



VICE MEDIA
GROUP

VICE INSIGHTS

THE
STATE OF
YOUTH

EXCERPT

VICE MEDIA GROUP
YOUTH CENSUS 2022

DEFINE THE FUTURE WITH US

It's not enough for brands to have a purpose. They must demonstrate that purpose by giving consumers the tools to create culture that reflects their shared values.

VICE Insights provides culture-led intelligence to ensure brands can participate meaningfully in youth culture, maintain relevancy and forecast where society is heading.

Our latest study *The State of Youth* takes readers into the mindsets of global youth to discuss what drives them and why clients can no longer rely on demographic markers.

We explore how shifting youth perspectives, desires and needs have manifest new expressions of culture and emerging trends across **Music, Gaming, Food, Beauty & Grooming, Fashion, Finance** and **Travel**, and identify talent to watch within each of these categories.

Click [here](#) to get in touch and to receive the full presentation or a tailored copy of our 2022 The State of Youth report.



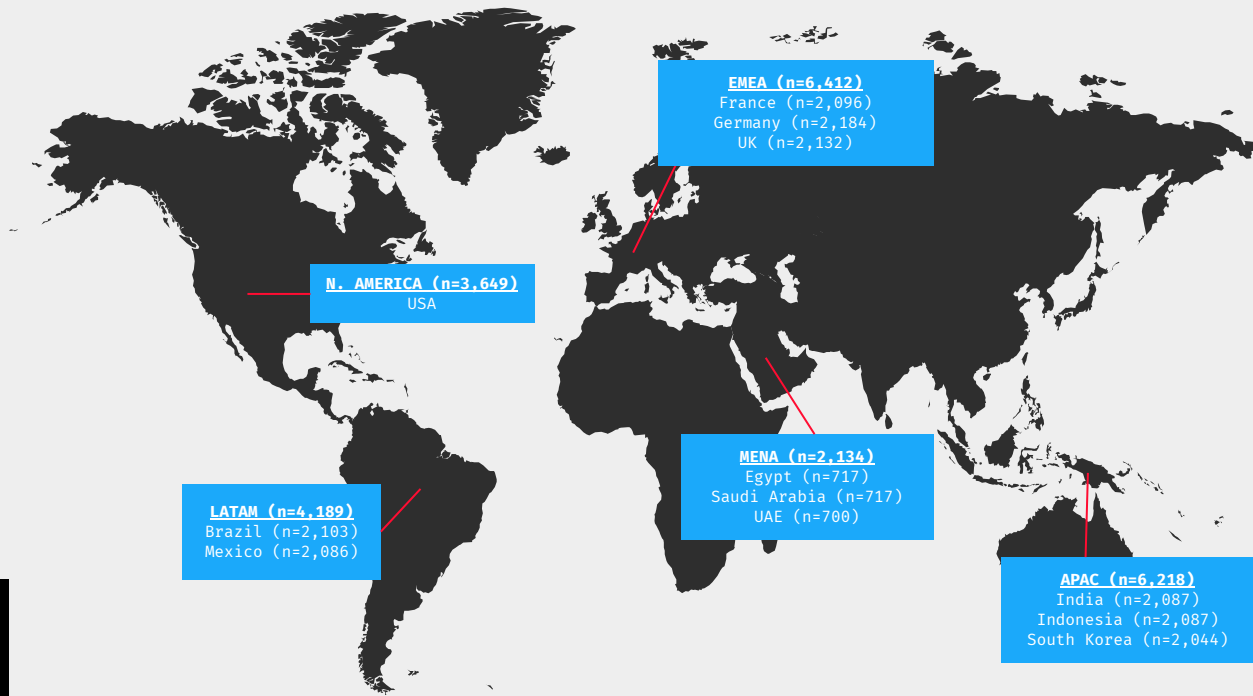
OBJECTIVE

Understand **CURRENT YOUTH MINDSETS AND BEHAVIORAL SHIFTS** TO HELP **FORECAST** *the future* OF CULTURE.

METHODOLOGY

Themes presented are informed by in-depth interviews with creatives, editors and strategists across VMG, and a global online survey conducted via VMG social channels and through a third-party research partner.

MARKETS



SAMPLE SIZE

N=22,602 ONLINE SURVEY

47% MEN

49% WOMEN

4% NON-BINARY

GENERATION

34% GEN Z (15-24)

33% YOUNG GEN Y (25-32)

33% OLD GEN Y (33-41)

