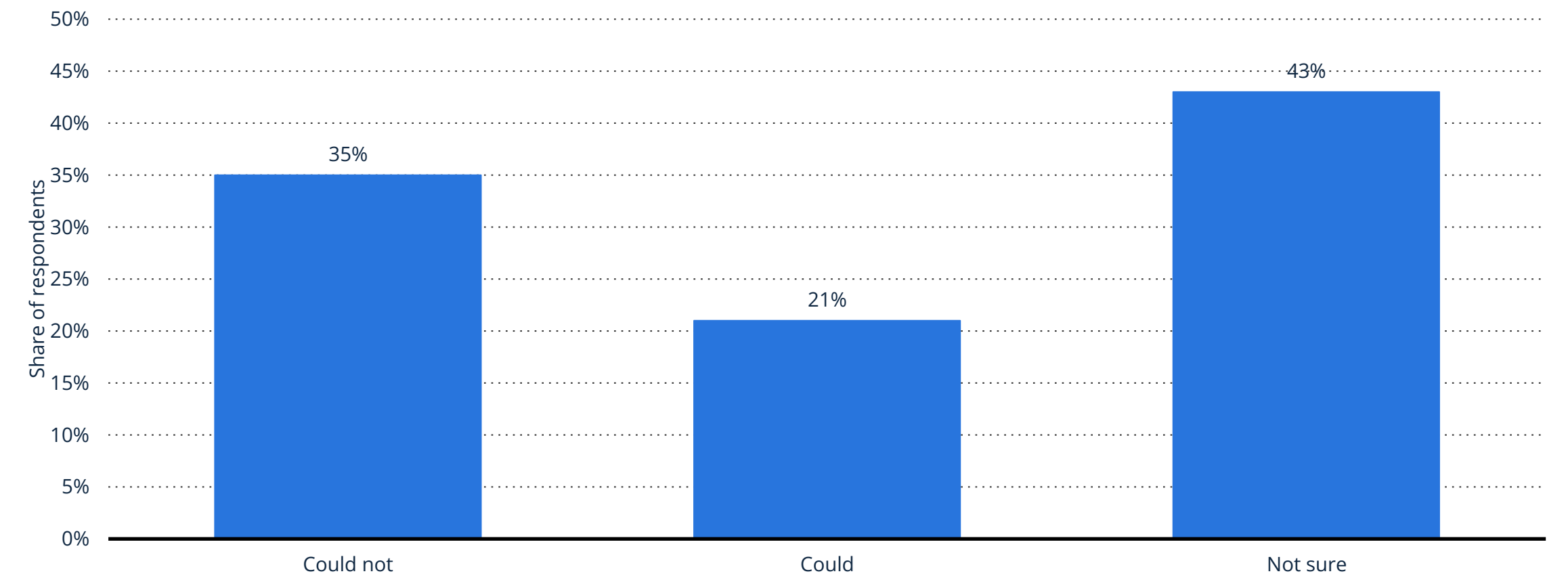
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