

2020 inZa Lab Gen Z Consumer Insights Report

How Gen Z Confronts Uncertainty

Created by inzaZLAB

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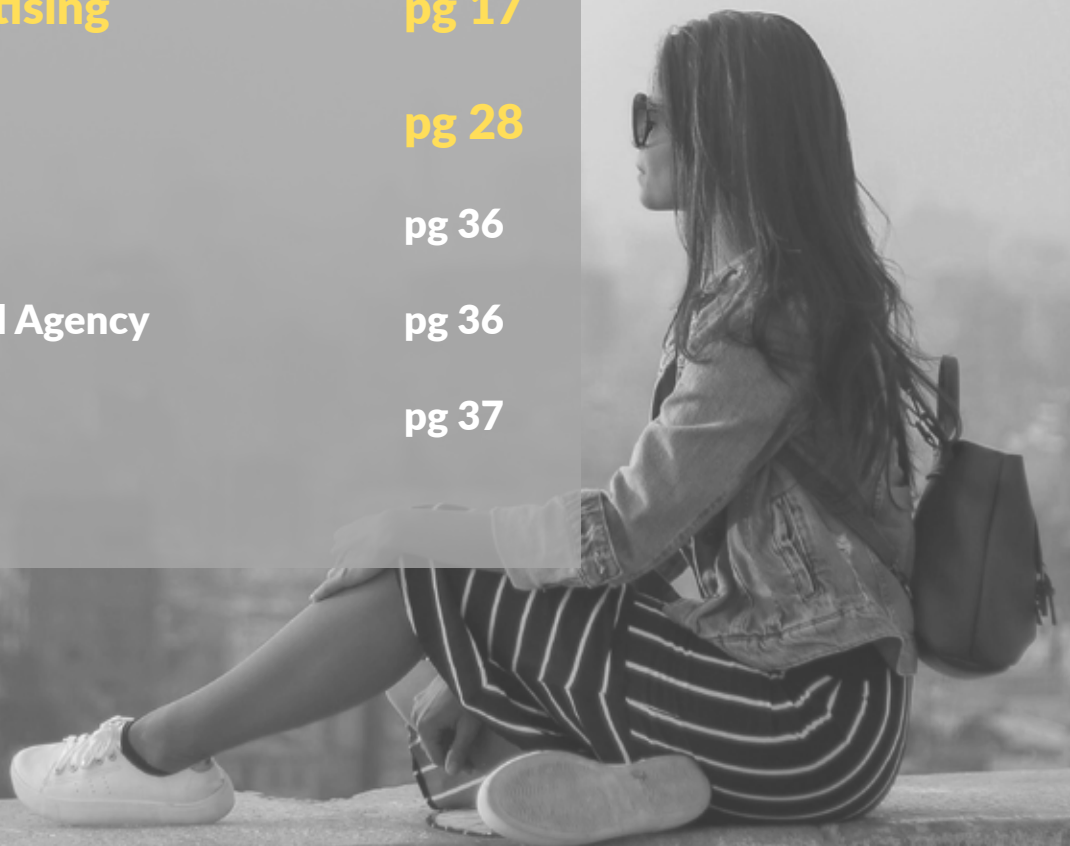


“What we already know about Gen Z was amplified during this pandemic: They’re resourceful, creative, and always connected. But we’ve also seen another side come to life: their commitment to social justice.”

— Jin Kim | *Founder & CEO of Creative Digital Agency, Inc.*

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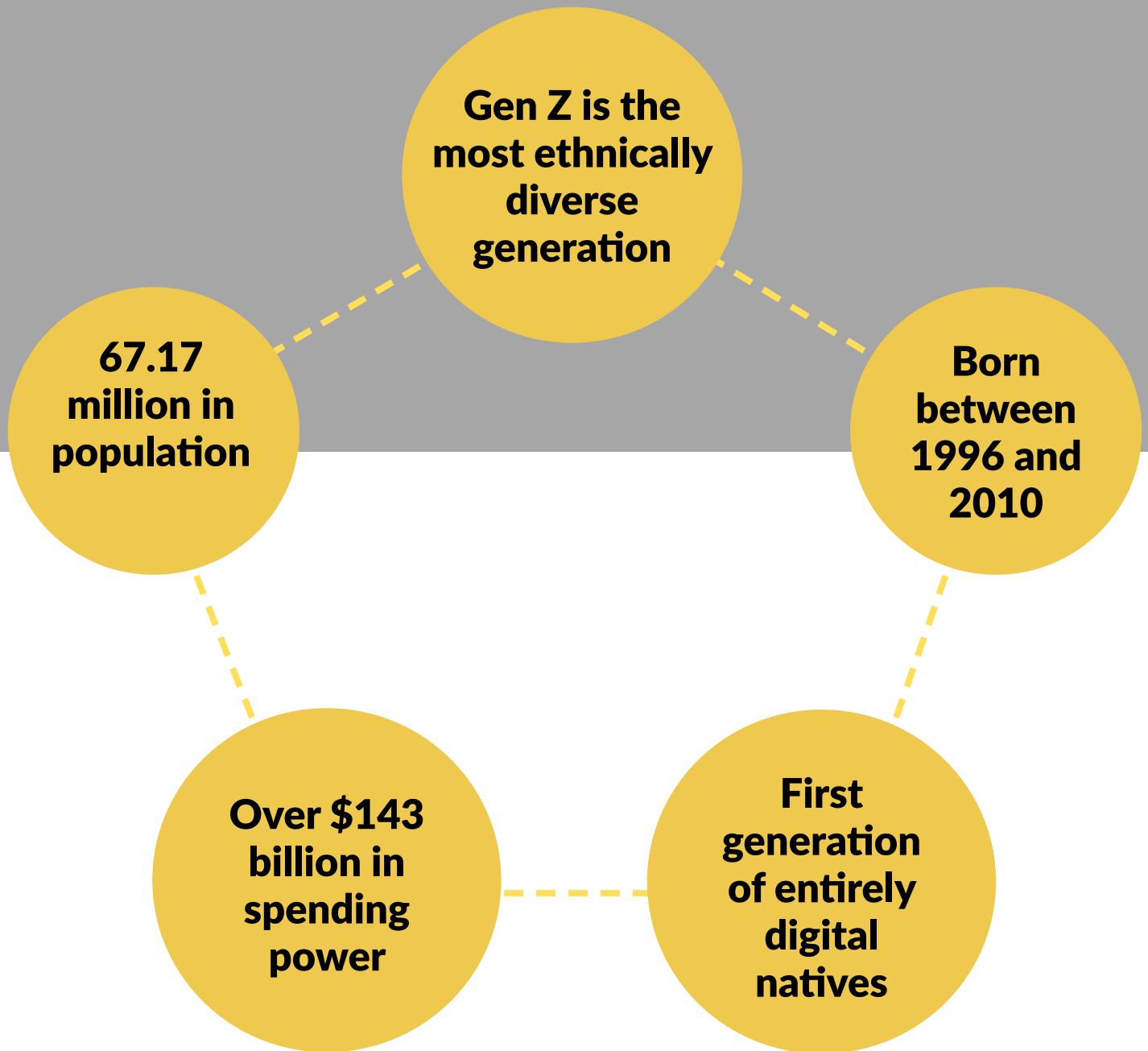


Report Summary

Gen Zers are facing great uncertainty amidst the current political, environmental, economic and social turmoil. In this report we explore the numerous ways Gen Z has been impacted by the pandemic.

