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Don't Box Me In

Lessons Learned from Gen Z to Ensure Diverse Representation in Research

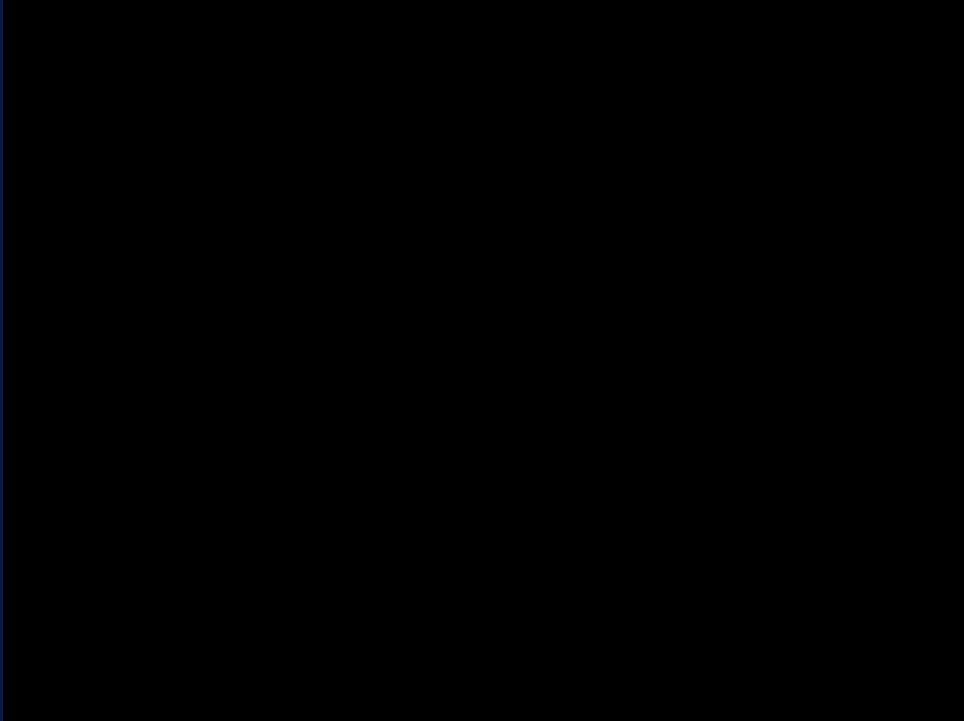
Insights Association IDEA FORUM

July 15, 2021



What do we know?







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“No, I described someone that I am not from a statistic point of view. I don’t think my race and gender has none to do with it.”

—Victor, 15, Illinois



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“In some scenarios, I would describe myself as white, woman, cisgender, bisexual, etc. but I don't feel that it's always useful to lead with that; for some people, they shut down right away when you bring these demographic identity markers into a situation off the bat.”

— Rebecca, 25, Minnesota

34%

of Gen Zs identify as LGBTQ+ compared to 14% of Millennials

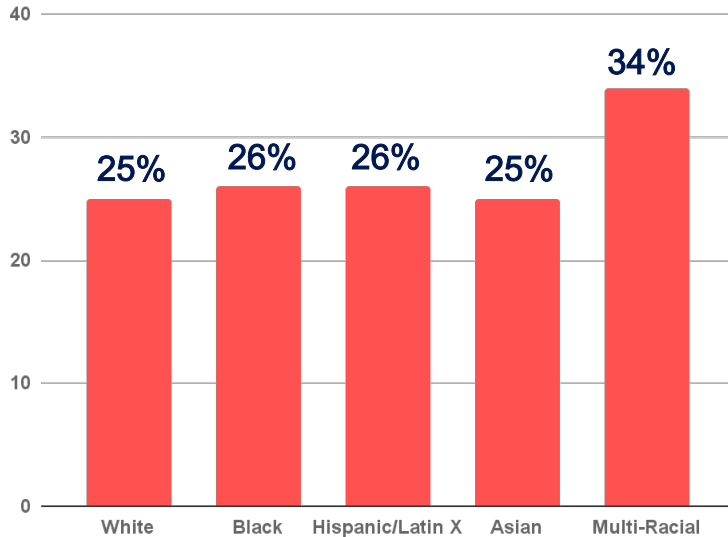
Source: *The Cassandra Report: Spring 2021 Survey Q. 13 Demographics.*



