

# A to Gen Z

*Revisiting the key themes identified in our whitepaper and looking at how they've been impacted during this time*







# Talkin' about a new generation.

A paper on youth in the UK today



A group of four people are standing on a grassy hill, looking out over a vast landscape at sunset. The sky is a warm, golden orange, and the sun is low on the horizon, creating a silhouette effect on the people. In the foreground, there are some items on the ground, including a water bottle and a bag. A large, stylized white letter 'A' is superimposed over the center of the image, partially overlapping the people and the landscape.

A

A TO GEN Z





# Connection Obsession vs Expression.

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The Empowered vs  
The Disillusioned.

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Experience vs  
Education.







# Connection Obsession vs Expression.

## Key Insights:

They like to flex between many different platforms in order to engage with the different layers of their social circle

BBC as a main source for news and information has doubled since 2019

Social media allows them to keep in contact with friends/family and stave off loneliness. Yet, many are feeling the pressure to be productive

## Key Insights:

43% feel supporting causes is either somewhat or more important during this time

Mental health is the most important cause to support, followed by poverty and homelessness

Money, jobs and the economy are their main concerns when looking to the future

# The Empowered vs The Disillusioned.





# Experience vs Education.

## Key Insights:

76% agree social media or gaming platforms should get involved with eLearning

Beyond work and education - life feeling like it's on pause, losing freedom and missing friends are their key concerns

From dating to gaming - Gen Z are still having conversations beyond coronavirus



# So what?

Make a Difference

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Keep in Touch

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Stay Relevant

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