

ThinkYoung

*What millennials think*

*Think*Young  
*What millennials think*

How  
Generation Z  
lives in the  
digital era

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# Overview

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# Overview

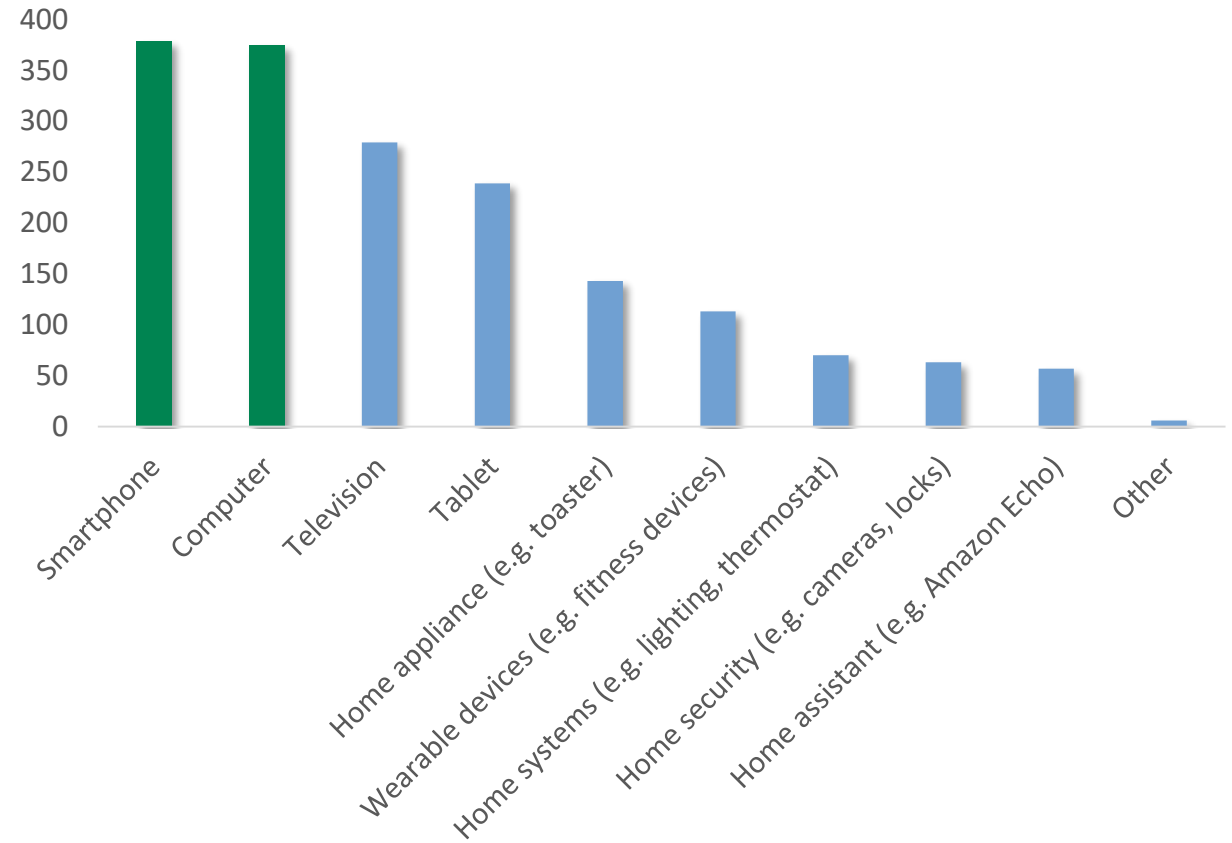
## Participation requirements

- 18-25 years old
- Had made an online purchase within the last 12 months

## Demographics

- 400 Participants (France, Germany, Spain, UK)
- 51% Female v 49% Male
- On average, participants owned 4 forms of digital technology that connected to the internet

Which forms of digital technology, that connects to the internet, do you own?





