

GEN Z STATE OF MIND

Next Gen 4.0

July 2024

EVERYONE
HAS A STORY

QPR certified



How did
we
get here



address a client
need



Build upon
previous
learnings

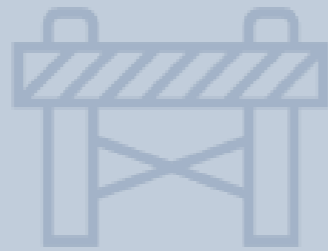


illuminate an
important topic

Research OBJECTIVES



Gen Z's Unique
View and
Why it Matters



Significant
Challenges



Coping
Strategies



How Brands
Can Play a Role



Best
Practices

Who
is
Gen
Z?

BORN

1997

THROUGH

2012

(12 to 27 years old)

METHODOLOGY

ONLINE COMMUNITY

n=65



4-day online
pop-up community



Discussions,
photo uploads, polls
& surveys

Qualitative

n=41



12
Virtual WIDIs
60 minutes



2
Creative Connects
120 minutes

Quantitative

n=1,008



Online survey using
Viewpoint Forum
*(MarketVision's proprietary internet
platform)*



10-minute survey
On average



RECRUITMENT CRITERIA

Aged 18 – 26
A mix of gender, ethnicity, income level,
employment, and education

Special Thanks To



For their donation

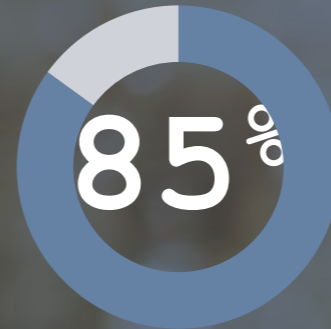
Partnership

A young man with short brown hair, wearing a dark blue quilted jacket and blue jeans, stands in a park. He is holding the leash of a brown dog, possibly a Weimaraner, which is sitting and looking to the right. The background shows a grassy field, bare trees, and a body of water in the distance. The image has a dark blue overlay on the left and top, and a white geometric shape in the top left corner.

MENTAL HEALTH PERCEPTIONS

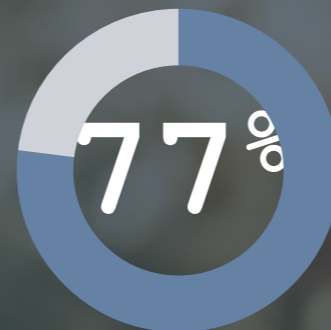
Mental Health PERCEPTIONS

HIGH IMPORTANCE & Impacts
Everything



believe mental health is extremely/very important

(Top 2 Box)



believe their state of mental Health greatly impacts their life

(Top 2 Box)

How Gen Z thinks Mental Health is Perceived by others

EMPOWERING POSITIVE AVOIDED CONFUSING ACCEPTED
STIGMATIZED IMPORTANT HOPEFUL
ACKNOWLEDGED INSPIRING VALIDATED
MISUNDERSTOOD
SHAMEFUL COMPLEX UNDERDISCUSSED
OVERLOOKED NORMALIZED INSIGNIFICANT PREJUDICED

Evolving attitudes & Decreased Stigma

Stigma

Openness & Acceptance



Boomers

60 - 78



Gen x

44 - 59



Millennial

28 - 43



Gen z

12 - 27

“

I think this generation is trying to right a lot of wrongs that we have witnessed or have knowledge of. Mental health awareness is a big step in confronting that. I think mental health used to be seen as a thing of taboo as though it relates to being 'psychotic' or 'crazy,' when in fact, it is something that every individual deals with."

– Female, Age 22-26

The gen z differe rence



Observed Other

Generations



More Awareness &

Normalization



Globalized

Generation



Call Out Culture

WE HAVEN'T
CRACKED
THE CODE



Meet
Rachael



“ To understand Gen Z mental health my advice would be to listen to this perspective. We often have a different perspective on mental health than previous generations and we have been surrounded by it from a younger age and people talking about it more openly. A lot of times it gets dismissed. I won't say we are experts on it certainly...but there is a tendency to dismiss what younger people know about mental health because we have less life experience.”

