

Generation Z ?

Generation SwitZerland !



Generation Z (Gen Z for short) is the successor generation to Generation Y (Millennials).

Generation Z is predominantly made up of those who were **born between 1997 and 2012.**

(according to the Pew Research Center)

Statista defines the GenZ as 18-24 year-olds. In the 2023 survey, these are the 1999 to 2005 cohorts (which lie within the range of the Pew Research Center)

This young target group is paid attention to and addressed with great interest by the advertising market, often on the assumption that this is a completely different generation with completely different interests and habits than older target groups.

The assumption that the availability of the internet from childhood onwards has shaped an entire generation in a completely different way may sound logical.

However, the evidence shows that the availability of the internet, as well as the general development in Central Europe in recent decades, has **rather shaped the whole society...**

The view of the «Gen Z» as a very special generation in Switzerland tends to be refuted by research...

The research design of the Global Consumer Survey (GCS)

by Statista

Type of survey

Online survey (on behalf of Statista)

Duration of interview

15 to max. 20 minutes

Languages

Survey in the respective national languages - English available as an alternative in each case

Countries and regions

55+ countries

Number of respondents

Switzerland (CH) 2023: n=6'234 of which n=741 from the GenZ

Random sample

Internet users - 18 to 64 years | Quotas for gender, age and region

Survey periods

All-year rolling shaft system



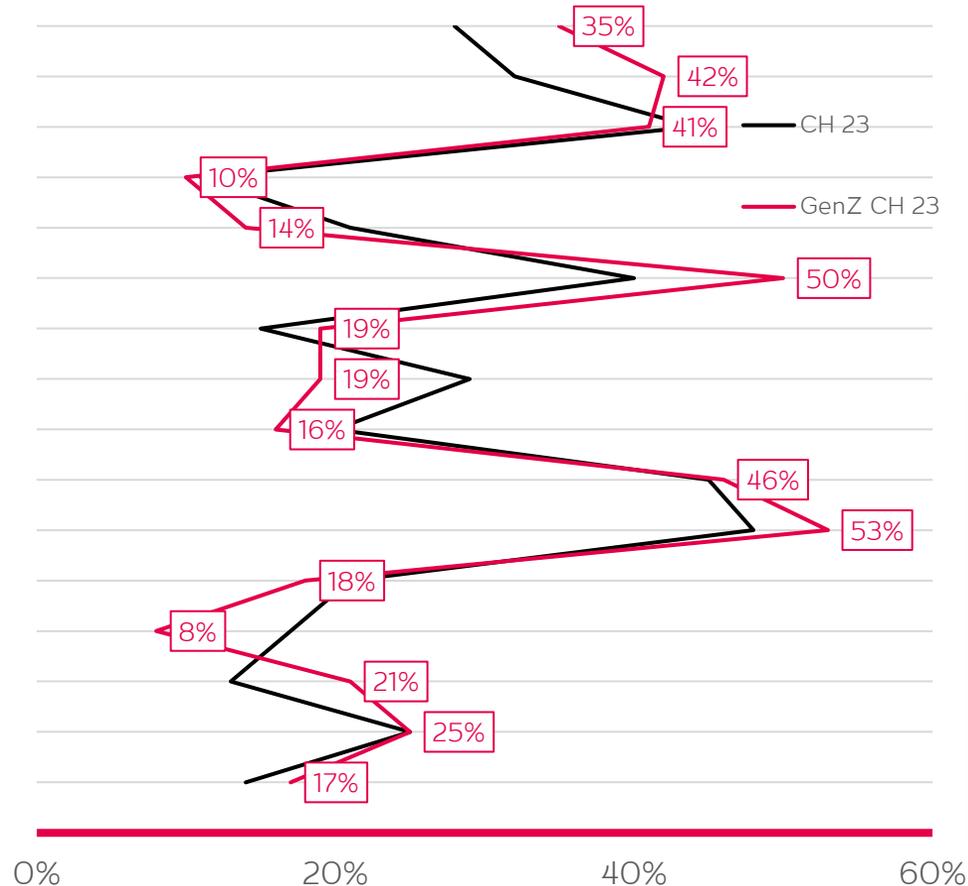
Ø Deviation / Difference between Gen Z and the general CH population

Source: Global Consumer Survey (GCS) by Statista Switzerland (CH) 2023: n=6,234 of which n=741 are from Gen Z people in total: 18-64 years old

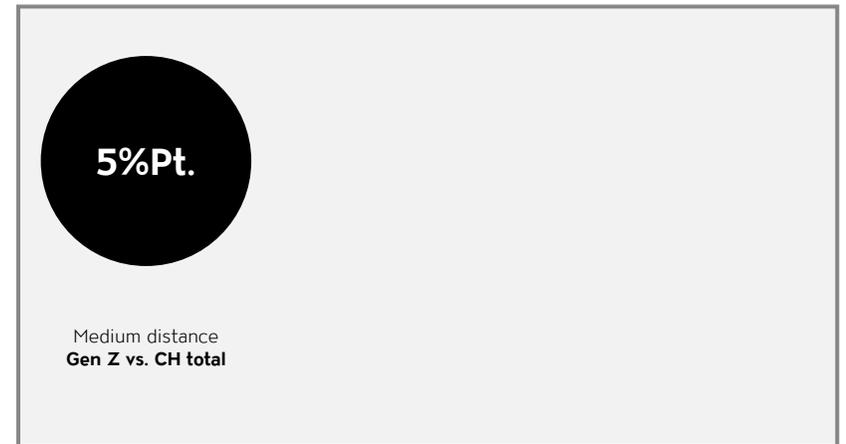
Sources of inspiration for new products

- Video websites and applications
- Social media websites/apps
- Search engine
- Question and answer websites / apps
- Price comparison websites
- Online shops
- Online forums
- Magazines and newspapers
- Magazine and newspaper websites / apps
- In the shop
- Friends and acquaintances
- Customer reviews
- Voucher and deal websites/apps
- Famous personalities
- Brand websites and apps
- Blogs and podcasts

Multiple choice

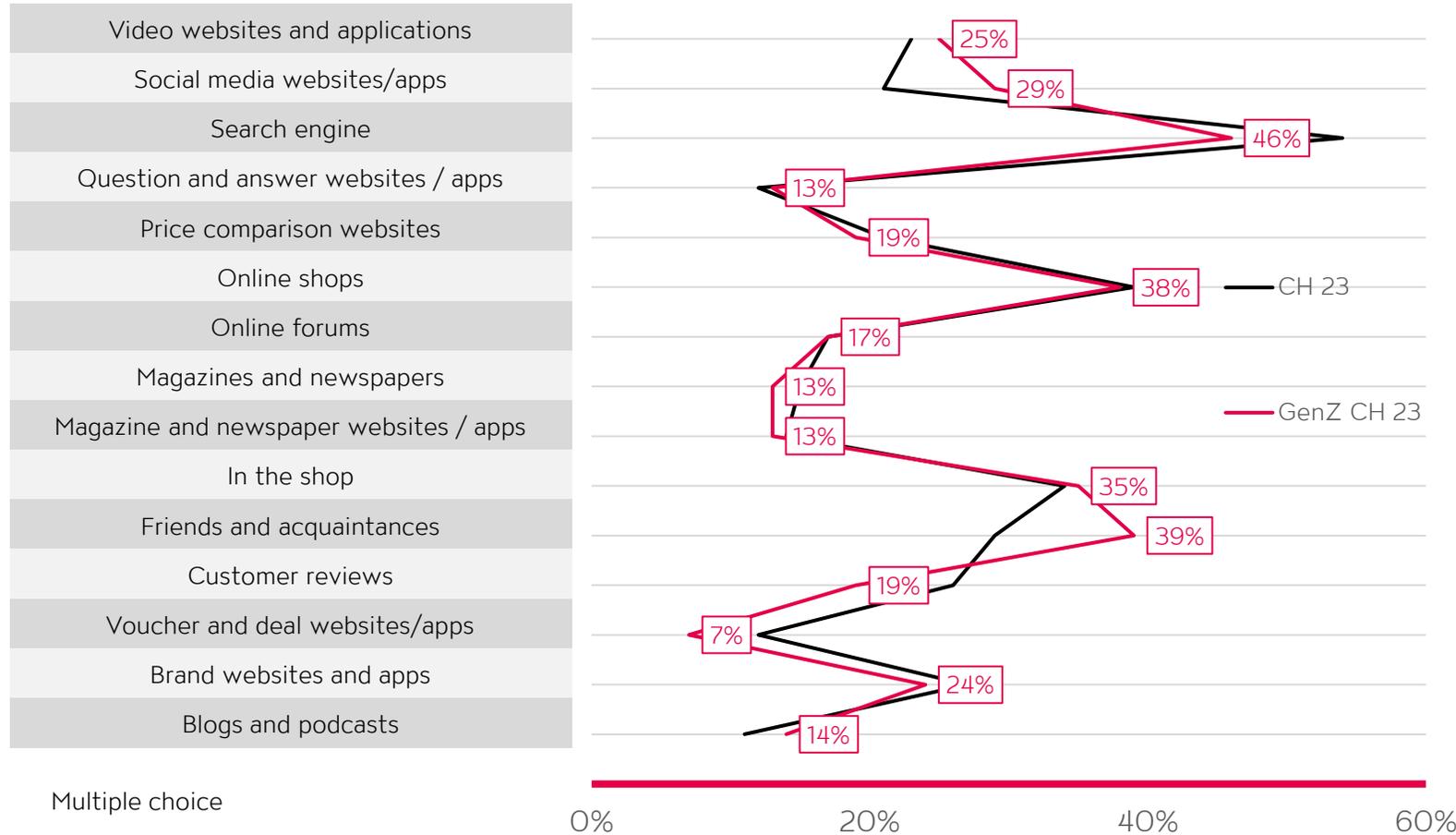


How do you usually find out about new interesting products?