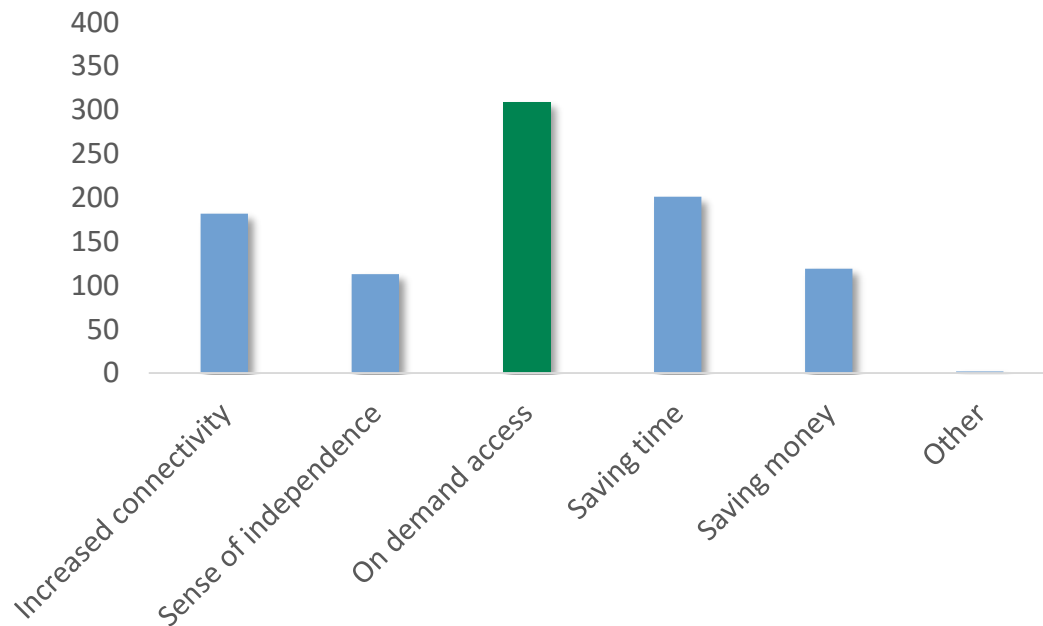


# How Young People Live with Technology

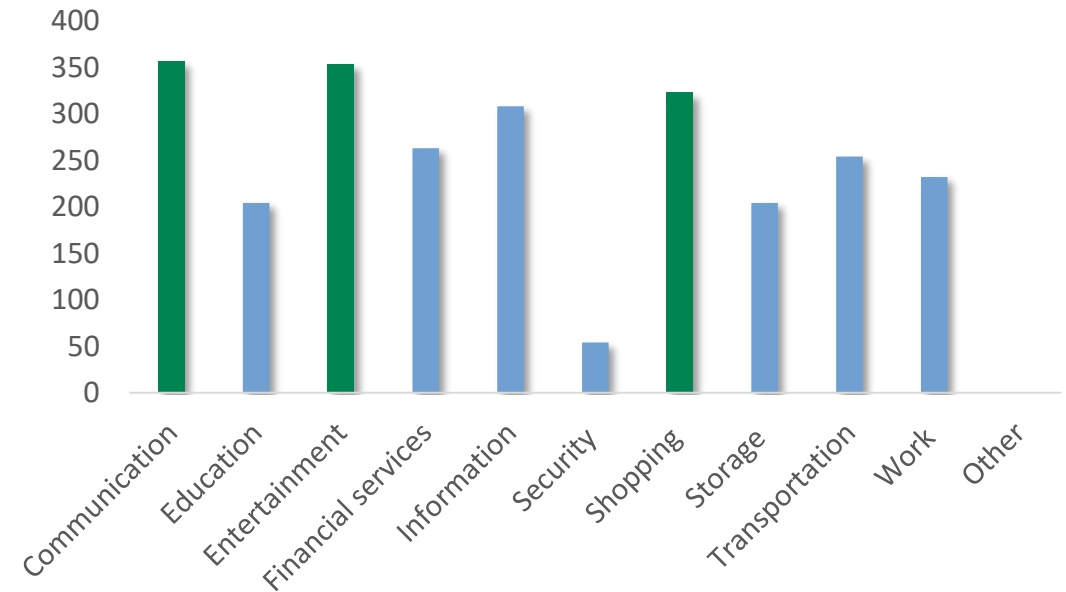
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# How young people live with technology

What are the biggest benefits of digital technology?



Which of the following do you use digital technology for?

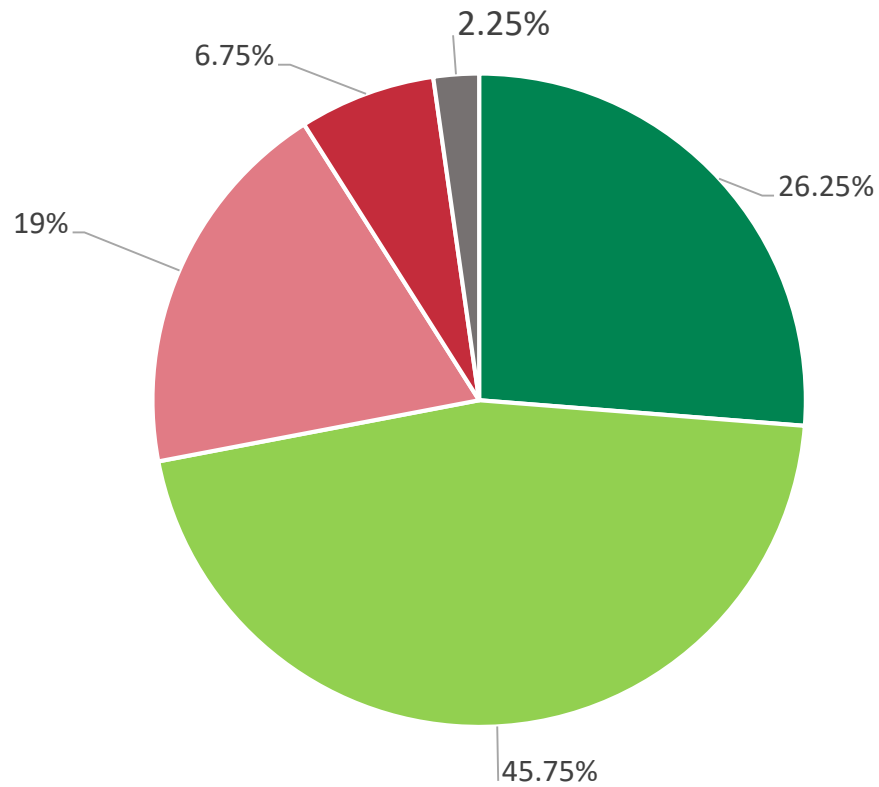


## Top finding #1: It's about on-demand access

77% believe the biggest benefit of digital technology is on-demand access, with the most common uses being for communication (89%) and entertainment (88%) purposes.

