



HOFFMAN YORK



# GEN Z

## UNRAVELED

A marketer's guide to understanding  
the misunderstood generation



# FOREWORD

At Hoffman York, one of our goals is to find answers before the questions are asked. Among the hottest topics for marketers is building a brand that appeals to whichever generation is newest. Ten years ago, that was Millennials, but today it is Generation Z, also known as Zoomers. We have been diving into the impact of Gen Z on marketing, business, culture and more. We have seen firsthand the impact Gen Z can have on a business and have helped guide multiple clients as they begin to engage with this emerging generation.

Gen Z is important. There are nearly 70 million Zoomers in the United States with growing purchase power and an increasing influence on workplace models. There's also more interest from marketers than ever before with searches on Gen Z outpacing Millennials for the first time in 2022. It has become a core target for marketers big and small with heavier investment in new mediums and messages to reach an audience that is coming of age.

This research report was born out of a need for more information. While there is a significant amount of interesting and informative content on Gen Z, we felt the need to ask our own questions. This type of research is akin to taking a snapshot of a moving train – it tells us what is happening in a moment of time. To paint a full picture, we need to understand where the train was before it entered the frame, its trajectory and destination. We understand that even in the short time since the research was performed, this audience segment has changed. The life stages that currently define Gen Z (middle school, high school, college, and early workforce) are trademarked by rapid growth and development. We look at what makes Gen Z unique, not only currently, but relative to previous generations at their age. After all, behavior is sometimes reflective of a specific generation, but other times it is more attributable to a life stage.

This research has been informative. It has already helped Hoffman York shape its approach with clients and shown results in building brand loyalty. We know this is only the beginning of our exploration of who Gen Z is and why they do what they do.

Hoffman York is excited to share just a taste of what we have learned. To learn more, or if you want to discuss in detail, please do not hesitate to reach out.

Thanks,

**Matthew Hogan**

Insights Director, Partner and Millennial, Hoffman York



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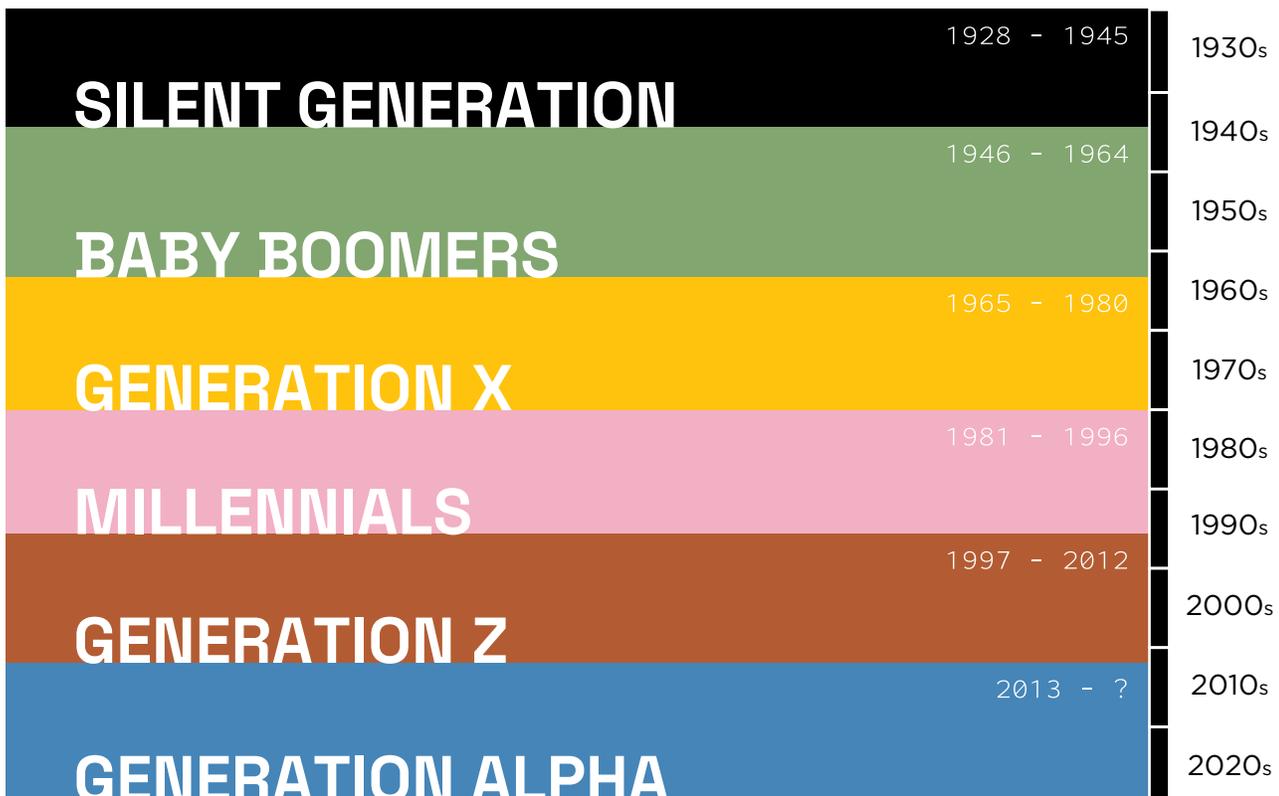
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## SECTION 01

# MEET GEN Z

# WHO THEY ARE

Gen Z, aka Zoomers, are a diverse group. Born between 1997 and 2012, they're both kids and adults, which makes them difficult to define. The youngest of this generation are in middle school while older Gen Zers are in the workforce and starting to get married and buy homes. While they're the second youngest generation, Zoomers are also the second largest generation in size, accounting for roughly 70 million in the U.S. ([Source](#)). They're educated, idealistic and the most ethnically diverse group.



(Source: [Pew Research](#))

# CONSTANT STATE OF CHANGE

Gen Z is currently in a constant state of transition. Middle school to high school, high school to college, college to career and single to married. Add to that the changes happening around them—the pandemic, political unrest, climate change and societal issues. They've seen financial uncertainty, the good and the bad. Low unemployment and rising hourly wages and the high inflation that resulted. This constant state of change makes Zoomers more wary of trusting the status quo, and also more savvy and informed in their decision-making.



“You can’t get too comfortable and relax because your world can flip overnight.”

-Shawn Mendes, musician



# MILLENNIALS REBOOT

Rewind the clock—it's 2008 and we're talking about Millennials. Now take that conversation and hit CTRL+C and then CTRL+V. While there are distinct differences between Gen Z and Millennials, it should come as no surprise that there are striking similarities. Gen Z is interested in marriage, children and buying houses, but wants to explore and learn first. They've grown up in a world in which smartphones dominate and everyone has all information at their fingertips all the time. They're constantly connected through social media and tend to lean left on social issues, which influences their purchase behavior. Sound familiar?



“We’re so much more alike than we are different. At the core of it all, we’re all feeling the same feelings of fear, sadness and loneliness and happiness and love.”

-Olivia Rodrigo, musician

TAKEAWAY  
TAKEAWAY  
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TAKEAWAY



## EMBRACE THEIR EVOLUTION

Marketers who want to reach Gen Z must realize they're not just one thing. They're going through many life changes and learning and evolving. But like their Millennial friends, they're digitally savvy and care about social issues, and that impacts the brands they buy from.

## SECTION 02

# THE PESSIMISTIC GENERATION



# DARK DAYS AHEAD?

“There is hope—I’ve seen it—  
but it does not come from the  
governments or corporations,  
it comes from the people.”

-Greta Thunberg, activist

When it comes to joy and hopefulness, Gen Z struggles with both. They are the least likely generation to say they are happy in life (31%) and optimistic about their future (32%). This pessimism is fueled by what’s happening around them— the pandemic, global unrest, financial crises, wars, gun violence, climate change and societal issues. This may be why this generation is the least optimistic about the future of the country (16%). But this pessimism also reflects what’s happening to them—constant state of change, personal debt and the impact of social media.

