

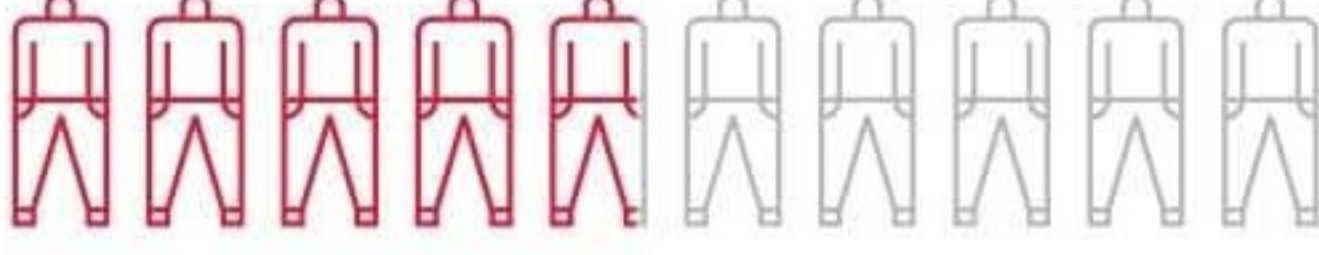
THE WORKFORCE'S NEWEST MEMBERS: GENERATION Z

MEET GENERATION Z

 BORN BETWEEN 1997 AND THE EARLY 2010s

 MAKES UP 25.9% OF THE U.S. POPULATION

49% IDENTIFY AS NON-WHITE



COMPARED TO

44% OF MILLENNIALS

40% OF GEN X

28% OF BOOMERS

98% OWN A SMARTPHONE



92% HAVE A DIGITAL FOOTPRINT



50% ARE CONNECTED ONLINE FOR 10 HOURS A DAY



70% WATCH MORE THAN TWO HOURS OF YOUTUBE EACH DAY



40% SAY THEY'RE ADDICTED TO THEIR PHONES



80% FEEL DISTRESSED WHEN KEPT AWAY FROM PERSONAL ELECTRONIC DEVICES

SOURCES:
mediakix.com
huffingtonpost.com
forbes.com
blog.globalwebindex.com

MILLENNIALS vs. GENERATION Z



MILLENNIALS

Born between about

1980 & 1996

B MOST WERE RAISED BY BABY BOOMERS

 GREW UP DURING AN ECONOMIC BOOM

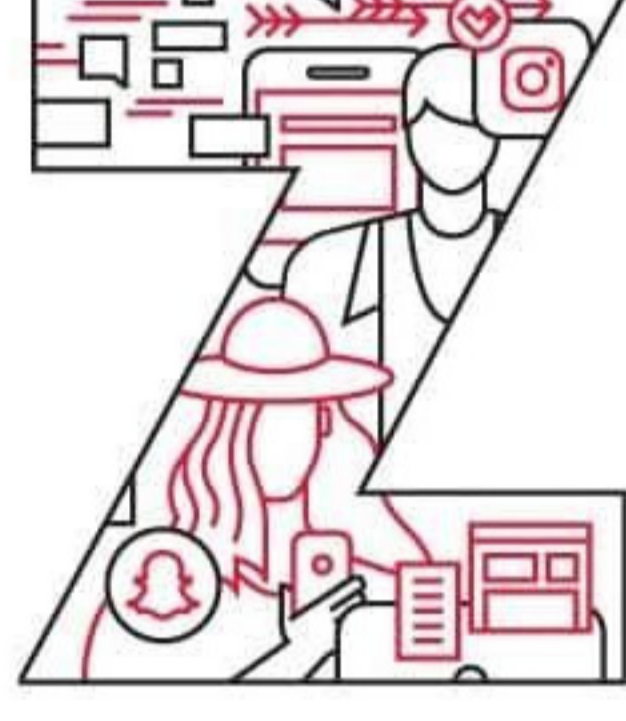
 TEND TO BE IDEALISTIC

 FOCUSED ON HAVING EXPERIENCES

 MOBILE PIONEERS

 PREFER BRANDS THAT SHARE THEIR VALUES

 PREFER FACEBOOK & INSTAGRAM



GENERATION Z

Born between about

1997 & 2010s

X MOST WERE RAISED BY GEN XERS

 GREW UP DURING A RECESSION

 TEND TO BE PRAGMATIC

 FOCUSED ON SAVING MONEY

 MOBILE NATIVES

 PREFER BRANDS THAT FEEL AUTHENTIC

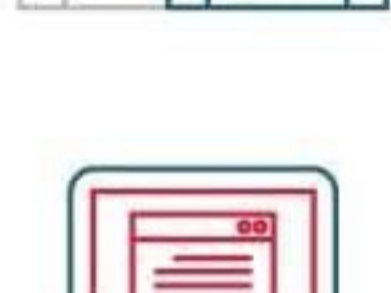
 PREFER SNAPCHAT & INSTAGRAM

GENERATION Z IN THE WORKPLACE



Percentage who prefer face-to-face conversation

72% 



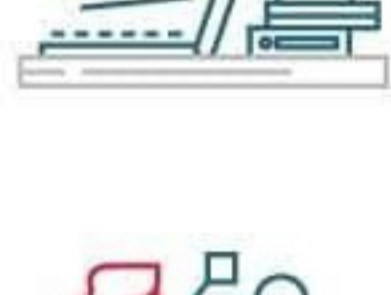
Percentage who prefer their own workspace

69% 



Percentage who expect to work harder than previous generations

77% 



Percentage who want to have multiple roles in an organization

75% 



Percentage who say equality is the most important cause they want their employer to support

36% 



Percentage who believe racial equality is the most important issue today

72% 



Percentage who'd prefer to work in a midsize or large company

80% 

Two greatest aspirations after college:

TO BE FINANCIALLY STABLE AND FIND A DREAM JOB



Two most important factors in a job:

EMPOWERING WORK CULTURE AND POTENTIAL FOR CAREER GROWTH



The two most important skills for succeeding in the workplace according to Gen Z:

COMMUNICATION AND PROBLEM SOLVING



SOURCES:
inc.com
diversitybestpractices.com
adecousa.com
blog.ryan-jenkins.com
medium.com