

GENERATIONAL TRENDS AND COVID-19: NEW INSIGHTS AND RESEARCH

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My passion is helping solve generational challenges.

- **Research:** President of The Center for Generational Kinetics. We've led more than 65 generational studies, including studies on four continents in multiple languages.
- **Writing:** Wrote my first book at age 18. My new book is *Zconomy: How Gen Z Will Change the Future of Business*
- **Speaking:** Over 3,000 in-person and virtual events
- **Advising:** I advise executives, boards, and entrepreneurs
- **Living It:** I'm a Millennial, married to a Gen X'er, and we have a Gen Z daughter!

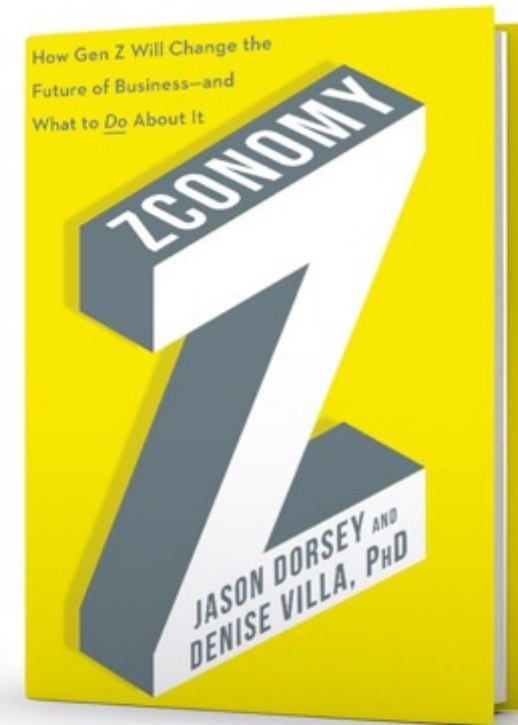


THE CENTER FOR GENERATIONAL KINETICS

Generational speaking, research, and strategy firm.
700+ clients spanning every major industry.

What makes us different? We lead **behavioral research**. We study “why” generations act the way they do as customers, employees, and trendsetters.

Combining our behavioral insights with your data leads to new strategies and solutions.



CGK's New Book on Gen Z



RETHINKING GENERATIONS

Redefining the term “generation”

- ▶ At CGK, we define a generation as a group of people born at about the same time and raised in approximately the same place, leading to increased *predictability by scenario*.

Generations are not boxes

- ▶ Instead, generations are powerful **clues** on where to start to connect with and influence people of different ages.



BIRTH YEAR OVERVIEW

GENERATIONAL BIRTH YEARS

- ▶ Generation Z: 1996 - 2015
- ▶ Millennials: 1977 - 1995
- ▶ Generation X: 1965 - 1976
- ▶ Baby Boomers: 1946 - 1964

