# Q3 2025 Pulse Survey Analysis

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## Bluesky

*Bluesky remains a one-to-watch, with a user base growing over 370% YoY as of June 2025. Current and future users are most compelled by the chance to control what shows up in their feed rather than succumb to another algorithm, and enjoy a space unmarred by ads. Although personal and political views are not a leading motivation for using Bluesky over alternatives, Liberal-identifying consumers are notably more likely to list this as a factor v. Moderates or Conservatives.*

*Users want brands on Bluesky to prioritize short-form video and text-based posts, which fits with their desire for brands to focus on delivering customer care, entertainment and educational content.*

| Motivations For Using Bluesky v. Platforms Like X, Instagram, or Threads |
|---|
| 1. The ability to control the content in my feed (51%)<br>2. The platform's ad-free experience (44%)<br>3. The platform's focus on communities and niche interests (31%)<br>4. My personal / political views (26%)<br>5. The platform's decentralized structure (19%) |

- Gen Z are more likely than average to be motivated by Bluesky's community focus (39%), and less likely than average to be motivated by its ad-free experience (38%)
- Liberals are more likely to be motivated to use Bluesky due to their own personal/political views (37%) than Moderates or Conservatives (21% each)

- 39% of consumers say Bluesky's lack of traditional advertising & customizable feed options make them **more likely** to engage with brand content on Bluesky. Most (51%) say these features have no impact on their likelihood to engage.
    - 46% of Gen Z and 44% of Millennials say these features make them more likely to engage with brand content
    - 44% of Liberals say the same

| Bluesky Brand Content Consumers Are Most Likely to Engage With |
|---|
| 1. Short-form video, under 60 seconds (47%)<br>2. Text posts (32%)<br>3. UGC (30%)<br>4. Gifs/memes (23%)<br>5. Audio (22%)<br>6. Static images (21%)<br>7. Long-form video, over 60 seconds (19%)<br>8. Influencer sponsored content (17%) |

| *Gen Z* | *Millennials* | *Gen X* | *Baby Boomers* |
|---|---|---|---|
| 1. Short-form video (41%)<br>2. Gifs/memes (33%)<br>3. Text posts (30%)<br>4. Audio (28%)<br>5. UGC (27%)<br>6. Influencer sponsored content (22%)<br>7. Static images (21%)<br>8. Long-form video (19%) | 1. Short-form video (46%)<br>2. UGC (34%)<br>3. Text posts (32%)<br>4. Gifs/memes (26%)<br>5. Audio; Long-form video (25%)<br>6. Influencer sponsored content; Static images (21%) | 1. Short-form video (51%)<br>2. Text posts (34%)<br>3. UGC (28%)<br>4. Static images; Gifs/memes (21%)<br>5. Audio (20%)<br>6. Influencer sponsored content (19%)<br>7. Long-form video (16%) | 1. Short-form video (49%)<br>2. Text posts; UGC (32%)<br>3. Static images (21%)<br>4. Long-form video; Audio (16%)<br>5. Gifs/memes (12%)<br>6. Influencer sponsored content (8%) |

| How Consumers Want Brands to Show Up on Bluesky | |
|---|---|
| *All* | *Gen Z* |
| 1. Providing customer service and support (21%)<br>2. Posting entertaining content (20%) | 1. Posting entertaining content (23%)<br>2. Sharing educational product information (17%) |

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| | |
|---|---|
| 3. Sharing educational product information (19%)<br>4. Promoting contests and giveaways (12%)<br>5. Managing smaller communities (e.g., brand-curated Custom Feeds); Interacting with other brand accounts (9%)<br>6. Partnering with influencers (6%) | 3. Providing customer service and support (15%)<br>4. Managing smaller communities (e.g., brand-curated Custom Feeds); Interacting with other brand accounts (12%)<br>5. Promoting contests and giveaways (11%)<br>6. Partnering with influencers (9%) |

- 42% of all consumers think brands should post once/day on Bluesky, or multiple times/week
    - Millennials (28%) and Gen Z (24%) are more likely than average (18%) to want brands posting multiple times/day

## Social media ethics

*Social media doesn't exist in a vacuum—it's a microcosm of our broader economic, social and technological climate. For brands, this means the "simple" act of posting can be political.*

*Today's consumers are most concerned with brands posting (but not disclosing) AI-generated content, and companies mishandling their data (with younger generations much more worried about the former). Nearly two-thirds of Gen Z and Millennials are more likely to trust brands that commit to publishing content created by humans rather than AI.*