In contrast to our 2019 Gen Z Consumer Insights Report, we found greater extremes in spending habits, future plans, technology usage and beliefs. However, the heart of Gen Z's identity has remained the same: they still want greater relatability at the core of all the content they consume.

Who is Gen Z*?



*Data reflects domestic population, USA

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Beliefs

For the first time, a majority of Gen Zers are eligible to vote in a presidential election. 73% of Gen Zers surveyed responded that they are planning to vote in the 2020 election. 56% of the respondents will be voting in their first presidential election this November.



15%

**Second time voting in
a Presidential Election**

56%

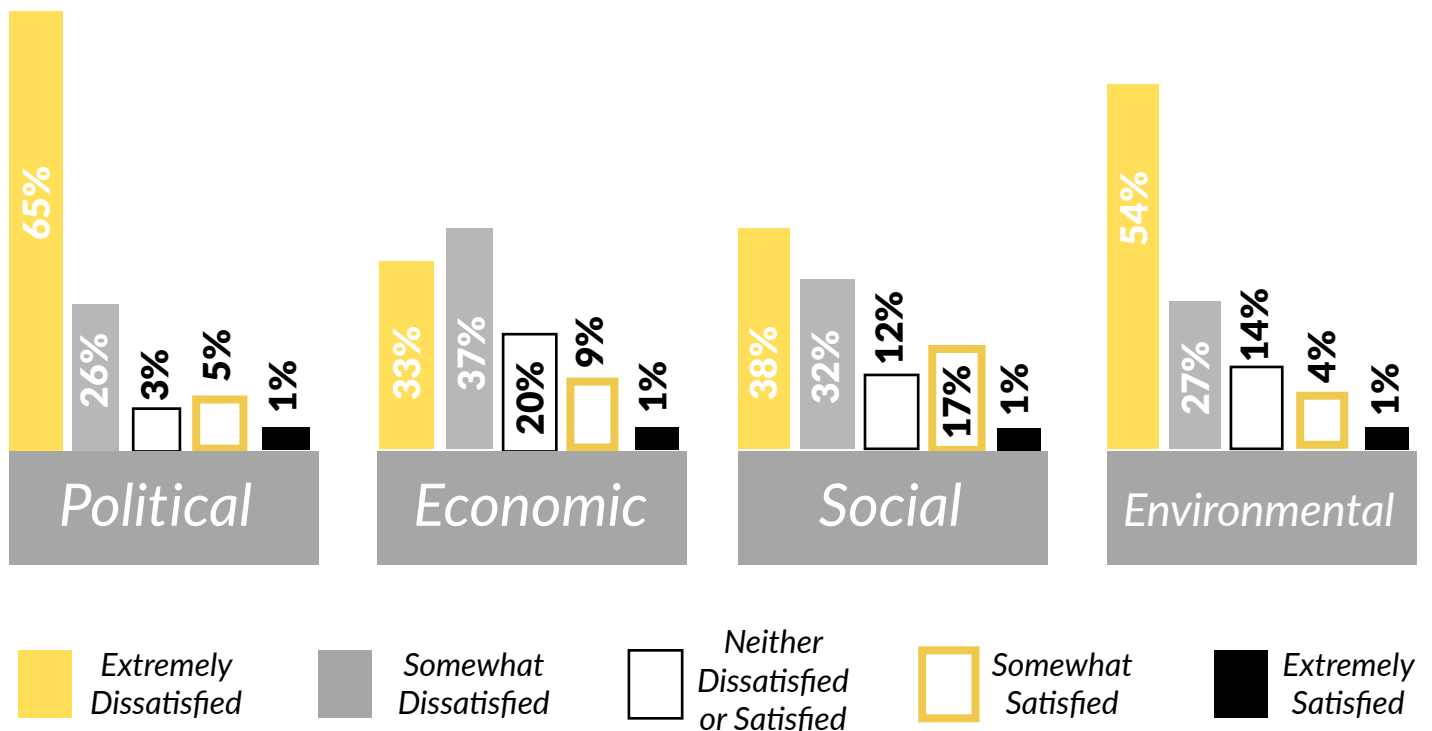
**First time voting in a
Presidential Election**

29%

**Have never voted in a
Presidential Election before**

We asked Gen Zers if they were satisfied with the current direction of the country.

Majority of respondents are extremely dissatisfied with the current direction of United States' environmental and political policies.





What social issues are Gen Zers most passionate about?

In **2019**, the top three social issues Gen Zers were passionate about included:

Environment (57.9%)

Immigration (49.7%)

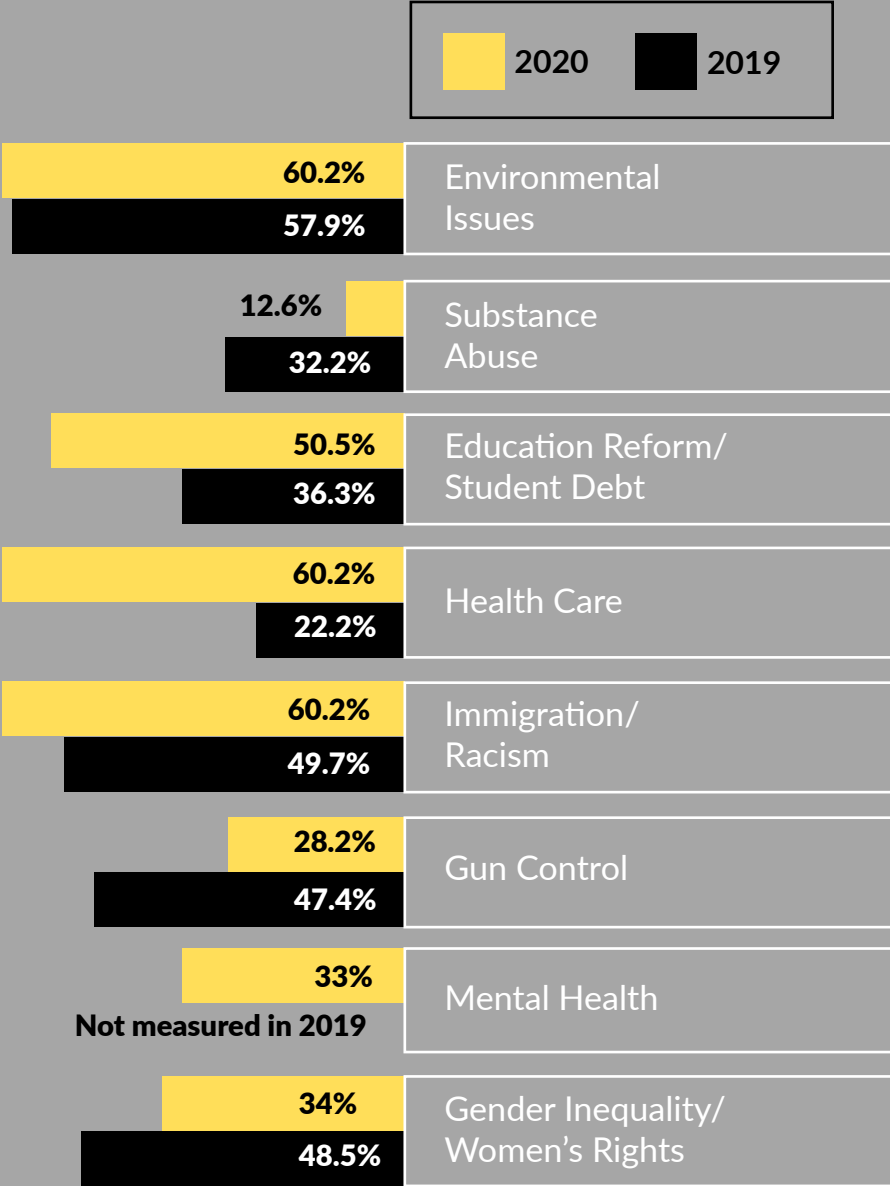
Gender Equality (48.5%)

