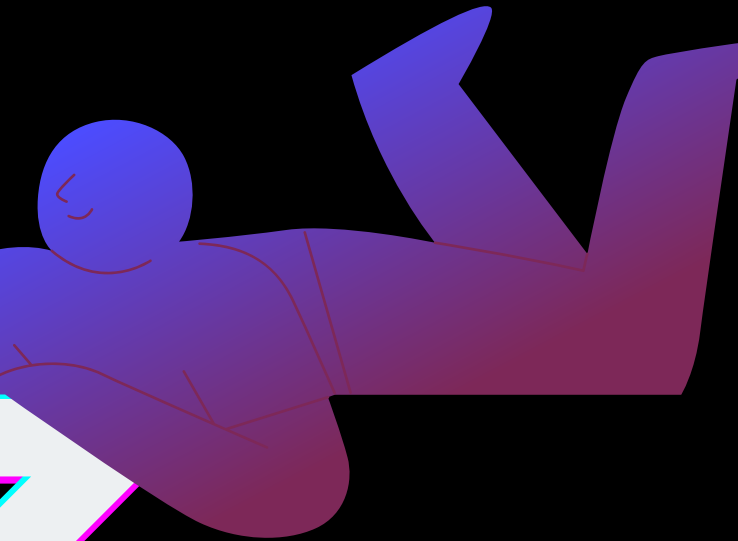


2022

GEN Z

SCREEN TIME REPORT





2022 GEN Z SCREEN TIME REPORT

WHAT IS IT?



100

We collected and analyzed the screen time reports of 100 Gen Z'ers to find what apps they are using most, how much time they are spending, and how they are using them.

The report shows *down-to-the-second* details on how Gen Z is spending time on their phones and paints a clear picture of the future for phone usage behaviors among Gen Z.

And the best part? It's not self-reported. This is raw, straight-from-the-iPhone-results.





2022 GEN Z SCREEN TIME REPORT

REPORT OUTLINE

THE PREAMBLE

Methodology | demographics

PT 1: HOW MUCH TIME IS GEN Z SPENDING ON THEIR PHONES?

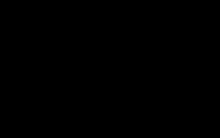
The Gen Z Profile | distributions of data | comparisons to other demos | young vs old and male vs female | the extremes | limits

PT 2: WHAT IS GEN Z DOING ON THEIR PHONES?

App directory | Top 5 App profiles | surprises and stats | sneak peak at raw data

PT 3: WHAT DOES ALL THIS TELL US ABOUT GEN Z?

Themes and patterns | 2022 predictions | goodbye <3



2022 GEN Z SCREEN TIME REPORT

METHODOLOGY

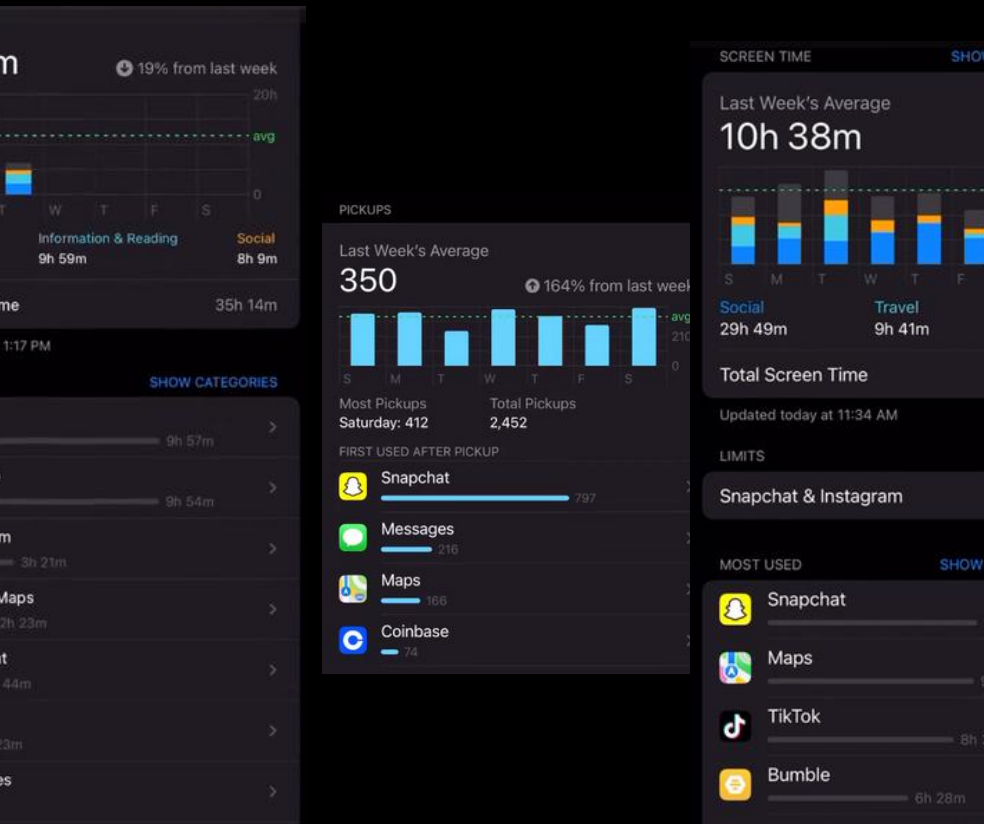
1 we asked our network of 50,000 Gen Z'ers to send us full recordings of previous week's screen time report in the iPhone app settings.

Steps to create a valid submission:

1. Navigate to your iPhone settings.
2. Scroll until you see the Screen Time option and open it
3. Click on "see all activity"
4. Click "week" at the top of the screen
5. Swipe left on the dashboard to find last week's screen time
6. Begin recording your screen
7. Slowly scroll through the entire report, expanding each category where it says "show more"
8. Finish the recording and submit it to GenZ Designs through our Instagram page.

Respondents were compensated for complete recordings.

2 we collected screen recordings of full screen time reports from 100 Gen Z'ers between the ages of 14-25



Each screen recording was reviewed to ensure full data displays from each section (screen time, pickups, notifications). Screen time recordings with incomplete data sets were not counted in our analysis.

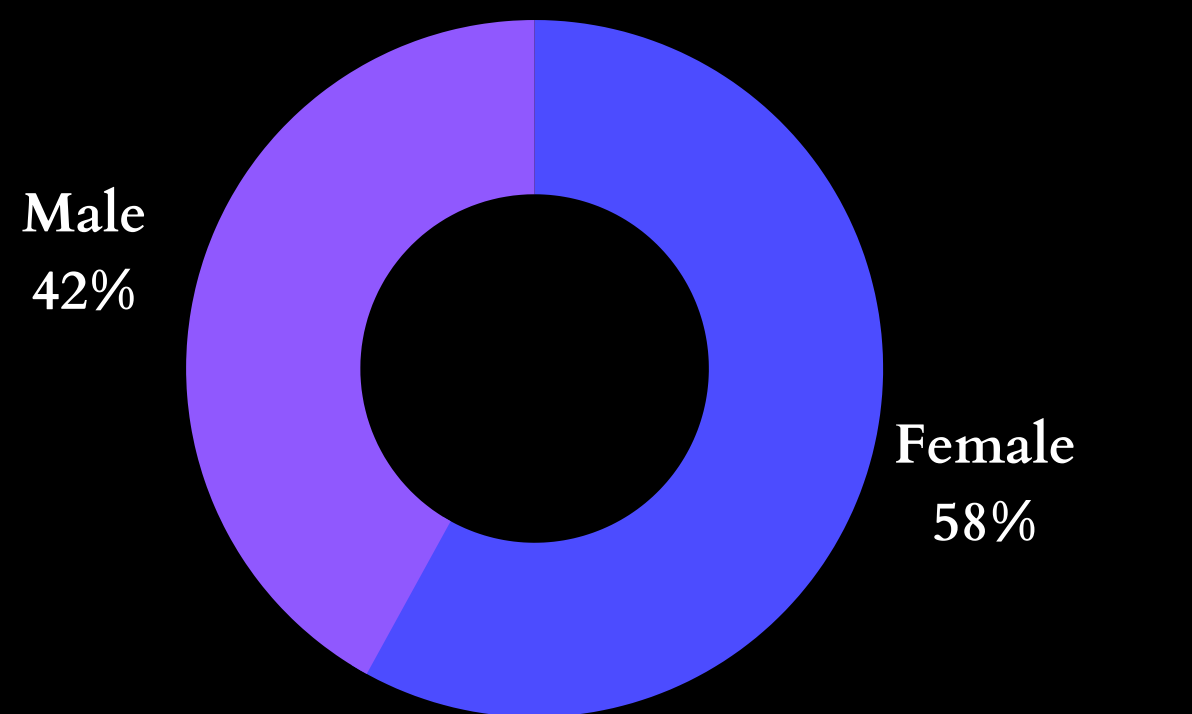


2022 GEN Z SCREEN TIME REPORT



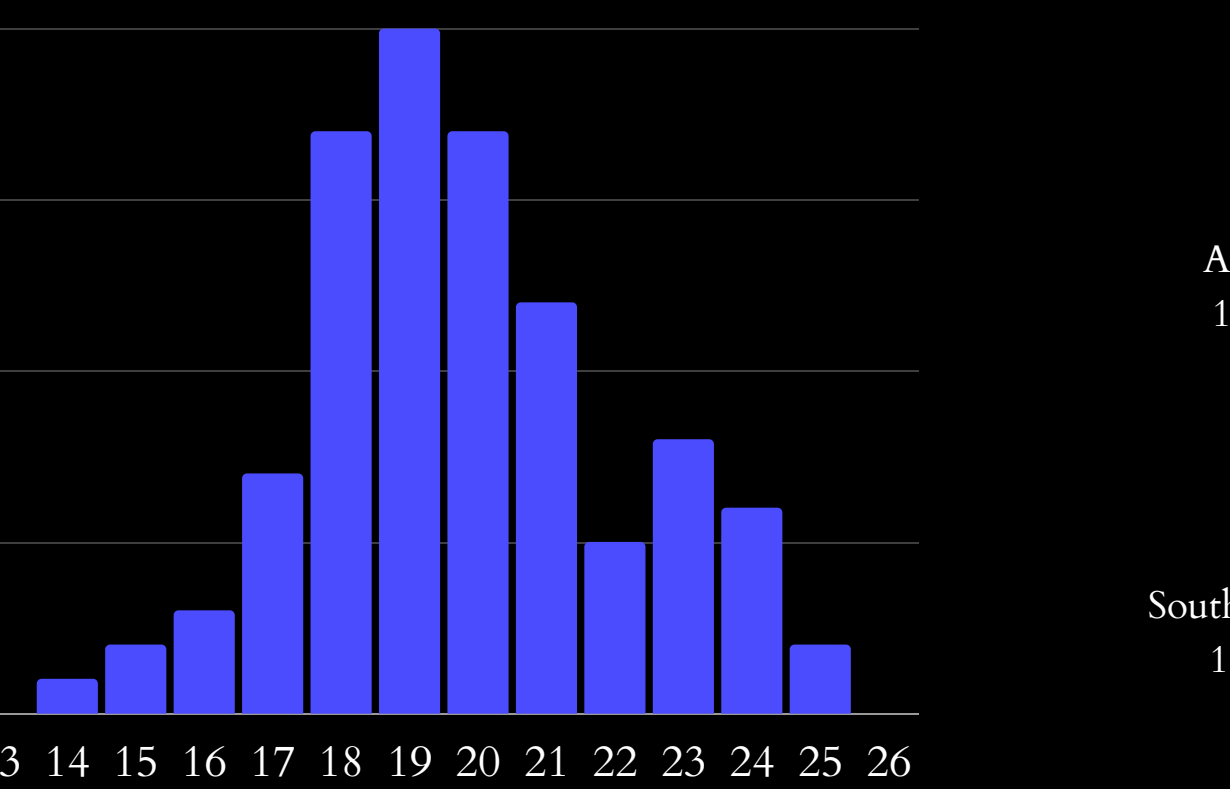
DEMOGRAPHICS

100 total submissions
all demographic data was self-reported

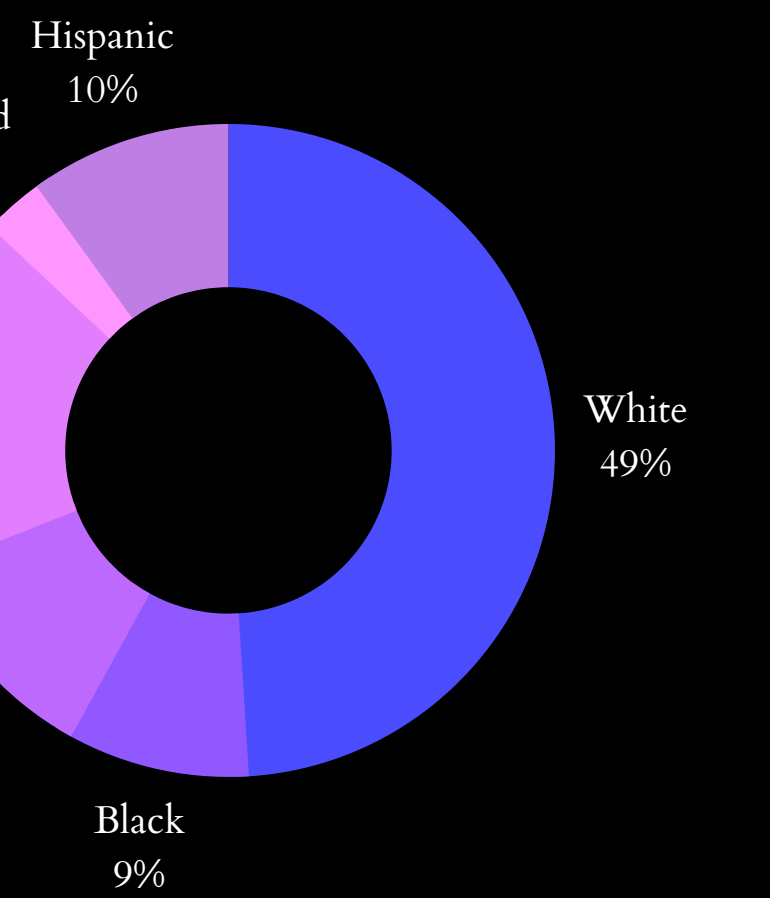
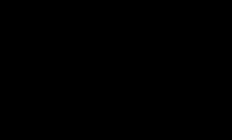


gender

No participants identified as non-cis-gendered, gender neutral, non-binary, nor preferred not to answer



age



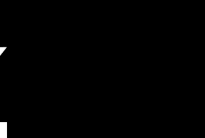
race



2022
GEN Z
SCREEN TIME REPORT

HOW MUCH TIME IS GEN Z SPENDING ON OUR PHONES?

The Gen Z Profile | distributions of data | comparisons to other demos | young vs
old and male vs female | the extremes | limits



