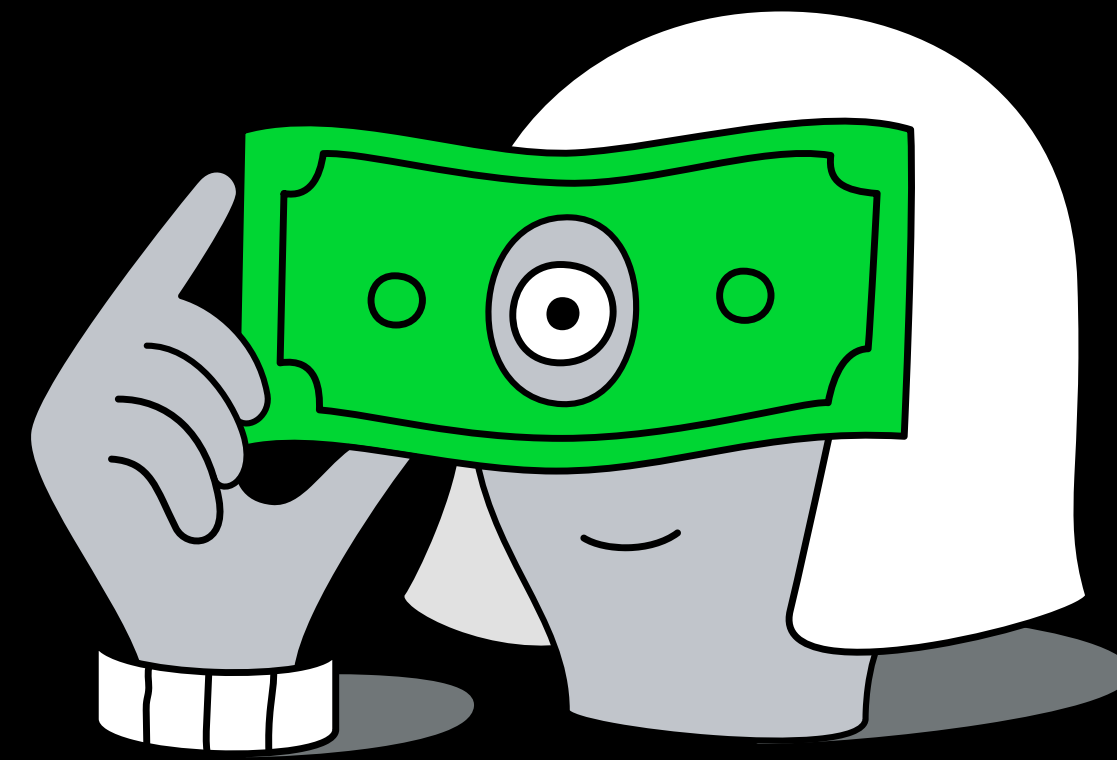


# Gen Z Money Manners Report

2024



In this Economy?

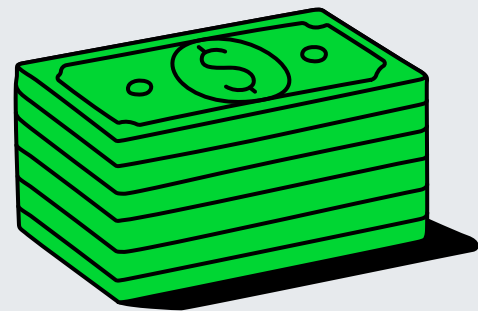


Money is **TIGHT** for **GEN Z**

Gen Z is cost sharing while dining, dating and doing everything inbetween – and yes, there are unspoken money rules for every situation under the sun

