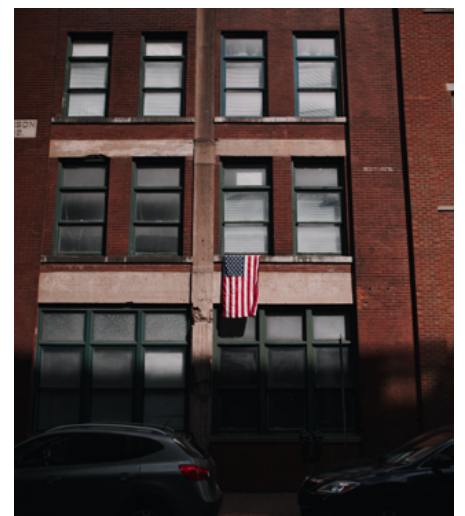


Business for Impact

GEORGETOWN UNIVERSITY McDonough School of Business

THE PANDEMIC'S PERFECT STORM

EXAMINING COVID-19'S IMPACT ON GEN Z AND MILLENNIALS



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The AgingWell Hub, co-founded by Business for Impact at Georgetown University's McDonough School of Business and Philips, NA, is a multi-sector strategy and research consultancy focused on product and service innovations that improve the lives of older adults and their family caregivers.

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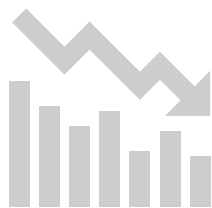
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The resiliency of the country's young adult population is once again being tested.

Millennials were 12 to 27 years old when the Great Recession hurtled them on a path toward an uncertain financial future. Now between 24 and 39 years old, these young adults are weathering a second economic crisis with the global coronavirus pandemic. Millennials along with Gen Z adults (ages 18 to 23) are absorbing the disruption of educational pursuits; enduring disproportionate furloughs, income loss, and job loss; delaying further important life events and milestones; and living with undue financial pressures.

Even before coronavirus became a household word, Millennials were falling behind in accumulating wealth compared to all previous generations at the same age.¹ Despite having the highest education levels of any generation before them, a confluence of factors are contributing to the financial insecurity of this generation:



A weak job market at the start of careers, particularly for older millennials who entered the workforce during the Great Recession

Uneven wage growth and wage stagnation, especially during the last decade²

An increase in college tuition – by 1,375% since 1978, more than four times the rate of overall inflation, translating to record levels of student loan debt³

Cost of housing outpacing inflation, with average inflation rate for rent over the last thirty-plus years at 3.31% per year; this translates to rent of \$1,000 in 1984 costing \$3,226 in 2020 for the equivalent property⁴

A fundamental shift in retirement systems, with defined benefit plans or pensions becoming a relic (especially for private sector employees) and replaced by defined contribution plans⁵

Lack of access to employer-sponsored retirement savings plans due to reliance on gig work or being part of the contingent workforce among other factors



Millennials are known to be a purpose-driven generation, driving change in the workplace and in product innovations that appeal to their need to have a positive impact on society. From banking to budgeting to saving and investing, millennials and Gen Z have been disrupting the personal finance scene with their heavy use of digital and mobile technologies.

It is against this backdrop that Georgetown University's AgingWell Hub at Business for Impact and sponsors Bank of America and Transamerica

commissioned this survey to see how COVID-19 is affecting young adults, Gen Z (18 to 23) and millennials (24 to 39).

This report explores how these two generations are coping financially, emotionally, and socially during the pandemic and how it may be shaping their values, attitudes, and practices around money, jobs, education, parenting, and relationships with their own parents.

CONTENTS

OVERVIEW: The Pandemic's Perfect Storm	6
EARLY FINDINGS ON THE PANDEMIC'S IMPACT	7
GENERAL OUTLOOK BY GENERATION: Uncertainty Ahead	II
A SNAPSHOT OF FINANCIAL WELLNESS: Debt Impeding Financial Security	14
MILLENNIAL PARENTS: Multiplying Stressors	23
GEN Z: Anxious and Stressed	27
INTERGENERATIONAL DEPENDENCIES: Two-Way Wealth Transfer	30
THE ROAD AHEAD	34

A vertical strip of an American flag, showing the stars and stripes, runs down the left side of the page.

OVERVIEW: THE PANDEMIC'S PERFECT STORM

Young adults are coming of age during a global pandemic that has morphed into a severe economic crisis resulting from the prolonged shutdown of the economy (in varying degrees and lengths across the country) and restrictions on job, education, and social opportunities.

Our survey is a snapshot of the impact the pandemic is having on young adults just five months into this generational defining event. With their daily routines upended and life plans put on pause, young adults see uncertainty ahead. Examination of results by income, race/ethnicity, gender, and student, marital and parenting statuses reveal varying degrees of impact and intensification of trends already in motion pre-pandemic.

Millennial parents' financial stressors are being compounded by the demands of managing disruptions in schooling and social interactions for their children. Missing many formative events that only come around once, Gen Z students worry about job prospects after graduation. Most startling are the attitudes of young millennial women compared with their male counterparts. These women are notably less optimistic about the country's recovery and their own sense of financial wellness. Missing many formative events that only come around once, Gen Z students worry about job prospects after graduation. It will be important to track the well-being of these segments as they move through future stages of adulthood.

Our survey was fielded July 13th to July 26th, 2020 and was conducted by the AgingWell Hub at Georgetown University's Business for Impact at the McDonough School of Business in partnership with Bank of America and Transamerica. It was designed and executed by Edge Research utilizing an online panel to produce a nationally representative sample across the U.S. with 2,280 respondents, ages 18 to 39 years old, across all genders, age bands, geographies, education, and income. Sufficient samples of races/ethnicities, and marital, parent, and student statuses were collected. Two generations are analyzed in this report: respondents ages 18 to 23 as leading-edge Gen Zers, and respondents age 24 to 39 grouped into three millennial age cohorts—24 to 29, 30 to 34, and 35 to 39—given noticeable differences in life stages during these years.

