

# THE MOST TECHY, RESEARCH FOCUSED, INSTA-LOVING GENERATION OF RENTERS YET!



MARCI FRENCH  
HRG Management

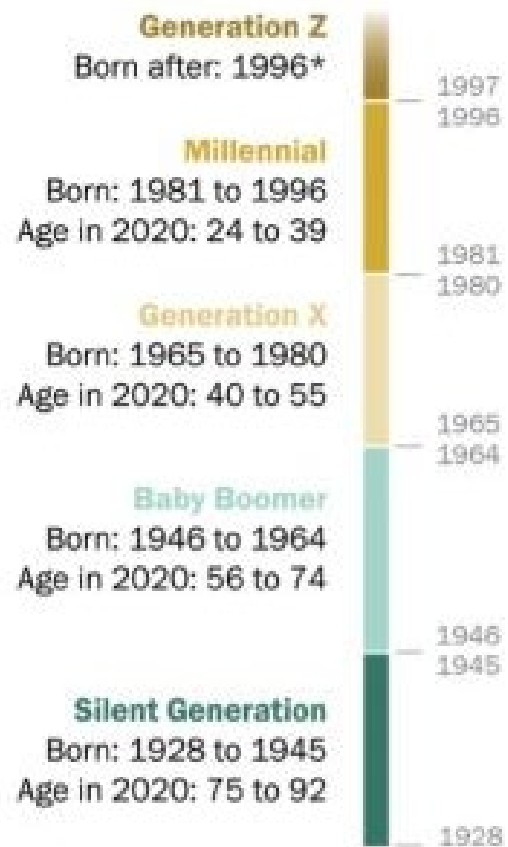


BEVAN WHITE  
RAM Partners



Generation Z: Most Techy, Research-  
Focused, ~~Instagram~~  
Renters ~~Twitter~~  
~~TikTok~~





