

THE STATE OF
GEN Z[®]
2021-2022

REPORT 2 OF 3

**GEN Z AS
CONSUMERS,
SAVERS, AND
INFLUENCING
PERSONAL FINANCE**

*Gen Z's Attitudes about Money,
Spending, Investing, Crypto, and More*

CGK THE CENTER FOR
GenerationalKinetics[®]

GenHQ.com

TABLE OF CONTENTS

- 3 | A Word From the Study's Authors**
- 5 | Gen Z's Financial Worry Accelerates**
 - Older Gen Z and Younger Gen Z Reveal Different Levels of Financial Worry
 - Gen Z Females Report Higher Amounts of Financial Stress than Gen Z Males
 - Gen Z's Financial Concern for Themselves and Their Family
- 10 | Financial Impact and Life Stage Delays of the Pandemic on Gen Z**
- 14 | Gen Z on Earning, Saving, and Investing**
 - Gen Z's Views About Earning Money
 - Gen Z's Thoughts On Saving Money
 - Gen Z's Perspective On Investing Money
- 18 | Gen Z Consumer Trends and Important Priorities**
 - Employer Reputation Impacts Gen Z Purchases
 - Social Issues and Influencers Take Center Stage
 - Convenience and Efficiency Become Key Priorities
- 20 | Gen Z's Financial Beliefs and Expectations**
- 22 | Research Study Conclusions**
- 23 | Six Actions To Take To Engage Gen Z As Consumers and Financial Trendsetters**
- 24 | Four Ways We Help You Solve Generational Challenges and Unlock Generational Potential**
- 25 | About the National Study's Authors**
- 26 | About The Center For Generational Kinetics**
- 27 | National Study Methodology**
- 28 | Contact Information and Copyright**



A WORD FROM THE STUDY'S AUTHORS

As the oldest members of Gen Z rapidly enter their mid-20s, this generation is exerting tremendous influence on shopping, saving, purchasing, payments, investing, and financial trends. **In fact, Gen Z is now the most important trend driver in numerous financial categories.**

At The Center for Generational Kinetics (CGK), we've been closely studying Gen Z consumers for many years, both through our comprehensive annual State of Gen Z® study series and through in-depth custom studies we've led on behalf of banks, fintech companies, retailers, hospitality, payment companies, CPG brands, and financial services providers.

A key conclusion after leading so many studies on Gen Z: **Never before has it been more important or urgent for leaders to accurately understand Gen Z and their intersection with money, spending, saving, investing, and their attitudes about their financial future.**

One focused area of exploration for us is Gen Z's views about their personal financial situation and how the pandemic impacted those views.

From a life stage standpoint, the oldest members of Gen Z were entering the workforce as career starters and young professionals when the pandemic began. The economic and workforce upheavals associated with the pandemic instantly impacted the generation's work prospects and near-term earnings. The pandemic also impacted their ability to save money, make progress toward financial independence, spend on their education, and influenced where to live (Mom, I'm back!), and so much more. As the pandemic has evolved, we've been closely studying Gen Z and their shifting attitude toward their personal finances, which is why we're excited to share our discoveries in this year's State of Gen Z® study!



As CGK's research first revealed (and first broke the news on national media), Gen Z was the number one generation to *initially* lose their jobs during the pandemic. This was likely a combination of the old adage "last hired, first fired" along with the fact that Gen Z disproportionately works in industries that were hit hardest by the pandemic early on, such as restaurants, retail, and hospitality. At the same time, the generation was old enough to see the financial impact of the pandemic not only on themselves and their peers but also on their parents' and grandparents' generations, too. Gen Z read the doom-laden economic headlines, felt the fear mass layoffs created, and spent *even more time* on social media which only heightened their economic uncertainty.

During this challenging pandemic period, the US government also took the unprecedented step of sending money directly to the vast majority of adult-aged citizens, which included Gen Z over the age of 18, paused student loan debt repayments, and enacted a moratorium on housing evictions. The combination of these

forces and many more significantly impacted Gen Z's views on money, debt, retirement, and personal finances, which are pronounced in this year's State of Gen Z® national study.

The 2021–2022 State of Gen Z® as Consumers, Savers, and Influencing Personal Finance report is divided into five sections. Each of these sections focuses on one topic that we believe is important for leaders to know.

The five sections are:

1. Gen Z's Financial Worry Accelerates
2. Financial Impact and Life Stage Delays of COVID-19 on Gen Z
3. Gen Z Earning, Saving, and Investing
4. Gen Z Consumer Trends and Priorities
5. Gen Z and their Views about their Financial Future

At CGK, we believe Gen Z is a key to the future. Accurately understanding them through statistically meaningful data provides the insight, perspective, and roadmap leaders need to make informed decisions to unlock the potential of this tremendously exciting generation.

Providing this national study to you at no cost—along with the two other research reports in our 2021–2022 State of Gen Z® study series—is exciting and on mission for us at CGK. From a more personal perspective, we are excited about our deep dives into generational discoveries and insights because our team represents four generations at our research center!

Do you have a generational challenge you'd like us to solve? Do you want to unlock the potential of different generations as consumers and employees? Reach out to us. We'd love to speak for you or create a custom research study that answers your exact questions. You can read about the services we offer on Page 24 or reach out to us directly at Info@GenHQ.com. We look forward to speaking with you!

If you're with the media and would like to request an interview with our research team, please email us at Info@GenHQ.com. Our team is passionate about separating generational myth from truth through data. We have participated in over 200 television interviews.

Thank you for your interest in Gen Z at this critical time in their emergence. We are incredibly excited about unlocking the potential of this generation—and every generation.

To your success,
Denise Villa, PhD, CEO
Jason Dorsey, President
The Center for Generational Kinetics, LLC



Denise Villa, PhD, CEO and Co-founder



Jason Dorsey, President



Jared Boucher, Lead Researcher

GEN Z'S FINANCIAL WORRY ACCELERATES

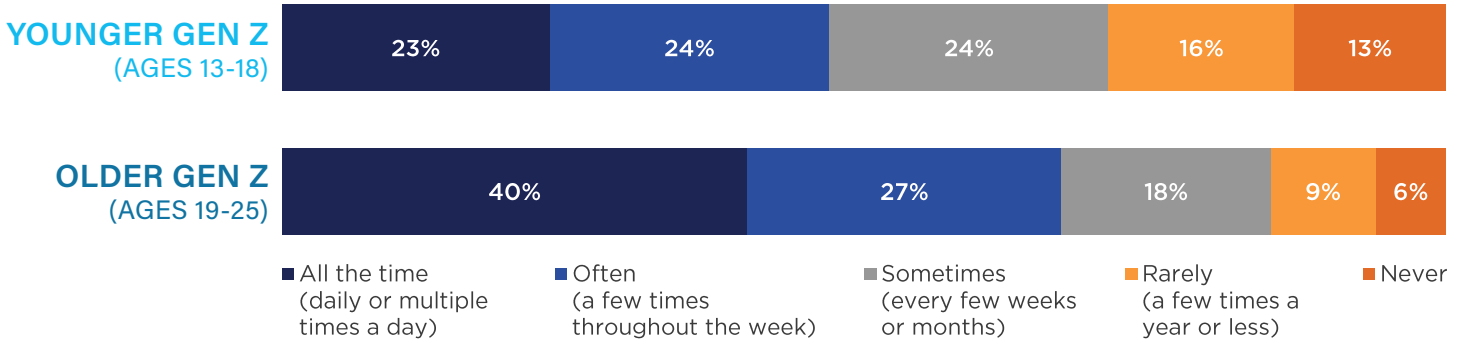
While still age 25 and under, the State of Gen Z® study reveals that Gen Z is *clearly* worried about their financial situation and future. Their trajectory into both the workforce and their increasing influence as savers, consumers, and investors have been met with tremendous turbulence from the pandemic, unprecedented government intervention, meme stocks, the rise (and occasional fall) of cryptocurrency, and digital financial services. They've lived the digital financial evolution, from Dogecoin and paying by text message to using a Greenlight Card or the Cash App. This is a *critical* time to pay close attention to Gen Z as consumers and financial trendsetters.



OLDER GEN Z AND YOUNGER GEN Z REVEAL DIFFERENT LEVELS OF FINANCIAL WORRY

Gen Z begins to worry about their own financial situation *significantly* more after age 18. In 2021, the State of Gen Z® found that 67% of older Gen Z (19–25)—compared to 47% of Gen Z teenagers (13–18)—worried about their **own** financial situation a few times a week or more.

