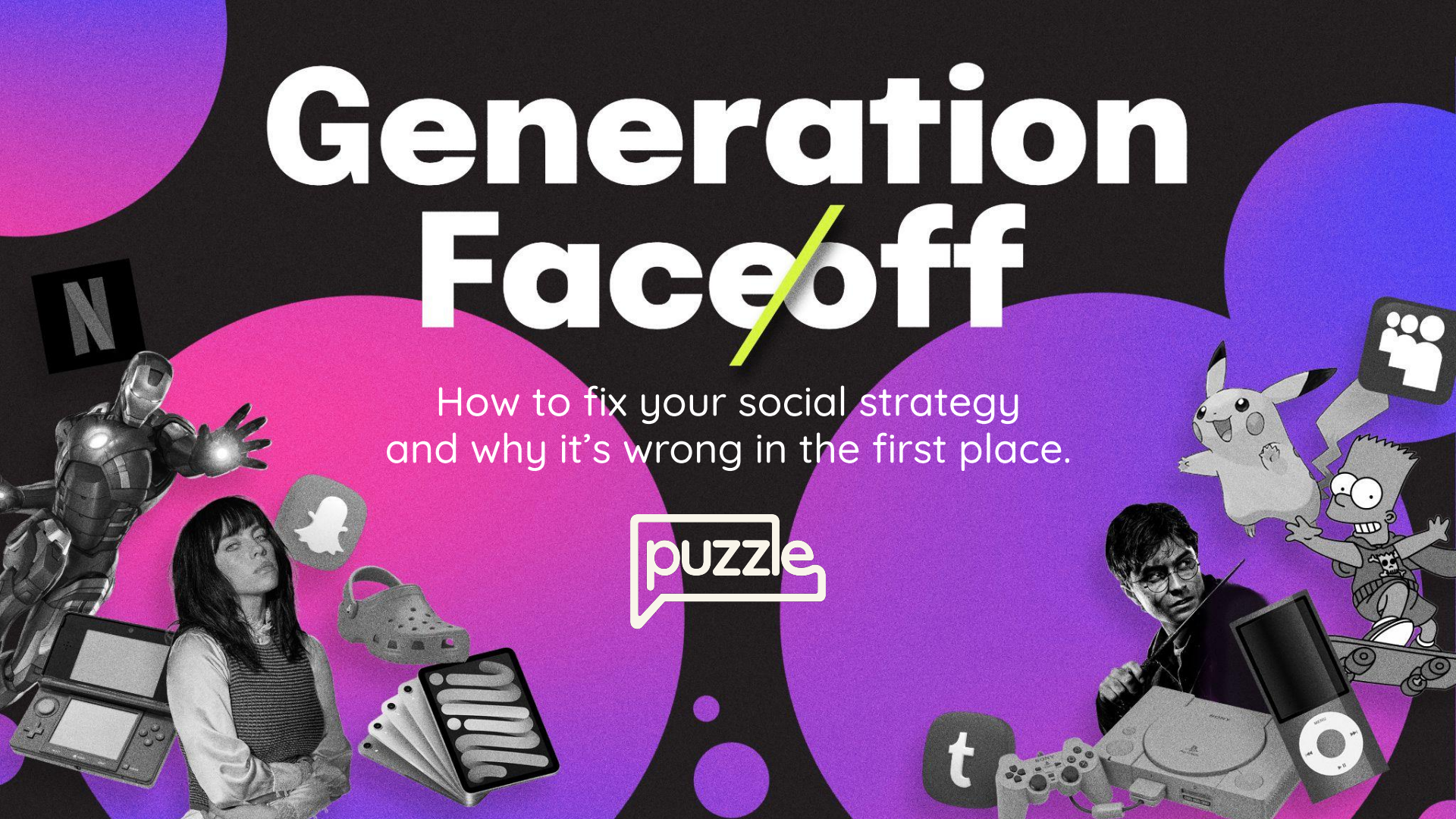


# Generation Faceoff

How to fix your social strategy  
and why it's wrong in the first place.

puzzle





# In this report:

This report explores how Gen Z and Millennials define culture through social and why, we're sorry to tell you, **Facebook still matters.**

And so do Millennials!

