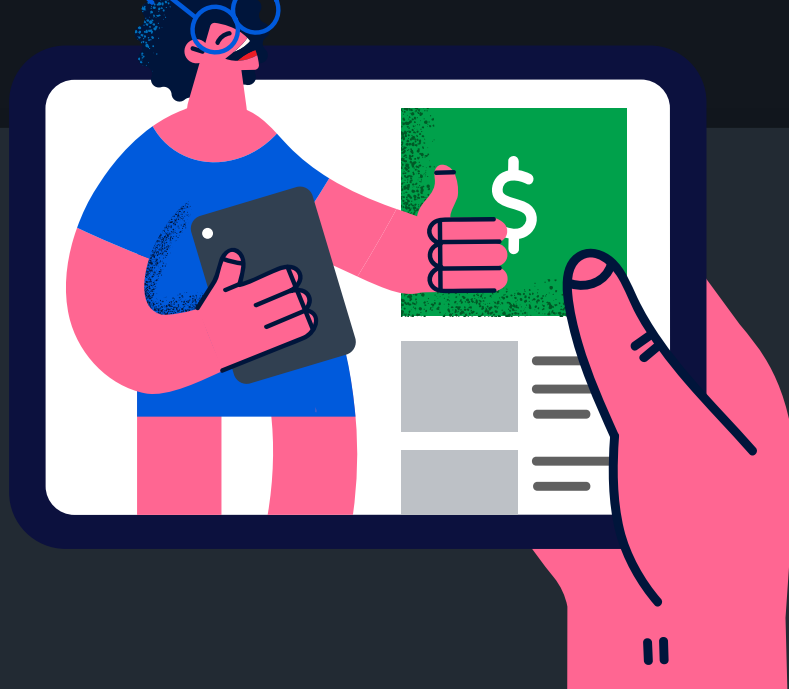


Where Did Gen Z Learn About Money?

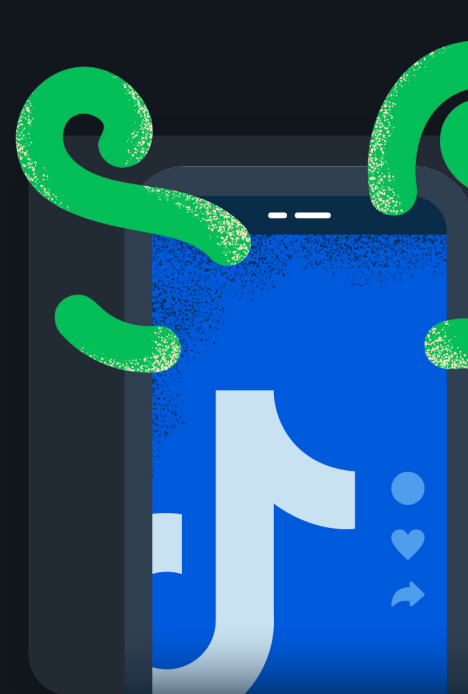
Money Conversations Overflow on Social Media Platforms.