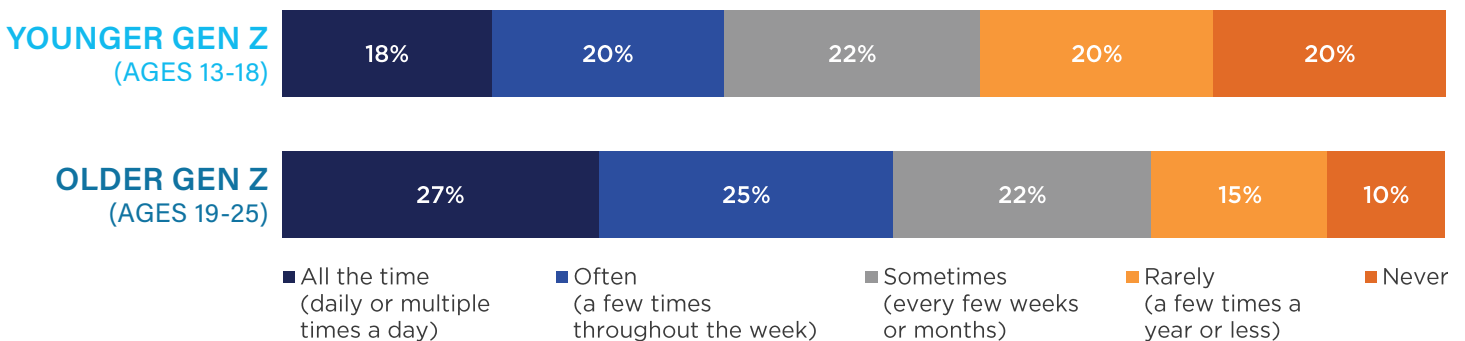
HOW OFTEN DO YOU WORRY ABOUT YOUR OWN MONEY OR FINANCIAL SITUATION?



While most members of this generation do tend to worry about their own financial situation as teenagers, we see a pronounced jump in this concern starting at age 18. Becoming of adult age seems to correlate with feeling increased financial expectations, responsibility, and the associated stress. This experience likely impacts everything from Gen Z's desire to focus on starting salary for jobs, to their desire to save money in "emergency accounts," and their willingness to move away from home and delay larger purchases.

Older Gen Z (19–25) also worry about their family's money or financial situation *significantly* more often than younger Gen Z (13–18).

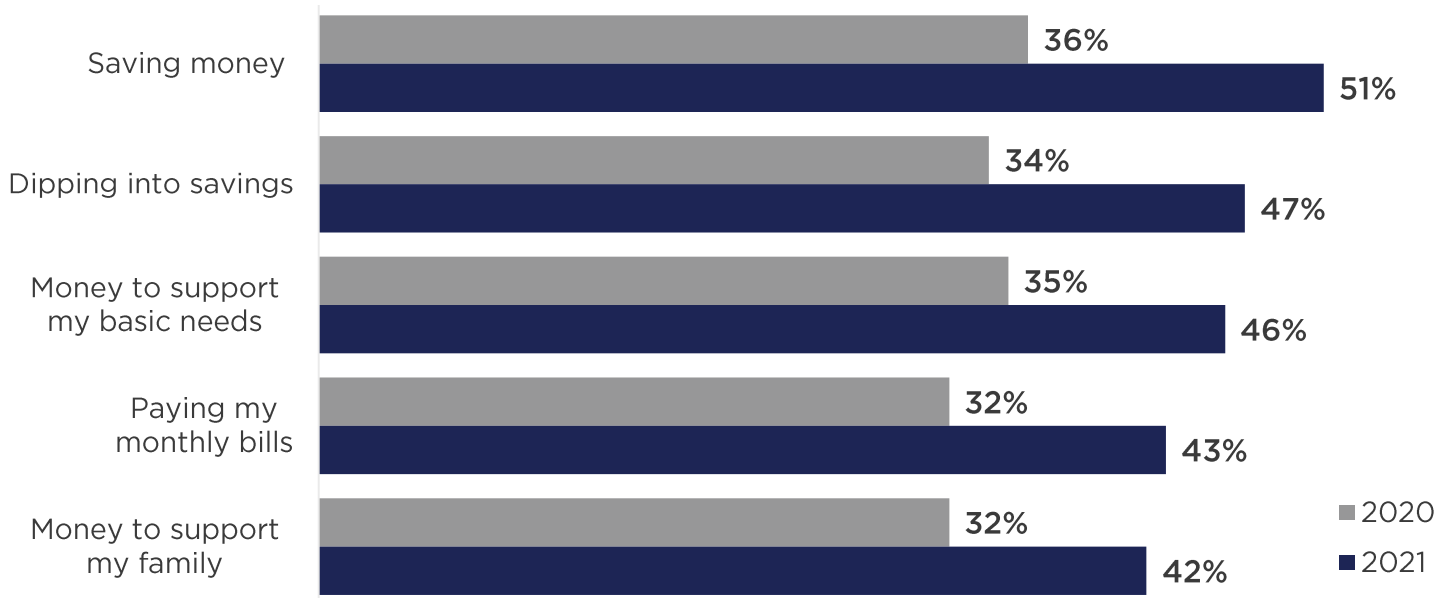
HOW OFTEN DO YOU WORRY ABOUT YOUR FAMILY'S MONEY OR FINANCIAL SITUATION?



As Gen Z's age increases, so does their sense of financial responsibility for those beyond themselves. As the national study shows, older members of Gen Z worry about their family's money or financial situation significantly more than younger members. At the same time, being older also likely provides them the opportunity or expectation to earn money to help financially support their family or an expectation that they should be doing more to personally become more self-reliant.

In 2021, older Gen Z (19–25) felt *significantly* more stressed about saving money, dipping into savings, having enough money to support their basic needs, paying monthly bills, and having money to support their families compared to 2020.

GEN Z FEELING STRESSED IN EACH FINANCIAL SITUATION SINCE THE START OF COVID-19
 (TOP 2 BOX; EXTREMELY STRESSED AND STRESSED; OLDER GEN Z ONLY, 19-25; TOP 5 OF 11)

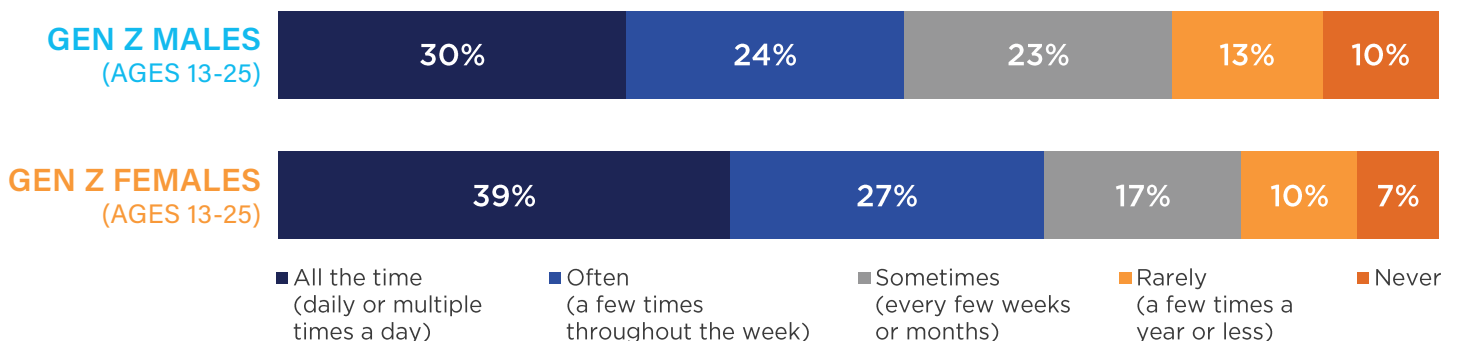


The impact of the recent economic challenges Gen Z has faced is highly evident. Whether it's saving money, paying for basic needs, or supporting their families, Gen Z felt *significantly* more stressed in 2021 compared to 2020. It will be important to see how this emotional experience changes (or doesn't) over the next several years.

GEN Z FEMALES REPORT HIGHER AMOUNTS OF FINANCIAL STRESS THAN GEN Z MALES

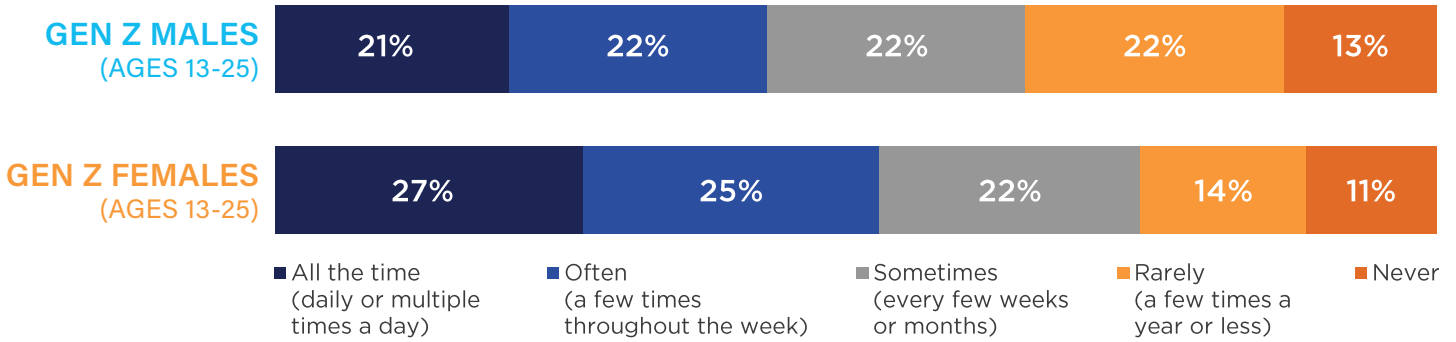
Anxiety about their own money is stronger among Gen Z females compared to their Gen Z male peers. In 2021, 66% of Gen Z females worried about their own financial situation a few times a week or more. This is *significantly* more than Gen Z males (54%).

HOW OFTEN DO YOU WORRY ABOUT YOUR OWN MONEY OR FINANCIAL SITUATION?



