



UPCEA

An Insider's Guide to Generation Z and Higher Education 2019

4th Edition

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About the Authors



Jim Fong is the Chief Research Officer and Director of the Center for Research and Strategy for the University Professional and Continuing Education Association where he is responsible for member research and monitoring trends that impact the higher education community.

Jim teaches graduate marketing courses at Framingham State University and recently developed a “MOOC” (a massive open online course) for the University of California Davis.

Prior to joining UPCEA in 2010, Jim worked for a number of marketing and consulting firms specializing in higher education and was Director of Marketing, Research, and Planning for Penn State University Outreach. Born in 1965 and officially a member of Generation X, when convenient, he can be found boundary spanning having a microbrew with Baby Boomers.

Jim is exceptionally loyal to Dunkin Donuts and Lands’ End as brands.

About the Authors



Nick Lope is a market research intern at UPCEA. He is a student in Penn State University's 2019 class, double-majoring in Finance and Philosophy with a minor in Information Systems Management. Nick has served as a leader in many student organizations at Penn State, such as the executive board of the Penn State chapter for Alpha Kappa Psi Professional Business Fraternity. Nick loves all kinds of music from the Beatles to Chance the Rapper and is an avid reader of business, history, and fiction.

Nick previously interned with ALDI and PricewaterhouseCoopers (PwC), where he will be returning as a management consultant upon graduation.

Some of Nick's favorite brands include Tommy Hilfiger, Polo, and Disney.



Maria Lucchi is a market research intern at UPCEA. She is a Penn State University Supply Chain & Information Systems major and represents the class of 2019. Maria was also on the executive board for Nittany Consulting Group at Penn State. In her spare time, she enjoys reading, running, and listening to music.

Maria has completed two other internships, both with major Fortune 500 firms.

Like many other Generation Z'ers, Maria likes to stay active in support of causes close to her, such as Centre Safe, an organization that advocates for survivors of domestic violence and sexual abuse.

Maria is most loyal to brands and stores such as Nike, Kroger, Tarte, and Cantu.

About the Authors



Paul McDermott is a market research intern at UPCEA. He is currently a senior at Emory University majoring in Applied Mathematics and Economics. He represents the oldest and newly employed subsection of Generation Z.

Paul is an avid music listener; his favorite bands include Radiohead, The Pixies, and The Beatles. His love for music led him to become a self-taught guitarist, a hobby that he keeps up with to this day. He also enjoys playing soccer and is a passionate Arsenal FC fan.

Paul will be working in Atlanta as a management consultant upon graduation.

Paul is loyal to Sony, Apple, Amazon, the English Premier League, and Publix.

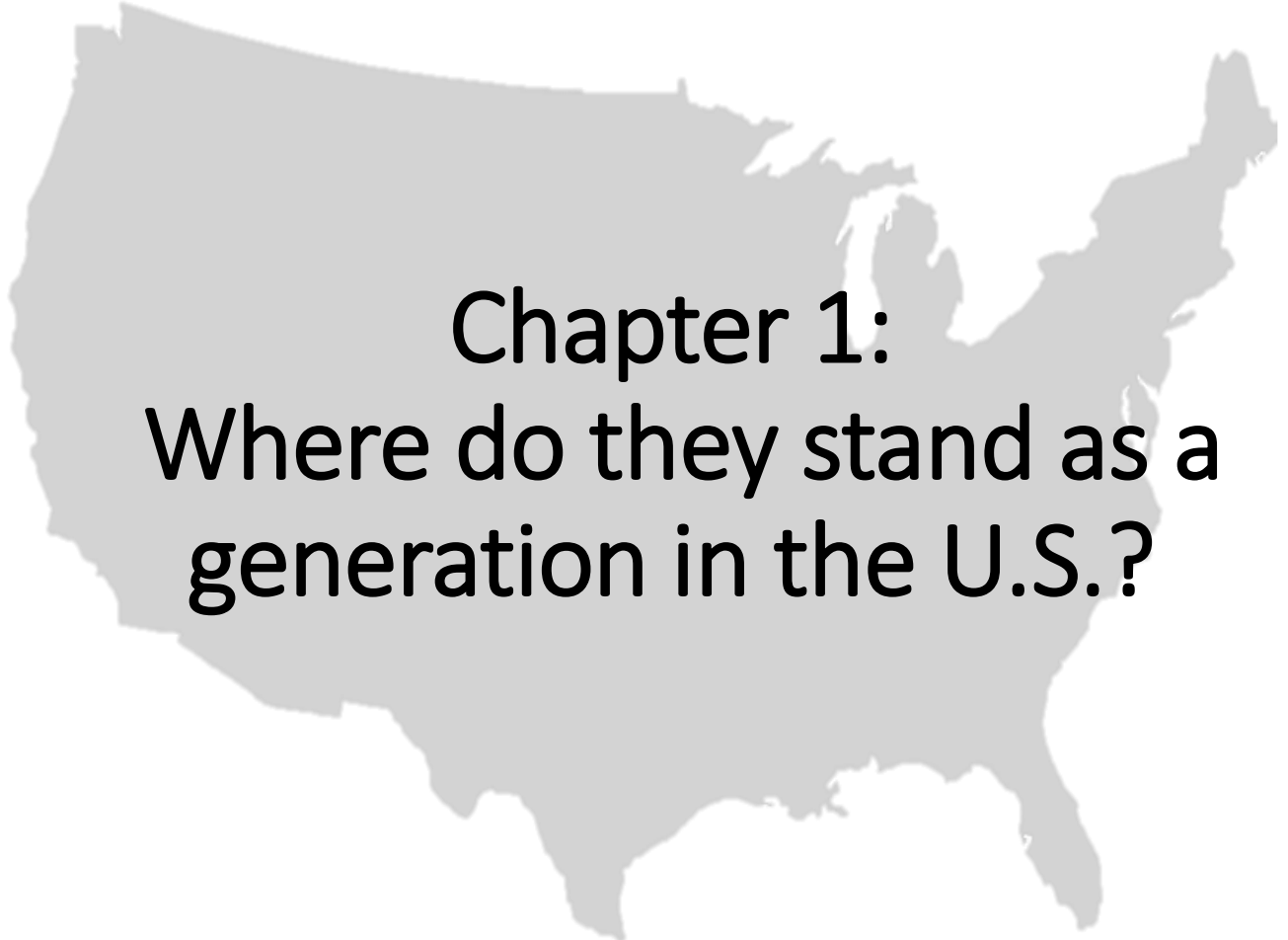


Brian Trench is a marketing research assistant at UPCEA. Brian is currently a senior at Penn State majoring in Finance and minoring in English. He represents the class of 2019, an early graduate from Generation Z. On campus, he was President of both the Penn State Finance Society and Nittany Consulting Group.

Brian grew up in the Philadelphia area and is a passionate fan of Philadelphia sports. He also enjoys reading, writing, television, and movies in his free time.

Brian has completed two previous internships with Frontline Education, an education technology company, as well as Comcast NBCUniversal.

Brands that Brian is loyal to include Apple, HBO, the NBA, and Nike.



Chapter 1:
**Where do they stand as a
generation in the U.S.?**

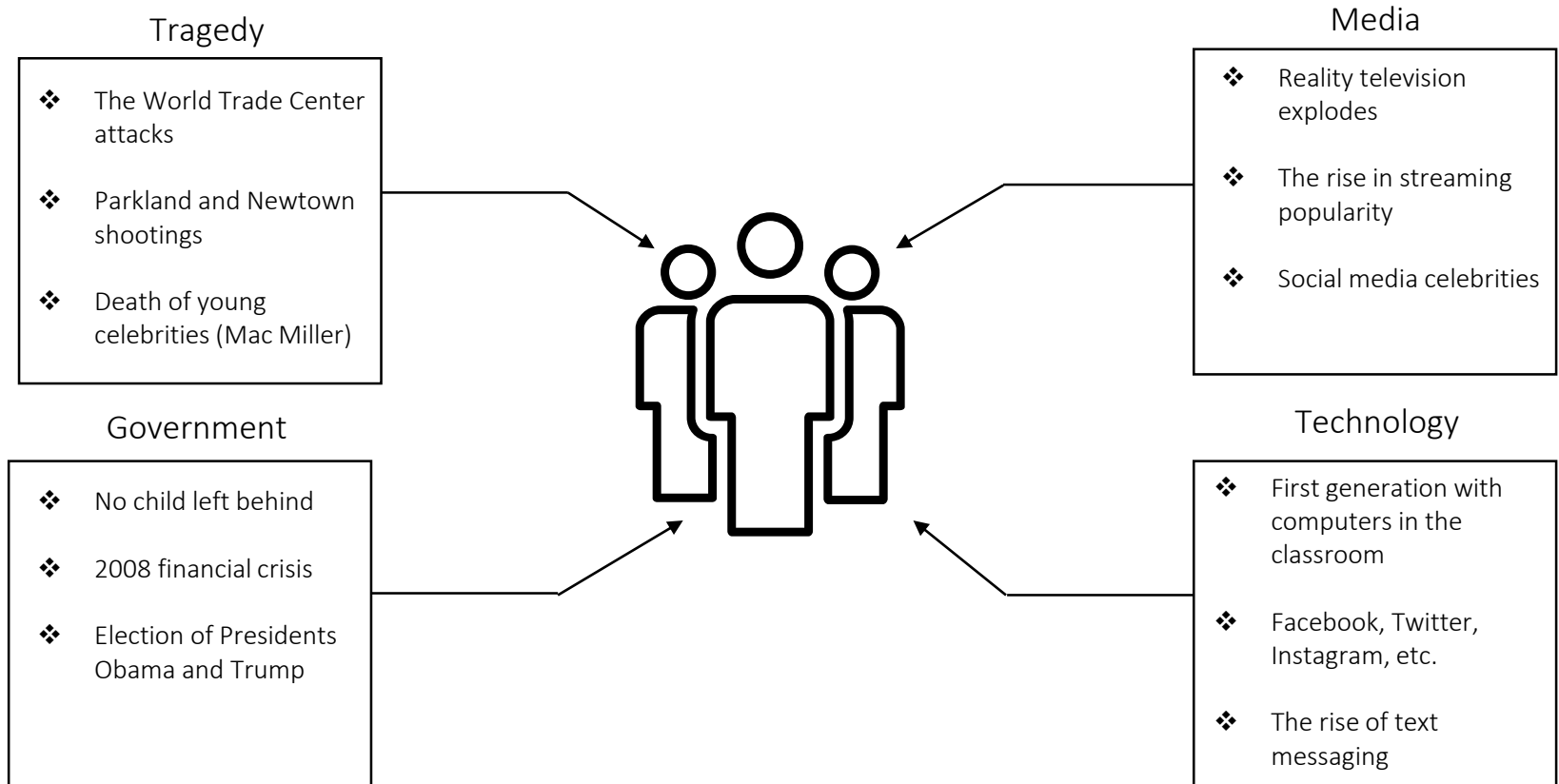
Currently, Millennials are emerging as power players in the economy as well as with corporate, online and continuing education. While they are quickly becoming the managers and leaders in the new economy, **Generation Z** will become a major presence in the professional, continuing and online education market. They have many similar traits and preferences as young Millennials, but have distinct differences as well.

