

MRG Evening Meeting – May 2022

Gen Z: engaging the silent majority

- Sarah Askew, Innovation Director, Researchbods
- Steven Bird, Associate Director, Researchbods



Gen Z
represent
40%
of global
consumers

McKinsey & Company



But they are
the **most**
difficult to
engage
audience on
panels and
communities

The big questions

We carried out research with over 1100 Gen Z respondents,
over the course of a year



What are their perceptions of MR?



What's important to them?



How can we engage them in
communities?

What are their perceptions of MR?



Market research needs a rebrand



What's the point?



Why should I?

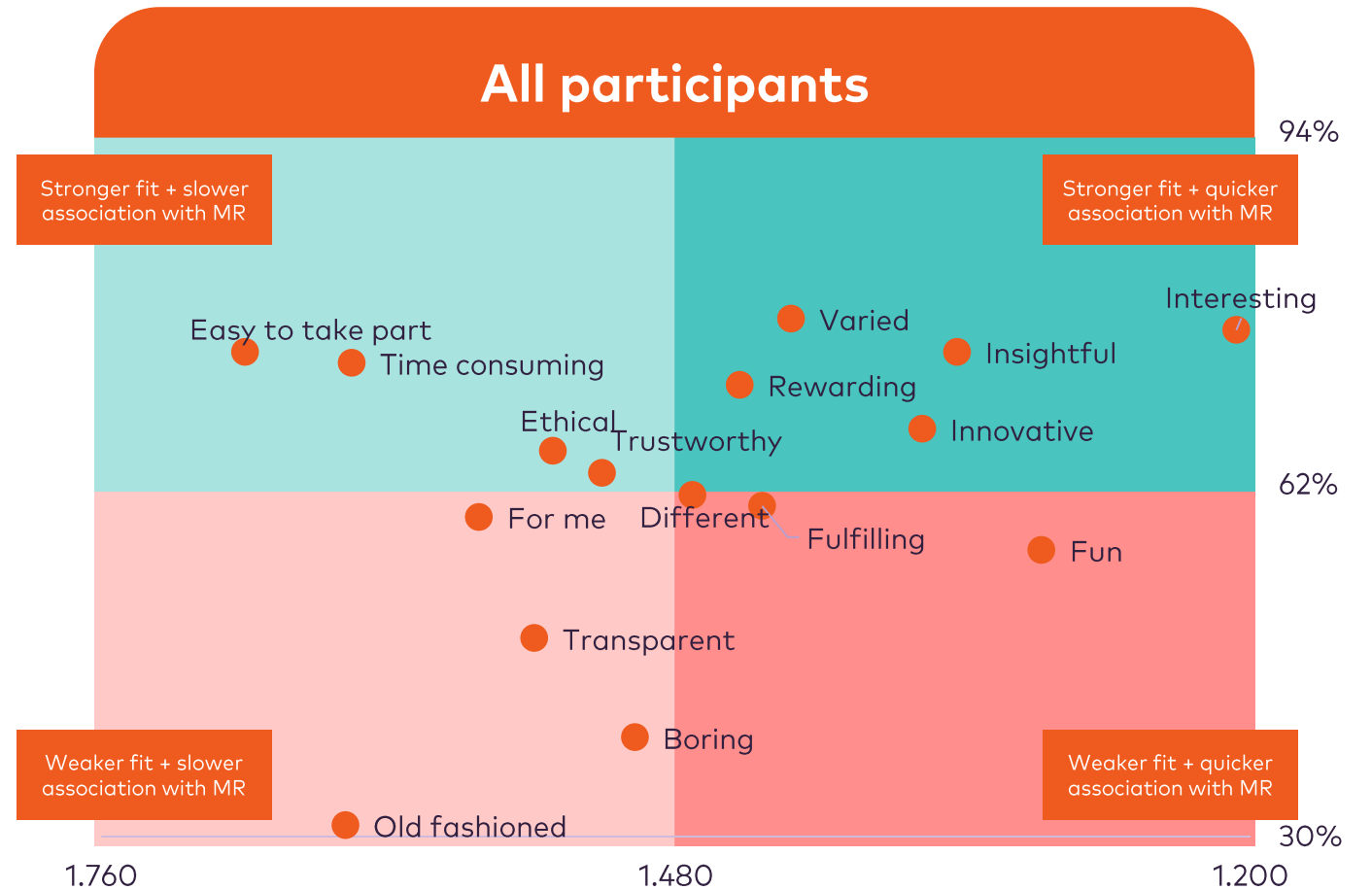


Why would I?

