


THE STATE OF
GEN Z[®]
2020



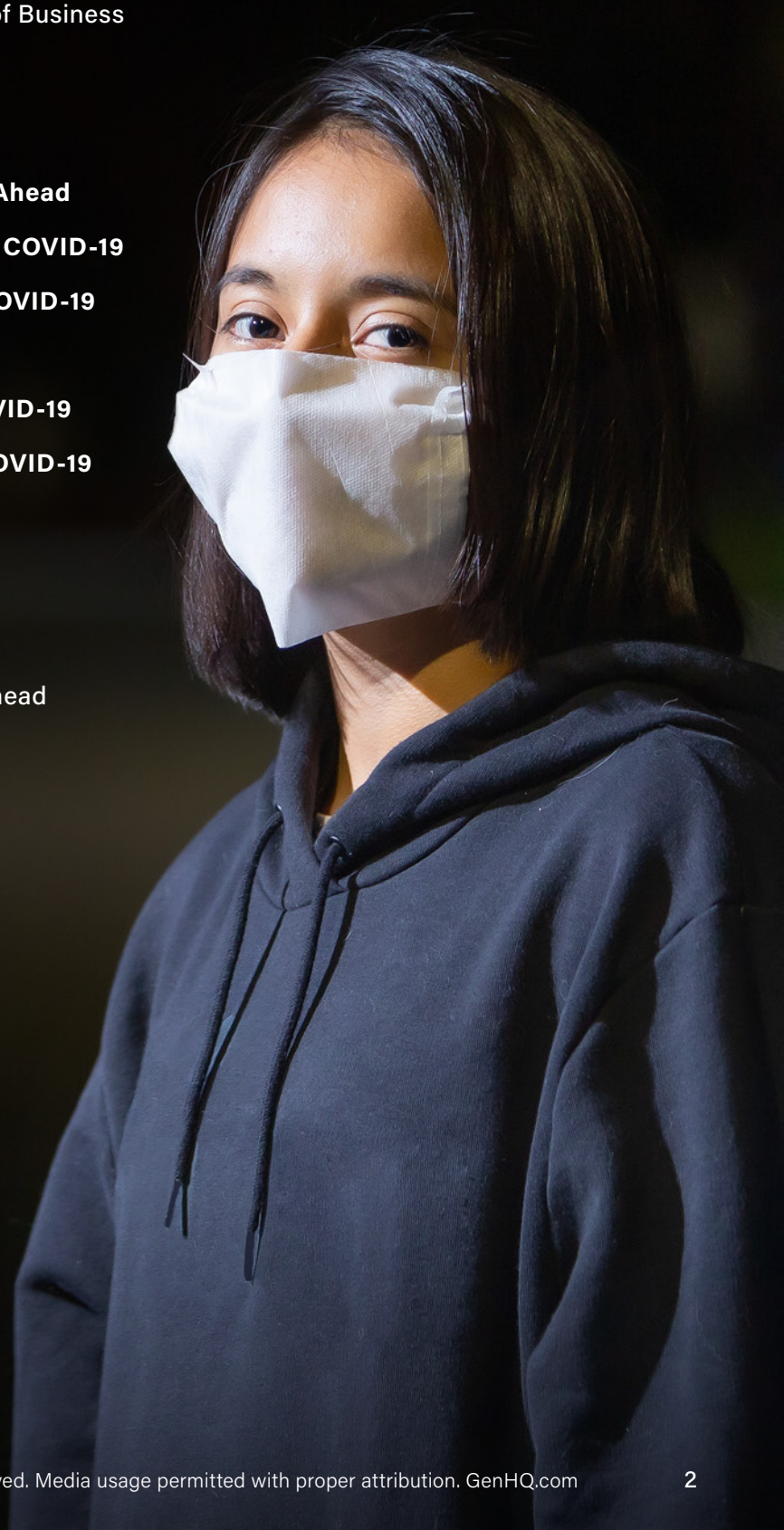
**THE
IMPACT OF
COVID-19 AND
GEN Z LOOKING
AHEAD**

CGK THE CENTER FOR
GenerationalKinetics[®]

GenHQ.com

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WELCOME FROM THE STUDY'S AUTHORS

WELCOME TO THE STATE OF GEN Z® 2020: THE IMPACT OF COVID-19 AND GEN Z LOOKING AHEAD

Now in the fifth year of our State of Gen Z® research series, the research and strategy team at The Center for Generational Kinetics (CGK) is excited to share with you the findings from our extensive national study that explores Gen Z, also known as iGen, from a variety of COVID-19-related vantage points. Unlocking the enormous potential of Gen Z is a passion for us—and has immediate implications for parents, leaders, educators, and marketers around the world.

As generational researchers, strategic advisors, and keynote speakers, we are on a mission to uncover and unlock the potential of Gen Z as individuals, customers, employees, and trendsetters.

This national study builds on more than 65 generational studies we've led on four continents. Our work has been featured in hundreds of media outlets, and our speaking, consulting, and research clients

include many of the biggest employers, institutional investors, and brands in the world. We love this work.

In addition to our research studies, we infuse our fifth annual State of Gen Z® report series with our expertise working with over 100 clients per year to solve their generational challenges. This work gives us *front line insights* and extensive client data into what actually works across generations.

In this year's State of Gen Z® COVID-19 and future outlook study, we included 1,007 members of Gen Z (ages 13 to 24) as well as 1,009 Millennials (ages 25-43) for comparison. These study participants were weighted to the U.S. Census for age, gender, geography, and ethnicity. Comparing Gen Z and Millennials is key because we are seeing significant differences between these two generations as they impact businesses, industries, education, countries, politics, and emerging trends.



From our perspective, Gen Z is driving new behaviors as they further enter adulthood and become the fastest-growing generation in the workforce. In fact, after five years of leading the State of Gen Z® study, we've seen the oldest members of Gen Z emerge from age 19 to turning 25 years old!

Gen Z is now creating the trends that ripple up and affect the behaviors and preferences of older generations around the world, from employment and entertainment to banking, government, shopping, and technology.

In fact, the change, challenge, and opportunity Gen Z brings is only just beginning. We expect the impact of Gen Z on the world will accelerate rapidly over the next three years. Gen Z will determine winners and losers when it comes to employment, brands, innovation, technology, and future growth—the key is taking the right steps now to *grow with Gen Z*.

After 10+ years of leading generational research, speaking, and advising, we are thrilled to release our latest Gen Z discoveries, stories, and solutions for leaders in our new book, ***Zconomy: How Gen Z Will Change the Future of Business—and What To Do About It***.

The book goes behind-the-scenes with Gen Z to view the world through their lens. It integrates our latest research and specific how-to for leaders to understand, recruit, retain, motivate and develop Gen Z, as well as how to communicate with, market to, sell to, and build loyalty with this incredibly important generation of consumers. *Zconomy* was a #1 New Release on Amazon!

CGK is excited to share this year's State of Gen Z® 2020 series with you. To schedule a media interview about the national study and its findings, or to talk with our team about leading research, keynote speaking, or advisory work, contact our friendly office:

Info@GenHQ.com | (512)-259-6877

Thank you for your interest in Gen Z. This generation is poised to change the world!

We look forward to hearing from you.

Sincerely,

Denise Villa, PhD, Chief Executive Officer
Jason Dorsey, President and Keynote Speaker
Jared Boucher, Lead Researcher

*To learn more about our custom generational research, keynote speaking, and consulting, please read **Four Ways We Help You Solve Generational Challenges on page 25.***



Denise Villa, PhD, CEO and Co-founder



Jason Dorsey, President



Jared Boucher, Lead Researcher

GEN Z AND COVID-19: A GENERATION DEFINING MOMENT

At CGK, we study the Generation Defining Moments that shape each generation, including Gen Z, Millennials, Gen X, and Baby Boomers.

From our experience, the key to a Generation Defining Moment is that it must do two things:

1. **Take place at the right time in a generation's coming of age experience.** The event or external influence needs to occur at a formative time in a generation's coming of age experience, which is usually an age range from childhood through early adulthood. The generation needs to be old enough to deeply experience the event while at the same time be in a young enough life stage where the event can significantly impact their views, beliefs, and attitude toward the world and future.
2. **Create a powerful, unforgettable emotional impact, usually tied to fear and uncertainty caused by the event and its aftermath.** These moments tend to make a generation feel vulnerable and look at the world differently than they did before, such as the way 9/11 impacted Millennials or how the JFK assassination affected Baby Boomers.