## MONEY ATTITUDES

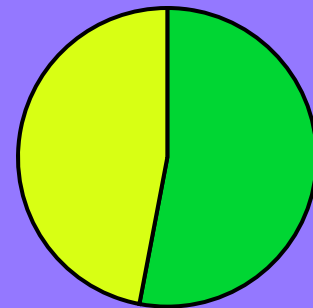
Cash is **CRINGE**



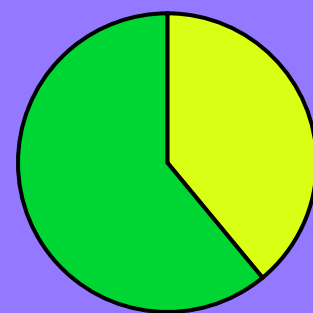
**1 IN 4**

Gen Zers express negative emotions when they have to pay in cash

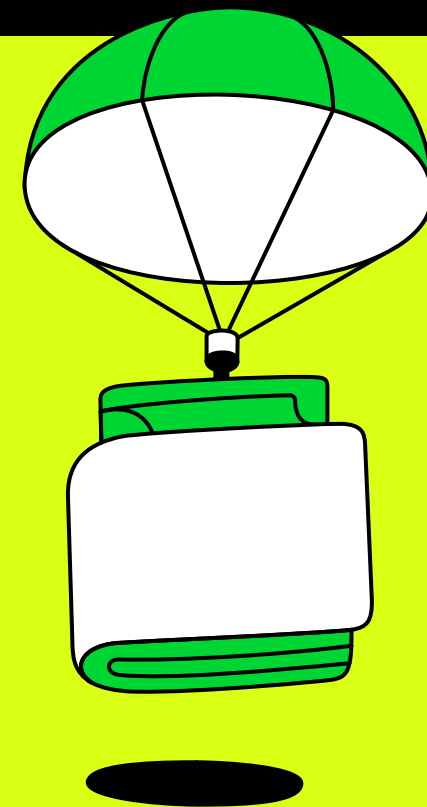
**Cringe, Ick, Confused, Sad or Annoyed**



53% have spent beyond their means



Only 39% say their savings have increased in the past year



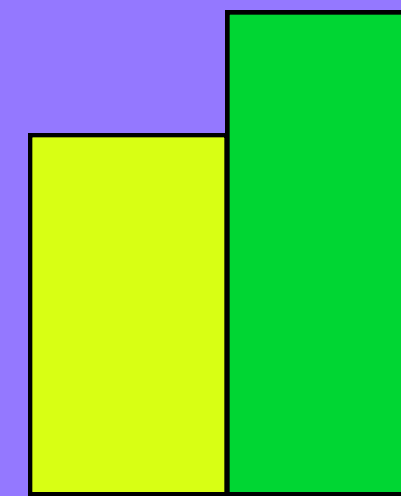
22% carry no cash or very little cash, while 64% usually carry no more than

**\$50**

Gen Z vs. Millennials

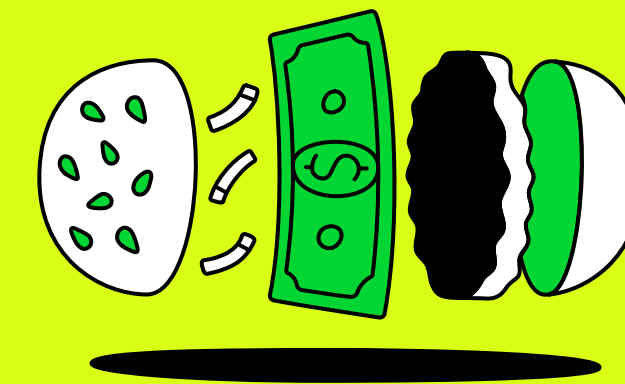
“We are **not** the same”

Gen Z sees clear contrast with their habits and those of Millennials



**55%**

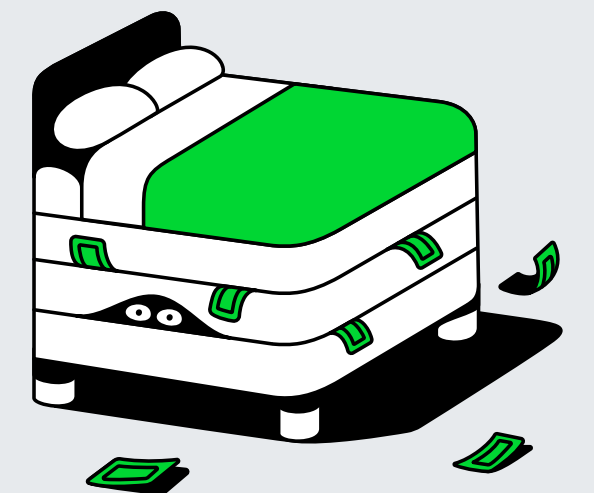
say it amazes them how much Millennials waste, Millennials spend too much, or Millennials are easily pressured into overspending by friends



79% have some regret from spending too much last summer, most commonly due to dining out too much (42%)

Among respondents with savings, \$200 is the typical threshold for concern. Below \$200, 55% say they'll start to