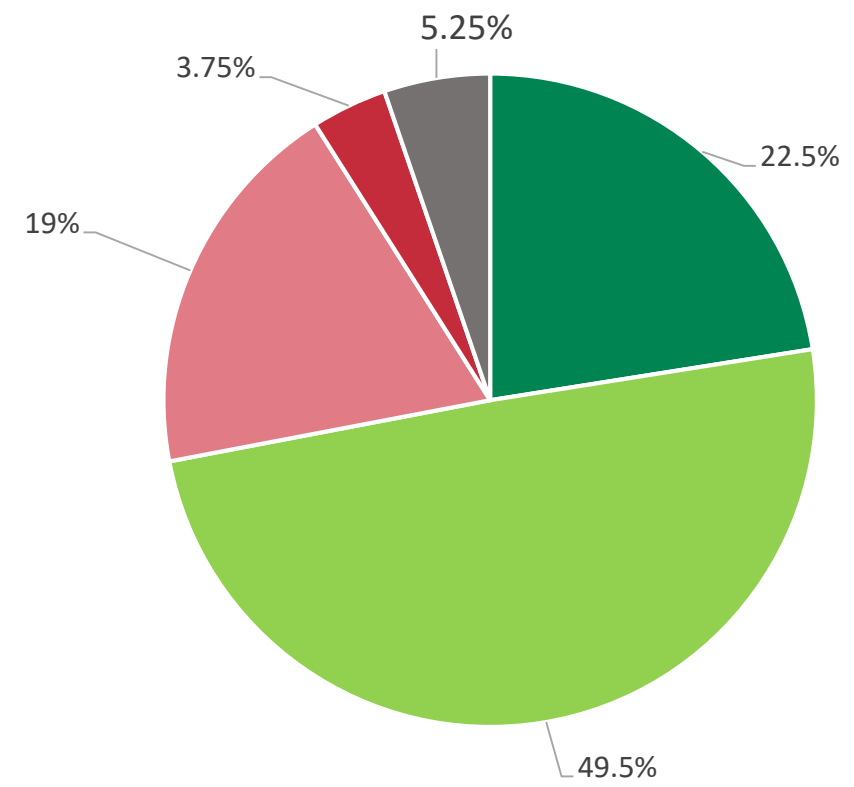
# How young people live with technology

Digital technology increases my productivity



■ Strongly agree ■ Agree ■ Disagree ■ Strongly disagree ■ Don't know

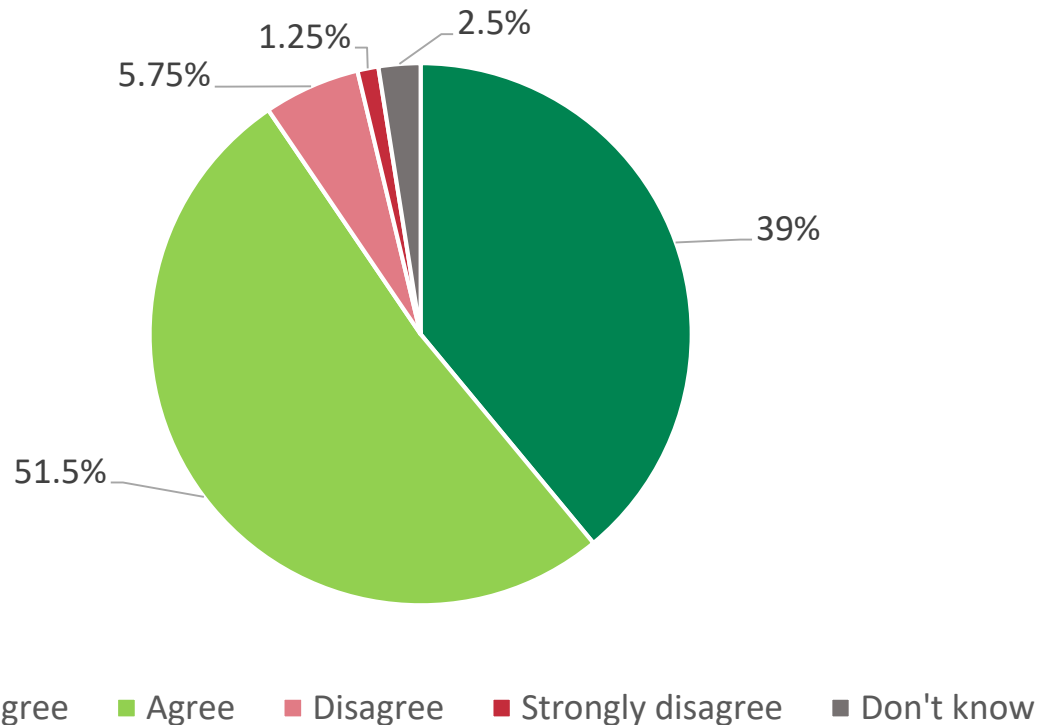
Digital technology enables me to integrate more with society



