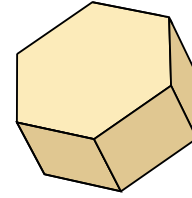


# UK Media Consumption Report

June 2021



# Intro- duction.



**W**hen we ran our media consumption survey last year, it was during the UK's first lockdown. The data revealed a big spike in TV viewing as people resorted to bingeing box sets to pass the time while stuck at home.

This year, we see a different picture. With data gathered during May, as we emerged into a newly-vaccinated reality, Brits' TV viewing time was rapidly returning to pre-COVID levels. In 2020, 60% of people reported watching 3+ hours of live television a day, and 55% said the same about streamed TV. Today, we find a lesser 43% consuming that amount of live TV and 31% watching 3+ hours of on-demand TV.

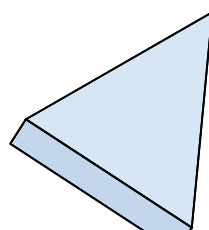
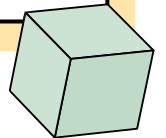
Other trends to emerge include the rapid adoption of new entertainment channels Disney Plus and TikTok among Gen Z Brits. Meanwhile, Millennials show the highest levels of interest in the burgeoning audio-only social media platform Clubhouse.

In this report, we've broken the data down by demographic, making it easy for you to see the best ways to access your target audience.

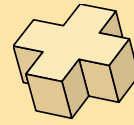
Covering everything from printed publications to podcasts, this insight (from 1,000 UK working-age consumers) will help guide your media buying across TV, print, audio and digital. And, what's more, you can slice and dice the data to your own specifications in our [interactive dashboard](#).

## Use this report to:

- Understand how to capture different demographics
- Help decide where to allocate ad spend
- Anticipate future media trends



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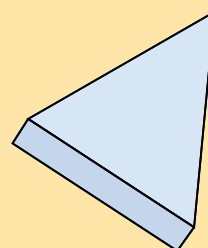
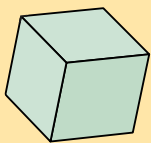
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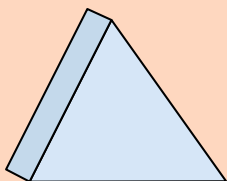
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# A quick look at UK media consumption habits in 2021



### Gaming


Percentage who play daily

- Gen Z: 82%
- Millennials: 77%
- Gen X: 63%
- Boomers: 45%

### Live TV

Percentage watching 3+ hours per day


- Gen Z: 27%
- Millennials: 35%
- Gen X: 48%
- Boomers: 59%



### Streamed TV

Percentage watching 3+ hours per day


- Gen Z: 38%
- Millennials: 36%
- Gen X: 23%
- Boomers: 20%



### Radio

Percentage who listen daily


- Gen Z: 16%
- Millennials: 29%
- Gen X: 46%
- Boomers: 42%



### Streamed music

Percentage who listen daily


- Gen Z: 45%
- Millennials: 33%
- Gen X: 16.5%
- Boomers: 10%



### Social media

Percentage spending 3+ hours per day


- Gen Z: 52%
- Millennials: 30%
- Gen X: 16.4%
- Boomers: 9%



### Newspapers

Percentage who read weekly


- Gen Z: 24%
- Millennials: 34%
- Gen X: 28%
- Boomers: 38%



### News websites/apps

Percentage who visit daily


- Gen Z: 13%
- Millennials: 34%
- Gen X: 44%
- Boomers: 44%



### Magazines

Percentage who read weekly


- Gen Z: 23%
- Millennials: 26%
- Gen X: 23%
- Boomers: 20%



### Podcasts

Percentage who listen weekly

- Gen Z: 32%
- Millennials: 38%
- Gen X: 18%
- Boomers: 12%



What is most popular?

01



# Gen Z (aged 18-25)

# Gen Z watch more streamed TV than any other demographic

**They're the generation that invented 'Netflix and chill' but it seems they might be doing more of the former than the latter. Gen Z watches more streamed TV than any other age group.**

Although the largest single percentage (31%) say they watch 1-2 hours of streamed TV per day, 28% watch 3-4 hours and 10% watch 5+ hours. Only 4% say they don't generally watch streamed TV.

When it comes to live TV, on the other hand, 17% generally don't watch any, making them the demographic least likely to watch TV live. Of those who do, their typical viewing time is much lower than other age groups; 34% watch less than an hour a day, while 22% watch 1-2 hours.

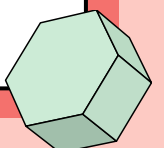
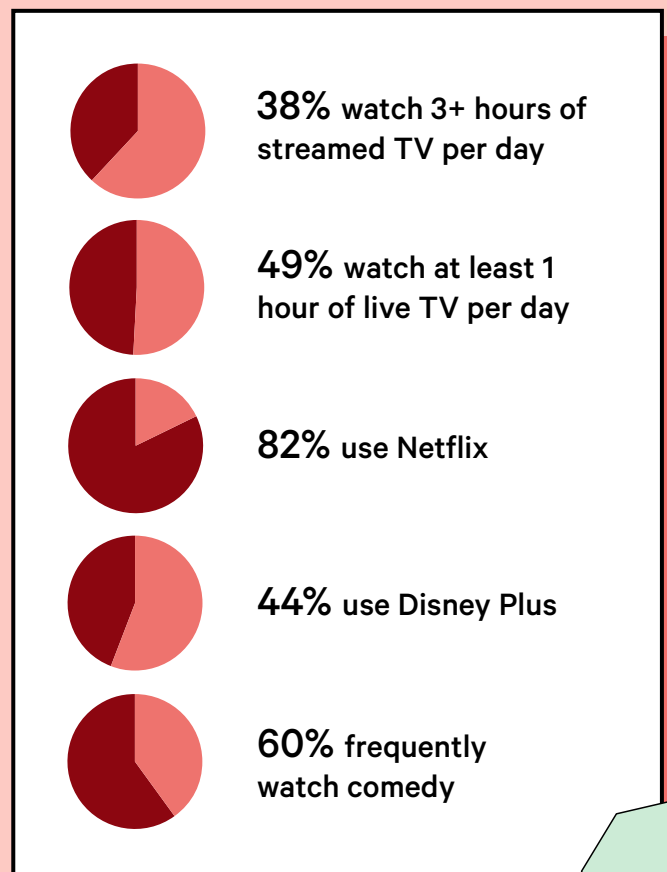
That's not to say this age group isn't consuming terrestrial channels and shows, they're just watching them on-demand; 85% say they regularly use free on-demand services. BBC iPlayer is the most popular service among this demographic (62%), followed by All 4 (48%) and ITV Player (46%). It's worth noting that Gen Z are more likely to use ITV Player than other demographics.

