

Getting to know Gen Z

GW.

What's coming up today

- 01 Who is GWI?**
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- 04 The discovery dilemma**
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Who is GWI?



The world's largest study into the digital consumer

Getting to know Gen Z



Unique
questions



Better
responses



Faster
insights



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47

countries



800k+

Interviews per year



22M+

panelists

We cover every corner of America



50

US states

210

designated
market areas

240M

connected
consumers

US Gen Z in 2022



16%

**of the
population
at varied
life stages**

\$140B

**estimated
in spending
power**

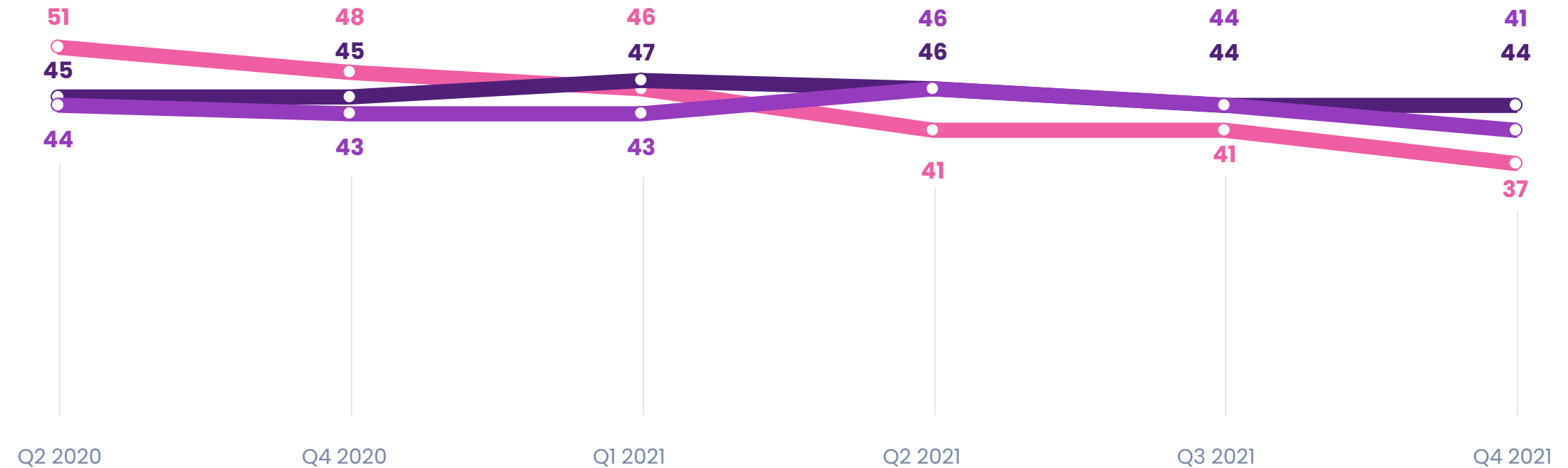
1/5

**describe
themselves
as LGBTQIA+**

The weight of the world

% of US Gen Z who are worried about the following

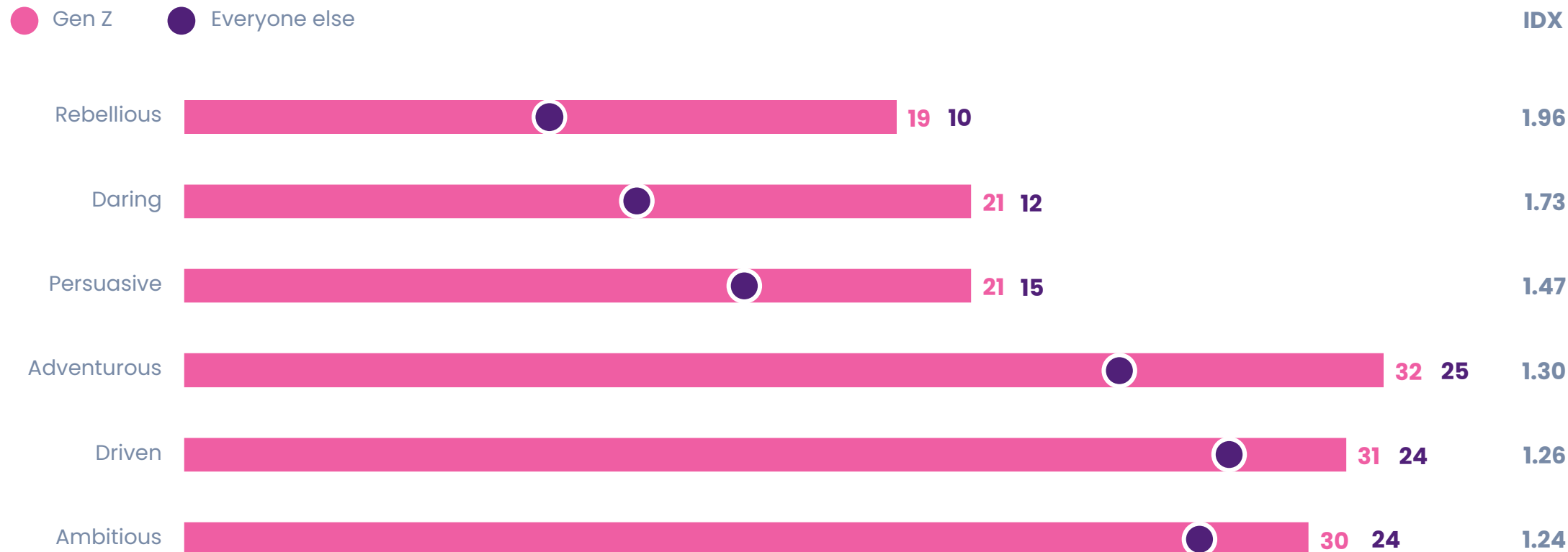
● Infectious diseases and viruses (e.g. Influenza, COVID-19) ● Climate change ● Gun violence



