

GEN Z

MEET THE THROWBACK GENERATION

A national study by The Center for Generational Kinetics reveals Gen Z is poised to change spending—and not in the way you'd expect. The following insights are from Gen Z, ages 14 to 21.

Here are some of our favorite discoveries:

GEN Z IS EARNING MONEY EARLIER THAN YOU MIGHT EXPECT



GEN Z CONSUMERS SPEND MONEY DIFFERENTLY



GEN Z SHOPPER INFLUENCES



YOUTUBE INFLUENCES GEN Z'S LEARNING



GEN Z TURNS TO RATINGS AND REVIEWS BEFORE BUYING



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Contact Megan Grijsds at megan@cinventrics.com to schedule a media interview with the Gen Z experts at The Center for Generational Kinetics.
 For the study findings, visit GenHQ.com/Gen-Z-2017.