

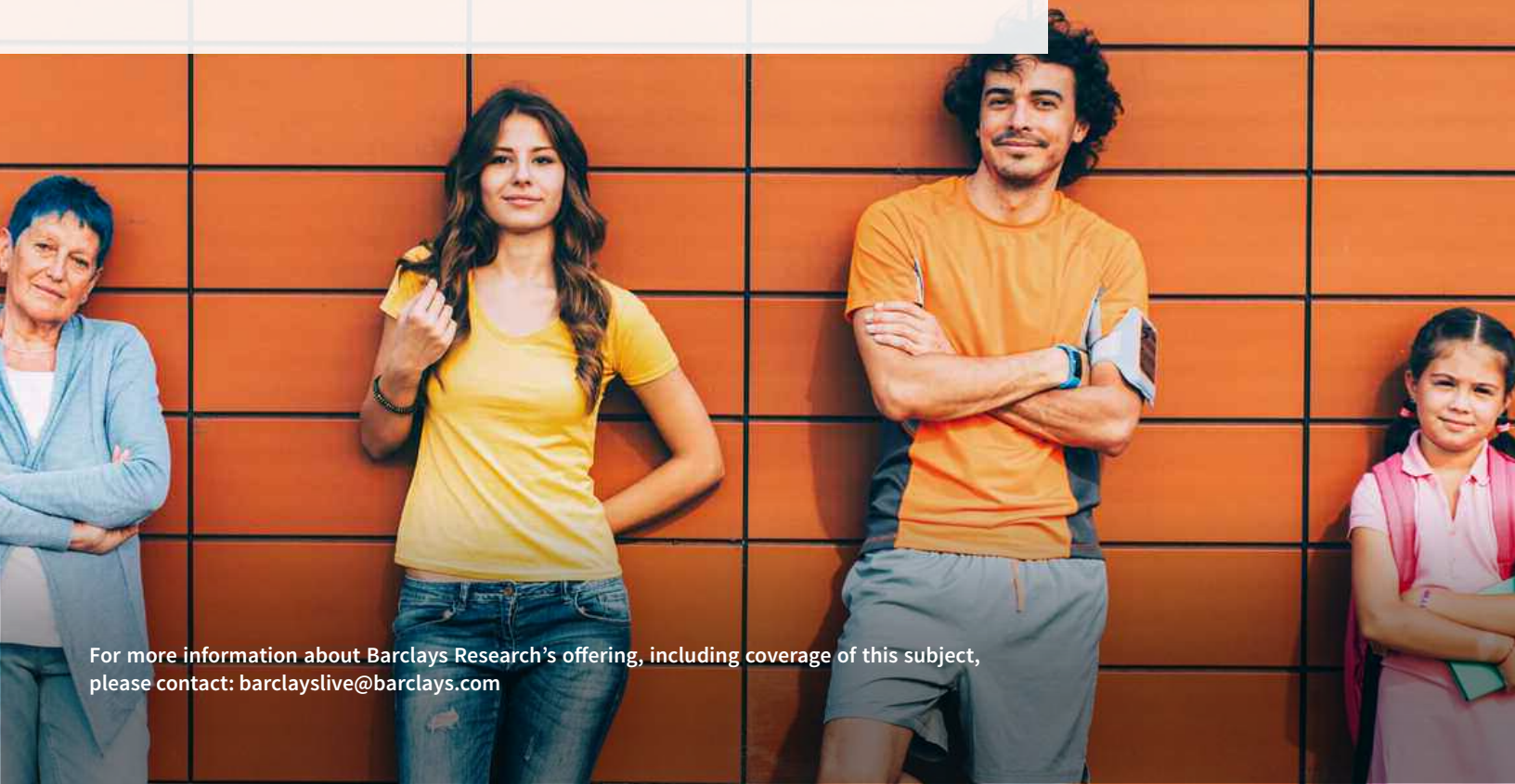
Barclays Research Highlights: Sustainable & Thematic Investing