In our keynotes and virtual presentations, we talk about Generation Defining Moments as your "Where were you when...?" moments. During these generation-defining events, we remember exactly where we were, who we were with, and what we felt.

Based on our research at CGK, we believe the COVID-19 pandemic is the most formative Generation Defining Moment that has shaped Gen Z at this critical time in their transition into adulthood. Gen Z is already sharing the impact of COVID-19 in our research interviews with them about their schooling, work, money, health, family, and attitudes toward the future. We shared this with the media starting in March of 2020.



For Gen Z, COVID-19 has upended almost every aspect of their life.

For younger Gen Z, they may no longer go to school with classmates, see their friends in-person, or work part-time jobs. Instead, they are confined to their home, with a parent or other family members, and trying to continue their education at a time when many schools do not have an effective distance learning program. These same Gen Zers are seeing their parents struggle financially, including job losses, inability to pay rent, and tension between adults as everyone deals with this new reality.

Gen Zers nearing the end of high school are seeing standardized testing canceled, uncertainty about college options, financial pressure, and limited or no ability to play competitive sports or drive academic achievements that could change their future. Will they move out of their family's home this year? If college is all online, how will they have a traditional college experience—and is it worth the expense? While the COVID-19 experience can vary widely based on our interviews with Gen Zers from different socioeconomic, geographic, and other factors, the result continues to be a real question mark about what will happen after their senior year of high school.

Gen Zers we interview who are in college or deciding whether or not to attend college, are often experiencing a hybrid of the newly upended work and education reality. Some colleges and trade schools have moved quickly to cancel all on-campus classes and move to online learning while others are struggling under the weight and scale of the change—as well as the practical limitations of specific learning activities, such as scientific lab access. Adding to this mix is the unknown about whether or not colleges will refund room and board, whether international students who had to go home will be able to return, and the rapid change of having their freedom limited as they move back in with their family.

There is a lot for Gen Z college students to worry about besides just finishing their classes. Already, we saw the return to college in the Fall of 2020 to be a mixed message of “come to campus, but stay in your dorms,” to “attend the football games, but bring



your negative COVID-19 test results.” Add to this the uncertainty around class cancellations, limited class offerings, faculty, support staff, parents, and Gen Z all being concerned about their safety (or appearing not as concerned as popularized in the news), and it is easy to see why the 2020-2021 college year is so challenging, confusing, and uncertain.

On top of Gen Z's work and school impacts from COVID-19, add all of these significant stressors: the heavy external influence of daily death counts and mortality rates, fear of losing their parents, grandparents, or friends, and the endless storm of social media echoing how bad the world is around them. It's easy to see why COVID-19 is a Generation Defining Moment for Gen Z—and the impact gets deeper the longer the event is extended and the more uncertainty, fear, and difficulty it creates.

At the same time, Gen Zers who are in the workforce are disproportionately in the service industry, hourly workers, in entry-level jobs, or young professionals typically on the front end of their careers. As our



research showed, Gen Zers were more likely to get laid off or furloughed as many industries contracted, in addition to having their wages reduced or job description change. Gen Z can also suffer from the “last hired, first fired” philosophy as well as having the least established professional relationships. Put all this together, and Gen Zers already in the workforce are feeling a massive reset at exactly the time they should be starting to build their independence and self-reliance.

In addition to COVID-19, we believe the social justice protests of 2020 will be a Generation Defining Moment for Gen Z. The generation has already shifted their social cause list of priorities, per our research, from climate change being first to social justice. As this continues, we believe this could become a Generation Defining Moment as well, and we will be studying it closely.

We have several studies now in the field and will be launching many more to uncover and document the change this pandemic and key issues, from unemployment to social justice, have brought to how

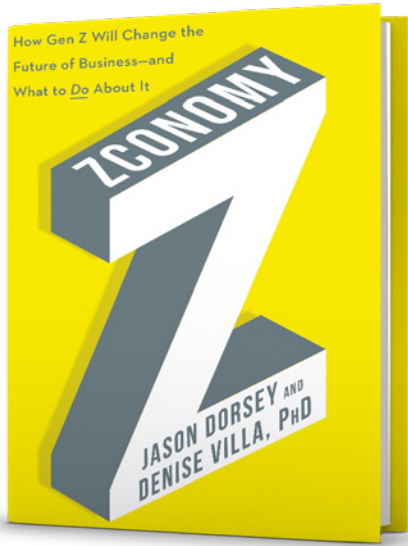
Gen Z thinks about learning, work, brands, spending, relationships, family, politics, technology, and much more. In tough times like these, getting accurate data can help every generation understand what is going on, make key decisions, come together, and navigate this challenging time and the future to follow.

We wish you, your family, and your colleagues the best in health during these challenging times. We will post our latest COVID-19 and Gen Z research on GenHQ.com, along with the research we are leading daily to see how every generation is navigating this time as employees, customers, and neighbors.

With gratitude,

Denise Villa, PhD, CEO
Jason Dorsey, President

CGK THE CENTER FOR
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ARE YOU READY FOR GEN Z?

Did you know that Gen Z is turning 25 years old? They are driving *tremendous* change, challenge, and opportunity for leaders. Gen Z is already the fastest growing generation of employees and the most important group of consumers and trendsetters.

In this **#1 New Release on Amazon**, *Zconomy*, you'll learn the unexpected insights, hidden trends, and **specific solutions** to unlock the potential of this exciting generation as they transform employers, brands, and the world.

ZCONOMY IS THE AUTHORITATIVE GUIDE:

- » Based on 65+ generational studies
- » Insights from 700+ enterprise clients
- » Direct solutions from frontline leaders

ZCONOMY HELPS YOU SOLVE THESE CHALLENGES:

- » Recruit, motivate, and retain Gen Z at this critical time
- » Market to, sell to, and build Gen Z's customer loyalty
- » Leverage your own generational strengths for fast results

Order your copy now:



"Zconomy delivers the step-by-step solutions leaders need to understand Gen Z and take action right away."

—Steve Cannon, Former CEO
Mercedes-Benz USA



"Zconomy is a must-read guide from the most authoritative voices on generational studies of our time."

—Andrea Brimmer, Chief Marketing Officer
Ally Financial



Bestselling Generational Authors

Generational experts Jason Dorsey and Denise Villa, PhD, are passionate about unlocking the potential of every generation. They lead The Center for Generational Kinetics (CGK), the #1 generational research, advisory, and speaking firm in the world.

CGK has taken clients from last to first in employee retention and customer growth. They've been featured on 200+ TV shows from 60 Minutes to The Early Show.

Their clients range from Mercedes-Benz and Expedia to Hershey's, HCA, Discover, and Univision. As keynote speakers, they've headlined events from Singapore to London and received over 1,000 standing ovations.

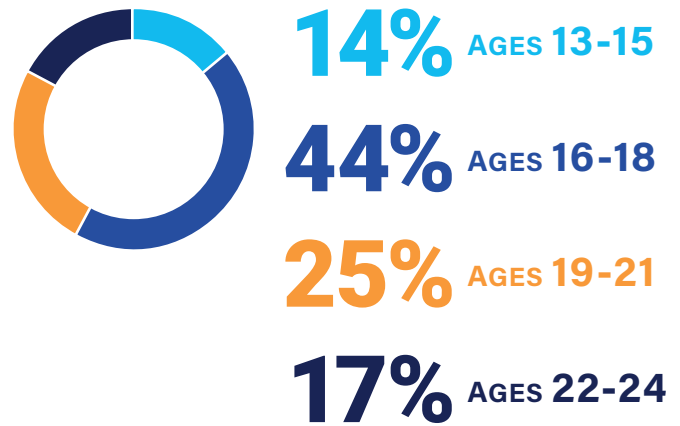
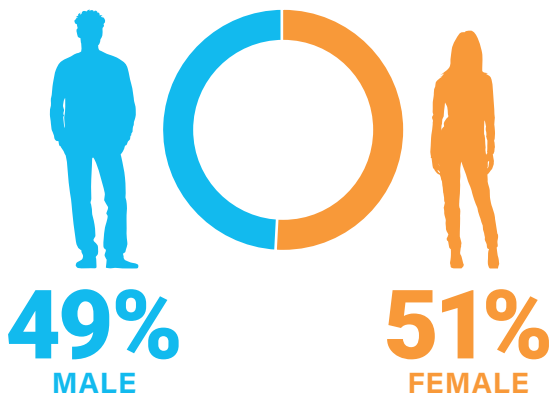


STATE OF GEN Z® NATIONAL STUDY METHODOLOGY

To lead this fifth annual State of Gen Z® national research, The Center for Generational Kinetics (CGK) designed a custom 28-question Gen Z and Millennial study. The quantitative study was administered to 2,016 U.S. respondents ages 13-43, including 1,007 Gen Z (ages 13-24) and 1,009 Millennials (ages 24-43). The sample was weighted to the U.S. Census for age, region, gender, and ethnicity.

