

# THE STATE OF GEN Z<sup>®</sup>

A New Generation Emerges – and Brings Tremendous Change

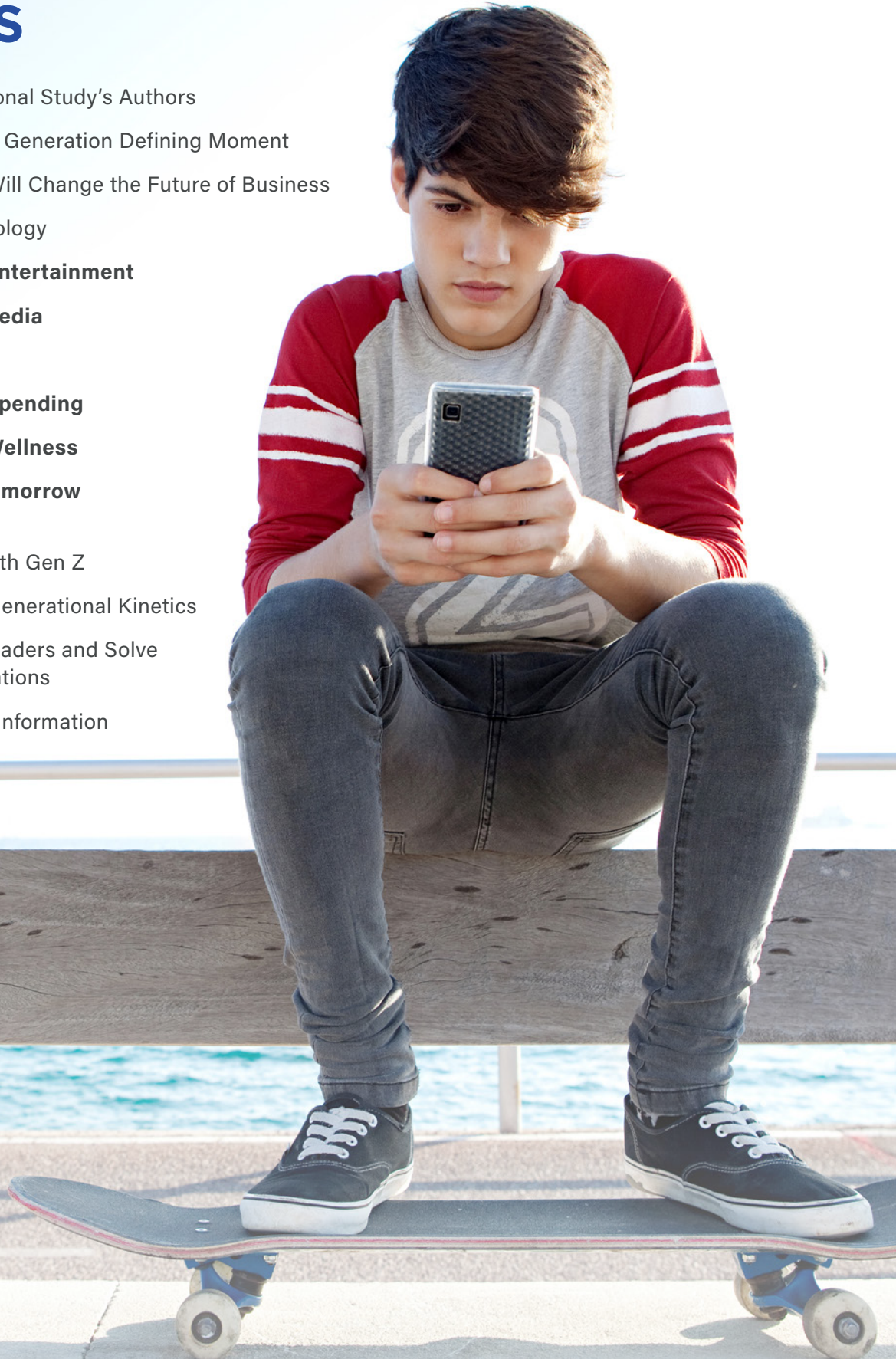
2019





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## WELCOME FROM THE STUDY'S AUTHORS

### Welcome to The State of Gen Z 2019!

Each year at The Center for Generational Kinetics (CGK), 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 generational researchers and speakers, we are on a mission to discover and unlock the potential of Gen Z as employees, customers, and trendsetters.

**This national study builds on more than 65 generational studies we've led on four continents. Our work has been featured in hundreds of media outlets and our speaking, consulting, and research clients include many of the biggest brands and employers in the world.**

In addition to the our research studies, we infuse our annual State of Gen Z report with our experience speaking and leading custom research to solve challenges for more than 100 clients per year. This work gives us *front line insights* and extensive data into what works actually works across generations.

In this year's study, we included 1,000 members of Gen Z (ages 13 to 23) as well as 1,000 Millennials for comparison. We are seeing dramatic differences between these two generations as they impact businesses, industries, countries, and emerging trends.





From our point of view, Gen Z is driving a **new normal** affecting everything they influence as they further enter adulthood. They're already creating the trends that ripple up and affect the behaviors and preferences of older generations around the world. In fact, the change, challenge, and opportunity Gen Z brings is only just beginning but will accelerate rapidly over the next 24 months.

After numerous years of study, we are releasing our best Gen Z discoveries, solutions, and strategies for leaders in our new book, **Zconomy: How Gen Z Will Change the Future of Business—and What To Do About It**.

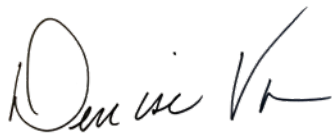
The Center for Generational Kinetics is excited to share this new national research with you. To schedule a media interview about the study and its findings, or with our team to discuss custom research, keynote speaking, or consulting, contact our friendly office:

[Info@GenHQ.com](mailto:Info@GenHQ.com) | (512)-259-6877

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

We look forward to hearing from you.

Sincerely,

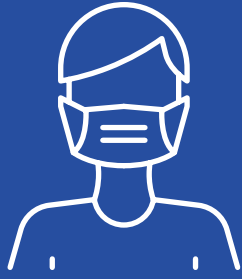


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*To learn more about our custom generational research, keynote speaking, and consulting, please read **Three Ways We Help Leaders and Solve Challenges for Organizations** on page 28.*





# GEN Z AND COVID-19

## A GENERATION DEFINING MOMENT

At CGK, we study the Generation Defining Moments that shape each generation, including Gen Z, Millennials, Gen X, and Baby Boomers.



**The key to a Generation Defining Moment is that it must do two things:**

1. **Take place at the right time in a generation's coming of age experience.** The event or external influence needs to occur at a formative time in a generation's coming of age experience, which is usually an age range from childhood through early adulthood. The key is the generation needs to be *old enough to deeply experience the event* while at the same be in a young enough life stage where it can significantly impact their views, beliefs, and attitude toward their world and their future.
2. **Create a powerful, unforgettable emotional impact, usually tied to fear and uncertainty caused by the event and its aftermath.** These moments tend to make a generation feel vulnerable and look at the world differently than they did before, such as the way 9/11 impacted Millennials or how the JFK assassination affected Baby Boomers.

In our [generational keynotes and virtual presentations](#), we talk about Generation Defining Moments as your "Where were you when...?" moments. During these generation-defining events, we remember exactly where we were, who we were with, and what we felt at that moment.



### **COVID-19: Gen Z's Generation Defining Moment**

Based on our research at CGK, we believe the COVID-19 pandemic is the most formative Generation Defining Moment that has shaped Gen Z at this critical time in their transition into adulthood. Gen Z is already sharing the impact of COVID-19 in our research interviews with them about their schooling, work, money, health, family, and attitudes toward the future.

For Gen Z, COVID-19 has upended almost every aspect of their life.

For younger members of Gen Z, they no longer go to school with classmates, see their friends in-person, or work part-time jobs. Instead, they are confined to their home, with a parent or other family members, and trying to continue their education at a time when many schools do not have an effective distance learning program. These same Gen Zers are seeing their parents struggle financially, including job losses, inability to pay rent, and tension between adults within their household as everyone deals with this new reality and the close quarters of being quarantined.

Gen Zers nearing the end of high school are seeing standardized testing canceled, no graduation ceremony, uncertainty about college options, financial

pressure, and no ability to play competitive sports or drive academic achievements or progress that could change their future. These Gen Zers are telling us they worry if college will even take place in the fall. Will they move out of their family's home this year?

