



Perfection is overrated. I don't expect it from you and you shouldn't expect it from me.

Get ready for a seismic shift, folks, because Generation Z is about to take the world by storm! Picture this: a generation so vast it outnumbers even the Millennials, making up over a third of the global population. That's right, Gen Z is stepping up, and they're not just numerous; they're as diverse as they come. In the U.S. alone, they're over a quarter of the population, set to be the most colorful mosaic in our nation's history by 2040.

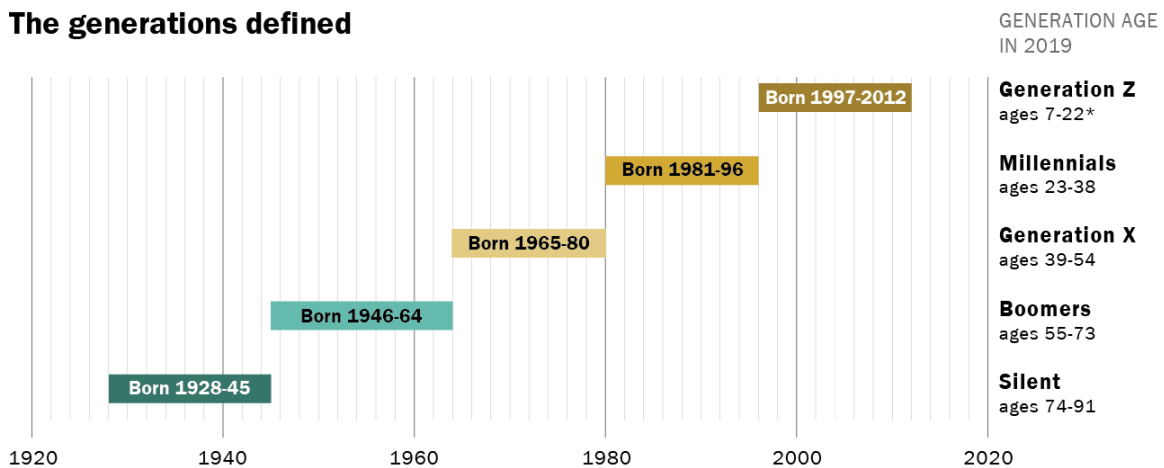
Now, let's talk about impact. When Gen Z walks onto the global stage, you better believe they'll make waves. We're talking ripples through workplaces, shaking up retail, reshaping tech, stirring the political pot, and remixing culture. And hey, don't lump them in with Millennials; Gen Z is a whole different ball game. They're redefining what it means to succeed, both in life and on the job. So, let's roll out the red carpet and gear up for change, because with Gen Z in the mix, it's going to be a thrilling ride!

Gen Z

The Dawn of a New Era: Embracing Gen Z in the Workforce

As we usher in a new era, the stage is set for Generation Z to revolutionize the workforce. Born in the digital age, between 1997 and 2012, these young visionaries are more than just newcomers—they are the architects of tomorrow’s business landscape.

The generations defined



*No chronological endpoint has been set for this group. For this analysis, Generation Z is defined as those ages 7 to 22 in 2019.

PEW RESEARCH CENTER

The Digital Tapestry: Navigating Tomorrow's Workplace

Generation Z, as the first true digital natives, are not just transforming how we work, they're redefining it. For them, work is a fusion of digital experiences, blending their personal and professional lives seamlessly. This generation craves work-life balance, flexibility, and opportunities for learning and growth, shaping a new paradigm in the corporate world.

Redefining Success: Gen Z's New Playbook

For Gen Z, success isn't just a rung on the corporate ladder, it's a journey of self-discovery and societal contribution. They are pragmatic yet idealistic, yearning for careers that not only fulfill them personally but also contribute to the greater good. This generation is marked by its push for inclusivity, community involvement, and individual expression.

American Gen Zers differ from their older counterparts:

- They are generally more pragmatic, with both complicated idealism and worries for the future. Gen Zers dream of personal career fulfillment but expect economic struggles.
- They have less positive life outlooks, with lower levels of emotional and social well-being than older generations.
- They are more interested in belonging to an inclusive, supportive community.
- They are more individualistic, with a stronger sense of personal expression.
- They are more politically and socially active, advocating for what they believe on social media.

