

# WHO IS GENERATION Z?

→ GENZ X MENTAL HEALTH

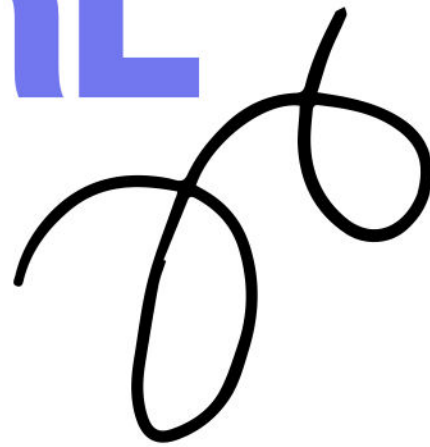
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Check our research blog:

GenZLab.be

# WHO WE ARE



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# WHY? WHAT?

- \* A [toolbox](#) to help organisations understand and innovate with Gen Z
- \* A learning opportunity for students and organisations ([win-win](#))
- \* GenZLab allows organisations to cocreate products, concepts and services together with Gen Z



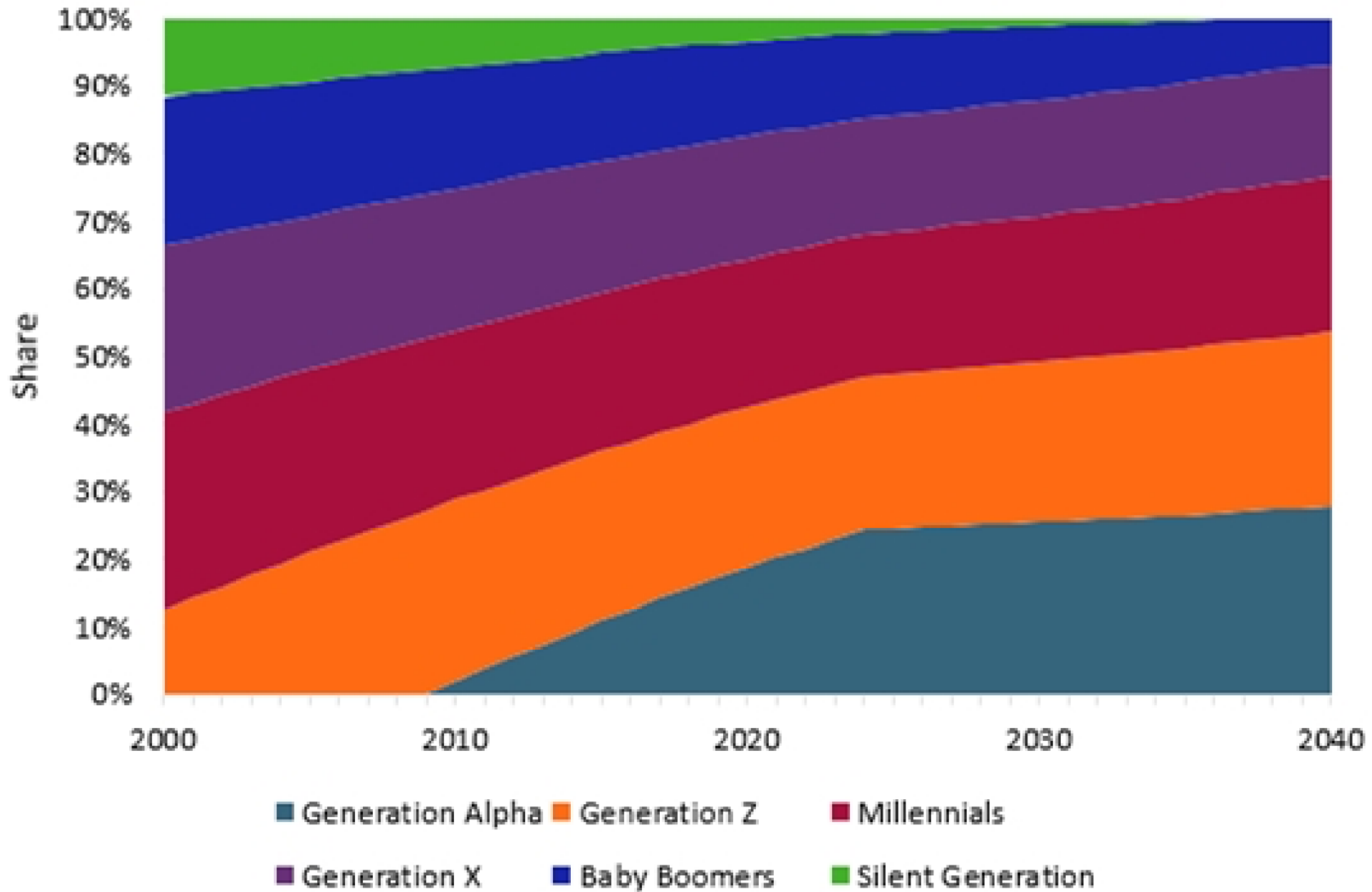
WHY SHOULD YOU CARE?



"**WHEN** you are born affects your attitudes,  
your perceptions, your values, your behaviours."



