

# Generation Z

Characterized by their resilience, realistic mindset, and bias toward action, Gen Zers aspire to become change agents in their community and to the broader world. As Gen Zers gain independence in the transition from youth to young adulthood, many are caught between managing their personal issues like mental health and tackling weighty social, cultural, and environmental issues.

12-25  
AGES IN 2022

60.4  
MILLION PEOPLE

18%  
OF U.S.  
POPULATION

53%  
NON-HISPANIC  
WHITE

\$473 B\*  
SPENDING POWER

\$37,776  
MEDIAN DISPOSABLE  
HOUSEHOLD INCOME

## Core Values



**Openness**  
"Permission to be different"



**Resilience**  
"Don't let failure stop you"



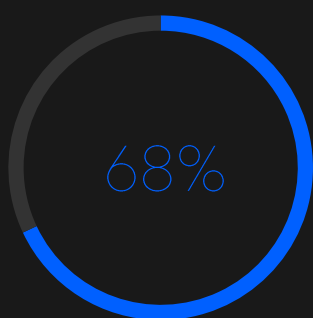
**Realism**  
"Stay grounded"



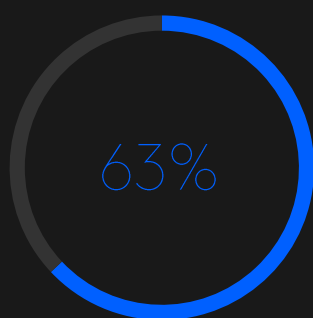
**Agency**  
"Be the change"



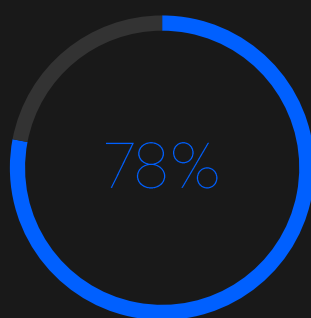
**Inclusivity**  
"DEI is non-negotiable"



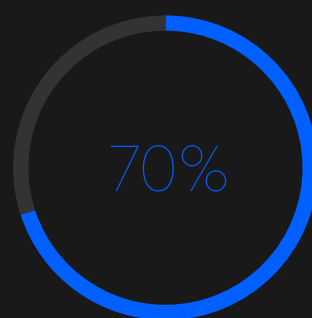
**AGREE:**  
I wish I had more ways to show the world how proud I am of my culture and heritage



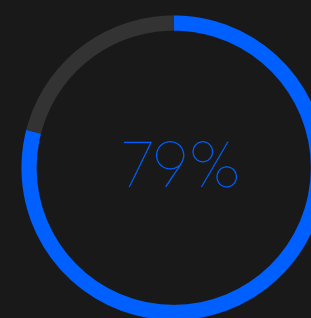
**AGREE:**  
I am happy to take some risks for the chance to enjoy greater rewards  
*(vs. I prefer to play it safe and not take unnecessary risks)*



**AGREE:**  
These days, people always have to be thinking of ways to beat the system in order to make things work out the way they want them to



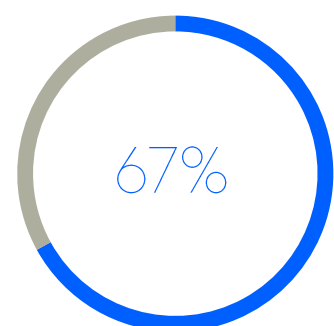
**AGREE:**  
I feel that I can make a difference to the world around me through the choices I make and the actions I take



**AGREE:**  
It's important to me that I buy from companies that actively promote diversity and inclusion as a whole

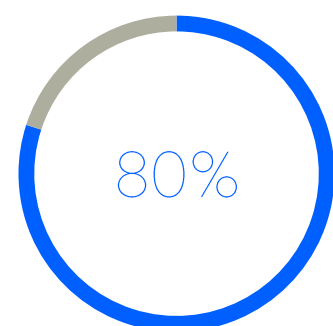
## Priorities

Achieving progress:  
Making change happen now



**AGREE:**  
I am prepared to invest my time and money to support companies that try to do good

Improving mental wellbeing: Facing daily challenges without sacrificing happiness



**AGREE:**  
Managing my stress levels is extremely/very important to my overall wellbeing

## How to Connect

- 1 Demonstrate authentic action
- 2 Match their passion
- 3 Release the pressure valve
- 4 Let them guide your brand

Source: Kantar U.S. MONITOR 2022, (Q3 DEI study), (Q2) | \*Reflects only Gen Z heads of household ages 16-24 in 2021. Spending power and median income were derived from Bureau of Labor Statistics and Bureau of Economic Analysis figures. For the full methodology, please contact your account team.