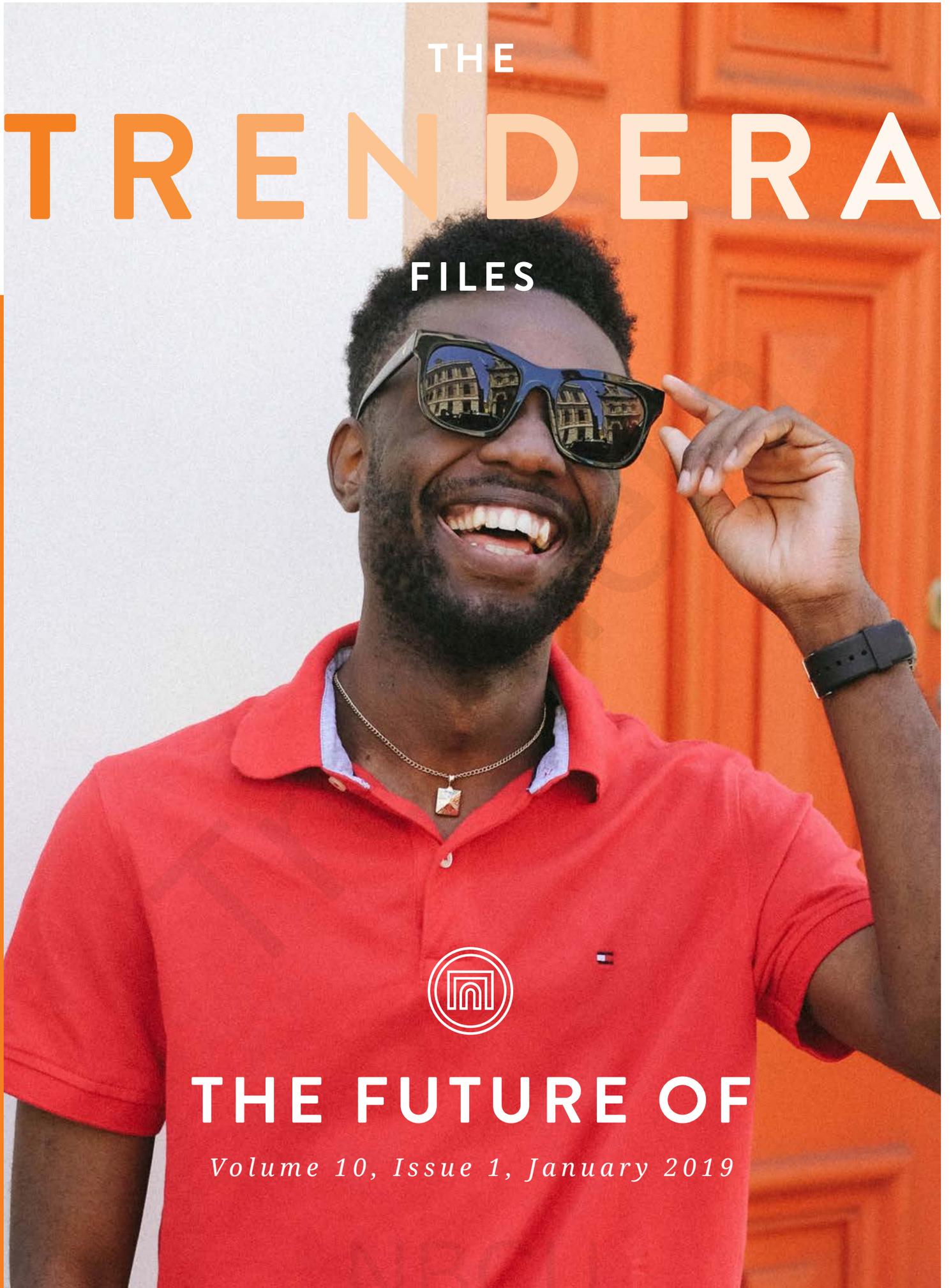

THE TRENDERA FILES

THE FUTURE OF

Volume 10, Issue 1, January 2019

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Hello there!

We're so glad to be back in the swing of things and hope you are too. January is our favorite time of year—new beginnings, new resolutions, and a TON new trends.

If this report seems extra heavy, it's not because you need to hit the gym (though if that's one of your resolutions, then consider it a sign). In fact, this is one of our largest reports ever! With so much changing in society right now, we just couldn't help ourselves.

Our most comprehensive report to date, the January issue of The Trendera Files is filled to the brim with the latest societal shifts, micro trends, innovative marketing campaigns, and curated roundups on who, what, and where is on the rise. And of course, these trends include accompanying insights and strategies on how to help your business achieve its fullest potential in 2019.

As with previous years, we're also comparing nationally representative respondents to those who live in coastal cities in our quantitative research. We surveyed 1700 members of Gen X, Y, and Z to get the latest on their attitudes, behaviors, values, and goals for the upcoming year.

We hope you enjoy and as always welcome any questions you may have. Cheers to a happy and healthy 2019!

TRENDERA

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IDEAL PARA PRESENTEAR
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PRESENTEAR

2018 IN REVIEW

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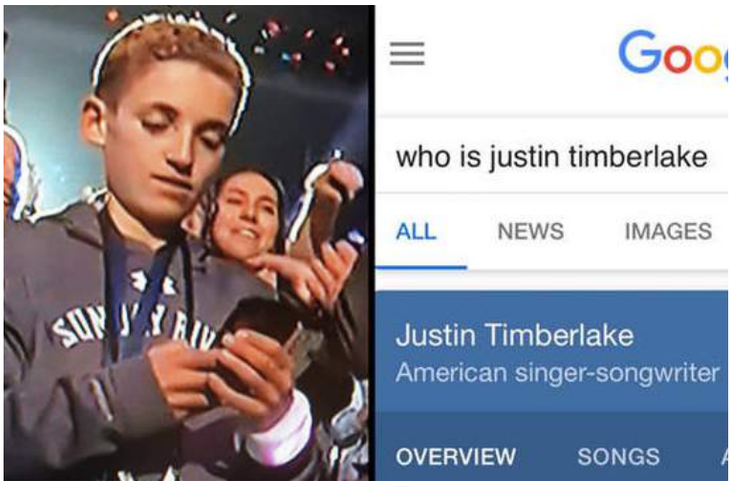


FEB | SELFIE KID

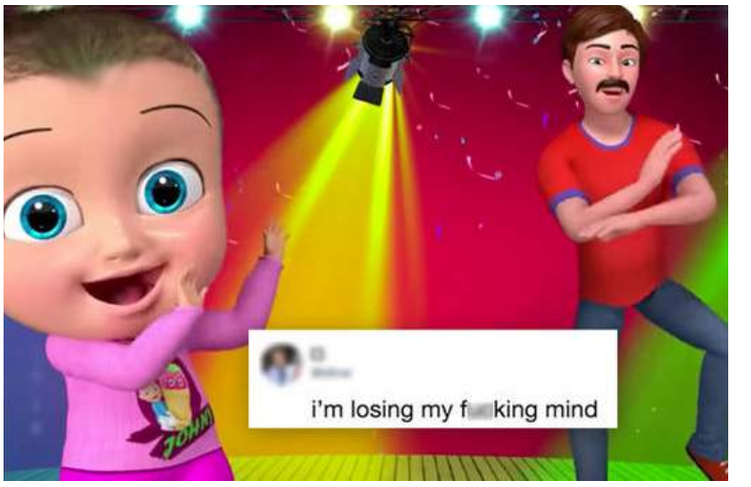
MARCH | TIRED SPONGEBOB

APRIL | DISTRACTED BOYFRIEND

MAY | THIS IS A PIGEON

JUNE | FRUSTRATED LEBRON

JULY | MY MOMMA SAID (CARDI B)



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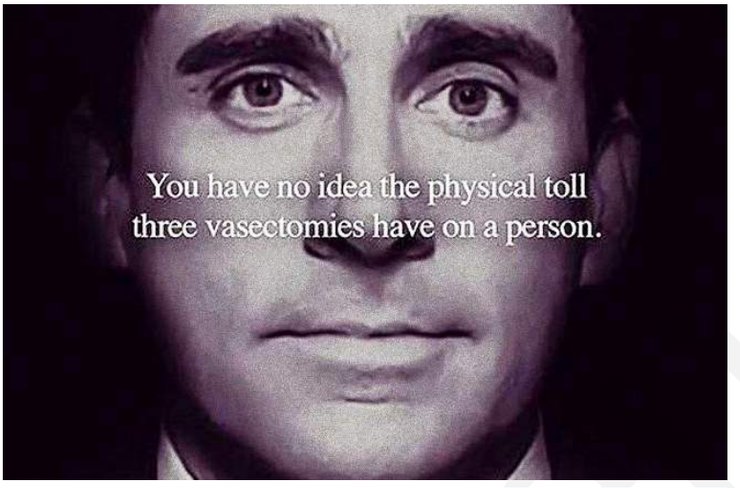

SEPT | COLIN KAEPERNICK NIKE AD

OCT | LET'S GET THIS BREAD

NOV | ELECTION DAY

DEC | TURTLENECK SWEATER DOGS

NBCU

STILL GOING STRONG IN 2019:

Sometimes we surprise even ourselves when it comes to predicting long-term trends. Below are a few we have discussed before that will remain relevant for the year ahead.

WHY SO SERIOUS?

THE IDEA: Entertainment has become so preoccupied with making a statement on social issues that it has forgotten how to let loose and have fun.

THE EVIDENCE: CW's *Charmed* reboot was praised for it's modern spin, which included more diverse cast members and the addition of timely issues such as Trump and "Time's Up." However, the show was also met with a bit of backlash, with a recent Yahoo article arguing it was "so political, it forgot to be fun."

HYPE MACHINE & THE POWER OF NOW

THE IDEA: If you're not top of mind, you're not relevant. And if you happen to be the best thing available right now, quality is secondary.

THE EVIDENCE: Jeff Goldblum has become an iconic figure online for his zany, offbeat social media content, where he includes everything from fan art to self-made meme material. While no single post has significant staying power, the accumulation of content that cuts through the clutter—if only for a moment—has made collective hype around Goldblum all too real.

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ATTACK OF THE FANS

THE IDEA: As fandom continues to intensify, these groups are not only worshipping at the altar of their favorite personality or brand, they're now taking the offensive and joining forces to take the competition down.

THE EVEVIDENCE: Following the release of *A Star is Born* (2018), diehard members of Lady Gaga's fanbase (called Little Monsters) took it upon themselves to not only post negative reviews of *Venom* (2018), a competing movie released at the same time, but to impersonate radio listeners' core demos around the country and request songs from the movie to further drive its reach.

GAMING THE SYSTEM

THE IDEA: Recognizing their audience is now streaming rather than listening to the radio, savvy artists are optimizing their offerings to maximize both playtime and profit.

THE EVIDENCE: Data scientist Mark Bannister analyzed decades of number one hits on the Billboard Hot 100 and found that recently pop songs have been steadily getting shorter. For artists who release entire albums on Spotify, shorter songs mean more songs played (and thus more revenue) in less time.

MAY (A)I HELP YOU

THE IDEA: AI is becoming so sophisticated that we're no longer able to tell the difference between human- and AI-created content, creating an entirely new tribe of content creators.

THE EVIDENCE: A deep learning AI bot created by researchers at IBM Research Australia, the University of Melbourne, and the University of Toronto has been trained on 2600 Shakespearean sonnets and can now reflect the bard's rhyming pattern and pentameter when writing its own.

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TRENDS

for 2019

NBCU

ANXIETY 2.0

The Future of: Lifestyle

We've documented how consumer culture has taken a turn for the tense. Whether it's politics, appearance, health, or simply one's own happiness, people today are feeling crushed by the weight of the world and have no clue how to cope. In 2019, this collective anxiety is coming to a head. We're not only letting worry take the wheel, we're also becoming hyper-sensitive to any perceived hardship in our own lives as well as those of people we care about.

LAWNMOWER PARENTS: THE STRUGGLE (ISN'T) REAL

Raised by uber-anxious "helicopter parents," Millennials (and Xers) have created their own personal brand of dysfunctional childrearing: The Lawnmower Parent. As described by *Mashable*, Lawnmower Parents "don't just hover over their kids to make sure they are safe, they obliterate any whiff of a struggle for their kids by curating every aspect of their childhoods. These parents tend to do extreme things, such as choose their child's friends, practice 'redshirting' to ensure their child's academic ease and success, and even jump into arguments on their child's behalf to prevent their kid from having hurt feelings." Not just looking to make them feel better, these lawnmower parents will simply plough down any potential problem before it gets in the way.

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GEN Z: WORRIED ABOUT BEING WORRIED

Pegged as the most anxious—and medicated—generation to date, Gen Z has a lot on its plate, but an increasing number of clinical psychologists are concerned that young people aren't able to distinguish between normal levels of worry and emotional responses that require clinical attention. In the *New York Times,* Dr. Richard A. Friedman suggests we're amidst "a cultural shift toward pathologizing everyday level of distress." An unfortunate side effect of their Lawnmower and Helicopter Parents, Gen Zs are being raised to view any type of hardship as a disorder.

EPIGENETICS: INHERITED TRAUMA

Anxiety isn't just lurking around every corner, it's in our bones, as well. A growing body of research is exploring how epigenetics—the ways in which one's environment affects gene expression—can be impacted not only by one's own experience, but also the experiences of his/her ancestors. A recent longevity study by the National Bureau of Economic Research found that the sons of Union Army soldiers who were tormented as prisoners of war were more likely to die young than the sons of soldiers who weren't prisoners. In other words, we both "inherit" trauma from the stress, racism, malnutrition, etc. that our ancestors experienced and we pass on our own biological legacy to future generations. No pressure!

BOTTOM LINE:

People are tense, exhausted, and looking for relief. Brands and entertainment should give consumers the tools they need to lighten up, whether it's through distraction, self-care, self-expression, or a simple pick-me-up.

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DIGITAL DETOX TO DIGITAL DIETS

The Future of: Lifestyle

What even counts as a digital detox in 2019? We talk a big game about ditching our phones for the weekend, but the reality is that technology has become so ingrained in our lives that without it, we can no longer step away and still function in the modern world. As a result, consumers are shifting their relationship with technology and have begun to adopt "digital diets," where instead of going cold turkey from tech, they're making small, sustainable lifestyle changes—a break from social media for an afternoon, no texts or notifications after 11pm, less screen time today, etc. As consumers embark on these digital diets and redefine what it means to "unplug," technology companies are stepping in to assist with new devices and software tools to help them take back control.

STIMULATION ADDICTS: SMARTPHONES REPLACE SEX & DRUGS

To understand how addicted we are to our phones, one need look no further than Generation Z. Using fewer drugs and having less sex than those before them, this digital generation satisfies many of their impulses through their phones. A recent *New York Times* article proposed that smartphones may be taking the place of more traditional vices, citing psychiatry professor David Greenfield: "People are carrying around a portable dopamine pump, and kids have basically been carrying it around for the last 10 years."

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DEVICE DEPENDENCY: PALM

What better way to keep people away from their phones than... another phone? Palm is a San Francisco start-up that has made a tiny, less capable smartphone that is designed for use on weekends, evenings, or anytime users don't want the full capability of their smartphone. Available at Verizon, the device is available as an add-on to existing plans, making the product more like a connected smartwatch than a second phone.

TIME-LIMIT TOOLS: FACEBOOK & INSTAGRAM

Facebook and Instagram recently rolled out new "Time-Limit Tools" to combat criticisms against the platforms for their addictiveness. Users are now able to click "Your Time on Facebook" or "Your Activity" on Instagram to see how much time they've spent on the app, set time limits and reminders to stop scrolling, and to mute push notifications for certain periods of time. Though somewhat counterintuitive, the companies have said that they want users to use their apps in a way that is "intentional, positive, and inspiring," citing research that has shown that people who scroll passively are more likely to be negatively affected by social media.

BOTTOM LINE:

People are becoming more realistic with their relationship to technology and realizing that they'll never be able to completely unplug. As a result, they're treating phone use like an indulgence that can be perfectly healthy so long as it is as part of a balanced digital diet.

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FITNESS FREAKS

The Future of: Lifestyle

Fitness is booming, and it's not because everyone has recently renewed their New Year's resolutions. In a world spinning out of control, it's no wonder consumers are becoming even more obsessed with their health and wellness, achievement, and optimization. As a result, we're seeing the rise of new fitness spaces and technological integrations that make training at home, work, and on the go easier and more customizable than ever.

IN-HOME FACILITIES: WEALTHY HELICOPTER PARENTS

In 2017, wealthy parents spent $320 million on building semi-professional sporting facilities—baseball batting cages, basketball courts, and hockey rinks—for their private homes and residential communities. For example, tech exec Scott McNealy, father of four college and professional athletes, recently listed his home for $100 million, complete with a hockey rink, golf green, and indoor gym. This trend is driven by pressure on young athletes to compete at increasingly higher levels for college admissions, as well as time-strapped parents looking to optimize their family's schedule with nearby practices, tournaments, and coaching.

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WORKING OUT AT WORK: CLASSPASS X HR

Exercise is increasingly being integrated into and normalized in work culture, evidenced by the rise of fitness clubs being opened at co-working spaces like WeWork and Luminary. ClassPass, on the other hand, is looking to infiltrate the workplace through HR: the workout class subscription service recently partnered with Justworks to replace traditional corporate wellness programs with ClassPass' flexible fitness packages. Companies looking to attract and retain top talent can sign up for the program, deciding exactly how much they contribute to their employees' memberships.

FITNESS TOURISM: EQUINOX

Equinox is joining the ranks of brands offering luxury vacations planned around an itinerary of fitness classes, wellness treatments, and beautiful accommodations. Next year, the gym chain will offer one-of-a-kind domestic and international trips with access to experiences like "a personalized training session with a champion athlete, an exploration of ultra-seasonal cooking with a foraging experience hosted by a renowned local chef, and a transformative mountaintop meditation at sunrise." Fitness "festivals" such as Wanderlust, a weeklong yoga-centric event full of classes, excursions, and talks, take the fitness tourism trend even further with completely immersive programs.

BOTTOM LINE:

Physical fitness is a significant way in which consumers are coping with the world today. As a result, they have come to expect brands and employers of all kinds to provide ways to assist them on their fitness self-care journeys.

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PERFORMANCE ANXIETY

The Future of: Lifestyle

In the Instagram age, we're all feeling the pressure to be (or at least look) *amazing* at whatever we do—perfect parents, stellar students, successful, beautiful, fit, woke, happy—the list goes on. Not surprisingly, the pressure to be perfect has led to crippling performance anxiety, taking the fun out of life and turning everything, even hobbies, into work. Interestingly, we're seeing the rise of a growing countertrend which celebrates mediocrity and advocates that being "good enough" deserves more recognition than we realize.

PEAK PERFECTIONISM: THE HIDDEN EPIDEMIC

After completing a recent study of American, Canadian, and British university students, psychologists Thomas Curran and Andrew Hill found that today's students report higher levels of perfectionism than students at the same age did in the 1990s and 2000s. They explain this phenomenon as the result of our market-based society, where self-interest and competition are necessary for survival. This is made worse by the growth of social media and exam culture. According to scholars, perfectionism is associated with depression, eating disorders, suicidal ideation, and early death.

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THE END OF HOBBIES: NEW YORK TIMES

In a popular *New York Times* opinion piece, Tim Wu points out that the pursuit of excellence has changed our concept of leisure, putting pressure on people to be great at everything they do is causing them to forgo hobbies simply because they don't want to be bad at them. "Lost here is the gentle pursuit of a modest competence, the doing of something just because you enjoy it, not because you are good at it. Hobbies, let me remind you, are supposed to be something different from work."

THE PRIVILEGE OF MEDIOCRITY: CRAZY RICH ASIANS

Being mediocre, it seems, is actually a privilege, especially when it comes to entertainment. Constance Wu recently received attention for using the term "narrative plenitude" in an interview to explain the importance of *Crazy Rich Asians* (2018). Coined by Pulitzer Prize-winning author Viet Thanh Nguyen, narrative plenitude is a goal for Asian-Americans, who have long lived in "narrative scarcity," or a landscape in which there so few multidimensional Asian-American characters and stories creating a situation where the success of the group depends on one movie. Here, Nguyen points out that being mediocre is a privilege only certain groups get: "That is one measure of equality — the right to be mediocre and rewarded for it, rather than the demand placed on Asian-Americans and *Crazy Rich Asians* to be exceptional just to be seen."

BOTTOM LINE:

Our notions of success seem to be shifting in response to our achievement-oriented society. Performance anxiety still runs rampant, but enjoyment, pleasure, and mediocrity are also regaining cultural value.

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EMOTIONAL INDEPENDENCE

The Future of: Relationships

Sure, relationships have been complicated since Adam and Eve. "You can't change someone," the saying goes, "you can only change yourself." It should be no surprise then, that as mental health continues to become a priority, people are taking charge of their emotional wellbeing, placing less stock in their external relationships and instead looking inward for companionship and intimacy.

EMOTIONAL INDEPENDENCE: ARIANA GRANDE, THE CUT

The concept of "emotional independence" is gaining ground as people realize that they put too much time, effort, and energy into maintaining relationships and have little left for themselves. After her widely publicized breakup with Pete Davidson, Ariana Grande released the song "thank u, next," in which she finds personal enrichment through heartbreak. In the similar vein, The Cut recently published a popular article in support of limiting (or foregoing altogether) texting while dating. Author Clara Artschwager explains, "I spent my days exactly as I saw fit, and while I did, my mind wasn't filled with worry over when he would text me or whether I should text him. Anticipation took that anxiety's place: I was excited to tell him about all the things I was reading, seeing, and doing."

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THE NEW FAB 5: SMALLER FRIEND GROUPS

Today we have more "friends" than we could ever know what to do with and the term no longer means what it used to. With access to so many people online, people are looking to connect deeply with only a select few IRL. To this point, life strategist and author of *Smart Girls Screw Up Too* (2017), Bella Zanesco released her theory, which has since been picked up across multiple news outlets, arguing that a healthy inner circle of friends only requires seven people (yes, seven total friends for life), so long as they fulfill at least one of seven essential roles (e.g. nurturing, loving unconditionally, pushing one out of his/her comfort zone). In addition to more quality time, fewer friends also means less plans to cancel.

RADICAL REVELATIONS: MAN REPELLER

All too often, when women are misunderstood, they rack their mind about what they did wrong and feel guilt, shame, and even embarrassment. According to advice columnist Heather Havrilesky, "women [are] not just responsible for people's understanding of us, but seemingly for their misunderstandings of us, too." Taking this concept one step further is *Man Repeller*'s Hayley Nahman, who proposes looking at instances neutrally instead of jumping to conclusions and ultimately deciphering them as negative. A radical revelation indeed, the concept that one is not responsible for how others view them, undoubtedly frees up time and headspace to simply be.

BOTTOM LINE:

In an era of emphasized importance on mental health, many consumers are looking to empower themselves by looking inward and surrounding themselves with those who truly matter—even if the only one who matters is them.

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INTIMACY 101

The Future of: Relationships

In a time where so much of our interaction is done behind digital walls, it seems we're losing touch on how to be in a relationship with a real, live person. As people are quickly forgetting how to engage with one another IRL the art of intimacy is on the decline. But this isn't all bad: divorce rates are actually decreasing and consumers and brands alike are attempting to empower themselves and explore what vulnerability in the digital age looks like.

DIVORCE DECLINE: UNIVERSITY OF MARYLAND

Wait, are Millennials actually doing something right?! According to the University of Maryland, the U.S. divorce rate has dropped 18% from 2008 to 2016. Many attribute the phenomenon not only to Millennials delaying this milestone until later in life, but also to the fact that they are increasingly forgoing marriage altogether. Prioritizing education, careers, and finances over partnership, Millennials are investing less in relationships, and less likely to consider marriage than generations past.

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INTIMACY COORDINATORS: HBO

As people are forgetting how to date IRL they are looking to entertainment for reference and assistance. Enter HBO, which has hired intimacy coordinators for every film and TV project that has an intimate scene. Not only maintaining safety on set, intimacy coordinators facilitate the creation of accurate content that educates viewers on what healthy and natural intimacy looks like. Pleased with this development, *The Deuce* star Emily Meade says "when it comes to sexuality, which is one of the most vulnerable things for all humans, there's really no system. There's never been a person required to be there to protect and bring expertise."

WEEKEND HERMITS: GIRLS NIGHT IN

A cocktail of indecisiveness, FOMO, and anxiety-inducing social obligations have led many people to simply say screw it all and start staying home on the weekends. To keep them company are Netflix, wine, and Girls Night In, a media platform that sends out weekly newsletters every Friday "for girls who'd rather stay in tonight." With the intimacy of in-person interactions feeling more stressful than a curated home environment, we're quickly spawning a society of shut-ins.

BOTTOM LINE:

Millennials need help forging more intimate connections in their lives. Brands have an opportunity to help by becoming "Intimacy Coordinators" themselves, whether by giving advice or creating content that depicts accurate portrayals of healthy relationships.

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REFRAMING FAMILY

The Future of: Relationships

While "finding the one" is an ideal that still permeates mainstream culture, group-powered Millennials and Gen Zs realize it may not be good to give any one person so much power in a relationship. As a result, we're noticing an interesting shift in relationship dynamics from "the one" to "the group." Recognizing there is power in numbers, consumers are expanding their ideas on their most influential relationships they have and redefining their concept of family, making room for more perspectives.

MORE THAN MARRIAGE: WANDERLUST

UNTRUE: Why Nearly Everything We Believe About Women, Lust, and Adultery is Wrong and How the New Science Can Set Us Free (2018) by Wednesday Martin dispels myths about engrained cultural narratives on female infidelity. Martin's book argues that society's view on female sexuality needs to be reframed because women are actually just as naturally non-monogamous as men. In fact, consensual non-monogamous relationships aren't new but rather no longer hidden in the shadows. Showcasing this is Netflix's juicy new show *Wanderlust*, that highlights how monogamy gets monotonous, and how women are surprisingly starting to speak up about it.

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POWER IN PAIRS: SIBLING INFLUENCE

Parents have long been viewed as the most influential people in a family unit, but new research is suggesting that siblings may play an even more important role and have lasting impact into adulthood, especially after one's parents pass. On the positive end, sibling relationships teach empathy, social behavior, and encourage academic achievement, whereas on the negative side, siblings can play a large role in a person's future substance abuse, depression, and anxiety. For better or for worse, having a sibling is likely to be one of the longest relationships in one's lifetime as well as one of the most important.

BANDING TOGETHER: #WALKUPNOTOUT

Following in Millennials' footsteps, Gen Zs also take great care to ensure the wellbeing of the group. In the wake of the tragic high school shooting in Parkland, Florida, Gen Z activists launched the #WalkUpNotOut campaign. The movement urged high school students to welcome everyone, including students who were perceived as socially isolated. Making a conscious effort to band together as one network to promote kindness, the movement shows Gen Zs team-oriented spirit even in times of adversity.

BOTTOM LINE:

Millennials and Gen Zs are rethinking the importance of units from families to marriages to school. As the power of the group continues to grow, the concept of an "expert" or single authority figure may soon be outdated.

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HIRING FROM WITHIN

The Future of: Power, Influence & Celebrity

Influencer marketing is here to stay, but is currently in a state of flux where the old markers of success (engagement, follower count, and clicks) aren't clear. As a result, brands are getting savvier and more creative with how they utilize influencers in their overall marketing strategy. Rather than deal with the murky territory of influencer agencies, many brands and entertainment companies are "hiring from within," tapping their existing employees, fan base, and loyal customers with influence to develop more targeted, effective, and—most of all—authentic campaigns.

INTERNAL INFLUENCERS: MACY'S STYLE CREW

Forging influencer relationships can be costly, time intensive, and—as Luka Sabbat's failed partnership with Snap Spectacles shows—doesn't always end well. As such, some brands are taking a different approach by employing influencers within their ranks. "Macy's Style Crew" is a select group of existing Macy's employees who are microinfluencers with reasonable followings of their own and have been tapped to serve as influencers for the brand. Not only is working with these employees more cost effective for Macy's, influencer employees have a major advantage as they have an intricate understanding of and love for the brand which makes for better content.

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MADE TO ORDER STARS: NETFLIX

While Netflix is notoriously tight-lipped on their viewing metrics, they sure are kissing and telling when it comes to Instagram. The company released a graphic showing that stars of teen-centric Netflix movies *To All the Boys I've Loved Before* (2018) and *The Kissing Booth* (2018) gained millions of new followers after their films hit the platform. Not only does its star-making prowess make Netflix projects more enticing for up-and-comers, it shows the brand doesn't need to tap big names as it has the power to create them.

BRANDED: THE LONG #SPONCON

According to a recent study by Influencer Intelligence, brands have been making some serious changes when it comes to their influencer marketing strategies that may result in some very fickle brand fans. A whopping 76% of marketers said that "influencers should already be a fan or loyal supporter of the brand to prove their relevance." True, authenticity is vital. However, when authenticity is everything, it's only a matter of time before aspiring influencers begin building their personal brands off of exaggerated brand love. In short, an influencer's content and the brands they follow will soon become the new way they will apply for partnership deals.

BOTTOM LINE:

Brands are beginning to shy away from expensive influencer endorsements in favor of more authentic, homegrown influencers. However, it's only a matter of time before this breed of influencer becomes inundated and inauthentic as well.

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THE AGE OF APOLOGY

The Future of: Power, Influence & Celebrity

In these highly sensitive times, brands must exercise extreme caution when aligning with celebrities and influencers, or at the very least, perfect the art of the apology. Seemingly everyone you work with has said or done something wrong—and if they haven't yet, chances are that they will.

MEME WITH CAUTION: JESSE WILLIAMS

Actor Jesse Williams learned to meme with caution when he found himself in hot water over images he posted to Twitter. In an effort to promote his upcoming film, *Till* (based on the story of Emmett Till) Williams decided to hop on the trending Kaepernick Nike campaign meme format that featured out of context images with the text "Believe in something. Even if it means sacrificing everything." To do so, Williams used photos from Emmet Till's funeral featuring his grieving mother. The internet did not take it well and was quick to tear down the activist actor, who deleted the offending tweets and issued a heartfelt apology. In a culture where memes are so commonplace, it's difficult to know where to draw the line, a lesson Williams learned the hard way.

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CALLOUT CULTURE: DOJA CAT, THE MILKSHAKE DUCK

Doja Cat, whose real name is Amala Zandile Dlamini, blew up in 2018 after her song "Mooo!" went viral. However, shortly after her rise, a few internet sleuths dug up some questionable content from her past and found that Dlamini had used a derogatory term to describe Tyler the Creator in a tweet. After being exposed, she was unceremoniously "cancelled" (which is why you haven't heard anything about her since). Doja Cat is just one of many fame seekers who have had their dreams slashed due to callout culture, whereby people online wait in the wings for someone to say or do something offensive or—as in the case of Doja Cat—scour their internet archives until they find something problematic. This phenomenon has given rise to a new term "Milkshake Duck," which refers to the very specific case where someone goes viral only to have the internet collectively discover their past wrongdoings and withdraw their adoration.

APOLOGY TOURS: BEGGING FOR REDEMPTION

After the mistake comes the apology, but not all is forgiven with a simple "I'm sorry." From actors to musicians to influencers, public missteps are followed by lengthy apology tours in which the offending party attempts to convince, not only the audience but brands, that they've seen the error of their ways and made a meaningful and lasting change. Take Logan Paul, once the king of YouTube with his Team 10 squad of content creators, Paul's career took a hit after an ill-advised vlog filmed in Japan's "suicide forest" where he showed the dead body of a man who had recently committed suicide. His lack of judgment and initial lame non-apology led to his removal from YouTube and a loss in sponsors. Since then, he's been on an apology tour looking to win back approval and, more importantly, get his view counts back up again.

BOTTOM LINE:

The spotlight is not only bigger than ever before, it comes with more scrutiny with audiences not only judging every action, but every past action via social media history. The good news is—depending on the offense—where there's a will (and enough apologizing) there's always a way back to the spotlight.

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FAME PURGATORY

The Future of: Power, Influence & Celebrity

Fame may be more attainable than ever, but it's loaded with more pressure than ever. Being famous is now a 24-7 job, with fans expecting unprecedented access and constant content updates. In a time where nobody can just "go away," many in the spotlight are struggling to not only keep up, but to keep their fans (as well as themselves) happy.

YOUTUBER BURNOUT: INFLUENCERS, THEY'RE JUST LIKE US

What do you do when the people are supposed to be #GOALS admit they actually have all the same problems as everyone else? More and more YouTubers are taking to their channels to talk through their personal struggles. One of the most poignant examples can be found in Elle Mills, a 20-year-old YouTuber who, following rapid growth on her channel, took a step back from the platform after hitting a personal breaking point, wondering to her 1.5 million subscribers, "This is all I ever wanted... why am I so unhappy?" In fact, burnout is becoming an issue for many YouTubers, who often at a young age, reach a level of fame and notoriety simply for being themselves (or a carefully crafted version of themselves) online. When your self-worth (and net worth) are tied to metrics around being "liked," viewed, commented on, and subscribed to, it's no wonder the pressure to keep up and please everyone can be too much.

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BECOMING THE PRODUCT: CAMEO

Cameo is an app that allow audiences to get the one-on-one interaction with their favorite celebrities that they crave. With Cameo, celebs who opt into the app set prices for messages, videos, and shout outs, which fans can purchase. While fans get the shout out, celebs get to keep 75% of the money. So far the app has attracted celebs, athletes, and influencers alike counting Brett Favre and Lance Bass among their ranks. The apps represent a shift in that what matters is no longer just the work celebrities are doing or the talent they possess, but rather the connection that they have with fans who are used to having direct and personalized means of connection to their idols.

NOBODY GOES AWAY: KANYE VS. FAME

Despite constant missteps with his peers and consistently offending his core demo, Kanye West doesn't seem to be going anywhere. In fact, the rapper/designer's relevance only seems to increase with every controversial tweet and song lyric he puts out. The rapper has publicly struggled with his role in the spotlight yet he can't seem to take himself out of it. West's Sisyphean attempts to maintain his privacy—like deleting his social media only to make an eventual (headline worthy) return—are indicative of the larger dynamic at play between celebs and fame, where the only thing worse than constant attention is obsolescence.

BOTTOM LINE:

Being famous may seem desirable but—thanks to the level of investment demanded from today's stars—we're starting to see firsthand the detrimental effects of being in the spotlight and the internal struggles that come with it.

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MEME THINK

The Future of: Social Media

While the digital and physical worlds currently coexist, digital has gained the upper edge as more and more people fall victim to "Meme Think." Meme Think refers to the phenomenon of consumers viewing their real-life experiences through a digital lens, which could range from translating an IRL moment into something post-worthy or drawing from the nuances of meme culture to analyze an IRL situation. This growing trend proves that social media has become our primary sphere while the "real" world takes a backseat. As a result, the ins and outs of online culture are becoming even more vital for brands to understand.

SELFIES: FILTER DYSMORPHIA

British cosmetic doctor Tijion Esho coined the term "Snapchat dysmorphia" in response to a bizarre trend he and many other plastic surgeons have noticed. Whereas patients used to bring in photos of celebrities as their inspiration, they've recently started bringing in filtered photos of themselves, wanting to look like the person they see reflected on apps like Snapchat and Instagram. These "beauty filters" often manipulate a person's features, giving them longer lashes, a smooth, wrinkle free complexion, large doe-like eyes, and an ethereal glow. While the Kardashians are living proof of the wonders of plastic surgery, it's no miracle fix. Often, these surgeons find themselves telling their patients that the desired outcome is simply impossible or cautioning them against costly and invasive elective procedures in the name of #nofilter perfection.

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MEME MINDED: WHAT'S IN A MEME?

Memes have become more like inside jokes than one-liners, and in order to use them effectively, one must be aware of the collective cultural meaning they've been ascribed. For instance, in the meme landscape, Kermit the Frog has slowly come to represent our innermost truths, from Kermit sipping tea when revealing a valuable insight (even if it is "none of my business") to hooded Kermit's Freudian Id-like persona revealing our darkest impulses. In short, don't judge a meme by its cover—look to the existing source material from which it was taken to discover a more nuanced meaning.

REDPILLING: MEMES AS ALT RIGHT RECRUITMENT

What happens when memes are used to convert online behaviors into real world political beliefs? The term "redpilling" is currently popular as part of the alt right vernacular. Meaning a "liberal awakening," redpilling is a process that takes its cues from the plot of *The Matrix* (1999), where Morpheus offers Neo a red pill that will allow him to see reality. In this scenario, the alt right likens themselves to Morpheus offering liberals metaphorical red pills to see the world their way. In fact, as part of their "redpilling" agenda, the alt right has been successful in using memes to give negative connotations and connections to otherwise neutral cultural artifacts. For instance, Pepe the Frog—an internet cartoon character from the comic Boy's Club who dates back to 2006—was appropriated by the alt-right as a symbol of white nationalism in the past few years and has now taken on a whole new meaning of hate.

BOTTOM LINE:

The world is quickly becoming digital first, IRL second. To stay relevant, brands must invest in becoming experts in internet culture and meme communication in particular.

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INSTAGRAM TOURISM

The Future of: Social Media

Wanderlust or content opportunity? No matter the reason, Millennials are continuing to seek out new experiences and destinations with fervor. Shaking up the tourism and hospitality industries as they seek to capture the picture nobody has seen yet, today's technology-driven travelers want beautiful experiences that look good in their feeds above anything else.

FIVE STARS FOR INSTAGRAMMABILITY: MICRO HOTELS

In addition to cleanliness and staff friendliness, Millennials are judging hotels based on whether or not their stay will make for a good Instagram post giving rise to the micro hotel. Characterized by photogenic shoebox-sized rooms and comfortable beds, what micro hotels lack in personal space, they make up for in content opportunities. For instance, the Moxy Times Square in New York features lawn games like corn hole and the largest rooftop bar in the city. What's more, micro hotels understand that—for better or worse—travelers aren't looking to be cooped up in the comfort of their own rooms but are out and about getting the 'gram.

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MADE FOR CONTENT: INSIDE THE INFLUENCER APARTMENT

After noticing that influencers in New York struggled to get the well-lit, effortless-looking content they so badly needed, Village Marketing founder Vickie Segar created an apartment in the SoHo district of Manhattan made for the express purpose of serving as a back drop for #sponcon (sponsored content). Renting for $15k a month, the immaculate penthouse apartment features tons of light, clean white walls, and Millennial pink accent furniture begging to be photographed. Their followers know the content is contrived, but they don't really care as long as the end result is a beautiful, authentic-"feeling" image in their Instagram feed.

INSTAGRAM TOURISM: EXISTENTIAL VOID OF THE POP UP

By now you're probably familiar with or have even visited an "Instagram museum," a space designed to have content creation opportunities around every corner. With high admission costs and long lines, these spaces are increasingly common but aren't actually that enjoyable to visit. In her piece for *The New York Times*, Amanda Hess attended as many Instagrammable experiences as she could, but said doing so "nearly broke her." Hess argues that these made-for-Instagram, devoid-of-actual-culture spaces are actually no fun at all and a product of our compulsion to participate in the social media content machine. As content creation becomes work, "doin' it for the 'gram" simply isn't about having fun anymore.

BOTTOM LINE:

Consumers' never-ending need to post interesting content has generated an entirely new industry devoted to creating turn-key, social media-centric experiences.

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MONEY MONEY MONEY

The Future of: Social Media

Constant exposure to aspirational lifestyles on social media have made people obsessed with "flexing" on Instagram and seizing every opportunity to show off their wealth and monetize their "personal brand" to accumulate even more. Whether that's finding new and creative ways to show off their wares or turning their social media side hustle into a full-time job, money talks in the social media landscape.

MONEY MEMES: FLAUNT YOUR WEALTH CHALLENGE

One of the latest trends to sweep the meme-scape was the flaunt your wealth challenge. Originating in China, the viral Instagram challenge-turned-meme featured influencers and consumers alike spilling out of cars onto the pavement, surrounded by their luxury possessions. Accumulating thousands of posts under the #fallingstars hashtag, the viral meme is the visual equivalent to the humblebrag, communicating that while they may be down, they're still at the top when it comes to wealth.

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MOONLIGHTING TEACHERS: MAKING ENDS MEET

Buzzfeed News reporter Julia Reinstein recently interviewed 3rd grade teacher Amy Groesbeck, who's making almost four times as much money via sponsored posts on Instagram as she is teaching. Part of an online community of "teacher bloggers," these educational influencers rise through the ranks due to their popularity on Teachers Pay Teachers, a platform that allows teachers to earn income by creating and selling teaching materials like lesson plans and worksheets. For her part, Groesbeck was able to rake in $200k in additional income last year, and while her level of success may be unique, her approach isn't. For many educators, Teachers Pay Teachers and their subsequent Instagram accounts have become their main source of income.

ONLINE GAMING: THE NEW OPPORTUNITY

Speaking of side hustles, there is a burgeoning opportunity to make money for playing video games. For the casual gamer looking to make a few extra dollars there's product testing via sites like Skillz, an e-sport network that pays participants to test video games and take surveys about them. For more serious gamers, gaming has become their full-time job. Earlier this year the Washington Post profiled 24-year-old Austin "Boo" Painter who quit his job at the state department to be a full-time gamer. Painter specializes in the NBA-backed NBA 2K league where he is lead scorer for his team Wizard District Gaming.

BOTTOM LINE:

While social media has led to many aspiring to a lifestyle they can't afford, it is also the medium many savvy users have turned to as a means to make it their monetary dreams come true. For some, this has even become their primary source of income.

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"BAD" TASTE

The Future of: Fashion & Beauty

Fashion, particularly men's fashion, is having a moment of intentional ugliness, sending the strong message that you don't have to report to anyone but yourself. The trend embraces gaudy colors, clashing pieces, and low-brow references: you definitely have to be in the know to understand that it's cool, not just accidentally bad. While this movement of "bad" taste might seem surface-level, upon close inspection, it's clearly a lot more than that. The embrace of "bad" taste is proving to be a rejection of elitism and subversion of expectations—sometimes, even a powerful political tool.

SLOB-EBRITIES: UNKEMPT MEN

Jonah Hill, Shia LaBeouf, Post Malone, Wiz Khalifa, and Justin Bieber are just a few of the male "slob-ebrities" leading the charge. From saggy track pants to stringy, unwashed hair, the look du jour for celebrities seems to be looking more juvenile than refined and ready for the paparazzi. (Bieber, for example, proposed to his fiancé Hailey Baldwin in basketball shorts and adidas shower slides). But unlike the "Celebrities! They're just like us!" mood of the past, these low-key looks are thought out, and quite often expensive, resulting in an entirely new look that's inspiring fashion enthusiasts around the world.

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BAD TASTE FASHION: SLEAZECORE & SCUMBROS

News sites and trend articles have picked up on this trend of bad taste fashion, giving it a plethora of labels. *Esquire* declared last year's warmer months the "Summer of Sleaze," while others have preferred calling the look "sleazecore" and its followers, who dress like "high-school drug dealers," "scumbros." *Esquire* even went further to categorize looks into different sleaze categories, such as "Dealer Sleaze," "Skate Sleaze," "Sorta Sleaze," and "Morning-After Sleaze." Just like normcore before it, sleaze has caught the attention and fascination of the trend-conscious public.

EXAGGERATION OBSESSION: CAMP CULTURE

A larger movement around bad taste is the growing cultural fascination with camp, which literary intellectual Susan Sontag defined as a "love of the unnatural: of artifice and exaggeration." The Met Costume Institute's 2019 exhibition will be titled "Camp: Notes on Fashion," a collection of 175 pieces referencing Versailles, camp's origins in Victorian slang, and the Stonewall riots. The show will also have modern expressions of camp from designers like Miuccia Prada and Demna Gvasalia. Andrew Bolton, the Costume Institute curator, explained to the *New York Times* that he sees camp as always "a reaction to something," such as rising conservatism and populism. "Whether it's pop camp, queer camp, high camp or political camp—Trump is a very camp figure—I think it's very timely."

BOTTOM LINE:

Similar to what's happening in our political sphere, the line between elite and mass culture is eroding. Understanding how taste has shifted is key for brands that want to meet the modern zeitgeist in fashion.

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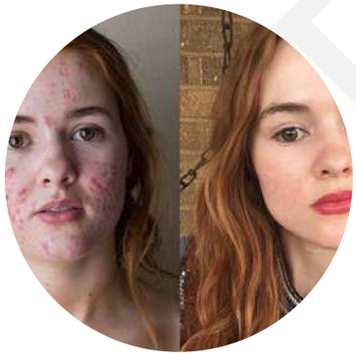
YOU'RE PERFECT

The Future of: Fashion & Beauty

As the body positivity movement continues to grow, people have become tired of the perfectionist, aspirational marketing of the past and feel they—as well as brands—should be able to accept themselves just how they are. Ironically, fashion and beauty brands are driving brand loyalty and purchases by doing just that: telling consumers that they're perfect and they don't need any of their products. Another bonus, this "you're perfect" messaging is creating platforms and empowering women to connect over being on a shared self-love journey together.



BODY TO SKIN POSITIVITY: ALL ABOUT ACNE

In what feels like a final frontier for the body positivity movement, acne is starting to be embraced and even celebrated. More and more images of barefaced, makeup-free people are showing up on social media feeds, not only normalizing pimples, but also starting a dialogue about what it's like struggling with the condition. Kali Kushner has been documenting her skin story on her Instagram account @myfacestory, amassing over 50,000 followers. Others are taking the idea further, finding the beauty in spots. Justin Bieber also took to Instagram to talk about how "pimples are in," and *Teen Vogue's* yearly Acne Awards shared a beautiful, dreamy acne appreciation photoshoot.

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SELF-CARE COMMUNITIES: BEAUTY PODCASTS

Ever since self-care became a mainstay in our current lexicon there has been a rise of podcast and podcast listener communities focused on the subject. With examples such as *Forever 35, Glowing Up, Natch Beaut, The Snailcast, Breaking Beauty,* and *Fat Mascara* (and that's just the tip of the iceberg), this new genre blends feminism, self-care, and beauty shopping in new and interesting ways to show that our physical and emotional wellness is inextricably linked. A main message here is that taking care of how we look doesn't have to come from a place of unhappiness with one's appearance. These media forms are proving to be virtual safe spaces for women, who continue coming back for the inspiration, love, and friendship they provide.

CREATING YOUR OWN IMAGE: THE #SENSUALSELFIECHALLENGE

While social media gets a lot of criticism for its unattainable, aspirational images, it has also proven to be a powerful tool users can wield to control and feel good about their own image. Case in point is the #SensualSelfieChallenge, a call for Instagram users to try taking a selfie every day for five days in a way that "highlights your body, celebrates your sexuality, and encourages you to take up space." Started by @evyan.whitney, the hashtag is about finding one's sensuality and getting in touch with one's body for oneself—not others—while encouraging and celebrating peers who bravely do the same.

BOTTOM LINE:

Today's consumers are hyper-aware of aspirational ideals in messaging and are avoiding them like the plague. It's important for brands to be conscious of this and encourage consumers to celebrate their reality instead of wishing for something better.

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THE NEW INVESTMENT PORTFOLIO

The Future of: Fashion & Beauty

Luxury consignment has been around for years, but up until recently, has been mainly associated with the fashion old guard. Its resurgence amongst younger Millennials—driven by new, digitally driven consignment platforms—is demonstrating that there is a growing interest in investing in products with value and learning about the ins and outs of the luxury market: what to buy, when to sell, how to sell. This movement is in stark contrast to the love of fast fashion and the rejection of designer labels, signaling the growing appeal of long-term thinking. Some consumers are taking things even further, making entire careers out of fashion flipping and treating merchandise as part of their financial investment portfolio.

LUXURY SNEAKER CONSIGNMENT: STOCKX

With Millennials flocking to luxury consignment, it makes sense that they're bringing their most beloved category with them: streetwear. StockX is a marketplace for ultra-rare shoes and a sneakerhead stock market, encouraging visitors to build their own portfolios of high-value sneakers. The site shares each style's value in real time and fluctuations in value across time periods. As a result of StockX, people are learning tips and tricks about how to benefit from the growing collectible sneaker market.

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LUXURY ECON 101: THE REALREAL

The RealReal is undoubtedly the current leader of luxury resale. Valued at $450 million, the company offers users the opportunity to resell items while buying pre-owned luxury goods at a discount. The RealReal's success comes from the brand's focus on empowering people as sellers, educating them about the market based on real-time data that the RealReal is constantly collecting, and supply and demand. In an interview with *Quartz*, RealReal chief merchant Rati Levesque explained, "All of our stylists in the store are also equipped to have that conversation—not just, 'this item looks cute on you.' But also: 'Think about that because you can buy it, and when you're ready to consign it, that always holds its resale value, so you can make 70% of it when you're done with it."

FASHION FLIPPING APPS: DEPOP

Similarly to the RealReal, peer-to-peer shopping app Depop is investing in the idea of helping users become better sellers and marketers of their own products. The company's new physical shops in Los Angeles and New York City function as community spaces with a photo studio and tools to help sellers take beautiful photos of their items, develop their personal brand, and ship products. Though the shops also sell clothes, shopping is not the main focus.

BOTTOM LINE:

The growth of the luxury consignment market is signaling that Millennials are becoming smarter in both shopping and financial strategy. This may be an opportunity for brands to provide education and financial coaching, as Millennials looking to get a return on their investments.

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SOCIAL MEDIA MALL

The Future of: Retail & Shopping

Instagram has become the new catalog, YouTube the new infomercial, and Snapchat the new impulse buy. Accustomed to seeing their social media feeds peppered with brands and products curated just for them, consumers no longer need to expend any effort in the shopping experience because it's brought straight to them. Furthermore, thanks to the rise of new seamless shopping integrations on social media, users can research and purchase products without ever leaving the app. Therefore, brands are left with the onerous task of finding ways to stand out within the world's largest (digital) shopping mall.

SOCIAL MEDIA E-COMMERCE: INSTA-SHOPPING

Whether or not Instagram's investment in shopping capabilities pays off is a point of interest for both the industry and consumers. The platform recently added a shopping tab to its explore page, allowing users to peruse a feed of shoppable merchandise from different sellers. Instagram also added an integration that lets sellers add stickers to their ephemeral Stories that viewers can tap on to purchase goods. But it doesn't stop there: Instagram is reportedly working on a standalone shopping app in which users can browse sellers and purchase items directly.

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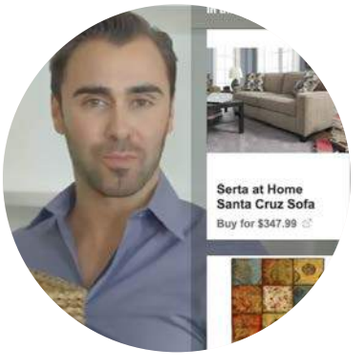
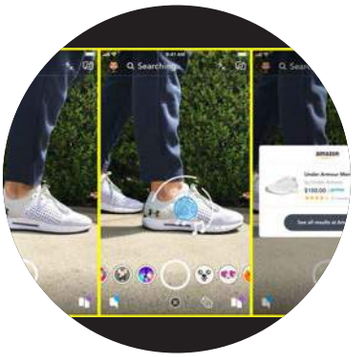


SHOP THE SPOT: TRUEVIEW EXTENSIONS

New updates to YouTube's advertising platform are giving viewers much more to do than wait to press skip. Thanks for an expansion to its TrueView in-stream ad format, companies can add location elements, forms (e.g. sign up for a loyalty program), app downloads, travel booking services, and even movie tickets purchases—all within a highly-targeted video ad. While currently limited to a select group of early testers, the features have already shown significant engagement and are likely to be rolled out for widespread use soon.



SNAP TO BUY: SNAPCHAT X AMAZON

Snapchat is testing a feature that would allow users to identity, find, and purchase items they come across in real life. By partnering with Amazon, the feature allows users to take a "snap" of an item or its barcode to be redirected to the same product or a similar product on Amazon. Though this feature is currently only accessible to a small number of users in the U.S., its initial success may result in it spreading wider.

BOTTOM LINE:

Shopping is now an activity to be done on mobile alongside reading the news, consuming content, and chatting with friends, thus brands can no longer assume shoppers will seek them out. Rather, it's up to them to draw their consumers' eye on social media with catchy, visual, and highly-targeted content.

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INSTAGRAM ICONIC

The Future of: Retail & Shopping

In the current shopping landscape, where attention spans are short and brand loyalty is virtually non-existent, brands must figure out how to stay "sticky" within the minds of consumers. The ones doing this best are often digitally-native brands thanks to their ability to be highly nimble and adaptive, pumping out products that always feel fresh and of-the-moment. These brands don't need huge resources either—just Instagram-savviness—to stoke excitement and awareness and are effectively creating a new breed of retailer where instant relevance trumps all else.

THE VIRAL DRESSES OF INSTAGRAM: RÉALISATION PAR

Réalisation Par is the perfect case study for anyone who wants to understand the power of influencer marketing. Those who follow the fashion set on Instagram have seen a proliferation of the company's colorful, pretty-but-casual dresses and separates within the past few years. The company has done an impressive job sending their products to it-girls around the world, who seamlessly integrate the pieces into their unique style and personal brands. The result is that the small brand has reached an impressive number of eyeballs, becoming a modern version of an iconic brand—Instagram iconic, that is.

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LIMITED-BATCH BLOUSES: MAISON CLÉO

Instagram insiders are also well acquainted with Maison Cléo, a French fashion brand run by a seamstress mom and a marketing-savvy daughter. Just like Réalisation Par, Maison Cléo doesn't produce collections, but rather products "according to the seasons and [their] desires." The brand is equally known for its feminine blouses as it is for limited quantities that are always sold out; in fact, the e-shop is only open at 12:30 EST on Wednesdays for a few hours. Fans also love the company for its transparency and sustainability: descriptions of each piece include a price breakdown and many of the clothes are made from leftover fabric from other clothing companies.

SMARTPHONE CASE MANIA: WILDFLOWER

Wildflower is a Gen Z-approved brand that pumps out limited edition iPhone cases. Run by mom Michelle and her two daughters, Devon and Sydney, the brand quickly rolls out new colorful and fun cases in accordance with hyper-current trends and in collaboration with of-the-moment influencers. As a result, they've gained a following of over 530k on Instagram and are a highly recognizable brand.

BOTTOM LINE:

Thanks to Instagram and influencer culture, brands have an opportunity to become highly visible without spending huge marketing dollars. It's important to stay small and move quickly in order to hold the interest of today's consumers.

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BRINGING BRANDS TO LIFE

The Future of: Retail & Shopping

Brands have finally taken note that the in-store shopping experience must offer something completely different from digital. Rather than simply selling merchandise, the IRL retail experience is now an opportunity to engage and wow visitors, showing them a different side of the brand and bringing it to life. Interestingly, a lot of the innovation seen in-store is actually being driven by digital brands, whose expertise in online has allowed them to really hone their point of differentiation for offline.

DIGITAL BRANDS GO IRL: BUZZFEED'S TOY STORE

Just in time for the holidays, Buzzfeed created "Camp," a toy store in NYC's Flatiron District. The space rotates its merchandise and design every few months, complete with a product portion in the front, an experience-based play area in the back, and Instagram-centric selfie stations. Every few weeks, the store's products and experiences change, revolving around a different theme like jungle, sports, or ocean. The consistently rotating inventory ensures that there will be something new and exciting to see on every visit.

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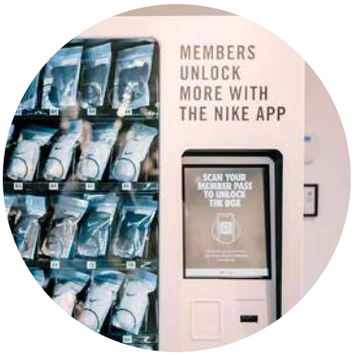
EXPERIENCE OVER ACQUISITION: GLOSSIER

Last year beloved beauty brand Glossier unveiled a new NYC flagship store, a two-story upgrade from its former showroom. The company aimed to create the "feeling" of Glossier in a physical space, resulting in a highly immersive museum-like environment that is designed more for experience and play than for purchasing. Visitors first go up a winding, heavenly staircase before entering a space awash with Millennial pink and Instagrammable sculptures. Visitors are also encouraged to engage with each other and the staff of "editors," facilitated by products placed around communal tables, sinks, and mirrors.



CUTTING-EDGE CONVENIENCE: NIKE

A number of new Nike stores are pushing the envelope on the in-store experience. In LA, the brand's "live concept" store allows shoppers pressed for time to get new shoes delivered to them at the curb, like a retail version of a drive-thru (other brands such as Target and Nordstrom are doing this as well). The store also takes a new approach to inventory, rotating stock quickly based on what locals are up to, (shared by shoppers using the Nike app). For example, running and hiking are popular activities in LA, and the inventory is more tailored to those activities. In New York, Nike also recently unveiled a flagship store that aims to make physical shopping just as convenient as online. Visitors can first reserve what shoes they want to try on online before visiting the store's "Speed Shop," where the shoes will be waiting in a locker with their name on it. To make the Speed Shop even speedier, it has its own designated entrance.

BOTTOM LINE:

In a world where consumers can get anything and everything online, brands are quickly learning about how to develop, fine-tune, and magnify the unique qualities of their in-store shopping experiences.

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SAVIOR COMPLEX

The Future of: Marketing

Perhaps due to our seemingly endless appetite for self-improvement, there's a growing sense that we are walking problems that need to be solved. Brands—ever-attuned to solving problems and proving their value—have responded to this cultural climate with enthusiasm, churning out products and services that show us how to live our lives better than we are now. Today, brands are jockeying to be our therapists, doctors, teachers, mentors, coaches, and trainers. They're helping us not just as consumers, but in other, more important areas of our lives too: our emotions, our physical wellbeing, and even the larger health of our societies.

SLEEP COACHES: EQUINOX

After conducting a study with medical researchers at UCLA that found that better sleep had positive effects on exercise performance, Equinox has been gradually positioning itself as a sleep coach. The gym's app and website now have the ability for members to set sleep-coaching goals and track their sleep patterns. Tier X, Equinox's in-person coaching program, is also integrating sleep coaching to optimize fitness and the brand is reportedly working on a standalone sleep coaching service in 22 locations, made up of six sessions for $495.

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QUEEN BEE: BUMBLE BEAUTY

Female-first dating app Bumble is charting new territory, thanks to CEO Whitney Wolfe Herd's intent on using the company to not only make individual's lives better, but also make the world a better place. First up is a "psychotherapeutic" skincare line of serums, aimed towards helping "emotional issues" (e.g. anxiety, stress) and the skin problems that result from them. Even more interesting than Bumble Beauty, though, is the fact that Herd is also working with legislators on passing a law that would make unsolicited "dick pics" illegal as part of a larger mission to end misogyny.

BRANDED MENTAL HEALTH POP UPS: LIDL & MARKS AND SPENCER

German supermarket chain Lidl is hosting a series of traveling mental health pop-up cafes in Ireland called The Bakery to provide a safe space to people who need someone to talk to. In addition to donating all proceeds to mental health charity Jigsaw, Lidl is also offering wellness-improving activities like sing-along socials and laughter yoga. In the U.K., department store Marks & Spencer recently launched a similar concept of mental health drop-in sessions, a space "where people can talk openly with others who understand how they are feeling."

BOTTOM LINE:

Consumers are looking for handholding and are open to brands stepping in to help. For brands, this is an opportunity to connect with your customers in an authentic way by paying attention to what they care about and need.

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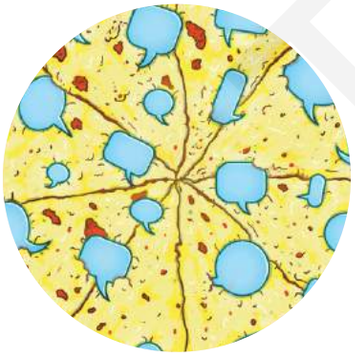
BRAND B.S.

The Future of: Marketing

While consumers are undoubtedly looking for brands to help them with their lives, they are becoming highly sensitive to Brand BS. Increasingly aware of and over-exposed to "BFF marketing" strategies, consumers are becoming savvier and are able to see through half-baked attempts to earn brand love. As a result, they're quicker to point out and decry marketing that seems untrustworthy, manipulative, or just plain deceptive.



"SURPRISE & DELIGHT" BACKLASH: COMCAST

In a recent *Atlantic* piece, writer Ian Bogost takes on the trend of companies pulling stunts through Twitter to "surprise and delight" consumers. After being surprised with a delivery of 10 gluten-free mushroom pizzas from Comcast after a joke conversation with the company on Twitter, Bogost muses on how even though the brand didn't want or expect him to share what happened with the public, he still felt an underlying feeling of being manipulated: "It's human nature to feel obligated when someone—even a company—does something for you. That can make the people on the receiving end of social-media marketing feel snared in corporate traps."

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INFLUENCER MARKETING FAIL: LISTERINE

Listerine recently received criticism from social media users due to a sponsored Instagram post by @scarlettlondon promoting the brand's #BringOutTheBold campaign. The shot depicted the influencer sitting on a bed surrounded by large heart-shaped balloons, a blanket printed with a picture of herself, and a decadent breakfast of pancakes with strawberries. Instagram users immediately denounced the ad—which featured a bottle of Listerine sitting on a faraway table—for portraying an extremely unrealistic morning and an aspirational aesthetic that has nothing to do with mouthwash. Complaints included comments such as: "Instagram is a ridiculous lie factory made to make us all feel inadequate."

