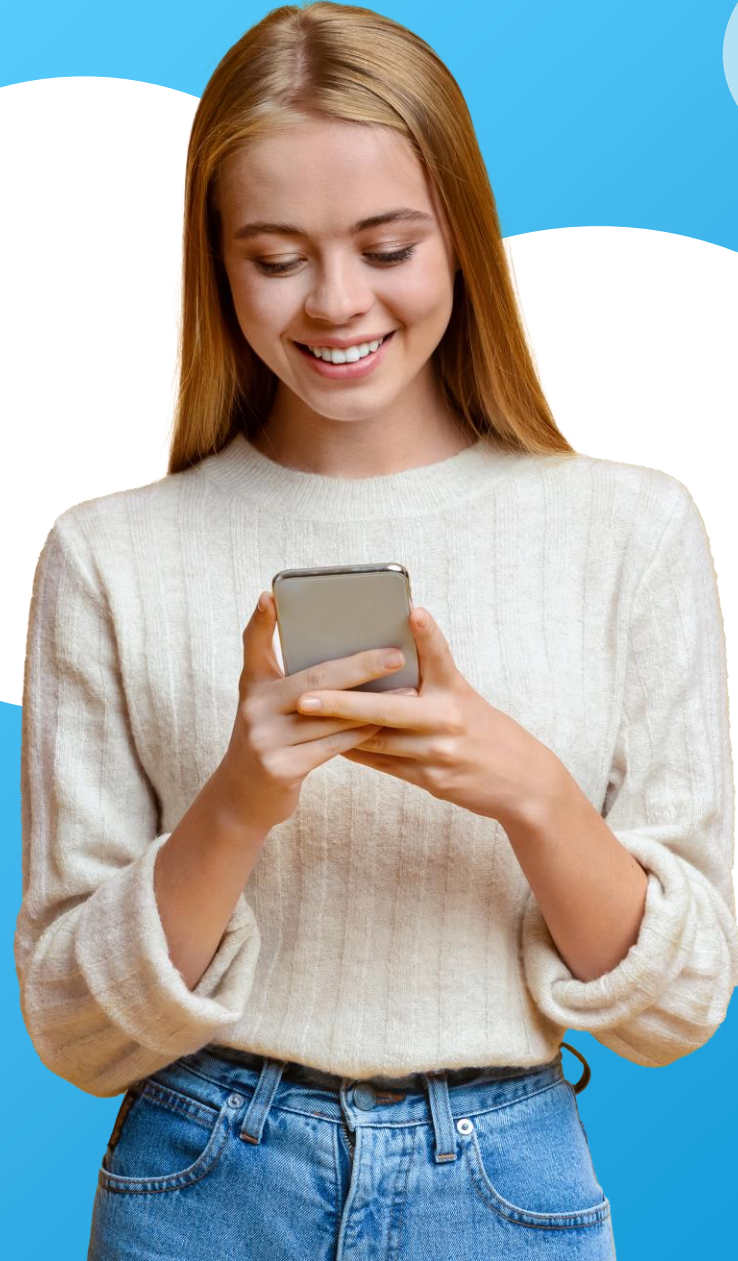


YouthInsight

Gen Z Market Research & Insights

youthinsight.com.au



ABOUT YouthInsight

YouthInsight is Australia's premier youth-focused research agency, with access to Australia's largest online youth panel (of 145,000+ young people).

We are the full-service market research arm of Student Edge, which was founded in 2003 by a group of students to make life easier (and more affordable) for their peers. Today, there are more than one million members of Student Edge globally.

YouthInsight arose from a desire to share Student Edge's unique access and understanding of Australia's Gen Y and Gen Z. We conduct national surveys with efficiency and are able to quickly recruit 14- to 29-year-olds for our qualitative research projects, giving Australia's youth a voice.



About the research

The insights in this report are based on the results of an online survey among 501 young people, aged 14 to 24, living in Australia. The sample was sourced from the Student Edge online panel. Fieldwork for this research was conducted in June 2021.

