



GENERATION Z 2017 SUMMER SPOTLIGHT



OF DAYS 2- TO 5-YEAR-OLDS
SPEND IN PRESCHOOL OR CHILDCARE



2-, 3- & 4-Year-Olds
4 Days



5-Year-Olds
5 Days

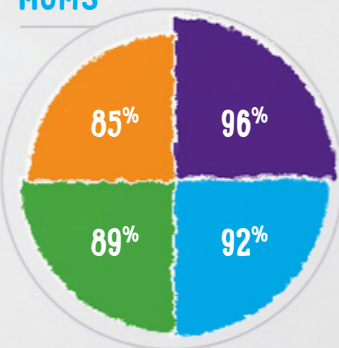
LANGUAGES
BESIDES
ENGLISH USED
AT HOME

Spanish
15%
Chinese
3%
German
2%

Moms and Dads take a team approach to school-related chores involving their preschoolers.

% VERY/SOMEWHAT INVOLVED IN TASKS RELATED TO CHILD

MOMS



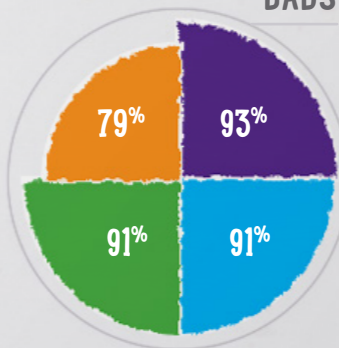
Preparing child
for school

Communicating with
child's school

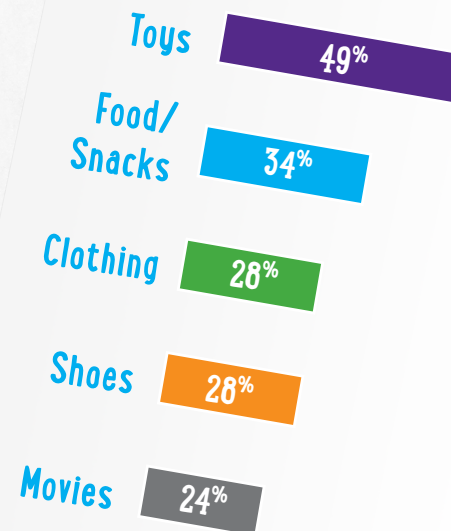
Driving to afterschool
activities/practices

Preparing school-
day lunches

DADS



% OF PARENTS WHO
SEEK PRESCHOOLERS'
INPUT ON CERTAIN
PURCHASES



THE SUMMER OF MASHUP MUSIC

Aside from hit machines like Bruno Mars and Ed Sheeran, youth are flocking to musical mashups this summer. Some of their favorites:

Chainsmokers featuring Daya: "Don't Let Me Down"

Chainsmokers featuring Coldplay: "Something Just Like This"

Ariana Grande featuring Nicki Minaj: "Side to Side"

Luis Fonsi featuring Justin Bieber: "Despacito"

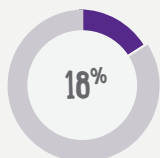
Pharrell Williams, Katy Perry, and Big Sean: "Feels"



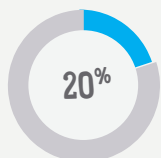
% WHO SAY SALESPEOPLE ARE FRIENDLY TO ME



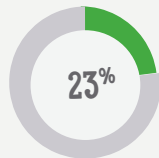
% WHO SAY THEY FEEL LIKE THE SALESPEOPLE THINK THEY'RE GOING TO SHOPLIFT



KIDS



TWEENS



TEENS



% WHO SHOP WITHOUT PARENTS

2015

14%

KIDS

2016

15%

39%

TWEENS

27%

53%

TEENS

55%

IF GIVEN A \$100 GIFT CARD, THEY'D WANT IT FROM



YouthBEAT®

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Source: YouthBeat®, Total Year 2016