

Understanding and engaging with Gen Z

Ashley Fell



Hello, my name is

SOCIAL RESEARCHER



I LOVE EXCEL

memegenerator.n

A decade of transformation



2014
SELFIE



2015



2016

POST-TRUTH

Adjective

Relating to or denoting circumstances in which objective facts are less influential in shaping public opinion than appeals to emotion and personal belief

2017

Fake news



2018

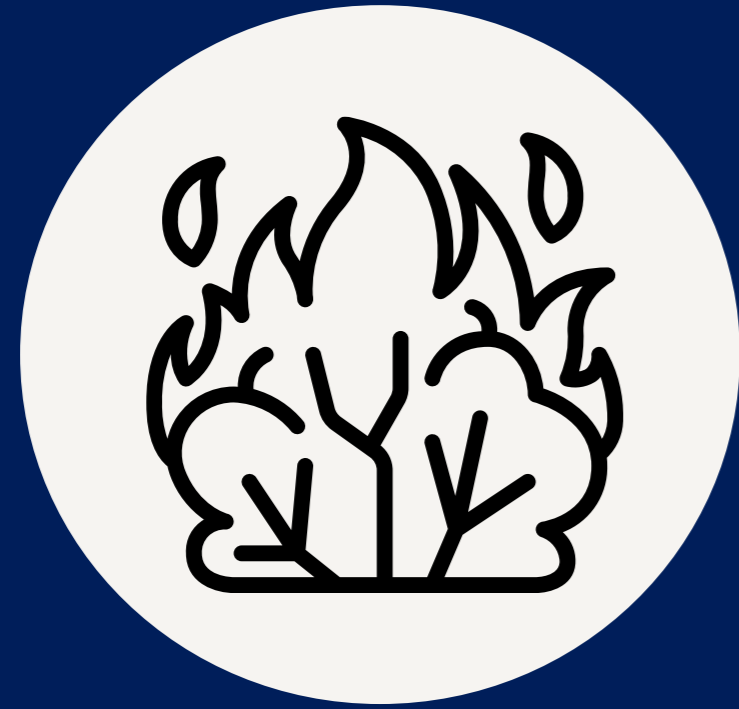
Toxic



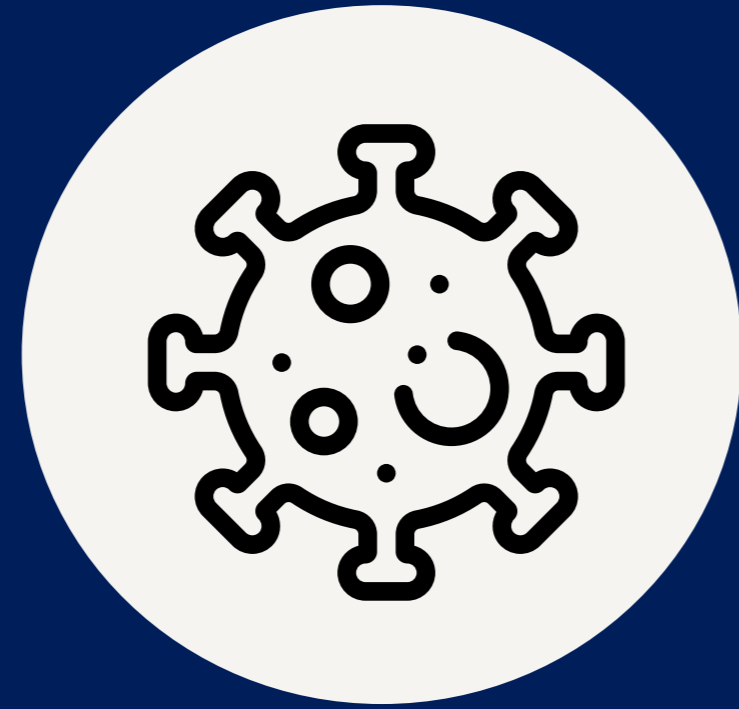
2019
**Climate
Emergency**



2020



Bushfire
Impeachment



Coronavirus



COVID-19
Lockdown



Black Lives
Matter



Cancel
Culture

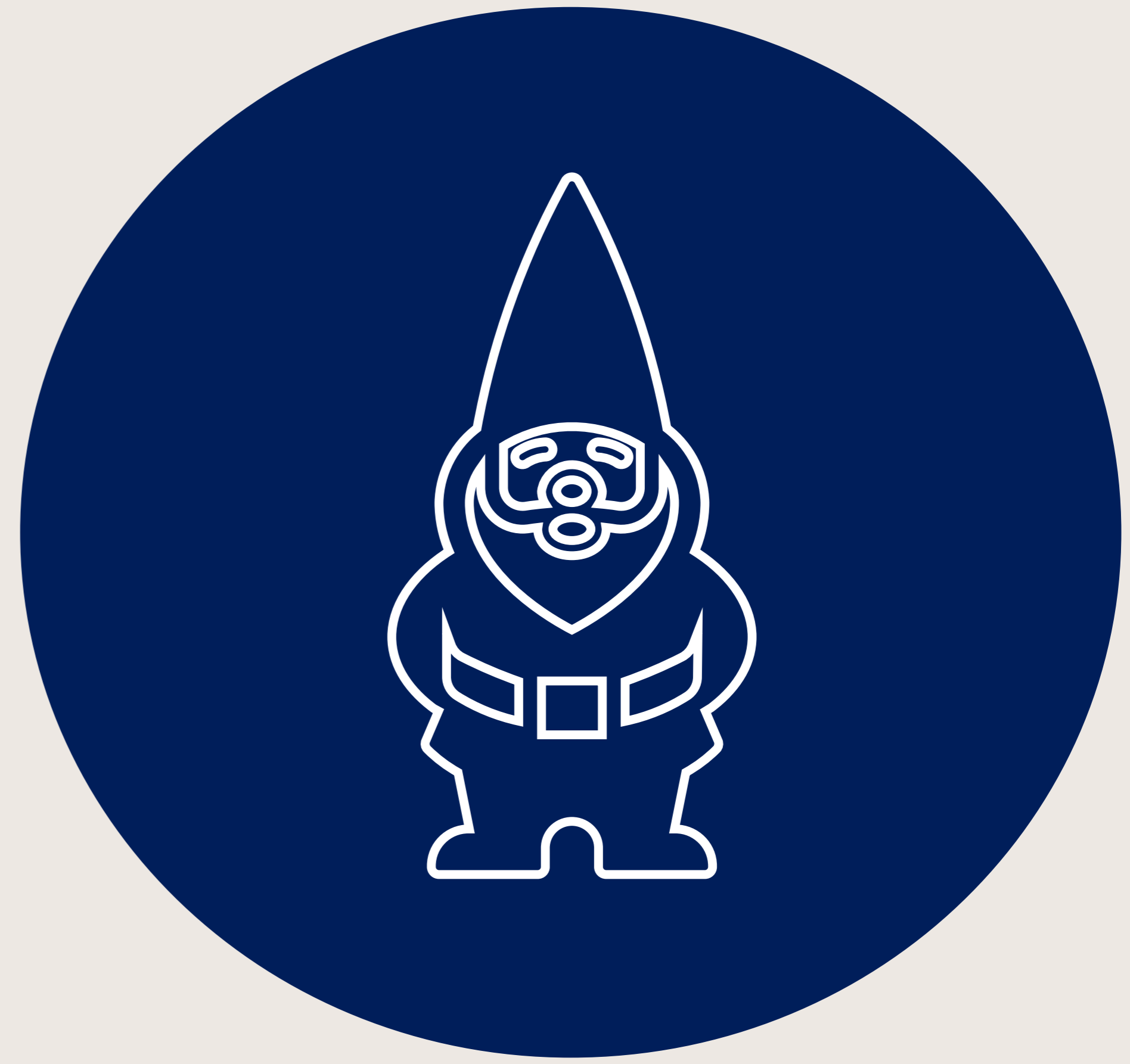
2021

Vax



2022

Goblin mode






“Pretty sure Goblin Mode is just a new term to describe what teenagers have always been in.”