But you can't beat Netflix for reaching this audience; a staggering 82% of Gen Z say they use Netflix. Amazon Prime Video has a way to go to catch up, despite being used by 55%. Interestingly, the younger age group are the highest adopters of Disney Plus; 44% are already using the service which only launched in 2020. They're also the highest adopters of Apple TV but at a much lower rate (13%). Gen Z also show a preference for Virgin Media (17%).

In terms of what this demographic are watching, it's not all reality TV - although they are the biggest consumers of this type of content (43%). Comedy is, in fact, the most popular content type, with 60% of Gen Z frequently seeking out shows that make them laugh (that's more than all the other demographics).

Drama is also popular (watched regularly by 53%), but sports and news are not. Only 19% of Gen Z say they frequently watch the news, while 18.5% watch sports, which is considerably less than their older counterparts.

## UK Gen Z's watching habits



# Gen Z stream the most music but haven't completely given up on radio

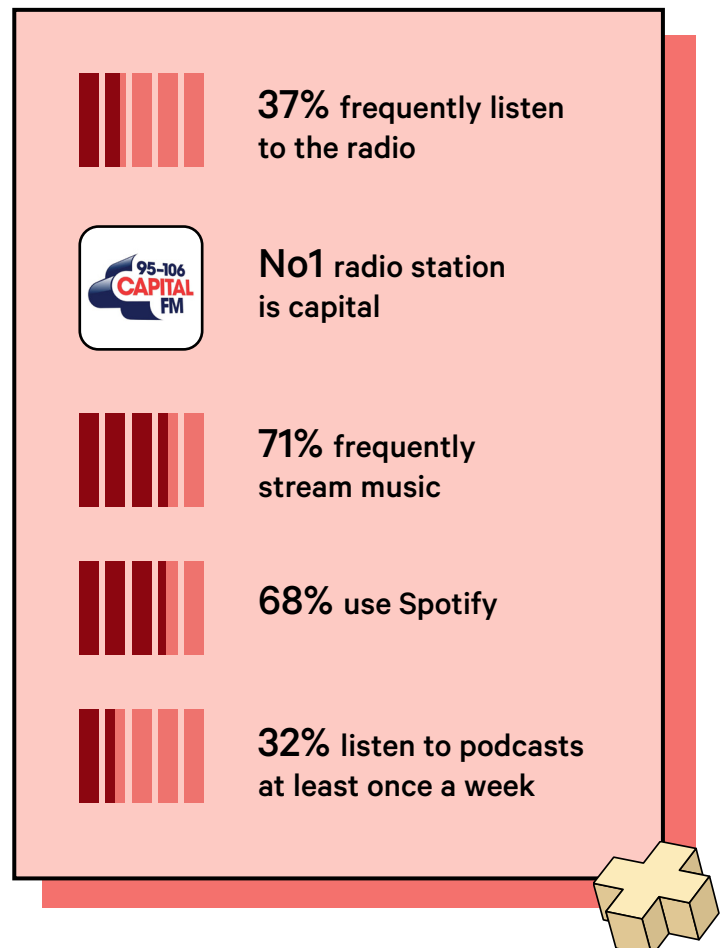
Is listening to the radio still a popular pastime for Gen Z? The answer is yes. The single largest percentage of Gen Z say they listen a few times a week (21%), 17% listen once or twice a week, and 16% listen daily (although this is the smallest percentage of daily listeners out of all the demographics). Only 10% of Gen Z say they don't listen to the radio. The most-listened-to radio stations are Capital, Heart, Radio One and Kiss.

However, you're still more likely to find Gen Z listening to streamed music than the radio; they listen more frequently than any of the other demographics, with 45% listening daily and 26% a few times a week. Spotify is their music streaming platform of choice (used by 68%), followed by YouTube Music (38%). Out of all the demographics, Gen Z are the highest adopters of Apple Music (19%) and SoundCloud (21%) but the lowest adopters of Amazon Music (16.5%).

Gen Z are also the demographic most likely to have embraced podcasts (only 29% say they never listen to them), although Millennials listen more frequently. The single largest percentage listen to podcasts a few times a month (17%), but there remains nearly a third of Gen Z who listen at least once a week. This age group's favourite podcasts include Call Her Daddy (a candid show about dating in your twenties), The Fellas (two guys trying to figure out life) and Frenemies (hosted by a pair of YouTube personalities with a history of feuds).

When it comes to audiobooks, a larger 44% of Gen Z say they never listen to them. And those that do are most likely to say they listen less frequently than once a month (14%). Bucking this trend are the 22% who listen once a week or more.

## UK Gen Z's listening habits





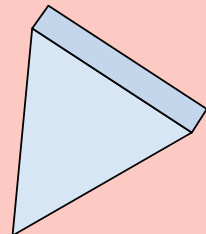
# Gen Z are the demographic most likely to pay for content

Young people might not be picking up physical magazines and newspapers in the way they used to, but that doesn't mean they're not paying for content. Gen Z are the most likely of all the demographics to have a paid content subscription (38%), with 27% paying to access material online and 15% for a physical publication.

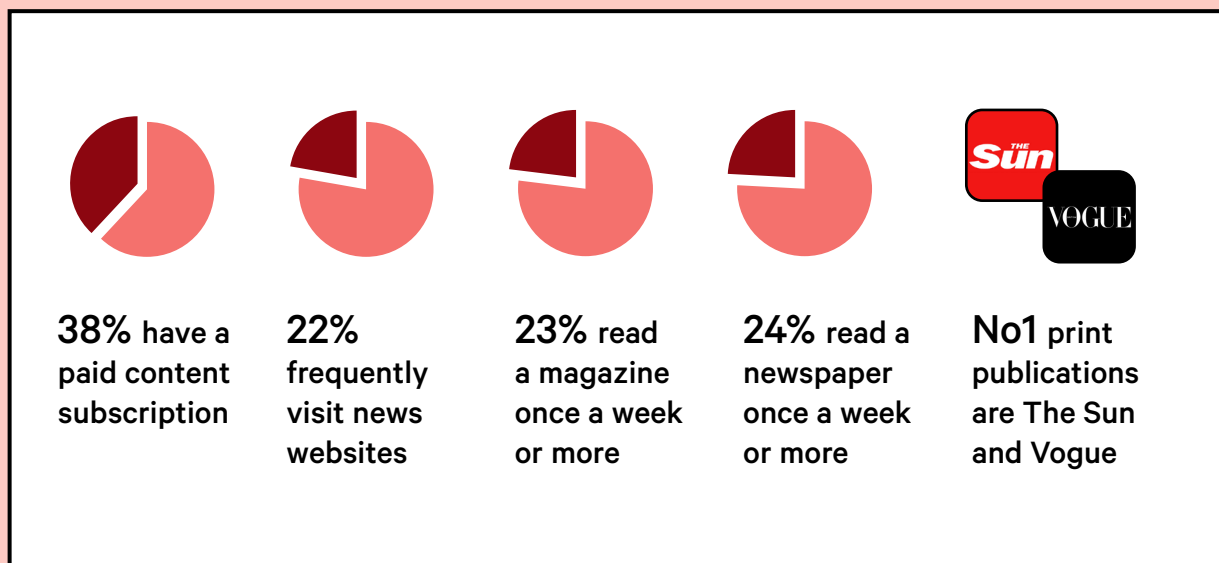
So what are they reading? Gen Z typically visit news websites a few times a week (19%) or once or twice a week (19%), although they're the least likely demographic to visit daily (13%). Their favourite sites are BBC News, news aggregator app Apple News, and Sky News, although social media sites are also frequent sources of news, which is something we don't see with the other age groups.

