Research and the Elusive Generation Z

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Who are Gen Z?

Who are Gen Z? The term "Gen Z" is often used to refer to people born between 1995 and 2010. They are the youngest generation and are known for their digital-savvy nature, social media presence, and unique perspective on the world.

Sources:
- Pew Research Center: http://www.pewresearch.org/fact-tank/2018/03/01/defining-generations-
  where-millennials-end-and-post-millennials-begin/
- Blog.ryanjenkins.com: http://blog.ryanjenkins.com/2015/06/08/15-aspects-that-highlight-how-generation-z-is-different-from-millennials/
- Huffington Post: https://www.huffingtonpost.com/george-beall/8-key-differences-between_b_12814200.html
- Josh.org: https://www.josh.org/9-important-insights-generation-z/?mot=J79GNF&gclid=Cj0KCQjwvLLZBRDrARIsADU6ojC5gJZfF8romDeM7NPBzi8sQBrIqBSYHUOcBxbrDsrKuZzNs6FlhTMaAux1EALw_wcB

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Why Gen Z Matters

- Currently represent $143 billion in buying power
- Influence 93% of household spending, $44 billion
- 40% of primary consumers by 2020
Gen Z Wants to Be Heard & Understood

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Let Them Speak
Dynamic Open Text Question Type

Please rate your overall satisfaction with your store experience today
(where 1 is low and 5 is high)

1 2 3 4 5

What is the reason for the rating you have given in the previous question?
A little more information would be appreciated

The staff were really helpful and the products

• Please tell us which item you have purchased.
• If possible, please state the name of the member(s) of staff who assisted you.

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Automatically Categorize & Interpret Sentiment for Unstructured Text

- Find actionable insights in free-form text
- Increase respondent’s engagement
- Improve respondent experience with shorter surveys

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Insights Hidden in Unstructured Data
### Gen Z are Hyper Mobile Users

<table>
<thead>
<tr>
<th>Region</th>
<th>Smart Phone Ownership 16-20 Years Old</th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>96%</td>
</tr>
<tr>
<td>Europe</td>
<td>98%</td>
</tr>
<tr>
<td>Latin America</td>
<td>98%</td>
</tr>
<tr>
<td>Middle East &amp; Africa</td>
<td>99%</td>
</tr>
<tr>
<td>APAC</td>
<td>98%</td>
</tr>
</tbody>
</table>

Gen Z are Extremely Social

- 92% Have a digital footprint
- 91% Uses Social Media
- 51% Report using social media constantly

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Ask on Mobile & Allow Audio/Visual Replies

✓ Audio  ✓ Video  ✓ Images

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Make it applicable, in-the-moment

- 4 out of 5 cell phone owners leave on their location tracking by default
- 77% of smartphone users are willing to share location as long as they receive value in return
- 74% of adult smartphone owners use their phone to get information based on their location
- 69% of Google searches include a specific location
- 30% of smartphone owners have at least one social media account set up to include location in posts
GPS Location
- GPS coordinates
- Outdoors
- Entry/exit survey

Beacon
- Bluetooth
- Indoors, short range
- Display feedback, path-to-purchase
Don’t Be

BASIC

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Make Data Collection Visual & Interactive

Effort feedback by engaging the respondent in fun and creative ways.

What are the characters in the situation below saying?

Where are they?

What are these friends sharing?

Assessing China's Global Image and Soft Power

On a scale of 1-10, rate your level of interest with this topic.

Fill in the blanks:

The President of the United States was awarded the prestigious in 2009.

This award was also awarded in 1993.
Summary: Engaging Generation Z

- Make surveys fun, visual
  - Engaging survey design
  - Mobile
- Ask their opinions, listen to their answers
  - Leverage open ended questions
- Incorporate social engagement tactics
  - Mobile & In-the-Moment
  - Multi-media

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Thank You

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