THE TRENDERA FILES

ALL ABOUT GEN Z

Volume 8, Issue 3, Summer 2017

NBCU

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Have we finally reached peak Millennial? Our forecast says yes. While we'll always hold a special place in our hearts for this entitled and empowered group, it's time to direct our focus to the rising class of culture creators: Gen Z. This group, currently around 6-21 years old, is claiming their influence on the world sooner than any generation before, wielding their power to effect change, drive new trends, and hand up their ideas to the rest of us. For crying out loud, they can barely drive and are already a force to be reckoned with!

Parented by Gen X and Gen Y—two generations who couldn't be more different—Gen Z is a distinct group with a personality all their own. So while you may assume that Gen Z is going to just pick up where Millennials left off, we can assure you that they are not. In fact, this generation is ready to disrupt absolutely everything, even the so-called "disruptive" generation that came before them. What's more, they actually have the means to do it.

That's why we created this report—to serve as a manual with everything you need to get to truly know Gen Z and to anticipate what's coming next. Read on to discover everything from their identities, interests, values, and goals to their media consumption, marketing preferences, and communication tactics.

We hope you enjoy and welcome any questions you have. Before we tell you everything *we* think about Gen Z, we'll first let them speak for themselves....

FROM V TO Z

Yes, these are the same folks we've previously referred to as Gen V. While we still feel like this nickname (V for "Viral") is more appropriate, we've jumped on the Gen Z bandwagon to avoid any confusion.

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GEN Z DEEP DIVE

your new consumer

MEET GEN Z

their generation and their world

TRENDERA SURVEYED 750 GEN ZS IN JUNE 2017.

Our survey was nationally representative and mobile optimized. Because this is a generation that is still in formation, we've broken out responses that show significant differences by age group:

YOUNGER ZS (8-12) AND
OLDER ZS (13-21)

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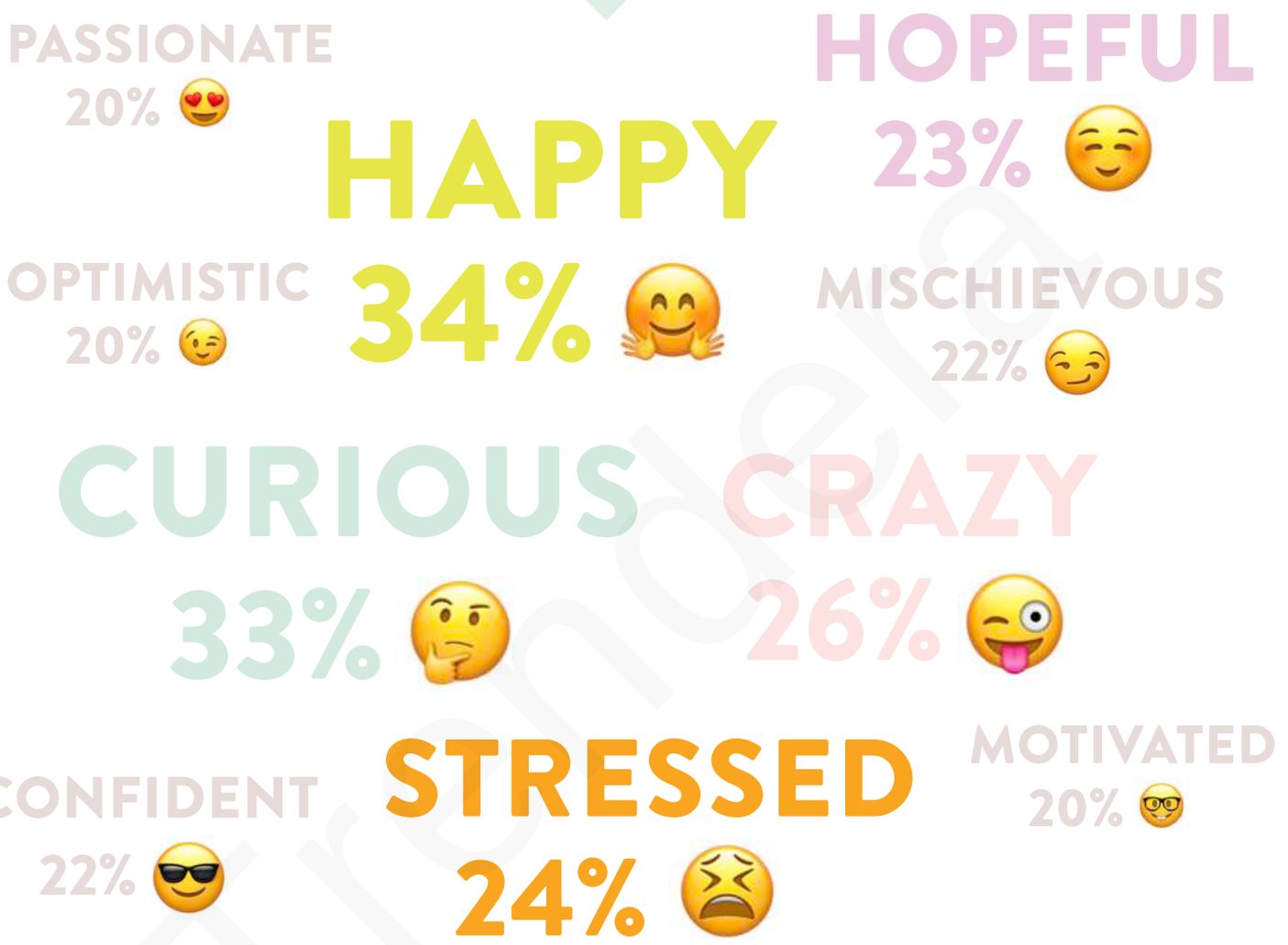
THEY FEEL THEIR GENERATION AS A WHOLE IS:



OVERALL, GEN ZS SAY THEIR RELATIONSHIP WITH TECHNOLOGY AND TOLERANT WORLDVIEWS *distinguish them most from other generations.*

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THEY THINK THE FUTURE *falls on their shoulders* AND FEEL PRESSURED TO SAVE IT.

57% of older Zs (13-21) say it's up to their generation to change the world for the better

Only 9% of Zs think the world is becoming a better place

Only 29% of Gen Zs agree that they will be more successful than their parents

• • •

THE MAJORITY OF GEN Z THINKS *that compared to older generations, they are more:*

81% *Dependent on technology*

81% *Concerned with having the latest technology*

80% *Tech savvy*

62% *Accepting of differences*

61% *Open minded*

60% *Multicultural*

60% *Gender fluid*

59% *Sexually fluid*

59% *Rebellious*

55% *Socially conscious*

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THEY LIVE IN A *much more* DIVERSE WORLD THAN YOURS.

72% HAVE FRIENDS *who are a different race than them*

54% OF 13-21 YEAR OLDS *consider themselves privileged*

19% OF 13-21 YEAR OLDS *have friends who are transgender*

JUST 47%

OF OLDER ZS (13-21)

consider themselves patriotic,

compared to **78%**

OF YOUNGER ZS (8-12)

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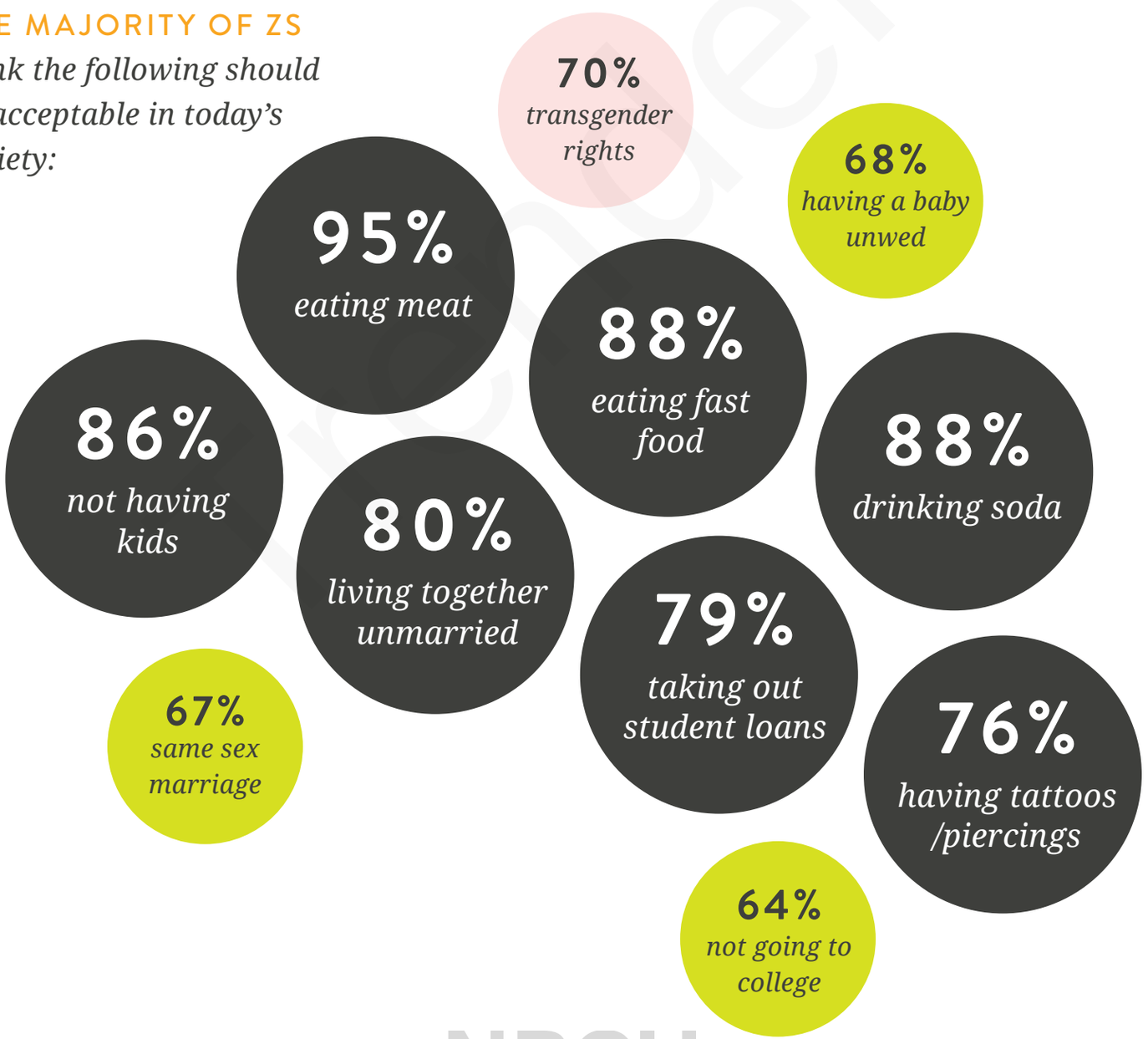
THEY WISH EVERYONE WOULD
live and let live.

65% *say it's important to understand people who come from different backgrounds*

58% *of 13-21 year olds say there's no one right way to live*

55% *agree that everyone should discover and live their truth*

THE MAJORITY OF ZS
think the following should be acceptable in today's society:



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THEIR IDENTITIES

THEY MAY BE *smart, easy-going, and funny*, BUT THEY'RE ALSO GUARDED.

IN THEIR SOCIAL CIRCLES,
Gen Zs most often see themselves as:

22%
The smart one

17%
The one who goes with the flow

15%
The comedian

1 IN 3
Zs say most people cannot be trusted

60%
of Zs would rather throw shade than receive it

THEY ARE STILL FIGURING OUT WHAT IDENTITY MEANS FOR THEM.

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Gen Zs say

the most important things in defining their identities are

career/grades (67%)

education level (63%)

and hobbies (58%)

60% *of Gen Zs overall would rather be a traditional '50s breadwinner than a traditional '50s stay-at-home spouse, but females were perfectly split*

QUALITIES SUCH AS

GENDER (42%), SEXUAL ORIENTATION (34%), RACE/ETHNICITY (30%) & POLITICAL AFFILIATION (20%)

are less essential in defining their identities

THEY ARE FIERCE ADVOCATES *for personal freedom,* INDIVIDUAL EXPRESSION, *and social justice.*

HALF OF GEN Z *sees having the freedom to live life as they please as a sign of a successful life*

52% *of 13-21 yr olds say people should be able to express their gender however they want*

69% *of 13-21 yr olds say racism still exists in the U.S. today*

● GEN ZS

SUPPORT TRANSGENDER RIGHTS (70%) AS MUCH AS THEY SUPPORT SAME SEX MARRIAGE (67%)

43%

of 13-21 year olds say it's important to understand people who don't identify as male or female

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THEY ARE EXTREMELY *purpose-driven and intentional*, BUT NOT SO RELIGIOUS.

THE MAJORITY

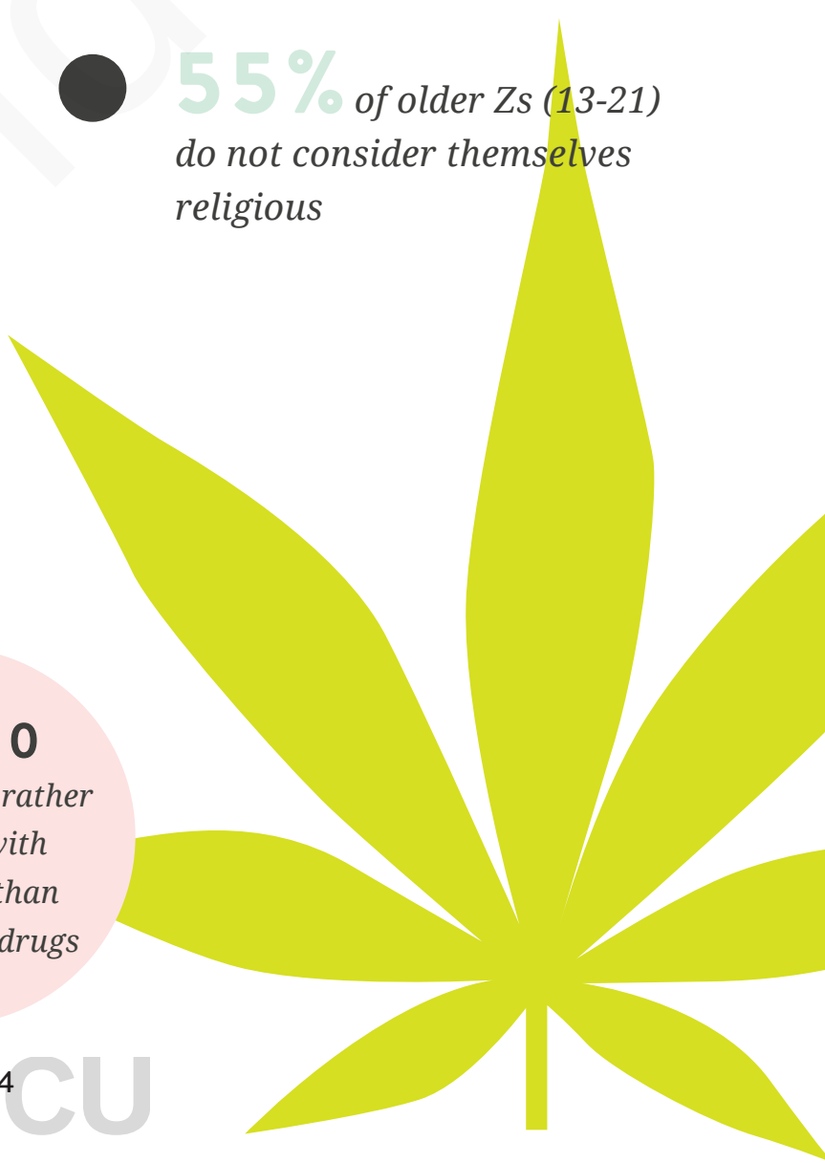
of older Zs (13-21) say finding their purpose is a concern in their day-to-day lives

- **72%** *of Gen Zs say it is very important for them to work at a job that gives them purpose*
- **58%** *of older Zs (13-21) think that having a job with purpose and finding your purpose are signs of a successful life*
- **55%** *of older Zs (13-21) do not consider themselves religious*

THEY DON'T *see a problem* WITH MARIJUANA:

54%
of older Zs (13-21) think smoking marijuana should be acceptable in society today

4 IN 10
Gen Zs would rather medicate with marijuana than prescription drugs



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THEY AREN'T ALL HOOKING UP, *but they are* MORE *sexually liberated.*

20%

of older Zs (13-21) say they are in a serious dating relationship right now

59%

GEN ZS SAY THEIR GENERATION IS MORE SEXUALLY FLUID THAN OLDER GENERATIONS

10%

identify as bisexual, pansexual, or asexual

33%

of older Zs (13-21) do not consider themselves heterosexual

1 IN 4

GEN ZS SAY SEX ISN'T AS BIG OF A DEAL AS IT USED TO BE

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THEIR GOALS
& values

THEY TAKE *work and success* VERY SERIOUSLY.

Gen Zs say it is very important to them to have a successful career **(73%)** *and make lots of money* **(53%)**

72% OF GEN ZS *consider themselves ambitious*

2 IN 3 GEN ZS SAY *grades/career is the most important thing in defining their identities*

47% OF 13-21 YEAR OLDS *are currently employed in some capacity*

THEY'RE *still going* TO COLLEGE.

While **64%** *of Gen Zs think it should be acceptable not to go to college, a whopping* **93%** *say it is very important to them to get a college degree*

42% *of Gen Zs say a college degree is a sign of a successful life*

79% *of Gen Zs say it should be acceptable to take out loans for school*

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THEY HAVE *(seemingly) learned* FROM MILLENNIALS' MONEY MISTAKES.

IF GIVEN

$100 right now, 29% of older Zs (13-21) would save it for the future, and 18% would save it for a bigger purchase

80%

of all Gen Zs have a savings account, and 34% have more than **$1000** *in it*

THEY'RE *taking a second look* AT ENTREPRENEURSHIP.

GEN Z

IS PERFECTLY SPLIT BETWEEN WANTING TO WORK AT A LARGE STABLE COMPANY VERSUS BEING AN ENTREPRENEUR

Trend Tracker

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WHEN IT COMES TO WORK, *they're torn between* EXTREMES OF SAFETY AND RISK.

Gen Z's Dream jobs:

8-12

Doctor
Gamer
Athlete
Teacher
YouTuber

13-21

Doctor
Entrepreneur
Musician/Singer
Athlete
Artist

THEY VALUE THEIR *primary relationships, investing in the future,* AND THEIR APPEARANCE.

THE MAJORITY

of older Zs (13-21) also say that making enough money (58%), their physical health (56%) and their appearance (51%) are day-to-day concerns

55%

of Zs would rather be homeless with lots of friends than live like a king but with no friends

THEIR PRIMARY

concerns in their day to day lives are their family (66%), friends (59%), and getting good grades (57%)

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THEY ARE *still interested in some* TRADITIONAL MILESTONES.

Zs say it is very important for them to:

78% *Get their driver's license*

70% *Own a house*

65% *Get a college degree*

THEY WANT TO *have a happy family,* BUT AREN'T SURE WHAT THAT LOOKS LIKE.

65%

of Zs say a happy family is a sign of a successful life

1 IN 5

say it is not at all important for them to have children

THE MAJORITY OF ZS (52%)

don't consider being a good parent as a sign of a successful life

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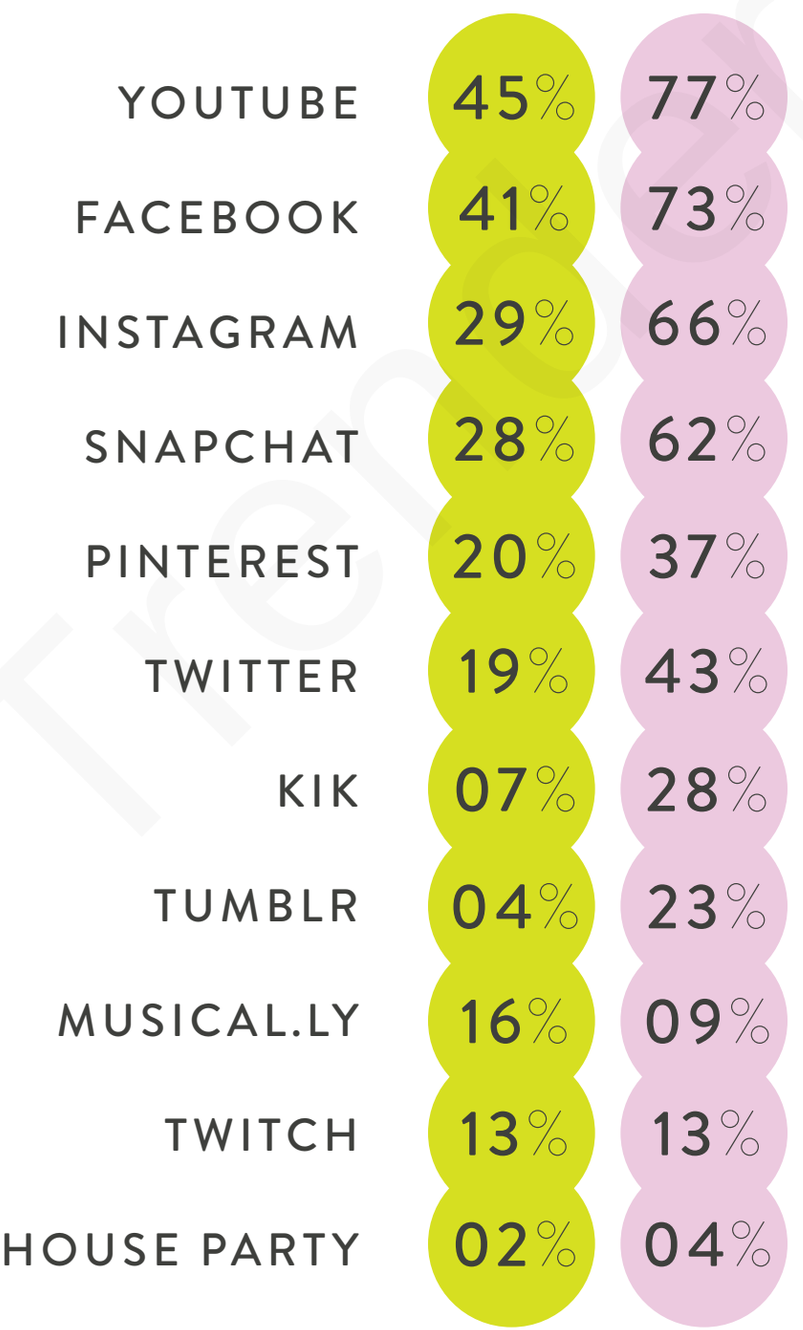
THEIR SOCIAL
habits

THEY ARE ALL OVER SOCIAL MEDIA *from a very young age.*

SOCIAL MEDIA ACCOUNTS:

Displayed by % for 8-12, % for 13-21



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WHERE GEN Z SPENDS THE MOST TIME:

YouTube, Facebook, Snapchat

THEY ARE...

8-12

MOST LIKELY TO FOLLOW BRANDS ON:	*Facebook*
MOST LIKELY TO POST ON:	*Facebook*
MOST LIKELY TO VISIT WHEN BORED:	*YouTube*
MOST LIKELY TO VISIT TO BE INSPIRED:	*YouTube*
CHECK IN WITH FRIENDS:	*Facebook*
HEAR WHAT'S GOING ON IN THE WORLD:	*Facebook*
LAUGH:	*YouTube*

13-21

MOST LIKELY TO FOLLOW BRANDS ON:	*Instagram*
MOST LIKELY TO POST ON:	*FB/Instagram*
MOST LIKELY TO VISIT WHEN BORED:	*YouTube*
MOST LIKELY TO VISIT TO BE INSPIRED:	*YouTube*
CHECK IN WITH FRIENDS:	*Facebook*
HEAR WHAT'S GOING ON IN THE WORLD:	*Facebook*
LAUGH:	*YouTube*

3 OUT OF 4

8-12 YEAR OLDS ALREADY HAVE SOCIAL MEDIA ACCOUNTS.

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THEIR MEDIA
consumption

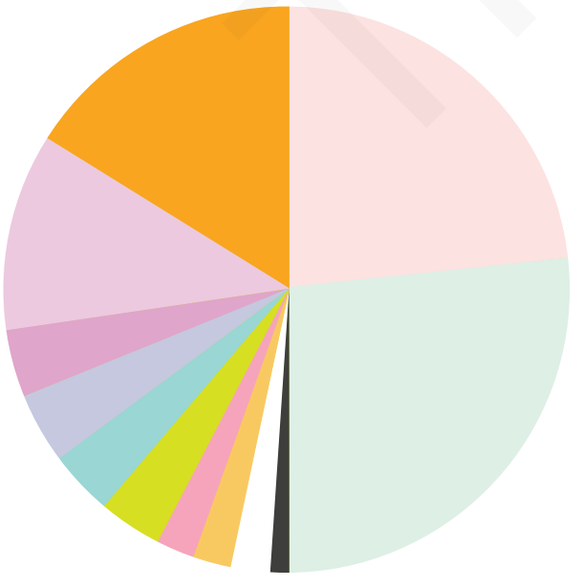
THEY ARE CONTENT *vacuums*:

- 61% *Listen to music*
- 59% *Watch TV shows*
- 58% *Watch YouTube*
- 58% *Watch movies*
- 56% *Family time*
- 55% *Play video games*

HOUSEHOLD *subscriptions*:

- 70% *Netflix*
- 58% *Amazon Prime*
- 44% *Cable*
- 24% *Hulu*

WHERE *they watch* VIDEO CONTENT:



- 27% *YouTube*
- 23% *Netflix*
- 17% *Live TV*
- 7% *On Demand TV*
- 5% *Hulu*
- 5% *Snapchat*
- 3% *Amazon*
- 4% *Instagram*
- 2% *Premium TV*
- 3% *Other*
- 1% *Twitch*
- 4% *None*

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FAVORITE *reality* SHOWS

Left to right: America's Got Talent, The Voice, Chopped, Shark Tank, Pawn Stars, Keeping Up with the Kardashians, Naked & Afraid, Amazing Race

FAVORITE *scripted* SHOWS

Left to right: 13 Reasons Why, Family Guy, Big Bang Theory, Walking Dead, The Simpsons, Agents of Shield, Bob's Burgers, American Horror Story

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THEY LOVE *more than* JUST ONLINE VIDEOS—MUSIC ALSO PLAYS *a significant role* IN THEIR LIVES.

8-12 Favorite types of entertainment

- 54% *Movies*
- 51% *Streamed shows*
- 47% *Video games*
- 44% *Short online videos*
- 38% *Music*

13-21 Favorite types of entertainment

- 59% *Movies*
- 54% *Streamed shows*
- 54% *Video games*
- 47% *Short online videos*
- 45% *Music*

CABLE TV IS BEST FOR...

Watching with family 40%

Keeping up with what's going on with the world 35%

Staying in the know / Falling asleep 27%

STREAMING TV IS BEST FOR...

Watching something with friends 48%

Watching something with family 45%

Being scared 40%

ONLINE VIDEOS ARE BEST FOR...

Learning 47%

Laughing 47%

Relieving boredom 42%

Passing the time 39%

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THEY TYPICALLY FIND SOCIAL MEDIA CELEBRITIES *more relevant and influential,* EVEN IF THEY'RE NOT TALENTED.

52% of older Zs say social media celebrities are getting more popular among people their age

52% of older Zs say that these days, you don't have to have talent to be famous

47% of older Zs say people their age are more influenced by online stars than by traditional actors and actresses

1 in 4 older Zs say the celebrities they like are relatable and seem just like them

THEY ARE *pretty much on* NETFLIX & YOUTUBE. *Period.*

Where to find their favorite shows:

8-12

- **NETFLIX**
- **YOUTUBE**
- DISNEY
- NICKELODEON
- CARTOON NETWORK

13-21

- **NETFLIX**
- **YOUTUBE**
- ABC
- CARTOON NETWORK
- FREEFORM

GEN ZS HAVE

MORE ACCOUNTS FOR YOUTUBE THAN ANY OTHER SOCIAL PLATFORM

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APPS THEY USE *every day:*

45% **YOUTUBE**

45% **FACEBOOK**

45% **EMAIL**

WEBSITES THEY VISIT *every day:*

53% **YOUTUBE**

30% **NETFLIX**

30% **FACEBOOK**

WHERE THEY GET *information:*

8-12

49% **FAMILY**

48% **FRIENDS**

42% **YOUTUBE**

24% **WEBSITES**

20% **TV SHOWS**

18% **FACEBOOK**

13-21

50% **YOUTUBE**

48% **FRIENDS**

44% **FAMILY**

38% **WEBSITES**

26% **FACEBOOK**

25% **INSTAGRAM**

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THEIR EXPECTATIONS
of brands

THEY *don't necessarily expect* BRANDS TO BE "GOOD" LIKE MILLENNIALS.

Left to right: Nike, Target, Old Navy, Walmart, Under Armour, adidas, VANS, H&M

Left to right: Forever 21, Converse, Levi's, Victoria's Secret, Calvin Klein, American Eagle

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ONLY 19% OF GEN ZS SAY

it is very important for them to buy brands

that are SOCIALLY RESPONSIBLE

10%

SAY STRONG ETHICS MAKES THEM PREFER ONE BRAND OVER ANOTHER

PRICE (47%)

QUALITY (43%)

& PURCHASING IN THE PAST (39%)

are Gen Z's top purchasing motivators

THEY WANT YOU TO *talk to them in lots of places,*

BUT YOUTUBE MAY BE *best.*

GEN ZS MOST WANT

TO HEAR FROM BRANDS ON YOUTUBE (33%), FOLLOWED BY TV (31%), FACEBOOK (24%), EVENTS (19%), AND INSTAGRAM (19%)

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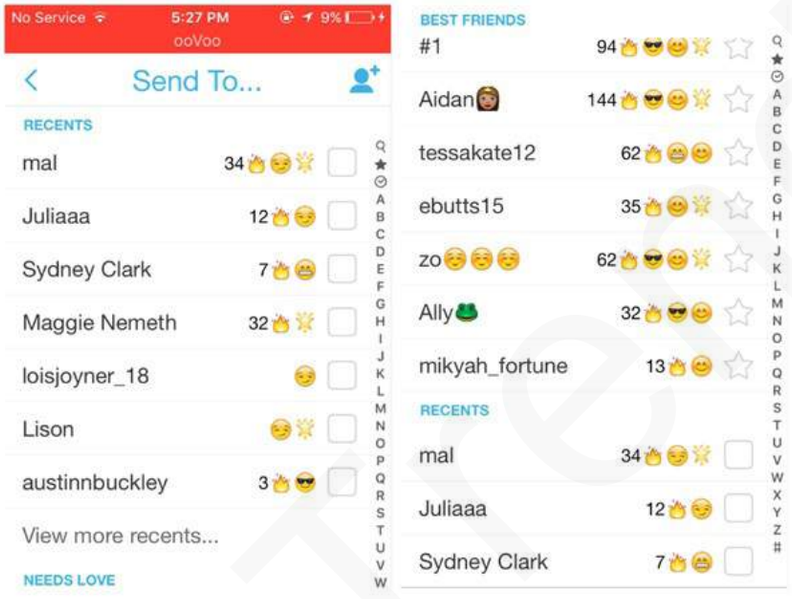
FLEX

DECODING GEN Z

communication

SNAP ME SO I KNOW IT'S REAL

We've talked about snap streaks before, but their importance in Gen Z's day-to-day lives is only growing. They send snaps to all their " streaks" as part of their morning and bedtime routines, and some even give a trusted friend their login info when they won't be able to access Wi-Fi (due to camp, vacation, grounding, etc.) to maintain their streaks. They are so important that Zs will even often keep up their streaks when they're not getting along with someone—and they know a fight with a friend is v. serious when they let the streak die. 😱



71% OF GEN ZS

(13-21) SAY SNAPCHAT STREAKS ARE GETTING MORE POPULAR AMONG PEOPLE THEIR AGE.

