

Which of the following words or phrases would you use to describe yourself / do you think best describes 16-22 year olds today? Please choose up to 3 of the below.

Table: 1

Base: All Participants

FINAL PUBLIC USE  
Banner 1 (Summary)

Overall formulae used

Column Proportions (N) A/B/C/D/E/F Minimum Base 30\*(N) Small Base 10\*(N)

	Total	Sample			Generation			
		16-22	23+		Gen Z	Gen Y	Gen X	Baby Boomers
		Sample	Sample	%	%	%	%	%
Unweighted Base	3007	1003	2004	1003	660	667	677	
Base	3007	1003	2004	1003	666	666	672	
Self-conscious	687	216	471	216	158	166	147	
	23%	22%	23%	22%	24%	25%	22%	
Lazy	604	110	495	110	150	190	155	
	20%	11%	25%	11%	23%	29%	23%	
			A		C	DEF	C	
Confident	588	177	411	177	119	133	159	
	20%	18%	21%	18%	18%	20%	18%	
							CD	
Anxious	579	183	396	183	123	127	146	
	19%	18%	20%	18%	18%	19%	22%	
Selfish	566	29	537	29	159	180	198	
	19%	3%	27%	3%	24%	27%	29%	
			A		C	C	CD	
Hard-working	522	384	139	384	53	39	47	
	17%	38%	7%	38%	8%	6%	7%	
			B		DEF			
Independent	516	245	271	245	79	95	97	
	17%	24%	14%	24%	12%	14%	14%	
			B		DEF			
Carefree	486	71	414	71	141	138	135	
	16%	7%	21%	7%	21%	21%	20%	
			A		C	C	C	
Creative	480	278	202	278	87	52	62	
	16%	28%	10%	28%	13%	8%	9%	
			B		DEF	EF		
Adventurous	476	162	314	162	118	88	108	
	16%	16%	16%	16%	18%	13%	16%	
					E			
Ambitious	449	187	262	187	77	72	103	
	15%	20%	13%	20%	12%	11%	15%	
			B		DEF		E	
Clever	325	218	107	218	35	36	36	
	11%	22%	5%	22%	5%	5%	5%	
			B		DEF			
Angry	254	26	228	26	66	78	84	
	8%	3%	11%	3%	10%	12%	12%	
			A		C	C	C	
Lonely	238	106	132	106	47	42	43	
	8%	11%	7%	11%	7%	6%	6%	
			B		DEF			
Risky	232	43	189	43	71	68	51	
	8%	4%	9%	4%	11%	10%	8%	
			A		C	C	C	
Generous	231	194	37	194	11	13	12	
	8%	19%	2%	19%	2%	2%	2%	
			B		DEF			
Stupid	212	25	187	25	79	62	45	
	7%	3%	9%	3%	12%	9%	7%	
			A		CF	C	C	
Entrepreneurial	134	39	95	39	46	25	24	
	4%	4%	5%	4%	7%	4%	4%	
			B		DEF			
Other (please specify)	102	15	87	15	22	31	34	
	3%	1%	4%	1%	3%	5%	5%	
			A		C	C	C	
NET: Positive	4206	1965	2241	1965	767	691	784	
	140%	196%	112%	136%	115%	104%	117%	
NET: Negative	3140	695	2445	695	782	846	818	
	104%	69%	122%	69%	117%	127%	122%	
None of these / Don't know	187	30	156	30	55	55	46	
	6%	3%	8%	3%	8%	8%	7%	
			A		C	C	C	

17-066641-01  
 Which of the following words or phrases would you use to describe yourself / do you think best describes 16-22 year olds today? Please choose up to 3 of the below.

Table 2

Base: All Participants

FINAL PUBLIC USE  
 Banner 2. 16-22 Sample

Overseas formula used  
 Column headers: 100% AB, CD, EF, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z. Minimum Base: 300 (1) Small Base: 100 (2)

	Gender			Age Range		Region			Social Grade		Employment		Ethnicity		Gen Z vs Gen Y		Political Involvement		Brexit Vote (actual)		
	Base	Male	Female	16-18	19-22	North	South	London	ABC1	CD2E	Employed	Unemplo	White	BAME	Better life than Gen Y	Worse life than Gen Y	Very/Fairly Interested	Very/Fairly Active	Leave	Remain	Didn't vote
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Unweighted Base	1003	511	492	387	616	499	340	164	503	500	400	603	845	133	255	414	564	282	185	394	424
Base	1003	512	491	389	614	491	374	138	501	502	393	610	853	127	253	413	555	270	183	388	432
Hard working	384	183	201	147	236	179	153	51	101	152	170	213	330	45	101	157	210	105	77	154	153
	38%	36%	41%	38%	38%	36%	41%	37%	38%	38%	43%	35%	39%	35%	40%	38%	38%	39%	42%	40%	35%
Creative	278	125	153	102	176	132	103	64	137	141	147	162	252	21	71	112	163	72	42	119	117
	28%	24%	31%	26%	29%	27%	27%	32%	27%	28%	30%	27%	30%	16%	28%	27%	29%	27%	23%	31%	27%
Independent	245	120	125	85	160	118	88	38	118	127	106	139	210	31	60	102	144	65	36	109	100
	24%	23%	25%	22%	26%	24%	24%	27%	23%	25%	27%	23%	25%	24%	24%	25%	26%	24%	20%	28%	23%
Clever	318	169	169	87	131	109	81	28	124	94	85	133	192	22	53	86	126	65	34	90	83
	22%	21%	22%	22%	21%	22%	22%	20%	25%	19%	22%	22%	23%	17%	21%	23%	23%	24%	19%	21%	22%
Self-conscious	216	86	130	102	114	110	83	24	96	120	65	151	187	26	33	103	106	34	37	68	111
	22%	17%	27%	26%	18%	22%	22%	17%	19%	24%	16%	25%	22%	21%	13%	25%	19%	13%	20%	18%	26%
Ambitious	107	54	103	81	116	98	68	31	111	86	78	119	169	28	59	75	125	59	39	74	85
	20%	18%	21%	21%	19%	20%	18%	23%	22%	17%	20%	19%	20%	22%	23%	18%	22%	22%	21%	19%	20%
Generous	194	89	105	69	125	101	74	19	103	91	82	112	167	22	51	78	113	63	44	78	72
	19%	17%	21%	18%	20%	21%	20%	14%	20%	18%	21%	18%	20%	19%	20%	19%	20%	23%	24%	20%	17%
Anxious	183	66	117	65	118	107	65	11	99	85	44	140	160	21	31	96	106	40	26	75	83
	18%	13%	24%	17%	19%	22%	17%	8%	20%	17%	11%	23%	19%	17%	12%	23%	19%	18%	14%	19%	19%
Confident	177	108	69	81	96	77	71	30	99	78	88	89	158	17	54	55	110	60	38	62	77
	18%	21%	14%	21%	16%	16%	19%	21%	20%	16%	22%	15%	19%	14%	21%	13%	20%	22%	21%	16%	18%
Adventurous	162	86	77	65	98	70	70	22	90	72	68	94	136	24	51	66	95	50	27	70	65
	16%	17%	16%	17%	16%	14%	19%	16%	18%	14%	17%	15%	16%	19%	20%	16%	17%	18%	15%	18%	15%
Lazy	110	57	53	44	65	61	33	15	44	66	35	75	84	24	22	50	52	21	11	42	57
	11%	11%	11%	11%	11%	12%	9%	11%	9%	13%	9%	12%	10%	10%	8%	12%	9%	8%	6%	11%	13%
Lonely	106	45	61	38	68	56	40	10	52	54	38	68	88	15	19	56	59	25	18	47	41
	11%	9%	12%	10%	11%	11%	11%	7%	10%	11%	10%	11%	10%	12%	8%	13%	11%	9%	10%	12%	9%
Carefree	71	48	23	35	36	37	23	12	36	35	28	43	62	9	12	34	36	12	14	25	33
	7%	9%	5%	9%	6%	6%	6%	9%	7%	7%	7%	7%	7%	7%	5%	8%	6%	4%	8%	6%	8%
Risky	43	31	12	17	26	19	17	8	25	18	21	22	35	4	19	14	24	12	11	18	13
	4%	6%	2%	4%	4%	4%	4%	4%	5%	5%	4%	5%	4%	4%	3%	7%	3%	4%	5%	6%	3%
Entrepreneurial	39	30	9	13	26	19	11	8	20	19	20	19	12	7	17	11	20	14	13	20	6
	4%	6%	2%	3%	4%	4%	3%	6%	4%	4%	5%	3%	4%	6%	7%	3%	4%	5%	7%	5%	1%
Selfish	29	15	14	7	22	17	7	5	14	15	13	16	25	3	14	8	16	7	7	12	10
	3%	3%	3%	2%	4%	3%	2%	4%	3%	3%	3%	3%	2%	6%	2%	3%	3%	3%	4%	3%	2%
Angry	26	17	9	10	16	12	10	4	11	15	10	16	21	4	8	9	15	11	8	7	11
	3%	3%	2%	2%	3%	2%	3%	3%	2%	3%	2%	3%	2%	3%	3%	2%	3%	4%	4%	2%	3%
Stupid	25	13	11	8	17	15	10	-	12	14	8	18	21	4	2	9	11	6	4	9	13
	3%	2%	3%	2%	3%	3%	3%	-	2%	3%	2%	3%	3%	3%	1%	2%	2%	2%	2%	2%	3%
Other (please specify)	15	8	6	9	5	6	6	2	6	8	4	11	9	6	2	5	4	1	2	4	9
	1%	2%	1%	2%	1%	1%	2%	1%	1%	2%	1%	2%	1%	4%	1%	1%	1%	-	1%	1%	2%
NET: Positive	1965	990	975	765	1200	941	741	283	1028	917	842	1123	1708	226	530	785	1140	565	365	799	801
	196%	194%	198%	197%	195%	192%	188%	205%	205%	187%	214%	184%	200%	178%	209%	190%	200%	209%	200%	200%	185%
NET: Negative	695	297	398	275	420	378	248	69	328	387	212	483	187	96	120	333	365	153	110	260	326
	69%	58%	81%	71%	68%	77%	66%	50%	65%	75%	54%	79%	60%	76%	51%	81%	66%	56%	60%	67%	72%
None of these / Don't Know	30	23	8	9	21	13	11	7	8	23	5	26	19	6	3	14	10	4	4	9	18
	3%	4%	2%	2%	3%	3%	3%	5%	2%	5%	1%	4%	2%	5%	1%	3%	2%	1%	2%	2%	4%



BBC Newsbeat Generation Z

17-066641-01

What's the one achievement that you think would make you happiest in life /What one achievement do you think would make todays 16-22 year olds happiest in life?

Table: 4

Base: All Participants

FINAL PUBLIC USE  
Banner 1 (Summary)

Overlap formulae used  
ColumnProportions (5%): A/B/C/D/E/F Minimum Base: 30(\*\*) Small Base: 100(\*)

	Sample			Generation			
	Total	16-22 Sample	23+ Sample	Gen Z	Gen Y	Gen X	Baby Boomers
	%	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %
Unweighted Base	3007	1003	2004	1003	660	667	677
Weighted Base	3007	1003	2004	1003	666	666	672
Having plenty of Money/being financially well-off	613	168	445	168	154	154	137
	20%	17%	22%	17%	23%	23%	20%
			A		C	C	
Having a job you/they love	575	204	371	204	102	102	167
	19%	20%	19%	20%	15%	15%	25%
				DE			CDE
Being famous/ being on TV	480	21	459	21	141	165	154
	16%	2%	23%	2%	21%	25%	23%
			A		C	C	C
Travelling the world	376	135	240	135	93	80	67
	13%	13%	12%	13%	14%	12%	10%
				F	F		
Having a family with kids	192	167	25	167	12	8	5
	6%	17%	1%	17%	2%	1%	1%
		B		DEF			
Being married/in a stable relationship	165	121	43	121	12	17	14
	6%	12%	2%	12%	2%	3%	2%
		B		DEF			
Academic achievements	162	42	120	42	43	38	39
	5%	4%	6%	4%	7%	6%	6%
			A		C		
Owning your/their own home	158	58	100	58	31	43	25
	5%	6%	5%	6%	5%	6%	4%
						F	
Having a hobby you/they enjoy	123	42	81	42	40	25	15
	4%	4%	4%	4%	6%	4%	2%
				F	F		
Volunteering for a charity you/they deem worthy	57	16	41	16	16	13	12
	2%	2%	2%	2%	2%	2%	2%
Something else (please specify)	106	27	79	27	20	21	38
	4%	3%	4%	3%	3%	3%	5%
							CDE

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FINAL PUBLIC USE  
Banner 2. 16-22 Sample

Overlap formulae used  
ColumnProportions (%): A/R,C/D,E/F/G/H/J/K/L/M/N/O/P/Q,R/S/T Minimum base: 30(\*\*) Small base: 100(\*)

	Gender			Age Range		Region			Social Grade		Employment		Ethnicity		Gen Z Vs Gen Y		Political Involvement		Brexit Vote (actual)		
	Base	Male	Female	16-18	19-22	North	South	London	ABC1	C2DE	Employed	Unemplo yed	White	BAME	Better life than Gen Y	Worse life than Gen Y	Very/Fairly Interested	Very/Fairly Active	Leave	Remain	Didn't vote
	%	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %	(T) %
Unweighted Base	1003	511	492	387	616	499	340	164	503	500	400	603	845	133	255	414	564	282	185	394	424
Weighted Base	1003	512	491	389	614	491	374	138	501	502	393	610	853	127	253	413	555	270	183	388	432
Having a job you/they love	204	105	100	84	120	103	78	23	103	101	73	131	180	21	35	94	110	48	31	78	96
	20%	20%	20%	22%	20%	21%	21%	16%	21%	20%	19%	21%	21%	16%	14%	23%	20%	18%	17%	20%	22%
																N					
Having a family with kids	167	69	98	55	112	82	67	18	87	80	71	96	148	17	52	63	88	48	25	73	69
	17%	14%	20%	14%	18%	17%	18%	13%	17%	16%	18%	16%	17%	13%	20%	15%	16%	18%	14%	19%	16%
			A																		
Having plenty of Money/being financially well-off	168	105	64	67	101	84	61	24	74	94	67	102	133	29	45	57	88	39	31	55	83
	17%	20%	13%	17%	17%	17%	16%	17%	15%	19%	17%	17%	16%	23%	18%	14%	16%	14%	17%	14%	19%
		B																			
Travelling the world	135	58	78	49	86	67	41	28	76	59	53	82	119	14	30	62	83	45	27	63	45
	13%	11%	16%	13%	14%	14%	11%	20%	15%	12%	14%	13%	14%	11%	12%	15%	15%	17%	15%	17%	10%
			A					EF													T
Being married/in a stable relationship	121	49	72	48	73	57	51	13	64	57	53	68	112	8	28	54	70	29	20	47	55
	12%	10%	15%	12%	12%	12%	13%	10%	13%	11%	13%	11%	13%	6%	11%	13%	13%	11%	11%	12%	13%
			A										M								
Owning your/their own home	58	32	27	20	39	23	22	14	25	34	34	25	48	10	15	24	35	21	20	20	18
	6%	6%	5%	5%	6%	5%	6%	10%	5%	7%	9%	4%	6%	8%	6%	6%	6%	7%	11%	5%	4%
								E			K									ST	
Having a hobby you/they enjoy	42	23	20	23	19	22	16	5	18	24	8	34	33	7	18	17	23	13	4	19	19
	4%	5%	4%	6%	3%	4%	4%	4%	4%	5%	2%	6%	4%	6%	7%	4%	4%	5%	2%	5%	4%
				D								J									
Academic achievements	42	25	17	17	25	19	18	5	24	18	19	23	31	11	17	20	25	11	9	17	17
	4%	5%	3%	4%	4%	4%	5%	4%	5%	3%	5%	4%	4%	9%	6%	5%	4%	4%	5%	4%	4%
													L								
Being famous/ being on TV	21	16	5	7	14	12	4	4	8	13	5	16	19	1	7	9	11	7	7	5	9
	2%	3%	1%	2%	2%	2%	1%	3%	1%	3%	1%	3%	2%	1%	3%	2%	2%	3%	4%	1%	2%
		B																	S		
Volunteering for a charity you/they deem worthy	16	9	7	6	10	8	7	2	8	8	5	10	13	3	5	4	12	6	5	5	6
	2%	2%	2%	2%	2%	1%	2%	1%	2%	1%	1%	2%	1%	2%	2%	1%	2%	2%	2%	1%	2%
Something else (please specify)	27	21	6	13	14	13	10	3	13	14	6	21	17	6	2	11	11	3	4	7	16
	3%	4%	1%	3%	2%	3%	3%	2%	2%	3%	1%	3%	2%	5%	1%	2%	2%	1%	2%	2%	4%
		B											L								

FINAL PUBLIC USE  
Banner 3. 23+ Sample

Overlap formulae used  
ColumnProportions (%): A/R, C/D, F, F/G, H, J, K, L, M, N, O, P, Q, R, S, T, U Minimum Base: 30 (\*\*) Small Base: 100 (\*\*)

	Gender			Age Range			Region			Social Grade		Employment		Ethnicity		Gen Z Vs Gen Y		Political Involvement		Brexit Vote (actual)		
	Base	Male	Female	23-34	35-49	50-65	North	South	London	ABC1	C2DE	Employed	Unemplo- yed	White	BAME	Better life than Gen Y	Worse life than Gen Y	Very/Fairly Interested	Very/Fairly Active	Leave	Remain	Didn't vote
	%	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %	(T) %	(U) %
Unweighted Base	2004	980	1024	557	704	743	1034	799	171	1003	1001	1440	564	1861	111	212	1039	1296	318	835	941	228
Weighted Base	2004	982	1022	561	701	741	981	747	276	1002	1002	1441	563	1839	129	219	1038	1302	324	815	957	231
Being famous/ being on TV	459	234	226	114	181	164	221	164	74	246	214	335	125	419	32	57	253	304	62	198	206	56
	23%	24%	22%	20%	26%	22%	23%	22%	27%	24%	21%	23%	22%	23%	24%	26%	24%	24%	19%	24%	22%	24%
					C														R			
Having plenty of Money/being financially well-off	445	209	236	134	160	150	236	165	43	211	233	321	124	413	26	41	241	258	57	187	205	53
	22%	21%	23%	24%	23%	20%	24%	22%	16%	21%	23%	22%	23%	20%	19%	23%	20%	20%	17%	23%	21%	23%
							H															
Having a job you/they love	371	164	206	86	106	179	196	129	45	187	184	242	129	343	23	31	182	238	51	148	186	36
	19%	17%	20%	15%	15%	24%	20%	17%	16%	19%	18%	17%	23%	19%	18%	14%	18%	18%	16%	18%	19%	16%
							CD						K									
Travelling the world	240	118	123	80	84	76	98	109	34	116	124	186	55	221	16	31	125	166	47	96	119	24
	12%	12%	12%	14%	12%	10%	10%	15%	12%	12%	13%	13%	10%	12%	13%	14%	12%	13%	15%	12%	13%	11%
					E		F															
Academic achievements	120	57	63	31	43	46	59	41	21	61	59	95	25	104	13	23	49	78	21	47	56	16
	6%	6%	6%	6%	6%	6%	6%	6%	7%	6%	6%	7%	5%	6%	10%	10%	5%	6%	6%	6%	6%	7%
																P						
Owning your/their own home	100	54	46	30	40	30	46	40	13	48	52	82	18	92	4	10	54	68	29	43	47	10
	5%	5%	4%	5%	6%	4%	5%	5%	5%	5%	5%	6%	3%	5%	3%	5%	5%	5%	9%	5%	5%	4%
												L							Q			
Having a hobby you/they enjoy	81	48	32	36	26	18	41	31	8	30	51	51	30	73	7	11	40	55	20	31	38	11
	4%	5%	3%	7%	4%	3%	4%	4%	3%	3%	5%	4%	5%	4%	6%	5%	4%	4%	6%	4%	4%	5%
				DE								I										
Being married/in a stable relationship	43	18	25	10	16	17	16	19	8	25	19	30	14	40	3	5	12	34	6	18	25	1
	2%	2%	3%	2%	2%	2%	2%	3%	3%	2%	2%	2%	3%	2%	2%	2%	1%	3%	2%	2%	3%	-
																				U		
Volunteering for a charity you/they deem worthy	41	24	17	11	17	13	22	11	8	22	19	33	8	37	2	3	33	26	8	8	24	9
	2%	2%	2%	2%	2%	2%	2%	1%	3%	2%	2%	2%	1%	2%	2%	1%	3%	2%	3%	1%	2%	4%
																				S	S	
Having a family with kids	25	18	7	10	10	5	11	9	5	11	14	17	8	22	1	4	10	18	8	9	11	5
	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%	1%	3%	1%	1%	2%
		B																				
Something else (please specify)	79	38	41	17	19	43	33	30	16	46	33	51	29	75	2	4	39	57	14	30	39	10
	4%	4%	4%	3%	3%	6%	3%	4%	6%	5%	3%	3%	5%	4%	1%	2%	4%	4%	4%	4%	4%	4%
						CD																

Which of the following would you say are most important to you right now /Thinking about 16-22 year olds in Britain today, which of the following do you think are most important to them right now? Please choose the top three  
 Base: All Participants

Table: 7

FINAL PUBLIC USE  
 Banner 1 (Summary)

Overleaf formulae used

ColumnProportion (N) A/B/C/D/E Minimum Base 30 (\*\*) Error Base: 600 (\*\*)

	Total	Sample			Generation			
		16-22 Sample	23+ Sample	Gen Z	Gen Y	Gen X	Baby Boomers	
		(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	
Unweighted Base	3007	1003	2004	1003	660	667	677	
Weighted Base	3007	1003	2004	1003	666	666	672	
Social media	1008	64	964	64	313	307	325	
	34%	6%	47%	6%	47%	46%	48%	
		A			C	C	C	
Access to the Internet	971	190	781	190	216	267	288	
	32%	19%	39%	19%	32%	40%	44%	
		A			C	CD	CD	
Going out / socialising	916	115	801	115	274	252	362	
	30%	11%	40%	11%	41%	40%	39%	
		A			C	C	C	
Money	837	286	550	286	198	179	174	
	28%	29%	27%	29%	30%	27%	26%	
Friends	790	247	543	247	166	186	161	
	25%	25%	26%	25%	25%	28%	24%	
Phone	731	57	674	57	184	231	260	
	24%	6%	34%	6%	28%	35%	39%	
Boyfriend / girlfriend / partner	617	249	369	249	136	114	119	
	21%	25%	18%	25%	20%	17%	18%	
		B			DEF			
Family	561	440	121	440	49	41	31	
	19%	44%	6%	44%	7%	6%	5%	
		B			DEF	F		
Education	517	326	192	326	63	62	66	
	17%	32%	10%	32%	9%	9%	10%	
		B			DEF			
Job	330	142	188	142	63	62	63	
	11%	14%	9%	14%	9%	9%	9%	
		B			DEF			
Music	282	128	155	128	37	56	61	
	9%	13%	8%	13%	6%	8%	9%	
		B			DEF	D	D	
Health	273	214	59	214	28	15	16	
	9%	21%	3%	21%	4%	2%	2%	
		B			DEF	E		
Fashion	256	44	212	44	75	77	60	
	9%	4%	11%	4%	11%	12%	9%	
		A			C	C	C	
Travel	212	92	120	92	52	35	33	
	7%	9%	6%	9%	8%	5%	5%	
		B			DEF	F		
Sports	126	90	36	90	14	10	13	
	4%	9%	2%	9%	2%	1%	2%	
		B			DEF			
Pet	100	112	8	112	5	1	2	
	4%	13%	-	13%	1%	-	-	
		B			DEF			
Television	83	33	49	33	21	17	12	
	3%	3%	2%	3%	3%	3%	2%	
Religion	65	53	14	53	9	2	3	
	2%	5%	1%	5%	1%	-	-	
		B			DEF	E		
Children	54	46	9	46	2	7	-	
	2%	5%	-	5%	-	1%	-	
		B			DEF	F		
Other (please specify)	47	26	21	26	3	6	12	
	2%	3%	1%	3%	-	1%	2%	
		B			DE		D	
None of the above / Don't know	85	19	66	19	30	19	17	
	3%	2%	3%	2%	5%	3%	2%	
		A			EF			

Which of the following would you say are most important to you right now /Thinking about 16-22 year olds in Britain today, which of the following do you think are most important to them right now? Please choose the top three

Base: All Participants

Table 8

FINAL PUBLIC USE  
Banner 2. 16-22 Sample

Output format used

Column headers (DR, AB, CD, EFG, HI, JK, LM, NOP, QR, ST, UV, WXYZ, Base, 100%, 100%, 100%)

	Gender			Age Range		Region			Social Grade		Employment		Ethnicity		Gen Z Vs Gen Y		Political Involvement		Break Vote (actual)		
	Base	Male	Female	16-18	19-22	North	South	London	ABC1	C2DE	Employed	Unemplo	White	BAME	Better life than Gen Y	Worse life than Gen Y	Very/Fairly Interested	Very/Fairly Active	Leave	Remain	Didn't vote
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Unweighted Base	1003	511	492	387	616	499	340	164	503	500	400	603	845	133	255	414	564	282	185	384	424
Weighted Base	1003	512	491	389	614	491	374	158	501	502	393	610	853	127	253	413	555	270	183	388	433
Family	440	300	240	177	263	215	165	61	222	219	173	268	383	51	100	179	235	119	89	172	179
	44%	39%	49%	46%	43%	44%	44%	44%	44%	44%	44%	44%	45%	40%	40%	43%	42%	44%	49%	44%	42%
Education	326	158	167	133	195	160	123	43	179	146	67	259	260	60	84	139	199	87	42	126	158
	32%	27%	38%	30%	30%	33%	33%	31%	36%	29%	17%	43%	30%	48%	33%	14%	36%	32%	23%	32%	30%
Money	286	165	121	107	179	150	102	35	136	150	114	172	243	40	73	114	156	73	50	107	129
	29%	32%	29%	27%	29%	30%	27%	25%	27%	30%	29%	28%	28%	31%	29%	28%	28%	27%	27%	28%	30%
Boyfriend / girlfriend / partner	249	111	137	89	160	120	105	24	121	127	113	135	212	13	62	107	124	57	41	104	104
	25%	22%	28%	23%	25%	25%	28%	17%	24%	25%	29%	22%	27%	10%	24%	26%	22%	21%	22%	27%	24%
Friends	247	123	124	109	138	115	97	35	129	119	88	164	216	26	54	109	130	53	31	99	117
	25%	24%	25%	28%	23%	23%	26%	24%	24%	21%	27%	25%	21%	21%	26%	23%	23%	20%	17%	25%	27%
Health	214	95	119	71	143	106	73	35	99	114	79	115	177	35	50	91	128	58	44	84	85
	21%	19%	24%	18%	23%	22%	20%	23%	20%	23%	20%	22%	23%	20%	22%	23%	21%	24%	24%	22%	20%
Access to the Internet	190	123	68	75	115	96	74	20	90	101	54	136	163	23	39	90	99	49	30	69	91
	19%	24%	14%	19%	19%	20%	20%	15%	18%	20%	14%	22%	19%	18%	15%	22%	18%	18%	18%	18%	21%
Job	142	77	66	39	103	83	55	25	77	66	104	39	125	16	41	63	88	46	41	59	42
	14%	15%	13%	10%	17%	13%	15%	18%	13%	13%	20%	6%	15%	13%	16%	15%	16%	17%	23%	15%	10%
Music	128	70	58	50	78	69	40	18	67	61	51	76	114	12	28	57	72	37	22	56	49
	13%	14%	12%	13%	13%	14%	11%	13%	13%	12%	13%	13%	13%	10%	11%	14%	13%	14%	12%	15%	11%
Going out / socialising	115	62	53	47	68	50	48	17	59	56	56	59	105	9	25	42	67	36	23	43	48
	11%	12%	11%	12%	11%	10%	13%	12%	12%	11%	14%	10%	12%	7%	10%	10%	12%	13%	13%	11%	13%
Pet	112	46	67	43	70	58	43	11	55	57	44	69	101	8	23	50	59	33	23	41	48
	11%	9%	14%	11%	11%	12%	12%	8%	11%	11%	11%	11%	12%	6%	9%	12%	11%	12%	13%	10%	11%
Travel	92	43	49	28	64	49	37	15	48	45	51	42	76	15	24	48	55	24	22	42	28
	9%	8%	10%	7%	10%	8%	10%	11%	9%	9%	13%	7%	9%	12%	8%	10%	10%	9%	12%	11%	7%
Sports	90	72	18	40	50	46	36	8	50	41	35	55	69	16	32	28	49	30	15	31	44
	9%	14%	4%	10%	8%	6%	10%	6%	10%	8%	9%	9%	8%	13%	12%	7%	9%	11%	8%	8%	10%
Social media	64	38	26	30	34	34	18	12	33	31	25	39	58	5	21	21	34	20	9	25	30
	6%	7%	5%	8%	6%	7%	5%	9%	6%	6%	6%	6%	7%	4%	8%	5%	6%	8%	5%	6%	7%
Phone	57	38	19	29	28	34	15	8	28	29	24	33	49	8	19	20	29	16	12	20	25
	6%	7%	4%	8%	3%	7%	4%	3%	6%	6%	6%	6%	6%	7%	7%	5%	5%	6%	7%	5%	6%
Religion	51	25	25	22	20	25	12	14	32	18	26	25	26	24	20	17	38	21	10	19	21
	5%	5%	5%	6%	5%	5%	3%	10%	6%	4%	7%	4%	3%	10%	8%	4%	7%	8%	6%	5%	5%
Children	46	17	29	14	32	18	22	6	26	20	29	17	43	2	16	14	24	15	14	18	13
	5%	3%	6%	3%	5%	4%	6%	4%	3%	4%	7%	3%	5%	2%	7%	3%	4%	5%	4%	5%	3%
Fashion	44	15	29	19	25	14	24	6	22	22	23	21	38	6	19	14	26	12	7	19	19
	4%	3%	6%	5%	4%	3%	6%	4%	4%	4%	6%	3%	5%	4%	7%	3%	5%	4%	4%	5%	4%
Television	33	20	14	6	28	17	10	7	14	20	15	19	27	5	11	14	22	12	6	18	9
	3%	4%	3%	2%	4%	3%	3%	5%	3%	4%	4%	3%	3%	4%	4%	3%	4%	5%	3%	5%	2%
Other (please specify)	26	15	11	12	14	15	7	4	14	12	5	21	22	2	9	9	15	4	4	8	14
	3%	3%	2%	3%	2%	3%	2%	3%	2%	1%	4%	3%	1%	3%	1%	3%	3%	1%	2%	2%	3%
None of the above / Don't know	19	14	5	7	12	9	6	4	2	17	4	15	11	1	5	6	5	3	4	2	13
	2%	3%	1%	2%	2%	2%	2%	3%	2%	3%	1%	2%	1%	1%	2%	1%	1%	1%	2%	2%	3%



