

Unexpected Consumer Insights and Generational Attitudes in this Unprecedented Time

New National Research and Insights from The Center for Generational Kinetics

SUMMER 2020

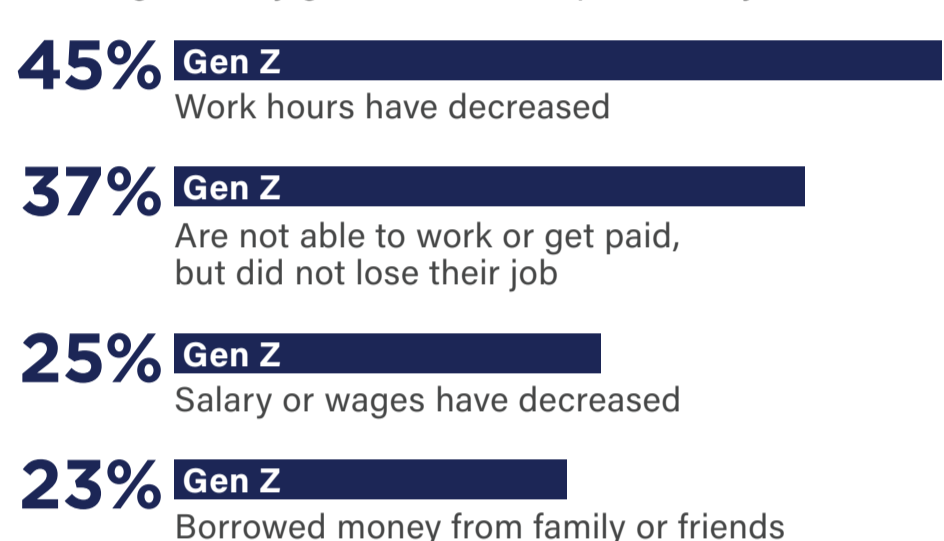


CGK's national study uncovered the emerging financial trends and consumer attitudes across generations during the pandemic. The full report with all the surprising findings can be downloaded for free at genhq.com/unexpected-consumer-insights

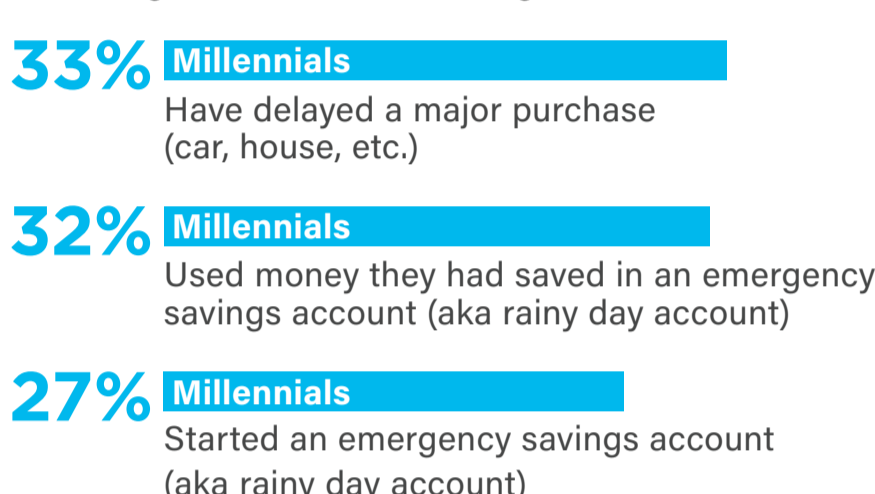
Emerging Financial Trends Coming into Focus



Gen Z has experienced the most financial and workplace challenges of any generation in the past 30 days

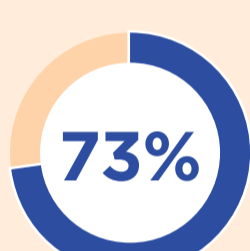


Millennials have made more new spending (or saving) decisions than other generations



Consumer Spending Expectations and Priorities Post-Pandemic

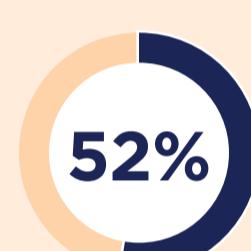
When social distancing restrictions are lifted...