DECODING *gen z* COMMUNICATION:

Boomers wrote letters, Gen X talked on the phone, Millennials had email, AIM, and text, but Gen Z has the option of all that and more. Thanks to the prevalence of social media, they are in ***constant*** *communication. But with Gen Z, the rules of communication have changed, thus older generations must know what to look for in order to truly understand the message.*

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TAG, YOU'RE MY BFF

Where Millennials used to share one-off content on Facebook and Tumblr, Gen Zs are forgoing widespread sharing in favor of "tagging" one another in the comments. When they want to share content, they find on social media (specifically Instagram, Facebook, and Twitter) they neither DM it nor screenshot and text it (unless they're gossiping about something someone posted). Rather, they tag their friends in the comment section – the more you tag one another, the better friends you really are. 👯

UNWRITTEN *rules:*

IF YOU AREN'T TEXTING SOMEONE BACK
you shouldn't be posting on Instagram, liking photos on Instagram, or sending Snapchats unless you want to purposely offend them

IF SOMEONE TEXTS YOU,
you don't text them back, and they text you again ("double text"), it means they like you

WHAT HAPPENS ON FINSTA STAYS ON FINSTA

DON'T
comment on an Instagram photo and not like it

DON'T
talk about an Instagram photo IRL if you didn't "like" it on the platform

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MEME CULTURE

Memes are a crucial part of Gen Z communication. These are some of our favorites of 2017 (so far).

THE FUTURE LIBERALS WANT

Originally used by the Republican party, this image was coopted by Liberals to spread messages about diversity and tolerance.

Y THO?

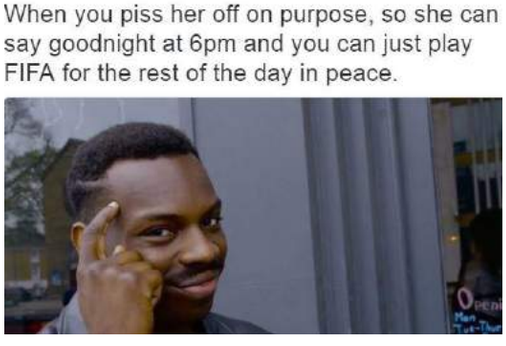
Fine art and memes have been intertwined for a while now but 2017's "Y Tho?" takes this to new heights, showing that Gen Z isn' t afraid to question the status quo with humor.

WELCOME TO YOUR TAPE

Adapted from Netflix hit *13 Reasons Why*, this controversial meme is employed by Gen Zs when they feel they've been wronged.

CASH ME OUSSIDE

The statement that launched online celebrity Danielle Bregoli was meme-ified and launched Bregoli to Internet infamy. Now Bregoli is a household name among Zs with a cult following of 10.4 million on Instagram alone.



ROLL SAFE

A screen grab from the viral web series *Hood Documentary*. The meme is used to give comical if misguided advice and is popular among Zs, particularly within a subset of the internet known as "Black Twitter."

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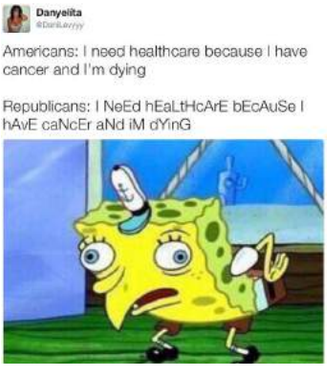

SPONGEMOCK

From the Nickelodeon series *SpongeBob SquarePants*, this simple yet powerful meme is the internet equivalent of when grade school children tease each other by mimicking what was said in a mocking tone. Though it sounds childish, it has been used is surprisingly poignant political and social commentary.

TRUMP'S EXECUTIVE ORDER

Made into a website and interactive tool, this meme allowed people to critique the rate at which President Trump was passing executive orders by creating their own.

MERYL STREEP SINGING

An image of the Academy Award-winning actress singing passionately along to a song was quickly coopted by feminist Twitter to allow them to shout out about their causes.

BEYONCÉ ORDER

Going viral within 24 hours, the beyhive went to work on a rare pregnant Beyoncé photo making thousands of memes in tribute to the superstar's status and accomplishments.

THE FLOOR IS

A more recent meme, this allows people to express their dislike for certain things by likening them to the floor and attaching them to a picture of someone perched in an awkward position.

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KNOW THE *slang*

HESH
(adj.) - skater term; used to describe someone who lives a reckless lifestyle

PATAGUCCI
(n.) - new street wear style that is both useful and fashionable (popularized by rapper A$AP Rocky who wears Patagonia sweaters as a couture-like status symbol)

FRÈRES
(phrase.) - French term meaning brothers

HAUNTING
(v.) - post ghosting behavior where the ghoster continues indirect contact by liking social media posts

VELFIE
(n.) - a video selfie

ISSA
(conj.) - conjunction of the words "it's a" (popularized by rapper 21 Savage)

SITUATIONSHIP
(adj.) - a relationship that is more than a friendship but not quite as established

TINGS
(adj.) - a relationship describing a person someone is having fun with but not dating

POST F-BOY GLOW
(n.) - life upgrade that follows a break-up with an f-boy, causing a physical glow

GARBAE
(adj.) - term used to describe a significant other who is a piece of garbage

UNSULT
(adj.) - a poor insult that is almost a compliment

CUSHIONING
(v.) - dating technique in which a person in a relationship has several other back up options to cushion the blow in the event of a breakup

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GEN Z

societal shifts

MEDIA MAGIC

exposed

Growing up fully immersed in a social-digital world, Gen Z is becoming the most educated generation to date when it comes to being a media mastermind. While their motives may have stemmed from increasing engagement on their social media platforms, many Zs are now working toward exposing the magic behind the media industry as a whole. Indeed, a major point of differentiation this generation from their older counterparts is their willingness to take advantage of the plethora of information at their fingertips, expose the media magic, and leverage it for their own benefit.

Gen Zs are constantly camera-aware, and are democratizing the fashion and beauty industries by becoming the models of their own brand stories. An interesting counterpoint to the #nofilter and finsta movement are the YouTube videos, listicles, and blog posts with titles like "How To Look More Photogenic" and "How To Look Good In Every Picture," which offer tips and tricks related to angles, light, posture, and location.

In storytelling, they're learning from YouTube channels like Nerdwriter1, Every Frame a Painting, and Now You See It, which create video essays breaking down films and movie scenes to explain how cinematography, editing, and directing work together effectively.

Camera guru Simon Cade's Vimeo hit "How Nature Documentaries Are Fake" illuminates how nature documentaries use clever editing tricks to humanize and create conflict between animals to draw an emotional response from audiences. We have long known that this is common in reality TV featuring humans, but it furthers the notion that there is simply no such thing as "reality" TV. Cade's video is not critical, but rather praises the play between real and fake in shows like *Planet Earth.*

Gen Z's preferred lens into reality TV, and vloggers is also exposing the magic behind their own content. Casey Neistat, who many consider to be the king of YouTube, is known for his meta videos that explain how he gets his characteristic shots, angles, and edits. Viewers also know that he constantly references his own style and tools. Other YouTubers analyze Neistat's techniques too, creating videos like Sara Dietschy's "How to Casey Neistat a Vlog" and The Nerdwriter's "Casey Neistat: What You Don't See." These examples show that this is not purely a matter of education and entertainment for Gen Zs.

BOTTOM LINE:

Unlike nostalgic Millennials, Zs embrace being able to technologically manipulate reality to maximum effect. Hungry for tools and tips, they have the unique power to harness everything from Photoshop to video editing to creative direction to further their own brands, trends, and movements.

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THE FEMALE

gaze

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For years, "the male gaze" has been the lens through which most media was created, prioritizing heterosexual males' viewing pleasure above all else and objectifying women in the process. However, we are witnessing the beginning of an important radical shift: slowly but surely, we're entering a time in which the female gaze is celebrated and embraced.

Unlike Millennials who grew up during the "post-feminism" era, in which men and women were told that that harnessing and unlocking female sexuality was the key to empowerment, Gen Z males and females are receiving a very different message: for them, female gaze is less about objectifying others for female pleasure and more about presenting women as complex, autonomous, individuals—sexuality is just one of many pieces of the puzzle.

This shift is being strengthened as women receive more representation onscreen as complex characters with full lives outside of their interactions with men. Recent documentary *All This Panic* focused on the lives of a group of teenage girls living in Brooklyn as they negotiate family, friendship, and sexuality in the 21st century.

The film notably does not place much emphasis or spend much time on their romantic relationships with boys, but rather chooses to focus on who they are as individuals, daughters, and friends.

In the same vein, brand-new Amazon series *I Love Dick* wholeheartedly embraces the female gaze, with creator Jill Solloway (of *Transparent*) confirming that one of the show's goals is to validate the experience of women in an authentic way. To ensure that women continue getting the chance to share stories and create content from their perspective, there's Girl Gaze. The organization is aimed at getting more female photographers and filmmakers behind the camera and recently partnered with *Glamour* magazine on the #NewView film competition, complete with celebrity judges such as Tracee Ellis Ross, Shonda Rhimes, and more.

BOTTOM LINE:

Rather than adopting the expectation that women are there solely for them to look at as sexual objects, Gen Z boys are growing up truly seeing women as their equals and will be highly impacted by the growing emphasis on the female gaze. Gen Z's struggle with gender is different from all generations before them, shifting from an emphasis on equality to expression.

NBCU

ALGORITHM

activism

Trendera

NBCU

At the end of last year, knowledge of echo chambers and the power of algorithms to shape the world came to the fore. If the 2016 election taught us anything, it's that algorithms have tremendous power—the power to change what we see, read, believe, and understand. This has already launched a discussion about the need for transparency from technology companies and nuanced, objective, and balanced information. But an outcome that is more interesting to us is a growing idea that as a group, people have the power to take things into their own hands and make use of existing algorithms to help create a better internet.

The idea of collective social media action is already well known in the form of "likes" pleas: posts and groups that ask people for a large number of likes or upvotes (i.e. thousands, and sometimes a million) in order to win a challenge, raise money for charity, as an expression of fandom, or to simply mess with the system for fun. This iteration of the idea, however, is more purposeful, and closer to the realm of activism than simple social media entertainment.

J. Nathan Matias, a PhD student at the MIT Media Lab, believes in the power of people to keep algorithms in check. One of his creations, a software called CivilServant, allows online platforms to test their own algorithms and understand possible effects. But what's really catching people's attention is his study on the "AI nudge" that investigates whether humans can influence how algorithms behave. His experiment took to the subreddit r/worldnews, asking readers to post news links that verified or questioned possible fake news. He found that the study actually influenced Reddit's algorithm, pushing down fake links; but he also found that users preferred helping verify or disprove a story rather than simply downvoting it. Matias' work may signal the beginning of a new era, one in which human users work together with moderators, designers, developers, and coders to keep technology in good moral standing.

BOTTOM LINE:

For Zs, being a good member of society is equivalent to being a good member of the internet. Expect people to start taking back power online, using a group mindset and digital actions to create the internet that they want to see. With this new power may come more choice, transparency, and trust in our relationship with algorithms.

NBCU

GOING

gradeless

For Millennials, what a successful education looked like was clear and uncompromising: good SAT scores, admission to a prestigious university, and a high GPA. For Gen Zs, however, education is less of a black-and-white picture. This generation is growing up within a debate in which schools are slowly moving away from standardization, tests, and grades. Having learned from the Millennials, a generation of test-takers that ended up overstressed and still unprepared for the real world, Zs have the benefit of more options.

The Mastery Transcript Consortium, for example, is a growing alliance of schools working towards an alternative to ABCD grades. They are calling for a system of "micro-credits" for skills such as leadership, global perspective, and analytical thinking to create a fuller view of the student. But the concept of peer feedback, not credits, currently has the most momentum in the movement. Advocates—such as the Teachers Going Gradeless Facebook group, which has over 2,000 members—believe that by teaching students how to assess themselves and their peers based on set criteria, they will develop the skills to guide and develop their own learning. Peer feedback programs like that of Two Rivers Charter School in Washington, D.C. teach kids from a young age to take ownership over their work and that no work is ever "done."

The topic has even caught the interest of the EdTech sector, a mini-industry focused on "teacherpreneurs" and innovating in education with a Silicon Valley mindset. Startups like Peerceptiv and Peergrade, for instance, are creating tools that make peer assessment easier than ever before.

BOTTOM LINE:

Gen Zs value growth, not grades. A whole new generation of students is learning to take control over their own educations instead of being churned into passive pupils waiting for a grade.

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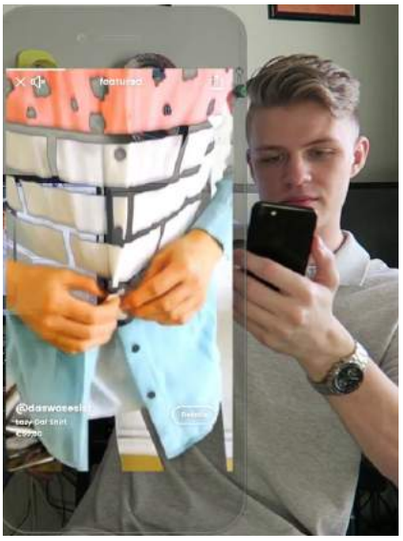
MARKETING

to gen z

WHAT'S WORKING NOW



VIDEO SHOPPING // MAKE IT SHOPPABLE

Given that video seems to be the preferred format for communication among Snapchat- and YouTube-loving Gen Zs, who are consuming content primarily on their mobile devices, it's no surprise that they want to shop what they watch. Not only are brands taking note, they're integrating more video into their marketing strategies. After their internal research showed that 3 in 4 consumers are influenced by videos on social media, Facebook introduced its new video shopping feature, "Collections." The feature allows brands to select multiple products to appear in one commercial-like video ad on the platform. From there, users can click on the product or products they are most interested in and are taken directly to the purchase window on the brand's website, making the shopping experience seamless. Meanwhile, the app Yeay is a global marketplace with an emphasis on video as a tool to sell products. Users not only can see the product, they can watch videos of brands telling the story behind their company and product. A great tool for both large and small brands as well as independent designers, Yeay makes it easy for consumers to discover up-and-coming brands before their friends and get all the information they need without much research.

ALL IN THE EXPERIENCE // MAKE IT FUN

Ever since Beyoncé surprise dropped her album in 2013, the music industry hasn't been the same as it tries to strike the balance between accommodating the see-now-buy now economy while also building up hype and anticipation around new music releases. Enter the scavenger hunt drop. When Katy Perry was ready to make her comeback with her album's first single "Chained to the Rhythm," she sent fans around the globe on a scavenger hunt, placing disco balls all over the world at locations like Paris' Moulin Rouge and Brooklyn's McCarran Park. Each disco ball was chained to something (a play on the song's title) and had places for fans to plug in headphones to hear Perry's new single before anyone else. Perry dropped clues on her social media channels and an accompanying website hosted an interactive global map of locations to hear the new single. Indie-pop band Bleachers took a similar approach when dropping the first single from their new album, leading fans in NYC on a scavenger hunt ending in Union Square where a piñata paramour of lead singer Jack Antonoff dispensed flash drives of the new song when fans smashed it open. No longer is it enough to announce new music—content must make a splashy entrance to make it on anyone's Spotify playlist.

SATISFYING VIDEOS // MAKE IT SATISFYING

Anyone who has spent more than 5 minutes scrolling through their Instagram explore page knows that the internet is currently obsessing over satisfying videos. From knives cutting through sand to flawless cookie frosting to slime mixing, these videos are providing visual enjoyment, with some people binge-watching them for hours on end. To promote their new service Prism TV, telecom company Arnold Worldwide tapped Instagram influencer Annette Labedzki to create a video series called "Color Theory." Like the videos on Labedzki's own channel, these surprisingly simple videos feature close-up video of paint as the artist expertly mixes colors to create new ones. As brands look to create content for their social platforms rather than remix their existing content for social media, they must create all new content with the internet specifically in mind.

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CAMPAIGNS WE LOVE

LVMH: CLOS19

WHAT IT WAS:

LVMH recently launched a curated lifestyle website called Clos19, which is devoted to helping their customers become the perfect hosts knowledgeable in all things concerning luxury alcohol. Clos19 dives deep into the lifestyle of the high-end alcohol consumer, giving customers insider information and tips like a magazine or lifestyle blog while also being a platform to purchase online. Most notably, however, is Clos19's section devoted to luxury experiences. The packages range from the perfect dinner party, complete with sets of wine and champagne for every type of soiree, to master classes and personal tastings, to actual luxury vacations with destinations in Scotland, England, and Paris.

WHY WE LIKED IT:

Today's consumer sees every brand as a lifestyle brand and they're looking to buy into a lifestyle as much as they are looking to buy into a product. Clos19 gives its customers the chance to live, breathe, and drink the aspirational lifestyles they crave.

BURT'S BEES: BURT'S NATURE

WHAT IT WAS:

Natural skincare brand Burt's Bees is the first to point out that its cofounder and namesake, Burt Shavitz was living a minimalist tiny house lifestyle decades before it was cool. To honor Shavitz's legacy after his death in 2015, the company recently relocated the bee keeper's cabin from rural Maine to their Durham North Carolina Headquarters. Ensuring that Burt's Bees lovers everywhere can experience the icon's humble living quarters, the brand is offering an online 360-degree virtual tour of the re-assembled home. In partnership with Google, the virtual tour is complete with videos, photos, and facts from Shavitz's life, which some fans may recognize from the 2013 documentary *Burt's Buzz*. A virtual museum dedicated to the man behind the brand, the cabin tour allows fans to get to know both the brands namesake a little bit better and interact with it in a new way.

WHY WE LIKED IT:

While other brands struggle to find authenticity, Burt's Bees continues to mine its rich story of origin and stay true to its brand identity while making it accessible in the digital age. Their customers may not all want to live in a tiny house in Maine, but they love being able to buy into a product with such genuinely interesting stories associated with it.

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CRAYOLA: DAN D RETIREMENT TOUR

WHAT IT WAS:

Upon discontinuing shade of yellow "dandelion" from their lineup, Crayola decided to soften the blow by giving the color a proper sendoff. Creating "Dan D," a personification of the crayon with a "case of wanderlust," Crayola crafted a narrative around the Crayon as he prepared to retire. In addition to collectable items in Dan D's honor, from a giant dandelion crayon to a limited edition 64-crayon pack featuring only the golden hue, Dan D went on a retirement tour across American cities. On social media, Crayola called for users to post about their memories and well wishes for the shade, while IRL a Dan D mascot visited landmarks like the Crayola Experiences Center in Orlando, Florida and Times Square in New York City.

WHY WE LIKED IT:

Crayola successfully created fanfare around an otherwise unremarkable inventory change by giving consumers a reason to be a part of a celebration. Millennials especially are famously susceptible to nostalgia and creating an event around one of the colors from their childhood retiring made the brand relevant for them again, however briefly.

FXX: ARCHER P.I. APP

WHAT IT WAS:

Ahead of the newest season of the animated comedy *Archer*, FXX released an augmented reality tie-in app called Archer P.I. The AR app allows users to solve crimes alongside their favorite sarcastic antihero by opening the app and pointing their cameras at the screen to unlock clues. Users can also unlock clues on *Archer* billboards, TV commercials, and social media pages, making the game available to play even when they're not watching the show. The app is also awarding prizes and hosting sweepstakes as well as offering printables such as a paper briefcase that users can use to search for clues within the app.

WHY WE LIKED IT:

Today's consumers are used to interacting with several screens at once, so in order to capture their complete attention, content creators need to create truly immersive experiences. FXX is mimicking this as closely as possible for TV by making the experience of watching *Archer* a multifaceted one.

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ACE HOTEL: PROTEST FLAGS

WHAT IT WAS:

The Ace Hotel is continuing their rich tradition of being on the cutting edge of creativity and social progress by making a bold statement about the current political and social climate. The boutique luxury hotel's LA location partnered with Object_ify 139, a New York based store and cultural hub for artists, on "Flags," an installation in the hotel's lobby. Object_ify 139 commissioned 9 artists to design one flag each that represents how the current climate is in direct contrast with their personal beliefs and ideals. Each highly symbolic flag is available at the Ace Hotel shop with 25% of proceeds from the sale go towards a charity of the artists' choice.

WHY WE LIKED IT:

As brands look to make any sort of commentary on political and social issues, authenticity is key. By working with artists and showcasing their work, the Ace Hotel was able to contribute to the conversation without alienating any of its customers and also effectively make a statement in a way that felt true to its core brand tenets.

MAN REPELLER: SUMMER CAMP

WHAT IT WAS:

In a unique spin on the festival craze, feminist lifestyle website Man Repeller invited 125 of its readers to the Southern Adirondacks in New York this summer for a good old fashioned sleep away summer camp experience–if only for a weekend. Selling out within 72 hours, the $290 ticket included accommodations, food, and a plethora of activities such as hiking, yoga, talent shows, and more. Each attendee was also treated to swag bags and given the chance to interact with the Man Repeller team and to make new friends, with many attendees opting to come alone. Who says it's time for Millennials to grow up?

WHY WE LIKED IT:

With so much traffic coming intermittently from social media channels, we applaud Camp Man Repeller for creating an experience to strengthen its audience's sense of community, which will undoubtedly lead to higher engagement and brand fan devotion in the long run.

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NOW TRENDING

gen z and beyond

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LIFESTYLE

THE NEW CHURCH

To younger generations, “church” is no longer is a strictly religious experience and instead has come to encompass broader rituals and practices. As explored in Aziz Ansari’s hit Netflix series *Master of None*, an episode titled “Religion” showcases the tensions between religious parents and their non-religious children, making the argument that Dev, the main character (and Millennials in general), receive the same sense of community and togetherness that older generations get from church at the local wine bar where he knows everyone. A more extreme example can be found in mega-hit podcast *S-Town*. The pod-umentary’s main character, brilliant but troubled John B. McLemore, refers to acts of self-harm and assisted self-harm as his “church.” Though not intended to trick the podcast’s host, the codename kept him from figuring out what was going on until much later. Meanwhile, Cowboy Church is a collection of over 200 “churches” specifically tailored for the western-loving audience and infused with cowboy symbolism and culture. In a similar vein, the latest off-beat “church” is the International Church of Cannabis in Denver. Opening its doors on 4/20, church members maintain that they are a group of people who simply want to make the world a better place and just all happen to use weed to better their lives. While this remixing of religion is upsetting some, it’s par for the course with irreverent Millennials and just the beginning for disruptive Zs.

ATHLEISURE BEAUTY

One of the biggest and most influential fashion trends of late, athleisure, is now shaping how beauty companies are designing and marketing their products. Though experts still say that no makeup at the gym is the best for your skin, the importance of gym selfies, being surrounded by mirrors, and never knowing who you’ll run into is making gym-goers reach for a new category of athleisure beauty products. Some of the most popular products thus far include Eyeko’s Sport Waterproof Mascara, designed to last through the toughest spin class, Tarte’s “Gym Bag Grabs” makeup set, and Sweat Cosmetics, a line of water- and sweat-proof foundation, bronzer, and illuminators that have been tested by professional and Olympic athletes. Our favorite example of the athleisure trend, however, is the rise of heat-activated hair masks, which influencers are putting on under their caps to intensify the mask’s effects while hitting the gym: multi-tasking at its finest.

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SEASONAL COOKING BIBLES

These days, beautiful cookbooks tend to make better coffee-table displays than helpful resources in the kitchen. This may soon change thanks to an array of new cookbooks that are written for real life, thanks to their focus on seasonality (helping you use what's easy to find at the grocery store), flexibility (helping you fit home cooking into the most on-the-go of lifestyles), and length (offering an endless array of options in the same book). A good example is *Simple Fare: Spring and Summer*, a cookbook by Brooklyn-based chef Karen Mordechai. Inspired by her food community Sunday Suppers, the oversized book features 68 recipes with 97 variations, since Mordechai's recipes offer 3 to 5 alternate ingredients that can be used in the same preparation. Danish chef (and recent New Yorker) Claus Meyer, who has produced a whole library of cookbooks during his successful career, is known in his home country for his "almanacs," tomes with recipes for each and every single day of the year. Known for their emphasis on foraging for food from the wild, Meyer's books educate readers on the key accessible ingredients during every season. Meyer's first English-language publication, *The Nordic Kitchen: One Year of Family Cooking,* is now bringing a taste of seasonal Nordic cuisine to people all over the world.

FARM-TO-TABLE 2.0

Now that eating local is a mainstream concept, restauranteurs are pushing the trend to the next level by developing farms specifically designed to supply their eateries. Jessica Koslow, the mind behind one of Los Angeles' most Instagrammed restaurants, Sqirl, is opening a second restaurant exploring Eastern European and Middle Eastern cuisine through a California palate. Her much-anticipated outpost will have an adjacent two-acre farm in Malibu located in a former cactus sanctuary. Paying attention to the local environment, Koslow is working with farmers on drought-tolerant crops for both her restaurants that will also inform her future menus. In Copenhagen, Noma—known for winning "Best Restaurant in the World" for four years and its more recent pop-ups in Sydney and Mexico—is working on Noma 2.0, an experimental farm and restaurant fitted with wildlife and a menu completely defined by the seasons and harvesting/hunting months. And Noma alum Christian Puglisi has clearly been influenced by his training: known for his sustainable restaurants, Puglisi recently started an organic 27-acre farm called the "Farm of Ideas," serving as a place for farmers, chefs, and producers to develop new ideas and techniques while growing produce for Puglisi's restaurants. Never before has the fine dining industry been so ready to get their hands dirty.

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INSTA PODS

We're moving from squads to pods—Insta pods, that is. Taking its name from mother nature, in which a pod consists of a family of dolphins who live together and support each other, an Insta pod is a group of 15 people or more who either know each other IRL or find each other through social media and team up to gain followers and boost engagement. Each time pod members post to Instagram, they alert the group via direct message and it is the responsibility of everyone in the pod to like and comment immediately. This increases the odds of the post making it onto the Explore page and at the top of followers' feeds, where it will gain more impressions and traction. While Insta pods are an effective hack, they are also misleading because the increased engagement is not entirely legitimate. Brands beware!

INTERSEXUALITY

If you haven't heard about intersexuality yet, prepare to start reading up if you want to truly understand Gen Z and their attitudes toward body acceptance and identity. The umbrella term refers to 1.7% of the world's population (almost equivalent to the number of people with red hair) born with a mix of male and female genetic, chromosomal, anatomic, and/or hormonal traits. These traits can appear before birth, at birth, or later in life, and have historically been subject to "normalization" surgeries to make the child either male or female. Awareness of the condition is growing thanks to organizations such as the UN and the World Health Organization, which have deemed nonconsensual surgeries on intersex children unethical human rights violations. Governments in Chile and Malta have also created legislation against medical interventions. Intersex is also the newest frontier of civil rights activism thanks to advocates like Amanda Saenz, the first intersex person to play an intersex character on TV (on MTV's ***Faking It***), Sara Kelly Keenan, a 55-year-old who corrected her birth certificate into being the first one in the US with "intersex" marked as the gender, and Belgian supermodel Hanne Gaby Odiele, who came out as intersex in January on Instagram. These figures are helping break the taboo, speaking out about the importance of delayed surgeries, informed consent, surgical side effects, emotional trauma, and the risk that the child's operationally assigned gender will not match their gender identity later on. As we become more accepting of ambiguity and critical of the gender binary, expect Zs to become more knowledgeable and passionate about helping intersex people embrace the body they're born with.

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POWER OF PLANTS

Millennials are officially obsessed with gardening. The 2016 National Gardening Report found that in 2015, 6 million new Americans decided to try their hand at gardening and five of those six million were aged 18 to 34. Additionally, the study found that a whopping 37% of Millennials were growing plants and herbs indoors. With enough stakes and just the right amount of commitment to keep Millennials engaged and interested, this new generational hobby is likely due to a few influences: First, Millennials' obsession with natural and organic only continues to grow, and gardening allows them to have a more direct connection with their food. Second, Millennials are also highly concerned with their mental health and are drawn to gardening for the mental health benefits it offers, such as reduced stress and anxiety. But perhaps the biggest motivator of all is Instagram, with indoor plants becoming the décor du jour and a way for this group to communicate to their friends and followers just how natural and authentic they are.

PAMPERED BABY

Making sure the importance of self-care is ingrained at a young age, Millennial parents around the world are flocking to baby spas to ensure their little ones are receiving top of the line R&R. The Baby Spa Perth in Australia bills itself as "a sanctuary for babies" offering services like hydrotherapy and massages to promote infant development. When babies aren't at the spa, their diets are being carefully monitored—by now we know parents are very concerned about making sure their kids eat organic and gluten free but this new generation is taking it a step further. Instead of braving the crowds at Whole Foods, parents are now enrolling in subscription meal services for their kids. Nourish Kitchen + Table in NYC recently debuted Nourish Baby, specially calibrated and prepared baby food to meet the nutritional needs of babies aged 6 to 24 months. Did anyone really think Millennial parents were going to hand-make gluten free organic locally sourced baby food when they could pay someone to deliver it to them?

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PREFAB NOMAD MOVEMENT

The growing trend from materialism to minimalism in living spaces is reaching new heights thanks to Cover, a tech start-up in Los Angeles whose innovative software designs various prefabricated iterations of modern and minimalistic cottages for just $250 – tens of thousands less than a typical architect fee. The energy-efficient houses offer a viable solution to the rising housing crisis many urban cities are facing due to lack of space and affordability. Meanwhile, the prefab movement is also slowly trickling into the hospitality industry with the rise of interesting accommodation experiences such as the eco-friendly ContainHotel. Currently located in the Czech Republic, the small boutique hotel is made of just three recycled shipping containers and can be easily demounted and transported to anywhere in the world, creating an evolving nomadic experience for guests. Who knew generic prefab could be turned into something so trendy?

DELOCATION

It's no secret that the cost of living is going up in many metropolitan areas. Last year, we covered the exodus of Millennials flocking to mid-sized cities where they could get more for their money, shirking the formerly recovered big city lifestyle for slower-paced lives and opportunities to be bigger fish in smaller ponds. Now companies and even governments are making this move more enticing than ever. Zapier, a tech start-up in Northern California is encouraging its employees to move out of the notoriously expensive Bay Area by offering them a Delocation Package of $10K to cover moving expenses. Since most of the employees work remotely, they don't need to live near the company's physical headquarters. Meanwhile, the small Italian village of Bormida made waves this year when—in an attempt to keep the city from becoming a ghost town—the mayor proposed paying anyone who moved there two thousand euros. As big cities become more expensive, both individuals and institutions are exploring the idea of living more remotely where they can get more for their money or in some cases pay people less while also providing the same standard of living.

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WELLNESS

BODY NEUTRALITY

The laws of the Internet say that for every hashtag there is an equal and opposite backlash hashtag, and Body Positivity is no exception. Women-centric publications such as The Cut and Man Repeller are already discussing the burgeoning topic of body neutrality, a new movement of people–mostly women–who are neither body positive nor body negative but simply have landed somewhere in the middle. Many have expressed that the pressure they once felt to change their bodies has not gone away with the body positivity movement but has simply flipped; now they feel pressure to love their bodies even if that's not how they actually feel. With body neutrality, they don't feel pressure either way and can focus their emotional energy on other things. To help people these women achieve body neutrality bliss, there are places like the Body Neutrality workshop, led by Anne Poirier, former head of the fitness program at Colby- Sawyer college, where women are taught to accept their bodies in whatever way is best for them regardless of what society says or what current movement is en vogue.

POT THERAPY

As weed becomes more acceptable recreationally, it's also increasingly seen as a form of holistic, natural medicine. One California based company, Candescent, is launching a line of mood-based strains of cannabis to be used for highly specific purposes: Calm aids sleep and relaxation, Cruise clears the mind, Create stimulates creativity, Connect enhances sociability, and Charge energizes. More controversially, Viceland series *Weediquette* recently featured an episode highlighting parents who are stopping at nothing to help their children by using weed to treat autism despite it being illegal. Finally, a new study published in *The New England Journal of Medicine* showed that a form of CBD called Epidiolex was effective in treating severe cases of epilepsy.

