

Gen Z *Characteristics*

& Behaviors

2024 Jakpat *Survey Report*



Forewords

Gen Z refers to people born from 1997 to 2012. This generation is growing up with more advanced technology 📱, global events 🌍, and a strong sense of individuality 🏃. Learning about Gen Z is important because they are shaping the future economy and society. By understanding their behavior 🍷, from lifestyle 🧑📞 to mental health 😊, we can better connect and collaborate with them. In this report, Jakpat gathered insights from 1155 Gen Z respondents and presents their perspectives.

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7 Lifestyle

- 8 63% of Gen Z spend their free time scrolling through social media
- 9 58% of Gen Z look for simple yet attractive clothing
- 10 TikTok is more popular among women than men
- 11 Communication skill is considered important by Gen Z in a relationship
- 12 Gen Z parents less concerned about the education system issues
- 13 46% of Gen Z carry their own food containers

14 Consumption habits

- 15 Half of Gen Z eat fast food 1-2 times a week
- 16 Sweet tea is the most popular sugary drink
- 17 17% of men drink coffee 2 to 3 times a day
- 18 Gen Z coffee time: 6 PM - 9 PM
- 19 Good Day is the most favorite instant coffee brand
- 20 30% of Gen Z spend IDR 10-25 thousand for a cup of coffee
- 21 45% of Gen Z women concern about the risk of diabetes

22 Mental Health

- 23 37% of Gen Z deal with anxiety
- 24 54% of Gen Z parents do not have enough personal time
-

Research *details*

Data collection

^[01] The survey was distributed to a total of 1155 Gen Z respondents  ,

^[02] The data were collected from 6th-9th of December 2024  , ^[03] Margin of

error below 5%  , ^[04] The questionnaires were distributed via Jakpat

mobile app  , ^[05] Proportioned by Indonesian internet population 

Research objective

To find out about Gen Z behaviors in → ^[01] *Lifestyle*  ^[02] *Consumption habits* 

^[03] *Mental Health*  ^[04] *Education and career*  ^[05] *Finance and investment* 

Research *highlights*

1 in 5 Gen Z women spend IDR 25-50 thousand on a cup of coffee ☕

60% of Gen Z are worried about the future ★

2 out of 5 of Gen Z feel burdened by job expectations 🚀 from those around them

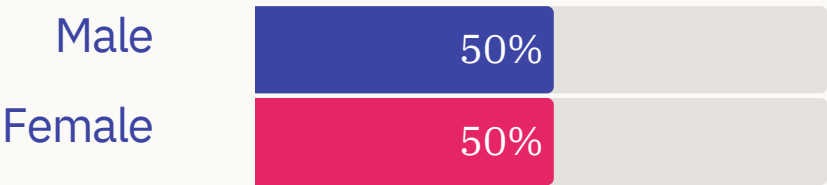
45% of Gen Z men are saving for wedding 💍 expenses