73% of Americans plan to first spend their money on dining in-person at restaurants



55% of Americans plan to first spend their money on travel or vacations



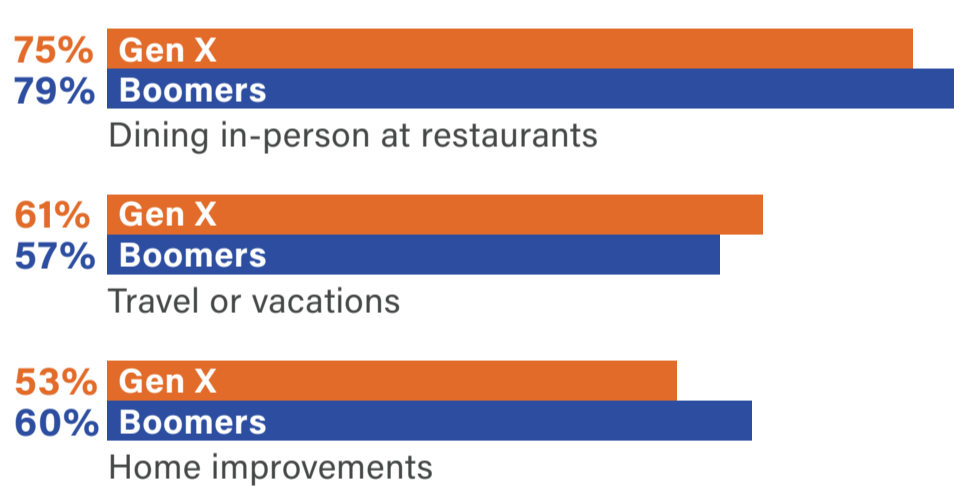
52% of Millennials plan to spend money first on paying down bills, such as overdue rent and credit card balances

Spending Plans Post-Pandemic Vary By Generation

Gen Z and Millennials are more likely than older generations to first spend money on clothes, outside entertainment, and health and wellness experiences



Gen X and Boomers most want to spend their money on dining in-person at restaurants, traveling, and home improvement projects