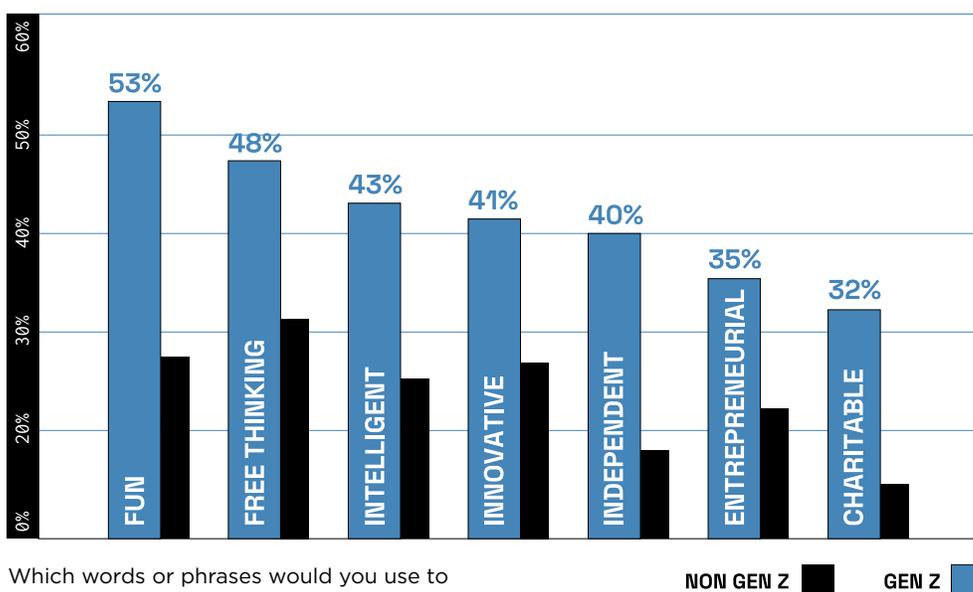
# LAZY BUT EFFICIENT

It's common for older generations to call the new generation lazy and entitled, but it's unusual for the new generation to share the same opinion. Yet this is the case with Gen Z.

Non Gen Z respondents use the words "lazy and entitled" more than any other adjective to describe Gen Z, and more than a third of Gen Z respondents agree. Whether you chalk it up to self-doubt or listening to the naysayers, rest assured Gen Z is not letting this get to them. Many Gen Zers also see themselves as entrepreneurial (35%), charitable (32%), innovative (41%) and intelligent (43%).

In fact, the association with laziness might be a strategy for Gen Z as research shows they are the most willing to pay for services such as house cleaning, grocery delivery, travel planning and pet walking. This begs the question, are they lazy or efficient?

## DESCRIBING GEN Z

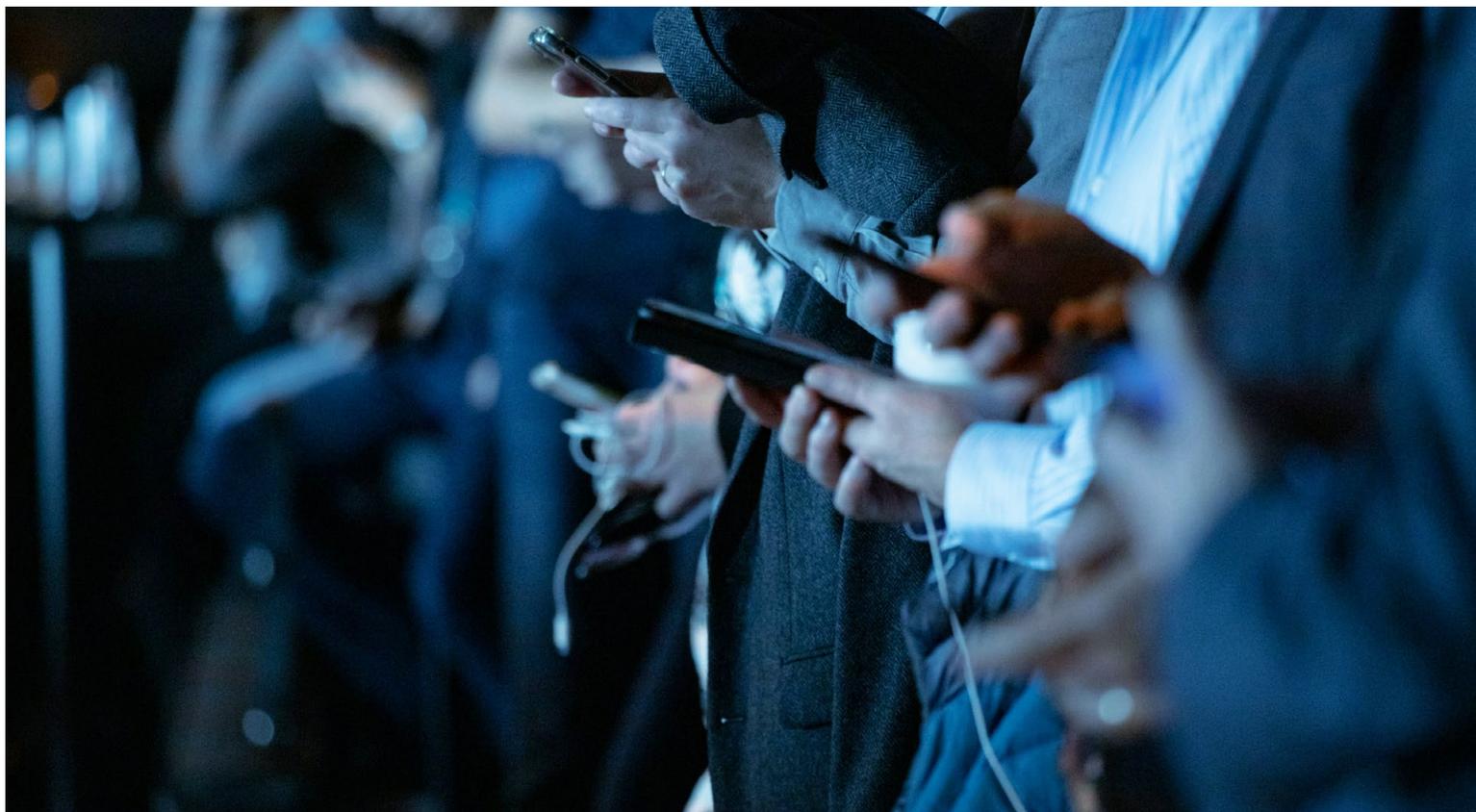


Which words or phrases would you use to describe each generation? You can select more than one generation for each row.

# THE SOCIAL MEDIA EFFECT

Like generations before them, Gen Zers are considered digital natives. They were the first generation to grow up with the Internet, smartphones and social media. And while nearly one-third of Gen Zers agree social media is generally positive for people, they're also more likely to consider themselves addicted to social media (32%) and admit that it negatively impacts their mental health (29%).

We also know that heavy social media usage increases feelings of addiction, anxiety, depression, isolation and FOMO ([Source](#)), so it's no surprise that Gen Z, the heaviest users of social media ([Source](#)), is impacted by what they see and engage with on these platforms.



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## PROMOTE HOPE

For marketers, striking a balance between doom and gloom and toxic positivity is delicate. On one hand, you don't want to sound obtuse. On the other hand, hope is a great tool to connect with consumers of any age. Recognizing the negatives and giving Gen Z the encouragement to improve their future can be a powerful thing. And make it as easy as possible for them to buy and engage with your products and services. This is a group that is willing to pay more to not have to sacrifice their time or quality of life.

## **SECTION 03**

# **EMPLOYMENT & WORK**

# BACK TO THE OFFICE

“Surround yourself with people who bring out the best in you.”

-Emma Chamberlain,  
social media personality

It's been years since remote working became a household thing. Many have become accustomed to it and the hybrid model of office work, but Gen Zers want the old way of working back.

Compared to other generations, Gen Z is the least likely to want to work from home than from an office (41%). And those Zoomers working remotely (33%) are the most likely to work for employers within the same region (69%). One reason for this desire to work from an office is the need for mentorship—something that benefits greatly from face-to-face interaction. Like those generations before them, younger workers, particularly Gen Z, crave guidance early in their careers ([Source](#)).

