

UNDERSTANDING THE NEXT GENERATION

VICE Insights





Insights Derived From Speaking Directly To Young People

VICE's Youth Census

A survey run
bi-yearly of
general youth and
VICE's audience

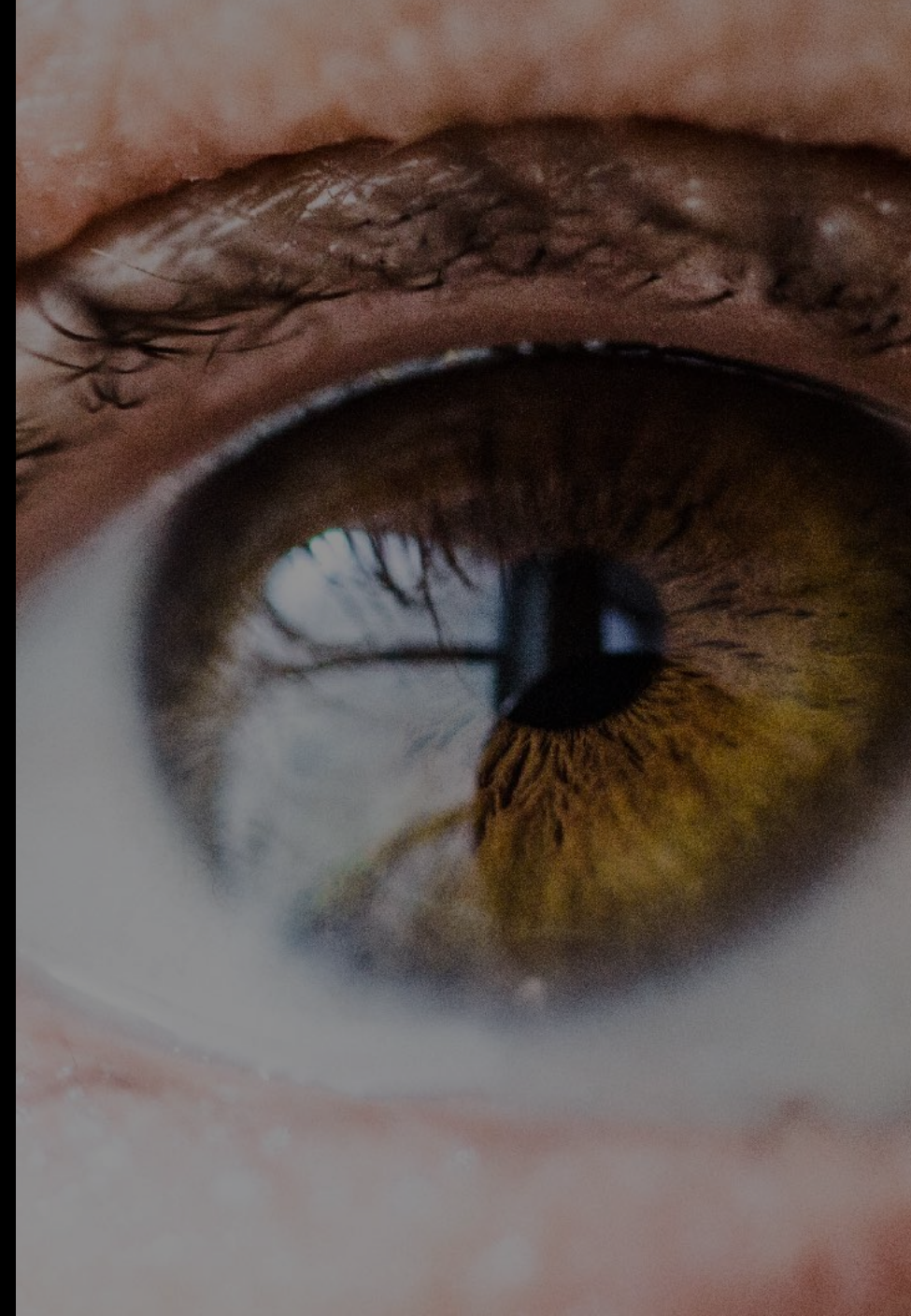
Population: **EMEA general population aged 14-38**