Magazine websites are more popular among this demographic than the others, with 31% visiting at least once a week. Physical magazines, on the other hand, are read more frequently by Millennials. Just over 23% of Gen Z read a magazine once a week or more, while 40% never read them. The most popular magazine for this age group is the high fashion glossy Vogue, followed by celeb mag OK!

Gen Z are a little more likely to read physical newspapers than magazines; 24% read one at least once a week, while 35% say they never read them.



## UK Gen Z's reading habits





# Gen Z are now using TikTok more than Facebook

TikTok has come a long way in a short space of time and is now one of Gen Z's most frequently used social media platforms. 56% of people in this age group visit the site daily, which is the highest by a big margin (only 23% of Millennials use TikTok daily). On the other hand, they're the least likely demographic to visit Facebook daily (47%).

Instagram remains the most popular Gen Z social media platform overall, with 66.5% using it daily, followed closely by Snapchat. In terms of frequent usage, Snapchat sways massively Gen Z; 62% use it daily compared with 26% of Millennials. YouTube also leans to this demographic but not as dramatically; 52% visit YouTube daily.

Twitter and Pinterest are used primarily by Gen Z but at much lower levels (25% visit Twitter daily and 15% visit Pinterest daily). LinkedIn is one of the platforms Gen Z are least likely to use (54% never use it), although 22% say they visit once a week or more.

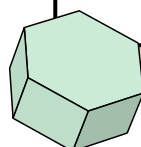
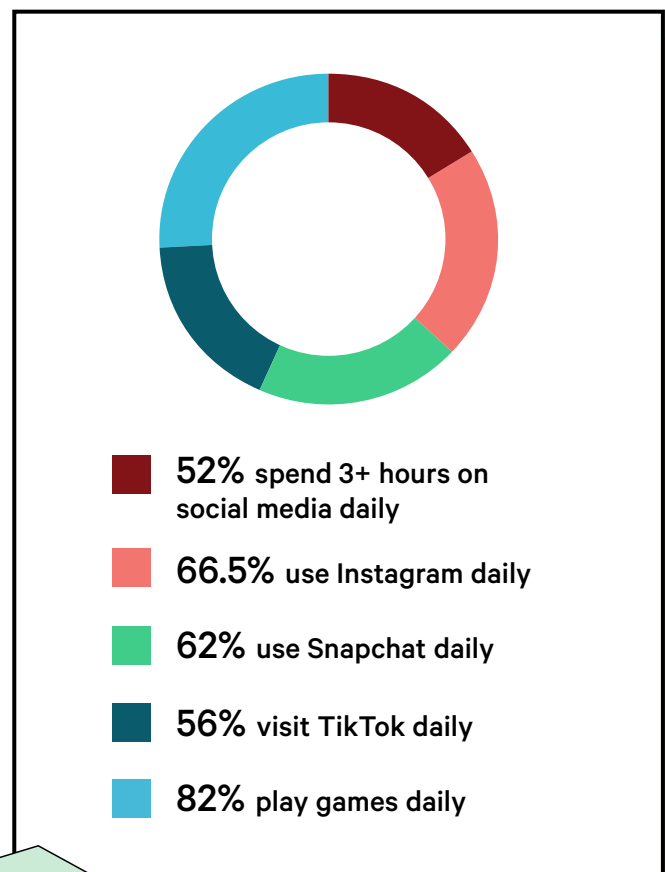
Clubhouse is the least used platform - although it only launched in 2020 and you have to be invited to join by an existing member. Currently, 29% of Gen Z say they're using Clubhouse, which is the highest of all the demographics, but Millennials are using it more frequently.

Meanwhile, Gen Z are the most likely demographic to be using Twitch, which specialises in streaming gaming content; 32% use it once a week or more. And their love of gaming can be seen in the amount of

time they dedicate to it; 82% say they play games on a daily basis. They're most likely to say they play for 30 minutes to one hour per day (24%) or for 1-2 hours (24%) each day.

And Gen Z can't be beaten on their consumption of social media; they're most likely to say they scroll for more than four hours a day (29%), which is way more than any of the older demographics.

## UK Gen Z's social media and gaming habits



02



# Millennials (aged 26-40)

# Millennials spread TV viewing across live and streamed

Millennials show more love for live television than their younger counterparts, watching for longer periods of time. The single largest percentage say they watch live television for 1-2 hours per day (31%), but 35% watch for longer than this.

They consume a similar quantity of on-demand TV, with 39% watching 1-2 hours per day and 36% watching 3+ hours. Like Gen Z, Millennials are avid users of Netflix (77%), while 55% use Amazon Prime Video and 35% use Disney Plus.