Gen Z females' worries also extended beyond themselves. In 2021, Gen Z females felt *significantly* more anxiety (52%) than Gen Z males (43%) when it comes to their family's money.

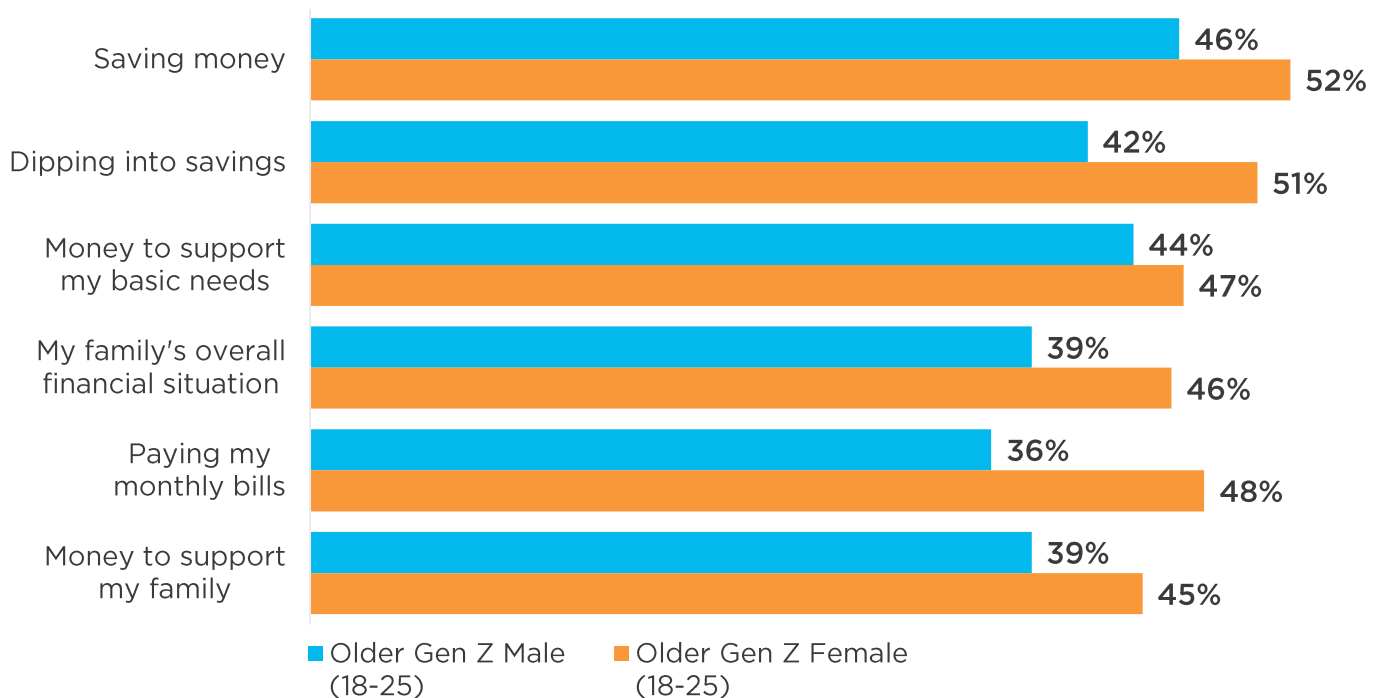
HOW OFTEN DO YOU WORRY ABOUT YOUR FAMILY'S MONEY OR FINANCIAL SITUATION?



This will be an important trend to watch in future years as more members of Gen Z enter the workforce, earn higher incomes, and make more long-term financial decisions.

In 2021, older Gen Z females (19–25) were *significantly* more stressed than older Gen Z men (19–25) when it came to saving money, dipping into savings, their family's overall financial situation, paying monthly bills, or having money to support their family.

GEN Z STRESS LEVEL IN EACH FINANCIAL SITUATION SINCE THE START OF COVID-19
(TOP 2 BOX; EXTREMELY STRESSED AND STRESSED; OLDER GEN Z ONLY, 19-25; TOP 6 OF 11)



This trend was consistent across all key financial situations with Gen Z females carrying more stress than their male counterparts.

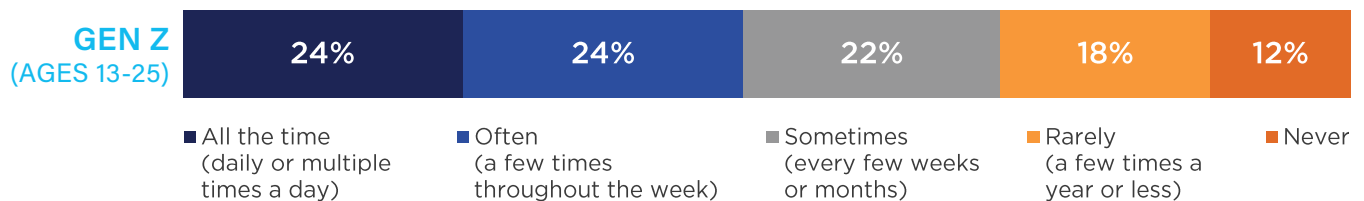
GEN Z'S FINANCIAL CONCERN FOR THEMSELVES AND THEIR FAMILY

In 2021, 60% of Gen Z worried about their **own** money a few times a week or more and 48% worried about their **family's** money a few times a week or more. This frequency of worry is an important insight for employers, leaders, and family members.

HOW OFTEN DO YOU WORRY ABOUT YOUR OWN MONEY OR FINANCIAL SITUATION?



HOW OFTEN DO YOU WORRY ABOUT YOUR FAMILY'S MONEY OR FINANCIAL SITUATION?



Going further into the data, a majority of Gen Z worries about their *family's* money. This reveals a concern that may impact their future decision-making around saving, spending, and investing—as well as financially significant decisions such as moving out of their family's home or pursuing higher education.

BOTTOM LINE:

Becoming financially self-reliant young adults has been historically challenging for emerging adults. However, as the national study shows, Gen Z seems to worry about their own financial situations, needs, and abilities, *as well as show* a strong sense of concern for the financial situation of their family.

Older members of Gen Z (19–25) continue to experience more frequent thoughts and worries about their own financial security and broader concerns about their family's well-being as well. Likely making this even more challenging, they are going through this transitional period in the face of tremendous economic uncertainty and political polarization.

The combination of so many diverse macro forces beyond their control exerting pressure on Gen Z's financial life is having a pronounced impact on the generation. The results of this financial pressure will impact their approach to work, our overall economy, as well as housing, saving rates, and potentially expectations for government support.

As Gen Z continues to establish their financial footing—while going through the pandemic on top of all the traditional changes of entering adulthood—it is clear that the generation will have a distinctive experience and perspective about money and personal finances that will impact them for years to come.

FINANCIAL IMPACT AND LIFE STAGE DELAYS OF THE PANDEMIC ON GEN Z

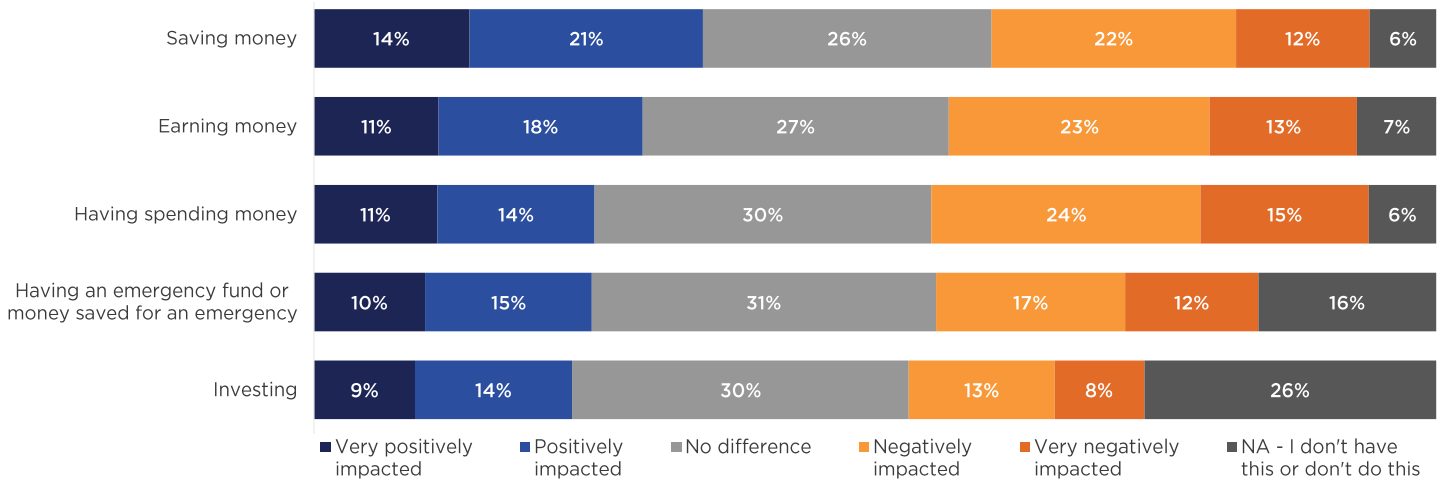
The COVID-19 pandemic is an unprecedented, massively disruptive force in numerous aspects of everyday living across generations. For Gen Z, the pandemic has impacted them from the youngest members in the study (age 13) to the oldest members (age 25).

