

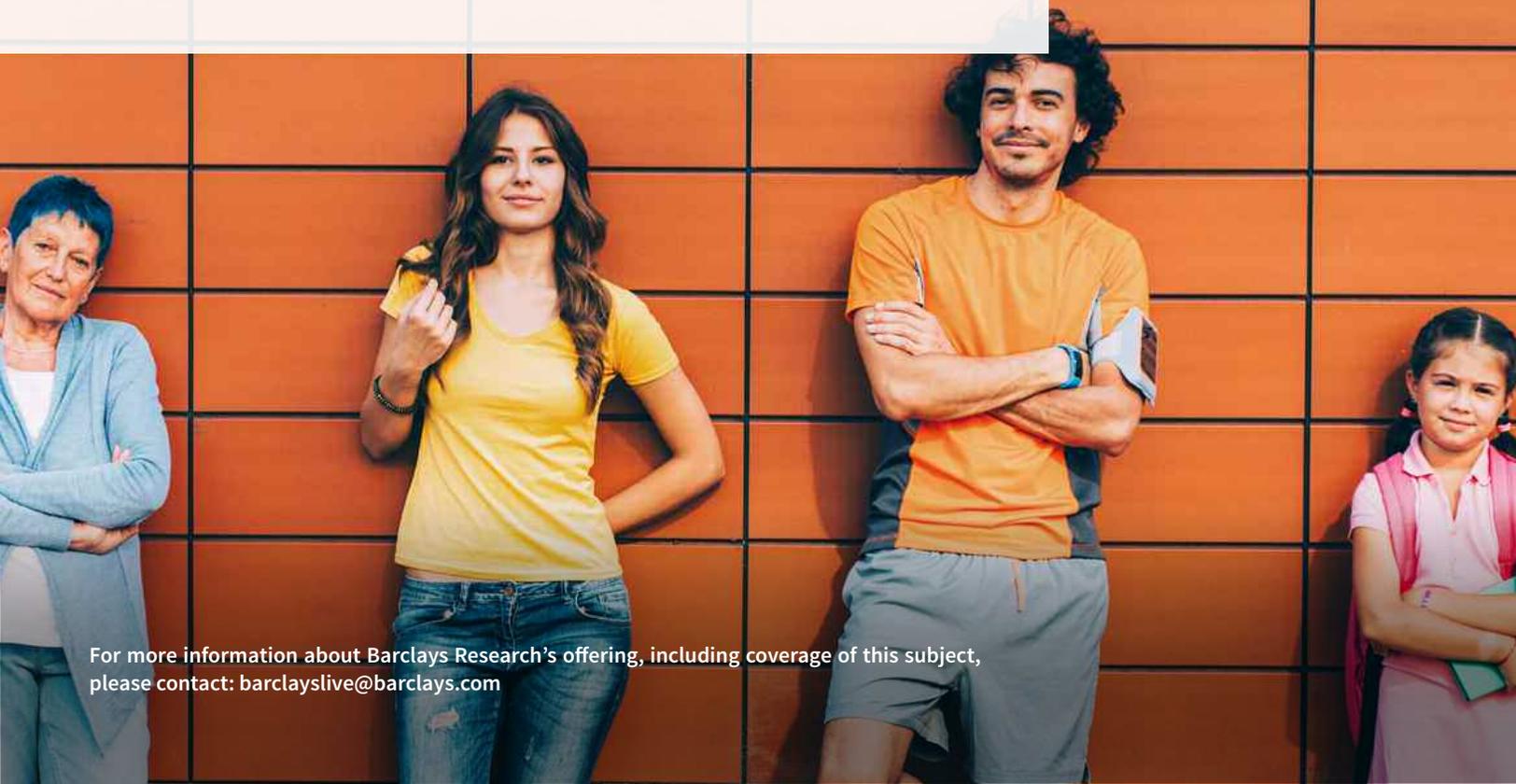
Barclays Research Highlights: Sustainable & Thematic Investing

## Generation Z: Step aside Millennials

Sorry Millennials, your time in the limelight is over. Make way for the new kids on the block - Generation Z - a generational cohort born between 1995 and 2009, and larger in size than the Millennials (1980-1994). The current fixation with Millennials makes them the most studied generation, which in turn has caused the use of this term to simplify to a label for anyone that may be young today. The irony here is that Millennials are not necessarily young anymore and we run the risk of overlooking the next cohort - Generation Z - who are now coming of age.



For more information about Barclays Research's offering, including coverage of this subject, please contact: [barclayslive@barclays.com](mailto:barclayslive@barclays.com)



**The word ‘Millennial’ is overused and frequently used as a synonym for being young. Incorrect use of the label for all young people means that we run the risk of overlooking the next generational cohort who have their own set of values — cue Generation Z.**

