

Gen Z:  
it's a  
VIBE

## How we connect with a new generation of students



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# Put your Gen Z glasses on

1. Distance yourself from preconceptions
2. Be swayed by data not emotion
3. Exercise empathy not judgement



# Gen Z are:



**Born between  
1997 - 2012**

**Currently ages 10-25**

*They are your*

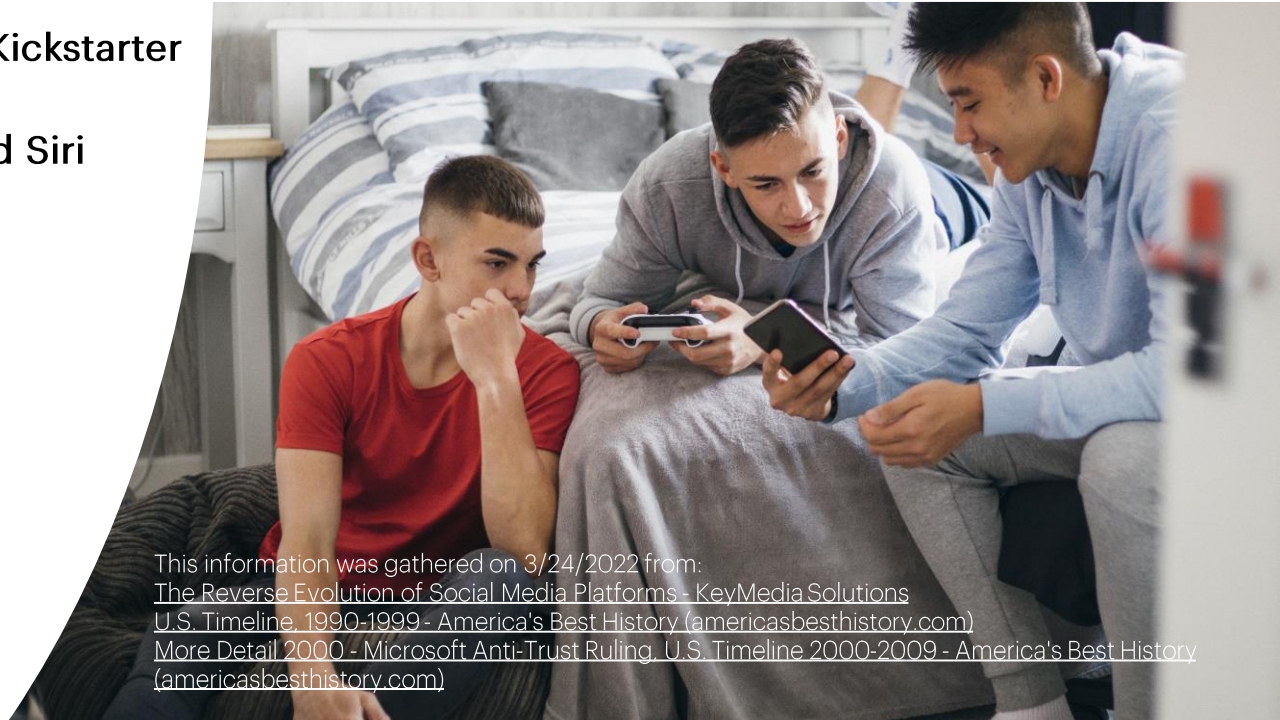
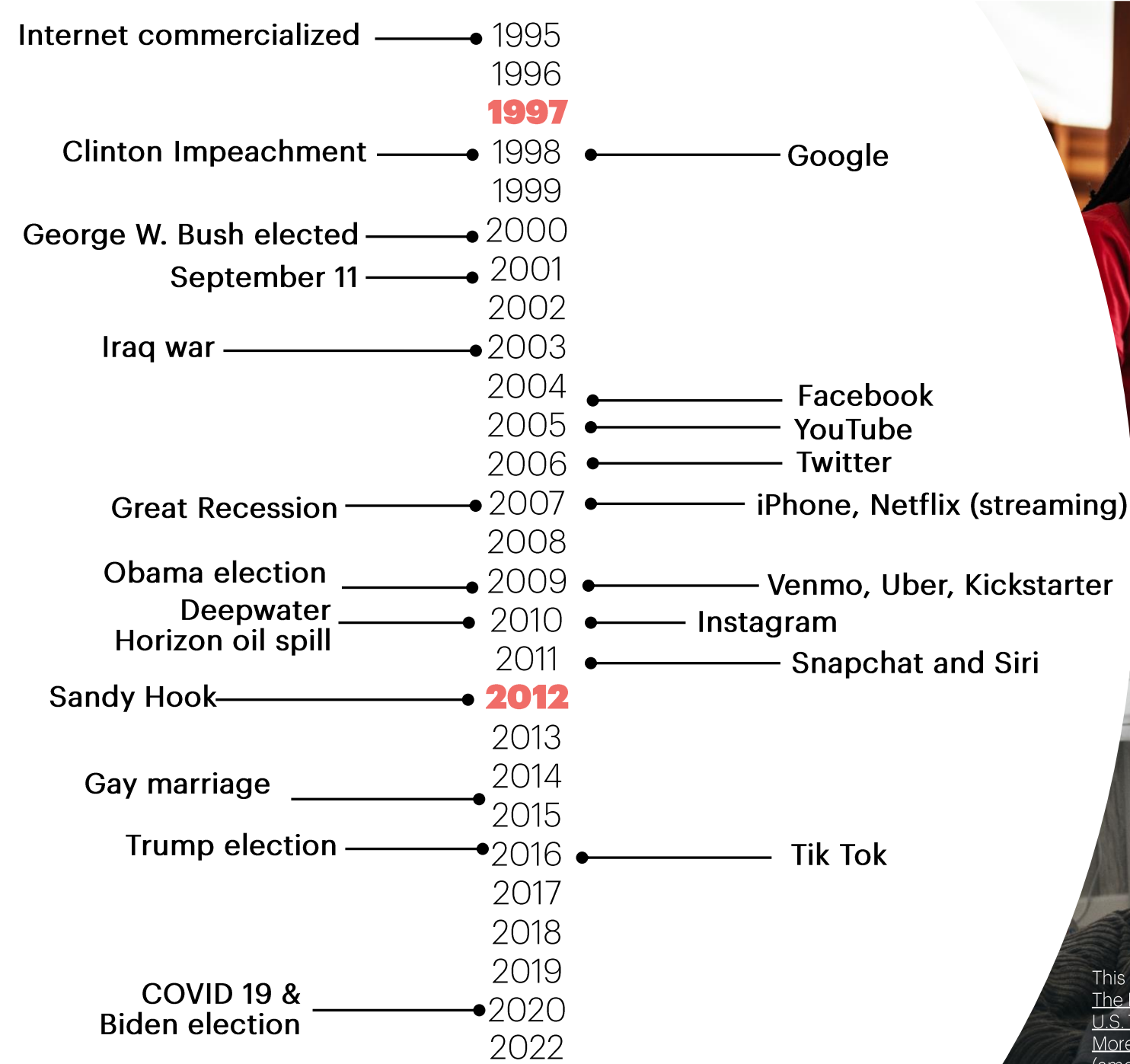
**Children**

