

THE POWER OF GEN Z | TOP 10

01

The most commonly held conceptions about Gen Z don't actually reflect their reality

- Only 12% aspire to be an influencer.
- 66% say word of mouth is their preferred form of activism. Sharing information online is the top single thing they do.
- Gen Z isn't out to cancel brands – they just want accountability. 1 in 3 say that they want brands to take responsibility for wrongdoing. Trust is kept if mistakes are acknowledged.
- 45% believe that technology is not the solution to most problems.
- YouTube is the platform they trust most. While, TikTok ranks #5 for trust.

02

Gen Z's journey to trusting a brand is marked by three distinct requirements

- Safety – brands need to make Gen Z feel safe.
- Unity – brands need to help Gen Z on their mission to unite for change.
- Humanity – brands need to help take care of people.

03

Unity is the definition of activism for this generation

- 70% of all Gen Zers globally are involved in a social or political cause.
- The top three causes globally are Climate Change, COVID-19, and social justice.

04

Their need for safety has been exacerbated by Covid

- 78% have created more time in their life for self-care/mental health.
- 68% have started or continued to save up for future healthcare expenses.
- 66% have considered or started a career that will allow them to handle health and wellness expenses.

05

Gen Z is resourceful and will find their way to truth

- 70% will always fact check what brands say and will unfollow you if you're not truthful.
- Of all sources, Gen Zers find content on search engines to be the most trustworthy (58%).
- The top 2 criteria for trustworthy sources are links to legitimate sources, and citations of supporting data/proof points.

06

The visceral need for safety & security permeates every aspect of their lives

- Physical: 75% are prioritizing activities that have a lower risk of getting sick or injured.
- Education: 81% say safety is critical or important when thinking about school.
- Social: 69% have changed social circles to feel safer.
- Financial: 79% say "pays well/ provides financial stability" is an important career goal.

07

Brands are their partner in change

While Gen Z unites on issues, brands are expected to use their reach, money, and scale to create the change. 9 out of 10 want the brands they buy to get involved in causes that better the world.

08

Scientists are the new celebrities

Doctors/therapists (77%), scientists (75%), and teachers/professors (74%) rank as the people they trust most, while traditional celebrities (50%), CEOs (50%), and government leaders (47%) rank lowest.

09

The real test of a brand is how it treats people

- 8 in 10 Gen Zers consider if a brand treats employees well as a critical or important purchase decision factor.
- 7 in 10 evaluate a brand's work to support/give back to those in need when considering whether to work there.

10

They draw their inspiration from real people.

Family members (88%), friends (84%) and ordinary people doing good (81%) far outrank journalists (47%), religious/faith leaders (44%) and politics (42%) as sources of inspiration.