

digital DEPENDENCE

How Gen Z is Changing the Internet

WHO IS GEN Z?

- Gen Z (born 1996 – to present) 86M strong (about 25% of the U.S. population)
- Gen Z wields \$44 Billion in buying power
- Gen Z influences as much as 93% of family spend
- Gen Z lives on mobile – 69% can't go 8 hours without access

WHERE WE ARE

INTERNET LIFE: DEPENDENCY AND USAGE DIFFER DRAMATICALLY BY GENERATION

	GEN Z	BOOMERS
Dependency:	Always On	Intermittent
Usage:	Entertain Me	Inform Me



27% OF GEN Z

can only go ONE HOUR without the internet



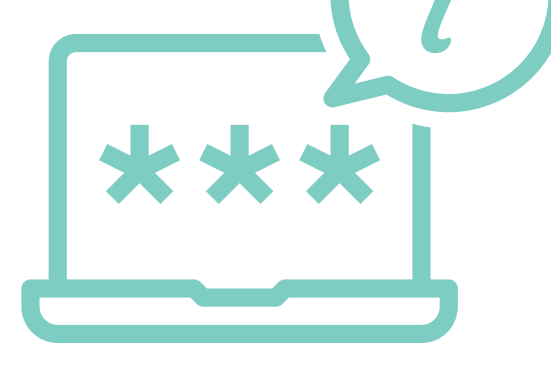
27% OF BOOMERS

can go TWO DAYS



72% OF GEN Z

depend on the internet for ENTERTAINMENT



73% OF BOOMERS

depend on the internet for INFORMATION

WHAT WE WANT

SAFE AND SECURE: DESIRING AUTHENTICITY AND NEEDING SECURITY

3 OUT OF THE **5** things all people most want from the internet are security related



HALF OF GEN Z wants authenticity to trust that people online are who they say they are and reviews are from real customers with no incentives



64% OF BOOMERS want secure payments and are less concerned with authenticity

WHERE WE ARE GOING

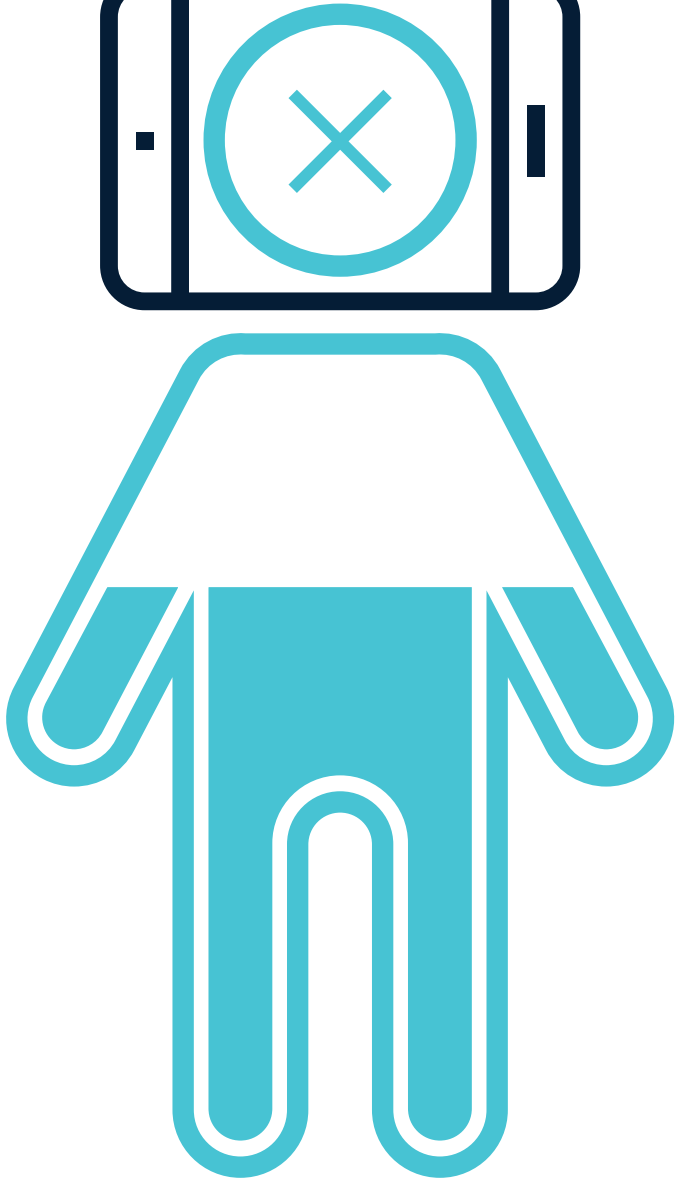
PERSONALIZATION OVER PRIVACY: GEN Z EXPECTS WEBSITES TO BECOME NOT ONLY PERSONALIZED BUT PREDICTIVE

