

# JASON DORSEY



FORTUNE



The New York Times

#WPESummit



@WPEngine



@JasonDorsey



@jason\_dorsey



# Generational Overview

- ▶ Generation Z: 1996 – Present
- ▶ Millennials: 1977 – 1995
- ▶ Generation X: 1965 – 1976
- ▶ Baby Boomers: 1946 – 1964



# METHODOLOGY

- Custom 23-question survey designed collaboratively by WP Engine and The Center for Generational Kinetics
- Study was administered to 1,257 respondents in the USA, ages 14-59 and weighted to current U.S. Census data for age, gender, and region
- Survey was conducted online from July 28, 2017 to August 10, 2017
- Participants were screened to currently use a smartphone
- Margin of error is +/-2.8 percentage points
- Please note that “By Total” in any graph represents the sample as a whole

---

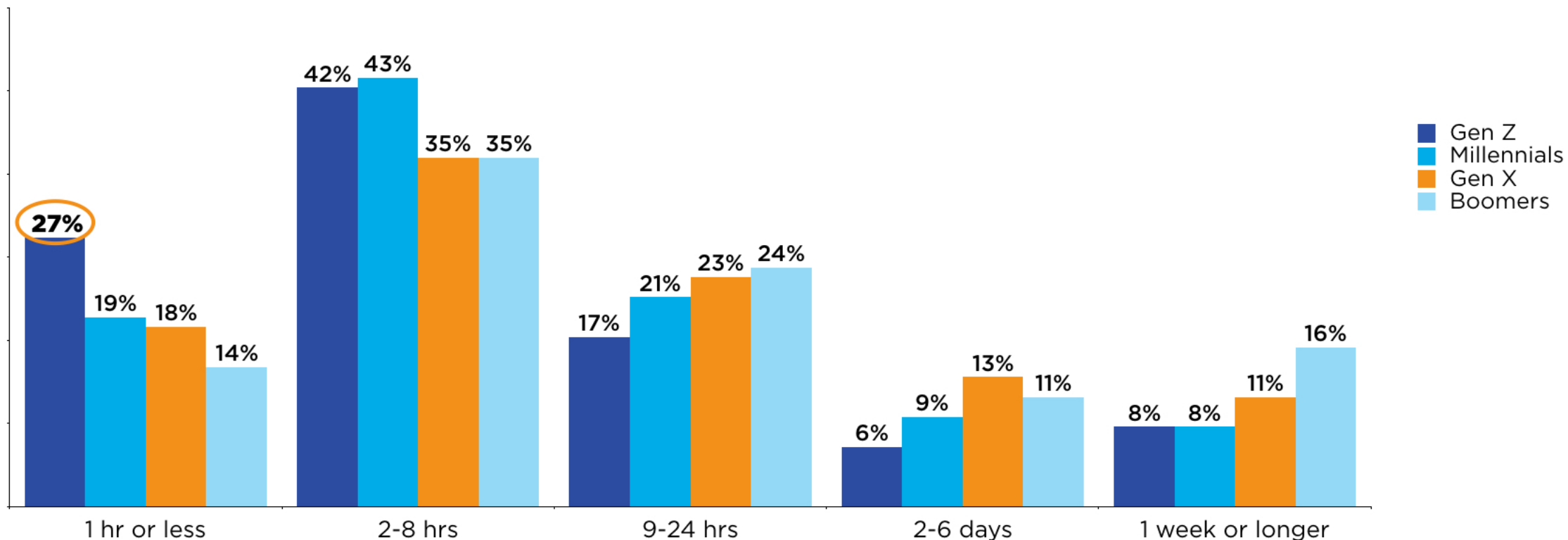
## KEY THEME:

Dependency on the Internet today, and the role of the Internet in the future **vary by generation.**

# Gen Z is the most dependent on Internet access today

Gen Z is more dependent on Internet access than any other generation, while Baby Boomers are the least dependent.

Length of time you could live comfortably without Internet access



Q1. How long could you comfortably go without accessing the Internet in any way through any device?

---

## KEY THEME:

**Authenticity** is a key theme in thinking about future interactions on the Internet.



# Authentication is by far the most desired feature of social and dating websites

The younger generations, who are more active on social and dating sites, are more interested in all of these features than the older generations.

Website Desires – Social/Dating/Relationship	Total	Boomers	Gen X	Millennials	Gen Z
Guaranteed authentication for everyone I interact with so I know they are who they say they are	42%	31%	37%	43%	48%
Delivers daily activities, places, or events in your area where you have the greatest odds of meeting people you want to meet	25%	14%	19%	26%	30%
Much more complete profile provided on people (including social media, health, financial, etc.)	23%	13%	18%	22%	30%
Ability to have virtual dates before deciding to meet someone new in-person	21%	14%	17%	25%	23%
Based on the profile of prior boyfriends/girlfriends, prioritize new connections based on my “type”	19%	8%	13%	16%	28%
Ability to point your phone or access device at a person and learn basic characteristics (e.g. age, marital status, children, zip code, etc.)	20%	10%	21%	18%	24%
None of the above	30%	54%	42%	27%	16%

Q9. When thinking about social, dating and relationship websites, which of the following features or characteristics do you absolutely want? Please choose up to three.