76%

of Gen Z is learning about personal finance from Tiktok and Youtube

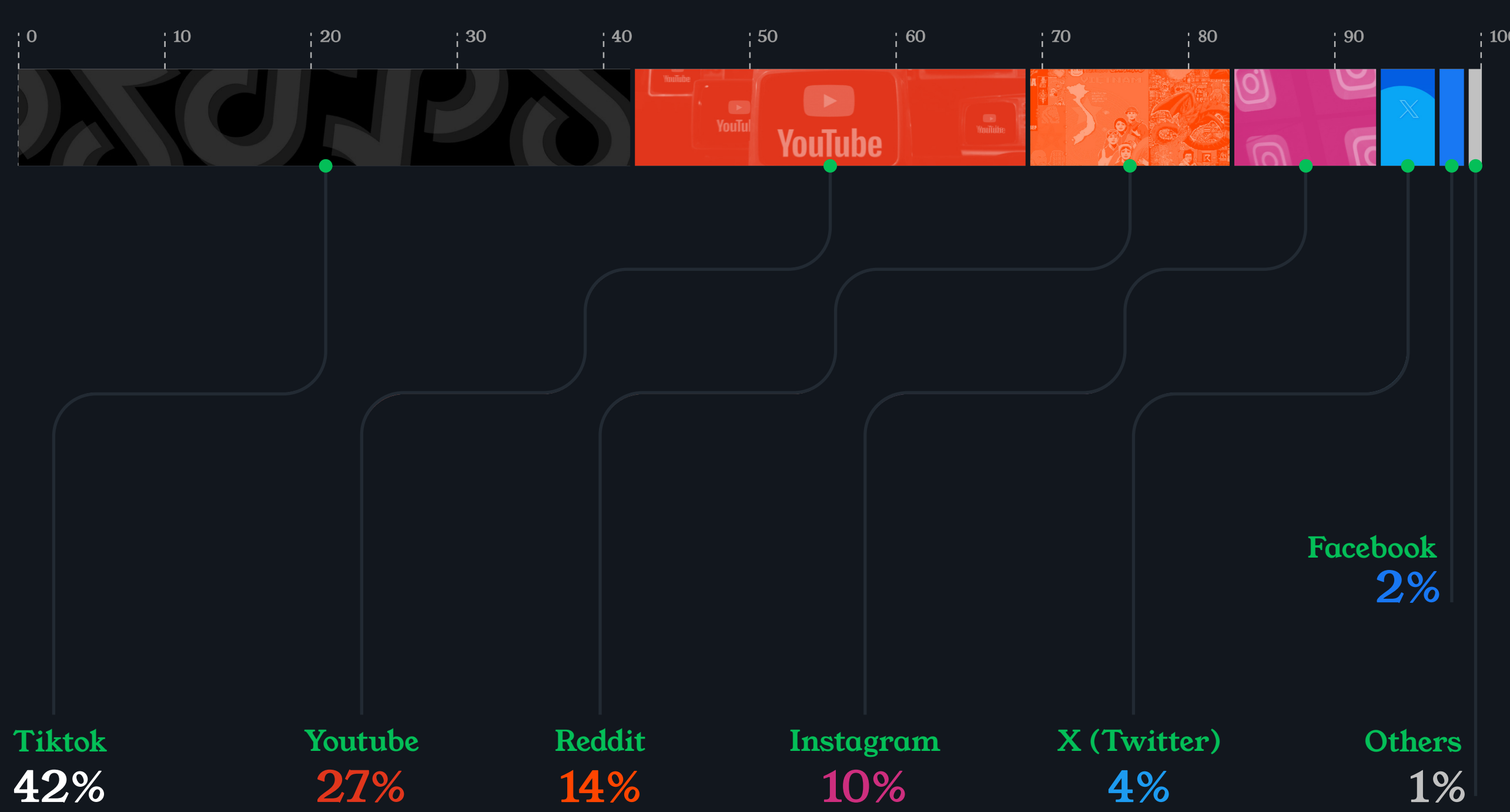


The Social Media Platforms Gen Zers Use to Learn About Personal Finance

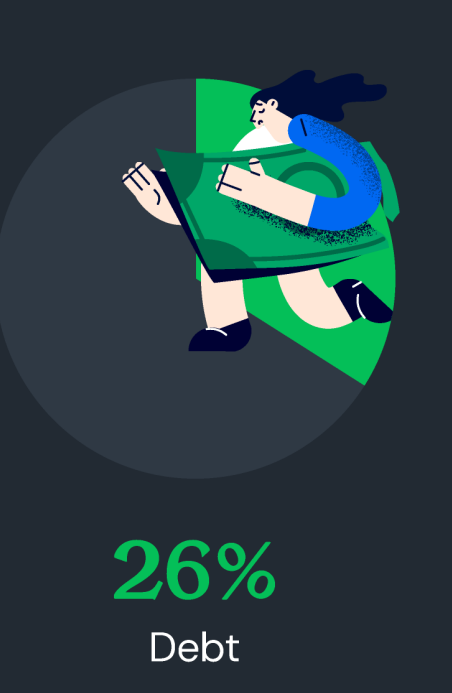
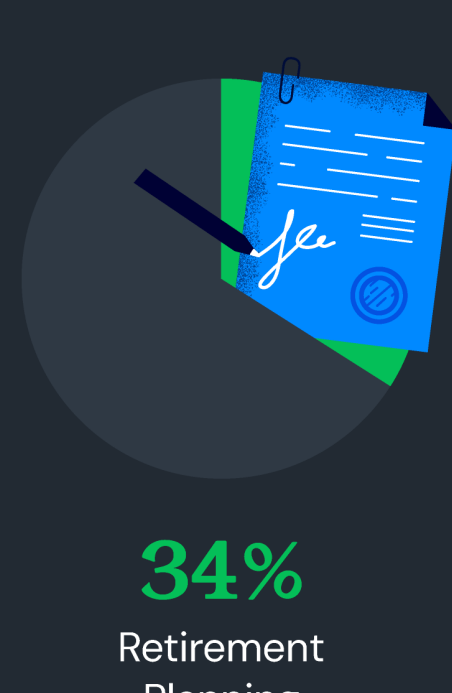