LIVING SETTING

12% RURAL

25% SUBURBAN

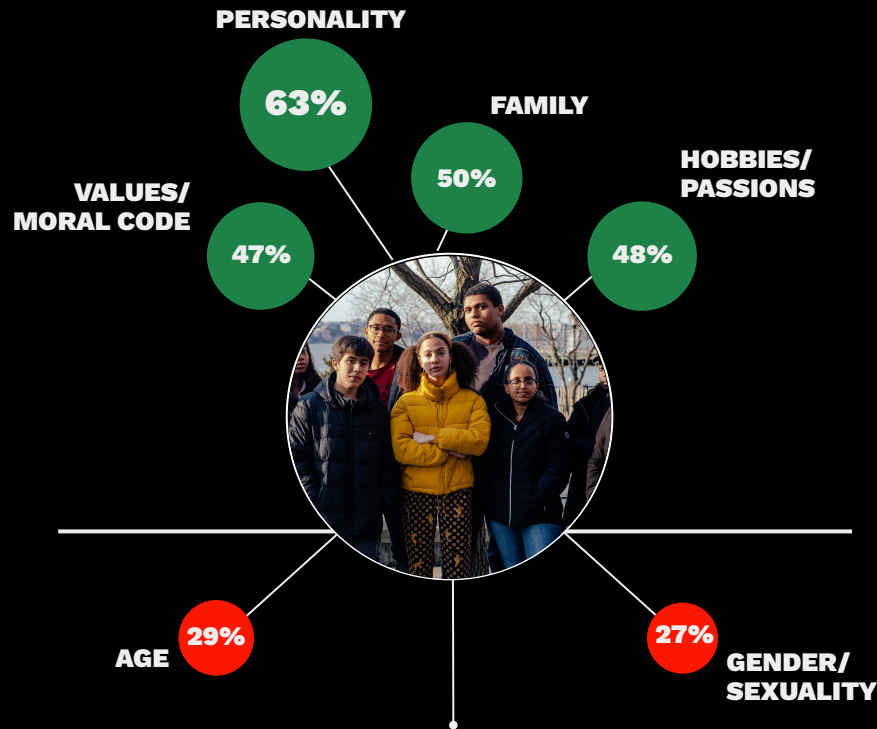
63% URBAN



WHO
WE ARE

WE CANNOT BE *DEFINED* BY DEMOGRAPHICS, BUT BY *WHO* WE ARE AND *WHAT* WE BELIEVE IN

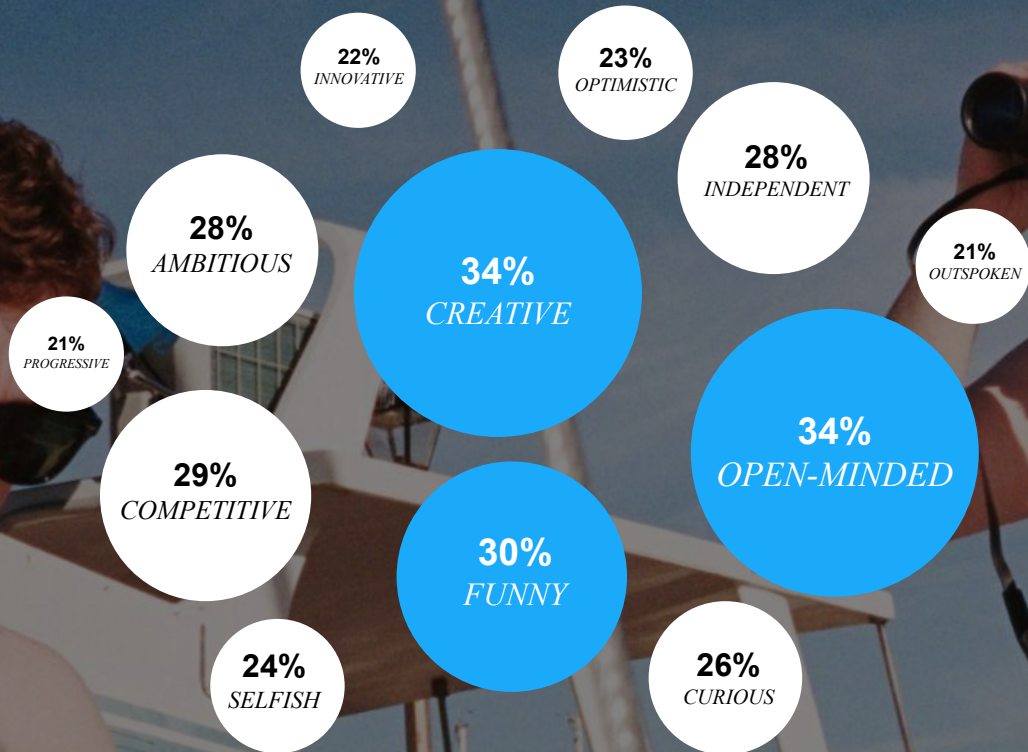
» What creates your identity?



**Traditional elements,
such as gender and age,
play much less of a role
in today's concept of
identity**

WE'RE CREATIVE AND OPEN-MINDED AT OUR *CORE*

HOW WE VIEW
OTHER
PEOPLE OUR
AGE IN OUR
*COUNTRY**



*Only data above 20% is shown

**WE
EXPRESS
OUR
IDENTITY
WITH WHAT
WE SAY AND
DO,**

**NOT
WITH
LABELS**

SOURCE: VICE Youth Census, 2022

» What do you use to express your identity?

