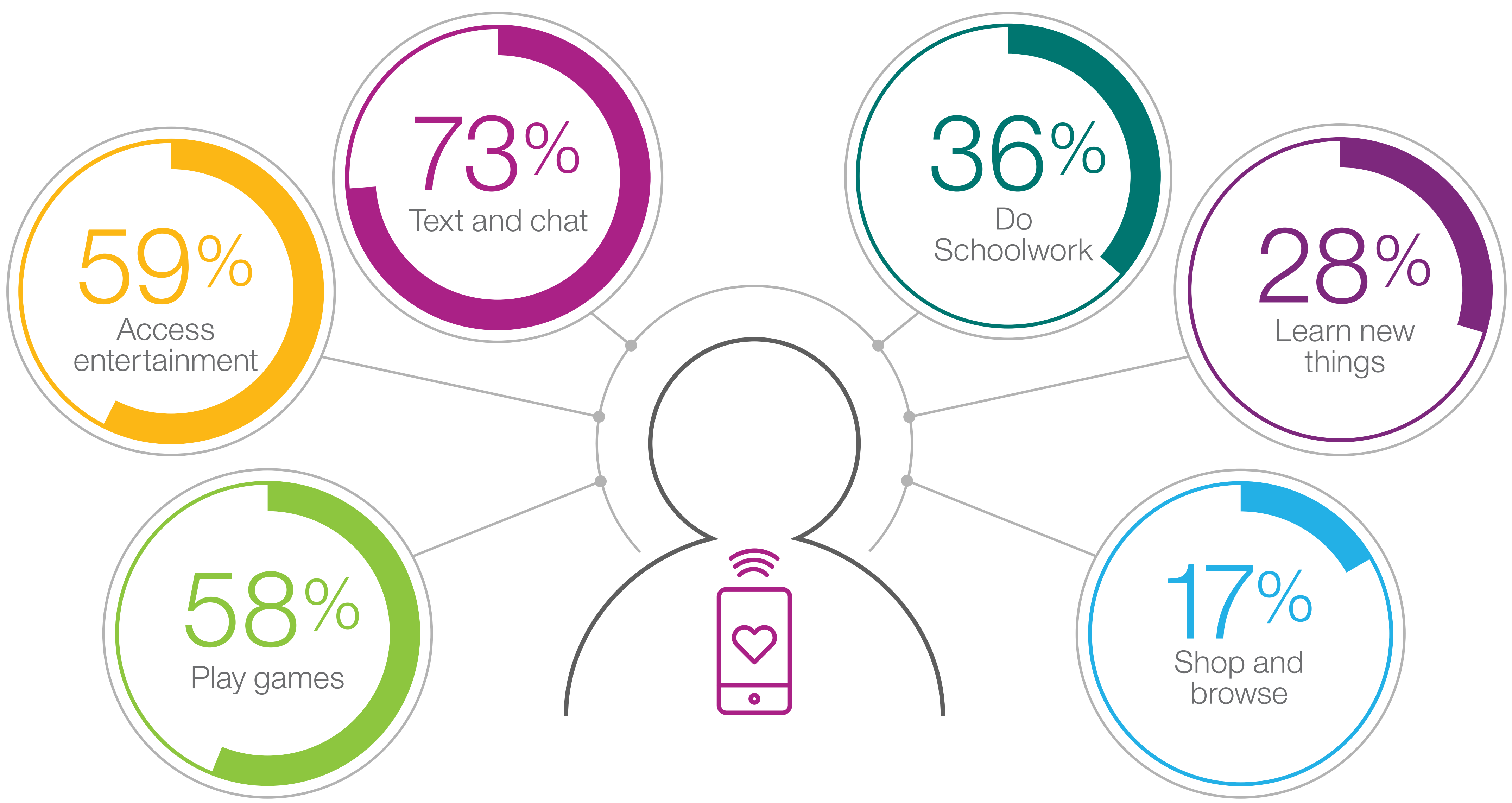


Uniquely Generation Z

What brands should know about today's youngest consumers

Surveyed Gen Zers use devices primarily for texting and chatting.

