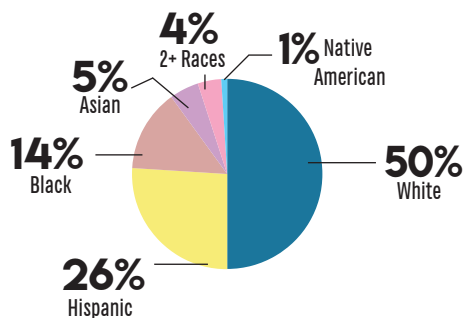


MAJORITY RULES

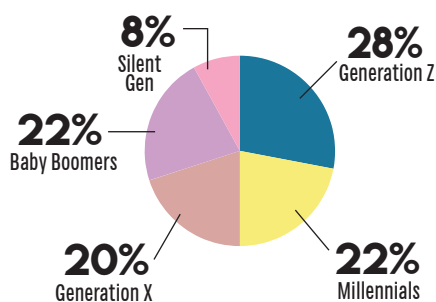
Gen Z makes up the largest and most diverse generation

SILENT GENERATION	BABY BOOMERS	GENERATION X	MILLENNIALS	GENERATION Z
Born 1929-1946	Born 1947-1965	Born 1966-1981	Born 1982-1999	Born 2000-2020
23.6 M	68.7 M	65.1 M	82.2 M	86.4 M

Racial makeup of Generation Z



Generational makeup of the United States



IN THE WORLD,

35%

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%)

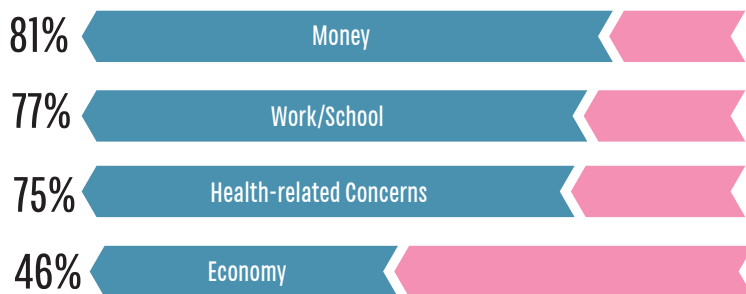
WELLNESS



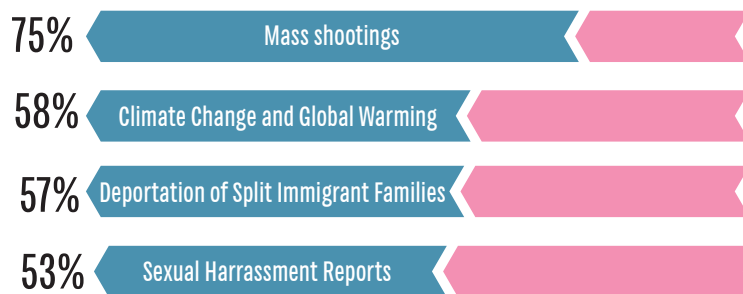
Compared to other generations, Gen Z is most likely to suffer from depression and anxiety

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?



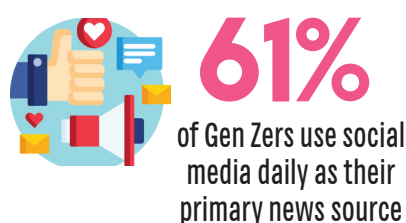
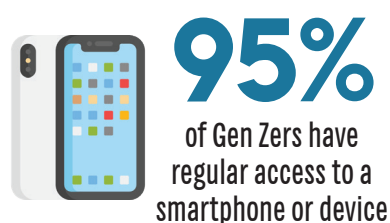
HOW GEN Z MEASURES SUCCESS

Source: Pew Research Center and American Psychological Association



POSTS & PROTESTS

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



Source: Business 2 Community