2023

“Rizz”





Simon Holland 

@simoncholland



Don't know about y'all but I could really go for some precedented times.

Lifelong learning

Big data

**Generational
diversity**

**Cultural
diversity**

Artificial intelligence

**Internet of
Things**

THE

Coworking

FUTURE

**Ageing
population**

**Growing
population**

Focus on sustainability

**Virtual meetings/
events**

Gig economy

The Metaverse

Work from home

Lifelong learning

Big data

Generational diversity

Cultural diversity

Artificial intelligence

Internet of Things

THE

Coworking

FUTURE

Ageing population

Growing population

Virtual meetings/ events

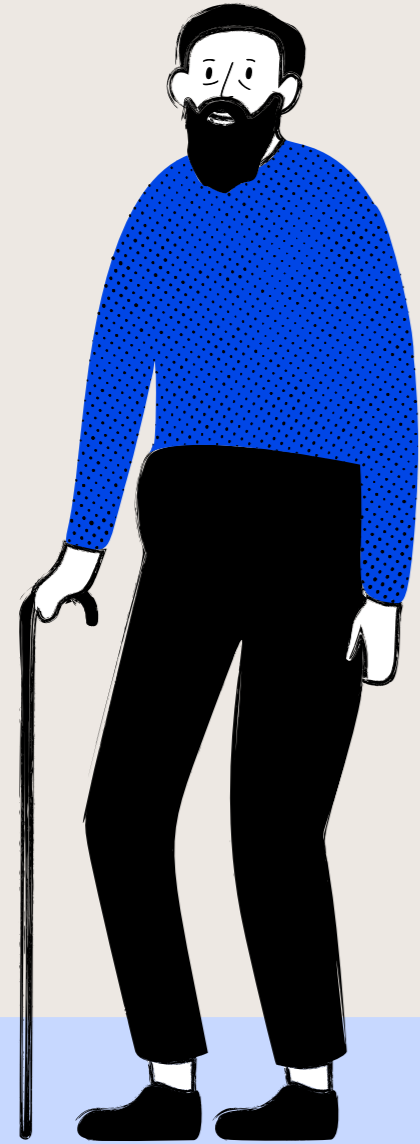
Focus on sustainability

Gig economy

The Metaverse

Work from home

The six generations



Builders

Born: 1925-1945

Age: 79+



Boomers

Born: 1946-1964

Age: 60-78



Generation X

Born: 1965-1979

Age: 45-59



Millennials

Born: 1980-1994

Age: 30-44



Generation Z

Born: 1995-2009