Now in **2020** respondents care most about:

Immigration/Racism (60.2%)

Environmental Issues (60.2%)

Health Care (60.2%)





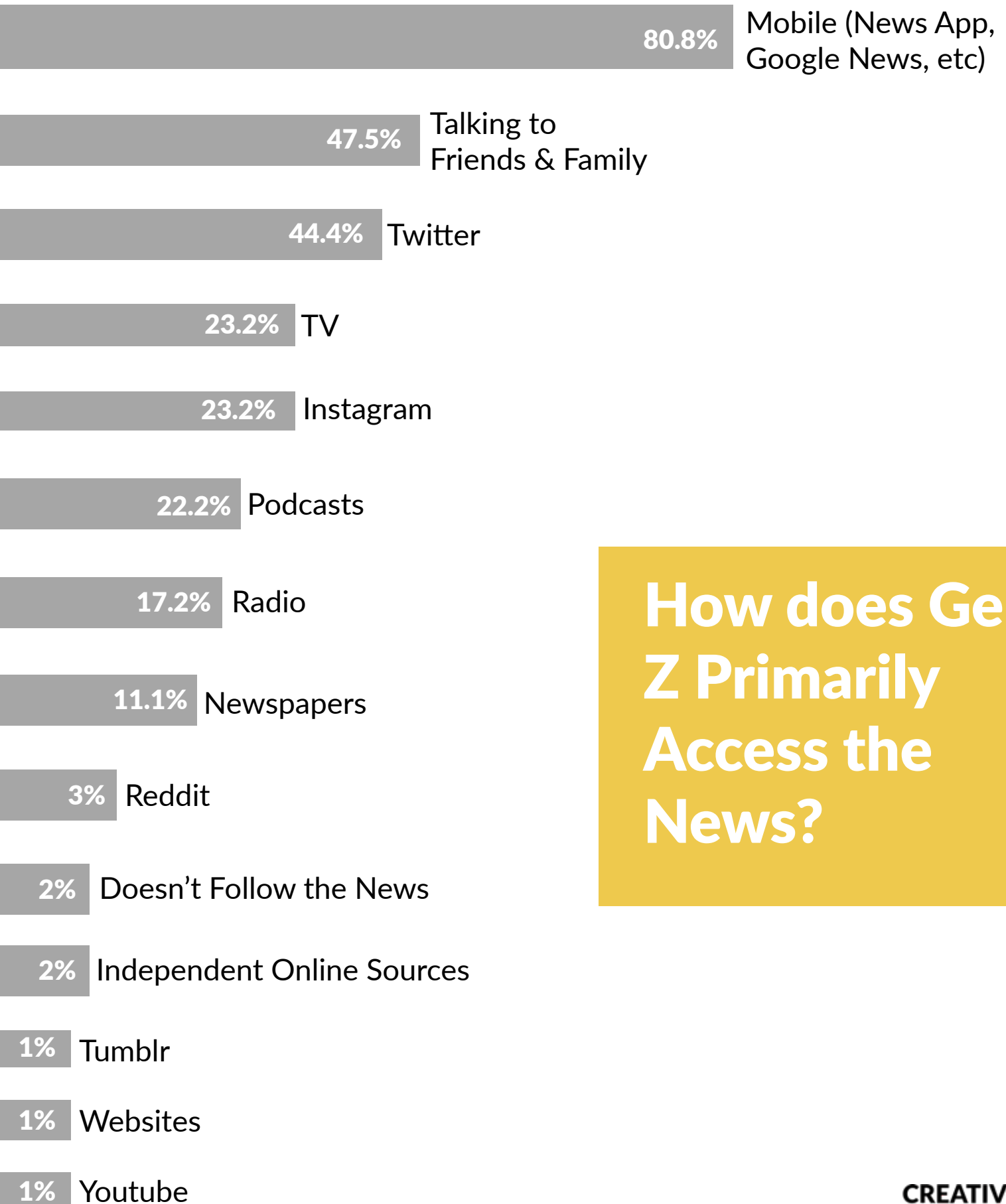
TECH

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Over 80% of Gen Zers primarily access their news through mobile news apps, an overwhelming increase from last year's 19.9% who received news through mobile apps.

Overall, Gen Z continuously relies on social media and phone apps to receive any type of news.

22% of Gen Zers receive their news through Podcasts.



How does Gen Z Primarily Access the News?



68.7% of respondents say that social media has positively helped them stay connected with friends during COVID-19.

However, **86.9%** of Gen Zers will give up social media when asked to choose between music and social media.

For the second year in a row, Gen Z has shown their preference for music over social media.