*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

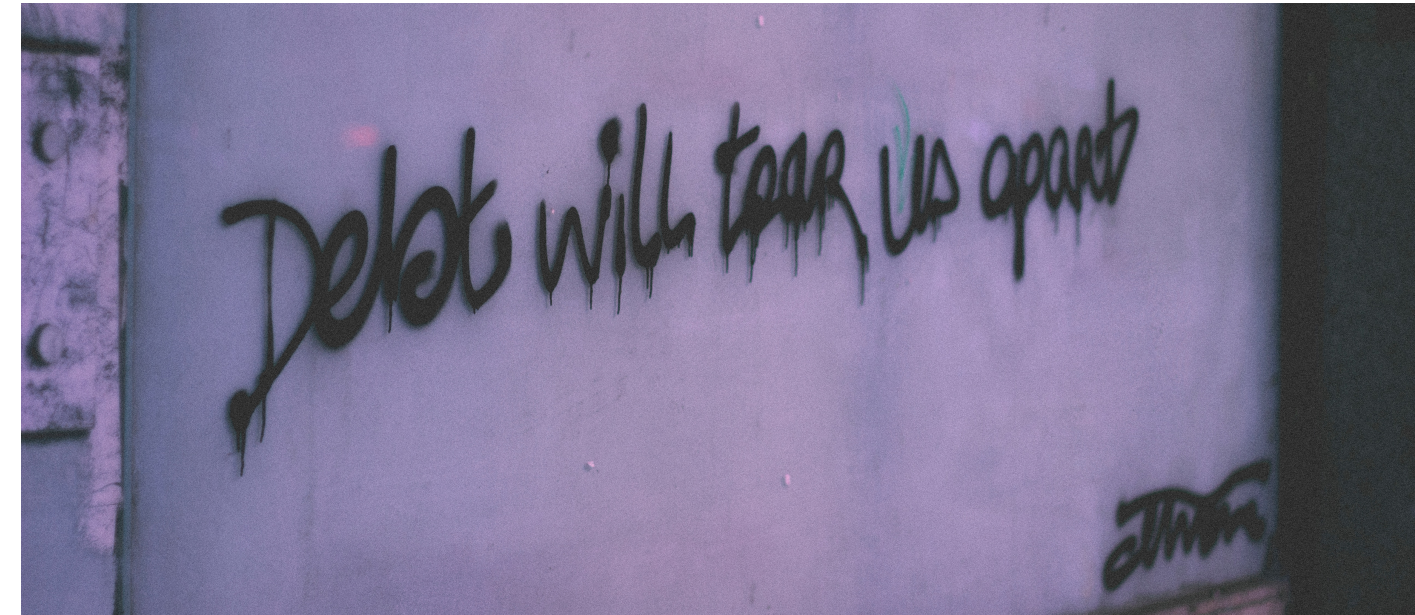
Live In A World That Has Never Been Messier

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



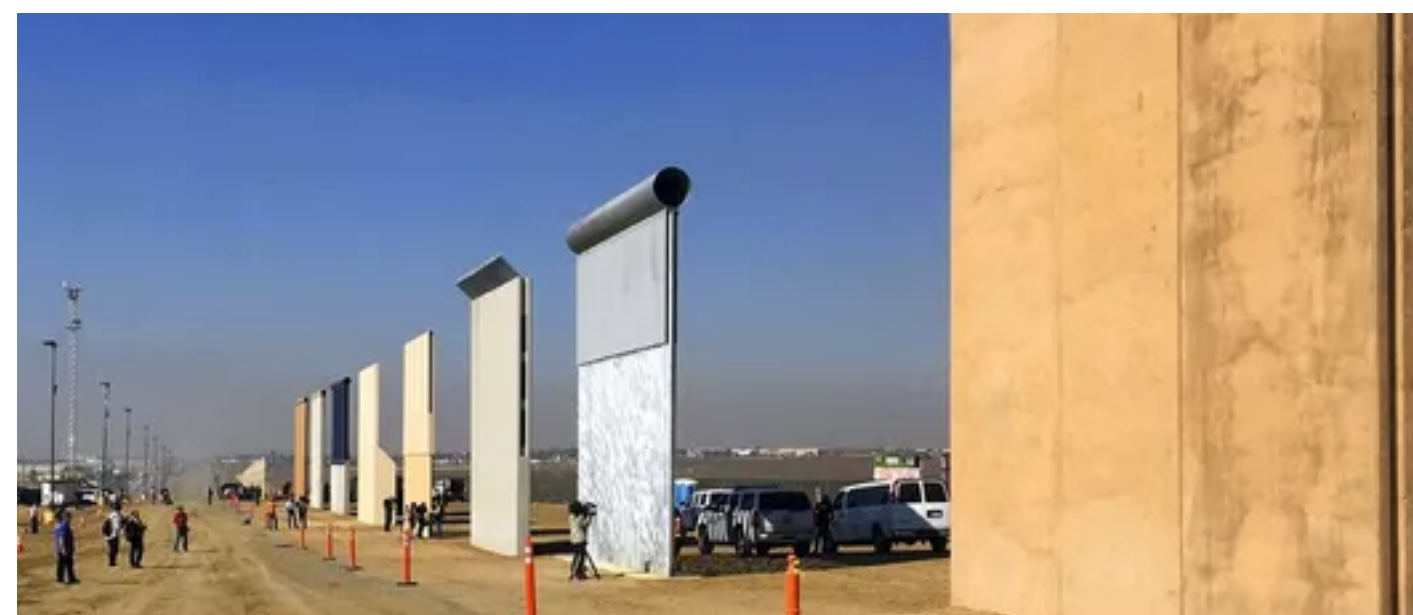
Inequality prevails despite extensive efforts.

