

From TikTok to TED Talks

How technology and media preferences change across generations, and how the COVID-19 pandemic altered them

Using proprietary Epsilon data, we've compiled insights into media consumption and technology use across generations that unveil an in-depth perspective on consumers' behaviors before and during the COVID-19 pandemic.



The pandemic's effect on tech usage

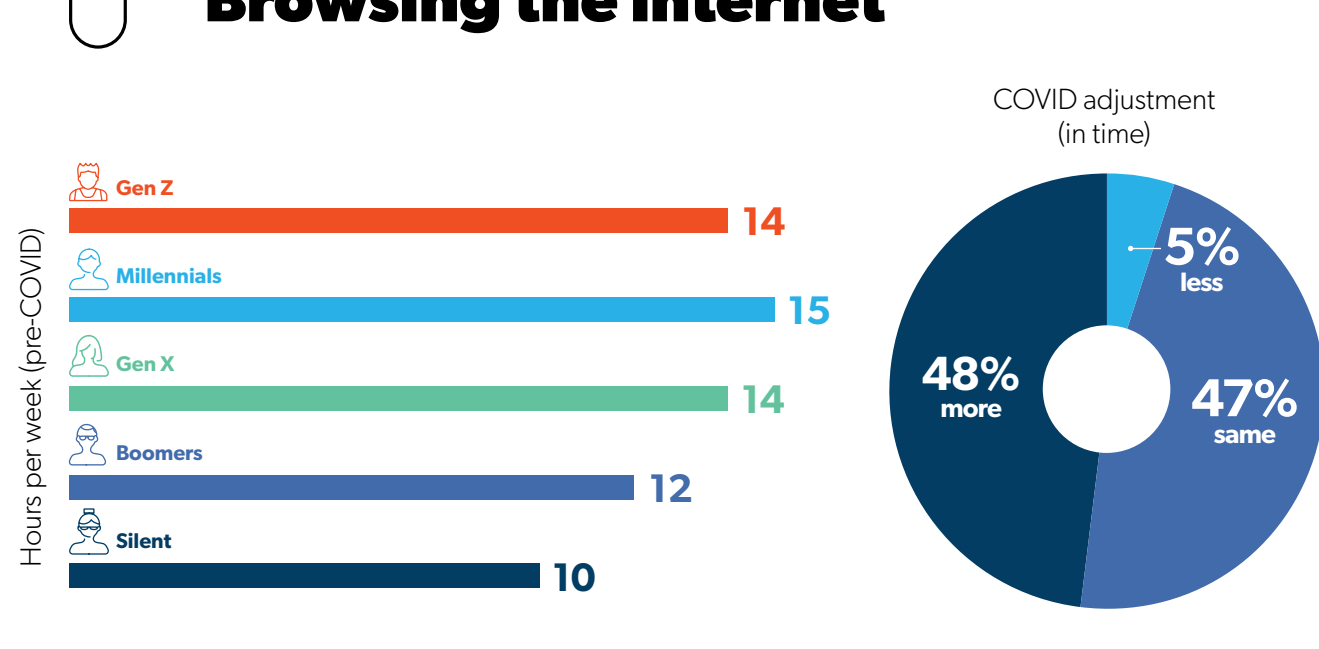


Pre-pandemic media consumption habits and COVID adjustments

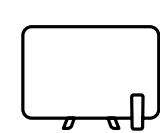
Across six media habits, we outline pre-pandemic generational behavior* as well as COVID adjustments to that behavior, based on data from May 1–10.



