Millennials are no longer the only star of the show. There's a new generation, with the oldest just shy of 20, taking center stage. At nearly 70 million people, Gen Z's size and influence are quickly approaching that of Millennials, making them a valuable group of consumers.

### Video Games

- Plays Daily: 31% (Millennials) vs. 44% (Gen Z)
- Likely to Purchase VR: 19% (Millennials) vs. 28% (Gen Z)

### Streaming/Video

- Over 1 hr / Day Streaming TV: 60% (Millennials) vs. 52% (Gen Z)
- Over 1 hr / Day Watching TV: 29% (Millennials) vs. 10% (Gen Z)
- Visits YouTube Daily: 52% (Millennials) vs. 72% (Gen Z)

### Social Media Influence

- Comments: 58% (Millennials) vs. 53% (Gen Z)

### Fashion Trends

- Following Fashion Trends: 42% (Millennials) vs. 48% (Gen Z)
- Influenced by Celebrities: 19% (Millennials) vs. 29% (Gen Z)

About This Data

CivicScience is a consumer and marketing intelligence company. Through our groundbreaking, scientifically-proven polling and insight automation platform, we are fundamentally changing the way businesses build, measure, and act on their relationship with consumers. By engaging with millions of real consumers, we capture and analyze the true dynamics of how consumers feel, think, and act, and make emerging trends and customer sentiment visible to businesses for the first time.

Data was collected from January 1, 2015 through July 15, 2016. CivicScience’s generation definitions: Generation Z consists of 13 to 17-year-olds, and the Millennial generation consists of 18 to 34-year-olds. Contact us at: contact@civicscience.com for more data.