EVERYONE HAS A STORY
HIGHLIGHTING GEN Z'S PERSPECTIVE



Do as
I
say,
Not
as I
do



Stay Anonym



Struggle i
Silence



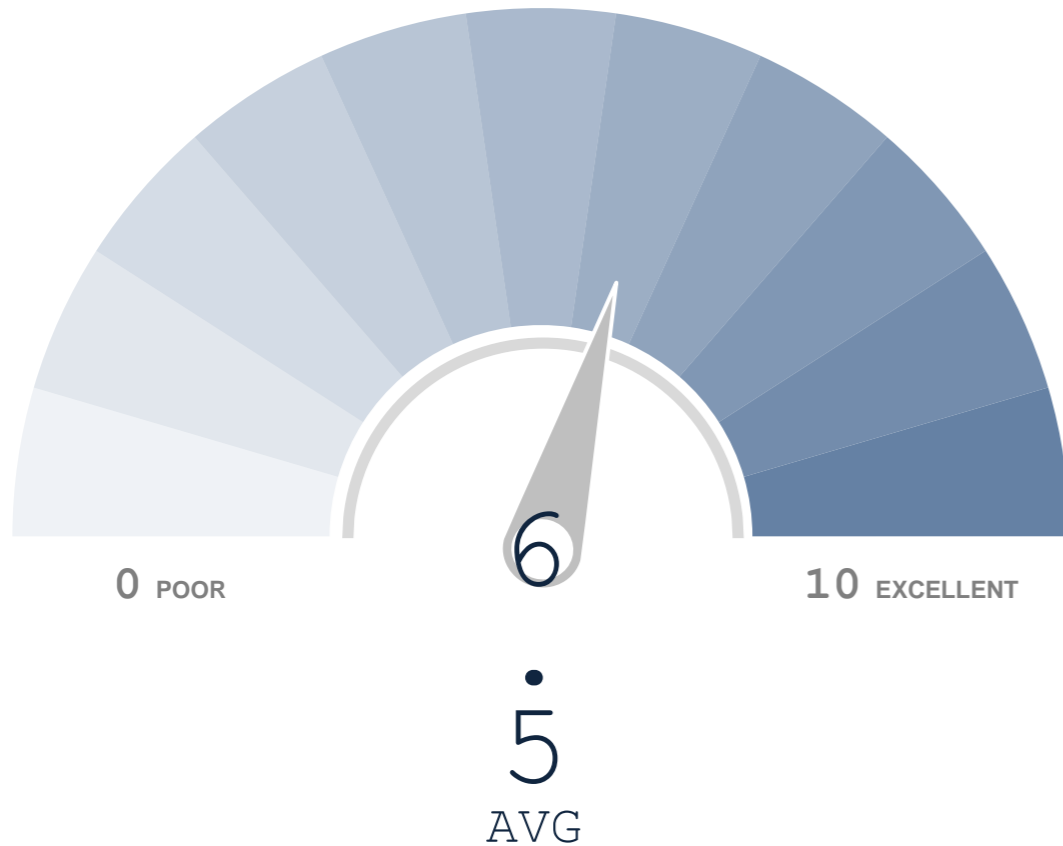
Where Gen

Z

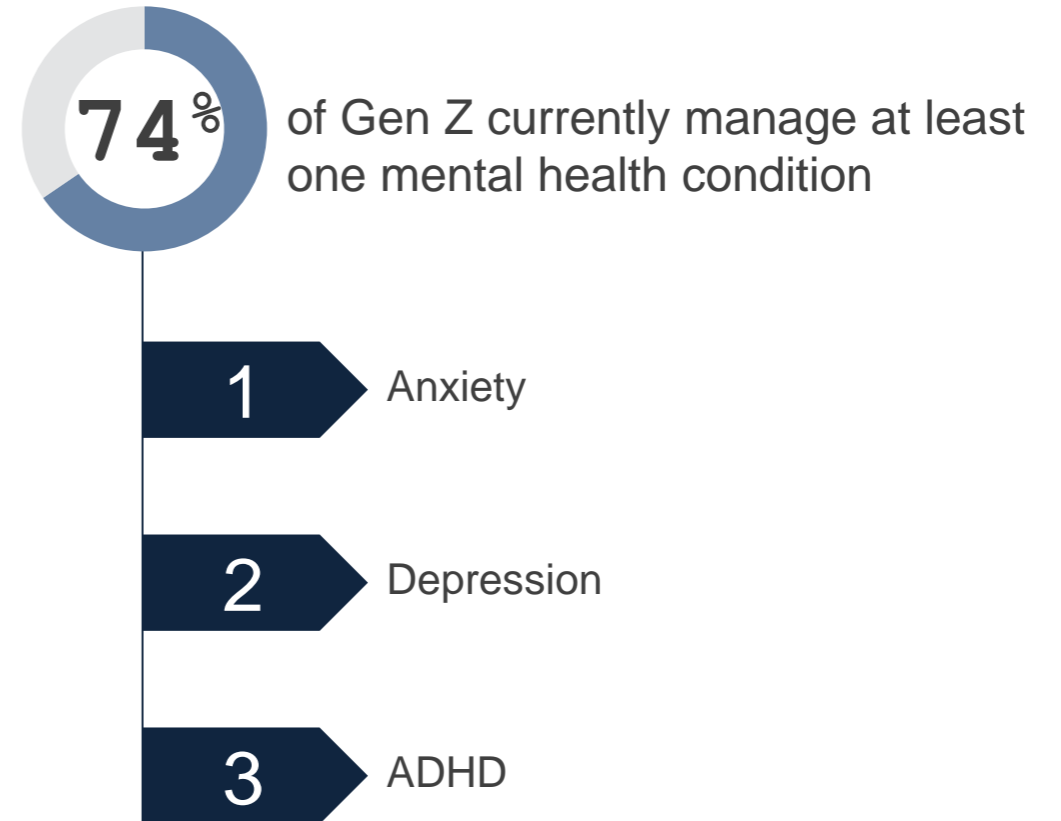
TS Today

Gen Z's Current Mental Health

Rating of Overall Mental health



Mental health conditions



CURRENT MENTAL HEALTH | MOOD BOARDS



“

My current mental health is filled with lots of anxiety. I get stuck ruminating on negative thoughts and it can feel like I'm stuck. I tend to isolate when I'm feeling that way. I put on a mask for other people because I don't want to burden them with how I'm feeling.”

