



## Generation Gap: Online Content Consumption and Age

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How do the digital content consumption habits of Millennials, Generation Xers, and Baby Boomers differ?

To find out, [Fractl](#) and [BuzzStream](#) surveyed 1,200 adults on how much digital content they engage with, when they look at content, which devices they use most frequently for content consumption, and whether they prefer short-form or long-form content.

The generations were defined by the researchers as follows: Millennials (born 1977-1995), Generation Xers (born 1965-1976), and Baby Boomers (born 1946-1964).

Below, key findings from [the report](#).

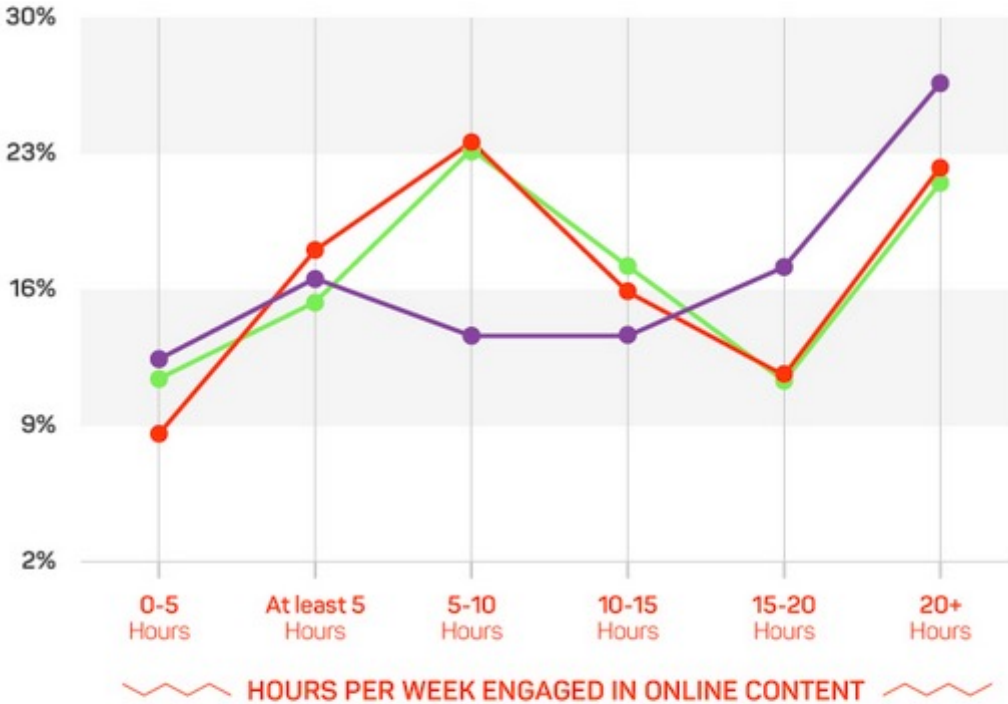
### Time Spent Consuming Content

- Baby Boomers spend nearly 10% more time online consuming content than younger generations do.
- Baby Boomers are also the group most likely to spend 20+ hours each week consuming content: 25% say they do so.
- The largest share of Gen Xers and Millennials—just over 22% each—spend 5-10 hours per week consuming content.



# HOW MUCH TIME DO WE SPEND CONSUMING CONTENT?

MILLENNIALS GENERATION X BABY BOOMERS



> **Baby Boomers** spend more time consuming content than any other generation. Remember that when you create content. <



