

Make it Stick with 

POST-IT® BRAND + GENERATION Z

Generation Z, defined by those born between the mid-1990's and today, makes up a quarter of the U.S. population and by 2020 will account for 40% of all consumers.*

Gen Z teens have grown up with smartphones, the internet and other technology, but new research from the Post-it® Brand reveals this so-called digital generation is not solely digital, and they see the value in handwriting when it comes to learning.

*according to Fastcoexist.com

 Post-it.com/Study

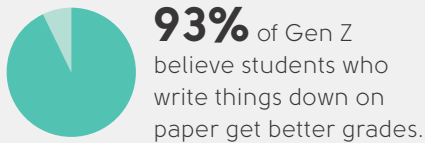
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GEN Z IS NOT SOLELY DIGITAL:



IT'S ACADEMIC:

Gen Z teens are academically ambitious. Getting good grades (**71%**) is by far their top goal this school year, followed by learning new skills (**10%**) and getting a job or internship (**9%**).



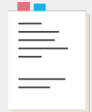
GEN Z CLASSROOM TIPS:

85% believe they are more likely to get something done when they write it down on paper.



HERE'S WHAT THEY BRING TO EVERY CLASS

Pencil or pen (92%) **Notebook (88%)** **Loose-leaf paper (64%)**



Planner (46%)



Sticky notes (38%)



THE NEW STUDY HALL:

THE MOST POPULAR PLACE THEY TYPICALLY STUDY IS IN

- their bedroom (**84%**)
- their living or dining room at home (**52%**)
- school or public library (**50%**)
- common area at school (**30%**)
- local coffee shop or restaurant (**11%**)

GEN Z STUDY HABITS:

THE POWER OF PAPER EXTENDS TO STUDY HALL

Here's how Gen Z studies best:



68% write down key points on paper or sticky notes.



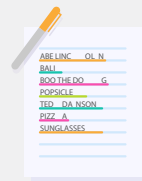
56% flag important information in a book.



41% make flashcards.

CLASS ACT:

It looks like teachers understand the power of writing things down too.



71% of Gen Z's teachers require them to handwrite notes while in class. And Gen Z is taking this advice to heart.

DIGITAL DETOX GEN Z STYLE:

For Gen Z, technology in the classroom is a fact of life but not always a helpful one.

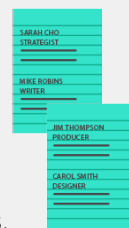
75% (3 out of 4) of Gen Z teens believe technology can be a distraction in the classroom.



THAT'S WRITE:

EARNING GOOD GRADES ISN'T EASY – BUT TAKING GOOD NOTES CAN HELP

93% of Gen Z use handwritten notes to keep up with schoolwork in a typical school week. It just works.



61% uses both digital devices and handwritten notes.

TURN IT OFF:

For Gen Z, consuming social media comes naturally. But they've also figured out when enough is enough.



61% who have smartphones frequently have to force themselves to turn off their smartphone so they can concentrate on the schoolwork. Give it a try, mom and dad.

THE STRUGGLE:

Here's why smartphones can be so distracting when you're a Gen Zer – it's all about friends.



78% have communicated with friends over text messages or social media, like Snapchat or Instagram, while in class. 54% do this frequently.

LEARNING MASHUP:

The Gen Z learning style isn't all or nothing.

85% of Gen Z learn best when they use *both* digital and non-digital tools for school work. For example, they may read an assignment from their digital textbook but write down notes to prepare for a quiz.



OTHER BENEFITS GEN Z TEENS SEE IN WRITING THINGS DOWN



83% have more freedom with their note-taking style when they handwrite notes compared to using a digital device.



81% would feel restricted if they could only work on digital devices.

The Post-it® Gen Z Survey was conducted by Wakefield Research (www.wakefieldresearch.com) among 1,001 U.S. "Gen Z" respondents ages 13-19, between March 28th and April 5th, 2016, using an email invitation and an online survey.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. For the interviews conducted in this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.