

Gen Z in the EU5

Your snapshot on internet users aged 16-25 in France, Germany, Italy, Spain and the UK

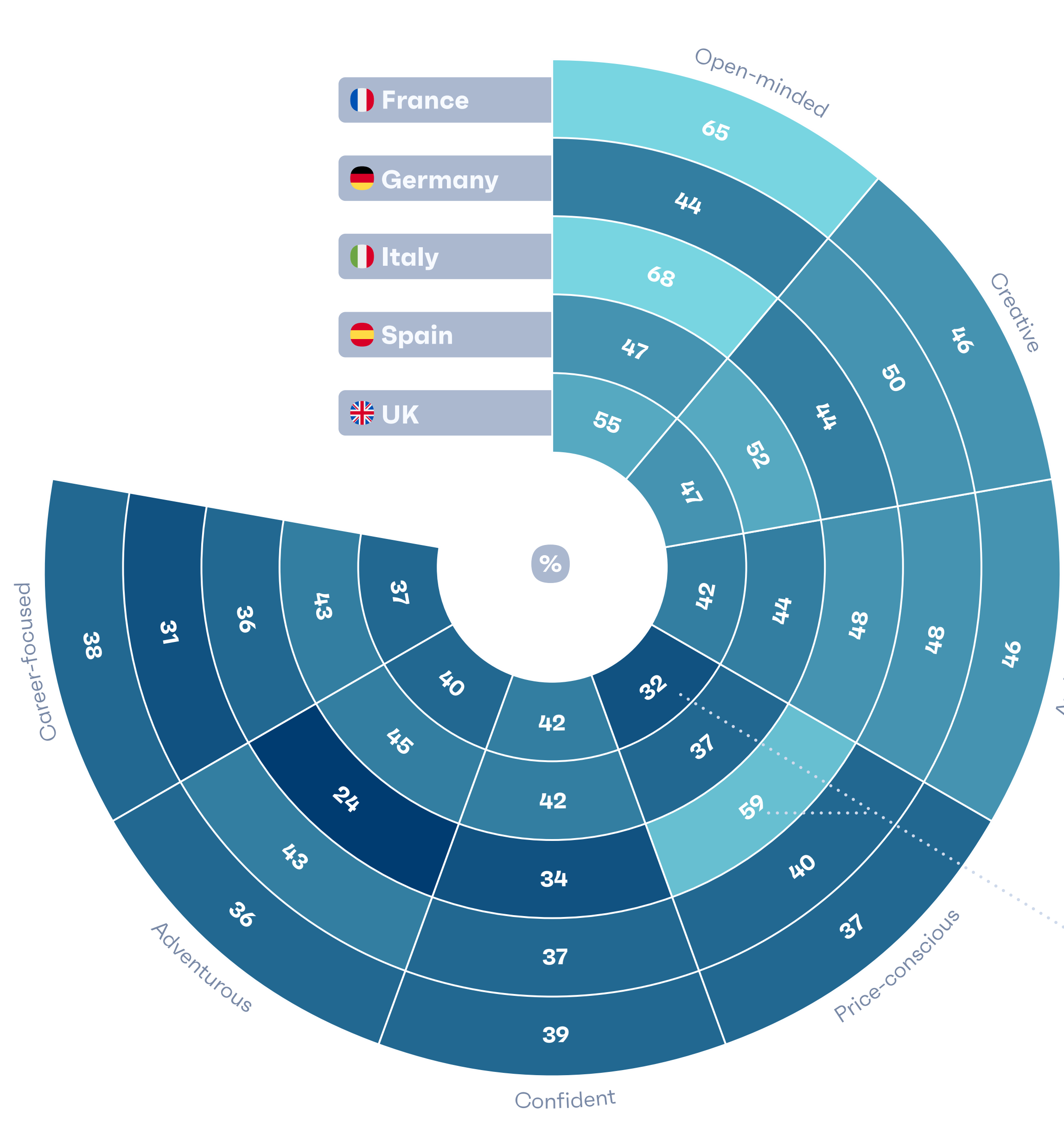
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Character

How do Gen Z's character traits stand out across the EU5?

