

# THE STATE OF **GEN Z**<sup>®</sup> 2023



New discoveries into what Gen Z wants from leaders, as consumers, and the generation's perspective on life and their future



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## INTRODUCTION FROM THE NATIONAL STUDY'S AUTHORS

Thank you for your interest in Gen Z at this pivotal time in their emergence and influence. In this year's State of Gen Z® annual research report, the team at The Center for Generational Kinetics (CGK) is thrilled to share brand-new data, unexpected discoveries, and important emerging trends that reveal new insights into Generation Z.

This exciting generation is now up to age 26, and they are the fastest-growing generation in the workforce and driving major consumer and macro trends. Their influence on the workforce, brands, and the community at-large is only going to grow as they continue to get older. It is now critical for leaders to understand this generation as they rapidly emerge.

If you're feeling confused about Gen Z, unsure how to engage Gen Z as employees or consumers, and want to unlock their potential as trendsetters, then this study and its discoveries are for you!

The 2023 State of Gen Z® report is divided into four sections. Each of these sections focuses on one area of discovery that we believe is important for leaders to know now.

The four sections are:

- Leadership and Work: What does Gen Z want from leaders today?
- Gen Z as Consumers: What drives Gen Z spending behaviors, attitudes, and must-know influences?
- Gen Z and Their Money: What does Gen Z think about money, saving, and retirement?
- Mindset and Life Perspective: What is most impacting Gen Z's mindset and life perspective?



At CGK, we believe Gen Z is a key to understanding, shaping, and engaging the future.

**Accurately understanding** this complex, diverse, globally connected generation through statistically meaningful data reveals the insight, perspective, and roadmap leaders need to make informed decisions to unlock the potential of this exciting generation of employees and workforce trendsetters that we've been studying for years.

In fact, this is our seventh year(!) leading the acclaimed State of Gen Z® research study series. We are passionate about separating myth from truth about Gen Z—and every generation—so leaders can drive measurable results. This has never been more important as multiple generations now constantly interact in every organization, community, geography, and industry.

**Do you have a meeting or event coming up where you'd like an inspiring speaker who combines a high-energy delivery, original research, unforgettable stories, and practical strategies? Reach out to us!**

Our unique keynote speakers have received more than 1,000 standing ovations from CEO Summits and executive retreats to industry associations and annual meetings around the world. We would enjoy collaborating with you on a customized presentation that fits your event, audience, culture, and key outcomes. You can request a sample video and check our speakers' availability by emailing us at [Info@GenHQ.com](mailto:Info@GenHQ.com). We look forward to learning more about you and your event.

If you're with the media and would like to request an interview with our acclaimed research team, please email us at [Info@GenHQ.com](mailto:Info@GenHQ.com). Our team is passionate about separating generational myth from truth through data. We have led more than 120 research studies and participated in over 200 television interviews.

**Most of all thank you for your interest in Generation Z at this critical time in their emergence as employees, consumers, and trendsetters.** We are incredibly excited about unlocking the potential of this dynamic generation—and every generation.

To your success,  
Denise Villa, PhD, CEO  
Jason Dorsey, President



Denise Villa, PhD, CEO and Co-founder



Jason Dorsey, President



Jared Boucher, Lead Researcher



# LEADERSHIP AND WORK

## What does Gen Z want from leaders today?

What does Gen Z want most from leaders? This is an urgent question to answer because it affects every type of organization—large, small, for-profit, not-for-profit, U.S. and global. Not only is Gen Z the fastest-growing generation in the workplace, but they have unique personalities, priorities, and preferences that set them apart. It's essential to the success of an organization for leaders to understand Gen Z and their views and approach to leadership so that a leader can then decide what will work best to unlock Gen Z's performance. Drum roll please... what did we discover in our State of Gen Z® study?

Our national study found that Gen Z believes a leader can most positively impact their life if they **believe in them (55%)**, **inspire them to grow (53%)**, and **provide them with good advice (51%)**. This means when leaders are thinking about their leadership strategy, approach, metrics, programs, and tools, the key thing to focus on with Gen Z is delivering the intangibles that the generation seeks rather than a fancier title or motivational trinkets.

Gen Z often has less work experience than other generations did at their age, yet Gen Z has incredible potential to flourish when leaders provide them with a safe and knowledgeable foundation that values the generation for both where they are now and for what they can become.





## WHICH OF THESE CAN A LEADER DO THAT WILL MOST POSITIVELY IMPACT YOUR LIFE?

(BY GEN Z TOTAL; TOP 5 OF 14; RANKED #1/#2/#3/#4/#5)



While the study found that Gen Z often seeks intangible support from leaders, the study also revealed that Gen Z men and women appear to have different priorities when it comes to leadership. According to our national study, Gen Z men are *significantly* more likely than Gen Z women to believe that a leader can positively impact their life if they **make good decisions in tough times**, while Gen Z women are *significantly* more likely than Gen Z men to believe that a leader positively impacts their life when they **inspire them to grow** and **respect people of all kinds and backgrounds**. Gen Z men are also drawn to decisive leadership, while Gen Z women prefer leaders who inspire them and promote diversity.

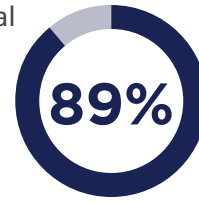
**Action to consider:** How are you as a leader providing the "intangible" support that can best unlock Gen Z's potential? Are you letting Gen Z know you believe in them, are you seeking to inspire them, and provide good advice? Intentionally providing more of the intangibles Gen Z seeks is a no-cost way to better unlock their potential and performance.

## FAIRNESS DEMONSTRATED THROUGH ACTION

According to our national study, fairness and equality are high on Gen Z's radar. Gen Z is committed to the ideals of diversity, equity, and inclusion, and they expect leaders to deliver on those values. From an organizational perspective, this translates to treating everyone fairly and creating a culture of respect and inclusion.

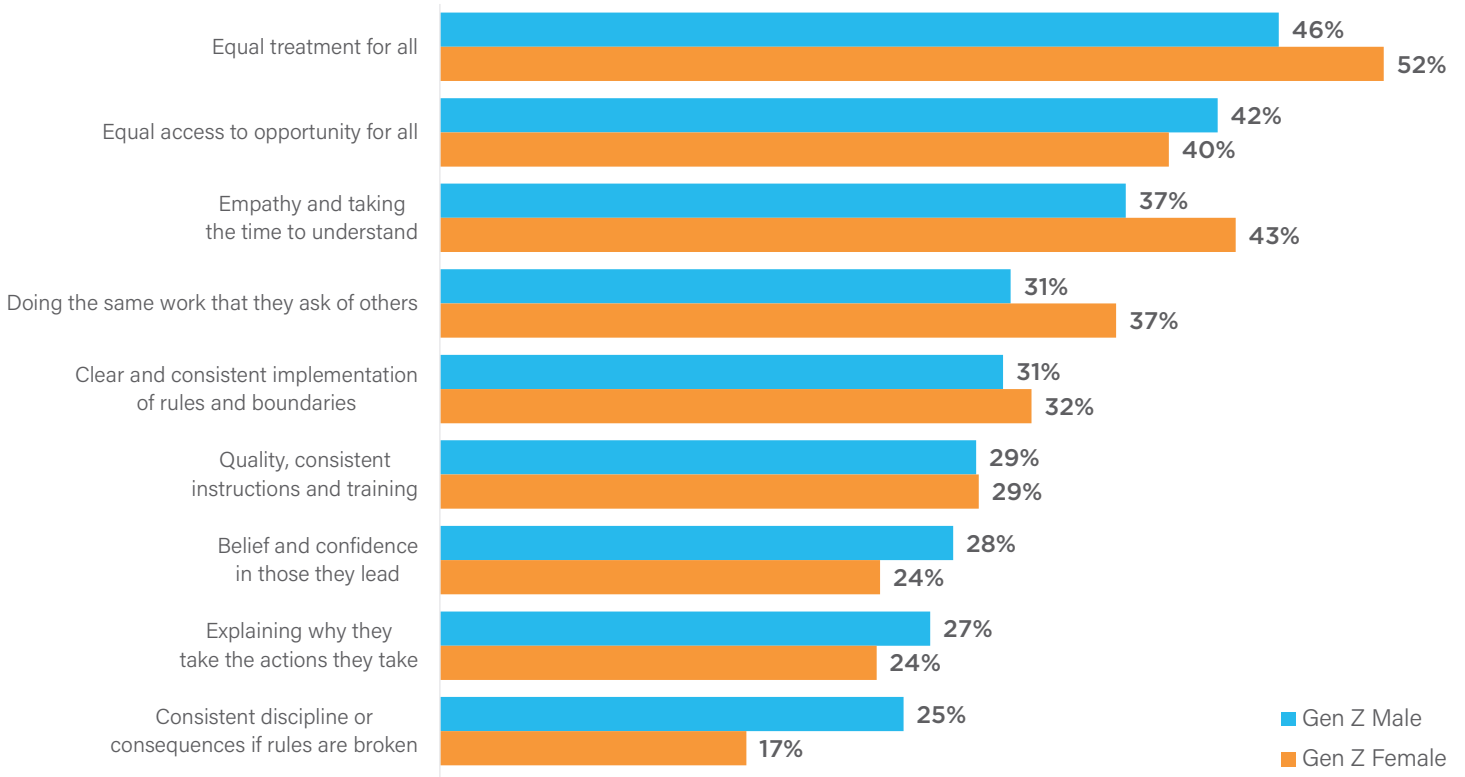
As a leader, it is essential to understand how important this is to Gen Z and to appreciate how they assess fairness through action. Almost half (49%) of Gen Z believe leaders most demonstrate fairness by **treating everyone equally**. This holds true most significantly for older Gen Z (23–26). By comparison, younger Gen Z (18–22) believe *significantly* more than their slightly older peers that leaders most demonstrate fairness by taking the time to explain why they take the actions they take. Close behind this insight, 41% of Gen Z also believe leaders demonstrate fairness by providing **equal access to opportunities for all**. Going deeper into the data, employed Gen Z (35%) are *significantly more likely* than Gen Z who are not employed (26%) to say a leader is fair if they provide **clear and consistent implementation of rules and boundaries**.

