



GEN RE- YOUTH ON A MISSION

Youth Spend & Lifestyle Report | 22 November 2022

#GenReYouthReport



Africa's Leading Youth Authority
RESEARCH | INSIGHTS | COMMUNICATIONS

Connecting youth and brands for 22+ years

Through our 3 core pillars (Research & Insights, Marketing & Bursary Management) we know how to reach youth where they live, work, learn and play

End-to-end execution, from strategy to concept right through to execution

Access to over 2.5m youth across SA, through our nationally based teams



Youth specialist research consultancy with 22-year history and branches in SA, Kenya, Nigeria

End-to-end research solutions across Gen Z, Millennials and families

Conceptualize, implement and manage educationally relevant engagement campaigns and development of content

Relevant solutions from panels to social listening and immersions with trained moderators and interviewers





**THE LAY OF
THE LAND**

**WHO THEY
ARE**

**KEY
EMERGING
THEMES**

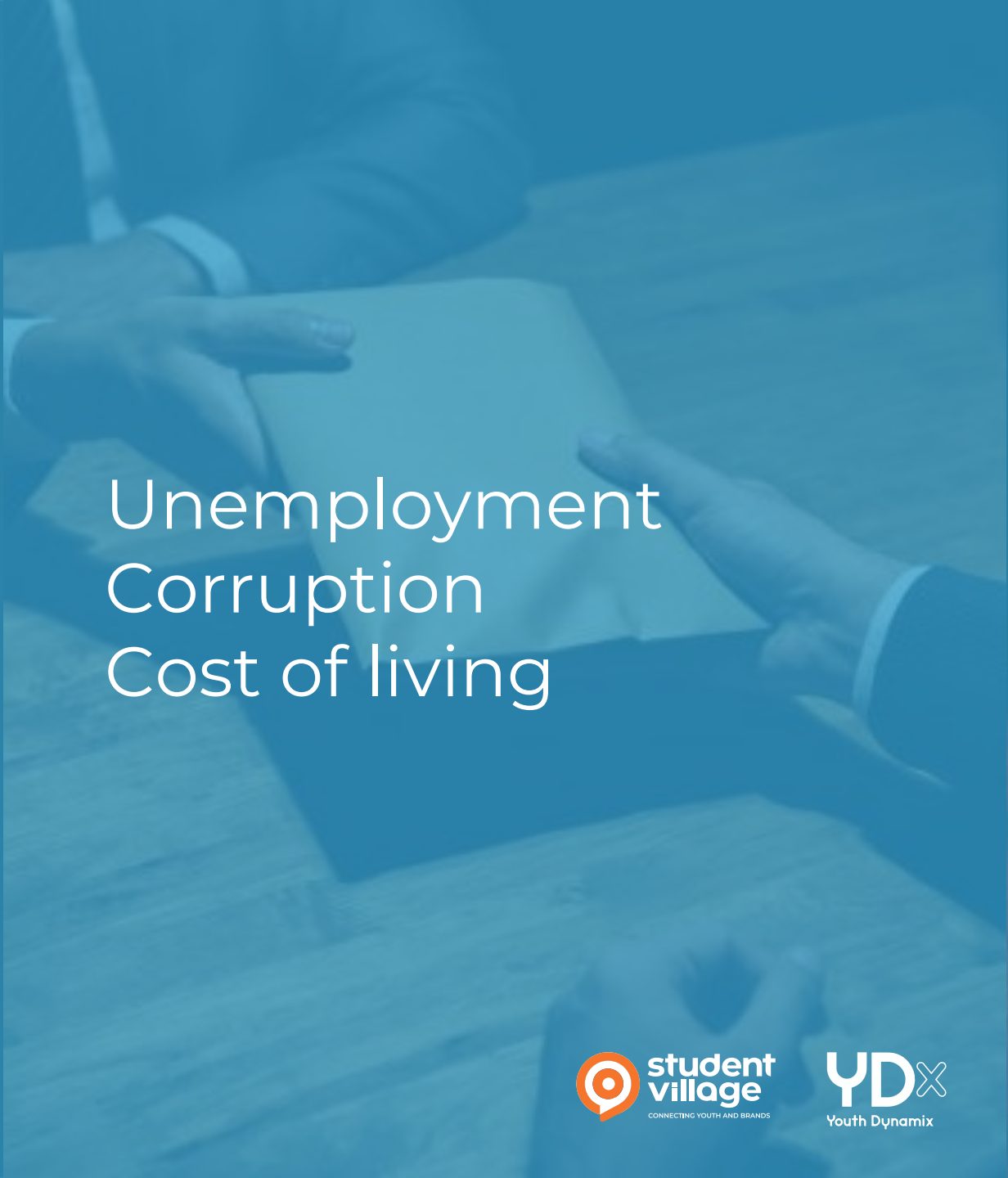
**IT'S ALL ABOUT
THE SPEND**



THE LAY OF THE LAND



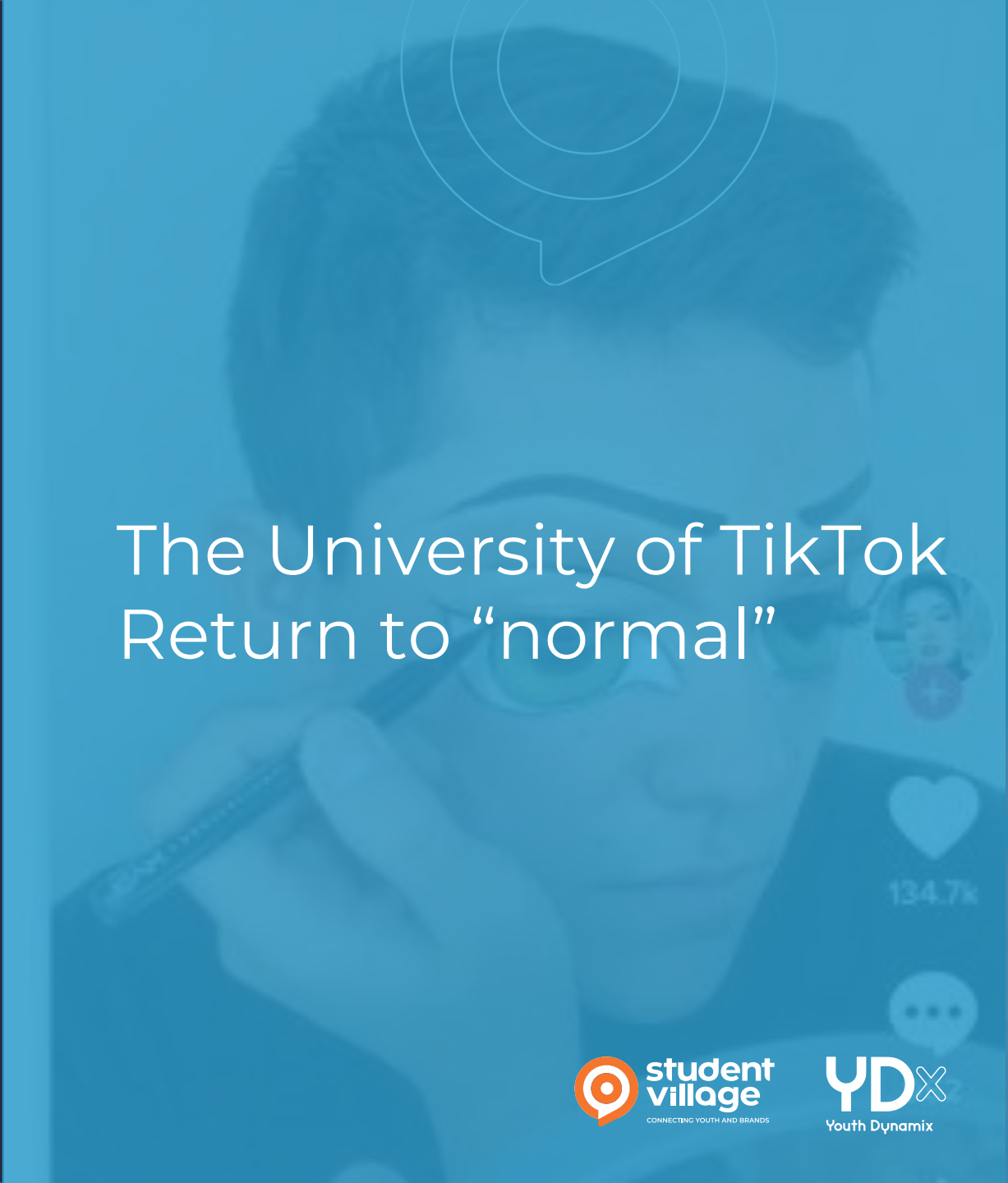
IMPACTING YOUTH OF TODAY



Unemployment
Corruption
Cost of living



IMPACTING YOUTH OF TODAY



The University of TikTok
Return to “normal”