Which of the following would you say are most important to you right now /Thinking about 16-22 year olds in Britain today, which of the following do you think are most important to them right now? Please choose the top three

Base: All Participants

Table 9

FINAL PUBLIC USE  
Banner 3 - 23+ Sample

Output format used

Column headers (DR, A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z) Minimum Base: 30\*\*/Total Base: 1000\*

	Gender			Age Range			Region			Social Grade		Employment		Ethnicity		Gen Z Vs Gen Y		Political Involvement		Break Vote (actual)		
	Base	Male	Female	23-34	35-49	50-65	North	South	London	ABC1	C2DE	Employe d	Unemplo yed	White	BAME	Better life than Gen Y	Worse life than Gen Y	Very/Fairly Interested	Very/Fairly Active	Leave	Remain	Didn't vote
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Unweighted Base	2004	980	1024	557	704	743	1034	799	171	1003	1001	1440	564	1861	111	212	1039	1296	318	835	941	228
Weighted Base	2004	983	1022	561	701	741	981	747	176	1002	1002	1441	563	1839	120	218	1038	1302	324	815	957	231
Social media	944	442	502	262	335	347	453	353	130	485	450	679	266	860	65	99	519	625	133	374	470	101
	47%	45%	49%	47%	48%	47%	46%	47%	50%	48%	46%	47%	47%	47%	51%	45%	50%	48%	44%	46%	49%	43%
Going out / socialising	805	375	420	228	277	295	381	310	100	398	402	578	223	744	45	78	414	498	122	344	355	102
	40%	38%	42%	41%	39%	40%	39%	41%	40%	40%	40%	40%	40%	35%	30%	40%	38%	38%	42%	37%	44%	44%
Access to the Internet	781	370	411	182	269	330	389	300	92	403	378	566	214	723	50	78	434	498	109	312	370	79
	39%	38%	40%	32%	38%	45%	49%	40%	33%	40%	38%	39%	38%	39%	39%	36%	42%	38%	34%	41%	39%	34%
Phone	674	342	332	152	240	283	356	245	73	351	323	477	188	635	31	68	368	427	86	232	297	65
	34%	35%	32%	27%	34%	38%	36%	33%	26%	35%	32%	33%	35%	35%	24%	31%	35%	33%	27%	38%	31%	28%
Money	550	290	261	171	185	194	280	198	73	256	294	396	155	496	46	70	281	335	81	231	237	82
	27%	29%	26%	30%	28%	26%	29%	27%	26%	28%	29%	27%	27%	27%	30%	32%	27%	28%	29%	28%	25%	30%
Friends	513	255	298	140	197	176	231	190	92	281	232	382	131	468	34	51	259	358	85	172	289	52
	26%	22%	29%	25%	28%	24%	24%	23%	33%	28%	23%	27%	23%	25%	26%	23%	25%	28%	26%	21%	30%	22%
Boyfriend / girlfriend / partner	369	190	179	113	131	125	182	130	57	178	190	256	113	341	20	37	196	238	57	143	182	44
	18%	19%	18%	20%	19%	17%	19%	17%	21%	18%	19%	18%	20%	19%	15%	17%	19%	18%	18%	17%	19%	19%
Fashion	212	114	98	64	80	68	97	76	39	85	127	168	44	192	13	35	106	137	40	92	93	27
	11%	12%	10%	11%	11%	9%	10%	10%	14%	8%	13%	12%	8%	10%	10%	10%	10%	11%	12%	11%	10%	12%
Education	192	92	100	50	67	74	94	64	34	103	89	141	50	170	17	23	94	145	52	66	104	22
	10%	9%	10%	9%	10%	10%	10%	9%	12%	10%	9%	10%	9%	9%	13%	10%	9%	11%	16%	8%	11%	10%
Job	188	84	104	59	59	71	93	66	29	107	81	130	58	173	11	20	80	121	48	84	85	19
	9%	9%	10%	10%	8%	10%	10%	9%	10%	11%	8%	9%	10%	9%	8%	9%	8%	9%	10%	10%	9%	8%
Music	155	92	62	32	52	70	76	64	15	70	85	112	43	146	7	29	67	119	25	70	72	12
	8%	9%	6%	6%	7%	10%	8%	9%	5%	7%	8%	8%	8%	8%	5%	13%	6%	9%	6%	8%	8%	5%
Family	124	60	61	40	46	35	58	46	16	59	62	85	35	118	18	18	51	69	35	41	63	18
	6%	6%	6%	7%	7%	5%	6%	6%	6%	6%	6%	6%	6%	6%	6%	8%	6%	5%	7%	11%	5%	7%
Travel	120	49	71	40	41	39	50	46	24	68	52	95	25	108	9	17	61	78	32	37	76	7
	6%	5%	7%	7%	6%	5%	5%	6%	9%	7%	5%	7%	4%	6%	7%	8%	6%	6%	10%	5%	8%	3%
Health	59	40	39	23	17	17	33	21	5	20	39	43	16	53	6	7	27	47	35	21	28	9
	3%	4%	2%	4%	2%	2%	3%	3%	2%	2%	4%	3%	3%	3%	4%	3%	3%	4%	5%	3%	3%	4%
Television	49	25	25	17	20	13	25	21	3	26	23	40	10	45	2	6	27	31	11	19	23	8
	2%	3%	2%	3%	3%	2%	3%	3%	1%	3%	2%	3%	2%	2%	2%	2%	3%	2%	3%	2%	2%	3%
Sports	36	19	17	11	11	14	22	12	2	12	24	26	10	33	3	7	13	22	7	22	12	2
	2%	2%	2%	2%	2%	2%	2%	1%	1%	2%	2%	2%	2%	2%	2%	3%	1%	2%	2%	2%	3%	1%
Religion	14	10	4	4	4	3	6	3	3	8	6	12	2	12	1	4	3	12	6	3	12	-
	1%	1%	-	1%	1%	-	1%	-	2%	1%	1%	1%	-	1%	1%	2%	-	1%	2%	-	1%	-
Children	9	8	1	2	7	-	5	4	-	4	5	6	3	6	1	1	2	4	3	3	4	2
	-	1%	-	-	1%	-	-	1%	-	-	-	-	-	1%	-	-	-	-	1%	-	-	1%
Pet	8	5	3	5	1	2	4	4	-	2	6	6	2	8	-	1	4	5	1	1	3	3
	-	1%	-	1%	-	-	-	1%	-	-	1%	-	-	-	-	-	-	-	-	-	-	2%
Other (please specify)	21	12	9	3	5	13	9	8	3	8	12	14	7	18	-	2	9	16	3	10	7	4
	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	2%
None of the above / Don't know	66	38	28	27	21	18	32	27	6	27	39	37	28	58	6	2	33	33	7	23	31	12
	3%	4%	3%	5%	3%	2%	3%	4%	3%	4%	3%	4%	3%	5%	1%	1%	3%	3%	2%	3%	3%	5%

**BBC Newsbeat Generation Z**

17-066641-01

To what extent are you happy or unhappy with the following in your life? - Summary

Table: 10

Base: All Participants

FINAL PUBLIC USE

	Your appearance	Your friends	Your family	Your school	Your job	Your finances	Your home/where you live
	%	%	%	%	%	%	%
Unweighted Base	3007	3007	3007	3007	3007	3007	3007
Base	3007	3007	3007	3007	3007	3007	3007
Very happy (10)	304	895	1335	253	382	303	895
	10%	30%	44%	8%	13%	10%	30%
Fairly happy (7.75)	1198	1261	1113	496	872	1025	1273
	40%	42%	37%	17%	29%	34%	42%
Indifferent (5.5)	819	514	320	414	568	639	455
	27%	17%	11%	14%	19%	21%	15%
Fairly unhappy (3.25)	448	164	136	92	240	620	273
	15%	5%	5%	3%	8%	21%	9%
Very unhappy (1)	205	86	58	70	147	360	98
	7%	3%	2%	2%	5%	12%	3%
Not Applicable	33	87	45	1683	799	59	13
	1%	3%	1%	56%	26%	2%	1%
Mean	6.2	7.6	8.2	6.8	6.6	5.7	7.5

[www.ipsos.com](http://www.ipsos.com)

22/09/2017

BBC Newsbeat Generation Z

17-066641-01

To what extent are you happy or unhappy with the following in your life?: 16 -22 year olds

Table: 11

Base: 16-22 Sample

FINAL PUBLIC USE

	Your appearance	Your friends	Your family	Your school	Your job	Your finances	Your home/where you live
	%	%	%	%	%	%	%
Unweighted Base	1003	1003	1003	1003	1003	1003	1003
Base	1003	1003	1003	1003	1003	1003	1003
Very happy (10)	127	306	427	172	126	105	288
	13%	31%	43%	17%	13%	10%	29%
Fairly happy (7.75)	353	396	342	296	226	236	370
	35%	39%	34%	30%	23%	24%	37%
Indifferent (5.5)	237	164	135	185	192	255	191
	24%	16%	13%	18%	19%	26%	19%
Fairly unhappy (3.25)	155	81	65	56	72	223	104
	15%	8%	6%	6%	7%	22%	10%
Very unhappy (1)	112	32	26	43	41	134	43
	11%	3%	3%	4%	4%	13%	4%
Not Applicable	19	25	8	251	346	49	7
	2%	3%	1%	25%	34%	5%	1%
Mean	6.0	7.5	7.9	7.0	6.6	5.4	7.2

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22/09/2017

**BBC Newsbeat Generation Z**

17-066641-01

To what extent are you happy or unhappy with the following in your life?: 23 plus

Table: 12

Base: 23 + Sample

FINAL PUBLIC USE

	Your appearance	Your friends	Your family	Your school	Your job	Your finances	Your home/where you live
	%	%	%	%	%	%	%
Unweighted Base	2004	2004	2004	2004	2004	2004	2004
Base	2004	2004	2004	2004	2004	2004	2004
Very happy (10)	177	589	908	80	256	198	607
	9%	29%	45%	4%	13%	10%	30%
Fairly happy (7.75)	845	865	771	200	646	789	903
	42%	43%	38%	10%	32%	39%	45%
Indifferent (5.5)	582	350	185	229	376	384	264
	29%	18%	9%	11%	19%	19%	13%
Fairly unhappy (3.25)	293	84	72	36	168	398	169
	14%	4%	4%	2%	8%	20%	9%
Very unhappy (1)	93	53	32	27	106	226	55
	5%	3%	2%	1%	5%	11%	3%
Not Applicable	14	62	37	1432	453	9	6
	1%	3%	2%	72%	23%	1%	-
Mean	6.3	7.7	8.3	6.6	6.6	5.9	7.6

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22/09/2017

BBC Newsbeat Generation Z

17-066641-01

To what extent are you happy or unhappy with the following in your life? Your appearance

Table: 13

Base: All Participants

FINAL PUBLIC USE  
Banner 1 (Summary)

Overlap formulae used  
ColumnProportions (5%): A/B,C/D/E/F Minimum Base: 30(\*\*) Small Base: 100(\*)

	Total	Sample		Generation			
		16-22 Sample	23+ Sample	Gen Z	Gen Y	Gen X	Baby Boomers
		(A) %	(B) %	(C) %	(D) %	(E) %	(F) %
Unweighted Base	3007	1003	2004	1003	660	667	677
Base	3007	1003	2004	1003	666	666	672
Very happy (10)	304	127	177	127	63	51	63
	10%	13%	9%	13%	9%	8%	9%
		B		DEF			
Fairly happy (7.75)	1198	353	845	353	281	257	307
	40%	35%	42%	35%	42%	39%	46%
			A		C		CE
Indifferent (5.5)	819	237	582	237	180	213	189
	27%	24%	29%	24%	27%	32%	28%
			A		C		C
Fairly unhappy (3.25)	448	155	293	155	97	107	89
	15%	15%	14%	15%	15%	16%	13%
Very unhappy (1)	205	112	93	112	38	36	19
	7%	11%	5%	11%	6%	5%	3%
		B		DEF	F	F	
Not Applicable	33	19	14	19	6	2	6
	1%	2%	1%	2%	1%	-	1%
		B		E			
Mean	6.2	6.0	6.3	6.0	6.3	6.1	6.5

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22/09/2017

BBC Newsbeat Generation Z

17-066641-01

To what extent are you happy or unhappy with the following in your life? Your appearance

Table: 14

Base: All Participants

FINAL PUBLIC USE  
Banner 2. 16-22 Sample

Overlap formulae used  
ColumnProportions (5%): A/B,C/D,E/F/G,H,I/J/K,L/M,N/O,P/Q,R/S/T Minimum Base: 30(\*\*) Small Base: 100(\*)

	Gender			Age Range		Region			Social Grade		Employment		Ethnicity		Gen Z Vs Gen Y		Political Involvement		Brexit Vote (actual)		
	Base	Male	Female	16-18	19-22	North	South	London	ABC1	C2DE	Employed	Unemployed	White	BAME	Better life than Gen Y	Worse life than Gen Y	Very/Fairly Interested	Very/Fairly Active	Leave	Remain	Didn't vote
	%	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %	(T) %
Unweighted Base	1003	511	492	387	616	499	340	164	503	500	400	603	845	133	255	414	564	282	185	394	424
Base	1003	512	491	389	614	491	374	138	501	502	393	610	853	127	253	413	555	270	183	388	432
Very happy (10)	127	85	42	57	70	58	42	28	66	61	62	65	97	23	56	37	66	40	29	47	51
	13%	17%	8%	15%	12%	12%	11%	20%	13%	12%	16%	11%	12%	18%	22%	9%	12%	15%	16%	12%	12%
		B							EF		K			L	O						
Fairly happy (7.75)	353	187	166	136	217	158	148	47	168	185	135	217	306	41	102	119	198	91	58	134	160
	35%	36%	34%	35%	35%	32%	40%	34%	33%	37%	34%	36%	36%	32%	40%	29%	36%	33%	32%	35%	37%
							E								O						
Indifferent (5.5)	237	136	101	88	149	130	76	31	128	109	87	150	207	26	47	100	128	59	56	82	99
	24%	27%	21%	22%	24%	27%	20%	23%	26%	22%	22%	24%	24%	21%	19%	24%	23%	22%	31%	21%	23%
		B				F													ST		
Fairly unhappy (3.25)	155	60	95	63	92	71	65	19	75	80	55	100	135	17	27	82	93	46	12	69	74
	15%	12%	19%	16%	15%	14%	17%	13%	15%	16%	14%	16%	16%	14%	11%	20%	17%	17%	7%	18%	17%
			A													N				R	R
Very unhappy (1)	112	29	83	38	74	64	36	12	58	54	45	67	95	16	16	65	61	33	21	51	40
	11%	5%	17%	10%	12%	13%	10%	9%	12%	11%	12%	11%	11%	12%	6%	16%	11%	12%	11%	13%	9%
			A													N					
Not Applicable	19	14	4	7	11	10	7	2	6	13	9	10	12	4	5	9	9	3	6	5	8
	2%	3%	1%	2%	2%	2%	2%	1%	1%	2%	2%	2%	1%	3%	2%	2%	1%	1%	3%	1%	2%
		B																			
Mean	6.0	6.6	5.4	6.2	5.9	5.8	6.1	6.5	6.0	6.1	6.2	5.9	6.0	6.2	6.9	5.4	6.0	6.0	6.3	5.8	6.1

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BBC Newsbeat Generation Z

17-066641-01

To what extent are you happy or unhappy with the following in your life? Your appearance

Table: 15

Base: All Participants

FINAL PUBLIC USE  
Banner 3. 23+ Sample

Overlap formulae used  
ColumnProportions (5%): A/B,C/D,E,F/G,H,I/J,K/L,M,N,O/P,Q,R,S,T/U Minimum Base: 30(\*\*) Small Base: 100(\*)

	Gender			Age Range			Region			Social Grade		Employment		Ethnicity		Gen Z Vs Gen Y		Political Involvement		Brexit Vote (actual)		
	Base	Male	Female	23-34	35-49	50-65	North	South	London	ABC1	C2DE	Employed	Unemployed	White	BAME	Better life than Gen Y	Worse life than Gen Y	Very/Fairly Interested	Very/Fairly Active	Leave	Remain	Didn't vote
	%	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %	(T) %	(U) %
Unweighted Base	2004	980	1024	557	704	743	1034	799	171	1003	1001	1440	564	1861	111	212	1039	1296	318	835	941	228
Base	2004	982	1022	561	701	741	981	747	276	1002	1002	1441	563	1839	129	219	1038	1302	324	815	957	231
Very happy (10)	177	100	77	54	54	69	80	64	32	79	98	132	45	154	19	25	76	130	47	67	94	16
	9%	10%	8%	10%	8%	9%	8%	9%	12%	8%	10%	9%	8%	8%	14%	11%	7%	10%	14%	8%	10%	7%
		B													M				Q			
Fairly happy (7.75)	845	413	432	234	278	333	408	322	115	437	408	648	197	783	52	95	428	577	135	350	412	84
	42%	42%	42%	42%	40%	45%	42%	43%	42%	44%	41%	45%	35%	43%	40%	43%	41%	44%	42%	43%	43%	36%
						D						L										
Indifferent (5.5)	582	323	259	153	215	214	292	209	81	276	306	391	191	532	34	55	305	345	80	254	244	84
	29%	33%	25%	27%	30%	29%	30%	28%	29%	27%	30%	27%	34%	29%	27%	25%	29%	26%	25%	31%	26%	36%
		B											K							T		T
Fairly unhappy (3.25)	293	110	183	79	117	97	151	112	31	159	134	207	85	274	17	35	167	189	44	104	156	33
	14%	11%	18%	14%	17%	13%	15%	15%	11%	16%	13%	14%	15%	15%	13%	16%	16%	15%	13%	13%	16%	14%
			A																		S	
Very unhappy (1)	93	27	65	35	36	22	42	36	14	46	47	56	37	86	4	7	57	54	16	34	48	11
	5%	3%	6%	6%	5%	3%	4%	5%	5%	4%	5%	4%	7%	5%	3%	4%	6%	4%	5%	4%	5%	5%
			A	E	E							K										
Not Applicable	14	9	6	6	2	6	7	4	3	6	8	7	8	11	4	3	6	9	3	6	4	4
	1%	1%	1%	1%	-	1%	1%	-	1%	1%	1%	1%	1%	-	3%	1%	1%	1%	1%	1%	-	2%
													K		M							T
Mean	6.3	6.5	6.1	6.3	6.1	6.5	6.3	6.3	6.5	6.3	6.4	6.4	6.0	6.3	6.6	6.5	6.2	6.4	6.6	6.4	6.3	6.1

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BBC Newsbeat Generation Z

17-066641-01

To what extent are you happy or unhappy with the following in your life? Your friends

Table: 16

Base: All Participants

FINAL PUBLIC USE  
Banner 1 (Summary)

Overlap formulae used  
ColumnProportions (5%): A/B,C/D/E/F Minimum Base: 30(\*\*) Small Base: 100(\*)

	Total	Sample		Generation			
		16-22 Sample	23+ Sample	Gen Z	Gen Y	Gen X	Baby Boomers
		(A) %	(B) %	(C) %	(D) %	(E) %	(F) %
Unweighted Base	3007	1003	2004	1003	660	667	677
Base	3007	1003	2004	1003	666	666	672
Very happy (10)	895	306	589	306	194	166	230
	30%	31%	29%	31%	29%	25%	34%
				E			E
Fairly happy (7.75)	1261	396	865	396	275	287	303
	42%	39%	43%	39%	41%	43%	45%
							C
Indifferent (5.5)	514	164	350	164	120	146	85
	17%	16%	18%	16%	18%	22%	12%
				F	F	CF	
Fairly unhappy (3.25)	164	81	84	81	33	31	19
	5%	8%	4%	8%	5%	5%	3%
		B		DEF	F		
Very unhappy (1)	86	32	53	32	31	11	11
	3%	3%	3%	3%	5%	2%	2%
				F	EF		
Not Applicable	87	25	62	25	12	24	25
	3%	3%	3%	3%	2%	3%	4%
						D	D
Mean	7.6	7.5	7.7	7.5	7.5	7.5	8.0

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FINAL PUBLIC USE  
Banner 2. 16-22 Sample

Overlap formulae used  
ColumnProportions (5%): A/B,C/D,E/F/G,H,I/J/K,L/M,N/O,P/Q,R/S/T Minimum Base: 30(\*\*) Small Base: 100(\*)

	Gender			Age Range		Region			Social Grade		Employment		Ethnicity		Gen Z Vs Gen Y		Political Involvement		Brexit Vote (actual)		
	Base	Male	Female	16-18	19-22	North	South	London	ABC1	C2DE	Employed	Unemployed	White	BAME	Better life than Gen Y	Worse life than Gen Y	Very/Fairly Interested	Very/Fairly Active	Leave	Remain	Didn't vote
	%	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %	(T) %
Unweighted Base	1003	511	492	387	616	499	340	164	503	500	400	603	845	133	255	414	564	282	185	394	424
Base	1003	512	491	389	614	491	374	138	501	502	393	610	853	127	253	413	555	270	183	388	432
Very happy (10)	306	172	134	127	179	142	112	52	150	156	125	181	254	40	115	89	168	84	56	125	126
	31%	34%	27%	33%	29%	29%	30%	38%	30%	31%	32%	30%	30%	32%	45%	22%	30%	31%	30%	32%	29%
		B						E							O						
Fairly happy (7.75)	396	204	192	160	235	193	155	48	201	195	142	254	353	36	86	175	219	98	64	147	184
	39%	40%	39%	41%	38%	39%	41%	35%	40%	39%	36%	42%	41%	28%	34%	42%	39%	36%	35%	38%	43%
													M			N					
Indifferent (5.5)	164	74	89	53	111	85	59	20	79	85	68	95	136	28	32	78	93	48	34	63	66
	16%	14%	18%	14%	18%	17%	16%	15%	16%	17%	17%	16%	16%	22%	13%	19%	17%	18%	19%	16%	15%
																N					
Fairly unhappy (3.25)	81	37	43	27	54	40	28	13	42	38	35	45	64	15	10	42	48	24	14	37	30
	8%	7%	9%	7%	9%	8%	7%	9%	8%	7%	9%	7%	8%	12%	4%	10%	9%	9%	8%	9%	7%
																N					
Very unhappy (1)	32	13	19	12	20	17	12	4	19	14	12	20	27	4	8	15	19	13	9	10	13
	3%	3%	4%	3%	3%	4%	3%	3%	4%	3%	3%	3%	3%	3%	3%	4%	3%	5%	5%	3%	3%
Not Applicable	25	10	14	9	15	15	9	1	10	14	11	14	19	3	2	13	9	4	5	6	13
	3%	2%	3%	2%	3%	3%	3%	-	2%	3%	3%	2%	2%	3%	1%	3%	2%	1%	3%	2%	3%
																N					
Mean	7.5	7.7	7.3	7.7	7.4	7.4	7.5	7.7	7.4	7.5	7.5	7.5	7.5	7.2	8.1	7.1	7.4	7.3	7.3	7.5	7.5

FINAL PUBLIC USE  
Banner 3. 23+ Sample

Overlap formulae used  
ColumnProportions (5%): A/B,C/D/E,F/G/H,I/J,K/L,M/N,O/P,Q/R,S/T/U Minimum Base: 30(\*\*) Small Base: 100(\*)

	Gender			Age Range			Region			Social Grade		Employment		Ethnicity		Gen Z Vs Gen Y		Political Involvement		Brexit Vote (actual)		
	Base	Male	Female	23-34	35-49	50-65	North	South	London	ABC1	C2DE	Employed	Unemployed	White	BAME	Better life than Gen Y	Worse life than Gen Y	Very/Fairly Interested	Very/Fairly Active	Leave	Remain	Didn't vote
	%	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %	(T) %	(U) %
Unweighted Base	2004	980	1024	557	704	743	1034	799	171	1003	1001	1440	564	1861	111	212	1039	1296	318	835	941	228
Base	2004	982	1022	561	701	741	981	747	276	1002	1002	1441	563	1839	129	219	1038	1302	324	815	957	231
Very happy (10)	589	256	333	165	176	248	292	222	76	299	290	424	166	547	35	67	292	388	95	265	281	43
	29%	26%	33%	30%	25%	33%	30%	30%	27%	30%	29%	29%	30%	30%	26%	31%	28%	30%	29%	32%	29%	19%
			A			D														U	U	
Fairly happy (7.75)	865	426	439	225	305	335	413	330	123	451	414	649	216	803	52	86	461	579	154	335	430	101
	43%	43%	43%	40%	43%	45%	42%	44%	45%	45%	41%	45%	38%	44%	40%	39%	45%	45%	48%	41%	45%	43%
												L										
Indifferent (5.5)	350	197	153	101	155	95	175	129	47	165	186	249	101	307	32	38	178	207	50	135	156	59
	18%	20%	15%	18%	22%	13%	18%	17%	17%	16%	18%	17%	18%	17%	25%	17%	17%	16%	15%	17%	16%	26%
		B		E	E										M							ST
Fairly unhappy (3.25)	84	40	44	28	35	21	45	31	8	45	39	57	27	79	5	11	45	54	11	27	44	13
	4%	4%	4%	5%	5%	3%	4%	4%	3%	5%	4%	4%	5%	4%	4%	5%	4%	4%	3%	3%	5%	6%
				E	E																	
Very unhappy (1)	53	29	24	30	11	12	22	17	15	17	36	36	17	48	2	8	32	31	12	22	26	5
	3%	3%	2%	5%	2%	2%	2%	2%	5%	2%	4%	3%	3%	2%	2%	4%	3%	2%	4%	3%	3%	2%
				DE					FG			I										
Not Applicable	62	33	29	12	20	30	35	19	8	25	37	26	36	54	4	9	31	43	2	31	21	10
	3%	4%	3%	2%	3%	4%	4%	3%	3%	2%	4%	2%	6%	3%	3%	4%	3%	3%	1%	4%	2%	4%
												K						R		T		
Mean	7.7	7.5	7.8	7.4	7.5	8.0	7.7	7.7	7.5	7.7	7.6	7.7	7.6	7.7	7.5	7.6	7.6	7.7	7.7	7.8	7.7	7.2