A few interesting gender differences were also revealed in our national study. An overwhelming 52% of Gen Z females believe **equal treatment** most demonstrates fairness compared to 46% of males. Gen Z males and females were closer on the point of providing **equal access to opportunity** for all, as 42% of males and 40% of females believed this behavior demonstrated fairness. Further, Gen Z females (43%) selected **showing empathy** and **taking the time to understand** as proof of fair leadership *significantly* more than Gen Z men (37%).



**of Gen Z thinks remote or hybrid workers are laid off before those at the same company who work in person.**

**WHAT DO YOU THINK MOST DEMONSTRATES IF A LEADER IS FAIR?**  
(BY GEN Z GENDER; RANKED #1/#2/#3)



This insight into fairness in action demonstrates the value of equality for Gen Z as they emerge in organizations and how they view both leadership and culture. This is one area where training, understanding, and focusing on equal opportunity can generate meaningful outcomes that not only benefit Gen Z but every generation.

**Action to Consider:** Does your organization have a clear and agreed-upon strategy, plan, or guidance around fairness and equality in the workforce? Are fairness and equality defined within your company’s values or employment practices? Do managers and people leaders have the training to effectively lead for fairness and equality in the workforce?

## CONSISTENCY, VALUE, AND WORK CULTURE

According to our national study, Gen Z has a clear view of the leadership style that they think brings out their best performance as an employee. This insight into what most motivates their best performance as an employee is valuable for managers, recruiters, and executives to better understand and engage the generation through the lens of employment.

When it comes to leadership style, Gen Z looks for two primary characteristics: **consistency** and **caring**. In fact, over a third (36%) of Gen Z indicated a **consistent** leadership style—one that has clear and reliable expectations—brings out their best performance as an employee.

### WHICH LEADERSHIP STYLE DO YOU THINK BRINGS OUT YOUR BEST PERFORMANCE AS AN EMPLOYEE?

(BY GEN Z TOTAL; TOP 5 OF 14; RANKED #1/#2/#3)



Almost as many Gen Z (32%) indicated a caring leadership style (focused on feelings, mood, and employee dynamics) brings out their best performance as an employee. In other words, Gen Z has a strong preference for work environments that embrace values like collaboration, mentoring, and teamwork.

Looking further into the data, consistency and caring are *significantly* more important to younger Gen Z employees (18–22), perhaps because they have less experience in the workplace at this point in their lives or simply because they are earlier in adulthood. Interestingly, this characteristic showed considerable variability between Gen Z males and females. While 39% of Gen Z females indicated a **caring** leadership style stimulated high-performance levels, only 25% of Gen Z males selected this factor—a huge 14 percentage points of separation between genders!

In a virtual tie for third place, 25–26% of Gen Z selected **inspirational**, **collaborative**, and **ethical** leadership styles as spurring their best performance. This indicates the leadership characteristics that will attract Gen Z are all people-to-people focused—consistency (fairness), caring (mentoring, coaching, empathizing), inspirational (someone who can ignite dreams and aspirations), collaboration (teamwork and pulling together vs. one-upmanship), and ethical (genuine, fundamental, core values).

**Action to Consider:** What leadership style does your organization most value or reinforce? How do you convey the true value of your employees back to them? How do you evaluate consistency, collaboration, and teamwork within your leadership team? How do you encourage collaboration and teamwork? What actions are you taking to cultivate mentoring relationships?



## SHOW ME THE MONEY—WHEN I DESERVE IT

In a trend in alignment with the other older, employed generations that CGK studies, Gen Z employees respond strongest to monetary rewards and recognition as indicators of their value to an organization. It is also clear that positive feedback, recognition, and reinforcement in the form of monetary or social recognition communicates the meaningful contributions individuals make to the organization. At the same time, both forms of recognition contribute to employee satisfaction by instilling a sense of achievement, value, and recognition.

The study revealed that just over half (51%) of Gen Z said **performance bonuses or cash rewards** show they are valued employees. Monetary incentives were *significantly* more important to older Gen Z (54% for ages 23–26) compared to their younger peers (49% for ages 18–22). **Paid time off** from work ranked as the second most important gauge of value with 42% of Gen Z reporting that this would make them feel valued.

### HOW CAN AN EMPLOYER OR MANAGER MOST SHOW YOU THAT YOU'RE VALUED?

(BY GEN Z; TOP 5 OF 12; RANKED #1/#2/#3)



Older Gen Z were *significantly* more likely than younger Gen Z to feel valued by their employer with paid time off from work and being recognized at monthly and quarterly company meetings. Recognition through company text messages, industry awards, and receiving money to donate to charity were the only methods that younger Gen Z felt valued by their employer *significantly* more than older Gen Z.



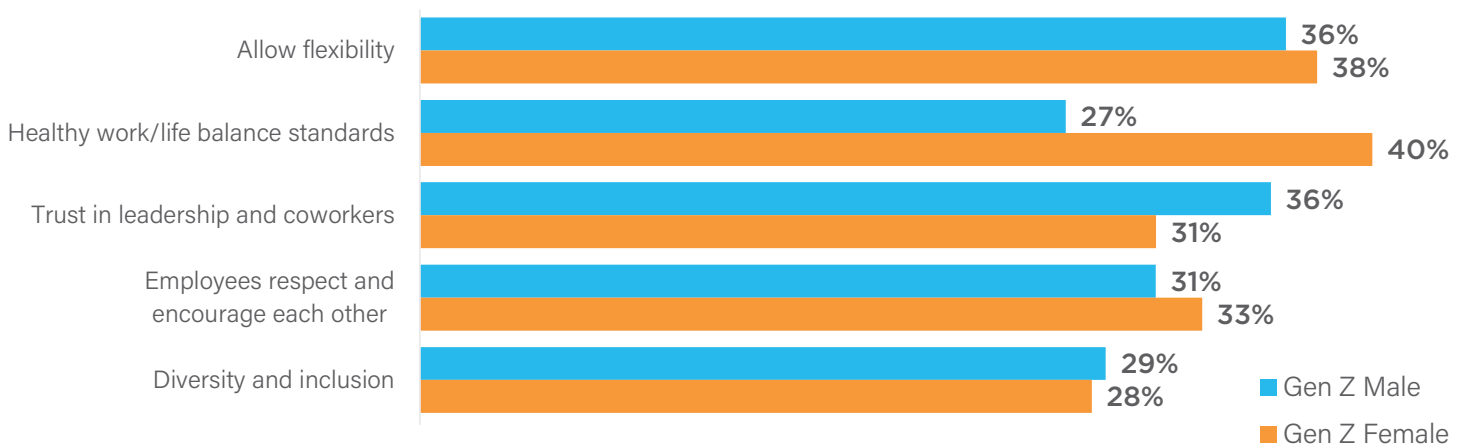
**Action to Consider:** What kind of employee recognition do you provide? Is it standardized across your organization or do individual managers have discretion to recognize and reward those they lead? Have you considered including digital forms of recognition (company blogs, newsletters, social media, websites) as additional ways to recognize employees for their contribution?

