

MEET GEN Z

Getting To Know the **NEWEST** GENERATION of Workers

Gen Z is anyone born between

1997-2012

There are **60 MILLION** members of Gen Z in the American population

01

Gen Zs in the Digital World

93%

of Gen Zs between the ages of 8-21 **OWN A SMARTPHONE.**

60%

use YouTube **EVERY SINGLE DAY.**

52%

of Gen Z say they are more confident in their **TECH PROWESS** than their non-tech workplace skills.

91%

say that given two similar job offers, the **KIND OF TECHNOLOGY** each employer used would be the deciding factor.

Gen Z is the First Generation of True **DIGITAL NATIVES.**

The oldest members of Gen Z were 10 years old when Apple announced the **FIRST IPHONE.**

3 OUT OF 4

8-12 year olds have one or more **SOCIAL MEDIA ACCOUNTS** of their own.

98%

say that technology played a significant role in their **FORMAL EDUCATION.**

80%

want a career that allows them to work with **CUTTING EDGE TECH.**

77%

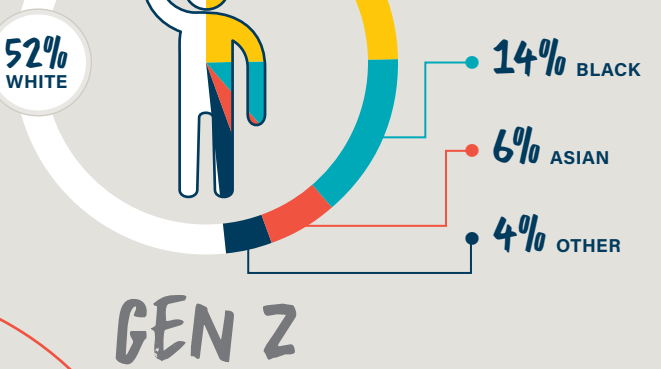
said they would be willing to **MENTOR** an older coworker or colleague with less technological experience.

02

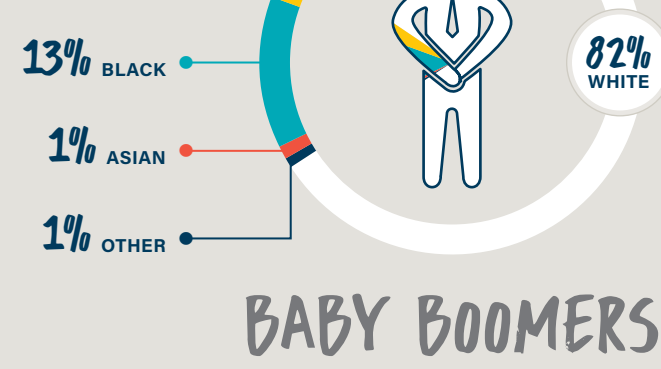
Gen Zs on Race & Ethnicity

48% of American Gen Z's ethnic makeup **ISN'T CAUCASIAN**, making it the **MOST DIVERSE GENERATION TO DATE.**

AS COMPARED TO BABY BOOMERS:



GEN Z



BABY BOOMERS

62% of Gen Z believes **INCREASING** racial and ethnic diversity is **GOOD FOR SOCIETY.**

AS COMPARED TO:

MILLENNIALS - **61%** • GEN X - **52%** • BOOMERS - **48%**

72%

of Gen Z say they have friends that belong to a **DIFFERENT RACIAL OR ETHNIC GROUP** than they do.



For Gen Z, their career-**67%**-or education level-**63%**-plays a bigger role in **DEFINING THEIR IDENTITY** than their race-**30%**-or gender-**42%**.



65%

think it's important to **UNDERSTAND PEOPLE** who come from different backgrounds than they do.

80%

said that technology and automation would help **ELIMINATE BIAS AND DISCRIMINATION** in the workplace.

81%

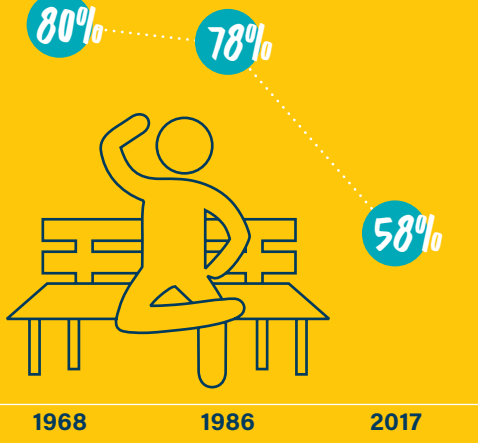
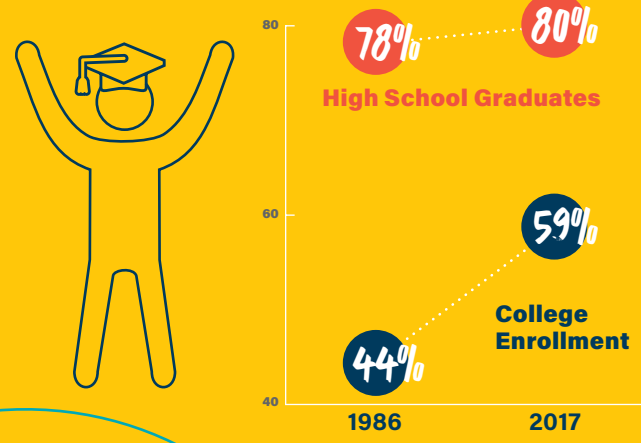
said that whether a company gave **EQUAL AND FAIR TREATMENT TO ALL WORKERS** irrespective of gender, race, sexual orientation or gender expression was the most important factor in deciding whether to seek employment there.

03

Gen Zs Education & Career

Gen Z is **FINISHING** high school and **ENROLLING** in college at a **HIGHER RATE** than previous generations.

But they are **SLOWER TO ENTER THE WORKFORCE** than their parents and older siblings. In 2017, **58%** of 19- to 21-year-olds had worked the previous calendar year.



65% of Gen Z said that getting a **COLLEGE DEGREE** was **"VERY IMPORTANT"** to them.

28% said getting a graduate degree was an **INDICATOR OF SUCCESS.**

AS COMPARED TO:

19% MILLENNIALS

11% GEN X

72%

of Gen Zs said that it was important to have a **SUCCESSFUL CAREER.**

That's equal to the percentage of Zs that said it was important to have a career that **GAVE THEM PURPOSE.**



In the workplace, professional development is the number one **MOST SOUGHT-AFTER ASPECT OF A CAREER**, upward mobility was second and community was third.

#1

Professional Development

#2

Upward Mobility

#3

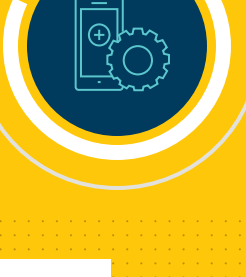
Community



SALARY & COMPENSATION CAME IN SEVENTH.

47%

of Gen Zs said they would prefer to **WORK FROM HOME.**



82%

said that social media platforms can be a **VALUABLE WORKPLACE COMMUNICATION TOOL.**

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SOURCES

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