

Mind the gap: Tracking the five generations to understand implicit attitudes.

Speakers:

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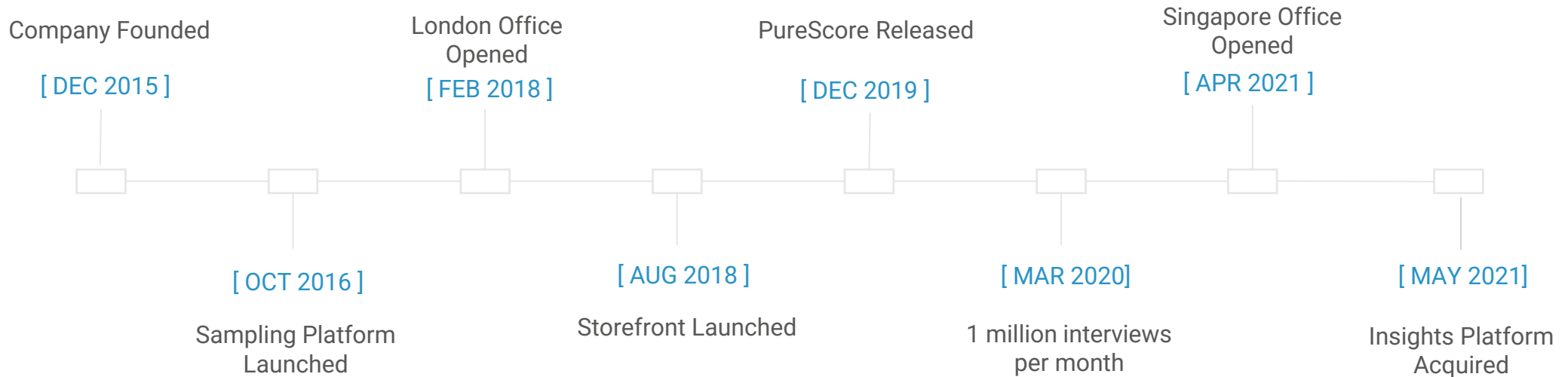


THE QUIRK'S EVENT
FOR MARKETING RESEARCH & INSIGHT PROFESSIONALS



Our Background

PureSpectrum is a rapidly growing insights platform. We simplify technology for researchers so they can gather and use consumer data the way they want. Our goal is to make your life easier.



Data Quality is our Purpose.

As the quality-first sampling platform, PureSpectrum connects you to a Marketplace of diversified panels to deliver a more representative data set. Each respondent is screened by our industry leading scoring system, PureScore™, supported by dedicated quality analysts and 3rd party deduplication and fraud detection tools.



Quality: Increasing the Pool of Respondents

THE MULTISOURCE ADVANTAGE

In addition to providing superior audience and quota delivery, multi-source marketplaces have created channels for previously untapped, differentiated sources. These connections have made PureSpectrum the dependable resource of representative sample for online research studies.



Representative Sample

Marketplace's network of panels expand the universe of respondents, increasing the representation of your audience in sample.



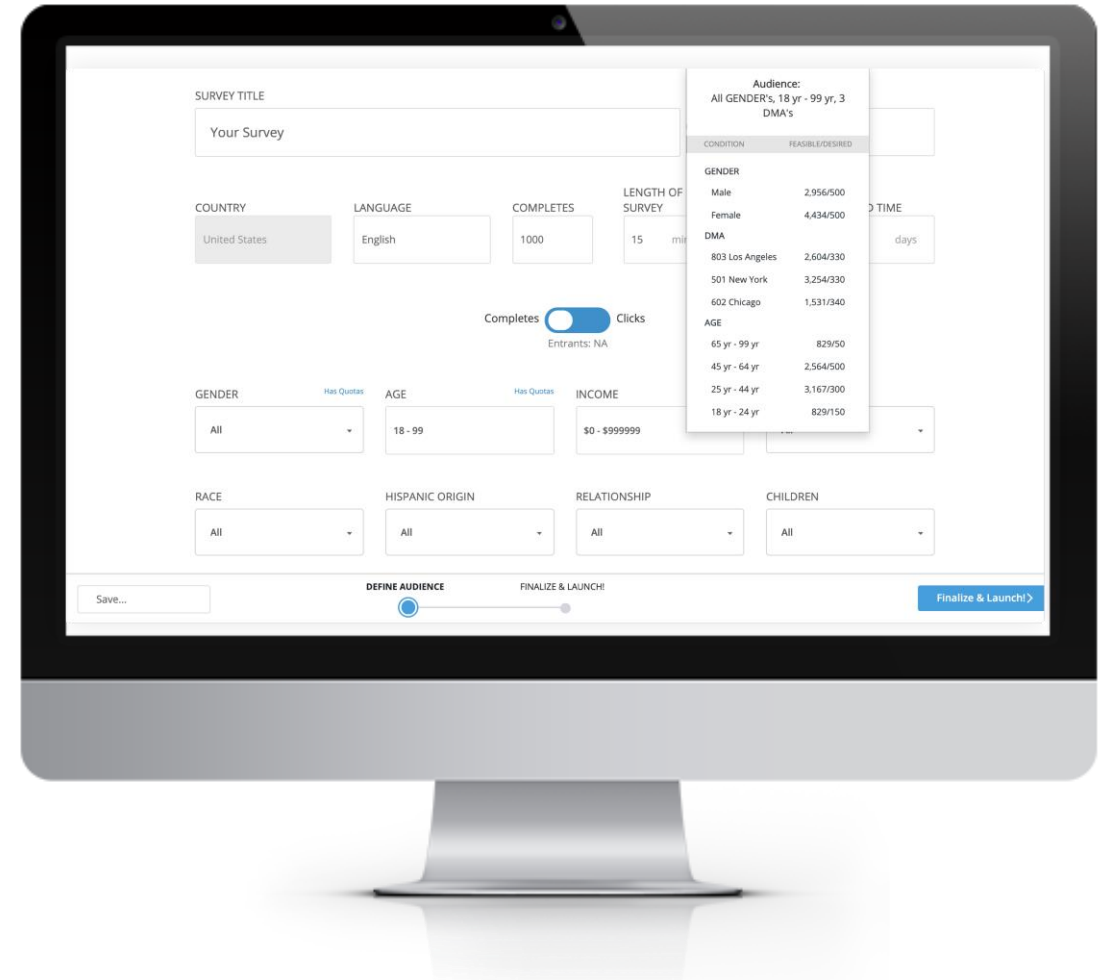
Supplier Transparency

Tie differences down to the panel level and understand data at a deeper level.



