MAJORITY RULES Gen Z makes up the largest and most diverse generation

SILENT **GENERATION** Born 1929-1946

23.6 M

BABY **BOOMERS** Born 1947-1965

68.7

GENERATION

Born 1966-1981 65.1 M **MILLENNIALS**

Born 1982-1999

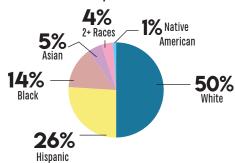
82.2 h

GENERATION

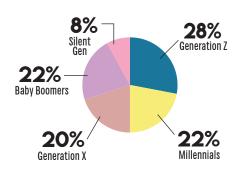
Born 2000-2020

86.4 M

Racial makeup of Generation Z



Generational makeup of the United States



IN THE WORLD,

of currently living people are members of Generation Z

Source: U.S. Decennial Censuses and Census Population Estimates

ON THE MIND

Gen Z's mental health is more complex than of other generations'

SELF CHECK



Compared to other generations. Gen Z is least likely to report having good mental health

- 1. Silent Generation (74%)
- **2.** Baby Boomers (70%)
- **3.** Millennials (56%)
- 4. Gen X (51%)
- **5.** Gen Z (45%)

TALK IT OUT



Compared to other generations, Gen Z is most likely to attend therapy sessions

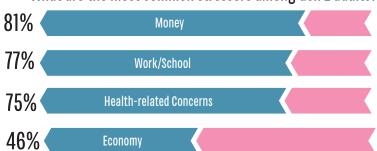
- **1.** Gen Z (37%)
- **2.** Millennials (35%)
- 3. Gen X (26%)
- **4.** Baby Boomers (22%)
- 5. Silent Generation (15%)



Compared to other generations, Gen Z is most likely to suffer from depression and anxiety

- **1.** Gen Z (26%, 22%)
- **2.** Millennials (21%, 15%)
- **3.** Gen X (17%, 16%)
- **4.** Baby Boomers (9%, 10%)
- 5. Silent Generation (N/A)

What are the most common stressors among Gen Z adults?



Which issues are Gen Z most concerned about?

75% Mass shootings 58% Climate Change and Global Warming 57% Deportation of Split Immigrant Families 53% Sexual Harrassment Reports

Source: Pew Research Center and

American Psychological Association





Freedom



Family



Making an **Impact** Love



Helping



Others

Finding your **Purpose**

POSTS & PROTESTS

Generation Z utilizes the Internet, primarily social media platforms, to carry out their activism



of Gen Zers have regular access to a smartphone or device



of Gen Zers use social media daily as their primary news source



of Gen Zers post about social issues to spread awareness and encourage others to take action



of Gen Zers want an activist government

Source: Business 2 Community