■ Strongly agree ■ Agree ■ Disagree ■ Strongly disagree ■ Don't know

# How young people live with technology

I am able to make more well-informed decisions because of digital technology



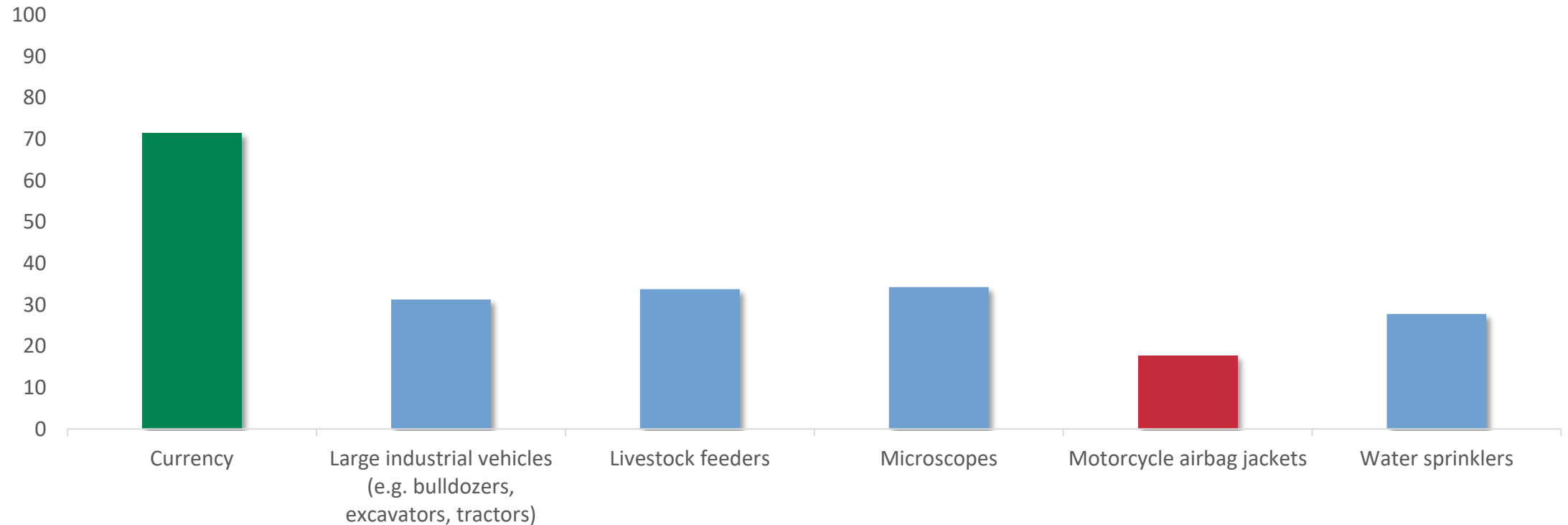
## Top finding #2: They are able to make more well-informed decisions

9 out of 10 stated that digital technology empowered them to make more well-informed decisions.