The apps that Gen Zers have downloaded since shelter-in-place started include:



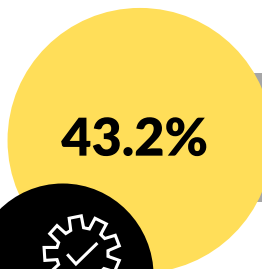
60.4%

Video-Conferencing



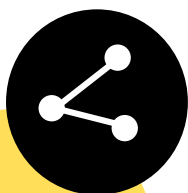
58.6%

Streaming/Entertainment



43.2%

Productivity



38.7%

Social Media



25.2%

Shopping

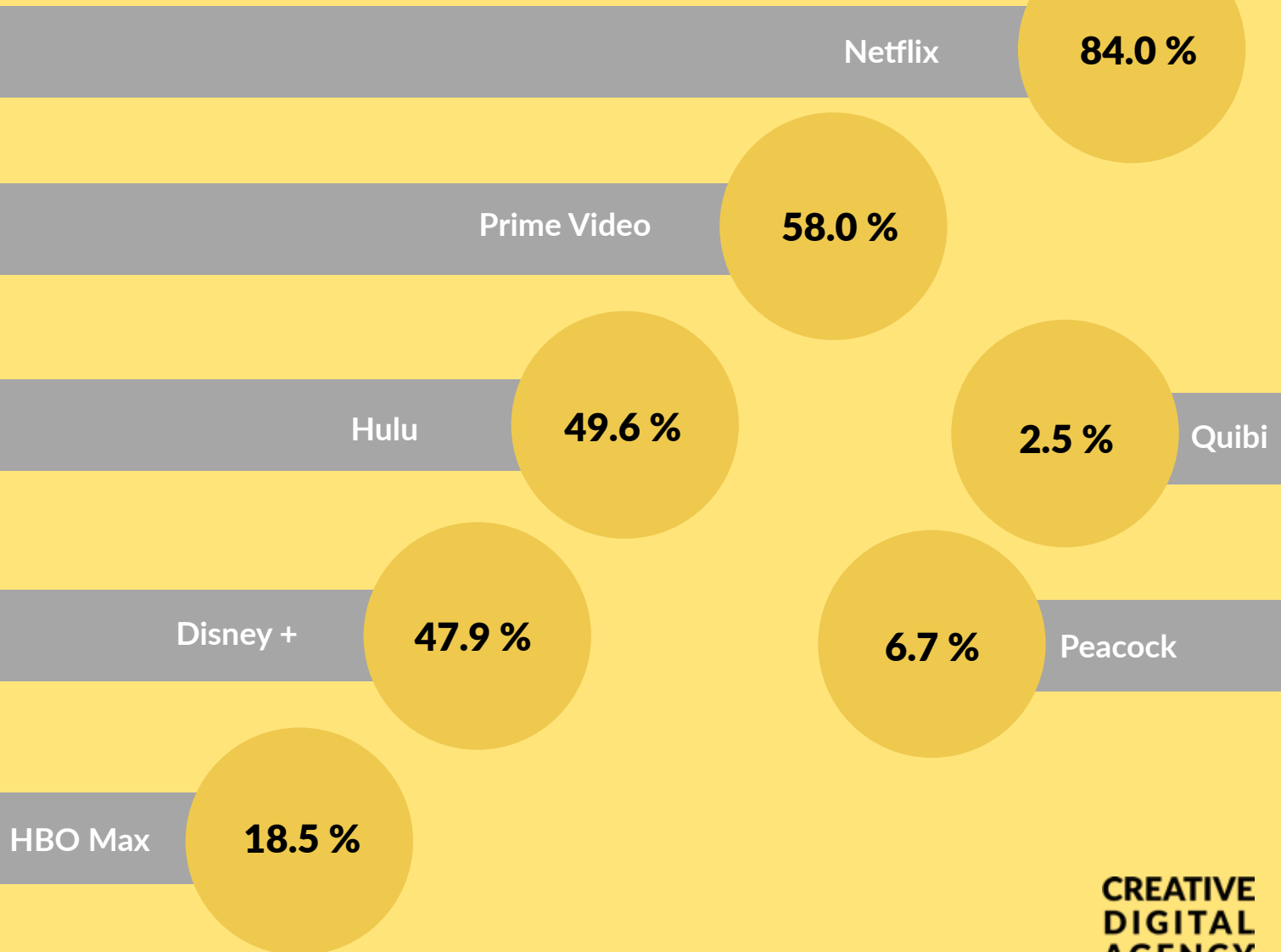


21.6%

Food Delivery

Which streaming services have Gen Zers used in the last 4 months?

In addition to new apps downloaded, streaming times have shot up during the shelter-in-place. With movie theaters shut down to reduce COVID-19 spread, the entertainment sector had to adapt to the at-home consumer. HBO Max, Quibi and Peacock all rolled out new streaming services to the already crowded space, hoping to gain a piece of the market.



We asked if Gen Z agrees that...

70%
AGREE

13%
DISAGREE

17%
**NO
OPINION**

Websites & social media platforms
should be allowed to sell user data
to advertisers

Companies will use personal
online data in a way that
could be harmful

56%
AGREE

9%
DISAGREE

35%
**NO
OPINION**



Spending & Advertising

Since the start of the pandemic, where has Gen Z spending increased?

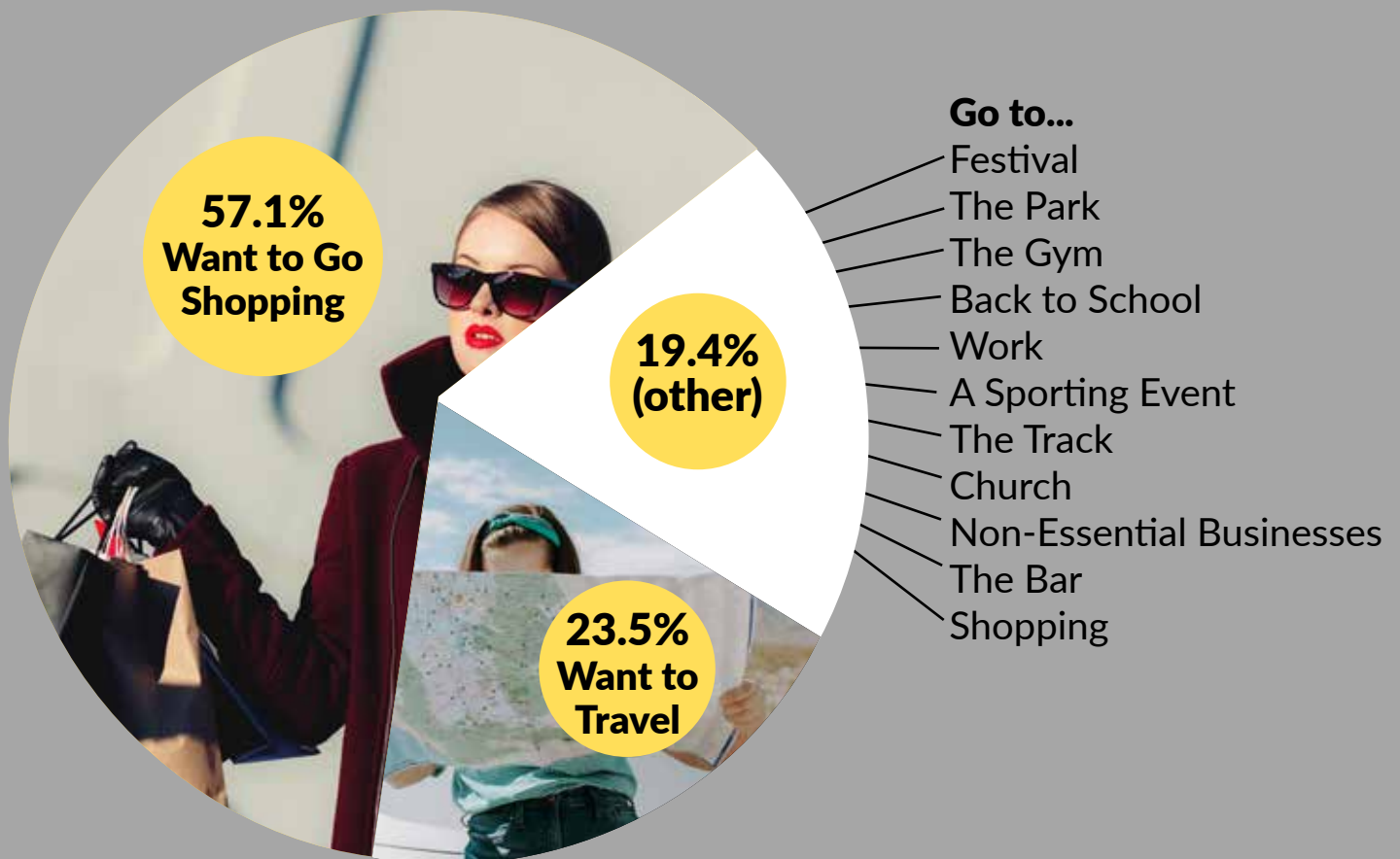
↑ 63.0% Food/Groceries
↑ 57.9% Entertainment
↑ 31.9% Savings/Investments

