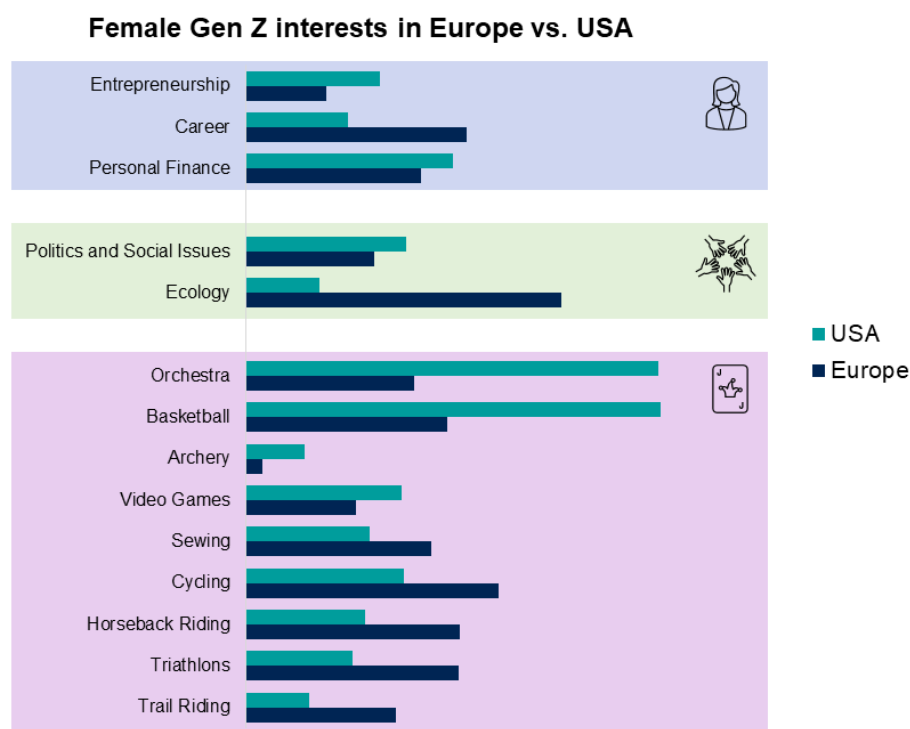


# Exploring the nuances: How Gen Z females differ in behaviors and values

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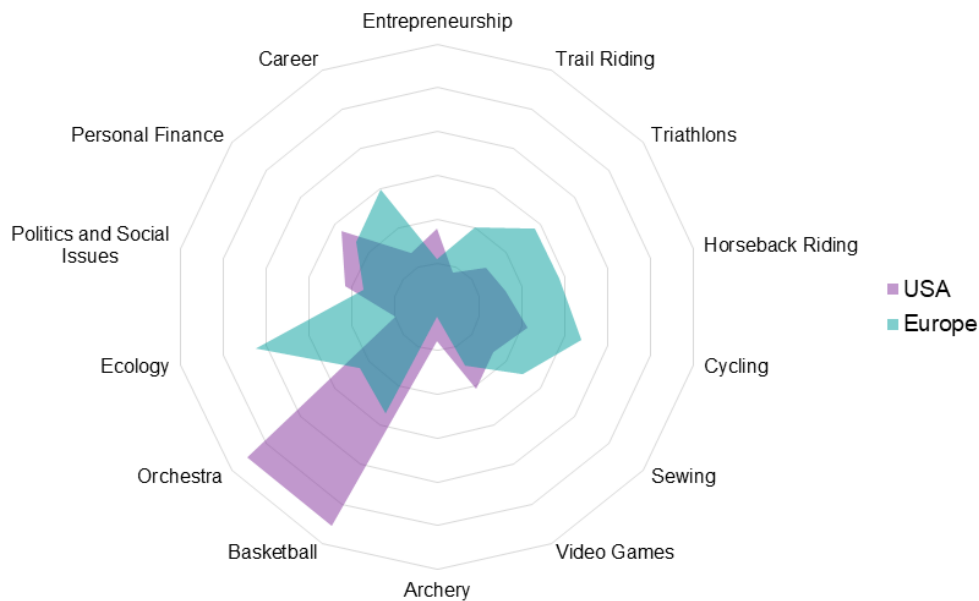
“Who is Gen Z, really?” is a question on nearly all marketers’ and insights pros’ minds. The “chronically online” generation (if you catch our TikTok reference) is the largest generation in history, has increasing purchasing power despite their young age, and has its own unique set of behaviors and values. We know that Gen Z are resourceful, ambitious, careful with money, and love vintage. However, what makes Gen Z living in one region in the world different than another? Compared with the survey in 2022, 80.7% of the respondents say the mobile phone is the main channel of spreading misinformation, larger than 65.8% in 2022. The mobile phone and the internet have become the two largest channels of spreading misinformation in Taiwan.

