



# 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.



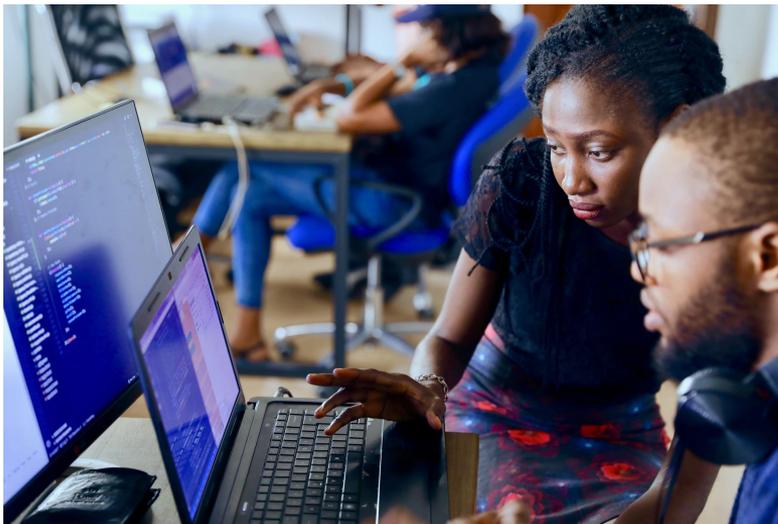
## Mental Health

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.

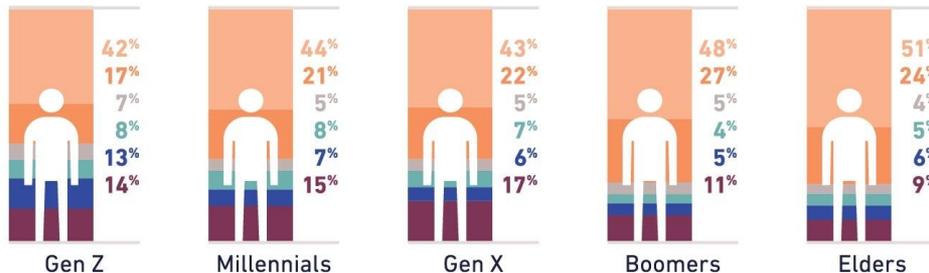


Barna

## 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



Interaction with trending topics

## Vlog formats on Youtube



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

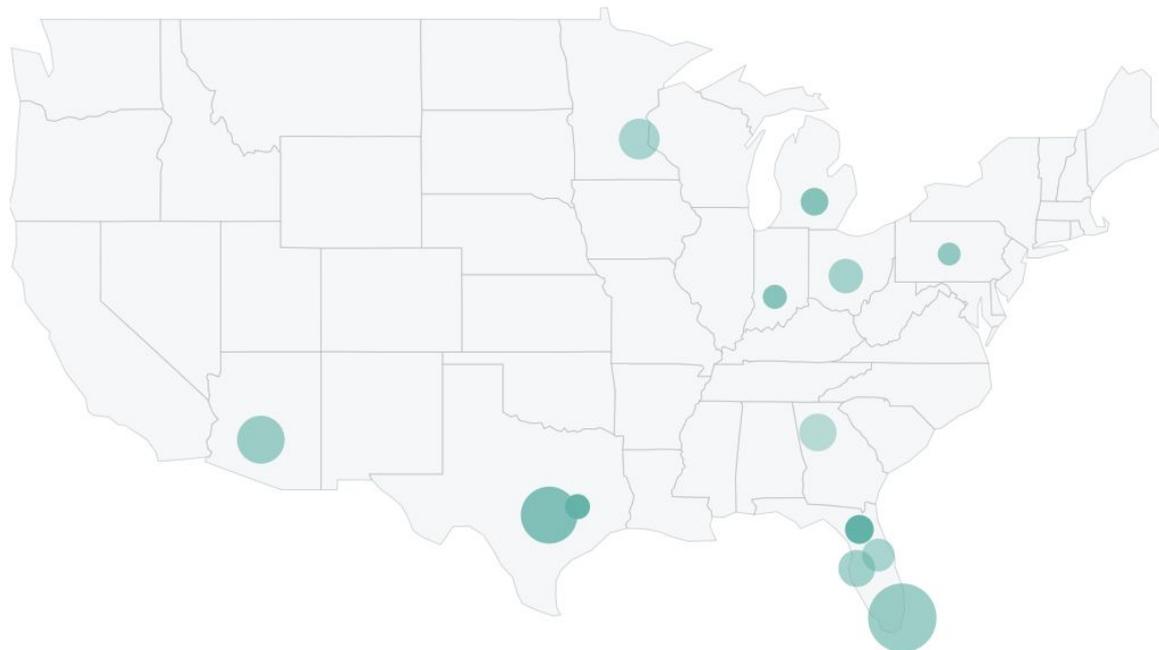
15% of interested in Religious Books are also Music Lovers.