Decreased Bias

Blending multiple sources of sample reduces inherent bias any single source may carry.



Quality: *Preventing Low Quality Responses*

To benefit from pulling from multiple panels, researchers must trust respondents are unique, honest and engaged.



Device Fingerprinting

Third-party software uses scores of data points to deduplicate respondents across panels and devices to ensure only unique respondents enter your survey.



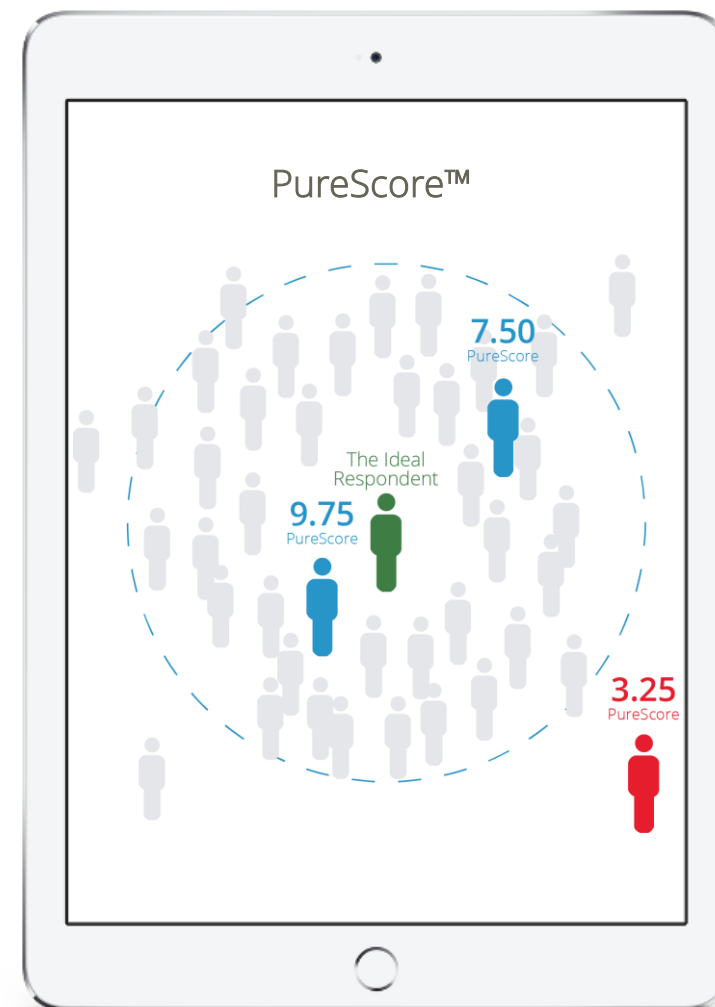
Fraud Prevention

The same API call for fingerprinting also checks for VPNs, proxy networks, IP addresses from outside the target market and IPs linked to bot networks.



PureScore™

PureSpectrum's predictive quality rating system built on respondent behavior, device fingerprinting and tens of millions of past sessions improves quality and maximizes feasibility by measuring at the respondent level.



Our Purpose

Sentient Decision Science is a behavioral science-based company building scaled emotion measurement technology that automates the scientific research process to inform the decisions for the world's leading brands and organizations.

Sentient is on a mission to increase empathy for the human condition. Our technology measures emotion and its cognitive antecedents: how people feel, and why. By providing access to these two essential elements of the human experience, Sentient can increase empathy to improve the human condition.

Engage

We fully engage, experience emotional flow and intellectual stimulation from our work.

Create

We cherish and cultivate creativity while creating new ways for the world to better understand the human experience.

Inspire

We seek to inspire action within our client organizations and provide professional inspiration for each other.

Grow

We nurture and celebrate the growth of the brilliance in each of us. Our collective brilliance naturally leads to company growth.



How Emotion is Captured in Sentient Prime

Sentient Prime® implicit patented research technology is the industry-leading tool for quantifying implicit associations. Providing unprecedented access to the consumer non-conscious on a global scale.

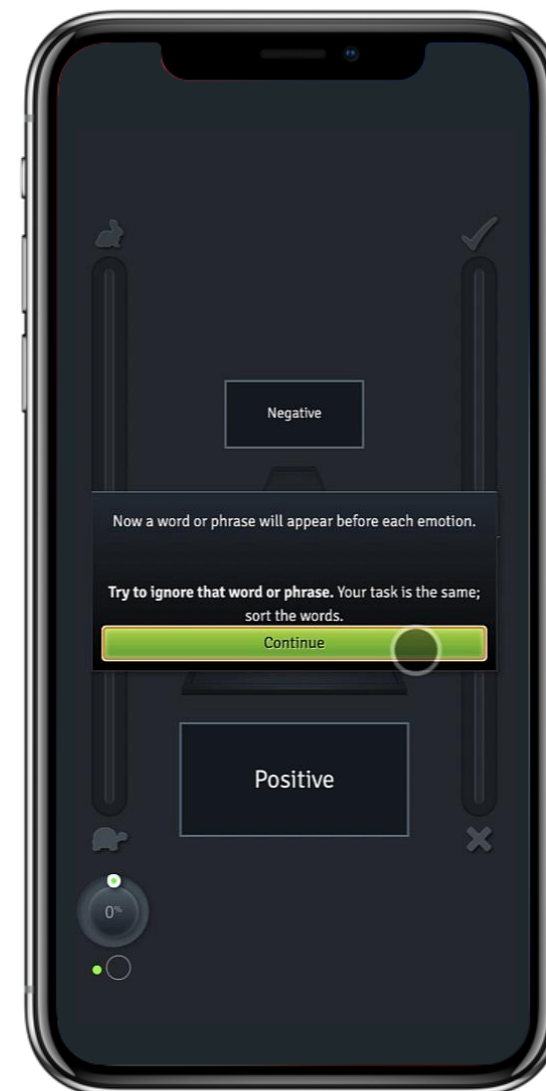
Sentient Prime embeds scientifically valid implicit experiments within market research surveys to reveal the subconscious associations which influence behavior.

Measures the impact of a momentary exposure of a stimulus – called a prime.

The prime induces an automatic, irrepressible retrieval of associated attitudes and perceptions.

