



# Are you ready for Gen Z?

Graduate  
Management  
Admission  
Council®





In 2019, there will be  
**2.4 billion**  
people in the world classified  
as being part of Gen Z



realistic

pragmatic

rather serious

goal oriented

little patience

socially aware

rapid decision making

always connected

multi-cultural



# Gen Z will flood the workplace and Grad School by 2020





# Who is Gen Z?



**60** MILLION  
STRONG



**22%** OF TOTAL  
U.S. POPULATION



**40%** OF ALL  
CONSUMERS  
BY YEAR 2020



The most ethnically diverse.  
Last generation where  
Caucasians are the majority.



They view marriage as less  
important, but parenting as  
more important.

They are the “genre-less”  
generation and see things  
very differently than every  
generation before them.



While every generation  
before them has said:

When the going  
gets tough, the  
tough get going.

They say:

When the going gets  
tough, maybe we should  
try a different route.





While we all said:

If at first you don't  
succeed, try, try  
again.

They say:

If at first you don't  
succeed, maybe you  
shouldn't be there.





# Characteristics

Attention span of 8 seconds

An amazing nose for BS

The most independent generation

Slim job opportunities after graduating

Want to work for social change





ENTREPRENEURIAL



AUTHENTIC

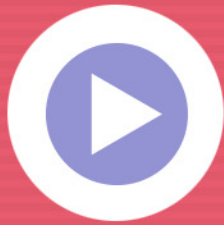


PRAGMATIC



DIGITALLY CONNECTED

## What They Do



**70%** watch  
YouTube every  
day (2 hours)



**8-9** hours a  
day connected  
to at least one  
form of media



**2/3rds**  
have constant  
internet  
access



They send, on average,  
50 text messages a day.



And emailing?  
Well, that's so yesterday.





# THEIR BUYING POWER

An average of \$16.90 per week in earnings represents \$44 billion in buying power.

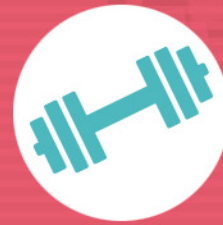
So, what is  
success  
to them?



**70%** say  
a high salary



**69%** say  
being happy



**69%** say  
being in  
good physical  
condition



**60%** say  
enjoying  
their career



**56%** say  
graduating from a  
reputable college



# Parkland, FL High Schoolers

They want to work for social change. They legitimately want to make a difference and are often categorized as “serious minded strivers.”





# Let's compare Gen Z to Millennials and Gen X

## Gen Z

Tech-innate: 5 screens  
Judiciously share  
Active volunteer  
Mature  
Communicate with images  
Humble  
Future-focused  
Realists  
Want to work for success  
Collective conscious

## Millennials

Digital Native: 2 screens  
Radically transparent (share all)  
Slactivists  
Immature  
Communicate with text  
Low self-esteem  
Now-focused  
Optimists  
Want to be discovered  
Team-oriented

## Gen X

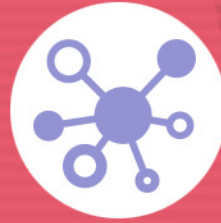
Digital Immigrant: 1 to 2 screens  
Close to the vest  
Newly engaged  
Seasoned  
Communicate with email  
Confident  
Balanced  
Pragmatic  
Want to get the job done  
Self-reliant



What has impacted this group and what makes them unique?



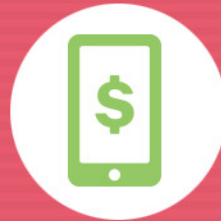
**42%** of recent grads prefer in-person meetings



More prefer to give up food rather than connectivity



The recession is the defining moment of their lives



**72%** keep an eye on their personal finances at all times



# Views on education and life



**33%** watch  
lessons online



**20%** read  
text books online



**32%** work  
with classmates  
online



**64%** consider getting  
an advanced degree as  
one of their lifetime goals



# They now have AADD...

Acquired Attention  
Deficit Disorder



Classroom  
attention span of  
7-10 minutes.

... and their brains are  
structured differently.

## Gen Z and Careers



**78%** will complete internship or apprenticeship



**84%** expect employer will provide formal training



Preference for working for a large company is increasing



Expect to work for the first employer 3-5 years.



**77%** think they'll have to work harder than the prior generation to have satisfying professional lives.







So, what are the key attributes of this group that will inform those trying to connect with them in the coming years?





#1

Talk to them with **FACTS**.  
Be pragmatic and realistic.