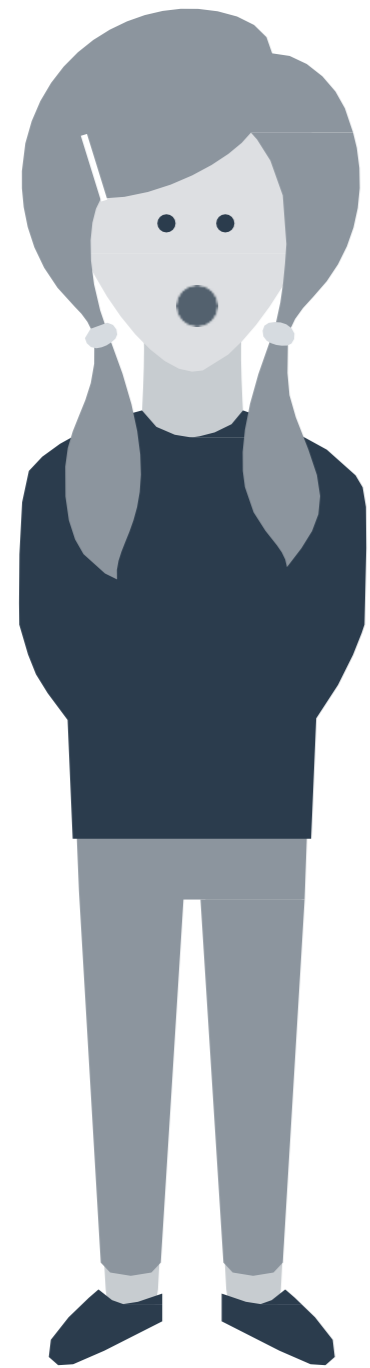
Age: 15-29



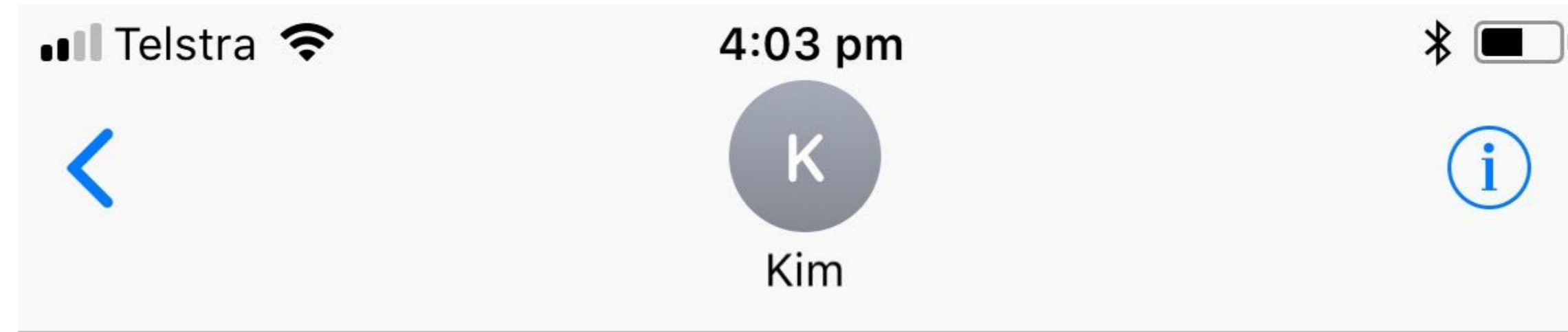
Gen Alpha

Born: 2010-2024

Age: 14 and under



Gen Z
Age: 15-29

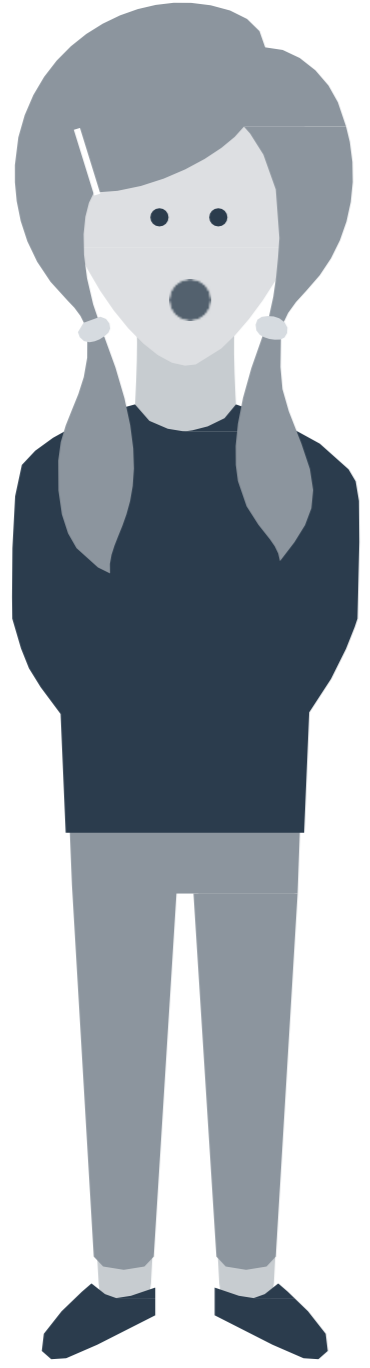


iMessage
Today 3:50 pm

Bae, my new work gig is legit! The hours are savage ... YOLO. 🙋

Delivered

Yaaaas queen! Slay girl 💪
GOAT 🐐
🔥



Gen Z
Age: 15-29

“I like my job.”

“Great!”

Gen Z hopes (girls)

- 1 To travel and see the world / own my own home - 69%
- 2 To have full financial freedom and independence - 67%
- 3 To pursue interests and hobbies - 62%

Gen Z fears (girls)

- 1 I won't have enough money to live comfortably - 69%
- 2 Being stuck in a job that I don't enjoy or find fulfillment in - 53%
- 3 Never being able to buy my own home - 48%

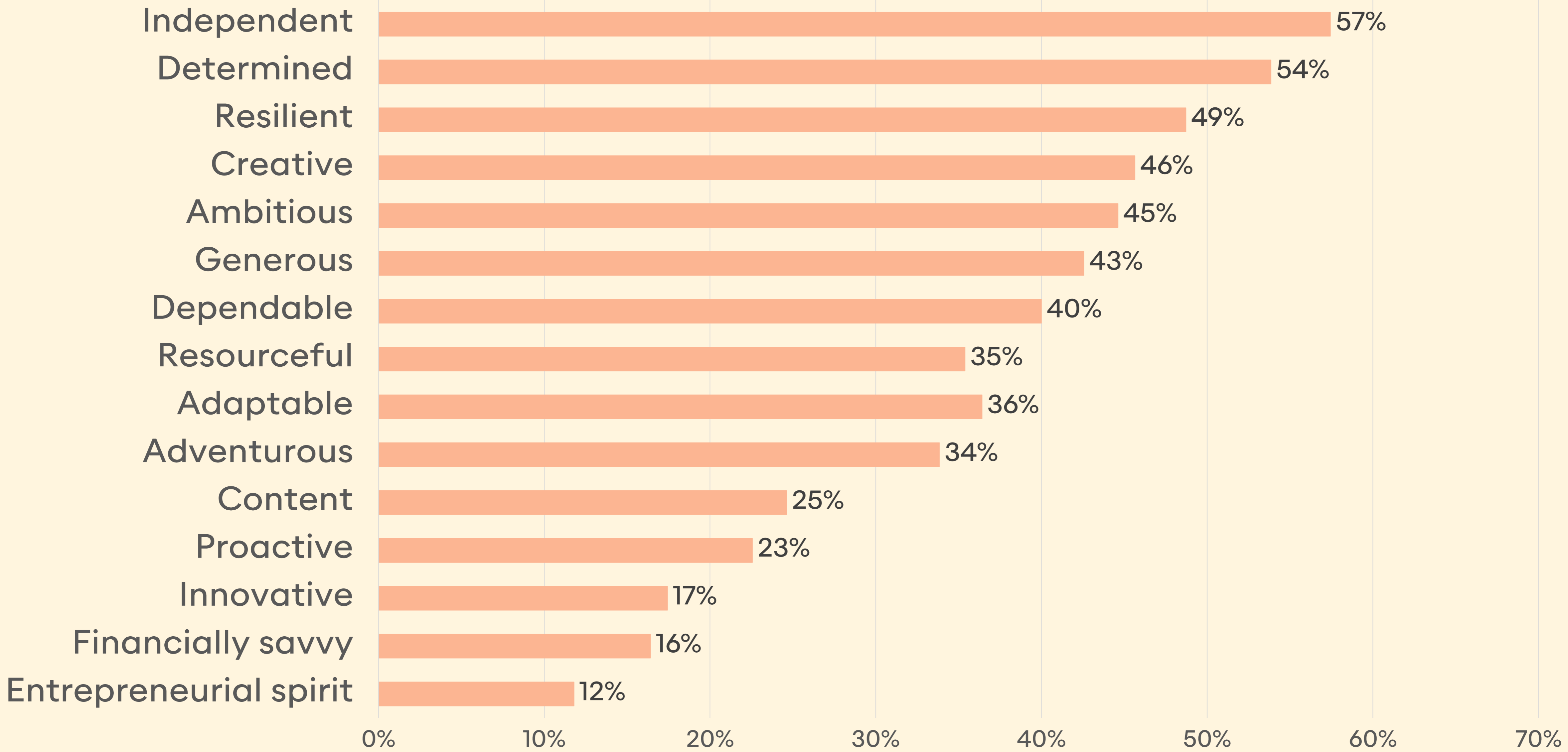
Words used to describe themselves (girls)

1 Independent - 57%

2 Determined - 54%

3 Resilient - 49%

Which of the following words best describe you?