To dive deeper into the nuances, we used Synthesio’s audience analysis tool Profiler to collect digital behavioral data including demographic information and online activity. By analyzing patterns in the data, we have uncovered some of the key differences that separate Gen Z females living in the USA from those living in Western and Northern Europe. Here’s what we learned:



Source: Synthesio Profiler

## Female Gen Z interests in Europe vs. USA



Source: Synthesio Profiler

In both regions, Gen Z are aware of the latest developments happening around the world and are not shy to rally to a cause. In the USA, there is a bigger focus on social issues and ensuring equality for all, while Gen Z in Europe are on the front lines in the fight for ecological sustainability. They also show high aspirations for their own personal goals and seek to build a life aimed towards financial sustainability and freedom. Yet, the way Gen Z females in the USA and Europe approach those goals differs. Those in Europe have a higher tendency to seek a more “regular” path to making a living, focusing on building a solid career and making sound investment choices. On the other hand, Gen Z females living in the USA have a desire to make it on their own, focusing on entrepreneurial efforts.

When it is time to have fun, Gen Z females explore a multitude of interests and hobbies. Even in this regard, distinct regional differences appear. In the USA, this group loves spending time with their friends and are always eager to attend music festivals as well as listening to music videos or orchestra symphonies. Even when at home, they will connect with their friends online and play multiplayer online role-playing Games, especially World of Warcraft. Meanwhile, those in Europe seek some time alone on occasion, engaging in creative writing, learning to sew, trying new Asian cuisine restaurants, or backpacking in the wilderness.

Gen Z living in the USA display a proclivity for marksmanship, gravitating towards sports such as archery, while those living Europe prefer getting outside by practicing horseback riding, trail riding, cycling, and competing in triathlons. What brings them together is an equal love for mountain sports and mainstream team sports.

As for fashion, many Gen Z females are budding fashionistas, showing a high interest in cosmetics,

personal care, and beauty. Furthermore, there is an appeal for the old, and Gen Z females enjoy exploring vintage stores for old tokens from the past, with vintage clothing being the most popular (an area we explored in our recent report, "[Decoding Internet Fashion: 20 Aesthetics for 2023](#)." While those living in the USA are mostly interested in vintage fashion, Europeans peruse stores to find all sorts of trinkets.

Given the high interest they have in fashion, it comes to no surprise that some of the most influential stars they follow are female icons such as Jennifer Lopez, Kendall Jenner, and Chiara Ferragni. That said, Gen Z females in Europe also value high success in the world of sport, and look up to the GOATs (Greatest Of All Time), especially in football.

It is clear that one cannot assume all generational trends are prevalent for their specific audiences and segments. In fact, Gen Z is not all created equal; their behaviors, preferred brands, influencers, and hobbies differ by gender, region, customer segment, and more. By exploring digital behavior and signals, we can easily spot nuances across a wide range of interests, and allow researchers to better connect and resonate with their consumers.

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