If college is all online, how will they have a traditional college experience? While the COVID-19 experience can vary widely based on our interviews with Gen Zers from different socioeconomic, geographic, and other factors, the result continues to be a real question mark about what will happen after their senior year of high school.

At the same time, Gen Zers who are in the workforce are disproportionately in the service industry, hourly workers, in entry-level jobs, or are young professionals as they are typically on the very front end of their careers. These same Gen Zers are often the first to get laid off or furloughed as many industries contract. Gen Z can also suffer from the "last hired, first fired" mantra of years past. Put all this together, and Gen Zers already in the workforce are feeling a massive reset at exactly the time they should be starting to build their independence and self-reliance.



Gen Zers we interview, who are in college, are often experiencing a hybrid of the newly upended work and education reality. Some colleges and trade schools have moved quickly to cancel all on-campus classes and move to online learning while others are struggling under the weight and scale of the change—as well as the practical limitations of specific learning activities, such as scientific lab access. Add to this mix the unknown about whether or not colleges will refund room and board, whether international students who had to go home will be able to return, and the overnight change of having tremendous freedom taken away as they move back in with their family. There is a lot for Gen Z college students to worry about besides just finishing their classes.

On top of Gen Z's work and school impacts from COVID-19, add all of these significant stressors: the heavy external influence of daily death counts and mortality rates, fear of losing their parents, grandparents, or friends, and the endless social media echoing how bad the world is around them. It's easy to see why COVID-19 is a Generation Defining Moment for Gen Z—and the impact gets deeper the longer the event is extended and the more uncertainty, fear, and difficulty it creates.

**CGK is focused on researching and understanding how COVID-19 is affecting Gen Z and every generation.**

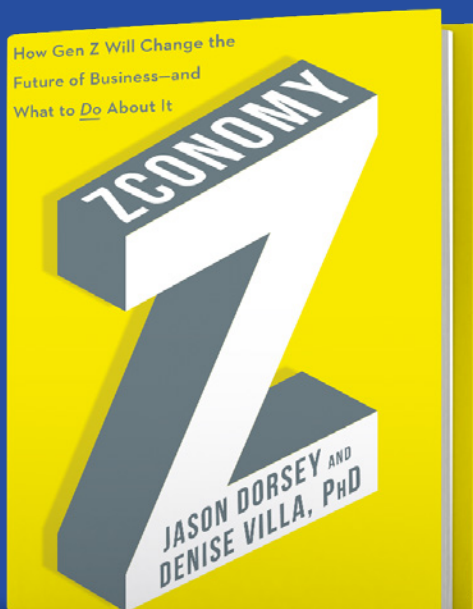
We have studies in the field and will be launching many more to uncover and document the change this pandemic has brought to how Gen Z thinks about learning, work, brands, spending, relationships, family, politics, technology, and much more. It's in tough times like these that getting accurate data can help every generation understand what is going on, make key decisions, come together, and navigate this challenging time and the future to follow.

We wish you, your family, and your colleagues the best in health during these challenging times. We will post our latest COVID-19 and Gen Z research on [GenHQ.com](https://www.genhq.com), along with the research we are leading to see how every generation is responding during this time.

Denise Villa, PhD, Chief Executive Officer  
Jason Dorsey, President and Keynote Speaker

The Center for Generational Kinetics





- » Solve the challenges of recruiting, motivating, and retaining Gen Z at this key time in their emergence
- » Gain specific solutions to rapidly drive trust, communication, sales, and much more!
- » *Zconomy* reveals the hidden trends, insights, and tools that leaders need to drive results

Visit [Zconomy.com](https://www.zconomy.com) to pre-order today!

## ZCONOMY®:

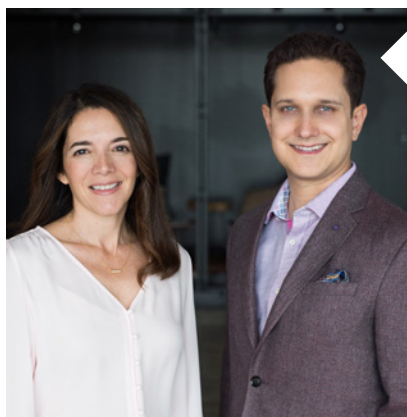
### HOW GEN Z WILL CHANGE THE FUTURE OF BUSINESS—AND WHAT TO DO ABOUT IT

Did you know that Gen Z is already 24 years old? They are driving *tremendous* change, challenge, and opportunity for leaders. Gen Z is already the fastest growing group of employees and the most important generation of consumers and trendsetters.

In this ground breaking book, *Zconomy*, you'll immediately gain the unexpected, must-know insights, hidden trends, and **specific solutions to unlock the potential** of Gen Z as they transform employers, brands, and the world.

#### **Zconomy is the authoritative guide for leaders on Gen Z:**

- » Based on more than 65 generational studies
- » Insights from more than 700 enterprise clients
- » Direct solutions from frontline leaders



#### **BESTSELLING AUTHORS**

Generational experts **Jason Dorsey** and **Denise Villa, PhD**, lead The Center for Generational Kinetics (CGK), the #1 generational research and speaking firm in the world. They are passionate about unlocking the potential of every generation.

### **PRE-ORDER ZCONOMY NOW AND RECEIVE VALUABLE SERVICES**

Order *Zconomy* by June 1, 2020, and receive exclusive pre-release services such as free keynote presentations by the authors, live webinars, online courses, and much more.

Contact our friendly team for more information:

 +1.512.259.6877

 [Info@GenHQ.com](mailto:Info@GenHQ.com)





## NATIONAL STUDY METHODOLOGY

To lead this research, The Center for Generational Kinetics (CGK) designed a custom 32-question Gen Z and Millennial study. The quantitative study was administered to 2,000 U.S. respondents ages 13-42, including 997 Gen Z (ages 13-23) and 1,003 Millennials (ages 24-42). The sample was weighted to the U.S. Census for age, region, gender, and ethnicity.

The national study was conducted online from September 27, 2019, to October 10, 2019. Figures are statistically significant at the 95% confidence level. The margin of error is +/-3.1%.

**2,000**  
TOTAL PARTICIPANTS





## GEN Z AND DIGITAL ENTERTAINMENT



**97%**

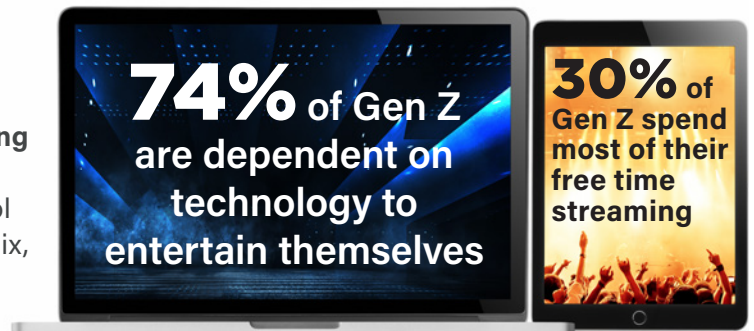
*of Gen Z are using some  
type of video streaming  
platform in a typical week*



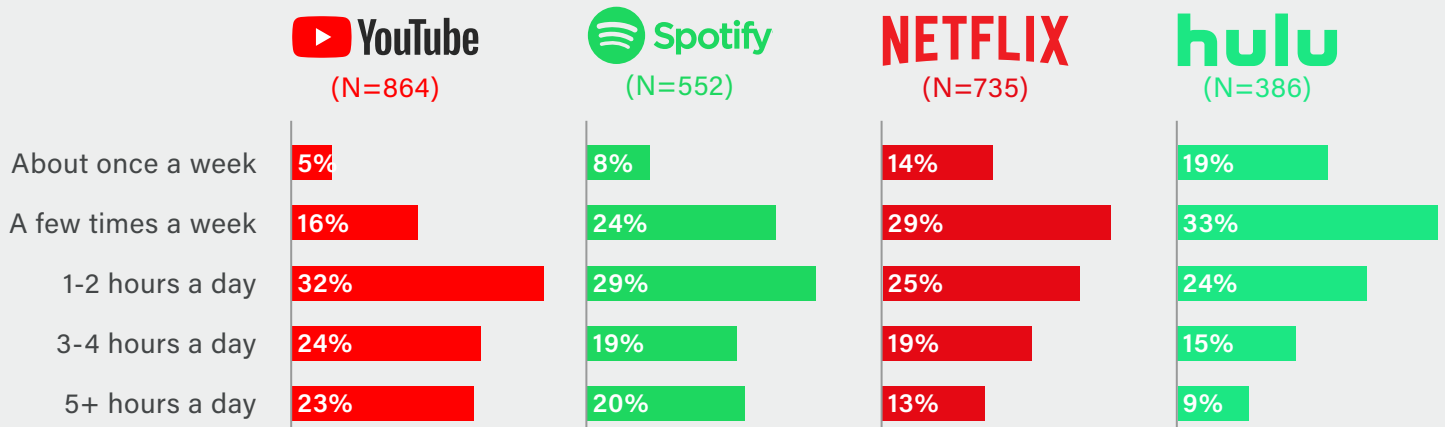
## GEN Z'S GROWING OBSESSION WITH DIGITAL ENTERTAINMENT

The popularity of digital streaming services has exploded in the past few years. Gen Z has fully embraced this as their go-to source for entertainment.