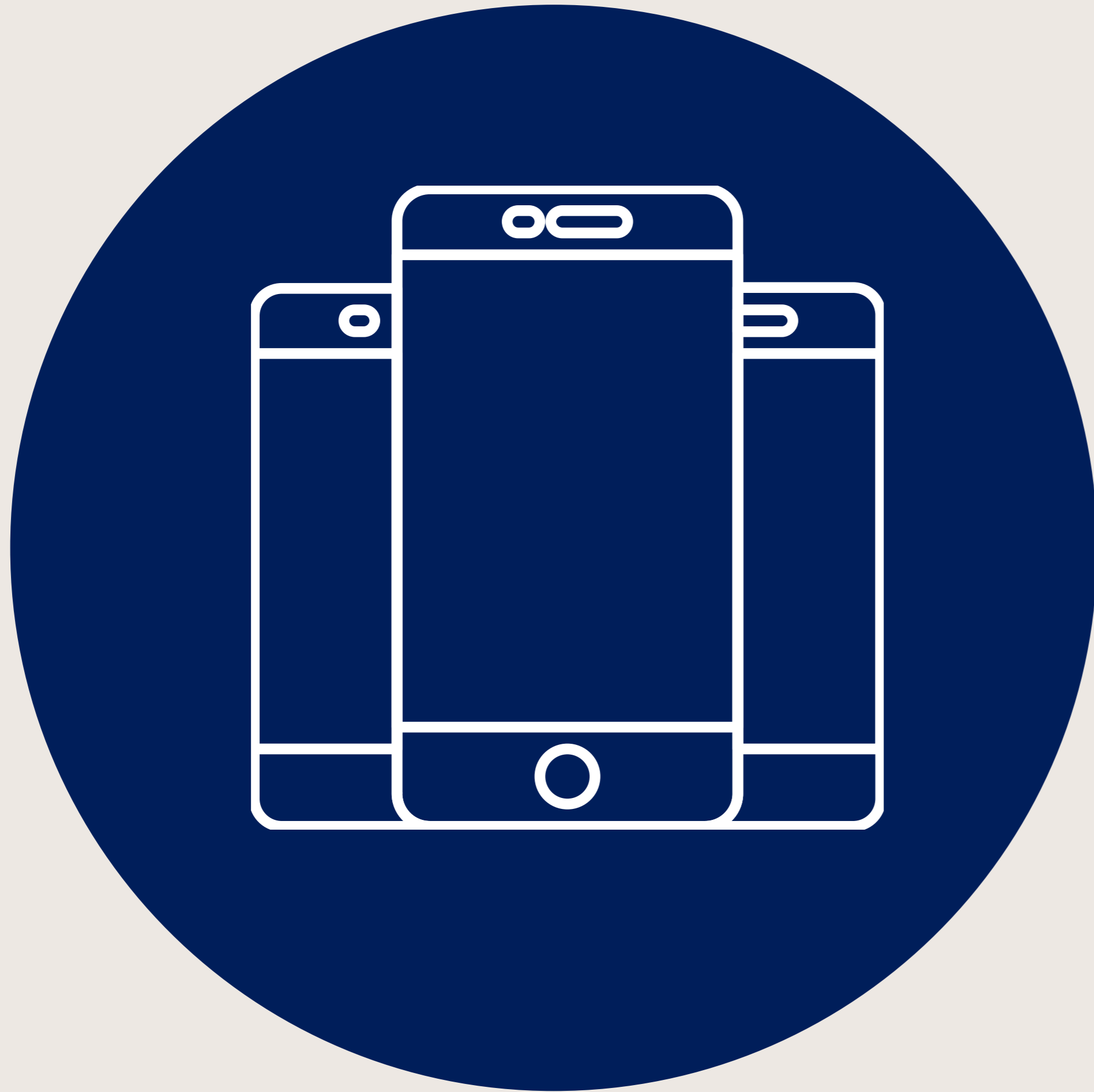


Understanding Gen Z



Digitally integrated





75%

of Gen Z check their device
within 3 minutes of waking up

**“My husband asked me why I spoke so softly
in the house. I said I was afraid Mark
Zuckerberg was listening.**

**He laughed.
I laughed.
Alexa laughed.
Siri laughed.”**

“

The age at which we're exposed to a new technology or transformative event determines how embedded it will be in our psyche and lifestyle.

— Generation Alpha, Pg 109

Outgoing for the emerging generations



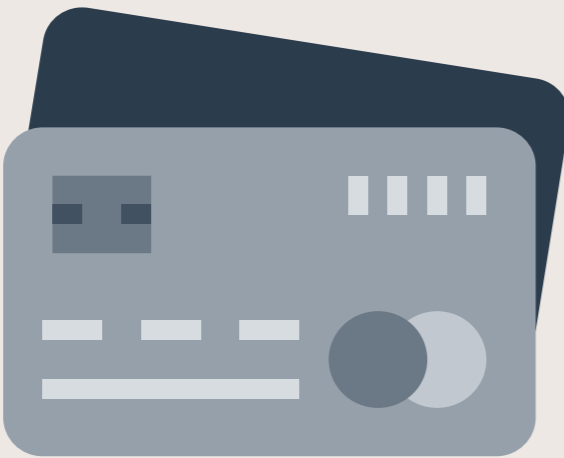
Fax machine



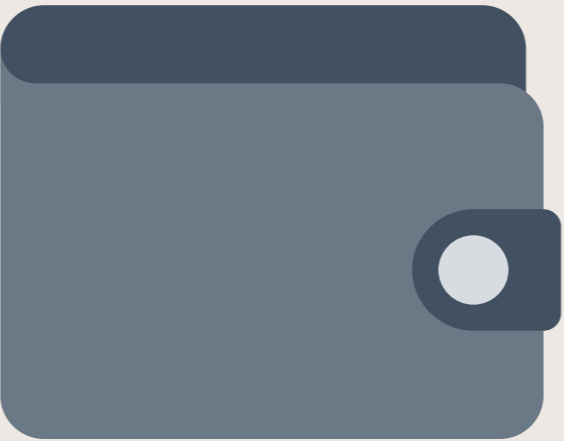
Landline phone



GPS system



Credit card



Wallet



Analogue watch

'Could you fax over a copy?'

'No, I can't fax because of where I live.'

'Where do you live?'

'The 21st century.'

Google



YouTube

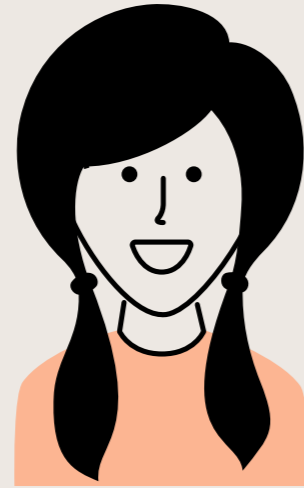


TikTok

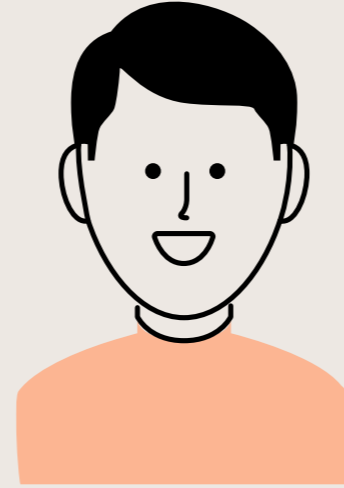
Used to learn new skills (daily)

Gen Z girls:

- 1. TikTok (59%)
- 2. Instagram (50%)
- 3. Websites (44%)
- 4. Friends (42%)
- 5. Parents (42%)
- 6. YouTube (33%)



Gen Z
18 - 28



Gen Y
29 - 43



Gen X
44 - 58



Boomers
59 - 77

TikTok (48%)

Websites (42%)

Websites (35%)

Websites (22%)

Instagram (46%)

YouTube (41%)

YouTube (27%)

Books (18%)

YouTube (42%)

Instagram (38%)

Instagram (16%)

YouTube (14%)

Effective messaging does the following



INTERESTS



INSTRUCTS



INVOLVES



INSPIRES

“

Marketing is no longer about the stuff that you make, but about the stories you tell.