Gen Z parents spend more on housing 🏠 needs

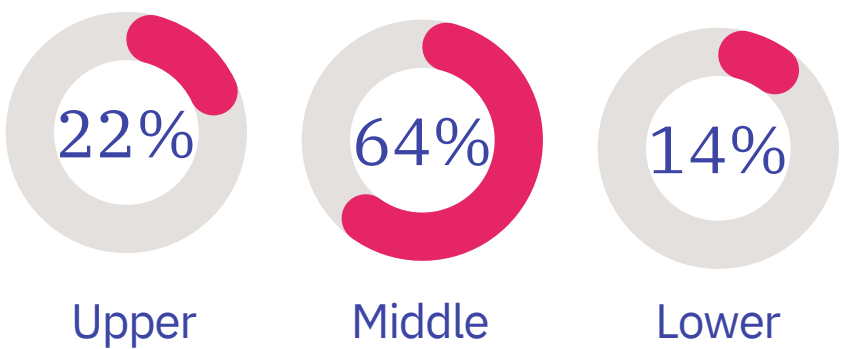
Demographic profile

n= 1155 respondents

Gender



Socio Economic Status

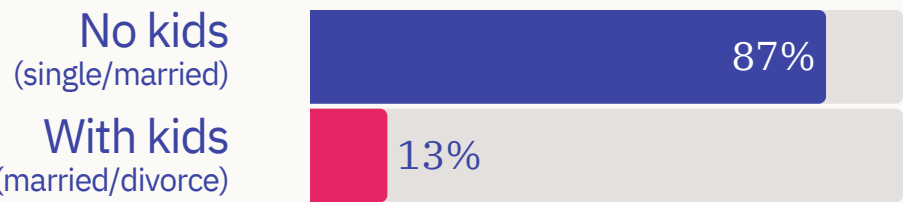


Age cohort

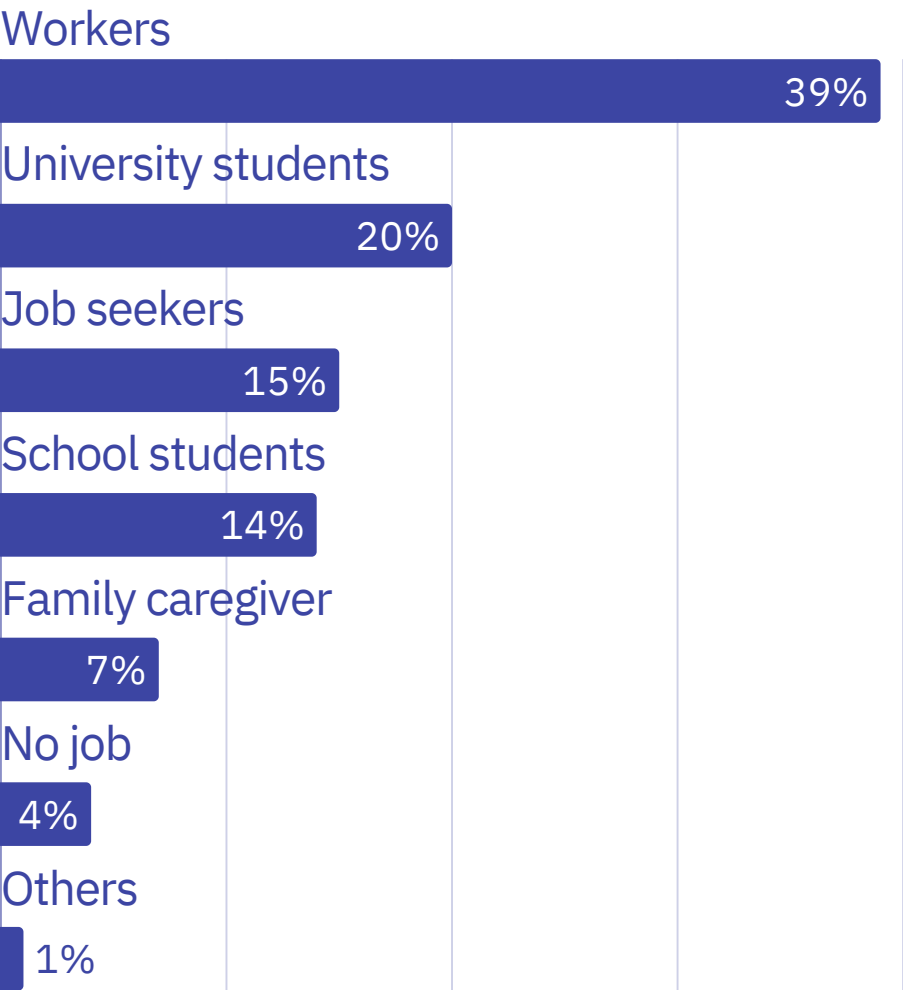


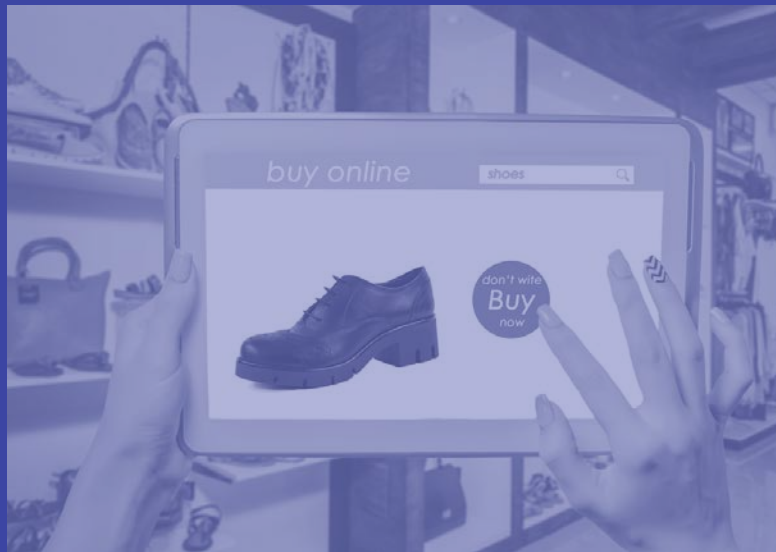
100%
Gen Z (ages 15-27)

Parental status



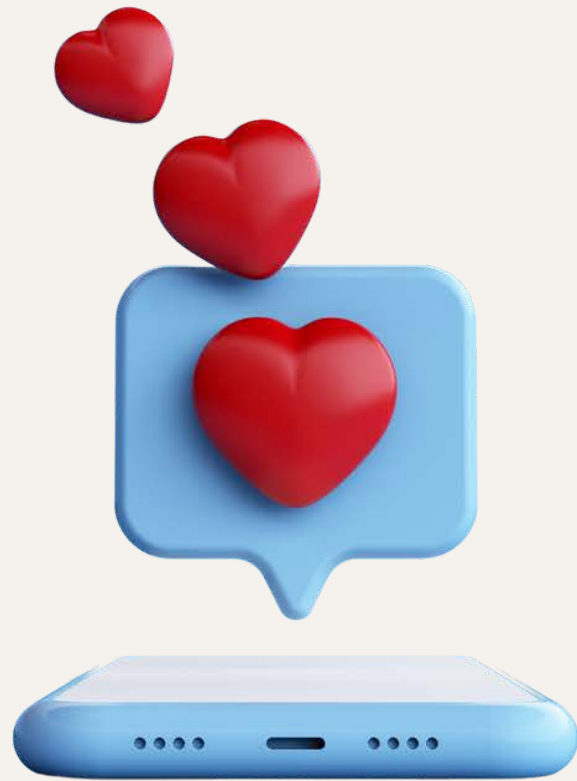
Status





[01]

Lifestyle



63% of Gen Z
spend their free
time scrolling
through
social media

n= 1155 Gen Z



When having free time, **Gen Z tends to spend more time alone with their gadgets**, such as scrolling through social media, watching TV, or listening to music and podcasts.



In addition, 66% of **Gen Z women spend their free time watching movies**,

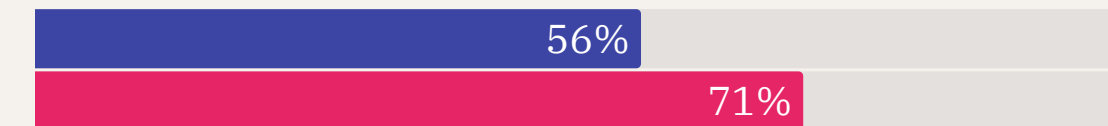


while the same percentage of **Gen Z men prefer playing games**.

What do you do in your free time?