### PENETRATION

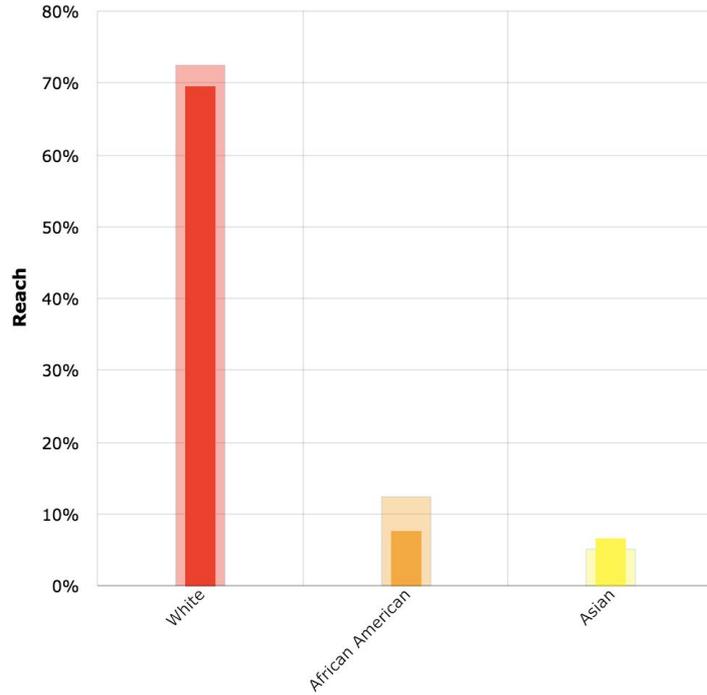
Of those in the U.S. that are Music Lovers, 0.05% are interested in Religious Books.

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

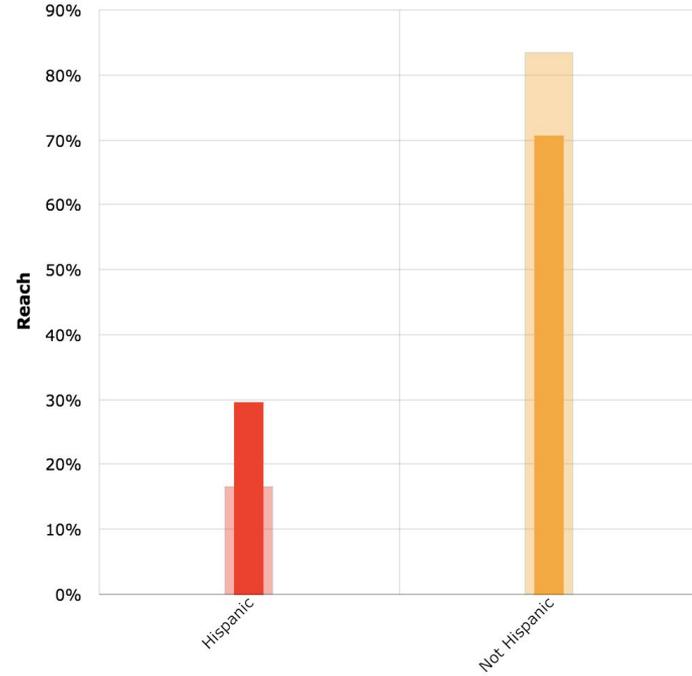
- Texas A&M University
- University of Central Florida
- The Ohio State University
- Florida International University
- University of Florida
- University of Minnesota
- University of Texas at Austin
- Arizona State University
- Georgia State University
- University of South Florida
- Penn State
- Michigan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



