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INTRODUCING GEN Z

September 2019



THE FOUR GENERATION WORKFORCE

**Baby
Boomers**
1940-59

- Idealism
- Revolutionary
- Collectivist
- Ideology
- Vinyl and movies

Gen X
1960-79

- Materialistic
- Competitive
- Individualistic
- Status
- Brands & cars
- Luxury articles

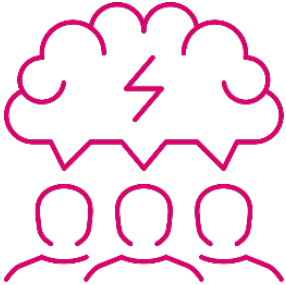
**Gen Y
(Millennials)**
1980-94

- Globalist
- Questioning
- Oriented to self
- Experience
- Festivals & travel
- Flagships

Gen Z
1995-2010

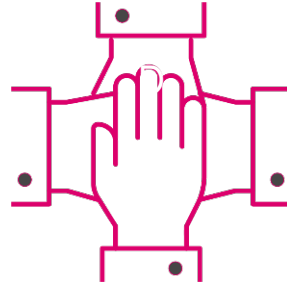
- Undefined ID
- Communaholic
- Dialoguer
- Realistic
- Uniqueness
- Unlimited
- Ethical

A Closer Look at Gen Z



Undefined ID
“Don’t define
yourself in only one
way”

Expressing individual
truth



Communaholic
“Be radically
inclusive”

Connecting through
different **truths**



Dialoguer
“Have fewer
confrontations and
more dialogue”

Understanding different
truths



Realistic
“Live life
pragmatically”

Unveiling the **truth**
behind all things

The search for the **TRUTH** is at the root of all Generation Z’s behavior.



Undefined ID

Expressing individual truth

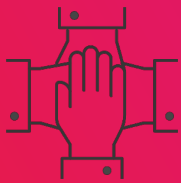
Gen Zers see the self as a place to experiment, test and change. They don't want to be defined by one stereotype. Instead, they experiment with different ways of being themselves and shape their individual identities over time.

66%

will agree to join someone who thinks differently if there is a shared cause.

81%

will stop buying brands and spread the word about companies whose campaigns they regarded as macho.



Communaholic

Connecting to different truths

Gen Zers value online communities because they allow people of different economic circumstances to connect and mobilize around causes and interests.

52%

of Gen Zers think it's natural for every individual to belong to different groups (compared with 45% of the people in other generations), and Gen Zers have no problem with moving between groups.



Dialoguer

Understanding different truths

Gen Zers believe in the importance of dialogue and accept differences of opinion with the institutions in which they participate and with their own families.

49%

say it is necessary to break with the system to change the world. Members of this generation tend to believe that change must come from dialogue.




Realistic

Unveiling the truth behind all things

Raised at a time of global economic stress, Gen Z can be described as a generation of self-learners that are more pragmatic and analytical about their decisions than members of previous generations were.

65%

of Gen Zers say they particularly value knowing what is going on around them and being in control.

An aerial, high-angle photograph of a large, open public space, likely a plaza or park. The ground is paved with large, light-colored tiles arranged in a geometric pattern of triangles and squares. A large, dark, triangular shadow or painted area is visible in the lower right quadrant. Numerous people of various ages and ethnicities are scattered throughout the plaza, walking in different directions. The overall atmosphere is one of a busy, open public space.

GEN Z OVERALL CONSUMER BEHAVIORS

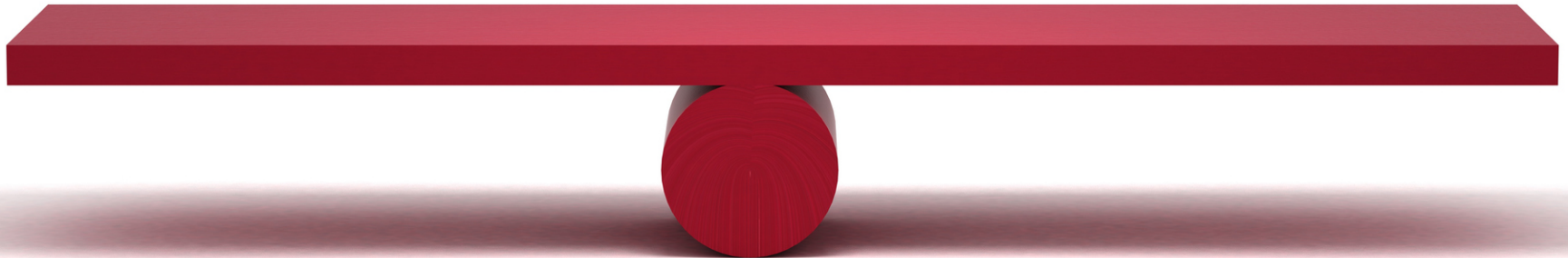
Gen Z to a “T”

At the center of Gen Z’s behavior
and consumption patterns is

TRUTH

Gen Z are the first “digital natives”.
To connect amongst themselves and
the rest of the world, they rely on

TECHNOLOGY



TECHNOLOGY

45% of teens say they are online “almost constantly”. This has a significant impact on how Gen Zers consume and **means marketers should have a mobile-first strategy.** Pew Research Center

49% of Gen Zers indicated that “the ability to find what I want quickly” is important. Retail Touchpoints

Gen Zers are 60% more likely to hang up if the phone is not answered within 45 seconds. Marchex

39% of Gen Zers say it’s important or **very important for brands to use social media to engage with them.** Retail Touchpoints

60% of Gen Zers will not use an app or website that is too slow to load. IBM

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ANALYZERS

As “digital natives”, this group accesses and evaluates a broad range of information before making a purchase. Not only do they analyze *what* they buy but they also analyze the very *act* of consuming.

That analysis includes finding companies that allow them to connect around a brand. For example, when buying new accounting software, they want to purchase a specific product but also have access to other technology, coaching and communities of like-minded consumers*.

And this collected information impacts other consumers. **70% of Gen Zers said they influence family purchase decisions~.**

*McKinsey&Company
~IBM



CONVENIENCE & PRIVACY

Limiting time online does not exist for Gen Z. They expect to be able to purchase products and services whenever and wherever they want. **For companies, this means omnichannel marketing and digital-first strategies are a must.**

Even though this group is always online, they're not comfortable with sharing their personal data with companies. **Over 85% of Gen Zers have an issue with sharing personal data with companies*.**

Another Gen Z study found that **61% of respondents said they would feel comfortable sharing more personal information if they knew their data was being protected and stored securely^.**

*McKinsey&Company
^Retail Touchpoints



ETHICAL


Gen Zers expect companies to take a stand on issues that matter and they expect the company's actions match its ideals. **A company must be consistent across the board in its beliefs.**

Gen Z is well educated about brands. And if they're not, they know how to find the information they need and quickly form an opinion. **70% say they try to purchase products from companies they consider ethical*.**

Another study found that **45% of Gen Zers choose brands that are eco-friendly and socially responsible~.**


*McKinsey&Company
~IBM





65%

try to learn the origins of anything they buy. Including where it's made, what it's made from, and how it's made.



63%

of respondents said that recommendations from friends are their most trusted source for learning about products and brands.



80%

refuse to buy goods from companies involved in scandals. *Good news: Gen Zers are tolerant of brands when they make mistakes - if the mistakes are corrected.*

**By 2020 Gen Zers will represent
40% of consumer shopping.**

Is your company ready?

BE BOLD

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