BBC Newsbeat Generation Z

17-066641-01

To what extent are you happy or unhappy with the following in your life? Your family

Table: 19

Base: All Participants

FINAL PUBLIC USE  
Banner 1 (Summary)

Overlap formulae used  
ColumnProportions (5%): A/B,C/D/E/F Minimum Base: 30(\*\*) Small Base: 100(\*)

	Total	Sample		Generation			
		16-22 Sample	23+ Sample	Gen Z	Gen Y	Gen X	Baby Boomers
		(A) %	(B) %	(C) %	(D) %	(E) %	(F) %
Unweighted Base	3007	1003	2004	1003	660	667	677
Base	3007	1003	2004	1003	666	666	672
Very happy (10)	1335	427	908	427	302	280	327
	44%	43%	45%	43%	45%	42%	48%
							CE
Fairly happy (7.75)	1113	342	771	342	245	278	247
	37%	34%	38%	34%	37%	42%	37%
			A			C	
Indifferent (5.5)	320	135	185	135	78	62	45
	11%	13%	9%	13%	12%	9%	7%
		B		EF	F		
Fairly unhappy (3.25)	136	65	72	65	25	25	21
	5%	6%	4%	6%	4%	4%	3%
		B		DEF			
Very unhappy (1)	58	26	32	26	8	12	12
	2%	3%	2%	3%	1%	2%	2%
		B		D			
Not Applicable	45	8	37	8	8	9	20
	1%	1%	2%	1%	1%	1%	3%
			A				CDE
Mean	8.2	7.9	8.3	7.9	8.3	8.2	8.5

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FINAL PUBLIC USE  
Banner 2. 16-22 Sample

Overlap formulae used  
ColumnProportions (5%): A/B,C/D,E/F/G,H,I,J/K,L,M,N/O,P/Q,R/S/T Minimum Base: 30(\*\*) Small Base: 100(\*)

	Gender			Age Range		Region			Social Grade		Employment		Ethnicity		Gen Z Vs Gen Y		Political Involvement		Brexit Vote (actual)		
	Base	Male	Female	16-18	19-22	North	South	London	ABC1	C2DE	Employed	Unemployed	White	BAME	Better life than Gen Y	Worse life than Gen Y	Very/Fairly Interested	Very/Fairly Active	Leave	Remain	Didn't vote
	%	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %	(T) %
Unweighted Base	1003	511	492	387	616	499	340	164	503	500	400	603	845	133	255	414	564	282	185	394	424
Base	1003	512	491	389	614	491	374	138	501	502	393	610	853	127	253	413	555	270	183	388	432
Very happy (10)	427	231	195	179	247	204	160	62	213	213	194	232	374	43	129	153	237	107	83	162	182
	43%	45%	40%	46%	40%	42%	43%	45%	42%	43%	49%	38%	44%	34%	51%	37%	43%	40%	45%	41%	42%
											<b>K</b>		<b>M</b>		<b>O</b>						
Fairly happy (7.75)	342	172	170	126	216	162	137	43	176	166	112	230	295	43	84	145	185	92	60	129	153
	34%	34%	35%	33%	35%	33%	36%	31%	35%	33%	29%	38%	35%	34%	33%	35%	33%	34%	33%	33%	35%
												<b>J</b>									
Indifferent (5.5)	135	59	76	56	79	75	44	16	67	68	47	88	108	23	24	66	74	36	19	53	62
	13%	12%	15%	14%	13%	15%	12%	12%	13%	13%	12%	14%	13%	18%	9%	16%	13%	13%	11%	14%	14%
																<b>N</b>					
Fairly unhappy (3.25)	65	33	32	16	49	33	21	11	29	36	25	40	53	9	12	30	39	24	11	35	20
	6%	6%	6%	4%	8%	7%	6%	8%	6%	7%	6%	7%	6%	7%	5%	7%	7%	9%	6%	9%	5%
					<b>C</b>															<b>T</b>	
Very unhappy (1)	26	11	16	9	17	13	8	6	13	13	12	14	18	7	3	15	15	8	7	7	12
	3%	2%	3%	2%	3%	2%	2%	4%	3%	3%	3%	2%	2%	6%	1%	4%	3%	3%	4%	2%	3%
														<b>L</b>							
Not Applicable	8	5	3	2	6	3	5	-	4	5	3	5	5	1	2	4	4	2	2	3	3
	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%
Mean	7.9	8.1	7.8	8.1	7.8	7.9	8.1	7.9	8.0	7.9	8.1	7.8	8.0	7.4	8.4	7.7	7.9	7.7	8.0	7.9	8.0

BBC Newsbeat Generation Z

17-066641-01

To what extent are you happy or unhappy with the following in your life? Your family

Table: 21

Base: All Participants

FINAL PUBLIC USE  
Banner 3. 23+ Sample

Overlap formulae used  
ColumnProportions (5%): A/B,C/D/E,F/G/H,I/J,K/L,M/N,O/P,Q/R,S/T/U Minimum Base: 30(\*\*) Small Base: 100(\*)

	Gender			Age Range			Region			Social Grade		Employment		Ethnicity		Gen Z Vs Gen Y		Political Involvement		Brexit Vote (actual)		
	Base	Male	Female	23-34	35-49	50-65	North	South	London	ABC1	C2DE	Employed	Unemployed	White	BAME	Better life than Gen Y	Worse life than Gen Y	Very/Fairly Interested	Very/Fairly Active	Leave	Remain	Didn't vote
	%	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %	(T) %	(U) %
Unweighted Base	2004	980	1024	557	704	743	1034	799	171	1003	1001	1440	564	1861	111	212	1039	1296	318	835	941	228
Base	2004	982	1022	561	701	741	981	747	276	1002	1002	1441	563	1839	129	219	1038	1302	324	815	957	231
Very happy (10)	908	434	474	258	288	362	457	334	118	456	452	658	250	849	51	85	460	592	148	384	437	87
	45%	44%	46%	46%	41%	49%	47%	45%	42%	45%	45%	46%	44%	46%	40%	39%	44%	45%	46%	47%	46%	38%
						D														U	U	
Fairly happy (7.75)	771	363	408	207	291	273	369	300	101	400	370	570	201	703	57	88	398	509	119	314	374	83
	38%	37%	40%	37%	41%	37%	38%	40%	37%	40%	37%	39%	36%	38%	44%	40%	39%	39%	37%	39%	39%	36%
Indifferent (5.5)	185	112	73	65	72	48	83	69	33	73	112	124	61	161	12	27	93	108	33	67	86	32
	9%	11%	7%	11%	10%	6%	8%	9%	12%	7%	11%	9%	11%	9%	9%	12%	9%	8%	10%	8%	9%	13%
		B		E	E						I											ST
Fairly unhappy (3.25)	72	35	37	20	27	24	34	24	13	37	35	54	18	64	6	11	49	49	14	26	32	14
	4%	4%	4%	4%	4%	3%	3%	3%	5%	4%	4%	4%	3%	3%	5%	5%	5%	4%	4%	3%	3%	6%
																						S
Very unhappy (1)	32	15	17	6	13	13	16	13	3	19	12	19	13	29	1	2	22	20	6	12	13	6
	2%	2%	2%	1%	2%	2%	2%	2%	1%	2%	1%	1%	2%	2%	1%	1%	2%	2%	2%	1%	1%	3%
Not Applicable	37	23	14	5	11	21	21	8	8	17	21	16	21	31	1	6	14	24	4	13	15	9
	2%	2%	1%	1%	2%	3%	2%	1%	3%	2%	2%	1%	4%	2%	1%	3%	1%	2%	1%	2%	2%	4%
						C																ST
Mean	8.3	8.2	8.4	8.3	8.2	8.5	8.4	8.3	8.2	8.3	8.3	8.3	8.2	8.3	8.1	8.1	8.2	8.3	8.2	8.4	8.3	7.8

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BBC Newsbeat Generation Z

17-066641-01

To what extent are you happy or unhappy with the following in your life? Your school

Table: 22

Base: All Participants

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Banner 1 (Summary)

Overlap formulae used  
 ColumnProportions (5%): A/B,C/D/E/F Minimum Base: 30(\*\*) Small Base: 100(\*)

	Total	Sample		Generation			
		16-22 Sample	23+ Sample	Gen Z	Gen Y	Gen X	Baby Boomers
		(A) %	(B) %	(C) %	(D) %	(E) %	(F) %
Unweighted Base	3007	1003	2004	1003	660	667	677
Base	3007	1003	2004	1003	666	666	672
Very happy (10)	253	172	80	172	38	35	8
	8%	17%	4%	17%	6%	5%	1%
		B		DEF	F	F	
Fairly happy (7.75)	496	296	200	296	95	73	32
	17%	30%	10%	30%	14%	11%	5%
		B		DEF	F	F	
Indifferent (5.5)	414	185	229	185	93	85	51
	14%	18%	11%	18%	14%	13%	8%
		B		DEF	F	F	
Fairly unhappy (3.25)	92	56	36	56	15	12	8
	3%	6%	2%	6%	2%	2%	1%
		B		DEF			
Very unhappy (1)	70	43	27	43	14	6	7
	2%	4%	1%	4%	2%	1%	1%
		B		DEF			
Not Applicable	1683	251	1432	251	412	454	566
	56%	25%	72%	25%	62%	68%	84%
			A		C	CD	CDE
Mean	6.8	7.0	6.6	7.0	6.6	6.8	6.0

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FINAL PUBLIC USE  
Banner 2. 16-22 Sample

Overlap formulae used  
ColumnProportions (5%): A/B,C/D,E/F/G,H/I,J/K,L/M,N/O,P/Q,R/S/T Minimum Base: 30(\*\*) Small Base: 100(\*)

	Gender			Age Range		Region			Social Grade		Employment		Ethnicity		Gen Z Vs Gen Y		Political Involvement		Brexit Vote (actual)		
	Base	Male	Female	16-18	19-22	North	South	London	ABC1	C2DE	Employed	Unemployed	White	BAME	Better life than Gen Y	Worse life than Gen Y	Very/Fairly Interested	Very/Fairly Active	Leave	Remain	Didn't vote
	%	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %	(T) %
Unweighted Base	1003	511	492	387	616	499	340	164	503	500	400	603	845	133	255	414	564	282	185	394	424
Base	1003	512	491	389	614	491	374	138	501	502	393	610	853	127	253	413	555	270	183	388	432
Very happy (10)	172	90	83	63	109	80	54	38	91	81	59	113	139	25	74	53	117	60	28	77	67
	17%	18%	17%	16%	18%	16%	15%	27%	18%	16%	15%	19%	16%	20%	29%	13%	21%	22%	16%	20%	15%
									EF						O						
Fairly happy (7.75)	296	153	143	143	154	141	114	41	160	136	86	210	254	41	77	114	178	91	45	107	145
	30%	30%	29%	37%	25%	29%	30%	30%	32%	27%	22%	34%	30%	33%	31%	28%	32%	34%	24%	27%	34%
				D							J										R
Indifferent (5.5)	185	93	92	86	99	87	72	26	98	87	72	113	160	23	41	79	90	45	31	72	82
	18%	18%	19%	22%	16%	18%	19%	19%	20%	17%	18%	19%	19%	18%	16%	19%	16%	17%	17%	18%	19%
				D																	
Fairly unhappy (3.25)	56	23	32	19	37	28	21	7	24	32	16	40	39	15	10	27	34	18	7	27	22
	6%	5%	7%	5%	6%	6%	6%	5%	5%	7%	4%	7%	4%	12%	4%	6%	6%	7%	4%	7%	5%
														L							
Very unhappy (1)	43	23	20	17	26	21	15	6	22	21	16	27	31	8	11	20	26	17	12	10	20
	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	6%	4%	5%	5%	6%	7%	3%	5%
																			S		
Not Applicable	251	130	121	61	189	133	97	20	106	145	144	107	229	14	40	120	108	39	58	95	97
	25%	25%	24%	16%	31%	27%	26%	15%	21%	29%	37%	17%	27%	11%	16%	29%	20%	14%	32%	25%	22%
				C	G	G				H	K		M		N	Q			T		
Mean	7.0	7.1	6.9	7.0	7.0	7.0	6.9	7.4	7.1	6.9	6.9	7.0	7.1	6.7	7.5	6.7	7.1	7.1	6.8	7.1	7.0

FINAL PUBLIC USE  
Banner 3. 23+ Sample

Overlap formulae used  
ColumnProportions (5%): A/B,C/D/E,F/G/H,I/J,K/L,M/N,O/P,Q/R,S/T/U Minimum Base: 30(\*\*) Small Base: 100(\*)

	Gender			Age Range			Region			Social Grade		Employment		Ethnicity		Gen Z Vs Gen Y		Political Involvement		Brexit Vote (actual)		
	Base	Male	Female	23-34	35-49	50-65	North	South	London	ABC1	C2DE	Employed	Unemployed	White	BAME	Better life than Gen Y	Worse life than Gen Y	Very/Fairly Interested	Very/Fairly Active	Leave	Remain	Didn't vote
	%	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %	(T) %	(U) %
Unweighted Base	2004	980	1024	557	704	743	1034	799	171	1003	1001	1440	564	1861	111	212	1039	1296	318	835	941	228
Base	2004	982	1022	561	701	741	981	747	276	1002	1002	1441	563	1839	129	219	1038	1302	324	815	957	231
Very happy (10)	80	48	32	32	36	12	40	24	16	41	40	66	14	69	11	17	39	60	31	27	43	10
	4%	5%	3%	6%	5%	2%	4%	3%	6%	4%	4%	5%	2%	4%	9%	8%	4%	5%	9%	4%	5%	4%
		B		E	E							L			M	P			Q			
Fairly happy (7.75)	200	109	91	80	86	33	107	61	32	90	109	171	28	175	22	37	91	143	50	76	99	25
	10%	11%	9%	14%	12%	5%	11%	8%	11%	9%	11%	12%	5%	9%	17%	17%	9%	11%	16%	9%	10%	11%
				E	E		G					L			M	P			Q			
Indifferent (5.5)	229	136	93	80	88	61	118	76	36	101	128	173	56	207	16	29	108	154	51	85	116	29
	11%	14%	9%	14%	13%	8%	12%	10%	13%	10%	13%	12%	10%	11%	12%	13%	10%	12%	16%	10%	12%	12%
		B		E	E														Q			
Fairly unhappy (3.25)	36	20	15	11	15	10	13	15	8	14	22	29	7	30	4	8	17	27	9	18	14	4
	2%	2%	2%	2%	2%	1%	1%	2%	3%	1%	2%	2%	1%	2%	3%	4%	2%	2%	3%	2%	1%	2%
Very unhappy (1)	27	16	11	13	7	7	11	11	5	6	21	18	8	22	2	2	20	17	4	12	10	5
	1%	2%	1%	2%	1%	1%	1%	2%	2%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	2%	1%	2%
															I							
Not Applicable	1432	652	780	345	469	618	692	561	179	750	682	983	449	1334	75	125	762	903	179	597	675	160
	72%	66%	76%	62%	67%	83%	71%	75%	65%	75%	68%	68%	80%	73%	58%	57%	73%	69%	55%	73%	71%	69%
			A		C	CD		FH		J		K		N			O	R				
Mean	6.6	6.5	6.6	6.6	6.8	6.1	6.7	6.4	6.6	6.8	6.4	6.7	6.1	6.6	7.1	7.0	6.4	6.6	7.0	6.4	6.7	6.5



BBC Newsbeat Generation Z

17-066641-01

To what extent are you happy or unhappy with the following in your life? Your job

Table: 25

Base: All Participants

FINAL PUBLIC USE  
Banner 1 (Summary)

Overlap formulae used  
ColumnProportions (5%): A/B,C/D/E/F Minimum Base: 30(\*\*) Small Base: 100(\*)

	Total	Sample		Generation			
		16-22 Sample	23+ Sample	Gen Z	Gen Y	Gen X	Baby Boomers
		(A) %	(B) %	(C) %	(D) %	(E) %	(F) %
Unweighted Base	3007	1003	2004	1003	660	667	677
Base	3007	1003	2004	1003	666	666	672
Very happy (10)	382	126	256	126	94	87	75
	13%	13%	13%	13%	14%	13%	11%
Fairly happy (7.75)	872	226	646	226	256	239	151
	29%	23%	32%	23%	39%	36%	22%
			A		CF	CF	
Indifferent (5.5)	568	192	376	192	137	140	98
	19%	19%	19%	19%	21%	21%	15%
				F	F	F	
Fairly unhappy (3.25)	240	72	168	72	55	69	44
	8%	7%	8%	7%	8%	10%	7%
						CF	
Very unhappy (1)	147	41	106	41	43	34	29
	5%	4%	5%	4%	6%	5%	4%
					C		
Not Applicable	799	346	453	346	81	96	276
	26%	34%	23%	34%	12%	15%	41%
		B		DE			CDE
Mean	6.6	6.6	6.6	6.6	6.7	6.6	6.6

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FINAL PUBLIC USE  
Banner 2. 16-22 Sample

Overlap formulae used  
ColumnProportions (5%): A/B,C/D,E/F/G,H/I,J/K,L/M,N/O,P/Q,R/S/T Minimum Base: 30(\*\*) Small Base: 100(\*)

	Gender			Age Range		Region			Social Grade		Employment		Ethnicity		Gen Z Vs Gen Y		Political Involvement		Brexit Vote (actual)		
	Base	Male	Female	16-18	19-22	North	South	London	ABC1	C2DE	Employed	Unemployed	White	BAME	Better life than Gen Y	Worse life than Gen Y	Very/Fairly Interested	Very/Fairly Active	Leave	Remain	Didn't vote
	%	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %	(T) %
Unweighted Base	1003	511	492	387	616	499	340	164	503	500	400	603	845	133	255	414	564	282	185	394	424
Base	1003	512	491	389	614	491	374	138	501	502	393	610	853	127	253	413	555	270	183	388	432
Very happy (10)	126	73	53	44	82	52	46	28	75	50	91	35	108	14	65	31	75	50	30	56	39
	13%	14%	11%	11%	13%	10%	12%	20%	15%	10%	23%	6%	13%	11%	26%	7%	14%	19%	17%	14%	9%
									EF	I	K				O			P	T	T	
Fairly happy (7.75)	226	118	108	70	156	99	97	30	138	88	139	87	204	21	66	77	141	68	45	107	74
	23%	23%	22%	18%	26%	20%	26%	22%	27%	18%	35%	14%	24%	17%	26%	19%	25%	25%	24%	28%	17%
					C				I	K					O				T	T	
Indifferent (5.5)	192	88	104	56	136	104	64	25	93	99	82	110	156	34	32	87	105	52	36	85	72
	19%	17%	21%	14%	22%	21%	17%	18%	19%	20%	21%	18%	18%	27%	12%	21%	19%	19%	20%	22%	17%
					C									L		N					
Fairly unhappy (3.25)	72	26	46	21	51	34	29	9	29	43	39	33	61	10	14	40	38	24	15	26	31
	7%	5%	9%	6%	8%	7%	8%	7%	6%	8%	10%	6%	7%	8%	6%	10%	7%	9%	8%	6%	7%
			A								K										
Very unhappy (1)	41	23	18	12	29	18	15	8	17	24	22	19	36	3	12	20	25	18	11	15	15
	4%	5%	4%	3%	5%	4%	4%	5%	3%	5%	6%	3%	4%	3%	5%	5%	4%	7%	6%	4%	4%
																		P			
Not Applicable	346	183	162	186	160	185	123	39	149	196	20	326	289	43	64	157	171	58	46	100	200
	34%	36%	33%	48%	26%	38%	33%	28%	30%	39%	5%	53%	34%	34%	25%	38%	31%	21%	25%	26%	46%
				D		G				H	J				N	Q					RS
Mean	6.6	6.8	6.4	6.8	6.5	6.5	6.7	6.9	6.9	6.2	6.9	6.2	6.7	6.4	7.4	6.0	6.7	6.7	6.6	6.8	6.4

FINAL PUBLIC USE  
Banner 3. 23+ Sample

Overlap formulae used  
ColumnProportions (5%): A/B,C/D/E,F/G,H/I,J,K/L,M/N,O/P,Q/R,S/T/U Minimum Base: 30(\*\*) Small Base: 100(\*)

	Gender			Age Range			Region			Social Grade		Employment		Ethnicity		Gen Z Vs Gen Y		Political Involvement		Brexit Vote (actual)		
	Base	Male	Female	23-34	35-49	50-65	North	South	London	ABC1	C2DE	Employed	Unemployed	White	BAME	Better life than Gen Y	Worse life than Gen Y	Very/Fairly Interested	Very/Fairly Active	Leave	Remain	Didn't vote
	%	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %	(T) %	(U) %
Unweighted Base	2004	980	1024	557	704	743	1034	799	171	1003	1001	1440	564	1861	111	212	1039	1296	318	835	941	228
Base	2004	982	1022	561	701	741	981	747	276	1002	1002	1441	563	1839	129	219	1038	1302	324	815	957	231
Very happy (10)	256	124	132	78	95	83	119	107	31	124	132	234	22	232	19	31	119	168	55	111	125	20
	13%	13%	13%	14%	14%	11%	12%	14%	11%	12%	13%	16%	4%	13%	15%	14%	11%	13%	17%	14%	13%	9%
												L							Q		U	
Fairly happy (7.75)	646	302	343	209	256	181	305	244	97	361	284	624	22	597	44	74	327	433	119	230	343	73
	32%	31%	34%	37%	36%	25%	31%	33%	35%	36%	28%	43%	4%	32%	34%	34%	32%	33%	37%	28%	36%	31%
				E	E					J		L										S
Indifferent (5.5)	376	208	167	120	149	106	202	124	50	178	198	322	54	332	32	50	185	243	66	145	179	52
	19%	21%	16%	21%	21%	14%	21%	17%	18%	18%	20%	22%	10%	18%	25%	23%	18%	19%	20%	18%	19%	23%
		B		E	E		G					L										
Fairly unhappy (3.25)	168	89	79	45	72	51	74	62	31	77	91	153	14	156	7	11	102	114	20	61	86	20
	8%	9%	8%	8%	10%	7%	8%	8%	11%	8%	9%	11%	2%	9%	6%	5%	10%	9%	6%	7%	9%	9%
					E							L					O					
Very unhappy (1)	106	53	53	37	40	29	45	31	31	47	59	90	17	89	11	13	57	65	19	39	53	15
	5%	5%	5%	7%	6%	4%	4%	4%	11%	5%	6%	6%	3%	5%	8%	6%	5%	5%	6%	5%	5%	6%
				E						FG		L										
Not Applicable	453	206	247	72	90	291	236	180	37	216	237	19	434	432	16	40	247	279	45	230	171	52
	23%	21%	24%	13%	13%	39%	24%	24%	14%	21%	24%	2%	77%	23%	12%	18%	24%	21%	14%	28%	18%	22%
					CD		H	H					K	N				R		T		
Mean	6.6	6.5	6.7	6.6	6.6	6.7	6.6	6.8	6.1	6.8	6.5	6.7	5.8	6.7	6.6	6.8	6.5	6.7	6.9	6.7	6.7	6.3

**BBC Newsbeat Generation Z**

17-066641-01

To what extent are you happy or unhappy with the following in your life? Your finances

Table: 28

Base: All Participants

**FINAL PUBLIC USE  
Banner 1 (Summary)**

Overlap formulae used  
ColumnProportions (5%): A/B,C/D/E/F Minimum Base: 30(\*\*) Small Base: 100(\*)

	Total	Sample		Generation			
		16-22 Sample	23+ Sample	Gen Z	Gen Y	Gen X	Baby Boomers
		(A) %	(B) %	(C) %	(D) %	(E) %	(F) %
Unweighted Base	3007	1003	2004	1003	660	667	677
Base	3007	1003	2004	1003	666	666	672
Very happy (10)	303	105	198	105	61	41	96
	10%	10%	10%	10%	9%	6%	14%
				E	E		CDE
Fairly happy (7.75)	1025	236	789	236	219	254	316
	34%	24%	39%	24%	33%	38%	47%
			A		C	C	CDE
Indifferent (5.5)	639	255	384	255	150	139	95
	21%	26%	19%	26%	22%	21%	14%
		B		EF	F	F	
Fairly unhappy (3.25)	620	223	398	223	143	151	104
	21%	22%	20%	22%	22%	23%	16%
				F	F	F	
Very unhappy (1)	360	134	226	134	87	80	58
	12%	13%	11%	13%	13%	12%	9%
				F	F	F	
Not Applicable	59	49	9	49	5	1	3
	2%	5%	1%	5%	1%	-	-
		B		DEF			
Mean	5.7	5.4	5.9	5.4	5.6	5.6	6.5

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FINAL PUBLIC USE  
Banner 2. 16-22 Sample

Overlap formulae used  
ColumnProportions (5%): A/B,C/D,E/F/G,H/I,J/K,L/M,N/O,P/Q,R/S/T Minimum Base: 30(\*\*) Small Base: 100(\*)

	Gender			Age Range		Region			Social Grade		Employment		Ethnicity		Gen Z Vs Gen Y		Political Involvement		Brexit Vote (actual)		
	Base	Male	Female	16-18	19-22	North	South	London	ABC1	C2DE	Employed	Unemployed	White	BAME	Better life than Gen Y	Worse life than Gen Y	Very/Fairly Interested	Very/Fairly Active	Leave	Remain	Didn't vote
	%	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %	(T) %
Unweighted Base	1003	511	492	387	616	499	340	164	503	500	400	603	845	133	255	414	564	282	185	394	424
Base	1003	512	491	389	614	491	374	138	501	502	393	610	853	127	253	413	555	270	183	388	432
Very happy (10)	105	61	44	38	67	43	37	25	68	37	63	42	85	16	60	21	66	46	23	46	36
	10%	12%	9%	10%	11%	9%	10%	18%	14%	7%	16%	7%	10%	13%	24%	5%	12%	17%	13%	12%	8%
									EF	I	K				O			P			
Fairly happy (7.75)	236	123	113	93	143	106	94	36	131	105	109	127	211	22	69	78	136	57	38	96	103
	24%	24%	23%	24%	23%	22%	25%	26%	26%	21%	28%	21%	25%	18%	27%	19%	24%	21%	21%	24%	24%
											K				O						
Indifferent (5.5)	255	145	111	102	154	130	92	33	130	125	93	162	210	43	50	101	127	61	58	86	111
	26%	28%	23%	26%	25%	26%	25%	24%	26%	25%	24%	26%	25%	33%	20%	24%	23%	22%	32%	22%	26%
		B												L				S			
Fairly unhappy (3.25)	223	89	134	77	146	107	93	23	101	122	84	139	193	30	38	118	130	61	29	100	94
	22%	17%	27%	20%	24%	22%	25%	17%	20%	24%	21%	23%	22%	24%	15%	29%	24%	23%	16%	26%	22%
			A				G									N				R	
Very unhappy (1)	134	64	70	48	86	78	43	13	50	84	37	97	119	8	23	76	79	37	25	51	59
	13%	13%	14%	12%	14%	16%	11%	10%	10%	17%	9%	16%	14%	6%	9%	18%	14%	14%	13%	13%	13%
									H		J	M				N					
Not Applicable	49	29	20	31	19	26	16	8	22	27	7	42	35	8	13	20	18	9	10	10	29
	5%	6%	4%	8%	3%	5%	4%	5%	4%	6%	2%	7%	4%	6%	5%	5%	3%	3%	5%	3%	7%
				D								J									S
Mean	5.4	5.6	5.2	5.5	5.3	5.2	5.4	6.1	5.8	5.0	5.9	5.0	5.4	5.7	6.5	4.6	5.4	5.6	5.6	5.4	5.3

FINAL PUBLIC USE  
Banner 3. 23+ Sample

Overlap formulae used  
ColumnProportions (5%): A/B,C/D/E,F/G/H,I/J,K/L,M/N,O/P,Q/R,S/T/U Minimum Base: 30(\*\*) Small Base: 100(\*)