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



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

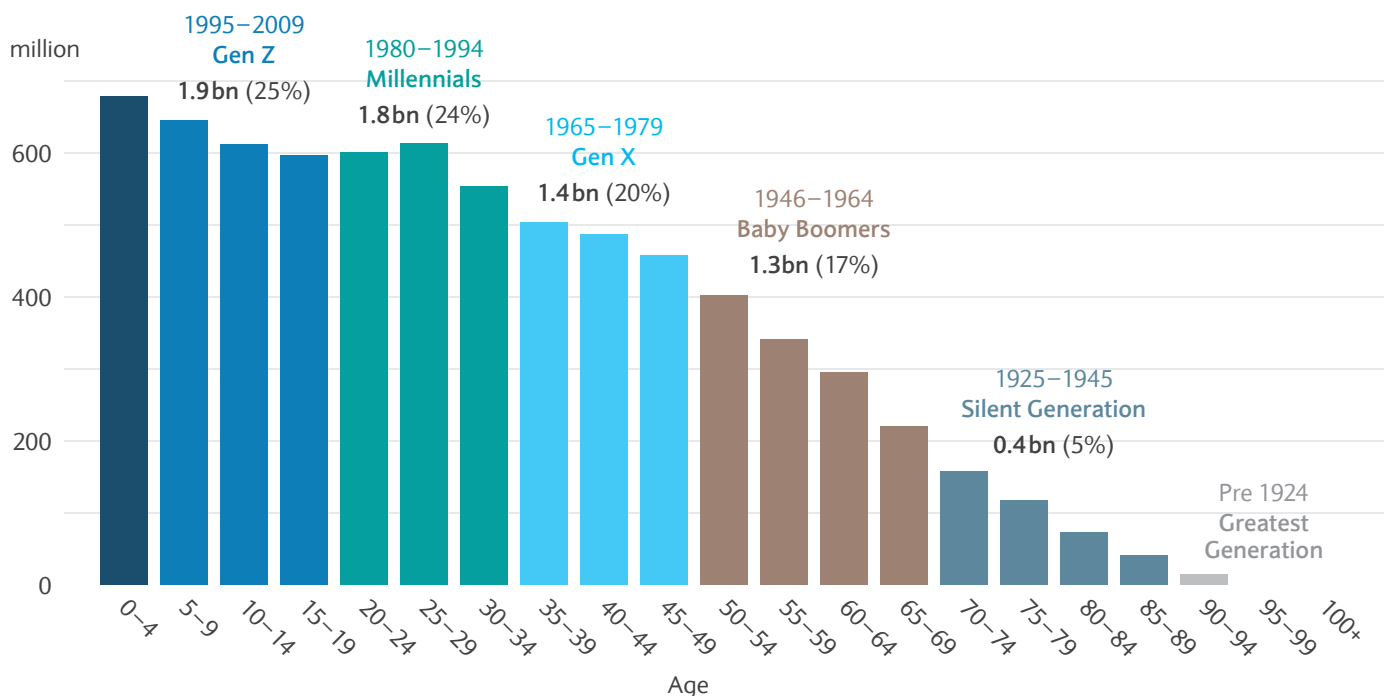
Sustainable & Thematic Investing

Hiral Patel

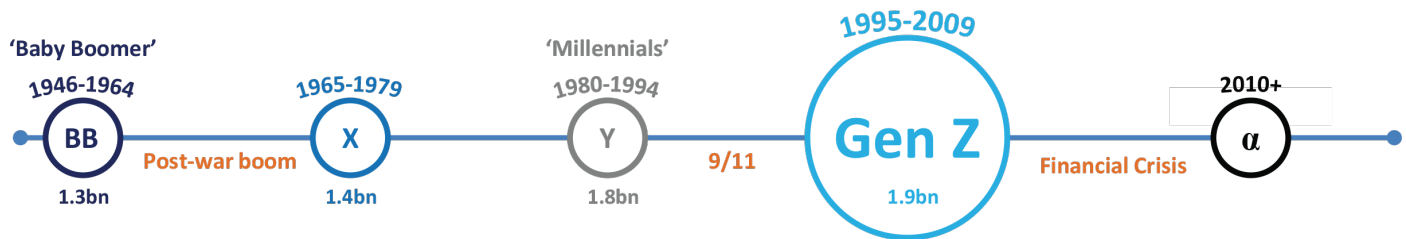
Emily Morrison

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.

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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