

FACTS ABOUT GEN-Z

AND HOW THEY DIFFER FROM MILLENNIALS

1

EXPECT PERSONALIZATION

Gen-Z expect to be understood on a personal level and have products and services tailored to them.

2

PROBLEM SOLVERS

Gen-Z would rather use online resources to problem-solve than ask a third party for help.

3

MOBILE FIRST

They are more likely to drop a brand, service or product over poorly designed mobile features.

4

INDEPENDENT

Gen-Z prefer to work by themselves, unlike Millennials who enjoy working in teams or groups.

5

SOCIAL MEDIA NATIVES

They grew up with online communities. Unlike some Millennials, Gen-Z never had to use a landline.

6

REALISTS

While Millennials are classified as dreamers, Gen-Z are more practical when it comes to future goals.

7

YOUTUBE WATCHERS

47% of Gen-Z consume, on average, 3 or more hours of video per day on Youtube.

8

EXPERT CONTENT SIFTERS

Gen-Z decide in approximately 8 second whether or not something is worth their attention.

9

SHOP ONLINE

Gen-Z are 29% more likely to make purchases online than Millennials.

10

VALUE FREEDOM

While Millennials value flexibility in their work-life, Gen-Z would rather not be tied down to an office



READY Education

<https://www.forbes.com/sites/jefffromm/2018/05/10/unspoken-expectations-how-brands-can-read-gen-z-minds/#638af7ac3a29>

<https://www.adweek.com/brand-marketing/new-study-reveals-how-the-expectations-of-gen-z-are-reshaping-brand-experiences/>

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https://www.pearson.com/us/content/dam/one-dot-com/one-dot-com/us/en/files/PSONA5646-8150_TIDL_GenZ_Infographic_Print_FINAL.pdf

<https://www.thedrum.com/news/2017/11/01/10-facts-about-the-mysterious-generation-z>