## Contents:

- 03 Intro
- 05 Who actually uses Facebook?
- 08 Trust, privacy and security
- 12 Attitude to ads
- 17 Final insight
- 19 Info and methodology

**Facebook is dead...**  
**Long live Facebook!**





Read about social & Gen Z and chances are you won't be reading about Facebook.

We can see where that comes from; they're the first generation to break Facebook's stranglehold in social.

Or are they?



“Facebook has declined” we read it all the time. However, there could be a reason for that; prominent reports seem to no longer even be asking about Facebook when they ask about social channel mix. As a result, lots of brands are hugely neglecting Facebook. It's the most common thing we see across all demographics with partners.

It's not new, it's not hip. It's a Skoda to TikTok's Porsche. There's just no one that *cool* there.

Or is there?

Rumours of Facebook's demise should be explored with data rather than hearsay.

So, we did just that...

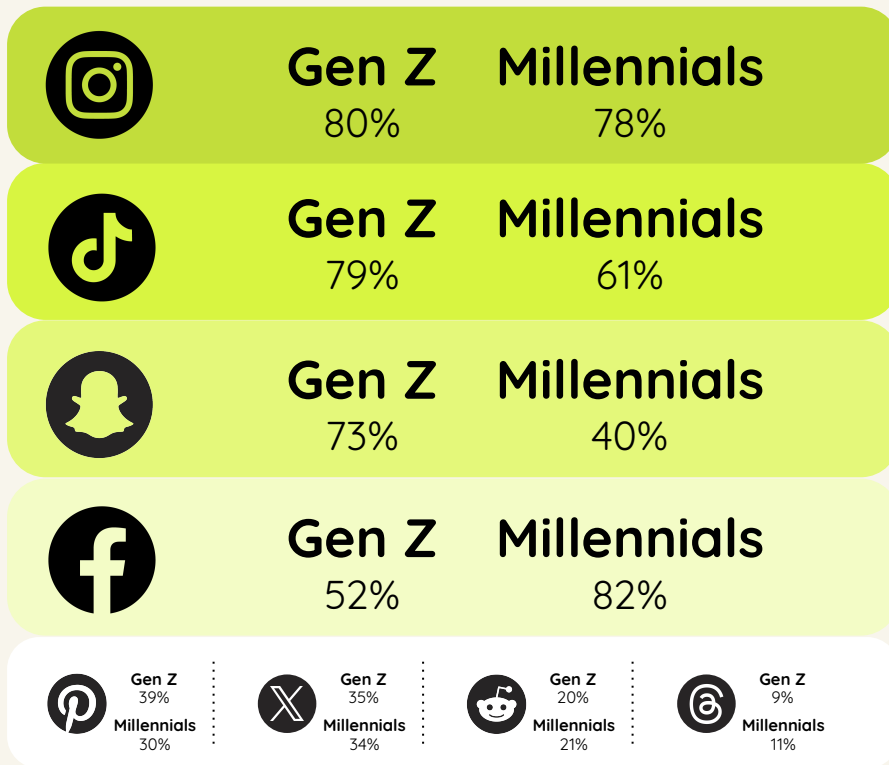
# Fact: Everybody uses Facebook.

More of Gen Z are on Facebook than are not. Read it and weep.

That, along with better targeting tools, reporting and higher representation among older age groups should make Facebook a prime target for your Marketing activity.

If your target is both **Gen Z** and **Millennials**, you can reach **63%** of them on Facebook.