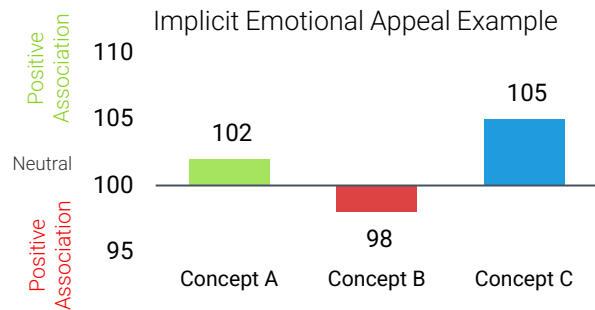
Participants push away associations that are negative.

Positive associations are pulled towards participants.



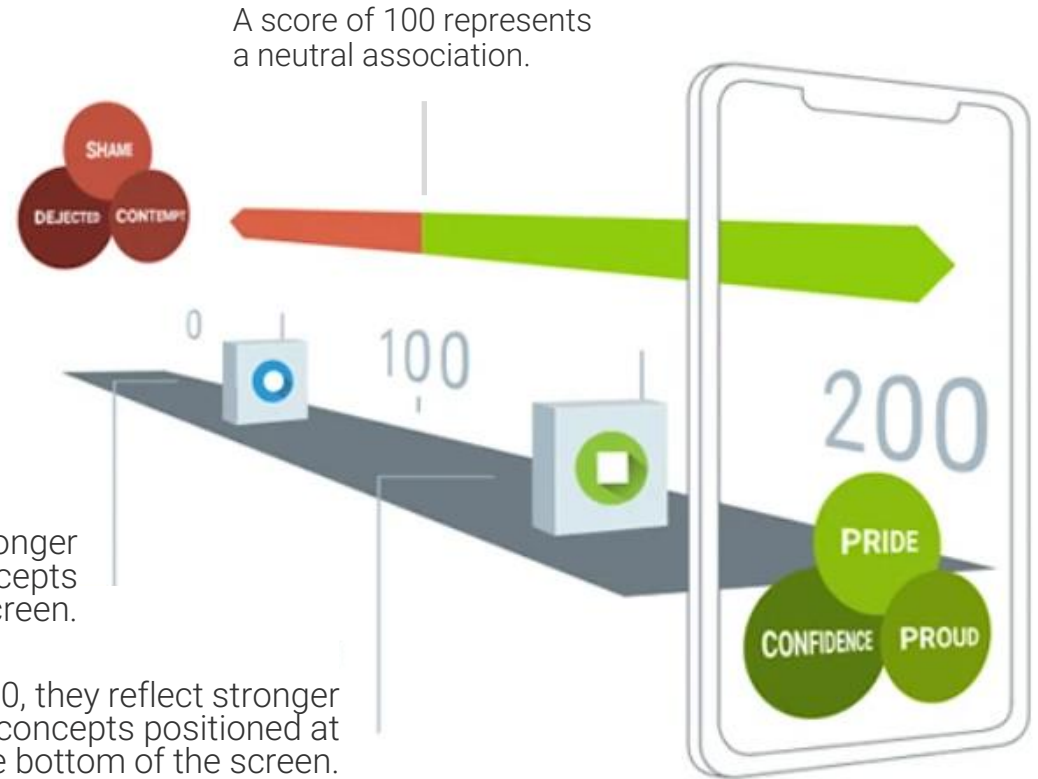
How Emotion is Measured using Sentient Prime

Each prime and association pairing is given a 0-200 index score which reflects the strength of the neural network connection between these two concepts.



As scores go below 100, they reflect stronger associations with the contrasting concepts positioned at the top of the screen.

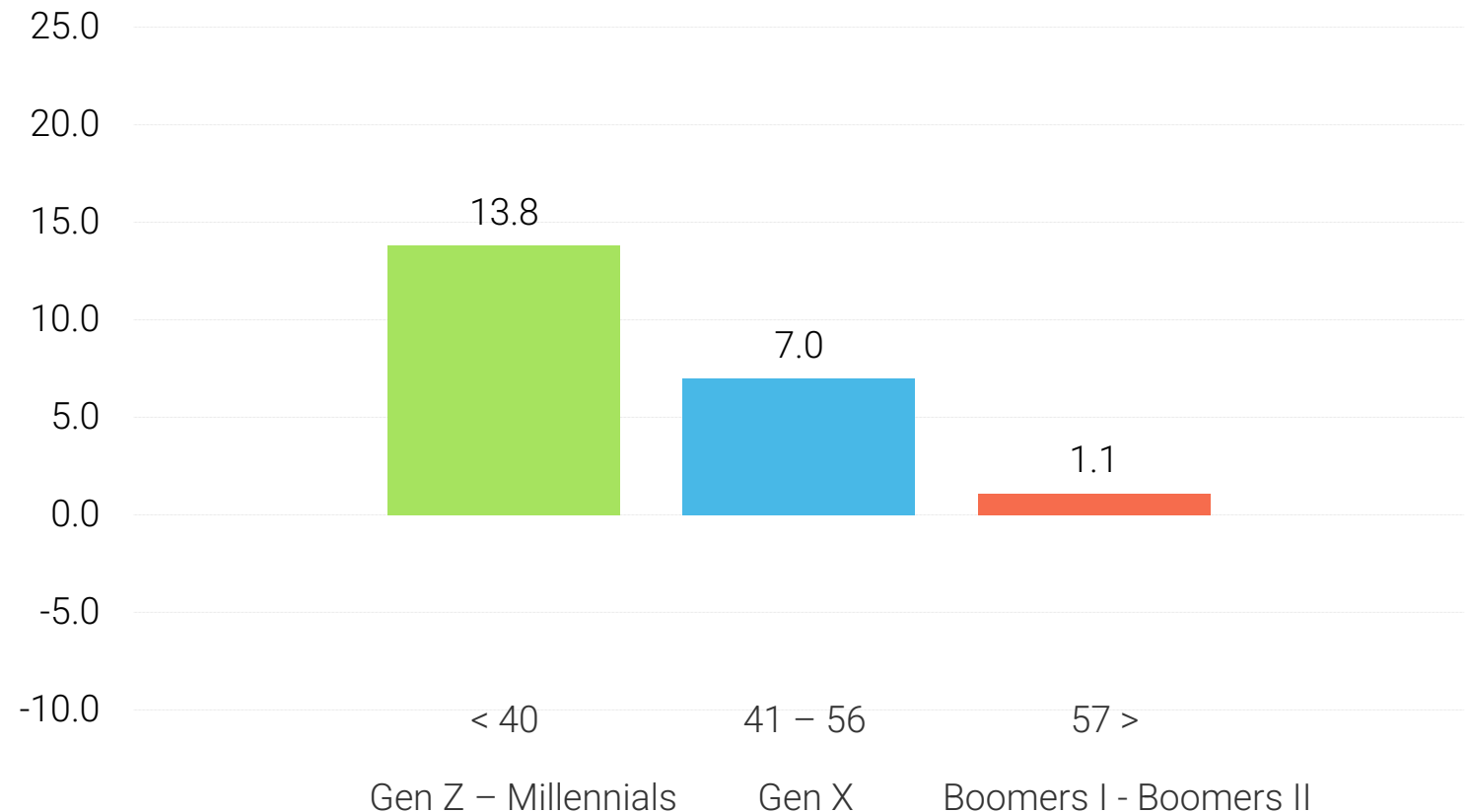
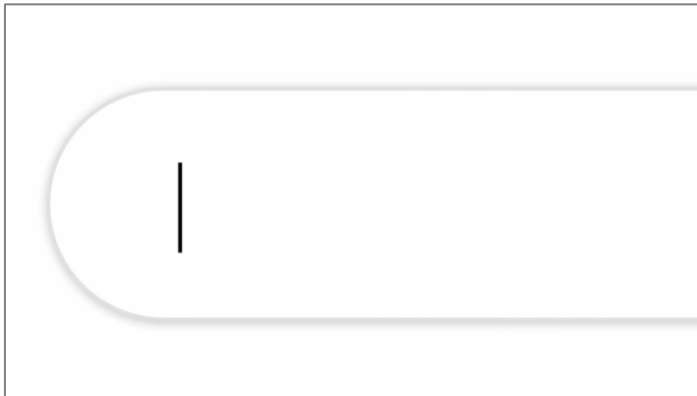
As scores go above 100, they reflect stronger associations with the concepts positioned at the bottom of the screen.