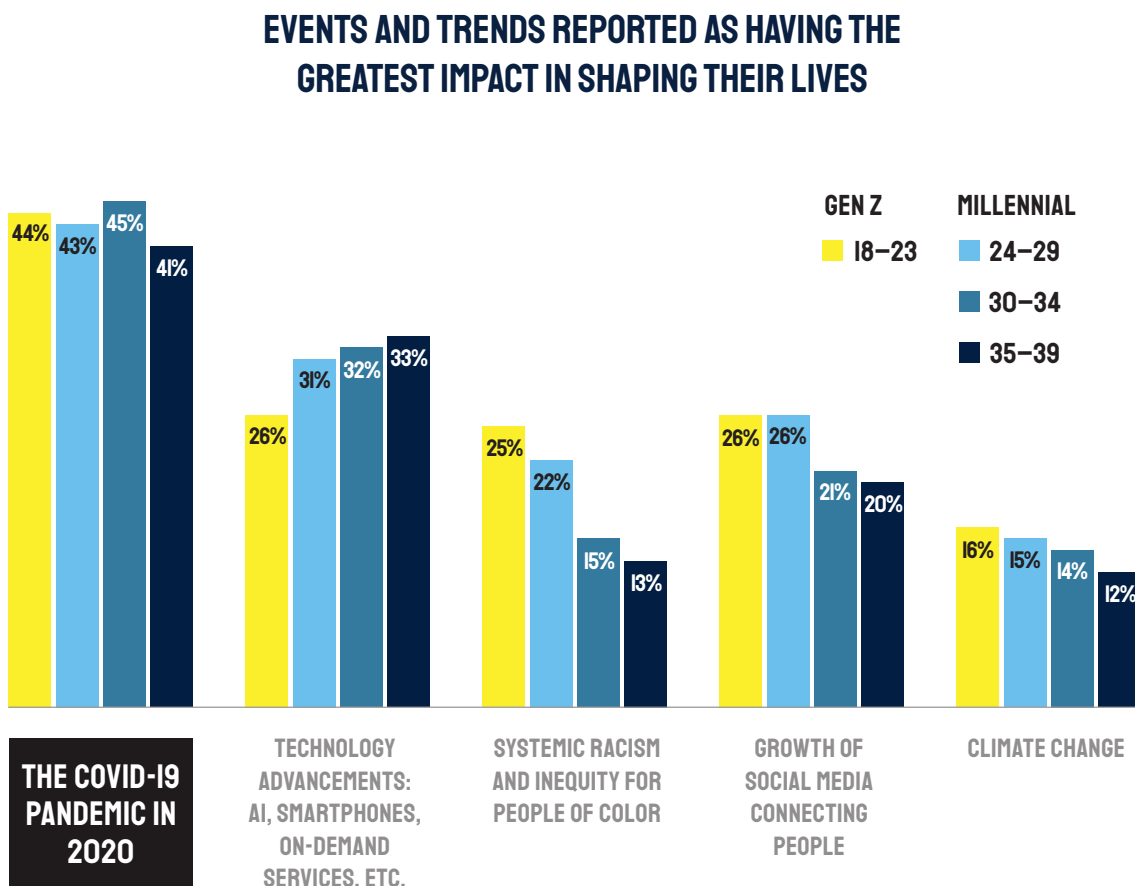
EARLY FINDINGS ON THE PANDEMIC'S IMPACT

People are experiencing school, work, and social lives online, while the pandemic squeezes their finances.



COVID-19 SHAPING THEIR LIVES

The global pandemic is the overarching shared generational experience shaping the lives of Gen Z and millennials. These groups rate COVID-19 as more influential than any other event or trend, including climate change. For them, the pandemic has disrupted formative years characterized by rites of passage such as prom, graduation, and other life milestones (e.g., first job, house, marriage).



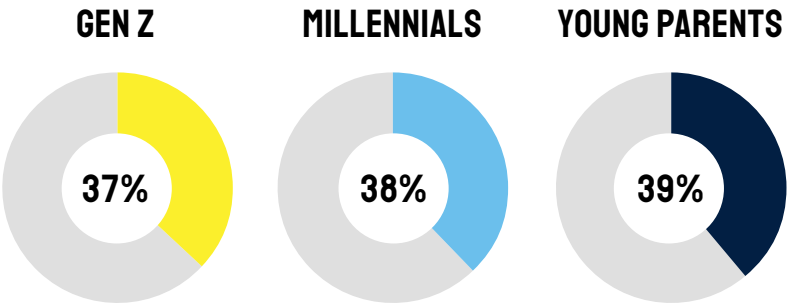
Compared to millennials in their 30's, Gen Z adults and younger millennials, ages 24 to 29, cited systemic racism and inequity for people of color as having a markedly greater impact in shaping their lives.



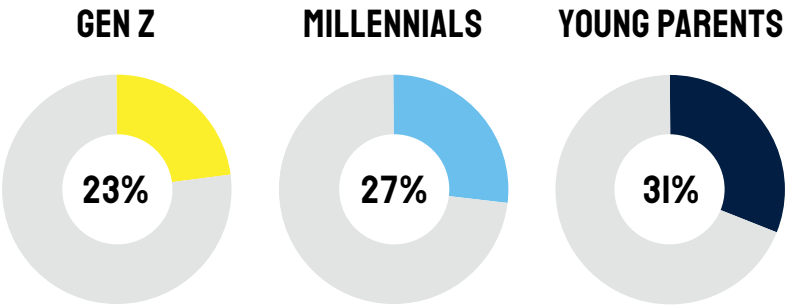
FINANCIAL HEADWINDS

Nearly two-thirds of young adults have been negatively impacted financially by the pandemic, either in the short-term or with potentially lasting, long-term impact. Young adults with children report an increased level of financial strain as they add saving for their childrens’ education to their list of financial goals.

Potential Short-Term Negative Financial Impact



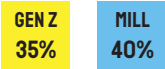
Potential Long-Term Negative Financial Impact



3 in 4 young adults have experienced a personal or financial disruption due to the pandemic



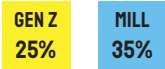
DELAYED MAJOR LIFE EVENT OR PURCHASE



RECEIVED OR SOUGHT FINANCIAL HELP OR ASSISTANCE



SPENT SAVINGS OR DELAYED SAVING/PAYING OFF DEBT





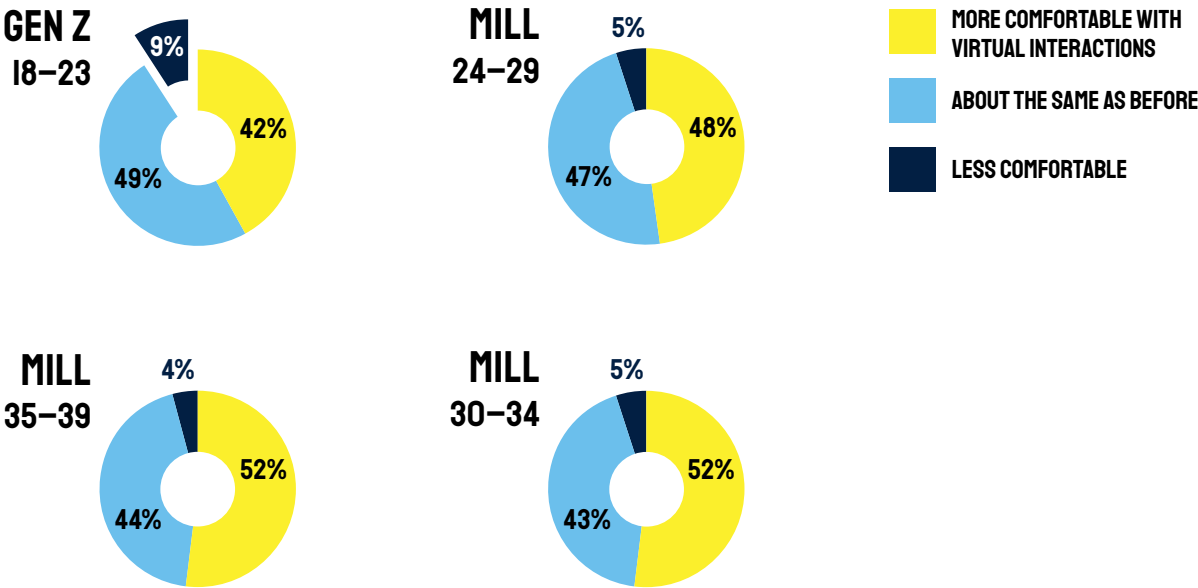
VIRTUAL INTERACTIONS

While most millennials have become more comfortable with virtual interactions in recent months, Gen Z has not been as quick to embrace their other generational nickname: “Zoomers.” These digital natives lag behind millennials in being “very” or “somewhat” comfortable with virtual professional interactions.