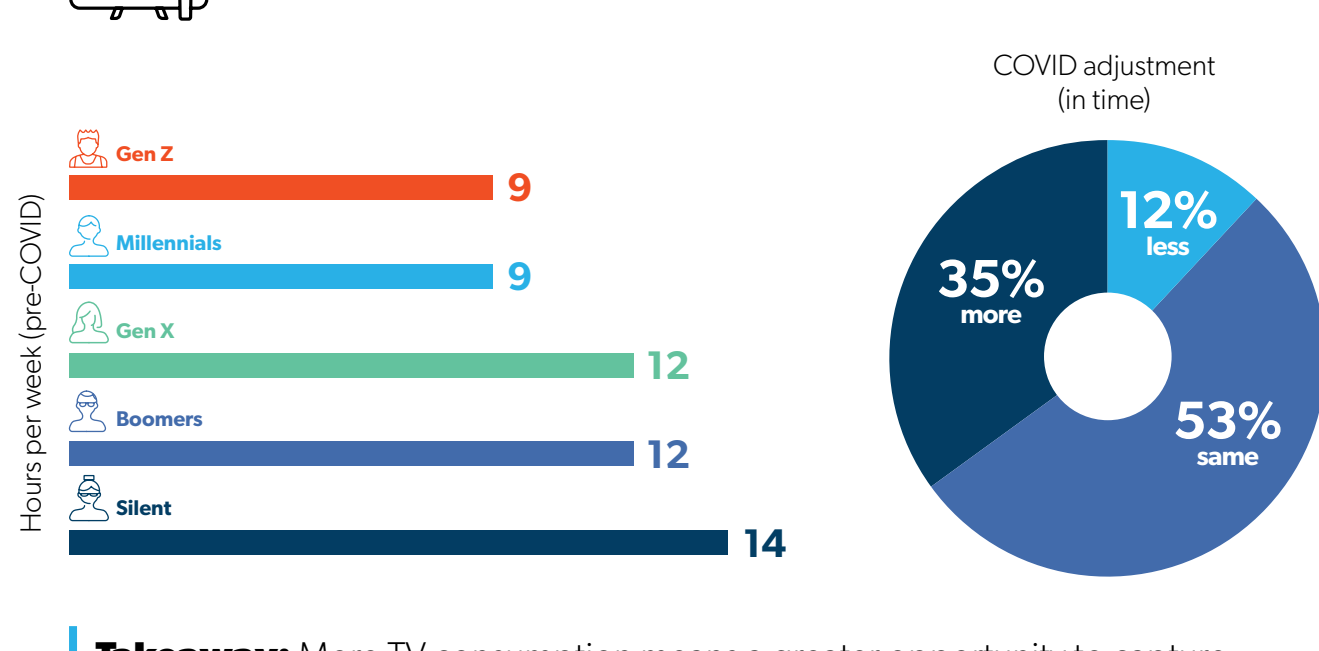
Browsing the internet



Takeaway: Retailers and other companies with an online transactional presence should create a seamless customer experience among their digital, physical and catalog storefronts.



