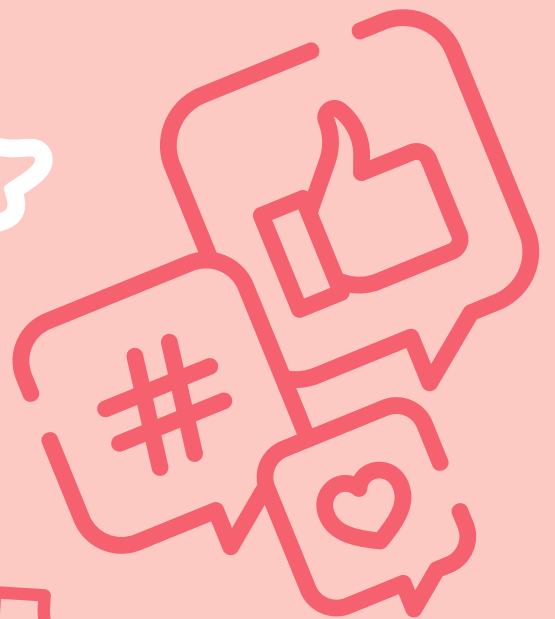
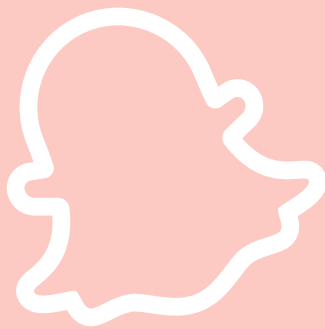


2024

US media consumption report

TV, audio, print, digital,
and social media trends



Introduction

Planning your media strategy for the year ahead? Wondering where you'll find your audience? Attest's Media consumption report aims to give you answers, providing three years of data across social media, TV, audio, print and digital media.

We highlight the trends you need to know, looking at year-on-year consumption across different demographics. From which social media platform is the best place to find Gen Z, to who's watching the most TV, you'll get insight that will help you decide where to spend your advertising budget.

Sample

The data in this report comes from a tracker survey conducted in March/April annually on the Attest platform. The sample includes 1,000 nationally representative US working age consumers.

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TV trends

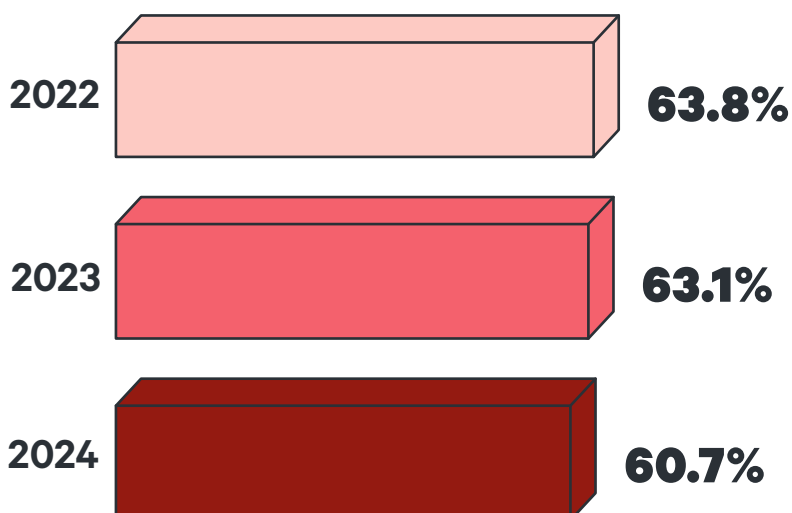
(Most) consumers are spending less time watching TV

The amount of TV that Americans watch is declining. Since 2022, the percentage of people watching TV of any type for more than three hours a day has dropped by -3.1 percentage points to 60.7%. All age groups have cut back on long daily viewing sessions of 5+ hours apart from consumers aged 25-34 who have increased them by +7.3 percentage points to 29.6%.

Extra insight

Consumers aged 55-64 watch the most TV: a third watch more than five hours per day, although this is a decline of -6.8pp on last year.

