IPSOS iris

GENZ CATEGORY REPORT

September 2025

Australia's digital audience measurement currency endorsed by IAB Australia

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Ipsos

What you can expect to see in this report

This report will deep dive into the digital media use of GenZ in Australia relating to key media and industry categories to develop insights relevant to content publishers, social media platforms and marketing and media investment strategists.

We will also highlight some key social attitude variations for GenZ vs. other generational and gender cohorts to aid a deeper understanding of GenZ to help marketers and creators understand who they are and what makes them tick.

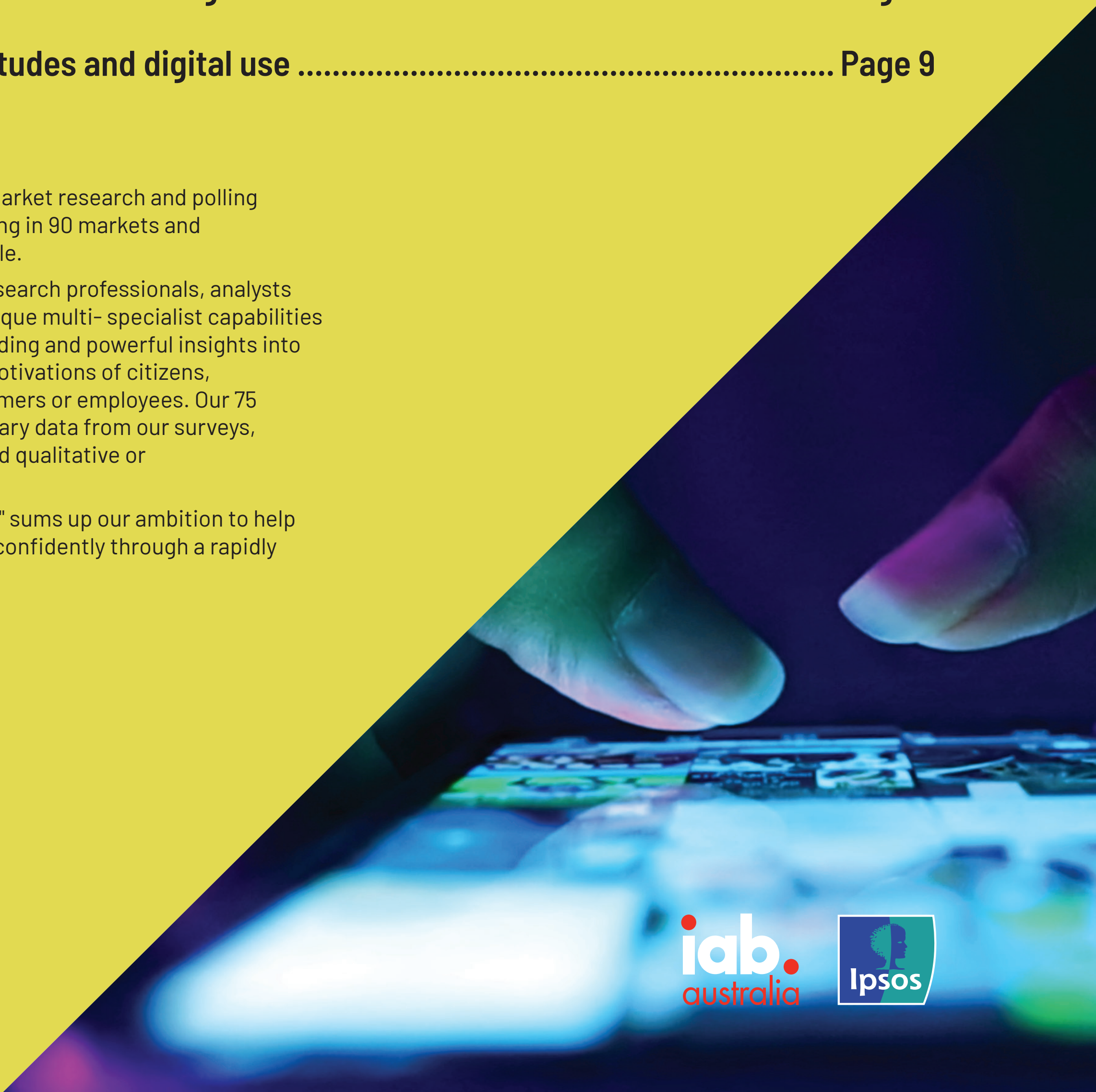
Report Content Summary

About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi- specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.