# Population by Generation, 2000-2040



Source: Euromonitor International from National Statistics/UN

# GEN Z x MENTAL WELL-BEING

## IT'S OK TO NOT BE OK

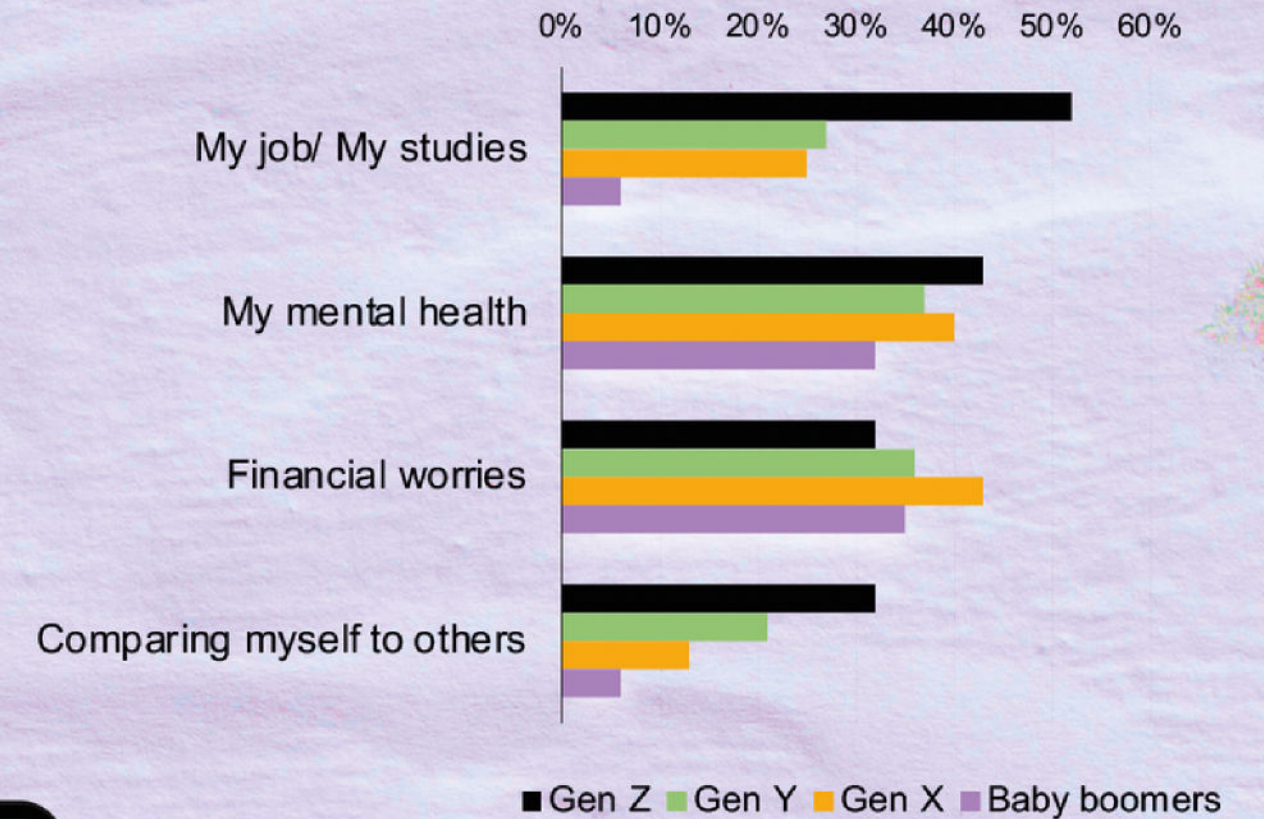
While everyone experiences a certain degree of stress, Gen Z is coming top in the charts for **most stressed-out generation**, with 50% saying they feel stressed (vs 44% Gen Y, 37% Gen X and 21% baby boomers).

Mental health is becoming a hallmark of this generation, **their biggest stressors** being **studies/ job and mental well-being**. More than any other generation, Gen Z feels stressed about their **mental health** (33%). Yet, this 'it's ok to not be ok' generation does not shy away from talking about their struggles. They are all about **dropping taboos and being open about their mental health**.

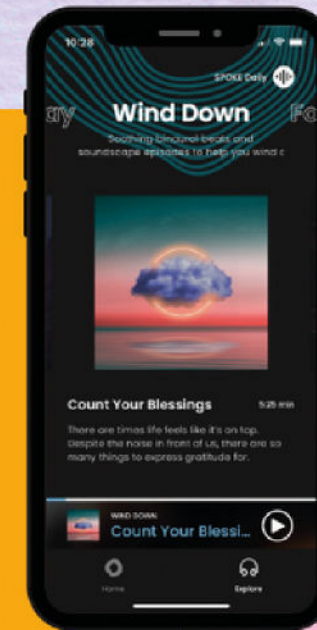
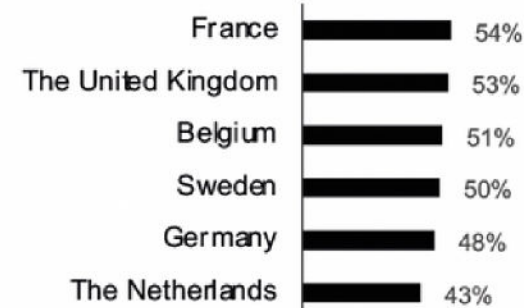
With social media being an inherent part of their lives, **comparing themselves to others** (25%) and **external expectations** (17%) only add to the stress equation. This results in a **'confidence crisis'** among Gen Z, with almost 1 in 2 indicating they often lack self-assurance.

**50%**  
**OF GEN Z FEELS STRESSED**

## TOP SOURCES OF STRESS



## EXTENT OF GEN Z FEELING STRESSED



## SPOKE x MUSICAL MINDFULNESS

Gen Z's focus on mental well-being can inspire brands to take on the role of life coach: supporting youngsters in prioritizing their mental health, and encouraging discussions around the topic.

Mental health app **Spoke** was developed in collaboration with artists to provide Gen Z with hyper-personalized mindfulness and self-therapy via music.



# A generation that buys on beliefs & values

Gen Z



63%

buy/use brands who take a stance on social issues they care about



85%

say trusting a brand is critical or important for purchase

vs.