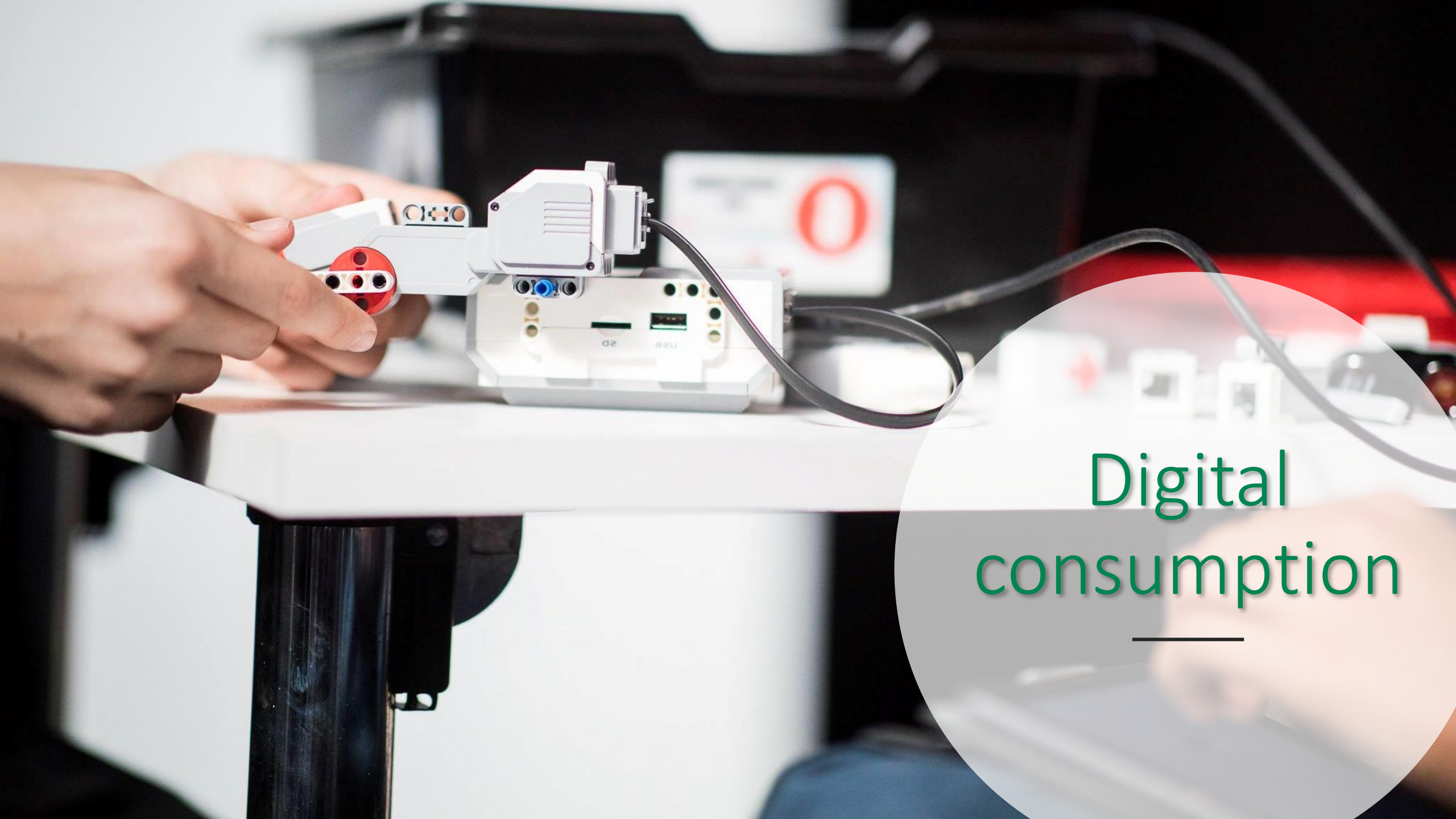
# How young people live with technology

Which of the following products do you believe relies on digital technology?



**Top finding #3: They are unaware of many ways digital technology helps us live better**

Only a small minority guessed that digital technology was a core component of water sprinkler systems (28%) and lifesaving motorcycle airbag jackets (18%).



Digital  
consumption

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# Digital consumption

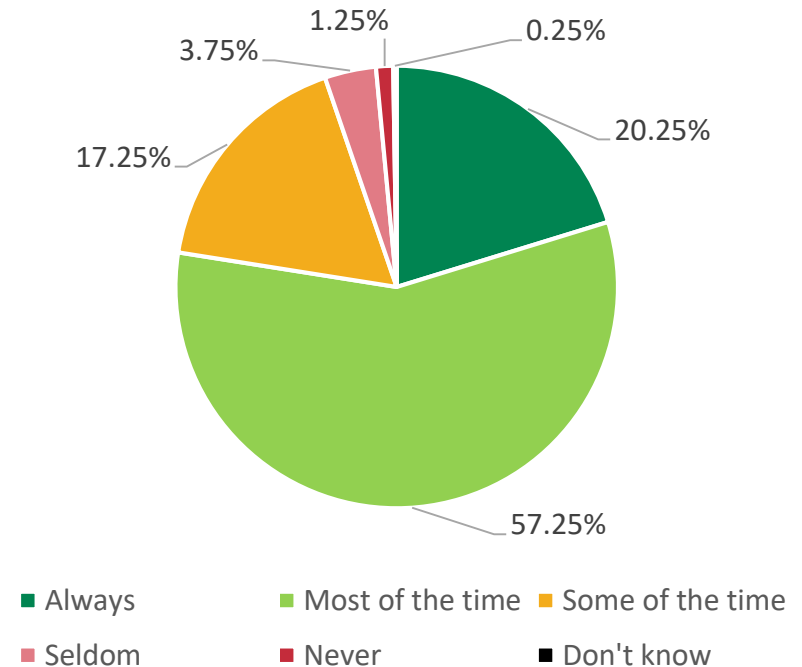
**8 out of 10**

Make an online purchase once a month

**Almost half**

Make an online purchase once a week

In general, how often would you say you feel 'comfortable' when purchasing products online?



**Top finding #4: They feel very comfortable making purchases online**

Not only does the majority of Generation Z make frequent online purchases, over 75% felt comfortable doing so.



