

GEN Z AS TRENDSETTERS IMPACTING THE FUTURE OF ALL GENERATIONS

*Gen Z's Must-Know Emerging Trends,
Attitudes, and Expectations About
the Future*

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A WORD FROM THE STUDY'S AUTHORS

Much has happened with Gen Z in the last twelve months. A pandemic. Remote learning. Cryptocurrency. The metaverse. Social justice. The Great Resignation. And too many more influences and experiences to list. At Gen Z's current age and life stage, this should be a transformative, defining period—but what the generation has experienced has gone far beyond what would be expected.

It's in times of uncertainty, rapid change, fear, and hope that leading and delivering original, statistically accurate research about a generation is critical for leaders. This insight cuts through the noise and clickbait headlines to share what is *really* going on with a generation at such a formative time in their development and trajectory into adulthood.

At CGK, we've now led more than 70 research studies and we've never been as excited as we are to release this year's State of Gen Z® research report!

We found so many important, surprising, and hidden insights in the study's data that we have transformed the findings into a series of three reports.

The report you are reading now is the third one in the series. The other two are ***Gen Z as Consumers, Savers, and Influencing Personal Finance***, and ***Gen Z as Employees and Workforce Trendsetters***. We encourage you to access the other two reports as each one contains original and non-overlapping data to provide a comprehensive view of this important generation.



In this third report, we dive into emerging trends Gen Z is driving as well as explore their expectations about their future. Specifically, we are uncovering the impact of the pandemic on the generation and a few key behaviors as well as their forward-looking attitude.

The State of Gen Z® as Trendsetters Impacting the Future of all Generations is divided into four sections. Each of these sections focuses on one topic that we believe is important for leaders to know now.

The four sections are:

1. Gen Z's Generation-Defining Trends and Events
2. Gen Z's Perspective on Government and Society
3. How Gen Z is Shaping Future Consumer Preferences
4. Gen Z and their Attitude About their 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 exciting generation.

Providing this national study to you at no cost—along with 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 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 19 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 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