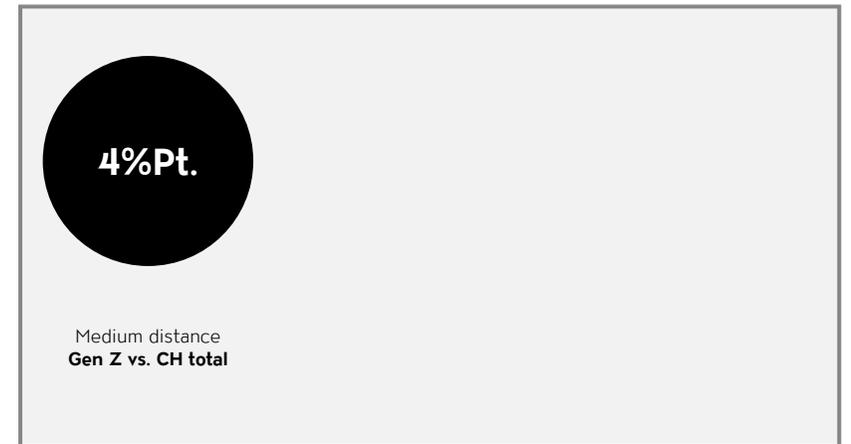


Source: Global Consumer Survey (GCS) by Statista Switzerland (CH) 2023: n=6'234 of which n=741 from the GenZ | Germany (D) 2023: n=36'093 | France (F) 2023: n=12'177 | Switzerland (CH) 2018: n=8'614

Sources of information about products

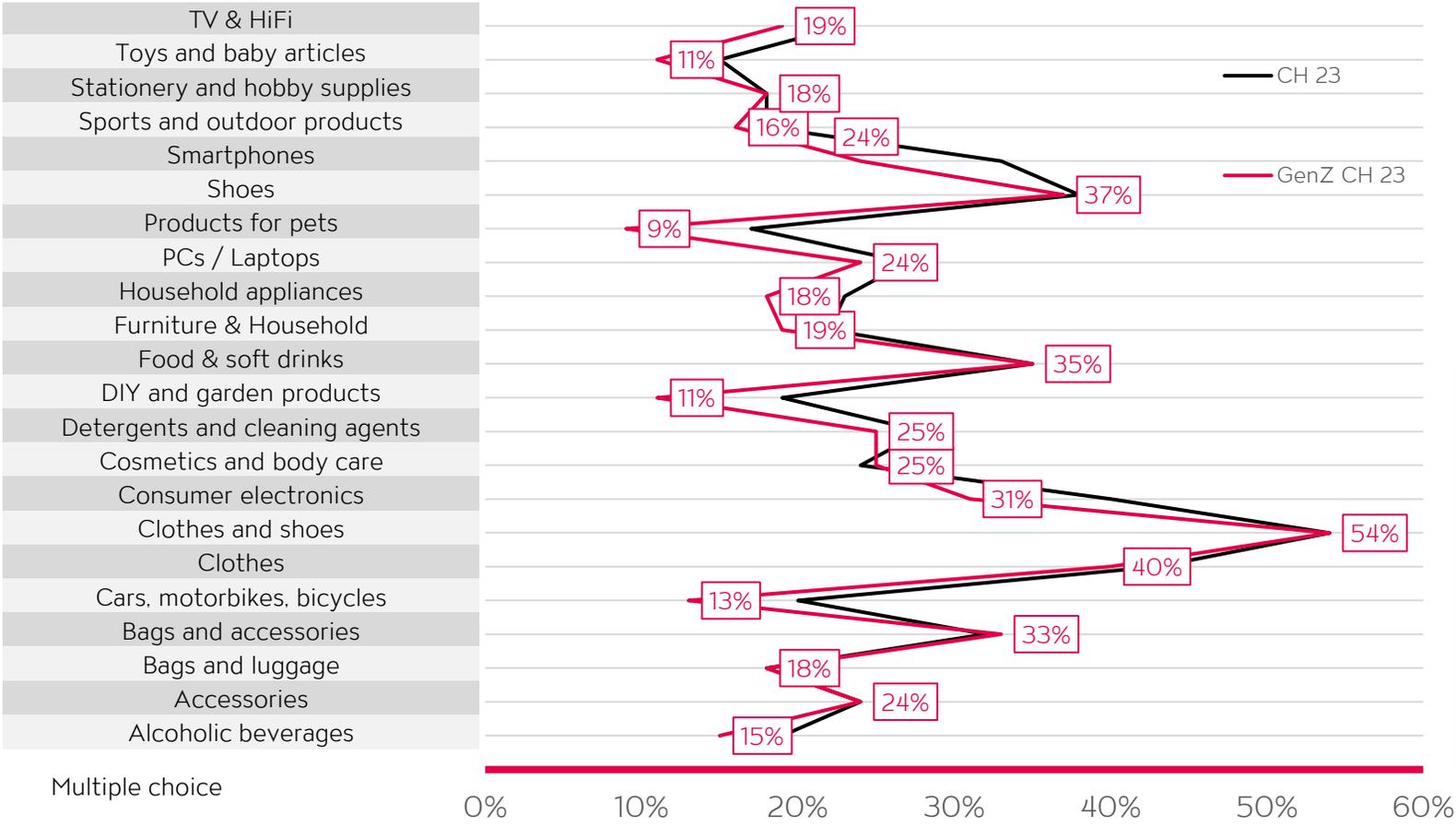


How do you search for specific information about a product you want to buy?



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Importance of low-price products



For which of these products is a low price particularly important to you?

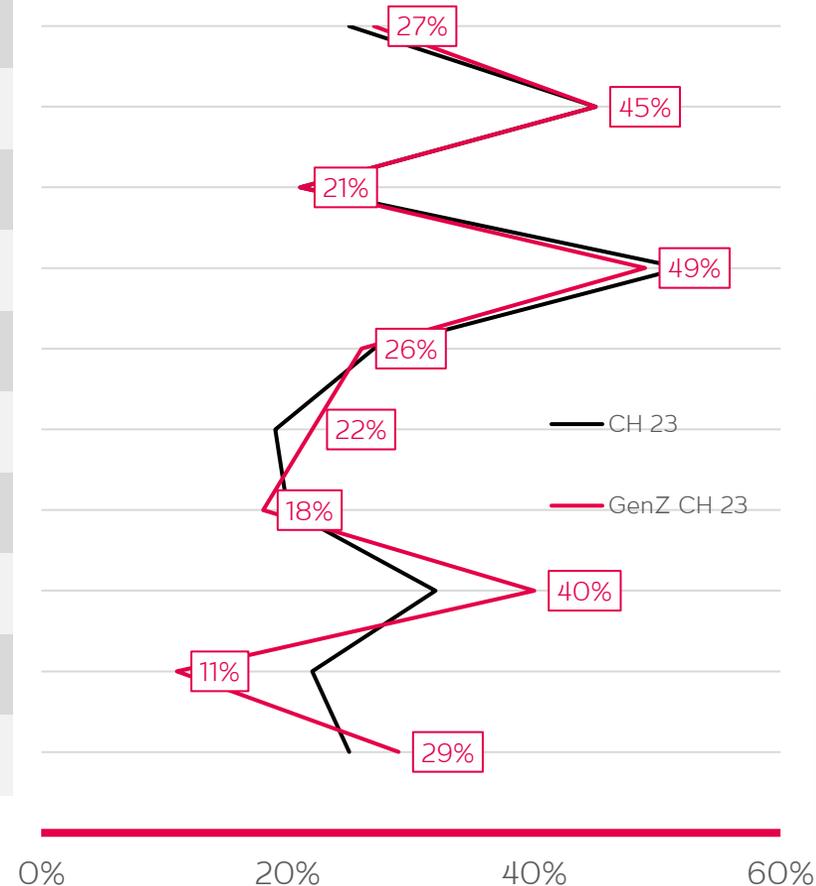
3%Pt.