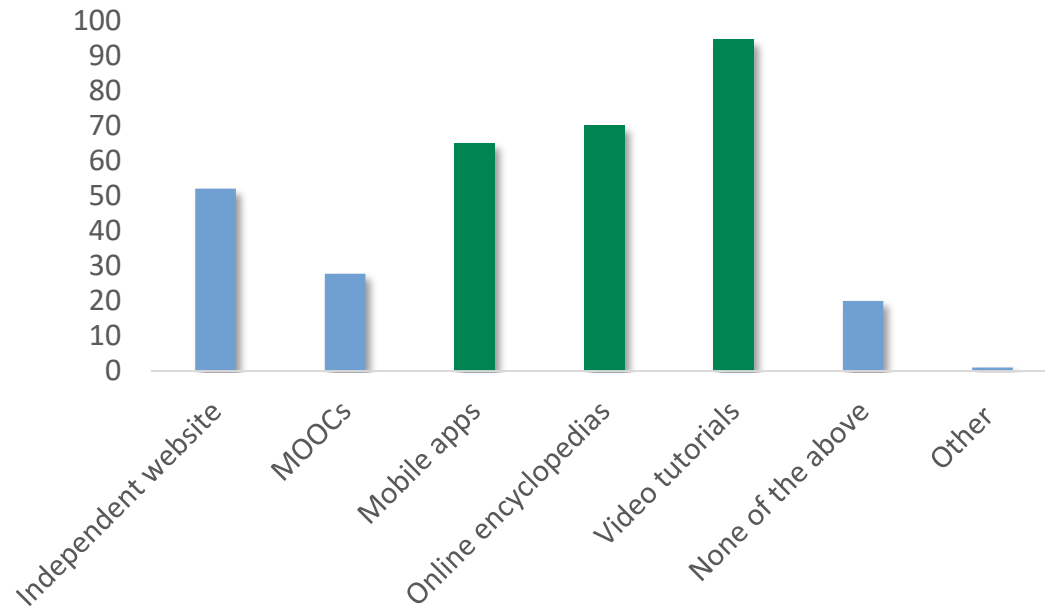


# Online Education

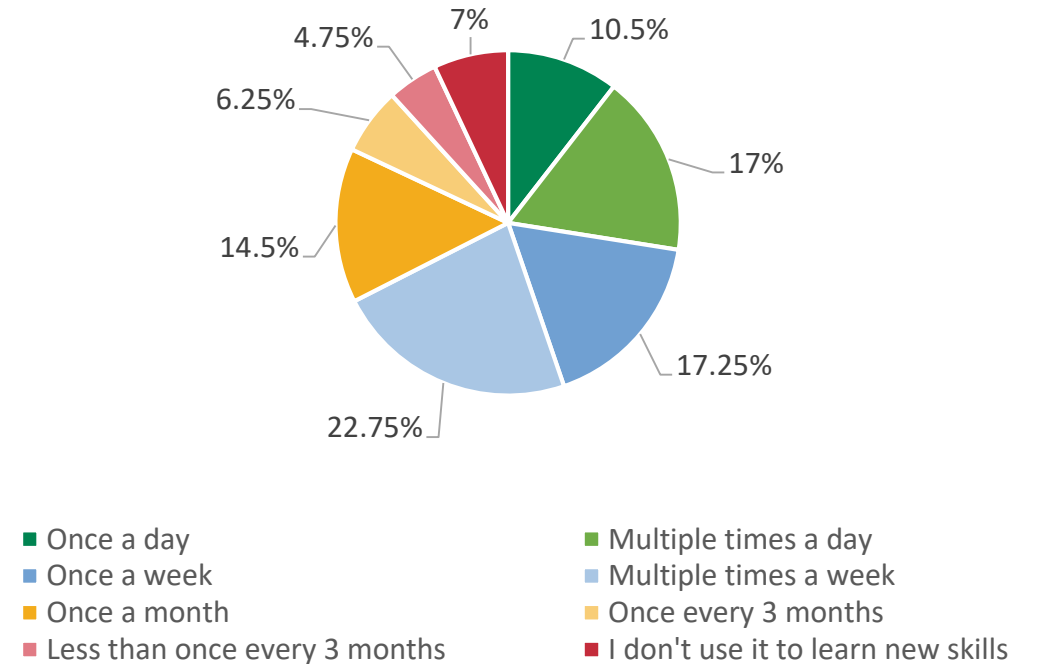
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# Online Education

Which of the following have you used in the past 12 months to learn new skills?



In the past 3 months, how often have you used digital technology to learn new skills?



## Top finding #5: Digital learning is becoming second nature

8 out of 10 stated that they had used digital technology to learn new skills within the past 12 months, with 95% utilising video tutorials. Furthermore, 68% of Generation Z uses digital technology at least once a week to learn a new skill.



