

## Technology Habits of Generation Z - UK - September 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Growing up with constant connectivity and universal smartphone use has seen Generation Z integrate digital communication and technology into every aspect of life. Social media platforms and messaging apps dominate smartphone use, while gaming is extremely popular across all devices”.

– **Matt King, Category Director - Technology**

This report looks at the following areas:

With creativity and expressing identity priorities for Gen Zers, brands must look beyond traditional advertising and towards more engaged, interactive campaigns that place the emphasis on user content.

- Can new platforms challenge the dominance of the leading social media brands?
- Advertisers cannot rely on traditional methods to reach Generation Z

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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## The implications

Advertisers cannot rely on traditional methods to reach Generation Z

## The facts

The implications

## The Market – What You Need to Know

Appearance is important to over eight in 10 Gen Zers

A third of Gen Z prioritise having the latest technology

Children's live television viewing has halved since 2010

Rising mobile focus of digital advertising is making Gen Z more accessible

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Rebrand sees TikTok rapidly build a large Generation Z base

Facebook continues to innovate to attract younger users

Spotify looks to boost integration with Facebook and Instagram

Apple and Google continue to upgrade digital addiction tools

Instagram hides public likes count to remove pressure

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Spotify looks to boost integration with Facebook and Instagram

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Instagram hides public likes count to remove pressure

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Eight in 10 Gen Zers personally own three or more devices

Most Gen Zers are living in technologically engaged homes

Gaming is the most popular digital activity across devices

Generation Z are prioritising short-form videos

YouTube remains the most popular platform among Generation Z

Female Gen Zers more likely to use Instagram and Snapchat

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## Social Media Activity

YouTube remains the most popular platform among Generation Z

Facebook is not as popular as Instagram or Snapchat among Gen Zers

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