

A DAY IN THE LIFE OF GEN Z

VOL. 03

20

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Executive Summary

Our Gen Z community spends an average of 37 minutes a day on Wattpad. We wanted to know where they were spending the rest of their time.

We wanted to find out what a typical day for Gen Z looks like, so we invited 16 of them to share their days with us for a full week in the form of journal entries (written and video). We found out how marketers can insert themselves into their days in the most useful and authentic ways.

Gen Z's content consumption is often broken up throughout the day and combined with another activity. Gen Z's continual use of multi-screens means their attention is often divided (i.e. consuming social media while watching TV), and their well-deserved breaks throughout the day often involve consuming content (i.e. between classes, while commuting, and taking study breaks). Ensure your brand's content can easily be picked up where it was left off (or make it so good they can't put it down).

Gen Z: the creator generation. Brands are competing for Gen Z's attention not just from other brands, but more than ever from their peers. They've found outlets for their creativity online that previous generations could only dream of, and few are shy to share their craft. How can you leverage user-generated content from this generation in your marketing and tap into their built-in audiences?

Gen Z's ambition is admirable, but they strive hard for balance. Marketing is often about putting forth images of one's aspirational selves, and spending a day in their shoes allowed us to get a glimpse of who they aspire to be. Although Gen Z isn't afraid to admit imperfection, they have ambitious goals that often cause them to be pulled in multiple directions. Are they big partiers? Not so much. Brands should look to put out messaging and content that speaks to the values (including working hard, but also taking time to unplug) of this generation, which are different from their predecessors.



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Wake up. Hit the snooze button.

Catch up on last night's group texts. Scroll. Roll to school. Get to work. Repeat.



Most of us may think we know how Generation Z spends their day, but the truth is kind of complicated. Born in the mid-1990s, Gen Z's eldest are currently approaching their mid-20s. To understand them is to spend a day living in their shoes. So that's what we set out to do when we tapped into Gen Zs across the U.S. **We know the average Watterpadder spends 37 minutes of their day on the platform. We were curious to know how they spend the rest of it.** We invited them to share their journal entries with us beginning in late 2019/early 2020, pre-COVID-19. While the pandemic certainly threw a curve ball at what their average day looks like, the research looked at more than their daily habits but also their aspirations and values, providing insightful takeaways for marketers in today's world.

What we already know:

Gen Z works hard. They side-hustle. They're stressed from the pressure they put on themselves. But unlike their millennial predecessors, they've striving to learn the art of balance: their lives are jam-packed with school, work, side-projects, and extra-curriculars, but they'll also tap out for Netflix and other sources of actual chill (even if it means they're being pulled in different directions). Ultimately, the complexity, the determination, the drive, and the focus of Gen Z is unparalleled, and so is their passion. Academia, family, friendship, social justice, and the embracement of responsibility are their defining characteristics. They've learned from our mistakes and don't intend on repeating them.

What we didn't know:

How they structure their days around the constant pull in different directions. Do they follow rigid schedules—friends, work, family, school? We wanted them to tell us. And they did—in great detail.



"My overall mood today was tired, but it shifted often 😊. I went from motivated to bored and tired within a few minutes of waking up this morning. As of now, I am trying to put myself into the mood to continue working to finish what I need to before I can enjoy my time with YouTube videos."

"So far this morning has been okay. I woke up a few hours ago. A little upsetting arguing with family, but nothing too crazy. About to go shopping and hopefully ease some tension. Have to do some editing later."

Methodology

How we spent a day with Gen Z


Between December 2019 and February 2020, we asked 16 American Gen Zs to keep and submit daily journal entries. Which, fittingly, coincided with their generation's relationship to social media and technology: participants submitted photos and/or videos, and wrote multiple entries a day to describe and showcase what they were doing and how they were feeling via a popular social messaging app. On top of this, they also shared screenshots of their daily app usage and the timeline of what they did, where, and when.

Evidently, our handwritten childhood diaries and Y2K-era Geocities blogs have effectively been put to shame.

As for the participants:

12 are members of Generation Wattpad (Wattpad's Gen Z youth panel), and four are not active Wattpad users so as to maintain a sense of variety and balance. All of them are based in the U.S and between 15 to 23 years old. 9 are female, 6 are male and 1 is a transgender male.

So there you have it.



Want to know how Gen Z is doing during COVID-19? We caught up with some of our respondents on life in the new "normal". You can read our summary—and watch a short video—on page 31.

Push... pull... swipe...