*Cuspers are born on the edges of generations

JasonDorsey.com/BirthYears

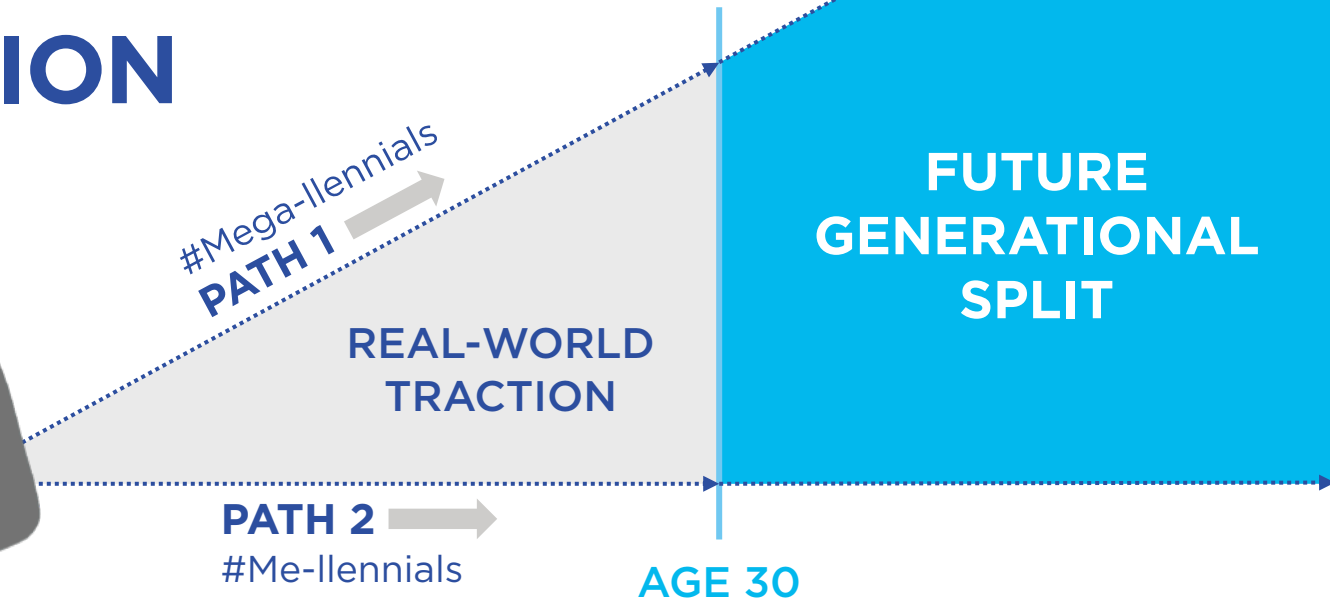


THE FUTURE OF THE MILLENNIAL GENERATION

Millennials

Ages 24-42

- Tech Dependent
- Diverse
- Delayed Adulthood
- Generational Split



LEARN MORE AT [GENHQ.COM](https://genhq.com)

CGK THE CENTER FOR
Generational Kinetics®

GENERATIONAL TRENDS WE'RE ALREADY SEEING

COVID-19 is impacting generations differently

- Gen Z is being affected *significantly* as COVID-19 is their Generation Defining Moment.
- Baby Boomers are often using their retirement and emergency savings for financial support, which could lead to them having to work much longer.
- Gen X is being pulled in *three* different directions. They're often taking care of their kids, helping their parents, and trying to navigate work or a job search.
- Millennials feel like they've been bookended with traumatic events beyond their control, starting with The Great Recession and now COVID-19.

The coronavirus pandemic will mint a new generation, according to a researcher — and it has nothing to do with the supposed 'baby boom'

