

Say hello to ...

# GenZ

Your e-guide for reaching Gen Z's  
in an ID-free world



**nmo**  
INTERACTIVE

Reaching Gen Z's in an unaddressable market, and where they as an audience are increasingly savvy about their privacy rights, can seem daunting.

From our wealth of data, we've pulled together this guide to give you a deep understanding of who they are and the best ways to reach them in a way that does not compromise their privacy rights, and that eliminates bias in digital advertising.

## You'll discover:

- Top Gen Z audiences trends underpinning their mindset and behaviour
- Top tips to consider in your digital media planning
- How to activate the Gen Z intent persona segment with ease across the DSP of your choice
- Steps to build your own bespoke Gen Z segment for your brand

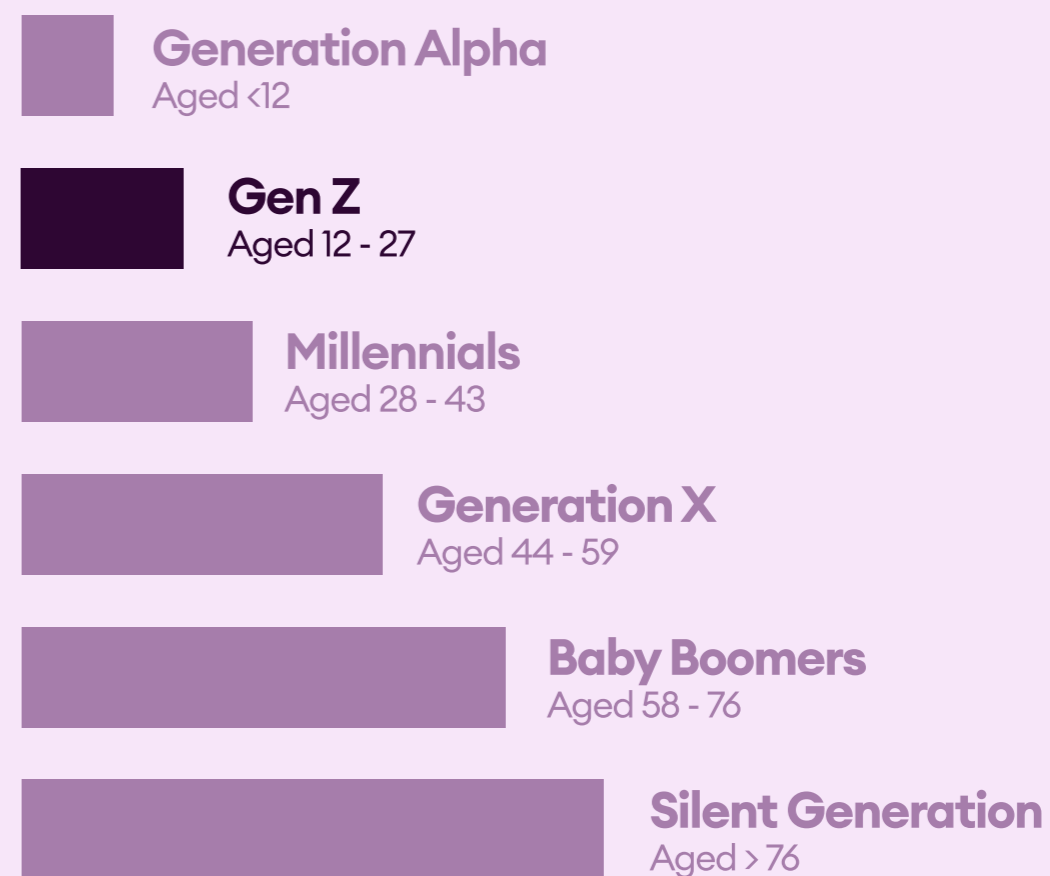


# What makes Gen Z tick?

## Gen Z account for 20% of the UK population

They are boldly forging their path into adulthood, embracing digital tools as they define their identities. Brands and advertisers now have a unique opportunity to engage with them on their journey of self-discovery.