**97% of Gen Z are using some type of video streaming platform in a typical week**, and 30% of Gen Z say they spend most of their time outside of work or school watching streaming movies and shows. YouTube, Netflix, Spotify, and Hulu are the top digital entertainment destinations for Gen Z in 2019 in the U.S.

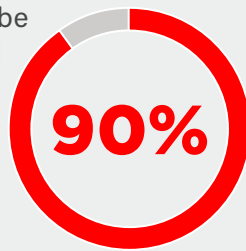


### HOW OFTEN GEN Z USES EACH DIGITAL ENTERTAINMENT APP OR WEBSITE



## YouTube

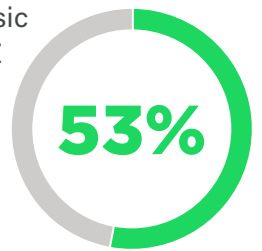
Our study shows that YouTube is the dominant force in digital entertainment for Gen Z. When we asked Gen Z what they spend most of their time doing outside of their primary job or school, the #1 answer out of 15 options was watch YouTube. 84% of all Gen Z and 90% of Younger Gen Z (13-17) are on YouTube at least once a week. 63% of Gen Z are on YouTube 2 hours or more a day, and almost 1/3 (32%) of Younger Gen Z are on YouTube 4 or more hours every day. Although Netflix (66%) and Hulu (65%) rank slightly higher than YouTube (60%) as fun and entertaining, YouTube has proven to be the leader in digital entertainment for Gen Z.



**90% of Younger Gen Z (13-17) are on YouTube at least once a week**

## Spotify

Spotify represents the top music streaming service used by Gen Z and comes in third overall for digital entertainment usage. 55% of Gen Z overall and 57% of Younger Gen Z (13-17) are using Spotify at least once a week. Among all Gen Z Spotify subscribers, 68% of them are on the app or website 1 hour a day or more, and 53% of Older Gen Z (18-23) are on it 3 or more hours every day.

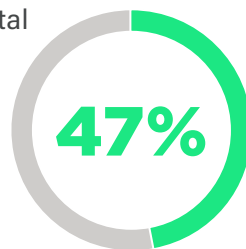


**53% of Older Gen Z (18-23) are on Spotify 3 or more hours every day**

For Gen Z, Spotify has a uniquely positive reputation compared to other streaming sites as being easy and convenient to use (24%). Also, Gen Z feels more passionate (16%) about using Spotify than any other digital entertainment app or website.

## hulu

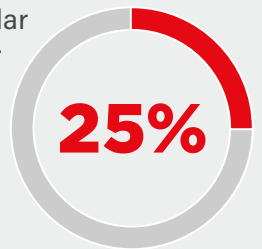
Hulu is also a favorite digital entertainment destination for Gen Z in a typical week, **but much more by Older Gen Z (47%) compared to Younger Gen Z (24%)**. Older Gen Z Hulu subscribers are also watching it slightly longer than Younger Gen Z subscribers. 49% of Older Gen Z are on Hulu 1 hour or more per day compared to 44% of Younger Gen Z. Hulu also ranks highly with Gen Z as fun and entertaining (65%), only slightly less than Netflix (66%).



**47% of Older Gen Z (18-23) consider Hulu a favorite entertainment destination**

## NETFLIX

Netflix is the second most popular digital entertainment resource for Gen Z, with 74% using it at least once a week, with Older Gen Z (18-23) at 78%. 45% of all Gen Z are watching Netflix 2 or more hours a day, and **25% of Older Gen Z (18-23) are watching 4 or more hours a day**. For Gen Z, Netflix ranks the highest (66%) among all digital entertainment platforms as being fun or entertaining.

