

Generation Z vs. Millennials

vs.

- Tech innate
- Active volunteers
- Togetherness
- Communicate with images
- Creative
- Humble
- Future focused
- Realists
- Work for success

- Tech savvy
- Slacktivists
- Tolerant
- Communicate with texts
- Sharing
- Low confidence
- Focused
- Optimists
- Work toward discovery

(www.bainbridgeconsulting.com)



Top Gen Z Names

Male

William
Jack
Jacob
Michael
Matthew



Female

Lily
Chloe
Isabella
Olivia
Sarah



(www.littlethings.com)

Gen Z Slang

Rekt - a slang version of "wrecked"

Hella - extremely

Basic - unoriginal, average

Fam - people who are very close

Turnt - to get incredibly excited, to party

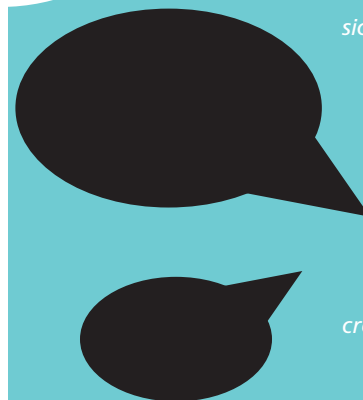
Squad - a group of people, a posse

Throwing shade - to pick out flaws of other people in a derogatory or passive aggressive manner

On fleek - perfect or flawless

Bae - a significant other, stands for "before anyone else"

(www.urbandictionary.com)



JUST THE FACTS

- Born 1995 - 2004
- 55% of high schoolers have jobs
- 1 out of 2 Gen Zers are going to a university
- 70% are optimistic about culture

- 78% are concerned about hunger
- 76% are concerned about climate change
- 26% would fly to see someone they met on social media

1 in 4 American children live in poverty

11% of Gen Z diagnosed with ADD and mental illness

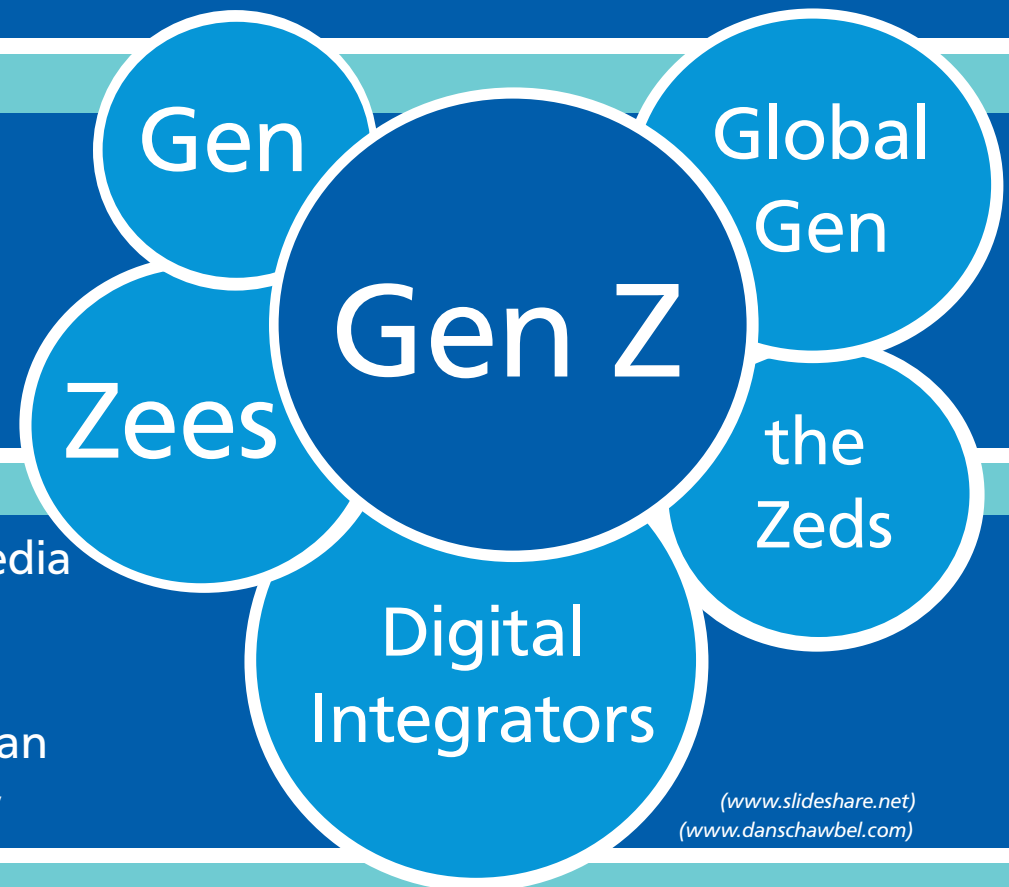
77% are concerned that children are dying of preventable diseases



writingspark.com

52% use some sort of social media for research

41% of Gen Z spends more than 3 hours on a screen per day



(www.slideshare.net)
(www.danschawbel.com)

Tech History

'83 Selfie Stick

'97 MP3

'99 Flash Drive

'02 GoPro

'04 Facebook

'07 iPhone

'10 Siri

'11 Snapchat

'13 Google Glass

'64 PC

'84 Mac

'98 Google

'01 Wikipedia

'03 MySpace

'05 YouTube

'09 WhatsApp

'10 iPad

'13 Vine