

GEN Z AND GEN ALPHA ARE YOU READY?

September 2024



URBAN LIVING FESTIVAL

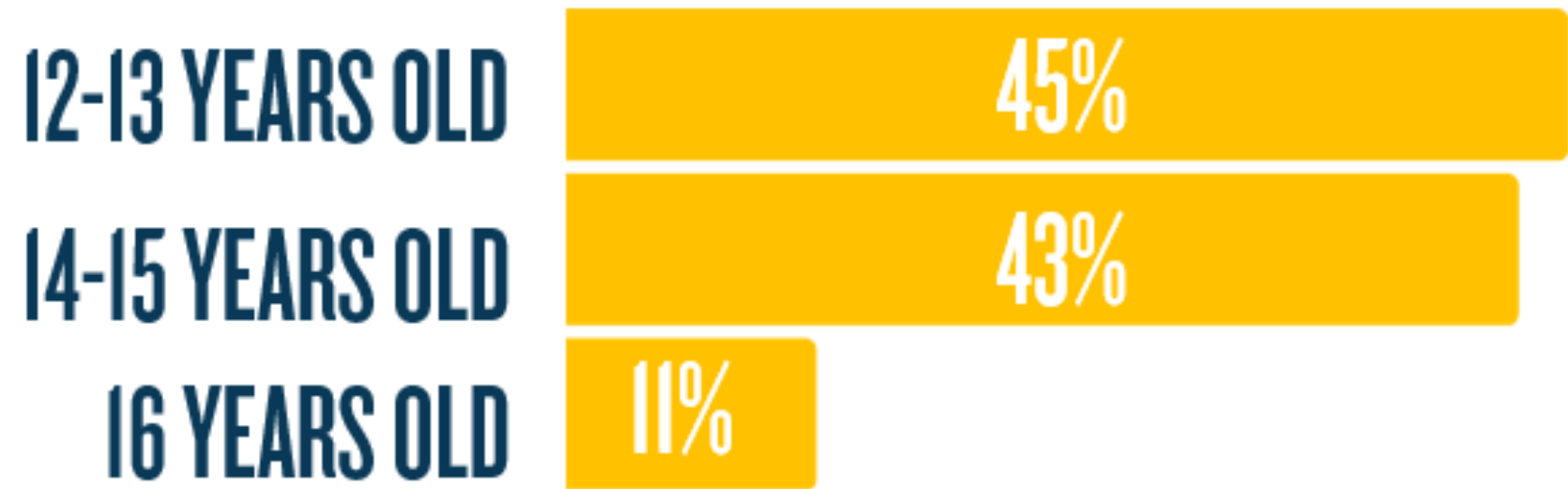
**WHO WE ARE
& WHY WE DO
WHAT WE DO?**