## Generation Z: Step aside Millennials

### Millennial Fixation Fatigue

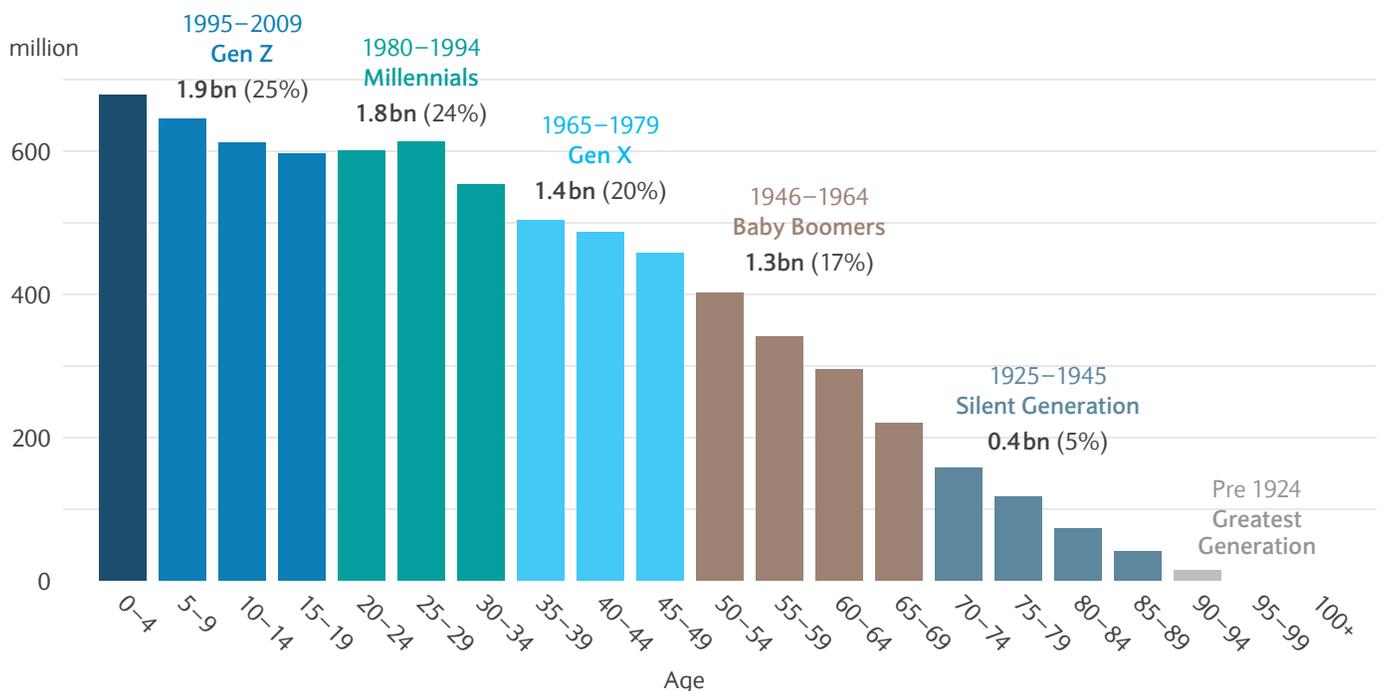
Sustainable & Thematic Investing

Hiral Patel

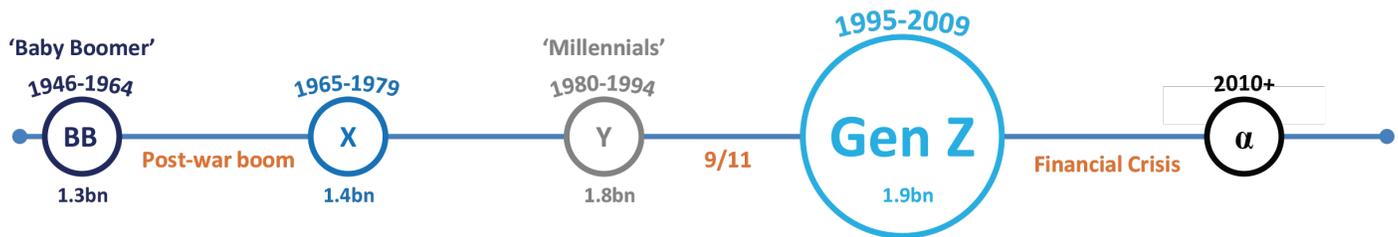
Emily Morrison

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### Gen Z are 25% of the world’s population...



Source: United Nations — World Population Prospects: The 2017 Revision (June 2017) — 2015 Data



**Key Gen Z Characteristics**

- Tech Innate
- Independent
- 'We' focused
- Aspirational
- Savvy
- Financially conservative
- Determined
- Social activists
- Entrepreneurial
- Pragmatic

**Introducing Gen Z: Not just mini-Millennials...**

**Tech Savvy**  
Multi-tasks over 2 screens  
**Communicate with text:** SMS/Whatsapp  
**Preferred social media app:** Facebook  
**Favorite website:** Amazon

**Open to debt**  
Paying off student loans, lives at home/rents

**Now focused**  
Optimists  
Idealistic  
'Me' generation  
Dependent  
Entitled

**Experiential generation**  
Values convenience and dining out  
**Share mentality**  
**Armchair activity**

**Technology**



**Financial Habits**



**Values**



**Lifestyle**



**Tech Innate**  
Multi-tasks over 5 screens  
**Visually orientated generation:** Emojis  
**Preferred social media app:** Snapchat  
**Favorite website:** YouTube

**Wants to save**  
Values financial knowledge/home ownership

**Future focused**  
Realists  
Pragmatic  
'We' generation  
Independent  
Persistent

**Sober generation**  
Values healthy, ethical food  
**DIY/Hand-made mentality**  
**Active volunteers**

**Oxford Dictionary**  
**Word of the year**  
2017 - Youthquake  
2015 - Emoji  
2014 - Vape  
2013 - Selfie



**Nomophobia**  
**#FOMO**  
As battery life decreases, anxiety increases



**Short attention spans**  
**Connected from birth**  
Gen Z: 8s  
Goldfish: 9s  
Gen Y: 12s



**Gen Z probably have no idea what these things are...**

**Floppy disks**  
More than just the 'save' icon



**Encyclopedia**  
Life before Google

Source: Population Data: UN — World Population prospects 2017 Revision (June 2017), Number of screens for multi-tasking: Sparks & Honey (June 2017), Ideas in Digital (2015), Vision Critical (2017), Forbes (2017)

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