Over the next decade, Boomers will be fully in retirement mode and will accelerate developments in our healthcare system. Generation Z will be the next wave of entry-level professional and working class employees.



Events that Have Shaped Generation Z

Gen Z's lives have been shaped by a multitude of factors, such as the September 11th attacks, that have influenced their worldview



Implication for Higher Education and the Workforce

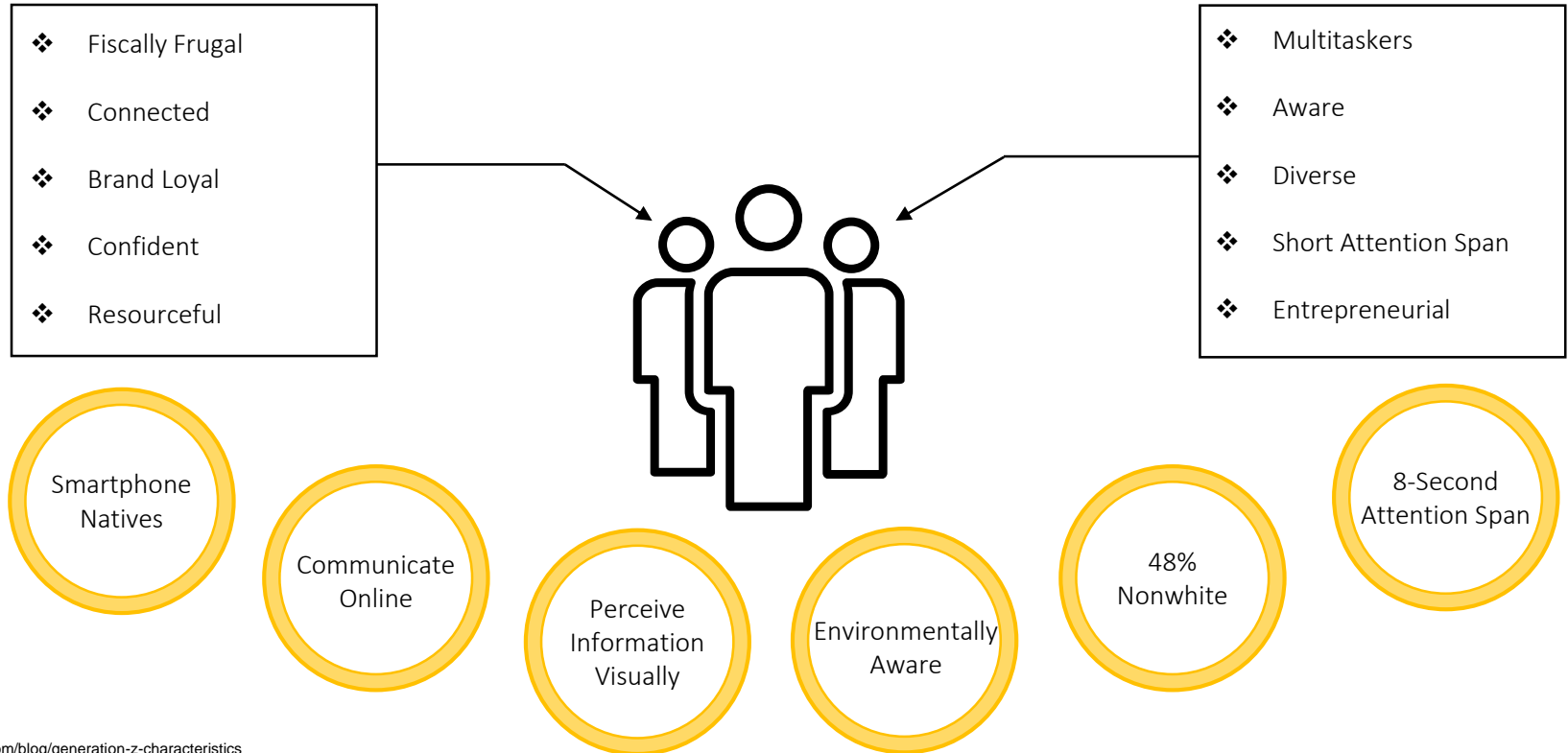
- There are signs that Generation Z will act like younger Millennials but with greater intensity in certain areas, such as preference in food and fashion trends and choices of communication.
- For now, treating Generation Z as young Millennials may serve as an efficient short-term investment with little risk. However, as they enter the workforce in larger numbers and gain power, a more strategic approach will be merited.
- It will be imperative for higher education, as well as other industries, to understand how to effectively communicate with them and design products and services to meet their needs.
- Employers will also need to better understand them if they are to capitalize on their potential entrepreneurship and creativity in the workforce, as well as retain them as long-term employees.



Chapter 2: Who are they?

Qualities of Generation Z

Gen Z is an apprehensive and resourceful cohort. They are digital natives who are multitaskers with short attention spans. They are aware; they care about health and the environment.



Gen Z's Perspective



We must be vocal, as we have learned through experience that the institutions in place do not necessarily have our backs. We understand the consequences of our actions, and even more, we understand that if we want change, we must be loud.

We are inevitably connected, whether we like it or not.

Everyone we know has multiple identities, each one curated to fit a certain theme or aesthetic.

We are more open about mental health, and are therefore more empathetic and understanding. We grew up during the economic crisis of 2008. We know that everyone struggles to some extent, and want an open dialogue rather than a “don’t ask, don’t tell” approach.

- Thoughts of the 22-year old Gen Z authors who are about to graduate

Chapter 3:

Where do they live?



Members of Generation Z are just entering our workforce. They've entered a period of low unemployment, a prosperous stock market and a technologically hanging economy.

Generation Z is well-informed, having grown up in the information age, unlike Generation X. They've been brought up to be entrepreneurial. This generation has large goals. To reach their goals, they will be smart with their finances. Their highest expenses could be housing, transportation, food, clothing and education. Those who go through college may have high levels of debt. As a result, they will make careful decisions to manage finances—looking for demonstrated return on investment on big ticket purchases, including future education and training.

They will look for alternative or affordable means of housing.



Generation Z Housing Preferences

Generation Z has shown to be much more optimistic about the housing market and more willing to purchase a house than previous generations.

83% of Gen Z'ers are planning on buying a home within the next five years

Generation Z poses competition to millennials in the housing market

Willing to compromise on almost anything so long as it cuts cost except for space and amenities

They are ok with buying a "fixer-upper" and most make less than a \$10,000 down payment



College debt is the biggest obstacle to home purchasing

Generation Z hopes to purchase homes near urban areas

Generation Z and Intergenerational Living

While the stereotype of Generation Z living at home because they can't afford to move out is untrue, many of this generation live at home for unique reasons.

Key Takeaways

- ❖ Fewer Gen Z'ers live at home due to affordability compared to millennials
- ❖ The biggest reason that Gen Z lives at home is to save up for the future (40%)
- ❖ A lower percentage of Gen Z and Millennials stay home to take care of family



TOP REASONS FOR INTERGENERATIONAL LIVING

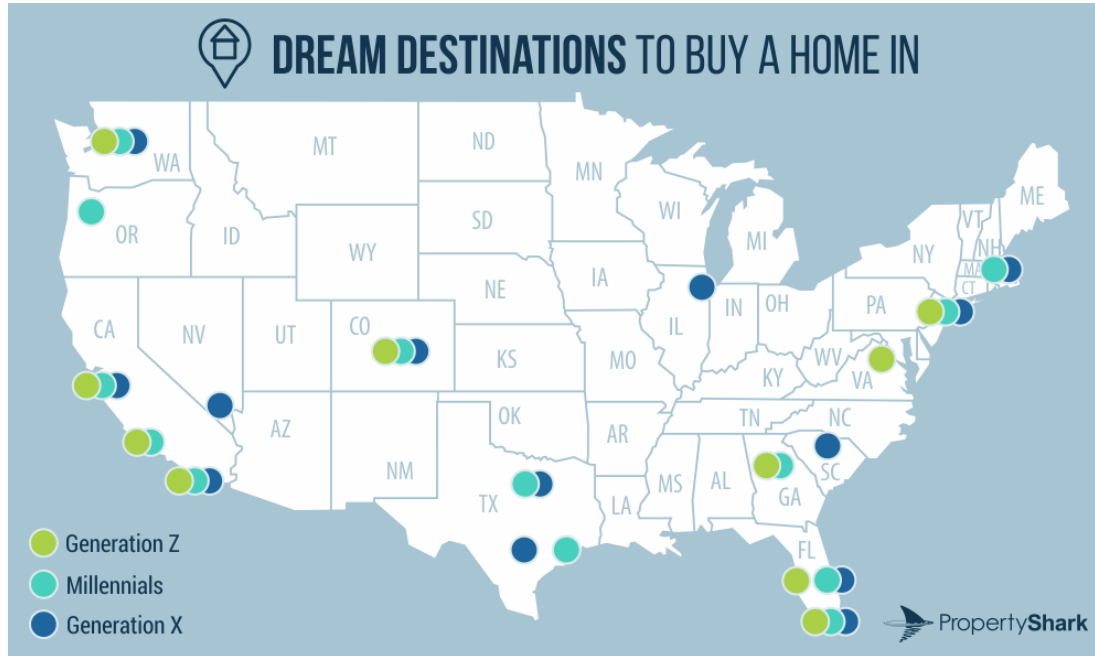
Saving up	Can't afford to rent	Convenience	Can't afford to buy a home	Helping elders
40%	32%	14%	13%	1%
34%	44%	12%	9%	1%
17%	29%	8%	25%	21%

● Generation Z ● Millennials ● Generation X



Generation Z and Living Preferences

While Millennials helped lead to a revival in urban living, Generation Z shows different living preferences with an affinity to suburbia.



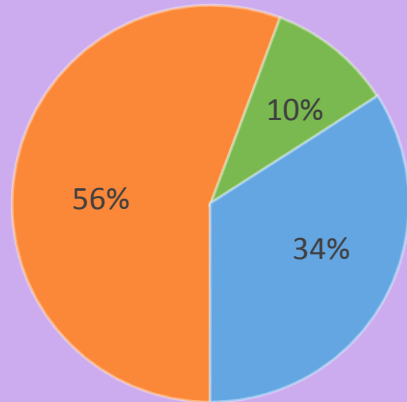
Key Takeaways

- ❖ 60% of Generation Z prefer suburbia, followed by 30% preferring urban
- ❖ New York City remains a top destination, but Los Angeles has become more attractive for the younger generation
- ❖ These dream destinations differ tremendously from Gen X'ers who prefer rural living

Generation Z Adults are Becoming More Independent

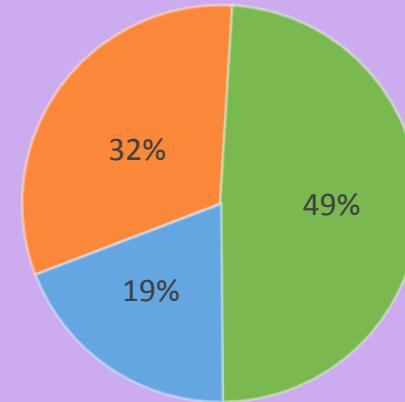
There is reason to believe that this generation may be a strong “sharing” generation, including homes, cars, and other commodities. They also may become “little home” people, or live in evolving community residences.