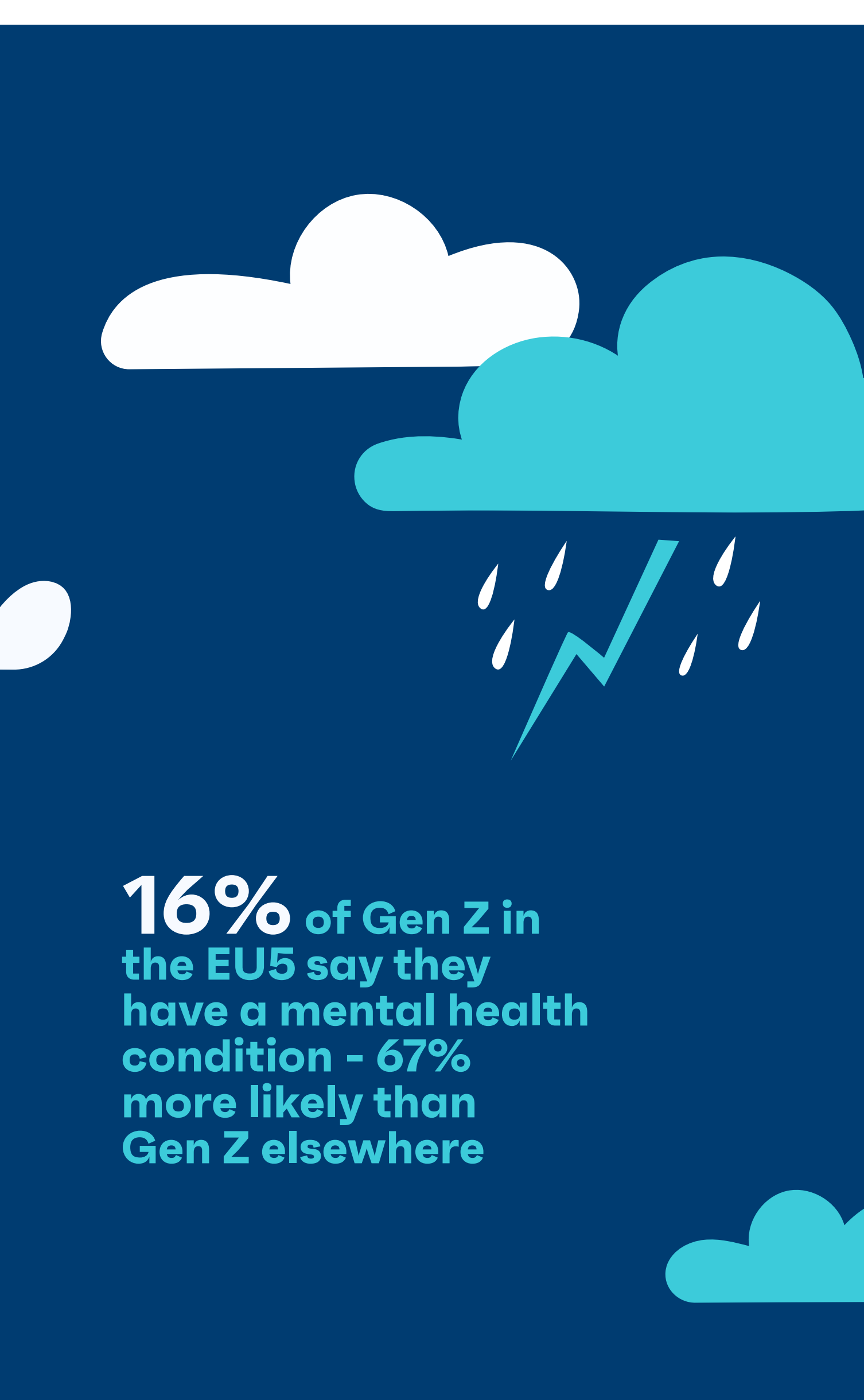
% of Gen Z in the EU5 who describe themselves as the following

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Compared to the region's average, Gen Z are 79% more likely to be career-focused and 71% more likely to be money-driven