The national study was conducted online from July 17, 2020, to July 27, 2020. Figures are statistically significant at the 95% confidence level. The margin of error is +/-3.1%.

COMPLETED BY **1,007** GEN Z PARTICIPANTS



INTRODUCTION

Parents, teachers, communities, employers, marketers, and leaders are facing an unprecedented, challenging situation: how to accurately understand and adapt to the needs of Gen Z—a young and emerging generation coming of age in an intensely turbulent time.

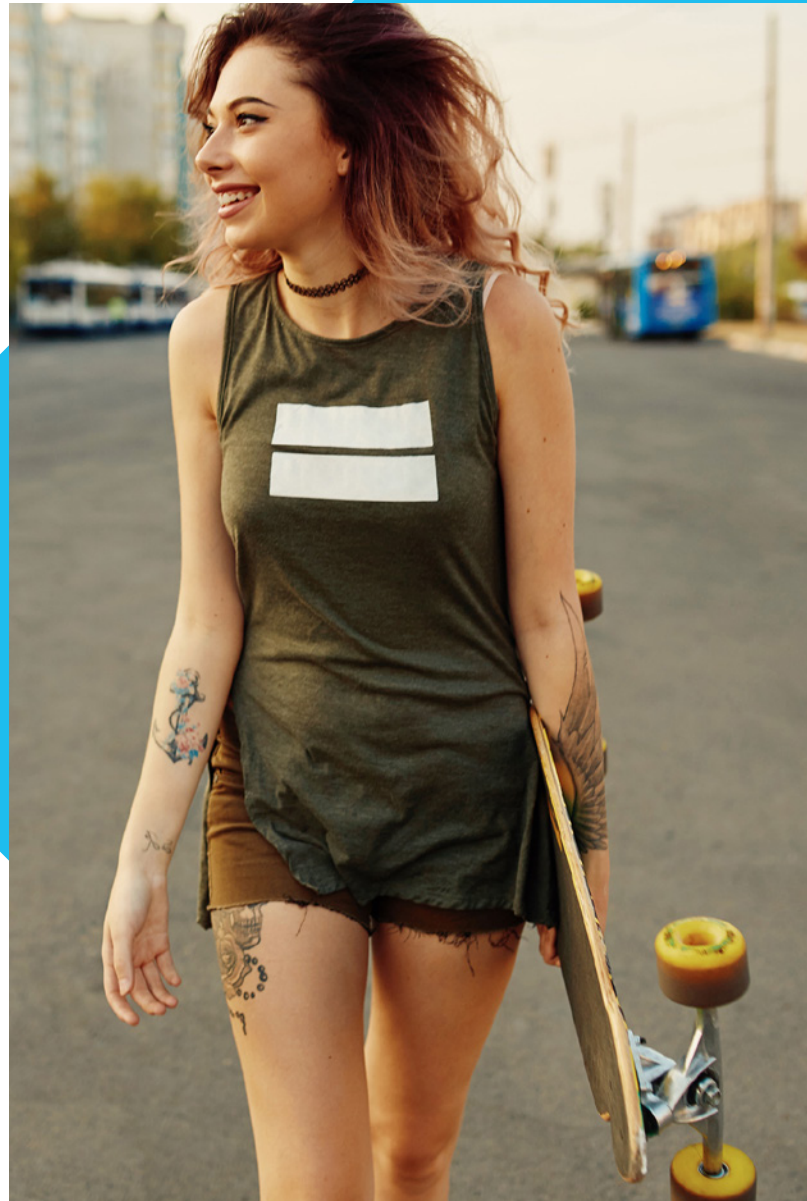
Our research has found that Gen Z has been hit hardest by the COVID-19 pandemic in several areas, reporting much higher rates of anxiety, decreased work hours, unemployment, and the need for financial help (CGK's COVID-19 Generational National Research Study, 2020). We believe one crucial area missing from the conversation on how to understand, adapt, and best serve Gen Z is statistically accurate data that uncovers key insights into how Gen Z are thinking about and reacting to the unstable world around them during this pandemic.

In this third and final report in our State of Gen Z® 2020 series, our research and insights team share more than 50 COVID-19-specific research discoveries that every Gen Z parent, leader, employer, and marketer needs to know.

We explored a series of topical categories to better understand Gen Z's unique perspective on the state of the world right now:

- Gen Z's confidence in leadership during COVID-19
- Gen Z living with their parents during COVID-19
- Gen Z's digital trends during COVID-19
- Gen Z's health and wellbeing during COVID-19
- Gen Z on education and career during COVID-19
- Gen Z's view of government, politics, and the media during COVID-19
- Gen Z looking ahead

Each topic yields multiple quantitative findings that reveal Gen Z's unique experiences and perspective in our world today. These are the types of statistically accurate and timely insights leaders have been seeking but have been unable to find until now. We are excited to share these Gen Z discoveries with you.



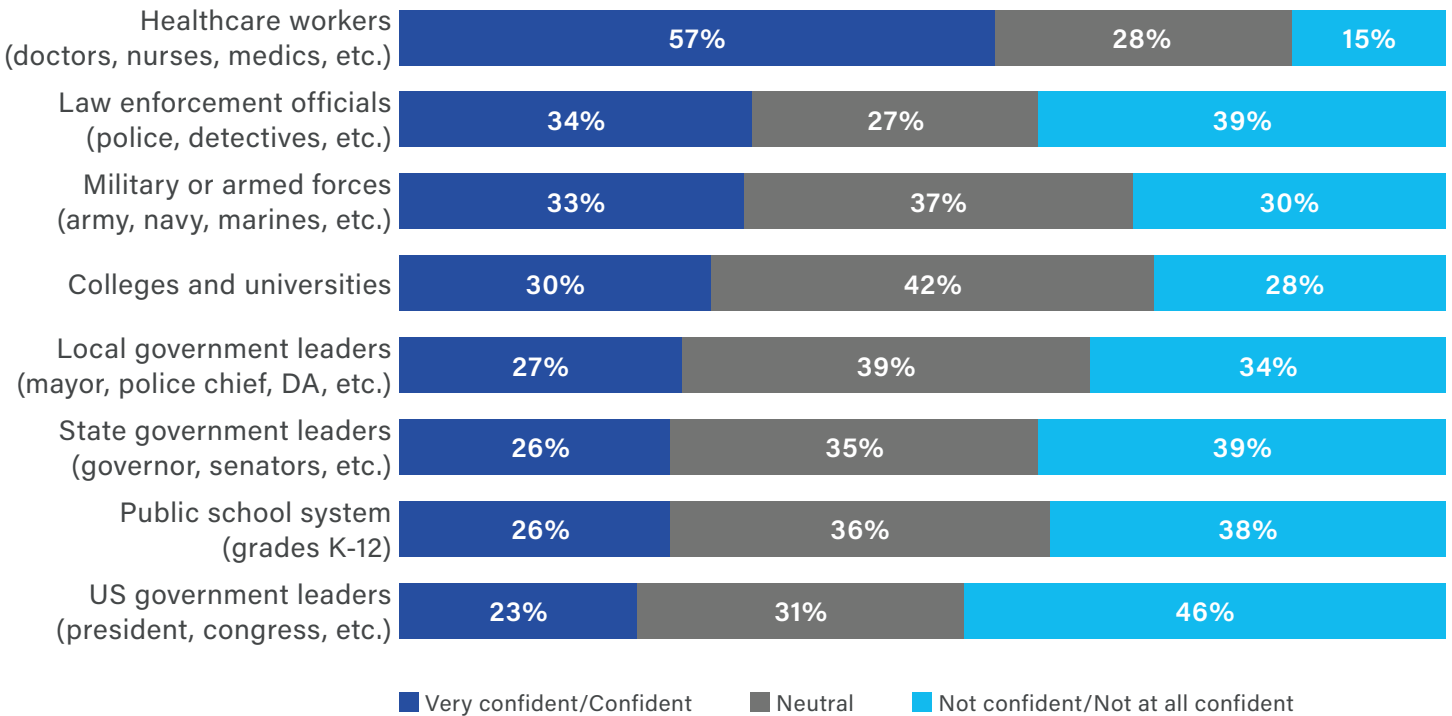
GEN Z'S CONFIDENCE IN LEADERSHIP DURING COVID-19

GEN Z MEN AND WOMEN HAVE THE MOST CONFIDENCE IN HEALTHCARE WORKERS AND THE LEAST IN STATE AND FEDERAL GOVERNMENT LEADERS SINCE THE START OF THIS PANDEMIC.

