

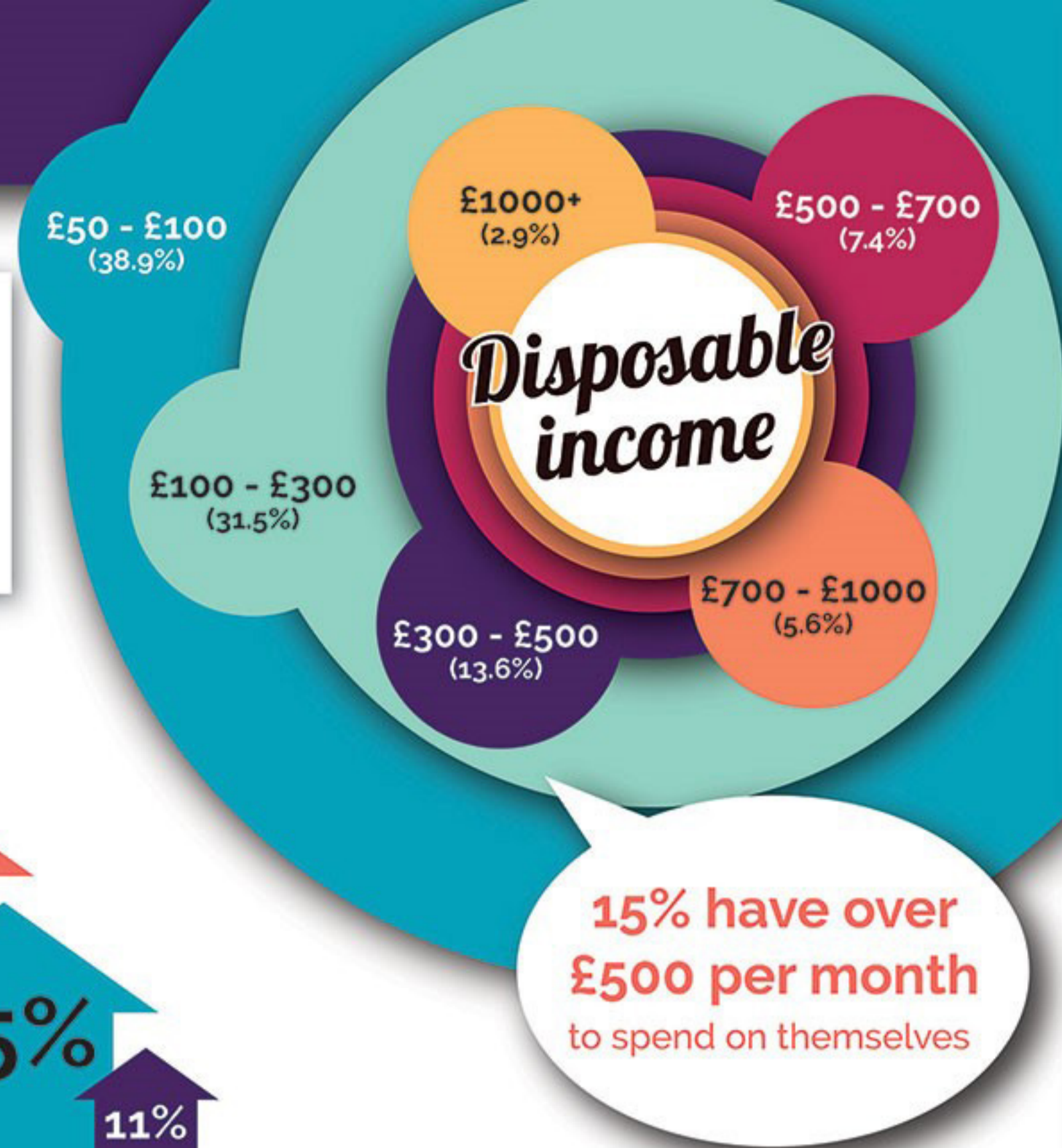
GENERATION Z

Average Debt

The average amount of debt split between male and female

£795

£1250



Top 10 interests...