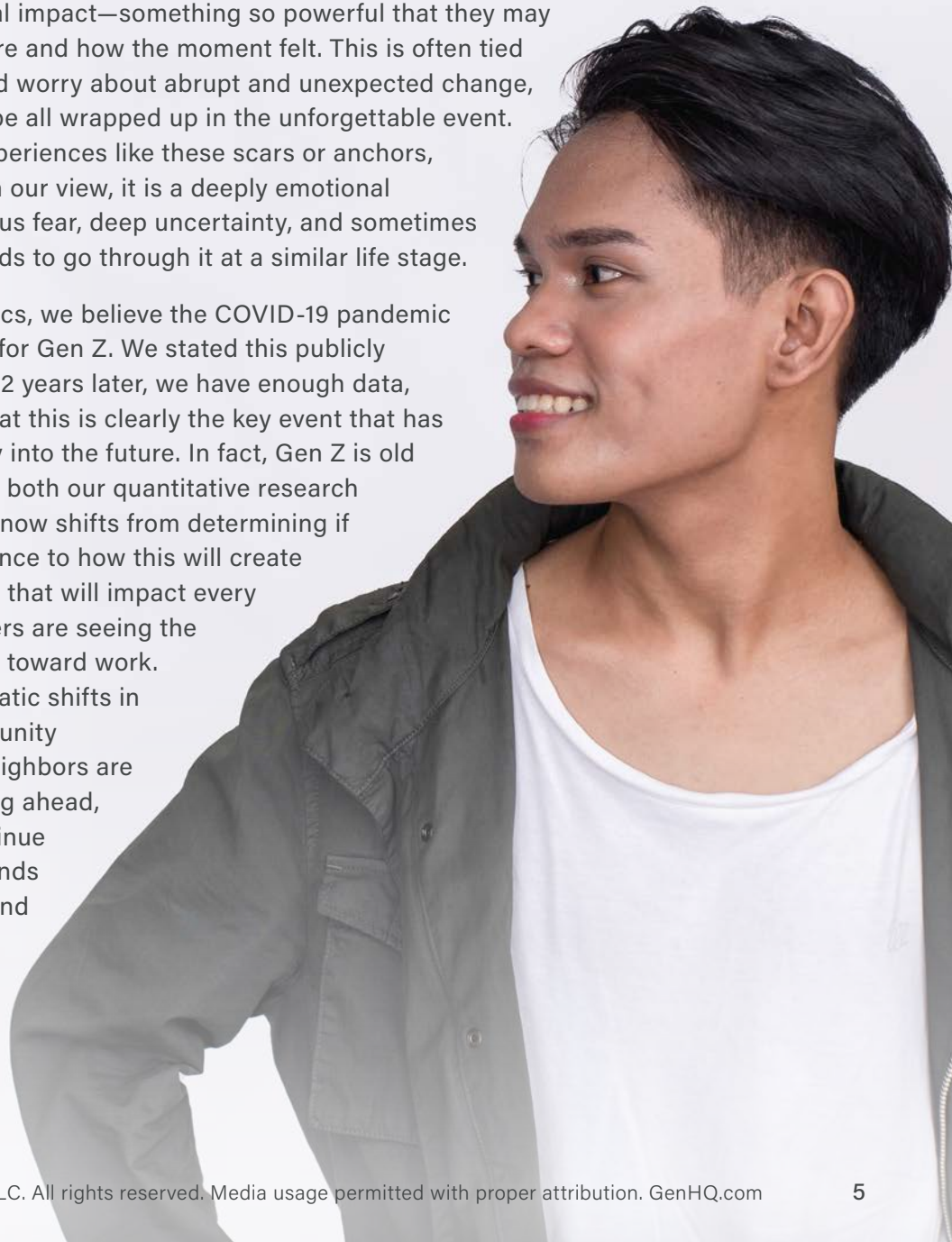
GENERATION-DEFINING TRENDS

All of us—individuals, families, corporations, societies, and nations—experience pivotal moments and events. Something happens and we change our perspective, shift course, revise plans, alter objectives, question beliefs, or modify strategies. However, some of those pivotal events become deeply defining moments, especially when they are tied to a specific event or development that is so consequential as to provoke transformation through a vulnerable examination of views, attitudes, beliefs, and expectations. We believe pivotal events and experiences become Generation-Defining Moments when they:

1. Happen at a formative life stage, usually between childhood and early adulthood. This is a time when a generation is old enough to understand what is taking place around them but still young enough to question the views, beliefs, expectations, and attitudes they assume or hold to be true.
2. Create an unforgettable emotional impact—something so powerful that they may remember exactly where they were and how the moment felt. This is often tied to feeling fear of the unknown and worry about abrupt and unexpected change, or perhaps clinging to distant hope all wrapped up in the unforgettable event. Experts have called emotional experiences like these scars or anchors, and everything in between. But in our view, it is a deeply emotional experience that causes tremendous fear, deep uncertainty, and sometimes inspiration—and a generation tends to go through it at a similar life stage.

At The Center for Generational Kinetics, we believe the COVID-19 pandemic is a Generation-Defining Experience for Gen Z. We stated this publicly as early as March 2020. Now, almost 2 years later, we have enough data, research, and perspective to know that this is clearly the key event that has shaped Gen Z's beliefs and trajectory into the future. In fact, Gen Z is old enough to tell us so and they have, in both our quantitative research and qualitative interviews. Our focus now shifts from determining if this is a Generation-Defining Experience to how this will create new expectations, beliefs, and trends that will impact every corner of our world. Already, employers are seeing the difference in Gen Z and their attitude toward work. Brands and retailers are seeing dramatic shifts in Gen Z as consumers. Leaders, community members, parents, educators, and neighbors are also seeing the shift in Gen Z. Looking ahead, it will be incredibly important to continue studying Gen Z and the emerging trends they drive that will eventually reach and impact all of us.

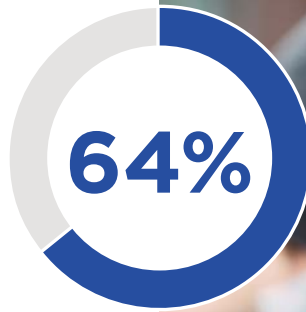
We are excited to share our discoveries with you in this State of Gen Z® report.



COVID-19: A DEFINING EXPERIENCE WITH LASTING IMPACT

The clarity of the impact of COVID-19 on Gen Z has come into focus as the pandemic has continued to roil everything from school to work to dating and global interaction. Last year we stated that we believed the COVID-19 pandemic was the **most formative Generation-Defining Experience for Gen Z**. This year's study results overwhelmingly affirm that analysis. In fact, this year's findings show the complexity of the pandemic on Gen Z in new and deeper ways.

Asked to rank 17 key events over the past 20 years, **64% of Gen Z respondents identified the pandemic as the single most impactful event in their generation**. They stated that the second most impactful event was George Floyd's death and the Social Justice Movement. The third most influential development—in fact, the only other event rated above 40%—was the introduction of new digital technology, specifically iPhones, smartphones, and tablets. It is interesting to note that as behavioral researchers, “new technology” ranked third yet it likely was the primary conduit to the news, information, connection to others, and commentary about COVID-19 and the death of George Floyd.