Adults 25+



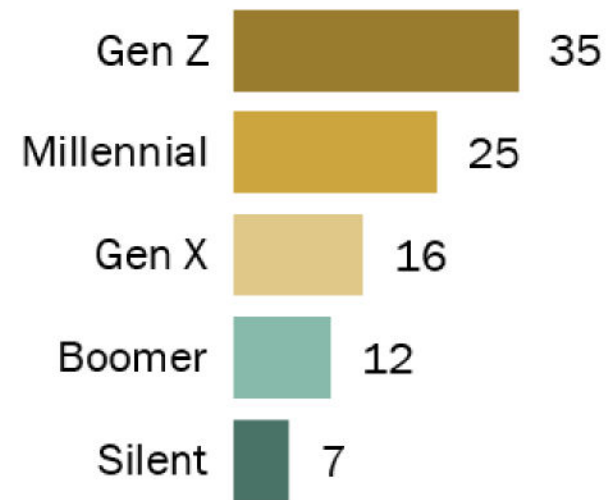
49%

buy brands that express opinions on societal and political issues they care about

\* *Opinionated*

## Gen Z more familiar with gender-neutral pronouns

*% saying they personally know someone who prefers that others refer to them using gender-neutral pronouns*



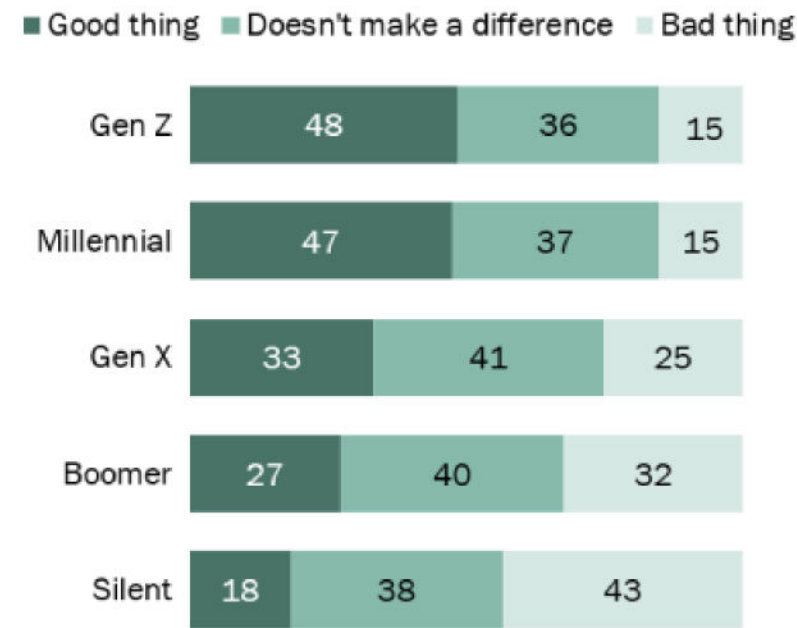
Source: Surveys of U.S. adults ages 18 and older conducted Sept. 24-Oct. 7, 2018, and U.S. teens ages 13 to 17 conducted Sept. 17-Nov. 25, 2018.

“Generation Z Looks a Lot Like Millennials on Key Social and Political Issues”

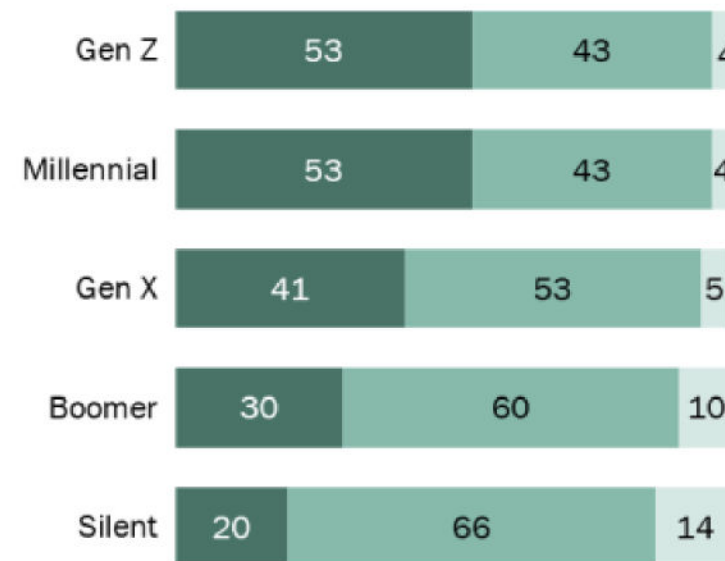
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## About half of Gen Zers and Millennials say same-sex marriage, interracial marriage are good for society

*% saying gay and lesbian couples being allowed to marry is a \_\_\_ for our society*



*% saying people of different races marrying each other is a \_\_\_ for our society*



Note: Share of respondents who didn't offer an answer not shown. Source: Surveys of U.S. adults ages 18 and older conducted Sept. 24-Oct. 7, 2018, and U.S. teens ages 13 to 17 conducted Sept. 17-Nov. 25, 2018.

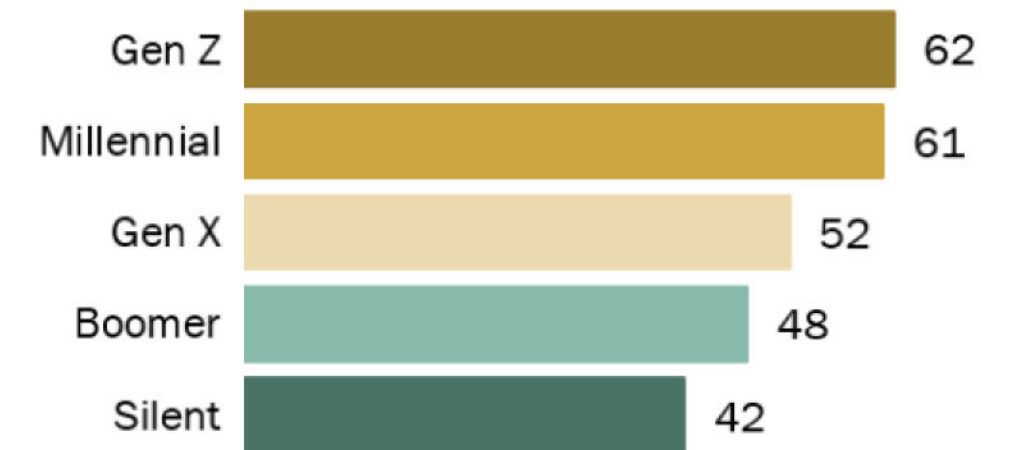
“Generation Z Looks a Lot Like Millennials on Key Social and Political Issues”

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## Younger generations see increased diversity as good for society

*% saying increasing racial and ethnic diversity is a good thing for our society*



Source: Surveys of U.S. adults ages 18 and older conducted Sept. 24-Oct. 7, 2018, and U.S. teens ages 13 to 17 conducted Sept. 17-Nov. 25, 2018.

