

THE
FOLLY OF
"MISUNDERSTANDING"
YOUTH



/ respondi



UK *by* **UM**



**BREAKING
DAD**



**PINK
POUND
R.I.P.**



**WOMEN
IN ADS**

MIND THE GAP

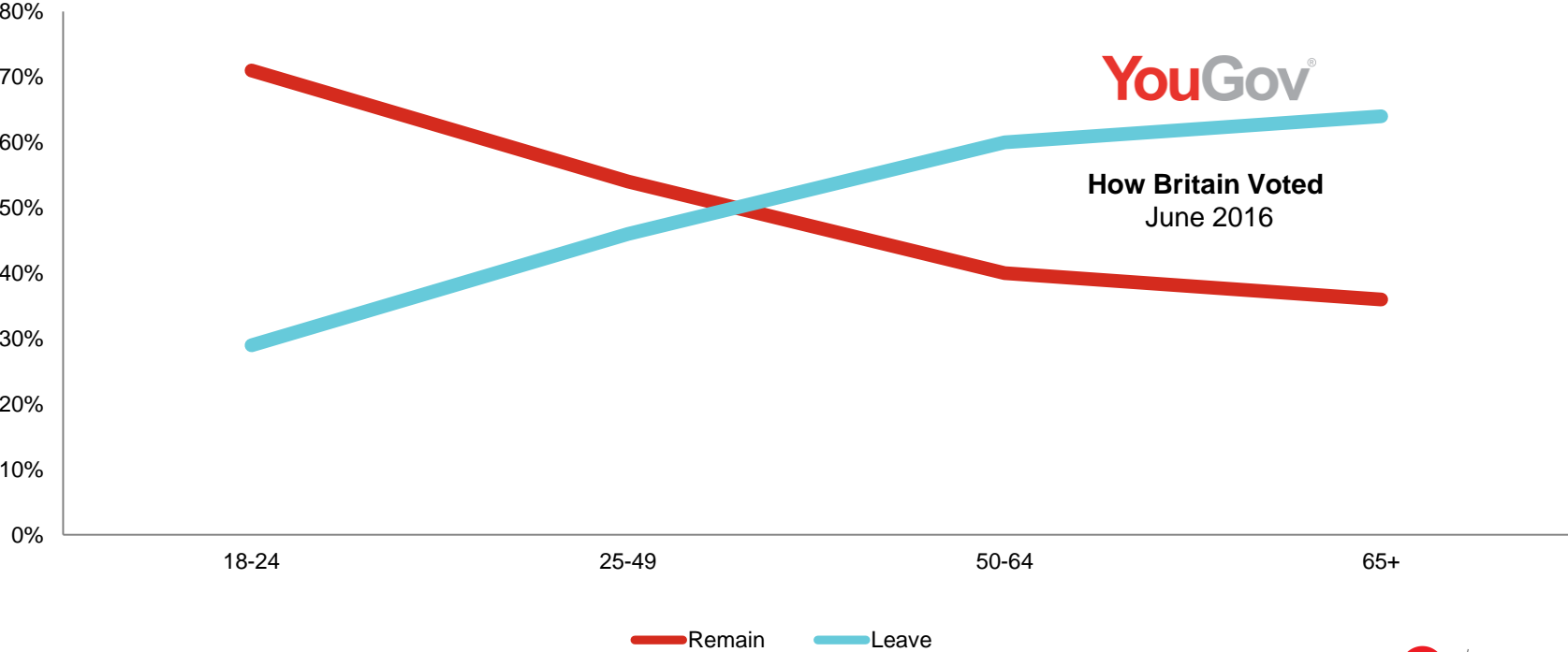




A skateboarder wearing a blue long-sleeved shirt, khaki pants, and a yellow beanie is captured in mid-air, performing a trick on a concrete ramp. The scene is set at a skate park during sunset, with a warm, golden light illuminating the scene. In the background, several other people are visible, some sitting on the ramps and others standing, watching the action. The overall atmosphere is energetic and focused on the sport of skateboarding.

The
GENERATIONAL
gap is real

The generational gap is real



YouGov®

How Britain Voted
June 2016

Remain Leave



Give Millennials £10k EACH by taxing UK pensioners: Think tank proposes SHOCK cash grab

CASINO BONUS 360

Vergleiche.