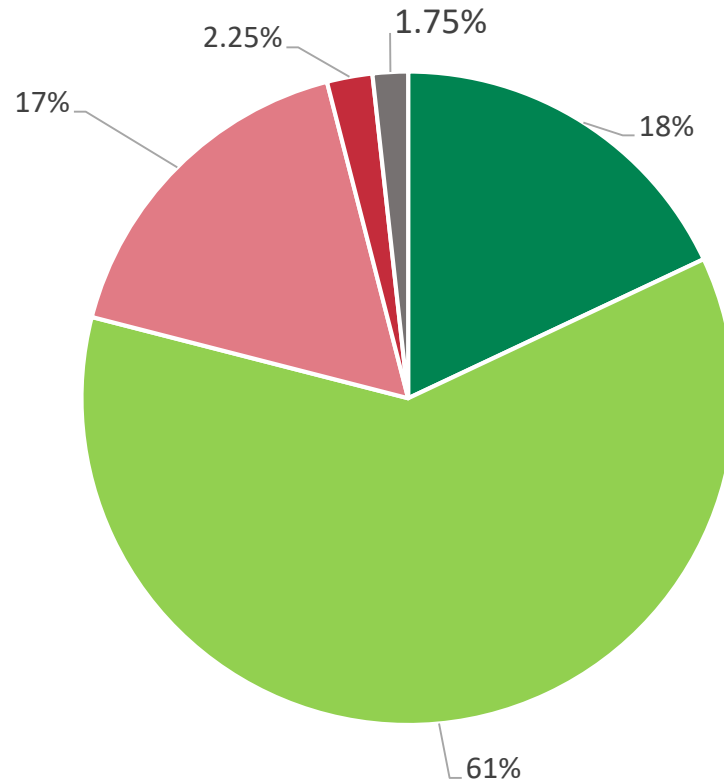


# Safety of Digital Technology



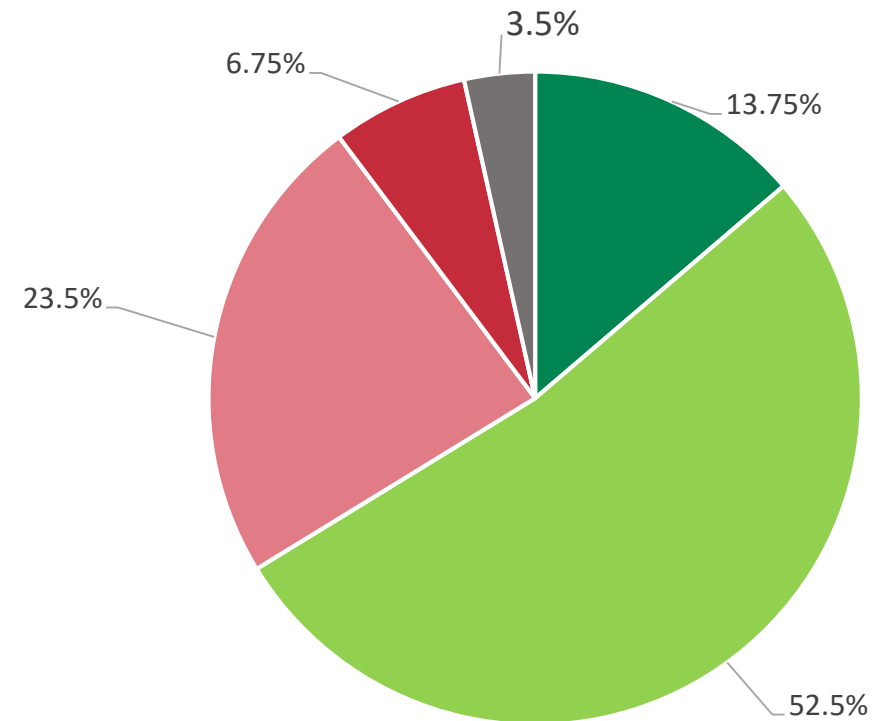
# Safety of Digital Technology

In general, I feel safe using digital technology



■ Strongly agree ■ Agree ■ Disagree ■ Strongly disagree ■ Don't know

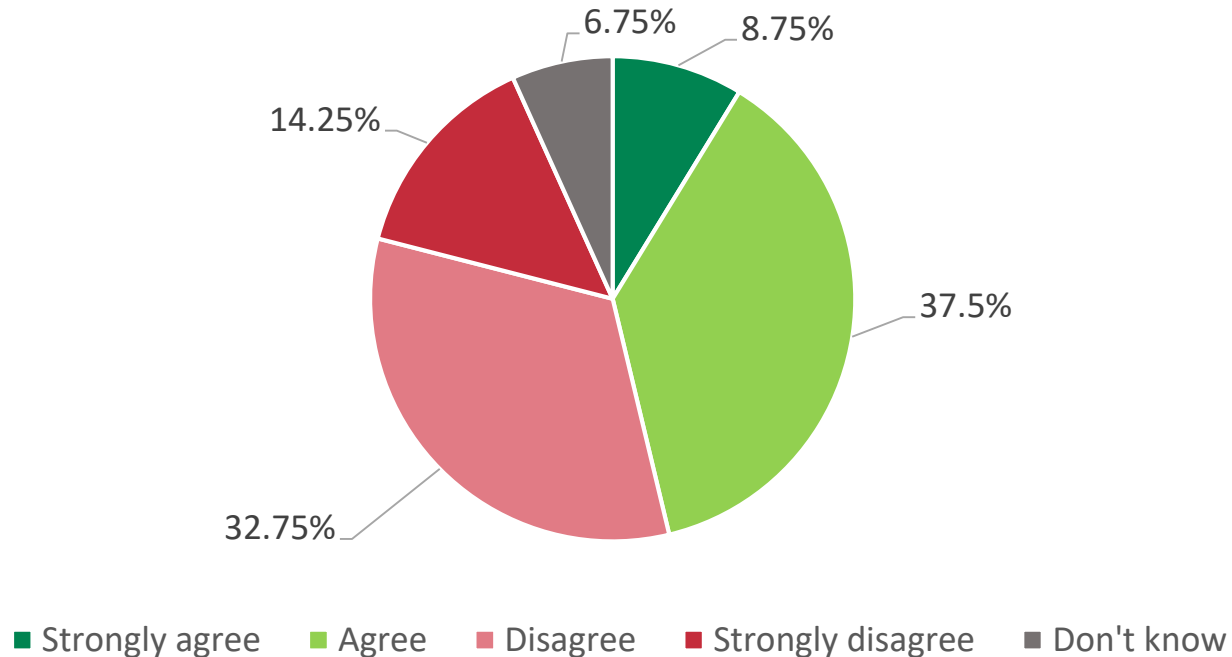
I feel safe making online financial transactions



■ Strongly agree ■ Agree ■ Disagree ■ Strongly disagree ■ Don't know

# Safety of Digital Technology

I feel that my online personal data (e.g. location history, private conversations, photos, credit card details, etc.) is secure



## Top finding #6: Protection of online data is a major concern

Generation Z is divided on whether their online personal data is secure, with 46% agreeing and 47% disagreeing.