Seth Godin

The loneliness epidemic



The loneliness epidemic

59%

Feel lonely

often or sometimes



Gen Z are most likely to feel lonely

Often/sometimes



71%

Gen Z



69%

Gen Y



58%

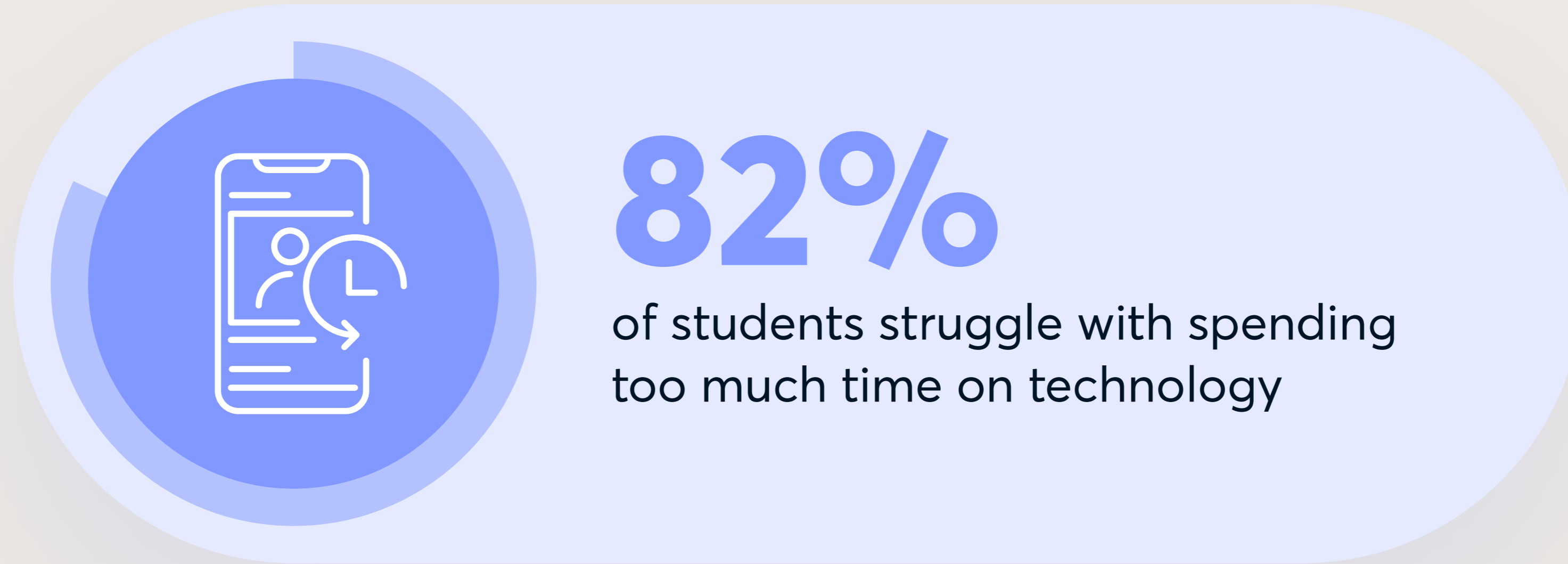
Gen X



40%

Baby Boomers

The impact of social media



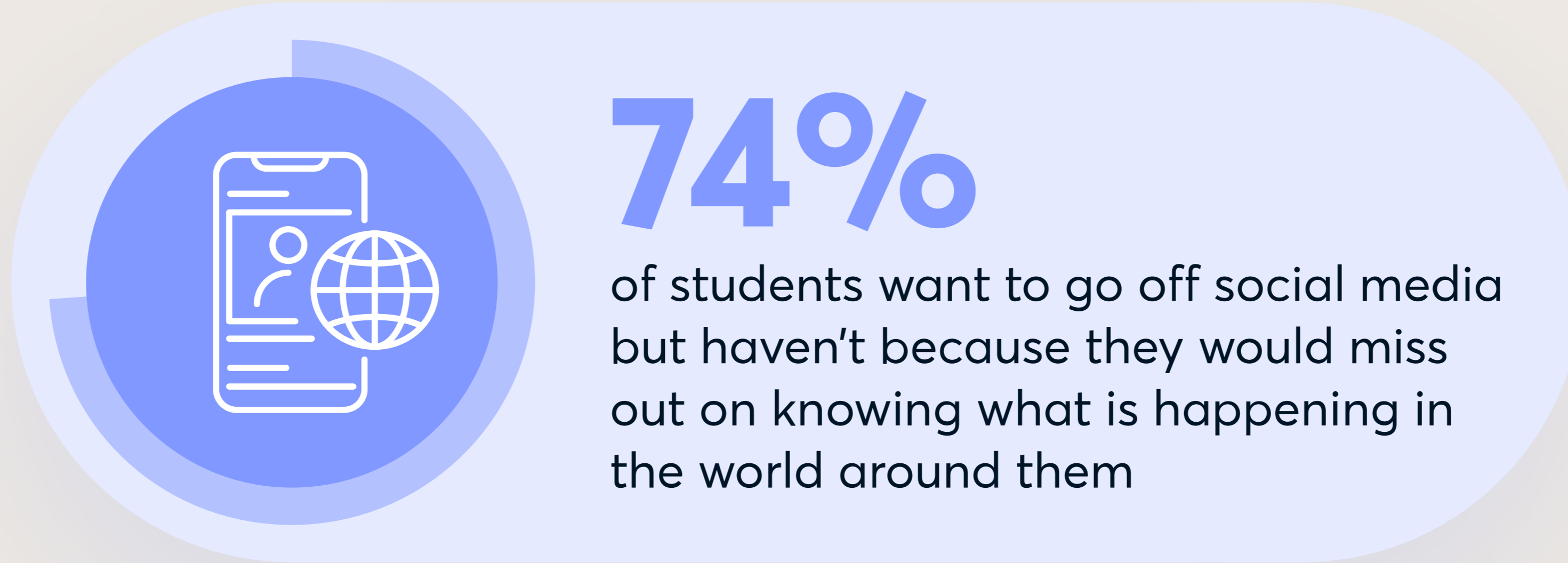
The impact of social media



65%

of students agree social media is having a negative impact on their mental health

The impact of social media



How challenging do you perceive the following to be for today's students?

Extremely/very challenging



Online bullying through social networks

82%



Navigating their own mental wellbeing

75%



High pressure to do well in exams and assessments

63%



The pressure to grow up faster

61%



Navigating loneliness and social isolation

60%



Supporting friends with their mental wellbeing

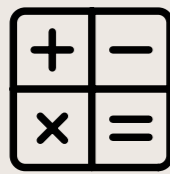
57%

Foundational literacies

How students apply core skills to everyday tasks



Literacy



Numeracy



Scientific literacy



ICT literacy



Financial literacy



Cultural/civic literacy

Competencies

How students approach complex tasks



**Critical thinking/
problem solving**



Creativity



Communication



Collaboration

Character qualities

How students approach their changing environment



Curiosity



Initiative



Persistence/grit



Adaptability



Leadership



Social/cultural awareness

Important community gathering places (Gen Z girls)