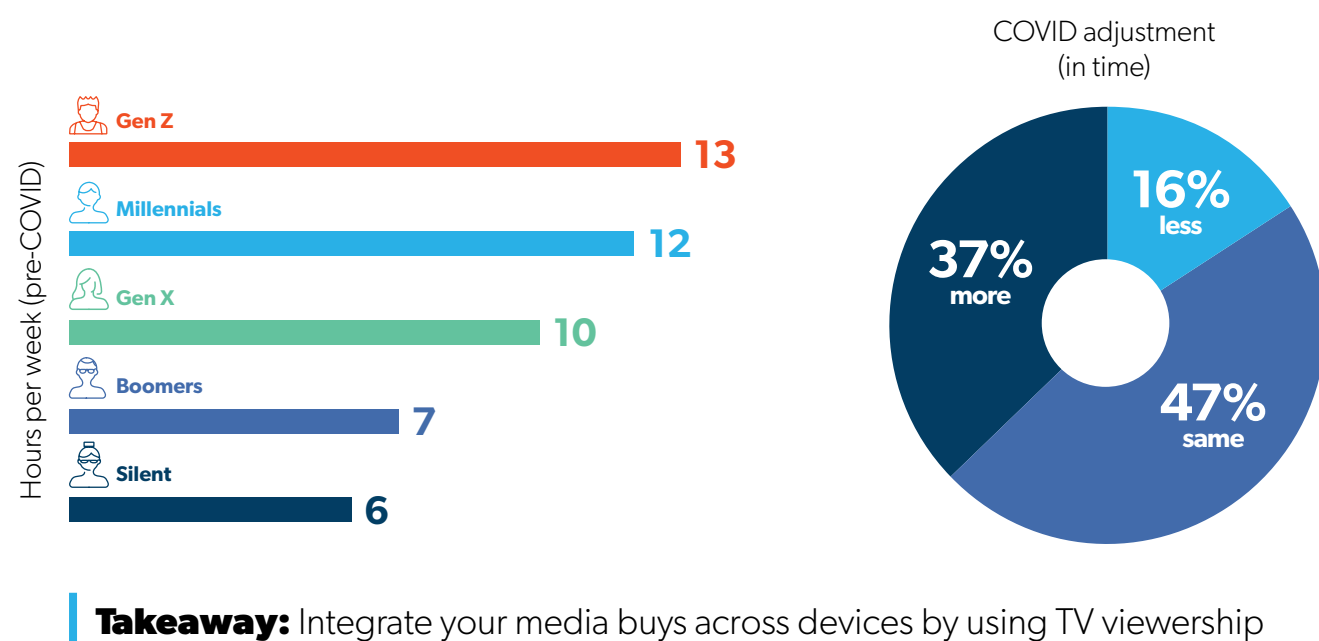
Watching live TV



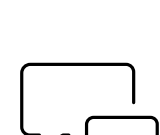
Takeaway: More TV consumption means a greater opportunity to capture your target audience when they're engaged with content—just do so based on interests, purchase activity and behaviors instead of demographic alone.