## A HEALTHY WORK CULTURE WORKS BEST

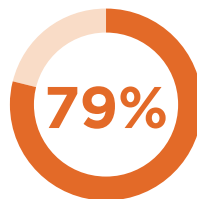
Gen Z also has clear beliefs about important aspects of a healthy work culture. The most important factors in order of preference were **flexibility** (37%), a **healthy work/life balance** (34%), **trust in both leaders and coworkers** (33%), and an environment where **employees respect and encourage each other** (32%).

Once again, our national survey revealed interesting distinctions between male and female Gen Z employees. Gen Z women are *significantly* more likely than Gen Z men to think that a **healthy work/life balance** is the most important aspect of a healthy work culture (40% compared to 27%). Gen Z men, by comparison, are *significantly* more likely than Gen Z women to think that **allowing contribution at all levels** is the most important aspect of a healthy work culture (27% versus 17%).

### WHAT DO YOU THINK ARE THE MOST IMPORTANT ASPECTS OF A HEALTHY WORK CULTURE? (BY GEN Z GENDER; TOP 5 OF 12; RANKED #1/#2/#3)



As Gen Z employees enter and advance in the workforce, it’s critical for business leaders to understand this generation’s experiences and motivations as it relates to a healthy work culture. Our national survey uncovered the most important factors that not only attract Gen Z employees but also influence them to stay with an employer for the long term. Leaders who adopt a **consistent leadership** style that conveys **clear expectations** and **demonstrates genuine holistic concern for the well-being of their employees** are precisely what Gen Z seeks. In addition, companies that **recognize** and **reward** employees are the most effective in clearly **conveying individual worth and value** to employees. And, finally, companies that allow **flexibility**, promote **healthy work/life balance** standards, and that **cultivate trust and mutual respect** are the companies that will attract and retain Gen Z workers.



**79% of Gen Z says if an employer offered free mental health services to all workers, it would make that employer a more attractive place for them to work (compared to 74% of the general population).**

**Action to Consider:** What aspects of a healthy work culture are part of your organization? If you were to add or increase one aspect of a healthy work culture, which one would it be? Do you actively cultivate a collegial, respectful, and welcoming workplace culture that acknowledges the importance of time away from work as well as the health of the work environment?



# GEN Z AS CONSUMERS

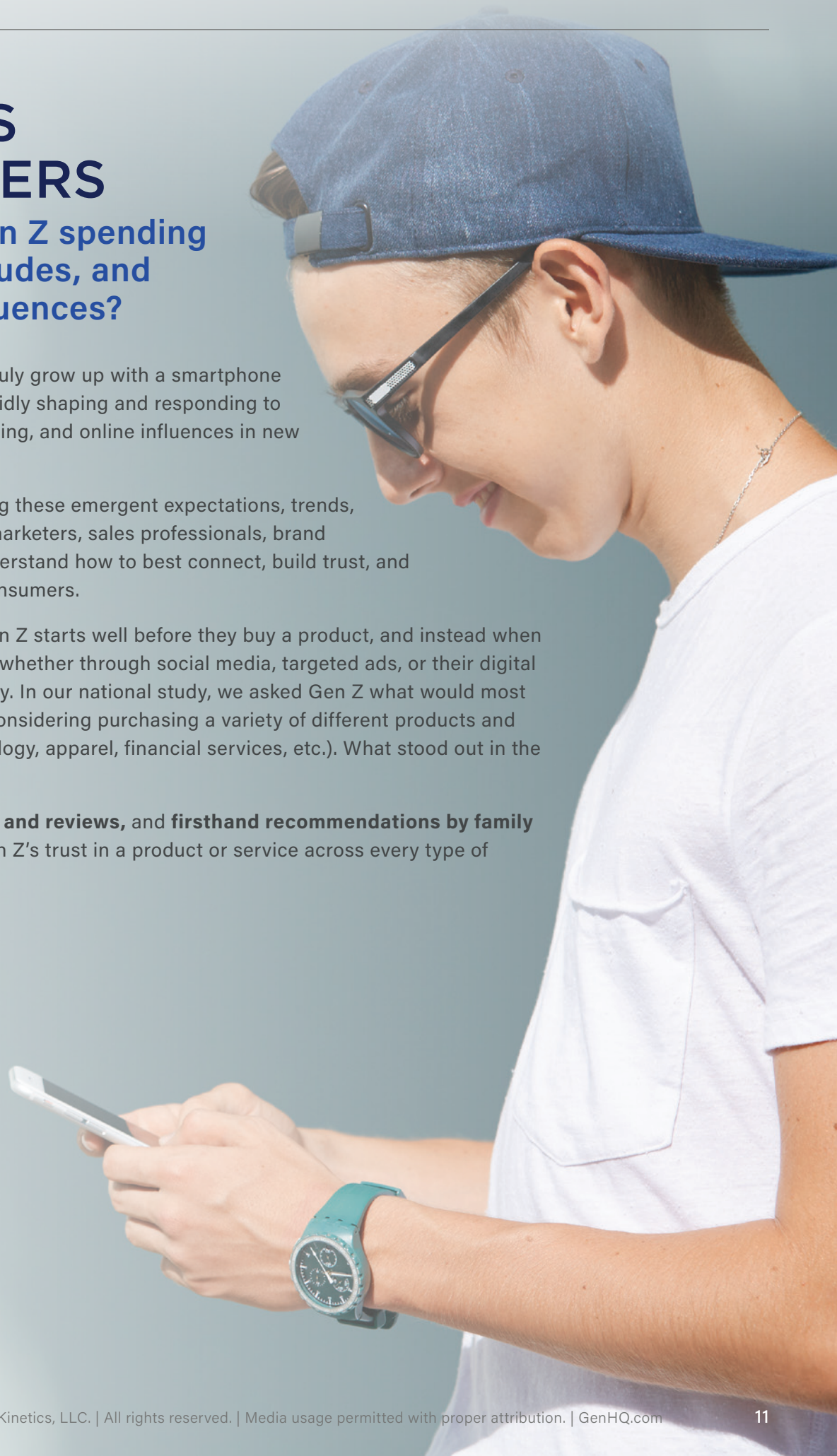
## What drives Gen Z spending behaviors, attitudes, and must-know influences?

As the first generation to truly grow up with a smartphone in their hands, Gen Z is rapidly shaping and responding to digital trends, digital shopping, and online influences in new and emergent ways.

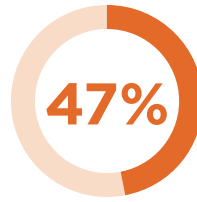
Uncovering and deciphering these emergent expectations, trends, and digital reliance helps marketers, sales professionals, brand leaders, and managers understand how to best connect, build trust, and drive results with Gen Z consumers.

The impact of digital on Gen Z starts well before they buy a product, and instead when they gain initial awareness whether through social media, targeted ads, or their digital connections and community. In our national study, we asked Gen Z what would most increase their trust when considering purchasing a variety of different products and services (consumer technology, apparel, financial services, etc.). What stood out in the findings?

**Verified customer ratings and reviews**, and **firsthand recommendations by family and friends** dominated Gen Z's trust in a product or service across every type of industry tested.









One key discovery was that the industries most likely to be impacted by *online influencers* are the apparel and the food and beverage industries. Another interesting discovery was that Gen Z women's trust is most likely to be influenced by verified customer ratings and reviews when it comes to buying an automobile, consumer technology, or picking a restaurant. So if you're in one of those industries, get those ratings and reviews humming!



