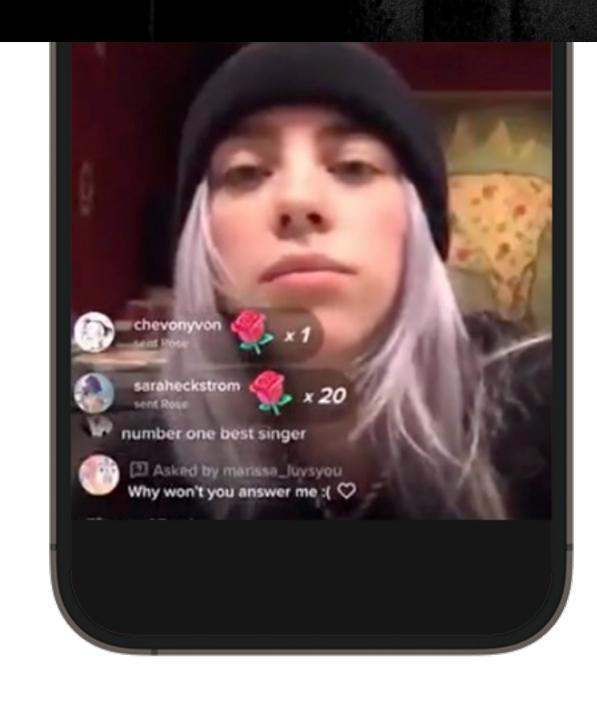
HOWARE THEY CONSUMING MEDIA?

LADbible Group reaches **5.2M** 18-24s in the UK, and we know this group like **no one else.**