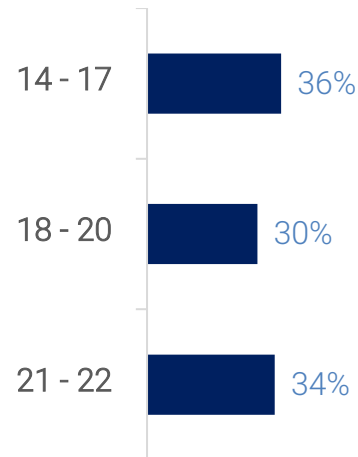
This report covers a set of questions relating to health and fitness. While sample quotas were placed to attain a representative sample of young Australians, not all states and territories were covered in this study and regional/remote areas are also slightly under-represented. The data has been weighted based on age and gender.



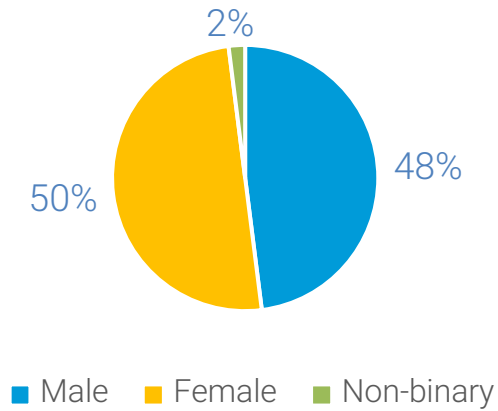
Demographic overview

Weighted sample distribution

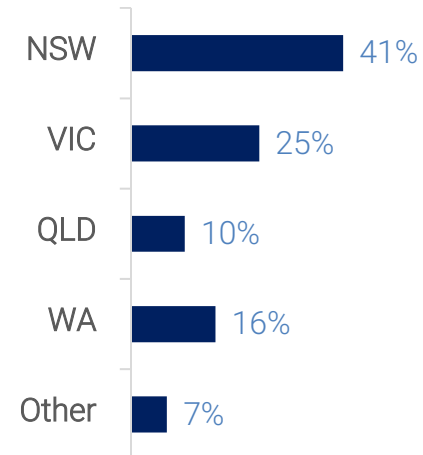
Age