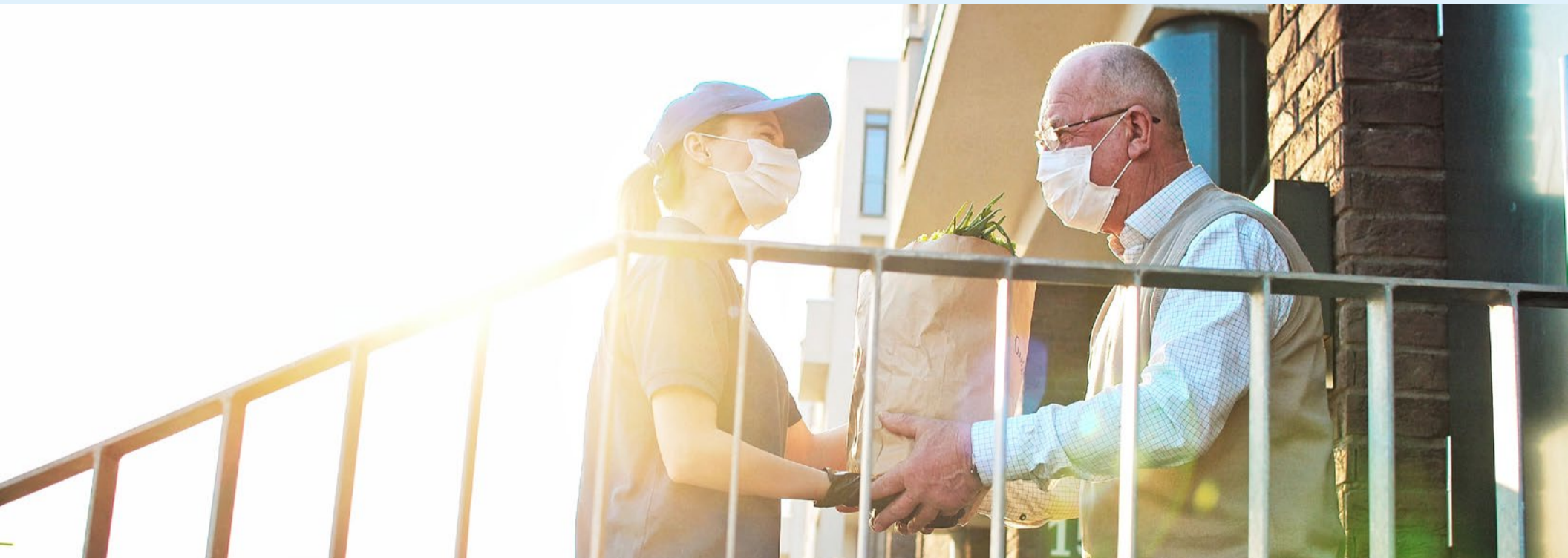


Consumer Attitudes Looking Ahead

53% of Gen Z see more emphasis on saving money as the most positive thing to come out of this pandemic

66% of Boomers believe the most value to come out of this pandemic will be a fresh perspective

71% of Americans agree they'll try to support local businesses more in the future



Download the complete report and take-action resources

At The Center for Generational Kinetics, we are on a mission to uncover new generational trends, behaviors, and attitudes so leaders can take action. In these uncertain times, accurately understanding what each generation of consumer is thinking and doing is more important than ever.

Download the complete Consumer Insights and Generational Attitudes 11-page report at genhq.com/unexpected-consumer-insights

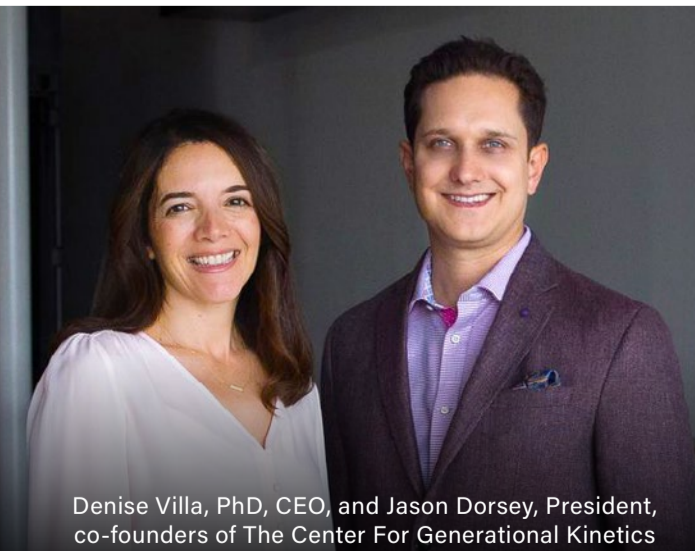


Helping You Unlock the Potential of Generations

To schedule a phone call (or Zoom!) to see how we can help you bring a new approach to generations through virtual keynote speaking, webinars, or custom research, please email: Info@GenHQ.com

For media inquiries, please visit GenHQ.com/Contact

We look forward to hearing from you!



Denise Villa, PhD, CEO, and Jason Dorsey, President, co-founders of The Center For Generational Kinetics

This custom study was designed by The Center for Generational Kinetics and conducted online from April 28, 2020, to May 4, 2020. The survey was administered to 1,000 U.S. respondents ages 18-90. The total sample was weighted to the current U.S. Census data for age, region, gender, and ethnicity. Figures are statistically significant at the 95% confidence level. The margin of error is +/-3.1 percentage points.