Insights Derived From Speaking Directly To Young People

VICE’s Youth Census
A survey run bi-yearly of general youth and VICE’s audience
Population: EMEA general population aged 14-38
Countries include: UK, Spain, France, Italy, Netherlands, Germany, Saudi Arabia, UAE

VICE Voices Surveys
An always-on community that VICE uses to derive insights about its audience
Population: VICE’s UK audience aged 14-38
The Facts
Gen Z Is The Largest Generation Yet

1 in 3

world’s population

2.5B globally

Source(s): United Nations/Bloomberg 2018
Live In A World That Has Never Been Messier

**Environmentally**

The destruction of our planet is estimated to happen in their lifetime.

**Economically**

Experienced the chaos of the great recession first hand, and living in the aftermath.

**Culturally**

Inequality prevails despite extensive efforts.

**Politically**

Seeing the rise of post-factual politics.

**Globally**

The world is becoming more divided.

**Locally**

Violence has permeated all spaces.
The Biggest Mindset Shifts Of The Next Generation

- Identity
- Values
- Work
- Wellness
- Relationships
- Brands
Definitively
Undefinable
Gen Z Doesn’t Align With Binary Definitions Of Sexuality...

I choose to define my sexual identity as:

52% HETEROSEXUAL

48% BISEXUAL PANSEXUAL QUEER HOMOSEXUAL ASEXUAL SAPIOSEXUAL DEMISEXUAL

Source(s): VICE Voices 2018 - Privacy & Identity US + UK
...Or Gender

Masculinity

Femininity

vs. 32% Y

Identify as neutral on a masculine / feminine scale
Vehemently Believe In Acceptance Of All

“[My generation’s motto is] Equality for every man, women & child. Regardless of race, color, creed and sexual orientation.”
-19, M

93% Say everyone, regardless of race, gender, religion, age, etc., should have equal job opportunities

97% And love whoever they want regardless of race, gender, religion, age, etc.

75% vs. 66% Y Think we’ll have more inclusivity in the future

Source(s): VICE Voices 2018 - Future of Work UK; Modern Families UK; Future Census US + UK.
Identify By Who They Are, Not What They Are

What Defines Me According To...

<table>
<thead>
<tr>
<th>Category</th>
<th>ME</th>
<th>SOCIETY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personality</td>
<td>70%</td>
<td>14%</td>
</tr>
<tr>
<td>Values</td>
<td>66%</td>
<td>12%</td>
</tr>
<tr>
<td>Hobbies/Passions</td>
<td>65%</td>
<td>8%</td>
</tr>
<tr>
<td>Ethnicity/Race</td>
<td>13%</td>
<td>38%</td>
</tr>
<tr>
<td>Age</td>
<td>10%</td>
<td>21%</td>
</tr>
<tr>
<td>Economic status</td>
<td>8%</td>
<td>52%</td>
</tr>
<tr>
<td>Sexual identity</td>
<td>6%</td>
<td>18%</td>
</tr>
<tr>
<td>Gender</td>
<td>6%</td>
<td>27%</td>
</tr>
<tr>
<td>Occupation</td>
<td>5%</td>
<td>32%</td>
</tr>
</tbody>
</table>

Source(s): VICE Voices 2018 - Privacy & Identity US + UK
Media and Brands Need To Be In Service Of This Generation
We Are Responsible For Shaping Their Values

What shapes their values the most

Gen Y
Friends/Family
Communities
Health/Wellness

Gen Z
Friends/Family
Communities
News & Media
We Are Expected To Help Create Change In The World

Say brands should take a stand on social causes: 76%
Say brands should take a stand on political issues: 68%
When it comes to where change for the better will come from: #3

Brand activism can be a cultural act.

“I think brands should advance social causes by not actively perpetuating things like outdated or negative gender or sexual roles, and creating positive other role models.” - 21, M

Source(s): VICE Voices 2018 - Spirituality US + UK
Doing Good Is Now Table Stakes

Top 3 purchase decision criteria

Offer the best price: 79%
Offers the best quality: 77%
Takes actions that better society and humanity: 61%

Source(s): VICE Voices 2018 - Spirituality US + UK
Thank You