Gen Z relies on social media for connection. They use technology to communicate and engage, and they always on.

Gen Z is made up of independent and entrepreneurial thinkers. They aspire to become leaders, and 42% plan to become entrepreneurs. This young generation seeks to create success instead of expecting it.

The more you know
- Most racially and ethnically diverse generation
- No memory of a world without smartphones
- Best-educated generation yet

Gen Z would rather...
- Live with friends
- Live downtown
- Pick up fast food
- Lose their car keys
- Never ride in a car again
- Go to the Apple store
- Be stuck on an island with the rock
- Be around people who think differently

By the numbers
- Born between 1995-2012
- Roughly 85 million Gen Z in the U.S.
- Ages: 8-second attention span
- 30% of the U.S. workforce by 2023
- 62% expect to be leaders