

Reality bytes.

THE DIGITAL EXPERIENCE IS THE HUMAN EXPERIENCE

Who is Gen Z?

**\$143
BILLION**

Gen Z represents up to \$143 billion in buying power globally.

27%

Born 1996 through the mid-2000s; 1.9 Billion strong globally. About 27% of the global population.

93%

Gen Z influences as much as 93% of family spend.

Be. Buy. Build. All online.

Gen Z, the most Internet-dependent generation in history, blends the physical and digital worlds as never before.

46%

**PREFER INTERNET LEADERS
OVER POLITICIANS**

They believe that people who build/manage the Internet are almost as important as political leaders around the world.

62%

**PREFER INTERNET
OVER UNIVERSITY**

They would rather have unlimited access to the Internet and no university degree than a university degree and no access to the Internet.

Being online.

Gen Z was born with a phone in their hand and the world at their fingertips. For them, being connected digitally is an intrinsic part of their lives.

Digital dependants.

**61% OF GENZ
CAN'T UNPLUG**

They can't go more than **5 hours** without Internet access.

**13% OF BOOMERS
CAN UNPLUG**

They can go more than **168 hours** without Internet access.



Predictive personalisation.

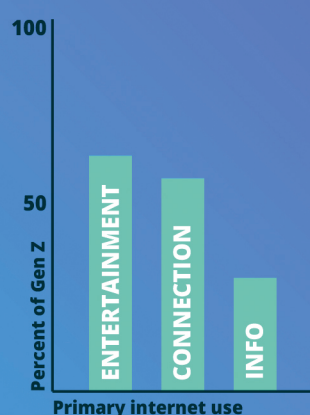


67%
**BELIEVE IN
PREDICTIVE
PERSONALISATION**

They believe websites will know what you want intuitively.

To entertain and connect.

61%
**USE THE INTERNET
PRIMARILY FOR
ENTERTAINMENT**



Buying online.

Whether it's "bricks or clicks," when it comes to shopping, Gen Z finds each equally trustworthy, so long as the business is socially conscious.

Sites over apps.



69%
**PREFER WEBSITES
OVER WEB APPS**



When making purchases online.

In the Internet we trust.

61%
**TRUST ONLINE
ONLY BUSINESSES**



They see a company as trustworthy even if it's online only.

Purpose matters.

65%
**PREFER TO BUY FROM
SOCIALY CONSCIOUS
BUSINESSES**



Building online.

Gen Z is expected to be the most entrepreneurial generation ever.

They will build it.

63%
**WILL LIKELY
START A
BUSINESS**



Launching online.

**GEN Z
IS MOST
LIKELY TO
SAY THEY'D
START A
BUSINESS
IN RETAIL.**

