Gen Z around the World

EXAMPLE REPORT · ILLUSTRATIVE DATA



NIQ Consumer Life Global

February 2025

NIQ

© 2025 Nielsen Consumer LLC. All Rights Reserved.

About this report

Global Gen Z

This is an example report. All figures shown are illustrative example data and do not represent actual NIQ Consumer Life results.



- As the oldest among them enter their late 20s, Gen Z is no longer the youngest generation. Although many are still in school, they are entering their adult years in earnest. It is more important than ever for marketers to understand this critical group of consumers as they launch their careers and begin to form families.
- This report examines the values, attitudes, and lifestyles of Gen Z around the world. It reveals what they do and don't share with older people and with each other.

NOTE: Definitions vary slightly, but the consensus is that Gen Z is the cohort born between the late 1990s and early 2010s. NIQ Consumer Life defines Gen Z as people born 1998-2012, currently age 13-27. **Most Gen Z data in this report cover those age 15-26** in the NIQ Consumer Life Global 2024 study.

EXAMPLE DATA · FOR ILLUSTRATION ONLY

© 2025 Nielsen Consumer LLC. All Rights Reserved.

Contents

1 Summary Page 4

2 Lifestyles and mindsets Page 5

3 Shopping attitudes and behavior Page 15

4 Technology attitudes and behavior Page 28

A Appendix: Methodology Page 35

EXAMPLE DATA · FOR ILLUSTRATION ONLY

© 2025 Nielsen Consumer LLC. All Rights Reserved.

Summary

Lifestyles and mindsets

- Gen Z is in the midst of later school years and early work years. They are only beginning to form families of their own. They tend to value the same things that older adults do, although with a youthful tendency toward aspiration and indulgence. They also share many of the same concerns that older people do, albeit with a greater focus on education, gender issues, and cultural polarization.

Shopping attitudes and behavior

- Given that few members of Gen Z are supporting families at this stage, it is understandable that they are less involved than average with money-saving shopping strategies. They are more interested in novelty and less concerned with supporting local business. That said, they define value and luxury much the same as others do, led by quality and durability. Gen Z is divided on the issue of product origin, and their views vary markedly by geography. Despite the common image of young environmentalists, Gen Z reports being somewhat less engaged than average with green activities.

Technology attitudes and behavior

- Gen Z has mixed views on technology. Many are excited about it, but they can also see its disadvantages. In addition, those in Developing Asia often buck the global norm by being less enthusiastic and less involved than average with tech. That said, the vast majority of Gen Z use streaming services and social media and play video games.

EXAMPLE DATA · FOR ILLUSTRATION ONLY
© 2025 Nielsen Consumer LLC. All Rights Reserved.

Lifestyles and mindsets

© 2025 Nielsen Consumer LLC. All Rights Reserved.

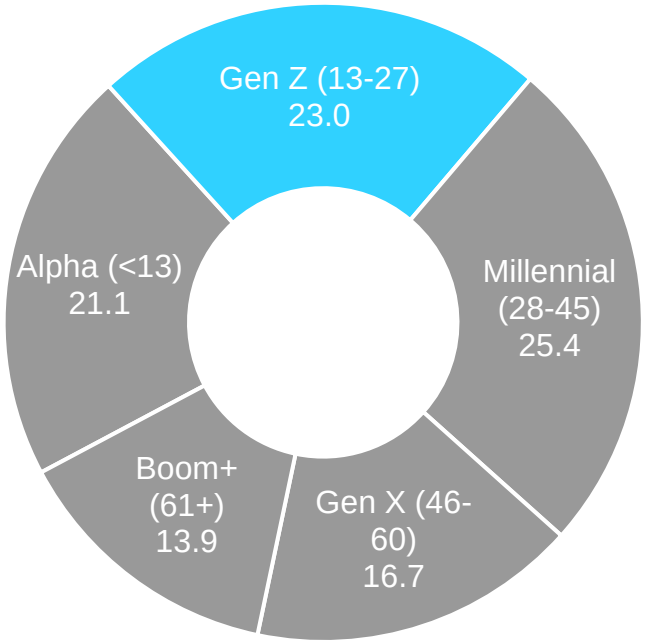
Gen Z today and tomorrow

Moving inexorably into full-fledged adulthood

Gen Z today

The world has 1.9 billion people aged 13-27 today, representing 23% of the global population.

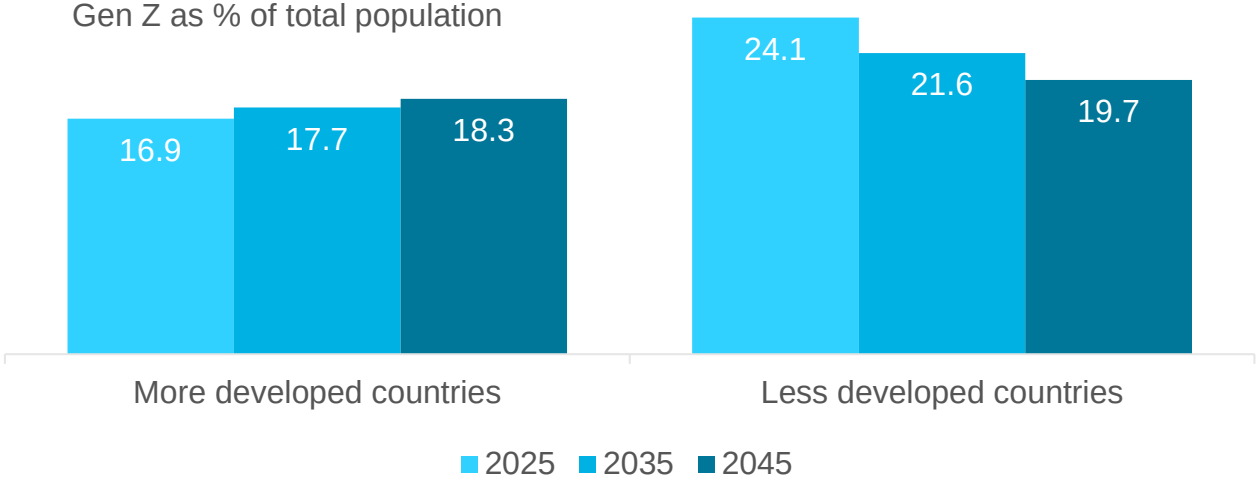
% distribution of global population by generation, 2025



Gen Z tomorrow

- By 2045, the Gen Z population is projected to drop slightly to 1.8 billion as some succumb to mortality.
- Gen Z's share of the total population is projected to drop to 20% in developing regions over the next 20 years, but it may grow slightly to 18% in developed areas. This is partly because of migration patterns but mostly because developing regions will see more growth among post-Gen Z cohorts than developed markets will.

Gen Z as % of total population



International Database (census.gov)

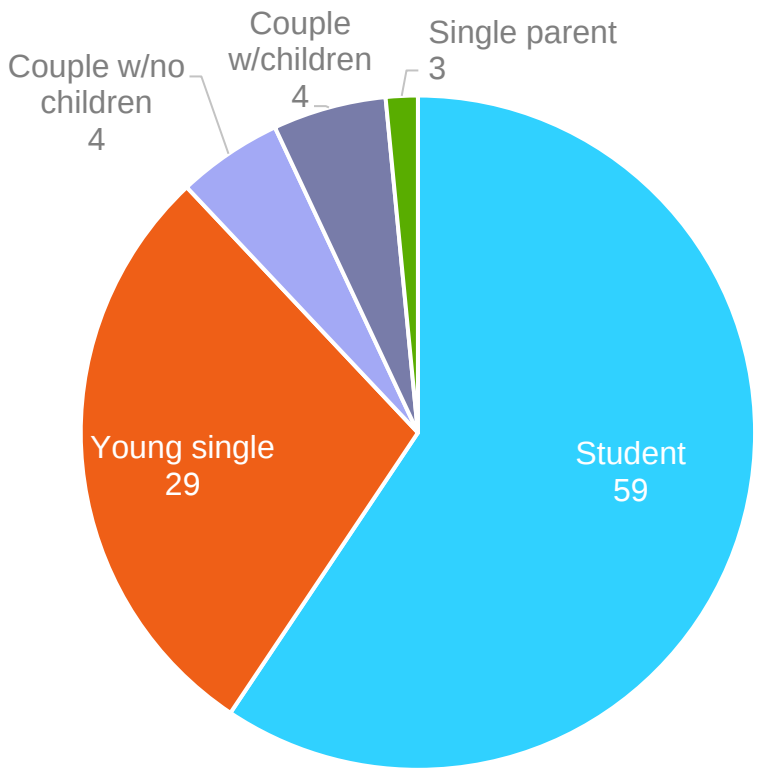
EXAMPLE DATA · FOR ILLUSTRATION ONLY

© 2025 Nielsen Consumer LLC. All Rights Reserved.

Gen Z tend to be students/young singles and live with their parents

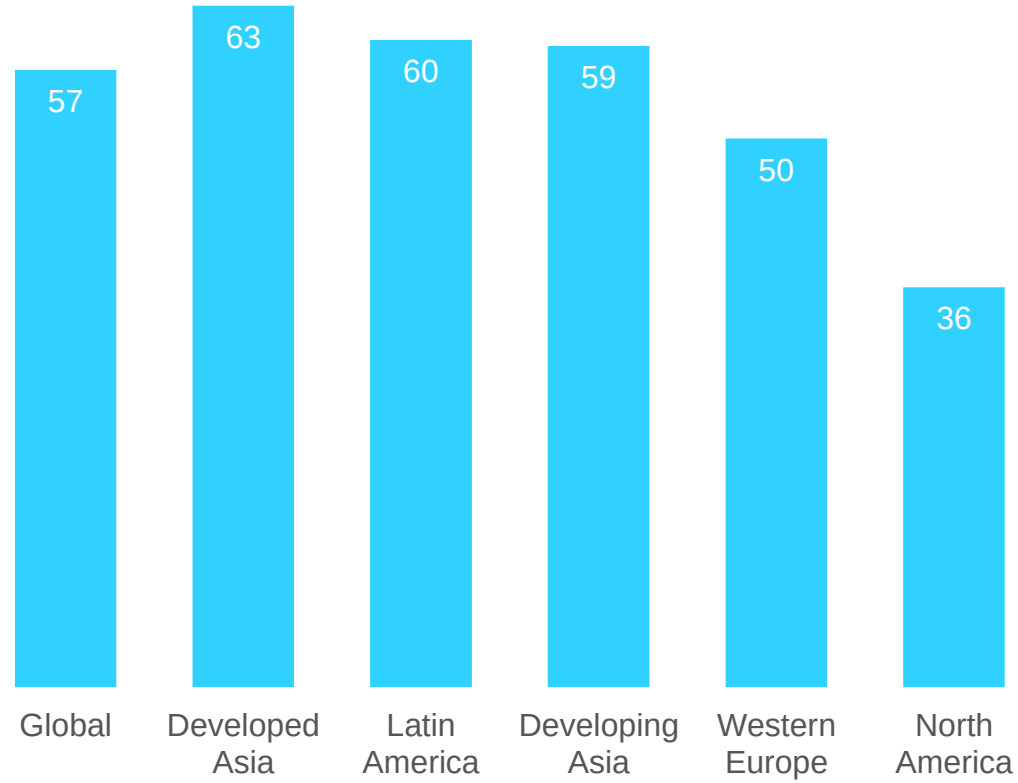
Majority live with their parents except in North America

% distribution of Gen Z by life stage*



The share of Gen Z who are students ranges from 28% in Poland to 69% in China

% of Gen Z who live with parents

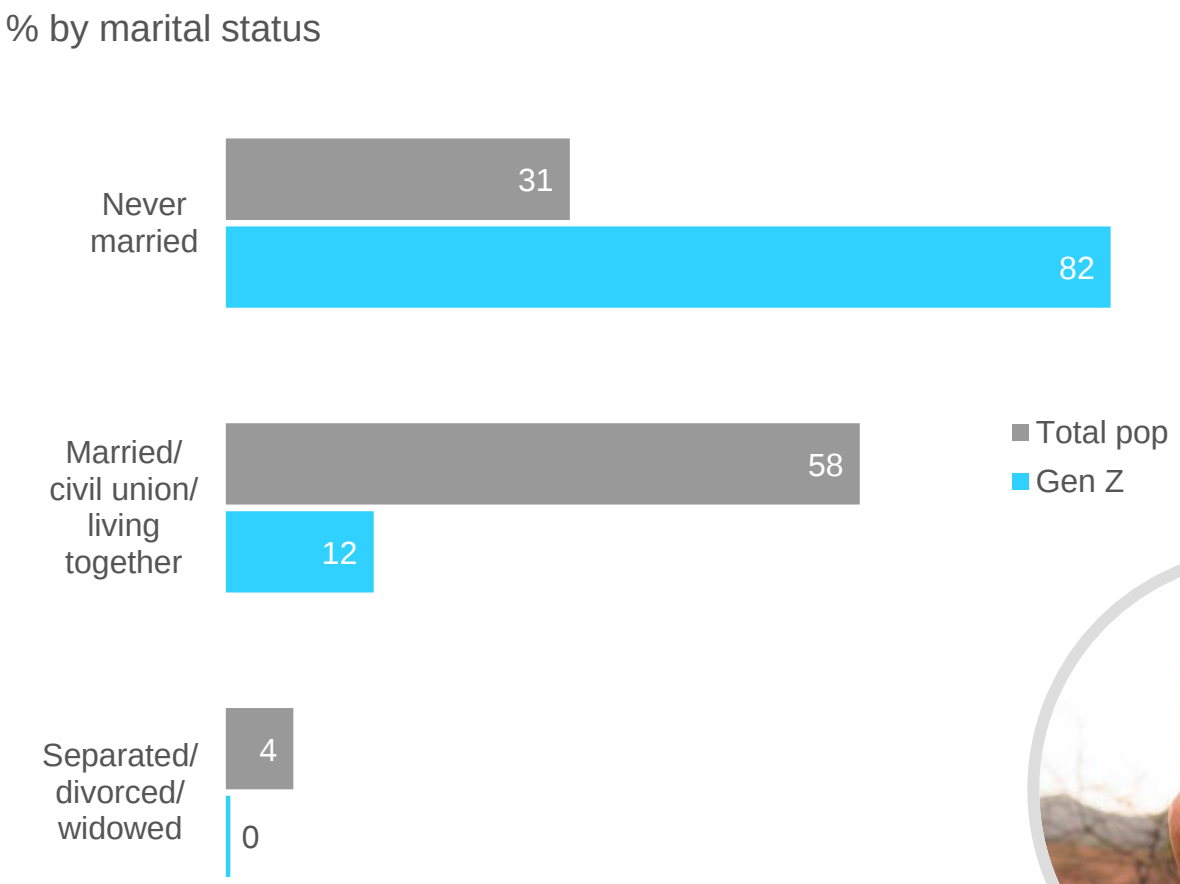


NIQ Consumer Life Global 2024, demos; 2022, B30 (global = 18 countries); *see Appendix for definitions of life-stage segments

© 2025 Nielsen Consumer LLC. All Rights Reserved.