GEN Z IS LEAST SOLD ON VIRTUAL INTERACTIONS

	GEN Z 18-23	MILL 35-39
% very/somewhat comfortable		
Work meetings	55%	66%
Job interview	51%	66%
Medical doctor visit / telemedicine	50%	70%
Therapist/counseling	48%	61%
Meeting with financial advisor	43%	58%
College interview	55%	n/a

COMFORT WITH VIRTUAL INTERACTIONS



GENERAL OUTLOOK BY GENERATION: UNCERTAINTY AHEAD

It is not surprising that the global pandemic is contributing to higher levels of financial stress and anxiety in both the Gen Z and millennial generations. May 2020 figures from the Pew Research Center pegged Gen Z and millennial unemployment figures at 25.3% and 12.5%, respectively, much higher than levels for Generation X and baby boomer groups.⁶ One reason is the hard hit leisure and hospitality industries, which has a median worker age of 31.9 years.⁷

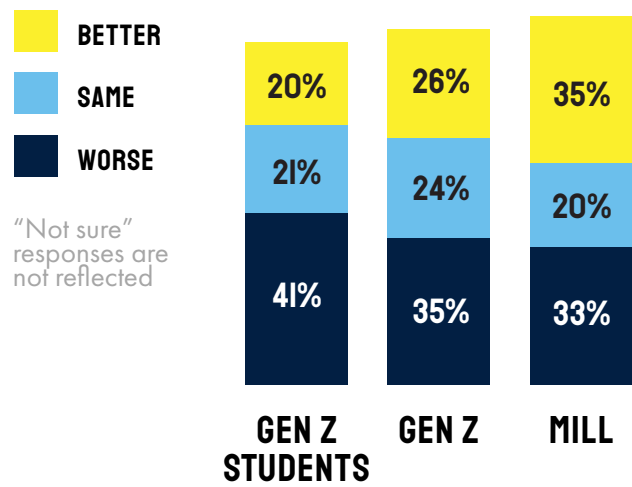


NEGATIVE OUTLOOK FOR THE ECONOMY AND AMERICAN SOCIETY

Asked their opinion about their outlook for the economy a year from now, the majority of Gen Z (59%) and millennials (53%) believe things will be worse than or only as good as today (which is a low baseline). Gen Z students have the lowest expectations for economic recovery.

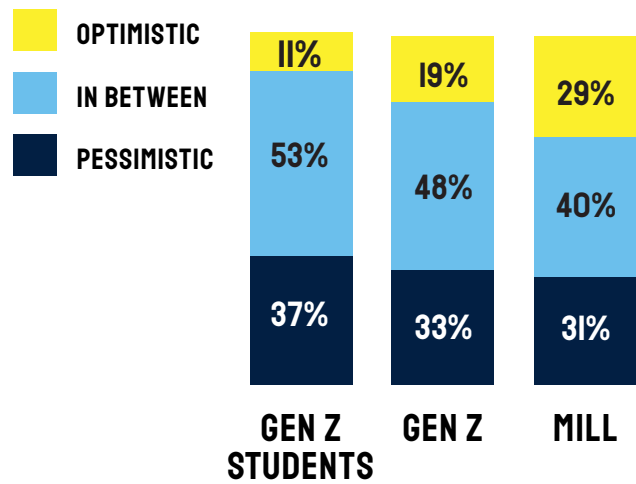
Only 1-in-5 say we will return to how things were pre-pandemic.

EXPECTATIONS FOR ECONOMY A YEAR FROM NOW



Similarly, Gen Z respondents express lower levels of optimism about where American society is heading compared to millennials. Students registered the lowest level of optimism (11%).

FEELINGS ABOUT WHERE AMERICAN SOCIETY IS HEADING



PANDENOMICS: WHAT CHANGES WILL LAST?

With change comes opportunity for developing new habits and goals. Most young adults intend to carry some frugality moving forward, seeing reductions in their spending as generally a good thing and a way to instill financial discipline. Whether these are aspirational or become embedded into the daily lives of young adults remains to be seen.

Aspirations:

- Increased family time
- More cooking at home
- Regular exercise
- Financial discipline

“ I want to work in and near my home more even after this situation is under control.”

—18 to 23 year old

“ I made changes to be much more disciplined in my budgeting and spending in my family, so that we are saving significantly more and being much smarter about our financial security. I intend to carry this forward after the pandemic is over.”

—30 to 34 year old

“ Buy less, shop local, support small businesses even more.”

—35 to 39 year old

A SNAPSHOT OF FINANCIAL WELLNESS: DEBT IMPEDING FINANCIAL SECURITY

The prevalence of debt in the lives of young adults is an overriding theme in our survey and consistent with prior reporting for this age group. From 2015 to 2019, total credit card debt for millennials grew nearly 40% while debt for baby boomers grew just over 1%.⁸ Managing debt as a constant line item means less ability to save for retirement and other life milestones such as buying a home.



DEBT INHIBITING SAVINGS

Even in the best of times, saving for retirement is a challenge for most households given competing priorities and the trade-offs made among savings goals, debt management, and daily living expenses. In a pre-pandemic study, American workers most often cited saving for retirement (22%) as their “greatest financial priority right now,” with baby boomers (40%) and Generation X (23%) being more likely to do so than millennials (11%), whose greatest financial priority most often cited was “just getting by to cover basic living expenses.”⁹

Our survey asked millennials to select their financial goals, and paying off debt made the Top 3 list in every life stage segment, from young singles starting out to older married couples raising children followed by saving for retirement and building an emergency fund. Financial goals vary and begin to shift by life stage as responsibilities mount.

As children enter the picture, retirement savings are bumped as a priority goal for young parents, dropping from their Top 3 list to 33% and being supplanted by paying for their kids’ education (51%). The multiplying goals often have equal levels of importance, making it difficult to achieve any of them.