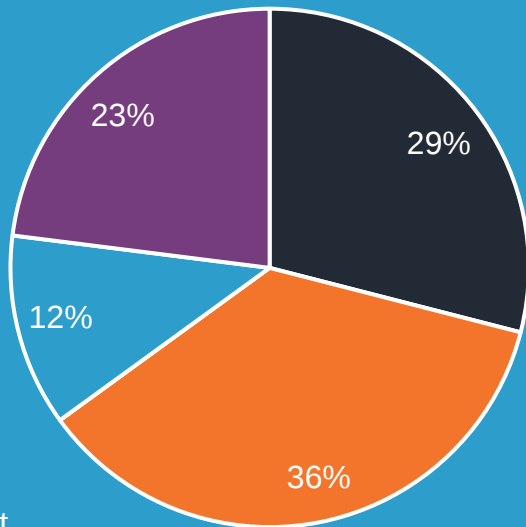


**WHO THEY
ARE**

DEMOGRAPHICS

Sample Size = 2,909

LIFE STAGE



- Scholar
- Student
- Working Student
- Young Professional

Scholar, 15-18yrs

Student, 19-24yrs

Working student, 19-24yrs

Young professional, 25-34yrs

Life stage

Maturity

Education level

Exposure level

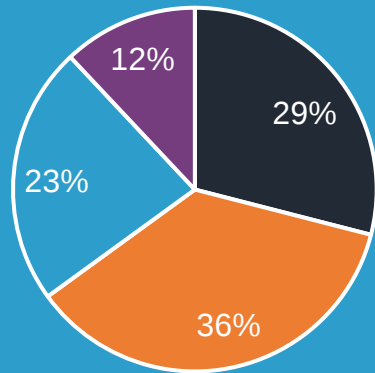
Family support & responsibility

DEMOGRAPHICS

Sample Size = 2,909

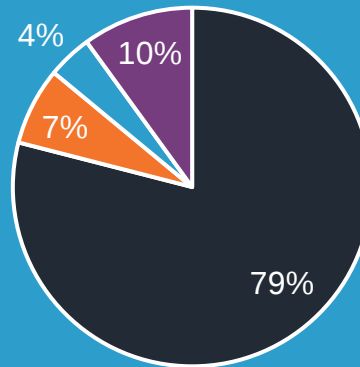


AGE



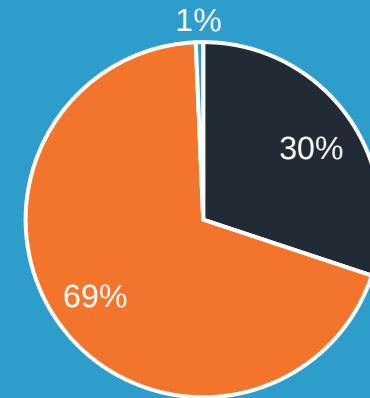
15-18 19-23 24-29 30-34

RACE



African Coloured Indian/Asian White

GENDER

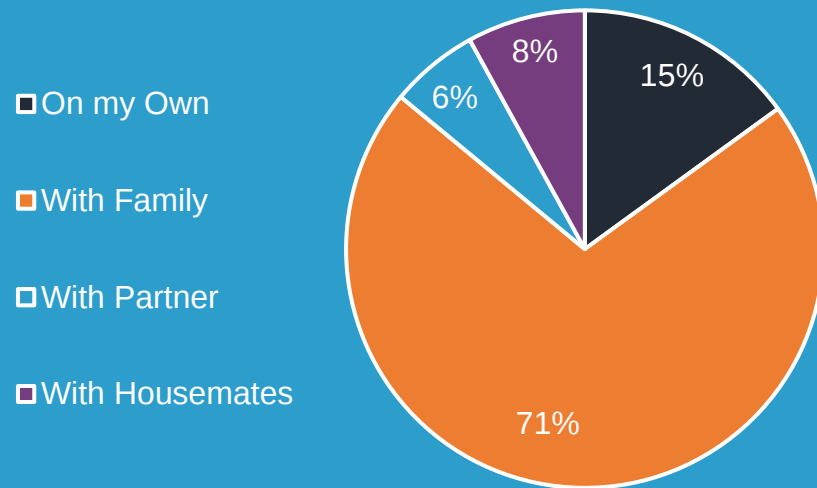


Male Female Other

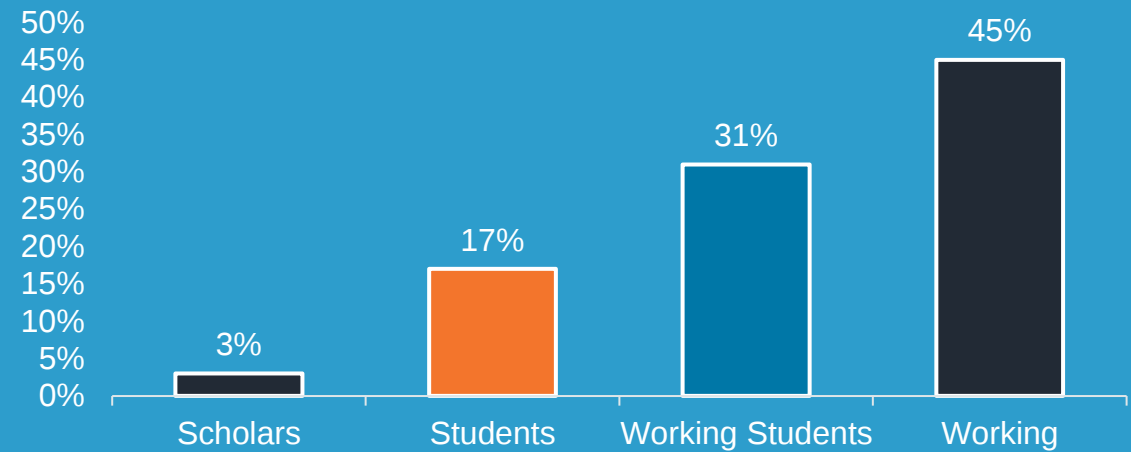
DEMOGRAPHICS

Sample Size = 2,909

WHERE THEY LIVE



DO THEY HAVE CHILDREN?





KEY EMERGING THEMES

GENERATION SNOWFLAKE

Uniquely original | Collectively strong

- This generation is confident & optimistic
