



REIMAGINED.

Generation Z – Born and Raised in a Digital World

RAB Radio Show
September 2019

SENSIS

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- 21 year advertising agency executive
- Regular industry writer and speakers on trends in marketing at the intersection of technology and multicultural
- Co-authored numerous research studies on Millennials, Gen Z, and cross-cultural marketing
- Co-author of "We Are Gen Z Report"



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Today's Discussion

Cross-cultural Gen Z

- “We Are Gen Z” Report Introduction
- “We Are Gen Z” Report Findings
- Gen Z and Music, Radio, and Streaming
- Implications and Recommendations
- Q&A
- Live Panel Discussion



WE ARE
GENZ
REPORT
01

"We Are Gen Z" Report Introduction

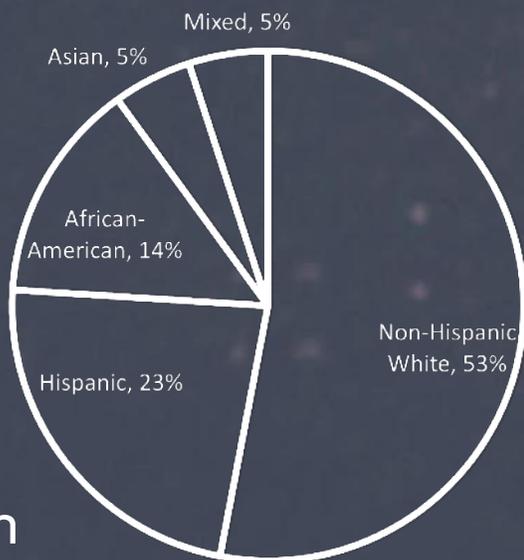
A FIRST-OF-ITS-KIND ANALYSIS OF THE ATTITUDES AND BEHAVIORS OF THE CROSS-CULTURAL GENERATION BORN BETWEEN 1995 AND 2015.

PRESENTED BY
SENSIS



Currently 26% of
total US population

The largest and last
white majority
generation



\$44 billion

\$200 billion

WELCOME TO THE
MULTI-CULT-
URAL
MAD-
STREAM

Forget about cliques and tribes. Old labels no longer stick. A jock can be a nerd.
A prom queen can be a gamer. Celebrities, brands and bloggers don't define us.
We define ourselves. Get to know us,



We are self reliant
Not defiant

SENSIS

THINK
NOW research



Methodology

National survey conducted by Sensis & Think Now

	Wave 1 (Age 11-21)	Wave 2 & 3 (Age 13-21)	Wave 4 & 5 (Age 13-21)
Hispanic	N = 351	N = 250	N = 300
White	N = 349	N = 251	N = 300
African American	N = 217	N = 200	N = 300
Asian	N = 348	N = 251	N = 200
Total	N = 1,263	N = 952	N = 1,100

THINK NOW



Research

Fortune 500 clients

Over 30 years of research experience specifically in Multicultural markets

Only Multicultural market research company that owns & operates an in-house panel



Culturally-Integrated Research

ThinkNow Research is a culturally-integrated market research agency. We integrate Hispanic, African-American, and Asian insights into custom market research for companies and government agencies looking to thrive in a changing demographic environment.

Online Panel

Over 30,000 respondents to recruit from

Nationally-representative, per Census

Unique recruitment model that encompasses online and offline recruitment methods such as Spanish-language television advertising





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02

"We Are Gen Z" Report Findings

01 Culture & heritage
How do Cross-Cultural Gen Z define it and what are their attitudes towards it.

02 Relationships
Not just with family and friends but with media, influencers and brands as well.

03 Success
Cross-Cultural Gen Z's perception of success and the role education plays in achieving it.

WE ARE **NOW**

WE ARE **SHOPPERS**

WE ARE **HEALTHY**

WE ARE **MEDIA SAVVY**

WE ARE **THE FUTURE**

Asian

94%

Speak only English in their household

African American

89%

Are extremely proud of their cultural heritage

Hispanic

88%

Say family is the most important part of their lives

White

55%

See home ownership as a key indicator of success

WE ARE **NOW**

WE ARE **SHOPPERS**

WE ARE **HEALTHY**

WE ARE **MEDIA SAVVY**

WE ARE **THE FUTURE**

Gen Z Ethnicity and Culture

"I WOULD DESCRIBE MY CULTURE AS PART OF WHO I AM, BUT ONLY PART. I AM MORE THAN MY RACE."

IT IS IMPORTANT NOT TO OFFEND OTHER CULTURES AND ETHNICITIES (58% TOTAL)
HISPANICS AND AFRICAN AMERICANS ARE THE MOST CULTURALLY SENSITIVE



WE ARE NOW

WE ARE SHOPPERS

WE ARE HEALTHY

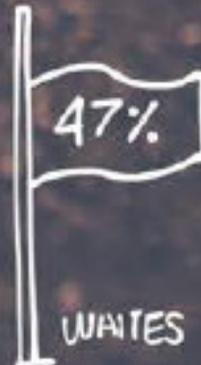
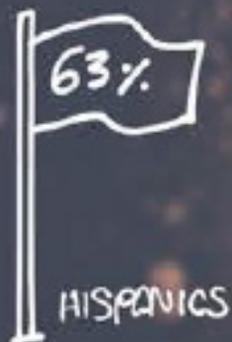
WE ARE MEDIA SAVVY

WE ARE THE FUTURE

...but culture is complicated

I AM PROUD OF MY CULTURAL HERITAGE

HISPANICS AND AFRICAN AMERICANS ARE MOST PROUD OF THEIR HERITAGE. (60% TOTAL)



Language less relevant
Cross-cultural Gen Z is
living their lives mostly
in English, even among
Hispanic Gen Z

Asian

94%

Speak only
English at home

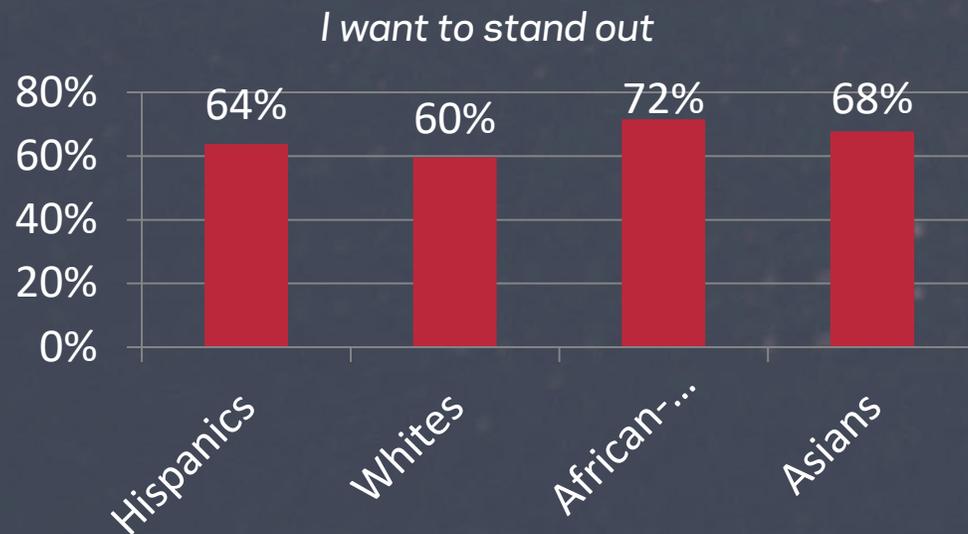
Hispanic

50%

Speak only
English at home

GEN Z WANTS TO STAND OUT

Ethnic groups that have historically been stereotyped in the media want to break out of the mold



CL, is a South Korean singer, songwriter, rapper and model. She has amassed a global following America included.



Luke Cage is a Netflix original series adapting Marvel's first African American superhero comic

WE ARE NOW

WE ARE SHOPPERS

WE ARE HEALTHY

WE ARE MEDIA SAVVY

WE ARE THE FUTURE

SENSIS

African Americans

Why they're confident, optimistic, ambitious

+6% Optimistic

64%

Are hopeful about their future.

+15% Confident

56%

Say they're confident people.

+17% Ambitious

67%

Agreed that they could be famous if they wanted to be.

WE ARE NOW

WE ARE SHOPPERS

WE ARE HEALTHY

WE ARE MEDIA SAVVY

WE ARE THE FUTURE

4 CROSS-

I delayed my album release in #mycalvins

Calvin Klein

CULTURAL

GENZ

THEMES





Diversity

Gender identity, beliefs,
appearance & ethnicity

66%

Like to be
surrounded by
people different
than me

Justice

Gen Z aren't afraid of making their beliefs known

61%

Social media is social reform tool.