2022 GEN Z SCREEN TIME REPORT

The Gen Z Profile

SCREEN TIME

Gen Z daily average

6:38:38

Weekly average
46:24:41

Yearly average

101 DAYS

compared to

Boomers

Gen X

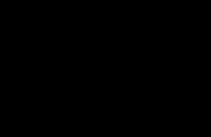
Millennials

2:16:20

2:49:20

3:25:20

source pg. 10



PICKUPS

Gen Z daily average

159

Weekly average

1105

Most popular day

FRIDAY

NOTIFICATIONS

Gen Z daily average

242

Weekly average

1693

Most popular day

TUESDAY: 284

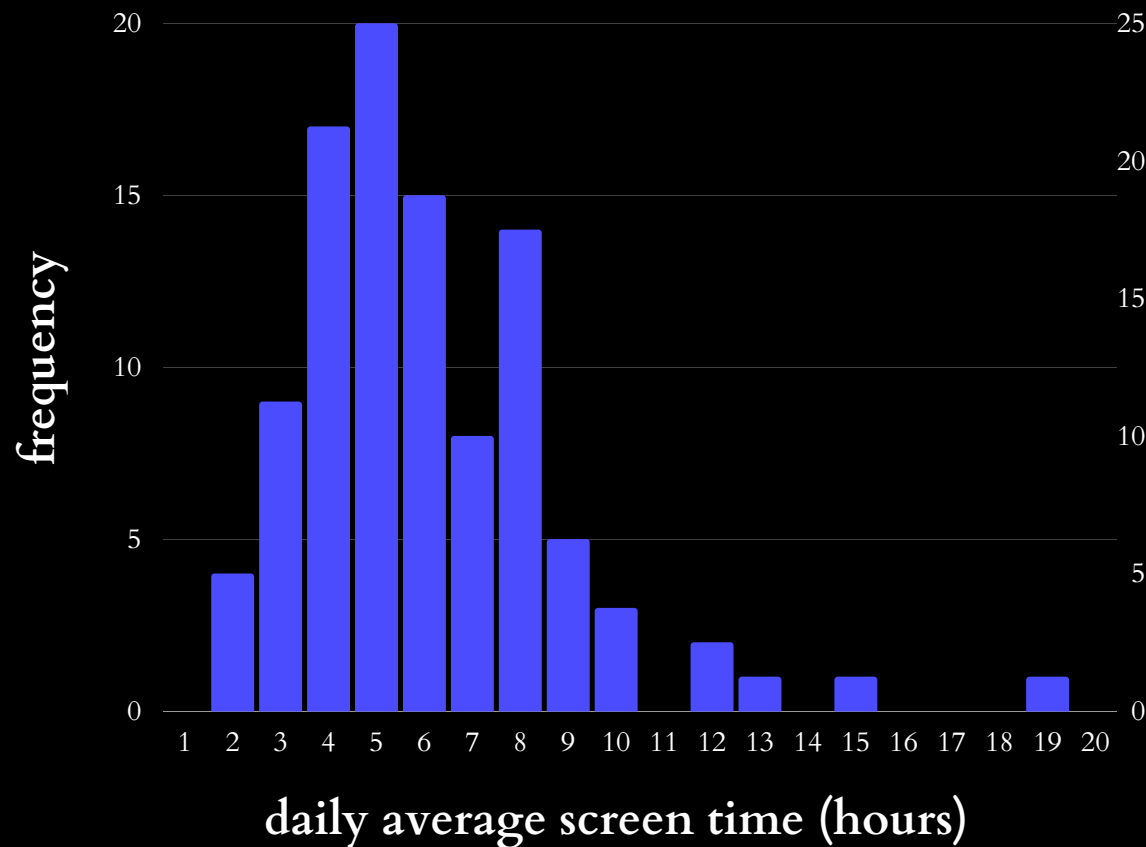
2022 GEN Z SCREEN TIME REPORT



The Gen Z profile

DISTRIBUTION DATA

distribution of daily screen time averages



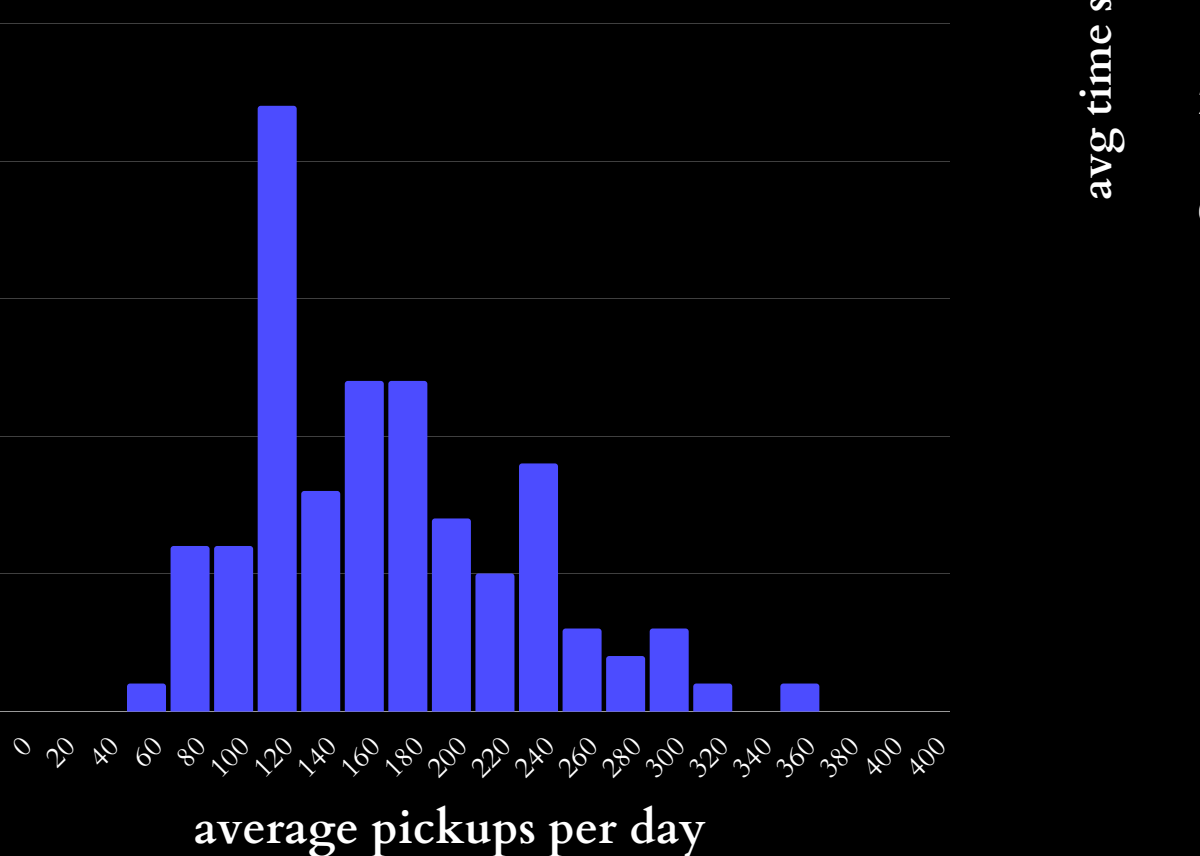
Gen Z daily median

6:00:30

Gen Z daily average

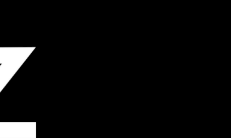
6:38:38

distribution of daily pickup averages



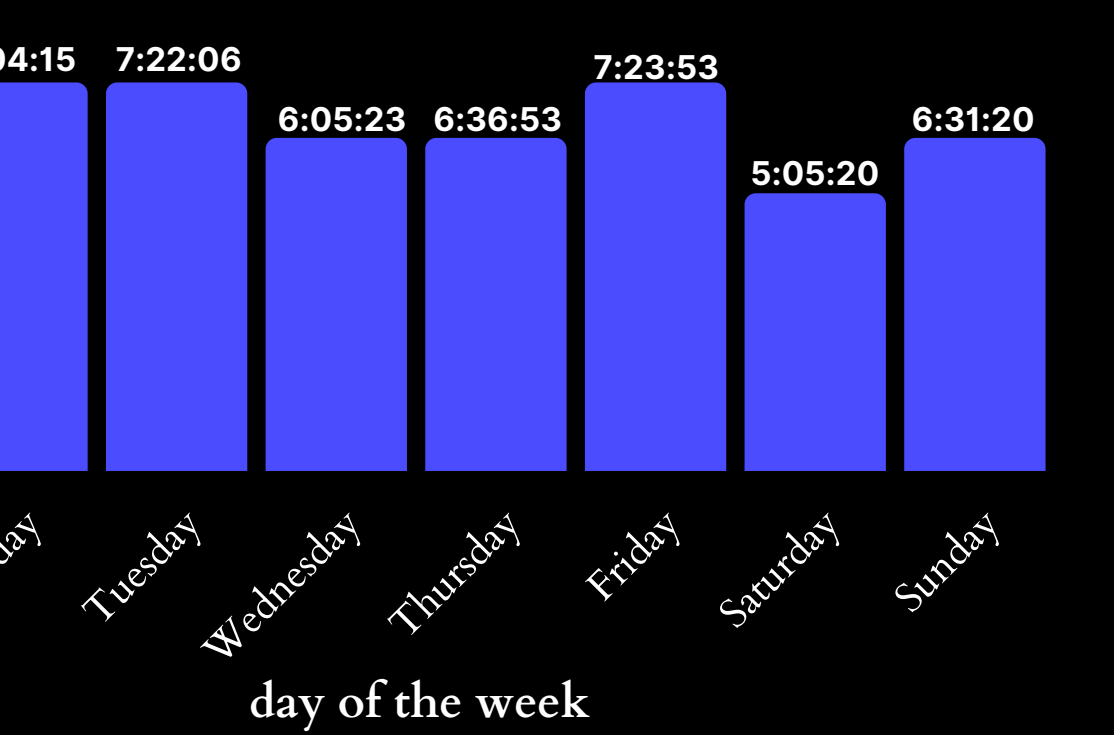
Gen Z daily average pickups

159



BY THE DAY

screen time by day of the week



Most popular day for screen time

FRIDAY/TUESDAY

Most popular day for pickups

FRIDAY

Most popular day for notifications

TUESDAY

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2022 GEN Z SCREEN TIME REPORT



Gen Z vs...

Global screen time:

The global average time spent was 4.2 hours a day, up 30% compared to two years prior. - App Annie

China, UK screen time:

The average daily screen time in the UK stands at 3.43 hours per day, and 3.26 in China.

US 18+ screen time:

In 2021 the average time spent in the US on mobile devices (ages 18+) is 3.9 hours. - eMarketer

US pickups:

The average American checks their phone 47 times a day. - Deloitte

based on these reports...Gen Z is:

57%

above global screen time average

95%

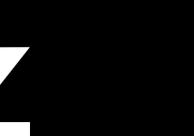
above UK screen time average

69%

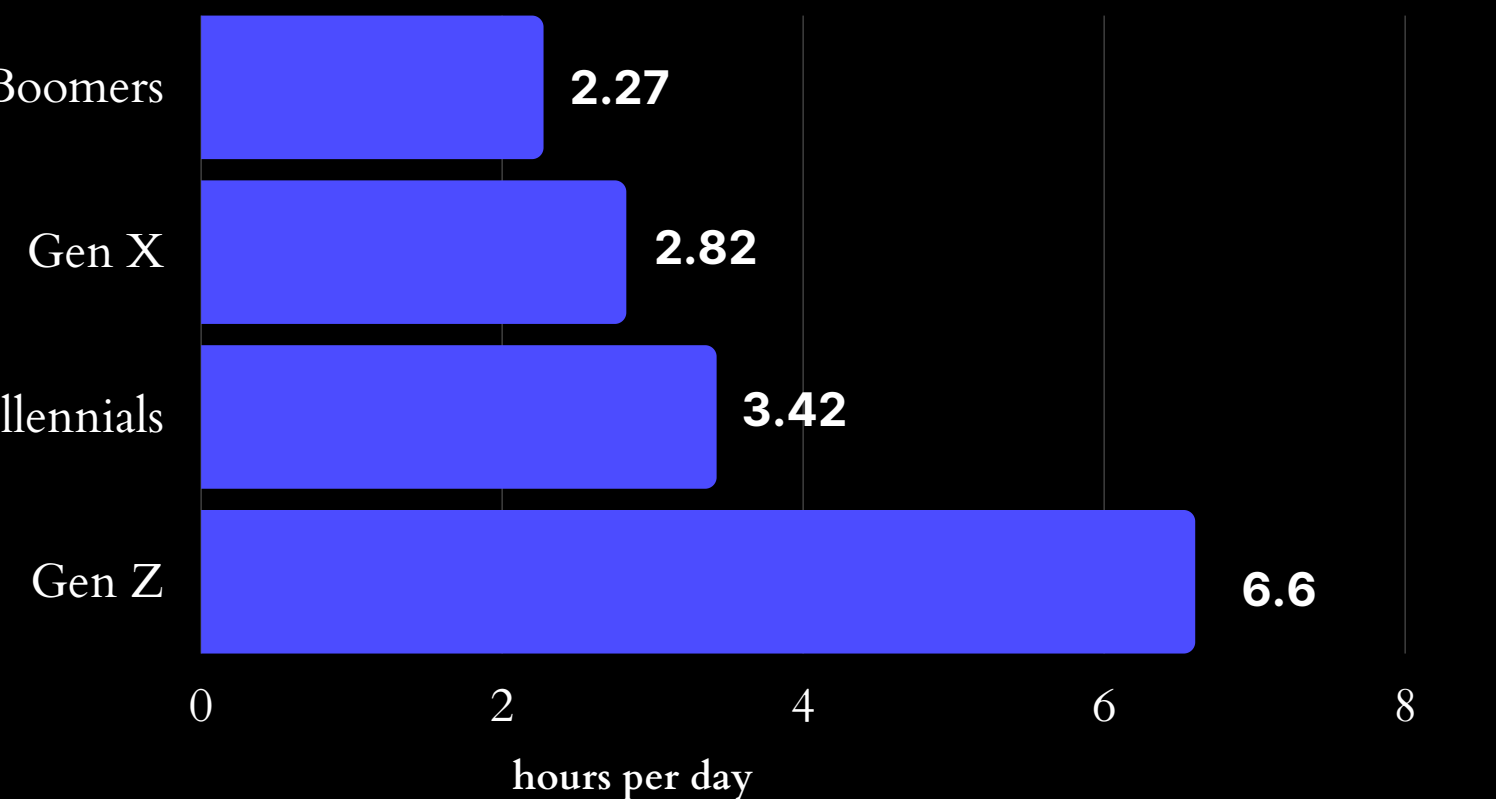
above US 18+ screen time average

238%

above US pickups average



US daily average screen time comparisons across generations



2.9x
Boomers

2.3x
Gen X

1.9x
Millennials

Baby Boomer, Gen X and Millennial 2021 US screen time data was gathered from a survey of 2,603 Americans between April 20th and May 5th of 2021.

source



younger vs older Gen Z

Young Gen Z'ers are spending significantly more time on their phone.

SCREEN TIME PICKUPS NOTIFICATIONS

14-19
7:26:00 **166** **266**

20-25
5:51:17 **151** **217**

TOP 5 APPS BY SCREEN TIME

14-19
TikTok, Instagram, Snapchat, YouTube, iMessage

20-25
Instagram, TikTok, iMessage, Snapchat, Safari

male vs female Gen Z

TikTok is the primary app for females, and YouTube ranks higher for males.

SCREEN TIME PICKUPS NOTIFS

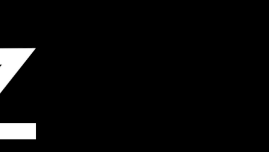
male male male
6:36:23 **151** **247**

female female female
6:40:17 **165** **233**

TOP 5 APPS BY SCREEN TIME

Male
Instagram, YouTube, Snapchat, TikTok, iMessage

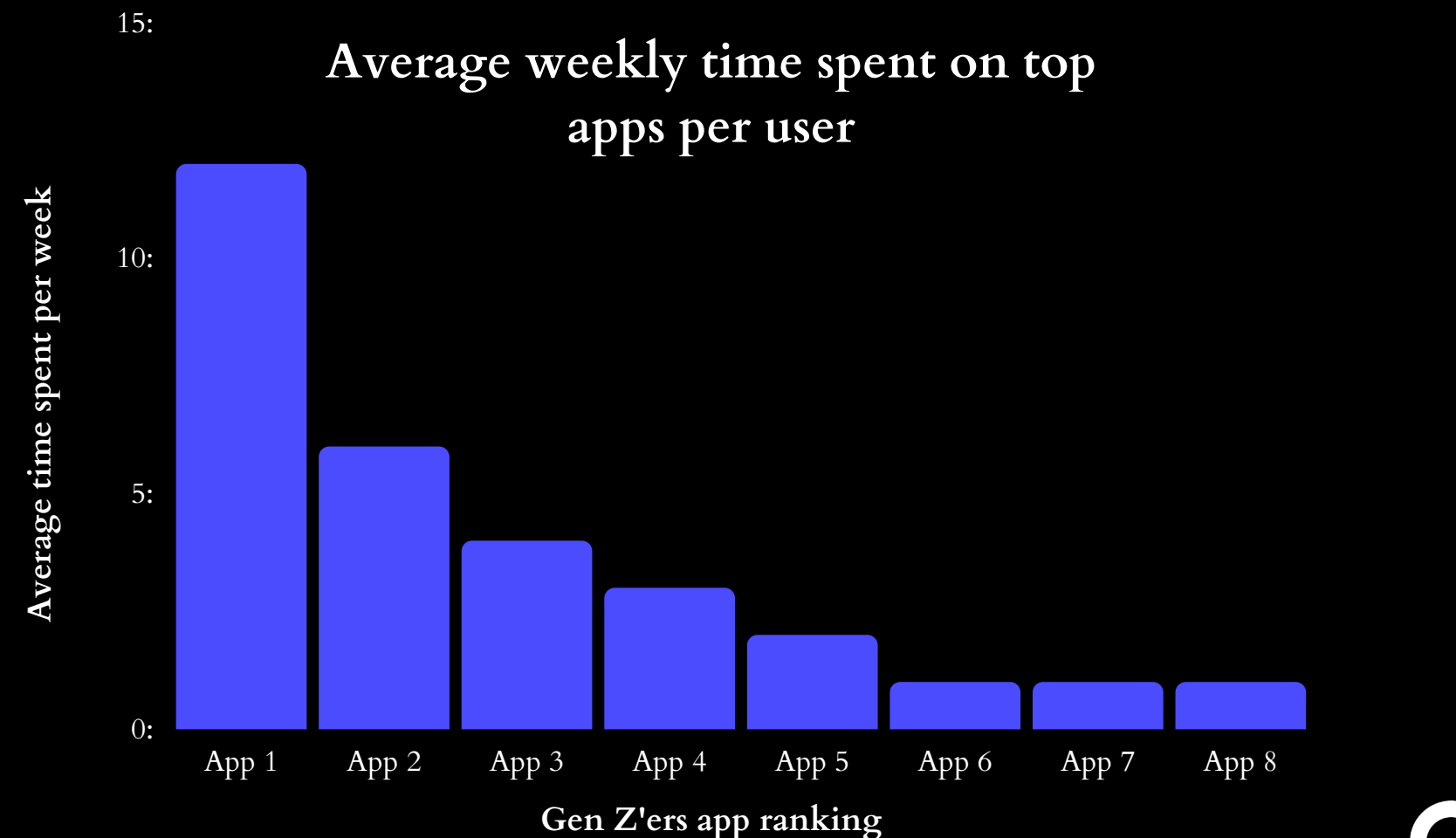
Female
TikTok, Instagram, iMessage, Snapchat, YouTube



LIMITS

Gen Z is spending a TON of time on their top app

There is an aggressive drop from the top used app to 2nd top used app.



we (try to) use limits to curb our screen time

20%

of Gen Z are setting limits on their screen time, self-regulating their mobile device usage.

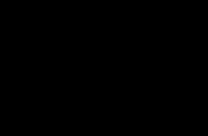
47:18:00

Average weekly time without limits

41:25:00

Average weekly time with limits

But nearly half of the time, Gen Z exceeds their screen time limits anyways.

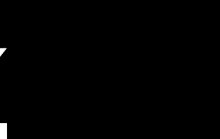


2022 GEN Z SCREEN TIME REPORT



WHAT IS GEN Z DOING ON THEIR PHONES?