Most Gen Z do not have children yet, but most do have companion animals

Mexicans are ahead of their global peers on both counts



Just 9%

of global Gen Z are parents

- Ranging from 1% in South Korea to 28% in Mexico





But 56% have pets

- Ranging from 38% in Japan to 82% in Mexico
- Dogs are most popular in all regions, especially North and Latin America
  - Cats are almost as popular as dogs in Western Europe and Developing Asia

NIQ Consumer Life Global 2024, demos (global = 18 countries)

EXAMPLE DATA · FOR ILLUSTRATION ONLY

© 2025 Nielsen Consumer LLC. All Rights Reserved.

4 in 10 members of Gen Z are working, although the share varies markedly across markets

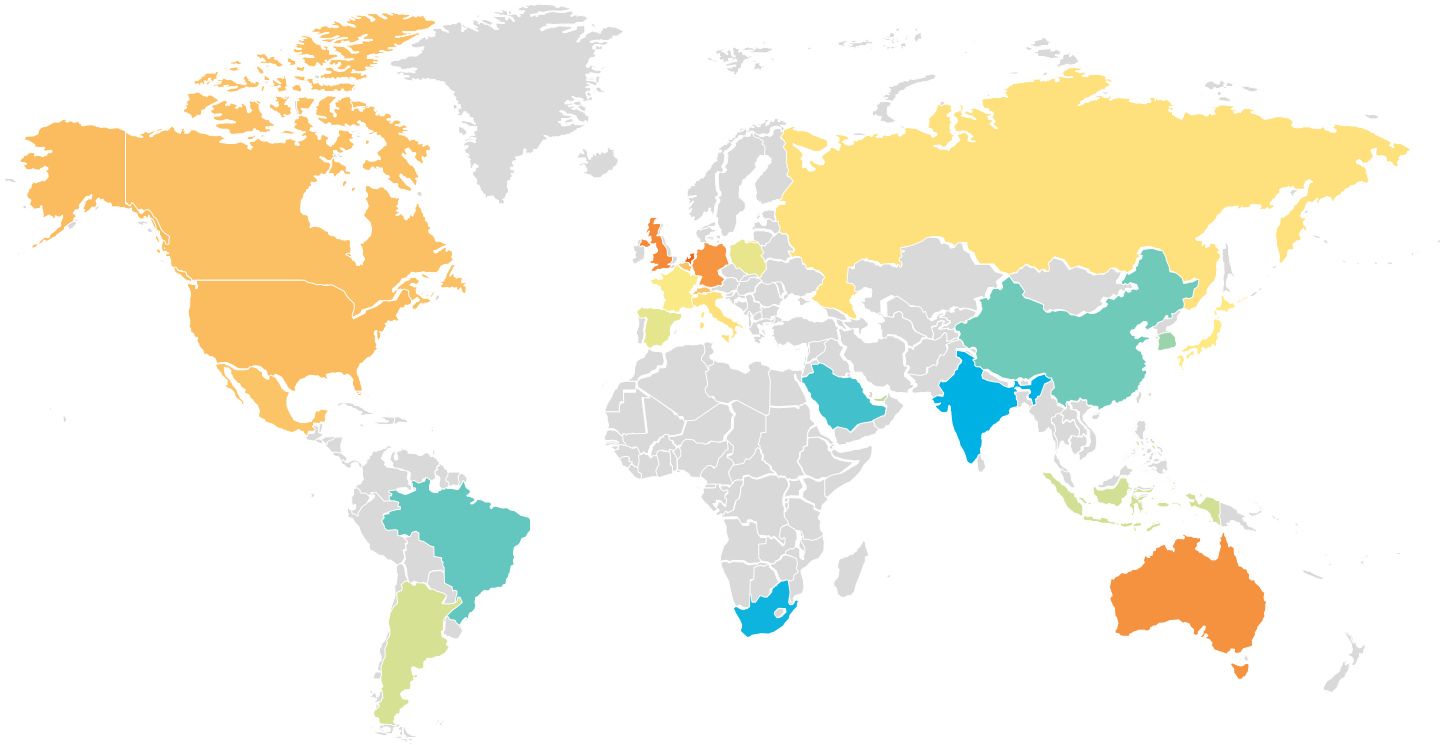
They are half as likely as average to work full-time and less likely to have salaried jobs

% of Gen Z who are employed

90% (Netherlands)

Global = 40.1%

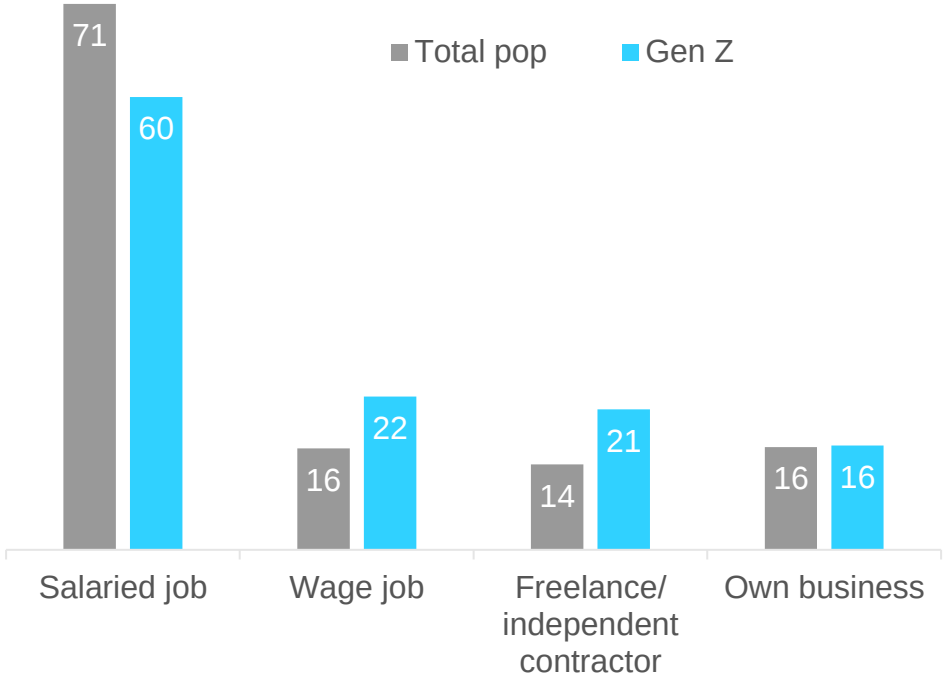
23% (India)



26% of global Gen Z work full-time

-22 pts from total pop

% of employed with types of jobs*



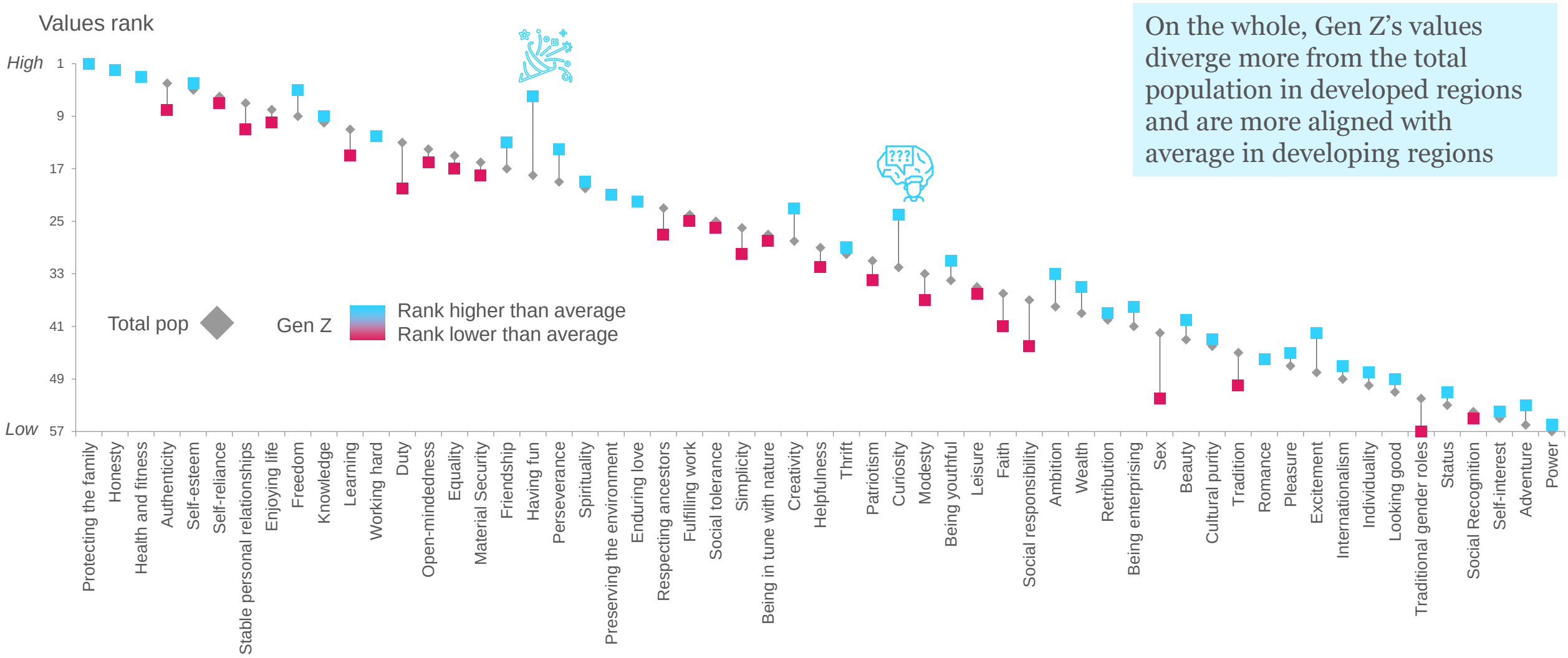
NIQ Consumer Life Global 2024, demos (global = 18 countries); *salaried (regular schedule and pay); wage job (paid only for hours worked); freelance/independent contractor (paid on a contract basis by a business you don't own such as Uber); own business (may be full- or part-time, formal or casual, providing goods or services)

EXAMPLE DATA · FOR ILLUSTRATION ONLY

© 2025 Nielsen Consumer LLC. All Rights Reserved.

Gen Z place higher-than-average value on *Having fun* and *Curiosity*, less on *Duty* and *Sex*

Some of these values may shift as they get older, but that remains to be seen



On the whole, Gen Z's values diverge more from the total population in developed regions and are more aligned with average in developing regions

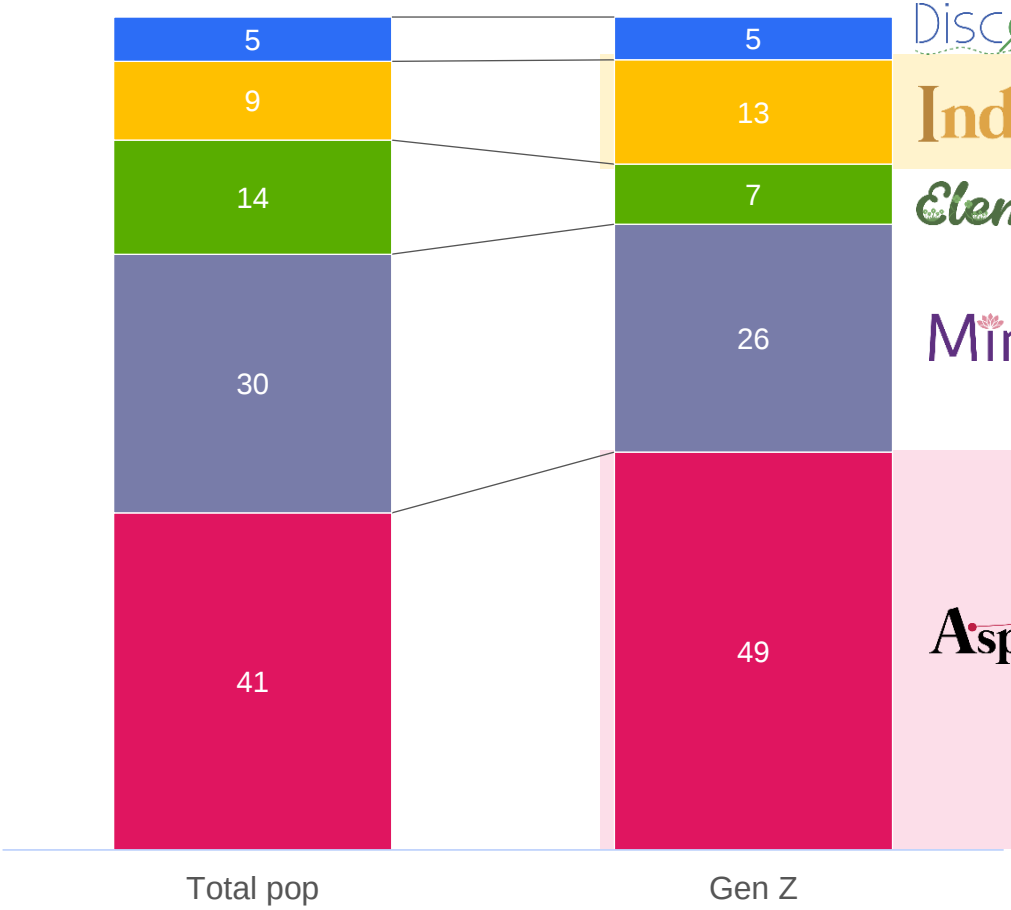
NIQ Consumer Life Global 2024, C1 (global = 18 countries)

© 2025 Nielsen Consumer LLC. All Rights Reserved.

