

INSIGHTS MARKET RESEARCH

IMR

UNIVERSITY OF NICOSIA



MEDIA CONSUMPTION & MEDIA ENGAGEMENT SURVEY: UNDERSTANDING AUDIENCE PREFERENCES

JUNE 2025

Research Specifications

CONDUCTED BY
IMR/ UNIVERSITY OF NICOSIA™

DATE
JUNE 2025

COVERAGE
PANCYPRIAN, URBAN AND RURAL AREAS

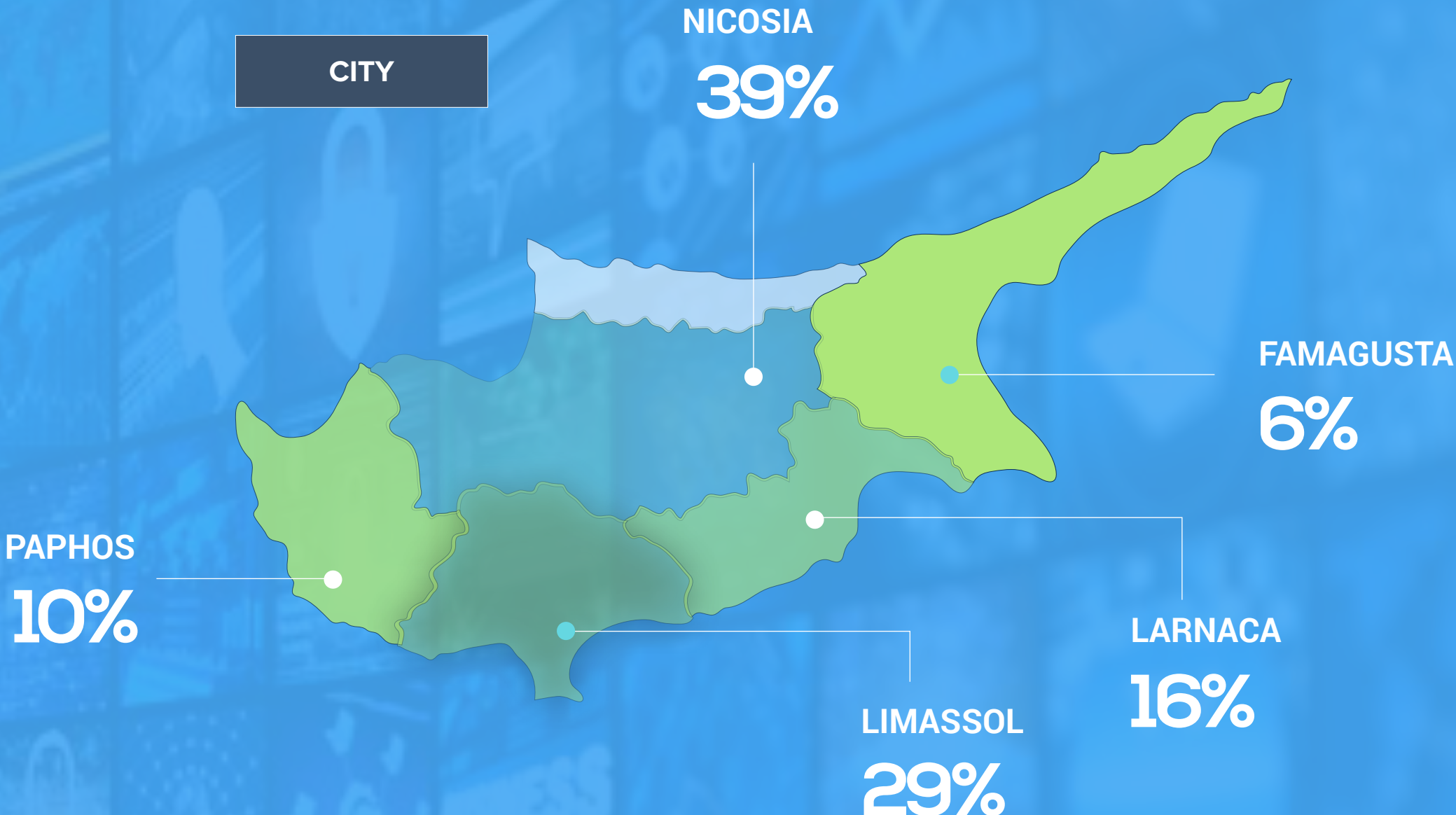
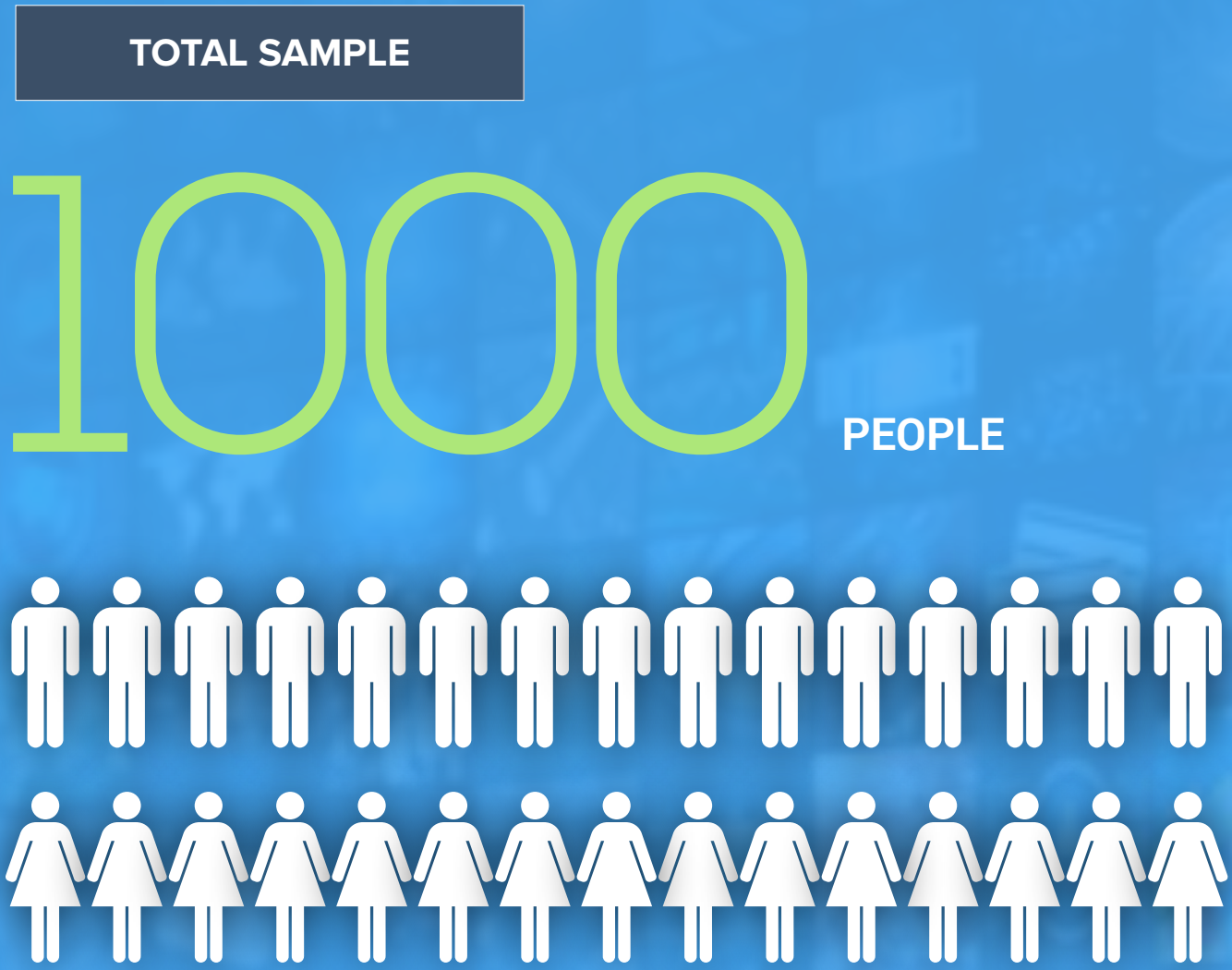
SAMPLE CHARACTERISTICS
GEN Z(18-26), MILLENNIALS (27-42) & GEN X (43-58)