# Who is Gen Z?



# Generations at a Glance

**Silent  
Generation**

**1925-1945**

Great Depression

Dust Bowl

WWII

McCarthyism

**Boomers**

**1946-1964**

Vietnam

Woodstock

Civil Rights Movement

Kennedy Assassination

Watergate

Space Exploration

**Gen X**

**1965-1978**

Fall of Berlin Wall

Challenger Disaster

AIDS

MTV

Iranian Hostage Crisis

Desert Storm

**Millennials  
or Gen Y**

**1979-1995**

9/11

Columbine

Google

Social Media

Video Games

Y2K

**Gen Z**

**1996-2010**

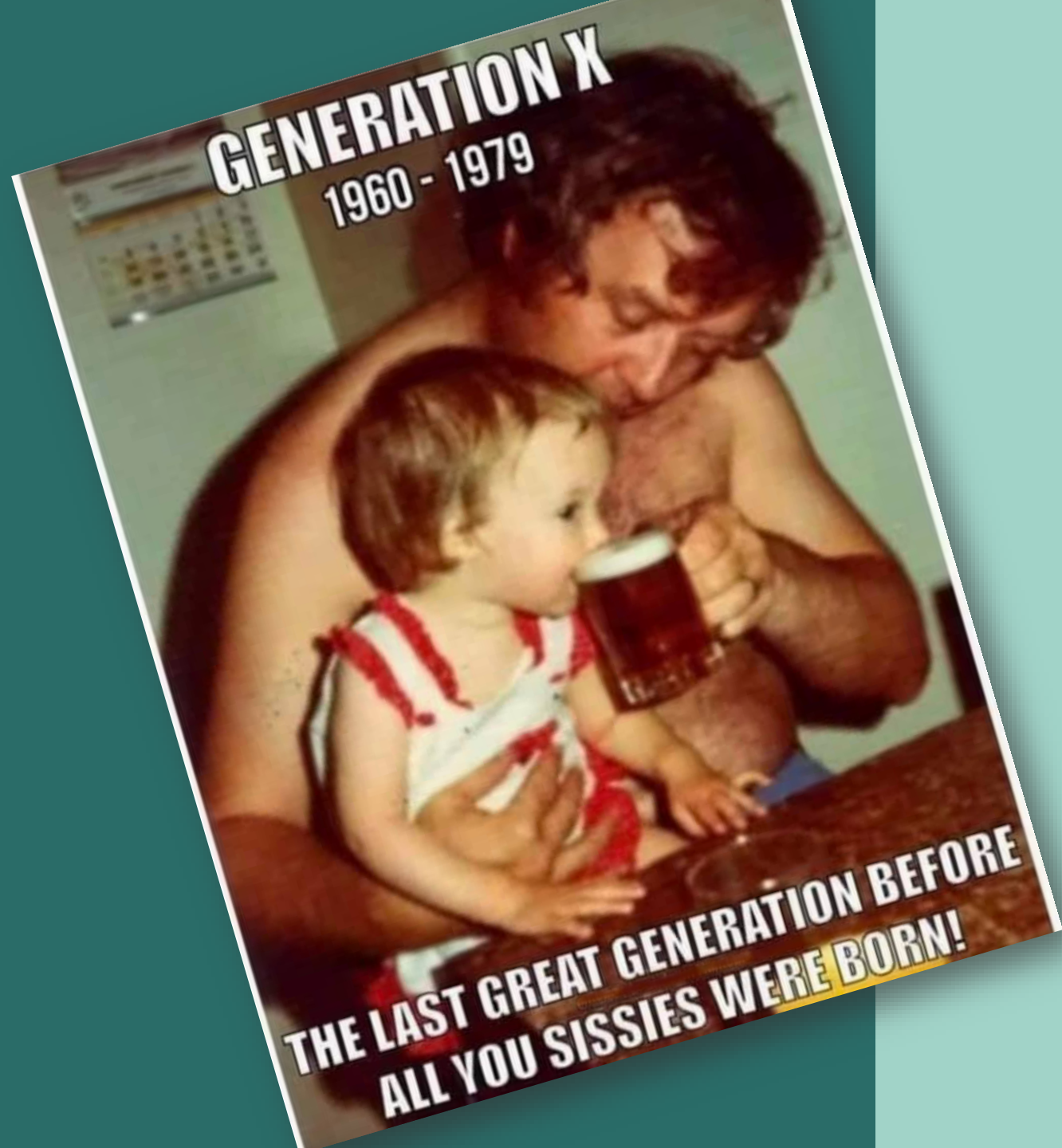
COVID-19

Sandy Hook

Marriage Equality

1st Black President

Rise of Populism



I am.....



# Education

Gen Z will be better educated than any previous generation!

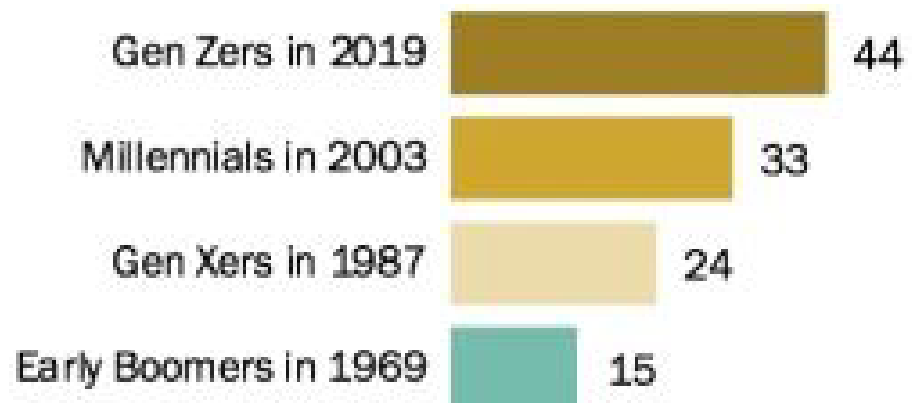
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## Gen Zers more likely to be enrolled in college and to have a college-educated parent than Millennials, Gen Xers at a comparable age

*Among 18- to 21-year-olds no longer in high school, % enrolled in college*



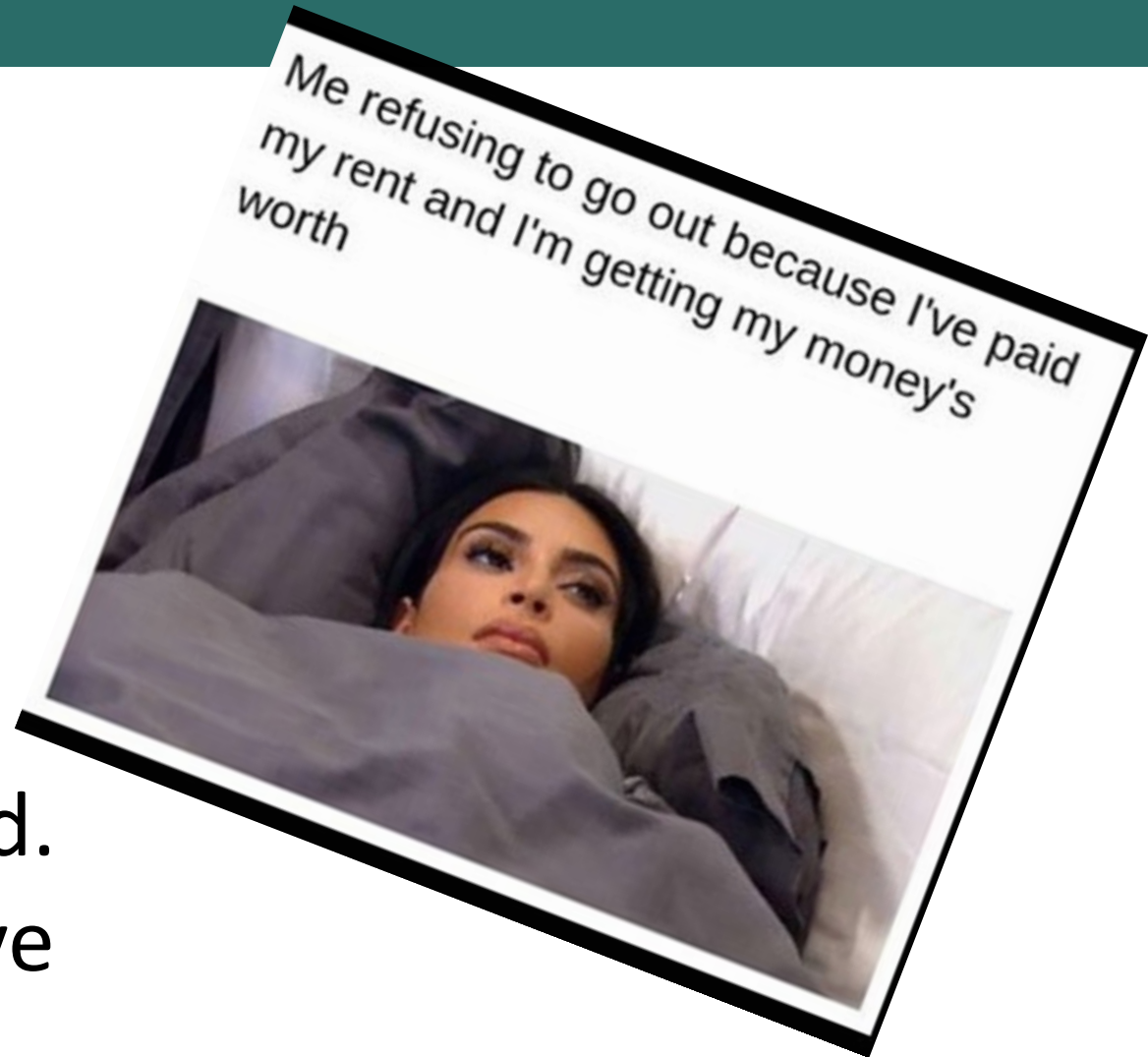
*% of 7- to 17-year-olds living with a parent who has at least a bachelor's degree*





