

**Appendix: Major Studies Referenced in this Book with Populations in the Generation Z Age Range**

Researcher	Study Focus	Study N	Birth Range/Age of Gen Z cohort	Data Collection Method	Data Collection Year	More Information
8X8, Inc.	Workforce preferences	1,000 total; 200 Generation Z	1998-2000 18-20 year-olds	Online survey	2016	<a href="https://www.8x8.com/resources/infographics/future-of-work-communications-study">https://www.8x8.com/resources/infographics/future-of-work-communications-study</a>
Altitude	Product design and marketing	Unspecified	Approx. 1998-2000 16-18 year-olds	In-depth discussions, video diaries, and daily interactive exercises	Unspecified (2016 or later)	<a href="http://www.altitudeinc.com/designing-for-gen-z/">http://www.altitudeinc.com/designing-for-gen-z/</a>
American College Health Association	National college health assessment	63,497	1995-1999 18-22 year-olds	Paper and web surveys	2017	<a href="http://www.acha-ncha.org/docs/NC_HA-II_SPRING_2017_REFERENCE_GROUP_EXECUTIVE_SUMMARY.pdf">http://www.acha-ncha.org/docs/NC_HA-II_SPRING_2017_REFERENCE_GROUP_EXECUTIVE_SUMMARY.pdf</a>
Autotrader and Kelley Blue Book	Perspectives on car buying and driving	1,193	1998-2003 12-17 year-olds	Online survey	2015	<a href="https://coxautoinc.app.box.com/v/autotrader-kbb-gen-z-research/file/56691606014">https://coxautoinc.app.box.com/v/autotrader-kbb-gen-z-research/file/56691606014</a>
Barnes & Noble College	Expectations for higher education	1,300	1997-2002 13-18 year-olds	Survey	2015	<a href="https://next.bncollege.com/wp-content/uploads/2015/10/Gen-Z-Research-Report-Final.pdf">https://next.bncollege.com/wp-content/uploads/2015/10/Gen-Z-Research-Report-Final.pdf</a>
Better Homes and Gardens	Perceptions of home ownership	1,000	1997-2001 13-17 year-olds	Online survey	2014	<a href="https://www.prnewswire.com/news-releases/move-over-millennials-better-homes-and-gardens-real-estate-reveals-homebuying-dreams-of-gen-z-teens-274452691.html">https://www.prnewswire.com/news-releases/move-over-millennials-better-homes-and-gardens-real-estate-reveals-homebuying-dreams-of-gen-z-teens-274452691.html</a>
Census Bureau	Voter registration and turnout 2016	245,502 total; 16,125 Generation Z	1995-1998 18-21 year-olds	Census reports	2016	Data computed with information from <a href="https://www.census.gov/data/tables/time-series/demo/voting-and-">https://www.census.gov/data/tables/time-series/demo/voting-and-</a>