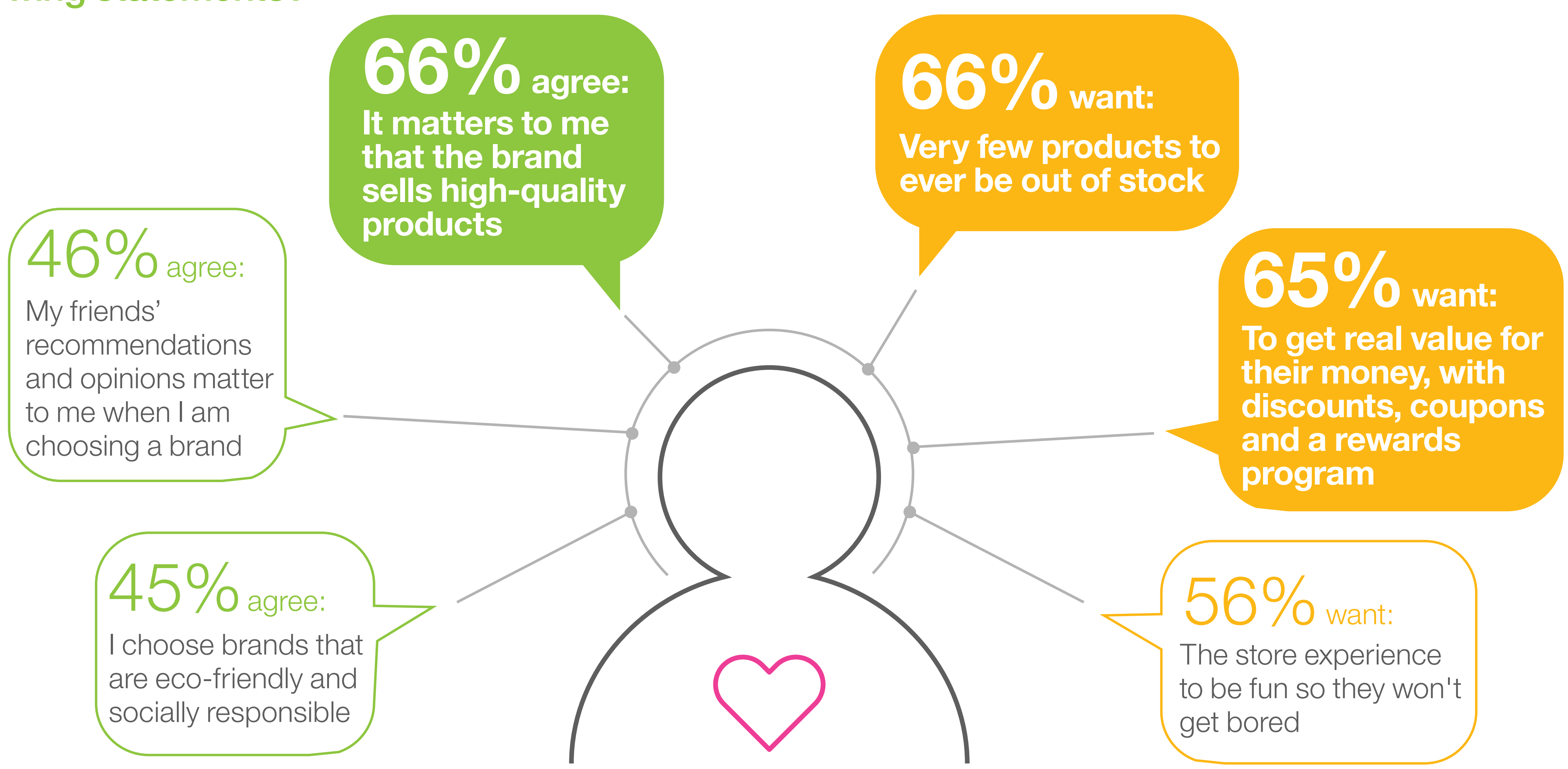


Question: What do you mostly use these devices for?

Surveyed Gen Zers care strongly about the basics of product quality, availability and value.

► To what extent do you agree with the following statements?