A young woman with dark hair in a ponytail is being doused with water from a grey bucket held by a man in a blue t-shirt. She has her hands over her eyes and a pained expression. The background is a brick wall.

Inclusion

The reformed way Gen Z
relate to technology

59%

Express
themselves on
social media

Brand Me

The brand Gen Z care
about most is their own

60%

Everyday people
can be brands.

I delayed my album release in #mycalvins

Calvin Klein

01 Food
We explore the relationship between food, culture and heritage.

02 Auto
A look at ride share culture and Gen Z's plans for purchasing their own car.

03 Money
A shift away from impulse to planned purchases and saving money.

WE ARE NOW

WE ARE SHOPPERS

WE ARE HEALTHY

WE ARE MEDIA SAVVY

WE ARE THE FUTURE

African American

75%

Enjoy trying food from outside their culture

Hispanic

74%

Will save up money to buy something expensive

Asian

63%

Wait until there's a sale to go shopping

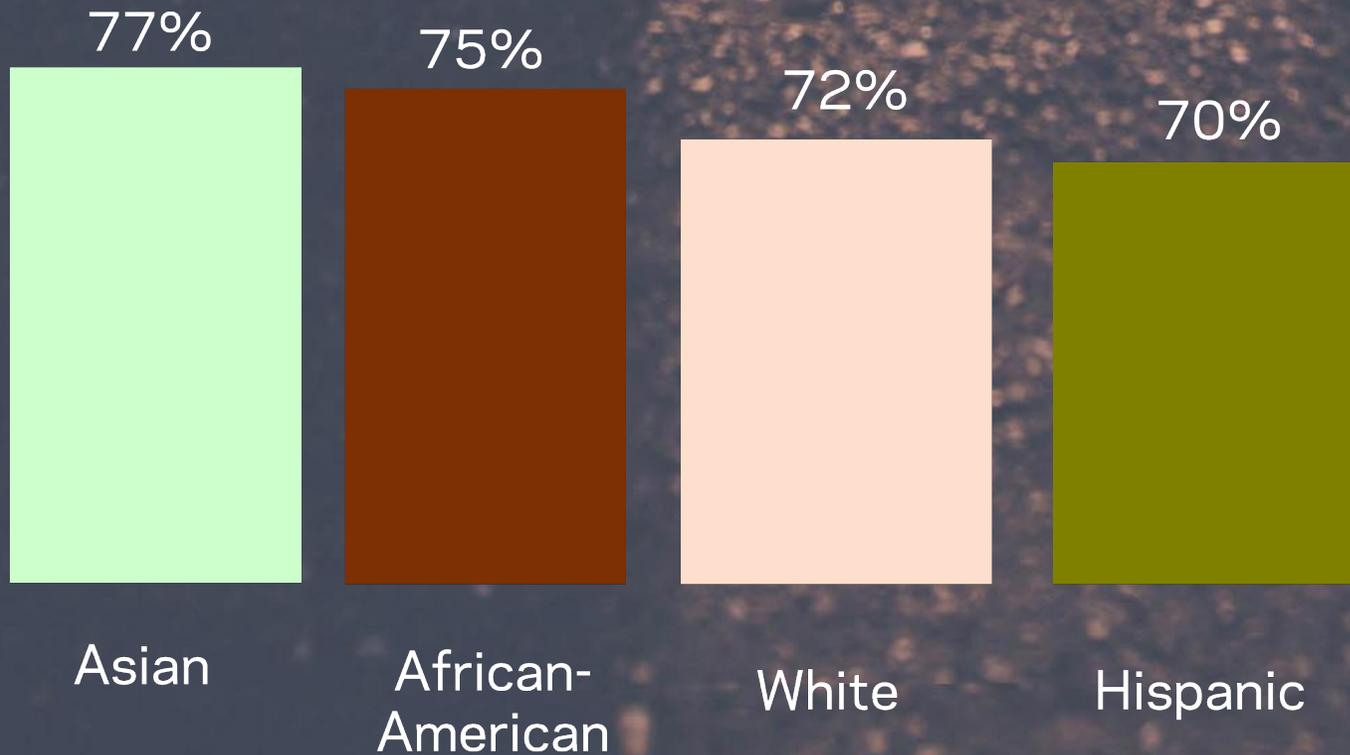
White

60%

Seeing an item in-store is a greater purchase driver than digital

Ethnic food is American food

Three-quarters are open to trying foods outside their cultures, but slightly more so among Asians and African-Americans



Retail over e-commerce

Why Gen Z prefer in-store over digital

African American

56%

Prefer to see an item in-store versus **36%** on social media

Asian

56%

Prefer to see an item in-store versus **46%** on social media

Hispanic

54%

Prefer to see an item in-store versus **37%** on social media

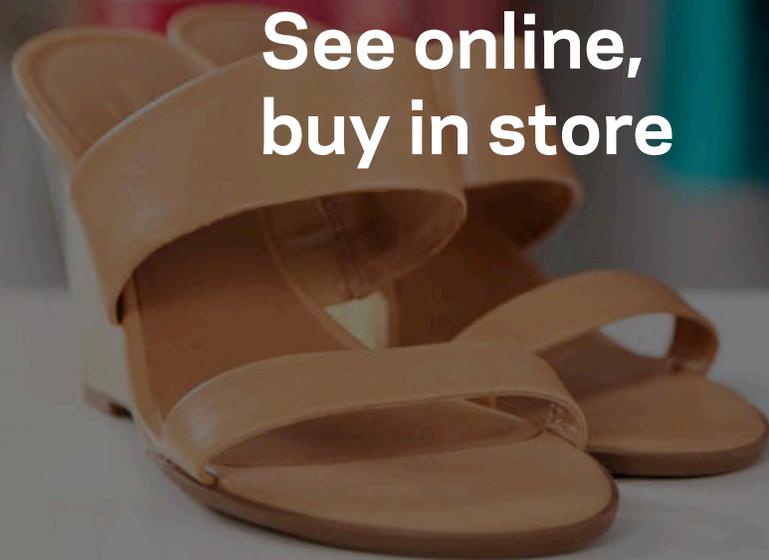
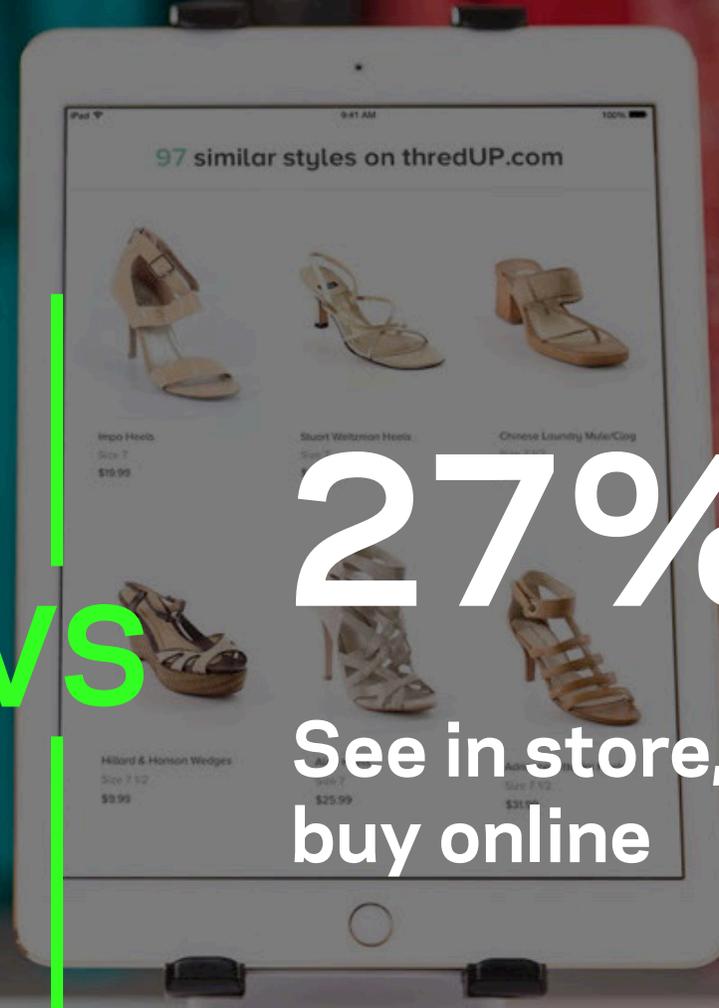
37%