What Gen Z wants and expects from leaders and organizations has changed rapidly over the past 6 months. Gen Z has experienced significant adversity and stress during the challenges and unknowns of a global pandemic and a major social justice movement. Because of this, they have voiced their opinions about the leaders and organizations on the front lines of our changing world.

When asked how much confidence they have in each organization since March 2020, overwhelmingly, Gen Z reported having the most confidence in healthcare workers since the start of the pandemic. Alternatively, Gen Z has the least confidence in US government leaders, state government leaders, and law enforcement officials since the start of the pandemic.

GEN Z CONFIDENCE IN EACH ORGANIZATION SINCE MARCH 2020

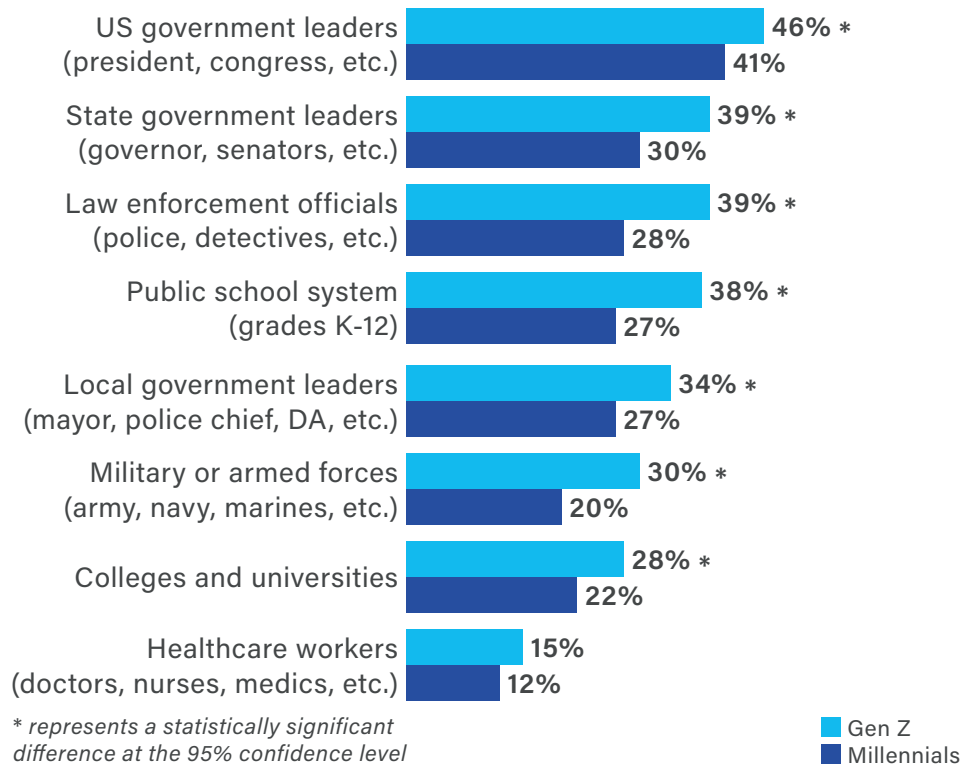


What's more, Gen Z has less confidence than Millennials in all organizations tested since the start of COVID-19. This difference is pronounced given that Millennials are the generation directly preceding them. It is unclear at this time how much of this generational difference is life stage versus generation, but we will be watching it closely in future studies.

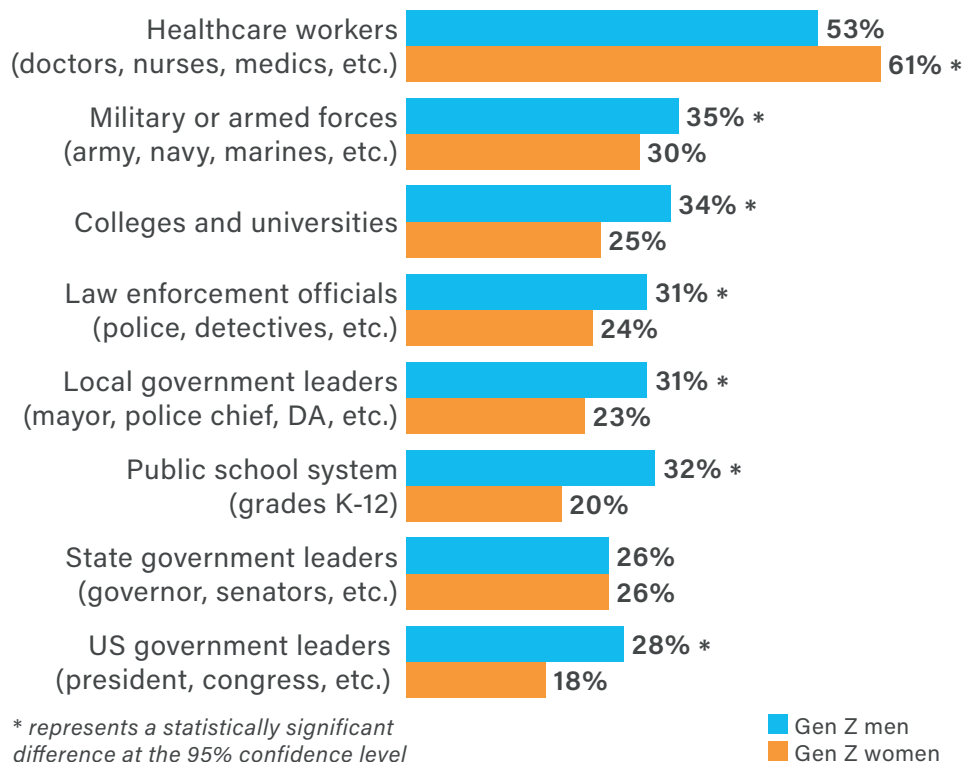
Interestingly, when broken out by gender, we found that Gen Z women have significantly more confidence in healthcare workers than Gen Z men. Gen Z men, however, have more confidence in all other organizations tested compared to Gen Z women since the start of COVID-19. Clearly, Gen Z, and especially Gen Z women, are experiencing waning confidence in our country's leadership and organizations during these trying times.



DO NOT HAVE CONFIDENCE IN EACH ORGANIZATION SINCE MARCH 2020
(BOTTOM 2 BOX; NOT CONFIDENT AND NOT AT ALL CONFIDENT)



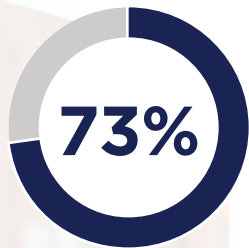
HAVE CONFIDENCE IN EACH ORGANIZATION SINCE MARCH 2020
(GEN Z ONLY; TOP 2 BOX; VERY CONFIDENT AND CONFIDENT)



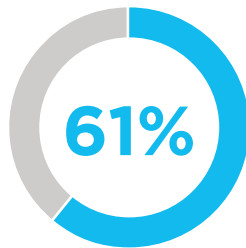
GEN Z LIVING WITH THEIR PARENTS DURING COVID-19

Due to the realities and limitations of the COVID-19 pandemic, millions of people are spending more time at home with their families. For many Gen Zers who are at the precipice of exercising their adult independence, the pandemic has forced them to reevaluate their circumstances.

Here are 4 facts we uncovered about Gen Z who are living with their parents during COVID-19:



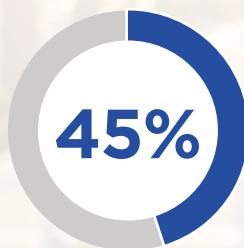
73% of Gen Z feel more concerned about their parents' health and safety during the COVID-19 pandemic.