10%

of Gen Zs identify with more than one race/ethnicity; 8% for Millennials

Diversity Begets Diversity

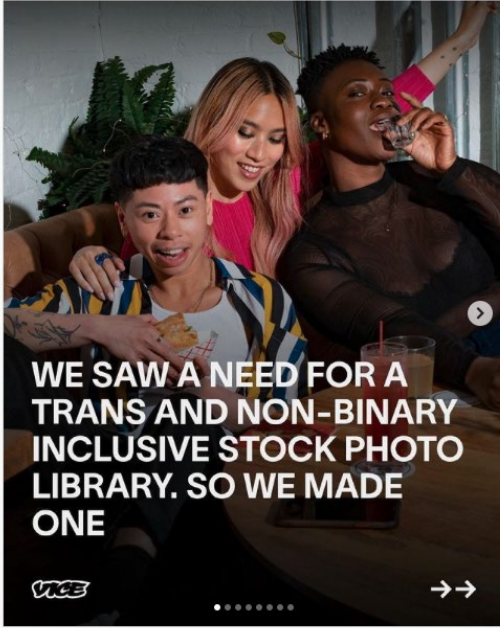
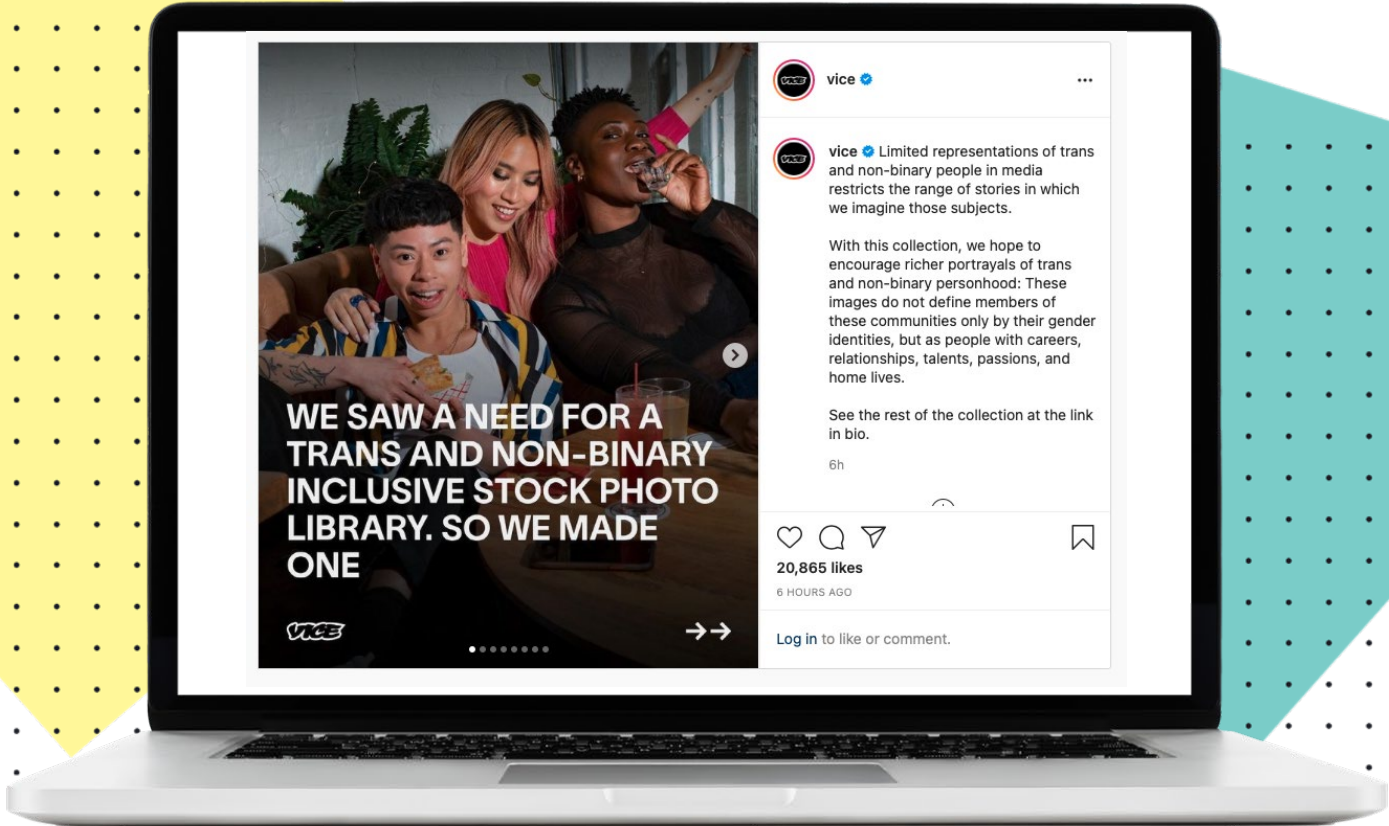


