

# Generation Z

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# The economic sphere



# What do “Zeds” spend their money on?



# How business can find a way to reach Zeds?



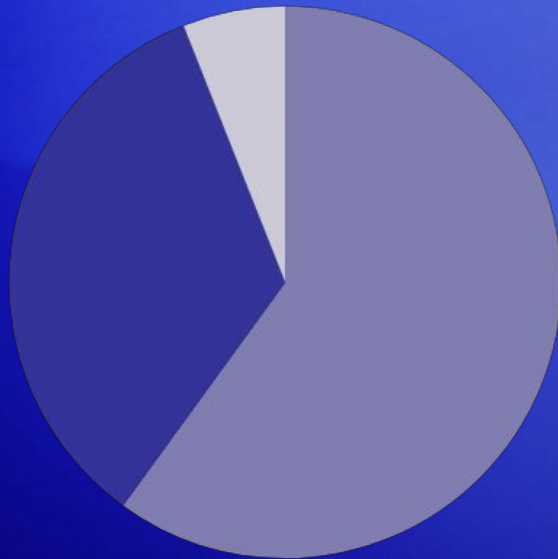
Make an Instagram account

# The political sphere



# Youth interest in politics

Youth



- Not interested in politics
- Interested in politics
- Other



# The social sphere



# Trends of the social life of Zeds:

They can easily end their relations

Zeds pay less attention to real conversations

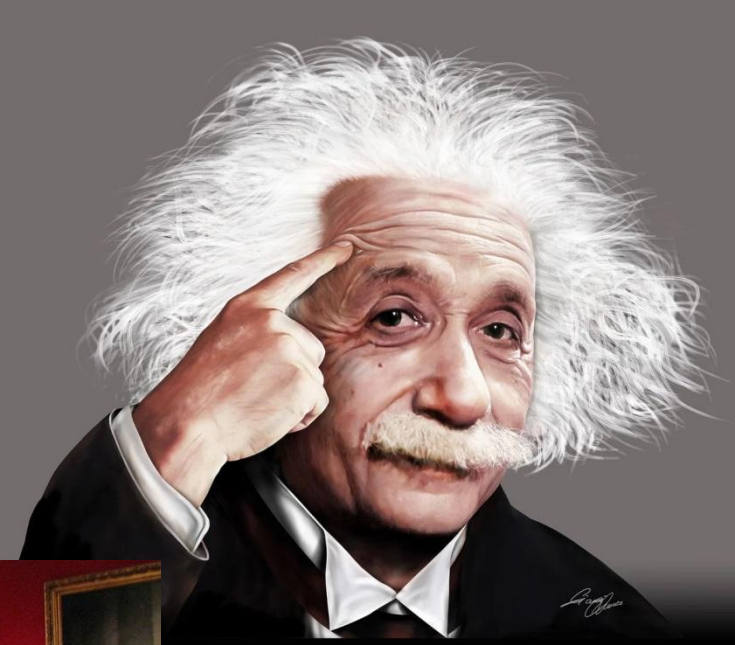
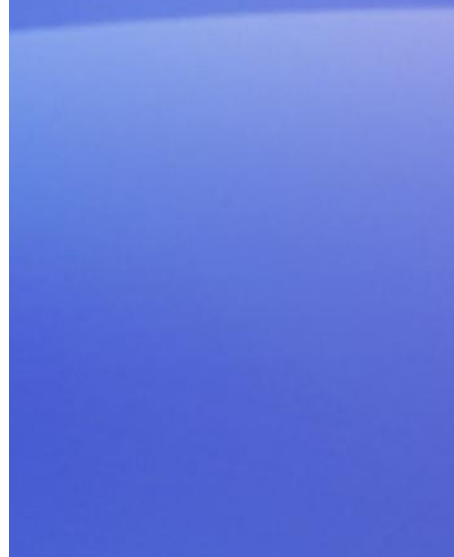




# The spiritual sphere



# What do spiritual sphere consists of?



# The distinctive features of the Generation Z

-Development of science and technology

- Development of ways of transmitting information
- New ways of communication



## Collection 1: ways to communicate

- Black icons with white background
- White icons with black background



Thank you for your attention!  
We want 5