61% of Gen Z feel closer to their parents during the COVID-19 pandemic.



59% of Gen Z feel more dependent on their parents during the COVID-19 pandemic.



45% of Gen Z and 50% of Gen Z men say they will likely continue to live with their parents longer than they originally planned.

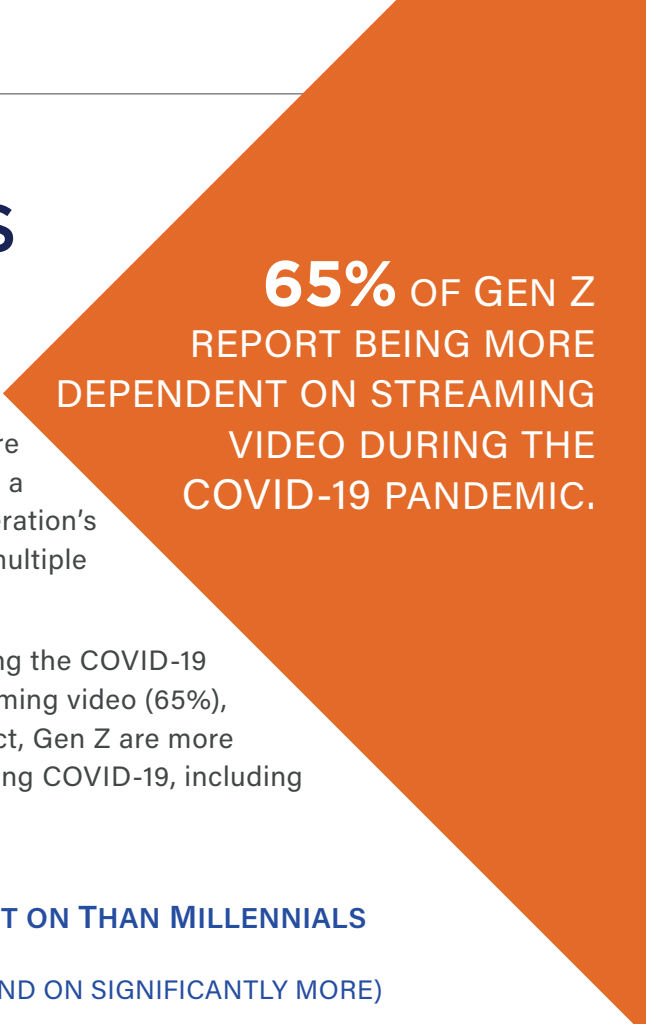
(Only includes Gen Z living with their parents; N=679)



GEN Z'S DIGITAL TRENDS DURING COVID-19

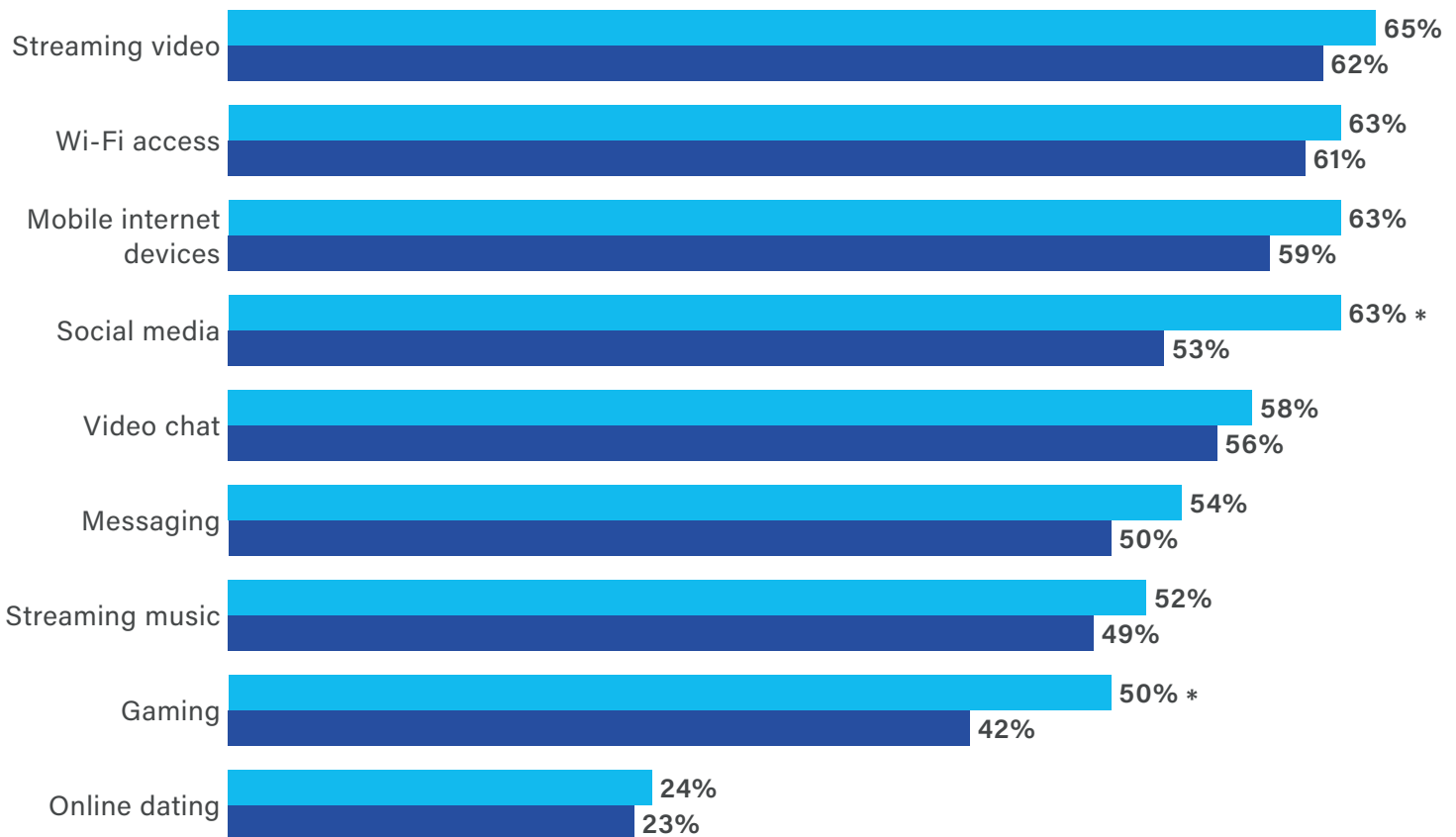
In a US saturated with electronics, devices, games, and gadgets, digital natives like Gen Z are primed to utilize these technologies more than any previous generation, especially during a pandemic. Gen Z is a window into the future of digital interaction. Understanding this generation's technology trends during the time of COVID is the key to unlocking multiple opportunities for innovation and success now and in the future.

When asked how their dependence on technology has changed during the COVID-19 pandemic, over 60% of Gen Z report being more dependent on streaming video (65%), Wi-Fi (63%), connected devices (63%), and social media (63%). In fact, Gen Z are more dependent than Millennials on 8 of the top 9 technologies tested during COVID-19, including social media and gaming.



65% OF GEN Z REPORT BEING MORE DEPENDENT ON STREAMING VIDEO DURING THE COVID-19 PANDEMIC.

