Gen Z: it's a VIBE

How we connect with a new generation of students

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Put your Gen Z glasses on

1. Distance yourself from preconceptions
2. Be swayed by data not emotion
3. Exercise empathy not judgement
Gen Z are:

Born between 1997 - 2012
Currently ages 10-25
They are your
Children
Nieces and nephews
Grandchildren
Friends and neighbors
Interns and colleagues
5 things you’ll learn about the “fluid” generation

1. Their high expectations
2. The impact of these expectations
3. Their exposure to data & information
4. How they distinguish truth from noise
5. Their need to cut through the clutter
The “fluid” generation

52% of Gen Z identify as white, compared with 61% of millennials

Gen Z is the most racially and ethnically diverse generation and the best educated yet

Gen Z is less likely than Generation X and baby boomers to identify as heterosexual

This information was gathered on 3/11/2022 from Ipsos: Gender identity and sexual orientation differences by generation | Ipsos

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Gen Z expects that things will be easy, intuitive, and customizable.
1. Customized experiences

The insights

58% of Gen Z is willing to pay more for products that are targeted to their individual personalities.

88% of Gen Z prefers branded experiences across multiple channels.

2 in 5 will provide their personal data to enable a more personalized experience over an anonymous one.

44% of Gen Z would stop visiting a website if it did not anticipate what they needed, liked, or wanted.
With Gen Z’s sense of responsibility comes a focus on mental health.
2. Mental health

The insights

**Gen Z**
- is more attuned to their mental health than previous generations.

**27%**
- Describe their mental health as “excellent or good” compared to 56% of millennials & 70% of boomers.

**56%**
- say they think humanity is doomed.

**60%**
- said they felt very worried or extremely worried.

This information was gathered on 3/14/2022 from:
American Psychological Association (APA): Stress in America™ Generation Z (apa.org)
BBC News: Climate change: Young people very worried - survey
Gen Z is accustomed to having data at their fingertips.
3. Access to Data

The insights

64% of Gen Z are constantly connected online.

66% use more than one internet-connected device at a time.

95% of 13- to 17-year-olds have access to a smartphone.

This information was gathered on 3/14/2022 from:

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Use authenticity as a beacon to distinguish truth from noise.
4. Authenticity

The insights

More than 3/4 say they would stop buying from a brand AND spread the word if the brand’s campaigns are regarded as macho, racist, or homophobic.

49% of Gen Z cite social apps as their primary influence for financial decisions, over family, friends, or even personal experiences.
Cut through the clutter: Gen Z responds to non-digital experiences.
5. Analog experiences

The insights

84% of Gen Z take the time to read physical mail.

57% have made purchases based on direct mail offers.

77% pay attention to direct mail advertising, while nearly 50% ignore digital ads.

This information was gathered on 3/11/2022 from: Pebble Post-https://www.pebblepost.com/blog/stats-direct-mail-marketing-2021
Recap

5 things to know about Gen Z

1. Gen Z expects that things will be easy, intuitive, and customizable.
2. With Gen Z’s sense of responsibility comes a focus on mental health.
3. Gen Z is accustomed to having data at their fingertips.
4. They use authenticity as a beacon to distinguish truth from noise.
5. Cut through the clutter: Gen Z responds to non-digital experiences.
Borrow responsibly
We encourage students and families to start with savings, grants, scholarships, and federal student loans to pay for college. Students and families should evaluate all anticipated monthly loan payments, and how much the student expects to earn in the future, before considering a private student loan.

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