Medium distance
Gen Z vs. CH total

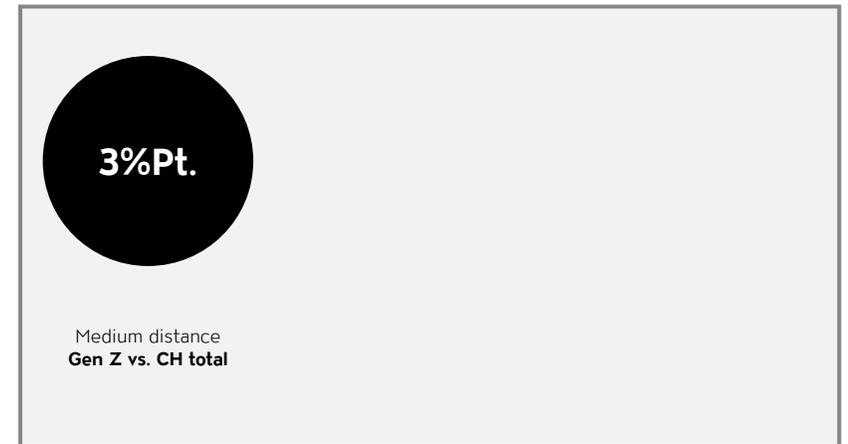
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Attitudes towards mobility

- There are not enough parking spaces where I live
- The public transport system in my area is
- The electric infrastructure keeps me from buying an electric car
- Owning a car is important for me
- I try to opt for more environmentally friendly means of transport.
- I spend too much time commuting
- I can imagine using a self-driving taxi
- I am a car lover
- Due to fuel prices, I choose other means of transport
- Driving is bad for the environment



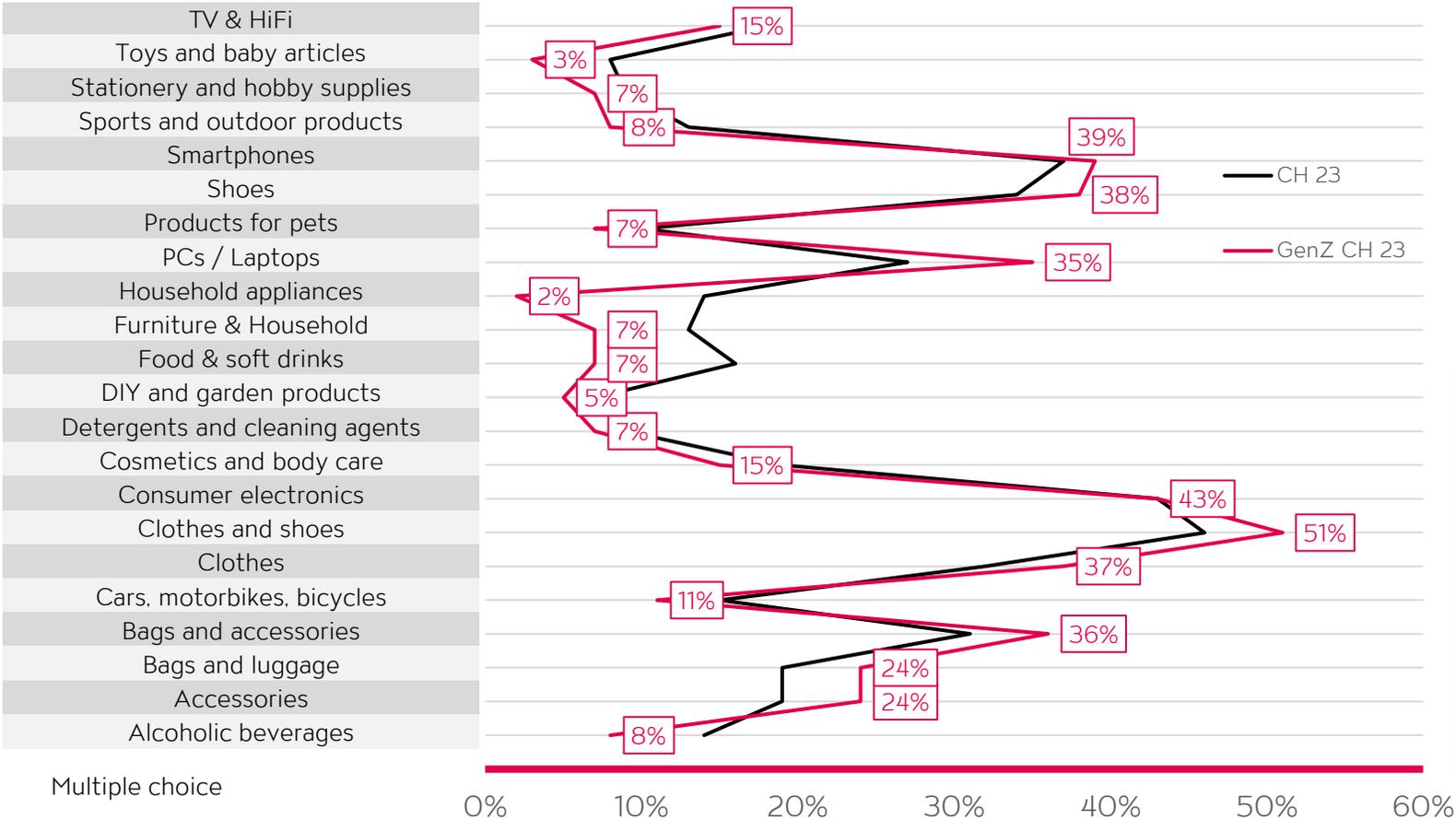
Which of the following statements on mobility do you agree with?



Multiple choice

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Importance of luxury/premium products



In which of these product categories do you also buy premium or luxury items?

5%Pt.