How would you describe your living situation?



- Renting a home or apartment
- Own a residence
- Living for free in someone else's primary residence

How would you describe your living situation?



- Metropolitan
- Suburban
- Rural

Generation Z will have to make some difficult choices regarding potential large expenditures, including housing, transportation and future education.

Generation Z is just entering the workforce and will make important choices as to how to get to work and where to live affordably. As they work, moving up the corporate ladder will require them to also address future education needs (or investments in themselves).

Like Millennials, Generation Z are minimalists. With the average home costing over \$200,000* and the average DIY tiny home being less than 10%** of that, it is likely that Gen Z'ers will rent, share or become part of the tiny home movement. Housing can amount to over one-third of a person's income.

Source: www.Zillow.com*, www.thespruce.com**



Implication for Higher Education and the Workforce

- 56% of Gen Z'ers surveyed stated that college costs were a major factor when deciding to attend full- or part-time.*
- 39% of them said that costs had already changed their higher education paths.*
- As costs continue to rise, Gen Z is saving more than ever. However, they are not going to be chasing big-ticket items such as houses and cars when they are paying off thousands in college debt.
- Gen Z is expected to be much more debt adverse and financially aware than previous generations, especially Generation X.
- They are not just playing games and Snapchatting on their phones. They are seeing and paying attention to all of the headlines regarding the rise of student debt and the effect on their future.
- Making good choices about housing and transportation may make future education a more viable investment.

Gen Z's Perspective



Gen Z doesn't look at housing as just a living situation, but as a source of revenue or as a way to save money. Our friends are looking for apartment complexes to buy and rent out to others, buying "fixer uppers" to flip, and are living at home by choice to save for a future home purchase.

While metropolitan hubs are still our most popular destination after college, we care more about living in suburbia than other generations. We expect a tradeoff between our two housing preferences: less space with a better location or more space in a suburban location. Rural is not an option.

We have brought the sharing economy to the housing market. Whether it's sharing our home through apps like Airbnb or using other home sharing or "couch-surfing" apps when we travel, we are less likely to use hotels.

- Thoughts of the 22-year old Gen Z authors who are about to graduate

Chapter 4:

What do they
like and want?



Generation Z is Eager To Interact with Their Favorite Brands

- 66% of Gen Z agree that it matters that the brand sells high quality products
- 62% are frequently attracted to new and fun brands
- 55% choose brands that are eco-friendly and socially responsible
- 53% say they choose brands that understand them as an individual
- 44% say they would submit ideas for product design
- 38% would attend an event sponsored by a brand
- 36% feel a strong connection/loyalty to a brand

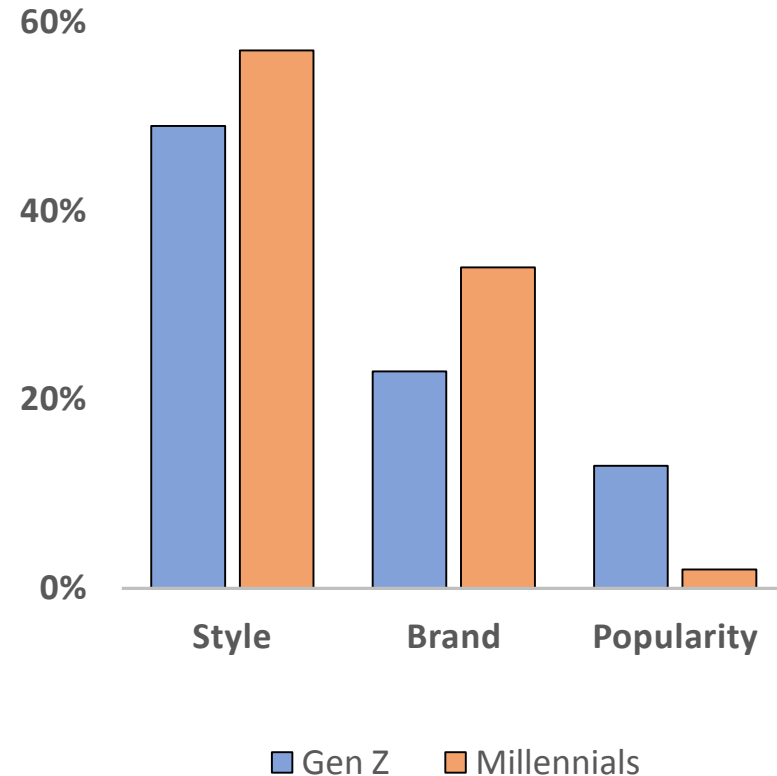
Sources: <https://www-01.ibm.com/common/ssi/cgi-bin/ssialias?htmlfid=GBE03799USEN&>

<https://coxautoinc.app.box.com/v/autotrader-kbb-gen-z-research/file/56691606014>

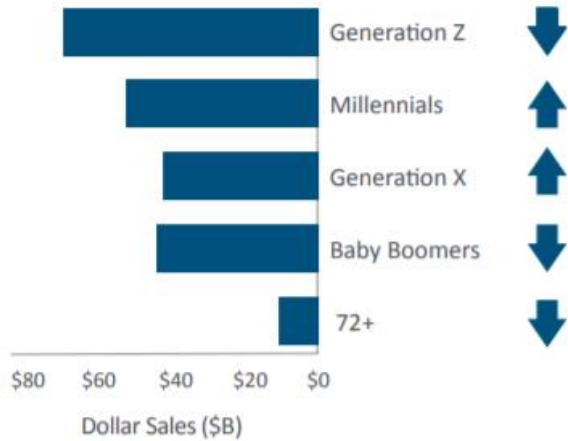
<https://nrf.com/resources/retail-library/gen-z-brand-relationships>

<https://www.retaildive.com/news/study-gen-z-seeks-more-brand-interaction/448378/>

Important Brand Attributes When Purchasing a Vehicle

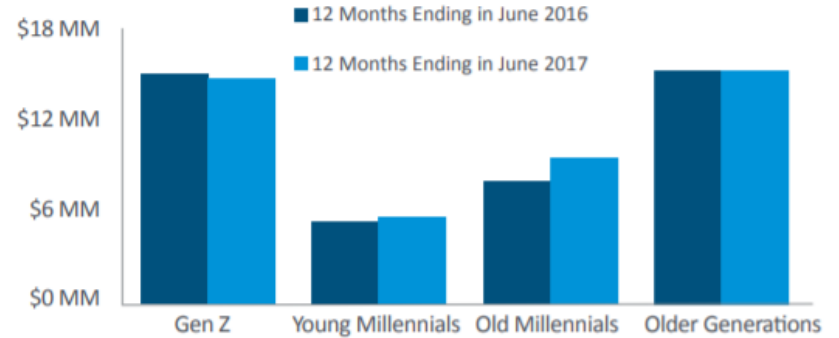


Total U.S. Apparel Sales vs. Last Year



Source: The NPD Group/Consumer Tracking Service 12 ME June '17

Activewear Apparel Dollars

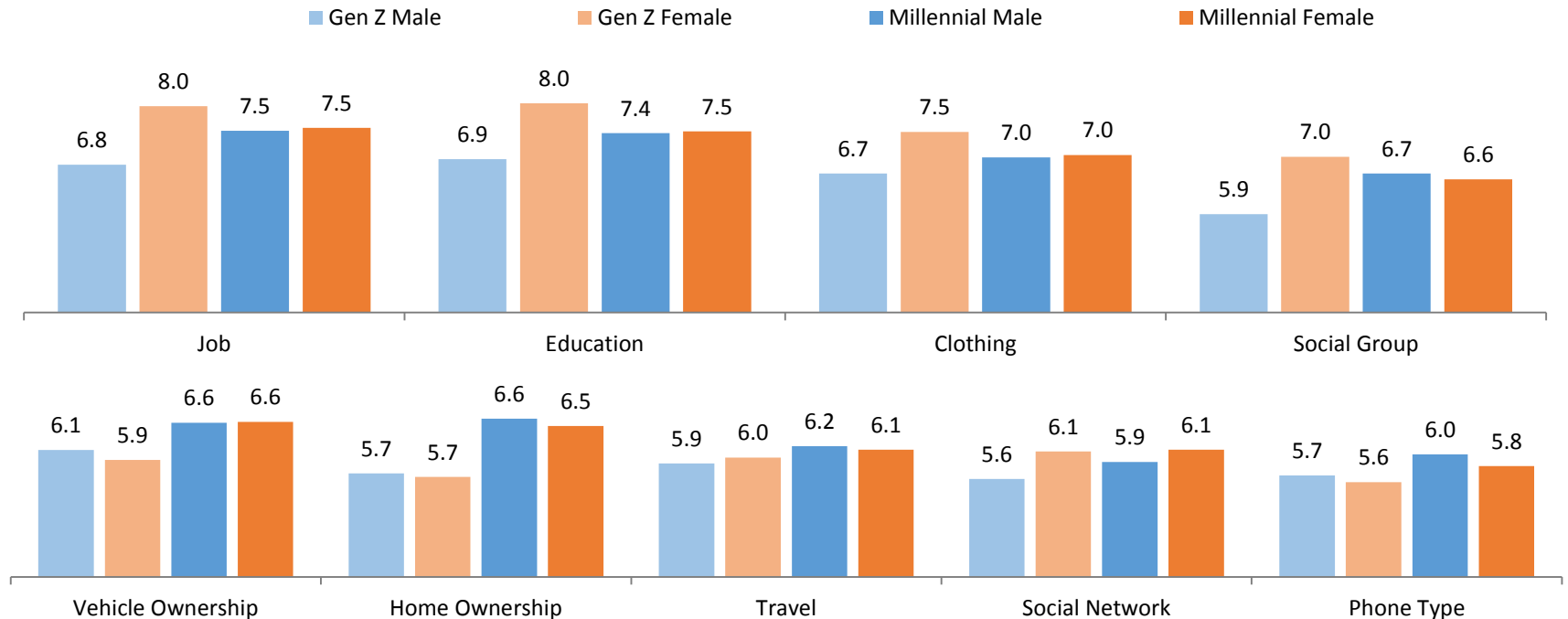


Source: The NPD Group/Consumer Tracking Service 12 ME June '17

Generation Z likes their clothing and food on their terms

Reaching Generation Z females may be complex as many things are important to them

The figures below using a 10-point scale show how each generation defines itself by gender. The survey shows that Generation Z females tend to say they are defined by many things, compared to other groups. Generation Z males are less likely to say they are defined by their social group. Vehicle and home ownership are more likely to define Millennials compared to Generation Z, as these larger ticket items may be less likely to be on their radar.

