



THE STATE OF **GEN Z 2018**

Unexpected insights into how Gen Z is impacting everything from technology and brands to social media and the workplace.

FALL 2018

Research presented by:

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Welcome from the **Study Authors**



September 2018

Welcome to the **State of Gen Z 2018!**

Each year at The Center for Generational Kinetics we lead an extensive national research study that explores Gen Z, also known as iGen, from a variety of vantage points. Exploring Gen Z is a passion for us as we consult with clients on how grow their sales with Gen Z, keynote events to teach leaders how to manage across generations, and lead custom research to uncover the hidden drivers for Gen Z and Millennial brand engagement.

This national study builds on the more than 40(!) national and international studies we've led that explore Gen Z, Millennials, Gen X, and Baby Boomers. In addition, we add the experience of our consulting work with more than 100 clients per year helping to solve their generational challenges with employees and customers. We infuse that experience—and extensive behind-the-scenes data—in each year's State of Gen Z study.

Note that in this year's study we included 1,000 members of Gen Z (ages 13 to 22) as well as 1,000 Millennials because we are increasingly seeing the differences between these two generations driving the changes, challenges, and opportunities across businesses, industries, categories, and emerging trends.

Welcome from the Study Authors

Gen Z will continue to bring a **new normal** to everything they do as they further enter adulthood and create the trends that will ripple up and shape the behaviors and preferences of older generations, too.

In our work to separate myth from truth about Gen Z, we lead national and international quantitative studies. These studies explore everything from hidden Gen Z consumer drivers, technology interactions, and workplace behaviors to mental health, their perception of other generations, their similarities and differences with Millennials, and Gen Z's expectations of the Internet of the future.

To learn more about our custom research, keynote speaking, and generational consulting, please read [Four Ways We Can Help Leaders and Organizations](#) at the end of this white paper.

Understanding Gen Z is a passion and a calling for our research, consulting, and keynote speaking team.

We approach Gen Z from a number of angles: as researchers, behavioral designers, employers, colleagues, parents, family members, consultant, and curious bystanders watching Gen Z search for an answer by asking Alexa a question.

The Center for Generational Kinetics is pleased to present this groundbreaking national research. To schedule a media interview about the study and its findings, or to talk with our team about custom research, keynote speaking, or consulting for you, please contact our friendly office at:

Info@GenHQ.com | (512)-259-6877

Thank you for your interest in Gen Z. This is an incredibly exciting generation that is poised to change the world!

We look forward to hearing from you.

Sincerely,

Denise Villa, Chief Executive Officer
Jason Dorsey, President
Elli Denison, Director of Research

The Center for Generational Kinetics
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GEN Z AND THEIR SMARTPHONES

THE FIRST FULLY
DIGITAL GENERATION



Gen Z is Mobile First and Completely Immersed

The traditional family landline has been marching toward extinction for quite some time, existing only as a childhood memory for many older Millennials. But, younger members of Gen Z may not ever need to even borrow a friend or parent's phone. Why?

For this young generation, it's perfectly normal and expected for every person to *have their own phone*. In fact, the age for acquiring one's first cell phone continues to get younger. (See our [2016 State of Gen Z Study](#) to see when Gen Z considers the ideal time to get a first smartphone).

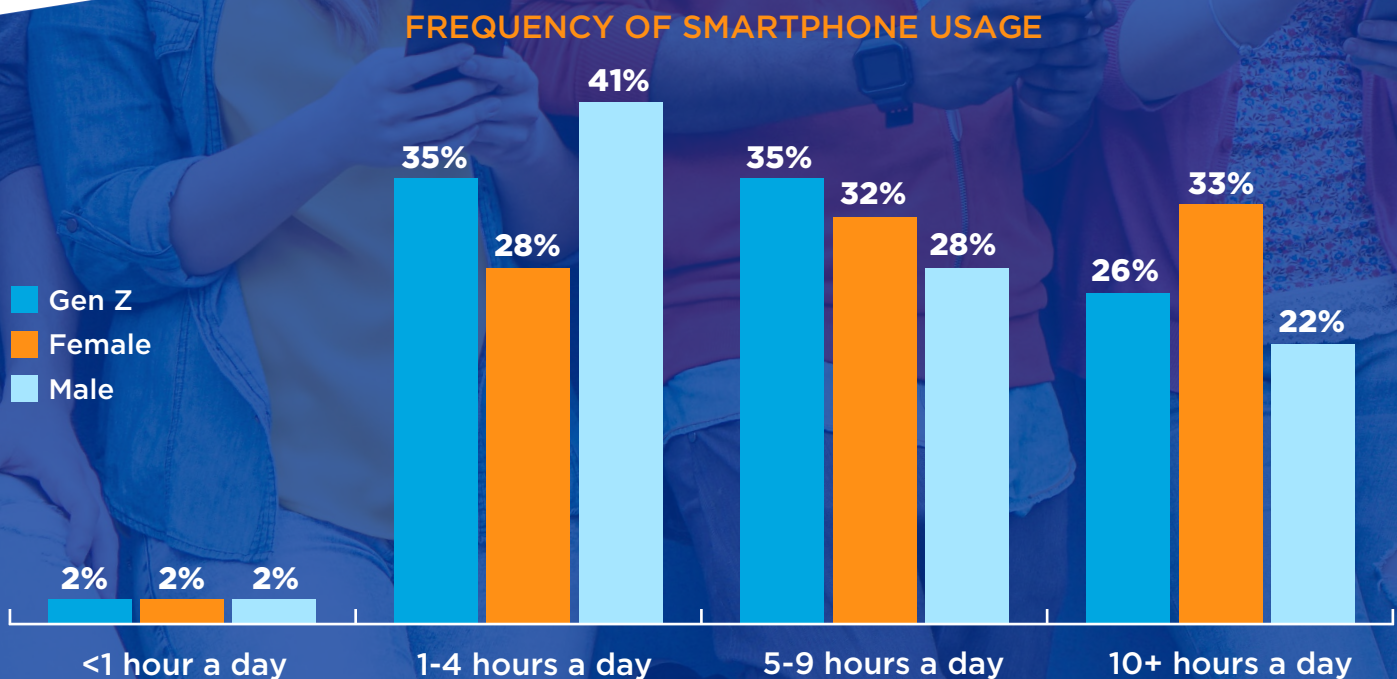
In our 2018 State of Gen Z Study, we uncovered that **95% of Gen Z ages 13 to 22 currently has a smartphone!** 95%!

Diving a little deeper there is a clear affinity among the dominant phone brands in the U.S. The national study found that **59% of Gen Z has an Apple iPhone and 39% has an Android.**

Anyone who has spent more than 5 minutes with Gen Z knows that this generation doesn't just have smartphones *for emergencies*. They use their phones. *Constantly*.