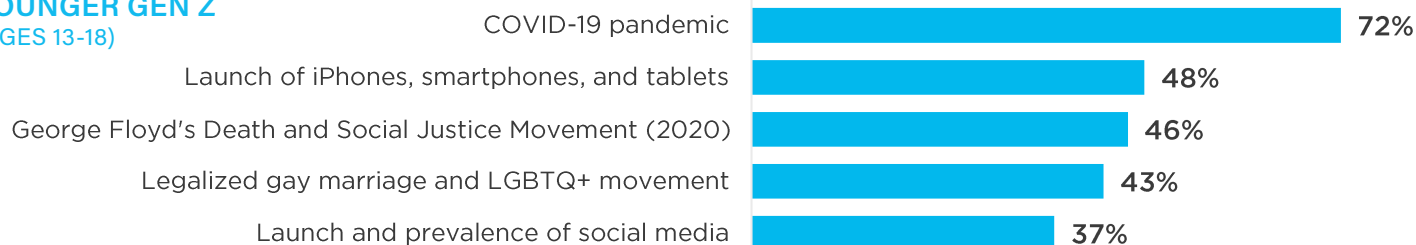
Across the entire age range of Gen Z and Millennials studied in this year's report—Gen Zers as young as 13 up to Millennials as old as 35—**every** age rated the COVID-19 pandemic as the single most impactful event of their generation. Perhaps even more revealing, **COVID-19 out-ranked the next closest event by a minimum of 12 percent** (older Millennials, between 30–35) **to as much as 24 percent** (younger Gen Zers, between 13–18).

The generations split on the second most impactful event.

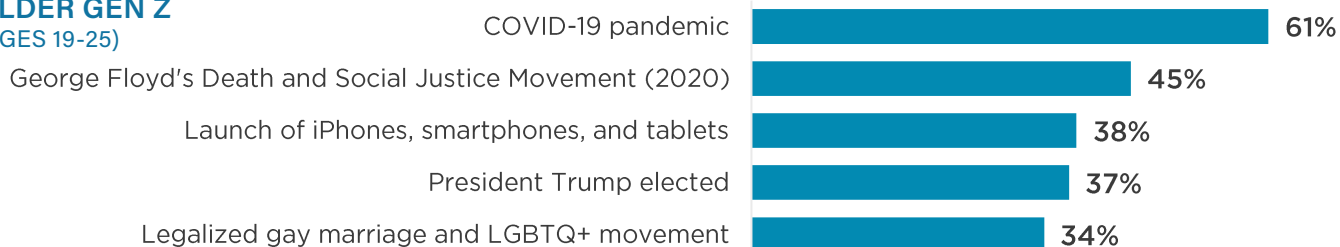
Younger members of Gen Z identified **new digital technology**—specifically the launch of iPhones, smartphones, and tablets—as the second most impactful event (48%) in their life, while older Gen Zers (between 19–25) focused on the **Social Justice Movement**, primarily driven by **George Floyd's death** (45%). Even more revealing, was that Millennials selected the **9/11 terrorist attack** as the event with the second greatest impact on them (37%–41% for younger and mid-Millennials ages 26 to 35), **yet the September 11, 2001 attack did not even make the list of the top 5 events on Gen Z's list**.

EVENTS OR EXPERIENCES YOU THINK MOST IMPACTED YOUR GENERATION (RANKED #1/#2/#3/#4/#5)

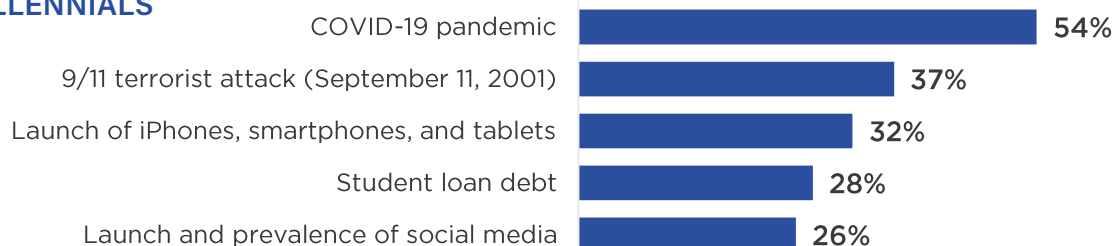
YOUNGER GEN Z (AGES 13-18)



