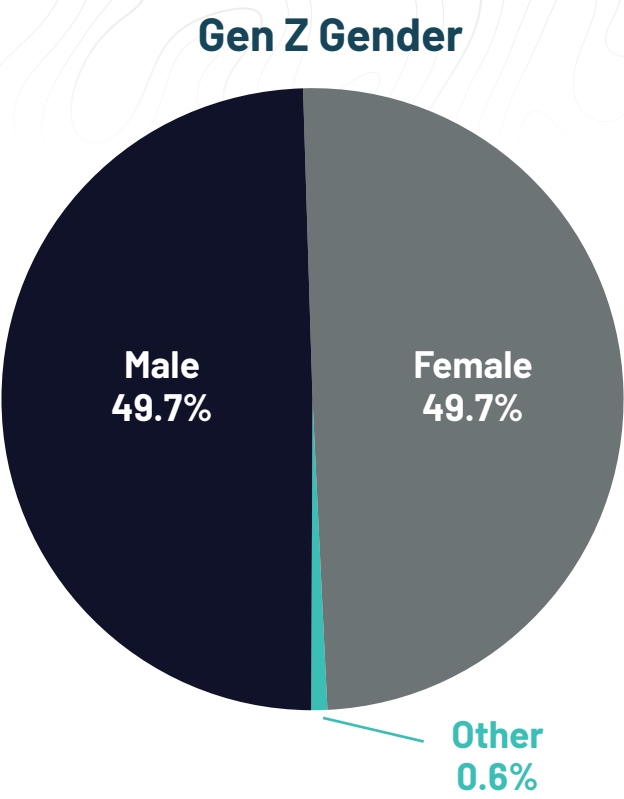


# Gen Z: Data Behind the Diversity

In 2023, the oldest of Generation Z will turn 26 while the youngest turn 11. Gen Z is often called the most diverse of the living generations. But what does diversity look like in the data? With data from adults 21+, we can get a glimpse into how the oldest third of Gen Z is shaping up in terms of gender identity, sexuality, and ethnicity.

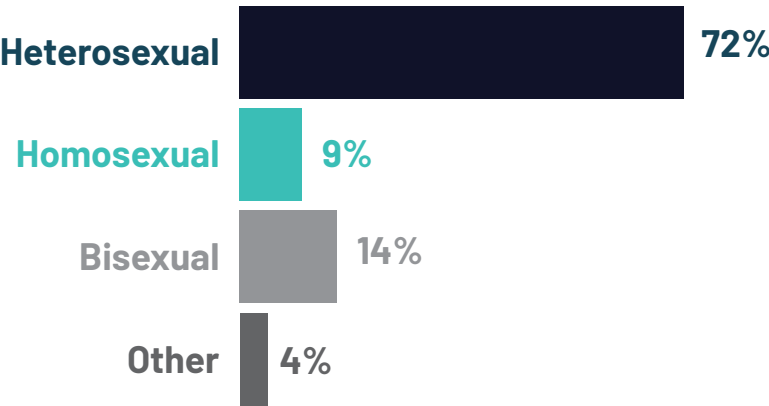


## Outside the Gender Binary

Of any generation, Gen Z sees the most consumers self-reporting as “other” when asked about their gender. Identities outside of the gender binary, like non-binary, genderqueer, and genderfluid, are more widely discussed, with Google Trends data showing more searches around these topics since mid-2021. Gen Z’s increased access to information during formative times in their life has allowed them to find labels that fit them better than “man” or “woman.” While only 0.6% of Gen Z identifies as “other” in 2022, that’s double the amount of gender non-conforming individuals within Gen X and millennials.