GEN ALPHA

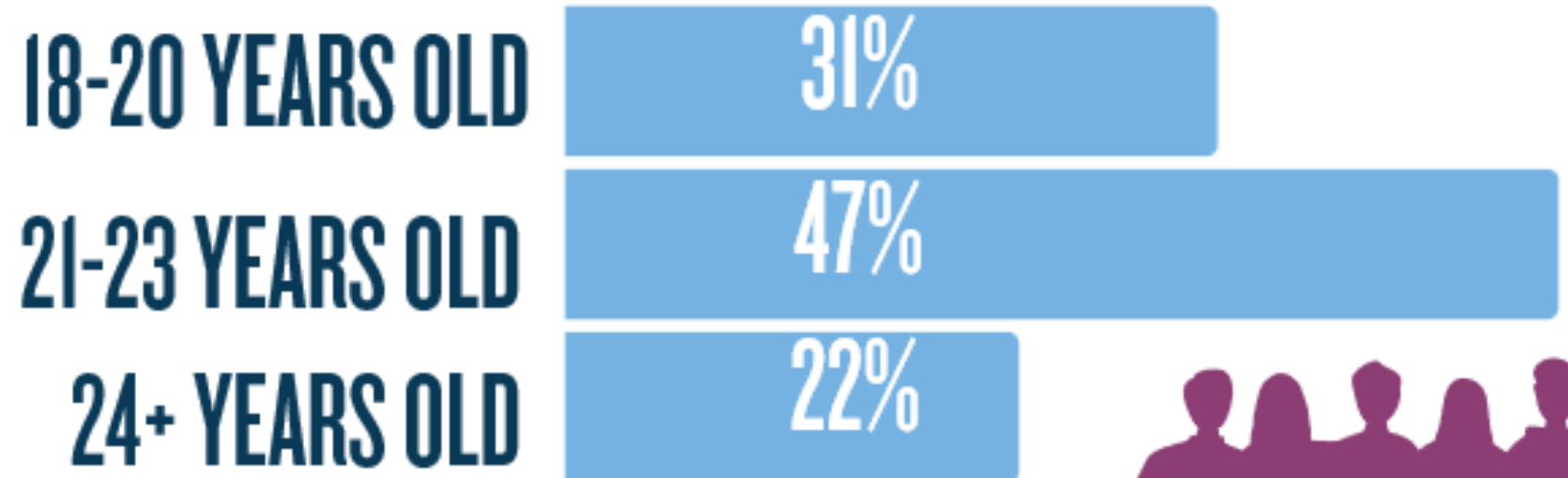
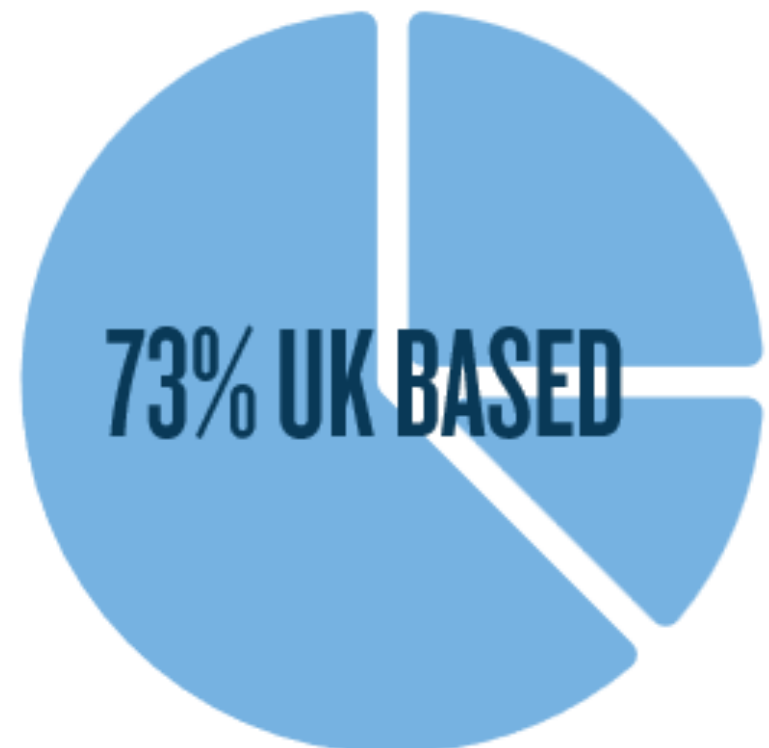
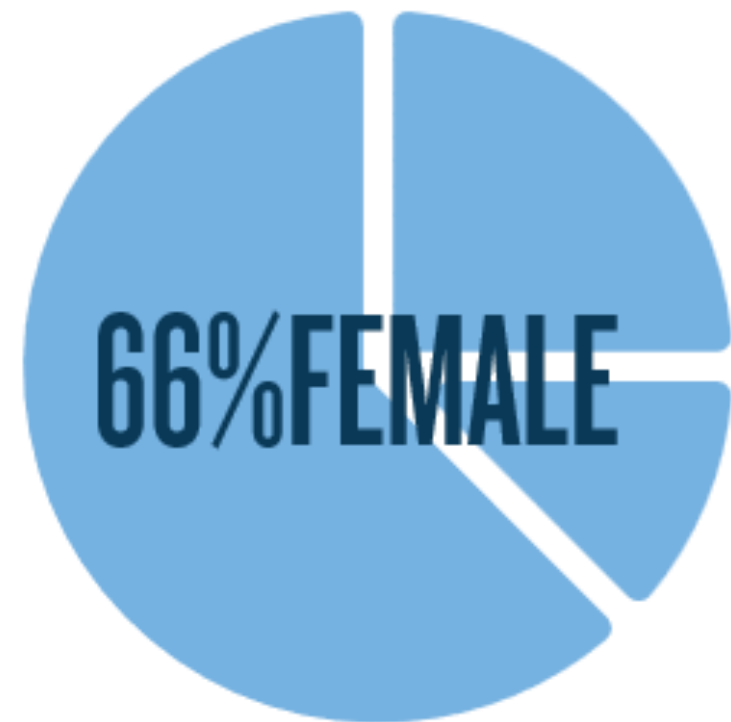
WHAT WE KNOW