– Female, Age 18-21

CURRENT state of MENTAL HEALTH | Pick a Picture

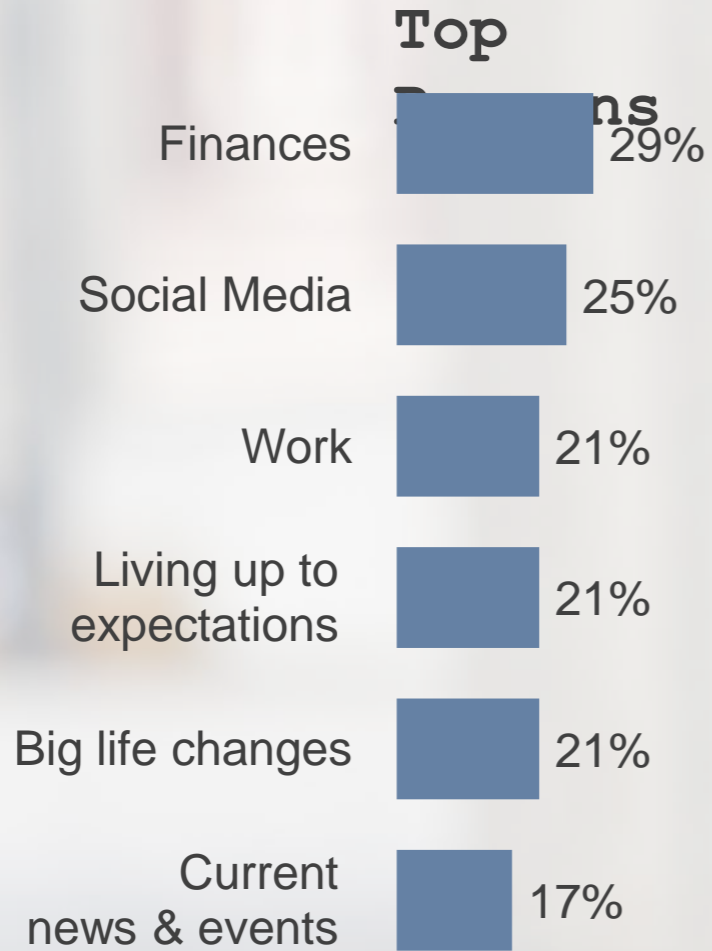
good Mental Health Day



Bad Mental Health Day



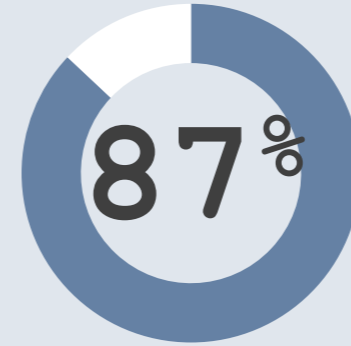
Gen Z is Stressed



social media | does more harm than good



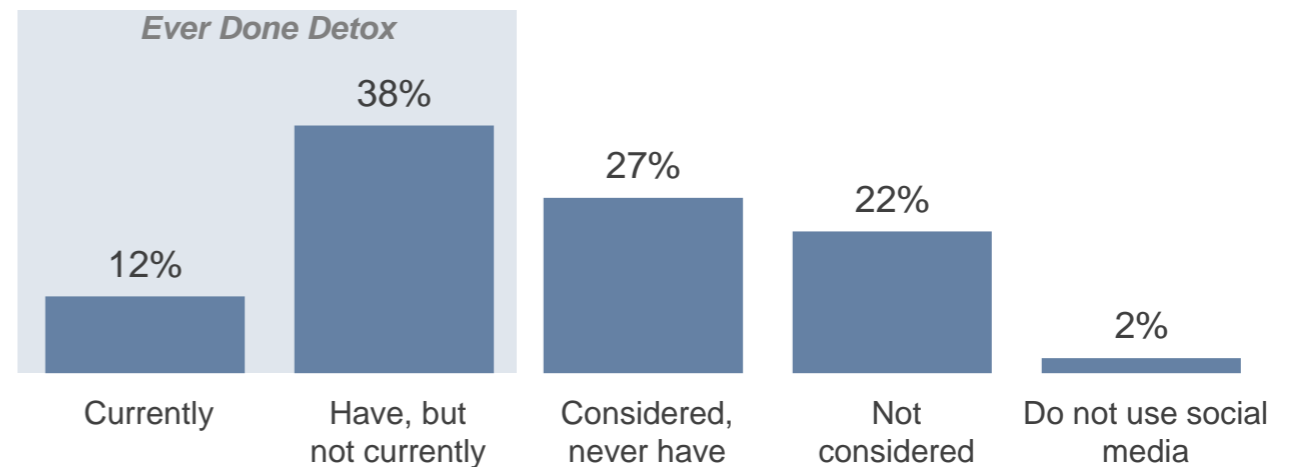
PRONE TO 'DOOM
SCROLLING'



87% are engaging with mental health content on social media

Digital Detox

49%



Meet Ryan

“*If a guy sheds a tear he is perceived as less of a man.*”

Meet Jonathan

“*As a Latino male, it's expected of me to be strong and never show weakness. That's the reason previous generations, especially males, never sought out help for their mental health. It's unfortunately looked down upon because we are expected to be towers of strength.*”

EVERYONE HAS A STORY
THE GENDER GAP



Meet Darían



“ I grew up in a Latin American household... People from where my family comes from aren't as open and it's a new thing to them. It is engrained in the culture of having more rigid societal rules. It's definitely something I've been working toward of trying to always be authentically myself. Growing up with different cultures sometimes it was hard to not mask [myself] depending on who I was with.”

EVERYONE HAS A STORY
CULTURE ALSO PLAYS A ROLE

Positive Influences | beyond friends & Family



MUSIC



sleep



Physical
Activities



SENSE OF
Purpose



ALONE TIME



NATURE

Mental health =



+



+



+



+



+



+



+



...



STRATEGIES
AND
RESOURCES

RELAXERS

Renewed sense of
peace
Rewards



I would choose my journal (to help me vent about my stressors), a TV (to help me relax), and bubble bath (to help me relax and soothe my body)." – Female, Age 22-26



DISTRACTO

BREAK from
negative emotions
escape
peace



I would choose long walks, running, and working out. Those activities help me get my mind off of everything and focus." – Male, Age 22-26



Traveling makes me happy and helps me escape. It is my favorite thing to do." – Female, Age 22-26



Therapy



In-Person &
Private



Safe Space to
Share



Condition
Specialization



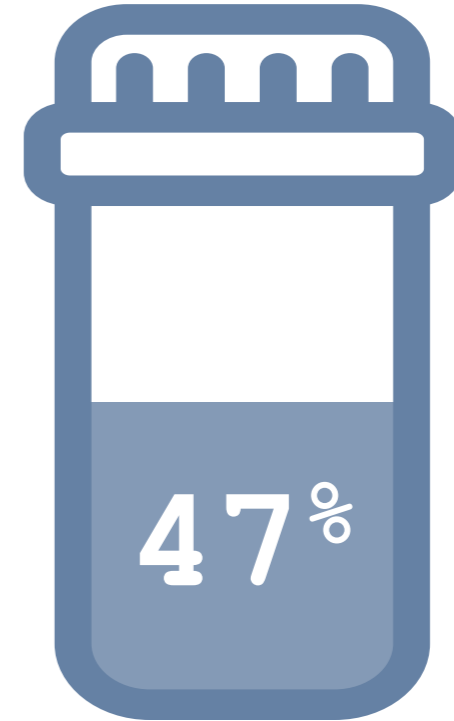
Vibe / Personality
of Therapist

medication
is
a last
resort

“

I have not considered medication. It seems like a last resort if it can't be resolved with family and friends.” – Male, Age 18-21

medication
is
a last
resort



OF THOSE WITH A
MENTAL HEALTH
CONDITION TAKE
MEDICATION



Meet
kris



“

I have a system called ‘Spoons’...I try not to use more spoons than I have in any given day. If I end up using all of my spoons I am overworked, overstimulated and burnt out.

