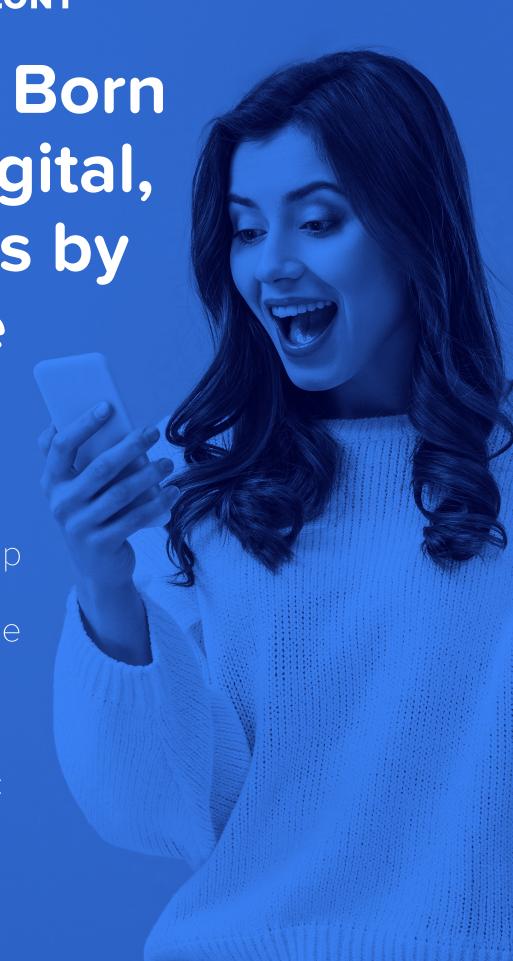


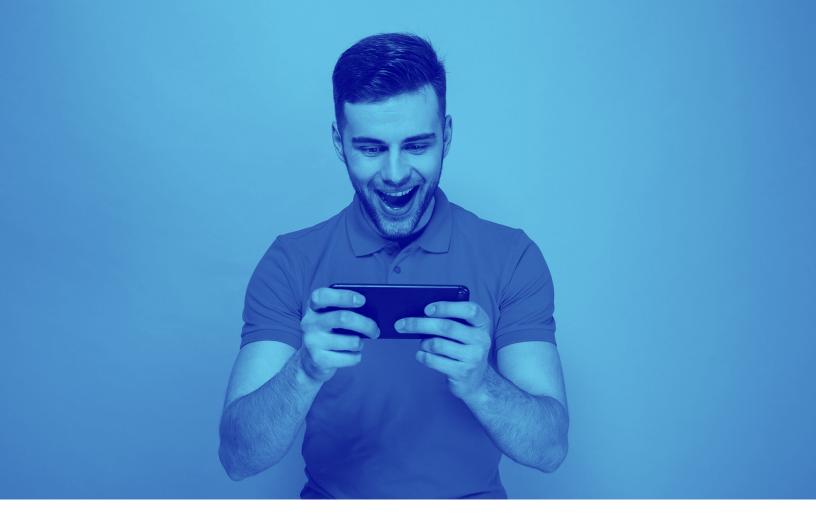
Gen Z: Born into Digital, Gamers by Choice

How the digital natives of the 18-24 age group consciously embrace mobile games

Data provided by:

DISQO





Generation Z, or "Gen Z,"

is mostly known for its global connectedness, having been born into the technology era and being entrenched in the digital world since the moment they became aware. They are everpresent online, from messaging to social networks, and their smartphone is an extension of their self in a way that previous generations will never match.

Their mobile devices are the gateway to unlimited information, access to global trends from fashion to politics, and are how they communicate with friends – and strangers, too. This might be the first generation that can say they met their best friend online.

The youngest of this generation is graduating from high school around this time, and while technically an adult, many still think of them as the teens and tweens they were just a few years ago, responsible for the explosion of Tik Tok and "cancel culture." But as a group they are influential not just in their videos and tweets, but in their spending.

Gen Z represents about \$100 billion in spending power as a group, and as they continue to enter the workforce, their disposable income will only increase.

