

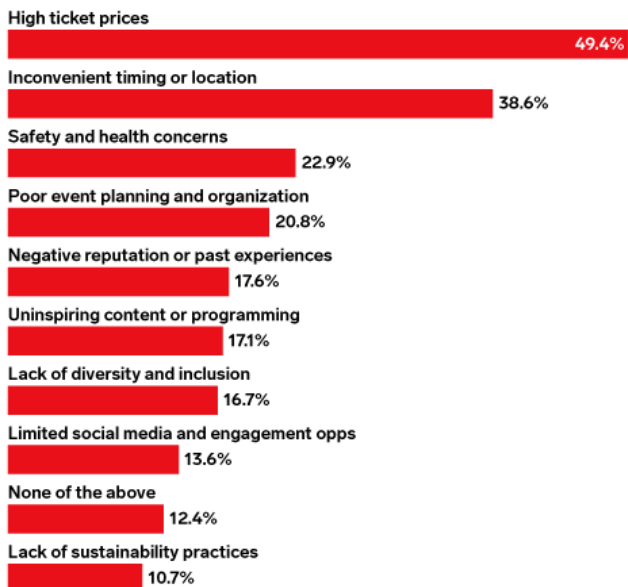
Gen Z consumers are turned off by high-priced events

Article



Reasons Why US Gen Z Consumers Skip Events, July 2024

% of respondents



Note: n=1,000 ages 18-27

Source: MERGE, "The Event Effect: Gen Z Retail Survey," Sep 10, 2024

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Key stat: Nearly half (49.4%) of US [Gen Z](#) consumers skip events due to high ticket prices, according to a September report from Merge.

Beyond the chart:

- Post-pandemic, Gen Z is eager for experiences that span beyond digital. Over two-thirds (69%) of Gen Z consumers shop in-store weekly, according to an August 2024 survey from RetailNext.
- Gen Z were more likely than older generations to consider price and quality when purchasing new brands and products, according to our "Gen Z Path to Purchase 2024" report.

Use this chart: Marketers can use this chart to understand that, while Gen Z values in-person experiences, they must be cost efficient and convenient.

Related EMARKETER reports:

[Gen Z Path to Purchase 2024](#) (EMARKETER subscription required)

[Gen Z Technology and Media Preferences 2024](#) (EMARKETER subscription required)

Methodology: Data is from the September 2024 Merge “The Event Effect: Gen Z Retail Survey.” 1,000 US Gen Z consumers ages 18-27 were surveyed during July 10-18, 2024.