



Audience Research: Students That Attend Large Universities

A research report on 19-22 year old college students in the United States that attend large universities.

Objectives: To better understand the background and concerns of the marginalized in the US.

Why Students in Large Universities? For students that attend large universities (50K+ enrollment), it can be difficult to make genuine connection and very easy to get lost in the crowd. We desire to understand these students and engage them in unique ways.

What we'll learn:

- Overview of Who Gen Z Is
- Gen Z College Students Values
- Gen Z College Students Faith
- Gen Z College Students Communication Style
- Audience Demographics
 - The audience has been tailored to 19-22 year old students that attend Large Universities (50k+ enrollment) with no knowledge of Cru.



Generation Z (or Gen Z) defines anyone born after 1995. As of 2018, nearly all of the Millennial Generation is past college age. We need to understand Gen Z college students as a completely new segment with their own values, ideas, and desires.



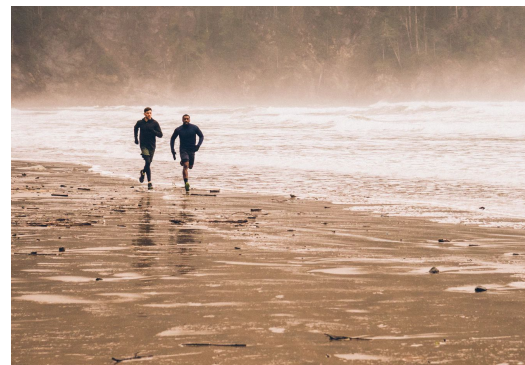
Poverty

36% of college students struggle with affording basic needs such as food or housing. 9% of college students are homeless.



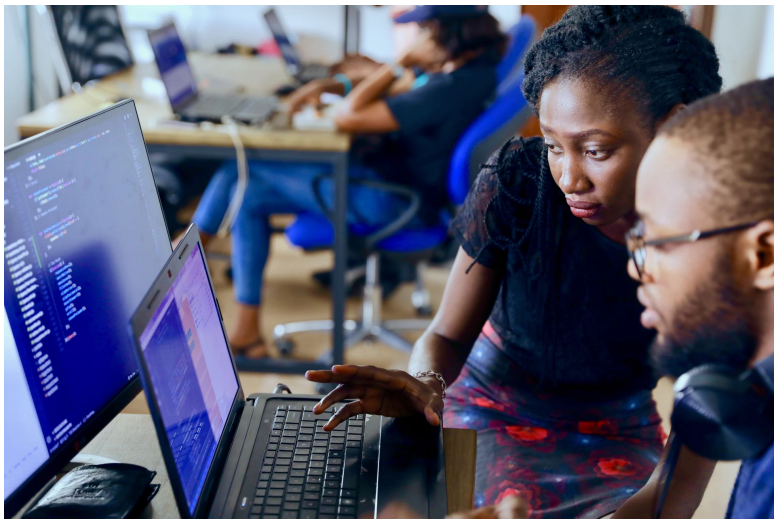
Mental Health

Issues like anxiety, depression, suicide, and addiction plague college campuses. Around 1 in 4 students has a diagnosable mental illness, but only 35% receive treatment.



Physical Health

Gen Z makes up just 27% of the sexually active population, but account for 10M new STD's in the U.S. each year. 20% of college students are uninsured & 72% of students have difficulties finding affordable health insurance.



Generational Values:

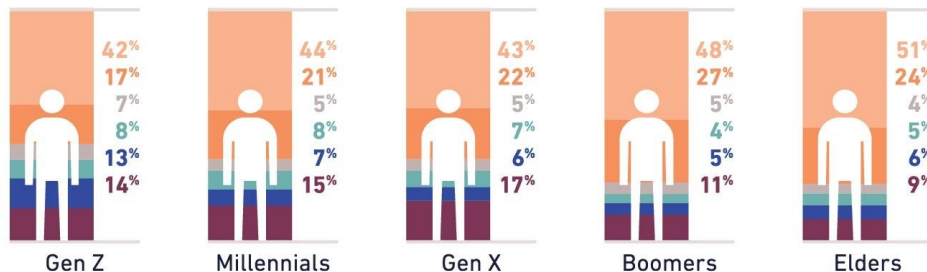
- Independence
 - Personal success and independence are extremely important to Gen Z. While they are open to receiving assistance, they want autonomy in their decisions and actions.
- Diversity and Equality
 - According to the US Census Bureau, almost 50% of Gen Z is non-white. They are strong proponents of racial equality, gender equality and lgbt+ equality.
- The Digital Natives
 - Generation Z is the first truly digitally native generation. They still value personal time and connection, but engage in these activities in unique and creative ways.
- Strong Voice
 - They are strong advocates of social issues and highly value having a platform to make their voices heard, especially through social media and even campus demonstrations/protests.