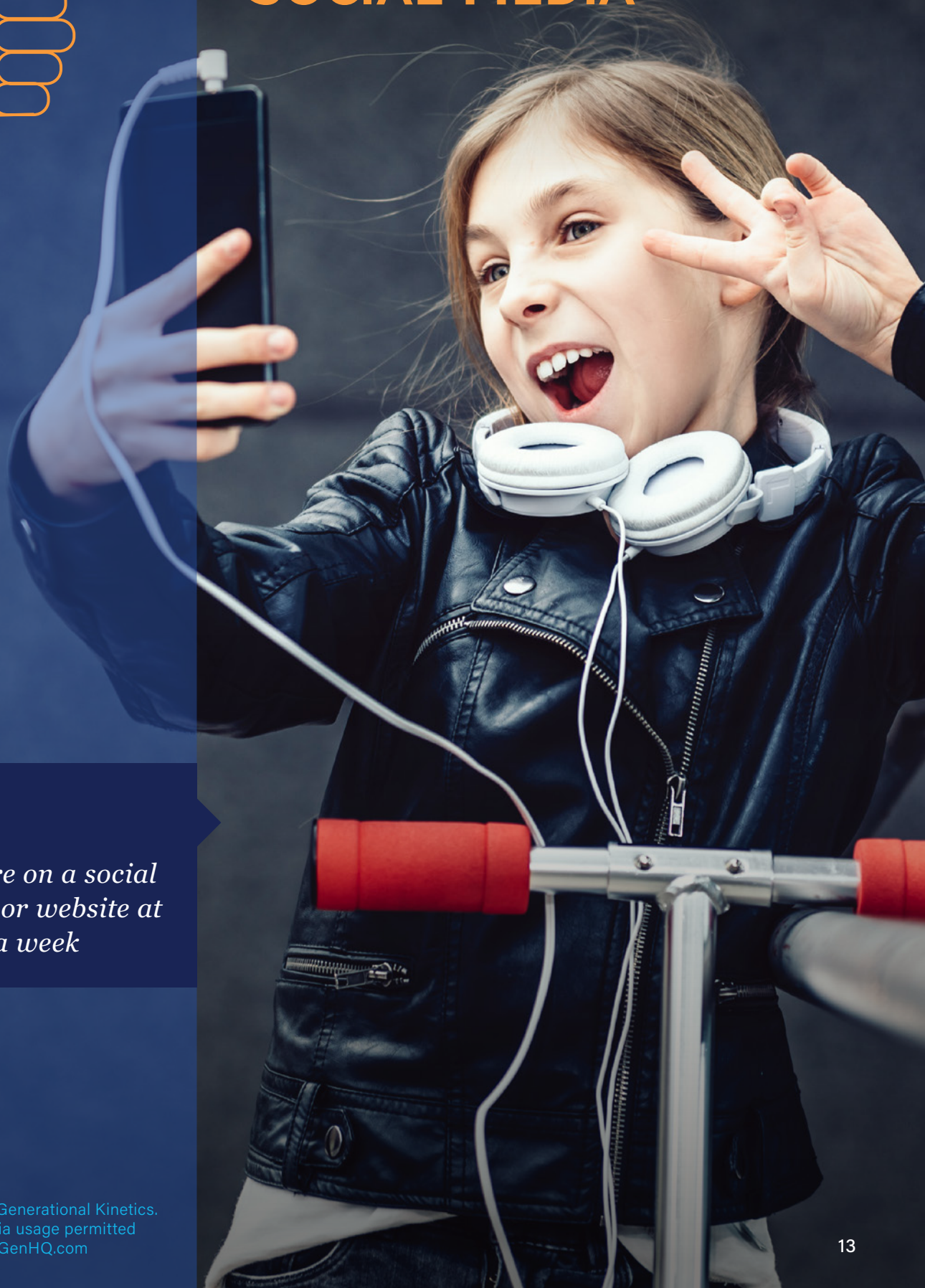


**25% of Older Gen Z (18-23) are watching Netflix 4 or more hours a day**





## GEN Z AND SOCIAL MEDIA



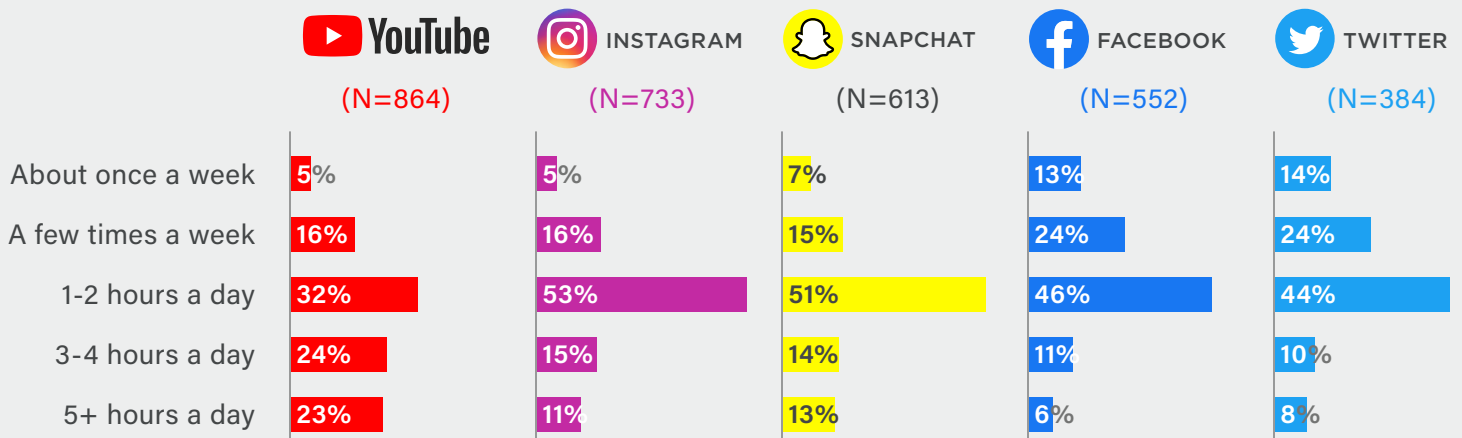
**95%**

*of Gen Z are on a social media app or website at least once a week*

## SOCIAL MEDIA SERVES MULTIPLE NEEDS FOR GEN Z

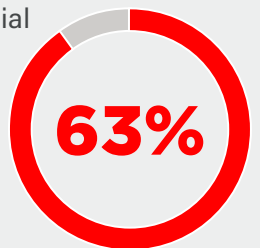
Social media is a powerful tool for Gen Z. They are **using several different platforms daily** to satisfy their needs. 95% of Gen Z are on a social media app or website at least once a week, and 1/3 of Gen Z say they spend most of their time outside of work or school on social media. YouTube, Instagram, Snapchat, Facebook, and Twitter are the top five social media apps used by Gen Z in 2019 in the U.S.

### HOW OFTEN GEN Z USES EACH SOCIAL MEDIA APP OR WEBSITE



### YouTube

Although not a traditional social media platform, YouTube takes the top spot for Gen Z social media usage, with 84% of Gen Z overall and 90% of Younger Gen Z (13-17) using it at least once a week. **Gen Z are also using YouTube more often than other social media sites, with 63% of Gen Z on it 2 hours or more a day** and Gen Z on it 4 or more hours every day. YouTube is being used by Gen Z more than any other social media app for fun and entertainment (60%).



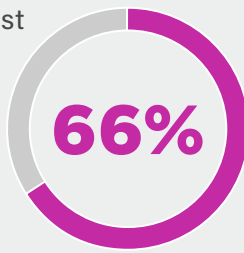
**63% of Gen Z (13-23) are on YouTube 2 hours or more a day**





## INSTAGRAM

Instagram is Gen Z's second most active social media destination, with 74% using it at least once a week. Younger Gen Z (13-17) are the most active on Instagram, with 79% of this group using it 1 hour or more per day. Gen Z is also the most interactive with Instagram overall. In the past week, 66% of them have reacted to a post, 64% have browsed the app or website, and 46% have commented on a post. All of these types of interactions are happening more on Instagram than any other social media platform for Gen Z. **The top reason why Gen Z does not use Instagram compared to other social media platforms is "it seems fake" (13%).**

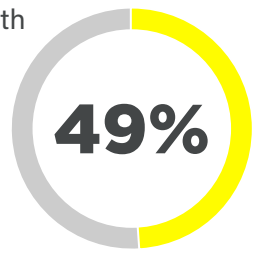


**66% of Gen Z (13-23) have reacted to an Instagram post in the past week**



## SNAPCHAT

Snapchat is also very popular with Gen Z, especially Older Gen Z (18-23). Older Gen Z (66%) are eight percent more likely to be on Snapchat compared to Younger Gen Z (54%), and 79% of Older Gen Z are on Snapchat 1 hour or more per day. More than any other social media platform, Gen Z uses Snapchat because all their friends are on it (49%). Overall, Gen Z is more likely to post a picture/video of themselves (46%) and post a picture/video of someone else (32%) on Snapchat than on any other social media platform. **The top reason why Gen Z does not use Snapchat compared to other social media platforms is that "it takes up too much time" (13%).**

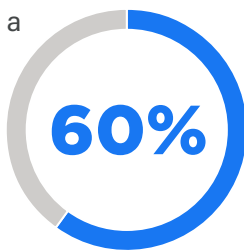


**49% of Gen Z (13-23) uses Snapchat because all their friends are on it**



## FACEBOOK

Gen Z is still using Facebook in a typical week, but far more Older Gen Z (60%) are using it than Younger Gen Z (25%). Older Gen Z is also using Facebook longer than Younger Gen Z. 68% of Older Gen Z are on Facebook 1 hour or more per day, compared to 45% of Younger Gen Z. **The top reason why Gen Z does not use Facebook compared to other social media platforms is that "it's boring" (32%).**

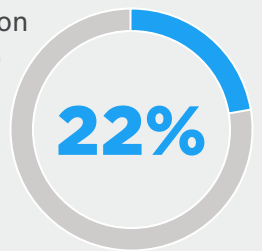


**60% of Older Gen Z (18-23) use Facebook in a typical week**



## TWITTER

Gen Z is reading articles the most on Facebook (41%) and Twitter (37%) in a typical week, and Gen Z is posting weekly status updates on Facebook (27%) and Twitter (24%) more than any other social media platform. Gen Z uses Twitter more than any other social media platform to keep up with what's going on (22%) and avoid missing out on anything (17%).



**22% of Gen Z (13-23) uses Twitter more than any other social media platform**

*\*This study was the first State of Gen Z where we included TikTok in our social media research. Although steadily growing in popularity with Gen Z, at the time of the study, TikTok was the 7th most frequently accessed social media app or website with 22% of Gen Z accessing it at least once a week.*

## HOW GEN Z USES SOCIAL MEDIA TO CONNECT —AND HOW THEY FEEL ABOUT THAT CONNECTION

When they're on social media, Gen Z feels **most connected** with:

- Entertainment (76%)
- Their friends (74%)
- The world (57%)

When they're on social media, Gen Z feels **least connected** with:

- The outdoors (43%)
- Politicians (41%)

When we asked Gen Z how being on social media more frequently affects their mood, 5 of the top 6 emotional reactions were positive. This includes:

- Feeling entertained (50%)
- More informed (30%)
- More connected to friends and family (23%)



**55%**

of Gen Z say their social media image is very or somewhat close to who they are in real life.



**55%**

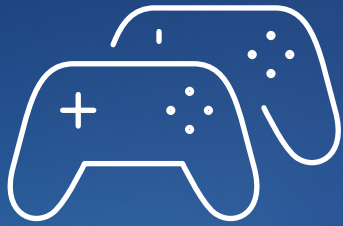
of Gen Z think social media posts would give employers a valuable perspective of a job applicant.