TECHNOLOGIES THAT GEN Z ARE MORE DEPENDENT ON THAN MILLENNIALS DURING COVID-19
(TOP TWO BOX; DEPEND ON SLIGHTLY MORE AND DEPEND ON SIGNIFICANTLY MORE)



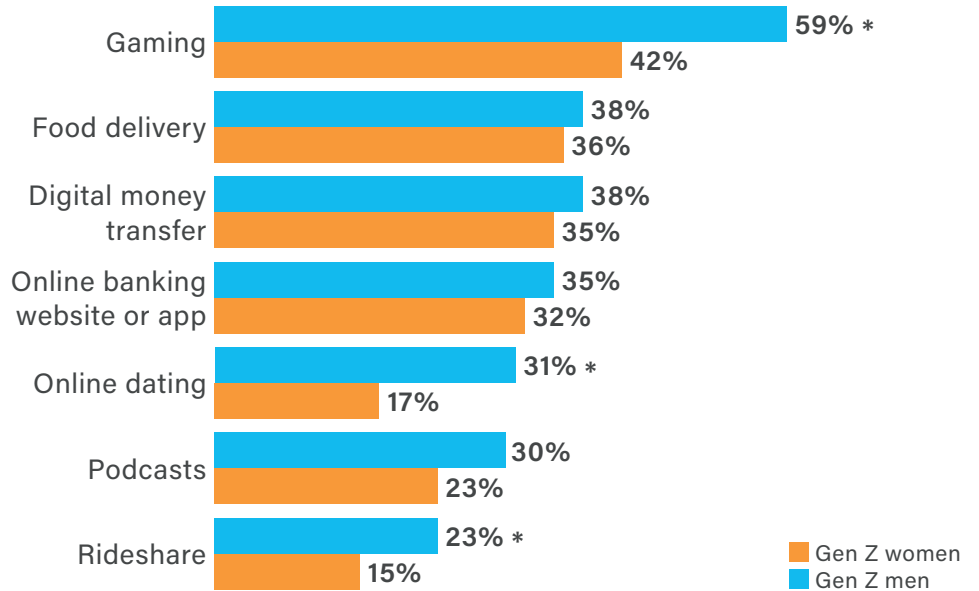
* represents a statistically significant difference at the 95% confidence level

■ Gen Z
■ Millennials

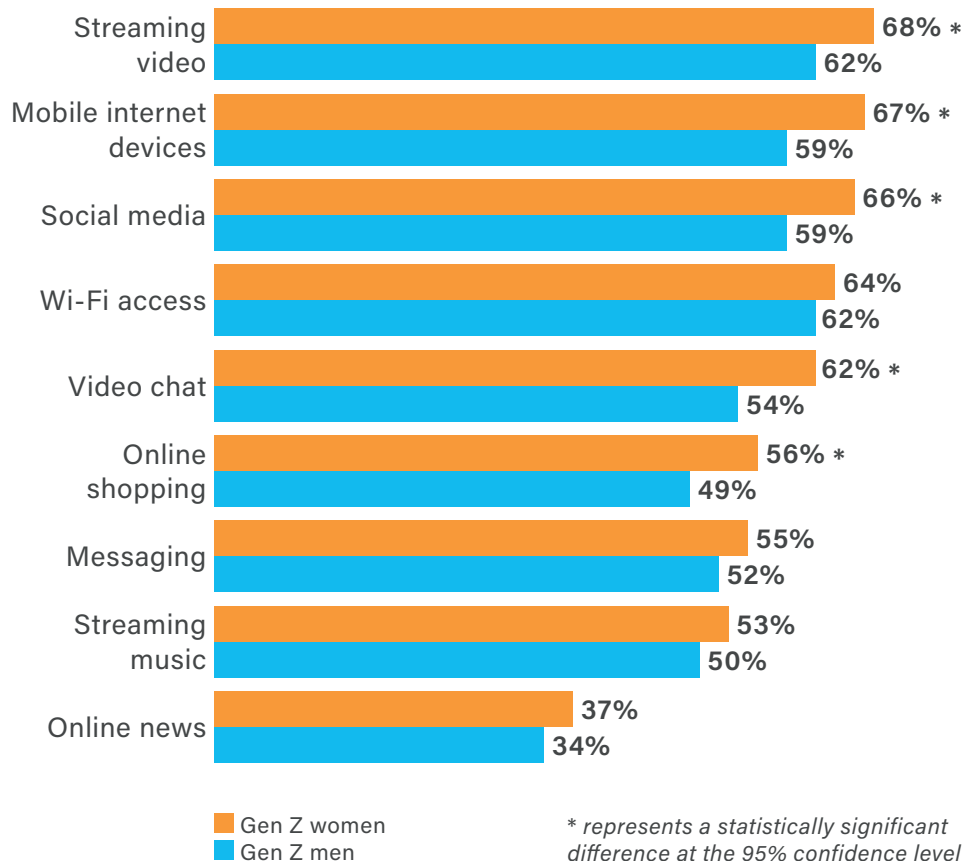


Going further into the data, we found that Gen Z women are more dependent than Gen Z men on the top 8 technologies tested during COVID-19, including streaming video, connected devices, social media, video chat, and online shopping. Gen Z men, on the other hand, are significantly more dependent on gaming, online gaming, and rideshare apps during the pandemic.

TECHNOLOGIES THAT GEN Z MEN ARE MORE DEPENDENT ON THAN GEN Z WOMEN DURING COVID-19
 (TOP TWO BOX; DEPEND ON SLIGHTLY MORE AND DEPEND ON SIGNIFICANTLY MORE)



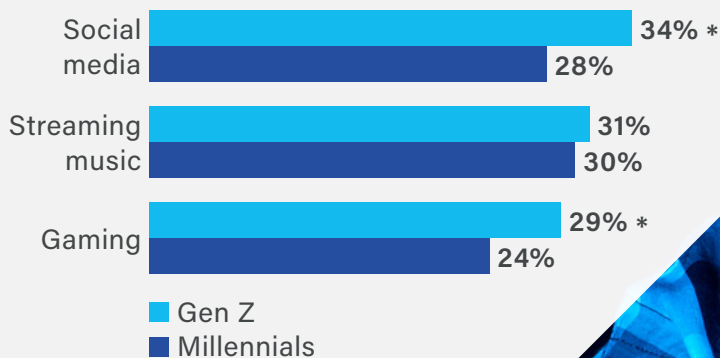
TECHNOLOGIES THAT GEN Z WOMEN ARE MORE DEPENDENT ON THAN GEN Z MEN DURING COVID-19
 (TOP TWO BOX; DEPEND ON SLIGHTLY MORE AND DEPEND ON SIGNIFICANTLY MORE)



* represents a statistically significant difference at the 95% confidence level

We then asked Gen Z to look ahead and predict the technologies they believe they will use more when the pandemic is over. Over 1/3 of Gen Z believe they will use streaming video (35%), Wi-Fi (35%), and social media (34%) even more than they do now when the pandemic is over. Gen Z believes they will use social media and gaming significantly more than Millennials after COVID-19. Meanwhile Millennials believe they will use all forms of financial technology significantly more than Gen Z after the pandemic, including online shopping, digital money transfer, and online banking.

TECHNOLOGY GEN Z WILL USE MORE THAN MILLENNIALS WHEN THE PANDEMIC IS OVER



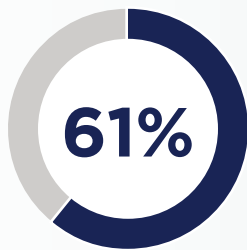
* represents a statistically significant difference at the 95% confidence level

GEN Z'S HEALTH AND WELLBEING DURING COVID-19

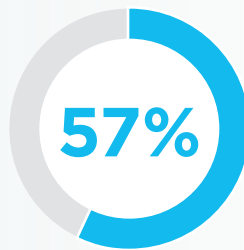
71% OF GEN Z THINK HEALTHCARE SHOULD BE FREE OR LOW COST TO EVERYONE.

Personal health, wellbeing, and safety have all been pushed to the forefront of the national and global conversation since the start of the pandemic. Although they are the youngest generation and frequently have a more carefree attitude about health due to their life stage, Gen Z still has not escaped the restlessness that surrounds coming of age in a COVID world.

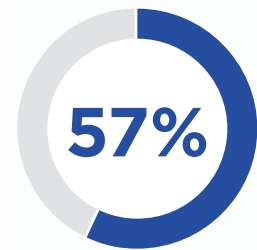
Here are 8 facts about Gen Z's health and wellbeing during COVID-19:



61% of Gen Z wear a mask when going out in public, compared to 71% of Millennials.



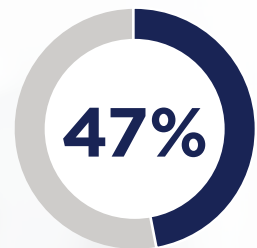
57% of Gen Z say since the start of this pandemic, they are less happy.



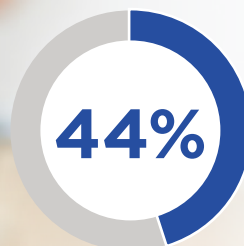
57% of Gen Z and 62% of Gen Z women have experienced higher rates of anxiety, stress, and depression because of the pandemic.