# DIVERSITY MATTERS

It might not come as a big surprise that the most diverse generation values diversity, equity and inclusion (DEI) in the workplace. Among all generations of respondents, Gen Z is the most likely to work for a company that invests in DEI (30%). However, Gen Z looks at diversity differently. They see it as a mix of experiences, identities, ideas and opinions rather than the traditional definition of underrepresented racial, ethnic and gender demographics ([Source](#)). Gen Z's desire to collaborate with people representing different ideas and perspectives is something employers and marketers alike need to account for.

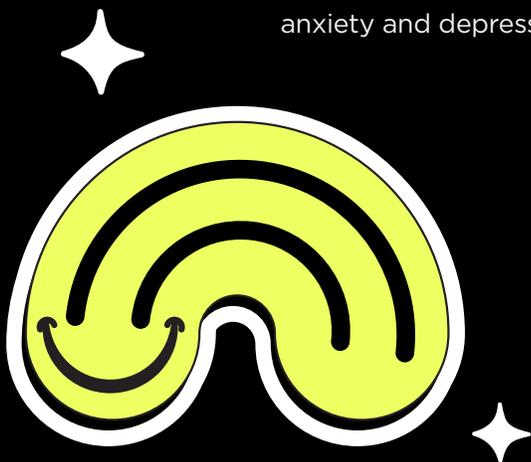


# CO-WORKERS, NOT FRIENDS



Unlike previous generations, Gen Z sees friends and colleagues as two separate things. They've grown up on social media and understand the consequences that can come from blurring their personal and professional lives. They know what they post on social media and who they're connected with can come back to haunt them if they post or comment the wrong thing. It's one of the reasons they're the least likely generation to say it's important that they're friends with their coworkers (36%).

Remote working, something that came into fashion when many Gen Zers were first entering the workforce, may also be to blame for this generation's desire to keep friends and colleagues separate. They simply haven't had the same opportunities to make friends as past generations have. But this poses concerns as studies have shown that fully remote and hybrid work are associated with feelings of loneliness, anxiety and depression ([Source](#)).





# TAKEAWAY



## GIVE THEM GUIDANCE

Gen Z wants to be in the office. And it's not about hanging with their co-worker friends. It's about guidance and opportunity. They value companies that support diversity but see it more as a chance to collaborate with people who have different views. Marketers looking to win over this generation need to understand that Gen Z wants and appreciates a cultural mix and seeks face-to-face interaction, especially when it comes to their careers.



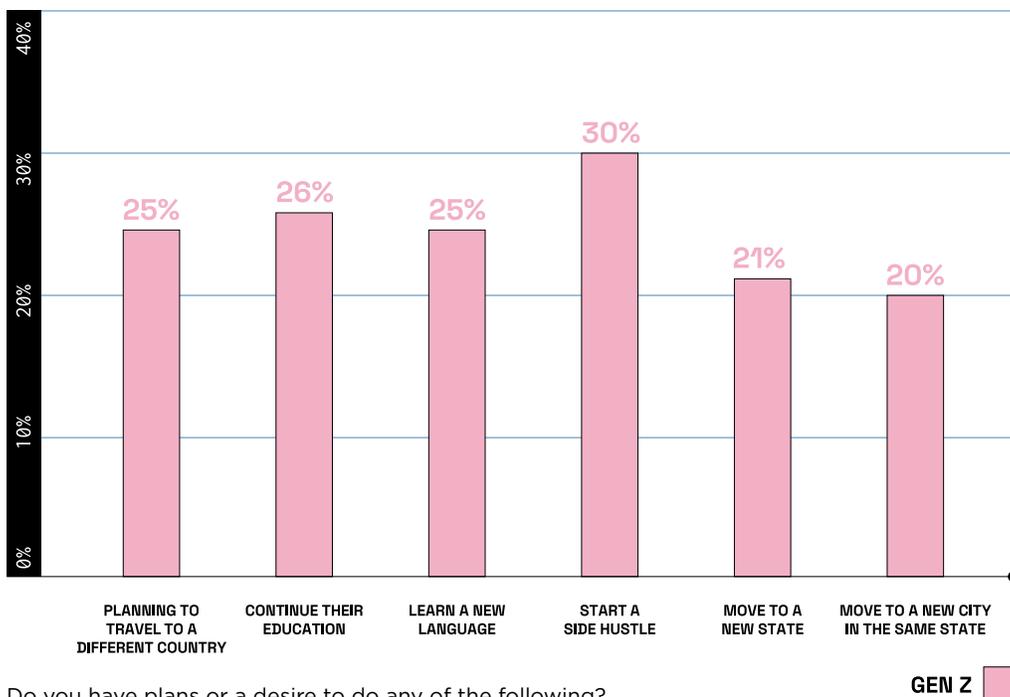
## SECTION 04

# PLANNING FOR THE FUTURE

# EXPLORATION AND EDUCATION

They might not be optimistic about the future, but that's not stopping Gen Z from enjoying life and bettering themselves. Over the next year, they're planning to travel to a different country (25%), continue their education (26%), learn a new language (25%) and start a side hustle (30%). While this may seem like a lot, consider their time in life. They're young, they're starting to make real money and have the time to explore their passions. And traveling is just the start. Over the next two to five years, many Gen Zers are planning to move to a new state (21%) or city in the same state (20%).

## PLANS FOR THE NEXT FIVE YEARS



# WEDDING BELLS AND WHITE PICKET FENCES

Dreams of marriage, kids and a home of their own are all things many Gen Zers want, just not right now.

Over the next year, only one in 10 will be ready for all that. The majority are content to wait another 6+ years to tie the knot (39%), start a family (37%) and buy a house (35%). If these numbers seem low, consider that younger Gen Zers are still in middle and high school. That said, research has shown that the idea of marriage may be waning on both Gen Z and Millennials. Among those who are in relationships but not married, 40% think it's an outdated tradition and 85% do not think marriage is necessary to have a fulfilled and committed relationship ([Source](#)).



# TAKEAWAY

## JOIN THEIR JOURNEY

Gen Z is making plans, but they're not in a rush to make any big life changes yet. And don't expect just because the past three generations did it one way that Gen Z will follow suit. While they dream of marriage, kids and buying a home, the majority of Zoomers are taking time to figure it out. Marketers who can embrace Gen Z's desire for self-discovery and self-improvement will be the ones to win them over—now.

## SECTION 05

# BRAND BEHAVIOR

# TAKING THINGS PERSONAL



Every generation wants the same things from the brands they buy—fits their style, high quality, low cost and, most importantly, durability (81%). But Gen Z also wants brands and retailers they buy from to provide personal recommendations (26%). And it makes sense. They’ve grown up in a world where everything around them is based on their behavior and interests, whether it’s their curated playlist on Spotify, “For You” page on TikTok or recommendations from their favorite online retailer. In fact, 45% of Gen Zers will leave a website if it doesn’t predict what they like or need ([Source](#)).

# GREEN MEANS GREEN

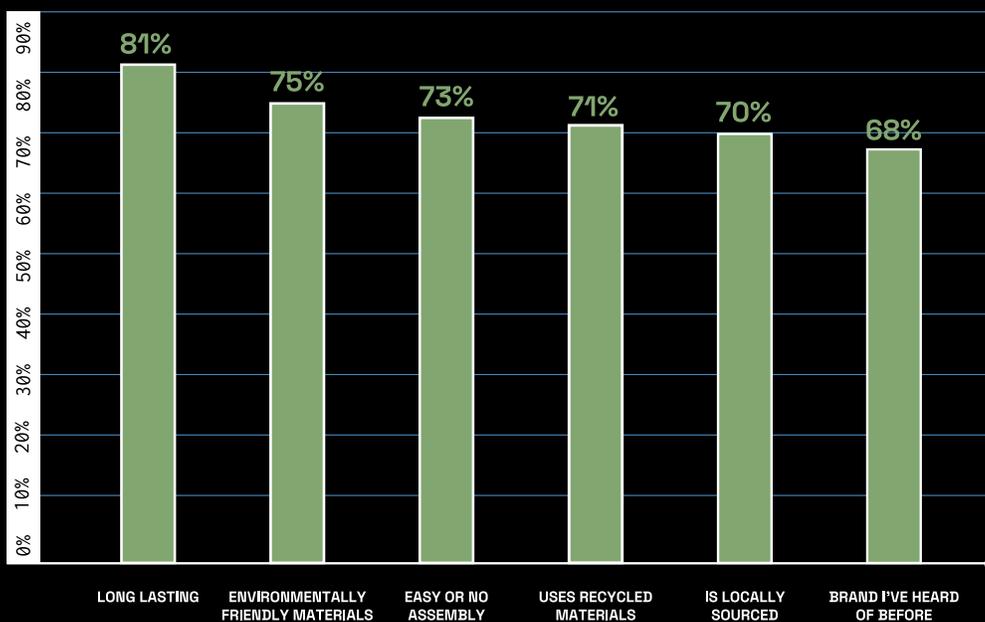
Gen Z has grown up in a world of climate change, pollution and plastic waste, and are aware of the impact their actions have on the environment. In fact, 82% of Zoomers are concerned about the state of the planet ([Source](#)). It's one of the reasons they're the generation most likely to pay more for environmentally friendly products (75%), products that use recycled materials (71%) and organic foods (68%). Compared to other generations, they're also more likely to buy brands that donate to causes they care about (21%) and follow sustainable practices (24%).



