

GENERATION Z

LEARN ABOUT TODAY'S YOUNGEST GENERATION OF CONSUMERS AND HOME BUYERS

1

TO BE HONEST GENERATIONAL FACTS & FIGURES



BORN:
1997 to 2010
(Age 10-23 in 2020)



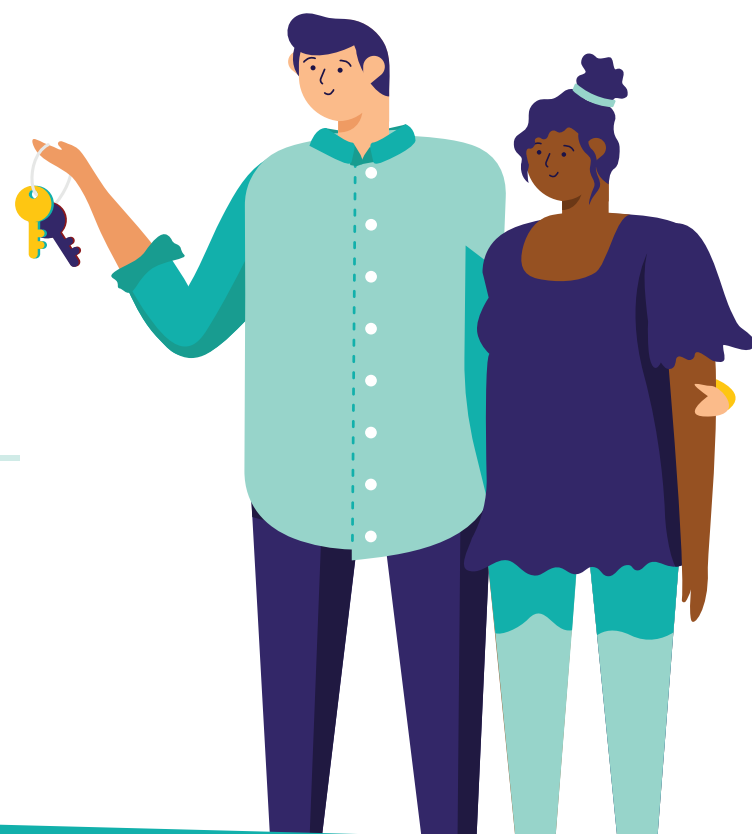
Most racially diverse
generation in US



18%
of the US population

\$198B

in consumer spending
(based on estimates of age 16-21 in 2018)



Source: US Census 2019, Kantar 2019 US MONITOR

2

SQUAD GOALS SHIFTING HOUSEHOLD COMPOSITION

HOUSEHOLD INFLUENCES

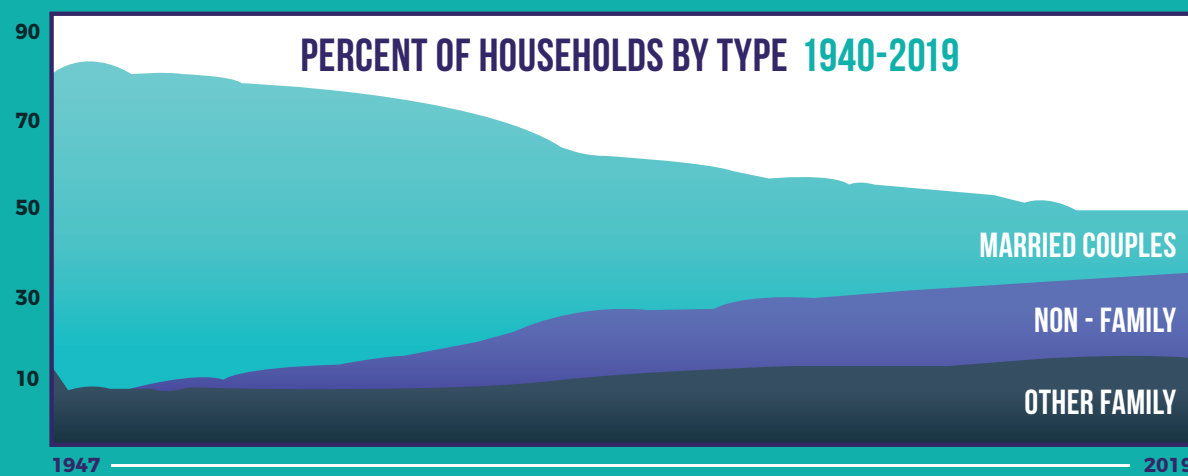
Gen Z'ers are mostly
parented by Gen X

AMERICAN FAMILY COMPOSITION IS CHANGING

66% of Gen Z'ers live with two
married parents (vs. 69% Millennials,
72% Xers, 86% Boomers at a similar age)

Source: Pew Research Center, 2020

- There has been a decrease in the household with traditional, married couple and increase in non-family (e.g. single person household, non-related cohabitants) and other family (e.g. cohabitation, same-sex families)



Source: US Census 2019, Kantar 2019 US MONITOR

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#LIFEFROMHOME HOME IS THE LIFE HUB

FLOW OF HOME AND ZONES ARE BECOMING MORE INTENTIONAL

The home has always been the hub of where and how we manage and reflect on our lives. The zones of the home have taken on more uses and people are more intentional about how they set up their homes for multi-use.