“Generation Z Looks a Lot Like Millennials on Key Social and Political Issues”

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# GEN Z x SUSTAINABLE FUTURE

## FIGHTING INJUSTICE THROUGH THE POWER OF CLICKS

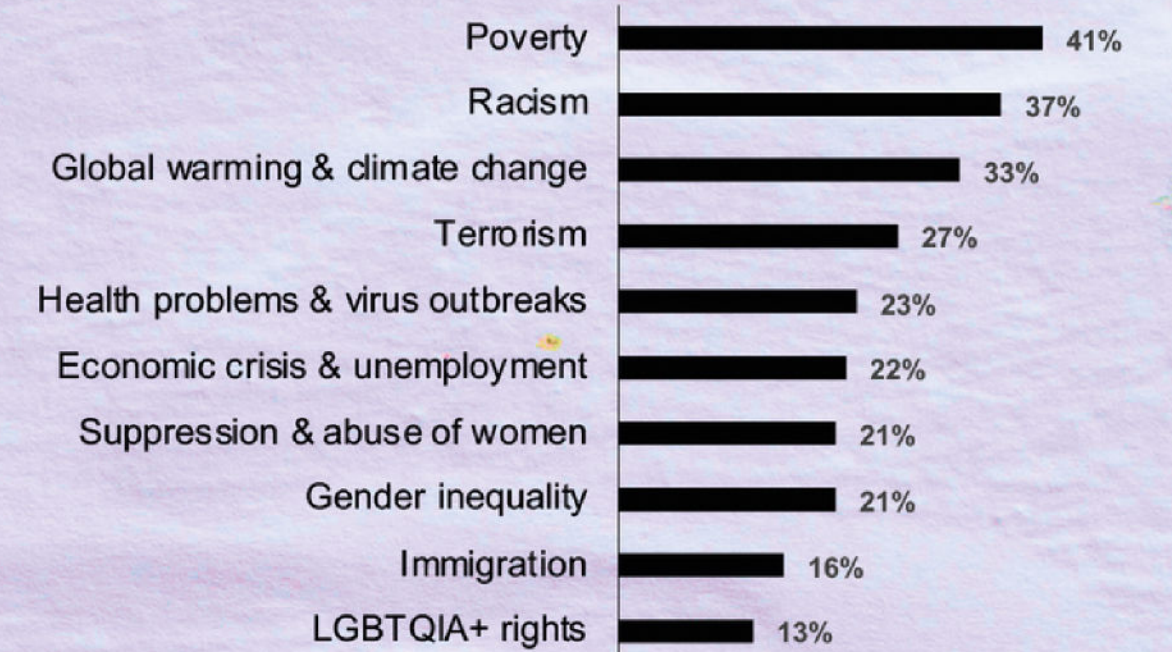
Gen Z shows the highest levels of uncertainty about the future, more than 1 in 2 is struggling with this feeling of uncertainty. This is not surprising, considering how the pandemic has caused a lot of turbulence in their journey towards adulthood.

The global issues that keep them up at night are focused on **social inequalities**, yet **environmental concerns** also remain high on their agenda. Since this generation is known to be the most diverse one in history, **diversity and inclusion** are present in everything they do. And this goes beyond ethnicity. **Gender (stereotypes)**, for example, is a topic that is significantly more present in the daily lives of Gen Z, unlike with older generations. 53% agrees there are still too many gender stereotypes, 50% states that gender identity is something that can change over time, and 36% personally knows someone who prefers to be addressed with gender-neutral pronouns.

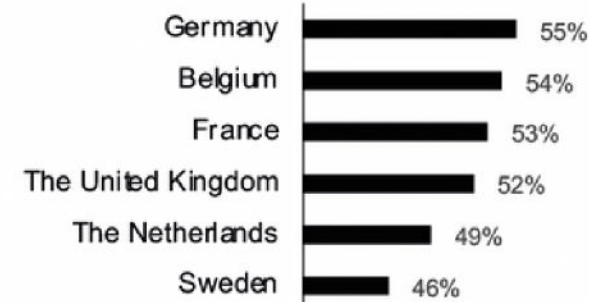
Nonetheless, it is a generation dedicated to creating a better future for the next generations. More than any other generation, they use **online channels to fight injustice**. 23% has already voiced their opinion on social media, compared to 20% in Gen Y, 15% among Gen X, and 13% of the baby boomers.