In fact, **over half of Gen Z uses their smartphone 5 or more hours per day. But of these, 26% use it 10 or more hours each day!** Gen Z females are using their phones more than males with **65% of Gen Z females and 50% of Gen Z males using their phones 5 or more hours per day.**

That is a lot of texting, posting, swiping, and chatting!



Gen Z is Mobile First and Completely Immersed

(continued)

But it isn't just the normal waking hours that Gen Z spends on their smartphones. Usage of these devices seeps into sleeping hours as well, and in a big way.

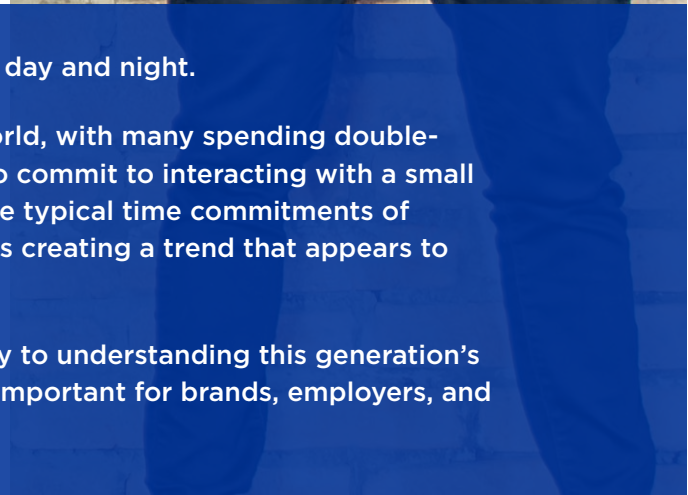
A stunning **65% of Gen Z says they are on their smartphones after midnight a few times a week or more often and of these members of Gen Z, 29% are on their smartphones after midnight every night!** This late-night usage is likely affecting other areas of their life, both in terms of the constant connectivity and the lack of sleep.

How does Gen Z's late-night phone usage compare to Millennials? Gen Z uses their phone late at night significantly more than Millennials do. Only 39% of Millennials say they are on their phones after midnight a few times a week or more. That means that there are a whopping 26% more members of Gen Z on their phones after midnight a few times a week or more than there are Millennials exhibiting the same behavior.

In summary, Gen Z is constantly connected *and connecting* day and night.

This generation is truly immersed in a digital-everything world, with many spending double-digit hours each day on their phones. That is a lot of time to commit to interacting with a small screen, but an especially large amount when factoring in the typical time commitments of school, sleep, leisure activities, and work. However, Gen Z is creating a trend that appears to show no sign of slowing down.

Understanding Gen Z's intensely mobile-first behavior is key to understanding this generation's perceptions and behaviors as Gen Z becomes increasingly important for brands, employers, and communities.



Constant Connection Has Its Drawbacks

While there is no doubt that Gen Z is tied to their smartphones, there are clear trade-offs that the generation acknowledges.

Yes, access to seemingly unlimited information, answers, online community, news, and status updates can keep this generation in the know. However, this can also cause overwhelming anxiety to stay connected to their phone.

In fact, the national study found that **58% of Gen Z feels uncomfortable if they don't have their phones for a few hours or less.** Of these, **31% are uncomfortable being away from their phones for 30 minutes or less!**

As the data shows, the majority of Gen Z experiences a negative reaction in the form of discomfort when separated from their phones for even a short amount of time.

But what happens if a device is lost or broken? Stress levels escalate notably, particularly for Gen Z females. **67% of Gen Z says that they experience a high level of stress when their phone is lost, broken, or stops working** and this is true for a staggering **73% of Gen Z females.**

Gen Z essentially seems to view their smartphones as an extension of themselves. It's as if messing with their phone is the same as messing with them. **56% of Gen Z (and 61% of Gen Z females) become stressed when someone hides their phone, and 42% express high levels of stress when someone touches their phone without permission.** They truly don't want anyone messing with their phone.

HOW LONG ARE YOU
COMFORTABLE NOT
HAVING YOUR PHONE?

14%

No amount of time

17%

<30 minutes

27%

A few hours

16%

About half a day





**GEN Z AND
SOCIAL MEDIA
NOT ONE-SIZE-FITS-ALL**

Social Media is a Carefully Curated Lifeline to and for Gen Z

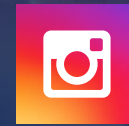
So, what is Gen Z doing during all those hours each day spent on their phones? The answer can largely be summed up in two words: social media. It certainly isn't the only thing they do on their phones because there is plenty of texting and shopping going on, but social media is a *huge* component of Gen Z's mobile lives.

Importantly, the national study revealed that social media is not one-size-fits-all for Gen Z. While certain platforms are more popular with Gen Z than with other generations, they don't exclusively use a single social media platform. In fact, Gen Z appears to be *very particular* and selective about which social media platform they use for specific interactions and outcomes.

For Gen Z, different types of communication and information goals require different social media platforms. For instance, **Gen Z uses Instagram to follow brands, Snapchat to post or send a video or a selfie, and Facebook to create or check a group event.**

GEN Z'S PREFERRED APP USE BY SITUATION

Follow Brands



41%

Post a Video



40%

Post a Selfie



36%

Check a Group Event



39%

Create a Group Event



36%

Social Media Holds Particular Appeal for Gen Z Females

Gen Z’s extensive social media usage—some might even call it a dependence—is an important trend to know, but those who truly want to understand this generation can’t stop there. The notable importance of social media to Gen Z is only part of the story.

When Gen Z males and females are compared to each other in terms of social media usage, the impact and importance of social media appear even more stunning.

