

MILLENNIALS VS GEN Z

Millennials are no longer the only star of the show. There's a new generation, with the oldest just shy of 20, taking center stage. At nearly 70 million people, Gen Z's size and influence are quickly approaching that of Millennials, making them a valuable group of consumers.

MILLENNIALS

GEN Z

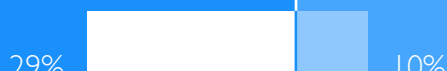
Banking Habits



Over Half Done Online



Over Half Done on Mobile

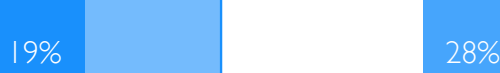


Video Games

Plays Daily



Likely to Purchase VR



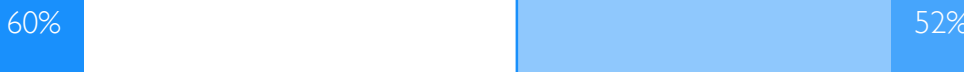
Streaming Video



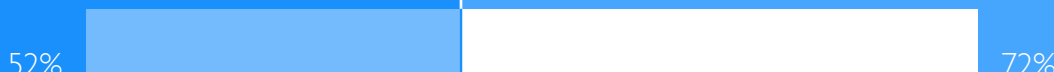
Over 1 hr / Day Streaming TV



Over 1 hr / Day Watching TV



Visits YouTube Daily



Fashion Trends

Self-Identified Fashion Leaders



Follows Fashion Trends



Influenced by Celebrities



Social Media Influence



Most Influenced by TV Ads



Most Influenced by Internet Ads



Most Influenced by Social Media Comments



CIVIC
science

About This Data

CivicScience is a consumer and marketing intelligence company. Through our groundbreaking, scientifically-proven polling and insight automation platform, we are fundamentally changing the way brands and media outlets understand their audience, monitor trends, and make winning bets on the future. Data was collected from January 1, 2015 through July 15, 2016. CivicScience's generation definitions: Generation Z consists of 13 to 17-year-olds, and the Millennial generation consists of 18 to 34-year-olds. Contact us at: contact@civicscience.com for more data.