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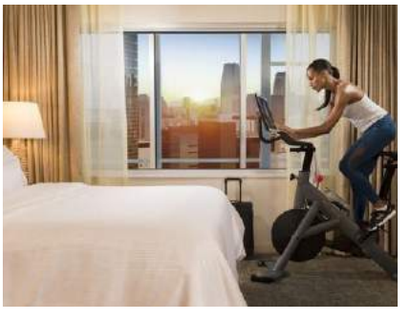

CONCIERGE FITNESS

Wellness-obsessed consumers don't take a break from their workout routines just because they're traveling, and they expect their hotels to know this too. A state-of-the-art hotel gym is no longer enough, thus a new standard of travel fitness is being ushered into the hospitality space. For instance, the Four Seasons Hotel Milano partnered with Nike to offer guests a custom outdoor running session. Led by a professional Nike coach stopping at various landmarks around the city, the route is mapped based on a quiz the customer has filled out beforehand and personalized to match their level of fitness and desired workout. Meanwhile, Westin has partnered with at-home stationary cycling system Peloton on "Westin Workout" rooms, which are equipped with a stationary bike and fully loaded with virtual spin classes. Available in over 30 cities, the bikes allow Peloton users to get in a workout when on the road. Last but not least, other hotels are offering guests traditional bicycles to tour the city, from Le Méridien Tampa's fleet of custom bicycles to Palm Beach's Lily Pulitzer bikes at Brazilian Court to New York's High Line Hotel's Shinola bikes.

NAP CLASSES

The sleep revolution and the self-care movement have people reconsidering their sleeping habits and the role that sleep plays in overall wellness. Gone are the days of sleeping four hours and drinking obscene amounts of coffee to get through a 14-hour workday. For younger generations, it's all about life balance and making sure that they are killing it at work without killing themselves. To help people who find it difficult to unplug and unwind, there's a new wellness craze: Napercise. Offered by UK-based fitness club, David Lloyd Clubs, the 45-minute class is designed to reinvigorate the mind with a group midday nap. As the idea of self -care as wellness continues to spread, we expect to see more fitness centers offering classes that may not burn a ton of calories but are part of the bigger health and wellness picture.

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SOCIAL FITNESS

Seeking connection in most everything they do, Millennial fitsters are now taking to technology to find gym buddies and enhance their workouts. Whistle is an app that matches users with a workout partner based on their goals. From beginner runners looking for a run buddy to train for their first 5k with to gym junkies seeking a buddy for leg day, the Tinder-like app allows users to swipe through others' profiles to find their perfect match. Meanwhile, Charge Running is the workout buddy idea made entirely digital. The app allows users to choose a trainer-led run based on their mood or join a live run with others, where they can see their rank in the pack in real time. Perfect for those who need to add a little healthy competition to their workouts but don't want to join a workout class or running group, the app makes finding a workout group more seamless and flexible than ever.

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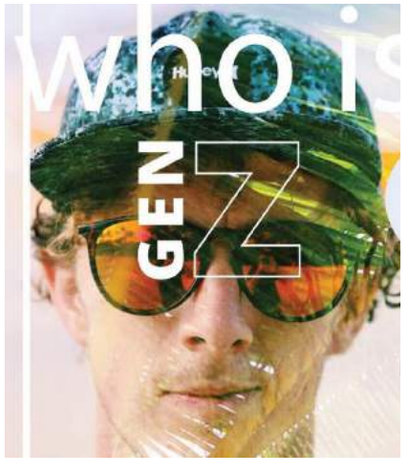
ENTERTAINMENT



AWESOMENESS NEWS

This just in: Gen Z is one of the largest generations to date, prompting Awesomeness TV, a digital media company dedicated to teens and preteens, to launch Awesomeness News, a news source and platform built just with Zs in mind. Citing research from their recent Gen Z report (that Trendera proudly produced!), which found that 71% of the entertainment teens consume is streamed content, Awesomeness News will be a source that considers Z's constantly connected, mobile-centric habits and digital routines while providing information on the issues young people care about, such as politics, social justice, and the environment. Another major difference with Awesomeness News will be its understanding that this demographic is not just interested in information, but being empowered to create change. As a result, the channel aims to have more of an activism focus than traditional news.

ACRUSH

As gender politics continue to rage on stateside, a new pop music group is making waves in China for its unique play on gender identity. Acrush is a boy band that has attracted hordes of loyal female fans—and plenty of international news headlines—due to the fact that it's made up solely of girls. That's right, the boy group is made up of five women with short hairstyles, tomboyish sensibilities, and athletic abilities (the "A" in Acrush stands for Adonis, a figure in Greek mythology known for his youthful male beauty). The popularity of the concept is demonstrated by the fact that, following some live performance premieres, their fan page received more than 750,000 followers before the group even released their first single. According to Acrush, whose members all presented androgynously before the group formed, the group is " advocating freedom, not bounded by frames," which is why they try to avoid using the terms "boy" or "girl" in their marketing. Instead, they prefer using " Mei Shao Nian," which means "handsome youths" in Chinese—though hasn't stopped female fans from calling the women of Acrush "husbands," a term usually used by female fans to refer to Chinese pop stars they fantasize about marrying. But it's not all fun and freedom: the group's management company doesn't allow the members to discuss their sexual orientations, and the group has also attracted a number of "anti-fans," or trolls, who follow the group just to insult their gender-bending concept.

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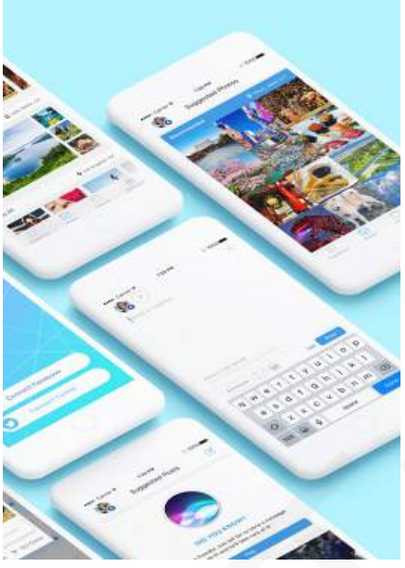
VR THEME PARKS

VR continues to rise in popularity in America and Europe, but China is truly where the technology continues to dominate. Marking a new frontier in this technology is award-winning design and production company Landmark Entertainment, which developed The L.I.V.E. Center (Landmark Interactive Virtual Experience), a virtual reality theme park that will offer interactive, multimedia, and virtual reality entertainment for people of all ages. Scheduled to open doors in 2017-2018, The L.I.V.E. Center will be built in one of China's shopping centers and is set to be a one-stop-shop for all things entertainment, boasting an aquarium, zoo, art gallery, and movie theatre. Landmark is aiming to create the virtual equivalent of families going to a theme park and enjoying experience so much that they want to repeat it again—let's just hope they haven't added in virtual lines as well!



POST INTELLIGENCE

Let's face it, not everyone can craft witty and relevant tweets all the time, which is why new app Post Intelligence is helping people step up their social media game. Designed to be an intelligent social media assistant, Post Intelligence starts by analyzing a user's tweets, and through a deep artificial learning system personalized to each person, adopts their tone and quirks, suggesting topics and themes to tweet about. The app also offers personalized trending topics and predicts post engagement by analyzing real-time data from Twitter and web traffic, making this a next-level game changer for not only social media newbies, but also influencers and brands who rely and obsess over analytics. Currently in its beta phase, Post Intelligence can also be used for Facebook and Pinterest, with future builds set to include Instagram and Snapchat as well.

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SOFAR SOUNDS

With music festivals and concerts drawing in hundreds to thousands of attendees, the music scene seems to have lost a sense of intimacy. Thankfully, those looking for a more underground experience need look no further than Sofar (short for “Songs From A Room”) Sounds. The music company has built a global network of artists and music lovers in 354 cities worldwide and hosts unplugged gigs by emerging artists with a special twist—concert goers have no clue who they are seeing or even the location, which could be an office or someone’s garage, until days before the event. Catering to audiences who are hungry for music and spontaneity without all the background noise, each event is carefully crafted to curate a unique and diverse show, typically featuring only three acts. Guests are instructed to arrive on time, not to text or talk, and to bring their own alcohol in order to foster the most personal experience between artist and attendees. While many of the platform’s artists are emerging, notable names have also joined the platform—Hozier recently played a Sofar event in Manchester and Bastille, suggesting the platform could also serve as a way for established artists to reconnect with their fans in a more intimate setting.

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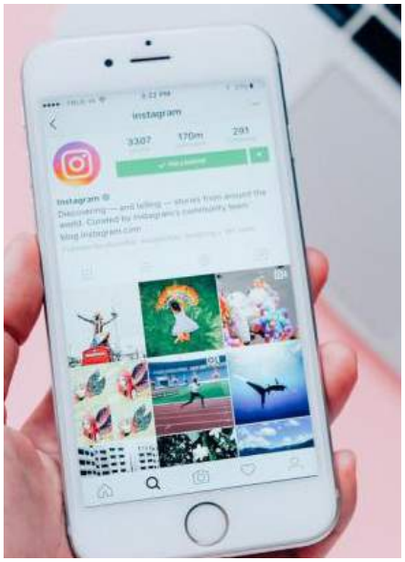
FASHION / RETAIL



THE NEW MARKETPLACE

A retail revolution has been slowly taking hold on Instagram and Facebook, allowing consumers to take creating, marketing, selling, and reselling merchandise into their own hands. On Instagram, this process has been accelerated by the introduction of the Direct Message (DM) feature. Independent designers, vintage collectors, and influencers who simply want to clean out their closets now have the ability to directly discuss product details and coordinate shipping or in-person pick-up with strangers who want to buy their goods. The fashion vintage market is especially flourishing; accounts like @naninvintage, @the_corner_store, and @persephonevint demonstrate how conducive Instagram is to showing off beautiful, one-of-a-kind items. We are also seeing entirely new brands being born out of this process, as Instagram has become crucial for brand building and visual storytelling. Designer Alexandre Daillance started his brand NasaSeasons at just 18; After using Instagram to show his baseball caps adorned with simple text, the teenager was DMed by another interested teen with manufacturing connections. The hats eventually ended up on celebrities like Rihanna and Wiz Khalifa and in high-end stores like Colette and Barneys. But Instagram isn't where the only social marketplaces are happening; Facebook has now taken the place of street fashion and sneaker forums, becoming the home of today's streetwear communities. Though run by admins, these Facebook groups are democratic and users do their own "legit checks" on each other to make sure products are authentic. Groups such Supreme Talk, Yeezy Talk WorldWide, and The Basement are leading the entire secondary resale market currently driving streetwear, not only allowing users to buy from each other, but also to learn from each other about their favorite brands, products, and releases in the process.

ANTI-HAULS

Hauls (in-depth videos in which a YouTuber introduces and explains all his or her new fashion and beauty products), paid endorsements, and brand-supported reviews are some of the mainstays of YouTube content for shopping lovers. But anti-hauls have become a countertrend that is slowly gaining traction as we all increasingly embrace a more conscious consumer lifestyle. The phenomenon is present especially in beauty vloggers, no doubt in reaction to the constant deluge of new product concepts, colors, and technologies that beauty lovers face. Anyone who watches YouTube knows that beauty is one of the biggest communities on the streaming site, and viewers love watching gurus pore over different collector's items and launches. In response, the haul-fatigued

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are turning to groups like the Reddit page “MakeupRehab: support group for the makeup obsessed,” where members discuss using the makeup they already have, getting rid of excess, avoiding hyped releases, and buying only to replace items they’ve used up. These community members depend on each other, talking each other out of buying tempting products (posts with “TMO,” or “talk me out of it,” list reasons that a product isn’t worth it). There is also an obsession in the community with “hitting pan,” which means that you’ve used a powder product so much that you can see the bottom, a concept that has inspired a more celebratory subreddit called Pan Porn. But being anti-haul doesn’t just mean avoiding haul-centric beauty content. Expect to see more people gravitating towards in-depth, unbiased reviewing aimed towards helping viewers save money à la Stephanie Nicole, a viewer favorite for the work she puts into finding budget copies of over-hyped products.

HOT OFF THE ASSEMBLY LINE

Thanks to the trend toward transparency in retail, today’s consumers are more educated about the process than ever before. As a result, thrifty shoppers are beginning to buy products directly from foreign manufacturers, saving them the cost of middlemen in exchange for longer shipping times. New platform Wish is one of the best examples demonstrating that despite the obsession over locally made products, consumers not only accept that most things are made in Asia, but they are also willing to purchase directly for a better price. The San Francisco-based commerce platform allows customers to easily order products (usually unbranded tech, household, and clothing items) straight from Chinese warehouses to their doorstep thanks to the bilateral trade agreement made between the US and China in 2010, which made shipping lightweight packages between the two countries extremely affordable and equipped with tracking technology. There are similar agreements with Hong Kong, South Korea, and Singapore, giving exporters in these countries more power and money than in the past. As a result, Wish has attracted a global audience, since people all over the world are buying their products, and the range of languages that Wish reviews are written in reflects this global spirit. Wish is even inspiring and spawning off other companies, such as AliExpress, Banggood, Geek, and Cute, suggesting that the assembly line model is here to stay. In their quest for rock bottom prices, consumers who shop off the assembly line are creating new demand for brandless products and beginning to diminish the influence of retailers and distributors.

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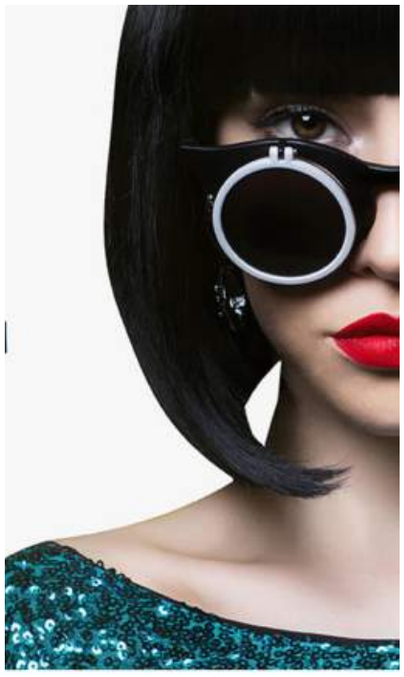

MAD STREET DEN

For anyone working in the retail landscape, Mad Street Den has become a name to know. Run by a neuroscientist and a designer, the Chennai-based company is quietly revolutionizing online shopping by making digital experiences more intelligent, personalized, and appealing for the everyday customer using artificial intelligence. Their AI tools—developed for clients including Alexa Chung's Villoid app and popular resale platform thredUP—have an eye for customers' unique tastes, learning their preferences for details like necklines, shapes, and length, as well as paying attention to their behaviors, shopping histories, and even what their friends like. Mad Street then uses this data to recommend items that combine personalization with a dash of surprise and discovery. More intelligent than the technology that has come before it, Mad Street Den stands out because it understands that two people who both like blue will still like two completely different shades of blue and two completely different styles of blue items. Their emphasis on bringing back the more visceral (and enjoyable) elements of shopping is proving to be fruitful: according to the company, online shoppers stay nearly three hundred percent longer on sites with Mad Street Den technology than those without.

IKEA NORMCORE

Balenciaga's SS17 men's collection has dominated fashion conversations in recent weeks thanks to its pricey $2,145 tote, which went viral for its striking resemblance to the original Ikea Frakta tote bag that retails for a dollar. Not surprisingly, the tote's designer, Denma Gvasalia, is said to have gathered inspiration straight from Ikea as he is known to shop there and has a reputation of creating satirical fashion items. To its credit, Ikea responded in kind, creating a hilarious checklist on how to identify an original Ikea bag. Since then, stylists, brands, and the internet have been creating unique knockoff products all inspired by the big blue bag: Design Studio Hagel turned the tote into a rendition of the popular Balenciaga Speed Trainer, Pleasures & Chinatown Market created a $38 bright-blue polypropylene dad hat, and Chinese designer Zhijun Wang, known for his Yeezy Boost 350 V2 Masks, created a handcrafted gas mask replica. Ikea Normcore is yet another knockoff trend that proves copy couture is thriving in the fashion world.

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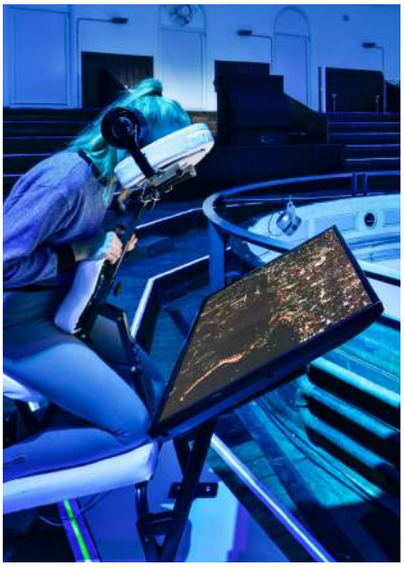
TECH / DIGITAL

INVISIBLE TECH

Devices keep getting prettier and sleeker, and soon we may not even notice they're there. We're keeping our eye on a wave of new technology designed to blend completely into the environment with high-tech capabilities that are invisible to the naked eye. Techies might remember last year's Serif TV designed by brothers Ronan & Erwan Bouroullec: a thin, low screen meant to blend seamlessly into a home. Now, Swiss designer Yves Béhar has created yet another elegant TV for Samsung: The Frame. It's a smart television that looks more like a work of art hanging on the wall thanks to its ability to display artwork when not being used as a TV. Called Art Mode, this feature allows users to search curated artists or genres and select what they want displayed, or display their own artwork and photographs. The Frame also adapts to the environment by turning off completely when its sensors can tell that no one is in the room. In the world of sound technology, Bang & Olufsen is contributing to the area of Invisible Tech with their BeoSound Shape design, a beautiful speaker system that is mounted on the wall. Blending high-tech sound with interior design, the BeoSound Shape ensures that the room's inhabitants feel at the center of the sound no matter where they move in the room.



VR ART

VR shows promise in practically everything these days, and the art world is no exception. Numerous museums like the Dulwich Picture Gallery in London and BOZAR in Brussels, have produced walk-through galleries, while others, like The Renwick Gallery at the Smithsonian in Washington have developed their own virtual reality apps. Even more impressive is the work being done inside the museum, both stand-alone works and educational tools. Case in point: creative studio Visionaire recently teamed with KAW to celebrate M&M's 7th anniversary, producing a virtual experience of colorful art that boggled minds of participants, while Google's new Tilt Brush program allows artists to change their virtual environments and add real-life sound effects.

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32TECH'S MORAL DILEMMA

Silicon Valley may insist that codes and programs alone are the answer to the future, but we're not so sure. Writer Emma Pierson took on this question in a recent *Wired* opinion article "Hey, Computer Scientists! Stop Hating on the Humanities," arguing for the importance of ethically- and culturally-oriented expertise in the tech field. Referencing growing research that algorithms can actually exacerbate social disparity, Pierson proposes a number of steps tech companies can take to become more ethically aware, such as researching how their algorithms affect the world, making it easier for others to research their products by giving up data, making social and ethical considerations a part of the hiring process, and hiring people in groups that their products may exclude. There is also a growing field of NeuroEthics, driven by innovation in the scientific and medical industries. As we understand more and more about the human mind, discussing what is and isn't considered ethical is becoming more crucial. Is it ethical to uncover someone's hidden thoughts? Is it ethical to enhance our brains, even with consent? Is it ethical to use our new understandings about the brain to target advertising or products at people? Do we still punish for crimes if there is a basis for their actions in their brain? Is there such thing as knowing too much about ourselves? There are, of course, no clear answers to these questions. But expect Tech Ethics to become a growing topic of conversation, signaling the possibility of a future world in which tech is its own discipline of higher education, tech companies are multidisciplinary, and techies are required to have ethics training and oaths similar to today's doctors and lawyers.

BABY TRACKING

If you build it, they will come. Wearable technology is now making the rounds with babies and toddlers in the form of kid-friendly tracking devices and smartwatches. Jiobit and Findly both track tiny tots' location, updating parents via a smartphone app. While both emphasize a child's security, Jiobit uses a self-learning technology which remembers regular locations, routes, and patterns; while Findly goes as far as to project an arrow on the wearable watch's face that points to the direction of the parents if the child is lost—even featuring an option to display their address and phone number to contact their parent. Jiobit's unique size and ability to be clipped onto any piece of clothing, along with Findly's cartoon and colorful designs allow parents to easily seamlessly integrate the smart devices into any child's lifestyle. Meanwhile, the Snoo robotic smart crib senses when babies cry and helps rock them back to sleep, running on Wi-Fi and allowing new parents to get those extra hours during the night. As digital parenting continues to rise, we see these new offerings creating a new norm for newborns and parents alike.

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BANKS X START UPS

Banks have been notoriously slow to catch up to younger generations' tech savviness, so we're happy to report the rise in banks embracing start up culture in an effort to better position and brand themselves for innovation and collaboration. Banks like Wells Fargo have taken active interest in generating in dialogue with startups such as SixThirty, as public confidence in these institutions has dropped below 50 percent across the political spectrum in the U.S. Large Banks like Wells Fargo and Barclays hope this dialogue can help them better understand the makings of a modern work space and the acceleration of fintech (financial technology) within the banking industry. These start-ups work with the bank's internal accelerator program, helping them learn how to "think what's possible," also benefiting from the relationship by understanding how to work in a large corporation and with regulators. Smaller banks like Bostin-based Radius Bank are also taking part in this, focusing on an approach that ensures the relationship with each startup will be a productive and beneficial one. As the focus shifts to digital, we see the relationship between startups and banks being both beneficial and essential for the institutions to stay afloat.

Trendcast

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WHAT'S HOT

with gen z

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WHAT'S HOT

kids

1. *Kings of Atlantis* **2.** *Fidget Spinners* **3.** *Dropmix* **4.** *Pixio* **5.** *Smart Balls: Wilson, adidas, Football*
6. *Tamagotchi* **7.** *Fruit Ninja Frenzy Force* **8.** *Little Live Pets Surprise Chick* **9.** *Paper punk*

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WHAT'S HOT

teens

1. *Scrunchies* **2.** *Mermaid aesthetic* **3.** *Pink eyeshadow* **4.** *Mario Badescu Rose Spray* **5.** *Instax Square* **6.** *Fishnets* **7.** *Denim skirts* **8.** *Body glitter* **9.** *Asahd Khalid* **10.** *'90s platform sandals* **11.** *Starbucks themed drinks* **12.** *Butterfly backpacks* **13.** *Cloud food* **14.** *Dear White People (Netflix)* **15.** *Harry Styles* **16.** *Playlist messages*

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GEN Z ICONS

and influencers

The following lists were curated by Trendera's team of cultural analysts and informed by a series of qualitative discussions with our nationally-representative panel of Gen Z consumers.

1. *Jaden Smith* **2.** *Cameron Dallas* **3.** *Luka Sabbat* **4.** *Lil Yachty* **5.** *Ansel Elgort* **6.** *Charlie Puth* **7.** *Brooklyn Beckham* **8.** *Tom Holland* **9.** *Jacob Sartorius* **10.** *Troye Sivan*

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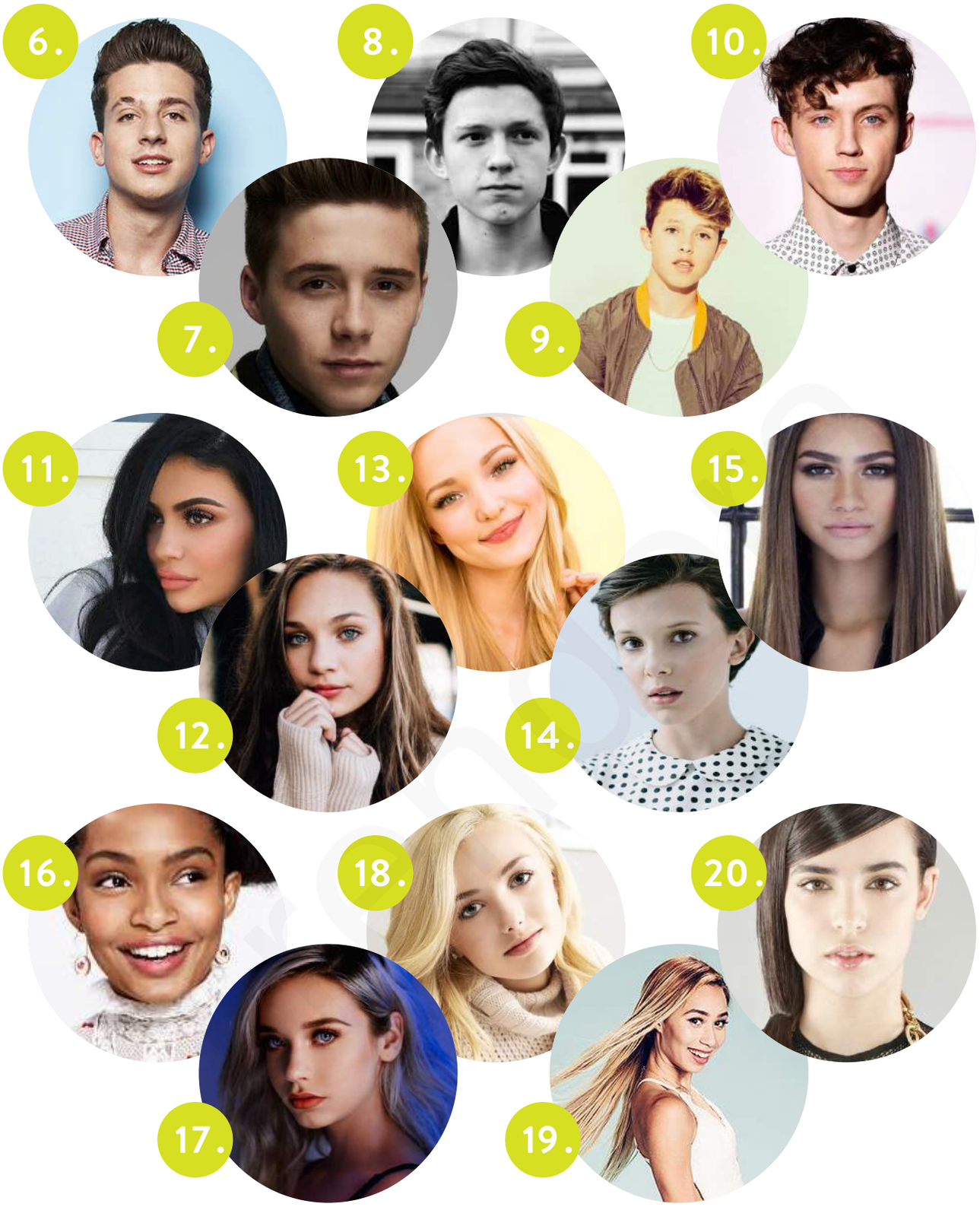

11. *Kylie Jenner* **12.** *Maddie Ziegler* **13.** *Dove Cameron* **14.** *Millie Bobby Brown* **15.** *Zendaya Coleman* **16.** *Yara Shahidi* **17.** *Amanda Steele* **18.** *Peyton List* **19.** *Eva Gutowski* **20.** *Sofia Carson*

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NEW & NOTEWORTHY:

gen z influencers

A roundup of up-and-coming personalities to know in Gen Z's world

RICHIE SHAZAM KHAN

Instagram obsession, model, artist, and activist Richie Shazam Khan is shaking up the fashion world by subverting the gender binary, presenting himself to the public depending on his mood and disregarding any gender normatives. Born in Jamaica, Queens, the New York native attended Trinity college and got his start in the fashion art world after working behind the scenes at the Jewish Museum, Peres Projects in Berlin, and the Zabludowicz Collection, shadowing closely with artist Donna Huanca in London. These early gigs catapulted his career as a fashion world darling, after quickly capturing the attention and befriending photographers Ryan McGinley, Yuki James, and Terry Richardson. Soon after, Khan was walking in shows for Rachel Comey and appearing in campaigns for H&M. Off the runway, Khan aspires to be a role model for younger Gen Zs as he advocates for individuality and self-expression. We see Khan making big strides for the LGBTQ community in the modeling world.

CAZZIE DAVID

Cazzie David, 23-year-old daughter of *Seinfeld* and *Curb Your Enthusiasm's* creator Larry David, is following in her father's footsteps while also making a name for herself in her new web series on Complex. In the new series, *Eighty Sixed*, David's cringe-worthy element writing lends familiarity to her father's show *Curb*, while bringing to forefront all the typical "problems" millennials face in this generation— everything from the topic of drones to Instagram. Speaking of Instagram, the established social media star's feed reflects a refreshingly unapologetic, unedited aesthetic, even lending advice for Vanity Fair's Instagram guide. Though just starting to make waves in the entertainment industry, we see big things in the future for David, who could very much be the new voice for the millennial generation.

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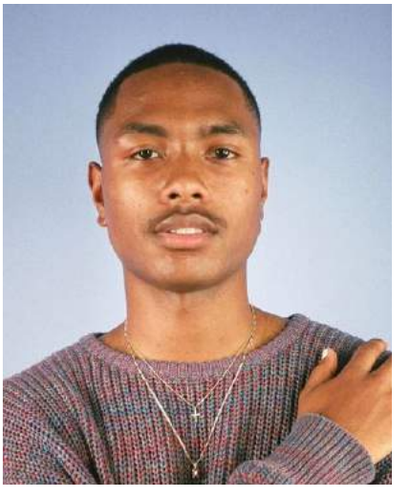
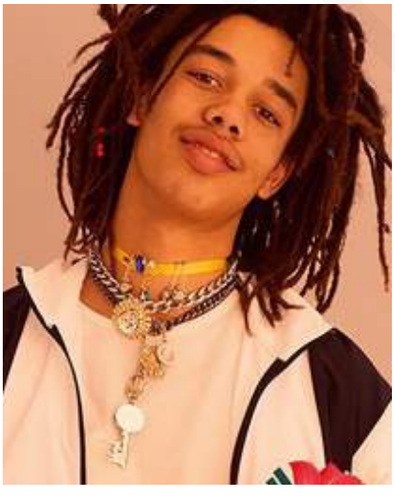
SOSUPERSAM

Los Angeles native Samantha Duenas is popularly known to the music world as DJ, vocalist, and artist SoSuperSam. The UCSD economics graduate and former advertising associate got her start touring as a professional dancer for pop artists including Vanessa Hudgens and Miley Cyrus. These days, she performs regularly at popular Los Angeles summer parties such as The Do Over and 143 as well as major events from Fashion Week to Coachella. Featured in publications like *Elle* and *Nylon*, and member of worldwide record label and collective Soulection, it's not long before this R&B artist takes over the mainstream waves.



STEVE LACY

Steve Lacy is a sought-after music producer, who is already changing the game at 18 years old. Lacy proves that talent trumps tools by producing all his music with an iPhone. Nominated for a Grammy last year for executive producing and performing on 2015 album *Ego Death*, Lacy's work has also been featured on albums like J. Cole's *4 Your Eyez Only* and Kendrick Lamar's *DAMN*., teaming up with the mega-rapper for the track "PRIDE." Catch Lacy taking his career to the next level with his first solo project, "Steve Lacy's Demo," which was released earlier this year and on The Internet's worldwide tour.



COSMO PYKE

Marked as one of London's most intriguing new talents, 18-year-old Cosmo Pyke's boasts a unique style that blends elements of reggae, blues, jazz, hip-hop, and indie. In addition to the music scene, Pyke also expresses his creativity spray-painting, and by modeling. Currently working on his debut EP, he recently released pop-single "Chronic Sunshine" in early 2017. Produced by Fraser T Smith, who's worked with the likes of Adele and Stomzy, we see him being one to watch.

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ANAÏS GALLAGHER

Daughter of Oasis head man Noel Gallagher and interior designer Meg Matthews, Anaïs Gallagher marks a new generation of model legacies. Having been signed with a modeling agent since the age of 13, Gallagher has been featured in many notable magazines, like *ES Magazine*, but recently made her big runway debut at Fall Fashion Week 2017, where notably, Gallagher was one of the few to manage both sides of the fashion spectrum, sitting front row at Mulberry's London show before flying to Milan to walk the runway for Dolce & Gabbana. And if being named London's It-Girl Model by *Vogue* and having landed a campaign with Reebok weren't enough, the 17-year-old socialite also boasts famous friends like Madonna's son, Rocco, and David Beckham's son, Brooklyn. Gallagher might just give both Kendall Jenner, and director Patty Jenkins a run for their money, as this fresh face not only climbs to the top of the modeling world, but also noted her love for filmmaking, aspiring to win an Oscar in the future.

ZACH CLAYTON

With over 9 million followers across his social media channels, 16-year-old Zack Clayton is best known as a social media personality on YouNow, where he's racked up 1.5 million followers alone, before expanding to YouTube, Musical.ly, Instagram, Twitter, and Facebook. Clayton now has gained over 32 million views to date, as he continues to produce content on all platforms, many which feature top influencers like Baby Ariel and Loren Beech, and even received a 2017 Shorty Award for "YouNower of the Year." Using his popularity to pursue his passions and share his talent, he released his first single "Nothin' But Love" in 2016, and has since completed four national tours alongside featured artists like Blake Gray and Baby Ariel. Catch him this summer on his Nothin' But Love tour, captivating hearts of young teen girls everywhere. Justin Bieber who?