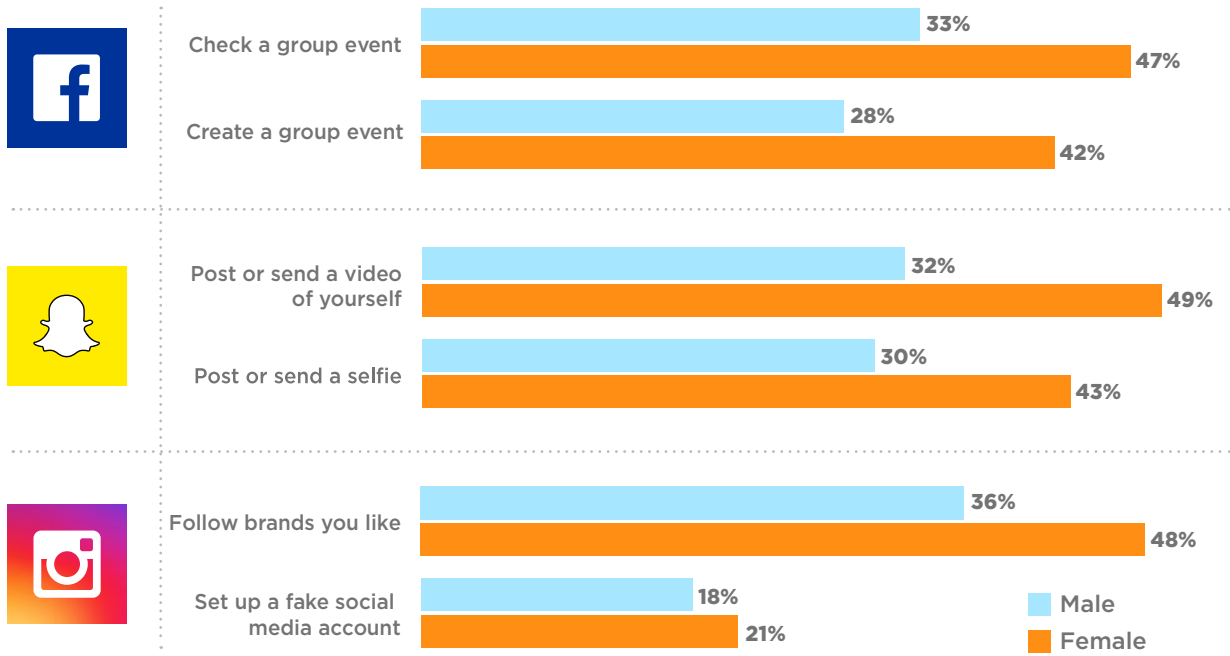
In every situation we described in the survey for potential social media usage, Gen Z females outpace males on social media usage, sometimes by a considerable margin. In fact, Gen Z females average 12% more usage in all situations described compared to Gen Z males!

Gen Z males and females are generally choosing the same social media platforms for the same tasks, but they are doing so on different scales. When we separate the data by gender it still holds true that Snapchat, Facebook, and Instagram have their specific uses, it’s simply that Gen Z females are utilizing them far more frequently than males.

For instance, **while 32% of Gen Z males say Snapchat is the place to post or send a video of themselves, 49% of Gen Z females agree. And, while 36% of Gen Z males say Instagram is where they follow brands they like, 48% of Gen Z females say the same!** Gen Z females have a much stronger affinity for using social media for each of the outcomes we explored.



GEN Z’S PREFERRED APP TO USE BY SITUATION





Social Media Holds Particular Appeal for Gen Z Females

(continued)

Facebook shows a similar trend. **While 1/3 of Gen Z males prefer to check a group event using Facebook, 47% of Gen Z females prefer to check a group event on the social media platform. Along the same lines, 42% of Gen Z females use Facebook to create a group event, but only 28% of Gen Z males do the same.**

Gen Z's extensive social media usage—some might even call it a dependence—is an important trend to recognize, but those who truly want to understand this generation can't stop there.

The fact that the two genders use various social platforms at such different rates is a big part of the Gen Z story. In terms of reaching and messaging to Gen Z, not just as brands, but even as educators, employers, and parents, understanding how differently males and females are immersed in and affected by social media is imperative.

Females are more immersed and therefore more susceptible to comparing themselves and their lives to what they see on social media, and [even gauging their happiness and self-worth accordingly.](#)

A photograph of two young women at sunset. The woman on the right is blowing a large, translucent bubble gum bubble. She is wearing dark sunglasses and has a small diamond earring. The woman on the left is wearing white-rimmed sunglasses and is drinking from a clear plastic cup with a red straw. The background is a bright, hazy sunset sky. A large blue diagonal banner is overlaid on the bottom half of the image, containing the title text.

GEN Z AND MONEY

EARNERS, CONSUMERS, AND SPENDERS

Gen Z Receives Money from a Variety of Different Sources

The members of Gen Z, who are now up to age 22, are experiencing a range of key life stage events.

The oldest in the generation might be nearing the end of college and entering the workforce or may already have a few years of work experience on their their resume. But most of the generation is still in secondary school and very much under their parents' care and responsibility.

Across this range of life stages from adolescence to early adulthood, Gen Z is receiving, earning, and spending money. Whether they're purchasing video games, sneakers, lunch, or their first car, they are already developing a *strong* relationship with money.

But where does Gen Z get their money?

This is a question that we are frequently asked to investigate on behalf of marketers, executives, venture capitalists, and the media.

The answer: Gen Z gets their money a lot of different ways! In fact, **38% of Gen Z is still receiving money from their parents**, which is to be expected given that the youngest members of Gen Z included in the study are 13 years old, and the oldest are 22. But, this is only one source of their money.

We uncovered that Gen Z receives or earns money from a variety of sources and often *multiple sources at the same time*.

For instance, **nearly a quarter of Gen Z is working a part-time job, 23% does odd jobs and other short-term work, and 22% earns allowance with chores and other responsibilities.**



Why is this important?

Discovering the sources of Gen Z's money is important to understand how they view, manage, and spend their money. The discovery that a good amount of Gen Z's money is earned through an activity such as work or an earned allowance could be a big factor in how the generation spends money in the future and at what levels.



Gen Z Wants Information Before Spending

Who or what influences Gen Z to spend their money once they have it?

The national study revealed that Gen Z consumers are influenced by a variety of sources, some expected and some unexpected.