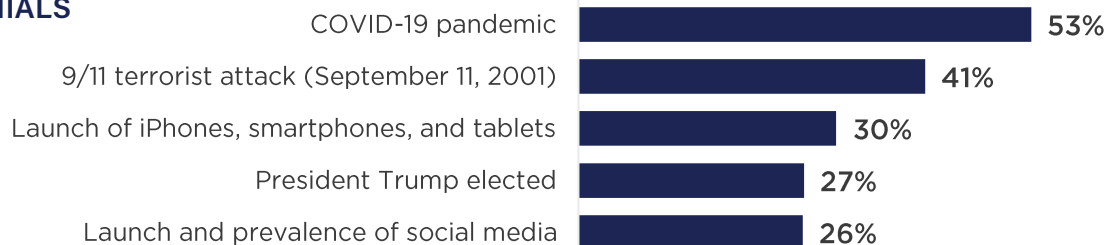
OLDER GEN Z (AGES 19-25)



YOUNGER MILLENNIALS (AGES 26-29)



MID-MILLENNIALS (AGES 30-35)



Considering the impact of COVID-19 from a Gen Z gender perspective, both Gen Z males and females selected COVID-19 as their most significant event (64% for both genders), but they split on the next most impactful event. Gen Z males selected new digital tools, in the form of iPhones, smartphones, and tablets as their second most important influence (46%), followed by George Floyd's death and the Social Justice Movement (38%). Gen Z females rated George Floyd's death and the Social Justice Movement second (50%), followed by the election of President Trump (41%). For Gen Z females, the impact exerted by new technology came in fourth on their list, at 37%.



EVENTS OR EXPERIENCES GEN Z THINKS MOST IMPACTED THEIR GENERATION

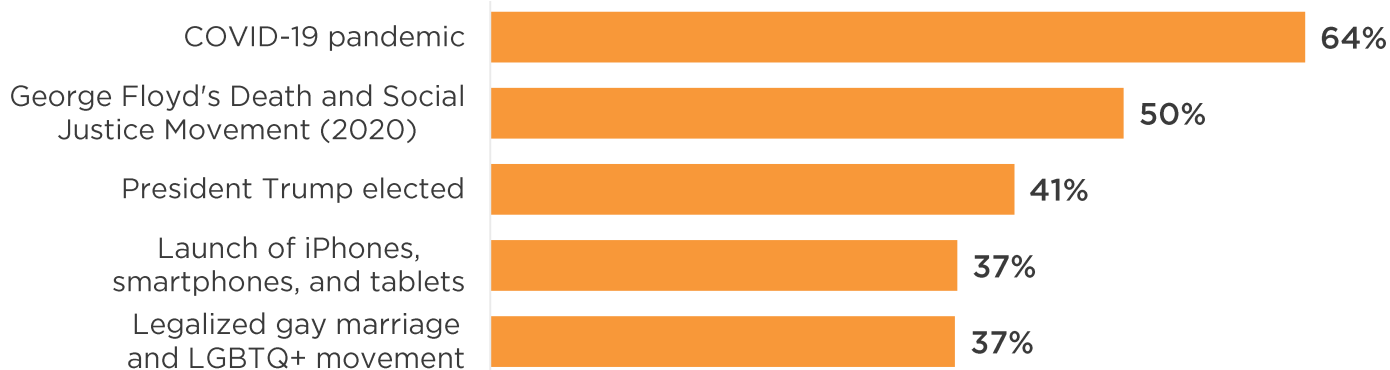
(GEN Z ONLY, 13-25; RANKED #1/#2/#3/#4/#5; TOP 5 OF 17)

GEN Z MALES

(AGES 13-25)

**GEN Z FEMALES**

(AGES 13-25)

**BOTTOM LINE:**

COVID-19, with all its variants, disruptions, pain, frustration, and setbacks—economic, emotional, employment-related, and more—exerted a tremendous defining force on Gen Z. However, there are still other important factors shaping Gen Z that contribute to the overall unique identity, perspective, and experience the generation is facing as they emerge. This includes the impact of social justice, new technology, and political polarization. It will be important to continue studying the impact of the pandemic on Gen Z and their behaviors and also to keep in focus the other factors shaping the generation at this critical life stage.

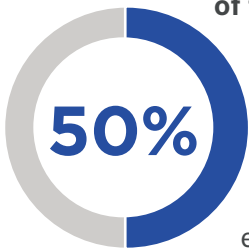
GRAPPLING WITH THE LONGER-TERM PERSPECTIVE

Gen Z's present view of the future is a bit of a mixed bag—or, perhaps their balance between optimism and pessimism represents a more realistic set of expectations from their point of view. Their hope, aspiration, optimism, and confidence are tempered with dashes of pragmatism, practicality, and level-headedness.