Medium distance
Gen Z vs. CH total

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Brand attention

Attitude to
foods

Hobbies

Interests

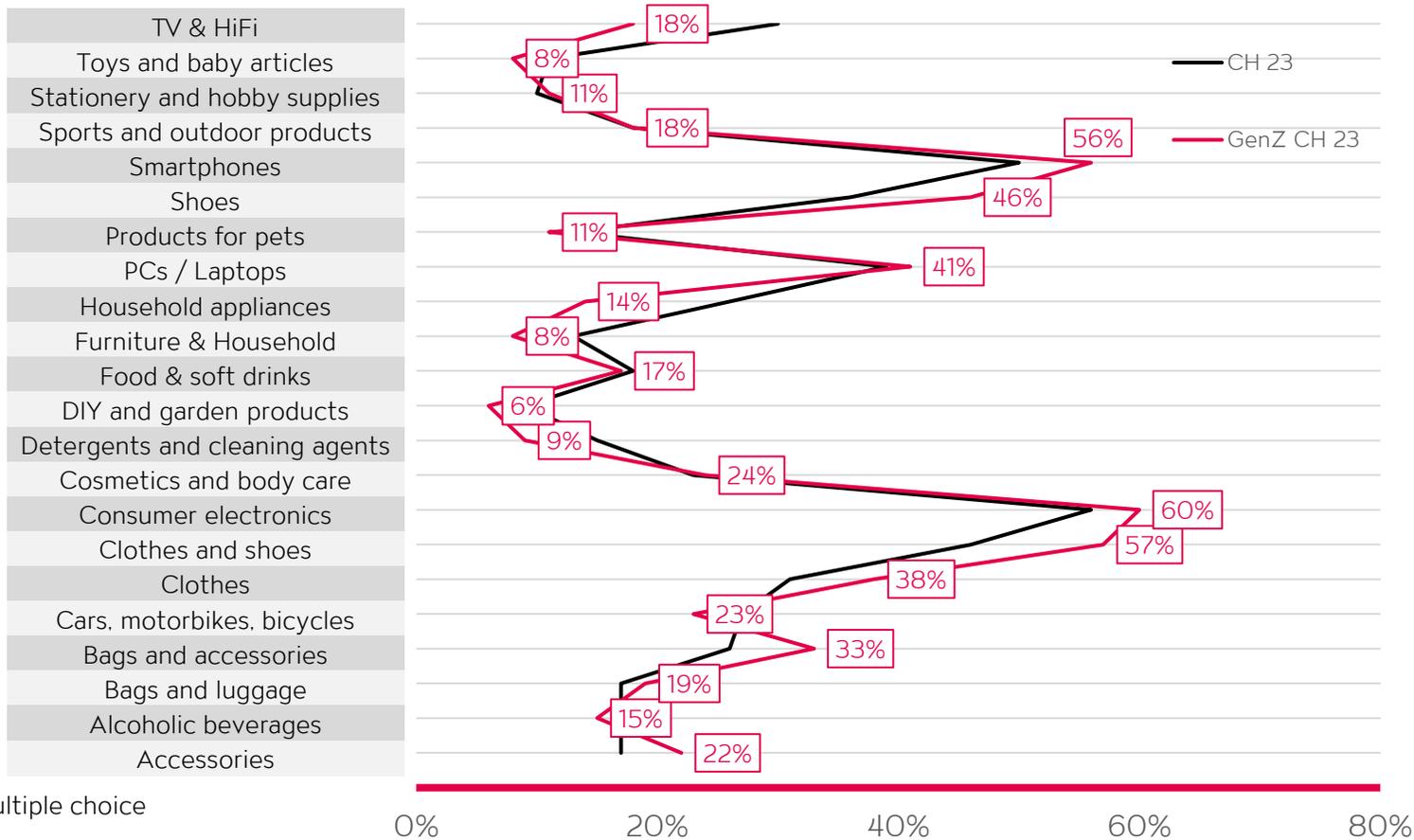
Purchase decision
carrier

Interest in product
categories

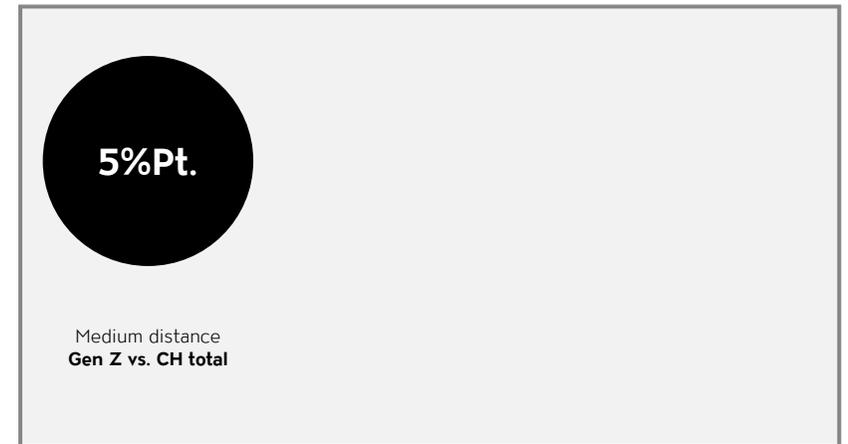
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Brand attention

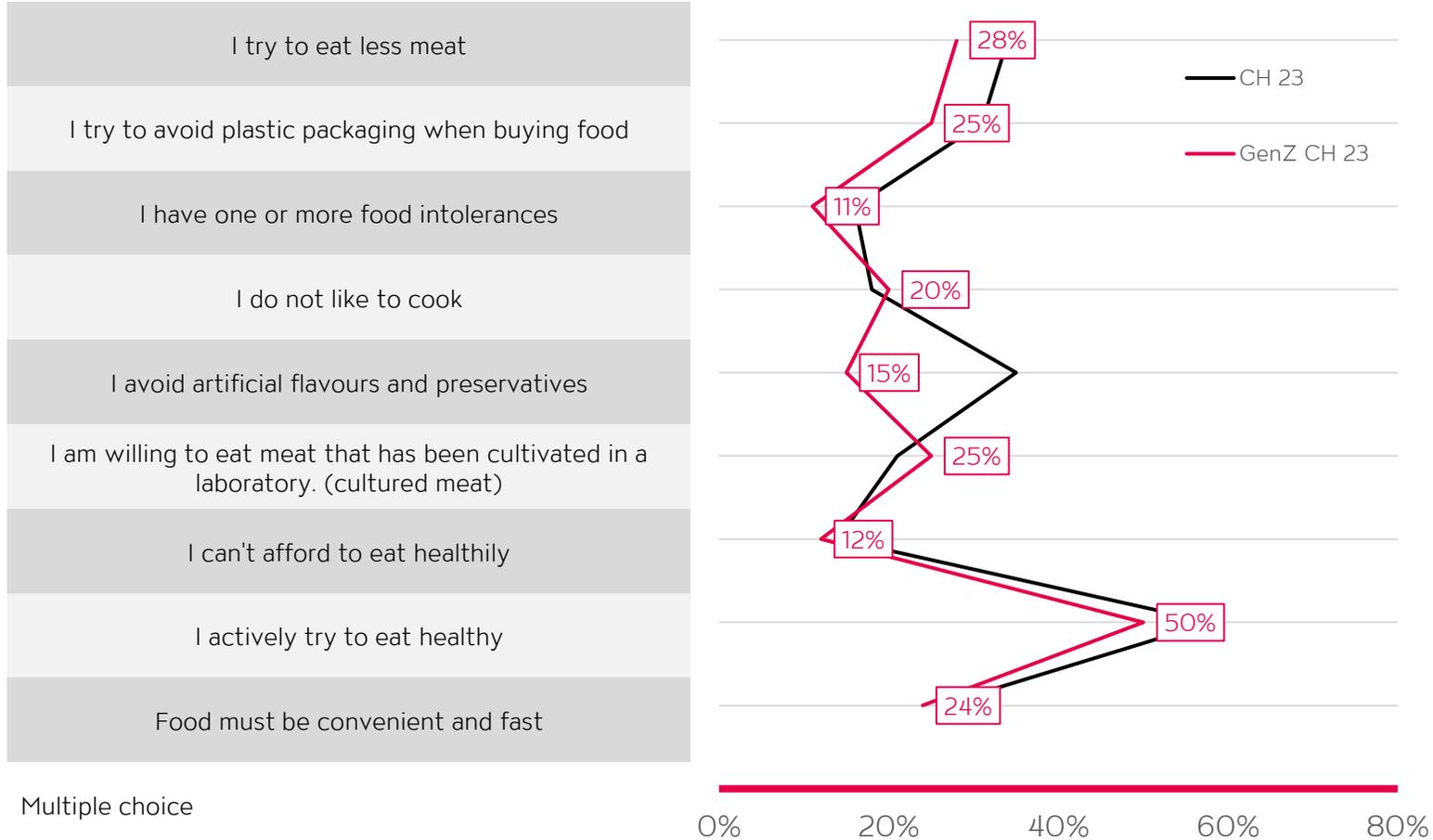


In which of these categories do you pay particular attention to brands?

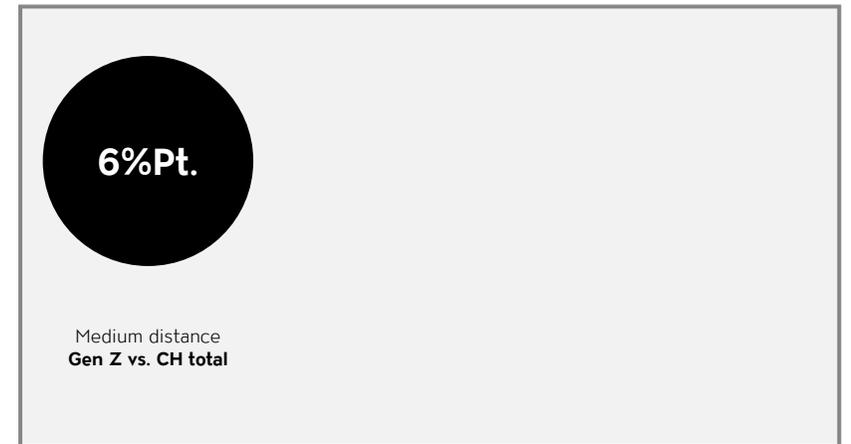


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Attitude towards food

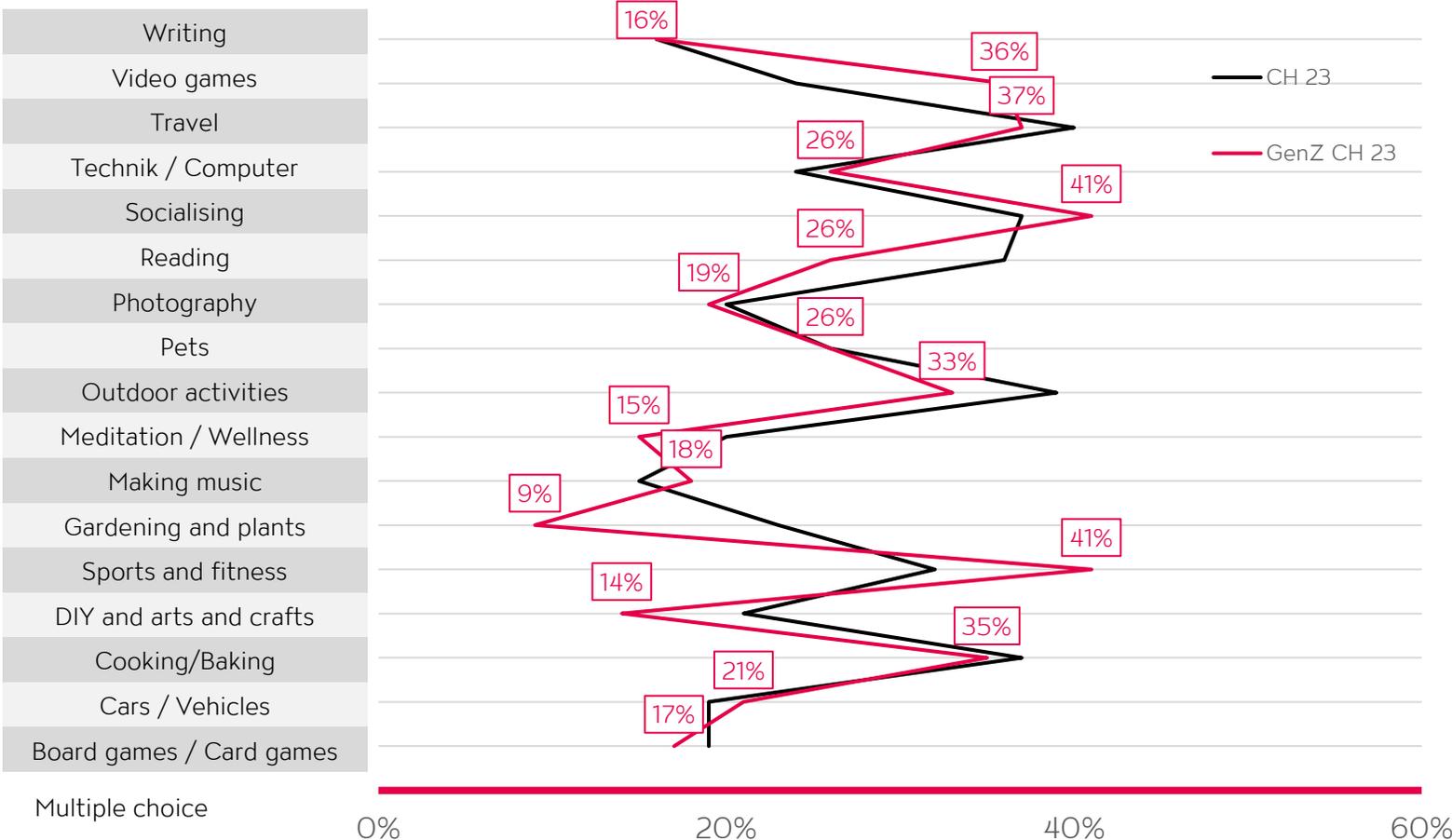


Which of the following statements about food do you agree with?



