

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)

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)



Image Source: Cheri D'Amelio

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)



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**



Image Source: Proffo



Image Source: Who What Wear

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

CONCERNS, THOUGH, SUPERSEDE

When asked what they are most concerned about:



say **inflation**, hinting that price is *really* important



say the same for both **world affairs** and **climate change**



Image Source: Getty Images

SEEING THINGS DIFFERENTLY



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