Fun and fulfilment need to be enhanced

"Some of them are so long and ask the same questions over and over again."

"Market research can often feel invasive, and cold. The end result is often statistics and data based and tends to require little human interaction."
Panel member



It's not all doom and gloom – good MR is powerful



It builds human connection, empathy and understanding

"Market research is all about connecting people and acknowledging the opinions of everyone. There is a common unity between everyone."
Panel member



It can facilitate discovery, self-awareness and growth

"Love the feeling which is like when you travel and you discover something new." Community member



Provide purpose and a feeling of shaping the future

"Makes me feel organised and that I have a purpose. I like to sit in a space where I feel productive and useful." Panel member



Tips for task design



**Making it
fun**



**Making it
meaningful**



**Making it
fulfilling**

What's
important
to them?



Data privacy and usage is a big concern

Nearly half worry what will happen to data they share

Rising to 6 in 10 for those who don't currently participate in MR





**Despite avid use
of TikTok, Gen Z
are not always
comfortable
content creators**



The top 3 motivations to take part



The 'side hustle'



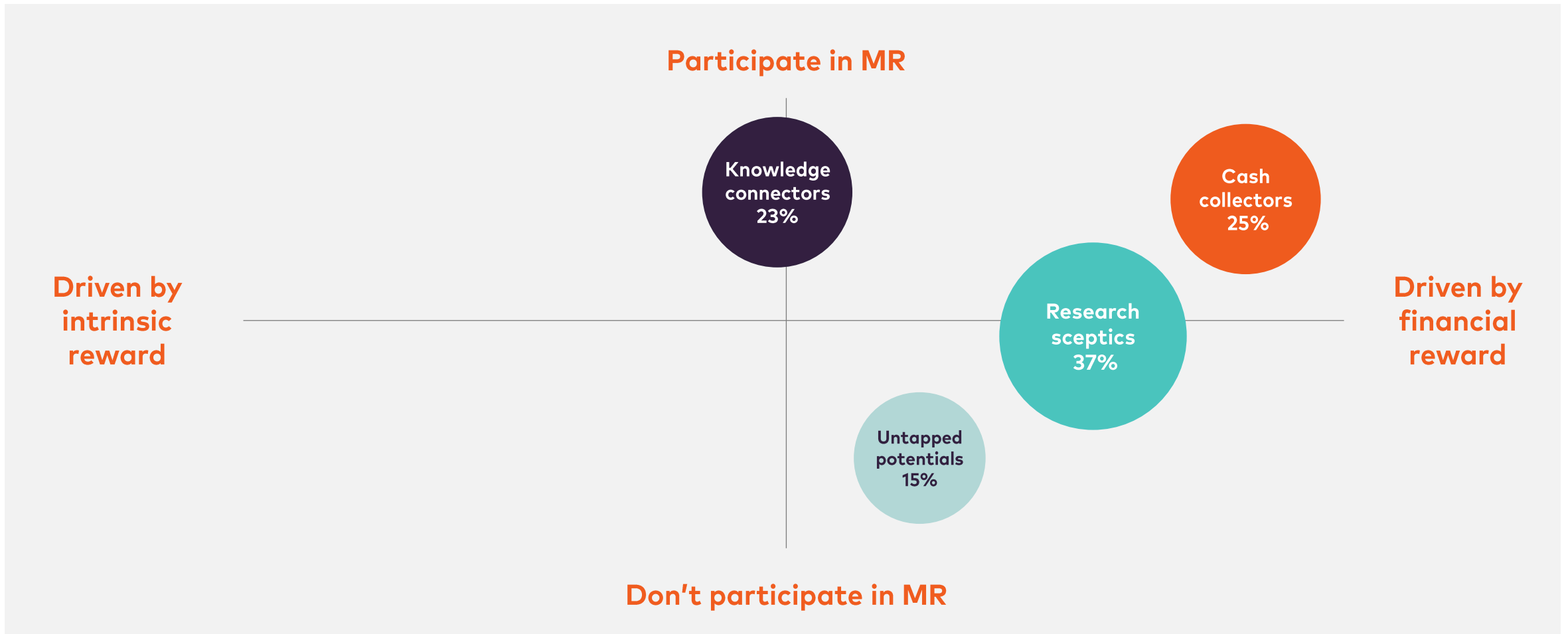
Knowledge exchange



Influence + altruism

Our Gen Z segmentation

It's important to recognise the sub-segments



How can
they be
better
engaged?



3 rules of Gen Z community engagement

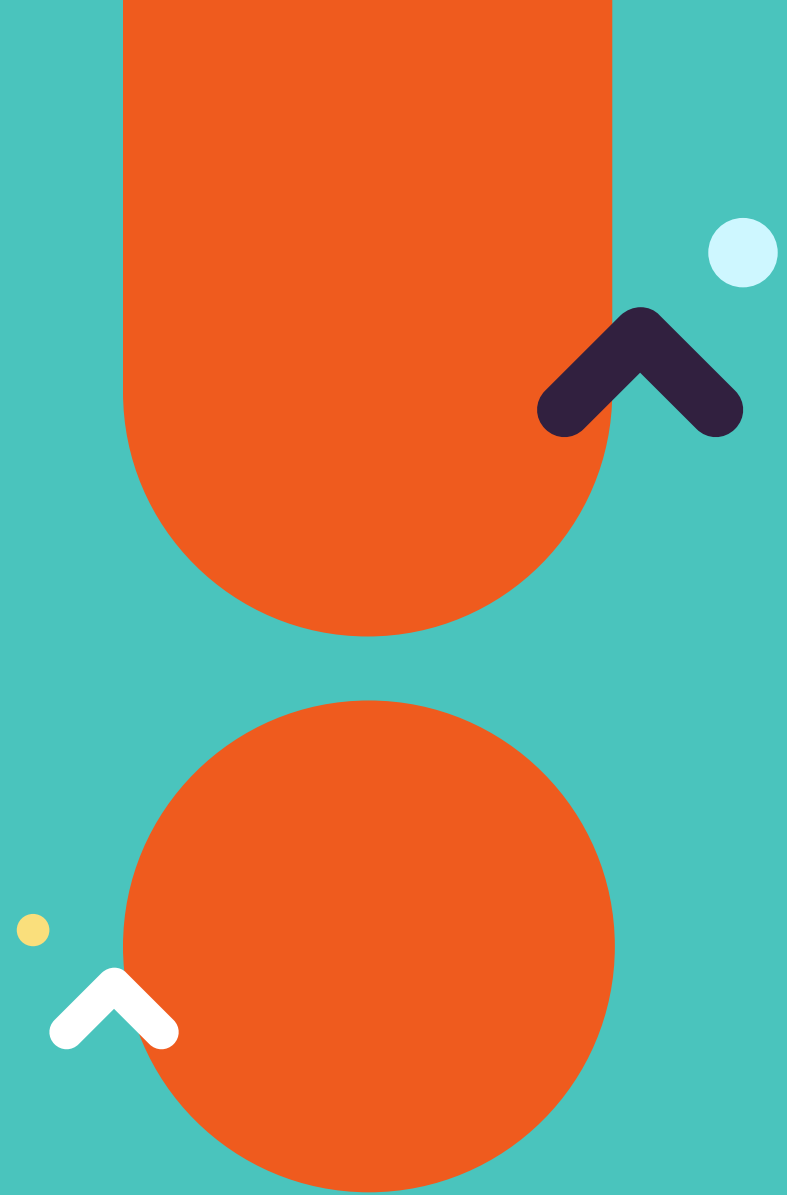
01. Demonstrate transparency
02. Close the feedback loop
03. Segment and tailor activities



Winning with Gen Z through communities

Interested in knowing more?

Sign up to our webinar on 16th June, for an extended version of results and launch of our Gen Z playbook



Any questions?

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