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Hobbies and activities



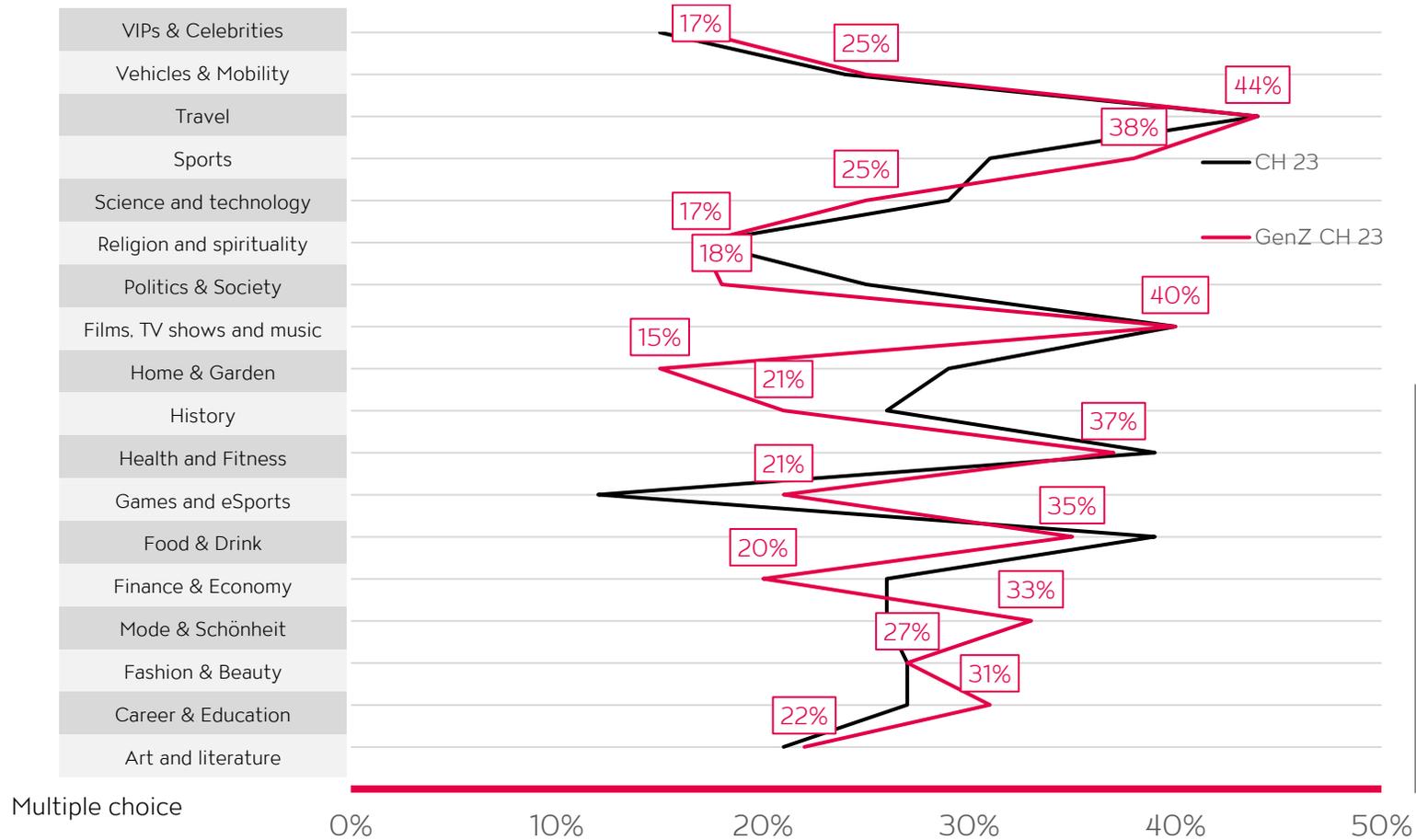
What are your personal hobbies and activities?

5%Pt.

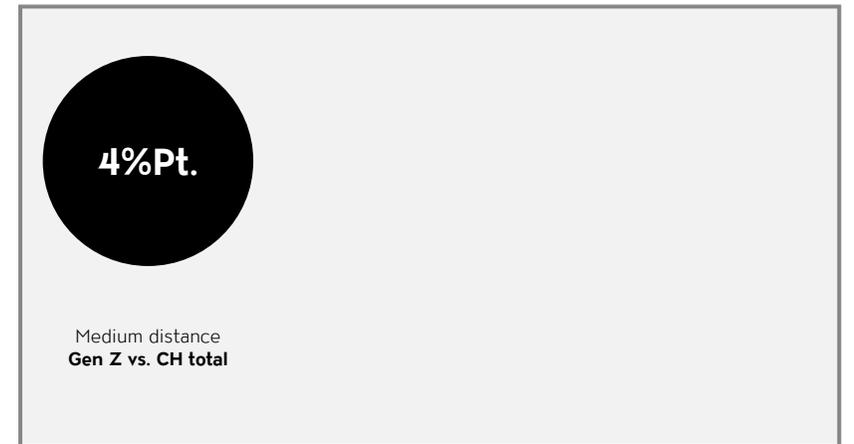
Medium distance
Gen Z vs. CH total

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Interests

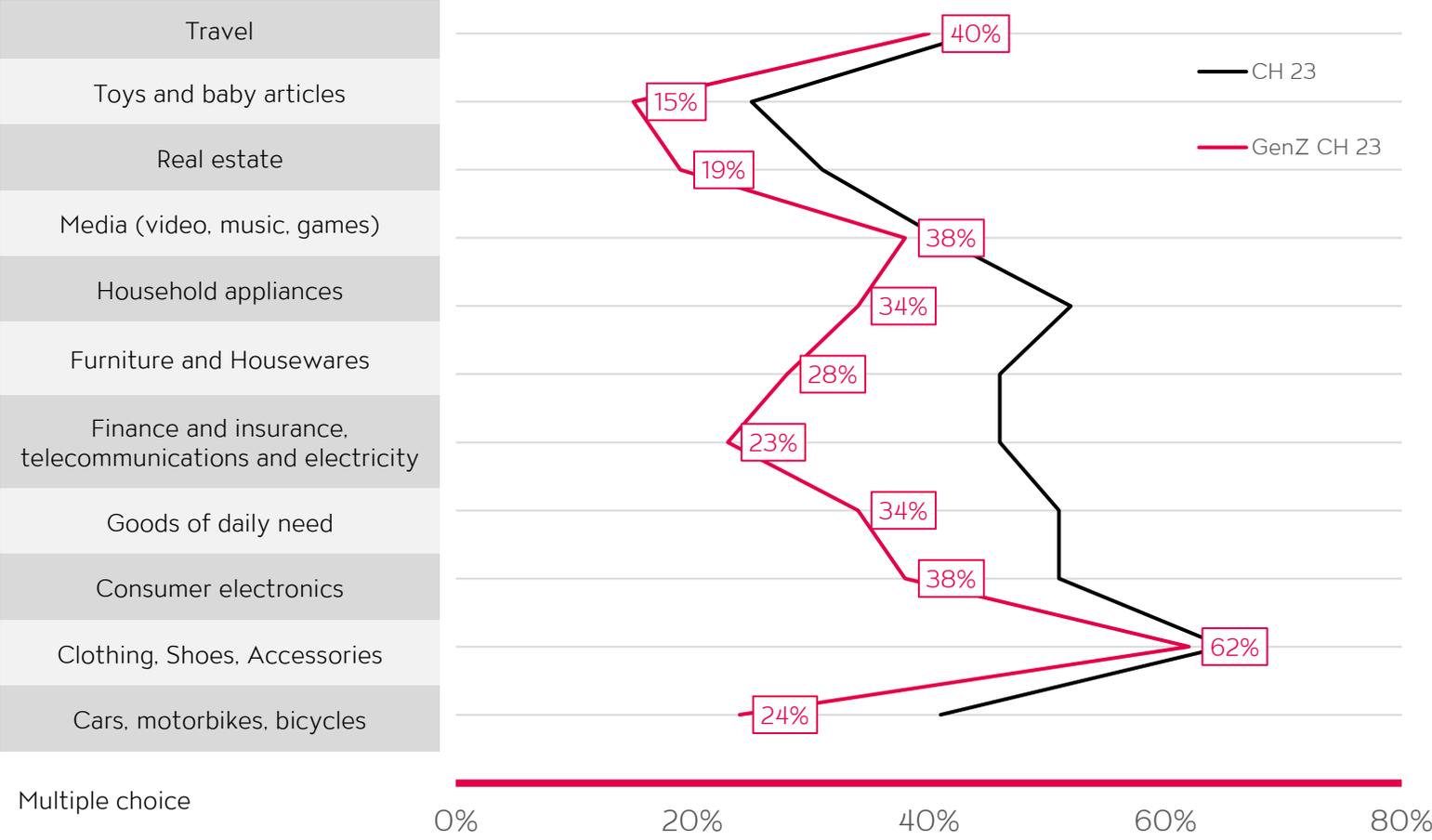


What topics are you personally interested in?