### The Generations



**20%**

of the UK population is GenZ

UK, Census 2021

**33%**

rank TikTok as their no.1 social app

Nano Interactive Panel, 2024

**40%**

watch video content multiple times a day

Nano Interactive Panel, 2024

**46%**

of Gen Z aged 18+ still live with parents

UK, Census 2022

**41%**

hope to buy a car in 2-3 years

Nano Interactive Panel, 2024

**71%**

of Gen Z plan to have children

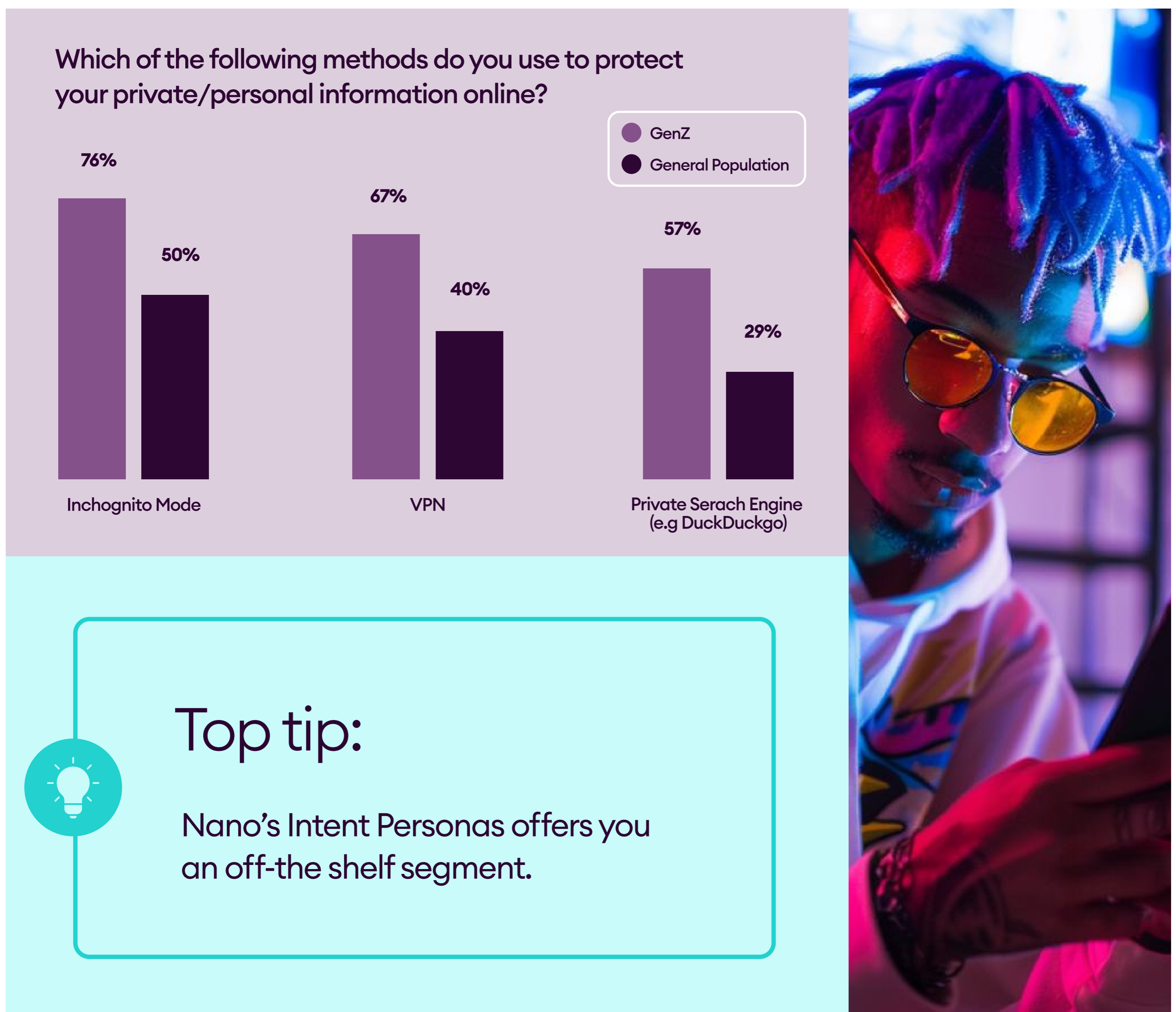
Nano Interactive Panel, 2024

# Why privacy matters

## to Gen Z

Nano's own consumer research, Tipping Point, revealed that, even before Chrome cookie phase-out began, **70%** of the UK population was hiding their data from profiling and people based targeting. And this on a weekly basis or even more often. Whether this is via VPNs, incognito mode or simply opting out, the research showed that Gen Z was even more active in masking than the population at large.

Looking at Nano's own consumer research, there is a simple answer: the same trends apply as in other age groups, only more so.