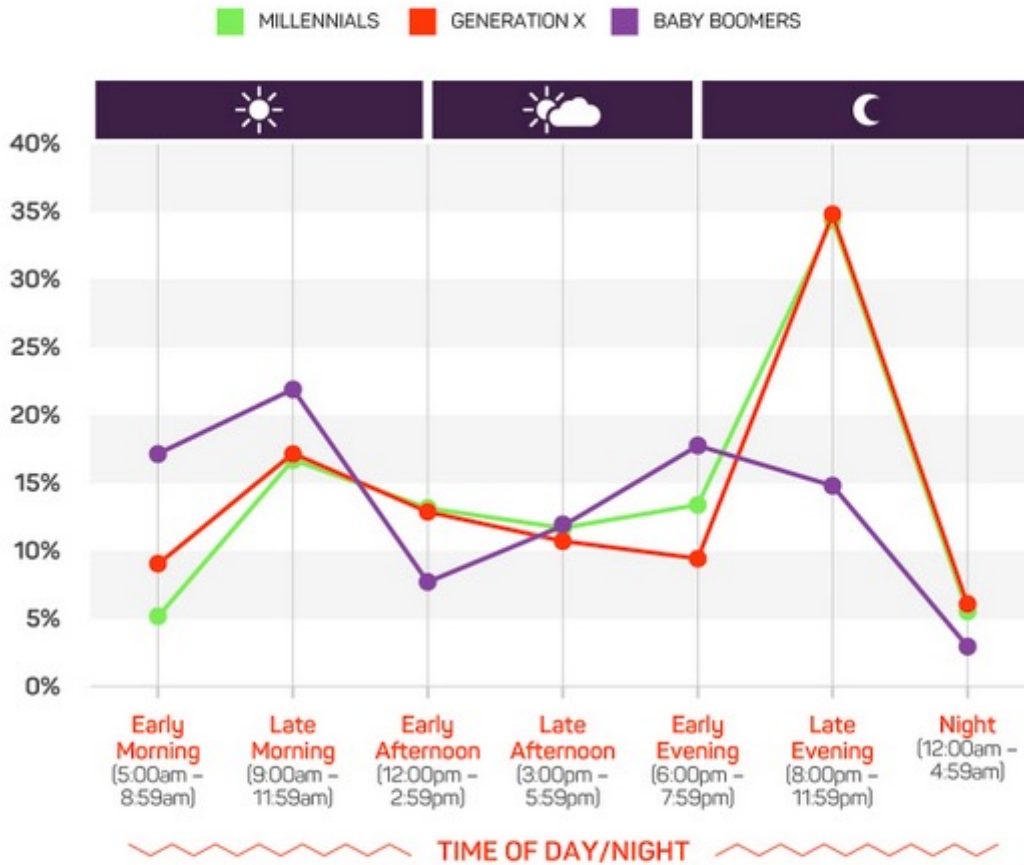
### When Content Is Consumed

Baby Boomers tend to consume more online content during the week, whereas Millennials save much of their content consumption for the weekends; Gen Xers fall somewhere in between.

Millennials and Gen Xers consume most of their content between 8 PM and midnight, local time.

Baby Boomers consume most of their content in the mornings: Nearly 40% say they are online between 5 AM and noon.