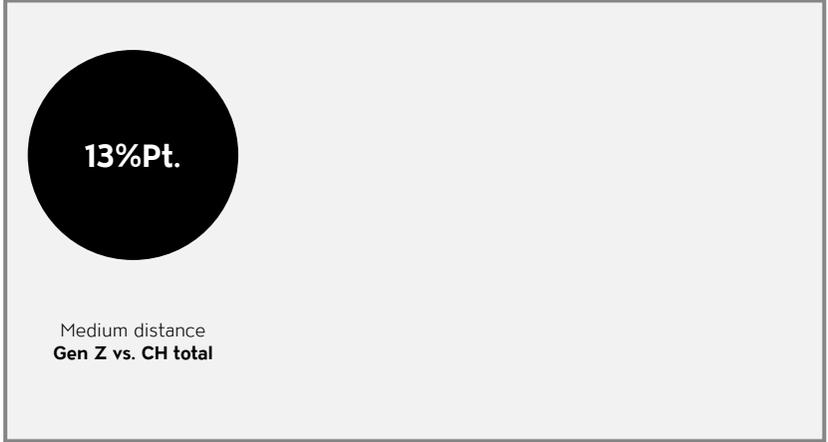


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Purchasing decision-makers

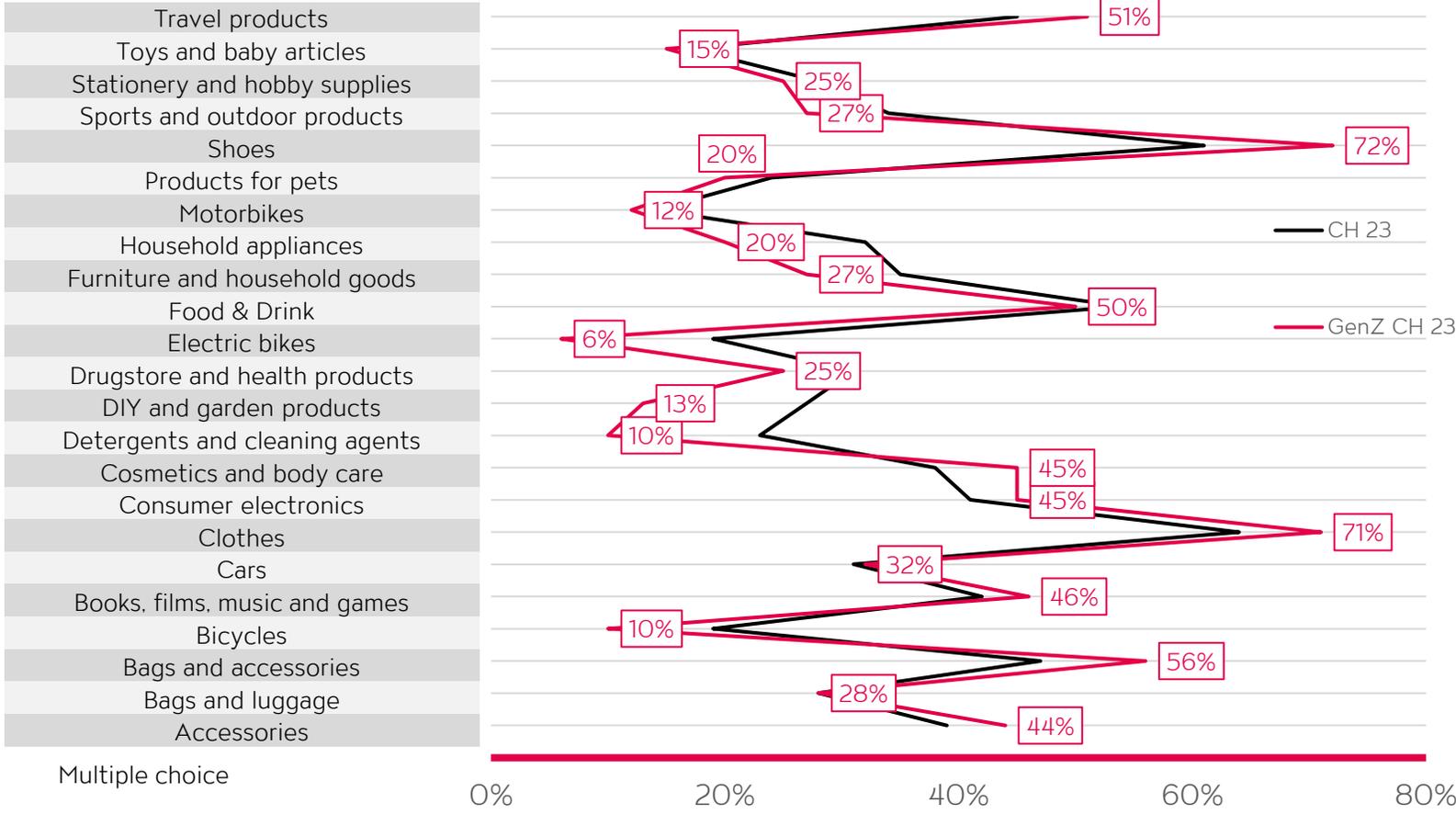


What is the common practice in your household? In which areas do you personally make purchasing decisions?



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Interest in product categories



Which of these products and services are you interested in?

7%Pt.

Medium distance
Gen Z vs. CH total

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4%Pt.

Attitude to digital media

4%Pt.

Attitude to Online Advertising

5%Pt.

Attitude towards Internet

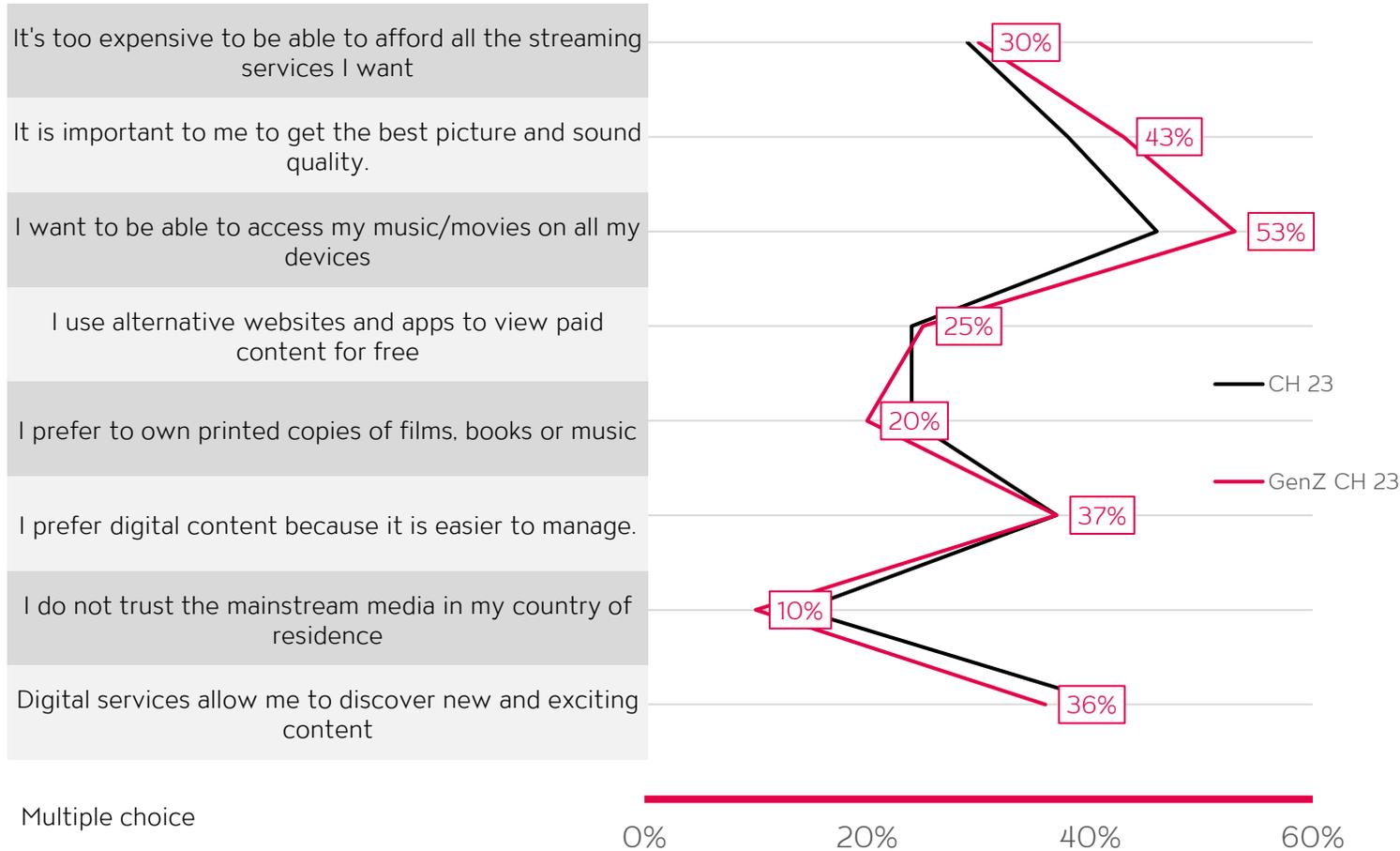
7%Pt.

