

## Lifestyles of Generation Z - UK - August 2018

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"As Generation Z's friendships have shifted online it has made it harder for them to switch off from technology, resulting in a culture of "hyper-connectivity" that is having an impact on their mental health. This underlines opportunities for brands to engage with the young about their mental wellbeing, and to help them establish a healthier balance between digital and real-world."  
- Jack Duckett, Senior Consumer Lifestyles

This report looks at the following areas:

- Leveraging digital friendships
- Addressing the teen mental health crisis

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Growing awareness of teen mental health problems  
A less binary view of gender  
An emphasis on media sharing

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Age structure of the UK

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