



GENZ

*Brands,  
News  
& Gen Z*





# Methodology

## RESPONDENT MAKEUP

### PHASE 1: QUALITATIVE EXPLORATION

Global community: 3-day online community, a mix of written, video and creative tasks, 18 Gen Z respondents

6 markets: Germany, Mexico, India, Nigeria, Singapore and USA

### PHASE 2: QUANTITATIVE SURVEY

10-minute survey, 12 markets: 1338 Gen Z respondents, 747 Millennial / Gen X respondents

GENDER	Gen Z	Millennials+
Male	49%	59%
Female	51%	41%

AGE	Gen Z	Millennials+
18-24	100%	N/A
25-34	N/A	39%
35-54	N/A	61%

### PHASE 3: BBC'S SCIENCE OF ENGAGEMENT STUDY

BBC Science of Engagement biometric and subconscious measurements.

Sample size of n=4674 ages 18-24 and n=3779 ages 25+ population.

14 markets: Argentina, Australia, Brazil, Canada, France, Germany, Italy, India, Mexico, Netherlands, Singapore, South Africa, Spain and United States.

Mentions of Millennials+ in this report includes respondents ages 25-54

## COUNTRIES IN QUANTITATIVE STUDY



12 markets: USA, Canada, Australia, Singapore, India, South Africa, France, Germany, Netherlands, Mexico, Nigeria, China



# *what makes* **Gen Z** *different?*

- 1** Different set of aspirations
- 2** Emotionally engaged
- 3** Driven
- 4** Success = authenticity
- 5** Authenticity = honesty, originality, trust, facts & quality