A local pub or club
46%

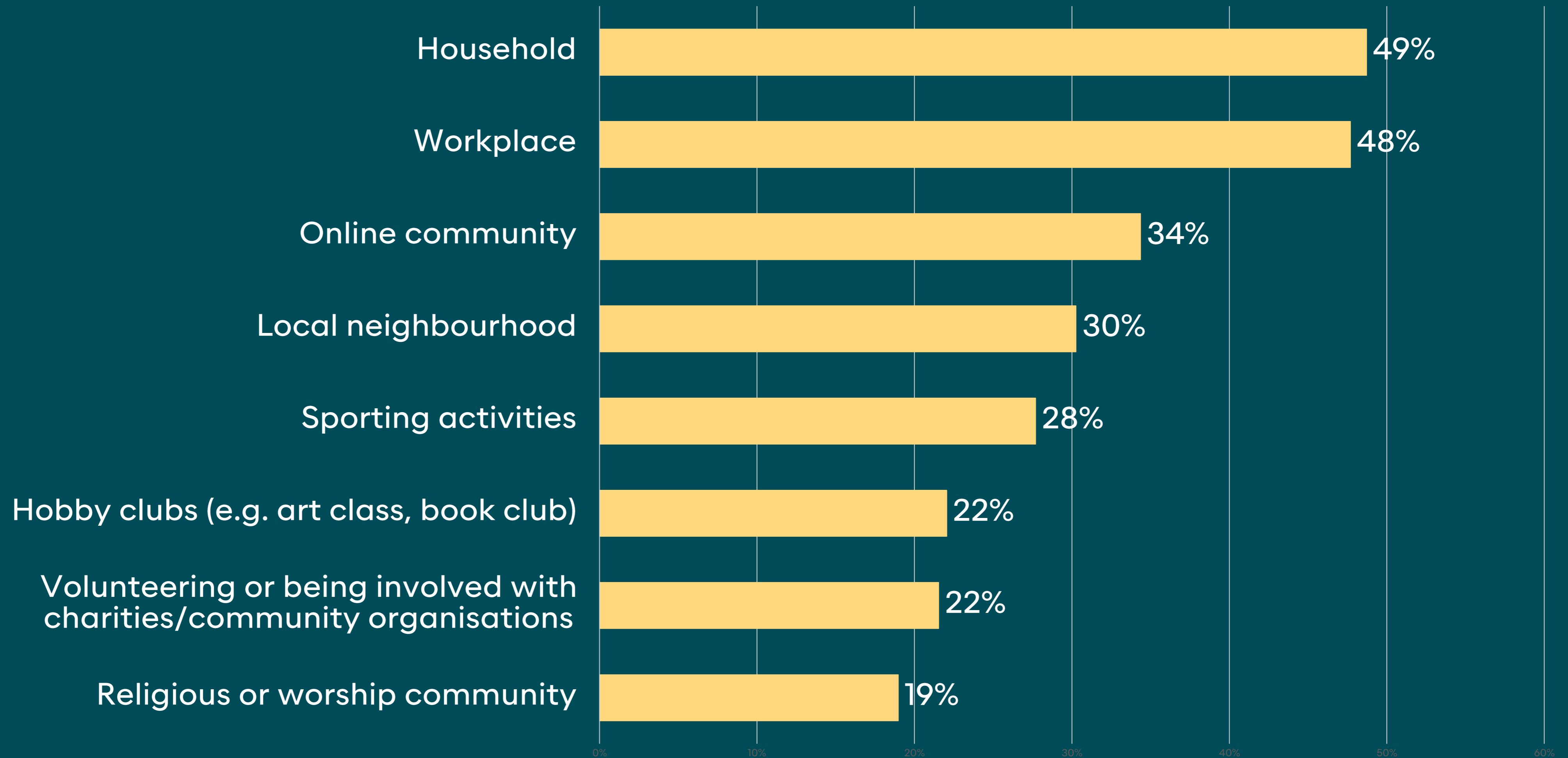


Local shopping
centre
44%

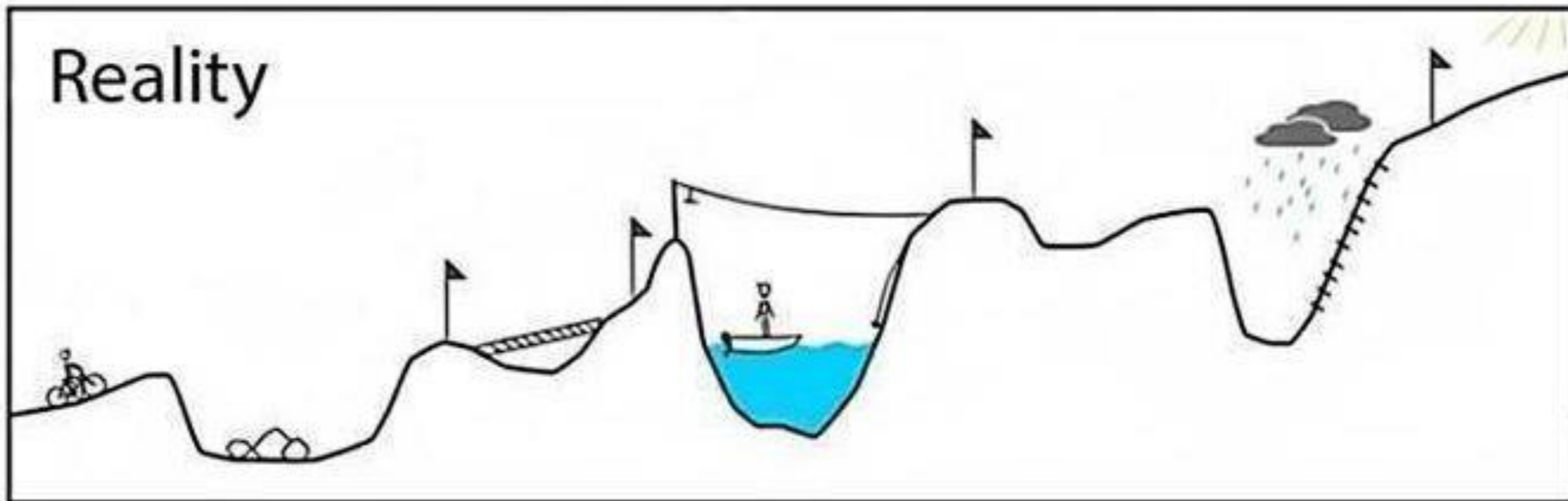
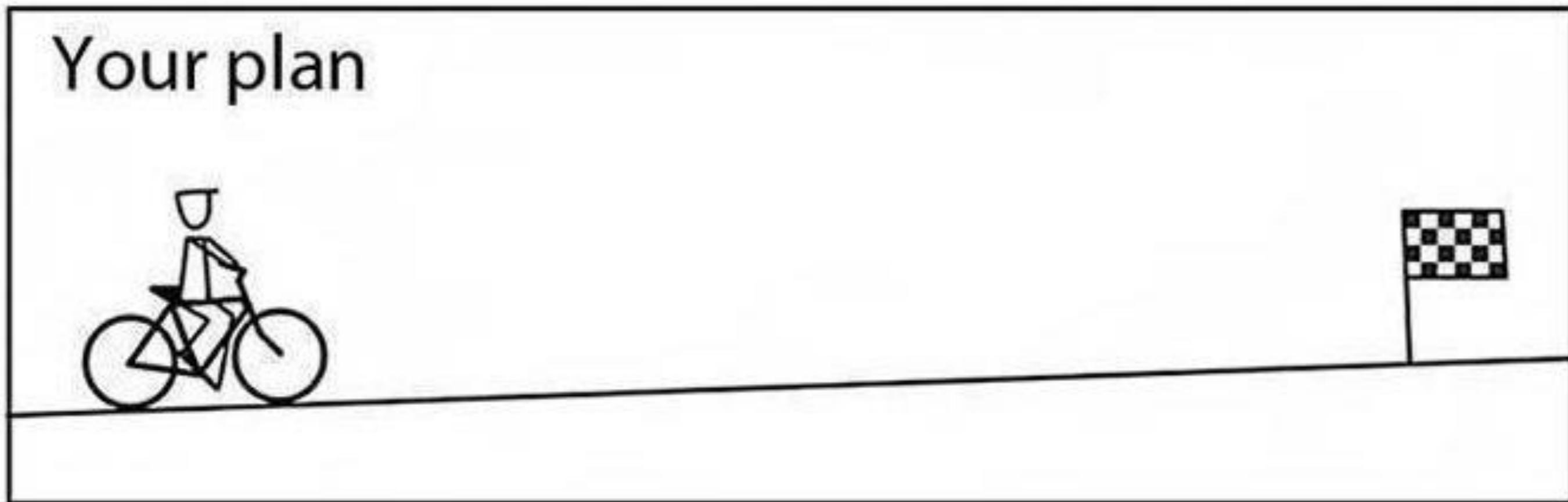