Hillary Hoffer Apr 10, 2020, 8:05 AM



The post-Gen Z generation is here. NurPhoto/Getty Images

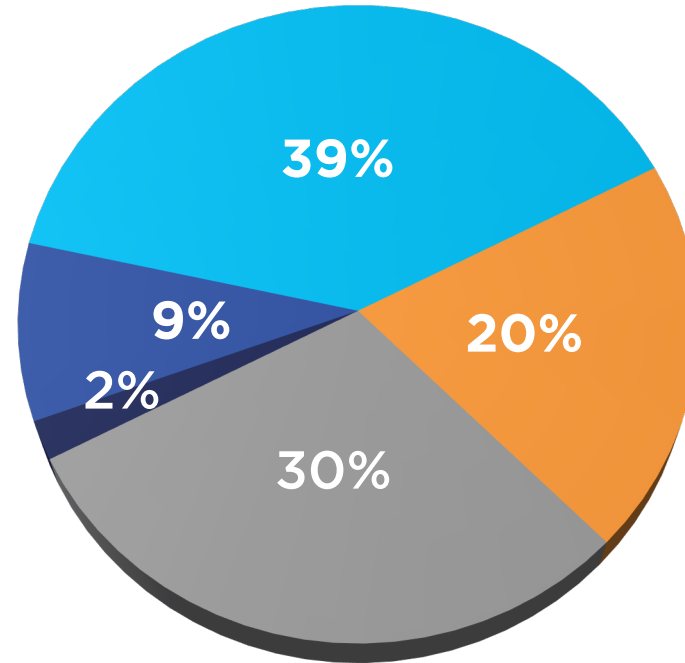
HIGHLIGHTS FROM OUR NEW STUDY



NATIONAL STUDY SAMPLE OVERVIEW

CUSTOM STUDY COMPLETED BY

1,000
US PARTICIPANTS



9% GEN Z
(ages 18-24)

39% MILLENNIALS
(ages 25-43)

20% GEN X
(ages 44-55)

30% BABY BOOMERS
(ages 56-74)

2% TRADITIONALISTS
(ages 75+)