**of Gen Z (including 51% of Gen Z women) says being on social media makes them feel worse (compared to 33% of the general population).**

Now, if you're wondering which social media sites Gen Z gravitates to, *and why*—we've got the answers from our national study:

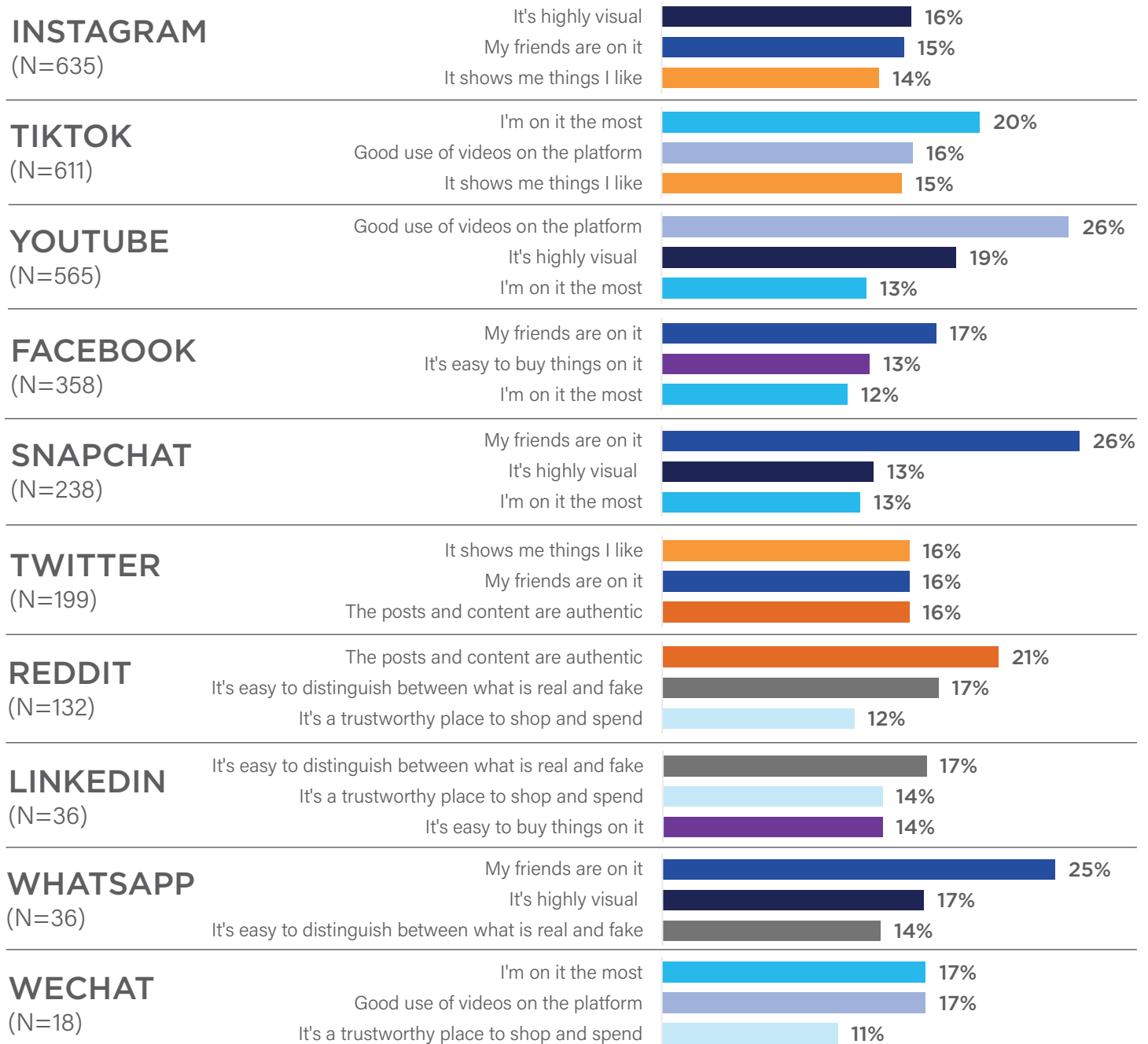
-  **Instagram** - Because it's *highly visible!*
-  **TikTok and WeChat** - Because I'm just *on it the most!*
-  **YouTube** - Because the *videos are great!*
-  **Facebook, Snapchat, and WhatsApp** - Because *my friends are on it!*
-  **Reddit** - Because the *posts and content are authentic!*
-  **LinkedIn** - Because it's *easy to tell what's real and what's fake!*





## WHAT ARE THE REASONS THESE SOCIAL MEDIA PLATFORMS MOST INFLUENCE YOUR SHOPPING OR SPENDING?

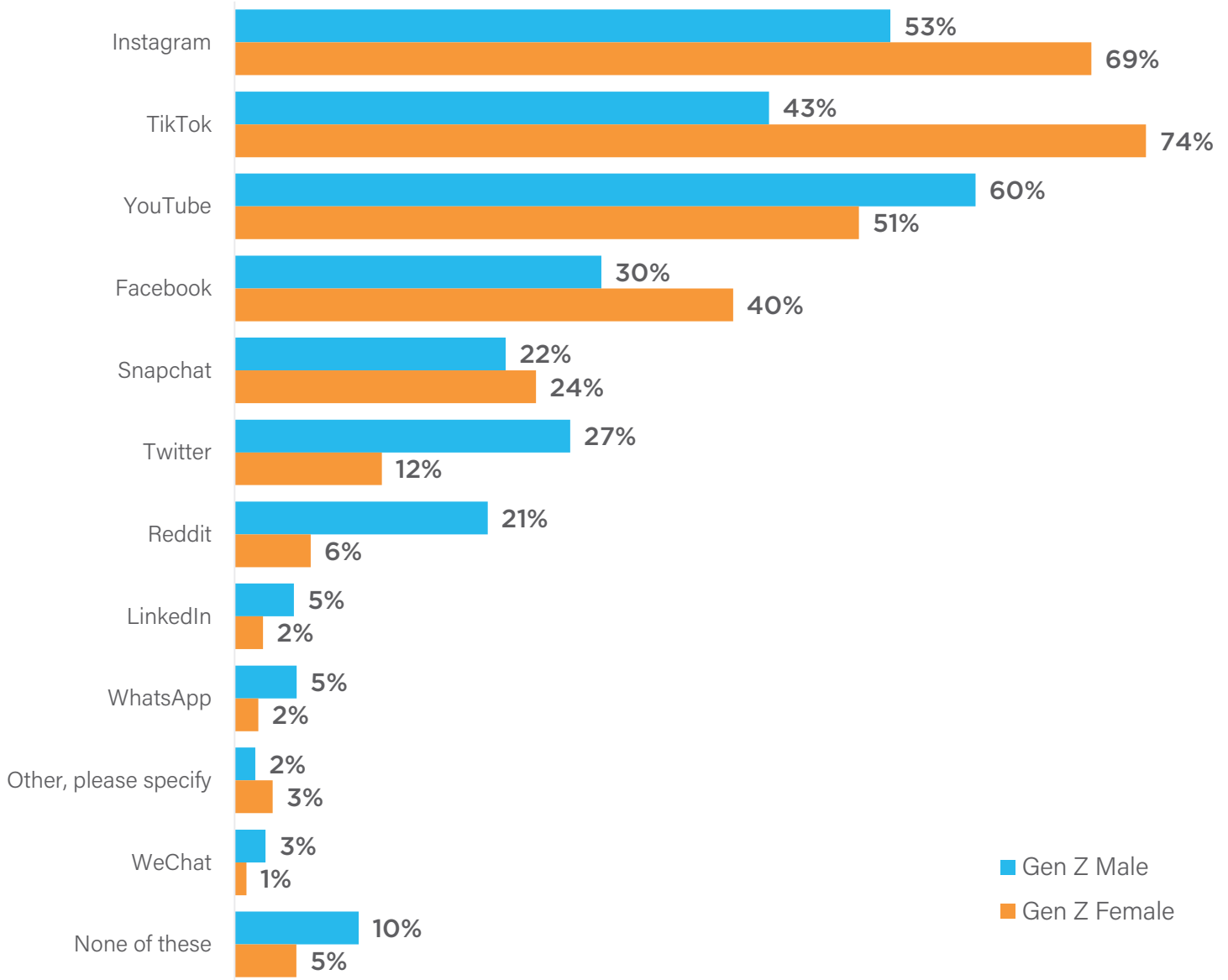
(BY GEN Z TOTAL; TOP 3 OF 11; ONLY INCLUDES THOSE THAT SHOP OR SPEND ON EACH PLATFORM)



We did discover some interesting variances related to age and gender when it comes to consumer influence and social media. For instance, Gen Z women are influenced to spend *significantly* more on Instagram, TikTok, and Facebook while Gen Z men are influenced to spend more on YouTube, X (formerly Twitter), and Reddit *significantly* more than Gen Z women. Younger Gen Z are most likely to depend on TikTok and Snapchat, while older Gen Z prefer to go to Facebook.