Gen Z isn't ready to un-stan* their phones

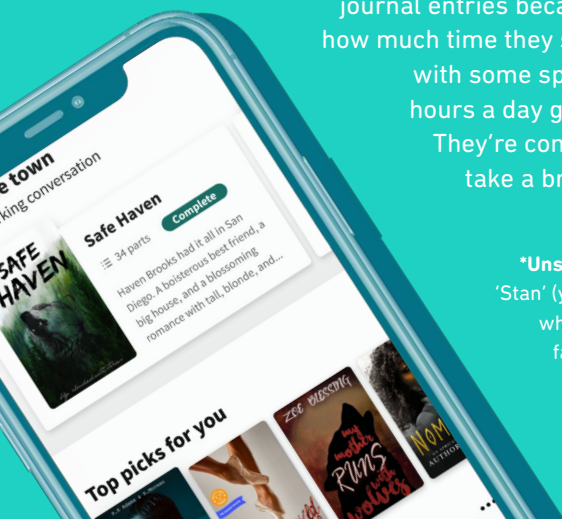
The self-awareness is real: Gen Z are quick to cite both the negative and positive effects of their relationship with technology.



"We spend too much time on our phones, including me, [and] have a tough time carrying convos without having to pick up [the] phone [to] check it," one participant revealed. "Everyone is not comfortable just waiting, but is on their phone."

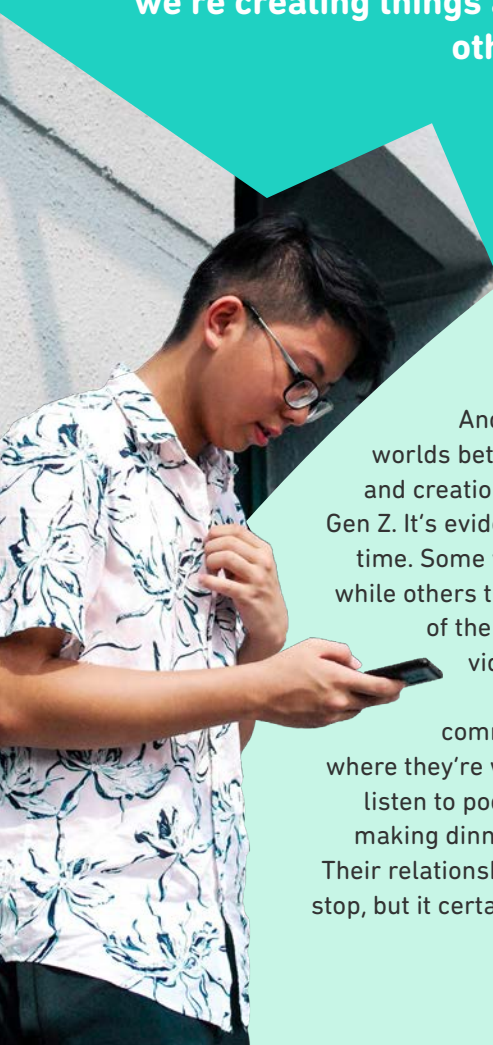
Many participants upon reflection on their journal entries became acutely aware of how much time they spent on their phone, with some spending as much as 8 hours a day glued to their devices. They're conscious of the need to take a break from the screen.

***Unstan:** Comes from the word 'Stan' (yes, like the Eminem song) which defines super-zealous fan culture. To un-stan is to downgrade your fandom.



But their phones are also catalysts for connection and discovery.

“[Technology] may not be such a negative thing,” says one. Says another: “people assume we’re on our phones and social all the time, but we do more than that! Wattpad [is a] great example, [we’re] not just gossiping or looking at what celebs are doing, **we’re creating things and getting to read other’s experiences.**”

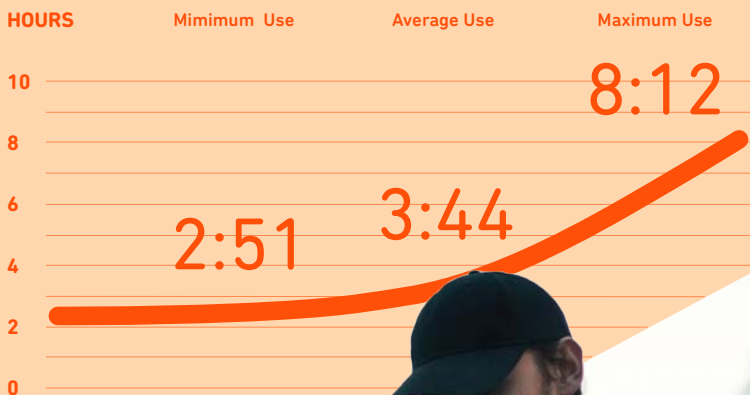


And this ability to straddle the worlds between content consumption and creation is something that defines Gen Z. It’s evident in how they spend their time. Some wake up listening to music, while others take breaks over the course of the workday to watch YouTube videos and play video games. Their devices turn their commutes into productive time, where they’re writing and reading. Others listen to podcasts or audiobooks while making dinner or getting ready for bed. Their relationship with technology doesn’t stop, but it certainly adapts to fit their flow.