WORD-OF-MOUTH MONETIZATION: WILDLINK

A new technology called Wildlink is allowing people to self-monetize word-of-mouth recommendations and everyday advice. Pushing forward the idea that you don't have to be an "influencer" to be influential, Wildlink allows users to earn cash whenever they send links to others in chat, social media, or email, converting the link every time the receiver clicks and buys. With 20,000 e-commerce sites on board such as Expedia, and Ticketmaster, Wildlink is the first monetization platform for messaging communications. With marketing campaigns increasingly seen as untrustworthy, solutions like Wildlink are an interesting way to authentically reward consumers while driving revenue for brands.

BOTTOM LINE:

Today's savvy consumers are extremely sensitive to manipulation and will fight back if they smell Brand BS. In the future, campaigns may be taken out of the equation altogether, with consumers themselves stepping in as more genuine and direct ambassadors.

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GETTING *VERY* PERSONAL

The Future of: Marketing

We're long past the point of trying to save our personal data from the prying eyes of advertisers. Do people even care about privacy these days? As it turns out, consumers are taking a more pragmatic approach, trying to reap the benefits and maximize their returns. In this transactional relationship, savvy consumers know their data is worth something and are willing to sell it for the right product or experience. Whether it's to save money or to be shown more relevant products and services, consumers seem to be okay with giving up some privacy as long as they get something good out of the deal as well. As a result, consumers are allowing brands to get up close and personal like never before.

PERSONAL DATA: SHIRU CAFE

In Providence, Rhode Island, the Japanese Shiru Cafe serves free coffee solely to college students of Brown University. The catch? Students must provide their names, phone numbers, majors, D.O.B.s, and professional interests through an online form. By giving up this information, they're also agreeing to receive information and advertising from the café's corporate sponsors, which include JP Morgan, Microsoft, and Nissan. This advertising can come in a range of forms, from logos to apps to surveys and even the baristas themselves, who might give students information about sponsors while they enjoy their coffee. Though Shiru Cafe does not share data about specific students, they do share general data about visitors with sponsors.

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BIOMETRIC MONITORING: AMAZON AND WALMART

Both Amazon and Walmart recently received attention for securing new patents for technologies that would help them cater to consumers' every whim, desire, and need. Amazon has patented a feature for its A.I. assistant Alexa allowing her to analyze people's voices for signs of illness or fatigue to sell them suitable products. Walmart, on the other hand, is working on an interactive display that can connect with a biometric shopping cart handle that can measure customers' health and moods. The handle will be able to identify customers' mindsets and then make targeted recommendations as they shop.

SADVERTISING FUTURE: MANIAC

Netflix's recent TV series *Maniac*, starring Emma Stone and Jonah Hill, shows a near-future with some interesting marketing technologies and services. Most noteworthy may be "Ad Buddies," a "business" in which you can get your bills paid in exchange for having a person follow you everywhere, reciting advertisements directly to you. Though Ad Buddies may seem comical, it's also a dystopic manifestation of the increasingly close, yet artificial, relationship between brands and people.

BOTTOM LINE:

Consumers are fine with giving up some of their data to brands, as long as it's clear what companies are doing with it and what they'll receive in return. Be sure to "compensate" consumers in some way, whether through increased convenience to discounts—and above all, don't get hacked.

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GEN Z: THE NEXT WAVE OF WEIRD

The Future of: Entertainment

Gen Z's endless desire for digital content is driving them to content that is increasingly odd and niche. Raised on YouTube, this generation's idiosyncratic tendencies have primed them to break the mold and demand (or create themselves) new forms of entertainment that meet their needs. Unsurprisingly, these fresh forms of entertainment place YouTube and gaming at the forefront.

RAISED BY YOUTUBE: CHUCHU TV

While Millennials grew up on Disney movies, Gen Zs have grown up on YouTube. This has led to the rise of alternative children's content on the platform such as ChuChu TV, an Indian channel containing multicultural nursery rhymes and animations. Extremely popular in the U.S., ChuChu TV is actually outperforming traditional competitors like Disney and Nickelodeon. For context, *Sesame Street* has garnered 5 billion views on YouTube while Chuchu has attained 19 billion. Similar to their unique entertainment preferences, Gen Zs are also showcasing significant differences in their learning behaviors: According to a Pearson education study, 59% prefer learning via YouTube versus textbooks. While Gen Zs are already learning from YouTube in their day to day (47% spend over three hours a day on YouTube (Pearson)), this finding showcases it's imperative that education adapts to new learning methods which Gen Zs not only prefer, but have been primed for their whole life.

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NEW GLOBAL PLATFORMS: FORTNITE WORLD CUP

Fortnite has become a global phenomenon that Gen Zs enjoy playing as well as watching. So, it was only a matter of time before Epic Games gave the people what they wanted and announced a *Fortnite* World Cup. Set to take place this year the tournament, like other sporting events of the same caliber, will feature the best of the best players competing in front of the whole world. More importantly, since *Fortnite* clips are already shared continuously on streaming sites such as Twitch, this particular World Cup has the ability to go viral like never before.

GIRL GAMERS: UNIVERSITY OF SURREY

A new U.K. University of Surrey study found that girls between 13-14 who classified themselves as "heavy gamers" (defined as 9+ hours of play time a week), are three times more likely to attempt a STEM degree compared to non-gaming girls. Interestingly, while girls related their STEM career trajectory to gaming, boys did not do the same and identified themselves as gamers regardless of their desired subject matter in school. With the study finding that 100% of women who are pursuing a STEM degree identified as gamers, this might be the perfect excuse for parents to let their Gen Z daughters play *Fortnite* indefinitely.

BOTTOM LINE:

To keep up with Gen Z's changing preferences, it's imperative that brands adapt to the ways Gen Zs learn from technology and consume entertainment in order to meet their expectations.

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FORCED ATTENTION

The Future of: Entertainment

Dealing with an audience with multiple devices, platforms, and people competing for their attention, entertainment today must be more interactive and attention-grabbing than ever. In 2019, the most innovative entertainment formats will require viewers to be fully engaged from start to finish and give them unprecedented control over their experience.

CHOOSE YOUR OWN ADVENTURE: NETFLIX

Netflix clearly knows the value in tailoring content to the individual and its newest offerings take this idea a step further. The platform's new TV series *The Adventures of Puss in Boots* allows kids to choose different villains in each episode. Meanwhile, the *Black Mirror* movie *Bandersnatch* was a choose your own adventure, allowing viewers to interact in the moment as they enjoyed the dystopian drama.

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AUDIENCE INPUT: JUST ROLL WITH IT

Part scripted series, part improvisational comedy, Disney's new series *Just Roll With It* gives live studio audience members the ability to decide what happens in the show. The premise of the show revolves around the Bennett-Blatts, a family that sticks together no matter what comes their way. And a lot comes their way—from eating burritos with sardines to falling through the roof of their home, audience members can electronically vote between takes on which crazy stunt they'd like to see next.

STORY VIA SMARTPHONE: FOX

At this year's CinemaCon, Fox unveiled their plan to release a movie where audience members select what happens next through the CtrlMovie app on their smartphone. Making the in-theater experience even more communal and unique, only time will tell if real-time customization will get more people to show up to the movies.

BOTTOM LINE:

To keep the attention of consumers who have grown accustomed to having what they want when they want it, brands must find ways to make each viewer's experience unique, whether that's giving them more control over how they watch content plays or creating storylines just for them.

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PEAK POP

The Future of: Entertainment

When did pop become so unpopular? A slew of canceled concerts and tours points to a growing barrier to get kids to leave the house, much less shell out hundreds for a concert. This has left the music industry grappling and turning to unique solutions. From recreating the festival experience to be more about digital content to incorporating state-of-the-art technological enhancements into performances, live concerts are getting a makeover.

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PEAK OF POP: NICKI MINAJ

Has pop reached its peak? This year top artist Nicki Minaj cancelled part of her U.S. tour with low-ticket sales as the rumored cause, meanwhile mega-stars Beyoncé and Taylor Swift both had empty seats at their concerts. Likely due to artists touring too often and losing their onstage wow factor, and of course exorbitant ticket prices, Gen Zs are choosing to opt out of concerts and remain in the comfort of their own homes.

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ONGOING CONTENT: PICKATHON

Coachella may be the place to be each year, but the truth is that many other high-profile festivals such as Los Angeles' FYF are struggling and even getting cancelled due to low ticket sales. This has festival management companies rethinking their strategies and looking at alternative methods to monetize. For example, Portland's Pickathon festival, known for its camping and concert series, has turned itself into one long music video shoot to keep fans engaged long after the last act. Pickathon releases clips throughout the year from its four-day long festival in order to continue surviving and thriving.

EXPERIENTIAL EVERYTHING: HOLOGRAM & VR TECH

We've seen music labels resurrect iconic performers as holograms before (Tupac, Amy Winehouse, etc.), but now living and breathing artists are choosing to perform as 3D holograms to give their fans a unique experience without leaving the comfort of their couch. Artist Imogen Heap's partnership with The Wave VR gave "concertgoers" wearing Oculus headsets an inside view of her living room and turned other headset wearers into avatars such as bunnies and foxes, to ensure attendees could remain social. As consumers crave visual and interactive experiences, immersive concerts may be the key in bringing more convenience and less commitment to the concert format.

BOTTOM LINE:

It's getting harder to convince consumers to leave home, much less pay money to do it. Brands must make sure their IRL experiences are as immersive and one-of-a-kind as possible, and when in doubt, create a streaming option.

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MINING FOR CONTENT

The Future of: Entertainment

Content today is rapidly evolving and reflecting culture like never before due to consumer cravings and their willingness to vocalize these demands digitally. From comedic memes that have become educational tools to the rise of alternative content mediums being reproduced into more mainstream TV shows and movie ideas, to tried and true favorites resonating with consumers after a simple 2018 makeover, consumers are craving authentic and fresh content with depth.

COMEDIC CONTENT CHANGE: SELF-REFLECTION MEMES

Memes aren't just online jokes that Gen Zs are sending to their friends. Besides being powerful tools that spread societal information, they have become guides on what constitutes socially acceptable behavior. One need look no further than single Jason Donahue who was featured on *The Verge* for direct messaging women on Instagram after finding them on Tinder. Harmless with his intentions, it never occurred to him that his behavior was bothersome to women until he saw a funny meme that exposed the female viewpoint. Due to a meme's ability to resonate with common emotions and experiences, Donahue's realization showcases that viral memes offer moments of self-reflection and have the power to influence behavior for many.

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PILOT PODCASTS: BODEGA BOYS

We told you before that web series are the new pilots but now the same holds true for podcasts. From *Welcome to Night Vale*, a viral podcast that was turned into a novel, to *Bodega Boys* that will become a late-night talk show on Showtime, podcast adaptions are on the rise and showcase that, no matter the medium, unique and authentic content brimming with new ideas are appealing to the masses. Moreover, an already existing fan base indicates that many will be waiting to devour the audio they already love in more ways than one.

RETURN OF ROMANCE: CRAZY RICH ASIANS

From *To All The Boys I've Loved Before* to *Crazy Rich Asians* to *Set It Up* it's safe to say 2018 was the summer of love in entertainment. The genre's decline in recent years has been blamed on the diminishment of mid-budget movies in Hollywood and the same repeated leads. But Netflix's emphasis on pumping out all kinds of content, the diversity seen in new rom coms have led to huge box office weekends, and new stars (Hello Noah Centineo!), indicate that the return of romance has commenced.

BOTTOM LINE:

Consumers today are looking for fresh content that strikes a chord within themselves even if that means putting an innovative spin on known-to-resonate classics.

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BFF WITH BIG BROTHER

The Future of: Technology

Five years after the first Snowden leaks, *1984* has come to life in a big way. In 2019, we've become accustomed to going through everyday life with a sense that we're being watched, tracked, and analyzed at every moment—and as long as it benefits us, we're kind of okay with it. Consumers are not only willing to give up increasing levels of freedom and privacy to government and big brands, they're also willing to change their behavior when they know someone is watching.

MAKING PEACE: FBI MEMES

Any active Instagram user will have noticed an influx of FBI memes last year, a fun example of how the internet is making peace with the fact that the government may be watching us. "Government Agent Watching Me" is a genre of memes telling a fictional story in which a regular person engages with the FBI agent spying on them through webcam or smartphone. But in contrast to the typical malevolent dystopia, the FBI agent in these memes is nurturing and supportive akin to a guardian angel, chiming in on iMessage to advise the person to get some sleep, offer advice on a predicament, recommend a TV show, come out of the computer to protect the person in face of danger, or just make small talk.

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GAMIFYING BEHAVIOR: SOCIAL CREDIT SCORES

China's "social credit" system (which we originally reported in 2014), is a case study in modifying consumers' behavior with financial incentives. Once the system launches in 2020, participants will be given a score that increases with good behavior (e.g. paying bills on time, volunteering, yielding to pedestrians while driving), and lowers with bad behavior (e.g. having debt, canceling dinner reservations, jaywalking). Just like the traditional credit score system we're accustomed to in the U.S., a high score gives you perks—discounts, easier access to loans—while a low score can have severe consequences, such as blocking you from getting credit or from buying train and plane tickets. The system isn't limited to individuals either: companies can have a score too, calculated based on whether they pay their taxes on time or the quality of their products. In a country where most people don't have credit histories and scams, counterfeiting, and low manufacturing standards have eroded trust, this new credit system seems to be embraced by citizens.

SOCIAL SCRUTINY: FACEBOOK, TWITTER, DEEPSENSE

Facebook has begun giving "reputation scores" to its users, a rating of trustworthiness from zero to one. Developed to fight against fake news, the score is an example of how Facebook is trying to systematize risks, be it content or people. Twitter is also trying to mitigate the risk of spreading fake news, using the behavior of other accounts in a user's network to judge whether their tweets should be shared. Even employers can now use social media platforms to avoid hiring the wrong person: DeepSense is an artificial intelligence tool that can analyze a person's tweets to understand their personality and employment viability.

BOTTOM LINE:

We may be constantly watched, analyzed, tracked, but we're totally aware of it as it's happening. Consumers' new relationship with the optimized world is allowing them to become both strategic and savvy and game the system to benefit where they can.

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CONTROL IS THE NEW PRIVACY

The Future of: Technology

It's no longer just our viewing habits and purchasing histories that are being tracked; it's our DNA, fingerprints, retina, and images too. With the onset of new services and capabilities, our bodies are no longer our own private domains. Instead, they're being entered into databases and sometimes even altered, blurring the line between human and technology and upending traditional notions of what makes us who we are in the process. Though people are opting in for the sake of convenience, information, and even enjoyment, this technological evolution is bringing issues of privacy and consent to entirely new domains.

BIOLOGICAL PRIVACY: DNA SEQUENCING & BIOMETRIC BOARDING

The popularity of direct-to-consumer genetic tests and emergence of new travel innovations have given rise to the concept of biological privacy. Due to the growing number of DNA samples in public genealogy databases like Ancestry, 23andMe, and GEDmatch, a study by Columbia University researchers recently found that more than half of all Americans could be identified by name with only a sample of their DNA and a few basic facts like age and region. Meanwhile, Delta Airlines' Terminal F at the Hartsfield-Jackson International Airport in Atlanta will be the first all-biometric-capable terminal in the U.S. Passengers will be able to get through check-in, security, and boarding using facial recognition systems powered by cameras inside the terminal. However, many consumers are wondering whether faster boarding times and better security will matter if their biological blueprint gets into the wrong hands.

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UNDER THE SKIN: SWEDEN'S MICROCHIPS

Thousands of Swedes made headlines recently due to their willingness to insert microchips under their skin. Placed in users' hands above the thumb, these microchips are even being inserted en masse at "implant parties" run by tech companies. The chips ($180), created by Biohax International, are designed to get users through their daily routines more seamlessly, helping them do everything from access homes, offices, and gyms using digital readers to storing emergency contact information, tickets for events and transportation, and social media profiles. The chip replaces smartphones, cards, tokens, keys, and soon, even cash: there is talk of the chips being used to make payments in shops and restaurants.

DIGITAL KIDNAPPING: ONLINE ROLEPLAY

The subculture of roleplay accounts on Instagram is an example of how easily identity can be stolen in today's digital age—but it's not always for financial gain. In this online version of playing house, Instagram users post real photos of children they've never met with hashtags like #AdoptionRP, #KidRP, #BabyRP, and #OrphanRP, making up an identity and story for their fictional character. Roleplaying as the child and interacting with others as if they were that child, role players are also "adopting" the child into a larger roleplay storyline. Family roleplay accounts for example, feature fictional couples, siblings, parents, as well as children.

BOTTOM LINE:

Biological privacy is the next evolution of the Quantified Self. Technological innovation is completely changing existing notions of what our bodies and identities are made up of and who they belong to.

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MULTIPLE REALITIES

The Future of: Technology

The internet – once seen as a place of democracy and equal opportunity – is now overrun by powerful companies and governments seeking to use it for political gain. And changing policies and regulations in the public and private sectors are resulting in a fractured and unharmonious internet. As a result, the internet is literally splintering, meaning that your Google search will soon look quite different from someone in a country with different data laws (like China). Going forward, we won't need to worry as much about interest-based echo chambers as we will about people living in an entirely different digital reality.

THE GREAT FIREWALL: CHINA VS. GOOGLE

China's control of the internet and censorship policies certainly are not news, and the country's preference for Chinese internet companies over Google has long made the Chinese internet markedly different from ours. In September, former Google chief executive and Alphabet chairman Eric Schmidt said that in the next 10 to 15 years, the internet will likely split into a U.S. internet and a Chinese internet. In a move that demonstrates technology companies are becoming increasingly agnostic, Google is reportedly working on a Chinese search engine called Dragonfly that will be approved by the government and comply with censorship requirements—i.e. deleting history and anti-party propaganda.

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BIG TECH BACKLASH: GDPR

The General Data Protection Regulation that was recently passed by the European Union means that a European internet may also soon be forming around different ideals of data and privacy. The law gives individuals control over their personal data, forcing businesses located in the E.U., or that process data of people in the E.U., to use the highest privacy settings and forbidding processing or sharing data without users' consent.

DECENTRALIZED INTERNET: SOLID

In response to the rise of powerful and dominating interests on the internet, Sir Tim Berners-Lee, the inventor of the World Wide Web, created Solid, a decentralized web platform that gives power back to every user. Along with other internet activists, Berners-Lee has been working towards a digital utopia where the internet stays open and users control their own data. On Solid, this works by having every bit of data that a user creates live within a "pod" that the user owns; users decide exactly who and what apps can access what elements of their pod. The project is gaining momentum, as Berners-Lee is running a startup called Inrupt to push the Solid platform forward.

BOTTOM LINE:

The internet has become a divided place, and its entire structure may soon be dictated by international borders. Though activists are fighting against it, the initial dream of one big democratic internet may soon be a relic of the past.

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COMPASSION FATIGUE

The Future of: Politics

In our 24-hour news cycle, it seems every day there is a new crisis, tragedy, or scandal to be outraged by. While many consumers care deeply about the injustices in the world and want to make a change for the better, the reality is that there is simply too much for them to handle. As a result, compassion fatigue is seeping in and consumers are becoming too jaded and tired to care.

TOO TIRED TO CARE: THE EXHAUSTED MAJORITY

A recent typology published by nonprofit research firm More in Common found that 67% of Americans are part of the Exhausted Majority, a group that is deeply drained by the polarization in politics. With 90% of this group saying this is the most divisive time in America during their lifetimes, it's no wonder the current societal tensions are affecting their families, friendships, jobs, and even daily life. Even Michelle Obama commented on feeling battle-weary in today's political climate at a rally in Las Vegas: "It's exhausting and, frankly, it's depressing. So, I understand wanting to shut it all out."

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COMPASSION FATIGUE: THE NEW YORK TIMES

From keeping up with the latest headline to receiving a *CNN* push notification, all Americans are at risk for experiencing compassion fatigue or the "state of exhaustion and dysfunction, biologically, physiologically, and emotionally, as a result of prolonged exposure to compassion stress." A recent *New York Times* advice column featured a woman self-coined as Apathetic Idealist who couldn't shake the guilt and shame she felt for not doing enough in such an important political time in history. What's more? With kids, work, and weekend brunch plans, her feelings of apathy were only increasing. A clear rise after the Trump election, people all over are expressing that they can't seem to muster up their usual empathy and are coping by detaching.

POLITICAL PARALYSIS: THE GUARDIAN

The same Apathetic Idealist from the *New York Times* advice column shared that while "[she] continues to be outraged by [the] administration's treatment of Latinos, Native Americans, Muslims, LGBT folks, women and so many others, [she is] struggling to summon a response." *Guardian* author Elisa Gabbert further explicates this by describing how she tirelessly campaigned for issues she cared about before President Trump's election but felt so defeated afterwards that she quickly lost her passion for activism. Both pieces are a testament to the damning effects of compassion fatigue and its mixture of numbness, hopelessness, and political paralysis.

BOTTOM LINE:

Consumers are exhausted and can't handle more bad news or tiring tasks. Brands looking to resonate shouldn't hide the truth, but focus their messaging around empowering, uplifting, and energizing.

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MODERN TRIBES

The Future of: Politics

Whether one is browsing Twitter or at their family's Thanksgiving dinner table, it seems like America is divided on just about every issue. But the good news is America isn't actually as polarized as one might think; extremist minority groups are passionately at war, but most of America is actually quietly in the middle. While the middle majority might be silent due to fear, disenchantment, or just pure exhaustion, they also are hopeful about the future with 77% of them agreeing that "the differences between Americans are not so big that we cannot come together."

THE TRIBALISM MYTH: MORE IN COMMON

Nonprofit Research firm More in Common recently released a new typology of the electorate called *Hidden Tribes: A Study of America's Polarized Landscape*. The report classified Americans into seven different "tribes" and found that the two most extreme groups, Progressive Activists on the far left and Devoted Conservatives on the far right, were only comprised of 8% and 6% of Americans respectively. Interestingly, these two tribes also happen to be the richest and the whitest of the seven, meaning the sense of America being more divided than every may be misguided. In reality, we're witnessing a white civil war between two extreme minority groups who happen to control much of the media.

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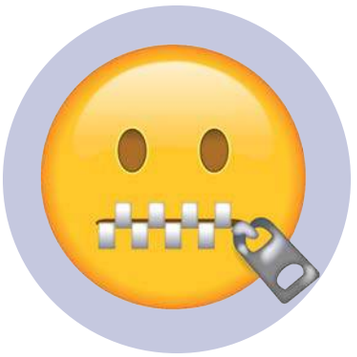

REMAINING HUSH: THE SILENT MAJORITY

Nonprofit Research firm More in Common also found that, outside the extreme tribes of the far left and right, the majority of Americans are flexible, open-minded, and sadly silent. The study found that 68% said they only felt comfortable discussing topics such as Islam and race "with people who are like me." Citing political correctness (82%) and hate speech (80%) as major problems in America, the disenchanted majority oftentimes don't chime in because of fear, indifference, and exhaustion.

PARALLEL UNIVERSES: UCAMPAIGN

As social media companies attempt to dismantle what we thought of initially as echo chambers, conservatives have begun launching apps that not only reinforce their beliefs and worldview but also allow them to remain free from the content guidelines Silicon Valley giants have imposed. These apps created by Republican startup uCampaign offer curated newsfeeds, connect people to like-minded conservatives, and have video-game components like reward points for assisting in a campaign by tweeting a slogan. With uCampaign apps—including both the official NRA and Donald Trump apps—being downloaded over 600,000 times, these platforms are becoming less like echo chambers and more like parallel digital universes where opposing opinions don't matter.

BOTTOM LINE:

While consumers still want brands to take a stance on political issues for the most part, brands should be conscious in their messaging not to alienate the silent majority of Americans who are less rigid in their political beliefs and can see both sides of an issue.

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NEXT-GEN ACTIVISM

The Future of: Politics

It's not all doom and gloom in today's political climate thanks to Gen Z. This passionate generation feels a great sense of responsibility to fix the world—and more importantly, they have the tools to do it. Making activism fun via social media and gaming, Gen Z is creating lasting change for the better.

MOBILIZING YOUNG VOTERS: SNAPCHAT AND INSTAGRAM

Gen Zs are known for killing time in Snapchat while they wait for responses from friends. Taking full advantage of this in-app down time, Snapchat prompted users over 18 to register to vote this past election by sending them direct videos urging them to vote and adding a button that linked to TurboVote where they could register. A huge success, 418,000 users—many of whom were Gen Zs—registered to vote through Snapchat during a two-week period, many of them in key states such as Florida and Georgia. Meanwhile, Instagram partnered with TurboVote to help users get local voter registration and polling information, using ads in both users' feeds and stories to spread the word.

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GAMIFYING ACTIVISM: FORNITE

Fortnite may be the world's most popular video game, but it's not just fun and games on the platform. Taking advantage of the sizable audience that tunes into *Fortnite* streams, a group of Gen Z streamers created the Climate *Fortnite* Squad. Every Sunday, the group brings climate-themed guests to chat about climate change as they play and stream on Twitch for two hours. Making climate awareness more fun and reaching a whole new audience, this savvy and socially-conscious group has combined battle royale with climate science for the greater good.

MICROACTIVISM/MICRODONATIONS: EVA CHEN

With such high stakes, influencers and celebrities who previously took neutral stances on politics are engaging in civic discussions and creating change via microactivism and posting about issues they care about on their social channels. Like *Queer Eye* star Jonathan Van Ness who often times gets political on social media, Eva Chen, a member of Instagram's Fashion Partnership team, regularly posts about micro-donation opportunities for specific projects and small organizations surrounding gun control. Although it may seem small, microactivism is a highly strategic way to engage social media users as it is a low barrier to entry and allows them to be highly specific about where their money is going.

BOTTOM LINE:

Unlike Millennials, Gen Z is no slacktivist generation. To tap into their passion, brands must reach them where they already are—social media and streaming—and gamifying the experience so that making a difference feels just as entertaining as it does rewarding doesn't hurt either.

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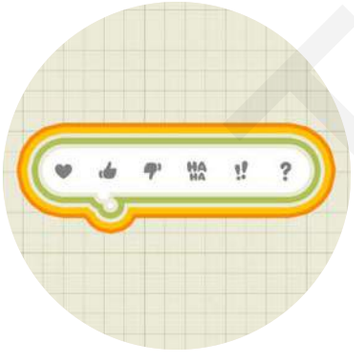
REACTION CULTURE

The Future of: Gender, Race & Fluidity

By giving everyone a voice online, we've inadvertently created a culture where people's reactions or "hot takes" have become just as important and newsworthy as what they're reacting to. This is quickly becoming problematic within sensitive conversations surrounding gender, race, and diversity. Because viewpoints appear so polarized, people are either quick to share their opinions but fail to act or are too scared to even start a potentially sensitive conversation.



REACTION CULTURE: HOT TAKES

Bite sized content via tweets, captions, and 10-second "stories" have created a culture where everyone shares their opinion... about everything. In her article for *Man Repeller*, "Reaction Culture Is the Internet's Biggest Blindspot, and It's Growing" deputy editor Haley Nahman explores this phenomenon and its troubling side effects mainly that reactions are seen as synonymous with action. "Performative wokeness — one where resharing a quote on Instagram or giving your profile photo a rainbow overlay or tweeting, 'this is not okay' can ostensibly stand in for the kind of activism that requires more than 30 seconds." When everyone is getting the news through their friends "hot takes" and sees tweeting their own as a sufficient attempt to promote change it creates a situation where there's a whole lot of conversation without a whole lot of action.

Trendera NBCU

REEDUCATION: HOW TO TALK TO MEN/WOMEN

While men aren't from Mars and women aren't from Venus, there is a bit of a disconnect bridging the gender gap when dealing with the sensitive issues of today. For their part, men's magazine *GQ* tapped Marian Bull for a piece titled "How to Talk to the Women in Your Life Right Now" in which she offers a look into the female perspective and state-of-mind following the testimony of Dr.Christine Blasey Ford at then Supreme Court nominee Brett Kavanaugh's confirmation hearing. In response, Amanda Shapiro wrote the piece "How I'm Talking to the Men in My Life Right Now" for *Bon Appétit* where she shares how she's balancing getting the male perspective and her own emotional wellbeing. The fact that people are turning to articles like these to navigate these conversations says a lot about the current cultural climate.

EXTREME SENSITIVITY: ANIMAL CRACKER SPECIESISM

Dig deep enough online into any topic and you can find a community of people who are vehemently against the seemingly innocuous. Such is the case with Animal Crackers and the small population of vegans who are deeming them "problematic." PETA decided to bear the cross of freeing the animals on Nabisco's Animal Cracker packaging from their cages—which they did successfully. However, some say it still isn't enough. Though Nabisco's crackers are vegan, some take issue with the treat because they are shaped like animals. UK based sociology lecturer Matthew Cole argued "the phenomenon of animal crackers remains problematic and part of a wider culture of speciesism."

BOTTOM LINE:

Everyone has a voice and while some are afraid to use theirs, others have taken the opposite approach, spouting opinions instead of taking action. Brands would do well to know when to listen and when they're in a no-win situation because it's impossible to please everyone.

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EVERYONE'S INCLUDED

The Future of: Gender, Race & Fluidity

Marketers have quickly discovered that catering to underserved communities will earn them major points—both within these groups as well as consumers at large. If 2018 was any indication, consumers are expressing their values with dollars and will reward brands who make an effort to increase diversity and serve those who have been previously marginalized. However, brands must be careful and be willing to back up their claims with action.

ADAPTIVE DESIGN: TARGET & TOMMY HILFIGER

Back-to-school 2018 saw many brands considering the needs of people who often aren't given much thought by mainstream fashion labels. Both Target and Tommy Hilfiger debuted adaptive lines made with special needs consumers in mind. For instance, Tommy Hilfiger's adaptive line features magnetic closures and shirts that fasten along the back, making it easier to dress someone in a wheelchair. Meanwhile, Target's Cat & Jack adaptive line features similar customizations as well as especially soft fabrics for sensitive skin and abdominal openings for tubes and pumps. For their campaigns, both brands rightfully tapped people with special needs to model the clothes. This attention to detail and high level of sensitivity and understanding is what consumers have come to expect from brands.

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COVER GIRLS: BLACK WOMEN RULE SEPTEMBER 2018

Almost anything Beyoncé does is considered iconic, but this past September, her groundbreaking cover of *Vogue* magazine–the first ever to feature a black woman shot by a black photographer–was only part of a larger movement. The magazine industry in general turned out in full force to promote black women, with Rihanna covering her own groundbreaking issue of *British Vogue*, Tiffany Haddish on the cover of *Glamour*, Zendaya on the cover of *Marie Claire*, and many more. While diversity in magazine covers won't solve all the world's problems, it's a step in the right direction.

GAY TIMES: "GAYSIAN" COVER

Gay Times' historic first "Gayasian" cover celebrated high profile Asians in the LGBTQ community. From activist Asifa Lahore to food writer Jonathan Phang, the cover is important because South and East Asians are often left out of the mainstream and even within the LGBTQ community. While there is still much work to be done, *Gay Times* does a great job in tackling the nuanced issue and allowing marginalized groups to accept and celebrate themselves.

BOTTOM LINE:

In 2019, consumers not only expect brands to cater to their every need, they expect them to walk the walk when it comes to diversity and inclusion—and not just around race.

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MODERN PARENTHOOD

The Future of: Gender, Race & Fluidity

After realizing that societal norms are not conducive to motherhood, working Millennial parents are rewriting the script. Mothers are flocking to products and services to accommodate their dual roles as parent and individual while fathers are looking for much needed role models and parenting communities. Meanwhile, some of the oldest members of disruptive Gen Z are making child rearing look easy with their laissez-faire attitudes.

TECHNOLOGY: REIMAGINING MOTHERHOOD

As parents, and mothers specifically, reimagine how children factor into their lives, they are turning to products, services, and technology to assist them in their day-to-day. For working moms there are services like Milk Stork, which ships breastmilk in the event mothers need to travel without their baby. Similarly, cordless breast pumps like Willow and Elvie allow moms to discreetly pump hands-free, enabling them to focus on the rest of their lengthy to-do lists.

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WHAT'S NEXT?: RISE OF THE GEN Z MOM

With Gen Z icon Kylie Jenner becoming a mom at age 20, it's not entirely surprising that others in this generation are exploring having children younger as well. In her *Paper Mag* piece, "Kylie Jenner Makes Me Want to Become a Mom," Beatrice Hazlehurst describes how after watching Kylie become a mother, "raising a wee one has taken on a whole new appeal" and asserts that "the Kardashians have made a baby the chic-est accessory." That said, it's not just the famous family driving Gen Z's interest in motherhood—as more women eschew the traditional narrative that having children requires women to give up their own autonomy and cool cred, motherhood has become more appealing.

DAD JOKES: PARENT CORNER

As fathers are taking on a more involved role in their children's lives, they are looking for role models as well as spaces to discuss their kids and parenting techniques—a space which, up until now, has been predominantly female. Stepping in to fill this need is Bill Simmon's Parent Corner, a segment of his popular podcast, *The Bill Simmons Podcast*, in which he and his guests swap stories about their kids. Much of the time, Simmons tells funny stories that highlight the generational differences between himself and his children, like his annoyance over his daughter stealing his shaving cream to make slime. The popularity of Parent Corner goes to show there's a market for dads who want to connect with other dads.

BOTTOM LINE:

Millennial and Gen Z moms are redefining motherhood with work, technology, and the way they relate to their kids. Meanwhile, dads are becoming increasingly involved in their kids' moment-to-moment lives and making fatherhood part of their public personas.

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MEN IN THE BACKGROUND

The Future of: Gender, Race & Fluidity

It's a tough time to be a man right now. Caught between the traditional "outdated" notions of masculinity and the future where gender may soon be irrelevant, men are trying to figure out what it means to be a man today, all while former power players seem to be falling all around them. Men may have needed to reach rock bottom before pop culture could step in to help them up again, but luckily 2019 will see many efforts to revitalize and empower masculinity.

GENDER-FREE SPACES: THE PHLUID PROJECT

The Phluid Project is a New York boutique and community center with the goal of creating a space where people can openly express themselves and their gender identity free of societal pressure or judgement. The world's first gender-neutral store, The Phluid Project has also debuted some groundbreaking designs, such as gender-neutral swimsuits. While the gender equality movement has seen a rise in female-only spaces, The Phluid Project hints at a future where gender is ignored altogether.

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MALE BEAUTY: TARGET

While not every man is going complete James Charles and rocking a full face of makeup, men are showing increased interest in personal care and grooming. In fact, a recent Trendera study found that, out of many important elements in their lives (career, income, relationships, etc.), men were most insecure about their appearance. Target is quickly stepping in to meet this need, announcing an all-new male beauty section stocking over 600 products geared towards men featuring brands like Neutrogena and Harry's.

MILLENNIAL MEN: THE LOST GENERATION

Overwhelmed by expectations, Millennial men are forgoing jobs that feel beneath them and leaving the labor market all together. Facing an increasingly competitive educational environment and subsequently competitive job market, men who are finding themselves unable to achieve success as portrayed in mainstream media (a high paying job, corner office, fancy house, and luxury car). As such, they have taken to living at home longer and starting their careers later, which is having lasting effects on their earning potential, not to mention their marriage eligibility.

Trendera

BOTTOM LINE:

Now that it's clear men need help, brands should make a concerted effort empower men alongside women and show this newly marginalized group more attention and empathy.

NBCU

THANKS, BUT NO THANKS

The Future of: Work

Disenchanted by modern work culture, younger members of society are opting out of work in droves for a variety of reasons. Having been sold ideas of a career that gives them fulfillment, purpose, AND a large paycheck, it's no wonder so many Millennials are feeling misled. For this experience- and passion-driven generation, work is seen as something undesirable getting in the way of "real life," and people want out as quickly as possible, whether it's through finding ways to retire in their 30s or simply opting out entirely.

UNEMPLOYMENT TREND: MISSING MILLENNIAL MEN

According to the Bureau of Labor Statistics, men ages 25-34 are less likely to be working than ever before and are lagging behind every other demographic. The result is a whopping 500,000 young men missing from the U.S. labor force. Experts are speculating that there may be a number reasons for this trend, including extended education, disability, incarceration, the decline of manufacturing and mining industries, and the increasingly acceptable choice to stay home with mom and dad. Though it's hard to pin down the exact causes, the immediate effects of this trend are obvious, such as the decline of employed, eligible men, and the delaying of marriage.

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REDEFINING EARLY RETIREMENT: THE FIRE MOVEMENT

Silicon Valley may be known for setting the trends in technology, but a new idea percolating in the area—the FIRE movement—is quickly catching on in the personal finance world as well. An acronym standing for "financial independence, retire early," FIRE is a lifestyle choice in which one earns a lot of income in a short amount of time early in their career, and then retires in their 30s by downsizing, living off savings and investments, and/or taking on a part-time retirement job. Following FIRE bibles like *Your Money or Your Life* and the blog "Mr. Money Mustache," proponents either practice "lean FIRE" (extreme frugality) or "fat FIRE" (living normally but focused on saving and investing). There's even "barista FIRE," which means working at a Starbucks after having "fired" (achieved early retirement) for the healthcare benefits. Though FIRE is in large part made possible by Silicon Valley's inflated salaries, the idea is spreading to other financially savvy members of society as well.

TEEN JOBS GO TO SENIORS: FAST FOOD WORKERS

In an interesting turn of events, senior citizens are replacing teenagers and young adults in the fast-food industry. Restaurant chains like McDonald's and Bob Evans are starting to focus on hiring seniors, even going to churches, senior centers, and AARP to find new recruits. This trend is driven by a labor shortage amongst younger people, as well as the fact that older Americans appear to want to continue working well into old age. According to the U.S. Bureau of Labor, between 2014 and 2024, the number of working Americans aged 65 to 74 is expected to grow 4.5%, while those aged 16 to 24 is expected to shrink.

BOTTOM LINE:

Many segments of the population are opting out, missing from, and/or questioning work due to feeling overworked, stressed, and disadvantaged. Tired of the rat race, some are getting off the hamster wheel in pursuit of something better to give their lives meaning.

Trending
NBCU

THE POST #METOO WORKPLACE

The Future of: Work

The #MeToo movement has had a lasting impact on work culture and speaking out against injustices in the workplace has become a significantly more normalized practice than it was in the past. Whether it's politics, technology, entertainment or corporate America, women are demanding more transparency, power, and equal rights. Progress is afoot, and it's important to pay attention to the grassroots actions, business initiatives, and new legislation that are happening right now to begin envisioning our female-friendly future.

SEXUAL HARASSMENT POLICY REFORM: GOOGLE WALKOUTS

In November, Google workers around the world—New York, Dublin, Silicon Valley, Singapore, Hyderabad, Berlin, Zurich, London, Chicago, and Seattle—protested how the company handled past cases of sexual harassment (Google had quietly paid millions in exit packages to male executives accused of harassment). The protestors also demanded a list of changes be made to sexual harassment policies, calling for the end of private arbitration, the publication of sexual harassment reports, disclosure of salaries and compensation, the hiring of a chief diversity officer, and having an employee rep on the company board.

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FUNDS FOR FEMALES: POWDERKEG, THE WING, BUMBLE

It's hard to ignore the rise in fundraising opportunities targeted towards women in recent years. Powderkeg is an organization that is picking six female filmmakers and pairing them with top producers, casting directors, and distribution channels to create groundbreaking short films. Women co-working space The Wing has also recently launched its own incubator and accelerator called The Wingable Challenge. The project will invest more than $100,000 in four women-run business, providing additional mentoring from female founders who have successfully built their own startups. Dating app Bumble is entering this space too; the Bumble Fund will focus on early-stage investments in businesses created and led by women of color.

CORPORATE FEMINISM: BILL SB 826

California has become the first state to require women on corporate boards. The bill, SB 826, says that all publicly-traded, California-based corporations must have at least one female on their boards by the end of 2019, and some companies will need to have three female directors by the end of 2021, depending on their number of board seats. State senator Hannah-Beth Jackson authored the legislation, believing that the change will reduce sexual assault and harassment in the workplace, while citing research that women are often more collaborative and better multi-taskers in the workplace.

BOTTOM LINE:

There's no doubt about it: the future of work is female. Brands have an opportunity here to look both internally as well as externally to help workplaces be more equitable and welcoming to diversity.

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CAMPUS VS. COMMUNITY

The Future of: Work

Companies and workers have always had a large impact on the environments around them, driving the movement of people, the growth or decline of nearby business, and the changing shape of the larger city or town. New trends are showing that this relationship is getting even closer, with college-like tech campuses taking over towns and impacting the local economy. Other work trends are showing new forms and formats of co-working, letting freelancers infiltrate underutilized urban spaces. We're finding that these shifts in work have very real consequences on our society, driving insular communities, and on a more personal level, societal loneliness.

TECH VS GOVERNMENT: FACEBOOK'S FREE FOOD

In a surprising example of the rising tensions between tech companies and the communities they infiltrate, there is currently a battle going on over free food. Companies like Facebook and Google are known for offering delicious and nutritious meals, desserts, snacks, and coffee to their workers for free, but these perks are turning out to have dire consequences. The city of Mountain View recently banned Facebook from offering unlimited free food at the company's new Mountain View location due to the fact that local restaurants around the campus are suffering, unable to compete with free. The city also has said that free food results in an insular work environment, enabling workers to work long hours without leaving the office and interacting with the larger community.

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CO-WORKING 2.0: RESTAURANTS & HOTELS

Startups like Spacious, KettleSpace, and Switch Cowork are pioneering an innovative co-working concept aimed at individual workers and freelancers. These services offer a cheaper price point and more flexibility by partnering with restaurants and hotels that are often empty during the daytime to let people work there during working hours. Outfitted with simple power strips, routers, and bottomless coffee and tea, these new workspaces are an example of the hybrid, multi-use spaces that are becoming increasingly common in cities due to a desire to monetize underutilized space.

THE LONELINESS EPIDEMIC: MAKING "FROWORKERS"

Millennial career and workplace expert Dan Schawbel recently posited that we'll see the loneliness of our work culture come to a head in 2019. Citing research he conducted with Virgin Pulse that found that more than half of the workforce feels lonely due to technology replacing in-person meetings, Schawbel believes that in the future, "organizations will need to provide more off-sites, social events, parties, and team building activities to enable their employees to get to know each other and further their relationships"—essentially, find ways to turn coworkers to froworkers (friend coworkers).

BOTTOM LINE:

Major shifts in how we work and where we work have made work an isolated and insular experience. There seems to be a growing desire for more connection in our workdays, driving new solutions for our current lacking work culture.

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THE FUTURE OF

your consumer

Trendera surveyed 1702 consumers in November 2018.

The survey was distributed online and via mobile phone.
The respondent breakdown was as follows:

N=866 *Nationally Representative Consumers*

8-50 YEARS OLD, *evenly distributed*

212 GEN Z *(8-12) children and parents of children 8-12, due to legal restrictions*

237 GEN Z *(13-23)*

218 GEN Y *(24-38)*

198 GEN X *(39-50)*

Male/female split for each generation

N=836 *Coastal Consumers*

CITIES SURVEYED:

Boston, Charleston, Houston, Jacksonville, Los Angeles, Miami, New Orleans, New York, Philadelphia, San Diego, San Francisco, Seattle, Tampa/St. Petersburg, Virginia Beach, Washington D.C.

8-50 YEARS OLD, *evenly distributed*

212 GEN Z *(8-12) children and parents of children 8-12, due to legal restrictions*

237 GEN Z *(13-23)*

218 GEN Y *(24-38)*

198 GEN X *(39-50)*

Male/female split for each generation

Note: Unless specified otherwise, statistics refer to national respondents 8-50 and Gen Z stats refer to those 13-23.

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THE FUTURE OF

your consumer

2018 IN REVIEW

The past year was a whirlwind in which many pivotal events took place. Consumers overall said the most important cultural moments of the past year were:

#MeToo
Midterm elections
Black Panther movie
Black Lives Matter/Parkland shooting
#TakeAKnee

ISSUES THEY'RE MOST PASSIONATE ABOUT:

GEN Z	42% *Freedom of speech*	38% *Mental health*	37% *Gender equality*
GEN Y	34% *Education*	33% *Freedom of speech*	32% *Mental health*
GEN X	38% *Education*	33% *Freedom of speech*	32% *Animal cruelty*

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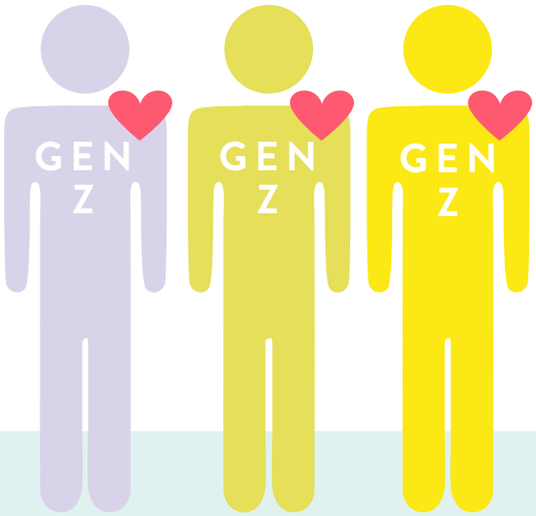


Compared to older generations, Gen Zs are significantly more passionate about a number of issues:

	GEN Z	GEN Y	GEN X
FREEDOM OF SPEECH	42%	33%	33%
GENDER EQUALITY	37%	27%	21%
LGBTQ RIGHTS	31%	16%	14%
BLACK LIVES MATTER	27%	15%	14%
GUN RIGHTS	31%	29%	22%
CLIMATE CHANGE	29%	18%	22%
ABORTION	26%	21%	16%
NET NEUTRALITY	17%	15%	8%

Trendera
NBCU

POLITICAL PARALYSIS

While consumers overall care about politics in the U.S., the reality is that many have lost faith in the government and the voting process, leaving them feeling overwhelmed by all the issues our country is facing.

83% *think it's important to vote, but* **48%** *think elections are rigged*

66% *say you can't count on the government to look out for society's best interests*

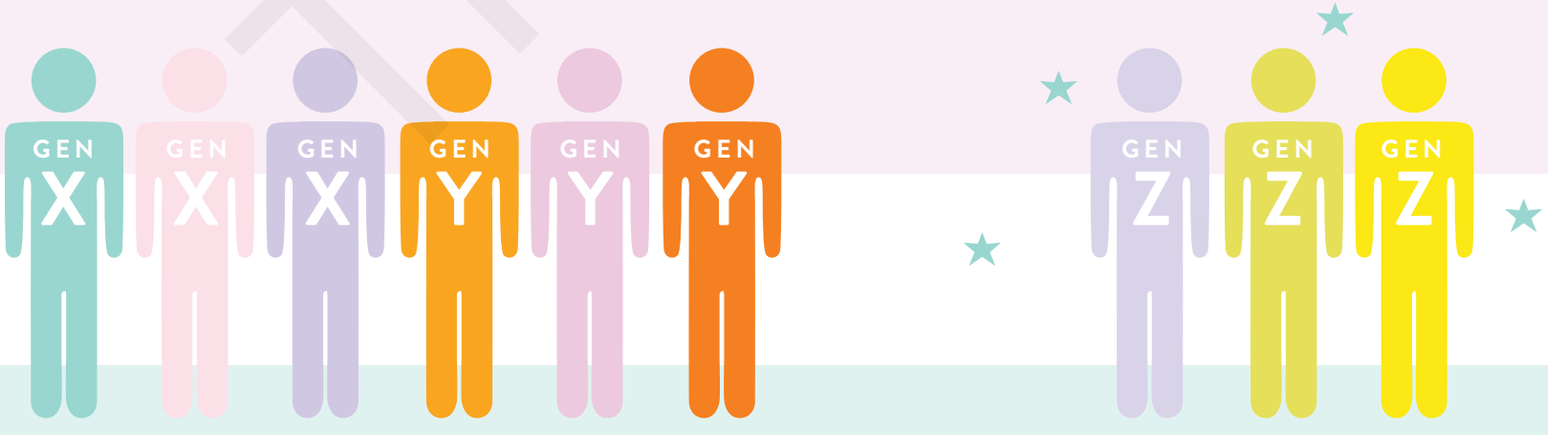
65% *feel America is more divided than ever*

62% *are overwhelmed by all the issues that need to be fixed*

49% *care about politics but don't think they can make a difference*

WHEN IT COMES TO CREATING CHANGE,

Gen Y and Gen Xers are feeling a bit apathetic — they're significantly more likely than Gen Zs to say they care about politics but don't think they can make a difference



58% 61% 45%

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YOUR CONSUMER IN 2019

AT A GLANCE:

Their General Outlook

GEN Z	40% *Happy*	38% *Open-minded*	36% *Stressed*
GEN Y	40% *Happy*	34% *Open-minded*	32% *Fun*
GEN X	46% *Happy*	39% *Smart*	35% *Open-minded*

What They're Working On

GEN Z	45% *Having fun*	38% *Finding myself*	36% *Finding purpose*
GEN Y	36% *Financial security*	35% *Having fun*	33% *Mental health*
GEN X	35% *Having fun*	34% *Physical health*	30% *Financial security*

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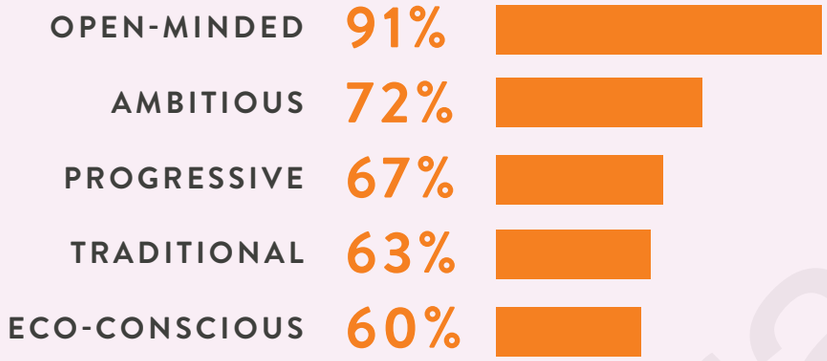
THEIR VALUES:

Consumers overall consider themselves:



Compared to older generations, Gen Zs are less likely to consider themselves...

	GEN Z	GEN Y	GEN X
PHYSICALLY HEALTHY	66%	75%	73%
MENTALLY HEALTHY	59%	70%	79%
TRADITIONAL	52%	64%	75%
SPIRITUAL	56%	62%	71%
ECO-CONSCIOUS	52%	62%	68%
RELIGIOUS	45%	51%	61%
A FEMINIST	39%	36%	47%

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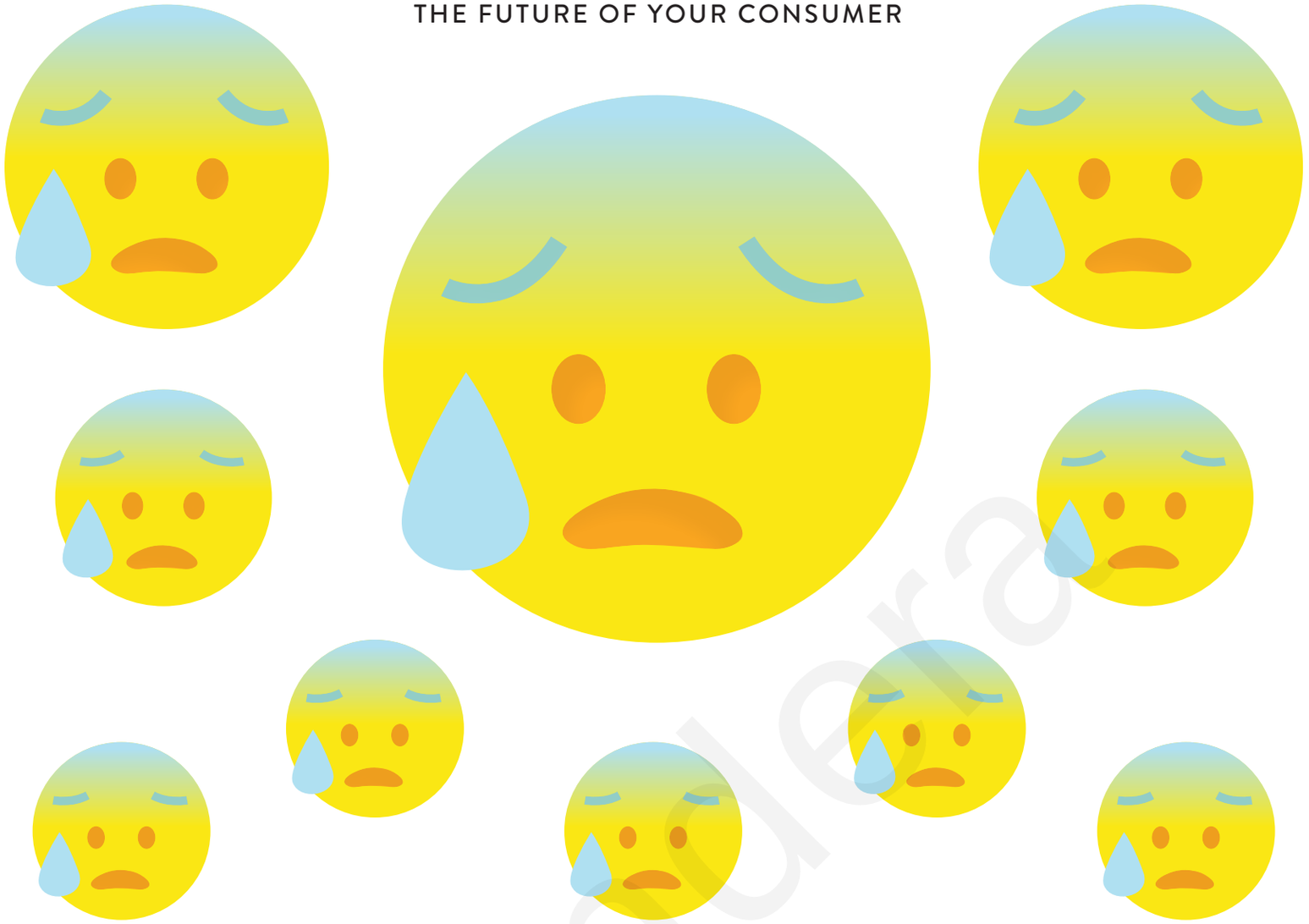

ANXIETY 2.0

Anxiety continues to affect consumers' day-to-day lives.

53%

OF CONSUMERS OVERALL CONSIDER THEMSELVES ANXIOUS

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NBCU

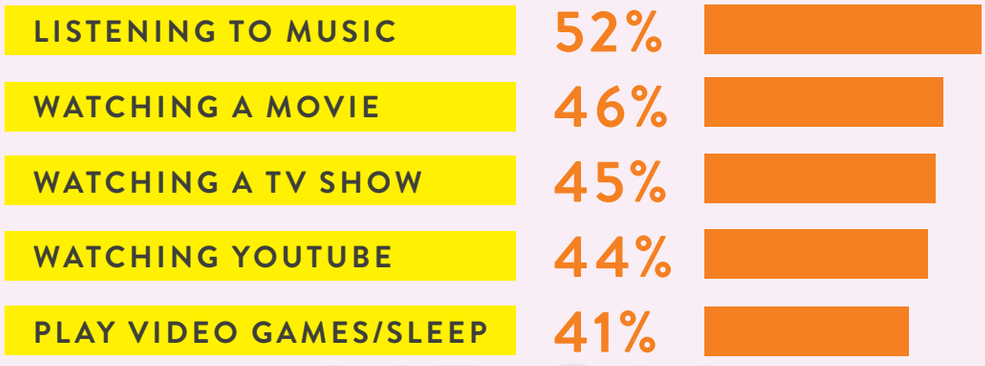
What causes them the most anxiety:

GEN Z	40% Being successful	38% Not being happy	36% Finding my purpose
GEN Y	40% My finances	34% Being successful	32% My career
GEN X	46% Being successful	39% My finances	35% My career

COMFORTING CONTENT

In these divisive times, consumers are perfecting their self-care routines to relax and recharge. When it comes to helping themselves feel better, people are clearly looking to entertainment to fill the void, even above many other traditional comforts.

Overall, the top ways consumers relax are heavily media-driven:



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81%

SAY THEY WANT ENTERTAINMENT TO FEEL LIKE A BREAK FROM THE REST OF THE WORLD

88% *say they feel relaxed/better after watching one episode of a show*

ALMOST 1 IN 5 *consumers overall go to the movies to "unplug for a bit"*

Interestingly, traditional notions of relaxation—such as playing with a pet ***(31%)****, exercise/taking a bath* ***(27%)****, doing something creative/cooking/drinking coffee/tea* ***(24%)****, talking with a friend* ***(22%)****, and cleaning* ***(20%)****—fell below finding comfort through entertainment.*

Compared to older generations, Gen Zs are much more likely to relax by:

	GEN Z	GEN Y	GEN X
WATCHING YOUTUBE	56%	31%	30%
PLAYING VIDEO GAMES	43%	34%	33%
WATCHING VIDEOS ON SOCIAL MEDIA	34%	28%	18%

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VALUES & GOALS

SIGNS OF SUCCESS

Despite being two cohorts who (in the past) couldn't be more different, Gen Ys and Gen Xers are aligned when it comes to their top signs of success and place greater emphasis on family and freedom. Meanwhile, we continue to see Gen Z placing more importance on their careers.

GEN Z	47% A happy family	45% Loving your job	42% Freedom to live life as you please
GEN Y	46% A happy family	33% Freedom to live life as you please	31% Being a good parent
GEN X	46% A happy family	37% Loving your job	35% Helping other people

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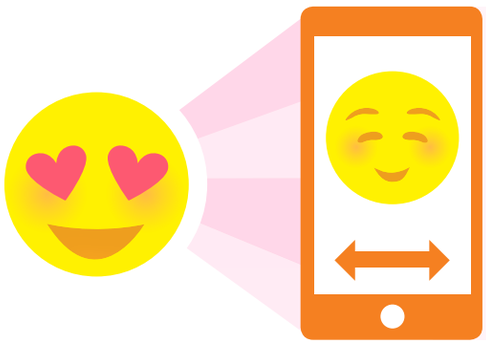
LOVE & RELATIONSHIPS

Gen Z is leading the way in shifting notions of love from rigidity to fluidity. This uncharted landscape of love means there are no rules and people are having a tough time being vulnerable.

MODERN LOVE = FLUIDITY



78% *of consumers overall say that it's fine to say you've met someone online*

82% *of consumers overall say people today are more sexually fluid and open to new experiences*

76% *of consumers overall think people are more accepting of non-heterosexual relationships than they used to be*

59% *of consumers overall think sex isn't as big of a deal as it used to be*

*Compared to older generations, Gen Zs were less likely to consider themselves heterosexual (Gen Z **74%** vs. Gen Y **92%** vs. Gen X **80%**)*

58% OF GEN ZS SAY PEOPLE MY AGE DON'T DATE, THEY JUST HOOK UP, COMPARED TO 49% OF GEN YS AND 47% OF GEN GEN XERS

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FORGETTING HOW TO LOVE

80% *of consumers overall think TV and movies have given people unrealistic expectations of relationships*

66% *of consumers overall say people their age are scared to be vulnerable*

69% *of consumers overall say it's important for them to feel in control*

67% *of consumers overall say they don't need someone else to be happy*

62% *of men say they want a partner but only after they feel successful in their career compared to 35% of females*

52% *of consumers overall say it's not important to have a partner*

51% *of consumers overall say it's not important for them to get married*

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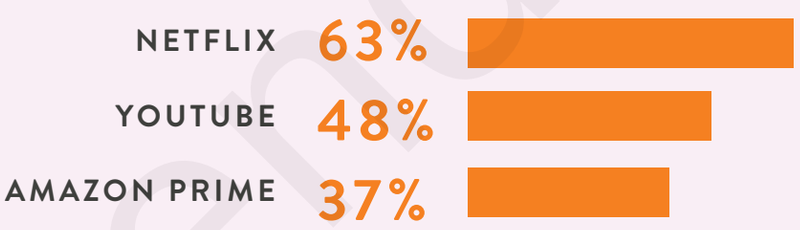
ENTERTAINMENT & SOCIAL MEDIA

Consumers are craving control over their entertainment and favor platforms that provide an endless amount of content that allows them to watch what they want, when they want it.

SUPREME CONTENT

Who makes the best content:



Gen Zs are more likely to think Netflix (Gen Z 70% vs. Gen Y 64% vs. Gen X 44%) YouTube (Gen Z 63% vs. Gen Y 29% vs. Gen X 36%) Instagram (Gen Z 26% vs. Gen Y 16% vs. Gen X 15%), and Snapchat (Gen Z 10% vs. Gen Y 4% vs. Gen X 2%) create the best content.

Older generations favor Amazon Prime (Gen Z 26% vs. Gen Y 44% vs. Gen X 53%), Facebook (Gen Z 21% vs. Gen Y 32% vs. Gen X 36%), and network channels (Gen Z 11% vs. Gen Y 22% vs. Gen X 34%).

