



# 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](mailto:marketing@citizenrelations.com) to learn more.