## Platform Use:



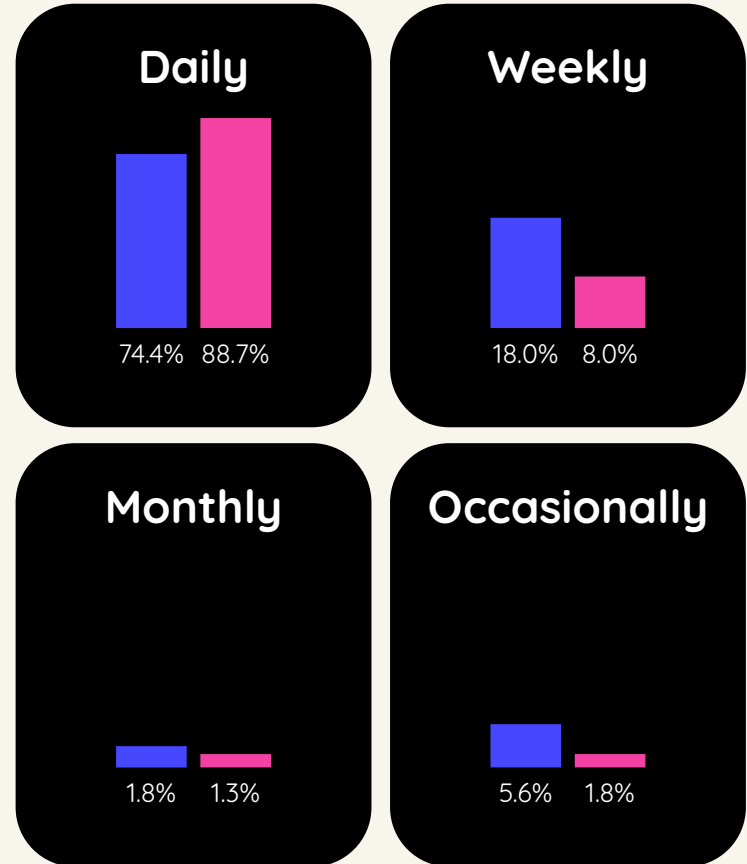
# An itch that must be scratched.

About three quarters of Gen Z who use Facebook do so **daily**.

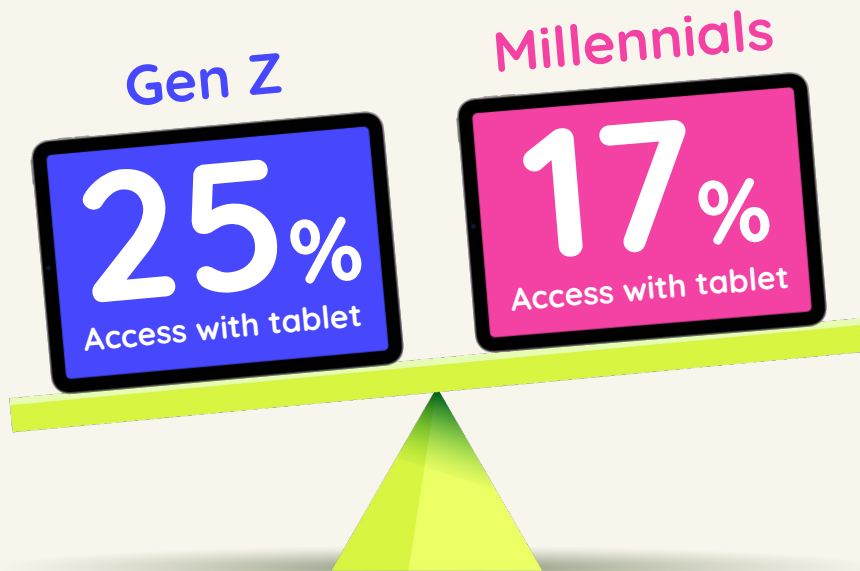
And 92.47% of Gen Z users who use Facebook do so at least weekly (47.98% of Gen Z as a total).

