

# GEN Z vs X

**Influencing the Future of  
Comms and Marketing**



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# Introduction

Hong Kong has gone through three years of unprecedented change. From social unrest in 2019 immediately followed by a global pandemic, the people of Hong Kong have experienced a period of shock and change and are now at a crossroads as they contemplate the city's future.

At Edelman, we have chosen to explore the different questions and themes impacting consumer engagement and sentiment and as fieldwork progressed, it led us to take a closer look at Hong Kong's Generation Z and Generation X and how although similar, some of their values were clearly in opposition.

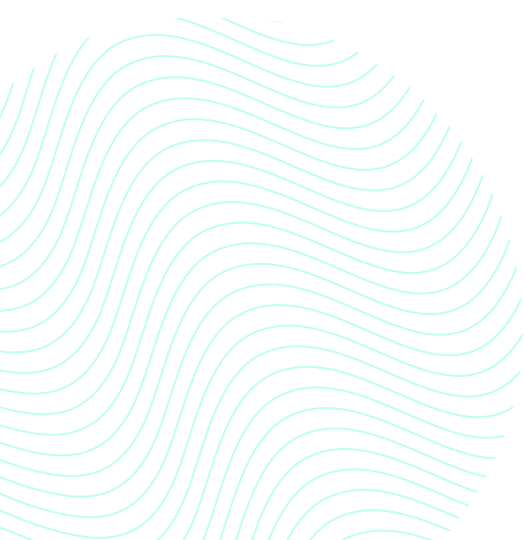
We chose to look at these two generations for very different reasons.

**Gen Z** have been widely studied worldwide but we hypothesized that the cohort in Hong Kong will be somewhat different than their global peers having been on the front lines of the social unrest in the city. **Are they more driven to create impact for social causes, or as outspoken about brand behavior?**

As for **Gen X**, we realized there hasn't been much research on them. Now in their 40s and 50s, they are among the wealthiest in the city. Having lived through the economic booms and busts of Hong Kong, we wanted to understand how they see the city's changes. Many of them are also the parents of Gen Z.

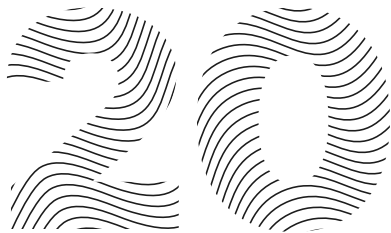
What you'll see in this report are the insights that we have pulled out from exploring their diverging views. With these findings, we hope that we can identify implications to the most pressing questions faced by our clients, as brands and as employers, to help them navigate this new era in Hong Kong.

**Strategy at Edelman Hong Kong**





# Research Methodology



one-on-one interviews conducted by Edelman Hong Kong. Respondents were recruited and selected by an independent third-party agency based on their profile that are representative of consumer segments from the general public in Hong Kong.



**born between  
1965 and 1980**

The Gen X profiles interviewed include:

## **Career Change Makers**

individuals who have made an industry or job function change in the last 3 years

## **Empty Nesters**

Parents whose child(ren) have moved out in the last 3 years

## **Second Peak Seeker**

Individuals pursuing a second peak in life, e.g. a second degree, starting their own business

## **Hong Kong 3.0 Dreamers**

Individuals who are taking advantage of new business opportunities with Hong Kong's integration into the Greater Bay Area

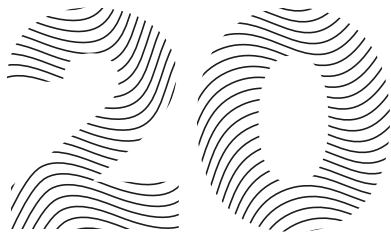
## **Everyday Life Diversifiers**

Individuals who are seeking diversity in categories of spend and investment





# Research Methodology



one-on-one interviews conducted by Edelman Hong Kong. Respondents were recruited and selected by an independent third-party agency based on their profile that are representative of consumer segments from the general public in Hong Kong.



born between  
**1995 and 2010**

The Gen Z profiles interviewed include:

## Slashers

Full-time student or working professional with a revenue-generating side hustle

## Self Learners

Individuals who self-learned a skill and uses it to generate income

## Investors

Retail investors who rely on investments as a significant source of income

## Social Activists

Individuals who choose to work at a NGO to pursue a shared purpose

## Career Dropouts

Individuals who forgo a traditional career path in pursuit of a passion



# At a glance: Key differences across generations

TOPIC	GEN Z	GEN X
SELF	Generation of self-actualization, fame and fortune are a bonus	Generation of obligations, to parents and children
ATTITUDE	"Lying flat" is acceptable in an uncertain world	Retirement is a second life where they can finally focus on themselves
SPENDING	Frugal but will spend on self-improvement	Spending is primarily practical, extras go to small pleasures
INVESTMENT	Investment is additional pocket money. Decisions are heavily influenced by family and friends	Scarred by crises and prefer to play it safe
FUN	Novelty trumps familiarity	Familiarity trumps novelty
BRANDS	Big brands are not always desirable. Product fit matters more	Brands are symbols of reliability
CAREER	Being a "slash" allows them to explore different interests	Pride from possessing strong work ethics
EMPLOYER	The ideal employer provides flexibility	The ideal employer provides separation of work and life
FUTURE	Staying in Hong Kong comes with compromises	Preparing for their children's challenging future
MEDIA	Social-based media consumption of headlines and commentary	Varied in sources, not necessarily opinions