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Google “Loretta” - Implicit Emotional Appeal Lift

If you don't know how people truly feel, how can you connect with them emotionally? And if you cannot connect with people emotionally, how can you market to them effectively?



What We Set Out to Achieve

Provide a new look into the current attitudes of these disparate generations by combining System 1 and System 2 measures to unlock a deeper understanding of the generational mind-set.

Specifically examining what these generations self report and how they feel about:

- Work
- Money
- Climate change
- Politics
- COVID-19
- Their future

Generations Studied

Generation	Born	Ages
Gen Z	1997 – 2012	9 – 24 (18+ were surveyed)
Millennials	1981 – 1996	25 – 40
Gen X	1965 – 1980	41 – 56
Boomers II	1955 – 1964	57 – 66
Boomers I	1946 – 1954	67 – 75

Beresford Research: Based on widespread consensus as well as new Gen Z analysis by the Pew Research Center, and the one generation defined by the U.S. Census Bureau (Baby Boomers), these are the birth years and ages of the current generations.

Study Design

Study Period

- September 17 – 21, 2021

Audience:

- 1,750 Total respondents
- 350 per group
- US Gen Population

Measures:

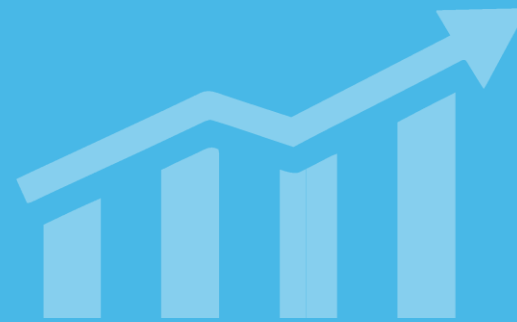
- Implicit Association Testing: Emotional Appeal
- Self reported 7-point Likert scale questions



Let's review some of the results.

Examining what these generations self report and how they feel about:

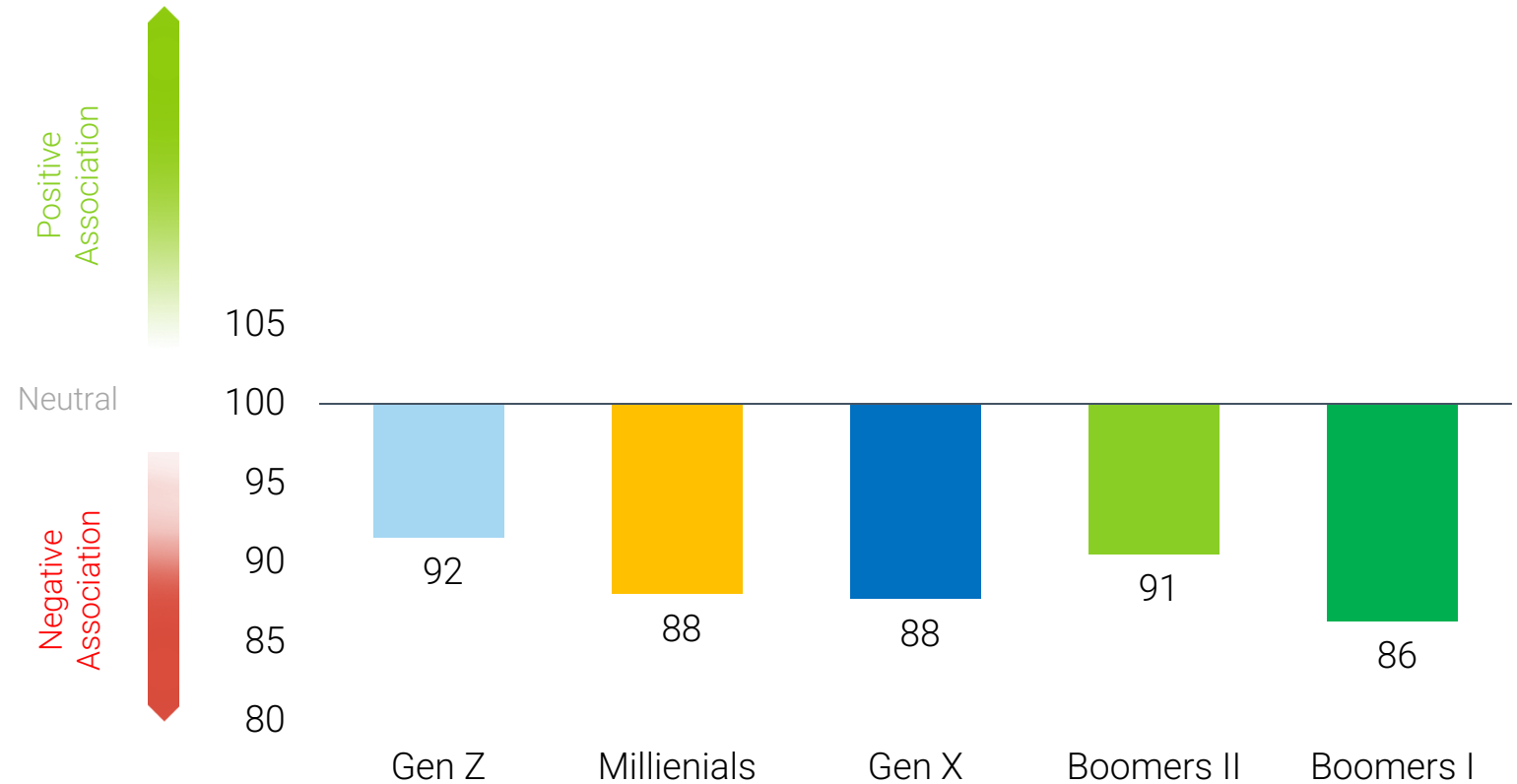
Work Money Climate change Politics COVID-19 Their future