See online,
buy in store

vs

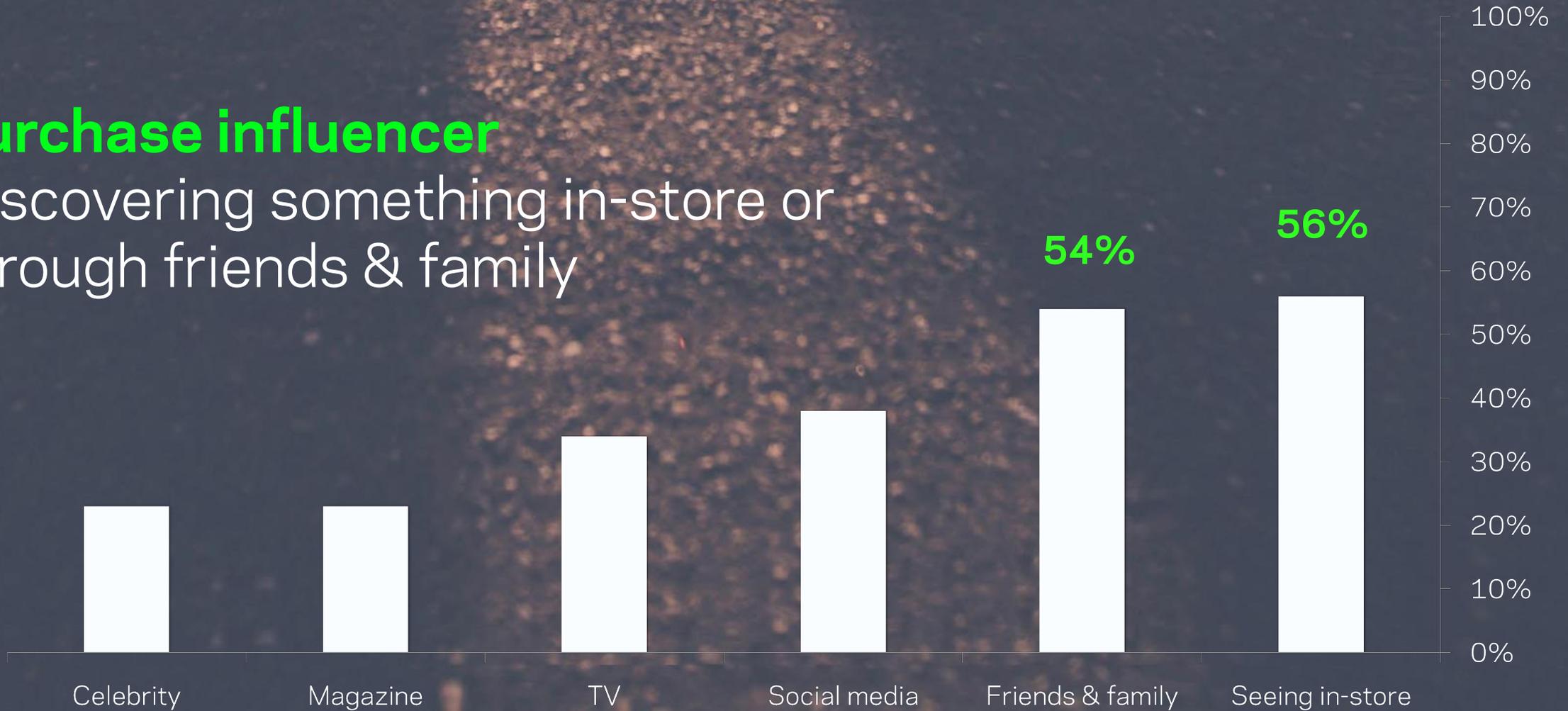
27%

See in store,
buy online



Purchase influencer

Discovering something in-store or through friends & family



Influencers

Friends & family come first

Only

28%

Think celebrities are good role models

Only

32%

Think social media influencers are good role models

Only

23%

Said celebrities influence their purchase decisions

Don't discount
Gen Z will pay full-price
for the right brands

Self esteem

71%

Will buy brands
that make them
feel good about
themselves.

Play favorites

64%

Already have a
"favorite brand."

Cool-factor

57%

Relate to brands
that make them
look cool.

WE ARE NOW

WE ARE SHOPPERS

WE ARE HEALTHY

WE ARE MEDIA SAVVY

WE ARE THE FUTURE

Digital Detox

Digital natives value physical experiences

Only

34%

Of females prefer buying products online

56%

Prefer buying items in-store

56%

Seeing an item in-store encourages purchase

01 Self image
What role appearance and body image play in their lives

02 Health & wellness
Attitudes and behaviors surrounding exercise, stress management and mental health.

03 Information
Where they turn for information and education.

WE ARE NOW

WE ARE SHOPPERS

WE ARE HEALTHY

WE ARE MEDIA SAVVY

WE ARE THE FUTURE

Cross-cultural

86%

Very open to seeking help outside friends and family to cope with feelings.

Asian

79%

Listen to music to get rid of stress.

White

71%

Report feeling stressed at least once a week.

Hispanic females

65%

Are self conscious about the way they look

WE ARE NOW

WE ARE SHOPPERS

WE ARE HEALTHY

WE ARE MEDIA SAVVY

WE ARE THE FUTURE

Image affects behavior
Gen Z won't partake if they're concerned with how they look

Fashion

56%

Won't wear revealing clothes.

Socialize

43%

Won't dance.

Leisure

35%

Won't go to a pool or the beach.

WE ARE NOW

WE ARE SHOPPERS

WE ARE HEALTHY

WE ARE MEDIA SAVVY

WE ARE THE FUTURE

The kids are alright

Attitudes and behaviors
around physical and
mental health

51%

Of Hispanic Gen Z make changes to pictures of themselves to look better online

Only

47%

Of white Gen Z report feeling very stressful, followed by 36% of Hispanic Gen Z

55%

Of Hispanic Gen Z view their mother as primary source of health information

01 Streaming

How Gen Z interacts with streaming platforms like Netflix

02 Gaming

Attitudes and behaviors surrounding gaming and entertainment.

03 Social Media

Where they turn for news, social interactions and beyond.

