

GEN Z REIMAGINES

FUSE MEDIA
INSIGHTS

WHAT WEALTH MEANS

New generation of investors are conscientious, less risk-averse, community-driven and more multicultural than ever.

Investing is seen as a necessary path toward financial freedom (*56% of Gen Z currently invest or are interested in investing now).

Investing is not about trying to be rich...it's about being able to live the lives they want to live.

New technology and ways to invest has opened the door for novice and multicultural investors – not just for the elite few.

Tapping into non-traditional investments (crypto, NFTs) is seen as being part of a cultural revolution.

Their personal values must align with their investments. It's important to make money while maintaining high moral standards.

Their community-driven mindset means they want to learn from and share information with like-minded investors.

76% of Gen Z showed a strong interest in watching unscripted series focused on financial health.



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Source: Fuse Research/Why-Q Individual Interviewers, July 2022