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If you know  
what makes each  
generation unique,  
you can speak their language.

**This sample report gives you information about the types of insights you can expect to receive when you purchase one of our Generation Reports. The full report contains deeper insights and is available for Gen X, Millennials, Post-Millennials, or Boomers.**

# Global Gen Z on the brink of life



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## Introduction

The oldest members of Gen Z are turning 22 this year. Some are working, while many are still in school. This post-Millennial generation has always lived in a digital world, with virtually unlimited access to information and other people. This is not always a good thing. They want to have fun, but they are also acutely aware of the real world around them.

This report is part of our series exploring global generations, which also includes Millennials, Gen X, and Baby Boomers.

NOTE: The data in this report are drawn primarily from the 2019 GfK Consumer Life (Roper Reports®) global study, as well as the GfK FutureBuy study. For the purposes of this report, Gen Z is defined as those born starting in 1998, although this varies somewhat by data source. The current analysis is focused on those age 15 and older.

# 1 Gen Z today



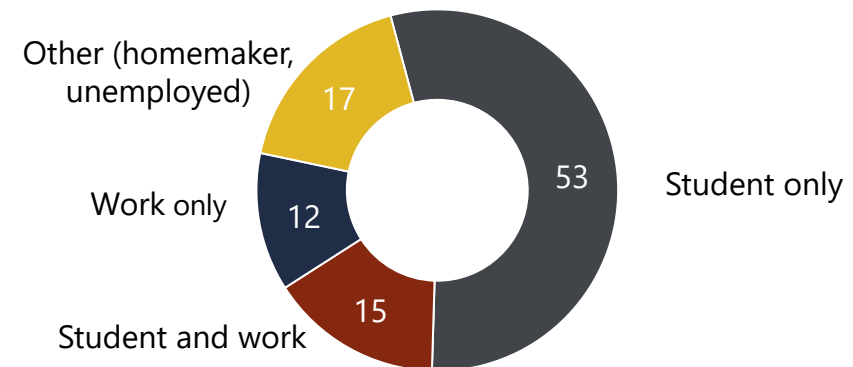
Gen Z currently fills the traditional school-age segment.\* The oldest among them are turning 22 this year. This means that for the next few years, their primary occupation will continue to be “student,” although increasing numbers will begin entering the workforce.



## FOR TODAY'S COLLEGE FRESHMEN:

- 9/11 is an historical event.
- The primary use of a phone has always been to take pictures.
- They are as non-judgmental about sexual orientation as their parents were about smoking pot.
- They have always been concerned about catching the West Nile virus.
- Euthanasia has always been legal in the Netherlands.
- There has always been a DisneySea in Tokyo.
- There have always been smartwatches.

% distribution of 15-21 year olds by primary activity



# 1 Growing up in a different way

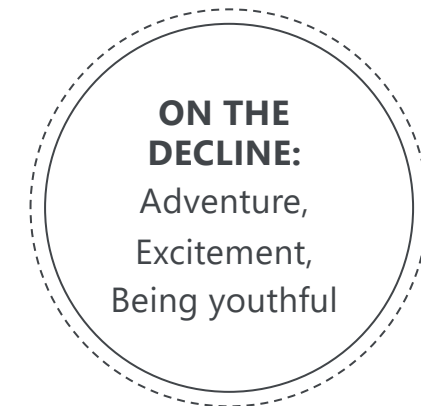


- Young people seem to be putting off adulthood as measured in traditional ways such as marriage and children. Some worry that Gen Z is a lonely, anti-social, and emotionally dysfunctional generation that may never form intimate relationships at all.
- But some see more positives in Gen Z's approach to life. For example, there is evidence that they may be more fiscally responsible than their Millennial elders. They are also emerging as powerful voices in contemporary issues such as climate change.



"The current Generation Z dating culture in Ontario is defined by sexual flexibility and complex struggles for intimacy, which is difficult to achieve in the fluid relationships they prefer."  
*(National Interest, Feb. 15, 2020)*

Young people increasingly subscribe to "mature" personal values



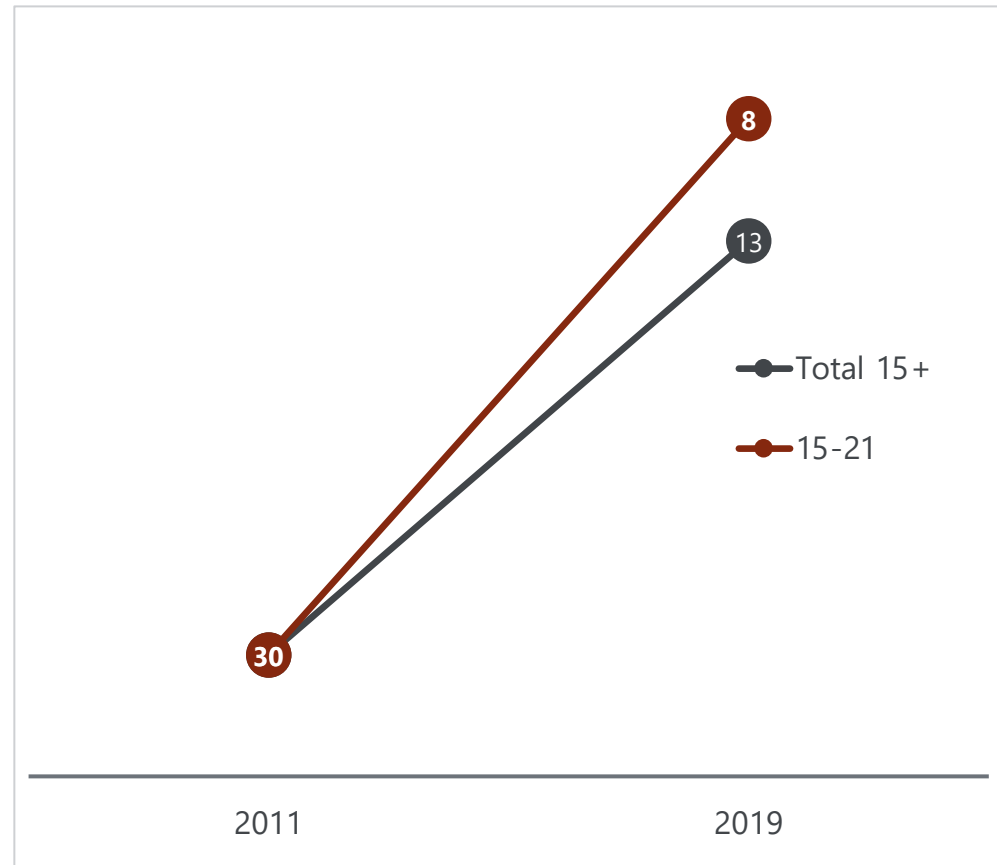
## 4 Help them get over their green guilt



- As global protests in 2019 showed, the youngest generation evinces some strong “green” attitudes. Climate change ranks #6 among Gen Z’s personal concerns. 2019 was the first year that the total population 15+ caught up at #6 as well. Teens are also now relatively more likely than older adults to experience “green guilt,” which was not the case a few years ago.
- Yet Gen Zers are no more likely than average to say “I go out of my way to make sacrifices for the good of the planet.” Indeed, this ranks last on a list of 41 general attitudinal statements. This suggests ample opportunity to help them assuage their guilt by offering easy ways to help.

### Green guilt is up for everyone, especially youths

Rank of agreement with statement “I feel guilty when I do things that aren’t environmentally friendly,” on list of 33 trended statements





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