

Communication habits and preferences 2024

A survey by Generationally Speaking
September 2024



alastair greener

**GENERATIONALLY
SPEAKING**

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A quantitative survey to explore differences between the different generations in how they like to communicate

- To find out about the methods, devices and technology people like to use to communicate, and how the generations differ in behaviour and preferences
- Online, independently sampled survey
- Supplemented by personal contacts
- Quotas set on age band to ensure robust coverage of each generation
- Fieldwork in July – September 2024
- 7.5 minutes average completion time
- Final sample size: 4,067

Our survey responses, by age band and generation

GEN ALPHA: 201	Up to 12	201
	13-15	185
GEN Z: 982	16-17	116
	18-21	330
	22-27	351
	28-35	432
GEN Y: 858	36-43	426
	44-50	414
GEN X: 880	51-59	466
	60-69	481
BABY BOOMERS: 911	70-78	430
	Over 78	235
SILENT GEN: 235		

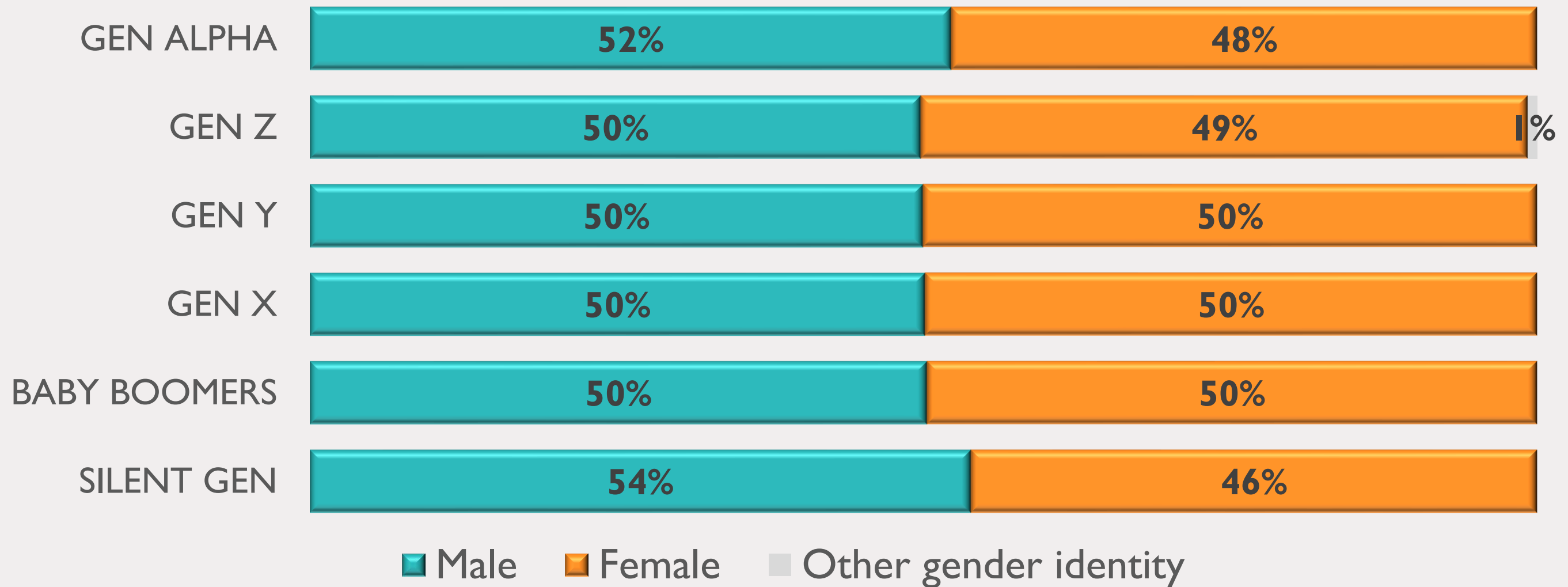
Our survey participants

Detail on the survey sample –
demographics, background,
personality, communication
styles





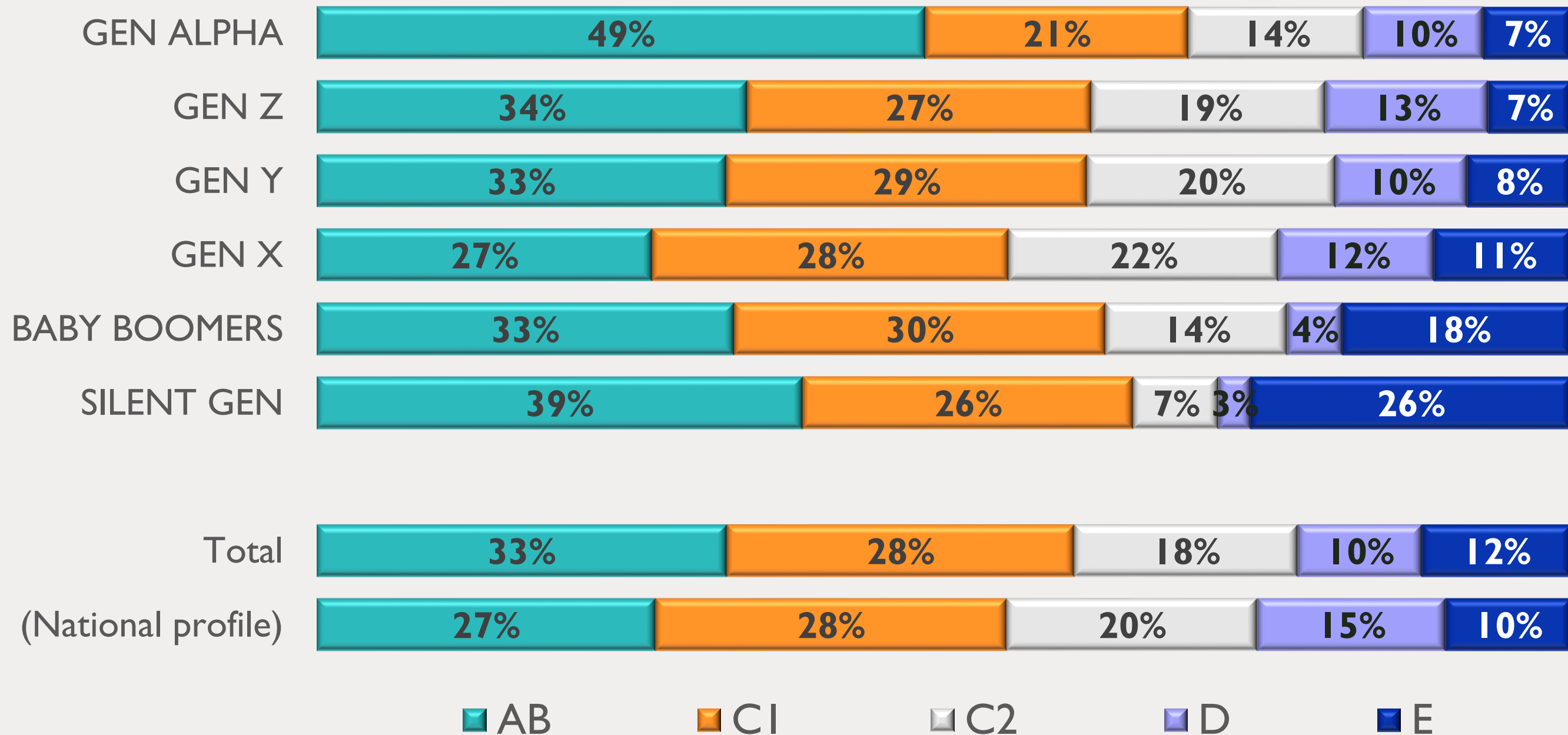
As planned, our sample was broadly evenly split by gender





Also by socio-economic group

Socio-economic group is derived from the occupational group of the main income earner in the household. (In the case of children, the question was answered by their parents)



Q60: Which one of the following occupational groups best describes the Chief Income Earner in your household?

Base: all respondents



Younger generations increasingly have non-UK cultural influences
Older ones increasingly open to influences from their offspring

88% were born in the UK

(95% of Baby Boomers/Silent Gen vs 82% of GenX/Y)

Main others: 4% Africa, 3% each continental Europe and Asia, 1% North America

30% speak languages other than English

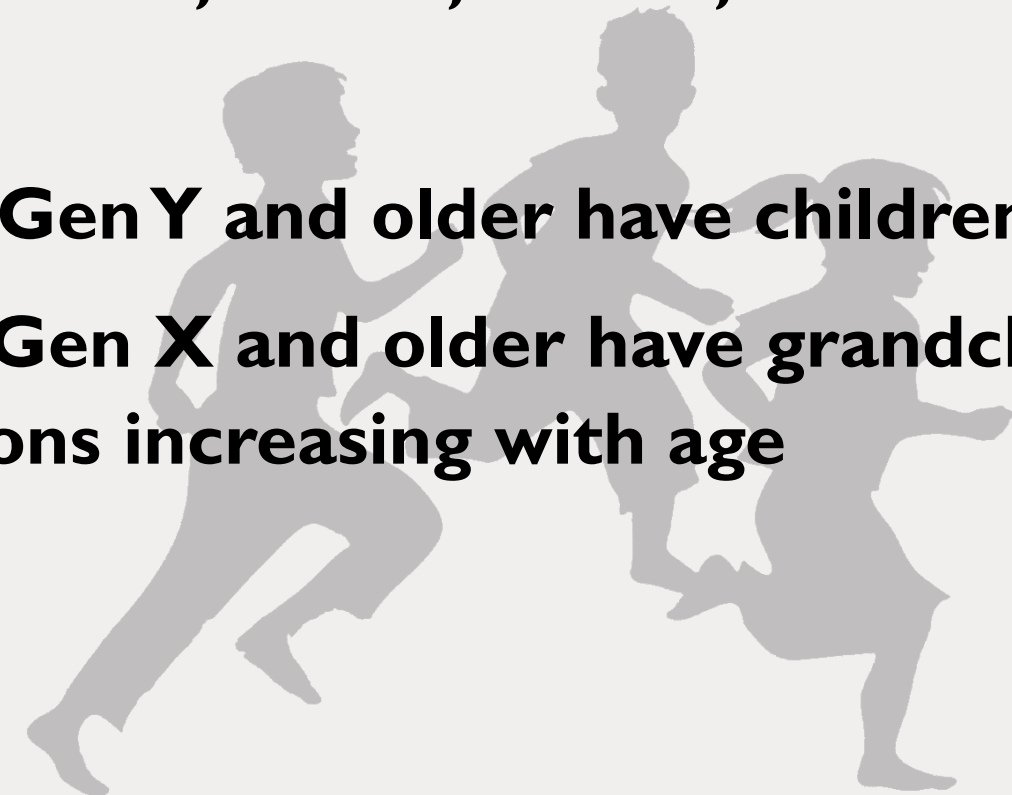
(42% of Gen Z and 35% of Gen Y vs 23% of 44+)

Most common other languages: French, Spanish, German, Italian, Yoruba, Hindi

67% of Gen Y and older have children

42% of Gen X and older have grandchildren

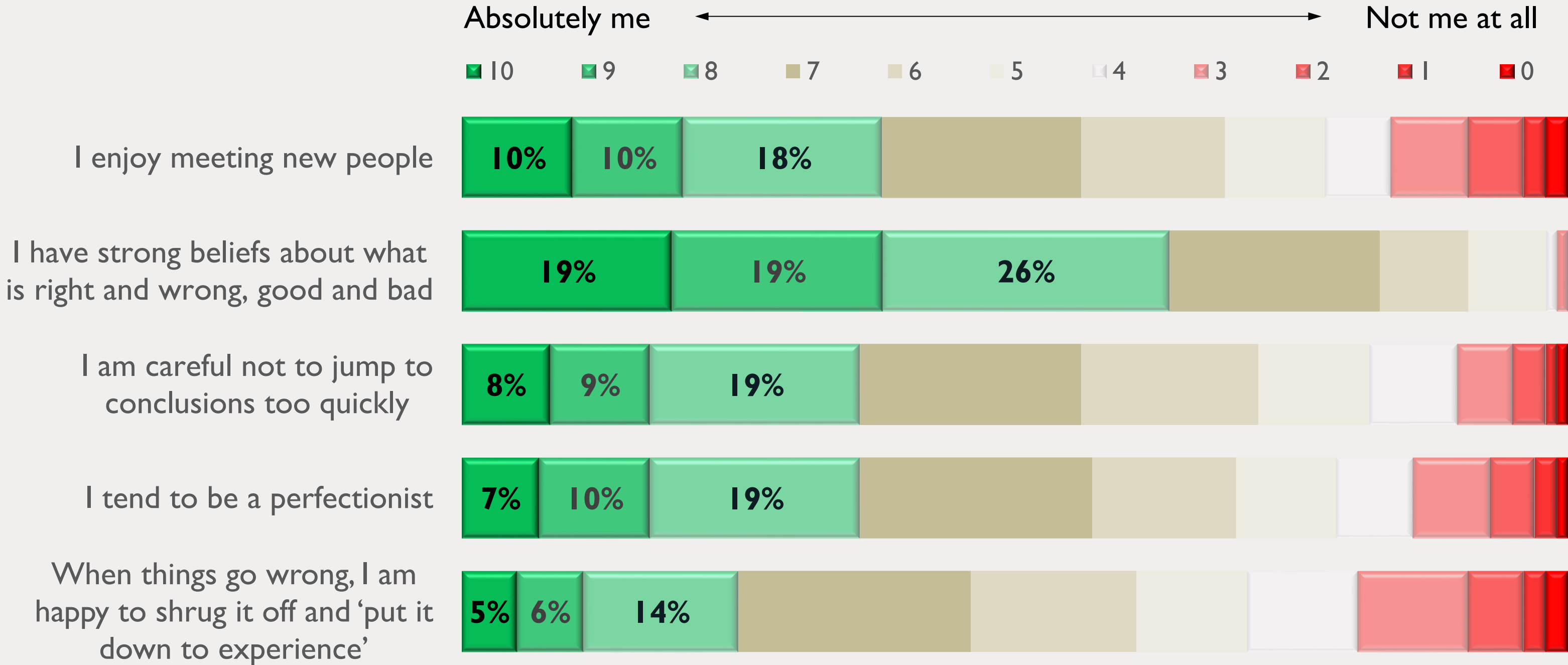
Proportions increasing with age





Overall, our sample is broadly spread in terms of approach to life

How well do these describe you?



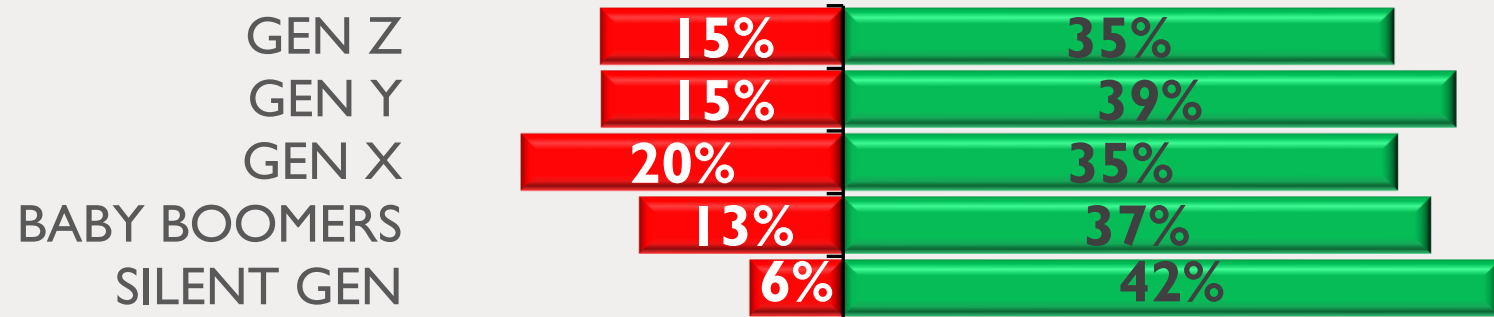
Q8: To what extent do each of the following statements describe you?

Base: all respondents 16+



Tendency to be a perfectionist falls away with age, as care to avoid jumping to conclusions increases

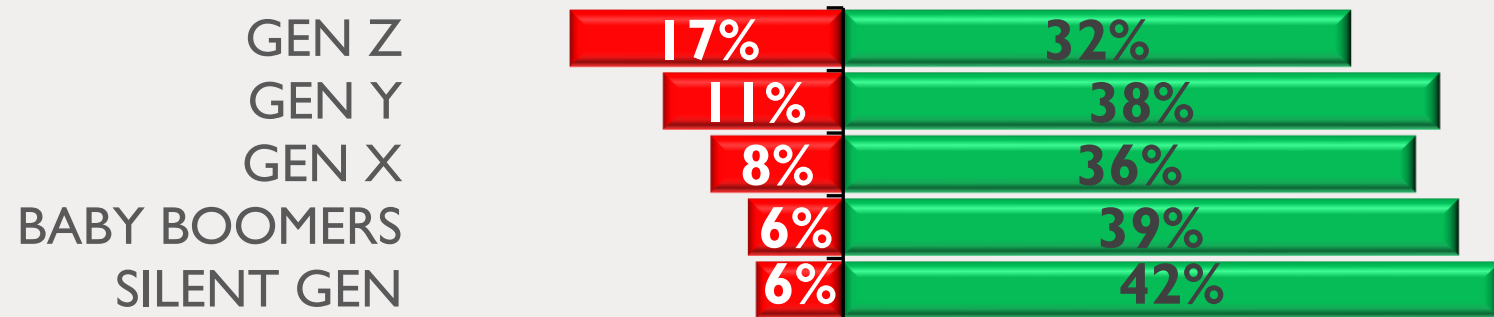
I enjoy meeting new people



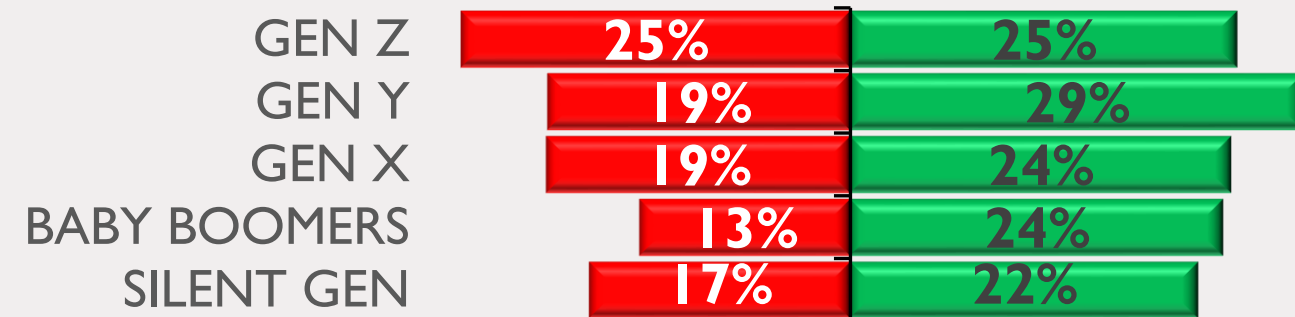
I tend to be a perfectionist



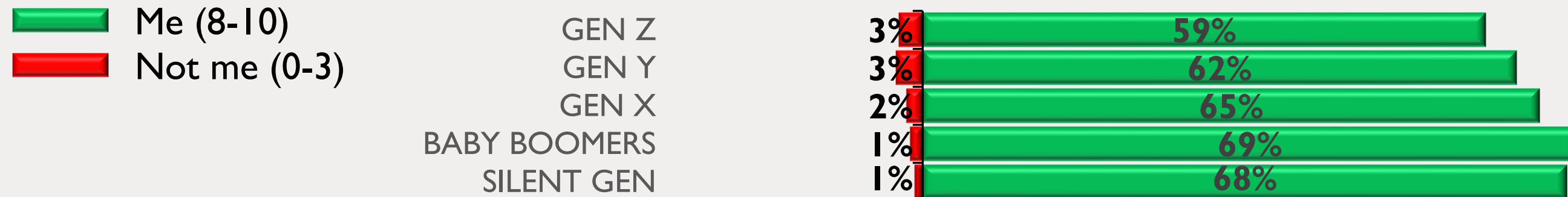
I am careful not to jump to conclusions too quickly



When things go wrong, I am happy to shrug it off and 'put it down to experience'



I have strong beliefs about what is right and wrong, good and bad



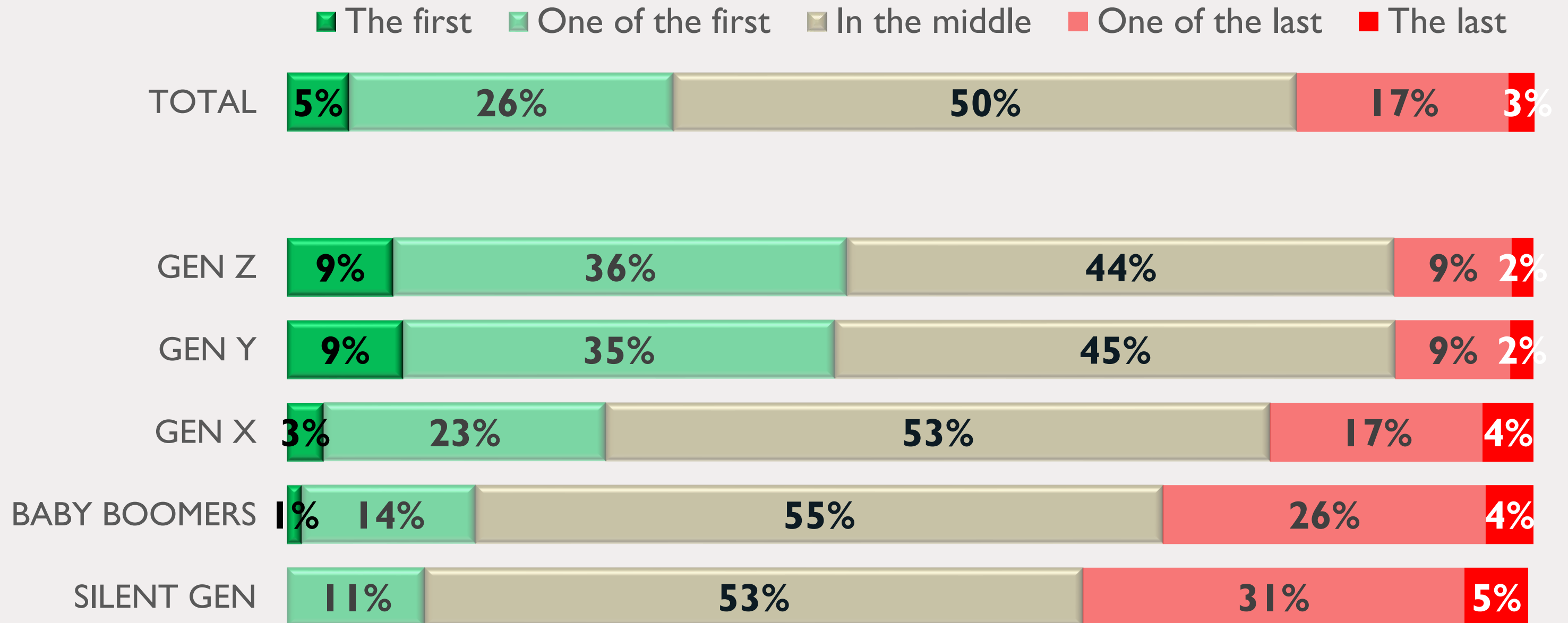
Q8: To what extent do each of the following statements describe you?