**51%**  
OF GEN Z  
**FEELS  
UNCERTAIN  
ABOUT THE  
FUTURE**

## TOP GLOBAL ISSUES GEN Z WOULD TACKLE



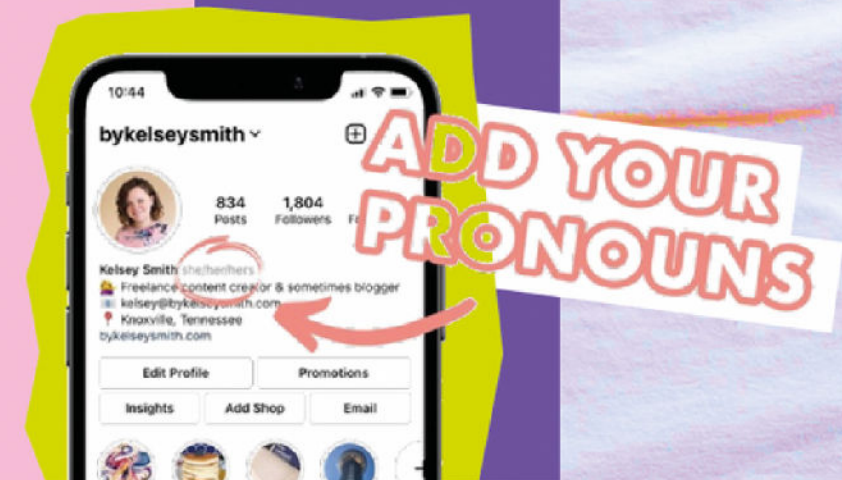
## UNCERTAIN ABOUT FUTURE



## INSTAGRAM x PRONOUNS

Gen Z is striving for gender liberation and values brands that acknowledge gender diversity and tear down gender stereotypes.

*In May 2021, Instagram launched a feature allowing users to add up to four pronouns to their profile from a list of dozens of options including he, she, they, ze, ve, etc. Users can even submit a request for pronouns that are not available in the existing list.*



# \* Stress

## The impact on mental health

An increase in time spent on social media does have implications, as our data links higher levels of usage with enhanced feelings of anxiety. **Overall, younger consumers feel the connection between social media and mental health most strongly.** Gen Zs are more prone to anxiety in general, and have been badly affected by the pandemic, so we can expect this tension to resonate in other social interactions – including online ones.

Various initiatives have taken steps to lighten their emotional load, like

Snapchat's **"Here For You"** campaign. Such schemes are well-positioned to succeed as this generation feels more comfortable turning to social media (36%) than medical professionals (29%) for support with their mental wellbeing.

**Understandably, demand for digital wellbeing tools has inched back up to pre-pandemic levels,** and companies are moving fast to make worthwhile investments. Having the necessary tools doesn't guarantee successful results though. Heavy networkers are more likely than average to worry

about their usage levels, but less likely to have succeeded in cutting back. **While their awareness is relatively high, many would benefit from further guidance.**

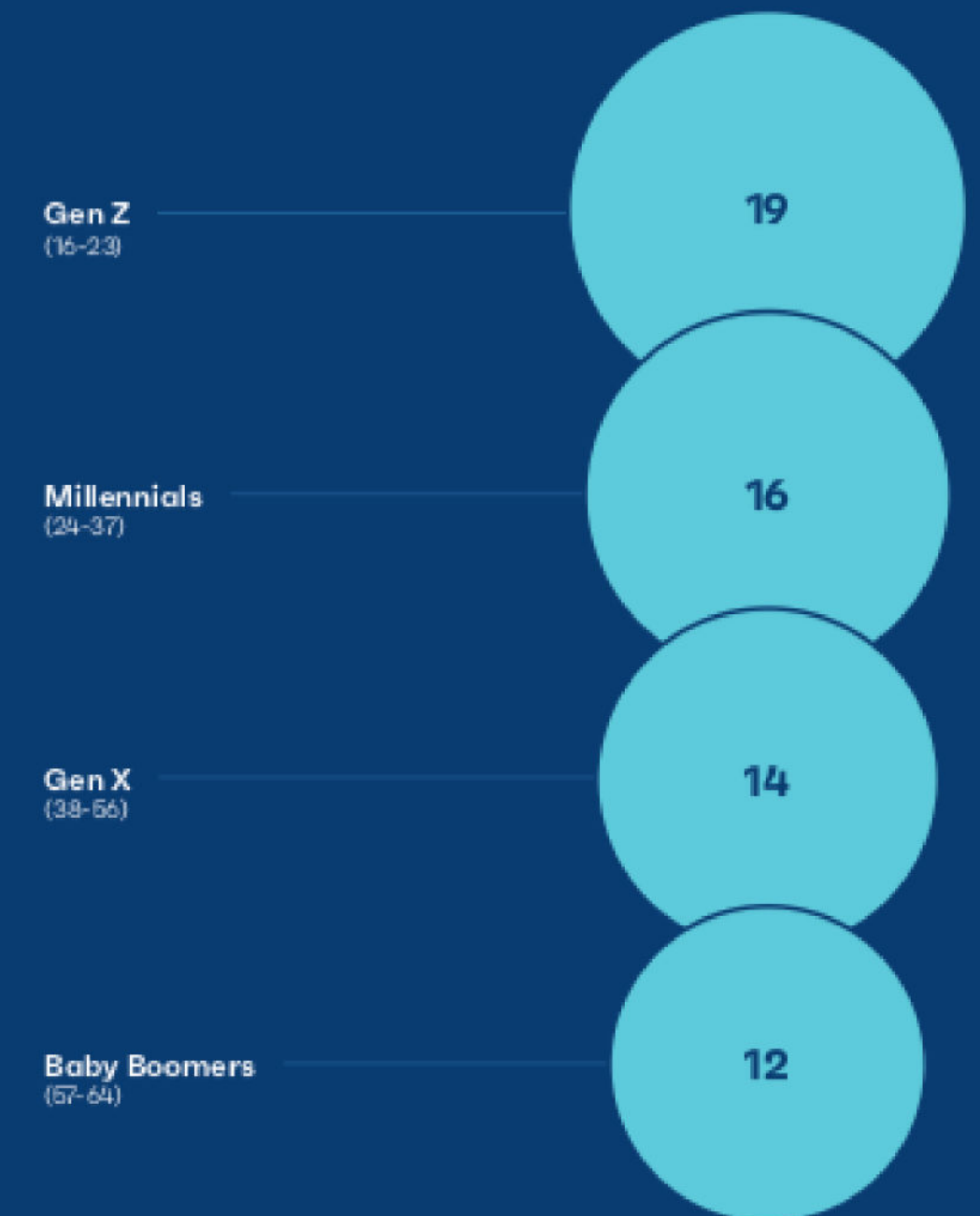
**It's up to brands to fill in the gaps and encourage healthier habits.** In 2020, TikTok asked leading **influencers** to tell its users to stop scrolling and go outside, and the platform's working with Barnardo's Children's Charity to launch a webinar on **screen time.** This shows how social media companies can work alongside brands to protect consumers.