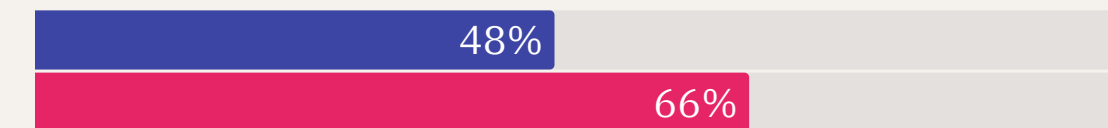
● Male ● Female

Scroll on social media



63%

Watch movies or series

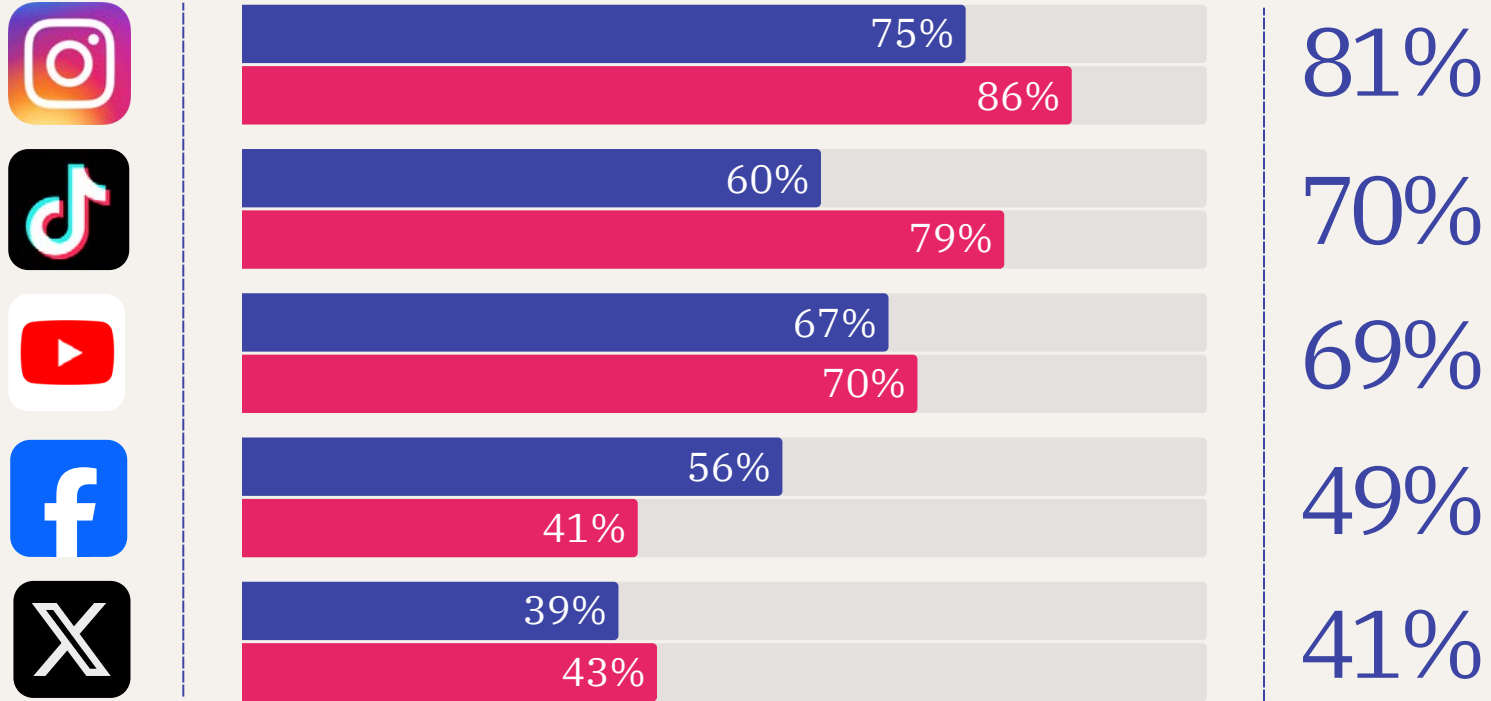


TikTok is more popular among *women* than *men*

n= 1155 respondents

Which social media platforms did you use in the past 6 months?

