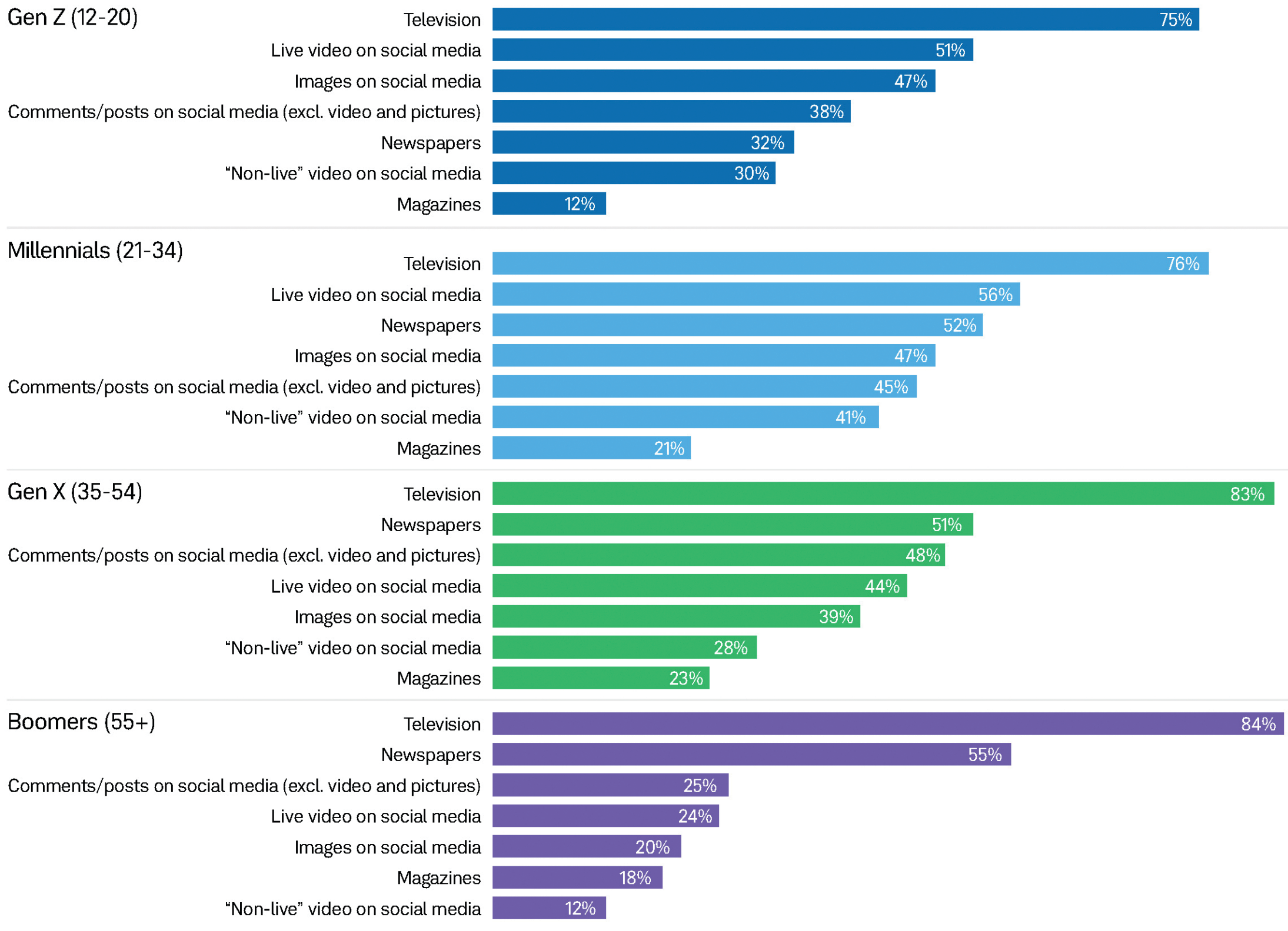
Gen Z (12-20)
Television 75%
Live video on social media 51%
Images on social media 47%
Comments/posts on social media (excl. video and pictures) 38%
Newspapers 32%
"Non-live" video on social media 30%
Magazines 12%
Millennials (21-34)
Television 76%
Live video on social media 56%
Newspapers 52%
Images on social media 47%
Comments/posts on social media (excl. video and pictures) 45%
"Non-live" video on social media 41%
Magazines 21%
Gen X (35-54)
Television 83%
Newspapers 51%
Comments/posts on social media (excl. video and pictures) 48%
Live video on social media 44%
Images on social media 39%
"Non-live" video on social media 28%
Magazines 23%
Boomers (55+)
Television 84%
Newspapers 55%
Comments/posts on social media (excl. video and pictures) 25%
Live video on social media 24%
Images on social media 20%
Magazines 18%
"Non-live" video on social media 12%