



# Get to know the Gen Z audience.



## General mindset:

- ✓ **Feel attachment to brands** — but wary of loyalty
- ✓ **Brand purpose generates admiration** — but won't guarantee a purchase
- ✓ **Drawn toward a more balanced life** — and more entrepreneurial than career-driven



**"I want the freedom to be my own boss and don't want to be strapped to a 9-5!"**

## Financial mindset:

- ✓ **Strive to build a safety net** — many are focused on saving and investing
- ✓ **Prioritize convenience** — as key driver of payment choice
- ✓ **Seamlessly mix digital tools** — and consider security a given



**"I've just become so complacent with these apps, and they're so established, that I just figure they're secure even if they're not."**

— Jack, 21, Ohio



## TIP: Boost brand affinity through inclusion... but do it right.

It is great to see diverse casting. But younger consumers also want to see different ethnicities, cultures, abilities, and lifestyles represented in the global economy or in cultural moments.

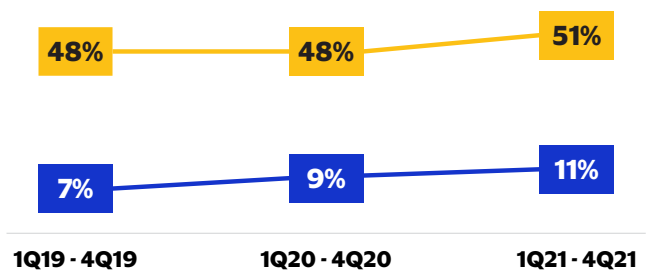


## Popularity of mobile wallets:

Over half of Gen Z consumers use digital containers on a monthly basis.

### Gen Z/Younger Millennials (18-29)<sup>2</sup>

- Incidence of using digital containers
- Digital containers share of total spend



## Let's uncover new possibilities together.

Visa has tools and resources to address your specific needs — from offering financial education to enabling digital solutions.

**To get started, contact your local Visa Account Executive.**

1. Digital Point of Sale - Click to Pay & Installment Research October 2021  
 2. Visa US Payment Panel 1Q19-4Q21

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