News > Politics

New maps show staggering po divide between generations in

PATRICK GRAFTON-GREEN | Saturday 8 September 2018 07:44 | 29 comments

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News | Politics

The time to reform Britain and tackle the generational divide is now, not after Brexit

Follow GEORGE FREEMAN CONSERVATIVE MP FOR MID NORFOLK

13 JUNE 2018 - 2:04PM



Save 73



Tom Knowles, Property Correspondent

April 6 2018, 12:01am, The Times

London Economics

Huge generational gap in housing wealth is grow



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Environment > Climate change Wildlife Energy Pollution

Tax and spending

Generational divide: UK split by age over tax rises for public services

Under-45s list climate change, Brexit and technology as bigger priorities than healthcare

Denis Campbell Health policy editor

Sat 8 Sep 2018 00:02 GMT

This article is over 1 month old

Climate change is the biggest area of interest cited by people aged under 45 in a new poll. Photograph: iStockphoto.com

Younger adults are far less keen than older people on raising taxes to fund public

TUC

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'Generational divide' warns TUC

Not designed

Issue date 01 Jun 2018

Good Morning Britain 6:36

DEVELOPING STORY

BREXIT: THE GENERATIONAL DIVIDE

Lib Dem leader gave views on referendum voting in recent article

USA TODAY

NORTH KOREA PROMISES GUAM STRIKE PLAN IN DAYS

Massive generational divide marks 'Brexit' debate

Jane Onyanga-Omara | USA TODAY
Published 6:59 AM EDT Jun 3, 2016

YOU

ARE

HERE



The
METHODOLOGY
overview



**3 focus
groups**

*London, Birmingham
& Manchester*

**Large-scale
survey**

*N = 2,000
respondents*

**Passive
data collection**

*1,000 participants
were metered*

**“Young people
nowadays are
misunderstood.”**




18-24s

71% agree

25+

37% agree



“The world is
a harder place
for the younger
generation than
for past.”

18-24s

68% agree

25+

53% agree

“Young people have to right the wrongs of older generations.”

18-24s

61% agree

25+

30% agree

DEAL OR NO DEAL WE WILL LEAVE EU



BREXIT ULTIMATUM

Brexit means...

UK will quit single market and customs union

Parliament to vote on final deal

Britain will leave without a trade deal



The most

PREVALENT

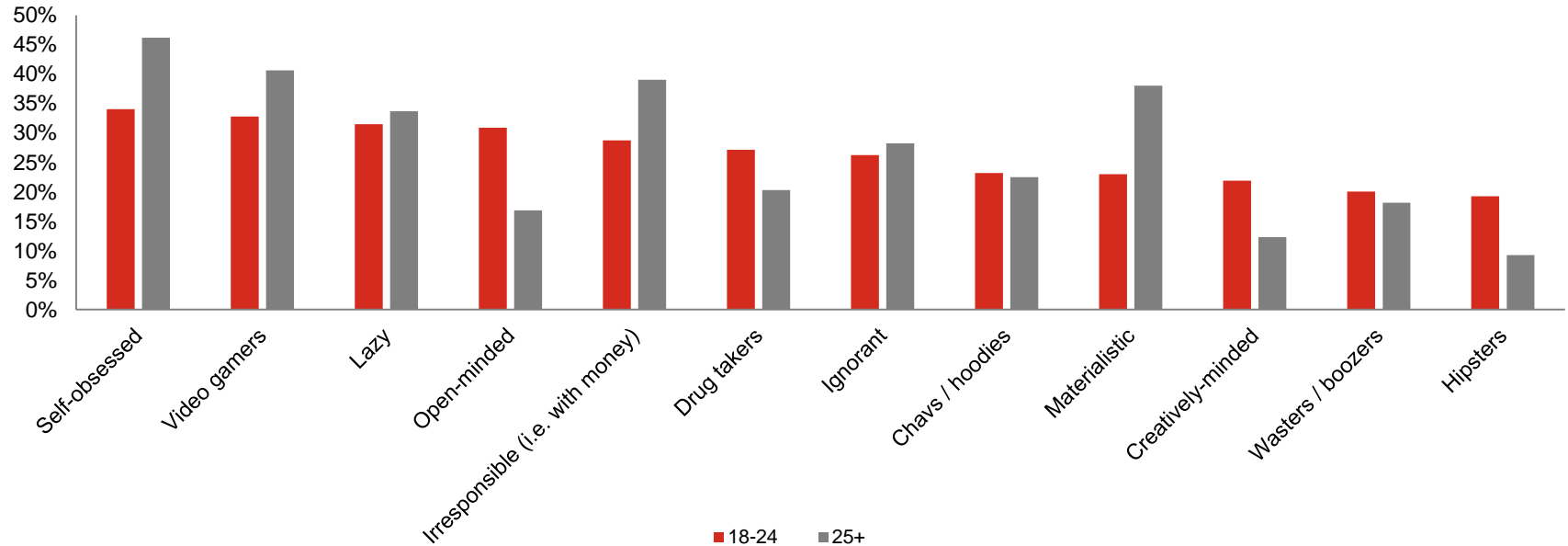
stereotypes are about

VANITY



The most prevalent stereotypes are about vanity

Q. Please think of all the ways in which society tends to think about young people. Select all the stereotypes you recognise.





