



Here at YouthBeat, we've been surveying youth for more than a decade. We had Millennials in our data set when they were teens, and we have Generation Z now. This gives us the unique ability to compare the attitudes and behaviors of these two generations, based on their actual responses to our survey questions.

This was a fascinating exercise for us—we entered into it with several hypotheses ("stereotypes" is such a negative word), and the results were very surprising! Themes that we expected, but didn't necessarily see validated, include:



Millennials Life: Being so close in age to Millennials, Gen Z (which some call Centennials) should largely share the attitudes and behaviors of those who passed through a few years ahead of them.



Bleak Financial Outlook: Both generations lived through the housing and stock market crashes of 2007, so both should have similar behaviors when it comes to saving and spending.



Social Creatures: Gen Z, living in a connected age, should be more active on social media than their Millennial counterparts.



Multicultural Melding: The youngest Gen Zers come from no single majority ethnic background (some call them Plurals for this reason). All ethnic groups, then, should think and act in similar ways.



Principled + Charitable: Growing up in the age of TOMS, Gen Zers should be more likely than Millennials were to put their money into brands that engage in cause-related marketing.



Media Multitaskers: With so many functions available on mobile devices, Gen Zers should be more likely than Millennials to be engaged in multiple activities at a time.

In each of these areas, we identify marketing campaigns that fit squarely with the preferences and ideals of Generation Z...and some that miss the mark.

And here's the best part...we crafted a fun quiz so you can find out whether your mindset is more aligned with the Millennial or the Gen Z generation.

[Click Here to Take the Quiz!](#)