## Race



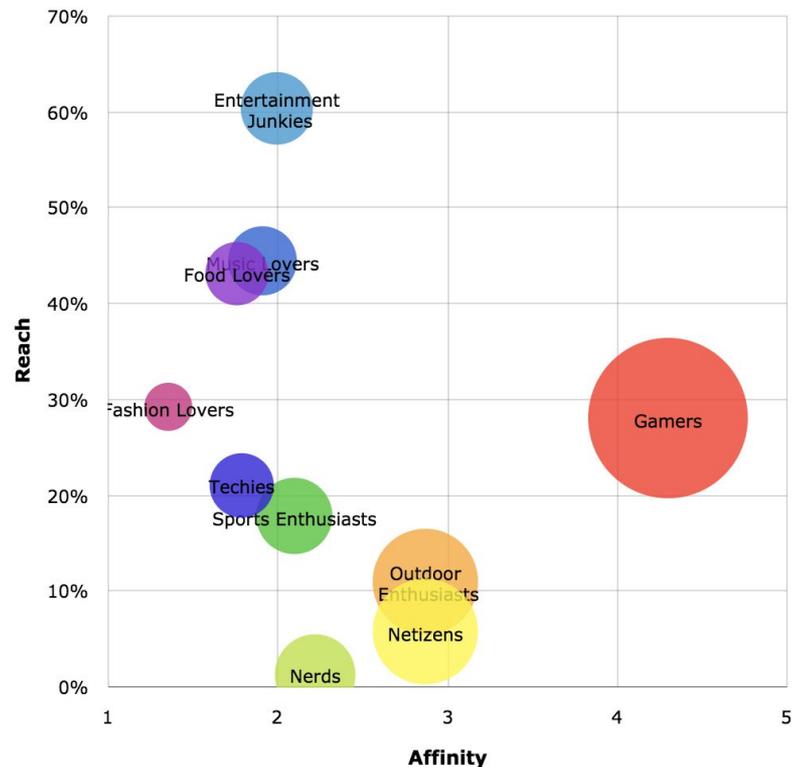
## Ethnicity



# Large University Audience: Interests

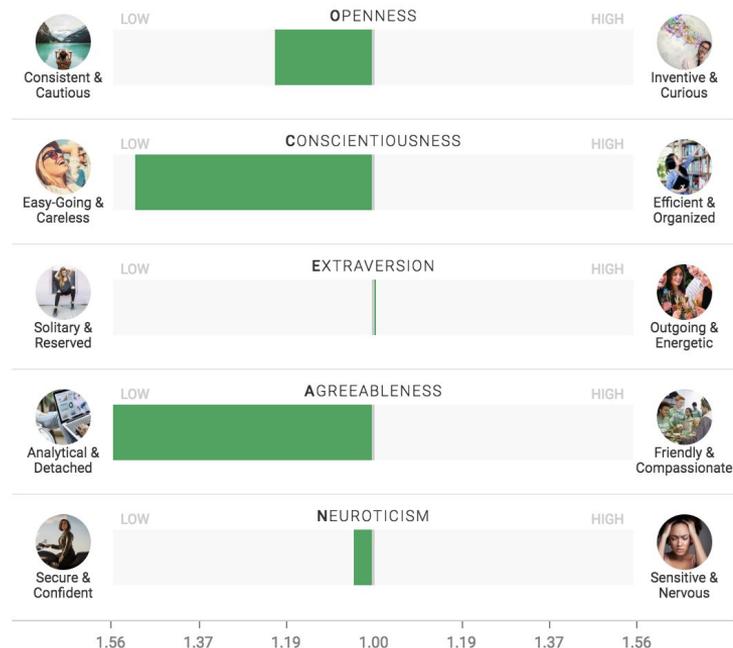
August 2018

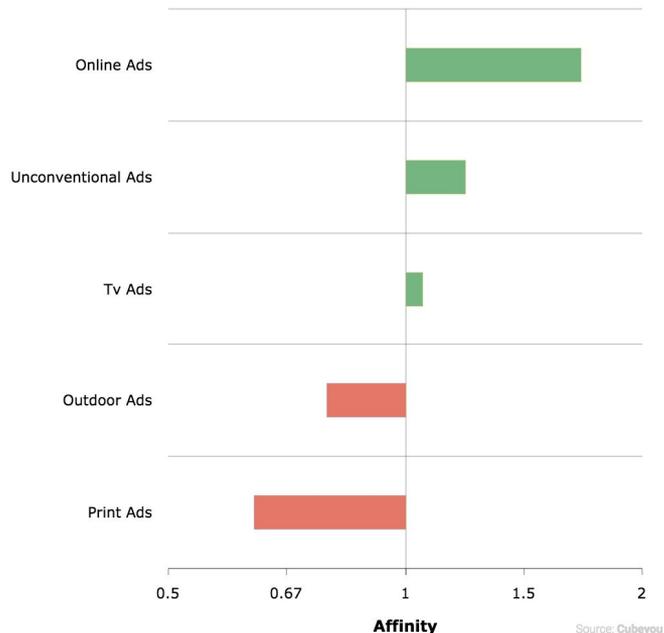
#	NAME	PENETRATION	REACH	AFFINITY
1	<b>Gamers</b> Lifestyles > General Lifestyles	0.23%	27.95%	4.30x
2	<b>Outdoor Enthusiasts</b> Lifestyles > General Lifestyles	0.15%	10.87%	2.88x
3	<b>Netizens</b> Lifestyles > General Lifestyles	0.15%	5.70%	2.87x
4	<b>Nerds</b> Lifestyles > General Lifestyles	0.12%	1.22%	2.22x
5	<b>Sports Enthusiasts</b> Lifestyles > General Lifestyles	0.11%	17.75%	2.10x
6	<b>Entertainment Junkies</b> Lifestyles > General Lifestyles	0.11%	60.36%	2.00x
7	<b>Music Lovers</b> Lifestyles > General Lifestyles	0.10%	44.30%	1.91x
8	<b>Techies</b> Lifestyles > General Lifestyles	0.10%	20.98%	1.79x
9	<b>Food Lovers</b> Lifestyles > General Lifestyles	0.09%	43.10%	1.76x
10	<b>Fashion Lovers</b> 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	<b>Analytical &amp; Detached</b> Personalities > Big Five	0.08%	59.81%	1.56x
2	<b>Easy-Going &amp; Careless</b> Personalities > Big Five	0.08%	64.73%	1.51x
3	<b>Consistent &amp; Cautious</b> Personalities > Big Five	0.06%	71.06%	1.21x
4	<b>Secure &amp; Confident</b> Personalities > Big Five	0.06%	62.57%	1.04x
5	<b>Outgoing &amp; Energetic</b> Personalities > Big Five	0.05%	63.07%	1.00x
6	<b>Solitary &amp; Reserved</b> Personalities > Big Five	0.05%	36.93%	1.00x
7	<b>Sensitive &amp; Nervous</b> Personalities > Big Five	0.05%	37.43%	0.94x
8	<b>Inventive &amp; Curious</b> Personalities > Big Five	0.04%	28.94%	0.70x
9	<b>Friendly &amp; Compassionate</b> Personalities > Big Five	0.03%	40.19%	0.65x
10	<b>Efficient &amp; Organized</b> Personalities > Big Five	0.03%	35.27%	0.62x