A day in the life of a Gen Z phone

We tracked the participants' screen time.

On average, participants spent between 2 hours and 51 minutes (the least amount of time) and 8 hours and 12 minutes (the most amount of time) on their phones each day, with the median time spent totalling 3 hours and 44 minutes.





Friendship spans IRL and URL spaces

Many of Gen Z's relationships are defined by the expanse of social media. But we learned that friendship and deep connections are core to their desires. It's not the follower count, it's the friendships that count.

"People usually classify Gen Z as spending time on [the] phone with no interaction whatsoever, but they don't recognize they're establishing with people across the world," one participant shared. "There's a positive side to social media."

And that's an opinion seconded by a fellow contemporary. They reassured, "[It] helps us connect [and I] met some amazing people through Twitter and became close friends with them. [We're] told they're not 'real' friends, but this is a different era. [They] can be better than people [we] know in real life."



In fact, many of the members of Generation Z we spoke to had friends they met online (whether via Wattpad or Instagram) and had yet to meet IRL. In one case, a participant said that he'd yet to meet his best friend in-person. Another made a friend at random, telling us, "[Today] I got a Snapchat friend request from someone I had never heard of, and I sparked up a conversation with them; they had added me by complete accident."

Of course, this isn't to say Gen Z's social circles consist solely of pals they've met online. Most have at least one or two close friends they can confide in and interact with mainly in person, and many have met friends through extracurriculars at school. What draws friends together? The freedom of self-expression. Said one Gen Z, "the highlight of my day today was eating lunch with an old friend in the practice rooms for music classes. For some reason, we have 'chaotic energy' whenever we spend time together."

"Tonight was a fun, relaxing night once again. My best friend called me to tell me about her terrible date and we made some good jokes out of it."

But with all this face time and FaceTime, they are actively looking for ways to recharge. "I'm a very closed person. I like my alone time and stuff like that... if I'm with a person too much, it kind of drains me," said one participant.

"I interacted with Grace, who is probably the person who I relate to the most. She was diagnosed with depression last year, and I also went through a depressive time during middle school; we're both extremely negative, but two negatives make a positive."



Add filter, set preferences—Gen Z wants control over their lives

The filter available for Gen Z to add to their digital experiences—a touch of brightness in photos, a funny glitch in videos, who can reply to what tweet—that’s extending into the way they live their IRL lives, too. With the world at their fingertips, Gen Z has had to learn that information overload is real. Instead of engaging with it all, they want to zero in on what they see so they can make their approach to life and its problems more focused and organized. “People want control... [it’s a] common trend [I] see with younger people,” said one Gen Z.

So, what makes the cut? While most are simply focused on trying to make it to the next set of exams, many still make time to learn about global issues, from the Australian bushfires, to racial injustices, to the long-term impacts of climate change. Said one, “We all really care for this planet and we don’t want to see it die in our lifetime, if no one does something about it we’ll take it into our own hands.” While previous generations had to go out of their way to turn on the TV to get the news, from a young age current events have filled their social feeds. It’s in their nature to care about what they see. “We’re the most empathetic and social generation, very conscious about how things are handled, not afraid to say ‘hey you didn’t handle that the right way’, not as closed minded as [people] think.” But rest assured, they have found ways to cope (often through memes and jokes).

Don't call Gen Z dull.



And they're busy. Gen Z is, almost above all else, the "work-hard" generation. They're stressed out, they're hustling, and because of their work ethic, they've been touted as the "**dull**" generation. One Gen Z told us about her school-work life to give some more context to why she's so overwhelmed: "I am in Spanish class right now, and I am about to fall asleep. We are taking notes on vocabulary, but I am doing computer science assignments while my teacher lectures. Tonight, I have to do 16 pages of history notes because I have a reading quiz tomorrow." The constant push-pull on their multitasking minds takes its toll—but Gen Z is anything but boring.

In reality, breaks and distractions are the spice of life for Gen Z. "I am willingly procrastinating and watching YouTube videos while texting my friend as a distraction," one of them confessed.