● ● ● ● ● Tracking time spent

GW (2021), Gen Z and social media

# Social media's impact on mental wellbeing is most heavily felt by younger consumers

% of internet users in each generation who say social media causes them anxiety



GW GWI Core Q4 2020 190,852 internet users aged 16-64

# GEN Z x MENTAL WELL-BEING

## EMBRACING THE GREAT PAUSE TO FAST-FORWARD

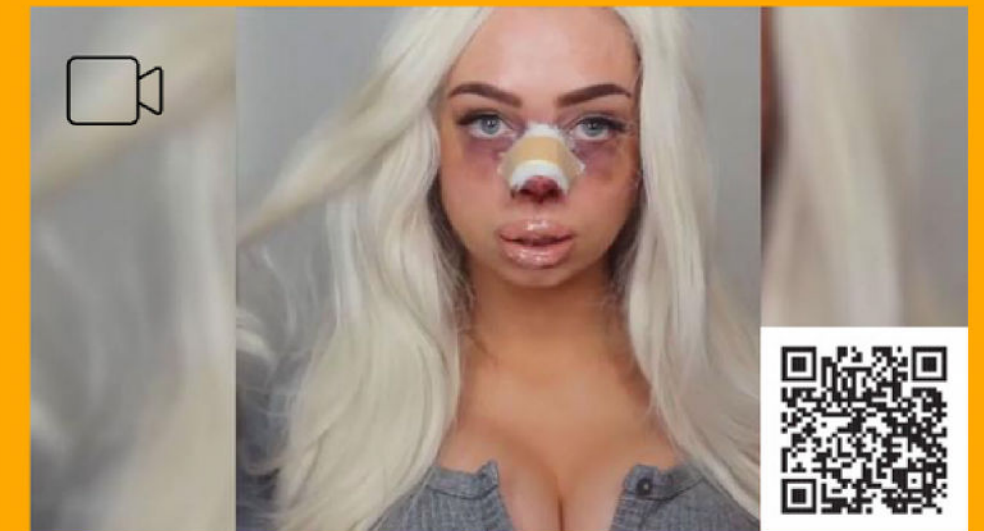
While the pandemic forced this post-Millennial generation to be home-schooled, attend prom virtually, graduate through Zoom or start their first job in a remote working context, Gen Z shows a **greater resilience and optimism in dealing with the pandemic** in comparison to the older generations. 33% feels the pandemic helped them learn a lot about themselves.

More than any other generation, they used this time to **start new hobbies** (27%), focus on **personal growth** (26%), and **learn new skills** (23%).

**60%**  
OF GEN Z  
**FEELS THE  
PRESSURE  
ON LOOKS**

## SOCIAL MEDIA x MENTAL WELL-BEING

While social media is a space for Gen Z to connect, be creative and relax, it is often cited as a contributing factor to their mental-health struggles. The unrealistic depictions and filtered images put a lot of **pressure on looks for this generation (60%)** with only **47% feeling comfortable to show their real, unfiltered self online**. As a result, more than any generation, Gen Z tries to **show the best version of themselves online** (44%).



In the thought-provoking video 'Am I pretty now', makeup artist Karolina Maria – a Gen Z herself – raises awareness on the negative impact of social media on people's self image. She says: "Don't you ever compare yourself to someone else and think you are less, because only YOU are you, and you are BEAUTIFUL just the way you are."



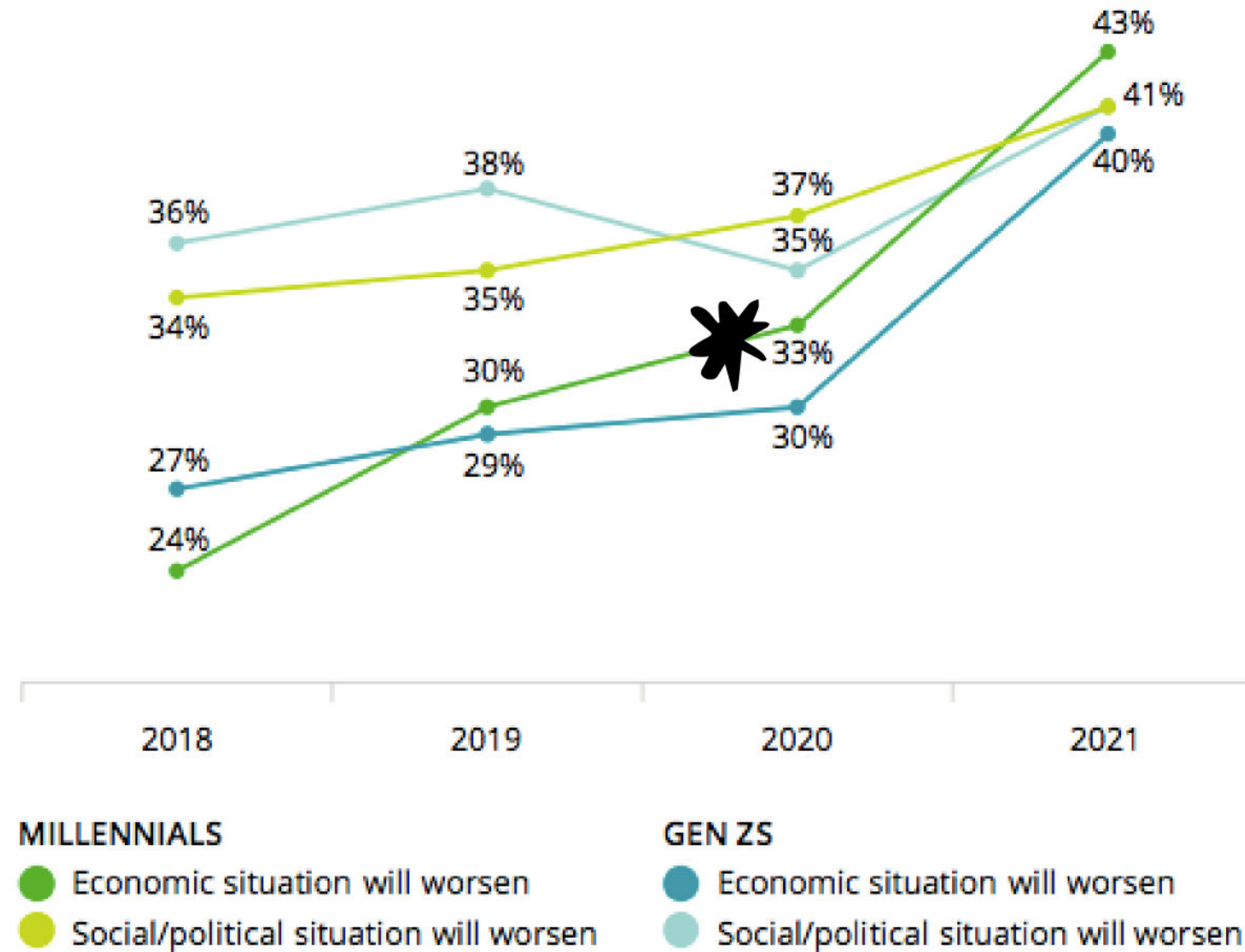
## LA ROCHE-POSAY x SKIN IS MORE THAN SKIN