- They are self-reliant and have a “Fixer” mindset
- They’re pushing away from mass produced and the cookie cutter approach



SELF PRESERVATION

Values breach – I'm out

- They're looking after themselves (no one else will)
- Balanced life – they were right
- My mental health is crucial – I don't subscribe to the system
- Not prepared to grow up with the same crap



FROM SIDE HUSTLE TO MAINSTREAM GIG?

34% / 28%

Youth

Working



A LIFE WORTH LIVING

One life, do it right

- Great renegotiation – integrated life
- Shift in values – different to previous generations
- Beyond YOLO
- Time with family and close friends



INTEGRATION

Living a meaningful life is
as important as education



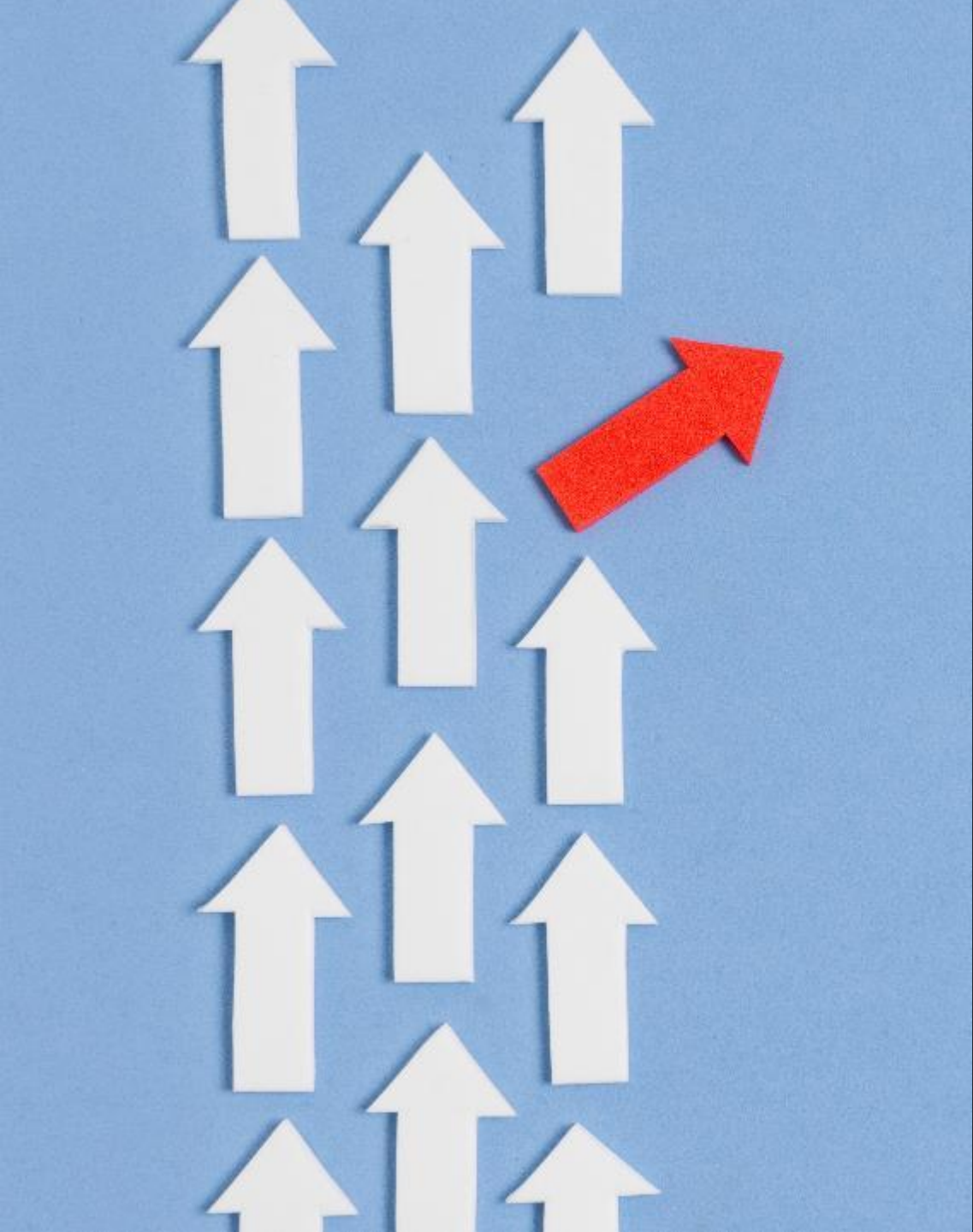


RECALIBRATING MORALS

Resetting the code

- Back to basics – the importance of values
- It's not all about the money/materialism
- They do want to live comfortably
- Meaningful life