# Remote Living

- In the United States, nearly half (45%) of teens say they are online “almost constantly.”
- Gen Z is the first generation with no memory of a pre-internet world.
- Just 14% expect their banks to have physical branches.



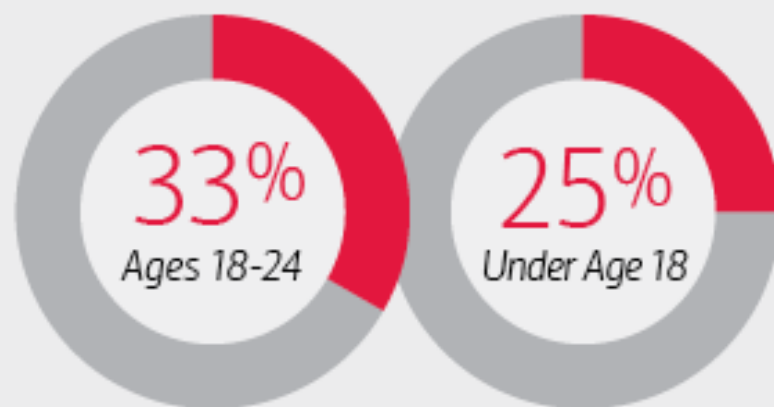


# Generation Z By the Numbers

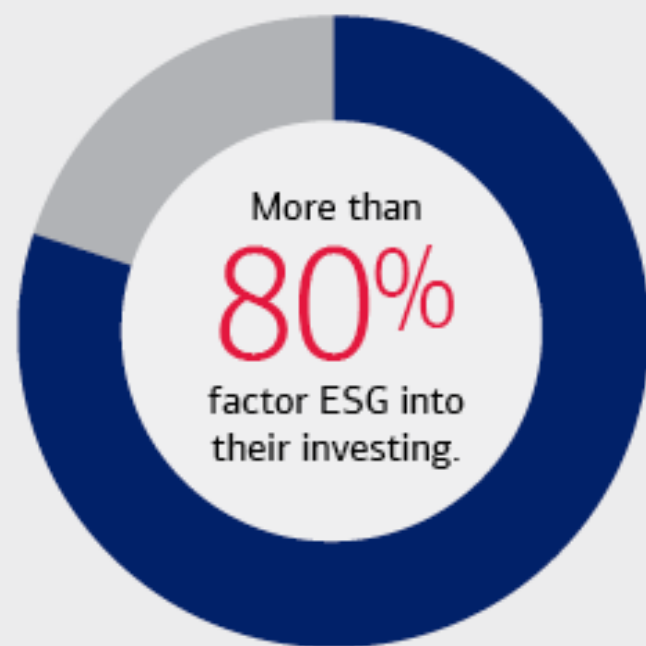
1/3

Trust a robot  
to **make financial**  
**decisions**

Just a third of  
those 18-24 and  
a quarter of those  
under 18 **watch**  
**broadcast TV.**