And sure, they're stressed out. But balance comes with age: high schoolers and (some) university students throw themselves into extracurricular activities and keep a jam-packed schedule, but those in the workforce have begun to slow down and take evenings to relax, perhaps because they've felt their hard-working high school years have paid off.

Their passion is also a distinctive trait. Generation Z doesn't give up and they want to make their family proud while simultaneously excelling and focusing on helping other people. They work with the notion of being their best selves in mind.

Do they party? Not so much. Millennials can remember when it was cool to be a hard partier, but now it's cool to be responsible and to work hard. (Somewhere, parents everywhere are weeping with joy.)



Even if that hard work comes with some sleep deprivation: some members of Gen Z will get up as early as 3 a.m. to get ahead of the day, while two thirds of the study participants are up by 6 a.m. But not to worry: while some still work over the weekends, others spend them sleeping in, relaxing, watching TV or movies, and spending time with the people they love.



Gen Z: A Day In The Life

Moreover, Gen Z doesn't merely care about hustling hard but strives for a healthy lifestyle and to balance their hard work with self-care, with many setting goals to workout more and/or eat healthier, and a few practicing meditation regularly.



"I've had a few goals this week. One was to work out and watch what I've been eating, so I've tried to make a habit of having a fruit smoothie for breakfast and working out daily, which has been on track so far."

They find time to read

One overarching theme to how Gen Z spends a typical day? Despite juggling family, jobs, schoolwork and social time, many still find hours to read, most commonly on their phone.



Juan, LA - reads on the train while commuting to school



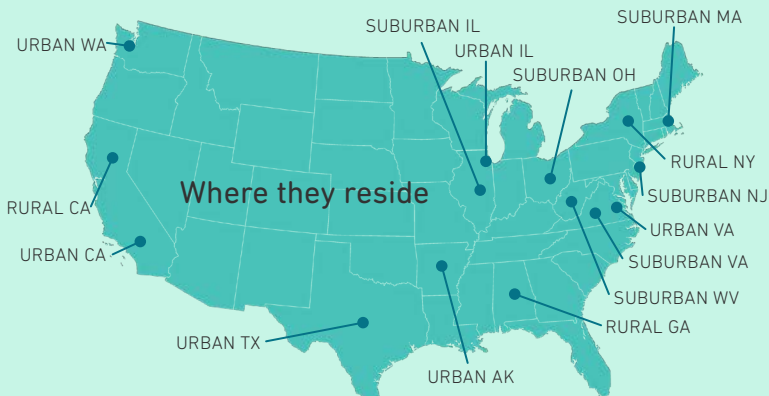
Bailey, Arkansas - reads on the bus, in between classes and before bed



Hanna, Virginia - reads when she wakes up and before bed

Meet Gen Z

In order to get a picture of how the average Gen Z spends their day and how that differs across the country, we invited a diverse group of Gen Zs to participate in the study, representing different states and regions, racial and gender identities, and a mix of students and young professionals. Here's a profile of who they are.





Aneil

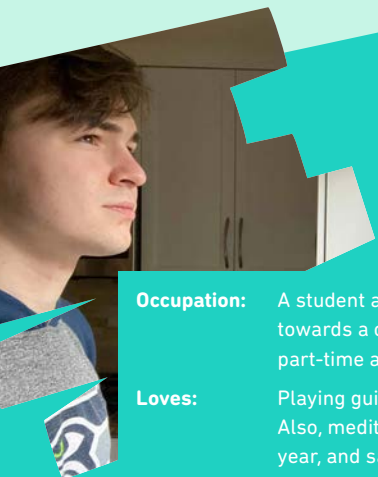
AGE: 20 | URBAN VIRGINIA

Occupation: Currently attending Virginia Commonwealth University, Aneil is in his junior year and studying business. He eventually hopes to work in IT, and as a part-time hustle he works with Amazon Mechanical Turf.

Loves: Sports (watching and playing), fitness, food, and health.

Challenges: Like many of us, Aneil admits that he uses his phone a little too much.

Apps & Social: Consumes his news and sports info via Twitter, and uses Messages to keep in touch with family and friends. He also gravitates towards YouTube, Instagram, and Spotify.