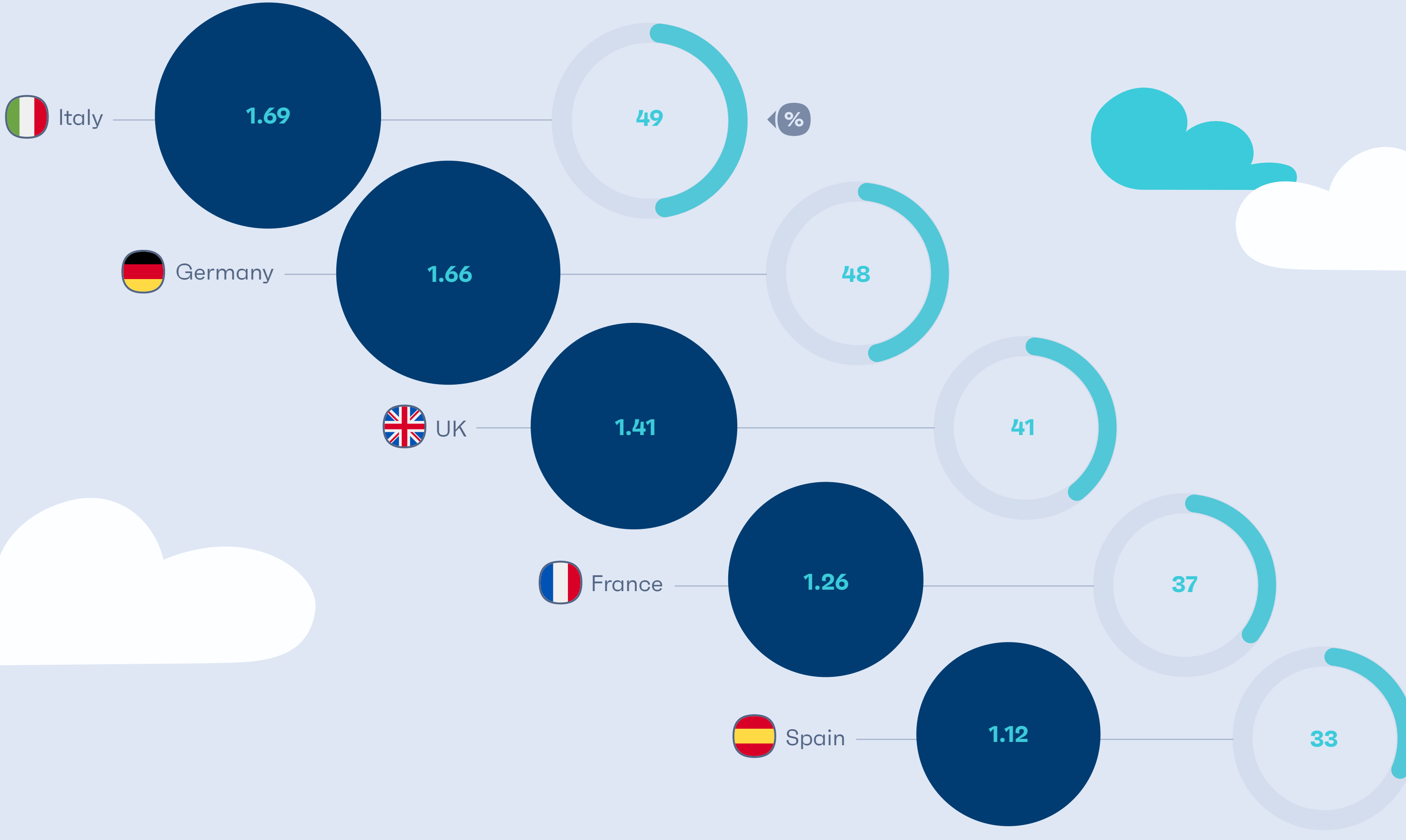
Gen Z in Italy are the most price-conscious, while those in the UK are the least



16% of Gen Z in the EU5 say they have a mental health condition - 67% more likely than Gen Z elsewhere

