

Young people's perceptions of the telecoms industry

Summary of findings from international research



in partnership with
BRUNSWICK

About this research

Ahead of Mobile World Congress Barcelona 2023, Brunswick Group conducted research to understand the views of young people on the critical issues that will shape the future of the telecommunications sector.

The research explores how young people prioritise these issues today, whether they think industry is going in the right or wrong direction, and their view of the different channels of influence they feel able to make use of in order to bring about change.

For more information and to receive the full report, please contact:
MWCRsearch@brunswickgroup.com

Methodology

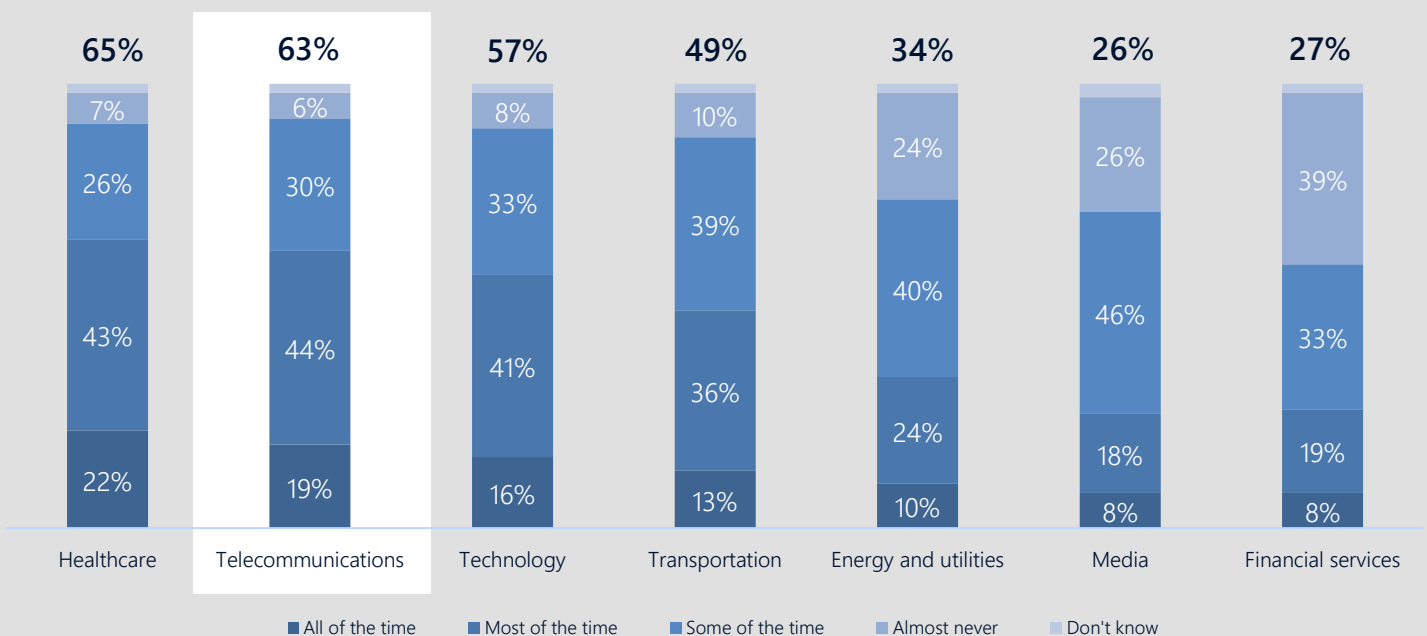
N=656 young people (under 30)
surveyed from 29th January – 21st February 2023.

Age: Under 23 (37%); Over 24 (63%)
Gender: Male (57%); Female (40%)
Occupation: Employed (67%); Student (28%)
Among those employed, working in telecoms: Yes (88%) No (12%)

Participants were recruited via organic outreach [e.g., social media posts, newsletters, employer/university engagement].

Young people recognise telecoms' contributions to society

Q: How often do you believe that companies in this sector act in the best interests of society?



“Their products have allowed society to be able to work, communicate, and have fun during the past Covid-19 pandemic. They have allowed even those who were farthest from the world of telecoms to learn during this tragic period.”
Survey respondent

“In today's digital ecosystem, telecommunication has become the foundation for businesses, governments, communities, and families to seamlessly connect and share information.”
Survey respondent