More than half of  
those of drinking age  
**do not drink alcohol.**



**40%** see themselves as '**citizens of the world**' rather than citizens of their country.



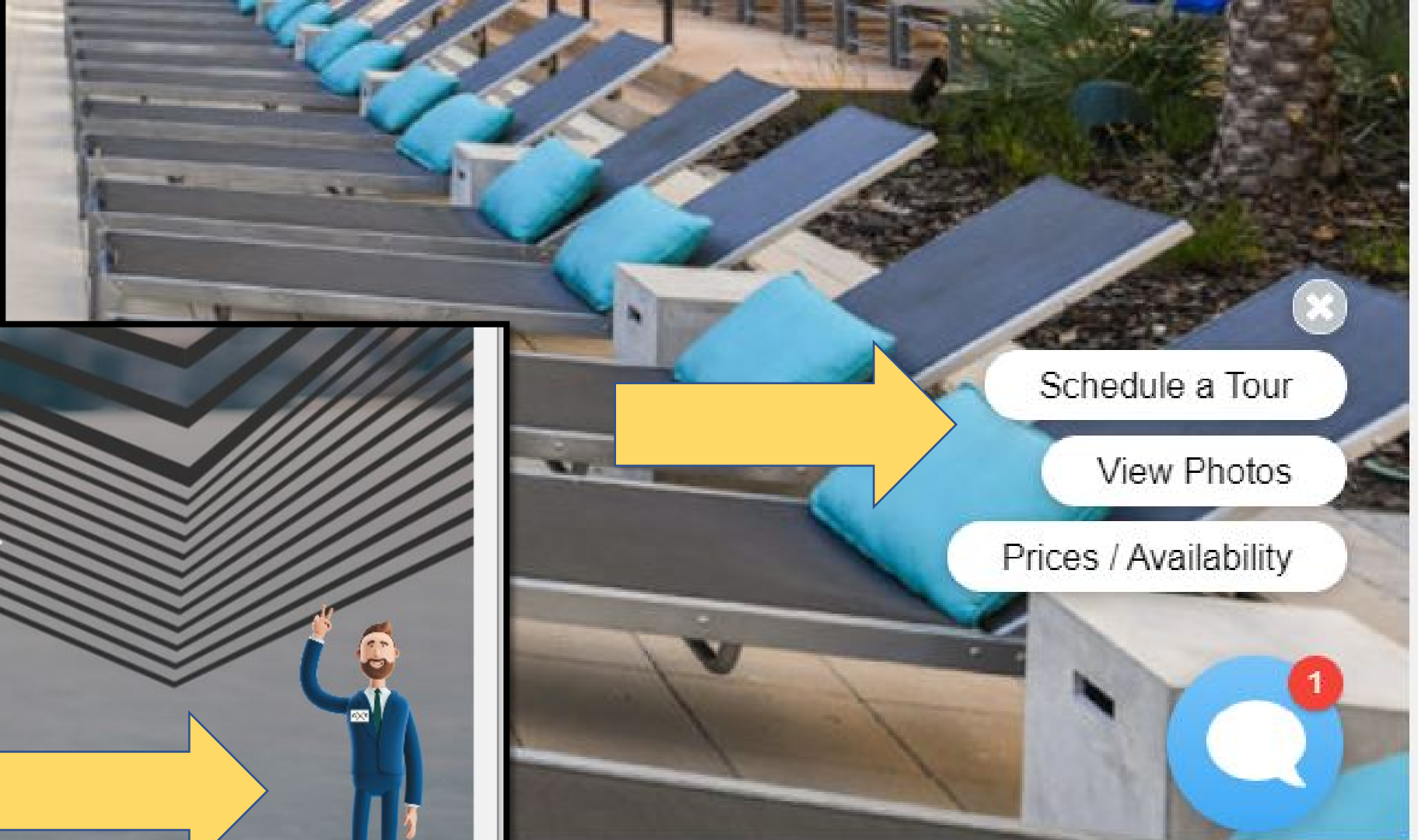
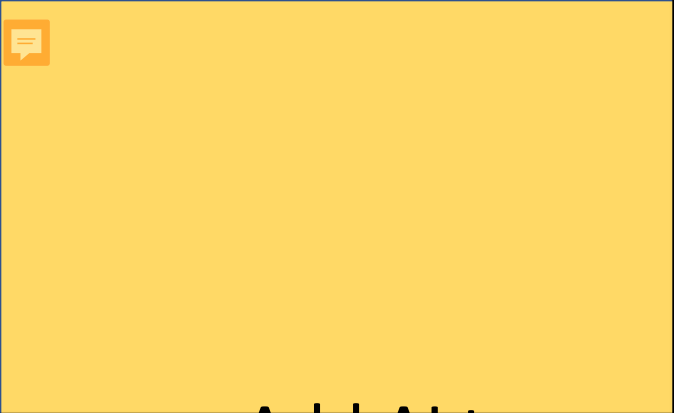
They **watch more**  
**e-sports** than  
traditional sports.

They **would rather**  
**use cash** than  
pay by credit card.




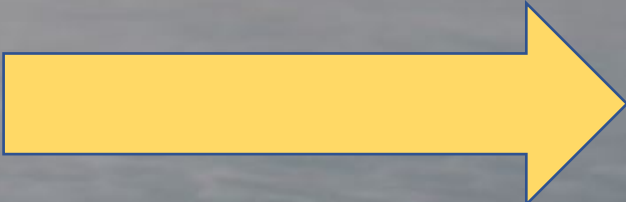
**40%**

of those age  
16-17 **prefer**  
**seeing friends**  
**virtually** rather  
than in person.



# ECT FLOOR

ity options to make you feel at home.



I can help!