The national study revealed that the majority (66%) of Gen Z believe they will get married one day. This would likely impact many future behaviors, from home purchases and vehicle needs to life insurance and employee benefits. On the bright but tempered side, **more than half of Gen Z (56%) still view the U.S. as the land of opportunity.** This was intentionally not defined in the study. We wanted to give participants the autonomy to define it for themselves as we believe this gives us a better gauge of their actual views rather than limiting them to a third-party definition.



The pandemic has had a mixed impact on how younger generations—both Gen Z and Millennials—view higher education. **Half (50%) of Millennials view higher education as "more", or "much more" valuable because of the pandemic, and almost as many (47%) of Gen Z have the same opinion.** Interestingly, 53% of Gen Zers who are fully vaccinated believe higher education is more valuable now, significantly higher than Gen Z that are not vaccinated (and don't plan to get vaccinated) (33%). The mixed bag of Gen Z attitude toward higher education should garner attention from higher education leaders as they engage in public conversation about Gen Z's interest in and views on higher education. This is especially true as more Gen Z individuals enter the age range of traditional college students.



In a less mixed and clearly concerning finding, 60% of Gen Z believes their generation will be less happy than older generations. A full 55% of Gen Z also think their generation will be less financially successful than past generations. The pessimism of their generation regarding their ability to be happy and financially successful compared to previous generations could have an impact on their beliefs toward those generations as well as the actions they take (or don't take) for their financial future.



GEN Z'S PERSPECTIVES ON GOVERNMENT AND SOCIETY

What do government and societal structures look like through Gen Z's eyes?

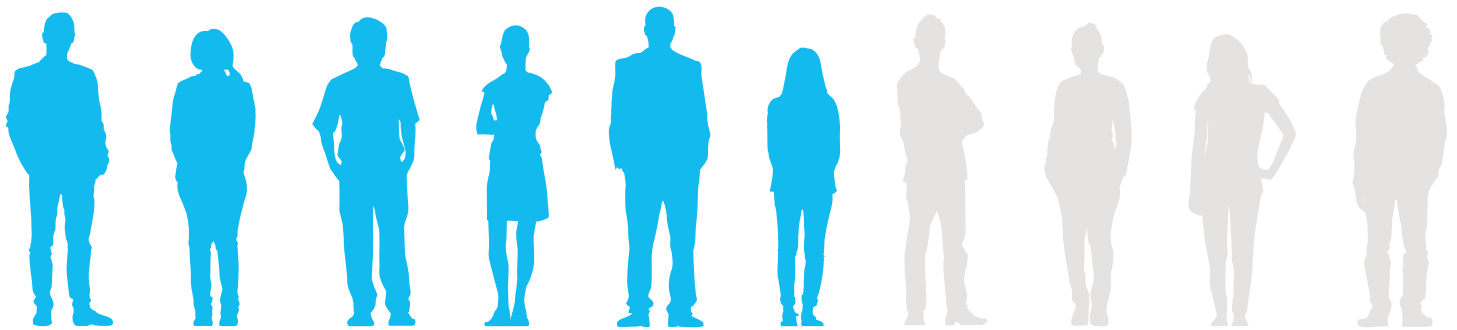
In this year's study, we dove into some of the hot-button issues that Gen Z is confronting when it comes to government, student loans, housing, taxes, the national debt, and more. These topics are important to explore as Gen Z is now the fastest-growing generation of new adults, the fastest-growing generation of first-time taxpayers, and is *potentially* the generation that will benefit the most from the anticipated "wealth transfer" from Baby Boomers to younger generations.



GEN Z'S THOUGHTS ON THE RESPONSIBILITY OF GOVERNMENT AND THE NATIONAL DEBT

It might be surprising, but this year's study revealed that **Gen Z is worried about the U.S. national debt**. In fact, **over half (56%) of study participants said they are concerned about it**. This is an important discovery as older generations frequently assume that the youngest generation is not concerned about the U.S. national debt.

Gen Z is also of the age where they are beginning to pay their own taxes and exert their fiscal responsibility as adults. When asked about raising taxes, almost six out of ten **Gen Z'ers (59%) are in favor of raising taxes on those earning more than \$400K per year**. This number was selected because of the media coverage around it as an income threshold for increased taxation by politicians. It is clear that this generation currently supports this increase at that income level.