LARSEN THOMPSON

Only 16 years old, Larsen Thompson is already shaking up the modeling world as well as the dance floor. The doubly talented dancer and model has not only starred in campaigns brands like Dior, Target and recently Betsey Johnson for Capezio, but has also performed in music videos alongside Katy Perry in "Chained to the Rhythm" and Sia in "The Greatest." Thompson's moves have also become a viral sensation online, thanks to her popular Instagram dance videos at LA's dance-hub Millennium Dance Complex. We see Thompson making big strides in the modeling world for her dance ability, bringing a fresh dynamic to the industry.

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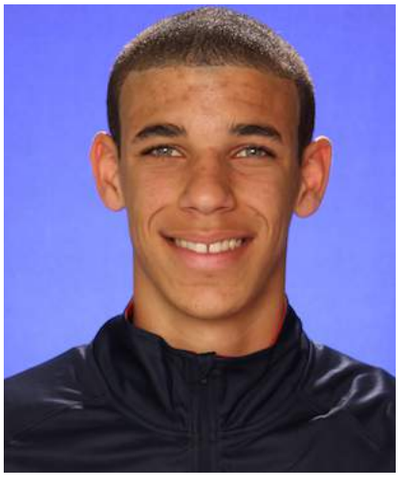
KRISTEN HANCHER

With over 14 million followers on Musical.ly, there's no denying that 18-year-old Kristen Hancher is considered one of the platform's finest. Known for her videos that feature her fun personality, beauty-guru worthy makeup, and dance and gymnastic skills, Hancher was also active on the live-streaming site YouNow before her fame skyrocketed on the lip-syncing app. Having partnered with collaborative YouTube channel called Muser Family in 2015, along with mega-musers Loren Beech and Taylor Skeens, she now boasts over 3 million followers on Instagram and was nominated for a Teen Choice Award in 2016 for "Choice Muser," proving that this influencer has mastered the art of cross-platforming, and is a major player when it comes to Gen Zs.



LONZO BALL

Son of retired American football player LaVar Ball, 19-year-old and college freshman Lonzo Ball is stepping out of his father's footsteps and making a name for himself in the basketball world. In his first season alone, Ball broke the UCLA record for most assists in a season, and earned the Wayman Tisdale Award, marking him as the top freshman in the nation, before announcing his intention to declare for the 2017 NBA draft, in which he was drafted to play for the Los Angeles Lakers. Ball is also making a name for himself off the court, unveiling his first sneaker, *ZO2: Prime*. Though the $495 kicks, which are priced higher than the LeBron 14ths, KD 9s, and both James Harden's and Steph Curry's latest sneakers, caused quite the controversy this year—after Nike, adidas, and Under Armour all declined to reach an endorsement agreement with LaVar Ball, who wanted Big Baller Brand to release and sign its own sneakers and athletes under the umbrella of a major sneaker company similar to the Jordan Brand, there's no denying that Ball is at the top of his game and is in line to have a few championships in his future.

OLIVIA AND BELLA GIANNULLI

Move over Kendall and Kylie, there's a new sister duo taking the beauty and fashion worlds by storm. Daughters of our favorite '90s mom Lori Loughlin (*Full House* and *Fuller House*), Olivia and Bella Giannulli are quickly establishing influence in their own right in the fashion and beauty world. With over 800k subscribers, 17-year-old Olivia has made a name for herself on YouTube, uploading beauty tutorials and behind-the-scenes videos. Not to be overshadowed by her older sister, 16-year-old Bella is a budding fashion blogger and has even dabbled in acting alongside her mother in *Every Christmas Has a Story*. Their "Kendall and Kylie" sister dynamic, paired with their great fashion and beauty taste makes it only a matter of time before this duo takes over.

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NEW & NOTEWORTHY:

actors

ROSS BUTLER | *Los Angeles, California, 27*

WHAT YOU'VE SEEN HIM IN:

What You've Seen Him In: Butler got his start in Disney's 2015 *K.C. Undercover* and films *Teen Beach 2* and *Perfect High*. More recently, he's played significant roles in CW's popular drama *Riverdale* and Netflix's hit drama *13 Reasons Why*, both Gen Z favorites.

WHAT'S NEXT:

While his stint with *Riverdale* will be ending, we can't wait to see what legal issues await Butler's character in Season 2 of *13 Reasons Why*.

KARAN SONI | *New Delhi, India, 28*

WHAT YOU'VE SEEN HIM IN:

Recognizable for the few minutes he played a taxi driver in in 2016's *Deadpool*, Soni's perfect comedic timing made quite the impression with fans all over the internet, leading to a contract with CAA this year.

WHAT'S NEXT:

2017 is jam-packed for Soni, who is part of the ensemble cast in upcoming comedy *Rough Night* alongside Scarlett Johansson and Zoë Kravitz as well as *Deadpool 2* starring Ryan Reynolds.

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CHRISTIAN NAVARRO | *New York, New York, 25*

WHAT YOU'VE SEEN HIM IN:

Although Navarro has worked the TV circuit with many small appearances in *The Affair* (2014) and *Rosewood* (2015), his role as the wise and mysterious teen Tony in *13 Reasons Why* has made him a notable breakout star and one to watch.

WHAT'S NEXT:

Navarro will continue his role guiding fellow characters as they face legal battles ahead in Season 2 of Netflix's *13 Reasons Why*.

IAN ARMITAGE | *Arlington, Virginia, 10*

WHAT YOU'VE SEEN HIM IN:

Adorable ten-year-old Ian Armitage has had a busy 2017 starring in *The Glass Castle*, *I'm Not Here*, and HBO's hit mini-series *Big Little Lies* alongside all-star cast Reese Witherspoon, Shailene Woodley, and Nicole Kidman.

WHAT'S NEXT:

Armitage is starring in his own high-profile CBS spin-off show titled Young Sheldon, which details the early life of child genius Sheldon from *The Big Bang Theory* and will be airing this fall.

TOM HUGHES | *Chester, United Kingdom, 31*

WHAT YOU'VE SEEN HIM IN:

The charming British actor is known for his work in BBC thriller *Page Eight* (2011) with co-stars Ralph Fiennes and Rachel Weisz as well as his role as Prince Albert in TV series *Victoria* (2016) alongside Jenna Coleman.

WHAT'S NEXT:

Hughes will continue his role as Prince Albert in *Victoria* Season 2 and is also working on upcoming comedy drama *Madame* with Toni Collete, which will be the first English-language debut for French director Amanda Sthers.

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NEW & NOTEWORTHY:

actresses

JOJO SIWA | *Los Angeles, California, 14*

WHAT YOU'VE SEEN HER IN:

Jojo Siwa is a sensational dancer, singer, actress, and YouTuber known for appearing in Season 5 and 6 of *Dance Moms*; she also released her first single titled "Boomerang" last year that landed her the award for Favorite Viral Music Artist at the 2017 Kids' Choice Awards.

WHAT'S NEXT:

Besides constantly updating her YouTube channel show *Jojo's Juice*, Siwa is taking her talents to the TV screen in Nickelodeon's *Sizzling Summer Camp Special* TV movie.

KATHERINE LANGFORD | *Perth, Australia, 21*

WHAT YOU'VE SEEN HER IN:

Australian newcomer Katherine Langford played the powerful and endearing lead teenager Hannah in Netflix's *13 Reasons Why*, captivating Gen Z audiences with her dark story and ultimate suicide in the show.

WHAT'S NEXT:

In addition to Season 2 of *13 Reasons Why*, Langford has just completed filming drama films *The Misguided* (release date tbd) and *Simon vs. The Homo Sapiens Agenda*, which is based on the novel by Becky Albertalli and scheduled for release in 2018.

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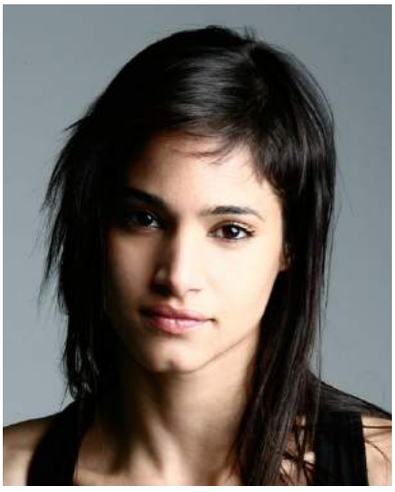

SOFIA BOUTELLA | *Bab El Oued, Algeria, 35*

WHAT YOU'VE SEEN HER IN:

Triple threat Sofia Boutella is a vivacious dancer, model, and actress most known for her roles in *Kingsman: The Secret Service* (2014) and *Star Trek Beyond* (2016).

WHAT'S NEXT:

Boutella starred in *The Mummy* and will begin filming Jodie Foster's *Hotel Artemis* with Sterling K. Brown, Charlie Day, Jeff Goldblum, and Jenny Slate.

SHANNON PURSER | *Atlanta, Georgia, 19*

WHAT YOU'VE SEEN HER IN:

Despite being in just three episodes, Shannon Purser, aka relatable outcast "Barb," was a breakout star in Netflix's 2016 original series *Stranger Things*, spawning the #WeAreAllBarb movement on Twitter, garnering a huge social media following, and achieving instant cult character status.

WHAT'S NEXT:

While Purser's character appeared to have perished in *Stranger Things* (#RIPBarb) we wouldn't be surprised if she made an appearance in Season 2. In the meantime, she has other exciting projects slated for 2017 such as a reoccurring role in *Riverdale* and a role in horror film *Wish Upon*.

ISABELA MONER | *Cleveland, Ohio, 15*

WHAT YOU'VE SEEN HER IN:

One might recognize Isabela Moner's voice from 2015's *Dora and Friends: Into the City!* or have seen her in the 2014 Nickelodeon TV series *100 Things to Do Before High School*.

WHAT'S NEXT:

Moner just wrapped shooting for *Transformers: The Last Knight* and lent her voice to the role of Heather in kids' movie *The Nut Job 2: Nutty by Nature*. She also will be starring with co-star Josh Brolin in *Soldado*, a follow-up to 2015 crime drama film *Sicario*.

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GEN Z

digital download

GEN Z'S ESSENTIAL APPS

1. *Snapchat* **2.** *Facebook Messenger* **3.** *YouTube* **4.** *Uptime* **5.** *Instagram* **6.** *Kik* **7.** *Musical.ly* **8.** *Kylie* **9.** *Spotify*

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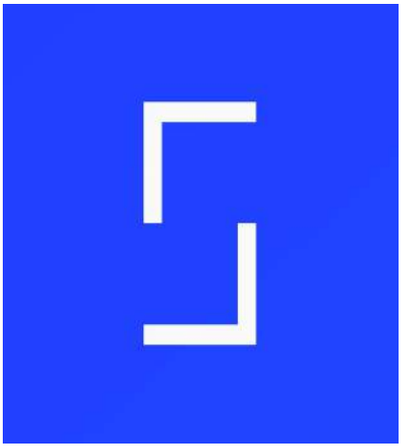
NEW & NOTEWORTHY:

apps



SKETCHAR

Long gone are the days where drawing and painting required a decent amount of talent. Thanks to SketchAR, any average Joe can now feel like Picasso. The free app, available for both Android and iOS, uses augmented reality and users' smartphone cameras to overlay an image, anything from a stick figure to your favorite selfie, onto a blank sheet of paper (or any surface for that matter), allowing anyone to sketch it by hand. Designed for those who have always wanted to, but could not draw, the app's simplicity, paired with its portability to allow any artist to put their sketches or paintings on larger surfaces, makes it perfect for newbies and pros alike.

MARSHMALLOW

Android app Marshmallow is changing the game quite literally for stressed-out parents looking to monitor the length of time their child spends on devices. The app allows parents to allot an amount of time on separate apps for playing games, watching videos, scrolling through social media, etc. If kids stay under the limit, they're rewarded with points that can be redeemed for real-world gift cards, but if they go over, they lose those points. The game-like app also features a "Marshmallow Mode," which maxes out the number of apps kids can use to eight, and even allows them to set their own plans or time they allot themselves on their smart devices, giving them a feeling of being in control. Given Gen Z's addiction to both social media and games, Marshmallow seems to be an all-around win-win.

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ST. PANDA

It's no secret that today's technology-infused, fast-paced, and job competitive society has led to higher levels of stress and exhaustion. Looking to help people alleviate stress and balance their emotions is St. Panda, available exclusively on the Facebook messenger app. Every day, St. Panda tracks users' moods and suggests simple activities, like taking a picture and submitting what you're grateful for, that take less than five minutes to help improve them. Though still in its start-up phase, thanks to mindfulness going mainstream and the rise in popularity of chat bots, we see this app sticking around.

RECHARGE

Revolutionizing the way people book hotel rooms, Recharge is allowing users to rent rooms by the minute. Aimed to help and provide convenience to business travelers needing to freshen up before a meeting, commuters in the city wanting to wait out traffic, or even tired tourists in need of a midday nap, the free app allows opportunity to rent rooms at hotels in New York city, costing between $0.83 and $2 per minute—with tax included, travelers could pay as little as $20 for a 20-minute sleep session. Though currently only available at 16 hotels in New York City, the app has partnered with premiere hotels such as The Pierre and in its testing phase in San Francisco, the app's creators say 75 percent of users have used the app more than once. We applaud the app for bringing a new way for travelers to decide when to clock in and out of their rooms, and expect to see more cities and hotels signing on.

NUDGE FOR CHANGE

Though corporations make decisions every day that shape our world and society, there isn't always a sense of transparency in each business' ethics. Bridging the gap is the app Nudge for Change. The free app, available on iOS and Android in the works, allows users to first align with the causes they feel most passionately about, whether it be equal pay for women or the environment, and then uses a ranking system—based on data and guidance gathered from relevant organizations like GLAAD, Glass Door, and Forbes, to name a few—to score all the businesses listed in the app's database on a scale of one to ten in each value category based on those preferences. The app is activated when the user steps into an establishment, and sends a nudge of warning if the business has a red flag. With its database consisting of over 200 of the biggest retailers in the US, and the app constantly adding more, paired with the growth in activism since the 2016 election, this app is quite literally allowing people to put their money where their beliefs are.

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QUARTERLY

national statistics

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GEN Z

stats

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HOW THEY DESCRIBE THEMSELVES

In my social circle, I am...
(Select one)

Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
The smart one	The smart one	The smart one	The smart one	The smart one
The one who goes with the flow	The comedian	The one who goes with the flow	The comedian	The one who goes with the flow
The comedian	The one who goes with the flow	The comedian	The one who goes with the flow	The caretaker
The caretaker	The caretaker	The caretaker	The trendy/cool one	The comedian
The one who stands out	The trendy/cool one	The one who stands out	The one who stands out	The planner

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HOW THEY DESCRIBE THEIR GENERATION

How would you describe your generation in a feeling/mood? (Select up to five)

Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
Happy	Happy	Stressed	Happy	Curious
Curious	Curious	Curious	Curious	Happy
Crazy	Hopeful	Crazy	Crazy	Stressed
Stressed	Crazy	Depressed	Mischievous	Crazy
Hopeful	Confident	Overwhelmed	Hopeful	Passionate

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HOW THEY DESCRIBE OLDER GENERATIONS

How would you describe older generations in a feeling/mood? (Select up to five)

Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
Grateful	Stressed	Grateful	Stressed	Grateful
Stressed	Happy	Passionate	Grateful	Stressed
Happy	Overwhelmed	Calm	Happy	Happy
Calm	Grateful	Content	Motivated	Calm
Motivated	Motivated	Disappointed	Overwhelmed	Passionate

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WHAT DEFINES THEIR IDENTITY

How important are each of the following in defining your identity? Please rate, with 1 being not at all important and 5 being very important. (Summary: Top 2 box)

	Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
Career/grades	67%	66%	69%	66%	68%
Level of education	63%	60%	66%	66%	61%
Hobbies	58%	56%	60%	59%	56%
Age	43%	40%	46%	46%	40%
Religious/spiritual beliefs	43%	44%	41%	44%	42%
Gender	42%	36%	49%	43%	42%
How much money you have	40%	41%	39%	45%	36%
Children	40%	42%	37%	41%	39%
City/town where you grew up	40%	40%	40%	43%	37%
Partner/spouse	39%	30%	49%	37%	40%
Brands you like	38%	44%	30%	43%	32%
TV shows you watch	36%	41%	31%	37%	36%
Sexual orientation	34%	26%	44%	38%	30%
Nationality	33%	29%	38%	36%	30%
Race/ethnicity	30%	25%	35%	33%	27%
Social media profiles	28%	28%	29%	30%	27%
Political affiliation	23%	20%	26%	23%	23%

Trending

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HOW THEY COMPARE TO OLDER GENERATIONS

How do people your age compare to older generations? (Select all that apply)

MY GENERATION IS MORE

	Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
Concerned with having the latest technology	81%	83%	79%	81%	81%
Dependent on technology	81%	80%	81%	79%	82%
Tech savvy	80%	81%	79%	78%	83%
Accepting of differences	62%	65%	59%	60%	64%
Open-minded	61%	63%	57%	57%	64%
Multicultural	60%	60%	62%	58%	63%
Gender-fluid	60%	57%	63%	55%	64%
Sexually-fluid	59%	51%	68%	53%	64%
Rebellious	56%	51%	61%	54%	57%
Socially conscious	55%	53%	57%	52%	57%
Environmentally conscious	50%	53%	47%	49%	51%
Stressed	43%	32%	56%	39%	47%
Mean	37%	36%	38%	34%	39%
Smart	35%	37%	32%	36%	33%
Aware of what's going on in the world	33%	31%	36%	34%	32%
Healthy	31%	34%	28%	31%	32%

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HOW THEY COMPARE TO OLDER GENERATIONS

How do people your age compare to older generations? (Select all that apply)

MY GENERATION IS LESS

	Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
Aware of what's going on in the world	42%	44%	41%	42%	43%
Healthy	40%	34%	47%	40%	39%
Mean	31%	34%	28%	33%	29%
Environmentally conscious	29%	26%	32%	27%	30%
Stressed	28%	37%	17%	33%	23%
Smart	25%	20%	32%	29%	22%
Socially conscious	24%	23%	25%	25%	23%
Accepting of differences	22%	19%	26%	21%	23%
Open-minded	20%	16%	25%	21%	19%
Rebellious	18%	22%	13%	22%	14%
Gender-fluid	18%	18%	17%	20%	15%
Sexually-fluid	18%	22%	12%	21%	15%
Multicultural	17%	16%	18%	19%	14%
Tech savvy	10%	8%	12%	11%	9%
Concerned with having the latest technology	8%	6%	10%	7%	8%
Dependent on technology	8%	7%	8%	9%	7%

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THEIR DAY TO DAY CONCERNS

Which, if any, of the following are concerns for you in your everyday life? (Select all that apply)

	Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
My family	66%	68%	64%	62%	70%
My friends	59%	64%	52%	54%	63%
Getting good grades	57%	58%	57%	53%	61%
My appearance	45%	40%	51%	38%	52%
Making enough money	42%	29%	58%	38%	47%
My physical health	41%	29%	56%	35%	47%
Figuring out who I am	38%	31%	45%	31%	44%
My weight	35%	28%	44%	26%	45%
Getting a good job	34%	16%	54%	30%	37%
Finding my purpose	34%	19%	51%	29%	39%
My mental health	34%	21%	49%	28%	39%
My love life	26%	10%	46%	21%	32%
Getting into college	26%	18%	36%	24%	28%
Popularity	22%	28%	15%	19%	25%
Bullying	22%	29%	12%	20%	23%
Performance at work	19%	11%	29%	17%	21%
Politics	13%	11%	15%	12%	14%
War	12%	10%	14%	12%	12%

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SIGNS OF SUCCESS

Which, if any, of the following do you consider to be signs of a successful life? (Select all that apply)

	Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
A happy family	64%	63%	66%	61%	67%
Helping other people	54%	51%	56%	49%	58%
Loving your job	51%	41%	64%	46%	57%
Freedom to live life as you please	49%	44%	55%	45%	53%
Being a good parent	48%	45%	52%	44%	52%
Having a job with purpose	45%	35%	58%	39%	51%
Making lots of money	45%	47%	44%	48%	43%
Finding your purpose	44%	33%	58%	38%	51%
A college degree	42%	39%	47%	39%	46%
Having successful kids	32%	27%	38%	28%	36%
Having kids	32%	29%	35%	31%	33%
Owning a big house	31%	35%	25%	28%	34%
Having lots of friends	31%	38%	22%	29%	32%
Finding your soulmate	30%	19%	44%	24%	37%
Getting married	30%	26%	34%	26%	34%
Traveling a lot	29%	29%	28%	25%	32%
Doing better financially than your parents	28%	26%	30%	28%	29%
Being involved in your community	28%	23%	34%	21%	35%

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SIGNS OF SUCCESS

Which, if any, of the following do you consider to be signs of a successful life? (Select all that apply)

	Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
A graduate degree	28%	21%	36%	27%	29%
Owning your own business	22%	20%	25%	23%	22%
A fancy car	19%	23%	15%	20%	18%
Luxury vacations	19%	21%	16%	17%	21%
Starting a company	19%	17%	21%	18%	19%
Being attractive	18%	16%	20%	16%	19%
Retiring early	16%	13%	20%	17%	16%
Being famous	15%	19%	9%	15%	14%
An attractive spouse	12%	10%	14%	11%	14%
A dream wedding	10%	7%	14%	6%	15%
Having lots of social media followers	10%	11%	8%	11%	8%
Owning designer apparel	8%	7%	9%	6%	10%

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THEIR DREAM JOB

Which, if any, of the following describes your dream job? (Select one)

Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
Doctor	Doctor	Doctor	Athlete	Doctor
Athlete	Gamer	Entrepreneur	Gamer	Teacher
Teacher	Athlete	Musician/singer	YouTuber	Musician/singer
Gamer	Teacher	Athlete	Engineer	Artist
YouTuber	YouTuber	Artist	Entrepreneur	Scientist

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FULL LIST:

actor, architect, artist, astronaut, athlete, blogger/vlogger, celebrity, chef, doctor, engineer, entrepreneur, filmmaker, firefighter, gamer, general contractor, investment banker, lawyer, makeup artist, musician/singer, not working, partner/homemaker, policeman, politician, scientist, social media personality (Instagram, Snapchat, etc.), streamer (gaming), teacher, tech developer, writer, YouTuber

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ATTITUDINAL STATEMENTS

Which, if any, of the following statements do you agree with? (Select all that apply)

	Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
People my age should be nicer to one another	63%	66%	60%	57%	69%
It's up to my generation to change the world for the better	57%	53%	61%	51%	63%
I think the world is becoming a scarier place	54%	51%	57%	48%	59%
There's no one right way to live	46%	36%	58%	40%	51%
Everyone should discover and live their truth	45%	37%	55%	41%	49%
I will be more successful than my parents	32%	32%	33%	32%	34%
Most people cannot be trusted	32%	21%	44%	31%	33%
Smoking marijuana isn't as big of a deal as it used to be	29%	20%	39%	28%	30%
A college education isn't necessary to be successful today	26%	21%	33%	26%	27%
Sex isn't as big a deal as it used to be	20%	10%	32%	16%	23%
My experiences online make me feel good about myself	16%	16%	16%	16%	15%
Most people can be trusted	15%	16%	13%	14%	15%
I think the world is becoming a better place	9%	8%	9%	9%	7%

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WHAT'S IMPORTANT TO THEM

How important is it/was it for you to do each of the following:
Summary - Very important
(Select one for each)

	Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
Get your driver's license	78%	81%	75%	75%	82%
Have a successful career	73%	71%	76%	71%	75%
Work at a job that gives you purpose	72%	69%	75%	68%	76%
Own a house	70%	68%	72%	66%	73%
Get a college degree	65%	62%	69%	61%	70%
Make lots of money	53%	55%	51%	56%	51%
Get married	46%	38%	55%	44%	48%
Have children	43%	41%	45%	39%	47%
Vocalize my values and beliefs to others	40%	41%	38%	35%	44%
Work for yourself	38%	35%	43%	39%	37%
Retire early	23%	25%	20%	25%	21%
Buy brands that are socially responsible	19%	21%	17%	19%	19%

Trending

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WHAT'S NOT IMPORTANT TO THEM

How important is it/was it for you to do each of the following:
Summary - Not at all important
(Select one for each)

	Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
Buy brands that are socially responsible	32%	31%	34%	33%	31%
Retire early	27%	28%	27%	24%	31%
Work for yourself	22%	25%	18%	19%	25%
Have children	18%	18%	18%	19%	16%
Get married	16%	18%	14%	16%	17%
Vocalize my values and beliefs to others	15%	13%	18%	18%	13%
Get a college degree	7%	7%	8%	9%	5%
Make lots of money	7%	7%	7%	8%	6%
Own a house	5%	5%	5%	6%	4%
Get your driver's license	4%	4%	5%	6%	3%
Work at a job that gives you purpose	4%	6%	3%	5%	4%
Have a successful career	2%	3%	2%	2%	2%

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WHAT THEY CONSIDER ACCEPTABLE

For each of the following, check whether you think it should be considered acceptable or unacceptable in society today:
Summary - Acceptable
(Select one for each)

	Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
Eating meat	95%	96%	94%	96%	95%
Drinking soda	88%	89%	88%	89%	87%
Eating fast food	88%	90%	85%	88%	87%
Not having children	86%	86%	87%	83%	90%
People living togeth without being married	80%	75%	86%	77%	83%
Taking out loans for school	79%	80%	77%	76%	82%
Tattoos/piercings	76%	73%	79%	70%	81%
Transgender rights	70%	68%	73%	63%	77%
People having a baby without being married	68%	63%	74%	62%	74%
Same-sex marriage	67%	63%	72%	58%	76%
Owning guns	66%	67%	66%	71%	63%
Not going to college	64%	61%	68%	62%	66%
Cursing/swearing	53%	40%	68%	52%	54%
Smoking marijuana	43%	34%	54%	41%	45%
Vaping e-cigarettes	36%	29%	45%	36%	35%
Sharing homework/test answers	29%	21%	39%	30%	29%
Unregulated immigration	29%	27%	31%	28%	30%
Drinking under age 21	27%	22%	33%	24%	31%
Smoking cigarettes	24%	20%	28%	25%	23%
Taking prescription drugs recreationally	13%	8%	19%	14%	12%

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WHAT THEY CONSIDER UNACCEPTABLE

For each of the following, check whether you think it should be considered acceptable or unacceptable in society today:
Summary - Unacceptable
(Select one for each)

	Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
Taking prescription drugs recreationally	87%	92%	81%	86%	88%
Smoking cigarettes	76%	80%	72%	75%	77%
Drinking under age 21	73%	78%	67%	76%	69%
Unregulated immigration	71%	73%	69%	72%	70%
Sharing homework/test answers	71%	79%	61%	70%	71%
Vaping e-cigarettes	64%	71%	55%	64%	65%
Smoking marijuana	57%	66%	46%	59%	55%
Cursing/swearing	47%	60%	32%	48%	46%
Not going to college	36%	39%	32%	38%	34%
Owning guns	34%	33%	34%	29%	37%
Same-sex marriage	33%	37%	28%	42%	24%
People having a baby without being married	32%	37%	26%	38%	26%
Transgender rights	30%	32%	27%	37%	23%
Tattoos/piercings	24%	27%	21%	30%	19%
Taking out loans for school	21%	20%	23%	24%	18%
People living togeth without being married	20%	25%	14%	23%	17%
Not having children	14%	14%	13%	17%	10%
Eating fast food	12%	10%	15%	12%	13%
Drinking soda	12%	11%	12%	11%	13%
Eating meat	5%	4%	6%	4%	5%

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LABELS THEY IDENTIFY WITH

Do you consider yourself...: Summary - Yes (Matrix question)

	Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
Heterosexual	80%	90%	67%	80%	80%
Ambitious	77%	81%	72%	76%	78%
Patriotic	64%	78%	47%	68%	60%
Progressive	63%	60%	66%	59%	67%
Traditional	62%	69%	53%	63%	61%
Eco-conscious	58%	61%	54%	55%	60%
Spiritual	57%	63%	49%	55%	58%
Religious	51%	56%	45%	53%	49%
Priviledged	48%	43%	54%	47%	50%

Trends

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STATEMENTS ON RACE

Which, if any, of the following statements do you agree with? (Select all that apply)

	Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
I have friends who are a different race than I am	72%	71%	72%	65%	79%
Racism still exists in the U.S. today	69%	65%	74%	64%	74%
It's important to understand people who come from different backgrounds	65%	61%	70%	61%	70%
I am proud to identify with my race	47%	44%	51%	45%	50%
Race relations are improving, but we still have a long way to go	42%	34%	52%	39%	45%
It's ok to have racial preferences in dating	40%	32%	50%	37%	44%
I don't know what cultural appropriation is	34%	42%	23%	35%	33%
We haven't done enough to foster equality among different racial groups	32%	26%	39%	26%	37%
People today define themselves primarily by their race	22%	18%	27%	23%	22%
Race is a social construct	19%	12%	27%	18%	18%
It's important to call out privilege when it comes to race, gender, or sexual orientation	18%	13%	23%	13%	22%
Cultural appropriation is insensitive and should be stopped	15%	10%	22%	13%	17%
Cultural appropriation isn't as offensive as the media says	12%	10%	14%	12%	12%
Race relations have never been better in the U.S. than they are right now	8%	7%	10%	10%	6%

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STATEMENTS ON GENDER

Which, if any, of the following statements do you agree with? (Select all that apply)

	Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
I am proud to identify with my gender	51%	49%	53%	46%	55%
Gender is determined by your biology	46%	47%	45%	54%	39%
People should be able to express their gender however they want	45%	40%	52%	37%	53%
It's important to understand people who don't identify as male or female	33%	25%	43%	24%	43%
It's more acceptable to be transgender than ever before	31%	27%	35%	27%	34%
It's easier in today's society to be male rather than female	25%	20%	30%	19%	30%
We haven't done enough to foster equality among different genders	24%	18%	31%	17%	30%
People should stick to traditional expectations about the genders	21%	21%	21%	28%	15%
People today define themselves primarily by their gender	19%	14%	25%	17%	21%
Gender is a social construct	16%	8%	25%	14%	18%
I have friends who are transgender	14%	10%	19%	8%	20%
It's easier in today's society to be female rather than male	8%	7%	10%	10%	6%

Trends

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THEIR SEXUAL ORIENTATION

Which, if any, of the following best describes your sexual orientation? (Select one)

	Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
Heterosexual (straight)	86%	89%	82%	92%	80%
Unsure/still figuring it out	5%	5%	5%	3%	7%
Bisexual	4%	1%	7%	3%	5%
Prefer not to answer	3%	4%	2%	2%	3%
Pansexual	1%	0%	2%	0%	2%
Homosexual (gay, lesbian)	1%	1%	1%	1%	1%
Asexual	1%	0%	1%	0%	1%

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WHAT THEY DO IN THEIR FREE TIME

Which, if any, of the following do you like to do in your free time? (Select all that apply)

	Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
Listening to music	61%	55%	67%	52%	70%
Watching TV shows	59%	62%	54%	53%	65%
Watching movies	58%	59%	57%	55%	61%
Watching YouTube videos	58%	53%	63%	56%	58%
Spending time with family	56%	62%	48%	48%	64%
Playing video games	51%	55%	46%	63%	39%
Going to the movies	47%	49%	44%	43%	51%
Reading	46%	48%	43%	37%	54%
Taking pictures	36%	34%	38%	25%	46%
Shopping	34%	30%	38%	19%	49%
Browsing social media	33%	21%	48%	24%	42%
Playing sports	32%	34%	30%	40%	23%
Cooking/baking	31%	28%	35%	18%	44%
Binge watching shows or movies	31%	23%	40%	23%	38%
Browsing on Facebook	29%	21%	38%	21%	38%
Browsing on Instagram	25%	13%	39%	15%	35%
Traveling	25%	25%	25%	22%	28%
Browsing on Snapchat	24%	14%	35%	15%	32%
Trying new restaurants	23%	20%	27%	19%	28%
Watching videos online (not on YouTube)	23%	21%	25%	21%	25%
Posting on Snapchat	22%	13%	32%	15%	29%