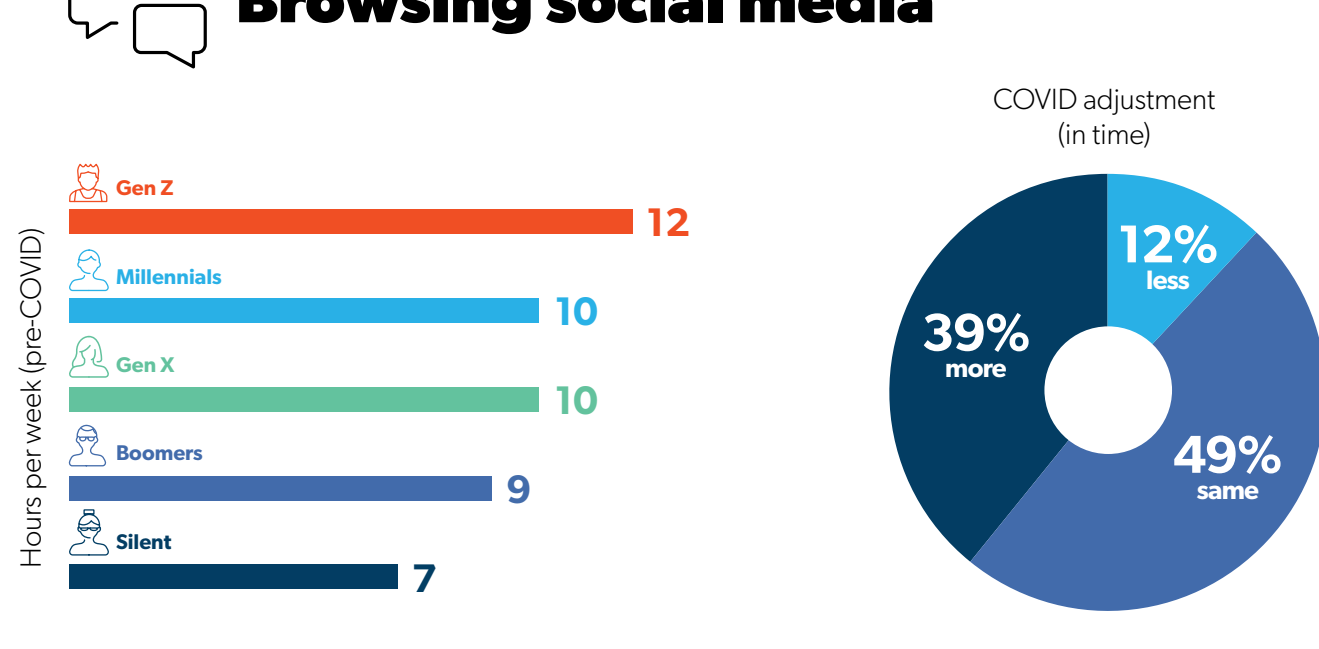
Streaming shows



Takeaway: Integrate your media buys across devices by using TV viewership data to get your message out to hard-to-reach binge-watchers on their mobile devices while they're viewing.



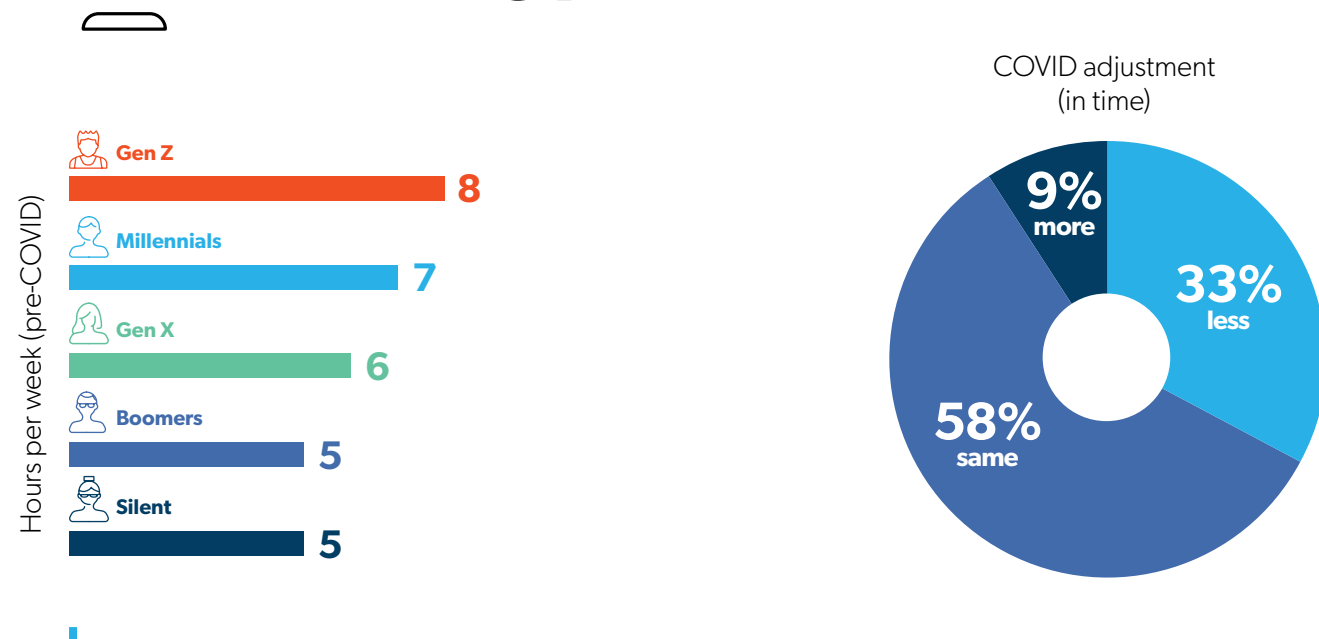
Browsing social media



Takeaway: All generations are on social media, but data is still not actionable outside those platforms. That means brands need a channel-agnostic [clean room](#) to properly assess performance.