Base: all respondents 16+



Generations Z & Y often see themselves as the early adopters

Try new things (compared to other people you know)?



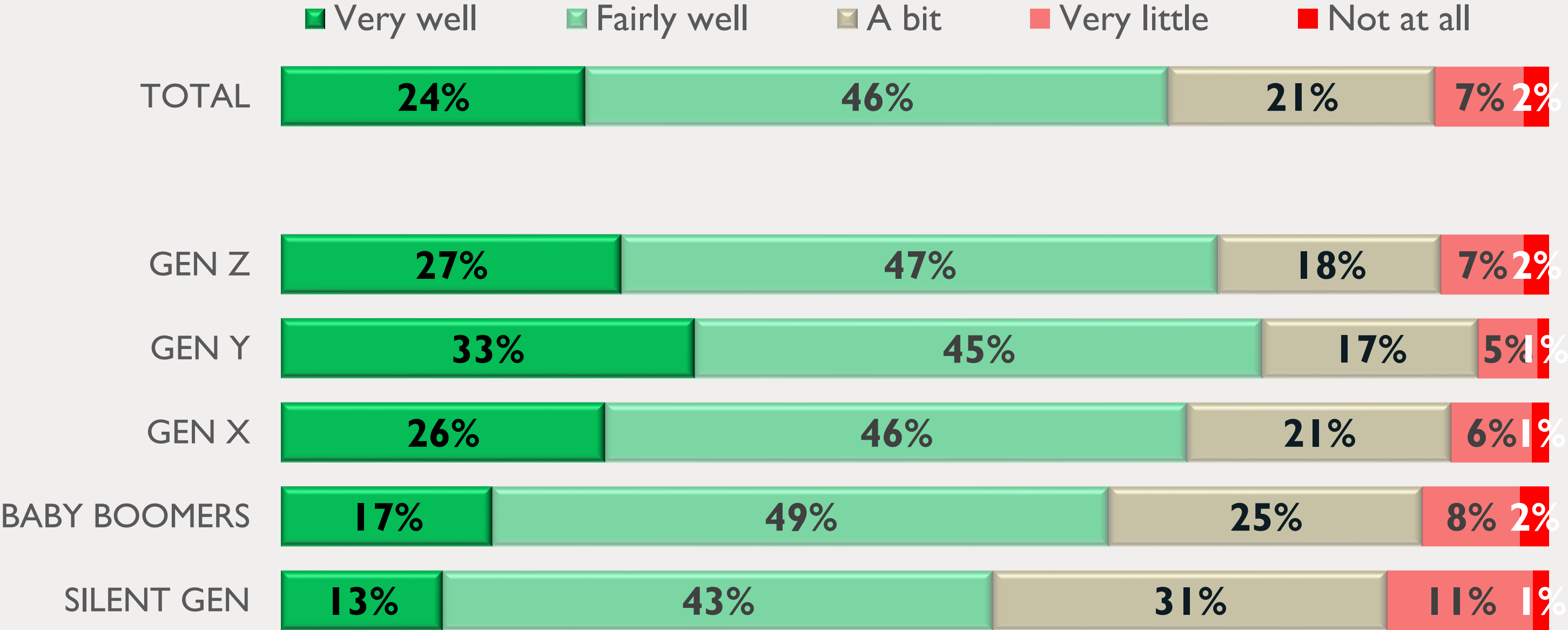
Q9: Compared to other people you know – when it comes to trying new things, are you generally...

Base: all respondents 16+



Gen Y are the age group most likely to think they can read non-verbal communication

Pick up on non-verbal communication?



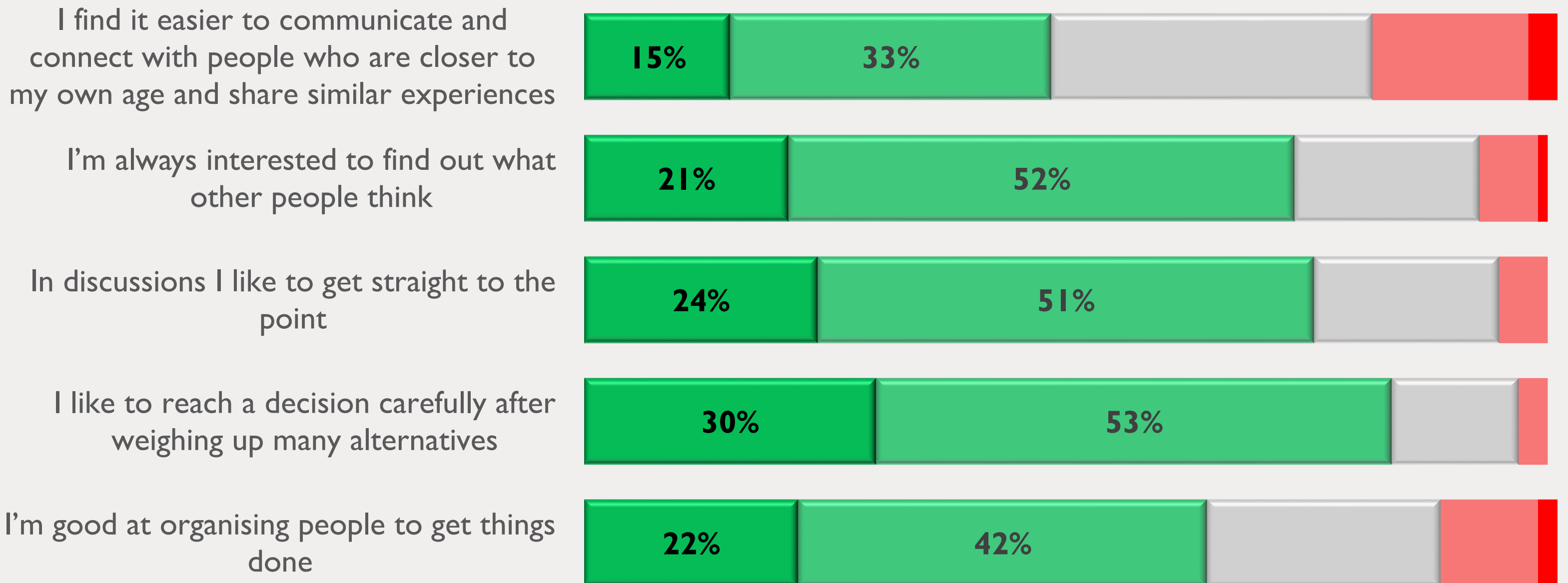
Q10: How well do you think you pick up on non-verbal communication, such as body language?

Base: all respondents 16+



The majority think they approach decisions carefully and like to hear others' points of view. Overall, nearly half agree they find it easier to communicate with people closer to their own age

■ Agree strongly ■ Tend to agree ■ Neither agree nor disagree ■ Tend to disagree ■ Disagree strongly



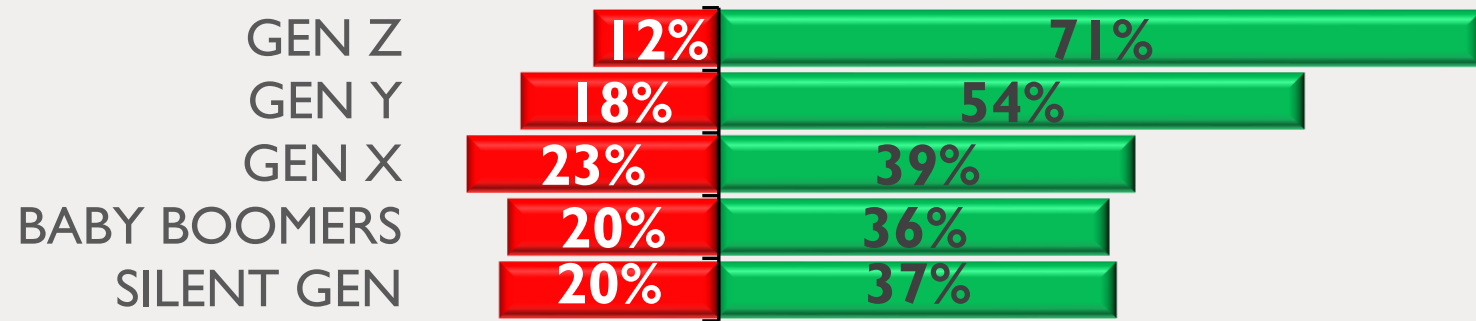
Q53: To what extent would you agree or disagree with each of the following statements?

Base: all respondents 16+

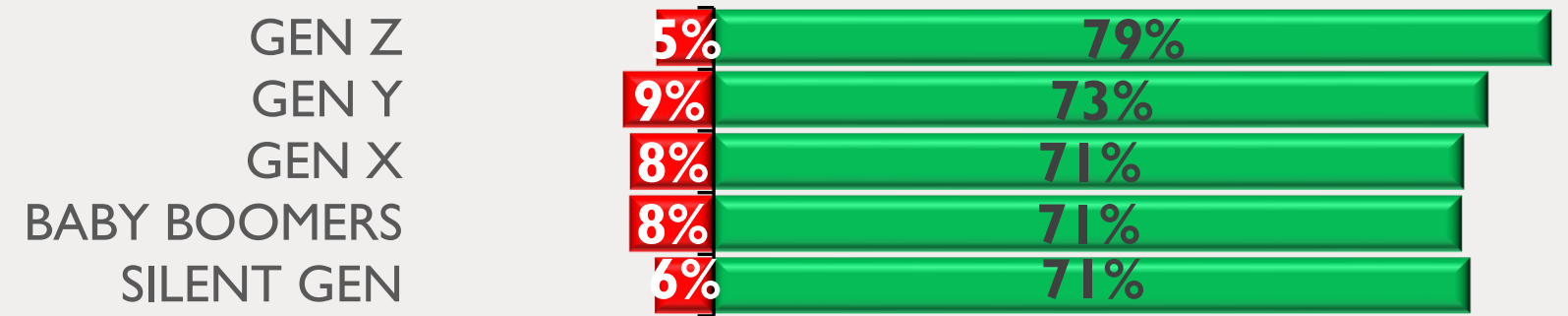


Younger generations are more likely to say they find it easier to communicate with people around their own age

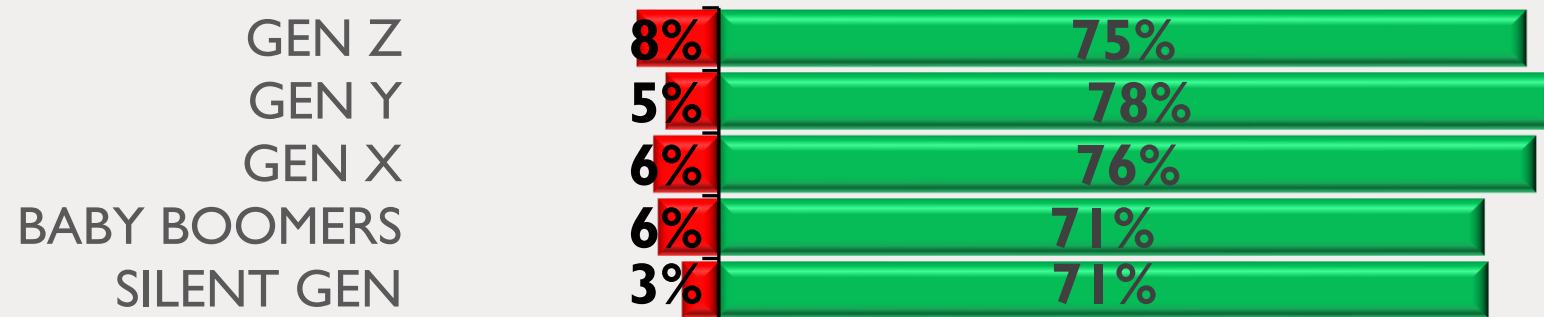
Easier to connect with people closer my own age



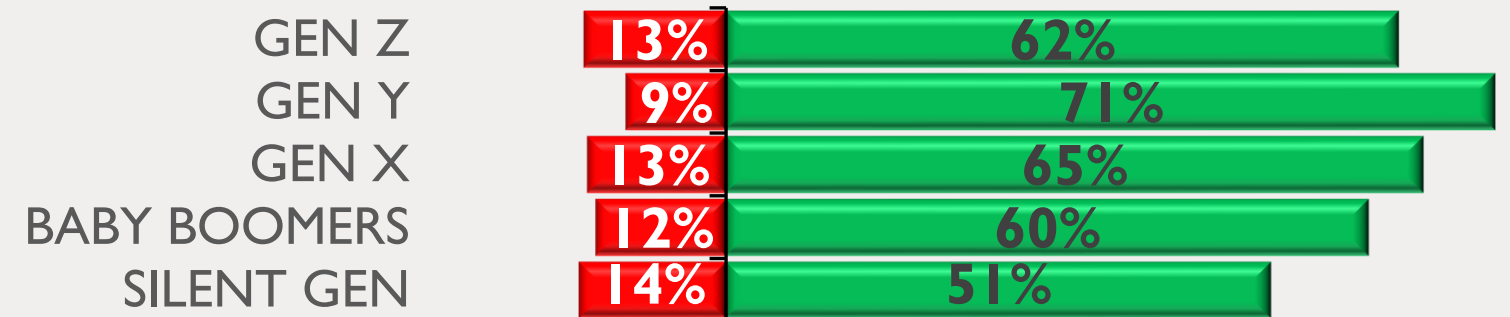
Interested to find out what others think



In discussions I like to get straight to the point

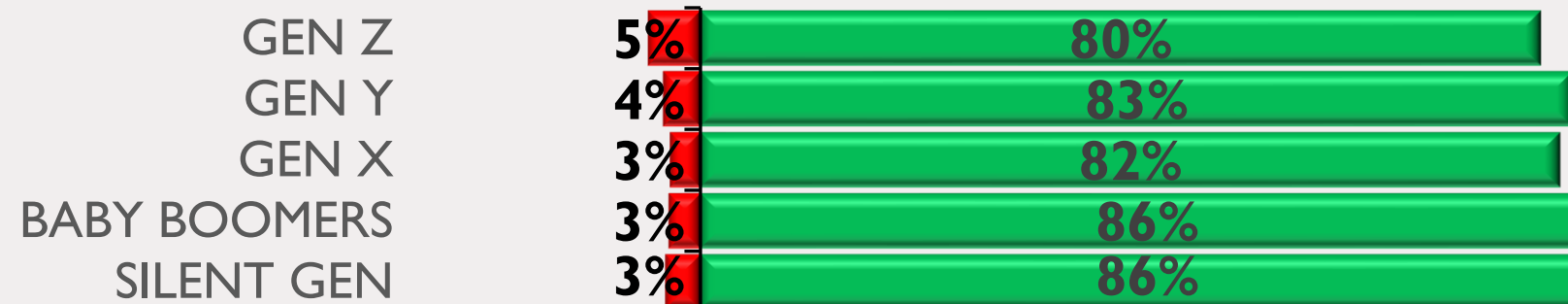


Good at organising people to get things done



I like to reach a decision carefully after weighing up many alternatives

 Agree
 Disagree



Q53: To what extent would you agree or disagree with each of the following statements?

Base: all respondents 16+

Use of technology

Devices and apps used to communicate with other people





Header

Types of device used to communicate with others	GEN ALPHA	GEN Z	GEN Y	GEN X	BABY BOOMERS	SILENT GEN
Smartphone 92%	75%	95%	97%	95%	89%	79%
Laptop 52%	28%	55%	59%	53%	48%	49%
Tablet 34%	50%	30%	35%	31%	37%	35%
Landline/ house phone 28%	7%	11%	16%	27%	52%	73%
Desktop computer 26%	7%	24%	25%	25%	30%	41%
Mobile (not smart) 8%	0%	8%	7%	6%	9%	15%

Q11: Which of these types of device, if any, do you use to communicate with other people?

Base: all respondents



Among under 16s, smartphone usage is becoming increasingly prevalent

82% of under 16s have a mobile phone of their own (67% of Gen Alpha 8-12s and 98% of Gen Z 13-15 year olds)

In nearly all cases, that's a smartphone; 65% of Gen Alpha 8-12s and 98% of Gen Z 13-15 year olds have one

30% of Gen Z 13-15 year olds who have a smartphone, and 73% of Gen Alpha 8-12s, first got one when they were 10 or younger

45% of under 16s who have a mobile phone of their own are not allowed to use it at school at all (57% of Gen Alpha 8-12s and 35% of Gen Z 13-15 year olds)
32% can use their phone at breaks/lunchtime (40% Gen Z, 22% Gen Alpha) and 19% for emergencies only; 4% say there are no restrictions

55% say there are rules at home for when and how they use their phone (63% of Gen Alpha 8-12s and 50% of Gen Z 13-15 year olds)
24% say there are rules just sometimes, and 21% say no rules (29% Gen Z, 10% Gen Alpha)



Most are using apps to communicate, with differences in favoured apps by age group - but WhatsApp leads across the whole market



Apps/platforms used to communicate with others	GEN ALPHA	GEN Z	GEN Y	GEN X	BABY BOOMERS	SILENT GEN
WhatsApp 80%	60%	87%	91%	80%	72%	61%
Messenger 51%	10%	41%	70%	62%	47%	40%
Instagram 42%	10%	74%	61%	33%	13%	5%
Facetime 29%	17%	36%	36%	29%	21%	13%
TikTok 26%	25%	61%	32%	13%	4%	3%
Snapchat 25%	25%	66%	27%	9%	3%	1%
WeChat 3%	1%	4%	4%	2%	1%	0%
Any apps/platforms	77%	97%	96%	91%	83%	75%

(mainly 16-21 year olds)

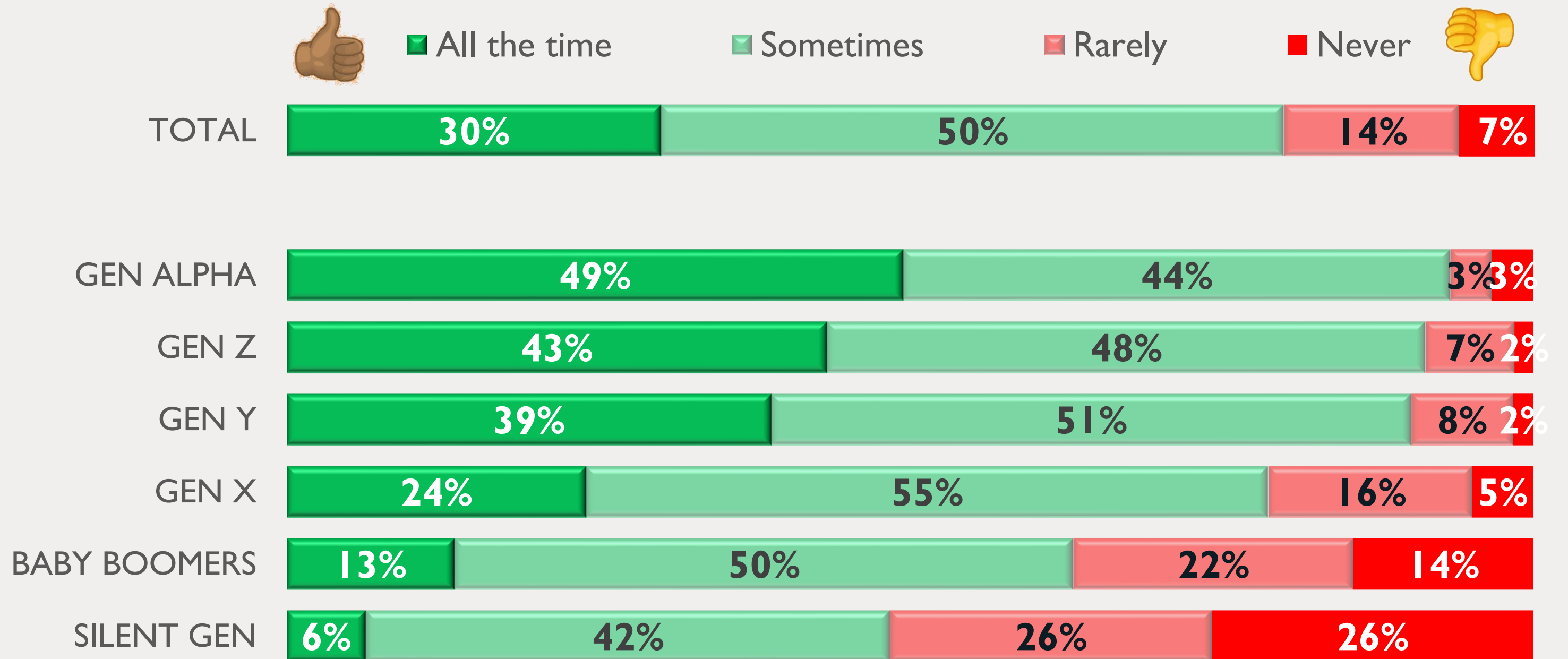
Q13: Do you use any of these apps or platforms to communicate with other people?

Base: all respondents



Emojis and stickers

Use emojis or stickers in messages?



Q14: When you are texting or messaging people, how often do you use emojis or stickers in your messages?

Base: all respondents



Some over 60s are still using cameras, but smartphones dominate capturing photos

Nearly all of Gens X, Y and Z take photos; 7% of younger and older respondents do not. Of those who do, the devices they use are:

Devices used to take photos	GEN ALPHA	GEN Z	GEN Y	GEN X	BABY BOOMERS	SILENT GEN
Phone 86%	75%	90%	90%	89%	80%	69%
Camera 11%	8%	10%	9%	9%	15%	21%
Tablet 3%	18%	1%	1%	2%	5%	10%



Contactless beats cash hands down when out for a meal or drinks, but Gen Z is driving uptake of paying by phone

Usual way of paying for food/drinks	GEN Z	GEN Y	GEN X	BABY BOOMERS	SILENT GEN
Card – contactless 53%	43%	48%	54%	62%	60%
Smartphone 20%	38%	28%	14%	8%	4%
Card – chip and PIN 14%	10%	11%	15%	16%	17%
Cash 13%	9%	11%	16%	14%	17%
Watch or Fitbit 1%	0%	1%	1%	0%	0%

Q16: If you're paying for food/drinks at a restaurant or pub, which of these would you most often use?

