

Lifestyles of Generation Z - UK - September 2019

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This report looks at the following areas:

For their part, the major social media platforms are exploring ways of lessening the young's reliance on digital approval, but there remain opportunities for brands to implore this generation to switch off from the online world, creating new, compelling analogue experiences.

- Rebalancing Gen Zers' digital lifestyles
- Challenging gender stereotypes in school-age girls
- The academic gender split



"It is increasingly difficult to ignore the growing body of research linking the young's hyper-engagement with social media to a heightened incidence of mental health issues."

– Jack Duckett, Associate Director – Consumer Lifestyles

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