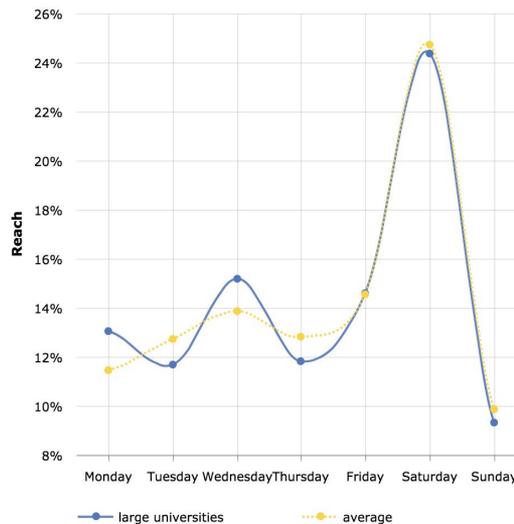




## Wednesdays & Saturdays

### TOP DAYS

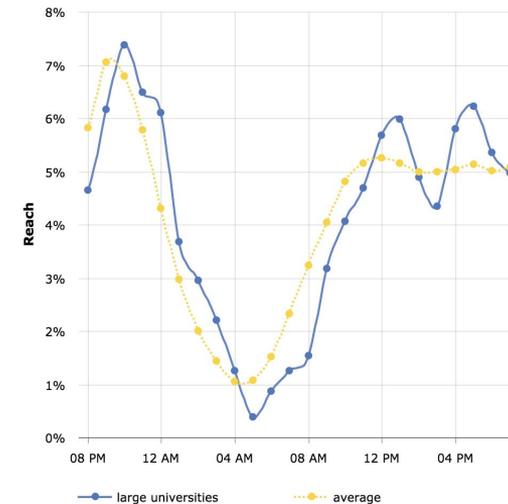
Last Week



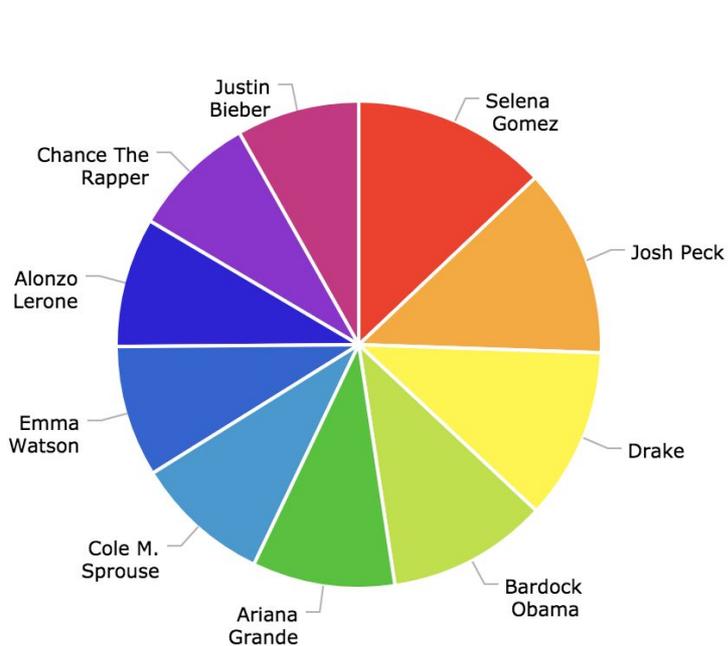
## 4-5pm or 10-11pm

### TOP HOURS

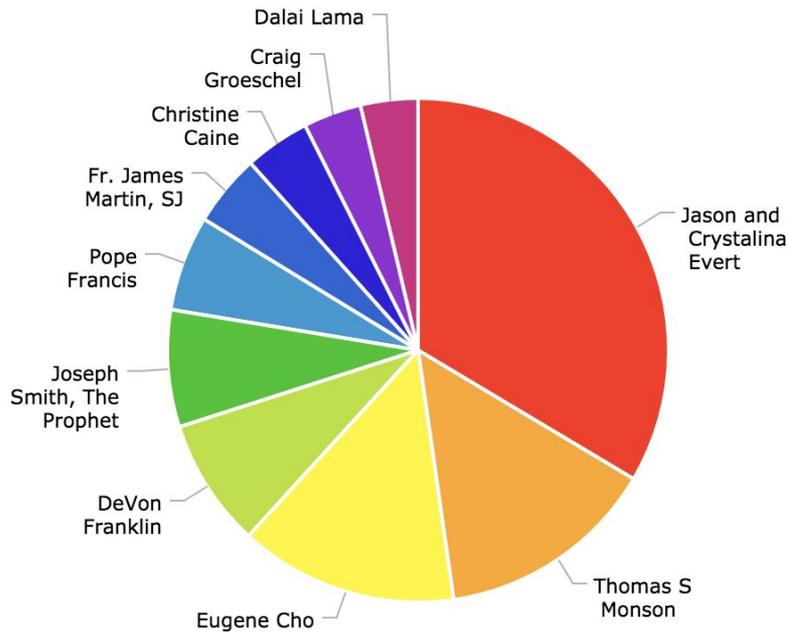
