



## THE CENTER FOR GENERATIONAL KINETICS®

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### **National Gen Z Study Provides Snapshot into Future Technology Usage**

Center for Generational Kinetics Releases New National Study on the Generation after Millennials, a.k.a. iGen

**Austin, TX** – The Center for Generational Kinetics, a leader in generational research, is launching a 2016 national study series about iGen, the generation after Millennials that is also known as Gen Z or Centennials. The first set of results are being released today in a white paper titled “iGen Tech Disruption,” which covers the generation’s use of technology and its impact on future generations. #iGen2016.

The research uncovers surprising new technology trends and reveals how employers, marketers, managers, and parents can effectively communicate with and influence what is soon to be the fastest growing generation of consumers and employees. Key findings include:

- **Social media determines self-worth:** More than any other generation, iGen says social media affects their self-esteem, popularity, how people see them, influence, job and dating prospects. In addition, a full 37% of iGen also says social media affects their happiness.
- **The social media divide by generation:** iGen selected Vine, Instagram and Twitter as the top three social media sites ideal for their generation. Though Facebook didn’t make the top five list, 44% of iGen said Facebook is good for any age, from their own generation to their grandparents.
- **iGen is changing retail:** 24/7 access to compare prices and choices online has given consumers the market power over retailers and merchants. 100% of every generation said they would surf the web on their phones looking for a better price when in a retail store.
- **iGen thinks differently about online privacy:** iGen is significantly less concerned than other generations about their privacy when using technologies native to them, such as mobile payment apps and social media. However, iGen is more concerned than Millennials when it comes to protecting their identity when paying with a debit or credit card and also more concerned than any other generation about online privacy when using dating websites or mobile dating apps.
- **iGen takes a practical approach to shared services:** iGen has always known share-economy services and count on companies such as Uber and AirBnB to solve challenges from transportation to where to stay on vacation. While 25% of Baby Boomers don’t trust shared service providers at all, iGen takes a practical approach to the business model and safety. 63% of iGen agree that background checks on people providing shared services is the #1 way to earn their trust. That percentage is higher than any other generation.

- **iGen makes Millennials look old:** iGen thinks people should receive their first smartphone at age 13 vs. Millennials, Gen X and Boomers who on average think people should receive their smartphone at age 18. While the “older is better” response from Boomers was expected, this opinion was quite surprising from Millennials.
- **iGen won’t talk on their phone at work:** Though iGen said use of a phone was acceptable in almost any occasion (i.e. while eating dinner with the family, during a religious service, on a job interview, applying for a home loan, on a dinner date, and even at their own wedding), only 6% of iGen think it’s okay to talk, text or surf the web in any way during work.

Shared [Jason Dorsey](#), iGen expert and co-founder of the Center for Generational Kinetics, “iGen’s role and relationship with technology—from attitudes toward technology to true dependence on it—provides the best snapshot we have of future technology usage for each of us. This happens because technology trends now ripple up: from the youngest adults to the oldest. The generations before iGen, such as Millennials, Generation X and Baby Boomers, will eventually adopt many of the technology habits and attitudes that iGen already views as normal. Our study reveals what to expect.”

Visit [genhq.com/igen](http://genhq.com/igen) to download a copy of the complete white paper on iGen, view two infographics showcasing the study’s findings, and access additional resources about the generation after Millennials. Click [HERE](#) to watch Jason Dorsey’s acclaimed TEDx talk that went viral on [YouTube](#), “What Do We Know About the Generation After Millennials?”

#### **About The Center for Generational Kinetics**

[The Center for Generational Kinetics](#) leads original research to solve generational challenges for clients around the world. The co-founder Jason Dorsey is an expert on iGen and Millennials. The Center is known for uncovering surprising new trends, such as how Millennials are tech dependent rather than tech savvy, and that Millennials are breaking into two different generations. Dorsey’s deep understanding, diverse frontline experience, and quick wit about generational differences make him highly sought after for media opportunities and speaking engagements. The Center’s [clients](#) range from Mercedes-Benz to Marriott Hotels. For more information about The Center for Generational Kinetics, visit [genhq.com](http://genhq.com).

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