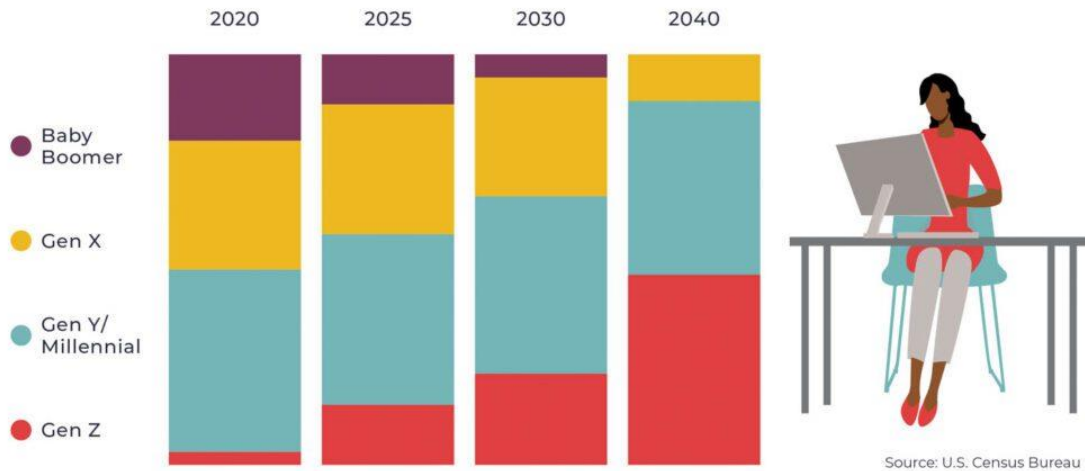
Values in Action: The Causes Close to Gen Z's Heart

Gen Z leads with conviction, especially on issues like racial justice and environmental sustainability. Inspired by figures like Greta Thunberg, they're not just participants in societal change; they are its champions. They seek not just to earn a living, but to make living meaningful for themselves and others.

Businesses' New Mandate: Adapt and Empower

As business leaders and influencers, our role is to align with this generational shift. We must create workplaces that resonate with Gen Z's values—flexible, supportive, diverse, and inclusive. This means embracing new working arrangements, prioritizing mental health, and ensuring our practices reflect our commitment to diversity and sustainability.

Workforce Percentages



As Gen Z continues to shape the future of work, we stand at the crossroads of tradition and innovation. By welcoming their perspectives and aligning our practices with their values, we pave the way for a more inclusive, dynamic, and prosperous business community.

How Gen Z employees prefer to work



Gen Z in The Workplace | Survey by TalentLMS and BambooHR

Gen-Z in the Workplace



Gen Z workers were born after 1996, so they are the youngest generation currently in the workplace. They are also considered the nation's most diverse generation yet. Let's look at some of the ways this generation defines itself.



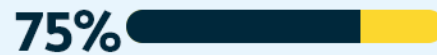
They consider themselves to be:

- Tech-dependent
- Entrepreneurial
- Pragmatic
- Aware of social issues
- Highly aware of the power of diversity and importance of inclusion in the workplace

Gen Z is more passionate about a diverse and inclusive workplace more than any other generation, and they show interest in companies that show a similar passion.



said an employer's commitment to diversity and inclusion is significant when choosing where to work.



said they'd reconsider applying at a company if they weren't satisfied with their diversity and inclusion efforts.



Nearly **60%** believe there should be more "gender-neutral" options on online forms that ask for an individual's gender.

InsightGlobal

Embracing the Digital Frontier: Gen Z's Tech-Savvy World

In a landscape dominated by digital platforms, Gen Z thrives in environments that blend technology with human touch. They're at home with online shopping, social networking, and digital collaboration, seamlessly integrating these tools into their work and personal lives.

Mental Health: A Priority for Gen Z

With rising awareness around mental health, Gen Z is breaking the stigma and advocating for more supportive workplaces. They value environments where mental health is not just recognized but actively supported, calling for empathetic leadership and policies that foster well-being.

The Green Revolution: Gen Z's Environmental Consciousness

Gen Z is deeply committed to environmental sustainability, expecting businesses to demonstrate genuine efforts in green practices. They champion eco-friendly initiatives and hold organizations accountable for their environmental impact, pushing for meaningful action in combating climate change.

Inclusivity and Diversity: Gen Z's Non-Negotiables

Inclusivity and diversity aren't just buzzwords for Gen Z—they are essentials. This generation demands workplaces that celebrate diversity in all its forms, advocating for policies and cultures that embrace varied identities and perspectives.

Learning and Growth: The Lifelines of Gen Z's Career Path

Gen Z values opportunities for personal and professional development above all. They seek environments that offer continuous learning, skill development, and growth prospects, emphasizing the importance of career progression aligned with personal values.

Empowerment and Connection: Keys to Engaging Gen Z

To engage Gen Z, businesses must focus on empowerment and connection. This means fostering environments that encourage autonomy, creativity, and collaboration. It's about building communities within the workplace, where Gen Z feels heard, valued, and motivated.

Conclusion: Shaping a Future Together

As Generation Z becomes a formidable force in the workforce, their influence reshapes our business practices and cultures. By understanding their values, embracing their perspectives, and adapting our approaches, we can create a future that is not only prosperous for our businesses but also meaningful and fulfilling for the upcoming generation. Together, we can build a business landscape that is innovative, inclusive, and resilient, ready to face the challenges of tomorrow.