THE TOP 3 FINANCIAL GOALS SELECTED BY:

YOUNGER SINGLES (24–29)

- 1 Paying off credit cards/student loans / 42%
- 2 Building emergency fund / 40%
- 2 Improving credit score / 40%
- 2 Saving for a home / 40%

OLDER SINGLES (30–39)

- 1 Saving for retirement / 48%
- 2 Paying off credit cards/student loans / 46%
- 2 Building emergency fund / 46%

YOUNGER MARRIEDS (24–29)

- 1 Paying off credit cards/student loans / 53%
- 2 Saving for a home / 52%
- 3 Saving for retirement / 48%

OLDER MARRIEDS (30–39)

- 1 Saving for retirement / 53%
- 2 Building emergency fund / 47%
- 3 Paying off credit cards/student loans / 43%

YOUNGER PARENTS (24–29)

- 1 Saving or paying for kids’ education / 51%
- 2 Paying off credit cards/student loans / 44%
- 3 Improving credit score / 42%

OLDER PARENTS (30–39)

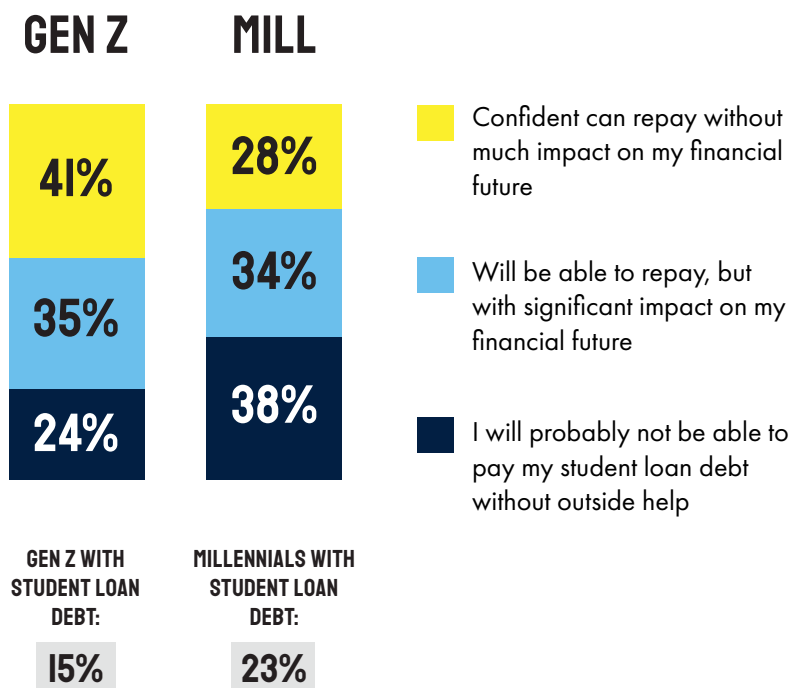
- 1 Saving for retirement / 46%
- 2 Saving or paying for kids’ education / 44%
- 3 Paying off credit cards/student loans / 43%

PAYING OFF DEBT

Only 28% of millennials express confidence in being able to repay their student loans, while Gen Z, many likely still accruing debt or in their grace period and not yet dealing with the reality of monthly payments, express more confidence (41%).

For millennials with student loan debt, a stunning 38% say they will probably not be able to pay off their student loan debt without outside help from their employer or the government.

CONFIDENCE IN ABILITY TO REPAY STUDENT LOANS





YOUNG WOMEN MUCH LESS FINANCIALLY SECURE

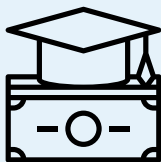
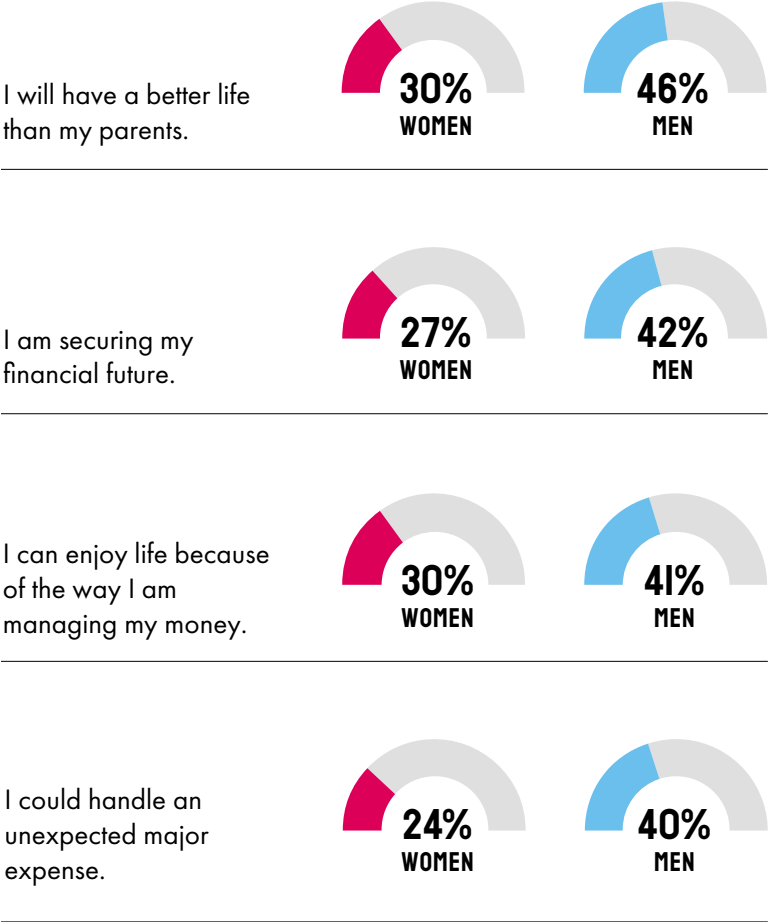
Millennial women lag behind their male counterparts in reporting their financial security, registering over 10 percentage points lower across a series of statements collectively used to describe financial security.

The disproportionate level of financial insecurity among women is likely contributing to their low optimism about where society is heading.

FEEL OPTIMISTIC ABOUT WHERE SOCIETY IS HEADING

GEN Z WOMEN	GEN Z MEN
15%	24%
MILL WOMEN	MILL MEN
19%	39%

FINANCIALLY SECURE STATEMENTS



REPORT HAVING STUDENT DEBT

MILL WOMEN 26%	MILL MEN 20%
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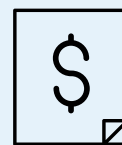
Contributors to this disparity in financial security are the persistent gender pay gap and the fact that women are graduating from college and graduate school at higher numbers than men, earning 57% of the degrees from college and graduate schools.¹⁰ Increases in higher education are accompanied by student debt and delays in wealth accumulation, with women of *all ages* holding 64% of all student debt.¹¹

MISMATCH OF SAVINGS INTENT AND SAVINGS PRACTICE

Majorities in both generations across all income groups identify themselves as “savers” vs. “spenders.” However, actual long-term savings are only happening among one-third of millennials and 7% of Gen Z based on reported ownership of retirement accounts. Even fewer—16% of millennials and 5% of Gen Z—own a brokerage account for investing.



As ownership of retirement accounts is closely tied to employer sponsored plans (along with tax and other incentives for participation), it is worrisome that lower income individuals are less likely to report ownership of a retirement savings account. This suggests lower income individuals are less likely to have access to employer retirement savings plans and/or the ability to contribute to a plan.



HAVE A RETIREMENT ACCOUNT

**YOUNG ADULT HOUSEHOLDS
EARNING UP TO \$25K**
8%

**YOUNG ADULT HOUSEHOLDS
EARNING \$100K+**
43%

And, 4X more likely to own a brokerage account.

EXAMINING THE WORKPLACE: EMPLOYEES FEELING SUPPORTED

From front line employees donning personal protective equipment to knowledge workers shifting to primarily telework overnight to professional services shifting to virtual appointments, the pandemic has changed the workplace across all sectors.



EMPLOYERS DOING A GOOD JOB BUT HAVE ROOM TO IMPROVE

Over 50% of young adults are feeling positive about the level of workplace support they are receiving during the pandemic from their employers. Positivity ratings increase with age and income.