Across the generation (ages 13–25):

- 34% reported their savings were negatively impacted by the pandemic
- 36% said their earnings were negatively impacted
- 39% indicated their spending was negatively impacted
- 29% reported their emergency funds were negatively impacted
- 21% said their investments were negatively impacted



HOW DID THE COVID-19 PANDEMIC IMPACT EACH AREA OF GEN Z'S PERSONAL FINANCES? (GEN Z ONLY, 13-25; TOP 5 OF 11)



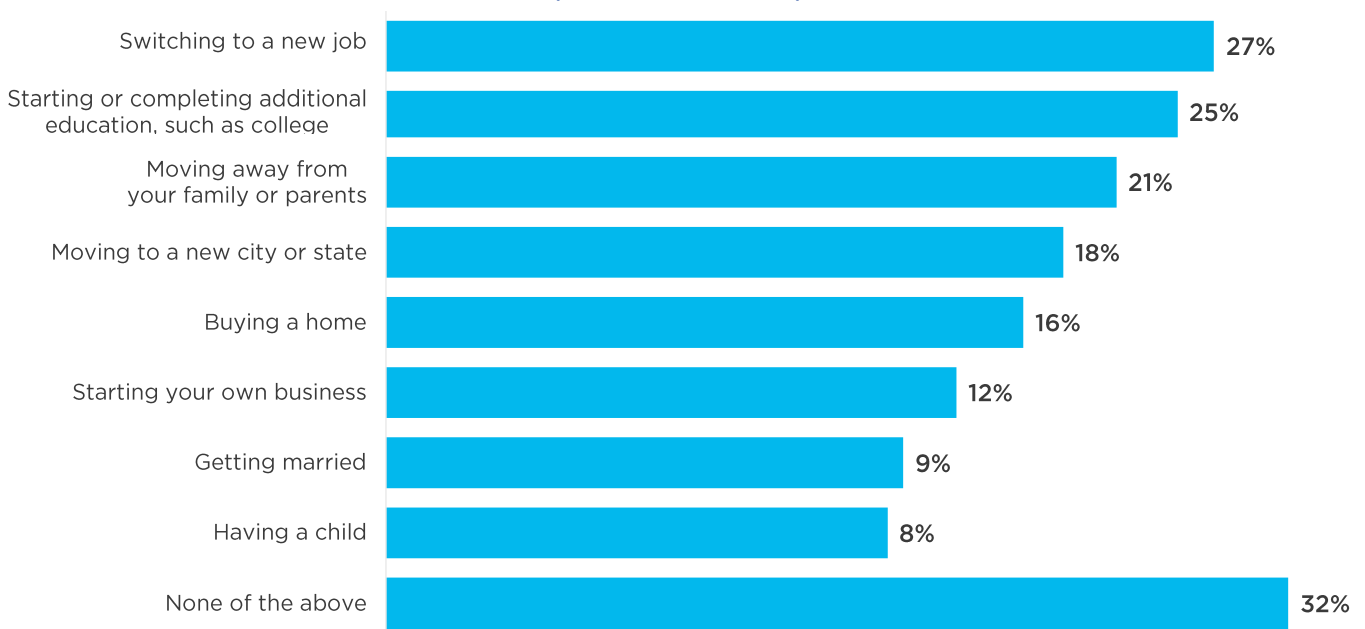
An important note about those percentages: If the younger members of Gen Z were not included in the above statistics, the statistical impact of the pandemic on Gen Z's finances would become ***much*** more significant.

Actual losses (i.e., decreased savings and earnings) were not the only types of negative impacts Gen Z had to cope with over the last many months. In the study, 68% of older Gen Z (19–25) experienced a delay in some aspect of their life that was caused by the pandemic.

For older Gen Z (19–25), the greatest delay (27%) caused by the pandemic was associated with postponing a switch to a new job, followed by shelving additional education (25%), and deferring moving away from their family or parents (21%).

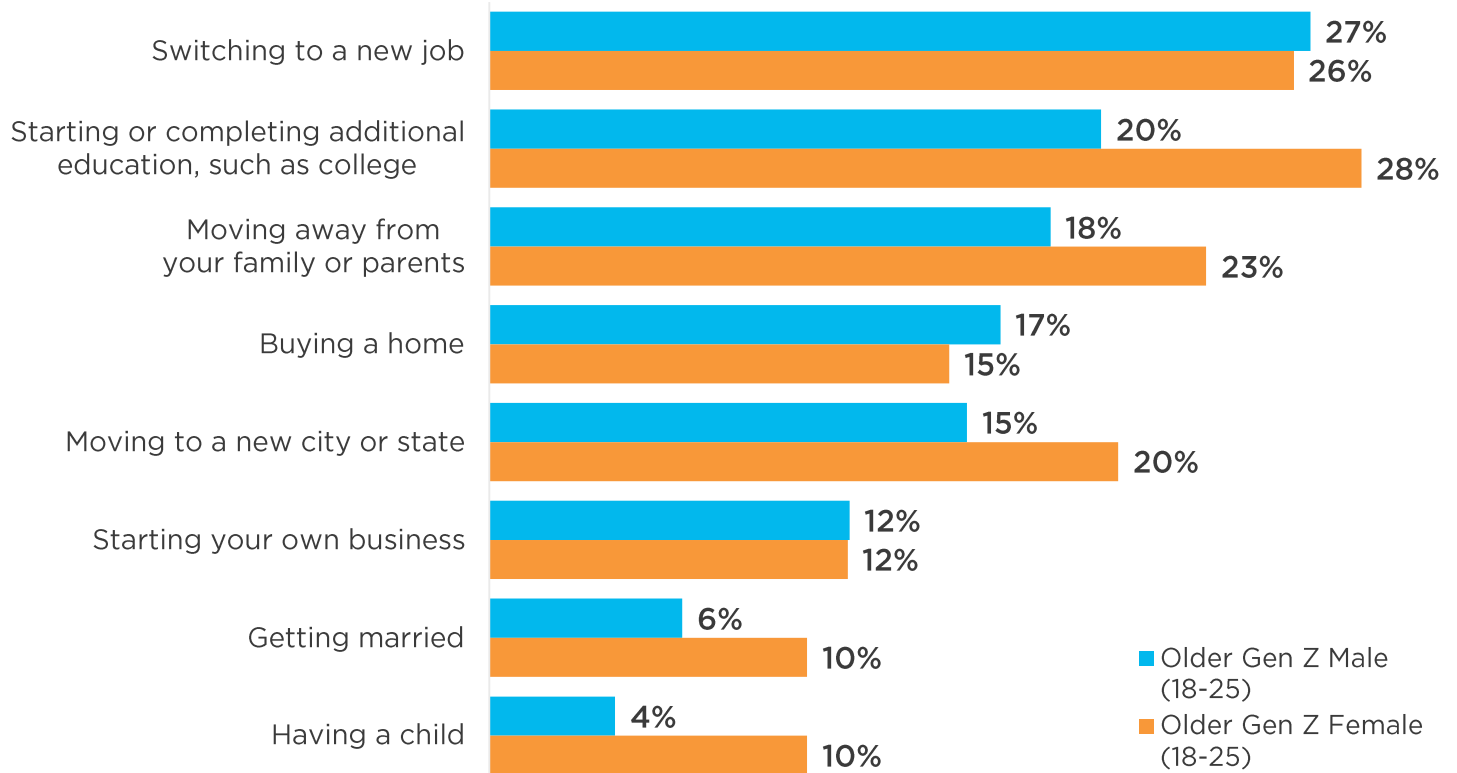
Interestingly, among Millennials (26–35) who were asked the same questions during the same period, the most significant delays were buying a home (22%), switching to a new job (24%), and starting their own business (19%). This is one of many generational differences uncovered through our studies.

CAUSED YOU TO DELAY THESE BECAUSE OF THE PANDEMIC (ONLY 18+; N=1,893)



The pandemic caused 28% of older Gen Z females (19–25) to delay starting or completing additional education, 23% to delay moving away from family or parents, and 20% to delay moving to a new city or state—all significantly higher than older Gen Z males. The percentages of older Gen Z males who delayed these decisions were 20%, 18%, and 15%, respectively.