WE ARE NOW

WE ARE SHOPPERS

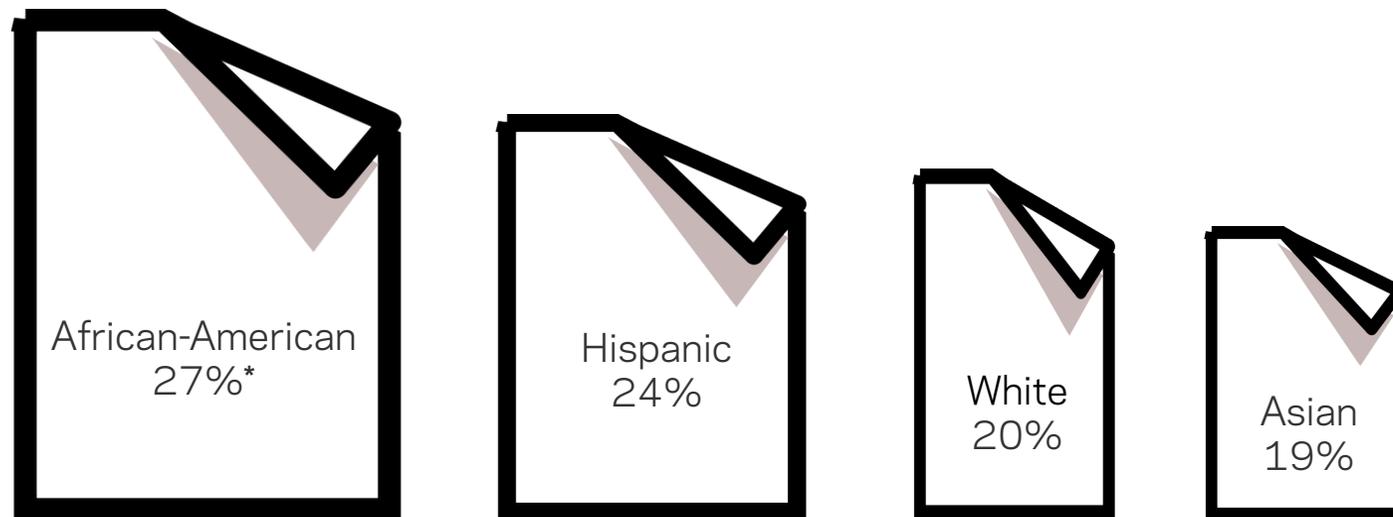
WE ARE HEALTHY

WE ARE MEDIA SAVVY

WE ARE THE FUTURE

TRADITIONAL MEDIA STILL RESONATES

African-American & Hispanic GenZ reads print before making a purchase

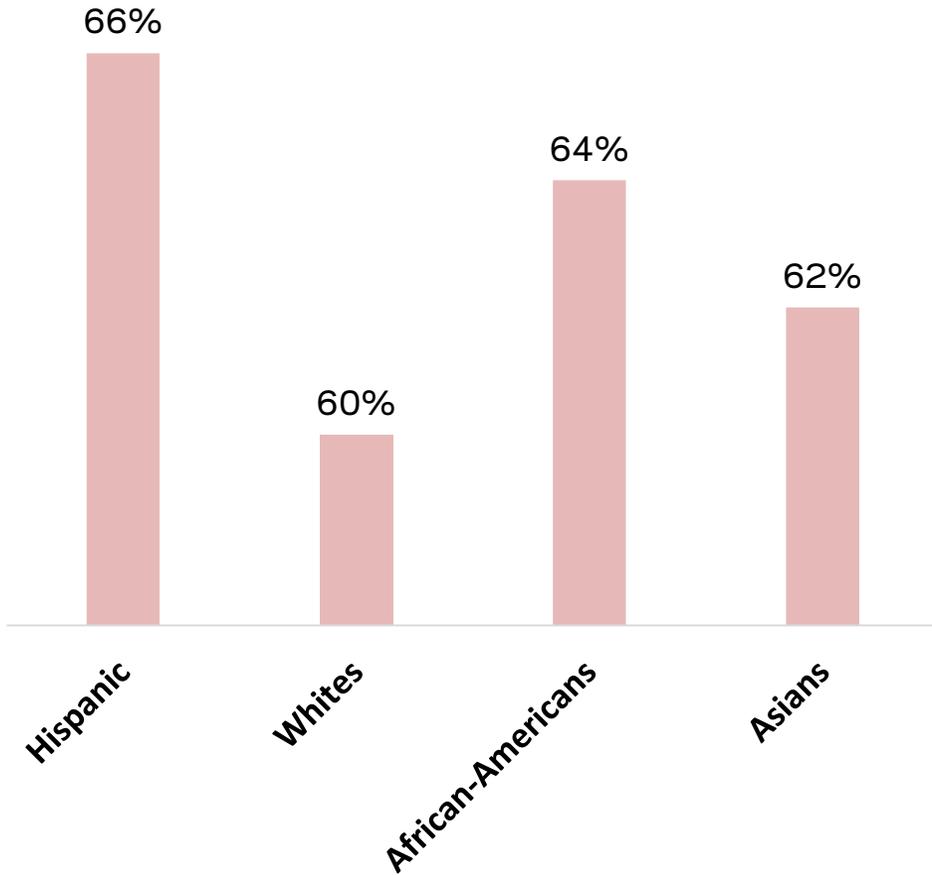


Base: Total Sample; N= 952

* Indicates a statistically significant finding

Wave 2: Table Q25: What encourages you to make a purchase? (Seeing an item in a magazine or catalogue)

GEN Z IS RECEPTIVE TO ADVERTISING



Advertisements are a good way to learn about new products - Top 2 box

Coming October 2019

WE ARE NOW

WE ARE SHOPPERS

WE ARE HEALTHY

WE ARE MEDIA SAVVY

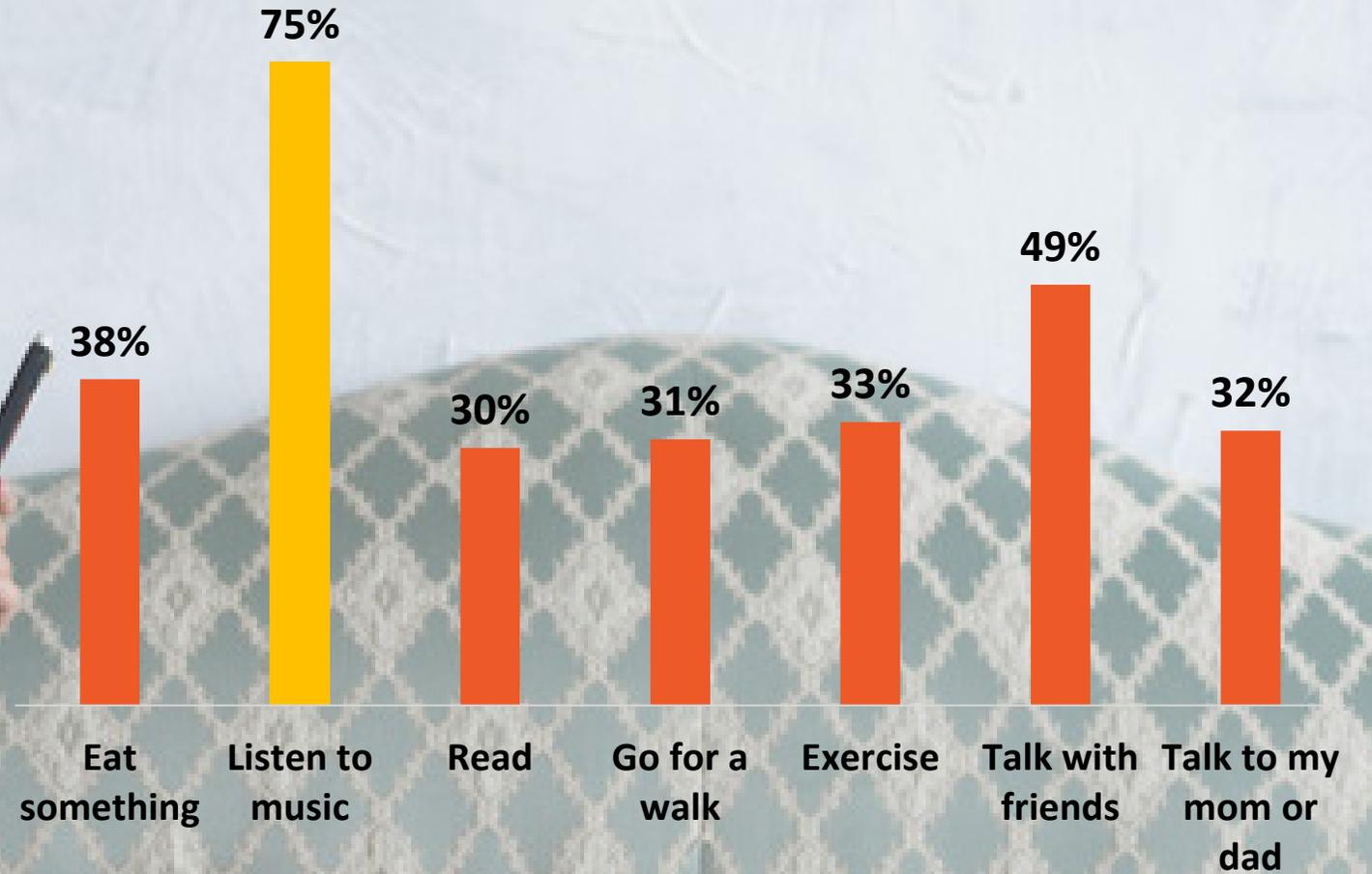
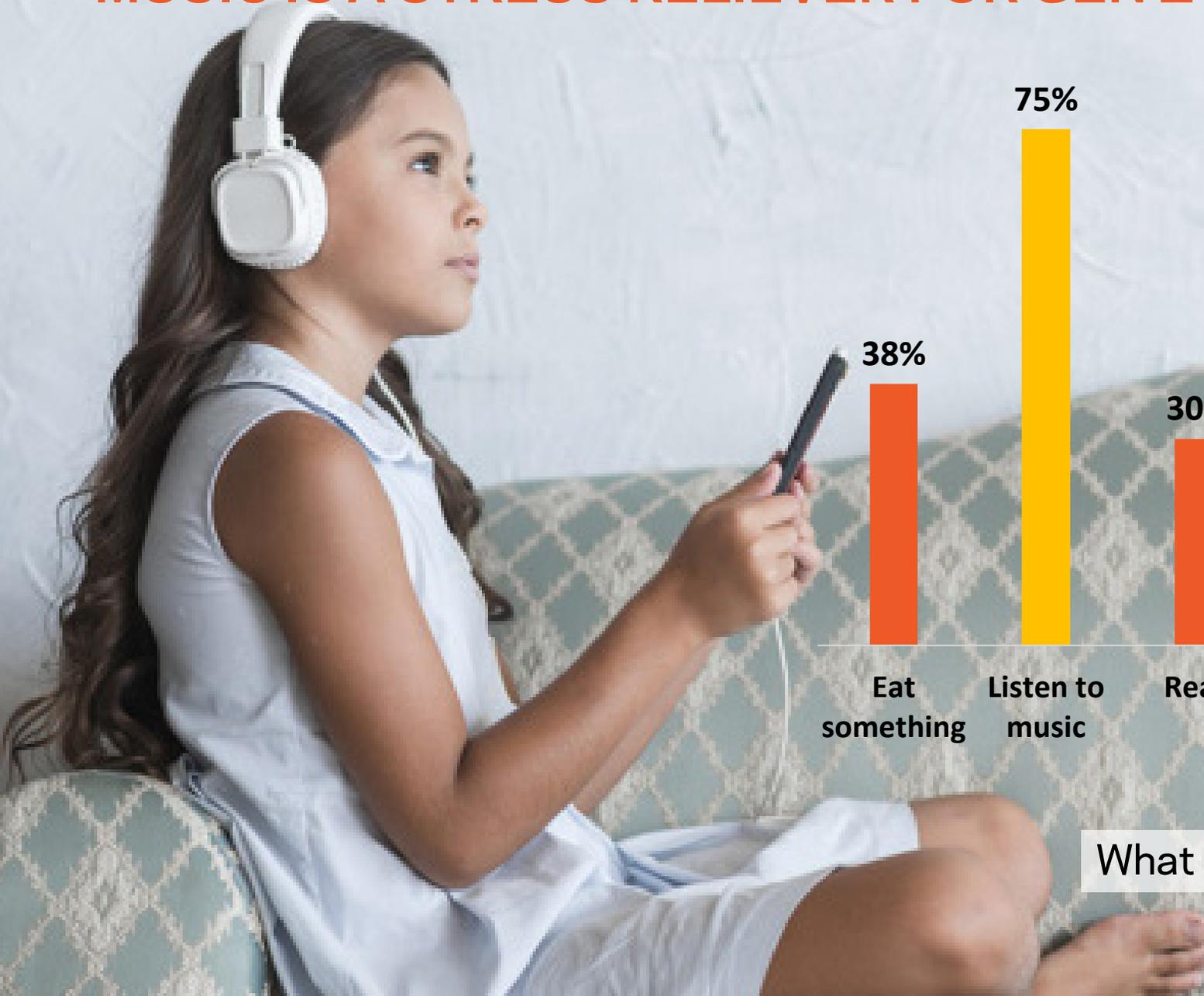
WE ARE THE FUTURE