Spoons represent the amount of emotional energy you have to do certain things in a day.”

EVERYONE HAS A STORY
THE SPOON METHOD



Biggest
Challenges

ONE SIZE DOES
NOT
FIT ALL


MISUNDERSTOOD

ACCESSIBILITY

Cost Time Energy



Meet
LINDSEY

Paying  per week
for therapy

EVERYONE HAS A STORY
COST OF CARE

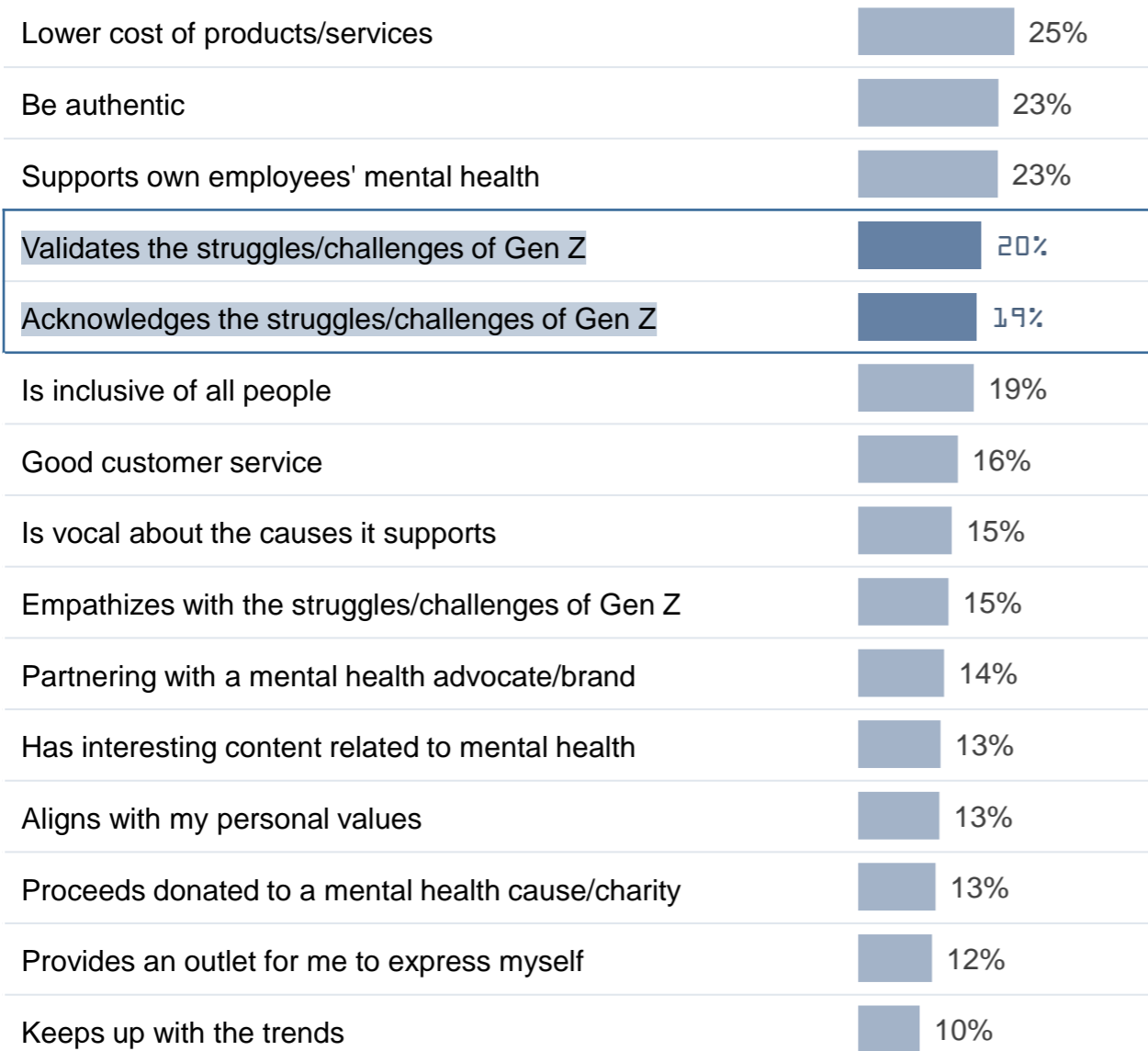


brands



Global Buying Power \$450 Billion

Ways for Brands to Support Gen Z Mental Health



Gen Z generated ideas



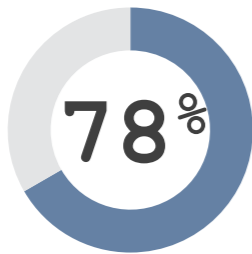
Buddy box

Comfort gift packs to remind others we care about just how much they matter.

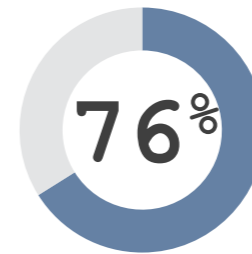


Wellness Kit

A pre-prepared kit with a collection of items to support your mental health and well-being.