Anthony

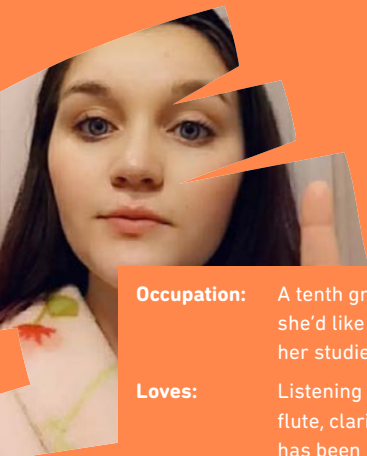
AGE: 21 | URBAN WASHINGTON

Occupation: A student at Bellevue College, Anthony is working towards a career in financial planning. He also works part-time as a lifeguard.

Loves: Playing guitar (he recently began learning) and sports. Also, meditation: Anthony's been practicing for about a year, and says he's already more present and confident.

Challenges: Finding an internship, especially since he found the internship fair to be overwhelming. Also: Washington's rainy and grey climate.

Apps & Social: Anthony checks the ESPN app for sports scores/stats, and YouTube and Snapchat are his favourite social media platforms.



Bailey

AGE: 15 | URBAN ARKANSAS

- Occupation:** A tenth grader at high school, Bailey isn't sure what she'd like to do after graduation but is currently enjoying her studies.
- Loves:** Listening to and making music. Bailey plays the piccolo, flute, clarinet, alto saxophone, and tenor saxophone, and has been in the school band since sixth grade. She also likes baking, cooking, and makeup.
- Challenges:** Regularly babysitting her little brother reduces her social life, but she loves him so she doesn't mind.
- Apps & Social:** Snapchat, YouTube, and Wattpad.



Elizabeth

AGE: 16 | URBAN ILLINOIS

- Occupation:** Elizabeth is a student at a high school that includes a work placement as part of the curriculum, spends time every week working at a hospital and hopes to eventually become a pediatrician. She also attends medical classes at a local college two Saturdays a month, and is studying for her SATs.
- Loves:** K-Pop, music, dancing, and participating in talent shows with her sister.
- Challenges:** Balancing work and classes; her job can be stressful since it requires so much organization.
- Apps & Social:** Wattpad, Snapchat, Twitter, YouTube, and Netflix.



Eugene

AGE: 21 | URBAN WASHINGTON

- Occupation:** Eugene is studying informatics at the University of Washington in Seattle, and wants to be a software engineer, hopefully at a tech company. He also holds a paid internship at a law office.
- Loves:** Music (he plays alto saxophone), tennis, bowling, swimming, coding, and working out most evenings. He also likes to head downtown for views of the water and to watch the tourists.
- Challenges:** Ignoring his phone notifications especially while working or studying has proved to be a hard habit to break.
- Apps & Social:** Snapchat, Instagram, TikTok, and gets his news from YouTube.



Hannah

AGE: 15 | SUBURBAN VIRGINIA

- Occupation:** Hannah is currently prepping for her SATs, and is enrolled in the tenth grade. She's leaning towards studying art and business at college, but wants to take a class of each before committing to a major.
- Loves:** Art and design, as well as photography and fashion. She's also been taking dance and playing volleyball for a number of years, enjoys hanging out with friends, and eating snacks.
- Challenges:** Hannah worries about her grades (she tends to procrastinate). But she always makes sure to hand in her work on time.
- Apps & Social:** Instagram, Twitter, Wattpad, and YouTube.



Jennifer

AGE: 21 | RURAL CALIFORNIA

Occupation: Jennifer is a receptionist at an auto body repair shop, but is considering something new. Her schooling is on hold, so she's figuring out her next steps. Criminal justice has always seemed interesting.

Loves: Riding horses and off-roading are two of Jennifer's favourite things, which is why she owns two horses and a 4x4 Dodge Dakota. She's also a brand ambassador for Off-Road Vixens (a company for women who participate in outdoor activities).

Challenges: A balanced approach to food, nutrition, and diet is important to her but can be a struggle.

Apps & Social: Instagram, YouTube, Snapchat, Netflix, and Hulu.



Juan

AGE: 15 | URBAN CALIFORNIA

Occupation: Now in his first year, Juan attends Santa Monica College where he's still unsure of what he'd like his major to be, but already knows that he'd like to be a teacher. He's considering a major in psychology or art history.

Loves: His friends, his family, and the city he lives in. He hopes to spend more time going to the beach and hiking, as well as connecting with nature.

Challenges: Like many of us, Juan would like to start using his phone a little less. The commute from his home to school can also be stressful since it's a long train ride.

Apps & Social: YouTube, Wattpad, Instagram, Twitter, and Snapchat.



Kemi

AGE: 16 | SUBURBAN ILLINOIS

Occupation: Still in high school, Kemi keeps busy with extracurriculars like marching band. Plus, on top of being a table leader for one of her classes, she's one of the co-presidents of the student council, and works part-time at Potbelly.