TOP 3

67%

**MY THOUGHTS AND
OPINIONS**

49%

**MY APPEARANCE (CLOTHES,
BEAUTY/GROOMING, ETC.)**

43%

**THE PEOPLE I SURROUND
MYSELF WITH**

BOTTOM 3

21%

THE BRANDS I BUY

20%

**ARTISTS / ATHLETES /
CELEBRITIES I FOLLOW**

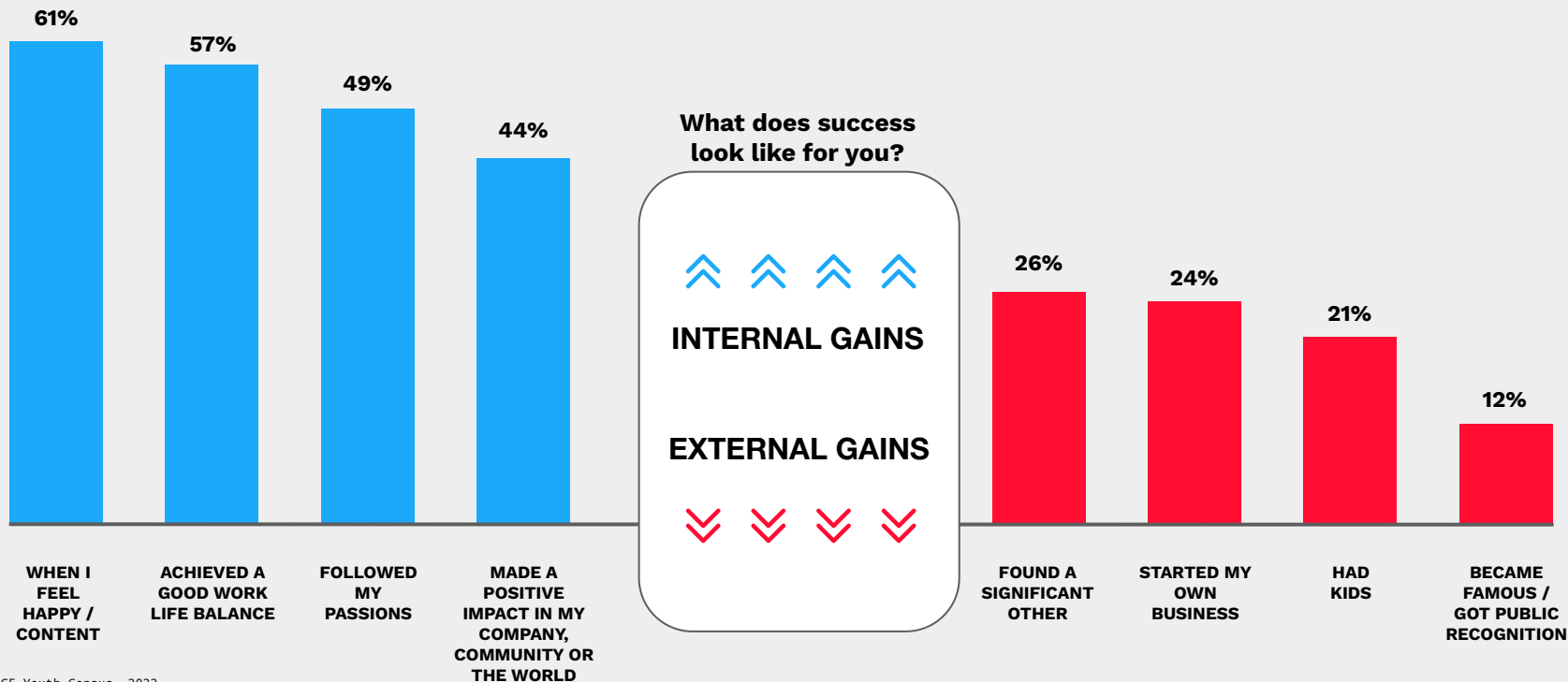
17%

**MY PERSONAL LABELS (E.G.
FEMALE, QUEER,
MULTIRACIAL, ETC.)**

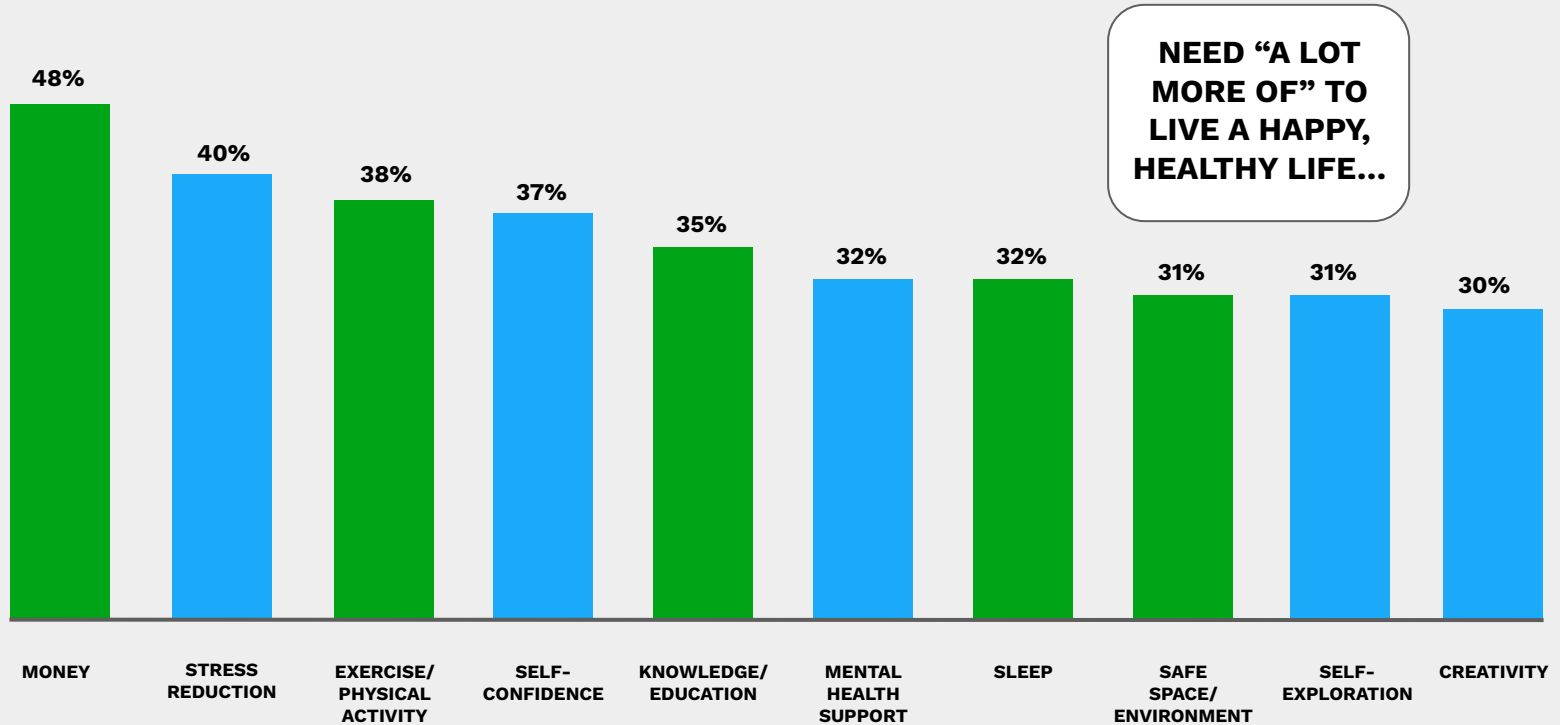