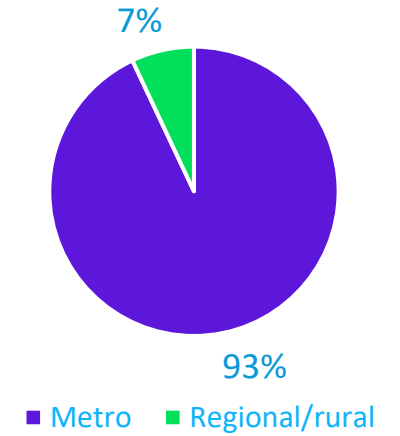
Gender



State

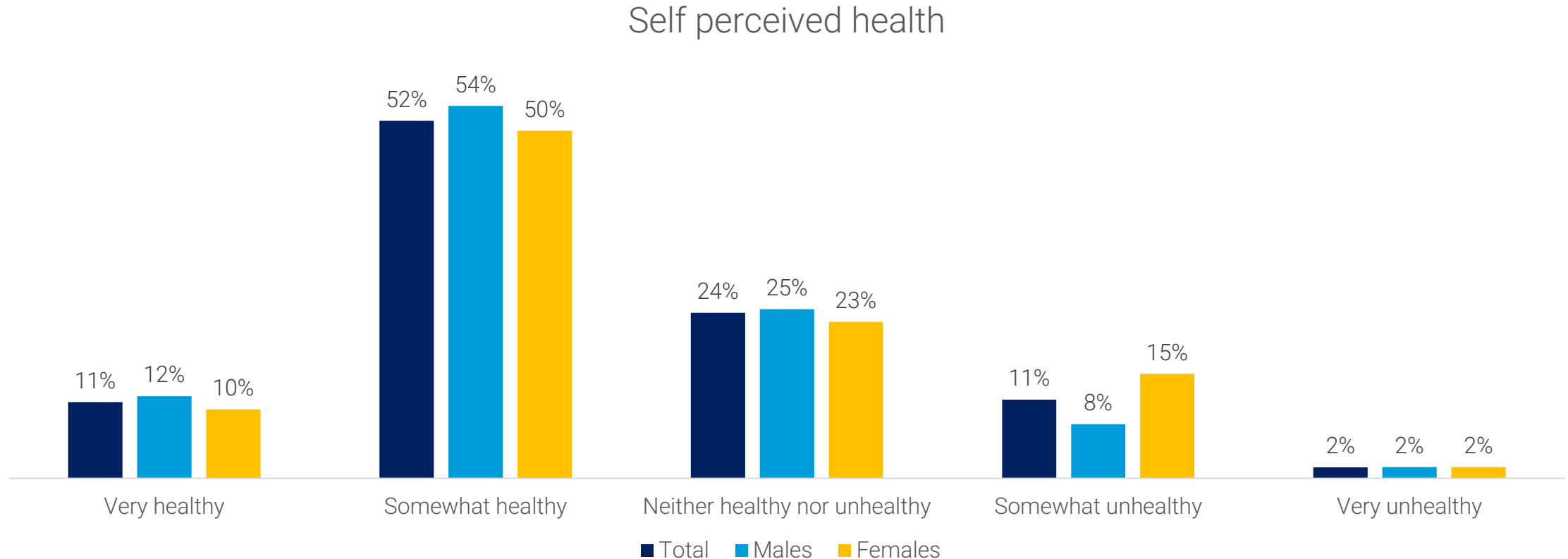


Region



6 in 10 young Australians claim to be very or somewhat healthy

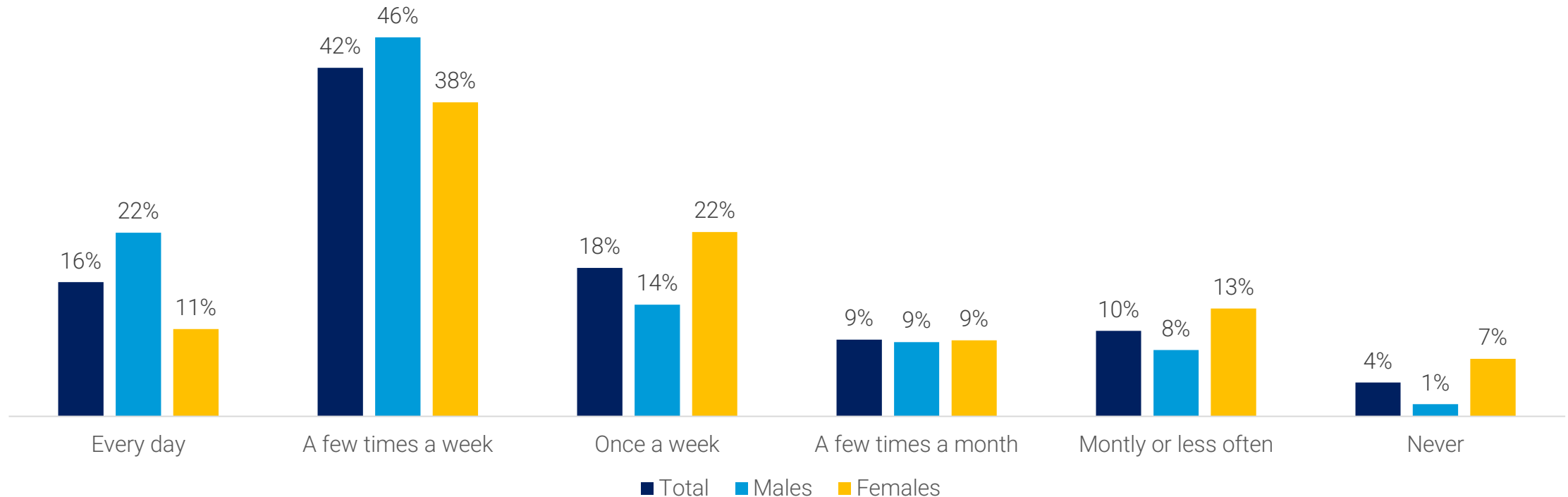
- Perception of being very or somewhat healthy increases to 8 in 10 among young people in regional areas.
- Young females are significantly more likely than males to perceive themselves to be very or somewhat unhealthy. (17% vs 9%)



Young males are twice as likely to exercise daily compared to young females.