App directory | Top 5 App profiles | surprises and stats | sneak peak at raw data



2022 GEN Z SCREEN TIME REPORT



TOP 10 APPS USED BY GEN Z: OVERVIEW STATS

Applications	Avg Weekly Screen Time	% in Top 10	% in Top 3	Avg Screen Time in Top 3
 Instagram	5:37:57	91%	63%	7:29:21
 TikTok	5:21:33	60%	47%	10:49:09
 iMessage	4:18:05	93%	44%	7:01:12
 Snapchat	3:40:34	70%	39%	7:47:54
 YouTube	3:11:34	46%	21%	13:03:11
 Safari	1:51:55	70%	15%	5:48:16
 Twitter	0:53:07	28%	5%	8:16:48
 Maps	0:38:02	27%	5%	6:19:36
 Spotify	0:38:25	35%	4%	4:58:45
 Reddit	0:31:07	6%	4%	12:02:45



2022 GEN Z SCREEN TIME REPORT

APP PROFILE: INSTAGRAM

Overall Screen Time Ranking

#1

Ranking

#1

Average weekly screen time

5:37:57

% in Top 10

#2

91%

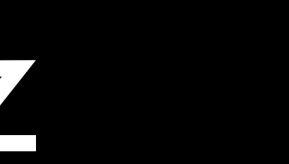
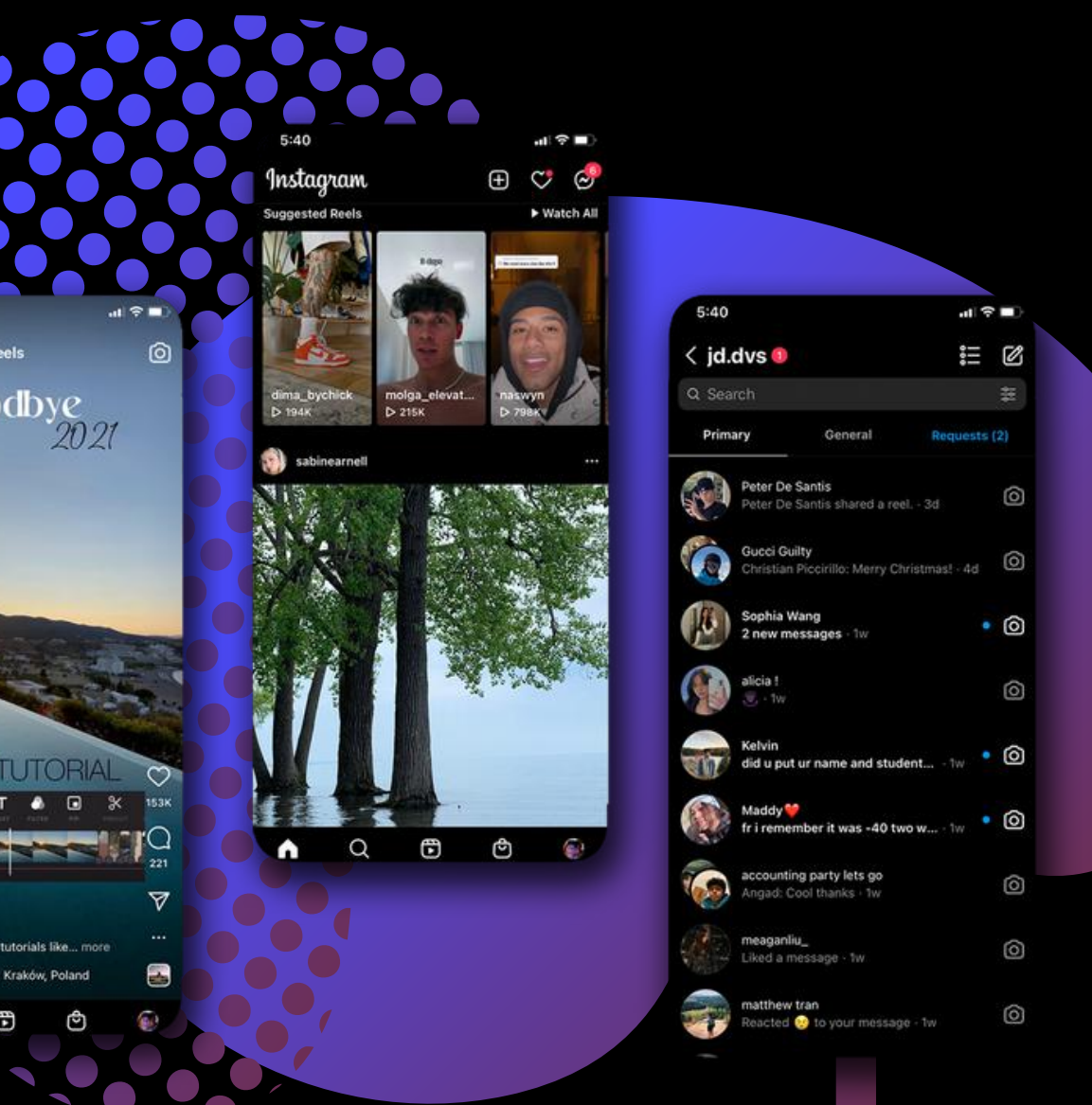
Average screen time when in Top 10

#4*

6:11:22

* Average screen time when in Top 10 in this calculation excluded apps with just 1 appearance in the top 10

- STORIES
- REELS
- PROFILES
- DISCOVERING
- SCROLLING
- SHOPPING
- STALKING



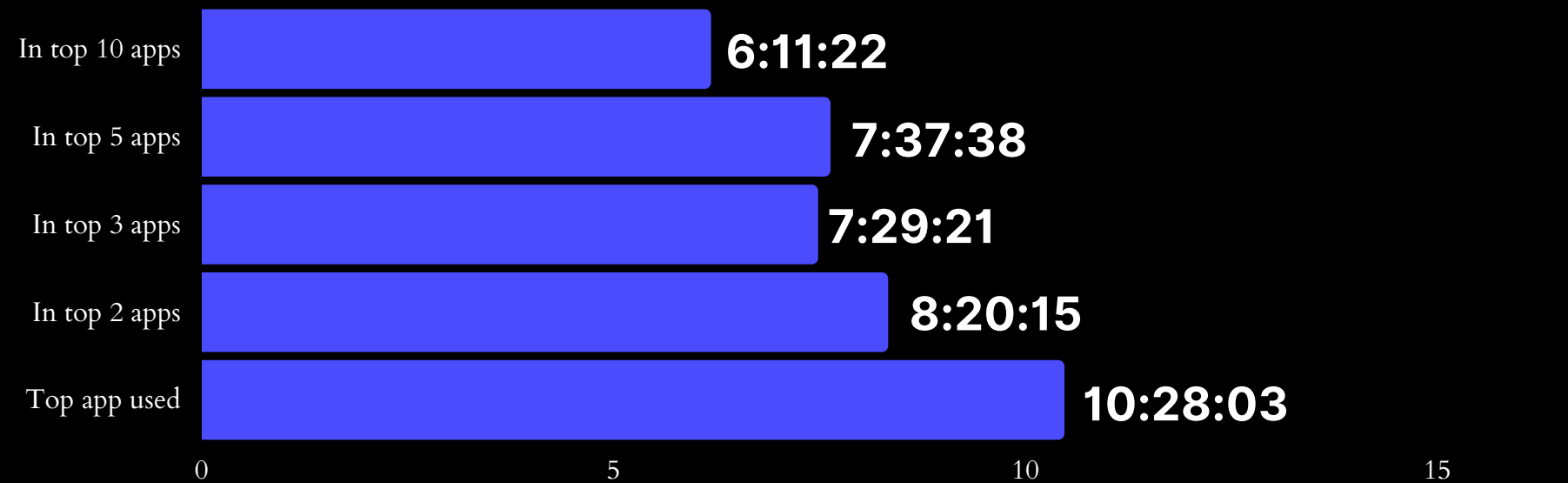
2022 GEN Z SCREEN TIME REPORT



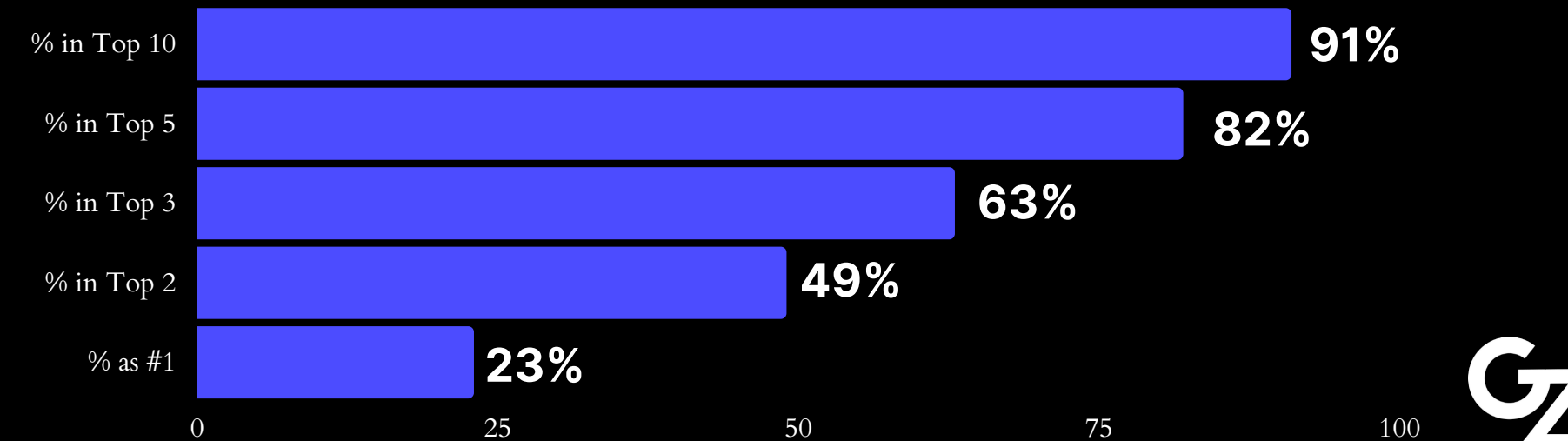
APP PROFILE: INSTAGRAM

Breaking down Instagram use

Weekly average screentime when...

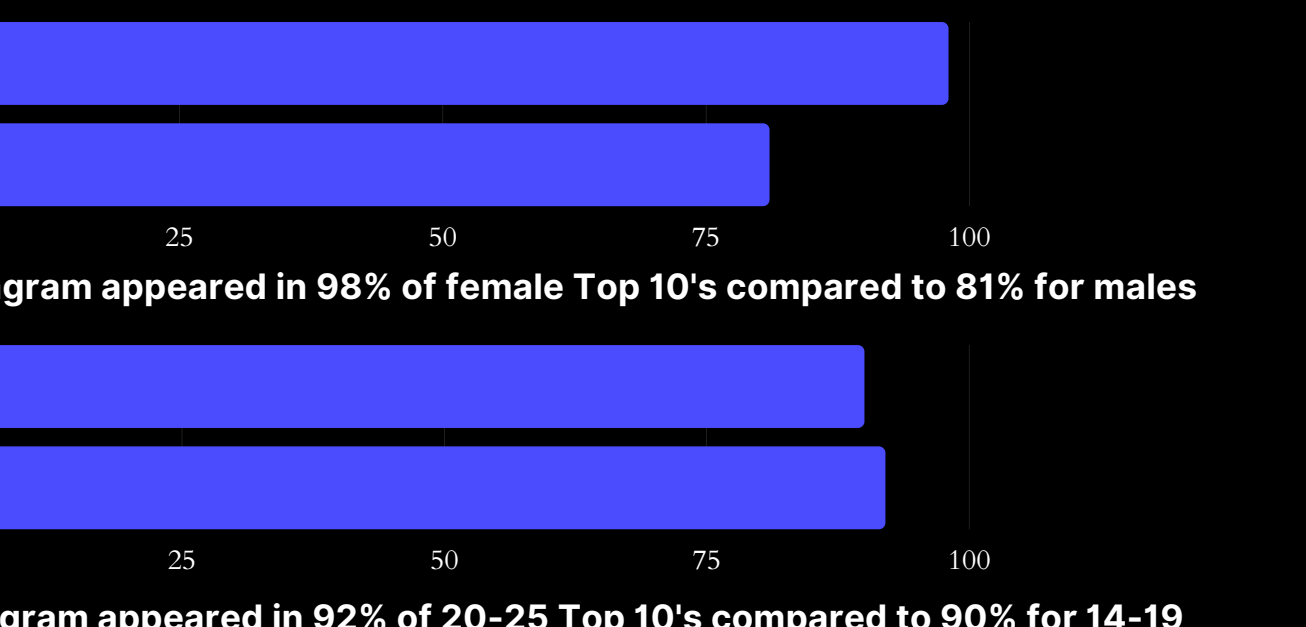


% of time app appeared in user's Top X



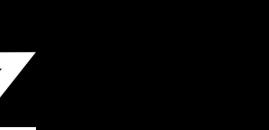
MORE STATS

Average weekly pickups
70
Average weekly notifications
109
Average notifications per pickup
1.55
Average screen time/pickup
00:04:49



Instagram appeared in 98% of female Top 10's compared to 81% for males

Instagram appeared in 92% of 20-25 Top 10's compared to 90% for 14-19



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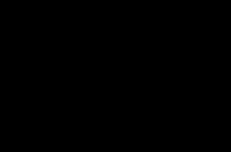
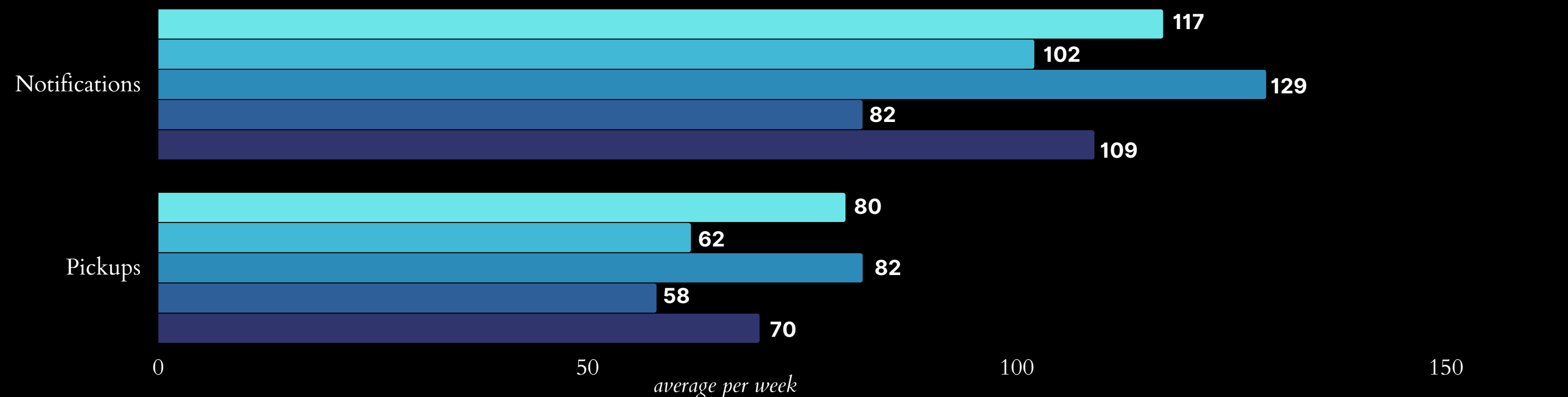
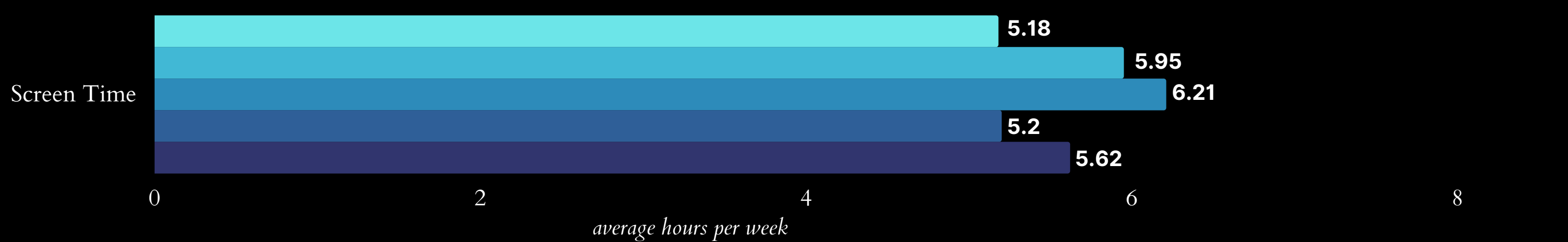
2022 GEN Z SCREEN TIME REPORT



APP PROFILE: INSTAGRAM

Legend

- Male
- Female
- 14-19 y/o
- 20-25 y/o
- Overall



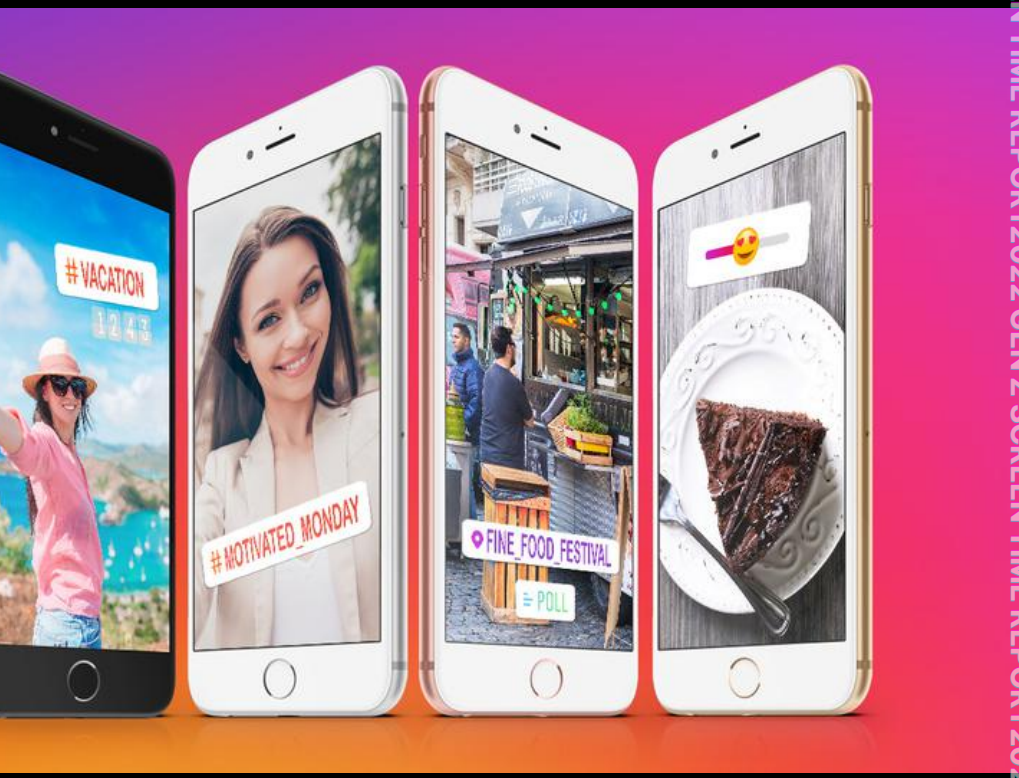
2022 GEN Z SCREEN TIME REPORT



APP PROFILE: INSTAGRAM

Instagram is a place Gen Z goes to check up and check out.

