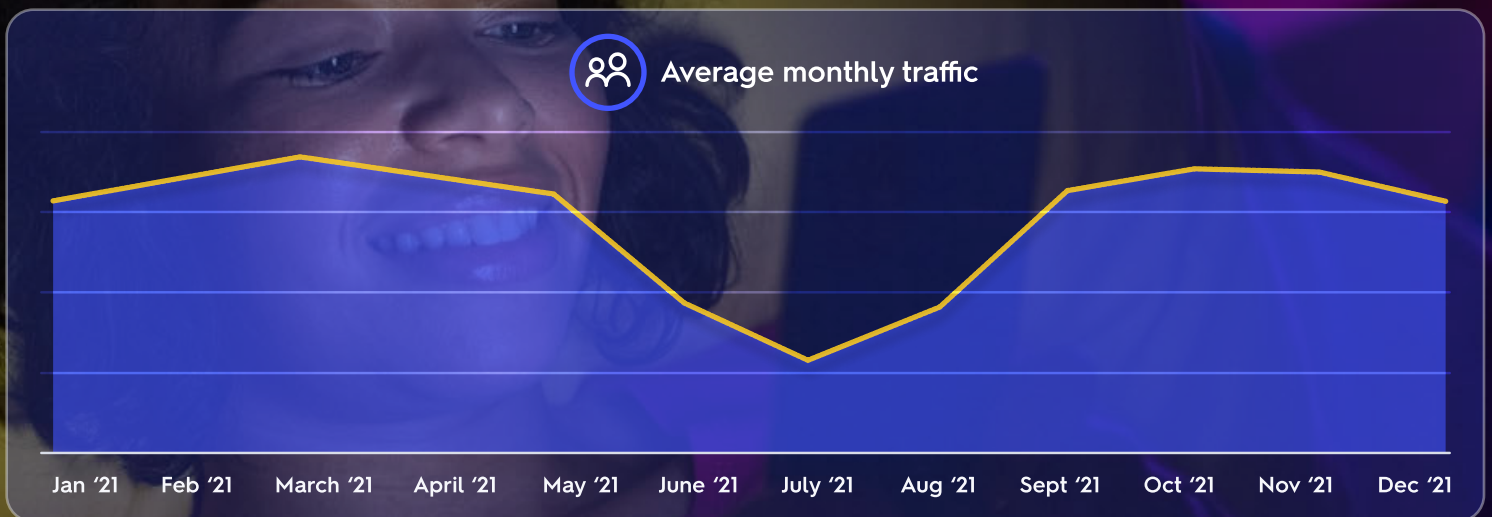


## Gen Z's relationship with consumer electronics

### Top 3 insights consumer electronics brands need to know about Gen Z

Gen Z has grown up with technology at its fingertips, thanks to consumer electronics products that are critical to their everyday lives. With 90% of Quizlet's audience comprised of Millennials and Gen Z<sup>1</sup> who spend 133% more minutes on Quizlet than the average internet site<sup>2</sup>, there's a unique opportunity for consumer electronics brands to connect with this key demographic. This is especially true during popular shopping moments like: back-to-school, finals and holidays, and midterms and spring break, where we see increased traffic on the site. Check out three key insights below to better understand Gen Z's relationship with consumer electronics and what it means for your brand.



Source: Quizlet Internal Data, 2021, Global Traffic

## Insight 1 Gen Z consumer electronics purchases are functional and intentional

### Gen Z expects high performance from consumer electronics, driven by their affinity for convenience.

Based on our recent poll of Gen Z, the majority of respondents said the most frequent reason they buy new tech is that it's old or too slow. With the shortest attention span of any generation, they want to replace slow or underperforming tech immediately, creating an opportunity for brands to leverage Quizlet to promote why their products can be the solution to Gen Z's tech woes.



### What is the most frequent reason you buy new tech?

Old or too slow 51%

Broken devices 23%

Just wanting what is new 17%

For school, fitness, etc. 9%

Source: DCDX 'The Loop' Gen Z Panel June 6, 2022 n= 1026 respondents

#### Sources:

1 Quizlet US Demographic Survey, 2021

2 Comscore Media Metrix® Multi-Platform, Education, Persons 18-34, February 2022, U.S.

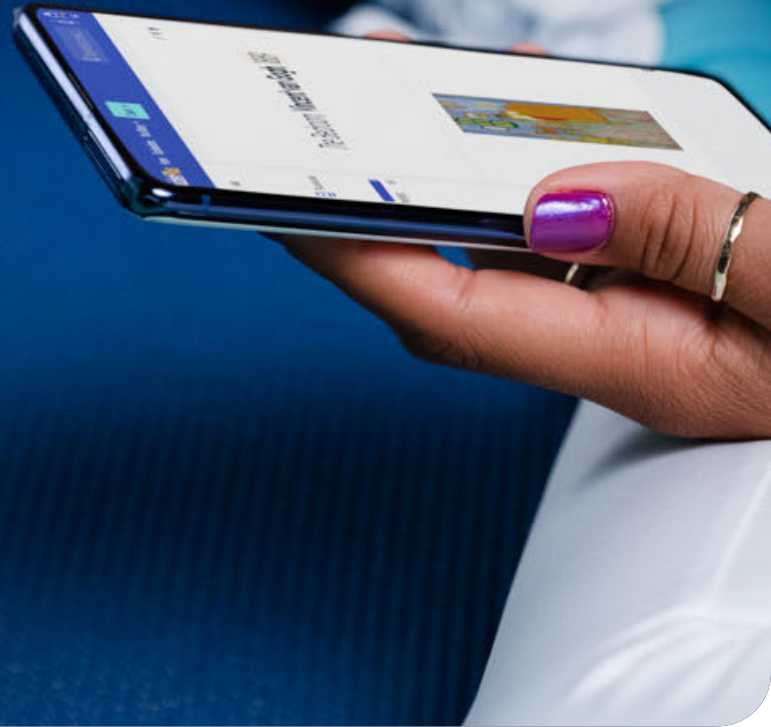
This sample of 1026 respondents is representative of Gen Z, spanning between the ages of 14-26 across, races, genders, geographies and socioeconomic status. June 6, 2022



## Insight 3

# Stand out to Gen Z around back-to-school and holiday seasons

For Gen Z, buying new consumer electronics is usually reserved for special events like back-to-school, holidays or big sales events like Amazon Prime Day, Black Friday, and Cyber Monday. Brands should engage with them during these key shopping moments on the platforms where they spend the majority of their time.



When are you most likely to get new tech products?

Around holidays / big sales	48%
For back-to-school	31%
When a new product drops	12%
Other (Swipe up)	9%

n=842 respondents

Source: DCDX 'The Loop' Gen Z Panel June 6, 2022

Want to connect with Gen Z and Millennials on Quizlet in an authentic and impactful way?

Reach out to [partnerships@quizlet.com](mailto:partnerships@quizlet.com) to learn more about our offerings.



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