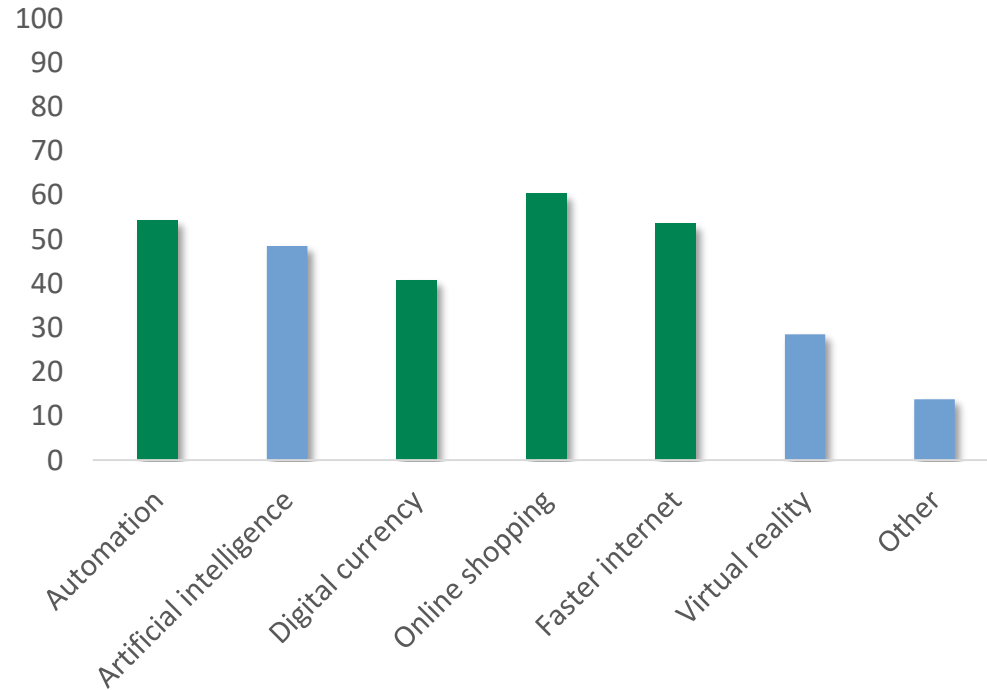




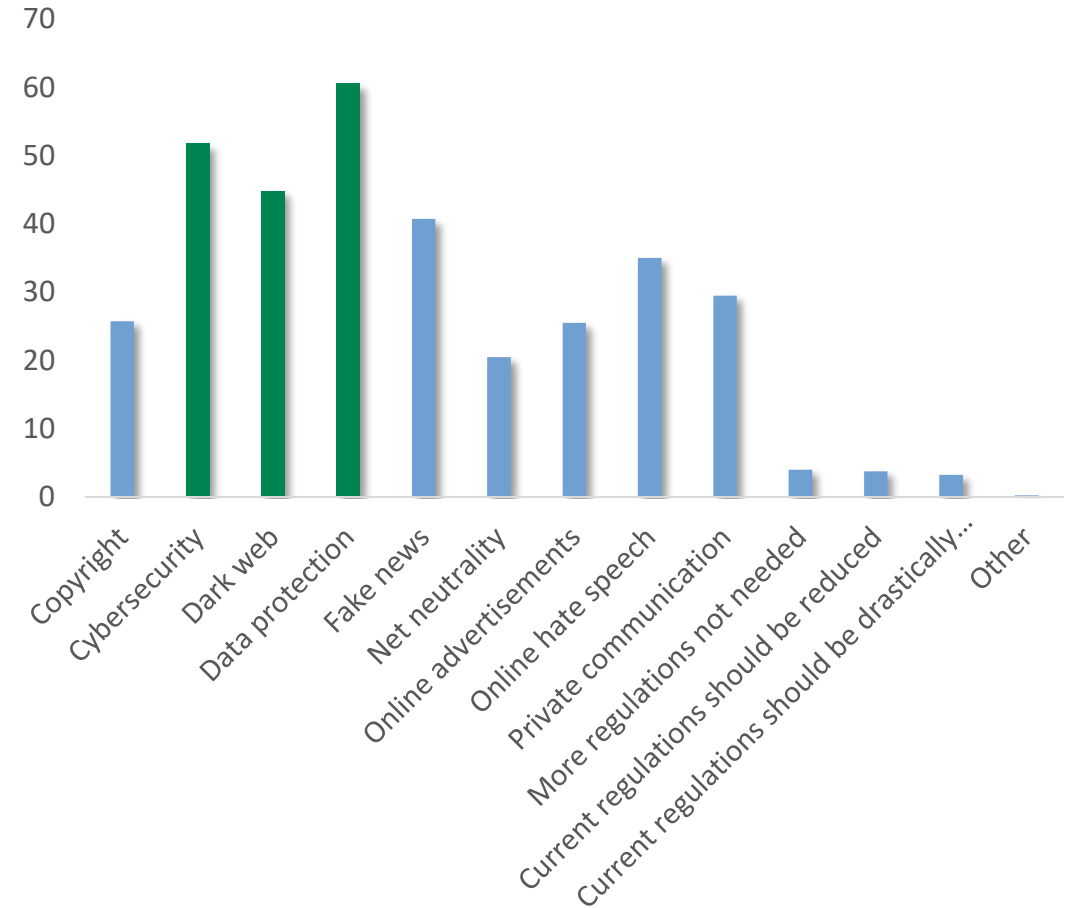
# The Future of Digital Consumption

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Which of the following do you believe will have the biggest positive impact on your life in the future?



Which area surrounding digital technology do you believe needs further regulation?







Conclusions

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# Conclusions

1. It's about on-demand access
2. They are able to make more well-informed decisions
3. They are unaware of many ways digital technology helps us live better
4. They feel very comfortable making online purchases
5. Digital learning is becoming second nature
6. Protection of online personal data is a major concern

# ThinkYoung

*What millennials think*

Digital stakeholders must collaborate more closely to empower youth to lead safer, easier and more fulfilling lives.

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