SAMPLE SIZE
1000 PARTICIPANTS

SAMPLE SELECTION
RANDOM STRATIFIED SAMPLING

DATA COLLECTION
TELEPHONE INTERVIEWS USING A STRUCTURED QUESTIONNAIRE

Sample Characteristics



01

Generation Profile



Generation Profiling: GEN Z



Gen Z uses Social Media as a **source of entertainment and information**

All of Gen Z participants have **access to media content** through their smartphones

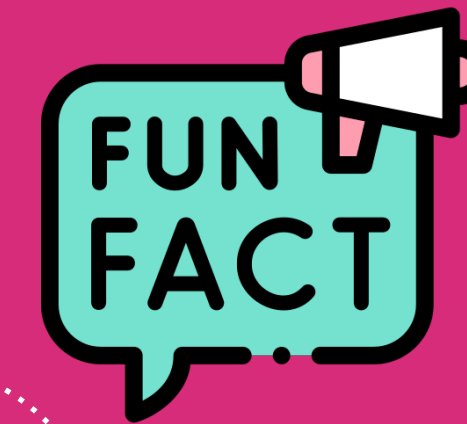


Social Media Behavior

Gen Z participants tend to **trust more information from Social Media** compared to Millennials & Gen X



Among Gen Z, the most popular social media platform is **Instagram**, followed by TikTok and then Facebook



249'



Gen Z participants spend on average **249 minutes per day on Social Media**, time equivalent to 4.15 hours of Social Media Usage

Slightly over half of Gen Z discover and buy products through social media



Generation Profiling: Millennials



8 out of 10 Millennials use Social Media to entertain themselves, while 7 out of 10 use them as a **source of information**

Almost all of Millennials (97%) have **access to media content** through their smartphones



Social Media Behavior

Millennials tend to spend significantly less time on Social Media compared to Gen Z

Among Millennials, **Facebook** and **Instagram** are still equally popular, while TikTok is steadily gaining popularity



150'

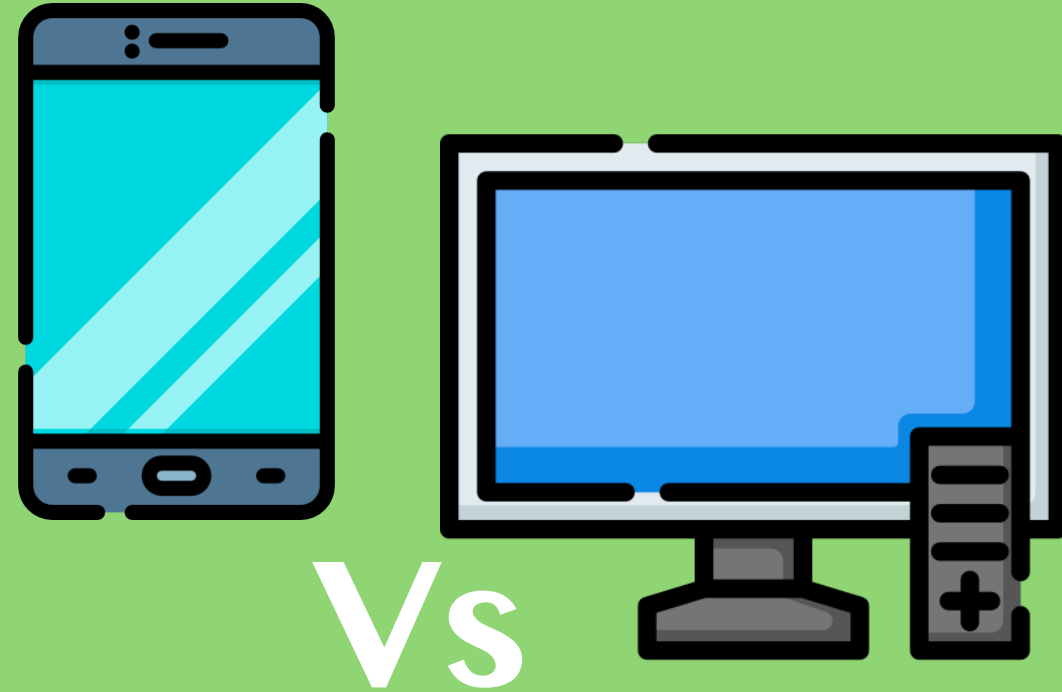
Millennials daily spend on average **2.5 hours** on **Social Media**



Nearly half of Millennials discover and purchase products through social media platforms



Generation Profiling: Gen X



The vast majority of Gen X access media via smartphones, while television also remains a popular choice

TV is the preferred source of information for 7 out of 10 Gen X

For entertainment, 6 out of 10 Gen X use both Social Media and TV

3 out of 10 Gen X discover and purchase products through social media platforms



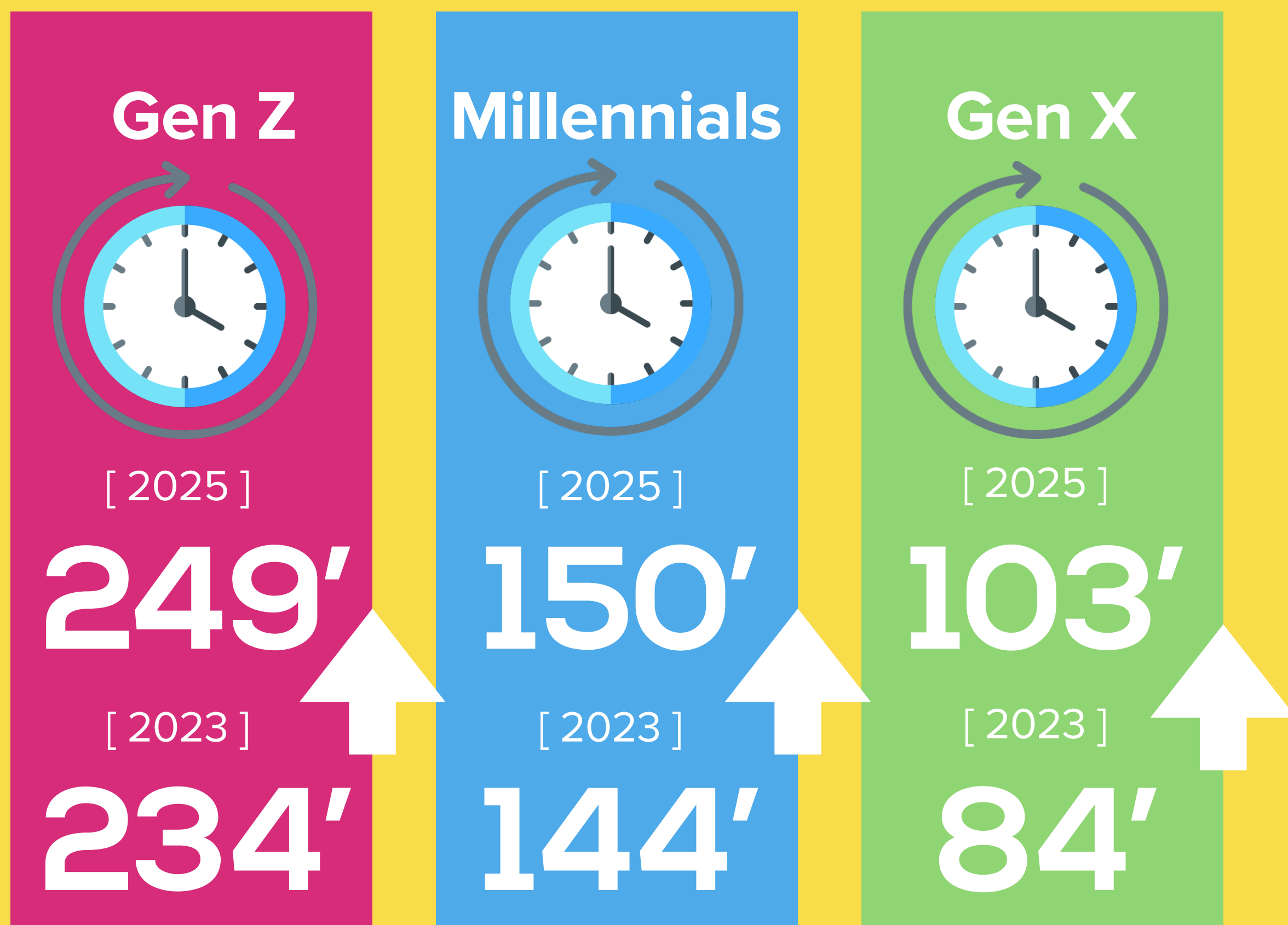
103'

