

# Technology Habits of Generation Z: Inc Impact of COVID-19 - UK - September 2020

Report Price: £2195 | \$2995 | €2600

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## This report looks at the following areas:

- The impact of COVID-19 on the technology habits of Generation Z including which technology products they have used more often as a result of the outbreak.
- How the popularity of smart earbuds and smartwatches is impacting Generation Z's purchasing intentions for the next year.
- Which technology devices they use most often for specific activities including shopping, online banking and watching media content.
- Generation Z's preference for streaming services ahead of traditional TV, and subscriptions to video-sharing websites.

Generation Z are driving the shift away from traditional TV viewing to streaming services and video-sharing websites. As such, 77% of this age group watch content from video-sharing websites more frequently than TV from a set-top box and 24% have a subscription to a video-sharing website like YouTube Premium. It is therefore becoming increasingly difficult for companies to reach Generation Z through TV advertising. Services such as YouTube TV could play an important role for advertisers in the future as a means of reaching Generation Z on a platform they use frequently.

The limited social interaction brought about by COVID-19 is having a significant effect on 16-23 year olds. Spending time with friends in-person is their favourite activity and more than half have struggled with loneliness since the lockdown. Video calling apps have been critical in this period and despite some of the frustrations with using it, 63% of Generation Z are more likely to video call in the future as a result of COVID-19.

One of the threats in relation to technology habits and Generation Z is digital addiction. Some 56% of Generation Z are concerned about the mental health implications of using technology devices too often. However, this also represents an opportunity for manufacturers to reach out to Gen Z to help them with these issues, for example with newsletters featuring recent news articles



"Video calling has been a key tool for Generation Z as the COVID-19 lockdown stopped them from in-person social interaction, and many in the age group say they are likely to continue to use it in the future as a result of the pandemic."

– Zach Emmanuel, Consumer Technology Analyst

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and resources/advice on the theme of digital addiction. This can be useful as a way of building relationships with a generation who are tech enthusiasts but also increasingly concerned about their relationship with the devices they use every day.

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- **Generation Z most prominent in shift away from traditional TV**

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- **Traditional TV channels on video-sharing websites potentially key for advertisers**

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- **Generation Z the ideal audience for gaming and calling experiences**
- **Over half of 16-23 year olds concerned about too much technology usage**

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