Male

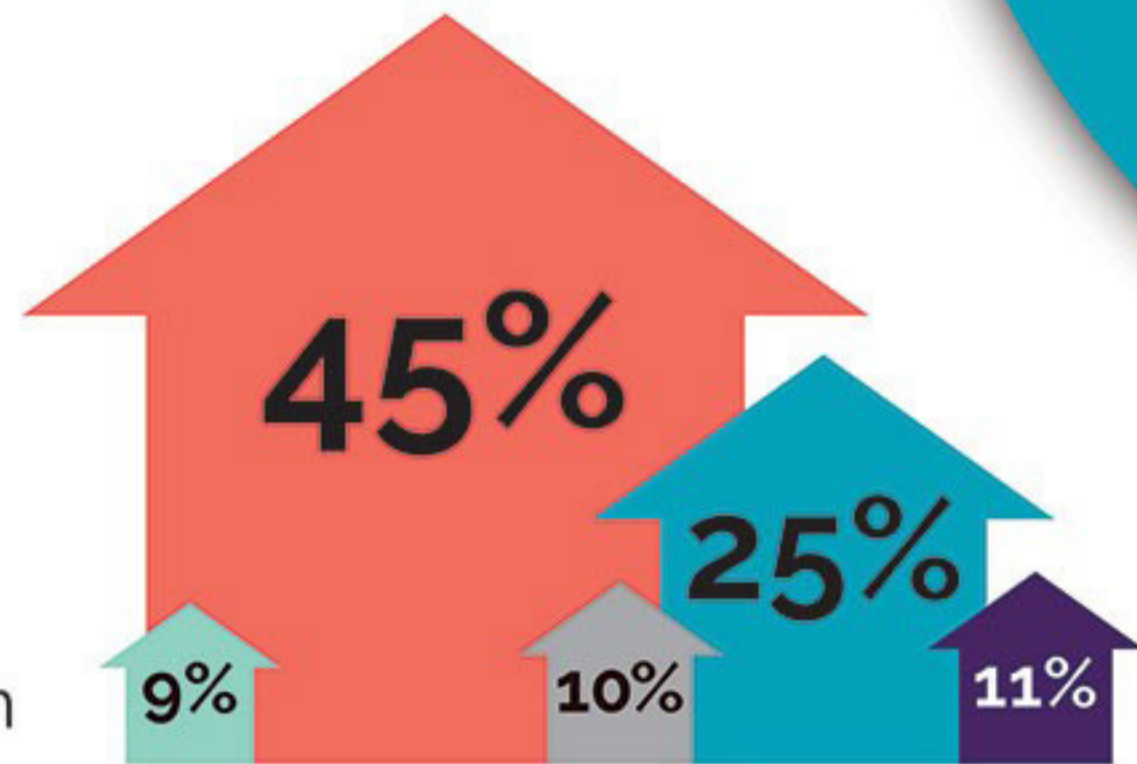
1. Music
2. Gaming
3. Film & Cinema
4. Comedy
5. Technology & Gadgets
6. Food & Drink
7. Watching Sport
8. Socialising
9. Travel
10. Playing Sport

Female

1. Music
2. Film & Cinema
3. Food & Drink
4. Comedy
5. Fashion
6. Beauty
7. Socialising
8. Travel
9. Live Music
10. Dating

Where they live

- With Parents
- Private Tenant
- Student Accommodation
- Home Owner
- Shared Accommodation



Celebrity influences...