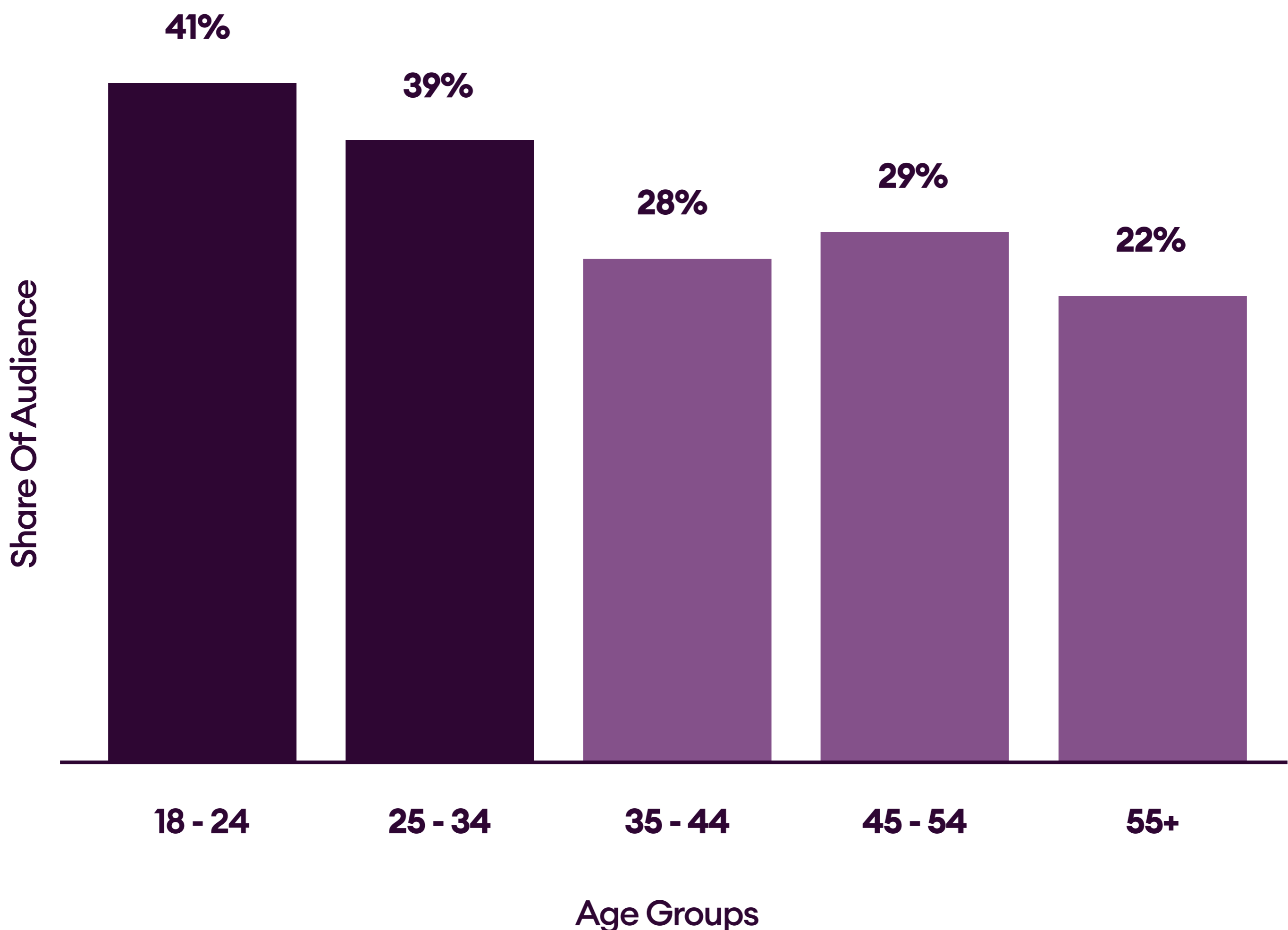




## The ‘masking’ trend is also indicative of a market facing opposition to its approaches that goes well beyond the cookie.

Delving further into this trend, a second report, ‘Behind the Mask’ found that consumers hiding their data was especially pronounced on **mobile phones** – once again, a factor buyers may want to consider when trying to reach this age group.

People who use private browsing or incognito mode



# The financial feels

**57%**

of Gen Z say cost-of-living has had an impact on their finances

Nano Interactive Panel

Unsurprisingly, Gen Z are feeling the pinch, with 57% of those surveyed stating that cost-of-living (CoL) has had an impact on their finances and another 27% saying it has begun to severely affect their quality of life.

It's no surprise Gen Z have been dealt a bad hand when it comes to their finances, growing up in the height of a recession in 2008, only to experience yet another recession as they venture into adulthood.

63% blame financial concerns on increased costs of everyday items and services, such as travel and groceries. 43% also blame financial concerns on rising living expenses including utility bills, as the nation saw their energy bills skyrocket in 2023.



**“CoL has affected me as I’ve just started my career. I knew I wouldn’t be able to afford luxury [immediately] but what I did not expect was that my whole salary will be used up for my basic needs.”**

25, Female, Sheffield  
[ImaGen Insights](#)



## Top tip:

As Gen Z grapples with their finances, brands should focus their efforts on supporting them through this difficult financial time, by pushing loyalty apps/cards, membership discounts, value for money and other promotions.

# Gen Z make money work for them

- whatever that looks like

Over half of our female Gen Z respondents say they are managing CoL by opting for cheaper alternatives (65%) or Buy Now, Pay Later schemes like Klarna (19%), while male Gen Z respondents pursue better employment options (16%) or take out loans (8%).

While some Gen Z's seek financial advice on TikTok and Instagram, others embrace their 'beverage girly' alter egos, sharing budget goals and homemade 'girly drinks' as a performative coping mechanism for the challenges of adulthood.

According to LIBF's 2021 report, 67% of Gen Z worry about money and their long-term financial stability, turning to social media, notably TikTok, for support and guidance. The rise of 'finfluencers' on TikTok has been notable since the pandemic, with 83% of Gen Z investors citing it as a factor in their investment decisions.

Dubbed the 'treat treadmill', this trend reflects Gen Z's romanticisation of everyday life and use of self-care methods to alleviate stress.