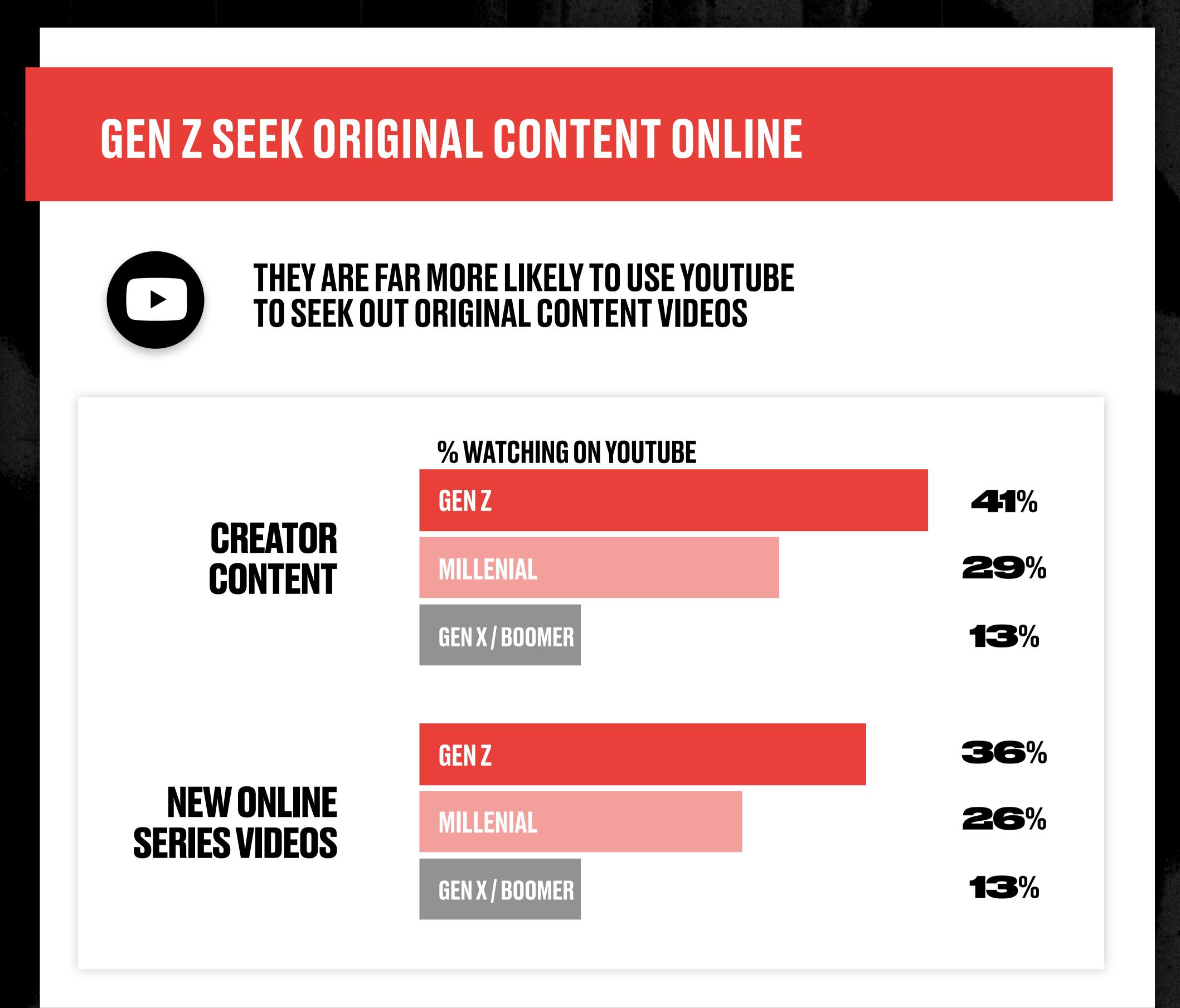


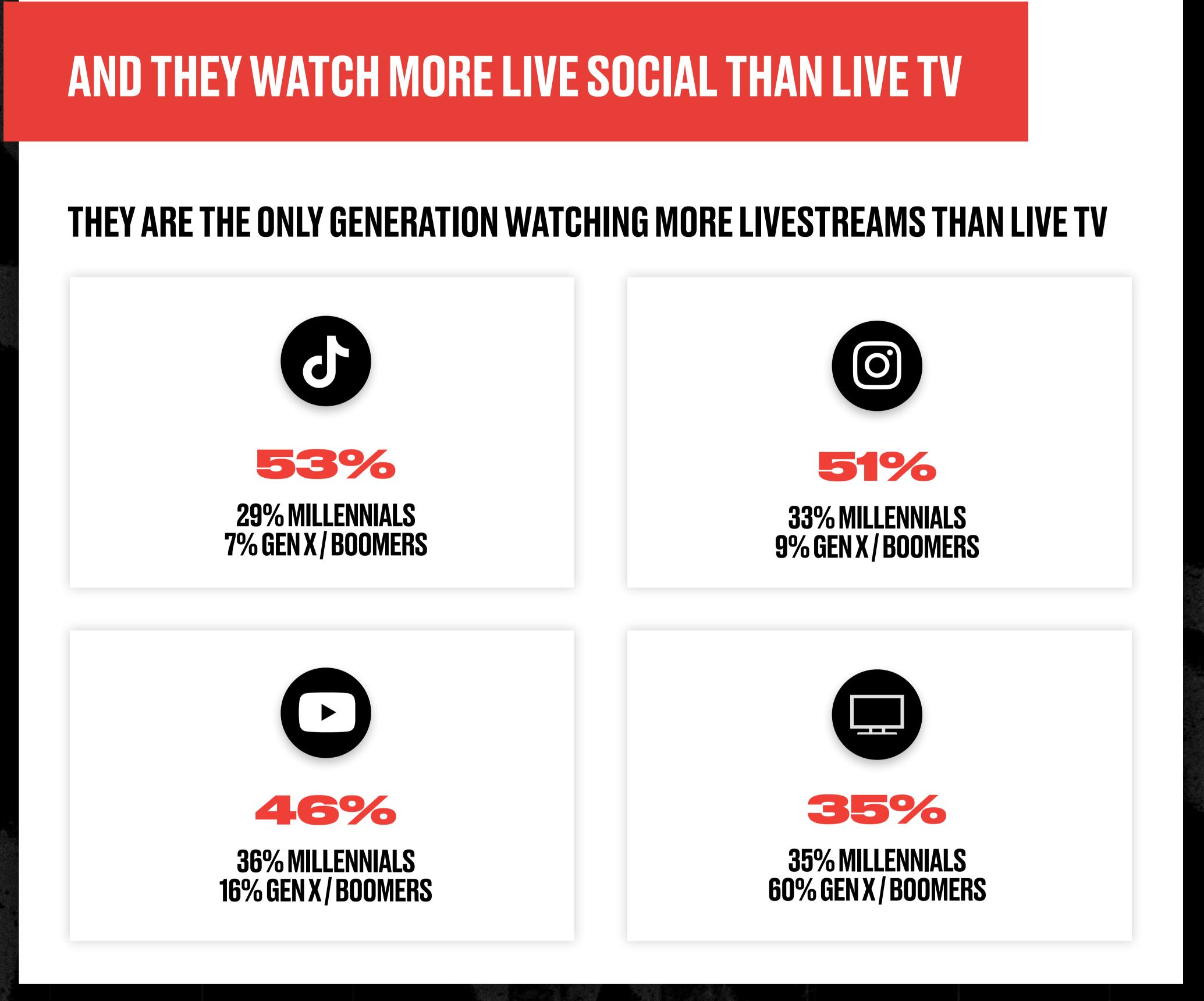


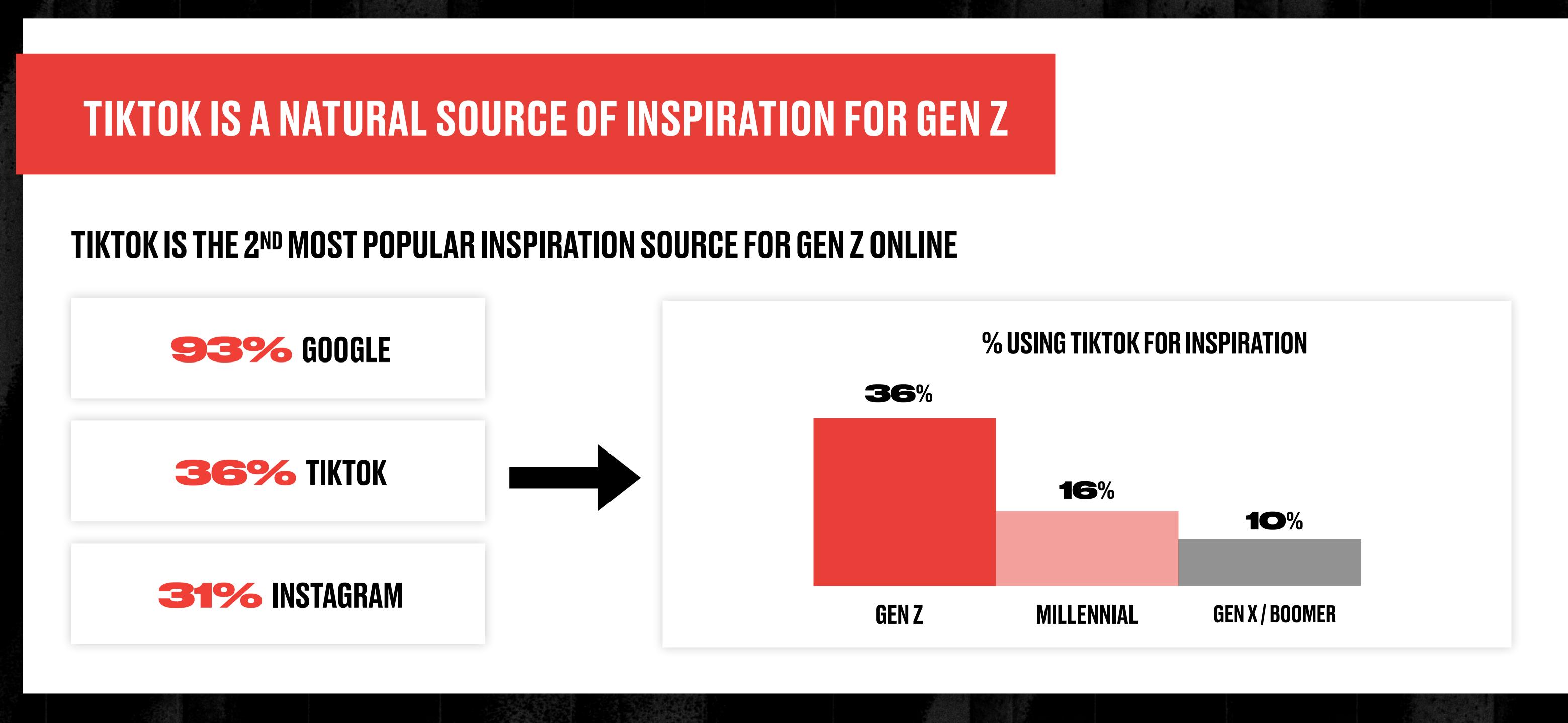


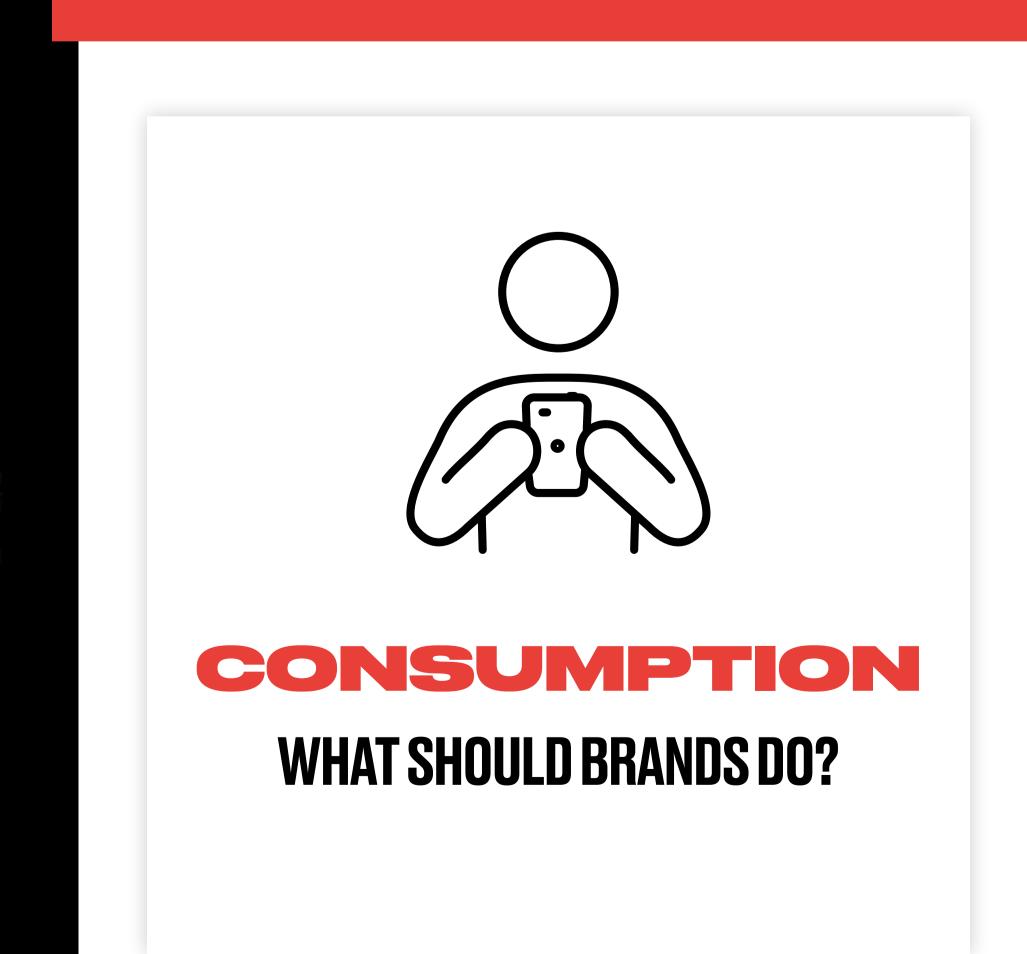
GEN Z SPEND OVER 10 HOURS A DAY ONLINE.
ONLINE VIDEO CONTENT PLAYS A BIG PART OF THIS; SO MUCH SO THAT THEY ARE WATCHING MORE LIVESTREAMS THAN LIVE TV AND ARE USING TIKTOK AS A SOURCE OF INSPIRATION (SECOND ONLY TO GOOGLE).

GEN Z ARE EXCITED ABOUT THE SMALLER THINGS MEDIA HABITS HAVE RAPIDLY CHANGED AND MORE THAN OTHER GENERATIONS. TOP DAILY MEDIA USED TV SOCIAL **MUSIC GAMING** STREAMING MEDIA STREAMING **82% PLAY DAILY** 52% 3+ HOURS DAILY 38% 3+ HOURS DAILY **45% LISTEN DAILY** 44% EQUATING TO 10.6 HOURS A DAY ONLINE THE PROPORTION OF THE DAY GEN Z CLAIM TO SPEND ONLINE