Gen Z is more inclined to Aspirer and Indulger mindsets

These young people are less likely to be Elementals or Mindfuls

% distribution by values segments



Discoverers — Ethical explorers, open to everything the world has to offer

Indulgers — Self-centered pleasure seekers unconcerned with others

Elementals — Selfless and domestic, the antithesis of Indulgers

Mindfuls — Dedicated to living life well

Aspirers — Busy and successful, yet on the verge of insecurity

NIQ Consumer Life Global 2024, based on C1 (global = 18 countries); see Appendix for more information about values segments

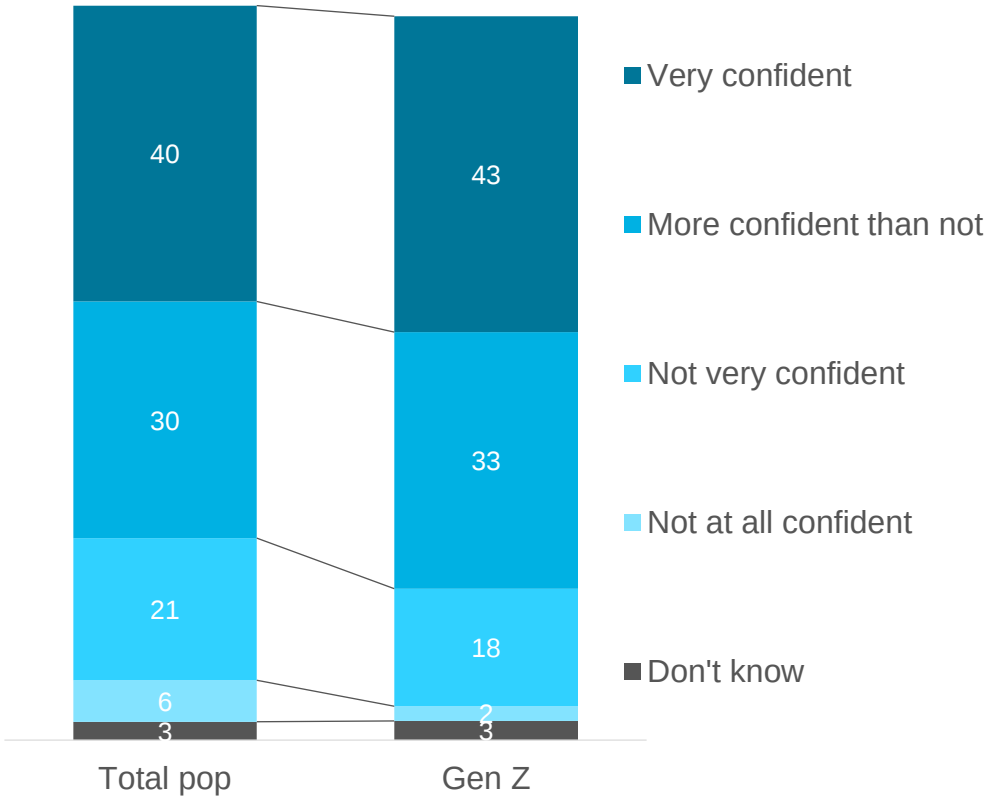
EXAMPLE DATA · FOR ILLUSTRATION ONLY

© 2025 Nielsen Consumer LLC. All Rights Reserved.

Gen Z is somewhat more upbeat than average about the coming year

They are more concerned than others about education, privacy, and gender issues

% distribution by confidence will be personally better off in a year



Top concerns (top 12 for Gen Z on list of 24 economic/political/social issues)	Total pop	Gen Z
Inflation and high prices	#1	#1
Money enough to live right and pay the bills	2	2
Recession and unemployment	4	3
Educational quality	7	4
Environmental pollution	5	5
Global climate change/global warming	3	6
Economic inequality in my country	9	7
Crime and lawlessness	8	8
Personal information getting into the wrong hands	13	9
Cost of healthcare	6	10
Gender inequality	18	11
Pandemics	10	12

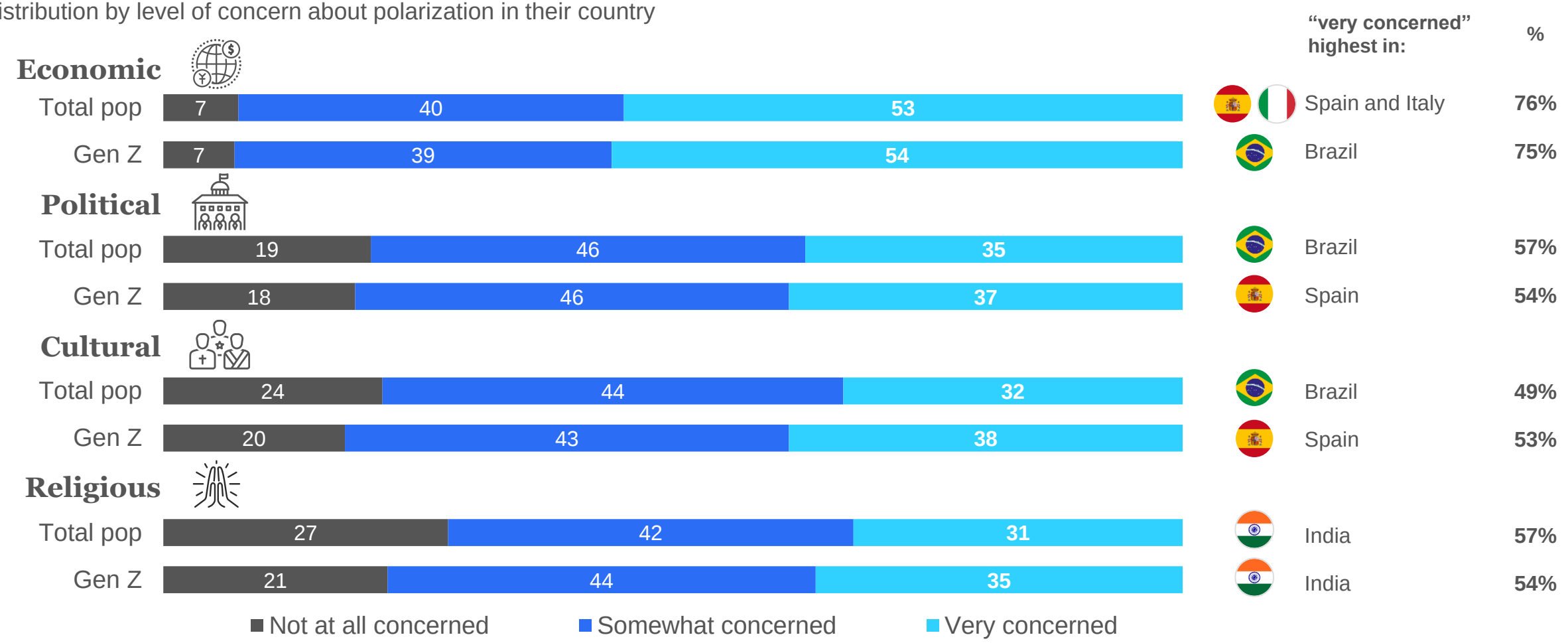
NIQ Consumer Life Global 2024, A1, A2 (global = 18 countries)

© 2025 Nielsen Consumer LLC. All Rights Reserved.

Gen Z is as worried as others about polarization

These concerns tend to be highest in Brazil and Spain

% distribution by level of concern about polarization in their country



NIQ Consumer Life Global 2024, A39 (global = 14 countries)

© 2025 Nielsen Consumer LLC. All Rights Reserved.

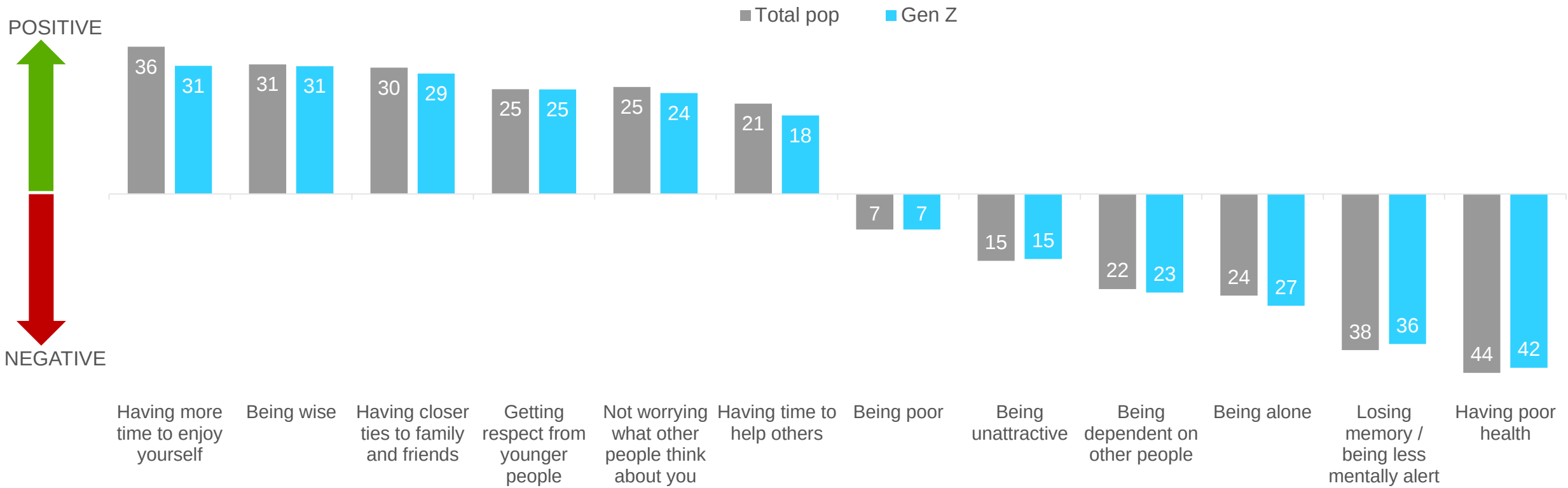
Gen Z has mixed views on getting older

They generally agree with others that more leisure time is the top benefit, while poor health is the biggest problem

70% of global Gen Z cite at least 1 **positive** attribute of getting older
- -2 pts from total pop

70% of global Gen Z cite at least 1 **negative** attribute of getting older
- +3 pts from total pop

% who say things are part of what getting older means



NIQ Consumer Life Global 2024, H40 (global = 18 countries)

EXAMPLE DATA · FOR ILLUSTRATION ONLY

© 2025 Nielsen Consumer LLC. All Rights Reserved.

Shopping

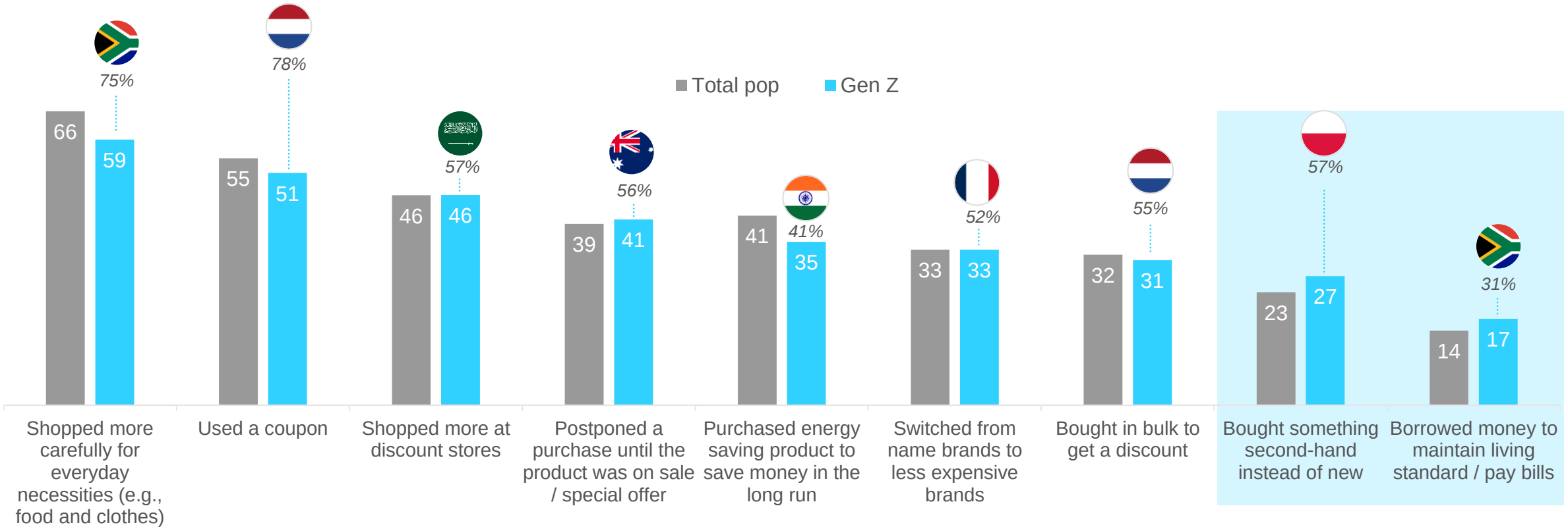
Attitudes and behavior

© 2025 Nielsen Consumer LLC. All Rights Reserved.

