

## Marketing to the iGeneration - US - May 2018

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Aged 11-23 in 2018, the iGeneration is the generational group that follows Millennials. Also referred to as Gen Z, to Millennials' Gen Y, the iGeneration is starting to take Millennials' place in the desirable 18-34 demographic, and marketers are investing in building relationships with this group.

This report looks at the following areas:

In some senses, iGens mirror Millennials, taking their time growing up and forging close relationships with their parents. But iGens are also a bit more skeptical of the world around them, as much of what they experience comes through the filtered lens of social media. As iGens mature, they are using their digital prowess not only to learn about the world but also change the things about it they may not like.

- **Spending Power**
- **Purchase Preferences**
- **News Sources**
- **Self-Perceptions**

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Adult options don't always translate

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iGens want what's new, from familiar brands

iGens are against discrimination, but really against bad customer service

iGens aren't experts in the news, but they do read social feeds

iGens enjoy sports, but may also consider themselves "nerds"

iGens trust the news, unless it comes from their friends

## Positioning Products for iGens

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