

Think you know how much Gen Z values social media?

Think again. Whistle Wise asked young people how much money they would have to be paid to give up their social platforms for a year. Here's what we discovered.

	18-24 years olds	25-34 years olds	
	\$50,963	\$40,604	This is \$22K more than the value they put on Cable TV and almost as much as they value having friends (\$65K).
	\$37,262	\$31,660	
	\$36,418	\$38,488	
	\$35,779	\$24,380	
	\$24,879	\$22,675	
	\$22,003	\$17,925	Gen Z's reported lack of love for Facebook is a myth because 18-24 year olds value Facebook (\$36K) nearly as much as millennials do (\$38K).
	\$20,128	\$17,067	

TAKEAWAY: For young people, top platforms drive so much value in their lives, it would take a hefty financial reward to give them up.

Digging Deeper:

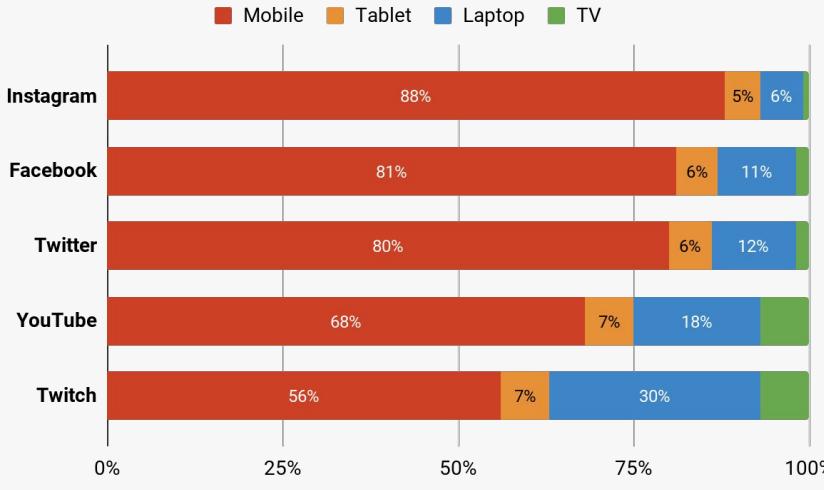
It's a lot of money considering how these 'social' platforms are primarily used solo. Whistle Wise also found that most 18-34 year olds primarily watch content alone.

	Alone	Friends	*Other	
	64%	20%	15%	Surprisingly, TikTok, Twitch, and YouTube are the most social of the social platforms.
	68%	18%	14%	
	69%	12%	19%	
	77%	14%	9%	
	81%	8%	11%	
	83%	9%	8%	*Other includes with kids, parents, and partners
	83%	9%	8%	

TAKEAWAY: Views from platforms that are highly social could reach more eyes and drive more value for brands on these platforms.

Digging Deeper:

Whether it's alone or with friends, it makes sense that mobile is the preferred device for the top social platforms. The majority of young people are primarily watching social videos on mobile.



Mobile only platforms Snapchat and TikTok were omitted

- Mobile viewing is so prominent that even when young people are watching content with others, it is often on mobile, not on TV

TAKEAWAY: Anyone wanting to organically connect with young people must think mobile first when tailoring their content.