The “Tea” on Gen Z

How are Gen Z Watching?

What devices are they streaming to?
- 8 in 10 stream to a smartphone
- 2 in 3 stream to a laptop
- 3 in 5 stream from a gaming console
- 3 in 4 stream to a TV, and 3 in 5 to a smart TV
- 1 in 2 stream to handheld gaming consoles including VR

Streaming is the dominant source for TV content, but live TV is still relevant for Gen Z

- 78% of Gen Zers stream TV content on a weekly basis.
- 45% of Gen Zers watch live TV on a weekly basis.

What are Gen Z Watching?

Long-form content and short-form content are equally important for Gen Z

- Short-Form TV Content: 54%
- Long-Form TV Content: 46%

What short-form content are Gen Z streaming?

- 6 in 10 watch funny content and memes
- 1 in 3 watch political content
- 1 in 4 keep up with the news
- 1 in 4 find local events
- Half watch content that aligns with their values
- 1 in 4 keep connected to their favorite brands

Gen Z consider it important to...

- Be environmentally conscious: 51%
- Support LGBTQIA+ community: 49%
- Work for women’s rights/feminist causes: 48%
- Support local businesses: 47%
- Donate money to causes they believe in: 40%

Are your corporate values aligned with Gen Z audiences?

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For more information contact:
tasham@horowitzresearch.com