US consumers watching TV for 3+ hours per day



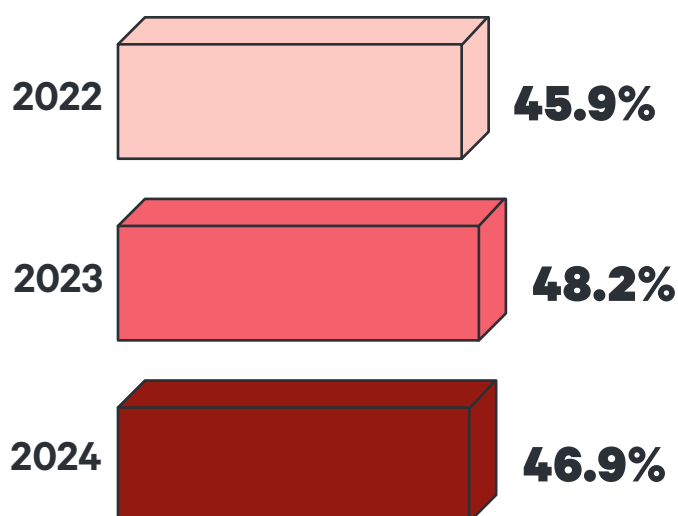
Live TV bounceback was short lived

Consumers have been drifting away from live TV for a while, with growing percentages not watching any at all. And while last year bucked the trend, this year, the number of Americans who don't watch live TV has risen by +4.1 percentage points to 24.3%. Consumers aged 35-44 are most likely to have abandoned live TV: a quarter don't watch any, which is an increase of +14.5 pp.

Extra insight

Consumers aged 25-34 watch live TV for twice as long as their younger counterparts: 25.5% watch 2+ hours a day, versus 11.9% of those aged 18-24.

US consumers watching live TV for 1+ hour per day



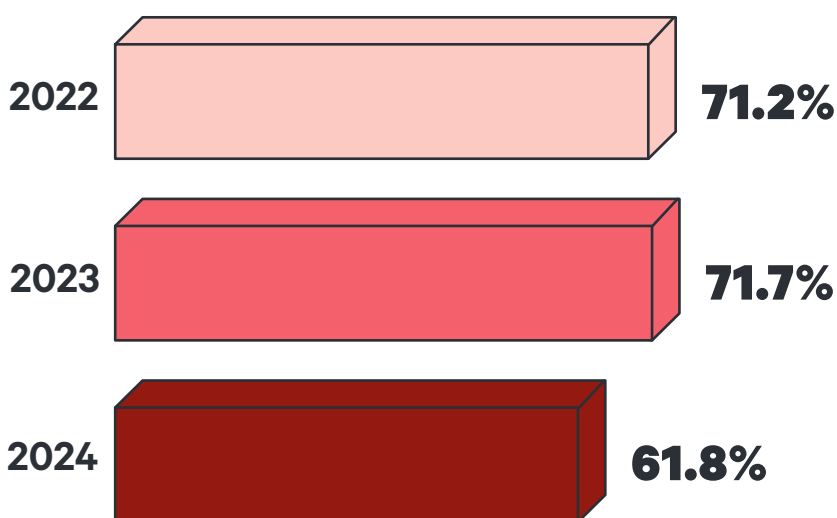
Crack down on password sharing dents Netflix viewer numbers

Since Netflix got tough on password sharing and scrapped its Basic ad-free tier fewer Americans are regularly accessing the platform. The number of consumers who watch Netflix at least once a week has declined by -9.9 percentage points to 61.8%. This loss has occurred across all age groups, with the deepest loss felt in the 35-44 age group (-13.3 pp to 64.0%).

Extra insight

Consumers aged under 35 are Netflix's biggest user group: around 75% use the streaming platform weekly.