Gen X daily spends approximately 1.7 hours on social media

Facebook is the most common Social Media among Gen Z, as 8 out of 10 reports having a Facebook account



Social Media Engagement



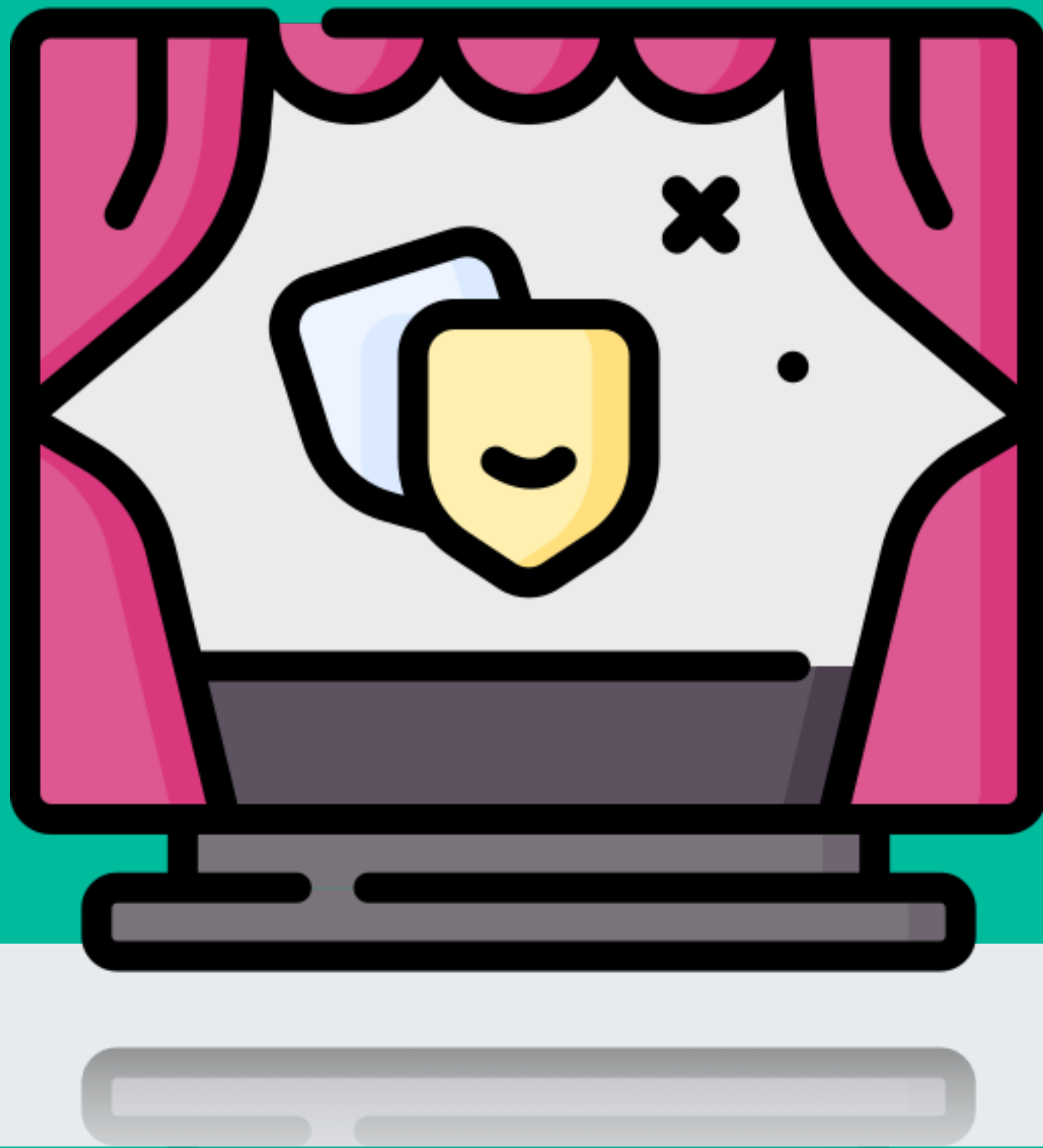
02

Media
consumption
channels



Media Consumption Channels

Entertainment



9 out of 10 Gen Z entertain themselves through **Social Media**, while 33% watches TV for entertainment

8 out of 10 Millennials use **Social Media** for entertainment, while 48% watches TV for entertainment

6 out of 10 Gen X use both Social Media and TV, for entertainment

Media Consumption Channels

News



8 out of 10 Gen Z individuals get their news through social media, whereas only 26% rely on television for news updates.

7 out of 10 Millennials use social media to stay informed about current events, while 48% still rely on television for news updates.

7 out of 10 Gen X watch **live TV** for news and only 36% use social media as a source of information regarding news

Media Consumption Channels

Social media serves as the primary source of information across all three age groups for:

