

GEN Z PRIORITIZES PERSONAL DEVELOPMENT

FUSEMEDIA
INSIGHTS

Compared to older generations, Gen-Z is **more likely to place importance on personal goals** related to mental health, socializing more, and pursuing higher education.

Gen-Z are **most confident** about their education, mental & physical health, and social well-being.

Gen-Z are **least confident** about their professional status, financial health, romantic relationships and sexual health and well-being.

Seeking better sexual health and well-being outplaced making a career change, finding a romantic partner, and making a major purchase (e.g. buying a car, home).

81% of Gen Z showed interest in watching an unscripted series that focuses on sexual health/wellness.



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Source: Fuse Intelligence Center, Suzy survey platform, December 29, 2022.
Sex Sells points from January 2022
Why-Q 1-on-1 online interviews.