GEN ALPHA

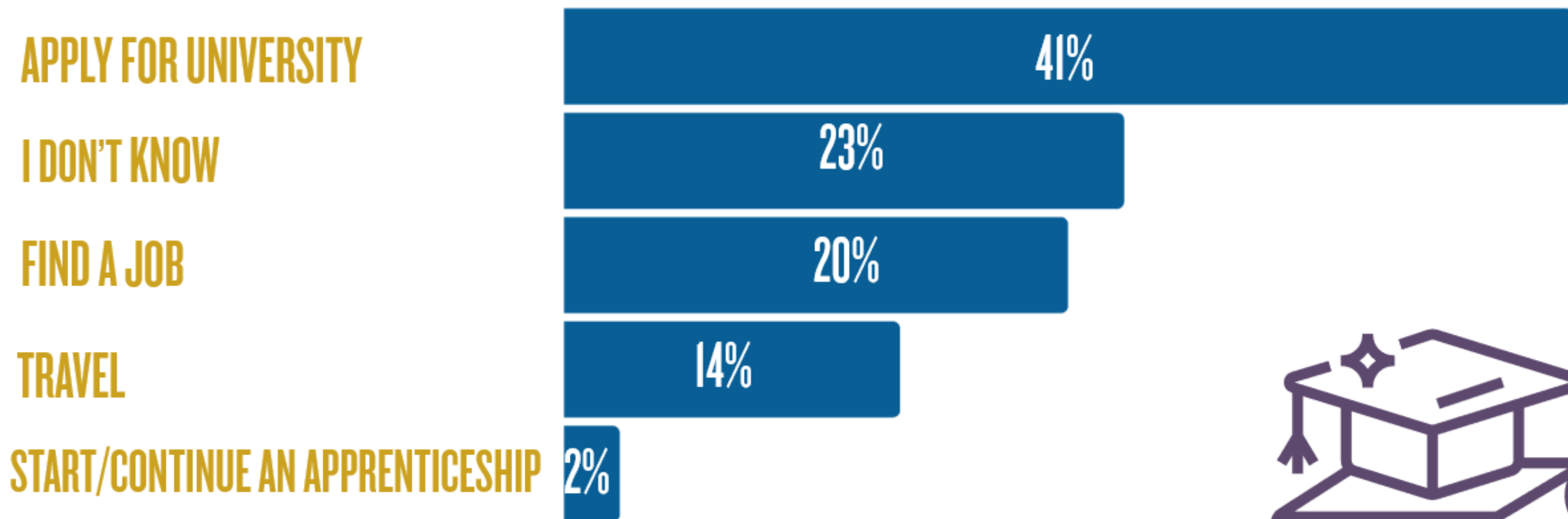


GEN Z



GEN ALPHA: FUTURE EDUCATION

What do you plan on doing after completing compulsory education?