Male

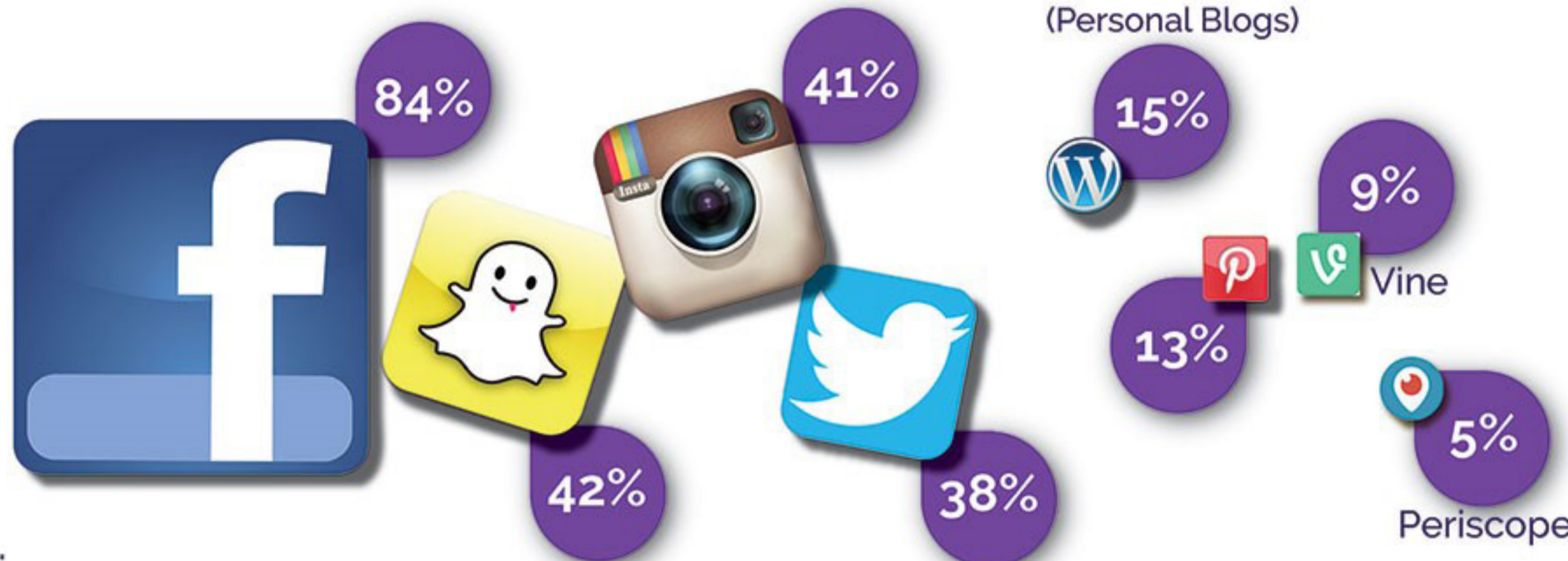
1. Film Actors/Actresses
2. Spotsmen/Women
3. TV Actors
4. Rockbands
5. TV Presenters
6. Bloggers
7. Popstars
8. Reality Stars
9. Royalty
10. Models

Female

1. TV Actors/Actresses
2. Film Actors/Actresses
3. Pop Stars
4. Bloggers
5. Reality Stars
6. Models
7. Sportsmen/women
8. TV Presenters
9. Rock Bands
10. Royalty

Social Media

Top visited social media platforms at least once a day...



Followers and fans

The average amount of social media fans, followers or friends across all sites

757 male

621 female

What they value

- Value for Money
- Prices Tag
- Quality
- Design
- Brand
- Ethically Sourced
- Celeb endorsement

30%

said celebrities do not influence them

top 10 Buying decision influences

1. Websites
2. Review Sites
3. Recommendation from Family
4. Recommendation from Friend
5. Facebook
6. TV
7. Vlogs/You Tube
8. Blogs/Bloggers
9. Instagram
10. Newspapers (online)