Gen Z is slightly less involved than average with most money-saving shopping strategies

They are more inclined than average to buy used items and borrow money, but relatively few use these options

% who did things in the past year



Highest for Gen Z in:	South Africa	Netherlands	Saudi Arabia	Australia	India	France	Netherlands	Poland	South Africa

NIQ Consumer Life Global 2024, B38 (global = 18 countries)

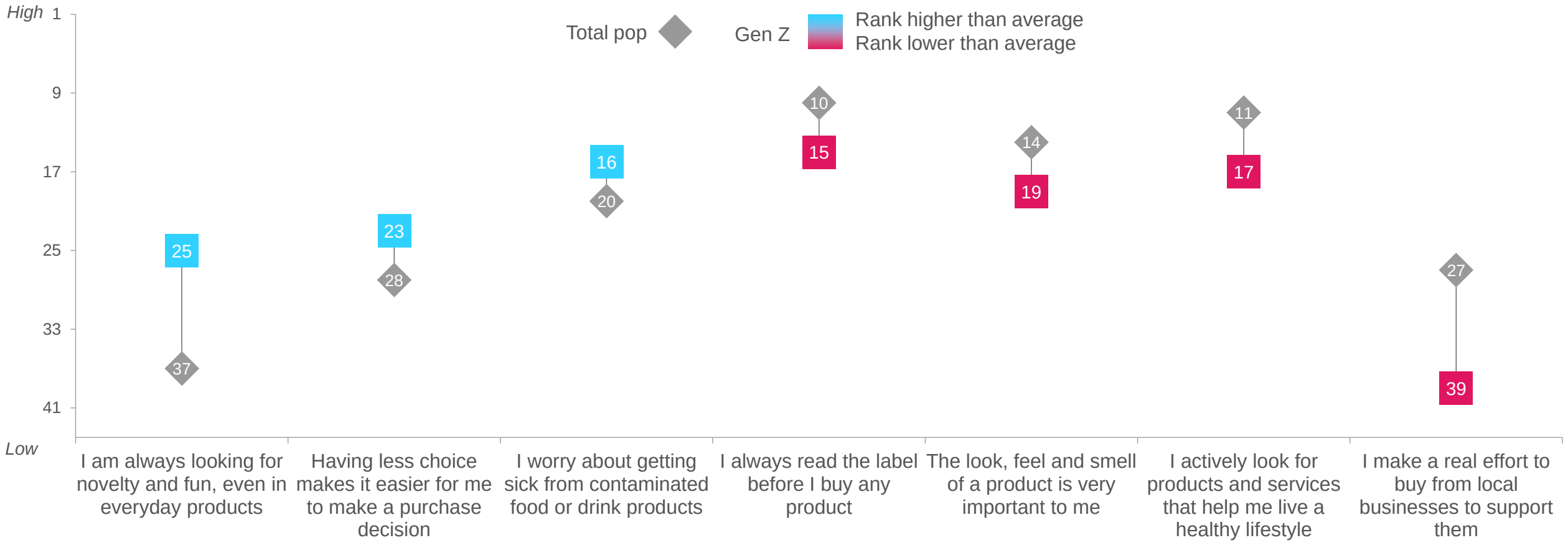
EXAMPLE DATA · FOR ILLUSTRATION ONLY

© 2025 Nielsen Consumer LLC. All Rights Reserved.

Gen Z is more focused on novelty when they are shopping; they also appreciate curation

They are less concerned with supporting local business

Rank out of 44 statements (largest differences between Gen Z and total pop for attitudes related to shopping)



NIQ Consumer Life Global 2024, EJM1 (global = 18 countries)

© 2025 Nielsen Consumer LLC. All Rights Reserved.

Value for money is key to Gen Z in most regions

“The most important thing about a brand is that it offers good value for the money”

Ranks #2 out of 44 life attitudes for Gen Z globally

- On par with Millennials and Gen X, +2 ranks from Boom

But lower than average in North America

- #8 v. #3 for total regional pop

And Developed Asia

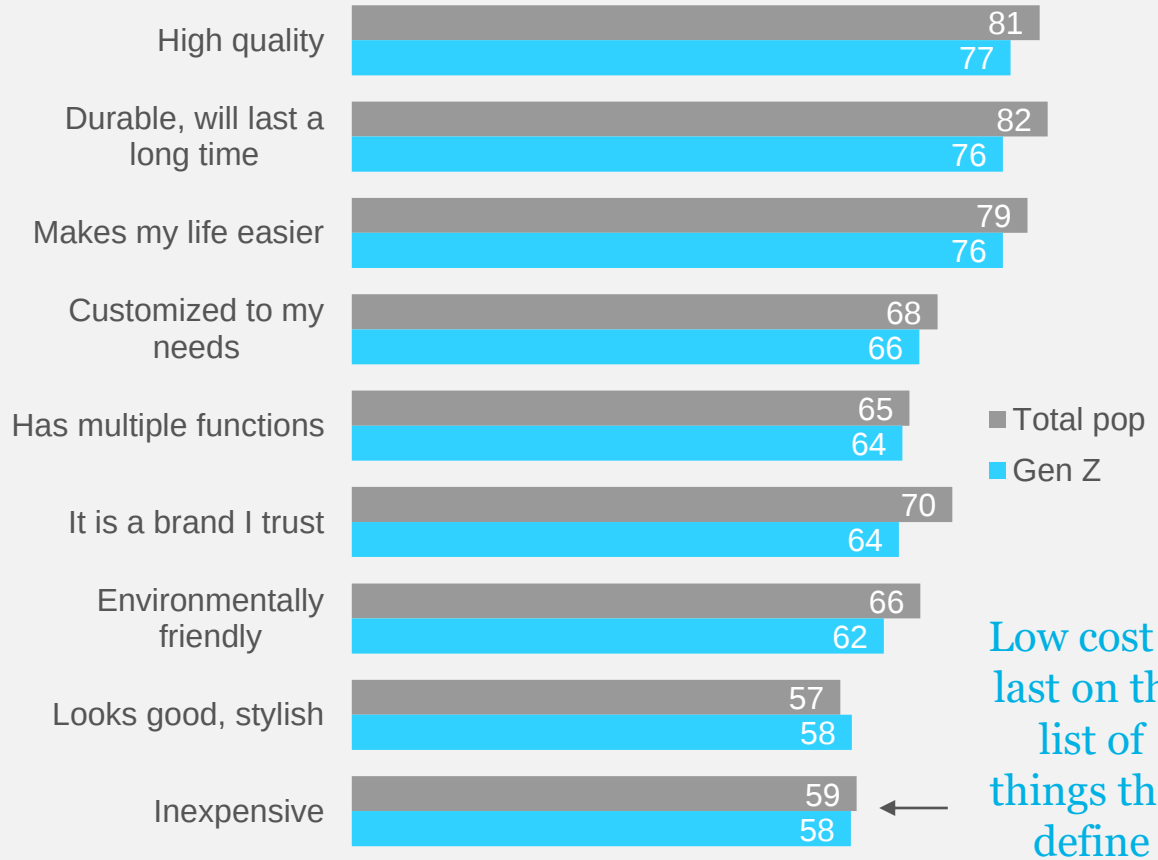
- #11 v. #5 for total regional pop

NIQ Consumer Life Global 2024, EJM1, R8 (global = 18 countries)

But value means much more than cost

Gen Z is nearly on par with global averages

% who say the following factors are important when thinking about getting value from a product or service



Low cost is last on the list of things that define “value”

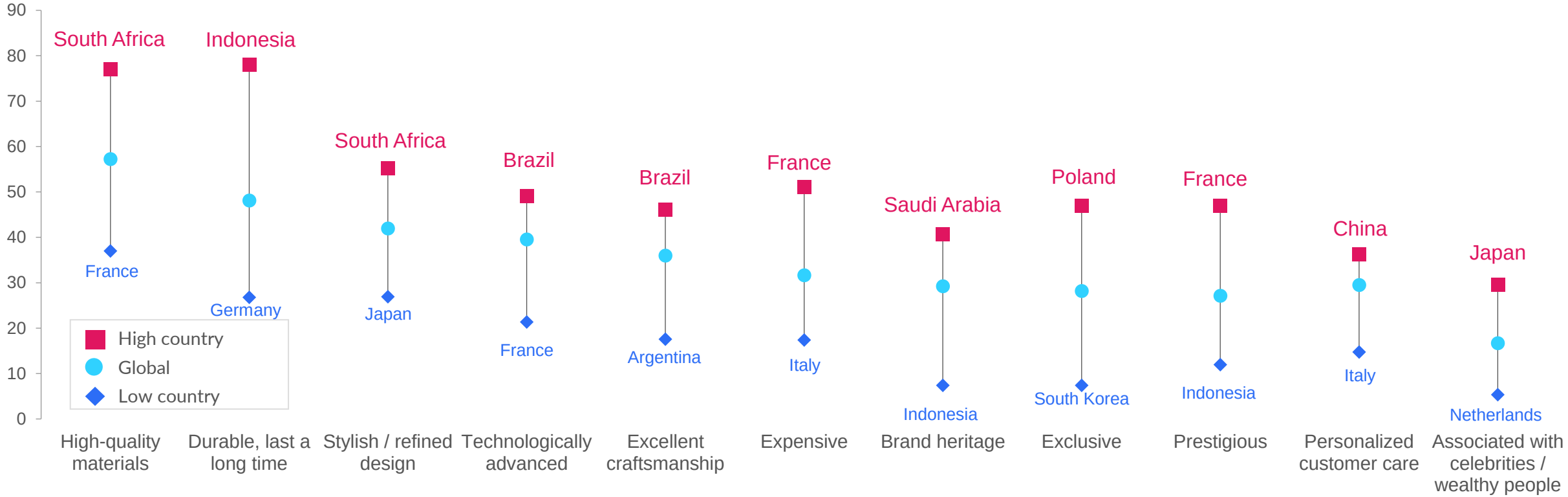
© 2024 Nielsen Consumer LLC. All Rights Reserved.

Quality and durability are key for luxury; style comes into play, too

At the same time, luxury definitions vary across markets

Value for money and luxury might not seem to have much in common, yet their top-two definitions coincide: namely, quality and durability. Style, on the other hand, ranks much higher as a dimension of luxury, in 3rd place, while it is in last place as an aspect of value for money.

% of Gen Z who cite the following definitions of luxury (in order of global for total pop)



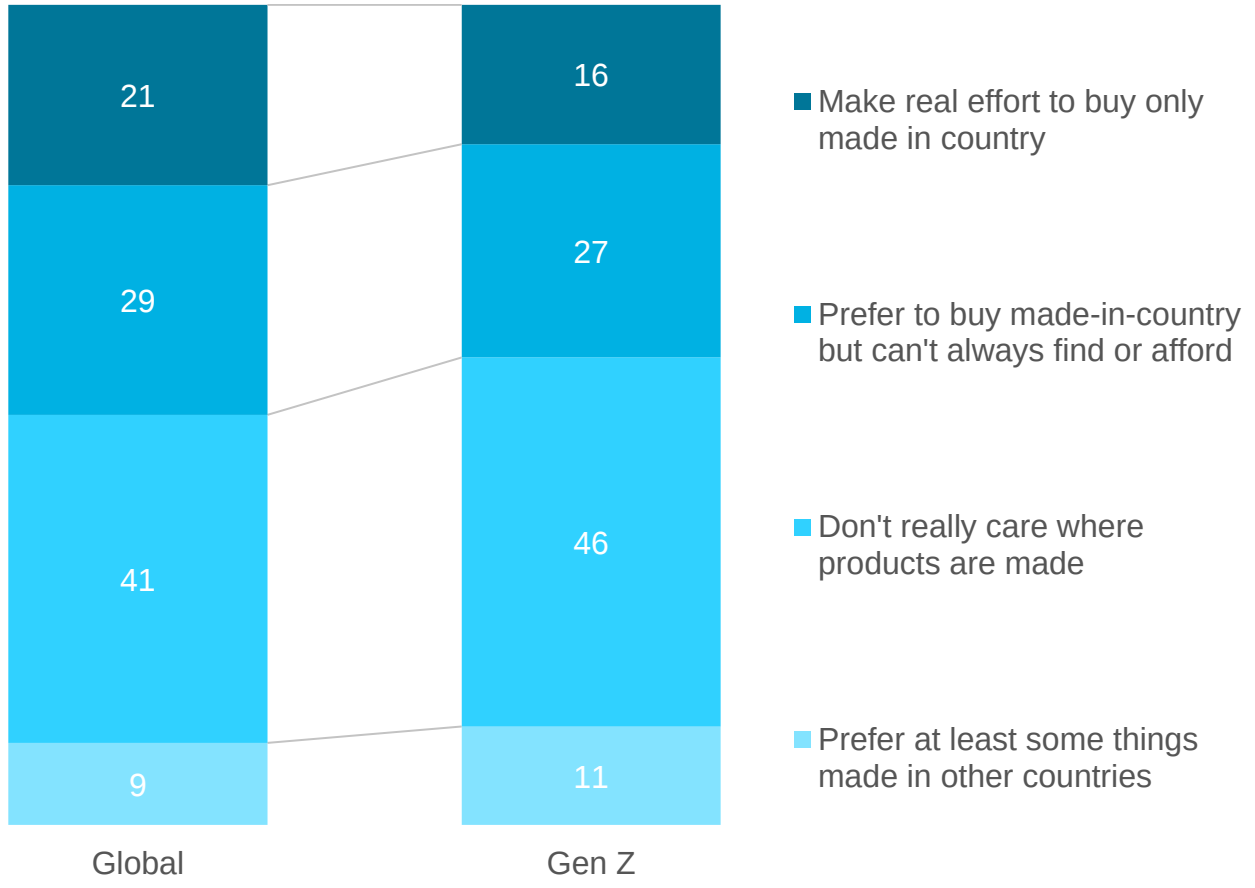
NIQ Consumer Life Global 2024, R9 (global = 18 countries)

© 2025 Nielsen Consumer LLC. All Rights Reserved.