Schedule a Tour

View Photos

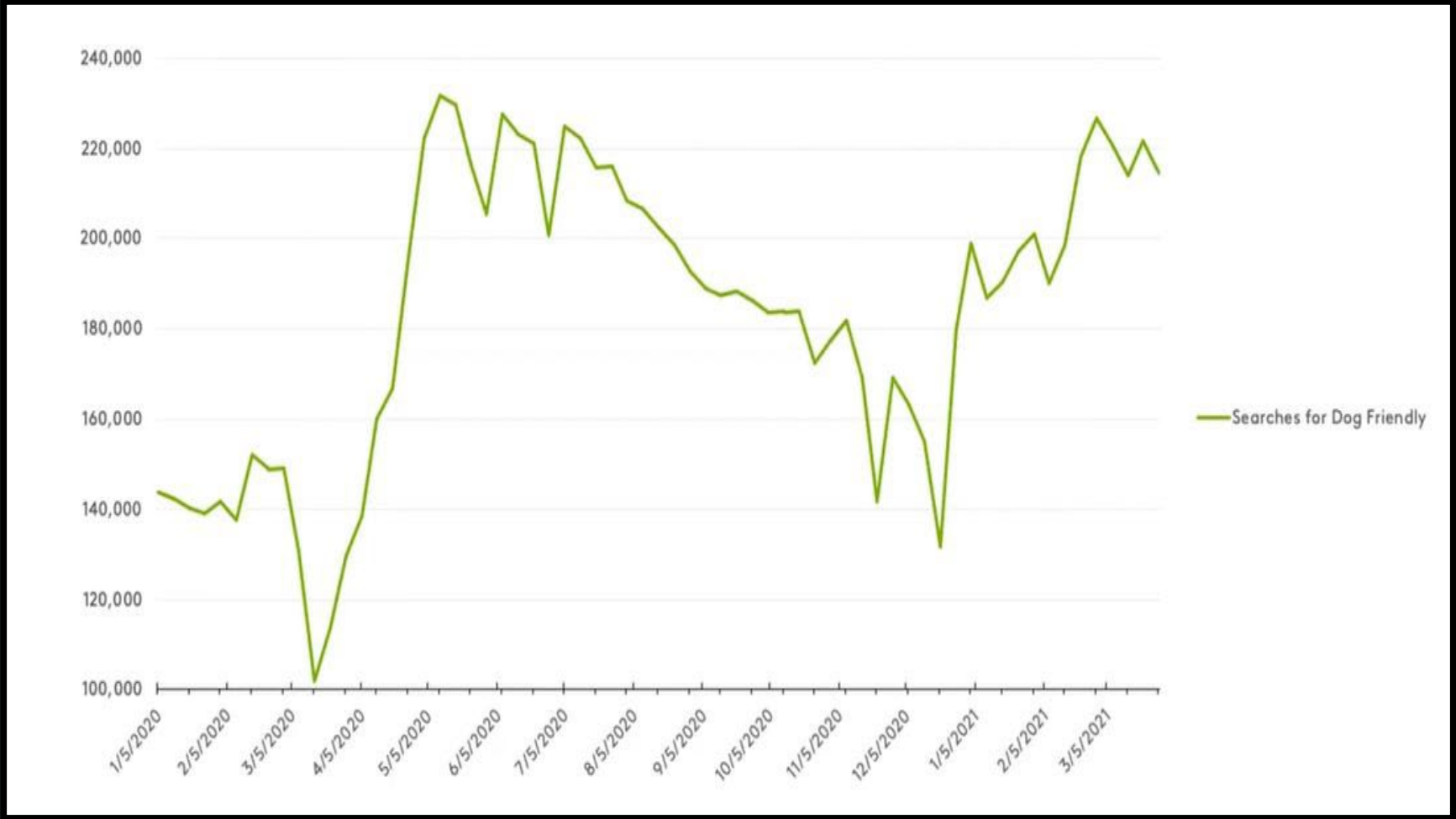
Prices / Availability



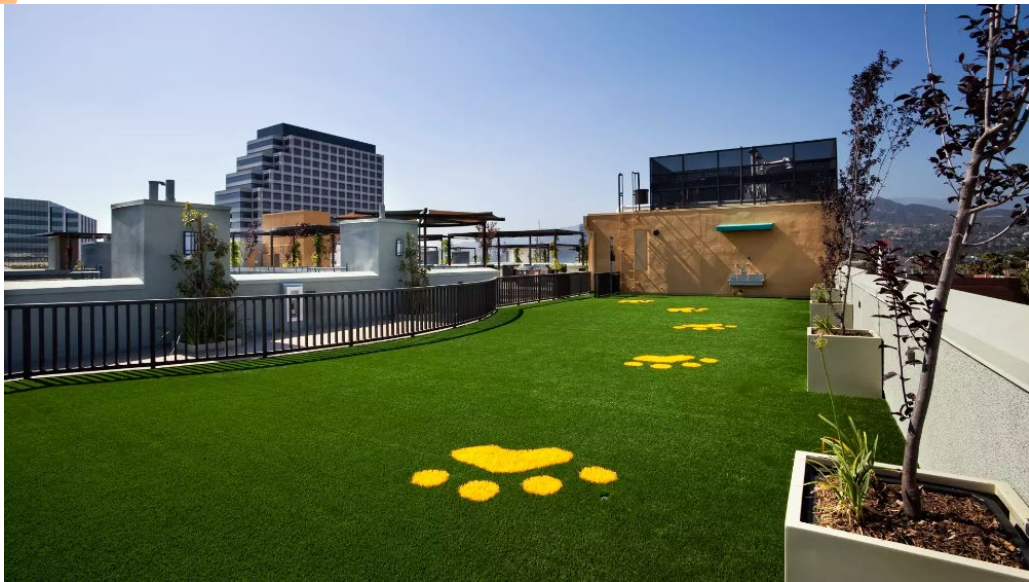


Isolation comes with a cost. Gen Z is the loneliest generation.” Pets increasingly fill the void in person-to-person contact.

