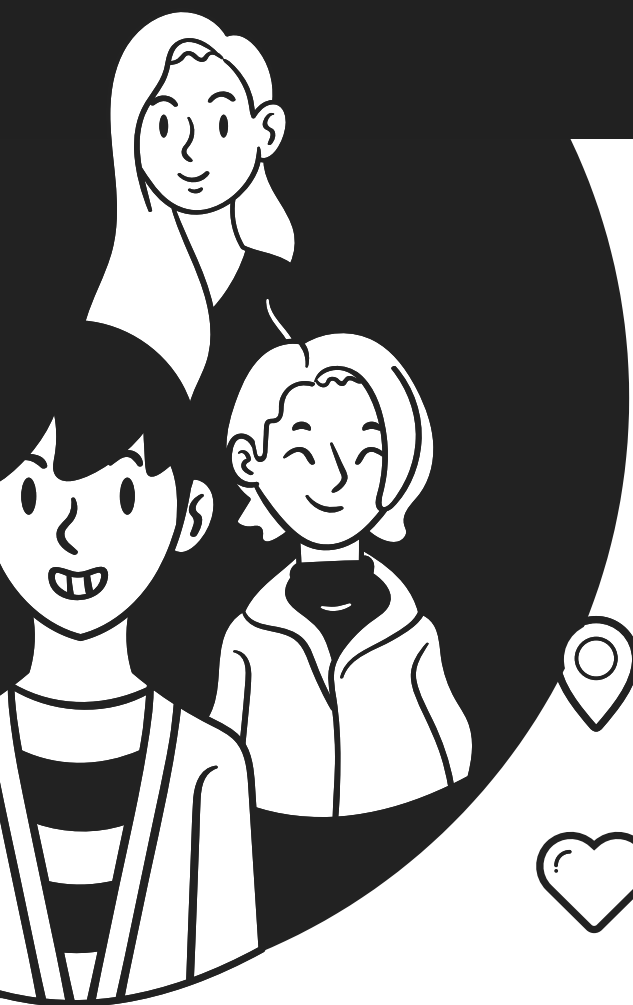


YOUNG TRANSITION



WHO ARE THEY?

Currently in a transition period: possible transition to post secondary, workforce, exploring career paths, moving out, etc.

North America



Ages 16 - 23
Born 1997 - 2004



Value inclusion
and authenticity



On track to be most
educated generation
so far

DIGITAL NATIVES



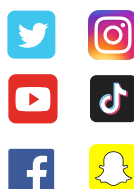
Most got their first
smart phone just
before their **12th
birthday**



Expect websites to
know what they're
looking for (**expect
personalization**)



Average **8 second**
attention span

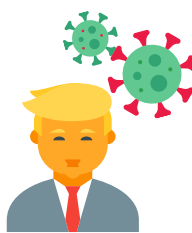


Average **9.7 social
media accounts**

COMING OF AGE



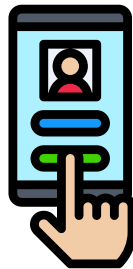
Never knew a **pre
smart-phone world**



Defining events:
**Trump presidency,
COVID disruptions**



More risk averse
and financially
conservative than
millennials having
grown up in the
Great Recession



Interact as much
(or more) with
others online vs. in
person

FAVE MEDIA

- Youtube, Snapchat, Instagram, Tiktok
- Streaming > Cable