U.S. Religious Identity 2018

Which of the following best describes your religious faith?

- Christian (non-Catholic)
- Catholic
- Other faith
- Agnostic
- Atheist
- None of these



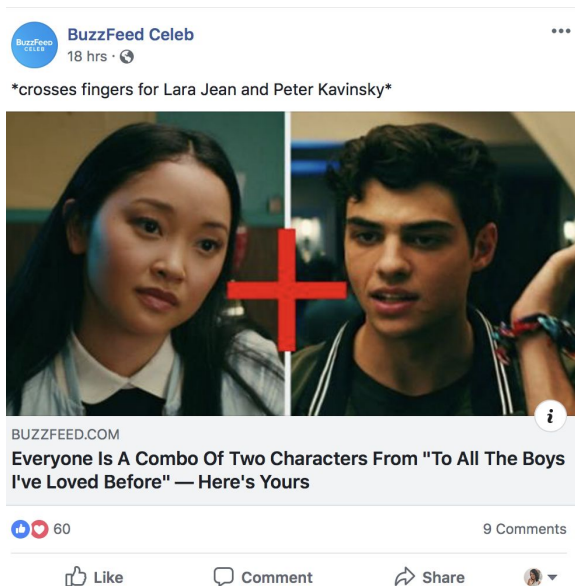
U.S. teens ages 13–18, $n=1,490$, Nov. 4–16, 2016. U.S. adults 19 and older, $n=1,517$, Nov. 4–16, 2016.

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“For Gen Z, “atheist” is no longer a dirty word: The percentage of teens who identify as such is double that of the general population (13% vs. 6% of all adults). The proportion that identifies as Christian likewise drops from generation to generation.”

- Barna 2018

Vlog formats on Youtube



Interaction with
trending topics



Emerging
platforms like
stories & twitch

Definition



AFFINITY

What is distinctive of your target audience in comparison to the average consumer?

REACH

What percentage of my audience falls into this category (interest / trait / demographic)?

PENETRATION

What percentage of Americans possess this interest / trait / demographic and also belong to my target audience?

Examples

AFFINITY

Those that are interested in Religious Books are 3x more likely to be Music Lovers than the average U.S. consumer

REACH

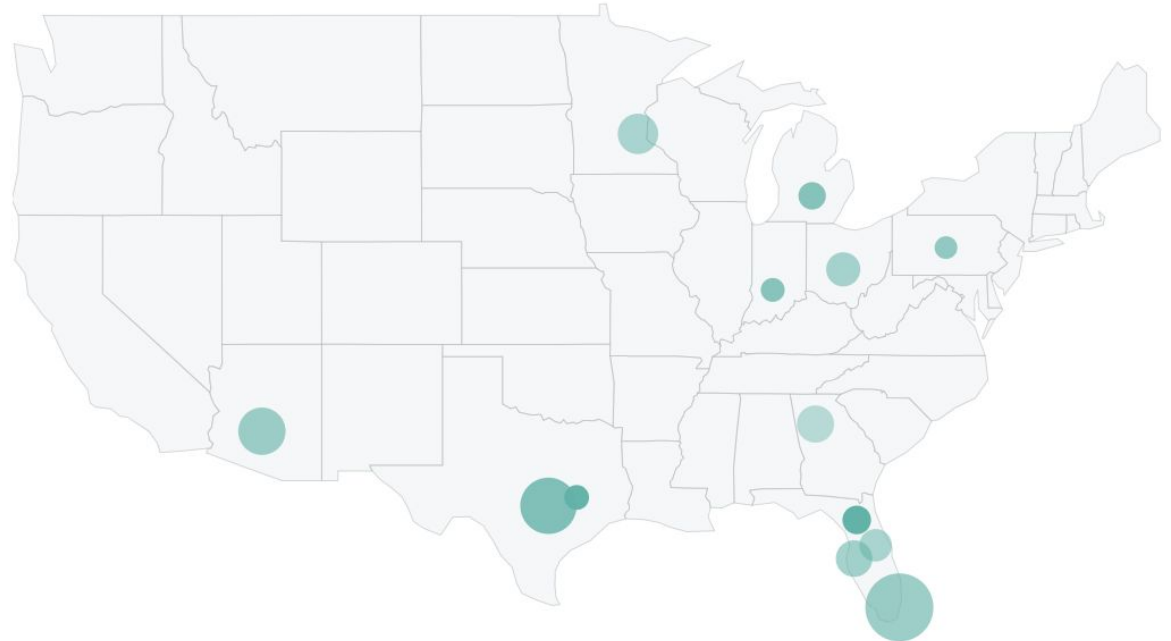
15% of interested in Religious Books are also Music Lovers.