## Top tip:

Brands should leverage Gen Z's desire to romanticise the everyday by showing the novelty and joy in small moments their brand/service offers. It's a win for anything tied to self care and wellness.

## How are you managing the cost of living?



I buy cheaper alternatives

47%

60%

I have made significant lifestyle changes

33%

37%

I am borrowing money from family/friends

20%

26%

I rely on Buy Now, Pay Later schemes such as Klarna

16%

15%

I'm using my credit card more

16%

18%

I am pursuing a promotion or better paid role

10%

19%

Source: Nano Interactive Panel (N=1,004), The London Institute of Banking and Finance [LIBF], TikTok for Business



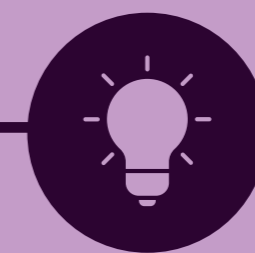
## Money

# Home ownership is high priority but far from attainable

As the recession causes Gen Z to be more thoughtful with their money, the dreams of owning a home are dying out amongst this generation.

**Our research shows 31% of Gen Z still hope to one day own a home, however only 14% consider this achievable in the next 2-3 years. On average, 50% of young Gen Z's currently aged 18-22 feel owning a home in the next few years is unlikely, driven by the tough economic climate.**

Comparatively, 40% of those aged 25 and above, who perhaps are more established in their careers and saved considerably during the pandemic, feel owning a home in the next 2-3 years is achievable.



## Top tip:

Finance and Banking related brands should bring to light the challenging financial climate, and the ways in which they are making home ownership a reality for some Gen Z customers.



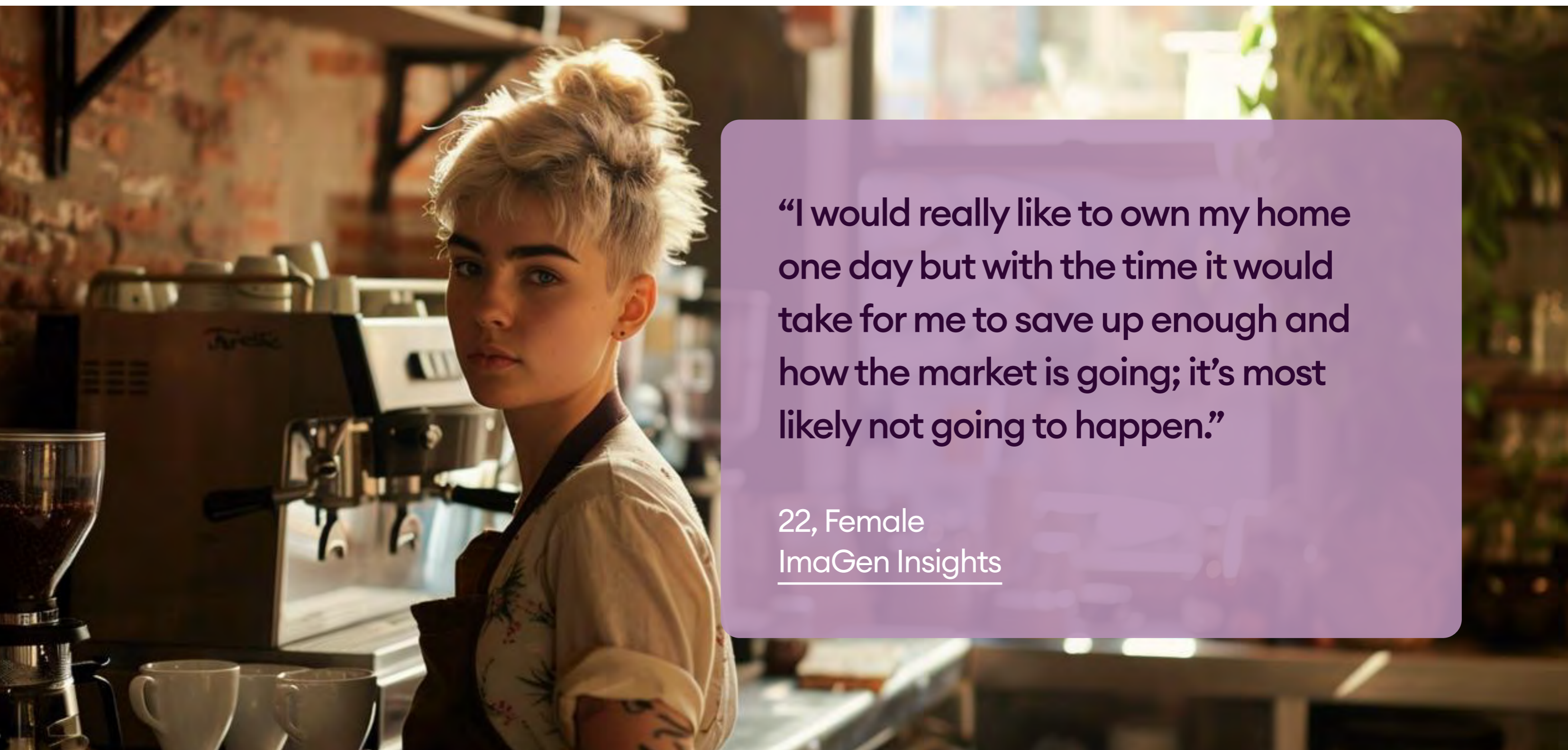
# Female Gen Z's

## want a foot on the property ladder

Whilst home ownership may be a challenging goal for Gen Z's, its significance and attainability also seem to vary by gender.