**23%**

of Gen Z think that having more social media followers makes a person more likable.





## GEN Z AND **GAMING**

**48%**

*of Gen Z gamers think  
their gaming skills will  
help them later in life*





## GAMING POPULARITY WITH GEN Z

Digital gaming continues to be a trend with Gen Z and holds a secure place in the entertainment and social lives of this younger generation. In this year's study, we

**40%** of Gen Z gamers believe they should be allowed to game more than they do now

found that **61%** of Gen Z are gaming at least once a week.

This number increases for Younger Gen Z

(13-17). 70% of them are gaming at least once a week.

Among the top-selling digital games of 2019, **Minecraft made the biggest impression with Gen Z**. 31% of overall Gen Z gamers and 40% of Younger Gen Z (13-17) gamers play Minecraft at least once a week.

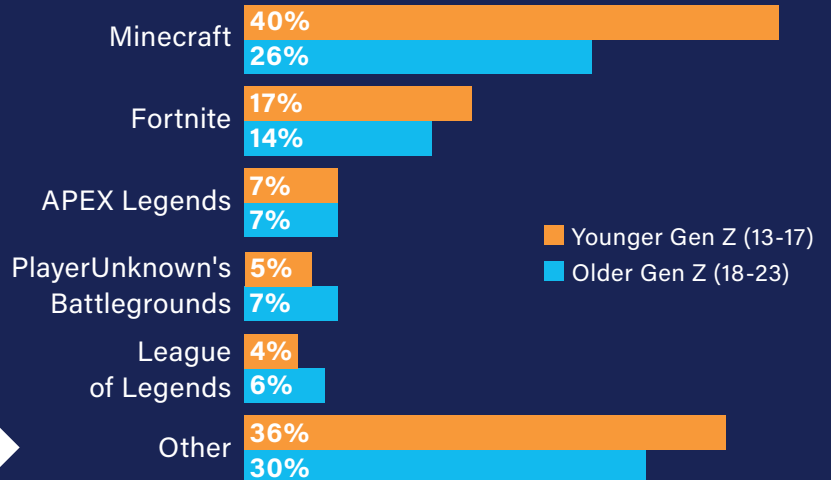
We also asked Gen Z how much they spend on gaming, including money

**40%** of Gen Z gamers would rather be gaming than do anything else in front of a screen

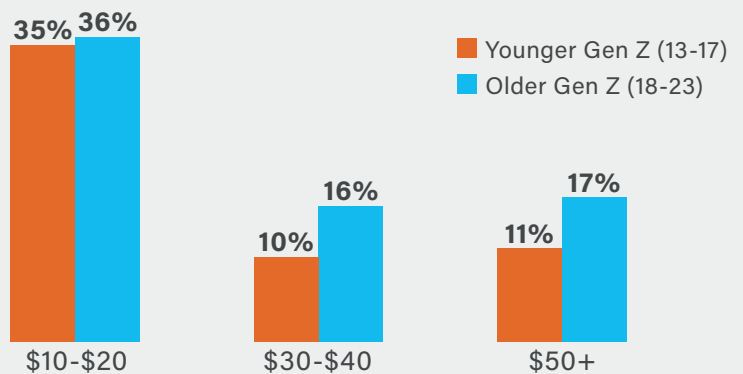
given to them by parents, friends, or family members. We found that **42%** of Gen Z gamers spend \$20 or more per

month, and 17% of Older Gen Z (18-23) spend \$50 or more in an average month on gaming.

### GAMING APPS AND GAMES PLAYED AT LEAST ONCE A WEEK BY GEN Z (GEN Z GAMERS N=611)



### HOW MUCH GEN Z SPENDS ON GAMING IN AN AVERAGE MONTH (GEN Z GAMERS N=611)



**70%** of Gen Z gamers think gaming is addictive



**61%** of Gen Z gamers would rather watch gaming than professional sports



**47%** of Gen Z gamers would rather be gaming than be outside



**27%** of Gen Z gamers would rather watch an expert gamer than game themselves

## GEN Z'S FAVORITE THING ABOUT GAMING

GEN Z GAMERS N=611; TOP 5 OF 16

By far, **Gen Z's favorite thing about gaming is having fun (79%)**. Beyond that, there are many other compelling reasons why Gen Z gamers play as much as they do, including: escaping from the world (52%), using strategy (50%), being competitive (47%), and spending time with friends (46%).







## GEN Z MONEY AND SPENDING

**46%**

*of Gen Z have not bought something they really wanted because the website was too hard to use*

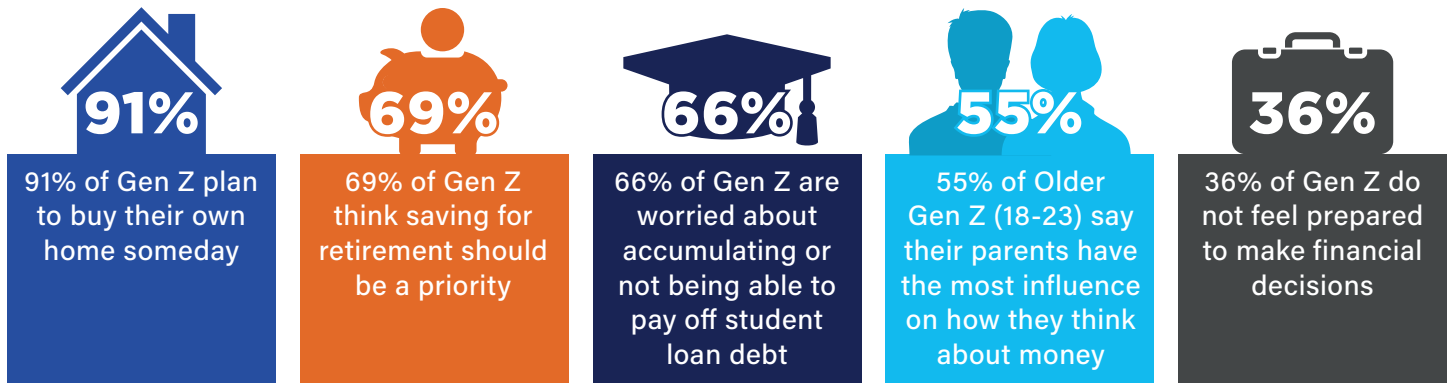




## GEN Z HAS CLEAR OPINIONS ABOUT MONEY

Gen Z certainly thinks about money but isn't always confident about making financial decisions. This is natural since, for the most part, they haven't yet entered the life stages where they have the autonomy to earn and spend their own money.

What is remarkable, however, is that they still seem to have clear financial goals that are usually associated with later life stages. For example, the majority of Gen Z is concerned about student debt accumulation and already saying retirement should be a priority.



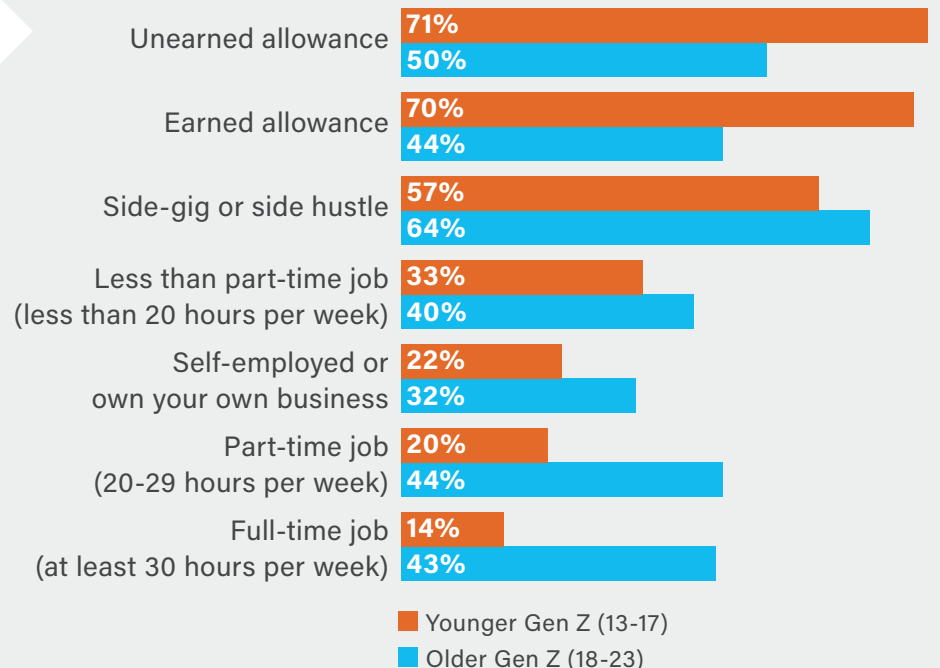
## GEN Z EARNS MONEY FROM MANY DIFFERENT SOURCES

When asked to list the different ways they earn or receive money, Gen Z comes up with a pretty impressive list. Allowance, side gigs, and full-time and part-time jobs all make an appearance on the list.

