

## DECODING

# GEN Z

### PART 2

## THE DIVERSITY GENERATION

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.

### 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 ”

**80%** BLACK    **80%** LATINA    **78%** LGBTQ+    **76%** WHITE

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

More appreciative of what they have

**35%** BLACK    **34%** LATINA    **34%** LGBTQ+    **31%** WHITE

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

**76%** LATINA    **75%** WHITE    **73%** LGBTQ+    **71%** BLACK

Financial stability and independence is their #1 goal for 2021

**34%** WHITE    **33%** LATINA    **33%** LGBTQ+    **31%** BLACK

### WHAT MAKES THEM DIFFERENT

Latina and LGBTQ+ Zs are more likely to have lost a job due to COVID-19, which has affected their spending power:

**19%** LGBTQ+    **17%** LATINA    **12%** WHITE    **11%** BLACK

How they view themselves may be influenced by their mamas:

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

**38%** BLACK    **31%** LGBTQ+    **28%** LATINA    **28%** WHITE

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

**50%** BLACK    **40%** LATINA    **36%** LGBTQ+    **21%** WHITE



Black and Latina Zs are more likely to say their mothers are their role models

**42%** BLACK    **40%** LATINA

**35%** LGBTQ+    **27%** WHITE

### HOW BRANDS CAN BE THEIR ALLY

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

"Many brands think of diversity as a 'checkbox,' not a real-world reflection of their audience"

**76%** LGBTQ+    **75%** BLACK    **71%** LATINA    **70%** WHITE

"I don't feel my generation is seen or reflected by most brands"

**65%** BLACK    **62%** LGBTQ+    **62%** LATINA    **55%** WHITE

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

**78%** LGBTQ+    **78%** LATINA    **77%** WHITE    **65%** BLACK

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:

- ▶ **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



### FOR MORE Z INSIGHTS:

- ▶ 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

[CLICK HERE](#)



To download a copy of the Exponential Z whitepaper

[CLICK HERE](#)

[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).