The most

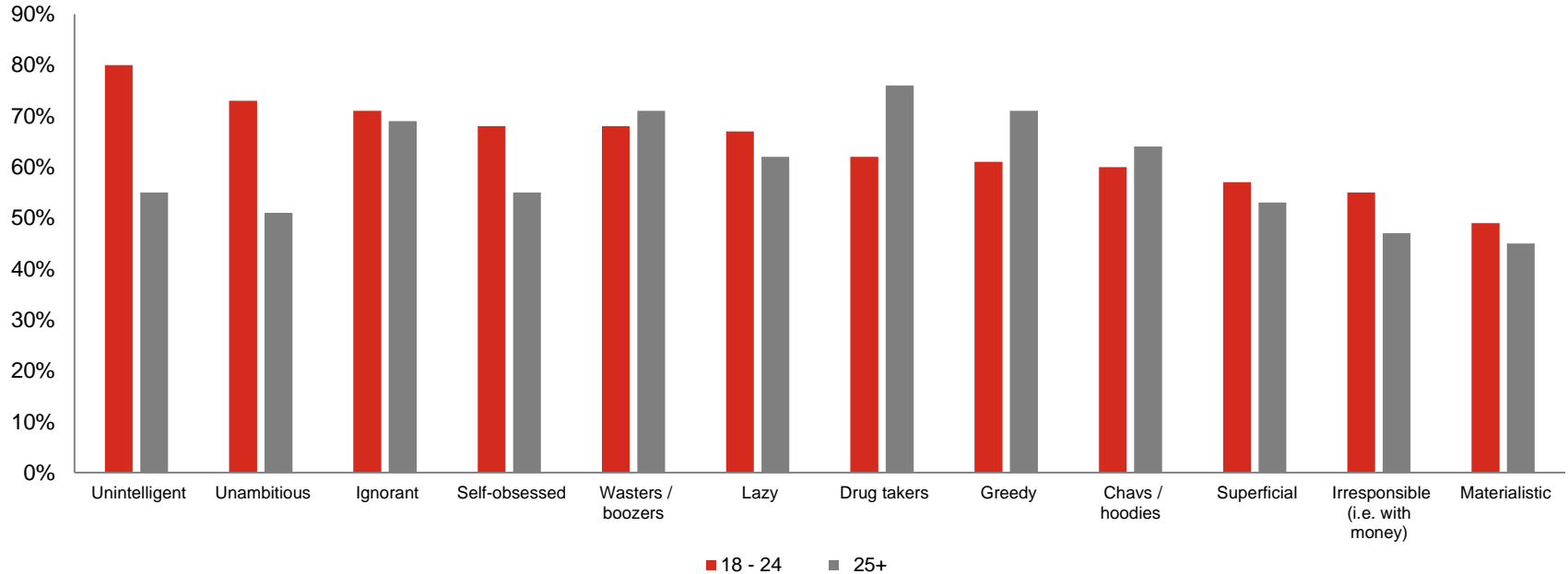
OFFENSIVE

stereotypes are the most

PATRONISING

The most offensive stereotypes are the most patronising

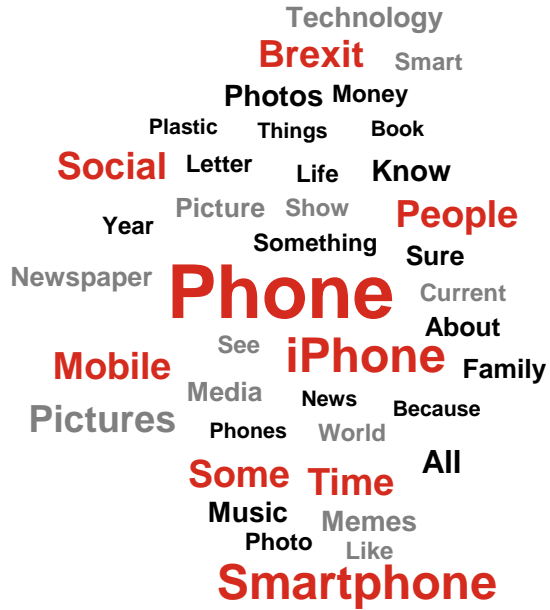
Q. How offensive do you find these stereotypes? (Any 'Offensive' shown)