Our latest research asked Gen Z how they felt about owning a home and being able to afford one. It's clear the desire to own property increases as they grow older. However, female Gen Z often feel stronger about owning a home from the age of 18 all the way through to age 27, yet also feel this is largely unaffordable for them.

Comparatively, male Gen Z also wish to own property, yet do not feel the financial implications as strongly as their female counterparts.



“I would really like to own my home one day but with the time it would take for me to save up enough and how the market is going; it's most likely not going to happen.”

22, Female  
[ImaGen Insights](#)



### Top tip:

Messaging around home ownership challenges should look to incorporate different buyer profiles e.g. young couples, single women/men, married couples etc.

# Gen Z's want to start a family on their own terms

71%

of Gen Z say they plan to have children in the future

Nano Interactive Panel

Whilst dreams of owning property may not be on the cards for Gen Z, starting a family is. Over half of Gen Z anticipate they'll have children further down the line.

Of the remaining 29% who have chosen not to have children or have yet to decide, 75% say this is largely driven by financial and future uncertainty.

Beyond external macro factors like the economy, reasons for not wanting to have children vary among Gen Z. 42% are foregoing the idea of starting a family as they wish to maintain their current lifestyle, especially among those aged between 20 to 27.

A third also say the thought of having children does not appeal to them at all, with one respondent saying "I hate the idea of something growing inside of me. Children are icky" and another saying, "[children] are annoying".

Despite feeling strongly about not wanting children, our data shows that of those who do not want to compromise on their lifestyle or say having children is unappealing, many soon change their minds as they get older.



# 50% of Gen Z's value wellbeing over their careers

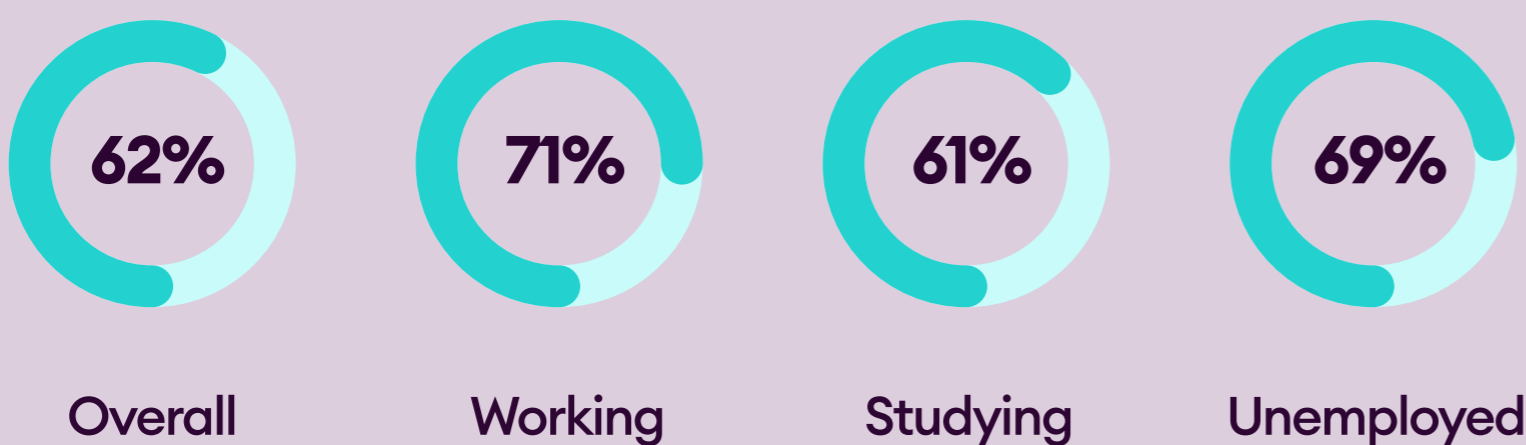
In 2022, only 4.3M of the UK workforce belonged to Gen Z, compared to 12.2M millennials and 11.4M Gen X as reported by Statista. The pandemic will have not only impacted those that were in education at the time, but delayed, if not stunted, the careers of those seeking internships, work experience and entry-level roles. With a rocky start to their adult lives, Gen Z are exploring other ways of making money and what they truly want from their careers.

When speaking with respondents, our survey revealed, on average, 66%, whether in employment, studying or unemployed, say they value their personal life and would put it ahead of their professional careers, unlike previous generations.

Despite Gen Z wishing to prioritise their personal lives over work, it seems their careers play a large part in how they feel about themselves. According to VoxBurner, 45% of Gen Z agreed their self-worth is directly linked to their work performance, compared to just 26% who disagreed with the statement.

