























Generation M - Muslims between the ages of 15-35 - are leading consumer trends. Generation M is educated, tech-savvv, worldly and, most importantly, faith conscious. For them, a modern way of life and their principles of faith go hand in hand. It is their reluctance to abandon or compromise neither of these values that differentiates Generation M from the broader millennial population.



In a survey of 1,000 British Muslims, **34%** of respondents highlighted the ability to practice their religion as one of the most important factors when considering a job or career. The only factors that scored higher were good pay **(62%)** and good work/life balance **(58%)**.

## mend

MEND, Bow Business Centre 153-159 Bow Road, London E3 2SE T: 020 8980 4591 | E: info@mend.org.uk