More than any other generation caution needs to be applied when making generalisations about GenZ as a whole

GenZ born between 1997 and 2012 and now aged roughly 13 to 28 years old, grew up in an age when the internet and social media were already commonplace and these young people are rightly considered the first truly digital generation.

But the biggest event which shaped their childhood and early adulthood was the global Covid-19 pandemic and the consequent lockdowns which radically changed schooling, university experiences and early-stage careers when almost two years of the most formative stages of their lives were spent entirely online.

One of the most striking findings about GenZ in recent years from Ipsos global research is the significant gap between GenZ men and women when it comes to social issues like equality, diversity and political preferences.

This gender gap is also reflected in online behaviour with a fragmented and hyper personalised media landscape offering unlimited opportunities for young men and women to divide even further.

The key macro media trends for GenZ are the reliance on digital and social media for the vast majority of news and information with the personal smart phone dominating their media lives along with content choices being ever more personalised by age, gender and attitudinal cohorts.

Legacy media and retail brands retain a key role in the digital lives of young Australians and the outlook for these legacy brands is positive if they can cater to GenZ's desire for personalisation and authenticity into ever more diverse formats and packages.

More myriad than monolith

Over the course of the past 12 months, Ipsos public opinion polling has revealed a significant gap in attitudes between GenZ men and women. More so than any other generation polled, men and women in GenZ are not seeing eye to eye.

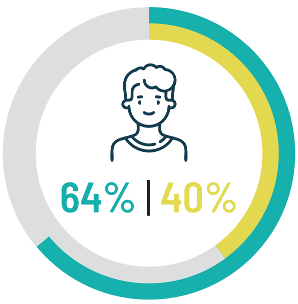
A significant portion of young men are becoming more conservative and leaning towards traditional values at the same time young women are becoming more progressive and liberal than their male peers.

Similar to their highly progressive social views, GenZ women are noticeably less materialistically driven than the average Australian and their male GenZ peers.

Shared values

Attitudinal gender gaps for GenZ tend to be focussed on social issues such as equity, diversity, women's rights, climate change, and political leaning. Where GenZ men and women share attitudes are on issues that affect all young people equally, including low trust in institutions and politicians, concerns about their financial future and specifically their perceived generational limits on a fair go, along with their views on education.

For GenZ males, success is about image and ownership[2]

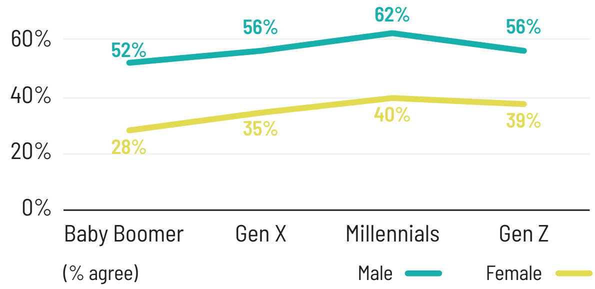


24pp

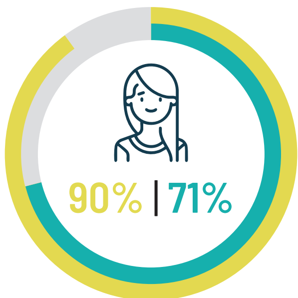
more likely than the GenZ females to measure my success by the things I own (64% vs 40%)

Male ■ Female ■

Have we "gone so far in promoting women's equality that we are discriminating against men"? (Australia)[1]



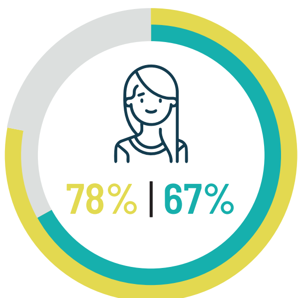
For GenZ females, trust and values guide brand choices[3]



19pp

more likely than GenZ males to trust a new product if it's made by a brand I already know (90% vs 71%)

Female ■ Male ■



11pp

more likely than GenZ males to believe businesses have a duty to contribute to society, not just to make profits (78% vs 67%)

Female ■ Male ■

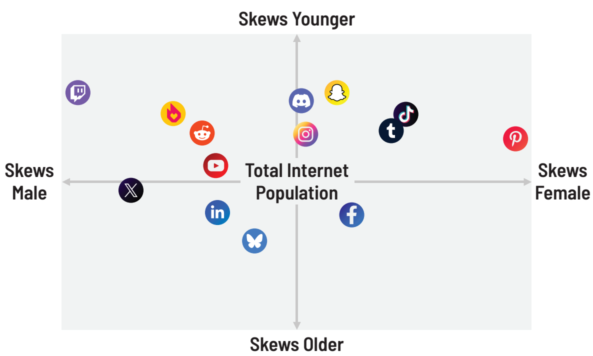
Social media dominates by catering to a universe of diverse interest and opinion