Last Week



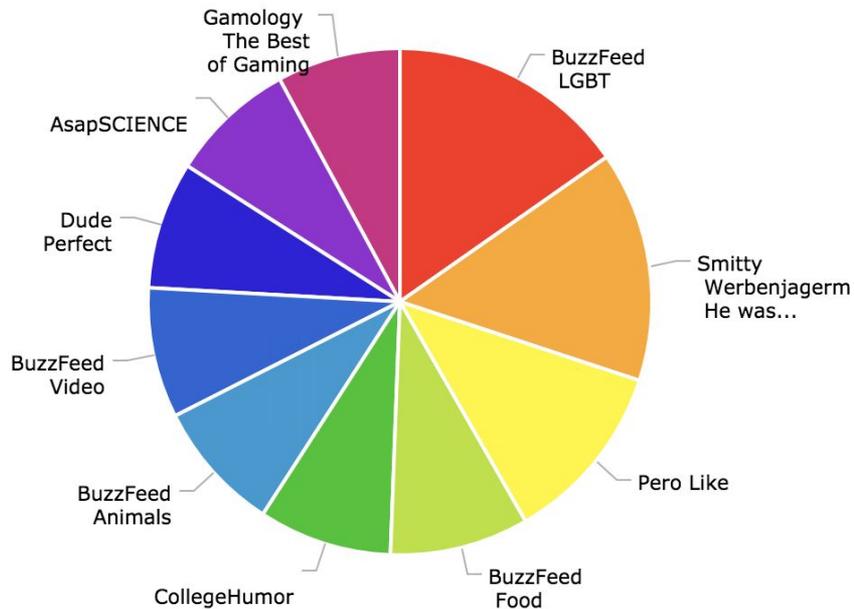
## Top Influencers



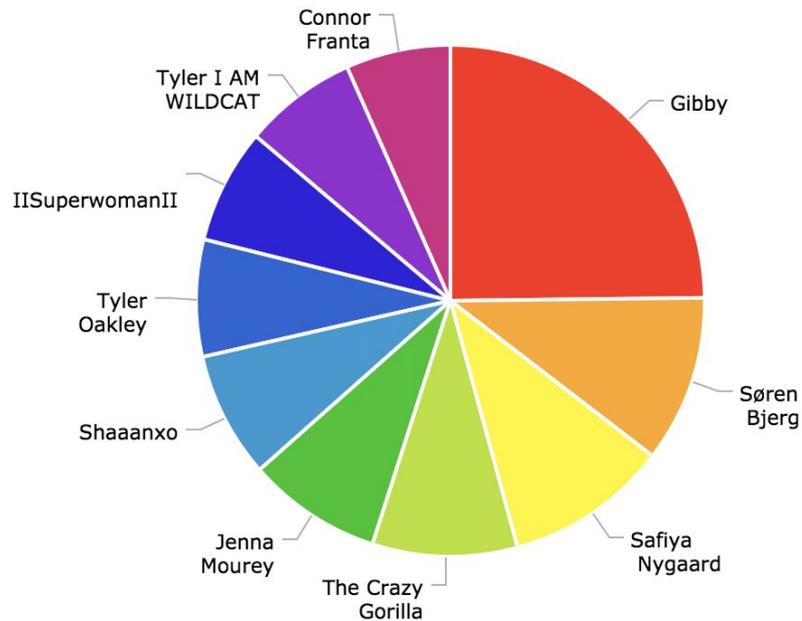
## Top Religious Influencers



## 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>