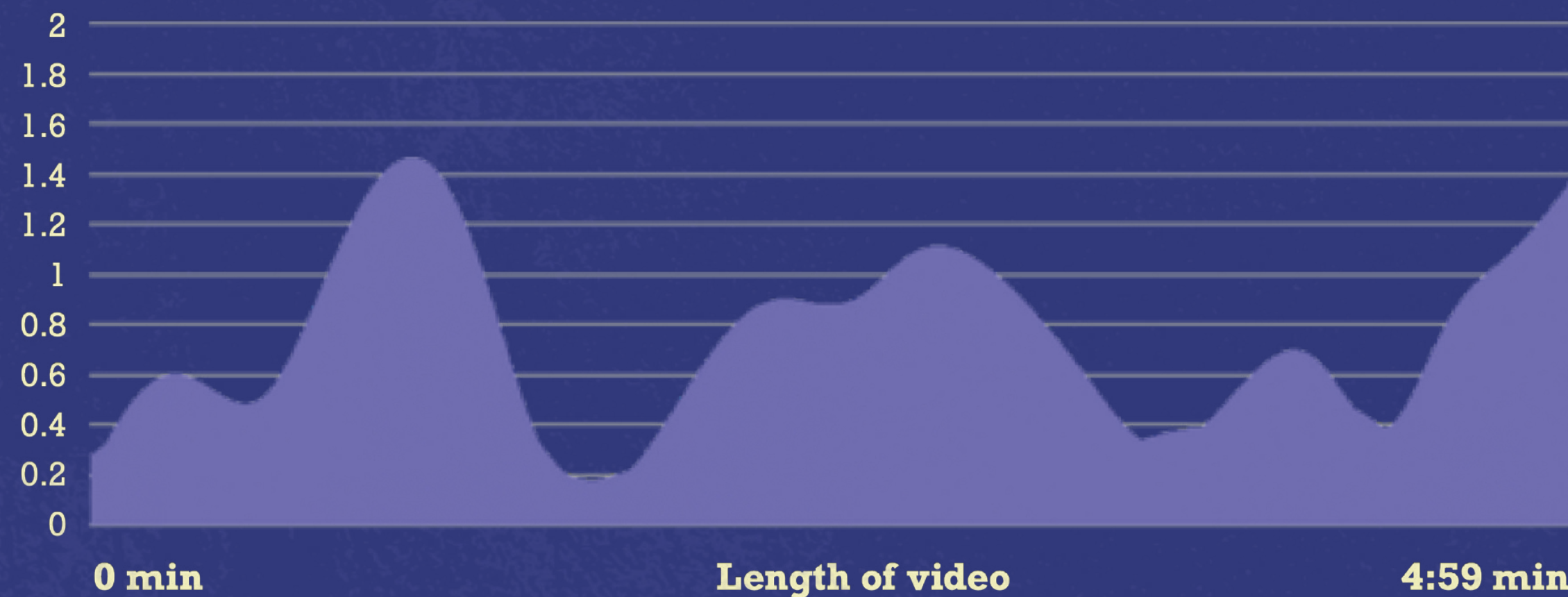
# Deeper

## emotional engagement

### SCIENCE OF ENGAGEMENT CONTENT TESTING

#### *Hyundai – Journey to Ithaca*

##### **Gen Z**



##### **Millennials+**



Source: BBC Gen Z Thought-leadership Study “Brands, News & Gen Z,” April 2022. Sample size of n=2,104 across Gen Z and Millennial+ generations in USA, Canada, Australia, Singapore, India, South Africa, France, Germany, Netherlands, Mexico, Nigeria, China. BBC Science of Engagement biometric and subconscious measurements. Sample size of n=4674 ages 18-24 and n=3779 ages 25+ population, across Argentina, Australia, Brazil, Canada, France, Germany, Italy, India, Mexico, Netherlands, Singapore, South Africa, Spain and United States.



when a  
brand is more  
*authentic*

I am more  
likely to...



C3. (Top 2 agree %) To what extent do you agree or disagree with the following statements? When a brand is authentic, I am more likely to...Base: Gen Z (1338)

