

The largest generation ever is ready to rent. Here's what you need to know about your newest customers.

By the numbers

- Born between **1996-2012**
- Roughly **67 million** in the U.S.
- Approx. 8 second attention span • 30% of the U.S. workforce by 2023
- 81% aspire to be leaders





Gen Z relies on social media for connection.

They use technology to communicate and engage, and they're always on.

and societal change. Having grown up with

Gen Z values diversity

unprecedented social reach, connection and impact, they value differences in perspectives, attitudes and beliefs.

independent and entrepreneurial thinkers. They aspire to become

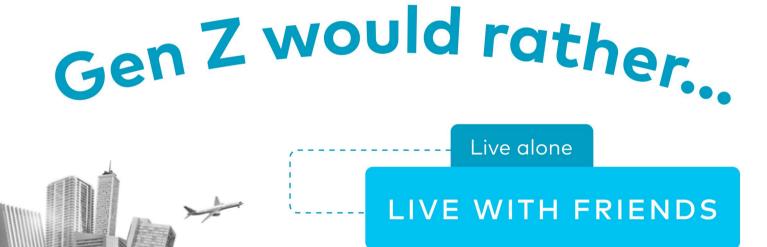
Gen Z is made up of

leaders, and 41% plan to become entrepreneurs. This young generation seeks to create success instead of expecting it.



The more you know • Most racially and ethnically diverse generation

- No memory of a world without smartphones • Best-educated generation yet



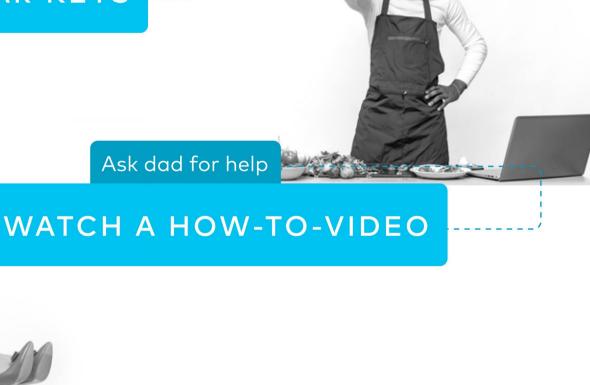
LIVE DOWNTOWN

Live outside the city



Lose their phone

LOSE THEIR CAR KEYS





Go to Macy's

WITH THE ROCK

GO TO THE APPLE STORE BE STUCK ON AN ISLAND

Be around people who think like them

Be stuck on an island with Oprah

BE AROUND PEOPLE WHO THINK DIFFERENTLY



by RentCafe® DIGITAL MARKETING AGENCY