	Gender			Age Range			Region			Social Grade		Employment		Ethnicity		Gen Z Vs Gen Y		Political Involvement		Brexit Vote (actual)		
	Base	Male	Female	23-34	35-49	50-65	North	South	London	ABC1	C2DE	Employed	Unemployed	White	BAME	Better life than Gen Y	Worse life than Gen Y	Very/Fairly Interested	Very/Fairly Active	Leave	Remain	Didn't vote
	%	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %	(T) %	(U) %
Unweighted Base	2004	980	1024	557	704	743	1034	799	171	1003	1001	1440	564	1861	111	212	1039	1296	318	835	941	228
Base	2004	982	1022	561	701	741	981	747	276	1002	1002	1441	563	1839	129	219	1038	1302	324	815	957	231
Very happy (10)	198	109	89	48	50	101	101	75	23	115	84	140	59	186	11	25	97	148	40	85	97	16
	10%	11%	9%	9%	7%	14%	10%	10%	8%	12%	8%	10%	10%	10%	9%	11%	9%	11%	12%	10%	10%	7%
						CD				J												
Fairly happy (7.75)	789	363	427	182	257	350	389	296	103	453	336	589	200	744	35	94	377	530	130	322	389	79
	39%	37%	42%	32%	37%	47%	40%	40%	37%	45%	34%	41%	36%	40%	27%	43%	36%	41%	40%	39%	41%	34%
			A			CD				J		L		N								
Indifferent (5.5)	384	213	171	130	150	104	187	145	52	162	222	287	97	343	31	39	188	231	61	153	171	60
	19%	22%	17%	23%	21%	14%	19%	19%	19%	16%	22%	20%	17%	19%	24%	18%	18%	18%	19%	19%	18%	26%
		B		E	E						I											ST
Fairly unhappy (3.25)	398	178	220	118	166	114	178	157	63	175	222	279	119	360	30	41	231	255	57	148	201	49
	20%	18%	21%	21%	24%	16%	18%	21%	23%	18%	22%	19%	21%	20%	23%	19%	22%	20%	18%	18%	21%	21%
				E	E						I											
Very unhappy (1)	226	113	113	79	78	69	116	74	36	92	133	141	85	199	20	20	140	133	36	103	97	26
	11%	11%	11%	14%	11%	9%	12%	10%	13%	9%	13%	10%	15%	11%	15%	9%	14%	10%	11%	13%	10%	11%
				E							I		K									
Not Applicable	9	6	3	5	1	3	9	-	-	4	5	5	4	6	2	-	4	6	1	5	2	2
	1%	1%	-	1%	-	-	1%	-	-	-	1%	-	1%	-	2%	-	1%	-	-	1%	-	1%
							G								M							
Mean	5.9	5.9	5.9	5.5	5.6	6.4	5.9	5.9	5.6	6.2	5.5	6.0	5.6	5.9	5.3	6.1	5.6	6.0	6.1	5.9	6.0	5.6

BBC Newsbeat Generation Z

17-066641-01

To what extent are you happy or unhappy with the following in your life? Your home/where you live **Table: 31**

Base: All Participants

**FINAL PUBLIC USE  
Banner 1 (Summary)**

Overlap formulae used  
ColumnProportions (5%): A/B,C/D/E/F Minimum Base: 30(\*\*) Small Base: 100(\*)

	Total	Sample		Generation			
		16-22 Sample	23+ Sample	Gen Z	Gen Y	Gen X	Baby Boomers
		(A) %	(B) %	(C) %	(D) %	(E) %	(F) %
Unweighted Base	3007	1003	2004	1003	660	667	677
Base	3007	1003	2004	1003	666	666	672
Very happy (10)	895	288	607	288	163	173	270
	30%	29%	30%	29%	24%	26%	40%
							CDE
Fairly happy (7.75)	1273	370	903	370	293	326	284
	42%	37%	45%	37%	44%	49%	42%
			A		C	CF	C
Indifferent (5.5)	455	191	264	191	116	90	59
	15%	19%	13%	19%	17%	14%	9%
		B		EF	F	F	
Fairly unhappy (3.25)	273	104	169	104	70	60	39
	9%	10%	9%	10%	11%	9%	6%
				F	F	F	
Very unhappy (1)	98	43	55	43	20	15	20
	3%	4%	3%	4%	3%	2%	3%
		B		E			
Not Applicable	13	7	6	7	4	1	1
	1%	1%	-	1%	1%	-	-
Mean	7.5	7.2	7.6	7.2	7.2	7.5	8.0

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FINAL PUBLIC USE  
Banner 2. 16-22 Sample

Overlap formulae used  
ColumnProportions (5%): A/B,C/D,E/F/G,H/I,J/K,L/M,N/O,P/Q,R/S/T Minimum Base: 30(\*\*) Small Base: 100(\*)

	Gender			Age Range		Region			Social Grade		Employment		Ethnicity		Gen Z Vs Gen Y		Political Involvement		Brexit Vote (actual)		
	Base	Male	Female	16-18	19-22	North	South	London	ABC1	C2DE	Employed	Unemployed	White	BAME	Better life than Gen Y	Worse life than Gen Y	Very/Fairly Interested	Very/Fairly Active	Leave	Remain	Didn't vote
	%	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %	(T) %
Unweighted Base	1003	511	492	387	616	499	340	164	503	500	400	603	845	133	255	414	564	282	185	394	424
Base	1003	512	491	389	614	491	374	138	501	502	393	610	853	127	253	413	555	270	183	388	432
Very happy (10)	288	158	130	131	157	143	102	43	142	146	126	162	244	36	93	94	159	80	62	99	127
	29%	31%	26%	34%	26%	29%	27%	31%	28%	29%	32%	26%	29%	28%	37%	23%	29%	30%	34%	25%	30%
				D											O				S		
Fairly happy (7.75)	370	196	174	138	232	186	137	47	180	190	127	243	322	40	90	147	202	90	56	150	163
	37%	39%	35%	35%	38%	38%	37%	34%	36%	38%	32%	40%	38%	32%	35%	35%	37%	33%	31%	39%	38%
											J										
Indifferent (5.5)	191	93	98	67	125	93	69	30	103	88	77	114	167	23	40	82	102	50	33	84	74
	19%	18%	20%	17%	20%	19%	18%	22%	21%	18%	20%	19%	20%	18%	16%	20%	18%	19%	18%	22%	17%
Fairly unhappy (3.25)	104	48	56	36	68	48	44	13	55	49	44	60	80	22	23	61	66	34	24	35	45
	10%	9%	12%	9%	11%	10%	12%	9%	11%	10%	11%	10%	9%	17%	9%	15%	12%	12%	13%	9%	10%
														L		N					
Very unhappy (1)	43	11	32	14	29	17	20	6	20	23	17	26	35	6	6	25	24	14	6	19	18
	4%	2%	7%	4%	5%	3%	5%	4%	4%	4%	4%	4%	4%	5%	3%	6%	4%	5%	3%	5%	4%
			A													N					
Not Applicable	7	5	2	4	3	4	2	-	2	5	3	4	5	-	1	3	2	2	1	2	4
	1%	1%	-	1%	-	1%	1%	-	-	1%	1%	1%	-	-	-	1%	-	1%	1%	-	1%
Mean	7.2	7.5	6.9	7.5	7.0	7.3	7.1	7.3	7.2	7.3	7.2	7.2	7.3	6.9	7.7	6.7	7.2	7.1	7.3	7.1	7.3



BBC Newsbeat Generation Z

17-066641-01

To what extent are you happy or unhappy with the following in your life? Your home/where you live

Table: 33

Base: All Participants

FINAL PUBLIC USE  
Banner 3. 23+ Sample

Overlap formulae used  
ColumnProportions (5%): A/B,C/D/E,F/G,H/I,J,K/L,M/N,O/P,Q,R,S/T/U Minimum Base: 30(\*\*) Small Base: 100(\*)

	Gender			Age Range			Region			Social Grade		Employment		Ethnicity		Gen Z Vs Gen Y		Political Involvement		Brexit Vote (actual)		
	Base	Male	Female	23-34	35-49	50-65	North	South	London	ABC1	C2DE	Employed	Unemployed	White	BAME	Better life than Gen Y	Worse life than Gen Y	Very/Fairly Interested	Very/Fairly Active	Leave	Remain	Didn't vote
	%	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %	(T) %	(U) %
Unweighted Base	2004	980	1024	557	704	743	1034	799	171	1003	1001	1440	564	1861	111	212	1039	1296	318	835	941	228
Base	2004	982	1022	561	701	741	981	747	276	1002	1002	1441	563	1839	129	219	1038	1302	324	815	957	231
Very happy (10)	607	270	336	135	182	289	312	229	66	327	280	421	186	572	28	68	307	394	103	257	300	50
	30%	28%	33%	24%	26%	39%	32%	31%	24%	33%	28%	29%	33%	31%	21%	31%	30%	30%	32%	32%	31%	22%
			A			CD	H			J				N						U	U	
Fairly happy (7.75)	903	439	464	250	332	321	434	340	129	467	436	677	226	846	46	89	471	599	153	367	436	100
	45%	45%	45%	45%	48%	43%	44%	45%	47%	47%	44%	47%	40%	46%	35%	41%	45%	46%	47%	45%	46%	43%
												L		N								
Indifferent (5.5)	264	161	103	97	99	68	127	102	36	109	155	189	75	225	29	34	134	166	35	97	118	49
	13%	16%	10%	17%	14%	9%	13%	14%	13%	11%	16%	13%	13%	12%	22%	15%	13%	13%	11%	12%	12%	21%
			B		E	E						I			M							ST
Fairly unhappy (3.25)	169	76	93	58	71	41	74	59	37	75	95	114	56	142	22	19	85	100	23	65	81	23
	9%	8%	9%	10%	10%	6%	7%	8%	13%	7%	9%	8%	10%	8%	17%	9%	8%	8%	7%	8%	9%	10%
				E	E				FG						M							
Very unhappy (1)	55	30	25	17	16	22	28	18	8	21	33	36	18	49	5	9	38	38	10	26	21	8
	3%	3%	3%	3%	2%	3%	3%	2%	3%	2%	3%	3%	3%	3%	4%	4%	4%	3%	3%	3%	2%	3%
Not Applicable	6	5	1	4	1	1	6	-	-	3	3	4	2	5	1	-	3	4	-	3	1	2
	-	-	-	1%	-	-	1%	-	-	-	-	-	1%	-	1%	-	-	-	-	-	-	1%
							G															T
Mean	7.6	7.4	7.7	7.2	7.4	8.0	7.6	7.6	7.2	7.8	7.4	7.6	7.5	7.7	6.7	7.4	7.5	7.6	7.7	7.6	7.7	7.1

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**BBC Newsbeat Generation Z**

17-066641-01

To what extent are you happy or unhappy with the following in your life? - Mean Summary

Table: 34

Base: All Participants

**FINAL PUBLIC USE  
Banner 1 (Summary)**

Overlap formulae used  
ColumnProportions (5%): A/B,C/D/E/F Minimum Base: 30(\*\*) Small Base: 100(\*\*)

	Total	Sample		Generation			
		16-22 Sample	23+ Sample	Gen Z	Gen Y	Gen X	Baby Boomers
		(A) %	(B) %	(C) %	(D) %	(E) %	(F) %
Weighted Base	3007	1003	2004	1003	666	666	672
Your appearance	6.2	6.0	6.3	6.0	6.3	6.1	6.5
Your friends	7.6	7.5	7.7	7.5	7.5	7.5	8.0
Your family	8.2	7.9	8.3	7.9	8.3	8.2	8.5
Your school	6.8	7.0	6.6	7.0	6.6	6.8	6.0
Your job	6.6	6.6	6.6	6.6	6.7	6.6	6.6
Your finances	5.7	5.4	5.9	5.4	5.6	5.6	6.5
Your home/where you live	7.5	7.2	7.6	7.2	7.2	7.5	8.0

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BBC Newsbeat Generation Z

17-066641-01

To what extent are you happy or unhappy with the following in your life? - Mean Summary

Table: 35

Base: All Participants

FINAL PUBLIC USE  
Banner 2. 16-22 Sample

Overlap formulae used  
ColumnProportions (5%): A/B,C/D,E/F/G,H/I,J/K,L/M,N/O,P/Q,R/S/T Minimum Base: 30(\*\*) Small Base: 100(\*)

	Gender			Age Range		Region			Social Grade		Employment		Ethnicity		Gen Z Vs Gen Y		Political Involvement		Brexit Vote (actual)		
	Base	Male	Female	16-18	19-22	North	South	London	ABC1	C2DE	Employed	Unemployed	White	BAME	Better life than Gen Y	Worse life than Gen Y	Very/Fairly Interested	Very/Fairly Active	Leave	Remain	Didn't vote
	%	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %	(T) %
Weighted Base	1003	512	491	389	614	491	374	138	501	502	393	610	853	127	253	413	555	270	183	388	432
Your appearance	6.0	6.6	5.4	6.2	5.9	5.8	6.1	6.5	6.0	6.1	6.2	5.9	6.0	6.2	6.9	5.4	6.0	6.0	6.3	5.8	6.1
Your friends	7.5	7.7	7.3	7.7	7.4	7.4	7.5	7.7	7.4	7.5	7.5	7.5	7.5	7.2	8.1	7.1	7.4	7.3	7.3	7.5	7.5
Your family	7.9	8.1	7.8	8.1	7.8	7.9	8.1	7.9	8.0	7.9	8.1	7.8	8.0	7.4	8.4	7.7	7.9	7.7	8.0	7.9	8.0
Your school	7.0	7.1	6.9	7.0	7.0	7.0	6.9	7.4	7.1	6.9	6.9	7.0	7.1	6.7	7.5	6.7	7.1	7.1	6.8	7.1	7.0
Your job	6.6	6.8	6.4	6.8	6.5	6.5	6.7	6.9	6.9	6.2	6.9	6.2	6.7	6.4	7.4	6.0	6.7	6.7	6.6	6.8	6.4
Your finances	5.4	5.6	5.2	5.5	5.3	5.2	5.4	6.1	5.8	5.0	5.9	5.0	5.4	5.7	6.5	4.6	5.4	5.6	5.6	5.4	5.3
Your home/where you live	7.2	7.5	6.9	7.5	7.0	7.3	7.1	7.3	7.2	7.3	7.2	7.2	7.3	6.9	7.7	6.7	7.2	7.1	7.3	7.1	7.3

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BBC Newsbeat Generation Z

17-066641-01

To what extent are you happy or unhappy with the following in your life? - Mean Summary

Table: 36

Base: All Participants

FINAL PUBLIC USE  
Banner 3. 23+ Sample

Overlap formulae used  
ColumnProportions (5%): A/B,C/D/E,F/G/H,I/J,K/L,M/N,O/P,Q/R,S/T/U Minimum Base: 30(\*\*) Small Base: 100(\*)

	Gender			Age Range			Region			Social Grade		Employment		Ethnicity		Gen Z Vs Gen Y		Political Involvement		Brexit Vote (actual)		
	Base	Male	Female	23-34	35-49	50-65	North	South	London	ABC1	C2DE	Employed	Unemployed	White	BAME	Better life than Gen Y	Worse life than Gen Y	Very/Fairly Interested	Very/Fairly Active	Leave	Remain	Didn't vote
	%	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %	(T) %	(U) %
Weighted Base	2004	982	1022	561	701	741	981	747	276	1002	1002	1441	563	1839	129	219	1038	1302	324	815	957	231
Your appearance	6.3	6.5	6.1	6.3	6.1	6.5	6.3	6.3	6.5	6.3	6.4	6.4	6.0	6.3	6.6	6.5	6.2	6.4	6.6	6.4	6.3	6.1
Your friends	7.7	7.5	7.8	7.4	7.5	8.0	7.7	7.7	7.5	7.7	7.6	7.7	7.6	7.7	7.5	7.6	7.6	7.7	7.7	7.8	7.7	7.2
Your family	8.3	8.2	8.4	8.3	8.2	8.5	8.4	8.3	8.2	8.3	8.3	8.3	8.2	8.3	8.1	8.1	8.2	8.3	8.2	8.4	8.3	7.8
Your school	6.6	6.5	6.6	6.6	6.8	6.1	6.7	6.4	6.6	6.8	6.4	6.7	6.1	6.6	7.1	7.0	6.4	6.6	7.0	6.4	6.7	6.5
Your job	6.6	6.5	6.7	6.6	6.6	6.7	6.6	6.8	6.1	6.8	6.5	6.7	5.8	6.7	6.6	6.8	6.5	6.7	6.9	6.7	6.7	6.3
Your finances	5.9	5.9	5.9	5.5	5.6	6.4	5.9	5.9	5.6	6.2	5.5	6.0	5.6	5.9	5.3	6.1	5.6	6.0	6.1	5.9	6.0	5.6
Your home/where you live	7.6	7.4	7.7	7.2	7.4	8.0	7.6	7.6	7.2	7.8	7.4	7.6	7.5	7.7	6.7	7.4	7.5	7.6	7.7	7.6	7.7	7.1

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BBC Newsbeat Generation Z

17-066641-01

The Millennial generation is usually defined as those born from 1980 to 1994, so they are around 23-37 years old now. Do you think that the generation coming after Millennials, that is those aged 22 or younger, will have a better or worse life than Millennials, or will it be about the same?

Table: 37

Base: All Participants

FINAL PUBLIC USE  
Banner 1 (Summary)

Overlap formulae used  
ColumnProportions (5%): A/B,C/D/E/F Minimum Base: 30(\*\*) Small Base: 100(\*)

	Sample			Generation			
	Total	16-22 Sample	23+ Sample	Gen Z	Gen Y	Gen X	Baby Boomers
	%	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %
Unweighted Base	3007	1003	2004	1003	660	667	677
Weighted Base	3007	1003	2004	1003	666	666	672
Better	472	253	219	253	102	69	48
	16%	25%	11%	25%	15%	10%	7%
		B		DEF	EF	F	
Worse	1450	413	1038	413	314	363	360
	48%	41%	52%	41%	47%	55%	54%
			A		C	CD	CD
Same	1084	337	747	337	249	234	264
	36%	34%	37%	34%	38%	35%	39%
							C

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BBC Newsbeat Generation Z

17-066641-01

The Millennial generation is usually defined as those born from 1980 to 1994, so they are around 23-37 years old now. Do you think that the generation coming after Millennials, that is those aged 22 or younger, will have a better or worse life than Millennials, or will it be about the same?

Table: 38

Base: All Participants

FINAL PUBLIC USE  
Banner 2. 16-22 Sample

Overlap formulae used  
ColumnProportions (S%): A/B,C/D,E/F/G,H/I/J,K/L,M,N/O,P/Q,R/S/T Minimum Base: 30(\*\*) Small Base: 100(\*)

	Gender			Age Range		Region			Social Grade		Employment		Ethnicity		Gen Z Vs Gen Y		Political Involvement		Brexit Vote (actual)		
	Base	Male	Female	16-18	19-22	North	South	London	ABC1	C2DE	Employed	Unemplo yed	White	BAME	Better life than Gen Y	Worse life than Gen Y	Very/Fairly Interested	Very/Fairly Active	Leave	Remain	Didn't vote
	%	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %	(T) %
Unweighted Base	1003	511	492	387	616	499	340	164	503	500	400	603	845	133	255	414	564	282	185	394	424
Weighted Base	1003	512	491	389	614	491	374	138	501	502	393	610	853	127	253	413	555	270	183	388	432
Better	253	146	107	99	154	108	94	51	142	112	130	123	199	46	253	-	151	101	47	117	89
	25%	29%	22%	25%	25%	22%	25%	37%	28%	22%	33%	20%	23%	36%	100%	-	27%	37%	26%	30%	20%
		<b>B</b>						<b>EF</b>	<b>I</b>		<b>K</b>			<b>L</b>	<b>O</b>			<b>P</b>		<b>T</b>	
Worse	413	174	239	151	261	208	150	55	194	219	140	273	350	55	-	413	251	116	74	162	176
	41%	34%	48%	39%	43%	42%	40%	40%	39%	44%	36%	45%	41%	44%	-	100%	45%	43%	41%	42%	41%
			<b>A</b>									<b>J</b>				<b>N</b>					
Same	337	191	146	139	198	175	130	32	166	171	123	214	304	26	-	-	154	54	61	108	167
	34%	37%	30%	36%	32%	36%	35%	23%	33%	34%	31%	35%	36%	20%	-	-	28%	20%	33%	28%	39%
		<b>B</b>				<b>G</b>	<b>G</b>						<b>M</b>				<b>Q</b>				<b>S</b>

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BBC Newsbeat Generation Z

17-066641-01

The Millennial generation is usually defined as those born from 1980 to 1994, so they are around 23-37 years old now. Do you think that the generation coming after Millennials, that is those aged 22 or younger, will have a better or worse life than Millennials, or will it be about the same?

Table: 39

Base: All Participants

FINAL PUBLIC USE  
Banner 3. 23+ Sample

Overlap formulae used  
ColumnProportions (5%): A/B,C/D/E,F/G/H,I,J,K/L,M/N,O/P,Q/R,S/T/U Minimum Base: 30(\*\*) Small Base: 100(\*)

	Gender			Age Range			Region			Social Grade		Employment		Ethnicity		Gen Z Vs Gen Y		Political Involvement		Brexit Vote (actual)		
	Base	Male	Female	23-34	35-49	50-65	North	South	London	ABC1	C2DE	Employed	Unemplo yed	White	BAME	Better life than Gen Y	Worse life than Gen Y	Very/Fairly Interested	Very/Fairly Active	Leave	Remain	Didn't vote
	%	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %	(T) %	(U) %
Unweighted Base	2004	980	1024	557	704	743	1034	799	171	1003	1001	1440	564	1861	111	212	1039	1296	318	835	941	228
Weighted Base	2004	982	1022	561	701	741	981	747	276	1002	1002	1441	563	1839	129	219	1038	1302	324	815	957	231
Better	219	128	91	91	73	55	97	76	47	99	120	167	52	184	29	219	-	166	66	85	108	26
	11%	13%	9%	16%	10%	7%	10%	10%	17%	10%	12%	11%	9%	10%	22%	100%	-	13%	20%	11%	11%	11%
		B		DE	E				FG						M	P			Q			
Worse	1038	499	539	255	384	399	510	392	135	520	518	730	308	954	67	-	1038	698	173	403	527	107
	52%	51%	53%	45%	55%	54%	52%	53%	49%	52%	52%	51%	55%	52%	52%	-	100%	53%	53%	49%	55%	46%
					C	C											O					SU
Same	747	355	393	216	244	288	374	280	94	384	364	544	203	700	34	-	-	439	85	327	322	98
	37%	36%	38%	39%	35%	39%	38%	37%	34%	38%	36%	38%	36%	38%	26%	-	-	34%	27%	40%	34%	43%
														N				R		T		T

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BBC Newsbeat Generation Z

17-06641-01

Which three of the following issues do you think are most important issues to be addressed in Britain today?

Table: 40

Base: All Participants

FINAL PUBLIC USE  
Banner 1 (Summary)

Overlap formulae used  
Column percentages (N) / A/B/C/D/E/F Minimum Base: 300\*\*1 Small Base: 100\*\*1

	Sample			Generation			
	Total	16-22 Sample	23+ Sample	Gen Z	Gen Y	Gen X	Baby Boomers
	%	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %
Unweighted Base	3007	1003	2004	1003	660	667	677
Weighted Base	3007	1003	2004	1003	666	666	672
Improving the NHS	1435	452	983	452	333	328	322
	48%	45%	49%	45%	50%	49%	48%
			A				
Making Britain's economy work after Brexit	1111	270	841	270	241	281	318
	37%	27%	42%	27%	36%	42%	47%
			A		C	CD	CD
Preventing acts of terrorism	1084	344	739	344	215	247	277
	36%	34%	37%	34%	32%	37%	41%
							CD
Controlling immigration	670	161	508	161	125	185	199
	22%	16%	25%	16%	19%	28%	30%
			A			CD	CD
Ensuring there are lots of good quality jobs in the future	628	200	428	200	139	145	144
	21%	20%	21%	20%	21%	22%	21%
Improving mental health services	527	198	328	198	114	117	97
	18%	20%	16%	20%	17%	18%	14%
		B		F			
Doing more to protect the environment / stop climate change	476	194	282	194	103	89	90
	16%	19%	14%	19%	16%	13%	13%
		B		EF			
Building more housing	470	112	358	112	137	115	106
	16%	11%	18%	11%	21%	17%	16%
			A		CF	C	C
Improving care for the elderly	445	80	365	80	83	118	165
	15%	8%	18%	8%	12%	18%	25%
			A		C	CD	CD
Improving educational standards	389	160	229	160	92	81	56
	13%	16%	11%	16%	14%	12%	8%
		B		EF	F	F	
Racism	374	198	177	198	70	64	43
	12%	20%	9%	20%	11%	10%	6%
		B		DEF	F	F	
Preventing and solving crime	313	109	204	109	70	70	64
	10%	11%	10%	11%	11%	11%	9%
Paying off the National Debt	290	90	200	90	70	51	79
	10%	9%	10%	9%	11%	8%	12%
							E
Gender equality	202	127	75	127	47	19	9
	7%	13%	4%	13%	7%	3%	1%
		B		DEF	EF		
Prejudice towards LGBTQ+ people	146	99	47	99	28	13	6
	5%	10%	2%	10%	4%	2%	1%
		B		DEF	EF		
Developing better technology	133	74	59	74	25	25	10
	4%	7%	3%	7%	4%	4%	1%
				DEF	F	F	
Something else (please specify)	62	13	49	13	14	12	23
	2%	1%	2%	1%	2%	2%	3%
			A				C
Don't know	89	43	46	43	30	12	3
	3%	4%	2%	4%	5%	2%	-
		B		EF	EF	F	

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FINAL PUBLIC USE  
 Banner 2, 16-22 Sample

Overlap formula used  
 ColumnProportions (N) A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T Minimum Base: 30 (\*\*1 Small Base: 100\*\*)