**Nieces and nephews**

**Grandchildren**

**Friends and neighbors**

**Interns and colleagues**



This information was gathered on 3/24/2022 from:  
[The Reverse Evolution of Social Media Platforms - KeyMedia Solutions](#)  
[U.S. Timeline, 1990-1999 - America's Best History \(americasbesthistory.com\)](#)  
[More Detail 2000 - Microsoft Anti-Trust Ruling, U.S. Timeline 2000-2009 - America's Best History \(americasbesthistory.com\)](#)

# 5 things you'll learn about the "fluid" generation

1. Their high expectations
2. The impact of these expectations
3. Their exposure to data & information
4. How they distinguish truth from noise
5. Their need to cut through the clutter

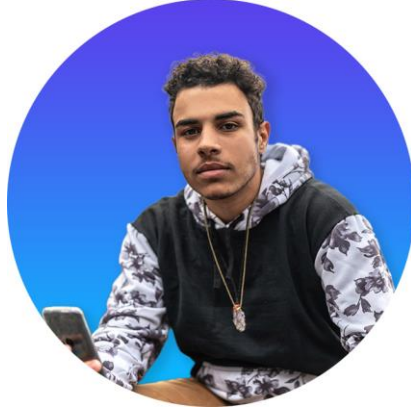


# The “fluid” generation



**52%**

of Gen Z identify as white, compared with **61% of millennials**



**Gen Z**

is the **most racially and ethnically diverse** generation and the **best educated** yet



**Gen Z**

is less likely than Generation X and baby boomers to identify as heterosexual





**Gen Z expects that things will be easy, intuitive, and customizable.**

# 1. Customized experiences



## The insights

**58%**

of Gen Z is willing to pay more for products that are targeted to their individual personalities.

**88%**

of Gen Z prefers branded experiences across multiple channels.

**2 in 5**

will provide their personal data to enable a more personalized experience over an anonymous one.

**44%**

of Gen Z would stop visiting a website if it did not anticipate what they needed, liked, or wanted.

This information was gathered on 3/14/2022 from:  
McKinsey & Company- <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/true-gen-generation-z-and-its-implications-for-companies>

Morning Consult- <https://www.forbes.com/sites/blakemorgan/2020/02/28/50-stats-all-marketers-must-know-about-gen-z/?sh=d56c6d876d06>

ZDNet- [Gen Z willing to provide their personal data for more personalized experiences | ZDNet](#)

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**With Gen Z's sense of responsibility  
comes a focus on mental health.**

# 2. Mental health



## The insights

### Gen Z

is more attuned to their mental health than previous generations.

**56%** say they think humanity is doomed.

**27%**

Describe their mental health as “excellent or good” compared to 56% of millennials & 70% of boomers.

**60%** said they felt very worried or extremely worried.



**Gen Z is accustomed to having data  
at their fingertips.**

# 3. Access to Data



## The insights

**64%**

of Gen Z are constantly connected online.

**66%**

use more than one internet-connected device at a time.

**95%**

of 13- to 17-year-olds have access to a smartphone.



**Use authenticity as a beacon to distinguish truth from noise.**

# 4. Authenticity



## The insights

**More than 3/4**

say they would stop buying from a brand AND spread the word if the brand's campaigns are regarded as macho, racist, or homophobic.

**49%**

of Gen Z cite social apps as their primary influence for financial decisions, over family, friends, or even personal experiences.



**Cut through the clutter: Gen Z responds to non-digital experiences.**

# 5. Analog experiences



## The insights

**84%**

of Gen Z take the time to read physical mail.

**57%**

have made purchases based on direct mail offers.

**77%**

pay attention to direct mail advertising, while **nearly 50% ignore digital ads.**





# Recap

## 5 things to know about Gen Z

- 1. Gen Z expects that things will be easy, intuitive, and customizable.**
- 2. With Gen Z's sense of responsibility comes a focus on mental health.**
- 3. Gen Z is accustomed to having data at their fingertips.**
- 4. They use authenticity as a beacon to distinguish truth from noise.**
- 5. Cut through the clutter: Gen Z responds to non-digital experiences.**

# Questions?



# Borrow responsibly

## *Borrow responsibly*

We encourage students and families to start with savings, grants, scholarships, and federal student loans to pay for college. Students and families should evaluate all anticipated monthly loan payments, and how much the student expects to earn in the future, before considering a private student loan.

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