

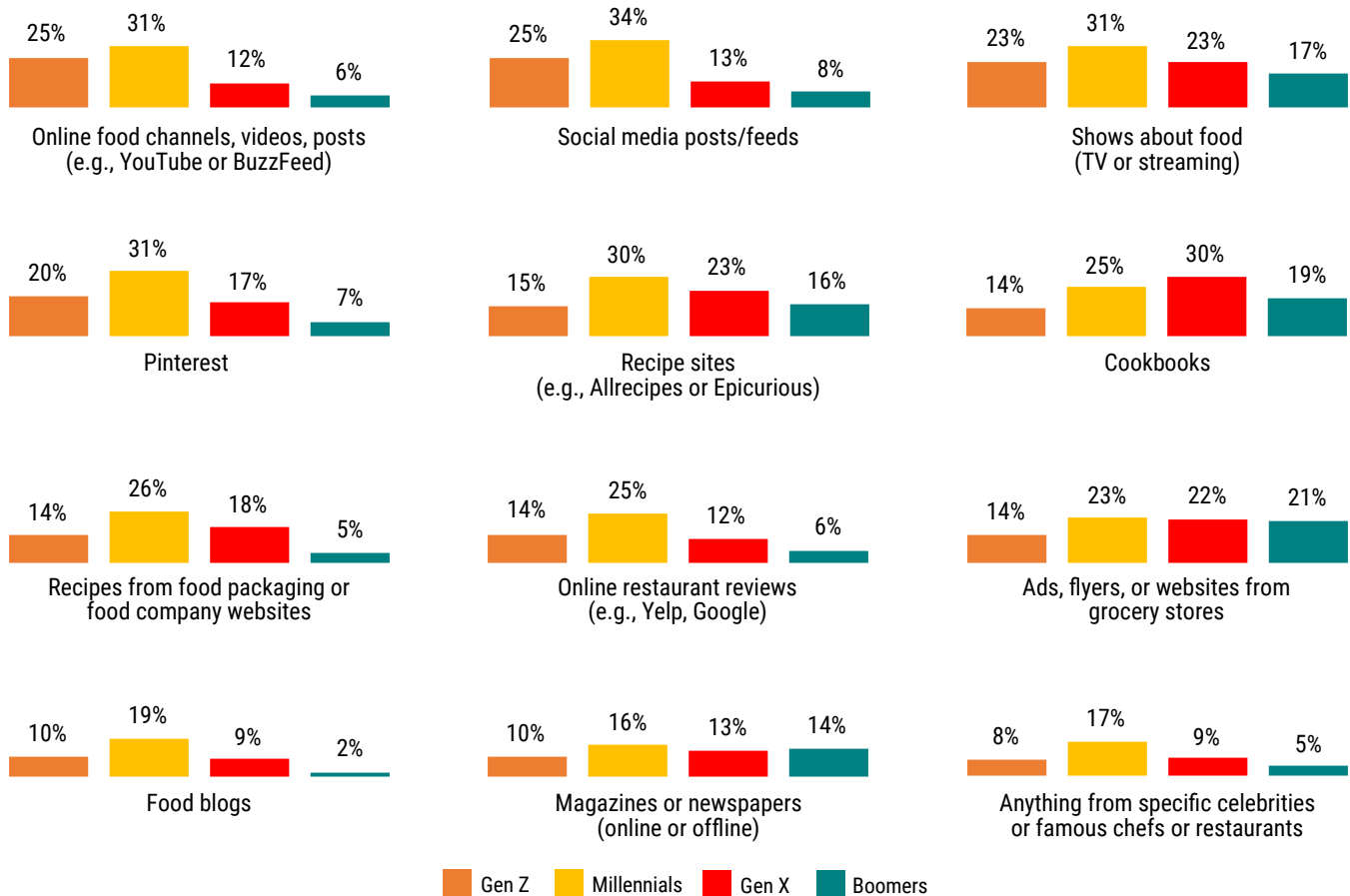
FOOD CULTURE & SOCIAL MEDIA

The Media Consumption Habits of Gen Z



Having grown up with food-as-entertainment, Gen Z don't lack for variety when it comes to inspiration, ideas and instruction. Gen Z's most popular food-information sources blur entertainment and education and – perhaps most importantly – are a tap away on any device.

Food Content Frequency of Use by Generation
(All the Time)



Source: Gen Z 2018 report

HARTMAN POV: With so many sources at hand, many Gen Z already have a broad awareness of flavors, cuisines, and cooking techniques; this awareness informs their desires when they feel like searching actively. Gen Z are the first true post-TV generation, and while they live on social media, they don't live on Facebook. If your new media strategy is focused on Facebook, you're not reaching Gen Z. Gen Z "live" on Snapchat, YouTube, Twitch, Netflix, and Instagram. They don't mind appropriate or relevant sponsored content, but it should feel authentic, native, and interesting, not forced. For data and insights on this most influential generation, get the report: [Gen Z 2018](#)