*To raise awareness on how skin issues can impact mental health, La Roche-Posay launched the #skinismorethanskin campaign, showing real people with skin conditions such as acne, eczema, and atopic dermatitis.*



## ECONOMIC AND SOCIAL/POLITICAL PESSIMISM GROWS

Proportion who believe the economic and the social/political situation will worsen

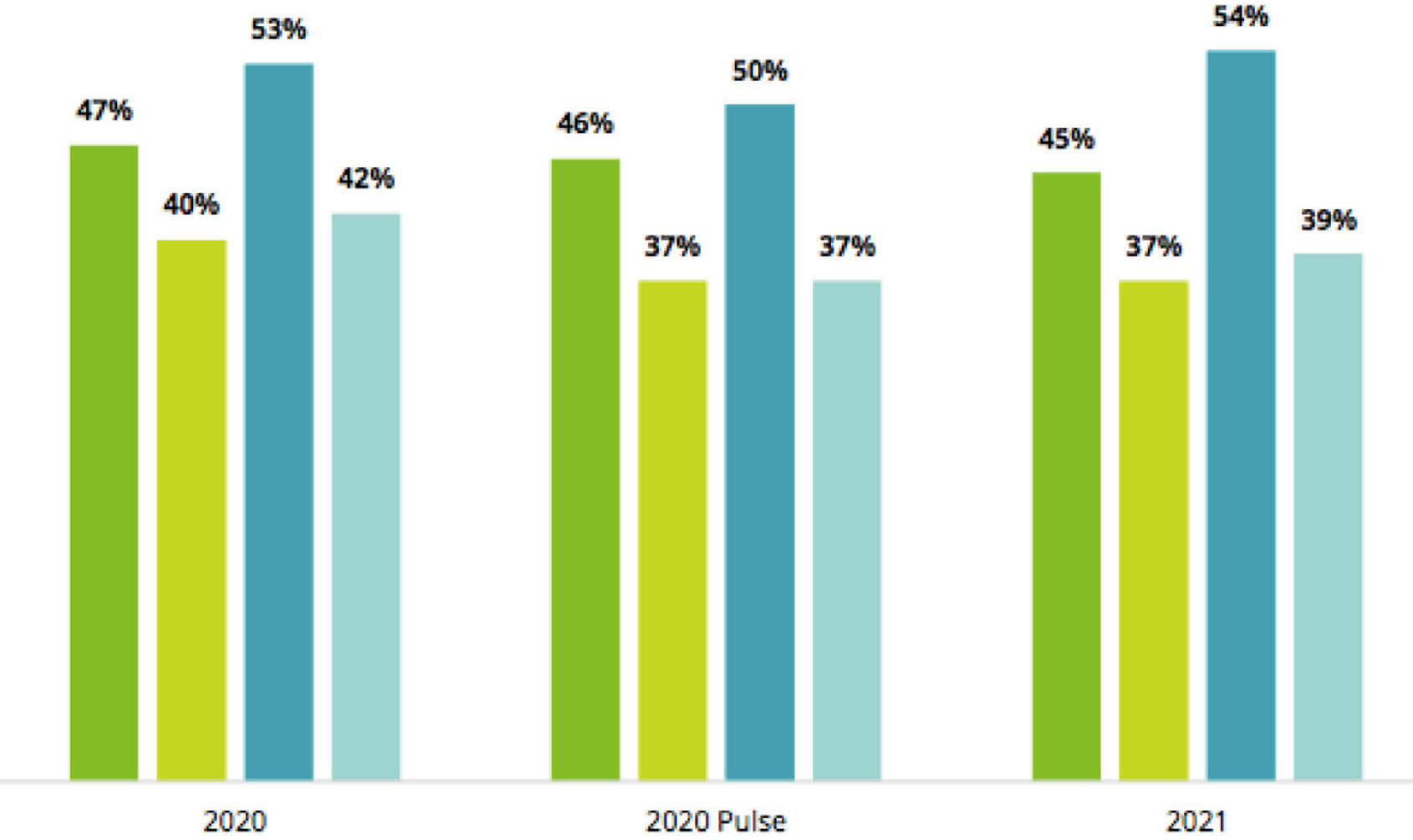


Q2. Taking everything into account, do you expect the overall economic situation in the country to improve, worsen or stay the same over the next 12 months?