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03

Gen Z and Audio/Music/Radio

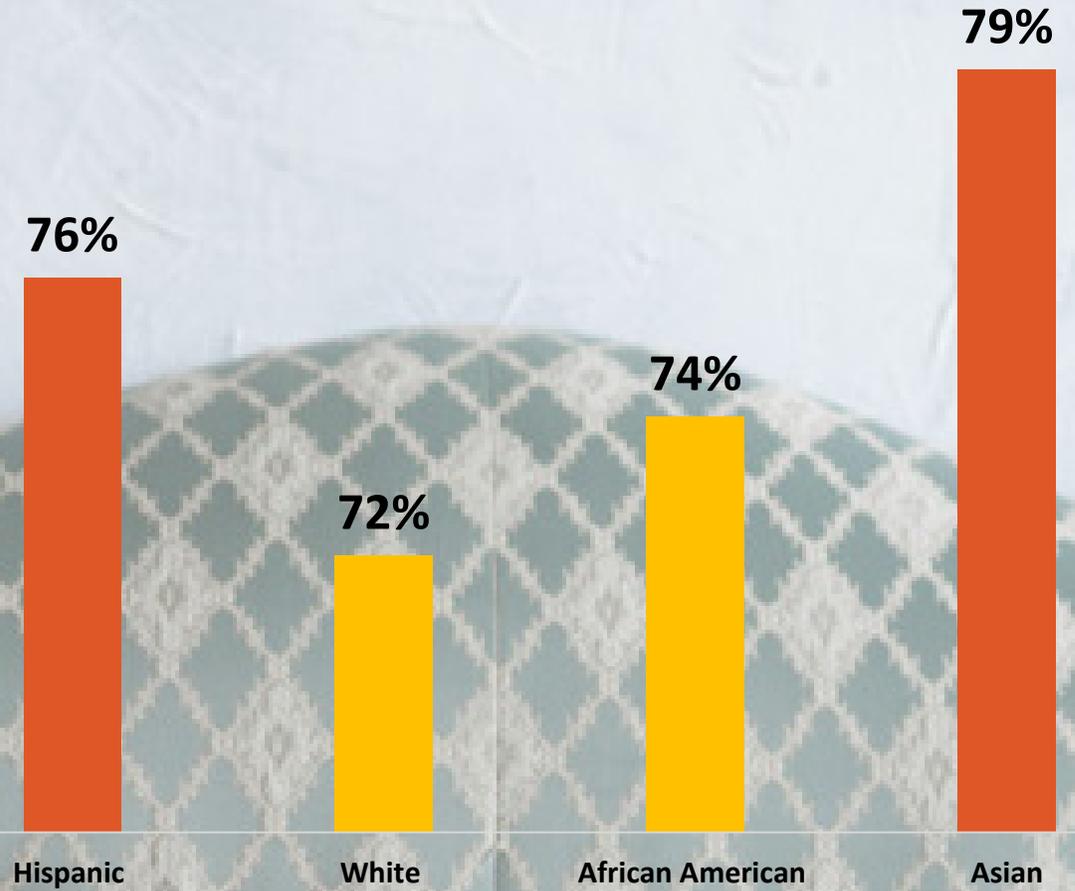
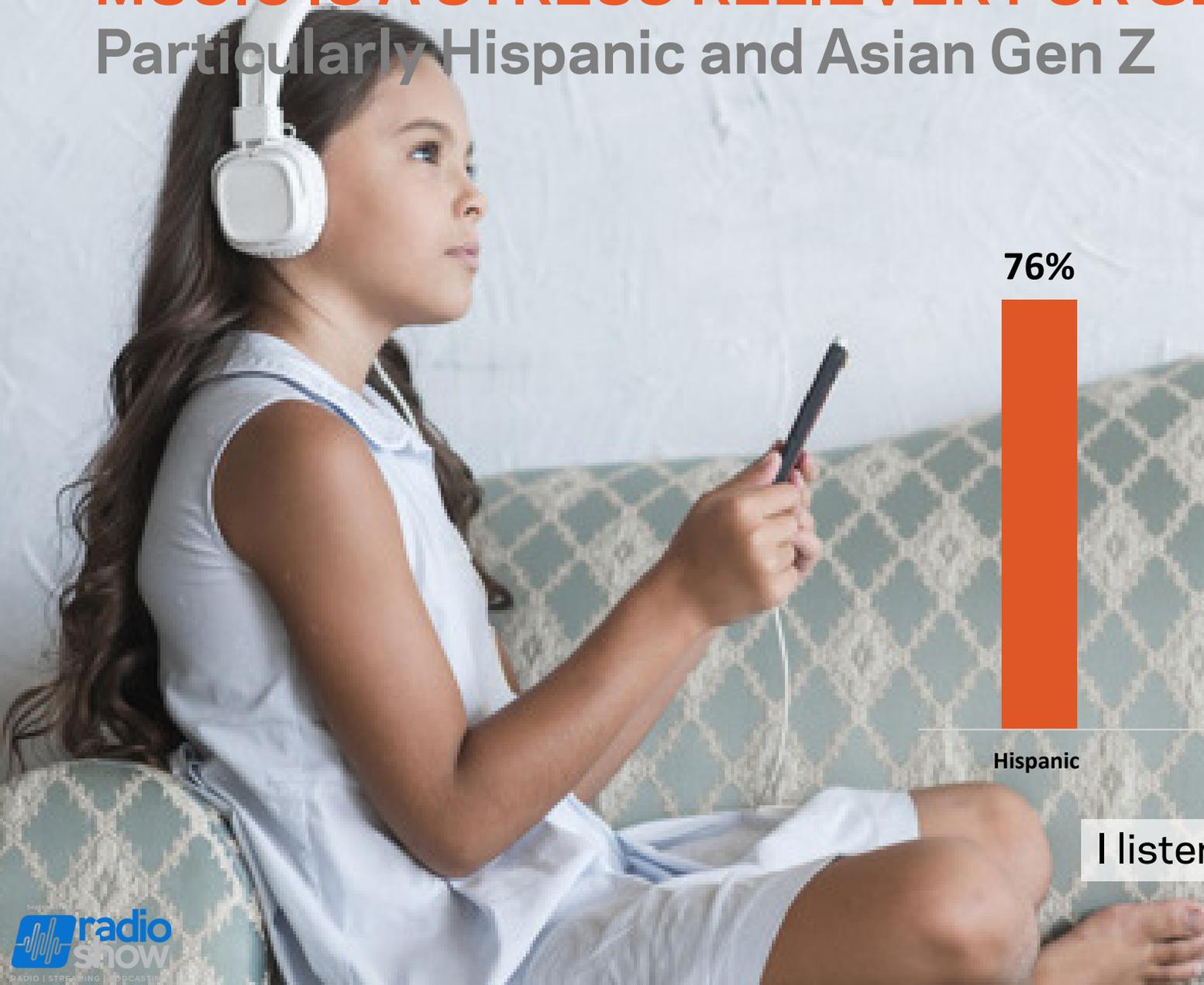
MUSIC IS A STRESS RELIEVER FOR GEN Z



