



Savanta:

STATE OF THE YOUTH NATION

Most inspiring females

SAVANTA.COM

make better decisions

No other research agency knows more about Gen Z

Our bespoke research is informed by exclusive tracking data from the UK's leading Gen Z insight tracker, **State of the Youth Nation**.

This eBook provides the stories and patterns that have emerged from our tracking data.

Savanta was born when eight best-in-class agencies, all specialists in their fields, joined forces to offer big agency benefits, while retaining a refreshingly boutique mindset.

Since conception, we've expanded our sector expertise by adding more agencies to our family.

The result? A full range of integrated intelligence services at global scale, married to deep sector, issue and methodological expertise, delivered with an entrepreneurial spirit and client-first mindset.

All to help our clients. **Make Better Decisions.**

Most inspiring young females according to female Millennials (UK)

1. Emma Watson
2. Angelina Jolie
3. Taylor Swift
4. Jennifer Lawrence
5. Beyoncé
6. Michelle Obama
7. Malala
8. Jessica Ennis-Hill
9. Kate Middleton
10. Oprah Winfrey



Who is an aspiring female role model?

This was an open question. Respondents could name anyone. HeForShe campaigner, **Emma Watson came top, with twice as many nominations as Angelina Jolie**, who is also a vocal campaigner for women's rights.

The selection of names chimes with the view of this generation of UK Millennials, as globally-minded and inclusive.



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Keep plugged in to youth trends.

A State of the Youth Nation subscription helps leading brands make better youth market decisions. Our tracking product will equip you with the tools to better engage with young people, and put the drivers that shape their worlds at the heart of your team's youth market decisions.

Annual subscription gives you instant access to:

- ✓ **Latest Gen Z insights** - Be better prepared with the most up-to-date tracking data (nat rep)
- ✓ **Regular webinars** - Who is Gen Z? How to get cut through? What drives loyalty? Best practice 101
- ✓ **Gen Z and your business** - We will deliver an action-orientated insight deck to inspire change.



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