Gen Z is less engaged than average with products made in their country

Those who make a real effort to do so, however, place higher value on *Patriotism*, *Duty*, and *Social responsibility*; they are also actively involved with seeking healthy and new products

% distribution by opinion of where products are made



Rank of Gen Z value (on list of 57)	Make real effort to buy things made in country	Don't care where things are made
Patriotism	#21	#37
Respecting ancestors	17	33
Duty	9	24
Social responsibility	35	48
Preserving the environment	10	22

Rank of Gen Z attitude (on list of 44)	Make real effort to buy things made in country	Don't care where things are made
I actively look for products and services that help me live a healthy lifestyle	#3	#25
Where and how a product is made is very important to me	23	41
I'm always on the lookout for new products and services	20	35
I go out of my way to tell other people about products and services I really like	21	36

NIQ Consumer Life Global 2024, B18, C1, EJM1 (global = 18 countries)

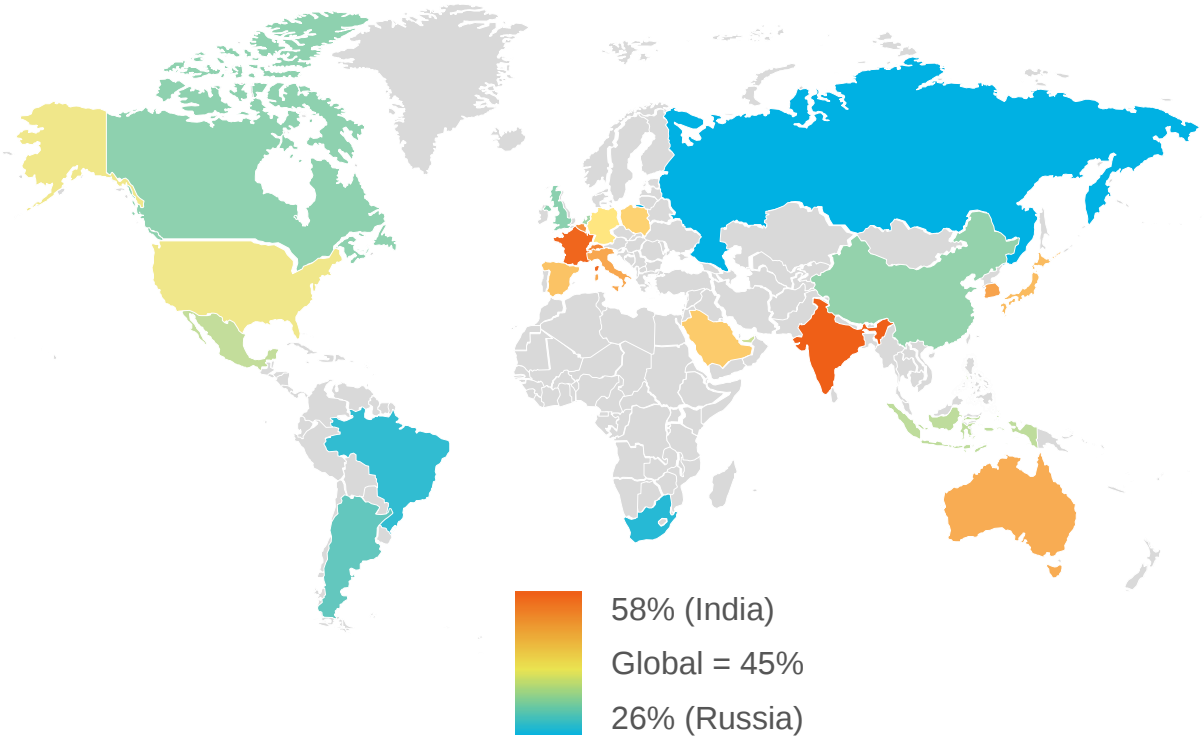
EXAMPLE DATA · FOR ILLUSTRATION ONLY

© 2025 Nielsen Consumer LLC. All Rights Reserved.

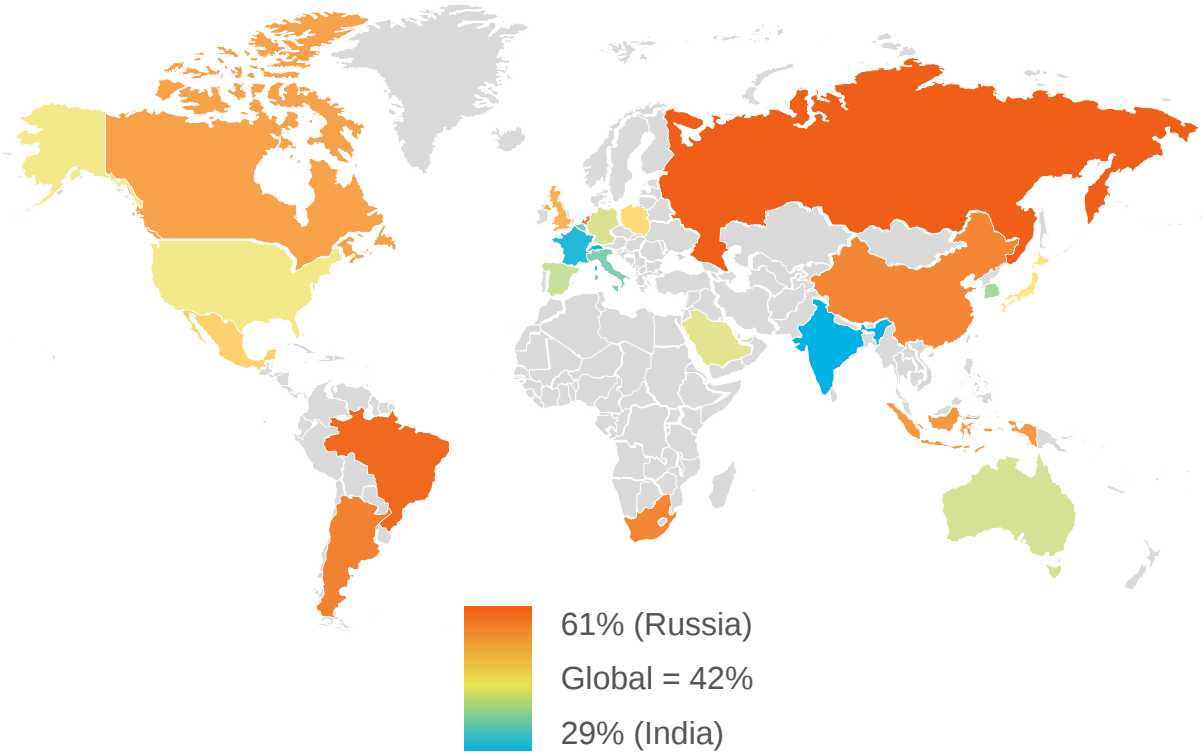
Roughly equal shares of Gen Z care and don’t care about things made in their country

But they exhibit marked variation in this view across markets, with Indians most involved with national products and Russians least so

% of Gen Z who **make effort/prefer to buy products made in their country**



% of Gen Z who **don’t care where things are made**



NIQ Consumer Life Global 2024, B18 (global = 18 countries)

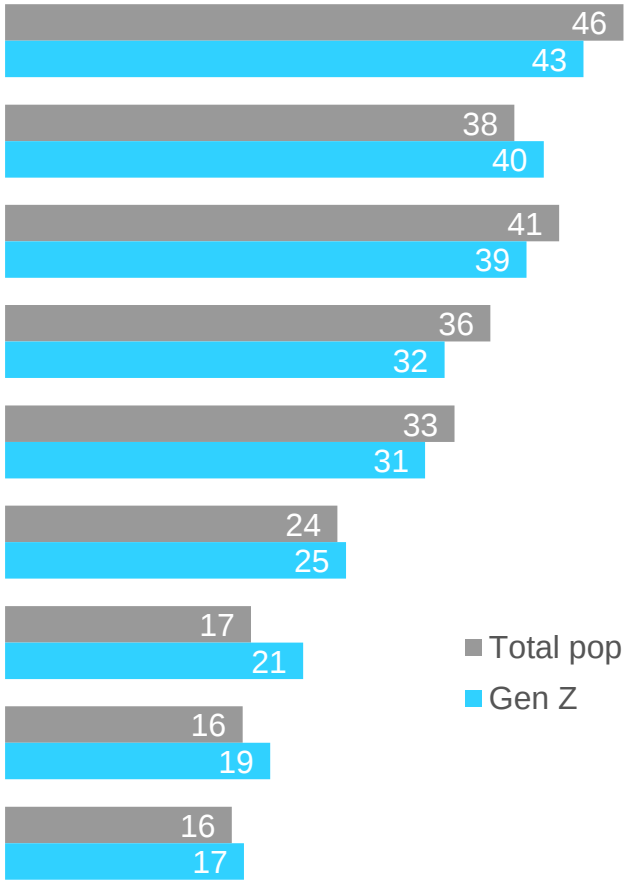
EXAMPLE DATA · FOR ILLUSTRATION ONLY

© 2025 Nielsen Consumer LLC. All Rights Reserved.

Gen Z cares most that companies offer good products and good jobs

They are slightly more interested than average in marketing integrity, social involvement, and research, although these are the lowest-ranked priorities

% who cite things as most important corporate responsibilities



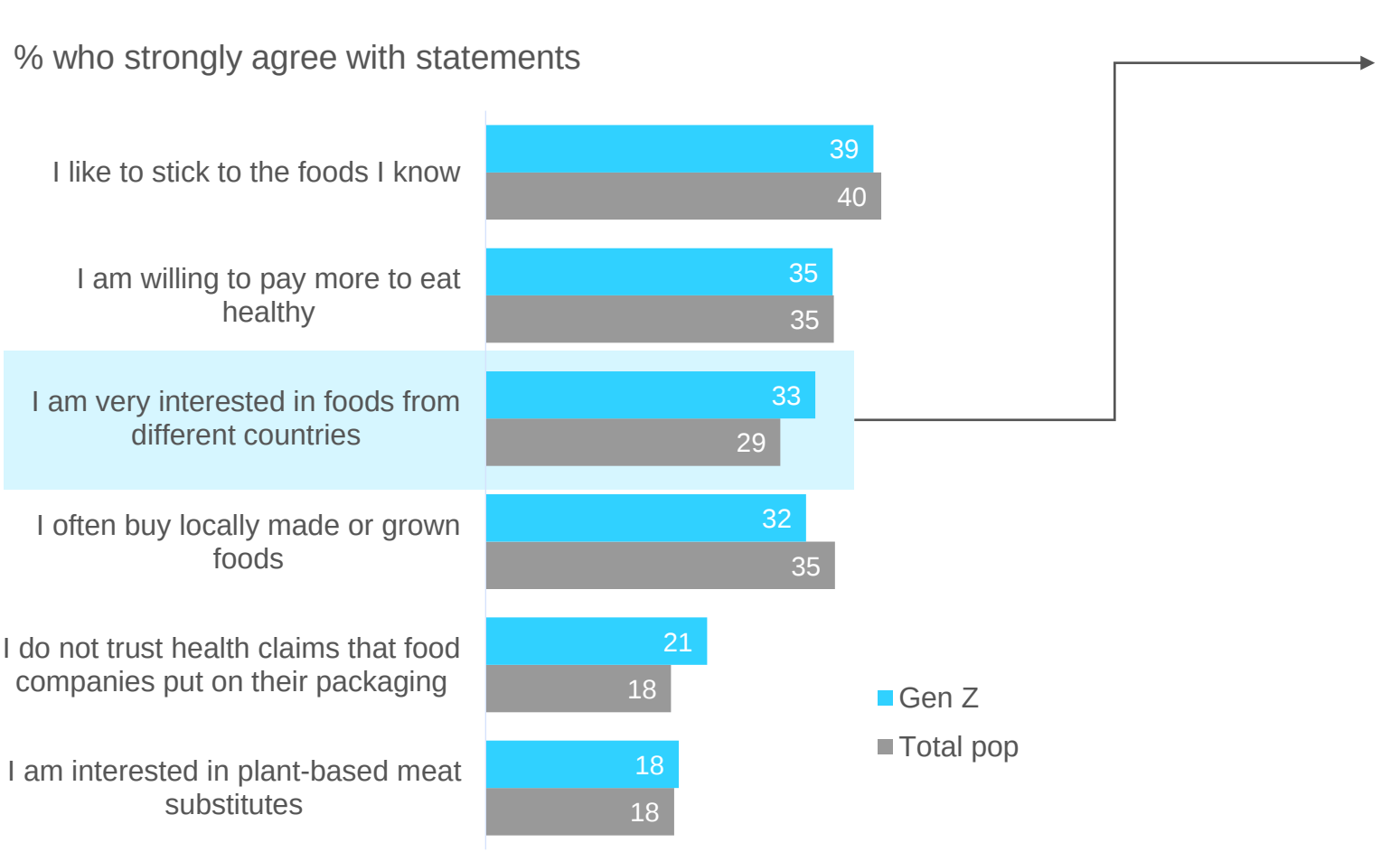
	Highest for Gen Z in :
Producing good quality products or services	UAE (53%)
Providing good jobs for people	Saudi Arabia (52%)
Protecting the health and safety of its workers	Brazil (54%)
Being environmentally responsible	Brazil (42%)
Charging reasonable prices for products and services	Switzerland (48%)
Paying a fair share of taxes	South Korea (36%)
Advertising honestly	Japan (32%)
Having programs that address social issues and causes	China (24%)
Investing in research and technology	Spain (30%)

NIQ Consumer Life Global 2024, G1 (global = 14 countries)

© 2025 Nielsen Consumer LLC. All Rights Reserved.