GEN ALPHA: UNDERSTANDING TERMINOLOGY

80%

said they know what a degree is



77%

said they know about student loans or maintenance loans



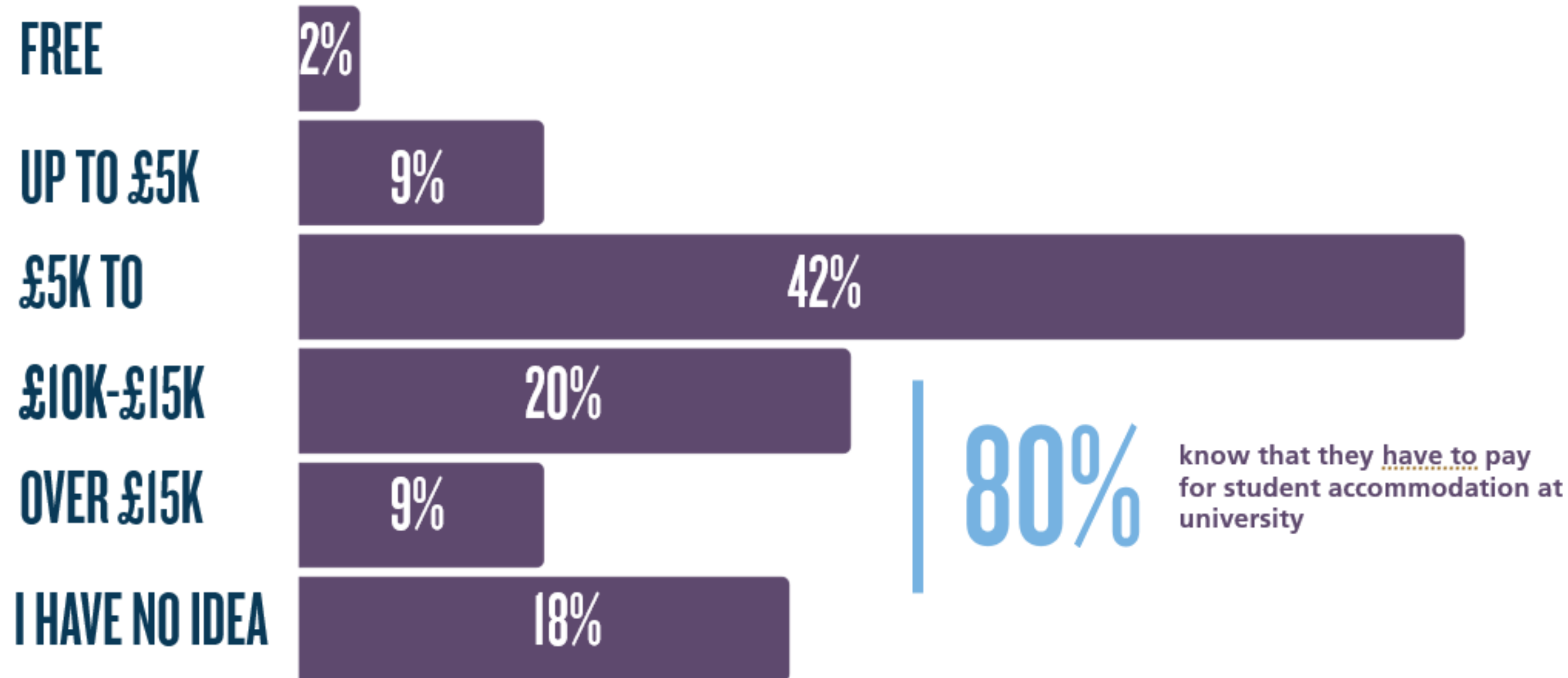
84%

said they know what an apprenticeship is



GEN ALPHA: UNDERSTANDING UNIVERSITY COSTS

What do you think you have to pay the university to study for a degree per year?