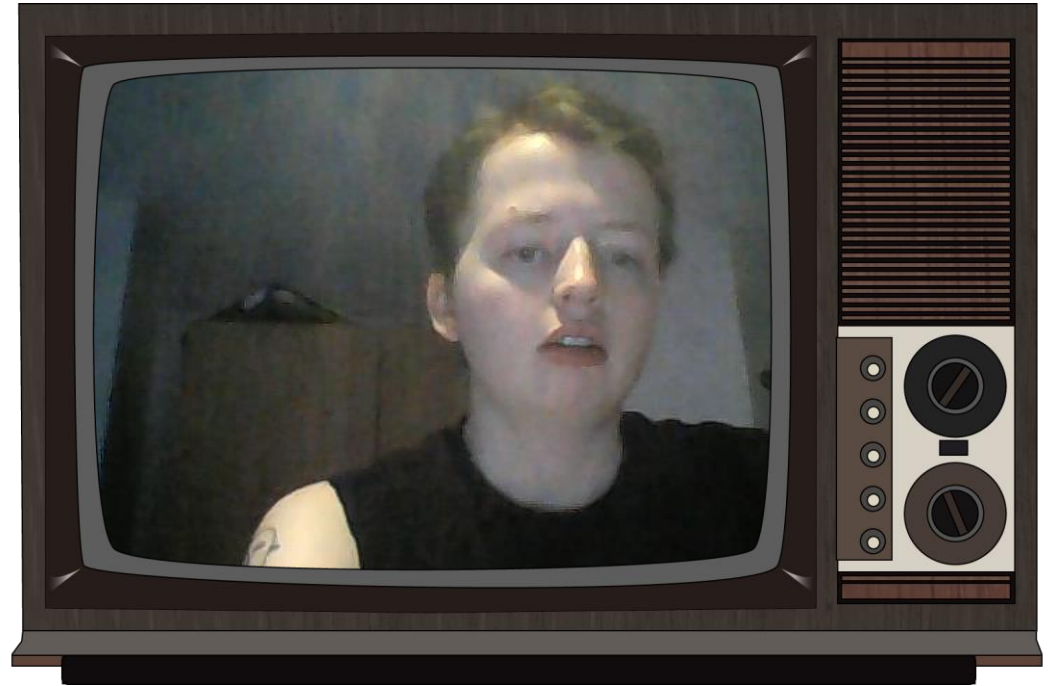
**Please tell
us what item
you'd put into the
time capsule for
people in 500
years' time to
understand
the times we're
living in 2019.**



Q. Please tell us what item you'd put into the time capsule for people in 500 years' time to understand the times we're living in 2019.




Base: 18-24s



Q. Which 3 brands do you think do a good job of representing and speaking to young people in a realistic, authentic and appealing way in their advertising?



A close-up portrait of Oprah Winfrey with her signature curly hair, smiling warmly. Her hand is resting under her chin. The background is a soft, neutral tone. A red diagonal graphic element is present in the top right and bottom left corners.

”Living your
BEST LIFE
is the most
IMPORTANT
journey in life.”