In Australia Ipsos iris data reveals that 98% of the online population used social media in the past month, spending around half their total personal device (phone, tablet, PC) time on social media equivalent to 2 hours 44 minutes per day.[4]

This trend is even more pronounced among the youngest of the internet population with 14-24-year-olds spending more than two thirds (70%) of their personal device time on social media, equivalent to 3 hours 31 minutes per day.[5]

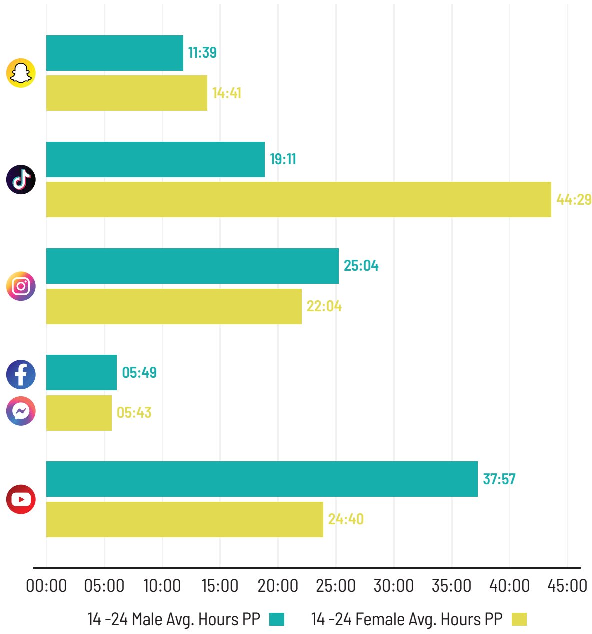
While some social media platforms reach a mass audience not everyone is online in the same place. This becomes more apparent when we explore platforms and youth focussed content brands by time spent. The chart below shows who spends the most time on platforms by age and gender. Fandom, Twitch, Snapchat, TikTok and Discord are twice as likely to be used by a young audience and there are clear male and female gender biases for these platforms.

The chart below shows the age and gender affinities of various social media platforms[6]



For young people, the fragmentation of today's media landscape is not simply a result of hyper personalised algorithms -curating their feeds and surfacing different content - but also a result of where they are engaging with content in the first place. The fragmentation between GenZ men and women is highlighted by engagement with social media platforms.

P14-24 Social media AVG hours spent p/person p/month[7]



"Get off your phone!"

Device and video landscape

GenZ is perhaps unfairly characterised as being never off their phones when in fact the amount of time GenZ spends online is similar to the general population. Besides content type, GenZ digital behaviour is distinguished be the greater reliance on the smart phone as the device of choice.

In 2025 GenZ spent two thirds of their personal device (exc. CTV) online time on the phone at over 4 hours 11 minutes – up 17% since a year ago.[8]

P14-24 Average Time on personal device per day (Phone, PC, Tablet)

5 hrs 2 mins
p/day PP

83%	**13%**	**4%**
4 hrs 11 mins	**39 mins**	**12 mins**
AVG hours p/day	AVG hours p/day	AVG hours p/day

P40+ Average Time on personal device per day (Phone, PC, Tablet)

4 hrs 47 mins
p/day PP

70%	**15%**	**15%**
3 hrs 22 mins	**43 mins**	**41 mins**
AVG hours p/day	AVG hours p/day	AVG hours p/day

GenZ still love long form video content

Short form social video platforms such as TikTok, Snapchat and Instagram are clearly dominating the screen time of young Australians and tend to dominate the perception of how GenZ consume video. However, YouTube viewing is as ubiquitous with GenZ as the rest of Australians with 99% reach in a given month.

Similarly, long form video content whether movies or TV shows is loved almost as much by GenZ as older Australians as evidence by Ipsos iris reach and time spent data but with a greater share of viewing on personal devices.

SVOD on small screen

47%
of P14-24 watch Netflix on a phone, tablet or PC[9]

39%
of P40+ watch Netflix on a phone, tablet or PC[10]

P14-24 YouTube vs. BVOD[11]

Youtube
1 hrs 38 mins
per day PP

BVOD
18 mins
per day PP

Digital natives dictating the news platforms of the future

According to University of Canberra Digital News Report 2025[12] news access across all platforms continues its long-term downward trend despite annual fluctuations. Television remains the most popular source of news for Australians (37%) and for the first time social media platforms (26%) have overtaken online news (23%).