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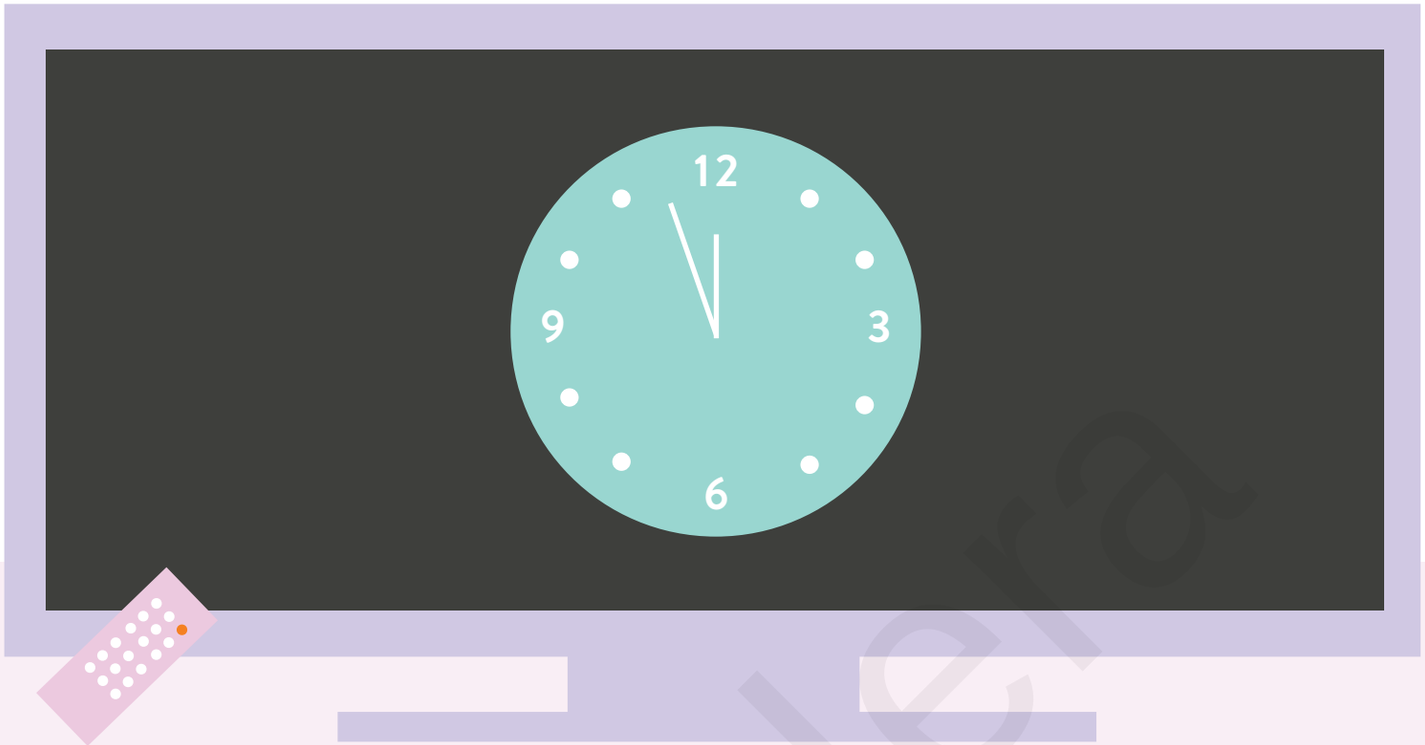

TV: BINGE BUFFET

69% *of consumers overall would rather binge watch a show than watch it week to week*

63% *of consumers overall would rather watch an older show with multiple seasons than a new one with fewer episodes*

58% *of consumers overall will wait until there are several episodes of a TV show available so they can watch them all at once*

MOVIES

75% *of consumers overall say they would see more movies in theaters if it were cheaper*

70% *of consumers overall would rather pay for a subscription than pay for a single tv show or movie*

68% *of consumers overall wish there were better movie options*

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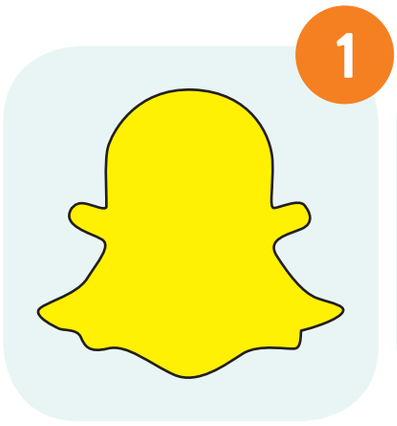
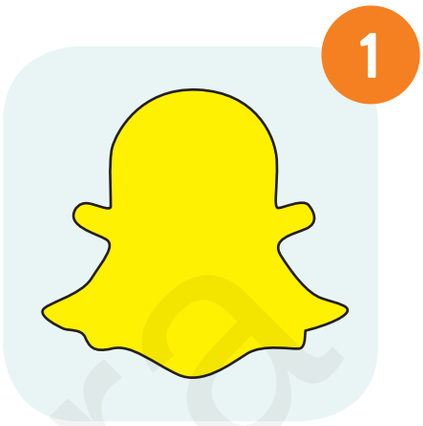
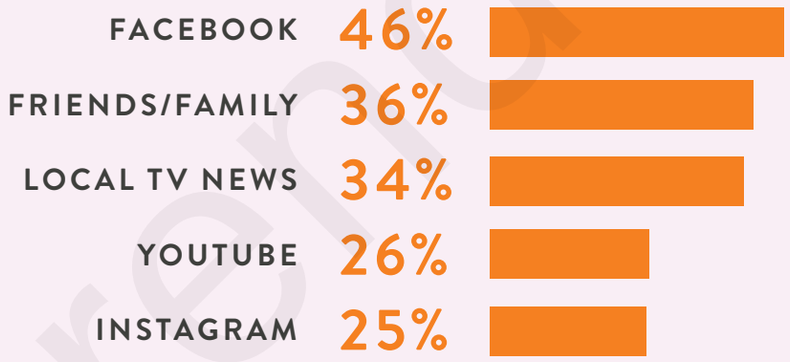
NEWS BY NOTIFICATIONS



Gen Zs are significantly more likely than other generations to get the news from Snapchat (Gen Z 18%, Gen Y 9% , Gen X 11%)



Consumers overall get their news from:



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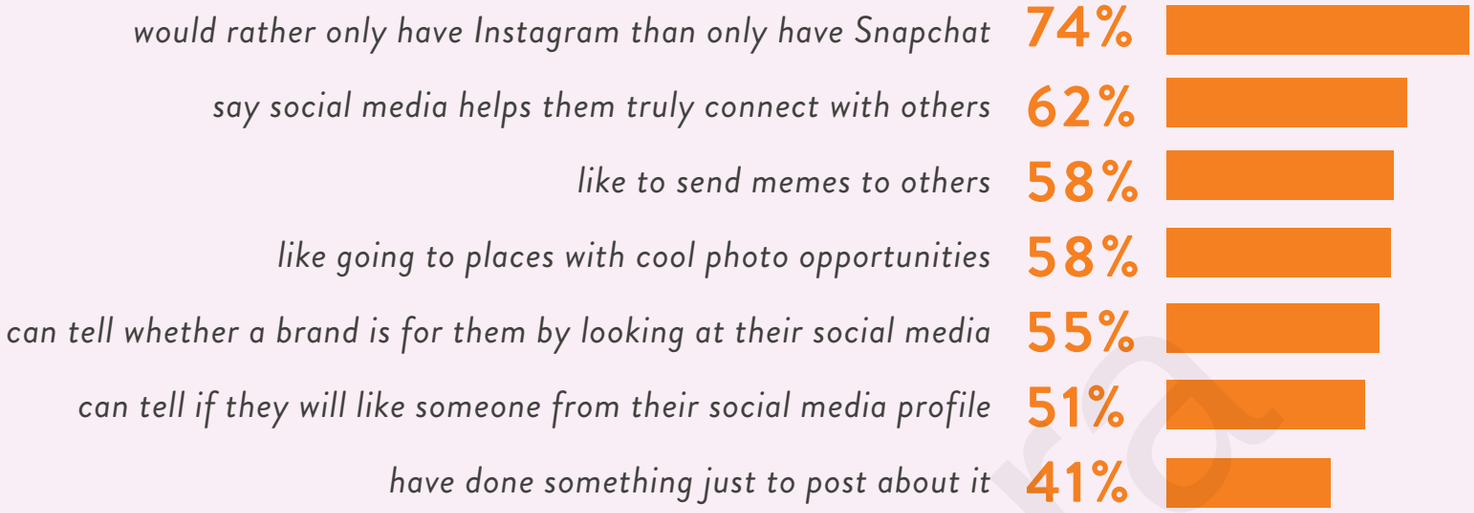
CONSUMERS OVERALL...



1 in 4 has a Finstagram

Compared to older generations, Gen Zs are more likely to say YouTube is...

	GEN Z	GEN Y	GEN X
THEIR FAVORITE PLATFORM	66%	75%	73%
THE PLATFORM THEY USE MOST	59%	70%	79%
WHERE THEY VIEW THE MOST CONTENT	52%	64%	75%

Gen Zs are also more likely to...

POST THE MOST CONTENT ON SNAPCHAT	20%	7%	6%
FOLLOW MEME ACCOUNTS	57%	46%	43%

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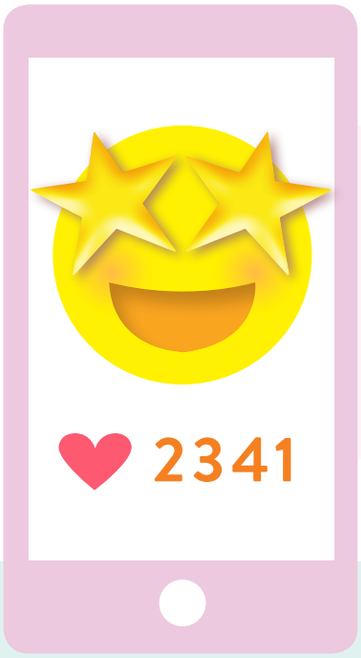
SOCIAL MEDIA MONEY MAKERS



35% *of consumers overall consider themselves an influencer*

77% *of consumers overall would rather be famous on YouTube than on Instagram*

38% *of consumers overall think they know how to become famous on social media*

27% *of consumers overall are* ***currently*** *making money off their social media accounts/channels*

33%

OF CONSUMERS OVERALL ARE ***TRYING*** TO MAKE MONEY OFF THEIR SOCIAL MEDIA ACCOUNTS

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HOW THEY PERCEIVE...

ACTORS	***Likely to be famous for a long time***
	Attractive
	Likely to make me watch something they're in
ATHLETES	***Talented***
	Aspirational
	Positive
GAMERS	*Knowledgeable/Sarcastic*
	Relatable*/Genuine/Trustworthy*
	Honest
YOUTUBERS	*Funny*
	Relatable/In the know
	Knowledgeable
INSTAGRAM INFLUENCERS	***Fake***
	Sarcastic
	In the know/Attractive

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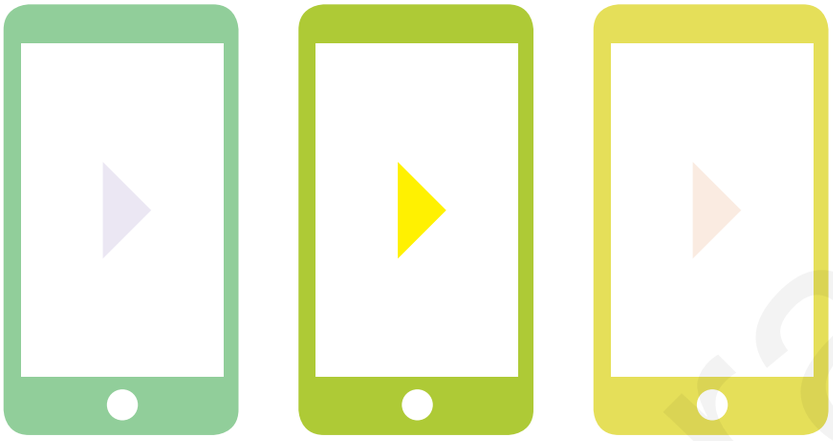
TECHNOLOGY



FAITH IN TECH

Although the majority of consumers are optimistic about technology...

Technology makes my life better	81%
Technology makes the world a better place	77%

... they also have privacy concerns:

Technology is becoming too invasive	60%
It's only a matter of time before everyone gets hacked	60%
I'm worried technology knows too much about me	58%
Technology is fine now but will probably lead to a bad end	55%
My phone listens to my conversations	50%

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ADDICTED TO TECH

67% *feel the need to get away from tech sometimes*

51% *try to limit their screen time*

53% *think social media is bad for their health*

Gen Zs are less likely than older generations to

	GEN Z	GEN Y	GEN X
ACTIVELY LIMIT THEIR SCREEN TIME	66%	75%	73%
WANT TO TAKE A DIGITAL DETOX	59%	70%	79%
HAVE TAKEN A DIGITAL DETOX	52%	64%	75%

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RETAIL

DIGITAL > IRL

59% *of consumers overall would rather shop exclusively online than in store.*

Favorite Brands To Shop Online:

71%	38%	32%	26%	25%
Amazon	*Walmart*	*Target*	*Apple*	*Best Buy*

Favorite Brands To Shop In-Store:

67%	55%	37%	36%	35%
Walmart	*Target*	*Kohls*	*Best Buy*	*Home Depot*

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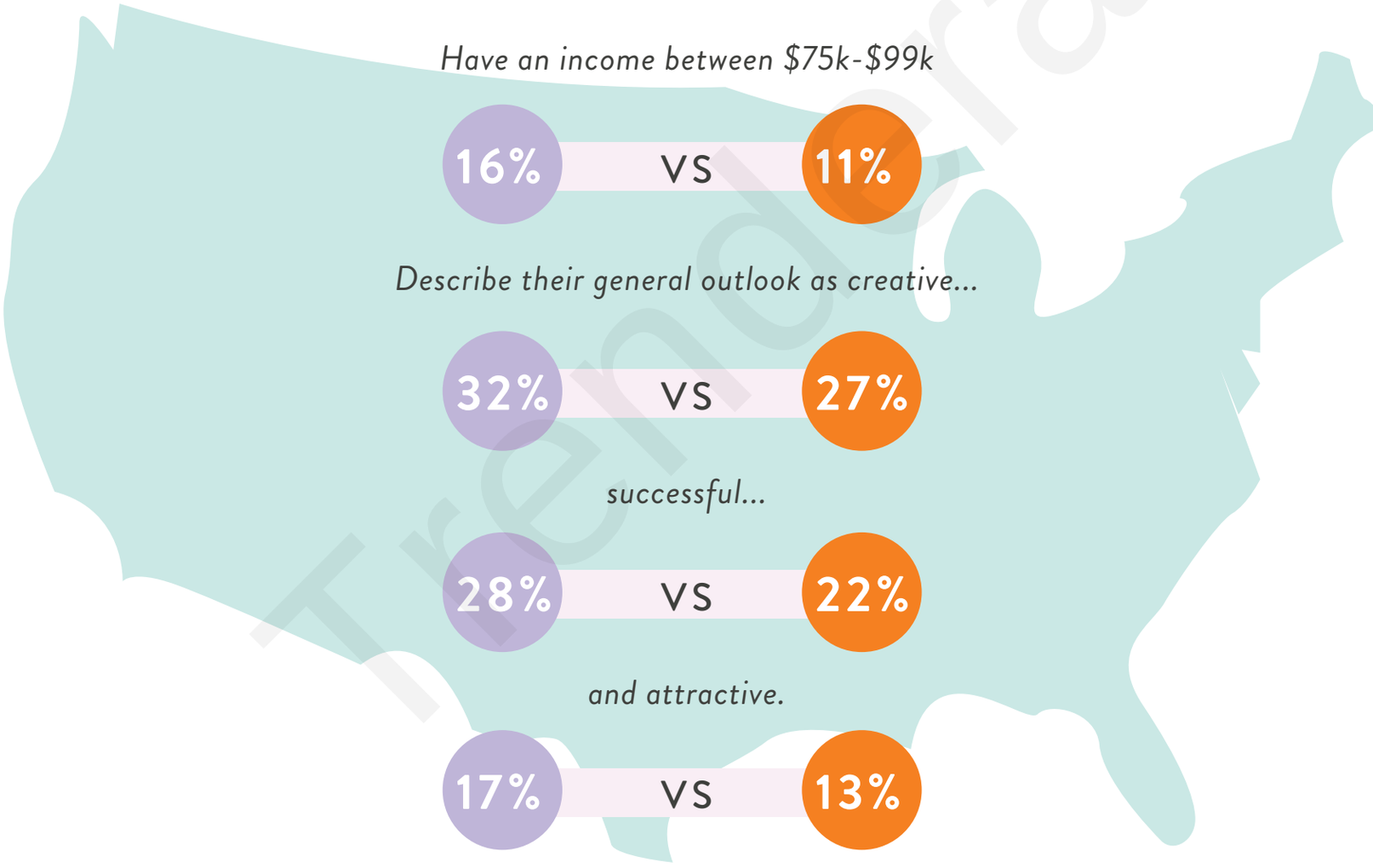
COASTAL VS. NATIONAL

DEMOGRAPHICS

Compared to National Respondents, Coastal Respondents are significantly more likely to...



Have an income between $75k-$99k

16% VS 11%

Describe their general outlook as creative...

32% VS 27%

successful...

28% VS 22%

and attractive.

17% VS 13%

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VALUES

Compared to National Respondents, Coastal Respondents are more likely to think...

success means traveling a lot...

27% VS 19%

luxury vacations...

17% VS 13%

...and an attractive spouse

12% VS 9%

and being attractive.

17% VS 13%

Sadly though, Coastal Respondents are significantly less likely to be happy after planning a trip.

92% VS 95%

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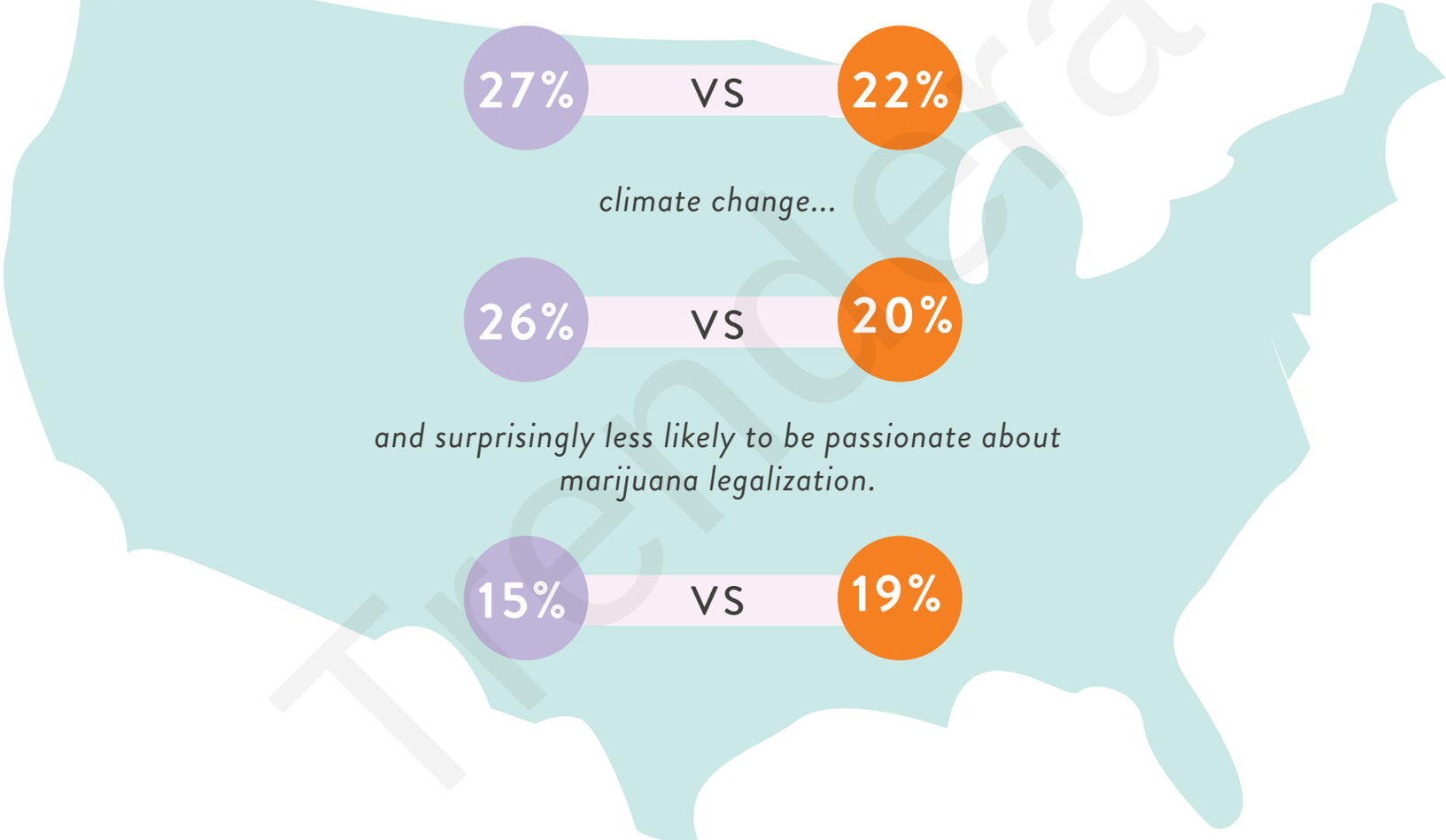
VALUES CONTINUED...

Compared to National Respondents, Coastal Respondents are significantly more likely to be passionate about equal pay...



Compared to National Respondents, Coastal Respondents are significantly less likely to say owning guns (56% vs. 67%) should be acceptable in society but are more likely to say drinking alcohol at 18 should be acceptable (51% vs. 44%).

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POLITICS

Coastal Respondents are significantly less likely to say:

America is the best country in the world

61% VS 67%

America is not divided but people on the extremes make it seem that way

51% VS 57%

America is headed in the right direction

44% VS 49%

I really don't care about politics

39% VS 45%

Unsurprisingly, Coastal Respondents are significantly more likely to typically identity as a democrat...

39% VS 28%

and progressive...

74% VS 67%

and less likely as republican.

27% VS 32%

Trends
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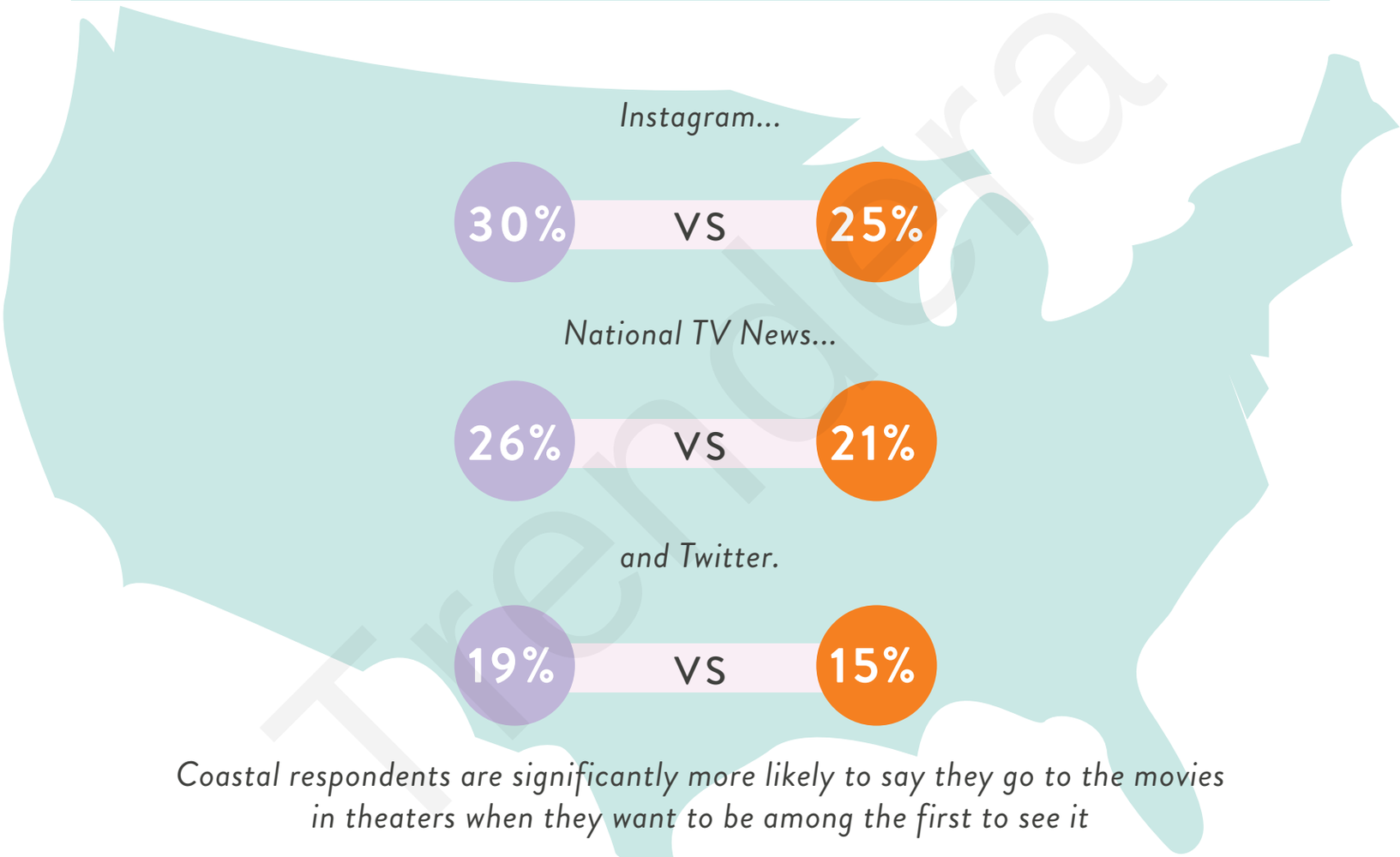
ENTERTAINMENT

Coastal Respondents are significantly more likely than National Respondents to get their news from...



Instagram...

30% VS 25%

National TV News...

26% VS 21%

and Twitter.

19% VS 15%

Coastal respondents are significantly more likely to say they go to the movies in theaters when they want to be among the first to see it

28% VS 24%

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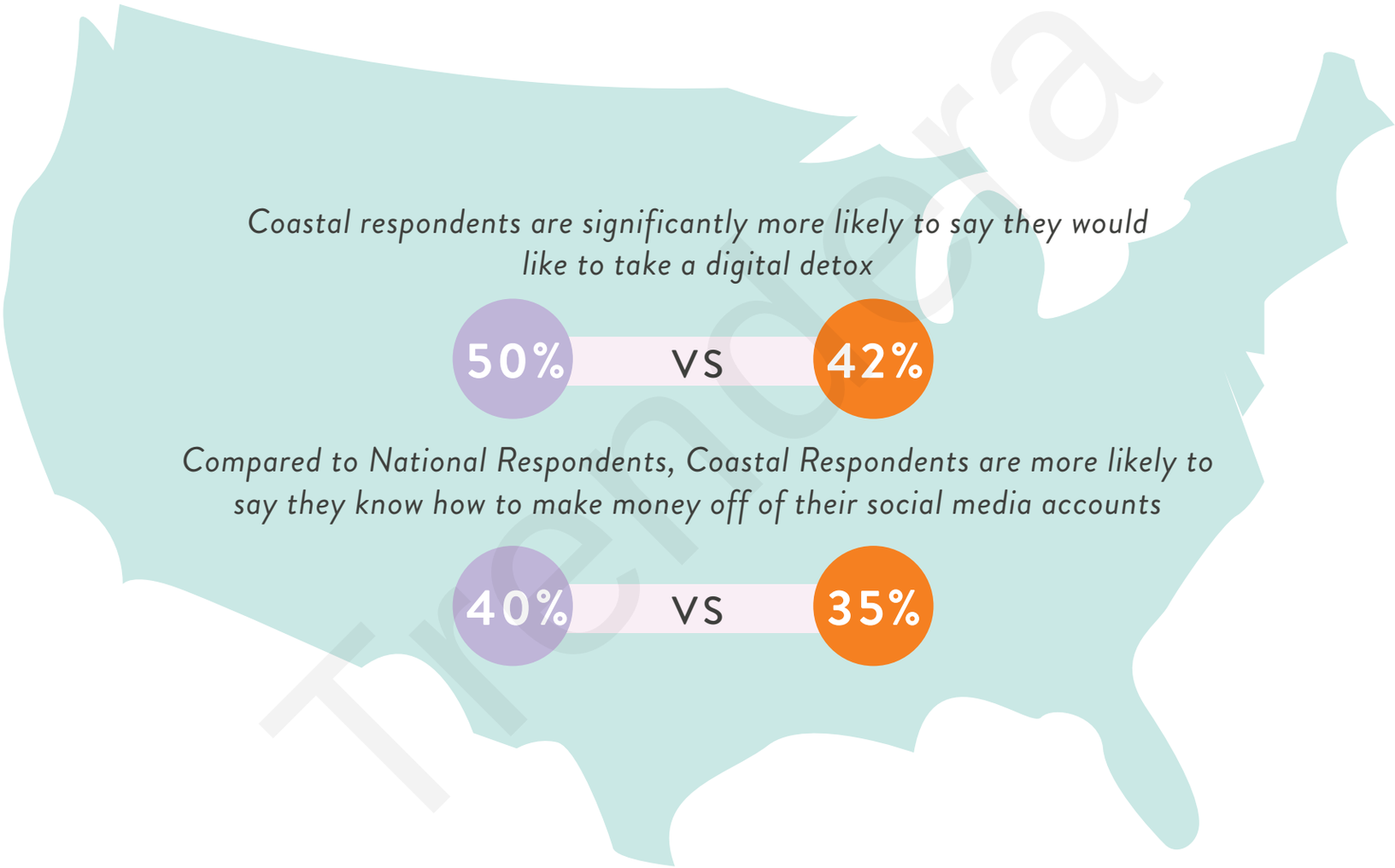
SOCIAL MEDIA



Coastal respondents are significantly more likely to say they would like to take a digital detox

50% VS 42%

Compared to National Respondents, Coastal Respondents are more likely to say they know how to make money off of their social media accounts

40% VS 35%

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INSTAGRAM

Coastal Respondents are significantly more likely to have an Instagram account

64% VS 57%

Compared to National Respondents, Coastal Respondents are significantly more likely to say Instagram shows the real me

28% VS 21%

Compared to National Respondents, Coastal Respondents are significantly more likely to say they look at shoppable options in their feed

15% VS 11%

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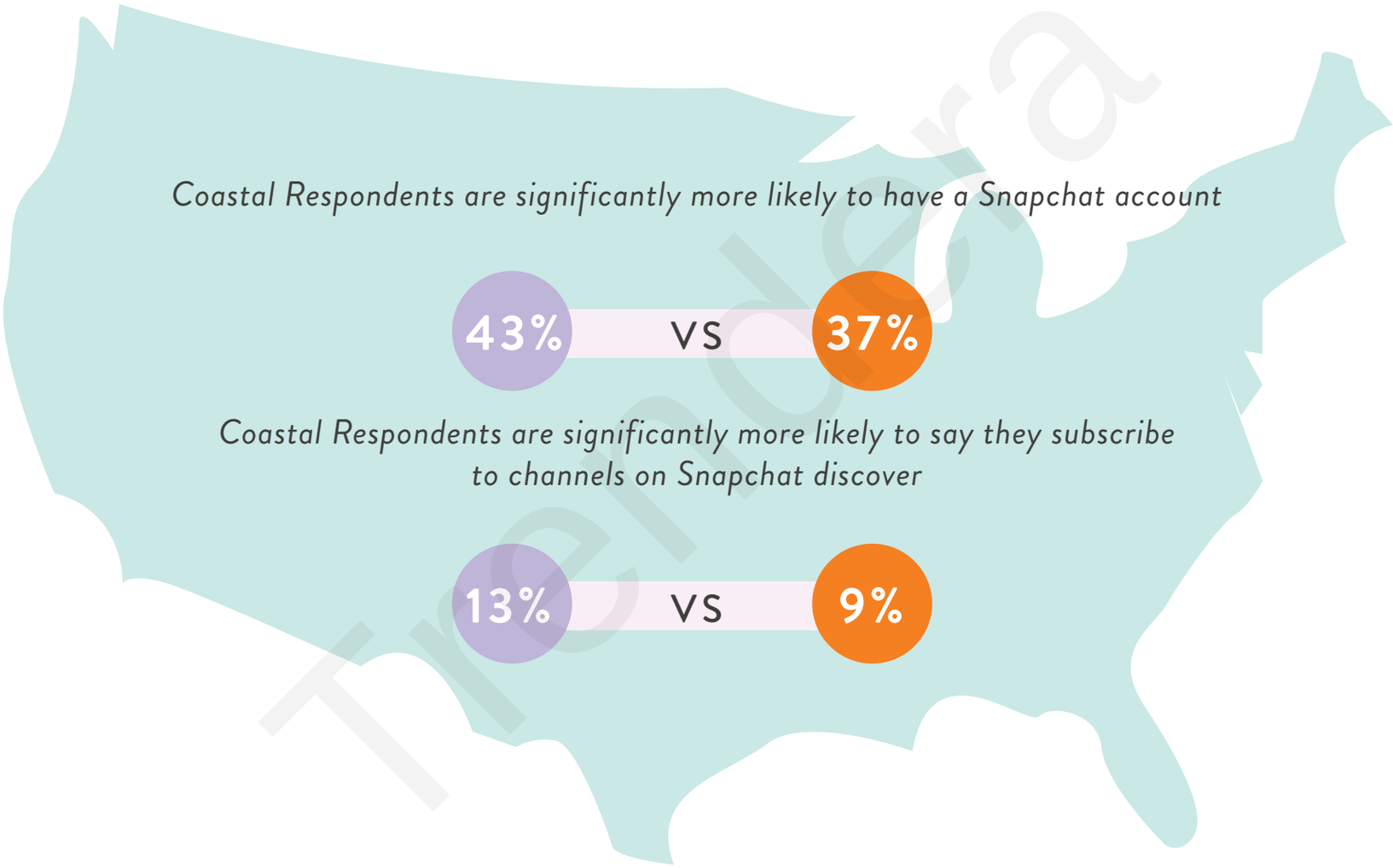
SNAPCHAT



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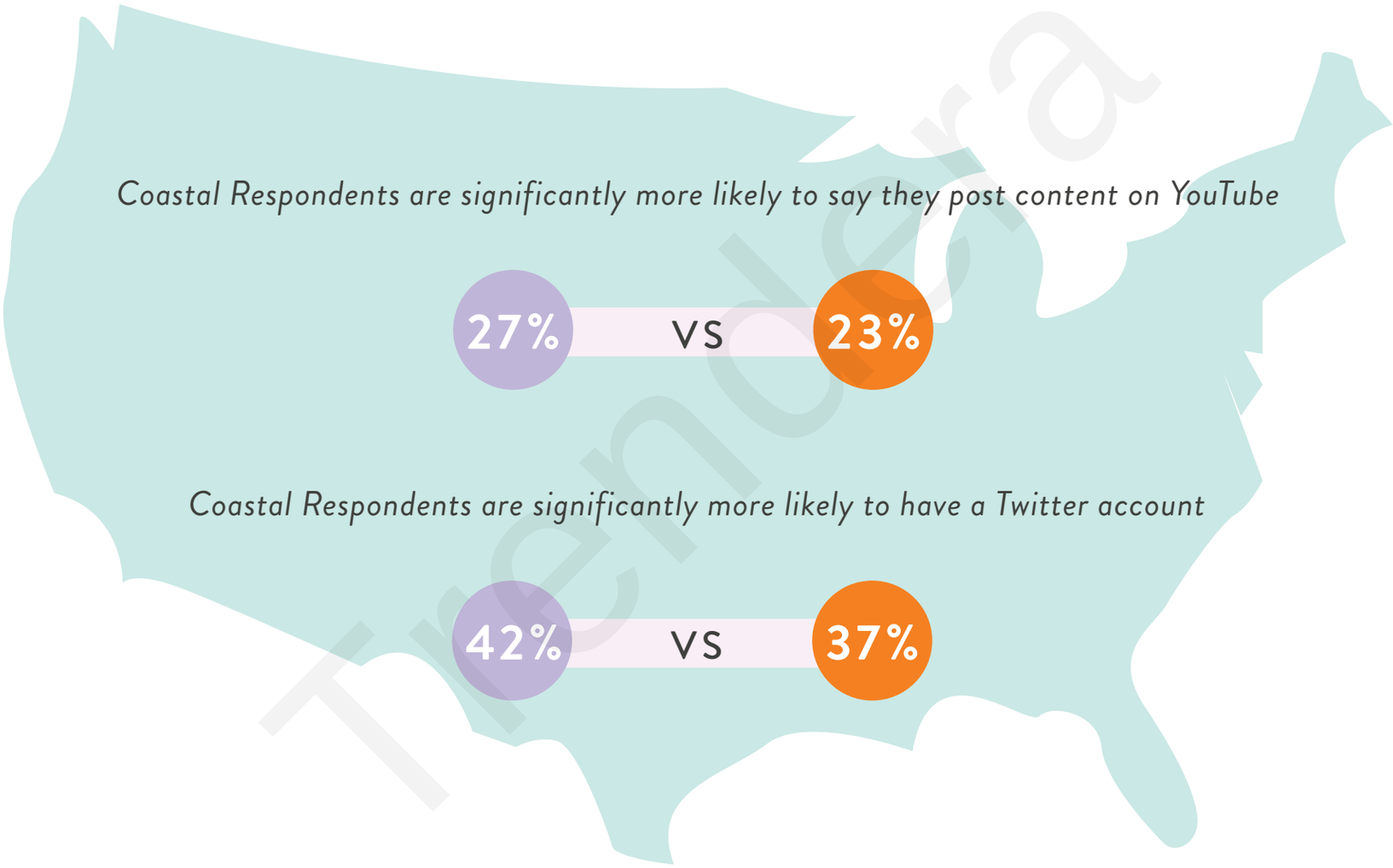
YOUTUBE & TWITTER



Coastal Respondents are significantly more likely to say they post content on YouTube

27% VS 23%

Coastal Respondents are significantly more likely to have a Twitter account

42% VS 37%

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NOW TRENDING

LIFESTYLE

ENVIRONMENTALLY FRIENDLY FOODS:

Scandinavian countries are trend setters in many ways, but particularly their politics. Since the publication of the illuminating United Nations Climate change report, Denmark is discussing implementing a system whereby food items would be labeled with an environmental impact score allowing citizens to make educated decisions about what they are choosing to consume. No different than checking fat, sugar, or carb content, the small label could spark big change as it would enable consumers to more easily shop their values.

CBD SKINCARE:

With the skincare industry projected to reach 177.15 billion by 2024 (Grand View Research) and the addition of CBD oil, the darling of the wellness world, to just about everything, it only makes sense to combine the two. Enter June CBD, an all-natural facial serum that includes organic CBD in its formula to brighten, hydrate, and regulate oil production for all different skin biomes.

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WEEDS:

The most traditionally undesirable plant is currently in high demand. From wild mustard to dandelions to stinging nettle, weeds are proliferating on tasting menus at trendy restaurants such as Maaemo in Oslo and Shuko in New York as edible works of intricately plated art. The move away from uniformity in aesthetic reflects how wild the times have truly gotten, these unkempt, invasive species are quickly rivaling orchards and roses in popularity.

NORWAY:

Millennials in Norway are having their avocado toast and eating it too. Unlike American Millennials, who have seen a 5% decrease in disposable household income compared to Generation Xers at the same age, Norwegian Millennials are enjoying a 13% increase. The bump is likely due to the strong economy fueled by the oil and gas industries, low childcare costs, and free public university. Norway, along with its beautiful scenery and hygge aesthetic, has officially become the Millennial Mecca.

RISING COST OF PETS:

Glitter tattoos, life coaching sessions, and lavender aromatherapy biscuits—all essential costs of pet ownership, right? The American Pet Products Association found that consumers spent $69.5 billion on dogs, cats, and other pets last year. More than just vet appointments, surgeries, and traditional food and treats, luxury expenses such as prosthetic testicles (so the boys don't feel emasculated post-neuter) and pawdicures are on the rise. Potentially a result of childless homes or the decrease of interhuman relationships due to time spent online, *pampurring* one's pet has become a *mewvement*.

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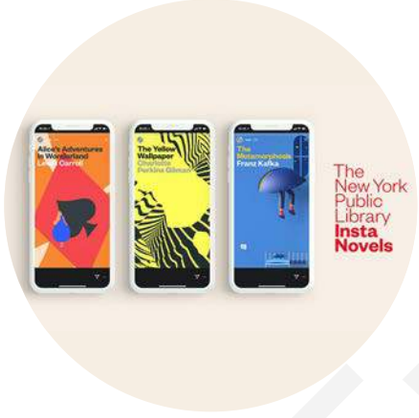
ENTERTAINMENT



INSTANOVELS:

The New York Public Library's Instagram page (@nypl) now shares digitized versions of stories like *Alice's Adventures in Wonderland* by Lewis Carroll and *The Raven* by Edgar Allan Poe. Optimized for Instagram's story feature, each tale is complete with animations, sounds, and even a designated spot for users to place their thumbs to save their page as they read. Taking both a literal and literary approach to Instagram stories, the New York public library is revamping classic tales for the Instagram age and inventing new ways to use the format.

K-ROCK:

Thanks to the popularity of K-Pop, other genres of Korean music are getting their chance to shine on the global stage. While K-pop boy band BTS has firmly established themselves as part of the American pop culture lexicon, K-rock band HYUKOH has been rising through the ranks of western rock. Their latest EP *How to Find True Love and Happiness* was written mostly in English and the track "Citizen Kane" was even featured in an Apple commercial. The band—who has wrapped a close to sold out North American tour in fall 2018—could very well ignite a K-rock movement stateside.

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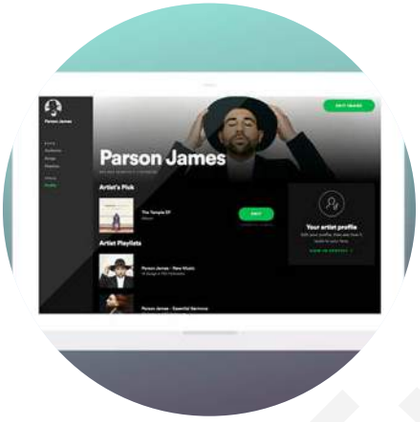
RISE OF SILENT FILM:

In a surprising turn of events, the prevalence of social media content has resurrected the silent film... sort of. Because people are watching video content on their smartphones anywhere at any time they are often doing so with the sound turned off. To account for this, creators are publishing videos optimized for muted viewing. LADbible, one of the pioneers of this trend, gets billions of views a month for their videos, which are either self-explanatory narratives or feature subtitles for soundless consumption. Not only can soundless-ready videos be viewed anywhere, they eliminate language barriers and expand their potential reach to a global audience.



SPOTIFY FOR ARTISTS:

Spotify is looking to woo indie artists with its new Spotify for Artists feature, which would allow artists to upload their music directly to the platform. Giving them unprecedented control over the distribution of their music as well as access to listening statistics and the ability to submit tracks for consideration on Spotify's curated playlists, the new feature cuts out label middlemen who previously would take a percentage of revenue or charge fees. Currently only available for select artists, the move suggests that Spotify may one day become a full-service record label.

AMAZON MOVIE THEATERS:

It seems that every year we report on a new business vertical for Amazon. This year, rumor has it that the company is looking to purchase a chain of movie theaters, specifically indie chain Landmark, which boasts over 50 theaters in around 27 markets. Some speculate the move is in response to the pushback competitor Netflix has gotten from the film industry over eschewing theatrical releases. Amazon entering into brick and mortar theaters could bolster the popularity of (and awards potential for) their original content, into which they invested $5 billion in 2018.

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FASHION / BEAUTY

CAFTANS:

Oftentimes fashion reflects what's happening in broader culture. In the aftermath of #MeToo, we are seeing notable women such as Hillary Clinton, Chrissy Teigen, and Beyoncé opting for comfy caftans both in casual settings and on the red carpet. Billowy, comfortable, and in complete opposition to form-fitting Spanx and bodycon, the garment represents a shift away from dressing for the male gaze as well as from the need to display power through a pantsuit.

PLASTIC SURGERY GIVEAWAYS:

Fueled by social media, the cosmetic surgery market is exploding with entry-level options as evidenced by the rise of med spas giving away free procedures on Instagram to drum up business. By simply following, liking, and regraming a post, users can receive complimentary facial fillers and Botox. Instagram is the place where people find products and services they weren't searching for and perhaps never even knew they needed and plastic surgery is no exception.

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AMAZON THRIFTING:

Amazon has emerged as a surprising source for young fashion stylists in need of everything from affordable basics to hyper-trendy statement pieces. According to San Francisco-based stylist Ashley Munns, “the bottom line is we all kind of [shop on Amazon], but I think a lot of people are embarrassed and don’t want to admit it.” The practice may be a shameful secret among the couture crowd, but our bet is bargain hungry consumers will have no qualms about coupling thrift store prices with Amazon Prime delivery.

LEVI’S F.L.X.:

Levi’s is demonstrating its agility with its new Customization Studio in Downtown LA. At the invite-only shop, consumers can choose from different finishes, fades, rips, distresses, and patterns to recreate denim they’ve seen in a magazine or create something they’ve always dreamed but never found in-store. After their design selections have been made, a technician uses a laser to add one-of-a-kind embellishments. The future of denim customization, Levi’s new design process will be available in select stores Spring 2019.

ARCHIVAL FASHION:

Bygone, but make it fashion. Classic brands Burberry and Versace are participating in the latest luxury trend in which fashion houses are taking direct inspiration from their archives to inspire their newest collections. Betting that these looks will be big sellers for Spring 2019, Versace’s Tribute Collection for men included cheetah print and Andy Warhol Pop art. The reintroduction of these staple logos, motifs, and colors are the ultimate throwback for Millennials conjuring up feelings of ‘90s nostalgia and serving Gen Zs with new fresh looks.

Trademera
NBCU

MARKETING

LVMH LES JOURNÉES PARTICULIÈRES:

In their fourth and largest Les Journées Particulières event to date, LMVH invited people into 77 of their properties over 4 continents, some of which have never before been open to the public. Over the course of three days in October, interested parties could purchase tickets to gain access to the Maisons and headquarters of brands in LVMH's impressive portfolio including architectural landmarks like the Palazzo della Civiltà Italiana in Rome also known as the global headquarters from Fendi. At each venue, there were activities, parties, and installations to bring brand fans into the fold.

TESLA TESLAQUILA:

Starting out as an April Fool's joke, Teslaquila may very well become a reality, with Elon Musk tweeting "Coming Soon" alongside a photo of a potential label of the Tesla-branded tequila. This wouldn't be first foray into non-automotive merchandise for Tesla's parent corporation, The Boring Company. In the past it's sold hats with The Boring Company's logo and a flamethrower cheekily called "Not A Flame Thrower." Taking a cue from other lifestyle brands, Teslaquila gives everyone a chance to own a piece of the Tesla lifestyle, even if they can't afford the environmentally-friendly luxury vehicle.

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MLB BLOCKCHAIN:

Major League Baseball is getting into cryptocurrency with the introduction of Crypto Baseball, a new game where players can buy and sell “MLB Cryptofigures” using ethereum. Merging crypto and fantasy baseball, the digital players earn points based on the performance of the real-life player. The game is just the latest in a series of online games around cryptocurrencies that have cropped up since the launch of similar crypto-based game CryptoKitties.

VISIBLE 404 STORE:

In addition to shaking up the cell phone market by charging only $40 a month for a plan, Verizon-owned start up Visible is making waves for a recent splashy anti-brick and mortar campaign. Visible completely covered empty storefronts in blue paint with signage resembling a 404-error message that read “Sorry. The Phone store you’re looking for can no longer be found” and directed customers to their full-service app. Encouraging passersby to stop and take note (or at least a photo), the ironic activation managed to give consumers the experiential aspect of a physical space with the convenience of a digital service.

DOS TOROS MEME ACCOUNT:

In an effort to increase their reach on social media, New York/Chicago based fast casual Mexican restaurant chain Dos Toros created its own branded meme account. Starring Pinto The Burrito, a burrito character created by the brand, the account features memes such as Pinto as Bob Ross and Pinto as a “basic” girl donning a pumpkin spice latte and Ugg boots for fall. Amassing over 110k followers while the business account has less than half that, the move shows the importance of meme culture to Gen Zs and Millennials.

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DIGITAL / TECH

ESPORTS BACKLASH:

In an effort to promote more engagement on and off the field, professional sports teams are partnering with gamers to establish a presence in the eSports world. During a September soccer match between Swiss teams Young Boys and Basel, fans protested the Swiss Super League initiative to make eSports partnerships a requirement going forward. From throwing tennis balls and video game controllers onto the field to holding up a huge banner of a pause button, the protest indicates that professional teams partnering with eSports might actually be more divisive than beneficial in building a meaningful connection between teams and fans.

CRYPTO MUSIC FESTIVALS:

Last fall, 8,000 people attended Our Music Festival (OMF), the first-ever cryptocurrency music festival held at The Greek Theater in Berkeley. Featuring artists Zedd, Big Sean, and up-and-coming singer Charlotte Lawrence, the festival drew in crypto fans by operating on an incentive system in which attendees could purchase their tickets with the festival's very own currency and also receive tokens for attending. Tokens could later be used to redeem merch, food, or simply attend more events. With over 2,000 OMF payments to attend and over 61,000 OMF incentive tokens given to attendees, the successful crypto festival is sure to be the first of many.

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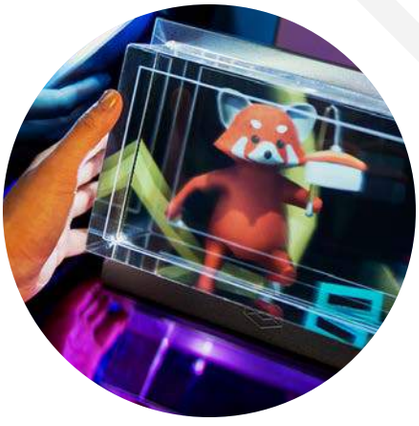
DOWNGRADED PHONES:

"Present shock" is "the overload of notifications, messages and stimuli on modern smartphones [that make] us feel as if we're constantly scrambling to catch up with the present moment." This phenomenon has startups Punkt and Light creating phones stripped to only the bare essentials. Otherwise known as downgraded phones, these simplistic phones are limited to phone calls and are designed to be used as little as possible. While niche supporters who were once glued to their smartphones advocate for their newfound freedom, downgraded phones highlight the tension many feel between being completely disconnected by way of digital detox and remaining a slave to the dopamine hits acquired by notifications and other stimuli.

VIDEO GAME FACIAL CHECKS:

Police in China are already wearing facial recognition sunnies and now one of China's most popular video games, Honour of Kings, will be doing the same. The addictive game has received much backlash and blame for the rise in nearsightedness in Chinese children and has made two prior attempts to limit play time twice through real-name registry. Now in its third attempt, the company is testing a facial recognition feature on 1000 random players in Shenzhen and Beijing. A nightmare for privacy, this feature points to a country that uses facial recognition to not only catch the bad guys but to keep kids'entertainment habits in check.



VIMEO TELEPRESENCE:

Vimeo has launched live 3D video allowing anyone to become a hologram. Although telepresence, "the idea of live presence represented in virtual 3D space," is still a bit tricky for the average person to accomplish, those who have a Vimeo Live membership and are tech savvy will theoretically be able to create 3D renderings of themselves. A move towards making holograms—which usually require expensive hardware—more accessible the new feature is just the beginning for widespread personalized holograms.

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DIGITAL DOWNLOAD

REELGOOD:

One of the major pain points for cord cutters is the decentralization of entertainment which forces them to visit several subscription platforms to browse content options before deciding what to watch. Reelgood is a new app looking to solve this problem by allowing users to access this information all in one place. With over 1 million monthly users, the app offers personalized recommendations, curated selections, alerts, and even random suggestions across services like Netflix, Hulu, Prime Video, and more. With companies like Disney creating their own dedicated platforms, streaming is more decentralized than ever, meaning tools like Reelgood will be essential for consumers overwhelmed by options.

BATTLE ROYALE IRL:

Fortnite aficionados looking for a taste of the real thing need look no further than Battle Royale IRL, a GPS enabled mobile app that debuted last summer. Made with paintball, airsoft, and nerf gun games in mind, Battle Royale IRL mimics the *Fortnite* formula. Players invite friends and set an area of play that shrinks over the course of the game, meaning players must get closer together to stay alive. Once shot IRL, a player must remove themselves from the game in the app; last man standing wins.

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BASIS:

Basis is a mental health and wellness app that connects users with trained specialists to talk through what's stressing them out. While it's not the same as therapy with a certified professional, it does allow people to talk to a sympathetic ear, whether for advice around a specific situation or simply to vent. Plus, it's much more cost effective at only $35 for a 45-minute session. As mental health becomes an increasing priority, users are flocking to tools like Basis to help them work through their stressors and anxieties.

TITAN:

Titan is the perfect app for anyone looking to invest without having to do any research. The app sources data from top hedge funds, plugs it in their algorithm, and invests based on the outcome. Basically allowing users to invest on autopilot, Titan is an easy way for users to take control of their financial investments. For users who are interested in learning more about the market, the app is complete with education materials and videos to turn the everyday investor into a portfolio pro.

MY PART:

My Part allows anyone to create the next big hit by connecting people with artists and allowing them to pitch songs. Essentially sophisticated crowdsourcing, My Part utilizes AI and machine learning to separate potential hits from the rest, ensuring that artists only receive the best of the best. In a world where everyone is looking for their viral moment or 15 seconds of fame, My Part gives users a direct line to the people who can actually make it happen.

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Pendera

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WHAT'S HOT

TRENDERA

INCOMING CLASS OF 2019

HARRY RICHARDSON

This 24-year-old Australian actor appeared in Oscar nominated *Dunkirk* (2017). However, his popularity is in large part due to his character's on-screen romance with Demelza Poldark portrayed by Eleanor Tomlinson on BBC's hit series *Poldark*. Fans are eagerly awaiting season 5 set for release in summer 2019.

HUDSON WEST

At the tender age of 10-years-old, Hudson Westhas already appeared on *General Hospital, Dancing with the Stars Junior,* and much more. In 2019, he's slated to appear in indie films *Roads, Trees and Honey Bees* and *Life Support* as well as NBC's Gabriel Union and Jessica Alba led cop drama, *L.A.'s Finest* set to debut in 2019.

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NCT (NEO CULTURE TECHNOLOGY)

Sure, you've heard of BTS, the K-pop band that's the biggest thing since One Direction, but have you heard of NCT? The band created by SM Entertainment is shaking up the boy band model by having an unlimited number of members who are divided into "sub units" in cities all over the world. Currently there are 18 members in 4 groups, NCT U, NCT 127, NCT Dream, and the newest, NCT China.

BROCKHAMPTON

Another group that doesn't fit the traditional boy band model, BROCKHAMPTON is a band who hails from San Marcos, Texas. Currently consisting of thirteen racially diverse members, the band released their fourth studio album, *Iridescence*, in September 2018 which led to them clinching the number one spot on the Billboard 200 Album Chart.

JUICE WRLD

19-year-old Jarad Higgins—better known by his stage name, JUICE WRLD–is quickly making it to the top of the charts. His first album *Goodbye & Good Riddance* led to breakout hits "Lucid Dreams" and "All Girls Are the Same." If his tour name is any indication, Higgins aka JUICE WRLD could be on track for World Domination.

Trenera
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MCKENNA GRACE

The past two years have been huge for 12-year-old McKenna Grace during which she appeared in *I, Tonya*, (2017) *Gifted* (2017), *Fuller House*, and–most recently–Netflix hit *The Haunting of Hill House*. In 2019, Grace will appear in the highly anticipated *Captain Marvel* as well as the untitled *Annabelle* (2014) film remake.

VICTORIA PEDRETTI

Another breakout star from Netflix's *The Haunting of Hill House* is 23-year-old Philadelphian Victoria Pedretti. Catch her in 2019's much-anticipated *Once Upon a Time in Hollywood* with a-listers Margot Robbie, Leonardo DiCaprio, Brad Pitt, and Dakota Fanning.

MAGGIE ROGERS

Currently on tour with Mumford & Sons, 23-year-old Maggie Rogers is set to be the next Florence & the Machine. Thanks to break out songs "Alaska" and "Dog Years," Rogers also appeared as the musical guest on Season #44 of SNL. Her debut album *Heard it in a Past Life* was released this January.

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TIFFANY YOUNG

Former member of the K-pop band Girls' Generation, Tiffany Young is the voice behind hit singles "Over My Skin" and "Teach You." This Asian American artist also served as the face of H&M's Fall 2018 campaign thanks to her unique K-beauty inspired style.

JOSEPHINE LANGFORD

The younger sister of *13 Reason's Why* Katherine Langford, Australian actress Josephine Langford is becoming a star in her own right. The 21-year-old is set to appear in *After*, a film based on a novel by Anna Todd about a girl who falls for a guy with a deep secret, also starring Peter Gallagher, Jennifer Beals, and Pia Mia.

MICHAEL GARZA

18-year-old Michael Garza from Plano, Texas has appeared in Fox's *Wayward Pines* and made his big screen debut in *The Hunger Games: Mockingjay* – Part 1 (2014). In 2019, fans can catch him in the film Scary Stories to Tell in the Dark set for release on November 7, 2019.

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MONICA PADMAN

Actress, writer, and podcast host Monica Padman is quickly becoming one to watch. In addition to her appearance as Becky in 2017's *Chips*, Padman serves as co-host on the podcast *Armchair Expert* with Dax Shepard where the pair chat with celebs and frequently discuss her close friendship with Shepard and his famous wife, Kristen Bell.

ANTONIO GARZA

At just 15-years-old, Antonio Garza has already amassed over 2 million subscribers on YouTube. The rising vlogger invites fans to "get ready with" her as she does her makeup before school. Living and going to high school in Austin, Texas isn't easy for the transgender personality as she discusses at length with her fans and followers.

BABY KAELY

Hailing from Hong Kong, China, Karen Ip has reached star status on Instagram where she is known as her alter ego Baby Kaely or @itsmebabykaely. Just 18-years-old she's amassed 1.5 million followers for her rapping videos.

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ALISON ROMAN

Besides running her own blog *Dining In*, 33-year-old chef Alison Roman has made the rounds as a contributer on food-centric publcations like *Buzzfeed, Bon Appétit Magazine,* and even *NYT Cooking*. For those craving more, Roman has also turned her blog into a book *Dining In: Highly Cookable Recipes* (2017).

OMAR APOLLO

Rising rock star Omar Apollo's goal as a Mexican American singer is to inspire the Latinx community through bilingual soul music. The 20-year-old from Indiana opened for Tom MCFarland and Josh Lloyd-Watson's Jungle's Tour in 2018. In 2019, he's going on his own W.A.N.T. tour around the coast of the US.

EMMA CHAMBERLAIN

Quickly amassing over 5 million followers on both Instagram and YouTuber, 17-year-old Emma Chamberlain is YouTube's next big thing. The California-native originally started vlogging to help with her personal mental health, but her signature editing style and sense of humor have won over audiences and fellow creators.

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PATRICK TA

Patrick Ta is a rising makeup artist to the stars is poised to be the next Mario Dedivanovic: the 27-year-old's impressive celebrity clientele list includes Gigi Hadid, Olivia Munn, the Jenner sisters, and more. Besides being named the global color artist for Shisheido, Ta has 1 million followers on Instagram eager to see his celebrity makeup looks.

AQUARIA

22-year-old Giovanni Palandrani is better known by the drag name Aquaria under which he competed on the 10th season of the reality TV show *RuPaul's Drag Race*, which he won. In addition to a concert tour held in 2018, Aquaria has future aspirations to work with fashion brands to give their designs "more character."

KRISTINE FROSETH

22-year-old New Jersey native Kristine Froseth is best known for her roles in *Sierra Burgess is a Loser* (2018) and *Apostle* (2018) on Netflix. She's also appeared in *Prey* (2018), a horror film set on an uninhabited island. Next up catch Froseth starring in the highly anticipated mini-series *Looking for Alaska*, based on the uber popular John Green novel.

