This infographic is based on research results from a new national study by WP Engine (wpengine.com) and The Center for Generational Kinetics (GenHQ.com). The study was conducted online from July 28, 2017 to August 10, 2017 with 1,257 US citizens ages 14-59 and weighted to current U.S. Census data for age, gender, and region. The sample has a margin of error of +/- 2.8% against the US population.

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

INTERNET LIFE: SAFE AND SECURE:

PERSONALIZATION OVER PRIVACY:

THE DIGITAL EXPERIENCE IS THE HUMAN EXPERIENCE

Gen Z (born 1996 – to present) 86M strong (about 25% of the U.S. population)
Gen Z wields $44 Billion in buying power
Gen Z influences as much as 93% of family spend
Gen Z lives on mobile – 69% can’t go 8 hours without access

How Gen Z is Changing the Internet

DEPENDENCE AND USAGE DIFFER DRAMATICALLY BY GENERATION

Dependence:

Usage:

WHERE WE ARE

WHAT WE WANT

WHERE WE ARE GOING

FINAL WORD

52% OF Gen Z
52% OF Gen Z

50% OF Gen Z WOULD STOP VISITING A WEBSITE

HALF OF Gen Z

62% OF All Generations

46% AUTHENTICITY

37% OF All Generations

48% AUTHENTICITY

31% OF All Generations

46% OF All Generations

52% OF Gen Z

62% OF All Generations

If it didn’t anticipate what you were looking for, 50% of Gen Z would stop visiting a website.

52% of Gen Z believe that internet usage will tell as much about a person as their credit score.

52% of Gen Z believe websites will know what you are looking for before you tell them.

52% of Gen Z believe websites will recognize and adapt to the user to create a unique, personalized experience.

50% of Gen Z would stop visiting a website if it didn’t anticipate what they needed, liked or wanted and 37% predict future web experiences will adapt to their personal preferences.

62% of all respondents would choose to attend college if it didn’t anticipate their personal experiences and let them live their own lives.

49% of Gen Z want secure payments and are less concerned with authenticity.

64% of Boomers prefer a more proactive internet that monitors their health and makes personalized recommendations to improve it, while Boomers and Gen Xers believe internet leaders are just as important as political leaders.

Gen Z expects websites to become not only personalized but predictive.

Always On

Intermittent

Entertain Me

Inform Me

We are going

What we want

Where we are

Half of Gen Z need(s) authority and new information to get more from the internet.

Gen Z tends to believe that people online are who they say they are and reviews are from real customers with no incentives.

49% of all respondents believe websites will recognize and adapt to the user to create a unique, personalized experience.

48% of Gen Z are more comfortable with unsafe websites.

46% of all generations prefer a more proactive internet that monitors their health and makes personalized recommendations to improve it, while Boomers and Gen Xers believe internet leaders are just as important as political leaders.

62% of all generations believe websites will recognize and adapt to the user to create a unique, personalized experience.

62% of all respondents believe that websites will know what you are looking for before you tell them.

64% of Boomers believe websites will know what you are looking for before you tell them.

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