## WHICH SOCIAL MEDIA PLATFORMS MOST INFLUENCE YOUR SHOPPING OR SPENDING NOW?

(BY GEN Z GENDER; RANKED #1/#2/#3)



Due to social media, the Internet, ubiquitous mobile devices, and being constantly connected across geographies and time zones through technology, Gen Z has much more access to an endless variety of opinions, perspectives, and experiences associated with specific brands and products than any preceding generation.

Gen Z takes full advantage of this access to information and insights about brands, products and services by using their digital nativeness to review opinions, ask friends, read online ratings, and include a variety of variables in their customer journey decisions. It is important for companies to understand both the natural inclination Gen Z has to research products and services online across industries and prices as well as the unique strengths and preferences for individual social media platforms that might align with a brand's current strength or potential area of opportunity.



**Action to Consider:** Does your current social media engagement and activation strategy align with the reason why Gen Z says they prefer each platform? Can you test different marketing, advertising, and engagement messages and approaches with different platforms to see what works best with Gen Z now? How are you measuring your Gen Z success and ROI or ROAS on each platform specific to your brand, products, or services?



# GEN Z AND THEIR MONEY

## What does Gen Z think about money, savings, and retirement?

Gen Z is now up to age 26. Depending on when they entered the workforce, they might have up to ten years of work experience, or they could be entering the workforce for the first time right now. No matter their starting age in the workforce, Gen Z already has been engaging with money through their spending, saving, and considerations for their future. Given they've been through a pandemic, historically fast interest rate increases, and a staggering inflationary period, it is important to uncover how they view money, saving, and their personal financial future.

Our national study sought to reveal what Gen Z's current thinking is about money, saving, debts, budgeting and more. Revealing this perspective now will be helpful to understand Gen Z's current mindset and behaviors about money and also to see how it evolves as they earn more money, increase their wealth, and move further along their financial future. While it's true that financial goals evolve over the course of a lifetime, getting a snapshot now is incredibly helpful for understanding Gen Z and what is happening within the generation.



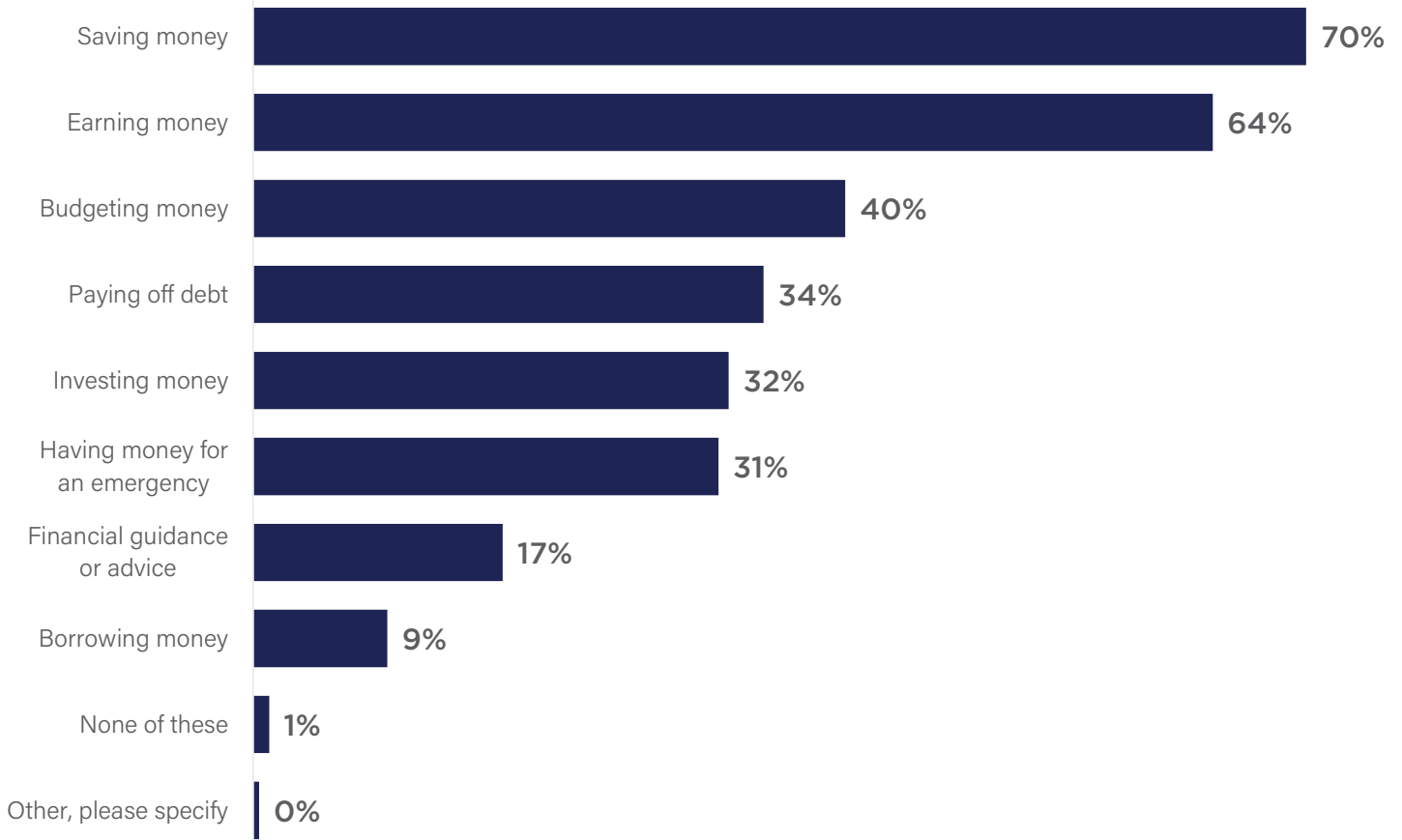
**70%**  
of Gen Z believes the government should provide every person in the U.S. with a universal basic income (compared to 61% of the general population).



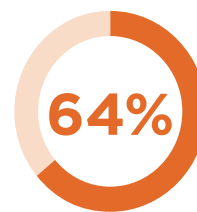


Our national study shows that both older and younger Gen Z are focused on **saving money** (71% and 70% respectively). But older Gen Z are *significantly* more focused on **paying off debt** (38%). In addition, Gen Z women are *significantly* more focused on **saving** than Gen Z men (76% compared to 63%) while Gen Z men say that **investing and borrowing** are *significantly* more important financial goals for them at this moment compared to Gen Z women (39% compared to 27%)

**RANK THESE FINANCIAL GOALS IN TERMS OF IMPORTANCE IN YOUR LIFE RIGHT NOW**  
(BY GEN Z TOTAL; RANKED #1/#2/#3)



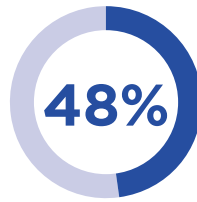
Now that we have insight into what Gen Z is thinking about their money and financial plans, where do they go for advice on financial decisions? When it comes to seeking financial advice, the #1 place Gen Z goes for advice (48%) is asking their **parents** for guidance. Following that, a third of Gen Z **search online for specific information**. Finally, using a **financial professional, asking friends for advice**, or searching **social media** sites for financial intelligence were all rated between 25%–29% for the third to fifth options of where they go for financial advice.



**64%** of Gen Z thinks they will one day be able to afford to retire.

As Gen Z continues to transition further into adulthood and the experiences, responsibilities, and freedoms that go with it, their financial emphasis may change as they potentially take on more debt (from college to a mortgage), more financial commitments such as a rental lease or car payment, and other personal responsibilities. While parents are clearly the first resource they go to for financial advice—likely due to Gen Z’s

age—it will be increasingly important for financial professionals to engage them and provide expert assistance as well as for Gen Z to discern which online resources provide credible advice that is in Gen Z’s best interest.