What do you do to get rid of stress?

MUSIC IS A STRESS RELIEVER FOR GEN Z

Particularly Hispanic and Asian Gen Z



I listen to music to get rid of stress

Gen Z Music Genres

- They listen to a lot more genres than previous generations (4+ on average)
- But Hip-Hop/R&B is the dominant music genre



Travis Scott



Cardi B



Kendrick Lamar

Younger Gen Z's Digital Music Preference

(12-17)

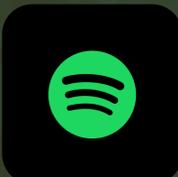
Listened to the following apps in last 30 days
(Index vs. Total Population)



21%



23%

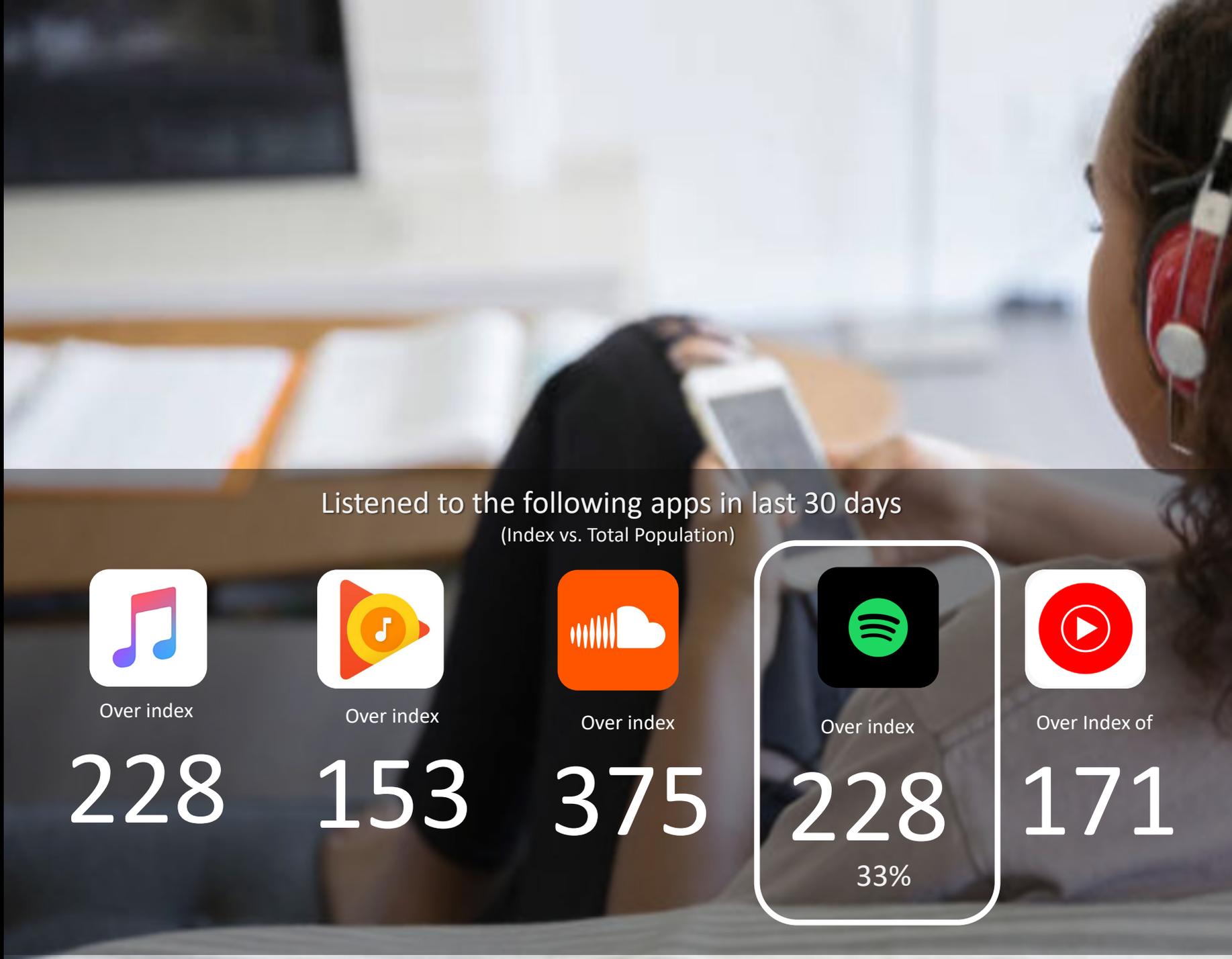


38%

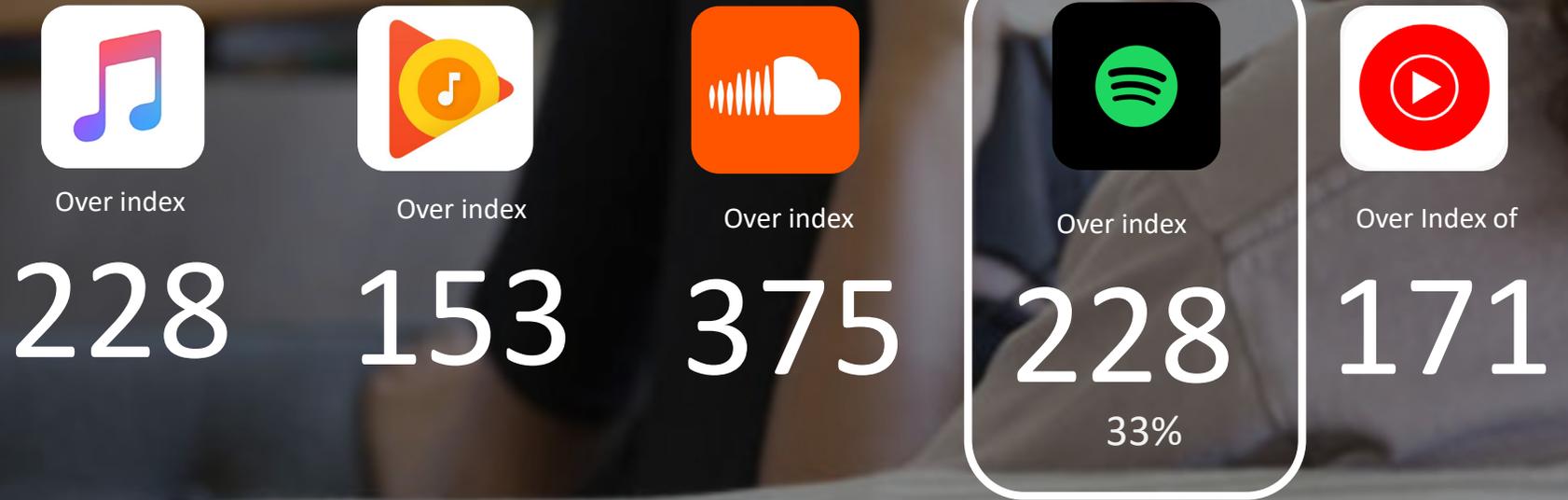


34%

Older Gen Z's Digital Music App Preference



Listened to the following apps in last 30 days
(Index vs. Total Population)