PRIVATE AND CONFIDENTIAL | 2022



OUR SUCCESS IS DETERMINED BY INTERNAL FULFILMENT, NOT EXTERNAL GAINS



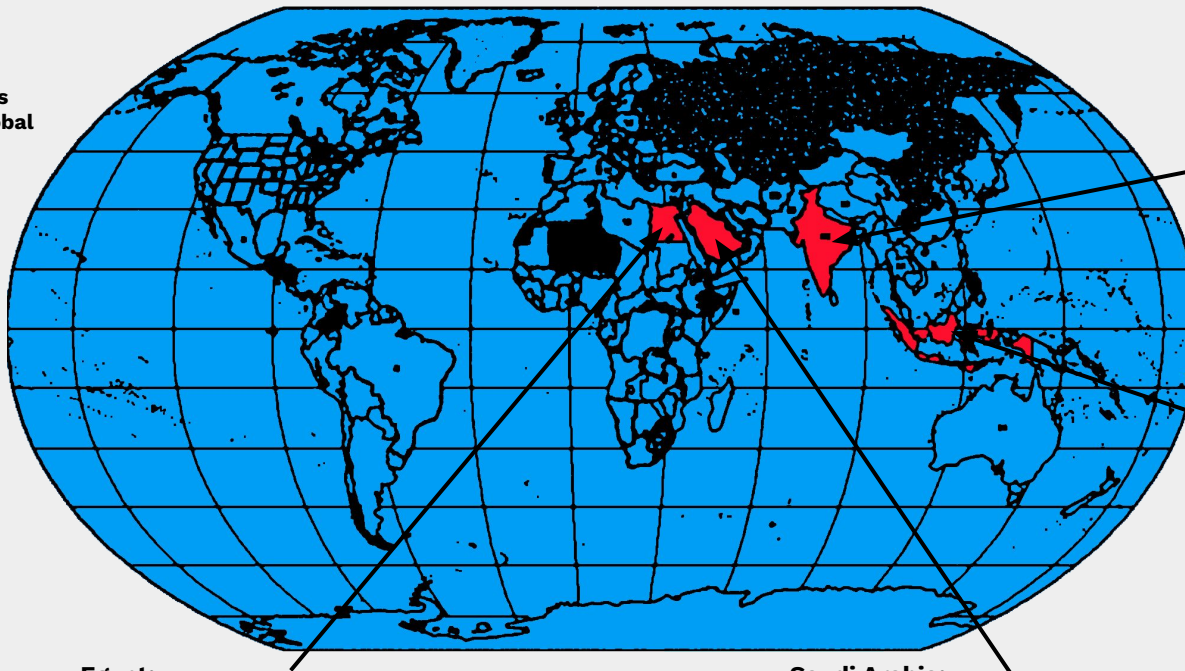
TO *LIVE* OUR BEST LIVES, WE NEED BOTH *FUNCTIONAL AND EMOTIONAL* RESOURCES



MORE *RESOURCES* ARE NEEDED TO FUEL OUR *HAPPINESS* DEPENDING ON WHERE WE LIVE IN THE WORLD

Need “a lot more of” to live a happy, healthy life...(increase from global average)

