

"Yes, Millennials and Gen Z, You Should Be Investing in Gold"

- Carol Roth

In this informative newsletter, Carol covers how much wealth a millennial has today compared to a Boomer at the same age; the destruction in purchasing power for millennials and Gen Z; how technology is training people to spend instead of invest; why millennials and Gen Zers should be investing in gold right now; and more!

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Millennials and Gen Z have an uphill battle to land the American Dream

Whether you are a millennial or Gen Zer, or have members of these generations in your family, you know they have been struggling to build wealth. As government and central bank monetary policy have eroded the value of the dollar, younger individuals are facing an uphill battle to participate in the American Dream.

In aggregate, despite being a large generation, millennials hold a lower share of wealth as a percentage of overall wealth than previous generations held at the same age. *Insider* [reported last year](#) that, “When boomers were roughly the same age as millennials are now, they owned about 21% of America's wealth, compared to millennials' 5% share today, according to recent Fed data.”

While younger people are making more money in terms of actual dollars, those dollars are buying less and less. The cost of everything from school to gas to housing has skyrocketed, and with purchasing power being eroded, it puts a damper on wealth creation opportunities.

Gen Z is feeling much of the same financially. A recent report from [Consumer Affairs](#) pegs the purchasing power of Gen Z to be 86% **less** than when Baby Boomers were in their 20s. That's a huge destruction in purchasing power.

The Consumer Affairs piece also reports that the “cost of public and private school tuition has increased by 310% and 245%, respectively, since the 1970s,” and that “Gen Zers and millennials are paying 57% more per gallon of gas than baby boomers did in their 20s.”

With energy policy being pushed away from traditional sources, housing in short supply and college costs being inflated via government policy, none of this would seem to change any time soon. The erosion of purchasing power leads to fewer dollars being allocated toward investments.

In addition to the real-world costs of a debased currency, millennials and Gen Z are being conditioned to value technology and the intangible over hard assets.

Millennials and Gen Z spend more of their money in virtual worlds and on technology which grants you a license, but not ownership, over your expenditures. They are spending richly on digital experiences and products, none of which help you to build wealth in real life.

While the younger generations may not see hard assets, including gold, as “sexy”, they need to be reoriented. Building wealth is sexy, and the debasement of the dollar has put them behind the curve.

Also, as you work diligently for your money, gold is a way to embrace risk management and protect your assets. Gold has a track record and is looked to by many as a reliable store of value and safe harbor. Needing a store of value is even more crucial today than ever before as government spending, the national debt and central bank intervention in the markets show no sign of stopping.

If you are a member of the younger generation, consider forgoing some of your expenses and reorient yourself to invest in gold and other real-life assets, both to build up wealth and to hedge against the ongoing destruction of value in our currency.

If you are Gen X, a Boomer or even the Silent Generation, consider educating the younger people in your life about hard assets, including gold. You may want to consider gifting gold to them for the holidays or milestone events, as well as have some to leave them in your legacy plan, to start them on a path of investing and hedging a diversified portfolio.

For help with any of this, or just to learn more about gold and how it can help you, consider calling my friends at Goldline and starting a relationship with a financial advisor who can help you chart a plan to achieve the American Dream.

Wealth creation comes through ownership, and with purchasing power being eroded, it is more important than ever that you focus on your investments.

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