Base: all respondents 18+



Little difference by age in dating online dating and in social settings, but 18-27 year olds are likely to be looking in their friendship groups

344 of our respondents aged 18+ identify their relationship status as single and dating

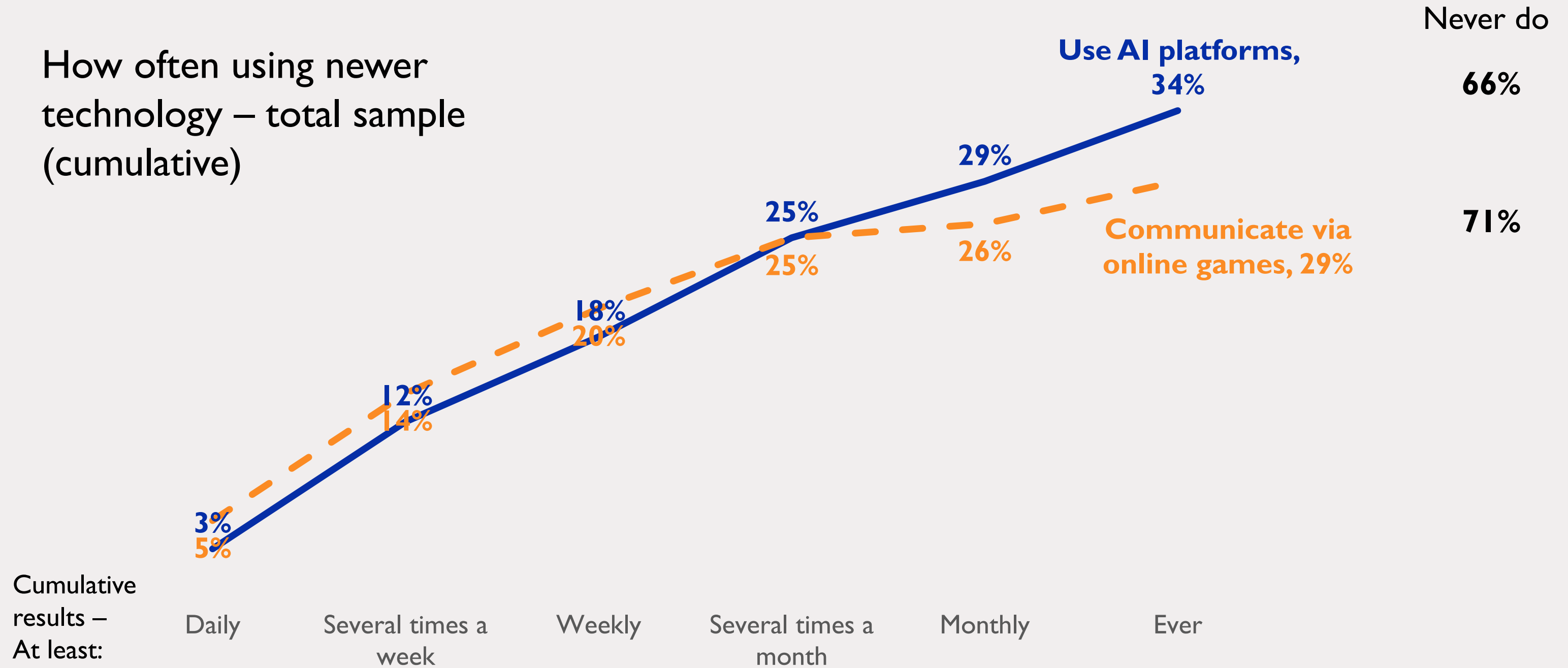
58% look for dates online, and **56%** go out to social settings (pubs, clubs etc) to find a date - with no significant differences by generation

51% look for dates among friends – more likely among **Gen Z (61%)** than older respondents (**41%**)



AI platforms, and online games as a means of communicating with others, are each used by around 1/3

How often using newer technology – total sample (cumulative)



Q18a/b. Do you ever use AI platforms like Chat GPT? How often?

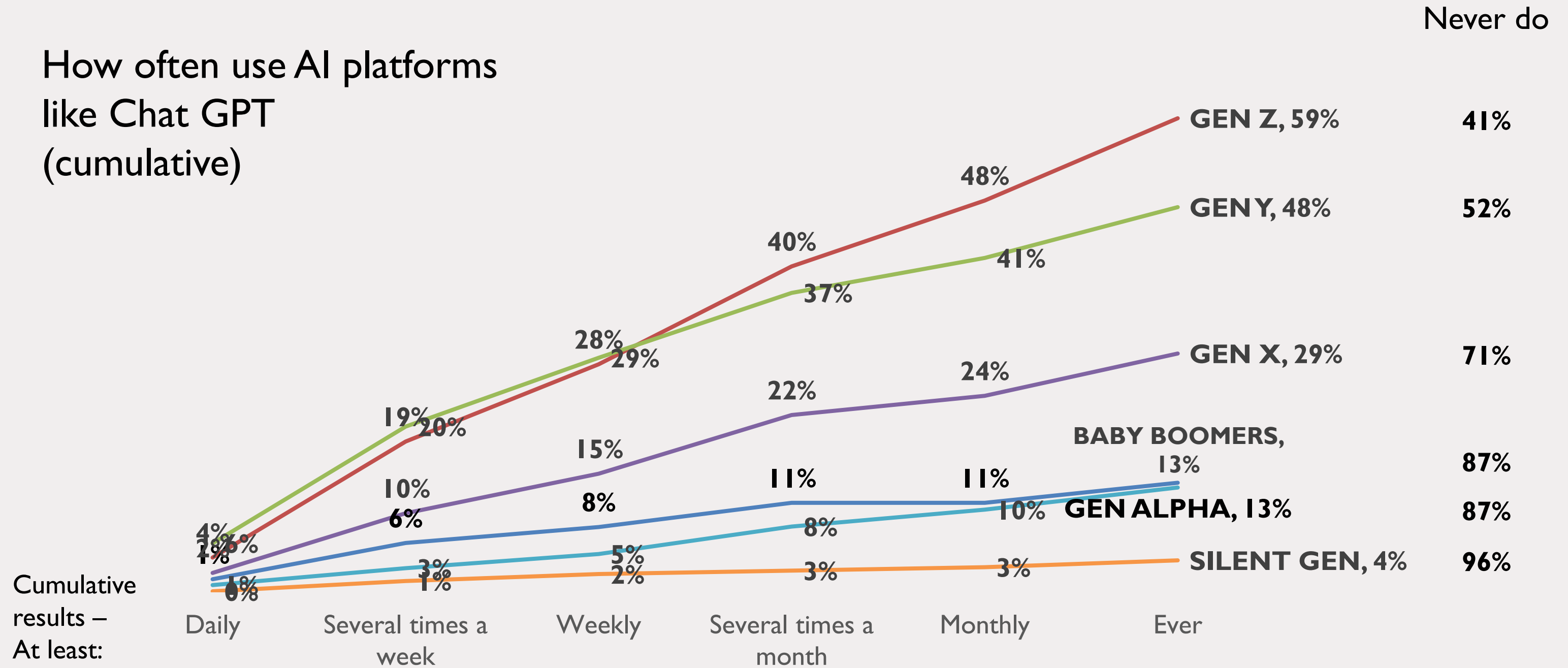
Q20a/b. Do you ever communicate with friends through online games or virtual worlds? How often?

Base: all respondents



Generations Y and Z are making the most use of AI platforms

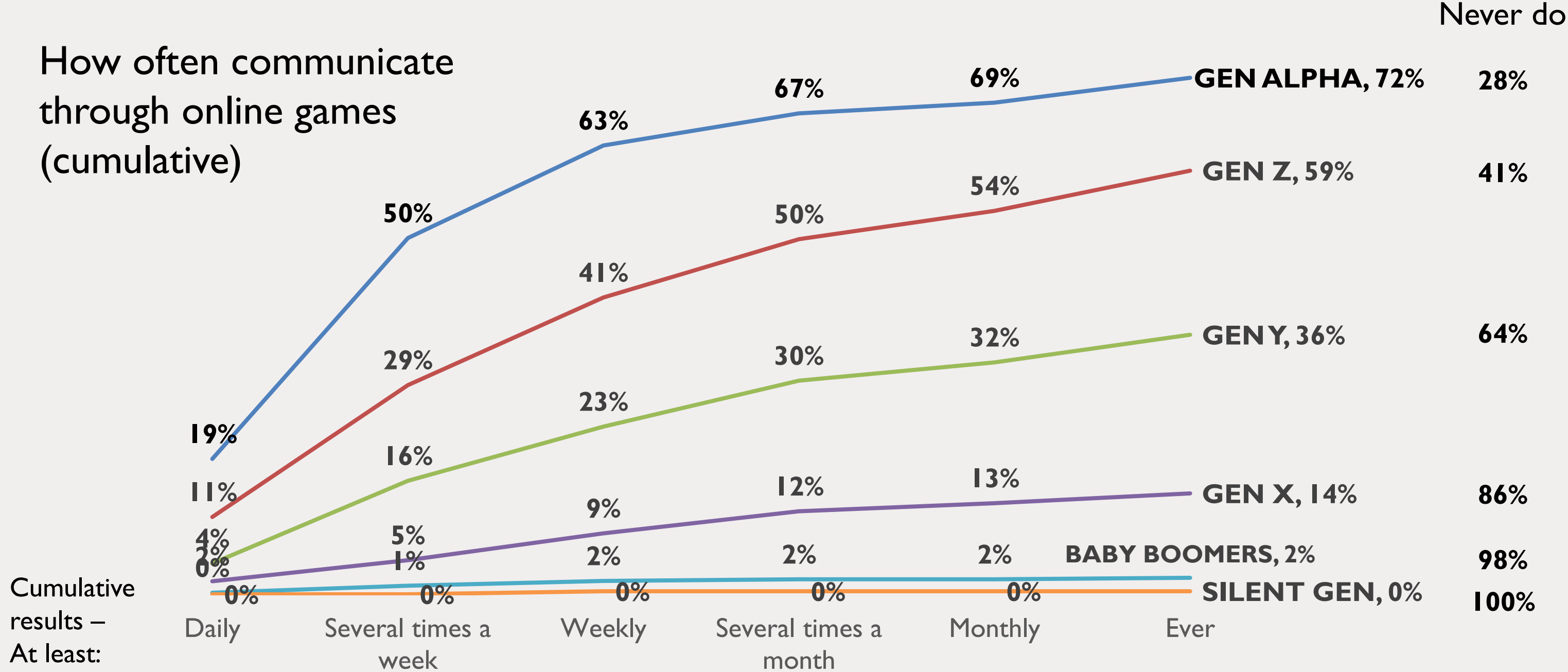
How often use AI platforms like Chat GPT (cumulative)





Communication via online games prevalent among younger generations

How often communicate through online games (cumulative)



Q20a/b. Do you ever communicate with friends through online games or virtual worlds? How often?

Base: all respondents



Comments on technology available to communicate with other people.....

Respondents aged 16+ were asked if they had any comments to make on the topics discussed in this section, and 27% did. (The younger respondents, aged up to 21, were a little less likely than the rest to contribute any further thoughts; 21% commented in this age group.)

Key themes in the comments balanced the enormous benefits of modern technology with potential negative consequences:

Ease, Efficiency, Convenience:

- Many respondents appreciate how technology – smartphones, WhatsApp, video calls, messaging apps - has made communication faster and more accessible, making it easy to stay connected with family and friends, regardless of distance

Negative Social Impact:

- At the same time, many express concern that society is becoming too dependent on technology, leading to a decline in face-to-face interaction, the "art of conversation" and social skills - even affecting mental health and relationships, with particular concern over its potential impact on younger generations

Lost in Translation:

- Technology can sometimes make communication feel impersonal and the loss of non-verbal cues raises the potential for misunderstanding.

Speed of Change:

- There are mixed reactions to how quickly technology is evolving, with some finding it really exciting and others struggling to keep up

A Generational Divide:

- Older generations can find it difficult to keep up with the rapid pace of technological advancements, with some feeling overwhelmed by the complexity and variety of communication platforms

Suspensions:

- Many are worried about the security of their communications, with concerns about data privacy, surveillance, identity theft, and the potential for technology to be misused or hacked, particularly with respect to social media and AI

Q21. Do you have any comments you'd like to make, on anything to do with the technology we can use these days to communicate with other people?

Base: all respondents 16+



Some of the comments on technology available to communicate with other people

Technology allows me to instantly video call or message friends in other countries which helps me feel more connected to them
(44-50)

It's very impressive. The ability to talk to someone thousands of miles away instantly without issue is amazing, people don't appreciate how truly insane it is.
(18-21)

I love the fact that I can keep in touch with family & friends who don't live near me. I'm seeing my niece's baby grow up on FaceTime
(51-59)

While it's convenient and fun I think modern day technology has ruined the way we communicate and relationships in general. We have lost touch with genuine authentic relationships, some people don't even know how to converse anymore
(22-27)

The variety of ways with which we can communicate with other people has expanded so much thanks to technology. This is specially beneficial to people with special needs because they have a hard time communicating in traditional ways
(28-35)

Technology to communicate is a mix of advantage (speed and ease) and disadvantage (trolling, not thinking enough before messaging, leaving a record of what would previously have been a throwaway remark)
(51-59)

Methods of communication

Preferences for different tools used for communication (phone, messaging, email etc)





WhatsApp is the most popular way of sending birthday greetings. People are still texting, but social media messaging and now sending voicenotes are gaining ground

Saying 'happy birthday'		GEN ALPHA	GEN Z	GEN Y	GEN X	BABY BOOMERS	SILENT GEN
WhatsApp message	55%	53%	54%	70%	57%	46%	29%
Send a text	52%	47%	64%	53%	54%	40%	36%
Phone them	41%	38%	38%	39%	39%	46%	56%
Card in the post	39%	20%	13%	23%	45%	68%	79%
Instant message on social media	35%	23%	47%	43%	37%	21%	15%
Visit them in person	33%	54%	39%	31%	30%	29%	23%
Card via online service (eg Moonpig)	11%	4%	9%	11%	11%	11%	14%
Email	11%	2%	4%	7%	11%	19%	36%
Voice note	11%	25%	20%	15%	5%	2%	0%

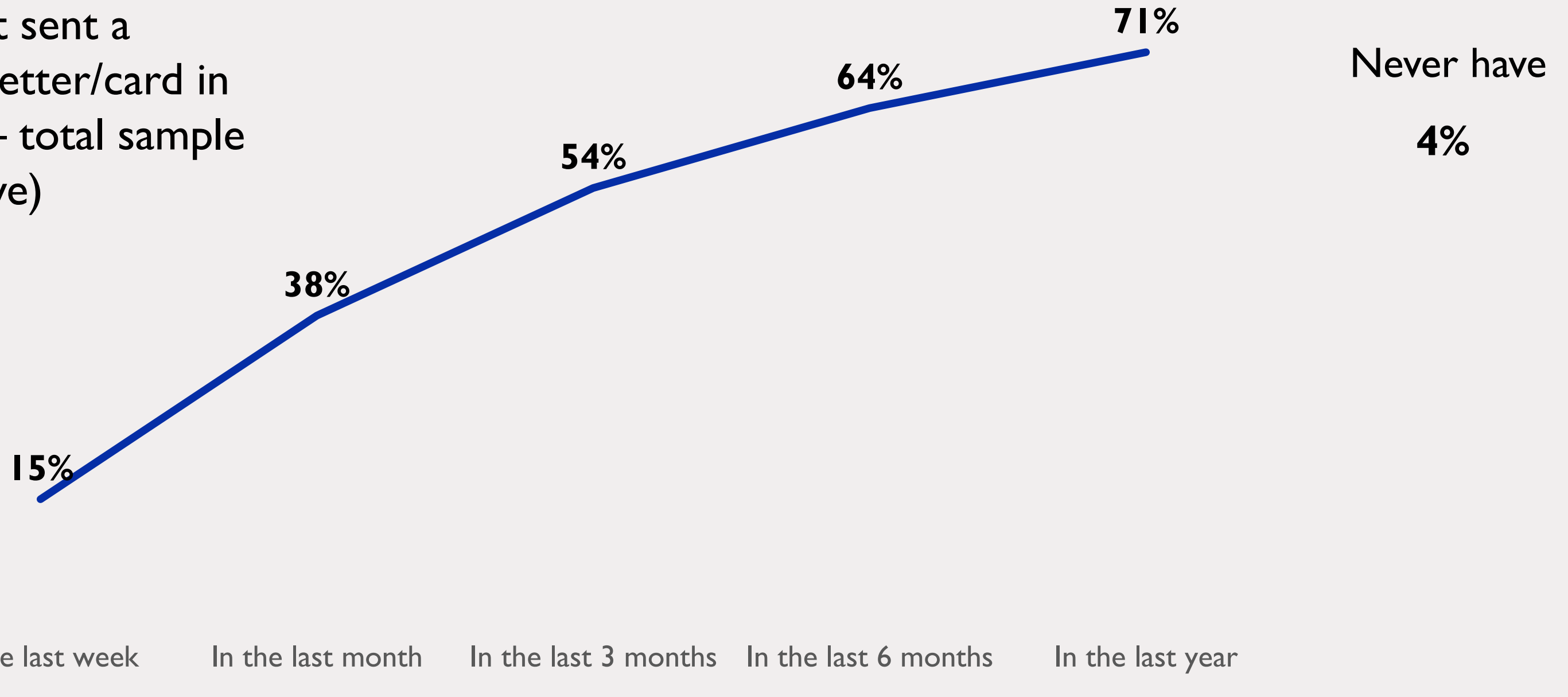
Q22. How would you usually say 'happy birthday' to friends? Please pick your top 3

Base: all respondents



Overall, not even $\frac{3}{4}$ of respondents have used the post in the last 12 months, to send a personal card or letter

When last sent a personal letter/card in the post – total sample (cumulative)



Cumulative results –
At least:

In the last week

In the last month

In the last 3 months

In the last 6 months

In the last year

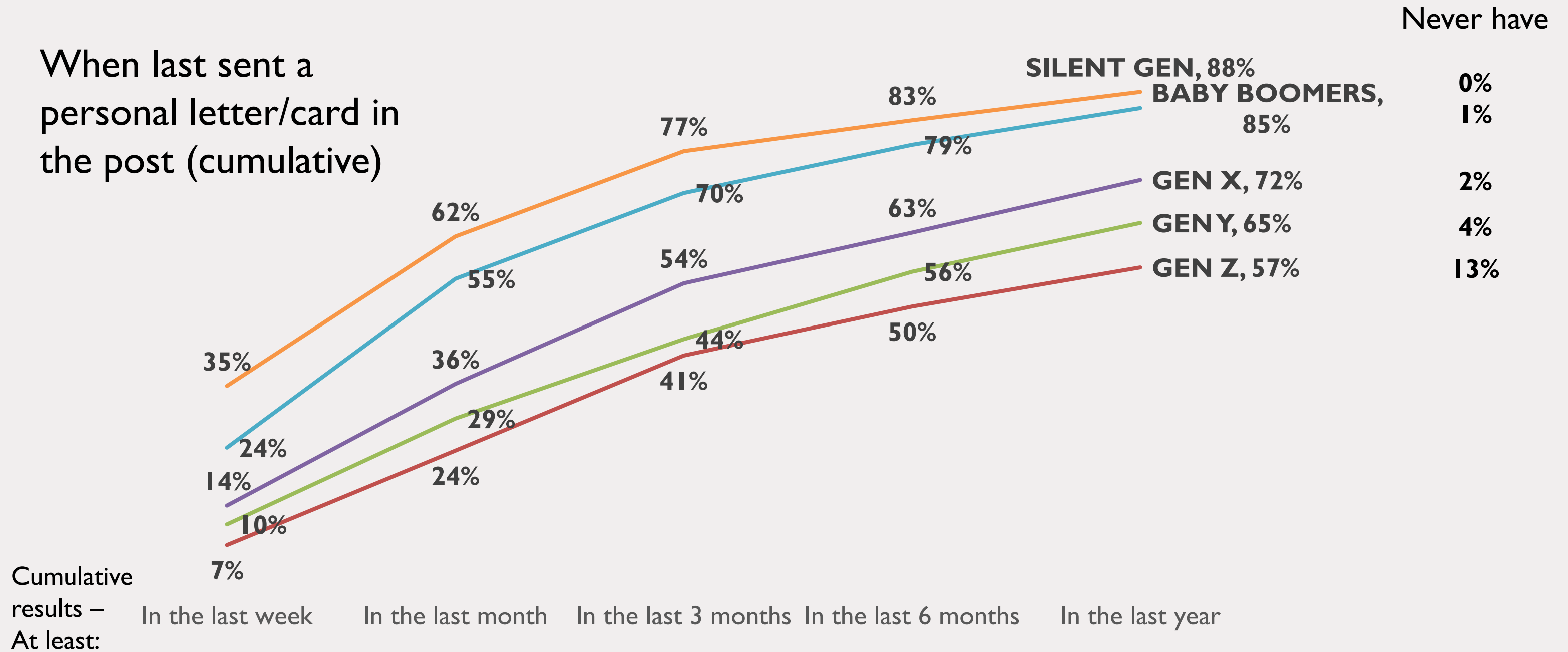
Q23. When did you last send a personal letter or a card in the post?

Base: all respondents 16+



Even younger generations are still using the post for personal correspondence, but much less so

When last sent a personal letter/card in the post (cumulative)



Q23. When did you last send a personal letter or a card in the post?

Base: all respondents 16+



WhatsApp is the most common way people will reach out to friends and family

Most common way of contacting others		GEN ALPHA	GEN Z	GEN Y	GEN X	BABY BOOMERS	SILENT GEN
WhatsApp message	38%	41%	35%	49%	42%	34%	21%
Phone them	25%	19%	19%	22%	21%	33%	47%
Text them	18%	14%	23%	13%	22%	16%	12%
Instant message on social media	8%	7%	14%	9%	6%	4%	4%
Email them	4%	2%	2%	2%	4%	9%	12%
Visit in person	3%	9%	3%	3%	4%	2%	3%
Send a voice note	1%	3%	3%	1%	1%	0%	0%

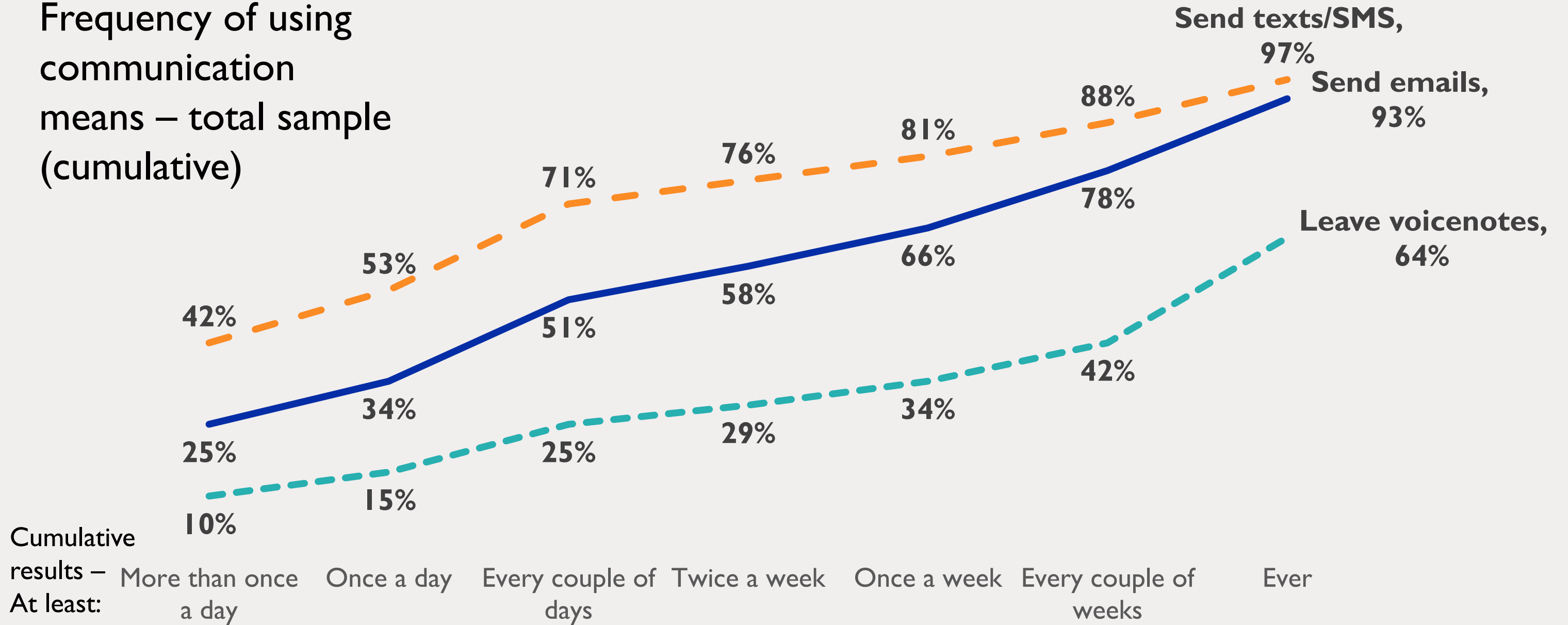
Q24. If you want to contact friends, or family that you don't live with, which one of these would you do most often? *Please pick one answer only*