Anxiety is much higher for EU5 Gen Z

% of Gen Z in the following markets who say they're prone to anxiety, sorted by top over-index against Gen Z globally

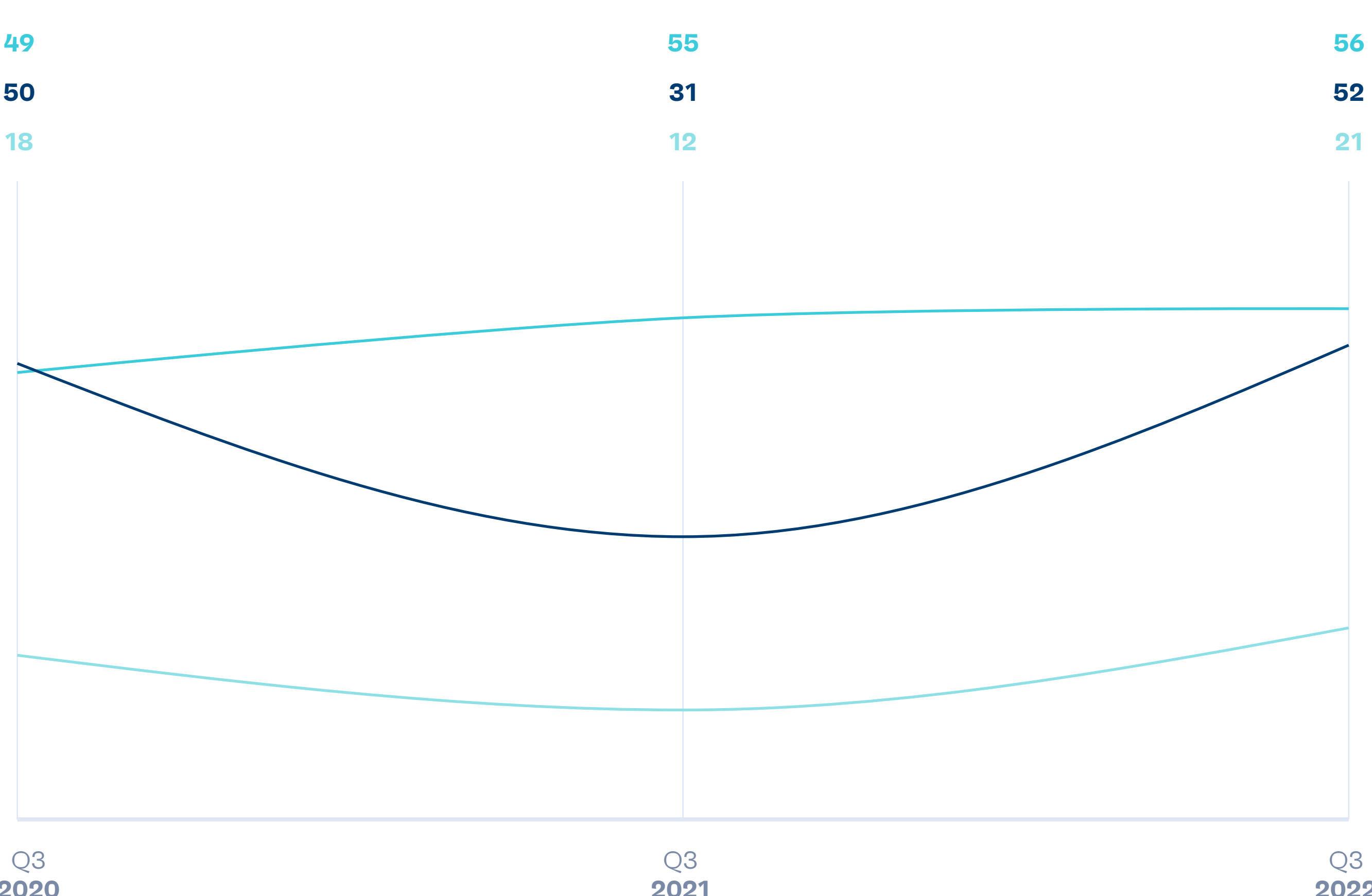


Outlook

EU5 Gen Z are more pessimistic now than at the height of Covid-19

% of Gen Z in the EU5 who said the following will get worse in the next 6 months

Legend: The environment, My country's economy, My personal finances



Interest in environmental issues is down 18% since Q3 2021 for EU5 Gen Z - suggesting crisis fatigue is setting in