Oprah Winfrey



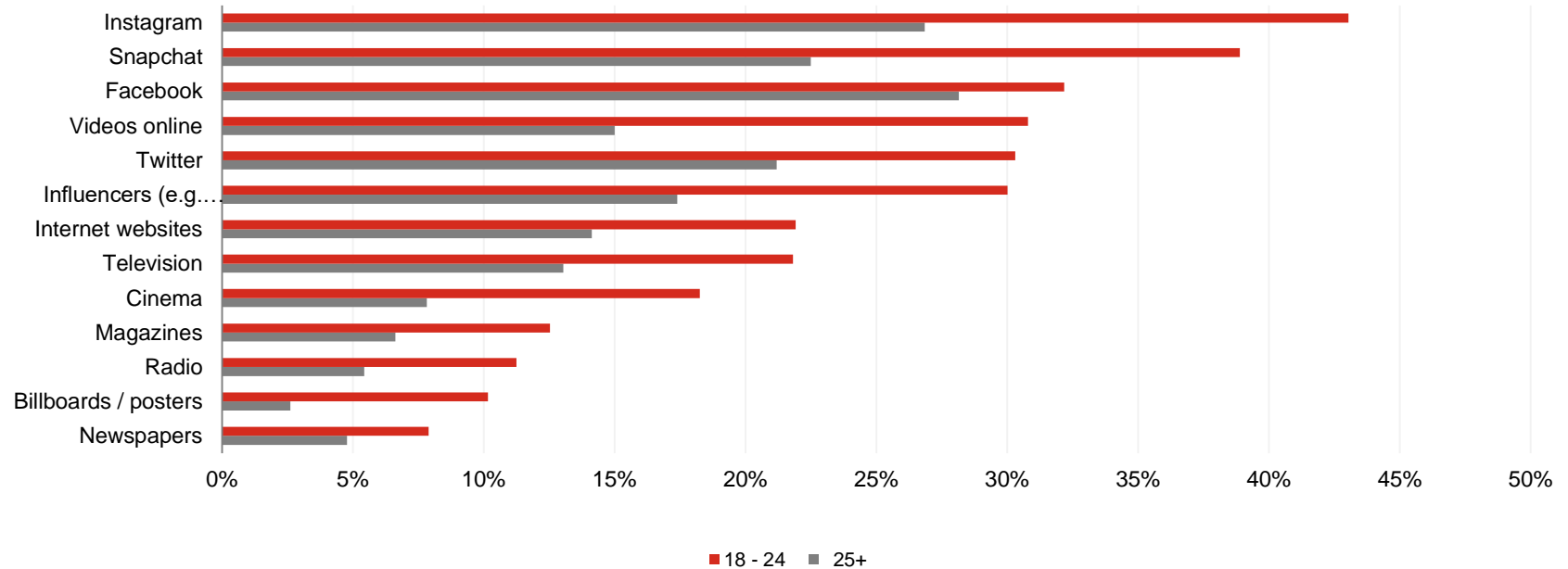
Social media

RESONATES

best

Social media resonate best

Q. Which of these media do you think represent young people in an authentic way?





The worry wheel
evidences the

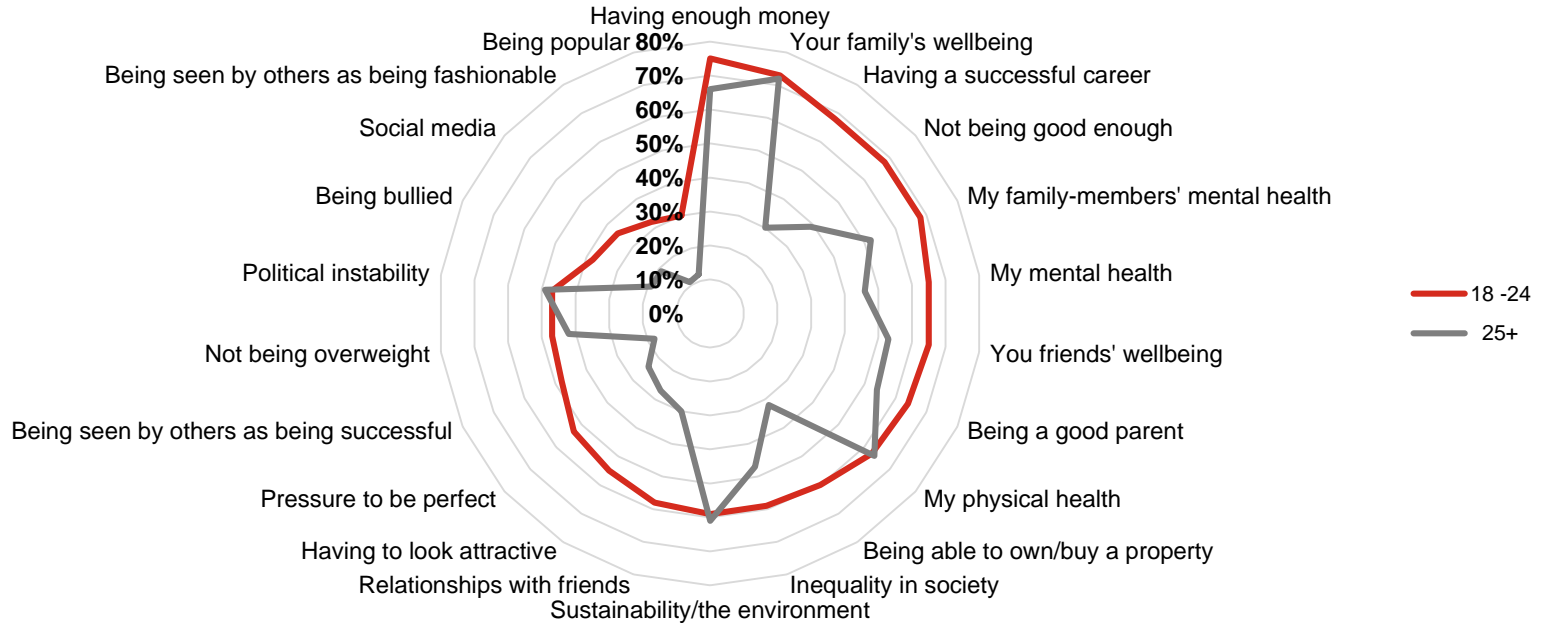
EXTENT

of

STRUGGLES

The worry wheel evidences the extent of struggles

Q. Please tell us which aspects of your life you worry about.



A group of young people are sitting on a ledge, with the camera focusing on their lower legs and feet. They are wearing various styles of jeans, including black leggings, dark jeans, and light blue denim with significant rips and tears. Their footwear includes white high-top sneakers, dark grey sneakers, and brown sandals. The background is slightly blurred, showing an outdoor setting with a building and some greenery. A red and yellow graphic element is visible in the bottom left corner.

