

GEN Z VS MILLENNIALS

Top Celebrity Influencers

GENERATION Z



SMOSH
Sketch comedy duo whose YouTube channel has nearly 22 million subscribers



PEWDIEPIE
Swedish web-based comedian-producer with a popular YouTube vlog



THE FINE BROTHERS
Benny & Rafi Fine are best known for their React video series on YouTube



KSI
British comedian, YouTube personality, rapper and actor



RYAN HIGA
Known for his YouTube comedy videos, with 2.6 billion views.

MILLENNIALS



MARK ZUCKERBERG
Founder of Facebook who pledged to leave his fortune to charity



JUSTIN BIEBER
Pop music star & celebrity who has sold more than 100 million records



TAYLOR SWIFT
Singer-songwriter who has won 10 Grammy Awards & an Emmy



LADY GAGA
Songwriter, singer & actress who has sold 27 million albums



STEVE JOBS
Co-founder of Apple and subject of multiple biopics

GEN Z QUALITIES

- persistent, driven
- ambitious realists
- innovative
- outward-looking
- self-aware, self-reliant

MILLENNIAL QUALITIES

- collaborative
- entitled
- creative
- dependent
- self-absorbed

BRANDS BELOVED BY GEN Zers

ZARA

Just introduced a line of gender-neutral apparel

FOREVER 21

Fashion brand turns over styles much more quickly



TARGET

Gender-neutral home goods line and neutral store labeling



Facebook went from choice of 2 gender selections to 58



Generation Z refers to the tweens & teens of today, ages 19 and under. Millennials were born between the early 1980s and about 1996. Gen Z made up 26% of the population in 2015. By 2025 they'll be 29% of the population and become the largest generation in the U.S.

Research findings were presented at Seatrade Global in Ft. Lauderdale, Fla., on March 17, 2016, by Marcie Merriman, executive director, Growth Strategy and Innovation, Ernst & Young.



Infographic by Cruiseable.com