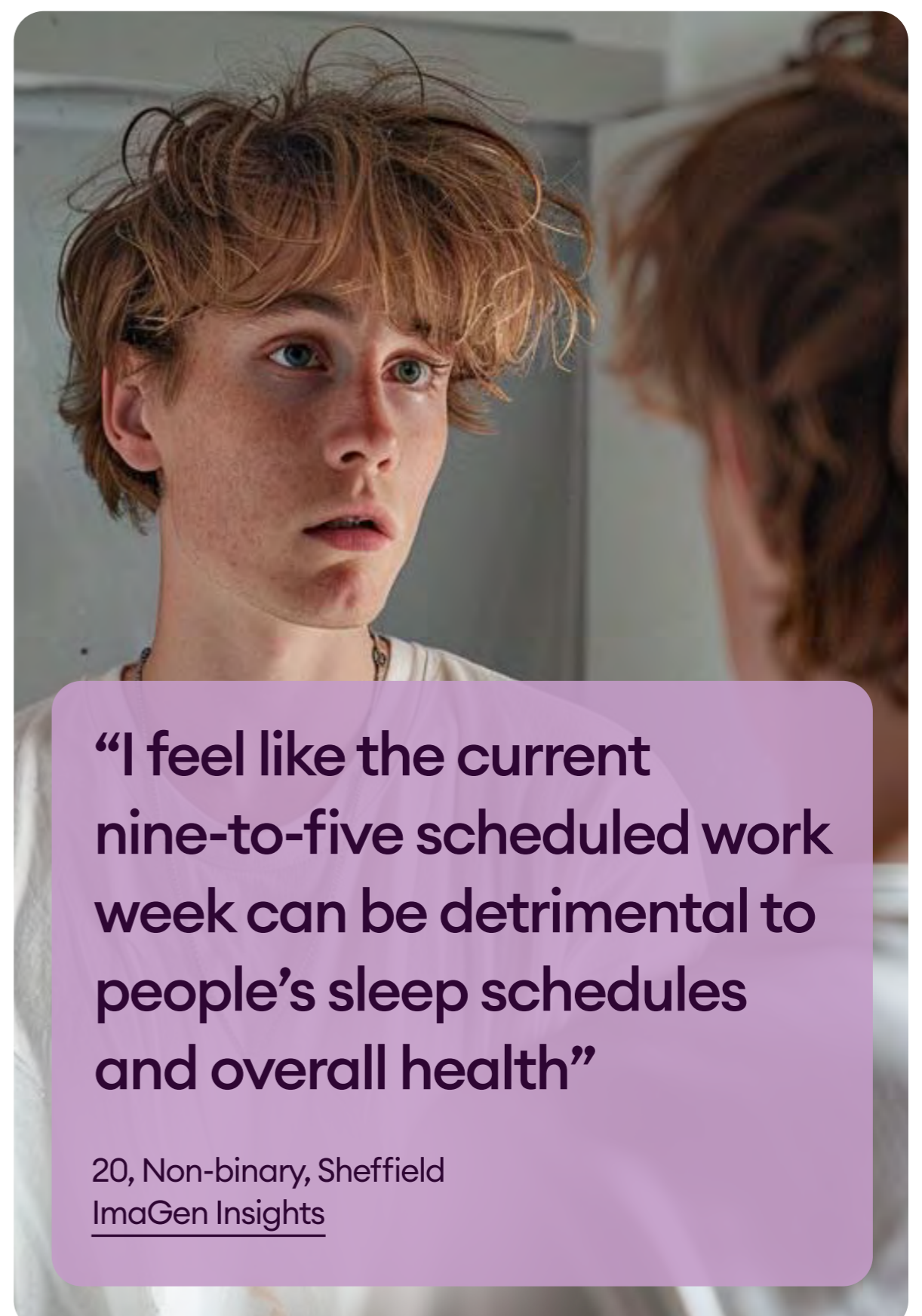
Whilst Gen Z may not agree with the idea of work becoming a priority as they venture into adulthood, they are aware of the role their career plays in their lives, and in turn, how successful or confident it can make them feel.

**“I prioritise my personal life and wellbeing”**



## Top tip:

Brands should look to engage Gen Z by relating to their priority of personal needs and a fulfilling personal life rather than climbing the career ladder.



# Gen Z are hustling

their way out of the 9-5

Taking matters into their own hands, some of Gen Z are refusing to let their careers take control of their time, finances and self-perceptions, opting to work smarter, not harder.

In a battle to fight off cost-of-living and make some extra cash, the true digital natives have taken to reselling platforms to generate a second income. GWI data shows only 22% of consumers aged 16-24 are not actively buying/reselling goods online, with eBay leading the marketplace of choice for 47% of respondents, followed by Vinted at 36%.

Whether it's selling things online or creating content for their socials, these out-the-box thinkers are using all the tools in their toolbox to make money on their own terms.



## Top tip:

Brands which present an opportunity to make money should leverage Gen Z's entrepreneurial spirit and risk-taking attitudes to personal finance in their marketing strategy.