Gen Z is a little more interested than average in foreign food

This is particularly true in several European markets





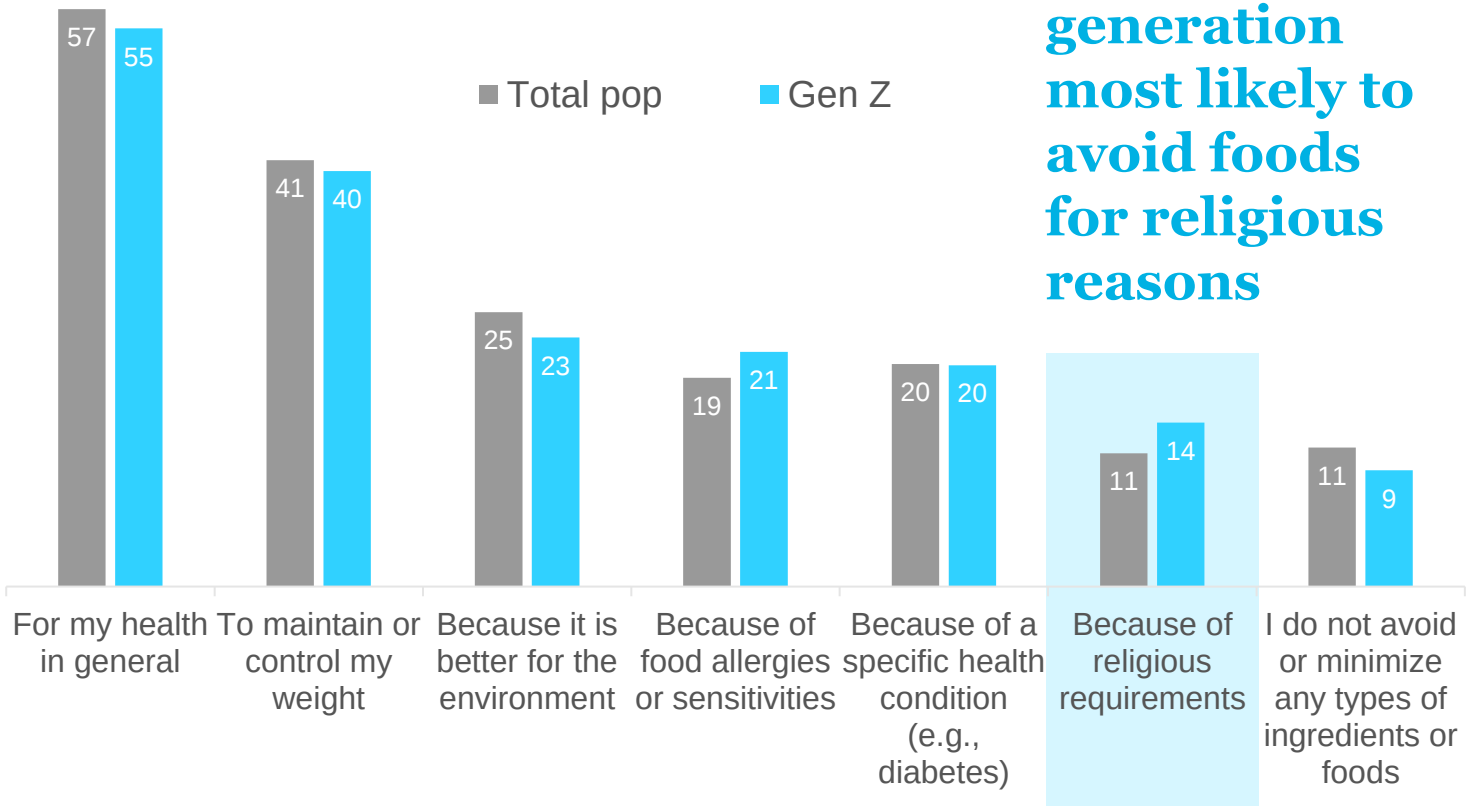
NIQ Consumer Life Global 2024, F11, C1, EJM1 (global = 14 countries)

© 2025 Nielsen Consumer LLC. All Rights Reserved.

Health and weight are top motivations for Gen Z to avoid foods or ingredients

This is on par with the total population

% who avoid foods/ingredients for cited reasons



Gen Z is the generation most likely to avoid foods for religious reasons

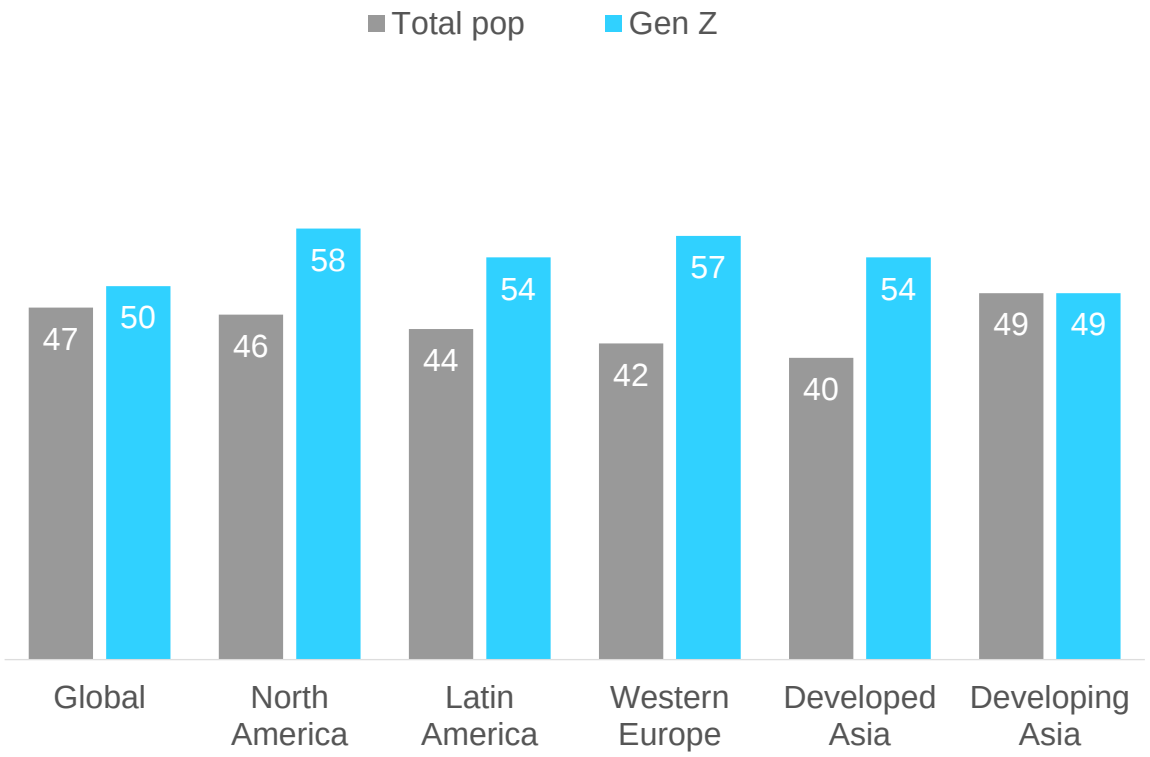


NIQ Consumer Life Global 2024, F28 (global = 14 countries)

Gen Z is more appearance-conscious

Except in Developing Asia

% who think about their appearance all or most of the time



NIQ Consumer Life Global 2024, H39, H8 (global = 14 countries)

Self-care and impressing others are top motivators to look good

Gen Z is less concerned with being a role model for their children since few have them

Rank of things cited as major reasons to try to look their best	Gen Z rank	Δ from total pop
To feel good about myself	#1	0 ranks
To make a good impression on people whom I meet for the first time	2	0
To express my individuality	3	+1
To be admired and respected by other people	4	+2
Because it is important for my career	5	0
To set a good example for my children	6	-3
To make a good impression on people of the opposite sex or those that I find attractive	7	0

© 2025 Nielsen Consumer LLC. All Rights Reserved.

Time is a bigger-than-average barrier to living green for Gen Z

% who agree/somewhat agree with environmental attitudes		Gen Z	Δ from total pop
Attitudes toward responsibility	It is important that companies take environmentally responsible actions, such as using environmentally friendly materials or ingredients	73%	-4 pts
	First comes economic security and well-being, then we can worry about environmental problems	51	-3
	The government should be addressing our environmental problems, and not individual people like me	47	+1
Barriers to green living	I would do more for the environment, but I don't know how	57	+3
	The environmentally friendly alternatives for many of the products I use are too expensive	50	-3
	The environmentally friendly alternatives for many of the products I use and need just do not work as well	38	+1
	I'm too busy to make my lifestyle as environmentally friendly as I would like	42	+6
	My family asks me to buy products that might not be environmentally friendly, and they will not accept any alternatives	32	+3

Gen Z is less involved with the most popular environmental tasks

% whose household does environmental activities all or most of the time		Gen Z	Δ from total pop
Consumption decisions	Conserve water in the home	68%	-9 pts
	Conserve energy in the home	60	-12
	Buy only what you need to reduce wasteful consumption	55	-6
	Recycle	53	-12
	Travel in an environmentally friendly way when possible	46	-3
	Take environment into consideration when making purchase decisions	46	-3
	Choose a less polluting/more efficient source of energy for car/home	40	-4
Information & influence	Talk to others about environmental issues	37	-2
	Do research on companies' environmental practices	29	+3
Activism	Contribute money to environmental groups or organizations	24	+4
	Do volunteer work related to the environment	30	+4

NIQ Consumer Life Global 2024, GG3, GG2 (global = 18 countries)

EXAMPLE DATA · FOR ILLUSTRATION ONLY

© 2024 Nielsen Consumer LLC. All Rights Reserved.

Gen Z travel patterns vary by region

They are more likely than average to take trips in developed regions and less likely in developing regions, especially Asia

% of Gen Z who took types of overnight trips in past 12 months	North America		Latin America		Western Europe		Developed Asia		Developing Asia	
	%	Δ from total pop	%	Δ from total pop	%	Δ from total pop	%	Δ from total pop	%	Δ from total pop
Any overnight trip	69%	+2 pts	60%	-4 pts	76%	+6 pts	58%	+4 pts	64%	-12 pts
Leisure trip with children <18*	32	+9	22	-5	24	+2	8	-5	20	-13
Leisure trip without children <18	30	-9	25	+2	38	-3	33	+2	30	+1
Business trips	26	+9	25	+3	25	+11	16	+6	24	-4
None	31	-2	40	+4	24	-6	42	-4	36	+12

15% **of Gen Z travelers took international trips only**

+5 pts from total pop

36% **of Gen Z travelers stay with friends or family**

+6 pts from total pop

NIQ Consumer Life Global 2024, B4, T02a-c (global = 18 countries); * note that these children are not necessarily children of Gen Z – they may be siblings or other family members

EXAMPLE DATA · FOR ILLUSTRATION ONLY

© 2025 Nielsen Consumer LLC. All Rights Reserved.

Technology

Attitudes and behavior

© 2025 Nielsen Consumer LLC. All Rights Reserved.