Implicit Associations for COVID-19

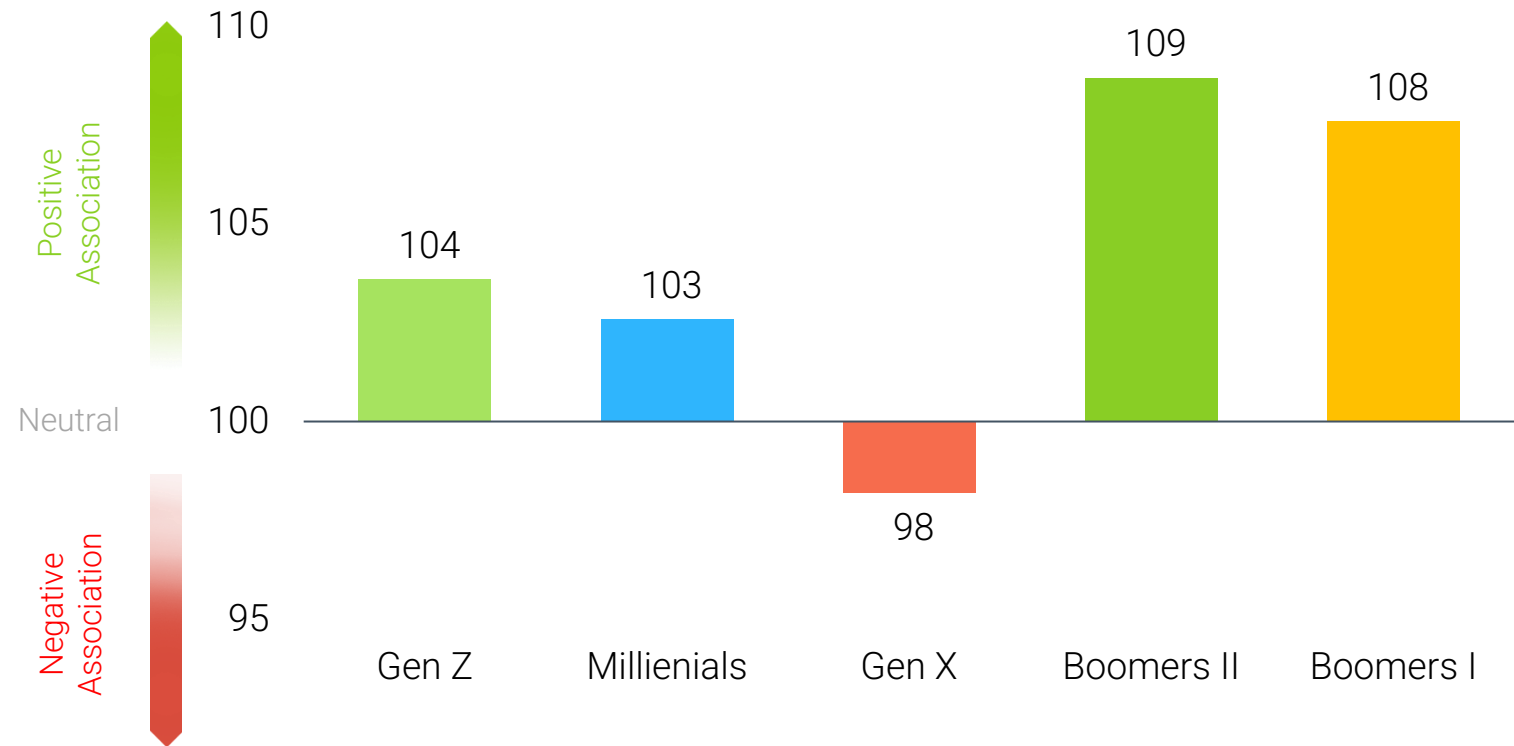
All generations feel negativity towards COVID-19 and with implicit testing we can reveal the degree of those negative associations.