GEN ALPHA: WORK EXPERIENCE

91%

don't have a part-time job

30%

have carried out work experience

23%

have a volunteer or community role

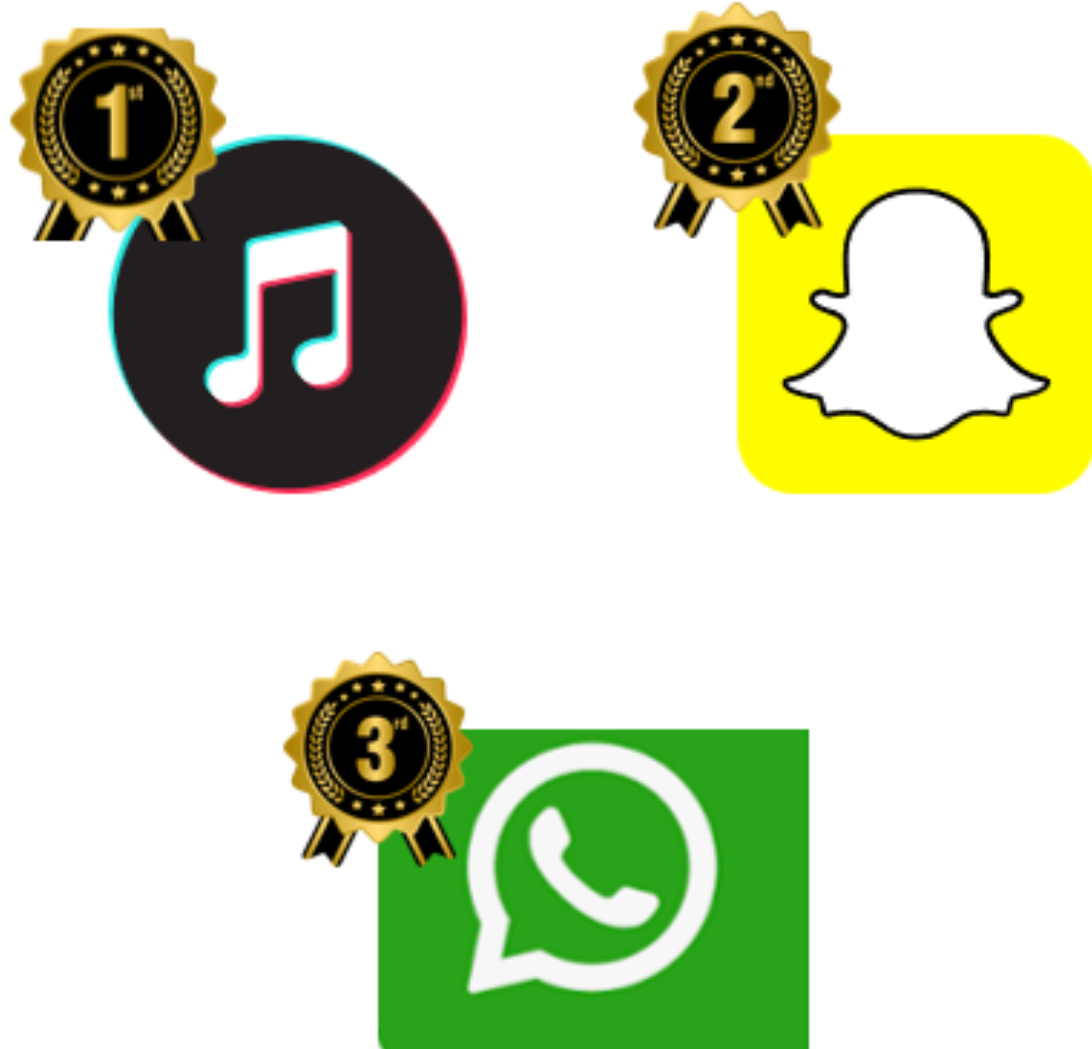


GEN Z VS GEN ALPHA

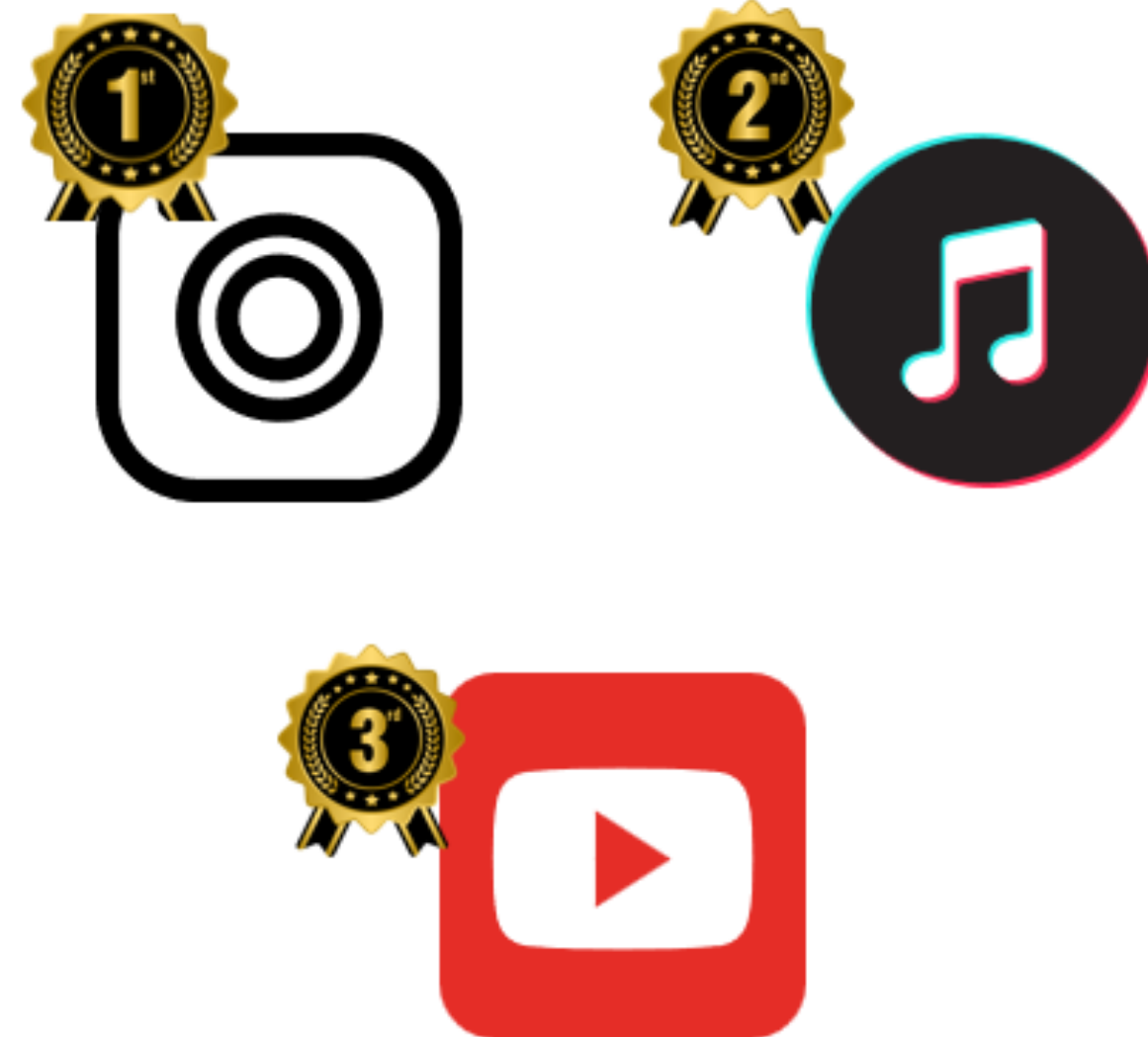


SOCIAL MEDIA PREFERENCES

GEN ALPHA



GEN Z



VS

USING MOBILE PHONES

How do you use your phone to communicate with people?

