How is Gen Z driving shifts in how we all live, work and play?

2024 EY Live Work Play Study
Loyalty is diminishing because Gen Z feels it is not reciprocated.

Top reasons Gen Z is not loyal to brands:

1. Brands aren’t loyal to them.
2. They like to try new things.
3. They feel no compelling reason to be loyal.
4. They don’t care about brands or loyalty.
5. Purchases are based on price.

Two out of five Gen Z report having zero loyalty to any brand.

62% of Gen Z say they are very or extremely loyal to the organization they currently work for.

40% of Gen Z feel that their organization is loyal to them.
What makes a brand authentic to Gen Z?

Salary transparency:
- 50% are very or extremely willing to share info about their wages
- 50% also expect their employer to share info with them about others' wages

Top values Gen Z want employers to have:
- 74% Fair pay
- 57% Empathy
- 56% Puts the needs of its employees above profits
- 52% Prioritizes mental health
- 51% Embraces diversity

Transparency is needed to validate authenticity.
- 73% think it’s highly important for employers to share their values
- 47% think it’s highly important for the businesses they buy from to share their values
- 44% think it is highly important for businesses to do things to address social issues
- 39% think it is very or extremely important for businesses to talk about social issues
They are cautious about money and are **focused on securing their future.**

Financial actions taken by Gen Z recently:

- 53% Talked to family about finances
- 49% Put money into savings
- 40% Talked to friends about finances
- 36% Earned supplemental income
- 24% Invested money
- 20% Read literature on how to improve financial wellbeing
- 17% Followed financial experts on social media
- 12% Took a class to better understand finances
- 9% Talked to a financial planner or coach

**Gen Z financial savings situation:**

- 85% Gen Z have at least some money in savings
- 54% have some outstanding debt or loans

**Gen Z’s top financial worries:**

- 56% emergency savings
- 50% bills
- 38% affording a home
- 38% affording monthly rent
- 37% having enough food
- 36% affording medical expenses
- 34% worried about retirement
- 34% loans or debt
- 34% affording starting a family

**Two out of three Gen Z rate their current financial situation as fair, poor or very poor.**
More than half of Gen Z have **two or more sources of income**

82% of Gen Z are currently earning money for themselves

Top reasons Gen Z has multiple income streams:

- 73% make more money
- 52% to be independent
- 46% prepare for the future
- 15% build my retirement

70% of Gen Z selected a reason related to financial security when asked why they decided to work for their current organization

82% of Gen Z selected financial security factors as the reason they might want to someday work for an organization

Gen Z sources of debt:

- 37% credit card
- 30% college loan
- 22% car loan
- 18% buy now pay later
- 16% other
- 12% home loan

$7k median debt owed

96% of Gen Z selected an employment benefit related to **financial security** as highly important:

- 88% Salary and pay
- 81% Job security
- 75% Health benefits
- 63% Retirement plans and 401k
- 39% Financial coaching
64% of Gen Z feel partially or completely burned out from work.

Top three ways Gen Z says their employers can reduce burnout:

- 45% respect personal time
- 33% expect vacations/time off
- 31% give realistic deadlines

Gen Z work to live, not live to work.

One out of four Gen Z have already been let go from a job in their young careers. Yet, more than half (52%) are not worried at all about losing their jobs, because they have other options, and they don’t feel the need to commit to one company long-term.

- 52% of Gen Z are not worried at all about losing their job
- 42% are willing to relocate for a job
- 35% are willing to move out of state
- 18% of Gen Z report their employer provides professional and career development training
- 21% of Gen Z report that their employer offers mental health resources
- 27% of Gen Z feel very or extremely anxious or stressed in a typical workday
Gen Z like and trust their supervisors and are generally satisfied with the work they do despite obstacles.

64% of Gen Z are very or extremely satisfied with the work they do.

Gen Z with higher socioeconomic status are more likely to say they are satisfied.

Gen Z with lower socioeconomic status are less likely to say they are satisfied.

Younger Gen Z are more likely to say they are satisfied.

73% of Gen Z say their organization tries to build a sense of community or team among its workers.

Top attributes of their supervisors:

- Understanding
- Mentor
- Authentic
- Team player
- Encouraging

Most Gen Z like their supervisors and coworkers, and feel they can be their authentic selves around these people:

- 81% of Gen Z feel positively toward their coworkers
- 80% of Gen Z feel positively toward their supervisor
- 65% of Gen Z said they trust their supervisor a lot or completely
- 55% said they trust their coworkers a lot or completely
- 40% of Gen Z said they “like their supervisors a lot”
Gen Z are intentional consumers, and the “not new” market is not a passing trend.

Gen Z avoids buying from businesses that:

- Treat their employees poorly: 52%
- Don’t embrace diversity: 42%
- Sell items produced in a way that harms the environment: 39%
- Have a known political or religious affiliation they disagree with: 35%
- Sell non-organic products: 19%

Nearly three out of four Gen Z bought or received purchased pre-owned clothes. Of those who bought pre-owned clothes, 39% of all the clothes they obtained in the past year were previously owned.

22% of Gen Z prefer to buy things that have been previously owned over buying new things.

56% of Gen Z think it is very or extremely important to buy from brands that show they are taking action to protect and preserve the environment.

51% of Gen Z says a business’s environmental practices are more important than it used to be.

51% of Gen Z says a business’s diversity, equity and inclusion practices are more important than they used to be.
In the past 12 months, Gen Z rented:

- 50% The place where they live
- 16% Motor vehicle
- 15% Scooters and bikes
- 11% Electronics
- 9% Clothing or fashion accessories
- 9% Household appliances
- 8% Furniture

47% of Gen Z said they felt guilty in the past year over something they purchased.

Top reasons for purchase guilt:

- Amount of money spent: 78%
- Wouldn’t use/wear often: 34%
- Environmental impact: 17%
- Company values didn’t align with personal values: 13%

72% of Gen Z repaired or fixed something of theirs that had broken, instead of throwing it away or trading it in.

44% of Gen Z paid someone else to repair or fix something of theirs that was broken.

65% of Gen Z said if they were gifted $500, they would use it to do something fun on their own.

80% of Gen Z said if they were gifted $500, they would use at least some of that money to do something fun with others.

More than one out of four Gen Z (28%) share clothes with a parent, and 60% of Gen Z buy clothes at the same place as a parent.
The influence Gen Z has on family and friends should not be underestimated.

55% of Gen Z decided not to buy something from a business in the past 12 months because they had a problem when they bought from them on an earlier occasion.

49% of Gen Z say they have at least a moderate amount of influence on the products, services or subscriptions their family buys.

46% of Gen Z say they have influence on what their friends buy.

METHODOLOGY

Ernst & Young LLP surveyed a representative sample of 3,021 members of Gen Z from across the United States. The sample was divided into two question sets, with 1,612 respondents answering a consumer and finances survey, and 1,409 answering an employee and work survey.

The online survey was completed between June 16 and July 7, 2023. To be considered a member of Gen Z, a person had to have been born between 1997 (turning age 27 in 2024) and 2007 (turning age 17 in 2024). The survey recruited a representative mix of age, race/ethnicity, gender, geographic region, educational attainment and socioeconomic status.

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SCORE no. 22408-241US
CSG no. 2401-4409452
ED None

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