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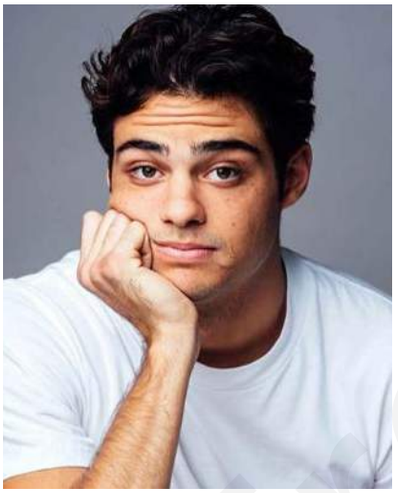
UPPER-CLASS / HEAVY HITTERS

MADISON BEER

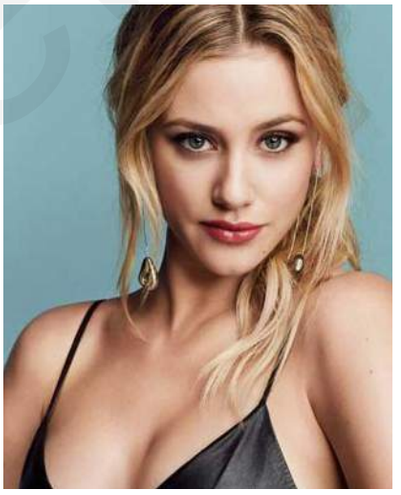
BTS

AWKWAFINA



NOAH CENTINEO

ZOË KRAVITZ



LILI REINHART

TIMOTHEE CHALAMET

BEANIE FELDSTEIN

CONSTANCE WU

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UPPER-CLASS / HEAVY HITTERS

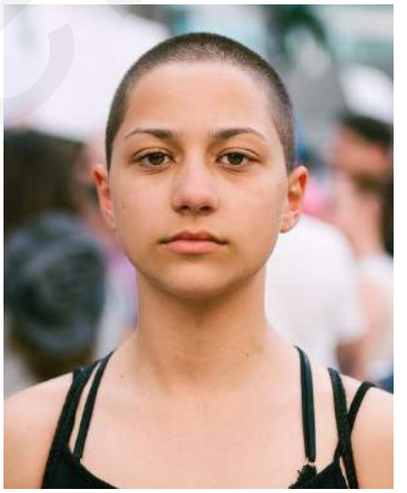
HAYLEY KIYOKO

PETE DAVIDSON

JAMES CHARLES

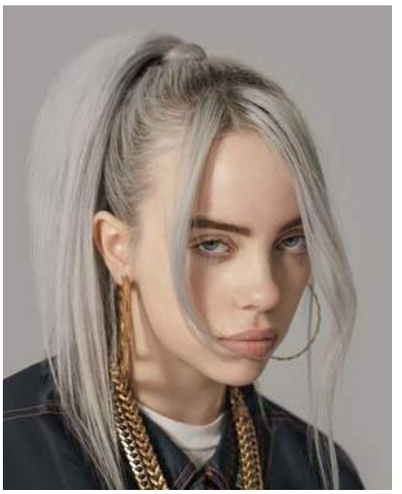
DAKOTA JOHNSON

KIM PETRAS



EMMA GONZALEZ

DONALD GLOVER



BILLIE EILISH

PHOEBE ROBINSON

TRENDERA NBCU

WHAT'S HOT

younger gen Z

1. *LOL Surprise events* **2.** *Sensory museums* **3.** *Fortnite Fitness* **4.** *Minecraft City Champs* **5.** *Hello Kitty YouTube* **6.** *Caboodles* **7.** *Tiktok*

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8. *Harry Potter coding kit* **9.** *Relay* **10.** *Decals* **11.** *Brat* **12.** *Sphero* **13 .** *Merge Cube* **14.** *Unstable Unicorns game*
15. *Ace family* **16.** *Pura Vida friendship bracelets* **17.** *Sew & Glow Kits* **18.** *Llamas*
19. *Mini Photo Printers* **20.** *Worldwide buddies*

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WHAT'S HOT

older gen Z

1. *Teddy bear jackets* **2.** *Tartan* **3.** *Playstation x PB Teen* **4.** *Endless Summer* **5.** *Palace*
6. *Fringe* **7.** *Fashion 5 Ways*

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8.

9.

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16.

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18.

19.

20.

8. *InkyPen Nintendo Switch* **9.** *Five Feet Apart* **10.** *Chaos phone cases* **11.** *Man Up* **12.** *Playstation Classic* **13 .** *LGBT video game characters* **14.** *Loren Gray & Ethan Jeffrey* **15.** *Fourth Ray beauty* **16.** *Self care journals* **17.** *What If It's Us* **18.** *Think BTWN* **19.** *Colorblock hoodies* **20.** *Astrobeauty*

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WHAT'S HOT

millennials

1. *Synthwave* **2.** *Nose jewelry* **3.** *The Buddha Diet* **4.** *John Mayer: Current Mood* **5.** *Feathered hems* **6.** *Snakeskin* **7.** *Low alcohol beer*

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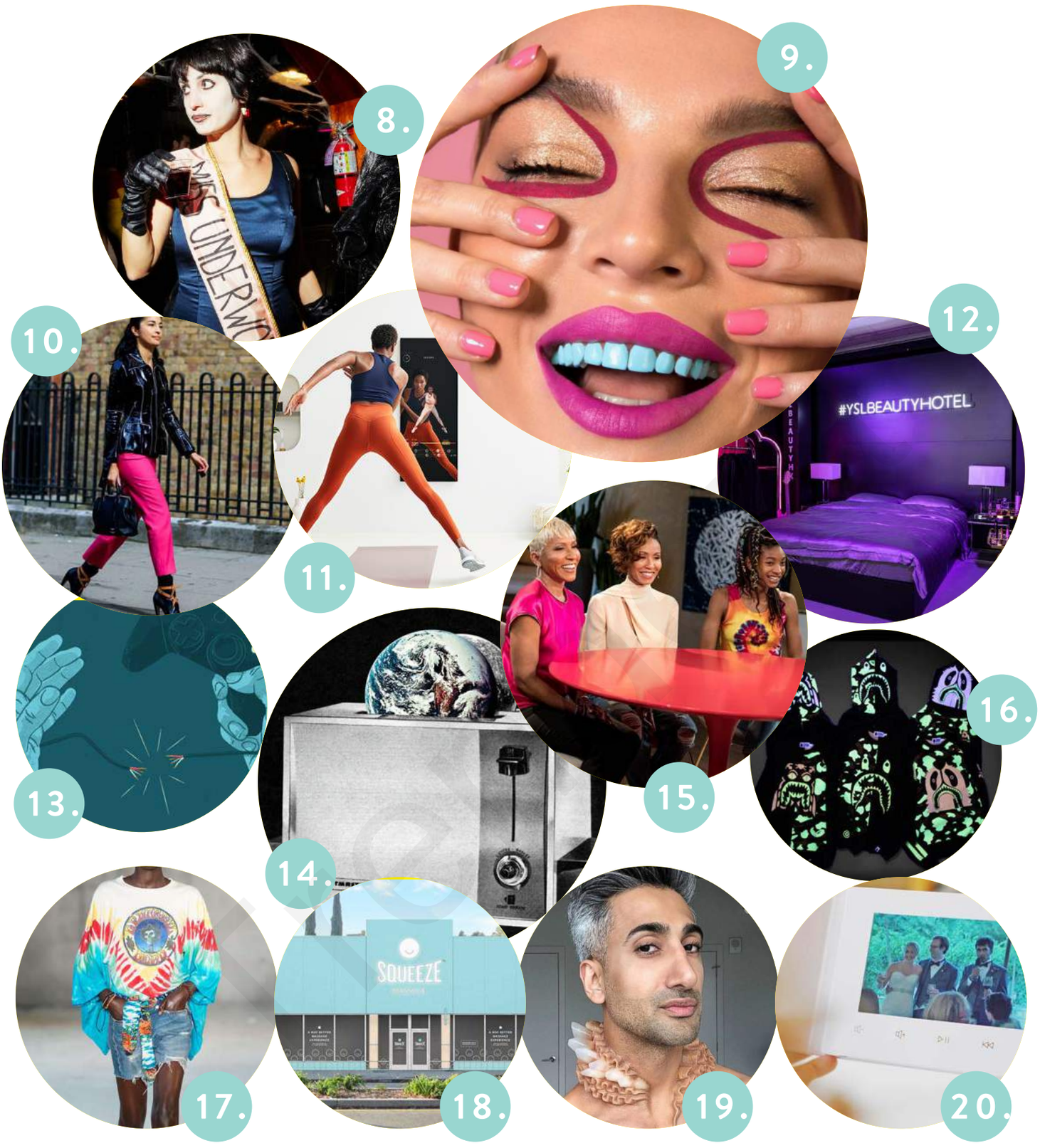

8. *Witch Camp* **9.** *Chrome Tooth* **10.** *Magenta* **11.** *Mirror* **12.** *YSL Hotel* **13.** *r/stopgaming* **14.** *2038* **15.** *Red Table Talk* **16.** *A Bathing Ape* **17.** *Tie-dye* **18.** *Squeeze* **19.** *A. Human* **20.** *Digital Wedding albums*

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KNOW THE

slang

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CLOUT CHASING

(phrase) - to start meaningless beef with someone with more clout to boost one's popularity

FLEX

(v.) - to show off

DRIP

(adj.) - describing an expensive outfit or overall demeanor. The new swag.

LONG

(adj.) - describes a large amount usually referring to money

IT BE LIKE THAT SOMETIMES

(phrase) - when there is no explanation for life's ups or downs

HANDBAG HOE

(n.) - a girl who dates rich men who buy her expensive purses. The new gold-digger.

TINDER BABY

(n.) - a child born to a couple who met on Tinder

MILKSHAKE DUCK

(phrase) - someone who at first is popular for something positive, but then is exposed as flawed due to their controversial opinion or a shady past

BADDIE

(v.) - a girl who is independent, attractive, and an overall "bad ass"

SNAPPED

(adj.) - when someone pulls through

THAT BITCH

(n.) - a woman that men want and other women are jealous about

DRAFTING SEASON

(phrase.) - the season where singles search for a few options before cuffing season

ZOOTED

(adj.) - when one is extremely high or drunk beyond belief

COSY GIRL

(n.) - a girl who would rather stay in watching Netflix in oversized comfy clothes

CLOCKED

(v.) - to call someone out. The new "read"

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SCHOOL OF BUSINESS
UNIVERSITY OF ALBERTA
EDMONTON MADE

STATISTICS

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13-50 YEAR OLD

stats

METHODOLOGY:

Trendera surveyed 1702 consumers in November 2018.

The survey was distributed online and via mobile phone.
The respondent breakdown was as follows:

N=866 *Nationally Representative Consumers*

8-50 YEARS OLD, *evenly distributed*

212 GEN Z *(8-12) children and parents of children 8-12, due to legal restrictions*

237 GEN Z *(13-23)*

218 GEN Y *(24-38)*

198 GEN X *(39-53)*

Male/female split for each generation

N=836 *Coastal Consumers*

CITIES SURVEYED:

Boston, Charleston, Houston, Jacksonville, Los Angeles, Miami, New Orleans, New York, Philadelphia, San Diego, San Francisco, Seattle, Tampa/St. Petersburg, Virginia Beach, Washington D.C.

8-50 YEARS OLD, *evenly distributed*

212 GEN Z *(8-12) children and parents of children 8-12, due to legal restrictions*

237 GEN Z *(13-23)*

218 GEN Y *(24-38)*

198 GEN X *(39-53)*

Male/female split for each generation

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HOW THEY DESCRIBE THEMSELVES

Which of the following do you feel best describes your general outlook these days?
(Select all that apply)

NATIONAL

Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Happy	Happy	Happy	Happy	Happy	Happy
Smart	Smart	Open-minded	Open-minded	Open-minded	Smart
Open-minded	Funny	Smart	Stressed	Fun	Open-minded
Fun	Healthy	Stressed	Smart	Smart	Successful
Nice	Nice	Fun	Funny	Healthy	Confident

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HOW THEY DESCRIBE THEMSELVES

Which of the following do you feel best describes your general outlook these days?
(Select all that apply)

COASTAL

Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Happy	Happy	Happy	Happy	Happy	Happy
Fun	Cool	Open-minded	Open-minded	Creative	Smart
Smart	Fun	Creative	Smart	Healthy	Healthy
Creative	Smart	Fun	Stressed	Successful	Successful
Nice	Nice	Smart	Fun	Fun	Nice

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WHAT THEY'RE WORKING ON

Which, if any, of the following are you working on in your life right now? (Select all that apply)

NATIONAL

Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Having fun	Having fun	Having fun	Having fun	Having financial security	Having fun
My physical health	My physical health	My physical health	Finding myself	My physical health	My physical health
Finding myself	Finding myself	Having financial security	Finding my purpose	Having fun	Having financial security
My mental health	Meeting new people	Finding myself	My mental health	My mental health	Finding my purpose
Finding my purpose	Continuous learning	My mental health	My physical health	Raising a family	Finding myself

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WHAT THEY'RE WORKING ON

Which, if any, of the following are you working on in your life right now? (Select all that apply)

COASTAL

Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Having fun	Having fun	Having fun	Having fun	Having fun	Having financial security
My physical health	My physical health	Having financial security	Finding my purpose	My physical health	My physical health
Finding my purpose	Finding my purpose	My physical health	Finding myself	Having financial security	Having fun
Finding myself	Finding myself	Finding my purpose	Having a career	Finding myself	Traveling the world
Having financial security	Meeting new people	Finding myself	My physical health	My mental health	My mental health

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THEIR DEFINITION OF SUCCESS

What does success look like to you?
(Select all that apply)

NATIONAL

Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
A happy family	A happy family	A happy family	A happy family	A happy family	A happy family
Freedom to live life as you please	Making lots of money	Freedom to live life as you please	Loving your job	Freedom to live life as you please	Loving your job
Loving your job	Loving your job	Helping other people	Freedom to live life as you please	Helping other people	Helping other people
Helping other people	Helping other people	Finding your purpose	Having a job with purpose	Being a good parent	Freedom to live life as you please
Being a good parent	Freedom to live life as you please	Loving your job	Finding your purpose	Loving your job	Finding your purpose

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THEIR DEFINITION OF SUCCESS

What does success look like to you?
(Select all that apply)

COASTAL

Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
A happy family	A happy family	A happy family	Loving your job	A happy family	A happy family
Loving your job	Loving your job	Loving your job	A happy family	Loving your job	Freedom to live life as you please
Helping other people	Making lots of money	Helping other people	Finding your purpose	Freedom to live life as you please	Traveling a lot
Freedom to live life as you please	Helping other people	Finding your purpose	Having a job with purpose	Finding your purpose	Loving your job
Finding your purpose	Freedom to live life as you please	Freedom to live life as you please	Freedom to live life as you please	Helping other people	Helping other people

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WHAT THEY CONSIDER ACCEPTABLE

For each of the following, check whether you think it should be considered acceptable or unacceptable in society today: Summary - Acceptable (Select one for each)

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Eating meat	90%	91%	90%	91%	89%	92%
Eating fast food	88%	91%	86%	87%	86%	90%
Drinking soda	87%	88%	86%	89%	83%	84%
Living with a partner without being married	80%	78%	81%	79%	81%	72%
Tattoos/piercings	79%	74%	82%	80%	83%	72%
Not having children	78%	70%	85%	80%	76%	68%
Taking student loans	74%	75%	74%	68%	78%	74%
Having a baby without being married	72%	69%	74%	70%	74%	62%
Transgender rights	71%	69%	72%	74%	69%	66%
Same-sex marriage	68%	65%	71%	72%	66%	59%
Not going to college	68%	64%	71%	73%	71%	60%
Owning guns	67%	68%	67%	64%	69%	71%

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WHAT THEY CONSIDER ACCEPTABLE

For each of the following, check whether you think it should be considered acceptable or unacceptable in society today: Summary - Acceptable (Select one for each)

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Eating meat	93%	91%	95%	91%	89%	95%
Eating fast food	90%	90%	91%	89%	88%	88%
Drinking soda	88%	86%	90%	88%	83%	84%
Living with a partner without being married	79%	78%	80%	81%	73%	84%
Tattoos/piercings	78%	73%	83%	79%	72%	80%
Not having children	78%	72%	83%	79%	71%	72%
Taking student loans	75%	70%	80%	72%	75%	73%
Having a baby without being married	72%	69%	74%	70%	69%	75%
Transgender rights	72%	66%	78%	73%	68%	77%
Same-sex marriage	69%	63%	75%	74%	67%	65%
Not going to college	64%	57%	71%	68%	63%	64%
Owning guns	56%	56%	57%	55%	50%	65%

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WHAT THEY CONSIDER ACCEPTABLE CONT.

For each of the following, check whether you think it should be considered acceptable or unacceptable in society today: Summary - Acceptable (Select one for each)

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Cursing/swearing	60%	63%	56%	67%	63%	57%
Using marijuana	58%	58%	57%	55%	64%	55%
Porn	54%	60%	48%	57%	60%	42%
Vaping e-cigarettes	53%	61%	47%	43%	61%	57%
Sexting	51%	58%	45%	48%	58%	48%
Smoking cigarettes	51%	61%	43%	39%	55%	61%
Vaping marijuana	51%	56%	46%	45%	58%	49%
Drinking alcohol at 18 years old	44%	49%	41%	37%	48%	48%
Sharing homework/test answers	37%	46%	29%	45%	41%	42%
Unregulated immigration	30%	35%	24%	35%	30%	28%
Taking prescription drugs recreationally	28%	40%	17%	23%	29%	32%
Online bullying	21%	32%	11%	14%	24%	34%

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WHAT THEY CONSIDER ACCEPTABLE CONT.

For each of the following, check whether you think it should be considered acceptable or unacceptable in society today.
(Select one for each)

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Cursing/swearing	61%	60%	61%	70%	60%	69%
Using marijuana	57%	57%	56%	54%	57%	60%
Porn	54%	58%	50%	56%	54%	53%
Vaping e-cigarettes	54%	58%	50%	49%	58%	56%
Sexting	54%	53%	54%	51%	53%	59%
Smoking cigarettes	47%	52%	41%	37%	50%	55%
Vaping marijuana	52%	55%	50%	50%	51%	57%
Drinking alcohol at 18 years old	51%	54%	47%	50%	50%	51%
Sharing homework/test answers	41%	49%	33%	49%	42%	46%
Unregulated immigration	33%	34%	33%	36%	34%	33%
Taking prescription drugs recreationally	32%	45%	21%	28%	32%	37%
Online bullying	20%	29%	10%	10%	21%	37%

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WHAT THEY CONSIDER UNACCEPTABLE

For each of the following, check whether you think it should be considered acceptable or unacceptable in society today: Summary - Unacceptable (Select one for each)

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Online bullying	79%	68%	89%	86%	76%	66%
Taking prescription drugs recreationally	72%	60%	83%	77%	71%	68%
Unregulated immigration	70%	65%	76%	65%	70%	72%
Sharing homework/test answers	63%	54%	71%	55%	59%	58%
Drinking alcohol at 18 years old	56%	51%	59%	63%	52%	52%
Vaping marijuana	49%	44%	54%	55%	42%	51%
Smoking cigarettes	49%	39%	57%	61%	45%	39%
Sexting	49%	42%	55%	52%	42%	52%
Vaping e-cigarettes	47%	39%	53%	57%	39%	43%
Porn	46%	40%	52%	43%	40%	58%
Using marijuana	42%	42%	43%	45%	36%	45%
Cursing/swearing	40%	37%	44%	33%	37%	43%

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WHAT THEY CONSIDER UNACCEPTABLE

For each of the following, check whether you think it should be considered acceptable or unacceptable in society today: Summary - Unacceptable (Select one for each)

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Online bullying	80%	71%	90%	90%	79%	63%
Taking prescription drugs recreationally	68%	55%	79%	72%	68%	63%
Unregulated immigration	67%	66%	67%	64%	66%	67%
Sharing homework/test answers	59%	51%	67%	51%	58%	54%
Drinking alcohol at 18 years old	49%	46%	53%	50%	50%	49%
Vaping marijuana	48%	45%	50%	50%	49%	43%
Smoking cigarettes	53%	48%	59%	63%	50%	45%
Sexting	46%	47%	46%	49%	47%	41%
Vaping e-cigarettes	46%	42%	50%	51%	42%	44%
Porn	46%	42%	50%	44%	46%	47%
Using marijuana	43%	43%	44%	46%	43%	40%
Cursing/swearing	39%	40%	39%	30%	40%	31%

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WHAT THEY CONSIDER UNACCEPTABLE CONT.

For each of the following, check whether you think it should be considered acceptable or unacceptable in society today: Summary - Unacceptable (Select one for each)

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Owning guns	33%	32%	33%	36%	31%	29%
Not going to college	32%	36%	29%	27%	29%	40%
Same-sex marriage	32%	35%	29%	28%	34%	41%
Transgender rights	29%	31%	28%	26%	31%	34%
Having a baby without being married	28%	31%	26%	30%	26%	38%
Taking student loans	26%	25%	26%	32%	22%	26%
Not having children	22%	30%	15%	20%	24%	32%
Tattoos/piercings	21%	26%	18%	20%	17%	28%
Living with a partner without being married	20%	22%	19%	21%	19%	28%
Drinking soda	13%	12%	14%	11%	17%	16%
Eating fast food	12%	9%	14%	13%	14%	10%
Eating meat	10%	9%	10%	9%	11%	8%

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WHAT THEY CONSIDER UNACCEPTABLE CONT.

For each of the following, check whether you think it should be considered acceptable or unacceptable in society today: Summary - Unacceptable (Select one for each)

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Owning guns	44%	44%	43%	45%	50%	35%
Not going to college	36%	43%	29%	32%	37%	36%
Same-sex marriage	31%	37%	25%	26%	33%	35%
Transgender rights	28%	34%	22%	27%	32%	23%
Having a baby without being married	28%	31%	26%	30%	31%	25%
Taking student loans	25%	30%	20%	28%	25%	27%
Not having children	22%	28%	17%	21%	29%	28%
Tattoos/piercings	22%	27%	17%	21%	28%	20%
Living with a partner without being married	21%	22%	20%	19%	27%	16%
Drinking soda	12%	14%	10%	12%	17%	16%
Eating fast food	10%	10%	9%	11%	12%	12%
Eating meat	7%	9%	5%	9%	11%	5%

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WHAT THEY ARE INTO RIGHT NOW

What are you into right now?
(Select all that apply)

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Pets	47%	40%	55%	45%	43%	49%
Cooking	37%	28%	47%	37%	44%	42%
Memes	28%	24%	31%	42%	28%	12%
The NFL	24%	33%	17%	19%	34%	22%
Fortnite	23%	34%	13%	23%	18%	10%
Call of Duty Black Ops	20%	30%	10%	24%	20%	11%
Wine	19%	22%	17%	10%	30%	33%
The NBA	18%	28%	9%	15%	23%	20%
Plants	17%	19%	16%	15%	19%	23%
Politics	17%	19%	15%	14%	25%	24%
College sports	14%	18%	10%	14%	19%	14%
Interior decorating	14%	8%	19%	13%	20%	16%
Unicorns	13%	5%	19%	10%	8%	5%
Boxing	11%	19%	4%	12%	15%	12%
TikTok	10%	14%	8%	10%	10%	9%

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WHAT THEY ARE INTO RIGHT NOW

What are you into right now?
(Select all that apply)

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Pets	39%	31%	46%	47%	31%	42%
Cooking	42%	36%	47%	44%	47%	44%
Memes	28%	25%	31%	46%	22%	13%
The NFL	24%	29%	19%	22%	30%	24%
Fortnite	23%	31%	15%	22%	21%	13%
Call of Duty Black Ops	16%	23%	9%	21%	18%	12%
Wine	22%	21%	23%	13%	30%	39%
The NBA	23%	33%	14%	19%	26%	24%
Plants	17%	15%	19%	18%	15%	28%
Politics	17%	17%	17%	17%	21%	26%
College sports	15%	19%	12%	14%	17%	16%
Interior decorating	12%	8%	17%	15%	13%	16%
Unicorns	10%	5%	15%	10%	6%	7%
Boxing	13%	19%	6%	13%	13%	17%
TikTok	11%	14%	7%	12%	7%	13%

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WHAT THEY ARE INTO RIGHT NOW CONT.

What are you into right now?
(Select all that apply)

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
MMA	10%	16%	4%	9%	17%	8%
Crystals	10%	10%	9%	8%	11%	12%
LOL Surprise	9%	6%	11%	2%	6%	7%
The Kardashians	9%	7%	10%	12%	10%	6%
Neon clothes	7%	7%	7%	6%	7%	5%
Intermittent fasting	7%	9%	5%	4%	12%	11%
Film/disposable cameras	6%	6%	7%	8%	6%	7%
Queer Eye	6%	7%	5%	7%	8%	9%
The British Royal Family	5%	3%	6%	5%	5%	7%
Keto diet	4%	4%	5%	3%	7%	6%
Kombucha	4%	6%	3%	5%	7%	6%
IGTV	3%	6%	1%	3%	4%	6%
Flop accounts	3%	4%	2%	2%	4%	4%
Thread accounts	3%	3%	2%	4%	1%	3%

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WHAT THEY ARE INTO RIGHT NOW CONT.

What are you into right now?
(Select all that apply)

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
MMA	12%	18%	5%	10%	16%	9%
Crystals	10%	8%	12%	12%	9%	11%
LOL Surprise	6%	6%	6%	4%	7%	11%
The Kardashians	10%	8%	11%	13%	10%	8%
Neon clothes	6%	6%	5%	4%	6%	6%
Intermittent fasting	8%	9%	7%	6%	10%	12%
Film/disposable cameras	7%	7%	7%	10%	9%	5%
Queer Eye	7%	7%	7%	7%	7%	8%
The British Royal Family	7%	7%	8%	5%	11%	8%
Keto diet	6%	5%	7%	5%	6%	10%
Kombucha	8%	8%	8%	4%	13%	10%
IGTV	6%	8%	4%	4%	7%	12%
Flop accounts	2%	3%	2%	1%	3%	6%
Thread accounts	6%	6%	5%	6%	6%	8%

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HOW THEY SELF-IDENTIFY

Do you consider yourself: Summary - Yes
(Select all that apply)

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Open-minded	91%	90%	92%	89%	87%	91%
Physically healthy	75%	83%	69%	66%	75%	73%
Mentally healthy	72%	79%	66%	59%	70%	79%
Ambitious	72%	74%	70%	66%	73%	69%
Progressive	67%	71%	63%	66%	69%	74%
Traditional	63%	63%	63%	52%	64%	75%
Patriotic	62%	69%	57%	43%	68%	69%
Spiritual	61%	60%	63%	56%	62%	71%
Eco-conscious	60%	63%	57%	52%	62%	68%
Heterosexual	58%	58%	58%	67%	83%	80%
Anxious	53%	47%	58%	59%	56%	52%
Religious	51%	58%	44%	45%	51%	61%
Privileged	48%	52%	43%	45%	50%	48%
A feminist	37%	33%	41%	39%	36%	47%

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HOW THEY SELF-IDENTIFY

Do you consider yourself: Summary - Yes
(Select all that apply)

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Open-minded	87%	87%	87%	89%	88%	88%
Physically healthy	76%	80%	73%	70%	76%	73%
Mentally healthy	75%	79%	71%	63%	74%	78%
Ambitious	69%	69%	68%	70%	67%	70%
Progressive	74%	78%	70%	73%	72%	75%
Traditional	62%	63%	63%	50%	63%	74%
Patriotic	59%	63%	55%	41%	57%	68%
Spiritual	61%	59%	64%	54%	62%	70%
Eco-conscious	63%	68%	57%	53%	65%	70%
Heterosexual	57%	56%	59%	70%	81%	80%
Anxious	53%	47%	57%	60%	54%	60%
Religious	47%	49%	45%	46%	48%	56%
Privileged	50%	53%	48%	51%	49%	54%
A feminist	40%	34%	47%	39%	38%	52%

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THEIR SEXUAL ORIENTATION

Which of the following best describes your sexual orientation? (Select one)

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Heterosexual (straight)	82%	84%	82%	74%	92%	80%
Homosexual (gay, lesbian)	3%	3%	3%	4%	2%	4%
Bisexual	8%	8%	7%	10%	5%	8%
Pansexual	2%	0%	2%	4%	0%	1%
Asexual	1%	2%	1%	2%	0%	2%
Unsure/still figuring it out	1%	0%	2%	3%	1%	0%

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THEIR SEXUAL ORIENTATION

Which of the following best describes your sexual orientation? (Select one)

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Heterosexual (straight)	83%	83%	85%	78%	92%	80%
Homosexual (gay, lesbian)	4%	5%	2%	3%	2%	4%
Bisexual	8%	7%	9%	11%	5%	8%
Pansexual	1%	1%	1%	2%	0%	1%
Asexual	1%	1%	1%	1%	0%	2%
Unsure/still figuring it out	2%	2%	2%	3%	1%	0%

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STATEMENTS ON SEXUALITY

Please indicate whether you agree or disagree with the following statements: Summary - Agree

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
I have always been clear about my sexuality	83%	86%	80%	76%	85%	88%
There's one perfect person out there for me	70%	72%	68%	69%	72%	71%
It's important for me to feel in control	69%	70%	69%	68%	68%	72%
I don't need someone else to make me happy	67%	64%	70%	67%	67%	67%
People my age are scared to be truly vulnerable	66%	70%	63%	70%	68%	60%
People my age don't really date, they just hook up	51%	58%	45%	58%	49%	47%
It's easier to connect with someone online rather than in person	49%	63%	37%	43%	52%	53%
Online dating makes it easier to find the right person for you	49%	62%	36%	41%	59%	47%
I want a partner but after I feel I'm successful in my career	48%	62%	35%	50%	46%	47%
Finding a partner is one of my top priorities in life	45%	56%	36%	43%	46%	48%
I would be willing to try an open relationship	41%	60%	23%	38%	47%	40%
My sexuality is something I had to/ have to figure out	36%	45%	27%	38%	36%	33%
I'd rather hook up with a close friend than someone I want to date	35%	52%	20%	31%	34%	43%
I'm open to relationships with both genders	34%	40%	27%	35%	37%	30%

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STATEMENTS ON SEXUALITY

Please indicate whether you agree or disagree with the following statements: Summary - Agree

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
I have always been clear about my sexuality	81%	82%	80%	74%	83%	86%
There's one perfect person out there for me	68%	70%	66%	67%	66%	72%
It's important for me to feel in control	78%	78%	78%	72%	78%	83%
I don't need someone else to make me happy	66%	65%	67%	56%	69%	73%
People my age are scared to be truly vulnerable	64%	61%	67%	68%	62%	63%
People my age don't really date, they just hook up	50%	57%	44%	55%	49%	45%
It's easier to connect with someone online rather than in person	51%	60%	42%	44%	58%	49%
Online dating makes it easier to find the right person for you	47%	57%	39%	36%	53%	53%
I want a partner but after I feel I'm successful in my career	50%	62%	40%	47%	46%	60%
Finding a partner is one of my top priorities in life	50%	60%	41%	47%	53%	50%
I would be willing to try an open relationship	45%	62%	30%	44%	42%	51%
My sexuality is something I had to/ have to figure out	38%	44%	32%	36%	38%	41%
I'd rather hook up with a close friend than someone I want to date	37%	48%	26%	32%	38%	42%
I'm open to relationships with both genders	38%	42%	34%	33%	40%	43%

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STATEMENTS ON RELATIONSHIPS

Please indicate whether you agree or disagree with the following statements about dating and sex: Summary - Agree

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
People today are more sexually fluid and open to new experiences	82%	79%	84%	81%	81%	84%
TV and movies have given people unrealistic expectations of relationships	80%	78%	82%	80%	83%	78%
It's fine to say you met your partner on a dating app/site	78%	77%	80%	76%	80%	80%
People are more accepting of non-heterosexual relationships (e.g. gay, lesbian, transgender, etc.) than they used to be	76%	73%	79%	78%	77%	74%
People post too much about their relationships	76%	75%	77%	70%	76%	82%
Girls who have a lot of sex have bad reputations	66%	65%	67%	63%	63%	72%
Sex isn't as big a deal as it used to be	59%	63%	56%	56%	62%	61%
It's not important for me to have a partner	52%	57%	48%	56%	46%	54%
Porn is degrading and wrong	51%	53%	49%	41%	51%	62%
It's not that important for me to get married	51%	58%	44%	54%	49%	48%
I'd be willing to have a child on my own if I were single	48%	50%	46%	40%	46%	61%
Getting divorced isn't that big of a deal	47%	51%	43%	43%	47%	51%
Porn is a good way to learn about sex	45%	61%	32%	38%	54%	44%
I'd be embarrassed to get a divorce	45%	56%	35%	43%	48%	44%
Boys who have a lot of sex have good reputations	37%	45%	30%	30%	41%	40%
It's fine to break up by text	35%	51%	21%	27%	42%	38%
I'd be interested in taking a porn literacy class	33%	50%	18%	25%	40%	35%
Trying to figure out my sexuality is confusing	30%	42%	18%	29%	29%	31%

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STATEMENTS ON RELATIONSHIPS

Please indicate whether you agree or disagree with the following statements about dating and sex: Summary - Agree

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
People today are more sexually fluid and open to new experiences	80%	78%	82%	79%	78%	85%
TV and movies have given people unrealistic expectations of relationships	75%	71%	78%	76%	72%	78%
It's fine to say you met your partner on a dating app/site	75%	72%	79%	74%	73%	80%
People are more accepting of non-heterosexual relationships (e.g. gay, lesbian, transgender, etc.) than they used to be	76%	71%	81%	76%	73%	79%
People post too much about their relationships	73%	72%	74%	64%	76%	80%
Girls who have a lot of sex have bad reputations	62%	62%	63%	61%	55%	73%
Sex isn't as big a deal as it used to be	56%	58%	55%	55%	53%	64%
It's not important for me to have a partner	49%	50%	47%	46%	47%	54%
Porn is degrading and wrong	44%	46%	42%	38%	47%	48%
It's not that important for me to get married	50%	52%	48%	39%	49%	64%
I'd be willing to have a child on my own if I were single	51%	50%	53%	44%	55%	56%
Getting divorced isn't that big of a deal	46%	48%	44%	40%	45%	55%
Porn is a good way to learn about sex	43%	50%	37%	38%	46%	44%
I'd be embarrassed to get a divorce	40%	47%	34%	41%	39%	42%
Boys who have a lot of sex have good reputations	39%	50%	28%	31%	38%	49%
It's fine to break up by text	33%	45%	23%	28%	35%	38%
I'd be interested in taking a porn literacy class	37%	50%	24%	27%	41%	45%
Trying to figure out my sexuality is confusing	29%	39%	20%	23%	32%	33%

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THEIR ANXIETY TRIGGERS

Which, if any, of the following causes you the most anxiety? (Select up to three)

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Being successful	30%	43%	19%	34%	30%	40%
My finances	28%	19%	36%	23%	40%	33%
How much I have to do	24%	22%	26%	24%	24%	25%
My career	20%	25%	16%	19%	27%	26%
Finding my purpose	19%	21%	18%	24%	20%	16%
My weight	19%	9%	27%	22%	20%	19%
My love life	17%	20%	15%	18%	22%	21%
Not being happy	17%	11%	22%	28%	13%	9%
My appearance	17%	15%	18%	20%	18%	9%
The state of the world	15%	12%	17%	15%	13%	14%
My friends	14%	16%	11%	11%	12%	12%
I don't get anxious	10%	11%	10%	6%	7%	7%

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THEIR ANXIETY TRIGGERS

Which, if any, of the following causes you the most anxiety? (Select up to three)

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Being successful	34%	42%	25%	37%	33%	41%
My finances	27%	22%	32%	27%	30%	35%
How much I have to do	25%	25%	26%	25%	19%	18%
My career	19%	21%	17%	23%	19%	24%
Finding my purpose	22%	22%	23%	25%	25%	16%
My weight	18%	10%	25%	21%	17%	19%
My love life	19%	21%	16%	17%	26%	20%
Not being happy	18%	17%	20%	21%	19%	15%
My appearance	16%	16%	14%	22%	15%	10%
The state of the world	15%	13%	17%	15%	12%	18%
My friends	11%	11%	11%	8%	12%	10%
I don't get anxious	7%	6%	7%	5%	5%	3%

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HOW THEY RELAX

What, if anything, do you do to relax?
(Select all that apply)

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Listen to music	52%	45%	59%	65%	48%	46%
Watch a movie	46%	45%	47%	42%	43%	48%
Watch a TV show	45%	44%	46%	41%	48%	52%
Watch YouTube	44%	47%	40%	56%	31%	30%
Play video games	41%	49%	33%	43%	34%	33%
Sleep	41%	34%	46%	50%	38%	43%
Play with my pet	31%	27%	35%	32%	25%	31%
Read	30%	25%	35%	26%	28%	38%
Watch videos on social media	28%	23%	32%	34%	28%	18%
Take a bath	27%	19%	35%	27%	27%	32%
Browse social media	27%	21%	32%	32%	28%	29%
Exercise	27%	31%	24%	27%	34%	27%
Do something creative	24%	17%	31%	26%	23%	15%
Drink coffee/tea	24%	23%	25%	19%	31%	41%

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HOW THEY RELAX

What, if anything, do you do to relax?
(Select all that apply)

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Listen to music	51%	44%	57%	62%	47%	47%
Watch a movie	44%	41%	48%	46%	40%	47%
Watch a TV show	44%	38%	50%	45%	44%	44%
Watch YouTube	45%	49%	41%	55%	39%	38%
Play video games	36%	43%	29%	40%	28%	24%
Sleep	43%	36%	50%	51%	37%	48%
Play with my pet	27%	23%	30%	31%	20%	27%
Read	30%	25%	34%	25%	31%	38%
Watch videos on social media	24%	22%	25%	33%	22%	18%
Take a bath	26%	20%	32%	27%	16%	30%
Browse social media	29%	22%	35%	46%	26%	28%
Exercise	30%	32%	28%	25%	40%	33%
Do something creative	21%	15%	28%	26%	14%	24%
Drink coffee/tea	24%	23%	25%	20%	25%	39%

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HOW THEY RELAX CONT.

What, if anything, do you do to relax?
(Select all that apply)

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Cook	24%	17%	30%	21%	28%	31%
Eat whatever I want	22%	18%	26%	29%	22%	18%
Distract myself	22%	16%	27%	31%	19%	16%
Talk about it with a friend	22%	15%	27%	21%	23%	19%
Clean	20%	13%	27%	24%	21%	27%
Drink alcohol	19%	22%	16%	11%	23%	23%
Eat healthy food	16%	18%	15%	15%	20%	20%
Play music/an instrument	16%	15%	16%	17%	16%	9%
Talk about it with a parent/mentor	15%	14%	15%	13%	12%	8%
Meditation	11%	10%	11%	12%	15%	12%
Take medicine	7%	8%	7%	8%	8%	9%
Take drugs	6%	7%	5%	7%	5%	7%
Talk about it with a professional	5%	7%	4%	7%	4%	5%

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HOW THEY RELAX CONT.

What, if anything, do you do to relax?
(Select all that apply)

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Cook	26%	22%	29%	19%	30%	29%
Eat whatever I want	23%	20%	25%	28%	23%	22%
Distract myself	24%	16%	32%	34%	19%	22%
Talk about it with a friend	23%	19%	27%	27%	24%	22%
Clean	20%	17%	23%	23%	20%	23%
Drink alcohol	18%	18%	19%	12%	21%	24%
Eat healthy food	18%	23%	13%	16%	18%	26%
Play music/an instrument	14%	15%	12%	16%	16%	15%
Talk about it with a parent/mentor	15%	13%	17%	15%	13%	10%
Meditation	14%	10%	18%	18%	11%	18%
Take medicine	6%	6%	5%	6%	8%	7%
Take drugs	6%	6%	6%	8%	4%	5%
Talk about it with a professional	7%	8%	6%	7%	7%	9%

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ISSUES THEY CARE ABOUT

Which, if any, of the following issues or causes are you personally passionate about?
(Select all that apply)

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Education	35%	35%	34%	36%	34%	38%
Freedom of speech	32%	33%	31%	42%	33%	33%
Animal cruelty	32%	24%	38%	36%	25%	32%
Mental health	29%	24%	32%	38%	32%	29%
Gender equality	26%	21%	28%	37%	27%	21%
Homelessness	24%	20%	27%	31%	21%	23%
Endangered animals	24%	19%	28%	28%	22%	19%
Gun rights	23%	22%	23%	30%	29%	22%
Equal pay	22%	17%	27%	30%	25%	26%
Religious freedom	22%	20%	23%	28%	21%	27%
Economy	22%	28%	16%	25%	25%	26%
Climate change	20%	20%	19%	29%	18%	22%
Marijuana legalization	19%	17%	20%	24%	22%	20%
LGBTQ rights	18%	11%	22%	31%	16%	14%
Abortion	17%	11%	22%	26%	21%	16%
Black Lives Matter	17%	17%	16%	27%	15%	14%

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ISSUES THEY CARE ABOUT

Which, if any, of the following issues or causes are you personally passionate about?
(Select all that apply)

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Education	33%	31%	36%	43%	24%	32%
Freedom of speech	30%	26%	34%	36%	27%	36%
Animal cruelty	28%	20%	35%	34%	21%	27%
Mental health	31%	27%	36%	39%	30%	36%
Gender equality	28%	24%	32%	37%	27%	22%
Homelessness	24%	18%	30%	27%	18%	24%
Endangered animals	23%	15%	28%	30%	14%	27%
Gun rights	20%	19%	21%	28%	21%	16%
Equal pay	27%	20%	34%	32%	28%	29%
Religious freedom	21%	18%	22%	23%	19%	24%
Economy	25%	27%	22%	21%	26%	32%
Climate change	26%	26%	25%	28%	22%	31%
Marijuana legalization	15%	14%	15%	25%	16%	13%
LGBTQ rights	18%	13%	22%	30%	15%	16%
Abortion	16%	11%	19%	23%	13%	15%
Black Lives Matter	20%	17%	23%	28%	18%	22%

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ISSUES THEY CARE ABOUT CONT.

Which, if any, of the following issues or causes are you personally passionate about?
(Select all that apply)

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Immigration reform	16%	15%	17%	20%	17%	22%
Government-funded healthcare	16%	14%	17%	17%	20%	20%
Student loans	13%	12%	13%	21%	15%	12%
Net neutrality	11%	12%	10%	17%	15%	8%
Death penalty	9%	10%	7%	12%	11%	12%
Affirmative action	8%	10%	5%	8%	11%	10%
Sanctuary cities	7%	7%	6%	8%	8%	6%

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ISSUES THEY CARE ABOUT CONT.

Which, if any, of the following issues or causes are you personally passionate about?
(Select all that apply)

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Immigration reform	18%	19%	18%	23%	12%	23%
Government-funded healthcare	16%	14%	18%	17%	16%	19%
Student loans	15%	14%	14%	23%	13%	14%
Net neutrality	14%	15%	11%	21%	13%	11%
Death penalty	10%	11%	10%	13%	8%	15%
Affirmative action	9%	11%	7%	9%	10%	12%
Sanctuary cities	7%	4%	9%	7%	6%	10%

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THEIR IMPORTANT POP CULTURE MOMENTS

In your mind, what were the 3 most important cultural moments to you this year? (Select up to three)

NATIONAL

Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
#MeToo	#MeToo	#MeToo	#MeToo	#MeToo	#MeToo
Midterm elections	Black Panther movie	Midterm elections	Black Lives Matter	Midterm elections	Midterm elections
Black Panther movie	Fortnite	Family separation at the border	Black Panther movie	#TakeAKnee	Family separation at the border
Parkland shooting	Midterm elections	Parkland shooting	Midterm elections	Family separation at the border	Brett Kavanaugh nomination
Black Lives Matter	Black Lives Matter	Black Lives Matter	#TakeAKnee	Brett Kavanaugh nomination	Parkland shooting

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THEIR IMPORTANT POP CULTURE MOMENTS

In your mind, what were the 3 most important cultural moments to you this year? (Select up to three)

COASTAL

Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
#MeToo	#MeToo	#MeToo	Black Lives Matter	#MeToo	#MeToo
Midterm elections	Black Panther movie	Black Lives Matter	#MeToo	Midterm elections	Midterm elections
Black Lives Matter	Midterm elections	Midterm elections	Black Panther movie	Black Lives Matter	Parkland shooting
Black Panther movie	Parkland shooting	Family separation at the border	Parkland shooting	Black Panther movie	#TakeAKnee
Parkland shooting	Black Lives Matter	Parkland shooting	Midterm elections	Net neutrality repealed	Family separation at the border

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STATEMENTS ON POLITICS

Which, if any, of the following statements do you agree with: Summary - Agree

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
I'm fortunate to live in America	85%	85%	86%	77%	85%	89%
I stand up for the issues I believe in	84%	82%	85%	80%	81%	90%
It is important to vote	83%	81%	86%	82%	79%	86%
I'm proud to be an American	78%	81%	77%	66%	77%	83%
My vote makes a difference	67%	69%	65%	67%	66%	74%
America is the best country in the world	67%	74%	61%	46%	67%	78%
You can't count on the government to look out for society's best interests	66%	65%	66%	68%	68%	74%
America is more divided than ever	65%	60%	69%	62%	64%	70%
Brands have more power to create change than the government	64%	68%	61%	63%	66%	70%
I'm overwhelmed by all the issues that need to be fixed in the world	62%	57%	65%	66%	63%	66%
You shouldn't vote if you aren't educated on the issues	60%	59%	60%	62%	60%	62%
If people truly understood the issues today, they would vote like I do	59%	63%	56%	58%	67%	65%

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STATEMENTS ON POLITICS

Which, if any, of the following statements do you agree with: Summary - Agree

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
I'm fortunate to live in America	82%	78%	85%	77%	82%	83%
I stand up for the issues I believe in	81%	79%	84%	77%	79%	87%
It is important to vote	83%	80%	87%	75%	82%	88%
I'm proud to be an American	77%	79%	76%	66%	76%	81%
My vote makes a difference	68%	65%	72%	64%	71%	75%
America is the best country in the world	61%	68%	54%	41%	65%	71%
You can't count on the government to look out for society's best interests	65%	65%	66%	68%	61%	72%
America is more divided than ever	66%	65%	68%	63%	65%	71%
Brands have more power to create change than the government	62%	63%	61%	63%	60%	69%
I'm overwhelmed by all the issues that need to be fixed in the world	65%	64%	66%	65%	68%	73%
You shouldn't vote if you aren't educated on the issues	58%	57%	59%	58%	59%	62%
If people truly understood the issues today, they would vote like I do	62%	66%	58%	60%	68%	70%

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STATEMENTS ON POLITICS CONT.

Which, if any, of the following statements do you agree with: Summary - Agree

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
America is not divided, but people on the extremes make it seem that way	57%	62%	52%	54%	58%	63%
A college degree isn't as important as it used to be	51%	54%	47%	47%	57%	60%
A formal education isn't as important as it used to be	50%	55%	45%	45%	56%	59%
I voted in the 2018 midterm election	49%	54%	45%	35%	68%	76%
I voted in the 2016 Presidential election	49%	56%	44%	30%	75%	79%
America is headed in the right direction	49%	61%	39%	34%	53%	63%
One's political views should be kept private	49%	54%	45%	44%	47%	58%
I care about politics, but don't think I can make a difference	49%	51%	47%	45%	61%	58%
Most elections are rigged	48%	51%	44%	54%	53%	51%
I regularly talk to others about my political beliefs	47%	57%	39%	42%	63%	60%
I really don't care about politics	45%	49%	42%	46%	41%	44%
I don't understand why people would vote for a political party other than the one I support	34%	43%	26%	33%	37%	44%

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STATEMENTS ON POLITICS CONT.

Which, if any, of the following statements do you agree with: Summary - Agree

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
America is not divided, but people on the extremes make it seem that way	51%	55%	48%	45%	53%	62%
A college degree isn't as important as it used to be	49%	51%	47%	43%	56%	59%
A formal education isn't as important as it used to be	49%	48%	50%	44%	54%	54%
I voted in the 2018 midterm election	53%	57%	49%	43%	71%	77%
I voted in the 2016 Presidential election	52%	54%	50%	37%	71%	79%
America is headed in the right direction	44%	53%	36%	29%	47%	57%
One's political views should be kept private	49%	52%	46%	43%	51%	62%
I care about politics, but don't think I can make a difference	48%	51%	45%	44%	48%	56%
Most elections are rigged	50%	53%	46%	48%	46%	55%
I regularly talk to others about my political beliefs	47%	56%	38%	41%	54%	60%
I really don't care about politics	39%	40%	37%	42%	42%	38%
I don't understand why people would vote for a political party other than the one I support	36%	43%	29%	32%	38%	47%

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THEIR POLITICAL AFFILIATION

Which political party do you typically affiliate with? (Select one)

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Democrat	28%	26%	30%	34%	32%	26%
Republican	32%	38%	28%	22%	38%	51%
Independent	16%	16%	17%	16%	22%	14%
Libertarian	2%	2%	2%	2%	3%	1%
I do not affiliate with a political party	22%	19%	23%	25%	5%	9%

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THEIR POLITICAL AFFILIATION

Which political party do you typically affiliate with? (Select one)

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Democrat	39%	38%	40%	42%	40%	35%
Republican	27%	33%	22%	17%	34%	40%
Independent	16%	16%	17%	18%	16%	16%
Libertarian	0%	0%	1%	1%	0%	0%
I do not affiliate with a political party	16%	13%	18%	21%	8%	7%

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THE WORST THINGS TO BE

In your opinion, what is the WORST thing to be?
(Select one)

NATIONAL

Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Racist	Racist	Physically abusive	Racist	Racist	Physically abusive
Physically abusive	Physically abusive	Racist	Physically abusive	Physically abusive	Racist
Closed-minded	Closed-minded	Closed-minded	Closed-minded	Closed-minded	Closed-minded
Emotionally abusive	Emotionally abusive	Emotionally abusive	Emotionally abusive	Emotionally abusive	Sexist
Sexist	Sexist	Sexist	Sexist	Homophobic	Emotionally abusive

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THE WORST THINGS TO BE

In your opinion, what is the WORST thing to be?
(Select one)

COASTAL

Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Racist	Racist	Racist	Racist	Racist	Racist
Physically abusive	Physically abusive	Physically abusive	Physically abusive	Physically abusive	Physically abusive
Closed-minded	Closed-minded	Closed-minded	Closed-minded	Closed-minded	Closed-minded
Emotionally abusive	Sexist	Emotionally abusive	Emotionally abusive	Emotionally abusive	Emotionally abusive
Sexist	Emotionally abusive	Homophobic	Sexist	Homophobic	Sexist

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WHERE THEY PURCHASE

Excluding food, what percent of your purchases are made...
Mean Summary

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Online	37.7%	38.9%	36.7%	35.4%	44.3%	41.1%
In store	59.3%	57.1%	61.3%	60.5%	53.8%	55.3%

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WHERE THEY PURCHASE

Excluding food, what percent of your purchases are made...
Mean Summary

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Online	40.0%	41.8%	37.7%	40.3%	39.4%	44.6%
In store	58.0%	55.6%	60.7%	57.1%	58.3%	53.1%

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FAVORITE PLACES TO SHOP ONLINE

Where are your favorite places to shop Online? (Select all that apply)

NATIONAL

Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Amazon	Amazon	Amazon	Amazon	Amazon	Amazon
Walmart	Walmart	Walmart	Apple	Walmart	Walmart
Target	Target	Target	Walmart	Target	Target
Apple	Best Buy	Apple	Target	Best Buy	Apple
Best Buy	Apple	Ulta	Best Buy	Apple / Kohl's	Kohl's

FULL LIST:

Amazon, Apple, Barney's, Best Buy, Bloomingdales, Costco, Dick's Sporting Goods, DSW, Home Depot, J.C. Penney, Kohl's, Lowe's, Macy's, Marshalls, Nordstrom, Sears, Sephora, Staples, T.J. Maxx, Target, Ulta, Urban Outfitters, Walmart

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FAVORITE PLACES TO SHOP ONLINE

Where are your favorite places to shop Online?
(Select all that apply)

COASTAL

Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Amazon	Amazon	Amazon	Amazon	Amazon	Amazon
Walmart	Target	Walmart	Apple	Walmart	Walmart
Target	Walmart	Target	Walmart	Target	Target
Apple	Best Buy	Apple	Target	Apple	Best Buy
Best Buy	Apple	Sephora	Best Buy	Best Buy	Apple

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FULL LIST:

Amazon, Apple, Barney's, Best Buy, Bloomingdales, Costco, Dick's Sporting Goods, DSW, Home Depot, J.C. Penney, Kohl's, Lowe's, Macy's, Marshalls, Nordstrom, Sears, Sephora, Staples, T.J. Maxx, Target, Ulta, Urban Outfitters, Walmart

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FAVORITE PLACES TO SHOP IN-STORE

Where are your favorite places to shop In-store?
(Select all that apply)

NATIONAL

Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Walmart	Walmart	Walmart	Walmart	Walmart	Walmart
Target	Target	Target	Target	Target	Target
Kohl's	Best Buy	Kohl's	Best Buy	Home Depot	Kohl's
Best Buy	Home Depot	T.J. Maxx	Home Depot	Kohl's	T.J. Maxx
Home Depot	J.C. Penney	J.C. Penney	Kohl's	Best Buy	J.C. Penney

FULL LIST:

Amazon, Apple, Barney's, Best Buy, Bloomingdales, Costco, Dick's Sporting Goods, DSW, Home Depot, J.C. Penney, Kohl's, Lowe's, Macy's, Marshalls, Nordstrom, Sears, Sephora, Staples, T.J. Maxx, Target, Ulta, Urban Outfitters, Walmart

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FAVORITE PLACES TO SHOP IN-STORE

Where are your favorite places to shop In-store? (Select all that apply)

COASTAL

Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Walmart	Walmart	Target	Walmart	Walmart	Target
Target	Target	Walmart	Target	Target	Home Depot
Home Depot	Best Buy	Home Depot	Best Buy	Kohl's	Walmart
Best Buy	Home Depot	Kohl's	Costco	Best Buy	Marshalls
Costco	Costco	Macy's	Home Depot	Home Depot	Macy's

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FULL LIST:

Amazon, Apple, Barney's, Best Buy, Bloomingdales, Costco, Dick's Sporting Goods, DSW, Home Depot, J.C. Penney, Kohl's, Lowe's, Macy's, Marshalls, Nordstrom, Sears, Sephora, Staples, T.J. Maxx, Target, Ulta, Urban Outfitters, Walmart

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HOW MUCH THEY'RE SAVING MONTHLY

Approximately what percentage of your money do you save each month? (Select one)

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
0%	18%	14%	21%	17%	13%	12%
1-4%	14%	11%	18%	11%	13%	14%
5-9%	8%	4%	12%	9%	8%	7%
10-14%	12%	11%	13%	14%	13%	11%
15-19%	6%	7%	5%	8%	8%	5%
20-24%	9%	10%	7%	8%	6%	13%
25-29%	5%	7%	3%	4%	8%	7%
30-34%	4%	4%	4%	4%	2%	5%
35-39%	2%	3%	2%	2%	3%	3%
40-44%	3%	4%	1%	3%	3%	5%
45-49%	3%	4%	3%	3%	4%	2%
50-54%	5%	7%	3%	5%	4%	8%
55-59%	2%	3%	1%	2%	3%	2%
60-64%	1%	2%	1%	2%	2%	2%
65-69%	1%	2%	0%	1%	2%	2%
70-74%	1%	1%	0%	1%	2%	1%
75-79%	1%	1%	0%	0%	1%	1%
80-84%	1%	2%	0%	1%	3%	1%
85-89%	1%	1%	0%	0%	1%	1%
90-94%	1%	0%	1%	1%	1%	0%
95-99%	1%	1%	1%	2%	0%	0%
100%	1%	1%	1%	2%	2%	0%

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HOW MUCH THEY'RE SAVING MONTHLY

Approximately what percentage of your money do you save each month? (Select one)

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
0%	9%	5%	13%	10%	5%	8%
1-4%	11%	8%	15%	13%	10%	10%
5-9%	8%	7%	10%	6%	7%	12%
10-14%	12%	12%	13%	11%	11%	12%
15-19%	6%	8%	4%	7%	7%	6%
20-24%	10%	13%	7%	9%	9%	10%
25-29%	7%	7%	7%	5%	9%	7%
30-34%	6%	7%	4%	6%	6%	7%
35-39%	3%	3%	2%	2%	5%	4%
40-44%	4%	5%	3%	4%	3%	3%
45-49%	3%	4%	2%	5%	4%	1%
50-54%	7%	8%	6%	6%	7%	9%
55-59%	2%	2%	1%	1%	0%	3%
60-64%	2%	2%	1%	2%	1%	3%
65-69%	1%	1%	1%	2%	1%	0%
70-74%	1%	1%	2%	1%	3%	1%
75-79%	1%	2%	1%	2%	2%	1%
80-84%	1%	2%	0%	1%	1%	0%
85-89%	1%	1%	2%	2%	2%	1%
90-94%	1%	1%	0%	1%	1%	0%
95-99%	1%	2%	0%	1%	2%	0%
100%	2%	0%	3%	1%	2%	2%

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STATEMENTS ON CRYPTOCURRENCY

Which of the following statements on crytocurrency do you agree with? (Select all that apply)

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
I don't understand cryptocurrency	37%	29%	43%	38%	28%	31%
Cryptocurrency is a gamble	17%	22%	12%	15%	24%	19%
I don't trust Cryptocurrency	16%	14%	18%	17%	17%	18%
Cryptocurrency is the future of money	14%	20%	8%	10%	18%	19%
Cryptocurrency is safe	10%	15%	5%	9%	9%	19%
Cryptocurrency is a smart investment	8%	13%	4%	7%	11%	12%
Cryptocurrency is a scam	8%	11%	4%	6%	6%	13%
I own Cryptocurrency	8%	13%	3%	3%	12%	17%
Cryptocurrency is for people who want to do something illega	7%	10%	5%	4%	5%	13%

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STATEMENTS ON CRYPTOCURRENCY

Which of the following statements on crytocurrency do you agree with? (Select all that apply)

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
I don't understand cryptocurrency	32%	14%	50%	36%	22%	30%
Cryptocurrency is a gamble	16%	20%	11%	15%	18%	21%
I don't trust Cryptocurrency	16%	16%	16%	16%	17%	17%
Cryptocurrency is the future of money	15%	20%	9%	13%	18%	19%
Cryptocurrency is safe	11%	18%	4%	9%	12%	15%
Cryptocurrency is a smart investment	13%	18%	8%	10%	12%	19%
Cryptocurrency is a scam	8%	10%	7%	8%	10%	11%
I own Cryptocurrency	10%	16%	3%	6%	12%	14%
Cryptocurrency is for people who want to do something illega	7%	9%	6%	6%	11%	11%

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STATEMENTS ON TECHNOLOGY

Please indicate which, if any, statements on technology you agree with: Summary - Agree

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Technology makes my life better	81%	85%	78%	75%	87%	81%
Technology makes the world a better place	77%	81%	73%	70%	81%	79%
I probably should limit my screen time but I don't	65%	65%	65%	72%	67%	63%
Technology is becoming too invasive	60%	58%	62%	63%	67%	70%
It's only a matter of time until everyone gets hacked	60%	57%	62%	61%	65%	59%
I'm worried that technology knows too much about me	58%	56%	59%	59%	65%	59%
Technology is fine now but will probably lead to a bad end	55%	57%	53%	62%	61%	59%
I try to limit my screen time	54%	56%	52%	48%	62%	60%
Sometimes I feel like technology knows me better than I know myself	53%	58%	48%	51%	56%	56%
My phone listens to my conversations	50%	50%	48%	49%	61%	52%
I'm fine giving up some of my privacy for a better experience	46%	54%	38%	43%	54%	52%
I am not concerned about my digital privacy	42%	48%	37%	38%	46%	55%

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STATEMENTS ON TECHNOLOGY

Please indicate which, if any, statements on technology you agree with: Summary - Agree

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Technology makes my life better	81%	81%	80%	72%	79%	86%
Technology makes the world a better place	75%	78%	71%	68%	72%	78%
I probably should limit my screen time but I don't	63%	63%	63%	68%	67%	60%
Technology is becoming too invasive	64%	62%	65%	66%	62%	73%
It's only a matter of time until everyone gets hacked	61%	62%	62%	60%	59%	73%
I'm worried that technology knows too much about me	59%	59%	59%	62%	55%	69%
Technology is fine now but will probably lead to a bad end	58%	59%	58%	63%	57%	63%
I try to limit my screen time	53%	56%	51%	43%	56%	65%
Sometimes I feel like technology knows me better than I know myself	55%	63%	47%	54%	57%	54%
My phone listens to my conversations	52%	56%	47%	51%	53%	58%
I'm fine giving up some of my privacy for a better experience	47%	53%	41%	40%	50%	54%
I am not concerned about my digital privacy	38%	45%	32%	31%	45%	47%

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DIGITAL DETOXES

Please answer the following statements:
Summmary - YES

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Do you feel the need to get away from technology sometimes	67%	63%	71%	69%	68%	71%
Would you like to go "off the grid" temporarily	53%	51%	56%	57%	63%	59%
Do you actively try to limit your screen time	51%	55%	47%	44%	54%	63%
Would you like to take a digital detox	42%	43%	41%	36%	57%	48%
Have you ever taken a digital detox	31%	35%	27%	26%	38%	37%

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DIGITAL DETOXES

Please answer the following statements:
Summmary - YES

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Do you feel the need to get away from technology sometimes	69%	65%	74%	67%	66%	77%
Would you like to go "off the grid" temporarily	56%	56%	56%	51%	58%	61%
Do you actively try to limit your screen time	55%	60%	51%	45%	61%	65%
Would you like to take a digital detox	50%	51%	49%	42%	55%	63%
Have you ever taken a digital detox	34%	38%	30%	27%	43%	43%

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THEIR FAVORITE ENTERTAINMENT

Which of the following is your favorite type of entertainment? (Select one)

NATIONAL

Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Streamed shows (e.g. Netflix, Hulu, Amazon Prime, YouTube, etc.)	Streamed shows (e.g. Netflix, Hulu, Amazon Prime, YouTube, etc.)	Streamed shows (e.g. Netflix, Hulu, Amazon Prime, YouTube, etc.)	Streamed shows (e.g. Netflix, Hulu, Amazon Prime, YouTube, etc.)	Streamed shows (e.g. Netflix, Hulu, Amazon Prime, YouTube, etc.)	Streamed shows (e.g. Netflix, Hulu, Amazon Prime, YouTube, etc.)
YouTube videos	YouTube videos	YouTube videos	YouTube videos	YouTube videos	Cable TV shows
Cable TV shows	Games	Cable TV shows	Games	Cable TV shows	YouTube videos
Games	Cable TV shows	Music	Cable TV shows	Facebook videos	Movies
Music	Movies	Movies	Music	Games	Facebook videos

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THEIR FAVORITE ENTERTAINMENT

Which of the following is your favorite type of entertainment? (Select one)

COASTAL

Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Streamed shows (e.g. Netflix, Hulu, Amazon Prime, YouTube, etc.)	Streamed shows (e.g. Netflix, Hulu, Amazon Prime, YouTube, etc.)	Streamed shows (e.g. Netflix, Hulu, Amazon Prime, YouTube, etc.)	Streamed shows (e.g. Netflix, Hulu, Amazon Prime, YouTube, etc.)	Streamed shows (e.g. Netflix, Hulu, Amazon Prime, YouTube, etc.)	Streamed shows (e.g. Netflix, Hulu, Amazon Prime, YouTube, etc.)
YouTube videos	YouTube videos	YouTube videos	YouTube videos	Cable TV shows	Movies
Cable TV shows	Games	Cable TV shows	Games	YouTube videos	Cable TV shows
Games	Cable TV shows	Music	Music	Premium TV shows (e.g. HBO, Showtime, etc.)	YouTube videos
Movies	Premium TV shows (e.g. HBO, Showtime, etc.)	Games	Instagram videos	Facebook videos	Sports

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ONLINE VIDEOS THEY WATCH

Which, if any, of the following formats of online videos do you like to watch? (Select all that apply)

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Full-length movies	54%	55%	54%	46%	60%	56%
Full-length TV shows	49%	48%	50%	47%	49%	44%
Music videos	39%	39%	38%	42%	32%	41%
Movie trailers	26%	27%	26%	24%	27%	32%
Live streams	24%	29%	19%	20%	27%	25%
Movie clips	22%	28%	17%	21%	18%	28%
Tutorials	21%	17%	25%	23%	21%	18%
Compilations	20%	21%	19%	29%	19%	15%
Highlights	19%	26%	12%	18%	25%	17%
Reviews	15%	18%	12%	17%	14%	18%
Vlogs	14%	11%	17%	19%	9%	9%
Sketches	12%	12%	10%	15%	12%	6%
Product demos	11%	10%	12%	11%	8%	10%
Web series	9%	8%	9%	12%	7%	8%
Product hauls	9%	9%	9%	10%	11%	8%
Slow videos (e.g. log burning, trainspotting)	5%	7%	2%	3%	9%	4%

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ONLINE VIDEOS THEY WATCH

Which, if any, of the following formats of online videos do you like to watch? (Select all that apply)

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Full-length movies	53%	51%	54%	46%	55%	62%
Full-length TV shows	50%	49%	51%	46%	59%	46%
Music videos	34%	34%	34%	35%	35%	35%
Movie trailers	29%	32%	26%	26%	31%	28%
Live streams	21%	26%	16%	20%	21%	20%
Movie clips	23%	28%	17%	18%	22%	19%
Tutorials	19%	15%	22%	24%	15%	14%
Compilations	22%	24%	20%	28%	19%	16%
Highlights	18%	22%	13%	18%	20%	19%
Reviews	20%	18%	20%	22%	23%	18%
Vlogs	14%	12%	15%	23%	9%	7%
Sketches	9%	10%	9%	10%	10%	7%
Product demos	11%	10%	11%	9%	11%	13%
Web series	10%	10%	10%	10%	12%	6%
Product hauls	8%	7%	8%	9%	8%	7%
Slow videos (e.g. log burning, trainspotting)	5%	7%	3%	6%	5%	5%

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THEIR NUMBER OF DEVICES

In general, how many devices do you typically use at once?