WHAT THIS MEANS FOR BRANDS

SOCIAL CAN BE AN EFFECTIVE BROADCAST CHANNEL

SOCIAL ENABLES THE ADAPTABILITY TO BUILD THE RIGHT ACTIVATION FOR NOW

GET IN TOUCH TO FIND OUT MORE

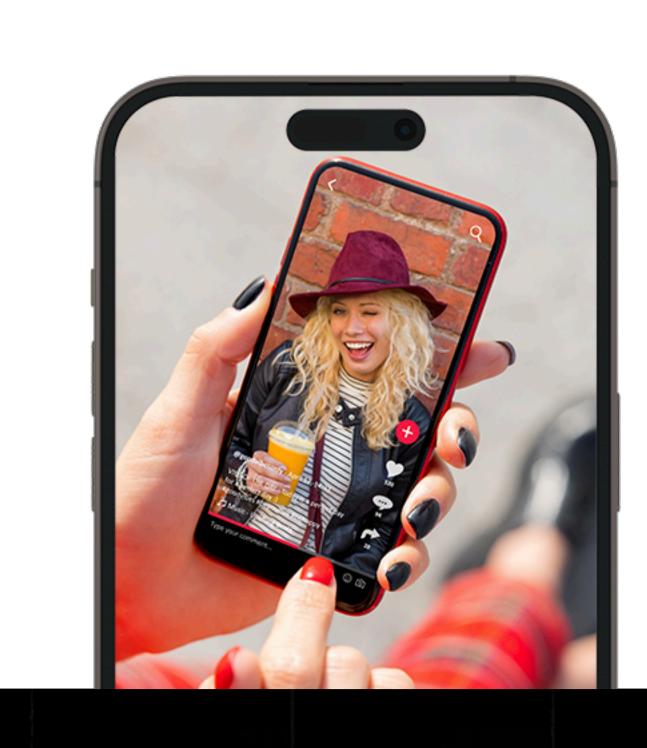
About the youth nation and LADbible Group's very own online research community LADnation





HOW TO CONNECT WITH THEM

LADbible Group reaches **5.2M** 18-24s in the UK, and we know this group like **no one else.**







CONNECTING WITH GEN Z IS ALL ABOUT THE SMALL MOMENTS AND BEING REAL. GEN Z AREN'T MAKING BIG FUTURE PLANS, MEANING BRANDS NEED TO FOCUS ON SHORT TERM WHILE STAYING AUTHENTIC.