What should government do with its financial resources? Gen Z shows a clear and strong preference for the government to provide universal basic income and forgive student loan debt. **A very large majority of Gen Z (63%), believe the government should provide a universal monthly basic income** (a livable amount of money) to those who need it every month. Of every generation we've studied, Gen Z consistently ranks much higher on this answer than other generations. **A significant majority (65%) of Gen Z also believe current student loan debt should be forgiven** and paid for by the U.S. government. And **63% also believe that housing should be free for those who need it**.

Gen Z clearly sees a very active role for the government in providing greater financial resources to those it serves. Interestingly, only a slight majority of **Gen Z (53%) believe that the U.S. should provide electronic voting for national elections**. This will be one finding to track as the generation gets older and brings more of their dependence on technology to important interactions.

And what if staying in the U.S. isn't enough for Gen Z? The study also found that **58% of Gen Z believe people will land on Mars within their lifetime!**

BOTTOM LINE:

Gen Z brings a mix of views about the role of government in the lives of those in the U.S. This includes concern about the national debt, a willingness to increase taxes on higher income earners, a desire for universal basic income, free housing for those who need it, and a strong desire to have student debt forgiven. As more members of Gen Z reach voting age in the U.S., it will be important to see if and how they vote as well as changes in their voting patterns as they move further into adulthood.

HOW GEN Z IS SHAPING FUTURE CONSUMER PREFERENCES

Gen Z is the “it” generation when it comes to emerging consumer trends, patterns, and preferences. Understanding this generation of spenders and influencers is only going to become more important with each passing day as they move further into their 20s and exert more trend-driving influence.

Gen Z's purchasing habits are evolving along with them, as they move from spending primarily on retail, food, and entertainment, to education and ultimately housing, vehicles, and more. However, their influence is already outsized compared to their generation's size and life stage because of their ability to drive and shape consumer trends through social media. This will continue as more members of Gen Z influence increasingly expensive purchases and become even more coveted by brands from the luxury category to first-time homebuyers.

This year's study went deep into Gen Z's consumer preferences. Important points from that portion of our research are available in our second State of Gen Z® 2021-2022 Gen Z as Consumers, Savers, and Influencing Personal Finance report, which you can download at no cost. This forward-looking trends report focuses on factors that we believe influence their choices, drive their purchasing decisions, and promote their brand loyalty going forward.



TRENDS AFFECTING GEN Z'S PURCHASE AND LOYALTY TRIGGERS

Social issues are clearly, consistently, and distinctly important to Gen Z—and have proven to be in every State of Gen Z® study since its inception in 2016.

In this year's study, the Social Justice Movement ranked either second or third (depending on the Gen Z subgroup) on their list of events and experiences that had the greatest impact on their generation. In fact, as consumers, significant numbers of Gen Zers consider the way companies position their support of social causes when it comes to purchasing decisions.



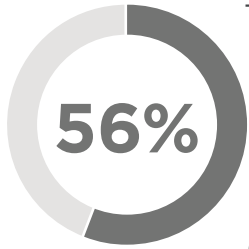
59%

The study found that **59% of Gen Z will start using a product *they've never tried before if the company takes a stance on a social issue they are passionate about.*** We expect this to continue to be a driving force for new customer acquisitions by brands for the next many years. On the opposite side, almost as many **(55%) members of Gen Z will stop using a product or service *they like* if the company takes a stance on a social issue they don't agree with.** Selecting the right social cause, mission, stance, and purpose is increasingly critical for brands. Getting it right leads to new customers and growth—getting it wrong (the wrong cause, or the wrong side of a cause), is costly. It can result in losing not only potential customers but existing customers as well.



55%

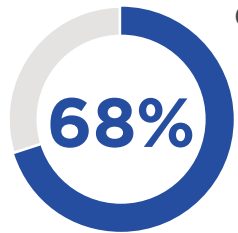
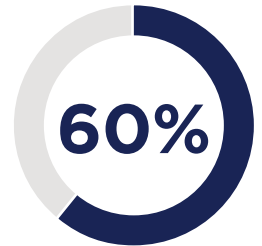




Taking the *social cause connection* one step further, **56% of Gen Z will start using a product or service they've never tried before if their favorite online influencer recommends it.**

Gen Z has come of age experiencing, knowing, and connecting with influencers—in fact, many in the generation say they would like to be an *influencer*, themselves. Influencers have become the celebrity gateway to Gen Z, even as the generation redefines celebrity based on social media following and engagement versus traditional name recognition and positive connection.

Bringing another important lens to influencing Gen Z as consumers, the study revealed that Gen Z also considers a *company's reputation as an employer when making purchasing choices*. In fact, a significant percentage of **Gen Z (60%) say a company's reputation as an employer influences their decision to buy a product or service from them.** Employers would be wise to not only promote their organization as a great place to work to attract Gen Z applicants, but also to attract and keep Gen Z as customers.