Source: Clayton Insights with Meaningful Experiences Collaborative, 2020 (Internal Resource)

THE ROLE OF HOME PIVOTS BY THE MINUTE

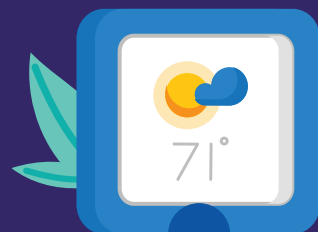
62% of 20-somethings report it is very important that their home is able to adapt to their changing lifestyles and life stages to come (vs. 53% of all adults)

Source: Clayton Insights; Home Built to Take Care of Me; Spring 2020 (Internal Resource)



4

ULTIMATE HAPPY PLACE OUTFITTING THE HOME FOR YOUNGER HOME BUYERS



63% of 20-somethings want their home to have built-in technology rather than free-standing tech (vs. 56% all homeowners)

Source: Clayton Insights; Home Built to Take Care of Me; Spring 2020 (Internal Resource)



63% of 20-somethings would rather spend money on something for their homes than clothes or shoes for themselves (vs. 56% of all homeowners)

Source: Clayton Insights; Home Built to Take Care of Me; Spring 2020, completely + somewhat agree (Internal Resource)

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ACTION4CLIMATE THINKING ABOUT THE HOME PLANET

SUSTAINABILITY IS A KEY CONSIDERATION IN PURCHASES

57% of Gen Z'ers look for how environmentally friendly the product is when they buy something (vs. 58% Millennials, 44% Xers, 42% Boomers)

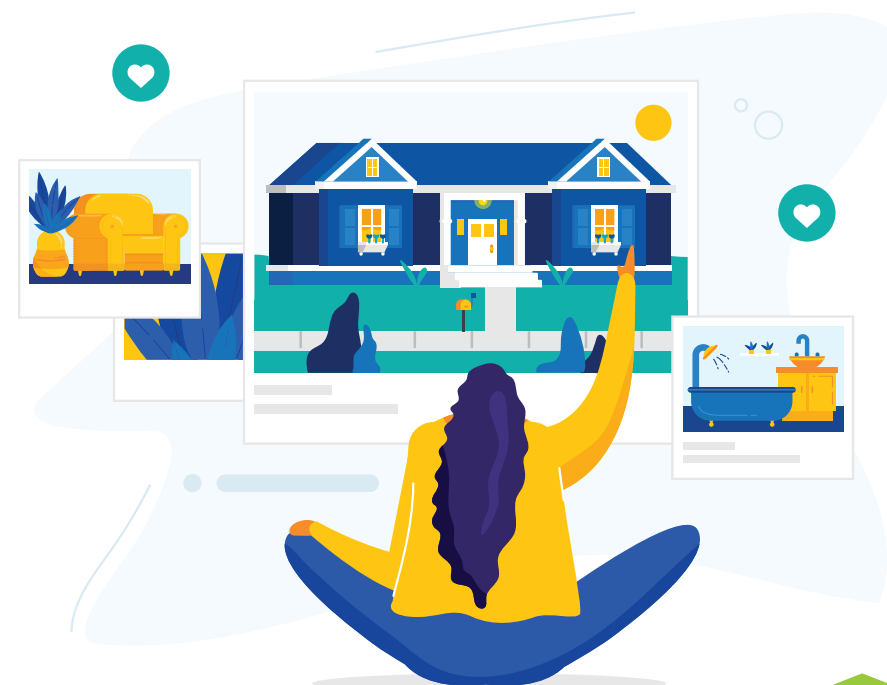
Source: Kantar 2020 US MONITOR

- 60% of Gen Z'ers consider themselves an environmentalist (vs. 61% Millennials, 50% Xers, 49% Boomers)

Source: Kantar 2020 US MONITOR

- If a product costs and performs the same, 71% of Gen Z'ers will always choose one that is more environmentally friendly (vs. 56% Millennials, 57% Xers, 63% Boomers)

Source: Kantar 2018 US MONITOR



Clayton