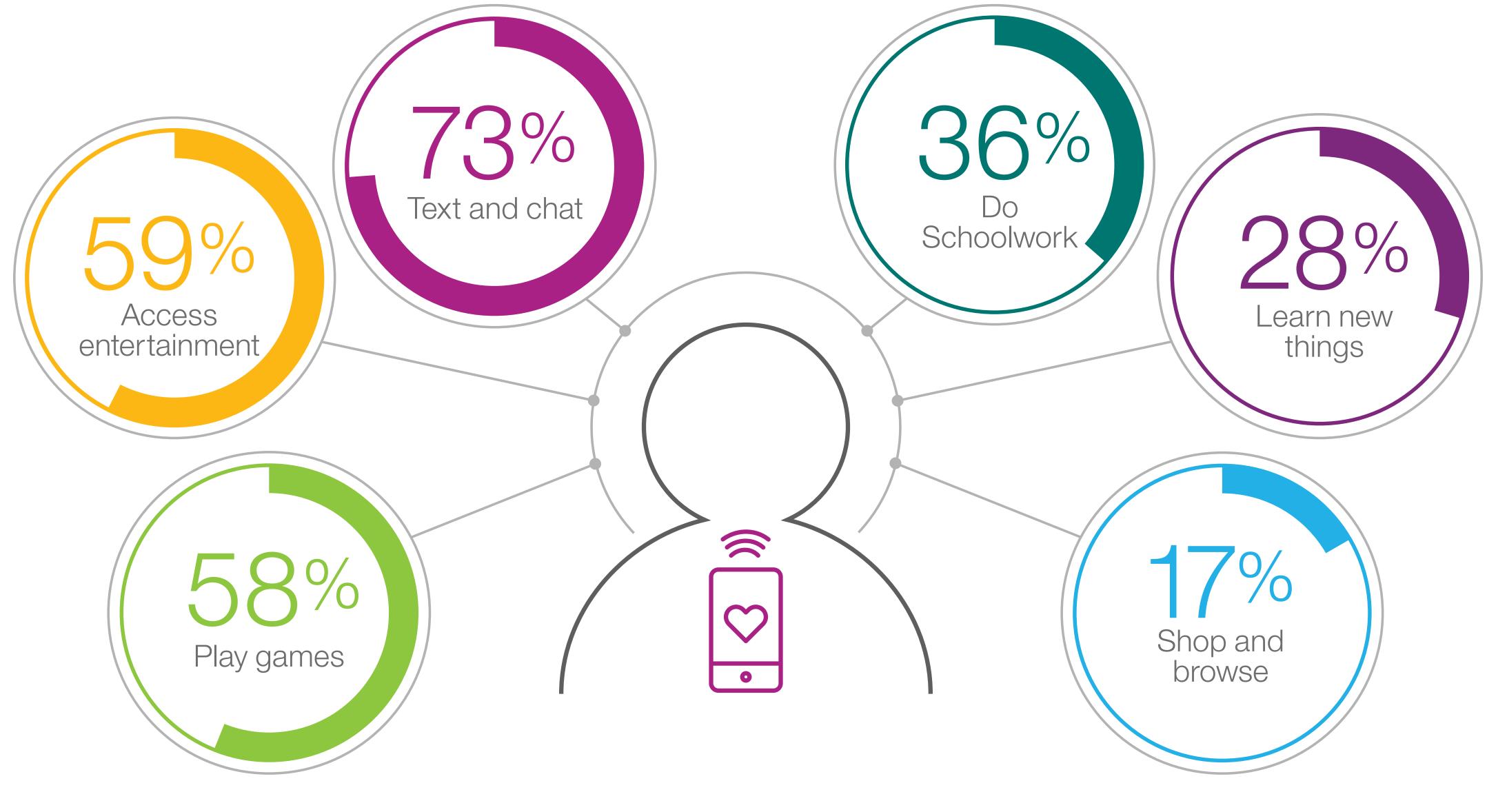
## **Uniquely Generation Z**

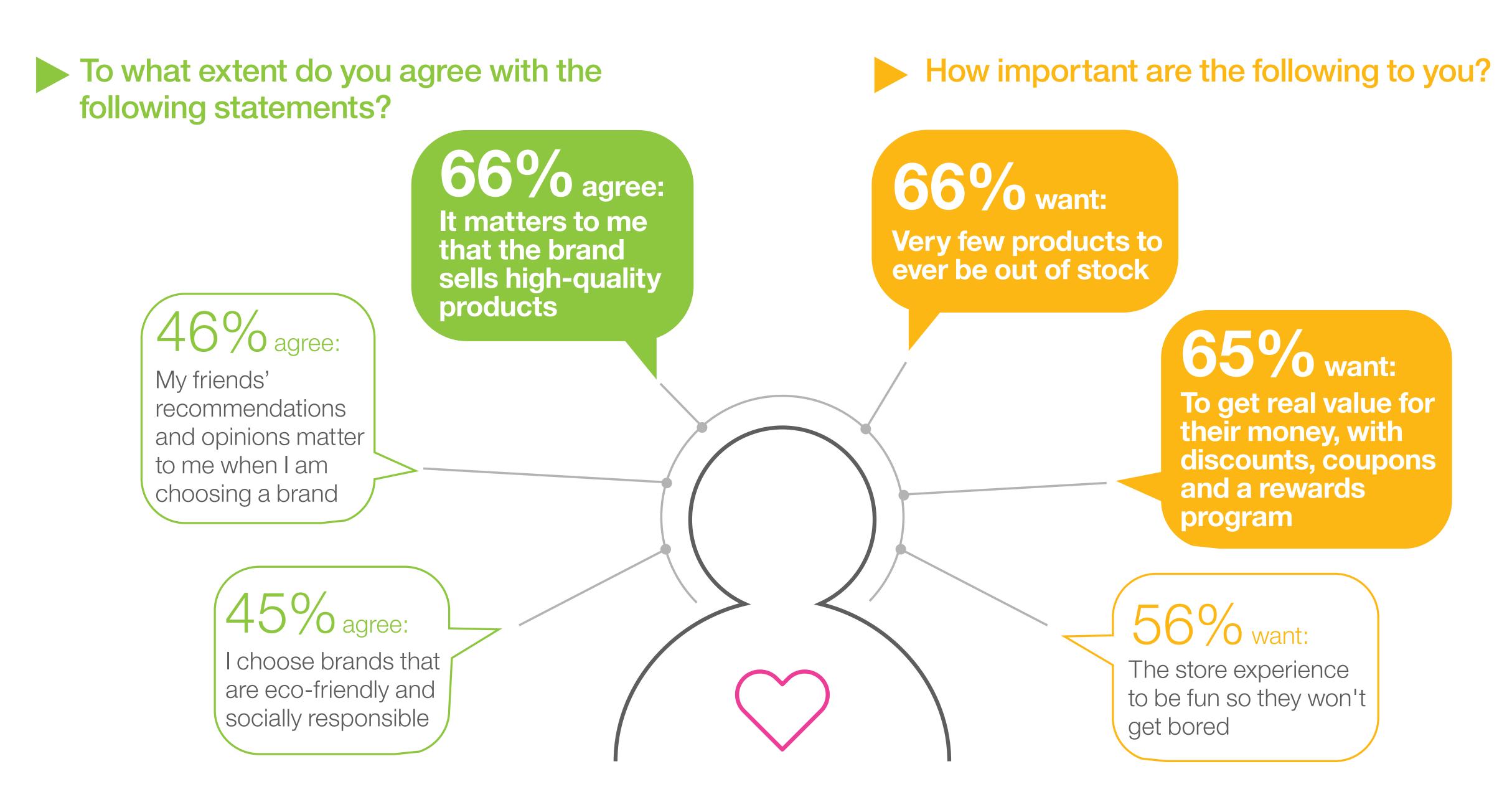
What brands should know about today's youngest consumers

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.



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

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

## Surveyed Gen Zers have significant influence on family spend.

	Spend their own money	Influence family spending	
Clothes and shoes	55%		60%
Books and music (physical copies)	52%	41%	
Apps	52%	< 20%	
Toys and games	50%	< 30%	
Event and outings	48%	489	%
Personal care	43%		55%
Electronic goods	42%		61%
Eating out	42%		63%
Digital streaming	37%	37%	
Sports equipment	31%	47%	
Food and beverages	26%		77%
Travel	26%		66%
Household goods	18%		73%
Furniture	16%		76%

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

## To learn more visit ibm.biz/uniquelygenz





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