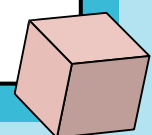
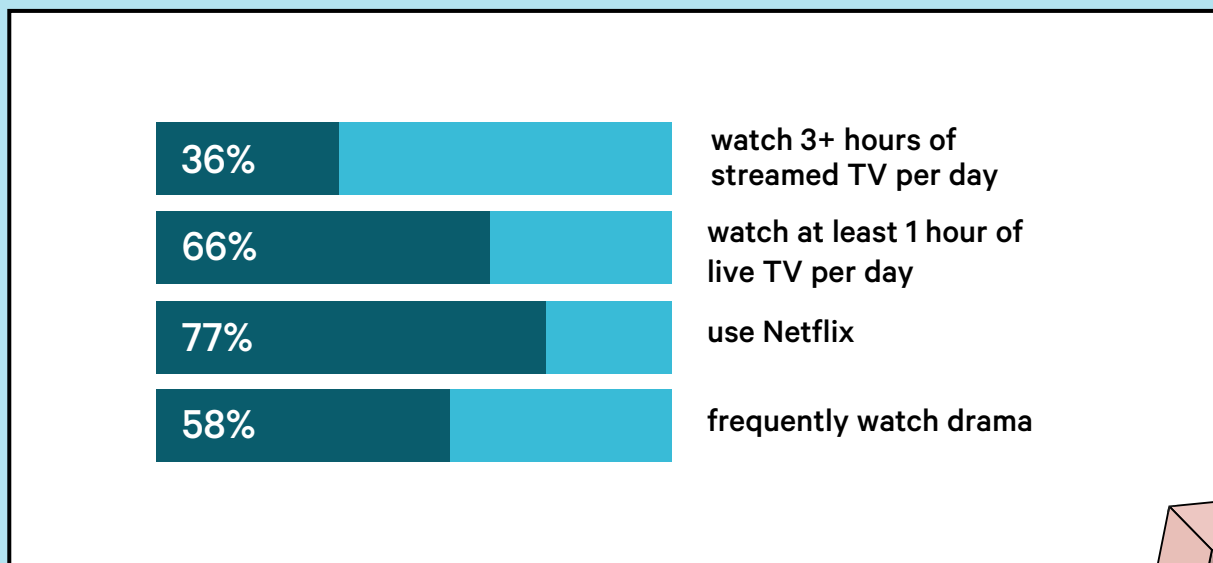
Out of all the demographics, Millennials are the biggest adopters of Now TV (20.5%) and Britbox (8%). While Britbox is the least used of all the paid-for streaming services, it's likely to receive a boost following its recent incorporation into Amazon Prime

Video (although a separate subscription is still required).

Despite watching more live TV, Millennials are actually less likely to access on-demand content from terrestrial channels than Gen Z; 22% say they don't regularly use on-demand services. BBC iPlayer is most popular (used by 60%), followed by ITV Player (44%) and All 4 (41%). Millennials are the least likely demographic to use My5 (20%), but the most likely to use Plex, which offers ad-supported content for free (7%).

Millennials are especially keen on watching drama (58%), while comedy (54%), documentaries (50%) and crime shows (48%) are also very popular. You're least likely to find them watching game shows (21%) and the news (28%).

## UK Millennials' TV watching habits



# Millennials plump for podcasts

Millennials listen to podcasts more frequently than any other demographic, with 38% listening at least once a week (and 10% of those listening daily). Their favourite shows; *Shagged Married Annoyed* and *Mr and Mrs Hinch*, reflect their stage of life, being focused on marriage and children.

Audiobooks are less popular, with 47% of Millennials saying they don't listen to them. Of those that do, they're likely to listen infrequently, but there are 20% who listen at least once a week. Interestingly, people who listen to audiobooks daily are most likely to fall into the Millennial age bracket (6%).

When it comes to music streaming, Millennials fall just behind Gen Z; 33% listen every day and 28% listen a few times a week. They're most likely to use Spotify (45%) and YouTube Music (39%), but they also show a greater preference for Amazon Music than other demographics (28%).

Meanwhile, Millennials listen to the radio more than Gen Z (although not as much as other demographics). Just over 29% listen every day and a further 27% listen a few times a week. The stations they favour don't differ too much from their younger counterparts; Capital, Heart and Kiss, although Radio One is less popular.

## UK Millennials' listening habits



**56%** frequently listen to the radio



**No1** radio station is capital



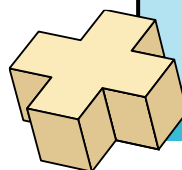
**61%** frequently stream music



**45%** use Spotify



**38%** listen to podcasts at least once a week



# Millennials read magazines more than other demographics

While you might imagine it's the older demographics who are keenest to get their hands on a physical magazine, it's actually the Millennials. This age group are the most likely to read them regularly; more than a quarter read a physical magazine at least once a week.

Meanwhile, 29% are accessing magazine content at least once a week through a website or app. Celebrity gossip seems to be their favourite topic, with OK! the most popular publication. Tying for second place are Heat, Cosmopolitan and Take a Break.

Millennials also like reading physical newspapers, although not as frequently as their older counterparts. Nearly 34% read one at least once a week, including 8% that read daily. Although a far larger percentage (34%) access daily news online.

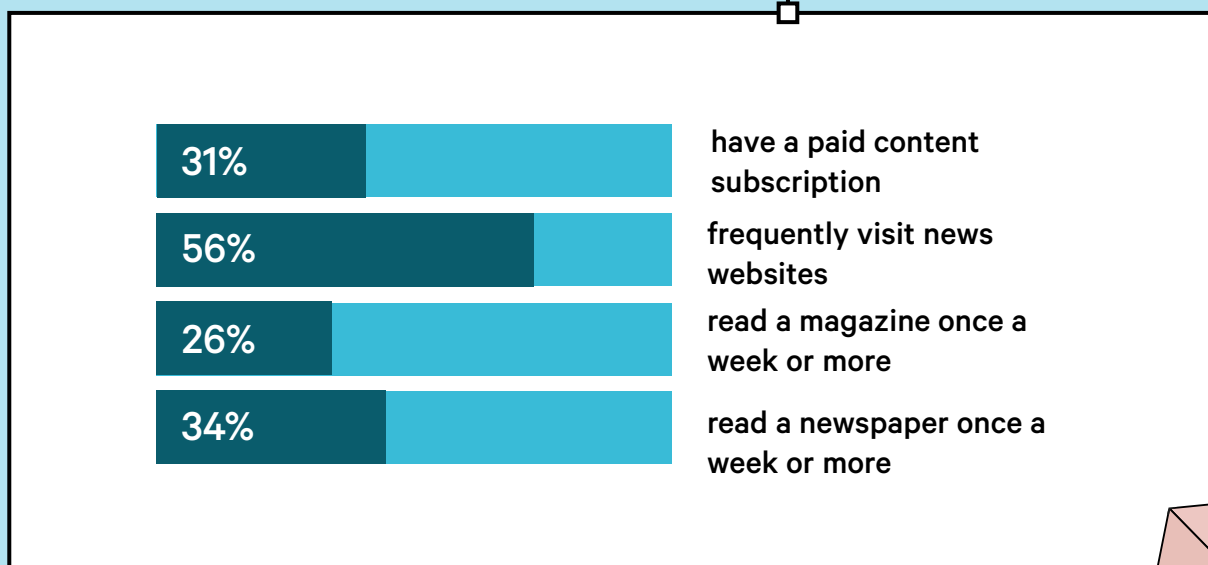
A further 22% read digital news a few times a week and 10% once or twice a week.

31% of Millennials are paying for content; 21% have a digital subscription and 13.5% have a subscription to a physical publication. The Sun and Daily Mail are the top newspapers but Millennials also name The Guardian among their favourites. BBC News is by far the most popular news website, followed by Sky News and Daily Mail Online.