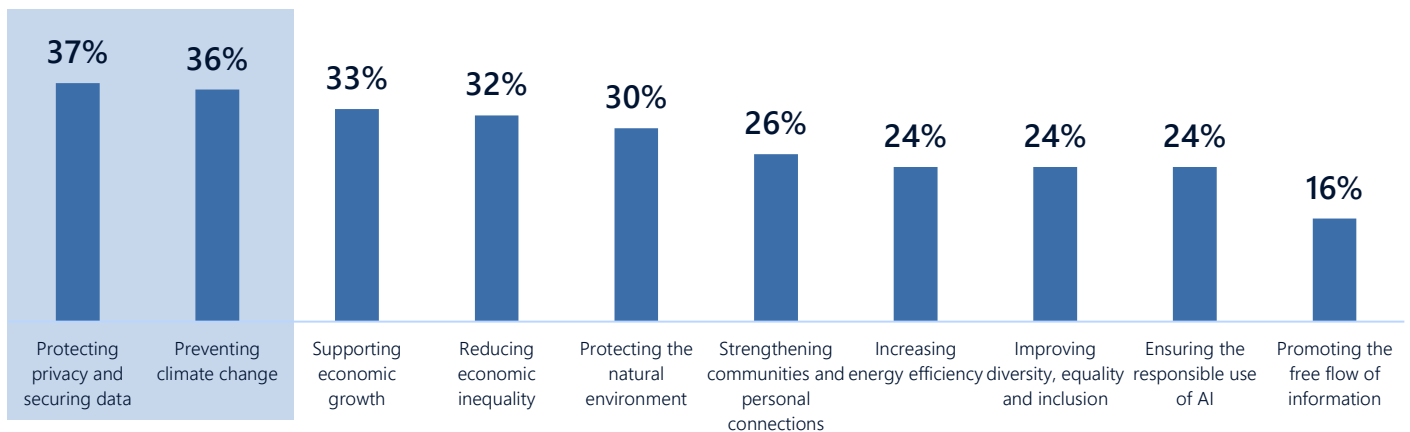
“If we use it the right way, telecom advancements will keep making the world a better place. There's an ever-present and evolving need for humans to communicate.”
Survey respondent

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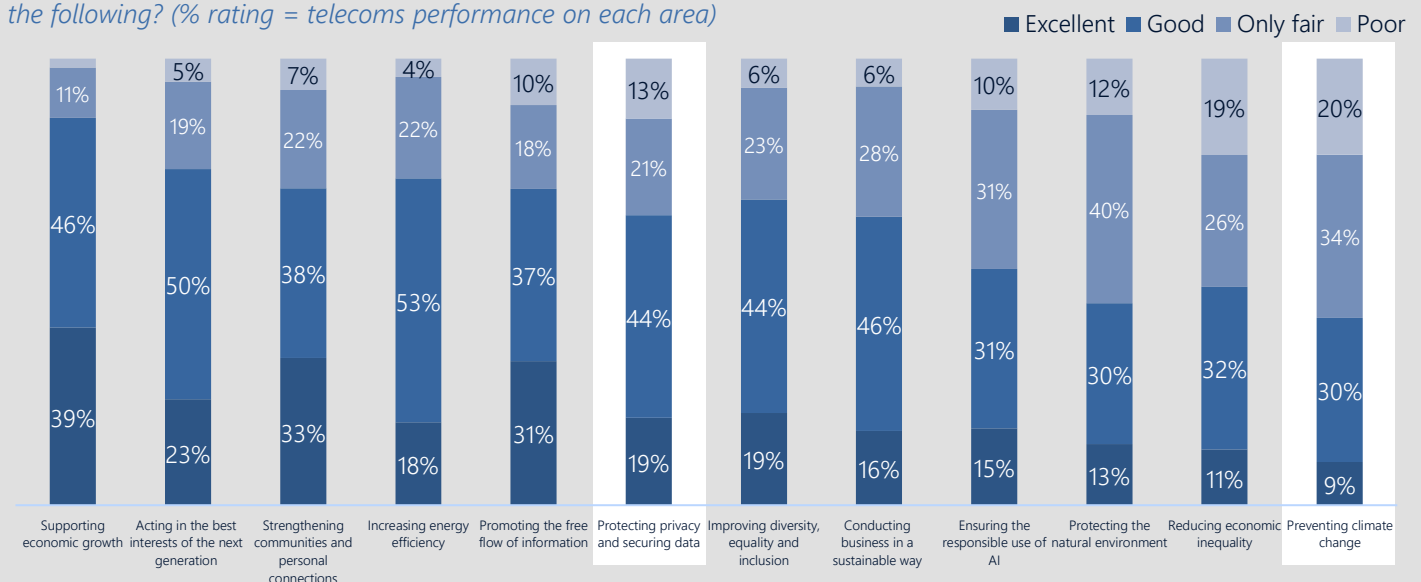
Privacy and climate change are most important in young peoples' consideration of societal issues

Q: Please select the top three from the following list of societal issues that are most important to you, personally.



However, they often consider the telecoms industry as ineffective on these issues

Q: How would you rate the telecoms industry's overall performance on each of the following? (% rating = telecoms performance on each area)



How they are dealing with climate change issues or whether they have a guideline on data and ethics is not transparent. For climate change, at least in my company, a lot of initiatives are either only very temporary or used for external promotions."