Where has it decreased?

Transportation 75.6% ↓
Clothing 42.9% ↓
Entertainment 22.7% ↓

It's no surprise to see that the highest spending increase has been in food and groceries while the biggest spending decrease is transportation.

Hypothetical Question: If COVID-19 completely dissapears tomorrow, what's the first thing Gen Z would spend time doing?



The Gen Z Shopper

Gen Z places an emphasis on **Pricing** over any other factor when looking to purchase a new product.

Surprisingly, the **Popularity** and **Familiarity** of a product ranks the lowest priority when comparing between products, even with the spike of “viral” products promoted by influencer’s through social media.

When shopping, Gen Z looks at...

Practicality

*How often the
object will be used*

74.5%

Agree

23.5%

Neutral

2%

Disagree

Price

*The cost of an
object matters*

89.2%

Agree

8.8%

Neutral

2%

Disagree

Popularity

*How many others
have or talk about
the same item*

6.8%

Agree

46.1%

Neutral

27.1%

Disagree

Familiarity

*Only buying things
you know about*

38.2%

Agree

50%

Neutral

11.8%

Disagree

Quality

*The details of the
object matters*

86.2%

Agree

10.8%

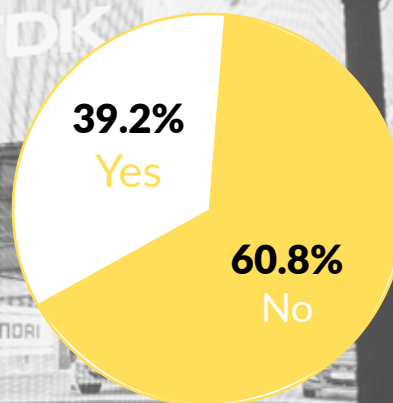
Neutral

2%

Disagree

Advertising to Gen Z

When asked
“Do you use an
ad blocker?”
Gen Z responds:



What type of ads would Gen Z like to see more of?

Aesthetically Pleasing

64.7%

Emotional

19.6%

Celebrity
Endorsements

4.9%

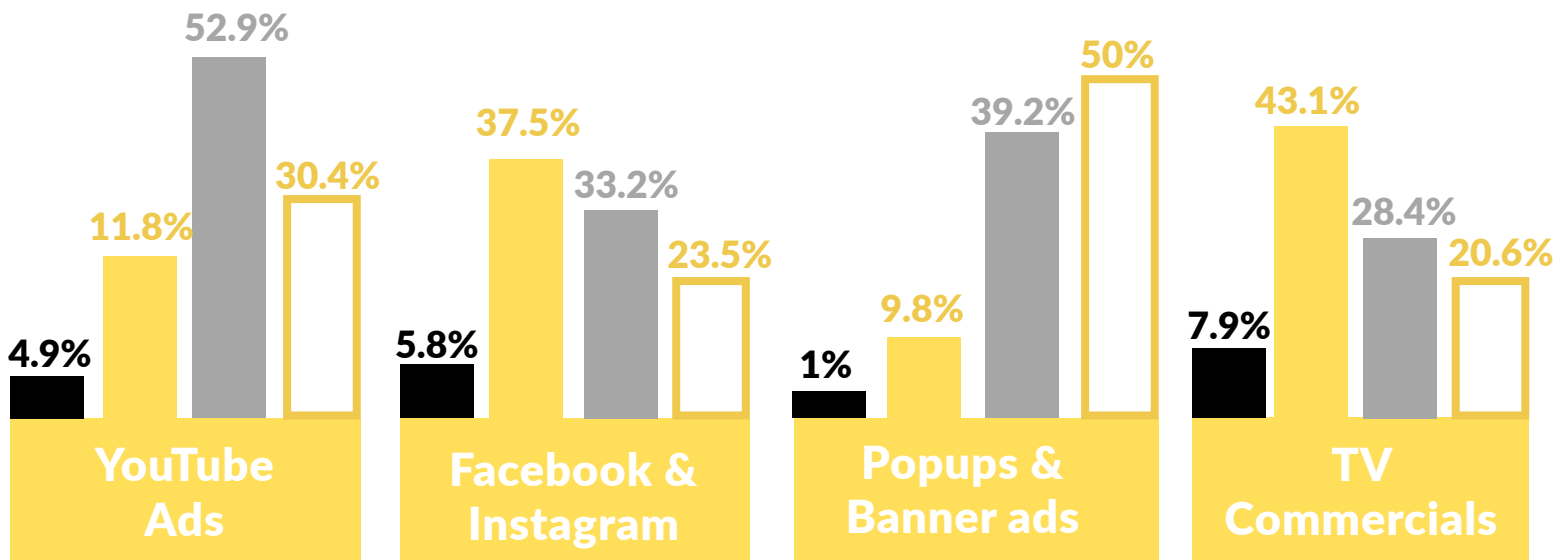
Discounts & Promotions

54.9%

Humorous

52.9%

What are Gen Z's thoughts on the following types of ads?