● Gen Z ● Millennials

## How often do you use Facebook?



# Gen Z are more likely than Millennials to use a tablet to access Facebook.

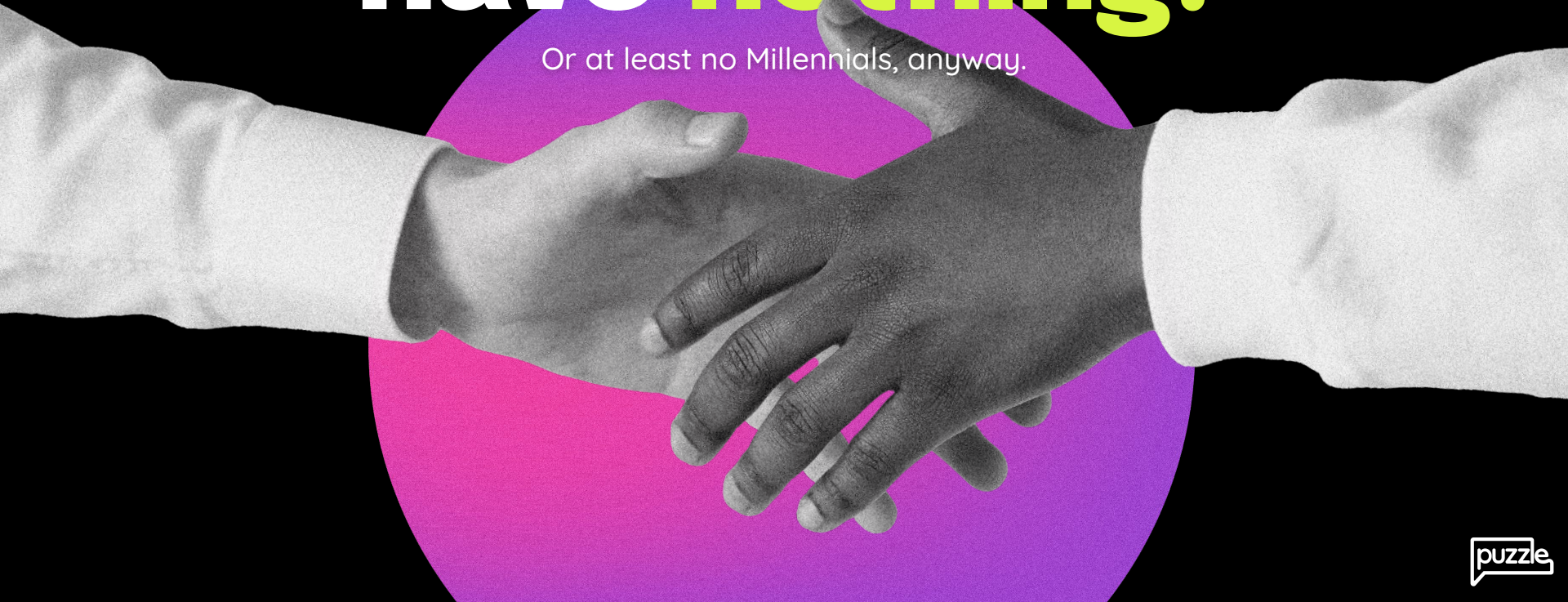


## How do you access Facebook?

Devices	Gen Z	Millennials
Phone	70.6%	76.8%
Tablet	25.5%	17.4%
Laptop + Phone	1.9%	1.3%
Laptop	1.1%	3%
Phone + Tablet	0.5%	1.1%
Phone, Laptop, Tablet	0.2%	0%
Tablet + Laptop	0%	0.2%