Fashion
9 out of 10



Travel
7 out of 10



HORECA
9 out of 10



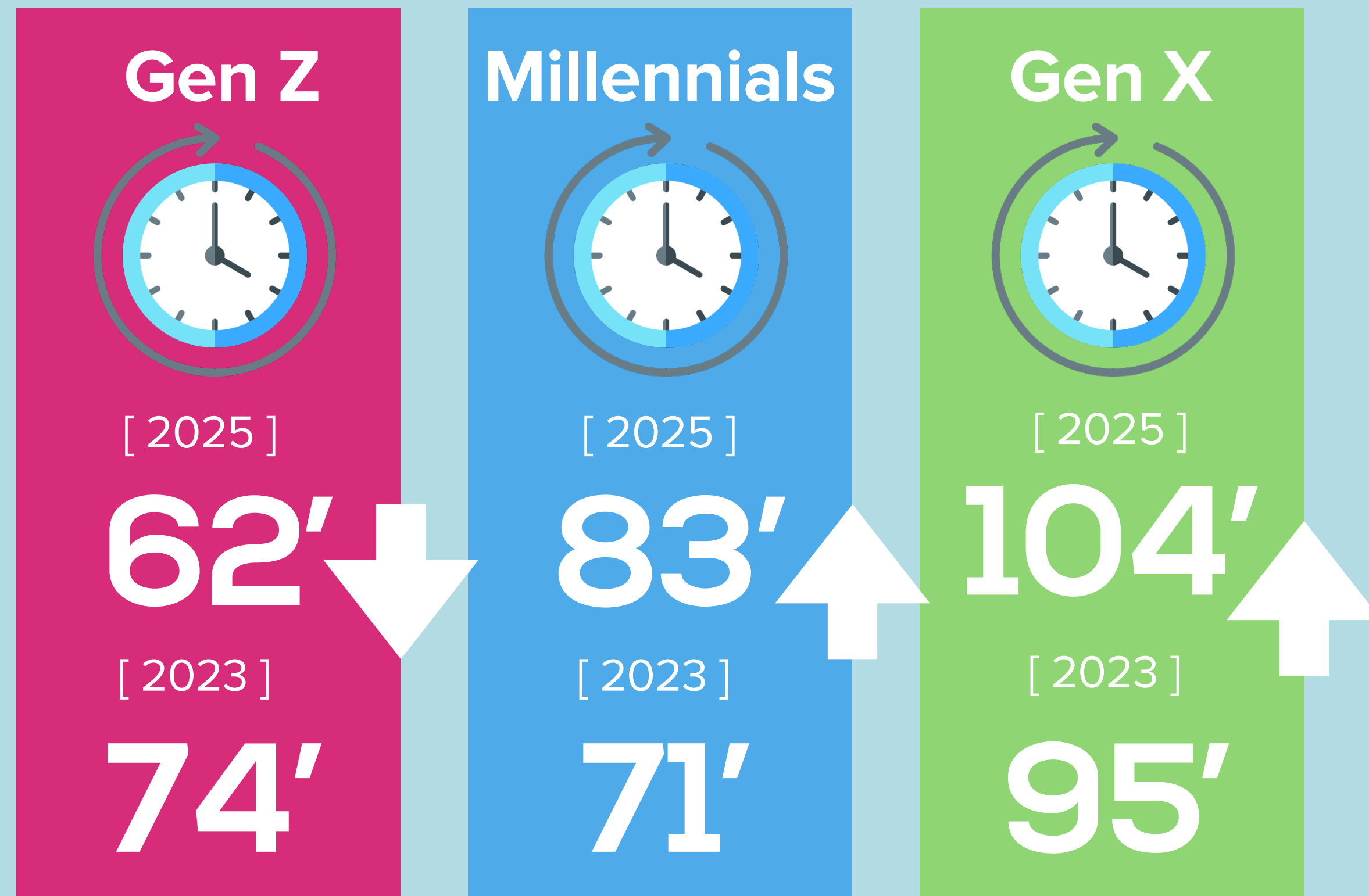
03

Video
Content



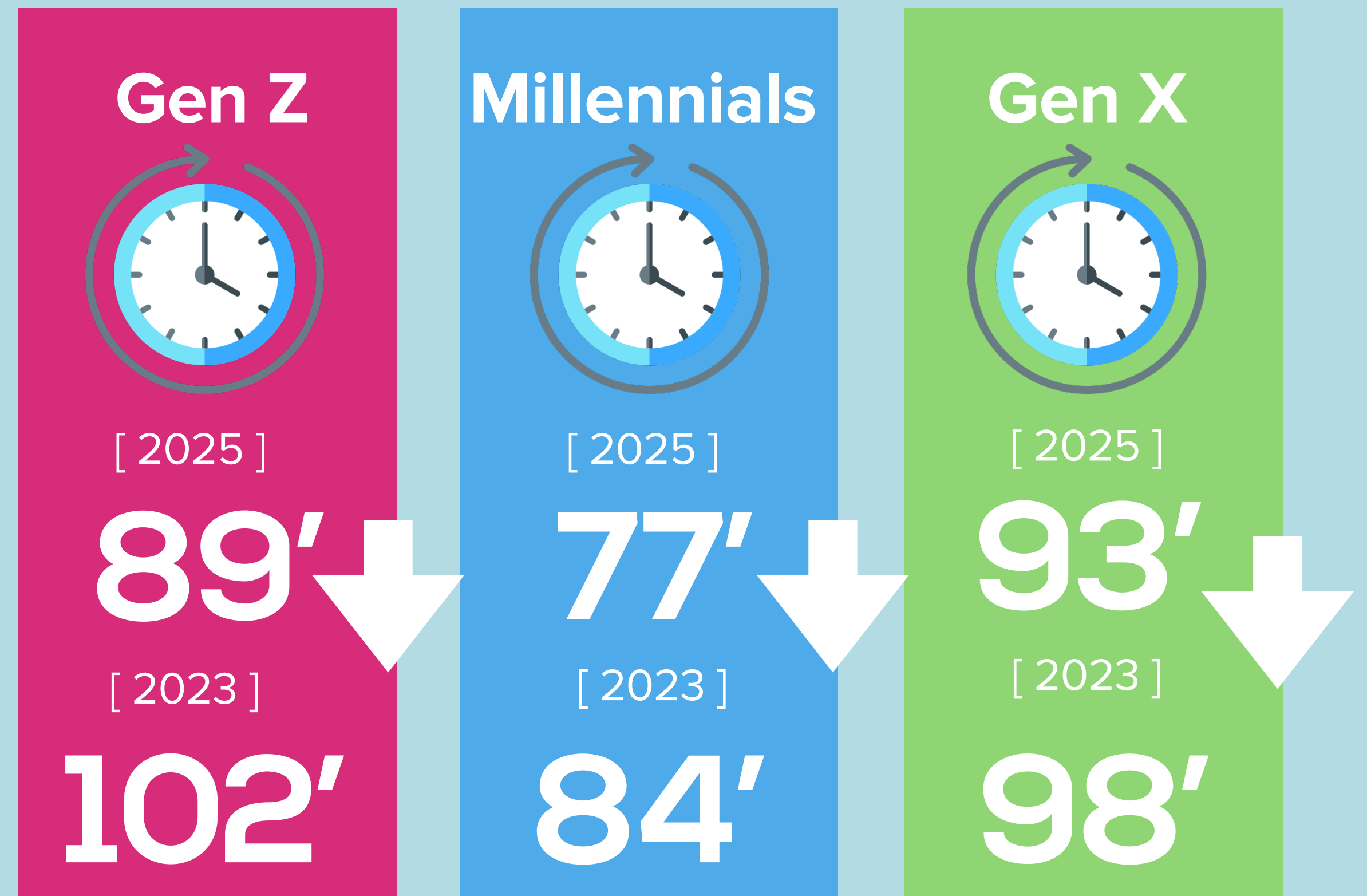
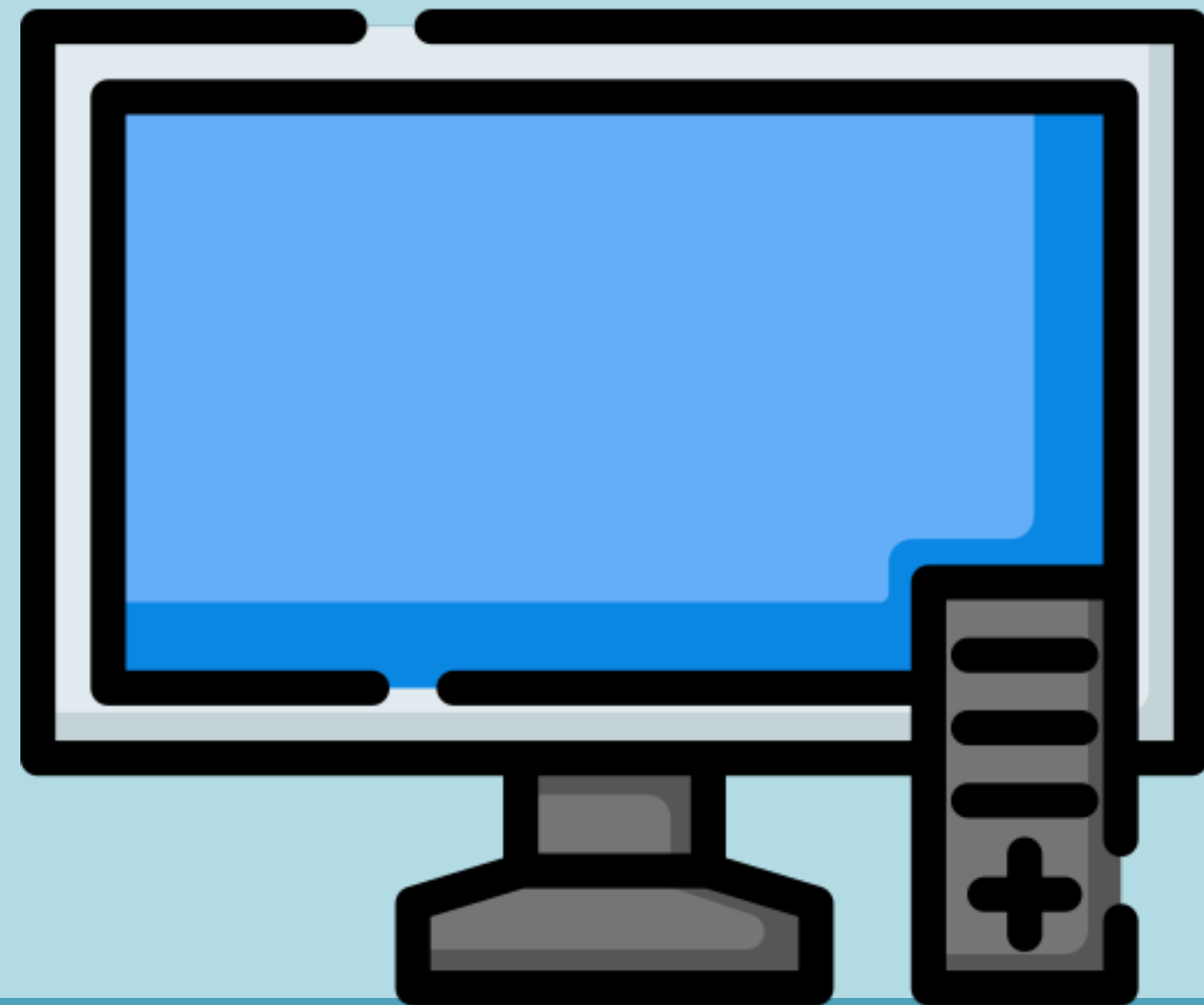
Video Content: Live TV