Convenience and efficiency also continue to be important to Gen Z consumers, and potentially even more important during and after the pandemic. **68%(!) of Gen Z consumers revealed that they evaluate delivery options and times before making an online purchase.** And, just under half (48%) believe products ordered online should be delivered *within 24 hours*. These expectations and pre-purchase analyses raise the bar *significantly* for a company to deliver on Gen Z consumer expectations. Doing so will not only place a company in the best position possible to unlock the potential of this generation it will also create a competitive advantage. The importance of delivery times has been proven during the pandemic as brands competed not only on price, quality, and availability but also on *very, very* fast delivery.

BOTTOM LINE:

Gen Z brings an interesting mix of expectations both for the role of government as well as forward-looking consumer trends. The alignment between the two appears to be a significant desire for greater social cause support—whether governmental or brand-driven—and that mix of factors is shaping the trends the generation is driving. Convenience and online reputation as well as influencers and delivering on commitments, whether shipping or paying off student loan debt, will likely continue to be key trends to watch as the generation further exerts its ever-growing might.

GEN Z AND THEIR ATTITUDE ABOUT THEIR FUTURE

Gen Z is now well into early adulthood.

Some (the oldest) members of Gen Z have been working for eight or more years, others have finished college (if they went) and possibly attended graduate school. The oldest members of Gen Z have potentially had their driver's license for many years and could have moved away from home—and possibly back during the pandemic.

The oldest members of the generation have also experienced the upheaval of the pandemic right when they were finding their adult footing, as well as rapid increases in wages during the Great Resignation.

This presents a fascinating melding of freedom, self-reliance, macro events, identity, and more all colliding as the oldest members were assuming significantly more independence and self-reliance. How has all of this impacted the generation's view of their future? That's what this year's study sought to shed some light on for other generations to see.

GEN Z ANSWERS: WHERE ARE WE HEADED?

As this national study clearly reveals, Gen Z's perspective on the future shows a vulnerable mixed bag of hopeful confidence, setbacks, reasoned reservations, and cautiousness. While a slight majority still see the U.S. as a land of opportunity, nearly the same percentage expect their generation to be less financially successful than previous generations.

More than half **(58%) believe people will land on Mars in their lifetime**—but approximately the same number **(59%) think they will witness another pandemic in their lifetime**.

Similarly, while the majority are concerned about the national debt, and are in favor of raising taxes on higher-earning individuals, even greater numbers believe the government should take on the responsibility of providing a basic livable income and housing for those who cannot provide for themselves. Most are also in favor of the government forgiving student loan debt.