RECALIBRATING MORALS

Values driven

36%

to live a happy and comfortable life
over being driven by money alone



THE INNER CIRCLE OF TRUST

Keep it close

- Key influences are strong, “real” people
- Close family & friends first, then community
- Treat me like you want to get married and I’ll consider you as if on Tinder
- Align to my values



LET'S ALIGN

90% of young adults
will support brands
that share & demonstrate
their values



CANCEL/REJECTION CULTURE

Meet this generation's expectations

- Especially prevalent in Gen Z
- Brands being called out for inauthenticity
- Hate, injustice, inequality throughout their youth





CREATIVE ACTIVISTS

Lateral, free & independent thinking

- They've grown up challenging the status quo
- Creative with all aspects of their lives
- Diverse interests
- Opportunities to express





TRENDING ACTIVITIES

- 15% - Time outdoors
- 14% - All things music
- 11% - Cooking/baking



EDUCATION IS THE LIFE ENGINE

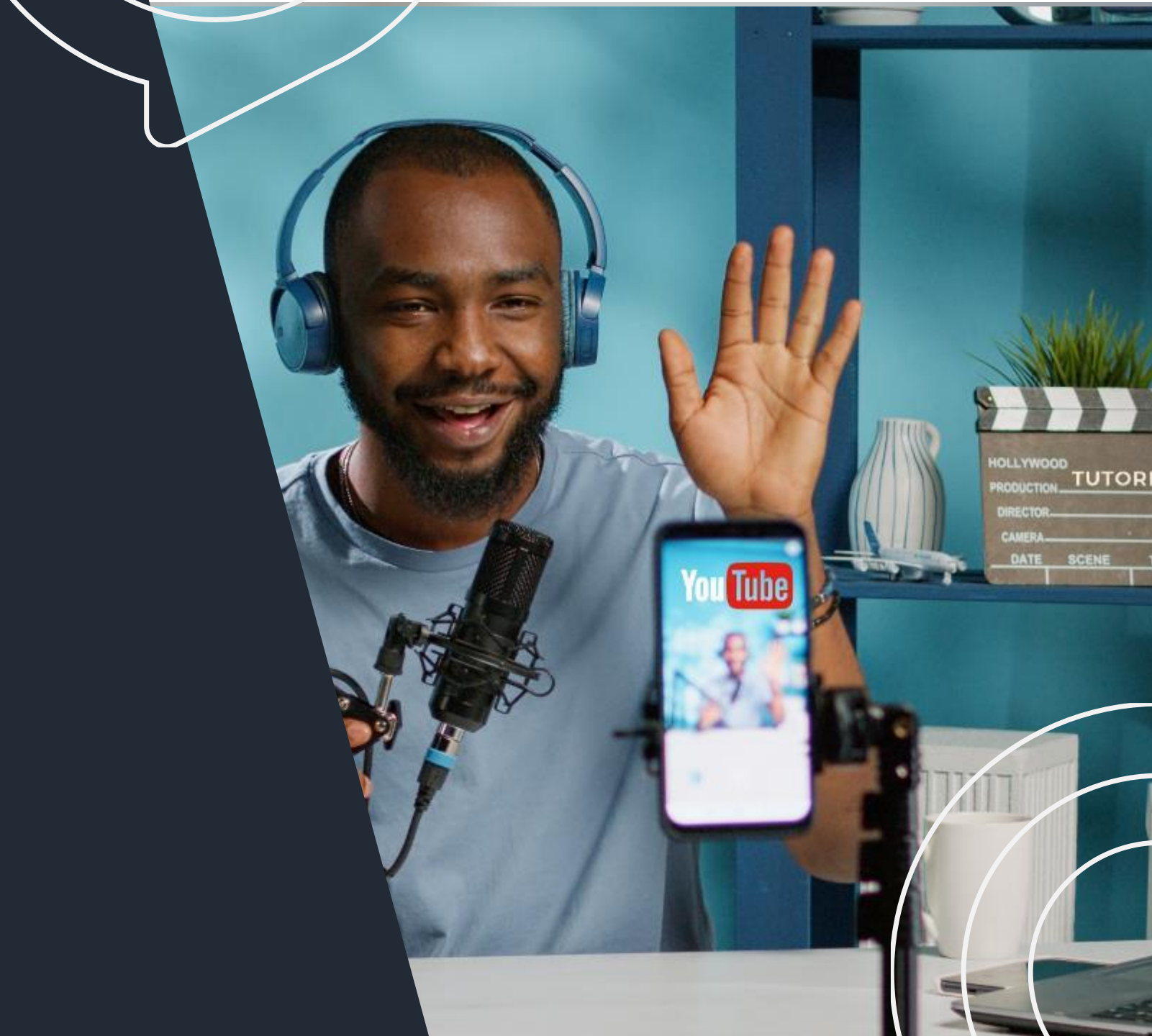
Primary enabler

- Importance of education remains paramount
- Inclusion of non-traditional education methods
- Doesn't shield from unemployment
- Self reliance



CURRENT FOCUS...

1/3 youth say
getting an education
is their #1 priority



SIGNIFICANTLY STRESSED

Negative macro-environment

- Can I make ends meet?
- The prevalence of mental health issues, and the need to talk about mental health
- Big worries
 - Finishing my studies
 - Financial security
 - Loadshedding
 - Unemployment