*Only data 10+ percentage points and above vs. Global average is shown



Egypt:

Humor/entertainment: +16
Community: +15
Creativity: +13

Good friend relationships: +13
Safe space/environment: +10

Saudi Arabia:

Technology: +19
Knowledge/education: +17
Creativity: +14

Humor/entertainment: +14
Good friend relationships: +13
Community: +13

India:

Knowledge/education: +17
Technology: +14
Good friend relationships: +13
Good partner relationships: +12
Self-expression: +12
Creativity: +11
Stress reduction: +10
Safe space/environment: +10

Indonesia:

Knowledge/education: +25
Creativity: +23
Technology: +23
Self-exploration: +19
Self-expression: +14
Mental health support: +13
Money: +12
Humor/entertainment: +11
Exercise: +11
Safe space/environment: +10
Self-confidence: +10



TRENDS --- WE'RE DRIVING



A SNAPSHOT OF THREE KEY TRENDS WITHIN GAMING, FOOD & TRAVEL

01 MUSIC

02 GAMING

03 FOOD

04 BEAUTY &
GROOMING

05 FASHION

06 FINANCE

07 TRAVEL

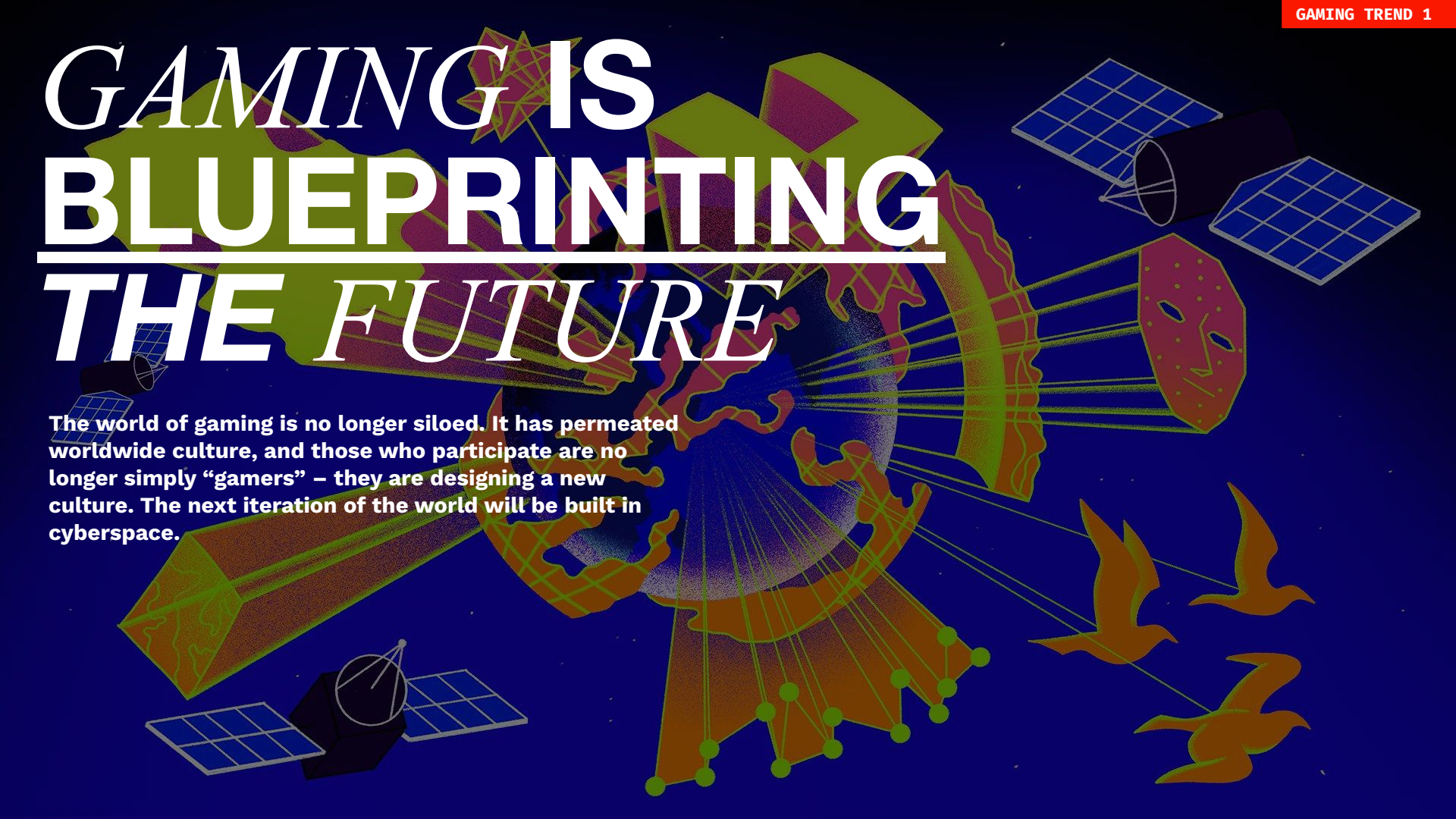




GAMING
GAMING
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GAMING
GAMING

GAMING IS BLUEPRINTING *THE FUTURE*

The world of gaming is no longer siloed. It has permeated worldwide culture, and those who participate are no longer simply “gamers” – they are designing a new culture. The next iteration of the world will be built in cyberspace.