Implicit Associations for Space Exploration

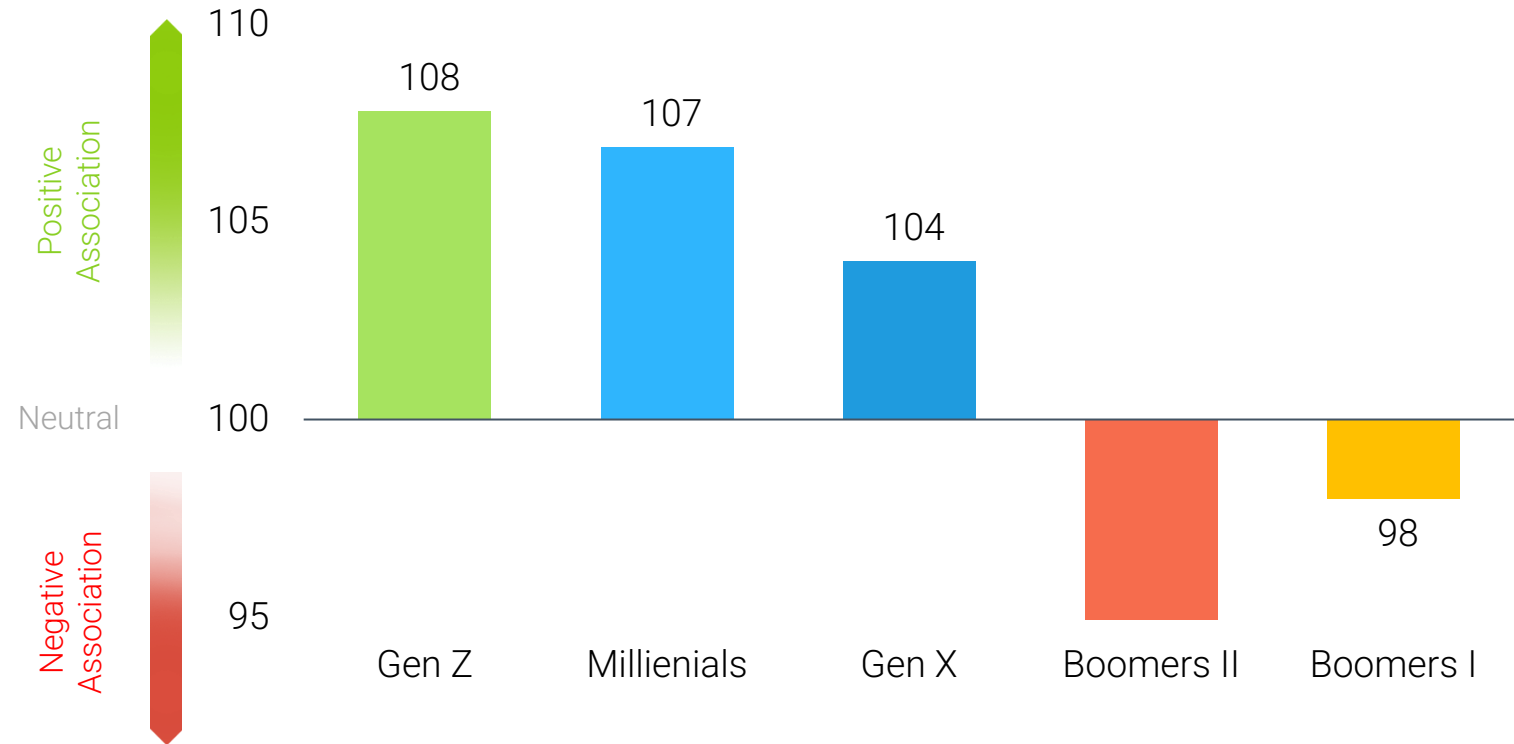
Boomers II & I have more positive feeling towards Space Exploration while Gen X shows the most negativity towards the subject.

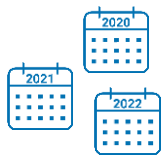




Implicit Associations for Social Media

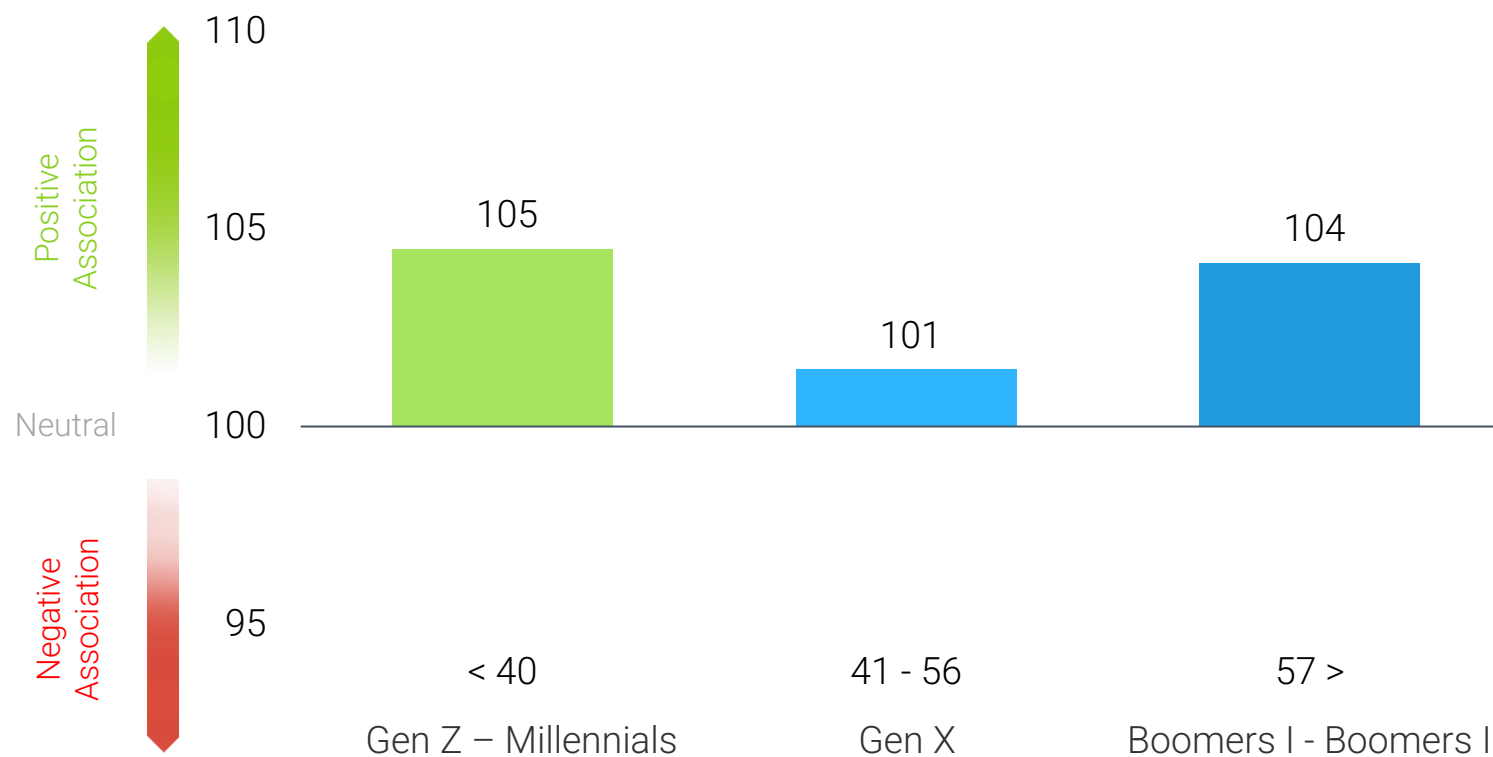
Boomers II & I implicitly feel more negativity towards social media and the other generations have a positive association that increases with the younger audiences.