Base: all respondents



Nearly all respondents are sending SMS texts and emails (with SMS more frequent). Voicenotes are less commonly used, overall

Frequency of using communication means – total sample (cumulative)



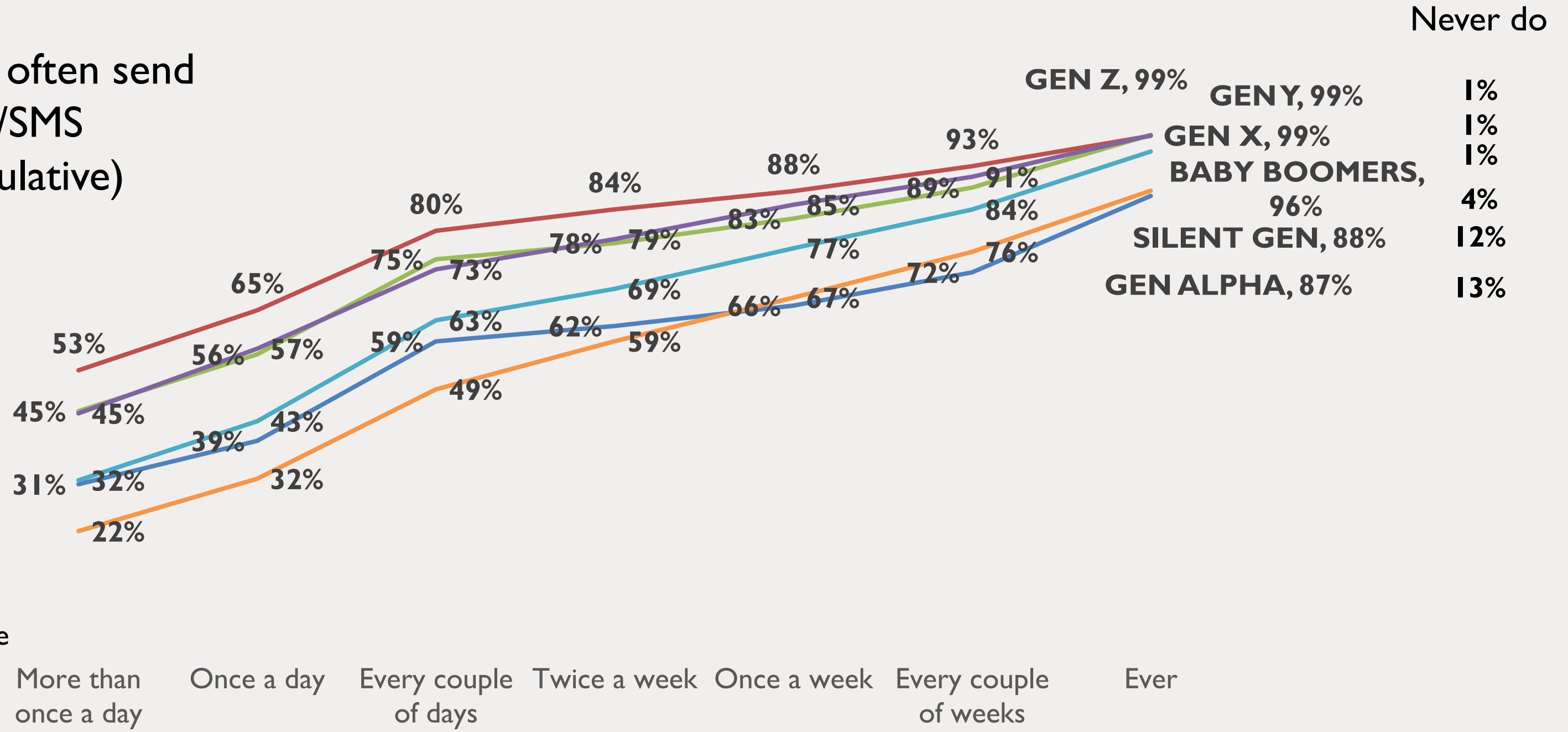
Q25a-c. How often do you do each of the following; **Send text messages/SMS? Send emails? Leave voicenotes?**

Base: all respondents



There is less difference between the generations in the extent to which they text than in other communication habits

How often send texts/SMS (cumulative)



Cumulative results – At least:

More than once a day Once a day Every couple of days Twice a week Once a week Every couple of weeks Ever

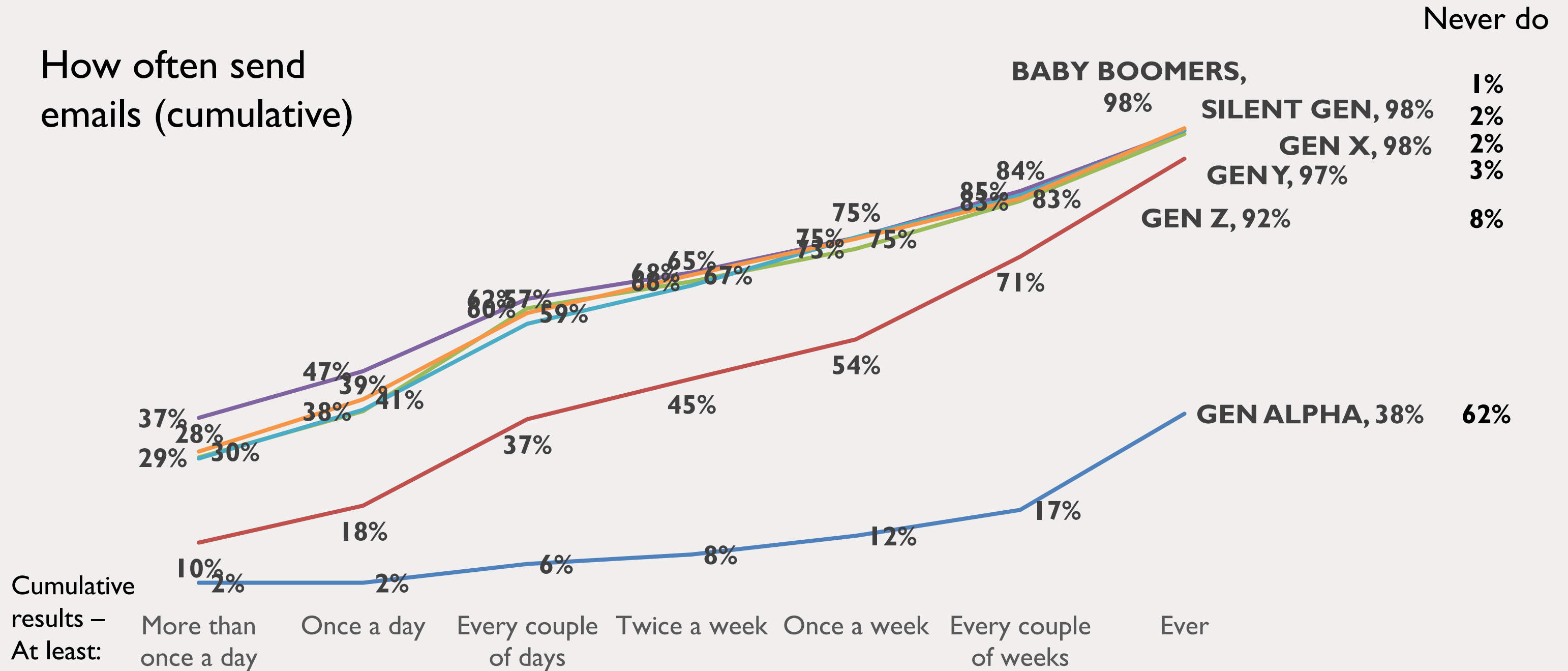
Q25a. How often do you do each of the following; **Send text messages/SMS?**

Base: all respondents



Gens Y & X, Baby Boomers and Silent Gen are making similar use of email; Gens Z and Alpha less so

How often send emails (cumulative)



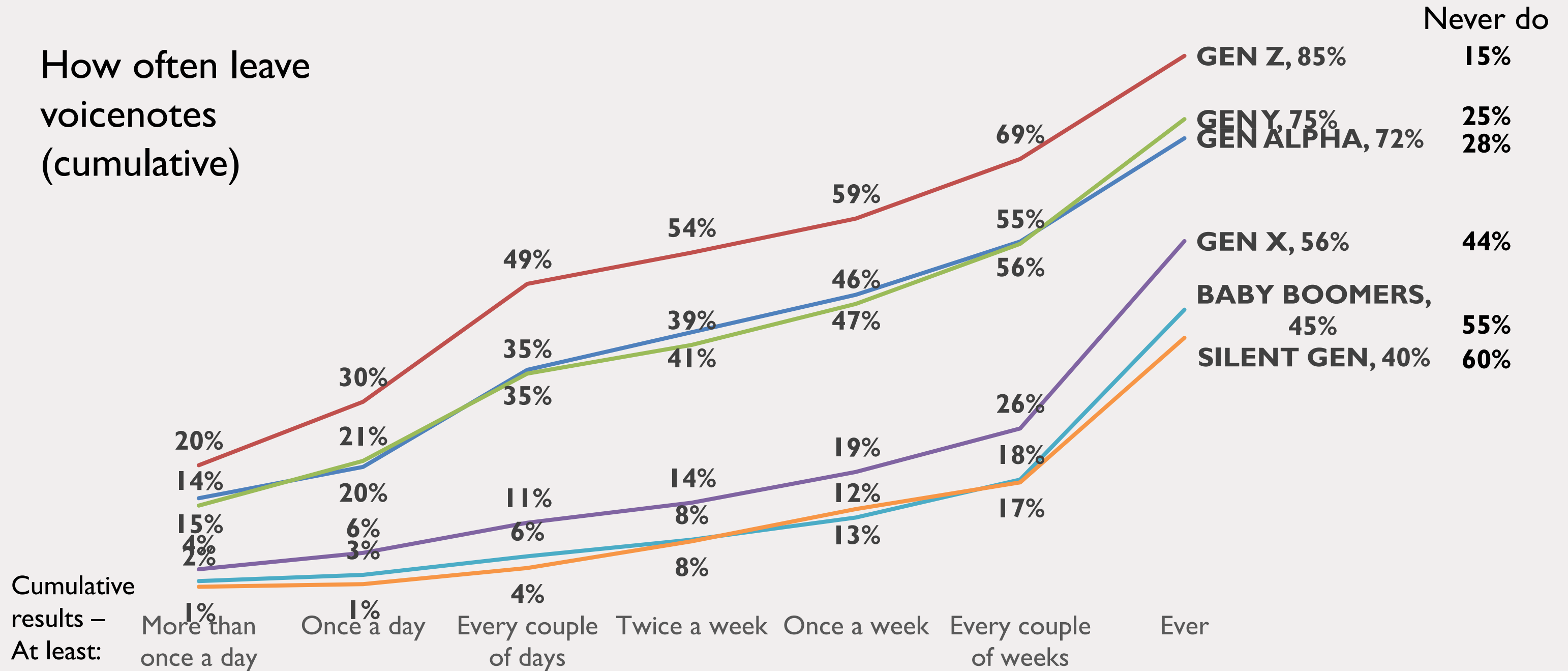
Q25b. How often do you do each of the following; **Send emails?**

Base: all respondents



Gens Alpha, Z & Y are picking up the voicenotes habit

How often leave voicenotes (cumulative)



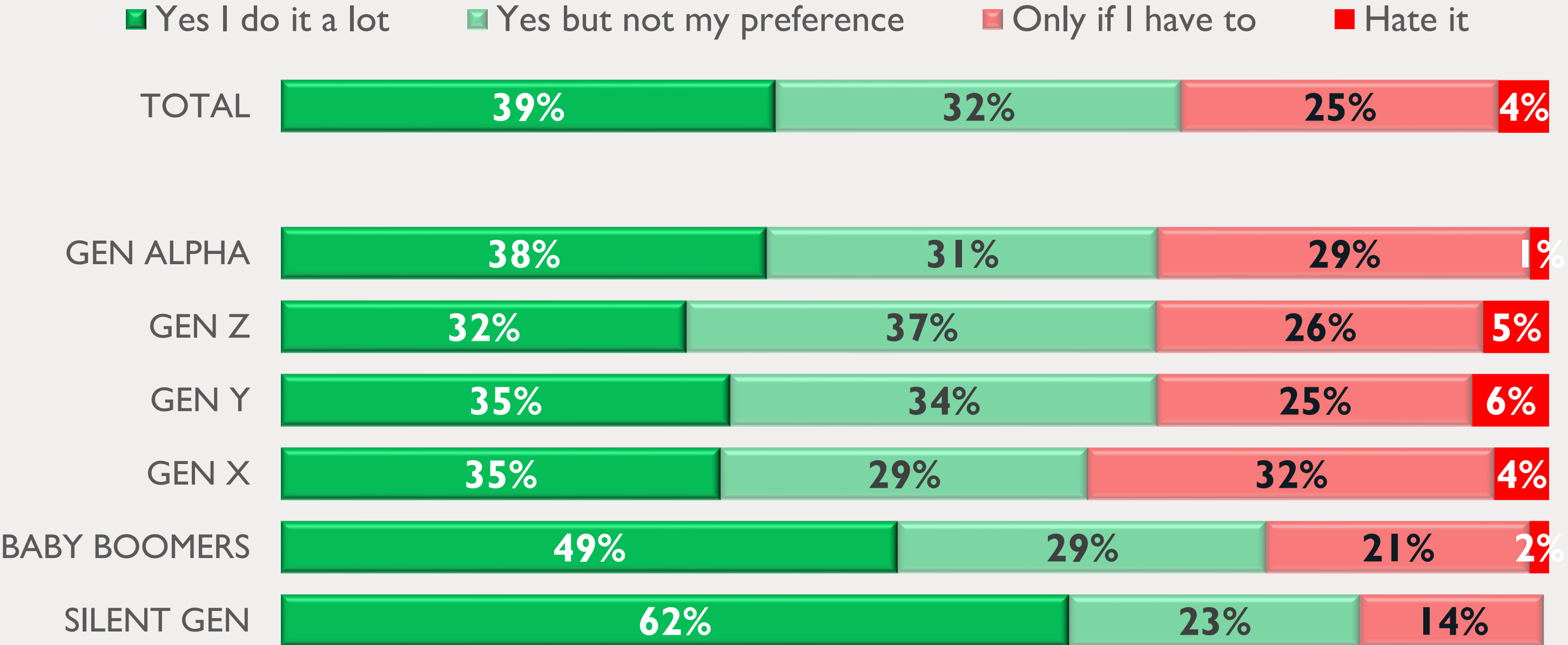
Q25c. How often do you do each of the following; **Leave voicenotes?**

Base: all respondents



Baby Boomers and Silent Gen are most keen on talking to others on the phone

Like talking on the phone?



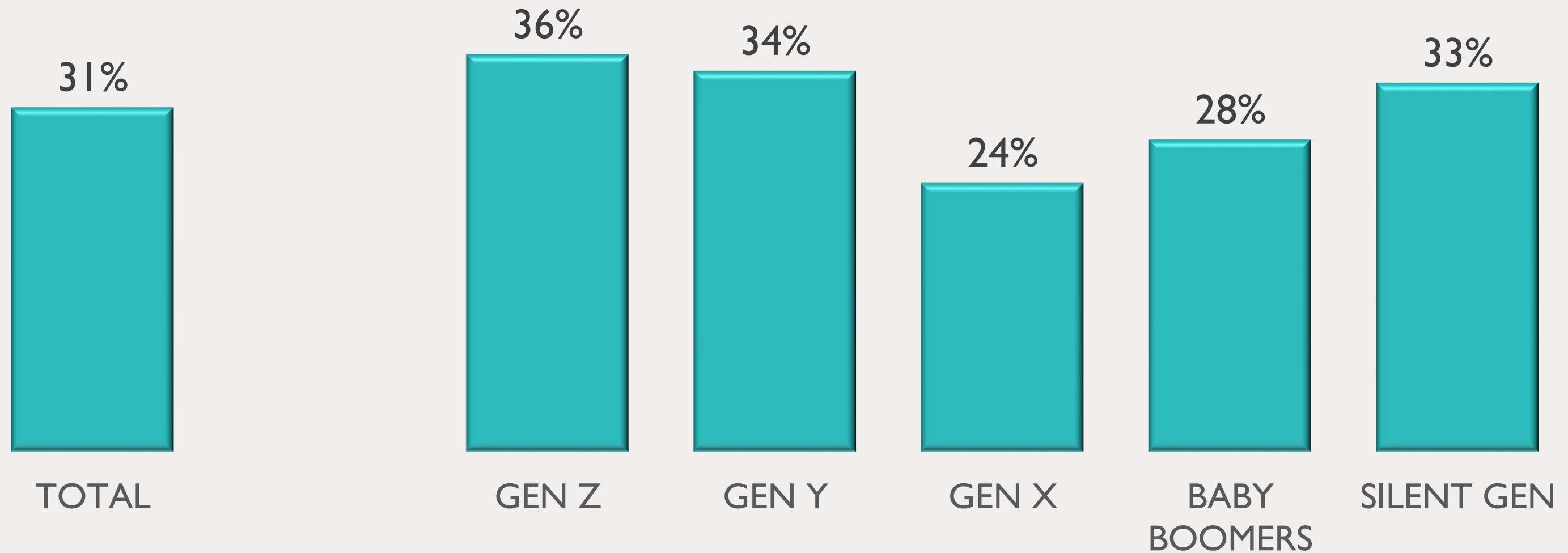
Q26: Do you generally like speaking to other people on the phone?

Base: all respondents



Around a third across most generations would take a call from a number they don't recognise, although Gen Xs are the most wary

Would accept a call from an unknown number



Q27: Would you generally accept phone calls from numbers you don't recognise?

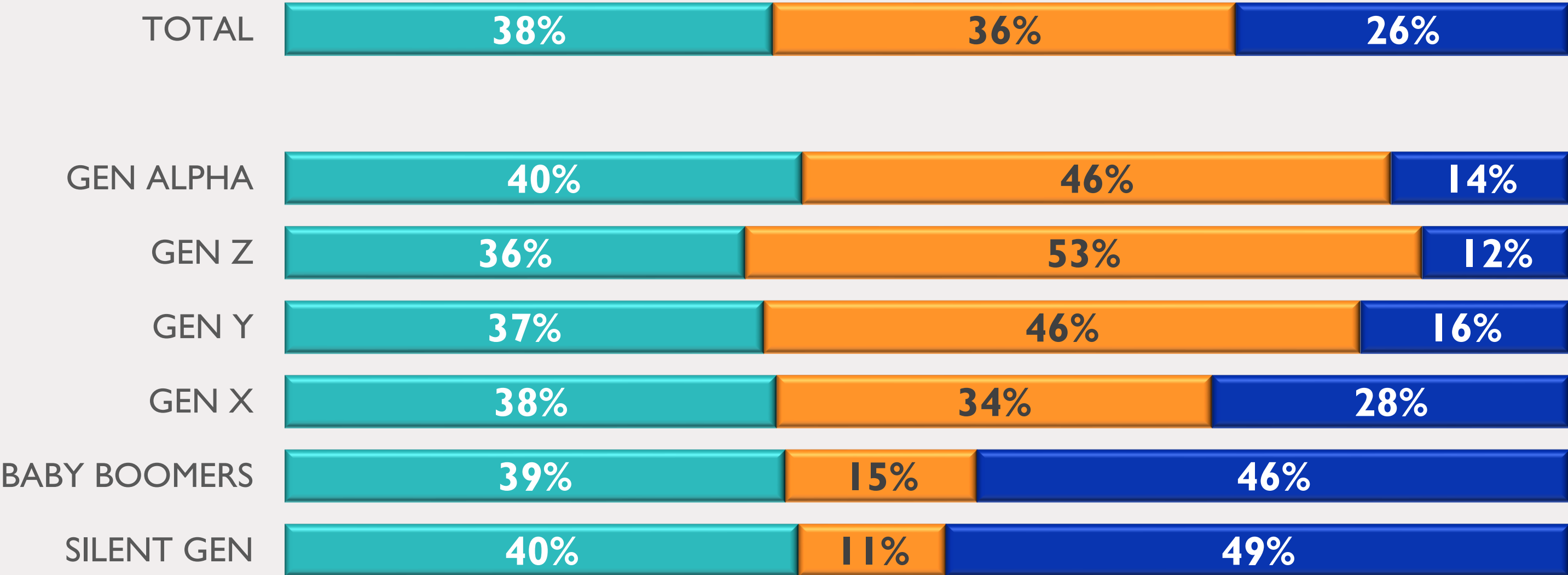
Base: all respondents 16+



Similar proportions across the generations would just try again later if their call wasn't answered, but voicemail is dying out

What do you do if there's no answer?

■ Hang up and try again later ■ Hang up and send a text/message, voice note or email instead ■ Leave a voicemail



Q28: If you phone someone and don't get an answer, which one of these would you usually do?

Base: all respondents



Comments on how we choose to get in touch with each other.....

Respondents aged 16+ were asked if they had any comments to make on the topics discussed in this section, and 17% did. (Again, respondents aged up to 21 were a little less likely – at 13% - to leave any further comments.)

Key themes reflect the evolving landscape of communication, where the convenience of technology comes with trade-offs in personal connection, simplicity and emotional engagement:

Impersonal Nature of Modern Communication:

- Many people think that technology has made us lazy, and our communication today more transactional. People miss the personal connection that comes with phone calls and face-to-face interactions, with overreliance on tech leading to a potential loss of social skills or emotional depth in communication

Convenience of Technology:

- Despite the impersonal nature, there's a strong appreciation for the convenience of modern technology. Apps like WhatsApp, Snapchat, and social media platforms make it incredibly easy and fast to stay in touch, and the variety of methods available (texting, calls, video chats) is seen as a positive development.

Generational Differences in Communication Preferences:

- In general, it is felt that younger generations are more inclined to use messaging, voicenotes and social media, whereas older people prefer phone calls or face-to-face interactions. Some note that younger people avoid phone calls and opt for messages, which might lead to a decline in traditional communication skills.

Fear and Anxiety Around Phone Calls:

- There's a notable theme of people feeling anxious about making or receiving phone calls, preferring to communicate through text or other less direct means. This can be due to the immediacy and pressure associated with real-time conversations.

Mixed Feelings on Choice and Options:

- While some appreciate the variety of communication options available today, others feel overwhelmed by the choices and confused about which method to use in different situations. Too many choices may make communication more complex rather than simplifying it.

Q29. Do you have any comments you'd like to make, on anything to do with how we choose to get in touch with each other these days?

Base: all respondents 16+



Some of the comments on how we choose to get in touch with each other

These days we often rely on texting each other on social media to connect, prioritizing convenience and speed over face to face interactions. While I myself prefer this way, it can sometimes lead to lack of deeper and meaningful conversations

(18-21)

I never use 'sms or traditional texts', almost all communication is done via WhatsApp and Email. I call people on WhatsApp and always try messaging them on WhatsApp first. I find it odd if someone doesn't have WhatsApp!

(28-35)

One of the advantages of apps like WhatsApp is that it allows for group communication, which is a lot easier for arranging stuff/disseminating information

(36-43)

I much prefer being able to message - give me time to process my response before replying. I find phone calls quite stressful

(22-27)

Everything is becoming so impersonal. Actually speaking to other people can express your feelings better and you can feel warmth (or otherwise) in their voice

(70-78)

People have busy lifestyles and family caring duties they can't always answer a phone so to leave a message in other ways will be more helpful

(60-69)

My method of communication would be different depending on the family member/friend I am talking to (e.g. call for grandparents, text for parents, WhatsApp for siblings)

(28-35)

Q29. Do you have any comments you'd like to make, on anything to do with how we choose to get in touch with each other these days?