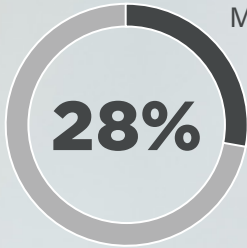
However, there is a definite shift between older and younger Gen Z that takes place. Older Gen Z move away from relying on earning or receiving allowance money at home to earning money from jobs they find at traditional companies or run themselves.

Interestingly, **22% of younger Gen Z and 32% of those 18 and older earn at least some part of their money from their own business.**

### WAYS YOU CURRENTLY EARN OR RECEIVE MONEY



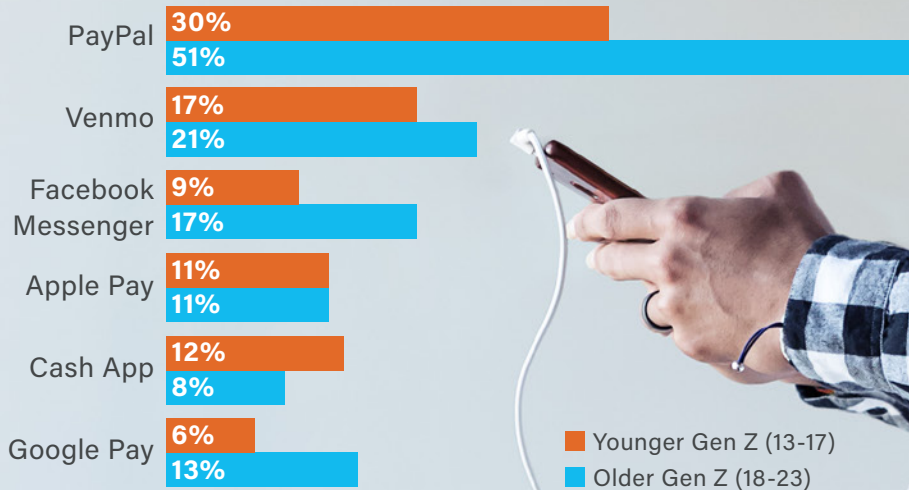
# MONEY APPS ARE ALIVE AND WELL WITH GEN Z, BUT CASH ISN'T DEAD—AT LEAST NOT YET



**28% of Gen Z (13-23) would like to go completely cashless**

More than half of Gen Z—and even more Millennials—use various money apps and websites on a weekly basis, with PayPal being the clear favorite. However, this doesn't spell the end of cash, as only 28% of Gen Z report they would like to go completely cashless at some point in the future.

## MONEY TRANSFER APPS OR WEBSITES USED AT LEAST ONCE A WEEK



■ Younger Gen Z (13-17)  
■ Older Gen Z (18-23)





# GEN Z HEALTH AND WELLNESS

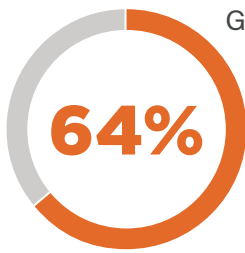
**40%**

*of Gen Z uses some type of fitness app or activity tracker at least once per week*





## DESPITE EXTENSIVE TIME LOOKING AT SCREENS, GEN Z IS FAIRLY ACTIVE



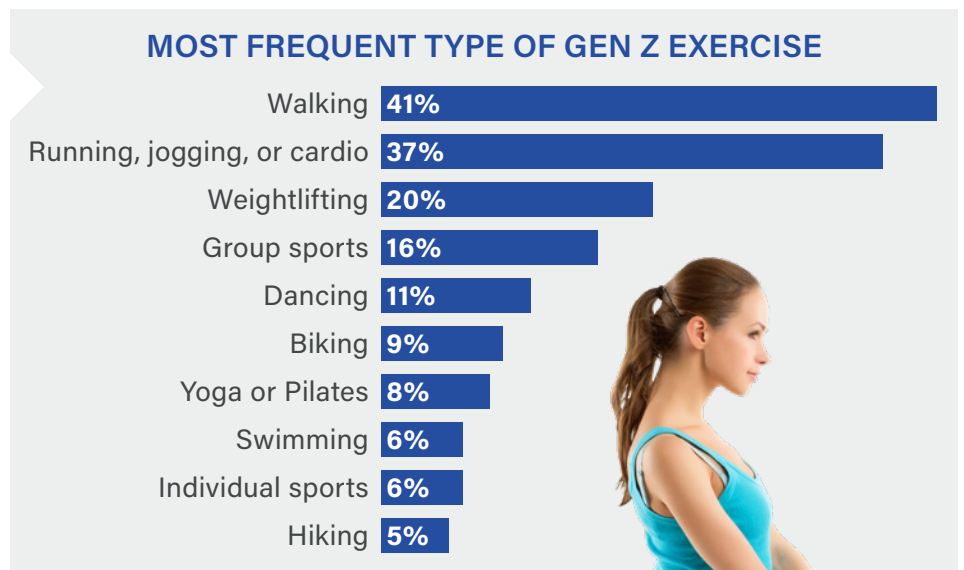
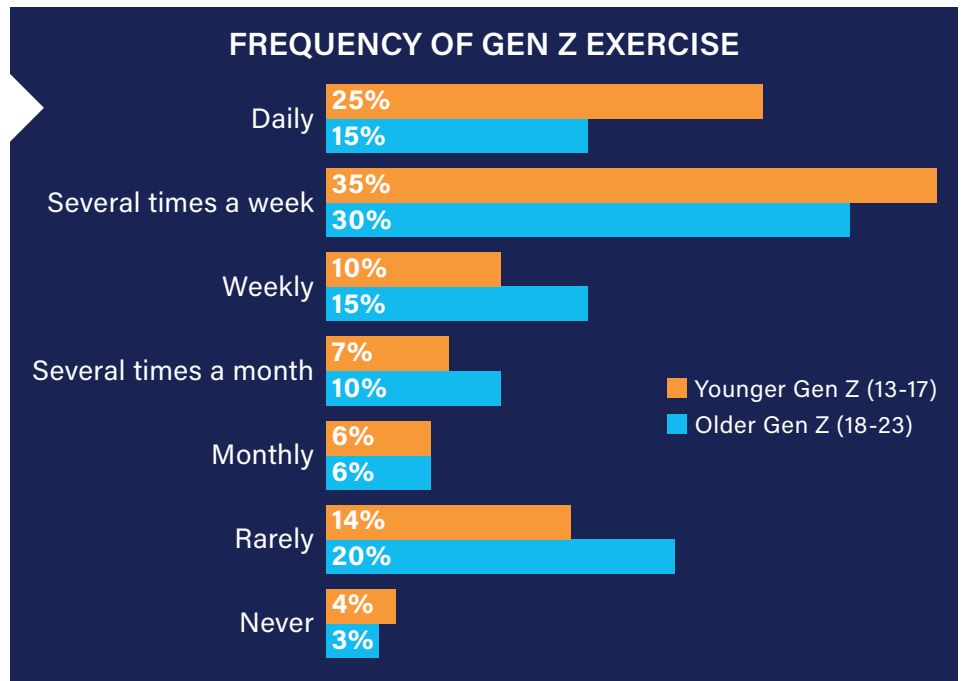
**64% of Gen Z (13-23) exercise weekly or more often**

**40% of Gen Z reports using a fitness app or tracker at least once per week.**

Gen Z is making time for exercise regularly, with 64% reporting they do so weekly or more often. But they aren't just exercising. They are tracking their exercise activity. **40% of**

## GEN Z EXERCISES FOR MANY DIFFERENT REASONS

Gen Z has an extensive list of exercise activities, with walking and running or jogging topping the list. **More than half of Gen Z (56%) report that they exercise to get in shape or feel stronger.** 41% want to feel better about themselves, and 34% want to look good or just feel better. Gen Z are much more likely than Millennials to exercise because they think it's fun.