SIGNIFICANTLY STRESSED

Negative micro-environment

2/3

youth are stressed



EXTENDED DEPENDENCY

Co-dependent cohort

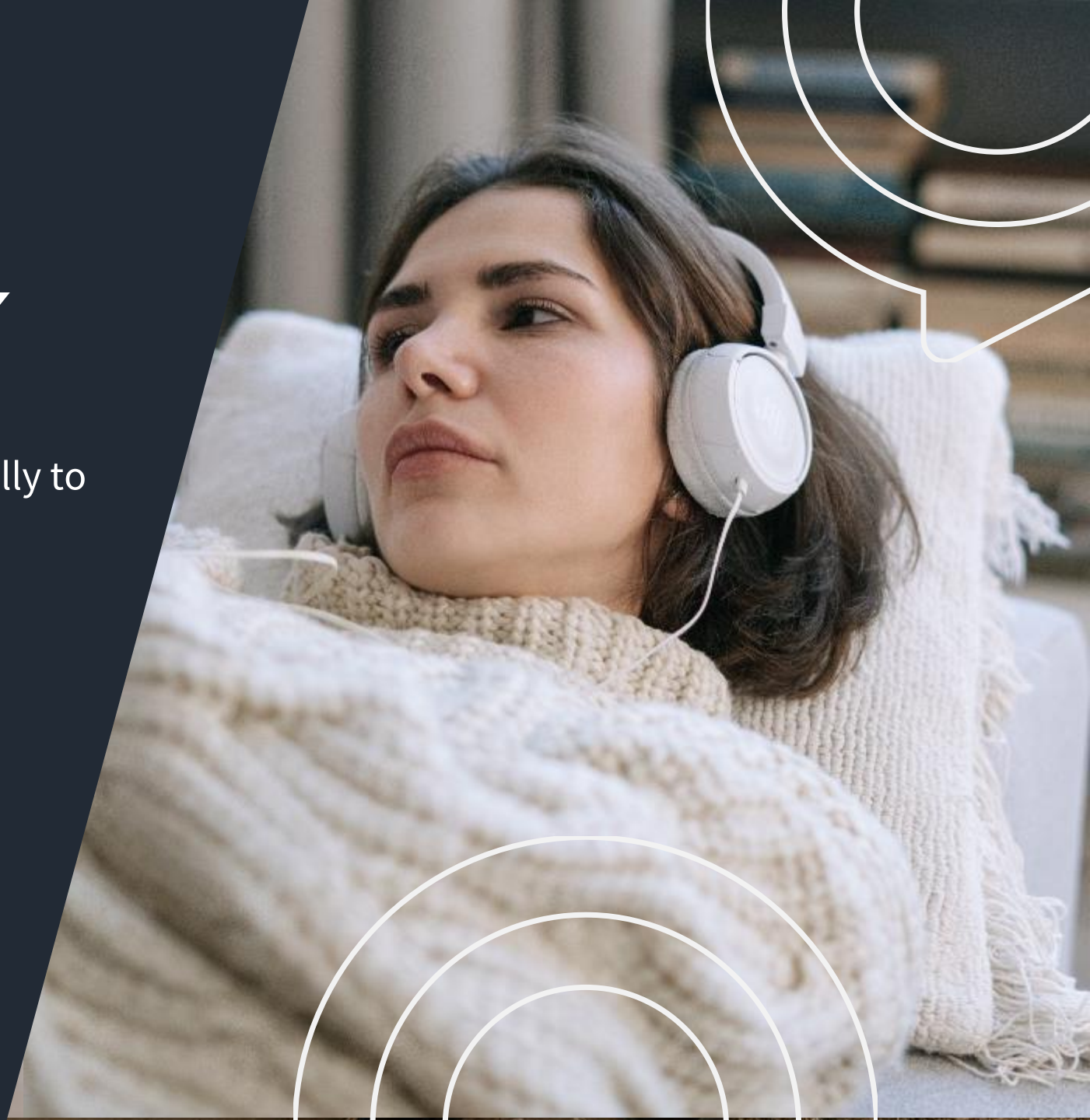
- Unable to fly the coop because life is too complicated and expensive
- Are we creating a generation of dependents?
- Imbalance between cost of living and income
- Having a job is not enough



CREEPING DEPENDENCY

30% of those working are contributing financially to the family unit (immediate & extended)

64% of working youth are still living at home





LIFE SKILL & WORK IMPOVERISHED

Lack of experience

- Not able to gain any practical experience
- Almost excluded from the formal job market
- Entering their adult lives undercooked
- The rise of the side hustle



**IT'S ALL
ABOUT THE
SPEND**



SOURCES OF INCOME

Where I get my money

- 31% Parents
- 22% Employment (full or part time)
- 15% Side Hustle
- 12% Bursary/Sponsor
- 11% SASSA
- 7% Other Family

WHERE I SPEND MY MONEY

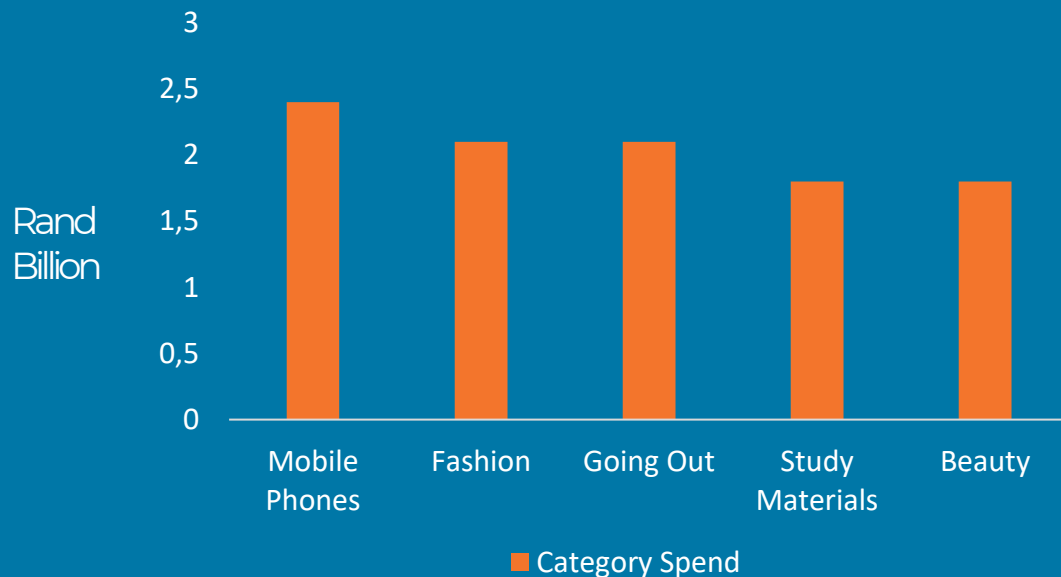
What are my priorities

	Scholar	Student	Working Student	Working
1	Mobile Phones	Groceries	Groceries	Groceries
2	Fashion	Beauty/Cosmetics	Transport	Mobile Phone
3	Going Out	Transport	Beauty/Cosmetics	Transport
4	Study Materials	Mobile Phones	Tuition	Beauty/Cosmetics
5	Beauty/Cosmetics	Study Materials	Mobile Phones	Rent/Bond