Very appealing



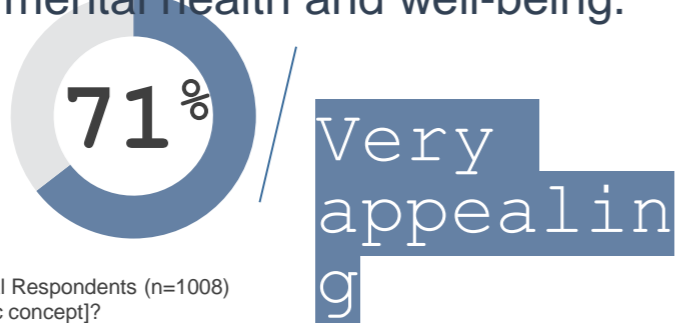
Very appealing

Gen Z generated ideas



Mental Health Snack Line

New line of snacks and treats that enhance mental health and well-being.



Curated Content

In-app features to filter and curate based on mental health circumstances and preferences.



Other Avenues to get involved



COMMUNIC
ATE
LOOK
INTERNAT.
PARTNERS
HTPS
DONATION
S

#GENZSTATEOFMIND

THANK YOU



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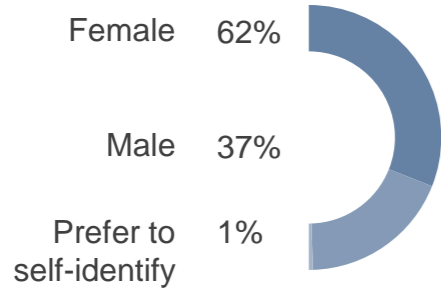
330-812-7315
nstaudt@marketvisionresearch.com



APPENDIX

Demographics | Online Community

GENDER



AGE

18 – 21	43%
22 – 26	57%
Mean	22.5

RELATIONSHIP STATUS

Single	50%
In a relationship	39%
Married	9%
Domestic partnership	3%

ETHNICITY

White Non-Hispanic	54%
Black Non-Hispanic	22%
Hispanic	15%
Asian Non-Hispanic	8%
Other	1%

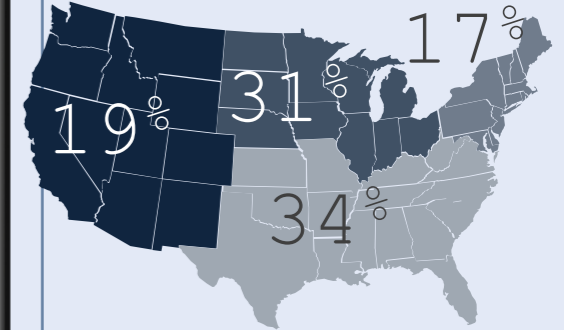
SEXUAL ORIENTATION

Heterosexual	68%
Bisexual	15%
Gay	5%
Lesbian	5%
Other	6%
Prefer not to answer	1%

LIVING SITUATION

With someone else in own home/apartment	42%
Living alone in own home/apartment	22%
Living with parents or other relative	27%
Student housing	9%

REGION



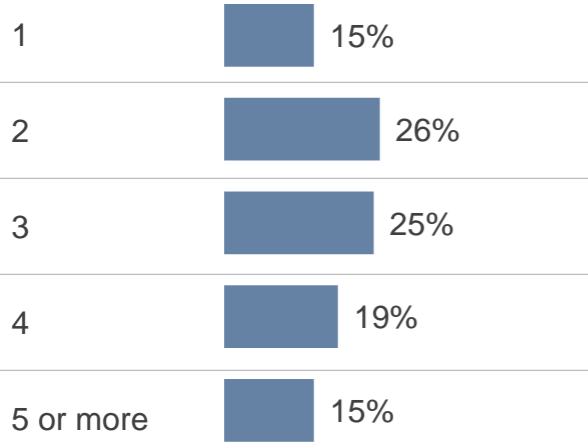
URBANICITY

Suburban	55%
Urban	31%
Rural	14%

Demographics | Online Community



SIZE OF HH



19%
Have Children



education

Some high school	5%
High school graduate	19%
Attended trade school	3%
Trade school graduate	–
Attended college	40%
College degree	28%
Attended graduate school	3%
Graduate degree	3%

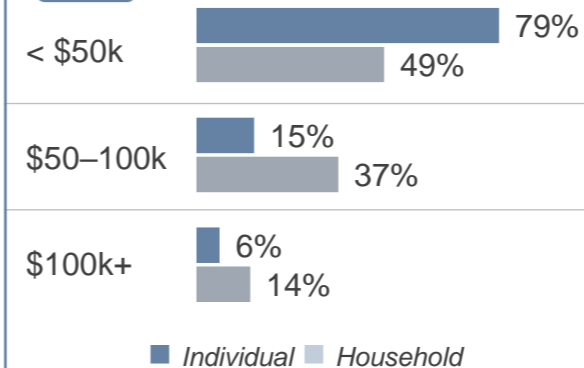


EMPLOYMENT

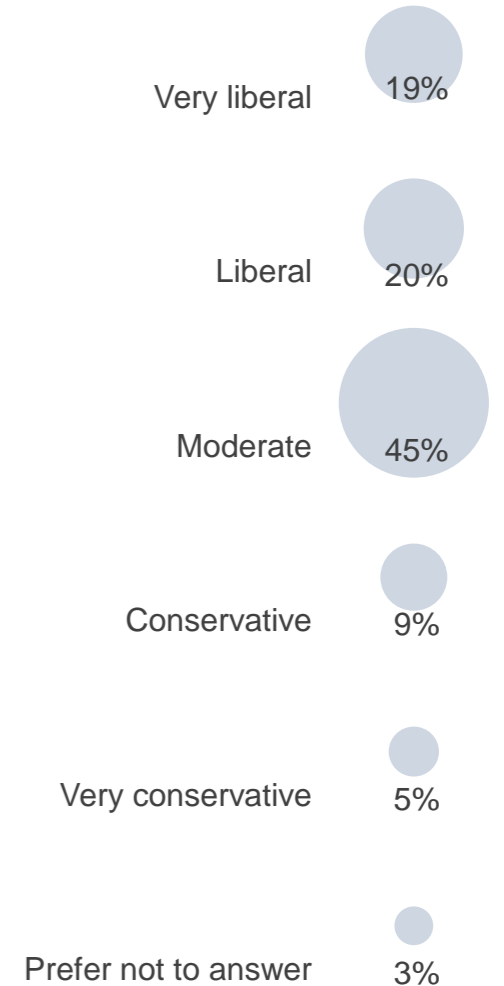
Employed full-time	37%
Employed part-time	25%
Full-time student	37%
Part-time student	5%
Stay at home parent	1%
Not currently employed	8%
Prefer not to answer	1%