**48%** of Gen Z says someone’s student loan debt affects whether or not they think they can marry them (compared to 39% of the population).

**Action to Consider:** What is the best financial advice you would give Gen Z? What websites might you recommend to Gen Z for financial education? Who would you direct Gen Z to in your network to receive financial advice or expertise?





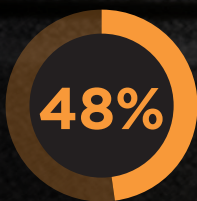
# MINDSET AND LIFE PERSPECTIVE

## What is most impacting Gen Z's mindset and life perspective?

We've talked a lot about Gen Z as employees, as consumers, and as young, increasingly financial (in)dependents. But who are they as emerging adults? What is their general outlook on life? How do they see themselves? And who do they think has the most influence on them? We asked them those questions and discovered some distinctive differences among Gen Z men and women.

First, when it comes to big life events...things like buying a house, dream vacations, completing a college degree...Gen Z women pretty much plan to do it all. In fact, Gen Z women are *significantly* more likely than Gen Z men to say they *plan* to do nine of the fourteen life events we surveyed! Those are some big plans.

Gen Z women are *significantly* more likely to say, that in the future, they want to *be able to retire, buy a house, take a dream vacation, find a career they love, invest money, buy a car, and volunteer regularly!* Gen Z men are significantly more likely to say they *plan to start their own business and have a pet.* And just for the record, the two genders were pretty much even on the remaining three items: having children, living on their own, and getting a driver's license.



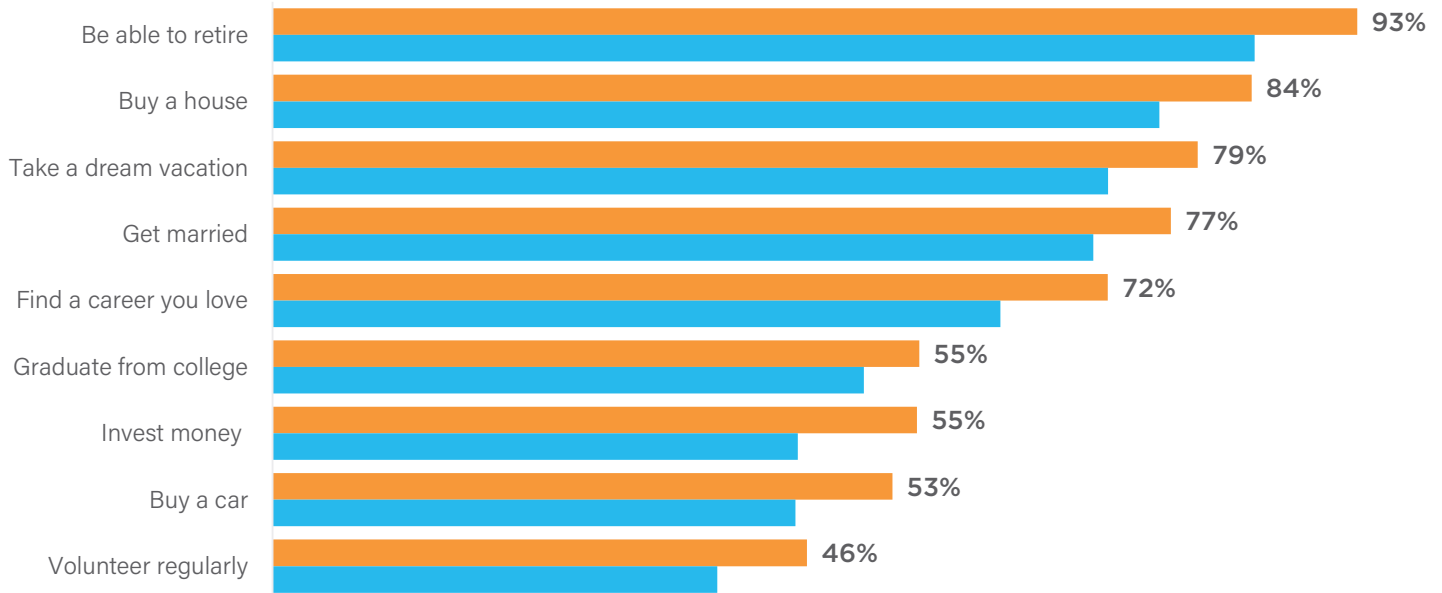
**of Gen Z believes the odds are stacked against them (compared to 39% of the general population).**



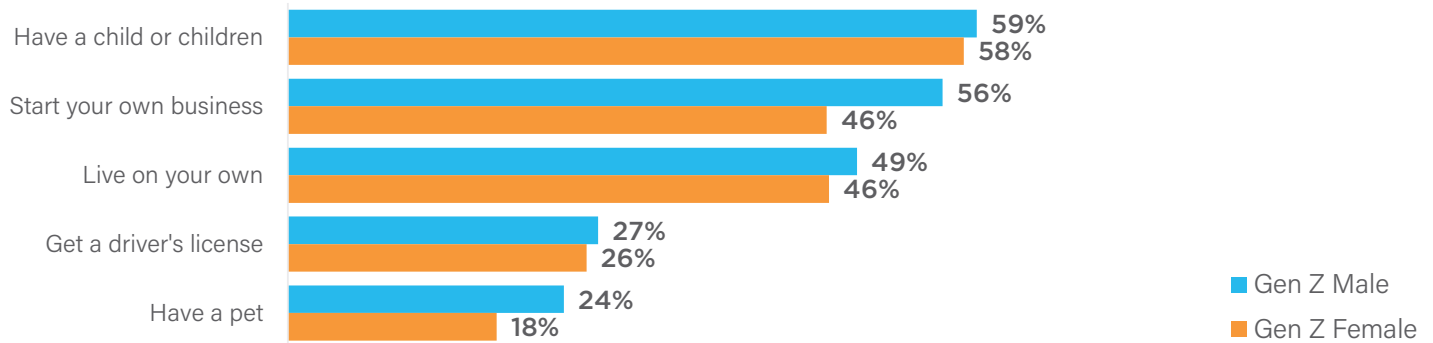


## WHICH OF THE FOLLOWING LIFE EVENTS DO YOU PLAN TO DO IN THE FUTURE? (BY GEN Z GENDER)

### GEN Z FEMALE

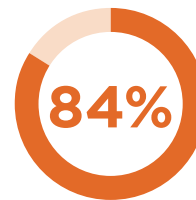


### GEN Z MALE



■ Gen Z Male  
■ Gen Z Female

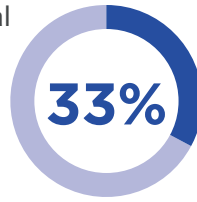
Going deeper into Gen Z's daily life, our study looked at the habits that constitute the behaviors which make up their life experience. When it comes to good and bad daily habits, the distinctions between Gen Z men and women are pretty interesting. Gen Z men said their **best** daily habit was exercise (44%) and their **worst** daily habit was procrastination (38%). Gen Z women reported their **best** daily habits were prioritizing mental health and being clean and organized (tied at 35%), while their **worst** daily habit is overthinking things or being stuck thinking about the past or future (44%). As far as good daily habits are concerned, Gen Z men only outscored women on exercise (44%) and a good work/life balance (although this was really close, at 33% and 32%!).



84% of Gen Z thinks we have a mental health crisis in America.