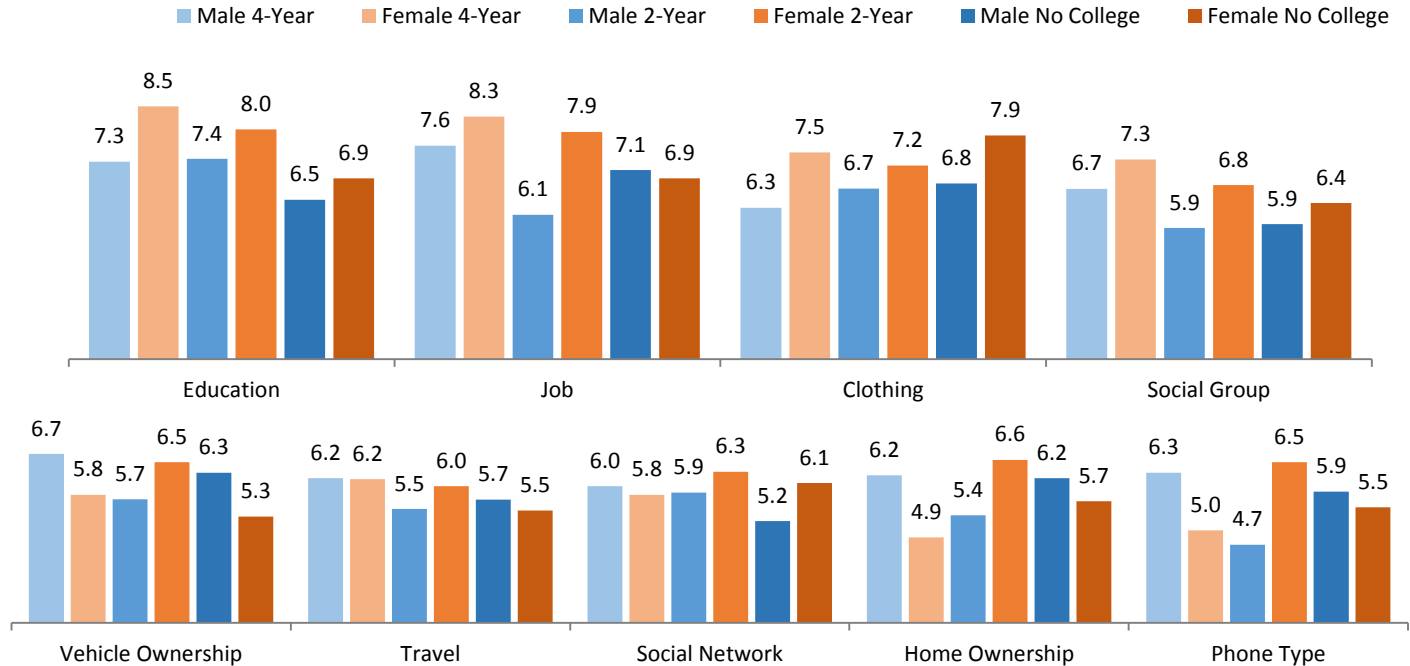


Source: UPCEA Generation Z and Millennial Survey – 2017

Generation Z females in college value education and jobs. Generation Z females not in college value clothing and many other things.

The figures below using a 10-point scale show how each generation defines itself by gender and education. The survey shows that Generation Z females who are enrolled in college or have already graduated college or a two-year program are defined by the education and job more so than clothing or a social group. However, those who are not enrolled in college are more likely to be defined by clothing. Generation Z males not going to college are more likely to say their job defines them.

Many material things such as vehicle or home ownership or even their phones define Generation Z males.



Preferred or Coolest Brands

Coolest Brands

- YouTube
- Netflix
- Disney
- Xbox
- Oreo
- GoPro
- PlayStation
- Doritos
- Nike

Least cool brands:

- TMZ
- Wall Street Journal
- Sprint
- Yahoo!

Coolest Celebrities

- Steph Curry
- Selena Gomez
- Emma Watson
- Chance the Rapper
- Ariana Grande
- Willow Smith
- Kylie Jenner
- Billie Eilish

Coolest Music

- Ed Sheeran
- Drake
- Beyonce
- Shawn Mendes
- Coldplay
- The Beatles
- Taylor Swift
- Jonas Brothers

Sources: (Forbes, AdWeek, NewsWhip)

Other Cool or Preferred Brands:



Apple
Amazon
Snapchat
Instagram
Starbucks
Fenty Beauty
Adidas
Tesla
Spotify
Chipotle
Chick-fil-A
Samsung



Sources: (BusinessInsider, Ad Age, Fortune, Piper Jaffray) +
Dombrosky and Fong

62% of
Generation Z
will not use
apps or
websites that
are difficult to
navigate

60% of
Generation Z
will not use
slow websites
or apps

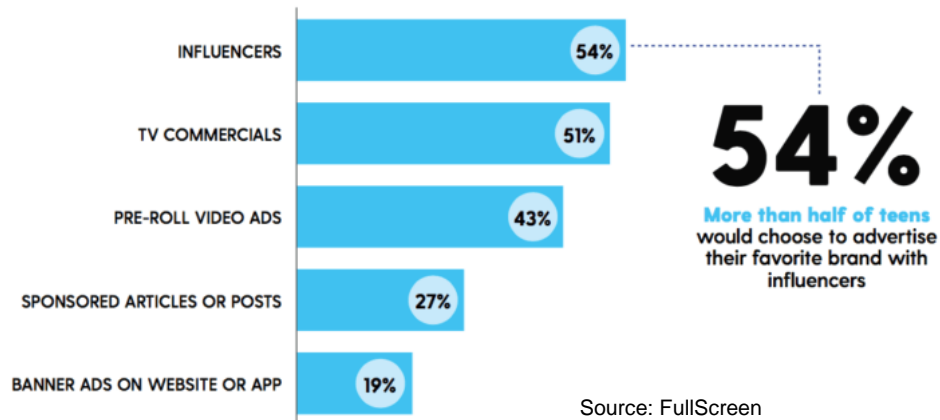
Source: IBM and the National Retail Federation (January 2017)

Once Generation Z Finds a Brand, They are Hard to Break From It

- They tend to stick to a brand they are comfortable with.
- They need a reason to experiment away from a brand. They have an “if it ain’t broke, don’t fix it” mindset.
- It is important to get in early and to not disappoint.
- They are an app generation and have NO patience with difficult or slow websites or technologies.
- The power of peers, families and influencers may play a role in breaking from brands.

Influential Marketing

- ❖ Influencers have been able to make a name for themselves on platforms such as YouTube, Instagram and Musical.ly
- ❖ Gen Z fans typically follow their influencer's content across several devices, watching an average of 11.3 hours of videos a week
- ❖ 73% of Gen Z'ers "feel close" to YouTubers (45% for TV/movie stars)
- ❖ 40% of Gen Z'ers say their favorite influencer understands them better than their real-life friends



Which kinds of celebrities would you trust for advice about buying...

■ Online ■ Mainstream

Beauty products?



Clothes or accessories?



Tech gadgets?



The majority of Gen Z-ers are cool with almost any type of celebrity branded content, but they prefer when it's disclosed.

Most acceptable type of branded content:

When a celeb talks about why they like or use a brand.



Least acceptable type of branded content:

When a celeb shows a brand in a video or post but doesn't say anything about it.



They don't mind when celebs get political:

When a celeb talks about their political views.



Source: DefyMedia

Chapter 5:

What do they eat?

Food that is...

- ❖ Affordable
- ❖ Health Conscious
- ❖ Convenient
- ❖ Global
- ❖ Instagram-able



Source: <https://stylecaster.com/best-food-bloggers-instagram/>

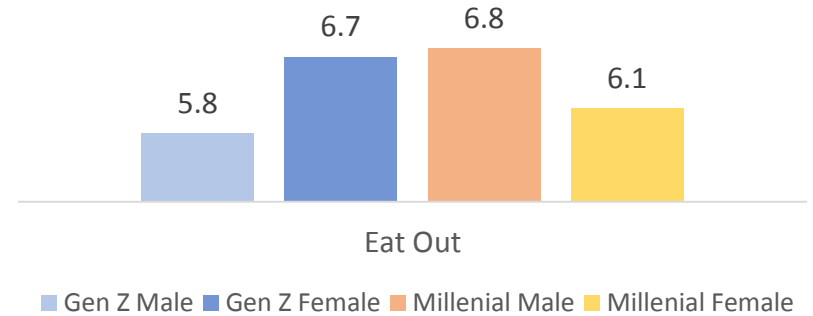
Generation Z places a value on quality, convenient food.

- Gen Z accounted for \$78 billion spent at restaurants in 2016
- 78% of Gen Z spend most of their money on food
- 93% claim they are more likely to try a restaurant that offers discounts
- 11-19 year-olds tend to visit fast-casual chains more than other generations
- Tend to go out as a group and share their food
- Average party size is 2.4

<http://www.nrn.com/consumer-trends/move-over-millennials-gen-z-takes-seat-table-0>

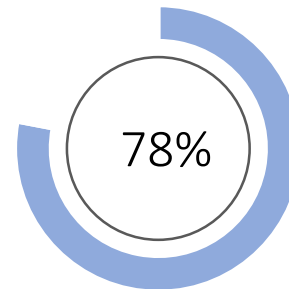
<https://www.pizzamarketplace.com/news/gen-z-spends-most-their-cash-on-restaurants-4-ways-to-get-it/>

Average Number of Times per Month



Source: UPCEA Generation Z and Millennial Survey, 2017

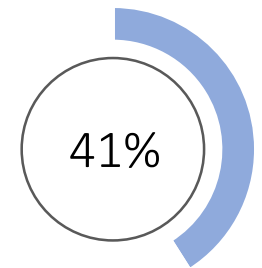
Food Focused



78% of Gen Z spend most of their discretionary income on food

<https://aaronallen.com/blog/gen-z-food-trends>

Health Conscious



41% of Gen Z say they would pay more for healthier food

<https://aaronallen.com/blog/gen-z-food-trends>

Gen Z's Perspective



We have grown up in an era of global availability. Many of our favorite cuisines originate from thousands of miles away.

Our technology is integrated into our food experience. Every new dining opportunity is preceded by research on apps like Yelp and OpenTable. We order out with taps on our phone, using apps like UberEats and Postmates.

We use apps like Instagram to find the trendiest, healthiest, and easiest recipes to make and share with our friends when we choose not to dine out.

While much of our spending is on food, we are very focused on affordability. The fast casual experience is appealing to us because we value a mixture of quality and affordability.

Our health-conscious nature makes us less likely to choose some of the more traditional fast food options. A McDonalds burger is more of an exception than status quo for our cohort.

- Thoughts of the 22-year old Gen Z authors who are about to graduate



Chapter 6:

How do they feel
about pets?

