Introducing Gen C
The YouTube Generation
Gen C is a powerful new force in consumer culture. It’s a term we use to describe people who care deeply about creation, curation, connection, and community. It’s not an age group; it’s an attitude and mindset - and here are 8 of its defining characteristics.
Gen C is a state of mind
Gen C strives for expression
Gen C is a taste-maker
Gen C defines the social network
YouTube is Gen C’s habitat for entertainment
Gen C is constantly connected
Gen C connects on YouTube on all screens
Gen C values relevance and originality
Gen C is a state of mind

80% of millennials is made up of Gen C\(^1\) – YouTube’s core (though by no means only) audience\(^2\).

But Gen C is more than an age-group; it’s a mindset defined by **creation, curation, connection** and **community**.

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1. Forrester Technographics Q2 2012
2. YouTube, ComScore Metric Jan 2013, Nielsen Netview Dec 12
Gen C strives for expression

Fueling culture with photos, videos, memes, mash-ups...

67% of Gen C uploads their own photos to social networks

3. Engaging Generation C, November 2012
Gen C is a taste-maker

Gen C sets the trends and determines what’s going to be popular next, with an influence that accounts for $500bn of spending a year in the US alone. For Gen C, decision-making is a team sport...

85% of Gen C relies on peer approvals for buying decisions.

4. Barkley’s
5. Engaging Generation C, November 2012
Gen C defines the social network

Social interactions give Gen C its sense of self. They are what they share, like, +1, comment on, and retweet...

88% of Gen C has a social profile, with 65% updating it daily.

6. Forrester Technologies Q2 2012
YouTube is Gen C’s habitat for entertainment

Gen C is twice as likely to be a YouTube viewer than the general population\(^7\) – and 40% more likely to be only a light TV viewer\(^8\)

\(^7\) GfK-MRI, Spring 2012
\(^8\) GfK-MRI, Spring 2012
Gen C is constantly connected

Gen C eats, sleeps, and breathes the internet across devices. Literally...

91% of Gen C sleeps next to a smartphone

Gen C connects on YouTube on all screens

With falling data costs and rising network speeds, mobile video is set to explode. YouTube has the same reach with Gen C on smartphones as it does on desktop – in fact 80% of Gen C with a smartphone watch YouTube.

Year-on-year the number of Gen Cs watching YouTube on smartphones has increased by 74%10

10. YouTube-Nielsen Multiscreen Audience Study November-December 2012
Gen C values relevance and originality

Gen C values great conversations that are aligned with its own interests

39% aren’t opposed to ads when they are relevant

10. YouTube-Nielsen Multiscreen Audience Study November-December 2012