ONLINE RADIO CATERS TO GEN Z'S NICHE MUSIC INTERESTS

ALL HAVE AD PLATFORMS



Listening to radio/music online

(12-24 years old)

As top three favorite activities

Listening to the Radio

(n=103 people)

45% White

25% Black

25% Hispanic

5% Asian

Listening to Online Music

(n=406 people)

29% Black

29% Hispanic

23% White

19% Asian

A third of older Gen Z's **listen to the radio** mostly during drive time (but more than everyone else from 7pm-midnight)

Index vs. total population

122

Listens to the radio Any Time during Mon – Fri from 7PM to Midnight

Index vs. total population

127

17% agree that radio is their **Main Source of Entertainment**

Over Index of

125

12% Downloaded/listen to Podcast in the last 7 Days

Younger Gen Z's Listen to The Radio Before and After School

29%

Listens to Radio
Mon-Fri 6AM-
10AM

33%

Listens to Radio Mon-
Fri 3PM-7PM

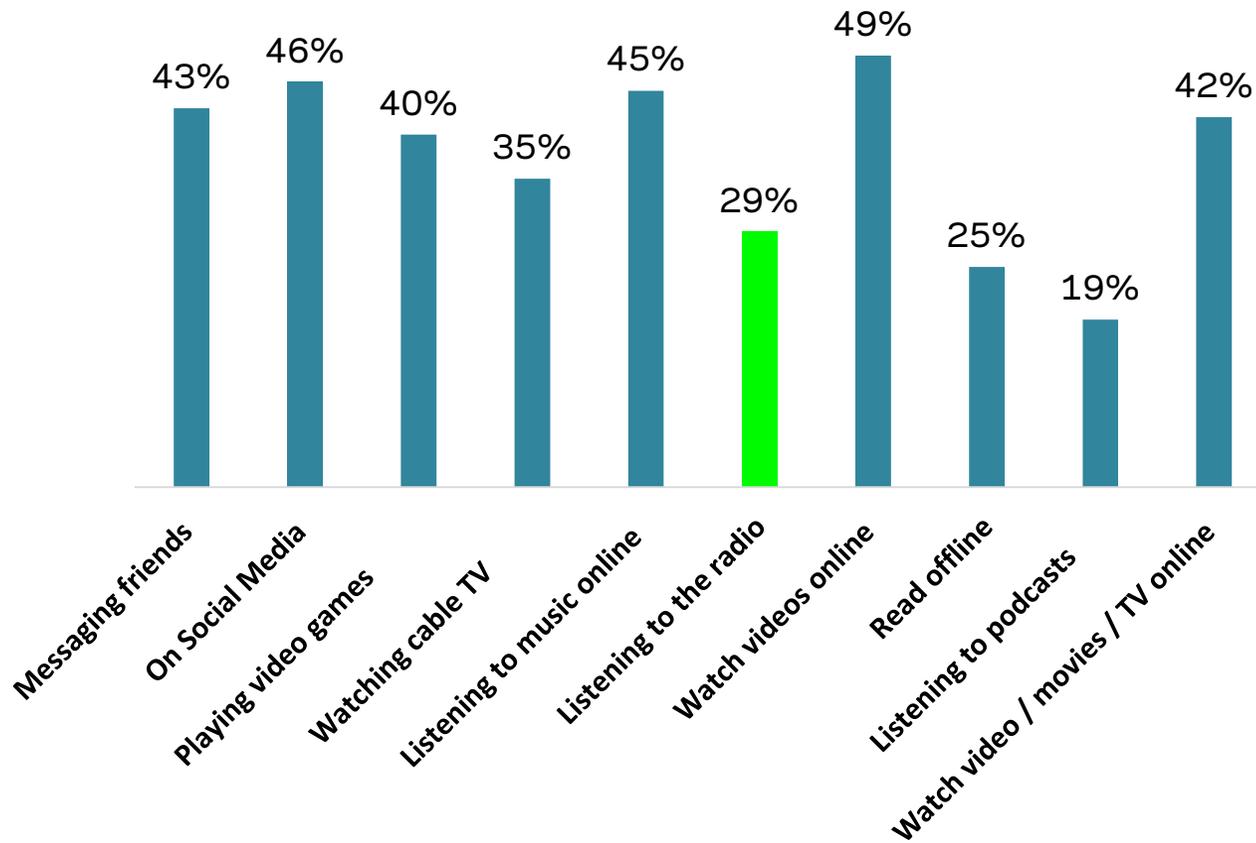
13%

Download/ Listen to
Podcasts in the Last 30
Days

45%

Listen to KATZ Media
Group During Any
Time Mon-Sun

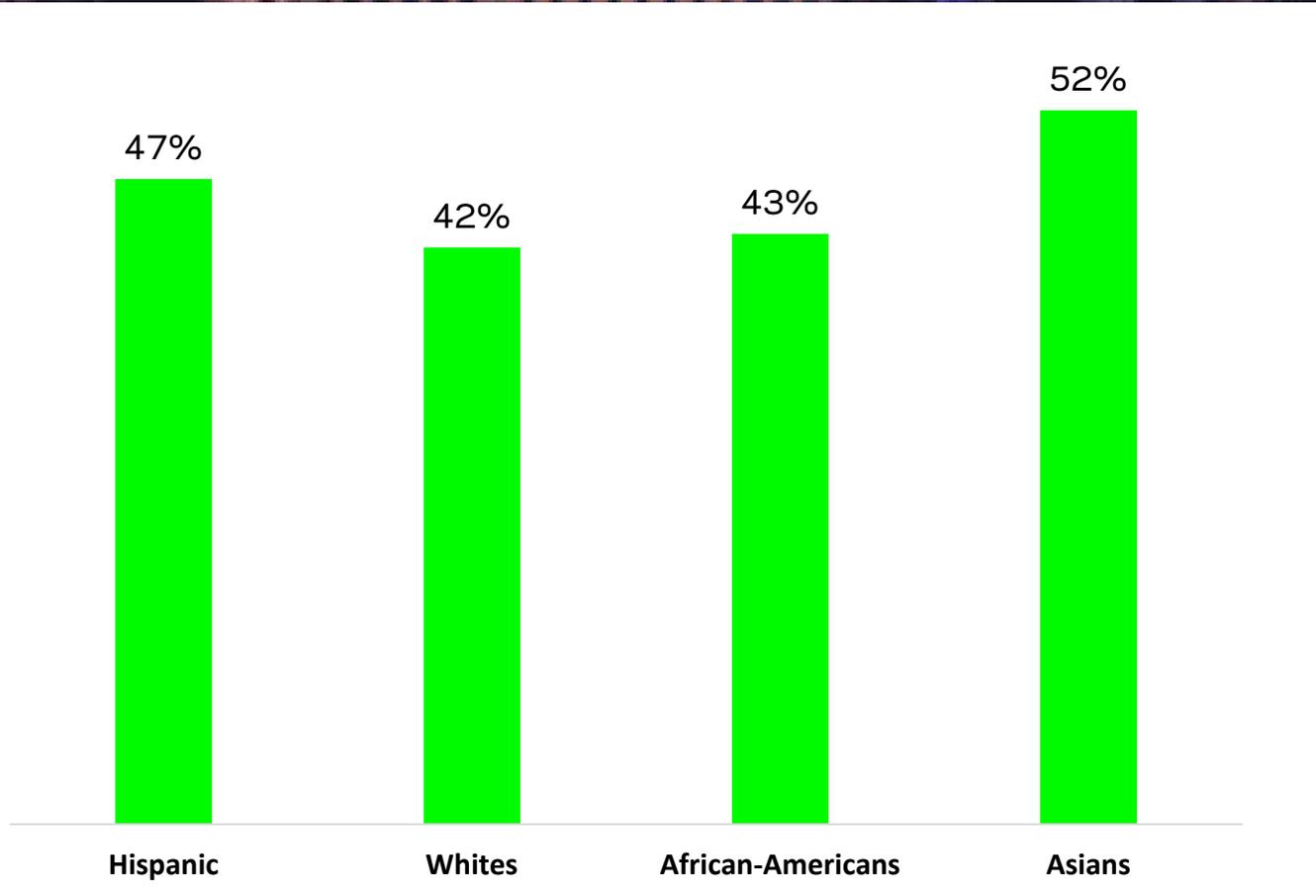
TERRESTRIAL 'RADIO' IS AN AFTERTHOUGHT FOR GEN Z, SOCIAL MEDIA REIGNS SUPREME



Terrestrial radio reaches 88% of Gen Z (much lower reach than other generations)

