Gen Z is wholly unique from earlier generations.

- **1997-2000**: Year (experts vary) of this generation’s birth
- **30 minutes**: Max time being phoneless before many (31%) feel uneasy
- **8 seconds**: Length of attention span
- **~50%**: Connected to the Internet for 10+ hours/day
- **95%**: Use or access a smartphone
Use phones for 5+ hours/day: 55%  
Online "almost constantly": 45%  
Use phones after midnight every night: 29%  
Watch 3+ hours/day of online videos: 71%  
Want to communicate face-to-face at work: 72%  
# of times they text during class on average: 12