Gen Z is a distinct group, not just a younger version of a Millennial

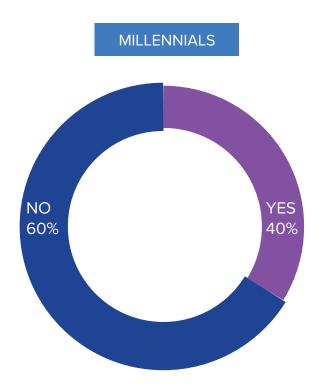
Perhaps because the term "Millennial" came into play while many of the group were still in their twenties, marketers have often made the mistake of grouping the two together. But there are distinct differences that we discovered while creating our 2020 report on mobile gaming, in partnership with Disgo.

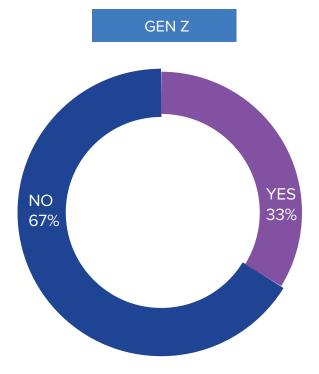
Millennials were not born into digital – they adapted to it during their formative years, just as they adapted to the changing economic landscape during the Great Recession. When we asked Millennials, for instance, about whether or not they identify as a gamer, 4 out of 10 gave a resounding "yes." This is likely due to the fact that during their childhoods, console games were a popular form of entertainment, and so as mobile phones became a secondary – and now for many, a primary – way to play games, those who wanted to play made the shift. They opted in to mobile gaming and thus would call themselves gamers.

Gen Z, on the other hand, have only known a strong economy with record-low unemployment, and as COVID-19 has reshaped the world economy and socio-political environment, they will also be needing to adapt and accept an uncertain future. We've already observed massive shifts in behavior among all age groups as our in-person experiences disappeared and we became more reliant on digital channels like mobile for entertainment and communication. But when we asked Gen Z'ers if they identify as a gamer, fewer said yes – just 32.8%.

Are you a gamer?







We think this discrepancy is because Gen Z consumers do not think that playing mobile games, no matter how frequently or how long, makes them a "gamer." Mobile games are simply a part of their digital lifestyle, an app experience they seamlessly switch to and from other apps, either other games or those in categories like social, news or utilities.

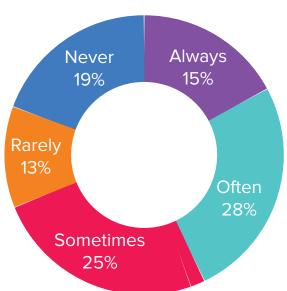
This is just one example of nuances we found in the digital behavior of Gen Z, specifically how it sets them apart from Millennials. While these differences are relatively small, we as mobile marketers are in the business of noticing minute differences because that is how we build extraordinary targeting – by tweaking and optimizing based on data, creating highly effective campaigns for advertisers. We hope that the findings in this report will help all marketers home in on Gen Z as their target for mobile app campaigns and beyond.

MULTITASKING is the norm

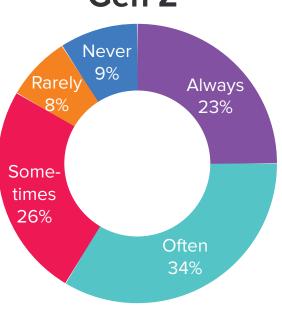
Similar to Millennials, Gen Z are multitaskers. The majority (57.8%) said they are either "always" or "often" multitasking while playing mobile games, with just 8.6% saying they never multitask.

How often do you multitask while playing mobile games?

General Population



Gen Z



Where Gen Z differs from Millennials and all other age groups is in what they are doing while playing mobile games. Across all age groups, 60% of users watch TV while playing games, and in the middle-age demographic, it's even higher. But Gen Z has less interest in TV, instead their top activities are listening to music and eating or cooking while playing games:

Most Popular Activities (Multitasking)