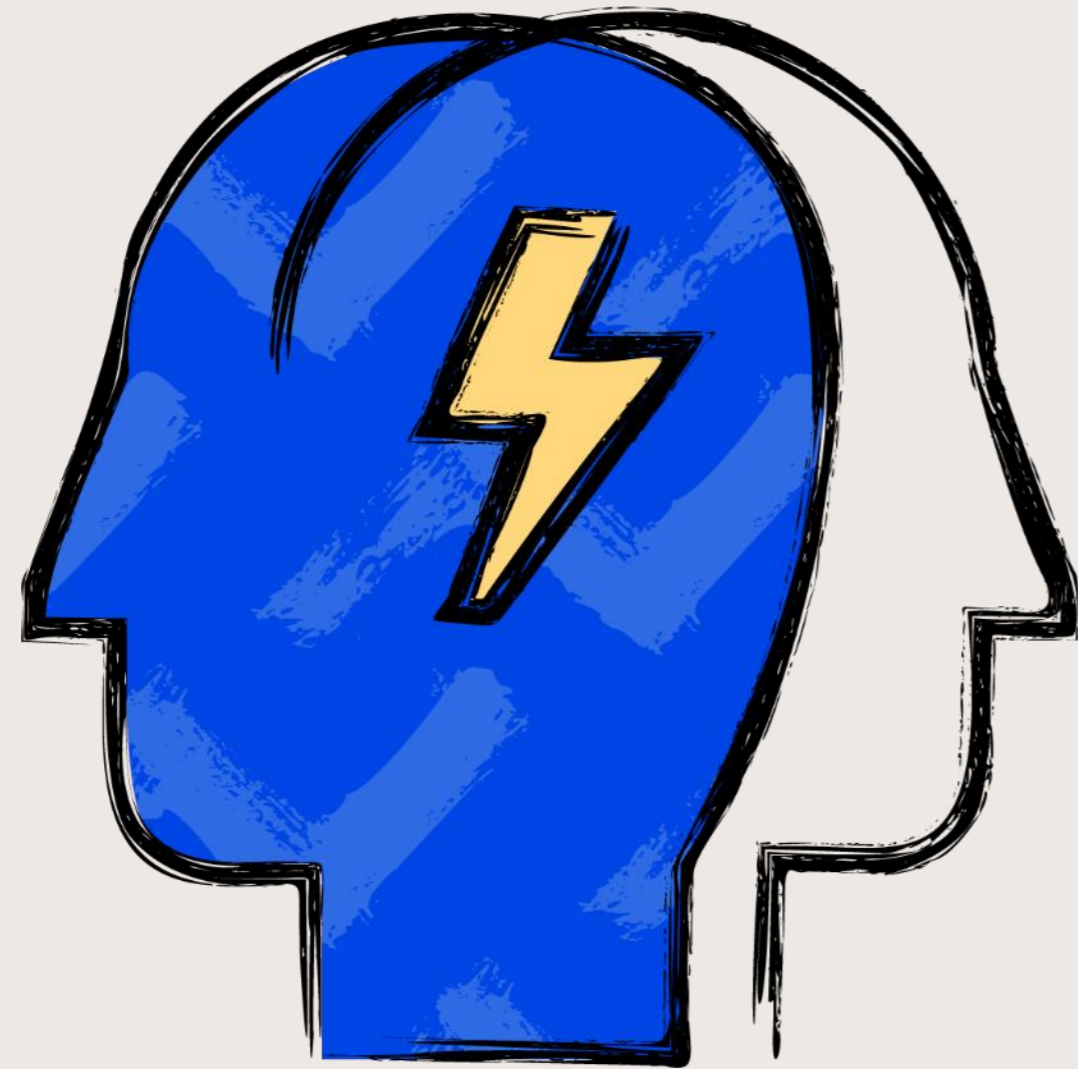
Community park or
sports ground
42%

Places of meaningful and regular social connection (Gen Z girls)





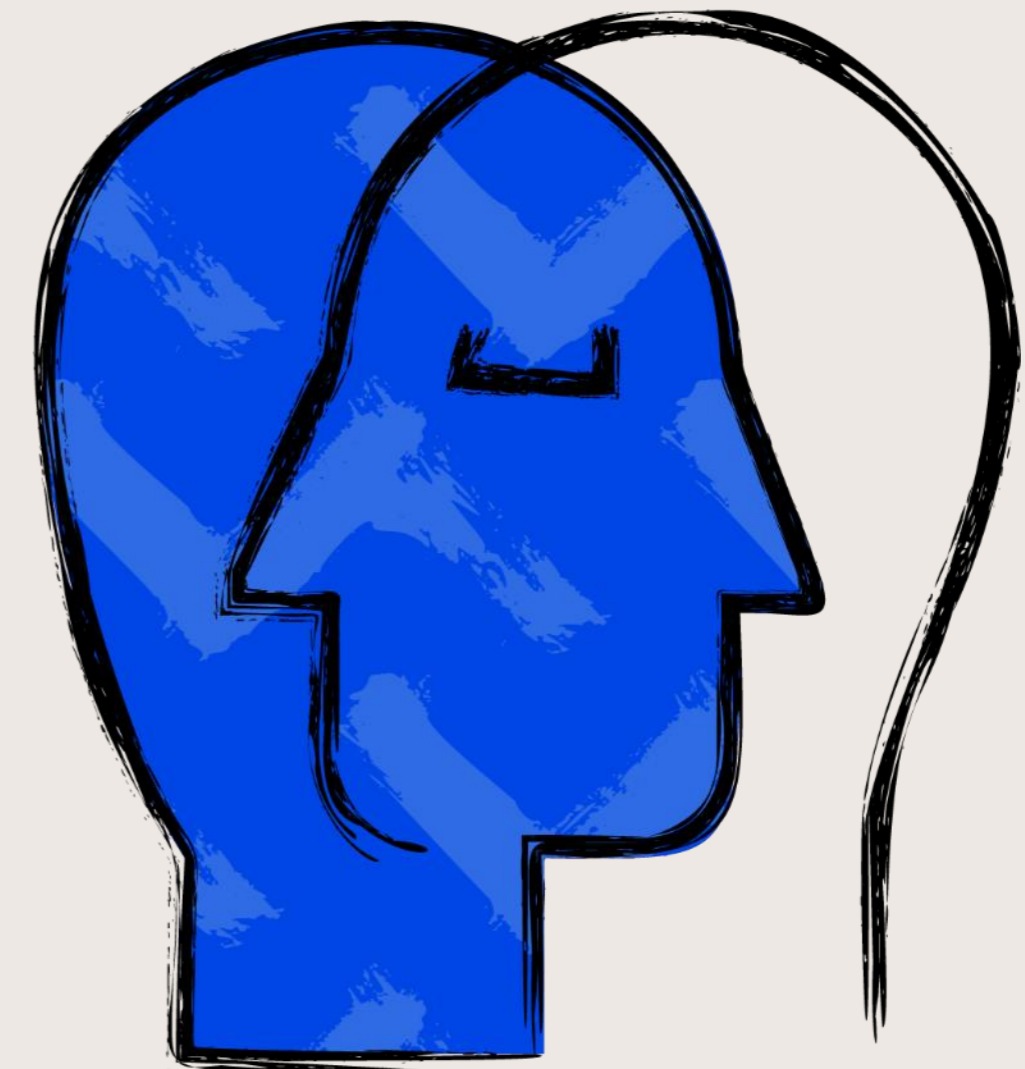




**Understand what
differentiates
generations**



**Consider what
unites
generations**



**Lead with
empathy**

Qualities valued in a leader (Gen Z girls)