Survey respondent

Telecommunications companies collect vast amounts of data on their customers, and some have been criticized for not adequately protecting that data or using it for purposes that consumers did not authorise."

Survey respondent

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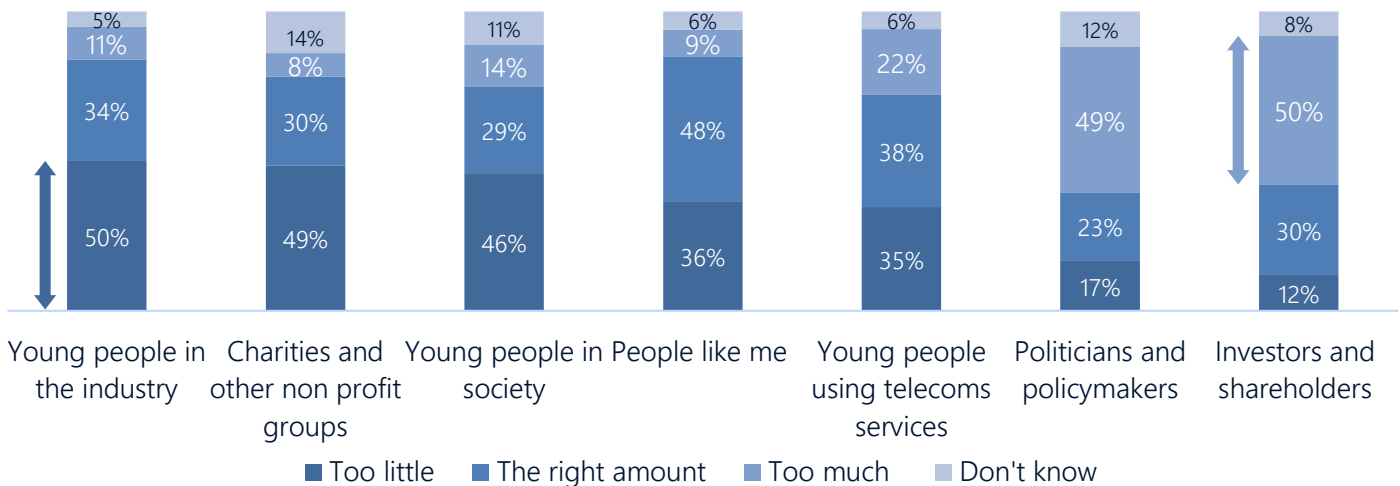


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Young people don't think they are being listened to – inside or outside the industry

Q: How would you rate the amount of consideration given to each of the following groups by leaders in the telecommunications sector?



Implications for companies today

Commercial

Embracing the critical thinking of young people can undoubtedly be a great advantage for the industry."

Survey respondent

Reputational

If you don't show young people that you care about them, I don't think they will turn to you [as a customer]."

Survey respondent

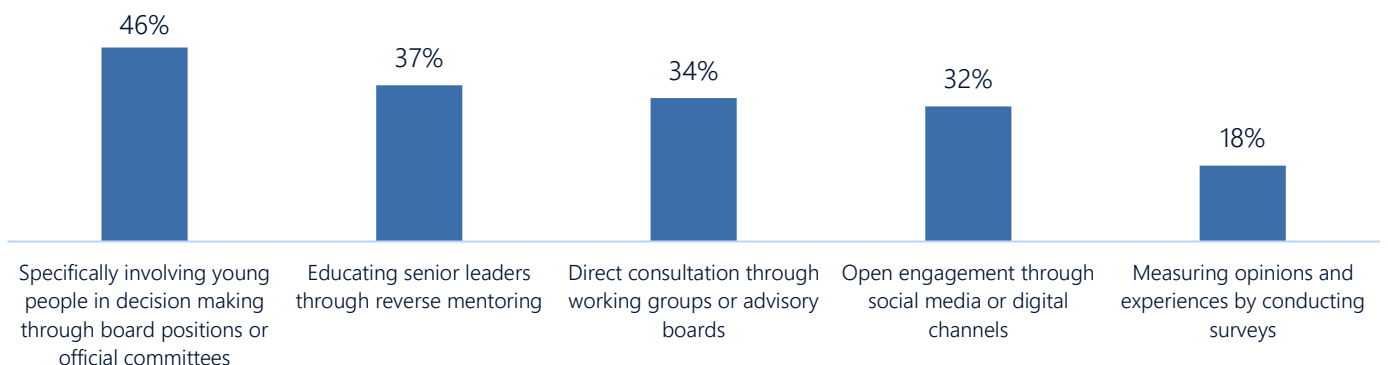
Societal

Younger generations are creating impact while taking decisions that are related to our values."

Survey respondent

How companies engage young people matters

Q: How effective could the following approaches be as a way for telecommunications companies to engage young people? (% = Rating each approach as 'very effective')



For more information and to join the *Young Leaders in Telecoms* online community, please contact: MWCRsearch@brunswickgroup.com