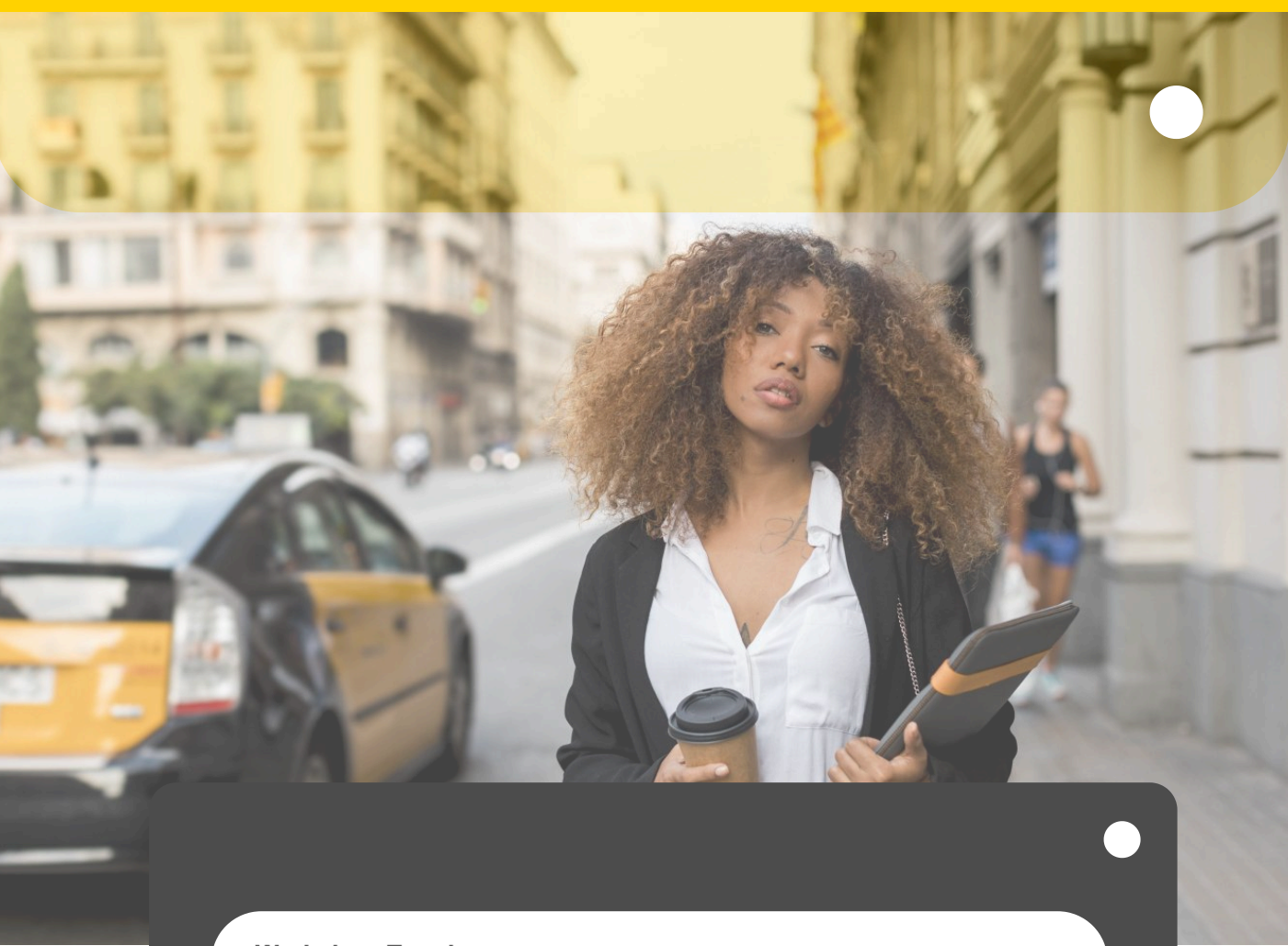




Poorer than Parents

By **DANIEL ARAQUE** - Real Estate Broker & Market Analyst



Workplace Trends Economic Outlook

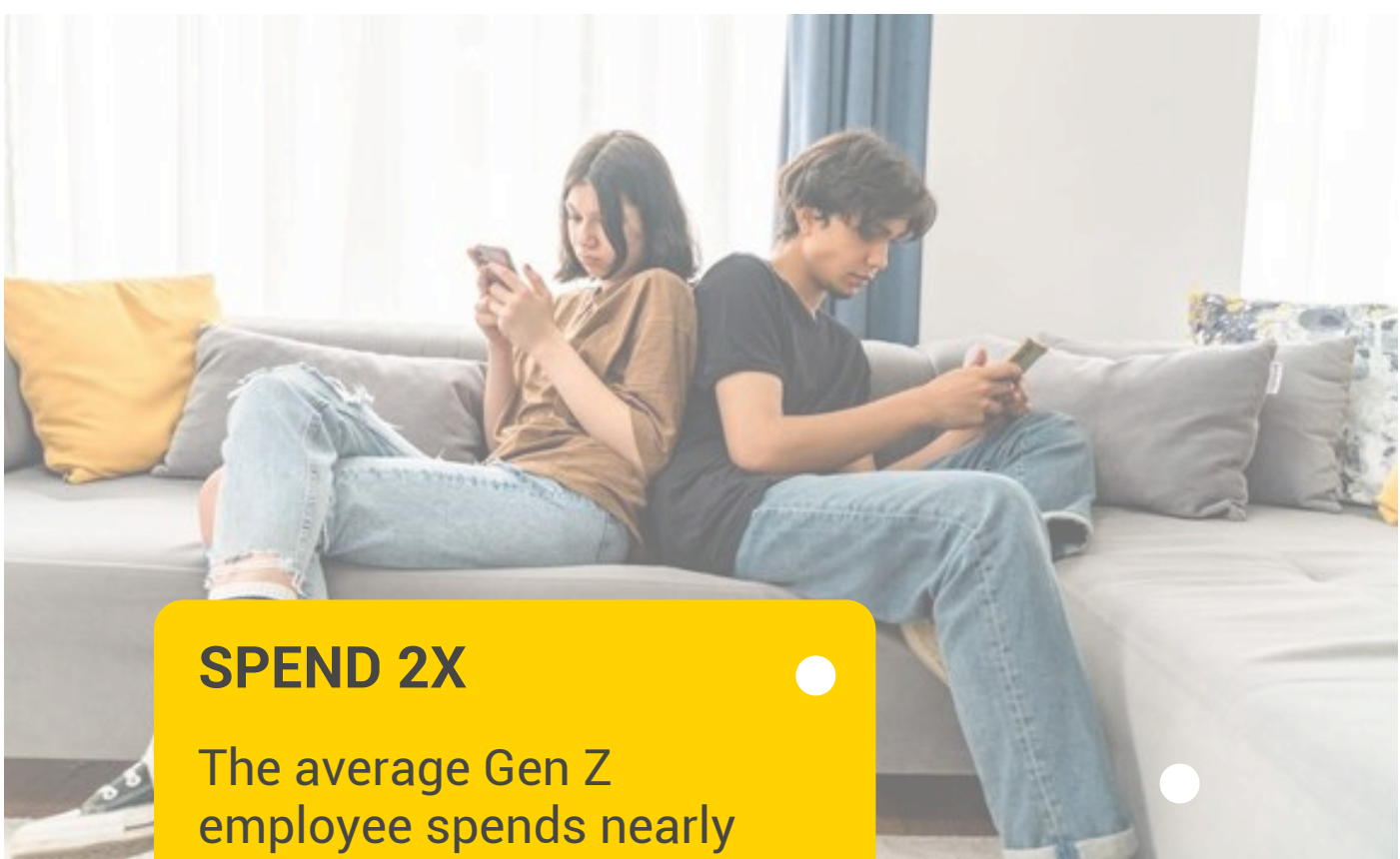
Gen Z: The First Generation at Risk of Being Poorer Than Their Parents

By Daniel Araque – Real Estate Broker & Market Analyst

As someone who works closely with professionals and investors navigating today's economy, I've seen firsthand how the next generation is feeling the pressure. A recent report by Bank of America reveals that 52% of Gen Z workers aren't earning enough to support the lifestyle they desire. The challenge? Inflation remains their biggest hurdle—and it's impacting everything from basic savings to lifestyle choices.

Many in Gen Z are spending nearly double what they earn and don't have enough set aside to cover even one month's expenses. With entertainment and travel spending up 25.5% in just the last year, it's no surprise that Experian reports an average credit card debt of \$3,456 for this generation.

Their financial foundation was already shaky—graduating into a COVID-era job market with record unemployment rates—and just as the economy rebounded, they were hit with rampant inflation. Unless we see a shift in policy, education, or financial behavior, Gen Z could become the first generation in modern U.S. history to end up economically behind their parents.



SPEND 2X

The average Gen Z employee spends nearly double their income and lacks sufficient savings to cover even a single month of expenses.

EXPERIAN REPORTS:

In the past year alone, this spending pattern has led to an average credit card debt of \$3,456 per Gen Zer, as reported by Experian.

: BANK OF AMERICA



52% of Gen Z are failing to earn enough for their desired lifestyle, while inflation remains their greatest economic hurdle