

THERE ARE 5 TYPES OF GEN-ZERS



**EY IDENTIFIED FIVE
DIFFERENT ARCHETYPES
THROUGH WHICH GEN Z
SHOULD BE VIEWED AND
UNDERSTOOD**



STRESSED STRIVERS



"Stressed Strivers" Gen Z are **entrepreneurial**, **independent** and **future-focused**, sometimes to the point of causing them **stress**.



well-represented
by YouTube GenZ
entrepreneurs

BIG PLANS, LOW ENERGY



“Big Plans, Low Energy”
Gen Z are professional
dreamers.

They plan for a
life spent doing
things they
really **enjoy.**



AUTHENTIC ACTIVISTS



"Authentic activists" hope to **make a difference** in the world. They are interested in **environmental concerns** and place importance on being **authentic**.

well-represented
by Greta Thunberg



CAREFREE CONSTITUENTS



"Carefree constituent" are easygoing, open-minded and **live in the moment.**

They will not typically be the trend-setters or influencers of their generation.

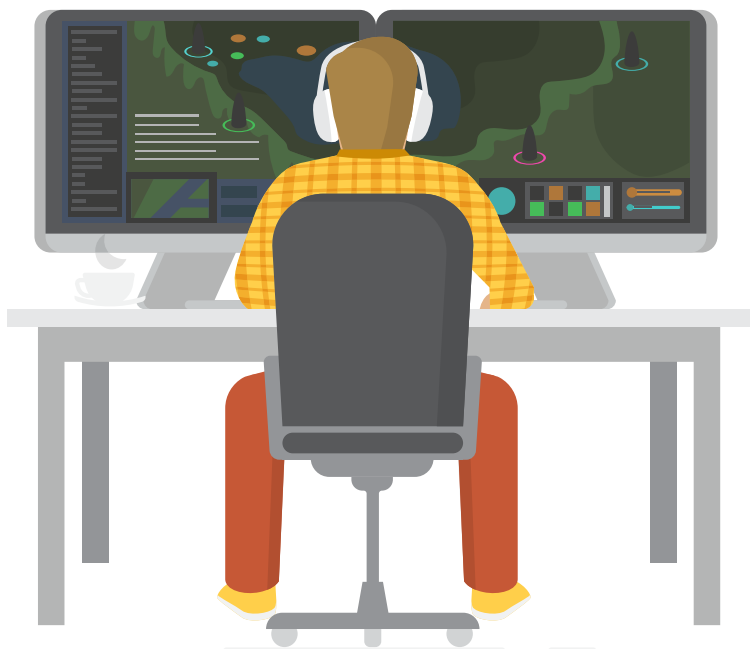


SECLUDED PERFECTIONIST



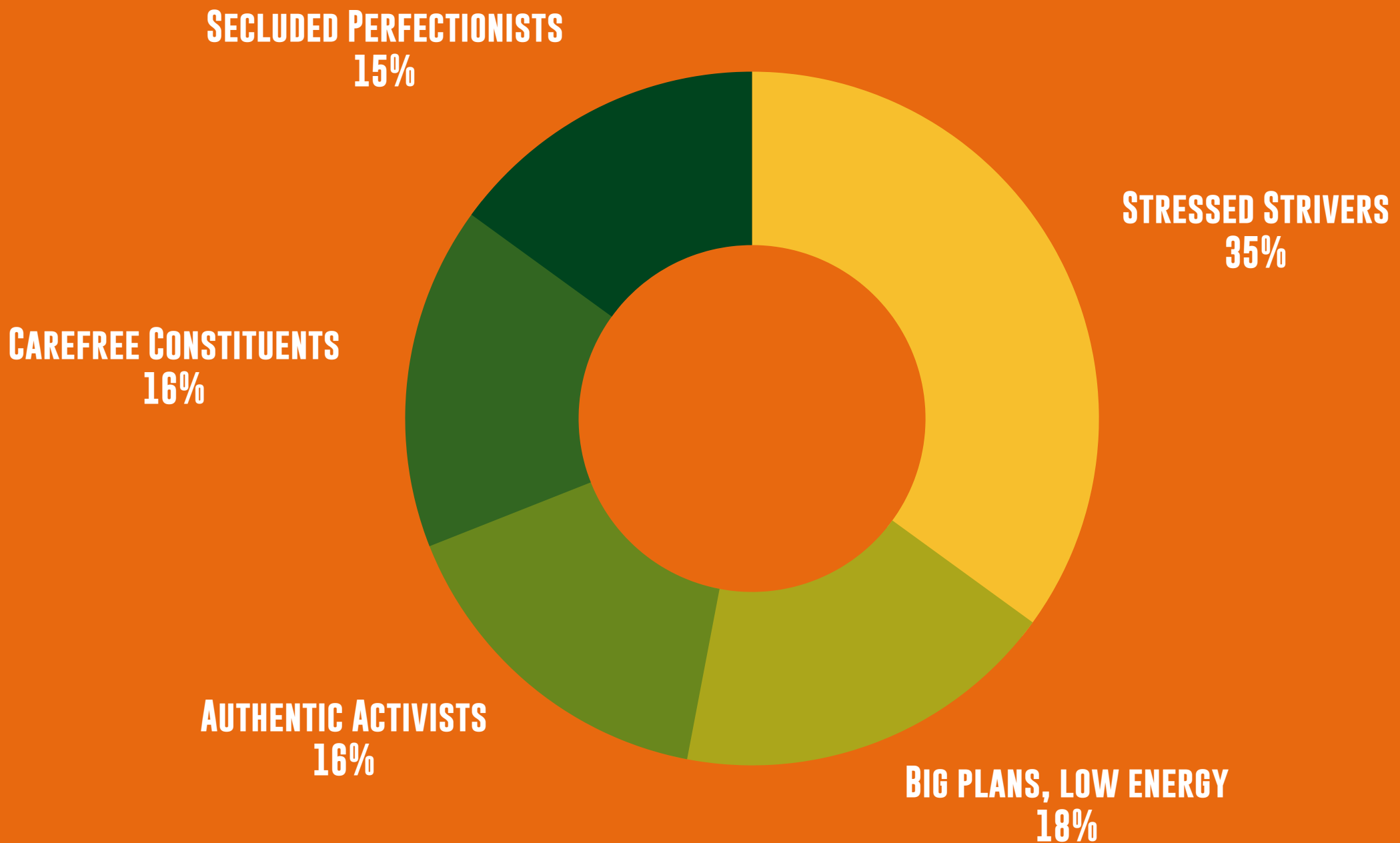
"Secluded Perfectionists" are **intrinsically motivated**.

Their **solitude** allows keeping the attention and the continuity to **dominate** whatever they pursue.



well-represented
by E-sports player

IF YOU ARE CURIOUS THESE ARE THE %



**WHICH
ARCHETYPE
FITS YOU
THE MOST?**



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