US consumers watching Netflix at least once a week



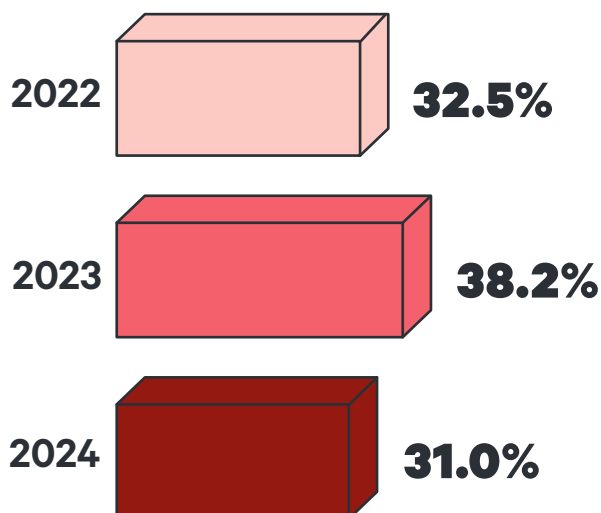
Millennials defect from Disney+

Disney+ hiked the cost of its ad-free plan by \$3 in October 2023. The move appears to have led to a loss of viewers, with a -7.2 percentage point decline in Americans accessing the platform at least once a week (to 31.0%). Similar to the losses seen at Netflix, it's Millennials who have defected: the percentage of consumers aged 28-43 who watch Disney+ has dropped by -13.5pp to 38.5%.

Extra insight

Disney+ remains America's fourth most popular TV streamer, behind Netflix, Hulu and Amazon Prime.

US consumers watching Disney+ at least once a week



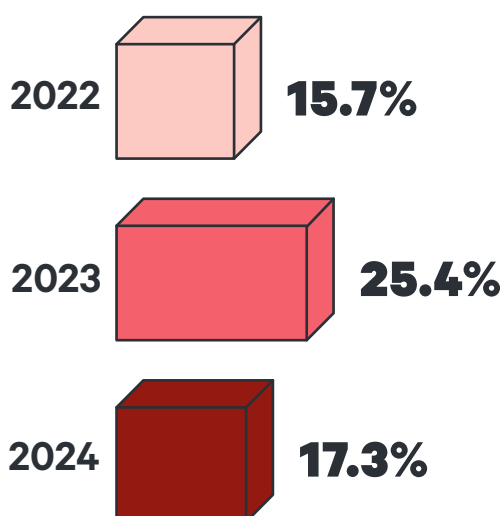
Fewer Americans are tuning in to YouTube TV

YouTube TV enjoyed a boost in users last year, but in 2024, viewer numbers have slipped back down. The percentage of consumers using the live TV streaming service weekly has declined by -8.1 percentage points to 17.3%. It remains most popular with a Millennial audience, despite the losses occurring in this demographic.

Extra insight

In line with the downward trend in live TV viewing, fellow 'cord cutting' service Sling also suffered a -7.9pp loss to 4.1%.

US consumers watching YouTube TV at least once a week



Audio trends

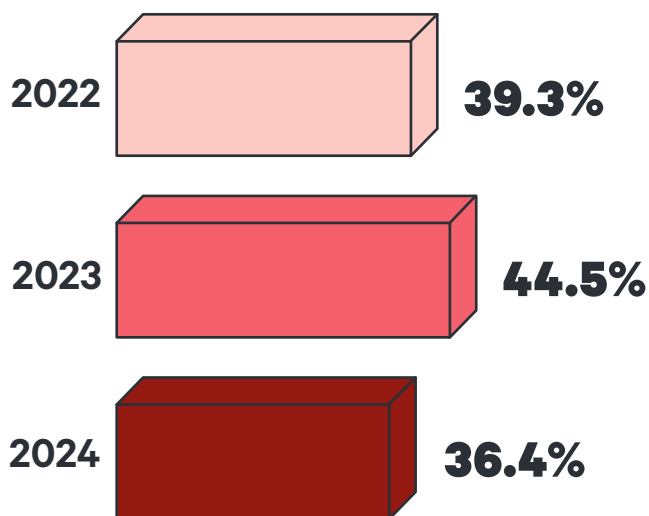
Americans aren't streaming music as frequently

Music streaming has been on an upward trajectory since we started tracking it, but this year it's taken a dip. The percentage of US consumers who listen to streamed music daily has decreased by -8.1 percentage points to 36.4%. Meanwhile, the percentage who say they never listen to streamed music has increased by +6 percentage points to 18.9%.

Extra insight

Americans under the age of 35 are more likely to listen to streamed music on a daily basis than they are to the radio.

