



# Sharpen Our Skills

**Generation Z  
S.O.S. Class 22  
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## Generation Z Facts

- Born 1995 to early 2000s
- Make up 25% of the US population
- Seek financial independence from parents at an early age
- Driven, hardworking and responsible
- Very tech savvy
- Seek education
- Many have savings accounts before 10 years of age

## Don't Mistake Them for Millennials

Generation Z	Millennial
5 screens	2 screens
Communicate with Images	Communicate with Text
Create Things	Share Things
Future Focused	Focused on Present
Realists	Optimists
Want to Work For Success	Want to Be Discovered

## A Day In the Life of Gen Z

- 92% are online on a daily basis
- Their 3 second attention span needs a simple and fast message
- 2-4 hours of video content consumed a day
- 10% hours of tech use a day



## **Sub Segments of Generation Z**

- Conventionals (34%) – They like the face-to-face interaction but are distrustful of technology
- Digitals (37%) – Still like traditional ways of doing business but prefer to interact digitally.
- Pioneers (28%) – They are the more accepting of technology companies

## **Communicating with Generation Z**

- Respect their online space
- Design matters
- Creative approach makes the difference
- Learn by technology

## **How To Attract Gen Z**

- Reward them - They love loyalty rewards, thanks to places like Starbucks.
- Provide them tools to make their life easier
- Offer as many digital capabilities as possible



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