**No1 print subscriptions are The Sun and OK!**

## UK Millennials' reading habits



# Millennials are the biggest LinkedIn users

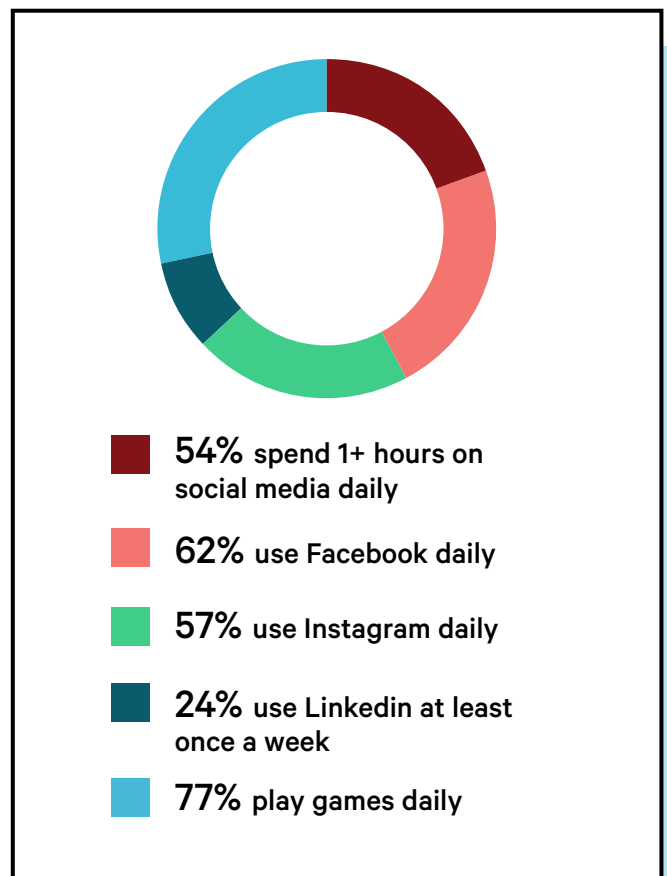
Millennials love social media but they don't use it as avidly as Gen Z - there's only one platform where they trump their younger counterparts for usage and that's LinkedIn. Just less than a quarter visit the platform at least once a week (including 9% who visit daily). Having completed their studies and now pushing forward with their careers, it figures that Millennials would have a high interest in the professional site.

Of course, far higher amounts of Millennials spend time on non-work-related social media, with Facebook being the favourite. Nearly 62% visit the site daily (although that's not quite so many as the older Gen X demographic). Instagram is also very embedded among Millennials, with 57% using it daily, while 40% use YouTube every day. We see much lower daily usage for Snapchat (26%), TikTok (23%), Twitter (20%) and Pinterest (5.2%).

Looking at newcomer Clubhouse, 23% of this demographic say they're using it, with 16% using it at least once a week, showing it's one to watch. Meanwhile, 16% are using Twitch at least once a week.

Overall, the single largest percentage of Millennials (26%) say they spend between 30 minutes to one hour per day on social media (26%), but 54% spend more time than this. When it comes to gaming, the single largest percentage spend 30 minutes to an hour playing each day (26%), while 36% play for longer.

## UK Gen Z's social media and gaming habits



03



# Gen X (aged 41-55)



# Gen X are the biggest fans of BBC iPlayer

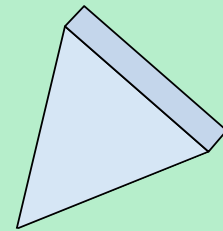
Watching live TV is still a big part of life for those in the Gen X age bracket; they're most likely to say they watch 3-4 hours a day (29%), while 23% watch 1-2 hours and 19% watch five hours or more.

Gen X are three times more likely than their Millennial counterparts to generally not watch any streamed TV (16%), although the single largest percentage watch 1-2 hours a day (38%). A further 23% are heavier consumers of on-demand TV, watching 3+ hours a day, while 23% watch an hour or less.

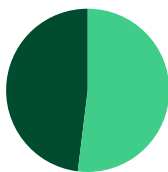
When it comes to streaming providers, Gen X are nowhere near as wedded to Netflix, with Amazon Prime Video almost as popular (58% versus 51%).

A further 35% use Sky, while Disney Plus captures 23% of the demographic.

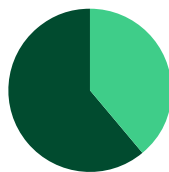
This age group are the biggest users of BBC iPlayer (63%) but the smallest users of ITV Player (39%). Meanwhile, 38% use All 4 and 21% use My5. Like Millennials, they're most likely to be found watching drama (60%) and documentaries (59%), while reality TV is the least favoured genre (19%).



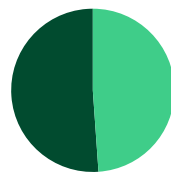
## UK Gen X's TV watching habits



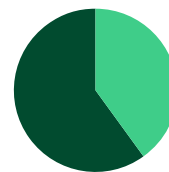
**48%** watch 3+ hours of live TV per day



**61%** watch at least 1 hour of streamed TV per day



**51%** use Amazon Prime Video

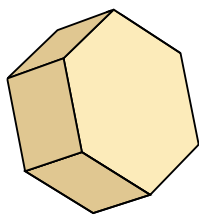


**60%** frequently watch drama

# Gen X Heart listening to the radio

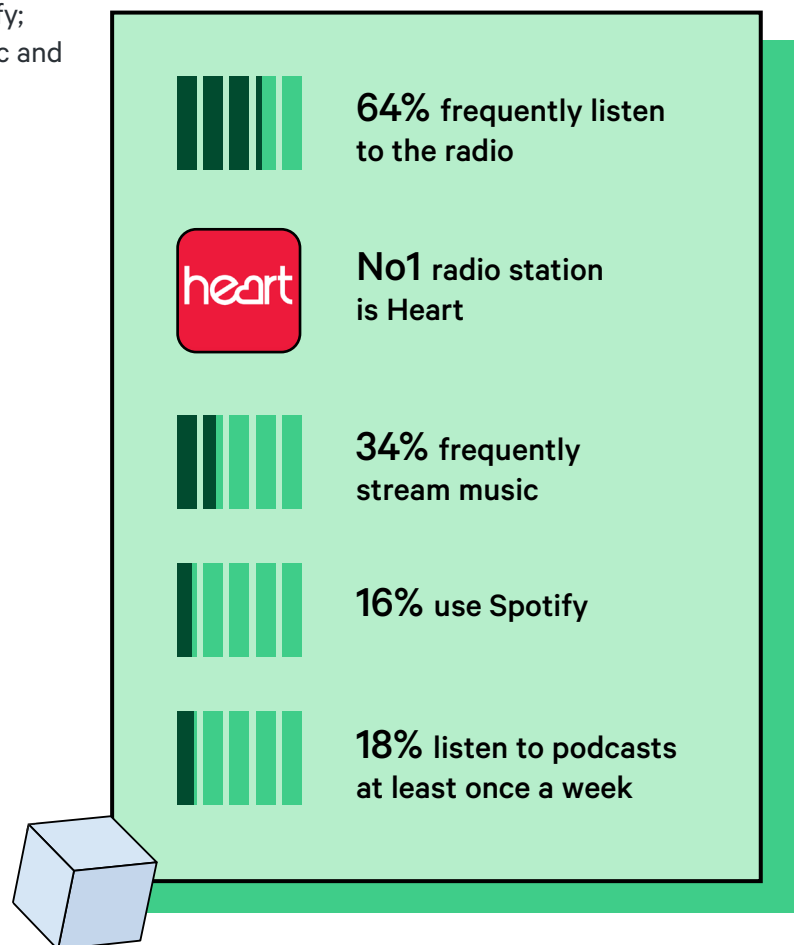
Of all the demographics, Gen X are most likely to be daily radio listeners (46%). And with a further 30% listening to radio at least once a week, it makes it a significantly more popular pastime than streaming music. Only 16.5% of this age group stream music daily, while another third listen at least once a week.

