

INTRO TO GEN Z

Emerging adults born between 1997 - 2012 are part of **Generation Z**, often referred to as "**Gen Z**." As with any generation, **Gen Z** has unique characteristics that influence how they view **employment** and the **workplace**. As they begin to consider the path forward, there are more **varied ways to earn income** than there were for most previous generations coming-of-age. **Note:** not everyone fits into or identifies with the generations described below or their characteristics. This is meant as a basic guide.

Gen Z

"**Generation Z** is responsible for shaping the **workplace** of the future... [Gen Z] are starting their careers during a time of **growing inflation**, mounting **student loan debt**, a **housing crisis**, and an **impending recession**. In addition, they have faced catastrophic occurrences like **war**, **social instability**, and an increase in **gun violence**."¹

Key Work Statistics for Gen Z²

By 2030

30%

of the **workforce** will be Gen Z



7 in 10 Gen Zers feel stressed out most of the time at work



Only **4 in 10 Baby Boomers** (born 1946 - 1964) stated this feeling

77%

of **Gen Zers** stated it was "**vital to work** for a company whose **values aligned with their own**"



1 in 4 Gen Zers works multiple jobs (25%)



For **all other generations**, it is approximately **1 in 6** (16%)³

Gen Zers are nearly

2x

more likely than other generations to be **looking for a new job while already employed**⁴

45%

of **Gen Zers** are concerned about their employment stability (versus 40% for all other generations)⁵

UNIQUE FACTORS ABOUT GEN Z



First generation to grow up with widespread internet access beginning in early childhood

- **Social media** and the ability to **quickly access** a **vast amount of information** has created communication and knowledge-sharing across the globe. Many **Gen Zers feel comfortable voicing their opinions** because of this.⁶
- Early internet usage also caused **Gen Zers** to have the uncanny ability to **multitask and process new information quickly**, making them a vital part of the **work** environment.



The most diverse generation yet

- **Gen Z** is the most racially and ethnically **diverse generation yet**. They factor in **workplace** culture and ability to express their own identities, such as sexual orientation and gender identity, when considering jobs.⁷
- **Workplace** topics centering on **diversity, equity, and inclusion** are highly valued among **Gen Zers** and are seen as **expected** vs. suggested training topics.



Has lived through a major shift in how to earn income

- **Gen Zers** are part of the first generation where **remote employment is normal**, and being a **social media influencer** is a valid source of income.
- Gen Z tends to work **more jobs** than all other generations.⁸

UNIQUE FACTORS ABOUT GEN Z



Impacted by rising college tuition costs

- **Gen Zers** are **attending post-secondary education** at **higher rates** than previous generations, but are faced with **higher college tuition costs** than generations before, even when adjusted for inflation.
- For older **Gen Zers** with student loan debt in 2022, they had, on average, **13% more student loan debt than Millennials** (the generation before them).⁹



A near-digital recruiting and hiring process

- Finding a job now is very different than when someone could walk into an establishment and get hired the same day. Now the entire process for some jobs is **nearly entirely virtual**, even for jobs that do not require routine computer usage.
- Prior to most previous generations, **Gen Zers** can **research a place of employment online** (e.g., see ratings of the place of employment and anonymous comment). They also have the opportunity to utilize **artificial intelligence (AI) platforms** to prepare answers during interviews and write cover letters or resumes.



Greatly considers their wellness and path for earning income

- **Gen Zers** report liking work environments that offer **creativity, intrinsic validation, innovation, genuine collaboration**, leadership showing **appreciation**, and flexibility for **work-life balance**.¹⁰
- They are more likely to **leave a job if their ethics do not align with a company's ethics**. Additionally, **Gen Z** looks at benefits like health insurance or paid-time off as a **requirement** versus an added bonus.¹¹