*The sample was weighted to the U.S. Census for age, region, gender, and ethnicity.

*Figures are statistically significant at the 95% confidence level. Margin of error is +/-3.1 percentage points.

*Survey was conducted online from April 28, 2020, to May 4, 2020.

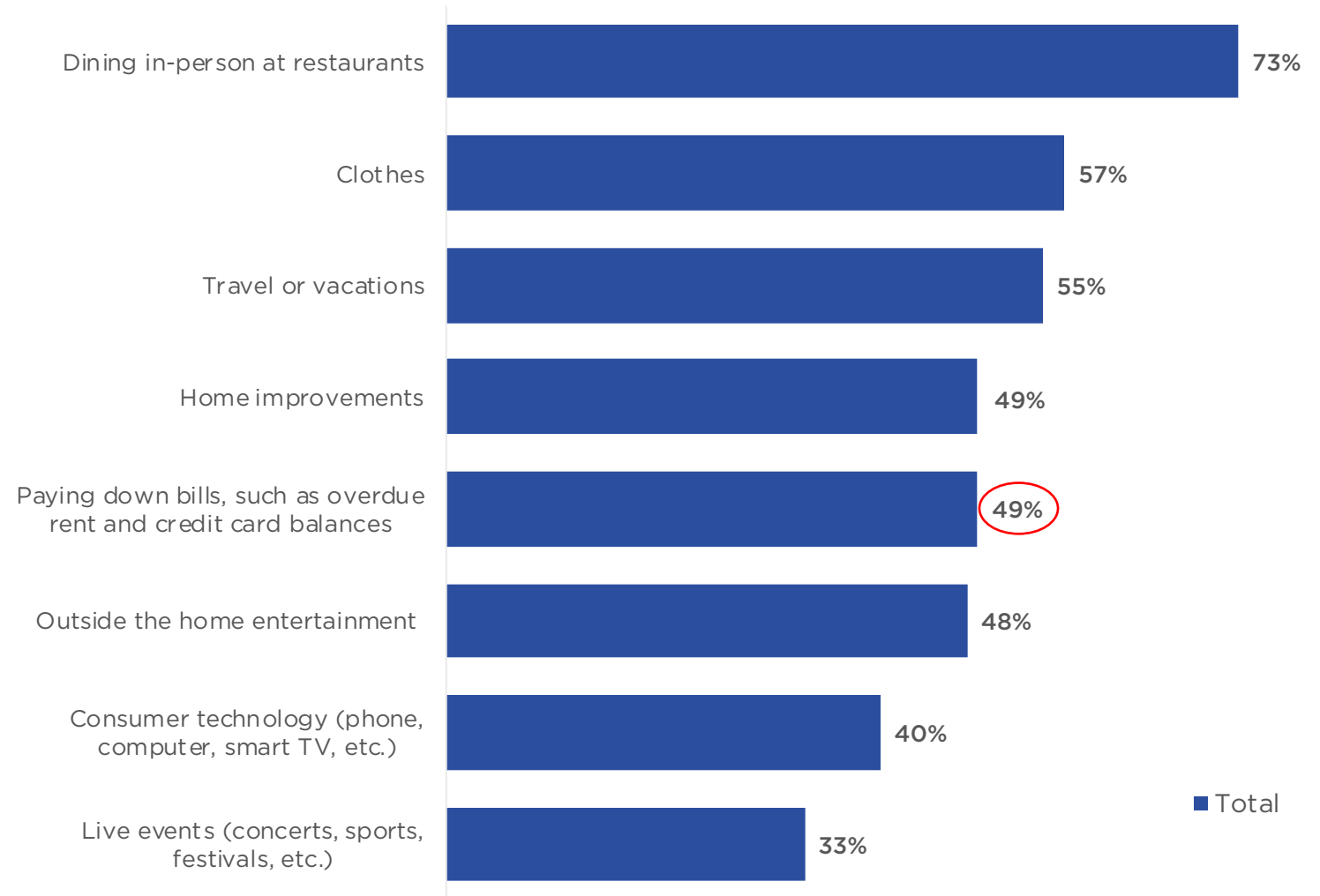
The vast majority of Americans plan to first spend their money at restaurants, then on clothes and travel when restrictions are lifted