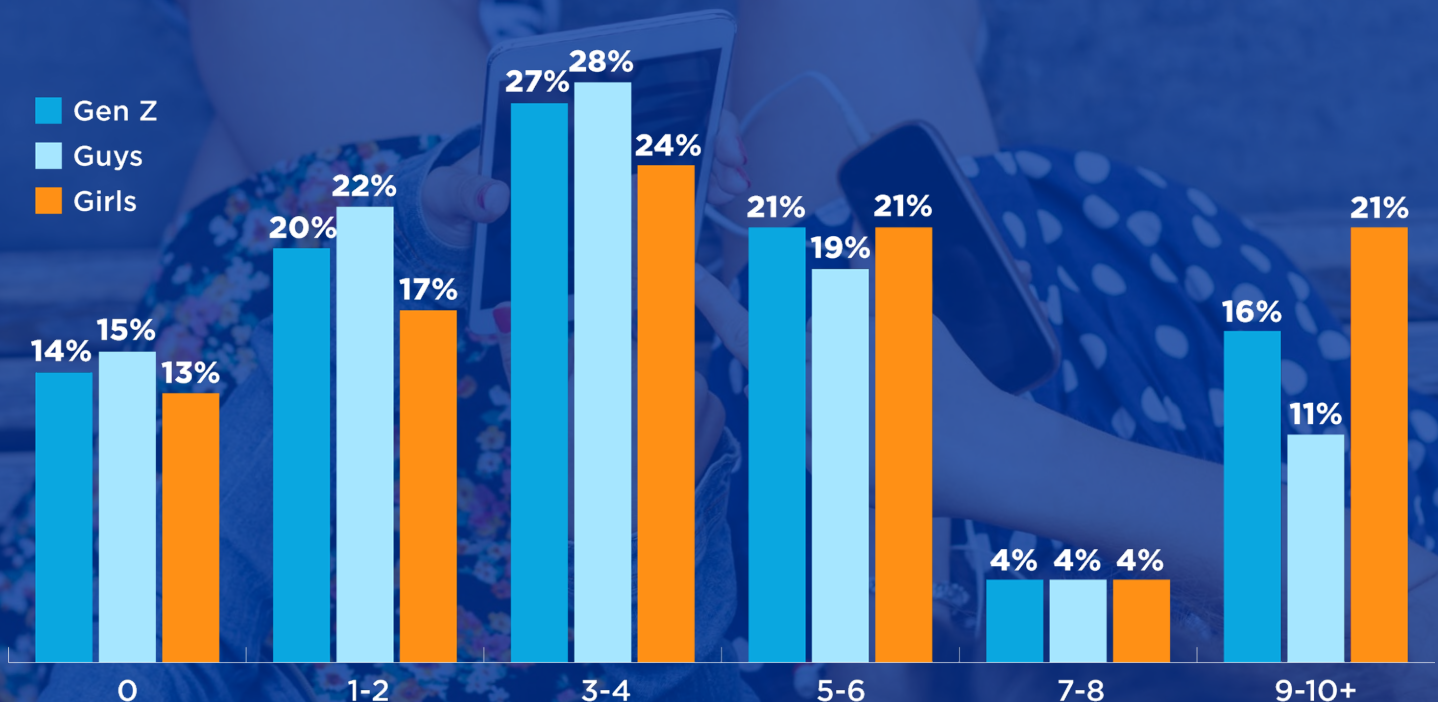
In keeping with the generation's highly-connected lives, Gen Z wants to receive input about their shopping and purchasing decisions **throughout their shopping journey.**

Two generations ago, this was more difficult as there was a smaller pool of people to weigh in on any purchasing decision at any one time. Not anymore! Gen Z is connected to friends, family, and online influencers 24/7, 365 through their smartphone.

For Gen Z, a world of purchasing opinions and insights is literally at their fingertips (or the sound of their voice), giving the generation the ability to quickly gather information and opinions from a myriad of diverse sources. The study found that family and friends still play a large role in this purchasing influence process, but *so do complete strangers.*

In fact, **68% of Gen Z reads at least 3 reviews before making a first-time purchase with their own money.** But more surprising: **16% of Gen Z reads 9 or more reviews before making a first-time purchase with their own money!**

NUMBER OF REVIEWS READ BEFORE GEN Z MAKES A FIRST-TIME PURCHASE





Gen Z Wants Information **Before Spending** (continued)

In keeping with other online behavior, Gen Z females read significantly more reviews than Gen Z males before making a purchase. While only **11% of Gen Z males say they read 9 or more reviews before making a purchase, 21% of Gen Z females—or almost twice as many females than males—say this!**

Online reviews, recommendations, and promotions can also come from online influencers. Online influencers, defined as individuals who have a large social media following and share their opinions, research, expertise, etc., online, are a natural part of life for Gen Z as they engage in social media and surf the Internet.

In fact, **46% of Gen Z follows more than 10 influencers on social media right now.** In other words, influencers now occupy a platform of authority previously known to celebrities and star athletes.

46%
OF GEN Z
follows more than 10
influencers on social
media right now.



“Unlike the celebrities, singers, or athletes of previous generations who became sought-after product and service endorsers, today’s online influencers don’t have to demonstrate proven expertise in an area or a high-profile endorsement deal.

Instead, when it comes to shaping the views of Gen Z consumers, it’s enough for today’s influencers to have a large online following around a specific topic, lifestyle, experience, product, service, or outcome.”

**-Jason Dorsey
President and
Gen Z Expert**



GEN Z AND BRANDS FRIENDS AND INFLUENCERS MATTER MOST

Social Media is THE Medium for Brands to Reach Gen Z

If Millennials were the trendsetters for digitally connecting to brands, Gen Z is taking the trend and turning it into a tidal wave. What is the new frontier for this connection? You probably guessed it. Social media.

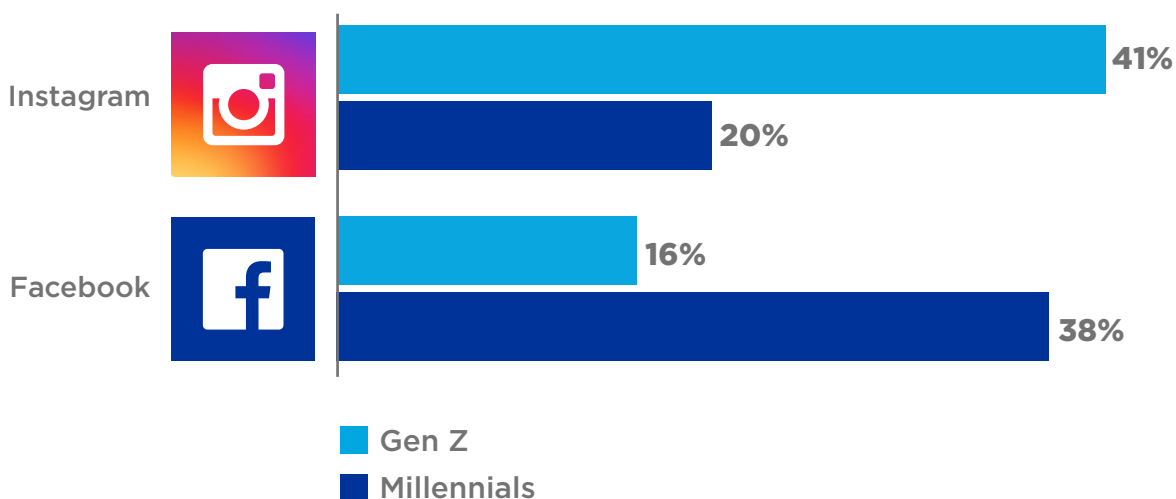
Gen Z expects to interact with companies and brands on social media and is doing so in greater numbers than Millennials. In fact, while 64% of Millennials follow at least 1 brand on social media, 73% of Gen Z does. And, **52% of these Gen Z followers are keeping tabs on 3 or more brands through social media.**

Gen Z also differs from Millennials in where they choose to follow brands.

Gen Z prefers to follow brands on Instagram and uses it 2.5 times more often than Facebook to do so. Millennials, on the other hand, prefer to follow brands on Facebook and choose Instagram far less often. This is a true generational divergence as the preferences between Instagram and Facebook are clearly opposite one another.

Gen Z prefers using Instagram to follow brands by a 2 to 1 margin when compared to Millennials. On the flip side, Millennials have double the preference of Gen Z to follow brands on Facebook.