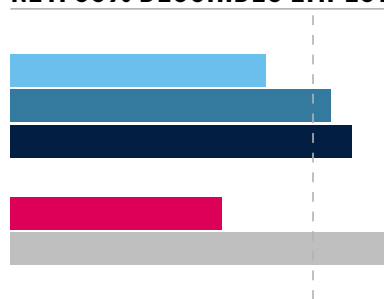
HOW EMPLOYEES RATE THEIR EMPLOYERS

Employer has prioritized the health and safety of employees during the pandemic

24-29: 47%
30-34: 59%
35-39: 63%

<\$25K: 39%
\$100K+: 70%

NET: 56% DESCRIBES EMPLOYER

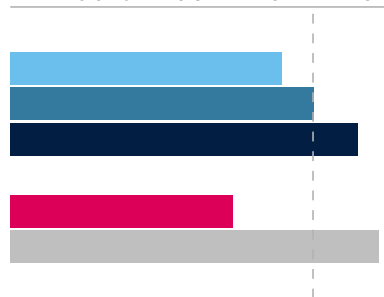


Employer communicated to employees clearly about policies related to the pandemic

24-29: 50%
30-34: 56%
35-39: 64%

<\$25K: 41%
\$100K+: 68%

NET: 56% DESCRIBES EMPLOYER

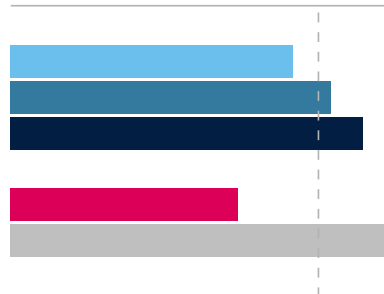


Employer has been flexible and supportive (e.g., working from home, caring for family members, pets, etc.)

24-29: 52%
30-34: 59%
35-39: 65%

<\$25K: 42%
\$100K+: 73%

NET: 57% DESCRIBES EMPLOYER



--- NET

24-29

30-34

35-39

<\$25K

\$100K+

Comparing lowest & highest HHI groups

Higher income employees report significantly higher marks for their employers compared to lower income employees.

SINGLE WORKING MOTHERS: 52% AGREE

52% of single working mothers report their employer has been flexible and supportive.

RE-EXAMINING WORK

Millennials have been labeled as a generation of job hoppers. Prior research on their workplace attitudes and practices provide insight into a variety of reasons for their more frequent changes. Whether it is their desire for continuous learning or need to advance to cover their higher level of student debt, they are motivated by purpose and seek fulfillment in their work. The study examined how the pandemic was affecting these values.

As a result of the pandemic, nearly half of young adults report feeling a stronger commitment to their current job, work, and career. Additionally, employee benefits and other workplace perks are viewed as more important than ever (62%).

These sentiments are more pronounced among older millennials, ages 30–39, who express the highest levels of commitment to staying with their company and desire for flexibility.



**Nearly 6 in 10
young adults want
their employers to
support employees
working from
home even after
their state reopens.**

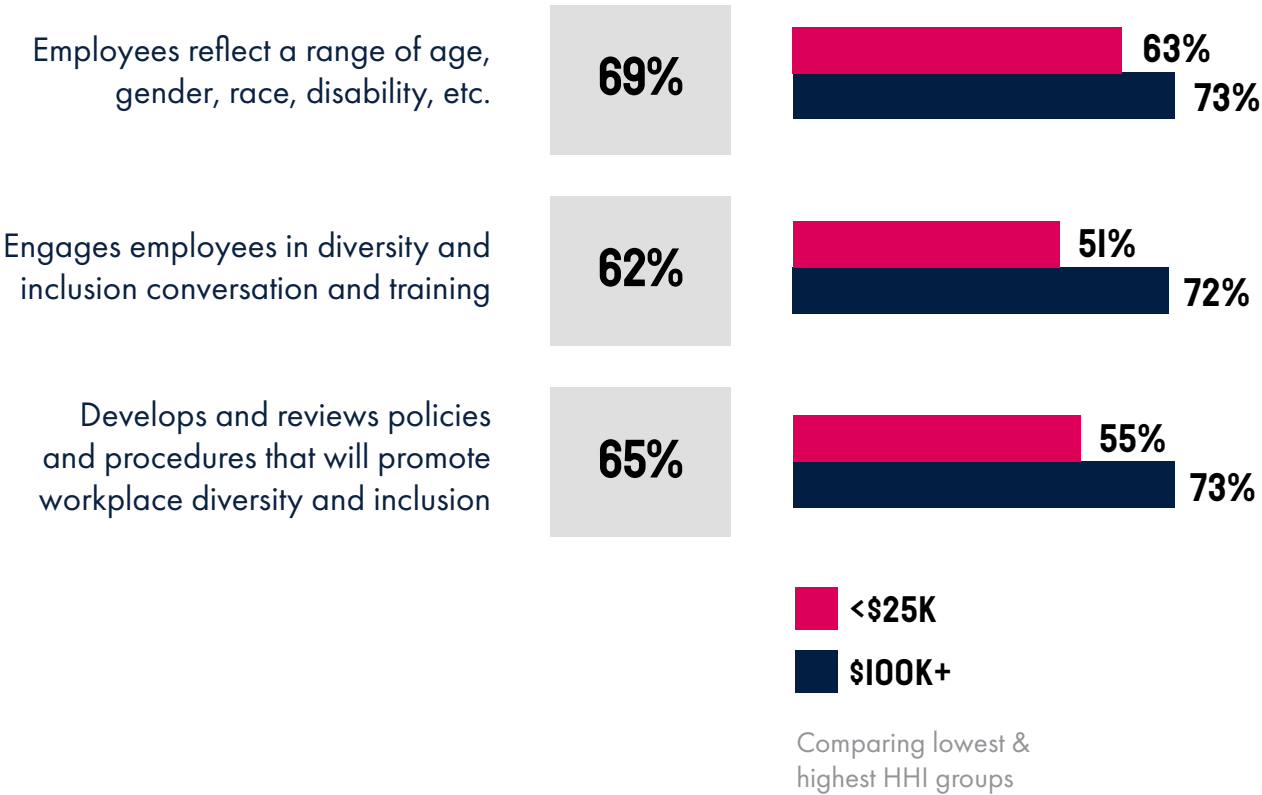
DIVERSITY AND INCLUSION IN THE WORKPLACE

Given the social and racial justice headlines this summer, it was important to ask how millennials see their companies and employers responding to these issues. Though this is a limited read, two-thirds of our survey respondents rate their employer as excellent or good on diversity in the workplace and for having policies

and training to advance diversity and inclusion. These responses are likely influenced by the unprecedented announcements being made by several corporate CEOs who pledged to fight systemic racism, including making their own workplaces more equitable and inclusive.¹²

WORKPLACE DIVERSITY & INCLUSION

% rating excellent or good



Another survey on this topic revealed that across all company sizes, a growing number of companies are embracing diversity and inclusion programs with large companies of 1,000 or more employees leading the progress.¹³