# GEN Z TODAY AND TOMORROW

**79%**

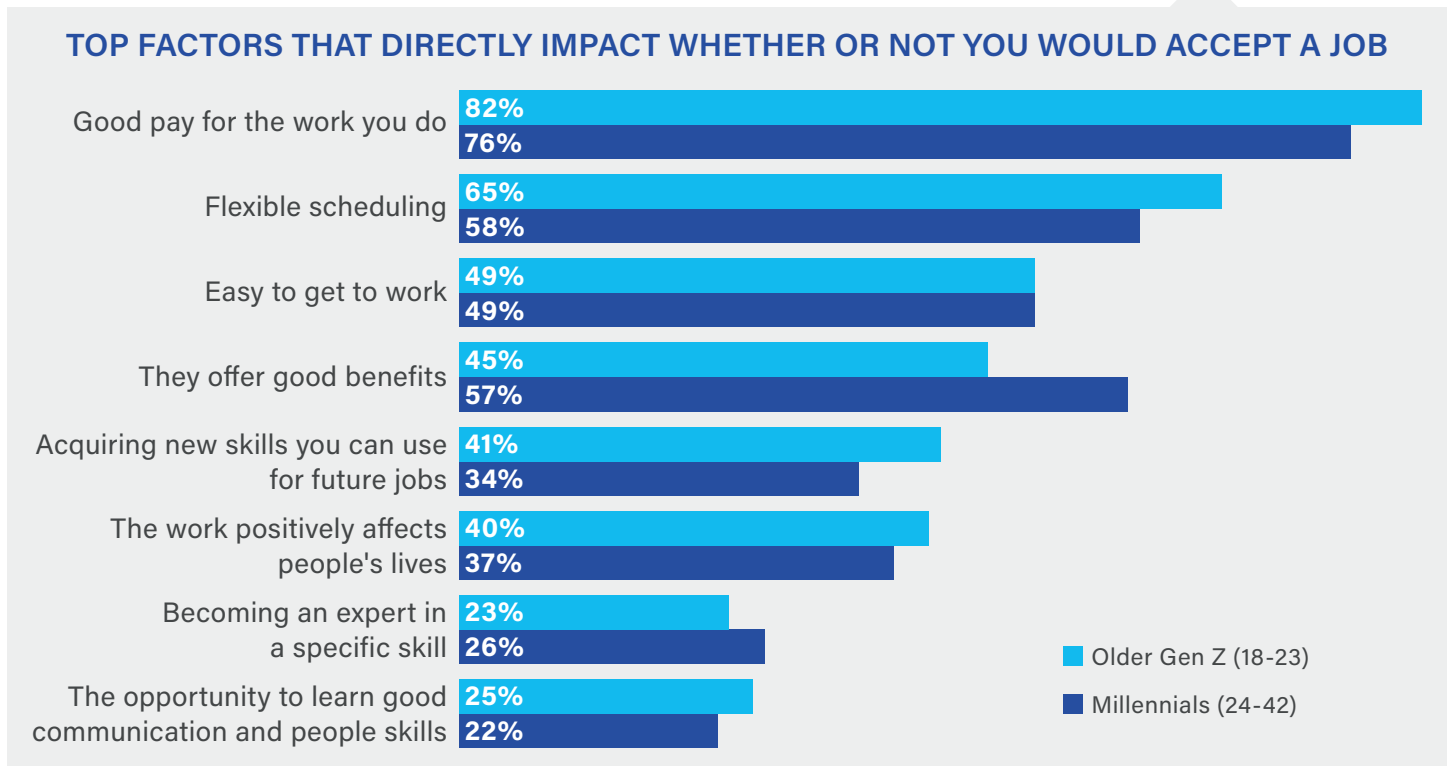
*of Gen Z **DO NOT** feel  
other generations  
understand them well*





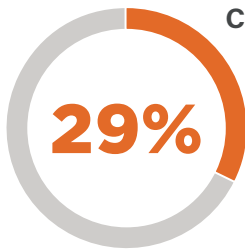
## OLDER GEN Z IS ALREADY SHOWING SOME DIFFERENCES ABOUT EMPLOYMENT EXPECTATIONS COMPARED TO MILLENNIALS

**Gen Z feels even stronger than Millennials about good pay and flexible scheduling.** Gen Z is also significantly more likely than Millennials to be inspired by the opportunity to acquire new skills that they can use at future jobs.





## GEN Z VARIES FROM MILLENNIALS IN THE SOCIAL ISSUES THEY FEEL MOST PASSIONATE ABOUT



**29% of Gen Z (13-23) say climate change tops their list of social issues**

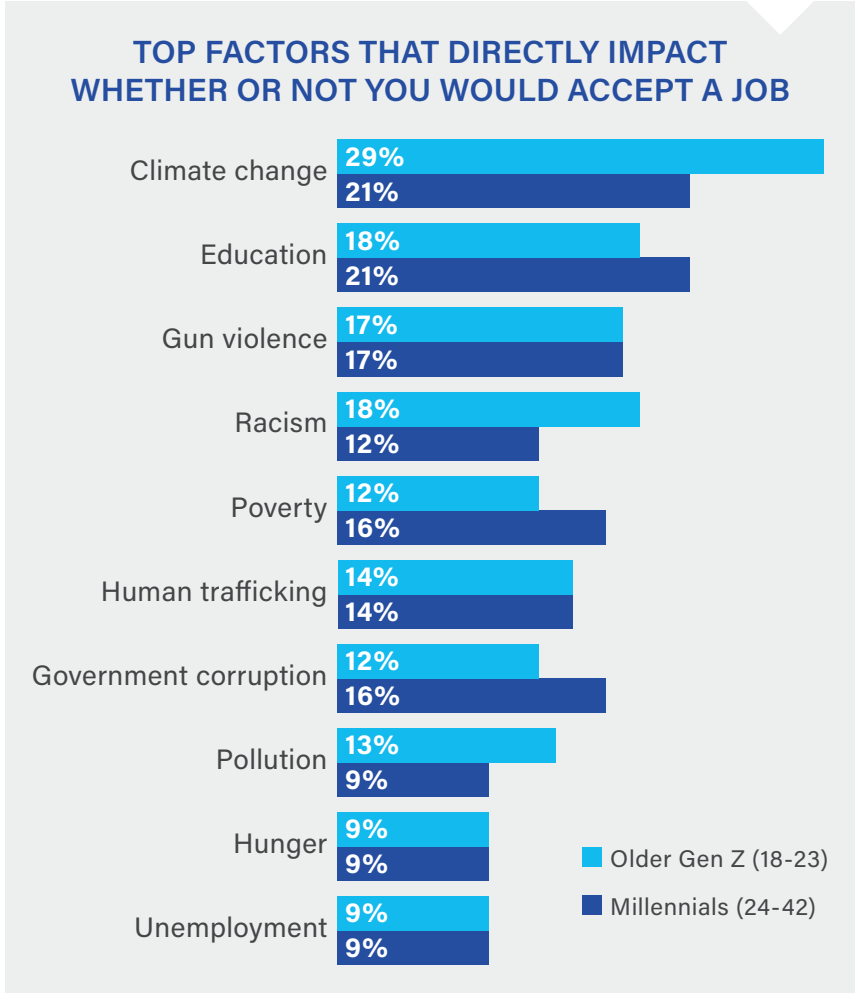
Climate change is top on the list of social issues where Gen Z is most passionate about making a difference. 29% say this issue makes it to the list of their top two, with education and racism in second place, each at 18%.

Millennials also list climate change as a top issue they are passionate about, but it is a significantly smaller percentage and it is tied with education.



**79% OF GEN Z ARE WORRIED ABOUT THEIR FUTURE**

A grey speech bubble containing the text "79% OF GEN Z ARE WORRIED ABOUT THEIR FUTURE" in white. To the right of the text is a simple line-art icon of a rocket ship.







## A SNAPSHOT OF GEN Z

Gen Z consumers can be a hard sell if a company's digital entertainment isn't up to their expectations.

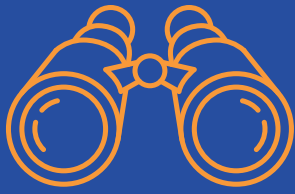
Gen Z think about the future a lot, and the prediction isn't always cheery.