**...trust its quality**

**72%**

**...buy their products  
and services again**

**71%**

**...talk about that brand  
in a positive way**

**71%**

**...pay more for their  
products and services**

**54%**

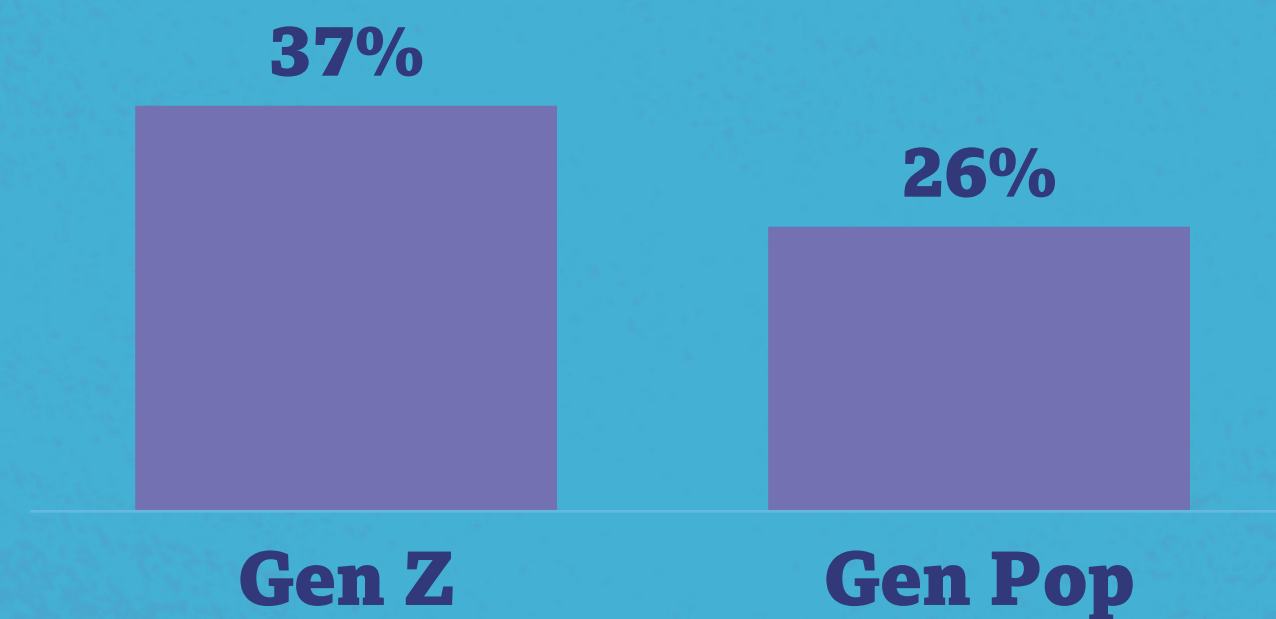


**Gen Z**

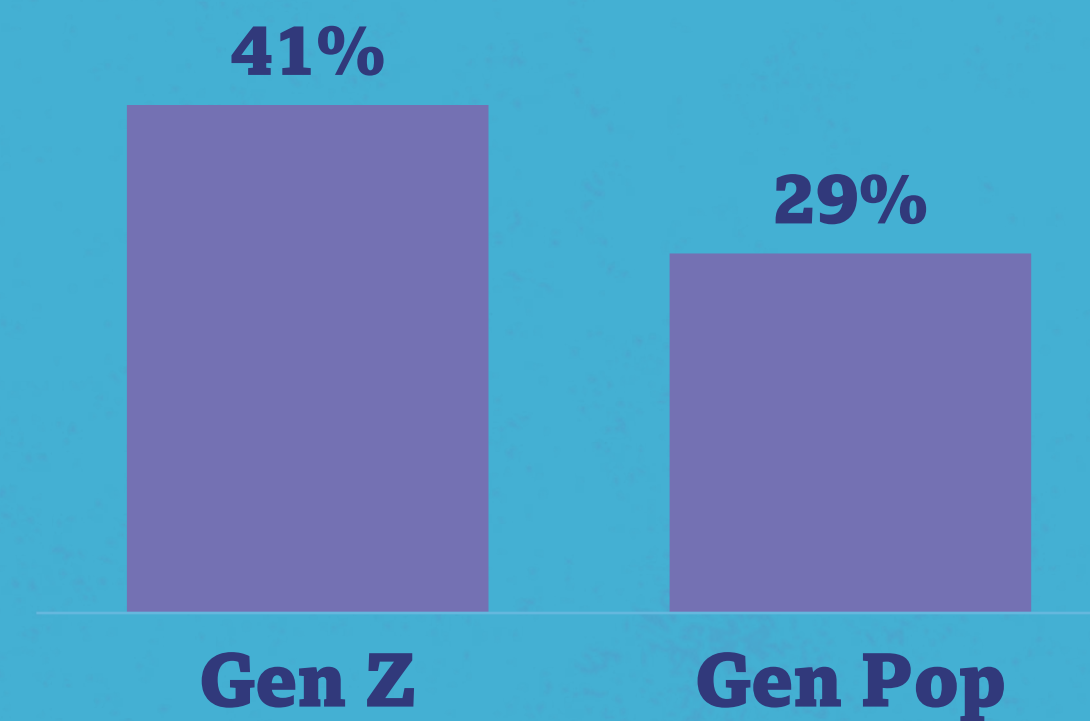
*outperformed*

**on brand metrics when  
emotionally engaged.**

**BRAND  
ASSOCIATION  
UPLIFT**



**BRAND  
FAVOURABILITY  
UPLIFT**



Source: BBC Gen Z Science of Engagement study, April 2022. Gen pop refers to benchmark data for the general population between 2020-2022



# What does this mean for *media?*

PERCEIVED  
AUTHENTICITY

% who rated 7-10 on 10-point scale



% who rated 7-10 on 10-point scale

PERCEIVED  
TRUSTWORTHINESS

