

# 5 things you should know about Gen Z

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## Culture

Only **3%** of Gen Z care about **sex** compared to **10%** who are passionate about their **pets**

## Issues

**Climate change** is the most important **societal issue** for Gen Z (**38%**) followed by **mental health** (**29%**), the gap between the **rich and poor** (**19%**), **Brexit** (**19%**) and the **NHS** (**17%**)

38%

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3



## Priorities

Spending time with **family or friends** (**171**), their **wellbeing/mental health** (**168**), and having a **job they enjoy** (**149**) are the three things **most important** to Gen Z\*

## Brands

**Three-quarters (74%)** of Gen Z would **talk to others** about a **brand** that speaks about **something they care about**

74%

4

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## Irrelevant

Being up to date with the **latest trends** (**15**), owning the **latest brands and products** (**10**) and having a high number of **likes on social media** (**8**) are the three things **least important** to Gen Z\*

\*These statistics are calculated using MaxDiff analysis - a statistical trade off technique that allows researchers to understand relative importance

Base: 1,041 respondents aged 16-23, UK

Discover more through the IPA report 'Gen Z: Exile on Mainstream?'