Base: all respondents 16+

Social media

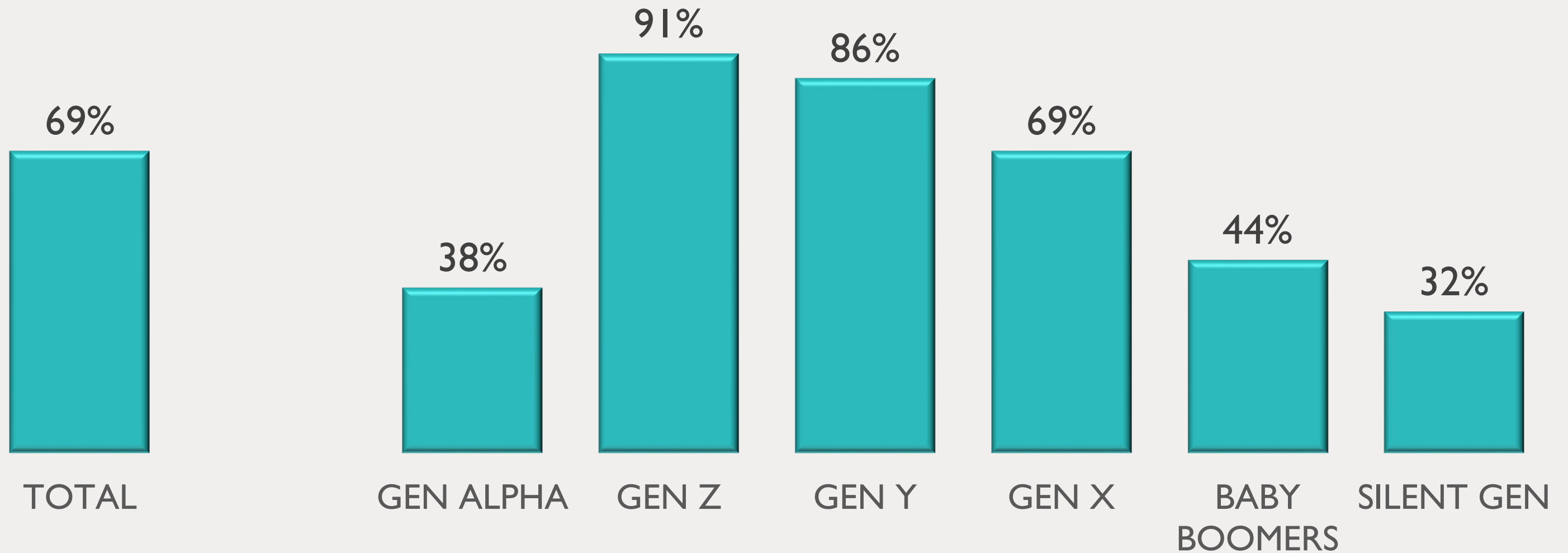
Usage of social media as a means to communicate





The youngest generation is less likely to be active on social media yet, but this becomes almost universal from age 16 before tailing off again

Use social media much



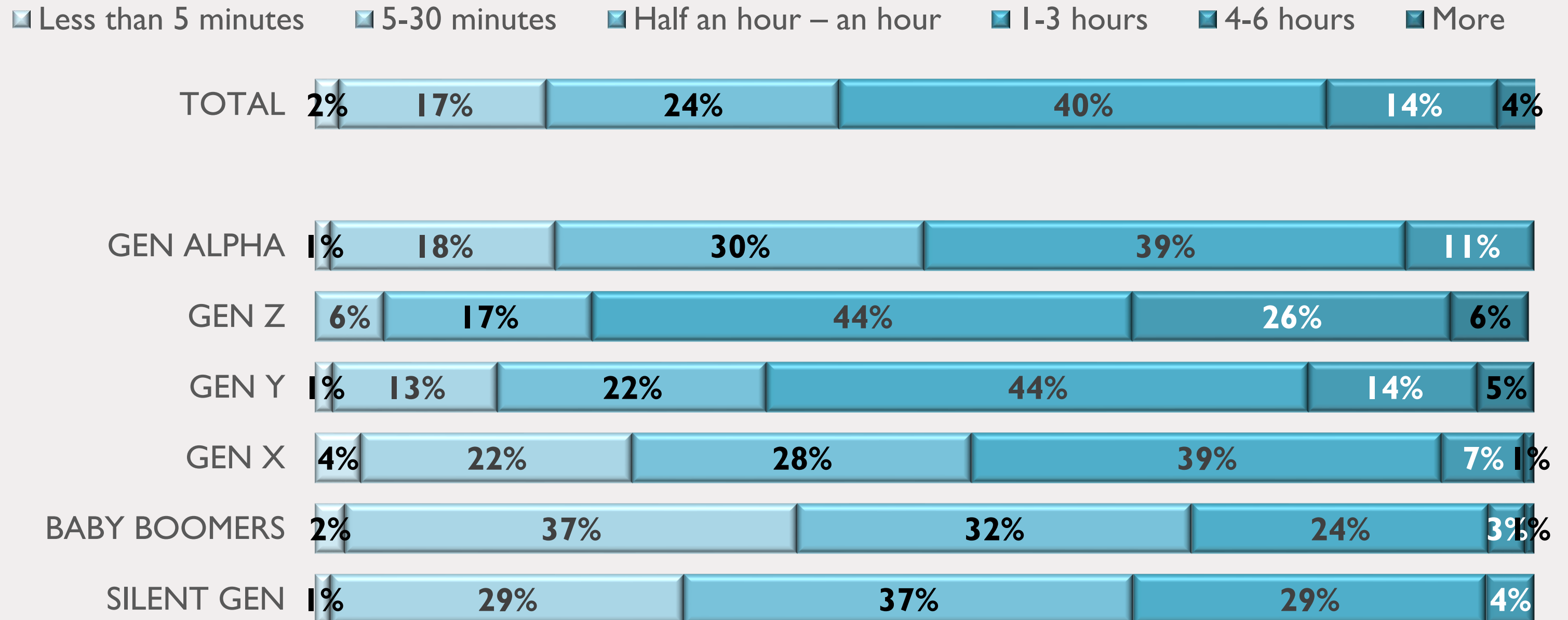
Q30: Do you use social media much?

Base: all respondents



1 in 5 social media users overall spends up to half an hour a day, and a similar proportion 4+ hours. Gen Z are the heaviest users

Time spent on social media in a typical day



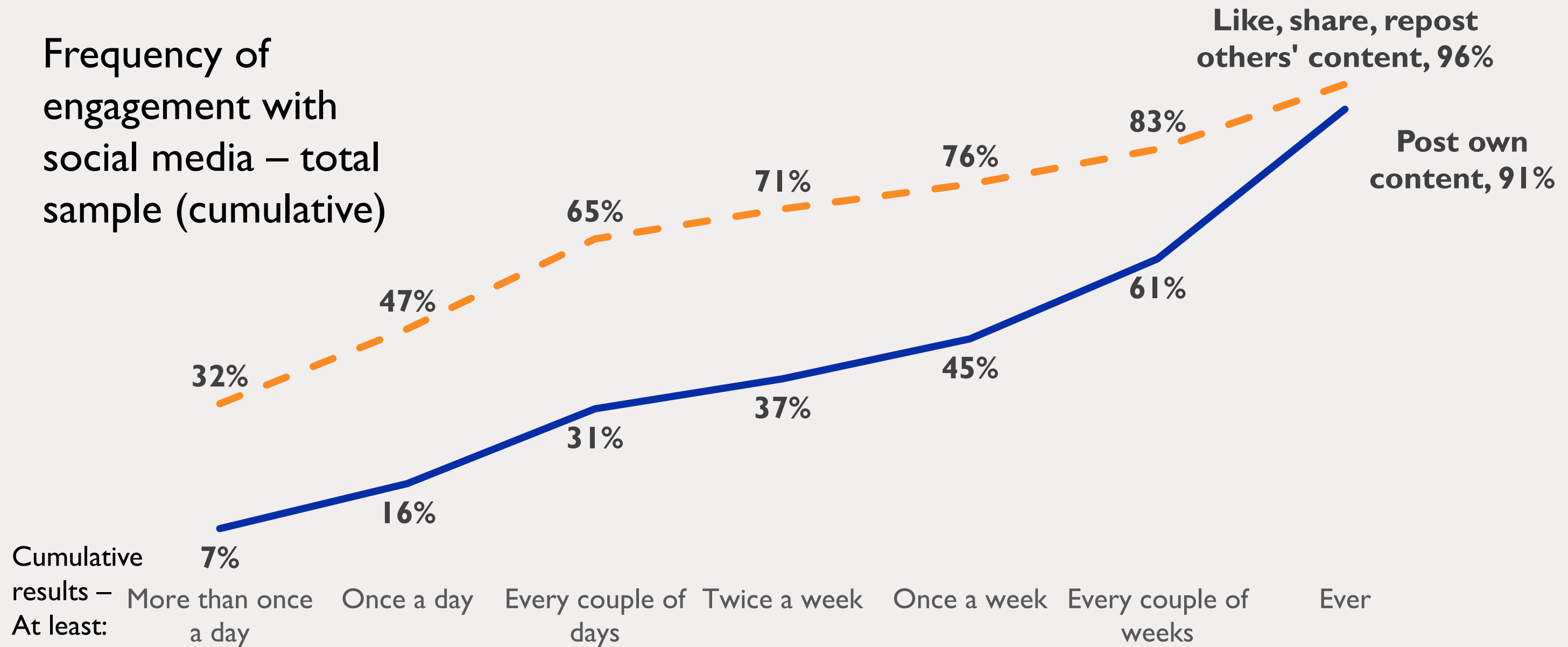
Q31: How much time do you spend on social media, in a typical day?

Base: all active on social media



Nearly all social media users are actively involved, engaging with other people's content (2/3 doing so at least every couple of days) and/or posting their own (1/3 at least every couple of days)

Frequency of engagement with social media – total sample (cumulative)



Q32. How often do you usually like, repost, share or comment on other people's posts on social media?

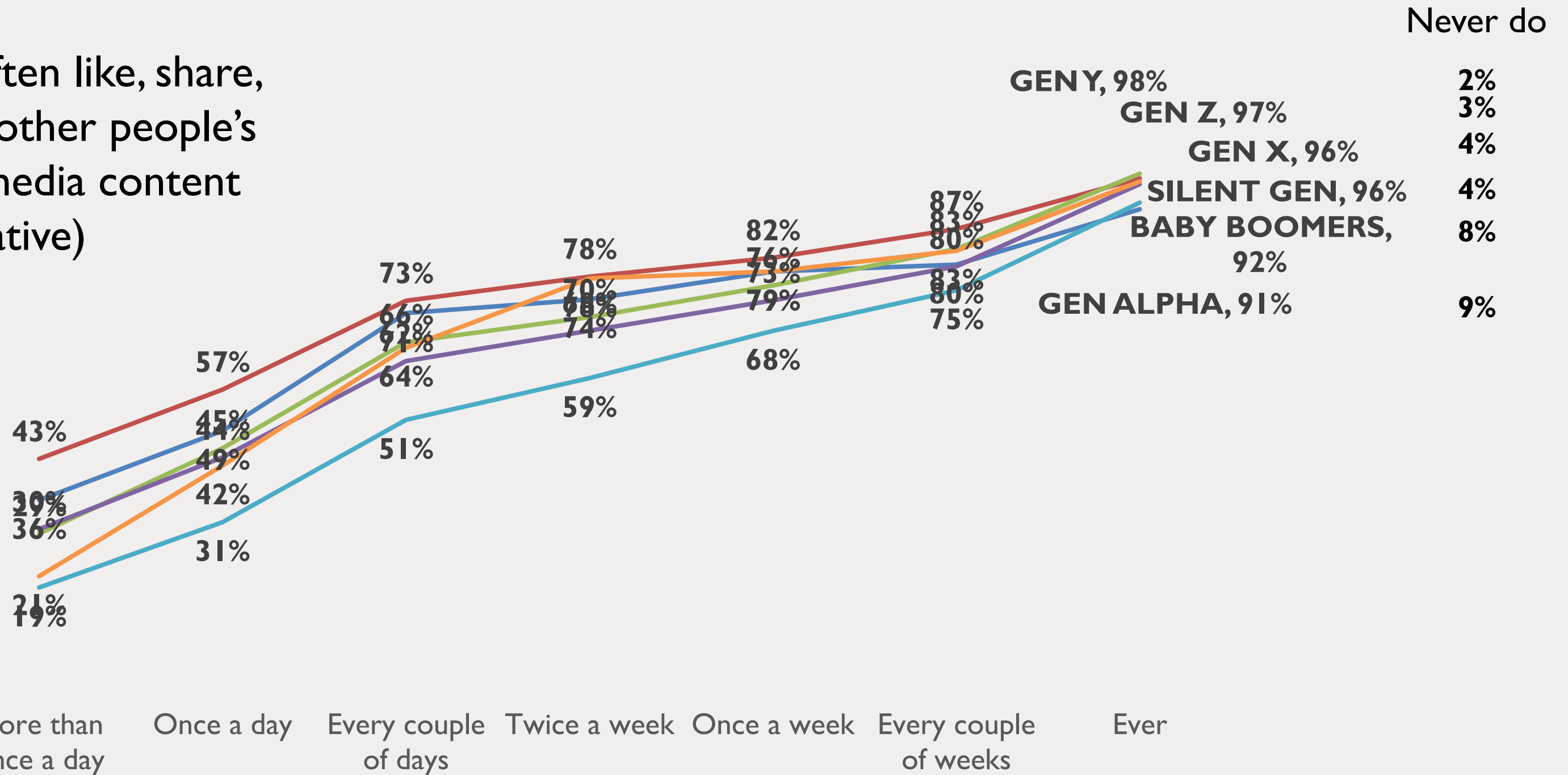
Q33a. How often do you usually post content of your own on social media (not including sharing other people's)?

Base: all active on social media



Regardless of generation, most social media users frequently engage with other people's content

How often like, share, repost other people's social media content (cumulative)



Cumulative results – At least:

More than once a day Once a day Every couple of days Twice a week Once a week Every couple of weeks Ever

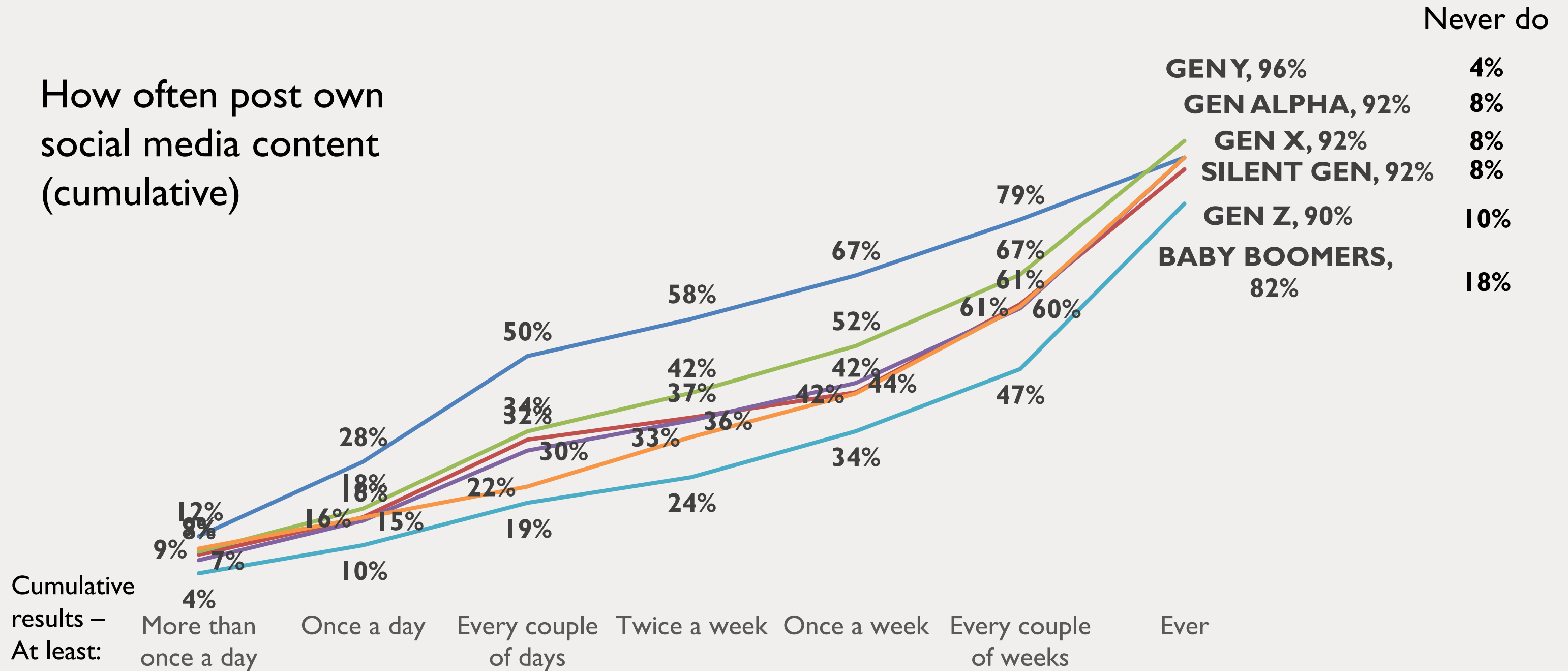
Q32. How often do you usually like, repost, share or comment on other people's posts on social media?

Base: all active on social media



Gen Alpha and the 13-15 year old Gen Zs are posting content of their own most frequently

How often post own social media content (cumulative)

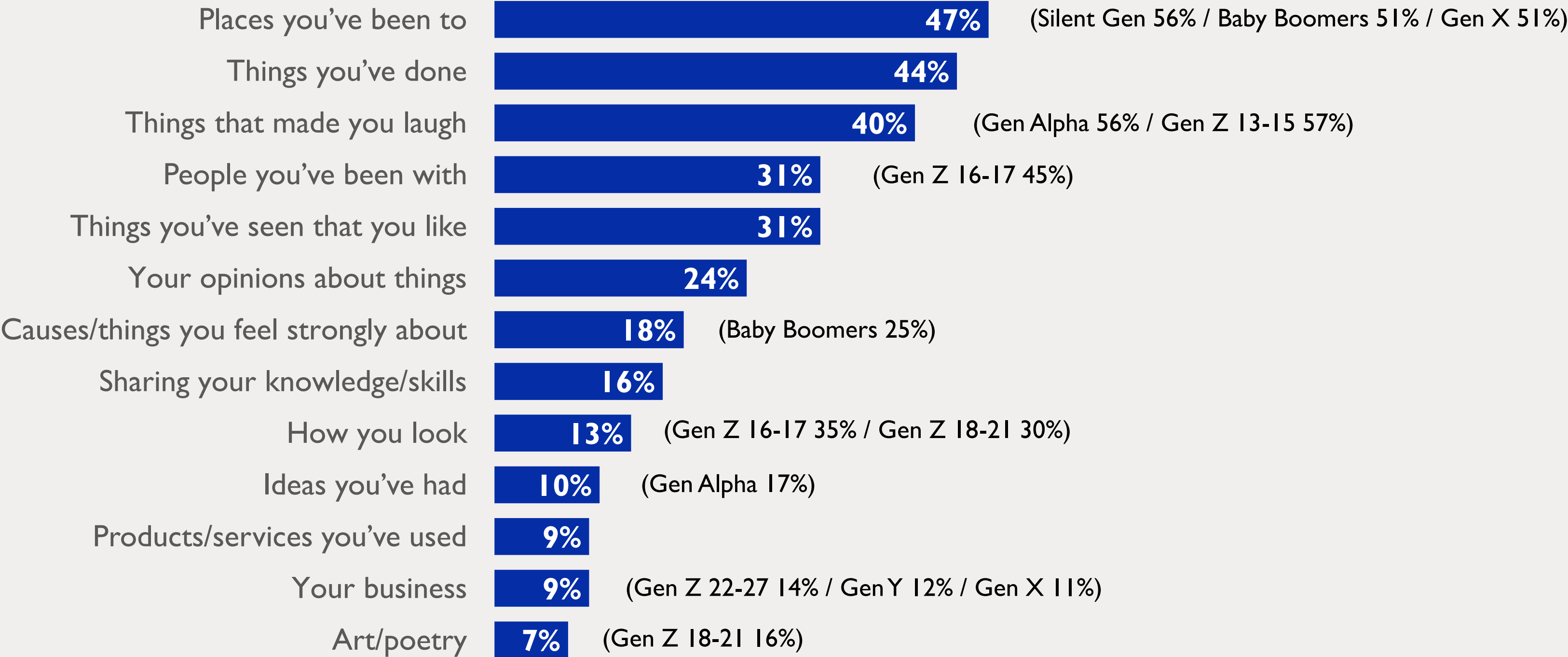


Q33a. How often do you usually post content of your own on social media (not including sharing other people's)?