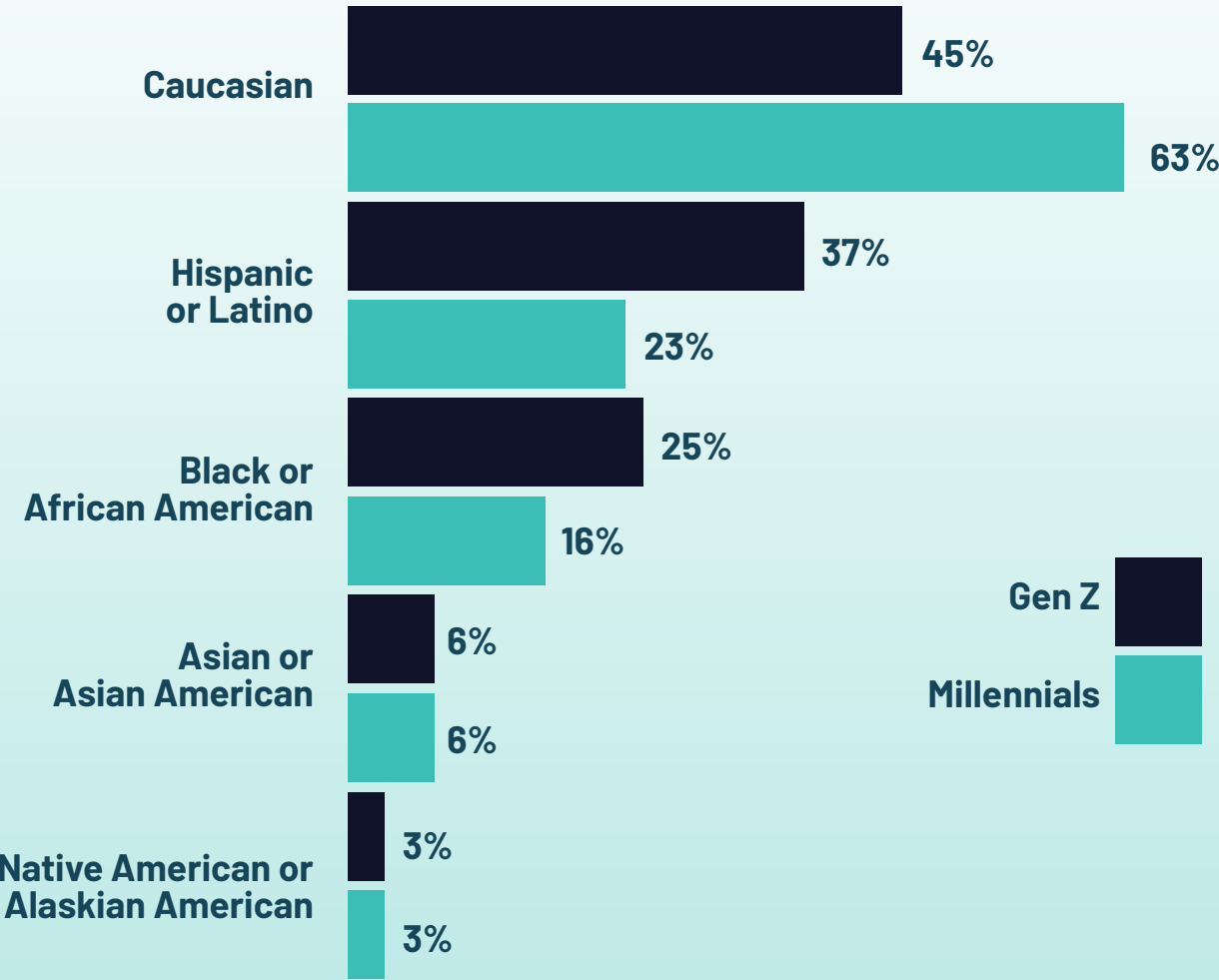
## Heteronormative Narratives Challenged

Gen Z individuals are less likely to identify as heterosexual than any other generation. While still the majority of Gen Z – 72% – identify as straight, this is twenty percentage points less than the number of heterosexual baby boomers. Gen Z is particularly likely to identify as bisexual, with 14% of the group identifying as so. While still small, the number of consumers identifying as an “other” queer identity is the highest for Gen Z. 4% of Gen Z select “other” for their sexuality while less than 1% of millennials, Gen Xers, and baby boomers say so.



## More Diversity in Ethnicity

Gen Z Americans are the only generation in our study to have less than half of the group be Caucasian. The census has shown the United States is becoming more racially diverse decade over decade. Comparing Gen Z to their nearest generation, millennials shows how quickly the U.S. is becoming more diverse in ethnicity.



Brightfield Group’s data on consumers goes deeper than demographics. From media habits to how they cope with stress, our suite of Consumer Insights digs deep to show you who consumers are across CPG categories.

Brightfield Group is the leading research firm for emerging categories including CBD, cannabis, and wellness. By integrating multi-source data with AI and research expertise into our cross-comparable data lake, we uncover robust insights as new markets develop. Since 2015, we have helped marketing, innovation, and insights leaders drive customer-centric strategies on their next big idea.