PENETRATION

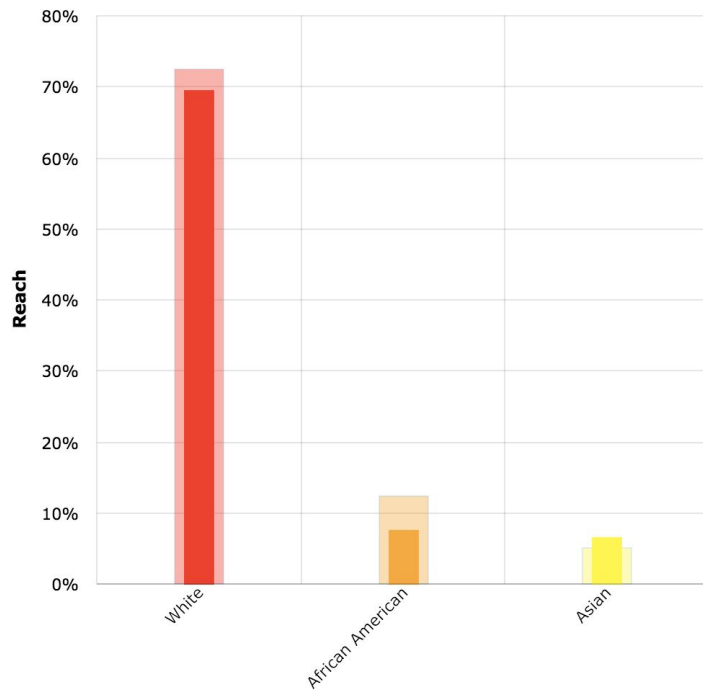
Of those in the U.S. that are Music Lovers, 0.05% are interested in Religious Books.

We chose the top 14 universities in the country that had at least 45K+ enrollment in 2017.

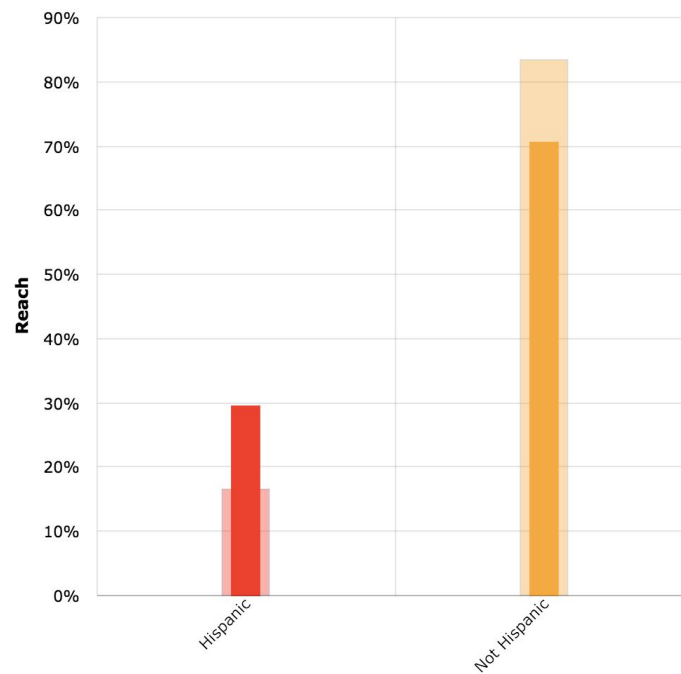
- Texas A&M University
- University of Central Florida
- The Ohio State University
- Florida International University
- University of Florida
- University of Minnesota
- University of Texas at Austin
- Arizona State University
- Georgia State University
- University of South Florida
- Penn State
- Michigan State University
- Indiana University