US consumers streaming music daily



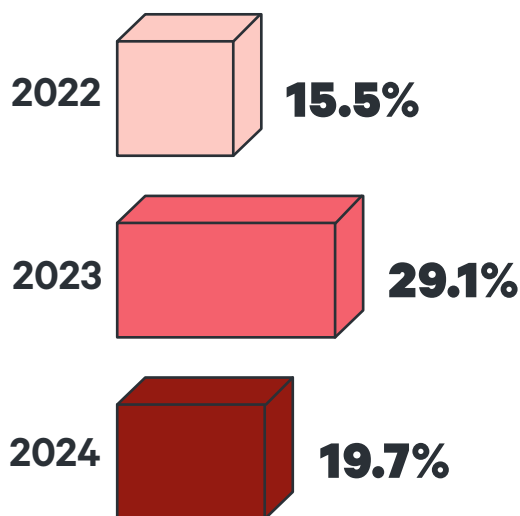
Apple Music sees decline in regular users

Apple Music is feeling the sting from the downward trend in streaming music. Just as it was starting to make gains, the platform has suffered a -9.4 percentage point decline in regular users to 19.7%. It's the biggest loss among a slew of losses for music streamers, and puts Apple Music back behind Amazon Music (22.6%). YouTube Music and Spotify remain neck-and-neck at the top.

Extra insight

Apple Music's core 18-24-year-old demographic remains loyal, with no change in the 34.7% who use it regularly.

US consumers regularly using Apple Music



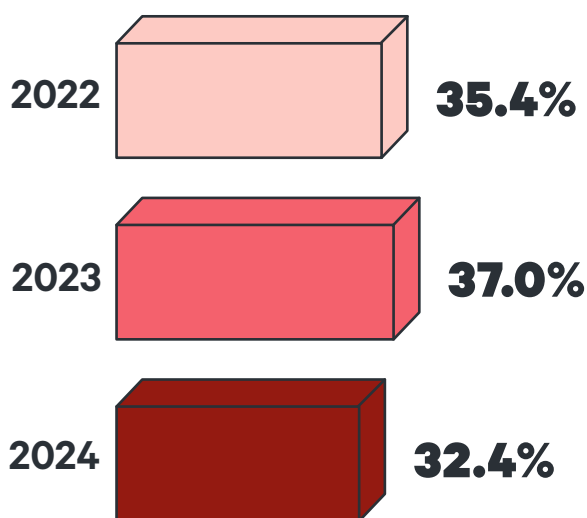
Radio listening is becoming less popular

Radio has held its own during the rise of the music streamers but could its star finally be on the wane? In 2024, daily radio listening has declined by -4.6pp to 32.4%. While the medium is still going strong with older demographics, a quarter of consumers aged 18-24 say they never listen to the radio and only 16.3% listen daily.

Extra insight

Americans aged 45-54 are the biggest radio fans: 43.1% listen daily and 26.3% listen several times a week.

US consumers listening to the radio daily



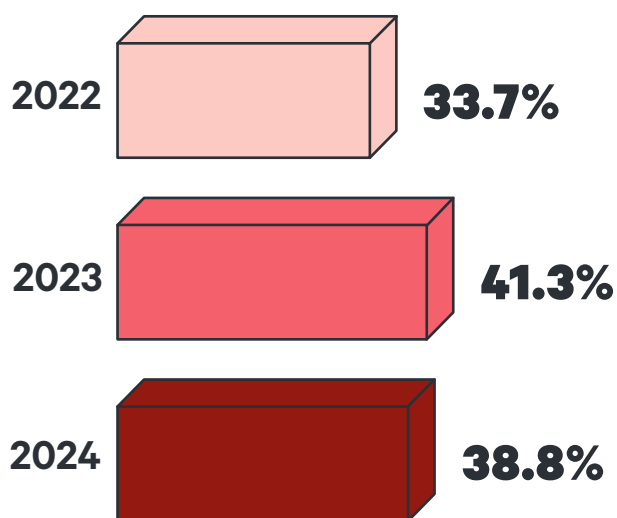
Podcast growth makes a u-turn

The percentage of consumers listening to podcasts hit a high last year, but 2024 fails to deliver any growth for the medium. Just under 39% of Americans listen to podcasts weekly, which is a -2.5 percentage point decline. However, while consumers aged between 35-54 have reduced their listening frequency, those aged 25-34 have increased it.