Millennial base: 2018 10,455, 2019 13,416, 2020 13,715, 2020 "pulse survey" 5,501, 2021 14,655; Gen Z base: 2018 1,844, 2019 3,009, 2020 4,711, 2020 "pulse survey" 3,601, 2021 8,273

# LEVELS OF STRESS HAVE REMAINED HIGH THROUGHOUT THE PANDEMIC, PARTICULARLY FOR WOMEN

Proportion who say they are stressed "all" or "most" of the time (%)



MILLENNIALS  
● Women  
● Men

GENZs  
● Women  
● Men

Q13. How often would you say you feel anxious or stressed? Millennial base: 2021 men 7,327, women 7,327; 2020 "pulse survey" men 2,750, women 2,750; 2020 men 6,857, women 6,857; Gen Z base: 2021 men 4,136, women 4,136; 2020 "pulse survey" men 1,800, women 1,800; 2020 men 2,355, women 2,355

\* Perception  
of GenZ stress  
by other  
generations

## GENZ AND MENTAL HEALTH

Stellingen:  
→

### 1 CAREFREE?

Professionals schatten de mentale gezondheid van GenZ niet al te positief in. Slechts 1/4e denkt dat GenZ een zorgeloze generatie is.

### 2 PRESSURED?

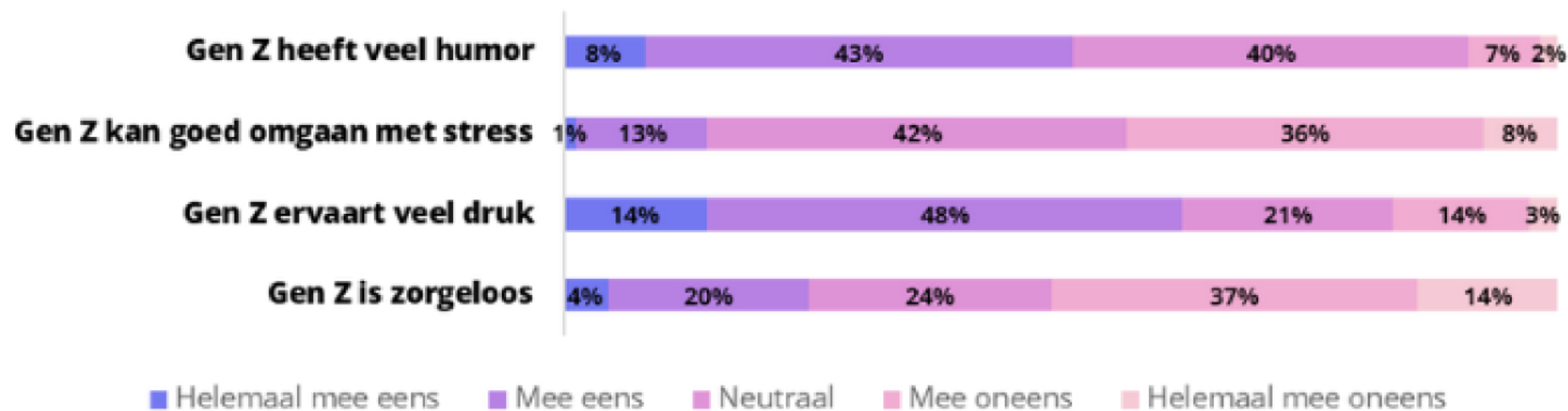
Meer dan 6 op 10 professionals erkent dat GenZ veel druk ervaart. Vooral vrouwen en mensen die GenZ opvoeden zijn deze mening toegedaan. Millennials zijn ook hier weer strenger in hun oordeel dan GenX en babyboomers.

### 3 STRESSED?

Of GenZ goed kan omgaan met stress blijkt een moeilijkere vraag. Heel wat professionals hebben hier geen uitgesproken mening over. Toch is meer dan 4 op 10 het niet eens met deze stelling. En guess what... ook hier opnieuw een strenger oordeel van millennials.

### 4 COMICAL?

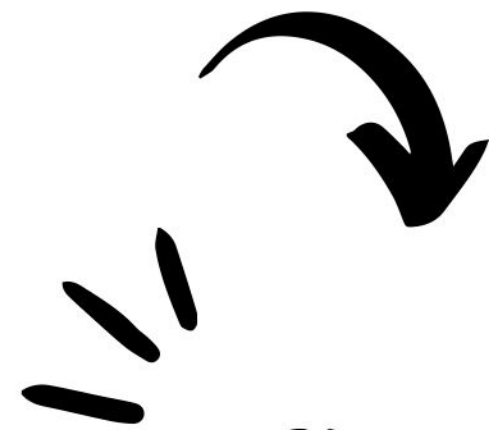
Of GenZ een humoristische generatie is, blijkt ook moeilijk te beoordelen (met 4 op 10 die geen uitgesproken mening heeft). Toch is de helft van de professionals het hiermee eens. Vooral mensen die GenZ opvoeden of die er veel contact mee hebben. En ook hier zijn millennials opnieuw strenger.



**"THIS IS A GENERATION THAT'S POWERFULLY SENSIBLE, GLOBALLY UNIFIED AROUND TAKING CARE OF ONE ANOTHER AND INTERESTINGLY THEY HAVE A LANGUAGE OF THEIR OWN. THE WAY THEY COMMUNICATE IS QUIRKY, INTENTIONALLY LIGHTHEARTED TO COMBAT THE HEAVINESS OF EVERYDAY LIFE"**



DO YOU HAVE  
**ANY QUESTIONS?**



Stay in touch!

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