UNBRIDLED FREEDOM IS PROMOTING *EXPERIMENTATION*

As metaverses and tech become more deliberate and intertwined, these spaces act as fertile grounds for collaborations, and gamers aren't thinking small – they're ready to tackle social and infrastructural challenges that the “real” world simply cannot.



“While many have begun using AI tools like DALL-E to generate absurdist memes and surreal fantasy illustrations, Zach Katz, the 28 year-old artist and musician behind the account, **uses the machine learning system to visualize alternate versions of American cities—ones that prioritize people instead of cars.**”

– [Artists Are Using AI To Imagine Cities Without Cars](#), Motherboard, July 2022

“It [decentralization] gives artists more control over the way they can approach their practice, to be able to create work on their own terms and benefit from more direct access to their collectors and supporters. **It also affords more artists the opportunity to find ways into an art world that has traditionally been guarded by institutions.**”

– [How Web3 is changing the art world](#), i-D, August 2022

FROM METAVERSE TO UNIVERSE

While the term “metaverse” may be a tad amorphous and Zuckerberg-ian, nothing can take away from the fact that gaming has underpinned advancements in the worlds of tech and science, such as improving cognitive and motor functions in aging adults and as training tools for young surgeons.

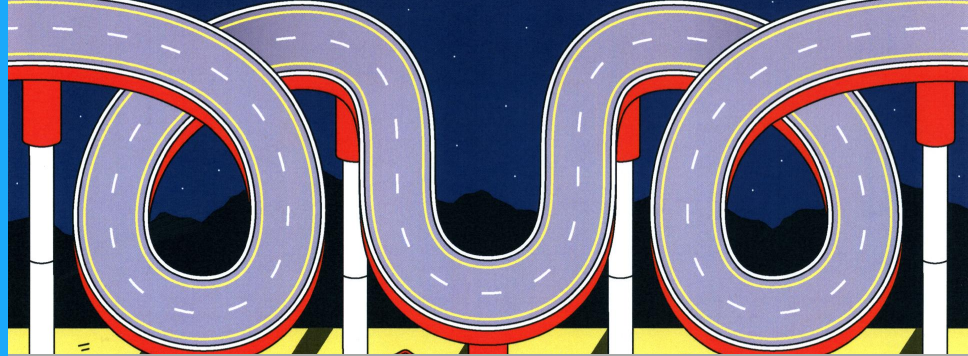
As Web3, AI and the Metaverse(s) continue to creep into daily life, young people are keen to understand the true impact of big tech.

65%

▶▶ 57% 2018

**Are interested in how
technology impacts their
lives today and in the
future**

SOURCE: VICE Youth Census, 2022 & 2018



“We chose Pong due to its simplicity and familiarity, but, also, it was one of the first games used in machine learning, so we wanted to recognize that.”

**Scientists Taught Brain Cells in a Dish to Play Video Games and It's
Pretty Wild, Motherboard, October 2022**



“This idea fell out of childish enthusiasm,’ he added. ‘It wasn’t because I wanted to write a paper. It wasn’t because I wanted to take over the world with thermal camouflage. It was because we saw something cool and were like ‘I wonder what a cloak would look like.’”

**Wild Thermal Camouflage Jacket Could Be Key Part of an Invisibility
Cloak, Motherboard, September 2022**

TACKLING REAL THINGS IN *FAKE* WORLDS

The mainstreaming of video games has led to acceptance of fantasy and virtual worlds as conduits of real emotions. Games embrace difficult topics like climate change and death, yielding allegories for life.

These spaces can also act as catalysts for introspection, helping young people explore concepts of identity, self-confidence and self-expression.

50%

Of gamers get totally immersed in the video game experience

▶ 43% 2018

SOURCE: VICE Youth Census, 2022 & 2018

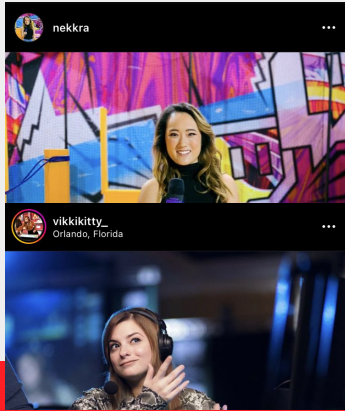


“The absence of this kind of national gaslighting in the Lands Between has been extremely cathartic. Being in a place where things were so unquestionably wrong helped me understand why I’ve felt so on edge when everything is supposedly getting better. [...] We may not be able to implement the structural changes needed to make our spaces safe for all, but we can learn to integrate precautions into our lives so that high-risk people can stay connected and engaged. **We can work, shop, and live in ways that communicate no one is expendable, whatever the dominant narrative may be.**”