Loves: Writing on Wattpad (one of her **books**, *Dancing with the Player*, has over 2 million reads), filmmaking, marching band, cross country running and dancing.

Challenges: Productivity can prove a challenge, and Kemi often gets tired managing her advanced level classes and extracurriculars.

Apps & Social: YouTube, TikTok, Wattpad and Twitter.



Leigh

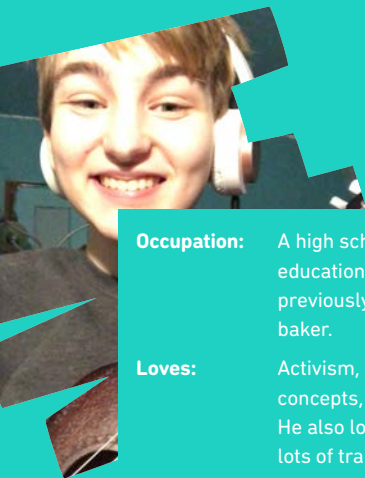
AGE: 17 | SUBURBAN OHIO

Occupation: Leigh is a high school student who was planning to go to Germany for a month this summer as part of his German class (before the global pandemic occurred).

Loves: Drawing, singing, reading, and writing a lot of LGBTQIAP+ and realistic fiction, something he is particularly passionate about.

Challenges: His drawing and writing can distract from his schoolwork, and he is often very tired from school demands and extracurricular activities.

Apps & Social: Wattpad, Messages and Snapchat, (though he's not very active on social media).



Milo

AGE: 16 | RURAL NEW YORK

Occupation: A high school student at the Walden Project -- an outdoor education center offering a one-year program -- Milo was previously home-schooled. He's considering a career as a baker.

Loves: Activism, and engaging with his classmates about big concepts, current affairs, the news, and civil disobedience. He also loves writing, music, crochet, and hiking (there are lots of trails close by in his small town).

Challenges: Carving out free time. While he has friends at his school, he met his best friend through Instagram and is hoping to meet them in person soon.

Apps & Social: Instagram, Reddit, and YouTube.



Neriah

AGE: 23 | SUBURBAN NEW JERSEY

Occupation: Neriah is a full-time artist and sells her paintings online and at art fairs. She is also a writer.

Loves: Happy that she gets to pursue her creative passions-- painting and writing, as a career. A movie buff who often goes to the movies with friends.

Challenges: Neriah has to constantly create new ideas, but switching her creative outlets throughout the day between painting and writing helps her keep ideas fresh.

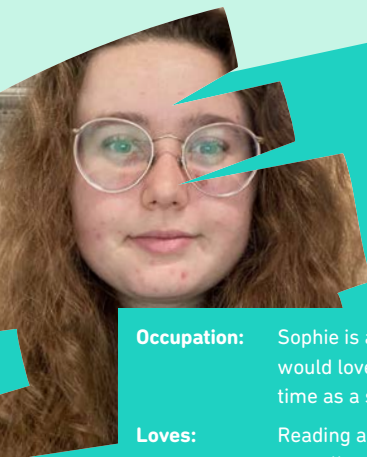
Apps & Social: Instagram (she currently has four accounts -- three for her art, and one for herself), YouTube, and Pocket Games.



Sarah

AGE: 19 | RURAL GEORGIA

- Occupation:** Sarah works as a receptionist at the clinic of a pediatric surgeon. She's not sure whether she'll pursue college, but knows that if she does, she might study midwifery.
- Loves:** She has always had a passion for reading and writing and enjoys horseback riding, though due to her busy schedule that includes a 2 hour commute to work each way, Sarah can't always keep up with her passions. A lot of her high school friends are now married with children, but she gets to spend time with her family, fiancé and best friend.
- Challenges:** Staying on top of patients' paperwork at work can be a challenge, and she is trying to dial down her moodiness.
- Apps & Social:** Active writer on Wattpad. TikTok, Fallout Shelter (a video game), Spotify, and Webtoon.



Sophie

AGE: 18 | SUBURBAN MASSACHUSETTS

- Occupation:** Sophie is a freshman who's studying creative writing and would love to turn that into a career. She also works part-time as a substitute teacher at her former high school.
- Loves:** Reading and writing. She also loves music and sings in an acapella and chamber group, and paints and takes photos, too. She loves the community aspect in her small town.
- Challenges:** Sophie is trying to get active and eat healthier, which has changed her perception on health. Although she's become good friends with her college roommates, as an introvert she finds the new environment sometimes draining.
- Apps & Social:** TikTok, YouTube, Twitter, Instagram, and Snapchat.