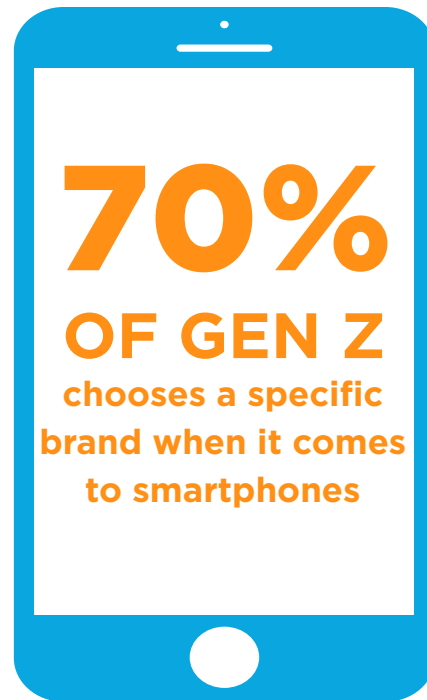
GEN Z'S PREFERRED WAY TO FOLLOW BRANDS



Social Media is THE Medium for Brands to Reach Gen Z (continued)

For Gen Z, brand loyalty plays a bigger role in specific categories than in others.

For instance, **70% of Gen Z chooses a specific brand when it comes to smartphones, and 59% does so with electronics.** However, only **38% buys a specific brand when it comes to clothing, and 47% does so when it comes to shoes.** The brand *category* impacts the importance of the brand when it comes to Gen Z loyalty.



“Social media is not optional for brands that want to attract Gen Z as customers and advocates. A robust social media presence across key Gen Z platforms is an absolute must for brands.”

**-Dr. Denise Villa
CEO and Gen Z Expert**



GEN Z AS EMPLOYEES

FROM JOBSEEKING TO EMPLOYMENT

Gen Z Socializes Their Job Searches

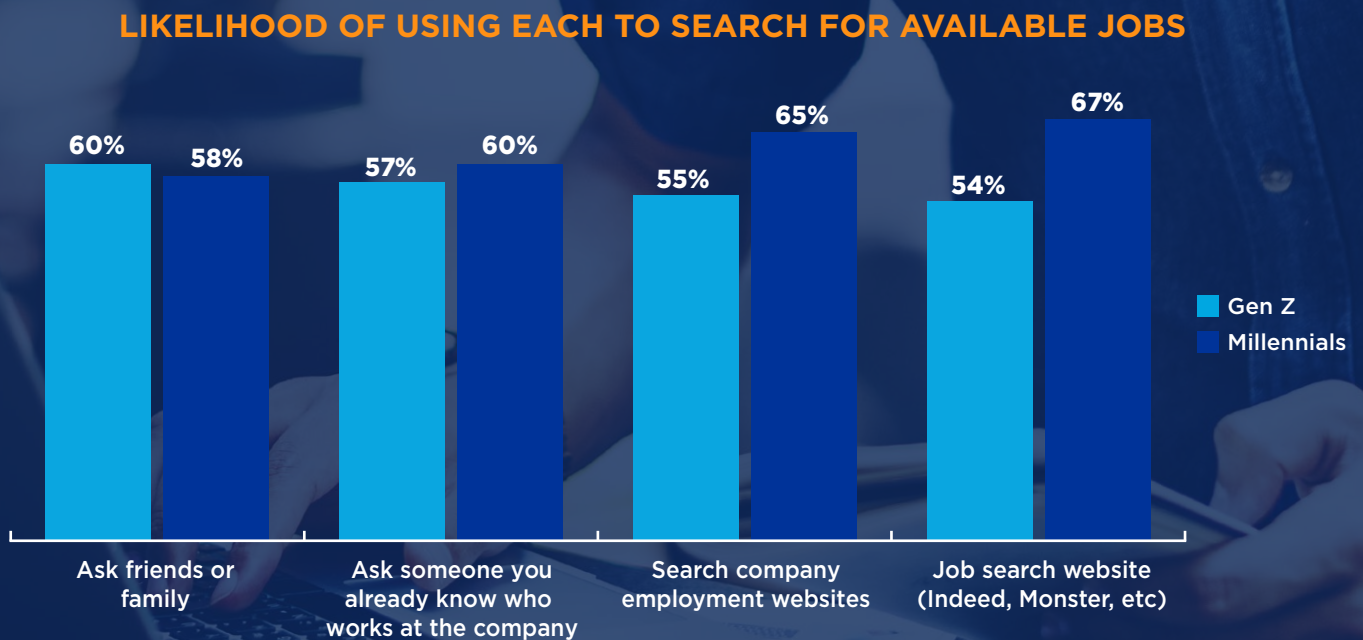
The world of job boards and job search websites has exploded over the past decade. In fact, if you were to ask Millennials how they search for jobs (and we did!), you would find proof of this digital job search pathway as their most trusted source. Job search websites such as Indeed and Monster are at the top of Millennials' job search list, and specific company employment websites are a close second.

Unlike Millennials, however, Gen Z takes their job search journey to those around them *first*.

60% of Gen Z is likely or very likely to ask friends or family about job openings, and 57% are likely to ask someone they know who already works at the company.

Part of this job search mindset could be tied to Gen Z's current age and life stage and potentially tied to them also focusing on jobs close to their home or that they can find through family and friend connections. However, it could also be an emerging trend that those most immersed in the digital world want to receive guidance from people they know and trust in their immediate world first when it comes to finding a job. Time and the continued hiring of Gen Z will undoubtedly tell. We will certainly be studying where the trend goes from here!

As evident as it is that Gen Z prefers going to friends and family first when looking for a job, the generation returns to their digital roots when they are scoping out a company where they might want to work.