There are clear generational difference in Australians' main source of news. Almost half of young people (18-24) say they rely on social media as their main source of news. Interestingly more young people say they rely on online news than they do on TV pointing the way to an ever-increasing dominance of digital channels for news access in the years ahead.

No single social media platform dominates news access by the younger generation which highlights the diverse and personalised news consumption of this group.

The challenge for news publishers will be to distribute their content across a multitude of platforms and a wide variety of formats to retain the reach and engagement they need with today's generation of young people to be sustainable into the future.

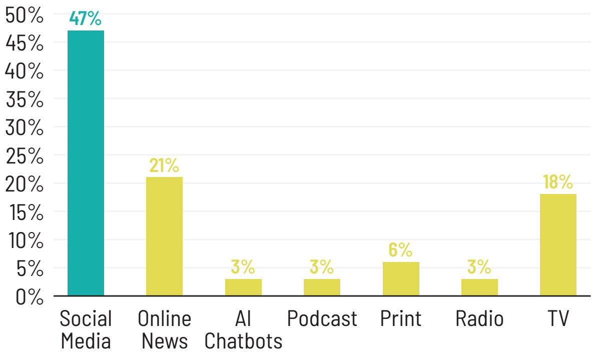
For a financially challenged cohort, free content is compelling as noted by ABC and also New York Times with its no charge games access.

It is possible that as today's young people mature and seek longer form content and deeper analysis of local and global news events, they will migrate back to legacy news brands to some degree, but the opportunity to create lifetime media habits will not last indefinitely and so news media organisations need to ensure engagement now by whatever means they can.

Top news media brands for Australian youth[13]

	GenZ 14-24 June 2025	
	AUDIENCE REACH (%)	AVG. MINS p/month
ABC News	31%	06:05
New York Times	25%	05:44
news.com.au	24%	02:49
SMH	22%	03:53
The Guardian Australia	20%	04:32
bbc.com	19%	04:53
Daily Mail Australia	18%	03:52
nine.com.au	18%	02:12
The Age	17%	02:07
Forbes.com	16%	00:46
Herald Sun	14%	01:15
The Conversation	11%	00:25

Main Source of News 18-24 (%)



Australia's news media brands' vital signs

GenZ is still engaging with traditional news brands[14]

NEWS

9 out of 10

P14-24 consume news directly via news brands - down 6% YOY

NEWS

P14-24 spend over

1hr p/mth

with news brands

Anxious about money, GenZ go to social media for help

ASIC research[15] indicates that Gen Z is the most financially stressed generation in Australia, with 82% experiencing financial stress due to factors like the rising cost of living and high levels of personal debt. They are more likely than other generations to feel overwhelmed by finances and to seek better ways to manage their money. While they are motivated to improve their financial literacy, they face barriers like feeling overwhelmed and not knowing where to start. They also tend to turn to social media for financial information, sometimes encountering unqualified advice.

GenZ are twice as likely as non-GenZ to want to learn about better management of their finances and over half (56% vs. 23% of non-GenZ) say they are likely to rely on social media for information and guidance about financial matters.

Online financial behaviour

Ipsos iris data on the digital behaviour of young people confirms the level of engagement with online finance is vastly lower than older Australians.

While this is not surprising given that for many young people financial management is a day by day or week by week affair, it does highlight the opportunity for financial brands to engage with young people to build future loyalty and good financial habits.

A concerning finding from Ipsos iris data is the higher-than-average use of "payday" lenders by young people, reflecting a lack of understanding of the risks of short-term loans and the high interest rates.

Loan providers like Latitude and Cash Converters have above average engagement with young Australians.

Almost half (46%) of people 18-24 have visited payday loan sites Afterpay and Zip compared to 42% of over 40-year-olds*. Young people are also more engaged with alternative financial platforms and investments as shown by use of Kraken (crypto) and GoFundMe.[17]

Finance brand engagement per month[16]

57 mins
P14-24

2 hrs 5 mins
P40+

Top finance brands P18-24[18]

	AUDIENCE REACH (%)	AVG. MINS PP
PayPal	76%	06:59
afterpay	48%	06:44
Commonwealth Bank of Australia	48%	54:57
zip	44%	01:56
ANZ	32%	12:21
Westpac	30%	06:37
nab	20%	19:28
up	15%	20:31
Google	15%	03:26
Forbes.com	13%	00:38

The influence of friends, social media and brand ethics drive GenZ retail behaviour

Australian Gen Z retail behaviour and choices are heavily influenced by social connections, sustainability, and digital experiences. Young Australians prioritise shopping as a social activity, are drawn to brands with strong ethical values, and are increasingly embracing "slow shopping" and thrifting. Interactive and gamified experiences, as well as the ability to try on items virtually, are also emerging drivers for GenZ purchasing decisions.