# BRAND RECOGNITION MATTERS

Brand status is alive and well with Gen Z. Compared to other generations, they are the most likely to pay a premium for and select a brand their friends like (28%). But just because their friends like it doesn't mean they want the same thing. Gen Zers want to stand out. They look for brands that understand their preferences and can deliver something that uniquely fits their taste and personality. To get their attention and dollars, brands need to be relatable, engaging, genuine and clear about what they stand for. Prestige is vital, but it has to be earned. Among brands they know and love, Nike is tops for Gen Z.

## BRAND PREMIUM DRIVERS



How much of a premium would you pay for products within each of the following categories? [Selected "Any"]

GEN Z 

# MADE WHEREVER

The American pride that has existed for centuries isn't dead for Gen Z, it just doesn't have the same appeal it used to. Why? Consider their experiences. While past generations watched manufacturing move away and American-made products go overseas, this movement had already happened when Gen Z came along. It's one reason Gen Z is the least likely to care whether a product is American made (23%). This doesn't mean they don't care what the brands they buy stand for—their values are just different.



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## DO WHAT MATTERS —TO THEM

Any questions about the importance of brand recognition for Gen Z can be put to rest. This generation cares deeply about the brands they buy. But what they want from brands is different than other generations. Marketers that invest in making their brand relevant to Gen Z and personalized to their interests will be the ones to gain favor. And make sure you have a higher purpose, as Gen Z is far more likely to buy if they know the brand gives back and practices sustainability.

**SECTION 06**

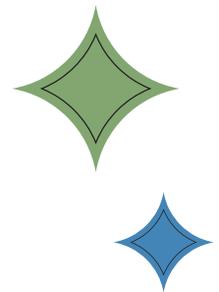
**SHOPPING**

# RETAILERS BEWARE

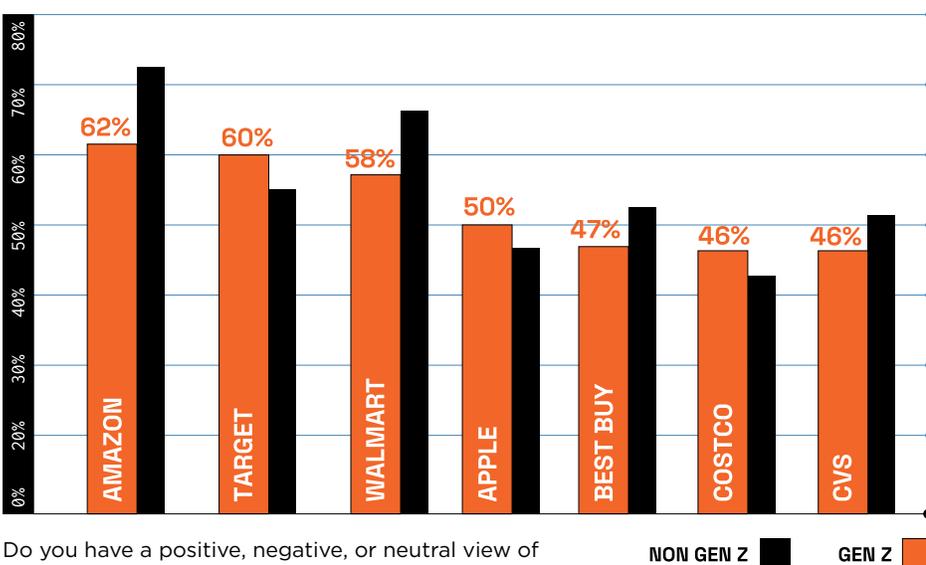


Where does Gen Z like to shop? The answer is everywhere and nowhere. When asked to rate the most popular retailers in the U.S., the net rating for Gen Z was 30%, which is significantly lower than other generations. In fact, Gen Z was more likely to have a higher negative rating for every retailer except Target. Retailers Gen Z likes the most are Target (62%) and Amazon (60%) with Walmart close behind (58%). But likes and actions are two different things. Gen Z is the least likely to have purchased something in the last three months from Amazon (56%) and Walmart (58%).

The bigger concern for retailers is that Gen Z doesn't have the same affinity for retail giants the way other generations do. They start with what, not where. Once they have an idea of what they want, they look for retailers that specialize in products they want (29%), give personalized recommendations (26%) and carry their favorite brands (43%).



## RETAILER RATINGS



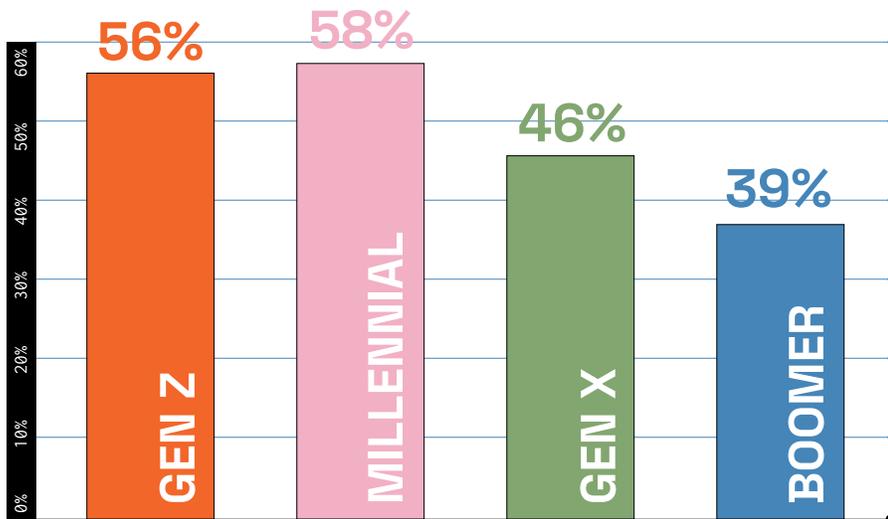
Do you have a positive, negative, or neutral view of each of the following retailers? [Selected "Positive"]



# ONLINE VS. IN-STORE

It's easy to assume that as digital natives, Gen Z does most of their shopping online. And while that's true, it's only by a slim margin (56%), as Millennials edge them out as the most likely to shop online (58%). Does this trend bode well for brick-and-mortar retailers? Yes and no. Gen Z is the least likely to agree that the in-store experience is still relevant when shopping (37%) but they are also the least likely to agree that they prefer to shop online whenever possible (30%). Confusing? The easiest way to explain this is that Gen Z enjoys the convenience of online shopping (46%) but they also value the ability to see and feel products (55%). One concern for physical stores that carry big-ticket items is that only 52% of Gen Zers said they would prefer to buy cars in person compared to 68% of non-Gen Z respondents. This pattern also holds true for furniture (45%), appliances (41%) and lawn equipment (37%).