GEN Z LIVE THEIR LIVES OVERWHELMINGLY ONLINE



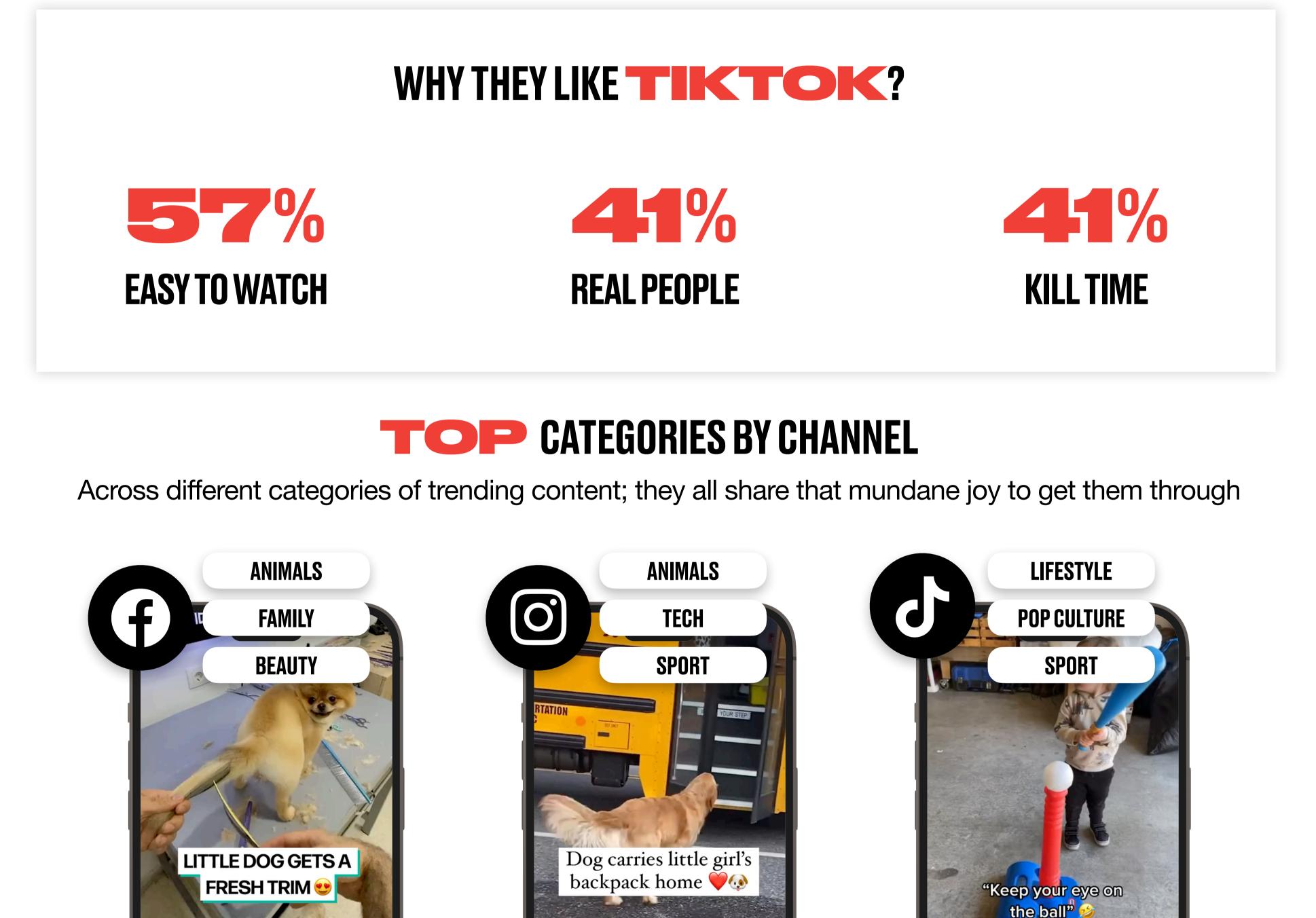
MOVING HOUSE

GETTING MARRIED



BECAUSE COST OF LIVING MAKES IT DIFFICULT TO PLAN COST OF LIVING IS A CONCERN FOR GEN Z THAT IMPACTS THEIR ABILITY TO PLAN FOR THE FUTURE IM WORRIED ABOUT THE FUTURE I HAVE PUT OFF MAKING PURCHASES TO SAVE MONEY! THE COST OF LIVING CRISIS GIVE ME ANXIETY THE COST OF LIVING CRISIS IS AFFECTING MY DAY-TO-DAY LIFE 61%





AUTHENTIC CONTENT CREATORS ARE KEY

58%

55%

45%

GEN Z WANT CONTENT FROM AUTHENTIC CREATORS THEY WOULD TRUST IN REAL LIFE

ENGAGING WITH HOBBIES & INTERESTS

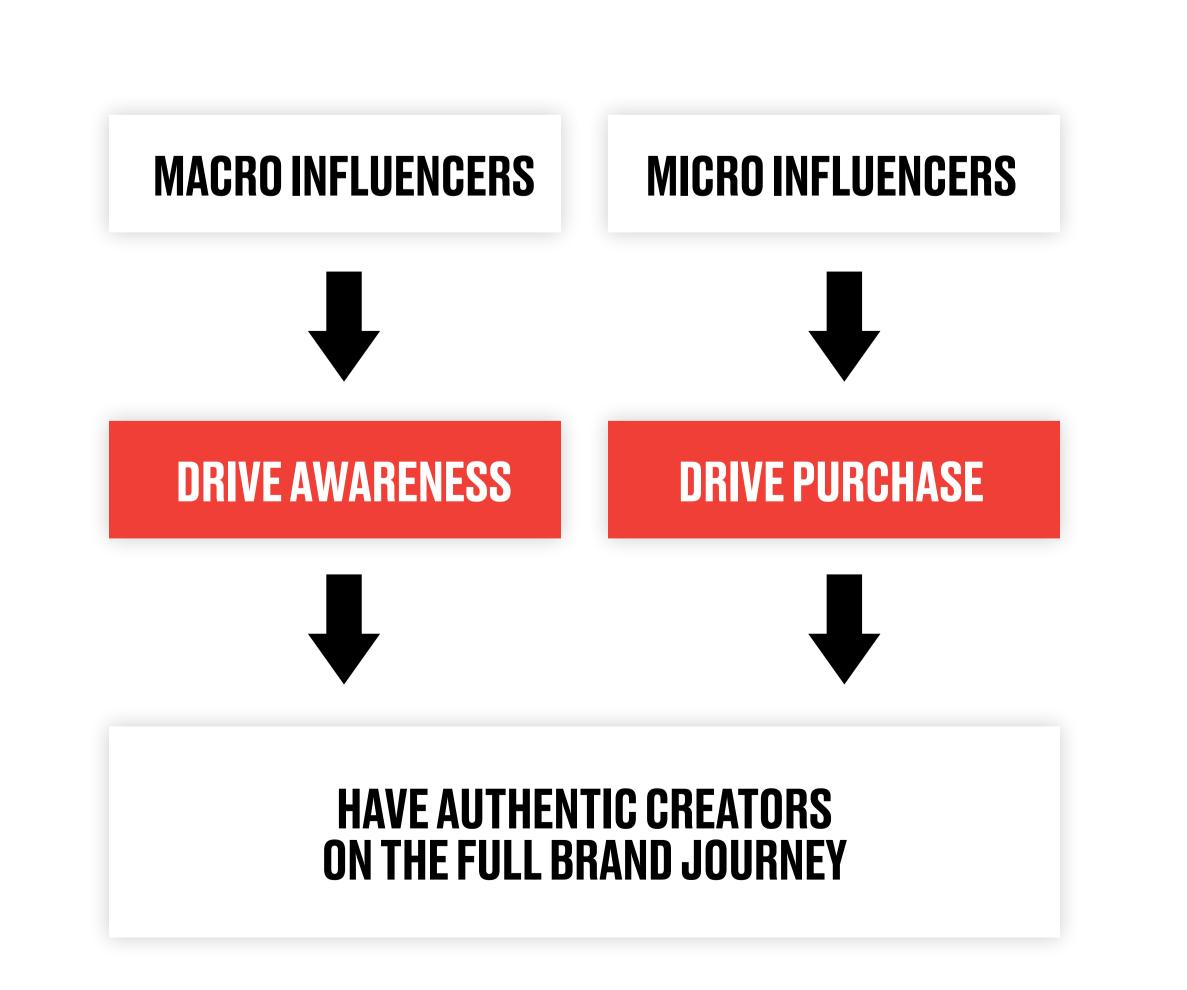
HOLIDAYS ABROAD

NEW TV SHOWS / FILMS COMING OUT





BRANDS NEED TO BE ON SOCIAL: IT GIVES GEN Z WHAT THEY NEED - A PLACE TO ENJOY, SEARCH & SEE SOMETHING RELATABLE TO THEIR LIVES... AND THE RIGHT INFLUENCERS ARE KEY.