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Mean	2.0	2.2	1.7	1.8	2.4	2.4

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THEIR NUMBER OF DEVICES

In general, how many devices do you typically use at once?

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Mean	2.2	2.5	1.9	2.0	2.6	2.5

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HOURS THEY SPEND WATCHING VIDEO

How many hours a week do you spend watching videos on all devices and platforms (including traditional TV, On-Demand TV, Netflix, Hulu, YouTube, etc.)?

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Mean	15.5	15.3	15.5	16.3	16.9	13.0
Median	10.0	10.0	10.0	10.0	15.0	10.0

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HOURS THEY SPEND WATCHING VIDEO

How many hours a week do you spend watching videos on all devices and platforms (including traditional TV, On-Demand TV, Netflix, Hulu, YouTube, etc.)?

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Mean	16.7	16.8	16.6	15.9	18.6	16.1
Median	12.0	12.0	14.0	10.0	15.0	12.0

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THEIR PREFERRED VIEWING DEVICE

If I could only watch video on one device, it would be... (Select one)

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Traditional TV set	37%	34%	41%	21%	44%	43%
Laptop computer	23%	27%	19%	25%	29%	27%
Mobile phone	21%	16%	25%	36%	15%	13%
Desktop computer	10%	15%	6%	11%	10%	14%
Tablet	8%	8%	8%	4%	2%	2%

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THEIR PREFERRED VIEWING DEVICE

If I could only watch video on one device, it would be...
(Select one)

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Traditional TV set	32%	27%	37%	22%	42%	36%
Laptop computer	29%	31%	27%	29%	32%	30%
Mobile phone	20%	19%	21%	36%	11%	9%
Desktop computer	9%	14%	5%	9%	14%	13%
Tablet	9%	9%	9%	3%	2%	11%

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PLATFORMS THEY ARE WATCHING ON

Thinking about all the video you watch, how many hours per day do you watch on each of the following screens: Mean Summary

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Traditional TV set	3.2	3.0	3.5	2.1	4.5	3.3
Mobile phone	3.1	2.7	3.3	4.3	2.7	2.2
Laptop computer	1.9	2.2	1.5	2.3	2.2	1.8
Tablet	1.6	1.9	1.3	1.3	1.5	1.3
Desktop computer	1.2	1.6	0.8	1.2	1.4	1.5

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PLATFORMS THEY ARE WATCHING ON

Thinking about all the video you watch, how many hours per day do you watch on each of the following screens: Mean Summary

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Traditional TV set	3.3	3.0	3.6	2.4	4.4	3.5
Mobile phone	3.2	2.9	3.4	4.5	3.0	2.2
Laptop computer	2.0	2.1	1.9	2.3	2.3	1.8
Tablet	1.7	2.0	1.4	1.2	2.1	1.7
Desktop computer	1.4	1.8	1.1	1.3	2.2	1.6

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WHO THEY SAY MAKES THE BEST CONTENT

Who makes the best content: Ranked 1st

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Netflix	29%	24%	34%	33%	31%	21%
YouTube	24%	25%	23%	31%	10%	13%
Amazon Prime	15%	22%	10%	11%	20%	25%
Cable channels (AMC, Cartoon Network, Bravo, etc.)	8%	8%	8%	6%	11%	9%
Facebook	7%	7%	8%	3%	12%	12%
Hulu	5%	4%	7%	6%	6%	4%
Network channels (ABC, CBS, NBC, etc.)	4%	3%	6%	1%	4%	10%
Premium channels (HBO, Showtime)	3%	4%	2%	1%	3%	4%
Instagram	2%	2%	2%	5%	2%	1%
Twitch	1%	1%	0%	0%	1%	0%
YouTube Red	1%	1%	1%	1%	0%	1%
Snapchat	0%	0%	1%	1%	0%	1%

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WHO THEY SAY MAKES THE BEST CONTENT

Who makes the best content: Ranked 1st

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Netflix	31%	27%	34%	34%	33%	25%
YouTube	20%	22%	18%	32%	8%	13%
Amazon Prime	17%	26%	9%	9%	21%	25%
Cable channels (AMC, Cartoon Network, Bravo, etc.)	9%	7%	10%	3%	12%	14%
Facebook	5%	4%	5%	2%	8%	6%
Hulu	6%	3%	8%	8%	4%	4%
Network channels (ABC, CBS, NBC, etc.)	5%	4%	6%	2%	5%	7%
Premium channels (HBO, Showtime)	3%	2%	4%	1%	3%	5%
Instagram	4%	4%	5%	5%	5%	0%
Twitch	0%	0%	0%	1%	0%	0%
YouTube Red	0%	0%	0%	1%	0%	0%
Snapchat	1%	0%	1%	2%	1%	1%

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STATEMENTS ON ENTERTAINMENT

Which, if any, of the following statements about entertainment do you agree with: Summary - Agree

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
I want entertainment to feel like a break from the rest of the world	81%	81%	81%	83%	78%	86%
I would see more movies in theaters if it were cheaper	75%	74%	76%	70%	74%	78%
I'm ok with political statements in TV/movies, just not all the time	70%	72%	69%	65%	72%	78%
I would rather pay for a subscription than pay for a single TV show/movie	70%	69%	71%	67%	71%	77%
I'd rather binge watch a TV show than watch week to week	69%	70%	69%	72%	73%	64%
I wish there were better movie options	68%	71%	66%	70%	68%	76%
I rarely buy TV shows, movies, and music	67%	67%	67%	64%	65%	76%
I would rather watch an older show with multiple seasons than a new one with fewer episodes	63%	65%	62%	60%	65%	64%
I'd usually rather watch a TV show than a movie	63%	63%	62%	61%	62%	71%

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STATEMENTS ON ENTERTAINMENT

Which, if any, of the following statements about entertainment do you agree with: Summary - Agree

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
I want entertainment to feel like a break from the rest of the world	78%	75%	81%	76%	78%	83%
I would see more movies in theaters if it were cheaper	72%	71%	74%	67%	70%	74%
I'm ok with political statements in TV/movies, just not all the time	68%	67%	69%	65%	69%	75%
I would rather pay for a subscription than pay for a single TV show/movie	67%	69%	66%	70%	67%	72%
I'd rather binge watch a TV show than watch week to week	68%	67%	69%	70%	68%	64%
I wish there were better movie options	69%	69%	69%	72%	68%	75%
I rarely buy TV shows, movies, and music	64%	61%	67%	63%	60%	69%
I would rather watch an older show with multiple seasons than a new one with fewer episodes	60%	61%	60%	63%	64%	59%
I'd usually rather watch a TV show than a movie	58%	59%	58%	59%	60%	60%

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STATEMENTS ON ENTERTAINMENT CONT.

Which, if any, of the following statements about entertainment do you agree with: Summary - Agree

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
I rarely see movies in theaters	59%	58%	59%	62%	61%	65%
I will wait until there are several episodes of a TV show available so I can watch them	58%	62%	55%	64%	60%	57%
I prefer to watch something alone than with other people	51%	57%	46%	57%	51%	60%
I like it when TV shows make a political statement	44%	54%	35%	42%	56%	57%
I don't like it when TV shows take on social issues	41%	49%	35%	36%	44%	46%
eSports are just as exciting as regular sports	40%	56%	26%	40%	49%	46%
I don't like it when movies take on social issues	39%	44%	34%	35%	41%	45%
I watch more eSports than I did 6 months ago	34%	50%	19%	30%	42%	39%
I would go to the movies more if I could text during them	30%	38%	22%	26%	36%	39%

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STATEMENTS ON ENTERTAINMENT CONT.

Which, if any, of the following statements about entertainment do you agree with: Summary - Agree

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
I rarely see movies in theaters	54%	51%	58%	57%	51%	65%
I will wait until there are several episodes of a TV show available so I can watch them	61%	61%	62%	64%	60%	63%
I prefer to watch something alone than with other people	56%	59%	53%	53%	60%	63%
I like it when TV shows make a political statement	50%	56%	45%	47%	53%	60%
I don't like it when TV shows take on social issues	41%	47%	35%	33%	44%	43%
eSports are just as exciting as regular sports	45%	58%	32%	41%	49%	51%
I don't like it when movies take on social issues	37%	45%	30%	32%	40%	45%
I watch more eSports than I did 6 months ago	36%	49%	24%	32%	43%	39%
I would go to the movies more if I could text during them	37%	47%	26%	32%	41%	44%

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WHY THEY WATCH LIVE TV

I watch live TV...
(Select all that apply)

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
If it happens to be at the right moment	38%	37%	39%	33%	42%	51%
I almost never watch live TV	32%	31%	34%	41%	38%	35%
If it's a big event I want to be a part of	31%	34%	27%	26%	33%	37%
Because I want to be the first one to see something	24%	29%	19%	21%	23%	26%
To avoid spoilers	19%	20%	17%	17%	18%	16%
Because I don't trust my DVR	6%	9%	4%	5%	15%	14%

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WHY THEY WATCH LIVE TV

I watch live TV...
(Select all that apply)

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
If it happens to be at the right moment	40%	39%	40%	36%	46%	49%
I almost never watch live TV	26%	24%	29%	32%	39%	37%
If it's a big event I want to be a part of	28%	29%	27%	29%	36%	45%
Because I want to be the first one to see something	26%	30%	22%	20%	29%	30%
To avoid spoilers	21%	24%	17%	21%	15%	22%
Because I don't trust my DVR	7%	10%	5%	7%	18%	15%

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WHY THEY GO TO THE MOVIES

I go to the movies in theaters when I want to...
(Select all that apply)

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
View it on a big screen	45%	47%	43%	44%	42%	54%
Do something with friends	39%	36%	42%	49%	39%	34%
Have a better viewing experience	33%	33%	33%	32%	34%	34%
Be among the first to see it	24%	27%	21%	25%	24%	23%
Unplug for a bit	18%	16%	19%	20%	19%	16%
Participate in the social discussion around it	12%	16%	9%	12%	16%	15%

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WHY THEY GO TO THE MOVIES

I go to the movies in theaters when I want to...
(Select all that apply)

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
View it on a big screen	49%	47%	50%	45%	45%	52%
Do something with friends	38%	35%	42%	43%	38%	38%
Have a better viewing experience	37%	40%	34%	38%	38%	45%
Be among the first to see it	28%	31%	24%	26%	30%	26%
Unplug for a bit	16%	14%	18%	16%	15%	25%
Participate in the social discussion around it	15%	19%	11%	18%	18%	17%

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THEIR YEAR IN ENTERTAINMENT CONSUMPTION

Which, if any, of the following have you done in the past year? (Select all that apply)

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Streamed a movie or TV show through subscription (ex: Netflix)	60%	56%	63%	60%	60%	56%
Bought a DVD to own	33%	35%	31%	31%	33%	32%
Rented a DVD/Blu-ray (ex: Redbox)	29%	28%	30%	25%	27%	25%
Bought a digital movie to own (ex: iTunes or Amazon)	24%	31%	17%	22%	27%	25%
Bought a Blu-ray to own	23%	28%	18%	18%	25%	22%
Illegally downloaded a movie or TV show	11%	15%	7%	11%	13%	16%

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THEIR YEAR IN ENTERTAINMENT CONSUMPTION

Which, if any, of the following have you done in the past year? (Select all that apply)

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Streamed a movie or TV show through subscription (ex: Netflix)	62%	60%	64%	64%	63%	60%
Bought a DVD to own	29%	29%	29%	26%	32%	30%
Rented a DVD/Blu-ray (ex: Redbox)	24%	19%	30%	24%	24%	24%
Bought a digital movie to own (ex: iTunes or Amazon)	27%	33%	21%	23%	26%	34%
Bought a Blu-ray to own	23%	29%	18%	17%	22%	26%
Illegally downloaded a movie or TV show	12%	14%	10%	13%	14%	16%

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WHERE THEY GET THEIR NEWS

I get most of my news and information about what's going on from... (Select all that apply)

NATIONAL

Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Facebook	Facebook	Facebook	Friends/family	Facebook	Facebook
Friends/family	YouTube	Friends/family	YouTube	Friends/family	Local TV news
Local TV news	Local TV news	Local TV news	Facebook	Local TV news	National TV news (CNN)
YouTube	Instagram	YouTube	Instagram	National TV news (CNN)	YouTube
Instagram	Friends/family	Instagram	Local TV news	YouTube	Instagram

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WHERE THEY GET THEIR NEWS

I get most of my news and information about what's going on from... (Select all that apply)

COASTAL

Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Facebook	Facebook	Facebook	Instagram	Facebook	Facebook
Friends/family	Friends/family	Friends/family	Facebook	Friends/family	Local TV news
Local TV news	Instagram	Local TV news	YouTube	Instagram	Friends/family
Instagram	YouTube	Instagram	Friends/family	Local TV news	National TV news (CNN)
YouTube	National TV news (CNN)	National TV news (CNN)	Local TV news	National TV news (CNN)	Apple News

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THEIR PAID SUBSCRIPTIONS

Which, if any, of the following paid subscriptions do you have? (Select all that apply)

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Netflix	67%	63%	69%	67%	72%	51%
Amazon Prime	42%	46%	39%	30%	46%	53%
Hulu	37%	38%	36%	28%	41%	37%
Cable/satellite TV	32%	35%	29%	21%	34%	39%
HBO	20%	25%	16%	12%	25%	30%
YouTube TV	13%	21%	7%	10%	11%	24%
Xbox Live	10%	14%	7%	12%	10%	8%
Showtime	10%	11%	9%	10%	11%	13%
YouTube Red	9%	13%	5%	8%	9%	15%
Sling TV	8%	10%	6%	4%	9%	11%
Sports	7%	12%	3%	6%	9%	13%
Twitch Prime	6%	11%	2%	6%	7%	12%
Watch ESPN	6%	10%	2%	5%	7%	10%
Sony Vue	3%	5%	2%	2%	3%	6%

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THEIR PAID SUBSCRIPTIONS

Which, if any, of the following paid subscriptions do you have? (Select all that apply)

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Netflix	71%	67%	74%	75%	74%	64%
Amazon Prime	45%	45%	44%	38%	47%	54%
Hulu	36%	35%	37%	34%	41%	34%
Cable/satellite TV	35%	34%	37%	28%	40%	44%
HBO	23%	28%	18%	18%	31%	34%
YouTube TV	15%	21%	9%	12%	15%	25%
Xbox Live	12%	16%	8%	13%	11%	13%
Showtime	14%	14%	15%	9%	15%	24%
YouTube Red	11%	14%	8%	11%	12%	18%
Sling TV	5%	5%	5%	4%	5%	6%
Sports	8%	12%	4%	4%	9%	19%
Twitch Prime	7%	10%	5%	9%	9%	8%
Watch ESPN	5%	7%	3%	4%	4%	8%
Sony Vue	3%	5%	2%	4%	2%	8%

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ENTERTAINMENT THEY CRAVE

What do you want to see more of in entertainment?
(Select all that apply)

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Commercial free shows	45%	40%	50%	47%	39%	45%
Releasing the entire season at once	31%	27%	34%	35%	31%	26%
Female leads	26%	20%	31%	29%	22%	27%
Ethnically diverse cast	22%	18%	24%	24%	22%	26%
Women directors and creators	22%	17%	26%	27%	18%	25%
Men showing more emotion	21%	20%	21%	30%	21%	20%
Choose-your-own adventure episodes	21%	25%	17%	24%	20%	17%
Sexually diverse cast	18%	17%	18%	25%	16%	20%
Income diversity	17%	19%	15%	20%	18%	24%
Gender fluid characters	14%	13%	14%	17%	14%	18%
Alternative representations of men	13%	12%	14%	18%	16%	15%
Religious characters	13%	15%	12%	12%	14%	24%

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ENTERTAINMENT THEY CRAVE

What do you want to see more of in entertainment? (Select all that apply)

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Commercial free shows	45%	43%	47%	38%	41%	47%
Releasing the entire season at once	28%	26%	30%	31%	29%	22%
Female leads	25%	21%	28%	29%	23%	23%
Ethnically diverse cast	22%	20%	23%	26%	17%	26%
Women directors and creators	23%	18%	28%	24%	22%	27%
Men showing more emotion	20%	21%	18%	25%	18%	18%
Choose-your-own adventure episodes	21%	27%	15%	23%	17%	16%
Sexually diverse cast	18%	17%	18%	26%	18%	16%
Income diversity	20%	18%	22%	19%	19%	23%
Gender fluid characters	17%	15%	17%	21%	18%	18%
Alternative representations of men	16%	17%	14%	18%	14%	16%
Religious characters	13%	15%	11%	14%	14%	14%

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TV IS BEST TO

Most likely to watch TV show (Cable) if you want to...
(Select all that apply)

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Do something with family	36%	33%	38%	35%	34%	39%
Fall asleep	33%	32%	33%	25%	33%	41%
Relax	27%	29%	26%	19%	28%	39%
Be scared	27%	25%	29%	19%	30%	38%
Cry	27%	24%	29%	18%	26%	39%
Have something to talk about	26%	26%	26%	17%	33%	31%
Be in the know	26%	26%	26%	23%	29%	31%
Feel romantic	26%	25%	27%	17%	29%	35%
Pass the time	23%	21%	26%	18%	27%	32%
Laugh	23%	22%	24%	14%	30%	37%
Relieve stress	23%	20%	25%	18%	27%	33%
Learn	22%	23%	22%	16%	29%	30%
Relieve boredom	21%	17%	25%	14%	22%	29%
Do something with friends	21%	19%	22%	17%	27%	29%
Share something with friends	18%	18%	18%	12%	20%	25%

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TV IS BEST TO

Most likely to watch TV show (Cable) if you want to...
(Select all that apply)

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Do something with family	34%	31%	37%	33%	35%	39%
Fall asleep	33%	29%	37%	29%	34%	39%
Relax	27%	24%	30%	18%	32%	33%
Be scared	27%	25%	30%	21%	30%	32%
Cry	29%	27%	32%	20%	34%	29%
Have something to talk about	26%	25%	28%	18%	32%	30%
Be in the know	27%	24%	29%	21%	32%	28%
Feel romantic	29%	29%	29%	21%	31%	28%
Pass the time	30%	28%	33%	18%	35%	39%
Laugh	26%	21%	31%	15%	35%	30%
Relieve stress	27%	27%	28%	20%	33%	31%
Learn	27%	26%	28%	18%	31%	32%
Relieve boredom	26%	25%	27%	19%	33%	27%
Do something with friends	26%	25%	27%	20%	31%	28%
Share something with friends	21%	22%	20%	13%	25%	24%

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STREAMING IS BEST TO

Most likely to watch TV show (Streaming) if you want to...
(Select all that apply)

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Do something with family	41%	40%	43%	37%	45%	39%
Cry	39%	36%	42%	39%	46%	31%
Feel romantic	38%	35%	41%	40%	44%	34%
Be scared	37%	36%	39%	38%	43%	32%
Relax	35%	30%	38%	31%	44%	31%
Relieve stress	34%	32%	37%	27%	44%	33%
Do something with friends	33%	31%	35%	33%	37%	30%
Fall asleep	32%	31%	34%	26%	42%	26%
Relieve boredom	31%	30%	32%	26%	42%	33%
Pass the time	30%	27%	32%	25%	36%	28%
Laugh	29%	26%	32%	28%	33%	26%
Have something to talk about	28%	28%	28%	23%	33%	32%
Share something with friends	26%	28%	24%	21%	35%	24%
Learn	26%	27%	25%	20%	33%	26%
Be in the know	25%	29%	22%	21%	33%	27%

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STREAMING IS BEST TO

Most likely to watch TV show (Streaming) if you want to...
(Select all that apply)

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Do something with family	37%	35%	39%	31%	37%	33%
Cry	35%	32%	37%	38%	34%	36%
Feel romantic	40%	34%	46%	42%	42%	38%
Be scared	37%	34%	39%	35%	39%	39%
Relax	34%	31%	37%	28%	36%	30%
Relieve stress	31%	28%	35%	23%	32%	36%
Do something with friends	35%	31%	38%	32%	37%	32%
Fall asleep	30%	29%	30%	26%	31%	27%
Relieve boredom	28%	28%	28%	21%	25%	29%
Pass the time	26%	27%	25%	21%	30%	22%
Laugh	29%	29%	29%	24%	30%	31%
Have something to talk about	27%	23%	32%	25%	31%	27%
Share something with friends	28%	28%	28%	25%	29%	28%
Learn	24%	24%	23%	22%	24%	22%
Be in the know	26%	27%	25%	17%	27%	25%

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ONLINE VIDEO IS BEST TO

Most likely to watch Online video (YouTube, Twitch, etc.) if you want to... (Select all that apply)

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Learn	42%	42%	42%	51%	30%	35%
Laugh	34%	39%	29%	42%	25%	25%
Relieve boredom	34%	42%	26%	44%	25%	22%
Pass the time	32%	38%	26%	41%	24%	26%
Relieve stress	31%	36%	27%	43%	22%	23%
Be in the know	29%	34%	26%	33%	23%	22%
Share something with friends	28%	31%	26%	31%	24%	17%
Relax	28%	32%	24%	39%	16%	21%
Do something with friends	27%	34%	21%	30%	24%	14%
Have something to talk about	27%	32%	22%	37%	20%	16%
Feel romantic	26%	28%	24%	32%	19%	20%
Be scared	26%	30%	22%	32%	19%	20%
Fall asleep	25%	27%	23%	37%	17%	21%
Cry	24%	28%	21%	33%	19%	20%
Do something with family	13%	18%	9%	19%	13%	10%

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ONLINE VIDEO IS BEST TO

Most likely to watch Online video (YouTube, Twitch, etc.) if you want to... (Select all that apply)

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Learn	39%	40%	38%	44%	38%	36%
Laugh	29%	35%	24%	40%	25%	22%
Relieve boredom	31%	34%	27%	36%	31%	29%
Pass the time	29%	33%	24%	41%	22%	21%
Relieve stress	31%	35%	26%	42%	27%	24%
Be in the know	25%	30%	18%	29%	25%	27%
Share something with friends	25%	29%	21%	25%	32%	20%
Relax	26%	32%	21%	38%	21%	23%
Do something with friends	20%	25%	14%	24%	17%	19%
Have something to talk about	26%	32%	19%	29%	23%	22%
Feel romantic	23%	27%	18%	25%	20%	24%
Be scared	26%	30%	23%	32%	25%	18%
Fall asleep	23%	27%	19%	30%	22%	21%
Cry	22%	25%	19%	24%	24%	20%
Do something with family	19%	26%	13%	24%	20%	17%

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SOCIAL MEDIA VIDEO IS BEST TO

Most likely to watch Social media video (Instagram, Snapchat, etc.) if you want to...
(Select all that apply)

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Share something with friends	28%	23%	32%	36%	20%	34%
Be in the know	19%	11%	26%	23%	14%	19%
Have something to talk about	19%	15%	23%	23%	14%	21%
Do something with friends	19%	16%	21%	20%	13%	27%
Pass the time	15%	14%	16%	15%	13%	14%
Relieve boredom	14%	10%	17%	16%	11%	16%
Laugh	14%	13%	14%	16%	12%	12%
Relieve stress	12%	12%	11%	11%	8%	11%
Relax	10%	9%	11%	11%	11%	9%
Fall asleep	10%	10%	10%	12%	8%	13%
Feel romantic	10%	12%	8%	12%	8%	12%
Be scared	10%	10%	10%	11%	8%	10%
Learn	10%	8%	11%	12%	9%	9%
Cry	9%	11%	8%	9%	9%	10%
Do something with family	9%	8%	10%	8%	8%	11%

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SOCIAL MEDIA VIDEO IS BEST TO

Most likely to watch Social media video (Instagram, Snapchat, etc.) if you want to...
(Select all that apply)

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Share something with friends	26%	21%	31%	36%	14%	28%
Be in the know	23%	18%	27%	33%	16%	20%
Have something to talk about	20%	19%	20%	28%	14%	22%
Do something with friends	19%	19%	20%	25%	15%	21%
Pass the time	15%	11%	18%	20%	13%	18%
Relieve boredom	15%	12%	18%	23%	11%	16%
Laugh	16%	15%	16%	21%	11%	17%
Relieve stress	11%	11%	10%	15%	8%	9%
Relax	12%	13%	12%	16%	11%	14%
Fall asleep	14%	15%	14%	15%	13%	14%
Feel romantic	9%	10%	7%	12%	7%	10%
Be scared	10%	12%	8%	12%	7%	11%
Learn	10%	10%	11%	15%	7%	11%
Cry	13%	16%	11%	18%	8%	15%
Do something with family	10%	8%	11%	11%	8%	11%

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HOW THEY VIEW ACTORS

When it comes to celebrities, Actors/actresses are more...
(Select all that apply)

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Likely to be famous for a long time	50%	41%	58%	46%	50%	50%
Attractive	48%	40%	56%	40%	44%	53%
Likely to make me watch something they're in	42%	32%	51%	36%	46%	43%
Talented	37%	28%	45%	34%	38%	42%
Influential	32%	29%	34%	31%	38%	31%
Funny	31%	27%	36%	22%	37%	38%
Fake	31%	31%	31%	28%	30%	38%
Knowledgeable	29%	26%	31%	25%	31%	33%
Aspirational	28%	24%	32%	24%	29%	37%
In the know	28%	25%	31%	28%	32%	33%
Positive	28%	26%	29%	24%	29%	33%
Likely to make me buy a product	28%	24%	31%	23%	30%	32%
Trustworthy	26%	24%	28%	22%	29%	29%
Genuine	26%	24%	27%	24%	28%	26%
Honest	26%	25%	26%	22%	33%	26%
Sarcastic	25%	25%	26%	15%	37%	27%
Relatable	23%	22%	24%	17%	28%	26%

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HOW THEY VIEW ACTORS

When it comes to celebrities, Actors/actresses are more...
(Select all that apply)

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Likely to be famous for a long time	50%	40%	60%	53%	50%	49%
Attractive	44%	40%	51%	39%	46%	53%
Likely to make me watch something they're in	42%	33%	51%	38%	45%	50%
Talented	34%	27%	40%	36%	33%	33%
Influential	33%	29%	40%	27%	42%	33%
Funny	25%	30%	32%	23%	36%	41%
Fake	30%	26%	24%	22%	27%	25%
Knowledgeable	31%	27%	31%	28%	27%	32%
Aspirational	30%	27%	34%	30%	31%	33%
In the know	29%	27%	37%	25%	33%	37%
Positive	25%	24%	30%	22%	31%	31%
Likely to make me buy a product	26%	25%	28%	22%	26%	31%
Trustworthy	24%	24%	30%	25%	30%	28%
Genuine	25%	24%	24%	20%	28%	25%
Honest	23%	24%	26%	19%	28%	26%
Sarcastic	27%	22%	26%	20%	28%	26%
Relatable	27%	28%	28%	20%	33%	31%

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HOW THEY VIEW ATHLETES

When it comes to celebrities, Athletes are more...
(Select all that apply)

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Talented	28%	30%	26%	24%	31%	25%
Aspirational	27%	29%	25%	24%	32%	26%
Positive	25%	25%	25%	20%	25%	31%
Influential	24%	26%	22%	21%	22%	25%
Trustworthy	22%	25%	19%	23%	22%	26%
Honest	21%	25%	18%	19%	20%	28%
Genuine	21%	22%	21%	18%	22%	26%
Likely to be famous for a long time	21%	25%	18%	18%	23%	22%
Relatable	20%	23%	17%	16%	21%	25%
Likely to make me buy a product	18%	21%	15%	15%	23%	18%
Knowledgeable	16%	19%	13%	17%	17%	14%
Likely to make me watch something they're in	16%	21%	11%	9%	18%	22%
Attractive	15%	18%	13%	13%	23%	13%
Sarcastic	15%	16%	13%	14%	16%	14%
In the know	14%	20%	9%	14%	19%	17%
Fake	13%	14%	11%	9%	17%	10%
Funny	12%	15%	9%	11%	16%	12%

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HOW THEY VIEW ATHLETES

When it comes to celebrities, Athletes are more...
(Select all that apply)

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Talented	33%	33%	33%	27%	32%	31%
Aspirational	28%	29%	27%	25%	33%	28%
Positive	24%	26%	23%	20%	24%	32%
Influential	24%	28%	20%	20%	24%	24%
Trustworthy	23%	27%	19%	22%	24%	23%
Honest	23%	25%	21%	20%	26%	25%
Genuine	24%	25%	23%	19%	25%	27%
Likely to be famous for a long time	18%	22%	14%	17%	17%	18%
Relatable	17%	18%	17%	12%	18%	24%
Likely to make me buy a product	21%	26%	16%	17%	22%	22%
Knowledgeable	20%	22%	17%	17%	22%	18%
Likely to make me watch something they're in	16%	20%	12%	12%	17%	13%
Attractive	18%	20%	17%	20%	19%	17%
Sarcastic	15%	17%	13%	15%	17%	16%
In the know	15%	22%	9%	14%	17%	17%
Fake	14%	18%	9%	12%	15%	15%
Funny	11%	14%	8%	10%	15%	10%

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HOW THEY VIEW GAMERS

When it comes to celebrities, Gamers are more...
(Select all that apply)

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Knowledgeable	18%	22%	15%	18%	20%	16%
Sarcastic	18%	17%	18%	24%	12%	19%
Relatable	17%	22%	13%	19%	19%	18%
Genuine	17%	20%	14%	19%	17%	16%
Trustworthy	17%	20%	14%	20%	17%	17%
Honest	16%	18%	15%	17%	17%	19%
Aspirational	15%	17%	14%	16%	16%	10%
Likely to make me buy a product	15%	21%	10%	17%	12%	14%
Talented	15%	19%	11%	18%	12%	12%
Funny	15%	17%	12%	19%	15%	15%
Likely to make me watch something they're in	14%	18%	10%	22%	12%	10%
In the know	13%	15%	12%	12%	13%	11%
Positive	13%	16%	11%	15%	17%	12%
Influential	13%	17%	9%	15%	11%	13%
Attractive	11%	15%	8%	13%	10%	12%
Fake	11%	14%	8%	11%	9%	16%
Likely to be famous for a long time	8%	11%	6%	12%	8%	7%

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HOW THEY VIEW GAMERS

When it comes to celebrities, Gamers are more...
(Select all that apply)

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Knowledgeable	19%	19%	17%	19%	17%	14%
Sarcastic	23%	24%	22%	24%	22%	18%
Relatable	16%	21%	11%	16%	15%	13%
Genuine	20%	21%	17%	23%	19%	11%
Trustworthy	18%	19%	15%	18%	18%	14%
Honest	20%	23%	16%	22%	18%	15%
Aspirational	15%	17%	13%	14%	12%	14%
Likely to make me buy a product	15%	19%	10%	17%	17%	9%
Talented	13%	18%	8%	13%	15%	10%
Funny	13%	15%	11%	15%	12%	14%
Likely to make me watch something they're in	14%	20%	7%	16%	14%	11%
In the know	14%	15%	13%	19%	17%	6%
Positive	16%	17%	14%	17%	17%	10%
Influential	13%	17%	8%	15%	12%	13%
Attractive	12%	17%	7%	13%	12%	10%
Fake	13%	15%	11%	13%	10%	11%
Likely to be famous for a long time	11%	14%	8%	8%	13%	13%

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HOW THEY VIEW YOUTUBERS

When it comes to celebrities, YouTubers are more...
(Select all that apply)

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Funny	36%	35%	38%	42%	26%	27%
Relatable	34%	28%	39%	40%	26%	25%
In the know	34%	30%	37%	32%	26%	30%
Knowledgeable	31%	29%	33%	34%	28%	28%
Honest	31%	27%	34%	35%	24%	21%
Likely to make me buy a product	30%	27%	33%	33%	25%	29%
Genuine	30%	30%	30%	31%	27%	21%
Sarcastic	29%	28%	30%	34%	23%	24%
Trustworthy	29%	25%	33%	29%	23%	21%
Positive	26%	25%	27%	32%	20%	18%
Likely to make me watch something they're in	24%	24%	24%	28%	18%	18%
Influential	23%	20%	25%	24%	20%	17%
Aspirational	22%	21%	23%	27%	17%	16%
Talented	16%	18%	14%	19%	15%	14%
Fake	16%	18%	14%	16%	18%	16%
Attractive	16%	18%	14%	18%	14%	16%
Likely to be famous for a long time	15%	17%	14%	18%	14%	14%

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HOW THEY VIEW YOUTUBERS

When it comes to celebrities, YouTubers are more...
(Select all that apply)

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Funny	36%	31%	41%	45%	27%	24%
Relatable	31%	28%	35%	43%	26%	28%
In the know	29%	28%	30%	27%	24%	32%
Knowledgeable	26%	26%	26%	27%	25%	27%
Honest	26%	22%	30%	31%	20%	31%
Likely to make me buy a product	26%	23%	31%	29%	25%	27%
Genuine	26%	22%	29%	31%	20%	28%
Sarcastic	28%	28%	27%	30%	24%	24%
Trustworthy	27%	24%	29%	29%	23%	29%
Positive	25%	26%	24%	30%	21%	21%
Likely to make me watch something they're in	21%	21%	21%	24%	15%	22%
Influential	20%	20%	20%	24%	14%	22%
Aspirational	18%	19%	16%	20%	16%	20%
Talented	16%	17%	13%	19%	11%	22%
Fake	16%	16%	15%	14%	23%	14%
Attractive	14%	16%	12%	13%	15%	12%
Likely to be famous for a long time	14%	18%	11%	14%	13%	13%

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HOW THEY VIEW INSTAGRAMMERS

When it comes to celebrities, Instagram celebrities are more...
(Select all that apply)

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Fake	30%	23%	36%	35%	26%	20%
Sarcastic	13%	13%	13%	14%	12%	17%
In the know	10%	9%	11%	14%	10%	10%
Attractive	10%	9%	11%	15%	10%	7%
Likely to make me buy a product	9%	7%	12%	12%	9%	8%
Influential	9%	9%	10%	9%	9%	13%
Positive	8%	8%	8%	9%	9%	6%
Aspirational	7%	9%	6%	9%	6%	10%
Genuine	6%	4%	8%	8%	5%	11%
Trustworthy	6%	6%	6%	6%	9%	7%
Honest	6%	5%	7%	8%	5%	6%
Relatable	6%	6%	6%	7%	6%	7%
Funny	6%	6%	6%	7%	5%	7%
Knowledgeable	6%	4%	7%	6%	5%	9%
Likely to be famous for a long time	5%	6%	4%	6%	5%	7%
Likely to make me watch something they're in	5%	6%	4%	6%	6%	6%
Talented	5%	5%	5%	5%	4%	7%

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HOW THEY VIEW INSTAGRAMMERS

When it comes to celebrities, Instagram celebrities are more...
(Select all that apply)

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Fake	32%	23%	41%	38%	25%	34%
Sarcastic	10%	9%	12%	11%	9%	15%
In the know	10%	9%	11%	15%	9%	8%
Attractive	10%	8%	13%	16%	8%	8%
Likely to make me buy a product	11%	7%	15%	14%	11%	11%
Influential	9%	7%	11%	13%	7%	7%
Positive	8%	6%	9%	12%	6%	6%
Aspirational	9%	8%	10%	12%	9%	6%
Genuine	7%	8%	7%	7%	9%	8%
Trustworthy	6%	5%	7%	7%	5%	6%
Honest	6%	7%	6%	8%	9%	2%
Relatable	7%	6%	9%	10%	8%	5%
Funny	8%	9%	8%	7%	10%	10%
Knowledgeable	7%	6%	8%	8%	9%	9%
Likely to be famous for a long time	7%	7%	7%	8%	7%	6%
Likely to make me watch something they're in	8%	6%	9%	9%	8%	5%
Talented	5%	6%	5%	6%	9%	5%

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STATEMENTS ON INSTAGRAM

For each of the following platforms, please check the statements that apply to you: Instagram
(Select all that apply)

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
I have an account	57%	57%	57%	69%	63%	57%
I post content	30%	28%	32%	40%	30%	28%
Using more in the last 6 months	28%	26%	30%	44%	26%	25%
I watch videos	27%	27%	26%	38%	28%	22%
I trust with my information	21%	23%	19%	26%	21%	20%
Shows the real me	21%	22%	20%	26%	22%	25%
Using less in the last 6 months	17%	19%	16%	18%	15%	24%
I have deactivated or deleted my account	3%	4%	3%	4%	2%	3%

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STATEMENTS ON INSTAGRAM

For each of the following platforms, please check the statements that apply to you: Instagram
(Select all that apply)

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
I have an account	64%	66%	62%	74%	66%	63%
I post content	34%	31%	37%	44%	35%	29%
Using more in the last 6 months	34%	31%	37%	46%	31%	34%
I watch videos	30%	28%	32%	41%	29%	28%
I trust with my information	24%	25%	24%	31%	27%	22%
Shows the real me	28%	29%	27%	35%	29%	21%
Using less in the last 6 months	20%	20%	19%	17%	21%	19%
I have deactivated or deleted my account	3%	3%	3%	2%	3%	4%

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STATEMENTS ON SNAPCHAT

For each of the following platforms, please check the statements that apply to you: Snapchat (Select all that apply)

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
I have an account	37%	33%	40%	55%	35%	24%
Using more in the last 6 months	28%	31%	26%	37%	30%	26%
I post content	22%	20%	23%	33%	19%	17%
I watch videos	19%	19%	20%	31%	18%	13%
Using less in the last 6 months	17%	16%	18%	21%	17%	17%
Shows the real me	16%	16%	16%	22%	16%	14%
I trust with my information	15%	18%	13%	21%	13%	14%
I have deactivated or deleted my account	5%	5%	6%	6%	6%	6%

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STATEMENTS ON SNAPCHAT

For each of the following platforms, please check the statements that apply to you: Snapchat
(Select all that apply)

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
I have an account	43%	40%	47%	60%	38%	30%
Using more in the last 6 months	34%	37%	30%	47%	27%	30%
I post content	25%	24%	25%	39%	24%	13%
I watch videos	22%	22%	23%	33%	21%	13%
Using less in the last 6 months	22%	24%	19%	20%	23%	19%
Shows the real me	19%	16%	21%	31%	15%	14%
I trust with my information	21%	21%	21%	28%	23%	14%
I have deactivated or deleted my account	5%	5%	5%	4%	5%	7%

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STATEMENTS ON FACEBOOK

For each of the following platforms, please check the statements that apply to you: Facebook (Select all that apply)

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
I have an account	61%	57%	65%	57%	70%	68%
I post content	44%	38%	50%	32%	54%	52%
I watch videos	39%	31%	45%	32%	49%	42%
Using more in the last 6 months	36%	34%	38%	35%	37%	39%
Shows the real me	35%	32%	38%	26%	46%	40%
Using less in the last 6 months	29%	34%	23%	31%	33%	34%
I trust with my information	29%	30%	27%	24%	34%	37%
I have deactivated or deleted my account	4%	3%	5%	8%	3%	2%

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STATEMENTS ON FACEBOOK

For each of the following platforms, please check the statements that apply to you: Facebook
(Select all that apply)

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
I have an account	61%	27%	36%	56%	64%	71%
I post content	45%	30%	30%	33%	54%	58%
I watch videos	34%	27%	30%	31%	38%	42%
Using more in the last 6 months	34%	23%	26%	32%	39%	44%
Shows the real me	29%	23%	22%	27%	30%	37%
Using less in the last 6 months	33%	18%	15%	29%	30%	38%
I trust with my information	27%	22%	14%	23%	32%	39%
I have deactivated or deleted my account	5%	16%	8%	10%	4%	3%

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STATEMENTS ON YOUTUBE

For each of the following platforms, please check the statements that apply to you: YouTube
(Select all that apply)

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
I watch videos	62%	62%	63%	70%	52%	55%
I have an account	58%	59%	57%	70%	58%	48%
Using more in the last 6 months	45%	46%	43%	57%	33%	41%
Shows the real me	25%	30%	22%	27%	18%	24%
I trust with my information	24%	29%	20%	29%	22%	20%
I post content	23%	30%	16%	22%	23%	25%
Using less in the last 6 months	14%	16%	12%	14%	10%	17%
I have deactivated or deleted my account	1%	1%	2%	1%	1%	2%

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STATEMENTS ON YOUTUBE

For each of the following platforms, please check the statements that apply to you: YouTube (Select all that apply)

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
I watch videos	58%	58%	58%	65%	49%	57%
I have an account	61%	63%	59%	69%	61%	56%
Using more in the last 6 months	45%	44%	45%	52%	35%	43%
Shows the real me	26%	34%	17%	26%	26%	21%
I trust with my information	27%	36%	18%	32%	26%	24%
I post content	27%	36%	18%	27%	29%	28%
Using less in the last 6 months	14%	16%	11%	16%	14%	15%
I have deactivated or deleted my account	1%	1%	1%	0%	1%	1%

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STATEMENTS ON TWITTER

For each of the following platforms, please check the statements that apply to you: Twitter (Select all that apply)

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
I have an account	37%	40%	34%	40%	44%	36%
I post content	19%	22%	15%	21%	21%	25%
Using more in the last 6 months	18%	21%	15%	21%	19%	22%
I watch videos	18%	23%	13%	22%	19%	21%
Using less in the last 6 months	17%	19%	15%	19%	17%	20%
I trust with my information	17%	22%	12%	19%	17%	23%
Shows the real me	14%	18%	10%	13%	15%	22%
I have deactivated or deleted my account	6%	3%	8%	12%	3%	5%

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STATEMENTS ON TWITTER

For each of the following platforms, please check the statements that apply to you: Twitter (Select all that apply)

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
I have an account	42%	44%	41%	45%	45%	47%
I post content	21%	23%	19%	15%	28%	25%
Using more in the last 6 months	23%	24%	23%	22%	25%	26%
I watch videos	21%	26%	16%	23%	24%	25%
Using less in the last 6 months	19%	20%	18%	20%	17%	24%
I trust with my information	20%	25%	14%	19%	22%	25%
Shows the real me	18%	22%	15%	17%	20%	21%
I have deactivated or deleted my account	6%	6%	6%	8%	6%	6%

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THEIR FAVORITE SOCIAL MEDIA PLATFORM

Which social media platform: Is your favorite? (Select one)

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
YouTube	31%	36%	27%	38%	21%	22%
Facebook	28%	24%	31%	13%	39%	38%
Instagram	23%	26%	20%	27%	29%	22%
Snapchat	6%	4%	7%	13%	2%	3%
Twitter	4%	4%	3%	5%	4%	5%

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THEIR FAVORITE SOCIAL MEDIA PLATFORM

Which social media platform: Is your favorite?
(Select one)

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
YouTube	29%	35%	23%	34%	21%	21%
Facebook	25%	20%	30%	12%	30%	38%
Instagram	25%	25%	24%	32%	25%	21%
Snapchat	7%	7%	7%	12%	5%	3%
Twitter	6%	7%	4%	3%	9%	8%

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THEIR MOST USED SOCIAL MEDIA PLATFORM

Which social media platform: Do you use the most? (Select one)

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Facebook	33%	27%	38%	16%	43%	46%
YouTube	31%	37%	26%	39%	21%	22%
Snapchat	13%	16%	11%	18%	14%	11%
Instagram	11%	10%	11%	17%	12%	4%
Twitter	4%	5%	4%	5%	5%	7%

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THEIR MOST USED SOCIAL MEDIA PLATFORM

Which social media platform: Do you use the most? (Select one)

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Facebook	25%	20%	30%	14%	29%	40%
YouTube	31%	37%	24%	33%	23%	24%
Snapchat	17%	19%	15%	25%	17%	10%
Instagram	14%	12%	16%	18%	14%	9%
Twitter	5%	7%	3%	4%	7%	7%

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THEIR MOST AUTHENTIC SOCIAL MEDIA PLATFORM

Which social media platform: Shows the real you?
(Select one)

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Facebook	35%	34%	36%	27%	43%	39%
YouTube	20%	26%	15%	17%	17%	18%
Instagram	11%	10%	12%	18%	12%	6%
Snapchat	8%	7%	8%	14%	8%	4%
Twitter	5%	7%	3%	6%	7%	7%

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THEIR MOST AUTHENTIC SOCIAL MEDIA PLATFORM

Which social media platform: Shows the real you?
(Select one)

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Facebook	31%	31%	31%	21%	42%	37%
YouTube	16%	22%	9%	16%	13%	15%
Instagram	17%	15%	18%	20%	16%	10%
Snapchat	11%	10%	12%	22%	7%	5%
Twitter	6%	7%	4%	6%	8%	4%

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WHERE THEY POST THE MOST ON SOCIAL MEDIA

Which social media platform: Do you post the most content? (Select one)

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Facebook	34%	27%	40%	21%	45%	41%
YouTube	18%	23%	14%	15%	17%	13%
Instagram	13%	11%	13%	23%	13%	7%
Snapchat	9%	9%	9%	20%	7%	6%
Twitter	7%	10%	5%	6%	8%	12%

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WHERE THEY POST THE MOST ON SOCIAL MEDIA

Which social media platform: Do you post the most content? (Select one)

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Facebook	28%	24%	31%	17%	34%	36%
YouTube	17%	26%	9%	18%	18%	14%
Instagram	17%	15%	20%	23%	15%	13%
Snapchat	11%	12%	11%	22%	9%	6%
Twitter	9%	10%	7%	7%	13%	11%

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WHERE THEY VIEW THE MOST CONTENT ON SOCIAL MEDIA

Which social media platform: Do you view the most content? (Select one)

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
YouTube	34%	36%	31%	42%	23%	24%
Facebook	28%	22%	34%	16%	37%	38%
Twitter	12%	17%	8%	9%	14%	16%
Instagram	10%	9%	11%	18%	12%	5%
Snapchat	5%	7%	4%	9%	5%	4%

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WHERE THEY VIEW THE MOST CONTENT ON SOCIAL MEDIA

Which social media platform: Do you view the most content? (Select one)

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
YouTube	33%	40%	27%	38%	24%	27%
Facebook	20%	16%	25%	12%	24%	30%
Twitter	12%	13%	10%	10%	17%	12%
Instagram	17%	16%	17%	18%	18%	13%
Snapchat	7%	7%	7%	13%	5%	4%

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STATEMENTS ON SOCIAL MEDIA

Please indicate which statements about social media you agree with: Summary - Yes

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Does social media help you truly connect with others	62%	64%	59%	62%	65%	62%
Do the pros of social media outweigh the cons	59%	63%	55%	51%	64%	60%
Do you send memes to others	58%	60%	56%	65%	64%	51%
Do you like going to places with cool photo opportunities	58%	58%	57%	59%	61%	58%
Can you tell whether a brand is "for you" by looking at their social media	55%	57%	54%	50%	59%	59%
Is social media bad for mental health	53%	53%	52%	56%	55%	58%
Can you tell whether you would like someone from their social media profile	51%	54%	49%	51%	55%	57%
Do you follow meme accounts	46%	50%	43%	57%	46%	43%
Does social media show real life	45%	55%	37%	35%	46%	50%

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STATEMENTS ON SOCIAL MEDIA

Please indicate which statements about social media you agree with: Summary - Yes

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Does social media help you truly connect with others	62%	63%	61%	56%	66%	64%
Do the pros of social media outweigh the cons	58%	60%	56%	58%	60%	59%
Do you send memes to others	60%	61%	58%	66%	62%	56%
Do you like going to places with cool photo opportunities	57%	61%	54%	61%	61%	62%
Can you tell whether a brand is "for you" by looking at their social media	56%	59%	52%	58%	58%	60%
Is social media bad for mental health	53%	53%	54%	52%	58%	66%
Can you tell whether you would like someone from their social media profile	52%	59%	46%	52%	60%	61%
Do you follow meme accounts	46%	51%	40%	57%	46%	44%
Does social media show real life	45%	51%	40%	41%	50%	51%

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STATEMENTS ON SOCIAL MEDIA CONT.

Please indicate which statements about social media you agree with: Summary - Yes

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Have you ever done something just to post about it	41%	49%	33%	43%	43%	44%
Do you know how to become famous on social media	38%	49%	28%	35%	45%	45%
Do you consider yourself an influencer	35%	46%	25%	30%	40%	46%
Do you know how to make money off your social media accounts/ channels	35%	46%	26%	34%	39%	46%
Are you trying to make money off one of your social media accounts/ channels	33%	41%	26%	33%	35%	40%
Have you ever been to an "Instagram experience" (Ex. Museum of Ice Cream, Refinery 29 Rooms, etc.)	28%	37%	20%	23%	30%	39%
Do you currently make money off one of your social media accounts/ channels	27%	39%	17%	22%	35%	38%
Do you have a Finstagram	22%	30%	15%	24%	26%	31%

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STATEMENTS ON SOCIAL MEDIA CONT.