- People aged 14 -15 have highest frequency of exercise with 30% exercising daily compared to 14% among people aged 16-24
- Young people who are currently employed are more likely to exercise at least weekly compared to those unemployed. (80% vs 69%)

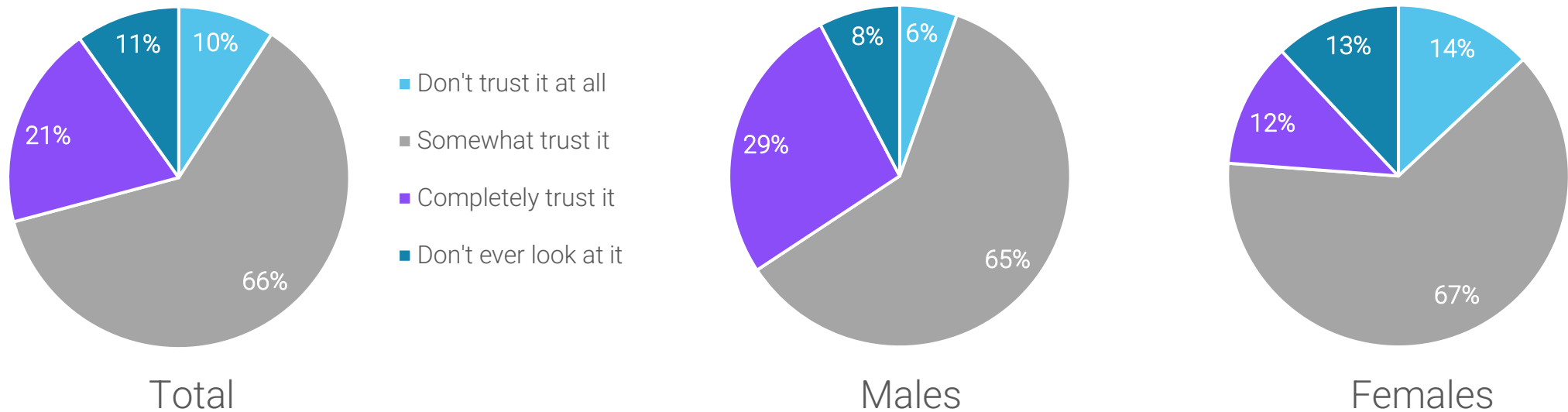
Exercise frequency



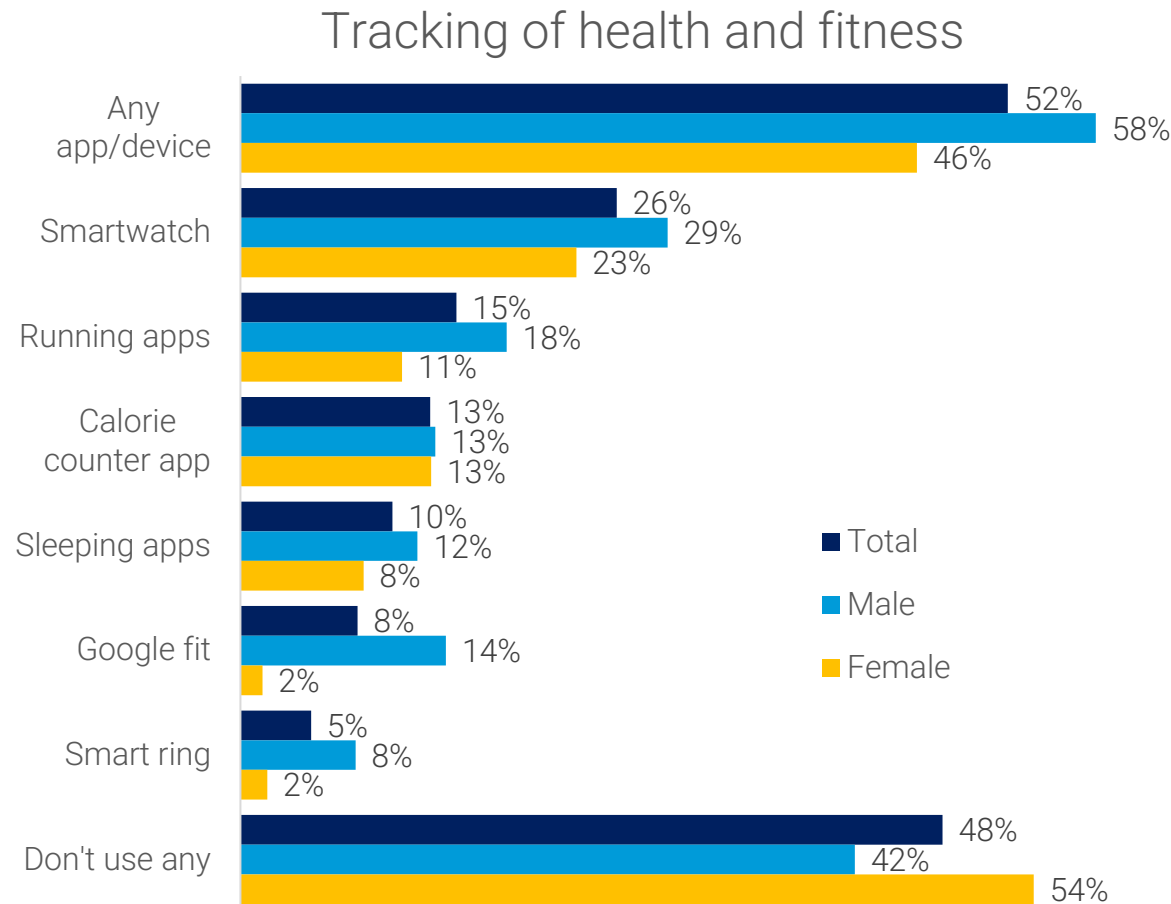
Males more likely to have complete trust in health star ratings on food and drinks