Home improvements and paying down bills round out the top five.

WOW STAT

52% of **Millennials** plan to spend money first on **paying down bills**, such as overdue rent and credit card balances, more than any other generation.

WHEN SOCIAL DISTANCING RESTRICTIONS ARE LIFTED, WHAT DO YOU PLAN TO SPEND MONEY ON FIRST? (BY TOTAL; RANKED #1/#2/#3/#4/#5)

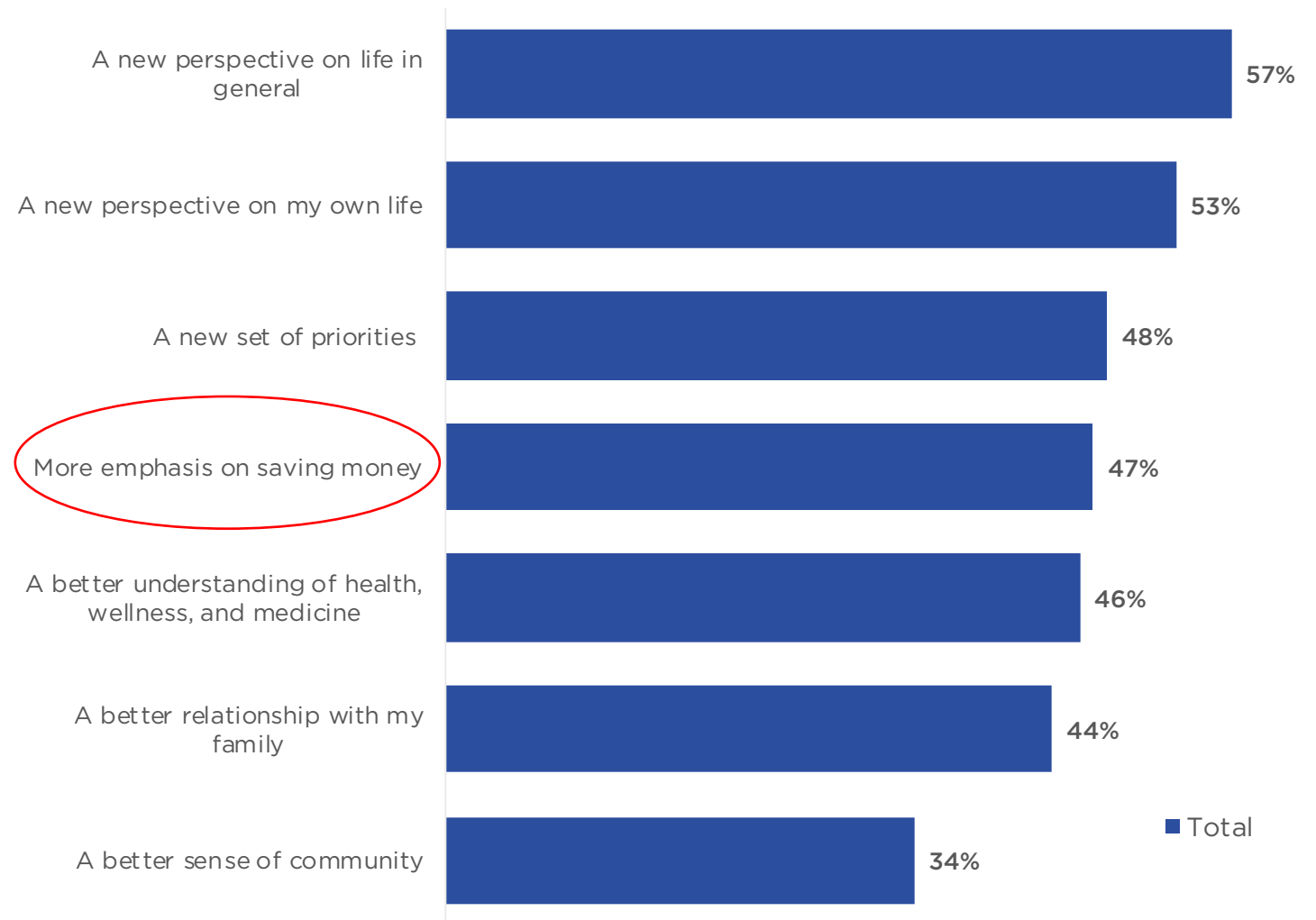


Q2. When the restrictions on social distancing due to the COVID-19 pandemic are lifted, what do you plan to buy or spend money on first? *Rank your top five in order of spending priority*

The majority of Americans say the most positive thing to come out of this pandemic for them is a new perspective on life

Also, almost half of Americans say the most positive thing to come out of COVID-19 for them is more emphasis on saving money.

MOST POSITIVE THINGS TO COME OUT OF COVID-19 FOR YOU (BY TOTAL; RANKED #1/#2/#3/#4/#5)