GENERATION Z

The Next Generation

1

SOCIAL

Gen Z is naturally social and spend **7.6 hours per day** socializing with friends and family.

2

MULTI-TASKERS

Gen Z prefers to work on multiple tasks at the same time. On average, Gen Z will work off of **5 screens at once**.

3

ENTREPRENEURS

Gen Z desires independent work environments. **72% of teens want to start their own business** someday.

4

EDUCATED

Gen Z is constantly learning. **1 in 2** will have a college education.

5

PHILANTHROPISTS

Gen Z wants to do good in the world. **93% say that an organization's impact on society affects their decision to work there**.

DIGITAL NATIVES

Gen Z are the first true natives to the digital era. **This generation spends 15.4 hours per week on their smartphones**.

6

INTERACTIVE

Gen Z likes to interact with people. **34% are most concerned with boosting their people management skills**.

7

TECH-SAVVY

Have a question? Google it. **66% say that technology makes them feel that anything is possible**.

8

LESS FOCUSED

Gen Z needs continuous updates and stimulation. It's no surprise that this generation has an **attention span of 8 seconds**.

9

CAUTIOUS

As a result of growing up during the Great Recession, Gen Z tends to be more careful with their expenses. **57% would rather save their money than spend**.

10



Select Daily Media Activities Conducted by US Gen Z vs. Total Adults, May 2023

% of respondents in each group

	Gen Z adults (ages 18-26)	Total adults (ages 18+)
Watch video streaming services	46%	38%
Stream music	43%	28%
Play video games	39%	30%
Watch traditional TV	30%	40%
Listen to AM/FM radio	20%	27%
Watch video episodes of podcasts	17%	11%
Listen to an audiobook	15%	8%
Listen to podcasts	12%	11%
Use live audio service	12%	9%

Note: ages 18+; in the past month

Source: Morning Consult, "The State of Media & Entertainment Report: H2 2023," June 15, 2023

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Insider Intelligence | eMarketer

GENERATION Z

ARE OPEN-MINDED, BUCKET-LIST ORIENTED & LOOKING FOR OFF THE BEATEN PATH LOCATIONS

★★★



Travel Days Per Year

TOP VACATIONS TYPES



56%
Visiting Family



51%
Relaxing



45%
Sight-seeing



36%
Special Event



81% Said budget is a factor



25% Of their budget is allocated to flights

90%

Decisions are influenced by social media

RESOURCES USED IN BOOKING LAST TRIP



1. Search Engine
2. OTA
3. Airline Site
4. Hotel Site

TRAVEL PERSONALITY

I look for the best deals



93%

I'll go anywhere that allows me to explore the outdoors and be active



83%

YOLO: Crossing off my bucket list is imperative



81%

I opt for off the beaten path locations and recommendations from locals



78%

MOST INFLUENTIAL PLATFORMS



Snapchat



Instagram



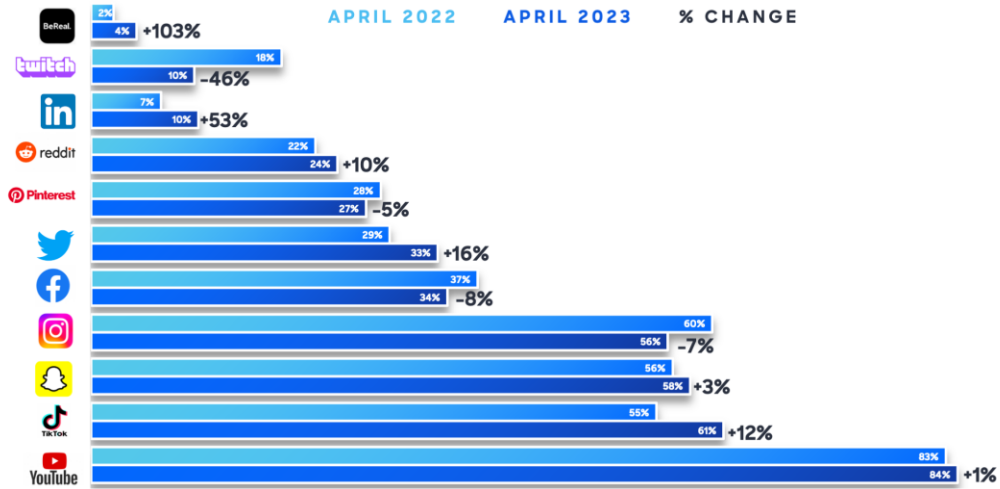
Facebook

Expedia
MediaSolutions

Download the study: bit.ly/american-travel

Change in Social Media Reach Among Gen Z

Percentage of mobile internet users aged 18-24 who visited each social media app year-over-year



comscore

Source: Comscore Media Matrix, Custom category including social networking mobile apps, Persons ages 18-24, April 2023, US.