- 14% of young females say they don't trust health star ratings on food and drinks at all, compared to only 6% of young males

Food and drink health star ratings trust



Half of young Australians use devices/apps to track their health and fitness.

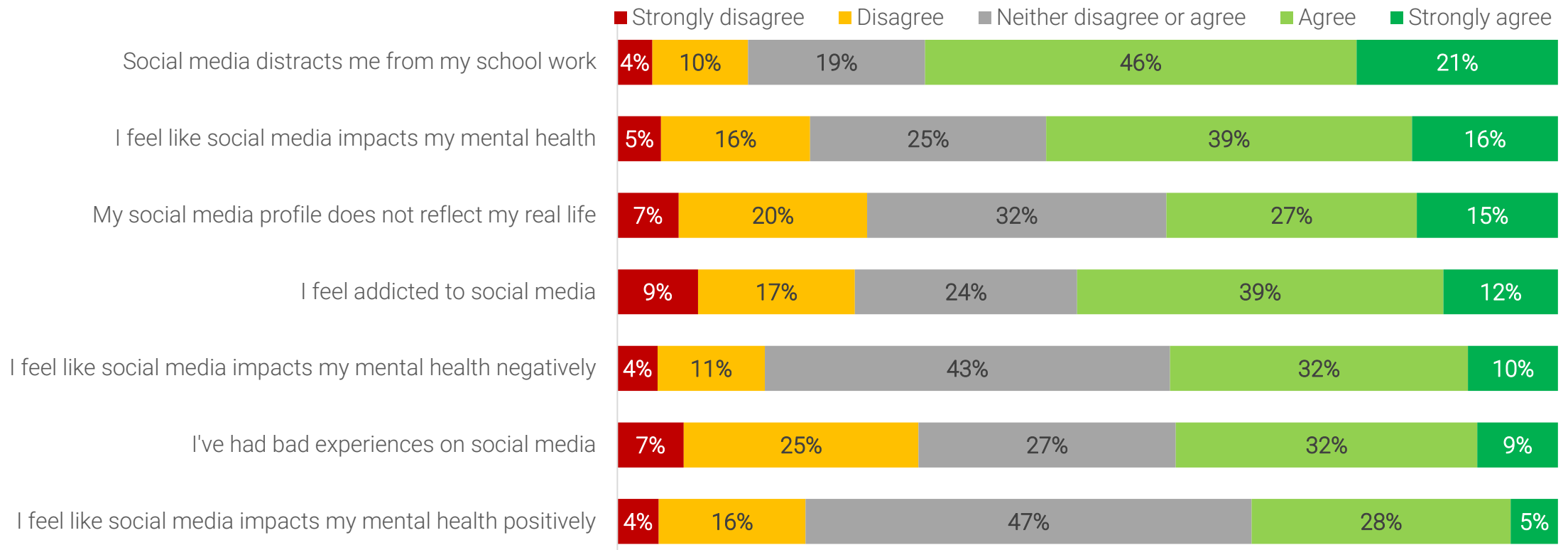


- The most popular device/app is the smartwatch (26%), followed by running apps (15%) and calorie counters (13%)
- Young males were more likely to use these devices/apps compared to young females (58% vs 46%)