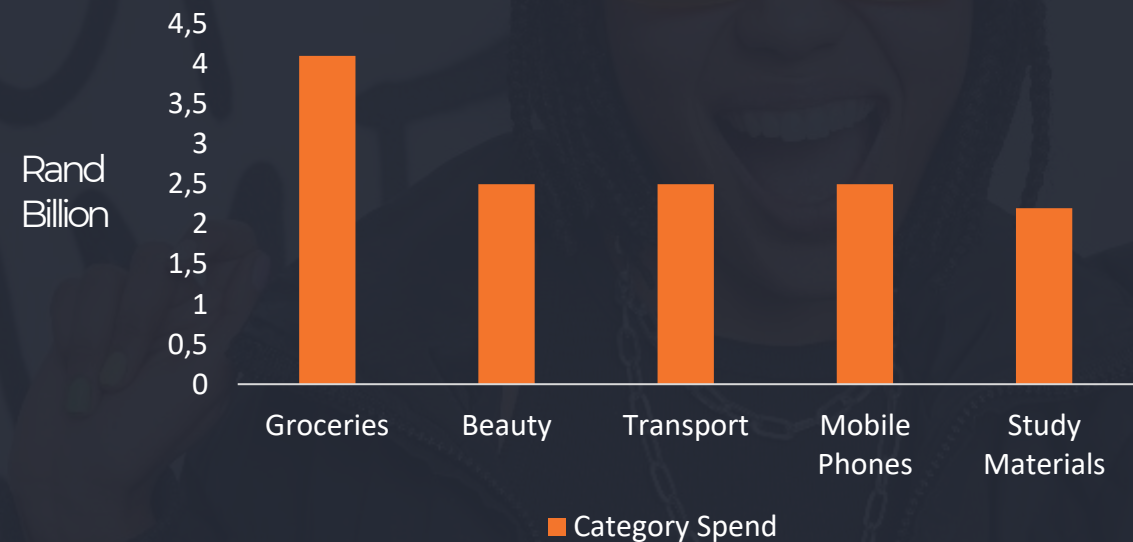
HOW MUCH AM I SPENDING?

What are my priorities

Scholars



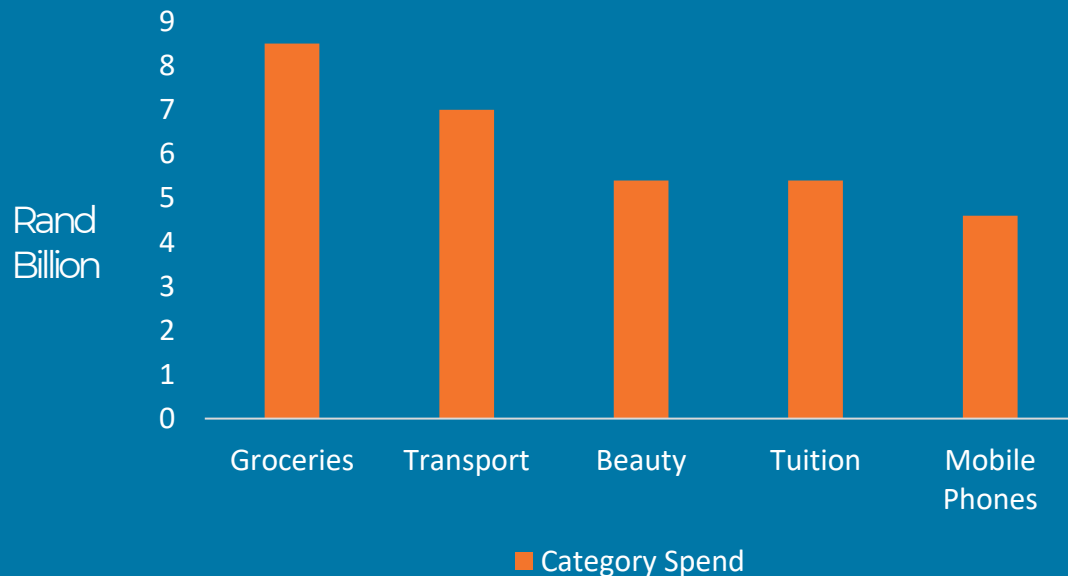
Students



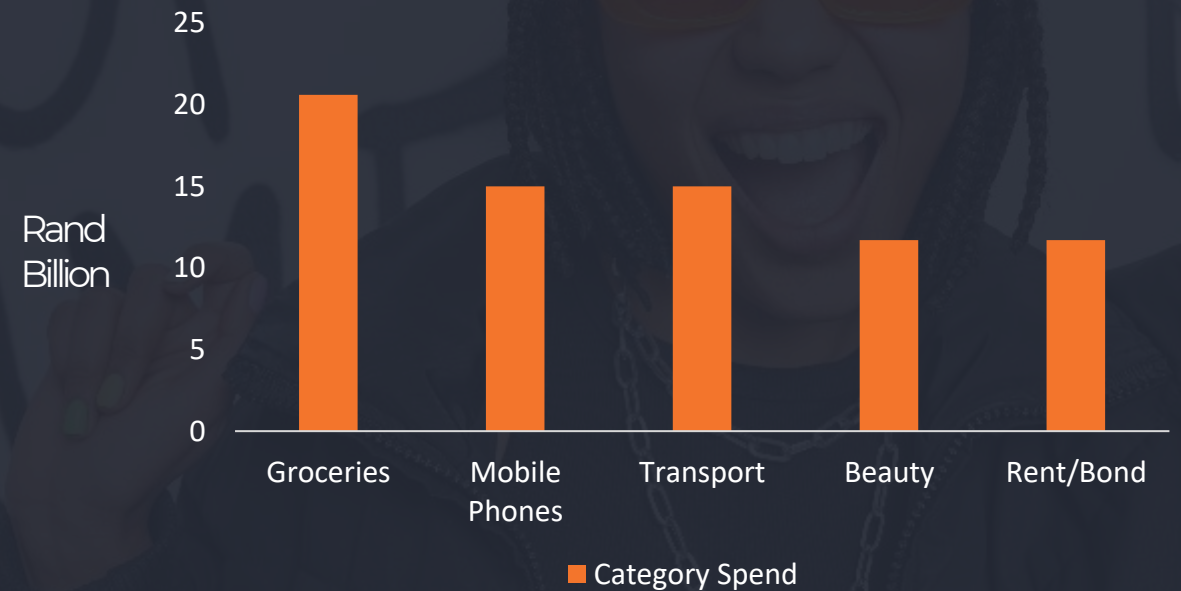
HOW MUCH AM I SPENDING?

What are my priorities

Working Student



Working





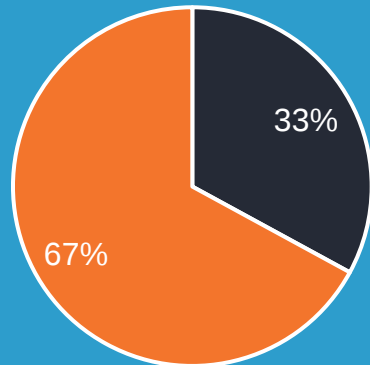
GENERATIONAL POTENTIAL

Spend value

R303 Billion

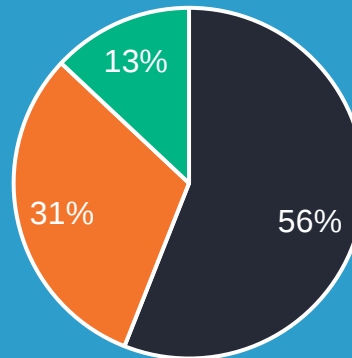
ABOUT YOUTH AND THEIR SPEND

AM I SAVING?