## HOW OFTEN GEN Z SHOPS ONLINE

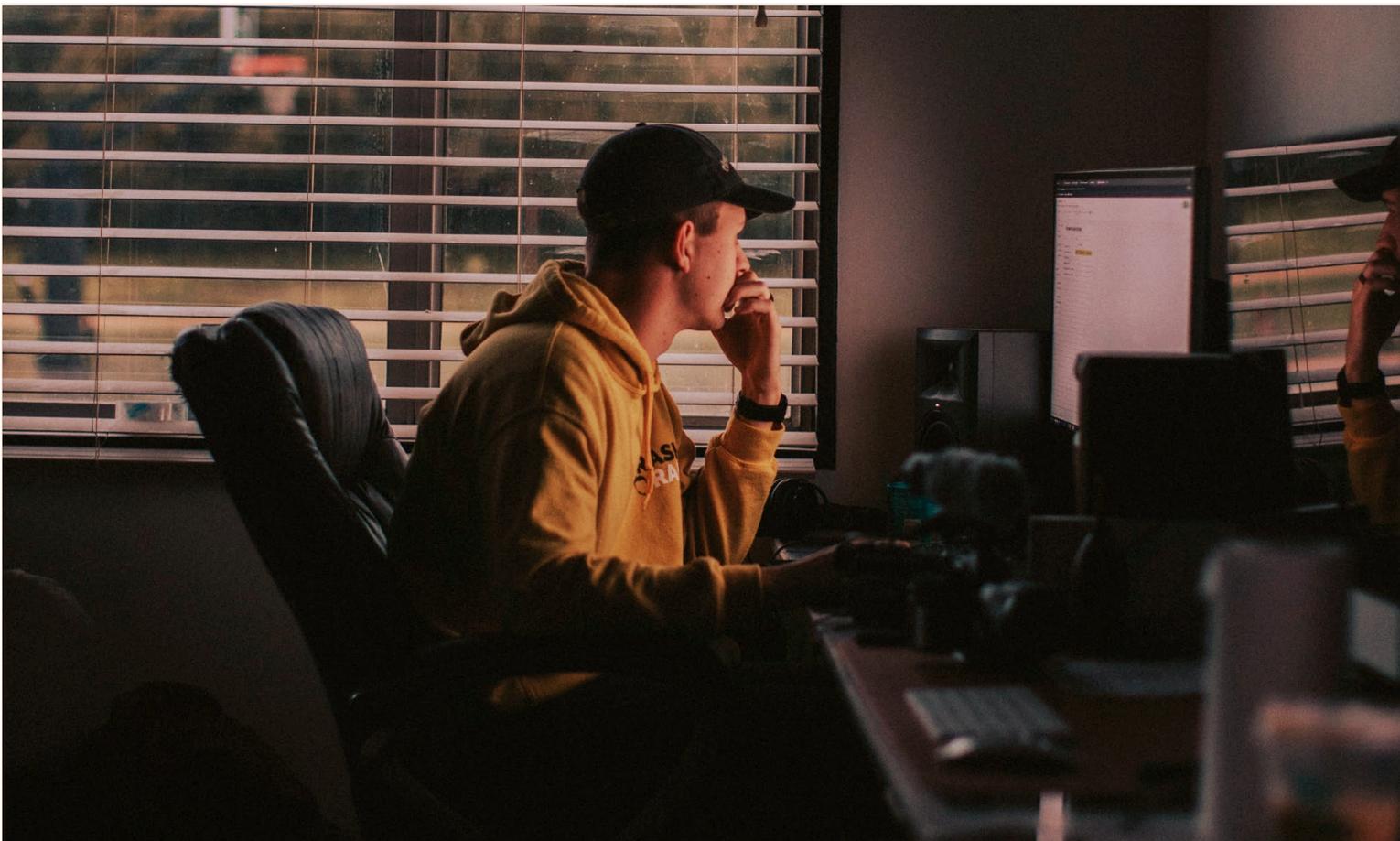


Approximately what percentage of your shopping happens online?

# CONCERNS OVER ONLINE SECURITY



Fraudulent online activity continues to grow and Gen Z is not immune to falling for it. In fact, Zoomers are three times more likely to get caught up in an online scam than Baby Boomers ([Source](#)). Part of this stems from Gen Z feeling comfortable at a very young age using digital devices and entering passwords. The other is the way Gen Z shops online. There's a rising number of fraudulent websites and ecommerce platforms that tailor to Gen Z, taking them from social media to their site. But they're aware of this and it's giving them pause. This distrust of online purchasing security is one reason they're more likely to shop in-store (24%).

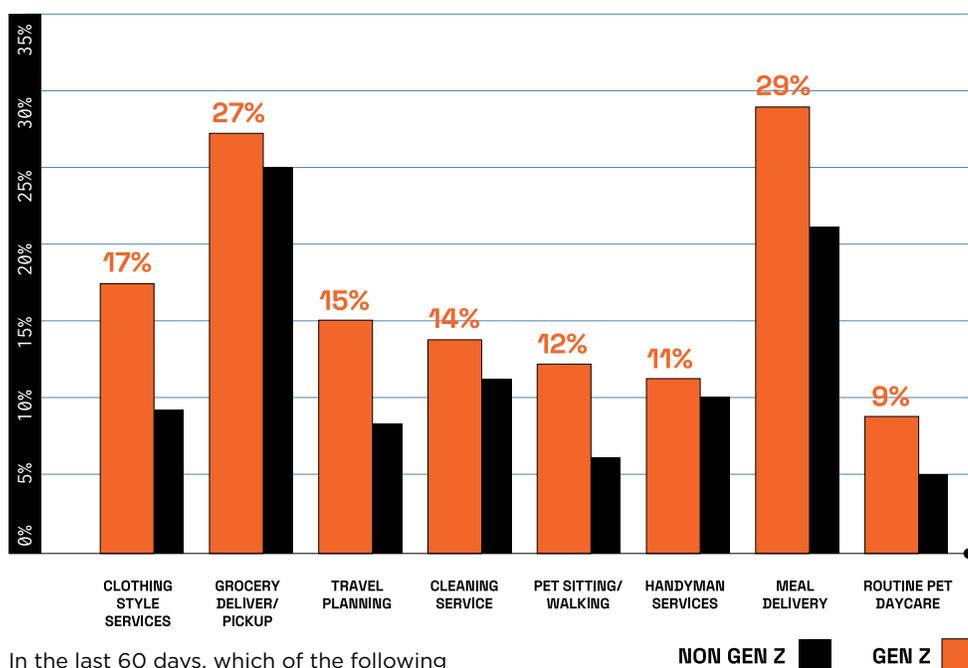




# GOODBYE DIY?

Whether it's leaning into the "lazy" stereotype, trusting the experts or simply being efficient with their time, Gen Z is the most likely generation to pay for a service than do it themselves. In the past 60 days, they paid for grocery delivery/pickup (27%), clothing style services (17%), travel planning (15%), cleaning (14%), pet sitting/walking (12%) and handyman services (11%). To say Gen Z wants things to be stress-free is an understatement. When buying things, they are the most likely to say a premium driver is that it's easy/no assembly required (73%).

## PROFESSIONAL SERVICES PAID FOR



In the last 60 days, which of the following services have you paid for?

TAKEAWAY

TAKEAWAY



## EARN THEIR TRUST

The good news for marketers is that Gen Z is open to shopping online and offline. However, they're willing to go wherever their wants and needs will take them. This presents a challenge when trying to track them down. Understanding their wants combined with making the shopping experience easy and safe will go a long way toward winning their trust. And those who can go the extra mile to make it as convenient as possible will find their way into Gen Z's hearts...and pocketbooks.