Implicit Associations with the Future

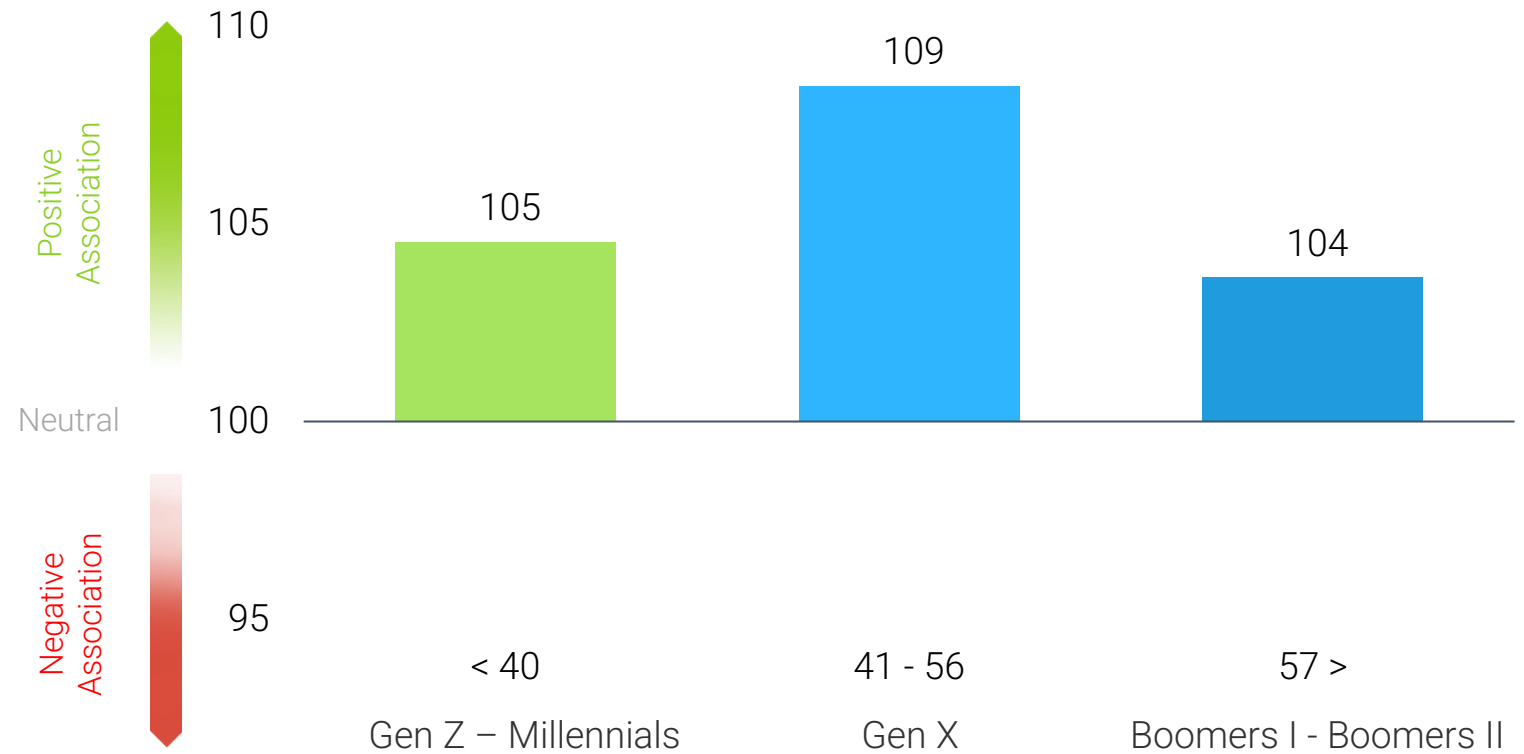
To make it easier to examine we focused on the ages in 3 groups. This shows Gen X does not feel as positive as the others about the future

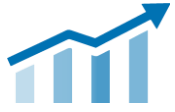




Implicit Associations with their Jobs

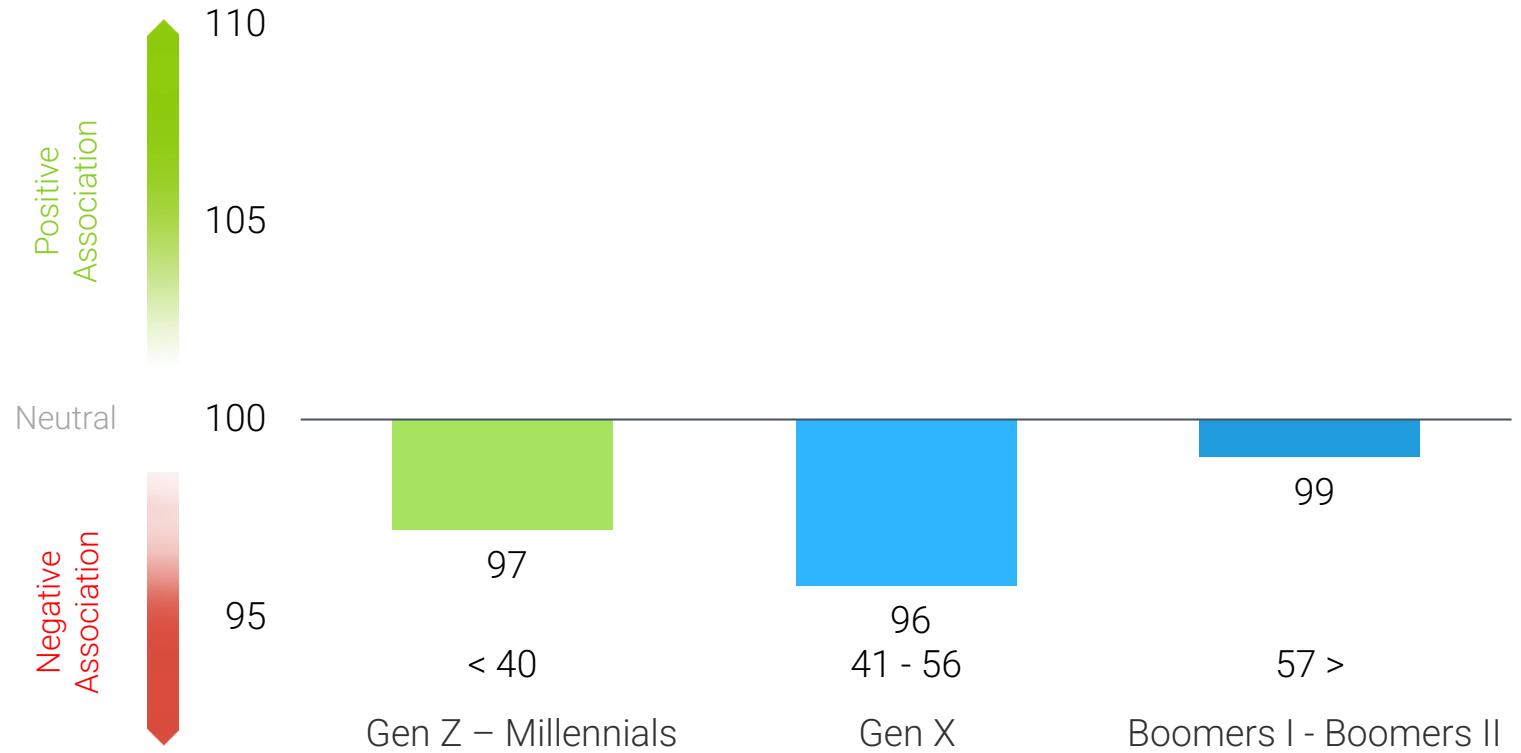
Boomers II & I feel the most dissatisfied with their jobs while Gen X has the most positivity.





