



The Citizen Connections Report **2024**



Hi, we're Citizen. We're a modern PR agency built to help partners architect impact through conversations with their most important audiences. For the 2nd annual Citizen Connections Report we surveyed 4000+ people across North America & Europe to understand how they want to connect today - with themselves, others and brands.

Turns out, people feel less connected than they did last year. The good news is that brands can help. We can show you how.

The 'Third Place' has the power to close social connection gaps across generations.

Wait. What's a Third Place again? A physical space where a person spends time when not at home (the first place) or at work/school (the second place). It's a place of belonging and ease; where you can relax in public, meet old friends and make new ones.



The need for a Third Place is more urgent than ever.



Our second place (work) has eroded - over 50% of global companies have shut down offices space creating a greater need of places to gather and form bonds IRL.



Third Places we used to frequent - movie theaters, malls, bars, public parks - are steadily declining.



It's the younger generations who see the most value in Third Places; 85% Gen Z and Millennials would give up social media, eating out, sex and more to save their Third Place.

What consumers want in a Third Place today has changed.

65% struggle to find a Third Place that's right for them.

74% say there's something missing in their Third Place - food & drink was identified as the #1 thing missing.



Women, traditionally seen as natural social connectors, want a Third Place to escape responsibility - it's men who seek belonging and meeting new people from Third Places.

The increased popularity of dining with strangers, brand-sponsored run clubs and the shift of online communities to real life gatherings are a clear indication that audiences are seeking and ready for more meaningful social connection.



Brands Can Help.



Brands have the opportunity to create, enhance or re-imagine Third Places that authentically bridge today's social connection deficit while organically catering to their audiences.



Thinking beyond a physical pop-up and keeping the consumer's need for social connection at the forefront can help brands stand out without compromising the bottom line.

Let's Connect.



Scan this QR code to download the full report & reach out to us at marketing@citizenrelations.com to learn more.

