

SPIRITUALISTS



Stress Management



8

Financial Health



6

Happiness



7

Charity Support



8

Native To: Co-Star, TikTok, Depop

Origins: Polycrisis-driven coping mentality

Likes: Crystals, Astrology, Tarot Cards, Manifesting

Charity: Nature, animals, conservation. eg. The Woodland Trust and Celia Hammond

Fact File: These Gen Z spiritualists are connecting with alternative practices to cope with permacrisis; their version of a modern religion. Spiritualists experiment with witchcraft, crystals, astrology, lunar cycles, auras and energy to manifest their goals.

SENSIBLES



Stress Management		_____	_____	_____	_____	_____	3
Financial Health		_____	_____	_____		_____	9
Happiness		_____	_____		_____	_____	6
Charity Support		_____	_____	_____		_____	8

Native To: Instagram or Offline

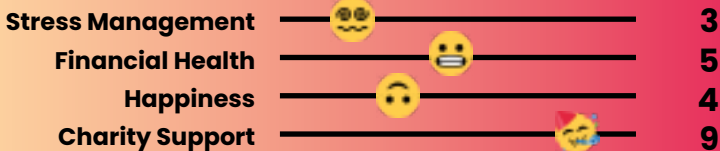
Origins: The 2008 financial crisis, permacrisis, the cost of living crisis, the mental health crisis...

Likes: Low-ABV drinks and savings accounts

Charity: Health-related causes, eg. Cancer Research UK, and international development, eg. Unicef

Fact File: These responsible Gen-Zers don't smoke, drink, have sex, or take drugs. They're more cautious with money, and prefer movie night to a rave.

ACTIVISTS



Native To: Twitter and Instagram

Origins: Climate change, increased interconnectivity

Likes: Vegan food, Instagram infographics, ethical retail.

Charity: Climate-focussed, social justice, eg. XR, Amnesty, WaterAid

Fact File: This segment of Gen Z feels like their concerns aren't being heard - so they're taking matters into their own hands. Expect strong social values and a heavy focus on sustainability and inclusion.

GAMERS



Stress Management



7

Financial Health



4

Happiness



6

Charity Support



4

Native To: Reddit and YouTube

Origins: Digital nativity, the birth of streaming, online multiplayer games

Likes: Twitch, Discord, Roblox, Minecraft, Steam

Charity: Community-focused, mental health causes, eg. British Red Cross, Calm and Crisis.

Fact File: These Gen Z gamers are looking for community and connection online, and are finding a new route to self care and mental health support in the process.

HUSTLERS



Native To: LinkedIn and TikTok

Origins: Cost of living crisis, grind culture, economic instability

Likes: Crypto, passive income, passion projects

Charity: Creating more opportunities in society, eg. Prince's Trust

Fact File: Gen Z Hustlers are the evolution of millennial grind culture - they have second jobs, not because they need the extra cash, but because they want to build their skills and diversify their resume.

HYPEBEASTS



Stress Management



8

Financial Health



3

Happiness



8

Charity Support



3

Native To: Instagram, Snapchat, StockX

Origins: Luxury-boom, increasing need for status as belonging

Likes: Prime Drink, Stussy, Nike, Swatch x Omega

Charity: Influencer-driven, eg. The Merky Foundation, or community-focussed, eg. Lives Not Knives

Fact File: This subset of Gen Z is driven by a need for belonging - and they're finding it through status and fan communities.

BARBIE-CORES



Stress Management



9

Financial Health



4

Happiness



8

Charity Support



8

Native To: TikTok

Origins: Reclaiming hyper-femininity





Likes: Hyperfemininity, pink, Greta Gerwig's Barbie adaptation, Ice Spice

Charity: Gender and sexuality-empowerment focussed, eg. Pregnant Then Screwed or Mermaids

Fact File: Unlike most TikTok fads, barbie-core has transcended the trend cycle and become a movement for reclaiming hyperfemininity. Whether that's as a cis-woman or not.

OVERWHELMED



Stress Management		_____	3
Financial Health		_____	4
Happiness		_____	2
Charity Support		_____	3

Native To: Doomscrolling on all platforms

Origins: Permacrisis and financial anxiety

Likes: Pharmaceutical escape, UberEats, Netflix

Charity: Mental health causes, eg. Samaritans and Mind

Fact File: With all of the ongoing subsequent crises, it's not surprising that this subset of Gen Z feels overwhelmed by everything that's happening in the world. These Gen Zs are struggling with their mental health and feeling increasingly apathetic.

CONSPIRACISTS



Native To: Reddit, YouTube, TikTok

Origins: Broken trust in established systems, algorithmic echo chambers

Likes: Libertarianism, anti-establishment groups and alternative news sources

Charity: Don't give to established charities

Fact File: These Gen Z conspiracy theorists have lost all trust in the system as it is and are turning to alternative news sources for information instead. They're difficult to reach, but still crave belonging.