Please indicate which statements about social media you agree with: Summary - Yes

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Have you ever done something just to post about it	44%	52%	37%	43%	47%	48%
Do you know how to become famous on social media	37%	45%	29%	37%	40%	46%
Do you consider yourself an influencer	35%	43%	28%	31%	39%	46%
Do you know how to make money off your social media accounts/ channels	40%	51%	29%	41%	46%	46%
Are you trying to make money off one of your social media accounts/ channels	33%	43%	24%	33%	39%	37%
Have you ever been to an "Instagram experience" (Ex. Museum of Ice Cream, Refinery 29 Rooms, etc.)	32%	43%	21%	28%	35%	39%
Do you currently make money off one of your social media accounts/ channels	29%	40%	19%	26%	35%	38%
Do you have a Finstagram	28%	35%	20%	27%	30%	37%

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THEIR THOUGHTS ON SNAPCHAT

Please indicate which statements about Snapchat you agree with: (Select all that apply)

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
I still think Snapchat is cool	23%	26%	19%	38%	16%	22%
I'm not into Snapchat streaks anymore	14%	13%	15%	22%	14%	10%
I feel Snapchat understands me and my needs	14%	17%	11%	15%	10%	20%
Snapchat isn't as cool as it used to be	13%	11%	14%	19%	14%	10%
I do not subscribe to any channels on Snapchat discover but watch it from time to time	13%	11%	15%	15%	12%	13%
Snapchat's update made the app confusing to me	13%	14%	10%	16%	13%	12%
Snapchat Discover feels disorganized	12%	13%	11%	14%	14%	13%
Snapchat is lower pressure than Instagram	12%	13%	10%	22%	11%	14%
Maintaining my Snapchat streaks is important to me	11%	15%	8%	18%	13%	15%
I don't feel like Snapchat understands me or my needs	11%	11%	10%	13%	11%	11%
When messaging someone, I wait in the Snapchat app until they respond	11%	14%	8%	12%	10%	15%
I stopped using Snapchat after the update	10%	14%	6%	11%	13%	15%
I started using Snapchat less once Instagram Stories came along	9%	11%	8%	11%	6%	14%
I subscribe to channels on Snapchat discover	9%	10%	9%	15%	7%	13%

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THEIR THOUGHTS ON SNAPCHAT

Please indicate which statements about Snapchat you agree with: (Select all that apply)

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
I still think Snapchat is cool	24%	24%	26%	38%	16%	25%
I'm not into Snapchat streaks anymore	13%	13%	17%	22%	13%	16%
I feel Snapchat understands me and my needs	13%	13%	10%	15%	14%	10%
Snapchat isn't as cool as it used to be	15%	15%	16%	19%	15%	11%
I do not subscribe to any channels on Snapchat discover but watch it from time to time	9%	9%	13%	15%	9%	12%
Snapchat's update made the app confusing to me	12%	12%	14%	16%	13%	14%
Snapchat Discover feels disorganized	14%	14%	11%	14%	15%	13%
Snapchat is lower pressure than Instagram	14%	14%	15%	22%	9%	13%
Maintaining my Snapchat streaks is important to me	15%	15%	11%	18%	12%	12%
I don't feel like Snapchat understands me or my needs	11%	11%	11%	13%	9%	10%
When messaging someone, I wait in the Snapchat app until they respond	10%	10%	11%	12%	13%	10%
I stopped using Snapchat after the update	12%	12%	8%	11%	11%	12%
I started using Snapchat less once Instagram Stories came along	11%	11%	9%	11%	10%	12%
I subscribe to channels on Snapchat discover	15%	15%	10%	15%	8%	18%

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THEIR THOUGHTS ON INSTAGRAM

Please indicate which statements about Instagram you agree with: (Select all that apply)

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
I don't watch IGTV	22%	17%	26%	25%	22%	18%
I like it when brands provide product pricing in their stories/ feed	17%	20%	14%	15%	18%	22%
I spend more time watching stories than I do scrolling through my feed	16%	20%	13%	17%	15%	15%
I find out about products I want to buy from Instagram	16%	19%	12%	19%	18%	19%
I like to follow bigger influencers over micro influencers (100k followers or less)	14%	19%	10%	17%	14%	21%
I prefer to post to my story than to my feed	14%	18%	10%	16%	8%	22%
I find micro influencers (100k followers or less) more interesting than bigger influencers	12%	14%	11%	18%	13%	12%
I look at the shoppable options in my feed regularly	11%	17%	7%	11%	11%	18%
I watch IGTV	11%	17%	5%	9%	12%	16%
I have purchased something on Instagram	10%	14%	7%	9%	11%	15%

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THEIR THOUGHTS ON INSTAGRAM

Please indicate which statements about Instagram you agree with: (Select all that apply)

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
I don't watch IGTV	20%	16%	24%	28%	19%	17%
I like it when brands provide product pricing in their stories/ feed	20%	19%	21%	22%	19%	23%
I spend more time watching stories than I do scrolling through my feed	17%	18%	15%	16%	14%	22%
I find out about products I want to buy from Instagram	18%	14%	21%	18%	21%	20%
I like to follow bigger influencers over micro influencers (100k followers or less)	16%	20%	12%	21%	13%	16%
I prefer to post to my story than to my feed	17%	20%	14%	20%	18%	16%
I find micro influencers (100k followers or less) more interesting than bigger influencers	14%	15%	13%	17%	14%	12%
I look at the shoppable options in my feed regularly	15%	15%	14%	12%	19%	23%
I watch IGTV	13%	16%	10%	11%	13%	23%
I have purchased something on Instagram	12%	15%	8%	9%	13%	19%

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THEIR THOUGHTS ON FACEBOOK

Please indicate which statements about Facebook you agree with: (Select all that apply)

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Facebook is the easiest way to stay connected with everyone	37%	30%	43%	29%	43%	42%
I enjoy using Facebook	35%	34%	37%	25%	42%	43%
I watch videos on Facebook	33%	29%	36%	30%	36%	39%
Facebook keeps me in the loop with my broader social network	26%	24%	28%	18%	35%	35%
Facebook makes me happy	21%	23%	20%	16%	25%	27%
Facebook stresses me out	17%	19%	14%	15%	20%	24%
Facebook isn't relevant to people my age	14%	20%	9%	21%	9%	20%
I use Facebook third party authentication	11%	15%	7%	10%	10%	18%

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THEIR THOUGHTS ON FACEBOOK

Please indicate which statements about Facebook you agree with: (Select all that apply)

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Facebook is the easiest way to stay connected with everyone	31%	27%	36%	27%	34%	42%
I enjoy using Facebook	30%	30%	30%	28%	36%	34%
I watch videos on Facebook	29%	27%	30%	28%	32%	31%
Facebook keeps me in the loop with my broader social network	24%	23%	26%	21%	24%	31%
Facebook makes me happy	22%	23%	22%	18%	26%	31%
Facebook stresses me out	17%	18%	15%	15%	18%	21%
Facebook isn't relevant to people my age	18%	22%	14%	26%	13%	16%
I use Facebook third party authentication	12%	16%	8%	13%	10%	18%

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THEIR THOUGHTS ON YOUTUBE

Please indicate which statements about YouTube you agree with: (Select all that apply)

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
I subscribe to channels on YouTube	41%	45%	39%	52%	33%	34%
My favorite influencers are on YouTube	31%	35%	27%	38%	23%	26%
I prefer to watch YouTube over TV	31%	37%	25%	37%	19%	23%
I send my friends YouTube videos I think they might enjoy	29%	29%	28%	34%	28%	26%
I get annoyed by ads on YouTube	27%	27%	27%	39%	25%	20%
I have my own YouTube channel	21%	26%	17%	24%	16%	23%
I use YouTube TV	21%	27%	15%	18%	15%	31%
I post videos on YouTube	17%	23%	11%	15%	14%	22%

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THEIR THOUGHTS ON YOUTUBE

Please indicate which statements about YouTube you agree with: (Select all that apply)

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
I subscribe to channels on YouTube	38%	37%	39%	50%	31%	38%
My favorite influencers are on YouTube	28%	31%	25%	36%	22%	29%
I prefer to watch YouTube over TV	26%	31%	21%	33%	21%	24%
I send my friends YouTube videos I think they might enjoy	26%	28%	23%	31%	24%	24%
I get annoyed by ads on YouTube	27%	25%	28%	35%	23%	26%
I have my own YouTube channel	21%	24%	17%	28%	18%	19%
I use YouTube TV	21%	27%	16%	20%	20%	32%
I post videos on YouTube	17%	24%	10%	16%	16%	20%

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WHAT MAKES THEM FEEL ACCOMPLISHED

For each of the below options indicate if if makes you feel: Accomplished or Unproductive? Summary - Accomplished

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Plan a trip	94%	93%	95%	92%	94%	94%
Hang out with a friend	92%	92%	92%	89%	93%	92%
See your family	92%	94%	90%	85%	92%	92%
Get back from vacation	86%	89%	84%	84%	88%	84%
Finish a season of a show	82%	88%	78%	76%	88%	81%
Post on Instagram	75%	80%	70%	68%	82%	72%
Watch one episode of a show	74%	84%	66%	64%	80%	78%
Binge watch multiple episodes of a show	70%	80%	61%	63%	71%	75%
Rewatch a TV show	68%	78%	59%	57%	69%	78%
Browse Snapchat	58%	70%	48%	49%	64%	58%
Browse Instagram	57%	70%	46%	46%	65%	65%
Instagram stalk someone	44%	56%	34%	38%	56%	56%

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WHAT MAKES THEM FEEL ACCOMPLISHED

For each of the below options indicate if if makes you feel: Accomplished or Unproductive? Summary - Accomplished

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Plan a trip	93%	93%	94%	88%	94%	97%
Hang out with a friend	94%	94%	93%	91%	92%	96%
See your family	90%	91%	88%	85%	93%	92%
Get back from vacation	86%	88%	84%	82%	85%	93%
Finish a season of a show	84%	86%	81%	78%	84%	86%
Post on Instagram	74%	77%	72%	73%	79%	74%
Watch one episode of a show	79%	87%	71%	66%	88%	77%
Binge watch multiple episodes of a show	71%	79%	63%	62%	79%	75%
Rewatch a TV show	70%	79%	60%	52%	80%	75%
Browse Snapchat	59%	70%	49%	49%	68%	61%
Browse Instagram	61%	69%	52%	50%	72%	67%
Instagram stalk someone	49%	58%	40%	43%	60%	55%

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WHAT MAKES THEM FEEL UNPRODUCTIVE

For each of the below options indicate if if makes you feel: Accomplished or Unproductive? Summary - Unproductive

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Instagram stalk someone	56%	44%	66%	62%	44%	44%
Browse Instagram	43%	30%	54%	54%	35%	35%
Browse Snapchat	42%	30%	52%	51%	36%	42%
Rewatch a TV show	32%	22%	41%	43%	31%	22%
Binge watch multiple episodes of a show	30%	20%	39%	37%	29%	25%
Watch one episode of a show	26%	16%	34%	36%	20%	22%
Post on Instagram	25%	20%	30%	32%	18%	28%
Finish a season of a show	18%	12%	22%	24%	12%	19%
Get back from vacation	14%	11%	16%	16%	12%	16%
See your family	8%	6%	10%	15%	8%	8%
Hang out with a friend	8%	8%	8%	11%	7%	8%
Plan a trip	6%	7%	5%	8%	6%	6%

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WHAT MAKES THEM FEEL UNPRODUCTIVE

For each of the below options indicate if if makes you feel: Accomplished or Unproductive? Summary - Unproductive

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Instagram stalk someone	51%	42%	60%	57%	40%	45%
Browse Instagram	39%	31%	48%	50%	28%	33%
Browse Snapchat	41%	30%	51%	51%	32%	39%
Rewatch a TV show	30%	21%	40%	48%	20%	25%
Binge watch multiple episodes of a show	29%	21%	37%	38%	21%	25%
Watch one episode of a show	21%	13%	29%	34%	12%	23%
Post on Instagram	26%	23%	28%	27%	21%	26%
Finish a season of a show	16%	14%	19%	22%	16%	14%
Get back from vacation	14%	12%	16%	18%	15%	7%
See your family	10%	9%	12%	15%	7%	8%
Hang out with a friend	6%	6%	7%	9%	8%	4%
Plan a trip	7%	7%	6%	12%	6%	3%

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WHAT MAKES THEM FEEL HAPPY

For each of the below options indicate if if makes you feel: Happy or Sad? Summary - Happy

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Hang out with a friend	95%	95%	95%	94%	95%	95%
Plan a trip	95%	95%	95%	93%	95%	96%
Watch one episode of a show	94%	96%	93%	87%	96%	96%
See your family	90%	93%	87%	85%	89%	92%
Binge watch multiple episodes of a show	88%	91%	86%	83%	90%	90%
Rewatch a TV show	87%	89%	85%	77%	88%	90%
Post on Instagram	78%	84%	73%	74%	83%	76%
Browse Instagram	76%	83%	69%	73%	82%	74%
Finish a season of a show	73%	82%	66%	63%	83%	78%
Get back from vacation	71%	78%	65%	64%	78%	76%
Browse Snapchat	70%	79%	62%	69%	76%	64%
Instagram stalk someone	49%	59%	39%	45%	60%	58%

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WHAT MAKES THEM FEEL HAPPY

For each of the below options indicate if if makes you feel: Happy or Sad? Summary - Happy

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Hang out with a friend	94%	95%	93%	91%	93%	96%
Plan a trip	92%	93%	92%	89%	91%	96%
Watch one episode of a show	94%	96%	93%	92%	94%	96%
See your family	90%	92%	88%	85%	92%	93%
Binge watch multiple episodes of a show	90%	91%	88%	83%	93%	91%
Rewatch a TV show	86%	88%	85%	77%	90%	91%
Post on Instagram	78%	78%	79%	78%	82%	77%
Browse Instagram	76%	80%	73%	74%	81%	79%
Finish a season of a show	74%	80%	69%	65%	82%	84%
Get back from vacation	74%	83%	65%	65%	74%	86%
Browse Snapchat	72%	79%	67%	71%	75%	72%
Instagram stalk someone	53%	60%	46%	45%	63%	62%

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WHAT MAKES THEM FEEL SAD

For each of the below options indicate if if makes you feel: Happy or Sad? Summary - Sad

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Instagram stalk someone	51%	41%	61%	55%	40%	42%
Browse Snapchat	30%	21%	38%	31%	24%	36%
Get back from vacation	29%	22%	35%	36%	22%	24%
Finish a season of a show	27%	18%	34%	37%	17%	22%
Browse Instagram	24%	17%	31%	27%	18%	26%
Post on Instagram	22%	16%	27%	26%	17%	24%
Rewatch a TV show	13%	11%	15%	23%	12%	10%
Binge watch multiple episodes of a show	12%	9%	14%	17%	10%	10%
See your family	10%	7%	13%	15%	11%	8%
Watch one episode of a show	6%	4%	7%	13%	4%	4%
Plan a trip	5%	5%	5%	7%	5%	4%
Hang out with a friend	5%	5%	5%	6%	5%	5%

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WHAT MAKES THEM FEEL SAD

For each of the below options indicate if if makes you feel: Happy or Sad? Summary - Sad

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Instagram stalk someone	47%	40%	54%	55%	37%	38%
Browse Snapchat	28%	21%	33%	29%	25%	28%
Get back from vacation	26%	17%	35%	35%	26%	14%
Finish a season of a show	26%	20%	31%	35%	18%	16%
Browse Instagram	24%	20%	27%	26%	19%	21%
Post on Instagram	22%	22%	21%	22%	18%	23%
Rewatch a TV show	14%	12%	15%	23%	10%	9%
Binge watch multiple episodes of a show	10%	9%	12%	17%	7%	9%
See your family	10%	8%	12%	15%	8%	7%
Watch one episode of a show	6%	4%	7%	8%	6%	4%
Plan a trip	8%	7%	8%	11%	9%	4%
Hang out with a friend	6%	5%	7%	9%	7%	4%

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WHAT MAKES THEM FEEL RELAXED

For each of the below options indicate if if makes you feel: Relaxed or Anxious? Summary - Relaxed

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Hang out with a friend	92%	94%	90%	87%	93%	94%
Rewatch a TV show	88%	90%	87%	82%	91%	88%
Watch one episode of a show	88%	92%	86%	82%	92%	93%
Binge watch multiple episodes of a show	85%	87%	83%	80%	88%	88%
See your family	85%	90%	81%	74%	88%	86%
Get back from vacation	81%	88%	76%	75%	81%	85%
Finish a season of a show	80%	85%	77%	74%	83%	85%
Browse Instagram	74%	81%	69%	69%	82%	74%
Plan a trip	70%	76%	66%	65%	77%	77%
Post on Instagram	69%	76%	63%	60%	76%	73%
Browse Snapchat	68%	77%	61%	66%	73%	63%
Instagram stalk someone	44%	54%	34%	35%	58%	56%

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WHAT MAKES THEM FEEL RELAXED

For each of the below options indicate if if makes you feel: Relaxed or Anxious? Summary - Relaxed

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Hang out with a friend	91%	93%	90%	84%	90%	92%
Rewatch a TV show	87%	90%	84%	80%	89%	92%
Watch one episode of a show	90%	93%	88%	83%	92%	95%
Binge watch multiple episodes of a show	88%	88%	87%	83%	90%	90%
See your family	84%	87%	80%	76%	87%	86%
Get back from vacation	85%	88%	82%	80%	85%	89%
Finish a season of a show	84%	84%	83%	76%	88%	90%
Browse Instagram	75%	77%	72%	69%	80%	78%
Plan a trip	75%	83%	68%	65%	78%	76%
Post on Instagram	70%	75%	66%	57%	81%	74%
Browse Snapchat	73%	78%	67%	68%	76%	73%
Instagram stalk someone	50%	58%	41%	42%	57%	60%

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WHAT MAKES THEM FEEL ANXIOUS

For each of the below options indicate if if makes you feel: Relaxed or Anxious? Summary - Anxious

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Instagram stalk someone	56%	46%	66%	65%	42%	44%
Browse Snapchat	32%	23%	39%	34%	27%	37%
Post on Instagram	31%	24%	37%	40%	24%	27%
Plan a trip	30%	24%	34%	35%	23%	23%
Browse Instagram	26%	19%	31%	31%	18%	26%
Finish a season of a show	20%	15%	23%	26%	17%	15%
Get back from vacation	19%	12%	24%	25%	19%	15%
See your family	15%	10%	19%	26%	12%	14%
Binge watch multiple episodes of a show	15%	13%	17%	20%	12%	12%
Watch one episode of a show	12%	8%	14%	18%	8%	7%
Rewatch a TV show	12%	10%	13%	18%	9%	12%
Hang out with a friend	8%	6%	10%	13%	7%	6%

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WHAT MAKES THEM FEEL ANXIOUS

For each of the below options indicate if if makes you feel: Relaxed or Anxious? Summary - Anxious

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Instagram stalk someone	50%	42%	59%	58%	43%	40%
Browse Snapchat	27%	22%	33%	32%	24%	27%
Post on Instagram	30%	25%	34%	43%	19%	26%
Plan a trip	25%	17%	32%	35%	22%	24%
Browse Instagram	25%	23%	28%	31%	20%	22%
Finish a season of a show	16%	16%	17%	24%	12%	10%
Get back from vacation	15%	12%	18%	20%	15%	11%
See your family	16%	13%	20%	24%	13%	14%
Binge watch multiple episodes of a show	12%	12%	13%	17%	10%	10%
Watch one episode of a show	10%	7%	12%	17%	8%	5%
Rewatch a TV show	13%	10%	16%	20%	11%	8%
Hang out with a friend	9%	7%	10%	16%	10%	8%

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WHAT MAKES THEM FEEL BETTER THAN

For each of the below options indicate if if makes you feel: Better Than or Less Than? Summary - Better Than

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Plan a trip	93%	94%	92%	90%	94%	92%
Hang out with a friend	92%	92%	92%	87%	93%	94%
Watch one episode of a show	89%	92%	87%	83%	91%	90%
See your family	89%	91%	87%	81%	90%	92%
Get back from vacation	82%	86%	78%	74%	87%	85%
Finish a season of a show	81%	85%	78%	70%	87%	83%
Binge watch multiple episodes of a show	81%	85%	77%	75%	83%	82%
Rewatch a TV show	78%	84%	73%	72%	81%	76%
Post on Instagram	73%	79%	68%	69%	79%	72%
Browse Instagram	67%	74%	61%	63%	71%	70%
Browse Snapchat	63%	72%	55%	58%	64%	62%
Instagram stalk someone	45%	56%	35%	38%	57%	58%

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WHAT MAKES THEM FEEL BETTER THAN

For each of the below options indicate if if makes you feel: Better Than or Less Than? Summary - Better Than

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Plan a trip	92%	92%	93%	89%	92%	95%
Hang out with a friend	94%	94%	94%	89%	93%	96%
Watch one episode of a show	90%	93%	87%	84%	90%	91%
See your family	89%	91%	88%	82%	91%	92%
Get back from vacation	86%	87%	84%	75%	85%	94%
Finish a season of a show	85%	86%	83%	75%	88%	90%
Binge watch multiple episodes of a show	82%	85%	78%	72%	87%	85%
Rewatch a TV show	80%	84%	77%	67%	87%	81%
Post on Instagram	76%	78%	74%	74%	81%	74%
Browse Instagram	69%	75%	63%	64%	77%	74%
Browse Snapchat	65%	73%	58%	63%	71%	64%
Instagram stalk someone	51%	59%	43%	44%	63%	60%

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WHAT MAKES THEM FEEL LESS THAN

For each of the below options indicate if if makes you feel: Better Than or Less Than? Summary - Less Than

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Instagram stalk someone	55%	44%	65%	62%	43%	42%
Browse Snapchat	37%	28%	45%	42%	36%	38%
Browse Instagram	33%	26%	39%	37%	29%	30%
Post on Instagram	27%	21%	32%	31%	21%	28%
Rewatch a TV show	22%	16%	27%	28%	19%	24%
Binge watch multiple episodes of a show	19%	15%	23%	25%	17%	18%
Finish a season of a show	19%	15%	22%	30%	13%	17%
Get back from vacation	18%	14%	22%	26%	13%	15%
See your family	11%	9%	13%	19%	10%	8%
Watch one episode of a show	11%	8%	13%	17%	9%	10%
Hang out with a friend	8%	8%	8%	13%	7%	6%
Plan a trip	7%	6%	8%	10%	6%	8%

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WHAT MAKES THEM FEEL BETTER THAN

For each of the below options indicate if if makes you feel: Better Than or Less Than? Summary - Less Than

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Instagram stalk someone	49%	41%	57%	56%	37%	40%
Browse Snapchat	35%	27%	42%	37%	29%	36%
Browse Instagram	31%	25%	37%	36%	23%	26%
Post on Instagram	24%	22%	26%	26%	19%	26%
Rewatch a TV show	20%	16%	23%	33%	13%	19%
Binge watch multiple episodes of a show	18%	15%	22%	28%	13%	15%
Finish a season of a show	15%	14%	17%	25%	12%	10%
Get back from vacation	14%	13%	16%	25%	15%	6%
See your family	11%	9%	12%	18%	9%	8%
Watch one episode of a show	10%	7%	13%	16%	10%	9%
Hang out with a friend	6%	6%	6%	11%	7%	4%
Plan a trip	8%	8%	7%	11%	8%	5%

Trends
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WHAT MAKES THEM FEEL CONNECTED

For each of the below options indicate if if makes you feel: Connected or Isolated? Summary - Connected

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Hang out with a friend	93%	93%	93%	92%	92%	94%
Plan a trip	91%	91%	92%	87%	93%	93%
See your family	88%	94%	84%	81%	90%	90%
Watch one episode of a show	88%	92%	85%	81%	91%	87%
Finish a season of a show	83%	88%	79%	72%	88%	84%
Get back from vacation	83%	87%	79%	74%	87%	84%
Rewatch a TV show	82%	86%	80%	72%	84%	85%
Binge watch multiple episodes of a show	79%	83%	75%	70%	82%	82%
Post on Instagram	78%	83%	74%	74%	81%	75%
Browse Instagram	72%	80%	65%	68%	76%	72%
Browse Snapchat	67%	76%	59%	62%	73%	63%
Instagram stalk someone	48%	57%	41%	42%	63%	57%

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WHAT MAKES THEM FEEL CONNECTED

For each of the below options indicate if if makes you feel: Connected or Isolated? Summary - Connected

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Hang out with a friend	92%	93%	91%	89%	90%	96%
Plan a trip	92%	92%	93%	89%	91%	96%
See your family	89%	90%	88%	83%	90%	93%
Watch one episode of a show	88%	92%	84%	79%	90%	90%
Finish a season of a show	84%	89%	79%	72%	88%	89%
Get back from vacation	84%	86%	81%	77%	83%	89%
Rewatch a TV show	82%	87%	77%	70%	85%	88%
Binge watch multiple episodes of a show	76%	83%	69%	65%	83%	79%
Post on Instagram	77%	77%	77%	77%	82%	77%
Browse Instagram	74%	78%	70%	72%	80%	77%
Browse Snapchat	71%	76%	66%	68%	73%	71%
Instagram stalk someone	53%	61%	44%	48%	61%	60%

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WHAT MAKES THEM FEEL ISOLATED

For each of the below options indicate if if makes you feel: Connected or Isolated? Summary - Isolated

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Instagram stalk someone	52%	43%	59%	58%	37%	43%
Browse Snapchat	33%	24%	41%	38%	27%	37%
Browse Instagram	28%	20%	35%	32%	24%	28%
Post on Instagram	22%	17%	26%	26%	19%	25%
Binge watch multiple episodes of a show	21%	17%	25%	30%	18%	18%
Rewatch a TV show	18%	14%	20%	28%	16%	15%
Get back from vacation	17%	13%	21%	26%	13%	16%
Finish a season of a show	17%	12%	21%	28%	12%	16%
Watch one episode of a show	12%	8%	15%	19%	9%	13%
See your family	12%	6%	16%	19%	10%	10%
Plan a trip	9%	9%	8%	13%	7%	7%
Hang out with a friend	7%	7%	7%	8%	8%	6%

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WHAT MAKES THEM FEEL ISOLATED

For each of the below options indicate if if makes you feel: Connected or Isolated? Summary - Isolated

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Instagram stalk someone	47%	39%	56%	52%	39%	40%
Browse Snapchat	29%	24%	34%	32%	27%	29%
Browse Instagram	26%	22%	30%	28%	20%	23%
Post on Instagram	23%	23%	23%	23%	18%	23%
Binge watch multiple episodes of a show	24%	17%	31%	35%	17%	21%
Rewatch a TV show	18%	13%	23%	30%	15%	12%
Get back from vacation	16%	14%	19%	23%	17%	11%
Finish a season of a show	16%	11%	21%	28%	12%	11%
Watch one episode of a show	12%	8%	16%	21%	10%	10%
See your family	11%	10%	12%	17%	10%	7%
Plan a trip	8%	8%	7%	11%	9%	4%
Hang out with a friend	8%	7%	9%	11%	10%	4%

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WHAT MAKES THEM FEEL ENERGIZED

For each of the below options indicate if if makes you feel: Energized or Exhausted? Summary - Energized

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Hang out with a friend	86%	88%	84%	79%	86%	91%
Watch one episode of a show	84%	90%	79%	75%	86%	86%
See your family	82%	88%	77%	73%	81%	88%
Plan a trip	79%	83%	77%	71%	86%	82%
Rewatch a TV show	76%	80%	72%	65%	81%	81%
Post on Instagram	74%	79%	69%	69%	79%	74%
Finish a season of a show	73%	79%	67%	60%	77%	76%
Binge watch multiple episodes of a show	67%	75%	61%	54%	73%	72%
Browse Instagram	66%	75%	58%	56%	75%	69%
Browse Snapchat	63%	75%	54%	58%	70%	62%
Get back from vacation	55%	66%	45%	44%	63%	64%
Instagram stalk someone	48%	59%	38%	42%	62%	56%

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WHAT MAKES THEM FEEL ENERGIZED

For each of the below options indicate if if makes you feel: Energized or Exhausted? Summary - Energized

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Hang out with a friend	86%	89%	83%	80%	85%	90%
Watch one episode of a show	84%	88%	80%	73%	88%	84%
See your family	81%	87%	76%	75%	82%	83%
Plan a trip	81%	84%	77%	74%	84%	89%
Rewatch a TV show	75%	78%	72%	60%	80%	78%
Post on Instagram	74%	76%	73%	69%	79%	75%
Finish a season of a show	75%	81%	69%	63%	81%	82%
Binge watch multiple episodes of a show	65%	74%	56%	50%	73%	72%
Browse Instagram	68%	76%	61%	65%	75%	70%
Browse Snapchat	66%	75%	56%	61%	71%	63%
Get back from vacation	62%	72%	53%	47%	70%	69%
Instagram stalk someone	51%	59%	42%	45%	62%	58%

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WHAT MAKES THEM FEEL EXHAUSTED

For each of the below options indicate if if makes you feel: Energized or Exhausted? Summary - Exhausted

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Instagram stalk someone	52%	41%	62%	58%	38%	44%
Get back from vacation	45%	34%	55%	56%	37%	36%
Browse Snapchat	37%	25%	46%	42%	30%	38%
Browse Instagram	34%	25%	42%	44%	25%	31%
Binge watch multiple episodes of a show	33%	25%	39%	46%	27%	28%
Finish a season of a show	27%	21%	33%	40%	23%	24%
Post on Instagram	26%	21%	31%	31%	21%	26%
Rewatch a TV show	24%	20%	28%	35%	19%	19%
Plan a trip	21%	17%	23%	29%	14%	18%
See your family	18%	12%	23%	27%	19%	12%
Watch one episode of a show	16%	10%	21%	25%	14%	14%
Hang out with a friend	14%	12%	16%	21%	14%	9%

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WHAT MAKES THEM FEEL EXHAUSTED

For each of the below options indicate if if makes you feel: Energized or Exhausted? Summary - Exhausted

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Instagram stalk someone	49%	41%	58%	55%	38%	42%
Get back from vacation	38%	28%	47%	53%	30%	31%
Browse Snapchat	34%	25%	44%	39%	29%	37%
Browse Instagram	32%	24%	39%	35%	25%	30%
Binge watch multiple episodes of a show	35%	26%	44%	50%	27%	28%
Finish a season of a show	25%	19%	31%	37%	19%	18%
Post on Instagram	26%	24%	27%	31%	21%	25%
Rewatch a TV show	25%	22%	28%	40%	20%	22%
Plan a trip	19%	16%	23%	26%	16%	11%
See your family	19%	13%	24%	25%	18%	17%
Watch one episode of a show	16%	12%	20%	27%	12%	16%
Hang out with a friend	14%	11%	17%	20%	15%	10%

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THE STATE OF THE WORLD

In your opinion, is the world getting better, worse, or staying the same? (Select one)

NATIONAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Better	36%	52%	23%	25%	45%	51%
Worse	40%	26%	52%	52%	35%	32%
The same	24%	22%	26%	23%	20%	17%

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THE STATE OF THE WORLD

In your opinion, is the world getting better, worse, or staying the same? (Select one)

COASTAL

	Total	Males	Females	Gen Z 13-23	Gen Y 24-38	Gen X 39-50
Better	40%	54%	26%	30%	43%	50%
Worse	41%	30%	52%	50%	34%	38%
The same	19%	17%	22%	20%	24%	12%

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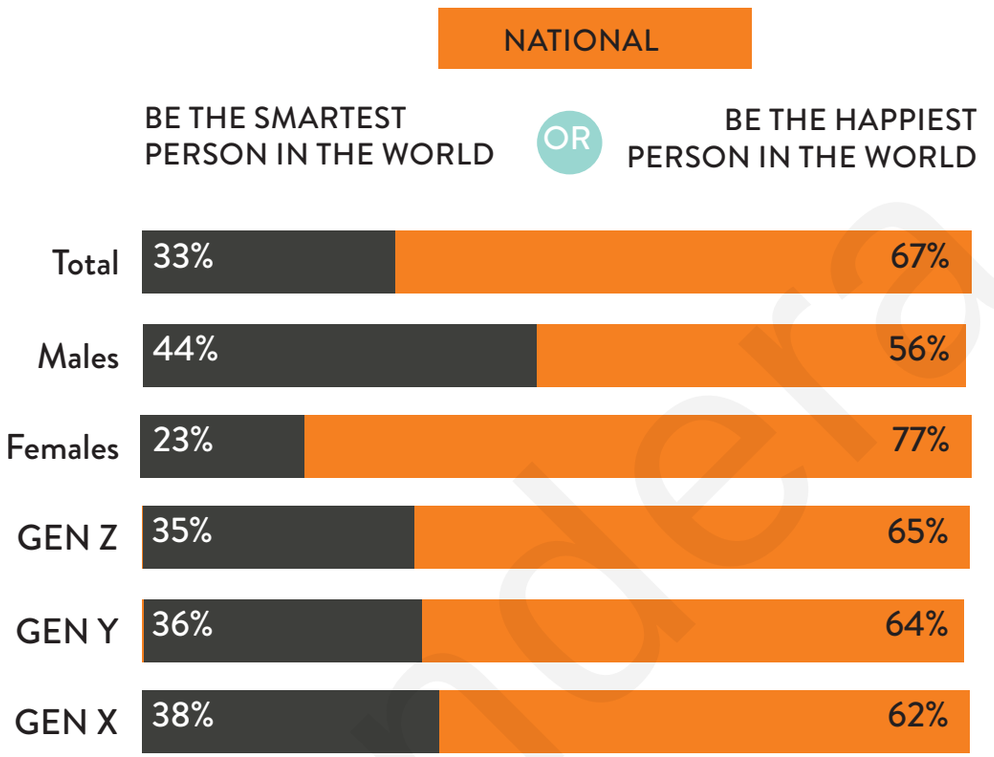
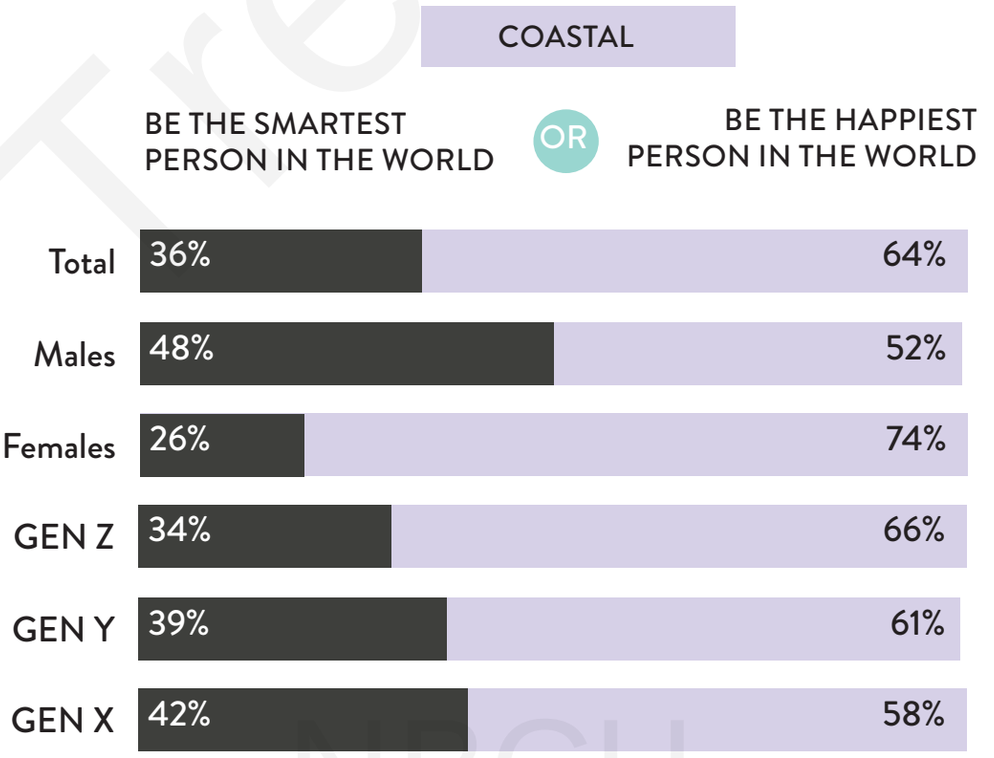
WOULD YOU RATHER...





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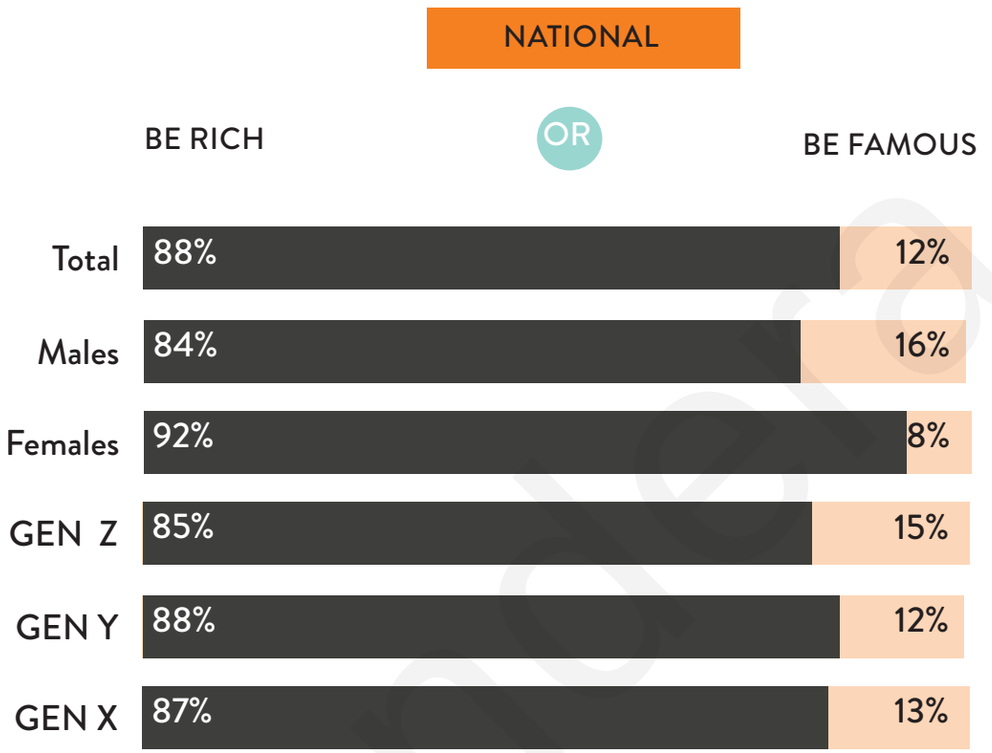

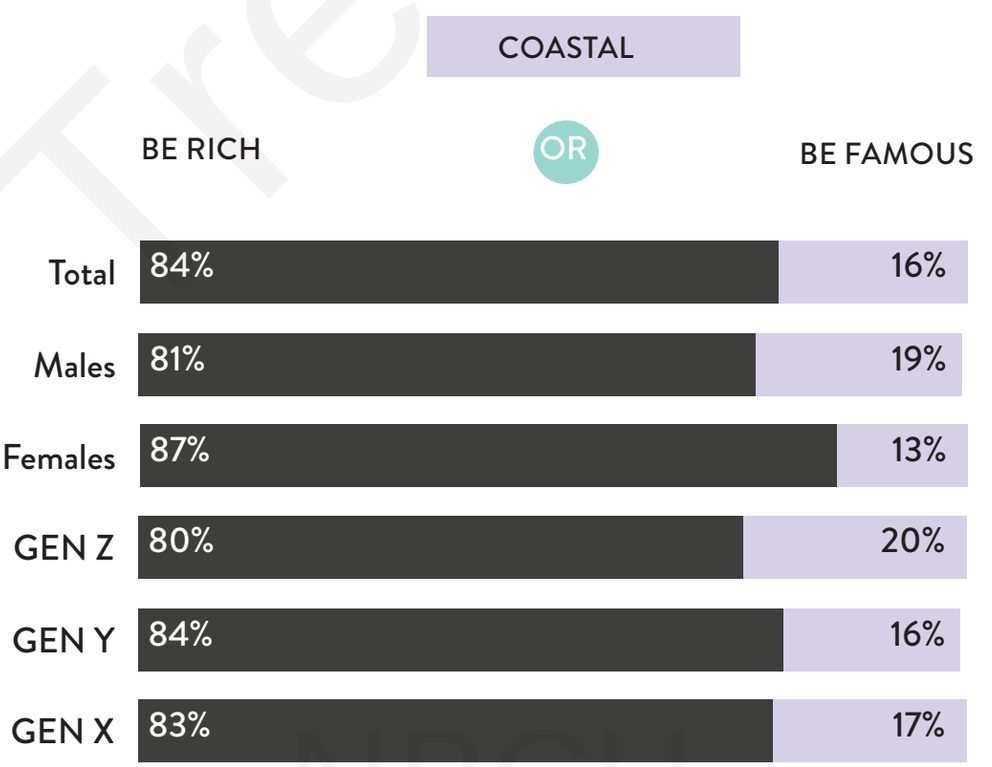

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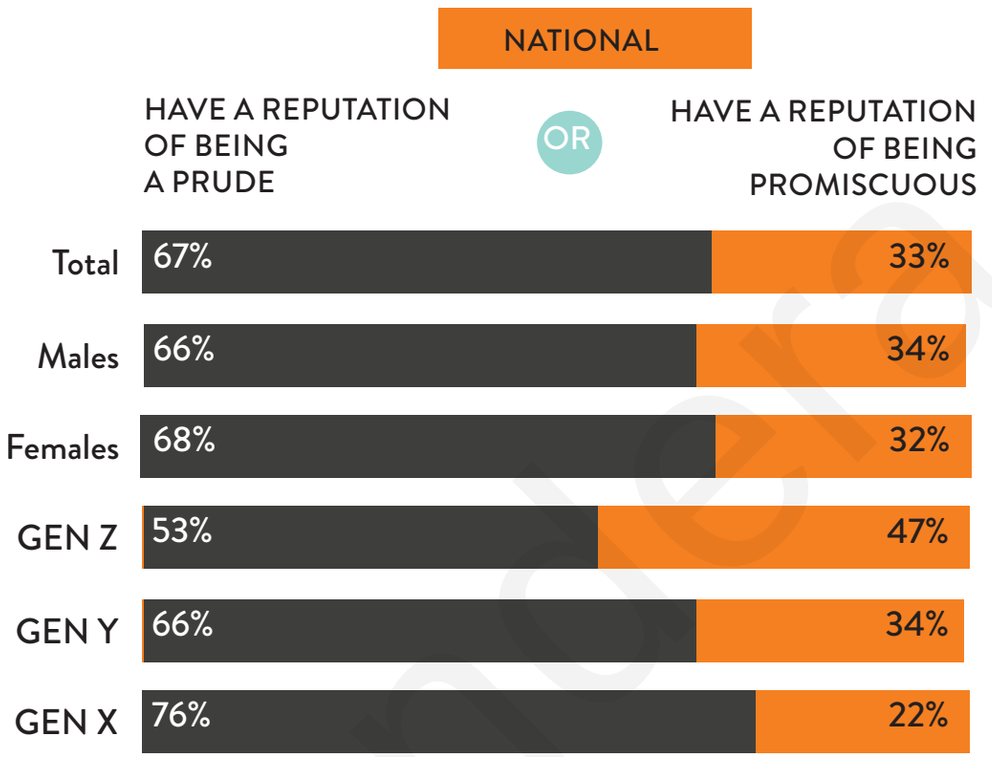

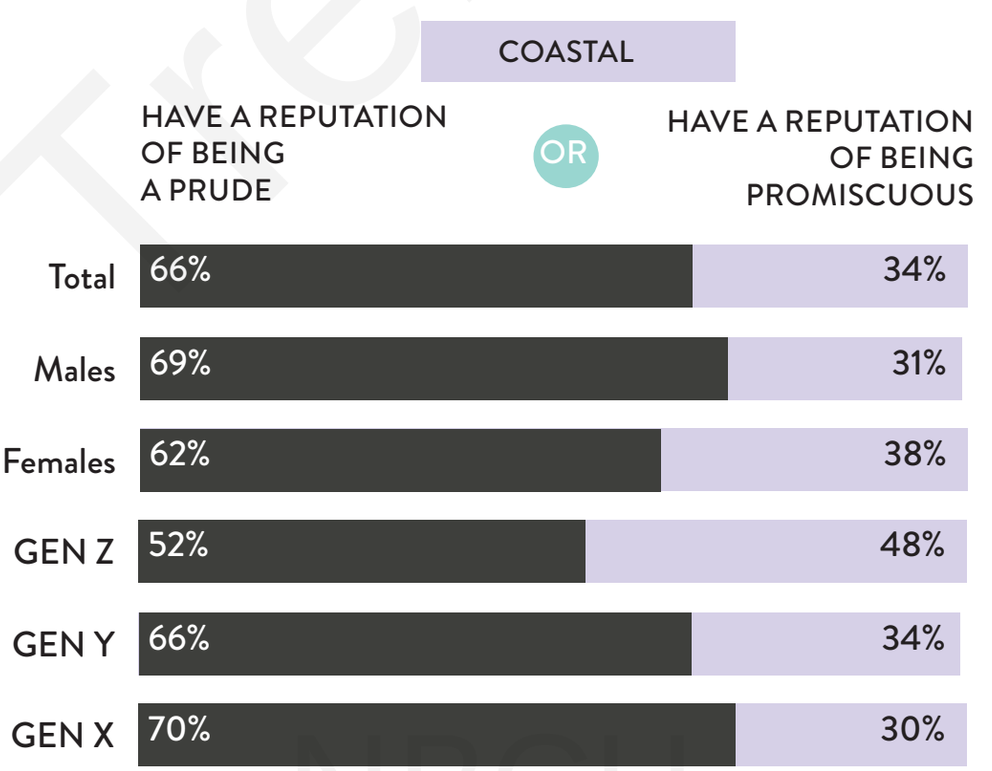

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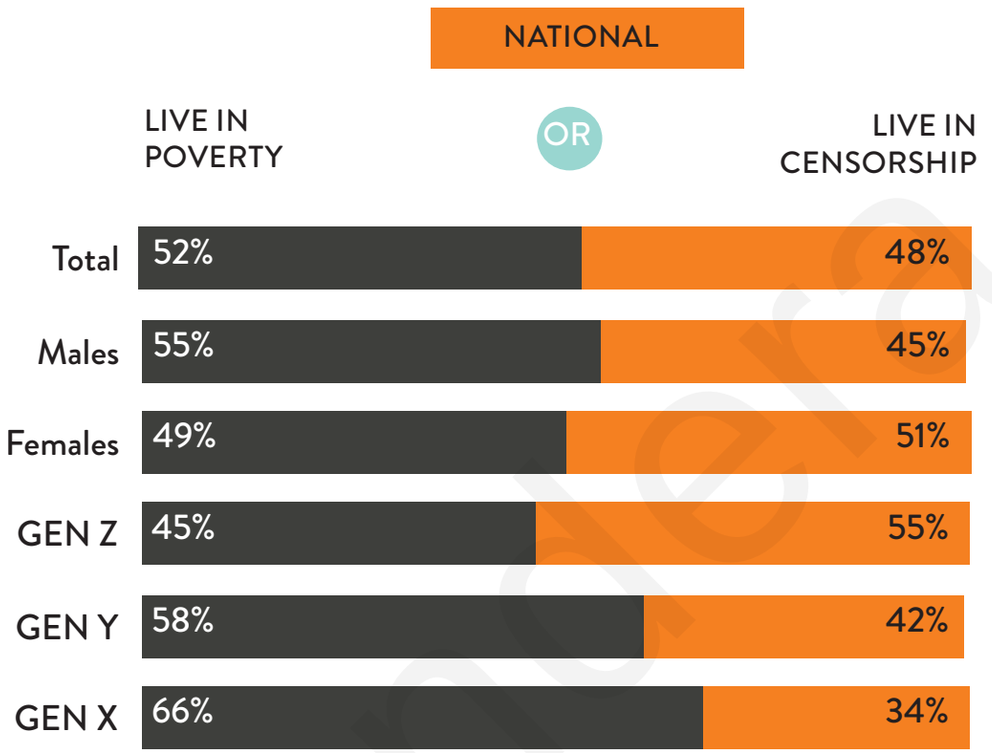

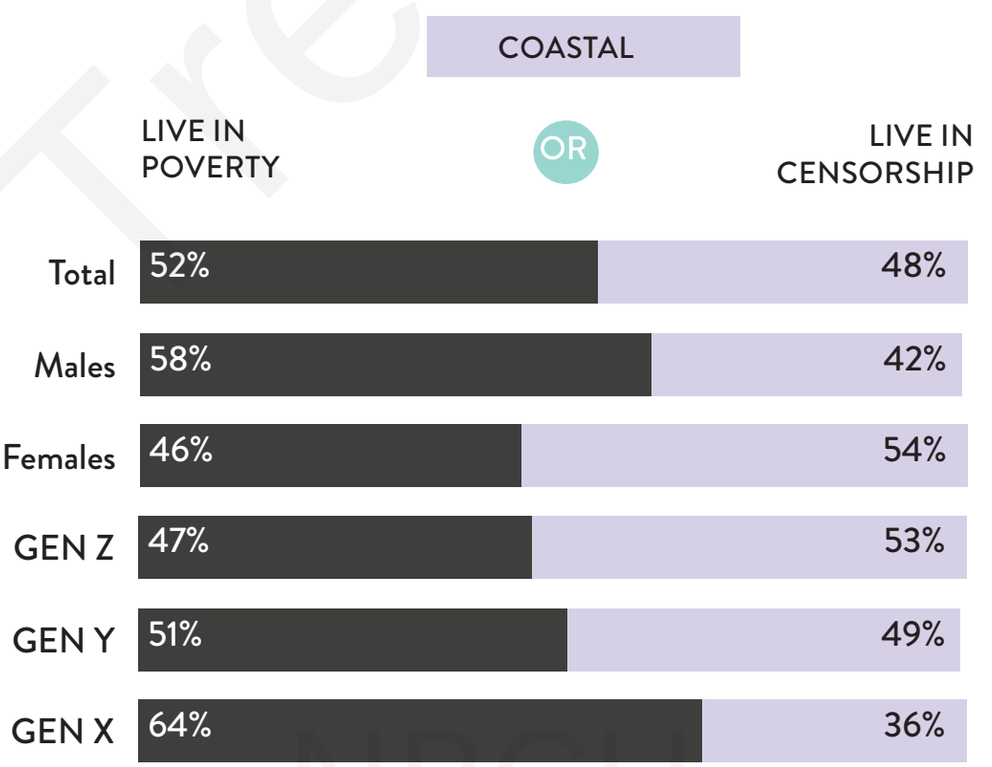

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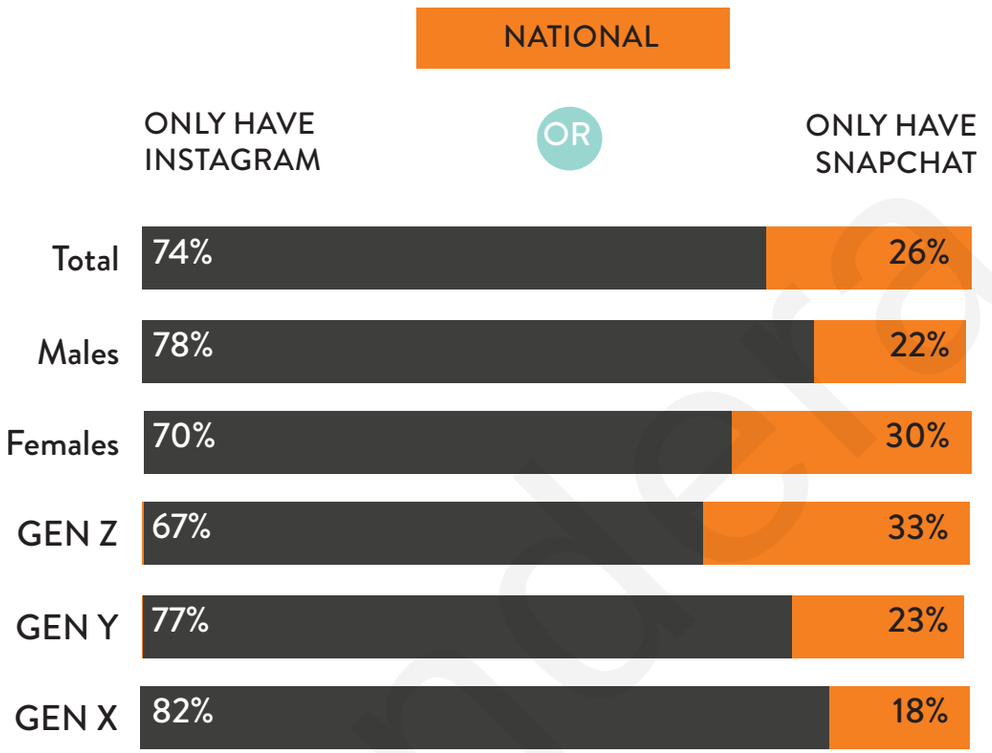

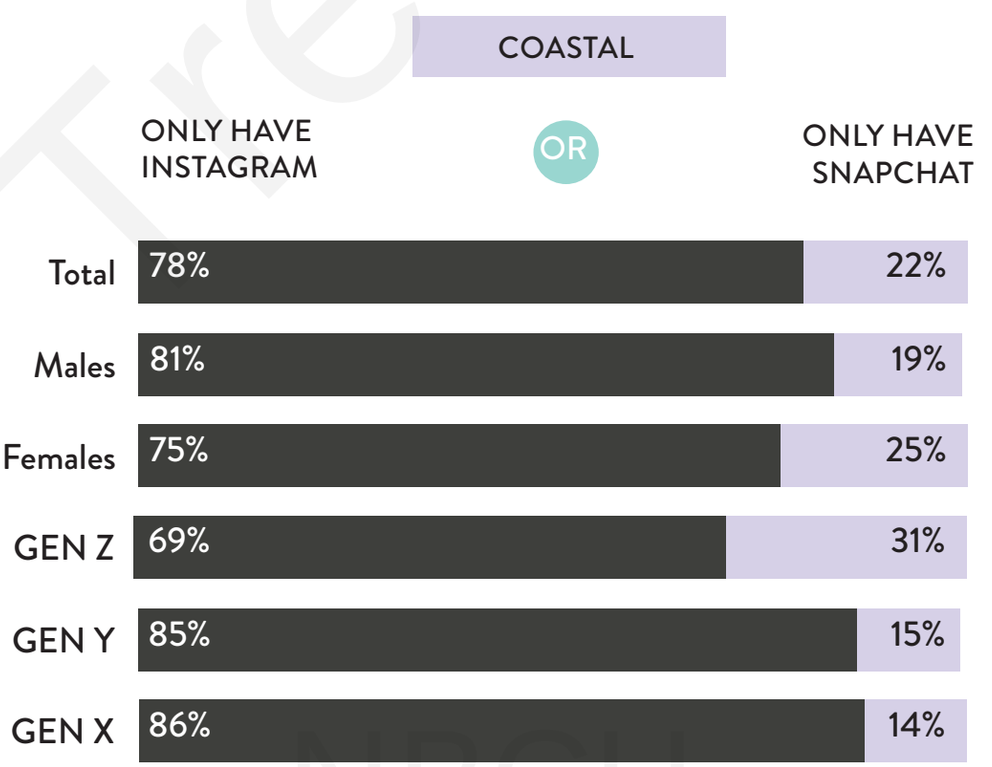

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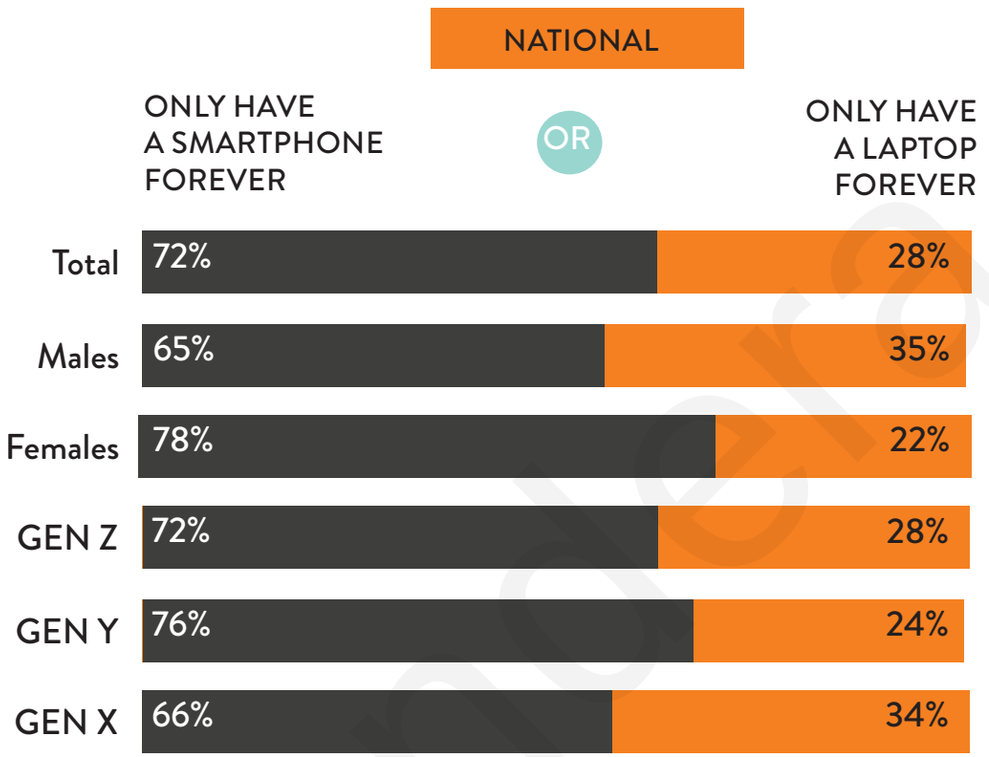

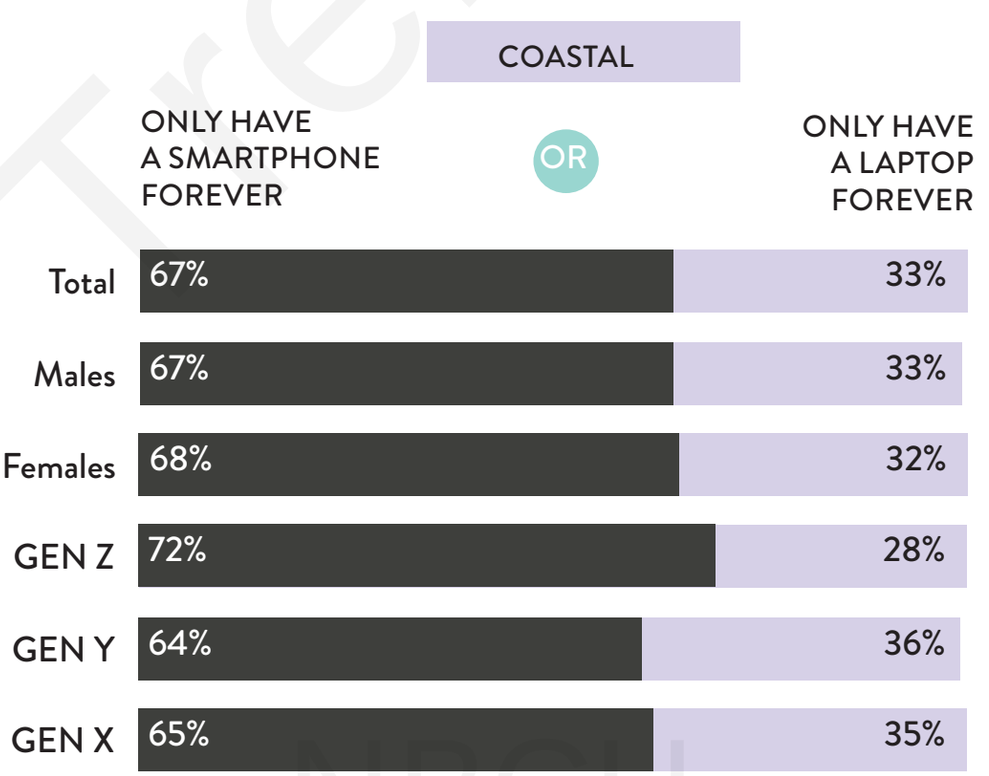

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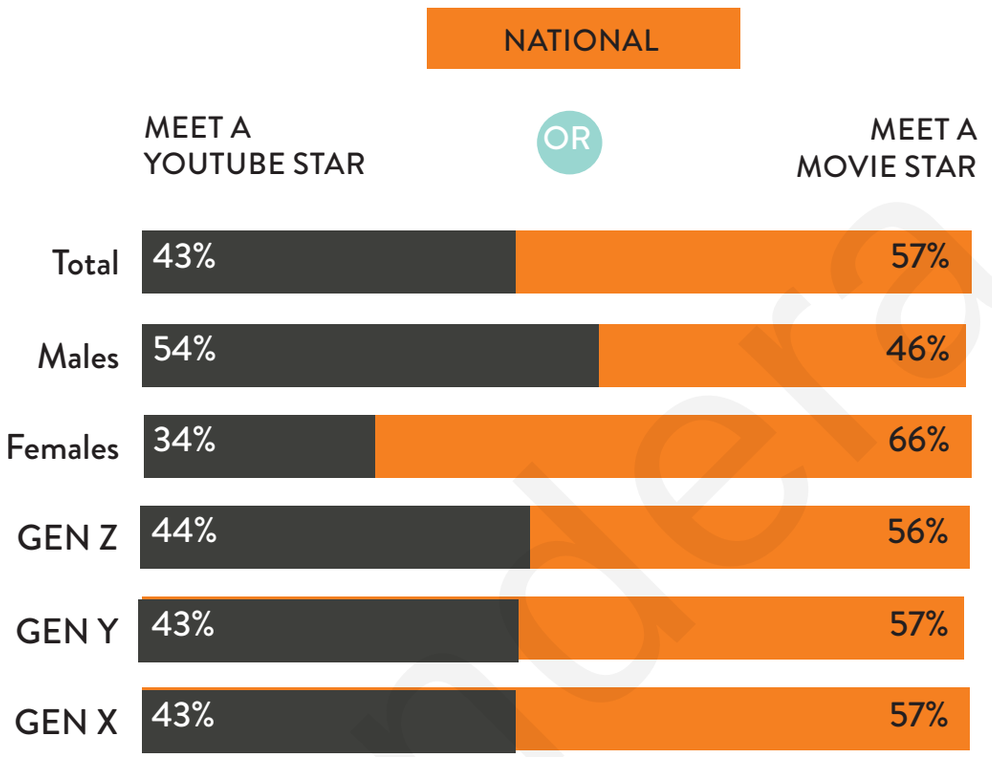

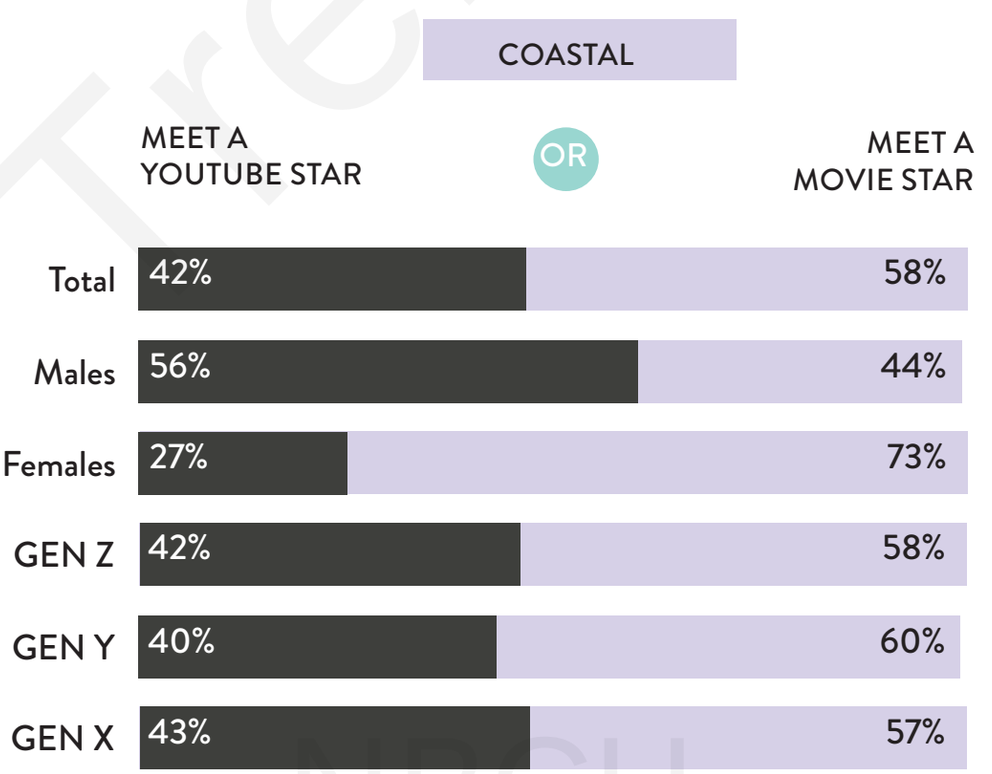

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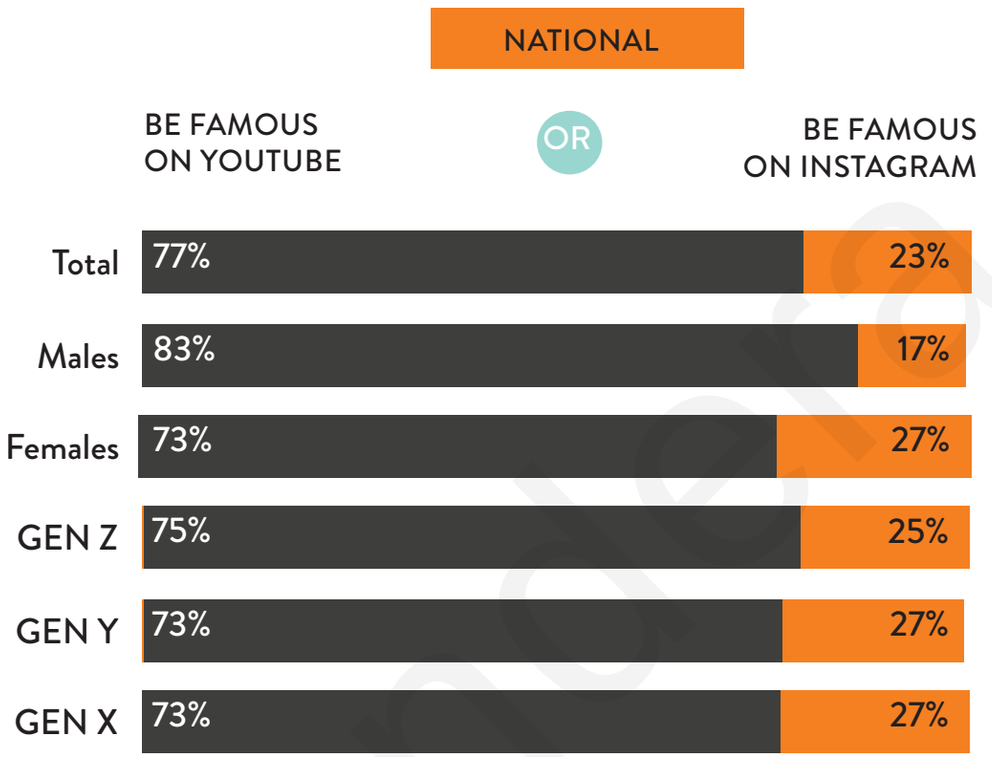

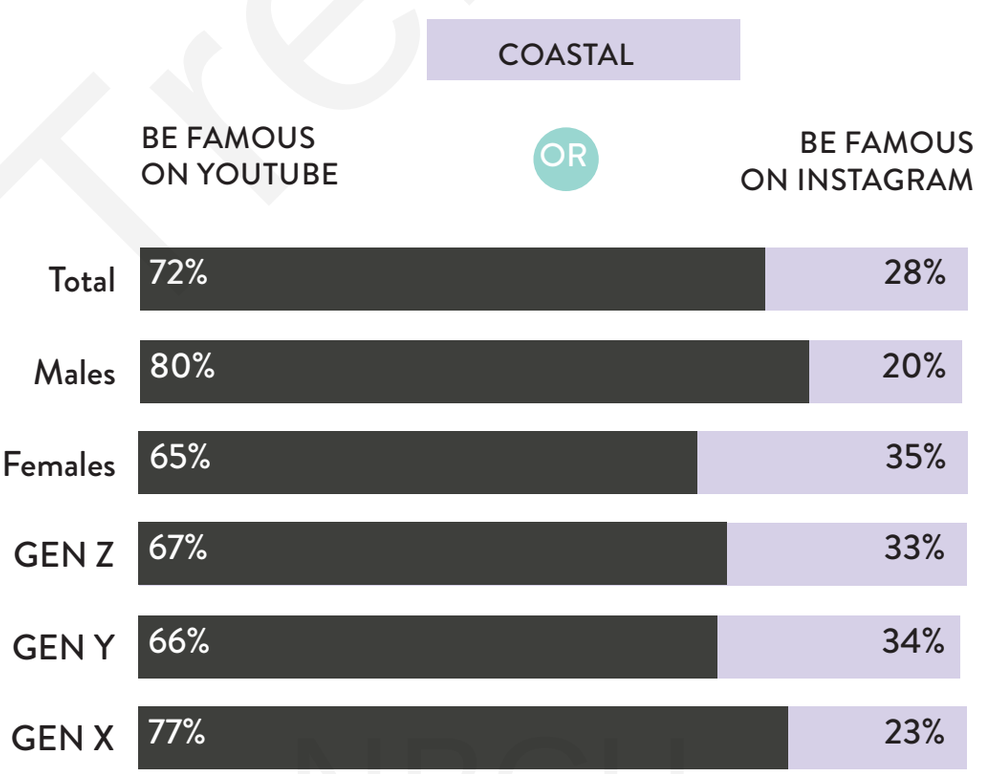

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WOULD YOU RATHER...