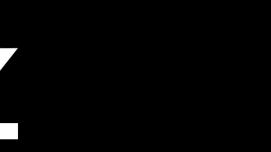
With the highest screen time but also high pickups and notifications, Instagram is a place Gen Z is spending habitual time. Gen Z goes to Instagram to check out what's new on stories and their feed, to check out new posts and to check up on other's lives. With an average of under 5 minutes per pickup, Instagram has turned into a habitual "pickup -> stories -> scroll -> stalk -> put down".



Instagram copied Snapchat and Tik Tok. But it's still #1?

Instagram is notoriously the copycat platform, with Reels and Stories coming from Tik Tok and Snapchat. News outlets predict the death of IG, the Facebook hearings showed IG's terrible effect on mental health of Gen Z. So why is it #1? Why are so many Gen Z'ers still using it? It's convenient. It's a habit. It's universal (everyone has an IG account). It's social proof, a digital representation of real life. **But it's not unique.**

Instagram is struggling to find its identity. High pickups, high screen time and high notifications show there is no one function it serves. But will its unanimous appeal be its downfall?



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2022 GEN Z SCREEN TIME REPORT

APP PROFILE: TIKTOK

Overall Screen Time Ranking

#2

CUSTOMIZED
CULTURE
TRENDS
EDUCATION
ENTERTAINMENT

Ranking
#2

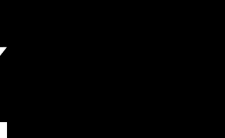
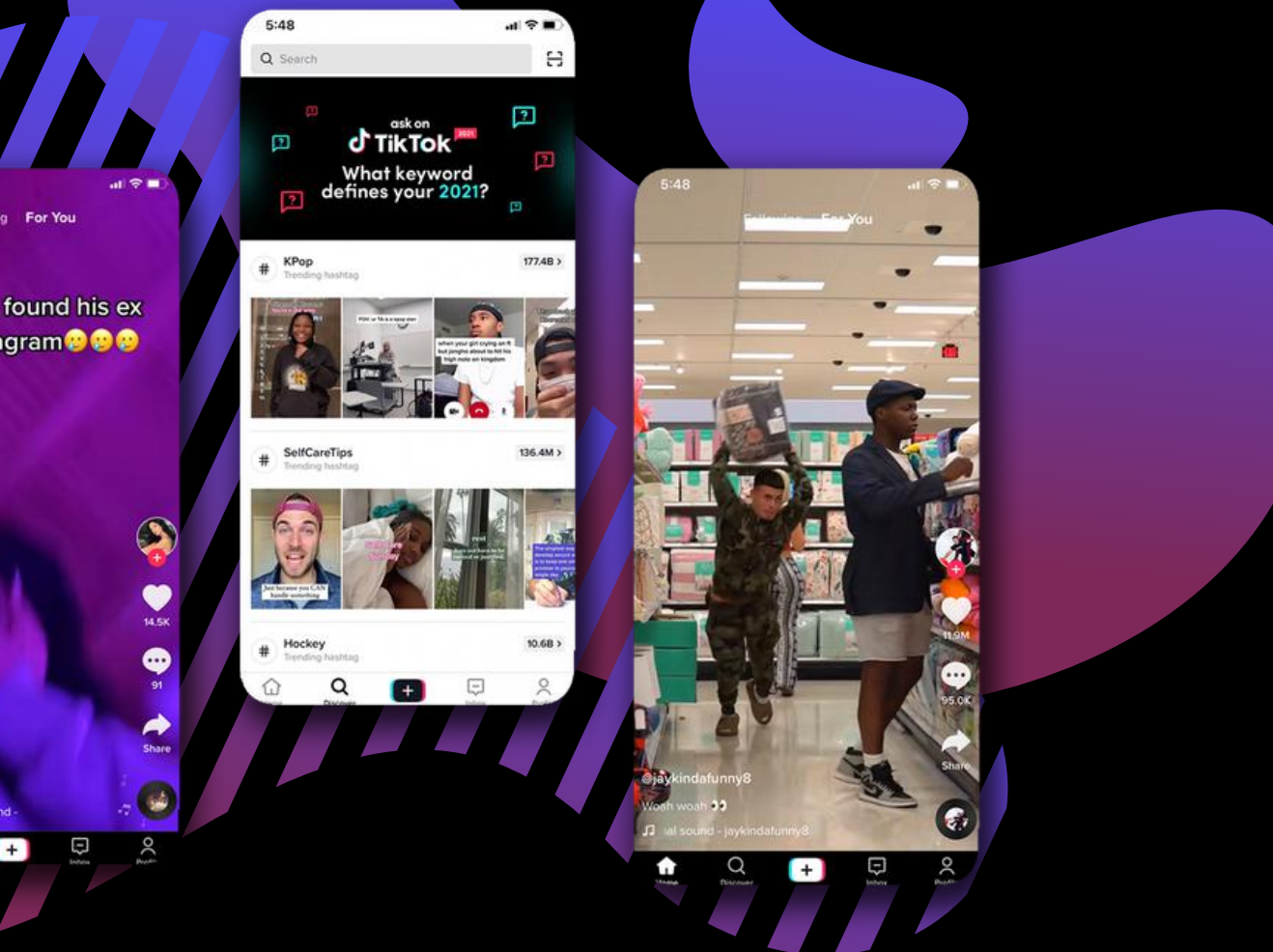
Average weekly screen time
5:21:33

#4

% in Top 10
60%

#1*

Average screen time when in Top 10
8:55:55



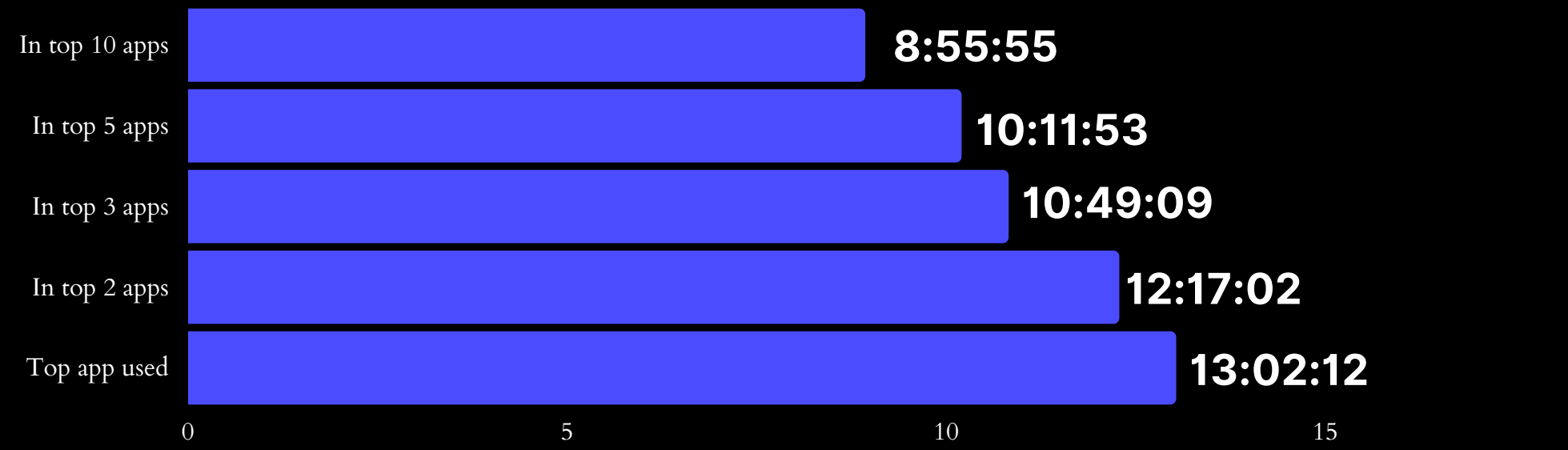
* Average screen time when in Top 10 in this calculation excluded apps with just 1 appearance in the top 10

2022 GEN Z SCREEN TIME REPORT

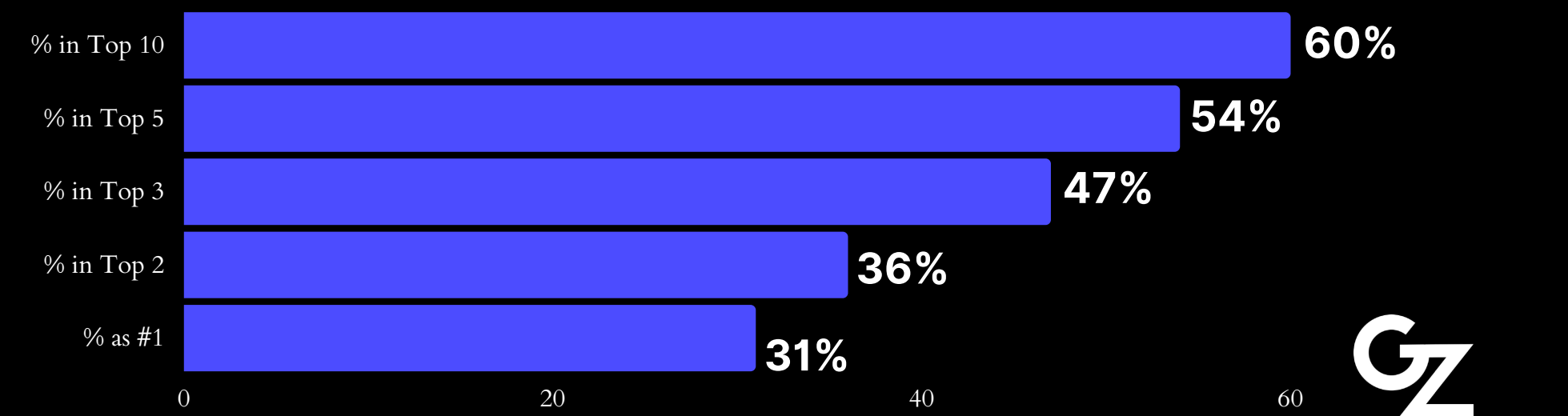
APP PROFILE: TIKTOK

Breaking down TikTok use

Weekly average screentime when...



% of time app appeared in user's Top X



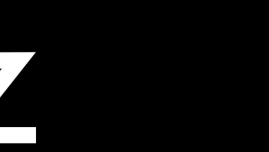
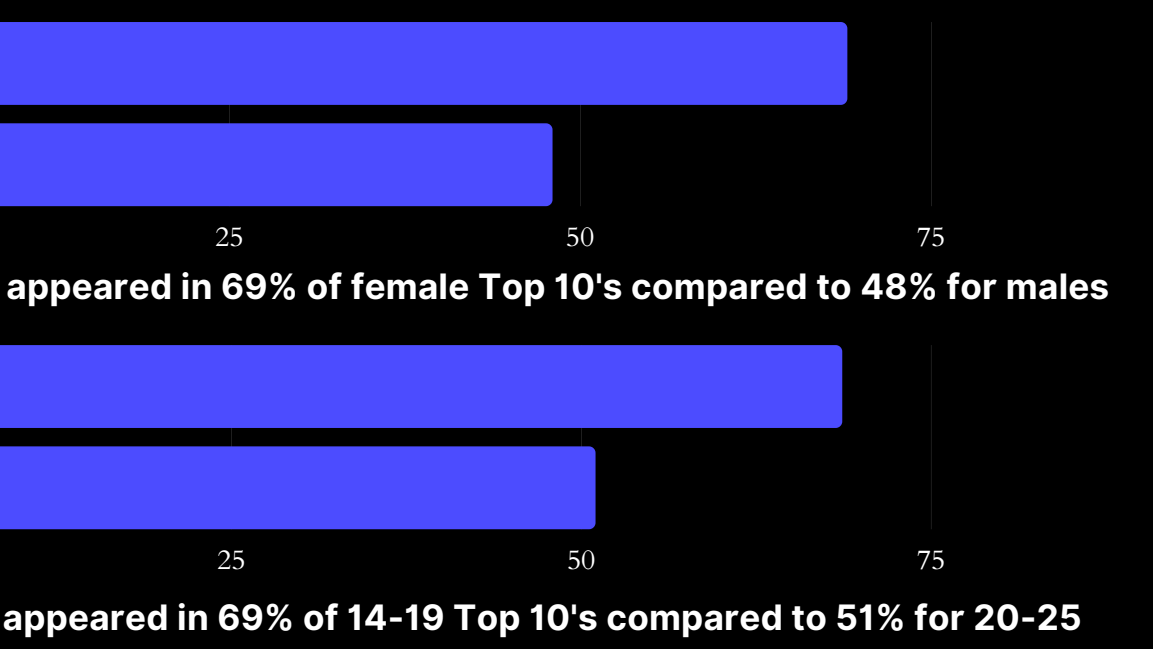
MORE STATS

Average weekly pickups
13

Average weekly notifications
2

Average notifications per pickup
.15

Average screen time/pickup
00:24:16



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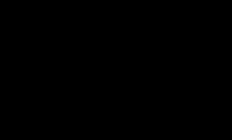
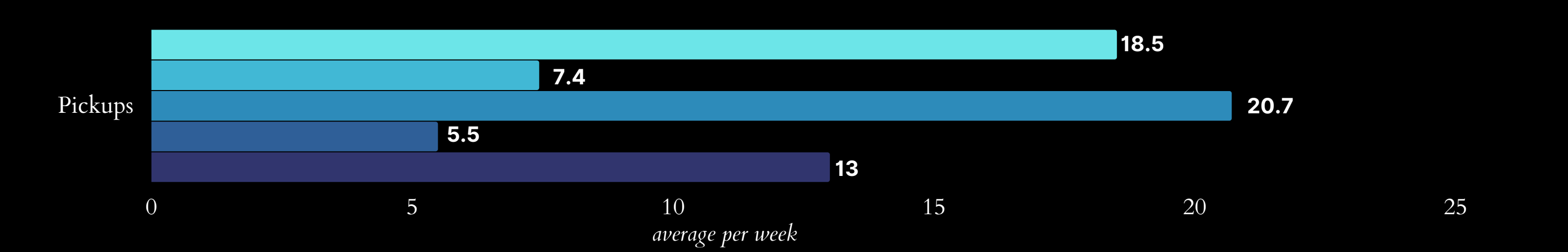
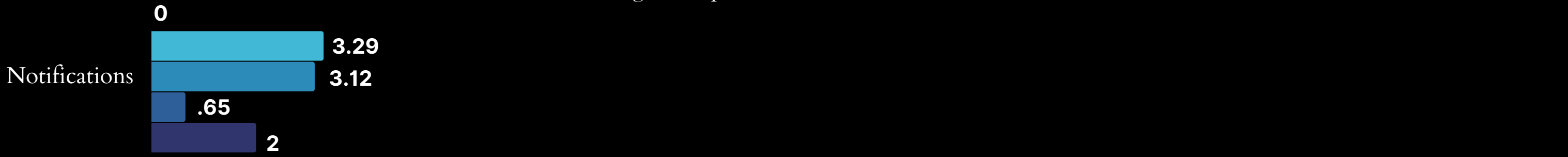
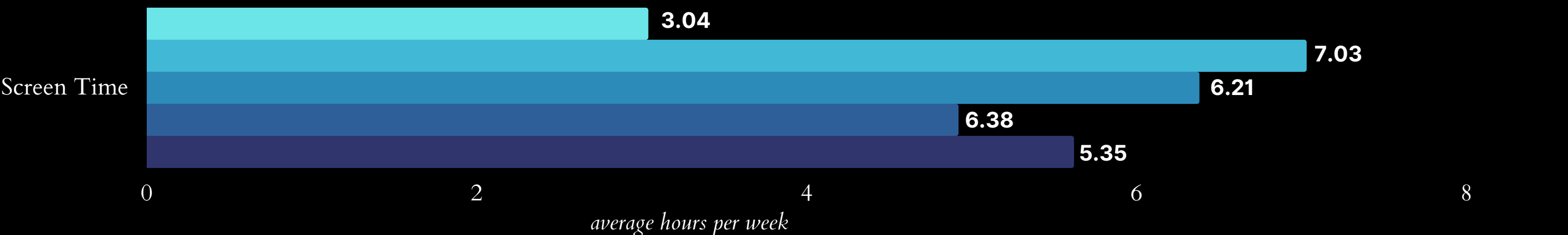
2022 GEN Z SCREEN TIME REPORT



APP PROFILE: TIKTOK

Legend

- Male
- Female
- 14-19 y/o
- 20-25 y/o
- Overall



2022 GEN Z SCREEN TIME REPORT

APP PROFILE: TIKTOK

TikTok is Gen Z's most convenient and accessible form of entertainment.

TikTok has mastered capturing and retaining Gen Z's attention. The infinite FYP continuously pumps out relatable content, resulting in Gen Z spending 4x more time on TikTok per pickup than Instagram. TikTok doesn't just reflect culture for Gen Z; it creates it. And yet a good number of Gen Z still don't go on the platform; a poll conducted by GenZ Designs of 2,223 Gen Z'ers on Aug 5, 2021 showed that 56% of Gen Z report going on TikTok multiple times a day, with 24% saying they never go on.

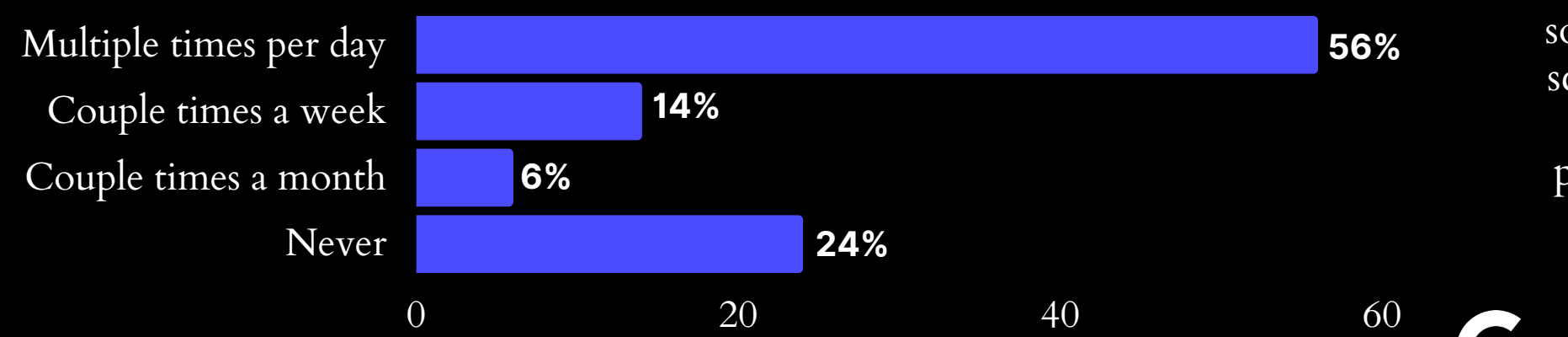


Why is TikTok not #1?