Summer

AGE: 18 | SUBURBAN WEST VIRGINIA

- Occupation:** Currently attending a private Christian school, Summer has recently been accepted into a Christian college in Florida, where she plans to study history and political science. As of now, she'd love to eventually pursue law school, but is still unsure.
- Loves:** Writing, fangirling, and acting. Summer is into musical theatre, and she and a friend recently also started a Bible study group at school. She also plays volleyball, and sings in her church's youth choir.
- Challenges:** Summer finds it difficult to balance hobbies and schoolwork, and often has to stay up late.
- Apps & Social:** YouTube, Tumblr, Spotify, Wattpad, Instagram.



Thomas

AGE: 20 | URBAN TEXAS

- Occupation:** Thomas juggles his third-year computer science degree part-time with full-time work at a grocery store. He's also got a side hustle walking dogs via the WAG app.
- Loves:** Weight-lifting, and boxing, as well as college groups like the minority basketball group, a business group, and a computer science group.
- Challenges:** Being busy was taking a mental health toll, so Thomas began working out more to ease the stress. He's also short on time and can find himself mentally exhausted.
- Apps & Social:** YouTube, Snapchat (although is trying to stay off of social media to focus on studies), Clash of Titans and Lose It! (a calorie counter app).

What does the average day in a life of Gen Z look like? We plotted the day out for three of them.



Kemi



Morning
dance
class

7:00am



Student
council
meeting

4:00pm



Catches
up on texts
and social
media one
hour before
lights out.

11:30pm

5:40am

Hit Snooze



12:00pm

Lunch
hangs with
friends



8:30pm

Writing



Bailey



Breakfast
with
boyfriend

7:00am



Snapchat
break

4:00pm



Read on
Wattpad
before bed

10:00pm

5:00am

Wakeup

12:00pm

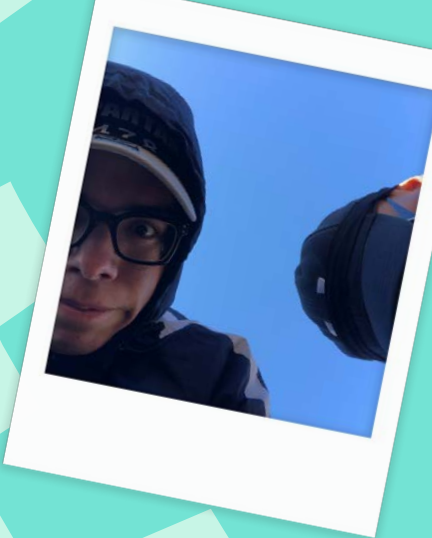
Class!

6:00pm

Homework
/ practice
flute before
Netflix



Thomas



Library
6:30am

YouTube
break while eating
one of 5-6 small
meals of the day

3:00pm

Meditation
& lights
out

10:30pm

3:30am

Gym

8:30am

School

6:30pm

Basketball
with
friends



At the end of the day, Gen Z is rooted in connection.

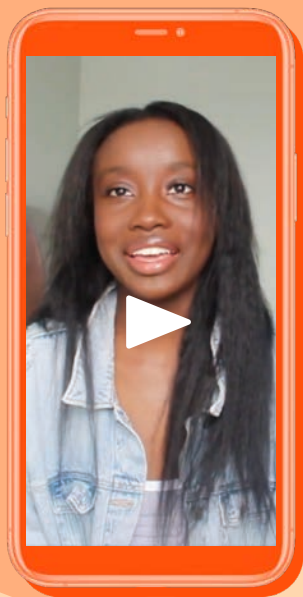
It's easy to make assumptions about Gen Z because of what the media's told us. We're led to believe that they spend all day on their phones and ignore "real life" so they can bury themselves in social media and various versions of digital reality. Sure, we may see them spending time fine-tuning their distinctive social media presences, but they're also using their platforms for much more than escapism or avenues to apathy. Gen Z has found, joined, and even built communities in which they can inspire and entertain. They share their work online and find outlets for their creativity.

They take much-needed breaks from jam-packed schedules to keep up on sports, their social lives, and videos made by their favourite content creators. It's not like anyone's sitting around all day, refreshing Facebook for hours on end. (That's reserved for the Boomers).