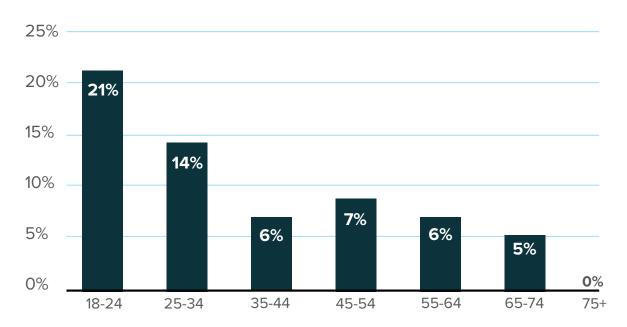




More games, longer session times

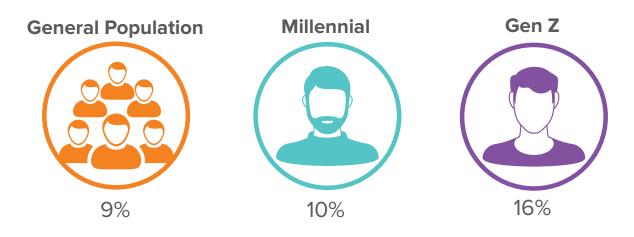
Gen Z'ers are truly mobile game consumers: They have more games on their phone than any other age group, and they are downloading new games constantly.

Many Gen Z'ers have more than 10 games on their phone



Just 7% have no games at all, compared to Millennials – just over 13% of them are gameless.

Who has downloaded a new game within the past day?



Who is downloading mobile games several times a week?

General Population



Millennial



Gen Z



16%

They also play for longer periods of time, with the sweet spot being around 11-20 minutes – but a good portion (16%) are playing for more than an hour at a time.



Nearly half (47%) of Gen Z'ers play mobile games from 11-30 minutes at a time.



Who is playing for more than one hour at once?

General Population



Millennial



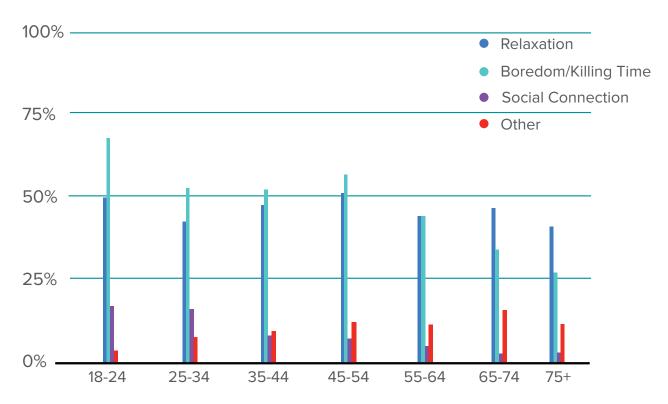
Gen Z



Games for entertainment, relaxation – and to fight boredom

Across all those surveyed, the top three reasons people played mobile games was for entertainment (67%), to fight boredom or kill time (52%), and for relaxation (47%). While these were the top three for all demographics, we found that Gen Z over indexes for all, and particularly for boredom, we saw a decline with age, so the older people get, the less likely they are to play due to boredom.

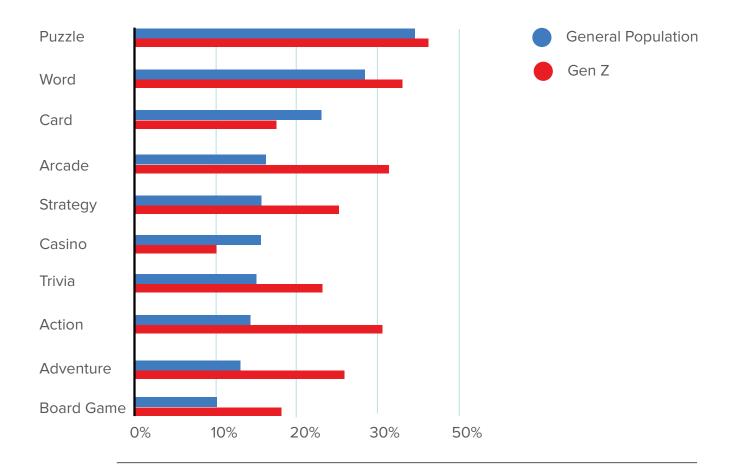
This is interesting for marketers because psychologists <u>observe</u> that online shopping, which involves hunting for, discovery and acquisition of something new, can boost serotonin levels. Particularly during extended periods at home, such as during COVID-19 lockdowns, <u>consumers will do more online shopping</u> to break the monotony. When consumers are bored, they are easily triggered by stimuli like price, easy access and free delivery. So for e-commerce brands looking to reach Gen Z consumers, now is the time – and mobile games are the place to be.