Base: all active on social media



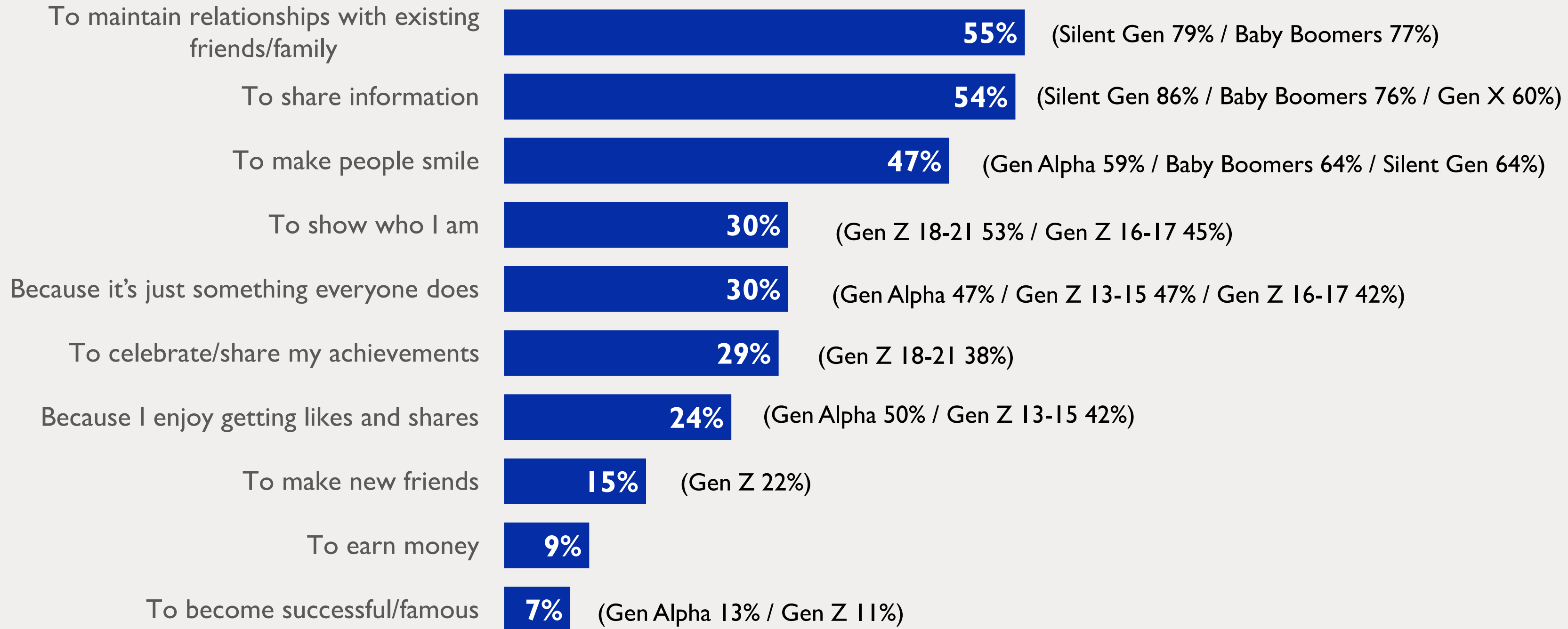
Generations have some differing priorities on what they want to post



Q33b. What are the main type(s) of content of your own, that you post on your social media account(s)? Please pick your top 3
Base: ever post their own content on social media



Older generations' motivations for posting often relate to sustaining links; for younger generations it can be self-expression



Q33c. What are the main reasons why you post content on social media? Please pick your top 3

Base: ever post their own content on social media

Communication at work

Communication tools and
preferences in the context of
work





Workers in our sample

2,047 of our sample aged 18+ were working. A further 134 had been in paid work in the previous 12 months

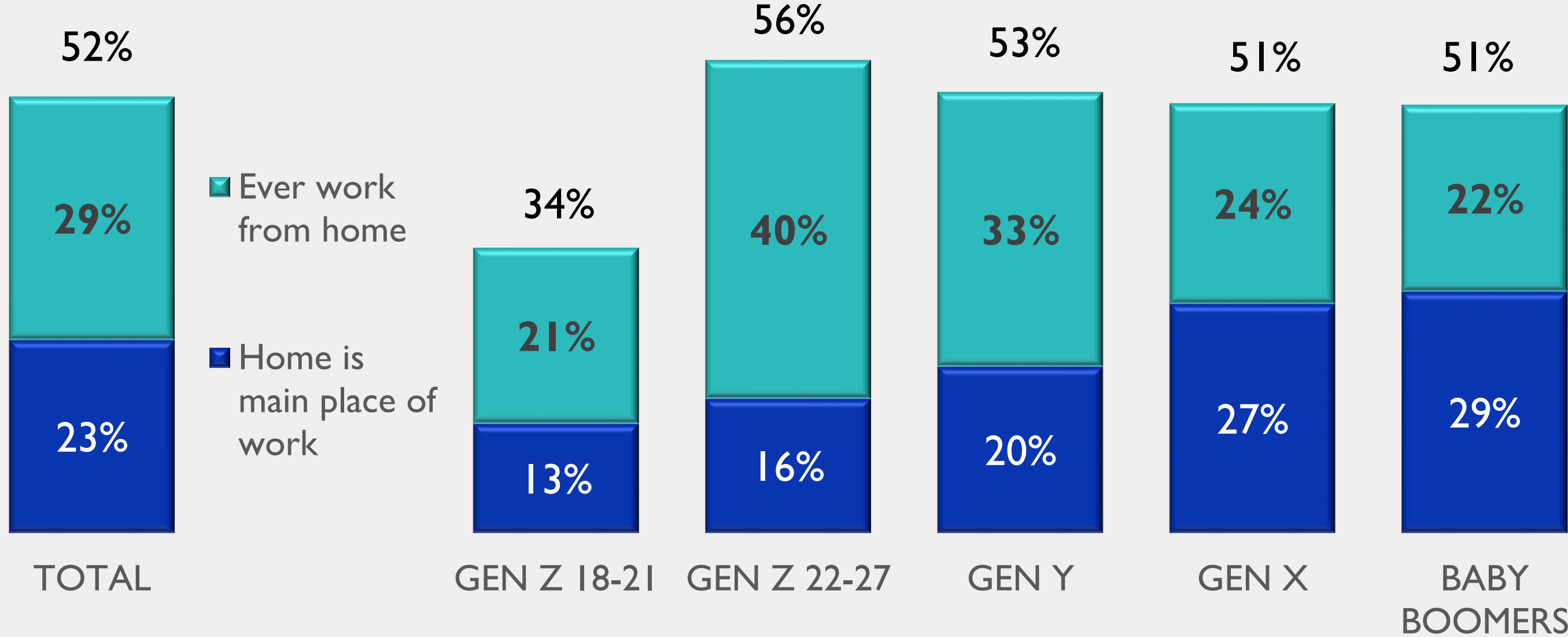
Of this total 2,181, 40% mainly work in an office environment, and 23% at home. Others work in a range of settings including retail stores, warehouses, factories, hospitals, schools etc

39% of workers manage other people. This is more likely in Gen Y (48%) and among Gen Z 22-27 year olds (47%) than older respondents



Around half of our workers are either based at home or at least ever do work from home, although 18-21 year olds are less likely to

Working from home

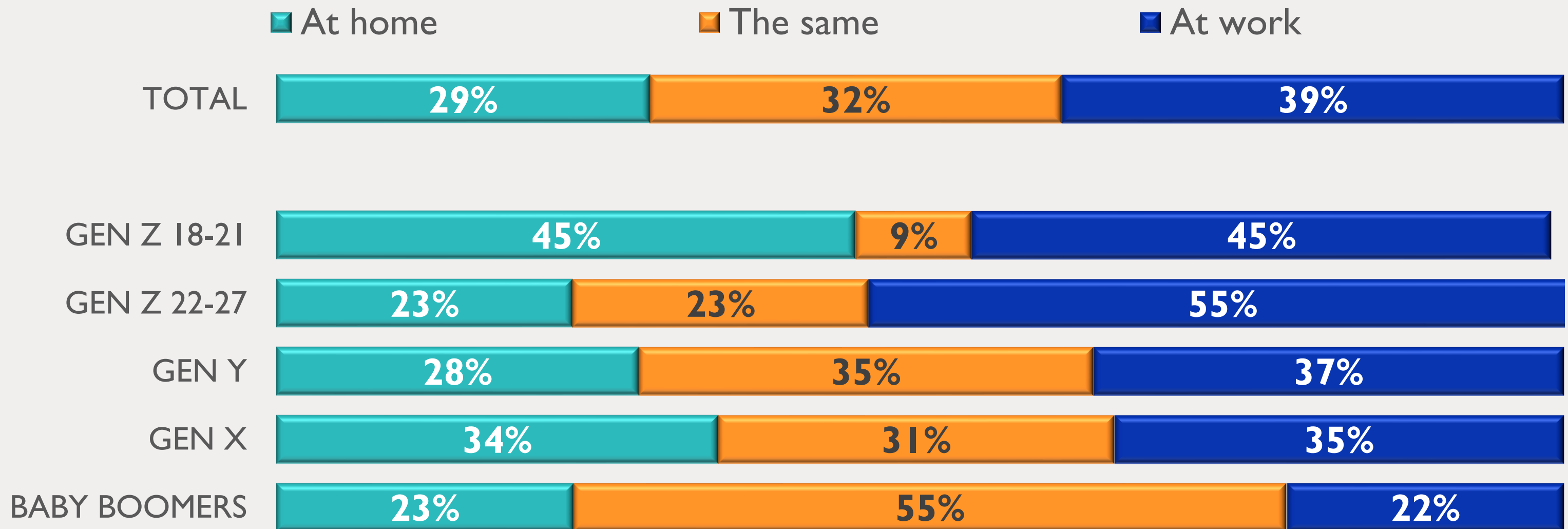


Q35: Where do you (mainly) work?
Q36a: Do you ever work from home?
Base: all workers 18+



Overall, around 4 in 10 of those who work from home think they're more productive at work

Where are you more productive?



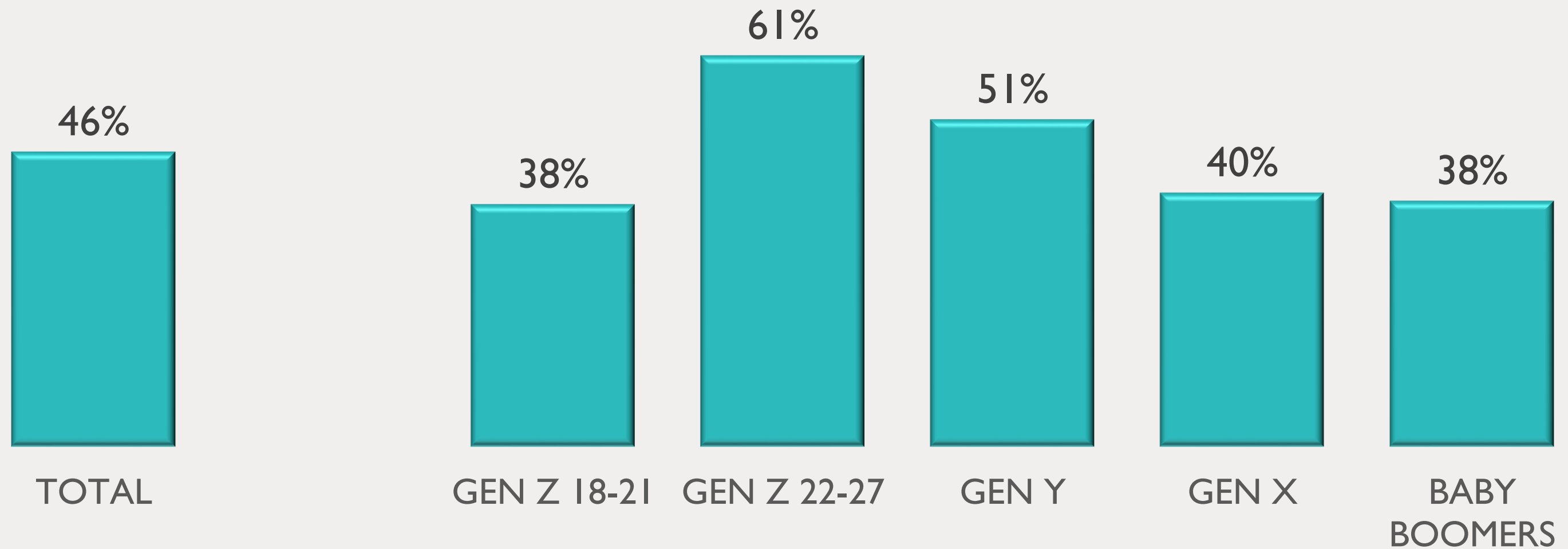
Q36b: When you're working, where do you feel more productive?

Base: mainly or ever work from home



Likelihood of needing to network in person is highest among 22-27 year olds, then tails off with age

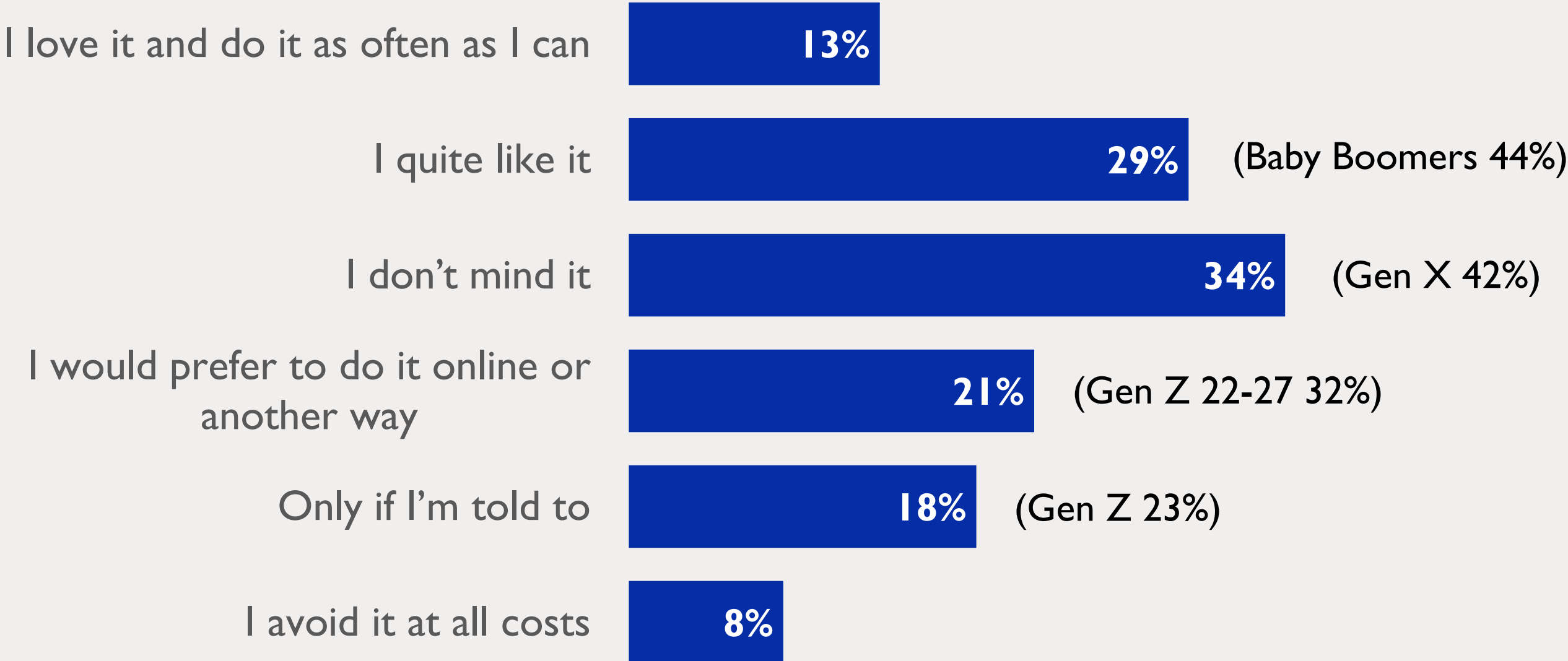
Job involves networking in person





Gen Z are more resistant to networking in person than older respondents, and many would prefer to go online

How do you feel about networking in person?

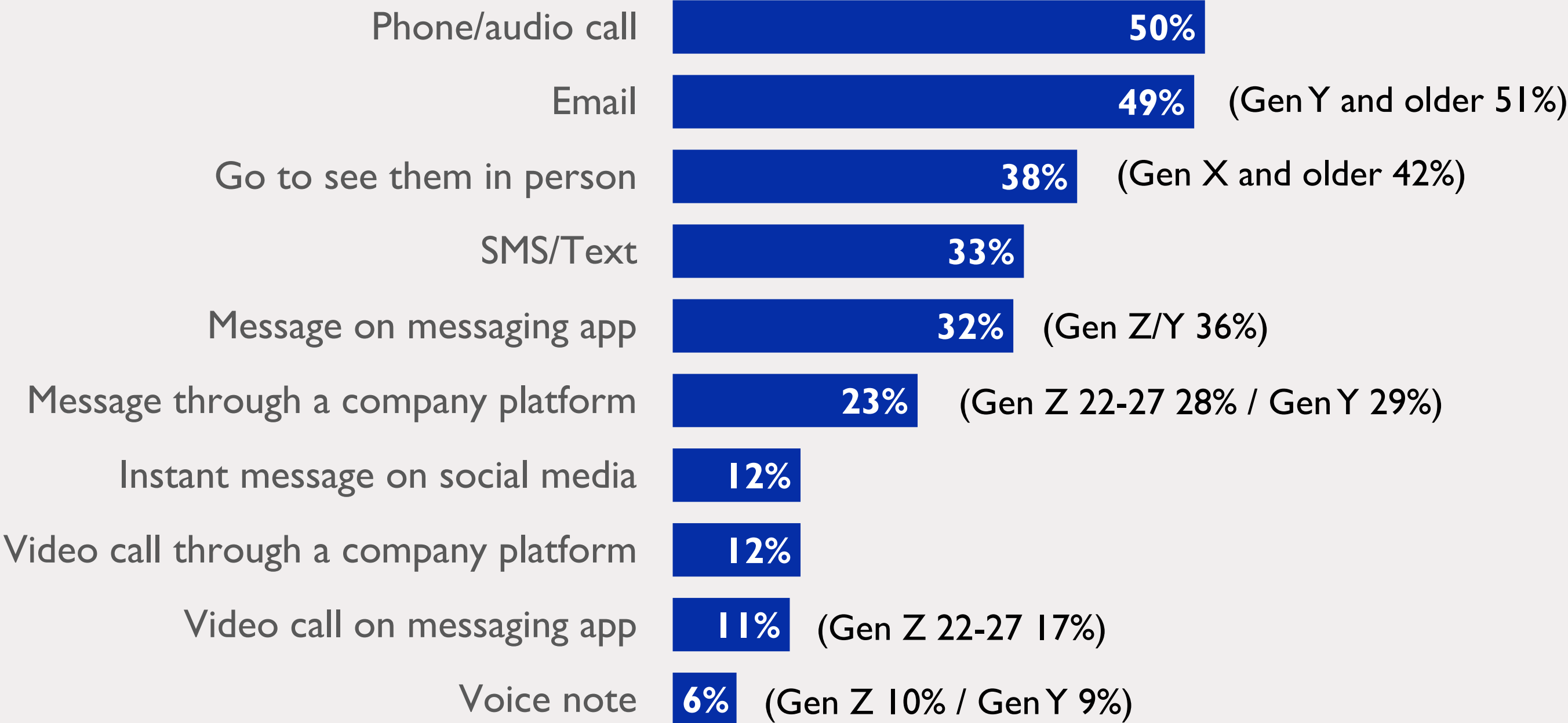


Q38b. Which of these best describe how you feel about networking in person
Base: workers whose job involves networking in person



Phone and email are still the most common ways to get hold of work colleagues, but younger generations are preferring messaging and video calls

Preferred ways of getting hold of work colleagues

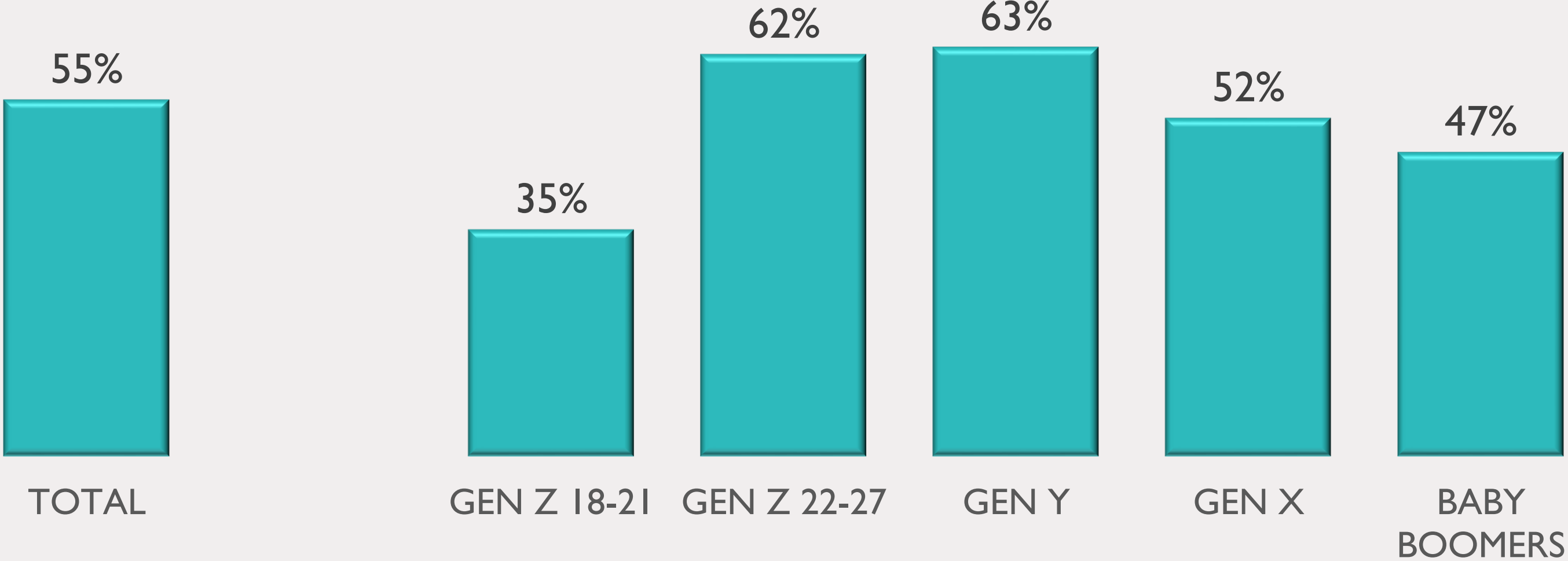


Q38b. If you need to get hold of work colleagues, which of the following would you generally prefer to do? *You can pick more than one*
Base: all workers 18+



Over half use video calling for work

Ever communicate by video call?



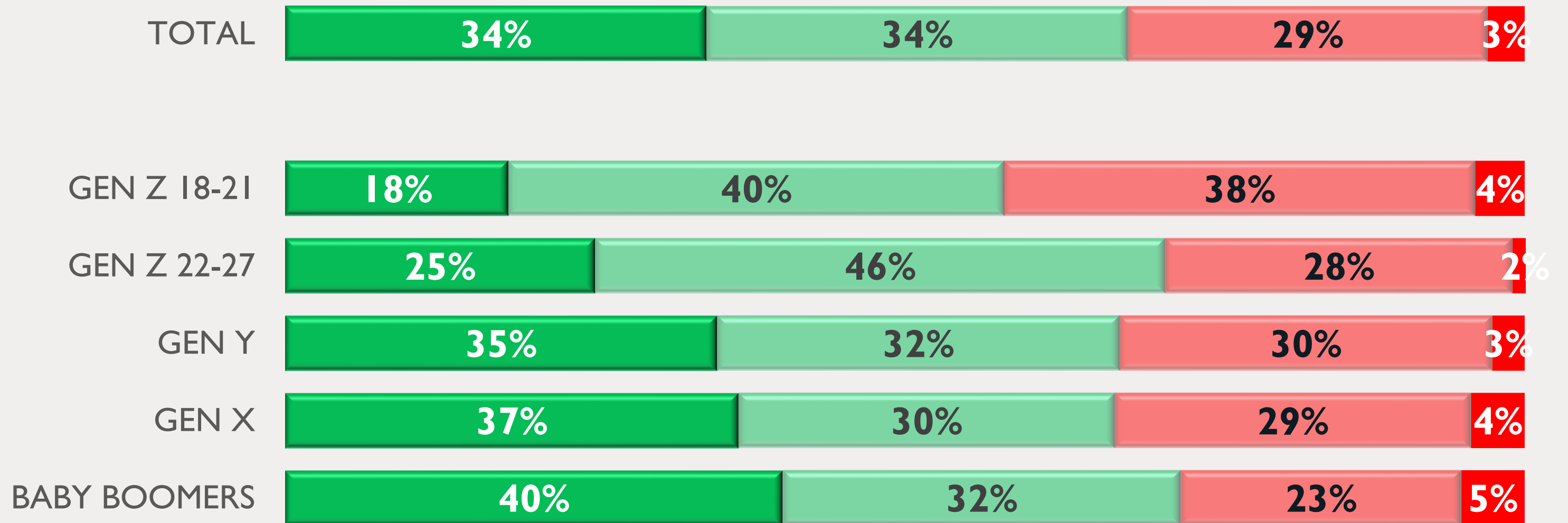
Q40a: Do you ever communicate by video call, for work?
Base: all workers 18+



Liking of video calling is higher among older generations

Like communicating by video call, for work?