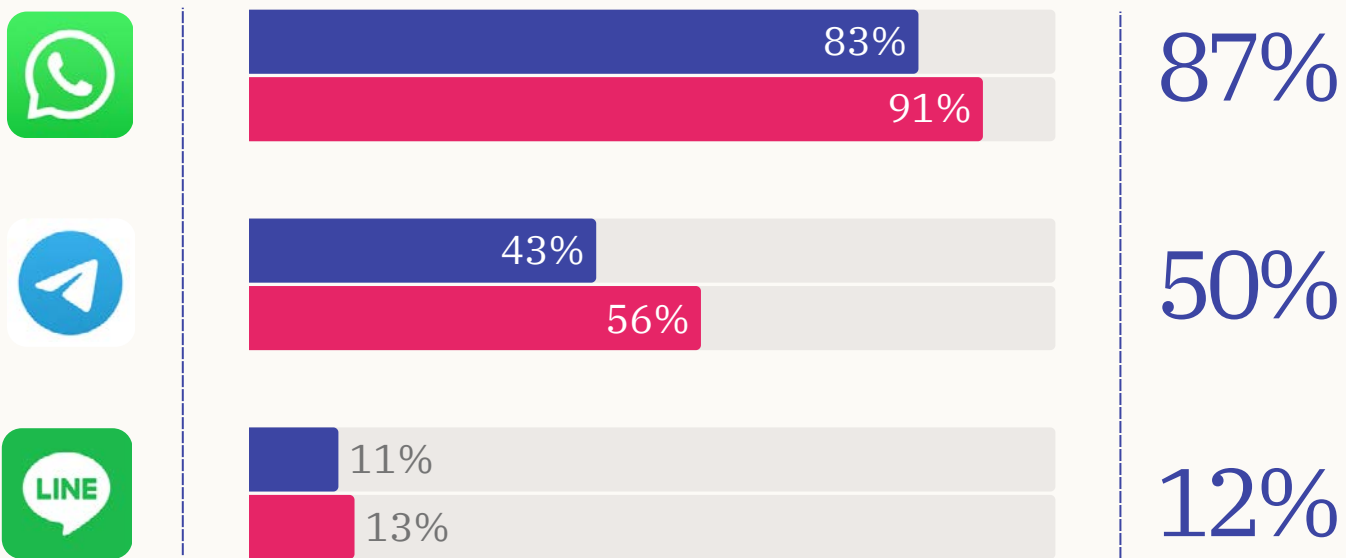
● Male ● Female



Looking at the social media platforms used by Gen Z, **Instagram, TikTok and YouTube are the most popular applications** used by women, while Facebook is more popular among men.

Which messaging applications did you use in the past 6 months?

● Male ● Female



Communication skill is considered important by Gen Z in *a relationship*

n= 1155 Gen Z

To meet a healthy relationship that can be lasting and fulfilling, **7 out of 10 Gen Z highlight communication, trust, mutual respect with their partner and loyalty.**