As the newly crowned "most visited site in the world", TikTok gets talked about as the Gen Z platform more than any other app. And for good reason. So where does the giant social platform fall short? When appearing in the top 10, TikTok averages the #1 highest screen time. But only 60% of Gen Z had it in their top 10. Right now, it seems that male Gen Z'ers are spending significantly less time on the app - 3 hours compared to 7 hours per week for their female counterparts. This is a pretty astounding difference - but why?

Perhaps the original stigma of the app is a factor, but what we see from our data is that male Gen Z'ers just have much more independent habits; fewer patterns among top 10s exist within the male segment compared to the female segment of our audience

How often do you go on TikTok?



Poll results from 2,223 Gen Z respondents on August 5, 2021



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2022 GEN Z SCREEN TIME REPORT

APP PROFILE: IMESSAGE

Overall Screen Time Ranking

#3

SHARING
GROUPS
DISCOVERING
REACTIONS
GAMES
COMMUNICATION

Ranking
#3

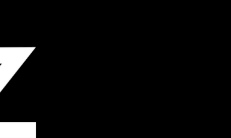
Average weekly screen time
4:18:05

#1

% in Top 10
93%

#10*

Average screen time when in Top 10
4:37:31



* Average screen time when in Top 10 in this calculation excluded apps with just 1 appearance in the top 10

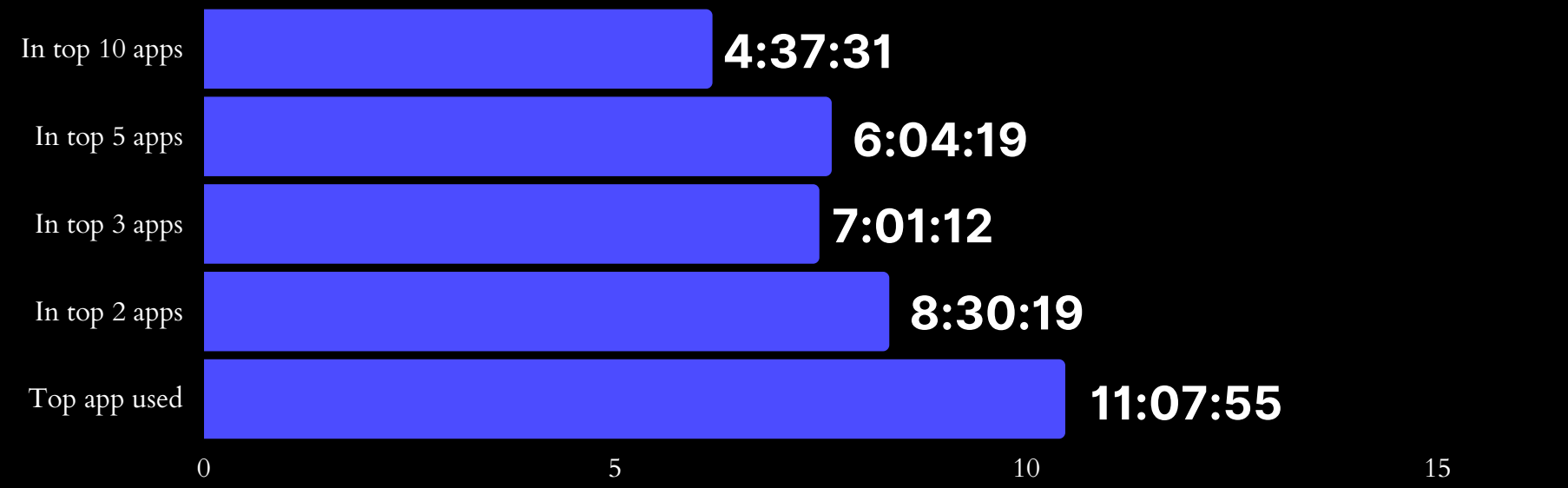
2022 GEN Z SCREEN TIME REPORT



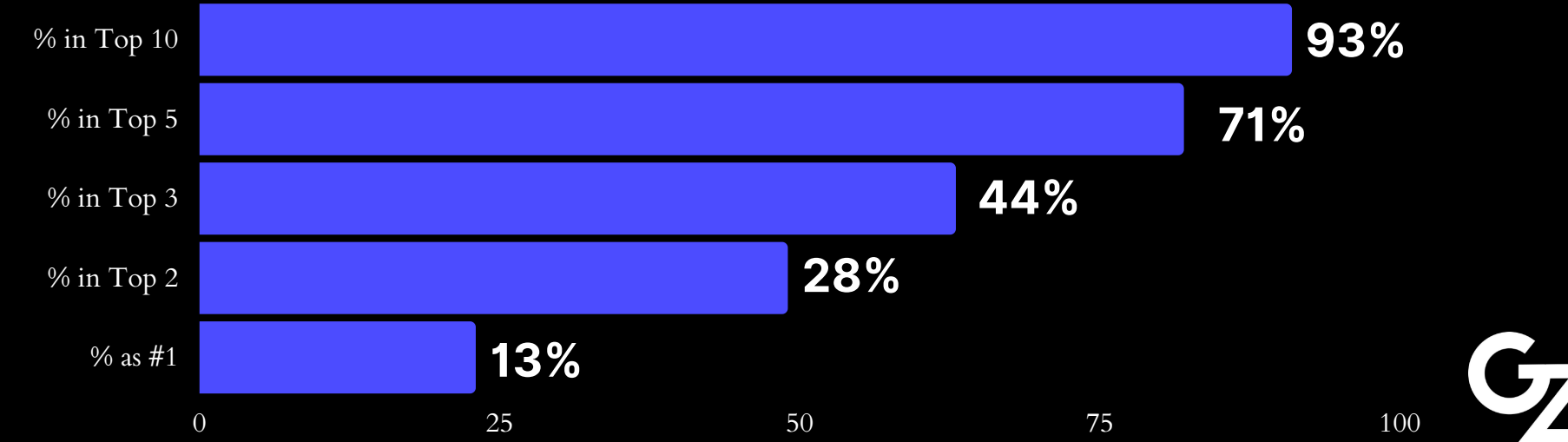
APP PROFILE: IMESSAGE

Breaking down iMessage use

Weekly average screentime when...



% of time app appeared in user's Top X



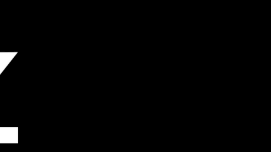
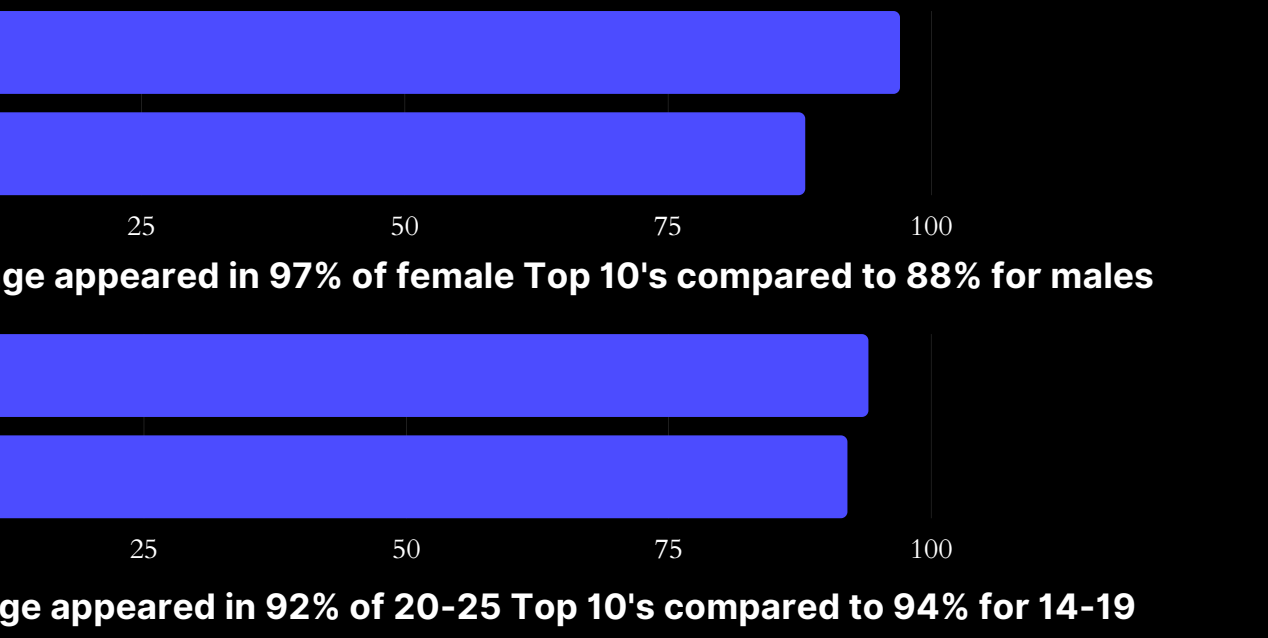
MORE STATS

Average weekly pickups
181

Average weekly notifications
540

Average notifications per pickup
3

Average screen time/pickup
00:01:26



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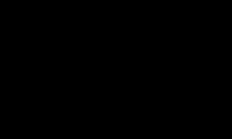
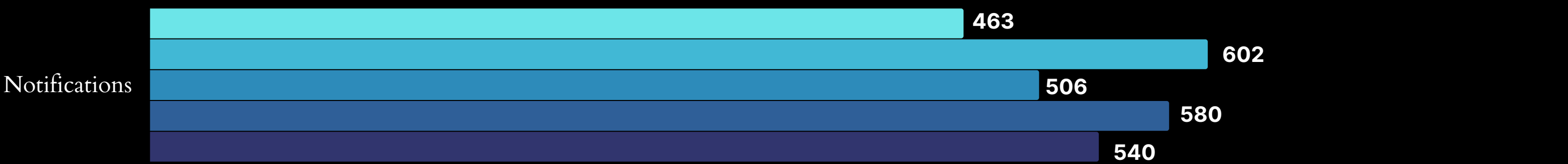
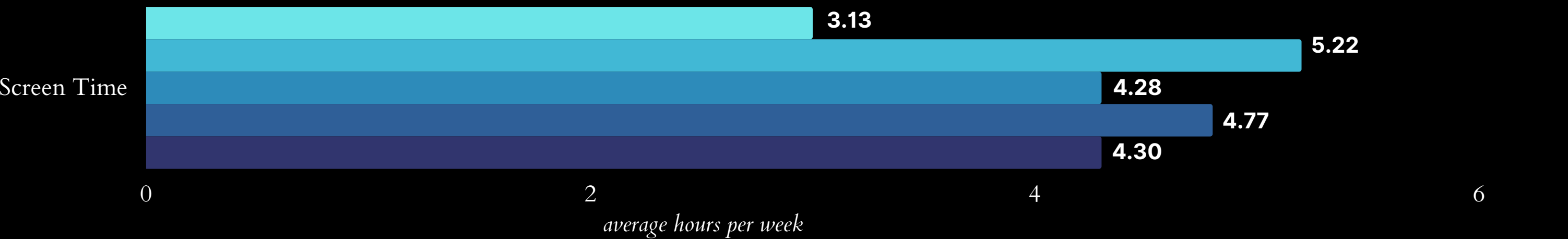
2022 GEN Z SCREEN TIME REPORT



APP PROFILE: IMESSAGE

Legend

- Male
- Female
- 14-19 y/o
- 20-25 y/o
- Overall



2022 GEN Z SCREEN TIME REPORT

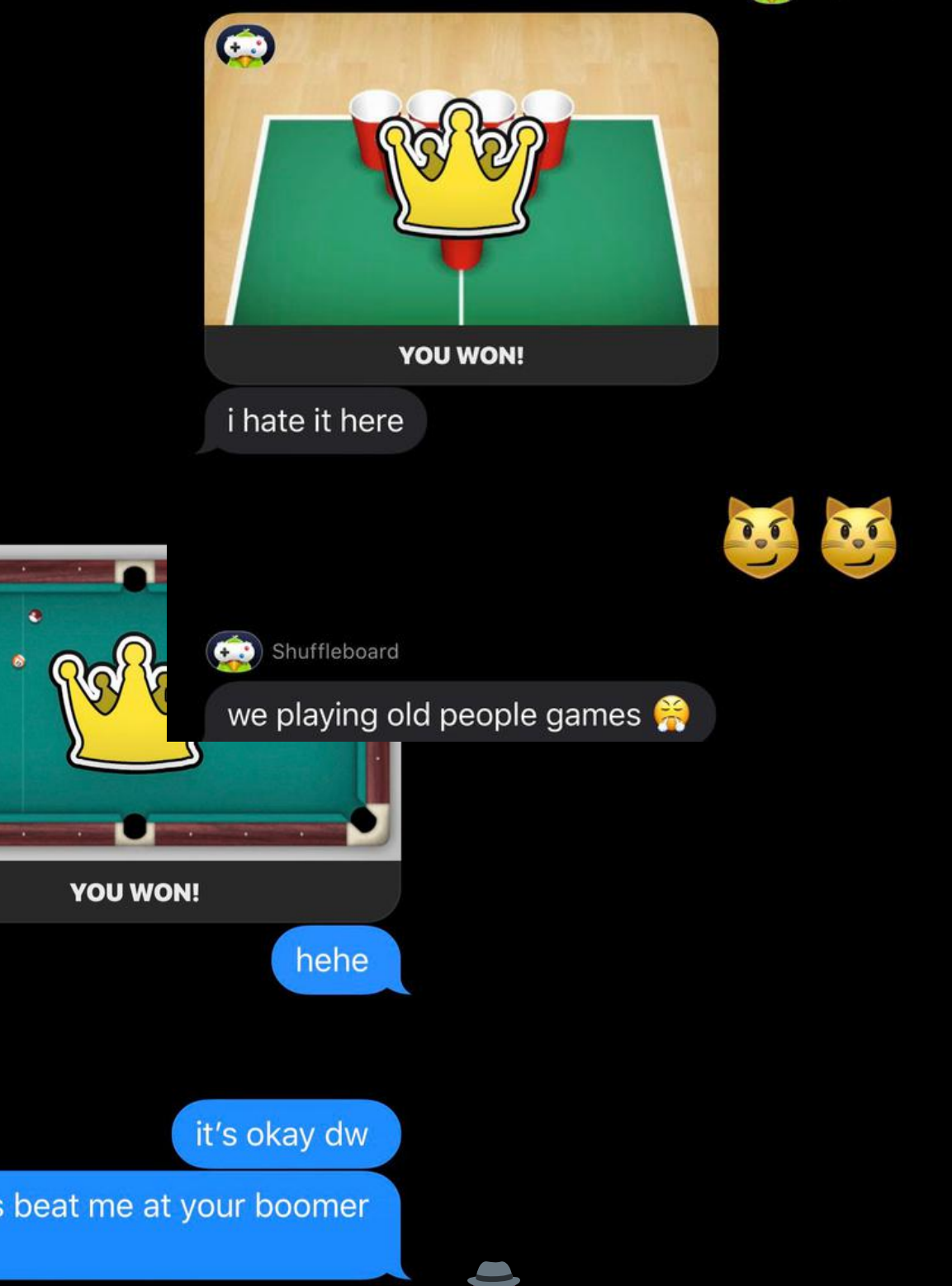
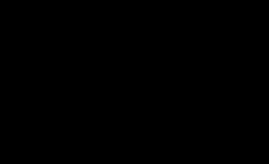
APP PROFILE: IMESSAGE

iMessage has evolved with Gen Z through life as a place for instant community and connection.

While social media is recognized as the biggest connector for Gen Z, it is vital to understand just how much Gen Z is still texting to connect and communicate. iMessage has been a staple of digital life from day one.

#1 in pickups, #1 in notifications, and #3 overall in average screen time; those are impressive stats that show dominance in youth culture, not just accessibility or convenience.

And even though younger Gen Z'ers are spending a bit less time on iMessage, pickups are still just as high. iMessage is not going anywhere for Gen Z.



