



Born in the late 1990's, Gen Z is the biggest population swell since the Baby Boomers and make up more than 80% of traditional undergraduate population by 2017

TECH-SAVVY

WELL-INFORMED

SELF-LEARNERS

ENTREPRENEURIAL

COLLABORATIVE

DIVERSE

TECHNOLOGY IS KEY TO THEIR LIVES

- They've never known a world without Internet, cell phones, or smart tablets
- They are tech savvy and in constant contact with people 24/7 using social media
- They want technology that is easy to use and will solve their problems, help coordinate their activities, or provide them with relevant people or information
- Their brains are affected by internet use. They find answers to questions in Google and YouTube, but they lack the critical thinking skills to evaluate sources
- Have low/no tolerance for being without digital resources



8 SECONDS is the average American teen attention span.

The average attention span for the notoriously ill-focused goldfish is nine seconds

LEARNING IS NOT A SPECTATOR SPORT

- Fast delivery of content
- Hands-on learners who prefer learning by doing
- Graphics first
- Interested in interactive multimedia

As they continue to adopt emoticons as their primary language, a gap in communication between the rest of the population will widen.



OXFORD DICTIONARIES WORD OF THE YEAR 2015 is the 'Face with Tears of Joy' Emoji



372, 475, 410 (# of times the Heart Emoji was used in the last 12 months)

THEY SPEND MORE MONEY ON FOOD AND DRINKS THAN ANYTHING ELSE

In February 2016, Gen Z accounted for \$78 billion spent at restaurants, according to NPD



SOCIAL MEDIA



YouTube is the most influential platform in the world. 1B Users and 300 Hours of video are uploaded every minute



Instagram is the #1 social site for sharing photos

- 300M Active monthly users
- 30B+ photos shared

NEW PLATFORMS ARE CONSTANTLY EMERGING IN THE NEW MEDIA SPACE

- Periscope gained 10M users in just 4 months
- 1.1M videos were shared on Beme within 8 days of the apps launch
- More than 65% have a Snapchat account

Gen Z receive **\$16.90 PER WEEK** in allowance which translates to **\$44 BILLION A YEAR**

They love to shop especially **ONLINE**

With services such as Uber, GrubHub and Airbnb the 'On-Demand Economy' is revolutionizing their behavior