

THE 2017 STATE OF GEN Z

MEET THE THROWBACK GENERATION

A national study by The Center for Generational Kinetics reveals Gen Z is poised to change work, banking, and our future—and not in the way you'd expect. The following insights are from Gen Z ages 18 to 21.

Here are some of our favorite discoveries:

GEN Z IS PRIMED TO THRIVE IN THE MILLENNIAL WORKPLACE

WORKPLACE PERKS CREATED BY MILLENNIALS ARE

HERE TO STAY



47%

WOULD BE MOST EXCITED TO APPLY FOR A JOB WITH A FUN WORK ENVIRONMENT



44%

WOULD BE MOST EXCITED TO APPLY FOR A JOB WITH A FLEXIBLE WORK SCHEDULE

36%
OF MILLENNIALS WANT FLEXIBLE WORK SCHEDULE

36%
OF MILLENNIALS WANT PAID TIME OFF FROM WORK

GEN Z BELIEVES THEY MOST NEED THESE TWO SKILLS

TO SUCCEED



57%

COMMUNICATION



49%

PROBLEM-SOLVING

BUT THEY'RE STILL AFRAID OF THE SAME THINGS

Even for a generation that has grown up using FaceTime and with virtual reality as the future, Gen Z thinks they need the most improvement in these two areas:



50%

PUBLIC SPEAKING



45%

COMMUNICATION

GEN Z IS ALREADY THINKING ABOUT RETIREMENT. REALLY.

GEN Z IS

THINKING AHEAD



52%

PLAN TO USE PERSONAL SAVINGS FOR RETIREMENT COMPARED TO 39% OF MILLENNIALS

28%

PLAN TO WORK IN SOME FORM AFTER RETIREMENT



26%

BELIEVE THEY'LL RECEIVE RETIREMENT MONEY FROM THE GOVERNMENT COMPARED TO 37% OF MILLENNIALS WHO THINK THE SAME



Discover that Gen Z is already thinking about retirement (and we want for both Gen Z and the US in general). Recognizing the need to save for retirement, early on, is the key to being prepared if Social Security or other government programs are not available 30+ years from today.

AND ACTING NOW

NOW



12%

IS ALREADY SAVING FOR RETIREMENT. THIS COMPARES TO ONLY 34% OF MILLENNIALS.



35%

PLAN TO START SAVING FOR RETIREMENT IN THEIR 20s, VERSUS 19% OF MILLENNIALS.



The fact that any members of Gen Z are already saving for retirement is both exciting and inspiring. Especially when the number is over 1 in 10—and when savvy members of Gen Z are joining in. If these numbers also become the norm, it could mean for improvement the generation has when it comes to saving a path toward retirement.

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Contact Megan Grijsels at megan@cevhenrks.com to schedule a media interview with the Gen Z experts at The Center for Generational Kinetics.

For the study findings, visit GenHQ.com/Gen-Z-2017.