Gen Z Socializes Their Job Searches

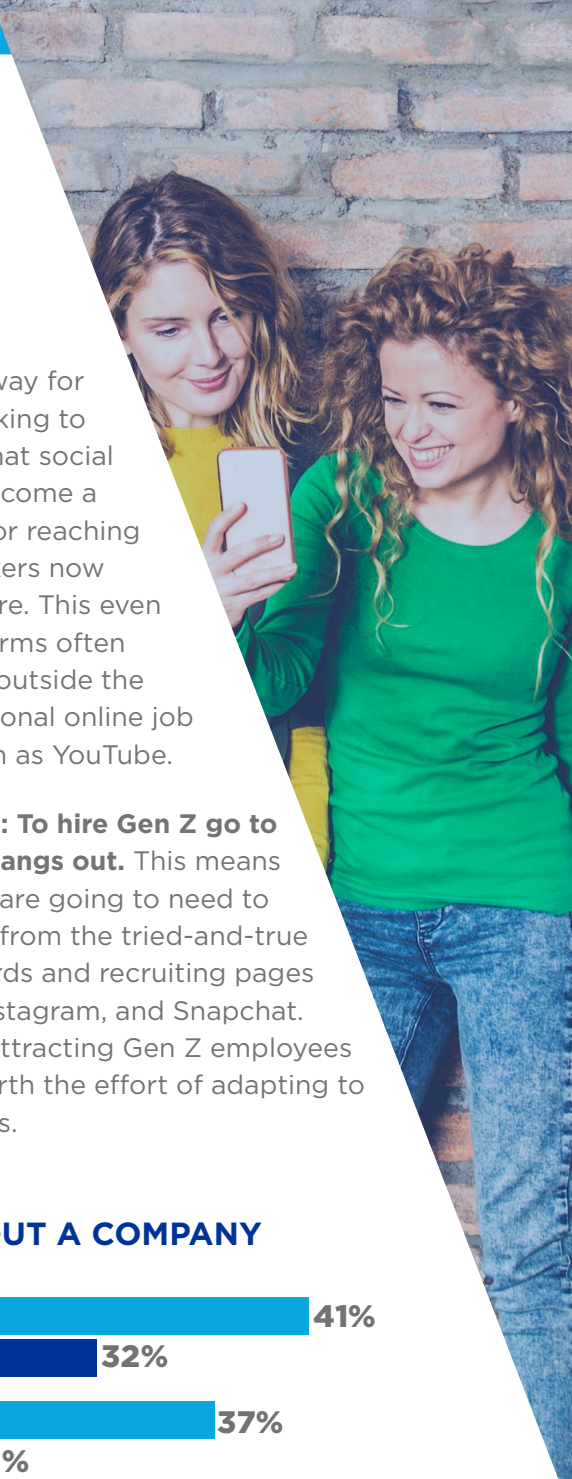
Where does Gen Z go to check out a potential employer?

Not the usual suspects such as Glassdoor or LinkedIn, but a much more native online destination for Gen Z: YouTube. That's right. YouTube is where Gen Z expects to go to learn about whether or not they are interested in a job with an employer.

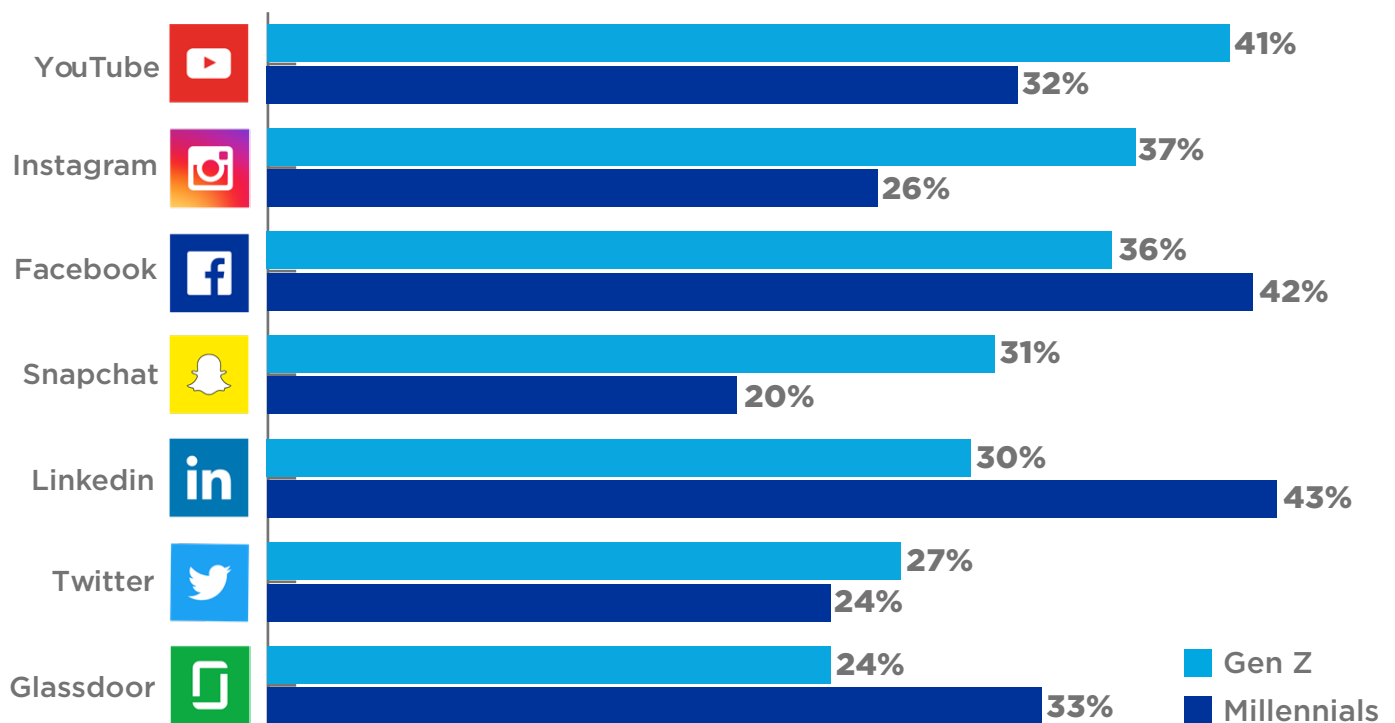
The national study shows that **40% of Gen Z says they would use YouTube to determine if they want to work for a company while 37% would use Instagram and 36% would use Snapchat. In comparison, only 24% of Gen Z would use Glassdoor.** Much like the job search itself, **this is completely inverted when compared to Millennials** who rely on LinkedIn and Facebook but are far less likely to use Instagram, Snapchat, or YouTube for researching their potential employer.

The key takeaway for employers seeking to hire Gen Z is that social media must become a core channel for reaching Gen Z job seekers now and in the future. This even includes platforms often thought to be outside the realm of traditional online job recruiting, such as YouTube.

In other words: To hire Gen Z go to where Gen Z hangs out. This means that recruiters are going to need to make the shift from the tried-and-true online job boards and recruiting pages to YouTube, Instagram, and Snapchat. The payoff in attracting Gen Z employees will be well worth the effort of adapting to these platforms.



LIKELIHOOD OF USING EACH TO LEARN ABOUT A COMPANY



Job Applications Need to Be Quick and Easy to Complete

Once a potential employer passes Gen Z's pre-application social media snooping, the next hurdle is to get Gen Z to start and *complete* a job application.

What we discovered in the national study is that **the job application itself should be considered part of the Gen Z recruiting process**. Essentially, an employer should see its job application as a marketing tool to continue selling its career opportunities to a potential Gen Z applicant.

If Gen Z does not complete the application or create an application account linked to an active email, then the employer cannot market the employment opportunity directly to the potential applicant.

Solutions we've seen range from asking Gen Z to set up an initial account using their email so they can save drafts of the application—which also enables the company to send emails to them—to employers offering an application via text or instant message to get the process jump started.