GEN ALPHA

MESSAGING

80%

SPEAKING VIA VIDEO CALL

16%

CALLING THEM

2%

I DON'T HAVE A PHONE

2%

GEN Z

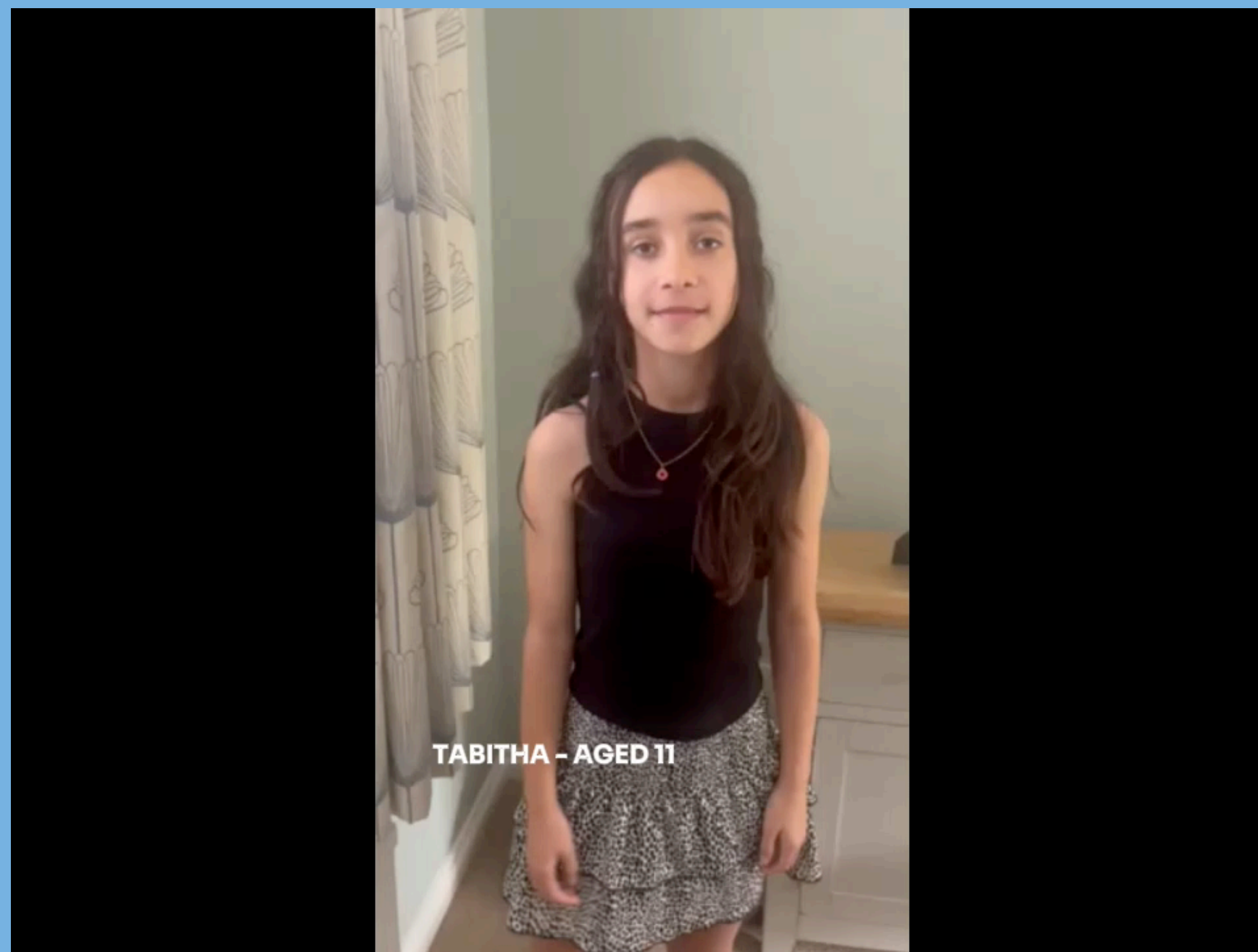
76%

12%

12%



WHAT IS YOUR FAVOURITE WAY TO CHAT WITH FRIENDS?