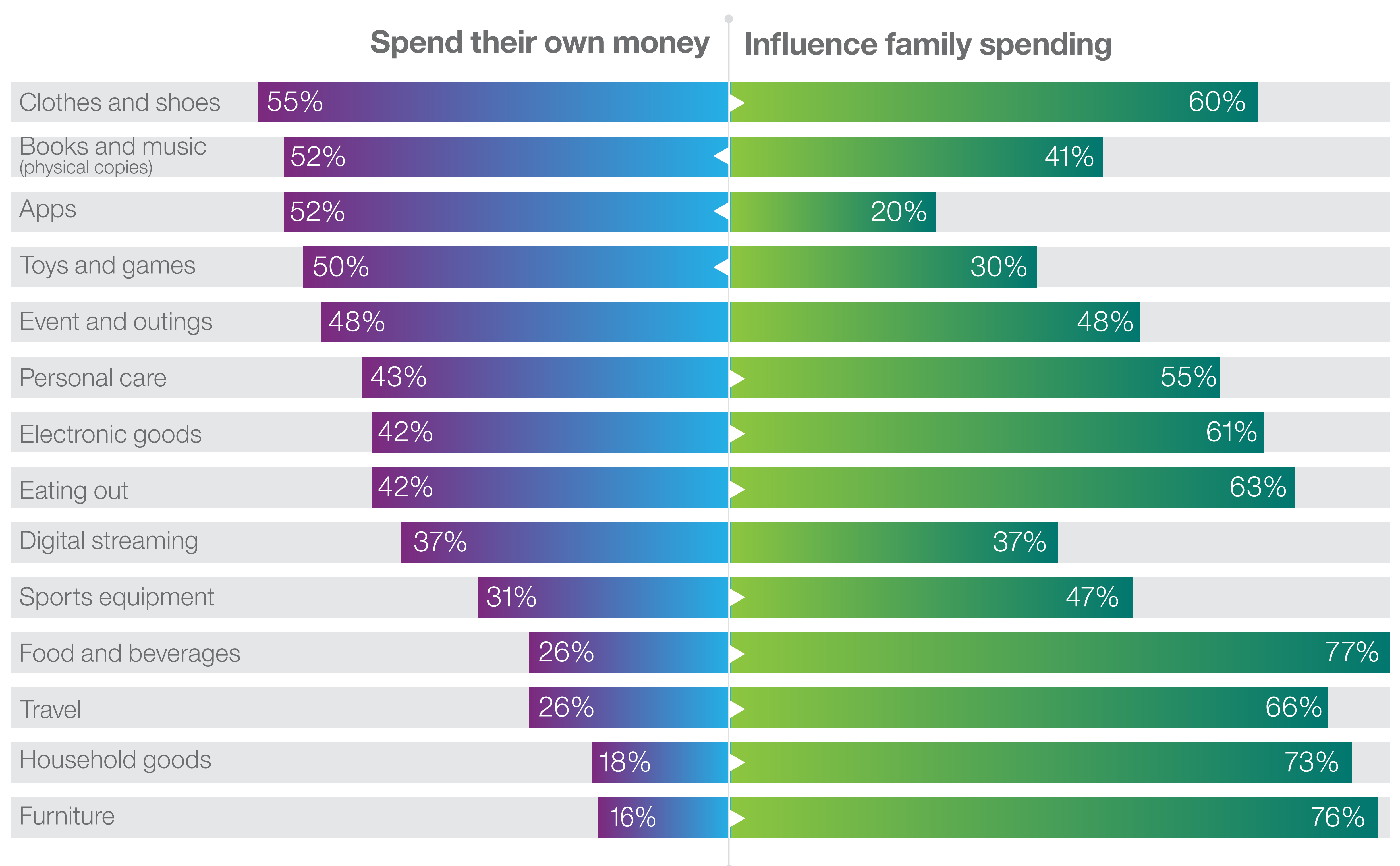
► How important are the following to you?



Percentage that responded "agree" or "strongly agree."

Percentage that responded "important" or "very important."

Surveyed Gen Zers have significant influence on family spend.



Question: On which of the following categories do you spend your own money or influence how your parents spend their money?

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