---

## KEY THEME:

Expectations around  
technology are evolving.



# 50% of Gen Z think virtual reality will be adopted as a normal part of the Internet experience very soon

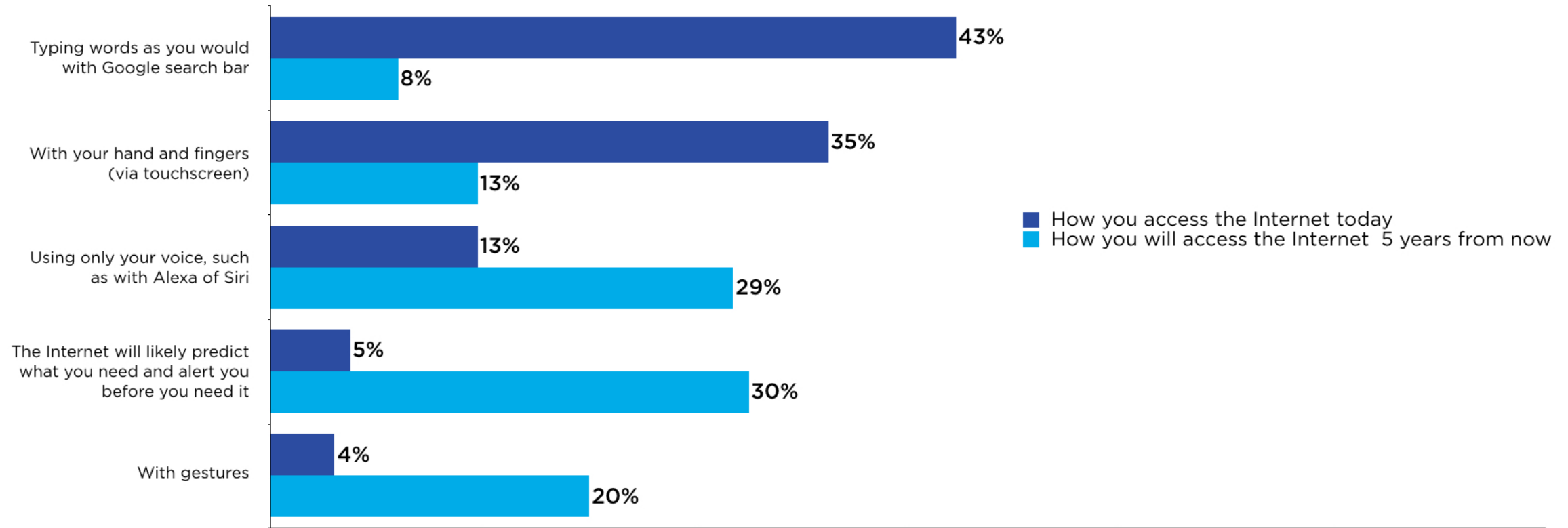
Boomers are less optimistic about virtual reality than the younger generations.

Virtual Reality becomes a normal part of using the Internet	Total	Boomers	Gen X	Millennials	Gen Z
More than 3 years from today	53%	66%	55%	50%	50%
3 years from today	26%	20%	29%	29%	25%
1 year from today	13%	8%	12%	13%	15%
Less than a year from today	8%	6%	5%	8%	10%

Q11. When do you think virtual reality (virtual reality immerses us in a totally new world, with 360-degree views and little to no sensory input from the room your body is actually in) will become a normal part of using the Internet, e.g. dating or sharing experiences like entertainment, social media, or vacations?

# The way we access the Internet is expected to change dramatically within 5 years

The methods we use to access the Internet today will be a thing of the past in 5 years.



Q12. How do you primarily access the Internet today? How do you expect to primarily access the Internet 5 years from now?