INCOME



POLITICAL VIEWS



Demographics | Qual widis

GENDER



AGE

18 – 21	4
22 – 26	8

RELATIONSHIP STATUS

Single and not in a relationship	6
Single and in a relationship	4
Married	2

ETHNICITY

White	8
Hispanic	3
Asian	1

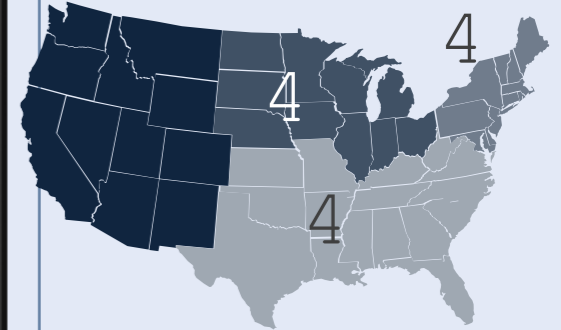
SEXUAL ORIENTATION

Heterosexual or straight	8
Bisexual	2
Lesbian	1
Gay	1

LIVING SITUATION

Living with someone else in my own home or apartment	7
Living with my parents or other relative	2
Living in college accommodation	2
Living by myself in my own home or apartment	1

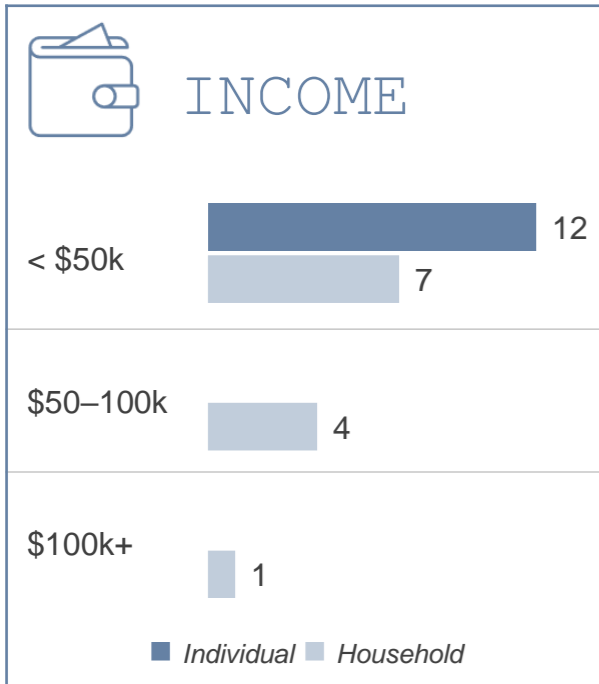
REGION



URBANICITY

Suburban	7
Urban	4
Rural	1

Demographics | Qual widis

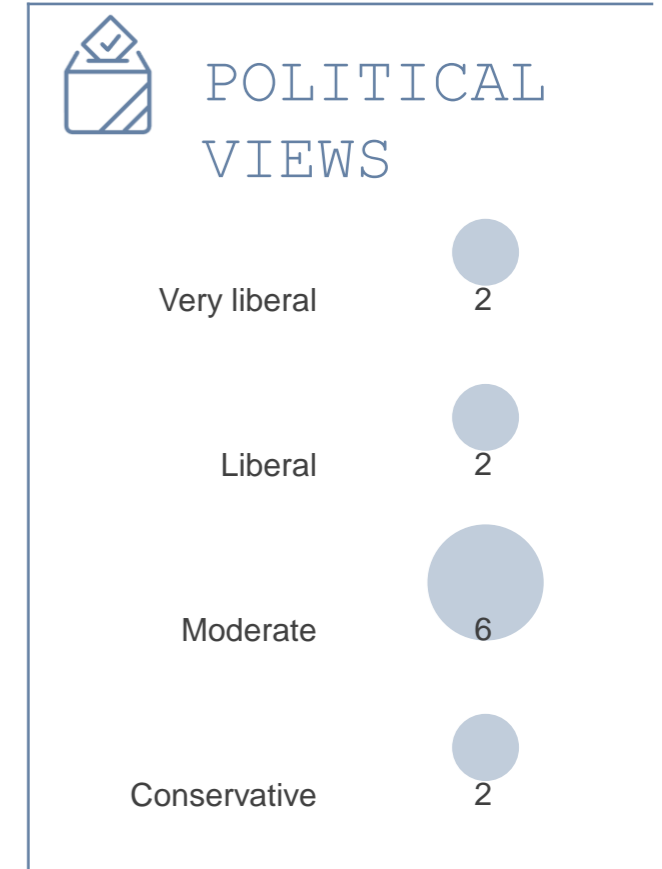


education

High school graduate	2
Some college	5
College graduate	3
Some postgraduate work	2

EMPLOYMENT

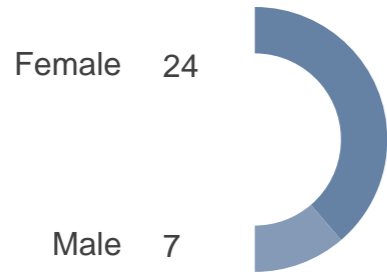
Full time college student	5
Part-time outside military	5
Full-time outside military	1
Not looking for work	1