Tiktok

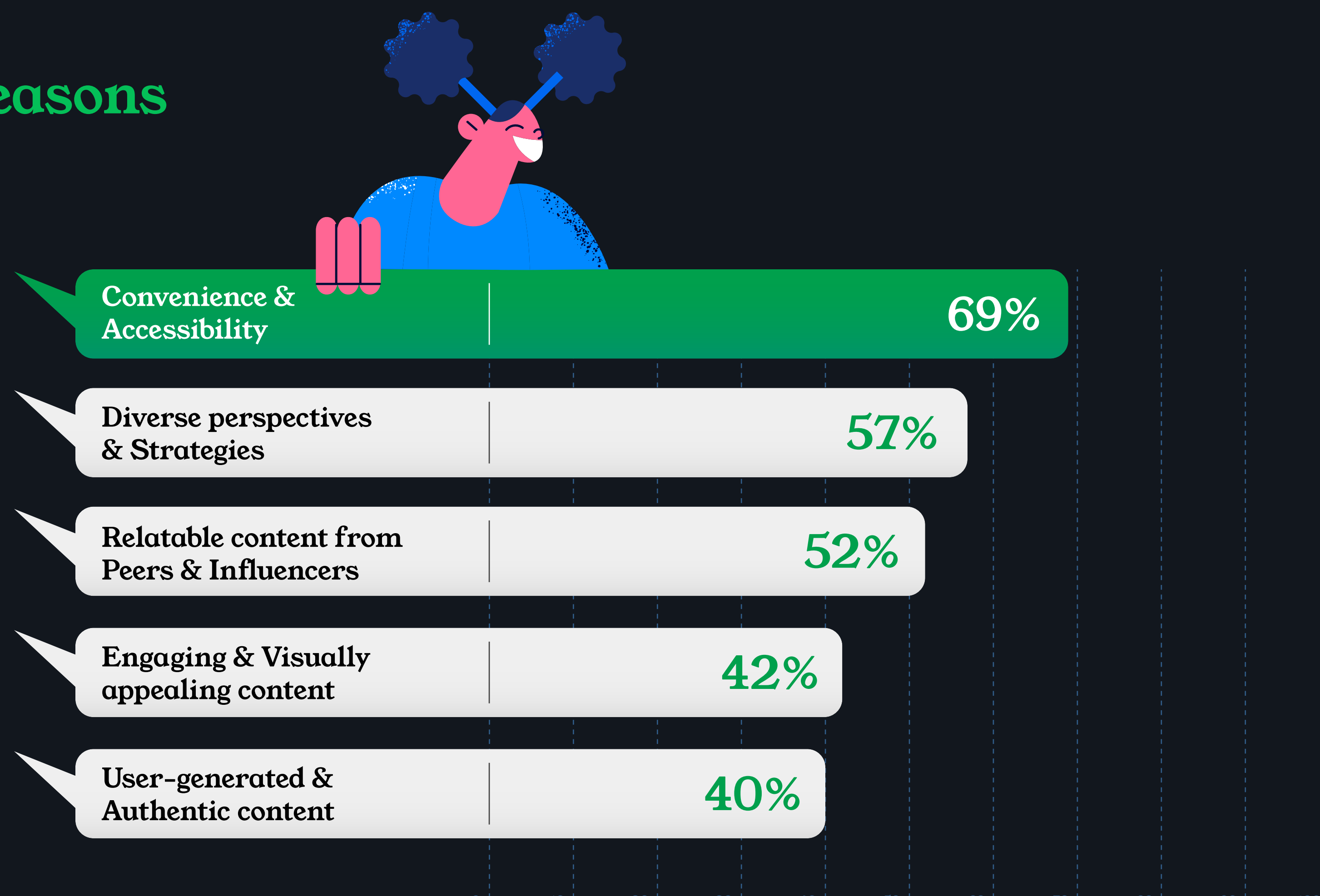
is the most popular social media platform where Gen Z learns about personal finance.