*After a couple years of consumers not needing brands to take stances on public issues (see 2023 Index), the pendulum is starting to swing back: nearly half say they're more likely to buy from brands that do this on social.*

| Top Consumer Concerns - Global |
|---|
| 1. Posting AI-generated content without disclosing it (52%), Mishandling my personal data (52%)<br>2. Posting content around social or political issues that doesn't align with my own views (30%)<br>3. Staying active on platforms with poor content moderation policies (26%)<br>4. Partnering with influencers or creators whose values don't align with my own (25%) |

| *Gen Z* | *Millennials* | *Gen X* | *Baby Boomers* |
|---|---|---|---|

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| | | | |
|---|---|---|---|
| 1. Posting AI content without disclosing it (47%)<br>2. Mishandling my data (39%) | 1. Posting AI content without disclosing it (50%)<br>2. Mishandling my data (46%)<br>3. Staying active on platforms with poor content moderation policies (35%) | 1. Mishandling my data (52%)<br>2. Posting AI content without disclosing it (50%) | 1. Mishandling my data (68%)<br>2. Posting AI content without disclosing it (60%) |

- 55% of all consumers are **more likely** to trust brands that are committed to publishing content created by humans v. AI. Only 24% are less likely to trust these companies.
    - This rises to 62% for Millennials, and 61% who identify as Liberals.

- 47% of consumers are **more likely** to buy from companies that speak out about specific causes or topics in the news, given the current social climate. 34% say speaking out has no impact on their likelihood to buy,
    - Asian (61%), Black (63%), Latino (52%) and multi-race (55%) consumers say brands speaking out makes them more likely to buy.
    - This holds true for Gen Z (63%) and Millennials (57%).
    - Liberals are most likely to say this impacts their purchases (62%), compared to 41% Moderates and 40% Conservatives.

## Social media ban legislation

*Countries worldwide are entertaining (or, in Australia's case, preparing to enforce) social media age limit restrictions. Nearly 8 in 10 consumers support these bans, but many still think that educating young people about the dangers and risks of using social media would make more sense than enforcing strict limits.*

- 78% of consumers globally support social media bans for children under 16.
    - This drops slightly to 70% for Gen Z
    - This rises slightly to 81% for parents
    - 75% of Liberals support these, not far off from the 79% of Moderates and Conservatives

| How Social Media Bans Should Be Enforced |
|---|
| 1. Verified ID checks (52%) |

2. Educate young people rather than enforce a ban (28%)
3. Restrict access during certain hours (23%)

- 33% of Australian consumers say young people should be educated about social media risks rather than enforcing a ban
- Latino (36%), Asian (33%) and Black (32%) consumers—and with Millennials (34%)—say young people should be educated rather than enforcing a ban

## Influencers: Sponcon and AI

*Nearly three-quarters of consumers are net-confident in their ability to discern between sponsored and organic influencer posts, but does it matter? Over one-third are comfortable with sponsored posts comprising 20% of an influencer's total content volume.*

*Consumers are, however, increasingly uncomfortable with brands relying on AI influencers. In 2024, 37% told us this would make them distrustful of a brand. Today, nearly half are not OK with this type of collaboration.*

- Only 23% of all consumers are **very confident** in their ability to tell the difference between a sponsored post (paid advertisement) and a non-sponsored post (organic content) by an influencer on social. 50% are **somewhat confident.**
  - 34% of Gen Z and 32% of Millennials are very confident

- 32% of consumers have bought a product or service through an influencer's sponsored post in the past 12 months
  - This dramatically rises for Gen Z (53%), Millennials (48%), parents (47%) and Liberals (42%)

- 35% of consumers say the acceptable ratio of sponsored to non-sponsored posts from influencers they follow is one sponsored post to 5 non-sponsored. 38% say one out of 10 is the balance.
  - Gen Z are more likely than average to say 1:10 (45%)

- 46% of consumers are **not comfortable** with brands using AI influencers. 31% say it depends on the campaign. Only 23% overall are comfortable.
  - 28% of male consumers are comfortable with AI influencers v. 19% of female consumers
  - 36% of Black and 30% of Latino consumers are comfortable with them, v. 15% of White consumers.

- 32% of Gen Z and 33% of Millennials are comfortable with them

## Social search v. AI

*Search is no longer synonymous with just traditional engines, and every source is perceived differently. Younger generations are more likely to trust info found via social search compared to sites like Google or even AI chatbots like ChatGPT. Unsurprisingly, consumers are primarily motivated to search via social vs. AI to find answers and information curated from real people.*

- 36% of consumers are **more likely** to trust information about a brand and/or products found on social compared to information found through other forms of search, like Google or AI chatbots. A comparable 35% are **neither more nor less likely** to trust info on social.
    - 52% of Gen Z and 44% of Millennials are more likely to trust this info on social.

| Why Consumers Search on Social v. AI chatbots like ChatGPT |
|---|
| 1. To find user-generated content and personal experiences (52%)<br>2. To see visual content (photos, videos) related to my search (28%)<br>3. To discover emerging trends and real-time conversations (23%) |

## Financial Services

*As our Q2 '25 Pulse Survey found, almost half of consumers feel social has had a positive impact on their financial decisions. So it makes sense that 61% plan to use social to research financial guidance in the near future—particularly younger and minority consumers. They're most likely to search for topics related to building a long-term financial cushion, including investments and savings accounts.*

