Gen Z represents America's future and is the most diverse generation. In this second installment of Meredith's proprietary research conducted in partnership with The Harris Poll, we reveal highlights from four reports of Gen Z women—Black, Latina, LGBTQ+ and general market—and how to connect with them.

FOR MORE Z INSIGHTS:
Click here to contact your Meredith Sales Representative for more information about Meredith's Gen Z reports.

Source: Harris Poll, June 15-23, 2020, among 2,707 women ages 16 and older, with a focus on Gen Z women ages 16-24 (n=1,201), including Black women (n=368), Latinas (n=383), LGBTQ+ women (n=301) and White women (n=264).

The differences between Black, Latina and LGBTQ+ Millennials and Zs

Emerging Black, Latina and LGBTQ+ Z trends, such as work and career, well-being, dating and relationships, family values and social media

More than 6 in 10 say “If a brand has to tell me their values, instead of showing them, they’re not authentic enough”

3 in 4 think brands should focus on showcasing real people over highly paid social influencers

WHAT THEY HAVE IN COMMON
All Zs are defined by empathy and activism—they’re more open to new ideas and “fighting the good fight” than other generations. Regardless of ethnicity or sexual orientation, they feel:

COVID-19 is a wake-up call for society to make real policy change

Though Zs will be changed forever by COVID-19, they are also optimistic about the future:

Prioritizing quality of life after seeing how hard their parents have worked

Financial stability and independence is their #1 goal for 2021

THE DIVERSITY GENERATION

WHAT MAKES THEM DIFFERENT
A letter and Latino Zs are more likely to have lost a job due to COVID-19, which has affected their spending power:

These diverse Zs have high standards for brands and say their generation lacks representation:

How they view themselves may be influenced by their mamas:

Black Zs are more likely to have started or plan to launch their own business in the next year

Black Zs are more likely to see themselves as “leaders rather than followers”

Zs want brands to celebrate all types of people and families and to challenge beauty and body standards. Their favorite brands are honest, creative, adventurous—and, above all, authentic:

WHAT MAKES THEM THEIR ALLY
Zs demand and expect diversity and representation in all aspects of their lives. They're not likely to support brands who don’t back up their words with action:

HOW BRANDS CAN BE THEIR ALLY
These three Zs have high standards for brands, and their expectations are rising:

“Many brands talk of diversity as a ‘checkmark,’ not a real-world reflection of their audience”

“I don’t feel my generation is seen or reflected by most brands”

“I would like to see more women of color embraced by companies’ services and products, not just their marketing”

Zs want brands to celebrate all types of people and families and to challenge beauty and body standards. Their favorite brands are honest, creative, adventurous—and, above all, authentic:

PART 2

To download a copy of the Exponential Z whitepaper

RISING TO THE CHALLENGE and REDEFINING WHAT'S TO COME