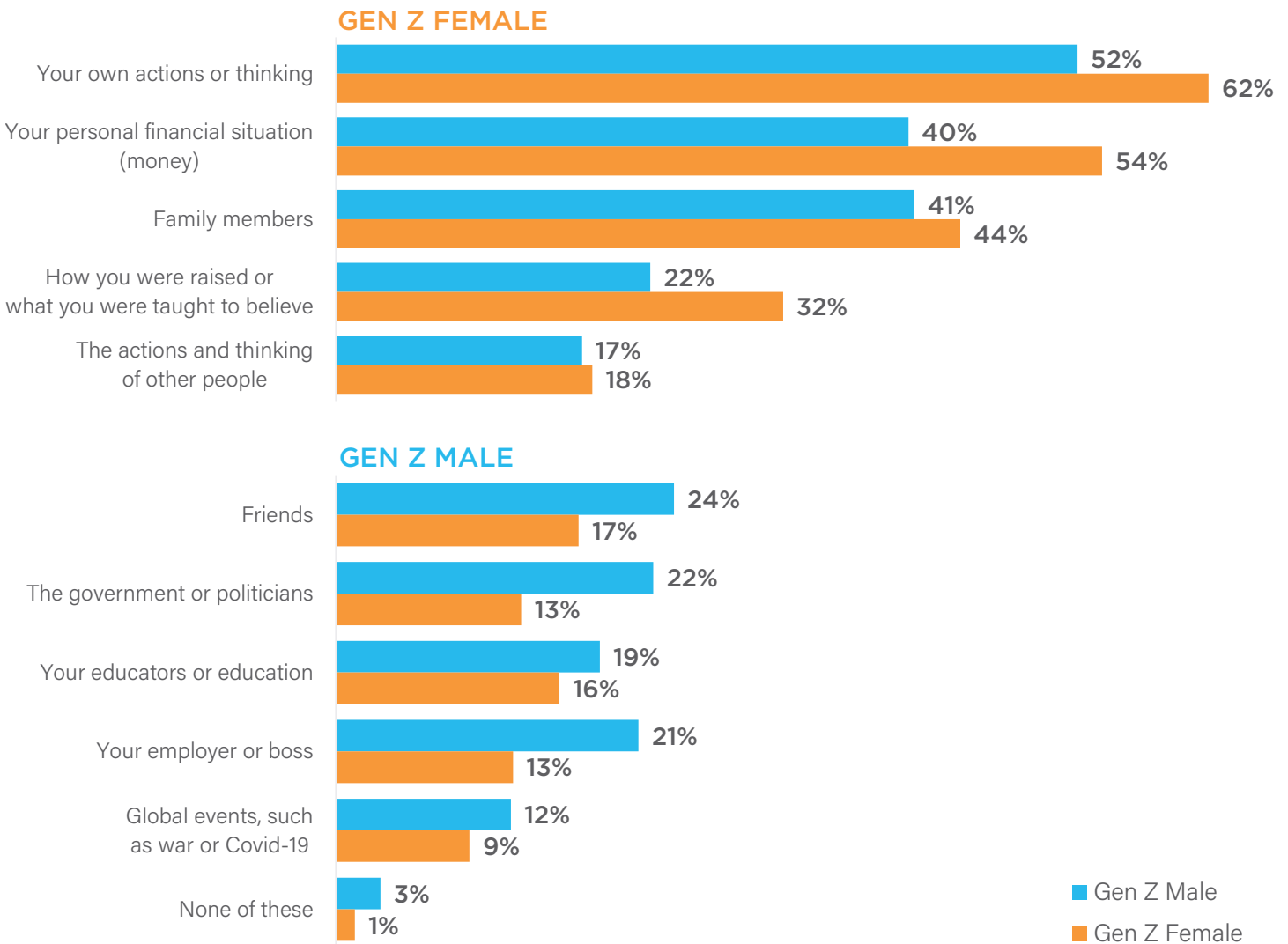
Taking a different tact, the study explored who Gen Z thinks most has control over their life now. The results show that Gen Z most believes that they are in control over their own actions or thinking, but the results differ by gender. Gen Z women were much stronger in reporting that their own actions or thinking has the most control over their

life now (62% of women vs. 52% of men), their personal financial situation (54% vs. 40%), or how they were raised or taught to believe (32% vs. 22%). Looking at Gen Z men's choices, they were *significantly* more likely than women to believe friends exert the most control over their life (24% of men vs. 17% of women), the government or politicians (22% vs. 13%), or their employer or boss (21% v. 13%).



of Gen Z worries that past social media posts or comments that they've made could limit their employment, education, or other opportunities (compared to 23% of the general population).

### WHAT OR WHO DO YOU THINK HAS THE MOST CONTROL OVER YOUR LIFE NOW? (BY GEN Z GENDER; RANKED #1/#2/#3)



**Action to Consider:** What would you consider your best and worst daily habits? Are those similar or different from Gen Z? What habits have you observed when it comes to Gen Z? How would you answer the last question about who has the most control over your life?

# KEY STUDY TAKEAWAYS AND CONCLUSION

Gen Z is already having a big, measurable impact on employers, as consumers, and within their communities—and this exciting generation is still entering adulthood! As you read our latest *State of Gen Z®* report and its discoveries, you likely felt the wonder and energy this vibrant generation exudes.

In just a couple of years, Gen Z will represent more than 25% of the entire workforce. In fact, they already constitute 30% of the world's population! Gen Z has *very* definite ideas about what they want from leaders today, how they engage technology in their consumer journey, what is on their mind when it comes to money, and the impact of habits and mindset on their life.

To help you implement the findings from our 7<sup>th</sup> annual State of Gen Z® study, here are four key takeaways:

## Leadership and Work: What does Gen Z want from leaders today?

Gen Z values fairness and equality in action as well as consistency, clarity, and care. They seek equality, clear rules that are consistently applied, and open communication. In addition, Gen Z is looking for collaborative support and empathetic leadership as well as leadership that instills confidence. Gen Z also wants to be part of a caring organization that inspires them, embraces strong values, and provides a variety of rewards that shows Gen Z's value in alignment with a healthy work culture.

State of Gen Z® Insight: Gen Z thinks a leadership style focused on *consistency* and *caring* and *having good communication skills, including listening*, brings out their best performance as an employee.

## Gen Z as Consumers: What drives Gen Z spending behaviors, attitudes, and must-know influences?

The social media landscape represents a critical tool to reach Gen Z consumers. Gen Z naturally gravitates to digital platforms via their smartphone for information, recommendations, stories and reviews about product, brands, services, and experiences. However, within the generation there are important differences based on their social media platforms, why they choose them, and how they drive influence.

State of Gen Z® Insight: *Verified customer ratings and reviews and firsthand recommendations* by family or friends will **most** increase Gen Z's trust in **every type of industry tested!**

## Gen Z and Their Money: What does Gen Z think about money, saving, and retirement?

As Gen Z gains more financial, life, and work experience their financial needs and understanding is evolving, too. Right now they most turn to parents for advice, and a full 41% of them do not have any money saved for an emergency. However, Gen Z's financial prowess will grow and mature as they do which creates an opportunity for financial resources from advisors to news sources to help the generation navigate their journey and pursue their goals.

State of Gen Z® Insight: The most important financial goals in Gen Z's lives right now are *saving money* and *earning money*. Older Gen Z members are focused on paying off debt.



## Mindset and Life Perspective: What is most impacting Gen Z's mindset and life perspective?

Gen Z is showing strong signs of adulthood said that their own actions and thinking most control their life. The generation also acknowledges and can identify both their good and bad habits as well as clarifying their thinking around achieving goals and creating the future they want. It will be very important to continue to study Gen Z's mindset and life perspective as they move further into adulthood, gain new experiences, and take on more responsibilities.

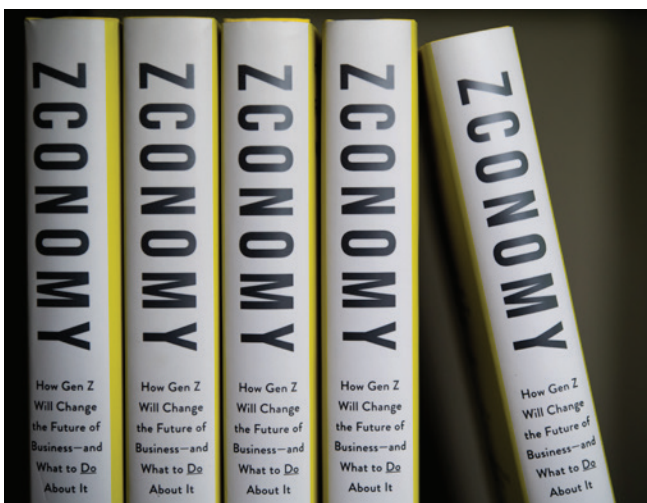
State of Gen Z® Insight: In fact, 77% of Gen Z *feels confident in their ability to achieve their goals or create the future they want.*

## IN CONCLUSION

Gen Z is already an important piece of the social, employment, and consumer landscapes around the world. Their trendsetting power and influence are only going to increase for years to come. Whether you employ Gen Z, market to Gen Z, educate Gen Z, or are related to them(!), understanding their view of the world and how they think about key aspects of work, life, shopping, and connecting deepen your understanding of the forces that drive and influence this exciting generation. Welcome to the early days of a new and exciting world...envisioned by Gen Z and that will eventually be influenced and led by them in decades to come!