2022 GEN Z SCREEN TIME REPORT

APP PROFILE: SNAPCHAT

Overall Screen Time Ranking

#4

Ranking

#4

Average weekly screen time

3:40:34

% in Top 10

#3

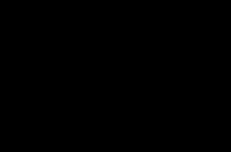
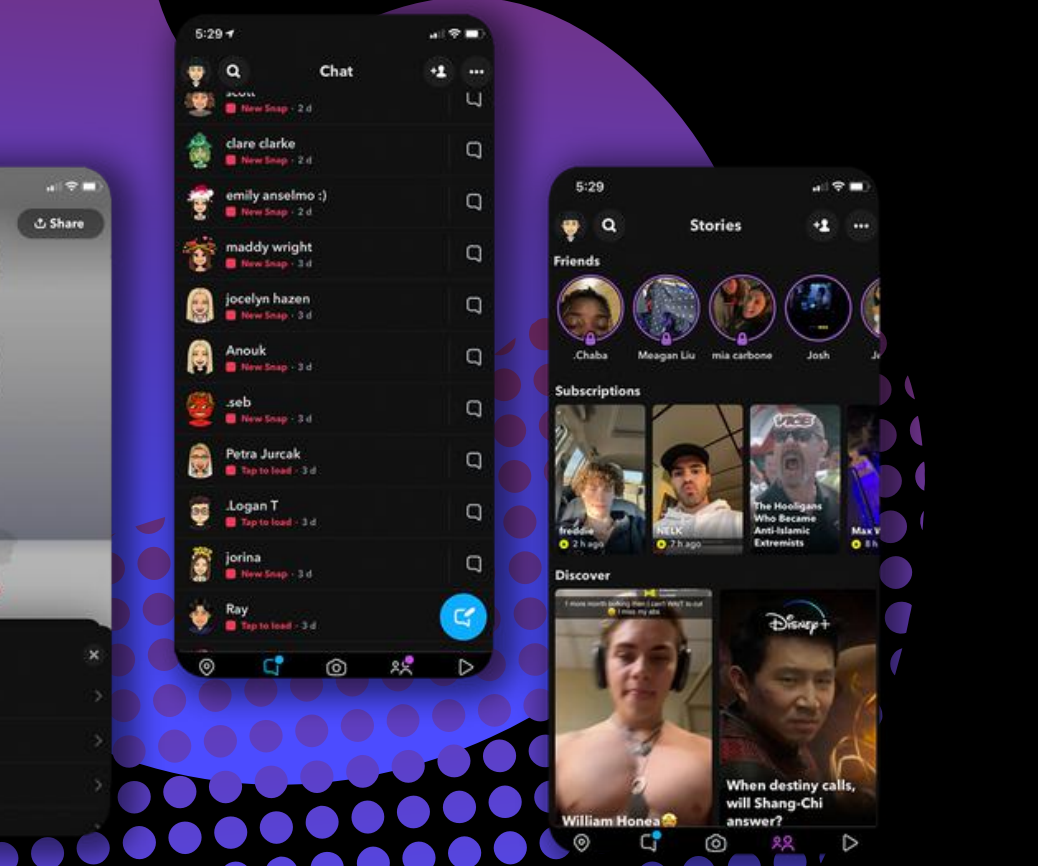
70%

Average screen time when in Top 10

#7*

5:15:05

- FRIENDS
- PICS
- STORIES
- DISCOVERING
- SUBSCRIPTIONS
- MESSAGING
- MAPS
- COMMUNICATION



INVESTIGATE FURTHER

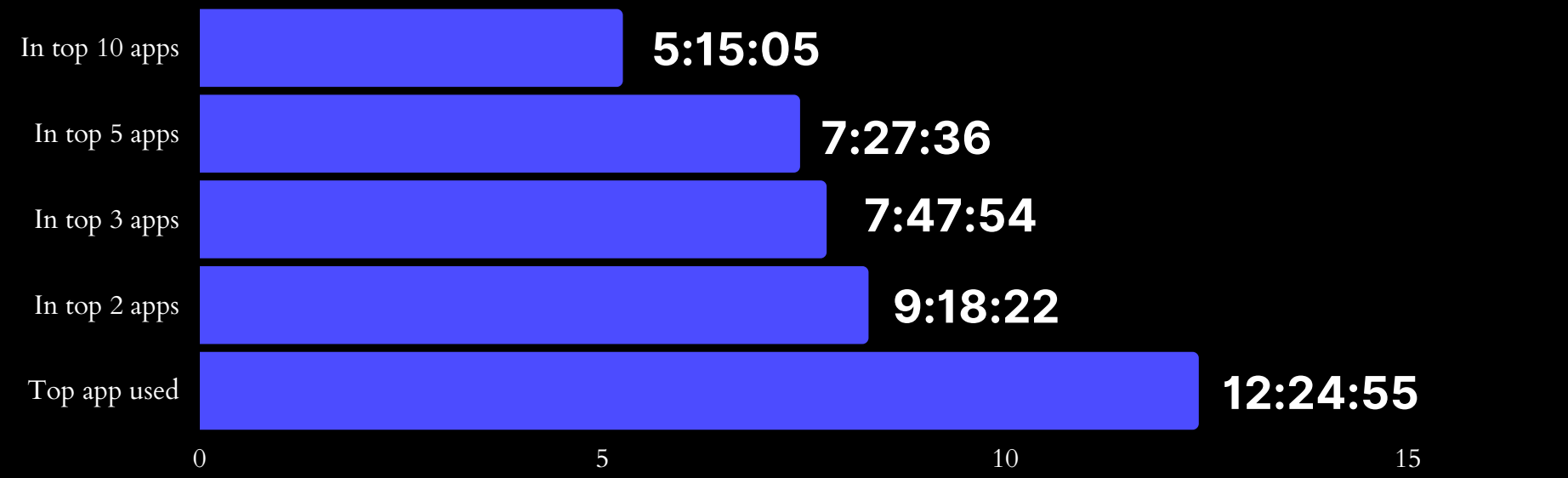
* Average screen time when in Top 10 in this calculation excluded apps with just 1 appearance in the top 10

2022 GEN Z SCREEN TIME REPORT

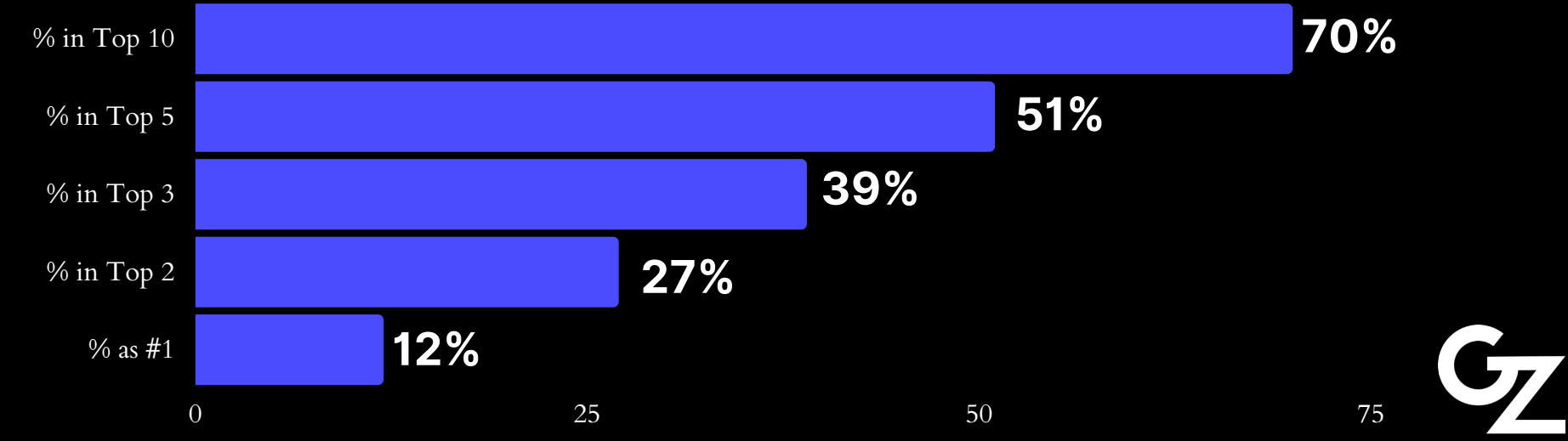
APP PROFILE: SNAPCHAT

Breaking down Snapchat use

Weekly average screentime when...



% of time app appeared in user's Top X



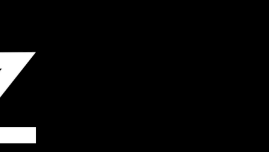
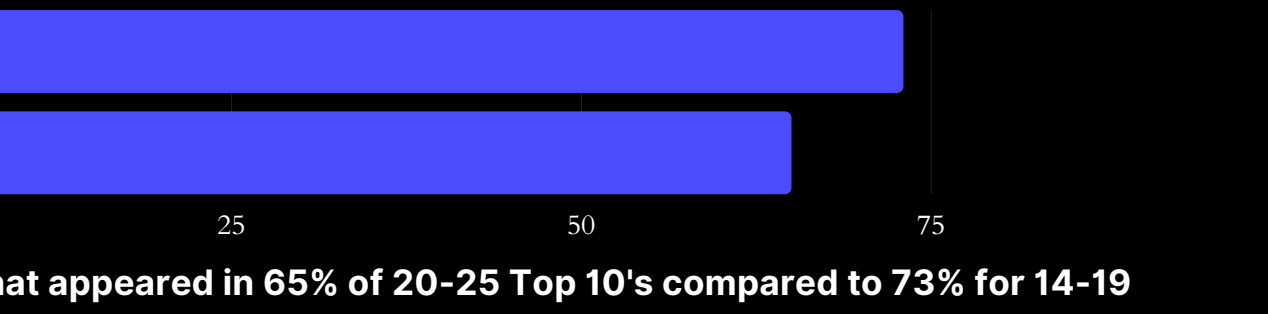
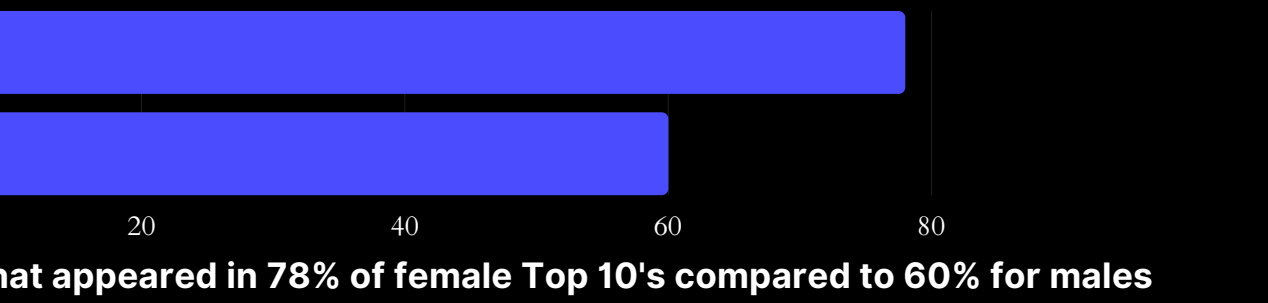
MORE STATS

Average weekly pickups
121

Average weekly notifications
219

Average notifications per pickup
1.81

Average screen time/pickup
00:01:50



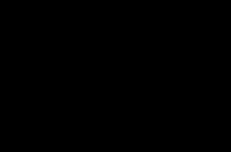
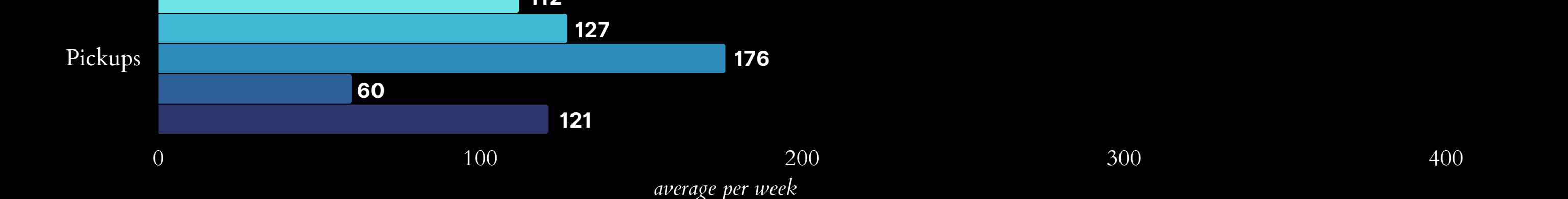
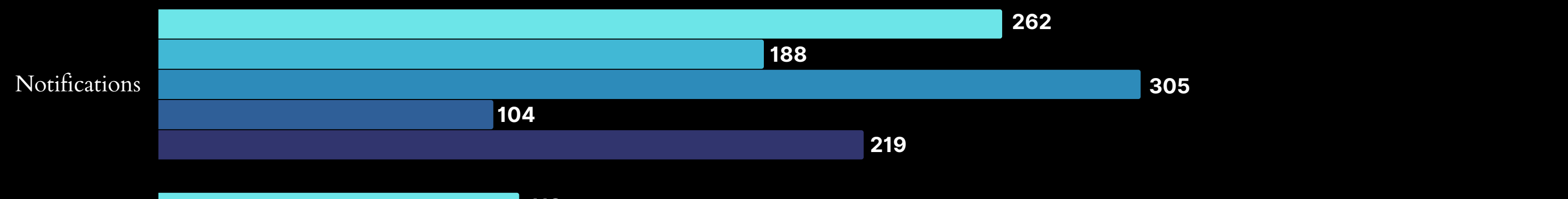
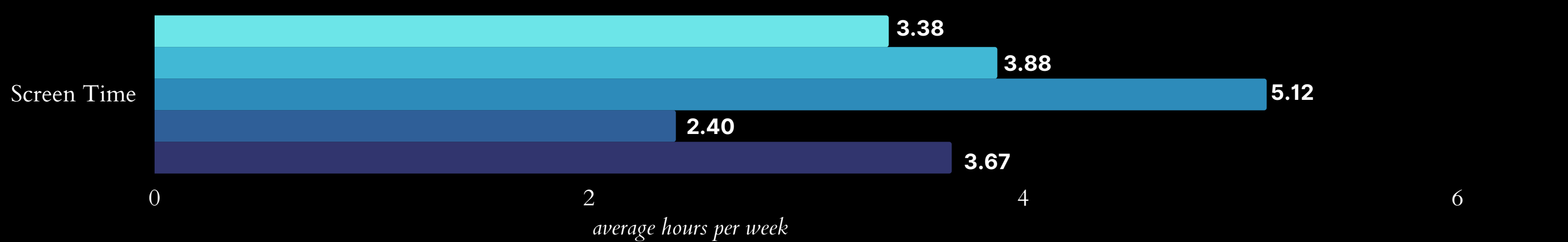
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2022 GEN Z SCREEN TIME REPORT

APP PROFILE: SNAPCHAT

Legend

- Male
- Female
- 14-19 y/o
- 20-25 y/o
- Overall

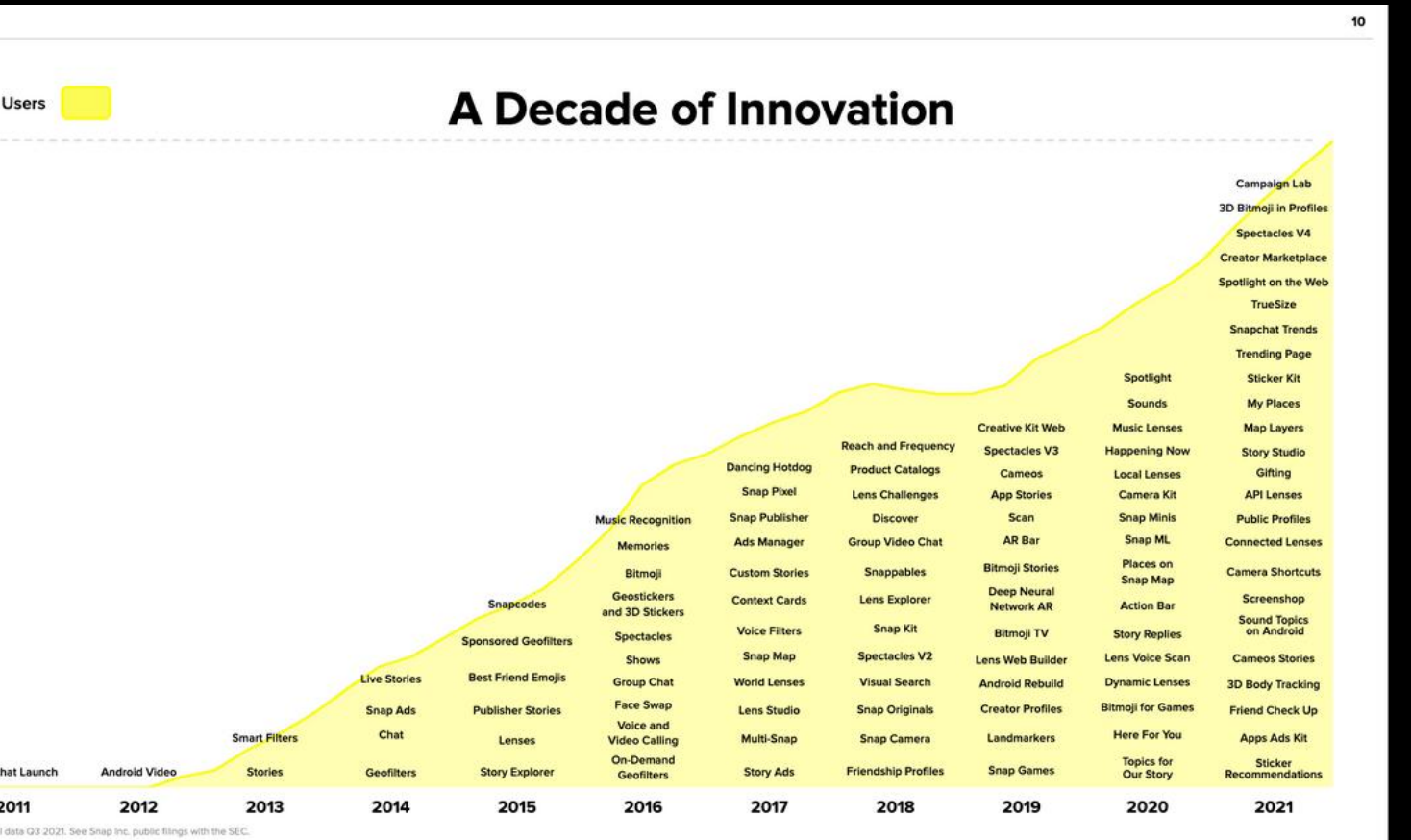


2022 GEN Z SCREEN TIME REPORT

APP PROFILE: SNAPCHAT

Gen Z uses Snapchat to communicate in an authentic and convenient way.

Snapchat is a top communication app for Gen Z. It is used to maintain relationships with friends (both new and old) in a raw, more authentic form of texting. Stories are less filtered than IG and more in-the-moment, and opportunities to discover new content, new people and new activities through Snap features continue to increase screen time, not just pickups. With a higher screen time than IG for 14-19 year-olds, Snap shows it has a strong influence among young Gen Zers. Increased AR use and in-app gaming suggests Snap may be setting their sights as a darkhorse metaverse company.



Snap moves beyond communication

And while the original focus for Snapchat is on communication and connection, their recent developments in the last 2 years have showcased they are after much more than just pics and messaging. Each year Snap continues to aggressively innovate, and with products like Spotlight to compete with TikTok, Snap Maps to compete with...nobody...and integrated entertainment and gaming in-app, expect to see time spent in-app continue to rise, as it already has significantly for a younger population of Gen Z'ers.