Have Children
2

Demographics | Qual creative connects

GENDER



AGE

18 – 21	15
22 – 26	16

RELATIONSHIP STATUS

Single and in a relationship	15
Single and not in a relationship	15
Married	1

SEXUAL ORIENTATION

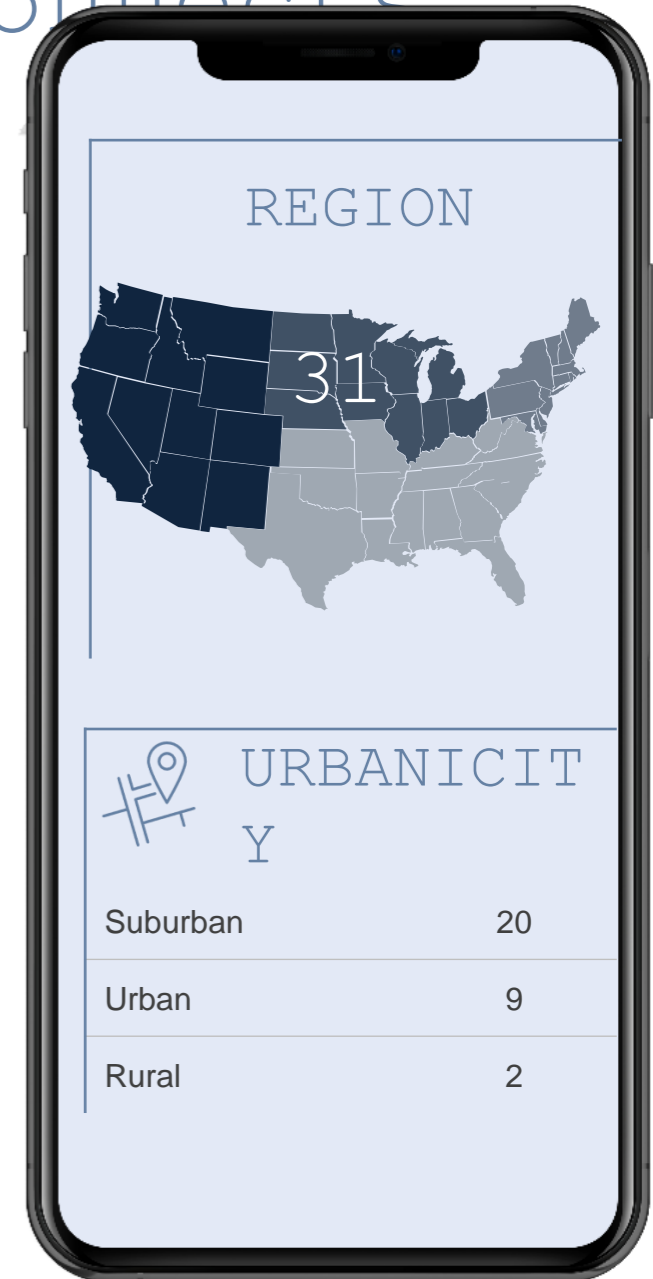
Heterosexual or straight	25
Bisexual	2
Lesbian	1
Gay	1
Prefer not to answer	2

LIVING SITUATION

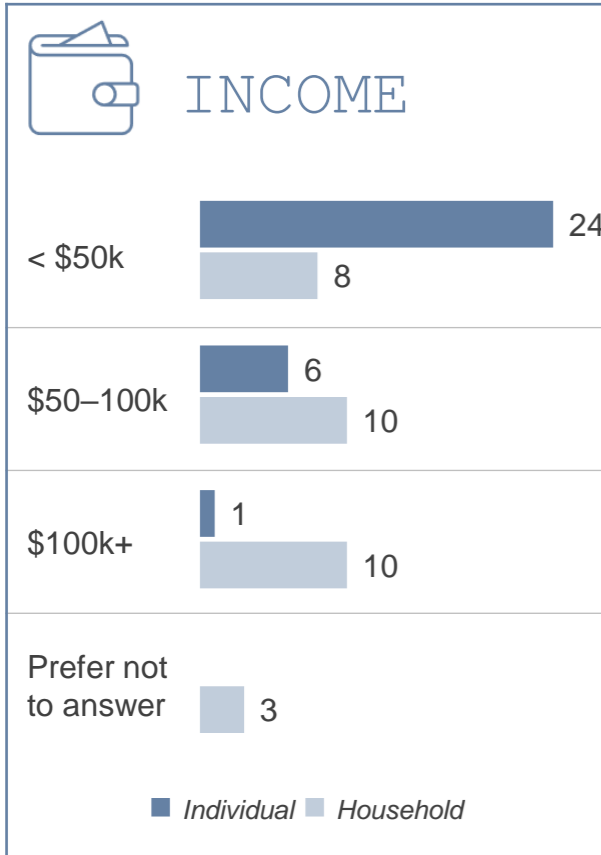
Living with someone else in my own home or apartment	12
Living with my parents or other relative	6
Living in college accommodation	7
Living by myself in my own home or apartment	5
Other	1

