



Gen Z searching for meaning survey.



Gen Z surveys show they're actively seeking meaning through **purpose-driven work, authentic relationships, and societal impact**, prioritizing values like authenticity, community, and purpose over traditional metrics, though financial security remains a challenge. Key drivers include meaningful experiences, aligning work with ethics, and finding belonging, leading many to leave jobs lacking purpose and seek deeper connections with brands and communities.

Key Survey Findings on Gen Z's Search for Meaning:

- **Work & Purpose:**

- A sense of purpose at work is crucial for job satisfaction and well-being, with many willing to leave roles that lack it.
- Purpose isn't always about grand societal change; it can be personal growth or skill development, but it must align with their values.

- **Authenticity & Values:**

- Authenticity is paramount, even above wealth or fame, with Gen Z embracing flaws and quirks.
- They shop and engage with brands that reflect their values (transparency, social awareness) and want to co-create experiences.

- **Relationships & Community:**

- Loved ones and strong relationships are a primary source of meaning.
- They seek community and belonging, often finding it in shared experiences and brand interactions.

- **Challenges & Motivations:**

- Financial insecurity is a major concern, affecting well-being and purpose.
- They're motivated by meaningful experiences, a sense of impact, and feeling empowered.

Major Surveys Mentioned:

- [Gallup/Walton Family Foundation \(2024\)](#): Purpose in school/work drives happiness.
- [Deloitte 2025 Survey](#): Money, meaning, & well-being trifecta, high value on purpose, financial insecurity rising.
- [Harvard's Making Caring Common \(2023\)](#): Relationships are a top source of meaning.
- [EY Report](#): Authenticity is Gen Z's most important personal value.



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AI Overview

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