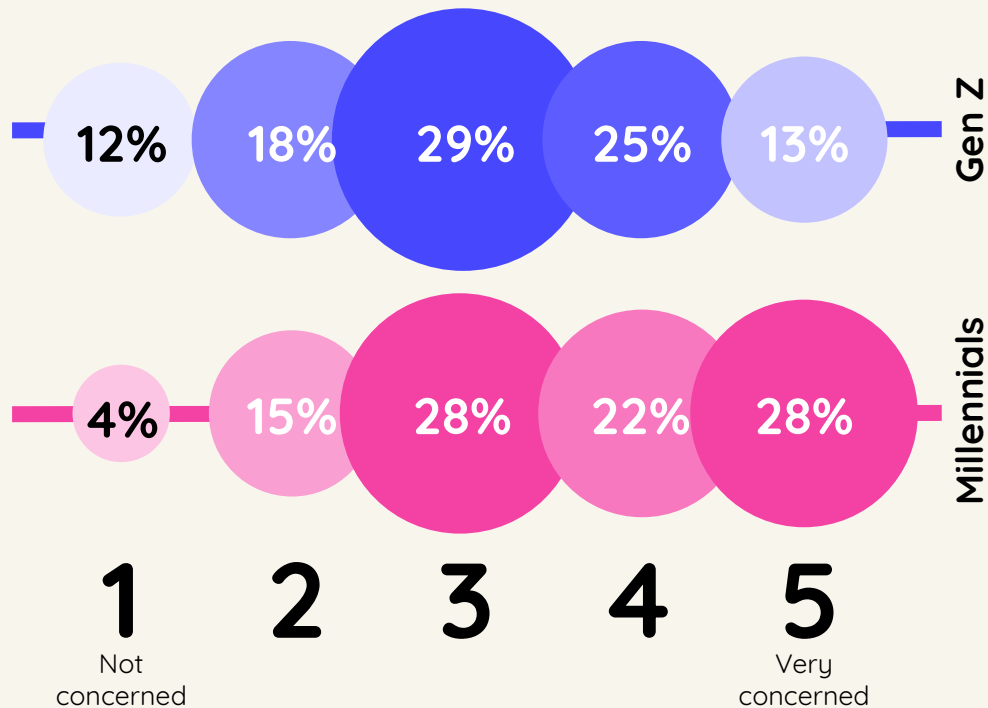
# Without trust, you have **nothing.**

Or at least no Millennials, anyway.





## How concerned are you about privacy/security?



28% of Millennials scored privacy and security as a 5 out of 5 when it comes to top concerns on social. Maybe they remember a rosy time before shady end user agreements were signed away in a swift click...

Despite being known for their anxiety, **Gen Z are less concerned** about Privacy and Security.

13.35% of Gen Z said privacy and security was a 5, which is only just above the number who rated their concern at a lowly level 1 (12.83%).

$\frac{2}{3}$  of Gen Z placed trust as a 3 or above - other factors came out as more important, which we'll explore elsewhere.

31.41% of Gen Z said they were less than 3 on a scale of 1-5 vs 20.48% of Millennials.