50% of females of this age shop on buy and sell sites

78% High Street

80% Online

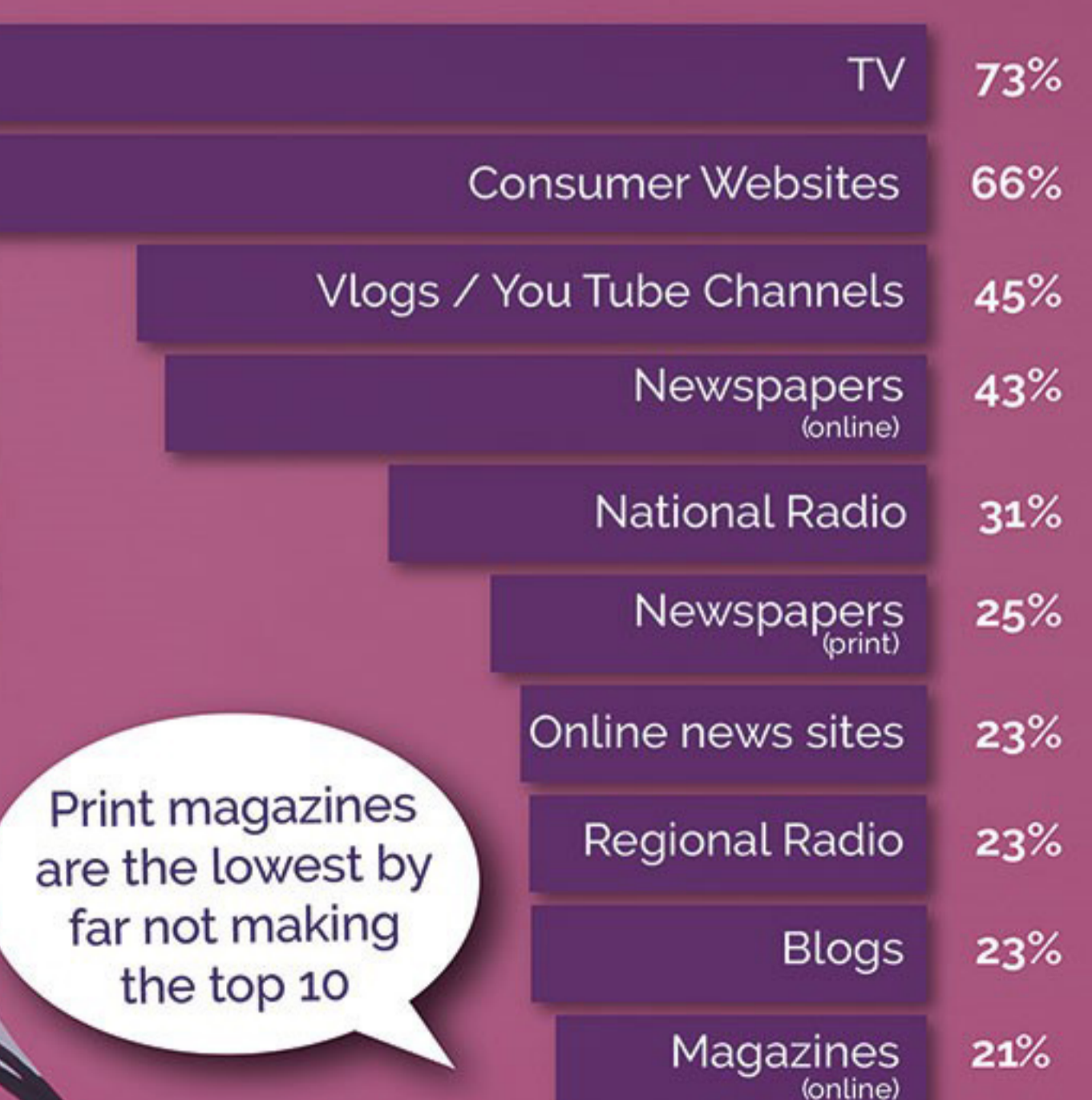
67% Supermarket

45% Independent Stores

44% Buy & Sell Sites

Where they shop

What they read, listen to, or watch



Print magazines are the lowest by far not making the top 10