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WHAT THEY LIKE TO DO IN THEIR FREE TIME

Which, if any, of the following do you like to do in your free time? (Select all that apply)

	Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
Crafting	21%	24%	18%	8%	34%
Homework	20%	19%	22%	16%	25%
Camping	19%	23%	15%	18%	21%
Facetiming friends	19%	18%	21%	15%	24%
Posting on Instagram	19%	11%	28%	12%	25%
Posting on Facebook	19%	16%	22%	15%	23%
Watching live streams	18%	16%	20%	22%	14%
Painting	18%	19%	16%	8%	27%
Exercising at the gym	18%	10%	27%	16%	19%
Hiking	17%	13%	20%	14%	19%
Writing/journaling	16%	15%	17%	9%	23%
Trying new makeup	15%	12%	19%	3%	27%
Making videos	14%	17%	10%	12%	15%
Taking videos	13%	14%	12%	11%	15%
Thrifting	10%	9%	12%	5%	15%
Cycling	10%	10%	10%	12%	8%
Browsing on Musical.ly	10%	13%	6%	7%	13%
Listening to podcasts	7%	4%	10%	6%	7%
Meditating	5%	3%	7%	4%	6%
Practicing yoga	5%	3%	7%	2%	8%
Blogging	4%	2%	7%	3%	5%
Posting on Musical.ly	1%	1%	1%	1%	2%

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HOW THEY WOULD SPEND $100

If you were given $100, what, if any, of the following would you spend it on? (Select one)

	Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
Save it for the future	20%	13%	29%	15%	26%
Save it for a bigger purchase	14%	10%	18%	12%	16%
Video games	13%	16%	10%	23%	3%
Technology (devices, gadgets, etc.)	10%	15%	4%	14%	5%
Clothes	10%	9%	10%	5%	14%
Gifts for others	4%	5%	3%	5%	4%
Travel	4%	4%	4%	4%	4%
Eating out at a restaurant	4%	4%	4%	3%	5%
Books	3%	4%	2%	2%	5%
Event (concert, sports, etc.)	3%	3%	3%	3%	4%
Cosmetics	2%	2%	1%	0%	3%
Music	2%	1%	2%	3%	1%
Movies	2%	2%	1%	2%	1%
Beauty treatment (massage, facial, nails, etc.)	1%	1%	1%	1%	2%
Apps	1%	1%	0%	1%	0%
Exercise class	1%	0%	1%	1%	1%

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WHERE THEY GET THEIR INFORMATION

Who/what do you look to for new ideas and information on the things you care about?
(Select all that apply)

	Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
Friends	48%	48%	48%	42%	54%
Family	47%	49%	44%	45%	49%
YouTube	46%	42%	50%	46%	45%
Websites	31%	24%	38%	32%	30%
Facebook	22%	18%	26%	20%	23%
TV shows	20%	20%	20%	18%	23%
In-person shopping in retail stores	19%	17%	20%	16%	21%
Instagram	17%	10%	25%	10%	23%
Social media influencers	16%	13%	20%	14%	19%
Online product reviews	16%	12%	21%	17%	16%
Pinterest	15%	12%	19%	6%	24%
Mass retailer websites (Amazon, eBay, etc.)	15%	13%	17%	14%	16%
TV ads	14%	16%	12%	14%	13%

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WHERE THEY GET THEIR INFORMATION

Who/what do you look to for new ideas and information on the things you care about?
(Select all that apply)

	Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
Snapchat	13%	7%	20%	8%	18%
Apps	12%	11%	14%	12%	13%
Magazines (print)	9%	9%	10%	8%	11%
Brand websites (Levis, Benefit, etc.)	9%	7%	12%	9%	9%
Celebrities	9%	8%	10%	7%	11%
Blogs	7%	4%	10%	6%	8%
Radio	7%	6%	7%	6%	7%
Sales help in retail stores	6%	5%	8%	5%	7%
Emails from stores	5%	3%	8%	4%	7%
Catalogues	5%	5%	5%	6%	4%
Industry experts	4%	3%	6%	5%	3%
Magazine websites	4%	3%	5%	3%	5%
Mailings from stores	4%	3%	4%	3%	4%
Home shopping (QVC, HSN, etc.)	2%	2%	2%	2%	2%

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DEVICES THEY OWN AND USE

Which, if any, of the following devices do you personally own and use? (Select all that apply)

	Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
TV	53%	52%	54%	50%	55%
Laptop computer	53%	41%	67%	51%	55%
iPhone	40%	27%	54%	35%	45%
Android Phone (HTC One, Motorola Droid, etc.)	35%	34%	37%	37%	34%
Desktop computer	32%	33%	32%	35%	29%
iPad	30%	33%	28%	33%	28%
Other tablet	18%	24%	11%	20%	17%
Kindle	17%	22%	12%	15%	19%
Samsung Galaxy	14%	12%	15%	13%	14%
Portable Bluetooth speaker (Jawbone JAM-BOX, Beats Pill, etc.)	12%	9%	16%	12%	13%
iPod touch	11%	12%	10%	9%	14%
Fitness band (FitBit, Jawbone UP, etc.)	8%	7%	9%	7%	9%
Smart watch	6%	6%	6%	5%	7%
Virtual reality headset (Oculus Rift, HTV Vive, Samsung Gear VR, etc.)	5%	5%	4%	6%	3%
Non-smartphone	4%	4%	4%	4%	4%

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APPS THEY USE DAILY

What apps do you use every day on your smartphone? (Select all that apply)

	Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
YouTube	60%	57%	63%	63%	56%
Facebook	40%	31%	51%	32%	48%
Email	36%	25%	49%	30%	43%
Instagram	35%	21%	51%	26%	43%
Snapchat	34%	21%	49%	25%	43%
Netflix	32%	30%	33%	30%	33%
Safari/internet browser	26%	16%	38%	21%	30%
SMS Text	24%	19%	31%	19%	29%
FaceTime	17%	15%	18%	15%	18%
Pinterest	15%	15%	16%	6%	24%
Google Maps	14%	11%	18%	13%	15%
Musical.ly	8%	12%	3%	5%	11%
Skype	7%	7%	7%	8%	6%
Starbucks	7%	8%	6%	6%	8%
News	7%	7%	7%	8%	6%
WhatsApp	5%	5%	5%	5%	5%
Apple Maps	4%	3%	5%	4%	4%
Waze	2%	2%	3%	2%	3%
Apple Health	2%	3%	1%	2%	2%
Apple Wallet/Pay	2%	2%	2%	3%	1%

Trends

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TEXT ETIQUETTE

In general, how long do you feel you have to text someone back before it is considered rude?
(Select one)

	Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
6-30 minutes	27%	27%	27%	24%	30%
2-5 minutes	18%	19%	18%	19%	17%
1-5 hours	16%	16%	16%	16%	16%
31-60 minutes	14%	15%	13%	13%	15%
5-24 hours	10%	9%	10%	10%	9%
1-3 days	5%	4%	6%	5%	5%
1 minute or less	5%	4%	6%	7%	3%
One week or longer	4%	4%	3%	4%	4%
4-7 days	2%	1%	2%	2%	1%

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PLATFORMS THEY HAVE ACCOUNTS FOR

For which, if any, of the following platforms do you have an account? (Select all that apply)

	Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
YouTube	59%	45%	77%	60%	59%
Facebook	56%	41%	73%	51%	61%
Instagram	46%	29%	66%	36%	55%
Snapchat	44%	28%	62%	36%	52%
Twitter	30%	19%	43%	28%	33%
Pinterest	28%	20%	37%	13%	43%
kik	17%	7%	28%	15%	18%
Tumblr	13%	4%	23%	5%	21%
Musical.ly	13%	16%	9%	6%	19%
Twitch	7%	3%	13%	10%	5%
House Party	3%	2%	4%	2%	4%

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PLATFORMS THEY SPEND THE MOST TIME ON

Which platform do you spend the most time on?
(Base: Have account(s) on at least one of the listed platforms)
(Select one)

	Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
YouTube	36%	35%	37%	48%	24%
Facebook	25%	31%	21%	24%	27%
Snapchat	14%	10%	16%	10%	17%
Instagram	11%	7%	14%	8%	13%
Twitter	4%	2%	6%	4%	4%
Pinterest	4%	6%	2%	3%	5%
Musical.ly	4%	7%	1%	2%	6%
Tumblr	2%	0%	3%	1%	2%
kik	0%	1%	0%	1%	0%
Twitch	0%	0%	1%	1%	0%
House Party	0%	0%	0%	0%	0%

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WHAT'S GETTING MORE POPULAR

For each of the following, please check whether they have been getting more or less popular within the past year among people your age:
Summary - More popular among people my age
(Base: Have account(s) on at least one of the listed platforms)
(Select one for each)

	Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
YouTube	69%	72%	66%	70%	67%
Snapchat	68%	59%	76%	63%	74%
Instagram	60%	53%	66%	55%	64%
Gaming	56%	57%	55%	66%	46%
Snapchat streaks	55%	38%	71%	50%	60%
Editing pictures	47%	40%	53%	42%	52%
Social media celebrities	47%	41%	52%	44%	50%
Twitter	44%	35%	52%	44%	45%
Facebook	40%	39%	41%	41%	39%
Musical.ly	31%	33%	29%	28%	34%
Pinterest	30%	28%	32%	23%	37%
Tumblr	22%	13%	30%	22%	23%
Twitch	22%	15%	28%	29%	15%
eSports	21%	19%	23%	31%	12%
Podcasts	21%	21%	21%	22%	20%

Trends

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WHAT'S GETTING LESS POPULAR

For each of the following, please check whether they have been getting more or less popular within the past year among people your age:
Summary - Less popular among people my age
(Base: Have account(s) on at least one of the listed platforms)
(Select one for each)

	Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
Facebook	32%	28%	36%	30%	35%
Podcasts	28%	26%	29%	28%	27%
Pinterest	28%	29%	27%	32%	23%
Tumblr	22%	22%	22%	20%	24%
Twitter	21%	24%	17%	21%	20%
eSports	20%	18%	22%	20%	21%
Musical.ly	19%	16%	21%	18%	20%
Editing pictures	16%	17%	16%	17%	16%
Social media celebrities	15%	15%	15%	17%	14%
Twitch	14%	14%	15%	14%	15%
Gaming	12%	11%	12%	8%	16%
Instagram	11%	13%	8%	13%	8%
Snapchat streaks	11%	14%	7%	12%	9%
Snapchat	10%	13%	7%	10%	10%
YouTube	7%	5%	9%	7%	7%

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STATEMENTS ON SOCIAL MEDIA

For each of the following, please complete the statement with the appropriate social media platform.
(Select one for each row)

THEY ARE MOST LIKELY TO FOLLOW BRANDS ON

	Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
Instagram	22%	12%	33%	15%	28%
Facebook	20%	21%	20%	21%	20%
YouTube	16%	19%	12%	21%	11%
Pinterest	6%	6%	6%	4%	8%
Twitter	5%	2%	8%	5%	4%
Snapchat	3%	3%	3%	2%	4%
Musical.ly	1%	2%	0%	1%	1%

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STATEMENTS ON SOCIAL MEDIA

For each of the following, please complete the statement with the appropriate social media platform.
(Select one for each row)

THEY ARE MOST LIKELY TO POST ON

	Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
Facebook	29%	30%	26%	27%	30%
Instagram	18%	11%	26%	15%	20%
Snapchat	14%	9%	20%	12%	17%
YouTube	7%	10%	4%	12%	3%
Musical.ly	4%	6%	1%	2%	5%
Twitter	3%	1%	6%	3%	4%
Pinterest	3%	2%	4%	4%	2%

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STATEMENTS ON SOCIAL MEDIA

For each of the following, please complete the statement with the appropriate social media platform.
(Select one for each row)

WHEN THEY ARE BORED THEY HEAD TO

	Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
YouTube	39%	43%	36%	47%	31%
Facebook	17%	18%	16%	14%	21%
Instagram	11%	6%	18%	8%	14%
Snapchat	9%	7%	11%	8%	11%
Pinterest	5%	4%	6%	4%	5%
Twitter	4%	1%	7%	4%	4%
Musical.ly	3%	5%	1%	2%	4%

Trends

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STATEMENTS ON SOCIAL MEDIA

For each of the following, please complete the statement with the appropriate social media platform.
(Select one for each row)

WHEN THEY WANT TO BE INSPIRED THEY VISIT

	Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
YouTube	30%	33%	26%	38%	21%
Pinterest	20%	15%	25%	8%	32%
Instagram	12%	6%	19%	9%	14%
Facebook	11%	12%	9%	11%	10%
Snapchat	3%	2%	4%	4%	2%
Musical.ly	3%	4%	1%	1%	5%
Twitter	2%	0%	4%	3%	1%

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STATEMENTS ON SOCIAL MEDIA

For each of the following, please complete the statement with the appropriate social media platform.
(Select one for each row)

WHEN THEY WANT TO CHECK IN WITH FRIENDS THEY VISIT

	Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
Facebook	33%	31%	36%	31%	36%
Snapchat	19%	14%	24%	14%	23%
Instagram	13%	7%	19%	12%	14%
YouTube	4%	5%	3%	7%	1%
Twitter	3%	2%	3%	4%	1%
Musical.ly	2%	4%	1%	2%	3%
Pinterest	2%	1%	2%	2%	1%

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STATEMENTS ON SOCIAL MEDIA

For each of the following, please complete the statement with the appropriate social media platform.
(Select one for each row)

WHEN THEY WANT TO HEAR ABOUT THE WORLD THEY VISIT

	Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
Facebook	33%	28%	39%	26%	40%
YouTube	18%	20%	15%	24%	11%
Instagram	7%	5%	9%	6%	8%
Twitter	7%	3%	11%	6%	8%
Snapchat	5%	4%	7%	5%	5%
Musical.ly	1%	2%	1%	1%	1%
Pinterest	1%	1%	1%	2%	1%

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STATEMENTS ON SOCIAL MEDIA

For each of the following, please complete the statement with the appropriate social media platform.
(Select one for each row)

WHEN THEY WANT TO LAUGH THEY VISIT

	Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
YouTube	49%	53%	45%	52%	46%
Facebook	15%	13%	17%	13%	17%
Instagram	8%	3%	13%	7%	8%
Snapchat	6%	7%	6%	5%	7%
Twitter	4%	1%	7%	4%	5%
Pinterest	3%	2%	4%	3%	3%
Musical.ly	2%	3%	1%	1%	3%

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THEIR FAVORITE TYPES OF ENTERTAINMENT

Which of the following types of entertainment are your favorite? (Select up to 5)

	Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
Movies	54%	54%	54%	51%	57%
Streamed shows (e.g. Netflix, Hulu, Amazon Prime, YouTube, etc.)	52%	51%	54%	45%	60%
Music	47%	38%	59%	36%	59%
Video games	46%	47%	45%	61%	31%
Short online videos (e.g. YouTube, Vimeo, etc.)	45%	44%	47%	45%	45%
Smartphone games	33%	33%	33%	32%	34%
Cable TV shows	25%	28%	21%	21%	28%
Sports games/highlights	14%	12%	17%	24%	5%
Live events	9%	7%	10%	8%	10%
The news	8%	5%	12%	9%	7%
Live streams (not TV shows)	8%	8%	8%	11%	5%
Premium TV shows (e.g. HBO, Showtime, etc.)	8%	8%	8%	9%	7%
Quizzes	7%	4%	12%	4%	11%
Podcasts	3%	2%	4%	4%	3%

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PAID SUBSCRIPTIONS

Which, if any, of the following do you/does your household have paid subscriptions for?
(Select all that apply)

	Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
Netflix	72%	70%	74%	68%	76%
Amazon Prime	39%	44%	34%	35%	43%
Cable/satellite TV	37%	44%	29%	35%	39%
Hulu	24%	26%	23%	24%	25%
Xbox Live	15%	16%	14%	18%	12%
HBO	15%	20%	9%	15%	14%
Showtime	9%	11%	5%	11%	7%
YouTube Red	5%	4%	6%	6%	4%
Sports	4%	4%	4%	5%	3%
Sling TV	3%	2%	4%	4%	2%
Watch ESPN	2%	2%	2%	2%	3%
Sony Vue	2%	1%	2%	3%	0%
Twitch Prime	1%	0%	2%	2%	0%

Trends

NBCU

TIME SPENT WATCHING VARIOUS VIDEO CONTENT

Think about all the time you spend watching videos during the day. What percent of that time do you spend watching each type of content below? (Drop down for each, 0-100)

	Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
YouTube	26.9	24.5	29.8	32.2	21.3
Netflix	22.6	21.8	23.4	18.6	26.7
Live TV (i.e. TV network shows as they air)	17.0	22.5	10.6	17.1	17.0
Catch-up/On Demand TV (i.e. TV networks shows in-season)	6.5	7.3	5.6	5.9	7.2
Snapchat videos/stories	5.1	3.4	7.2	3.9	6.4
Hulu	4.5	4.9	4.0	3.9	5.0
Instagram videos/stories	4.3	3.1	5.7	3.6	5.0
Amazon Prime	3.3	3.9	2.7	3.0	3.5
Premium TV (e.g. HBO, Showtime, etc.)	2.5	2.5	2.4	2.8	2.2
Twitch	1.2	0.6	1.9	1.7	0.7

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HOW THEY DECIDE TO WATCH A VIDEO

How do you decide whether a video is worth watching? (Select all that apply)

	Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
It's a topic I'm interested in	58%	52%	65%	55%	60%
It's on a channel I like	38%	35%	42%	39%	38%
My friends have watched it	36%	41%	30%	32%	40%
It's created by someone I like	34%	26%	44%	33%	35%
The title	34%	28%	41%	33%	34%
It's a suggested video	28%	21%	36%	28%	27%
The popularity (number of views/trending online)	25%	23%	28%	22%	28%
It shows up in my social media feed	21%	14%	28%	16%	25%
It looks like it will answer a question I have	19%	12%	28%	20%	19%
The thumbnail picture	19%	13%	27%	19%	19%
The caption	18%	15%	22%	14%	22%
It's created by a brand I like	16%	15%	17%	17%	15%
It's a featured video	15%	15%	16%	18%	12%
It's part of an article I'm reading	9%	5%	14%	7%	11%
A celebrity shares it	6%	6%	5%	5%	6%

Trends

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STATEMENTS ON FAME / CELEBRITY

Please check which, if any, of the following statements about celebrities you agree with.
(Select all that apply)

	Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
These days, you don't have to have talent to be famous	47%	43%	52%	44%	50%
These days, there are celebrities for everything	42%	34%	51%	37%	47%
People my age are more influenced by online stars than traditional actors and actresses	40%	34%	47%	39%	42%
It's easier to be famous today than it was in years past	37%	32%	44%	35%	39%
Being famous is just winning a popularity contest	23%	19%	28%	23%	23%
The celebrities I love are relatable and seem just like me	20%	15%	25%	16%	23%
The celebrities I love are aspirational; I wish I could be like them	18%	14%	22%	12%	23%
If I wanted to become an online celebrity, I would know what to do	14%	12%	17%	14%	14%
I have given money online to support content creators I like	4%	3%	5%	5%	2%

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CHANNELS / NETWORKS WITH THEIR FAVORITE SHOWS

Which, if any, of the following has your favorite TV shows right now? (Select up to three)

Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
Netflix	Netflix	Netflix	YouTube	Netflix
YouTube	YouTube	YouTube	Netflix	YouTube
Cartoon Network	Disney	ABC	Cartoon Network	Disney
Disney	Nickelodeon	Cartoon Network	Nickelodeon	ABC
ABC	Cartoon Network	Freeform	ABC	Freeform

FULL LIST:

A&E, ABC, Amazon Prime, AMC, Animal Planet, BBC America, BET, Boomerang, Bravo, Cartoon Network, CBS, Cinemax, CMT, CNBC, CNN, Comedy Central, Discovery Channel, Disney, Disney XD, E!, Encore, ESPN, ESPN 2, Food Network, Fox, Fox News Channel, Freeform, Fuel TV, Fuse, FX, GAC, Hallmark Channel, HBO, HGTV, History, HSN, Hulu, IFC, Investigation Discovery, ION, Lifetime, Military Channel, MSNBC, MTV, MTV2, Nat Geo Wild, National Geographic, NBC, Netflix, Nick Jr., Nickelodeon, OWN, Oxygen, PBS, QVC, Showtime, Sling TV, Spike, TV, Starz, Style, Sundance, SyFy, TBS, TCM, Teen Nick, Telemundo, The CW, The Weather Channel, TLC, TMC, TNT, TruTV, TV Land, Univision, USA, VH1, VH1 Classic, YouTube

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FAVORITE REALITY TV SHOWS

What are some of your favorite reality shows?
(Select up to two)

Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
America's Got Talent	America's Got Talent	America's Got Talent	America's Got Talent	America's Got Talent
The Voice	The Voice	Shark Tank	Shark Tank	The Voice
Chopped	Chopped	Chopped	Pawn Stars	Chopped
Shark Tank	Top Chef	Keeping Up with the Kardashians	Hell's Kitchen	Keeping Up with the Kardashians
Pawn Stars	Amazing Race	Pawn Stars	Naked & Afraid	Dancing With The Stars

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FAVORITE SCRIPTED TV SHOWS

What are some of your favorite scripted shows?
(Select up to two)

Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
13 Reasons Why	The Simpsons	13 Reasons Why	Family Guy	13 Reasons Why
Family Guy	The Big Bang Theory	Family Guy	The Big Bang Theory	Pretty Little Liars
The Big Bang Theory	The Walking Dead	Agents of S.H.I.E.L.D.	Agents of S.H.I.E.L.D.	Modern Family
The Walking Dead	Family Guy	Bob's Burgers	The Simpsons	The Big Bang Theory
The Simpsons	Modern Family	American Horror Story	The Walking Dead	Grey's Anatomy

Trending

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WHY THEY WATCH CABLE

Which, if any, form of entertainment are you most likely to watch if you want to...: Summary - TV Show - Cable (Select one for each)

	Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
Watch something with the family	40%	43%	36%	37%	42%
Keep up with what is going on in the world	35%	35%	35%	36%	34%
Stay in the know	27%	26%	28%	27%	27%
Fall asleep	27%	29%	24%	28%	26%
Pass the time	19%	20%	18%	18%	20%
Learn	18%	19%	17%	17%	19%
Watch something with friends	18%	22%	13%	19%	17%
Have something to talk about with friends	18%	22%	13%	17%	19%
Laugh	17%	21%	13%	18%	17%
Relieve boredom	16%	19%	13%	16%	17%
Relieve stress	15%	18%	11%	15%	15%
Be scared	14%	15%	13%	15%	13%
Cry	13%	13%	12%	14%	11%

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WHY THEY STREAM CONTENT

Which, if any, form of entertainment are you most likely to watch if you want to...: Summary - TV Show - Streamed (e.g. Netflix) (Select one for each)

	Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
Watch something with friends	48%	40%	57%	39%	57%
Watch something with the family	45%	41%	49%	43%	46%
Be scared	40%	34%	47%	33%	47%
Have something to talk about with friends	34%	26%	44%	26%	43%
Cry	34%	23%	46%	24%	43%
Relieve stress	33%	28%	39%	28%	38%
Pass the time	32%	31%	34%	27%	37%
Relieve boredom	32%	27%	38%	25%	39%
Laugh	29%	26%	33%	25%	34%
Fall asleep	25%	19%	33%	20%	31%
Learn	19%	20%	19%	20%	18%
Stay in the know	15%	13%	17%	15%	16%
Keep up with what is going on in the world	10%	8%	11%	8%	11%

Trends

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WHY THEY STREAM SHORT ONLINE VIDEOS

Which, if any, form of entertainment are you most likely to watch if you want to...: Summary - Short Online Video (e.g. YouTube) (Select one for each)

	Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
Laugh	47%	46%	49%	50%	45%
Learn	47%	43%	51%	47%	46%
Relieve boredom	42%	41%	43%	46%	37%
Pass the time	39%	37%	42%	44%	34%
Stay in the know	33%	32%	35%	33%	34%
Have something to talk about with friends	33%	37%	30%	41%	25%
Relieve stress	32%	27%	37%	33%	30%
Keep up with what is going on in the world	31%	25%	37%	34%	28%
Watch something with friends	22%	23%	21%	27%	16%
Fall asleep	16%	11%	22%	18%	14%
Be scared	12%	10%	15%	15%	9%
Cry	12%	10%	15%	12%	12%
Watch something with the family	7%	7%	7%	9%	5%

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WEBSITES THEY VISIT DAILY

Which, if any, of the following websites do you visit daily? (Select all that apply)

Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
YouTube	YouTube	YouTube	YouTube	YouTube
Facebook	Netflix	Facebook	Google	Facebook
Netflix	Facebook	Google	Netflix	Netflix
Google	Google	Netflix	Amazon	Google
Amazon	Amazon	Amazon	Facebook	Amazon

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FULL LIST:

AOL, Bleacher Report, BuzzFeed, Club Penguin, CNN, Deadspin, eBay, Elite Daily, ESPN, Facebook, Gawker, Google, Harper's Bazaar, Hulu, Jezebel, Lifehacker, LinkedIn, Manrepeller, Netflix, New York Times, Nickelodeon, Pandora, PBS Kids, Perez Hilton, Pinterest, PopSugar, reddit, Refinery29, Spotify, Teen Vogue, The Guardian, Thought Catalog, Tumblr, Twitch, Twitter, VICE, Vogue, Wall Street Journal, Wikipedia, World Star Hip Hop, Yahoo!, Yelp, YouTube

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HOW MUCH MONEY THEY HAVE SAVED

Approximately how much money do you personally have in savings right now? (Select one)

	Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
Less than $1,000	46%	51%	40%	44%	49%
I don't have a savings account	20%	21%	20%	21%	20%
$1,000-$2,999	10%	8%	12%	11%	9%
$3,000-$4,999	5%	4%	6%	4%	5%
$5,000-$9,999	5%	3%	7%	5%	4%
$20,000-$39,999	3%	3%	4%	4%	3%
$10,000-$19,999	3%	3%	3%	2%	4%
$75,000-$99,999	3%	2%	4%	3%	3%
$40,000-$74,999	2%	2%	3%	3%	2%
$100,000+	2%	3%	2%	4%	1%

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THEIR FAVORITE BRANDS

What are some of your favorite brands?
(Select all that apply)

Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
Nike	Nike	Nike	Nike	Target
Target	Target	adidas	adidas	Forever 21
Old Navy	Old Navy	Forever 21	Old Navy	Nike
adidas	Walmart	Target	Walmart	Old Navy
Walmart	Under Armour	Old Navy	Under Armour	H&M

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FULL LIST:

adidas, American Apparel, American Eagle, ASOS, BCBG, Billabong, Brandy Melville, Calvin Klein, Cartier, Chanel, Christian Louboutin, Coach, Converse, Diesel, Express, Forever 21, Free People, Gap, Gucci, Guess, H&M, Hollister, J. Crew, Justice, Kate Spade, Levi's, Lily Pulitzer, Louis Vuitton, Lululemon, Madewell, Marc Jacobs, Michael Kors, Nasty Gal, Nike, North Face, Old Navy, Patagonia, Quiksilver, Ralph Lauren, RVCA, Steve Madden, Supreme, Target, TOMS, Topshop, Tory Burch, Under Armour, Uniqlo, Urban Outfitters, VANS, Victoria's Secret, Vineyard Vines, Walmart, Zara

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HOW THEY'D LIKE TO HEAR FROM A BRAND

How do you prefer to interact with or hear from brands? (Select all that apply)

	Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
YouTube	33%	32%	33%	37%	28%
TV commercials	31%	36%	25%	33%	30%
Facebook	24%	21%	28%	24%	25%
In-store events	19%	18%	20%	15%	23%
Instagram	19%	11%	28%	14%	23%
Company website	14%	11%	19%	13%	16%
Snapchat	14%	10%	19%	10%	18%
Email newsletter	12%	9%	14%	9%	13%
Twitter	9%	5%	15%	10%	9%
Text message	8%	6%	10%	5%	11%
Pinterest	7%	7%	7%	2%	11%
Sponsored events (e.g. festivals, concerts, etc.)	6%	5%	8%	6%	7%
Celebrity endorsements	5%	4%	7%	5%	6%
Brand app	5%	4%	6%	5%	5%
Articles	4%	2%	6%	5%	3%

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WHAT IMPACTS THEIR BRAND PREFERENCES

What makes you prefer one brand over another?
(Select all that apply)

	Gen Z Total	Gen Z 8-12	Gen Z 13-21	Gen Z Males	Gen Z Females
Price	47%	40%	56%	42%	53%
Quality	43%	30%	57%	41%	44%
Have purchased the brand in the past	39%	35%	43%	34%	42%
My friends like it	30%	38%	21%	31%	30%
Great customer service	18%	12%	26%	14%	22%
Cool company culture	15%	15%	16%	18%	13%
Loyalty program/rewards	14%	10%	19%	9%	19%
Creative marketing	13%	7%	19%	11%	14%
Interesting social media content	11%	8%	14%	9%	13%
Strong ethics	10%	6%	14%	9%	11%
Social media influencers like it	8%	7%	10%	9%	8%
Celebrities like it	8%	8%	7%	8%	8%
Stance on controversial issues	6%	2%	9%	4%	7%
Political affiliation	4%	1%	7%	2%	4%

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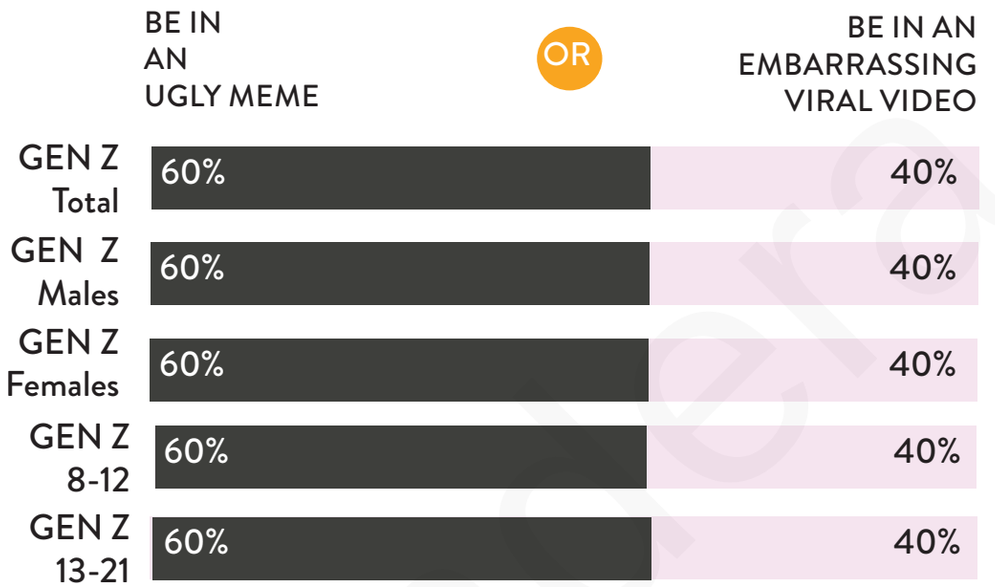
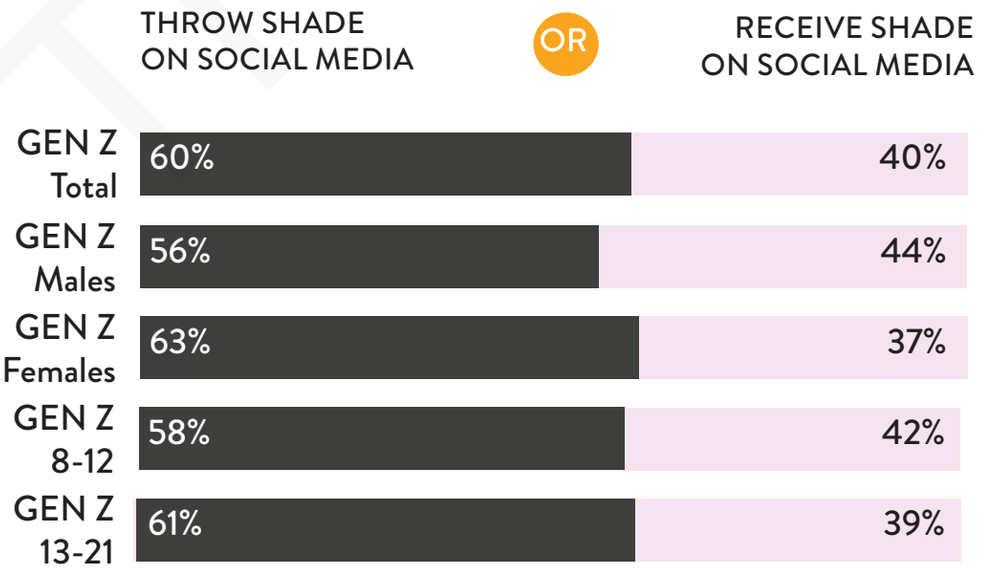
WOULD YOU RATHER...