Trust is everything

As generation Z becomes the new targeted marketing segment of the pet industry, their trust (or lack thereof) in brands, veterinarians, and marketing tactics becomes critical to their purchasing decisions.



Their sense of distrust in large corporations translates to their pet food purchasing decisions. Gen Z'ers are more likely to trust products coming from smaller, family-owned firms.

Source: <https://bgr.com/2018/12/03/dog-food-recall-vitamin-d-sunshine-mills/>

They place considerable trust in their veterinarians; in fact, the likelihood that Gen Z has purchased products from a veterinarian in the past three months is more than triple of other generations.

Source: <https://www.mynextmove.org/profile/summary/29-1131.00>



Gen Z favors personalization and convenience; therefore, they are more likely to seek out non-traditional pet services such as home visits or are more likely to even own non-traditional pets such as reptiles or birds.

Source: <https://www.petfoodindustry.com/articles/6305-pets-sense-of-taste-is-petfood-innovation-workshop-focus>



Over 8% of employers in the U.S. allow dogs in the workplace. This is due largely from the prior push from Millennials who were extremely pet-focused in addition to the push by Gen Z for everyone, especially employers, to take better care of people's mental health by providing a stress-relieving environment.



Gen Z's Perspective



When employers have pet-friendly policies in the workplace, we tend to view them as more progressive, caring company.

Although not every Gen Z'er will become a pet owner, those who do will continue the trend set by their parents in caring for their animals extremely well. This is largely because we were raised in households that treated our animals like family.

For those of us in college and away from our family pets, seeing a dog or something on campus is a treat for us. It always manages to put a smile on our faces. Some of our friends have even been lucky enough to have professors who bring their animals into class as a method for stress relief either after a big exam or to get us more engaged in the classroom.

-Thoughts of the 22-year old Gen Z authors who are about to graduate

Implication for Higher Education and the Workforce

- It is important to remain cognizant of how great an impact animal-friendly policies can have in any environment.
- Offering certain pet-friendly living options or campus policies could be a way to differentiate your program from other universities.
- The strong distrust of large corporations by Gen Z'ers, even regarding their pet food, shows how quickly Gen Z'ers will dismiss a cheesy marketing attempt or sniff out organizations that they feel are misleading them. This is applicable to university marketing and branding.
- Students continue to demonstrate demand for personalization and convenience in everything they do; higher education is no exception and this should be considered.

Chapter 7:

What kind of consumers are they and how do they learn about products and services?

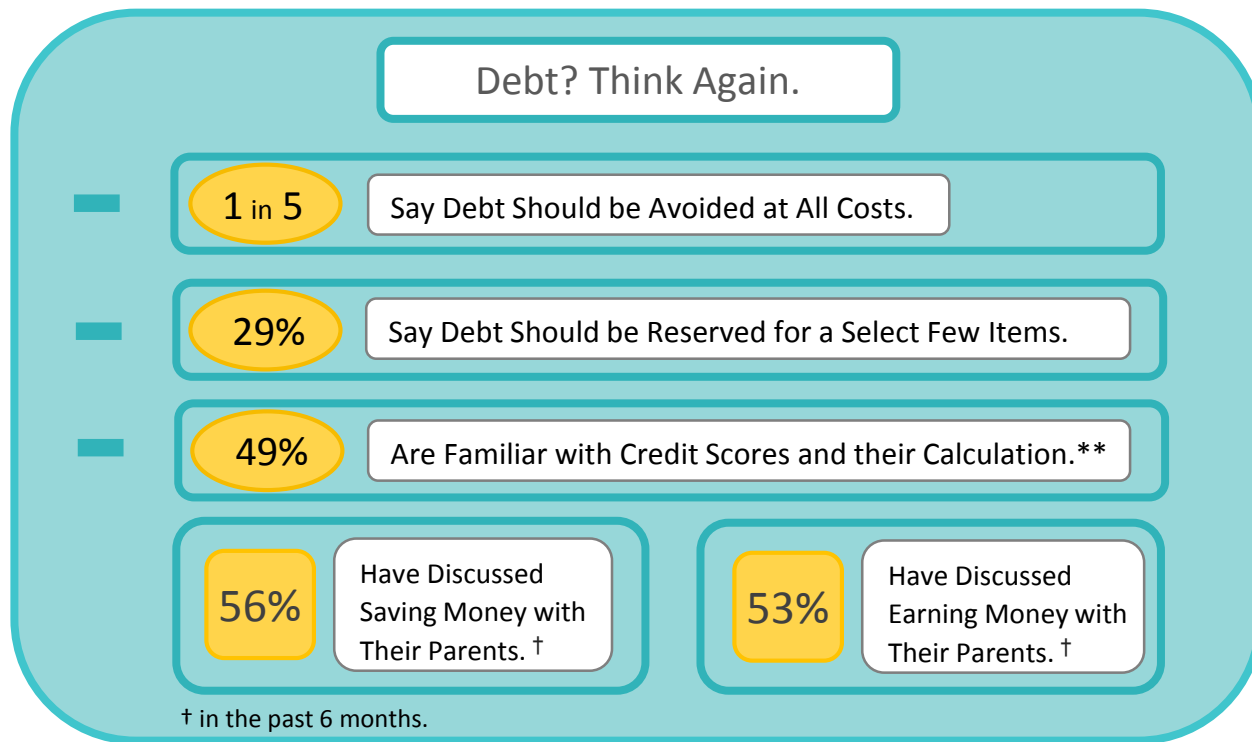


Their mobile devices are an extension of their bodies. They find information fast. They have trusted contacts in their family and closest friends. If they need more information, they may look to unverified rating sites or biased social media in their decision making. They will also ask their hundreds of friends in the social network for advice.



They are intelligent consumers

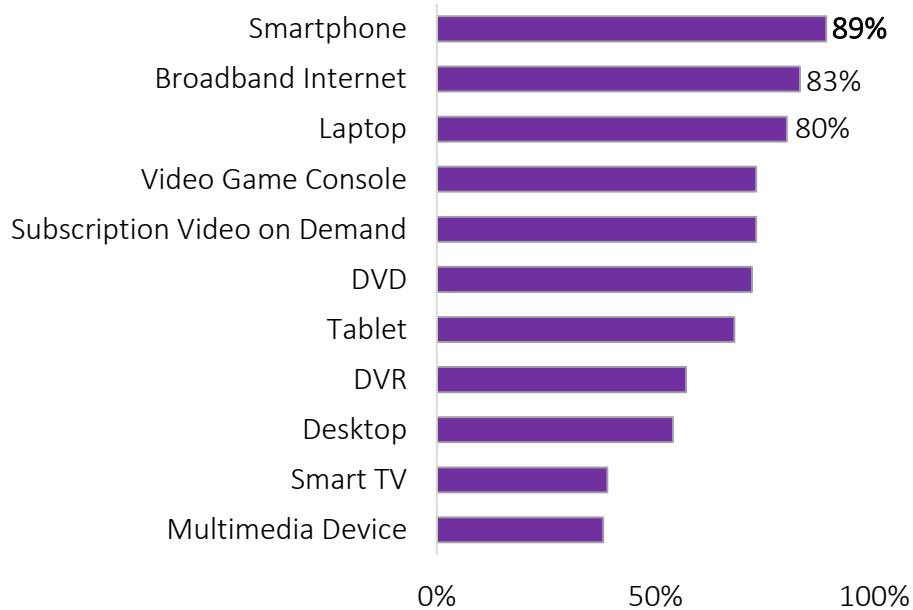
Generation Z was taught about debt and spending by their Generation X and older Millennial parents. They are cautious and debt averse.



Gen Z grew up with mobile

The average attention span of a Millennial is 12 seconds. Gen Z is even lower: 8 seconds. If something does not make a meaningful connection with them quickly, they simply move on to something else with a touch of their finger.

Generation Z Technology Ownership

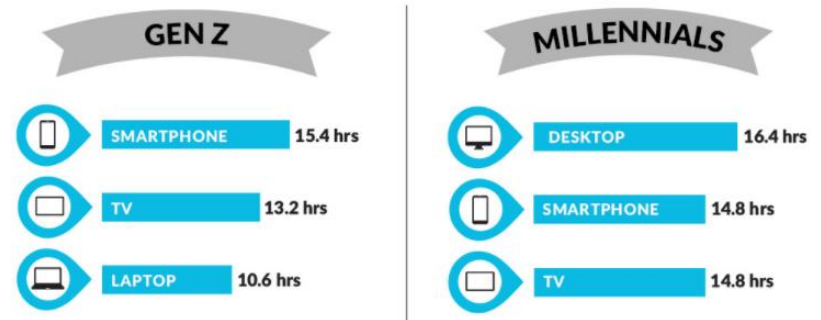


HOW DO YOU GRAB ONTO AN AUDIENCE THAT WON'T STAY STILL?

Millennials and Gen Z* have several screens and platforms at their disposal, quickly adopt new technologies and are abandoning conventional media. Vision Critical, the world's leading customer intelligence platform, conducted an exclusive study of the shifting media consumption habits of young consumers, and the results are startling.

MOST USED DEVICES

(average hours/week)



Sources:
<http://www.nielsen.com/us/en/insights/news/2017/youth-movement-gen-z-boasts-the-largest-most-diverse-media-users-yet.html>
<https://www.forbes.com/sites/deeppatel/2017/11/27/5-differences-between-marketing-to-millennials-vs-gen-z/#153cd5362c9f>

- ❖ Telecommunications technologies have seen exceptional growth and advancements over the past decade.
- ❖ The level of connectivity in North America is growing just as fast, as every age group is expected to see increased usage over the next five years.
- ❖ 55 to 64 year olds are expected to see over a 15% increase in smartphone penetration by 2021.

U.S Smartphone User Penetration, by Age, 2016-2021 (% of population in each group)

	2016	2017	2018	2019	2020	2021
0-11	9.3%	10.4%	11.1%	11.6%	11.9%	12.1%
12-17	74.2%	78.9%	81.1%	82.2%	83.2%	84.1%
18-24	91.1%	94.3%	95.7%	96.5%	97.1%	97.4%
25-34	90.9%	93%	94.5%	94.9%	95.3%	95.7%
35-44	87.3%	89.2%	90%	91%	91.5%	91.8%
45-54	76.6%	81.2%	85.7%	87.9%	88.5%	88.9%
55-64	67%	71.9%	76.4%	79.6%	81.2%	82.4%

Source: <http://totalaccess.emarketer.com/reports/viewer.aspx?r=2002116>

Gen Z loves video games

Gaming is no longer just a hobby. Online gaming took off in 2000 when Sony introduced the Play Station 2. Now, gamers are more interconnected and active than ever through sites like YouTube, Twitch, and Reddit. Today, 68% of Gen Z males say that gaming is an important part of their identity.