USING MOBILE PHONES

GEN ALPHA

79%

of Gen Alpha spend up to 6 hours on their phones everyday

98%

use apps to view content on their phones



GEN Z

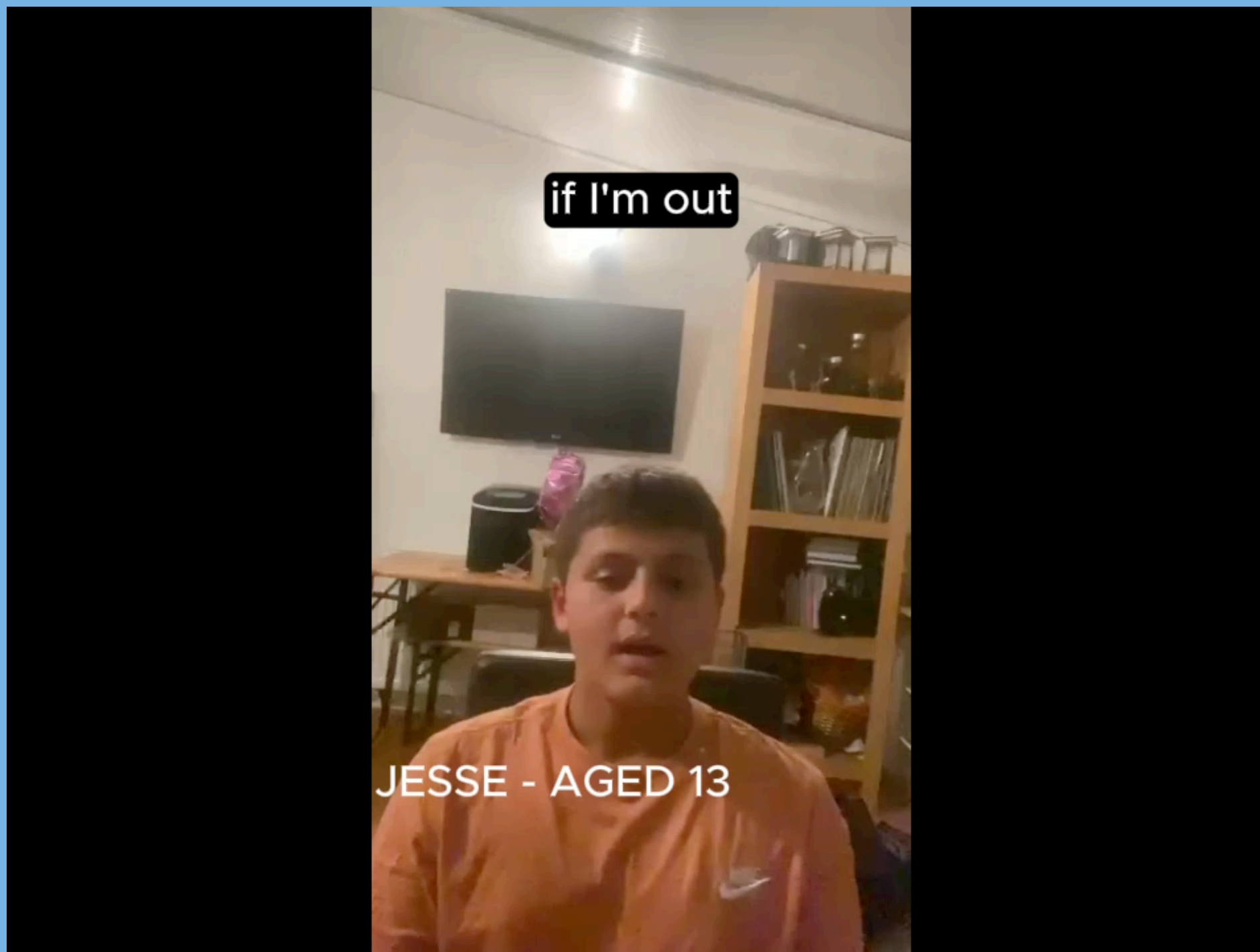
86%

of Gen Z spend up to 8 hours on their phones everyday

64%

use apps to view content on their phones - 34% use websites instead

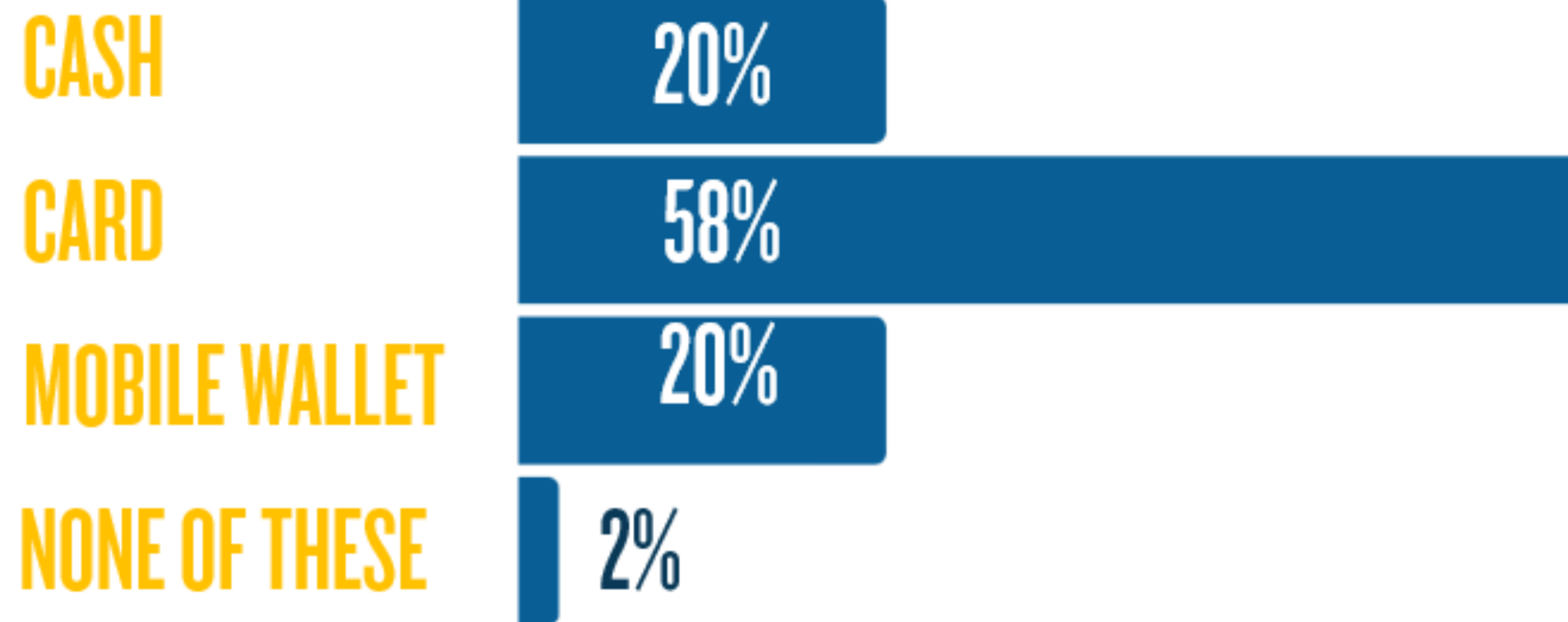
WHEN YOU ARE IN TOWN AND BUYING A SNACK HOW WOULD YOU PAY FOR IT?