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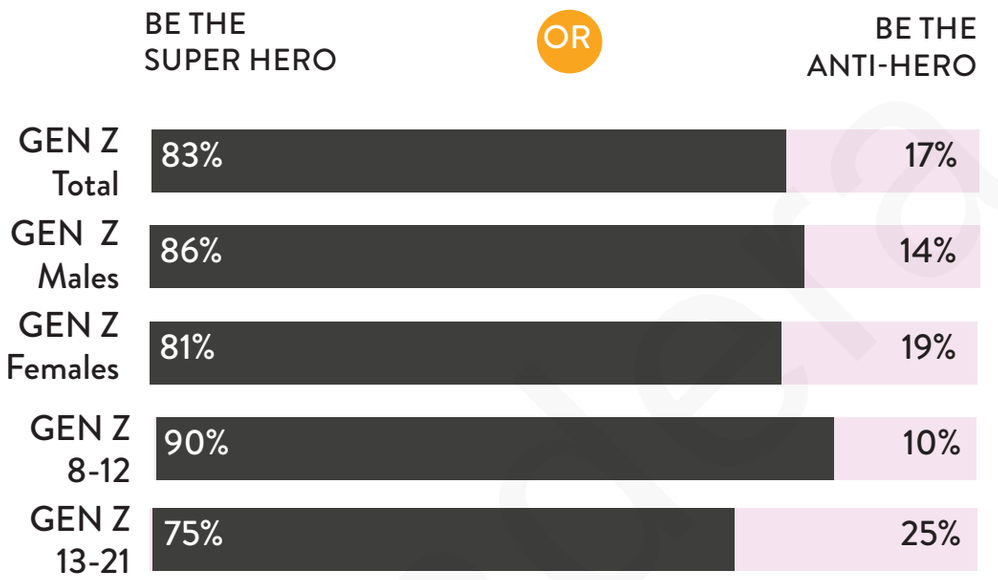
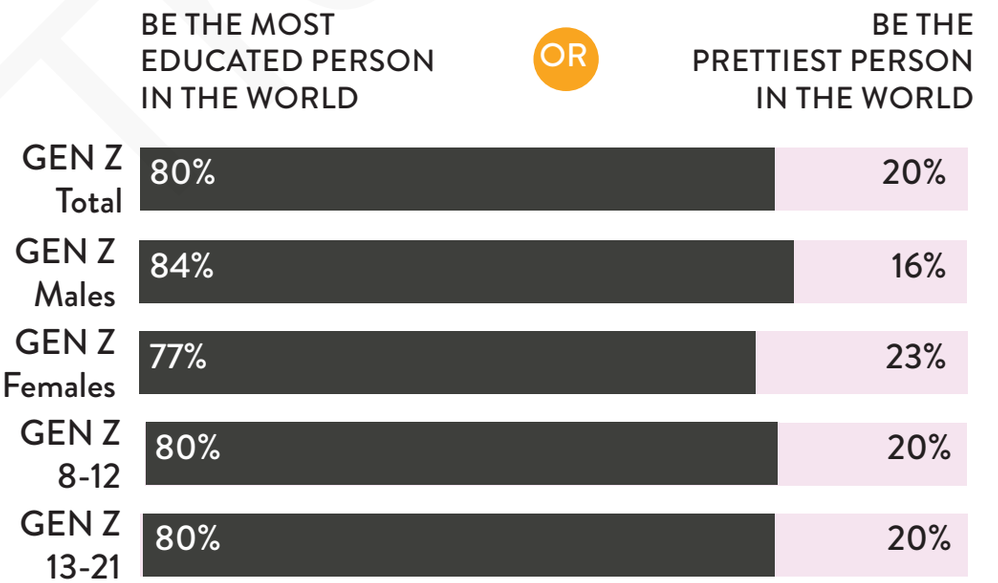
WOULD YOU RATHER...





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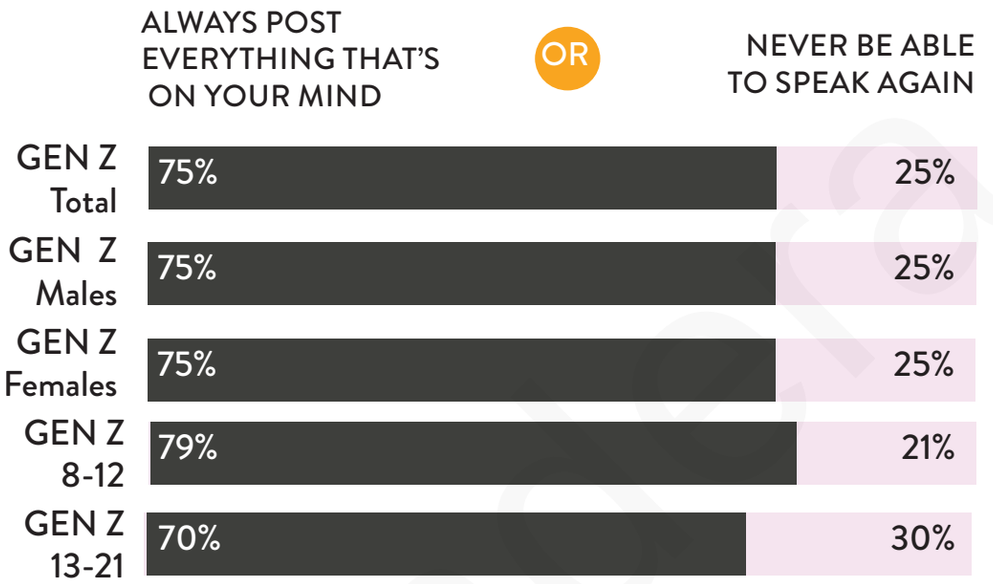
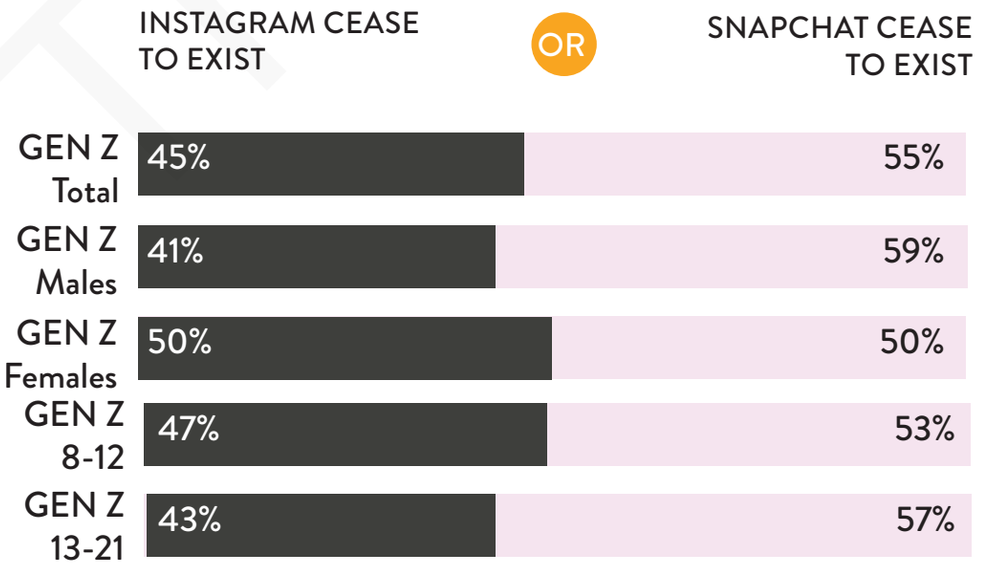
WOULD YOU RATHER...





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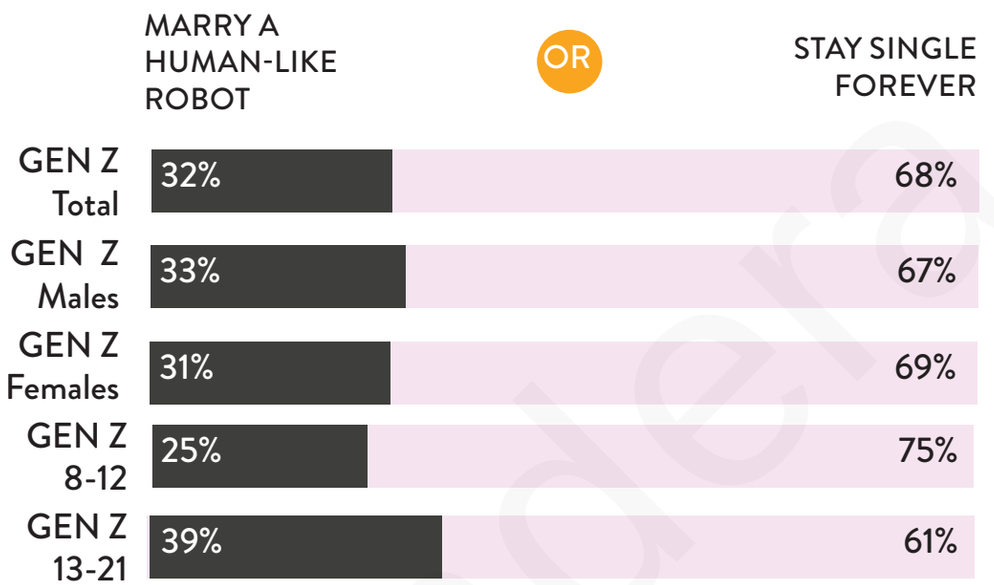

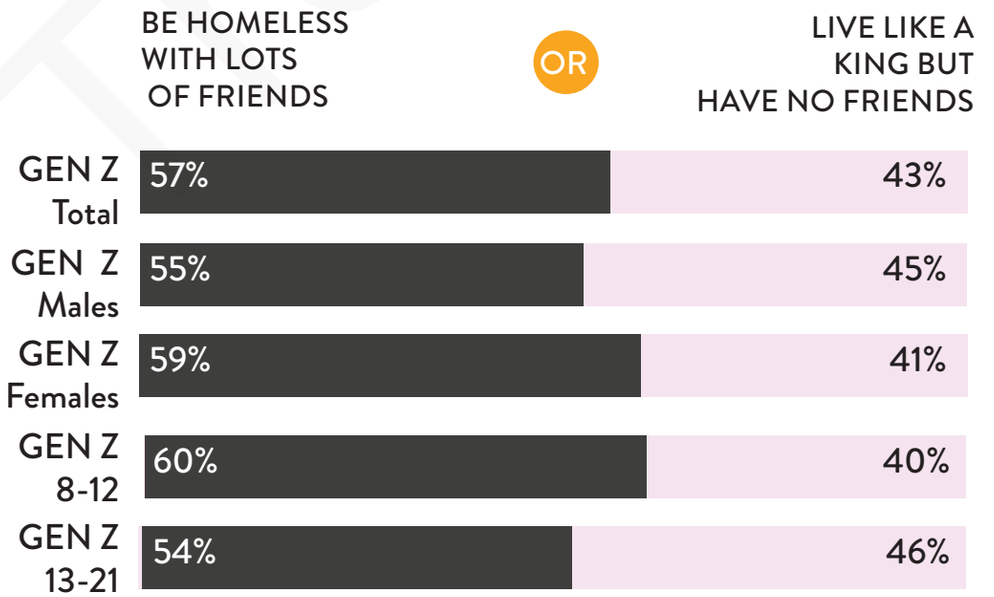

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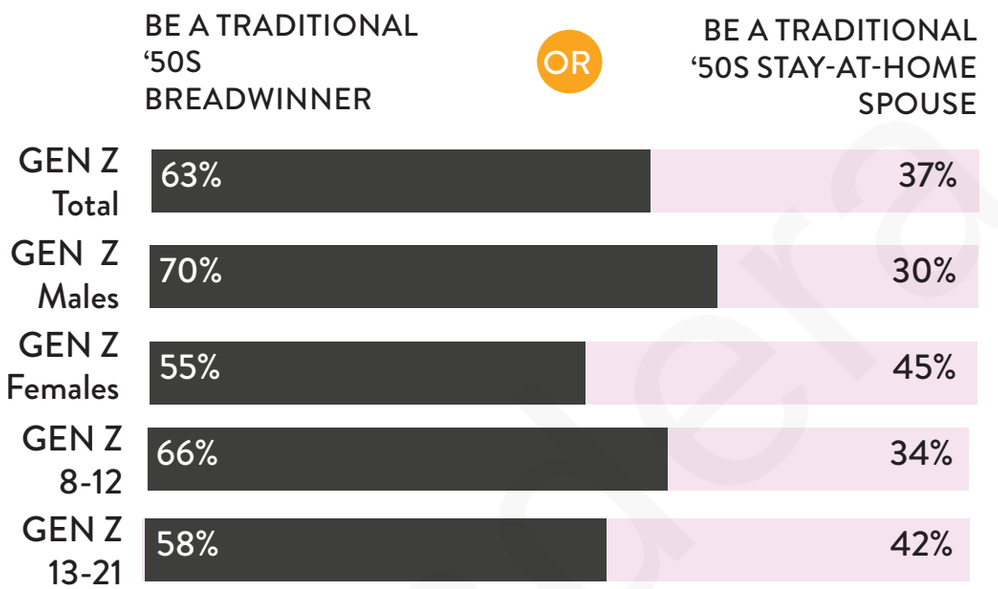

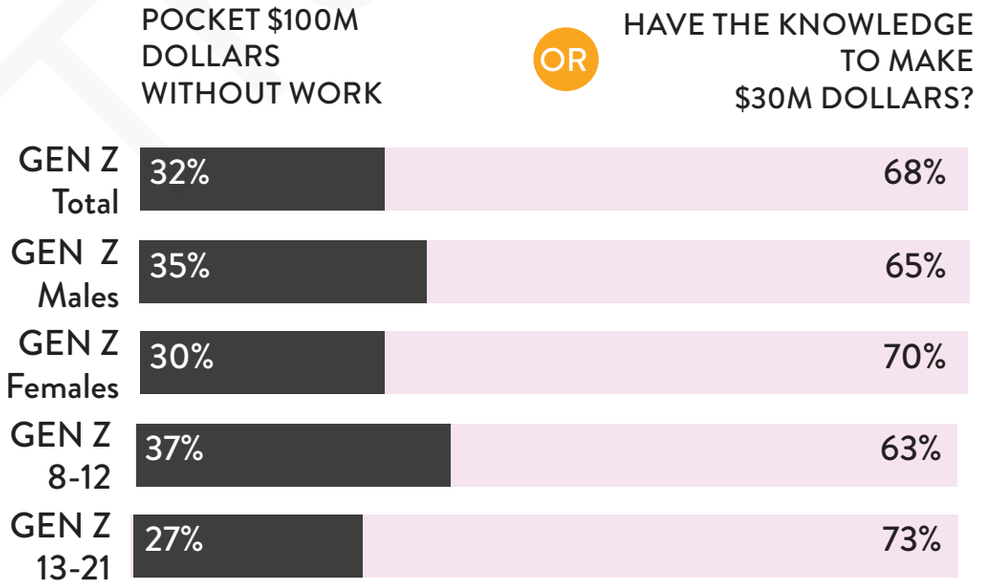

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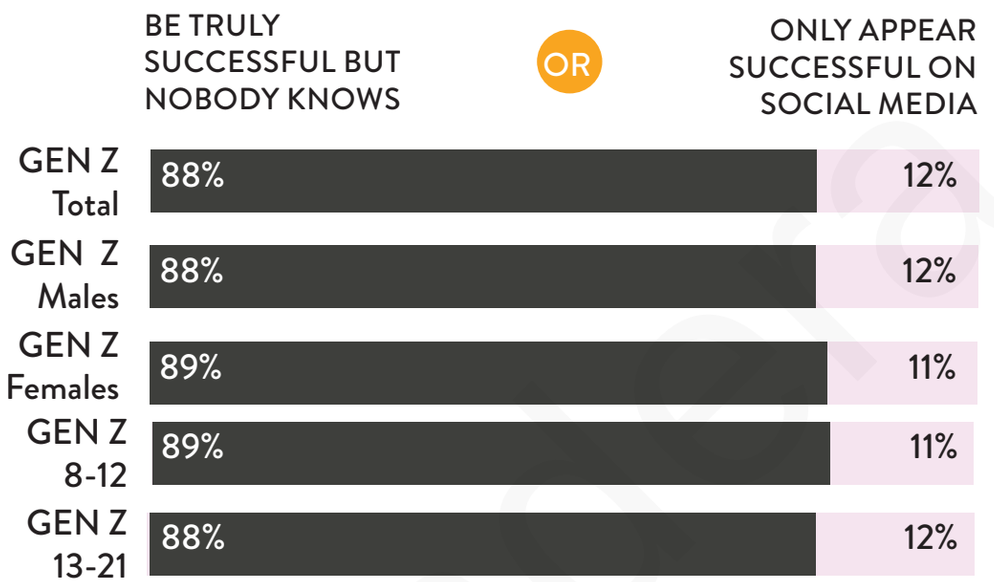

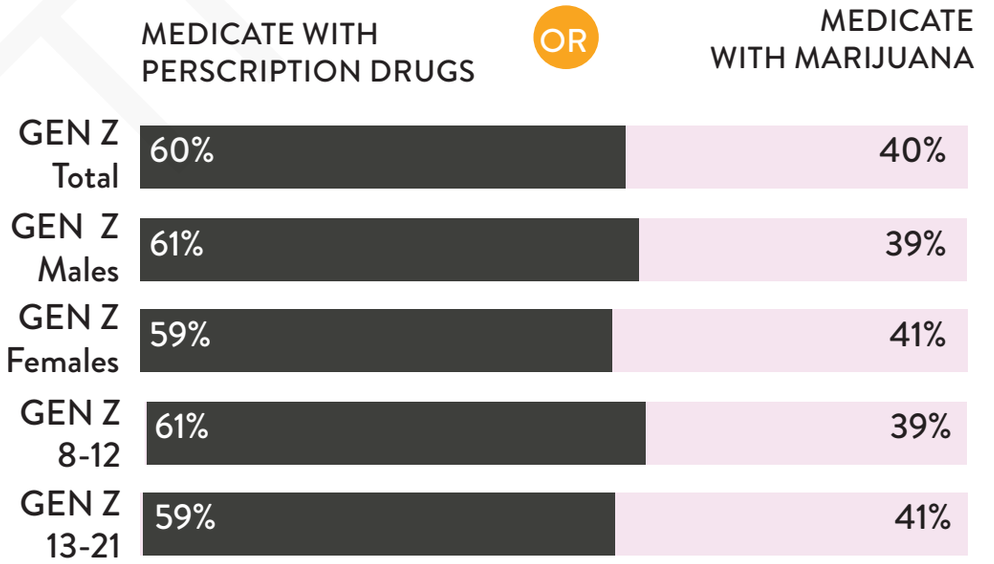

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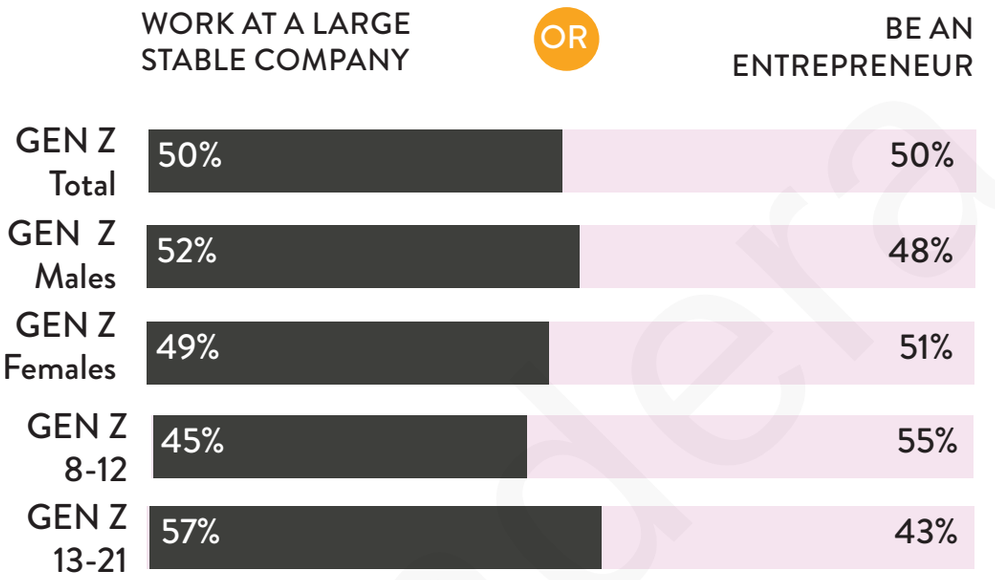

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HOW THEY DESCRIBE THEMSELVES

In my social circle, I am...
(Select one)

Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
The smart one	The one who goes with the flow	The caretaker	The smart one	The smart one
The one who goes with the flow	The smart one	The one who goes with the flow	The one who goes with the flow	The one who goes with the flow
The comedian	The caretaker	The smart one	The comedian	The caretaker
The one who stands out	The comedian	The comedian	The caretaker	The one who stands out
The trendy/cool one	The one who stands out	The rebel	The rebel	The comedian

Trends

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HOW THEY DESCRIBE THEIR GENERATION

How would you describe your generation in a feeling/mood? (Select up to five)

Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
Happy	Stressed	Stressed	Happy	Stressed
Curious	Overwhelmed	Overwhelmed	Curious	Curious
Crazy	Curious	Anxious	Hopeful	Overwhelmed
Stressed	Hopeful	Hopeful	Crazy	Happy
Hopeful	Passionate	Confident	Stressed	Passionate

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HOW THEY DESCRIBE OLDER GENERATIONS

How would you describe older generations in a feeling/mood? (Select up to five)

Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
Grateful	Grateful	Grateful	Grateful	Grateful
Stressed	Cynical	Content	Stressed	Calm
Happy	Content	Calm	Content	Happy
Calm	Motivated	Relaxed	Happy	Content
Motivated	Relaxed	Lonely	Confident	Relaxed

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WHAT DEFINES THEIR IDENTITY

How important are each of the following in defining your identity? Please rate, with 1 being not at all important and 5 being very important. (Rating scale question)

	Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
Career/grades	67%	53%	46%	60%	61%
Level of education	63%	59%	50%	61%	60%
Hobbies	58%	58%	42%	57%	53%
Age	43%	32%	31%	42%	36%
Religious/spiritual beliefs	43%	38%	44%	42%	42%
Gender	42%	42%	43%	43%	41%
How much money you have	40%	33%	31%	42%	32%
Children	40%	41%	51%	43%	41%
City/town where you grew up	40%	41%	32%	41%	37%
Partner/spouse	39%	54%	53%	43%	46%
Brands you like	38%	31%	21%	39%	28%
TV shows you watch	36%	27%	19%	34%	29%
Sexual orientation	34%	34%	40%	39%	31%
Nationality	33%	35%	30%	37%	30%
Race/ethnicity	30%	34%	26%	33%	28%
Social media profiles	28%	25%	8%	26%	22%
Political affiliation	23%	28%	28%	26%	24%

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HOW THEY COMPARE TO OLDER GENERATIONS

How do people your age compare to older generations? (Select all that apply)

MY GENERATION IS MORE

	Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
Concerned with having the latest technology	81%	83%	81%	79%	84%
Dependent on technology	81%	84%	85%	79%	85%
Tech savvy	80%	85%	82%	78%	85%
Accepting of differences	62%	72%	63%	61%	68%
Open-minded	61%	72%	66%	61%	67%
Multicultural	60%	65%	69%	60%	66%
Gender-fluid	60%	72%	64%	59%	67%
Sexually-fluid	59%	70%	68%	57%	69%
Rebellious	56%	60%	47%	52%	58%
Socially conscious	55%	63%	64%	57%	59%
Environmentally conscious	50%	65%	64%	54%	57%
Stressed	43%	52%	64%	43%	53%
Mean	37%	38%	41%	35%	40%
Smart	35%	32%	26%	35%	31%
Aware of what's going on in the world	33%	39%	41%	36%	35%
Healthy	31%	41%	42%	36%	35%

Trending

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HOW THEY COMPARE TO OLDER GENERATIONS

How do people your age compare to older generations?
(Select all that apply)

MY GENERATION IS LESS

	Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
Aware of what's going on in the world	42%	36%	30%	39%	39%
Healthy	40%	35%	34%	36%	39%
Mean	31%	28%	23%	31%	27%
Environmentally conscious	29%	19%	17%	23%	26%
Stressed	28%	17%	12%	28%	18%
Smart	25%	22%	26%	28%	22%
Socially conscious	24%	21%	13%	22%	22%
Accepting of differences	22%	15%	17%	19%	20%
Open-minded	20%	15%	13%	18%	17%
Rebellious	18%	16%	21%	22%	14%
Gender-fluid	18%	13%	14%	18%	14%
Sexually-fluid	18%	12%	11%	18%	13%
Multicultural	17%	13%	12%	17%	13%
Tech savvy	10%	7%	10%	11%	8%
Concerned with having the latest technology	8%	8%	8%	9%	7%
Dependent on technology	8%	6%	6%	9%	5%

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THEIR DAY TO DAY CONCERNS

Which, if any, of the following are concerns for you in your everyday life? (Select all that apply)

	Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
My family	66%	60%	56%	58%	68%
My friends	59%	34%	20%	42%	51%
Getting good grades	57%	16%	2%	36%	42%
My appearance	45%	30%	24%	32%	44%
Making enough money	42%	61%	51%	43%	52%
My physical health	41%	55%	63%	40%	55%
Figuring out who I am	38%	27%	12%	26%	36%
My weight	35%	42%	38%	28%	47%
Getting a good job	34%	34%	16%	28%	34%
Finding my purpose	34%	37%	25%	28%	38%
My mental health	34%	44%	37%	30%	42%
My love life	26%	42%	23%	24%	34%
Getting into college	26%	7%	2%	17%	19%
Popularity	22%	8%	3%	15%	17%
Bullying	22%	5%	5%	13%	17%
Performance at work	19%	43%	28%	24%	28%
Politics	13%	20%	22%	16%	16%
War	12%	14%	12%	11%	13%

Trending

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SIGNS OF SUCCESS

Which, if any, of the following do you consider to be signs of a successful life? (Select all that apply)

	Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
A happy family	64%	61%	70%	60%	69%
Helping other people	54%	49%	51%	44%	60%
Loving your job	51%	52%	38%	44%	54%
Freedom to live life as you please	49%	49%	56%	46%	54%
Being a good parent	48%	45%	54%	42%	54%
Having a job with purpose	45%	47%	38%	38%	50%
Making lots of money	45%	29%	21%	41%	34%
Finding your purpose	44%	45%	47%	37%	52%
A college degree	42%	27%	19%	31%	39%
Having successful kids	32%	29%	35%	29%	35%
Having kids	32%	31%	27%	28%	34%
Owning a big house	31%	18%	13%	24%	26%
Having lots of friends	31%	16%	15%	24%	25%
Finding your soulmate	30%	40%	34%	25%	41%
Getting married	30%	26%	18%	24%	30%
Traveling a lot	29%	32%	27%	25%	33%
Doing better financially than your parents	28%	22%	23%	26%	26%
Being involved in your community	28%	25%	31%	21%	36%

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SIGNS OF SUCCESS

Which, if any, of the following do you consider to be signs of a successful life? (Select all that apply)

	Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
A graduate degree	28%	19%	11%	22%	24%
Owning your own business	22%	20%	12%	21%	19%
A fancy car	19%	9%	5%	16%	13%
Luxury vacations	19%	13%	10%	16%	16%
Starting a company	19%	13%	11%	15%	17%
Being attractive	18%	10%	7%	13%	15%
Retiring early	16%	18%	25%	20%	17%
Being famous	15%	5%	3%	12%	10%
An attractive spouse	12%	8%	6%	10%	10%
A dream wedding	10%	6%	2%	5%	11%
Having lots of social media followers	10%	4%	2%	9%	6%
Owning designer apparel	8%	4%	2%	5%	7%

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THEIR DREAM JOB

Which, if any, of the following describes your dream job? (Select one)

Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
General contractor	General contractor	Athlete	Doctor	General contractor
Doctor	Teacher	Celebrity	Musician/singer	Athlete
Gamer	Athlete	General contractor	Teacher	Gamer
Engineer	Doctor	Teacher	General contractor	Celebrity
Musician/singer	YouTuber	Gamer	Entrepreneur	YouTuber

FULL LIST:

actor, architect, artist, astronaut, athlete, blogger/vlogger, celebrity, chef, doctor, engineer, entrepreneur, filmmaker, firefighter, gamer, general contractor, investment banker, lawyer, makeup artist, musician/singer, not working, partner/homemaker, policeman, politician, scientist, social media personality (Instagram, Snapchat, etc.), streamer (gaming), teacher, tech developer, writer, YouTuber

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ATTITUDINAL STATEMENTS

Which, if any, of the following statements do you agree with? (Select all that apply)

	Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
People my age should be nicer to one another	63%	55%	53%	54%	66%
I think the world is becoming a scarier place	57%	53%	42%	47%	60%
It's up to my generation to change the world for the better	54%	54%	67%	48%	64%
There's no one right way to live	46%	56%	45%	43%	53%
Everyone should discover and live their truth	45%	44%	38%	39%	48%
A college education isn't necessary to be successful today	32%	27%	19%	30%	28%
I will be more successful than my parents	32%	37%	35%	33%	33%
Most people cannot be trusted	29%	43%	32%	34%	31%
Smoking marijuana isn't as big of a deal as it used to be	26%	36%	39%	29%	32%
Sex isn't as big a deal as it used to be	20%	27%	27%	22%	24%
Most people can be trusted	16%	15%	7%	15%	13%
My experiences online make me feel good about myself	15%	15%	16%	15%	15%
I think the world is becoming a better place	9%	7%	4%	8%	6%

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WHAT'S IMPORTANT TO THEM

How important is it/was it for you to do each of the following:
Summary - Very important
(Select one for each)

	Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
Get your driver's license	78%	69%	72%	71%	79%
Own a house	73%	57%	37%	63%	64%
Have a successful career	72%	67%	53%	64%	72%
Work at a job that gives you purpose	70%	64%	58%	64%	69%
Get a college degree	65%	58%	47%	56%	66%
Get married	53%	40%	27%	49%	43%
Make lots of money	46%	53%	42%	43%	51%
Have children	43%	43%	47%	38%	49%
Work for yourself	40%	26%	20%	29%	37%
Vocalize my values and beliefs to others	38%	34%	20%	37%	32%
Retire early	23%	27%	25%	27%	21%
Buy brands that are socially responsible	19%	17%	12%	18%	17%

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WHAT'S NOT IMPORTANT TO THEM

How important is it/was it for you to do each of the following:
Summary - Not at all important
(Select one for each)

	Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
Buy brands that are socially responsible	32%	28%	42%	35%	31%
Retire early	27%	26%	21%	23%	29%
Work for yourself	22%	27%	32%	21%	28%
Get married	18%	22%	25%	22%	17%
Vocalize my values and beliefs to others	16%	17%	19%	19%	15%
Have children	15%	25%	32%	23%	17%
Get a college degree	7%	13%	21%	13%	8%
Make lots of money	7%	11%	19%	10%	10%
Own a house	5%	8%	9%	8%	5%
Get your driver's license	4%	9%	5%	7%	4%
Work at a job that gives you purpose	4%	4%	7%	5%	4%
Have a successful career	2%	6%	10%	4%	5%

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WHAT THEY CONSIDER ACCEPTABLE

For each of the following, check whether you think it should be considered acceptable or unacceptable in society today: Summary - Acceptable (Select one for each)

	Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
Eating meat	95%	92%	97%	94%	95%
Drinking soda	88%	86%	89%	88%	88%
Eating fast food	88%	84%	85%	88%	85%
Not having children	86%	86%	88%	83%	90%
People living togeth without being married	80%	84%	78%	79%	82%
Taking out loans for school	79%	82%	82%	77%	82%
Tattoos/piercings	76%	84%	71%	72%	81%
Transgender rights	70%	77%	63%	65%	75%
People having a baby without being married	68%	75%	64%	64%	74%
Same-sex marriage	67%	74%	65%	61%	75%
Owning guns	66%	65%	68%	70%	63%
Not going to college	64%	73%	75%	66%	70%
Cursing/swearing	53%	69%	47%	56%	55%
Smoking marijuana	43%	61%	49%	48%	48%
Vaping e-cigarettes	36%	46%	39%	41%	36%
Sharing homework/test answers	29%	32%	20%	32%	25%
Unregulated immigration	29%	28%	20%	27%	27%
Drinking under age 21	27%	40%	27%	30%	30%
Smoking cigarettes	24%	39%	28%	31%	24%
Taking prescription drugs recreationally	13%	19%	10%	17%	11%

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WHAT THEY CONSIDER UNACCEPTABLE

For each of the following, check whether you think it should be considered acceptable or unacceptable in society today: Summary - Unacceptable (Select one for each)

	Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
Taking prescription drugs recreationally	87%	81%	91%	83%	89%
Smoking cigarettes	76%	61%	72%	69%	76%
Drinking under age 21	73%	60%	73%	70%	70%
Unregulated immigration	71%	72%	80%	73%	73%
Sharing homework/test answers	71%	68%	80%	68%	75%
Vaping e-cigarettes	64%	54%	62%	59%	64%
Smoking marijuana	57%	39%	51%	52%	53%
Cursing/swearing	47%	31%	53%	44%	45%
Not going to college	36%	27%	25%	34%	30%
Owning guns	34%	35%	33%	30%	37%
Same-sex marriage	33%	26%	36%	39%	25%
People having a baby without being married	32%	25%	36%	36%	26%
Transgender rights	30%	23%	37%	35%	25%
Tattoos/piercings	24%	16%	30%	28%	19%
Taking out loans for school	21%	18%	18%	23%	18%
People living togeth without being married	20%	16%	23%	21%	18%
Not having children	14%	14%	12%	17%	10%
Eating fast food	12%	16%	16%	12%	16%
Drinking soda	12%	14%	12%	12%	13%
Eating meat	5%	8%	3%	6%	5%

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LABELS THEY IDENTIFY WITH

Do you consider yourself...: Summary - Yes
(Matrix question)

	Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
Heterosexual	80%	83%	93%	82%	84%
Ambitious	77%	74%	63%	73%	75%
Patriotic	64%	53%	69%	66%	59%
Progressive	63%	69%	59%	60%	67%
Traditional	62%	63%	73%	65%	64%
Eco-conscious	58%	63%	56%	55%	62%
Spiritual	57%	58%	62%	54%	61%
Religious	51%	42%	46%	48%	49%
Priviledged	48%	50%	34%	43%	49%

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STATEMENTS ON RACE

Which, if any, of the following statements do you agree with? (Select all that apply)

	Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
I have friends who are a different race than I am	72%	69%	73%	66%	77%
Racism still exists in the U.S. today	69%	73%	73%	65%	76%
It's important to understand people who come from different backgrounds	65%	67%	72%	61%	72%
I am proud to identify with my race	47%	32%	41%	41%	45%
Race relations are improving, but we still have a long way to go	42%	45%	38%	39%	45%
It's ok to have racial preferences in dating	40%	38%	47%	39%	42%
I don't know what cultural appropriation is	34%	16%	24%	29%	27%
We haven't done enough to foster equality among different racial groups	32%	35%	33%	27%	39%
People today define themselves primarily by their race	22%	23%	20%	23%	21%
Race is a social construct	19%	24%	14%	19%	19%
It's important to call out privilege when it comes to race, gender, or sexual orientation	18%	21%	18%	15%	21%
Cultural appropriation is insensitive and should be stopped	15%	19%	12%	13%	17%
Cultural appropriation isn't as offensive as the media says	12%	14%	14%	14%	12%
Race relations have never been better in the U.S. than they are right now	11%	12%	8%	14%	7%

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STATEMENTS ON GENDER

Which, if any, of the following statements do you agree with? (Select all that apply)

	Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
I am proud to identify with my gender	51%	38%	44%	41%	52%
Gender is determined by your biology	46%	35%	51%	51%	39%
People should be able to express their gender however they want	45%	49%	40%	37%	53%
It's important to understand people who don't identify as male or female	33%	39%	31%	26%	42%
It's more acceptable to be transgender than ever before	31%	36%	35%	30%	35%
It's easier in today's society to be male rather than female	25%	26%	21%	19%	30%
We haven't done enough to foster equality among different genders	24%	31%	27%	19%	32%
People should stick to traditional expectations about the genders	21%	17%	21%	25%	16%
People today define themselves primarily by their gender	19%	14%	11%	16%	18%
Gender is a social construct	16%	22%	10%	14%	18%
I have friends who are transgender	14%	20%	13%	10%	20%
It's easier in today's society to be female rather than male	8%	9%	6%	11%	5%

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THEIR SEXUAL ORIENTATION

Which, if any, of the following best describes your sexual orientation? (Select one)

	Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
Heterosexual (straight)	86%	86%	93%	91%	84%
Unsure/still figuring it out	5%	0%	1%	2%	4%
Bisexual	4%	7%	2%	3%	5%
Prefer not to answer	3%	1%	1%	2%	2%
Pansexual	1%	1%	2%	1%	2%
Homosexual (gay, lesbian)	1%	3%	3%	2%	2%
Asexual	1%	1%	0%	0%	1%

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WHAT THEY LIKE TO DO IN THEIR FREE TIME

Which, if any, of the following do you like to do in your free time? (Select all that apply)

	Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
Listening to music	61%	61%	54%	53%	66%
Watching TV shows	59%	57%	60%	54%	63%
Watching movies	58%	57%	53%	54%	60%
Watching YouTube videos	58%	41%	26%	50%	47%
Spending time with family	56%	55%	57%	46%	65%
Playing video games	51%	36%	28%	56%	32%
Going to the movies	47%	44%	36%	40%	49%
Reading	46%	44%	47%	36%	55%
Taking pictures	36%	35%	28%	23%	45%
Shopping	34%	37%	34%	22%	47%
Browsing social media	33%	39%	25%	25%	41%
Playing sports	32%	27%	22%	38%	20%
Cooking/baking	31%	42%	37%	22%	47%
Binge watching shows or movies	31%	44%	28%	25%	41%
Browsing on Facebook	29%	43%	39%	25%	43%
Browsing on Instagram	25%	28%	10%	15%	32%
Traveling	25%	43%	51%	28%	38%
Browsing on Snapchat	24%	20%	3%	13%	26%
Trying new restaurants	23%	39%	33%	22%	34%
Watching videos online (not on YouTube)	23%	24%	10%	21%	21%
Posting on Snapchat	22%	16%	1%	12%	22%

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WHAT THEY DO IN THEIR FREE TIME

Which, if any, of the following do you like to do in your free time? (Select all that apply)

	Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
Crafting	21%	21%	22%	9%	34%
Homework	20%	9%	2%	11%	18%
Camping	19%	20%	13%	17%	20%
Facetiming friends	19%	10%	5%	11%	19%
Posting on Instagram	19%	17%	3%	10%	22%
Posting on Facebook	19%	27%	21%	16%	26%
Watching live streams	18%	10%	7%	18%	11%
Painting	18%	13%	4%	7%	21%
Exercising at the gym	18%	28%	24%	20%	22%
Hiking	17%	25%	21%	17%	22%
Writing/journaling	16%	16%	8%	9%	20%
Trying new makeup	15%	12%	8%	2%	24%
Making videos	14%	7%	2%	10%	11%
Taking videos	13%	9%	5%	9%	13%
Thrifting	10%	17%	13%	6%	18%
Cycling	10%	12%	10%	13%	8%
Browsing on Musical.ly	10%	5%	2%	6%	9%
Listening to podcasts	7%	13%	10%	9%	8%
Meditating	5%	10%	7%	5%	8%
Practicing yoga	5%	9%	7%	2%	11%
Blogging	4%	6%	4%	4%	5%
Posting on Musical.ly	1%	0%	0%	0%	1%

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HOW THEY WOULD SPEND $100

If you were given $100, what, if any, of the following would you spend it on? (Select one)

	Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
Save it for the future	20%	23%	24%	19%	24%
Save it for a bigger purchase	14%	19%	20%	15%	17%
Video games	13%	6%	2%	18%	2%
Technology (devices, gadgets, etc.)	10%	5%	2%	11%	4%
Clothes	10%	7%	10%	5%	13%
Gifts for others	4%	6%	5%	5%	5%
Travel	4%	11%	12%	6%	8%
Eating out at a restaurant	4%	9%	14%	6%	7%
Books	3%	2%	1%	2%	3%
Event (concert, sports, etc.)	3%	3%	4%	3%	3%
Cosmetics	2%	2%	0%	0%	3%
Music	2%	0%	1%	2%	1%
Movies	2%	2%	0%	2%	1%
Beauty treatment (massage, facial, nails, etc.)	1%	2%	2%	0%	3%
Apps	1%	0%	1%	1%	0%
Exercise class	1%	0%	0%	0%	0%

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WHERE THEY GET THEIR INFORMATION

Who/what do you look to for new ideas and information on the things you care about?
(Select all that apply)

	Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
Friends	48%	44%	39%	39%	51%
Family	47%	43%	36%	40%	48%
YouTube	46%	28%	20%	40%	35%
Websites	31%	34%	46%	35%	33%
Facebook	22%	28%	21%	21%	25%
TV shows	20%	16%	12%	17%	19%
In-person shopping in retail stores	19%	19%	21%	18%	20%
Instagram	17%	18%	5%	9%	21%
Social media influencers	16%	13%	3%	11%	15%
Online product reviews	16%	23%	24%	18%	19%
Pinterest	15%	16%	19%	6%	26%
Mass retailer websites (Amazon, eBay, etc.)	15%	19%	19%	15%	18%
TV ads	14%	8%	7%	12%	11%

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WHERE THEY GET THEIR INFORMATION

Who/what do you look to for new ideas and information on the things you care about?
(Select all that apply)

	Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
Snapchat	13%	8%	1%	7%	13%
Apps	12%	8%	7%	10%	11%
Magazines (print)	9%	11%	14%	9%	12%
Brand websites (Levis, Benefit, etc.)	9%	12%	9%	10%	10%
Celebrities	9%	3%	3%	5%	8%
Blogs	7%	10%	6%	6%	9%
Radio	7%	9%	5%	7%	7%
Sales help in retail stores	6%	9%	5%	6%	7%
Emails from stores	5%	11%	7%	5%	8%
Catalogues	5%	2%	4%	4%	4%
None of these	5%	8%	8%	5%	7%
Industry experts	4%	9%	6%	6%	5%
Magazine websites	4%	6%	6%	4%	6%
Mailings from stores	4%	6%	7%	4%	6%
Home shopping (QVC, HSN, etc.)	2%	3%	2%	3%	2%

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DEVICES THEY OWN AND USE

Which, if any, of the following devices do you personally own and use? (Select all that apply)

	Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
TV	53%	62%	75%	57%	60%
Laptop computer	53%	70%	64%	56%	61%
iPhone	40%	48%	48%	38%	48%
Android Phone (HTC One, Motorola Droid, etc.)	35%	42%	42%	40%	36%
Desktop computer	32%	37%	59%	40%	35%
iPad	30%	34%	38%	34%	31%
Other tablet	18%	12%	19%	18%	16%
Kindle	17%	14%	15%	13%	19%
Samsung Galaxy	14%	21%	19%	14%	18%
Portable Bluetooth speaker (Jawbone JAM-BOX, Beats Pill, etc.)	12%	16%	15%	13%	14%
iPod touch	11%	8%	11%	8%	13%
Fitness band (FitBit, Jawbone UP, etc.)	8%	15%	17%	9%	13%
Smart watch	6%	10%	7%	7%	7%
Virtual reality headset (Oculus Rift, HTV Vive, Samsung Gear VR, etc.)	5%	6%	3%	6%	4%
Non-smartphone	4%	3%	3%	4%	3%

Trends

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APPS THEY USE DAILY

What apps do you use every day on your smartphone? (Select all that apply)

	Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
YouTube	60%	46%	28%	56%	47%
Facebook	40%	62%	52%	39%	55%
Email	36%	59%	64%	39%	52%
Instagram	35%	39%	14%	23%	41%
Snapchat	34%	30%	5%	22%	35%
Netflix	32%	25%	9%	25%	27%
Safari/internet browser	26%	33%	30%	24%	32%
SMS Text	24%	39%	28%	24%	33%
FaceTime	17%	16%	7%	13%	16%
Pinterest	15%	19%	12%	6%	24%
Google Maps	14%	25%	25%	16%	21%
Musical.ly	8%	2%	1%	4%	8%
Skype	7%	9%	6%	9%	6%
Starbucks	7%	13%	8%	7%	10%
News	7%	15%	22%	13%	9%
WhatsApp	5%	10%	7%	7%	6%
Apple Maps	4%	7%	3%	4%	6%
Waze	2%	5%	6%	3%	4%
Apple Health	2%	5%	2%	3%	3%
Apple Wallet/Pay	2%	3%	4%	3%	2%

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TEXT ETIQUETTE

In general, how long do you feel you have to text someone back before it is considered rude?
(Select one)

	Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
6-30 minutes	27%	27%	24%	25%	27%
2-5 minutes	18%	13%	12%	17%	14%
1-5 hours	16%	20%	23%	17%	20%
31-60 minutes	14%	14%	12%	13%	14%
5-24 hours	10%	14%	12%	11%	11%
1-3 days	5%	8%	9%	6%	7%
1 minute or less	5%	2%	2%	5%	2%
One week or longer	4%	3%	6%	4%	4%
4-7 days	2%	0%	2%	2%	1%

Trends

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PLATFORMS THEY HAVE ACCOUNTS FOR

For which, if any, of the following platforms do you have an account? (Select all that apply)

	Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
YouTube	59%	64%	43%	59%	56%
Facebook	56%	81%	78%	59%	71%
Instagram	46%	53%	25%	33%	54%
Snapchat	44%	43%	12%	32%	45%
Twitter	30%	47%	35%	32%	37%
Pinterest	28%	38%	30%	13%	48%
kik	17%	8%	5%	13%	13%
Tumblr	13%	15%	5%	7%	17%
Musical.ly	13%	3%	1%	4%	13%
Twitch	7%	9%	1%	10%	4%
House Party	3%	2%	0%	1%	3%

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PLATFORMS THEY SPEND THE MOST TIME ON

Which platform do you spend the most time on?
(Base: Have account(s) on at least one of the listed platforms)
(Select one)

	Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
YouTube	36%	21%	17%	42%	17%
Facebook	25%	47%	63%	31%	42%
Snapchat	14%	9%	1%	8%	12%
Instagram	11%	12%	6%	7%	13%
Twitter	4%	6%	7%	6%	4%
Pinterest	4%	4%	7%	2%	7%
Musical.ly	4%	0%	0%	1%	3%
Tumblr	2%	2%	0%	1%	2%
kik	0%	0%	0%	1%	0%
Twitch	0%	0%	0%	0%	0%
House Party	0%	0%	0%	0%	0%

Trending

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WHAT'S GETTING MORE POPULAR

For each of the following, please check whether they have been getting more or less popular within the past year among people your age:
Summary - More popular among people my age
(Base: Have account(s) on at least one of the listed platforms)
(Select one for each)

	Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
YouTube	69%	52%	36%	62%	56%
Snapchat	68%	63%	31%	58%	64%
Instagram	60%	62%	38%	52%	62%
Gaming	56%	45%	23%	58%	38%
Snapchat streaks	55%	42%	12%	41%	48%
Editing pictures	47%	49%	29%	40%	48%
Social media celebrities	47%	45%	18%	40%	43%
Twitter	44%	49%	34%	44%	43%
Facebook	40%	47%	35%	41%	41%
Musical.ly	31%	23%	7%	24%	26%
Pinterest	30%	41%	30%	26%	39%
Tumblr	22%	29%	6%	22%	20%
Twitch	22%	29%	6%	28%	14%
eSports	21%	29%	14%	32%	13%
Podcasts	21%	36%	30%	28%	24%

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WHAT'S GETTING LESS POPULAR

For each of the following, please check whether they have been getting more or less popular within the past year among people your age:
Summary - Less popular among people my age
(Base: Have account(s) on at least one of the listed platforms)
(Select one for each)

	Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
Facebook	32%	21%	20%	26%	29%
Podcasts	28%	18%	13%	24%	22%
Pinterest	28%	13%	15%	26%	18%
Tumblr	22%	15%	18%	20%	19%
Twitter	21%	12%	17%	19%	17%
eSports	20%	12%	11%	18%	16%
Musical.ly	19%	12%	12%	17%	15%
Editing pictures	16%	10%	10%	16%	12%
Social media celebrities	15%	12%	23%	17%	15%
Twitch	14%	8%	10%	13%	11%
Gaming	12%	13%	16%	11%	15%
Instagram	11%	7%	14%	13%	8%
Snapchat streaks	11%	6%	13%	12%	8%
Snapchat	10%	7%	13%	11%	9%
YouTube	7%	10%	12%	9%	8%

Trends

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STATEMENTS ON SOCIAL MEDIA

For each of the following, please complete the statement with the appropriate social media platform.
(Select one for each row)

THEY ARE MOST LIKELY TO FOLLOW BRANDS ON

	Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
Instagram	22%	19%	5%	12%	24%
Facebook	20%	30%	28%	26%	22%
YouTube	16%	5%	4%	16%	7%
Pinterest	6%	7%	8%	4%	10%
Twitter	5%	9%	6%	7%	5%
Snapchat	3%	3%	1%	2%	3%
Musical.ly	1%	1%	1%	1%	1%

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STATEMENTS ON SOCIAL MEDIA

For each of the following, please complete the statement with the appropriate social media platform.
(Select one for each row)

THEY ARE MOST LIKELY TO POST ON

	Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
Facebook	29%	41%	55%	31%	40%
Instagram	18%	18%	6%	12%	19%
Snapchat	14%	10%	2%	11%	12%
YouTube	7%	4%	3%	9%	2%
Musical.ly	4%	1%	1%	2%	4%
Twitter	3%	8%	3%	5%	4%
Pinterest	3%	3%	2%	3%	3%

Trends

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STATEMENTS ON SOCIAL MEDIA

For each of the following, please complete the statement with the appropriate social media platform.
(Select one for each row)

WHEN THEY ARE BORED THEY HEAD TO

	Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
YouTube	39%	22%	21%	42%	23%
Facebook	17%	37%	42%	19%	32%
Instagram	11%	13%	7%	8%	14%
Snapchat	9%	6%	1%	7%	8%
Pinterest	5%	6%	5%	3%	7%
Twitter	4%	4%	4%	4%	3%
Musical.ly	3%	2%	1%	2%	3%

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STATEMENTS ON SOCIAL MEDIA

For each of the following, please complete the statement with the appropriate social media platform.
(Select one for each row)

WHEN THEY WANT TO BE INSPIRED THEY VISIT

	Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
YouTube	30%	17%	15%	33%	15%
Pinterest	20%	26%	23%	8%	35%
Instagram	12%	13%	6%	9%	14%
Facebook	11%	13%	16%	12%	12%
Snapchat	3%	3%	1%	4%	2%
Musical.ly	3%	1%	0%	1%	3%
Twitter	2%	3%	2%	4%	1%

Trends

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STATEMENTS ON SOCIAL MEDIA

For each of the following, please complete the statement with the appropriate social media platform.
(Select one for each row)

WHEN THEY WANT TO CHECK IN WITH FRIENDS THEY VISIT

	Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
Facebook	33%	55%	59%	37%	48%
Snapchat	19%	10%	1%	11%	16%
Instagram	13%	9%	3%	9%	12%
YouTube	4%	2%	2%	6%	1%
Twitter	3%	3%	2%	4%	1%
Musical.ly	2%	1%	0%	1%	2%
Pinterest	2%	2%	1%	3%	1%

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STATEMENTS ON SOCIAL MEDIA

For each of the following, please complete the statement with the appropriate social media platform.
(Select one for each row)

WHEN THEY WANT TO HEAR ABOUT THE WORLD THEY VISIT

	Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
Facebook	33%	43%	36%	28%	43%
YouTube	18%	8%	8%	19%	9%
Instagram	7%	7%	2%	5%	7%
Twitter	7%	10%	10%	8%	8%
Snapchat	5%	3%	2%	4%	4%
Musical.ly	1%	1%	1%	1%	1%
Pinterest	1%	1%	0%	2%	1%

Trends

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STATEMENTS ON SOCIAL MEDIA

For each of the following, please complete the statement with the appropriate social media platform.
(Select one for each row)

WHEN THEY WANT TO LAUGH THEY VISIT

	Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
YouTube	49%	30%	32%	46%	38%
Facebook	15%	24%	28%	17%	22%
Instagram	8%	11%	3%	7%	9%
Snapchat	6%	8%	3%	5%	7%
Twitter	4%	5%	4%	5%	4%
Pinterest	3%	3%	1%	2%	3%
Musical.ly	2%	0%	0%	1%	2%

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THEIR FAVORITE TYPES OF ENTERTAINMENT

Which of the following types of entertainment are your favorite? (Select up to 5)

	Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
Movies	54%	61%	59%	53%	60%
Streamed shows (e.g. Netflix, Hulu, Amazon Prime, YouTube, etc.)	52%	55%	37%	43%	57%
Music	47%	45%	41%	36%	55%
Video games	46%	34%	17%	53%	24%
Short online videos (e.g. YouTube, Vimeo, etc.)	45%	28%	16%	37%	36%
Smartphone games	33%	25%	20%	27%	31%
Cable TV shows	25%	34%	35%	24%	33%
Sports games/highlights	14%	24%	29%	30%	8%
Live events	9%	14%	15%	10%	12%
The news	8%	13%	23%	12%	12%
Live streams (not TV shows)	8%	7%	4%	9%	5%
Premium TV shows (e.g. HBO, Showtime, etc.)	8%	18%	19%	13%	10%
Quizzes	7%	7%	8%	5%	10%
Podcasts	3%	8%	9%	6%	5%

Trends

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PAID SUBSCRIPTIONS

Which, if any, of the following do you/does your household have paid subscriptions for? (Select all that apply)

	Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
Netflix	72%	66%	50%	64%	70%
Amazon Prime	39%	45%	37%	36%	44%
Cable/satellite TV	37%	38%	47%	37%	41%
Hulu	24%	28%	14%	23%	24%
Xbox Live	15%	12%	8%	16%	10%
HBO	15%	21%	25%	19%	17%
Showtime	9%	11%	15%	12%	8%
YouTube Red	5%	3%	2%	5%	3%
Sports	4%	6%	5%	7%	3%
Sling TV	3%	4%	2%	4%	2%
Watch ESPN	2%	5%	3%	4%	2%
Sony Vue	2%	3%	1%	3%	1%
Twitch Prime	1%	2%	1%	2%	0%

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TIME SPENT WATCHING VARIOUS VIDEO CONTENT

Think about all the time you spend watching videos during the day. What percent of that time do you spend watching each type of content below? (Drop down for each, 0-100)

	Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
YouTube	26.9	15.1	12.1	26.7	16.8
Netflix	22.6	22.6	13.2	17.3	24.7
Live TV (i.e. TV network shows as they air)	17.0	20.0	35.9	21.8	20.0
Catch-up/On Demand TV (i.e. TV networks shows in-season)	6.5	10.1	12.7	6.8	9.9
Snapchat videos/stories	5.1	3.2	1.5	3.4	4.8
Hulu	4.5	6.2	2.8	4.3	4.8
Instagram videos/stories	4.3	3.9	1.7	3.2	4.4
Amazon Prime	3.3	5.8	3.3	3.9	3.8
Premium TV (e.g. HBO, Showtime, etc.)	2.5	4.7	5.9	3.9	3.1
Twitch	1.2	1.2	0.4	1.6	0.6

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HOW THEY DECIDE TO WATCH A VIDEO

How do you decide whether a video is worth watching? (Select all that apply)

	Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
It's a topic I'm interested in	58%	55%	59%	56%	58%
It's on a channel I like	38%	34%	26%	35%	35%
My friends have watched it	36%	27%	19%	27%	35%
It's created by someone I like	34%	29%	19%	30%	31%
The title	34%	28%	30%	33%	30%
It's a suggested video	28%	22%	13%	24%	24%
The popularity (number of views/trending online)	25%	23%	13%	21%	25%
It shows up in my social media feed	21%	22%	11%	15%	24%
It looks like it will answer a question I have	19%	23%	19%	19%	21%
The thumbnail picture	19%	17%	9%	17%	17%
The caption	18%	21%	15%	15%	22%
It's created by a brand I like	16%	13%	9%	15%	13%
It's a featured video	15%	15%	8%	16%	11%
It's part of an article I'm reading	9%	18%	18%	10%	15%
A celebrity shares it	6%	7%	3%	6%	5%

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STATEMENTS ON FAME / CELEBRITY

Please check which, if any, of the following statements about celebrities you agree with.
(Select all that apply)

	Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
These days, you don't have to have talent to be famous	47%	53%	47%	45%	51%
These days, there are celebrities for everything	42%	48%	42%	40%	46%
People my age are more influenced by online stars than traditional actors and actresses	40%	36%	9%	33%	36%
It's easier to be famous today than it was in years past	37%	39%	42%	37%	39%
Being famous is just winning a popularity contest	23%	29%	29%	25%	25%
The celebrities I love are relatable and seem just like me	20%	13%	9%	14%	19%
The celebrities I love are aspirational; I wish I could be like them	18%	14%	5%	11%	18%
If I wanted to become an online celebrity, I would know what to do	14%	12%	4%	12%	12%
I have given money online to support content creators I like	4%	7%	5%	6%	3%

Trends

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CHANNELS / NETWORKS WITH THEIR FAVORITE SHOWS

Which, if any, of the following has your favorite TV shows right now? (Select up to three)

Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
Netflix	Netflix	CBS	Netflix	Netflix
YouTube	ABC	ABC	YouTube	ABC
Cartoon Network	HBO	Netflix	Cartoon Network	YouTube
Disney	YouTube	HBO	ABC	Disney
ABC	AMC	NBC	HBO	Hulu

FULL LIST:

A&E, ABC, Amazon Prime, AMC, Animal Planet, BBC America, BET, Boomerang, Bravo, Cartoon Network, CBS, Cinemax, CMT, CNBC, CNN, Comedy Central, Discovery Channel, Disney, Disney XD, E!, Encore, ESPN, ESPN 2, Food Network, Fox, Fox News Channel, Freeform, Fuel TV, Fuse, FX, GAC, Hallmark Channel, HBO, HGTV, History, HSN, Hulu, IFC, Investigation Discovery, ION, Lifetime, Military Channel, MSNBC, MTV, MTV2, Nat Geo Wild, National Geographic, NBC, Netflix, Nick Jr., Nickelodeon, OWN, Oxygen, PBS, QVC, Showtime, Sling TV, Spike, TV, Starz, Style, Sundance, SyFy, TBS, TCM, Teen Nick, Telemundo, The CW, The Weather Channel, TLC, TMC, TNT, TruTV, TV Land, Univision, USA, VH1, VH1 Classic, YouTube

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FAVORITE REALITY TV SHOWS

What are some of your favorite reality shows?
(Select up to two)

Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
America's Got Talent	America's Got Talent	Shark Tank	Pawn Stars	America's Got Talent
The Voice	Pawn Stars	Pawn Stars	America's Got Talent	The Voice
Chopped	Shark Tank	Amazing Race	Shark Tank	Chopped
Shark Tank	Chopped	Survivor	Survivor	Fixer Upper
Pawn Stars	Amazing Race	Fixer Upper	Amazing Race	Amazing Race

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FAVORITE SCRIPTED TV SHOWS

What are some of your favorite scripted shows?
(Select up to two)

Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
13 Reasons Why	The Big Bang Theory	The Big Bang Theory	The Big Bang Theory	Modern Family
Family Guy	Modern Family	NCIS	Family Guy	Grey's Anatomy
The Big Bang Theory	Grey's Anatomy	Modern Family	NCIS	The Big Bang Theory
The Walking Dead	Orange is the New Black	The Walking Dead	The Walking Dead	13 Reasons Why
The Simpsons	Game of Thrones	Game of Thrones	Agents of S.H.I.E.L.D.	The Walking Dead

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WHY THEY WATCH CABLE

Which, if any, form of entertainment are you most likely to watch if you want to...: Summary - TV Show - Cable (Select one for each)

	Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
Watch something with the family	40%	36%	48%	38%	43%
Keep up with what is going on in the world	35%	42%	51%	41%	37%
Stay in the know	27%	34%	49%	32%	32%
Fall asleep	27%	30%	32%	28%	28%
Pass the time	19%	29%	39%	24%	26%
Learn	18%	23%	35%	22%	22%
Watch something with friends	18%	22%	35%	23%	21%
Have something to talk about with friends	18%	21%	33%	21%	21%
Laugh	17%	24%	40%	22%	24%
Relieve boredom	16%	27%	39%	21%	24%
Relieve stress	15%	24%	36%	20%	21%
Be scared	14%	14%	17%	17%	13%
Cry	13%	16%	17%	15%	14%

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WHY THEY STREAM CONTENT

Which, if any, form of entertainment are you most likely to watch if you want to...: Summary - TV Show - Streamed (e.g. Netflix) (Select one for each)

	Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
Watch something with friends	48%	54%	26%	38%	52%
Watch something with the family	45%	47%	27%	40%	44%
Be scared	40%	42%	24%	32%	43%
Have something to talk about with friends	34%	44%	20%	28%	41%
Cry	34%	35%	18%	24%	39%
Relieve stress	33%	42%	26%	29%	38%
Pass the time	32%	41%	24%	27%	38%
Relieve boredom	32%	41%	24%	26%	39%
Laugh	29%	39%	20%	28%	32%
Fall asleep	25%	30%	13%	21%	28%
Learn	19%	22%	8%	19%	17%
Stay in the know	15%	19%	7%	15%	14%
Keep up with what is going on in the world	10%	14%	6%	10%	10%

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WHY THEY STREAM SHORT ONLINE VIDEOS

Which, if any, form of entertainment are you most likely to watch if you want to...: Summary - Short Online Video (e.g. YouTube) (Select one for each)

	Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
Laugh	47%	26%	20%	40%	36%
Learn	47%	35%	33%	42%	41%
Relieve boredom	42%	23%	20%	38%	30%
Pass the time	39%	20%	22%	38%	27%
Stay in the know	33%	19%	12%	27%	26%
Have something to talk about with friends	33%	17%	13%	33%	20%
Relieve stress	32%	18%	14%	28%	23%
Keep up with what is going on in the world	31%	20%	11%	26%	24%
Watch something with friends	22%	9%	6%	21%	12%
Fall asleep	16%	11%	6%	15%	12%
Be scared	12%	6%	3%	12%	7%
Cry	12%	6%	5%	10%	9%
Watch something with the family	7%	5%	3%	8%	4%

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WEBSITES THEY VISIT DAILY

Which, if any, of the following websites do you visit daily? (Select all that apply)

Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
YouTube	Facebook	Facebook	YouTube	Facebook
Facebook	YouTube	Google	Facebook	YouTube
Netflix	Google	Amazon	Google	Google
Google	Amazon	Yahoo!	Amazon	Netflix
Amazon	Netflix	YouTube	Netflix	Amazon

FULL LIST:

AOL, Bleacher Report, BuzzFeed, Club Penguin, CNN, Deadspin, eBay, Elite Daily, ESPN, Facebook, Gawker, Google, Harper's Bazaar, Hulu, Jezebel, Lifehacker, LinkedIn, Manrepeller, Netflix, New York Times, Nickelodeon, Pandora, PBS Kids, Perez Hilton, Pinterest, PopSugar, reddit, Refinery29, Spotify, Teen Vogue, The Guardian, Thought Catalog, Tumblr, Twitch, Twitter, VICE, Vogue, Wall Street Journal, Wikipedia, World Star Hip Hop, Yahoo!, Yelp, YouTube

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HOW MUCH MONEY THEY HAVE SAVED

Approximately how much money do you personally have in savings right now? (Select one)

	Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
Less than $1,000	46%	23%	17%	35%	38%
I don't have a savings account	20%	12%	7%	16%	17%
$1,000-$2,999	10%	12%	10%	11%	10%
$3,000-$4,999	5%	6%	8%	5%	6%
$5,000-$9,999	5%	10%	9%	6%	7%
$20,000-$39,999	3%	8%	9%	5%	6%
$10,000-$19,999	3%	10%	10%	5%	6%
$75,000-$99,999	3%	6%	8%	5%	4%
$40,000-$74,999	2%	9%	10%	6%	4%
$100,000+	2%	5%	16%	7%	4%

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THEIR FAVORITE BRANDS

What are some of your favorite brands?
(Select all that apply)

Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
Nike	Nike	Nike	Nike	Target
Target	Target	Target	adidas	Nike
Old Navy	Old Navy	Levi's	Walmart	Old Navy
adidas	Walmart	Under Armour	Under Armour	Forever 21
Walmart	adidas	Old Navy	Old Navy	Victoria's Secret

FULL LIST:

adidas, American Apparel, American Eagle, ASOS, BCBG, Billabong, Brandy Melville, Calvin Klein, Cartier, Chanel, Christian Louboutin, Coach, Converse, Diesel, Express, Forever 21, Free People, Gap, Gucci, Guess, H&M, Hollister, J. Crew, Justice, Kate Spade, Levi's, Lily Pulitzer, Louis Vuitton, Lululemon, Madewell, Marc Jacobs, Michael Kors, Nasty Gal, Nike, North Face, Old Navy, Patagonia, Quiksilver, Ralph Lauren, RVCA, Steve Madden, Supreme, Target, TOMS, Topshop, Tory Burch, Under Armour, Uniqlo, Urban Outfitters, VANS, Victoria's Secret, Vineyard Vines, Walmart, Zara

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HOW THEY'D LIKE TO HEAR FROM A BRAND

How do you prefer to interact with or hear from brands? (Select all that apply)

	Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
YouTube	33%	18%	9%	31%	20%
TV commercials	31%	19%	33%	30%	28%
Facebook	24%	35%	20%	25%	27%
In-store events	19%	18%	21%	15%	23%
Instagram	19%	20%	4%	13%	20%
Company website	14%	22%	29%	17%	20%
Snapchat	14%	8%	2%	9%	13%
Email newsletter	12%	26%	26%	14%	20%
Twitter	9%	13%	7%	12%	8%
Text message	8%	9%	8%	6%	10%
Pinterest	7%	11%	2%	3%	11%
Sponsored events (e.g. festivals, concerts, etc.)	6%	6%	3%	6%	6%
Celebrity endorsements	5%	7%	1%	5%	5%
Brand app	5%	6%	3%	5%	5%
Articles	4%	5%	7%	5%	5%

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WHAT IMPACTS THEIR BRAND PREFERENCES

What makes you prefer one brand over another?
(Select all that apply)

	Gen Z 8-21	Gen Y 22-37	Gen X 38-52	Total Males	Total Females
Price	47%	57%	57%	45%	57%
Quality	43%	60%	62%	47%	52%
Have purchased the brand in the past	39%	41%	47%	35%	46%
My friends like it	30%	10%	6%	22%	21%
Great customer service	18%	23%	32%	17%	26%
Cool company culture	15%	15%	7%	15%	13%
Loyalty program/rewards	14%	32%	28%	14%	27%
Creative marketing	13%	15%	9%	11%	14%
Interesting social media content	11%	10%	4%	8%	11%
Strong ethics	10%	15%	16%	11%	13%
Social media influencers like it	8%	8%	1%	7%	6%
Celebrities like it	8%	5%	1%	6%	6%
Stance on controversial issues	6%	9%	4%	5%	7%
Political affiliation	4%	5%	6%	3%	5%

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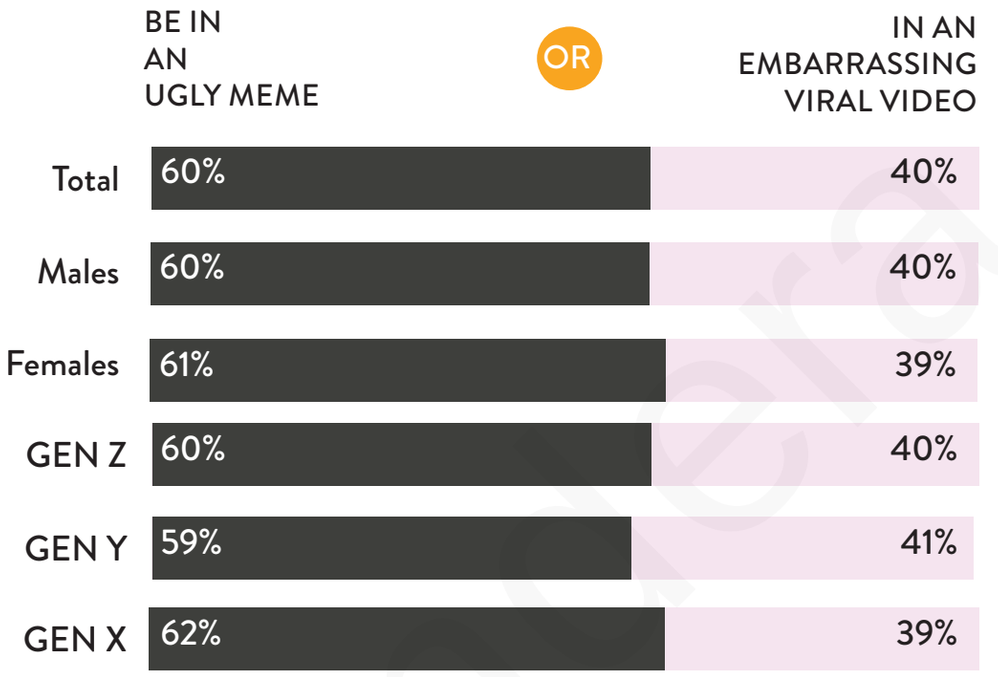
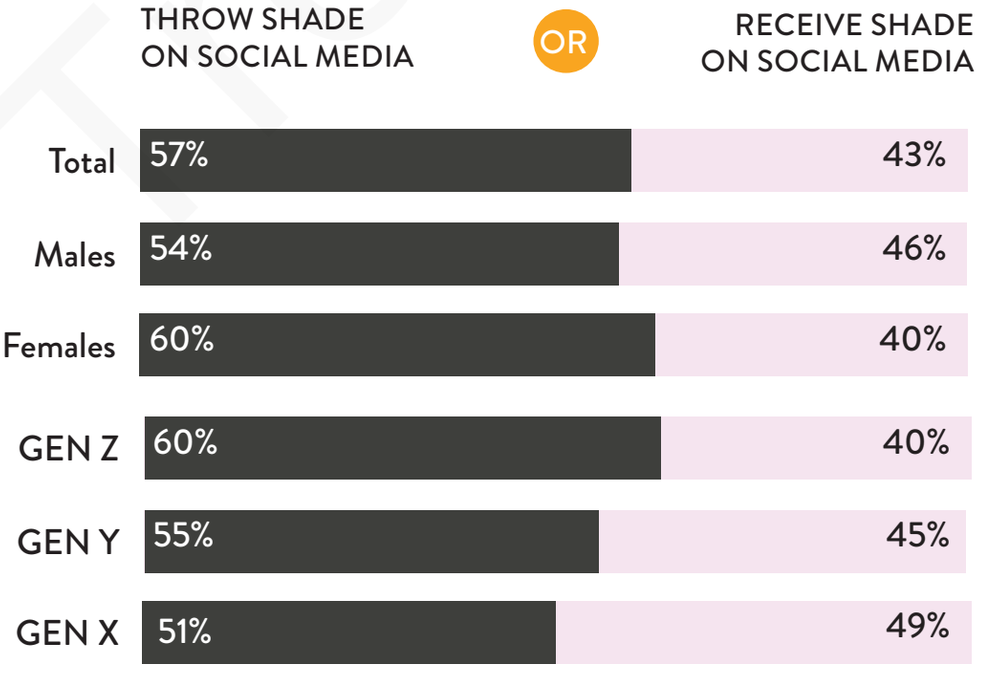
WOULD YOU RATHER...





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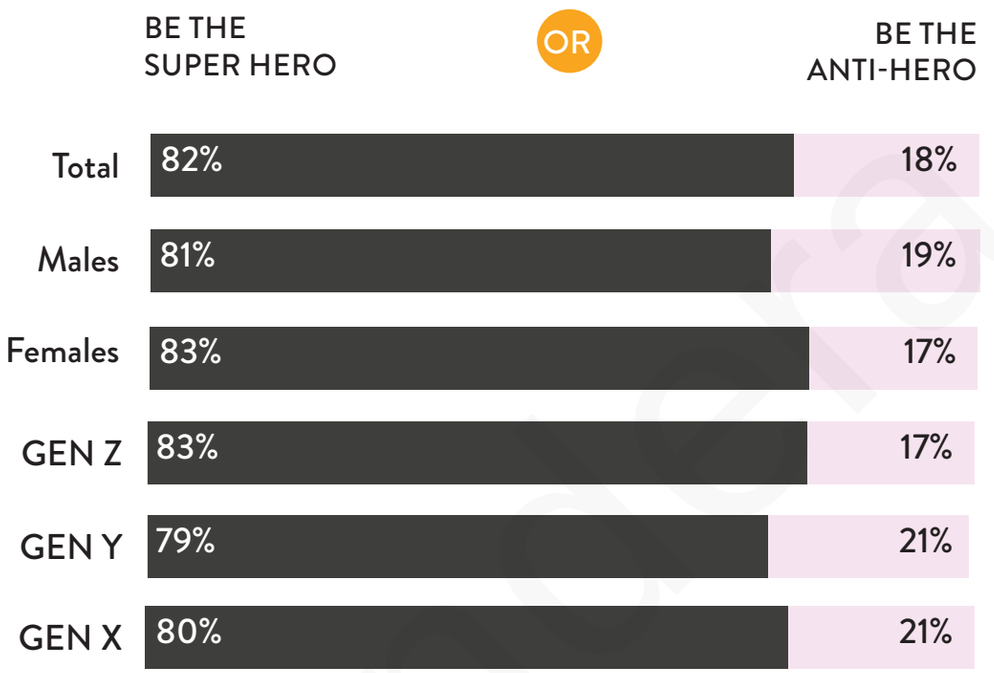

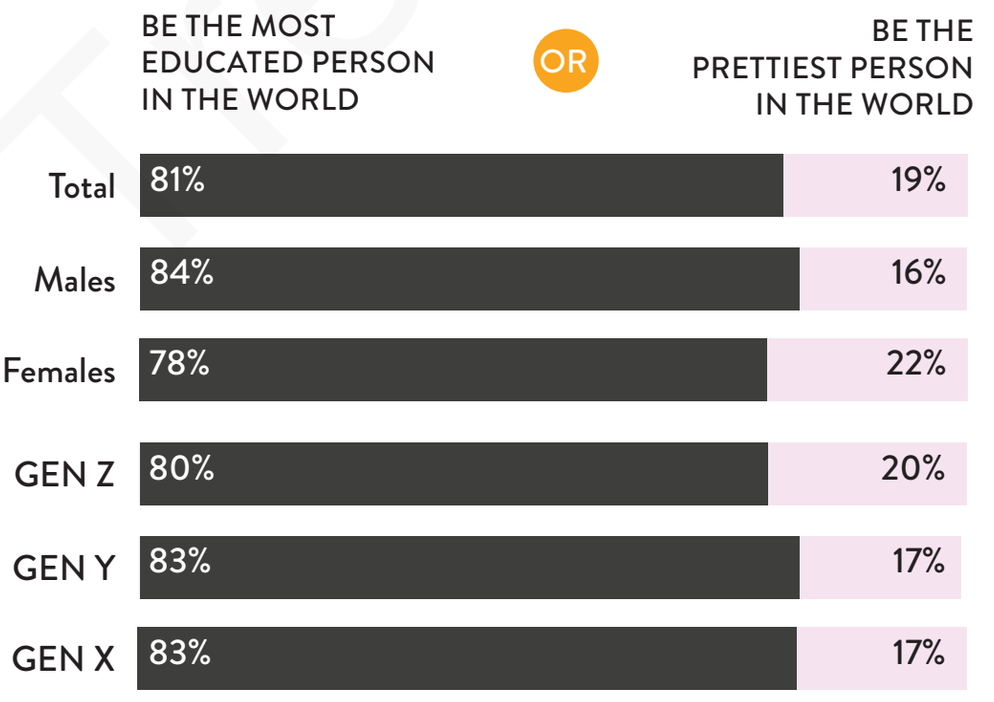

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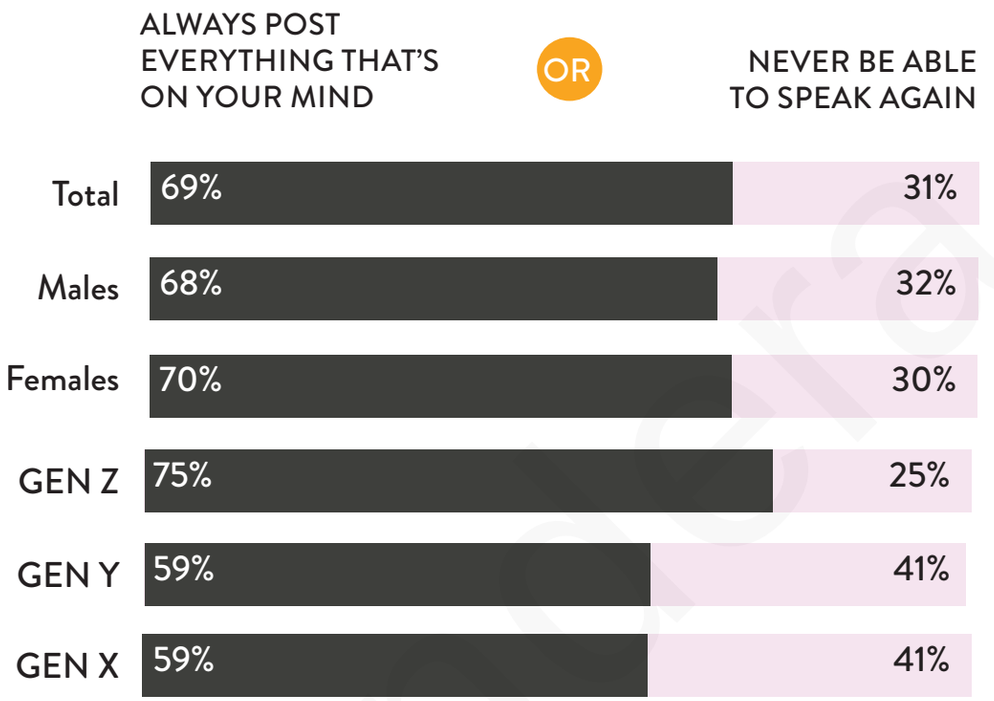

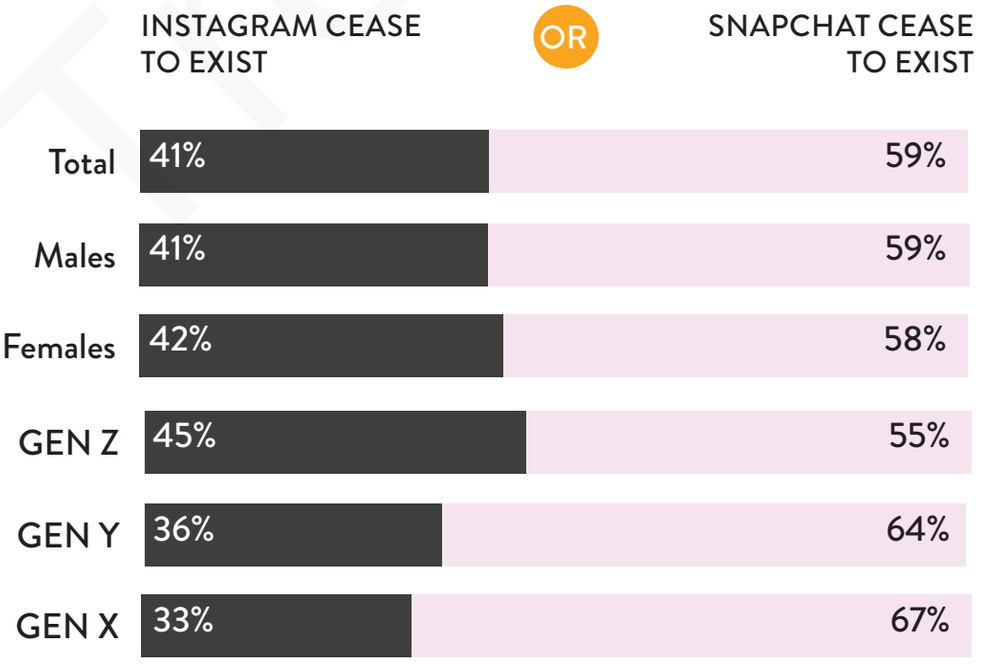

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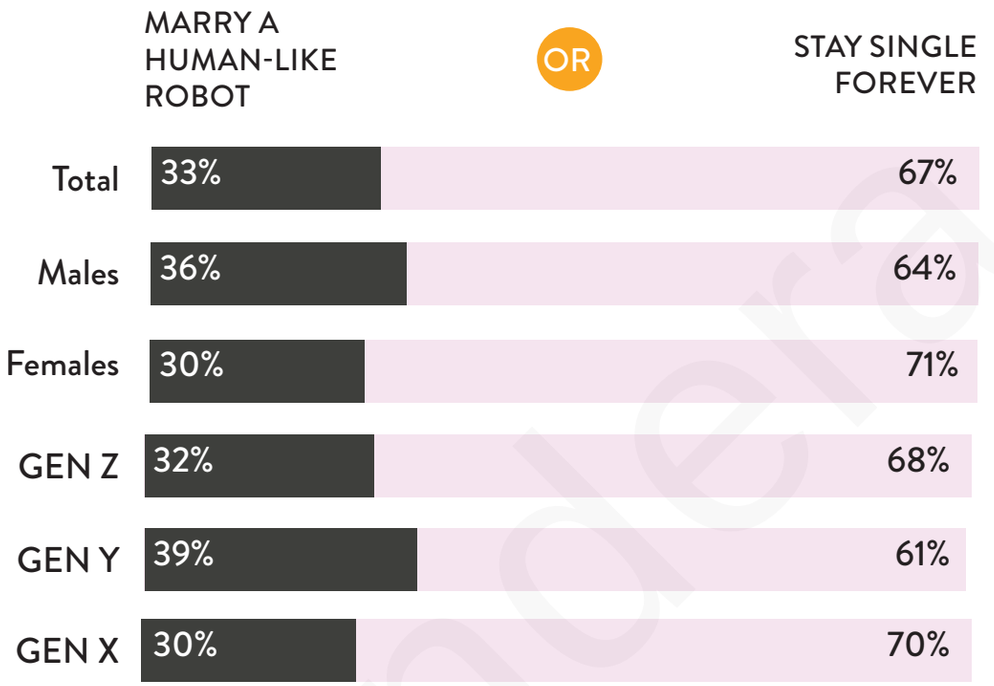

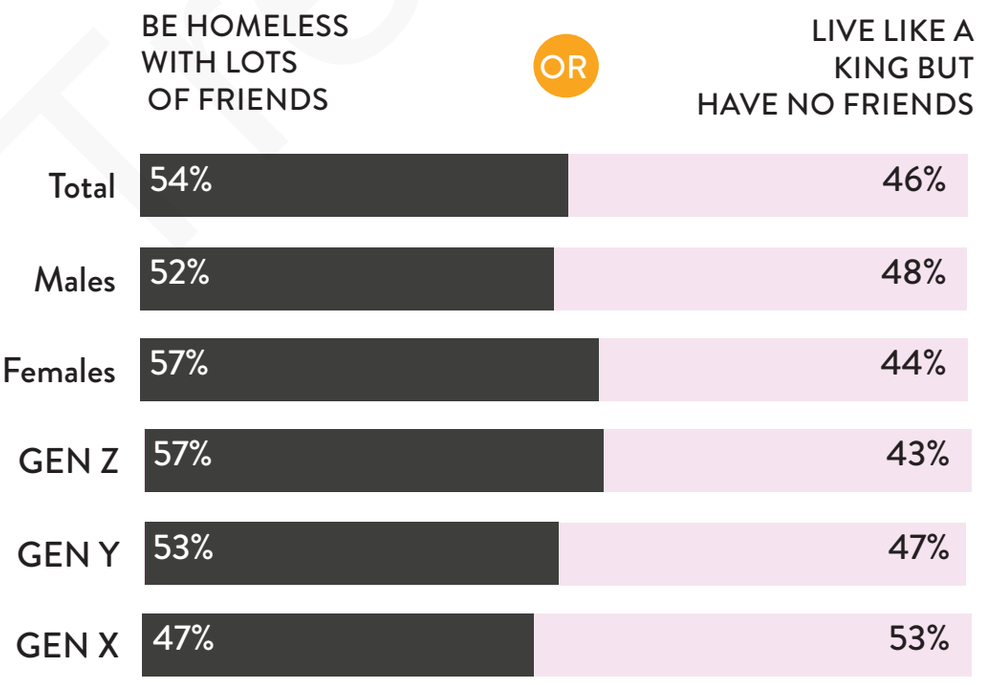

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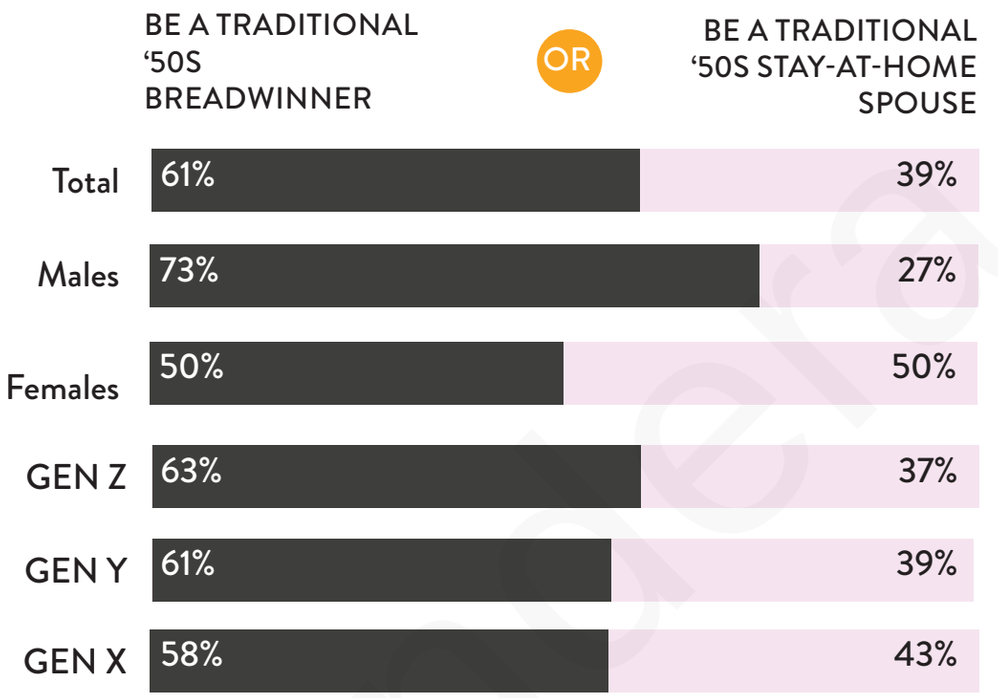

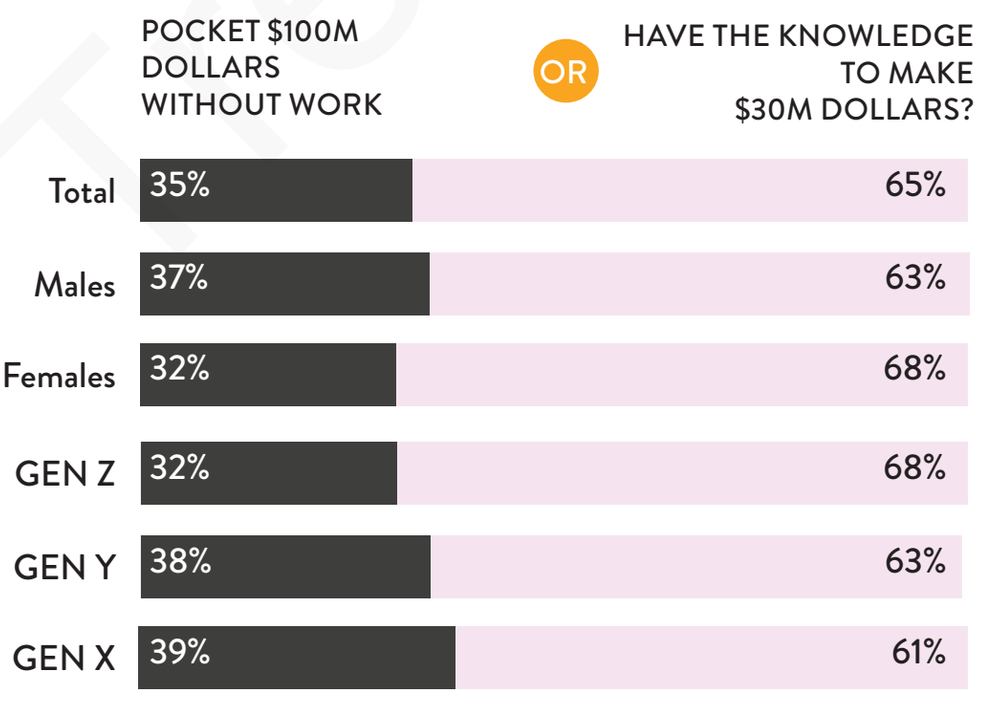

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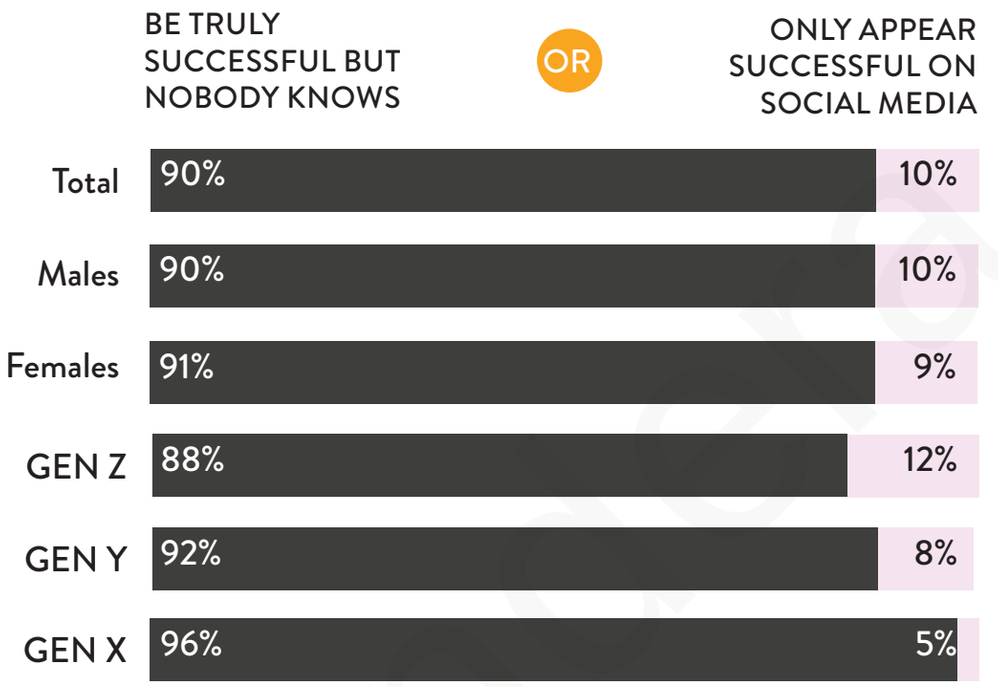

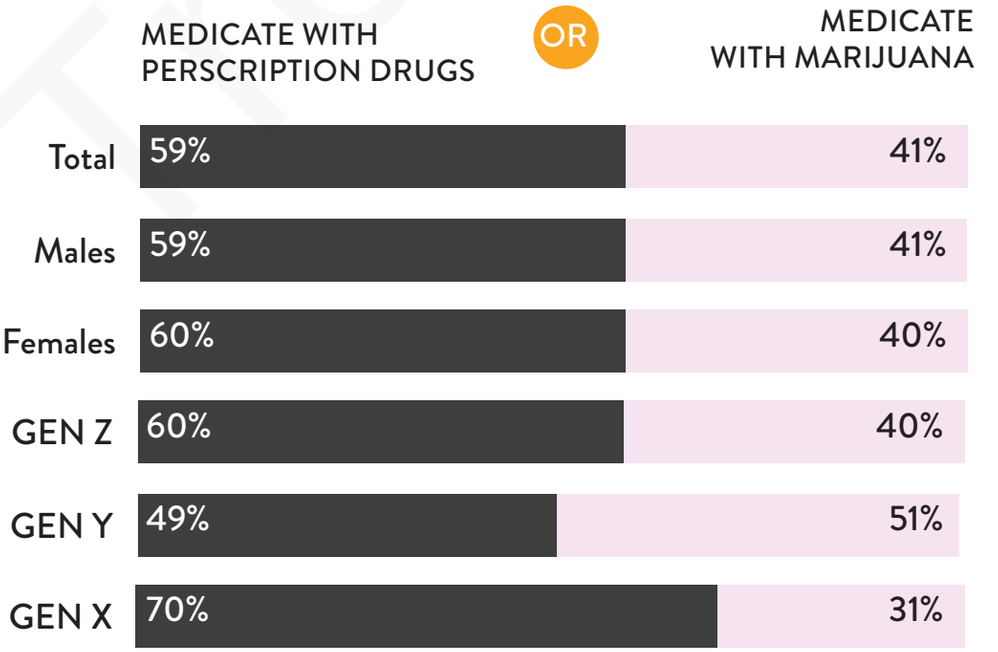

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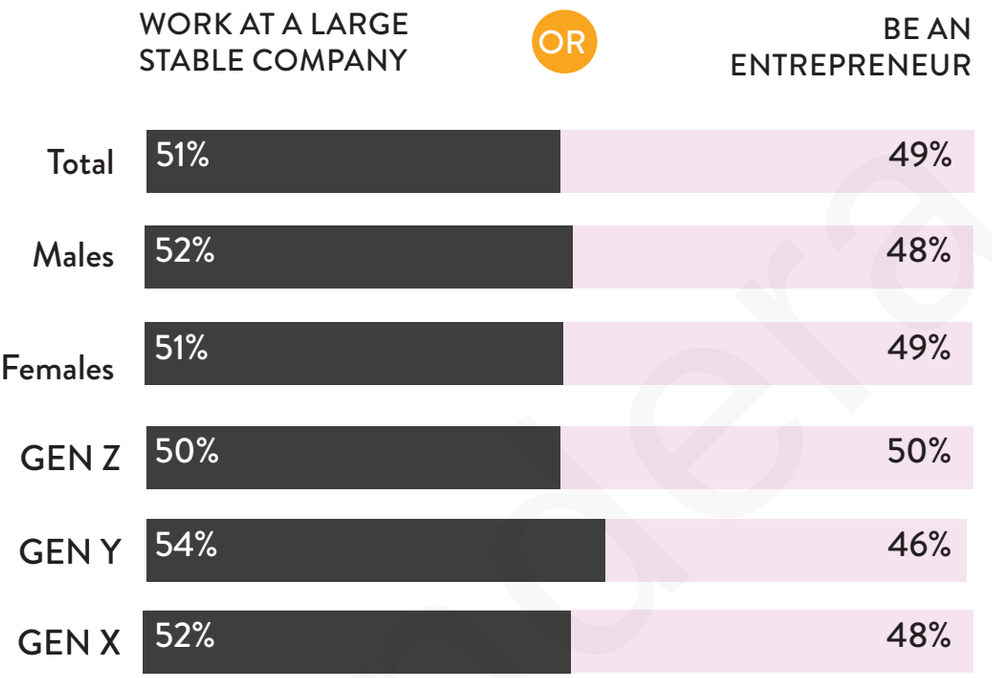

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