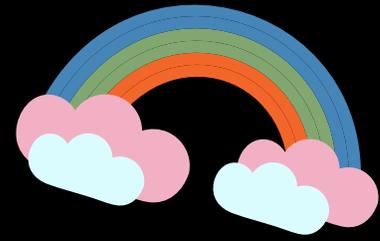
TAKEAWAY

TAKEAWAY

**SECTION 07**

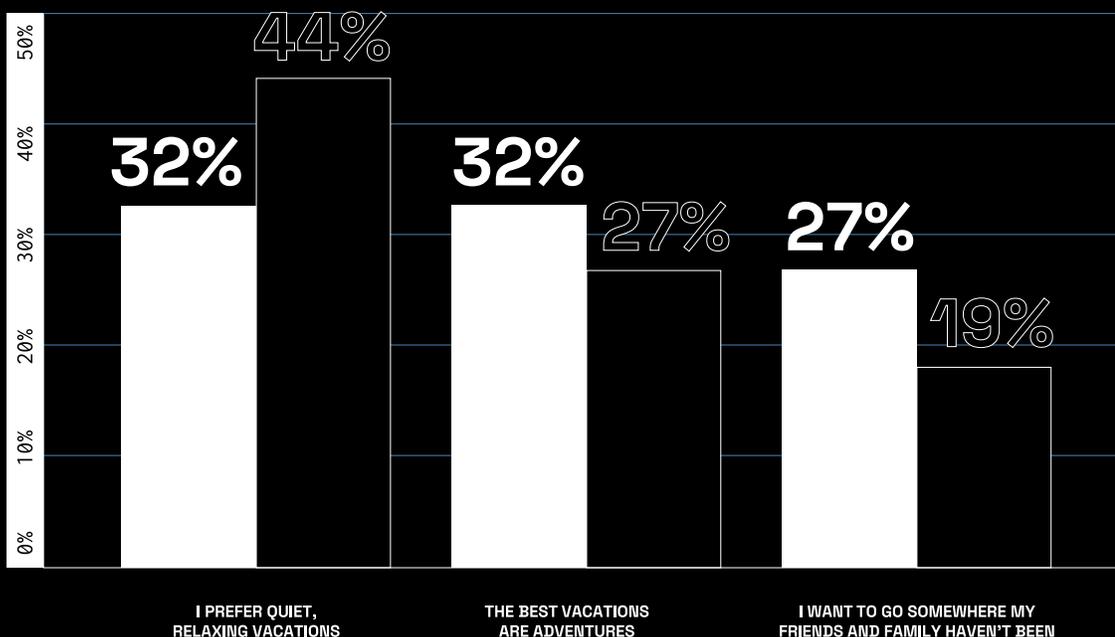
**TRAVEL  
& LEISURE**

# UP FOR ADVENTURE



They might not be as financially well off as other generations (yet), but that's not stopping Gen Z from getting out and traveling. In fact, they're the most likely to have gotten away over the past three years (86%). What are they looking for in a vacation? More than any generation, they believe the best vacations are adventures (32%). That would explain why they're also the most likely to have visited a foreign country in the last three years (19%) and why 52% of frequent Gen Z travelers say they'd like to go to a national park in the next year ([Source](#)). But like other generations, they too like their beach time (32%), visiting friends and family (27%) and are the most likely to travel in groups (30%).

## PREFERRED VACATION TYPES



Which of the following statements do you agree with? Select all that apply.

NON GEN Z  GEN Z

# NEW AND EXCITING

Travel is changing. The familiar places captured in pictures friends are posting to social media is fueling the younger generation to find something new to experience and share. This may be why Gen Z is the most likely to go somewhere their friends and family haven't been (27%). And why, similar to other generations, they are interested in experiencing new places like a local (27%). When they arrive at their destination, don't assume Zoomers are just winging it. They are also tied with Millennials as the most likely generation to plan out their daily itineraries (25%) and tops for using a travel planning service (15%).



# LAST-MINUTE? SOLO? WHY NOT?

Young and free is something at least some Gen Zers are embracing with their travels. In the last three years, one in five has taken a last-minute vacation. And, similar to Millennials and Gen Xers, 14% have done solo trips. These last-minute excursions could account for some of the more popular places Gen Z opted to go, including camping trips (20%) and the lake (18%).

# TAKEAWAY

## SET A COURSE FOR NEW AND EXCITING

For destinations looking to attract a Gen Z audience that is large and eager to travel, it's important to understand that travel means something a little different to this group. They're looking for experiences that are unique from the ones they see posted on social media by people they know. They enjoy a mix of destinations, ranging from beaches to national parks to foreign lands, and want to live like a local while there. And before they reach their destinations, many are planning things out. To win them over, make sure to go beyond the touristy attractions and places. And make it easy for them—much like shopping, they expect things to be easy to find and navigate when exploring options.

## SECTION 08

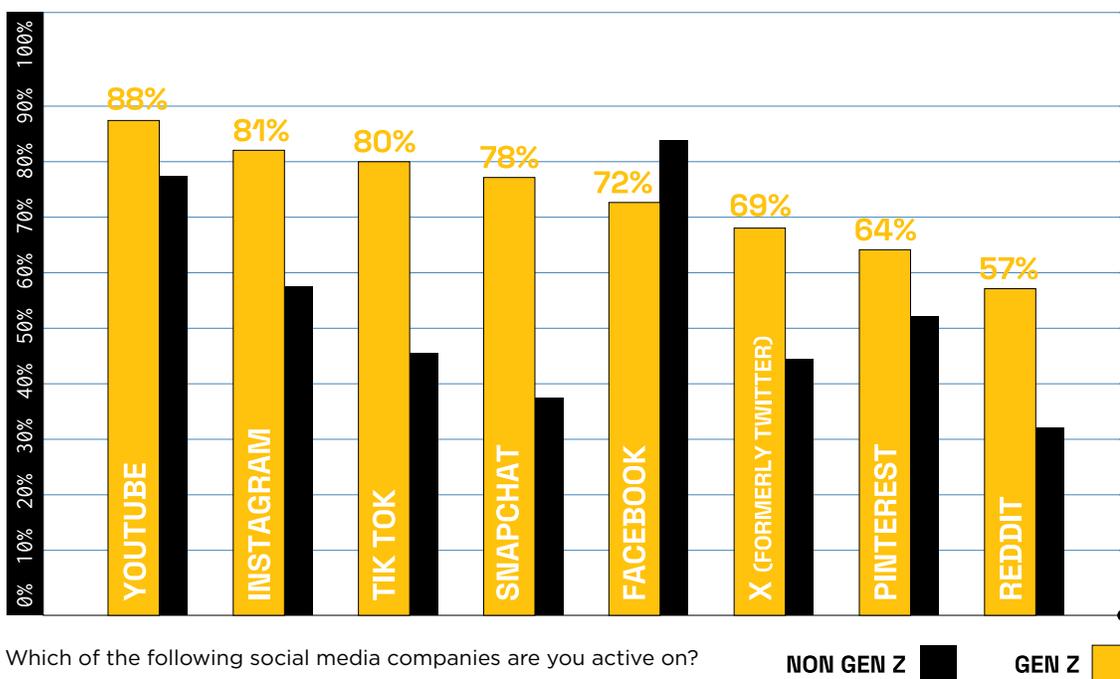
# SOCIAL MEDIA

# HERE, THERE AND EVERYWHERE

As the social media landscape grows, Gen Z is going with the flow. Unlike past generations that were limited to just two or three social apps, Gen Z has grown up with a plethora of new and existing social media options. And Gen Z is not put off by the sheer number of places they need to go to connect with friends, stay up on news and trends and be entertained. On average, Gen Z has a profile on nearly nine social media platforms, just ahead of Millennials. Top platforms include YouTube (88%), Instagram (81%), TikTok (80%) and Snapchat (78%). These are also the platforms that Gen Z uses and where they post the most. And while the majority have a Facebook account (72%), many Gen Zers either never use it (18%), use it but never post (21%) or seldom post (18%).