Race



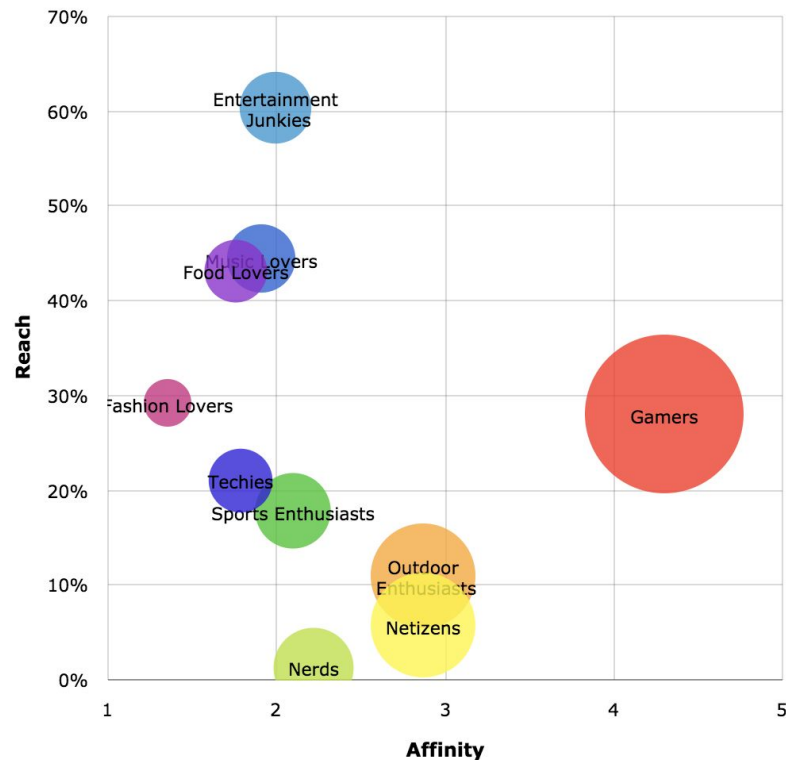
Ethnicity



Large University Audience: Interests

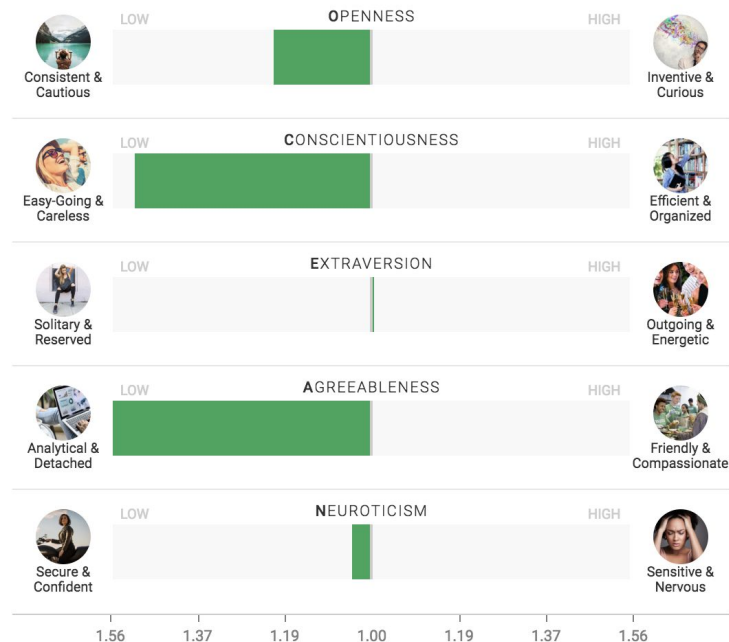
August 2018

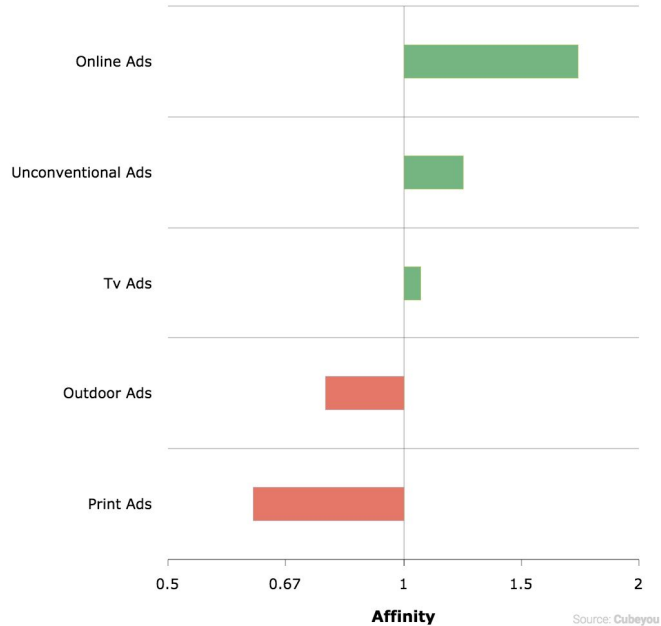
#	NAME	PENETRATION	REACH	AFFINITY
1	Gamers Lifestyles > General Lifestyles	0.23%	27.95%	4.30x
2	Outdoor Enthusiasts Lifestyles > General Lifestyles	0.15%	10.87%	2.88x
3	Netizens Lifestyles > General Lifestyles	0.15%	5.70%	2.87x
4	Nerds Lifestyles > General Lifestyles	0.12%	1.22%	2.22x
5	Sports Enthusiasts Lifestyles > General Lifestyles	0.11%	17.75%	2.10x
6	Entertainment Junkies Lifestyles > General Lifestyles	0.11%	60.36%	2.00x
7	Music Lovers Lifestyles > General Lifestyles	0.10%	44.30%	1.91x
8	Techies Lifestyles > General Lifestyles	0.10%	20.98%	1.79x
9	Food Lovers Lifestyles > General Lifestyles	0.09%	43.10%	1.76x
10	Fashion Lovers Lifestyles > General Lifestyles	0.07%	29.10%	1.36x



The Big Five personality traits, also known as the five factor model (FFM), is a taxonomy for personality traits. These personality traits include Extraversion, Emotional Stability, Agreeableness, Conscientiousness, and Openness to Experience (Murray R. Barrik, Personnel psychology).

#	NAME	PENETRATION	REACH	AFFINITY ▾
1	Analytical & Detached Personalities > Big Five	0.08%	59.81%	1.56x
2	Easy-Going & Careless Personalities > Big Five	0.08%	64.73%	1.51x
3	Consistent & Cautious Personalities > Big Five	0.06%	71.06%	1.21x
4	Secure & Confident Personalities > Big Five	0.06%	62.57%	1.04x
5	Outgoing & Energetic Personalities > Big Five	0.05%	63.07%	1.00x
6	Solitary & Reserved Personalities > Big Five	0.05%	36.93%	1.00x
7	Sensitive & Nervous Personalities > Big Five	0.05%	37.43%	0.94x
8	Inventive & Curious Personalities > Big Five	0.04%	28.94%	0.70x
9	Friendly & Compassionate Personalities > Big Five	0.03%	40.19%	0.65x
10	Efficient & Organized Personalities > Big Five	0.03%	35.27%	0.62x