CAUSED YOU TO DELAY THESE BECAUSE OF THE PANDEMIC (OLDER GEN Z ONLY, 19-25; N=875)



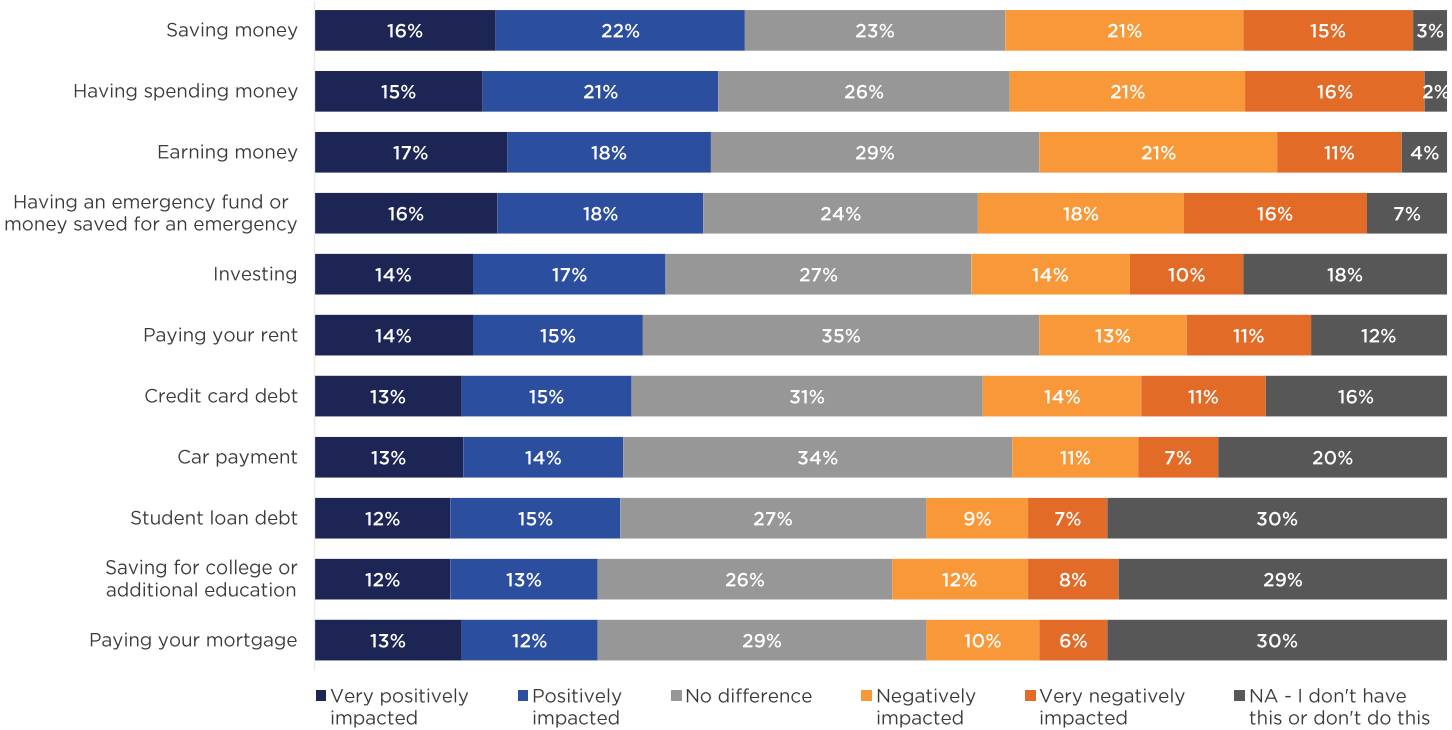
The difference between older Gen Z males and females—along with the more significant negative impacts on Gen Z females overall is a key discovery—one which could have substantial impacts on future life stage decisions across the generation.

Whether delays meant missing out on a job opportunity, sitting out a semester or more of college, putting off moving out on their own, or myriad other momentous life events, this important discovery is one we will continue to monitor. Some of the consequences of such delays may be observed in the short term, but many may not be fully apparent in their impact until future key milestones are delayed and potentially foundational markers of adulthood feel or move out of reach.

Interestingly, across all personal finances explored in this year's State of Gen Z® national study, Millennials who were surveyed at the same time with the same questions were impacted *significantly more positively* than Gen Z by the pandemic. The divergence in experience between Millennials and Gen Z is one of the interesting cross-generational insights we found.



HOW DID THE PANDEMIC IMPACT EACH AREA OF MILLENNIALS' PERSONAL FINANCES?
(MILLENNIALS ONLY, 26-35)



While we cannot speculate on the reasons for this difference, it does perhaps indicate a correlation between life stage and the ability to *weather unexpected economic storms*—most likely due to higher average earnings, greater potential savings, existing investments, job or career stability, and other resources or benefits available to those who are older versus younger.

GEN Z ON EARNING, SAVING, AND INVESTING

GEN Z'S VIEWS ABOUT EARNING MONEY

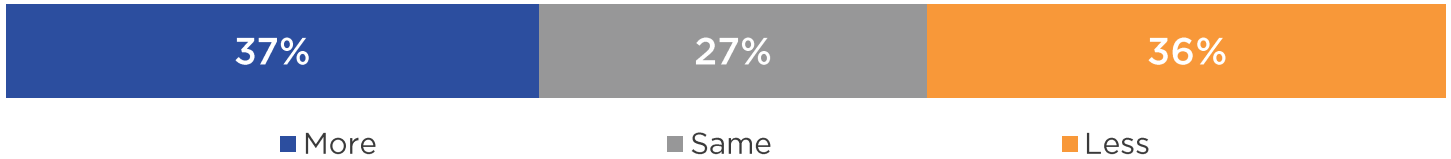
How much annual income does Gen Z think it would take for them to live “comfortably”? Their answer: around \$50,000 in income per year. In fact, almost half (46%) of older **Gen Z (19-25) believe earning \$50,000 per year would make them feel “comfortable” financially.** This provides a general marker of what they think is a “comfortable salary” across Gen Z adults nationwide and is a good insight for employers to be aware of when considering salary expectations for Gen Z adults.



GEN Z'S THOUGHTS ON SAVING MONEY

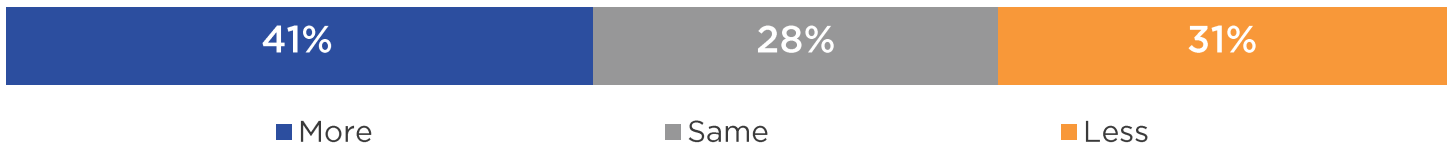
Across the generation, Gen Z had mixed financial experiences when it came to saving money during the pandemic. They split almost equally between saving more (37%) and saving less (36%) during the pandemic, with 27% reporting that their savings level was the same before and during the pandemic.

HAVE YOU SAVED MORE, LESS, OR ABOUT THE SAME AMOUNT OF MONEY DURING THE PANDEMIC? (GEN Z, 13-25)



However, Gen Z males were more likely to say their savings increased (41%) *significantly* more than Gen Z females reported saying the same (33%) during the pandemic.

HAVE YOU SAVED MORE, LESS, OR ABOUT THE SAME AMOUNT OF MONEY DURING THE PANDEMIC? (GEN Z MALES, 13-35)

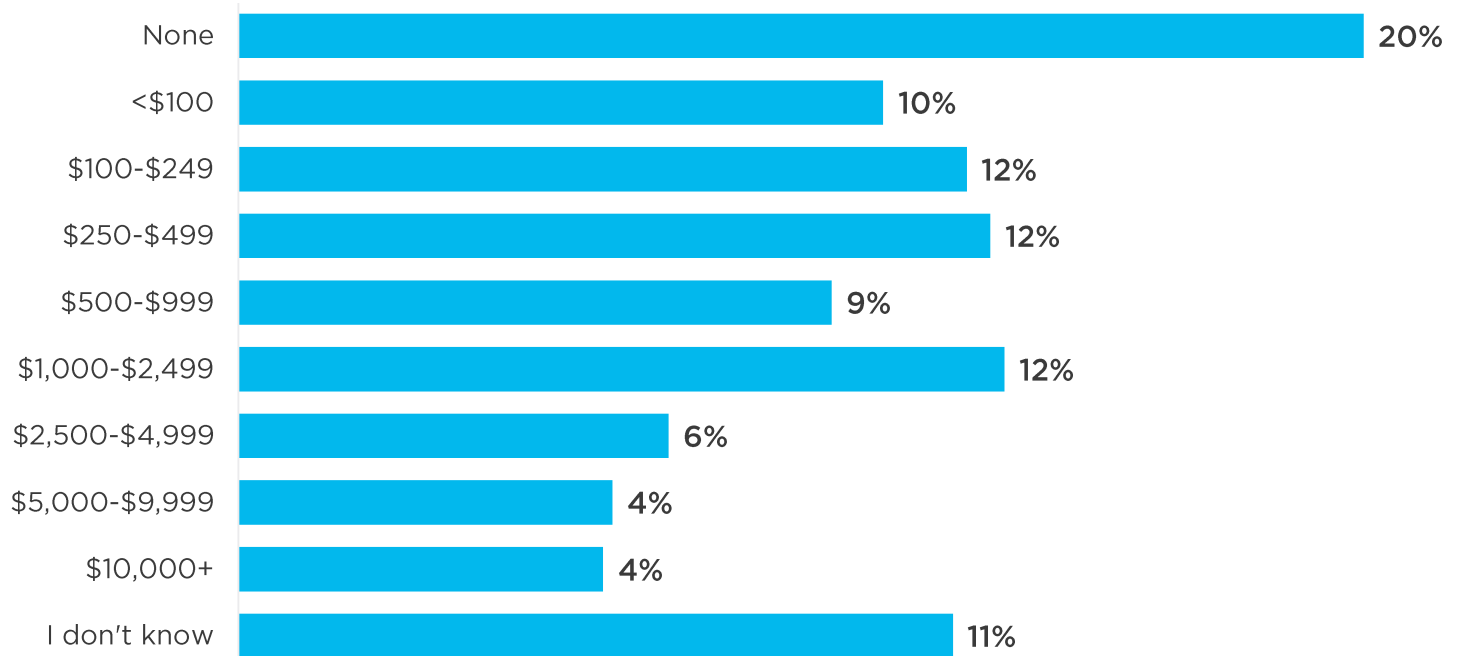


This is interesting because it could explain why Gen Z females reported feeling more anxiety about their financial situation during the pandemic, as revealed elsewhere in this study (see the section titled "Gen Z's Financial Worry Accelerates").