Average viewing time



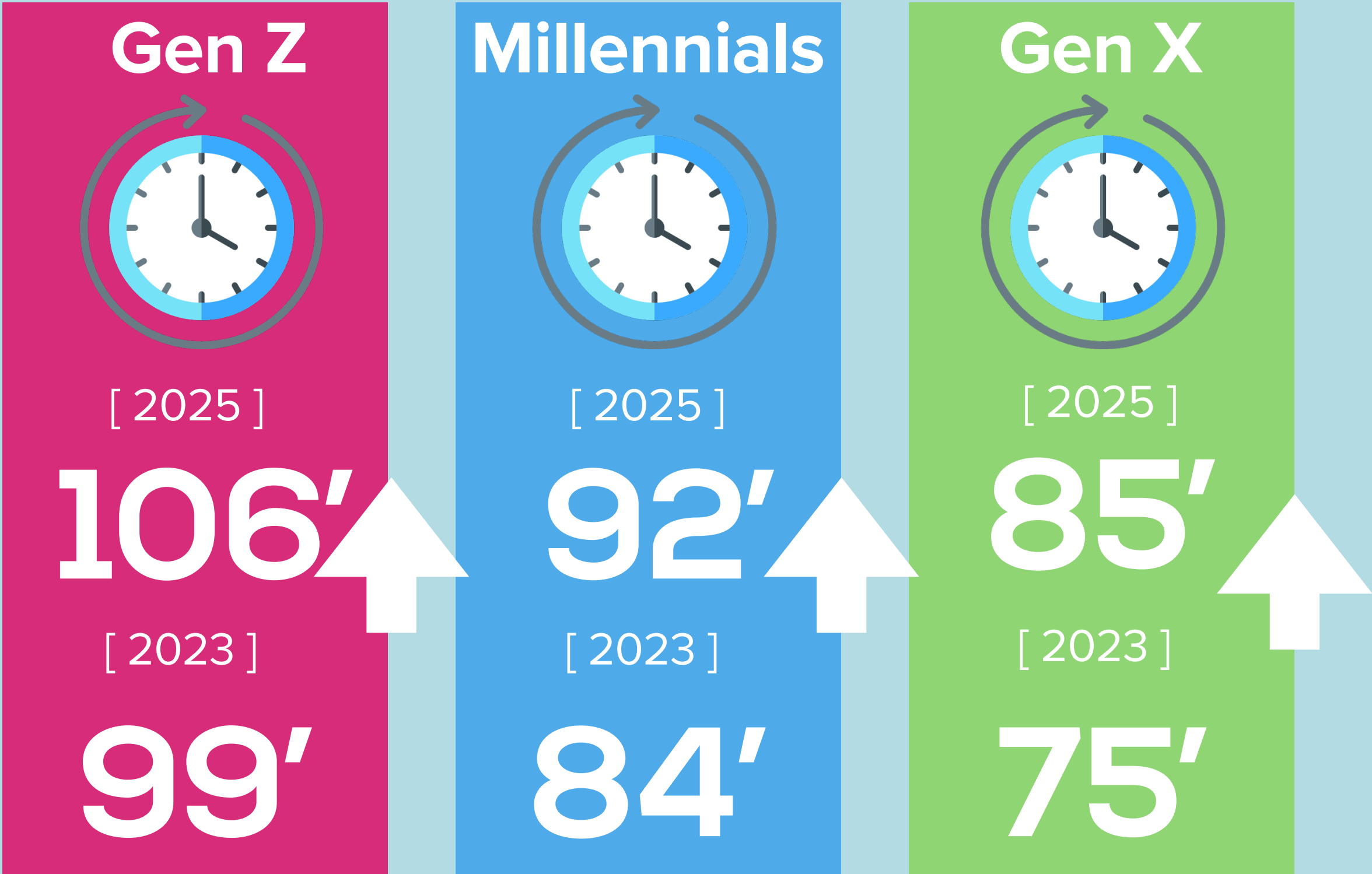
Video Content: Pay TV

Average viewing time



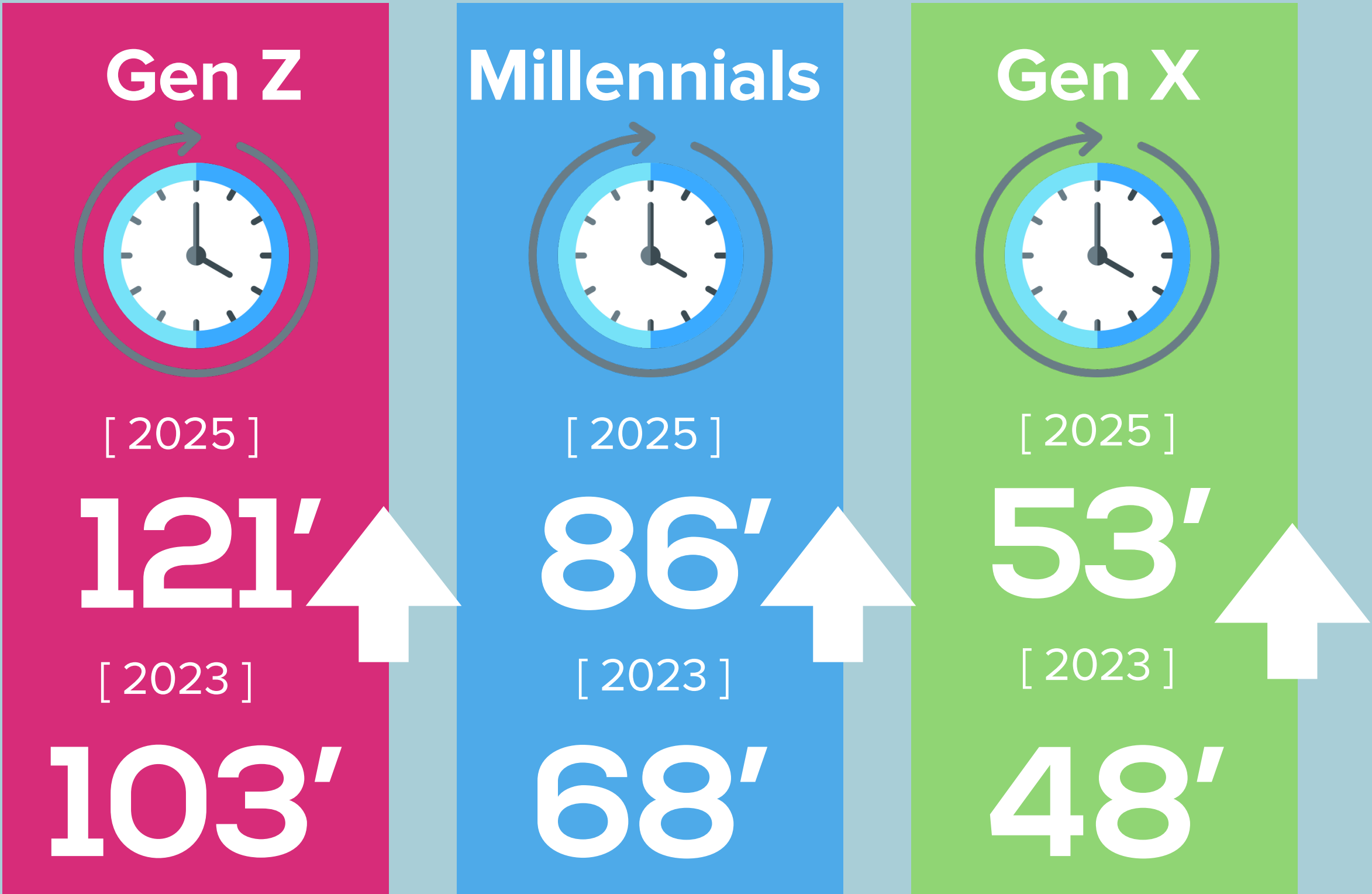
Video Content: Video Streaming

Average viewing time



Video Content: Video Content from webpages & apps

Average viewing time



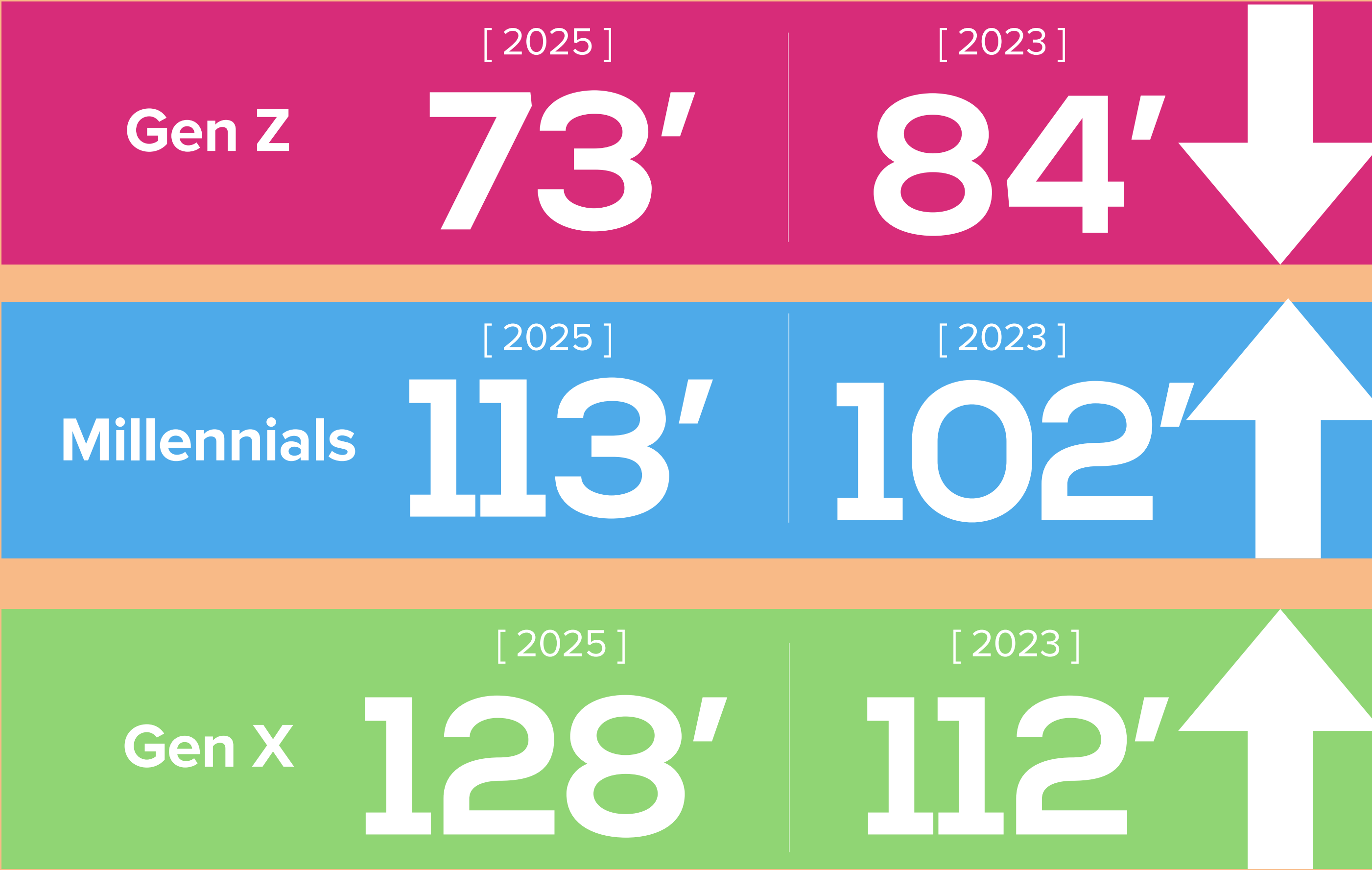
