

Generation influence

THE DIGITAL EXPERIENCE IS THE HUMAN EXPERIENCE



Who is Gen Z?

\$150 BILLION

Gen Z represents up to \$150 billion in buying power globally.

\$ 40%

Gen Z will account for 40 percent of global consumers by 2020.

28%

At 91M strong, Gen Z is the largest generation in the U.S.

\$600 BILLION

Gen Z influences \$600 billion in spending globally.

Living online.

Gen Z is inextricably tied to digital, blending the physical and digital worlds as never before.

Daily life is inherently connected to the Internet for Gen Z.

58%

CAN'T GO WITHOUT INTERNET ACCESS

for more than 4 hours without becoming uncomfortable.



64%

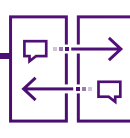
EXPECT THE INTERNET TO DRIVE DAILY DECISIONS

and foresee this being the norm in 5 years or less.

72%

BELIEVE YOU CAN BE PART OF A SOCIAL MOVEMENT

even if only participating through social media.



56%

VALUE DIGITAL RELATIONSHIPS

and are friends with someone they ONLY know online.

Marketing to Gen Z.

Be entertaining, be authentic, be good.

Build trust through authenticity for Gen Z.

82%

TRUSTS A COMPANY MORE

if the images they use in their ads are of actual customers.



77%

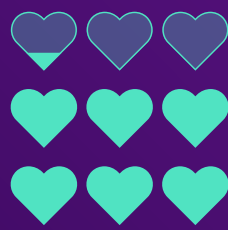
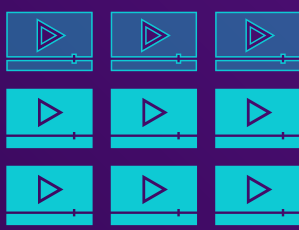
TRUSTS A COMPANY MORE

if the images they use in their ads are not photoshopped.

Entertainment and societal impact are high priorities for Gen Z.

65%

OF GEN Z GOES TO THE INTERNET FOR ACCESS TO ENTERTAINMENT



72%

OF GEN Z IS MORE LIKELY TO BUY FROM A COMPANY THAT CONTRIBUTES TO SOCIAL CAUSES

Top 5 elements of trust in a brand for Gen Z.



Products



Reviews/Ratings



Customer Service



Recommendations



Website

Gen Z & the digital experience.

Gen Z online.

Personalization and empowerment are essential online for Gen Z.

70%

BELIEVE IN PERSONALIZATION

They want websites to know what they want intuitively.

45%

EXPECT PERSONALIZATION

They will leave a site if it doesn't predict what they like, want or need.

66%

HAVE PERSONALLY USED WORDPRESS

They've either worked with or hired someone to use WordPress® for a website.

59%

BELIEVE IN ONLINE SHOPPING DOMINANCE

They expect all shopping to take place online in the next 10 years.

For more information, please contact WP Engine at press@wpengine.com.

This infographic is based on research results from a groundbreaking annual study by WP Engine (wpengine.com) and The Center for Generational Kinetics (GenHQ.com). The custom 30-question survey was designed collaboratively by WP Engine and The Center for Generational Kinetics. The study was administered to 1,252 respondents in the U.S., ages 14-59, including a 250-person over-sample of Gen Z ages 14-21, who currently use a smartphone on a regular basis, and it was weighted to current U.S. Census data for age, gender, and region. The survey was conducted online from September 19, 2019 to October 1, 2019. The study's margin of error is +/-3.1%.