MILLENNIAL PARENTS: MULTIPLYING STRESSORS

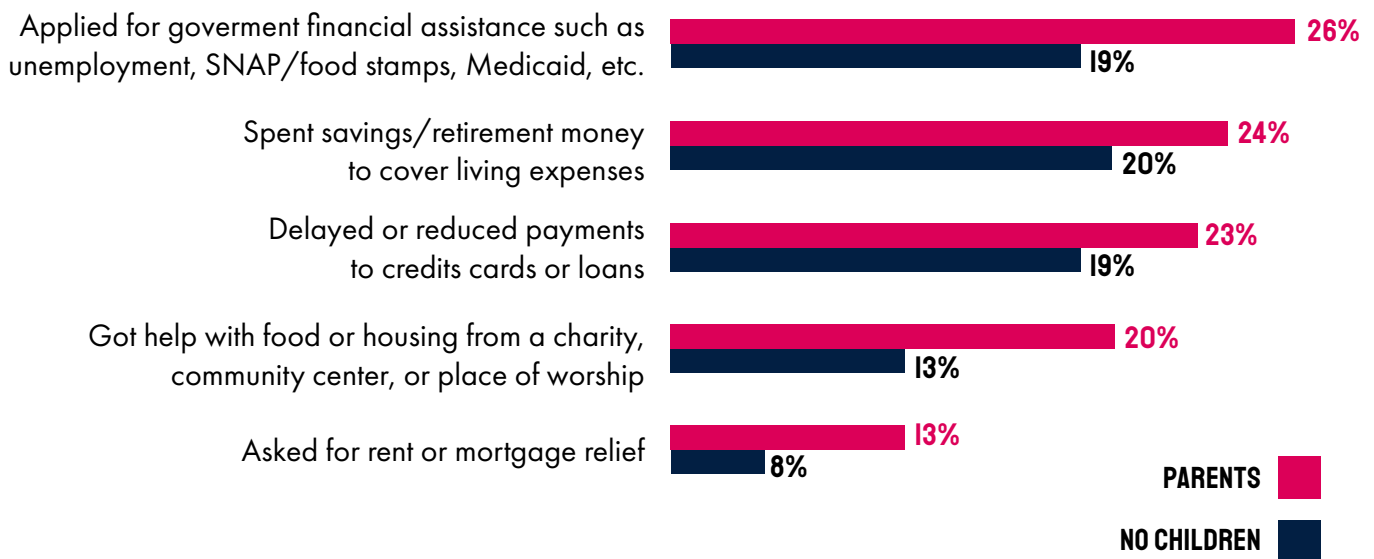
Millennial parents are the least prepared to face this economic crisis. In addition to multiplying financial goals, our survey reveals how this group is experiencing disproportionate financial hardship with over half (51%) saying they are concerned that the money they have or will save won't last and nearly half report living paycheck to paycheck (49%). This sentiment holds true across all race/ethnic groups and household income levels. Even those in the highest earning category of \$100K+ are concerned that the money they have or will save won't last (48%) and report living paycheck to paycheck (42%).



MILLENNIAL PARENTS

The financial strain on millennial parents is evident by the financially related actions that millennial parents have taken during the pandemic. This and other surveys confirm that parents are the largest recipients of charitable food donations.¹⁴

FINANCIALLY RELATED ACTIONS TAKEN BY MILLENNIALS DURING THE PANDEMIC



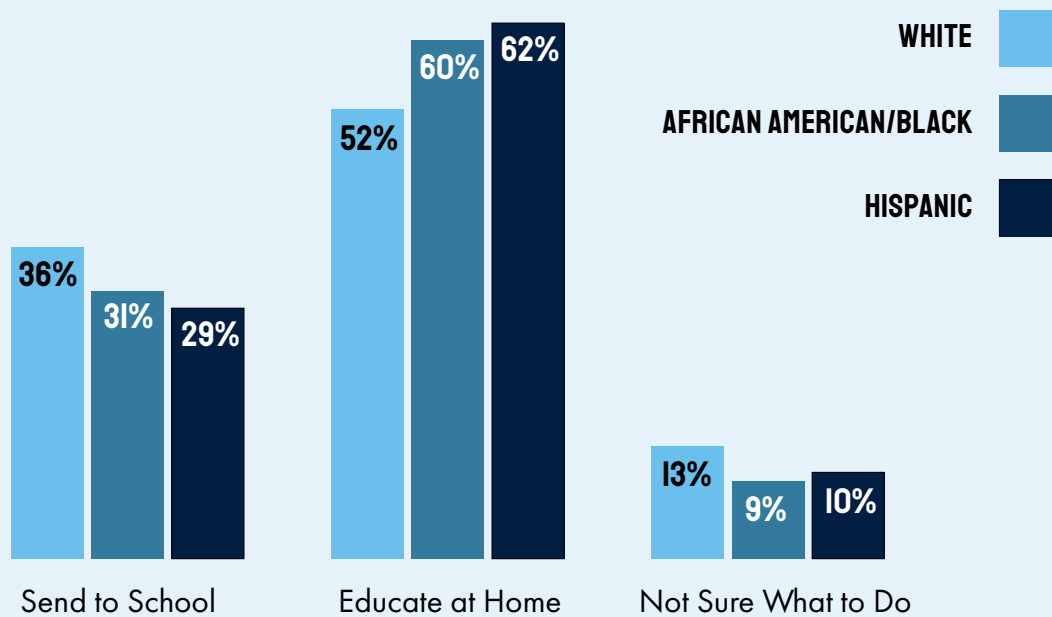
Nearly **1 in 3** millennial parents say the pandemic will have a lasting negative financial impact on them.

ADDED STRESS OF ONLINE LEARNING

On top of their financial challenges, millennials with school-age children have the added responsibility of supporting their kids' remote learning. The majority of parents interviewed in July said they preferred to keep their kids at home, with parents of color being the least comfortable sending their children to school in person.

FALL 2020 PLANS FOR KIDS' EDUCATION

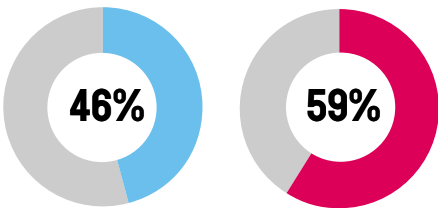
Responses collected in July 2020



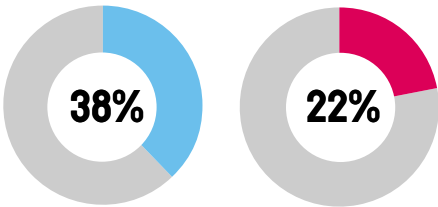
HAVE CHILD 5 TO 18

MOM AND DAD DISCONNECT

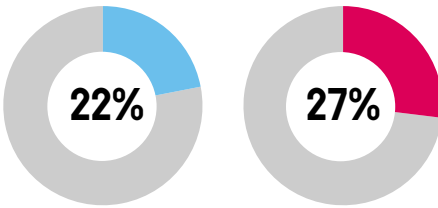
While married working mothers and married working fathers are in close agreement, 50% and 52% respectively, about children staying home from school, they are divided about how best to support this new educational environment.