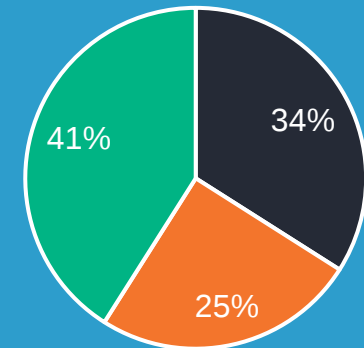
■ No ■ Yes

AWARE OF THE RISING COST OF LIVING



■ Spend More ■ Spend the Same ■ Spend Less

MY SIDE HUSTLE



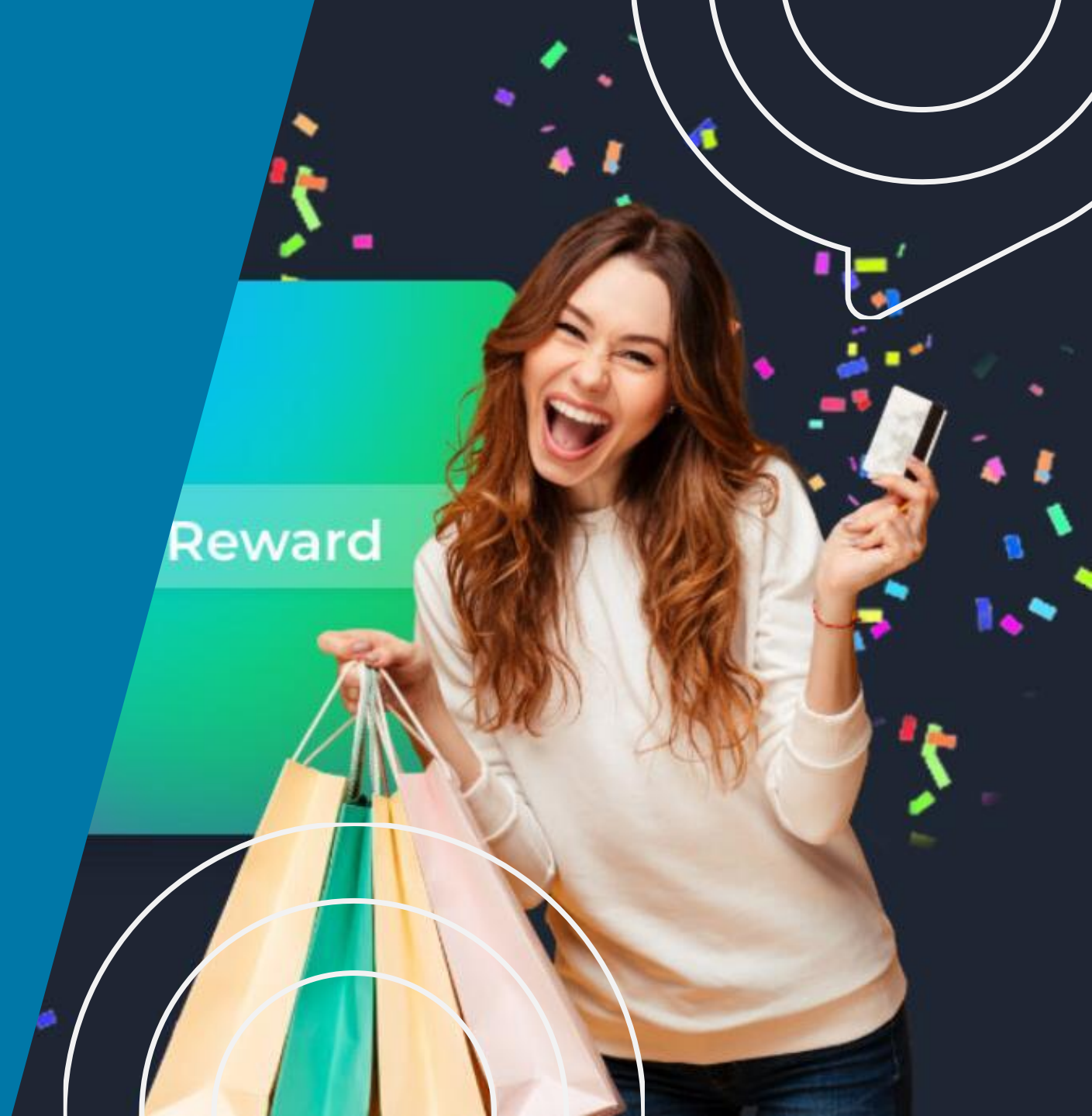
■ Have a Side Hustle ■ Do Not Have One ■ Not Sure