WHAT THIS MEANS FOR BRANDS



CONNECT WITH GEN
Z'S SHORT TERM
AMBITIONS THROUGH
THE SMALLER
CULTURAL MOMENTS
ALONGSIDE THE BIG
HITTERS.

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WHAT COMMUNITY MEANS TOTHEM

LADbible Group reaches 5.2M 18-24s in the UK, and we know this group like no one else.







HERE, WE DECIPHER HOW COMMUNITY LOOKS AND FEELS TO TODAY'S YOUTH, AS WELL AS SHOW HOW BRANDS CAN CAPITALISE ON THIS SHIFT THAT'S HERE TO STAY.

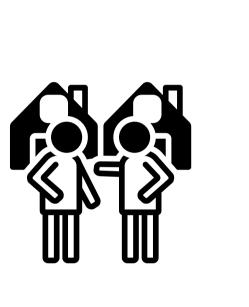
SENSE OF COMMUNITY IS NOT WHAT IT USED TO BE

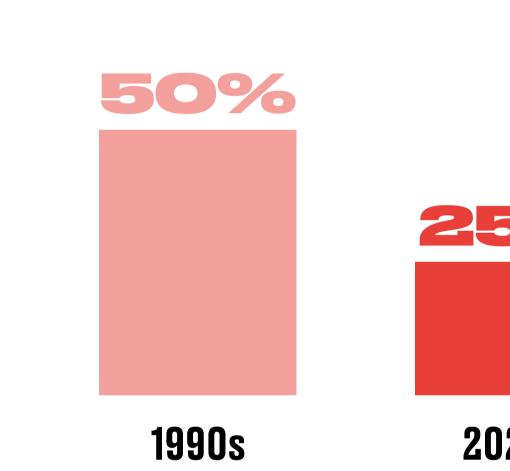
IT'S WEAKER AND MORE ISOLATING FOR YOUNG PEOPLE.

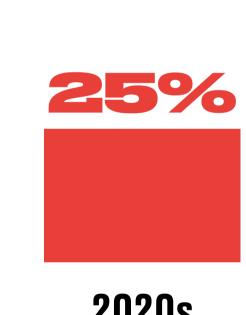


















...HALF THAT OF 3 **DECADES**

BUT GEN Z DO SEE THE BENEFITS OF COMMUNITY

YET GEN Z STILL CARE ABOUT COMMUNITY - IT REMAINS AN IMPORTANT PIECE OF THE PUZZLE THAT YOUNG PEOPLE ACTIVELY WANT TO FIND THE RIGHT FIT FOR.

29%

ACTIVELY WANT TO BE PART OF A COMMUNITY 3115

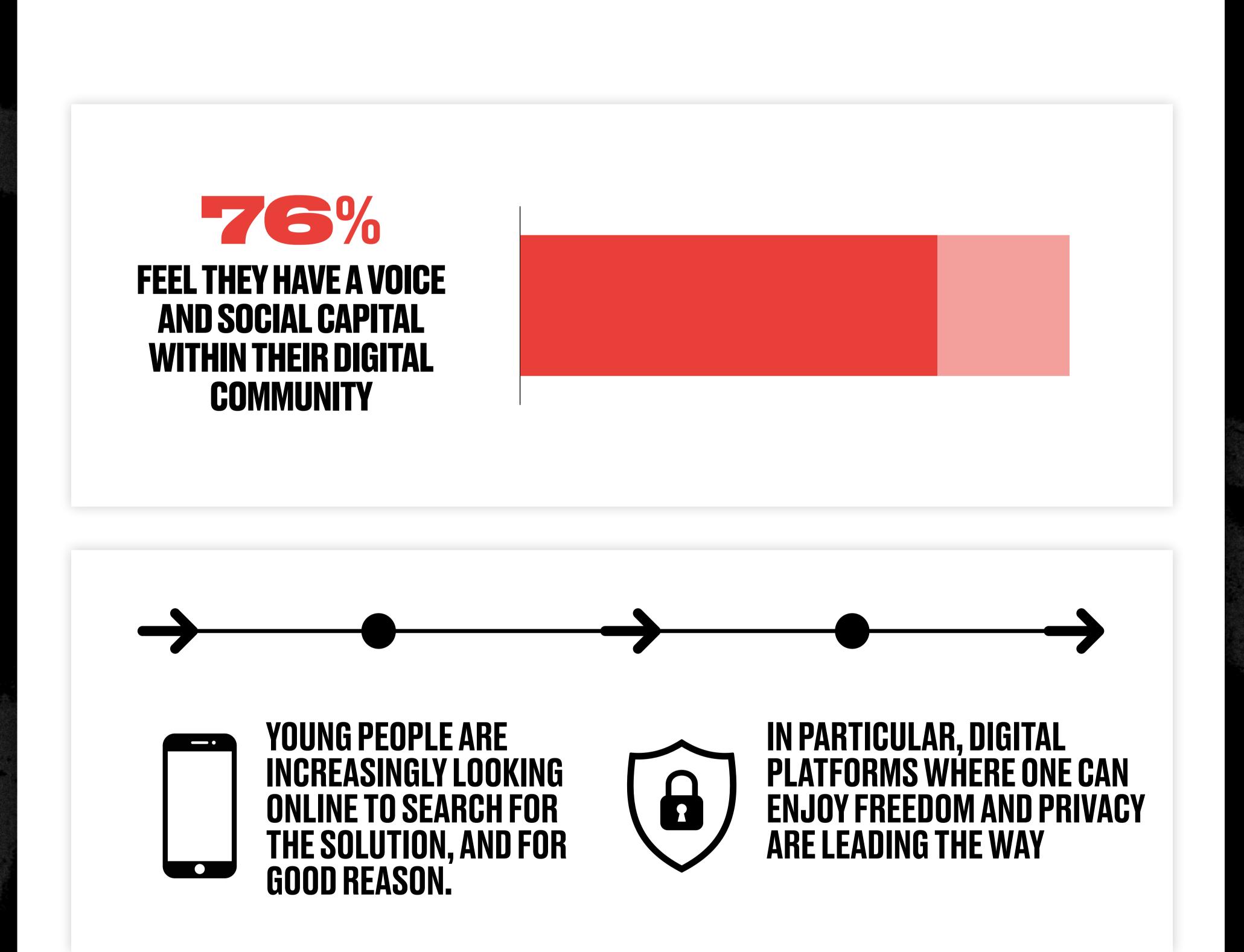
WANT TO MAKE FRIENDS AT WORK 45%

WANT TO KNOW THEIR **NEIGHBOURS MORE**

FEELINGS OF BELONGING AND VALUE ARE OFTEN TOP MOTIVATIONS FOR JOINING COMMUNITIES



SOCIAL COMMUNITIES ARE A WAY FORWARD





ACCORDING TO META 'GEN Z CRAVE THE CONNECTIONS THAT COMMUNITIES CREATE - THIS MAY EXPLAIN WHY THERE ARE OVER 10M+ FACEBOOK GROUPS WITH 1.4B PEOPLE USING THEM EACH MONTH'



OUR NETFLIX BANGERS FACEBOOK GROUP HAS 2 MILLION MEMBERS, WITH MULTIPLE POSTS BEING SHARED BY MEMBERS OF THE COMMUNITY EACH DAY

WHAT THIS MEANS FOR BRANDS



IN TODAY'S REALITY, COMMUNITIES ARE NO LONGER JUST PHYSICAL NETWORKS THAT ARE LOCAL AND PROXIMATE; THEY'RE NOW VERY MUCH DIGITAL AND GEOGRAPHICALLY INDEPENDENT.