Ultimately, in the same way Gen Z has helped redefine our ideas of comedy, art, activism, and action, they've also ushered in a new type of relationship with social media. This generation is not disconnected from the "real" world. In fact, it's quite the opposite. Through social media, Gen Z has found a way to root themselves in several realities simultaneously, all populated by young people whose work ethic, transparency, and self-awareness are nothing short of awe-inspiring.

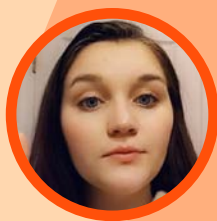
How a global pandemic changed Gen Z's day

When we invited participants to start journaling, COVID-19 had not yet hit the United States. Of course, the global pandemic turned Gen Z's world upside down. We asked a few participants how their lives have changed since COVID-19; below is what we learned (and check out their videos here).



Kemi's in-person classes at her high school are on hold but she studies from home 3 or more hours each day. She catches up with family and friends over FaceTime, still practices color guard for marching band, and is trying out new healthy recipes. When things go back to normal she'll plan to spend more time with friends in person, and less time on her phone and on social media (since usage has increased since the lockdown). She'll even look to buy a polaroid camera so she can take photos without needing her phone.

Bailey's high school has been put on hold so she's picked up a job as a carhop at Sonic that she plans to keep once school resumes in the fall, albeit part time. She works weekdays and still babysits her brother when her Mom is working on the weekends.



Thomas wakes up early and is up by 6am (although not as early as he used to wake up), and still starts his day with a workout. He's currently doing his internship at IBM and is able to work remotely.



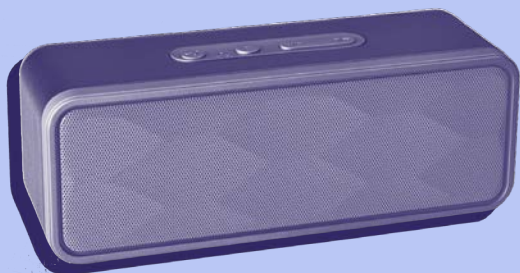
He spends his evening watching videos, playing games, and makes time to unwind with an audio book or read and meditate. When things go back to normal, he'll likely cancel his gym membership since he realized he can build an at-home gym.

While their lives have been disrupted, one thing is clear. Even when things go back to "normal" they will not go back to the way things were before the pandemic. Although many Gen Zs have met some of their closest friends online, we predict that Gen Z will spend more time with their friends in person than pre COVID-19. This will not come easy. Pre-pandemic, many already faced the challenge of spending too much time on their phone, and being stuck at home only forced their relationship with technology to grow even stronger. This will mean people will value time away from the screen more than ever.

Fighting for Gen Z's attention? Go harder.

Gen Z's attention is split throughout the day, and their content consumption is often combined with another activity. Some get ready for the day while listening to music, others take homework breaks to watch videos, while others read on the bus or listen to an audiobook while making dinner. This generation's multi-tasking has extended to content consumption. While that means there are more opportunities to get their attention throughout the day, marketers need to work even harder to earn it.

Now more than ever, brands are competing for Gen Z's attention against their peers who are content creators. They aren't just passive consumers of content but are a creator-first generation who grew up with unlimited access to self-directed hobbies and learning new skills, all through the Internet. From watching dance tutorials to learning new languages and how to play instruments, they have the convenience to learn new skills wherever and whenever suits them, making them the most creative generation yet.



Marketing is often about putting forth images of one's aspirational selves. Knowing they are a socially conscious, creative generation who cares deeply about achieving success and a healthy lifestyle, brands should look to include these aspirations in their marketing. While Gen Z looks for ways to make light of serious situations, at heart they are a hard-working generation who have ambitious goals to make themselves and their families proud. They also know life is messy and embrace imperfection. That means images of Instagram-worthy scenes of millennials relaxing on the beach is unlikely to resonate.

Marketers need to understand this audience now more than ever. Brands should look to put out positive and heartfelt messaging to help them cope during a global pandemic but even afterwards as they will likely face hardships of delayed entrance into the job market. Acknowledge their pain and seriousness, or risk alienating them.

So there you have it, a glimpse into what the average day for Gen Z looks like.

Marketers looking to reach Gen Z on a platform of creators and active content consumers need to look no further. Wattpad is where they can not only create and consume whatever type of story they are looking for, but also a community where they can express their authentic selves. It's the most positive, diverse, and impactful place marketers can engage with millions of Gen Zs.

The average Wattpadder spends 37 minutes each day on the platform, and with more than 80% of Wattpad's monthly audience of 80 million belonging to the Gen Z age group, that's a lot of daylight (and night) hours spent.

To learn how your brand can engage Gen Z on Wattpad, get in touch.

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