

Looking Forward with Generation Z



A generation that wants to have an impact on the world, has never spent a day of their lives without the Internet, makes up over 26% of the U.S. population, and uses YouTube and social media to do research for their assignments? Of course, I'm talking about Generation Z.

Born after 1995, one of the unique characteristics of Generation Z is that a smart phone was probably the first computer they owned. Consider that this generation was raised with that smartphone and four other screens: a tablet, laptop, desktop and TV, to communicate and digest information instantaneously.

And because they've never spent a day offline, they are acutely aware of the issues and global challenges happening in the world around them. As a result, they are 54% more likely to say they

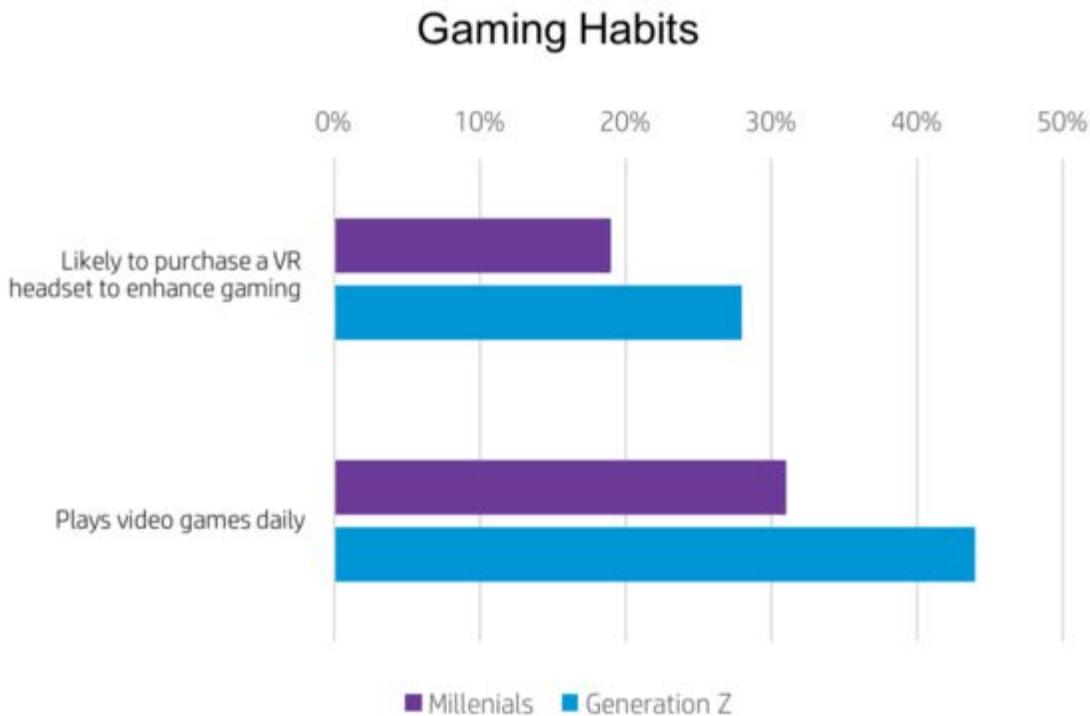
want to have an impact on the world as compared to millennials. Their attitudes toward work and employers is also noteworthy as almost half of them consider working for a company that helps make the world a better place as important of a consideration as the salary.

Generation Z is the first generation of digital natives with a new set of expectations and a different style of working.

Call out: Gen Z is 54% more likely than Gen Y to say they want to have an impact on the world.

In fact, the majority (67%) of Generation Z is willing to relocate for a good job, and 58% say “bring it” to working nights and weekends for a better salary, compared to 41% across all working generations. This means they will pursue diverse careers and aspire to work around the world, average 15 homes, 5 careers and 17 jobs in their lifetime.

Choosing their dream job over financial stability, Generation Z ranks workplace flexibility almost 5% more important than being covered for healthcare costs.



This generation will mature in the age of exponential technologies—from cognitive computing to digital assistants, and from ambient augmented reality to genetic engineering. Close to half of Generation Z play video games daily, so it isn’t surprising that they are interested in virtual reality.

With these changes, how will members of Gen Z view education, work, ownership and even travel?

Ownership may become obsolete as members of this generation choose to move around the world at regular intervals and seek jobs in different regions that are best suited to their passions and interests at that time.

This generation will also mature in the age of exponential technologies—from Artificial Intelligence to digital assistants, and from augmented reality to genetic engineering. These technologies are changing so fast, that education will literally become a lifelong pursuit for Generation Z. We may also see an increased amount of VR headsets being purchased as Generation Z enters the workforce.

Of children entering school today, 65% will work in jobs and in industries that do not currently exist.

Because technology is changing the world around us so fast, their career choices are likely to be very different. Of children entering school today, 65% will work in jobs and in industries that do not currently exist.

Some even believe that Gen Z may well be the first “Immortal Generation”. Researchers have proposed that it is likely that the first human to live for 1,000 years is already born—and most likely this is an individual or individuals from Generation Z.

Amidst all the questions and predictions, the one certainty is that like millennials before them, Generation Z is poised to disrupt our world and redefine every aspect of life.