Gen X's favourite radio station is Heart, followed some way behind by Capital and BBC Radio 2. If they're listening to streamed music, it could be on a number of platforms as they show less devotion to Spotify; while 26% do use Spotify, 23% use Amazon Music and 22% use YouTube Music.



Gen X are more likely to listen to podcasts than audiobooks; 66% say they never listen to audiobooks, while a lesser 54% say the same about podcasts. And they're more likely to listen to podcasts frequently; 18% listen at least once a week versus 10% of people who listen to audiobooks weekly. The most popular podcast is football-focused show That Peter Crouch Podcast.

## UK Gen X's listening habits



# Gen X have ditched physical publications in favour of digital

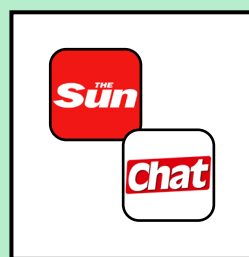
Perhaps surprisingly, Gen X are less likely to be regular readers of physical newspapers and magazines than Millennials. In fact, this demographic are the most likely to say they don't read printed publications at all (41% never read a newspaper and 40% never read a magazine).

With that said, there remains 28% who read a newspaper at least once a week and 22% who pick up a magazine weekly. They're most likely to read The Sun, Daily Mail and Guardian, alongside cheaper weekly magazines Chat and Take a Break.

Gen X are certainly very interested in current affairs, it's just they prefer to consume the news digitally. Out of all the demographics, Gen X are the most likely to access news websites frequently; 44% visit daily and

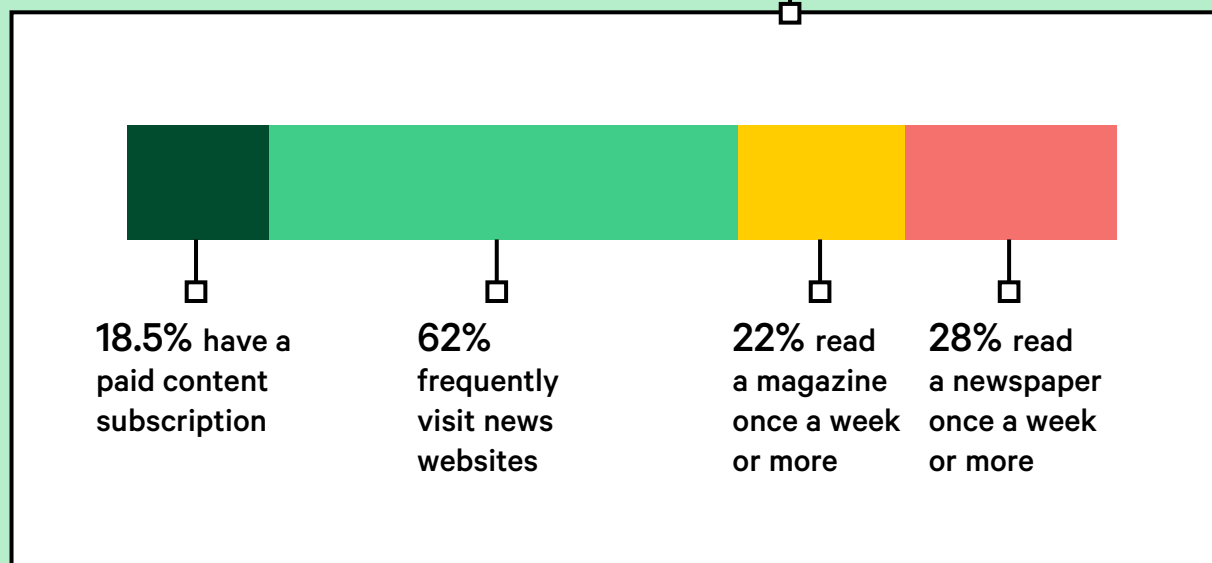
18% a few times a week. BBC News is far and away the most popular news site for this age group, but they also commonly seek out Sky News content.

Meanwhile, they're far less likely to visit magazine websites or apps; 52% say they never use them, although 20% say they visit at least once a week. Interestingly, despite this demographic's appetite for consuming news online, only 12% of Gen X are paying to access digital content. Even fewer have a subscription to a physical publication (9%).



**No1 print publications are The Sun and Chat**

## UK Gen X's reading habits



# Gen X are Facebook fanatics



For brands wishing to target Gen X, they really need look no further than Facebook. This demographic are the biggest users of the platform, with a huge 68% using it daily and a further 9% using it a few times a week.