Gen Z's feelings about the future of technology are mixed

They are more upbeat than their older peers in Western Europe and less so in Developing Asia

	% who say how technology makes them feel about the future	North America		Latin America		Western Europe		Developed Asia		Developing Asia	
		Gen Z %	Δ from total pop	Gen Z %	Δ from total pop	Gen Z %	Δ from total pop	Gen Z %	Δ from total pop	Gen Z %	Δ from total pop
	Excited	40%	+9 pts	42%	+1 pt	29%	+8 pts	46%	+7 pts	45%	-6 pts
	Confident	29	+7	25	-2	26	+1	15	+3	37	-8
	Comfortable	23	+2	20	-3	18	+5	18	-2	31	-12
	Do not care	6	+2	6	+2	9	+3	8	0	4	+2
	Skeptical	22	-3	7	+3	23	-2	11	-3	8	+1
	Uncertain	37	-6	27	+5	24	-2	24	-2	22	+8
	Worried	24	-3	25	-2	18	-3	19	-1	23	+3
	Afraid	10	0	16	+4	8	-2	17	-3	8	+2

NIQ Consumer Life Global 2024, TD14 (global = 18 countries)

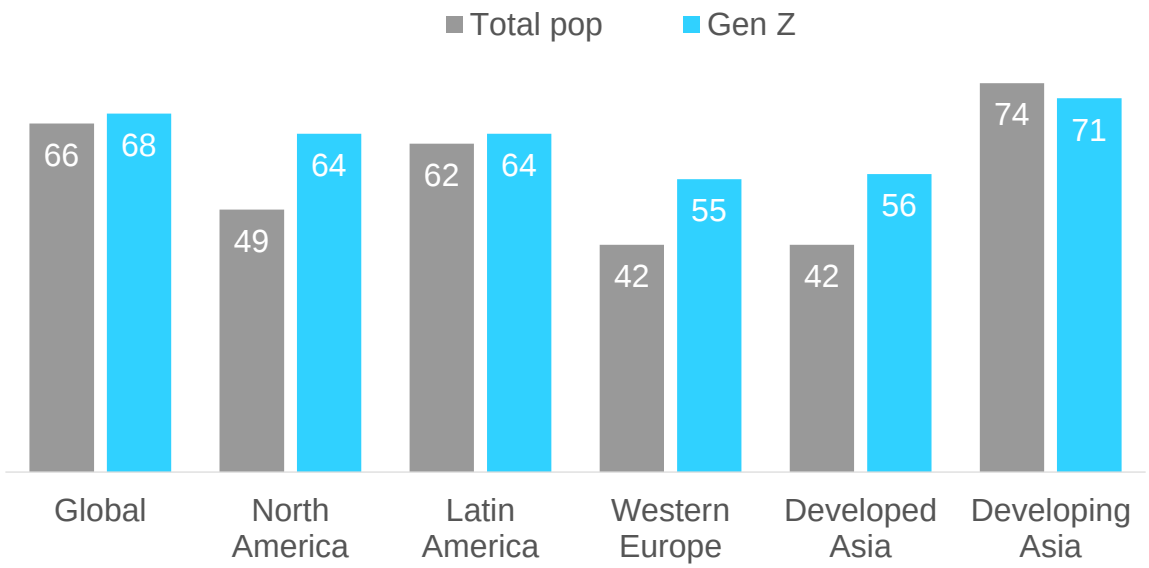
EXAMPLE DATA · FOR ILLUSTRATION ONLY

© 2025 Nielsen Consumer LLC. All Rights Reserved.

Most Gen Z see the benefits of AI

They are more likely than their regional peers to do so in developed regions

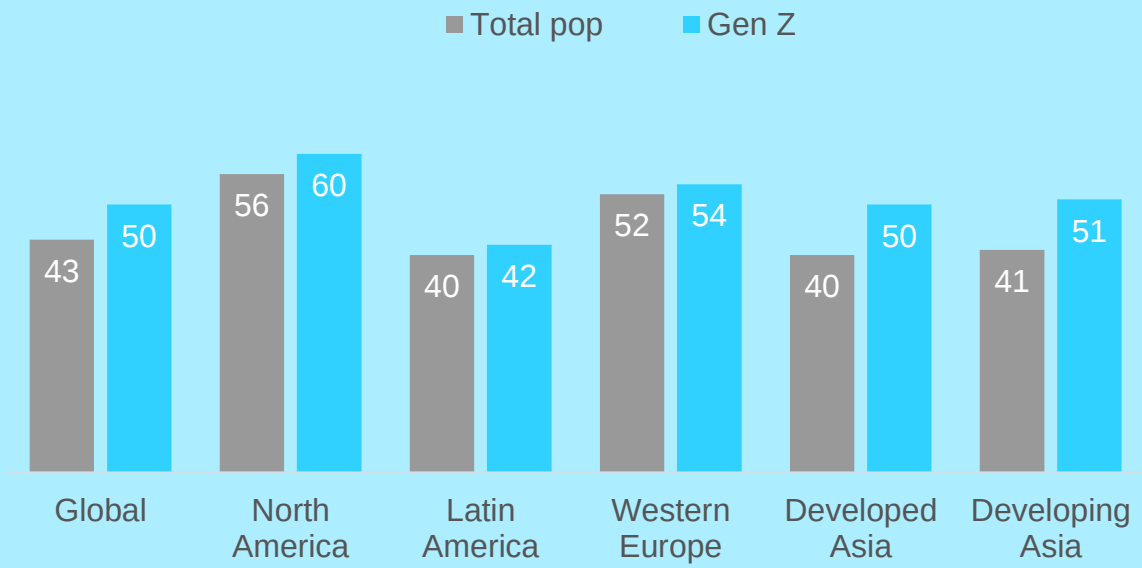
% who completely agree with at least 1 of 4 **POSITIVE** aspects of the future of AI



However, they are slightly more likely than average to also see its disadvantages

This pattern is evident in all regions

% who completely agree with at least 1 of 3 **NEGATIVE** aspects of the future of AI



The ranking of both positive and negative aspects is generally the same across regions

1. Will improve many areas of life from health to education
2. Will make online shopping more personalized
3. Will allow people to be more creative
4. Will improve people's productivity

1. Will eliminate jobs
2. Will encourage people to cheat at work and/or school
3. Will spread misinformation

NIQ Consumer Life Global 2024, O32 (global = 18 countries)

EXAMPLE DATA · FOR ILLUSTRATION ONLY

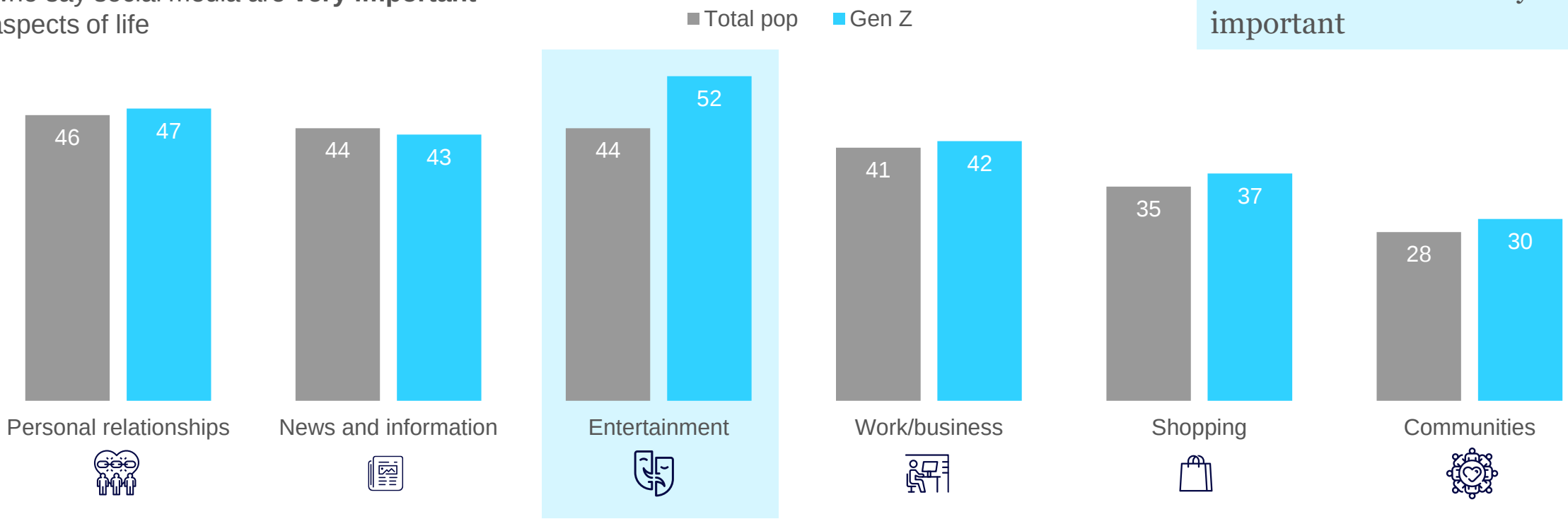
© 2025 Nielsen Consumer LLC. All Rights Reserved.

3 in 4 Gen Z visit social media daily

They are more apt than average to view it as entertainment

78% **of Gen Z visit social media every day,** on par with the total global pop

% who say social media are **very important** to aspects of life



Regional highlight

On the whole, Gen Z in developed regions are more likely than older people to visit social media daily and to rate them as very important

NIQ Consumer Life Global 2024, TD40 (global = 17 countries, not asked in China); TD54 (global = 14 countries)

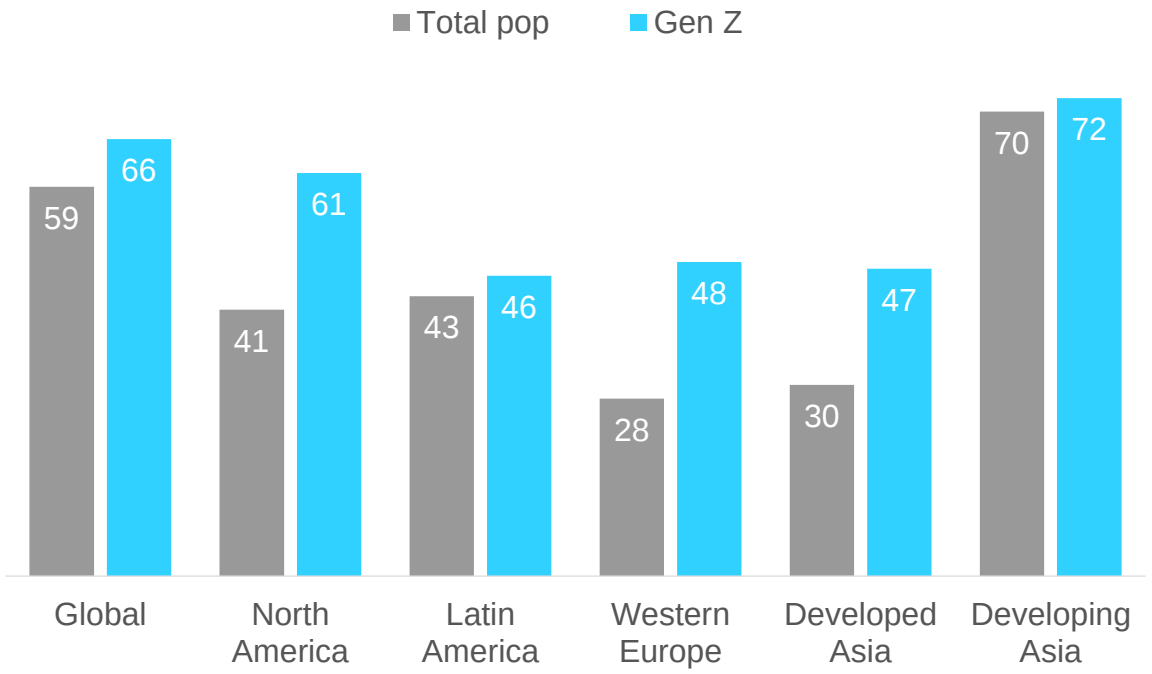
EXAMPLE DATA · FOR ILLUSTRATION ONLY

© 2025 Nielsen Consumer LLC. All Rights Reserved.

Gen Z is more engaged than average with social media shopping

The gap from total is smallest in Developing Asia, where many people shop via social media

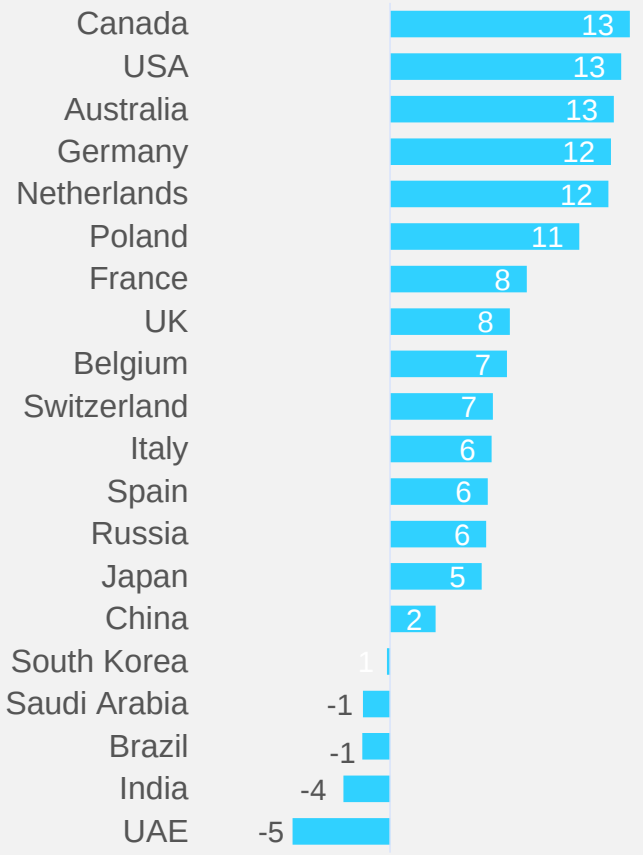
% who have shopped using buy buttons on social media or clicking on shoppable posts or stories



Social media is more important than average to Gen Z in terms of shopping

Especially in several developed markets

Point difference between Gen Z and total pop in % who say social media is **very important** in shopping



NIQ Consumer Life Global 2024, FBS1 (global = 16 countries; TD54 (global = 14 countries)

EXAMPLE DATA · FOR ILLUSTRATION ONLY

© 2024 Nielsen Consumer LLC. All Rights Reserved.