While social media influencers are important to GenZ, research from Snapchat[19] reveals two thirds of GenZ agree "My friends are important in influencing my shopping choices" and 6 in 10 look to their real friends for beauty inspiration more than influencers."

Ipsos iris data highlights the importance of brands' values to young Australians with almost one third agreeing they only buy products from a company with ethics they agree with and over two in five will pay more for environmentally friendly products.

As with Australians of all ages, GenZ are concerned about the cost of living with over three quarters saying they are increasingly concerned with the price of goods and services.

GenZ retail behaviour attitudes[20]

76%
Increasingly aware of price of goods and services

31%
I only buy products from a company with ethics I agree with

Young women are especially sensitive to social influence on shopping choices[21]

38%
Often buy products or services based on social media influencers

46%
Buy products or services I think will look good in my social media

Retail brands landscape

The giants of Australian retail and global online platforms are not connecting with GenZ to anything like the extent they are with of their older compatriots. This may change over time as young people mature, have families and develop more traditional shopping needs. Yet it is clear that young people's need for personalisation, peer approval and sustainable retail is a watch out to digital retail brands to develop new engagement and brand strategies to earn the lasting loyalty of GenZ.

Young Australians currently spend less than half the time on traditional digital retail sites compared to over 40's. GenZ choices of retail brands reflect their life stage and interests and consequently technology and fast-food brands over index based on young age.

P14-24 Digital retail brand engagement

Retail Brand Reach GenZ vs. 40+[23]

Total AU internet population (Age 14+):

22.12 Million

14-24 **3.62 Mil** | 40+ **12.9 Mil**

14-24 Audience Share (%)
40+ Audience Share (%)

TEMU 12% | 51%
Amazon 12% | 44%
Apple 10% | 35%
Woolworths 9% | 38%
Google 7% | 23%
eBay AU 7% | 36%
AliExpress 6% | 19%
McDonalds 6% | 16%
Kmart 6% | 24%
Shein 5% | 16%
JB-Hi-Fi 3% | 17%

Metrics and Sources

Ipsos iris digital metrics

- **Total online AU population Age 14+:** Total online population of Australians who are aged 14 years or older, this number is set and will not change in this report. See below for AU online population as of Jun'25:
  -Total AU internet population (Age 14+): 22.127M
- **Audience 000s:** The number of people in a target audience, aged 14-24, 3.62 million in Jun'25
- **Audience affinity Index ("ix" or "index"):** The ratio of audience composition to the target audience composition (from the selected universe), e.g. 14-39 age groups are more likely to use Automotive apps vs. the average online Australian 14+.
- **Average Mins PP:** Average amount of time spent (minutes) by a person**Total Mins (MM):** The total time spent in minutes by the target audience on the selected digital media, category or brand.
- **Total Mins (MM):** The total time spent (minutes) from the selected media, by the selected target audience. Active time spent is measured for all visits without being inactive for longer than 30 mins.
- **Category:** Category Groups offer a consistent comparison of grouped data across different media owners by Content Category. Ipsos has made available Content Categories simplified from the IAB Global Taxonomy 2.0 that tagging media owners may assign to their Website Sections, Section Groups, or apps.
- **Sub-category:** Groupings that fall under the category, e.g. Airline sub-category will fall under the Travel category

Sources

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6. Ipsos iris online Audience Measurement service, January 2025, all aged 15+ using PC/Laptop, smartphone or tablet device(s).
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12. "Digital news report: Australia 2025", Authors by Sora Park, Caroline Fisher, Kieran McGuinness, Jee Young Lee, Kerry McCallum, Momoko Fujita, Ashleigh Haw, and Gianni Nardi. Publisher: The report is copyrighted by the News and Media Research Centre, University of Canberra, and was published in 2025. The News and Media Research Centre is a nationally recognized research centre in Australia that studies news media industries, audiences, and public discourse. URL https://www.canberra.edu.au/research/centres/nmrc/digital-news-report-australia
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17. Ipsos iris Audience measurement, Profile report, BG Latitude, Cash Converters, Zip, Afterpay, Kraken, GoFundMe, 18-24 and 40 Plus, PC/Laptop, Smartphone, Tablet, June 2025, Audience reach %, Affinity index
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21. Ipsos Global Trends – June 2024
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