

WHO IS GEN Z?

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



3 top traits



Gen Z relies on social media for connection.

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

Gen Z values diversity and societal change.

Having grown up with unprecedented social reach, connection and impact, they value differences in perspectives, attitudes and beliefs.

Gen Z is made up of independent and entrepreneurial thinkers.

They aspire to become 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

Gen Z would rather...

Live alone

LIVE WITH FRIENDS

Live outside the city

LIVE DOWNTOWN



Eat a fancy dinner

PICK UP FAST FOOD

Lose their phone

LOSE THEIR CAR KEYS



Ask dad for help

WATCH A HOW-TO-VIDEO



Never use the internet again

NEVER RIDE IN A CAR AGAIN

Go to Macy's

GO TO THE APPLE STORE



Be stuck on an island with Oprah

BE STUCK ON AN ISLAND WITH THE ROCK

Be around people who think like them

BE AROUND PEOPLE WHO THINK DIFFERENTLY



REACH

by RentCafe®

DIGITAL MARKETING AGENCY

Sources: Pew Research Center, Statista Research Department, U.S. Bureau of Labor Statistics, Dan Schowbel Workplace Trends Forecast, RENTCafe.com Gen Z survey, June 2021