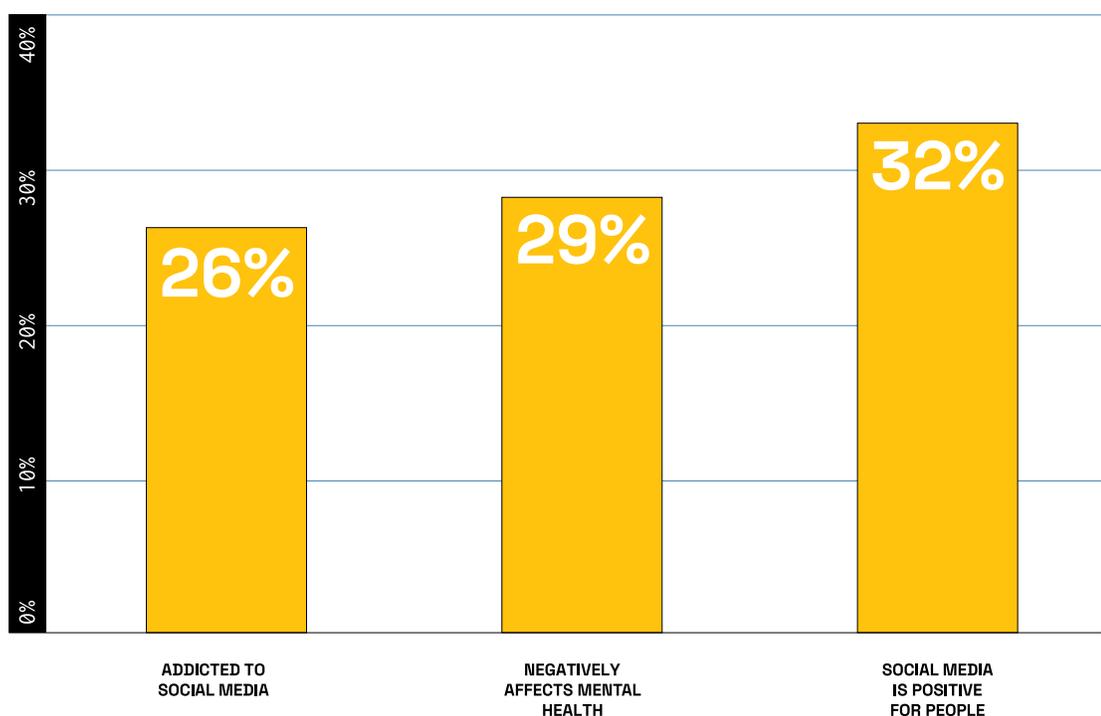
## MOST USED SOCIAL MEDIA CHANNELS



# ADDICTED AND CONCERNED

Not only is Gen Z the biggest user of social media, but they were the first generation to grow up with it readily available. From the moment they got smart phones, these digital natives were signing up for social media accounts. These years of consistent social media use explains why they are the most likely generation to say they're addicted to social media (26%). The impact of this? Gen Z is also the most likely to say social media negatively affects their mental health (29%). So, while there is cause for concern, Zoomers also are the most likely to see social media as generally positive for people (32%).

## SOCIAL MEDIA ATTITUDES



Which of the following statements do you agree with as they relate to social media?

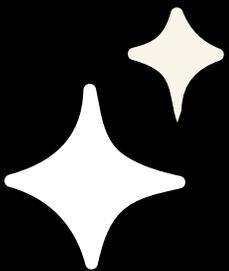
# HEARD IT FIRST ON SOCIAL

Before social media, impressionable minds could be shielded from the dangers of the world. To understand the horrors of war, climate changing events and social and political issues, you had to read the newspaper or watch the news. Today, social media not only features these stories, but it's often the first place people hear about them. And Gen Z is tuning in. In fact, they are the most likely to say social media is their main source of news (42%). And since Gen Zers are spending an average of two hours on social media every day ([Source](#)), this may help explain why Gen Z is the least optimistic about the future of the country and why they feel social media negatively affects their mental health.





# TAKEAWAY



## TURN THOSE FROWNS UPSIDE DOWN

Like Millennials, Gen Z and social media are inseparable. It's part of their identity, how they socialize and where they get their news. And while they feel it's generally been positive, many Zoomers admit they're addicted to social media and that it's affecting their mental health. Marketers who want to break through and connect with Gen Z should consider using social media as a gateway to "in real life" experiences to forge authentic connections. Messages should be honest, relatable and also uplifting. Remember, this is a generation that could use some positivity.

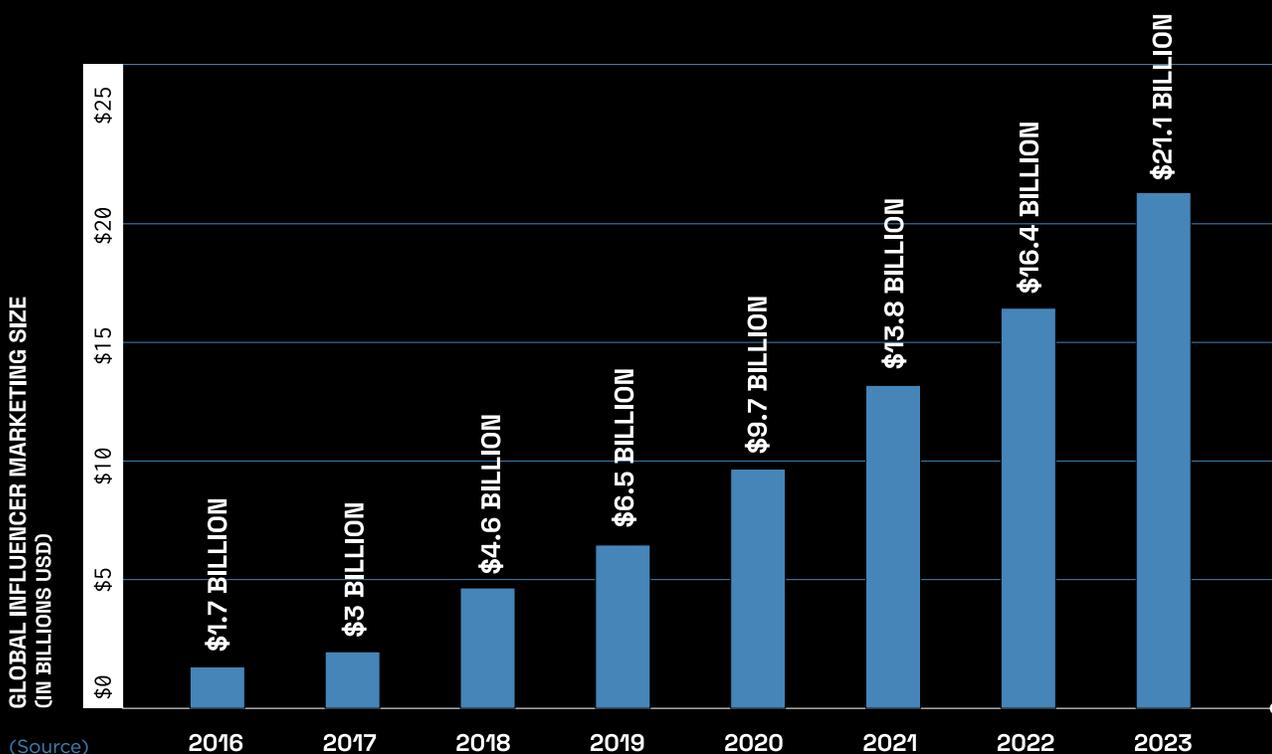
**SECTION 09**

**INFLUENCERS**

# LIKES TO PURCHASES

The influencer marketing industry is valued at over \$21 billion today. To put that in perspective, eight years ago it was only \$1.7 billion ([Source](#)). This meteoric rise of influencers is nothing new, but one of the reasons it continues to flourish is Gen Z. Years ago, social media influencers were paid by brands to create engagement with their followers. Now, expectations are bigger as brands are working hand in hand with influencers to design products. And no one is more excited about this than Gen Z. They are tops among generations to say they are more likely to buy a product if it's designed by an influencer or celebrity (19%) and if the influencer/celebrity is using the product (23%). All in all, one in four Gen Zers feel social media influencers impact the brands they buy.

## INFLUENCER MARKETING GROWTH



# REDEFINING INFLUENCERS

To be an influencer, you need to have influence. As the most diverse generation and the first to grow up with social media, Gen Z is racking up followers. And their social circle goes far beyond friends and family. They can reach people across the globe in a second using a variety of social media platforms. So, while not all Gen Zers are influencers, they can influence thoughts and actions like never before. Moreover, they're not afraid to share their opinions with those who follow them. In fact, they are the generation most likely to show off what they have on social media (28%) and say that people often copy what they do or wear (33%).