■ Yes I do it a lot ■ Yes but not my preference ■ Only if I have to ■ Hate it



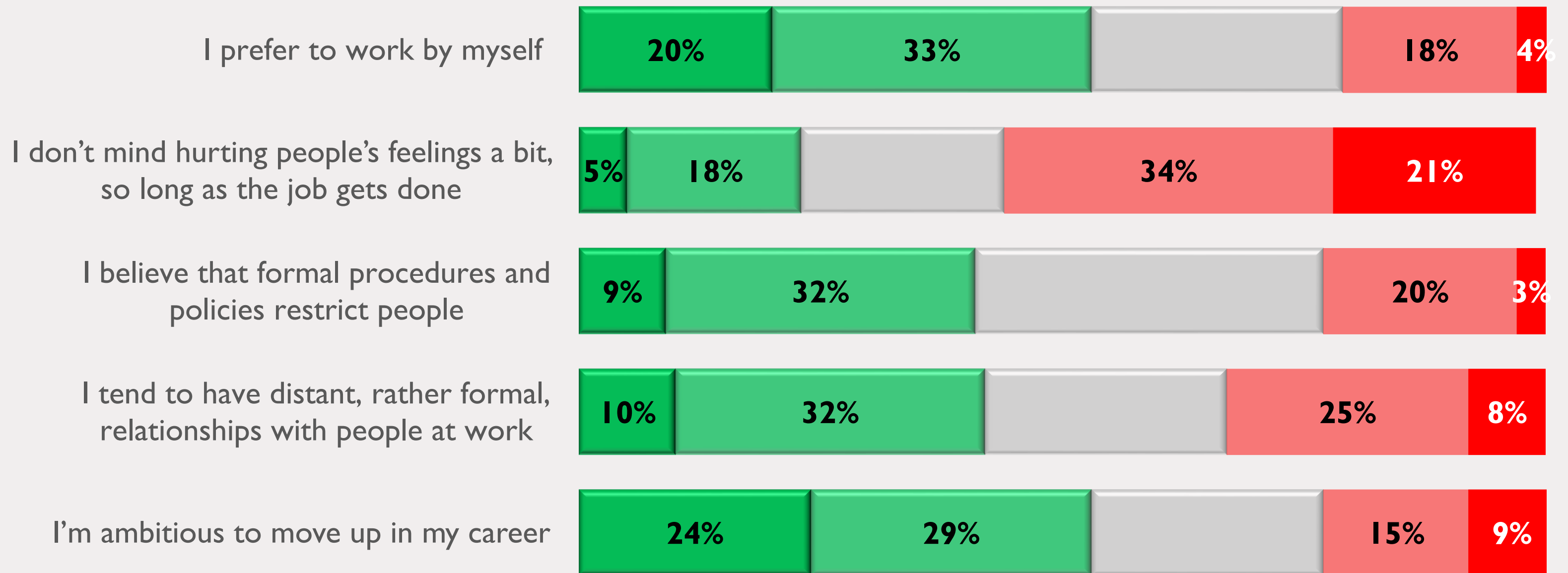
Q40b: Do you generally like communicating by video call, for work?

Base: ever communicate by video call, for work



Our respondents show a range of differing attitudes to dealing with other people at work

■ Agree strongly ■ Tend to agree ■ Neither agree nor disagree ■ Tend to disagree ■ Disagree strongly



Q41: To what extent would you agree or disagree with each of the following statements?

Base: all workers 18+

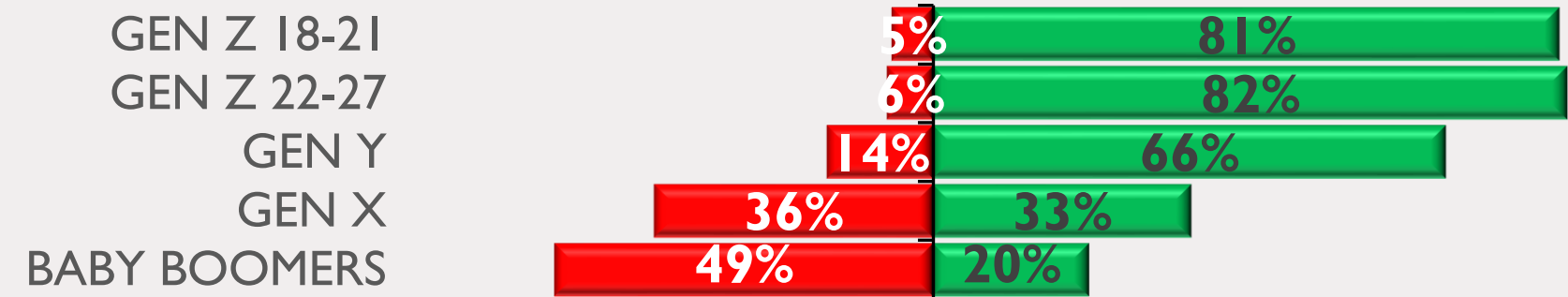


Agreement with all of these sentiments is highest among younger workers, and then decreases with age

I prefer to work by myself



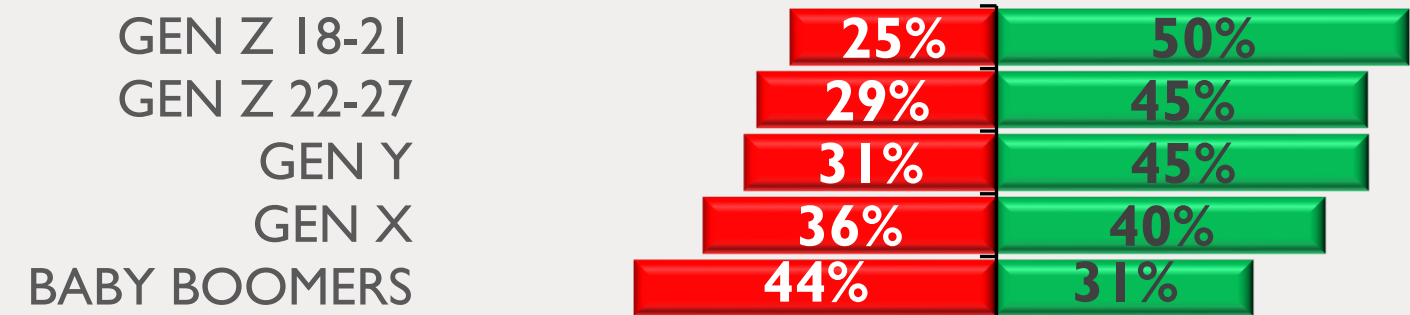
I'm ambitious to move up in my career



I believe that formal procedures and policies restrict people

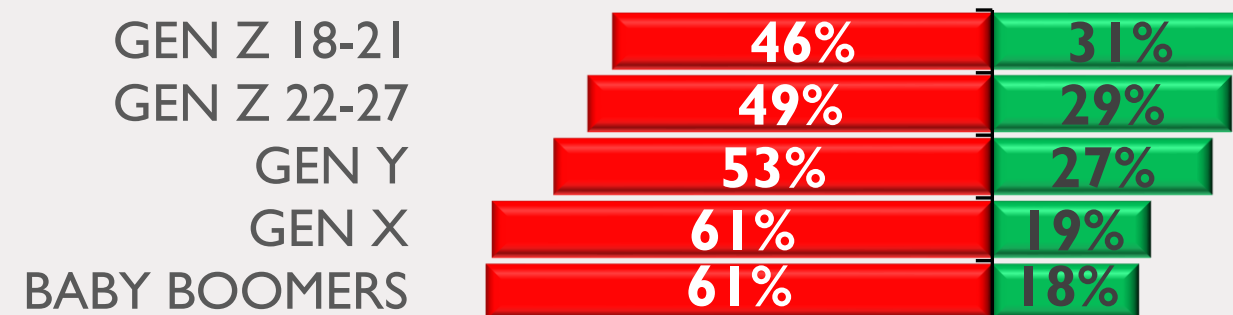


I tend to have distant, rather formal, relationships with people at work



I don't mind hurting people's feelings a bit, so long as the job gets done

 Agree
 Disagree



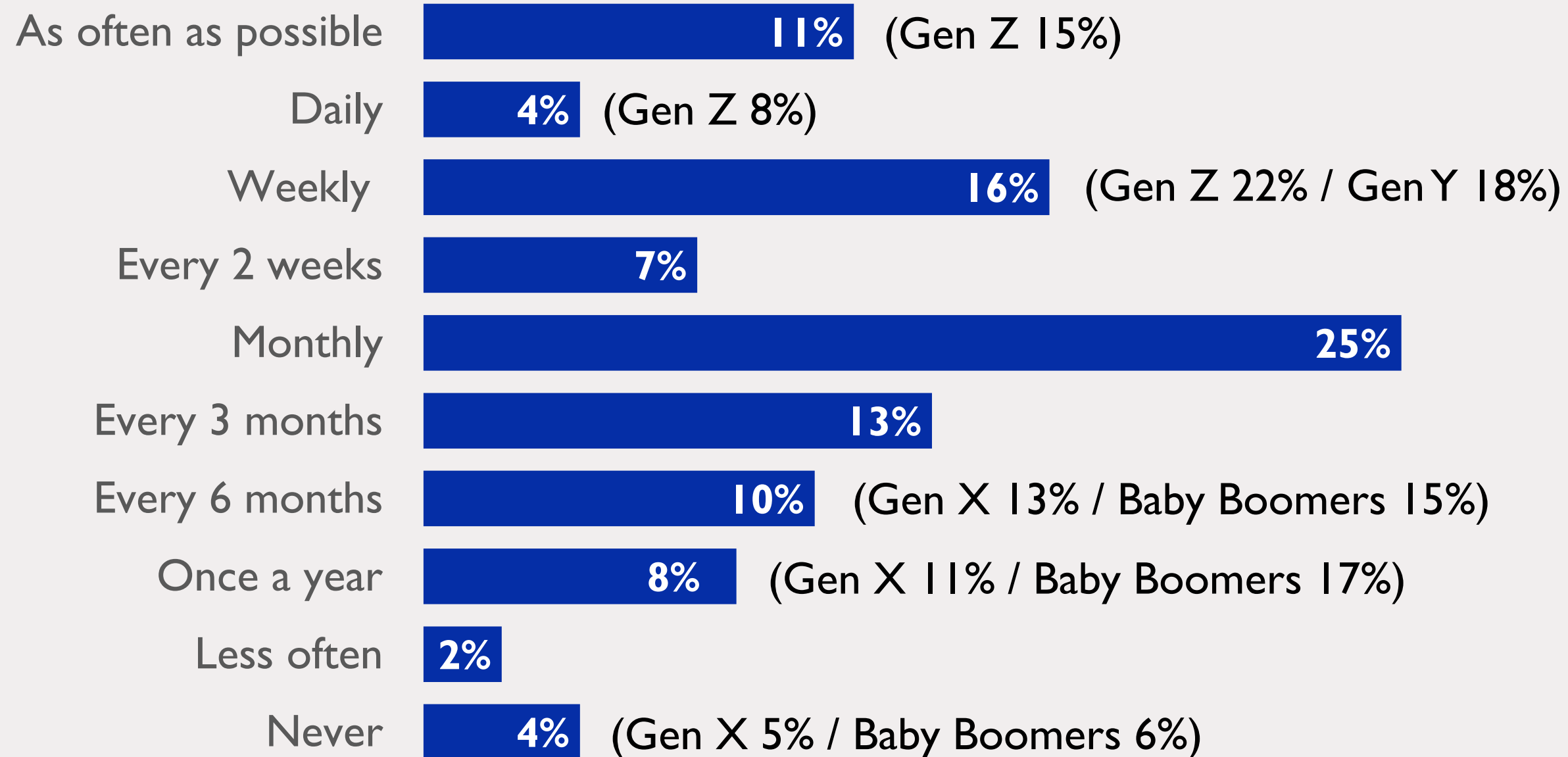
Q41: To what extent would you agree or disagree with each of the following statements?

Base: all workers 18+



Younger workers would prefer to receive feedback on their performance more often than older ones do

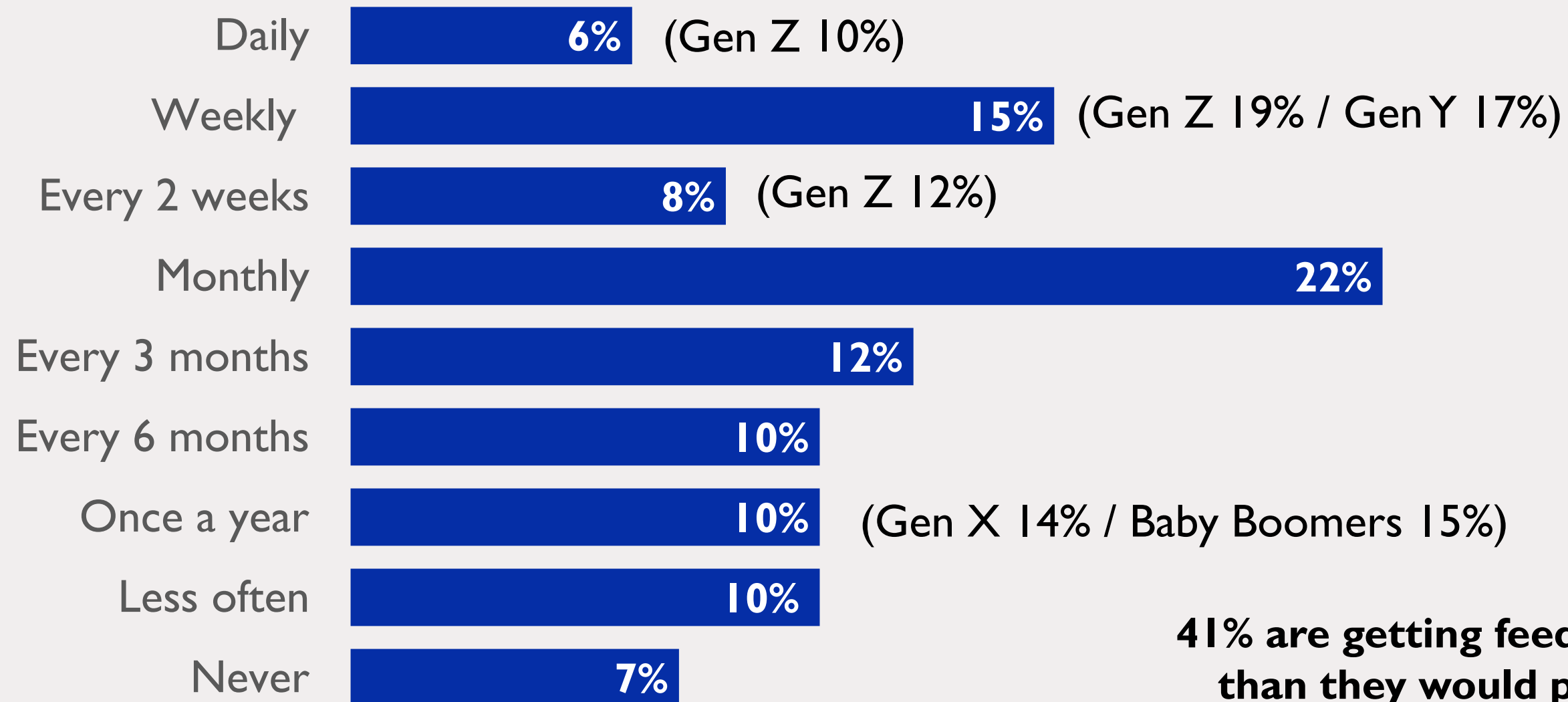
Preferred frequency for feedback on performance





Actual feedback is often received monthly or more often for younger respondents

Actual frequency of feedback on performance

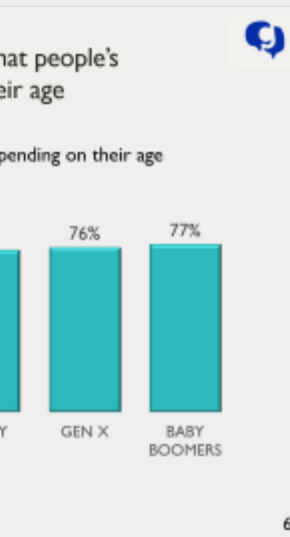


41% are getting feedback less often than they would prefer to have

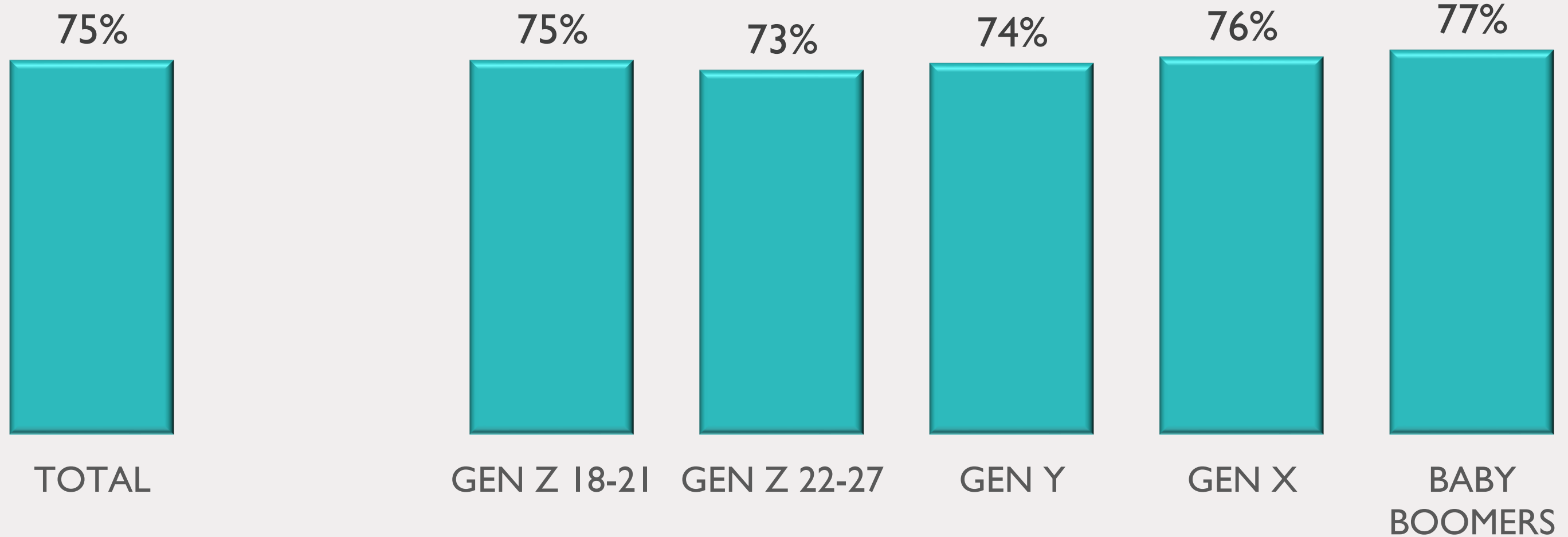
19% are getting more frequent feedback than they would like



Regardless of their own age, a majority think that people's thinking and behaviour varies depending on their age



63 find that the way people think and behave at work varies depending on their age



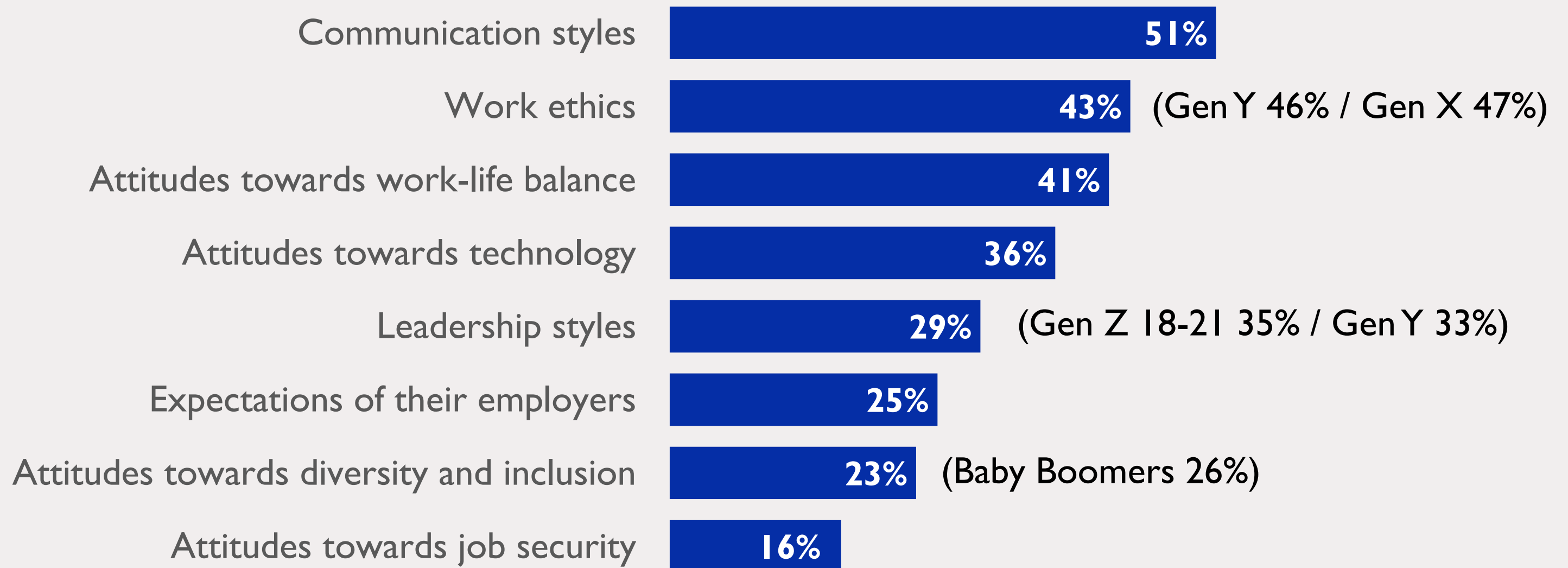
Q43: At work, do you find that the way people think and behave varies, depending on their age?

Base: all workers 18+



The generations were fairly uniform in which factors they picked out as showing variation by age

Ways in which thinking and behaviour at work can vary depending on a person's age



Q43: At work, do you find that the way people think and behave varies, depending on their age?

Base: all workers 18+



Comments on communication methods/styles at work.....

Workers aged 18+ were asked if they had any comments to make on the topics discussed in this section, and 14% did.

Digital Communication and Technology

- The shift towards digital communication (emails, WhatsApp, Teams, video calls) has increased efficiency but also decreased face-to-face interactions. Some feel over-reliant on digital tools, and many mention concerns about miscommunication or lack of personal connection.

Workplace Etiquette and Tone

- Several comments mention a decline in politeness and consideration in communication, especially among younger employees. The use of informal language or slang in electronic messaging is sometimes seen as unprofessional or rude and there's a desire for more respectful, clear, and patient communication in the workplace.

Generational Differences in Communication

- Older employees are said to tend to prefer more traditional communication methods (e.g., face-to-face meetings, formal emails), while younger ones are more likely to use digital platforms and informal communication styles. (This generational divide is also seen in attitudes toward work-life balance, with younger employees being more flexible but also expecting more freedom in how and when they communicate.)

Impact of Remote Work

- The rise of remote work has changed communication dynamics, making tools like Zoom and Teams essential. While remote work is appreciated for its flexibility, it has also created challenges in maintaining effective and personal communication. Some feel remote work has led to isolation and a lack of team building.

Importance of Clear, Efficient Communication

- Many comments stress the need for clearer, more concise communication in the workplace. There's frustration with jargon and buzzwords, with a preference for straightforward, plain language.

Workplace Hierarchy and Team Dynamics

- Communication between different levels of workplace hierarchy can be strained, with information sometimes getting lost between management and employees. Employees notice favouritism or cliques, where certain groups communicate more effectively among themselves than with others. There's a desire for better communication across all levels of a company to avoid misunderstandings and inefficiencies.