“Side hustles are also a great way to earn some extra money since traditional jobs do not pay as much these days.”

26, Female, London  
[ImaGen Insights](#)



# Gen Z are bringing self-awareness to the table

Our research indicates that 51% of UK Gen Z's are in relationships, with 49% being single. Hinge's Gen Z report identifies this cohort as notably romantic, with 30% more likely than millennials to believe in soulmates and 39% more likely to consider themselves romantically idealistic. Proudly announcing their love languages and attachment styles on social media, this generation knows who they are and what they want in a relationship.

According to our survey, 53% of single Gen Z's are actively seeking a partner, with many aiming to find love within the next few years, although Hinge data reveals that 56% have let fear of rejection hinder their romantic pursuits.

Additionally, Gen Z singles are 47% more likely than millennial daters to find pandemic-related effects nerve-wracking when meeting new people, pushing them to turn to dating apps – however, some users report a rather underwhelming experience. One user says “[I] have used dating apps but unfortunately [there are] too many weird people on there. Meeting people in person was halted a bit by the pandemic, unfortunately.”

A significant portion of Gen Z singles, 35%, choose to remain unattached, citing disinterest in dating, while 12% prioritise personal growth with a dating hiatus. This trend aligns with broader research by the BBC regarding Gen Z's pragmatic approach to relationships amidst concerns such as the economy, careers, climate change, and the aftermath of the pandemic.



# 35%

of single Gen Z are choosing to remain unattached

Nano Interactive Panel

## Relationships

# 57% of Gen Z's would consider an open relationship

When thinking about dating, both male and female singles share similar top three perspectives, albeit in different orders.

Among men, 39% of singles prefer casual and spontaneous relationships, compared to 24% of women. Conversely, 39% of women say they are waiting for the right person, contrasting with just 21% of men. Additionally, 34% say they are choosing to take things slow, prioritising getting to know each other amidst other life demands.

With 21% of respondents identifying as non-heterosexual and 57% open to non-monogamous relationships, this generation showcases a remarkable willingness to explore and challenge societal norms on their path to self-discovery.



### Top tip:

Gen Z are incredibly self-aware and open minded when it comes to relationships, presenting an opportunity for brands to relate to this audience. Messaging should focus on different approaches to relationships and how their brand/service appeals to their needs/views.





## Media habits

# Video content is king, with 40% of Gen Z's tuning in multiple times a day

Having never experienced a time without the internet, Gen Z are the true digital natives, now relying on the internet for all their needs, from dating to finance, and of course, entertainment – most often via YouTube.

40% of respondents say they watch video content multiple times a day, and another 24% saying they tune in at least once a day. It's now more important than ever for brands and agencies to start thinking about how they can ensure they're using ad-spend effectively when targeting this audience.

Growing up with social media, it's also no surprise that 98% of this audience actively use social media daily – with slight nuances in platform preferences across gender.

Gen Z male respondents ranked YouTube as their number 1 one app, followed by Instagram, TikTok and Snapchat. Comparatively, female Gen Z audiences ranked TikTok in first place, followed by Instagram, YouTube and Snapchat. This suggests that regardless of platform, both genders prioritise video format content.

In 2023, GWI data revealed that 'social search' was growing amongst 16–34-year-olds, who were more likely to turn to a social media platform when looking to find out more about a brand. This is potentially driven by the fact that user generated content (UGC) is more authentic than curated brand content. This is confirmed via TikTok's own data which showed 68% of Gen Z app users say that qualities related to the content creator's authenticity had motivated them to purchase.