At CGK, we've been talking about Gen Z saving money for emergencies for many years, even if it was only a small amount being stashed away for a rainy day. In this year's study, the results of that emergency fund saving trend came into greater focus: 59% of Gen Z indicated they had saved or set aside \$100 or more for unexpected expenses or bills, as an emergency fund, or as an emergency account. Most importantly, **26% of Gen Z had over \$1,000 saved for unexpected expenses!**

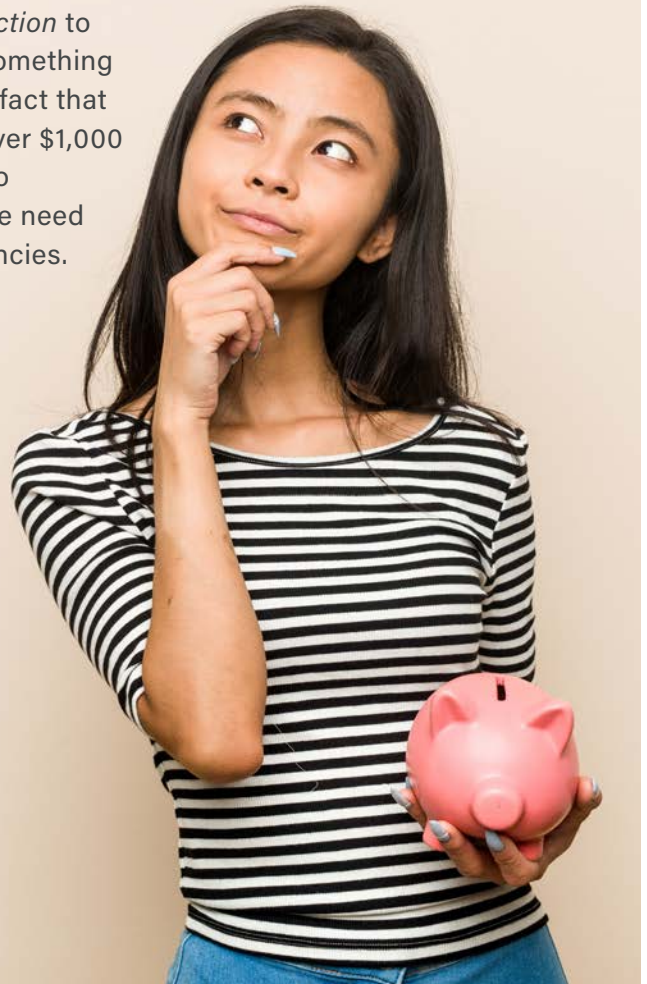


HOW MUCH MONEY DO YOU HAVE SAVED OR SET ASIDE FOR UNEXPECTED EXPENSES? (GEN Z, 13-25)



The idea that teenagers would not only think about but *take action* to save money for a rainy day is not only unusual but it reveals something interesting about Gen Z's approach to personal finances. The fact that more than 26% of Gen Z (this *includes* all ages, 13–25) have over \$1,000 saved for an emergency is a real “wow” statistic that speaks to Gen Z's views of money, independence, and understanding the need to provide for their own financial safety net in case of emergencies.

While the pandemic has been a financial challenge for every generation, 4 in 10 members of Gen Z say they have more in savings than they had at the start of the pandemic. This increase likely comes from a variety of sources (e.g., earnings, gifts, tax refunds, stimulus payments, allowance, etc.) and it provides a great insight into Gen Z's perspective on being prepared for the unexpected and working toward that goal by increasing their savings.



GEN Z'S PERSPECTIVE ON INVESTING MONEY

Gen Z has consistently told us in our research studies that retirement is important to them, and they expect to have to fund more of their own retirement than previous generations. This attitude toward retirement came into full view with this year's State of Gen Z® study—and in a big way. A huge **70% of Gen Z (all ages, 13-25) stated it is important to invest now so they can retire in the future.** Another wow! The generation is clearly thinking about retirement much more than older generations might assume.



41%

Gen Z is the first generation to come of age with cryptocurrency. As such, they are more likely to view cryptocurrency as simply another investment option they should consider. What really stood out in the study is that **41% of Gen Z thinks cryptocurrency is a safe investment.** The key term to note is safe. Viewing an investment vehicle as a safe option can not only cause people to invest more in that option, but they are also more likely to underestimate the potential volatility of that investment.

In terms of traditional investment approaches, the State of Gen Z® study uncovered that **35% of Gen Z say they currently invest in the stock market.** Given that the oldest members of Gen Z are only 25 years old, this is an exciting discovery that correlates directly with their intent to save (invest) now to secure their future ability to retire.

35%

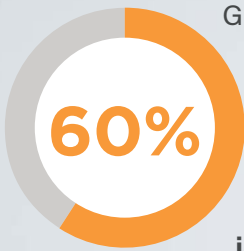
30%

In line with the previous point, **30% of Gen Z say they already have a retirement account.** It is both exciting and enlightening to see that 3 out of 10 Gen Zers are not only thinking about their future, but they report having taken action to establish a retirement account.



GEN Z CONSUMER TRENDS AND PRIORITIES

EMPLOYER REPUTATION IMPACTS GEN Z PURCHASES



Gen Z thinks about more than the traditional *Four P's* of marketing (product, price, place, and promotion) when they make a purchasing decision. They consider reputation, specifically *employer reputation*. **60% of Gen Z said that a company's reputation as an *employer* influences their decision to buy (or not buy) a product or service!**

In our work with Gen Z, we have seen the traditional lack of connection between *employer reputation* and *consumer purchases* narrow dramatically. In fact, rather than a lack of connection between employer reputation and consumer purchases, Gen Z displays a clear *link* between these two and it continues to grow stronger. This development raises the stakes for employers to demonstrate they treat employees well to not only attract and retain the best talent, but also to attract and keep Gen Z as customers.



SOCIAL ISSUES AND INFLUENCERS TAKE CENTER STAGE WITH GEN Z

Gen Z's concern for others doesn't stop at employees. Virtually the same percentage of **Gen Z (59%) reported they will start using a product or service they've never tried before if the company takes a stance on a social issue they are passionate about.** Social issues have shown up consistently in our State of Gen Z® study series for many years. This year, we're seeing the impact of a company's stance on social causes impacting its ability to attract Gen Z as *both consumers and employees!*

59%

In keeping with social causes as a priority for the generation, **55% of Gen Z said they will stop using a product or service they like if the company takes a stance on a social issue they don't agree with.** This is likely to only accelerate as social media and digital media makes it ever easier to endorse companies that embrace social causes and negatively amplify those who do not.

55%

Long-time followers of CGK's State of Gen Z® study know the research series has looked deeply into the intersection of social influencers and Gen Z behaviors in a variety of ways. In this year's study, **56% of Gen Z reported they are more likely to try a product or service if their favorite online influencer recommends it.** In spite of negative press and skepticism about the trustworthiness of social media, the future of online influencers as spokespeople continues to look very bright—potentially even more so in an ever more crowded, noisy, multi-channeled media landscape.

56%

CONVENIENCE AND EFFICIENCY BECOME KEY GEN Z PRIORITIES

One thing the pandemic has shown every generation is the potential, power, and fragility of the supply chain and heightened delivery expectations. Gen Z has come of age with rapidly accelerating delivery times for goods and services unlike likely any generation before. The impact of this experience—from Amazon Prime to UberEats and even Carvana (with similar companies to these around the world)—has forever shaped Gen Z. The study revealed that now **a large majority of Gen Z consumers (68%) consider delivery options and times before completing an online purchase.** Given the current supply chain challenges and heightened expectations for lightning-fast delivery, brands may find it difficult to unlock the full potential of Gen Z if their delivery is not fast enough for the generation's supercharged expectations.

68%

In fact, **almost half of all Gen Z (48%) thinks products ordered online should be delivered within one day of ordering!** The pressure is on for brands, suppliers, shippers, and retailers to meet these delivery expectations in order to solidify their relationship with Gen Z at this critical time in their consumer emergence.