Q44. Do you have any comments you'd like to make, on anything to do with methods and styles of communication at work these days?

Base: all workers 18+



Some of the comments on communication methods/styles at work.....

Teams meetings, with camera on, are nearly as good as in-person meetings
(44-50)

I prefer face to face meetings so that there's no misunderstandings
(51-59)

Compared to the old days?? It's all so instant. Back in the day you had to wait until someone found your request in the pile of paperwork on their desk
(51-59)

In a post COVID world the communication style is changing in the transition to a hybrid working culture - I've really appreciated the use and adoption of technology to give flexibility in the workplace communication
(22-27)

I've noticed that communication styles at work have become more flexible and adaptable, which is great. However, I think we're relying too heavily on digital communication methods like email and messaging apps.. While these tools are convenient, they can lead to misinterpretation and a lack of personal connection.. I'd love to see more face-to-face interactions and regular team meetings to foster a sense of community and collaboration
(22-27)

Clear, concise, and respectful communication is key. Technology enables efficiency, but tone and nuance can be lost
(28-35)

I feel as we have moved over to communicating using technology more, there can be miss communication in the sense of how emails and messages can be interpreted. Especially if you're not familiar with the other person/s writing and communication style.
(44-50)

Communication at school / college / university

Communication tools and
preferences in the context of
learning

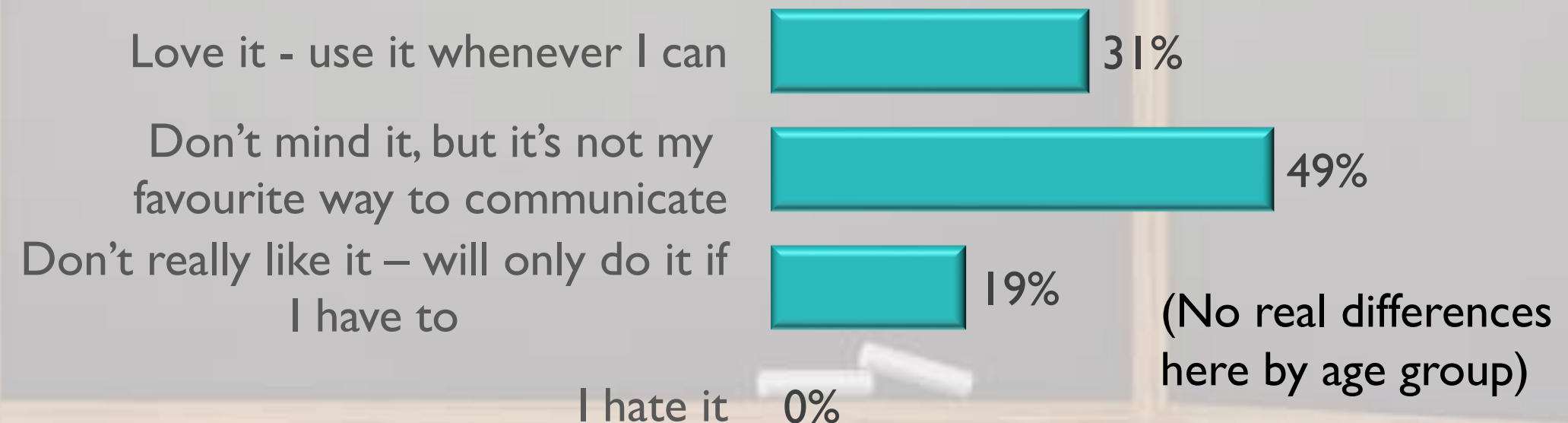




Under 16s are being introduced to tech platforms in school – and generally like them

53% of under 16s use school-related platforms (such as Google Classroom) to talk to teachers and classmates
(47% of Gen Alpha 8-12s and 61% of Gen Z 13-15 year olds)

How do users like such platforms?



Q17a. Do you ever use school-related platforms, such as Google Classroom, to talk to teachers and classmates?

Q17b. How do you like talking to teachers and classmates this way?

Base: all respondents aged under 16



Students in our sample

314 of our sample aged 16+ were full-time students. A further 19 had been in full or part-time education in the previous 12 months

Of this total 333, 42% were doing a degree course, 40% A/AS levels or Highers, 10% GCSEs and 8% other types of course

43% were studying at a university, 15% at a further education college, 32% at sixth form college and 9% at secondary school

Q46. Where is the course you are doing (mainly) delivered?

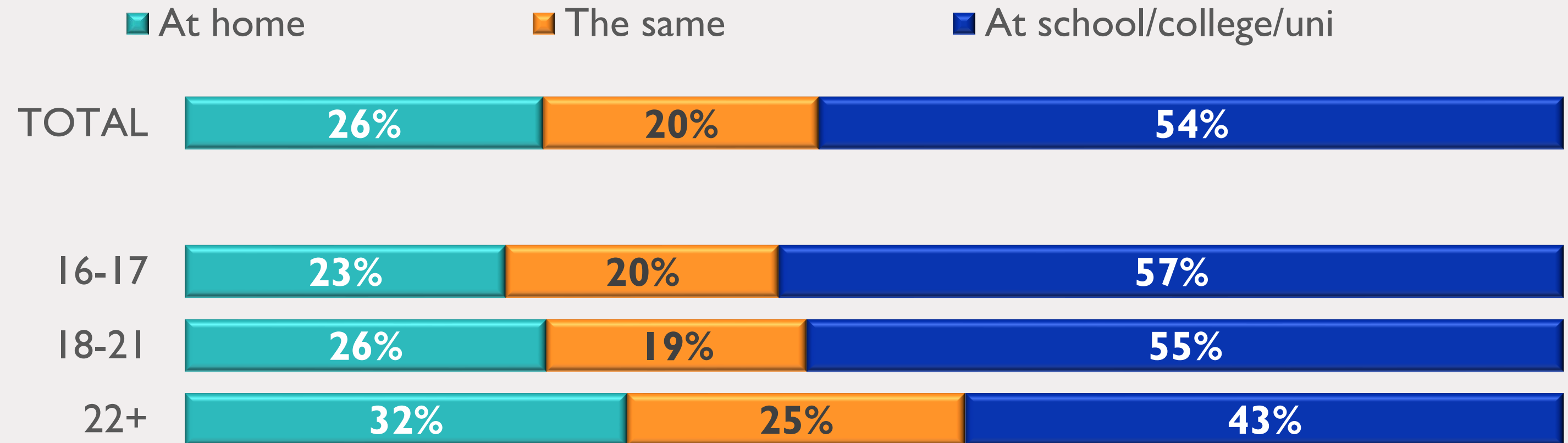
Q47. What type of course are you doing?

Base: all students 16+



Twice as many students feel they are more productive learning in class than at home

Where are you more productive?



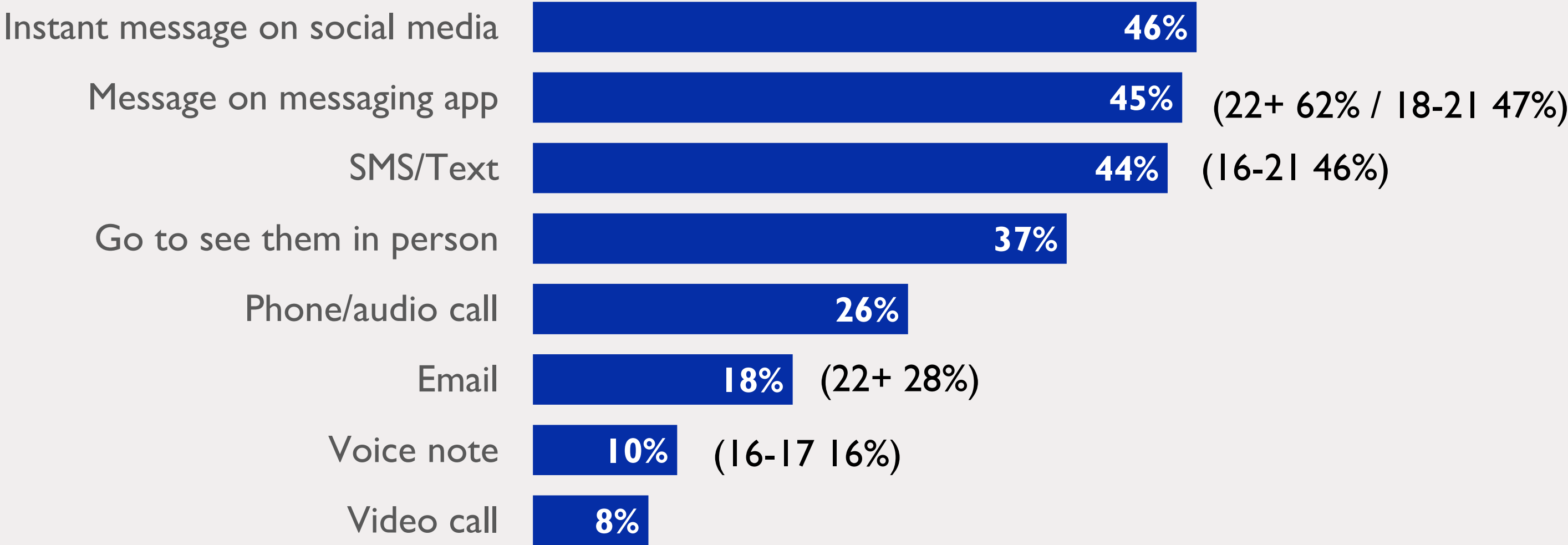
Q48: When you're learning, where do you feel more productive?

Base: all students 16+



Messaging is the most popular means of communicating for students; personal and phone contact come a poor second

Preferred way(s) of getting hold of fellow students

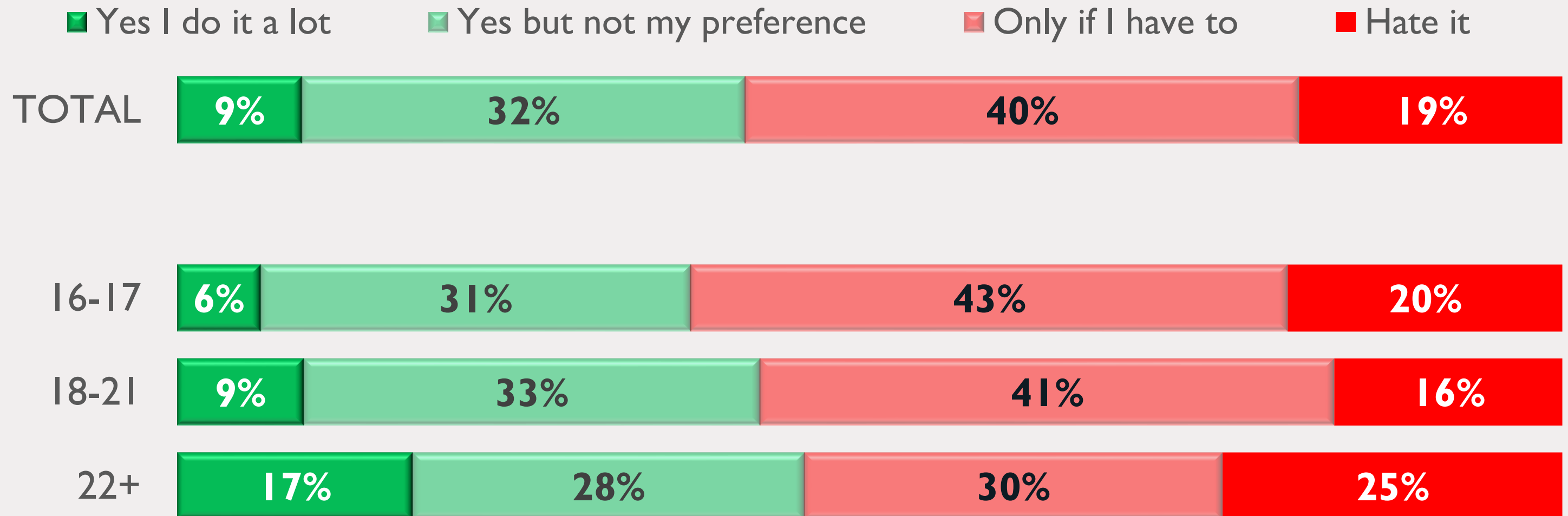


Q49. If you need to get hold of fellow students, which of the following would you generally prefer to do?
Base: all students 16+



Video calling is not that popular among students

Like communicating by video call?



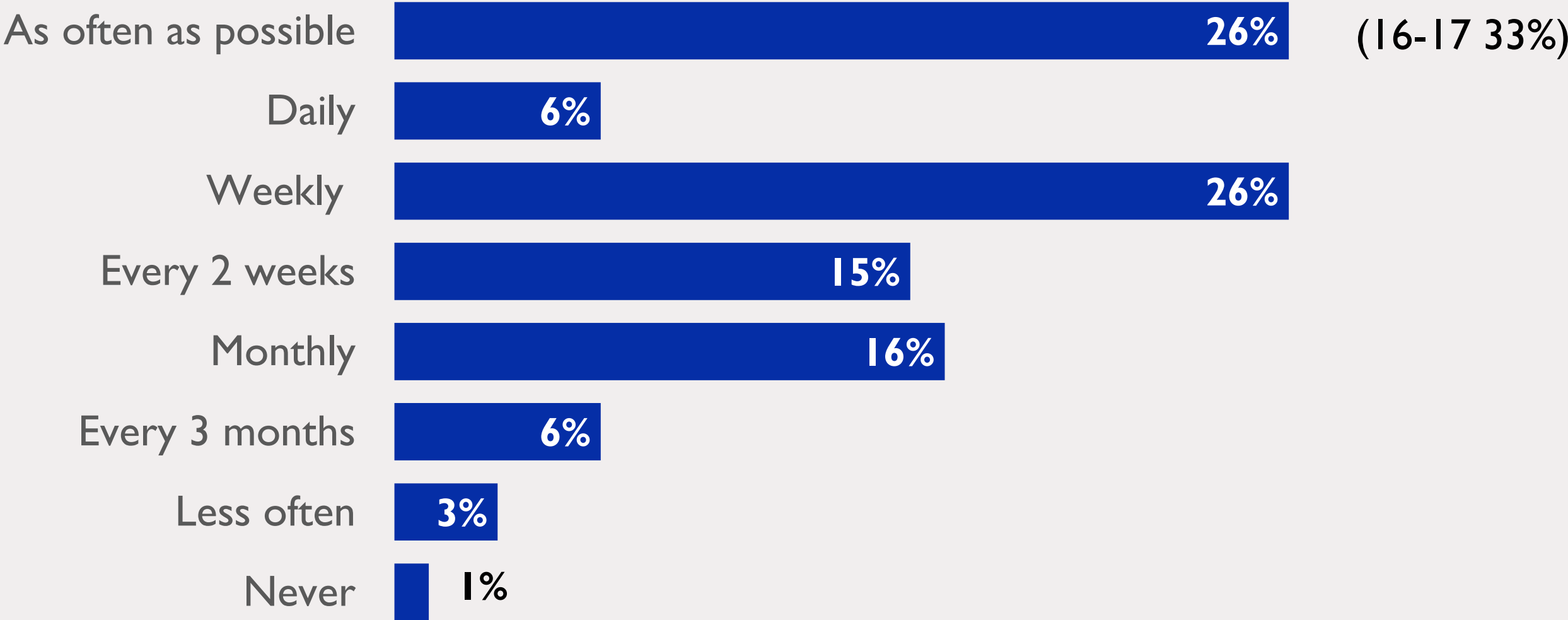
Q50. Do you like communicating by video call, in the context of education/learning?

Base: all students 16+



Students are looking for frequent feedback on how they are doing – especially 16-17 year olds

Preferred frequency for feedback on performance

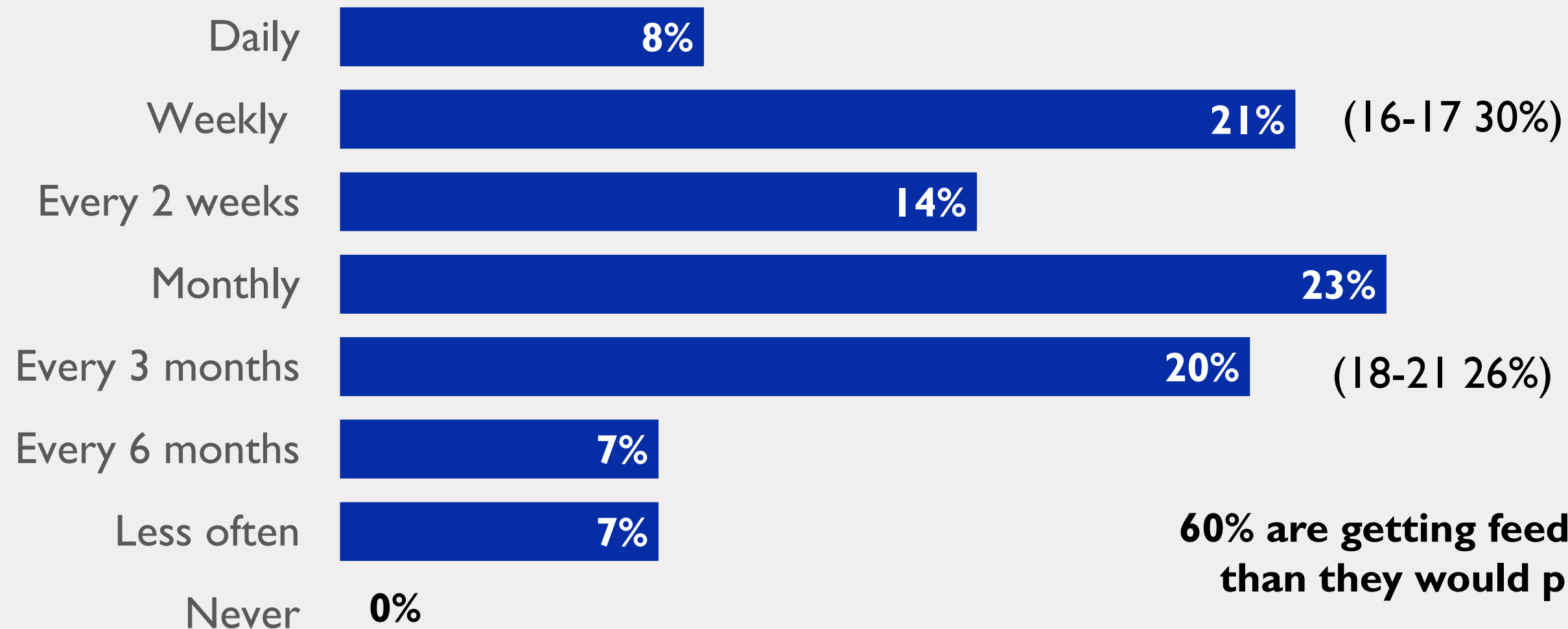


Q51a. Thinking about getting feedback on your performance from your teachers/tutors - in general, how often would you prefer this to happen?
Base: all students 16+



Actual feedback is often received weekly for 16-17 year olds or monthly/quarterly for older students

Actual frequency of feedback on performance



60% are getting feedback less often than they would prefer to have

11% are getting more frequent feedback than they would like



Comments on communication methods/styles in education.....

Students aged 16+ were asked if they had any comments to make on the topics discussed in this section, and 11% did.

Education in all aspects is behind the real world, but especially in communication, reception still communicate with students via paper notes handed out by other students
(16-17)

It can be improved by having new forms of communication such as text messages through work numbers or such so it can help new generations relate
(16-17)

We have various styles now making it much easier to gain education if you have access to tech
(18-21)

Each school organization should have their own online platforms
(18-21)

Needs more personal communication between individual and lecturer
(18-21)



APPENDIX

More demographic detail
on the survey sample



Working status

	Total	GEN Z	GEN Y	GEN X	BABY BOOMERS	SILENT GEN
Base:	3565	681	858	880	911	235
Employed/Self-employed full time	41%	38%	65%	56%	15%	1%
Employed/Self-employed part time	16%	21%	16%	19%	11%	3%
Employed on zero hours contract	1%	1%	1%	1%	1%	0%
Looking after the home or family (with no paid employment)	3%	1%	5%	5%	2%	0%
Looking for work	5%	9%	5%	5%	1%	0%
Unable to work due to long-term sickness or disability	4%	2%	5%	7%	2%	0%
Retired	25%	0%	0%	5%	68%	95%
Full time student	6%	27%	2%	0%	0%	0%
Other	1%	1%	1%	1%	1%	0%

Q3: Which one of these best describes you at the moment?

Base: all respondents 18+



Residential status

	Total	GEN Z	GEN Y	GEN X	BABY BOOMERS	SILENT GEN
<i>Base:</i>	3565	681	858	880	911	235
Renting	31%	34%	44%	34%	16%	12%
Home owner	55%	14%	43%	61%	83%	86%
Living with parents/other family	14%	52%	12%	5%	1%	0%
Other	1%	0%	1%	0%	0%	1%

Q4: Are you renting, living with parents or other family members, or do you own your own home?

Base: all respondents 18+



Location

	Total	GEN Z	GEN Y	GEN X	BABY BOOMERS	SILENT GEN
<i>Base:</i>	3681	797	858	880	911	235
City centre	17%	28%	26%	11%	5%	6%
City outskirts	25%	24%	24%	26%	24%	24%
Town	37%	34%	35%	42%	38%	37%
Village / Rural	21%	13%	15%	21%	33%	33%

Q5: Which of these best describes where you live?

Base: all respondents 16+



Household make-up

	Total	GEN ALPHA	GEN Z	GEN Y	GEN X	BABY BOOMERS	SILENT GEN
<i>Base:</i>	4067	201	982	858	880	911	235
No-one – live on my own	18%	0%	7%	14%	21%	30%	37%
Spouse or partner	50%	0%	20%	65%	63%	65%	60%
Parent / foster-parent / guardian	25%	99%	66%	12%	5%	1%	0%
Brother and/or sister	10%	33%	27%	4%	3%	1%	0%
Grandparent	1%	4%	2%	0%	0%	0%	0%
Dependent child(ren)	17%	0%	8%	42%	27%	3%	0%
Grown-up child(ren)	7%	0%	0%	3%	16%	9%	5%
Grandchild(ren)	0%	0%	0%	1%	1%	1%	0%
Friend or roommate	3%	0%	7%	3%	1%	0%	0%
Other	0%	0%	0%	0%	0%	0%	0%

Q6a/b: Who do you (mostly) live with?

Base: all respondents



Relationship status

	Total	GEN Z	GEN Y	GEN X	BABY BOOMERS	SILENT GEN
Base:	3565	681	858	880	911	235
Married / Civil partnership / In a steady relationship	60%	33%	69%	65%	67%	63%
Single and dating	10%	24%	11%	7%	2%	1%
Single and not dating	28%	42%	20%	27%	27%	24%
Other	2%	0%	0%	1%	4%	12%

Q7: Which one of the following best describes your relationship status?

Base: all respondents 18+



Financial circumstances

	Total	GEN Y	GEN X	BABY BOOMERS	SILENT GEN
<i>Base:</i>	2884	858	880	911	235
Living comfortably	21%	16%	13%	29%	32%
Doing all right	42%	39%	39%	46%	48%
Just about getting by	25%	29%	29%	19%	17%
Finding it quite difficult	8%	10%	12%	4%	2%
Finding it very difficult	4%	6%	6%	2%	1%

Q59: Which of these would you say best describes how well you are managing financially these days?

Base: all respondents 28+

Thank you!



alastair greener

**GENERATIONALLY
SPEAKING**