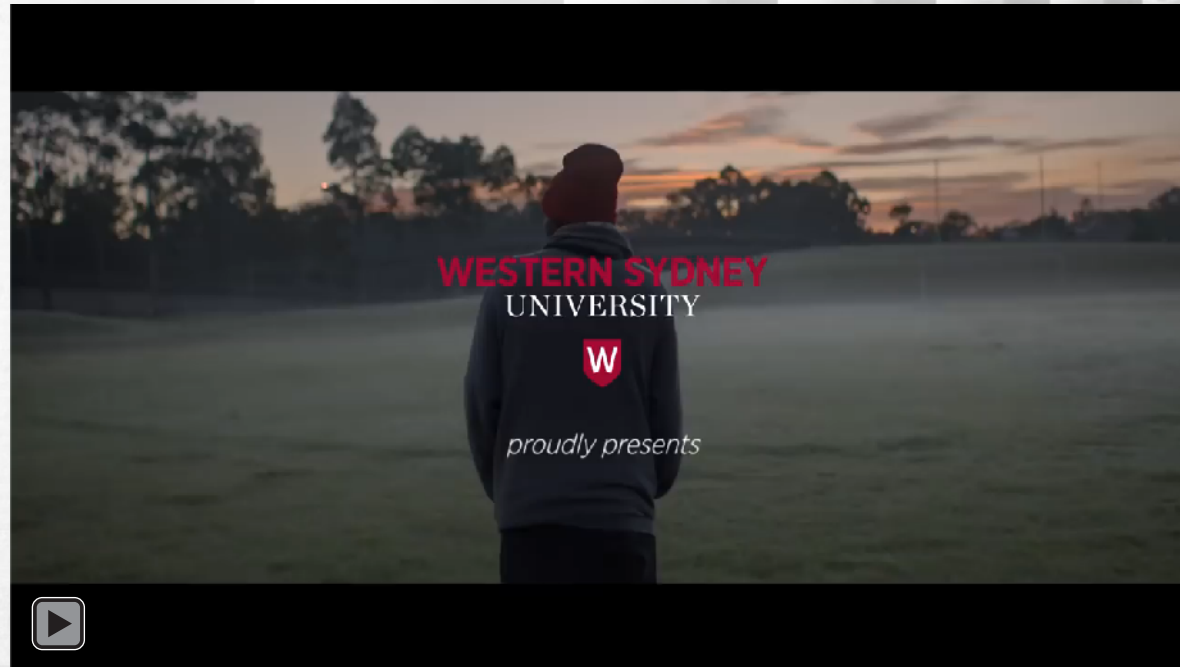
# University of Washington Spot

Don't speak with unrealistic platforms.



# Sydney University Spot

Use true narratives to engage.







#2

Provide more concrete data on  
industries/companies/salaries.



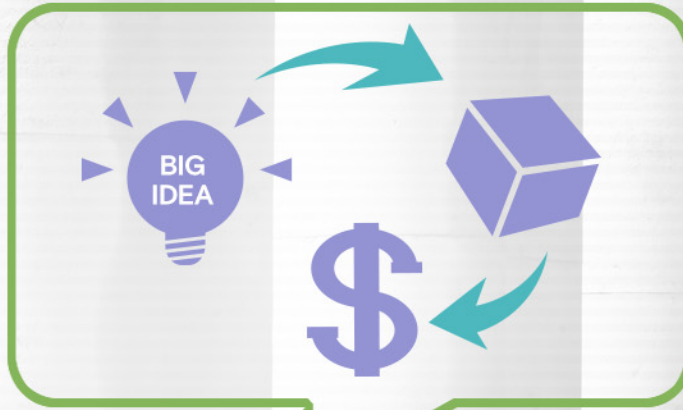


#3

Help them understand the impact their finances have on the career path they choose.







#4

Feed their need to be  
entrepreneurs.







#5

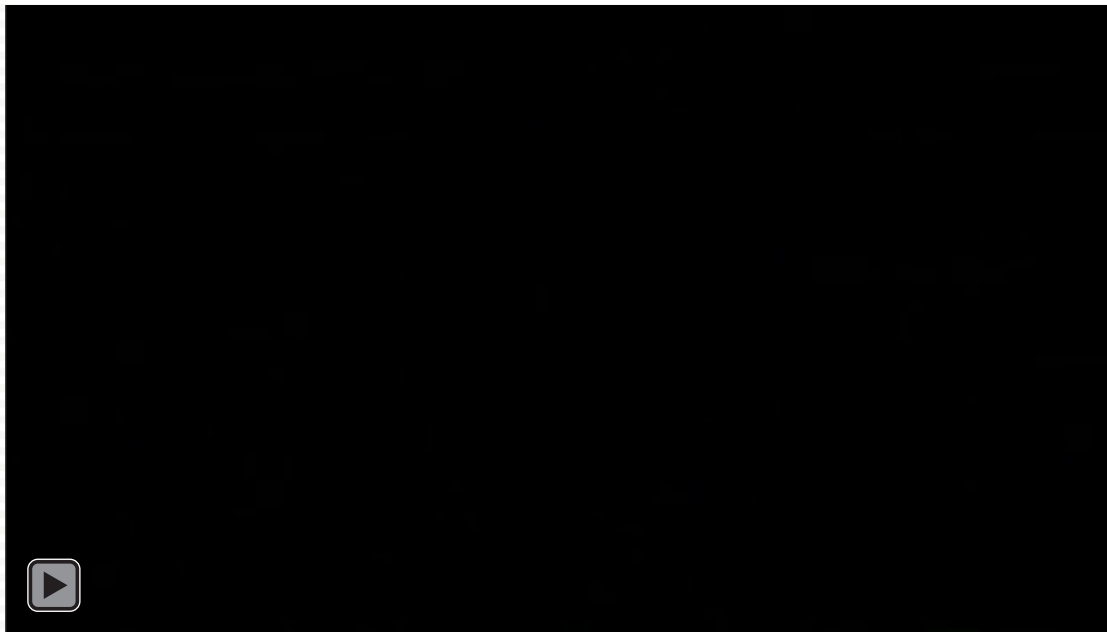
Connect with them  
in person and digitally.

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# Epiduo Acne Rx Spot

This video connects with Gen Z in a way that feels authentic and real, leveraging their propensity to always be digitally connected.



Technology has changed everything for

# GENERATION Z

Those who adapt to  
this change will succeed







# Thank You



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