Streaming



- ❖ Over 15 million active daily users tune in to watch broadcasters, who primarily stream themselves playing video games

New, Digital Ways to Play



- ❖ Major tech companies such as Apple, Amazon, Google, Microsoft, Sony, and Verizon are all creating their own “Netflix of gaming” subscription services.

eSports



- ❖ The nascent eSports industry, where video games are played as a competitive sport, is growing fast (38%), to an annual revenue of \$1.65 billion by 2021.
- ❖ League of Legends, a popular eSports game, sold out Madison Square Garden two nights in a row in 2016

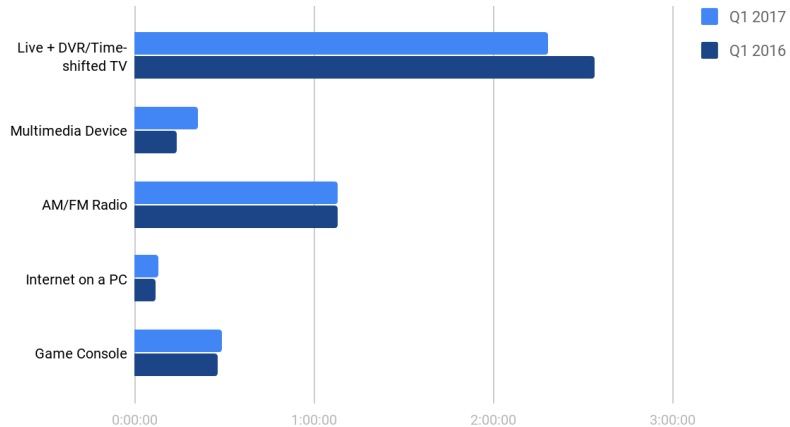
Sources:

<https://www.businessinsider.com/netflix-of-gaming-apple-amazon-microsoft-google-2019-1#2-verizon-2> | <https://www.aaaa.org/gen-z-males-say-gaming-core-component-who-they-are/>
<https://www.forbes.com/sites/mikeozanian/2018/10/23/the-worlds-most-valuable-esports-companies-1/#20fda4276a6e> | <https://influencermarketinghub.com/25-useful-twitch-statistics/>
<http://www.realclearlife.com/sports/how-video-gamers-took-over-madison-square-garden/>

Gen Z and other forms of entertainment

In addition to video games, two other noteworthy entertainment technologies are televisions and podcasts. Gen Z is contributing to the trend towards smart TV's and, along with Millennials, is responsible for much of the mainstream acceptance of Podcasts.

Daily Time Spent Among Generation Z



- ❖ 39% of Gen Z have an enabled smart TV, up 30% from 2016
- ❖ Average daily time spent using live/time-shifted TV has decreased from 2:34 to 2:18
- ❖ Podcasts account for 20% of the time users spend on Spotify
- ❖ Male listeners are 52% more likely to be from Generation Z

Sources:

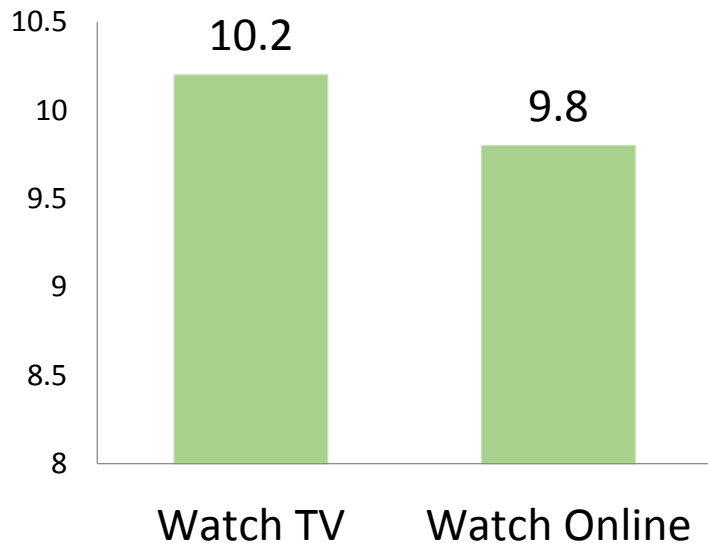
<http://www.nielsen.com/content/dam/corporate/us/en/reports-downloads/2017-reports/total-audience-report-q1-2017.pdf> | <https://www.mediapost.com/publications/article/331707/gen-z-and-millennials-are-driving-a-podcast-revolu.html>
<https://medium.com/cabana/4-podcast-audience-trends-backed-by-data-afc41d5cf4db>

Gen Z and Young Millennials have high demand for cableless, online video

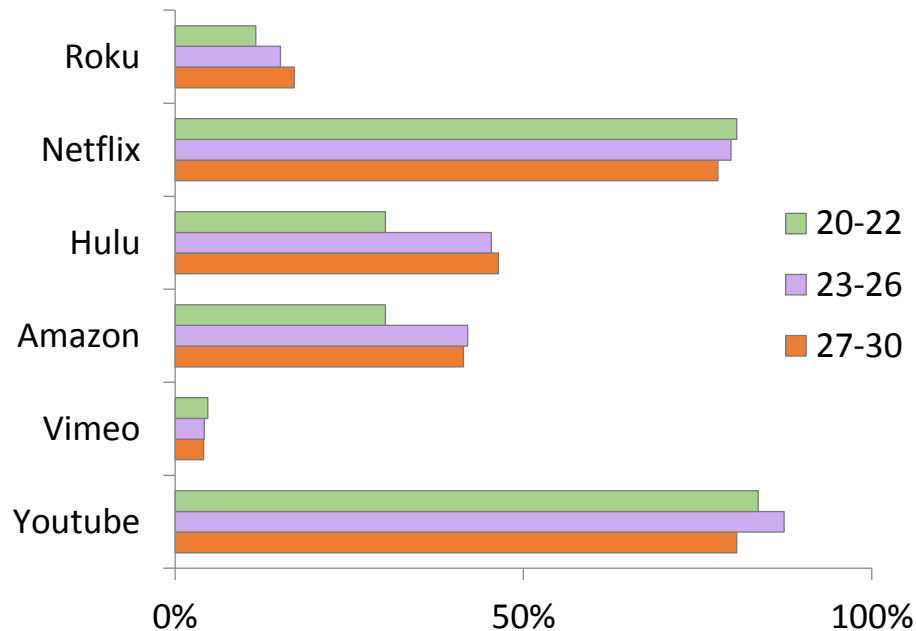
Gen Z and Young Millennials are leading the charge to cut cable cords in favor of on-demand, online streaming.

Note: People often watch online videos for entertainment, so they likely underestimate their weekly hours.

Average Weekly Hours



Source: UPCEA Millennial Survey

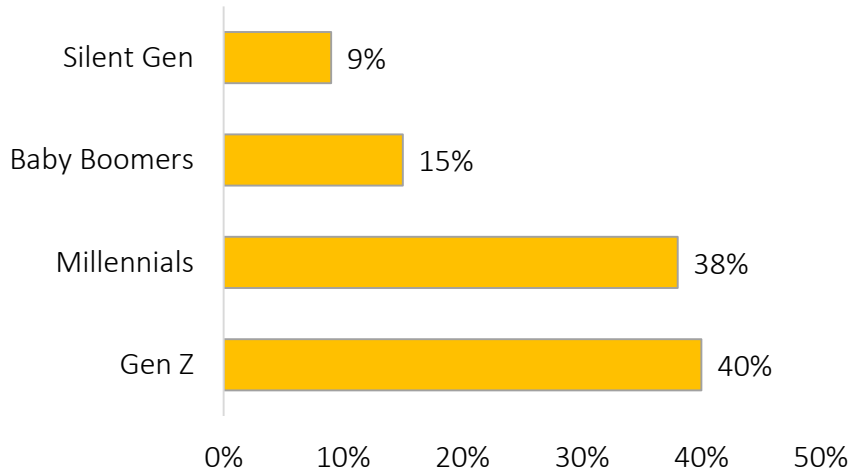


Source: UPCEA Millennial Survey

73% of Generation Z has access to subscription video on-demand services.

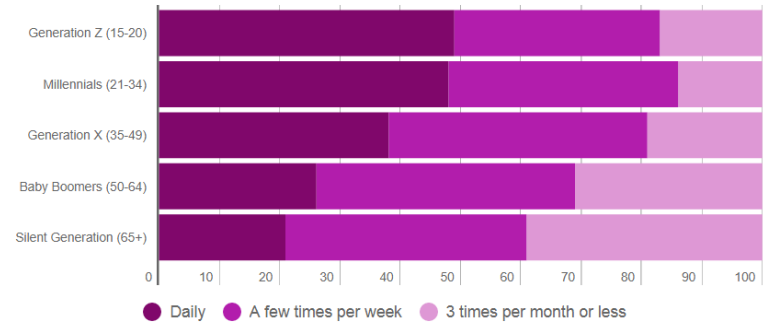
Source: <http://www.nielsen.com/us/en/insights/news/2017/youth-movement-gen-z-boasts-the-largest-most-diverse-media-users-yet.html>*

% Planning to Cancel Cable



Source: <http://www.nielsen.com/content/dam/corporate/us/en/reports-downloads/2016-reports/global-video-on-demand-report-mar-2016.pdf>

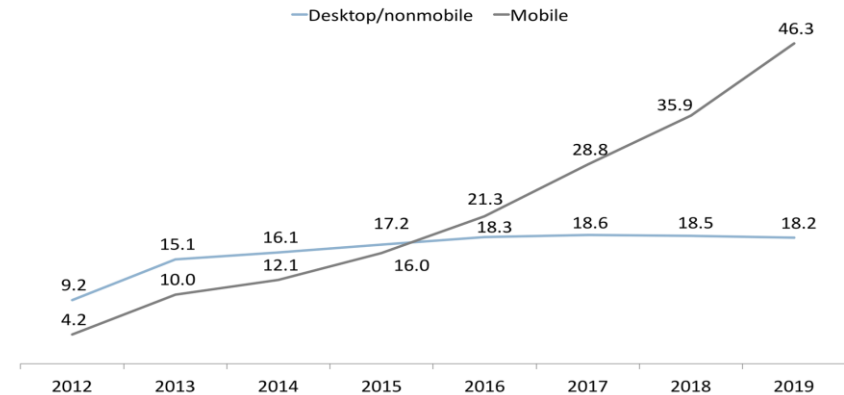
Self-reported viewing frequency among those who watch any type of VOD programming on any online device



Source: <http://www.nielsen.com/content/dam/corporate/us/en/reports-downloads/2016-reports/global-video-on-demand-report-mar-2016.pdf>