Implicit Associations with the Economy

All generations are feeling good right now with Boomers II & I feeling the best about the economy.



What are fundamental emotional differences among the five generations living together today?



What you would not have discovered without Implicit.

"My job satisfaction is dependent on my emotional associations with my company, not my income."

Subject	T2B job sat	B5B job sat
"my company"	106.6	98.7
"my income"	103.2	105.5

"Those highly concerned about racial equality feel implicitly positive, those "not concerned" actually are also concerned - they feel implicitly negative about racial equality."

Subject	T2B concern	B5B concern
"racial equality"	106.9	96.9

"Consciously expressed anxiety about 2022 is related to implicit emotional feelings towards the economy"

Subject	T2B anxious	B5B anxious
"the economy"	93.1	99.4

Current emotional differences among the five generations.

- Millennials feel satisfied with their jobs and their compensation whereas
TBD
- Boomers II & I do not feel positive about social media... TBD

How these generations can better understand the drivers behind their behavior.

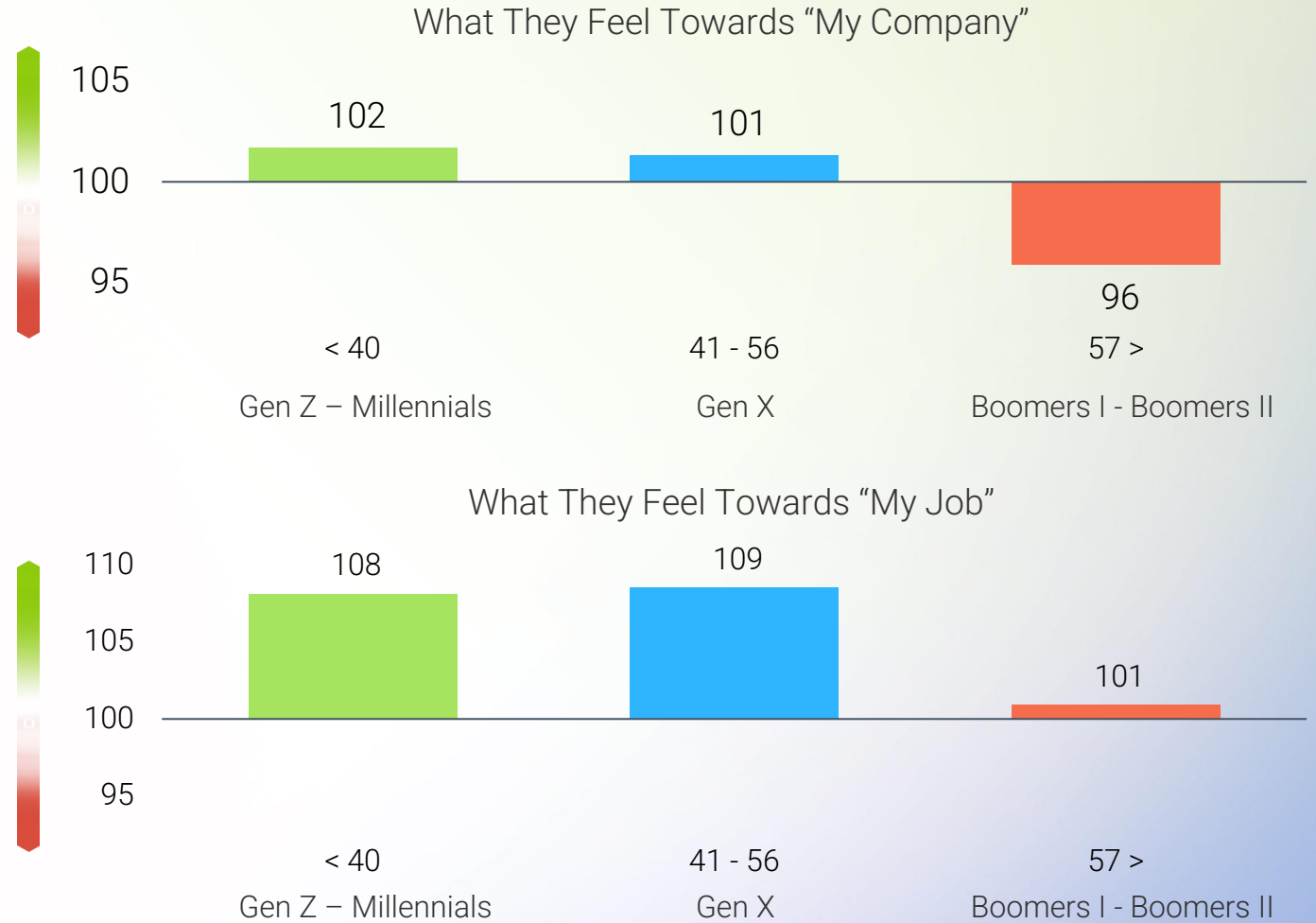
- Because Boomers II & I feel the most negative towards their jobs they could look to other generations in this “The Great Resignation” year and take a chance on a new opportunity that might lead to a more positive work situation.
- TBD

If we're empathetic, this data says we need to attend to our Boomers in the workforce.

They said	Gen Z – Millennials
"my company"	4.8
"my job"	4.8

They said	Gen X
"my company"	4.7
"my job"	4.7

They said	Boomers I – Boomers II
"my company"	4.9
"my job"	4.9





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Thank you!

Get the full System 1 System 2 Generation Report

To get all the results visit: bit.ly/generationstudy

To be delivered in October.