						registration/p20-580.html
Center for Collegiate Mental Health	Mental health services on college campuses	139 college counseling centers; 150,483 Generation Z	College-aged students	Usage tracking data from participating counseling centers	2015-2016	<a href="https://sites.psu.edu/ccmh/files/2017/01/2016-Annual-Report-FINAL_2016_01_09-1gc2hj6.pdf">https://sites.psu.edu/ccmh/files/2017/01/2016-Annual-Report-FINAL_2016_01_09-1gc2hj6.pdf</a>
Centers for Disease Control and Prevention	Risky behavior in youth	125 public and private high schools; 15,624 Generation Z	1996-2000 14-18 year-olds	Paper survey	2015	<a href="https://www.cdc.gov/mmwr/volumes/65/ss/pdfs/ss6506.pdf">https://www.cdc.gov/mmwr/volumes/65/ss/pdfs/ss6506.pdf</a>
Corey Seemiller and Meghan Grace	Perspectives and styles on learning, motivation, technology, and civic engagement	15 colleges; 1,143 Generation Z	1995-1996 17-19 year-olds	Online survey	2014	Generation Z Goes to College book and dataset
Corey Seemiller and Meghan Grace	Outlook and attitudes on motivations, concerns, and future	47 colleges; 2,394 Generation Z	1995-1999 17-22 year-olds	Online survey	2016-2017	Unpublished dataset of Generation Z Stories.
Defy Media	Platform use	1,452	1997-2004 13-20 year-olds	Survey	2017	<a href="http://www.adweek.com/digital/infographic-50-of-gen-z-cant-live-without-youtube-and-other-stats-that-will-make-you-feel-old/">http://www.adweek.com/digital/infographic-50-of-gen-z-cant-live-without-youtube-and-other-stats-that-will-make-you-feel-old/</a>
Future Cast	Perspectives, values, decisions, and brands	Unspecified	1997-2001 15-19 year-olds	Online survey	2016	<a href="http://www.millennialmarketing.com/research-paper/getting-to-know-gen-z/">http://www.millennialmarketing.com/research-paper/getting-to-know-gen-z/</a>
Geraci, J., Paulmerini, M., Cirillo, P., & McDougald, V.	Needs and wants from schools	2,006 10th-12th grade students	1998-2000 16-18 year-olds	Online survey; 4 focus groups	2016	<a href="https://edexcellence.net/publications/what-teens-want-from-their-schools">https://edexcellence.net/publications/what-teens-want-from-their-schools</a>
Global Web Index	Social media use	10,106	1996-2001 16-20 year-olds	Survey	2017	
Google (YouGov and Gutcheck)	Brand insights	400 (YouGov 1) 1100 (YouGov 2) 67 (Gutcheck)	1999-2003 13-17 year-olds	Online surveys	2016	<a href="https://storage.googleapis.com/think/docs/its-lit.pdf">https://storage.googleapis.com/think/docs/its-lit.pdf</a>

Higher Education Research Institute	Freshman norms over 50 years	49,723,094 (612,819-1,320,824 per year)	First-year college students	Survey	1966-2015	<a href="https://www.heri.ucla.edu/monographs/50YearTrendsMonograph2016.pdf">https://www.heri.ucla.edu/monographs/50YearTrendsMonograph2016.pdf</a>
Higher Education Research Institute	Freshman norms 2014	150,171	1995-1996 17-18 year-olds	Online survey	2014	Higher Education Research Institute Special Report: CIRP survey disaggregated to only Generation Z-aged first-year students
Higher Education Research Institute	Values, attitudes, and experiences of college seniors	9,361	1995-1999 18-22 year-olds	Online survey	2017	Higher Education Research Institute Special Report: College Senior Survey disaggregated to only Generation Z-aged college seniors
Human Rights Campaign	LGBTQ youth	12,005	2000-2004 13-17 year-olds	Online survey	2017	<a href="https://assets2.hrc.org/files/assets/resources/2018-YouthReport-NoVid.pdf">https://assets2.hrc.org/files/assets/resources/2018-YouthReport-NoVid.pdf</a>
IBM	Brand management	15,600	1996-2004 13-21 year-olds	Survey	2017	<a href="http://www-01.ibm.com/common/ssi/cgi-bin/ssialias?htmlfid=GBE03799USEN&amp;">http://www-01.ibm.com/common/ssi/cgi-bin/ssialias?htmlfid=GBE03799USEN&amp;</a>
JWT Intelligence	Purchasing power	1,000	1996-2003 12-19 year-olds	Survey	2015	<a href="https://www.jwtintelligence.com/2015/05/meet-generation-z/">https://www.jwtintelligence.com/2015/05/meet-generation-z/</a>
Lincoln Financial Group	Optimism, outlook, and direction	400	1997-2001 15-19 year-olds	Survey	2016	<a href="https://drive.google.com/file/d/0B1Axm9XHqBDgek10eTBkb3BKB051R3U4aXZKd0d0NjRzVEZB/view">https://drive.google.com/file/d/0B1Axm9XHqBDgek10eTBkb3BKB051R3U4aXZKd0d0NjRzVEZB/view</a>
LivePerson	Digital lives	3,200+ total; Generation Z unspecified	1993-1999 18-24 year-olds	Online survey	2017	<a href="https://www.liveperson.com/resources/reports/digital-lives-of-millennials-genz/">https://www.liveperson.com/resources/reports/digital-lives-of-millennials-genz/</a>
Millennial Branding	Future employment	4,769 total; 172 high school students; 4597 college students	Unspecified high school and college-age students	Survey	2014	<a href="http://millennialbranding.com/2014/high-school-careers-study/">http://millennialbranding.com/2014/high-school-careers-study/</a>