What Does Gen Z Learn About Personal Finance From Social Media?



The Most Common Reasons Gen Z Learns About Personal Finance on Social Media



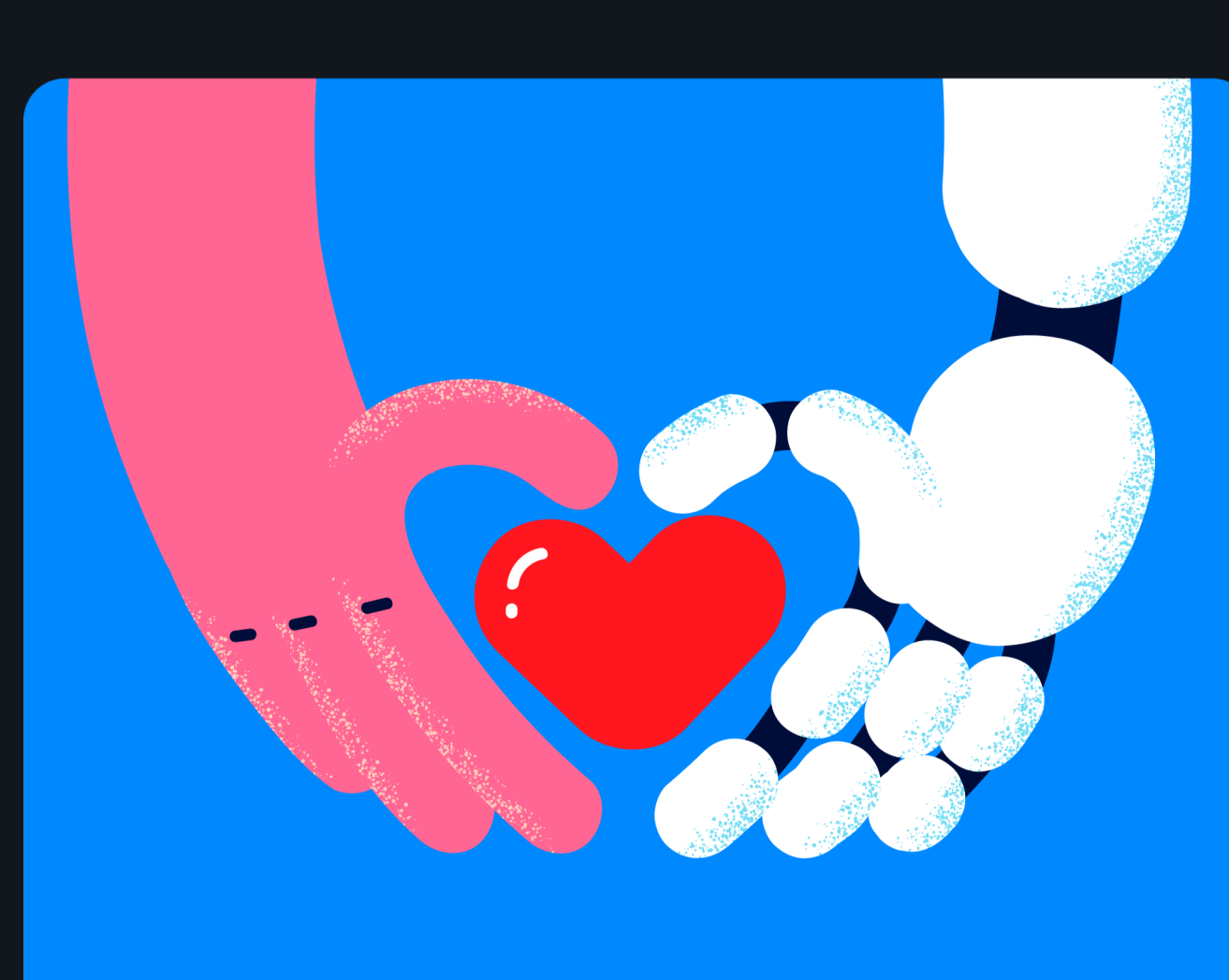
Gen Z and Investing



Barriers to Entry

90%

of Gen Z are interested in investing, but more than half (56%) haven't invested because they don't know where to start



