### Generation Z
Aged 16-24

**Mail Metro Media Reach**

<table>
<thead>
<tr>
<th>Adults</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>4m</td>
<td>1.8m</td>
<td>2.1m</td>
</tr>
<tr>
<td>790k</td>
<td>386k</td>
<td>384k</td>
</tr>
<tr>
<td>52%</td>
<td>47%</td>
<td>58%</td>
</tr>
<tr>
<td>Monthly</td>
<td>Monthly</td>
<td>Monthly</td>
</tr>
<tr>
<td>10%</td>
<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td>Daily</td>
<td>Daily</td>
<td>Daily</td>
</tr>
</tbody>
</table>

**Engagement**

<table>
<thead>
<tr>
<th>Adults</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>54 MINS</td>
<td>53 MINS</td>
<td>55 MINS</td>
</tr>
</tbody>
</table>

**Where to Find Them**

<table>
<thead>
<tr>
<th>Adults</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.2m</td>
<td>931k</td>
<td>1.2m</td>
</tr>
<tr>
<td>2.0m</td>
<td>924k</td>
<td>1.1m</td>
</tr>
<tr>
<td>1.6m</td>
<td>696k</td>
<td>812k</td>
</tr>
<tr>
<td>Mail Online</td>
<td>METRO.co.uk</td>
<td>Mail Online</td>
</tr>
<tr>
<td>METRO.co.uk</td>
<td>Mail Online</td>
<td>METRO.co.uk</td>
</tr>
<tr>
<td>inews.co.uk</td>
<td>inews.co.uk</td>
<td>inews.co.uk</td>
</tr>
</tbody>
</table>

**Who Are They?**

- Students: 1635
- Single: 1309
- LGBTQIA+: 1263
- Mixed ethnicity: 194
- Black: 177

Source: PAMCo 2022 Q4  Mail Metro Media The Diversity Factor 2022, TGI September 2022
### Getting to Know Them - Personal Factors

#### What’s Important to Their Identity?
- My school/university \(^{i278}\)
- My ethnicity \(^{i177}\)
- Born in the home nations \(^{i39}\)
- Political views \(^{i43}\)

#### What Qualities Do They Have?
- Competitiveness \(^{i165}\)
- Leadership \(^{i143}\)
- Practicality \(^{i143}\)
- 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 \(^{i162}\)
- 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

1. **Keep It Social**
   - Twice as likely to use social media and +78% more likely to be influenced by social media influencers.

2. **Be Genuine**
   - More likely to dislike brands who try to be something they’re not and try too hard.

3. **Visual = Viral**
   - Twice as likely to enjoy adverts that include memes and emojis.

4. **Use Star Power**
   - 16-24’s are twice as likely to be influenced by celebrities.

5. **Advertise for Social Injustice Causes**
   - More likely to shop at brands who speak about such as racial injustice and LG-BTQIA+ causes.

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Source: PAMCo 2022 Q4 Mail Metro Media The Diversity Factor 2022, TGI September 2022