When it comes to Gen Z, a job application should be seen as a marketing tool from the employer to the generation. This marketing tool should position Gen Z to see the application as a low-risk, great first step to learn more about the company and see if there is a mutual fit.

The ideal job application for Gen Z is one that takes 15 minutes or less to complete. In fact, **more than 60% of Gen Z says the job application should take less than 15 minutes**.

Many employers want to screen out applicants quickly, so there can be additional steps and a longer screening process after the initial application is submitted. But the key we uncovered is to take specific steps to get Gen Z to complete the initial application step so both Gen Z and the potential employer can learn more about each other.



Job Applications Need to Be Quick and Easy to Complete

A CORE DISCOVERY: the initial job application step should be **short**. In our work with clients, we frequently help them to think about ways to streamline the initial job application step because it is essentially still a marketing tool to attract great candidates.

In some cases, employers who are struggling to attract employees due to their industry or low unemployment rates make the initial application *extremely* short—almost as a means to simply express interest in the company or a job—rather than an actual job application. They then follow up with more traditional steps. They view this as a key strategy to start a conversation with more potential applicants.



“There are clearly employment rules, regulations, and HR considerations throughout the job application process. But, a quick initial application will get the most Gen Zers to apply.

The follow-up steps can then go into more in-depth details that reveal if there is a mutual fit and excitement for the member of Gen Z to join a company.”

**-Jason Dorsey
President and
Gen Z Expert**

Communication in the Workplace is Vital to Gen Z

Communication and connection is key with Gen Z, as shown by their constant use of their smartphones and interactions on social media. But the generation's need to be connected and socialize decisions also extends well into the workplace and impacts Gen Z's ideal workplace experience and behavioral drivers.

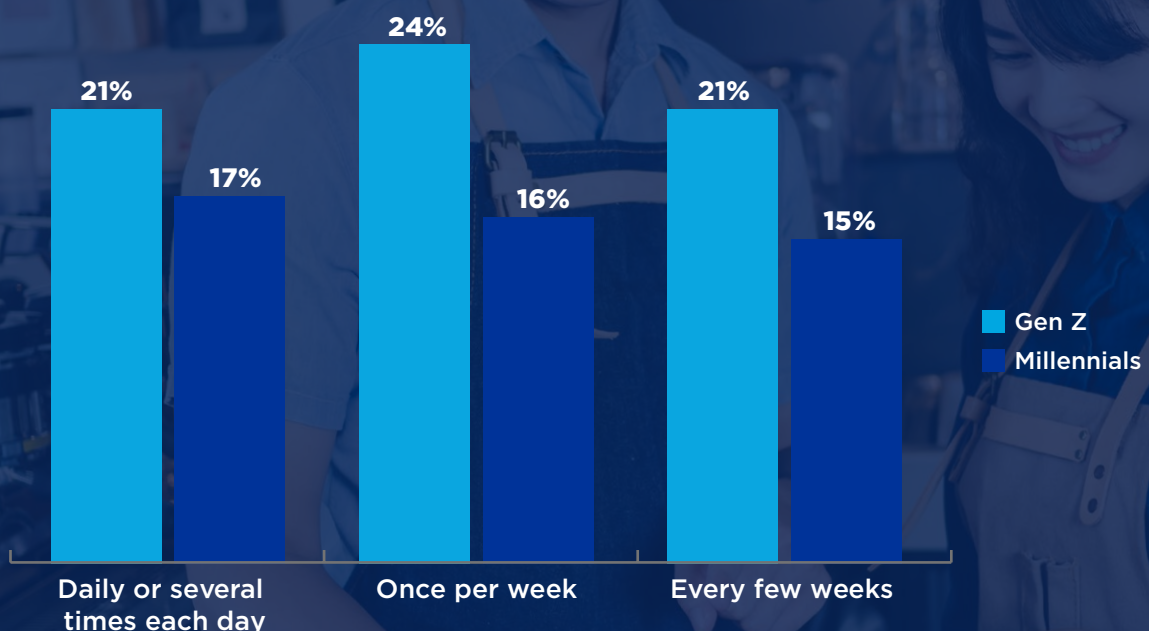
How important is communication when it comes to Gen Z as employees? Very important! In fact, communication directly impacts Gen Z employee retention.

Two-thirds of Gen Z say they need feedback from their supervisor at least every few weeks in order to stay at their job. In comparison, less than half of Millennials need the same amount of communication to stay with an employer.

Going further: **One in five members of Gen Z need feedback daily or several times each day in order to stay with an employer.** In other words, the national study reveals that Gen Z wants more frequent workplace communication than even Millennials desire!

Gen Z's desire for greater communication frequency in the workplace will be a challenge for many employers, potentially even for Millennials who manage Gen Z. However, the increased desire for feedback from Gen Z creates a tremendous opportunity to help the generation develop their workplace skills, mindset, and attitude to deliver the best job performance possible and advance their careers.

IDEAL FREQUENCY OF FEEDBACK FROM A SUPERVISOR





“Frequent communication can end up saving managers significant time and frustration by helping Gen Z do a better job faster with potentially less overall communication. Simply stated: A two-minute conversation every week can provide more benefit than an hour meeting every month, which saves both the manager and the Gen Z employee significant time. ”

-Dr. Denise Villa
CEO and Gen Z Expert

One insight we’ve uncovered from our qualitative work with Gen Z employees is that the frequency of feedback should not be confused with the *amount* of feedback. Similar to Millennials, Gen Z wants to know how they are doing, where they could be improving, and areas to focus on at work, but these interactions with managers and colleagues can be very short—even less than a minute and potentially via technology. The key is that the interactions and communications need to occur *consistently* so Gen Z can deliver the most value to an employer.

THE STATE OF GEN Z 2018 CONCLUSION



Gen Z is not a continuation of Millennials or Millennials 2.0.

This diverse, energetic, connected generation is already on a trajectory that looks to be *very different* than the generations before. While Gen Z is still young and refining—or in some cases developing—their beliefs, perceptions, and behaviors, they are a generation that has already shown signs of tremendous potential and a desire to impact the world.

For employers, marketers, and leaders, recognizing and understanding the differences between Gen Z and Millennials is urgent as Gen Z will soon become the fastest-growing generation of both entry-level employees and consumers. The oldest members of Gen Z are already age 22 and looking ahead to positively impact employers, brands, and communities.

Interestingly, given the generation's youthfulness and reliance on technology, relatively little has been uncovered about how they think, shop, work, feel, influence, and spend as the first true digital natives. The State of Gen Z annual study series was designed to shed light on these key interactions and viewpoints that the generation brings and what other generations need to know about them now.