Most Of Online Video Viewing Happens On Mobile

Minutes per day, Global



Source: Zenith, 2017

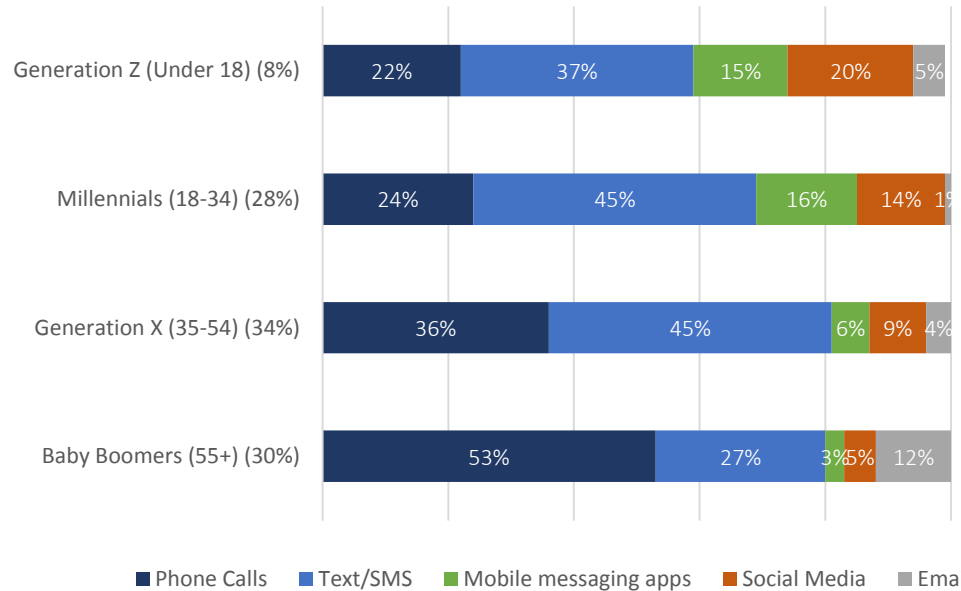
Source: <https://intelligence.businessinsider.com/the-social-video-report-an-insiders-guide-to-media-distribution-and-monetization-in-the-platform-age-2017-8>

Generation Z doesn't use the "phone" part of their phone very much!

If Generation Z is your future adult or corporate learner, is the call center obsolete?

Unlike Millennials, Generation Z may also not like to type. In fact, they've created their own language...
emojis.

How would you say you communicate most with your friends and family?



Source:

Civic Science Weighted according to U.S. Census figures for gender and age, 13 and older 109,552 responses from 8/26/16 to 8/25/17

A Gen Z Perspective – what digital communication and social media means to us



Email – For professional use only



Facebook – Purely for functional use, such as event invites



Instagram – Where my real pictures are (that I only want my friends to see)



YouTube – One of the primary ways I consume streaming content



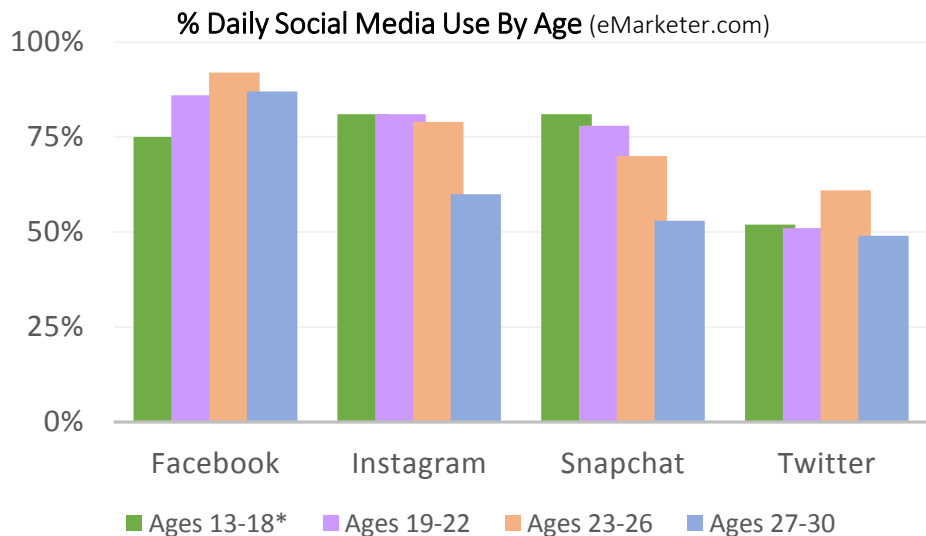
Snapchat – A fun platform with privacy: “recordless” messages



Twitter – Where I go to complain or see what celebrities are up to

Gen Z and Millennial social media usage

Each day, Gen Z spends an average of 2 hours and 43 minutes on social media. Gen Z is 1.3 times more likely to purchase a product recommended by one of their favorite social media influencers than the TV and film celebrities that influence Millennials purchasing.



- ❖ Approximately 80% of Gen Z respondents use Instagram and Snapchat daily; approximately 70% of Millennials use Instagram, and 61% use Snapchat daily
- ❖ Approximately 51% of Gen Z and Millennials use Twitter daily
- ❖ Approximately 80% of Gen Z and 90% of Millennials use Facebook daily



- ❖ A social media influencer is someone with a large social media follower count and has established credibility in an industry
- ❖ Advertisers have begun working with influencers to sell products
- ❖ The above picture shows Australian personal trainer Kayla Itsines who has 10.5 million Instagram followers and promotes fitness products to her audience

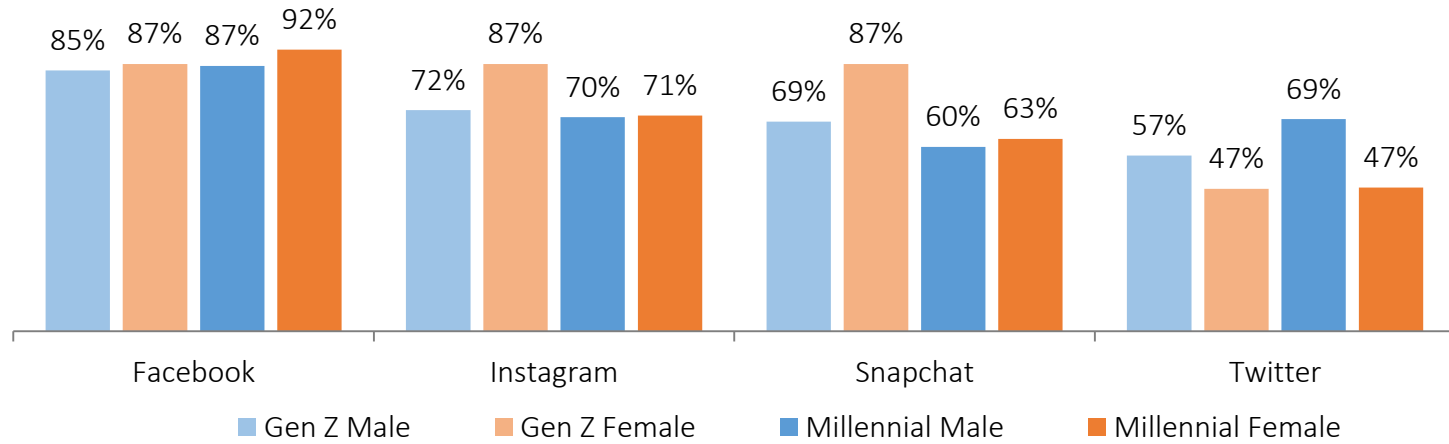
Sources:

<https://www.ignitesocialmedia.com/social-media-strategy/gen-z-spending-time-social-media/> | <https://digitalmarketinginstitute.com/en-us/blog/9-of-the-biggest-social-media-influencers-on-instagram>
<https://www.ignitesocialmedia.com/social-media-strategy/gen-z-spending-time-social-media/>

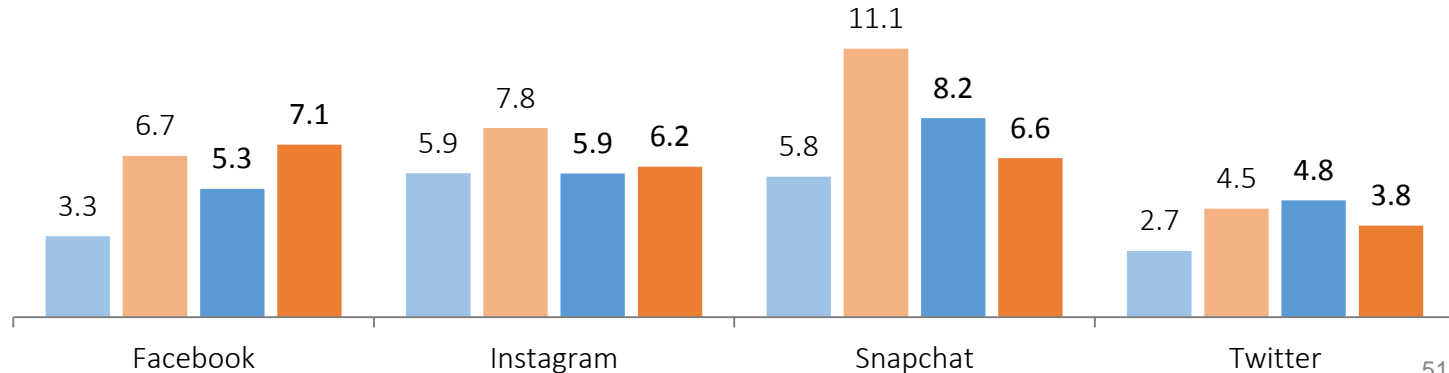
Generation Z is the Snapchat generation

This is particularly true with Gen Z females. Gen Z males use a variety of different social media tools, but tend to communicate with less frequency on any particular app. Millennials surveyed lean more towards Facebook.

Use Daily?
(% Saying Yes)



Average Number
of Times Per Day
(Among Those
Who Use Daily)

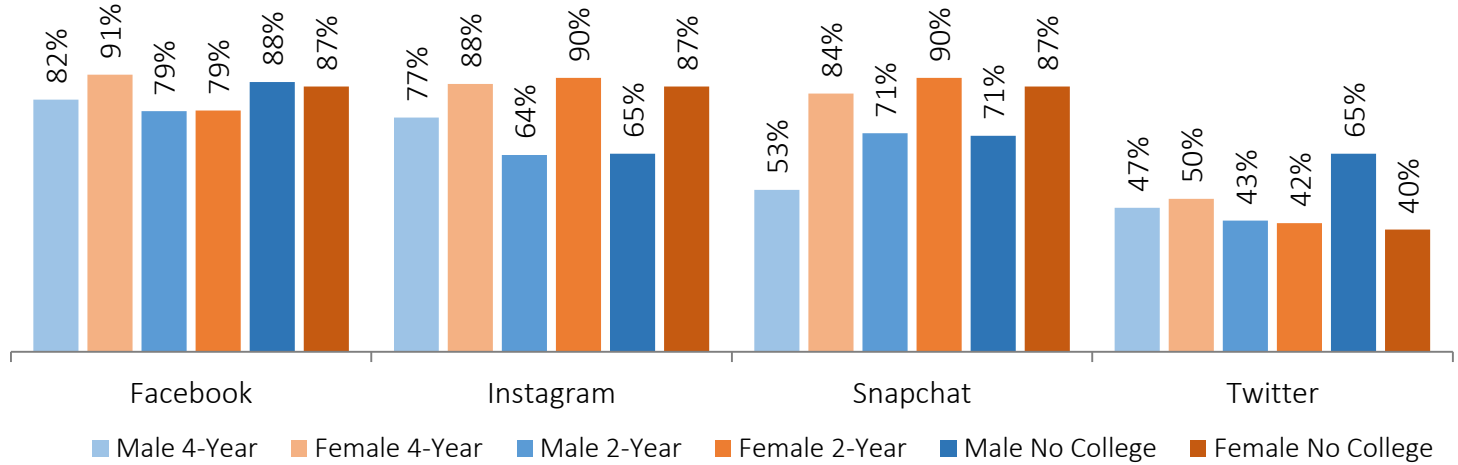


Source: UPCEA Generation Z and Millennial Survey – 2017 (Generation Z Only Results)