IN ORDER TO STAY HIGH ON GEN Z'S RADAR, BRANDS SHOULD TAP INTO ONLINE COMMUNITIES TO TELL THEIR STORIES AND LEVERAGE EXISTING CULTURAL SENTIMENTS TO BUILD STRONG COMMUNITY MOVEMENTS.

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WORKING 9-5

LADbible Group reaches **5.2M** 18-24s in the UK, and we know this group like **no one else.**



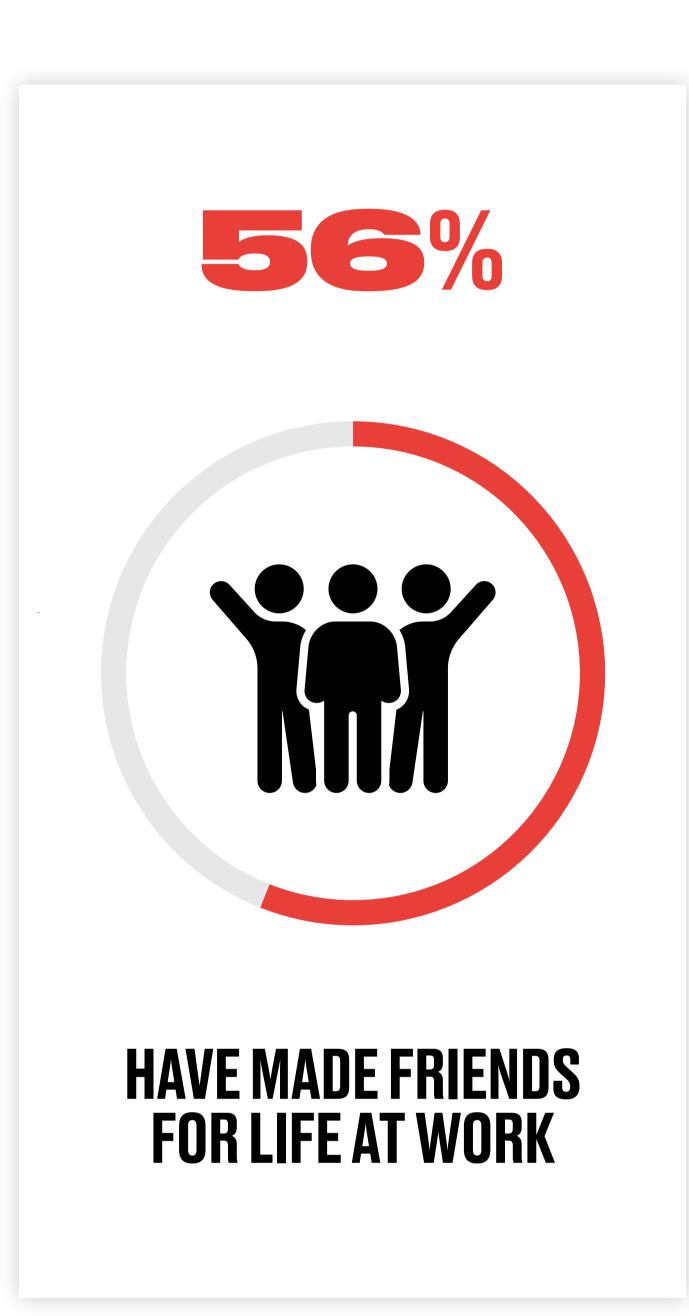


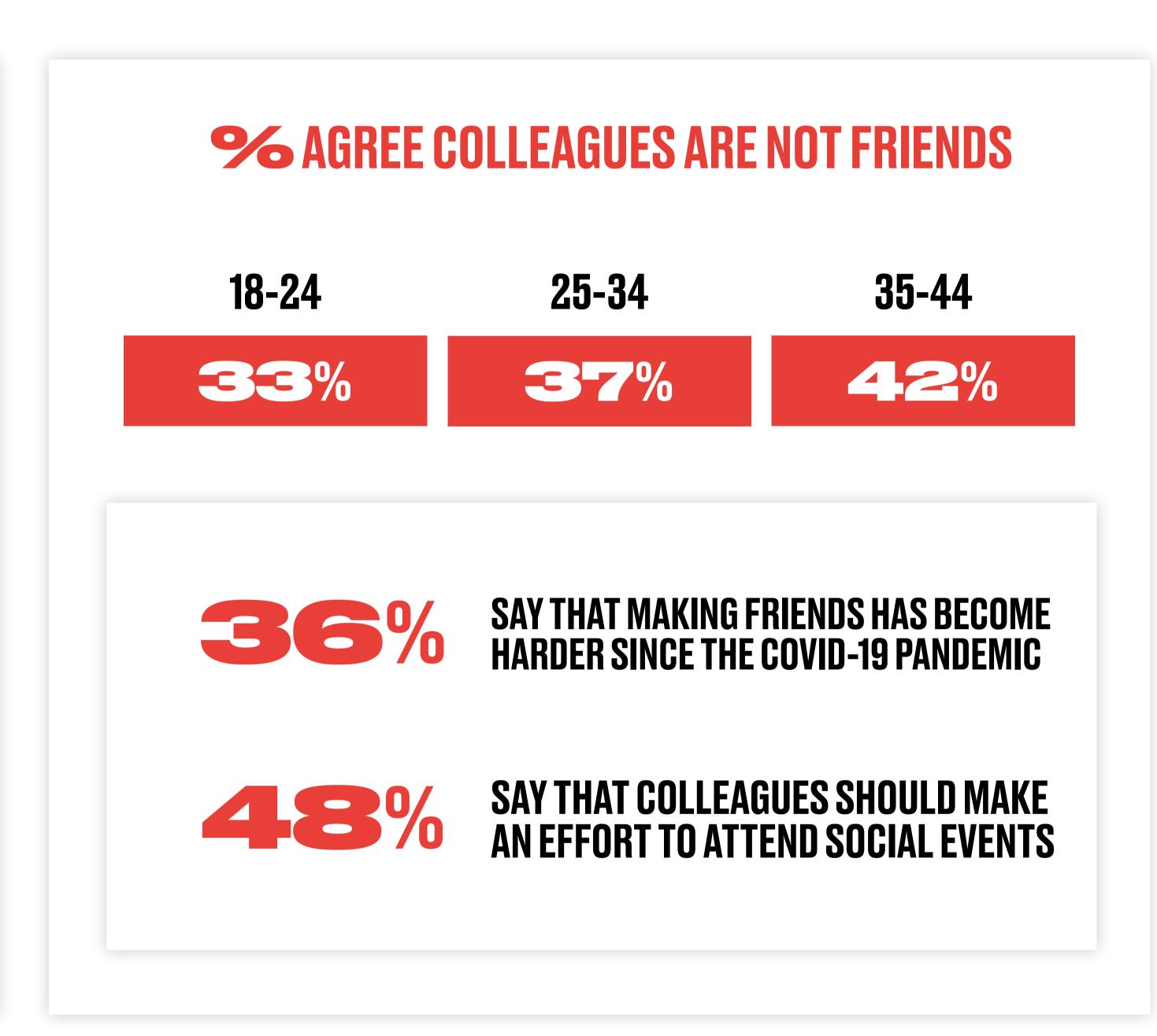


'COMMUNITY IN THE WORKPLACE' QUICKLY EMERGED AS A KEY THEME. IT'S ESSENCE HAS TAKEN ON A NEW FORM, YET MANY REMAIN ENTRENCHED IN YESTERDAY'S NOTION OF IT.

MAKING FRIENDS IS A KEY PART OF WORK

GEN Z WANT THE WORKPLACE TO BE SOMEWHERE THEY CAN MEET FRIENDS, AND THEY'RE MUCH MORE LIKELY THAN THEIR OLDER PEERS TO NOT SEE COLLEAGUES AS FRIENDS.





IT'S NOT ALL ABOUT THE MONEY

GEN Z WANT TO FEEL THEIR JOB MEANS SOMETHING, IT NEEDS TO EXCITE THEM AND THEY WANT TO BE ABLE TO DEVELOP IN THE ROLE.

TO KEEP HOLD OF GEN Z, COMPANIES NEED TO OFFER GOOD MONEY AND OPPORTUNITIES.

WHY LEFT LAST JOB

BETTER OPPORTUNITY ELSEWHERE	25%
EARN MORE MONEY ELSEWHERE	18%
JOB NOT EXCITING	18%
NO OPPORTUNITY FOR PROGRESSION	16%
JOB DIDN'T OFFER FLEXIBLE WORKING	14%
VALUES DIDN'T REFLECT MINE	10%
DIDN'T CONNECT WITH COLLEAGUES AS I'D LIKE	9%
COMMUTE TOO LONG	7%

COVID PUT YOUNG PEOPLE IN THE DRIVING SEAT