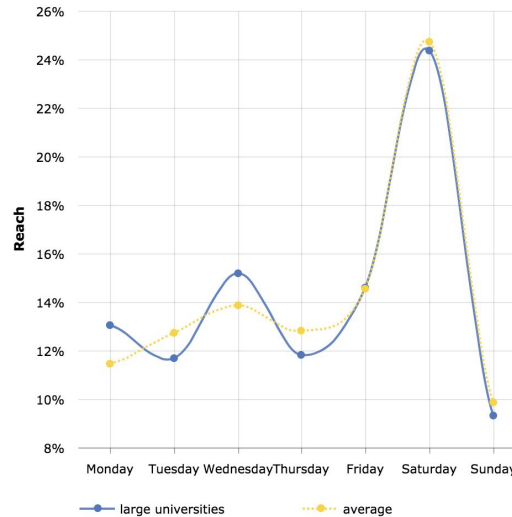




Wednesdays & Saturdays

TOP DAYS

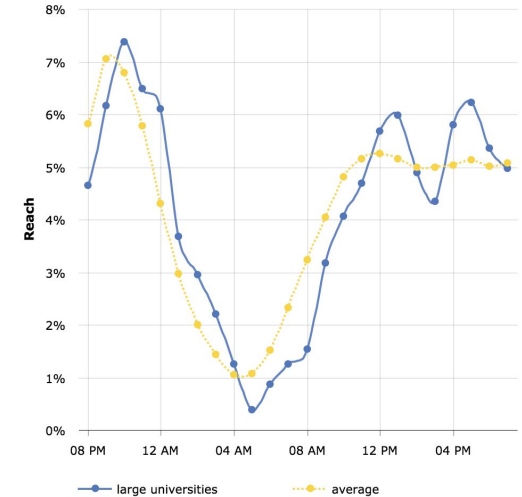
Last Week



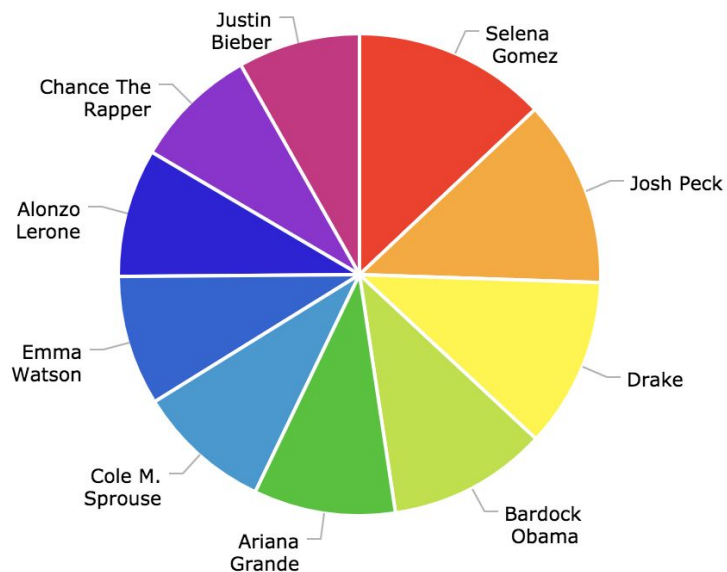
4-5pm or 10-11pm

TOP HOURS

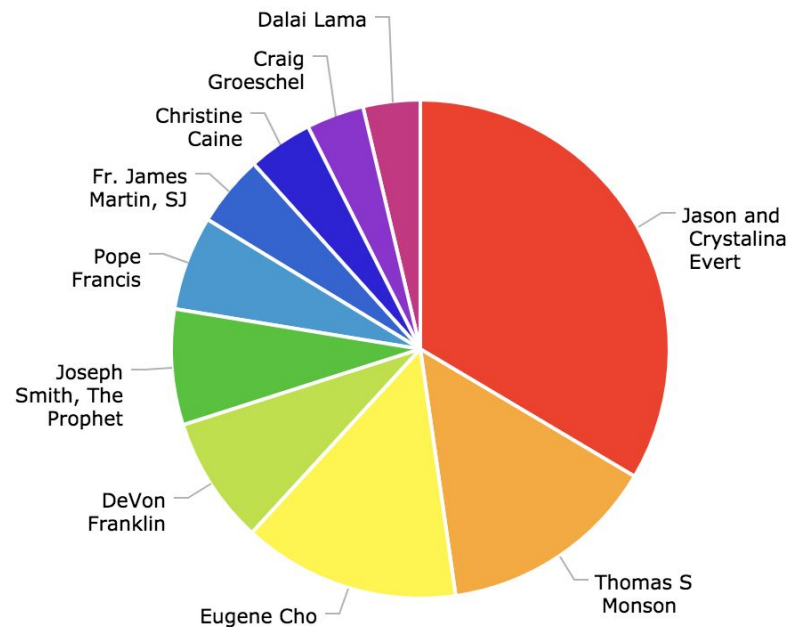
Last Week



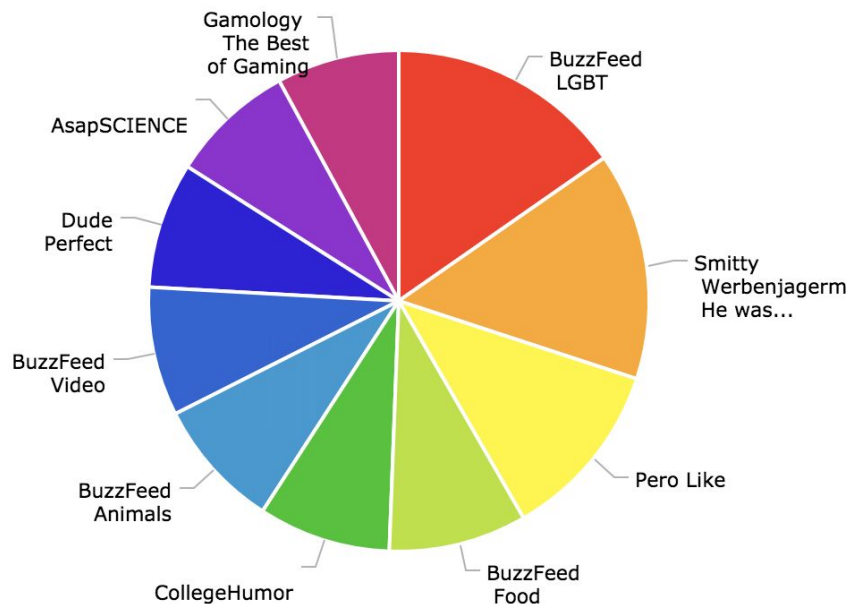
Top Influencers



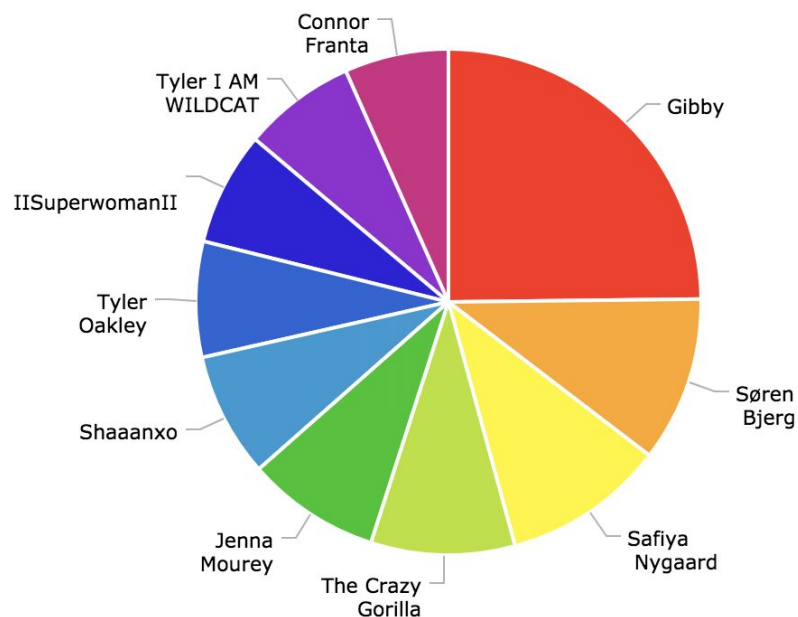
Top Religious Influencers



Top Websites



Top Online Celebrities



- <https://www.forbes.com/sites/jefffromm/2017/01/04/gen-z-is-on-the-rise-here-is-what-you-need-to-know/#4b5bb3d57c39>
- <https://www.entrepreneur.com/article/296262>
- <https://www.barna.com/research/atheism-doubles-among-generation-z/>
- <http://wihopelab.com/publications/Wisconsin-HOPE-Lab-Still-Hungry-and-Homeless.pdf>
- <https://www.nimh.nih.gov/health/statistics/mental-illness.shtml>
- <https://www.agilehealthinsurance.com/health-insurance-learning-center/student-health-insurance-survey>
- <https://www.cdc.gov/std/products/youth-sti-infographic.pdf>