

# Figuring Out Generation Z

**NOW COMPRISING** a full quarter of the U.S. population, Generation Z (which consists of those born after 1995) is just beginning to come of age. The group has been molded by the Great Recession and the tumultuous world events of the past two decades to be pragmatic and real, a stark contrast to their optimistic and idealistic predecessors, the Millennials. And while Millennials are taking over the workforce and should eclipse Baby Boomers as the largest living generation by the end of this year, Gen Zers are hot on their heels. By 2020, estimates suggest that Gen Zers, the oldest of whom are turning 20 this year, will represent 40 percent of the consumer market.

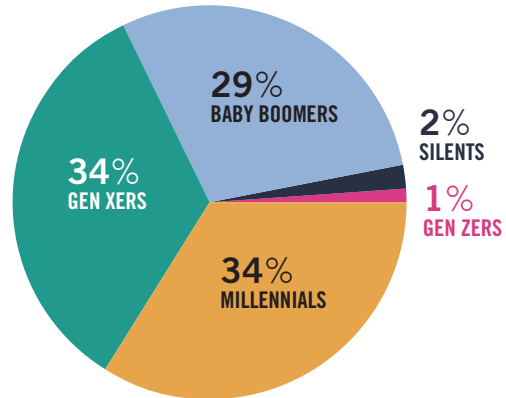
So what's the lowdown on Gen Z, the first true generation of the Internet age? Here's a look at who they are and what makes them tick (and click).

— *Andrew Eitelbach*

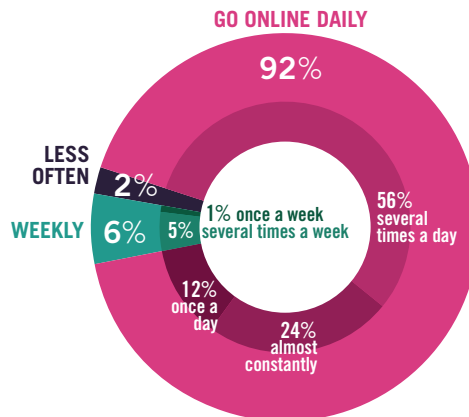
**THEY'RE ALREADY AMONG US.**

In 1995, when the first Gen Zers were born, Millennials hadn't even made their way into the workforce yet. Now, as Millennials become the keystone of the labor market, the oldest Gen Zers are entering the fray.

source: 2015 Pew Research Center Study



**DIGITAL NATIVES, THE VAST MAJORITY OF GEN ZERS ARE REGULARLY ONLINE.**



source: 2015 Pew Research Center Study

**71% USE MORE THAN ONE SOCIAL NETWORK. SO WHICH ONES DO THEY USE?**

71% Facebook	33% Google+
52% Instagram	24% Vine
41% Snapchat	14% Tumblr
33% Twitter	11% Other

**22% USE ONLY ONE SOCIAL NETWORK. HERE'S WHERE THEY SPEND THEIR TIME:**

66% Facebook	13% Instagram
13% Google+	3% Snapchat

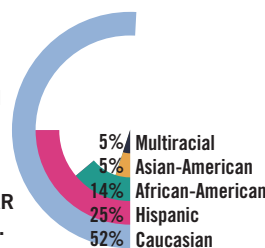
**THEY HAVE AMBITION, STRONG MORAL CONVICTIONS, AND ARE WARY OF THE SYSTEM.**

**4 in 10** want to work for themselves even though only one in nine Americans do so now

- 63%** want colleges to offer courses on founding and running businesses
- 60%** see wealth disparity as a serious threat to their generation
- 74%** support equal rights for transgender people
- 64%** believe healthcare should be free for all
- 64%** believe big corporations and big banks control too much in U.S. society

source: 2014 Northeastern University Innovation Survey

**THEY ARE THE MOST DIVERSE GENERATION YET, (AND LIKELY THE LAST TO HAVE A CLEAR MAJORITY) ...**



**... AND GEN ZERS ARE OKAY WITH THAT:**

Almost half see it as a good thing and only one in nine have negative feelings about it

source: 2014 Frank N. Magid Associates

**SO HOW BEST TO REACH THEM?**

- Prefer cool products to cool experiences (60% vs. 40%)
- Prefer to hear from brands via social media and email
- Want to hear from real people vs. celebrities
- Prefer stories with realistic endings vs. highly fanciful ones

source: Winter/Spring 2015 Cassandra Report