**14% of US Gen Z would
rather think about the
past than the future**

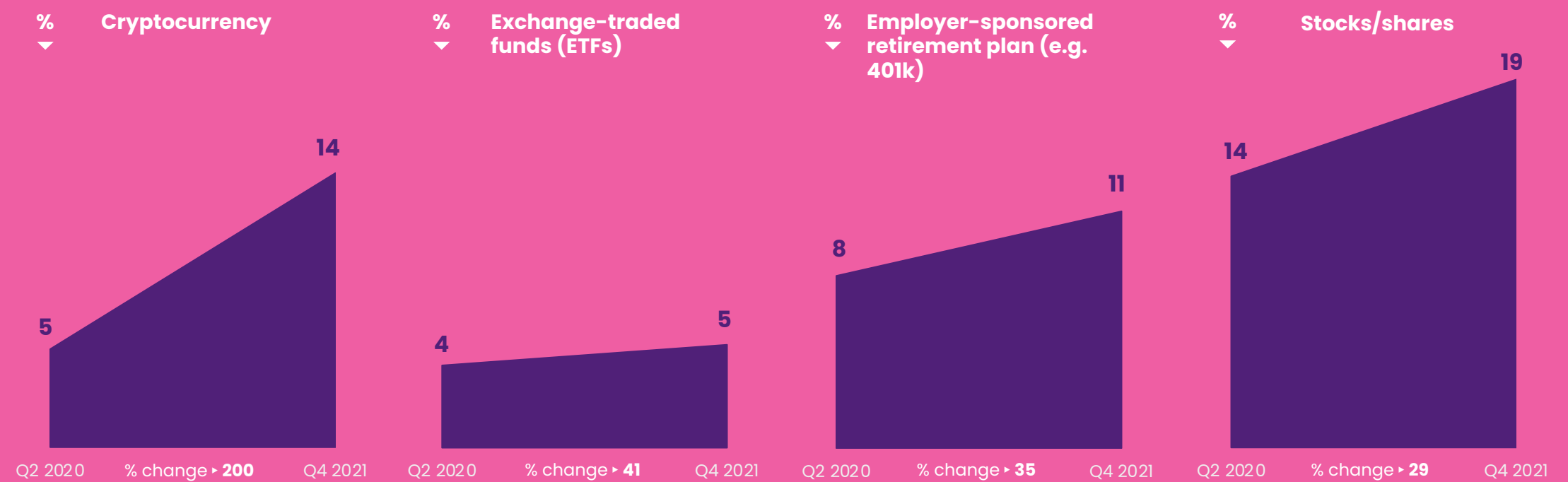
Aspiring expressions

% of US Gen Z and non-Gen Z who say the following describes them (sorted by top over-index against non-Gen Z)



Hunger for success

% of US Gen Z who currently have the following investments and assets, sorted by % difference



The pulse of health

**Encompassing health and
happiness into everyday**

Getting to know Gen Z



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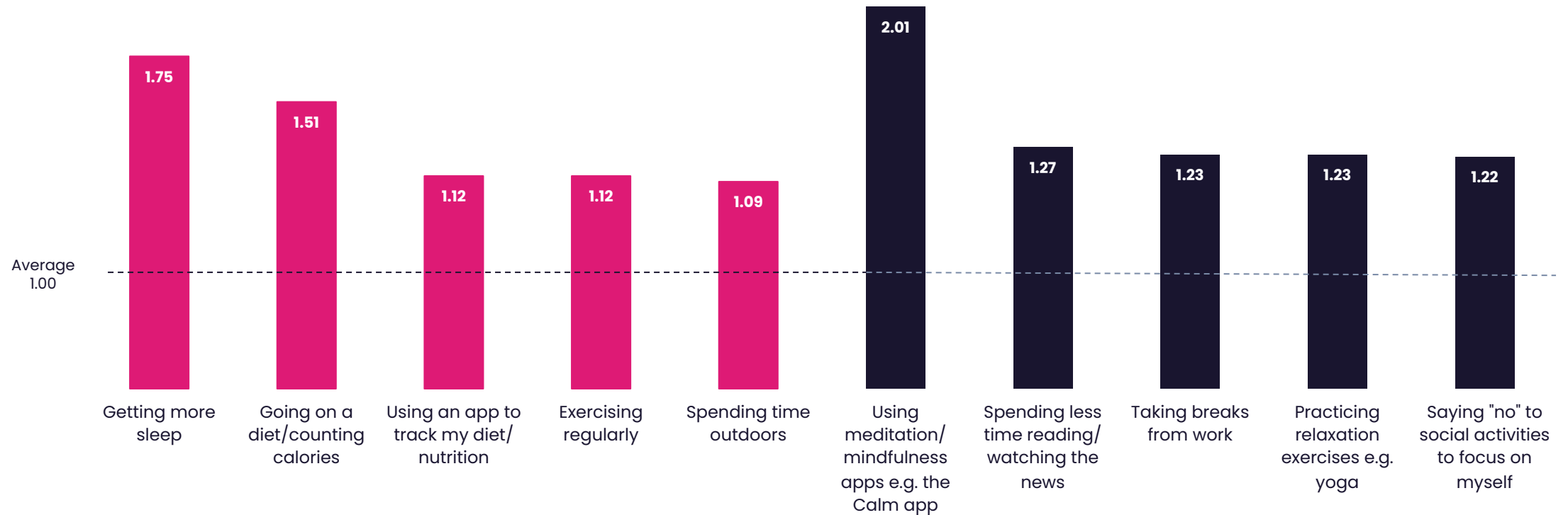
**36% of US Gen Z are worried
about the cost and quality
of healthcare**

Self-safeguarding systems

% of US Gen Z who are doing more of the following since the pandemic started

Physical health (sorted by top over-index)

Mental wellbeing (sorted by top over-index)



Putting mental health on the map

% of US Gen Z and non-Gen Z who agree with or feel the following statements describe them