At CGK, we will continue to study Gen Z as they emerge, evolve, connect, influence, and drive change and impact. We love sharing our latest discoveries with leaders around the world so they can make informed decisions and take action to drive measurable results. It's our passion! Do you have a meeting or event where you would like a member of CGK's team to share insights, stories, and specific strategies to unlock the potential of Gen Z and every generation? Please reach out.

We'd love to speak for you or collaborate on a custom national or global research study that solves your strategic challenges and can make you a research-based thought leader in your industry. Separating myth from truth through statistically accurate data to drive results gets us fired up. We're thrilled to be on this journey of discovery and connection with you.



Do you want strategies, tactics, and practical solutions to unlock the potential of Gen Z as team members, consumers, and trendsetters? Check out our bestselling book on Gen Z, ***Zconomy: How Gen Z Will Change the Future of Business and What to Do About It***. The book has been translated into seven languages and is required reading at leading companies and organizations around the world.

Get two free chapters of Zconomy and learn about bulk discounts for your team at:

[GenHQ.com/The-Generations-Hub/Zconomy/](https://GenHQ.com/The-Generations-Hub/Zconomy/)



## THREE ACTIONS TO UNLOCK THE POTENTIAL OF GEN Z

1. **Awareness** - Invest the time to clarify and recognize your thoughts on Gen Z so you can reveal your view of the generation. Based on the Gen Z you know, what stands out about the generation? What do you find are their strengths and characteristics?
2. **Engagement** - Find Gen Zers in your immediate network—family, friends, coworkers, customers—and ask them to show you how they use social media. Ask them about their favorite platform, what influencers stand out to them, and what was the last item they bought because they saw it or learned about it on social media.
3. **Education** - Invite a member of the CGK team to share our insights, strategies, stories, and practical actions at an event or meeting you host or attend. We love delivering inspiring, engaging programs that are highly customized. In fact, our team has received over 1,000 standing ovations! Reach out to us at [Info@GenHQ.com](mailto:Info@GenHQ.com)

Thank you, again, for investing the time to understand Generation Z at this critical period in their emergence. The world is a better place when we take time to understand each other. At The Center for Generational Kinetics, we are committed to studying Gen Z and every generation to separate myth from truth for leaders. We believe every generation brings tremendous value and should be valued. We are grateful for you and your desire to share in this understanding so you can take informed action to bridge generations.

Sincerely,

Denise Villa, PhD, CEO

Jason Dorsey, President





# THREE WAYS WE HELP YOU SOLVE GENERATIONAL CHALLENGES AND INSPIRE EVERY GENERATION

## 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 team of acclaimed speakers works closely with you to develop and deliver a highly customized keynote presentation to a full-day workshop that provides inspiration, engaging insights, and ready-to-use actions. CGK's clients include many of the biggest brands in the world across a variety of industries including financial services, healthcare, technology, retail, manufacturing, non-profits, and many more. [Reach out to us today](#) for a preview video, content options, and to check the availability of our speakers.

## Research to Make You and Your Company a Research-Based Thought Leader

In highly competitive markets, leading original research is a fast, proven way to stand out and attract business, build trust, and gain media attention. CGK's expert research team has led over 120 custom studies that have made brands, individuals, and organizations around the world thought leaders—and often in only ninety days. We'll collaboratively design the study with you and then field the study to provide you with all the best, statistically-accurate discoveries that you own. Do you want to be a research-based thought leader and stand out in your industry? [Contact our friendly research team](#) to set up a conversation about our unique process that drives measurable outcomes.

## Retained Advisory Solution for Executives and Organizations

Over 700 clients have counted on CGK's expertise to help them navigate generational change, challenges, and behavioral trends that were upending their business and industry. CGK's Retained Advisory Solution provides the on-demand insights, expertise, and solutions to solve challenges from employee recruitment and retention to informing marketing and fueling sales growth. Working with CGK delivers world-class generational and trends expertise and deep frontline experience to drive practical solutions and tangible results. [Reach out to us today](#) to learn more about our advisory relationship and schedule a conversation with our practice leader.



# ABOUT THE STUDY'S AUTHORS



## Denise Villa, PhD, CEO

**Researcher | Bestselling 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 the bestselling book, *Zconomy: How Gen Z Will Change the Future of Business and What to Do About It*.

Dr. Villa is also a seasoned 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 an administrator at both middle and high school levels and early in her career was a middle school teacher. She has been an executive in 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](https://GenHQ.com)



## Jason Dorsey, President

**Researcher | Global Speaker**

Jason Dorsey delivers transformational insights and original research that solve business challenges. 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 around the world. His clients range from Mercedes-Benz and the Four Seasons Hotels to Frito-Lay, Hershey's, HCA, Discover, Hilton and numerous technology companies and private equity firms. Jason serves on corporate boards and is a venture partner at a venture capital firm. He is known for his generational discovery and quote "Technology is only new if you remember 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](https://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 solving business challenges through behavioral insights.

CGK's team leads original research around the world to solve consumer and workforce challenges across generations as well as leading primary research that makes clients research-based thought leaders. CGK has worked with over 700 clients around the world, from the biggest global brands to governments, trade associations, and private equity funds.

Each year, CGK releases its State of Gen Z® research report to advance research-based conversations about Gen Z. CGK's team, including Dr. Denise Villa and Jason Dorsey, has been featured on over 200 TV shows and 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 research and speaking at [GenHQ.com](https://GenHQ.com).



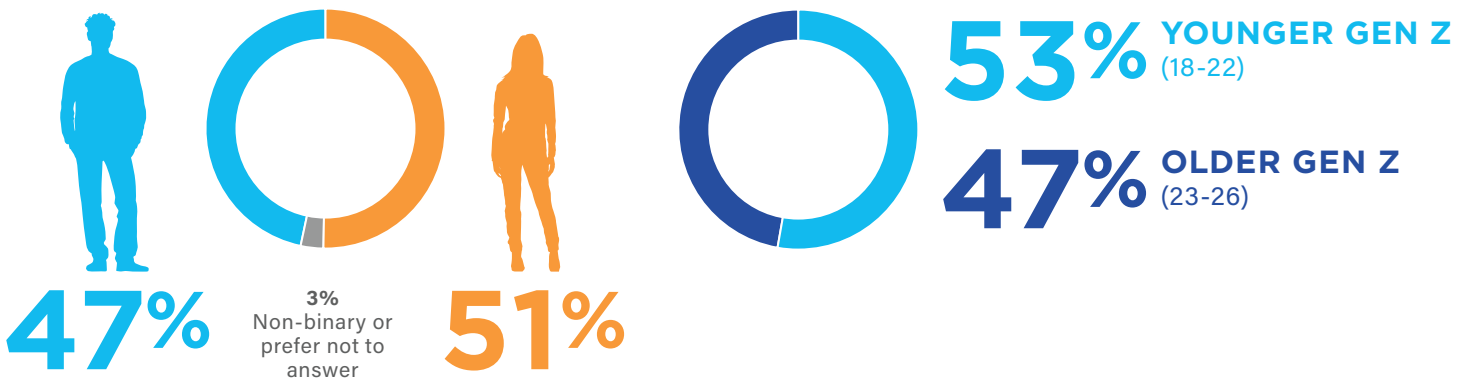
Denise Villa, PhD, CEO and Jason Dorsey, President, co-founders of The Center For Generational Kinetics

# NATIONAL STUDY METHODOLOGY

The Center for Generational Kinetics, LLC led this original, nationwide research. The national study included a custom 30-question Gen Z survey. The quantitative study was administered to 1,027 U.S. respondents ages 18–26. The sample was weighted to the 2020 U.S. Census data for age, gender, ethnicity, and region.

The survey was conducted online from May 25, 2023, to June 14, 2023. It has a margin of error of +/-3.06 percentage points.

COMPLETED BY **1,027** U.S. GEN Z PARTICIPANTS (AGES 18-26)



**24%**  
WEST

**21%**  
MIDWEST

**37%**  
SOUTH

**18%**  
NORTHEAST

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## Contact Us Today

Reach out to see how we can help.  
We look forward to hearing from you!

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