Understanding Gen Z

What it does

This presentation highlights some of the key characteristics of Gen Z and discusses how those characteristics have been shaped.

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Understanding Generation Z

Who are Generation Z?

- Generation Z is the demographic cohort after millennials (Generation Y).

- Demographers and researchers typically define the group as those born since 1996.

- According to U.S. Census Bureau, Generation Z makes up to 25% of the population.

- Generation Z has been shaped by major world events such as the 9/11 terror attacks, Great Recession and phenomena such as global climate crisis and rapid technology innovation.

- With most of them either entering college or graduating, Generation Z is the new target population for graduate hiring.

Generation Z Characteristics

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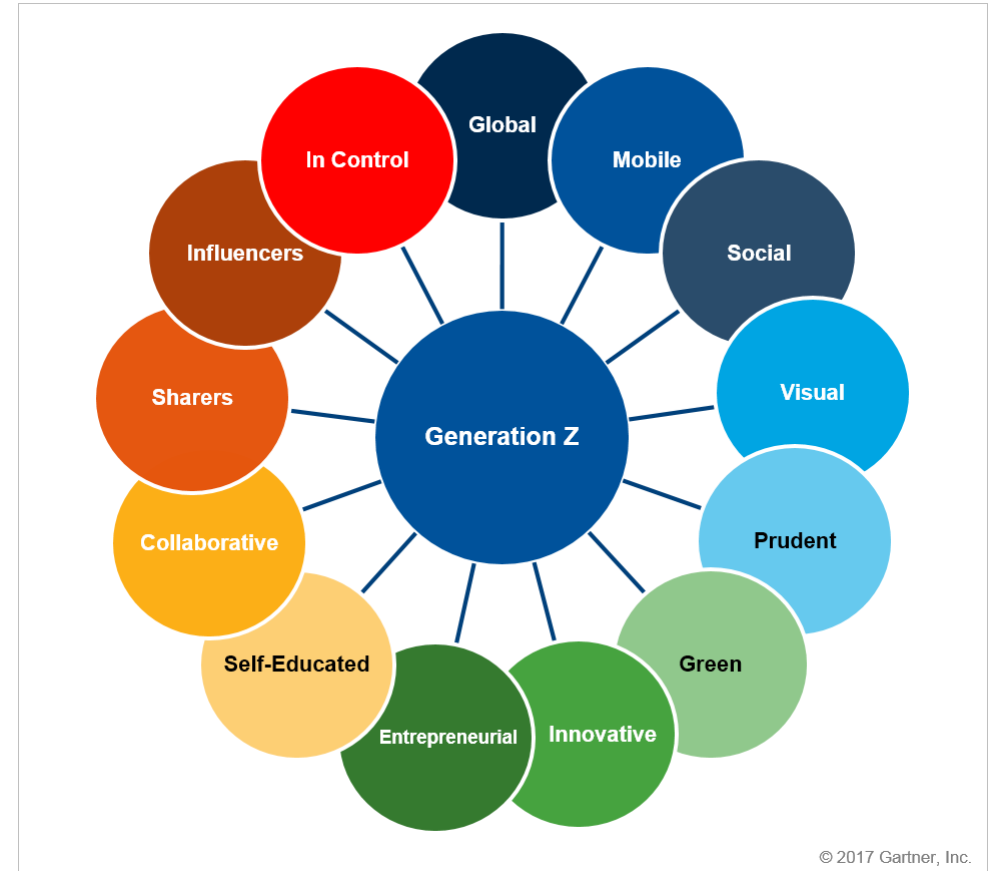
Source: Gartner Research

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Major Events That Have Shaped Generation Z

Instructions: Refer to the below table to understand events that have influenced and shaped Generation Z's behaviors and characteristics.

Event/ Phenomenon	Resulting Attributes
9/11 terror attacks and post-war world: Raised in the aftermath of the 9/11 terror attacks, Generation Z has been hugely affected by the global war on terrorism and have grown up with a constant sense of uncertainty and insecurity.	• Prudent • Skeptical
Economic slowdown of 2008: The recession greatly impacted most of the generation by exposing their families to sudden financial instability.	• Realistic • Risk-Averse • Self-Starter • Independent • Entrepreneurial
Global climate crisis: News of depleting resources and climate shift has informed their upbringing. They are the generation facing the most imminent threat of the climate crisis .	• Conscientious • Green
Technology and innovation: Born as digital-natives, this generation has not experienced a world without the internet and social media.	• Mobile • Social • Innovative • Global • Collaborative • Influencers

Source: Gartner Research

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Classification: Internal Use

Build Gen Z Graduates' Persona

Technology Graduate *(Illustrative)*

Key attributes

Digital-Native	Competitive	Realistic

"I need a opportunities more than I need stability in my career"

Goals

- Rapid career growth
- Job stability
- Job fluidity with rotational opportunities
- Association with strong mentors

Worries

- Career mismatch with personality
- Student loan
- Security

Expectations

- Work-life balance
- On-demand and immediate service
- Flexibility

Motivation

- Autonomy
- Working for a social cause
- Associating with the mission of the organization
- Getting valuable life experiences (e.g. travelling)

Communication

- Expect digitally ubiquitous communication
- Crave face-to-face interaction
- Moved to Snapchat, Instagram from Facebook, Twitter
- Respond well to video communication

Influence

- Parents
- Global media

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