# WHEN DO WE CONSUME CONTENT?



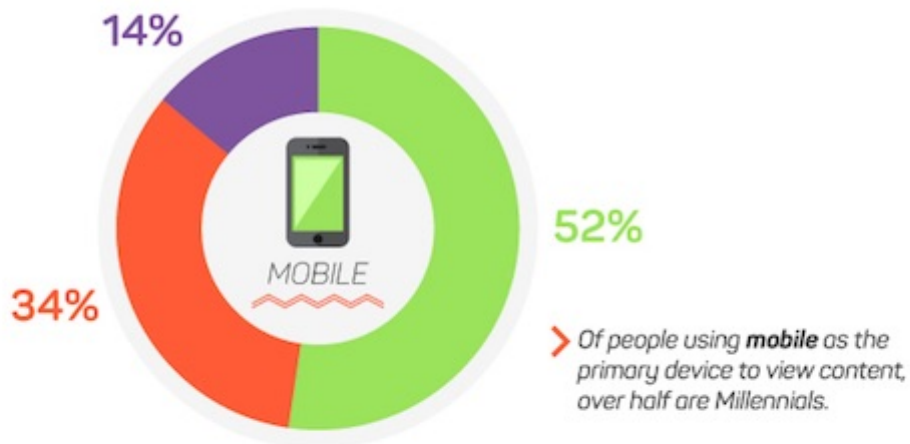
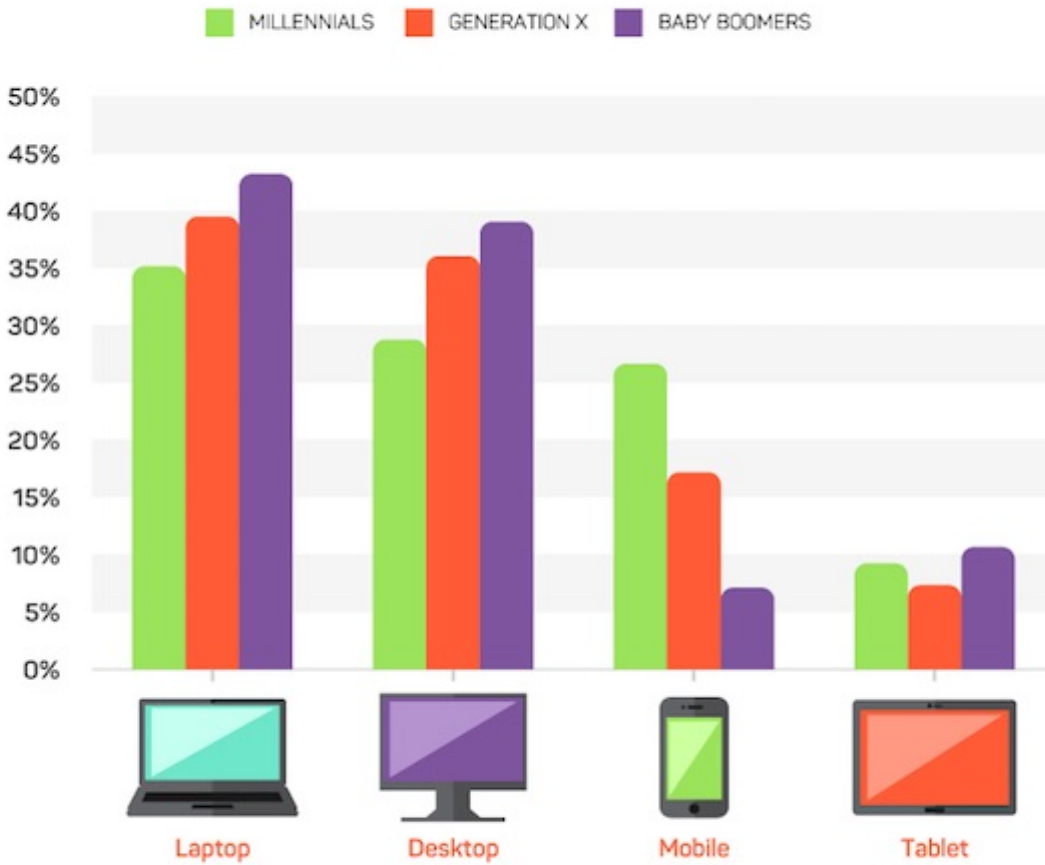
➤ Evening, **between 8 p.m. and midnight**, is when most people consume content. Post content during this time to reach the largest audience. ➤



### Devices Used for Content Consumption

Most Baby Boomers use a laptop (43%) or tablet (40%) as their primary device for consuming content. More than 25% of Millennials say their mobile phone is the primary device they use for content consumption.

# WHICH DEVICE DO WE USE TO VIEW CONTENT?



> Don't forget to optimize for mobile. More than a quarter of **Millennials** use mobile as their primary device for viewing content. <



Millennials, Gen Xers, and Baby Boomers all agree on the ideal written content length: around 300 words. Baby Boomers have the highest preference for articles under 200 words (18% say they like most); Gen Xers like short articles the least (less than 10% prefer them).

More than 20% of Gen Xers prefer articles longer than 500 words, compared with 15% of Baby Boomers and Millennials.



## CONTENT LENGTH PREFERENCES

HOW LONG ARE THE WRITTEN ARTICLES YOU ENJOY READING?

MILLENNIALS GENERATION X BABY BOOMERS



Don't be too wordy; all generations agree that 300 words is the sweet spot for article length.



About the research: The report was based on data from a survey of 1,200 adults.



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