In ‘Elden Ring’ I Don’t Have to Pretend Everything Is OK, Waypoint, April 2022

TALENT TO WATCH

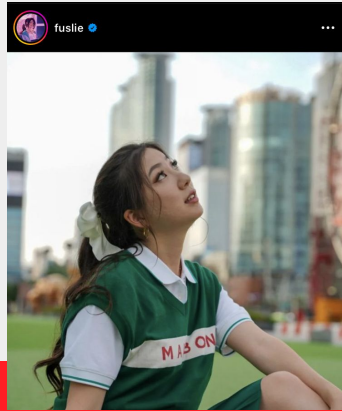
G
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@vikkikitty_ / @nekkra (Instagram)

VIKKIKITTY & NEKKRA

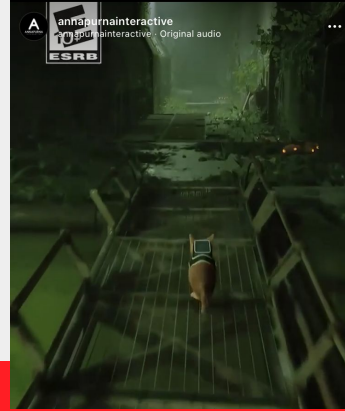
In June 2022, Victoria “VikkiKitty” Perez and Rosemary “Nekkra” Kelley made history as Overwatch League’s first ever all-women commentator team. In the male-dominated world of esports, commentating has become an avenue for women to make actual headway, as they strive to take a much deserved seat at the table.



@fuslie (Instagram)

FUSLIE

Best known for her Grand Theft Auto V roleplay as April Fooze, Leslie Fu has shown how far immersion can take you in today’s creator landscape. She boasts 1.2 million followers on Twitch and commands an audience that can fill an NBA arena.



@annapurnainteractive (Instagram)

BLUETWELVE STUDIO

Developers of *Stray*, perhaps the hottest indie title of 2022. Succeeding without reinventing the wheel, *Stray* places gamers in the POV of a stray cat in a world surrounded by robots, and dives headfirst into the type of humanity that is pulling in new gamers.



@midjourney.gallery (Instagram)

NAO_U

Young programmers like Nao_u are part of the next class of devs to use AI generated art as the basis of game design. *Shoon*, their side-scrolling shooter, is one of the first games made entirely with art created by an AI system (Midjourney), which generates images from text prompts written by users.

FOOD
FOOD
FOOD
FOOD
FOOD
FOOD
FOOD
FOOD
FOOD
FOOD

CULINARY *EXPLORATION* IN SEARCH OF MEANING OVER *SOCIAL CURRENCY*

51%

Use food as a way to connect
with other people and
cultures

When it comes to eating out, young diners are searching for a sense of meaning and purpose in their meals. Gone are the days of standing in line for the latest Instagram-worthy novelty mashup. Now choosing where to eat is part of their personal aesthetic and how they want to communicate their values to the world.

Young people are drawn to spaces that offer a deeper connection to the food they are eating and those that they are sharing their meal with.

A REVOLUTION OF *CULTURAL* HERITAGE

Today's young chefs are reshaping the restaurant industry. They are changing up established practices by telling the stories of their own multicultural experiences through unexpected dishes that are as diverse as their own backgrounds.



“We don’t know the word ‘vegan’ in [Iraqi] culture, but I was practicing veganism before I knew such a word. The idea developed that I need to bring our healthy, plant-based cuisine to the forefront.”

- **The Country She Knew Had Gone, So She Recaptured It Through Food**, VICE, February 2021



“When [Jeffrey Fann and Howie Jeon] took a trip to Taiwan...they took note of how night market stalls offered food adapted from around the world alongside traditional street eats. ‘It gave me a lot of confidence that we could put our own spin on things and not be on the wrong side of the culture,’ Fann said.”

- **In New York, Taiwanese Chefs Are Attempting To Define Their Cuisine**, VICE, May 2022



Chef Katsuya Fukushima, chef and owner of Tonari in Washington, DC, makes a Detroit-style pizza with a Japanese Twist. “A chewy, fermented Detroit-style crust is showered in cheese, topped with a luxuriously smooth corn sauce, and finished with a slightly spicy, savory mentaiko cream in this innovative Wafu pizza recipe.”

- **Detroit-Style Pizza with a Japanese Twist** VICE, June 2022

THE RISE OF THE SUPPER *CLUB*

These destinations provide a unique sense of connectivity that satisfies the deeper experiences that young people are craving in their dining experiences.



TURK'S INN (BROOKLYN)

This establishment revives an old-school Midwestern US supper club. It offers a performance space to connect with and discover new artists and dining spaces to taste dishes passed down from ancestors of the original space.



ANDSOFORTH (SINGAPORE)

This immersive dining experience allows diners to travel the world together without leaving Singapore. Diners experience the various cultures cuisines of the countries they are 'visiting.'



OOM SUPPER CLUB (LONDON)

OOM – which stands for Out of Many – runs regular immersive dining experiences, serving plant-based Caribbean food. It's mission is to promote ethical ways of eating while reminding people that in-person interactions are sacred.