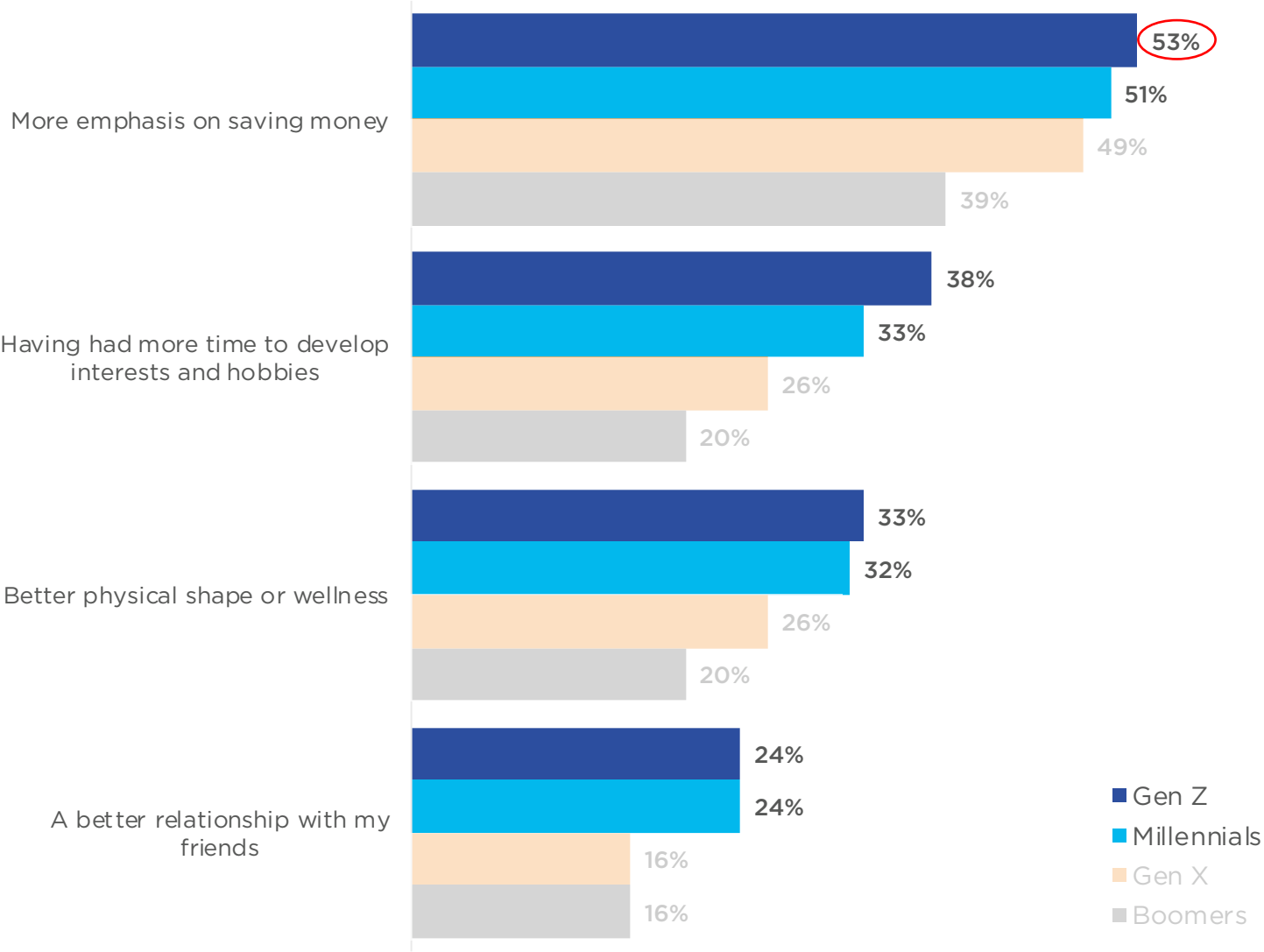
Q10. What are the most positive things that have or will come out of the COVID-19 pandemic for you?
Rank your top five.

Over half of Gen Z and Millennials see an emphasis on saving money as the most positive thing to come out of this pandemic

Younger generations also see the positives of developing their hobbies, getting in shape, and building relationships with friends more than older generations.