04

Audio
Content



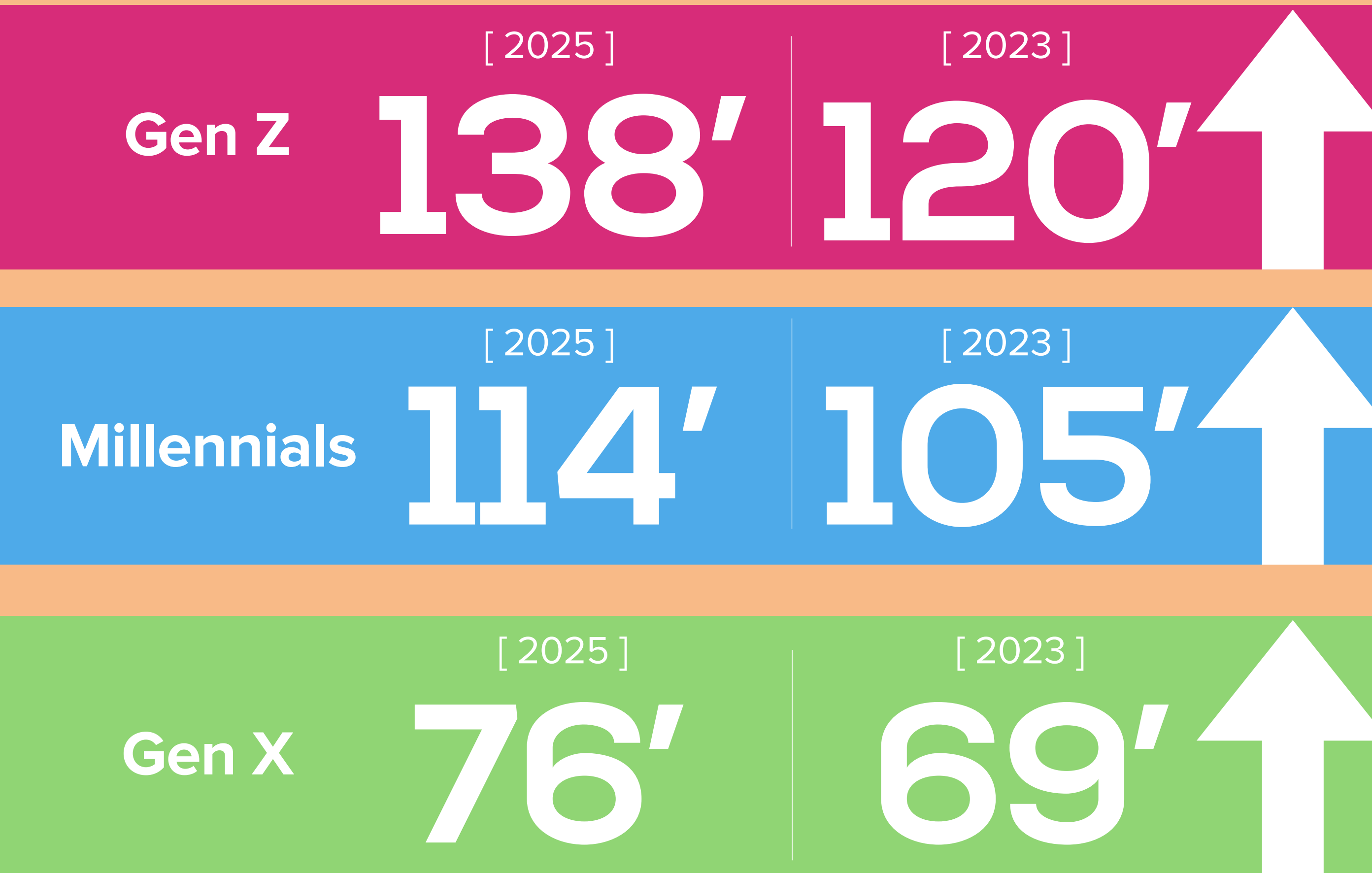
Audio Content: Live Radio

Average listening time



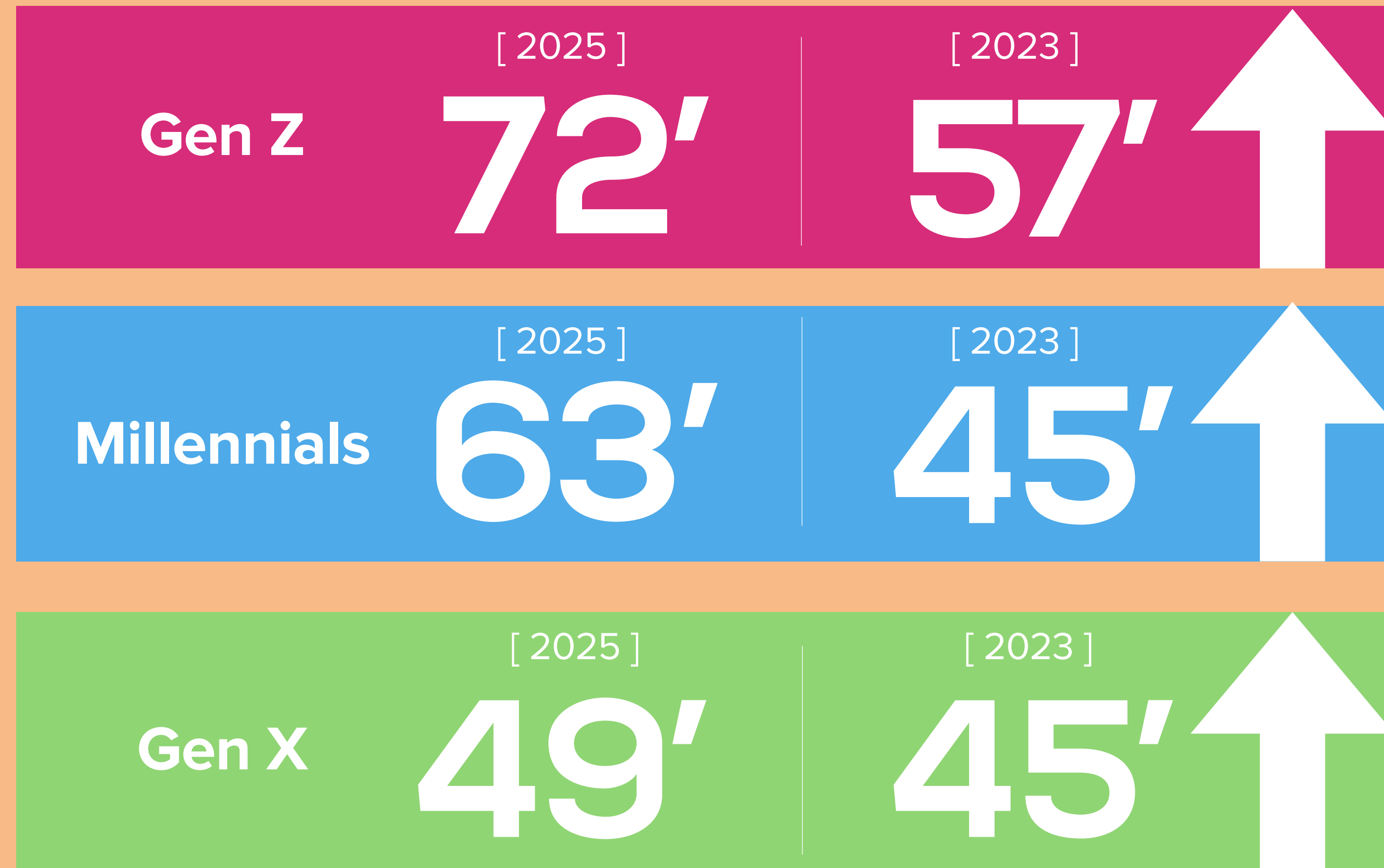
Audio Content: Audio Streaming

Average listening time



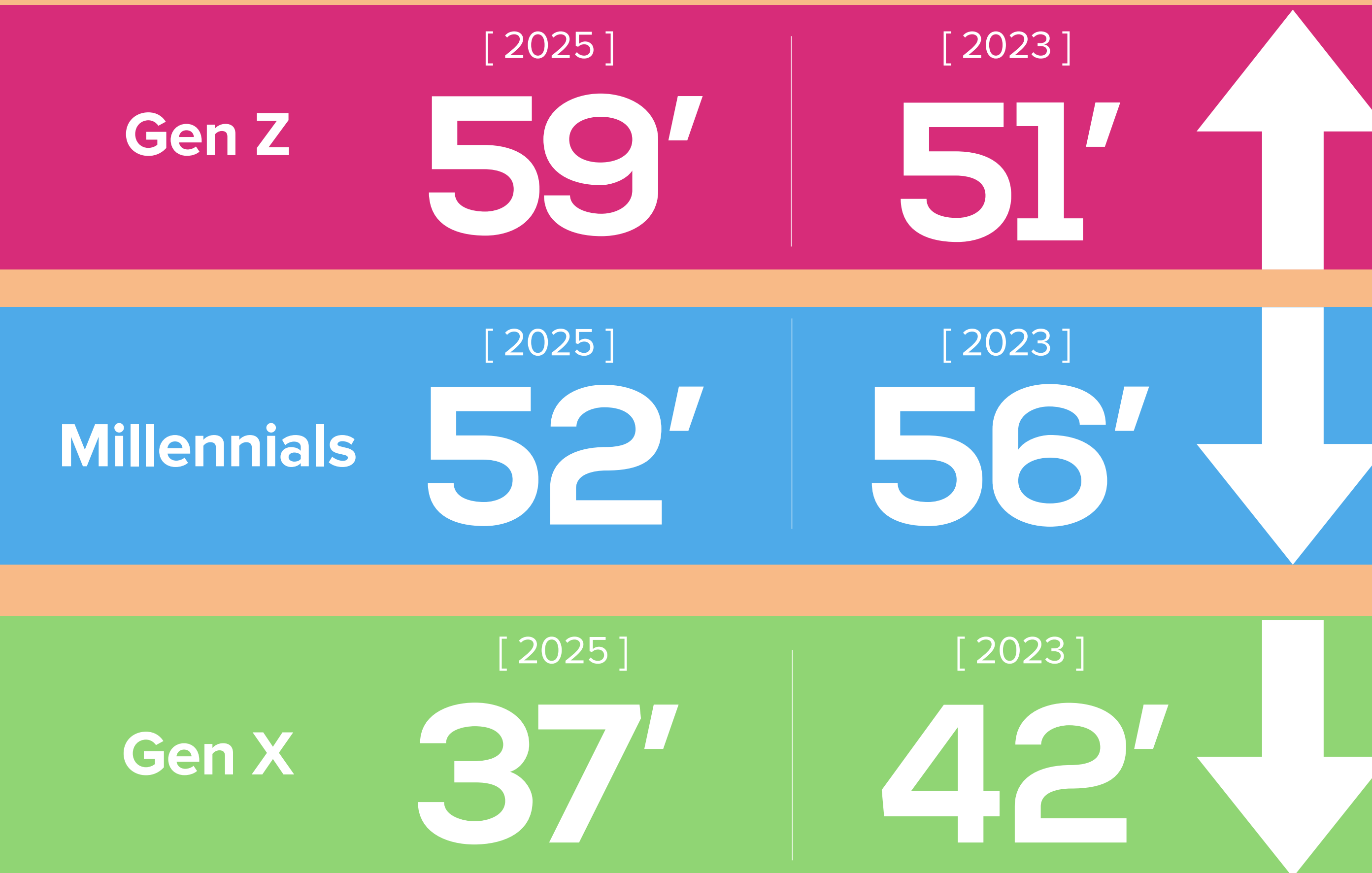
Audio Content: Podcast

Average listening time



Audio Content: Audio Books

Average listening time



05

Social Media

network

ial

internet

notification

Media

Social Media

Instagram

GEN Z



Nearly all members of Gen Z (98%) have an active Instagram account. The average time spent on Instagram is **146 minutes**, marking an increase of 13 minutes compared to 2023.