NATIONAL

COASTAL

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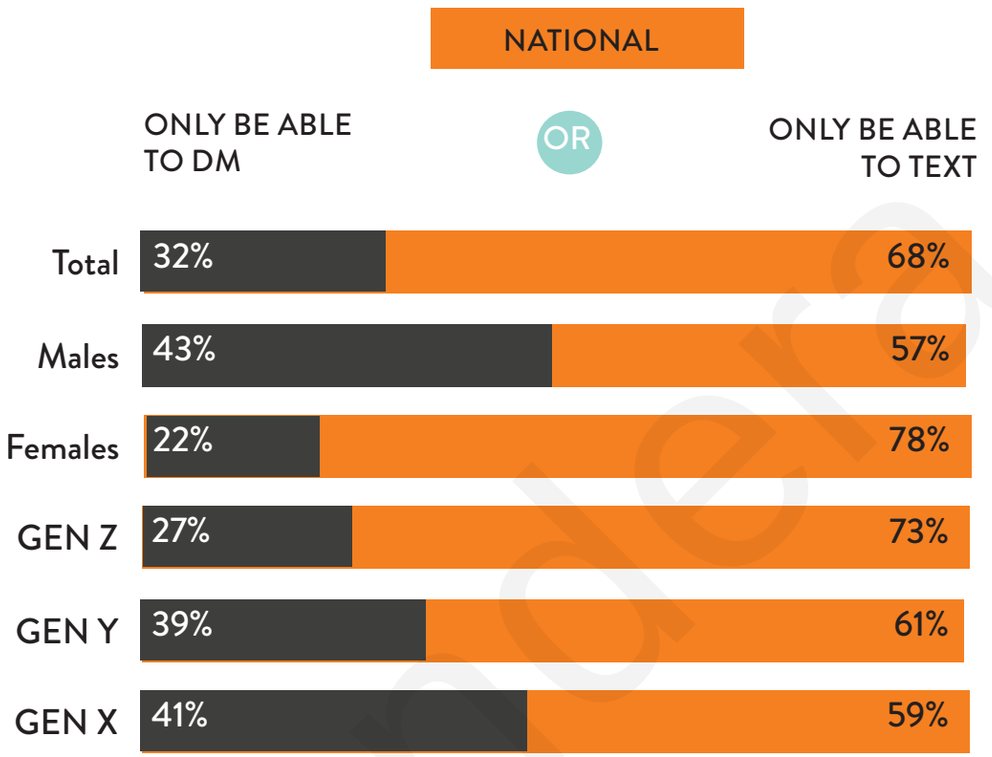
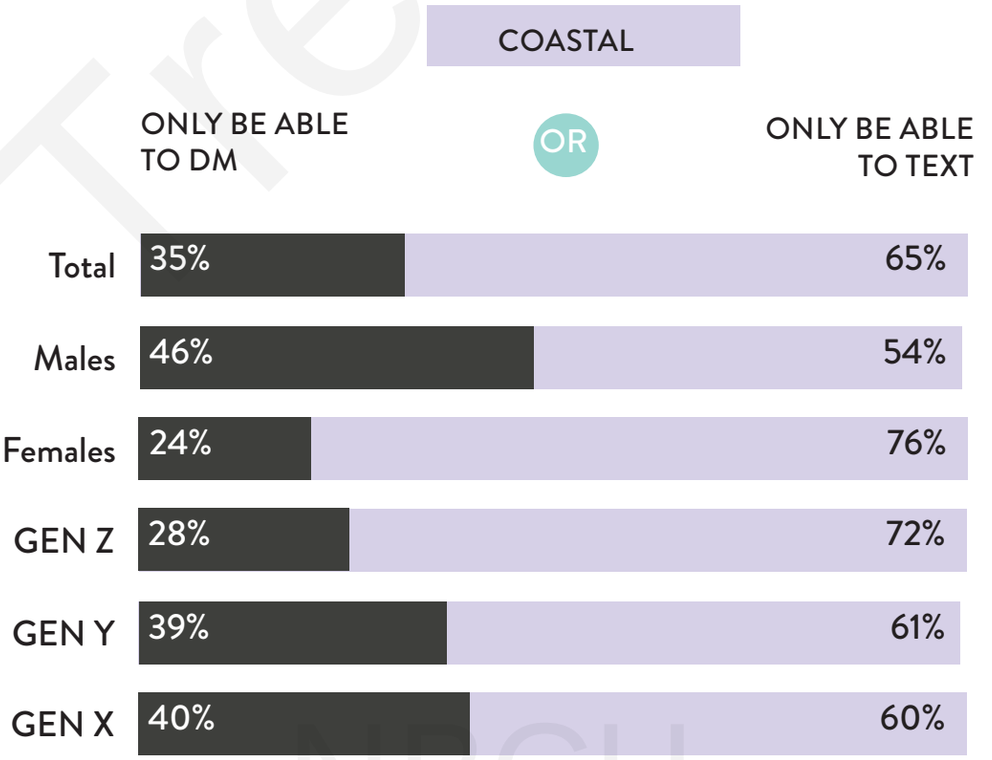
WOULD YOU RATHER...





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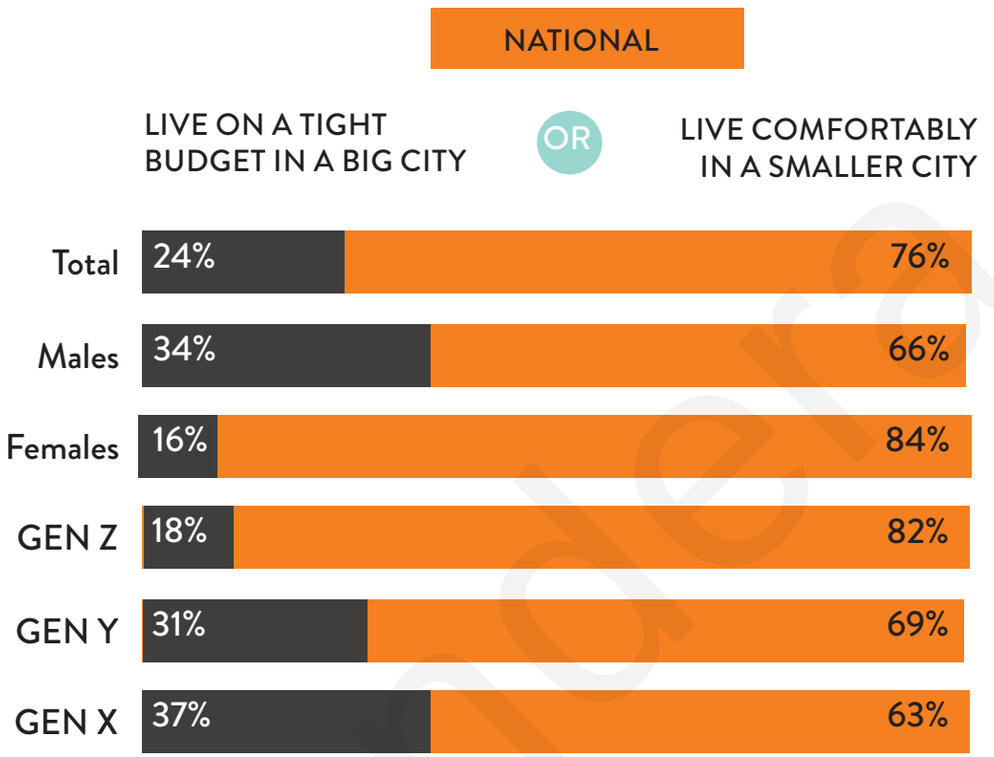

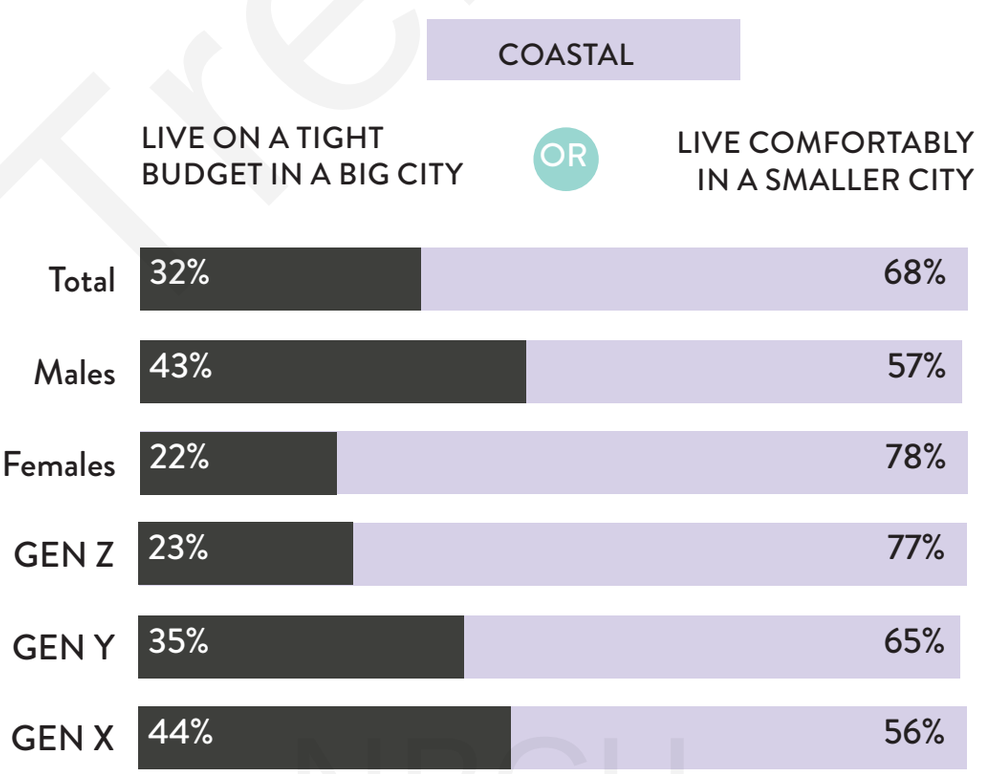

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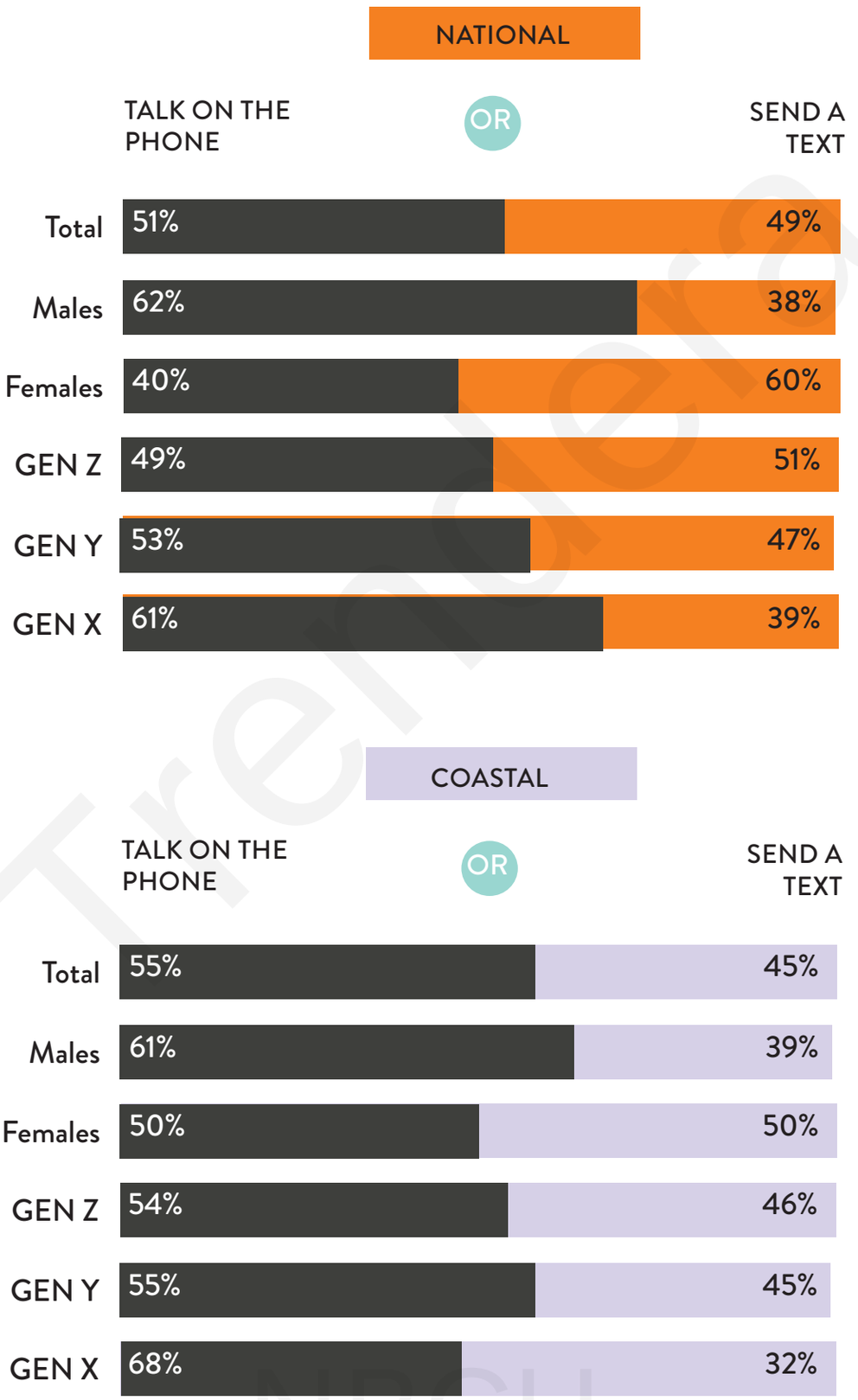

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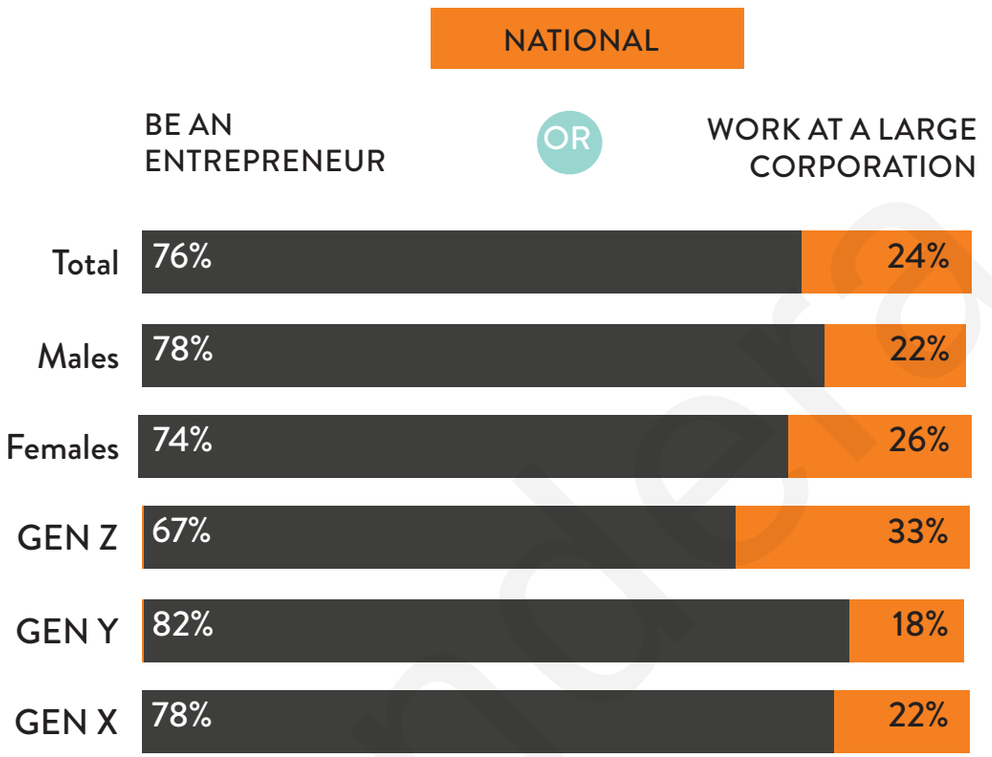

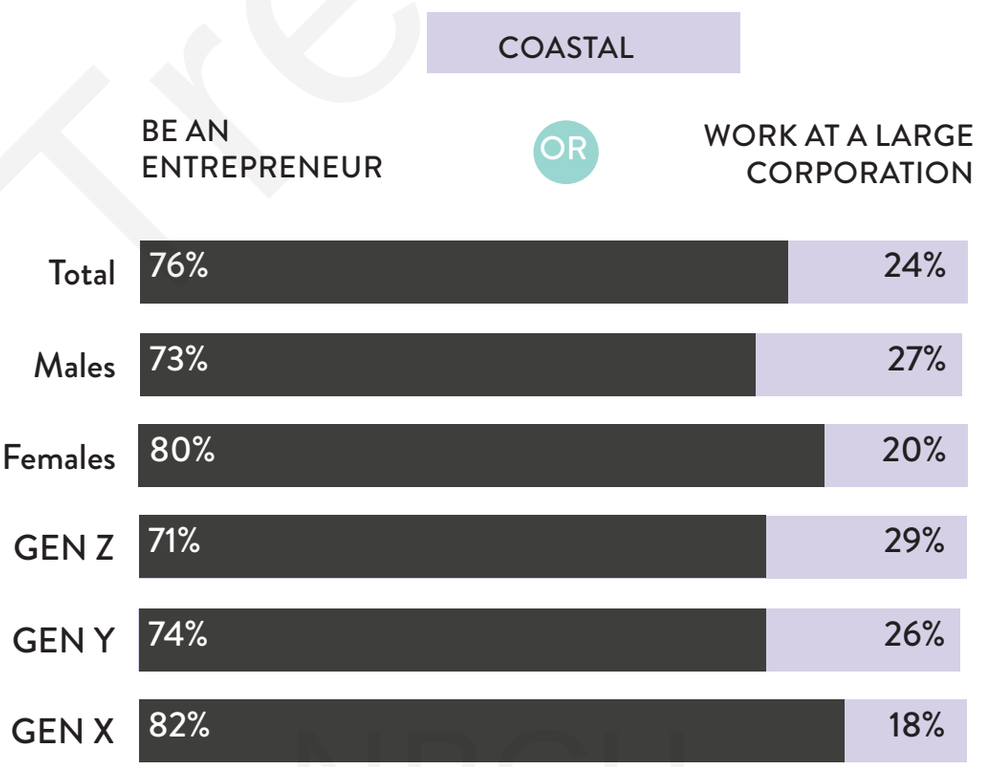

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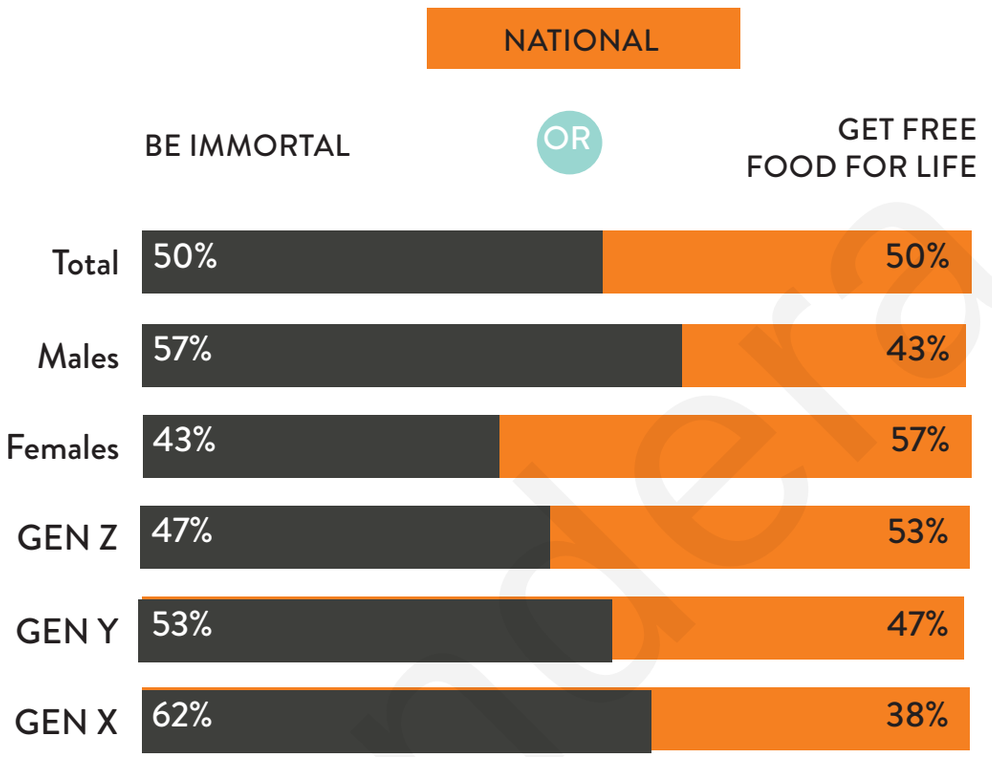

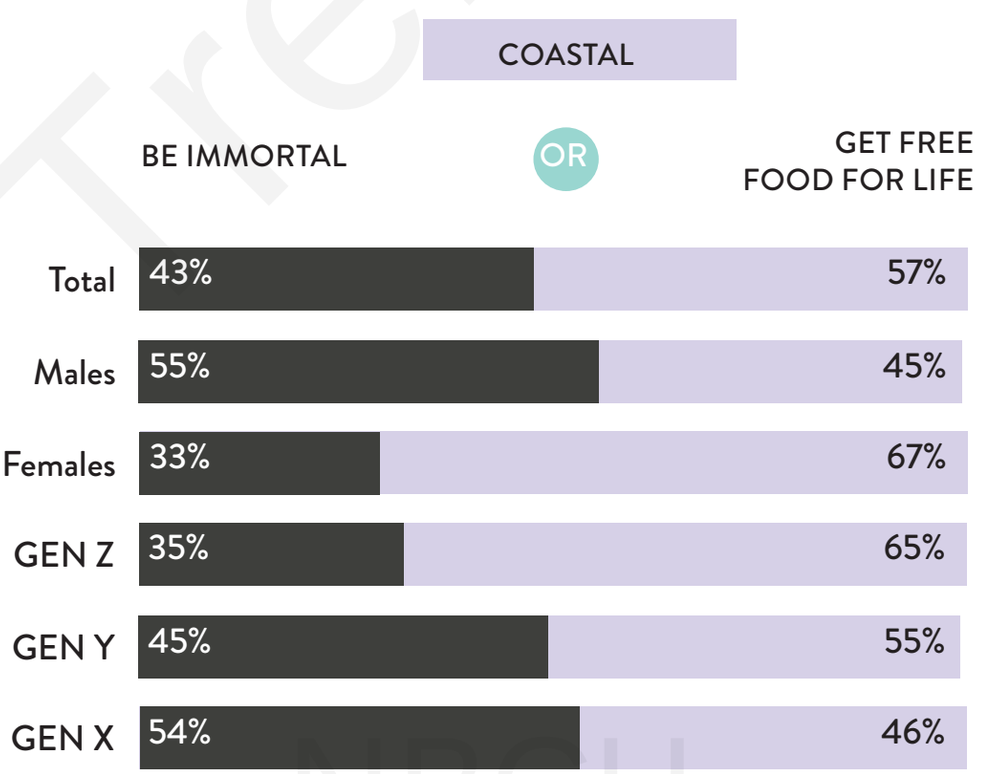

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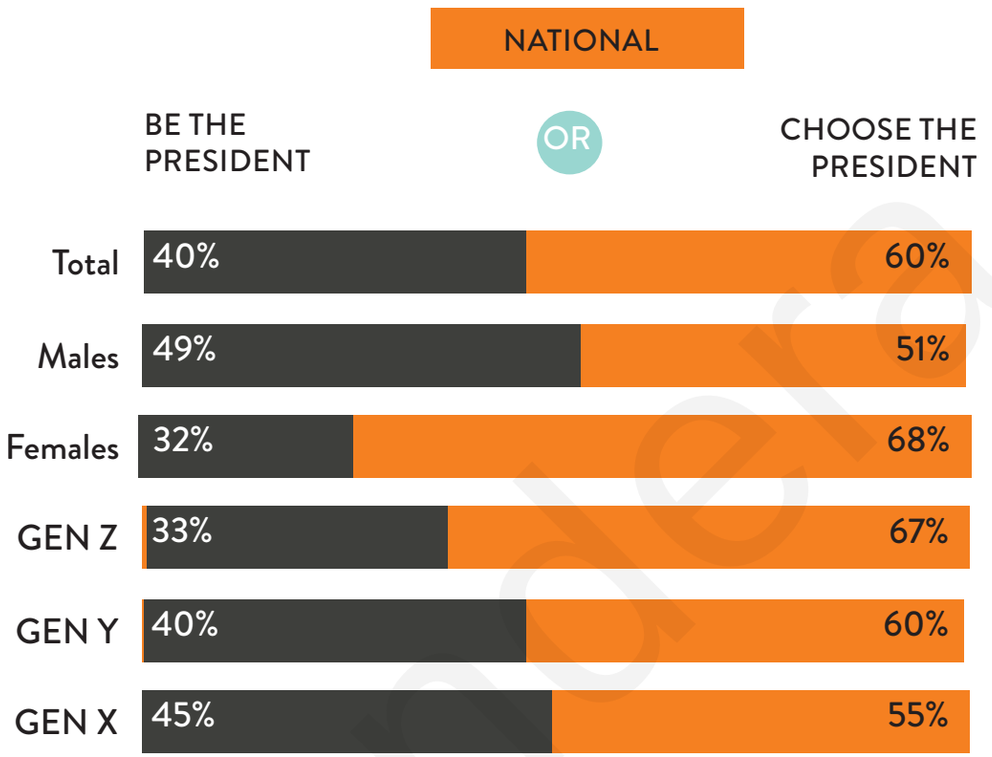

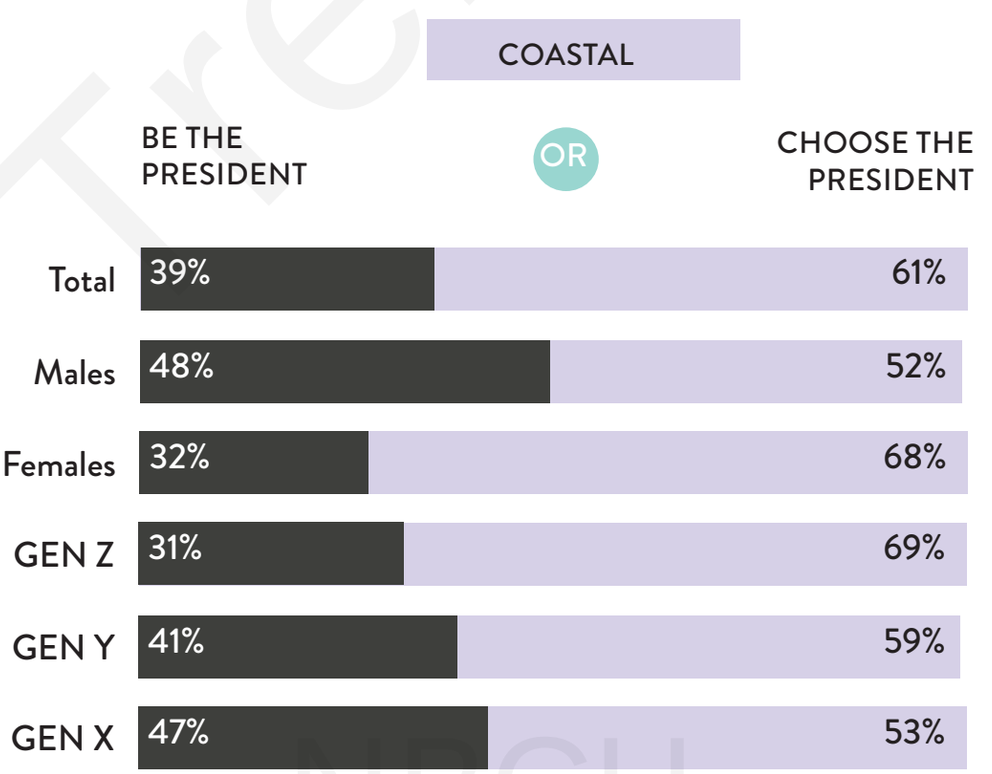

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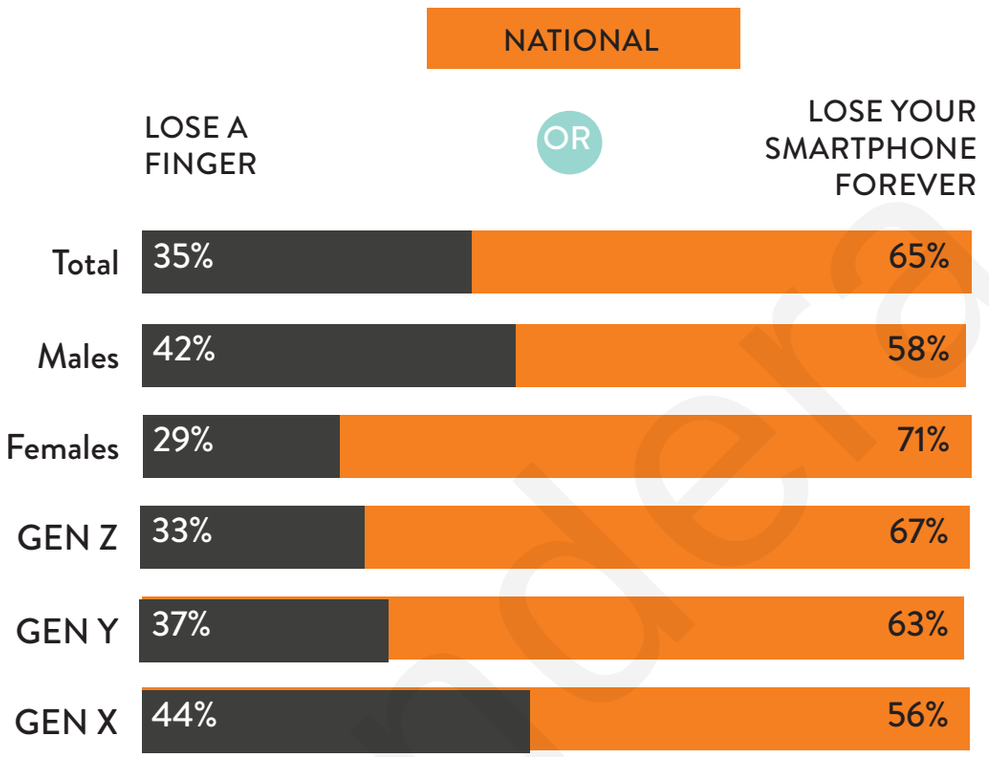
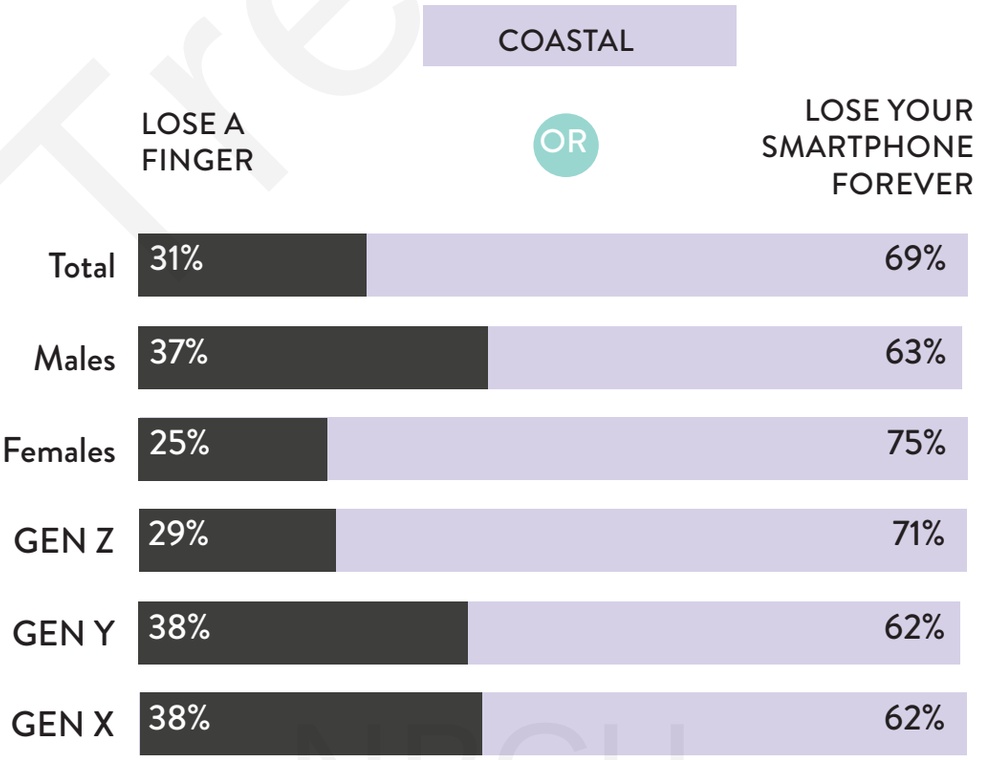
WOULD YOU RATHER...





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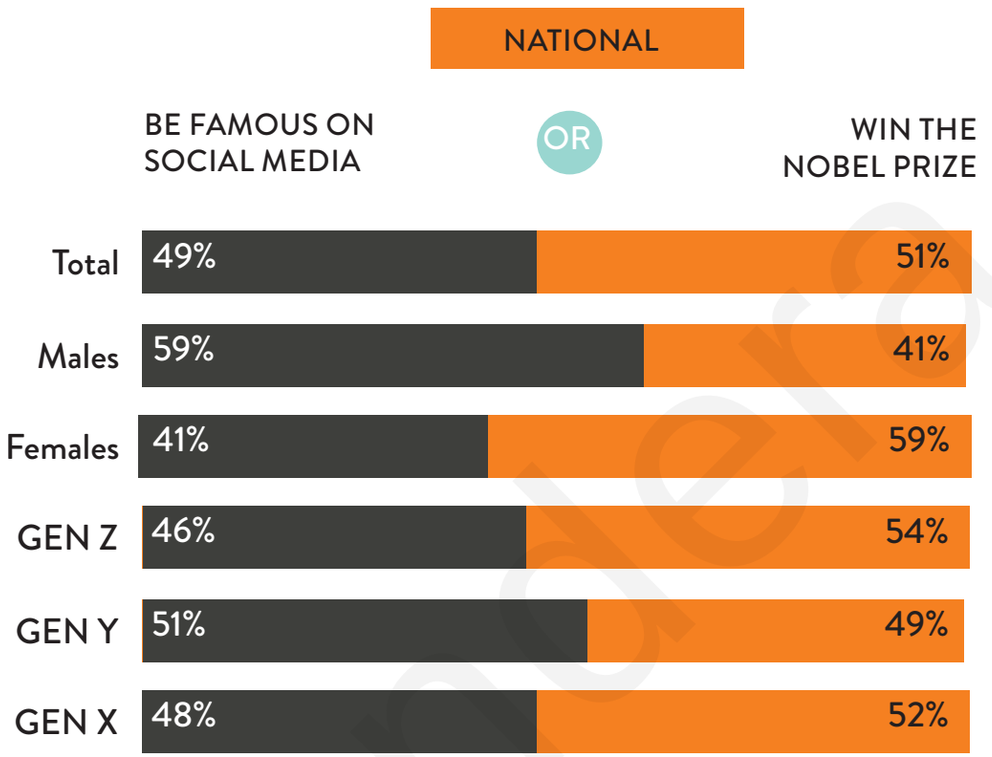
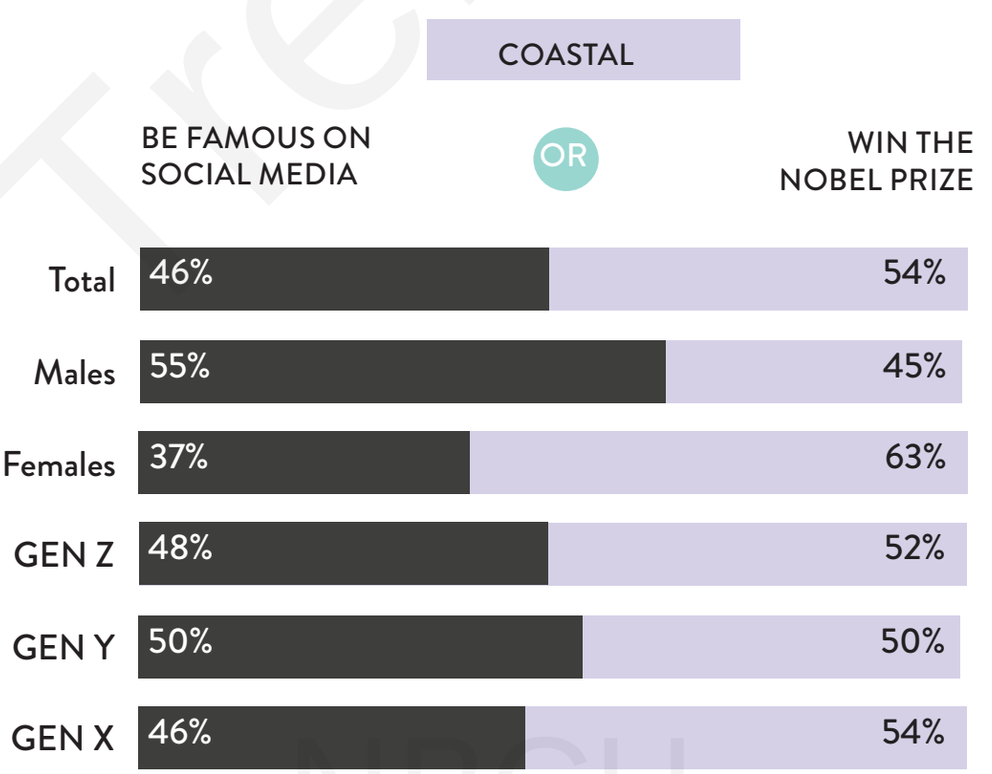
WOULD YOU RATHER...





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PM
3

8-12 YEAR OLD

stats

METHODOLOGY:

Trendera surveyed 1702 consumers in November 2018.

The survey was distributed online and via mobile phone.
The respondent breakdown was as follows:

N=866 *Nationally Representative Consumers*

8-50 YEARS OLD, *evenly distributed*

212 GEN Z *(8-12) children and parents of children 8-12, due to legal restrictions*

237 GEN Z *(13-23)*

218 GEN Y *(24-38)*

198 GEN X *(39-53)*

Male/female split for each generation

N=836 *Coastal Consumers*

CITIES SURVEYED:

Boston, Charleston, Houston, Jacksonville, Los Angeles, Miami, New Orleans, New York, Philadelphia, San Diego, San Francisco, Seattle, Tampa/St. Petersburg, Virginia Beach, Washington D.C.

8-50 YEARS OLD, *evenly distributed*

212 GEN Z *(8-12) children and parents of children 8-12, due to legal restrictions*

237 GEN Z *(13-23)*

218 GEN Y *(24-38)*

198 GEN X *(39-53)*

Male/female split for each generation

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HOW THEY DESCRIBE THEMSELVES

Which of the following do you feel best describes your general outlook these days?
(Select all that apply)

Total National	Total Coastal	Total Males	Total Females
Happy	Happy	Happy	Happy
Fun	Fun	Fun	Fun
Smart	Nice	Smart	Smart
Nice	Cool	Nice	Nice
Funny	Smart	Cool	Creative

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WHAT THEY'RE WORKING ON

Which, if any, of the following are you working on in your life right now? (Select all that apply)

Total National	Total Coastal	Total Males	Total Females
Having fun	Having fun	Having fun	Having fun
My physical health	My physical health	Meeting new people	Meeting new people
Finding myself	Finding my purpose	My physical health	Continuous learning
My mental health	Finding myself	Continuous learning	Finding myself
Finding my purpose	Having financial security	Finding myself	My physical health

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THEIR DEFINITION OF SUCCESS

What does success look like to you?
(Select all that apply)

Total National	Total Coastal	Total Males	Total Females
A happy family	A happy family	A happy family	A happy family
Making lots of money	Helping other people	Making lots of money	Helping other people
Having lots of friends	Making the world a better place	Helping other people	Making the world a better place
Helping other people	Making lots of money	Having lots of friends	Freedom to live life as you please
Making the world a better place	Having a job with purpose	Making the world a better place	Making lots of money

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WHAT THEY CONSIDER ACCEPTABLE

For each of the following, check whether you think it should be considered acceptable or unacceptable in society today: Summary - Acceptable (Select one for each)

	Total National	Total Coastal	Total Males	Total Females
Drinking soda	92%	96%	97%	91%
Eating fast food	91%	95%	94%	92%
Eating meat	89%	97%	97%	89%
Living with a partner without being married	88%	82%	90%	79%
Not having children	88%	88%	91%	84%
Having a baby without being married	82%	74%	80%	75%
Tattoos/piercings	79%	82%	78%	83%
Taking student loans	78%	80%	80%	77%
Same-sex marriage	76%	68%	71%	73%
Transgender rights	74%	71%	69%	76%
Not going to college	66%	62%	69%	60%
Owning guns	64%	57%	60%	62%
Cursing/swearing	50%	45%	55%	40%
Unregulated immigration	25%	30%	29%	25%
Sharing homework/test answers	20%	29%	26%	23%
Online bullying	14%	14%	12%	16%

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WHAT THEY CONSIDER UNACCEPTABLE

For each of the following, check whether you think it should be considered acceptable or unacceptable in society today: Summary - Unacceptable (Select one for each)

	Total National	Total Coastal	Total Males	Total Females
Online bullying	86%	86%	88%	84%
Sharing homework/test answers	80%	71%	74%	77%
Unregulated immigration	75%	70%	71%	75%
Cursing/swearing	50%	55%	45%	60%
Owning guns	36%	43%	40%	38%
Not going to college	34%	38%	31%	40%
Transgender rights	26%	29%	31%	24%
Same-sex marriage	24%	32%	29%	27%
Taking student loans	22%	20%	20%	23%
Tattoos/piercings	21%	18%	22%	17%
Having a baby without being married	18%	26%	20%	25%
Not having children	12%	12%	9%	16%
Living with a partner without being married	12%	18%	10%	21%
Eating meat	11%	3%	3%	11%
Eating fast food	9%	5%	6%	8%
Drinking soda	8%	4%	3%	9%

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WHAT THEY ARE INTO RIGHT NOW

What are you into right now?
(Select all that apply)

	Total National	Total Coastal	Total Males	Total Females
Pets	54%	36%	36%	54%
Fortnite	40%	36%	50%	26%
Memes	28%	29%	27%	30%
Unicorns	28%	15%	4%	39%
Cooking	27%	32%	25%	34%
Call of Duty Black Ops	23%	11%	26%	9%
The NFL	21%	21%	32%	10%
LOL Surprise	20%	2%	3%	19%
The NBA	15%	24%	28%	10%
TikTok	13%	12%	13%	12%
Plants	12%	9%	12%	9%
Neon clothes	10%	6%	3%	13%
College sports	8%	15%	14%	9%
Crystals	7%	9%	5%	11%
The Kardashians	6%	7%	6%	7%

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WHAT THEY ARE INTO RIGHT NOW CONT.

What are you into right now?
(Select all that apply)

	Total National	Total Coastal	Total Males	Total Females
Interior decorating	5%	6%	4%	7%
MMA	5%	11%	12%	4%
Film/disposable cameras	4%	3%	2%	6%
Boxing	3%	9%	9%	3%
The British Royal Family	3%	4%	4%	3%
Keto diet	2%	3%	2%	3%
Queer Eye	2%	5%	3%	4%
Thread accounts	1%	2%	1%	2%
Kombucha	1%	6%	4%	3%
Flop accounts	1%	1%	1%	1%
Intermittent fasting	1%	4%	3%	2%
IGTV	0%	3%	3%	0%

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HOW THEY SELF-IDENTIFY

Do you consider yourself: Summary - Yes

	Total National	Total Coastal	Total Males	Total Females
Open-minded	97%	84%	92%	90%
Physically healthy	87%	87%	92%	81%
Mentally healthy	82%	84%	84%	81%
Ambitious	80%	70%	76%	74%
Patriotic	70%	72%	76%	66%
Traditional	63%	65%	58%	70%
Progressive	60%	76%	74%	62%
Spiritual	58%	61%	53%	66%
Eco-conscious	58%	64%	64%	58%
Privileged	48%	49%	48%	49%
Religious	47%	40%	45%	42%
Anxious	44%	38%	42%	39%
A feminist	27%	34%	24%	37%

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THEIR ANXIETY TRIGGERS

Which, if any, of the following causes you the most anxiety? (Select up to three)

	Total National	Total Coastal	Total Males	Total Females
How much I have to do	26%	39%	36%	29%
I don't get anxious	20%	13%	16%	17%
My appearance	19%	14%	16%	18%
My friends	19%	13%	13%	20%
Being successful	17%	25%	19%	23%
The state of the world	17%	15%	18%	14%
My finances	16%	17%	14%	20%
Not being happy	16%	18%	16%	18%
Finding my purpose	16%	22%	20%	18%
My weight	14%	14%	9%	19%
My career	9%	10%	8%	12%
My love life	7%	12%	10%	9%

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HOW THEY RELAX

What, if anything, do you do to relax?
(Select all that apply)

	Total National	Total Coastal	Total Males	Total Females
Watch YouTube	55%	45%	51%	51%
Play video games	53%	36%	54%	48%
Watch a movie	52%	44%	49%	49%
Listen to music	48%	51%	42%	54%
Watch a TV show	39%	44%	36%	46%
Play with my pet	37%	27%	32%	34%
Do something creative	33%	21%	16%	39%
Watch videos on social media	31%	24%	21%	30%
Sleep	29%	43%	32%	34%
Read	29%	30%	26%	29%
Talk about it with a parent/mentor	25%	15%	24%	22%
Take a bath	24%	26%	25%	31%
Talk about it with a friend	23%	23%	17%	27%

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HOW THEY RELAX CONT.

What, if anything, do you do to relax?
(Select all that apply)

	Total National	Total Coastal	Total Males	Total Females
Eat whatever I want	20%	23%	19%	18%
Distract myself	20%	24%	15%	28%
Browse social media	20%	29%	11%	25%
Play music/an instrument	19%	14%	11%	16%
Exercise	18%	30%	24%	17%
Cook	16%	26%	14%	27%
Eat healthy food	12%	18%	14%	12%
Clean	8%	20%	11%	12%
Drink coffee/tea	7%	24%	10%	11%
Talk about it with a professional	4%	7%	7%	4%
Take medicine	4%	6%	4%	2%
Meditation	3%	14%	5%	8%

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ISSUES THEY CARE ABOUT

Which, if any, of the following issues or causes are you personally passionate about?
(Select all that apply)

	Total National	Total Coastal	Total Males	Total Females
Animal cruelty	33%	30%	25%	38%
Education	30%	34%	30%	33%
None of these	28%	13%	19%	21%
Endangered animals	26%	21%	21%	25%
Homelessness	22%	28%	19%	31%
Freedom of speech	20%	23%	20%	23%
Gender equality	16%	25%	16%	25%
Mental health	14%	21%	17%	18%
Religious freedom	12%	18%	10%	20%
Black Lives Matter	11%	12%	9%	14%
Marijuana legalization	10%	5%	6%	9%
Gun rights	10%	15%	13%	12%

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ISSUES THEY CARE ABOUT CONT.

Which, if any, of the following issues or causes are you personally passionate about?
(Select all that apply)

	Total National	Total Coastal	Total Males	Total Females
Economy	10%	22%	14%	19%
Climate change	10%	23%	16%	17%
Equal pay	9%	20%	10%	19%
Government-funded healthcare	8%	14%	8%	14%
Immigration reform	7%	18%	12%	12%
LGBTQ rights	7%	9%	7%	9%
Sanctuary cities	5%	5%	3%	7%
Abortion	4%	11%	6%	9%
Student loans	3%	9%	7%	5%
Net neutrality	2%	10%	8%	4%
Affirmative action	1%	7%	2%	6%
Death penalty	0%	6%	3%	3%

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THEIR IMPORTANT POP CULTURE MOMENTS

In your mind, what were the 3 most important cultural moments to you this year? (Select up to three)

Total National	Total Coastal	Total Males	Total Females
Fortnite	#MeToo	Fortnite	#MeToo
#MeToo	Black Panther movie	Black Panther movie	#TakeAKnee
Black Panther movie	Fortnite	Parkland shooting	Fortnite
#TakeAKnee	#TakeAKnee	#MeToo	Prince Harry and Meghan Markle's wedding
Parkland shooting	Parkland shooting	#TakeAKnee	Black Panther movie

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STATEMENTS ON POLITICS

Which, if any, of the following statements do you agree with: Summary - Agree

	Total National	Total Coastal	Total Males	Total Females
I'm fortunate to live in America	91%	86%	86%	91%
I'm proud to be an American	88%	88%	90%	86%
It is important to vote	88%	89%	90%	87%
I stand up for the issues I believe in	85%	82%	85%	81%
America is the best country in the world	78%	68%	77%	69%
My vote makes a difference	64%	64%	66%	62%
America is more divided than ever	64%	67%	63%	68%
Brands have more power to create change than the government	58%	57%	57%	58%
You shouldn't vote if you aren't educated on the issues	54%	52%	45%	61%
America is not divided, but people on the extremes make it seem that way	53%	46%	46%	52%
You can't count on the government to look out for society's best interests	52%	61%	58%	55%
I'm overwhelmed by all the issues that need to be fixed in the world	52%	56%	52%	55%

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STATEMENTS ON POLITICS CONT.

Which, if any, of the following statements do you agree with: Summary - Agree

	Total National	Total Coastal	Total Males	Total Females
I really don't care about politics	50%	32%	36%	46%
America is headed in the right direction	49%	46%	51%	44%
One's political views should be kept private	49%	44%	42%	50%
If people truly understood the issues today, they would vote like I do	48%	49%	53%	44%
A formal education isn't as important as it used to be	40%	43%	42%	41%
A college degree isn't as important as it used to be	39%	38%	40%	37%
Most elections are rigged	32%	50%	44%	38%
I care about politics, but don't think I can make a difference	32%	45%	35%	43%
I regularly talk to others about my political beliefs	26%	34%	36%	24%
I don't understand why people would vote for a political party other than the one I support	22%	30%	29%	23%

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THEIR POLITICAL AFFILIATION

Which political party do you typically affiliate with? (Select one)

	Total National	Total Coastal	Total Males	Total Females
I do not affiliate with a political party	47%	26%	36%	36%
Republican	19%	20%	22%	17%
Democrat	19%	39%	28%	30%
Independent	14%	15%	13%	16%
Libertarian	1%	0%	1%	0%

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THE WORST THINGS TO BE

In your opinion, what is the WORST thing to be?
(Select one)

	Total National	Total Coastal	Total Males	Total Females
Racist	34%	38%	38%	34%
Physically abusive	23%	27%	27%	23%
Closed-minded	13%	13%	10%	16%
Emotionally abusive	10%	5%	6%	9%
Unpatriotic	3%	4%	4%	3%
Transphobic	3%	0%	1%	2%
Homophobic	1%	0%	0%	1%
Obese	1%	2%	3%	0%
Sexist	0%	4%	1%	3%

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WHERE THEY PURCHASE

Excluding food, what percent of your purchases are made...
Mean Summary

	Total National	Total Coastal	Total Males	Total Females
Online	30.3%	36.4%	30.2%	36.6%
In store	67.3%	62.4%	67.0%	62.6%

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FAVORITE PLACES TO SHOP ONLINE

Where are your favorite places to shop Online?
(Select all that apply)

Total National	Total Coastal	Total Males	Total Females
Amazon	Amazon	Amazon	Amazon
Walmart	Walmart	Target	Walmart
Target	Target	Walmart	Target
Apple	Apple	Apple	Apple
Best Buy	Macy's	Best Buy	Kohl's

FULL LIST:

Amazon, Apple, Barney's, Best Buy, Bloomingdales, Costco, Dick's Sporting Goods, DSW, Home Depot, J.C. Penney, Kohl's, Lowe's, Macy's, Marshalls, Nordstrom, Sears, Sephora, Staples, T.J. Maxx, Target, Ulta, Urban Outfitters, Walmart

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FAVORITE PLACES TO SHOP IN-STORE

Where are your favorite places to shop In-store? (Select all that apply)

Total National	Total Coastal	Total Males	Total Females
Walmart	Target	Walmart	Walmart
Target	Walmart	Target	Target
T.J. Maxx	Home Depot	Home Depot	Kohl's
J.C. Penney	Costco	Best Buy	Costco
Best Buy	Kohl's	Kohl's	Home Depot

FULL LIST:

Amazon, Apple, Barney's, Best Buy, Bloomingdales, Costco, Dick's Sporting Goods, DSW, Home Depot, J.C. Penney, Kohl's, Lowe's, Macy's, Marshalls, Nordstrom, Sears, Sephora, Staples, T.J. Maxx, Target, Ulta, Urban Outfitters, Walmart

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HOW MUCH THEY'RE SAVING MONTHLY

Approximately what percentage of your money do you save each month? (Select one)

	Total National	Total Coastal	Total Males	Total Females
1-4%	21%	11%	16%	16%
5-9%	9%	8%	5%	13%
10-14%	11%	12%	13%	13%
15-19%	4%	6%	6%	3%
20-24%	8%	10%	13%	6%
25-29%	2%	7%	3%	4%
30-34%	4%	6%	4%	5%
35-39%	1%	3%	1%	1%
40-44%	0%	4%	4%	1%
45-49%	3%	3%	3%	2%
50-54%	4%	7%	6%	5%
55-59%	0%	2%	1%	2%
60-64%	0%	2%	0%	0%
65-69%	0%	1%	0%	1%
70-74%	0%	1%	0%	0%
75-79%	1%	1%	1%	0%
80-84%	0%	1%	1%	0%
85-89%	0%	1%	0%	0%
90-94%	1%	1%	0%	1%
95-99%	2%	1%	2%	1%
100%	0%	2%	0%	2%

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STATEMENTS ON CRYPTOCURRENCY

Which of the following statements on crytocurrency do you agree with? (Select all that apply)

	Total National	Total Coastal	Total Males	Total Females
I don't understand cryptocurrency	49%	39%	38%	51%
I don't trust Cryptocurrency	13%	13%	15%	11%
Cryptocurrency is the future of money	9%	12%	10%	11%
Cryptocurrency is a gamble	8%	9%	11%	6%
Cryptocurrency is for people who want to do something illegal	7%	2%	3%	6%
Cryptocurrency is a scam	6%	4%	5%	4%
Cryptocurrency is a smart investment	3%	13%	11%	5%
Cryptocurrency is safe	2%	9%	9%	2%
I own Cryptocurrency	1%	8%	6%	3%

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STATEMENTS ON TECHNOLOGY

Please indicate which, if any, statements on technology you agree with: (Select all that apply)

	Total National	Total Coastal	Total Males	Total Females
Technology makes my life better	83%	86%	82%	88%
Technology makes the world a better place	78%	82%	82%	78%
I probably should limit my screen time but I don't	58%	59%	59%	58%
It's only a matter of time until everyone gets hacked	55%	57%	57%	55%
Sometimes I feel like technology knows me better than I know myself	51%	54%	54%	51%
I'm worried that technology knows too much about me	48%	53%	49%	53%
I try to limit my screen time	47%	50%	42%	56%
Technology is becoming too invasive	41%	56%	43%	54%
Technology is fine now but will probably lead to a bad end	38%	51%	42%	48%
My phone listens to my conversations	36%	46%	37%	45%
I'm fine giving up some of my privacy for a better experience	33%	43%	37%	39%
I am not concerned about my digital privacy	30%	32%	34%	27%

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DIGITAL DETOXES

Please answer the following statements:
Summmary - YES

	Total National	Total Coastal	Total Males	Total Females
Do you feel the need to get away from technology sometimes	61%	69%	59%	71%
Do you actively try to limit your screen time	43%	58%	49%	52%
Would you like to go "off the grid" temporarily	34%	50%	39%	46%
Would you like to take a digital detox	28%	43%	28%	44%
Have you ever taken a digital detox	22%	24%	17%	29%

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THEIR FAVORITE ENTERTAINMENT

Which of the following is your favorite type of entertainment? (Select one)

	Total National	Total Coastal	Total Males	Total Females
Streamed shows (e.g. Netflix, Hulu, Amazon Prime, YouTube, etc.)	32%	40%	37%	39%
YouTube videos	27%	16%	26%	26%
Movies	8%	5%	7%	4%
Games	7%	8%	10%	5%
Music	6%	4%	1%	8%
Cable TV shows	6%	10%	6%	12%
Premium TV shows (e.g. HBO, Showtime, etc.)	4%	5%	5%	1%
Other (please specify)	3%	1%	2%	1%
Facebook videos	3%	4%	1%	3%
Sports	2%	3%	4%	0%
Snapchat videos	1%	1%	2%	0%
Quizzes	1%	1%	0%	1%
Instagram videos	0%	2%	0%	0%
Live events	0%	1%	0%	0%
Memes	0%	1%	0%	1%
The news	0%	0%	0%	0%

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ONLINE VIDEOS THEY WATCH

Which, if any, of the following formats of online videos do you like to watch? (Select all that apply)

	Total National	Total Coastal	Total Males	Total Females
Full-length movies	56%	50%	55%	51%
Full-length TV shows	54%	48%	55%	47%
Music videos	39%	31%	37%	34%
Movie trailers	23%	29%	29%	24%
Live streams	23%	24%	28%	18%
Movie clips	22%	31%	35%	18%
Tutorials	21%	22%	18%	24%
Compilations	17%	25%	23%	18%
Highlights	15%	14%	19%	10%
Reviews	11%	15%	16%	10%
Vlogs	18%	15%	15%	18%
Sketches	12%	10%	10%	12%
Product demos	15%	11%	10%	16%
Web series	9%	12%	12%	9%
Product hauls	5%	7%	4%	8%
Slow videos (e.g. log burning, trainspotting)	4%	4%	4%	4%

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THEIR NUMBER OF DEVICES

In general, how many devices do you typically use at once?: Mean Summary

	Total National	Total Coastal	Total Males	Total Females
Mean	1.4	1.6	1.5	1.5

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HOURS THEY SPEND WATCHING VIDEO

How many hours a week do you spend watching videos on all devices and platforms (including traditional TV, On-Demand TV, Netflix, Hulu, YouTube, etc.)?: Mean Summary

	Total National	Total Coastal	Total Males	Total Females
Mean	15.0	16.1	15.6	15.5
Median	10.0	14.0	14.0	10.0

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THEIR PREFERRED VIEWING DEVICE

If I could only watch video on one device, it would be... (Select one)

	Total National	Total Coastal	Total Males	Total Females
Traditional TV set	43%	29%	31%	41%
Tablet	25%	21%	25%	21%
Mobile phone	18%	23%	19%	22%
Laptop computer	10%	24%	20%	14%
Desktop computer	5%	2%	5%	1%

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PLATFORMS THEY ARE WATCHING ON

Thinking about all the video you watch, how many hours per day do you watch on each of the following screens: Mean Summary

	Total National	Total Coastal	Total Males	Total Females
Traditional TV set	3.2	2.8	2.9	3.1
Mobile phone	2.9	2.6	2.4	3.2
Tablet	2.1	1.8	2.4	1.6
Laptop computer	1.0	1.5	1.4	1.1
Desktop computer	0.6	0.7	0.7	0.5

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WHO THEY SAY MAKES THE BEST CONTENT

Who makes the best content: Ranked 1st

	Total National	Total Coastal	Total Males	Total Females
YouTube	40%	27%	35%	32%
Netflix	30%	28%	31%	27%
Cable channels (AMC, Cartoon Network, Bravo, etc.)	7%	6%	6%	7%
Amazon Prime	7%	16%	13%	10%
Hulu	5%	6%	5%	6%
Premium channels (HBO, Showtime)	3%	3%	3%	3%
Facebook	3%	2%	0%	5%
Network channels (ABC, CBS, NBC, etc.)	2%	5%	4%	3%
Twitch	2%	0%	1%	1%
YouTube Red	1%	0%	0%	1%
Instagram	1%	6%	3%	4%
Snapchat	0%	0%	0%	0%

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STATEMENTS ON ENTERTAINMENT

Which, if any, of the following statements about entertainment do you agree with: Summary - Agree

	Total National	Total Coastal	Total Males	Total Females
I would see more movies in theaters if it were cheaper	80%	78%	77%	81%
I want entertainment to feel like a break from the rest of the world	76%	76%	76%	76%
I'm ok with political statements in TV/movies, just not all the time	68%	64%	66%	66%
I'd rather binge watch a TV show than watch week to week	67%	70%	70%	67%
I rarely buy TV shows, movies, and music	66%	64%	60%	70%
I would rather pay for a subscription than pay for a single TV show/movie	66%	61%	62%	64%
I would rather watch an older show with multiple seasons than a new one with fewer episodes	65%	55%	62%	58%
I wish there were better movie options	60%	62%	60%	62%
I'd usually rather watch a TV show than a movie	56%	55%	57%	54%

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STATEMENTS ON ENTERTAINMENT CONT.