How often do you do the following activities? (Top 2)

TERRESTRIAL RADIO IS NOT GEN Z RADIO - listen to music online

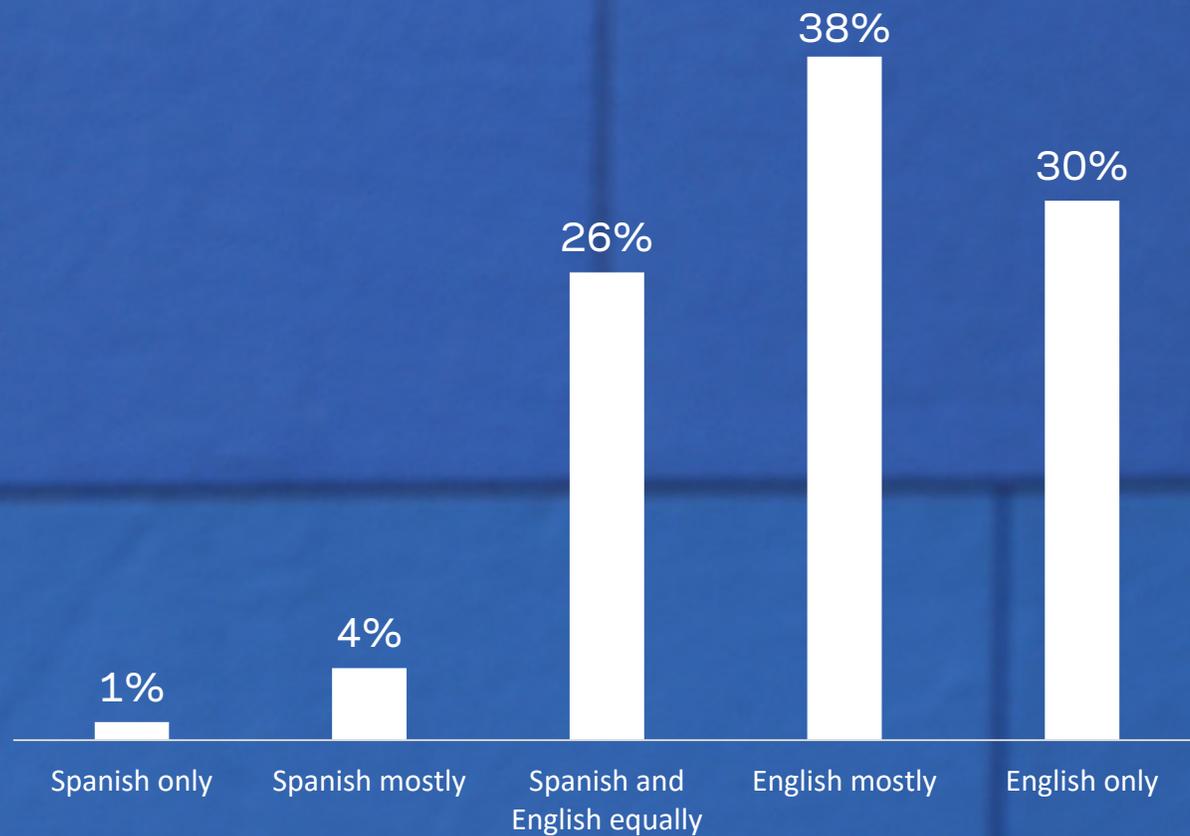


The Role of Radio for Gen Z

Discover new music, connect with favorite DJs, and stay up on local news and events



HISPANIC GEN Z IS ENGLISH DOMINANT



In what language do you normally consume media such as TV, radio, internet and magazines/newspapers?

HISPANIC GEN Z – Radio, Podcasts, and Music

Radio represents a connection to parents and culture

- Listen to Spanish Radio (366)
- I like the same music as my parents (152)
- I like different music than my friends (121)

Audio Consumption Behavior

- Only 28% of Hispanic Gen Z listen to the radio a lot
 - Drops to 22% among older Gen Z
- Only 23% listen to podcasts a lot
- 39% say they listen to music online the most of any activity (most among any ethnic group)
- 74% listen to music over gaming console (most)
- 71% say that their culture/heritage heavily influences the music they listen to

Asian Gen Z – Radio, Podcasts, and Music

- 33% of Asian Gen Z listen to the radio
 - Highest among all groups
 - Only 3% indicate that listening to the radio is one of their favorite activities
- Only 20% listen to Podcasts, but 27% of younger Gen Z Asians do
- 33% listen to radio a lot (most of any cohort), especially among younger Gen Z (38%)
- 42% consider themselves social media influencers (highest)
- 68% say that their culture/heritage influences the music they listen to

Black Gen Z - Radio, Podcasts, & Music

- Only 28% of African-American Gen Z listen to the radio a lot
 - Increases to 37% among younger Gen Z
 - 9% indicate that listening to the radio is one of their favorite activities (jumps to 12% among females)
- 39% say that listening to music online is one of the favorite activities (highest among all segments)
- 90% share or comment on music online often
- 41% consider themselves social media influencers (second highest)
- 73% listen to music via game consoles (second highest)
- 86% say that their culture/heritage influences the music they listen to (highest of any segment)



Source: We Are Gen Z Report, Wave 4



04

Implications and Recommendations



Language less relevant
Cross-cultural Gen Z is
living their lives mostly
in English, even among
Hispanic Gen Z

Asian

94%

Speak only English at home

Hispanic

50%

Speak only English at home

Music continues to represent a cultural connection point for Gen Z

- Music is a connection to the heart and mind for all Gen Z
- Music is a direct connection to culture for Asian, African-American and Hispanic Gen Z

Social Media Recommendations

- Invest in “in-the-know” curators with a preexisting audience on social media
 - Partner with social media influencers
 - Leverage DJ and on-air personality social followings
- Invest in social media content to drive Gen Z to desired channels (TikTok, YouTube, Instagram, etc.)
- Create playlists with popular streaming platforms
 - Playlists can be created by mood



Hispanic Gen Z

Opportunities for Spanish / Latin Radio

- Leverage DJs and on-air personalities
 - DJs and on-air personalities can be powerful cultural ambassadors
- Don't shy away from featuring nostalgic Hispanic artists to get the attention of Gen Z (Selena, Buena Vista Social Club, etc.)
- Consider
 - Mixing genres
 - Expanding reach to Asian and African American Gen Z



**We need to approach
marketing to Gen Z
differently**
Old rules don't apply

Current definitions don't account fully for the changed circumstances and realities of the GenZ multicultural make-up or experience today



Gen Z doesn't live in one cultural box. They are cultures in flow. They aren't merely defined by ethnicity, but by everything else around them. Music. Food. Art. Religion. Politics. Economics. Geography. Media. Other people. And that affects how they think, act and interact. Culture begets cultures.

Emergence of Cross-cultural Marketing

cross·cul·tur·al

\kros\\kelch-rel\

adjective

: the ability for a brand to **cross-over** from one culture(s) to the next culture(s)



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Cross-cultural Marketing

A cultural marketing approach for the future

- one marketing program that leverages ethnic insights to reach across ethnic and general markets
- targeting similarities across all ethnic groups, rather than creating approaches for each group in isolation

PROVIDE UNFINISHED TOOLS

Put GenZ in the role of “co-creator” of your brand similar to Instagram Stories or Snapchat. This not only gives Gen Z the power to share their own stories, but facilitates deep brand engagement.



THROW OUT THE RULEBOOK

- Gen Z does not think celebrities are good role models
- Marketers that make a big impact with Gen Z win by breaking the rules and reflecting the real world
- Brands balance aspirational imagery with bravery



Covergirl model James Charles

THE RETAIL LONG GAME

- Modern brands recognize that retail is an opportunity to bring the brand to life
- Digital and physical retail spaces work together and should be a cohesive brand experience
- Brands should plan for customer digital interaction in retail spaces (taking a picture in the space & sharing it on social)



Casper mattress store Los Angeles

WE ARE GENZ REPORT

AN IN-DEPTH ANALYSIS OF THE FACTORS THAT MATTER MOST TO THOSE BORN BETWEEN 1995 AND 2005.

Forget about cliques and tribes. Old labels no longer apply. A prom queen can be a gamer. Celebrities, brands and influencers are all redefined. We define ourselves. Get to know Gen Z.

We are GenZ

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We Are GenZ Report

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www.WeAreGenZReport.com

- Request custom reports
- Participate in future survey waves
- Get customized Gen Z strategy

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Panel Discussion