Feeling Behind: The Gen Z Update 2023

64% of Gen Zers feel that their life isn't what they thought it would be at this point. Social media only emboldens that feeling-as it forever spurs comparison culture—but this generation, focused on mental health, will undoubtedly aim to improve things in that regard. The majority-54%-also feel that they missed out on typical teenage experiences because of the pandemic. The new research below points to the generational attributes that persist while communicating what really matters to Gen Z as they continue to grow up.

BY THE NUMBERS: A REMINDER



Gen Zers in the U.S., making Gen Z the fourth largest generation behind Millennials, Boomers, and Gen X



Gen Z = Ages 13 - 26 (born between 1997 & 2010)

HEALTH **PRIORITIES.** RANKED



Due to their youth, Gen Z are, of course, less likely to be impacted by the health concerns of older generations. Which makes their emphasis on mental health even more striking:

- 42% say taking care of their mental health is top priority (vs. 32% of all adults)
- 42% say managing stress is their top health priority (vs. 33% of all adults)
- 38% say taking time for themselves is the top priority (vs. 27% of all adults)

WHERE THEY STAND ON **VALUES (RIGHT NOW)**

- 53% of Gen Z would like the brands and companies they shop to support mental health
- 47% say the same for both the environment/climate change/ sustainability and racial and gender equity

60% PREFER TO STAND OUT

And when asked for the words that best describe their personal style:

- 34% said unique (vs. 24% of all adults)
- 28% said trendy (vs. 17% of all adults)
- 27% said expressive (vs. 16% of all adults)

ALL-IMPORTANT **EXPERIENCES?**

Gen Zers are actually less likely than other generations to say that they prefer to splurge on experiences rather than things:

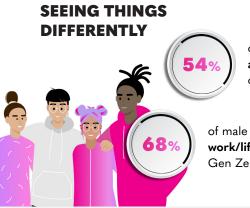
- 53% prefer to spend on experiences (vs. 65% of all adults)
- 47% want to spend on things like designer items, which help them express individuality

CONCERNS, THOUGH, **SUPERSEDE**

most concerned about:



- 42% feel that way about ethical labor practices
- 26% express that sentiment for LGBTQ+ rights
- 20% say that for civic engagement/political activism



of male Gen Zers feel it's important to have a college degree to get a good job, while only 45% of female Gen Zers say the same

of male Gen Zers think they have a healthy work/life balance, while only 34% of female Gen Zers feel the same

STELLA RISING

Sources: Mintel, "Marketing to Gen Z, U.S.," May 2023, Insider Intelligence, "Gen Z Favors Brands That Support Mental Health, Sustainability, and Equity," 6 July 2023