Social media

Instagram is their current favorite, but TikTok is coming for the crown

% of EU5 Gen Z social media users who say the following platforms are their favorite

Legend: % change since Q3 2021

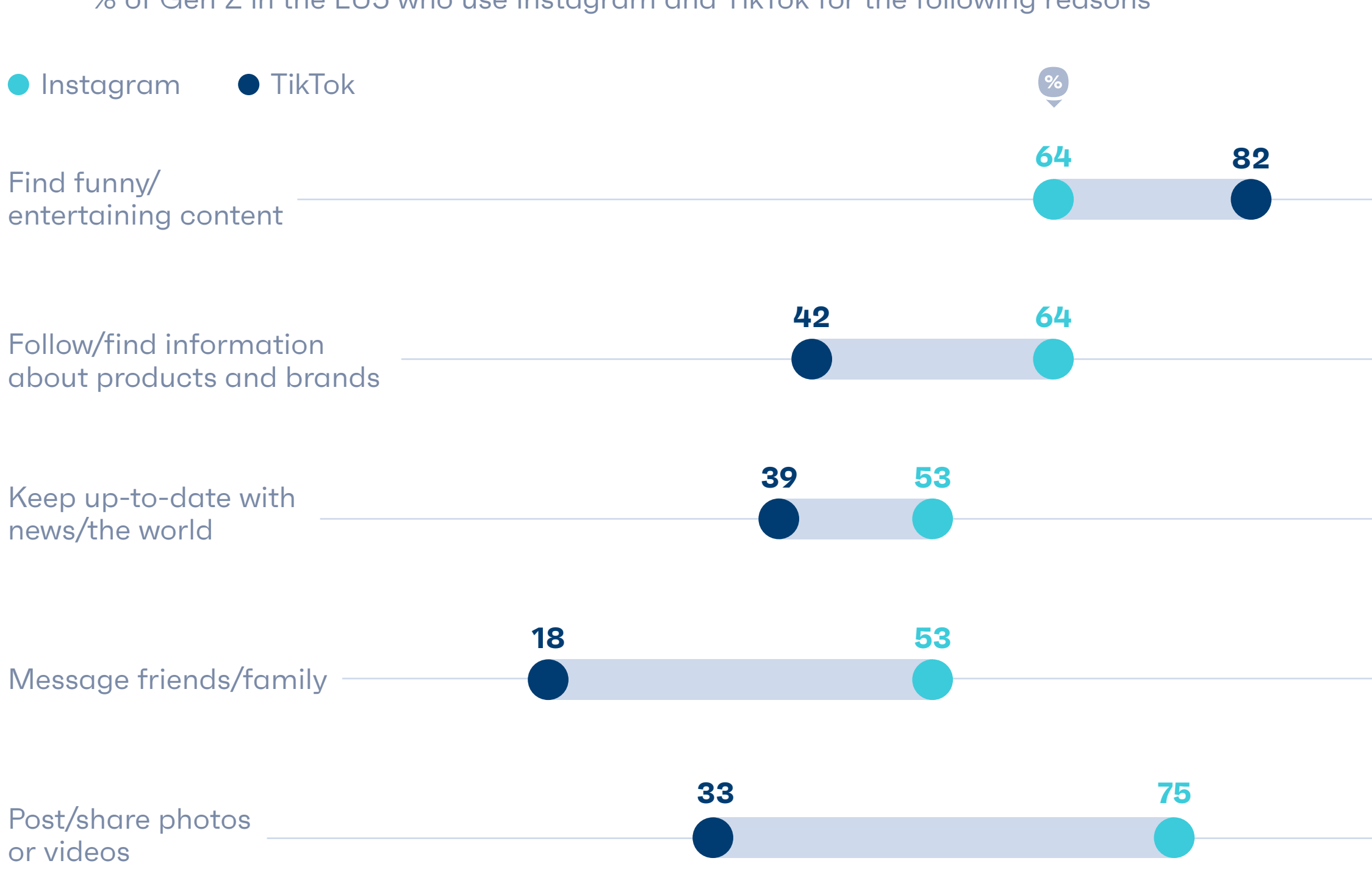


Only TikTok saw an increase in daily use

Close to half of Gen Z social media users from Spain follow influencers or other experts social accounts (49%), compared to 31% for Gen Z in the UK