The AI Influence

1 of 3

gen Zers is more interested in investing because of the recent AI trend



Social Media's Role in Investment Success

As discussed earlier, social media platforms have played a pivotal role in Gen Z's financial education. In fact, more than half (**55%**) of Gen Z respondents credit personal finance advice on social media for helping them make money from their investments. The investment tips, strategies, and success stories on these platforms have transformed their investments into tangible financial gains.

Is it Wise to Rely on Personal Finance Tips from Social Media?



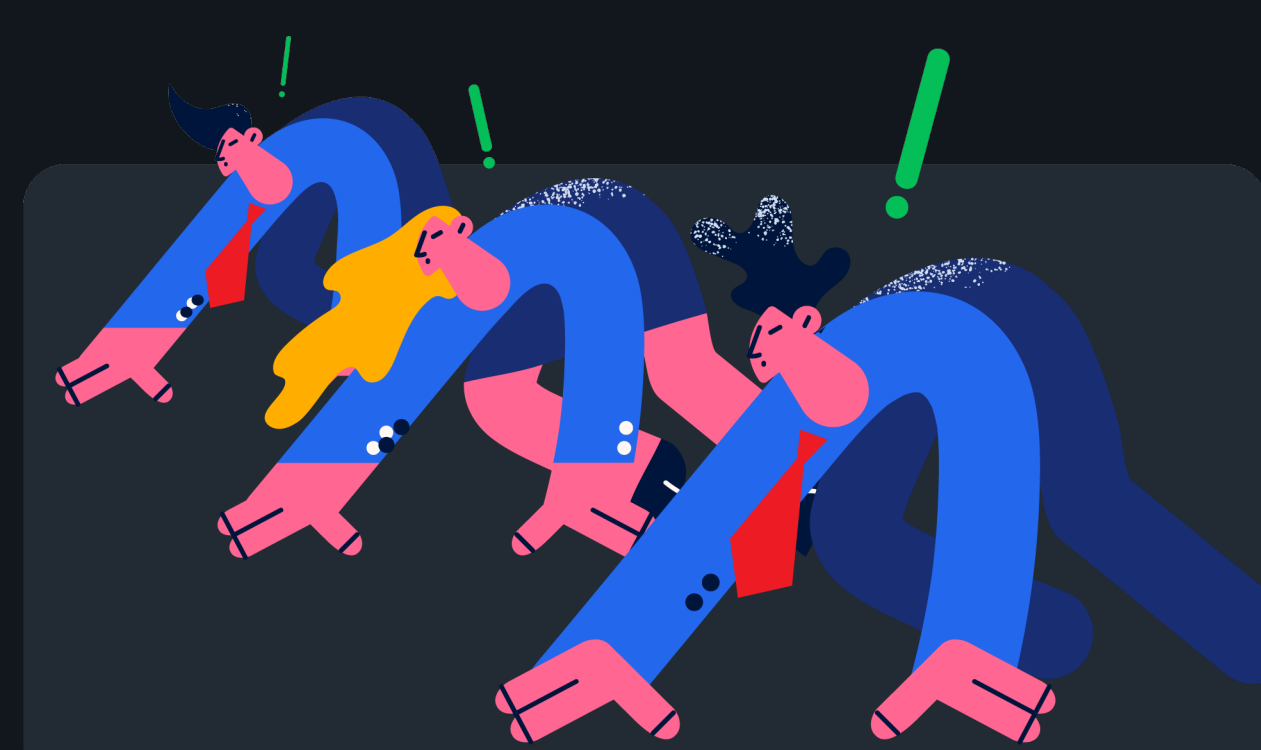
Misleading Financial Information

83%

of the surveyed Gen Z agreed that they have encountered misleading information about personal finance on social media



Oversimplification in Short Formats



Lack of Personalized Guidance



The Influence of Peer Pressure and FOMO

61%

agreed that learning personal finance on social media can create peer pressure and the fear of missing out (FOMO)