	Gender		Age Range		Region			Social Grade		Employment		Ethnicity		Gen Z Vs Gen Y		Political Involvement		Brexit Vote (actual)			
	Base	Male	Female	16-18	19-22	North	South	London	ABC1	C2DE	Employed	Unemplo yed	White	BAME	Better life than Gen Y	Worse life than Gen Y	Very/Fairly Interested	Very/Fairly Active	Leave	Remain	Didn't vote
	%	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %	(T) %
Unweighted Base	1003	511	492	387	616	499	340	164	503	500	400	603	845	133	255	414	564	282	185	394	424
Weighted Base	1003	512	491	389	614	491	374	138	501	502	393	610	853	127	253	413	555	270	183	388	432
Improving the NHS	452	219	233	172	279	228	177	46	225	227	173	279	395	49	107	189	260	114	75	184	193
	45%	43%	47%	44%	45%	46%	47%	33%	45%	45%	44%	46%	46%	39%	42%	46%	47%	42%	41%	47%	45%
						G	G									Q					
Preventing acts of terrorism	344	172	173	136	208	176	122	46	183	162	144	200	306	37	87	129	171	77	72	118	155
	34%	34%	35%	35%	34%	36%	33%	34%	36%	32%	37%	33%	36%	29%	35%	31%	31%	28%	39%	30%	36%
																			S		
Making Britain's economy work after Brexit	270	153	118	98	172	131	98	41	145	125	122	148	227	39	59	119	144	72	46	106	119
	27%	30%	24%	25%	28%	27%	26%	30%	29%	25%	31%	24%	27%	30%	23%	29%	26%	27%	25%	27%	28%
Racism	198	102	95	69	128	101	67	29	105	93	81	117	150	44	64	73	122	64	25	89	84
	20%	20%	19%	18%	21%	21%	18%	21%	21%	18%	21%	19%	18%	35%	20%	18%	22%	24%	14%	23%	19%
Improving mental health services	198	72	126	67	122	104	77	18	98	100	74	125	176	19	37	98	129	61	38	83	77
	20%	14%	26%	17%	21%	21%	13%	13%	20%	20%	19%	20%	21%	15%	15%	24%	23%	22%	21%	21%	18%
			A			G	G									N					
Ensuring there are lots of good quality jobs in the future	200	103	96	80	119	99	76	25	91	109	76	123	159	35	39	93	99	44	31	78	91
	20%	20%	20%	21%	19%	20%	20%	18%	18%	22%	19%	20%	19%	28%	16%	22%	18%	16%	17%	20%	21%
Doing more to protect the environment /stop climate change	194	91	102	77	117	87	80	26	102	91	65	129	175	15	46	95	130	54	29	81	84
	19%	18%	21%	20%	19%	18%	21%	19%	20%	18%	16%	21%	20%	12%	18%	23%	23%	20%	16%	21%	19%
Controlling immigration	161	100	61	64	97	78	61	23	67	94	71	91	147	13	32	71	77	41	57	37	68
	16%	20%	12%	17%	18%	16%	16%	17%	13%	19%	18%	15%	17%	10%	13%	17%	14%	15%	31%	10%	16%
Improving educational standards	160	74	86	54	106	62	72	26	89	71	60	100	135	21	52	69	99	53	23	77	59
	16%	14%	18%	14%	17%	13%	15%	15%	18%	14%	15%	16%	16%	16%	21%	17%	18%	19%	13%	20%	14%
Gender equality	127	44	83	55	71	66	44	17	65	62	43	84	110	15	37	46	80	43	18	62	47
	13%	9%	17%	14%	12%	13%	12%	12%	13%	12%	11%	14%	13%	12%	15%	11%	14%	16%	10%	16%	11%
Building more housing	112	55	57	37	75	49	42	21	54	58	41	70	95	12	28	46	73	40	23	45	45
	11%	11%	12%	9%	12%	10%	11%	15%	11%	12%	11%	12%	11%	10%	11%	11%	13%	15%	12%	12%	10%
Preventing and solving crime	109	69	39	46	63	41	43	24	59	50	51	58	90	18	37	35	55	29	25	38	46
	11%	14%	8%	12%	10%	8%	12%	18%	12%	10%	13%	10%	10%	14%	15%	8%	10%	11%	14%	10%	11%
Prejudice towards LGBTQ+ people	99	40	59	45	54	49	39	11	51	48	36	63	88	7	17	42	61	36	20	40	39
	10%	8%	12%	12%	9%	10%	10%	8%	10%	9%	9%	10%	10%	6%	7%	10%	11%	13%	11%	10%	9%
Paying off the National Debt	90	51	39	36	54	45	29	15	48	42	42	48	73	17	38	30	62	32	20	37	33
	9%	10%	8%	9%	9%	8%	11%	10%	8%	11%	8%	9%	9%	14%	15%	7%	11%	12%	11%	10%	8%
Improving care for the elderly	80	43	36	26	54	40	30	10	39	41	45	34	69	10	29	27	34	21	24	30	26
	8%	9%	7%	7%	9%	8%	8%	7%	8%	8%	12%	6%	8%	8%	11%	7%	6%	8%	11%	8%	6%
Developing better technology	74	52	22	33	41	42	19	13	38	36	28	46	63	10	26	28	38	27	11	27	36
	7%	10%	4%	8%	7%	9%	5%	9%	7%	7%	7%	8%	7%	8%	10%	7%	7%	10%	6%	7%	8%
Something else (please specify)	13	4	9	6	7	8	3	2	4	9	4	9	9	3	2	9	8	3	-	6	7
	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	3%	1%	2%	2%	1%	-	2%	2%
Don't know	43	29	14	22	21	22	15	7	14	29	8	35	30	5	7	13	6	1	4	10	30
	4%	6%	3%	6%	3%	4%	4%	5%	3%	6%	2%	6%	4%	4%	3%	3%	1%	-	2%	3%	7%

FINAL PUBLIC USE  
 Banner 3. 23+ Sample

Overlap formula used

Column Proportions (N): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U Minimum Base: 30\*\* (Small Base: 100\*)

	Gender			Age Range			Region			Social Grade		Employment		Ethnicity		Gen Z Vs Gen Y		Political Involvement		Brexit Vote (actual)		
	Base	Male	Female	23-34	35-49	50-65	North	South	London	ABC1	C2DE	Employed	Unemplo yed	White	BAME	Better life than Gen Y	Worse life than Gen Y	Very/Fairly Interested	Very/Fairly Active	Leave	Remain	Didn't vote
	%	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted Base	2004	980	1024	557	704	743	1034	799	171	1003	1201	1440	564	1861	111	212	1039	1296	318	835	941	228
Weighted Base	2004	982	1022	561	701	741	981	747	276	1002	1002	1441	563	1839	129	219	1038	1302	324	815	957	231
Improving the NHS	983	476	507	284	344	356	488	384	111	488	495	693	290	909	62	96	523	641	146	370	503	111
	49%	49%	50%	51%	49%	48%	50%	51%	40%	49%	49%	48%	52%	49%	48%	44%	50%	49%	45%	45%	53%	48%
							H	H														S
Making Britain's economy work after Brexit	841	418	423	195	294	352	388	333	120	467	374	608	233	769	59	90	424	582	121	347	432	62
	42%	43%	41%	35%	42%	47%	40%	45%	43%	47%	37%	42%	41%	42%	46%	41%	41%	45%	37%	43%	45%	27%
				C	CD	F		F	J									R				U
Preventing acts of terrorism	739	309	430	182	264	293	382	272	86	373	366	547	192	690	38	75	379	420	87	349	306	84
	37%	31%	42%	32%	38%	40%	39%	36%	31%	37%	37%	38%	34%	38%	29%	34%	37%	32%	27%	43%	32%	36%
			A		C	H												R		T		
Controlling immigration	508	266	242	105	184	220	294	161	54	221	288	358	150	480	19	55	248	294	59	362	96	50
	25%	27%	24%	19%	26%	30%	30%	21%	19%	22%	29%	25%	27%	26%	14%	23%	24%	23%	18%	44%	10%	22%
				C	C	GH					I			H				R			TU	
Ensuring there are lots of good quality jobs in the future	428	212	216	119	148	161	204	168	56	222	206	313	115	394	26	52	228	299	87	150	232	46
	21%	22%	21%	21%	21%	22%	21%	23%	20%	22%	21%	22%	20%	21%	20%	24%	22%	23%	27%	18%	24%	20%
																						S
Improving care for the elderly	365	151	215	64	116	185	169	154	42	204	161	247	118	345	17	32	190	225	52	159	163	43
	18%	15%	21%	11%	17%	25%	17%	21%	15%	20%	16%	17%	21%	19%	13%	15%	18%	17%	16%	20%	17%	19%
				A		C	CD															
Building more housing	358	191	167	114	125	119	138	141	79	177	181	270	87	329	23	34	210	260	72	122	195	41
	18%	19%	16%	20%	18%	16%	14%	19%	29%	18%	18%	19%	16%	18%	17%	16%	20%	20%	22%	15%	20%	18%
							F	FG														S
Improving mental health services	328	137	192	96	126	107	162	132	34	165	164	223	105	308	17	30	181	214	64	115	179	35
	16%	14%	19%	17%	18%	14%	17%	18%	12%	16%	16%	15%	19%	17%	13%	14%	17%	16%	20%	14%	19%	15%
			A																			S
Doing more to protect the environment /stop climate change	282	140	142	82	104	97	130	112	40	148	134	197	85	269	8	22	168	212	68	80	179	23
	14%	14%	14%	15%	15%	13%	13%	15%	15%	15%	13%	14%	15%	15%	7%	10%	16%	16%	21%	10%	19%	10%
															H							SU
Improving educational standards	229	115	114	76	87	65	114	76	39	122	107	167	62	202	19	26	124	160	50	61	130	38
	11%	12%	11%	14%	12%	9%	12%	10%	14%	12%	11%	12%	11%	11%	15%	12%	12%	12%	15%	8%	14%	16%
				E	E																	S
Preventing and solving crime	204	117	87	59	71	74	103	70	31	104	100	155	49	182	9	30	101	128	22	90	84	30
	10%	12%	8%	11%	10%	10%	11%	9%	11%	10%	10%	11%	9%	10%	7%	14%	10%	10%	7%	11%	9%	13%
Paying off the National Debt	200	125	75	62	54	83	99	72	29	97	103	137	63	184	14	30	86	144	43	89	89	22
	10%	13%	7%	11%	8%	11%	10%	10%	10%	10%	9%	11%	10%	11%	14%	8%	11%	13%	11%	11%	9%	9%
Racism	177	94	82	60	68	48	72	61	43	82	94	133	43	133	41	31	84	124	34	43	106	28
	9%	10%	8%	11%	10%	7%	7%	8%	16%	8%	9%	9%	8%	7%	32%	14%	8%	10%	10%	5%	11%	12%
				E	E					FG												S
																						S
Gender equality	75	37	38	41	22	12	39	22	15	29	46	54	21	68	5	13	35	48	16	17	47	12
	4%	4%	4%	7%	3%	2%	4%	3%	5%	3%	5%	4%	4%	4%	4%	6%	3%	4%	5%	2%	5%	5%
				DE																		S
Developing better technology	59	41	19	21	28	10	30	13	16	26	33	50	10	44	12	17	28	42	22	17	34	9
	3%	4%	2%	4%	4%	1%	3%	2%	6%	3%	3%	3%	2%	2%	9%	8%	3%	3%	7%	2%	4%	4%
				E	E					G												
Prejudice towards LGBT+ people	47	22	25	26	15	6	29	11	6	19	27	36	13	45	1	10	26	33	12	10	33	4
	2%	2%	2%	5%	2%	1%	3%	1%	2%	2%	3%	3%	2%	2%	1%	4%	2%	2%	4%	1%	3%	2%
				DE	E		G															S
Something else (please specify)	49	31	18	12	12	24	23	18	8	26	23	36	13	45	3	5	29	43	13	19	27	4
	2%	3%	2%	2%	2%	3%	2%	2%	3%	3%	2%	2%	2%	2%	2%	2%	3%	3%	4%	2%	3%	2%
Don't know	46	21	25	28	13	4	26	14	6	12	34	32	14	40	5	3	16	13	2	15	13	18
	2%	2%	2%	5%	2%	1%	3%	2%	2%	1%	3%	2%	2%	2%	4%	1%	2%	1%	1%	2%	1%	8%
				DE	E																	ST

BBC Newsbeat Generation Z

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...and now we'd like to ask you a little bit about politics. How interested are you in politics?

Table: 43

Base: All Participants

**FINAL PUBLIC USE  
Banner 1 (Summary)**

Overlap formulae used

ColumnProportions (5%): A/B,C/D/E/F Minimum Base: 30(\*\*) Small Base: 100(\*\*)

	Total	Sample		Generation			
		16-22 Sample	23+ Sample	Gen Z	Gen Y	Gen X	Baby Boomers
		(A) %	(B) %	(C) %	(D) %	(E) %	(F) %
Unweighted Base	3007	1003	2004	1003	660	667	677
Base	3007	1003	2004	1003	666	666	672
Very interested (10)	548	152	396	152	127	116	152
	18%	15%	20%	15%	19%	17%	23%
			A		C		CE
Fairly interested (7.5)	1309	402	907	402	296	299	312
	44%	40%	45%	40%	45%	45%	46%
			A				C
Not that interested (5)	779	288	491	288	154	185	151
	26%	29%	24%	29%	23%	28%	23%
		B		DF		F	
Not interested at all (2.5)	371	160	211	160	88	66	57
	12%	16%	11%	16%	13%	10%	8%
		B		EF	F		
Mean	6.7	6.4	6.9	6.4	6.7	6.8	7.1

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BBC Newsbeat Generation Z

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...and now we'd like to ask you a little bit about politics. How interested are you in politics?

Table: 44

Base: All Participants

FINAL PUBLIC USE  
Banner 2. 16-22 Sample

Overlap formulae used  
ColumnProportions (5%): A/B,C/D,E/F/G,H/I,J/K,L/M,N/O,P/Q,R/S/T Minimum Base: 30(\*\*) Small Base: 100(\*)

	Gender			Age Range		Region			Social Grade		Employment		Ethnicity		Gen Z Vs Gen Y		Political Involvement		Brexit Vote (actual)		
	Base	Male	Female	16-18	19-22	North	South	London	ABC1	C2DE	Employed	Unemployed	White	BAME	Better life than Gen Y	Worse life than Gen Y	Very/Fairly Interested	Very/Fairly Active	Leave	Remain	Didn't vote
	%	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %	(T) %
Unweighted Base	1003	511	492	387	616	499	340	164	503	500	400	603	845	133	255	414	564	282	185	394	424
Base	1003	512	491	389	614	491	374	138	501	502	393	610	853	127	253	413	555	270	183	388	432
Very interested (10)	152	77	76	45	107	70	52	30	98	54	70	82	133	20	53	63	152	106	37	80	35
	15%	15%	15%	11%	18%	14%	14%	21%	20%	11%	18%	13%	16%	16%	21%	15%	27%	39%	20%	21%	8%
					C			EF	I									P	T	T	
Fairly interested (7.5)	402	187	216	136	267	196	143	63	232	170	164	238	337	62	97	187	402	151	76	194	132
	40%	36%	44%	35%	43%	40%	38%	46%	46%	34%	42%	39%	39%	49%	39%	46%	73%	56%	42%	50%	31%
			A		C				I					L			Q		T	T	
Not that interested (5)	288	146	141	124	164	145	115	28	124	164	111	177	250	28	66	116	-	11	54	86	147
	29%	29%	29%	32%	27%	30%	31%	20%	25%	32%	28%	29%	29%	22%	26%	28%	-	4%	30%	22%	34%
						G	G			H								P			S
Not interested at all (2.5)	160	102	59	84	76	80	63	18	47	114	48	113	134	17	36	46	-	3	15	29	117
	16%	20%	12%	22%	12%	16%	17%	13%	9%	23%	12%	19%	16%	13%	14%	11%	-	1%	8%	7%	27%
		B		D						H		J						P			RS
Mean	6.4	6.2	6.6	5.9	6.7	6.3	6.2	6.9	6.9	5.8	6.6	6.2	6.4	6.7	6.7	6.6	8.2	8.3	6.9	7.1	5.5

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...and now we'd like to ask you a little bit about politics. How interested are you in politics?

Table: 45

Base: All Participants

FINAL PUBLIC USE  
Banner 3. 23+ Sample

Overlap formulae used  
ColumnProportions (5%): A/B,C/D,E,F/G,H,I,J,K/L,M/N,O/P,Q/R,S/T/U Minimum Base: 30(\*\*) Small Base: 100(\*\*)

	Gender			Age Range			Region			Social Grade		Employment		Ethnicity		Gen Z Vs Gen Y		Political Involvement		Brexit Vote (actual)		
	Base	Male	Female	23-34	35-49	50-65	North	South	London	ABC1	C2DE	Employed	Unemployed	White	BAME	Better life than Gen Y	Worse life than Gen Y	Very/Fairly Interested	Very/Fairly Active	Leave	Remain	Didn't vote
	%	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %	(T) %	(U) %
Unweighted Base	2004	980	1024	557	704	743	1034	799	171	1003	1001	1440	564	1861	111	212	1039	1296	318	835	941	228
Base	2004	982	1022	561	701	741	981	747	276	1002	1002	1441	563	1839	129	219	1038	1302	324	815	957	231
Very interested (10)	396	255	140	104	126	165	182	146	68	232	164	282	114	371	21	61	222	396	189	135	242	19
	20%	26%	14%	19%	18%	22%	19%	19%	24%	23%	16%	20%	20%	20%	16%	28%	21%	30%	58%	17%	25%	8%
		<b>B</b>				<b>D</b>				<b>J</b>						<b>P</b>			<b>Q</b>	<b>U</b>	<b>SU</b>	
Fairly interested (7.5)	907	455	452	250	310	347	438	343	126	468	439	667	240	822	68	105	476	907	129	364	478	65
	45%	46%	44%	45%	44%	47%	45%	46%	46%	47%	44%	46%	43%	45%	52%	48%	46%	70%	40%	45%	50%	28%
																		<b>R</b>		<b>U</b>	<b>SU</b>	
Not that interested (5)	491	183	308	131	191	168	247	183	60	223	268	346	145	450	30	35	243	-	5	224	189	77
	24%	19%	30%	23%	27%	23%	25%	25%	22%	22%	27%	24%	26%	24%	23%	16%	24%	-	2%	27%	20%	34%
			<b>A</b>								<b>I</b>					<b>O</b>			<b>Q</b>	<b>T</b>		<b>T</b>
Not interested at all (2.5)	211	89	122	76	74	61	113	75	23	79	132	147	64	195	11	19	96	-	1	93	49	70
	11%	9%	12%	13%	11%	8%	11%	10%	8%	8%	13%	10%	11%	11%	9%	8%	9%	-	-	11%	5%	30%
			<b>A</b>	<b>E</b>							<b>I</b>								<b>Q</b>	<b>T</b>		<b>ST</b>
Mean	6.9	7.2	6.5	6.7	6.7	7.1	6.8	6.9	7.2	7.1	6.6	6.9	6.8	6.9	6.9	7.4	7.0	8.3	8.9	6.7	7.4	5.4

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...and how active would you say you are in politics?

Table: 46

Base: All Participants

FINAL PUBLIC USE  
Banner 1 (Summary)

Overlap formulae used

ColumnProportions (5%): A/B,C/D/E/F Minimum Base: 30(\*\*) Small Base: 100(\*\*)

	Total	Sample		Generation			
		16-22 Sample	23+ Sample	Gen Z	Gen Y	Gen X	Baby Boomers
		(A) %	(B) %	(C) %	(D) %	(E) %	(F) %
Unweighted Base	3007	1003	2004	1003	660	667	677
Base	3007	1003	2004	1003	666	666	672
Very active (10)	108	61	47	61	29	11	7
	4%	6%	2%	6%	4%	2%	1%
		B		EF	EF		
Fairly active (7.5)	486	209	277	209	118	94	65
	16%	21%	14%	21%	18%	14%	10%
		B		EF	F	F	
Not that active (5)	1137	361	776	361	262	227	287
	38%	36%	39%	36%	39%	34%	43%
							CE
Not active at all (2.5)	1216	345	871	345	241	320	310
	40%	34%	43%	34%	36%	48%	46%
			A			CD	CD
Mean	4.6	5.0	4.4	5.0	4.8	4.2	4.1

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...and how active would you say you are in politics?

Table: 47

Base: All Participants

FINAL PUBLIC USE  
Banner 2. 16-22 Sample

Overlap formulae used  
ColumnProportions (5%): A/B,C/D,E/F/G,H/I,J/K,L/M,N/O,P/Q,R/S/T Minimum Base: 30(\*\*) Small Base: 100(\*)

	Gender			Age Range		Region			Social Grade		Employment		Ethnicity		Gen Z Vs Gen Y		Political Involvement		Brexit Vote (actual)		
	Base	Male	Female	16-18	19-22	North	South	London	ABC1	C2DE	Employed	Unemployed	White	BAME	Better life than Gen Y	Worse life than Gen Y	Very/Fairly Interested	Very/Fairly Active	Leave	Remain	Didn't vote
	%	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %	(T) %
Unweighted Base	1003	511	492	387	616	499	340	164	503	500	400	603	845	133	255	414	564	282	185	394	424
Base	1003	512	491	389	614	491	374	138	501	502	393	610	853	127	253	413	555	270	183	388	432
Very active (10)	61	32	30	11	51	29	16	16	43	19	41	20	56	6	33	15	61	61	14	40	7
	6%	6%	6%	3%	8%	6%	4%	12%	9%	4%	10%	3%	7%	4%	13%	4%	11%	23%	8%	10%	2%
				C				EF	I		K				O			P	T	T	
Fairly active (7.5)	209	86	123	60	149	103	65	41	126	83	94	115	170	37	68	101	196	209	47	111	51
	21%	17%	25%	15%	24%	21%	17%	29%	25%	17%	24%	19%	20%	29%	27%	24%	35%	77%	26%	29%	12%
			A		C			EF	I					L				P	T	T	
Not that active (5)	361	176	185	130	230	182	133	45	196	165	145	216	316	43	83	146	231	-	69	153	139
	36%	34%	38%	34%	38%	37%	36%	33%	39%	33%	37%	35%	37%	34%	33%	35%	42%	-	38%	40%	32%
									I								Q			T	
Not active at all (2.5)	345	196	149	176	169	167	147	30	127	218	112	233	298	34	60	148	61	-	51	80	214
	34%	38%	30%	45%	27%	34%	39%	22%	25%	43%	29%	38%	35%	27%	24%	36%	11%	-	28%	21%	49%
		B		D		G	G			H		J				N	Q				RS
Mean	5.0	4.8		4.4	5.3	5.0	4.7	5.8	5.4	4.5	5.4	4.7	5.0	5.3	5.8	4.9	6.2	8.1	5.3	5.7	4.1

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...and how active would you say you are in politics?

Table: 48

Base: All Participants

FINAL PUBLIC USE  
Banner 3. 23+ Sample

Overlap formulae used  
ColumnProportions (%): A/B,C/D,E,F/G,H,I,J,K/L,M/N,O/P,Q/R,S/T/U Minimum Base: 30(\*\*) Small Base: 100(\*\*)

	Gender			Age Range			Region			Social Grade		Employment		Ethnicity		Gen Z Vs Gen Y		Political Involvement		Brexit Vote (actual)		
	Base	Male	Female	23-34	35-49	50-65	North	South	London	ABC1	C2DE	Employed	Unemployed	White	BAME	Better life than Gen Y	Worse life than Gen Y	Very/Fairly Interested	Very/Fairly Active	Leave	Remain	Didn't vote
	%	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %	(T) %	(U) %
Unweighted Base	2004	980	1024	557	704	743	1034	799	171	1003	1001	1440	564	1861	111	212	1039	1296	318	835	941	228
Base	2004	982	1022	561	701	741	981	747	276	1002	1002	1441	563	1839	129	219	1038	1302	324	815	957	231
Very active (10)	47	36	11	23	16	8	19	17	11	18	29	38	9	43	4	18	20	46	47	14	31	2
	2%	4%	1%	4%	2%	1%	2%	2%	4%	2%	3%	3%	2%	2%	3%	8%	2%	4%	14%	2%	3%	1%
		B		E												P			Q			S
Fairly active (7.5)	277	157	120	96	108	73	131	98	48	146	131	215	62	248	26	48	152	272	277	92	168	17
	14%	16%	12%	17%	15%	10%	13%	13%	17%	15%	13%	15%	11%	14%	20%	22%	17%	21%	86%	11%	18%	7%
		B		E	E							L				P			Q			SU
Not that active (5)	776	380	396	224	239	313	390	284	102	392	384	560	216	707	52	73	432	626	-	324	397	55
	39%	39%	39%	40%	34%	42%	40%	38%	37%	39%	38%	39%	38%	38%	40%	33%	42%	48%	-	40%	41%	24%
				D		D											O		R		U	U
Not active at all (2.5)	871	391	480	205	322	344	417	341	113	434	437	607	264	814	44	76	422	340	-	374	348	150
	43%	40%	47%	36%	46%	46%	43%	46%	41%	43%	44%	42%	47%	44%	34%	35%	41%	26%	-	46%	36%	65%
			A		C	C								N				R		T		ST
Mean	4.4	4.6	4.2	4.7	4.3	4.1	4.4	4.3	4.6	4.4	4.4	4.4	4.2	4.3	4.8	5.1	4.4	5.1	7.9	4.2	4.7	3.6

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Interest vs activity in politics - Summary

Table: 49

Base: All Participants

FINAL PUBLIC USE

	Base	Very interested (10)	Fairly interested (7.5)	Not that interested (5)	Not interested at all (2.5)	Mean
	%	%	%	%	%	%
Unweighted Base	3007	551	1309	780	367	7
Base	3007	548	1309	779	371	7
Very active (10)	108	90	16	2	-	10
	4%	17%	1%	-	-	
Fairly active (7.5)	486	204	264	14	4	8
	16%	37%	20%	2%	1%	
Not that active (5)	1137	175	682	264	16	7
	38%	32%	52%	34%	4%	
Not active at all (2.5)	1216	72	329	488	327	5
	40%	13%	25%	63%	88%	
Not sure	59	6	18	10	25	5
	2%	1%	2%	1%	7%	
Mean	4.6	6.4	4.9	3.5	2.7	-

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BBC Newsbeat Generation Z

17-066641-01

Interest vs activity in politics - 16-22 year olds

Table: 50

Base: 16-22 Sample

FINAL PUBLIC USE

	Base	Very interested (10)	Fairly interested (7.5)	Not that interested (5)	Not interested at all (2.5)	Mean
	%	%	%	%	%	%
Unweighted Base	1003	158	406	284	155	6
Base	1003	152	402	288	160	6
Very active (10)	61	48	13	1	-	9
	6%	31%	3%	-	-	
Fairly active (7.5)	209	58	138	10	3	8
	21%	38%	34%	3%	2%	
Not that active (5)	361	40	191	122	7	7
	36%	26%	48%	43%	5%	
Not active at all (2.5)	345	6	56	150	134	5
	34%	4%	14%	52%	83%	
Not sure	27	1	5	5	16	4
	3%	1%	1%	2%	10%	
Mean	5.0	7.4	5.7	3.8	2.7	-

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BBC Newsbeat Generation Z

17-066641-01

Interest vs activity in politics - 23 plus

Base: 23 + Sample

Table: 51

FINAL PUBLIC USE

	Base	Very interested (10)	Fairly interested (7.5)	Not that interested (5)	Not interested at all (2.5)	Mean
	%	%	%	%	%	%
Unweighted Base	2004	393	903	496	212	7
Base	2004	396	907	491	211	7
Very active (10)	47	43	3	1	-	10
	2%	11%	-	-	-	
Fairly active (7.5)	277	146	126	4	1	9
	14%	37%	14%	1%	-	
Not that active (5)	776	135	491	142	8	7
	39%	34%	54%	29%	4%	
Not active at all (2.5)	871	67	274	338	193	6
	43%	17%	30%	69%	92%	
Not sure	32	5	13	5	9	6
	2%	1%	2%	1%	4%	
Mean	4.4	6.1	4.6	3.3	2.6	-

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BBC Newsbeat Generation Z

17-066641-01

How did you vote on the 2016 EU referendum on the question of  
Should the United Kingdom remain a member of the European Union or leave the European Union  
?

Table: 52

Base: All Participants

**FINAL PUBLIC USE**  
**Banner 1 (Summary)**

Overlap formulae used  
ColumnProportions (5%): A/B,C/D/E/F Minimum Base: 30(\*\*) Small Base: 100(\*)

	Total	Sample		Generation			
		16-22 Sample	23+ Sample	Gen Z	Gen Y	Gen X	Baby Boomers
		(A) %	(B) %	(C) %	(D) %	(E) %	(F) %
Unweighted Base	3007	1003	2004	1003	660	667	677
Base	3007	1003	2004	1003	666	666	672
Remain a member of the European Union	1346	388	957	388	356	309	293
	45%	39%	48%	39%	54%	47%	44%
			A		CEF	C	
Leave the European Union	998	183	815	183	188	288	339
	33%	18%	41%	18%	28%	43%	50%
			A		C	CD	CDE
Did not vote/ wasn't old enough to vote	663	432	231	432	122	69	41
	22%	43%	11%	43%	18%	10%	6%
		B		DEF	EF	F	

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17-066641-01

How did you vote on the 2016 EU referendum on the question of  
Should the United Kingdom remain a member of the European Union or leave the European Union  
?

Table: 53

Base: All Participants

FINAL PUBLIC USE  
Banner 2. 16-22 Sample

Overlap formulae used

ColumnProportions (5%): A/B,C/D,E/F/G,H/I,J/K,L/M,N/O,P/Q,R/S/T Minimum Base: 30(\*\*) Small Base: 100(\*)

	Gender			Age Range		Region			Social Grade		Employment		Ethnicity		Gen Z Vs Gen Y		Political Involvement		Brexit Vote (actual)		
	Base	Male	Female	16-18	19-22	North	South	London	ABC1	C2DE	Employed	Unemployed	White	BAME	Better life than Gen Y	Worse life than Gen Y	Very/Fairly Interested	Very/Fairly Active	Leave	Remain	Didn't vote
	%	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %	(T) %
Unweighted Base	1003	511	492	387	616	499	340	164	503	500	400	603	845	133	255	414	564	282	185	394	424
Base	1003	512	491	389	614	491	374	138	501	502	393	610	853	127	253	413	555	270	183	388	432
Remain a member of the European Union	388	163	225	59	329	201	118	69	218	170	182	207	328	60	117	162	273	151	-	388	-
	39%	32%	46%	15%	54%	41%	31%	50%	43%	34%	46%	34%	39%	47%	46%	39%	49%	56%	-	100%	-
			<b>A</b>		<b>C</b>	<b>F</b>		<b>EF</b>	<b>I</b>		<b>K</b>							<b>P</b>		<b>RT</b>	
Leave the European Union	183	111	72	46	136	87	70	26	90	93	97	86	164	15	47	74	114	61	183	-	-
	18%	22%	14%	12%	22%	18%	19%	19%	18%	18%	25%	14%	19%	12%	19%	18%	21%	23%	100%	-	-
		<b>B</b>			<b>C</b>						<b>K</b>		<b>M</b>						<b>ST</b>		
Did not vote/ wasn't old enough to vote	432	237	195	284	148	203	186	43	194	239	115	317	361	52	89	176	168	58	-	-	432
	43%	46%	40%	73%	24%	41%	50%	31%	39%	48%	29%	52%	42%	41%	35%	43%	30%	21%	-	-	100%
		<b>B</b>		<b>D</b>		<b>G</b>	<b>EG</b>			<b>H</b>		<b>J</b>					<b>Q</b>				<b>RS</b>

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BBC Newsbeat Generation Z

17-066641-01

How did you vote on the 2016 EU referendum on the question of  
Should the United Kingdom remain a member of the European Union or leave the European Union  
?