TikTok dominates content while Instagram keeps them connected

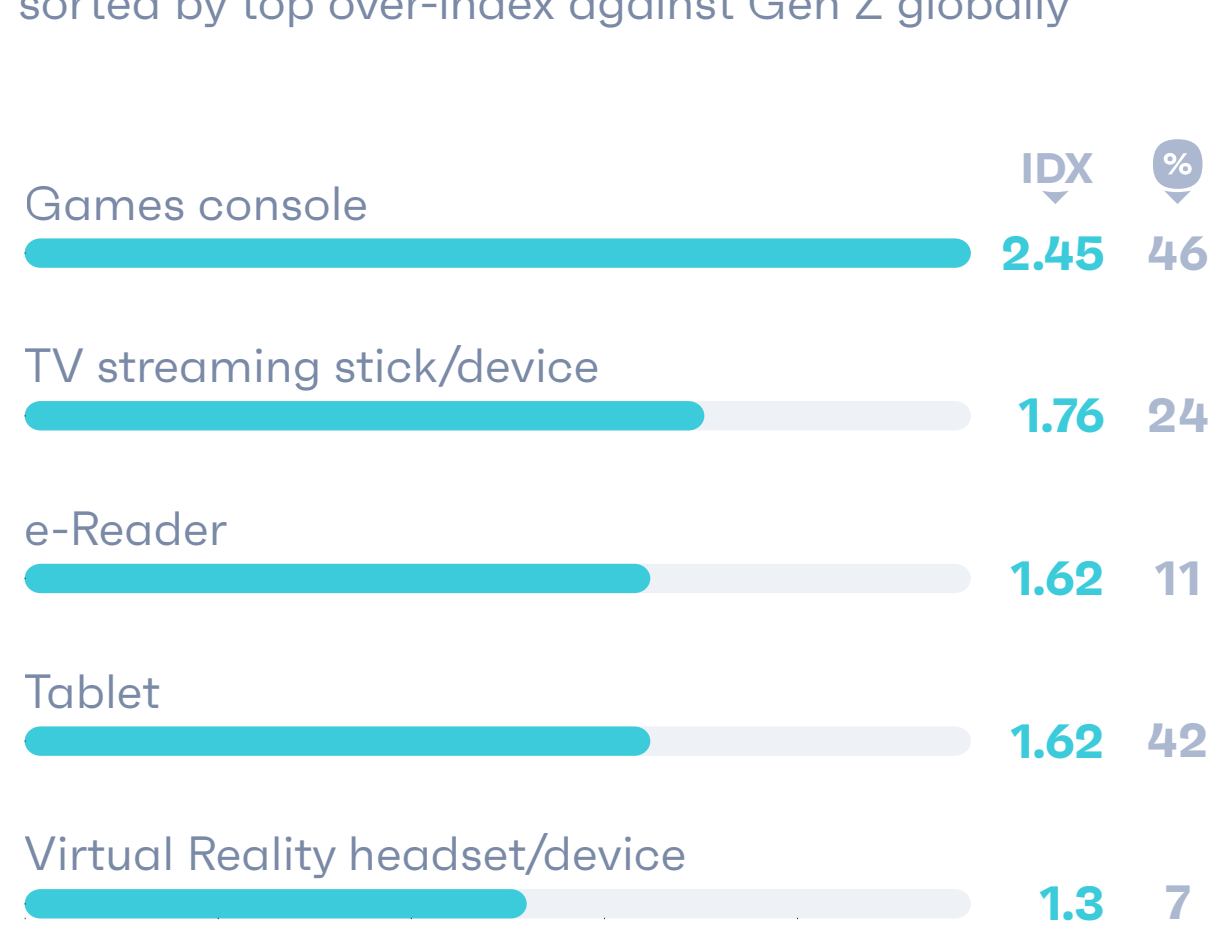
% of Gen Z in the EU5 who use Instagram and TikTok for the following reasons