Monthly media usage

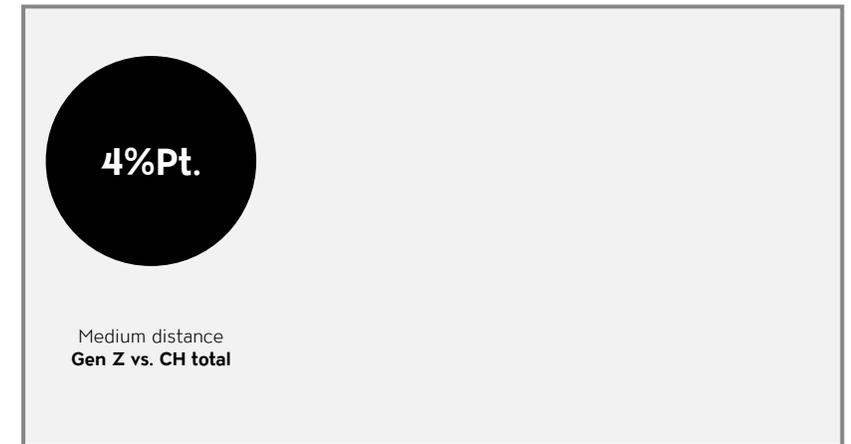
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Attitudes towards digital media

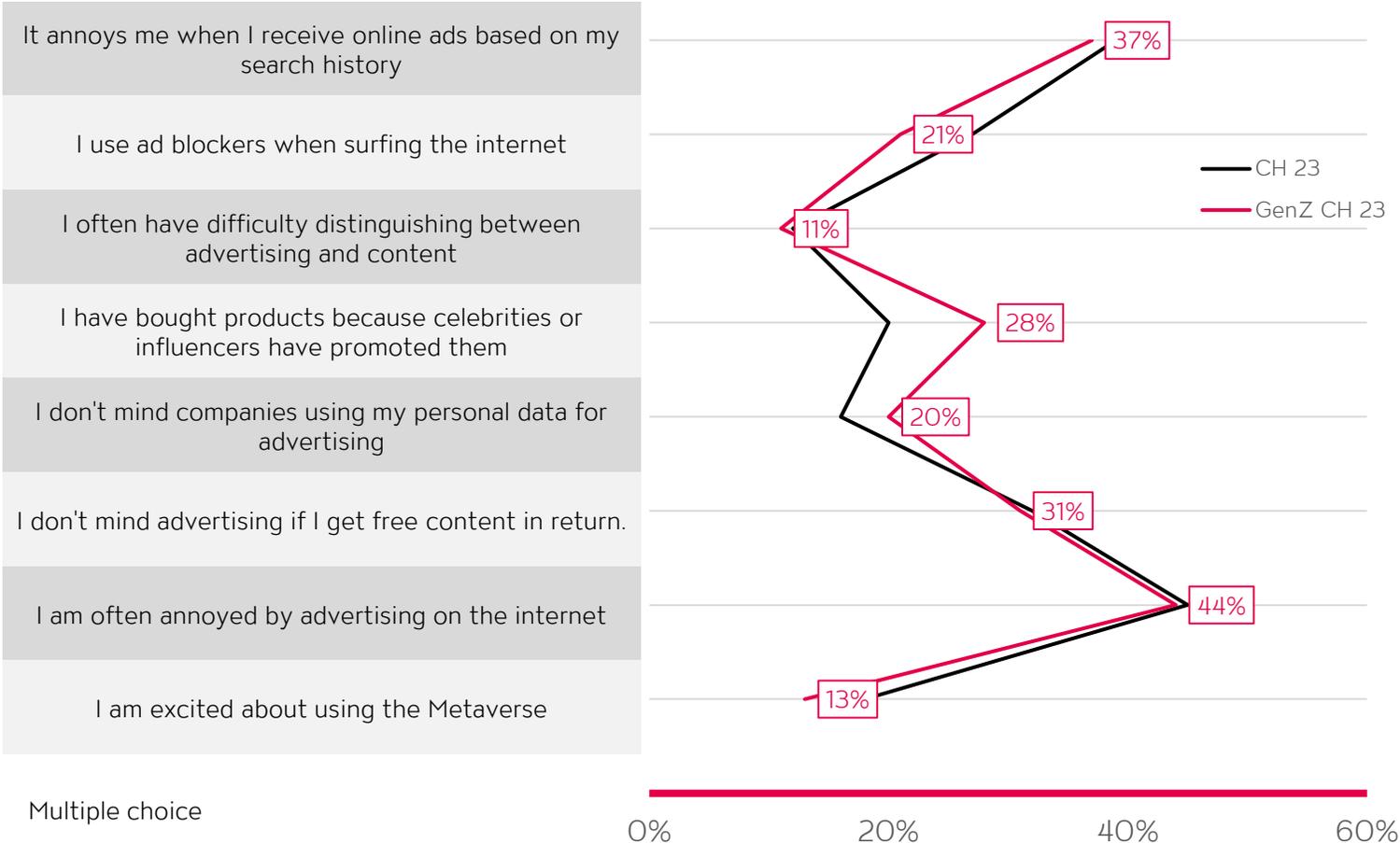


Which of the following statements about music, films and games do you agree with?

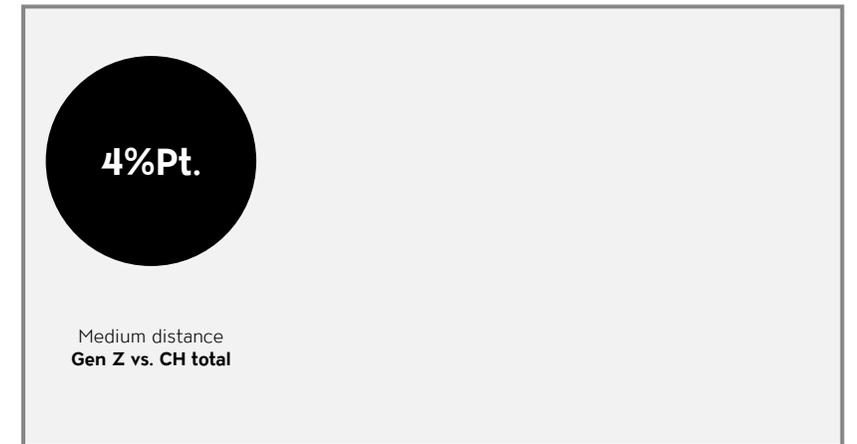


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Attitudes towards online advertising