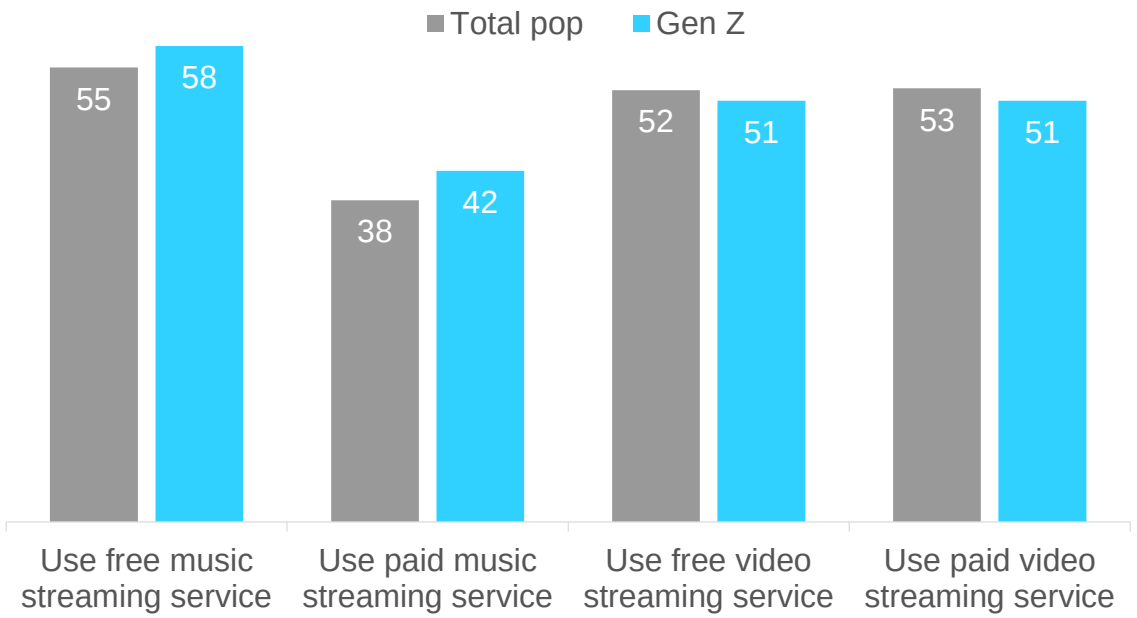
Gen Z is a little higher on music streaming

Use of video streaming is about average

88% **of Gen Z regularly use streaming services**

- +3 pts from total pop
- +9 pts in Western Europe and +13 pts in Developed Asia

% who do things regularly



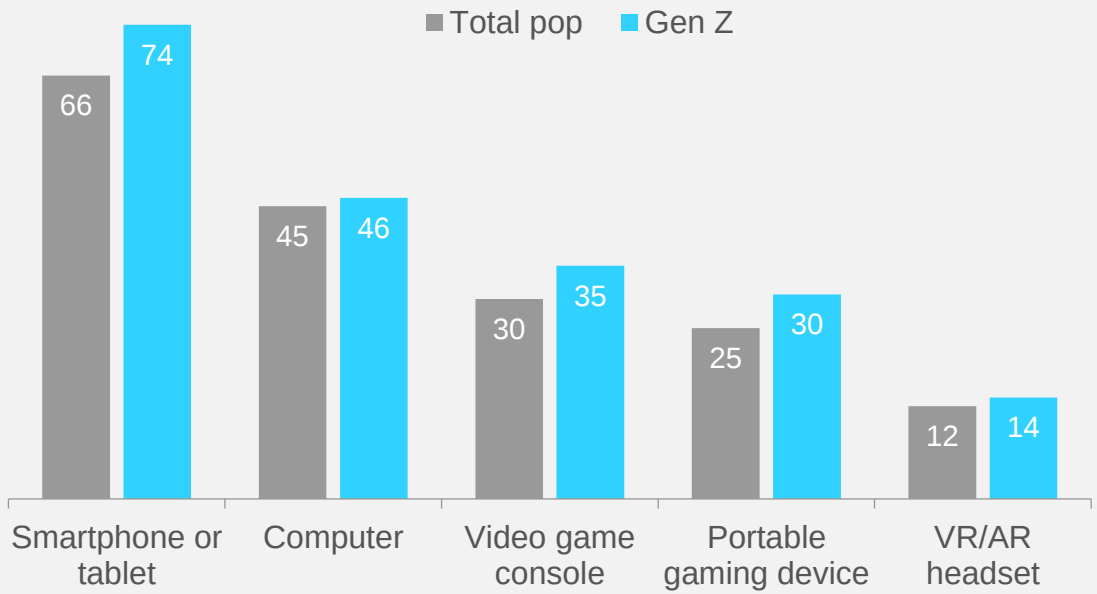
Gaming is popular among Gen Z

Especially on mobile devices and consoles

85% **of Gen Z play video games at least weekly**

- +7 pts from total pop
- +19 pts in Western Europe and +14 pts in Developed Asia

% who play games on devices weekly or more often



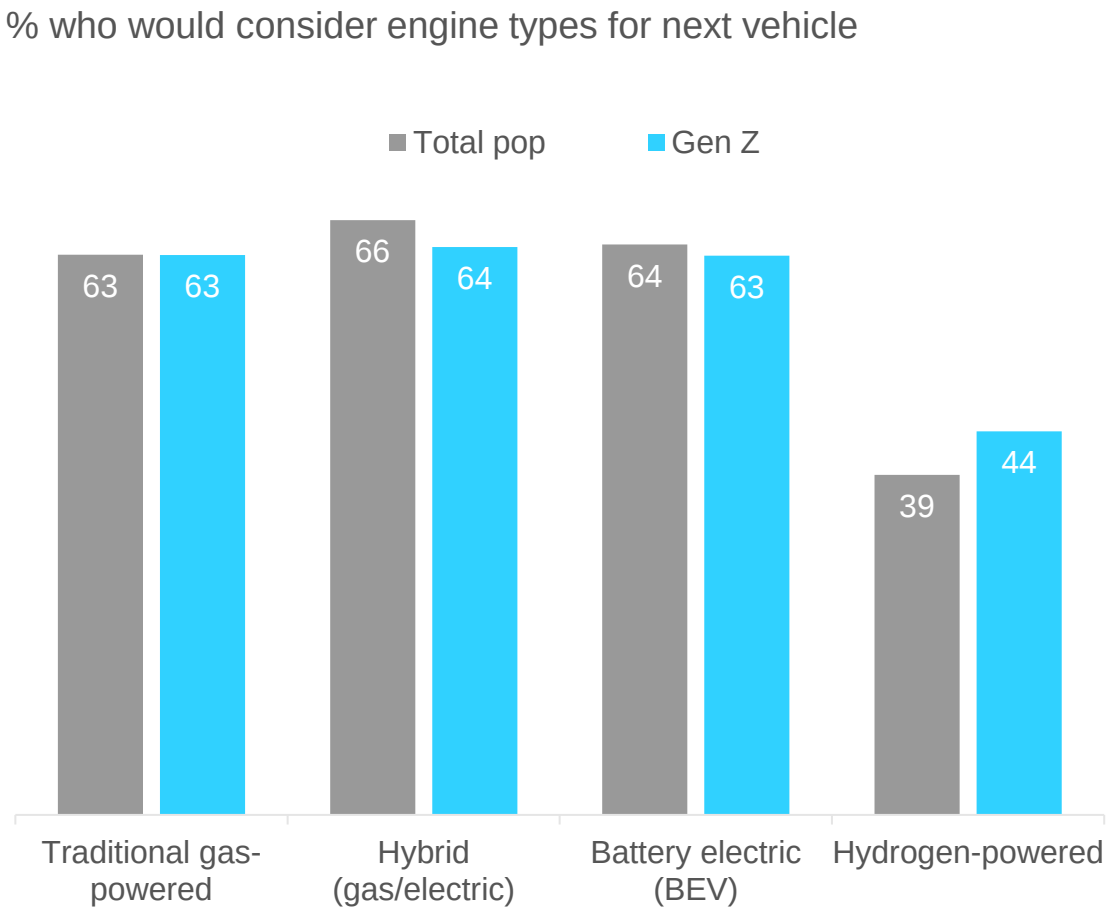
NIQ Consumer Life Global 2024, B5 (global = 18 countries), TD32 (global = 14 countries)

EXAMPLE DATA · FOR ILLUSTRATION ONLY

© 2024 Nielsen Consumer LLC. All Rights Reserved.

Gen Z has typical attitudes toward car tech

They are generally receptive to trying new types



Top-3 benefits of electric vehicles (out of 10):

1) The money saved on gas/petrol/fuel
2) Doing my part in preserving the environment
3) Being less dependent on fuel

Top-3 disadvantages of electric vehicles (out of 8):

1) Limited driving range
2) Time required to charge
3) Lack of publicly accessible vehicle charging stations

44% of Gen Z are interested in a fully or partially self-driving car v. the 42% average

NIQ Consumer Life Global 2024, D22a, D22, D9, SS29, SS30 (global = 18 countries)

© 2025 Nielsen Consumer LLC. All Rights Reserved.

Appendix: Methodology

© 2025 Nielsen Consumer LLC. All Rights Reserved.

2024 NIQ Consumer Life Global study at-a-glance

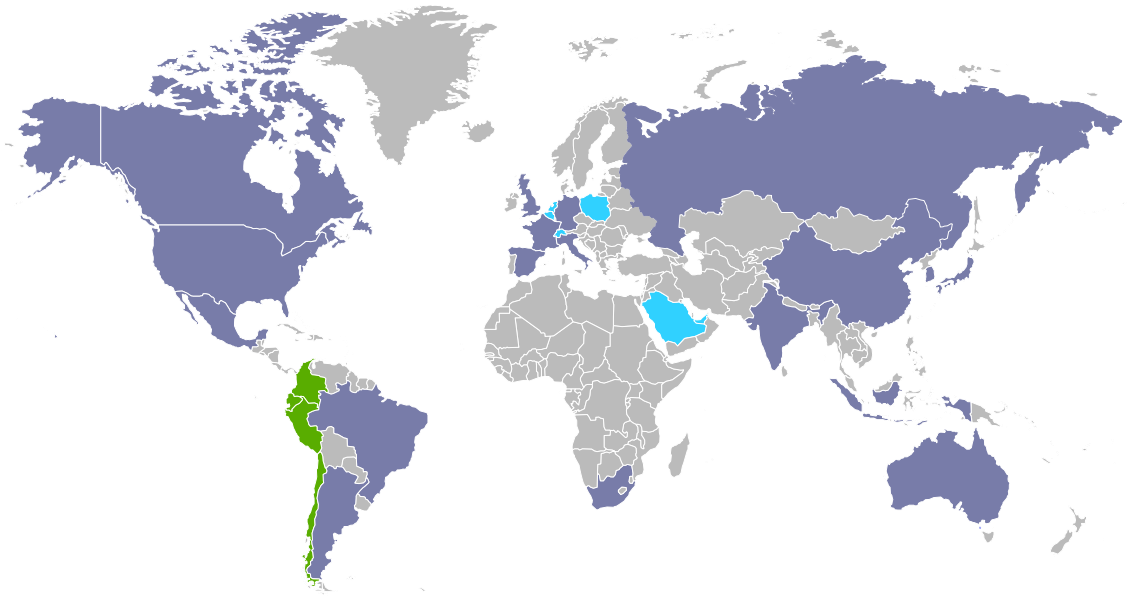
Sample: Between 1000 and 2000 per market

The 18 markets highlighted in **purple** represent a consistent core country set available for trending

6 countries in **teal** are additional syndicated markets

4 countries in **green are additional markets that are not part of the syndicated dataset, but are available for purchase*

Argentina	China	Indonesia	Poland	Switzerland
Australia	Colombia*	Italy	Russia	UAE
Belgium	Ecuador*	Japan	Saudi Arabia	UK
Brazil	France	Mexico	South Africa	USA
Canada	Germany	Netherlands	South Korea	
Chile*	India	Peru*	Spain	



Fieldwork January-April 2024

28 Markets

All Regions: Asia-Pacific, North America, South America, Western Europe, Central/Eastern Europe, and Middle East/Africa

Online

Panel blend of 4-6 online and mobile providers for each market

EXAMPLE DATA · FOR ILLUSTRATION ONLY

© 2025 Nielsen Consumer LLC. All Rights Reserved.

5 values segments

Aspirers	Key values: Social recognition, Status They are busy and successful, yet on the verge of insecurity. Brands may help them feel better, especially if they appeal to people's self-image as go-getters.
Mindfuls	Key values: Spirituality, Working hard These are people who are dedicated to living life well. This involves taking care of their physical and emotional health and their families.
Elementals	Key values: Helpfulness, Modesty, Thrift, Simplicity, Respecting ancestors They are selfless and domestic, the antithesis of Aspirers and Indulgers. Their caregiving nature extends to the environment, too.
Indulgers	Key values: Enjoying life, Leisure, Pleasure, Material security They are self-centered pleasure seekers who aren't too worried about anyone else. As long as they have the money they need to play, they're happy.
Discoverers	Key values: Freedom, Creativity, Curiosity, Open-mindedness, Learning, Knowledge, Social tolerance, Equality, Internationalism They are ethical explorers, open to everything the world has to offer. They appreciate nature, cultures, and people, and are concerned about treating them well.

EXAMPLE DATA · FOR ILLUSTRATION ONLY

© 2025 Nielsen Consumer LLC. All Rights Reserved.

Generational definitions

	Gen Alpha	Gen Z	Millennials	Gen X	Boom
Birth years	2013-?	1998-2012	1980-97	1965-79	1946-65
Age in 2025	<13	13-27	28-45	46-60	61-79

© 2025 Nielsen Consumer LLC. All Rights Reserved.

Life stages as defined by NIQ Consumer Life

Life stage	Employment status	Age	Marital status	Parental status/age of children in hh
Students	Student (may work)	any	--	--
Young singles	Not student or retired	<35	not married/civil union/living together	not parent
Single parents	Not student or retired	any	not married/civil union/living together	children <20
Older singles	Not student or retired	35+	not married/civil union/living together	no children <20
Young couple no children	Not student or retired	<55	married/civil union/living together	no children <20
Couples w/young children	Not student or retired	any	married/civil union/living together	children <13 (may also have older children)
Couples with older children	Not student or retired	any	married/civil union/living together	children 13-19 (but none younger)
Empty nesters	Not student or retired	55+	married/civil union/living together	no children <20
Retired	Retired (may work part-time)	any	--	--

© 2025 Nielsen Consumer LLC. All Rights Reserved.