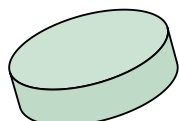
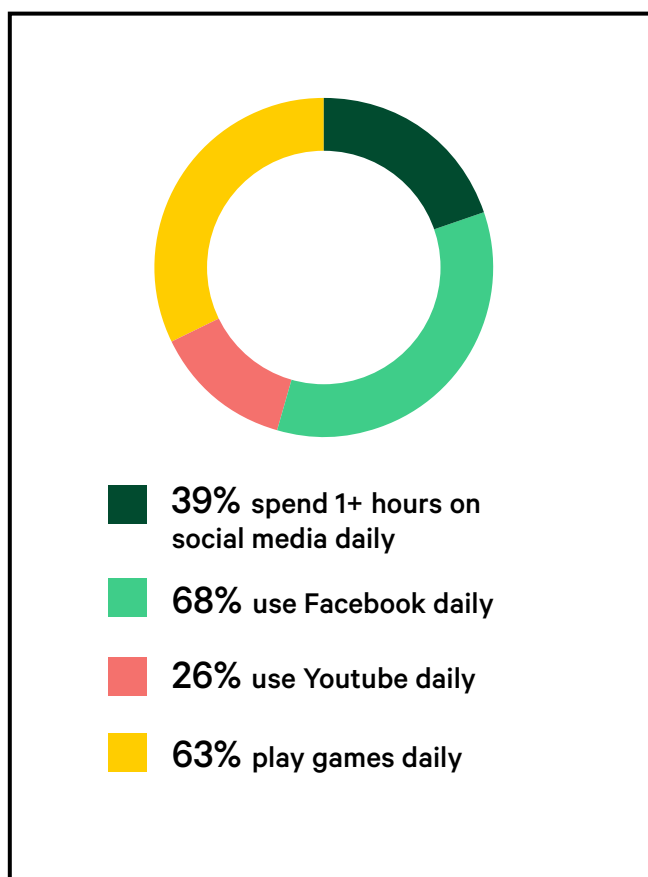
It blows their usage of any other social media platforms out the water, with daily usage of the top three closest competitors at 26% for YouTube, 23% for Instagram and 20% for Twitter. We see a far lower adoption of TikTok among this demographic; 74% say they never use it (although those that do are using it fairly frequently), while they're not using Snapchat much either (76% don't use it).

Gen X's usage of LinkedIn is also low (second lowest behind the Boomers), with 65% never using the professional networking platform and 11% using it frequently. Pinterest is only a little more popular than LinkedIn, while Twitch is the least popular of the established social platforms (91% don't use it). Meanwhile, few people in this age group have moved over to Clubhouse, with 94% never having used it.

Overall, usage of social media among Gen X is a little lower than their Millennial counterparts. The single largest percentage of people in this age group (26.5%) spend between 30 minutes to an hour on social per day, but a further 39% spend in excess of an hour, showing it's still a significant part of their lives.

Equally, playing games on a console, PC or mobile device remains popular among this demographic, with 63% saying they play each day. They're most likely to say they spend between 30 minutes to an hour gaming (21%), while a further 27% play for longer.

## UK Gen X's social media and gaming habits



04



# Boomers (aged 56-65)

# Boomers watch more live TV than any other demographic

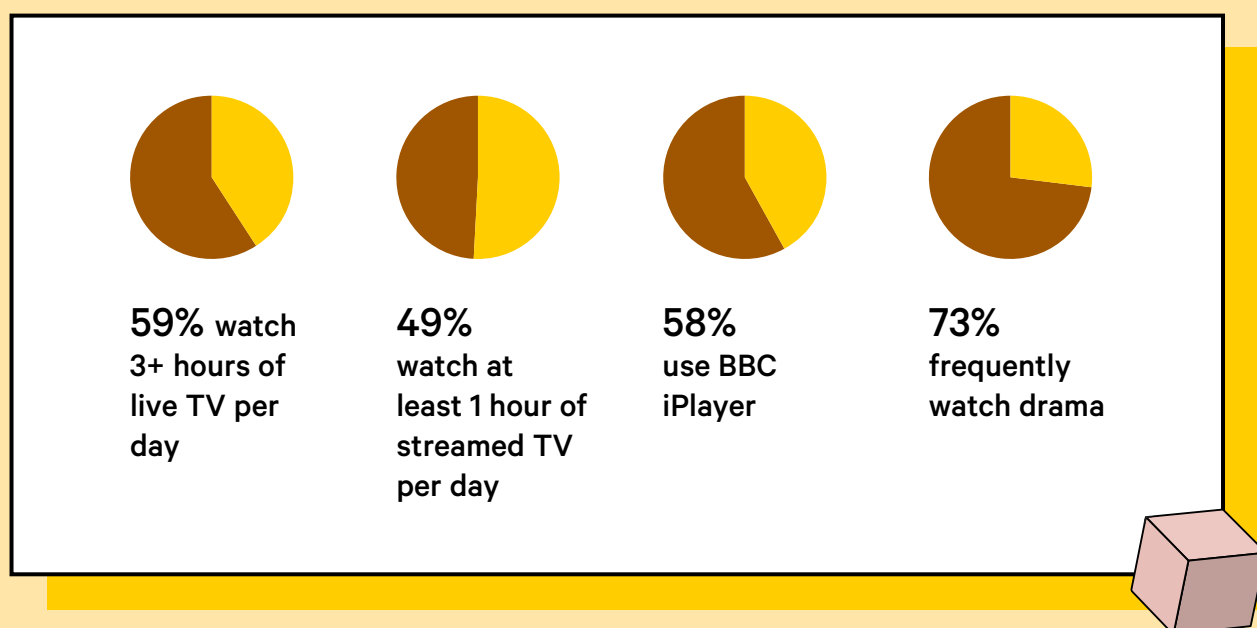
Ask a Boomer how long they spend watching live television each day and they're most likely to say between 3-4 hours (33%). A further 26% watch five hours or more of live TV, highlighting the strength of the medium for accessing consumers in this age group.

By contrast, 28% of Boomers say they generally don't watch streamed TV. Those that do are most likely to watch 1-2 hours a day (29%), but a further 24% watch less than this. BBC iPlayer is their preferred platform for streaming content, used regularly by 58%. ITV Player is used by 40% and All 4 by 30%. And while My5 is the least popular terrestrial on-demand service for this age group, Boomers are more likely to say they use it regularly than any of the other demographics (23%).

In terms of paid-for services, Netflix is most prevalent among Boomers (45%), followed by Amazon Prime Video (39%) and Sky (24%). Just under 10% subscribe to Disney Plus, but it's still more popular than Britbox (3%), Apple TV (3%), BT TV (6%) and Now TV (8%).

Boomers are the biggest consumers of drama; 73% say this is the type of programme they watch most frequently. They also enjoy the news, and are more likely to watch it than any other demographic (57%). Boomers are just behind Gen X in their consumption of documentaries (57%). Meanwhile, out of all the age groups, they're the highest consumer of sports (35%) and games show (28%), and lowest consumers of comedy (30%) and reality TV (16%).

## UK Boomers' TV watching habits



# Boomers have their favourite radio stations locked down

Just like their younger counterparts Gen X, Boomers are frequent radio listeners, with 42% tuning in daily and 21% a few times a week. A further 10% listen once or twice a week. You'll find this age group listening to Heart and BBC Radio 2.

Streaming music is a far less popular activity, with 44% saying they never do it. But those that do are most likely to do it a few times a week (16%). Meanwhile, 10% stream music daily and 11% once or twice a week. Spotify and Amazon Music are almost level pegging, with around 20% of the market each, while 12% of Boomers say they regularly use YouTube Music. Other music streaming platforms like Apple Music, Google Play Music and SoundCloud barely get a look in.