## Which type of content do you engage with?

**1 Photo**

Gen Z: 54.3%  
Millennials: 57.7%

**2 Video**

Gen Z: 44.7%  
Millennials: 47.5%

**3 Communities**

Gen Z: 24.2%  
Millennials: 25.9%

**4 Articles**

Gen Z: 18%  
Millennials: 25.6%

**5 Marketplace**

Gen Z: 12.3%  
Millennials: 14.5%

**Messenger**

Gen Z: 9.3%  
Millennials: 14.2%

**Stories**

Gen Z: 7.8%  
Millennials: 11.6%

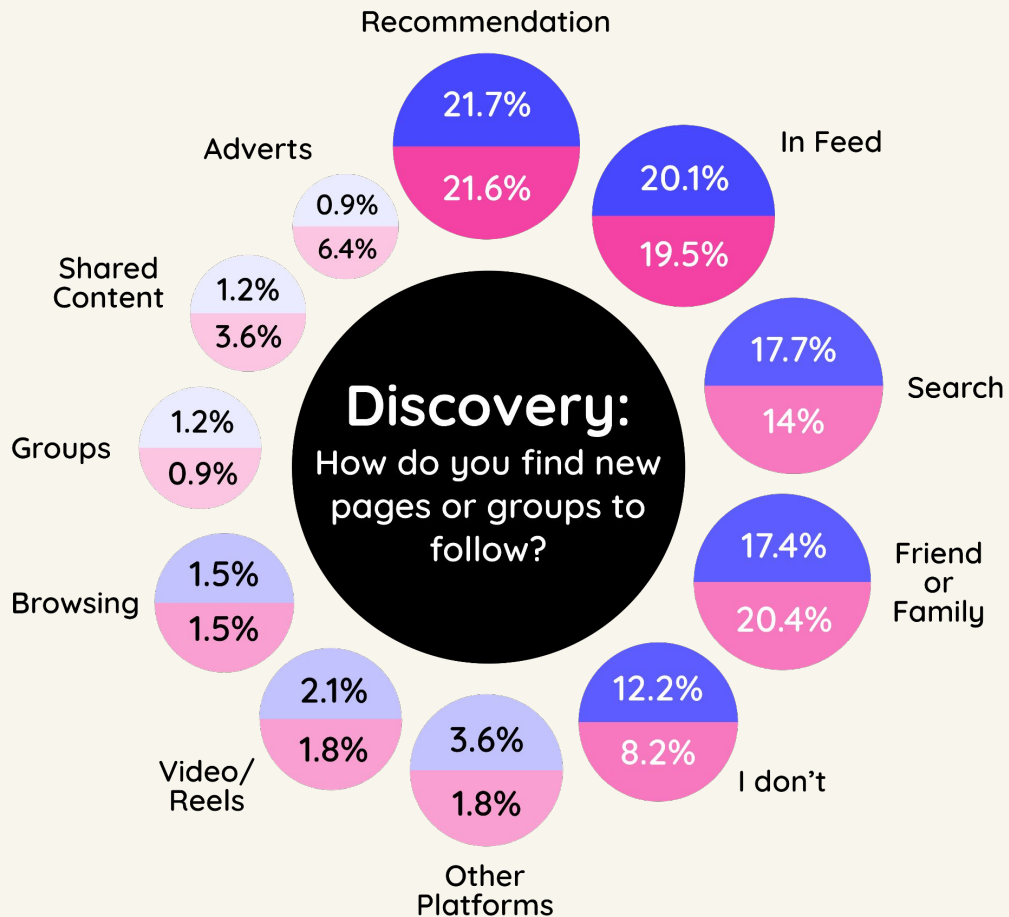
**Groups**

Gen Z: 0.4%  
Millennials: 0.2%

# Common ground.

Both generations show a good spread of engagement across all content types. And both show most love for photo and video content.

Despite what platform pushes and algorithms might have you believing, Gen Z showed a higher propensity to engage with photo content over video. That's both higher than Millennials for video and photo and higher than their own likelihood to engage with video content.



# I have found what I am looking for.

Although Gen Z are less likely to follow pages, when they do, they search directly with an intent to follow.

Recommendations from platform or contacts were their main sources.

● Gen Z ● Millennials



# The moment you've been waiting for: **Attitude to ads.**



# Creativity VS Relevancy.

One of the clearest divides between Millennials and Gen Z for ads is creativity vs relevancy. Both generations scored these two aspects as the highest, but just less than 1 in 3 Millennials mentioned creative vs just over 1 in 2 for Gen Z.

The most important factor for making an advert appealing for Millennials was that it was relevant, whereas Gen Z respondents said creative was what swayed them.