TAKEAWAY

## LET THEIR VOICES BE HEARD

Influencer marketing is not going away anytime soon, and Gen Z is making sure of that. They look to influencers when making buying decisions but many Gen Zers also have the influence to move the masses. Marketers who want to reach Gen Z should consider a dual strategy—one that leverages actual influencers who appeal to Gen Z and inspiring the average Gen Zer to share their thoughts and opinions about your brand.

## SECTION 10

# STREAMING SERVICES

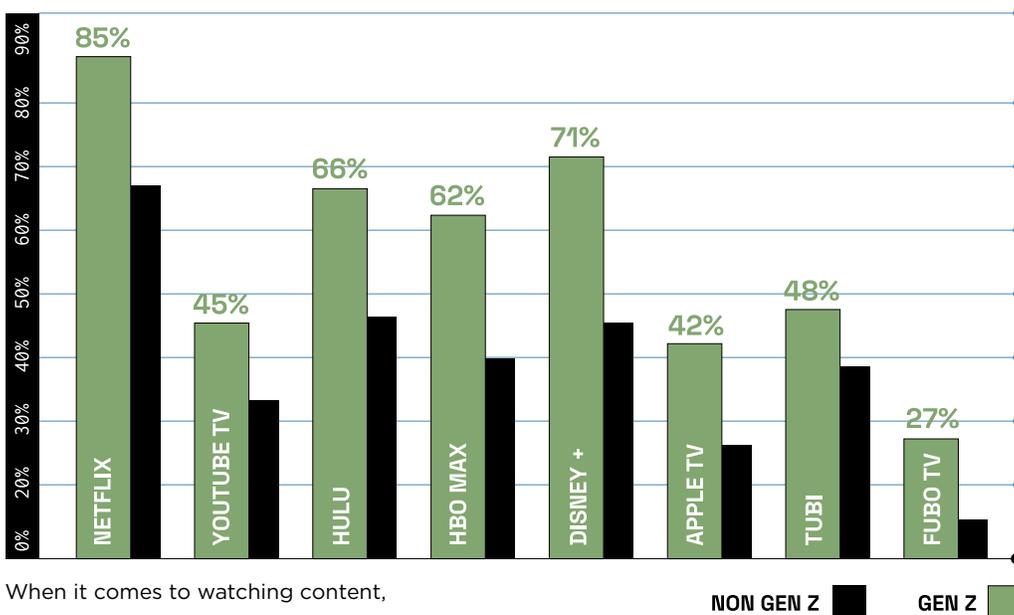
# CATCH ME IF YOU CAN



Advertisers looking to track down Gen Z need to be fast—and nimble. Like their Millennial friends, Zoomers are everywhere. On average, they use more than eight different streaming services for their entertainment needs. And they're not overwhelmed by the growing number of places to consume content, either. In fact, fewer than a third say there are too many streaming services (30%).

Where does Gen Z go for subscription-based content? They are the heaviest users of many streaming services, including Netflix (85%), YouTube TV (45%), Hulu (66%), HBO Max (62%), Disney+ (71%), AppleTV (42%), Tubi (48%) and FuboTV (27%). That said, they subscribe to just 4.62 services, only ahead of Boomers. This suggests many Gen Zers are still using their parents' or friends' accounts. As for cable TV, it appears Gen X, the first generation to cut the cord, is influencing their Gen Z kids, as Gen Z (41%) is just behind Gen X (38%) for least likely to consume content on cable.

## STREAMING SERVICE USAGE

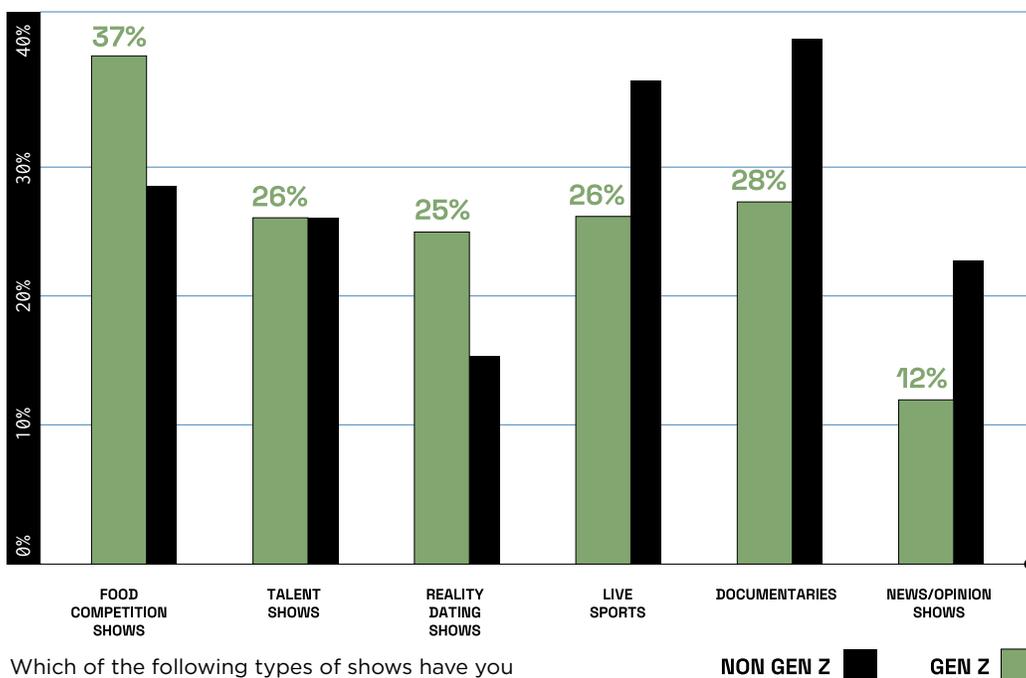


When it comes to watching content, which of the following do you use?

# WATCH AND LEARN

What streaming content is Gen Z consuming? Not surprisingly, Zoomers have similar interests to Millennials. The most popular content is food competition shows (37%), talent shows (26%) and reality dating shows (25%). Content they are least likely to watch includes live sports (26%), documentaries (28%) and news/opinion shows (12%). And more than other generations, Gen Z prefers it when providers release all the episodes in a series at once vs. one week at a time. They're also more willing than Millennials to see ads during content for a lower-price subscription (30% vs. 27%).

## TOP SHOW CATEGORIES



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Y

## GO WITH THE FLOW

Like Millennials, Gen Z is using many different streaming services—and welcome more. They also enjoy similar content. But there are some trends for marketers and advertisers to consider when reaching this new generation of content consumers. First, there is a steady decline from Baby Boomers to Gen Z in the importance of appointment-based viewing such as live sports, news and sitcoms. This would suggest Gen Z is more interested in watching content on their schedule. Second, cable TV, which reigned supreme not that long ago, is losing relevance with this new generation. Given many Gen Zers in their early 20s are sharing their parents' streaming TV logins, a great way to reach these young adults in streaming TV is to target all devices in the household and tailor the buy to specific genres. And those must-watch live events? Maybe they will grow on them in time.



# AFTERWORD

Thank you for your interest in our Gen Z findings. Compiling this report has been equal parts challenging and exciting. The conversations we've had in our office and with our clients continue to add context to what we see in the data. Our own Gen Z co-workers have agreed with some of the findings while challenging others. We welcome these debates and discussions as they only help us and our clients create smarter strategies in approaching this emerging demographic.

Gen Z Unraveled is simply a snapshot of a fast-moving train. We will continue to keep our finger on the pulse of emerging consumer trends like Gen Z. As this age group matures, so will our findings. No person is the same at 30 as they were at 20, so our insights will evolve each year. Over the next year, we will expand on specific areas using this research supplemented by secondary research, outside experts and more.

You can find our insights on Gen Z and more at [HoffmanYork.com](http://HoffmanYork.com) or on our social profiles. We are always open to learning more about these topics and discussing consumer trends. We look forward to hearing from you.



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## METHODOLOGY

15-minute survey distributed using an online panel.

Secondary resources include:

- MRI Simmons
- Statista
- US Census Bureau
- Pew Research

**3,170**  
Total Respondents

Gen Z  
**1,363**

Millennials  
**625**

Gen X  
**588**

Baby Boomers  
**594**