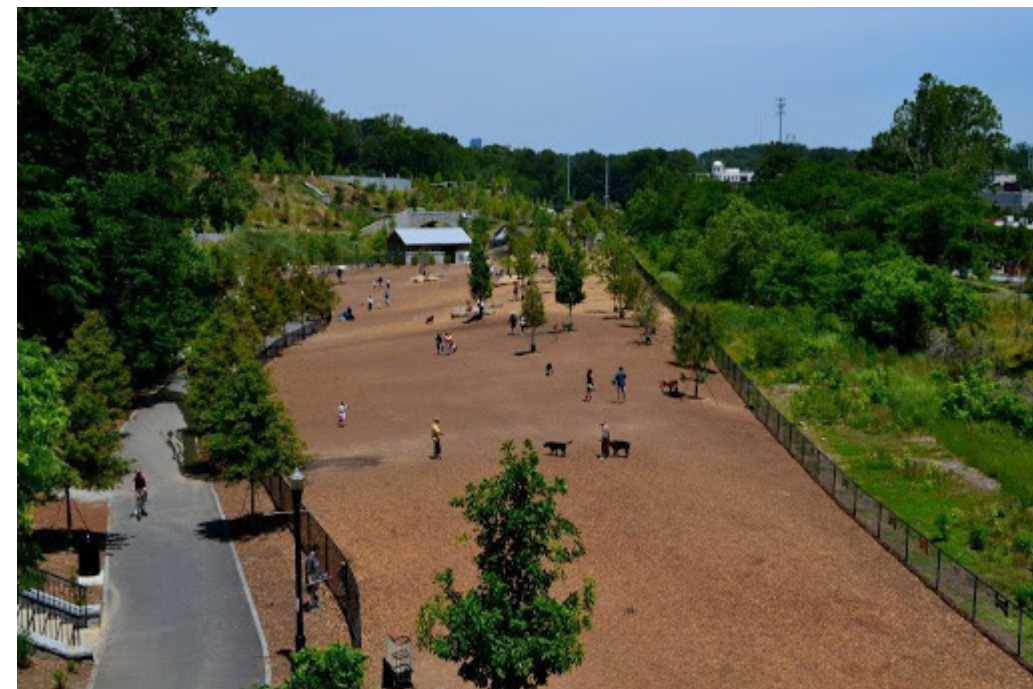






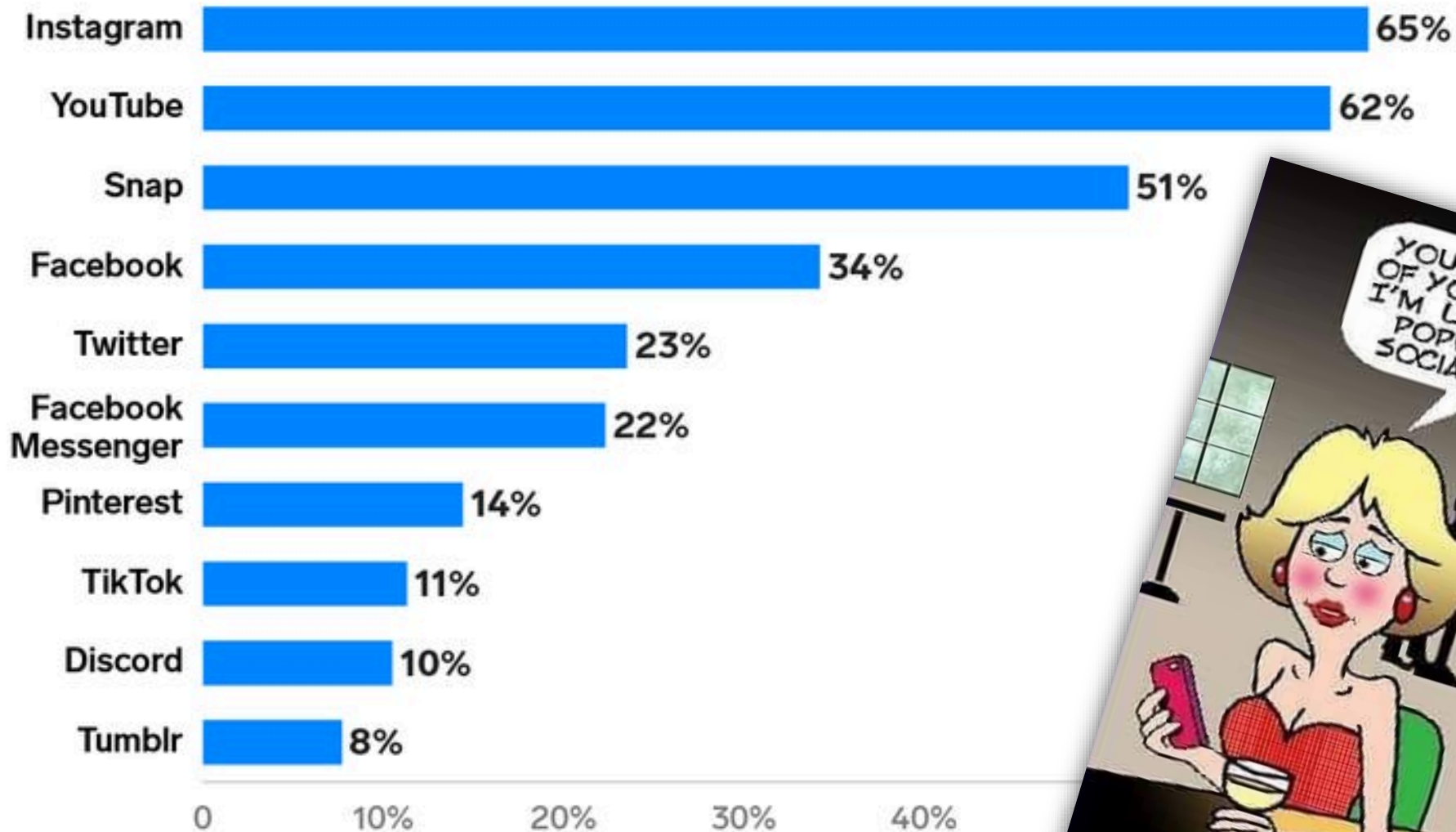








# Which social media platforms Gen Z checks on a daily basis



Source: Business Insider survey