Which, if any, of the following statements about entertainment do you agree with: Summary - Agree

	Total National	Total Coastal	Total Males	Total Females
I will wait until there are several episodes of a TV show available so I can watch them	53%	58%	56%	55%
I rarely see movies in theaters	46%	48%	41%	53%
I don't like it when TV shows take on social issues	40%	43%	45%	39%
I prefer to watch something alone than with other people	38%	51%	42%	47%
I don't like it when movies take on social issues	35%	34%	37%	32%
eSports are just as exciting as regular sports	25%	40%	38%	27%
I like it when TV shows make a political statement	24%	41%	33%	32%
I watch more eSports than I did 6 months ago	24%	31%	31%	25%
I would go to the movies more if I could text during them	19%	30%	23%	26%

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WHY THEY WATCH LIVE TV

I watch live TV...
(Select all that apply)

	Total National	Total Coastal	Total Males	Total Females
If it happens to be at the right moment	39%	38%	36%	40%
I almost never watch live TV	31%	25%	30%	27%
If it's a big event I want to be a part of	28%	29%	30%	26%
Because I want to be the first one to see something	20%	21%	20%	22%
To avoid spoilers	14%	18%	17%	15%
Because I don't trust my DVR	4%	5%	5%	4%

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WHY THEY GO TO THE MOVIES

I go to the movies in theaters when I want to...
(Select all that apply)

	Total National	Total Coastal	Total Males	Total Females
View it on a big screen	42%	56%	49%	50%
Do something with friends	35%	33%	36%	32%
Have a better viewing experience	32%	29%	31%	30%
Be among the first to see it	21%	27%	23%	25%
Unplug for a bit	17%	13%	13%	17%
Participate in the social discussion around it	8%	10%	11%	7%

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THEIR YEAR IN ENTERTAINMENT CONSUMPTION

Which, if any, of the following have you done in the past year? (Select all that apply)

	Total National	Total Coastal	Total Males	Total Females
Streamed a movie or TV show through subscription (ex: Netflix)	62%	61%	66%	57%
Rented a DVD/Blu-ray (ex: Redbox)	41%	27%	31%	37%
Bought a DVD to own	35%	27%	34%	28%
Bought a Blu-ray to own	26%	30%	32%	24%
Bought a digital movie to own (ex: iTunes or Amazon)	22%	27%	30%	19%
Illegally downloaded a movie or TV show	5%	5%	5%	5%

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WHERE THEY GET THEIR NEWS

I get most of my news and information about what's going on from... (Select all that apply)

Total National	Total Coastal	Total Males	Total Females
Friends/family	Friends/family	Friends/family	Friends/family
Facebook	Facebook	Facebook	Facebook
Local TV news	National TV news (CNN)	Local TV news	Local TV news
Instagram	Local TV news	YouTube	Instagram
Radio	YouTube	National TV news (CNN)	National TV news (CNN)

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THEIR PAID SUBSCRIPTIONS

Which, if any, of the following paid subscriptions do you have? (Select all that apply)

	Total National	Total Coastal	Total Males	Total Females
Netflix	75%	69%	75%	69%
Hulu	42%	35%	36%	41%
Amazon Prime	42%	41%	35%	48%
Cable/satellite TV	35%	30%	31%	34%
HBO	14%	12%	12%	14%
YouTube TV	10%	10%	10%	10%
Xbox Live	10%	13%	15%	8%
Sling TV	7%	4%	5%	6%
Showtime	7%	13%	9%	11%
Sony Vue	4%	1%	2%	3%
Watch ESPN	3%	4%	3%	4%
YouTube Red	2%	7%	3%	6%
Sports	2%	4%	3%	3%
Twitch Prime	1%	4%	2%	3%

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ENTERTAINMENT THEY CRAVE

What do you want to see more of in entertainment?
(Select all that apply)

	Total National	Total Coastal	Total Males	Total Females
Commercial free shows	50%	54%	47%	56%
Releasing the entire season at once	31%	29%	30%	30%
Female leads	27%	23%	21%	28%
Choose-your-own adventure episodes	22%	27%	30%	19%
Women directors and creators	17%	21%	18%	20%
Ethnically diverse cast	15%	18%	15%	19%
Men showing more emotion	13%	18%	20%	11%
Sexually diverse cast	12%	11%	13%	10%
Gender fluid characters	8%	10%	9%	9%
Income diversity	7%	19%	11%	16%
Alternative representations of men	5%	15%	12%	8%
Religious characters	4%	11%	8%	7%

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TV IS BEST TO

Most likely to watch TV show (Cable) if you want to...
(Select all that apply)

	Total National	Total Coastal	Total Males	Total Females
Do something with family	36%	30%	32%	35%
Fall asleep	33%	30%	29%	35%
Cry	26%	34%	25%	34%
Relax	26%	26%	22%	30%
Have something to talk about	25%	26%	25%	26%
Feel romantic	23%	34%	29%	29%
Be scared	23%	26%	19%	30%
Be in the know	22%	26%	20%	28%
Relieve boredom	21%	24%	14%	31%
Pass the time	17%	31%	17%	30%
Learn	15%	27%	25%	17%
Share something with friends	15%	21%	16%	20%
Laugh	14%	24%	12%	27%
Relieve stress	14%	24%	15%	23%
Do something with friends	12%	25%	15%	21%

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STREAMING IS BEST TO

Most likely to watch TV show (Streaming) if you want to...
(Select all that apply)

	Total National	Total Coastal	Total Males	Total Females
Do something with family	44%	45%	42%	46%
Cry	40%	34%	35%	39%
Be scared	36%	34%	38%	32%
Feel romantic	35%	38%	38%	35%
Fall asleep	35%	34%	36%	34%
Relieve stress	34%	36%	33%	37%
Relax	31%	42%	38%	35%
Do something with friends	31%	37%	34%	34%
Pass the time	30%	30%	28%	32%
Laugh	29%	31%	32%	29%
Relieve boredom	25%	37%	33%	30%
Learn	25%	28%	24%	29%
Have something to talk about	25%	27%	22%	30%
Share something with friends	24%	29%	27%	27%
Be in the know	19%	35%	29%	25%

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ONLINE VIDEO IS BEST TO

Most likely to watch Online video (YouTube, Twitch, etc.) if you want to... (Select all that apply)

	Total National	Total Coastal	Total Males	Total Females
Learn	50%	37%	45%	41%
Laugh	43%	29%	44%	28%
Relieve boredom	42%	28%	45%	24%
Do something with friends	40%	20%	37%	22%
Share something with friends	38%	22%	33%	27%
Be in the know	38%	18%	31%	25%
Relieve stress	36%	30%	40%	25%
Pass the time	36%	30%	39%	27%
Relax	33%	23%	32%	24%
Feel romantic	33%	22%	26%	28%
Have something to talk about	31%	31%	39%	23%
Be scared	31%	28%	32%	26%
Cry	24%	20%	27%	17%
Fall asleep	24%	19%	22%	21%
Do something with family	10%	14%	17%	7%

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SOCIAL MEDIA VIDEO IS BEST TO

Most likely to watch Social media video (Instagram, Snapchat, etc.) if you want to...
(Select all that apply)

	Total National	Total Coastal	Total Males	Total Females
Share something with friends	22%	28%	25%	26%
Be in the know	21%	22%	20%	23%
Have something to talk about	19%	16%	15%	21%
Pass the time	18%	9%	16%	11%
Do something with friends	18%	18%	13%	23%
Relieve stress	16%	10%	12%	14%
Laugh	14%	15%	12%	17%
Relieve boredom	12%	11%	8%	15%
Be scared	11%	12%	11%	12%
Relax	10%	9%	8%	11%
Cry	10%	13%	13%	10%
Do something with family	10%	10%	8%	12%
Learn	9%	8%	5%	12%
Feel romantic	8%	6%	6%	8%
Fall asleep	7%	16%	13%	10%

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HOW THEY VIEW ACTORS

When it comes to celebrities, Actors/actresses are more...
(Select all that apply)

	Total National	Total Coastal	Total Males	Total Females
Attractive	56%	45%	49%	53%
Likely to be famous for a long time	54%	47%	47%	54%
Likely to make me watch something they're in	44%	34%	35%	43%
Talented	33%	32%	27%	37%
Funny	30%	24%	27%	27%
Fake	29%	27%	36%	20%
Likely to make me buy a product	27%	28%	25%	30%
Knowledgeable	27%	28%	25%	30%
Influential	26%	35%	28%	33%
Positive	26%	26%	24%	28%
Aspirational	25%	27%	26%	26%
Trustworthy	25%	25%	25%	26%
Genuine	25%	21%	25%	21%
Relatable	24%	28%	23%	29%
Sarcastic	23%	22%	23%	21%
Honest	22%	25%	24%	23%
In the know	21%	33%	29%	25%

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HOW THEY VIEW ATHLETES

When it comes to celebrities, Athletes are more...
(Select all that apply)

	Total National	Total Coastal	Total Males	Total Females
Talented	32%	40%	39%	33%
Influential	27%	27%	32%	22%
Positive	26%	23%	24%	25%
Aspirational	25%	26%	27%	24%
Likely to be famous for a long time	21%	18%	25%	14%
Honest	19%	21%	20%	19%
Genuine	19%	25%	18%	26%
Trustworthy	17%	23%	24%	17%
Relatable	17%	16%	17%	16%
Likely to make me buy a product	17%	24%	23%	18%
Knowledgeable	16%	21%	23%	14%
Sarcastic	15%	13%	11%	17%
Likely to make me watch something they're in	15%	21%	18%	17%
Fake	14%	12%	12%	14%
Attractive	12%	16%	16%	12%
In the know	9%	13%	16%	6%
Funny	8%	9%	13%	4%

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HOW THEY VIEW GAMERS

When it comes to celebrities, Gamers are more...
(Select all that apply)

	Total National	Total Coastal	Total Males	Total Females
Aspirational	19%	21%	19%	22%
Knowledgeable	19%	23%	23%	19%
In the know	18%	13%	13%	17%
Likely to make me buy a product	16%	15%	22%	10%
Talented	16%	13%	18%	11%
Sarcastic	16%	26%	20%	22%
Genuine	16%	23%	21%	17%
Trustworthy	13%	19%	20%	12%
Relatable	13%	22%	25%	10%
Honest	12%	25%	19%	18%
Influential	12%	11%	12%	11%
Likely to make me watch something they're in	10%	13%	15%	8%
Positive	9%	18%	15%	12%
Attractive	9%	13%	14%	8%
Funny	8%	13%	11%	11%
Fake	7%	18%	12%	13%
Likely to be famous for a long time	6%	11%	6%	11%

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HOW THEY VIEW YOUTUBERS

When it comes to celebrities, YouTubers are more...
(Select all that apply)

	Total National	Total Coastal	Total Males	Total Females
Funny	49%	48%	43%	54%
In the know	47%	34%	36%	45%
Relatable	43%	28%	32%	39%
Trustworthy	42%	27%	29%	40%
Honest	42%	24%	31%	35%
Genuine	39%	24%	31%	32%
Sarcastic	36%	32%	36%	32%
Knowledgeable	35%	26%	27%	34%
Positive	33%	27%	32%	28%
Likely to make me buy a product	33%	26%	26%	32%
Likely to make me watch something they're in	29%	25%	28%	26%
Influential	29%	19%	22%	26%
Aspirational	28%	17%	22%	23%
Talented	16%	13%	15%	14%
Attractive	15%	16%	16%	15%
Likely to be famous for a long time	15%	16%	15%	16%
Fake	13%	12%	10%	15%

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HOW THEY VIEW INSTAGRAMERS

When it comes to celebrities, Instagram celebrities are more...
(Select all that apply)

	Total National	Total Coastal	Total Males	Total Females
Fake	37%	31%	30%	39%
Sarcastic	10%	7%	10%	7%
Attractive	8%	9%	5%	12%
Likely to make me buy a product	7%	7%	4%	10%
Positive	6%	6%	5%	7%
In the know	6%	7%	6%	7%
Influential	6%	7%	6%	7%
Honest	5%	5%	6%	4%
Likely to be famous for a long time	4%	7%	7%	4%
Funny	4%	6%	6%	4%
Relatable	4%	6%	4%	6%
Aspirational	3%	9%	7%	5%
Knowledgeable	3%	2%	2%	3%
Talented	3%	2%	1%	4%
Trustworthy	3%	5%	3%	5%
Genuine	2%	6%	4%	4%
Likely to make me watch something they're in	2%	8%	4%	6%

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STATEMENTS ON INSTAGRAM

For each of the following platforms, please check the statements that apply to you: Instagram (Select all that apply)

	Total National	Total Coastal	Total Males	Total Females
I have an account	38%	53%	50%	42%
I post content	21%	26%	25%	22%
Using more in the last 6 months	17%	25%	21%	21%
I watch videos	17%	20%	17%	20%
I trust with my information	16%	17%	16%	18%
Using less in the last 6 months	12%	26%	17%	19%
Shows the real me	10%	22%	17%	16%
I have deactivated or deleted my account	3%	3%	4%	2%

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STATEMENTS ON SNAPCHAT

For each of the following platforms, please check the statements that apply to you: Snapchat (Select all that apply)

	Total National	Total Coastal	Total Males	Total Females
I have an account	30%	42%	34%	38%
Using more in the last 6 months	18%	29%	21%	26%
I post content	16%	22%	21%	16%
I watch videos	13%	20%	19%	15%
Using less in the last 6 months	13%	23%	16%	20%
I trust with my information	12%	17%	15%	14%
Shows the real me	11%	14%	10%	15%
I have deactivated or deleted my account	3%	4%	5%	2%

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STATEMENTS ON FACEBOOK

For each of the following platforms, please check the statements that apply to you: Facebook (Select all that apply)

	Total National	Total Coastal	Total Males	Total Females
I have an account	51%	56%	53%	54%
I post content	40%	35%	34%	41%
Using more in the last 6 months	33%	23%	24%	32%
I watch videos	32%	28%	27%	33%
Shows the real me	29%	26%	24%	31%
I trust with my information	22%	16%	17%	21%
Using less in the last 6 months	18%	35%	26%	27%
I have deactivated or deleted my account	2%	2%	1%	3%

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STATEMENTS ON YOUTUBE

For each of the following platforms, please check the statements that apply to you: YouTube (Select all that apply)

	Total National	Total Coastal	Total Males	Total Females
I watch videos	71%	62%	73%	60%
I have an account	55%	57%	65%	47%
Using more in the last 6 months	47%	48%	47%	48%
Shows the real me	32%	30%	37%	26%
I trust with my information	23%	24%	28%	19%
I post content	22%	25%	28%	19%
Using less in the last 6 months	14%	10%	13%	11%
I have deactivated or deleted my account	1%	2%	1%	2%

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STATEMENTS ON TWITTER

For each of the following platforms, please check the statements that apply to you: Twitter (Select all that apply)

	Total National	Total Coastal	Total Males	Total Females
I have an account	28%	33%	32%	29%
Using less in the last 6 months	12%	17%	14%	15%
Using more in the last 6 months	10%	21%	15%	17%
I watch videos	10%	13%	15%	8%
I trust with my information	9%	14%	12%	11%
Shows the real me	7%	16%	13%	10%
I post content	7%	16%	12%	11%
I have deactivated or deleted my account	3%	5%	4%	4%

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THEIR FAVORITE SOCIAL MEDIA PLATFORM

Which social media platform: Is your favorite? (Select one)

	Total National	Total Coastal	Total Males	Total Females
YouTube	43%	39%	50%	32%
Facebook	23%	23%	15%	30%
Instagram	15%	19%	16%	18%
Snapchat	5%	8%	10%	3%
Twitter	1%	4%	3%	2%

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THEIR MOST USED SOCIAL MEDIA PLATFORM

Which social media platform: Do you use the most? (Select one)

	Total National	Total Coastal	Total Males	Total Females
YouTube	41%	41%	50%	32%
Facebook	28%	21%	18%	30%
Instagram	10%	14%	13%	12%
Snapchat	8%	15%	12%	11%
Twitter	1%	2%	2%	1%

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THEIR MOST AUTHENTIC SOCIAL MEDIA PLATFORM

Which social media platform: Shows the real you?
(Select one)

	Total National	Total Coastal	Total Males	Total Females
Facebook	31%	31%	22%	34%
YouTube	28%	16%	30%	16%
Instagram	8%	17%	15%	13%
Snapchat	4%	11%	6%	6%
Twitter	1%	6%	2%	2%

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WHERE THEY POST THE MOST ON SOCIAL MEDIA

Which social media platform: Do you post the most content? (Select one)

	Total National	Total Coastal	Total Males	Total Females
Facebook	30%	25%	24%	31%
YouTube	28%	20%	24%	23%
Instagram	6%	17%	14%	9%
Twitter	3%	4%	3%	4%
Snapchat	2%	8%	7%	3%

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WHERE THEY VIEW THE MOST CONTENT ON SOCIAL MEDIA

Which social media platform: Do you view the most content? (Select one)

	Total National	Total Coastal	Total Males	Total Females
YouTube	44%	43%	54%	33%
Facebook	24%	16%	15%	25%
Twitter	10%	8%	4%	15%
Instagram	6%	17%	13%	10%
Snapchat	3%	7%	8%	1%

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STATEMENTS ON SOCIAL MEDIA

Please indicate which statements about social media you agree with: Summary - Yes

	Total National	Total Coastal	Total Males	Total Females
Do the pros of social media outweigh the cons	61%	55%	61%	55%
Does social media help you truly connect with others	58%	61%	55%	64%
Can you tell whether a brand is "for you" by looking at their social media	53%	46%	49%	50%
Do you like going to places with cool photo opportunities	53%	45%	50%	48%
Do you send memes to others	52%	53%	50%	55%
Does social media show real life	51%	39%	49%	41%
Can you tell whether you would like someone from their social media profile	43%	37%	41%	40%
Is social media bad for mental health	41%	39%	43%	37%
Do you follow meme accounts	37%	37%	37%	38%

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STATEMENTS ON SOCIAL MEDIA CONT.

Please indicate which statements about social media you agree with: Summary - Yes

	Total National	Total Coastal	Total Males	Total Females
Have you ever done something just to post about it	32%	39%	36%	35%
Do you know how to become famous on social media	28%	26%	25%	29%
Do you consider yourself an influencer	27%	25%	24%	29%
Are you trying to make money off one of your social media accounts/ channels	26%	24%	24%	26%
Do you know how to make money off your social media accounts/ channels	23%	29%	30%	22%
Have you ever been to an "Instagram experience" (Ex. Museum of Ice Cream, Refinery 29 Rooms, etc.)	20%	26%	24%	22%
Do you currently make money off one of your social media accounts/ channels	17%	20%	21%	16%
Do you have a Finstagram	9%	18%	11%	16%

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WHAT MAKES THEM FEEL ACCOMPLISHED

For each of the below options indicate if if makes you feel: Accomplished or Unproductive? Summary - Accomplished

	Total National	Total Coastal	Total Males	Total Females
See your family	98%	90%	95%	92%
Hang out with a friend	95%	96%	96%	95%
Plan a trip	94%	94%	94%	94%
Get back from vacation	90%	85%	88%	86%
Finish a season of a show	85%	87%	85%	88%
Post on Instagram	78%	70%	72%	76%
Watch one episode of a show	75%	83%	80%	77%
Binge watch multiple episodes of a show	73%	69%	74%	68%
Rewatch a TV show	71%	72%	79%	64%
Browse Snapchat	62%	59%	65%	55%
Browse Instagram	55%	54%	56%	53%
Instagram stalk someone	29%	39%	35%	33%

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WHAT MAKES THEM FEEL UNPRODUCTIVE

For each of the below options indicate if if makes you feel: Accomplished or Unproductive? Summary - Unproductive

	Total National	Total Coastal	Total Males	Total Females
Instagram stalk someone	71%	61%	65%	67%
Browse Instagram	45%	46%	44%	47%
Browse Snapchat	38%	41%	35%	45%
Rewatch a TV show	29%	28%	21%	36%
Binge watch multiple episodes of a show	27%	31%	26%	32%
Watch one episode of a show	25%	17%	20%	23%
Post on Instagram	22%	30%	28%	24%
Finish a season of a show	15%	13%	15%	12%
Get back from vacation	10%	15%	12%	14%
Plan a trip	6%	6%	6%	6%
Hang out with a friend	5%	4%	4%	5%
See your family	2%	10%	5%	8%

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WHAT MAKES THEM FEEL HAPPY

For each of the below options indicate if if makes you feel: Happy or Sad? Summary - Happy

	Total National	Total Coastal	Total Males	Total Females
Watch one episode of a show	98%	96%	99%	95%
Hang out with a friend	96%	96%	98%	94%
Plan a trip	95%	95%	95%	95%
See your family	93%	90%	94%	89%
Rewatch a TV show	92%	89%	91%	90%
Binge watch multiple episodes of a show	91%	93%	92%	92%
Post on Instagram	79%	75%	75%	79%
Browse Instagram	75%	73%	75%	72%
Finish a season of a show	71%	68%	71%	68%
Browse Snapchat	70%	73%	78%	65%
Get back from vacation	66%	72%	74%	64%
Instagram stalk someone	31%	43%	38%	36%

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WHAT MAKES THEM FEEL SAD

For each of the below options indicate if if makes you feel: Happy or Sad? Summary - Sad

	Total National	Total Coastal	Total Males	Total Females
Instagram stalk someone	69%	57%	62%	64%
Get back from vacation	34%	28%	26%	36%
Browse Snapchat	30%	27%	22%	35%
Finish a season of a show	29%	32%	29%	32%
Browse Instagram	25%	27%	25%	28%
Post on Instagram	21%	25%	25%	21%
Binge watch multiple episodes of a show	9%	7%	8%	8%
Rewatch a TV show	8%	11%	9%	10%
See your family	7%	10%	6%	11%
Plan a trip	5%	5%	5%	5%
Hang out with a friend	4%	4%	2%	6%
Watch one episode of a show	2%	4%	1%	5%

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WHAT MAKES THEM FEEL RELAXED

For each of the below options indicate if if makes you feel: Relaxed or Anxious? Summary - Relaxed

	Total National	Total Coastal	Total Males	Total Females
Hang out with a friend	94%	98%	98%	94%
Rewatch a TV show	93%	90%	93%	90%
See your family	91%	86%	89%	88%
Watch one episode of a show	87%	91%	93%	85%
Get back from vacation	85%	88%	88%	85%
Binge watch multiple episodes of a show	85%	88%	83%	90%
Finish a season of a show	80%	82%	79%	83%
Browse Instagram	72%	72%	74%	70%
Browse Snapchat	71%	74%	78%	66%
Post on Instagram	68%	70%	66%	72%
Plan a trip	63%	82%	76%	70%
Instagram stalk someone	27%	42%	32%	37%

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WHAT MAKES THEM FEEL ANXIOUS

For each of the below options indicate if if makes you feel: Relaxed or Anxious? Summary - Anxious

	Total National	Total Coastal	Total Males	Total Females
Instagram stalk someone	73%	58%	68%	63%
Plan a trip	37%	18%	24%	30%
Post on Instagram	32%	30%	34%	28%
Browse Snapchat	29%	26%	22%	34%
Browse Instagram	28%	28%	26%	30%
Finish a season of a show	20%	18%	21%	17%
Binge watch multiple episodes of a show	15%	12%	17%	10%
Get back from vacation	15%	12%	12%	15%
Watch one episode of a show	13%	9%	7%	15%
See your family	9%	14%	11%	12%
Rewatch a TV show	7%	10%	7%	10%
Hang out with a friend	6%	2%	2%	6%

Nielsen
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WHAT MAKES THEM FEEL BETTER THAN

For each of the below options indicate if if makes you feel: Better Than or Less Than? Summary - Better Than

	Total National	Total Coastal	Total Males	Total Females
Hang out with a friend	94%	99%	97%	96%
Plan a trip	94%	94%	96%	92%
Watch one episode of a show	93%	95%	97%	91%
See your family	92%	92%	93%	91%
Finish a season of a show	86%	88%	86%	88%
Binge watch multiple episodes of a show	85%	83%	84%	85%
Rewatch a TV show	85%	87%	88%	83%
Get back from vacation	83%	90%	88%	84%
Post on Instagram	74%	75%	74%	75%
Browse Snapchat	67%	62%	68%	61%
Browse Instagram	64%	64%	64%	64%
Instagram stalk someone	30%	39%	34%	35%

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WHAT MAKES THEM FEEL LESS THAN

For each of the below options indicate if if makes you feel: Better Than or Less Than? Summary - Less Than

	Total National	Total Coastal	Total Males	Total Females
Instagram stalk someone	70%	61%	66%	65%
Browse Snapchat	33%	38%	32%	39%
Browse Instagram	36%	36%	36%	36%
Post on Instagram	26%	25%	26%	25%
Rewatch a TV show	15%	13%	12%	17%
Binge watch multiple episodes of a show	15%	17%	16%	15%
Finish a season of a show	14%	12%	14%	12%
Get back from vacation	17%	10%	12%	16%
See your family	8%	8%	7%	9%
Watch one episode of a show	7%	5%	3%	9%
Hang out with a friend	6%	1%	3%	4%
Plan a trip	6%	6%	4%	8%

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WHAT MAKES THEM FEEL CONNECTED

For each of the below options indicate if if makes you feel: Connected or Isolated? Summary - Connected

	Total National	Total Coastal	Total Males	Total Females
Hang out with a friend	95%	96%	95%	96%
Watch one episode of a show	95%	93%	96%	92%
See your family	94%	89%	93%	90%
Plan a trip	93%	95%	94%	94%
Rewatch a TV show	90%	85%	93%	82%
Finish a season of a show	89%	88%	90%	87%
Get back from vacation	86%	86%	91%	82%
Binge watch multiple episodes of a show	83%	77%	82%	78%
Post on Instagram	82%	72%	74%	80%
Browse Instagram	73%	68%	73%	67%
Browse Snapchat	70%	71%	73%	68%
Instagram stalk someone	32%	42%	35%	39%

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WHAT MAKES THEM FEEL ISOLATED

For each of the below options indicate if if makes you feel: Connected or Isolated? Summary - Isolated

	Total National	Total Coastal	Total Males	Total Females
Instagram stalk someone	68%	58%	65%	61%
Browse Snapchat	30%	29%	27%	32%
Browse Instagram	27%	32%	27%	33%
Post on Instagram	18%	28%	26%	20%
Binge watch multiple episodes of a show	17%	23%	18%	22%
Get back from vacation	14%	14%	9%	18%
Finish a season of a show	11%	12%	10%	13%
Rewatch a TV show	10%	15%	7%	18%
Plan a trip	7%	5%	6%	6%
See your family	6%	11%	7%	10%
Watch one episode of a show	5%	7%	4%	8%
Hang out with a friend	5%	4%	5%	4%

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WHAT MAKES THEM FEEL ENERGIZED

For each of the below options indicate if if makes you feel: Energized or Exhausted? Summary - Energized

	Total National	Total Coastal	Total Males	Total Females
Watch one episode of a show	90%	93%	94%	89%
Hang out with a friend	87%	88%	87%	89%
See your family	86%	87%	89%	83%
Plan a trip	80%	77%	81%	76%
Finish a season of a show	80%	75%	78%	76%
Rewatch a TV show	76%	82%	81%	77%
Post on Instagram	74%	73%	73%	74%
Binge watch multiple episodes of a show	71%	66%	73%	64%
Browse Snapchat	65%	66%	73%	58%
Browse Instagram	64%	63%	69%	58%
Get back from vacation	49%	65%	59%	55%
Instagram stalk someone	32%	38%	34%	36%

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WHAT MAKES THEM FEEL EXHAUSTED

For each of the below options indicate if if makes you feel: Energized or Exhausted? Summary - Exhausted

	Total National	Total Coastal	Total Males	Total Females
Instagram stalk someone	68%	62%	66%	64%
Get back from vacation	51%	35%	41%	45%
Browse Instagram	36%	37%	31%	42%
Browse Snapchat	35%	34%	27%	42%
Binge watch multiple episodes of a show	29%	34%	27%	36%
Post on Instagram	26%	27%	27%	26%
Rewatch a TV show	24%	18%	19%	23%
Finish a season of a show	20%	25%	22%	24%
Plan a trip	20%	23%	19%	24%
See your family	14%	13%	11%	17%
Hang out with a friend	13%	12%	13%	11%
Watch one episode of a show	10%	7%	6%	11%

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THEIR THOUGHTS ON SNAPCHAT

Please indicate which statements about Snapchat you agree with: (Select all that apply)

	Total National	Total Coastal	Total Males	Total Females
I still think Snapchat is cool	23%	23%	22%	24%
I feel Snapchat understands me and my needs	14%	6%	10%	10%
I do not subscribe to any channels on Snapchat discover but watch it from time to time	13%	8%	9%	12%
I'm not into Snapchat streaks anymore	10%	9%	8%	11%
I started using Snapchat less once Instagram Stories came along	9%	8%	9%	8%
Snapchat's update made the app confusing to me	7%	9%	7%	9%
Snapchat isn't as cool as it used to be	7%	14%	9%	12%
When messaging someone, I wait in the Snapchat app until they respond	7%	6%	5%	7%
Snapchat Discover feels disorganized	6%	8%	5%	9%
Maintaining my Snapchat streaks is important to me	5%	10%	9%	6%
I don't feel like Snapchat understands me or my needs	5%	12%	7%	10%
Snapchat is lower pressure than Instagram	5%	15%	7%	13%
I subscribe to channels on Snapchat discover	4%	11%	6%	9%
I stopped using Snapchat after the update	2%	6%	6%	2%

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THEIR THOUGHTS ON INSTAGRAM

Please indicate which statements about Instagram you agree with: (Select all that apply)

	Total National	Total Coastal	Total Males	Total Females
I don't watch IGTV	22%	17%	19%	20%
I spend more time watching stories than I do scrolling through my feed	17%	16%	15%	18%
I like it when brands provide product pricing in their stories/feed	12%	15%	11%	15%
I prefer to post to my story than to my feed	10%	15%	13%	12%
I have purchased something on Instagram	7%	7%	6%	8%
I look at the shoppable options in my feed regularly	6%	7%	7%	6%
I like to follow bigger influencers over micro influencers (100k followers or less)	6%	15%	14%	7%
I watch IGTV	6%	7%	8%	5%
I find out about products I want to buy from Instagram	6%	11%	7%	10%
I find micro influencers (100k followers or less) more interesting than bigger influencers	6%	13%	10%	9%

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THEIR THOUGHTS ON FACEBOOK

Please indicate which statements about Facebook you agree with: (Select all that apply)

	Total National	Total Coastal	Total Males	Total Females
Facebook is the easiest way to stay connected with everyone	34%	25%	23%	36%
I enjoy using Facebook	33%	23%	28%	27%
I watch videos on Facebook	29%	22%	21%	30%
Facebook keeps me in the loop with my broader social network	18%	23%	21%	20%
Facebook makes me happy	17%	16%	11%	23%
Facebook stresses me out	7%	13%	9%	11%
Facebook isn't relevant to people my age	8%	17%	17%	7%
I use Facebook third party authentication	6%	8%	9%	4%

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THEIR THOUGHTS ON YOUTUBE

Please indicate which statements about YouTube you agree with: (Select all that apply)

	Total National	Total Coastal	Total Males	Total Females
I subscribe to channels on YouTube	45%	34%	39%	40%
My favorite influencers are on YouTube	35%	26%	32%	29%
I prefer to watch YouTube over TV	42%	26%	37%	31%
I send my friends YouTube videos I think they might enjoy	26%	25%	29%	22%
I get annoyed by ads on YouTube	23%	25%	26%	22%
I have my own YouTube channel	22%	17%	18%	21%
I use YouTube TV	20%	16%	13%	23%
I post videos on YouTube	16%	17%	19%	14%

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THE STATE OF THE WORLD

In your opinion, is the world getting better, worse, or staying the same? (Select one)

	Total National	Total Coastal	Total Males	Total Females
Worse	38%	43%	38%	43%
The same	35%	19%	27%	27%
Better	27%	38%	34%	30%

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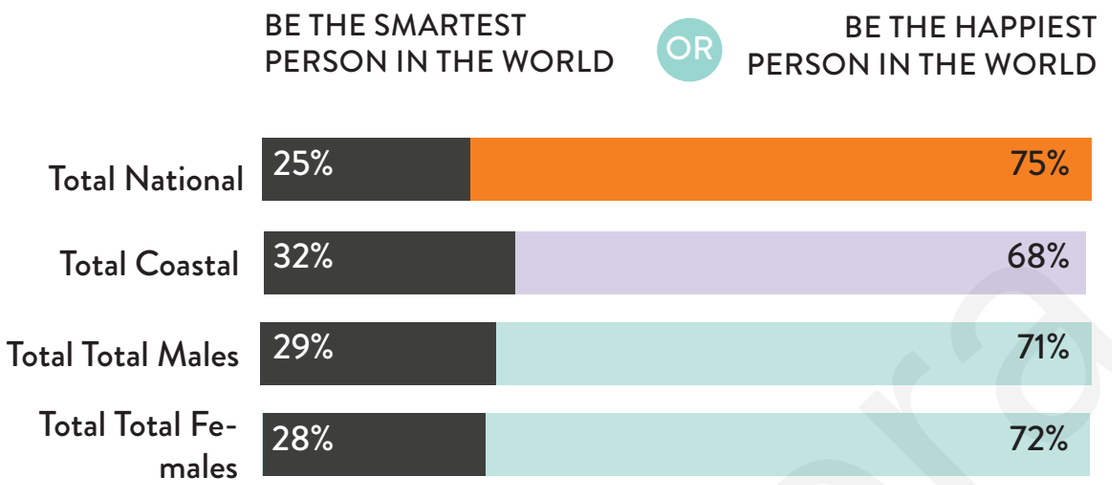
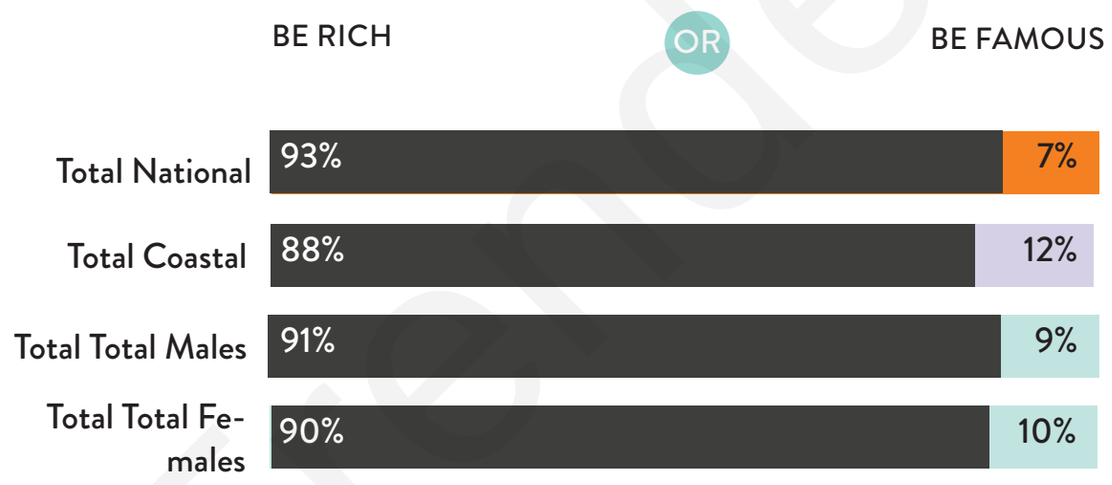
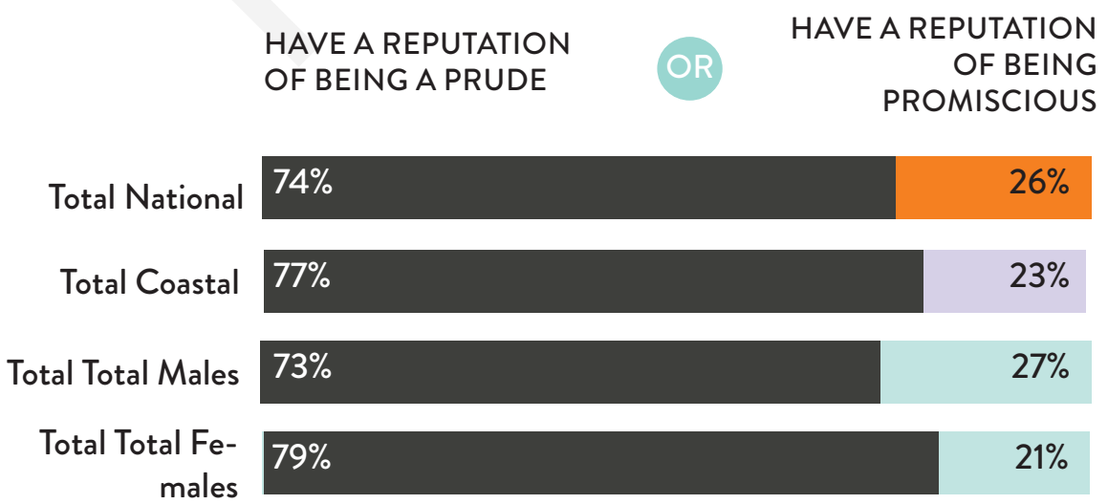
WOULD YOU RATHER...







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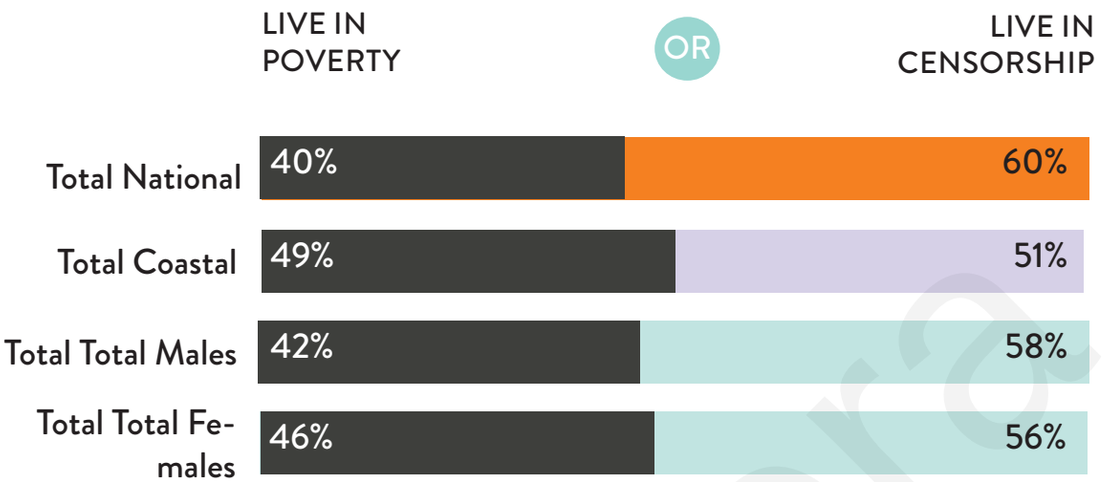
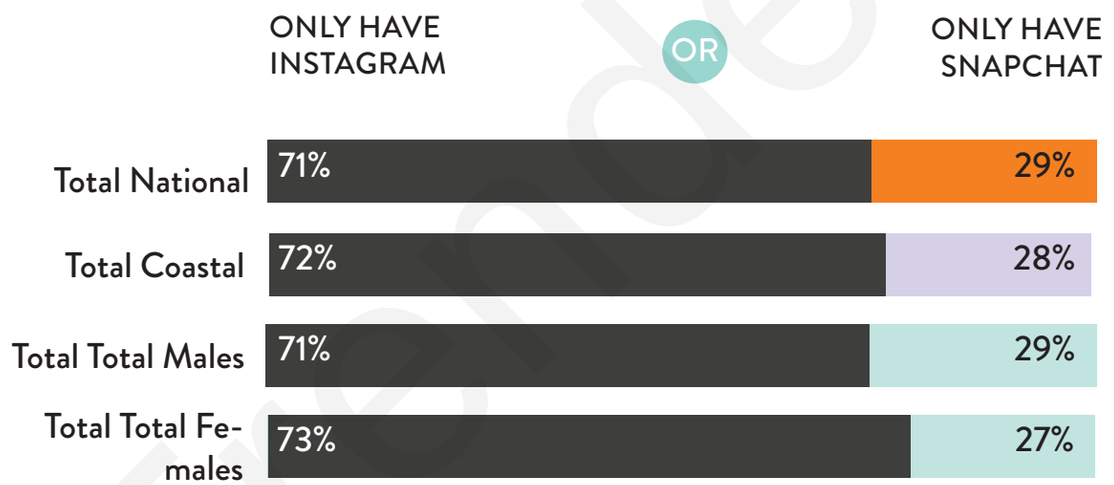
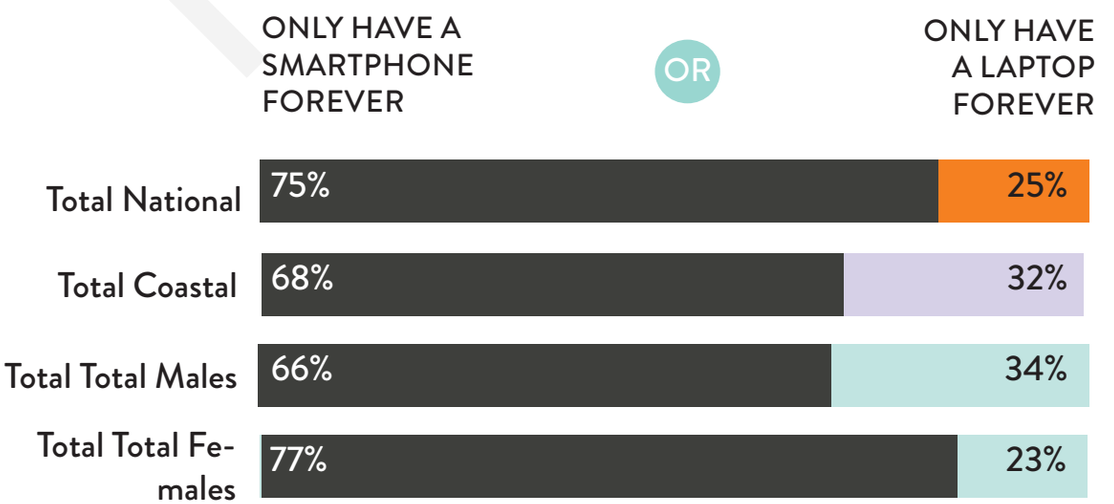
WOULD YOU RATHER...







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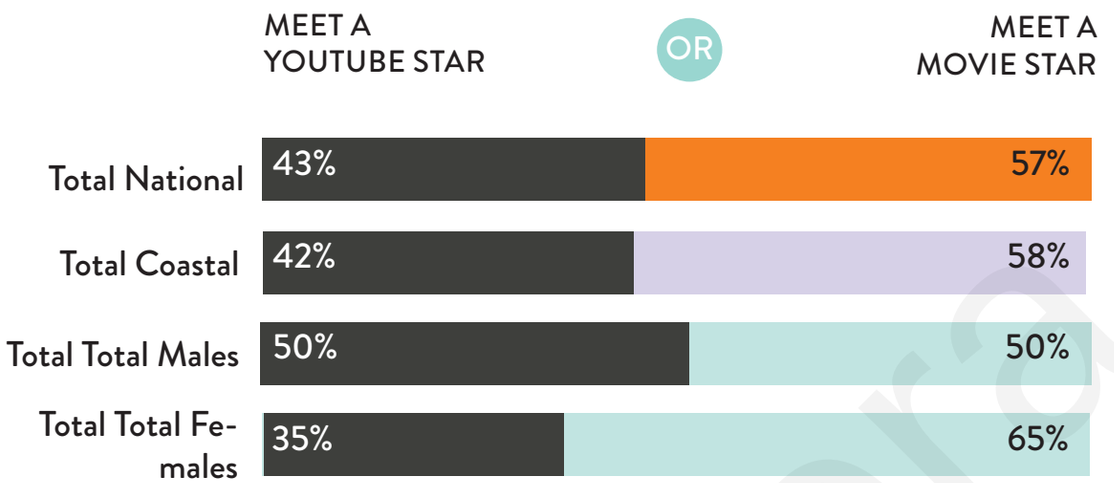
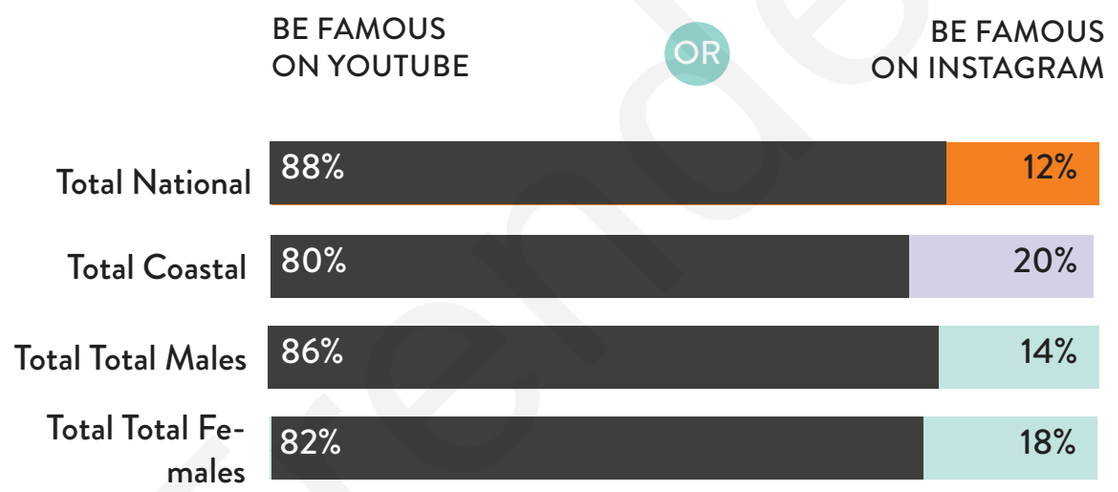
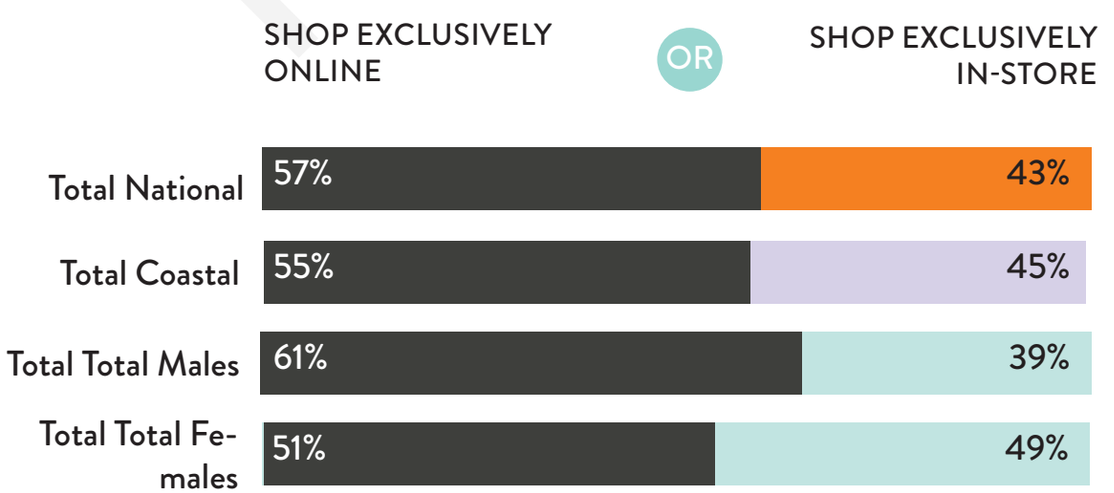
WOULD YOU RATHER...







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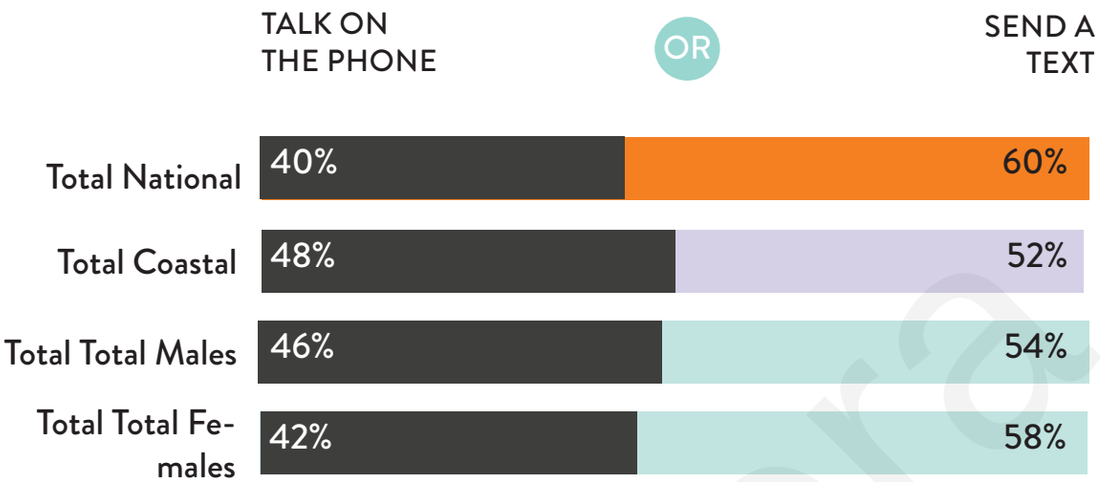
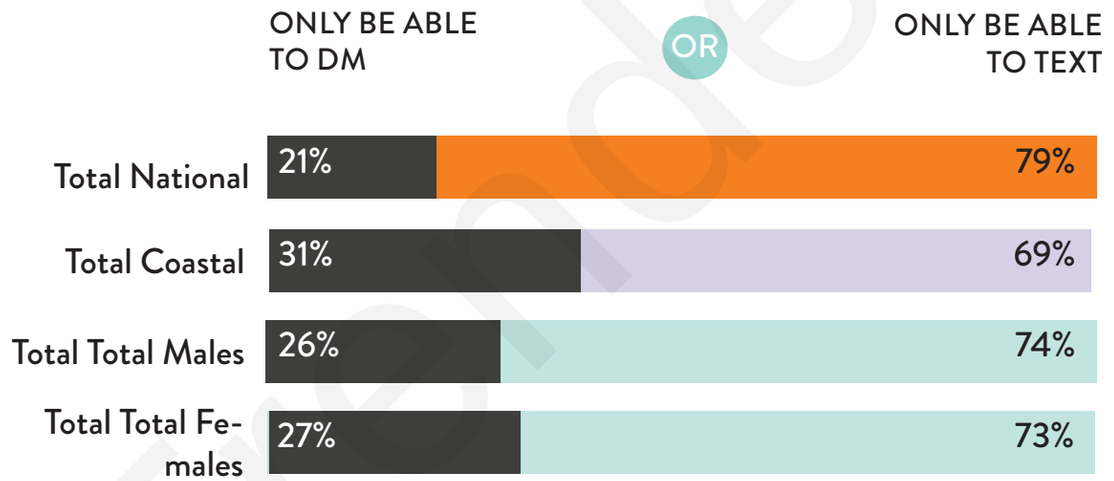
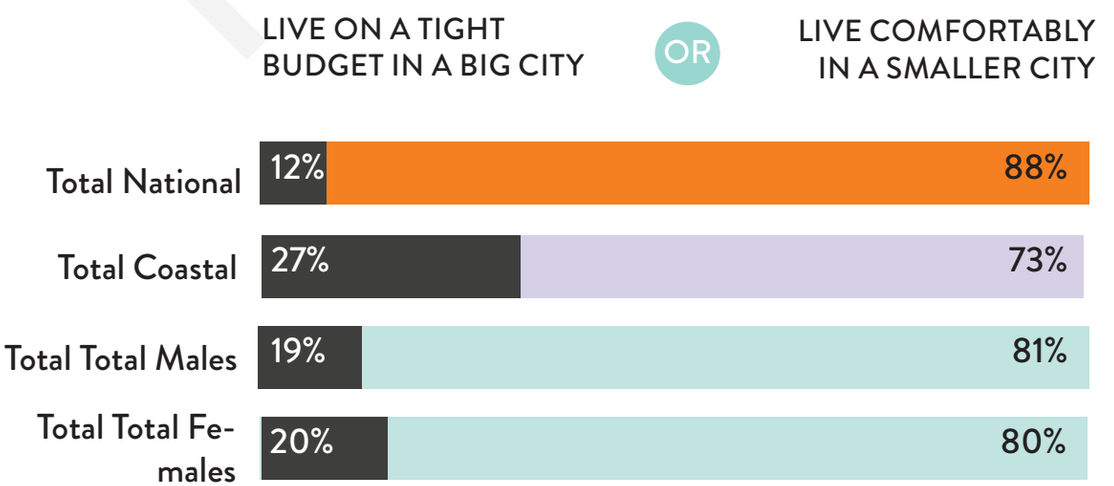
WOULD YOU RATHER...







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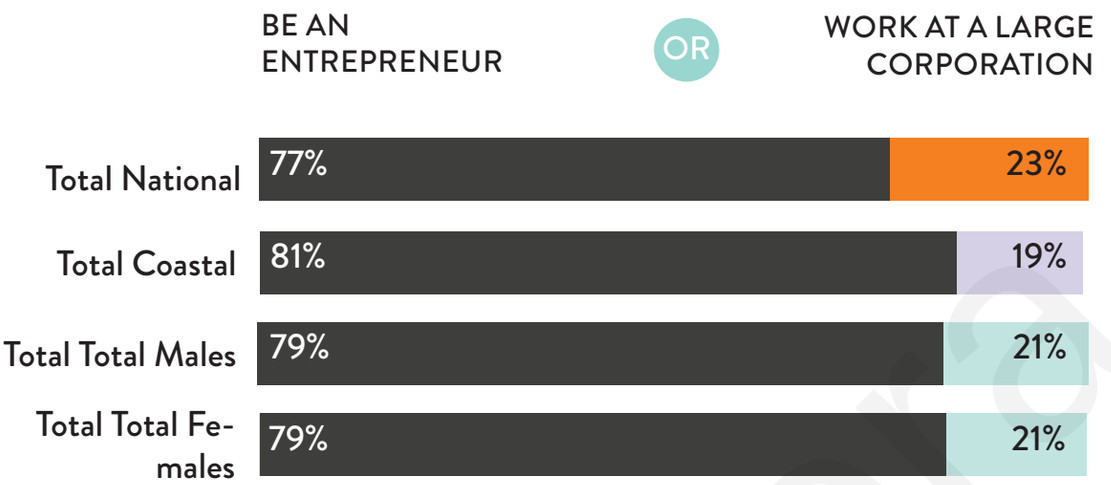
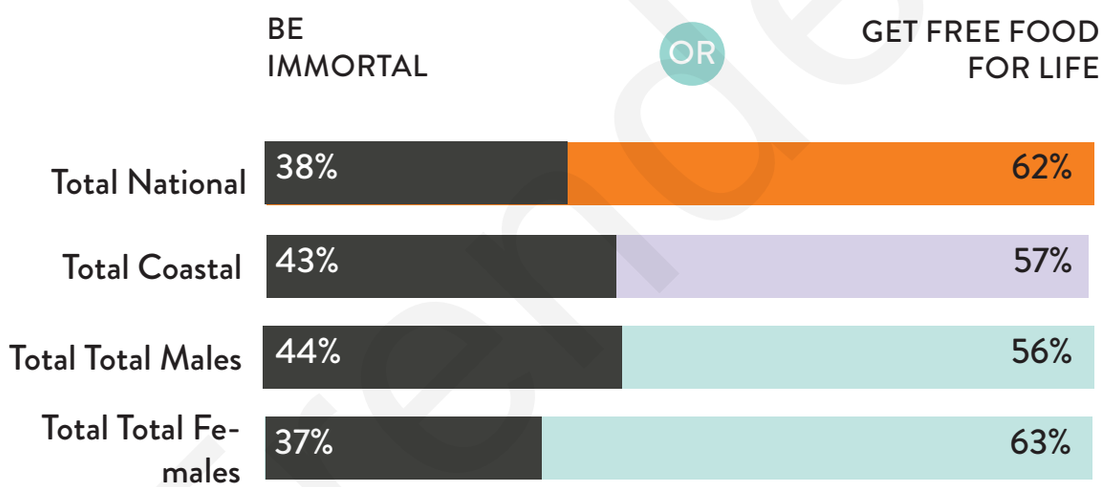
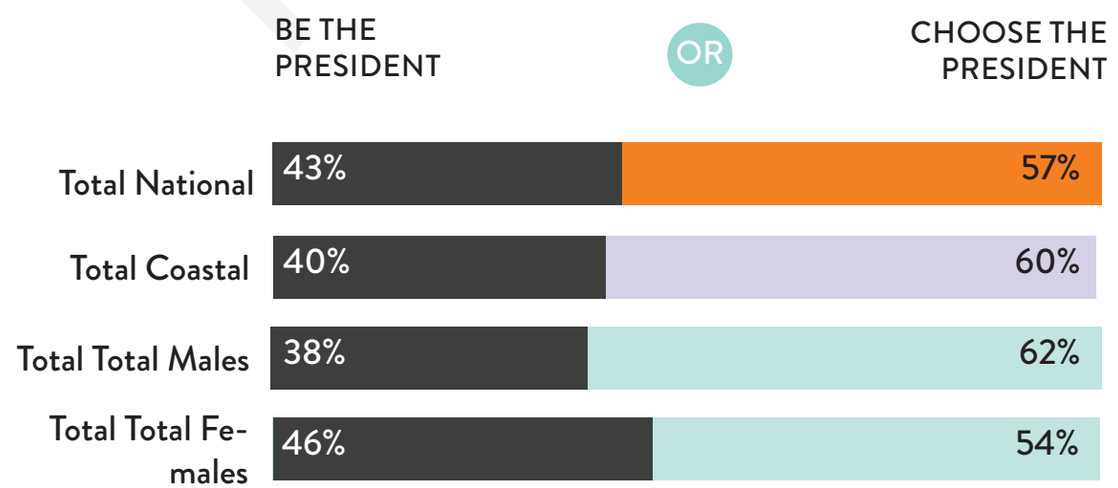
WOULD YOU RATHER...







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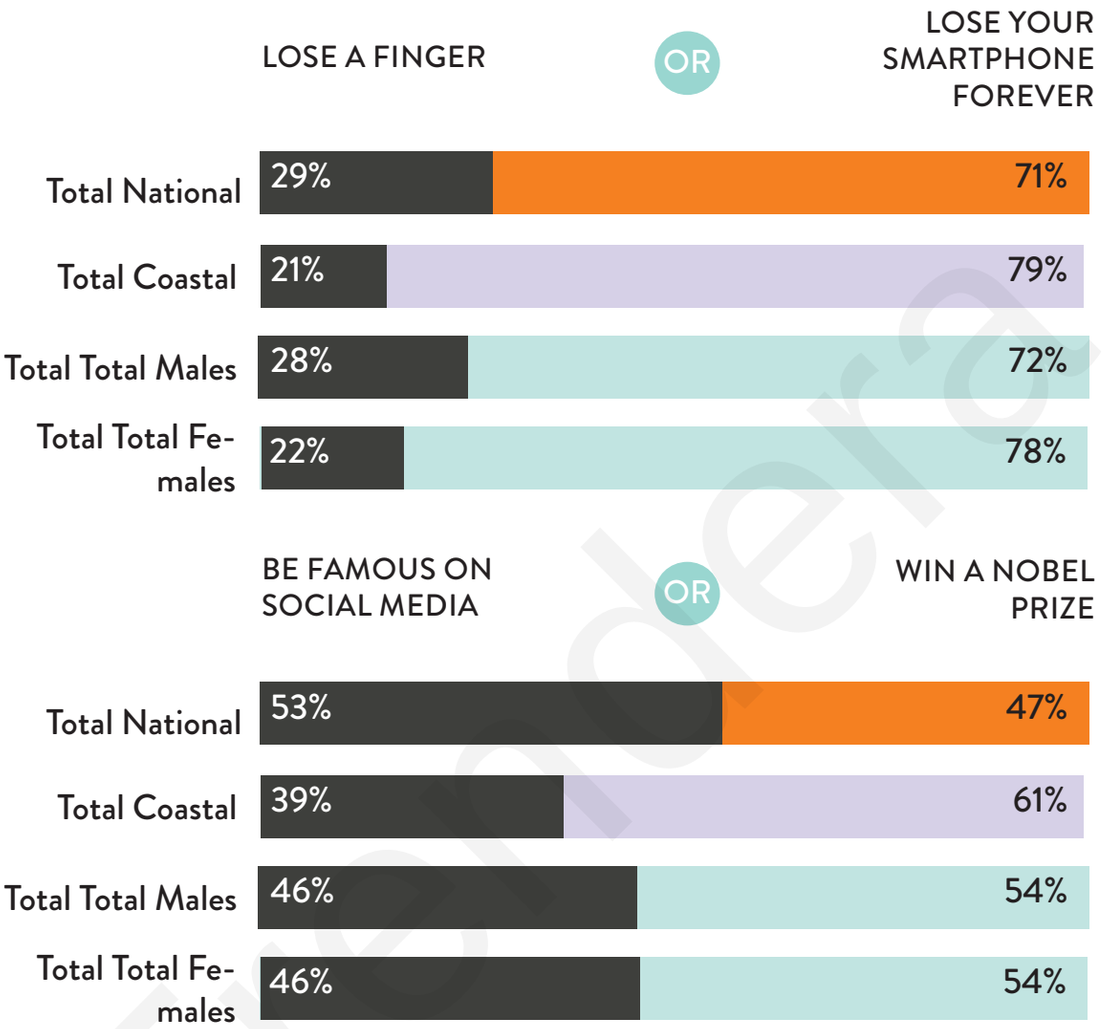
WOULD YOU RATHER...



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