Extra insight

Consumers aged 25-34 are the biggest consumers of podcasts: 24.2% listen daily and their favorite genres are comedy and sport.

US consumers listening to podcasts weekly



Social media trends

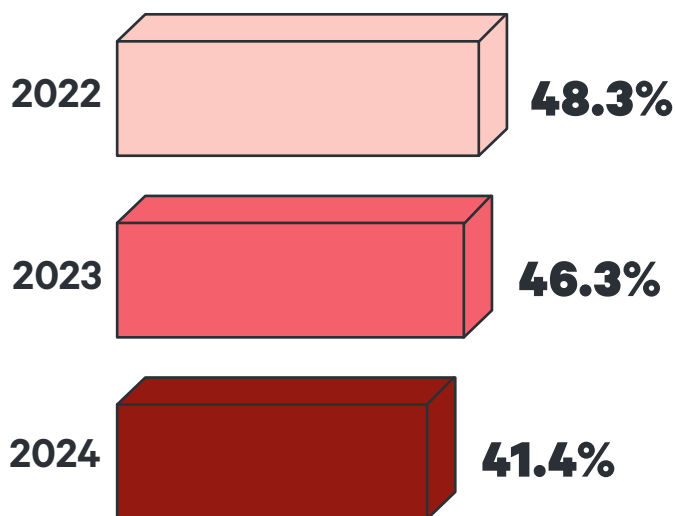
Middle aged consumers are spending less time on social media

Consumers aged 35-44 are reducing the amount of time they spend on social media: last year 45.0% spent more than two hours per day on social media but that has fallen -10.5 percentage points to 34.5%. The same trend is seen among consumers aged 45-54, following a -5.1 percentage point decline, only 28.7% scroll for in excess of two hours daily.

Extra insight

Gen Z spend the most time on social media: 31.3% spend 3-4 hours daily, 20.7% spend 1-2 hours and 15.3% spend a whopping 5-6 hours.

US consumers spending 2+ hours per day on social media



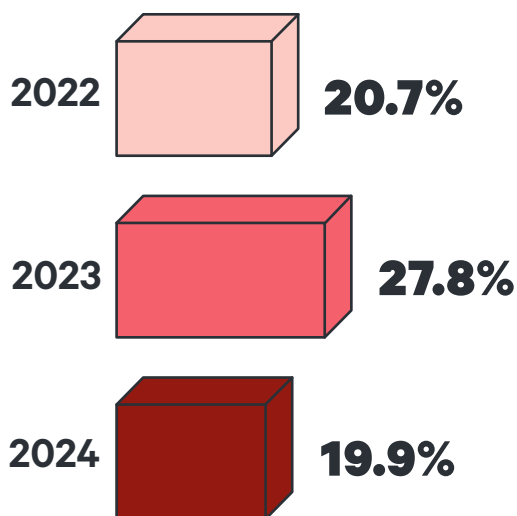
Young consumers are using Snapchat less frequently

Snapchat has suffered a -7.9 percentage point loss in daily US users, to 19.9%. The platform has become notably less appealing to users aged 18-24: last year, half of this age group used Snapchat every day, but that figure has fallen by -17.7 percentage points to 31.3%. It means the platform is now only marginally more popular with this age group than Facebook (27.1% use it daily).

Extra insight

YouTube has the highest usage among consumers aged 18-24: 60.4% use it daily, although this is a slight contraction on last year.