Boomers are the least likely demographic to have adopted audiobooks or podcasts, with 71% and 82% respectively saying they never listen to them.

The single largest percentage (9%) say they listen to podcasts less frequently than once a month, but a collective 12% listen at least once a week (That Peter Crouch Podcast is the only show to get a notable mention). Audiobooks get even less attention from Boomers, with only 5% listening weekly.

## UK Boomers' listening habits



**63%** frequently listen to the radio



**No1** radio station is Heart



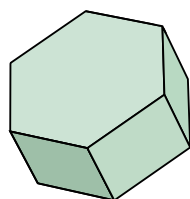
**26%** frequently stream music



**20%** use Amazon Music



**12%** listen to podcasts at least once a week





# Boomers are the biggest readers of physical newspapers

Picking up a daily newspaper is a habit 16% of Boomers still hold onto - that's the highest number of daily readers out of all the demographics. A further 9% read a paper a few times a week, and 13% once or twice a week. The leading newspaper among this age group is Daily Mail, followed by The Sun.

Boomers' appetite for news can be seen in how often they access news websites and apps; 44% say they use them daily, while 15% visit a few times a week, putting them just behind Gen X. In terms of platforms, they show an overwhelming preference for BBC News.

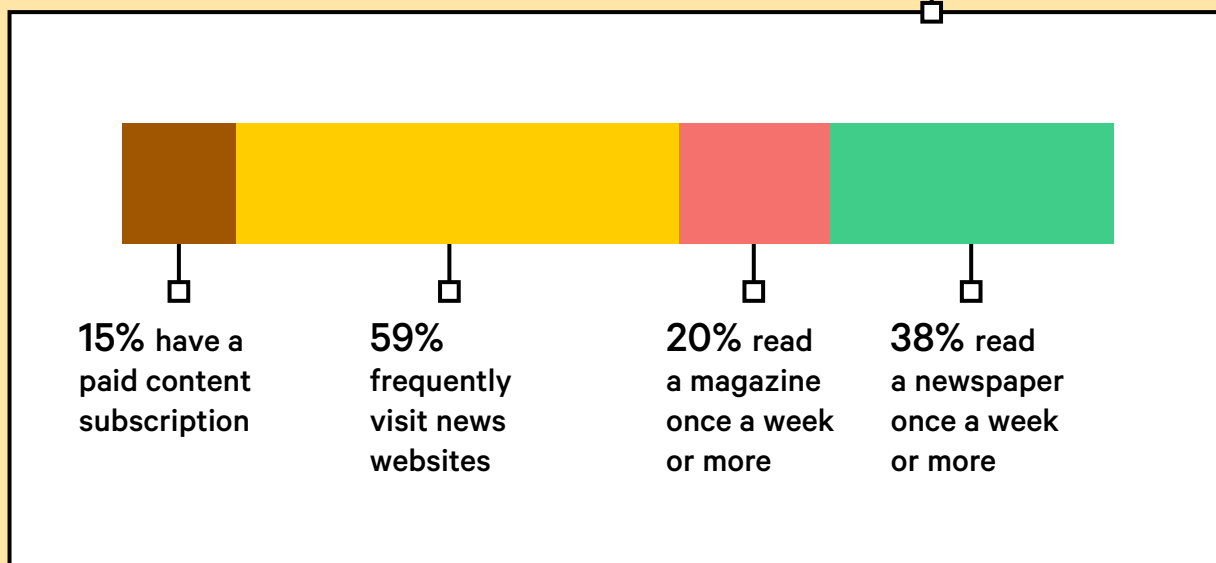
Physical magazines are significantly less popular among Boomers; only 20% read a magazine at least once a week, which is the lowest number out of all the age groups. Boomers are most likely to say they read magazines less frequently than once a month (22%) or never (39%). And the same goes for magazine

websites and apps; 54% never access them and 16% do so less than once a month. The magazine titles most likely to be mentioned by this group are Good Housekeeping and Private Eye.

Boomers are also the least likely demographic to pay for content; 10% say they have a subscription to a printed publication, and 8% have a digital subscription.



## UK Boomers' reading habits



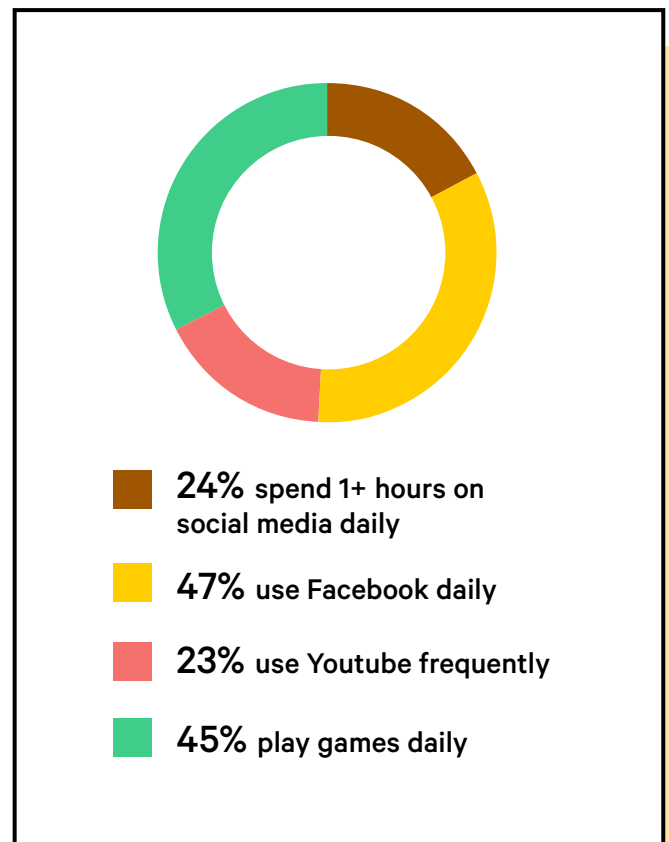
# Boomers spend the least amount of time on social media

Boomers' social media consumption is significantly lower than all the other demographics. The single largest percentage (32%) say they spend less than 30 minutes on social each day, while a further 24% say they generally don't use it at all.

When they are online, it's most likely to be scrolling Facebook; 58% visit the platform frequently (including 47% who visit daily and 11% who do so a few times a week). In comparison, only 18% frequently visit Twitter, 19% Instagram, 14% LinkedIn and 12% Pinterest, while platforms like TikTok and Snapchat have very low usage.

And although Boomers spend the least amount of time on YouTube out of all the demographics, they do still use it quite frequently, with 18% using it daily and 15% a few times a week. Meanwhile, Boomers are by no means strangers to gaming; 45% say they play games each day, although they're most likely to spend less than 30 minutes doing it (19%).

## UK Boomers' social media and gaming habits



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