- 1. THE RISE OF WORKING FROM HOME DURING COVID BROUGHT A FEELING OF MORE CONTROL. THIS, COUPLED WITH LABOUR MARKET SHORTAGES, PUTS EMPLOYEES IN THE DRIVING SEAT. THEY WANT EMPLOYERS TO REWARD THEM AND THIS WILL BE GREETED WITH LOYALTY.
- 2. THE RISE OF SIDE HUSTLES AND CREATIVE SMALL BUSINESSES HAS CREATED A GENERATION WHO WOULD LOVE TO WORK FOR THEMSELVES.

73%

AGREE THAT COVID
HAS CREATED
DIFFERENT CAREER
OPPORTUNITIES
THAT DIDN'T EXIST
BEFORE

54%

WOULD RATHER BE PAID LESS TO WORK FOR A COMPANY THAT GENUINELY CARES ABOUT THEM

72%

AGREE COMPANIES THAT LOOK AFTER STAFF DESERVE LOYALTY 53%

WOULD RATHER
WORK FOR
THEMSELVES
THAN FOR A
COMPANY

WHAT THIS MEANS FOR BRANDS



WORK

WHAT SHOULD BRANDS DO?

COMPANIES MUST OFFER A SOCIAL ENVIRONMENT FOR EMPLOYEES, PARTICULARLY YOUNGER ONES, SO THEY CAN MAKE FRIENDS. OFFICE DAYS SHOULD BE ENCOURAGED TO ENSURE GEN Z AREN'T ISOLATED AT HOME

AS WELL AS FINANCIAL PACKAGE, GEN Z WANT TO GROW, DEVELOP AND BE EXCITED ABOUT THEIR JOB. COMPANIES THAT LOOK AFTER GEN Z WILL BE REWARDED WITH LOYALTY.

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HOWARETHEY PURCHASING?

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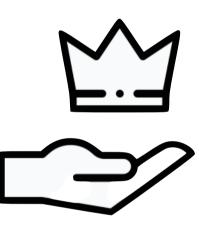
BRANDS ARE FIGHTING FOR THE ATTENTION OF GEN Z, AND WE KNOW HOW DIFFICULT IT CAN BE TO CUT THROUGH.

GEN Z WANT BRANDS TO BE DOING MORE

DURING INCREASED COST OF LIVING PRESSURES, CONSUMERS TELL US BRANDS COULD BE DOING MORE TO HELP OUT.



