

GENERATION Z

AGED 16-24

Mail METRO MEDIA



MAIL METRO MEDIA REACH

ADULTS

4m | 52% MONTHLY
790k | 10% DAILY

MALE

1.8m | 47% MONTHLY
386k | 10% DAILY

FEMALE

2.1m | 58% MONTHLY
384k | 11% DAILY

ENGAGEMENT

ADULTS

AVERAGE TIME SPENT
54 MINS



MALE

AVERAGE TIME SPENT
53 MINS



FEMALE

AVERAGE TIME SPENT
55 MINS



WHERE TO FIND THEM

ADULTS

1. 2.2m **Mail**Online
2. 2.0m **METRO**.co.uk
3. 1.6m **inews.co.uk**

MALE

1. 931k **METRO**.co.uk
2. 924k **Mail**Online
3. 696k **inews.co.uk**

FEMALE

1. 1.2m **Mail**Online
2. 1.1m **METRO**.co.uk
3. 812k **inews.co.uk**

WHO ARE THEY?



i635

Students



i309

Single



i263

LGBTQIA+



i194

Mixed
ethnicity



i177

Black

GETTING TO KNOW THEM - PERSONAL FACTORS

WHAT'S IMPORTANT TO THEIR IDENTITY?

- + My school/university **i278**
- + My ethnicity **i117**
- Born in the home nations **i39**
- Political views **i43**

WHAT QUALITIES DO THEY HAVE?

- + Competitiveness **i165**
- + Leadership **i143**
- Practicality **i54**
- Reliability **i62**

WHAT CONCERNS DO THEY HAVE?

- + Equality **i161**
- + Education **i156**
- Pensions **i39**
- UK economy **i66**

WHAT ARE THEIR PRIORITIES?

- + Seen as successful **i220**
- + Good education **i174**
- Good relationship with my family **i62**
- Making my own decisions **i76**

GETTING TO KNOW THEM - BRANDS AND ADVERTISING

WHICH CAUSES RESONATE WITH THEM?

1. Black Lives Matter **i162**
2. Racial injustice **i154**
3. LGBTQIA+ causes **i129**
4. Workers' rights **i111**

WHO INSPIRES THEIR BRAND CHOICES?

1. Celebrities **i221**
2. Parents/Guardians **i200**
3. Social influencers **i178**
4. Streaming services **i138**

WHAT MAKES A GOOD AD?

1. Memes **i267**
2. Emojis **i245**
3. GIFs **i178**
4. Interactive content **i174**

WHAT MAKES A BAD AD?

1. Repetition **i156**
2. Trying to be something it's not **i146**
3. Too preachy **i121**
4. Trying too hard **i117**

HOW YOUR BRANDS CAN REACH THEM - 5 TOP TIPS



KEEP IT SOCIAL

Twice as likely to use social media and +78% more likely to be influenced by social media influencers.



BE GENUINE

More likely to dislike brands who try to be something they're not and try too hard.



VISUAL = VIRAL

Twice as likely to enjoy adverts that include memes and emojis.



USE STAR POWER

16-24's are twice as likely to be influenced by celebrities.



ADVERTISE FOR SOCIAL INJUSTICE CAUSES

More likely to shop at brands who speak about such as racial injustice and LG-BTQIA+ causes.