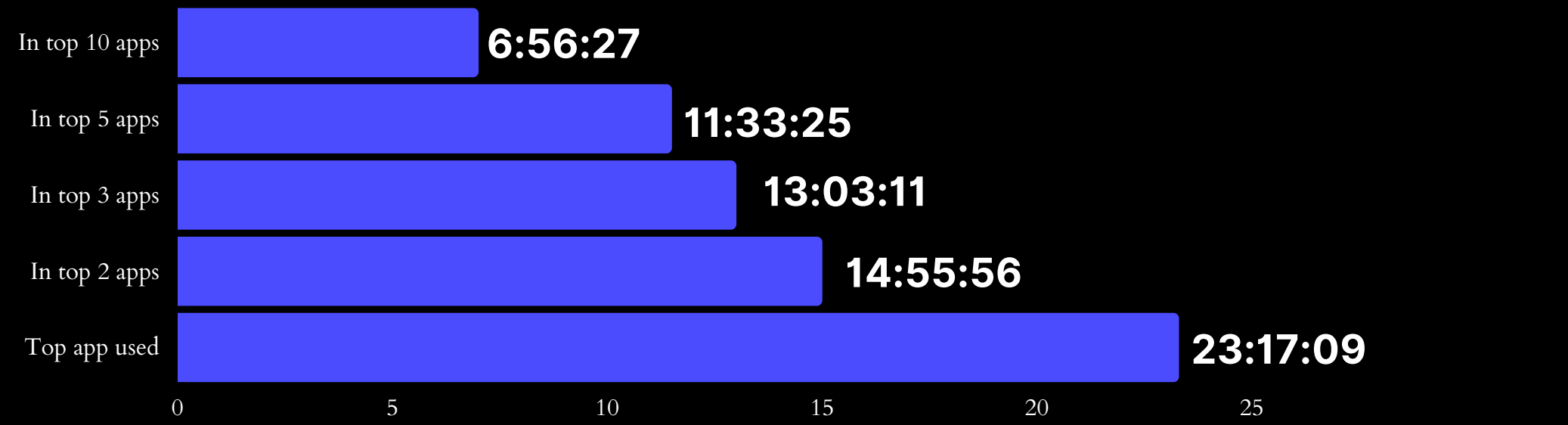
2022 GEN Z SCREEN TIME REPORT



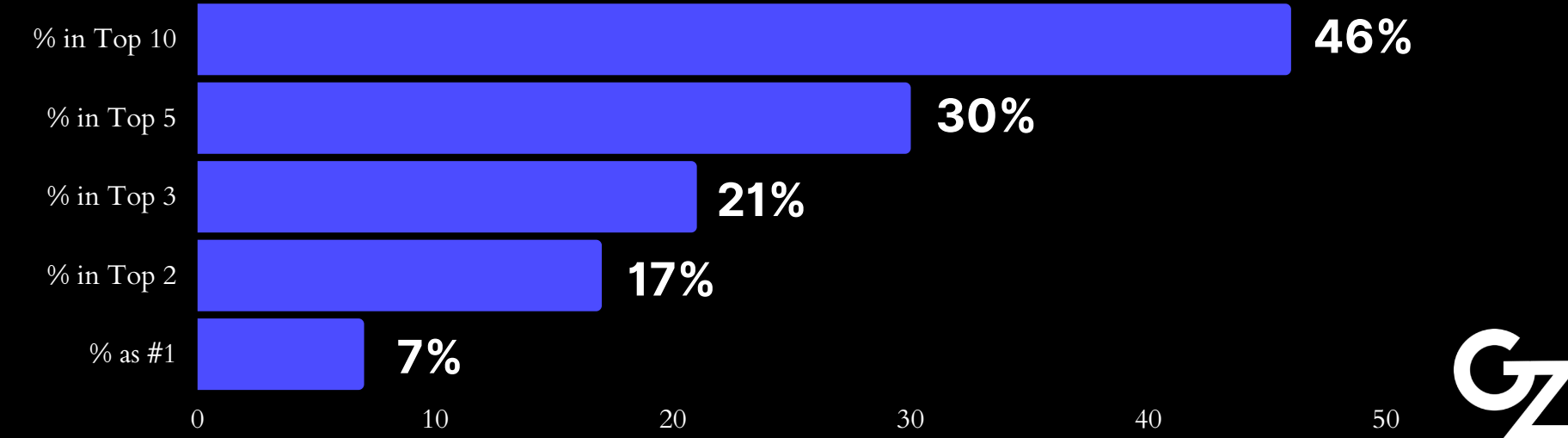
APP PROFILE: YOUTUBE

Breaking down YouTube use

Weekly average screentime when...

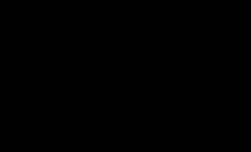
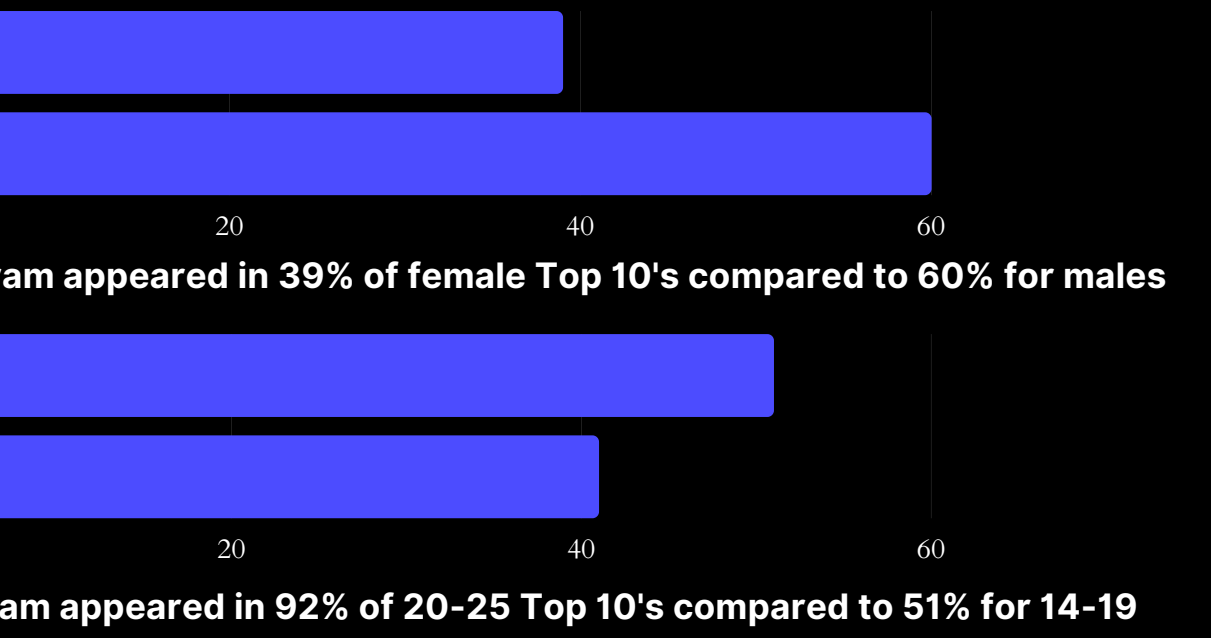


% of time app appeared in user's Top X



MORE STATS

- Average weekly pickups: **7**
- Average weekly notifications: **8**
- Average notifications per pickup: **1**
- Average screen time/pickup: **00:27:01**



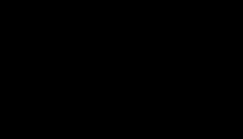
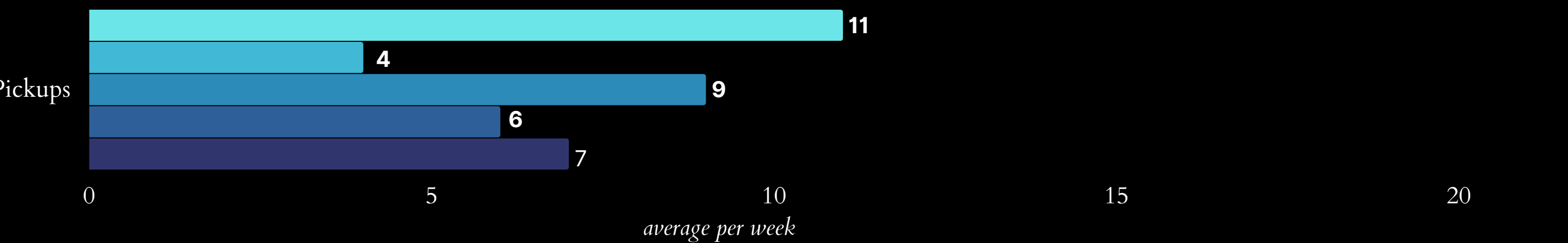
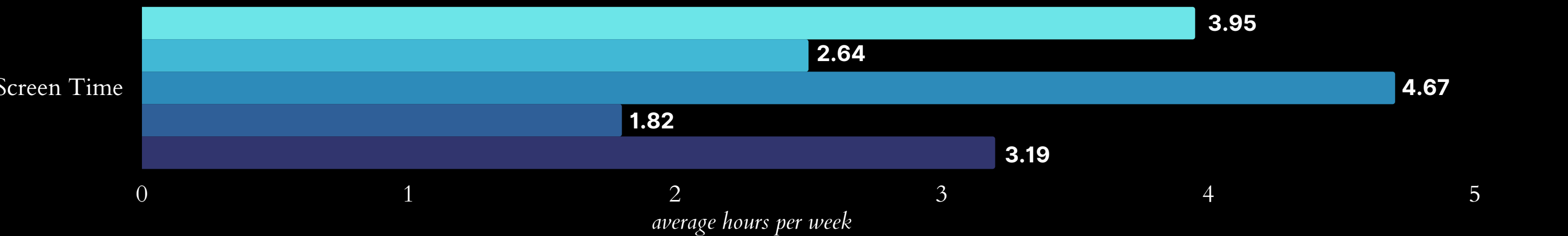
2022 GEN Z SCREEN TIME REPORT



APP PROFILE: YOUTUBE

Legend

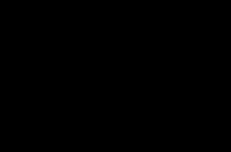
- Male
- Female
- 14-19 y/o
- 20-25 y/o
- Overall



2022 GEN Z SCREEN TIME REPORT



AND BECAUSE YOU WERE PROBABLY WONDERING...

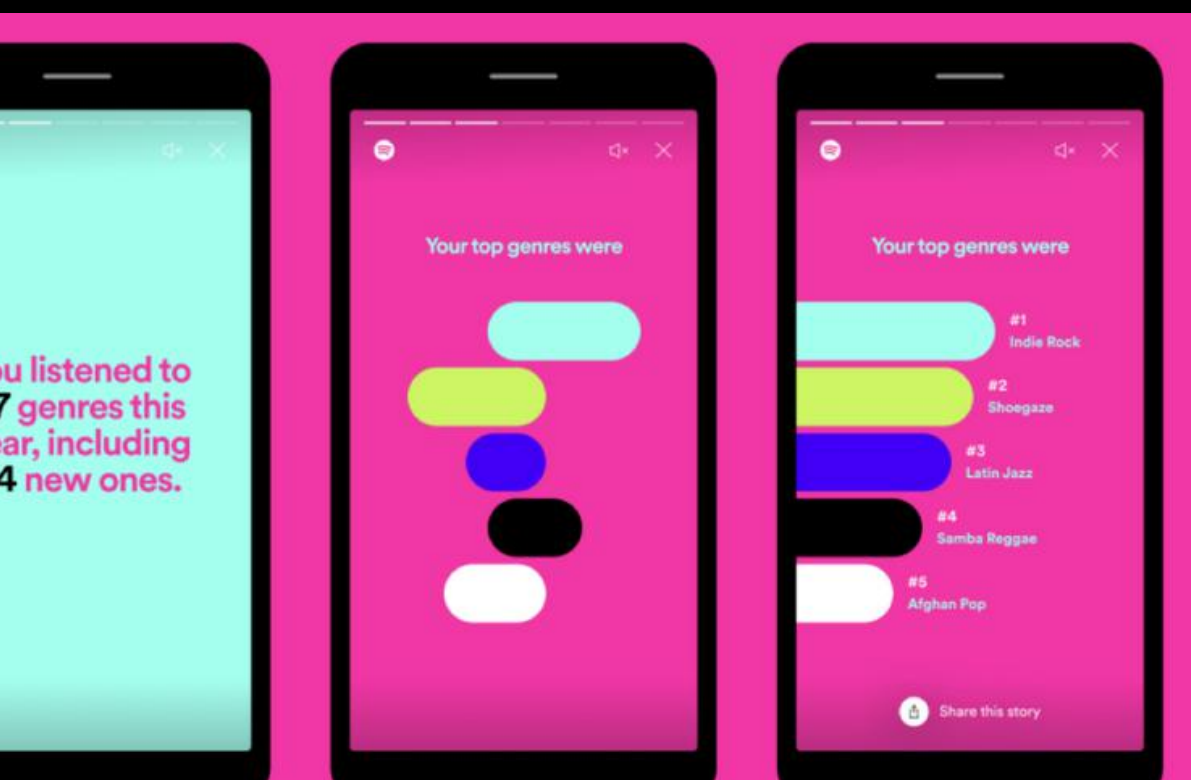
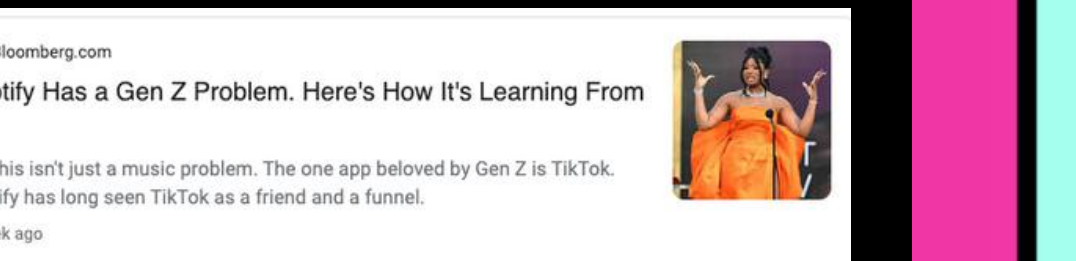


2022 GEN Z SCREEN TIME REPORT



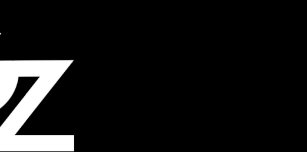
Does Spotify have a Gen Z problem?

Spotify has been hot in the press lately, between a combination of their...interesting...choice of language in this year's Spotify Wrapped, and CEO Daniel Elk's comments that they seem to have a "Gen Z problem" with TikTok's launch of their new music service. What we observed was that while time spent in app is not as high, Spotify ranked #4 overall in pickups, and still had 36% of Gen Z with the app in their top 10 most used. The Gen Z problem may be more about time spent in-app than anything else, as Apple Music barely even made an appearance.



GEN Z WRAPPED

% in Top 10	% in Top 5
36%	13%
Avg Screen Time in Top 10	Avg Screen Time in Top 5
1:47:23	6:09:10
Average pickups per day	Average pickups per day when in Top 10 of Screen Time
5	12.3



If you like the screen time report, late Jan 2022 we're releasing our 2022 Gen Z Wrapped report, an analysis of over 500 Gen Z Spotify Wrapped playlists, to find Gen Z's top artists, songs, genres and average minutes listened to.

avg mins/day streamed by Gen Z on Spotify
133.25

[sign up now](#)

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2022 GEN Z SCREEN TIME REPORT

MOBILE SHOPPING

If Gen Z is mobile shopping, it is likely not through your mobile app.

SHEIN

amazon

% in Top 10
5%

% in Top 10
3%

Avg Screen Time in Top 10
1:17:24

Avg Screen Time in Top 10
1:10:20

% of 14-19 y/o with Top 10 appearance vs 20-25 y/o

% of 14-19 y/o with Top 10 appearance vs 20-25 y/o

3.9% vs 6.1%

2% vs 4%

% users who are male vs female

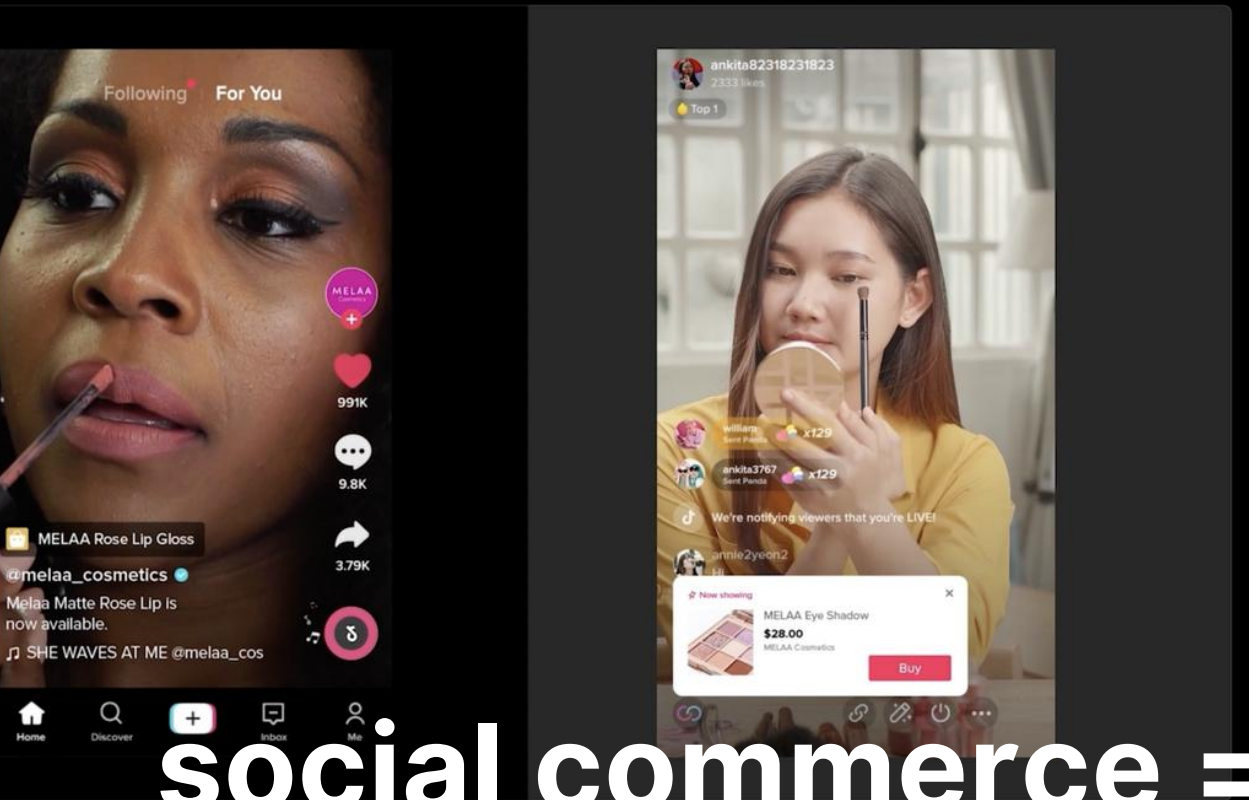
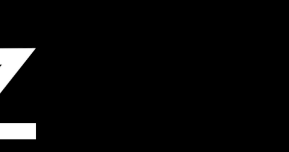
% users who are male vs female

20% vs 80%

33% vs 66%

Etsy and Alibaba recorded insignificant screen usage

With very infrequent mentions of any mobile shopping apps in the screen time data, it appears Gen Z is using either computers or just Safari/Chrome browsers to shop. And with SHEIN and Amazon taking the top spots in the shopping domain, mobile behavior seems to contradict popular opinion on Gen Z's sustainable shopping habits. And with so many products being purchased because "TikTok made me buy it", it's more likely Gen Z is clicking links in bios rather than downloading and using apps to shop for their apparel.



social commerce = convenience to Gen Z

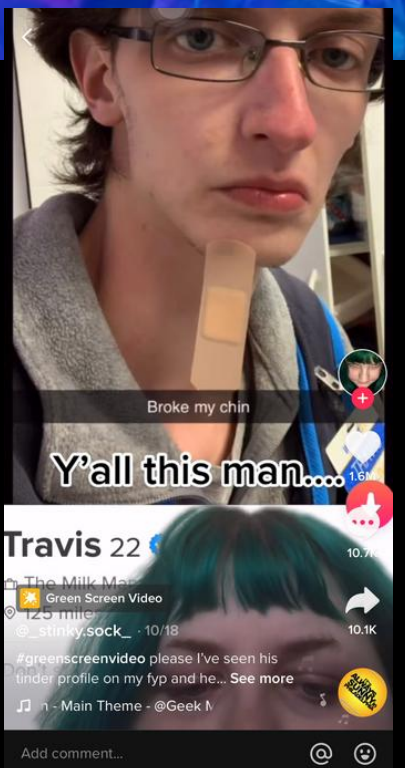
Sources claim 97% of Gen Z have purchased a product because of social - and social commerce is only making that easier. With TikTok and Instagram making big pushes into the social commerce space, fashion/cosmetic facing brands like CaraVe and L'Oreal stand in prime position to capture their TikTok popularity and convert it into new and returning customers.