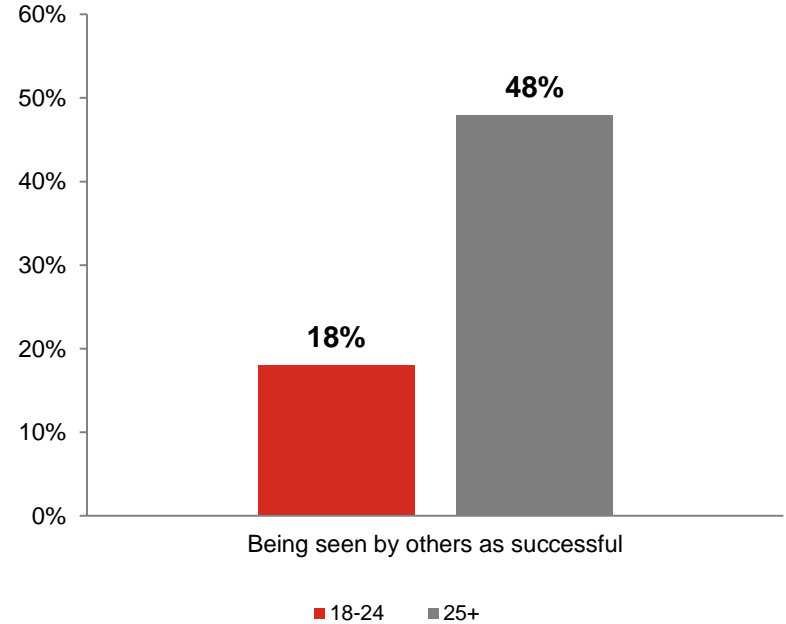
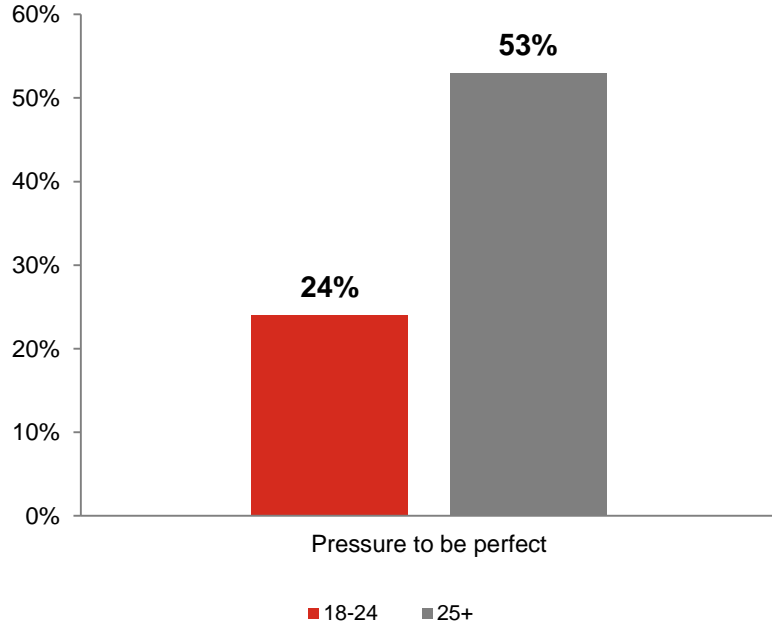
Perceptions exert

PRESSURE

on 18-24s

Perceptions exert pressure on 16-24s

Q. Please tell us which aspects of your life you worry about.



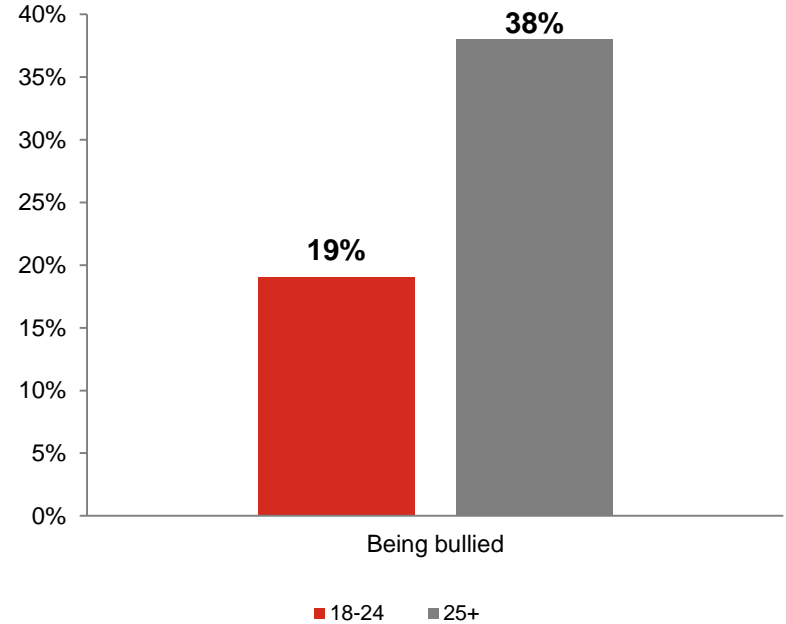
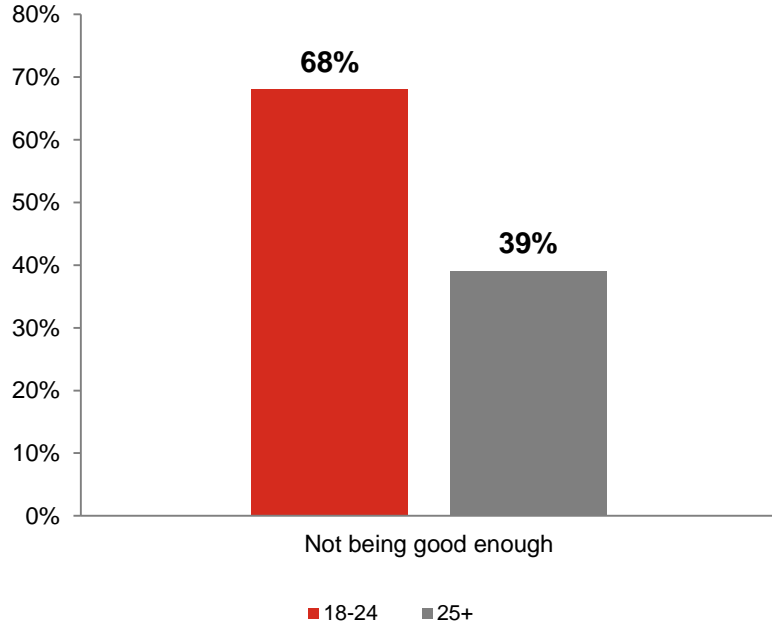
There is an