48%

GEN Z'S FINANCIAL BELIEFS AND EXPECTATIONS

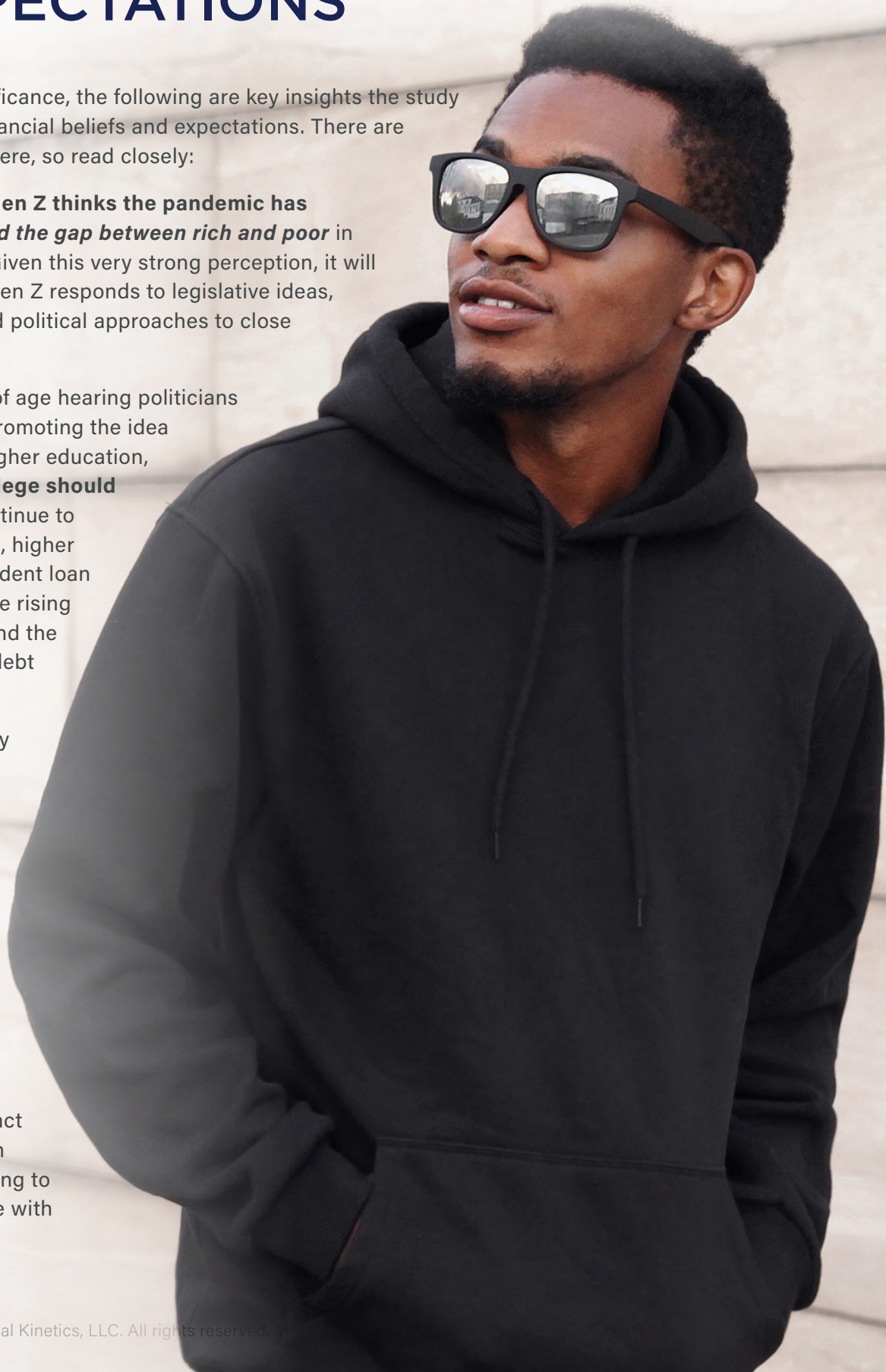
In order of statistical significance, the following are key insights the study uncovered into Gen Z's financial beliefs and expectations. There are some real "wow" stats in here, so read closely:

70% **70% of Gen Z thinks the pandemic has increased the gap between rich and poor in the US.** Given this very strong perception, it will be important to see how Gen Z responds to legislative ideas, proposals, regulations, and political approaches to close this disparity.

65% Coming of age hearing politicians heavily promoting the idea of free higher education,

65% of Gen Z believe college should be free. This will likely continue to put pressure on legislators, higher education leaders, and student loan debt programs to tackle the rising cost of higher education and the mountain of student loan debt that exists in the US.

65% This study revealed that the pandemic has significantly impacted how Gen Z views money and their personal finances. In fact, **65% of Gen Z attribute changes in how they view money and their personal finances directly to the COVID-19 pandemic.** This will have a significant impact across the financial system as well as companies looking to grow their top-line revenue with Gen Z consumers.



55% Interestingly, the generation is split when it comes to their belief about their ability to achieve the American dream in the future. **A majority of Gen Z (55%), believe the American dream is still possible for them.** However, 45% of the generation *do not* believe that the American dream is possible for them now.

55% When it comes to the impact of enhanced unemployment benefits, **55% of Gen Z think that enhanced unemployment benefits kept people in their generation from entering or re-entering the workforce.** The longer-term impact of these benefits, whether they are eliminated, modified, or continued in some way, remains to be seen.

53% In terms of responsibility for their family, **over half (53%) of Gen Z believe they will have to financially step up and support one or both of their parents in the future.** This sense of potential financial support for their parents is worth noting given its potential impact on future housing, job selection, health care services, savings rate, etc.

52% **A majority of Gen Z (52%), does not think Social Security will exist** or will at least be unable to pay them enough money to cover basic needs when they are ready to retire. This belief could be one of the reasons sizeable numbers of Gen Z have already started thinking about retirement and many have started to save for retirement.

44% One BIG financial belief to note about Gen Z: their confidence in cryptocurrency is greater than that of any other generation. While our research into cryptocurrency shows that older generations are more skeptical of it, Gen Z appears to be on the other end of the trust and optimism spectrum. **Close to half (44%) of Gen Z thinks cryptocurrency will replace traditional currency one day.** We'll be studying this closely to see which cryptocurrency(ies) they prefer and how long they hold it.



RESEARCH STUDY CONCLUSIONS

Gen Z consumers, earners, and investors are here. They arrive carrying new financial expectations and the unique financial experience of going through the pandemic at a formative time in their emergence into adulthood. However, they also bring optimism tempered with practicality. A majority of the generation still thinks the American dream is possible and that investing now in order to be able to retire one day is important.

This generation is also the most confident generation toward cryptocurrency and the most pragmatic about the fact they may end up having to financially support one or both parents. They carry this with them as well as the sobering belief that Social Security will not be able to cover their basic needs when they reach retirement age. Overall, the generation also looks for brands that actively support social causes they care about, trust influencers for product and service recommendations, and have come-of-age with heightened expectations for rapid delivery of the purchases they make.

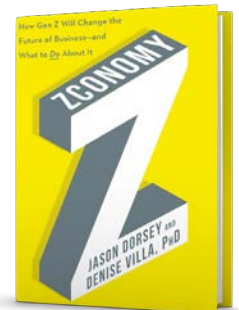
It's very exciting to explore Gen Z's attitude toward money and personal finances at exactly the time they continue to develop their beliefs and expectations. Already, the study has uncovered that many in the generation are taking action now to prepare for their future, including creating emergency accounts—over 26% have at least \$1,000 saved for emergencies!

At CGK, we believe Gen Z's role as financial trendsetters is just getting started and will grow exponentially as their earning, spending, and investing increase. The more accurately leaders, families, communities, and innovators understand this generation's mindset toward money and personal finances the better positioned they will be to engage this generation in ways that best serve Gen Z and unlock their potential.



SIX ACTIONS TO TAKE TO ENGAGE GEN Z AS CONSUMERS AND FINANCIAL TRENDSETTERS

1. **Interview three Gen Z'ers not related to you** about the events they think most shaped their views on money, saving, spending, and investing. Ask them what tools they use to track their money and if they have money set aside for an emergency.
2. **Create a "Generational Snapshot" of your customers.** This is a pie chart representing the percentage of each generation in your customer base currently. Revealing the percentage of Gen Z customers you currently have is always eye-opening. Now, envision how your Gen Z percentage of customers will grow over the next five years. Ask yourself and your team if your marketing, sales process, and customer experience are ready to unlock Gen Z's fast-growing potential. If Gen Z are not currently your customers, identify one or two ways you can create products or services ideal for them based on the insights revealed in this State of Gen Z® study.
3. **Invite a member of CGK's team to deliver a presentation** to you and your organization, in-person or virtually. Our custom keynote presentations to full-day programs are packed with insights and strategies designed specifically for you, your audience, and your most important goals. We have tremendous experience helping organizations of all sizes and industries best connect with, build trust, and grow sales with Gen Z. We'd love to work with you. CGK's speakers have received over 1,000 standing ovations. Reach out to us at Info@GenHQ.com
4. **Access our in-depth research discoveries** from more than 65 of our studies in CGK's bestselling book on Gen Z, *Zconomy: How Gen Z Will Change the Future of Business and What to Do About It*. *Zconomy* was a #1 new release on Amazon, has been translated into five languages, and was a Top 10 Business Book of the Year on Forbes.com. You can download two free chapters of *Zconomy* at JasonDorsey.com/Z
5. **Read our two additional State of Gen Z® reports** in this year's study series. These reports are free and have a trove of data specific to Gen Z's views on employment and future trends. You're welcome to share these reports with your team and family. The more we elevate an understanding of Gen Z and different generations through research, the greater trust, respect, inclusion, and results we can deliver together.
6. Select a social cause for your organization to support that aligns with Gen Z and their interests and priorities. If you are unsure which cause to support, ask them for their input. They love to share. Finding the right cause to support will not only help you attract and keep Gen Z as customers, but also attract and keep Gen Z as employees and advocates—plus you get to have an even more positive impact on the world!