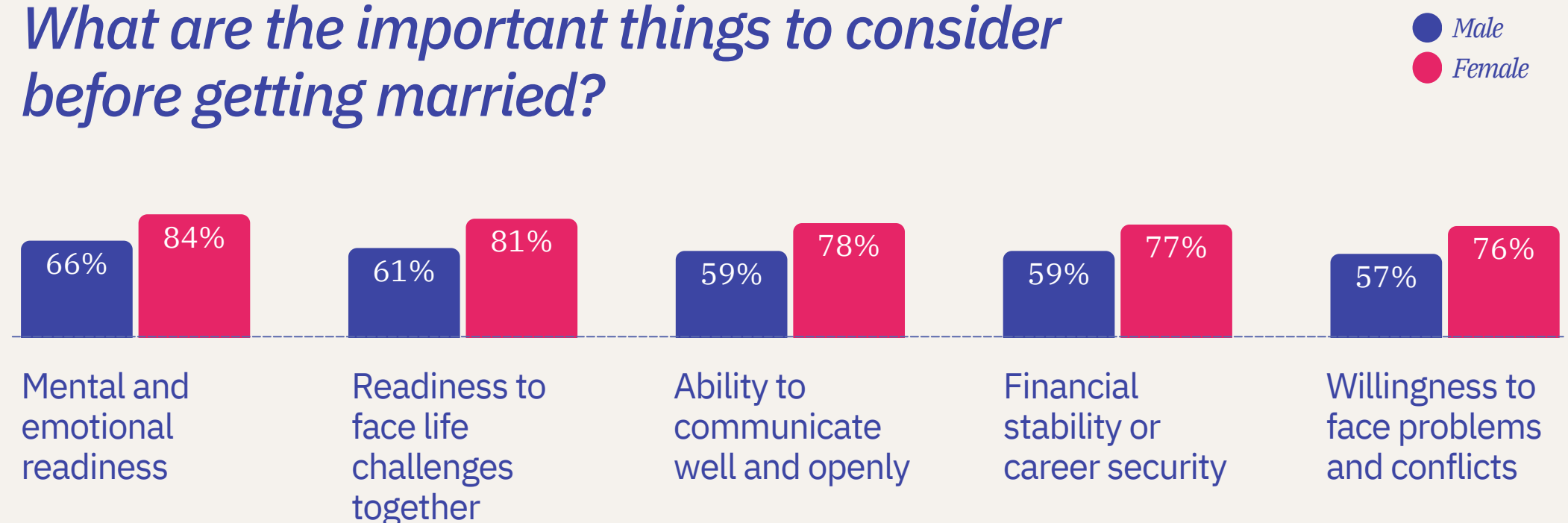
Before proceeding to marriage, **the majority of Gen Z consider mental and emotional readiness are important.**

Other factors include readiness to face life challenges together and the ability to communicate openly. These values are strongly prioritized by women.

What are the most important factors in a healthy relationship?



What are the important things to consider before getting married?





[02]

Consumption habits



Half of Gen Z eat fast food 1-2 times a week



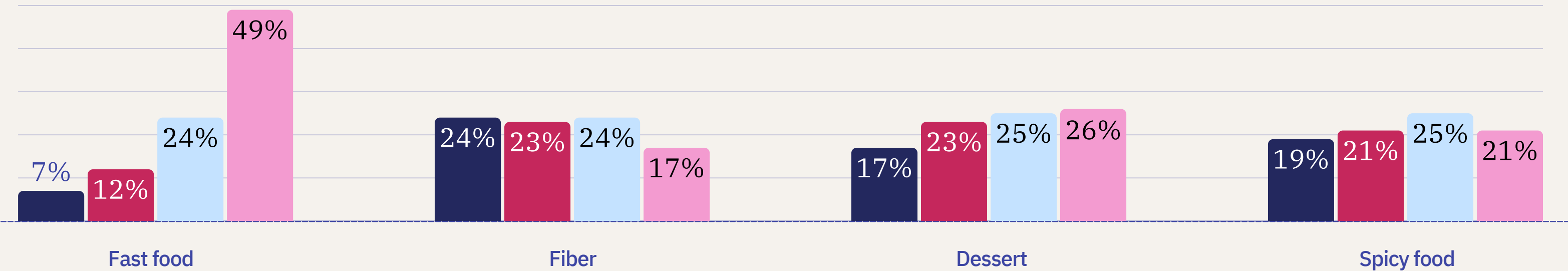
n= 1155 Gen Z

90% of respondents get
their source of
carbohydrates
from white rice



How often do you consume this type of food?

2-3 times a day Once a day 3-4 times a week 1-2 times a week



Half of Gen Z consume fast food 1-2 times a week, such as instant noodles and burgers.

The number is the highest compared to the consumption of fiber-rich, sweet, and spicy foods at the same frequency.



[05]

Finance & investment



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