



Friday 4<sup>th</sup> January 2008

## **ALL CHANGE FOR PEOPLE IN THEIR 'SPENTIES'**

### **Under pressure young Brits plan major lifestyle changes for 2008**

Over seven million\* Brits in their twenties admit they are deeply unhappy with their lives and under intense pressure to succeed in jobs, finances and relationships, according to new research by Gumtree.com out today.

As a result, Brits in their twenties – dubbed the 'spenties' because they feel financially and emotionally 'spent' – are planning dramatic lifestyle changes in 2008, including:

- A new job (37%)
- A complete career change (21%)
- Going travelling (18%)
- Moving house (36%)

Half a million young Brits in their twenties are planning to leave the UK and emigrate abroad, which could represent a real drain on the British workforce.

The research by Gumtree.com has highlighted a generation of disillusioned and dissatisfied young twenty-something Brits who are coping with financial and career pressures while dealing with traditional expectations around marriage and kids. While two in five (40%) are worried about their finances and don't think they earn enough, a third (31.9%) feel pressured to get married and have children by the time they hit 30.

Damian Barr, author of 'Get it Together: A Guide to Surviving Your Quarter-Life Crisis' believes today's twenty-somethings are under more pressure than

previous generations: “Not only do today’s twenty-somethings face serious financial pressures such as student debt, high career expectations and a property market that’s out of their reach, they are also having to cope with society’s traditional expectations around finding a partner and having children.

“Part of this is to do with what their parents achieved – the generation of baby-boomers who have had it all and are now about to enter prosperous retirement. Their kids are now trying to live up to their parents’ success, but the reality is that today’s twenty-somethings are dealing with a socio-economic environment that’s very different to when their parents were young and things aren’t as easy anymore.”

Luis, 24, from London, says: “When I left university, I moved straight to London and I suddenly found myself under huge pressure to find a job and sort my student debt while living in one of the most expensive cities in the world. I took the first job that was offered to me and felt really unhappy, while I was struggling to pay the rent and getting a lot of grief from my parents. I’ve since changed jobs and feel a lot happier, but still deal with various pressures on a daily basis and have considered leaving the country altogether for a new, less stressful life elsewhere.”

Psychologist Gladeana McMahon comments: “What we’re seeing is a vicious circle, whereby feelings of inadequacy and disillusionment because of career and financial pressures are affecting other areas of their lives such as relationships. While making dramatic changes to lifestyle are one way of coping, today’s twenty-somethings also need to learn to reassess their lives and not be so hard on themselves.”

Sophy Silver, spokesperson for Gumtree.com, comments: “We have seen a huge increase in people in their twenties using the Gumtree website to deal with ‘spenties’ pressures, whether it’s looking for new jobs, searching for ‘travel buddies’, selling off their possessions to make extra cash or simply using the forums to share their worries with others in the same situation. Hopefully they can use the site to help relieve some of the pressures and

make really positive changes to their lives.”

For more information or case studies please contact the Gumtree press office at Lexis Public Relations on 020 7908 6589 or email [gumtree@lexispr.com](mailto:gumtree@lexispr.com)

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### **Notes to Editor**

- Research carried out among 1082, adults aged 18-30 by Tickbox, December 2007

\*Population figures sourced from The Office of National Statistics: 8,635,100 people aged between 20-30

### **About Gumtree.com**

- Gumtree.com was created in London in March 2000 and now covers 60 cities across 6 countries - the UK, and US Ireland, Poland, Australia, New Zealand and South Africa
- It is the UK's biggest website for local community classifieds including flat share, flat rentals and jobs
- Some Fast Facts
  - 20,000 new ads in a day
  - 100,000 new ads in a week
  - Half a million new ads in a month
  - One million ads live on the site at any one time
  - 150 million page impressions every month
  - Around 6 million visitors a month
  - Gumtree.com users spend 5,360,000 minutes on the website each month
- Gumtree is your local community online. Home to all the things you'd expect from your local community; a place to find and advertise rooms, flats and houses, a notice board for selling and buying stuff, somewhere to find job or a date even just to chat with friends