**Generation influence**

**The digital experience is the human experience.**

### Who is Gen Z?

- **$150 Billion**
  - Gen Z represents up to 3.6% of all buying power globally.

- **40%**
  - Gen Z will account for 40% of global consumers by 2025.

- **28%**
  - ASIC Strategy: Gen Z is the largest generation in the U.S.

- **$600 Billion**
  - Gen Z’s influence will surpass their spending globally.

### Living online.

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

58% **CANT GO WITHOUT INTERNET ACCESS**

For more than 24 hours without knowing where to turn.

72% **REJOICE YOU CAN BE PART OF A SOCIAL MOVEMENT**

Every 1 in 6 people join in through social media.

64% **EXPECT THE INTERNET TO MAINTAIN DAILY RITUALS**

And Gen X is the one in 36, Gen Z is the one in 14.

56% **VALUE DIGITAL RELATIONSHIPS**

And Gen X is the one in 16, and Gen Z values that 2 in 3 people they connect with online.

### Marketing to Gen Z.

**Be entertaining, be authentic, be good.**

82% **TRUSTS A COMPANY MORE**

If the company has values that are similar to their own.

77% **TRUSTS A COMPANY MORE**

If the company creates products that are not superficial.

### Entertainment and societal impact are high priorities for Gen Z.

65% **OF GEN Z DEPENDS ON THE INTERNET TO ACCESS THE OUTER INTERNET**

72% **OF GEN Z DEPENDS ON THE INTERNET TO ACCESS THE OUTER INTERNET**

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

1. **Products**
2. **Branding/Marketing**
3. **Customer Service**
4. **Recommendations**
5. **Website**

### Gen Z & the digital experience.

**Gen Z online.**

Personalization and empowerment are essential online for Gen Z.

70% **BELIEVE IN CUSTOMIZATION**

They want websites to know who they are.

45% **EXPECT PERSONALIZATION**

They will abandon sites that don’t provide what they like, want, or need.

66% **EXPECT PERSONALIZATION**

They expect personalized or tailored content for websites.

59% **EXPECT PERSONALIZATION**

They expect sites to remember who they are the next time.

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

This infographic is based on research results from a groundbreaking study by WP Engine, the company in digital transformation, and the Center for Generational Kinship (GenQCorp). The custom segmentation survey was designed and distributed online by WP Engine in the spring of 2021. The study was conducted by SurveyMonkey. This study was administered to 3,162 respondents in the U.S. aged 14+ who are a representative, online sample of Gen Z (ages 8-24). The fieldwork was conducted between June 1, 2021 and June 10, 2021. The study’s margin of error is +/- 4.16%.