

# Gen Z investors seek short-term gain amid financial turbulence

Article



*For more insights and key statistics on the biggest trends in today's most disruptive industries, [subscribe to our Chart of the Day newsletter](#).*

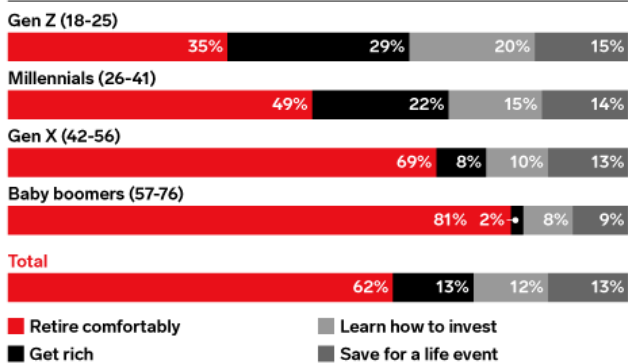
Across generations, retirement is the No. 1 investing goal in the US. That said, Gen Z is far more likely to focus on getting rich or learning to invest than older age groups. While **81%** of

baby boomer investors have their eye on retirement—no surprise as they approach that milestone—just **35%** of Gen Z investors consider it their main priority.

**Beyond the chart:** Gen Z’s greater focus on short-term gain goes beyond funding Shein hauls and Postmates orders. Finances are a top source of stress for this age group, which grew up during the Great Recession and began entering the workforce amid the pandemic. As a result, many members of this debt-averse generation prioritize financial stability in the short term over saving for the long term.

### US Adults' Primary Investing Goal, by Generation, Feb 2022

% of respondents in each group



Note: numbers may not add up to 100% due to rounding

Source: MagnifyMoney as cited in company blog conducted by Qualtrics, March 29, 2022

274322

InsiderIntelligence.com

More like this:

- Report: [US Generation Z Financial Behaviors](#)
- Article: [Gamified finance app Long Game appeals to the younger demographic that Truist craves](#)
- Article: [Robinhood overhauls debit card in pursuit of younger users, shifting payment preferences](#)