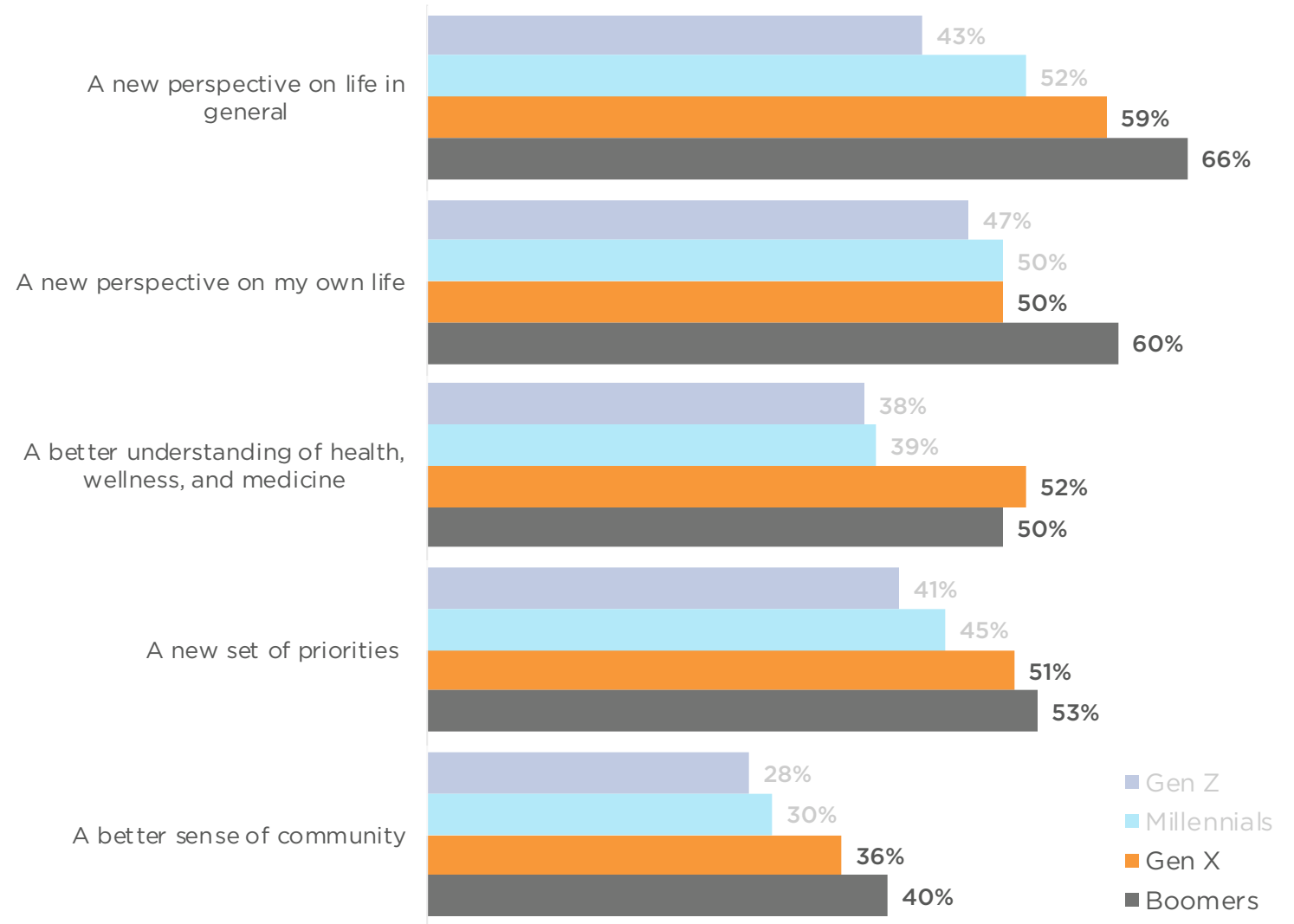
THE POSITIVE THINGS GEN Z AND MILLENNIALS THINK WILL COME OUT OF COVID-19 MORE THAN OLDER GENERATIONS
(BY GENERATION; RANKED #1/#2/#3/#4/#5)



Gen X and Boomers believe the most positive thing to come out of this pandemic will be a new perspective

Older generations see the positive outcomes of this pandemic as more personal in nature, including a new perspective on life, a better understanding of wellness, a new set of priorities, and a better sense of community.

THE POSITIVE THINGS GEN X AND BOOMERS THINK WILL COME OUT OF COVID-19 MORE THAN YOUNGER GENERATIONS (BY GENERATION; RANKED #1/#2/#3/#4/#5)



Q10. What are the most positive things that have or will come out of the COVID-19 pandemic for you?
Rank your top five.

Generational trends we're watching now

1. Gen Z moving back in with their family or planning to live with them for a much longer period of time
2. Millennials potentially continuing to delay having their first child
3. Enrollment in college in the fall as well as applications and enrollment into post-graduate programs
4. Optimism or pessimism toward the future by generation



ADDITIONAL RESOURCES

More CGK research is available at no cost, including our 2019-2020 State of Gen Z study, at: **GenHQ.com**

To learn more about Jason Dorsey and his work studying generations, please visit: **JasonDorsey.com**