THE STATE OF GEN Z 2018 CONCLUSION

Most of Gen Z has never have known a world without high-speed, wireless Internet, video chat, instant messaging, social media, and ever-present handheld devices (that are way more powerful than the computers that used to occupy entire rooms). This emerging generation has always known or heard about online dating, online job searching, paying their friends through apps, and seeing all the negative aftershocks of The Great Recession and Millennials' much-touted employment struggles.

At the same time, Gen Z's parents are not the Baby Boomers who raised Millennials but rather Gen X and even older Millennials—who our research has shown are intentionally choosing to raise their children differently than Baby Boomers.

Combining all these external factors, trends, and influences, it is clear that Gen Z is not a continuation of Millennials—as the State of Gen Z data shows—but a generation that wants to start a new story: one of their own making and design.

At The Center for Generational Kinetics, **we are passionate about separating myth from truth and solving generational challenges for clients.** We love this work and are passionate about helping every generation unlock their potential, from Traditionalists to Gen Z. We appreciate you taking the time to share in our generational discoveries and excitement for what Gen Z brings and will continue to bring to the world.

Please let us know how we can help you through keynote speaking, customer research, or drive-results consulting. We look forward to hearing from you!

Sincerely,

Denise Villa, Chief Executive Officer
Jason Dorsey, President
Elli Denison, Director of Research

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THE STATE OF GEN Z 2018 CONCLUSION

Six quick takeaways about Gen Z from the State of Gen Z 2018:

- 1. Smartphones are ubiquitous—and at an earlier age than ever before** 95% of Gen Z between ages 13 and 22 already has a smartphone.
- 2. Gen Z is constantly connected, even after midnight**
Gen Z spends a lot of time on these devices, even when they should be sleeping. The downside is that many in Gen Z feel uncomfortable and experience levels of stress being without their devices for even short amounts of time.
- 3. Gen Z uses different social media platforms for different tasks**
Social media is a space Gen Z occupies comfortably and naturally. This is especially true for Gen Z females who outpace Gen Z males on social media usage for all tasks we surveyed.
- 4. Gen Z uses a variety of sources to earn money**
The generation also gathers information about potential purchases prior to making them not only from friends and family, but through online reviews by strangers and the input of social media influencers.
- 5. Gen Z interacts with brands online differently than Millennials**
Gen Z prefers to engage with brands via Instagram much more so than Facebook.
- 6. Gen Z brings changing expectations to the workplace**
Gen Z uses their personal networks and even YouTube to figure out if they like a company before applying. They also believe that the application should be short and they desire frequent feedback from their supervisors once employed.



Methodology

This custom research study was led by the research and consulting team at The Center for Generational Kinetics. The survey was administered to 2,032 U.S. respondents (1,000 Gen Z ages 13 – 22, and 1,032 Millennials ages 23 – 41).

The survey was conducted online from April 10, 2018, to April 24, 2018, and has a margin of error of +/-3.1 percentage points.

Gen Z is defined as those born 1996 and after. Millennials are defined as those born between 1977 and 1995. The sample was weighted to the current U.S. Census data for age, gender, and region.

About the Study's Authors



Denise Villa, Ph.D.

Denise Villa, Ph.D., is the CEO and Co-Founder of The Center for Generational Kinetics. Dr. Villa creates and leads the vision of The Center along with all day-to-day operations. A former educator and school administrator, Dr. Villa has led numerous organizations, and in doing so has served five generations.

Dr. Villa serves on the board of two nonprofits, advises start-up companies, was recognized as an Austin Under-40 Finalist, and runs marathons. Dr. Villa completed her undergraduate degree at The University of Texas and her Masters and Doctorate at Texas State University.



Elli Denison, Ph.D.

Elli Denison, Ph.D., is Director of Research at The Center for Generational Kinetics. Dr. Denison designs and leads all of The Center's research, including quantitative, qualitative, and mixed method. She has extensive experience leading custom research for diverse clients ranging from financial services and travel to healthcare, entertainment, and CPG. Dr. Denison has Bachelor's degrees in journalism and political science from Lee University, and a Master's and Ph.D. in political science from the University of Tennessee, Knoxville.

Before entering the world of corporate and non-profit research, Dr. Denison spent many years teaching college and enjoyed the challenge of getting college students interested in American government and political theory.



Jason Dorsey

Jason Dorsey is the leading speaker, researcher, and consultant on Millennials, Gen Z, and emerging generational trends. He has received over 1,000 standing ovations for his acclaimed presentations around the world. He's personally led research on four continents. His clients range from automakers, software companies, and professional sports teams to private equity, global retail, and restaurant brands.

Jason wrote his first bestselling book at age 18. He has appeared on more than 200 TV shows, including 60 Minutes and The Today Show, and he was featured in a New York Times cover story. He's also a Millennial married to Gen X'er, and they have a Gen Z daughter! Learn more about Jason Dorsey and his groundbreaking work at JasonDorsey.com.



About The Center for Generational Kinetics

The Center for Generational Kinetics is the leading research, keynote speaking, and consulting firm focused on Gen Z, Millennials, and solving generational challenges, from growing sales across generations to improving employee performance.

The Center's team of Ph.D. researchers, consultants, behavioral designer, and keynote speakers helps leaders around the world. The Center's team solves tough generational challenges such as helping leaders adapt to recruit, retain, and train Gen Z employees as well as how to sell and market to Gen Z as they rapidly emerge as customers.

Each year, The Center works with more than 180 clients around the world. These clients range from car manufacturers and global hotel brands to venture capitalists, private equity, insurance companies, hospitals, and pioneering software firms.

The Center's team is frequently quoted in the media about the effect of generational differences on everything from shopping and spending to parenting, work habits, and the impact of social media.

Learn more about The Center for Generational Kinetics at GenHQ.com.

Four Ways We Help Leaders and Organizations

How can we help you solve your generational challenge or reach your measurable goals across generations?

Here are four ways we can help:

CUSTOM RESEARCH

We lead quantitative, qualitative, and mixed method approaches to solve challenges for brands and employers. Our team has worked in almost every industry and brings tremendous research credibility and frontline experience, a rare combination. Our findings are designed to be immediately actionable.

BEHAVIORAL DESIGN

Our behavioral design team delivers a rare combination of behavioral economics and traditional research strategies to uncover the missing factors that drive new behavioral outcomes. We lead this type of work for clients from CPG brands to thought-leaders seeking new ways to solve industry challenges. We uncover the missing insights you need.

CONSULTING

We consult for brands and employers around the world to solve their generational challenges with measurable results. Our consulting work ranges from helping car manufacturers launch new vehicles to rethinking legacy hotel brands and fast-tracking growth for financial services firms. Our consulting solutions range from a single project to multi-year relationships.

KEYNOTE SPEAKING

Our acclaimed Gen Z keynote speakers have received more than 1,000 standing ovations around the world. We have a speaker for every event size, complexity, and budget.

Contact us. We're happy to set up an introductory phone call with our team or send additional information.

We look forward to hearing from you:

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