# The Clicktivist





# Sustainable and Reusable Promotional Items

 When you finally buy the thing which you have added in the cart

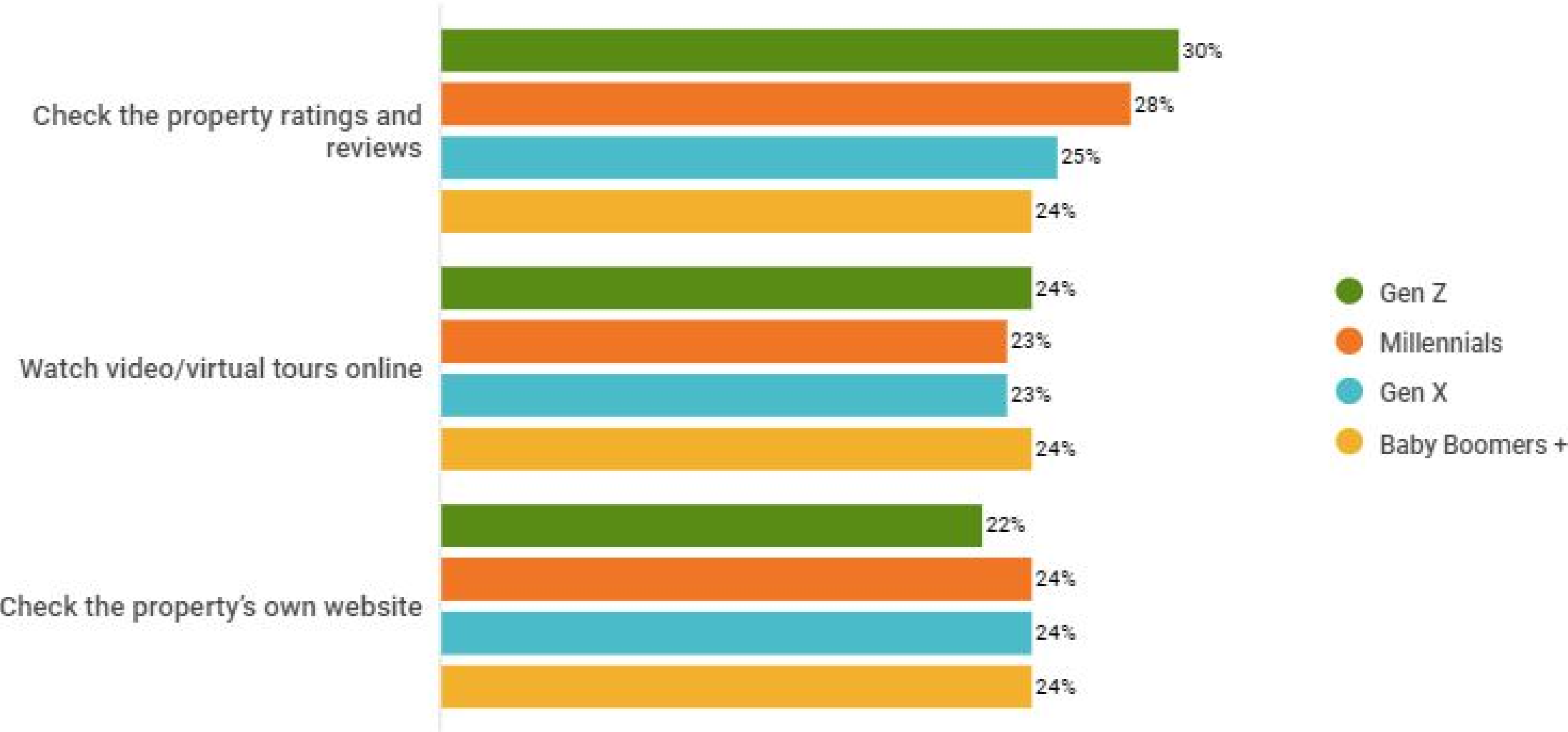
Online Shopping sites :