Percent of youth who identify as LGBTQ+ by Race/Ethnicity





Examples



vice

vice Limited representations of trans and non-binary people in media restricts the range of stories in which we imagine those subjects.

With this collection, we hope to encourage richer portrayals of trans and non-binary personhood: These images do not define members of these communities only by their gender identities, but as people with careers, relationships, talents, passions, and home lives.

See the rest of the collection at the link in bio.

20,865 likes

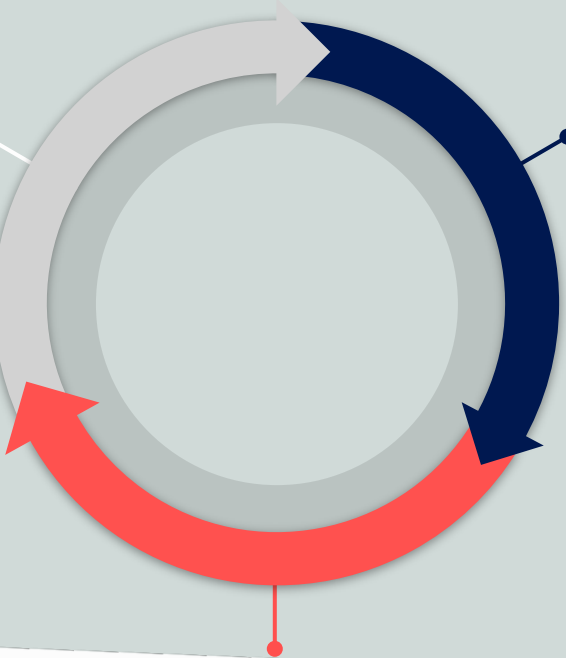
6 HOURS AGO

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An Accelerating Cycle

Diversity of younger generations fuels need for more inclusive definitions

Gen Z will continue to accelerate the demand for better representation (and experiences) in research



The marketplace adjust to these demands, creating higher awareness

To Do's

- Prefer Not to Answer
- Fixed to Fluid
- Redefine Brand Sentiment
- Universal Aspirations (?)
- What does representation really mean?

#1 prefer not to answer



#2 fixed to fluid



#3

redefine brand sentiment



#4

universal aspirations (?)



#5

**what does
representation
really mean?**



Start Now!

In order to move forward from nascent to maturity - you don't need to be a big brand to make improvements

questions?

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