- 1 Clear communication – 65%
- 2 Empathy - 63%
- 3 Approachable - 63%
- 4 Accountability - 52%
- 5 Integrity - 46%

Gen Z
Born 1995-2009

Used to learn new skills (daily)

- 48% TikTok
- 46% Instagram
- 42% YouTube

Words used to describe themselves

- 51% Independent
- 48% Determined
- 46% Creative

Qualities valued in a leader

- 58% Approachable
- 57% Clear communication
- 57% Empathy

Most important when considering a new job

- 75% Accessible and approachable leadership
- 69% Learning and development opportunities
- 67% Career progression opportunities

Global population and workforce %

Population	3%	13%	17%	21%	23%	23%
Workforce		12%	27%	34%	27%	

Top hopes

- Own my own home: 63%
- Have full financial freedom and independence: 59%
- Travel and see the world: 59%

Top fears

- I won't have enough money to live comfortably: 58%
- Never being able to buy my own home: 47%
- Being stuck in a job that I don't enjoy or find fulfillment in: 46%

Influential movies

- Harry Potter
- Shrek
- Toy Story

Gen Z vs Gen Alpha Comparison

Gen Z (Born: 1995-2009)	Gen Alpha (Born: 2010-2024)
GFC 2008	COVID-19 2020
Tesla Model S 2012	Autonomous vehicles 2020s
Folding scooter	Fidget spinner
Spotify 2008	Smart speakers Now
Empowering Leadership Style	Inspiring Leadership Style
Collaborator	Co-creator
Multi-modal Learning Style	Virtual Learning Style
Forums Influence Advice	Chatbots Influence Advice
Digital (social) Marketing	In situ (real-time) Marketing

Leadership style

Controlling	Directing	Coordinating	Guiding	Empowering	Inspiring
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Ideal leader

Commander	Thinker	Doer	Supporter	Collaborator	Co-creator
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Learning style

Formal	Structured	Participative	Interactive	Multi-modal	Virtual
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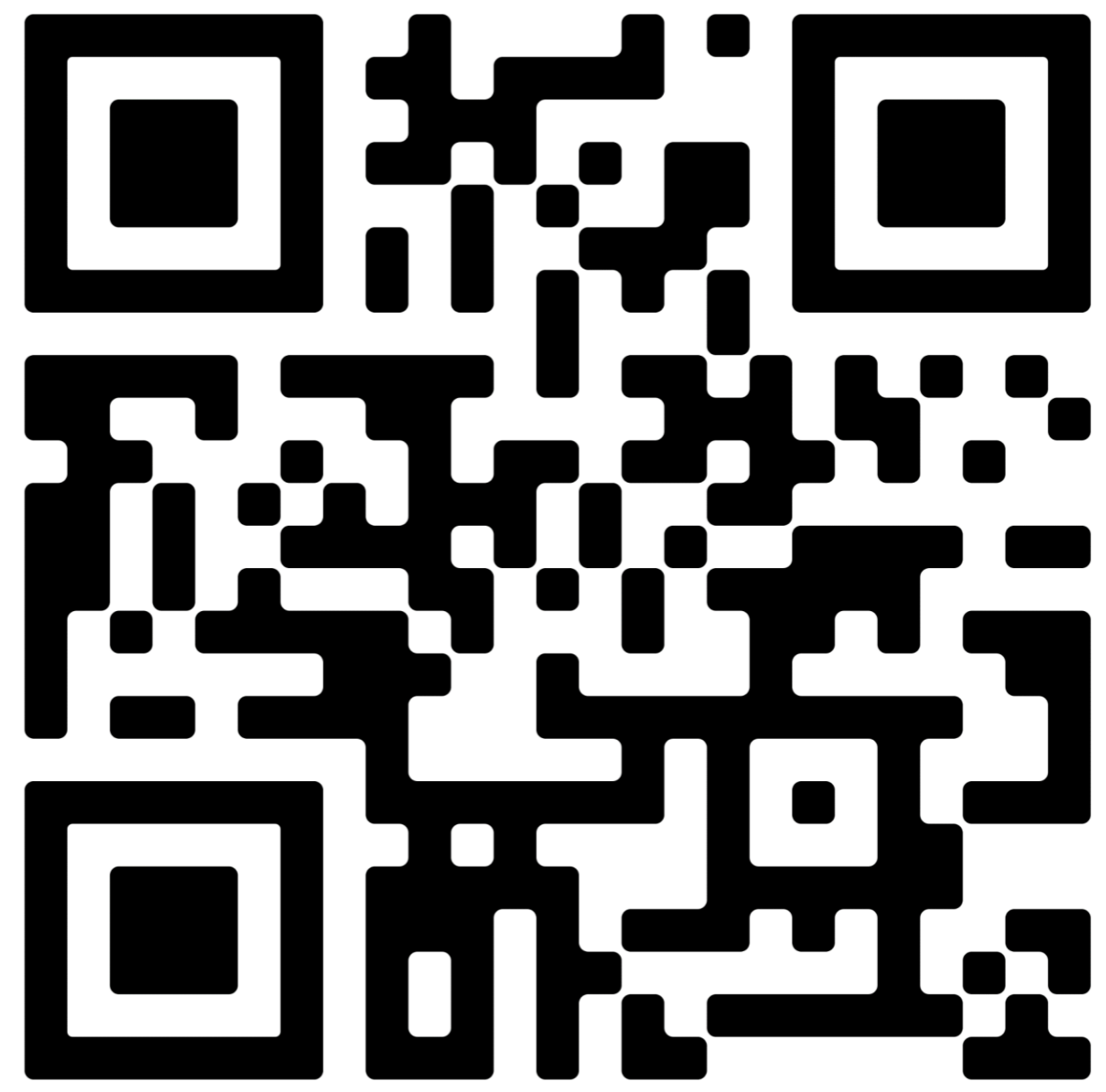
Influence Advice

Officials	Experts	Practitioners	Peers	Forums	Chatbots
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Marketing

Print (traditional)	Broadcast (mass)	Direct (targeted)	Online (linked)	Digital (social)	In situ (real-time)
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Footer: Buy the Generations Defined Report. To book a speaker for your next event go to: mccrindlespeakers.com. +61 2 8824 3422 info@mccrindle.com



“

The strength of a sport comes from its stories and traditions, but the future of a sport rests in its relevance and innovation.

Ashley Fell



Ashley Fell

Social Researcher, Author, Director of Advisory at McCrindle & Host of The Future...



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