Thank you, again, for your interest in Gen Z. At The Center for Generational Kinetics, we are committed to studying Gen Z and every generation to separate myth from truth through data. **We believe every generation brings value and should be valued.** We are grateful for you and your desire to share in this understanding so you can take action.

Sincerely,
Denise Villa, PhD, CEO
Jason Dorsey, President
The Center for Generational Kinetics, LLC
GenHQ.com

FOUR WAYS WE HELP YOU SOLVE GENERATIONAL CHALLENGES AND UNLOCK GENERATIONAL POTENTIAL

KEYNOTE SPEAKING TO UNLOCK THE POTENTIAL OF EACH GENERATION

CGK's acclaimed keynote speakers have received more than 1,000 standing ovations from audiences around the world. Our speakers work closely with you to develop and deliver a highly customized keynote presentation or full-day program that provides inspiration, unexpected insights, and ready-to-use actions. CGK's clients include many of the biggest brands in the world, global leadership summits, corporate boards, non-profits, and institutional investors. [Reach out to us today](#) for a preview video, detailed speaking options, and to check the availability of our speakers.

STRATEGIC ADVISOR TO DRIVE MEASURABLE OUTCOMES

Over 700 clients have counted on CGK's expertise to help them navigate generational change and behavioral trends transforming their business and industry. CGK's strategic advisory services provide exactly the ongoing insights, expertise, problem-solving, and unique perspectives that leaders can't find anywhere else. Working with CGK combines world-class generational and trends insights with deep strategic experience to provide exactly the answers, confidence, and innovation leaders need now. [Reach out to us today](#) to learn more about our unique advisory services and schedule an introductory call with our practice leader.

ORIGINAL RESEARCH TO MAKE YOU A RESEARCH-BASED THOUGHT LEADER

Research-based thought leadership is critical for brands, executives, organizations, and entrepreneurs to solidify their leadership and authority. CGK's team has worked with organizations around the world to lead original, statistically accurate research that brands and individuals use to become thought leaders. Our custom research includes strategy, design, fielding, analysis, and tools ideal for solving the challenge of content marketing, earning media coverage, and increasing your influence through unexpected insights. [Contact our friendly research team](#) to set up a strategy call.

CUSTOM RESEARCH TO SOLVE HIGH-ROI CHALLENGES

The research team at CGK has led nearly 100 research studies for clients from the US to Australia, Europe, and Asia. Our specialty is uncovering hidden behavioral trends, drivers, and solutions to solve important challenges affecting businesses and industries. We've helped clients develop new products and services, go from last to first in employee retention, and solve marketing challenges that led to dramatic growth. [Reach out to us today](#) to learn more and schedule an introductory call with our research practice leader.

ABOUT THE NATIONAL STUDY'S AUTHORS



DENISE VILLA, PHD, CEO

Researcher | Entrepreneur | Author

Dr. Villa is the CEO and visionary behind The Center for Generational Kinetics (CGK). Her talent is leading original research that uncovers new insights and perspectives for addressing emerging and legacy challenges. She is the co-author of *Zconomy: How Gen Z Will Change the Future of Business and What to Do About It*.

Dr. Villa is also a serial entrepreneur. Companies she has co-founded have made the Inc 5000 list of fastest-growing companies three times. Prior to founding CGK, Dr. Villa was a middle school teacher, and an administrator at both middle and high school levels. She has also been an executive in both real estate development and biotech. She is passionate about volunteering, especially helping kids and entrepreneurs from under-represented backgrounds.

Learn more about Dr. Villa and her passion for bridging generations at GenHQ.com



JASON DORSEY, PRESIDENT

Researcher | Advisor | Speaker

Jason Dorsey delivers transformational insights that future-proof your business. Jason wrote his first bestselling book at age 18 and co-authored *Zconomy* with Dr. Villa. He has appeared as a generational and trends expert on more than 200 television shows, including 60 Minutes, The Today Show, CNN, CNBC, and was featured in a New York Times cover story.

An acclaimed keynote speaker, he's received over 1,000 standing ovations. Jason's clients range from Mercedes-Benz and the Four Seasons Hotels to Frito-Lay and global private equity firms. An avid supporter of entrepreneurs, Jason serves on corporate boards and is a venture partner at a venture capital firm. He is known for his generational discovery "Technology is only new if you remember it the way it was before," as well as uncovering that Millennials are not tech-savvy—but tech-dependent. Adweek called Jason a "research guru."

Learn more about Jason Dorsey and watch him deliver a keynote speech at JasonDorsey.com

ABOUT THE CENTER FOR GENERATIONAL KINETICS



Research | Advisory | Speaking

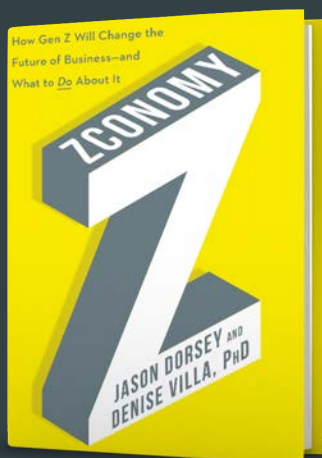
The Center for Generational Kinetics, LLC (CGK) is the leading research, advisory, and speaking firm focused on generations, emerging trends, and behavioral insights. CGK's team leads original research around the world to solve consumer and workforce challenges as well as leading primary research for clients to make them research-based thought leaders. CGK has worked with over 700 clients around the world, from the biggest global brands to governments and private equity funds.

Each year, CGK releases its State of Gen Z® research report series to advance research-based conversations about Gen Z. CGK's team, including Dr. Denise Villa and Jason Dorsey, has been featured on media outlets around the world. The firm's latest book is *Zconomy: How Gen Z Will Change the Future of Business and What to Do About It*.

Learn more about CGK's custom speaking and research 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 was a #1 New Release on Amazon and ideal for employers, marketers, influencers, and parents!

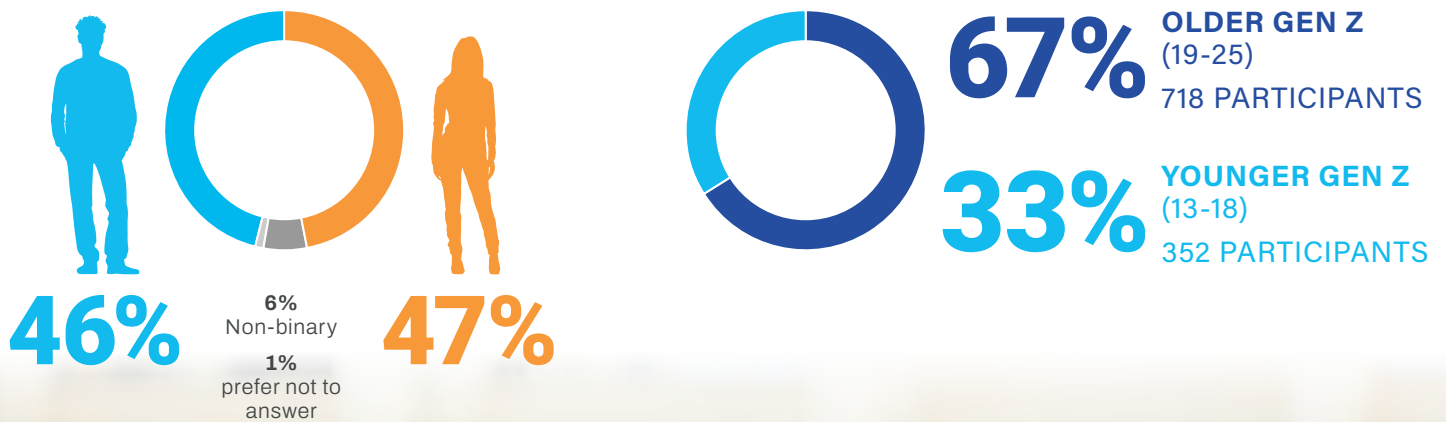
[Order your copy on Amazon today!](#)

NATIONAL STUDY METHODOLOGY

The Center for Generational Kinetics, LLC led this original, nationwide research. The national study included a custom 27-question Gen Z and Millennial survey. The quantitative study was administered to 2,088 US respondents ages 13–35, including 1,070 Gen Z (ages 13–25) and 1,018 Millennials (ages 26–35). The sample was weighted to the 2020 US Census data for age, gender, ethnicity, and region.

The survey was conducted online from October 1, 2021, to October 21, 2021. It has a margin of error of +/-3.1 percentage points.

COMPLETED BY **1,070** GEN Z PARTICIPANTS



CONTACT US TODAY

Reach out to see how we can help. We look forward to hearing from you!

+1 (512) 259-6877
Info@GenHQ.com

CGK THE CENTER FOR
Generational Kinetics®

This document is protected by copyright 2022 by The Center for Generational Kinetics, LLC. All rights are reserved.

The information in this document can be referenced in the media, in whole or in part, as long as this document is cited as the source of the information. In no way does this document provide an endorsement of any product, service, company, or individual.

This document is provided "as is." Information and views expressed in this document may change without notice. The strategies and examples depicted herein are provided for illustrative purposes only and are not guarantees of specific results. You bear the risk of using this document.