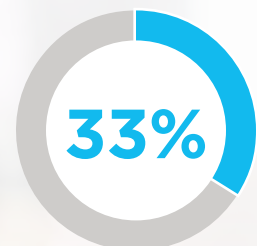
50% of Gen Z feel stressed and anxious when thinking about the state of the world and the future (51%).



47% of Gen Z are worried that if they get sick, they won't be taken care of by our current healthcare system.



44% of Gen Z have lost weight since the pandemic.



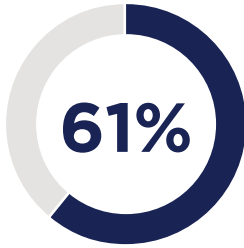
33% of Gen Z say they'll be worse off after this pandemic is over.

GEN Z ON EDUCATION AND CAREER DURING COVID-19

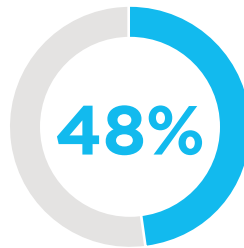
51% OF GEN Z HIGH SCHOOL STUDENTS HAVE AN OVERALL NEGATIVE EXPERIENCE WITH ONLINE LEARNING DURING THE COVID-19 PANDEMIC.*

According to our COVID-19 generational national research study in May 2020, Gen Z, Millennials, Gen X, and Baby Boomers all agree that there is a need for better online education and resources for students during the pandemic. Gen Z is at the forefront of this transition as they are forced to navigate the uncertainties of online education, remote learning, hybrid learning, and rapidly changing career prospects and plans.

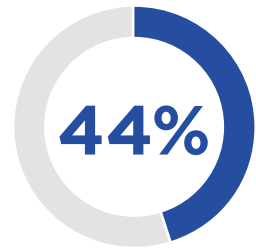
Here are 9 facts about Gen Z's education experiences and career plans:



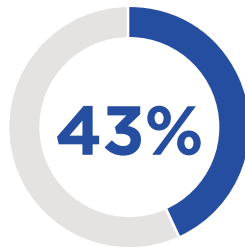
61% of Gen Z high school students and 65% of Gen Z high school women would much rather have in-person education classes than online education classes. *



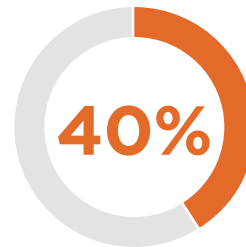
48% of employed Gen Z are considering changing careers because of the uncertainties caused by the COVID-19 pandemic. **



44% of Gen Z high school students will likely change their education plans due to disruptions caused by the COVID-19 pandemic. *



43% of Gen Z and 48% of Gen Z men have already changed their career focus because of the uncertainties caused by the COVID-19 pandemic. **



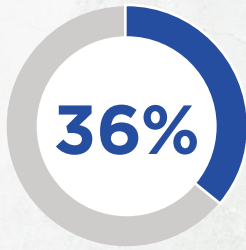
40% of Gen Z high school students are reconsidering where to go to college or if they even want to go because of the uncertainties caused by the COVID-19 pandemic. *

*only includes Gen Z high school students (ages 14-18); N=376

**only includes Gen Z that are employed full-time or part-time (ages 16-24); N=389



40% of Gen Z are rethinking their career because of the pandemic. ***



36% of Gen Z high school students are less likely to take on college debt because of the uncertainties caused by the COVID-19 pandemic. *



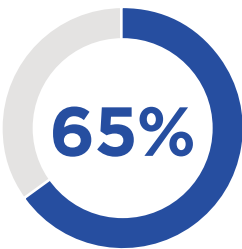
34% of Gen Z high school students are less likely to enroll in the next semester of college because of the uncertainties caused by the COVID-19 pandemic. *

*only includes Gen Z high school students (ages 14-18); N=376
***includes all Gen Z (ages 13-24); N=1,007

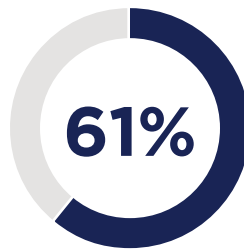
GEN Z'S VIEW OF GOVERNMENT, POLITICS, AND THE MEDIA DURING COVID-19

For Gen Z, there has never been a more turbulent political time than right now. Politics and COVID-19 have dominated the media for the majority of 2020, and many Gen Zers are experiencing this intensity for the first time as voting-age adults.

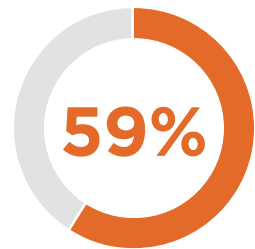
Here are 15 facts about Gen Z's view of politics and the media during COVID-19:



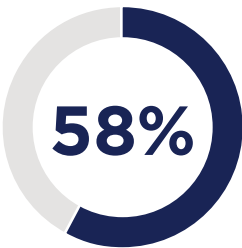
65% of Gen Z believe the local, state, and federal governments should do more to help those who are less fortunate.



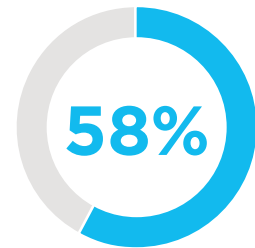
61% of Gen Z feel we are more divided as a nation since the start of this pandemic.



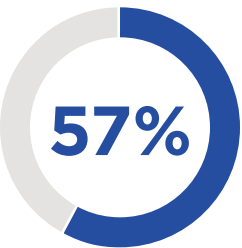
59% of Gen Z say they are more politically involved or aware now than they were before the COVID-19 pandemic.



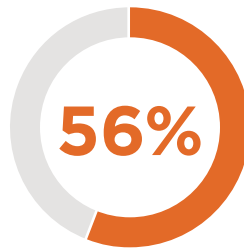
58% of older Gen Z (ages 18-24) and 65% of older Gen Z women think the 2020 U.S. Presidential election is the most important election of their lifetime.



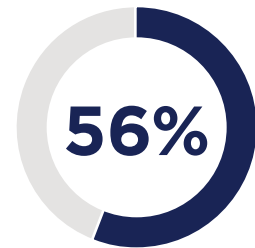
58% of Gen Z believe the U.S. government should provide a universal basic income, meaning providing all Americans with a livable amount of money.



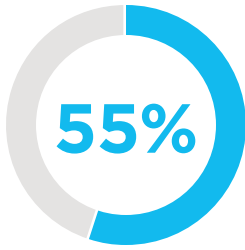
57% of Gen Z say social media has done more good than bad for our society since the start of the COVID-19 pandemic.



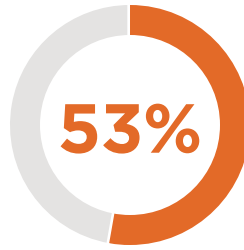
56% of older Gen Z (ages 18-24) think the U.S. federal government has failed when it comes to handling the pandemic.



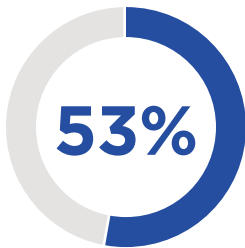
56% of older Gen Z (ages 18-24) plan to vote in the presidential election.



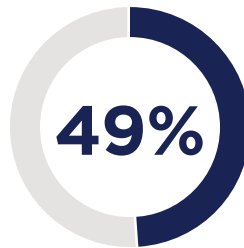
55% of Gen Z think about politics differently than before because of the pandemic.



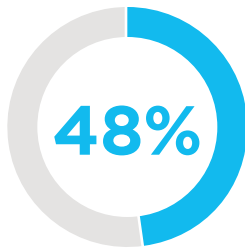
53% of older Gen Z (ages 18-24) say they are more likely to vote now than they were before the COVID-19 pandemic.



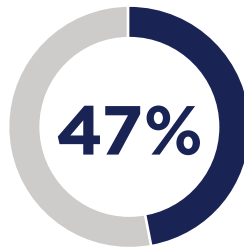
53% of older Gen Z (ages 18-24) say they think both Republicans and Democrats are not telling the truth during the pandemic.



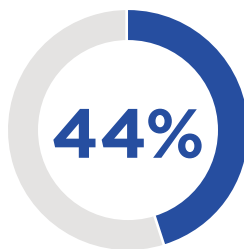
49% of Gen Z trust traditional news media (TV, newspapers, radio, etc.) less since the start of the COVID-19 pandemic.



