

7 Considerations (or Tips) when Moderating with Tweens & Teens



While many marketers' attention is still firmly on Millennials, it's hard to ignore Generation Z as they grow into adulthood. In fact, Gen Z (roughly those born between 1997 and 2012) make up a third of the world's population and almost 40% of US consumers! More and more of our clients are interested in understanding this cohort and their attitudes.



Give them the lay of the land



Lighten the mood



Allow extra time to warm up



Treat them as equals



Allow extra time to warm up



Treat them as equals



Choose small groups over 1-on-1 Interviews