

# What's new? Students' take on tech and utilities

native.

## The UK student market in numbers

There are

2.66  
million

UK students.

Graduates earn

£10,000

more per year than  
non-graduates.

During university,

81%

of students are open  
to new brands.

## Meet Gia.

When students first arrive at university, they start to make some high-value purchases for the first time - whether it's their first laptop, phone contract or utility bill. With that in mind, it's over to Gia - a Gen Z student - to run you through some key insights from the tech and utility sectors.

### OUR THOUGHTS:

- Our phones record an average of 7.2 hours per day - and 4.8 of that goes on social media.
- Up to 63% of us would be happy to have smart tech in our bedrooms. 📍
- 30% of us find bills confusing, compared to a 22% national average. 📍

### OUR FEELINGS:

- 79% of us show signs of emotional distress when separated from our electronic devices. 📍
- 66% of us are willing to spend more on products that are eco-friendly and sustainable. 📍
- We're also:
  - 3x more likely to replace gas with electric
  - 2x more likely to install solar panels
  - 2x more likely to install smart thermostats. 📍
- Our most desirable utility? High speed internet. 📍

### OUR BEHAVIOURS:

- 90% of us are gamers, with 69% of us preferring mobile games. 📍
- Gen Z is more likely to pay for utilities via an app than any other generation. 📍
- 31% of us have been unable to pay an energy bill for the first time (compared to 21% of millennials, 16% of Gen X and 5% of boomers).

Tech is a big investment for us. Together with utilities, they're more than just luxuries - they're essentials. It's as much about educating us as it is about advertising to us - and what better place to educate us than at university?

OVER AND OUT

GIA X

## Introducing native.

native unifies media channels across campus communities, granting tech and utility brands frictionless access to hard-to-reach students.

Go digital with digital natives.

Get in touch today