Table: 54

Base: All Participants

FINAL PUBLIC USE  
Banner 3. 23+ Sample

Overlap formulae used

ColumnProportions (5%): A/B,C/D/E,F/G,H/I,J,K,L,M/N,O/P,Q/R,S/T/U Minimum Base: 30(\*\*) Small Base: 100(\*\*)

	Gender			Age Range			Region			Social Grade		Employment		Ethnicity		Gen Z Vs Gen Y		Political Involvement		Brexit Vote (actual)		
	Base	Male	Female	23-34	35-49	50-65	North	South	London	ABC1	C2DE	Employed	Unemployed	White	BAME	Better life than Gen Y	Worse life than Gen Y	Very/Fairly Interested	Very/Fairly Active	Leave	Remain	Didn't vote
	%	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %	(T) %	(U) %
Unweighted Base	2004	980	1024	557	704	743	1034	799	171	1003	1001	1440	564	1861	111	212	1039	1296	318	835	941	228
Base	2004	982	1022	561	701	741	981	747	276	1002	1002	1441	563	1839	129	219	1038	1302	324	815	957	231
Remain a member of the European Union	957	452	505	289	344	324	447	349	161	538	419	722	235	868	73	108	527	720	199	-	957	-
	48%	46%	50%	51%	49%	44%	46%	47%	58%	54%	42%	50%	42%	47%	56%	49%	51%	55%	61%	-	100%	-
				E	E				FG	J		L							Q		SU	
Leave the European Union	815	414	401	161	282	373	426	316	73	370	445	556	259	763	35	85	403	499	106	815	-	-
	41%	42%	39%	29%	40%	50%	43%	42%	27%	37%	44%	39%	46%	42%	27%	39%	39%	38%	33%	100%	-	-
					C	CD	H	H			I		K	N				R		TU		
Did not vote/ wasn't old enough to vote	231	116	116	112	75	44	108	82	42	94	137	163	68	207	21	26	107	84	19	-	-	231
	11%	12%	11%	20%	11%	6%	11%	11%	15%	9%	14%	11%	12%	11%	17%	12%	10%	7%	6%	-	-	100%
				DE	E						I											ST

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17-066641-01

If you were able to vote in an EU referendum tomorrow on 'should the United Kingdom remain a member of the European Union or leave the European Union?' how would you vote?

Table: 55

Base: All Participants

FINAL PUBLIC USE  
Banner 1 (Summary)

Overlap formulae used  
ColumnProportions (5%): A/B,C/D/E/F Minimum Base: 30(\*\*) Small Base: 100(\*)

	Total	Sample		Generation			
		16-22 Sample	23+ Sample	Gen Z	Gen Y	Gen X	Baby Boomers
		(A) %	(B) %	(C) %	(D) %	(E) %	(F) %
Unweighted Base	3007	1003	2004	1003	660	667	677
Base	3007	1003	2004	1003	666	666	672
Remain a member of the European Union	1597	583	1014	583	385	330	299
	53%	58%	50%	58%	58%	50%	44%
		B		EF	EF		
Leave the European Union	1025	250	775	250	177	271	327
	34%	25%	39%	25%	26%	41%	49%
			A			CD	CDE
Wouldn't vote	164	70	94	70	52	22	20
	6%	7%	5%	7%	8%	3%	3%
		B		EF	EF		
Don't know	221	100	121	100	51	43	27
	7%	10%	6%	10%	8%	6%	4%
		B		EF	F	F	

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17-066641-01

If you were able to vote in an EU referendum tomorrow on 'should the United Kingdom remain a member of the European Union or leave the European Union?' how would you vote?

Table: 56

Base: All Participants

FINAL PUBLIC USE  
Banner 2. 16-22 Sample

Overlap formulae used  
ColumnProportions (5%): A/B,C/D,E/F/G,H/I,J/K,L/M,N/O,P/Q,R/S/T Minimum Base: 30(\*\*) Small Base: 100(\*)

	Gender			Age Range		Region			Social Grade		Employment		Ethnicity		Gen Z Vs Gen Y		Political Involvement		Brexit Vote (actual)		
	Base	Male	Female	16-18	19-22	North	South	London	ABC1	C2DE	Employed	Unemployed	White	BAME	Better life than Gen Y	Worse life than Gen Y	Very/Fairly Interested	Very/Fairly Active	Leave	Remain	Didn't vote
	%	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %	(T) %
Unweighted Base	1003	511	492	387	616	499	340	164	503	500	400	603	845	133	255	414	564	282	185	394	424
Base	1003	512	491	389	614	491	374	138	501	502	393	610	853	127	253	413	555	270	183	388	432
Remain a member of the European Union	583	265	318	203	379	292	199	91	315	268	217	365	481	93	155	259	378	182	22	352	208
	58%	52%	65%	52%	62%	60%	53%	66%	63%	54%	55%	60%	56%	74%	61%	63%	68%	67%	12%	91%	48%
			A		C			F	I					L						RT	R
Leave the European Union	250	147	104	101	149	123	99	29	118	132	124	126	236	12	54	104	143	75	139	20	92
	25%	29%	21%	26%	24%	25%	27%	21%	23%	26%	32%	21%	28%	9%	21%	25%	26%	28%	76%	5%	21%
		B									K		M						ST		S
Wouldn't vote	70	41	29	33	37	30	34	6	24	46	20	49	55	11	22	21	12	6	11	7	52
	7%	8%	6%	9%	6%	6%	9%	4%	5%	9%	5%	8%	6%	9%	9%	5%	2%	2%	6%	2%	12%
										H									S		RS
Don't know	100	59	42	51	49	45	42	13	45	55	31	69	82	10	22	30	22	8	11	9	80
	10%	11%	8%	13%	8%	9%	11%	9%	9%	11%	8%	11%	10%	8%	9%	7%	4%	3%	6%	2%	19%
				D															S		RS

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17-066641-01

If you were able to vote in an EU referendum tomorrow on 'should the United Kingdom remain a member of the European Union or leave the European Union?' how would you vote?

Table: 57

Base: All Participants

FINAL PUBLIC USE  
Banner 3. 23+ Sample

Overlap formulae used  
ColumnProportions (5%): A/B,C/D/E,F/G/H,I/J,K/L,M/N,O/P,Q/R,S/T/U Minimum Base: 30(\*\*) Small Base: 100(\*)

	Gender			Age Range			Region			Social Grade		Employment		Ethnicity		Gen Z Vs Gen Y		Political Involvement		Brexit Vote (actual)		
	Base	Male	Female	23-34	35-49	50-65	North	South	London	ABC1	C2DE	Employed	Unemployed	White	BAME	Better life than Gen Y	Worse life than Gen Y	Very/Fairly Interested	Very/Fairly Active	Leave	Remain	Didn't vote
	%	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %	(T) %	(U) %
Unweighted Base	2004	980	1024	557	704	743	1034	799	171	1003	1001	1440	564	1861	111	212	1039	1296	318	835	941	228
Base	2004	982	1022	561	701	741	981	747	276	1002	1002	1441	563	1839	129	219	1038	1302	324	815	957	231
Remain a member of the European Union	1014	484	531	320	363	331	467	368	180	575	439	767	247	917	81	113	560	751	201	41	891	82
	50%	49%	52%	57%	52%	45%	48%	49%	65%	58%	44%	53%	44%	50%	62%	51%	54%	58%	62%	5%	93%	35%
				E	E				FG	J		L			M						SU	S
Leave the European Union	775	395	379	153	262	359	407	296	72	351	423	525	250	729	30	90	371	478	115	713	30	32
	39%	40%	37%	27%	37%	48%	41%	40%	26%	35%	42%	37%	44%	40%	24%	41%	36%	36%	35%	87%	3%	14%
					C	CD	H	H			I		K	N							TU	T
Wouldn't vote	94	56	38	49	25	21	44	37	13	33	61	62	32	84	9	11	49	25	5	15	12	67
	5%	6%	4%	9%	4%	3%	5%	5%	5%	3%	6%	4%	6%	4%	7%	5%	5%	2%	2%	2%	1%	29%
		B		DE							I											ST
Don't know	121	47	75	39	51	31	63	47	11	43	78	87	34	108	9	5	57	49	3	46	25	50
	6%	5%	7%	7%	7%	4%	6%	6%	4%	4%	8%	6%	6%	6%	7%	3%	5%	4%	1%	6%	3%	22%
			A	E	E						I							R		T		ST

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BBC Newsbeat Generation Z

17-066641-01

Actual vote vs second vote - Summary

Table: 58

Base: All Participants

FINAL PUBLIC USE

If you were able to vote in an EU referendum tomorrow on 'should the United Kingdom remain a member of the European Union or leave the European Union?' how would you vote?	How did you vote on the 2016 EU referendum on the question of 'Should the United Kingdom remain a member of the European Union or leave the European Union'?			
	Base	Remain a member of the European Union	Leave the European Union	Did not vote/ wasn't old enough to vote
	%	%	%	%
Unweighted Base	3007	1335	1020	652
Weighted Base	3007	1346	998	663
Remain a member of the European Union	1597	1243	63	290
	53%	92%	6%	44%
Leave the European Union	1025	50	852	124
	34%	4%	85%	18%
Wouldn't vote	164	19	26	119
	6%	1%	3%	18%
Don't know	221	34	57	131
	7%	3%	6%	20%

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BBC Newsbeat Generation Z

17-066641-01

Actual vote vs second vote - 16- 22 year olds

Table: 59

Base: 16-22 Sample

FINAL PUBLIC USE

If you were able to vote in an EU referendum tomorrow on 'should the United Kingdom remain a member of the European Union or leave the European Union?' how would you vote?	How did you vote on the 2016 EU referendum on the question of 'Should the United Kingdom remain a member of the European Union or leave the European Union'?			
	Base	Remain a member of the European Union	Leave the European Union	Did not vote/ wasn't old enough to vote
	%	%	%	%
Unweighted Base	1003	394	185	424
Weighted Base	1003	388	183	432
Remain a member of the European Union	583	352	22	208
	58%	91%	12%	48%
Leave the European Union	250	20	139	92
	25%	5%	76%	21%
Wouldn't vote	70	7	11	52
	7%	2%	6%	12%
Don't know	100	9	11	80
	10%	2%	6%	19%

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BBC Newsbeat Generation Z

17-066641-01

Actual vote vs second vote - 23 plus

Table: 60

Base: 23 + Sample

FINAL PUBLIC USE

If you were able to vote in an EU referendum tomorrow on 'should the United Kingdom remain a member of the European Union or leave the European Union?' how would you vote?	How did you vote on the 2016 EU referendum on the question of 'Should the United Kingdom remain a member of the European Union or leave the European Union'?			
	Base	Remain a member of the European Union	Leave the European Union	Did not vote/ wasn't old enough to vote
	%	%	%	%
Unweighted Base	2004	941	835	228
Weighted Base	2004	957	815	231
Remain a member of the European Union	1014	891	41	82
	50%	93%	5%	35%
Leave the European Union	775	30	713	32
	39%	3%	87%	14%
Wouldn't vote	94	12	15	67
	5%	1%	2%	29%
Don't know	121	25	46	50
	6%	3%	6%	22%

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22/09/2017

Freedom of movement is the free movement of people between different countries of the EU, under certain controls. This could be Europeans travelling to the UK, people from the UK travelling to Europe, or anyone travelling between EU countries. Which of these options best describes your own preference for the free movement of people in Europe after Britain leaves the EU?

Table: 61

Base: All Participants

FINAL PUBLIC USE  
Banner 1 (Summary)

Overlap formulae used

ColumnProportions (N%): A/B/C/D/E/F Minimum Base: 30(\*\*) Small Base: 100(\*)

	Total	Sample		Generation			
		16-22 Sample	23+ Sample	Gen Z	Gen Y	Gen X	Baby Boomers
		(A) %	(B) %	(C) %	(D) %	(E) %	(F) %
Unweighted Base	3007	1003	2004	1003	660	667	677
Base	3007	1003	2004	1003	666	666	672
There should be greater controls on the free movement of people between different European countries than before we left the EU.	1132	278	854	278	202	302	349
	38%	28%	43%	28%	30%	45%	52%
			A			CD	CDE
The free movement of people should be kept the same as when we were in the EU.	877	334	544	334	237	158	149
	29%	33%	27%	33%	36%	24%	22%
		B		EF	EF		
There should be no right to free movement of people between different Europe countries at all	296	72	225	72	52	82	90
	10%	7%	11%	7%	8%	12%	13%
			A			CD	CD
There should be no controls on the free movement of people within Europe at all, including no temporary restrictions for new member states.	206	101	105	101	47	34	24
	7%	10%	5%	10%	7%	5%	4%
		B		DEF	F		
Other	46	15	31	15	13	9	8
	1%	2%	2%	2%	2%	2%	1%
None of these	66	30	36	30	15	14	8
	2%	3%	2%	3%	2%	2%	1%
		B		F			
Don't know	384	174	211	174	99	66	45
	13%	17%	10%	17%	15%	10%	7%
		B		EF	EF	F	

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22/09/2017

Freedom of movement is the free movement of people between different countries of the EU, under certain controls. This could be Europeans travelling to the UK, people from the UK travelling to Europe, or anyone travelling between EU countries. Which of these options best describes your own preference for the free movement of people in Europe after Britain leaves the EU?

Base: All Participants

FINAL PUBLIC USE  
Banner 2. 16-22 Sample

Overlap formulae used

Column/Proportions (R): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T Minimum Base: 30 (\*\* Small Base: 100 (\*\*)

	Gender			Age Range		Region			Social Grade		Employment		Ethnicity		Gen Z Vs Gen Y		Political Involvement		Brexit Vote (actual)		
	Base	Male	Female	16-18	19-22	North	South	London	ABC1	C2DE	Employed	Unemplo	White	BAME	Better life than Gen Y	Worse life than Gen Y	Very/Fairly Interested	Very/Fairly Active	Leave	Remain	Didn't vote
	%	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %	(T) %
Unweighted Base	1003	511	492	387	616	499	340	164	503	500	400	603	845	133	255	414	564	282	185	394	424
Base	1003	512	491	389	614	491	374	138	501	502	393	610	853	127	253	413	555	270	183	388	432
The free movement of people should be kept the same as when we were in the EU.	334	147	187	128	206	173	107	53	180	154	125	209	277	54	81	149	222	110	36	171	127
	33%	29%	38%	33%	34%	35%	29%	38%	36%	31%	32%	34%	32%	42%	32%	36%	40%	40%	20%	44%	29%
			A			F		F					L							RT	R
There should be greater controls on the free movement of people between different European countries than before we left the EU.	278	141	137	103	175	129	119	30	143	135	108	170	247	30	65	128	158	77	72	92	114
	28%	27%	28%	26%	29%	26%	32%	22%	28%	27%	27%	28%	29%	23%	25%	31%	29%	28%	40%	24%	26%
						G														ST	
There should be no controls on the free movement of people within Europe at all, including no temporary restrictions for new member states.	101	50	52	39	63	50	39	13	61	40	48	54	78	14	39	42	62	33	15	45	41
	10%	10%	11%	10%	10%	10%	10%	9%	12%	8%	12%	9%	9%	11%	15%	10%	11%	12%	8%	11%	10%
									I					O							
There should be no right to free movement of people between different European countries at all	72	46	25	22	50	41	17	14	34	37	43	29	67	5	24	24	44	23	30	22	19
	7%	9%	5%	6%	8%	8%	5%	10%	7%	7%	11%	5%	8%	4%	10%	6%	8%	9%	16%	6%	5%
		B				F		F			K									ST	
Other	15	8	7	8	7	7	5	3	10	5	10	6	14	2	7	4	10	8	5	5	5
	2%	2%	1%	2%	1%	2%	1%	3%	2%	1%	2%	1%	2%	2%	3%	1%	2%	3%	3%	1%	1%
											K										
None of these	30	17	12	11	19	12	15	3	6	24	11	19	22	8	7	14	5	2	4	8	18
	3%	3%	3%	3%	3%	3%	4%	2%	1%	5%	3%	3%	3%	6%	3%	3%	1%	1%	2%	2%	4%
									H					L							
Don't know	174	103	71	79	95	80	72	22	67	106	50	123	149	16	29	52	53	18	20	46	107
	17%	20%	14%	20%	15%	16%	19%	16%	14%	21%	13%	20%	17%	12%	12%	13%	9%	7%	11%	12%	25%
		B							H		J						Q				RS

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BBC Newsbeat Generation Z

17-066641-01

Freedom of movement is the free movement of people between different countries of the EU, under certain controls. This could be Europeans travelling to the UK, people from the UK travelling to Europe, or anyone travelling between EU countries. Which of these options best describes your own preference for the free movement of people in Europe after Britain leaves the EU?

Table: 63

Base: All Participants

FINAL PUBLIC USE  
Banner 3. 23+ Sample

Overlap formulae used

ColumnProportions (R): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U Minimum Base: 30 (\*\*) Small Base: 100 (\*\*)

	Gender			Age Range			Region			Social Grade		Employment		Ethnicity		Gen Z Vs Gen Y		Political Involvement		Brexit Vote (actual)		
	Base	Male	Female	23-34	35-49	50-65	North	South	London	ABC1	C2DE	Employed	Unemplo	White	BAME	Better life than Gen Y	Worse life than Gen Y	Very/Fairly interested	Very/Fairly Active	Leave	Remain	Didn't vote
	%	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %	(T) %	(U) %
Unweighted Base	2004	980	1024	557	704	743	1034	799	171	1003	1001	1440	564	1861	111	212	1039	1296	318	835	941	228
Base	2004	982	1022	561	701	741	981	747	276	1002	1002	1441	563	1839	129	219	1038	1302	324	815	957	231
There should be greater controls on the free movement of people between different European countries than before we left the EU.	854	400	453	169	298	387	422	333	99	440	414	593	260	802	43	92	450	557	113	461	316	77
	43%	41%	44%	30%	42%	52%	43%	45%	36%	44%	41%	41%	46%	44%	33%	42%	44%	43%	35%	57%	33%	33%
				C	CD		H					K	N				R		TU			
The free movement of people should be kept the same as when we were in the EU.	544	253	291	199	185	160	244	202	98	291	252	410	133	488	48	60	303	410	118	60	427	57
	27%	26%	28%	35%	26%	22%	25%	27%	35%	29%	25%	28%	24%	26%	37%	27%	29%	31%	36%	7%	44%	25%
				DE	E				FG			L		M				Q		SU	S	
There should be no right to free movement of people between different Europe countries at all	225	144	81	46	79	100	133	69	23	106	119	155	70	209	10	33	107	157	35	186	30	10
	11%	15%	8%	8%	11%	13%	14%	9%	8%	11%	12%	11%	13%	11%	7%	15%	10%	12%	11%	23%	3%	4%
		B				C	G													TU		
There should be no controls on the free movement of people within Europe at all, including no temporary restrictions for new member states.	105	65	40	42	35	27	52	38	15	51	53	81	23	92	9	14	55	79	30	18	73	14
	5%	6%	4%	8%	5%	4%	5%	5%	5%	5%	5%	6%	4%	5%	7%	6%	5%	6%	9%	2%	8%	6%
		B		E															Q		S	S
Other	31	16	14	12	10	9	14	11	5	13	18	18	12	30	1	2	18	25	11	9	18	3
	2%	2%	1%	2%	2%	1%	1%	1%	2%	1%	2%	1%	2%	2%	1%	1%	2%	2%	3%	1%	2%	1%
None of these	36	21	15	14	13	9	17	14	5	12	24	28	8	31	3	3	20	12	6	11	16	9
	2%	2%	2%	3%	2%	1%	2%	2%	2%	1%	3%	2%	1%	2%	2%	1%	2%	1%	2%	1%	2%	4%
																						ST
Don't know	211	83	128	79	81	50	98	80	32	89	122	155	55	187	16	16	85	63	12	71	78	61
	10%	8%	13%	14%	12%	7%	10%	11%	12%	9%	12%	11%	10%	10%	13%	8%	8%	5%	4%	9%	8%	27%
		A	E	E								I										ST

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**BBC Newsbeat Generation Z**

**17-066641-01**

**Table: 64**

**We'd now like to learn a little bit about the sorts of things you like to do in your free time. How many times did you leave the house last weekend?- Summary**

**Base: All Participants**

**FINAL PUBLIC USE**

	<b>Saturday</b>	<b>Sunday</b>
	<b>%</b>	<b>%</b>
Unweighted Base	3007	3007
Weighted Base	3007	3007
Not at all	368	552
	12%	18%
Once	1025	1107
	34%	37%
More than once	1614	1349
	54%	45%

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**BBC Newsbeat Generation Z**

**17-066641-01**

**Table: 65**

**We'd now like to learn a little bit about the sorts of things you like to do in your free time. How many times did you leave the house last weekend? - 16-22 year olds**

**Base: 16-22 Sample**

**FINAL PUBLIC USE**

	<b>Saturday</b>	<b>Sunday</b>
	<b>%</b>	<b>%</b>
Unweighted Base	1003	1003
Weighted Base	1003	1003
Not at all	168	225
	17%	22%
Once	371	381
	37%	38%
More than once	464	397
	46%	40%

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**BBC Newsbeat Generation Z**

**17-066641-01**

**Table: 66**

**We'd now like to learn a little bit about the sorts of things you like to do in your free time. How many times did you leave the house last weekend?- 23 plus**

**Base: 23 + Sample**

**FINAL PUBLIC USE**

	<b>Saturday</b>	<b>Sunday</b>
	<b>%</b>	<b>%</b>
Unweighted Base	2004	2004
Weighted Base	2004	2004
Not at all	200	326
	10%	16%
Once	654	725
	33%	36%
More than once	1150	952
	57%	48%

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**17-066641-01**

**We'd now like to learn a little bit about the sorts of things you like to do in your free time. How many times did you leave the house last weekend? - Saturday**

**Table: 67**

**Base: All Participants**

**FINAL PUBLIC USE  
Banner 1 (Summary)**

Overlap formulae used  
ColumnProportions (5%): A/B,C/D/E/F Minimum Base: 30(\*\*) Small Base: 100(\*)

	Total	Sample		Generation			
		16-22 Sample	23+ Sample	Gen Z	Gen Y	Gen X	Baby Boomers
		(A) %	(B) %	(C) %	(D) %	(E) %	(F) %
Unweighted Base	3007	1003	2004	1003	660	667	677
Weighted Base	3007	1003	2004	1003	666	666	672
Not at all	368	168	200	168	66	57	77
	12%	17%	10%	17%	10%	8%	12%
		<b>B</b>		<b>DEF</b>			
Once	1025	371	654	371	227	225	202
	34%	37%	33%	37%	34%	34%	30%
		<b>B</b>		<b>F</b>			
More than once	1614	464	1150	464	374	384	393
	54%	46%	57%	46%	56%	58%	58%
			<b>A</b>		<b>C</b>	<b>C</b>	<b>C</b>

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We'd now like to learn a little bit about the sorts of things you like to do in your free time. How many times did you leave the house last weekend? - Saturday

Table: 68

Base: All Participants

FINAL PUBLIC USE  
Banner 2. 16-22 Sample

Overlap formulae used  
ColumnProportions (5%): A/B,C/D,E/F/G,H/I,J/K,L/M,N/O,P/Q,R/S/T Minimum Base: 30(\*\*) Small Base: 100(\*\*)

	Gender			Age Range		Region			Social Grade		Employment		Ethnicity		Gen Z Vs Gen Y		Political Involvement		Brexit Vote (actual)		
	Base	Male	Female	16-18	19-22	North	South	London	ABC1	C2DE	Employed	Unemplo yed	White	BAME	Better life than Gen Y	Worse life than Gen Y	Very/Fairly Interested	Very/Fairly Active	Leave	Remain	Didn't vote
	%	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %	(T) %
Unweighted Base	1003	511	492	387	616	499	340	164	503	500	400	603	845	133	255	414	564	282	185	394	424
Weighted Base	1003	512	491	389	614	491	374	138	501	502	393	610	853	127	253	413	555	270	183	388	432
Not at all	168	99	69	57	112	94	46	28	72	97	59	110	135	28	53	69	84	57	42	53	74
	17%	19%	14%	15%	18%	19%	12%	20%	14%	19%	15%	18%	16%	22%	21%	17%	15%	21%	23%	14%	17%
		B				F		F		H							P		S		
Once	371	187	183	142	229	163	152	56	187	184	134	236	305	54	83	158	211	85	54	146	170
	37%	37%	37%	36%	37%	33%	41%	40%	37%	37%	34%	39%	36%	43%	33%	38%	38%	31%	30%	37%	39%
							E										Q				R
More than once	464	225	239	190	274	234	175	55	243	221	201	263	412	44	117	185	259	129	87	190	188
	46%	44%	49%	49%	45%	48%	47%	40%	49%	44%	51%	43%	48%	35%	46%	45%	47%	48%	47%	49%	44%
											K		M								

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We'd now like to learn a little bit about the sorts of things you like to do in your free time. How many times did you leave the house last weekend? - Saturday

Table: 69

Base: All Participants

FINAL PUBLIC USE  
Banner 3. 23+ Sample

Overlap formulae used  
ColumnProportions (5%): A/B,C/D/E,F/G/H,I,J,K/L,M/N,O/P,Q/R,S/T/U Minimum Base: 30(\*\*) Small Base: 100(\*)

	Gender			Age Range			Region			Social Grade		Employment		Ethnicity		Gen Z Vs Gen Y		Political Involvement		Brexit Vote (actual)		
	Base	Male	Female	23-34	35-49	50-65	North	South	London	ABC1	C2DE	Employed	Unemplo yed	White	BAME	Better life than Gen Y	Worse life than Gen Y	Very/Fairly Interested	Very/Fairly Active	Leave	Remain	Didn't vote
	%	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %	(T) %	(U) %
Unweighted Base	2004	980	1024	557	704	743	1034	799	171	1003	1001	1440	564	1861	111	212	1039	1296	318	835	941	228
Weighted Base	2004	982	1022	561	701	741	981	747	276	1002	1002	1441	563	1839	129	219	1038	1302	324	815	957	231
Not at all	200	93	107	56	62	82	102	72	26	89	111	101	99	182	13	23	96	123	27	69	98	34
	10%	10%	10%	10%	9%	11%	10%	10%	9%	9%	11%	7%	17%	10%	10%	10%	9%	10%	8%	9%	10%	15%
													K									S
Once	654	297	357	182	249	223	320	232	102	330	324	452	202	577	62	79	328	421	109	248	320	86
	33%	30%	35%	32%	35%	30%	33%	31%	37%	33%	32%	31%	36%	31%	48%	36%	32%	32%	34%	30%	34%	37%
			A		E										M							
More than once	1150	592	558	323	391	437	559	443	148	584	566	888	262	1079	55	118	613	759	187	499	539	112
	57%	60%	55%	58%	56%	59%	57%	59%	54%	58%	57%	62%	47%	59%	42%	54%	59%	58%	58%	61%	56%	48%
		B										L		N						TU	U	

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**17-066641-01**

**We'd now like to learn a little bit about the sorts of things you like to do in your free time. How many times did you leave the house last weekend? - Sunday**

**Table: 70**

**Base: All Participants**

**FINAL PUBLIC USE  
Banner 1 (Summary)**

Overlap formulae used  
ColumnProportions (5%): A/B,C/D/E/F Minimum Base: 30(\*\*) Small Base: 100(\*)