**UGLY SIDE
TO THIS...**



There is an ugly side to this...

Q. Please tell us which aspects of your life you worry about.



A close-up photograph of a person's hands holding a smartphone. The person is wearing a white patterned shirt. The background is blurred, showing what appears to be a car interior. The image has a dark overlay on the left and bottom edges, with a red and blue geometric shape in the top-left corner. Text and a quote are overlaid on the image.

18-24s

75% agree

25+

63% agree

“In the digital age, young people are under a lot of psychological pressure.”

The main differentiating
behaviours are driven by

TECHNOLOGY

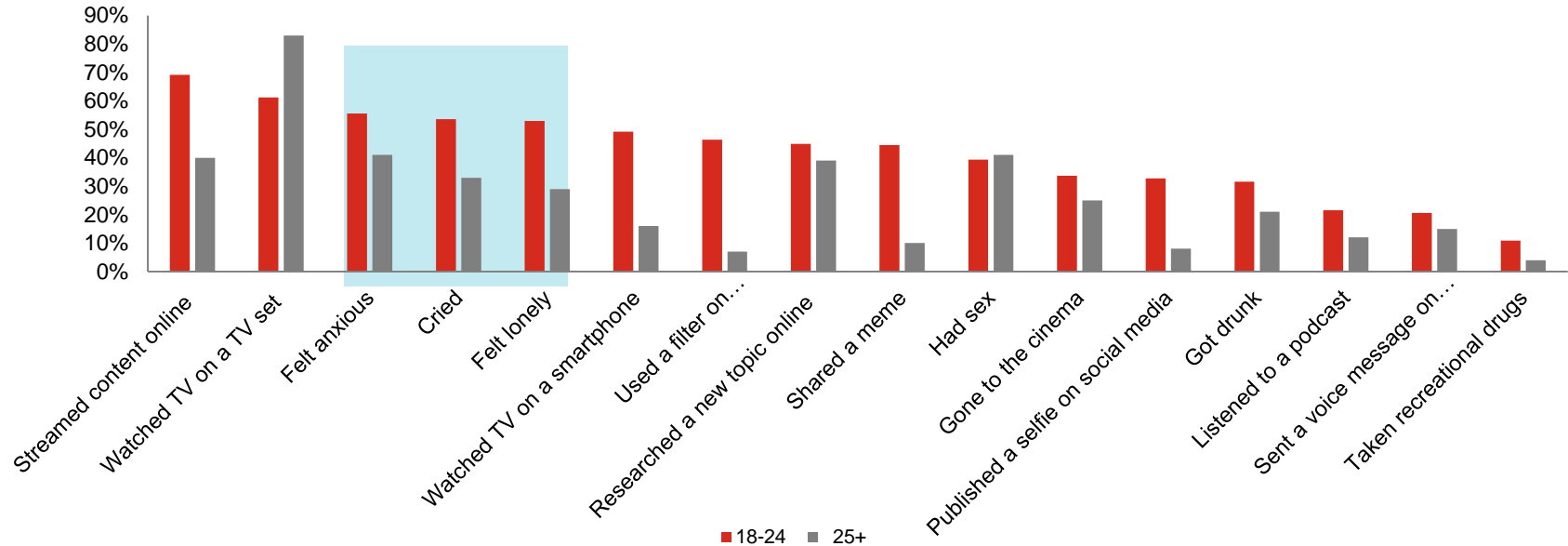
and/or


WORRY



The main differentiating behaviours are driven by technology and/or worry

Q. Which of these have you done in the last 30 days?



A skateboarder with tattoos is captured mid-air, performing a trick on a city street. The skateboarder is wearing a black t-shirt, black shorts, and black sneakers with white laces. The skateboard is positioned below the skateboarder's feet, showing its wooden deck with a black and orange stripe. The background is a blurred city street with buildings and parked cars. The overall scene is dynamic and energetic.