Half of all young people say they feel addicted to social media and that it impacts their mental health

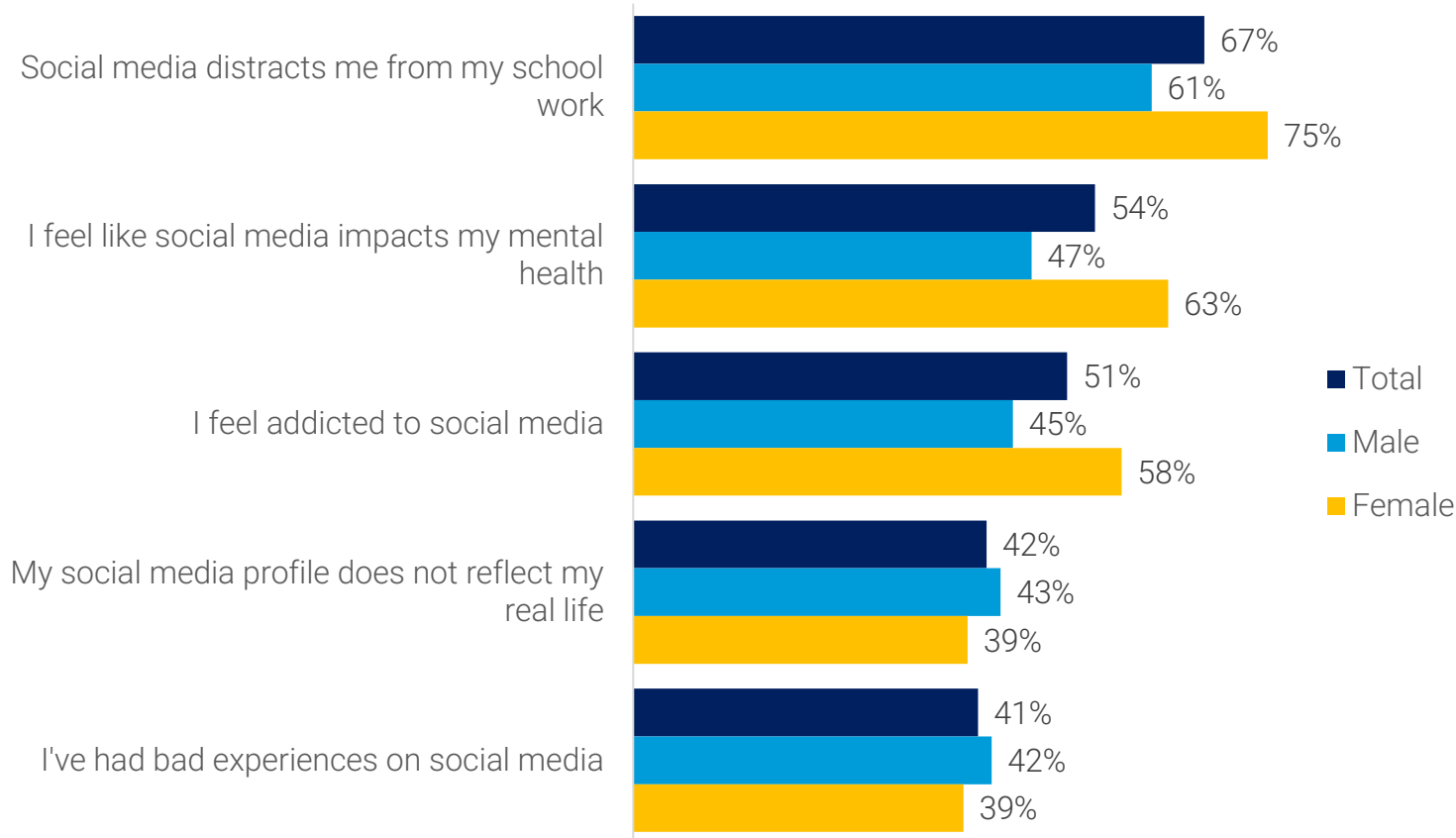
- Feeling addicted to social media is more prominent among older students in years 11, 12 and university
- Two in five have had bad experiences with social media; This was significantly higher among regional residents (70% vs 38%)

Impacts of social media



Young females are more likely to feel that social media impacts their mental health

Impacts of social media by gender (Agree + Strongly agree)



• Two-thirds say social media distracts them from their schoolwork. This is higher among females (75% vs 61%)

ABOUT Student Edge

We're here to help young people crush student life and make informed career choices.