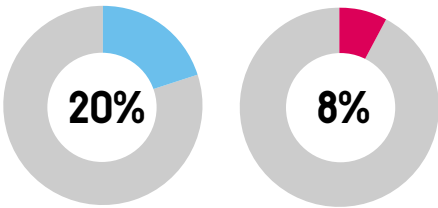
Support child best I can in distance learning



Hire supplemental tutor



Change work situation



Hire nanny or babysitter

MEN

WOMEN

As parents cope with the additional strain of managing their kids’ learning with remote classes, income dictates the level of access and flexibility.

	Comparing lowest & highest HHI groups	
	<\$25K	\$100K+
Support child best I can in distance learning	35%	52%
Change my work situation to focus on their learning	20%	23%
Home school	18%	18%
Hire supplemental tutor	16%	29%
Hold back a grade	9%	17%
Private school	8%	22%
Hire nanny or babysitter	8%	19%

Our survey reveals that lower income parents have fewer choices to support their kids’ learning. Additionally, other challenges with remote learning among low-income households are the lack of reliable high-speed internet access at home and inadequate digital devices for home learning.¹⁵

GEN Z: ANXIOUS AND STRESSED

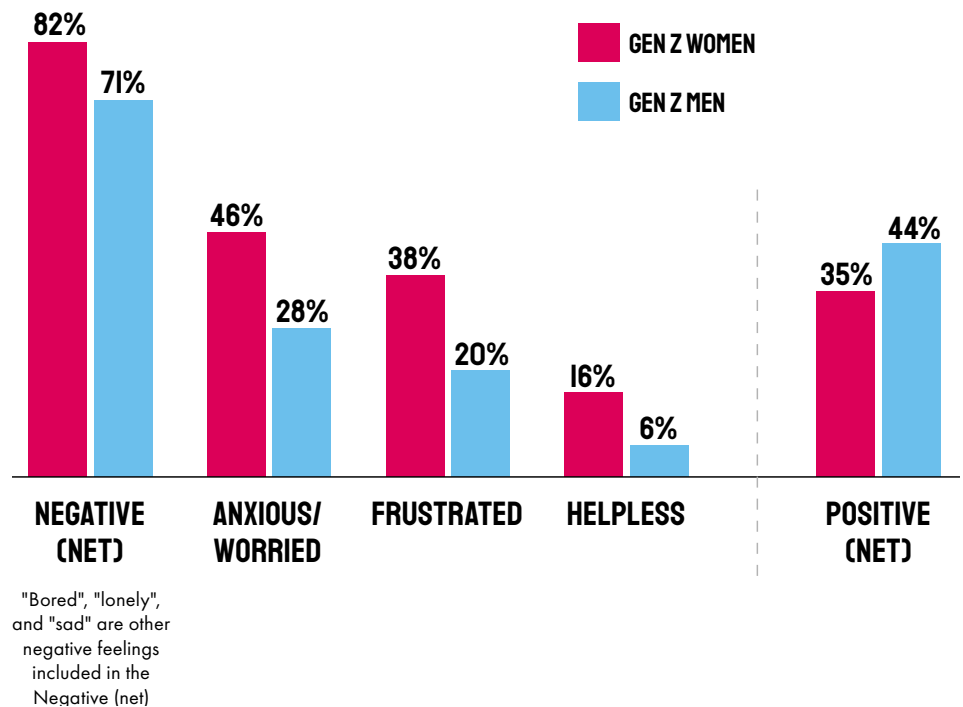
Gen Z is feeling anxious and unsettled at much greater levels than millennials. They have fewer years of life experience as a frame of reference for the isolation and continued (unfolding) uncertainty that society is collectively experiencing.



FEELINGS RELATED TO COVID-19

Gen Z is reporting more negative feelings with students as a sub-group indexing higher on negative feelings.

GEN Z WOMEN REPORT NEGATIVE FEELINGS IN GREATER NUMBERS COMPARED TO GEN Z MEN



These negative feelings expressed by Gen Z are an area of concern given their relatively low pre-pandemic baseline.¹⁶



REPORT MENTAL HEALTH AS FAIR OR POOR
PRE-PANDEMIC STATUS

GEN Z
27%

MILL
15%

HELPLESS GRATEFUL
BORED LONELY
WELL SECURE WORRIED
FRUSTRATED HAPPY
HOPEFUL CONFIDENT

IMPACT ON EDUCATION

For a generation that should be celebrating graduations, first job placements, and many rite of passage events, Gen Z is undoubtedly missing out on formative life events that only come around once.

This reality has translated in an overarching feeling of FOMO, fear of missing out. When considering professional progression, 31% of college students are worried they will not get a job after graduation.



“ Many of the changes I have made have drastically affected me in very negative ways. My anxiety is at an all-time high right now, with regular panic attacks about once a week. I am terrified about the state of the world.”

— 18 to 23 year old female

75% of college students reported they are saddened to miss school activities and end of year events.

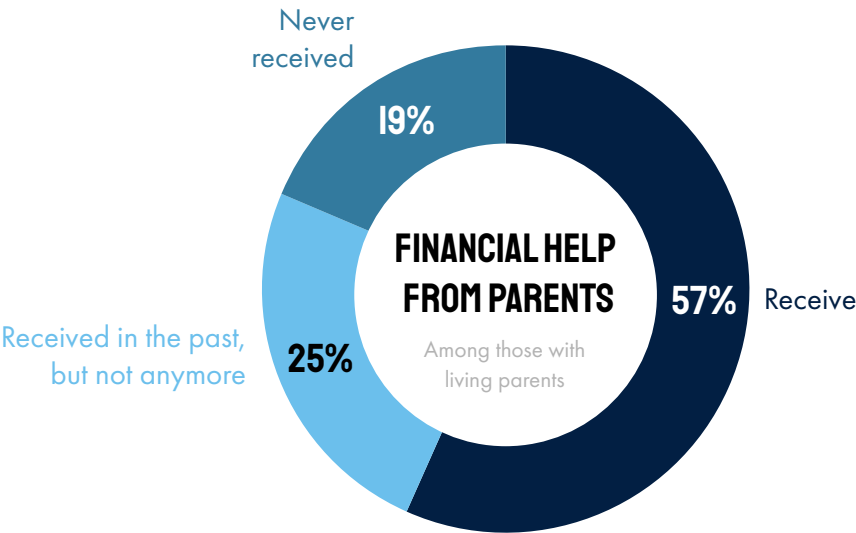
INTERGENERATIONAL DEPENDENCIES: TWO-WAY WEALTH TRANSFER

A striking number of parents are helping their young adult children with their finances and will likely need financial help from their children as they enter their retirement years.



HELP FROM MOM AND DAD

Over half of the young adults surveyed (57%) say they receive some form of financial help from their parents. The nature of the support varies; a quarter of the oldest millennials (35–39) are getting help with day-to-day expenses.



	Gen Z Millennials				
	Total	18-23	24-29	30-34	35-39
Receive help from parents (Net)	57%	76%	58%	46%	44%
Day-to-day expenses	33%	49%	32%	24%	24%
Rent/housing	27%	41%	26%	19%	18%
Debt/Loan payments	13%	17%	12%	11%	10%
Down payment for big purchase	12%	16%	9%	11%	12%

Other research on this topic shows anywhere from 59% to 79% of parents providing some form of financial support to their adult age children, ages 18 to 34.¹⁷ While financial independence is more of a challenge for today’s young adults, experts caution parents when the sustained level of support is impacting their own retirement readiness. The dependencies between parents and their adult-age children are taking on more intertwined complexities as the pandemic lingers.