Gen Z feel misunderstood by older generations.

For better or worse, many in Gen Z admit to feeling emboldened by social media to say things they would not say in-person.







## STUDY CONCLUSIONS

# WHAT WE SEE AHEAD WITH GEN Z

Gen Z is here and they are driving tremendous change, challenge, and huge opportunity. The leaders who invest the time to understand the generation through the context of their own generation will have a **massive headstart** in unlocking Gen Z's exciting potential.

As we review the 2019 State of Gen Z, five conclusions stand out:

1. **Gen Z is increasingly entering adulthood and older members of Gen Z are starting to separate from younger members of the generation.** This will likely continue until the youngest in the generation age up into their late teens and early 20's.
2. **Social media is news media for Gen Z.** We've led numerous studies that show the generation trusts social media more than other types of media. This is both a challenge and an opportunity for brands as well as news and media outlets.
3. **Online gaming is here to stay.** The generation—from the oldest members of Gen Z to the youngest—really enjoys online gaming. This trend is likely to continue.
4. **Gen Z and Millennials are increasingly different.** In addition to The State of Gen Z, we've led numerous studies comparing these two generations and with each study we find increasingly divergent paths in terms of technology preferences, communication, and life stage.
5. **Gen Z is just getting started when it comes to their influence.** With each passing year, more members of Gen Z enter the workforce, earn their own money, and gain both autonomy and spending power. This is an incredibly important time to understand the generation and begin to build both data-driven strategies and tactics that effectively engage them.

*If you believe Gen Z is important to the future, whether as an employer, marketer, educator, or parent, please check out **Zconomy: How Gen Z Will Change the Future of Business—and What To Do About It**. This book features all of CGK's best insights and solutions through a multi-generational lens for leaders to take action.*

*Go to [Zconomy.com](https://Zconomy.com) to buy the book and get our free online video course about leading, marketing, and selling to Gen Z!*



## ABOUT THE CENTER FOR GENERATIONAL KINETICS

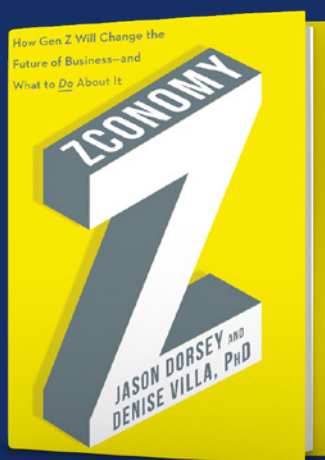
**The Center for Generational Kinetics (CGK) is the leading generational research, keynote speaking, and consulting firm focused on Gen Z, Millennials, and solving cross-generational challenges. We've taken clients from last to first in employee retention and customer growth.**

CGK's team of generational researchers, consultants, and keynote speakers helps leaders around the world. We solve 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, CGK works with more than 100 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.

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

Learn more about The Center for Generational Kinetics and the study's authors at [GenHQ.com](http://GenHQ.com).



## ZCONOMY

### How Gen Z Will Change the Future of Business —and What to Do About It

The most complete and authoritative guide to Gen Z, describing how leaders must adapt their employment, sales and marketing, product, and growth strategies to attract and keep this important new generation of customers, employees and trendsetters.

Learn more at [Zconomy.com](http://Zconomy.com)



# THREE WAYS WE HELP LEADERS AND SOLVE CHALLENGES FOR ORGANIZATIONS

## HOW CAN WE HELP YOU SOLVE YOUR GENERATIONAL CHALLENGE?

### ACCLAIMED KEYNOTE SPEAKING

Our acclaimed Gen Z, Millennial, and generations keynote speakers have received more than 1,000 standing ovations around the world. We have a speaker for every event size, complexity, and budget—from leadership conferences to global web presentations..

### TAKE-ACTION 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 CPG brands and fast-tracking growth for financial services firms. Our consulting solutions range from a single project to multi-year relationships.

### CUSTOM GENERATIONAL RESEARCH

We lead quantitative, qualitative, and mixed-method approaches to solve challenges for brands, leaders, and employers. Our team has worked in almost every industry and brings tremendous research expertise and front line experience, a rare combination.

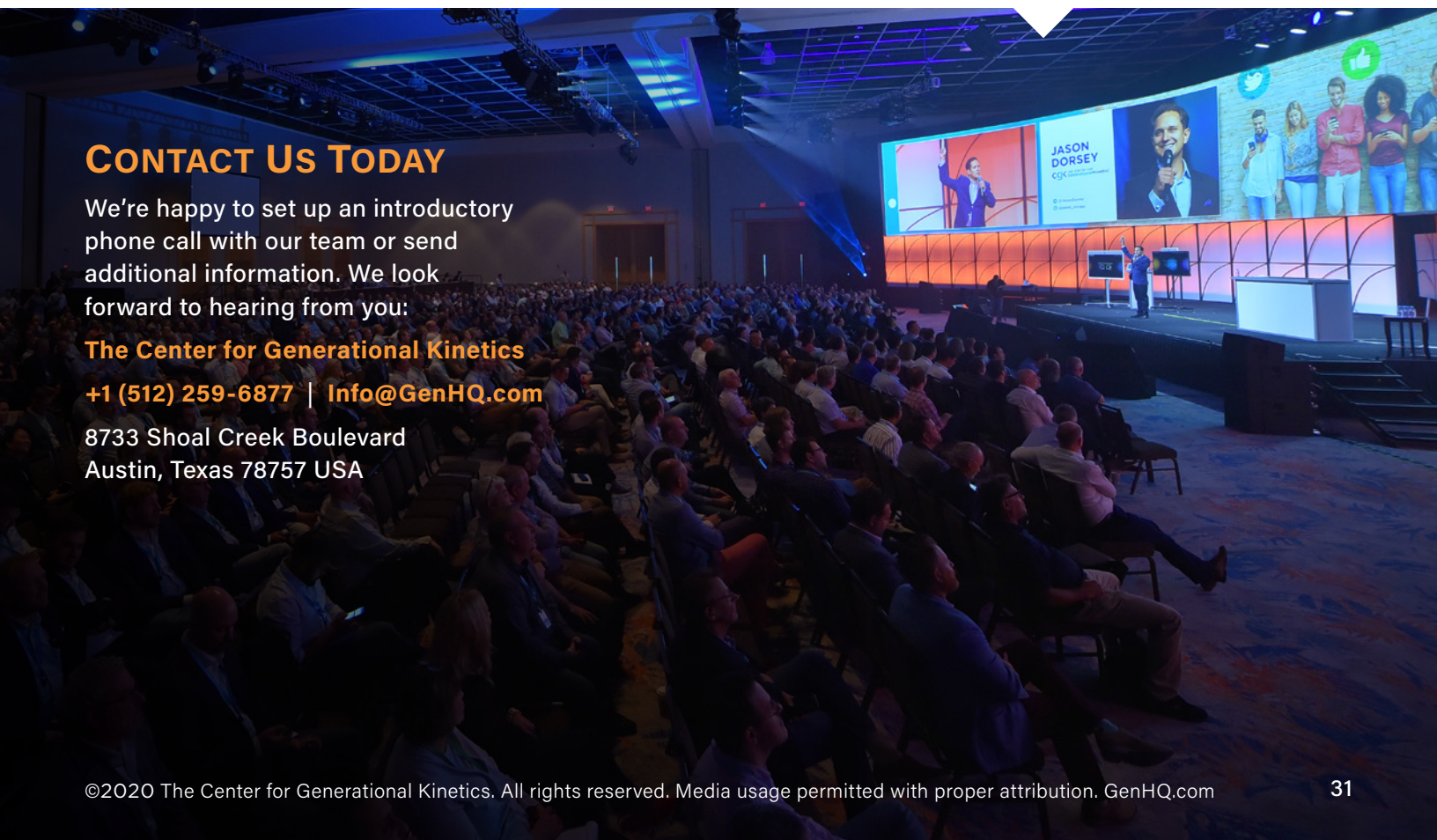
Our findings are designed to drive immediate action. In addition, we work with market innovators and brands to create unique thought leadership around each generation that clients use to create a Defensible Difference®.

## CONTACT US TODAY

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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**+1 (512) 259-6877 | [Info@GenHQ.com](mailto:Info@GenHQ.com)**

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