● Gen Z ● Everyone else

I think it's okay for people to say when they are struggling 54% ● 61%

I think we should be more open about mental health 49% ● 49%

I am prone to anxiety 31% ● 44%

I am comfortable talking about my mental health 39% ● 45%

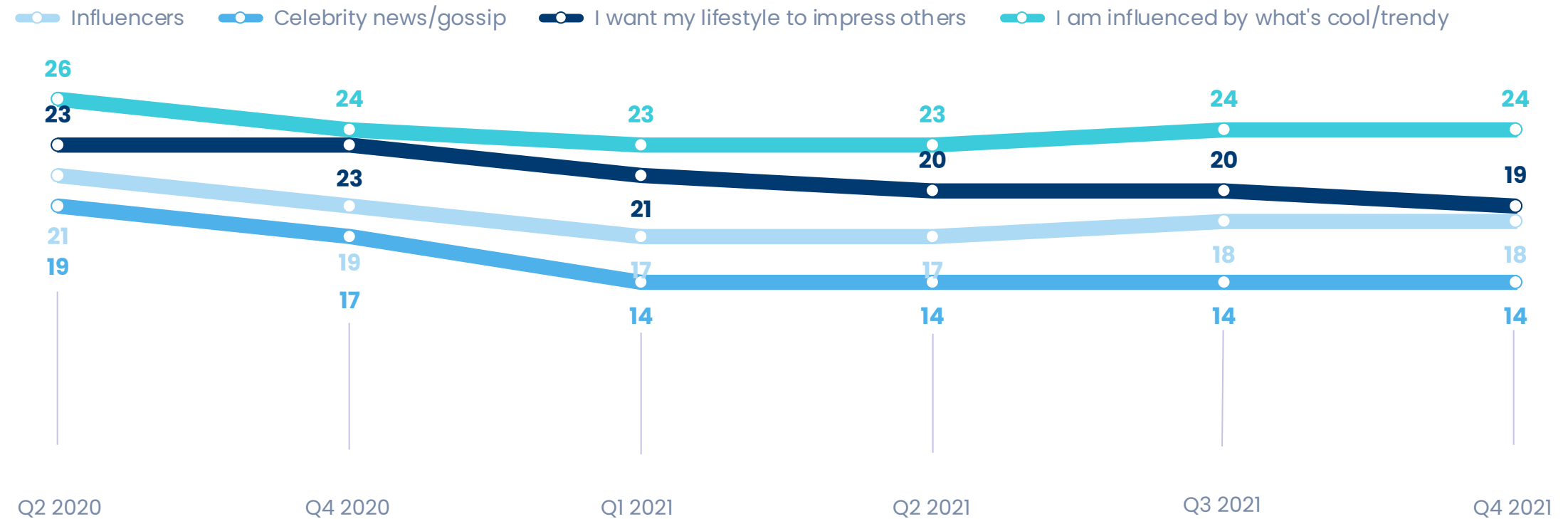
The discovery dilemma

**Authentic content in an
age of misinformation**



Authenticity matters

% of US Gen Z who are interested in or agree with the following



**45% of US Gen Z are now
more worried about
misinformation**

Getting the right intel

% of US Gen Z who say the following are the main ways they find out about news stories