- 61% of consumers anticipate using social media to research financial advice for themselves or a loved one in the next 6-12 months.
    - Asian (83%), Black (81%) and Latino (70%) consumers are more likely to use social for financial advice than White consumers (44%)
    - This holds true for Gen Z (82%) and Millennials (77%)
    - Parents (76%) and those expecting (82%) are also more likely to use social for this purpose

| Financial Topics Consumers Are Likely to Search for on Social |
|---|

| |
|---|
| 1. Investments (42%)<br>2. Savings accounts (40%)<br>3. Credit cards (34%)<br>4. Wealth management (33%)<br>5. Insurance (30%)<br>6. Checking accounts (25%)<br>7. Mortgages (20%) |

- Male consumers are more likely to research investment info than female (48% v. 36%)
- Millennials are the most likely generation to research wealth management (40%), checking accounts (27%) and mortgages (25%) on social
- Married consumers are more likely than average to research investments (50%) and wealth management (39%)
- Parents (48%) and those expecting (43%) are more likely than average to research investments

## Travel

*Leisure travel is expected to become a [$15 trillion industry](), and nearly 7 in 10 consumers will likely use social to plan an upcoming trip. Review platform feedback is the #1 factor impacting consumers' decision to book with a travel or hospitality company, with the quality of their social customer care a not-too-distant #2.*

- 69% of consumers anticipate using social media to help me plan travel (e.g., hotels, transportation, events) for myself or a loved one in the next 6-12 months
  - Asian (84%) and Black (82%) and Latino (71%) consumers are more likely to use social for travel planning than White (56%) consumers
  - Gen Z (87%) and Millennials (81%) anticipate using social for travel plans.
  - 83% of parents use social for this purpose

| Factors Impacting Consumers' Decision to Book Travel With a Company |
|---|
| 1. Customer feedback on review platforms (55%)<br>2. The quality of the customer service they provide on social media (42%)<br>3. The ease of booking directly from social media (32%)<br>4. The social media content they post (29%)<br>5. Audience comments on the social media content they post (25%)<br>6. The influencers they collaborate with (16%) |

- Black consumers are more likely than average to say influencer collaborations impact their decision to book travel (23%)
- Gen Z is less likely than average to say feedback on review platforms impacts their decision (43%)

## TV + Social

*Whether it's multi-part Threads espousing Severance theories or an inescapable Love Island audio clip, it's hard to separate shows from their social media discourse. 51% of consumers either follow shows exclusively using social (rather than watching on TV/streaming) or follow the shows and social chatter in tandem. More than one-third of Gen Z exclusively rely on social to keep up.*

| TV Consumption |
|---|
| 1. I only watch shows as they air on TV/streaming apps. I don't pay attention to what people say about them on social media. (48%)<br>2. I watch shows as they air AND follow discourse about them on social media. (29%)<br>3. I follow shows using social media instead of watching them on TV/streaming apps. (22%) |

- 40% of Gen Z watch shows as they air and follow discourse about them on social, 36% follow them on social exclusively
- 38% of Millennials watch shows as they air and follow discourse about them on social, 28% follow them on social exclusively
- 38% of parents watch shows as they air and follow discourse about them on social, 28% follow them on social exclusively

## Personal advice

| The Top Advice Consumers Are Likely to Follow on Social - Global |
|---|
| 1. I am not likely to follow personal advice from social media (29%)<br>2. General wellness advice (28%), Self-improvement (28%)<br>3. Fashion/style (26%)<br>4. Beauty (23%), Nutrition (23%)<br>5. Financial wellbeing (18%)<br>6. Career advice (13%) |

- Millennials are more likely than average to follow self-improvement (34%), fashion (32%), beauty (28%) and financial (23%) advice from social
- Parents are more likely than average to follow fashion (30%), beauty (28%) and financial advice (22%)
- Asian consumers are more likely than average to follow nutrition (28%), self-improvement (33%), beauty (31%) and financial (23%) advice
- Black consumers are more likely than average to follow fashion (32%) and beauty (28%) advice
- Latino consumers are more likely than average to follow self-improvement (36%), fashion (31%) and career (18%) advice
- White consumers are the most likely racial demographic to say they don't follow advice from social (40%)
- Conservatives are more likely to say they don't follow advice from social than Liberals (34% v. 26%)

## Methodology

**Full crosstabs**

**Methodology:** This consumer survey was conducted online by Glimpse, a global market research firm, on behalf of Sprout Social. Participants included 2,250 social media users across the US, UK and Australia. The survey was conducted from July 21 to July 28, 2025.

**Demographic Highlights:**
- Country: 999 US, 1,000 UK, 251 AUS
- Ages
  - 598 Gen Z
  - 563 Millennial
  - 586 Gen X
  - 593 Boomers
- Gender
  - 1,144 Female
  - 1,106 Male