	Total	Sample		Generation			
		16-22 Sample	23+ Sample	Gen Z	Gen Y	Gen X	Baby Boomers
		(A) %	(B) %	(C) %	(D) %	(E) %	(F) %
Unweighted Base	3007	1003	2004	1003	660	667	677
Weighted Base	3007	1003	2004	1003	666	666	672
Not at all	552	225	326	225	90	115	122
	18%	22%	16%	22%	14%	17%	18%
		B		DEF			D
Once	1107	381	725	381	274	213	238
	37%	38%	36%	38%	41%	32%	36%
				E	EF		
More than once	1349	397	952	397	302	338	312
	45%	40%	48%	40%	45%	51%	46%
			A		C	C	C

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We'd now like to learn a little bit about the sorts of things you like to do in your free time. How many times did you leave the house last weekend? - Sunday

Table: 71

Base: All Participants

FINAL PUBLIC USE  
Banner 2. 16-22 Sample

Overlap formulae used  
ColumnProportions (5%): A/B,C/D,E/F/G,H/I,J/K,L/M,N/O,P/Q,R/S/T Minimum Base: 30(\*\*) Small Base: 100(\*\*)

	Gender			Age Range		Region			Social Grade		Employment		Ethnicity		Gen Z Vs Gen Y		Political Involvement		Brexit Vote (actual)		
	Base	Male	Female	16-18	19-22	North	South	London	ABC1	C2DE	Employed	Unemplo yed	White	BAME	Better life than Gen Y	Worse life than Gen Y	Very/Fairly Interested	Very/Fairly Active	Leave	Remain	Didn't vote
	%	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %	(T) %
Unweighted Base	1003	511	492	387	616	499	340	164	503	500	400	603	845	133	255	414	564	282	185	394	424
Weighted Base	1003	512	491	389	614	491	374	138	501	502	393	610	853	127	253	413	555	270	183	388	432
Not at all	225	118	107	89	136	123	79	24	98	127	61	164	190	30	48	103	121	47	36	76	113
	22%	23%	22%	23%	22%	25%	21%	17%	20%	25%	15%	27%	22%	23%	19%	25%	22%	18%	20%	20%	26%
						G				H		J					Q				S
Once	381	184	197	141	240	185	143	54	192	190	152	229	316	58	92	163	214	107	77	149	155
	38%	36%	40%	36%	39%	38%	38%	39%	38%	38%	39%	38%	37%	46%	36%	39%	38%	39%	42%	38%	36%
More than once	397	209	188	159	238	183	153	61	212	185	180	216	347	39	113	147	220	117	69	163	165
	40%	41%	38%	41%	39%	37%	41%	44%	42%	37%	46%	35%	41%	31%	45%	36%	40%	43%	38%	42%	38%
											K		M		O						

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We'd now like to learn a little bit about the sorts of things you like to do in your free time. How many times did you leave the house last weekend? - Sunday

Table: 72

Base: All Participants

FINAL PUBLIC USE  
Banner 3. 23+ Sample

Overlap formulae used  
ColumnProportions (5%): A/B,C/D/E/F/G/H/I/J,K/L,M/N,O/P,Q/R,S/T/U Minimum Base: 30(\*\*) Small Base: 100(\*)

	Gender			Age Range			Region			Social Grade		Employment		Ethnicity		Gen Z Vs Gen Y		Political Involvement		Brexit Vote (actual)		
	Base	Male	Female	23-34	35-49	50-65	North	South	London	ABC1	C2DE	Employed	Unemplo yed	White	BAME	Better life than Gen Y	Worse life than Gen Y	Very/Fairly Interested	Very/Fairly Active	Leave	Remain	Didn't vote
	%	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %	(T) %	(U) %
Unweighted Base	2004	980	1024	557	704	743	1034	799	171	1003	1001	1440	564	1861	111	212	1039	1296	318	835	941	228
Weighted Base	2004	982	1022	561	701	741	981	747	276	1002	1002	1441	563	1839	129	219	1038	1302	324	815	957	231
Not at all	326	147	179	78	110	139	171	120	36	148	179	181	145	297	23	38	153	219	38	138	144	45
	16%	15%	17%	14%	16%	19%	17%	16%	13%	15%	18%	12%	26%	16%	17%	18%	15%	17%	12%	17%	15%	19%
						C							K				R					
Once	725	328	397	223	246	256	340	272	113	372	353	515	210	648	64	77	376	460	119	272	364	89
	36%	33%	39%	40%	35%	34%	35%	36%	41%	37%	35%	36%	37%	35%	50%	35%	36%	35%	37%	33%	50%	39%
			A												M						S	
More than once	952	507	446	259	346	347	470	355	128	482	470	745	207	894	43	103	509	624	167	405	450	97
	48%	52%	44%	46%	49%	47%	48%	48%	46%	48%	47%	52%	37%	49%	33%	47%	49%	48%	51%	50%	47%	42%
		B										L		N						U		

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BBC Newsbeat Generation Z

17-066641-01

How many friends do you have that you would describe as close friends?

Table: 73

Base: All Participants

FINAL PUBLIC USE  
Banner 1 (Summary)

Overlap formulae used  
ColumnProportions (5%): A/B,C/D/E/F Minimum Base: 30(\*\*) Small Base: 100(\*)

	Total	Sample		Generation			
		16-22 Sample	23+ Sample	Gen Z	Gen Y	Gen X	Baby Boomers
		(A) %	(B) %	(C) %	(D) %	(E) %	(F) %
Unweighted Base	3007	1003	2004	1003	660	667	677
Weighted Base	3007	1003	2004	1003	666	666	672
0	267	58	209	58	52	86	70
	9%	6%	10%	6%	8%	13%	10%
			A			CD	C
1-2	968	311	657	311	228	242	187
	32%	31%	33%	31%	34%	36%	28%
					F	CF	
3-5	1267	447	820	447	274	261	285
	42%	44%	41%	44%	41%	39%	42%
				E			
5-10	388	128	260	128	92	63	104
	13%	13%	13%	13%	14%	10%	16%
				E	E		E
More than 10	118	59	59	59	19	14	26
	4%	6%	3%	6%	3%	2%	4%
		B		DE			

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17-066641-01

How many friends do you have that you would describe as close friends?

Table: 74

Base: All Participants

FINAL PUBLIC USE  
Banner 2. 16-22 Sample

Overlap formulae used  
ColumnProportions (5%): A/B,C/D,E/F/G,H/I,J/K,L/M,N/O,P/Q,R/S/T Minimum Base: 30(\*\*) Small Base: 100(\*)

	Gender			Age Range		Region			Social Grade		Employment		Ethnicity		Gen Z Vs Gen Y		Political Involvement		Brexit Vote (actual)		
	Base	Male	Female	16-18	19-22	North	South	London	ABC1	C2DE	Employed	Unemployed	White	BAME	Better life than Gen Y	Worse life than Gen Y	Very/Fairly Interested	Very/Fairly Active	Leave	Remain	Didn't vote
	%	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	1003	511	492	387	616	499	340	164	503	500	400	603	845	133	255	414	564	282	185	394	424
Weighted Base	1003	512	491	389	614	491	374	138	501	502	393	610	853	127	253	413	555	270	183	388	432
0	58	36	22	20	38	34	20	4	28	31	24	34	51	2	11	27	27	10	13	17	28
	6%	7%	4%	5%	6%	7%	5%	3%	5%	6%	6%	6%	6%	2%	4%	7%	5%	4%	7%	4%	7%
1-2	311	135	176	115	196	154	121	36	143	168	128	183	272	32	65	140	166	91	56	116	140
	31%	26%	36%	30%	32%	31%	33%	26%	29%	33%	33%	30%	32%	25%	26%	34%	30%	34%	30%	30%	32%
			A													N					
3-5	447	230	217	176	271	220	163	64	228	219	178	268	379	61	130	188	258	128	89	185	174
	44%	45%	44%	45%	44%	45%	44%	46%	45%	44%	45%	44%	44%	48%	51%	46%	47%	47%	49%	48%	40%
																				T	
5-10	128	71	57	52	76	60	47	22	79	49	45	84	111	17	29	47	73	29	19	50	59
	13%	14%	12%	13%	13%	12%	12%	16%	16%	10%	11%	14%	13%	13%	11%	11%	13%	11%	10%	13%	14%
									I												
More than 10	59	40	18	26	33	23	24	12	24	35	19	40	40	15	19	10	30	12	7	20	32
	6%	8%	4%	7%	5%	5%	6%	9%	5%	7%	5%	6%	5%	12%	8%	2%	5%	4%	4%	5%	7%
		B												L	O						

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22/09/2017

BBC Newsbeat Generation Z

17-066641-01

How many friends do you have that you would describe as close friends?

Table: 75

Base: All Participants

FINAL PUBLIC USE  
Banner 3. 23+ Sample

Overlap formulae used  
ColumnProportions (%): A/B,C/D,E,F/G,H,I,J,K/L,M/N,O/P,Q/R,S/T/U Minimum Base: 30(\*\*) Small Base: 100(\*\*)

	Gender			Age Range			Region			Social Grade		Employment		Ethnicity		Gen Z Vs Gen Y		Political Involvement		Brexit Vote (actual)		
	Base	Male	Female	23-34	35-49	50-65	North	South	London	ABC1	C2DE	Employed	Unemployed	White	BAME	Better life than Gen Y	Worse life than Gen Y	Very/Fairly Interested	Very/Fairly Active	Leave	Remain	Didn't vote
	%	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %	(T) %	(U) %
Unweighted Base	2004	980	1024	557	704	743	1034	799	171	1003	1001	1440	564	1861	111	212	1039	1296	318	835	941	228
Weighted Base	2004	982	1022	561	701	741	981	747	276	1002	1002	1441	563	1839	129	219	1038	1302	324	815	957	231
0	209	124	85	47	84	78	108	64	37	95	114	117	92	185	16	22	105	126	16	95	80	33
	10%	13%	8%	9%	12%	10%	11%	8%	13%	10%	11%	8%	16%	10%	12%	10%	10%	9%	5%	12%	8%	14%
		<b>B</b>			<b>C</b>				<b>G</b>				<b>K</b>					<b>R</b>		<b>T</b>		<b>T</b>
1-2	657	319	338	193	257	206	341	238	78	305	352	468	188	605	40	75	322	390	87	265	294	97
	33%	32%	33%	34%	37%	28%	35%	32%	28%	30%	35%	32%	33%	33%	31%	34%	31%	30%	27%	32%	31%	42%
				<b>E</b>	<b>E</b>						<b>I</b>											<b>ST</b>
3-5	820	370	450	229	271	319	380	330	109	434	386	631	189	753	53	90	428	570	157	340	418	62
	41%	38%	44%	41%	38%	43%	39%	44%	40%	43%	39%	44%	34%	41%	41%	41%	41%	44%	48%	42%	44%	27%
			<b>A</b>					<b>F</b>		<b>J</b>		<b>L</b>								<b>U</b>	<b>U</b>	
5-10	260	133	126	79	70	111	120	96	43	140	119	187	73	245	14	25	150	168	51	94	135	31
	13%	13%	13%	14%	10%	15%	12%	13%	16%	14%	12%	13%	13%	13%	11%	11%	15%	13%	16%	11%	14%	14%
				<b>D</b>		<b>D</b>																
More than 10	59	36	23	13	20	27	31	20	8	28	31	39	21	52	6	7	31	48	13	21	31	8
	3%	4%	2%	2%	3%	4%	3%	3%	3%	3%	3%	3%	4%	3%	5%	4%	3%	4%	4%	3%	3%	3%

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FINAL PUBLIC USE  
Banner 1 (Summary)

Overlap formulas used

ColumnProportions (5%): A,B,C,D,E,F Minimum Base: 30 (\*\*): Small Base: 100 (\*\*)

	Sample			Generation			
	Total	16-22	23+	Gen Z	Gen Y	Gen X	Baby Boomers
	%	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %
Unweighted Base	3007	1003	2004	1003	660	667	677
Weighted Base	3007	1003	2004	1003	666	666	672
Watch TV	1975	533	1442	533	454	489	499
	66%	53%	72%	53%	68%	73%	74%
			A		C	CD	CD
Spend time with family	1861	503	1358	503	426	467	465
	62%	50%	68%	50%	64%	70%	69%
			A		C	CD	C
Listen to music	1714	630	1084	630	372	353	359
	57%	63%	54%	63%	56%	53%	53%
			B		DEF		
Spend time with friends	1550	520	1030	520	370	303	357
	52%	52%	51%	52%	56%	46%	53%
			E	E	E		F
Reading	1510	343	1167	343	331	378	458
	50%	34%	58%	34%	50%	57%	68%
			A		C	CD	CDE
Use social media	1273	545	728	545	300	232	195
	42%	54%	36%	54%	45%	35%	29%
			B		DEF	EF	F
Go shopping	1190	400	790	400	271	255	265
	40%	40%	39%	40%	41%	38%	39%
Go to the cinema	1129	389	739	389	289	257	194
	38%	39%	37%	39%	43%	39%	29%
			F	F	F		
Cooking/baking	1062	281	781	281	283	254	244
	35%	28%	39%	28%	43%	38%	36%
			A		CF	C	C
Play video games	961	511	450	511	240	138	72
	32%	51%	22%	51%	36%	23%	11%
			B		DEF	EF	F
Go to museums / galleries	705	146	558	146	174	158	226
	23%	15%	28%	15%	26%	24%	34%
			A		C	C	CDE
Go to concerts / gigs	672	209	463	209	159	150	154
	22%	21%	23%	21%	24%	23%	23%
Go to the gym	600	250	350	250	168	95	86
	20%	25%	17%	25%	25%	14%	13%
			B		EF	EF	
Arts and crafts	543	180	363	180	115	102	146
	18%	18%	18%	18%	17%	15%	22%
							DE
Play sports	463	193	270	193	123	96	51
	15%	19%	13%	19%	18%	14%	8%
			B		EF	F	F
Attend sporting events	435	113	322	113	113	109	100
	14%	11%	16%	11%	17%	16%	15%
			A		C	C	C
Volunteering	348	120	228	120	70	53	105
	12%	12%	11%	12%	11%	8%	16%
				E			CDE
Play an instrument or in a band	237	112	125	112	59	36	30
	8%	11%	6%	11%	9%	5%	5%
			B		EF	EF	
Something else (please specify)	289	46	243	46	31	73	139
	10%	9%	12%	9%	9%	11%	21%
			A			CD	CDE

BBC Newsbeat Generation Z

17-06641-01

Which, if any, of the following do you like to do in your free time? Please select all that apply.

Base: All Participants

Table: 77

FINAL PUBLIC USE  
Banner 2. 16-22 Sample

Overlap formulae used  
Column/Row/Item (N1) A/B C/D (E)/(F)/(G)/(H)/(I)/(J)/(K)/(L)/(M)/(N)/(O)/(P)/(Q)/(R) Minimum Base: 30 (\*\*): Small Base: 100 (\*\*)

	Gender			Age Range		Region			Social Grade			Employment		Ethnicity		Gen Z Vs Gen Y		Political Involvement		Brexit Vote (actual)		
	Base	Male	Female	16-18	19-22	North	South	London	ABC1	C2DE	Employed	Unemployed	White	BAME	Better life than Gen Y	Worse life than Gen Y	Very/Fairly Interested	Very/Fairly Active	Leave	Remain	Didn't vote	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Unweighted Base	1003	511	492	387	616	499	340	164	503	500	400	603	845	133	255	414	564	282	185	394	424	
Weighted Base	1003	512	491	389	614	491	374	138	501	502	393	610	853	127	253	413	555	270	183	388	432	
Listen to music	630	286	344	267	363	369	244	77	315	315	224	406	547	72	132	280	360	151	99	245	287	
	63%	56%	70%	69%	59%	63%	65%	56%	63%	63%	57%	67%	64%	57%	52%	68%	65%	56%	54%	63%	68%	
			A	D							J									R	R	
Use social media	545	236	309	225	320	277	201	67	278	267	187	358	469	69	120	240	311	139	83	215	247	
	54%	46%	63%	58%	52%	56%	54%	48%	55%	53%	48%	59%	55%	54%	47%	58%	56%	51%	45%	55%	57%	
			A								J					N	Q				R	
Watch TV	533	243	289	209	324	266	200	66	260	273	172	360	463	65	103	249	310	132	87	210	236	
	53%	48%	59%	54%	53%	54%	53%	48%	52%	54%	44%	59%	54%	51%	41%	60%	56%	49%	48%	54%	55%	
			A								J					N	Q					
Spend time with friends	520	239	281	213	308	236	217	67	268	253	182	338	460	56	108	214	301	125	84	209	228	
	52%	47%	57%	55%	50%	48%	58%	49%	53%	50%	46%	56%	54%	44%	43%	52%	54%	46%	46%	54%	53%	
			A			EG					J	M				N	Q					
Play video games	511	340	170	210	301	252	198	61	239	272	183	328	450	51	122	201	271	116	92	185	234	
	51%	67%	35%	54%	49%	51%	53%	44%	48%	54%	46%	54%	53%	40%	48%	49%	49%	43%	50%	48%	54%	
											J											
Spend time with family	503	218	286	191	312	237	206	59	261	242	189	310	444	56	106	221	290	128	90	208	205	
	50%	42%	58%	49%	53%	48%	55%	43%	52%	48%	49%	51%	52%	44%	42%	54%	52%	47%	49%	54%	47%	
			A								J					N	Q					
Go shopping	400	136	264	149	251	187	155	57	205	195	158	242	347	51	81	175	233	105	73	170	158	
	40%	27%	54%	38%	43%	38%	41%	42%	41%	39%	40%	40%	41%	40%	32%	42%	42%	39%	40%	44%	36%	
			A													N					T	
Go to the cinema	389	168	221	150	240	192	151	47	201	188	147	242	341	43	94	161	221	90	60	167	162	
	39%	33%	45%	38%	39%	39%	40%	34%	40%	37%	37%	40%	40%	34%	37%	39%	40%	33%	33%	43%	38%	
			A																		R	
Reading	343	115	228	116	226	170	130	43	177	165	101	242	291	47	62	182	232	100	58	146	139	
	34%	22%	46%	30%	37%	35%	35%	31%	33%	33%	26%	40%	34%	37%	25%	44%	42%	37%	32%	38%	32%	
			A		C						J					N	Q					
Cooking/baking	281	80	202	95	186	133	112	36	155	127	113	169	244	34	61	128	181	75	46	121	114	
	28%	16%	41%	24%	30%	27%	30%	26%	31%	29%	28%	29%	29%	27%	24%	31%	33%	28%	25%	31%	26%	
			A		C																	
Go to the gym	250	123	127	88	162	121	85	44	132	118	100	150	219	28	75	94	143	73	47	109	93	
	25%	24%	26%	23%	26%	25%	23%	32%	30%	24%	25%	25%	26%	22%	30%	23%	26%	27%	26%	28%	22%	
																					T	
Go to concerts / gigs	209	71	138	82	127	101	81	26	118	91	81	128	194	14	45	91	126	59	42	81	86	
	21%	14%	28%	21%	21%	21%	22%	19%	23%	18%	21%	23%	11%	18%	22%	23%	22%	22%	23%	21%	20%	
			A								I											
Play sports	193	144	49	88	104	92	70	30	108	84	74	119	162	25	59	64	110	50	38	65	90	
	19%	28%	10%	23%	17%	19%	19%	22%	22%	17%	19%	20%	19%	20%	23%	15%	20%	19%	21%	17%	21%	
Arts and crafts	180	46	134	60	120	93	68	19	81	99	66	114	153	24	30	97	113	53	30	81	69	
	18%	9%	27%	15%	20%	19%	18%	14%	16%	20%	17%	19%	18%	19%	12%	23%	20%	19%	16%	21%	16%	
			A																			
Go to museums / galleries	146	49	97	36	110	64	57	25	79	68	59	87	138	16	29	73	106	57	32	69	46	
	15%	10%	20%	9%	18%	13%	15%	18%	16%	14%	15%	14%	15%	13%	12%	18%	19%	21%	17%	18%	11%	
			A		C											N				T	T	
Volunteering	120	37	83	37	83	71	37	12	59	61	41	80	97	21	29	52	84	43	22	56	42	
	12%	7%	17%	10%	14%	15%	10%	9%	12%	12%	10%	13%	11%	17%	11%	13%	15%	16%	12%	15%	10%	
			A																		T	
Play an instrument or in a band	112	52	59	49	63	47	48	17	62	49	39	73	94	16	27	48	74	29	14	52	46	
	11%	10%	12%	13%	10%	10%	13%	12%	12%	10%	10%	12%	11%	13%	11%	12%	13%	11%	8%	13%	11%	
																					R	
Attend sporting events	113	82	31	49	65	48	53	13	65	49	42	72	104	9	34	42	70	26	30	35	48	
	11%	16%	6%	12%	13%	10%	14%	9%	13%	10%	11%	12%	12%	7%	13%	10%	13%	10%	17%	9%	11%	
			B																		S	
Something else (please specify)	46	24	22	19	27	20	24	3	21	25	11	36	39	5	3	22	25	5	7	17	22	
	5%	5%	5%	4%	4%	4%	6%	2%	4%	5%	5%	6%	5%	4%	1%	5%	5%	2%	4%	4%	5%	
												J				N	Q					

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BBC Newsbeat Generation Z

17-06641-01

Which, if any, of the following do you like to do in your free time? Please select all that apply.

Base: All Participants

Table: 78

FINAL PUBLIC USE  
Banner 3. 23+ Sample

Overlap formulae used  
Column/Proportion (N%) A/B C/D/E F/G/H I/J K/L/M/N/O/P Q/R/S/T/U Minimum Base: 30\*\* Small Base: 100\*\*

	Gender			Age Range			Region			Social Grade		Employment		Ethnicity		Gen Z Vs Gen Y		Political Involvement		Brexit Vote (actual)		
	Base	Male	Female	23-34	35-49	50-65	North	South	London	ABC1	C2DE	Employe d	Unemploy ed	White	BAME	Better life than Gen Y	Worse life than Gen Y	Very/Fairly Interested	Very/Fairly Active	Leave	Remain	Didn't vote
	%	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %	(T) %	(U) %
Unweighted Base	2004	980	1024	557	704	743	1034	799	171	1003	1001	1440	564	1861	111	212	1039	1296	318	835	841	228
Weighted Base	2004	982	1022	561	701	741	981	747	276	1002	1002	1441	563	1839	129	219	1038	1302	324	815	857	231
Watch TV	1442	697	745	391	492	559	711	530	281	730	712	1037	405	1335	86	153	746	945	229	610	691	241
	72%	71%	73%	70%	70%	75%	72%	74%	65%	73%	71%	72%	72%	73%	66%	70%	72%	73%	71%	75%	72%	61%
Spend time with family	1358	581	777	360	481	517	662	533	163	698	660	993	366	1264	75	142	707	885	212	590	639	130
	68%	59%	76%	64%	69%	70%	68%	71%	59%	70%	66%	69%	65%	69%	58%	65%	68%	68%	66%	72%	67%	56%
			A		C		H		H					N							TU	U
Reading	1167	473	694	273	398	496	549	462	156	667	500	823	344	1101	50	122	608	810	191	454	598	115
	58%	48%	68%	49%	57%	67%	56%	62%	57%	67%	50%	57%	61%	60%	38%	54%	59%	62%	59%	56%	62%	50%
			A		C	CD		F		J				N							SU	
Listen to music	1084	534	550	313	371	400	540	404	140	554	530	766	318	1010	62	111	574	742	192	434	541	110
	54%	54%	54%	56%	53%	54%	55%	54%	51%	55%	53%	57%	55%	53%	48%	51%	55%	57%	59%	53%	56%	47%
																						U
Spend time with friends	1030	438	592	310	321	398	474	401	154	555	474	759	271	947	68	101	546	688	181	398	535	96
	51%	45%	58%	55%	46%	54%	48%	54%	56%	55%	47%	53%	48%	52%	53%	46%	53%	53%	57%	49%	56%	41%
			A		D		A		D					D								SU
Go shopping	790	293	497	232	265	284	389	290	111	389	401	577	214	718	61	102	412	508	134	340	361	89
	39%	30%	49%	41%	38%	40%	40%	39%	40%	39%	40%	40%	38%	39%	47%	47%	40%	39%	41%	42%	38%	39%
			A																			
Cooking/baking	781	280	502	239	248	275	365	298	118	400	381	567	214	712	56	85	410	515	137	312	393	77
	39%	28%	49%	43%	38%	37%	37%	40%	43%	40%	38%	39%	38%	39%	43%	39%	40%	40%	42%	38%	41%	33%
			A		E																	U
Go to the cinema	739	339	400	243	279	217	351	266	122	400	339	578	162	671	58	80	393	510	137	265	397	77
	37%	35%	39%	43%	40%	29%	36%	34%	44%	40%	34%	40%	29%	37%	45%	34%	38%	39%	42%	33%	41%	33%
			A		E				FG	J		L										SU
Use social media	728	316	412	259	249	220	361	269	98	350	378	527	201	670	48	92	381	469	148	294	355	79
	36%	32%	40%	46%	36%	30%	37%	36%	35%	38%	37%	36%	36%	37%	42%	37%	36%	36%	46%	36%	37%	34%
			A		DE		E															G
Go to museums / galleries	558	227	331	138	179	241	254	190	114	331	228	388	170	520	27	61	281	437	114	196	309	53
	28%	23%	32%	25%	25%	33%	26%	25%	41%	33%	23%	27%	30%	28%	21%	28%	27%	34%	35%	24%	32%	23%
			A		CD					FG	J											SU
Go to concerts / gigs	463	227	236	145	147	172	225	169	69	261	302	346	118	437	19	41	255	336	96	167	253	44
	23%	23%	23%	26%	21%	23%	23%	23%	25%	26%	20%	24%	21%	24%	15%	19%	25%	26%	30%	20%	26%	19%
										J				N								SU
Play video games	450	313	137	215	152	83	228	159	63	191	259	334	116	407	40	76	219	304	98	174	212	65
	22%	32%	13%	38%	22%	11%	23%	21%	23%	19%	26%	23%	21%	22%	31%	35%	21%	23%	30%	21%	22%	28%
			B		DE		E				I					M	P			G		S
Arts and crafts	363	79	284	97	110	156	162	155	45	193	169	252	111	342	16	41	179	246	72	142	186	35
	18%	8%	28%	17%	16%	21%	17%	21%	16%	19%	17%	17%	20%	19%	13%	19%	17%	19%	22%	17%	19%	15%
			A			D			F													
Go to the gym	350	178	171	138	119	92	168	117	64	191	159	290	60	316	26	46	174	236	71	116	194	40
	17%	18%	17%	25%	17%	12%	17%	16%	23%	19%	16%	20%	11%	17%	20%	21%	17%	18%	22%	14%	20%	17%
				DE		L				G												
Attend sporting events	322	228	94	97	113	112	164	113	45	175	147	251	71	304	15	35	170	253	74	131	166	26
	16%	23%	9%	17%	16%	15%	17%	15%	16%	17%	15%	17%	13%	17%	12%	16%	16%	19%	23%	16%	17%	11%
			B									L										U
Play sports	270	188	82	105	107	58	125	98	47	124	146	230	40	249	16	37	131	189	68	95	144	31
	13%	19%	8%	19%	15%	8%	13%	13%	13%	17%	12%	15%	16%	7%	14%	13%	17%	13%	15%	21%	12%	15%
			B		E		E				L									G		S
Volunteering	228	92	136	59	58	111	87	102	39	128	100	137	91	210	12	31	124	174	55	89	127	12
	11%	9%	13%	11%	8%	15%	9%	14%	13%	10%	9%	16%	11%	9%	14%	12%	13%	17%	17%	11%	13%	5%
			A			CD			F	F			K							G		U
Play an instrument or in a band	125	81	44	52	40	33	64	43	18	66	60	90	35	118	6	18	71	99	35	36	75	14
	6%	8%	4%	9%	6%	4%	7%	6%	6%	7%	6%	6%	6%	6%	5%	8%	7%	8%	11%	4%	8%	6%
			B			DE														G		S
Something else (please specify)	245	120	123	24	68	151	112	96	34	130	113	142	101	227	7	20	130	170	29	118	105	20
	12%	12%	12%	4%	10%	20%	11%	13%	12%	13%	11%	10%	18%	12%	5%	9%	13%	15%	9%	14%	11%	9%
					C	CD							K	N					R		TU	

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BBC Newsbeat Generation Z

17-066641-01

Which, if any, of the following social media platforms do you use? Please select all that apply.