Watching the news on TV

36%



Visiting news websites/apps

36%



Following news services on social media

26%



Via content shared by friends and family

23%

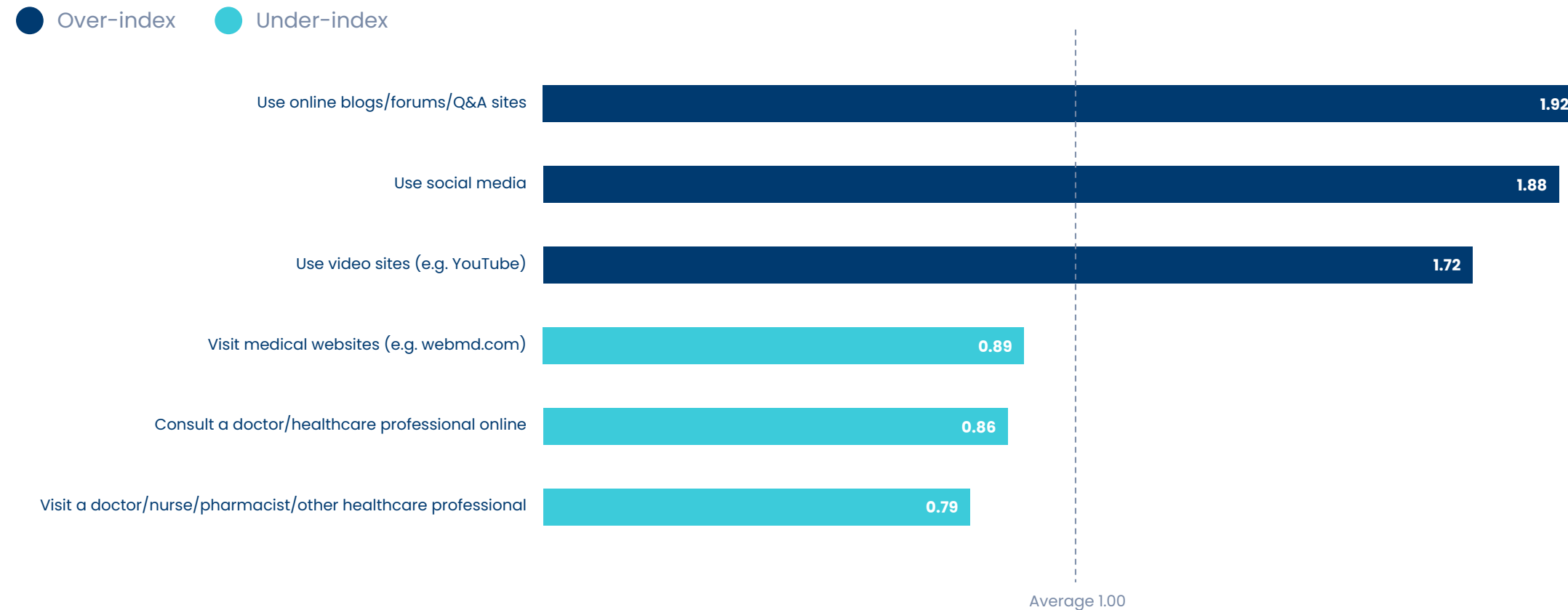


Listening to news podcasts

18%

DIY diagnosis

% of Gen Z who say they do the following to research / diagnose their symptoms when feeling unwell, sorted by top over-index



A flexible future

Engaging in the
next normal

Getting to know Gen Z



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Hybridization: from digital to #irl

% of US Gen Z who feel the following are important when they shop

In-store (sorted by top over-index)	% ▼	IDX
Product demonstrations	16	1.36
Limited interactions with attendants	23	1.18
Free gifts	31	1.15
Self check-out/self-service options	39	1.13
Good fitting rooms	29	1.02

Online (sorted by top over-index)	% ▼	IDX
Tailored/personalized recommendations	12	1.58
Competition entry	7	1.49
“Likes” or positive social media comments	17	1.42
Eco-friendly delivery (e.g., carbon-neutral, bag-free)	15	1.42
Bookable delivery slot	7	1.41

Remote working realities

% of US Gen Z and non-Gen Z who say the following describe their experience with remote working

● Gen Z ● Everyone else



Maintaining connections

% of US Gen Z who want brands to do the following (sorted by top over-index)



Key takeaways



Adapt ways to engage

with this highly concerned demographic



Create a safe space

as Gen Z struggle with anxiety and need help opening up



Distinguish discovery

across all forms of media as Gen Z broaden their sources



Find flexibility

across all aspects of life to service this adaptable generation



Listen and learn

to the most diverse demographic yet

Want to know more?



Find me at booth 201

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