**Think colourfully:** 11.16% of Gen Z specifically cited colour as an important factor vs 2.98% of Millennials.

**Gen Z are more visually driven.**  
If you're targeting Gen Z - your creative had better be on colourfully point!

## What makes a Facebook advert appealing to you?

### It's Creative

Say Gen Z

Gen Z: 41%

Millennials: 30%

### It's Targeted

Say Millennials

Gen Z: 35%

Millennials: 47%

#### Copy

Gen Z: 14.9%  
Millennials: 11.8%

#### Brand Equity

Gen Z: 5.2%  
Millennials: 5.5%

#### Trust

Gen Z: 4.8%  
Millennials: 5.5%

#### Free Sample

Gen Z: 3%  
Millennials: 2.9%

#### Music

Gen Z: 1.8%  
Millennials: 2.5%

#### Price/Offers

Gen Z: 1.5%  
Millennials: 0.8%

#### Frequency

Gen Z: 0%  
Millennials: 0.4%

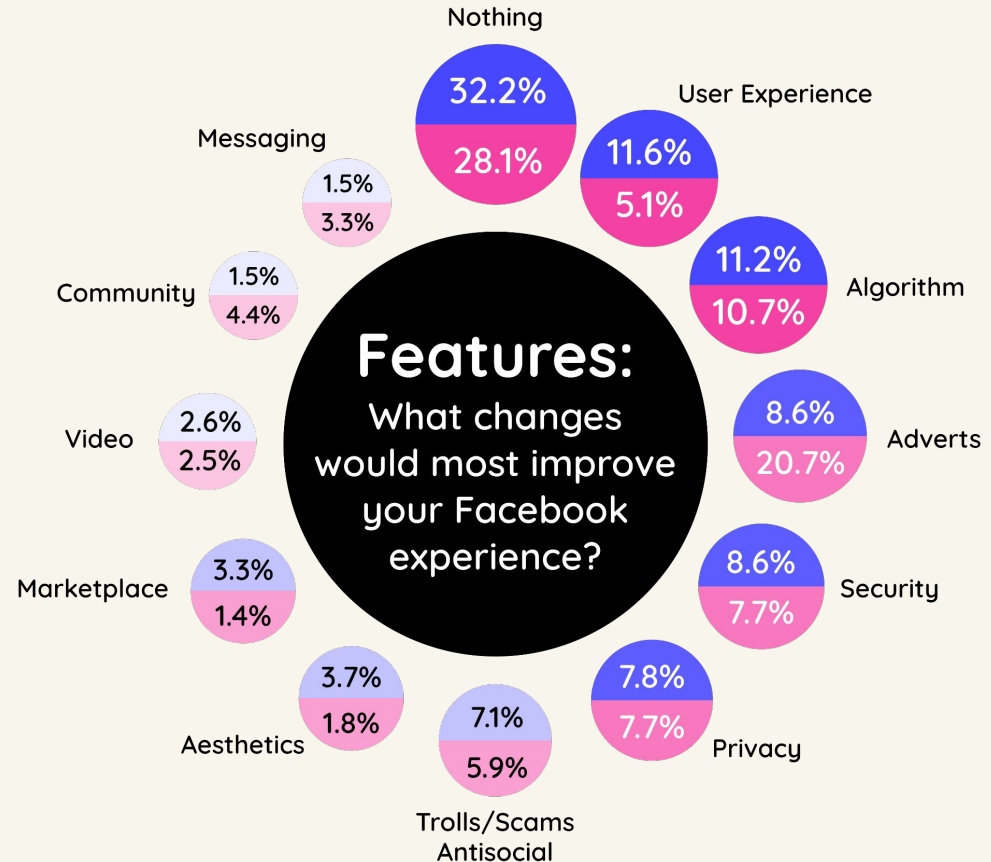
# Does it offend you yeah?

Millennials have more of an issue with ads; Gen Z have grown up with them and are more accepting.

Interestingly, more Gen Z than Millennials said that they were happy with Facebook as-is - but they were much more likely to report that they didn't like the UX.

Speed in particular was a theme for Gen Z.