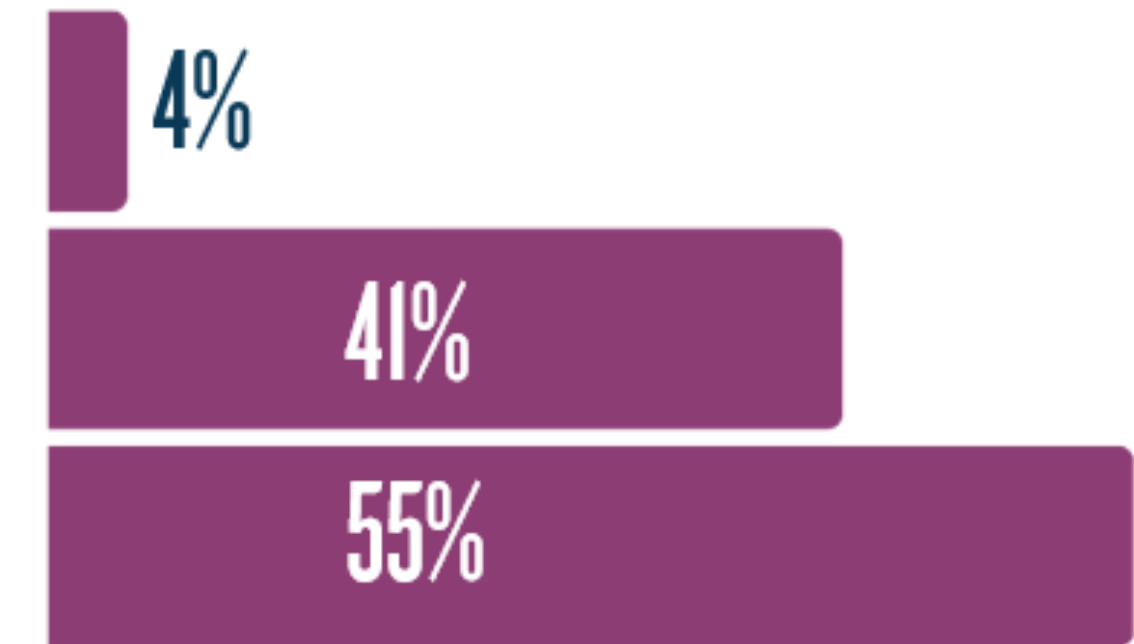
LIFESTYLE CHOICES

Which of these payment methods do you use the most?

GEN ALPHA



GEN Z



LIFESTYLE CHOICES

GEN ALPHA

85% watch TV on demand with 9% not watching TV at all

94% have smart technology at home



GEN Z

85% watch TV on demand with 14% not watching TV at all

51% have smart technology at home

WHAT IS YOUR FAVOURITE USE OF SMART TECH IN YOUR HOME?



MARTHA - AGED 13



IN

CONCLUSION



**DO YOU KNOW
WHAT YOUR
CUSTOMER
IS THINKING?
WE DO.**

**YOUTH
FORUM**

Our pulse survey service keeps you up to date with what Gen Z consumers want from accommodation.







**BESPOKE
RESEARCH**

Have a chat to find out how we can help you with customer insight.

LET'S CONNECT.

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