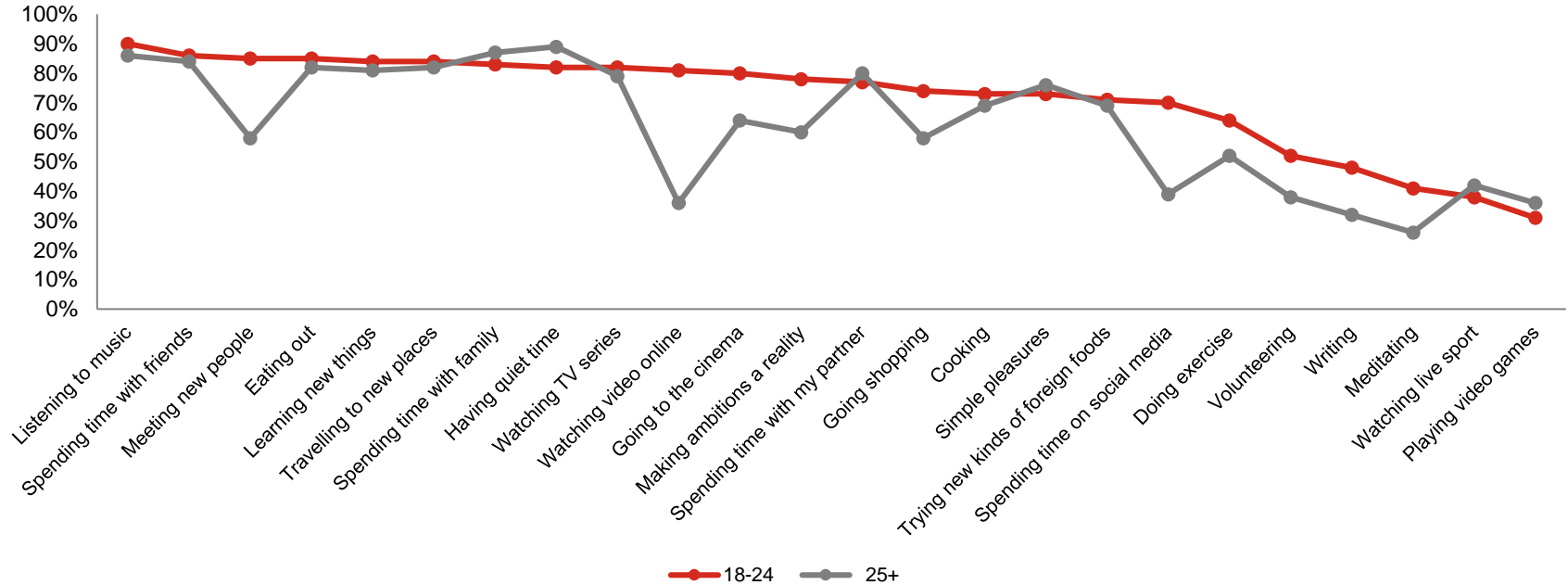
18-24s

are likelier to be

**OPEN TO
NEW THINGS**

18-24s are likelier to be open to new things

Q. Please tell us how much you enjoy these activities.













18-24s

are defined by

**DIFFERENT
ATTRIBUTES**

18-24s are defined by different attributes

Q. Please think about your identity and the things that make you, you.

Please think about your identity and the things that make you, you	18 - 24	25+
Your family	 53%	68%
Your friends	 49%	43%
What you do in your free time	48%	52%
The music you listen to	 46%	39%
How you look (e.g. physical attributes, dress, etc.)	 43%	33%
Your age	40%	44%
Earning your own money	39%	38%
Where you live (city or region)	34%	35%
Your academic qualifications	 32%	22%
The food you eat	 32%	17%
Family heritage (e.g. knowing where you came from)	 29%	36%
Your social media accounts	 23%	7%

Generation

WHY



Live
Peep Shows

18-24s

spent half the
time watching porn,
compared to those 35+

18-24s

were half as likely to visit
gambling websites

(26% vs 44% of 35+)





53%

of 18-24s visited
Wikipedia in the last month

— vs —

40%

of 35+



18-24s

are less
interested in tabloids



29%

of the young
visit tabloid websites

— vs —

39%

for 35+



And those young people who *do*,
are less interested in them, as
they spend five times less time
on tabloids websites than 35+s

(927s vs 4505s)

Conclusion

1

XXXX

2

XXXX

3

XXXX

Generation

WHY

BOTHER