US consumers using Snapchat daily



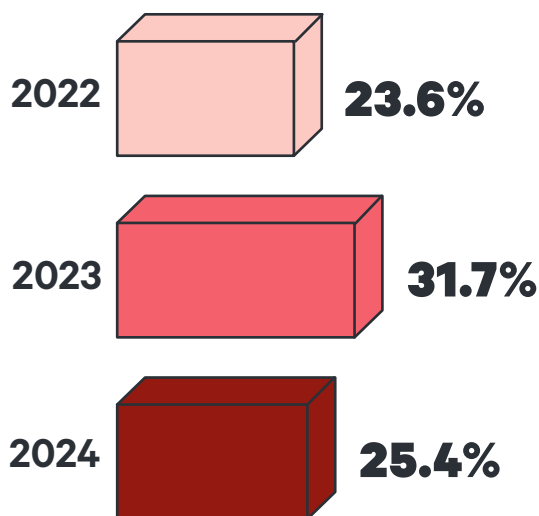
TikTok loses traction with Gen Z

If you were thinking that falling numbers of Gen Z on Snapchat was down to a migration to TikTok, you'd be wrong. Consumers aged 18-24 are also reducing their use of TikTok: the percentage who use it daily has declined by -9.3 percentage points. However, this figure still stands at 47.2%, meaning Gen Z remains the platform's biggest audience.

Extra insight

TikTok is trending down in general, with an +8.8pp increase in non-users to 43.4%, perhaps as a result of the platform's uncertain future in the US?

US consumers using TikTok daily



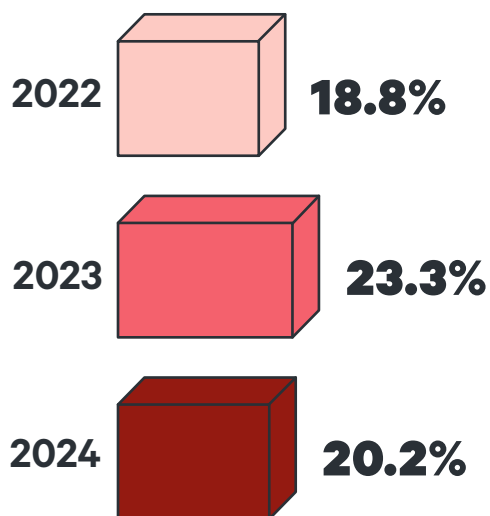
Twitter's X rebrand has driven consumers away

The number of US consumers who never use X (formerly known as Twitter) has increased by +7.7 percentage points to 49.9% since last year. At the same time, daily usership has decreased from 23.3% to 20.2%. Abandonment of the platform has occurred among consumers aged 35+.

Extra insight

X is most popular with consumers aged 25-34: nearly 26% use it daily, while a further quarter use it weekly.

US consumers visiting X daily



Print and digital media trends

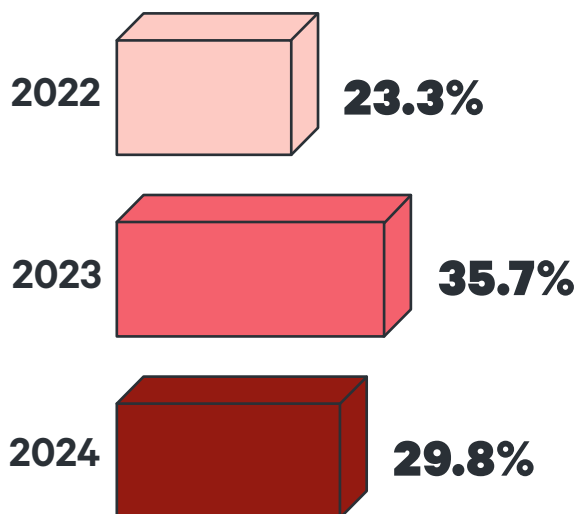
Consumers are cutting back on digital content subscriptions

Digital content subscriptions have experienced a -5.9 percentage point decline in 2024 to 29.8%. Consumers aged 35-44 have cut back the most (-20pp to 31.2%). However, losses have been offset by gains from consumers aged 18-24. Gen Z has bucked the trend by increasing their subscriptions to digital content by +17.2 percentage points to 50.3%.

Extra insight

Consumers aged 25-34 are most likely to have a subscription to a printed publication: 25.6% have one (including 19.2% who have both a print and digital subscription).