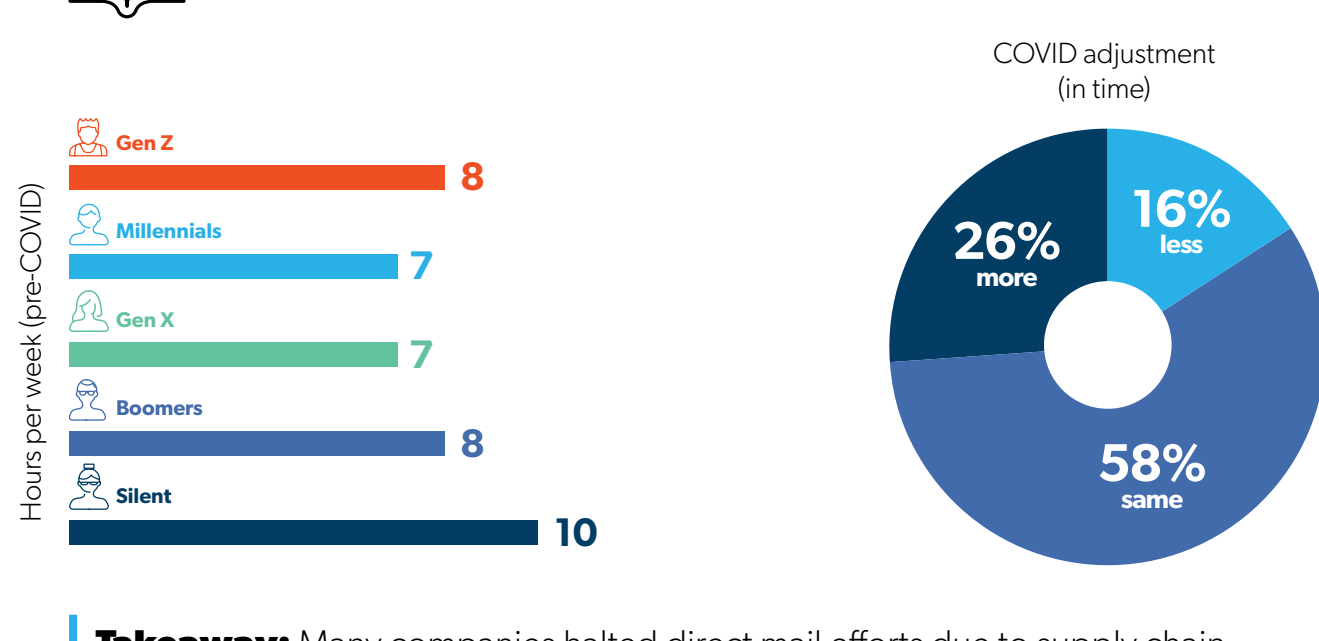
Streaming podcasts or TED Talks



Takeaway: Reduced road time means more opportunity for viewing. Consider increasing use of cross-device digital video over audio-based media tactics.



Reading print media



Takeaway: Many companies halted direct mail efforts due to supply chain limitations or marketing budget cuts. If you're a B2B or DTC marketer, take advantage of this time when your consumer's mailbox is emptier than usual.



Turn these insights into results

- 1 Use complete data across devices** to define your audience and refine your approach. Recognize attributes such as family composition, presence of children and number of generations.
- 2 Consider how generations influence each other.** For instance, having kids under 18 in a household accelerates technology adoption in older generations.
- 3** Given the increase in work from home, **many consumers have been forced to learn and adapt to new technologies** within a short window of time.
- 4** While there are generational trends, each marketing program should be defined by **anticipating the individual's purchase journey.**



CORE is a new digital magazine for marketers challenging the possibilities within their marketing. Download the first issue today for conversations that carve the path forward.



*Gen Z: Born 1994 or after; Millennials: Born 1983–1993; Gen X: Born 1964–1982; Boomers: Born 1943–1963; Silent: Born before 1943
Sources: Epsilon's proprietary consumer panel, Shopper's Voice, the largest self-reported database on the market, including 20 million households. Generational insights from December 2019 consumer panel; COVID insights from May 2020 consumer panel.

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