Understanding Gen Z
Research Rewind created by YPulse
Gen Z Profile

**Status:** Poised to take over 🌍🛍💄

**Age:** 2-20 years old

**Population Size:** 77.9 million US // 2-2.3 billion global

**Spending Power:** $10.7 billion / year US

**Differentiator:** Diversity

51% of US Gen Z are non-white, making this the most diverse generation in US history.
Millennial Profile

**Status:** Starting to grow up 🐶 🍷 🏡

**Age:** 21-39 years old

**Population Size:** 87.9 million US // 2.3 billion global

**Spending Power:** $30.2 billion / year US

**Differentiator:** The tech explosion

11X per hour

Millennials are looking at their phones

Estimates based on Pew, US Census Bureau, and UN data
Key words for describing members of Gen Z...

Entrepreneurial
Inclusive
Anxious
Diverse
Aware
Activist
Connected
Key words for describing Millennials...

Liberal
Open-Minded
Anxious
Social
Hard-Working
Risk Adverse
Experience-Driven
Factors that have shaped Gen Z’s life...

- Being born into a post-9/11 world
- Having parents who struggled through the Great Recession
- Being raised with ubiquitous connectivity
- Surviving the Covid-19 pandemic

They’re aware of the dangers of the world & are most anxious generation to date.

They’re skeptical of stable jobs, causing an entrepreneurial & pragmatic mindset.

They’re global citizens addicted to connecting & with high appreciation for word of mouth.

They’re rethinking what the world could be: stability is gone, but so are the rules.
Gen Z: A Creative Generation
We’ve all seen the headlines calling Gen Z creative... but what does that mean in practice?

Generation Create? Gen Z might be the most creative generation yet, poll says
USA TODAY · Aug 18, 2020

Creative and committed, Gen-Z use their networking skills, tech know-how & art to build a better post-Covid world
Economic Times · Jun 5, 2020

VSCO Year In Review Explores How Creativity Helped Gen Z Survive—and Even Thrive—in 2020
PRNewswire · Dec 15

Gen Z gets creative online – RetailWire
RetailWire

Adobe: Gen Z Believes It Is Australia’s Most Creative Generation
B&T · Nov 25

Gen Z Primed for Creative Collaboration With Brands - Business Insider
Business Insider
Gen Z is entrepreneurial.

53% of Gen Z aspire to be entrepreneurs.

Source: YPulse Syndicated Survey, January 2021
Gen Z’s entrepreneurial drive has been bolstered by role models who’ve had success charting their own paths.
Gen Z Influencer To Know:
Addison Rae Easterling

**Age:** 20 years old

**Famous for:** Rising to stardom through lip syncing and dance videos on TikTok

**Brand collaborations:** American Eagle, Skims, Spotify (where she has an exclusive podcast series called “Mama Knows Best” with her mom)

**Estimated Net Worth:** $2 million
Gen Z Influencer To Know:

Hyram Yarbro

Age: Early twenties

Famous for: Being “the defacto ruler” of TikTok “skinfluencers”

Brand collaborations: Kinship, L’Oreal, Sephora

Estimated Net Worth: $600 K
Gen Z is artistic.

1 in 4

Gen Z aspire to work in the arts or a creative field

Source: YPulse Syndicated Survey, April 2021
Gen Z also isn’t afraid to express themselves through out-there aesthetics, often via social-media centric ‘core’ movements that stylize a way of being / dressing.
Cottagecore

/ˈkædiːkôr/

noun / adjective
A niche aesthetic based around the visual culture of an idealized life on a western farm. Common tropes of the kitsch craze include sustainability, gardens, rural living, and nature.

Source: Urban Dictionary
Dark Academia

/dârk/ ˌakəˈdēmēə/

noun

An aesthetic that is inspired by old and classic literature / philosophy as well as themes of existentialism and death (essentially a knowledgeable, vintage emo). It revolves around a dark color scheme – as the name implies – with hints of earthy tones as well.
Gen Z applies their creativity to changing the flawed world they were born into for the better.
Gen Z isn’t afraid to challenge the precedent laid down by past generations as they strive for a better future.

68% of Gen Z think their generation can make the biggest difference in the world (more so than politicians, celebrities, or brands)

61% of Gen Z agree their generation cares about the issues of today, and see that as a good thing

56% of Gen Z agree their generation is making the world a better place and more inclusive for everyone

Source: YPulse Syndicated Surveys May 2018 and December 2020
Recap: Gen Z is creative...

• They’re entrepreneurial – how can you help them develop and grow?
• They’re expressive – how can you give them a bigger platform?
• They’re already dreaming of a better future – are you fighting alongside them?
Gen Z doesn’t mind if you try and fail – they mind if you don’t try.
Gen Z: A Progressive Generation

HELLO

MY PRONOUNS ARE

/
Gen Z is carving their own path when it comes to gender and sexual identity.
Gen Z’s values about gender constructs are evolving rapidly.

79% of Gen Z agree “it’s okay for girls to be masculine and guys to be feminine”

Source: YPulse Syndicated Survey, May 2021
Why Gen Z cares about pronouns

For Gen Z, pronouns can no longer be assumed. It might not be obvious if someone is transgender, queer, or non-binary, so many share their “preferred gender pronouns” or “personal gender pronouns.” For Gen Z, this is a key part of showing people respect and building a world that reflects their inclusive values.

35% of Gen Z say they know someone who prefers that others use gender-neutral pronouns to refer to them.

Gen Z doesn’t conform to traditional sexual identities.

32% of Gen Z self-identify as LGBTQ+.

Source: YPulse Syndicated Survey, May 2021
LGBTQ+
See also: LGBTQ, LGBTQIA

abbreviation

Stands for: Lesbian Gay Transgender Bisexual Queer (or Questioning)

The plus + was added by the LGBTQ community to cover new subparts of the community such as: Intersex, Asexual, Ally, Pansexual/Omnisexual, Androgynous, Genderqueer, Two-spirits, Demisexual, Polyamorous

Sometimes, people will prefer LGBTQIA+ (including Intersex and Asexual)

Source: gaycenter.org, abbreviations.yourdictionary.com
Increasingly, they’re looking towards role models who embody their changing attitudes about sexuality and gender.
One of music’s shining stars, Lil Nas X identifies as gay, coming out publicly in 2019 - although clarifying that he “deadass thought [he] made it obvious.” Since then, he has used his music to embrace his sexuality and reassure others who may be struggling with their identity.

In addition to being open about their struggles with mental health and drug addiction, the pop star recently came out to their fanbase as pansexual and non-binary, saying “I’m so fluid now” and using they/them personal pronouns.

The former One Direction singer is open about the fact that he enjoys pushing the boundaries of sexual and gender identity, as personified by his 2019 Met Gala get-up, starring a peek-a-boo lace blouse and pearls.
Recap: Gen Z is progressive...

- They don’t subscribe to traditional sexual identity norms – are you respecting their lifestyles?

- They don’t subscribe to outdated gender norms – are you trying to make them be someone they aren’t?

- They’re looking for brands, products, and role models who share this vision – how are you letting them know you understand?
Gen Z can tell when you’re only supporting them one month at a time – you need to prove you’re in for the long haul and not exploiting them.
Understanding Gen Z