Where Did Gen Z Learn About Money?

Money Conversations Overflow on Social Media Platforms.

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

- Tiktok: 43%
- Youtube: 22%
- Reddit: 15%
- Facebook: 6%
- X (Twitter): 5%
- Instagram: 4%
- Others: 3%

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

- Tips: 50%
- How-to: 30%
- News & Articles: 15%
- Stories: 5%
- Others: 5%

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

- Tiktok: 40%
- Youtube: 27%
- Reddit: 21%
- Facebook: 8%
- X (Twitter): 6%
- Instagram: 5%
- Others: 4%

Gen Z and Investing

- The AI Influence: 90%
- 1 of 3

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

- Oversimplification in Short Formats: 83%
- Misleading Financial Information: 61%
- Lack of Personalized Guidance: 58%