2022 GEN Z SCREEN TIME REPORT

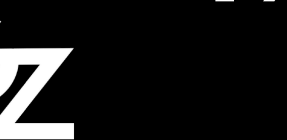
DATING

Or perhaps the lack thereof?

Dating apps did not frequently appear in Top 10 screen times. It is possible we had a particularly "cuffed" sample, but likely Gen Z is just not spending large quantities of time on dating apps, and just checking or using them once or twice a day for a few minutes to see what's new. Of the information collected on dating apps, Tinder was the most used app.









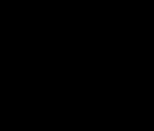

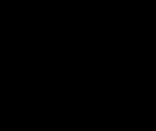


HINGE		TINDER	
% in Top 10	Avg Screen Time in Top 10	% in Top 10	Avg Screen Time in Top 10
2%	0:51:00	4%	1:31:15
BUMBLE		GRINDR	
% in Top 10	Avg Screen Time in Top 10	% in Top 10	Avg Screen Time in Top 10
1%	6:28:00	1%	0:53:00



2022 GEN Z SCREEN TIME REPORT

RAW DATA SNEAK PEAK: APP DIRECTORY

 % in Top 10 28% Avg Screen Time in Top 10 3:09:43 % in Top 5 11% Avg Screen Time in Top 5 8:53:26 Weekly pickups when in Top 10 screen time 70.1 Weekly notifs when in Top 10 screen time 734.9	 % in Top 10 16% Avg Screen Time in Top 10 2:04:04 % in Top 5 7% Avg Screen Time in Top 5 5:23:45 Weekly pickups when in Top 10 screen time 36.9 Weekly notifs when in Top 10 screen time 15.7	 % in Top 10 11% Avg Screen Time in Top 10 1:34:16 % in Top 5 4% Avg Screen Time in Top 5 3:16:00 Weekly pickups when in Top 10 screen time 51.1 Weekly notifs when in Top 10 screen time 555.8	 % in Top 10 10% Avg Screen Time in Top 10 2:48:42 % in Top 5 7% Avg Screen Time in Top 5 4:06:00 Weekly pickups when in Top 10 screen time 88.1 Weekly notifs when in Top 10 screen time 213.6	 % in Top 10 12% Avg Screen Time in Top 10 2:49:05 % in Top 5 6% Avg Screen Time in Top 5 6:48:30 Weekly pickups when in Top 10 screen time 92 Weekly notifs when in Top 10 screen time 434.9	 % in Top 10 6% Avg Screen Time in Top 10 8:38:30 % in Top 5 4% Avg Screen Time in Top 5 12:02:45 Weekly pickups when in Top 10 screen time 40.8 Weekly notifs when in Top 10 screen time 29	 % in Top 10 70% Avg Screen Time in Top 10 2:39:52 % in Top 5 36% Avg Screen Time in Top 5 5:48:16 Weekly pickups when in Top 10 screen time 32.6 Weekly notifs when in Top 10 screen time 0	 % in Top 10 39% Avg Screen Time in Top 10 1:09:15 % in Top 5 8% Avg Screen Time in Top 5 7:16:00 Weekly pickups when in Top 10 screen time 31 Weekly notifs when in Top 10 screen time 0	 % in Top 10 19% Avg Screen Time in Top 10 1:01:00 % in Top 5 2% Avg Screen Time in Top 5 2:54:30 Weekly pickups when in Top 10 screen time 32 Weekly notifs when in Top 10 screen time 0	 % in Top 10 27% Avg Screen Time in Top 10 2:20:53 % in Top 5 13% Avg Screen Time in Top 5 1:18:42 % in Top 10 13% Avg Screen Time in Top 10 1:02:09	 % in Top 10 3% Avg Screen Time in Top 10 5:26:20 % in Top 5 12% Avg Screen Time in Top 5 1:52:00 % in Top 10 4% Avg Screen Time in Top 10 0:54:15
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For access to the entire raw data set, including hundreds of data points for each of the 150+ apps, demographic and age breakdowns and more, contact our team at GenZ Designs.

access the raw data

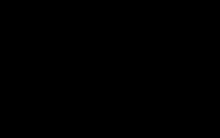


2022 GEN Z SCREEN TIME REPORT



WHAT DOES ALL THIS SHOW US ABOUT GEN Z?

Themes and patterns | 2022 predictions | goodbye <3



2022 GEN Z SCREEN TIME REPORT

COMMUNICATION

Gen Z communicates through texts and pics, not calls or video chats

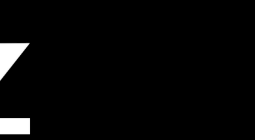
iMessage and Snapchat are the two most popular methods of communication for Gen Z. In fact, the Phone and FaceTime apps rarely made appearances at all.



Phone app pickups were at 3.4 per week, with less than 30 seconds of screen time a week on average. Facetime never appeared in the top 10 of screen time, and appeared once in top apps picked up. That one Facetime user's top app from screen time? *Snapchat*.

why?

Gen Z has figured out ways to communicate more information with letters and emojis than with words and body language. Just take a stroll through a TikTok comment section to see how quickly language evolves, and likely how little you may understand. Yet for Gen Z, as a generation that has grown up using texts and emojis to create meaning, each combination of letters, capitals and emojis is used to show tone, voice, intention, and personality. Calls and Facetimes are reserved for serious conversations – or for our parents.

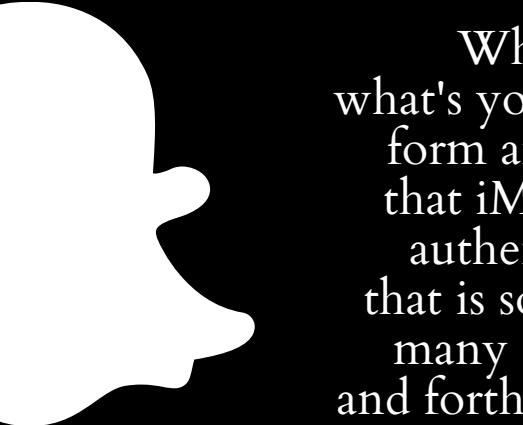


younger Gen Z'ers are using Snap more and more

Screen time from the 14-19 segment was more than double the 20-25 segment on Snapchat, and the younger demo averaged 25 pickups per day compared to the older Gen Z'ers 2 per day.

why?

What's your number has turned into what's your Snap. Snap allows us to create, form and maintain relationships in ways that iMessage or calls cannot. There's an authentic appeal to a Snap from friends that is so true and so in-the-moment that many Gen Z'ers just snap face pics back and forth with no words, for years on end.



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2022 GEN Z SCREEN TIME REPORT



GAMING AND STREAMING

Gaming and streaming are not mobile-first...for now.

What we really did *not* see were strong appearances of mobile gaming and content streaming from your typical suspects; Netflix appeared in 13% of Top 10 screen times, Hulu in 4% and HBO Max in 1% of Gen Z'ers top 10 apps. Gaming was also fairly low in frequency, and with no mobile Fortnite uses and 1 PUBG Mobile appearance, games like Clash of Clans, Super Stylist and Dokkan Battle made infrequent appearances in a few users' reports.

mobile gaming with young Gen Zers is on the rise

However, in the 14-19 year old segment, of the Top 15 Apps ranked by average screen time when appearing in the top 10 (aka time spent from app's biggest users), 40% were mobile games. Compare that to the 20% of the Top 15 apps in the same category from the 20-25 year old demographic, and a picture starts to develop of young Gen Z'ers using mobile devices more and more for gaming. Not to mention, the #1 app overall in average screen time when an app is in the Top 10 is a gaming app; one 16 y/o *loves* playing Super Stylist.

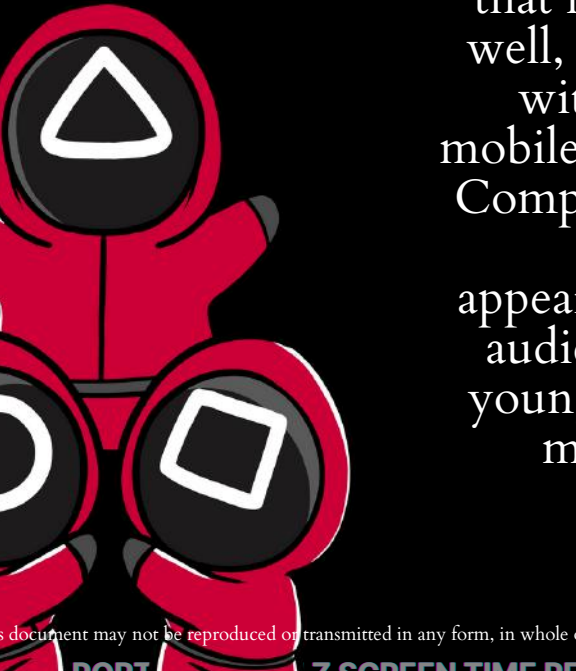


NETFLIX

1 in 5 young Gen Z'ers stream Netflix on their phone.

22% of our 14-19 year-old audience had Netflix in their Top 10 most used apps, placing it above Discord at 16% and behind Twitter at 29%.

It seems for the streaming giant that mobile use is on the rise as well, which perhaps goes along with their decision to launch mobile gaming through the app. Compare this 22% with just 4% of Top 10 screen time appearances with our 20-25 y/o audience, and it becomes clear young Gen Z'ers are streaming more content through their mobile devices.



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2022 GEN Z SCREEN TIME REPORT

COMMUNITY

Community is emerging and evolving through new mediums



We asked Matt Klein, a cyber psychologist + cultural theorist about how he sees community evolving for Gen Z:

"When a generation loses pivotal milestones revolving around socialization, the role of belonging becomes increasingly important. Community today isn't forming in hallways or via cliques. Today, community forms via Discord servers, video game lobbies, Twitch streams, meme pages, and TikTok comments.

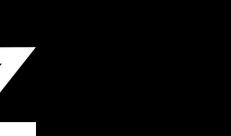
community-centric apps are on the rise



When community isn't served through the quintessential—perhaps even antiquated means (sports teams, after-school clubs, etc.)—the evolutionary desire for that belonging seeps into other non-traditional mediums: fight hedge funds on Reddit, or buying the US constitution. That's the power of community. That crave is forever in us. Just how it looks changes based upon the context and tools in our hands.

And young adults have the tools, and the tools to create new tools, in their hands."

Matt Klein
Cultural Theorist, Cyber Psychologist + Strategist



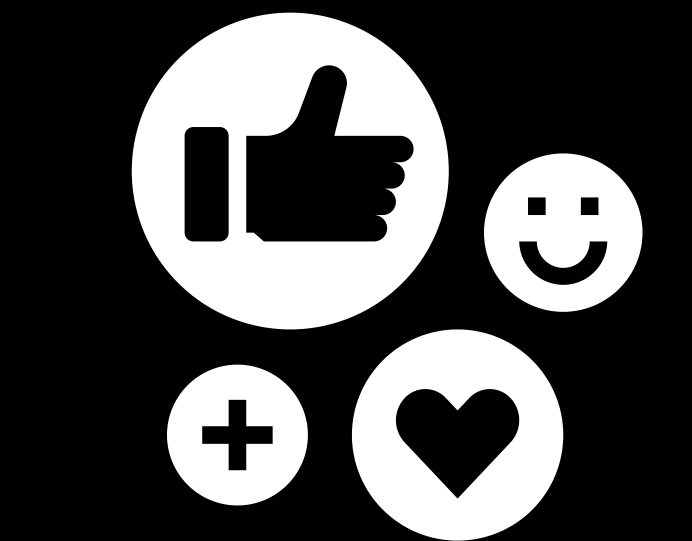
% in Top 10 Apps by Screen Time

Discord	TikTok	Reddit
14-19 16%	14-19 69%	14-19 8%
20-25 8%	20-25 51%	20-25 4%



"SOCIAL MEDIA"

Gen Z is redefining the meaning of social media



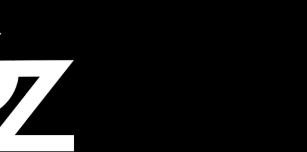
For years, we've used the term "social media" to describe web platforms that exist to connect one another online. Yet as these platforms evolve, so do their purposes and uses within this generation. The best display of this is through average screen time per pickup, where we see true behaviors begin to emerge. YouTube, TikTok and Reddit all have high average screen times per pickup, indicating Gen Z are being entertained, learning, investigating and making conscious decisions to engage with and explore content.

Average screen time per pickup

YouTube	TikTok	Reddit	Twitter	Instagram	Snapchat	iMessage
14-19	14-19	14-19	14-19	14-19	14-19	14-19
0:32:27	0:18:29	0:33:13	0:07:04	0:04:32	0:01:44	0:01:24
20-25	20-25	20-25	20-25	20-25	20-25	20-25
0:19:10	0:53:44	0:13:39	0:10:21	0:05:23	0:02:23	0:01:37

Snapchat and iMessage are very clearly forms of communication; high screen time and higher pickups show us a very different behavior. Quick and frequent communication.

Instagram and Twitter sit in the middle, as a strange but clearly powerful intermediary platform, serving both to connect *and* to entertain. Instagram specifically, as the #1 in average screen time per Gen Z'er, is such a fascinating example to understand. Many times per day, Gen Z'ers are picking it up, scrolling and checking, and putting it down 5 minutes later. This "behavior" seems habitual, more instinctual rather than intentional. And with YouTube, TikTok and Snapchat serving very intentional roles, how will this habitual platform evolve as a "social media"?





2022 GEN Z SCREEN TIME REPORT

Closing thoughts and 2022 predictions

Time; one of the greatest advantages of youth. And yet we see nearly 1/3 of young lives are being spent on our mobile devices, with more time likely being spent on our computers and in front of TVs.

This report is more than just a screen time report; this is a life report, a previously un-described picture of a generation never before seen through this lens. And rather than just be amused or in shock, internalize it and understand it. Understand what it means when we say technology has changed our lives and how we behave, understand how social media has shaped who we are and how we act.

We encourage you to think about the role technology is playing in the lives of Gen Z; how social platforms designed originally to connect have manipulated, controlled, and wired our brains to think and act differently, using algorithms, designs and notifications to target neuroreceptors in the brain in the same way that opiates, alcohol, amphetamines and cocaine create life-changing and life-damaging addictions.

And yet despite the scare some of these numbers may provide, we as GenZ Designs believe in technology. We believe in technology when and only when that technology is created and controlled by the people who understand its impact. And in order to get there, we need to start here. We need to start with stats that shock, with numbers that numb, and with conversations that catalyze change.

In 2022, we expect to see this shift take its shape; a shift away from centralization and towards a more equitable society built for the people and by its...users. The advent of web3 brings about a focus on decentralization; but at its core, it is a promise of realigned incentives. And these "incentives" are intuitive to this generation.

Gen Z understands the power of technology, the ability to give and create a platform for icons to rise, and to quickly take that away. These incentives have been around; recall kids "selling out" a Trump rally in Tulsa, or "cancel culture" taking away power where it was given. Gen Z understands that our time is not just time, it's money and it's power. And Gen Z understands that when we spend it, it has impact.

As 2022 brings about new technologies and new use cases for VR, AR, blockchain and more, Gen Z sits ready and capable to push these advances into mainstream culture. But know; without our voices represented, without actions of inclusion, and without demonstrated dedication to creating positive social impact, we will not stand for corporate greed or inauthenticity; not now, and not ever.



Andrew Roth
Founder and CEO, GenZ Designs



2022
GEN Z
SCREEN TIME REPORT

on behalf of our team at GenZ Designs....

**thank you for choosing to bring Gen Z
voices to the table.**

genzdesigns.com

*a special thank you to Simone-Nicole Angelov, Jackson Davis and Anna Panetta, for putting this work together.
Without you, this is just an idea.*