Nielsen	Generational attitudes	30,000+ (total); Generation Z unspecified	1995-2000 15-20 year-olds	Survey	2015	<a href="http://www.nielsen.com/content/dam/nielsen/global/eu/docs/pdf/Global%20Generational%20Lifestyle%20Report%20FINAL.PDF">http://www.nielsen.com/content/dam/nielsen/global/eu/docs/pdf/Global%20Generational%20Lifestyle%20Report%20FINAL.PDF</a>
Northeastern University	Portrait of Generation Z	1,015	1995-1998 16-19 year-olds	Phone survey and online survey	2014	<a href="http://www.fticonsulting.com/~media/Files/us-files/insights/reports/generationz.pdf">http://www.fticonsulting.com/~media/Files/us-files/insights/reports/generationz.pdf</a>
Ologie	College going perspectives, intentions, and behaviors	1,548 10th graders to college sophomores	1996-2000 16-20 year-olds	Online survey	2016	Ologie Special Report
Pew Research Center	Religious landscape of U.S.	35,000+; 5,544 18-29 year-olds	1985-1996 18-29 year-olds	Phone interviews	2014	<a href="http://www.pewforum.org/religious-landscape-study/">http://www.pewforum.org/religious-landscape-study/</a>
Pew Research Center	Teens and technology use	1,060	1998-2002 13-17 year-olds	Online survey and focus groups	2014-2015	<a href="http://www.pewinternet.org/2015/08/06/teens-technology-and-friendships/">http://www.pewinternet.org/2015/08/06/teens-technology-and-friendships/</a>
Piper Jaffray	Spending behavior	6,100	1999-2004 13-18 year-olds	Survey	2017	<a href="http://www.piperjaffray.com/private/pdf/2017-TSWT-Fall-Infographic.pdf">http://www.piperjaffray.com/private/pdf/2017-TSWT-Fall-Infographic.pdf</a>
Pocket Gems	Mobile device use	36,000+ total;	1991-2003 13-25 year-olds	Polling	2016	<a href="https://tech.co/millennials-gen-z-use-mobile-infographic-2016-04">https://tech.co/millennials-gen-z-use-mobile-infographic-2016-04</a>
Public Religion Research Institute	Why Americans are leaving religion	2,201 total; 329 18-29 year-olds	1987-1998 18-29 year-olds	Phone interviews	2016	<a href="https://www.prrri.org/wp-content/uploads/2016/09/PRRI-RNS-Unaffiliated-Report.pdf">https://www.prrri.org/wp-content/uploads/2016/09/PRRI-RNS-Unaffiliated-Report.pdf</a>
Sallie Mae	Paying for college	800 students; 800 parents	1993-1999 18-24 year-olds	Phone interviews	2017	<a href="https://www.salliemae.com/assets/Research/HAP/HowAmericaPaysforCollege2017.pdf">https://www.salliemae.com/assets/Research/HAP/HowAmericaPaysforCollege2017.pdf</a>
Sodexo	Student journey, from pre-arrival, to departure	4,027	Unspecified college-age students	Online survey	2017	<a href="http://www.sodexo-usa.com/files/live/sites/sdxcom-us/files/Homepage/ULS_US%20Report.pdf">http://www.sodexo-usa.com/files/live/sites/sdxcom-us/files/Homepage/ULS_US%20Report.pdf</a>
Steele Flippin	Career and supervisory needs	1,000 total; 280 Generation Z	1996-1998 18-20 year-olds	Online survey and interviews	2016	Generation Z in the Workplace book
TD Bank	Perspectives on banking	170	1995-1998	Online survey	2015	<a href="https://www.pnewswire.com/news-">https://www.pnewswire.com/news-</a>