Table: 79

Base: All Participants

FINAL PUBLIC USE  
Banner 1 (Summary)

Overlap formulae used

ColumnProportions (5%): A/B,C/D/E/F Minimum Base: 30(\*\*) Small Base: 100(\*)

	Total	Sample		Generation			
		16-22 Sample	23+ Sample	Gen Z	Gen Y	Gen X	Baby Boomers
		(A) %	(B) %	(C) %	(D) %	(E) %	(F) %
Unweighted Base	3007	1003	2004	1003	660	667	677
Weighted Base	3007	1003	2004	1003	666	666	672
Facebook	2130	748	1382	748	532	457	393
	71%	75%	69%	75%	80%	69%	58%
		B		EF	CEF	F	
YouTube	1577	727	850	727	369	263	218
	52%	72%	42%	72%	55%	39%	32%
		B		DEF	EF	F	
Twitter	1001	437	565	437	244	205	116
	33%	44%	28%	44%	37%	31%	17%
		B		DEF	EF	F	
Instagram	1003	589	414	589	253	104	57
	33%	59%	21%	59%	38%	16%	9%
		B		DEF	EF	F	
Snapchat	751	562	189	562	132	40	18
	25%	56%	9%	56%	20%	6%	3%
		B		DEF	EF	F	
Pinterest	467	163	304	163	136	89	78
	16%	16%	15%	16%	20%	13%	12%
				F	CEF		
LinkedIn	404	78	326	78	132	112	82
	13%	8%	16%	8%	20%	17%	12%
			A		CF	CF	C
Tumblr	226	167	60	167	39	16	5
	8%	17%	3%	17%	6%	2%	1%
		B		DEF	EF	F	
Twitch	170	133	37	133	28	7	2
	6%	13%	2%	13%	4%	1%	-
		B		DEF	EF		
Other (please specify)	34	15	18	15	6	5	8
	1%	2%	1%	2%	1%	1%	1%
None of these	334	29	305	29	32	97	176
	11%	3%	15%	3%	5%	15%	26%
			A		C	CD	CDE

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22/09/2017

Which, if any, of the following social media platforms do you use? Please select all that apply.

Table: 80

Base: All Participants

FINAL PUBLIC USE  
Banner 2. 16-22 Sample

Overlap formulae used

ColumnProportions (%): A/R, C/D, E/F, G/H, I/J, K/L, M/N, O/P, Q/R, S/T Minimum base: 30 (\*\* Small base: 100\*)

	Gender			Age Range		Region			Social Grade		Employment		Ethnicity		Gen Z Vs Gen Y		Political Involvement		Brexit Vote (actual)		
	Base	Male	Female	16-18	19-22	North	South	London	ABC1	C2DE	Employed	Unemplo yed	White	BAME	Better life than Gen Y	Worse life than Gen Y	Very/Fairly Interested	Very/Fairly Active	Leave	Remain	Didn't vote
	%	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %	(T) %
Unweighted Base	1003	511	492	387	616	499	340	164	503	500	400	603	845	133	255	414	564	282	185	394	424
Weighted Base	1003	512	491	389	614	491	374	138	501	502	393	610	853	127	253	413	555	270	183	388	432
Facebook	748	357	391	278	470	376	291	81	384	364	293	455	659	78	162	327	425	196	142	286	320
	75%	70%	80%	71%	77%	77%	78%	59%	77%	73%	74%	75%	77%	61%	64%	79%	77%	72%	78%	74%	74%
			A			G	G						M			N	Q				
YouTube	727	371	356	291	436	359	271	98	371	356	267	460	605	106	188	310	414	198	122	283	322
	72%	73%	72%	75%	71%	73%	72%	71%	74%	71%	68%	76%	71%	83%	74%	75%	75%	73%	67%	73%	74%
											J			L							
Instagram	589	244	345	239	350	286	209	94	307	282	232	357	489	91	153	260	335	180	87	249	253
	59%	48%	70%	62%	57%	58%	56%	68%	61%	56%	59%	59%	57%	72%	60%	63%	60%	66%	48%	64%	59%
			A					EF						L			P			R	R
Snapchat	562	249	314	237	325	271	214	78	302	260	215	347	479	80	139	247	321	161	83	239	240
	56%	49%	64%	61%	53%	55%	57%	56%	60%	52%	55%	57%	56%	63%	55%	60%	58%	60%	45%	62%	56%
			A	D					I											R	R
Twitter	437	208	229	163	273	231	153	52	230	206	170	266	382	47	106	196	268	136	74	191	172
	44%	41%	47%	42%	45%	47%	41%	38%	46%	41%	43%	44%	45%	37%	42%	47%	48%	50%	40%	49%	40%
						G															RT
Tumblr	167	46	121	63	104	76	72	19	92	75	64	103	139	25	39	85	114	68	22	83	62
	17%	9%	25%	16%	17%	15%	19%	14%	18%	15%	16%	17%	16%	20%	15%	21%	21%	25%	12%	21%	14%
			A														P				RT
Pinterest	163	35	128	64	99	70	69	25	88	75	62	101	137	22	39	69	109	47	26	70	67
	16%	7%	26%	17%	16%	14%	18%	18%	18%	15%	16%	17%	16%	17%	15%	17%	20%	18%	14%	18%	16%
			A																		
Twitch	133	101	32	55	77	73	42	18	62	70	58	75	111	19	51	48	80	46	22	54	57
	13%	20%	6%	14%	13%	15%	11%	13%	12%	14%	15%	12%	13%	15%	20%	12%	14%	17%	12%	14%	13%
		B													O						
Linkedin	78	35	42	10	67	33	28	17	51	26	43	35	57	19	18	36	56	28	19	43	16
	8%	7%	9%	3%	11%	7%	7%	12%	10%	5%	11%	6%	7%	15%	7%	9%	10%	10%	10%	11%	4%
					C				E	I		K			L					T	T
Other (please specify)	15	9	7	8	8	5	7	3	6	10	5	11	10	3	5	4	9	5	2	3	11
	2%	2%	1%	2%	1%	1%	2%	2%	1%	2%	1%	2%	1%	3%	2%	1%	2%	2%	1%	1%	3%
																					S
None of these	29	25	5	15	14	11	14	4	7	23	5	24	20	4	4	10	8	2	5	6	19
	3%	5%	1%	4%	2%	2%	4%	3%	1%	4%	1%	4%	2%	3%	1%	2%	1%	1%	3%	2%	4%
		B								H		J									S



Which, if any, of the following social media platforms do you use? Please select all that apply.

Table: 81

Base: All Participants

FINAL PUBLIC USE  
Banner 3. 23+ Sample

Overlap formulae used  
ColumnProportions (N%): A/R,C/D,I,F/G/H,J/K,L/M/N,Q/P,G/R,S/T/U Minimum Base: 30(\*\*) Small Base: 100(\*)

	Gender			Age Range			Region			Social Grade		Employment		Ethnicity		Gen Z Vs Gen Y		Political Involvement		Brexit Vote (actual)		
	Base	Male	Female	23-34	35-49	50-65	North	South	London	ABC1	C2DE	Employed	Unemplo- yed	White	BAME	Better life than Gen Y	Worse life than Gen Y	Very/Fairly Interested	Very/Fairly Active	Leave	Remain	Didn't vote
	%	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %	(T) %	(U) %
Unweighted Base	2004	980	1024	557	704	743	1034	799	171	1003	1001	1440	564	1861	111	212	1039	1296	318	835	941	228
Weighted Base	2004	982	1022	561	701	741	981	747	276	1002	1002	1441	563	1839	129	219	1038	1302	324	815	957	231
Facebook	1382	652	730	451	492	440	678	534	171	685	697	1030	352	1278	91	156	703	875	238	556	666	160
	69%	66%	71%	80%	70%	59%	69%	71%	62%	68%	70%	63%	69%	70%	71%	68%	67%	73%	68%	70%	69%	
			A	DE	E			H				L							Q			
YouTube	850	455	395	319	286	246	404	298	148	409	442	624	226	757	78	107	460	602	195	301	435	114
	42%	46%	39%	57%	41%	33%	41%	40%	54%	41%	44%	43%	40%	41%	60%	49%	44%	46%	60%	37%	45%	49%
			B	DE	E			FG						M					Q		S	S
Twitter	565	288	277	209	224	132	261	223	81	285	280	424	141	525	37	68	304	406	130	186	317	61
	28%	29%	27%	37%	32%	18%	27%	30%	29%	28%	28%	29%	25%	29%	28%	31%	29%	31%	40%	23%	33%	26%
				E	E														Q		S	
Instagram	414	147	267	223	129	62	177	158	80	186	228	327	87	368	38	55	214	253	84	135	220	60
	21%	15%	26%	40%	18%	8%	18%	21%	29%	19%	23%	23%	15%	20%	29%	25%	21%	19%	26%	17%	23%	26%
			A	DE	E			FG			I	L		M					Q		S	S
LinkedIn	326	160	166	110	127	89	147	110	69	220	105	284	42	299	25	48	179	255	84	101	187	37
	16%	16%	16%	20%	18%	12%	15%	15%	25%	22%	11%	20%	7%	16%	19%	22%	17%	20%	26%	12%	20%	16%
				E	E			FG		J		L							Q		S	
Pinterest	304	66	238	112	102	89	129	101	74	156	148	216	88	268	27	26	166	200	54	105	162	36
	15%	7%	23%	20%	15%	12%	13%	13%	27%	16%	15%	15%	16%	15%	21%	12%	16%	15%	17%	13%	17%	16%
			A	DE				FG													S	
Snapchat	189	85	105	127	43	19	95	66	29	66	123	148	41	171	15	32	93	112	34	63	99	28
	9%	9%	10%	23%	6%	3%	10%	9%	10%	7%	12%	10%	7%	9%	12%	15%	9%	9%	10%	8%	10%	12%
				DE	E						I	L				P						S
Tumblr	60	33	27	36	19	5	23	24	13	21	38	46	14	52	8	12	39	48	23	16	34	10
	3%	3%	3%	6%	3%	1%	2%	3%	5%	2%	4%	3%	2%	3%	6%	6%	4%	4%	7%	2%	4%	4%
				DE	E						I			M					Q		S	
Twitch	37	26	10	25	10	2	17	14	5	13	23	25	11	33	3	7	16	25	14	18	15	3
	2%	3%	1%	4%	1%	-	2%	2%	2%	1%	2%	2%	2%	2%	3%	3%	2%	2%	4%	2%	2%	1%
			B	DE	E														Q			
Other (please specify)	18	10	8	6	5	8	11	6	2	13	6	12	6	16	3	2	8	16	4	6	10	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%
None of these	305	163	142	26	93	186	164	107	34	154	151	185	120	288	5	28	155	190	22	156	118	31
	15%	17%	14%	5%	13%	25%	17%	14%	12%	15%	15%	13%	21%	16%	4%	13%	15%	15%	7%	19%	12%	13%
				C	CD							K	N					R		T		

BBC Newsbeat Generation Z

17-066641-01

Which of the following best describes how you think of your sexual orientation?

Table: 82

Base: All Participants

FINAL PUBLIC USE

Banner 1 (Summary)

Overlap formulae used  
 ColumnProportions (5%): A/B,C/D/E/F Minimum Base: 30(\*\*) Small Base: 100(\*\*)

	Total	Sample		Generation			
		16-22 Sample	23+ Sample	Gen Z	Gen Y	Gen X	Baby Boomers
		(A) %	(B) %	(C) %	(D) %	(E) %	(F) %
Unweighted Base	3007	1003	2004	1003	660	667	677
Base	3007	1003	2004	1003	666	666	672
Only attracted to the opposite sex	2287	660	1626	660	470	567	589
	76%	66%	81%	66%	71%	85%	88%
			A		C	CD	CD
Mostly attracted to the opposite sex	315	143	172	143	91	40	41
	10%	14%	9%	14%	14%	6%	6%
		B		EF	EF		
Equally attracted to both sexes	141	95	46	95	28	10	8
	5%	9%	2%	9%	4%	2%	1%
		B		DEF	EF		
Only attracted to the same sex	83	26	57	26	25	19	13
	3%	3%	3%	3%	4%	3%	2%
Mostly attracted to the same sex	52	28	24	28	16	7	1
	2%	3%	1%	3%	2%	1%	-
		B		EF	F	F	
Prefer not to say	129	51	78	51	35	23	20
	4%	5%	4%	5%	5%	3%	3%
				F	F		

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22/09/2017

BBC Newsbeat Generation Z

17-066641-01

Which of the following best describes how you think of your sexual orientation?

Table: 83

Base: All Participants

FINAL PUBLIC USE  
Banner 2. 16-22 Sample

Overlap formulae used  
ColumnProportions (5%): A/B,C/D,E/F/G,H/I/J/K,L/M,N/O,P/Q,R/S/T Minimum Base: 30(\*\*) Small Base: 100(\*)

	Gender			Age Range		Region			Social Grade		Employment		Ethnicity		Gen Z Vs Gen Y		Political Involvement		Brexit Vote (actual)		
	Base	Male	Female	16-18	19-22	North	South	London	ABC1	C2DE	Employed	Unemployed	White	BAME	Better life than Gen Y	Worse life than Gen Y	Very/Fairly Interested	Very/Fairly Active	Leave	Remain	Didn't vote
	%	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %	(T) %
Unweighted Base	1003	511	492	387	616	499	340	164	503	500	400	603	845	133	255	414	564	282	185	394	424
Base	1003	512	491	389	614	491	374	138	501	502	393	610	853	127	253	413	555	270	183	388	432
Only attracted to the opposite sex	660	372	288	262	398	330	242	88	327	333	270	391	568	83	175	253	335	145	123	238	299
	66%	73%	59%	67%	65%	67%	65%	63%	65%	66%	68%	64%	66%	65%	69%	61%	60%	54%	67%	61%	69%
		B													O		Q				S
Mostly attracted to the opposite sex	143	51	92	45	98	62	56	25	80	63	55	88	119	22	40	68	104	57	30	66	47
	14%	10%	19%	12%	16%	13%	15%	18%	16%	13%	14%	15%	14%	18%	15%	16%	19%	21%	17%	17%	11%
			A																T	T	
Equally attracted to both sexes	95	28	68	36	59	50	32	13	45	50	38	57	83	11	17	50	60	36	16	45	34
	9%	5%	14%	9%	10%	10%	8%	9%	9%	10%	10%	9%	10%	8%	7%	12%	11%	13%	9%	12%	8%
			A													N					
Mostly attracted to the same sex	28	13	15	9	19	9	14	5	15	13	8	20	25	3	7	10	20	15	4	13	11
	3%	2%	3%	2%	3%	2%	4%	4%	3%	2%	2%	3%	3%	2%	3%	3%	4%	6%	2%	3%	2%
																		P			
Only attracted to the same sex	26	14	12	11	15	17	8	1	13	13	7	18	26	-	3	14	16	9	2	11	12
	3%	3%	2%	3%	2%	3%	2%	1%	3%	3%	2%	3%	3%	-	1%	4%	3%	3%	1%	3%	3%
													M								
Prefer not to say	51	34	17	25	26	22	22	7	21	30	15	36	32	9	12	17	19	9	7	15	29
	5%	7%	3%	7%	4%	5%	6%	5%	4%	6%	4%	6%	4%	7%	5%	4%	3%	3%	4%	4%	7%
		B																			

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FINAL PUBLIC USE  
Banner 3. 23+ Sample

Overlap formulae used  
ColumnProportions (5%): A/B,C/D/E,F/G,H/J,K/L,M/N,O/P,Q/R,S/T/U Minimum Base: 30(\*\*) Small Base: 100(\*)

	Gender			Age Range			Region			Social Grade		Employment		Ethnicity		Gen Z Vs Gen Y		Political Involvement		Brexit Vote (actual)		
	Base	Male	Female	23-34	35-49	50-65	North	South	London	ABC1	C2DE	Employed	Unemployed	White	BAME	Better life than Gen Y	Worse life than Gen Y	Very/Fairly Interested	Very/Fairly Active	Leave	Remain	Didn't vote
	%	(A) %	(B) %	(C) %	(D) %	(E) %	(F) %	(G) %	(H) %	(I) %	(J) %	(K) %	(L) %	(M) %	(N) %	(O) %	(P) %	(Q) %	(R) %	(S) %	(T) %	(U) %
Unweighted Base	2004	980	1024	557	704	743	1034	799	171	1003	1001	1440	564	1861	111	212	1039	1296	318	835	941	228
Base	2004	982	1022	561	701	741	981	747	276	1002	1002	1441	563	1839	129	219	1038	1302	324	815	957	231
Only attracted to the opposite sex	1626	805	822	398	577	651	799	608	220	824	803	1178	449	1496	107	159	851	1041	231	695	750	182
	81%	82%	80%	71%	82%	88%	81%	81%	80%	82%	80%	82%	80%	81%	83%	73%	82%	80%	71%	85%	78%	78%
				C	CD											O	R			TU		
Mostly attracted to the opposite sex	172	62	110	71	56	45	79	65	27	94	78	127	45	161	10	31	78	135	52	54	102	16
	9%	6%	11%	12%	8%	6%	8%	9%	10%	9%	8%	9%	8%	9%	8%	14%	7%	10%	16%	7%	11%	7%
			A	DE												P			Q		S	
Only attracted to the same sex	57	37	20	23	18	16	27	24	7	29	28	37	20	55	2	8	31	41	15	15	36	5
	3%	4%	2%	4%	3%	2%	3%	3%	2%	3%	3%	3%	4%	3%	1%	4%	3%	3%	5%	2%	4%	2%
		B																				S
Equally attracted to both sexes	46	28	18	27	11	8	22	19	5	9	37	34	12	42	4	7	19	25	10	17	22	7
	2%	3%	2%	5%	2%	1%	2%	3%	2%	1%	4%	2%	2%	2%	3%	3%	2%	2%	3%	2%	2%	3%
				DE							I											
Mostly attracted to the same sex	24	20	4	15	8	1	16	6	3	14	11	17	8	22	2	4	16	19	5	9	13	3
	1%	2%	-	3%	1%	-	2%	1%	1%	2%	1%	1%	1%	1%	2%	2%	2%	2%	2%	1%	1%	1%
		B		E	E																	
Prefer not to say	78	30	48	27	31	20	38	25	15	33	45	48	30	63	4	9	43	42	10	25	33	20
	4%	3%	5%	5%	4%	3%	4%	3%	5%	3%	4%	3%	5%	4%	3%	4%	4%	3%	3%	3%	4%	9%
				E								K										ST

BBC Newsbeat Generation Z

17-066641-01

Socg - weight var

Table: 85

Base: All Participants

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	Flag_SocialGrade		Flag_groups	
	ABC1	C2DE	Group 1 16-22	Group 2 23-65
	%	%	%	%
Unweighted Base	1506	1501	1003	2004
Weighted Base	1504	1503	1003	2004
ABC1 -16-22	501	-	501	-
	33%	-	50%	-
C2DE -16-22	-	502	502	-
	-	33%	50%	-
ABC1 -23+	1002	-	-	1002
	67%	-	-	50%
C2DE -23+	-	1002	-	1002
	-	67%	-	50%

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	In what region, do you live?												Flag_groups	
	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East Anglia	South West	South East	Greater London	Wales	Scotland	Group 1 16-22	Group 2 23-65	
	%	%	%	%	%	%	%	%	%	%	%	%	%	
Unweighted Base	135	380	288	259	241	236	270	492	335	141	230	1003	2004	
Weighted Base	124	340	256	273	223	289	260	426	414	147	255	1003	2004	
North East 16-22	41	-	-	-	-	-	-	-	-	-	-	41	-	
	33%	-	-	-	-	-	-	-	-	-	-	4%	-	
North West 16-22	-	114	-	-	-	-	-	-	-	-	-	114	-	
	-	33%	-	-	-	-	-	-	-	-	-	11%	-	
Yorkshire and Humberside 16-22	-	-	85	-	-	-	-	-	-	-	-	85	-	
	-	-	33%	-	-	-	-	-	-	-	-	9%	-	
West Midlands 16-22	-	-	-	91	-	-	-	-	-	-	-	91	-	
	-	-	-	33%	-	-	-	-	-	-	-	9%	-	
East Midlands 16-22	-	-	-	-	74	-	-	-	-	-	-	74	-	
	-	-	-	-	33%	-	-	-	-	-	-	7%	-	
East Anglia 16-22	-	-	-	-	-	96	-	-	-	-	-	96	-	
	-	-	-	-	-	33%	-	-	-	-	-	10%	-	
South West 16-22	-	-	-	-	-	-	87	-	-	-	-	87	-	
	-	-	-	-	-	-	33%	-	-	-	-	9%	-	
South East 16-22	-	-	-	-	-	-	-	142	-	-	-	142	-	
	-	-	-	-	-	-	-	33%	-	-	-	14%	-	
Greater London 16-22	-	-	-	-	-	-	-	-	138	-	-	138	-	
	-	-	-	-	-	-	-	-	33%	-	-	14%	-	
Wales 16-22	-	-	-	-	-	-	-	-	-	49	-	49	-	
	-	-	-	-	-	-	-	-	-	33%	-	5%	-	
Scotland 16-22	-	-	-	-	-	-	-	-	-	-	85	85	-	
	-	-	-	-	-	-	-	-	-	-	33%	8%	-	
North East 23+	83	-	-	-	-	-	-	-	-	-	-	-	83	
	67%	-	-	-	-	-	-	-	-	-	-	-	4%	
North West 23+	-	227	-	-	-	-	-	-	-	-	-	-	227	
	-	67%	-	-	-	-	-	-	-	-	-	-	11%	
Yorkshire and Humberside 23+	-	-	170	-	-	-	-	-	-	-	-	-	170	
	-	-	67%	-	-	-	-	-	-	-	-	-	9%	
West Midlands 23+	-	-	-	182	-	-	-	-	-	-	-	-	182	
	-	-	-	67%	-	-	-	-	-	-	-	-	9%	
East Midlands 23+	-	-	-	-	148	-	-	-	-	-	-	-	148	
	-	-	-	-	67%	-	-	-	-	-	-	-	7%	
East Anglia 23+	-	-	-	-	-	193	-	-	-	-	-	-	193	
	-	-	-	-	-	67%	-	-	-	-	-	-	10%	
South West 23+	-	-	-	-	-	-	173	-	-	-	-	-	173	
	-	-	-	-	-	-	67%	-	-	-	-	-	9%	
South East 23+	-	-	-	-	-	-	-	284	-	-	-	-	284	
	-	-	-	-	-	-	-	67%	-	-	-	-	14%	
Greater London 23+	-	-	-	-	-	-	-	-	276	-	-	-	276	
	-	-	-	-	-	-	-	-	67%	-	-	-	14%	
Wales 23+	-	-	-	-	-	-	-	-	-	98	-	-	98	
	-	-	-	-	-	-	-	-	-	67%	-	-	5%	
Scotland 23+	-	-	-	-	-	-	-	-	-	-	170	-	170	
	-	-	-	-	-	-	-	-	-	-	67%	-	8%	

BBC Newsbeat Generation Z  
 17-066641-01  
 soqg + Gender\_v\_Age + Region - weight vars.  
 Base: 16-22 Sample

Table: 88

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	What is the status of this interview?								
	Completed successfully	Active / In progress	Timed out	Stopped by script	Stopped by respondent	Interview system shutdown	Reviewed	Stopped by signal	Test data
	%	%	%	%	%	%	%	%	%
<u>social grade</u>									
Unweighted Base	1003	-	-	-	-	-	-	-	-
Weighted Base	1003	-	-	-	-	-	-	-	-
ABCL -16-22	501	-	-	-	-	-	-	-	-
	50%	-	-	-	-	-	-	-	-
C2DE -16-22	502	-	-	-	-	-	-	-	-
	50%	-	-	-	-	-	-	-	-
<u>Gender v Age</u>									
Unweighted Base	1003	-	-	-	-	-	-	-	-
Weighted Base	1003	-	-	-	-	-	-	-	-
Male 16-19	291	-	-	-	-	-	-	-	-
	29%	-	-	-	-	-	-	-	-
Female 16-19	281	-	-	-	-	-	-	-	-
	28%	-	-	-	-	-	-	-	-
Male 20-22	221	-	-	-	-	-	-	-	-
	22%	-	-	-	-	-	-	-	-
Female 20-22	211	-	-	-	-	-	-	-	-
	21%	-	-	-	-	-	-	-	-
<u>Region</u>									
Unweighted Base	1003	-	-	-	-	-	-	-	-
Weighted Base	1003	-	-	-	-	-	-	-	-
North East 16-22	41	-	-	-	-	-	-	-	-
	4%	-	-	-	-	-	-	-	-
North West 16-22	114	-	-	-	-	-	-	-	-
	11%	-	-	-	-	-	-	-	-
Yorkshire and Humberside 16-22	85	-	-	-	-	-	-	-	-
	9%	-	-	-	-	-	-	-	-
West Midlands 16-22	91	-	-	-	-	-	-	-	-
	9%	-	-	-	-	-	-	-	-
East Midlands 16-22	74	-	-	-	-	-	-	-	-
	7%	-	-	-	-	-	-	-	-
East Anglia 16-22	96	-	-	-	-	-	-	-	-
	10%	-	-	-	-	-	-	-	-
South West 16-22	87	-	-	-	-	-	-	-	-
	9%	-	-	-	-	-	-	-	-
South East 16-22	142	-	-	-	-	-	-	-	-
	14%	-	-	-	-	-	-	-	-
Greater London 16-22	138	-	-	-	-	-	-	-	-
	14%	-	-	-	-	-	-	-	-
Wales 16-22	49	-	-	-	-	-	-	-	-
	5%	-	-	-	-	-	-	-	-
Scotland 16-22	85	-	-	-	-	-	-	-	-
	8%	-	-	-	-	-	-	-	-

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	What is the status of this interview?								
	Completed successfully	Active / In progress	Timed out	Stopped by script	Stopped by respondent	Interview system shutdown	Reviewed	Stopped by signal	Test data
	%	%	%	%	%	%	%	%	%
<u>social_grade</u>									
Unweighted Base	2004	-	-	-	-	-	-	-	-
Weighted Base	2004	-	-	-	-	-	-	-	-
ABC1- 23+	1002	-	-	-	-	-	-	-	-
	50%	-	-	-	-	-	-	-	-
C2DE- 23+	1002	-	-	-	-	-	-	-	-
	50%	-	-	-	-	-	-	-	-
<u>Gender v Age</u>									
Unweighted Base	2004	-	-	-	-	-	-	-	-
Weighted Base	2004	-	-	-	-	-	-	-	-
Male 23-34	281	-	-	-	-	-	-	-	-
	14%	-	-	-	-	-	-	-	-
Female 23-34	281	-	-	-	-	-	-	-	-
	14%	-	-	-	-	-	-	-	-
Male 35-49	341	-	-	-	-	-	-	-	-
	17%	-	-	-	-	-	-	-	-
Female 35-49	361	-	-	-	-	-	-	-	-
	18%	-	-	-	-	-	-	-	-
Male 50-65	361	-	-	-	-	-	-	-	-
	18%	-	-	-	-	-	-	-	-
Female 50-65	381	-	-	-	-	-	-	-	-
	19%	-	-	-	-	-	-	-	-
<u>Region</u>									
Unweighted Base	2004	-	-	-	-	-	-	-	-
Weighted Base	2004	-	-	-	-	-	-	-	-
North East 23+	83	-	-	-	-	-	-	-	-
	4%	-	-	-	-	-	-	-	-
North West 23+	227	-	-	-	-	-	-	-	-
	11%	-	-	-	-	-	-	-	-
Yorkshire and Humberside 23+	170	-	-	-	-	-	-	-	-
	9%	-	-	-	-	-	-	-	-
West Midlands 23+	182	-	-	-	-	-	-	-	-
	9%	-	-	-	-	-	-	-	-
East Midlands 23+	148	-	-	-	-	-	-	-	-
	7%	-	-	-	-	-	-	-	-
East Anglia 23+	193	-	-	-	-	-	-	-	-
	10%	-	-	-	-	-	-	-	-
South West 23+	173	-	-	-	-	-	-	-	-
	9%	-	-	-	-	-	-	-	-
South East 23+	284	-	-	-	-	-	-	-	-
	14%	-	-	-	-	-	-	-	-
Greater London 23+	276	-	-	-	-	-	-	-	-
	14%	-	-	-	-	-	-	-	-
Wales 23+	98	-	-	-	-	-	-	-	-
	5%	-	-	-	-	-	-	-	-
Scotland 23+	170	-	-	-	-	-	-	-	-
	8%	-	-	-	-	-	-	-	-