They can be helpful

I don't mind them

They're annoying

Absolutely HATE them

**More than
90% of
Gen Zers
preferred ads
showcasing
someone like
them.**

Vs. 66% in 2019

In a commercial, would Gen Z rather see an actor that:

Looks & acts like you

90.3%

More established & successful than you

9.7%

Does Gen Z feel brands should advertise as normal during the pandemic?

Agree

32.1%

Disagree

19.4%

No opinion/
Don't know

48.5%

**Does Gen Z
prefer receiving
texts from brands
and stores over
emails** (with permission)?

Agree 11.7%

Disagree 73.8%

No opinion/
Don't know 14.6%

**Does Gen Z
appreciate
receiving
targeted ads?**

Agree 16.5%

Disagree 47.6%

No opinion/
Don't know 35.9%



Future Plans

The pandemic uprooted the daily lives of Gen Zers. When asked how has the pandemic affected Gen Zer's job routines, they answered:

Job offer rescinded or internship canceled

16.8%

Started a new job or internship from home

18.5%

Lost job or have been furloughed

23.5%

Have not been affected

57.1%

How do Gen Zers feel about their future job prospects?

Negatively Impacted

10.9%

31.9%

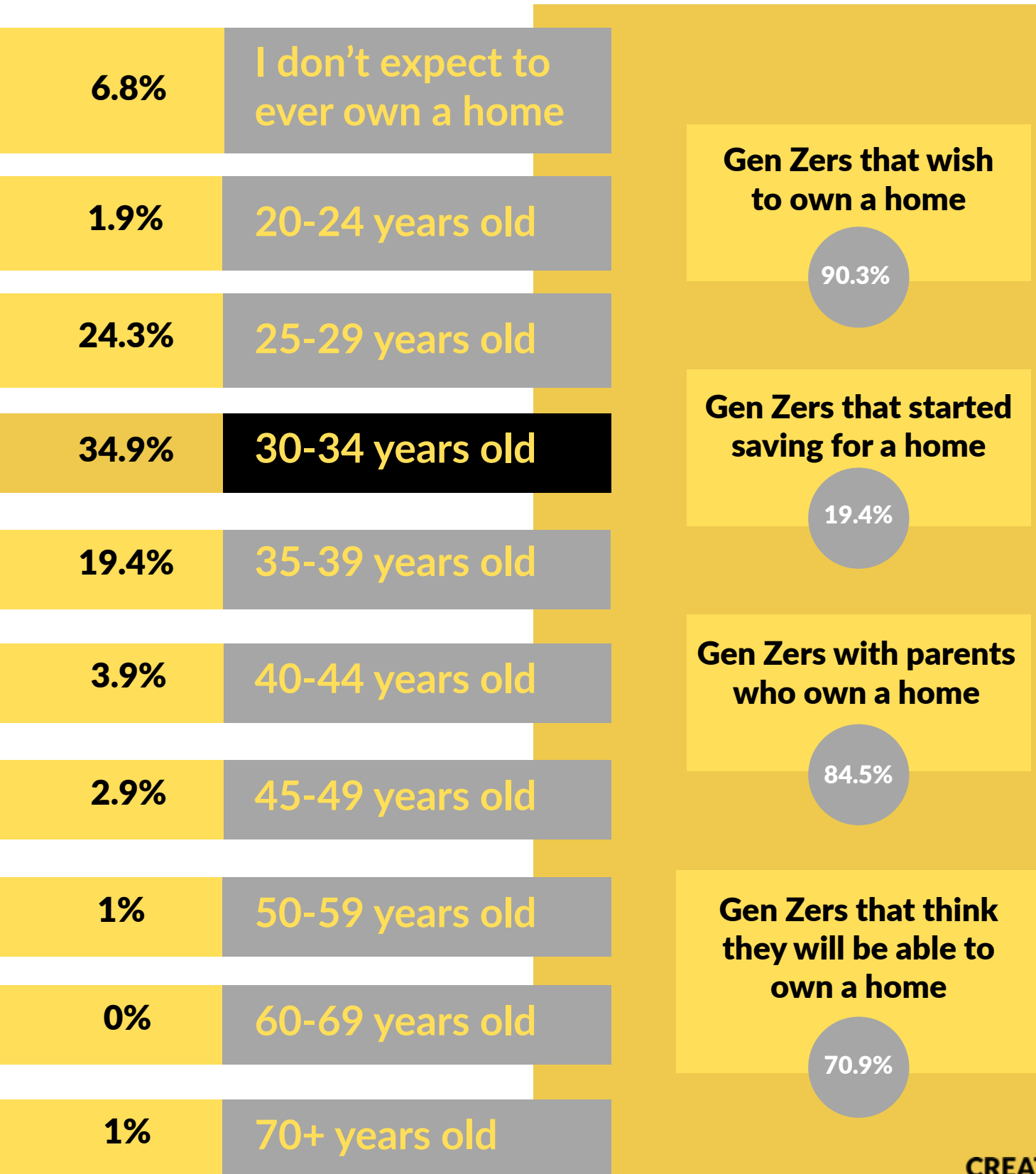
44.5%

8.4%

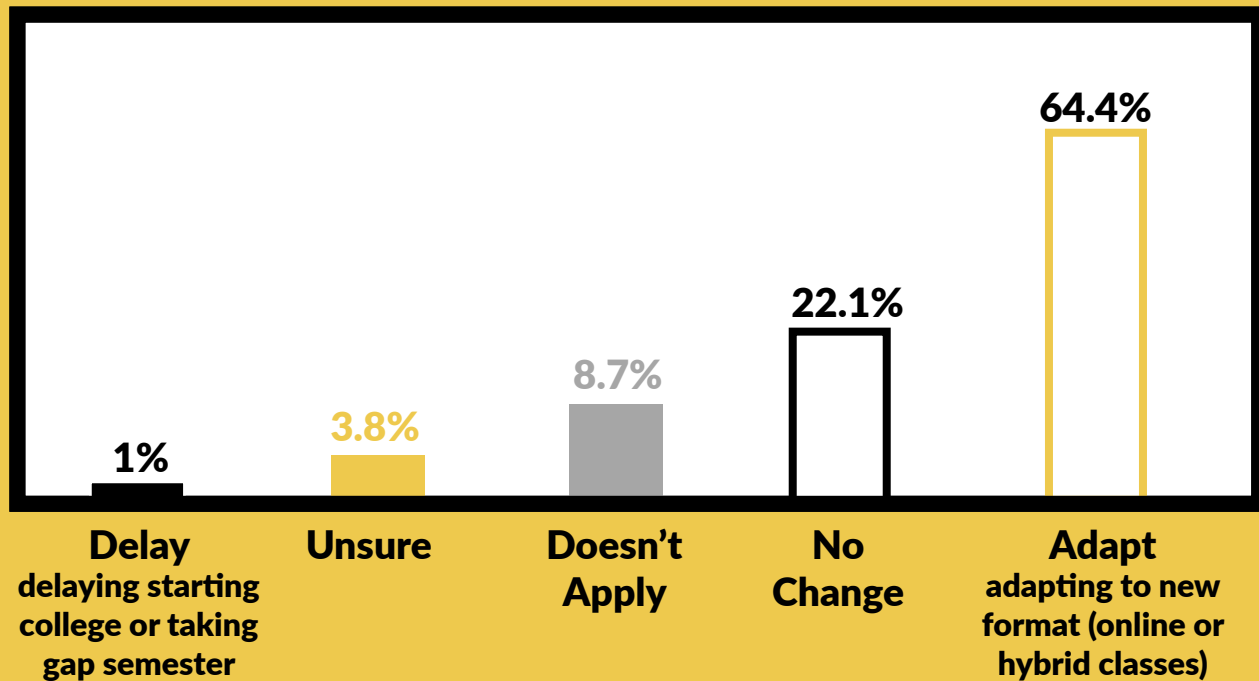
4.2%

Positively Impacted

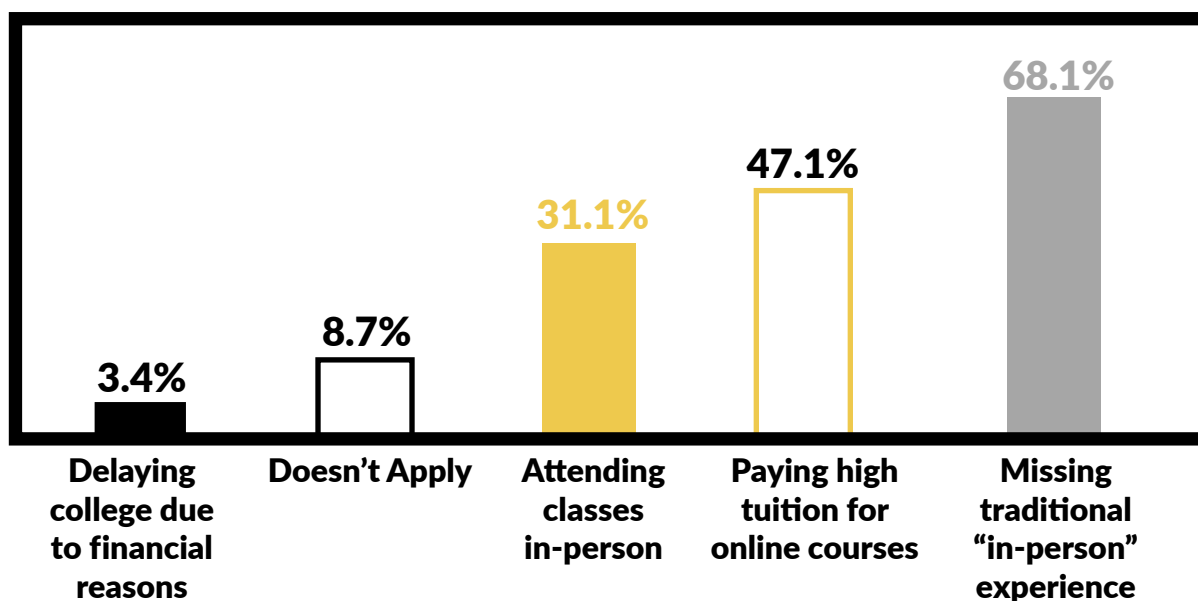
At what age does Gen Z realistically expect to own a home?



How have Gen Z's academic plans changed as a result of the pandemic?



Gen Zers are most concerned over these factors when they return to the classroom



Is Gen Z* currently working/interning?