● Gen Z ● Millennials



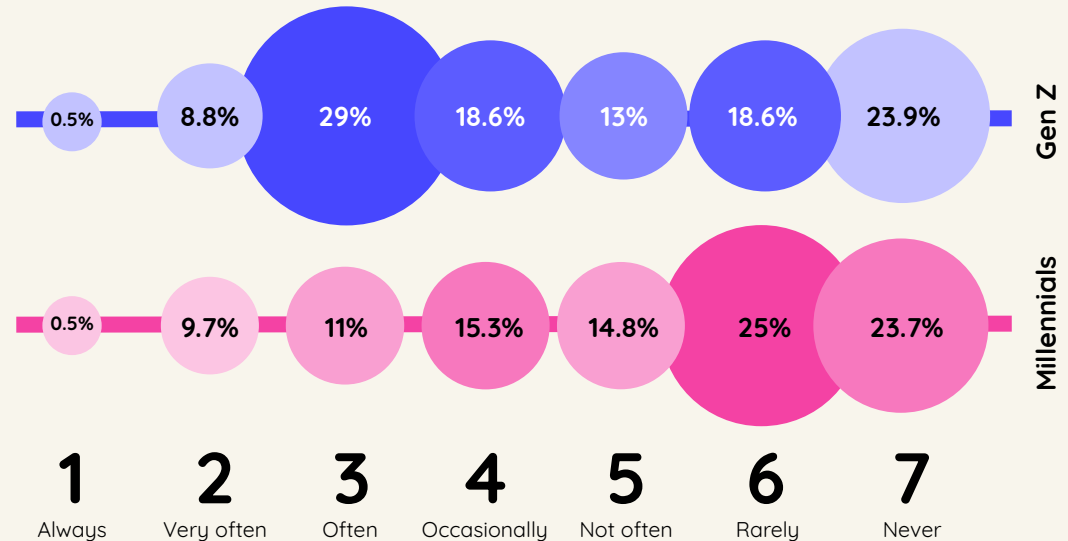


# To click or not to click.

More millennials said they rarely or never clicked on ads than Gen Z.

Gen Z said they were more likely to often or occasionally click on ads than Millennials.

## How often do you click on ads on Facebook?



# One more thing:

Gen Z live more of their life online (somehow) and more of them used Marketplace and wished it was better.

The reasons both age groups use Facebook have shifted since its inception, when the feed was the sole feature. Originally, Marketplace and Groups were less central, but they are now among the most valued features. This evolution highlights the increased significance of advertisements, which appear in the feed alongside group posts. It also presents a dual challenge and opportunity for marketers to adapt and maintain their relevance with current platform usage.

## The Top 5 Valuable Features:

1	Marketplace	Gen Z: 51% Millennials: 44%
2	Groups	Gen Z: 37% Millennials: 37%
3	Events	Gen Z: 10% Millennials: 14%
4	Feed	Gen Z: 4% Millennials: 6%
5	Messenger	Gen Z: 2% Millennials: 4%

# Your audience is on Facebook. We can find them.

Yes, yes, we also understand and  
operate across ALL other social  
platforms.

Get in touch:  
[hello@puzzlelondon.com](mailto:hello@puzzlelondon.com)



# Putting faces to names.

Social media isn't just a way of life; it is life.

At **Puzzle**, an award-winning, independent agency, we transform the ordinary into the extraordinary by blending behavioural science with magic and creativity to deliver high-performing social.

We truly act as an extension of our partners' teams, with their goals as our goals. That's how we ensure we deliver.

Need proof? We've already built two unicorns in our short lifespan and have so much more to offer.



**Francis Burns**  
Managing Director

With 15+ years of digital, build & social tucked under his belt, working with brands including IKEA, Cancer Research UK, InBev, Pernod, Tesco Mobile, Klarna, Deliveroo, Bupa, Microsoft, Sky and more - Francis has almost seen it all. Almost.

He founded Puzzle to be an agile, reactive agency who truly operate as a partner, not supplier. His ultimate weakness is cheese.



**Martin Burns**  
Head of Media & Insight

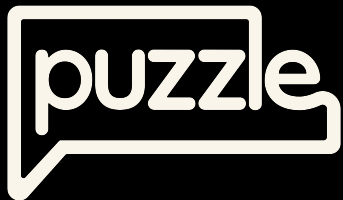
Find someone who looks at you the way Martin looks at spreadsheets. Cutting his teeth on complex queries and data mapping for a big gas network put him in good stead for the nitty gritty of digital paid media and insight.

A huge achievement in his early Puzzle days was working with the Facebook (sorry, Meta) team in Palo Alto to develop the radial geo-targeting tool that every advertiser has access to today.

We surveyed people (using survey platform, Attest) across the UK asking about their social media usage.

In total, we had 770 respondents, equally split between Gen Z (ages 18-27) and Millennials (ages 28-43).

Questions allowed for open text responses and we analysed these to draw the observations and conclusions.



# Thanks.

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London | Nottingham