STAYING IN THE NEST

Pre-pandemic, there was already a striking rise in the number of young adults living with their parents, with experts attributing this trend to the high cost of living coupled with crushing debt. In July 2020, five months into the pandemic and related shutdowns, 52% of young adults (ages 18 to 29) or 26.6 million resided with one or both of their parents based on analysis of monthly Census Bureau data.¹⁸ This was an additional 2.6 million from the 47% level in February, and the number and share grew across all major demographic groups.¹⁹

The survey looked at whether young adults have insight into their parents' financial preparedness for retirement. While 35% said their parents had done advance care or end-of-life planning pre-pandemic, 20% say their parents were motivated to get these documents in place because of the coronavirus.



FALSE CONFIDENCE ABOUT PARENTS' RETIREMENT

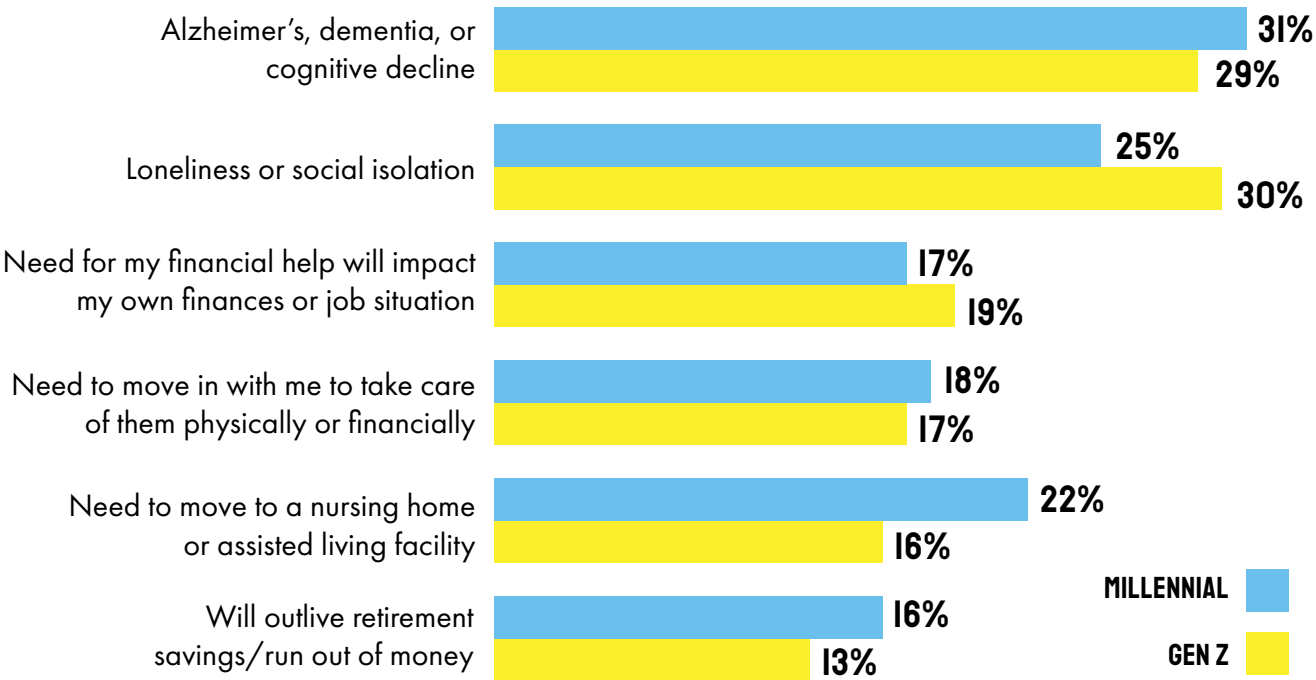
The survey highlighted how both Gen Z and millennials are likely overestimating their parents' positive financial situation; the majority are not expecting their parents to experience financial hardship in retirement. The reality is more stark as much has been reported on baby boomers' lack of retirement readiness due to insufficient personal savings (45% of boomers have zero savings for retirement²⁰), anticipated health care expenses (a married couple

can expect to spend an estimated \$295,000 in healthcare expense and medical costs in retirement²¹), and lack of understanding of how much income will be needed in retirement, especially with added years of longevity (about half of all married couples over 65 can expect one partner to live until at least 95 years of age²²). The lack of retirement preparedness for the majority of boomer parents will likely have a

cascading effect on these younger generations. Very few young adults are anticipating disruption to their own lives in terms of financial impact or future caregiving responsibilities. Yet, many caregiving studies expose the reality of family caregiving needs as parents age and adult-aged children engage in their care, from hands-on, daily care to financial caregiving.

CONCERNS ABOUT PARENT'S RETIREMENT AND LONG-TERM CARE

"Most" worry about (could select up to two)



Relatively few worry about becoming full-time caregivers for their parents.

THE ROAD AHEAD

The full impact of the pandemic on young adults' financial, social, and emotional health will continue to unfold over the next several months and years ahead. Gen Z is experiencing their early adult years with unprecedented restrictions and disruptions. Millennials are enduring a second major recession when their paths are being defined and cemented.



MONITOR AND SUPPORT

As each generation adjusts their lifestyle and financial choices, here are some areas to monitor and/or provide Gen Z and millennials with support:



Double down on financial wellness programs. Leverage the goodwill, trust, and support that employees feel from employers during the uncertainty of the pandemic and invest in/expand employer financial wellness programs designed to reduce employee stress by providing the resources and tools to help employees manage their short- and long-term finances.



Encourage intergenerational conversations. Make the case for communication about family finances so parents and adult-age children all understand the importance of advance care and estate planning as well as mutual expectations around caregiving.



Keep a pulse on health. Be mindful of how prolonged social isolation combined with financial, career, and family worries impact both physical and mental health.



Emphasize their gift of time. Provide visual examples of why starting to save earlier – even in small amounts and certainly if a 401(k) employer match is offered – translates to meaningful retirement resources due to compounding earnings.



Acknowledge multiple priorities. Recognize the pressing near-term goals of paying down debt and provide guidance on the prioritization of other savings goals like retirement or paying for kids' education.

REFLECTIONS FOR SOCIETY

Inequities in our food, healthcare, labor, and education systems are being magnified during this pandemic. Looking ahead to any silver linings that could come from this crisis, respondents were asked to choose from a list of potential good outcomes with several differences noted by gender.

	WOMEN	MEN
Our country being better prepared for future pandemics	33%	35%
Addressing inequality in access to food and healthcare for low income and people of color	36%	28%
Higher wages, benefits, and safety protections for essential workers	36%	28%
Improved overall health through diet and exercise to reduce underlying conditions	22%	26%
Improvements and protections in nursing home care for the elderly	12%	15%
Increased access to high speed Internet in US households	9%	16%

Given society's raised consciousness and Gen Z's and younger millennials' strong interest in addressing inequality and other social justice issues, perhaps the pandemic and civil unrest that has spurred an outpouring of corporate and philanthropic support will prove to be the spark that results in positive lasting change.

Students are the most concerned about addressing inequality, at

41%

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