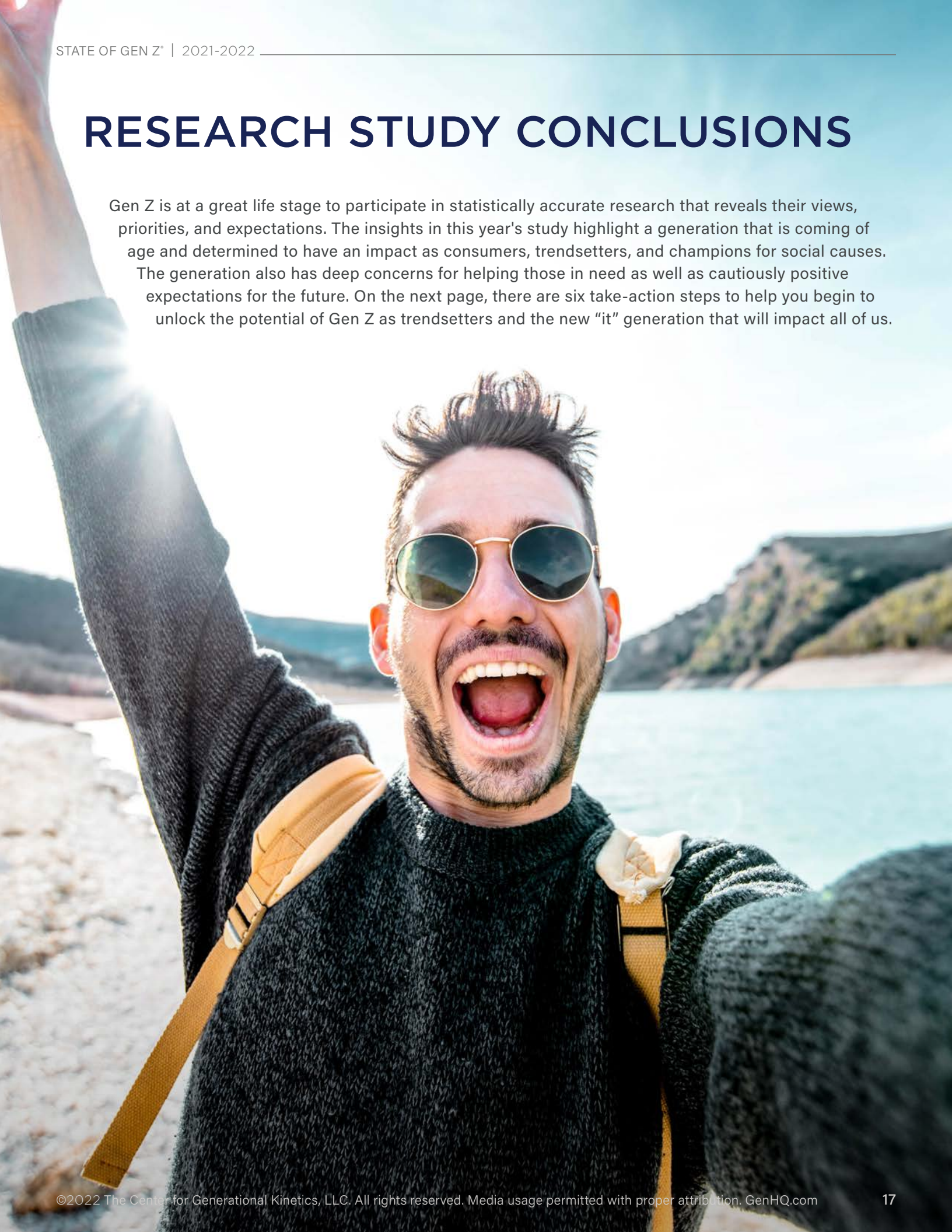
Finally, Gen Z values awareness of, and involvement in, social causes—whether that is coming from a brand or in representing the generation. Concern for the well-being of others appears to play a role in decisions they make, from employment choices to selecting consumer products and services.

While Gen Z is still emerging—this year's study included ages 13 to 25—the generation has clearly shown its developing identity and the attributes that matter in a variety of areas. At the same time, Gen Z's attitude and expectations toward the future are critical for other generations to learn and understand as these views will shape Gen Z's actions, planning, and decisions in the present.



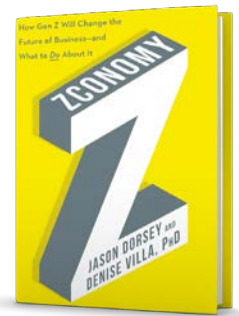
RESEARCH STUDY CONCLUSIONS

Gen Z is at a great life stage to participate in statistically accurate research that reveals their views, priorities, and expectations. The insights in this year's study highlight a generation that is coming of age and determined to have an impact as consumers, trendsetters, and champions for social causes. The generation also has deep concerns for helping those in need as well as cautiously positive expectations for the future. On the next page, there are six take-action steps to help you begin to unlock the potential of Gen Z as trendsetters and the new "it" generation that will impact all of us.



SIX ACTIONS TO TAKE TO UNLOCK THE POTENTIAL OF GEN Z

1. **Interview three Gen Z'ers not related to you** about the events and experiences they think most shaped their views on work, spending, and how they think about their future. Ask them what they are doing differently because of those events and experiences.
2. **Identify the three trends that you think Gen Z is driving or influencing** that will most impact you over the next three to five years. These are the trends that could impact you at work, play, entertainment, banking, or in your community. Take a moment to think about each trend and how you could transform that impending change into positive growth.
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 unlock the potential of Gen Z as employees, customers, and trendsetters. 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 consumer 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 employees, customers, 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.

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.

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.

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

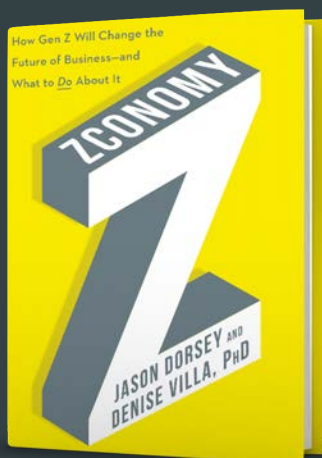
The Center for Generational Kinetics, LLC (CGK) is the leading research, advisory, and speaking firm focused on generations, emerging trends, and behavioral insights. CGK's team leads original research around the world to solve consumer and workforce challenges as well as leading primary research for 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.



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!

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