AGREE DURING THIS FINANCIAL CRISIS, A BRAND SHOULD BE SUSTAINABLE & SOCIALLY RESPONSIBLE, WITHOUT CHARGING ME A PREMIUM





AGREE BRANDS & COMPANIES SHOULD REDUCE THEIR PROFIT MARGIN TO KEEP CONSISTENT PRICES DURING TIMES OF INFLATION





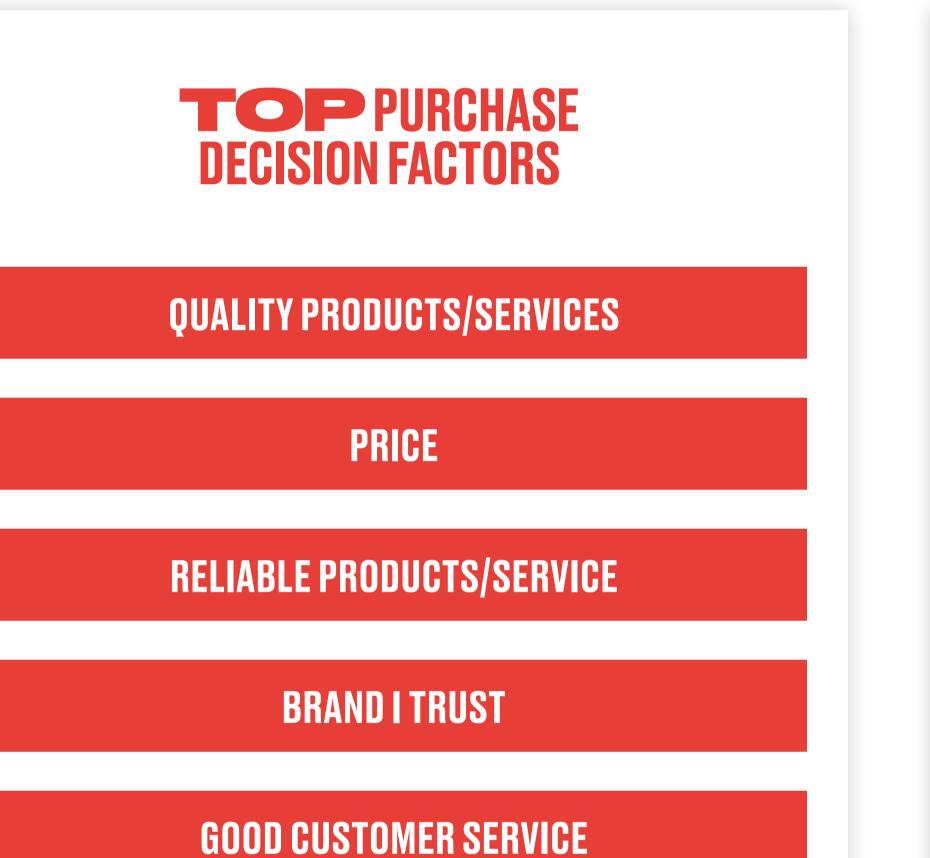
AGREE A BRAND SHOULD REWARD ME MORE FOR MY LOYALTY DURING THE FINANCIAL CRISIS



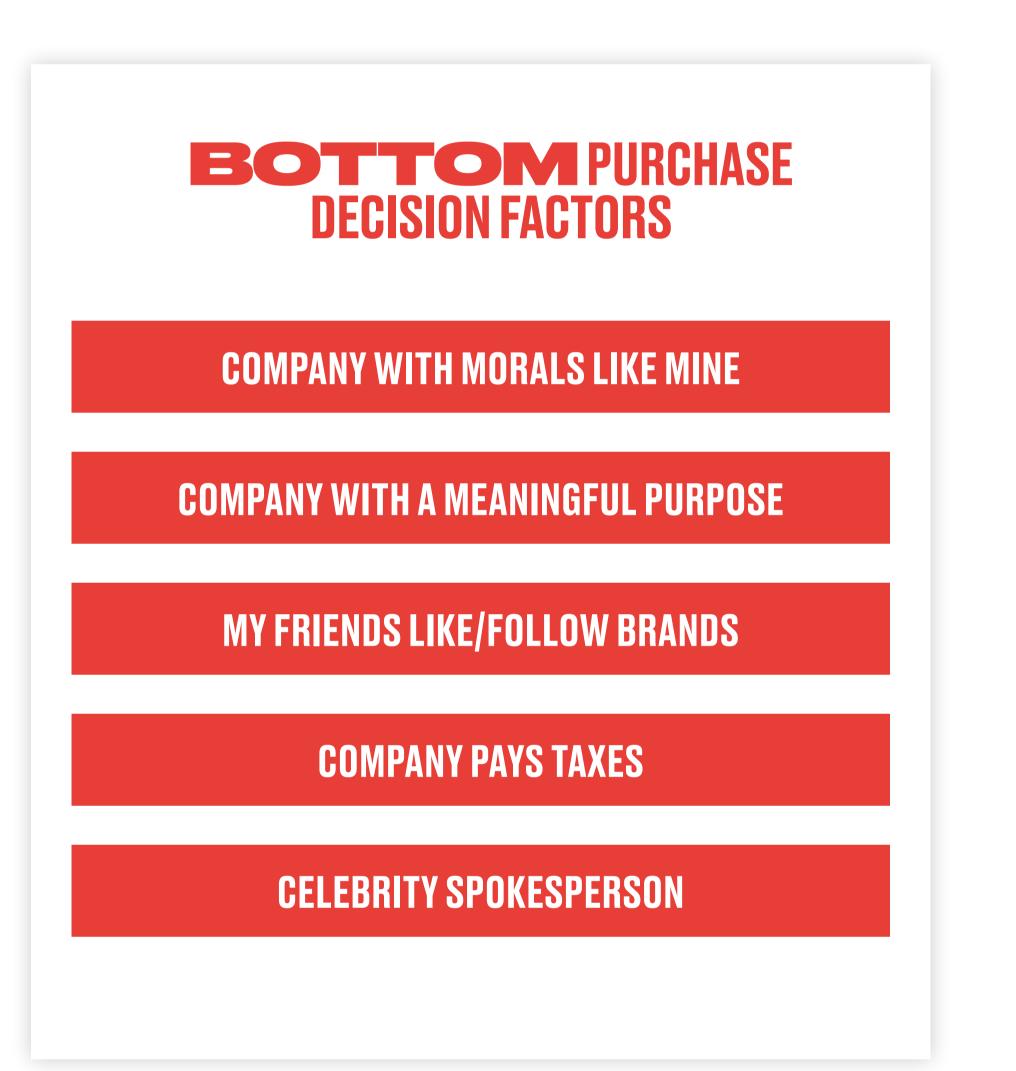
TRENDING WORDS AND TOPICS

AND THEY PRIORITISE QUALITY & PRICE

WHEN ASKED TO PRIORITISE PURCHASE DECISION FACTORS AGAINST EACH OTHER, GEN Z ARE PRIMARILY DRIVEN BY THINGS LIKE QUALITY AND PRICE.





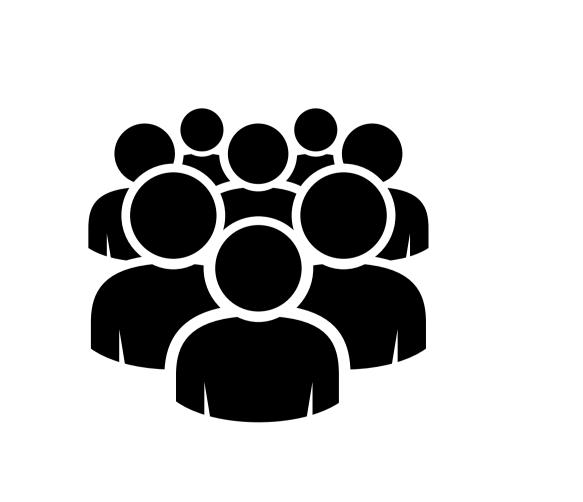


BRANDS ARE EXPECTED TO BE ETHICAL

WHEN WE LOOK AT HOW **CONSUMERS SPEAK ABOUT** CORPORATE SOCIAL RESPONSIBILITY ONLINE, THERE ARE HIGH LEVELS OF CHAT AROUND THESE ISSUES. THESE TOPICS ARE STABLE IN VOLUME AS THEY ARE ESTABLISHED AND ENGRAINED INTO PURCHASE CHOICE.



WHAT THIS MEANS FOR BRANDS



PURCHASING

WHAT SHOULD BRANDS DO?

BRANDS NEED TO FOCUS ON HOW THEY CAN IMPROVE **CUSTOMER PERSONAL GAINS** DURING THE FINANCIAL CRISIS. REWARD LOYALTY AND NOT CHARGE A PREMIUM FOR SUSTAINABILITY.

THERE IS AN EXPECTATION FOR **BRANDS TO HAVE CORPORATE** SOCIAL RESPONSIBILITY.

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