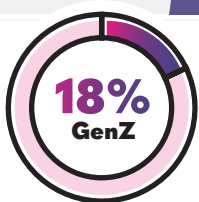


# Gen Z: Growing Up Amidst the Pandemic

Gen Zers are in a highly formative period during a momentous time. This generation will likely follow in the footsteps of Millennials when it comes to delaying marriage and parenthood; in all other things, they are determined to create their own experience. Many are expressive and bold, preferring authenticity—especially if it’s messy, real, or raw. One of the greatest impacts of the pandemic is the relationship many Gen Zers have with their parents: 59% of 18-to-24-year-old men and 56% of 18-to-24-year-old women live at home; having spent the pandemic with their parents, they feel incredibly close to them—a true silver lining!



## THE BIG PICTURE



- Gen Zers make up nearly **18% of the population**—a smaller percentage than Millennials, Boomers, and Gen Xers
- Half are ages **11-17 and half are 18-24**

## HOW THEY VIEW THEMSELVES

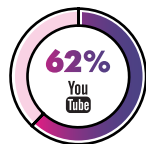
- 45% Creative\***
- 37% Unique\***
- 37% Motivated**
- 26% Patient**
- 23% Lonely\***



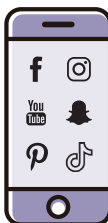
\* They are more likely than other generations to describe themselves with these terms, with lonely in the lead

## GEN ZERS LOVE YOUTUBE

- **62% visit YouTube multiple times a day**
- When it comes to pure social media platforms:



### 42% of Gen Zers use Snapchat



- 37%** use TikTok
- 33%** are on Instagram
- 29%** use Facebook
- 19%** use Pinterest
- 16%** are on Twitter

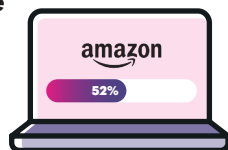
## THEIR TOP SIX LEADING CONCERNS

- 28% Climate change and protecting the environment**
- 27% Unemployment**
- 26% Healthcare/disease prevention**
- 19% Crime/personal safety**
- 19% Education, skills, and training**
- 19% Sexual harassment**



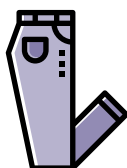
## CHECKING OUT

- **52% say that Amazon is their favorite ecommerce site**, making it the most popular
- During COVID, 61% of Gen Z adults and 70% of Gen Z teens made **most of their purchases online**
- That said, Gen Zers love stores—more so than Millennials



## DRESS TO IMPRESS

- **Clothing takes up 22% of Gen Z budgets** and is a higher priority for them than food spending (for the first time since 2014)
- **56% prefer spending money on things** rather than experiences, the most for any generation save WWII/Swing



## THE COVID CONUNDRUM

- Though impacted financially and emotionally by COVID, Gen Zers have been more reluctant than other generations to get vaccinated; The White House enlisted young stars like Olivia Rodrigo and Benny Drama to help spark enthusiasm and engagement