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





Definitively Undefinable

Gen Z Doesn't Align With Binary Definitions Of Sexuality...

I choose to define my sexual identity as:



...Or Gender



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.

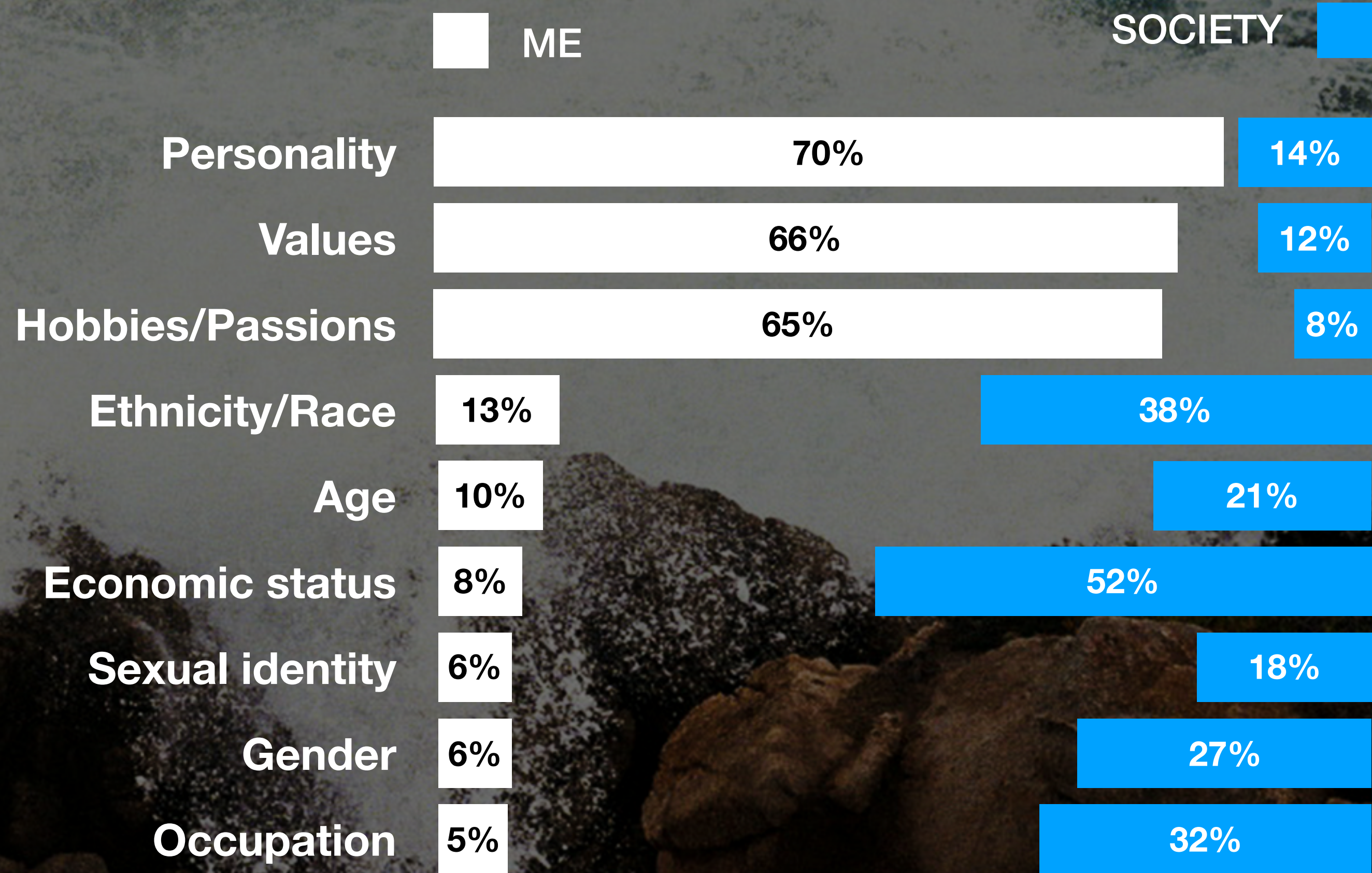
75%

VS. 66%Y

Think we’ll have more inclusivity in the future

Identify By Who They Are, Not What They Are

What
Defines Me
According
To...



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

76%

Say brands should take a stand on social causes

68%

Say brands should take a stand on political issues

Media is

#3

When it comes to where change for the better will come from

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

GET INVOLVED

impact.vice.com

VICELAN

Doing Good Is Now Table Stakes

Top 3 purchase decision criteria

79%

Offer the best price

77%

Offers the best quality

61%

Takes actions that better
society and humanity





Thank You