*of respondents currently 18+

No Work

50.0%

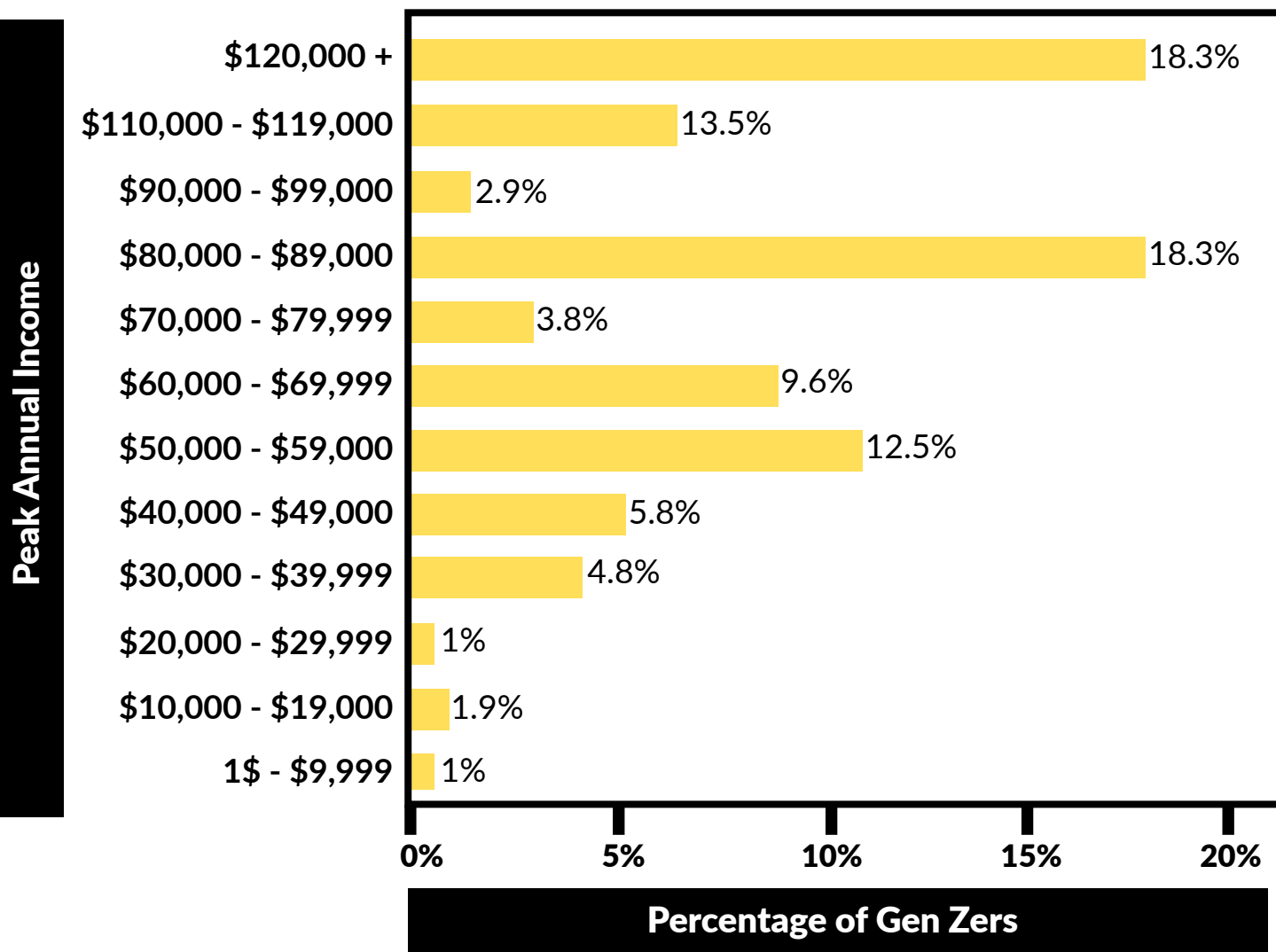
Part-Time
Work

29.3%

Full-Time
Work

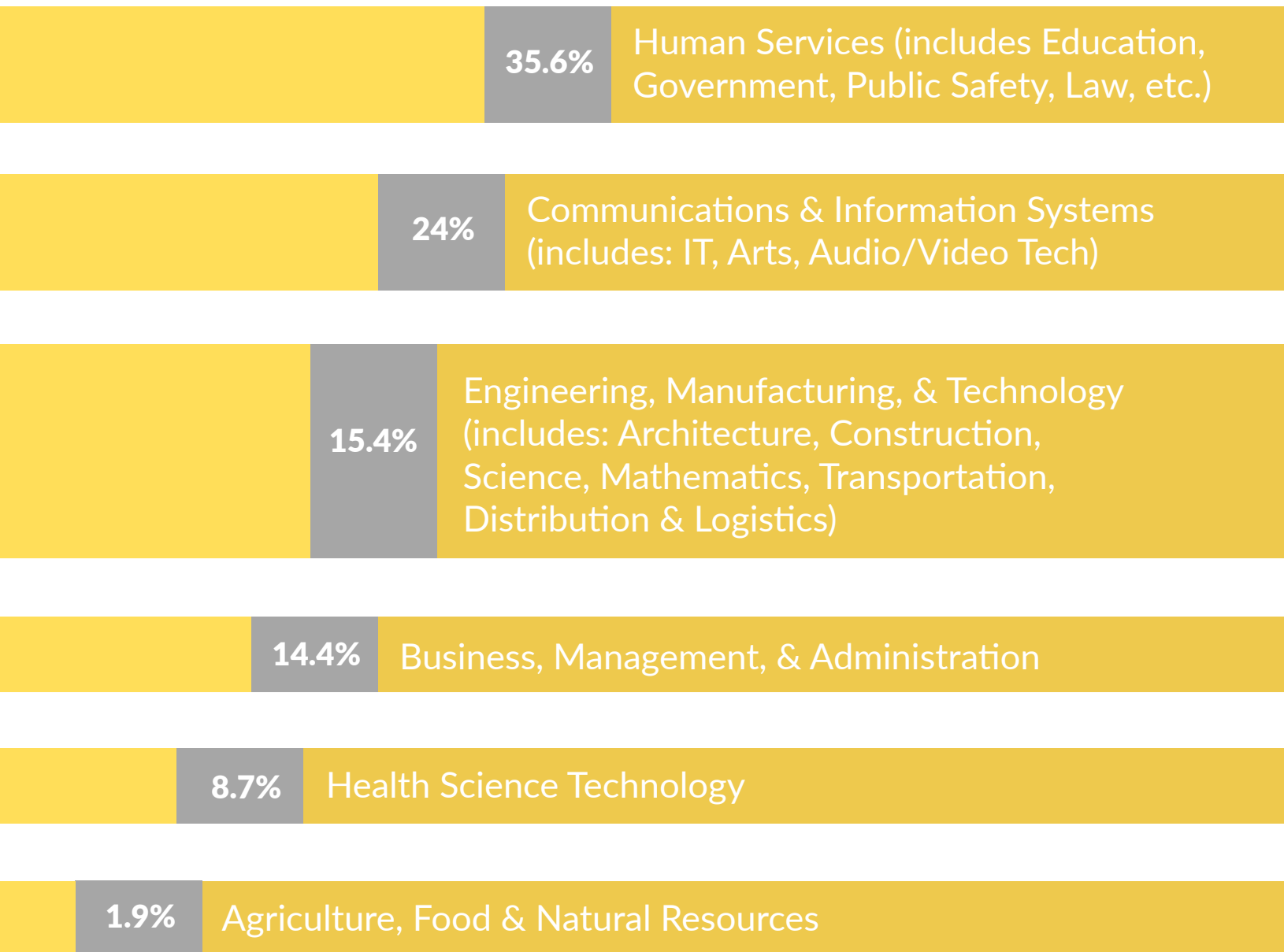
20.7%

What Gen Zers expect their peak annual income to be:





Which industries does Gen Z intend to work in?



Do Gen Zers have money earning side hustles?



22.2%
Yes

78.8%
No

Of those that do, is there the potential to turn into a full-time career?

12%
Yes

62%
No

26% Maybe

Of those that do, what was the reason for starting a side hustle?

66.7% To earn some extra cash

48.5% It's a passion project

25.2% To build my portfolio

9.1% With the hope of it turning into full-time career

Methodology

This survey was conducted online within the United States by Creative Digital Agency from August 5–12, 2020 among US participants, consisting of members of Generation Z (which we define as individuals born between 1996 - 2010, age range 14-24 years old).

Respondents came from all across the country.

Age

14-17 (27.9%)

18-20 (40.4%)

21-24 (14.4%)

24.3% High School

63.1% College (Undergrad)

2.9% Graduate School

4.9% Out of School

4.8% Working Full-Time

Respondents

Identify as

Male 53.4%

Female 39.8%

Prefer Not to Say 6.7%

About CDA

Creative Digital Agency, Inc. is a boutique, full-service, audience-first agency, with a tightly-knit team of strategists, storytellers, and cross-media advertising experts. They specialize in the unique media habits, creative formats, and voice required to reach and engage a modern, digital audience age 22-40. CDA handles each step of the process; everything from kindling the first spark of an idea, to building the finished product, to planning and executing targeted cross-media ad campaigns.

They are also a 3-time recipient of the Mobile Marketing Association Global Smarties Awards, a recipient of Mobile Marketing Magazine's Effective Mobile Marketing Awards, and are ranked in the top specialist agencies in the world on the Mobile About CDA Marketing Association's Global Business Impact Index.

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About inZa Lab

Emerging cultural differences, stemming from rapid technological changes, make it difficult for advertisers and marketers to keep up with the trends of younger consumers. Creative Digital Agency created inZa Lab to keep up with these rapid changes. The name comes from Korean slang for “insider,” someone who is plugged into the cultural zeitgeist and what’s trending.

Led by Insider Trends Officers themselves, Generation Z interns are recruited to advise and collect first-hand insights into the brand and media consumption habits of their peers, inZa Lab.

As an audience-first, full-service agency, CDA places the highest priority on authentic understanding of the habits, beliefs and actions of this up-and-coming demographic.

inzaZLAB



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