Products  
And  
Buying  
Habits



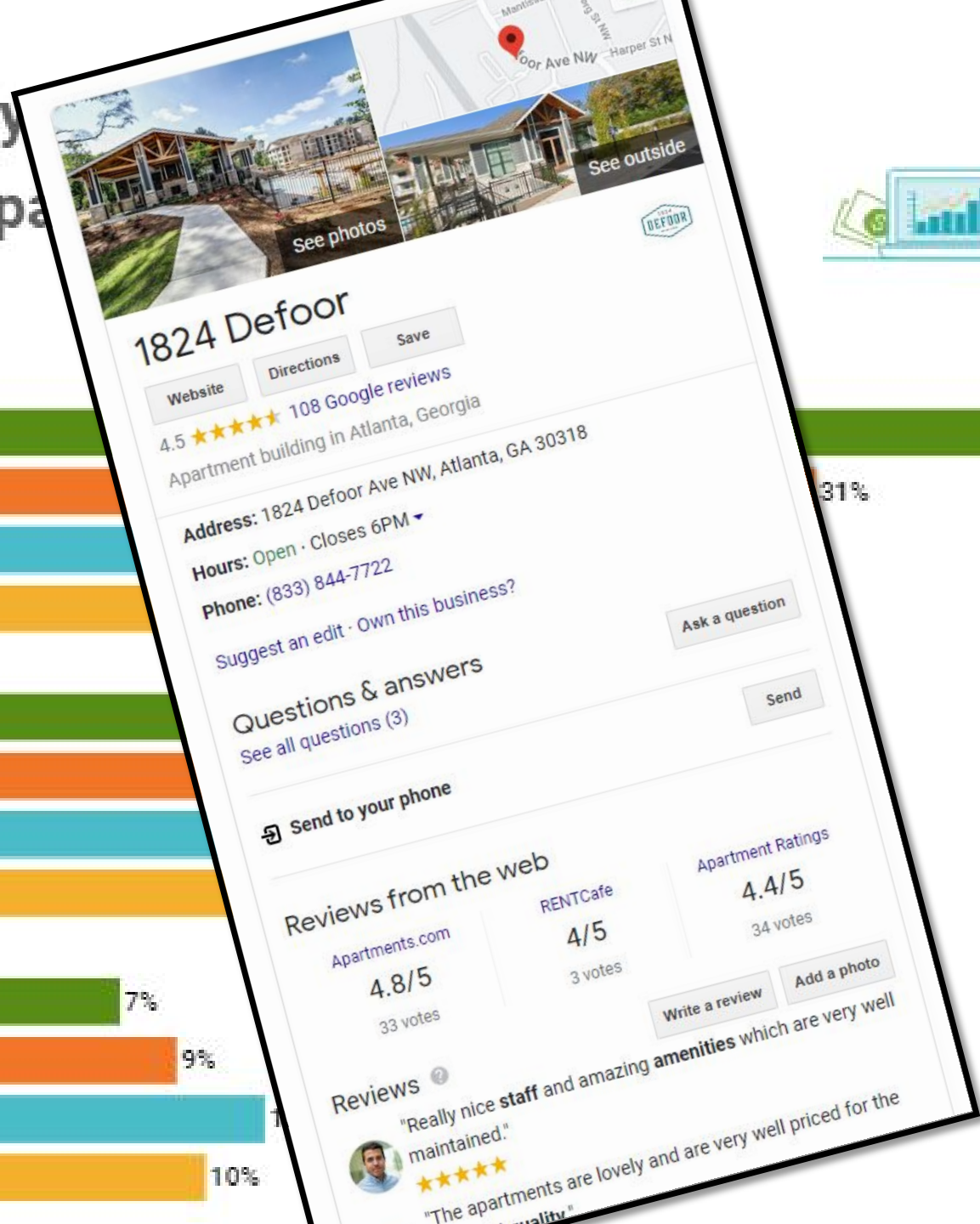
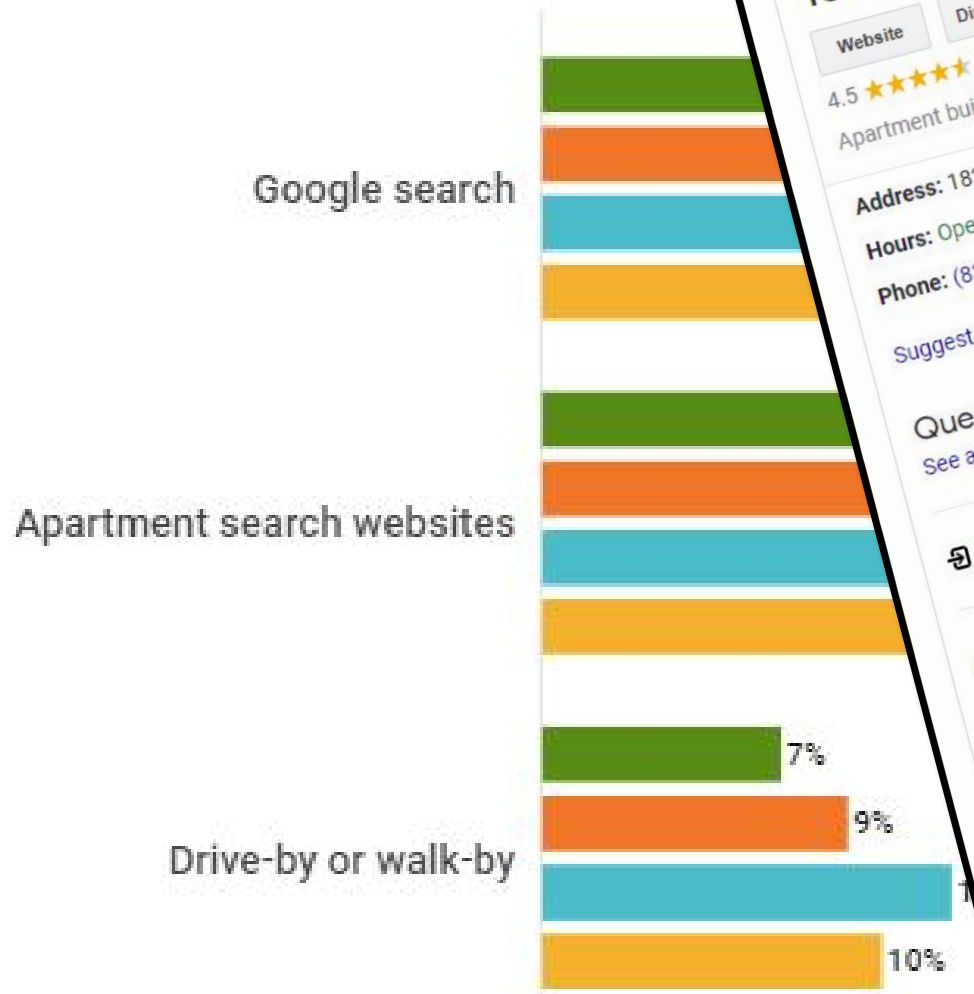
# Gen Z-ers check reviews and ratings more than any other generation







# Most Gen Z-ers rely on Google search when looking for apartments



- Gen Z
- Millennials
- Gen X
- Baby Boomers +





**WHY DID THE VEGAN  
CROSS THE ROAD?**



**TO TELL SOMEBODY ELSE  
THAT SHE'S A VEGAN**

Meat Restrictions  
Pronoun Specific  
Non-Binary  
Culturally Diverse  
Racially Diverse  
Well Traveled