48% of Gen Z say traditional news media (TV, newspapers, radio, etc.) has done more good than bad for our society since the start of the pandemic.



47% of Gen Z trust information on social media less since the start of the COVID-19 pandemic.



44% of older Gen Z (ages 18-24) have changed the presidential candidate they plan to vote for since the pandemic started.

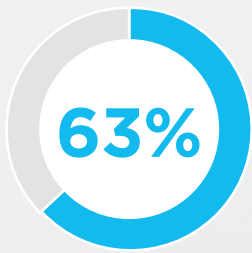


GEN Z LOOKING AHEAD

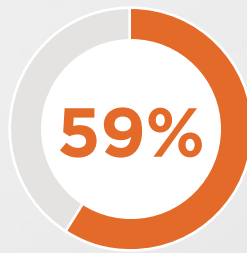
Generational sentiments about our country's future wellness are powerful indicators of expectations, economic orientation, and overall perceived trajectory. Gen Z are starting their adult journey in a time of unprecedented risk, change, and transformation. Although they are an optimistic generation, Gen Z is facing a very uncertain future, and their sentiment about the future reflects this generational reality.

Here are 7 facts that illustrate what Gen Z thinks about the future:

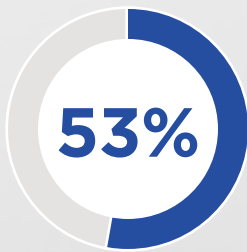
62% OF GEN Z BELIEVE THEIR GENERATION WILL BRING MUCH NEEDED, POSITIVE CHANGE TO THE WORLD.



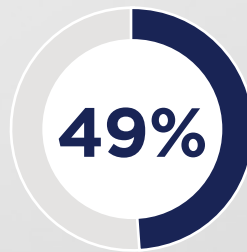
63% of Gen Z think it's more important to vote in the upcoming presidential election than any other election in their life so far.



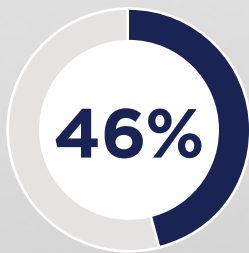
59% of Gen Z believe they will begin saving more money because of the pandemic.



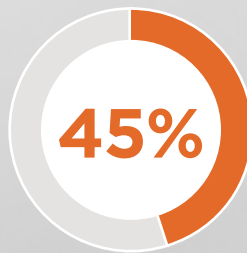
53% of Gen Z think their views of the future have permanently changed since the pandemic.



49% of Gen Z say they will raise their kids differently because of the pandemic.



46% of Gen Z think their values or beliefs have permanently changed since the pandemic.



45% of Gen Z feel like their generation will not be as successful as previous generations.

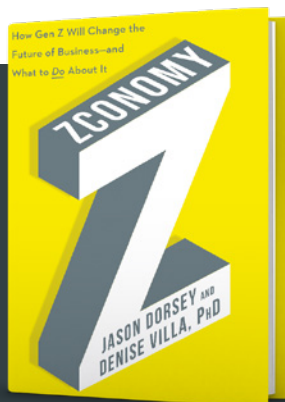


STATE OF GEN Z® 2020 CONCLUSIONS: THE IMPACT OF COVID-19 AND GEN Z LOOKING AHEAD

Gen Z is facing a generational defining moment at exactly the life stage where they are coming of age and should be moving further into freedom and self-reliance. The study found that Gen Z is responding to the effects of COVID-19 with both apprehension and courage. Gen Z's unique perspective, new behaviors, and challenging circumstances navigating the COVID-19 pandemic will echo forward for generations to come.

As we review The State of Gen Z® 2020 Impact of COVID-19 and Gen Z Looking Ahead, seven conclusions emerge:

1. Gen Z has limited confidence in U.S. government leaders, state government leaders, and law enforcement officials since the start of the COVID-19 pandemic.
2. Gen Z who are still living with their parents feel closer to them, more concerned for their parents' health and safety, and more dependent on their parents since the start of the COVID-19 pandemic.
3. Gen Z are more dependent on technology during the COVID-19 pandemic, especially streaming video, Wi-Fi, connected devices, and social media.
4. Gen Z is experiencing higher rates of anxiety, stress, and depression when thinking about the state of the world and the future.
5. Gen Z high school students have an overall negative experience with online learning during COVID-19 and would much rather have in-person education classes than online education classes.
6. Gen Z are critical of the federal government's handling of the COVID-19 pandemic and see the value in voting in the upcoming election.
7. Gen Z understand that COVID-19 will change their perspective of the future and believe their generation will bring much needed, positive change to the world.



*If you believe Gen Z is important to your future, whether you are an employer, marketer, educator, or parent, please check out **Zconomy: How Gen Z Will Change the Future of Business—and What to Do About It**. This bestselling book features CGK's best Gen Z insights and solutions through a multi-generational lens for leaders to take action.*

Go to [Zconomy.com](https://www.zconomy.com) to buy the book and get three free video bonuses!

ABOUT THE CENTER FOR GENERATIONAL KINETICS

The Center for Generational Kinetics (CGK) is the leading generational research, keynote speaking, and strategic advisory firm focused on Gen Z, Millennials, and solving cross-generational challenges. We've taken clients from last to first in employee retention and customer growth.

CGK's team helps leaders around the world. We solve tough generational challenges such as helping leaders adapt to recruit, retain, and train Gen Z employees as well as how to sell and market to each generation.

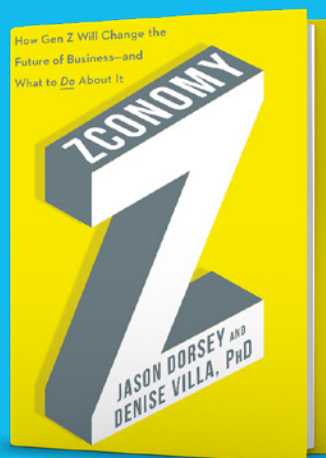
Each year, CGK works with more than 100 clients around the world. These clients range from car manufacturers and global hotel brands to venture capital and private equity firms, insurance companies, hospitals, and pioneering software firms.

CGK's team is frequently quoted in the media about the effect of generational differences on everything from shopping and spending to parenting, work habits, voting, and the impact of social media.

Learn more about The Center for Generational Kinetics and the study's authors at [GenHQ.com](https://www.GenHQ.com).



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



ZCONOMY:

How Gen Z Will Change the Future of Business
—and What to Do About It

The most complete guide to Gen Z. Zconomy reveals exactly what leaders and marketers can do to unlock the potential of this important generation. The book is a #1 New Release on Amazon and ideal for employers, marketers, influencers, and parents!

Order your copy on Amazon and email your receipt to Z@GenHQ.com to receive three free video bonuses!

FOUR WAYS WE HELP YOU SOLVE GENERATIONAL CHALLENGES

INTERACTIVE VIRTUAL KEYNOTES

Our professionally filmed, interactive virtual keynotes are packed with CGK's latest research and specific strategies that drive action. From leadership meetings to global industry summits, we'll design an engaging program that aligns with your must-achieve outcomes. Each program is customized to your event, includes unique data, and is highly interactive. We've delivered virtual presentations to leaders in over 100 countries!

STRATEGIC ADVISORY WORK

We advise executive teams around the world on new ways to solve generational challenges to drive measurable results. Our strategic advisory work ranges from helping car manufacturers launch new vehicles to rethinking legacy CPG brands and informing investment strategies for private equity firms.

CUSTOM GENERATIONAL RESEARCH

We lead custom research that solves challenges for brands, leaders, and employers. Our team has worked in almost every industry and brings unparalleled research expertise and frontline experience, a rare combination.

Our findings are designed to drive immediate action. In addition to uncovering new and unexpected answers to your most important research questions, we can work with you to create reports, webinars, media tours and more to make you the research-based thought leader in your market.

HIGH-ENERGY WEBINARS

Our high-energy webinars are packed with "wow" insights and specific actions to build excitement and momentum. We can deliver a webinar series with customized content perfect for your audience, including research and insights specific to your goals. For executive groups, we can lead virtual roundtables or VIP research reveals.

CONTACT US TODAY

Let's set up an introductory phone call or video meeting to see how we can help. We look forward to hearing from you!

The Center for Generational Kinetics

+1 (512) 259-6877

Info@GenHQ.com



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