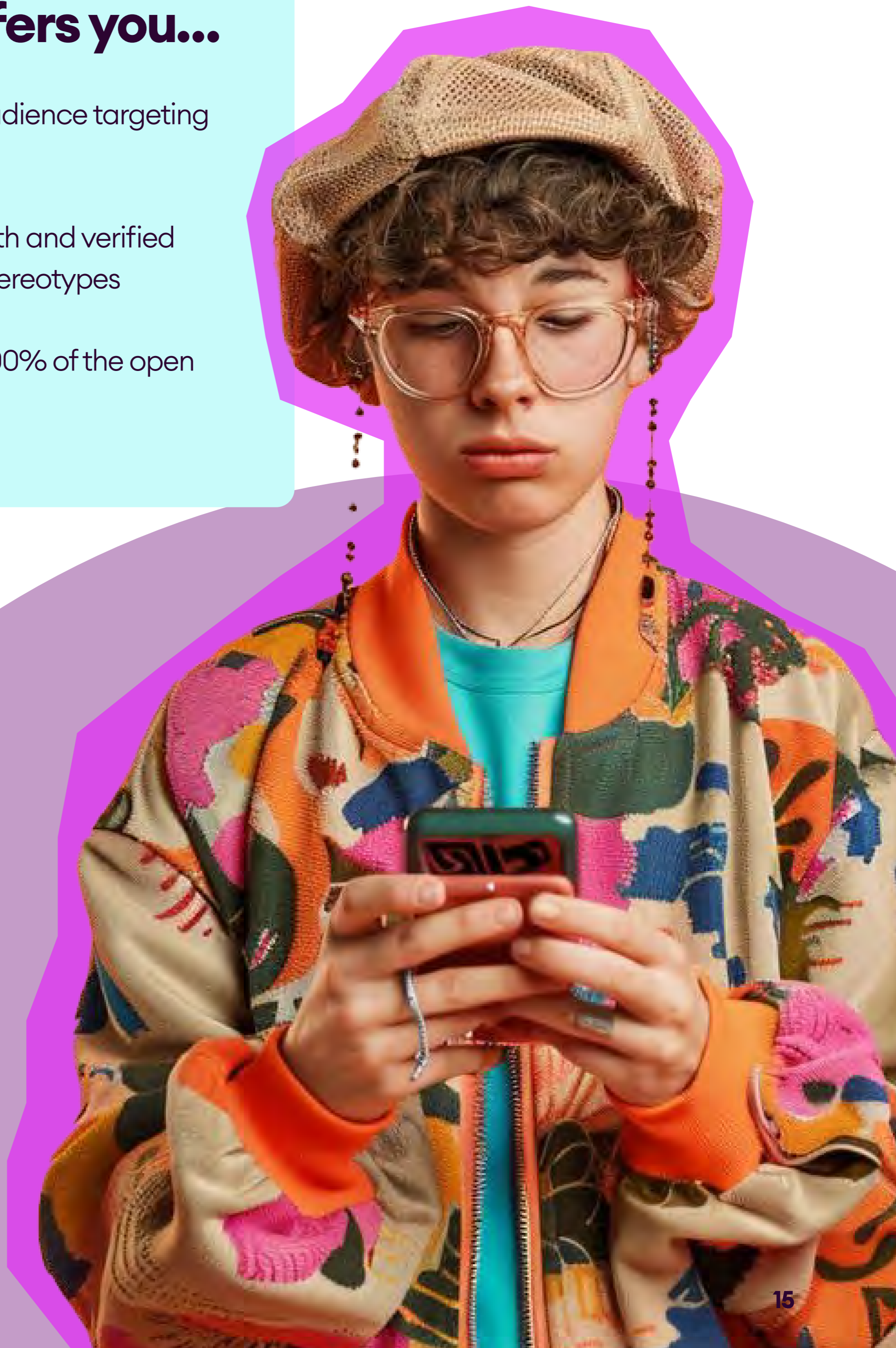
# Where to find Gen Z's today?

You can connect with Gen Z audiences, any where in the world, via our off-the shelf Gen Z **Intent Personas** segment

Intent Personas delivers audience targeting capabilities without the use of cookies, user profiling or any form of ID. We blend our unique and deep understanding of intent with verified by panels of real people and underpinned by machine learning.

## Intent Personas offers you...

- **PRIVACY FIRST AND ID-FREE:** Audience targeting without personal identification
- **NO AUDIENCE BIAS:** Created with and verified by real people helps eradicate stereotypes
- **ACCURACY AT SCALE:** Target 100% of the open web without losing precision





# After more?

# Go bespoke

If you're after something custom built for your brand that extends the reach of your Gen Z first party dataset then Nano will utilise our intent data, commission a panel study and inject learnings from a wide range of 3rd party sources to remove bias and enhance your targeting accuracy.

In fact, tried and tested campaigns have proven we're driving **77% accuracy over cookie-based solutions.**

## Gen Z Intent Persona



## 1P Sources

**nano**  
INTERACTIVE  
intent data

**nano**  
INTERACTIVE  
panel data

## 3P Sources

YouGov

KANTAR

GWI.

Office for  
National Statistics  
census

statista

TikTok  
for Business

ImaGen

VOXBURNER

+ more



# Meet them where they're at

with our high impact, carbon conscious creative formats

We have a diverse creative suite covering display, video and rich media designed to match your KPIs

And with Gen Z's preference for video format content we've got you covered ...



## Video in Display

In-stream or Out-stream formats.



## RichMedia

Our expandable formats can host image galleries, product descriptions and videos and provide the user with a more engaging experience.

Available formats: Lightbox, Parascroll, Interactive+, Prism



## Social Extension

Now you can also repurpose your social posts into traditional display



### Carbon Reduction:

We'll use SeenThis to stream (not download) your creative, reducing carbon emissions across all formats and pass the savings back to you and your client.

# We've got your optimisation

& measurement needs covered too



## Tactical sentiment

We'll use sentiment targeting to position your brand as the best alternative to competitors as well as ensuring your brand doesn't appear next to negative Brand news.



## Attention optimised

Our Nano Attention Score (NAS) was designed to make your display work harder. We use Time in View, Ad Density, and Screen Real Estate to ensure your ads are seen.



## Measure Brand uplift

We'll run Brand Lift Studies every 8 weeks (budget permitting) to track consumer sentiment to your brand, optimising towards the macro strategies which deliver best results.



**Want to start reaching  
Gen Z's today?**

Get in touch

[Insights@nanointeractive.com](mailto:Insights@nanointeractive.com)