This upward trend in engagement highlights Instagram's continued **relevance and ability to evolve** alongside the preferences of its core users.

The increase in time spent also reflects Gen Z's integration of Instagram into their daily lives, not just as a place to view content, but **as a primary space for trend discovery, brand interaction, and community engagement.**

Social Media

TikTok

GEN Z

8 out of 10 Gen Z individuals have a TikTok account, with an average usage time of **164 minutes per day!**



This exceptionally high engagement rate speaks to TikTok's unique ability **to capture and retain users' attention through short-form, algorithm-driven content** that is fast-paced, highly personalized, and endlessly scrollable!

Social Media

Facebook

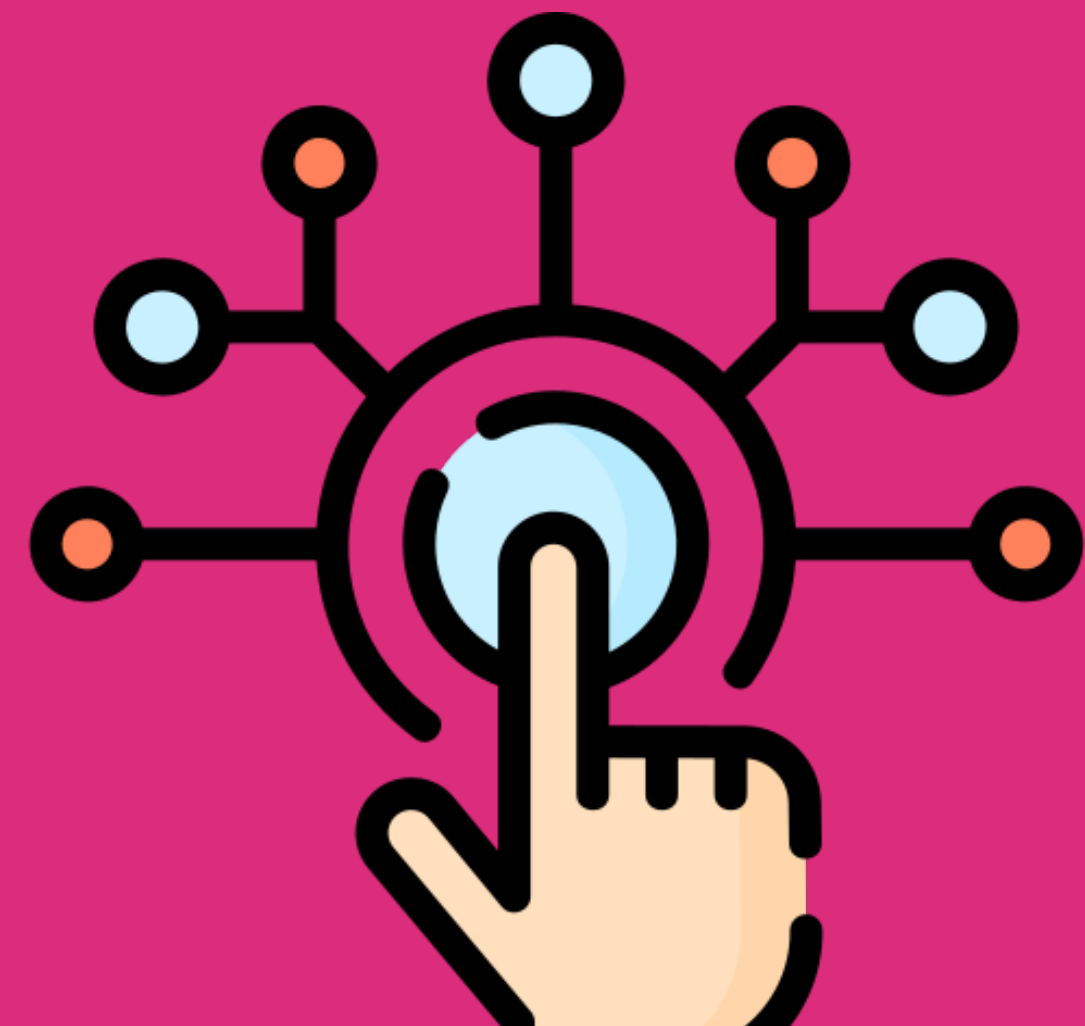
GEN Z

Facebook usage among Gen Z is evidently **declining**, with just **76% holding an active account** compared to 93% in the 2023 study.



Furthermore the average time Gen Z users spend on Facebook has dropped significantly to **just 38 minutes** per day, compared to 65 minutes in the previous year.

This decline reflects the platform's **diminishing relevance among younger audiences**, who increasingly prefer more dynamic and visually engaging platforms like Instagram and TikTok.



Social Media

Instagram

MILLENNIALS



87% of Millennials have an active Instagram account, confirming the platform's strong foothold among this generation.

With an average **daily usage of 75 minutes**, Instagram stands out as the **most popular social media platform for Millennials** in terms of both reach and engagement.

For Millennials, the platform serves not only as a space for **sharing personal milestones and staying connected** with friends, but also as a curated **source of lifestyle content, professional inspiration, news, and product discovery**.

Social Media

Facebook

MILLENNIALS



82% of Millennials currently have an active Facebook account. However, their average daily time spent on the platform **has dropped to 53 minutes**, marking a decline of 20 minutes compared to 2023.

While Facebook remains a widely used platform within this age group, primarily for keeping in touch with family, managing events, and staying updated with community or professional groups, **it is no longer the central hub it once was.**



Social Media

TikTok

MILLENNIALS



44% of Millennials have an active TikTok account.

However, their average daily time spent on the platform has **increased to 74 minutes**, indicating that TikTok is steadily gaining traction among Millennials and becoming an increasingly relevant part of their digital routines

TikTok's content has diversified to include a wide range of themes that resonate with Millennials, such as career advice, parenting tips, wellness routines, DIY hacks, financial literacy, and nostalgic content. This evolution has made the platform **more relatable and valuable to older users.**

Social Media

Facebook

GEN X

82% of Gen X individuals maintain an active Facebook account, reflecting **a notable decline from 92% in 2023.**

Similarly, their average daily time spent on the platform **has dropped to 45 minutes,** down from 58 minutes

The decline suggests that **even this once-loyal demographic is beginning to reduce its reliance on the platform.** The decrease in daily usage could be attributed to several factors, including growing digital fatigue, changing content preferences, and the increasing appeal of alternative platforms.



Social Media

Instagram & TikTok

GEN X

As Gen X's preference for Facebook declines, their engagement with newer social media platforms is gradually rising.

Currently, **54%** of Gen X individuals report having an active **Instagram account**, while **32% are active on TikTok.**



On average, they spend **39 minutes per day on Instagram** and **45 minutes on TikTok.** This level of engagement suggests that while Gen X may have joined these platforms later than Millennials and Gen Z, they are increasingly incorporating them into their daily routines.

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