			17-20 year-olds			releases/third-annual-td-bank-checking-experience-index-finds-mobile-debit-essential-to-generation-z-300158022.html
The Center for Generational Kinetics and Jason Dorsey	Technology	1,000 14-69 year-olds; 250 additional 14-17 year-olds	1995-2001 14-20 year-olds	Unspecified	2015	<a href="http://genhq.com/wp-content/uploads/2016/01/iGen-Gen-Z-Tech-Disruption-Research-White-Paper-c-2016-Center-for-Generational-Kinetics.pdf">http://genhq.com/wp-content/uploads/2016/01/iGen-Gen-Z-Tech-Disruption-Research-White-Paper-c-2016-Center-for-Generational-Kinetics.pdf</a>
The Center for Generational Kinetics	Spending and banking	2,004 total; 1,004 Generation Z	1996-2003 14-21 year-olds	Online survey	2017	<a href="http://3pur2814p18t46fuop22hvvu.wpengine.netdna-cdn.com/wp-content/uploads/2017/04/The-State-of-Gen-Z-2017-White-Paper-c-2017-The-Center-for-Generational-Kinetics.pdf">http://3pur2814p18t46fuop22hvvu.wpengine.netdna-cdn.com/wp-content/uploads/2017/04/The-State-of-Gen-Z-2017-White-Paper-c-2017-The-Center-for-Generational-Kinetics.pdf</a>
The Center for Generational Kinetics and Jason Dorsey	Political outlook	1,000 14-69 year-olds; 250 additional 14-17 year-olds	1995-2001 14-20 year-olds	Unspecified	2015	<a href="http://genhq.com/wp-content/uploads/2016/02/iGen-Gen-Z-Political-Civic-Outlook-Research-White-Paper-c-2016-The-Center-for-Generational-Kinetics.pdf">http://genhq.com/wp-content/uploads/2016/02/iGen-Gen-Z-Political-Civic-Outlook-Research-White-Paper-c-2016-The-Center-for-Generational-Kinetics.pdf</a>
Tremor Video and Hulu	Consumption behaviors regarding television	1020 total; 225 Generation Z	1996-2003 14-21 year-olds	Online survey	2017	<a href="https://cdn2.hubspot.net/hubfs/1784809/Gen%20Z/TremorVideo_Hulu_GenZ_WhitePaper.pdf?t=1498768502219">https://cdn2.hubspot.net/hubfs/1784809/Gen%20Z/TremorVideo_Hulu_GenZ_WhitePaper.pdf?t=1498768502219</a>
University of Michigan (Monitoring the Future)	Behaviors, attitudes, and values of high school students	372 schools; 45,473 8th, 10th, and 12th grade students	1998-2002 14-18 year-olds	Paper survey	2016	<a href="http://www.monitoringthefuture.org/pubs/monographs/mftf-vol1_2016.pdf">http://www.monitoringthefuture.org/pubs/monographs/mftf-vol1_2016.pdf</a>
Varkey Foundation	Perspectives and attitudes of happiness, wellbeing, and social issues	20 countries; 20,088	1995-2001 15-21 year-olds	Online survey	2016	<a href="https://www.varkeyfoundation.org/what-we-do/policy-research/generation-z-global-citizenship-survey/">https://www.varkeyfoundation.org/what-we-do/policy-research/generation-z-global-citizenship-survey/</a>

VIA Institute on Character	Character strengths	155,216 Generation Z	1995-1999 18-22 year-olds	Online self-assessment	2013-2017	VIA Institute on Character Special Report: Character Strengths assessment disaggregated to only Generation Z-aged individuals
Vision Critical	Values and aspirations	798 study 1; 806 study 2	1996-2003 13-20 year-olds	N/A	2016	<a href="https://www.visioncritical.com/resources/gen-z-guide/">https://www.visioncritical.com/resources/gen-z-guide/</a>