US consumers with a digital content subscription



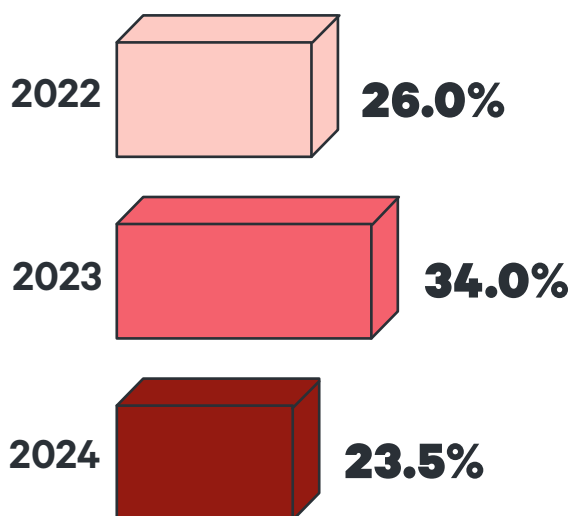
Older Millennials have abandoned printed newspapers

Weekly readership of printed newspapers has decreased by -10.5 percentage points to 23.5%. The decline is driven by consumers in the 35-44 age bracket, where there has been a huge decline of -31.2 percentage points to 21.1%. This age group were the biggest consumers of physical newspapers but have now been overtaken by younger consumers.

Extra insight

Consumers aged 25-34 are the biggest consumers of printed news: 32.4% read a newspaper weekly, including 7.8% who read one daily.

US consumers reading printed newspapers weekly



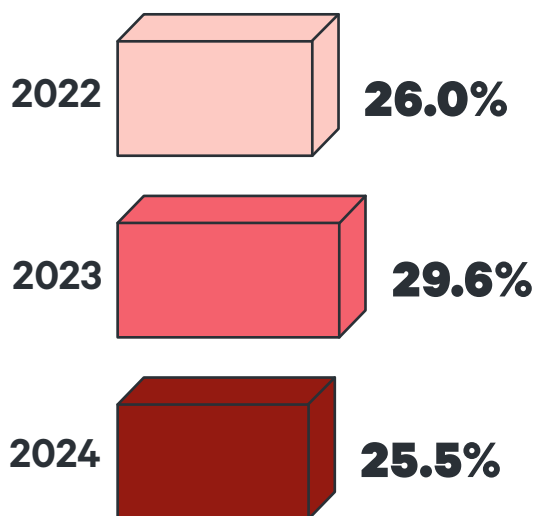
Americans have reduced their consumption of digital news

Consumers are accessing digital news less regularly. There's been a -4.1 percentage point decline in consumers reading digital news daily (to 25.5%). The deepest losses are seen among the 35-44 age group: their daily usage has declined by -12.8 percentage point to 23.2%. As a result, consumers aged 45-54 are now most likely to access digital news daily (33.0%).

Extra insight

Only 12.7% of consumers aged 18-24 read digital news on a daily basis, versus 20.7% of consumers aged 25-34.

US consumers reading digital news daily



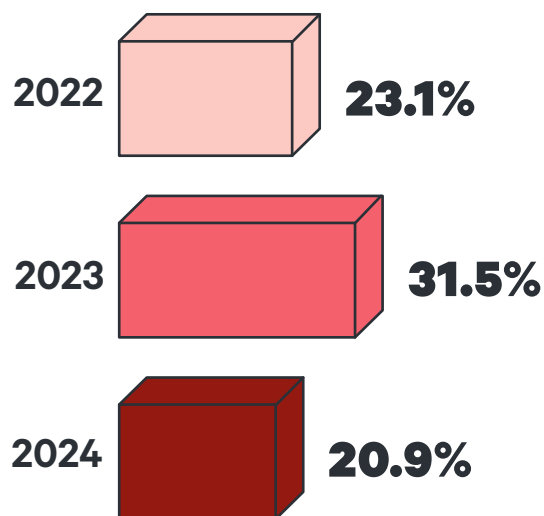
Consumption of magazines is trending down

Magazines have become less popular with Americans. Weekly consumption of digital magazine content has decreased by -11.7 percentage points to 24.2%, while the percentage of consumers reading printed magazines weekly has declined by -10.6pp to 20.9%. Consumers aged between 25-44 are most likely to have turned their backs on magazines, while those aged 18-24 are more likely to access magazine content regularly than they were a year ago.

Extra insight

Consumers aged 25-34 remain the biggest magazine readers: 26.7% read a printed magazine at least once a week, while 30.9% read digital content.

US consumers reading printed magazines weekly



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your target audience's
media usage?**

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