ETHNICITY

White	28
Hispanic	2
Black	1



Demographics | Qual creative connects

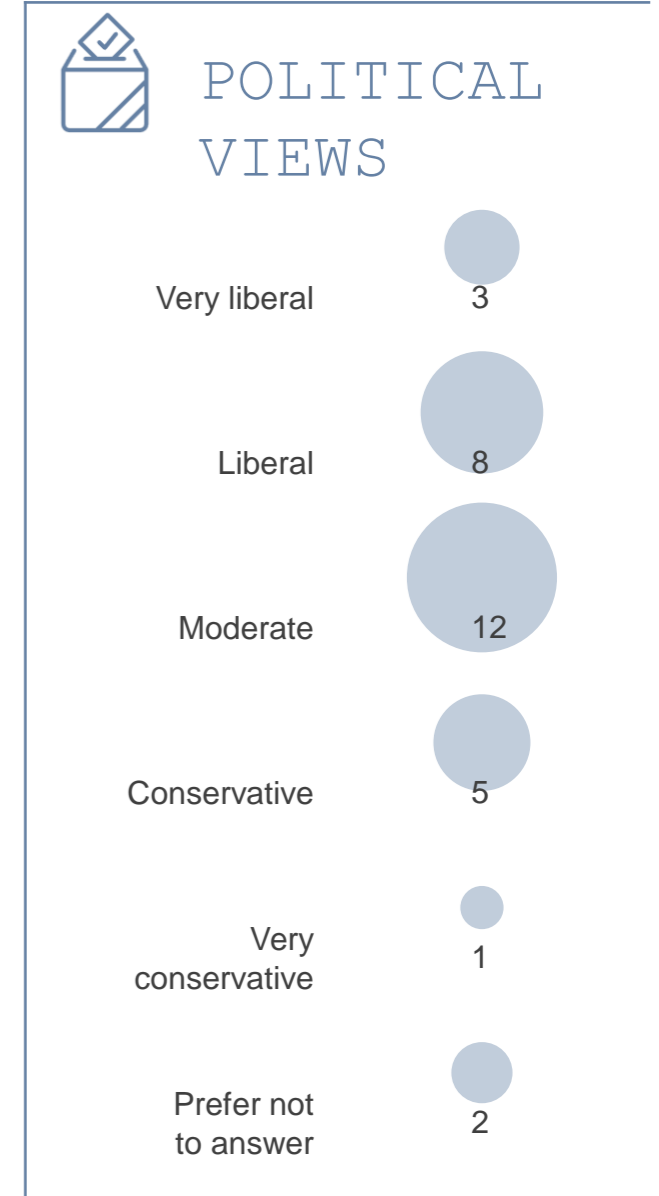


education

Some high school	1
High school graduate	2
Some college	15
College graduate	10
Some postgraduate work	1
Postgraduate degree	2

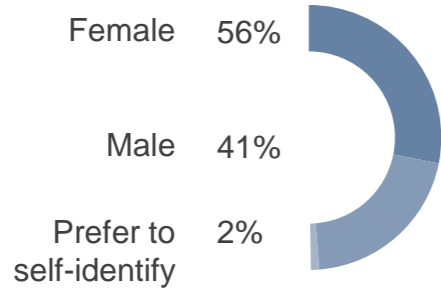
EMPLOYMENT

Full-time college student	17
Employed full-time outside the military	9
Employed part-time outside the military	8
Not employed or in school, looking for work	3
Part-time college student	1
Student at high school	1



Demographics | quant

GENDER



AGE

18 – 21	39%
22 – 26	61%
Mean	22.3

RELATIONSHIP STATUS

Single and in a relationship	35%
Single and not in a relationship	45%
Domestic partnership	7%
Married	10%
Separated/Divorced	1%
Widowed	<1%

ETHNICITY

White Non-Hispanic	52%
Hispanic	18%
Black Non-Hispanic	18%
Asian Non-Hispanic	9%
Other	4%

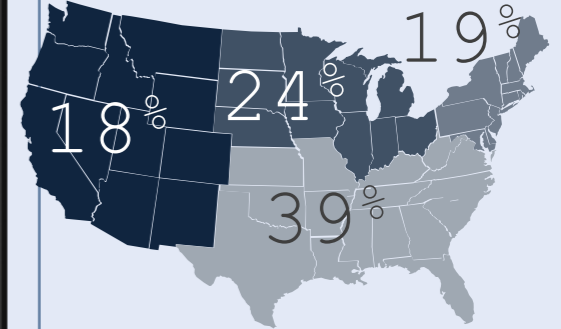
SEXUAL ORIENTATION

Heterosexual or straight	70%
Bisexual	15%
Lesbian	4%
Gay	4%
Other	4%
Prefer not to answer	4%

LIVING SITUATION

Living with my parents or other relative	42%
Living with someone else in my own home or apartment	34%
Living by myself in my own home or apartment	13%
Living in college accommodation	6%
Other	5%

REGION



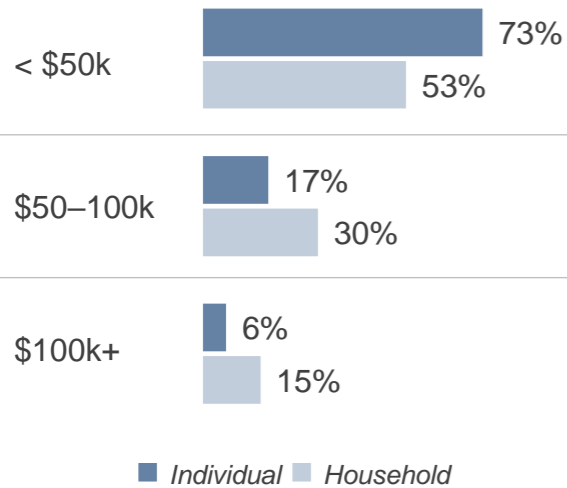
URBANICITY

Suburban	45%
Urban	35%
Rural	21%

Demographics | quant



INCOME



16% Have Children



education

Grade school	1%
Some high school	4%
High school graduate	28%
Some trade school	2%
Trade school graduate	2%
Some college	31%
College graduate	26%
Some postgraduate work	2%
Postgraduate degree	4%
Prefer not to answer	<1%



EMPLOYMENT

Active-duty military	<1%
Military reservist	1%
Employed full-time outside the military	37%
Employed part-time outside the military	12%
Full-time college student	26%
Part-time college student	7%
Student at a trade school	2%
Student at high school	2%
Not employed or in school, looking for work	7%
Not employed or in school, not looking for work	1%
Stay at home parent	1%
Prefer not to answer	4%



POLITICAL VIEWS