Technology and devices

They're more likely to own certain devices

% of Gen Z in the EU5 who own the following devices, sorted by top over-index against Gen Z globally



Gaming keeps them connected

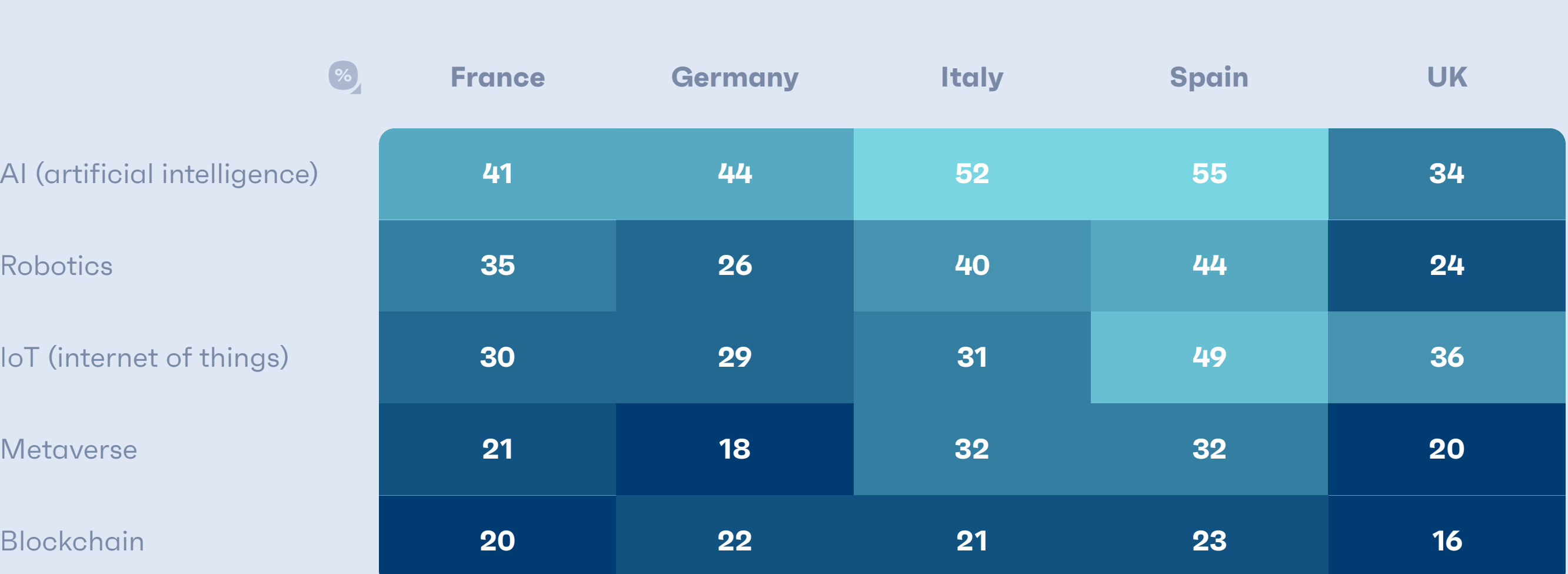
% who say the following are their main reasons for gaming, sorted by top over-index against all gamers in the EU5



Half of Gen Z in France own a gaming console - the most of any EU5 market

Gen Z from Spain are keen to see where new technology will progress

% of Gen Z in the EU5 who are excited about the following emerging technologies



Purchase journey

What sets EU5 Gen Z apart in their purchase journey? (sorted by top over-index)



Methodology: Unless otherwise stated, this infographic uses our Q3 2022 Core research among 9,385 Gen Z internet users aged 16-25 across the EU5 markets, including France, Germany, Italy, Spain and the UK.

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