GEN Z IS 25% more likely than other generations to provide personal information to gain a more predictive online experience

37% OF ALL GENERATIONS believe websites will recognize and adapt to the user to create a unique, personalized experience

62% OF ALL GENERATIONS believe that websites will know what you are looking for before you tell them

40% OF GEN Z prefer a more proactive internet that monitors their health and makes personalized recommendations to improve it, while Boomers and Gen Xers want health options only when they are being treated



50%

OF GEN Z WOULD STOP VISITING A WEBSITE

if it didn't anticipate what they needed, liked or wanted and 37% predict future web experiences will adapt to their personal preferences

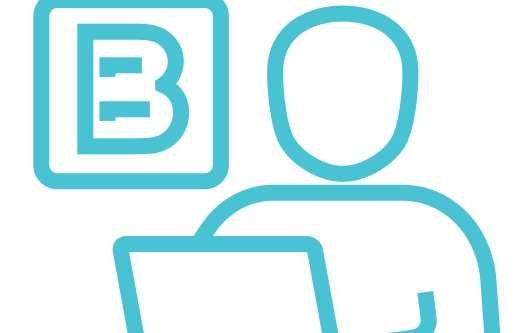
FINAL WORD

THE DIGITAL EXPERIENCE IS THE HUMAN EXPERIENCE



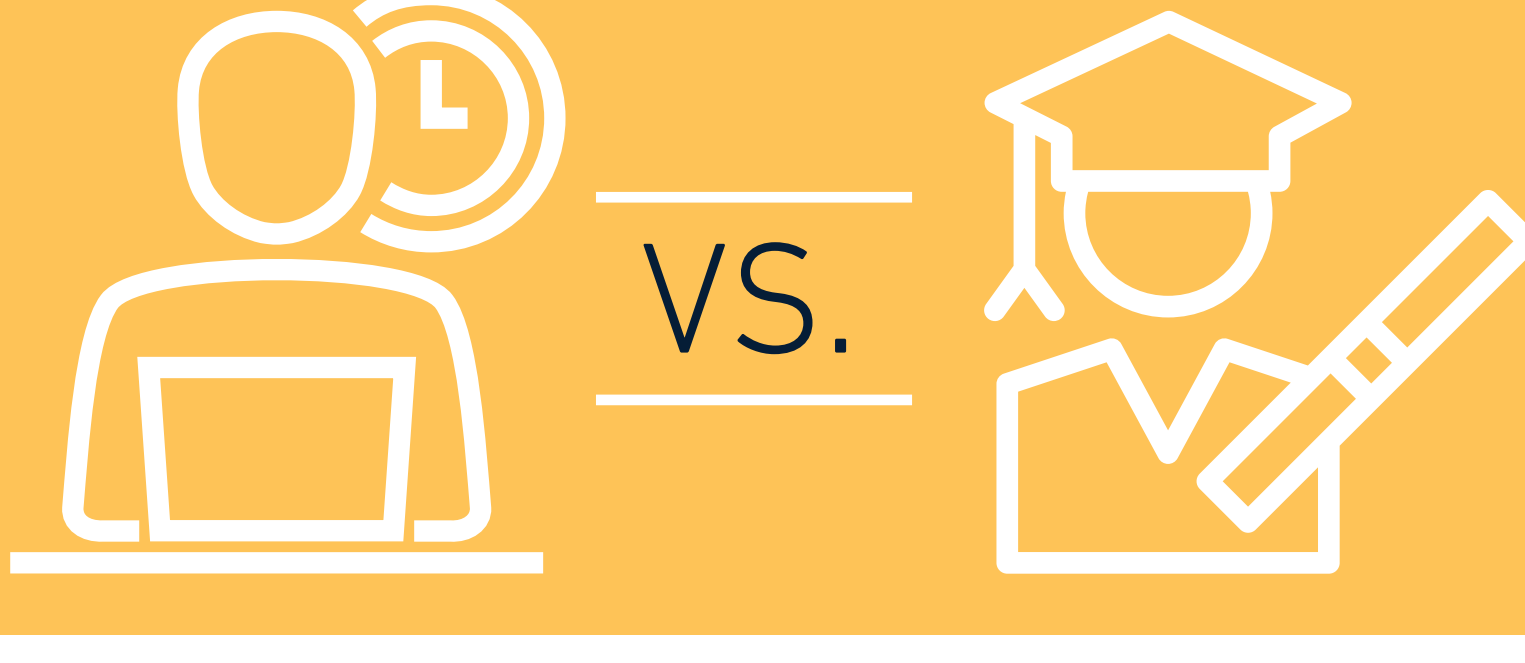
52% OF GEN Z

believe that internet usage will tell as much about a person as their credit score



52% OF GEN Z

believe internet leaders are just as important as political leaders



62%

OF ALL RESPONDENTS would choose no college degree and unlimited internet access over a college degree and no internet access