TALENT TO WATCH

F O O D



@the_pastaqueen (Instagram)

NADIA CATERINA MUNNO

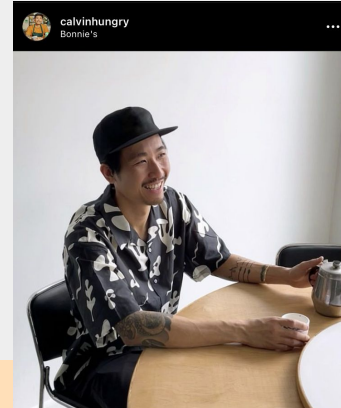
Aka “The Pasta Queen”. A TikTok sensation serving up old world Italian cuisine. In a world where home cooking has taken on an entirely different meaning, this Queen has racked up 2.5 million TikTok followers.



@alexisnikole (TikTok)

ALEXIS NIKOLE

Known as “The Black Forager”, Alexis Nikole’s TikTok account features her collecting and cooking from the literal forest floor. With 4 million followers, she uses her platform to connect viewers with African American and Indigenous food traditions that have been largely wiped from popular knowledge.



@calvinhungry (Instagram)

CALVIN ENG

Eng embodies a new generation of chefs looking to create their own spaces that allow them the freedom to make food their own way - one that doesn’t necessarily come with white tablecloth service. Instead, with his restaurant Bonnie’s it’s about reimagining the taste of the Cantonese food Eng grew up eating, and educating the masses on the different forms it can take.



@manos.amigues (Instagram)

MANOS AMIGUES

As Mexico City’s first LGBTQ soup kitchen, Manos Amigues represents the ultimate silver lining of COVID: mutual aid. Birthed as Mexico’s LGBTQ community was hit especially hard in terms of food and employment insecurity, Manos Amigues now serves 200 meals per day at 50 cents a pop and is dreaming much bigger.

TRAVEL
TRAVEL
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TRAVEL



THE CURRENCY *OF TRAVEL* IS A STORY



The opportunity to travel has lost its sense of permanence. Young people are taking advantage of any chance they have to venture out on an unforgettable journey. The goal is no longer social media clout; it's about enriching experiences that will engage for longer than a scroll.

61%

prefer to get off the beaten path and discover places that are less well-known and crowded

OPEN TO *OPULENCE*

Over the top, gaudy, destinations are experiencing a renewed energy and interest in today's travel space. After years being forced to live so minimally at home, young people are making up for a lack of indulgence by seeking out the most lavish and opulent places they can find – letting loose, and embracing sensory overload to maximize the chance they leave with a story to bring home.



“Over the five days I recently spent [in Las Vegas], God knows I wasn't always seeing things clearly, given the mind-bending, dice-hurling, martini-slugging barrage that was my trip. But I quickly found that the best approach was exactly that kind of freewheeling one. **So I surrendered to the city and bopped along on a new frequency, one attuned closely to the trashily divine heartbeat that regulates this bedazzled desert paradise.**”

- [The VICE Guide to Las Vegas Editor's Letter](#), VICE, July 2022



“As an introverted-extrovert, the pandemic's hermit social mores have been alright by me...**Lately, however, I've longed to wake up far, far away from my own apartment in a giant clam. Or crack mine eyes in a plastic spaceship, or under a disco ball in a themed hotel in California...** I want to sink my little goblin toenails into all the shag carpet, across the United States, and I want you to come with me.”

- [An Ode to Kitschy Theme Hotels](#), VICE, March 2022

SEEKING *LIFE CHANGING* ESCAPADES THAT BORDER ON THE EXTREME

Traveling isn't just about getting to a new place, it's about finding that *good* kind of uncomfortable. Experiencing challenging moments can lead to a sense of fulfillment that isn't for sale.



“To gain entry to otherwise inaccessible areas, urbexers often jump through many hoops. Sometimes, quite literally, by jumping over fences, locked gates and even barbed wires. [...] Other times, they either try to befriend or negotiate with these guards, **which also allows them to learn more about the history of the place, and hear stories of what the guards have seen.”**

[What It's Like to Explore Secret, Abandoned Places in India](#)
VICE, April 2022



“Train-hopping gives you the feeling that you are doing something unique that almost nobody knows about. [...] It really gives you another perspective: You find yourself in such extreme conditions that when you face difficult situations in life, **you think back to those moments and it gives you strength.**” - Belgian photographer GifGas

[How to Travel Around Europe for Free by Train-Hopping](#)
VICE, January 2022

TALENT TO WATCH

With the world now largely open for business, there are brand new travel niches to fill and old ways to redefine. Keep your eyes peeled for a whole new generation of influencers.



T
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SOLO TRAVELERS



@hey_ciara (Instagram)

CIARA JOHNSON

Quit her corporate HR job to travel full time and document the dos and don'ts of solo adventures as a 20-something woman.

VAN LIFERS



@abigailmartin (Instagram)

ABIGAIL MARTIN

#Vanlife binges in high school led this creator down an alternative path as soon as she graduated. Now 22, she's ditching the van and heading to Europe to take on a whole new world of travel.

DO IT ALLers



@drew_binsky (Instagram)

DREW BINSKY

In late 2021 this YouTuber visited his 197th and final country. Now equipped with a mountain of travel knowledge, he has an app (JUST GO) and is launching meetups worldwide.



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