

GENERATION Z NOW

#NOTAMILLENNIAL

WHO IS GEN Z?

BORN

1996 - 2010

4,412,000

GENERATION Zs LIVING IN
AUSTRALIA

GENERATION Z HAVE

\$13.5 billion

AT THEIR DISPOSAL ANNUALLY

AT THE MOMENT THEY'RE

86%

STUDYING

28%

EMPLOYED

NICKNAMES

POST-MILLENNIALS
MILLENNIALS ON STEROIDS
HOMELAND GENERATION
NET GEN
GEN Z
CENTENNIALS
PLURALS
GEN NEXT
iGEN
SNAPCHAT GENERATION
POST GEN
FOUNDERS

MINDSET DIFFERENCES

MILLENNIALS

TAUGHT CONFIDENCE &
INDIVIDUALITY

LESS CONTROL IN THE LIVES
- HELICOPTER PARENTS

LIVES IN THE MOMENT

WANT TO BE FUN

DIGITAL NATIVES

SELF - ABSORBED

STAND OUT FROM THE CROWD
- ALIGN WITH THEIR PEERS & SHOW THEIR
INDIVIDUALITY TO SLIGHTLY STAND OUT

GOOD AT 'WORKING THE SYSTEM'

GENERATION Z

TAUGHT RESILIENCE &
PRACTICALITY

EARLY INDEPENDENCE
- NO RESCUE PARENTS

PLANS FOR THE FUTURE

WANT TO HAVE FUN

MOBILE NATIVES

SELF - ASSURED

YOU DO YOU
- THEIR WORLD HAS ALWAYS BEEN FRAGMENTED,
BELIEVE IN THE IMPORTANCE OF ACCEPTANCE

WILL 'WORK AROUND THE SYSTEM'