---

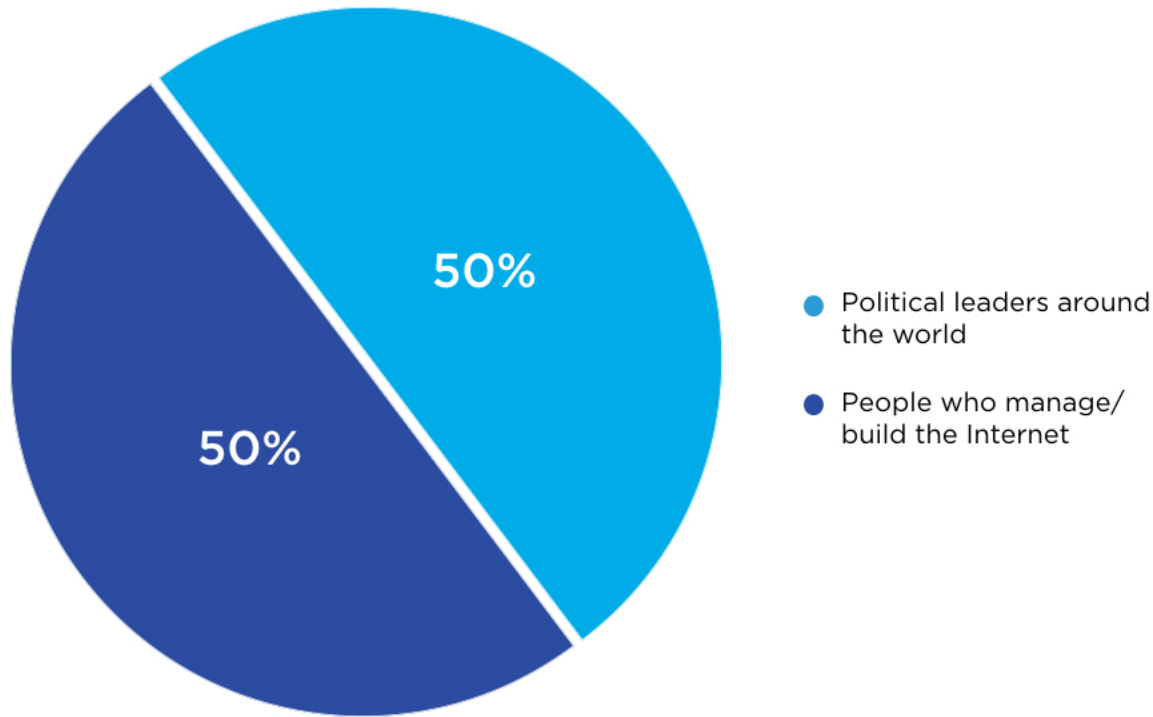
## KEY THEME:

The importance of  
the Internet relative  
to other aspects of  
our lives is revealing.

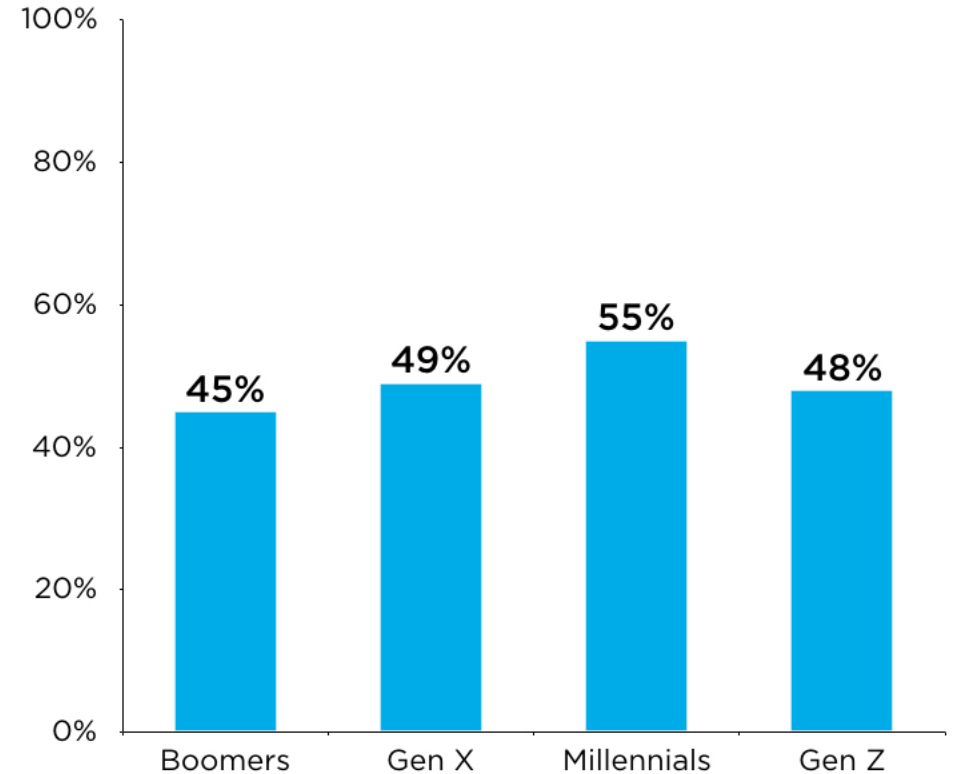
# Internet leaders are just as important as political leaders

Millennials place the lowest level of importance with political leaders relative to other generations.

Who is more important?



People who manage/build the Internet are more important



Q17. Who is more important?



@wpengine



@jasondorsey

## NEXT STEPS:

### 1. Timing on the launch of the study:

The study is slated to be launched mid-November. To get on a distribution list when it launches please contact WP Engine below.

### 2. Answer questions about the study:

WP Engine is available to answer any questions you might have on the study.

### 3. Connect with WP Engine about the study:

Send an email to [press@wpengine.com](mailto:press@wpengine.com)