**FREAK OUT**



# MONEY ETIQUETTE:

(The General Do's and Don'ts)

Do

**send within 2-3 days:** 71% say they'll only wait 2 to 3 days max to send a request

Do

**pay within a couple weeks:** Meanwhile, 76% of respondents who've received requests say they've paid them all within a week or two

Do

**give a heads up:** 53% send an FYI text before requesting money, and 49% send one after the request is sent

Do

**be chill about it:** 66% rarely or never argue about the amount requested. Only 16% often ask for more than owed

Don't

**ask for under \$5:** Gen Z says it's rude

Don't

**be too serious:** 68% write a note to be funny or tease the person they're sending money to

Don't

**put friends > family:** When it comes to multiple requests for money at the same time, Gen Z ranks parents as first priority, followed by significant others. Only 10% say they would pay friends first (sorry besties)

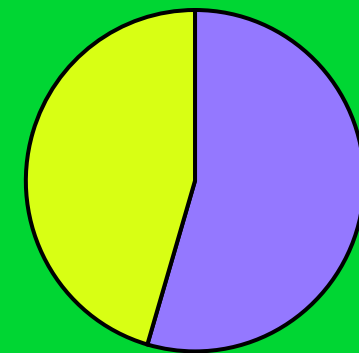
# DATING, DINING OUT, FRIENDSHIPS & BRIDAL PARTIES



Loud Budgeting is in

39% say calculating exact bills for a restaurant or bar tab is the way to go

The Tab Tyrant



When divvying up the dinner bill, 60% say they have a 'Tab Tyrant' in their friend group

\*AKA someone who always splits bills with an intense level of nit-picking

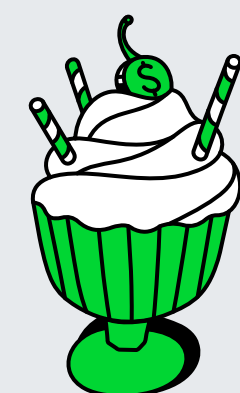
Splitting the bill equally



when one person ordered way more?

43%

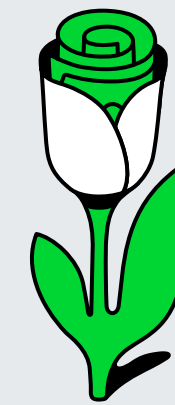
of Gen Z agrees that this is not the vibe



Friends don't charge friends for dinner parties

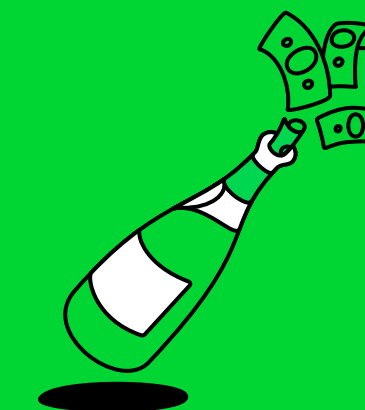
62% of Gen Z agrees that asking your guests to pay after hosting at your house is NOT cool

Everyone's "icked"



91% have at least one dating faux pas they say gives them "the ick"

But don't let yourself go into debt for a wedding!



53% of Gen Z is likely to use apps to share costs for bachelorette or bachelor parties...

40%

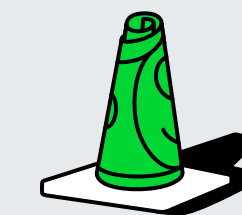
agree it's inappropriate to ask attendees to pay their share of a large bill that may be beyond their means

- ✗ **58% ICK** When my date talks too much about money
- ✗ Your time is valuable, but **57%** still agree that asking a bad date for a refund is inappropriate
- ✗ **54% ICK** A request for money following a date scores with a notable gender divide:

61% Female

46% Male

Don't let money tear friendships apart



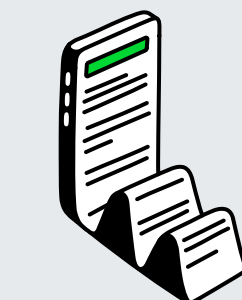
73% have had at least one major type of negative experience due to cost sharing with friends



42% have had arguments over splitting costs, and 21% have struggled to pay the bills because of expense sharing with friends



80% of Gen Z is stressed about going on vacations with friends



48% are worried about being expected to spend more than they can afford while 46% are worried about keeping track of all the trip's expenses