LOYALTY OPPORTUNITY

Sign me up

79%

Are likely to sign up and
use a loyalty program



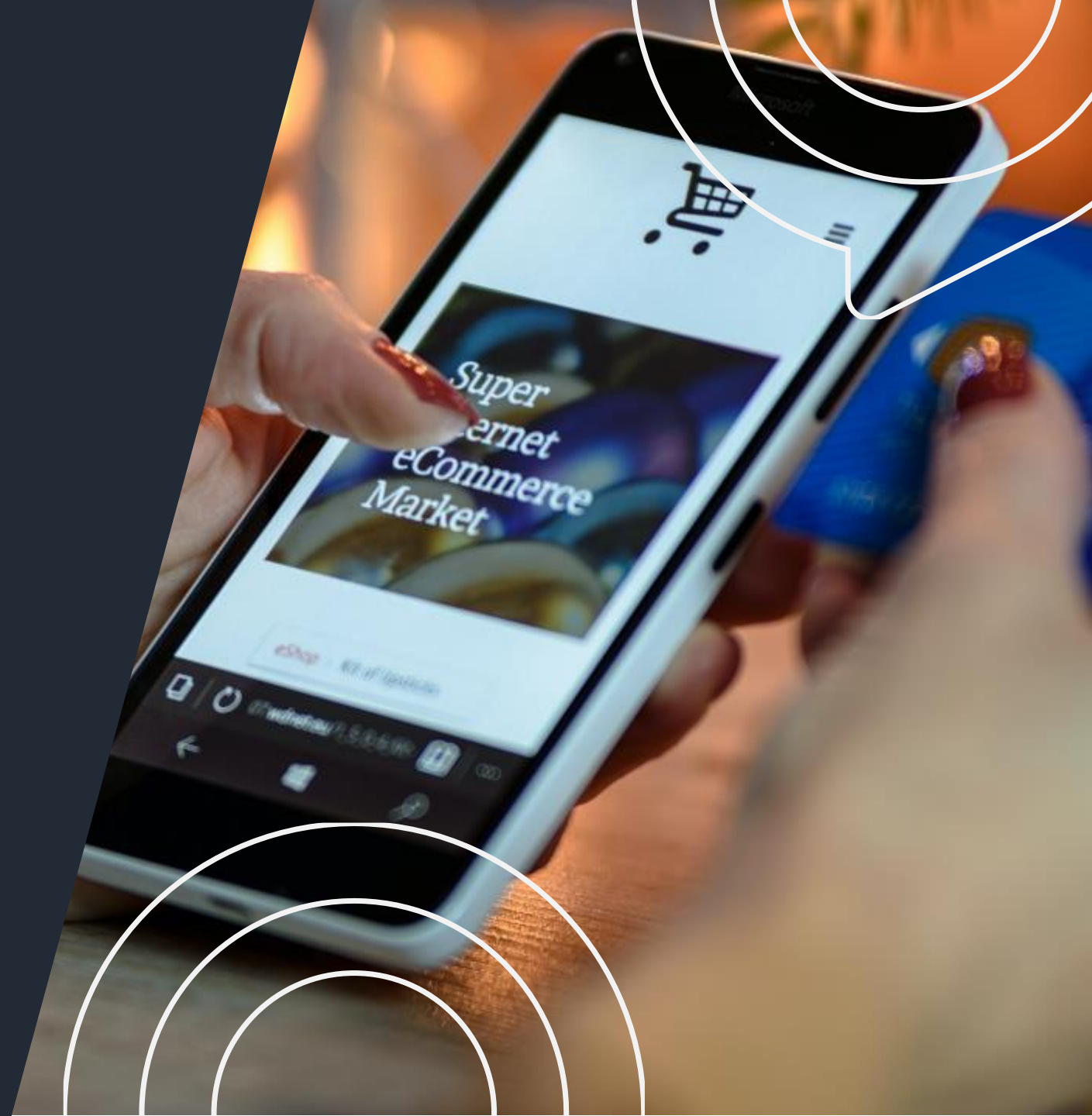
ONLINE BUYING

Are you on page 1 of Google?

82% / 72%

Research

Buying



WHAT ABOUT SOCIAL MEDIA?

Where am I trending?



#1 Used app, 38%



#2 Used app, 30%



#3 Used app, 29%



Key takeaways



(take a pic of this slide)

1. Generation Snowflake, individuality and collectively strong – “Fixer” mindset doing it for themselves
2. Beyond YOLO, integrated life, looking for meaning, balance and comfort
3. Going back to basics, values rest and my close inner circle of trust
4. Cancel culture all about calling brands out on inauthenticity
5. Creative Activists – Gen RE have fully embraced diversity, the world must catch up
6. Education remains #1 priority, despite it not being full-proof
7. Negative macro environment – significantly stressed, lack of independence, lack of experience
8. Side hustle is more mainstream – think integrated into my life
9. Average spend is less per person, but collectively greater
10. Online buying is up, now at 72%

**WANT MORE?
GET IN TOUCH...**

01

FULL REPORT

Available from 08 Dec
R49 500 ex VAT

02

REAL-TIME INSIGHTS

Dip into our collective
experience and
insights on under 34's

03

'A DAY IN THE LIFE OF' YOUTH EXPERIENCE

Come face-to-
face with under
34's in a variety
of settings

04

YOUTH STRATEGY

Inform, develop and
conceptualise a youth-
focused strategy

05

BESPOKE RESEARCH

Gain insights of under
34's through various
methodologies

BREACH

By Ronen Aires

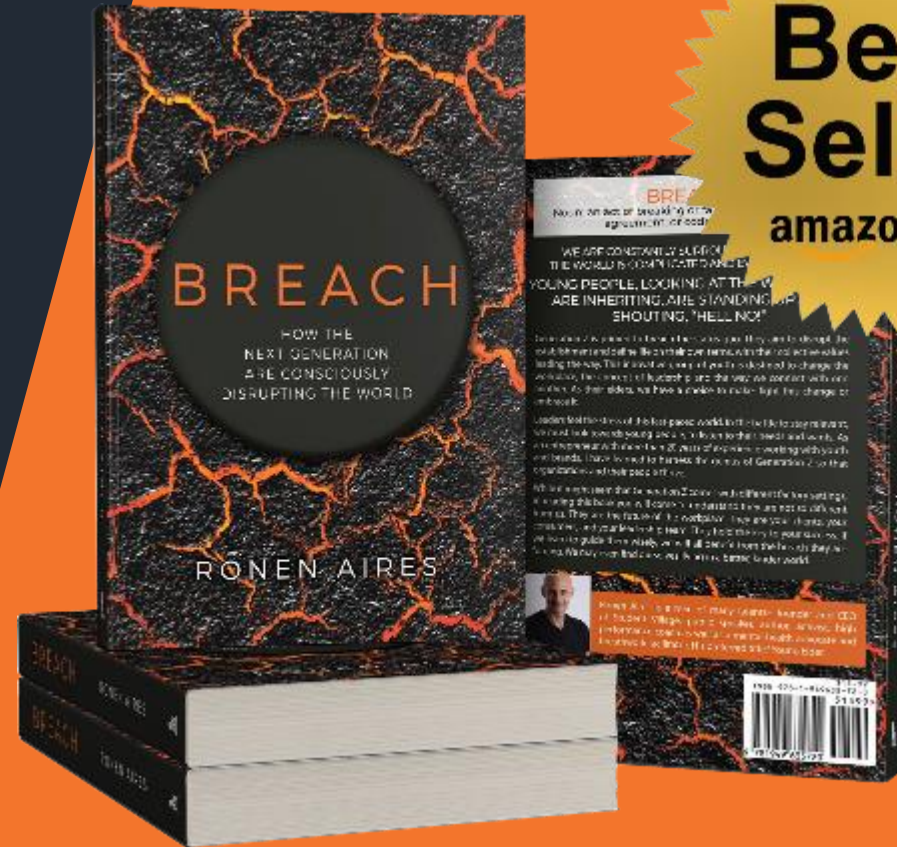
How the next generation are consciously disrupting the world

Breach:

Verb: to make a gap in something and break through; to rise and break through the surface of the water



SCAN ME



takealot.com



amazon

burbles



GEN RE- YOUTH ON A MISSION Thank You

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