

GEN Z AND GENDER

~ GENDER ISN'T THE FOUNDATIONAL CUE THAT IT WAS FOR OTHER GENERATIONS ~

WHEN IT COMES TO GENDER, GEN Z REFLECTS A DIFFERENT REALITY FROM THE GENERATIONS BEFORE THEM; MOST OF THEIR MOTHERS WORK OUTSIDE THE HOME, FEMALE ATHLETES ARE INCREASINGLY PROMINENT, AND A WOMAN IS RUNNING FOR PRESIDENT. WITHIN THIS CONTEXT, TEENS AREN'T FEELING THE SAME PRESSURE TO LET GENDERED EXPECTATIONS SHAPE THEIR PERSONAL OUTLOOK.



EVIDENCE

THE MAJORITY OF BOTH GIRLS AND BOYS AGREE THAT "I DON'T CARE WHAT OTHER PEOPLE THINK ABOUT ME AS A GIRL/BOY, I DO WHATEVER I LIKE."

GIRLS - 72%
BOYS - 57%

(source: Iconoculture Gen Z Survey)

81% OF GEN Z

STRONGLY AGREE THAT GENDER DOES NOT DEFINE A PERSON AS MUCH AS IT USED TO, FAR MORE THAN ANY OTHER GROUP.

(source: J. Walter Thompson Innovation Group Study, 2015)

WHEN GEN Z CHOOSES THREE WORDS TO DESCRIBE THEMSELVES TO SOMEONE WHO DOESN'T KNOW ANYTHING ABOUT THEM AND CAN'T SEE THEM, THEY OVERWHELMINGLY START WITH THEIR AGE, THEIR

HOBBIES &
INTERESTS.

(source: Iconoculture Gen Z Survey)

KEY TAKEAWAYS

-GEN Z APPRECIATES **INDIVIDUALITY** OVER PRESCRIPTIVE DEFINITIONS.
-GEN Z'S **FAVORITE BRANDS** FACILITATE THEIR ABILITY TO SELECT EXACTLY THE ELEMENTS THAT **EXPRESS** WHAT THEY WANT TO SAY.
-GEN Z PREFERS TO APPEAR **MATURE AND IN CONTROL** (HENCE, THEIR ATTRACTION NORMCORE).