

GENERATION

Your much fussed-over Millennial customers
are now comfortably in their 30s going to
Mommy and Me Yoga and sporting dad bods.
Have you started thinking about their younger
brothers and sisters?

Generation Z, those born in 1995 or later,
make up the largest percentage of the U.S.
population — about 25%.

They are already contributing \$44 billion to
the economy and will account for one-third
of the population by 2020.¹

IS COMING

These teenagers and early 20-somethings differ from Millennials in key ways; don't say we didn't warn you!

1 Gen Z is less brand-conscious and less brand loyal.²

You will have to work even harder to win and keep their business than Millennial customers.

2 Gen Z are social justice warriors. Don't think this woke moment is a trend: keep being thoughtful about your messaging because the younger generation prides themselves on being socially conscious.³

3 Gen Z was born online. Gen Z has never known a world without technology in their pocket, so they want intuitive, mobile technology, and they expect it to be seamless.⁴

4 Gen Z is frugal.⁵ Coming of age in the Great Recession

to achieve their parents' standard of living, this younger generation is very cost sensitive. This trait combined with their internet research savviness means you will need to provide accessible and meaningful information on rates and charges.

5 Gen Z is diverse. This next generation is the most diverse in U.S. history, so you will need to work to keep up with inclusive messages and initiatives.⁶

6 Gen Z is sophisticated. Being exposed to more information means this generation is more mature at a younger age; don't talk down to them!⁷ ■

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3. Mary Meehan, "The Next Generation; What Matters to Gen We," Forbes, August 11, 2016, accessed August 13, 2018, <https://www.forbes.com/sites/marymeehan/2016/08/11/the-next-generation-what-matters-to-gen-we/#6b6ba7737350>.

4. Teresa Bridges, "5 Ways the Workplace Need to Change to Get the Most out of Generation Z," Fast Company, August 19, 2015, accessed August 13, 2018, https://www.fastcompany.com/3049848/5-ways-the-workplace-needs-to-change-to-get-the-most-out-of-generation-z?utm_source.

5. Sarah Frostenson, Sarah Kliff, Soo Oh, "Today's Teens_less than you did," Vox, June 9, 2016, accessed August 13, 2018, <https://www.vox.com/a/teens>.

6. Pew Research Center, "Biggest Share of Whites in U.S. are Boomers, but for Minority Groups it's Millennials or Younger," Pew Research Center, July 6, 2016, accessed August 13, 2018, http://www.pewresearch.org/fact-tank/2016/07/07/biggest-share-of-whites-in-u-s-are-boomers-but-for-minority-groups-its-millennials-or-younger/ft_16-7-7-genage2/.

7. Meehan, "The Next Generation; What Matters to Gen We."