Being a student is tricky. Between studying for exams, navigating friendships and figuring out what you're passionate about, student life is tough.

As the largest member-based organisation of high school, TAFE, VET and university students in Australia, we've helped over 1.2 million young people **LEARN, EARN & SAVE.**



LEARN

*Our members
LEARN with...*

- Study tips & resources
- Career quizzes & information
- Helpful articles



EARN

*Our members
EARN with...*

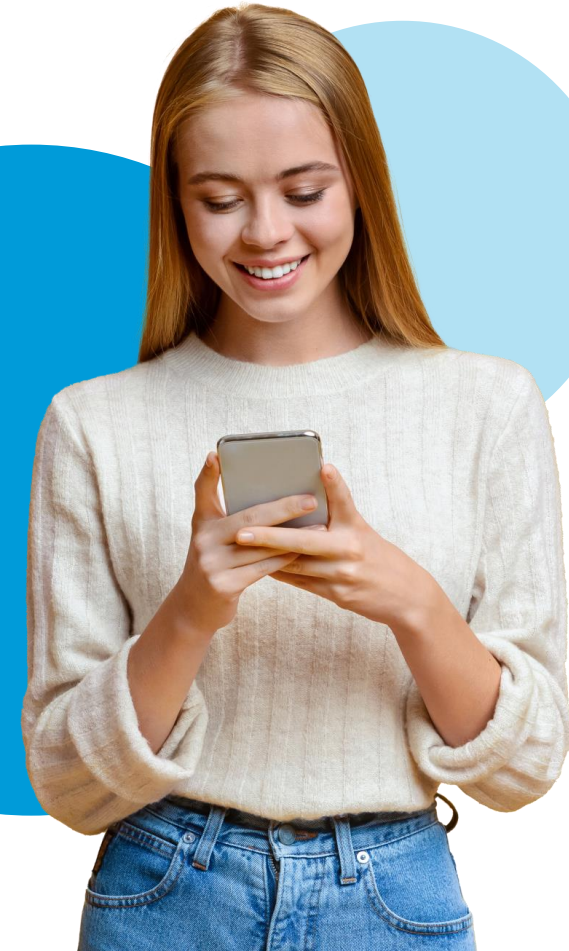
- Paid surveys
- Student job listings
- Competitions & giveaways



SAVE

*Our members
SAVE with...*

- Exclusive student deals, discounts and giveaways from our partners



OUR MEMBERS

Here's how many students you could reach:

1.2 MILLION+
members

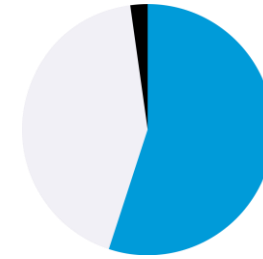
And we're growing fast...

7,000+
new members
per month



MEMBERS PER STATE

NSW	37%	SA	7%
VIC	25%	ACT	3%
WA	14%	NT	1%
QLD	12%	TAS	1%



GENDER

55% Female
43% Male
2% Undisclosed/
non-binary



AGE

30% Under 18
70% 18 and over

MEMBER REACH

700,000+
SMS subscribers

350,000+
App downloads

240,000+
Email subscribers

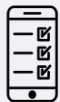
160,000+
Social reach

RESEARCH

Take the guesswork out of understanding young people.

By unlocking their thoughts, behaviours and motivations, our team of experienced market research specialists at YouthInsight help clients see the world through the eyes of young people.

We handle all projects with a custom approach to suit your specific needs. This can include:



Online surveys



Focus groups



UX and CX research



Brand tracking and more!

DID YOU KNOW?

Two thirds (63%) of Gen Z say they prefer to buy from brands that understand their generation.*

Learn more at:
youthinsight.com.au

WORKING WITH US

Partnering with Student Edge will connect you with a driven, proactive and creative member community.

Join our partner network:



DID YOU KNOW?

76% of young people say they would prefer to buy from a brand that offers student deals, than one that doesn't.*



* 2021 Student Edge Member Survey.

CONTACT US

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