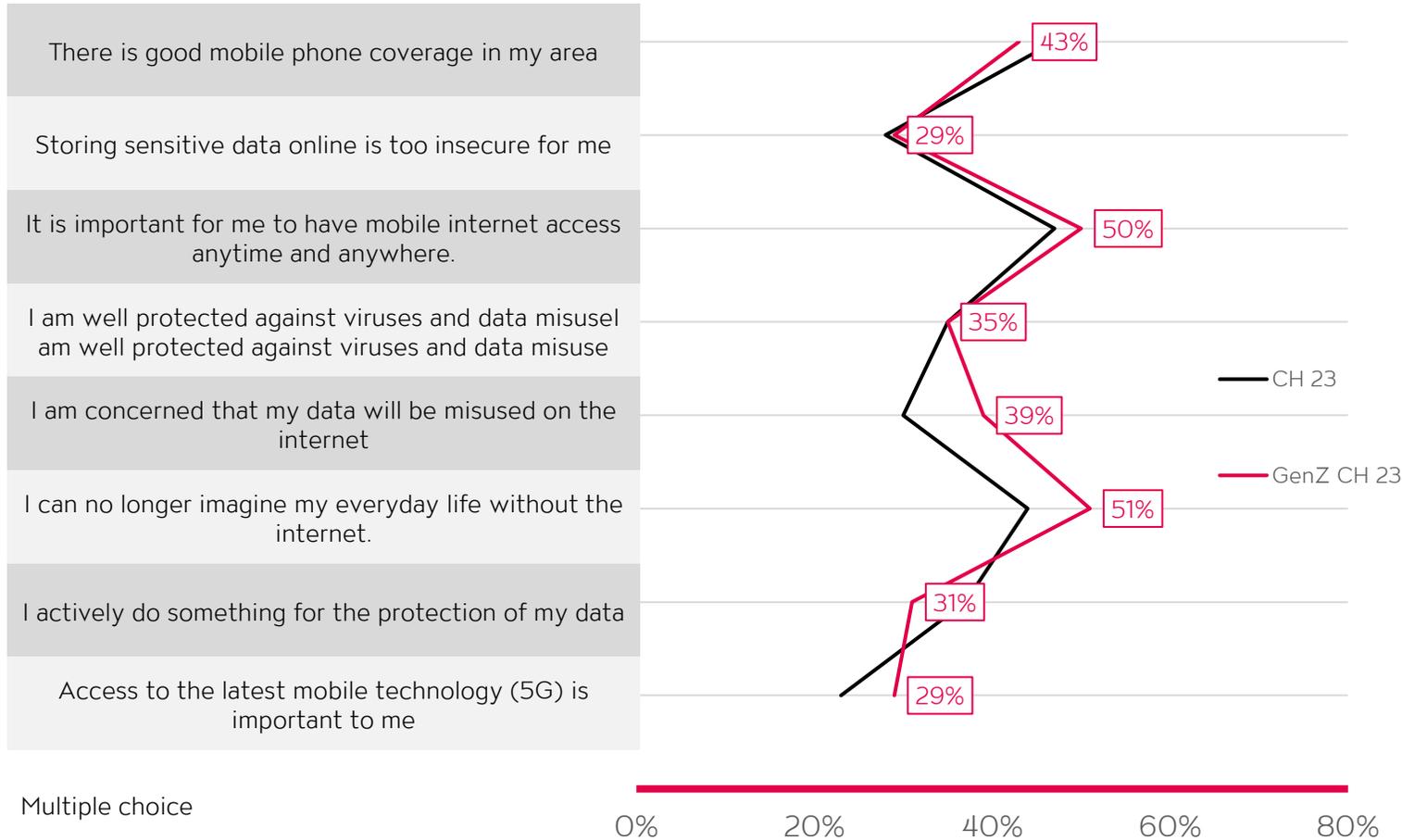


Which of the following statements about online advertising do you agree with?

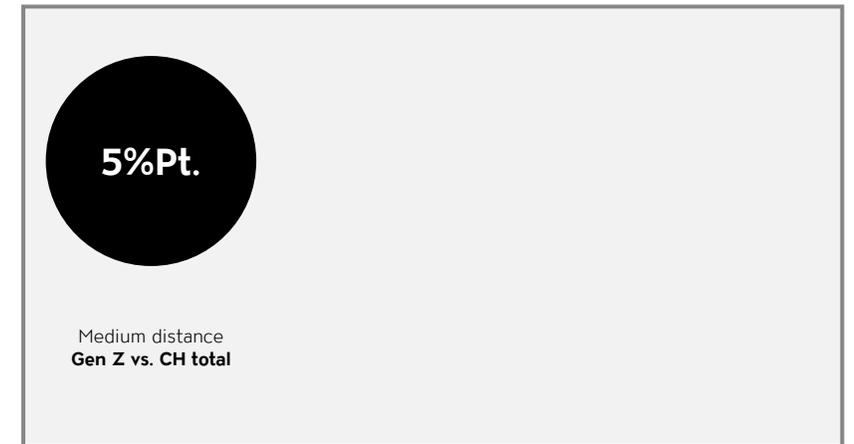


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Attitudes towards the internet



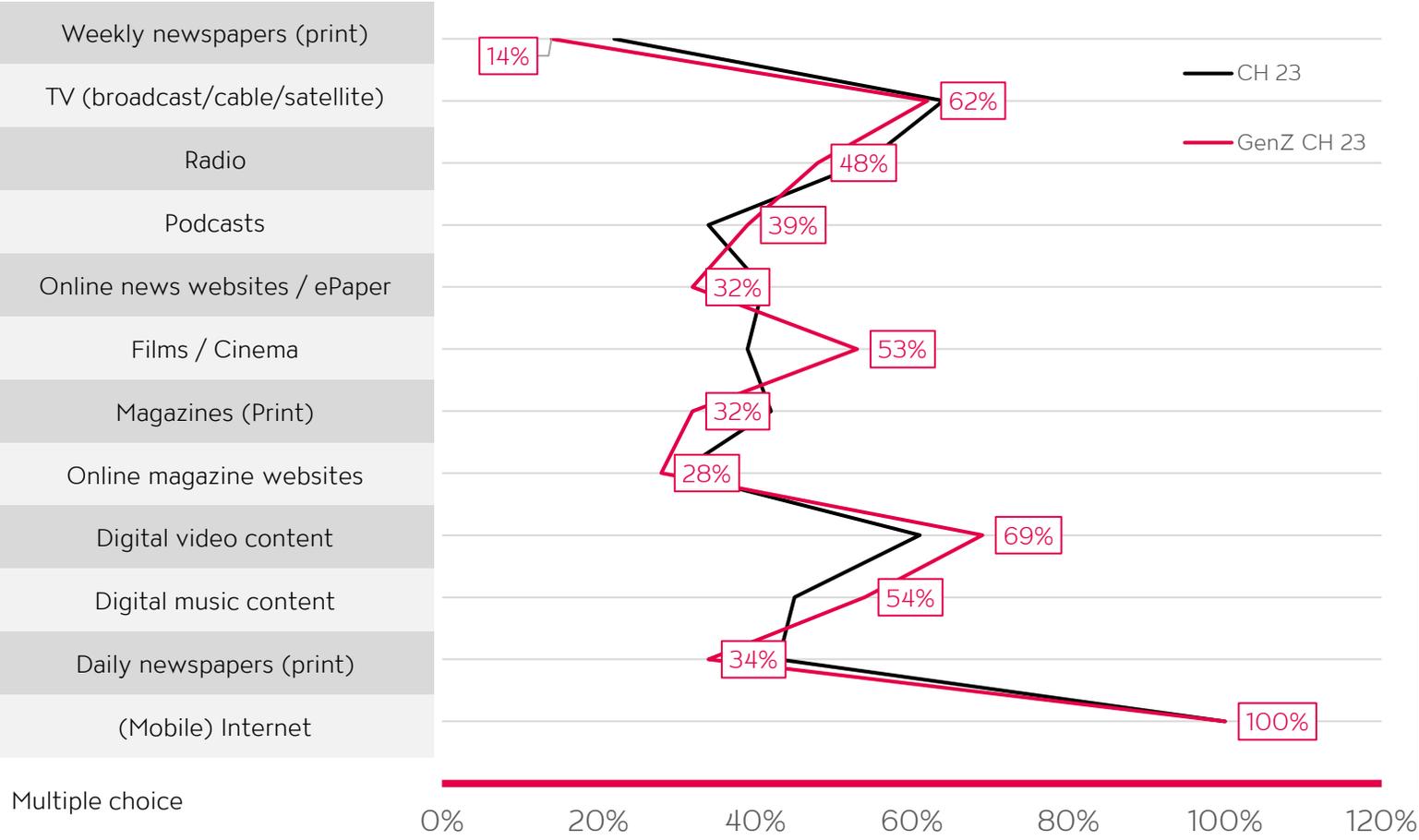
Which of the following statements about the internet apply to you?



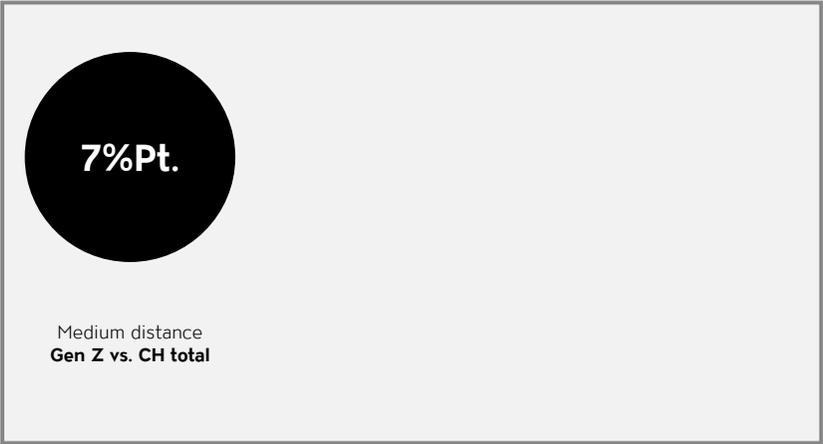
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Media usage

Medium effects, especially in the cinema/print sector. Generally market effects greatest



What kind of media have you used in the last 4 weeks?



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Thank you.

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