Another interesting finding is how Gen Z uses mobile games for social connection more so than other age groups. While some might think of someone playing a game as escaping reality, "disappearing into their phone," so to speak, for Gen Z it is less about disconnection and more about bringing them closer to others, with 15.5% saying social connection is a reason they play, vs. just 8% of the general population.

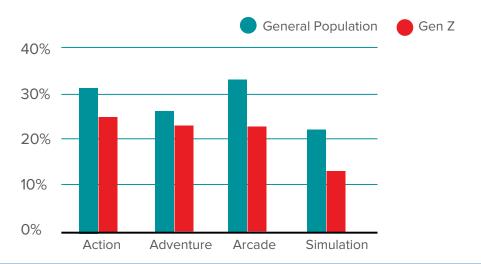
Where Gen Z differs in game category preferences

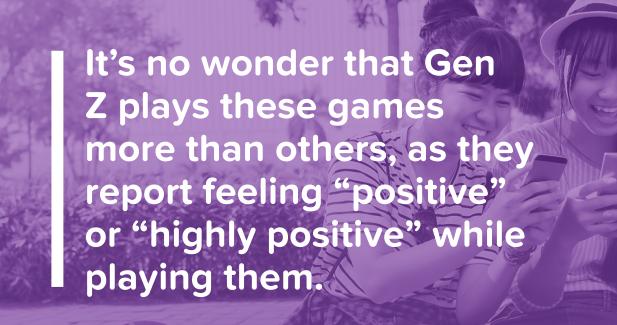
Puzzle and Word games are highly popular among all age groups, including Gen Z, but after those top two, we noted a distinct difference in their preferred types of games:



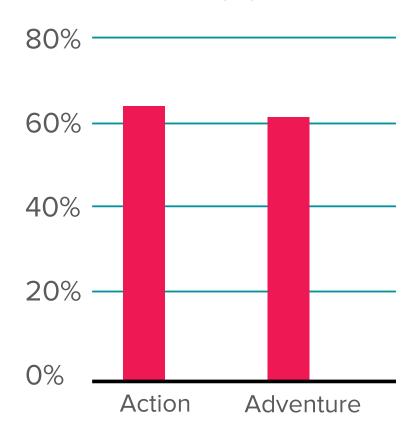
They enjoy Arcade, Action and Adventure games far more than the average, and even significantly more than Millennials.

Gen Z also enjoys playing Simulation games more than the average mobile user, and more so than Millennials, too.





Feel "positive" or "highly positive" while playing

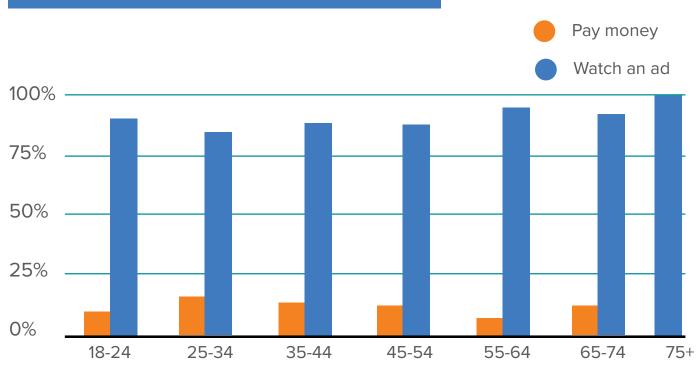


Only 13.8% of Gen Z'ers felt extremely positive while playing Card games, which explains why compared to other age groups, the category is less popular. It is likely that Gen Z simply does not have the memory or experience of real, in-person card games to drive interest in the digital version of that type of game.

Gen Z'ers will watch ads in order to get in-game rewards

Compared to other generations, the youngest group (18-24) and the oldest (75+) are most likely to want to watch an advertisement within a mobile game when it means getting rewards that they would otherwise have to pay for:





Gen Z also over indexes on what they most want in exchange, which for all groups is in-game currency and extra lives or chances. Nearly half of those surveyed noted these two things as the best rewards for watching ads, and for Gen Z it was 69% and 62% respectively.

However, Gen Z also expressed more interest in the rewards of in-game power-ups or boosts, both those for immediate use (45.7%) and those that can be stored and used when needed (41.4%). Other age groups were less interested in these rewards, with about 28% saying they valued those enough to watch an ad to receive them.