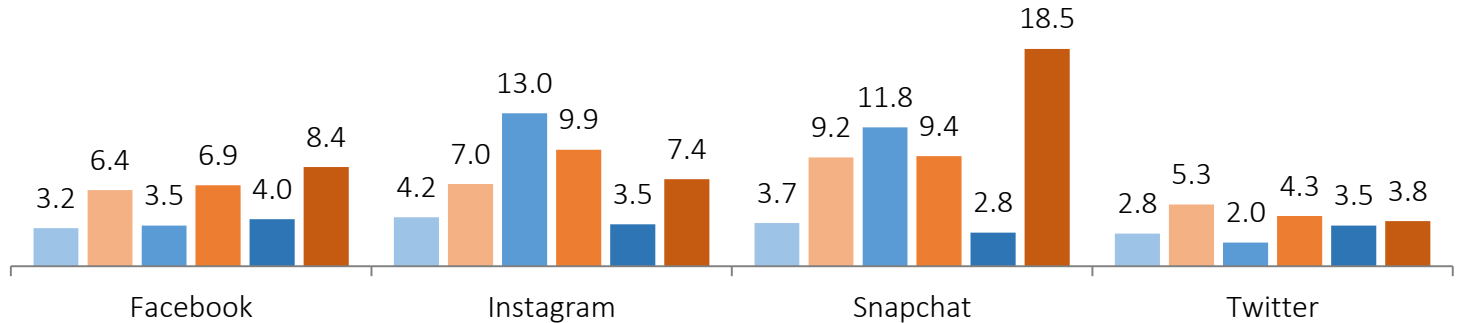
College impact on social media communication

Generation Z has Facebook, but uses it less than Instagram and Snapchat. Females are on multiple platforms. As education level decreases, females communicate more on Snapchat and Facebook. Generation Z males who did not go to college are more likely to be on Twitter and Facebook than those who went to college.

Use Daily?
(% Saying Yes)



Average Number
of Times Per Day
(Among Those
Who Use Daily)



Source: UPCEA Generation Z and Millennial Survey – 2017 (Generation Z Only Results)



Generation Z is the Snapchat Generation

Snapchat Facts

Snapchat was originally called Picaboo

Launched in 2011

Most popular social network of U.S. teenagers as of Spring 2017

Over 1 billion snaps everyday

More than 400 million Snapchat stories per day

Icon's name is Ghostface Chillah

Created by former Stanford University students Evan Spiegel, Bobby Murphy and Reggie Brown. They failed 34 times before its launch.

Source: <https://www.pastbook.com/txt/7-awesome-snapchat-facts-you-didnt-know/>

Snapchat Stats

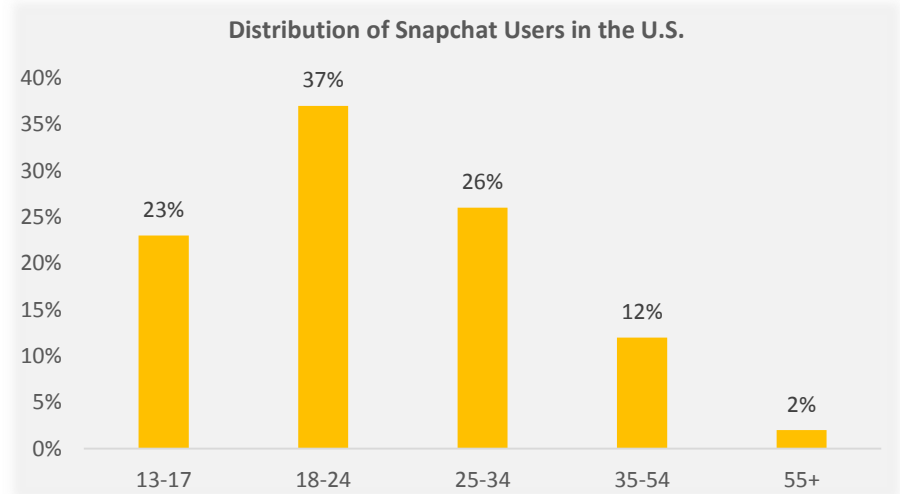
Audience reach: 18% of U.S. population

Most frequently used social media network in 2017: For 9% of all social media users, but 39% of teens say it is the most important social network

Average daily users as of Q1 2018: 187 million

Global revenue in 2017: \$825 million (\$404.6 million in 2016)

Source: <http://adage.com/article/digital/snapchat-reports-9-million-daily-users-ad-surge/312286/>





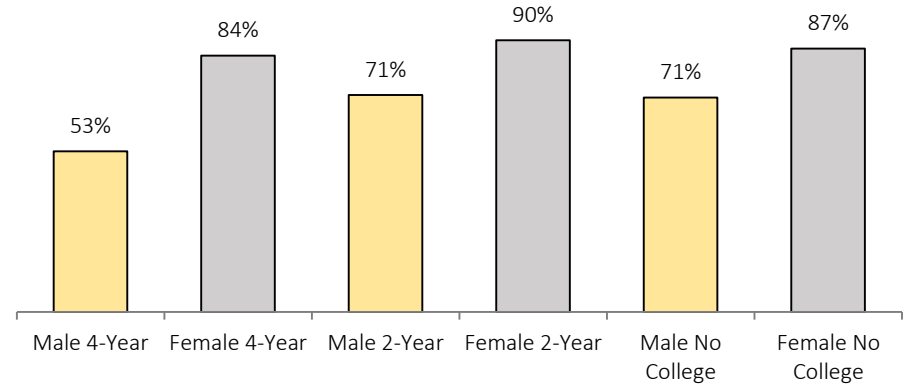
Generation Z and Snapchat

Welcome to the Snapchat Generation!

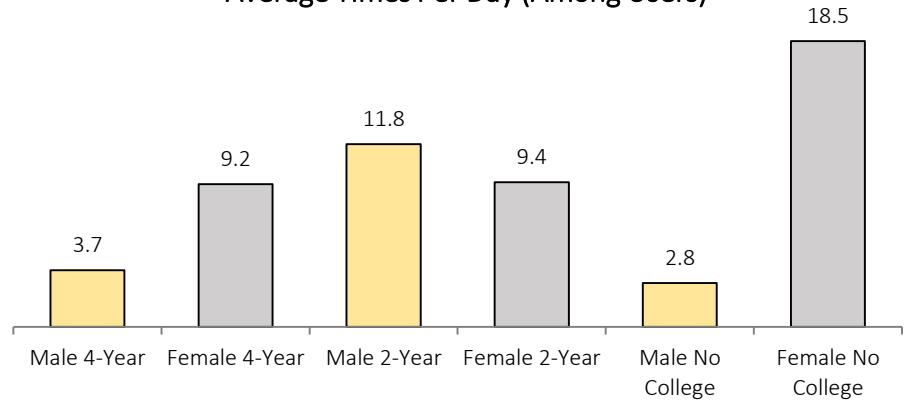
- ❖ Snapchat is most valued for keeping in touch with friends (89%)
- ❖ 78% of students surveyed said they use Snapchat daily
- ❖ 71% of students surveyed said they use Snapchat more than six times per day
- ❖ 51% of students surveyed said they use Snapchat more than 11 times per day
- ❖ 90% of Snapchat users surveyed said they enjoy the Geo-Filters
- ❖ 85% of Snapchat users surveyed said they enjoy the Snapchat Lenses
- ❖ 50% of Snapchat users surveyed said they'd feel disconnected from friends if not for Snapchat
- ❖ 25% of Snapchat users surveyed said Snapchat is essential to their relationships

Source: www.socialmediaweek.org

Use Daily



Average Times Per Day (Among Users)



Source: UPCEA Generation Z and Millennial Survey – 2017 (Generation Z Only Results)



We are not on Facebook, but if we are, it's our safe, public, sanitized social profile.

Facebook Facts

Facebook was founded in 2004 and now employs 17,048.

Highest traffic comes between 1 and 3 p.m. On Thursdays and Fridays, engagement is 18% higher.

2.07 billion users as of November 2017, an increase of 16% from 2016. In the U.S., Facebook had 240 million users. India has the most. 1.37 billion average daily users.

1.15 billion mobile users daily, an increase of 23% year over last year.

Modal Age Range (Most representation from any age range): 25 to 34 year-olds represent 30% of all Facebook users.

There are 83 million fake profiles (Source: CNN)

Facebook owns Whatsapp, as well as other popular application services.

Women have an average of 166 friends and men have 145

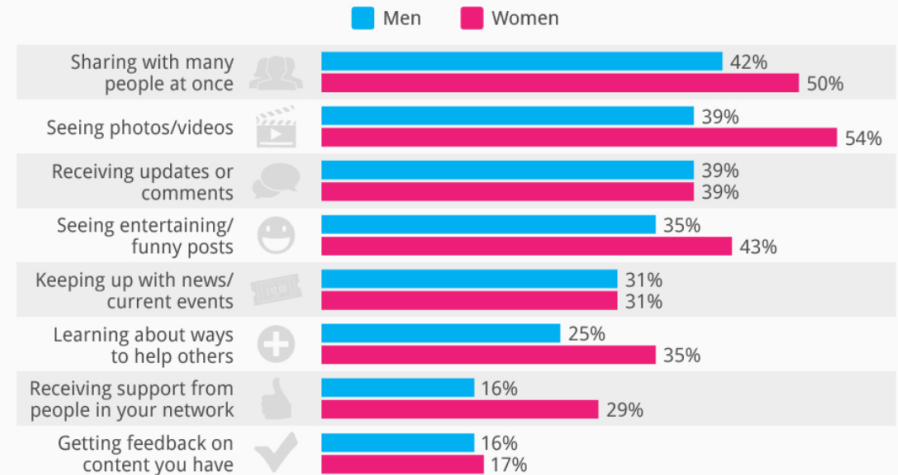
67% of Facebook users read news on the site

Sources:

<https://zephoria.com/top-15-valuable-facebook-statistics>, Facebook Statistics and <https://expandedramblings.com/index.php/by-the-numbers-17-amazing-facebook-stats/>

This Is Why Men and Women Use Facebook

% of males/females* who cite the following as "major reasons" why they use Facebook



* Facebook user
Survey conducted August 7 - September 16, 2013
Source: Pew Research Center



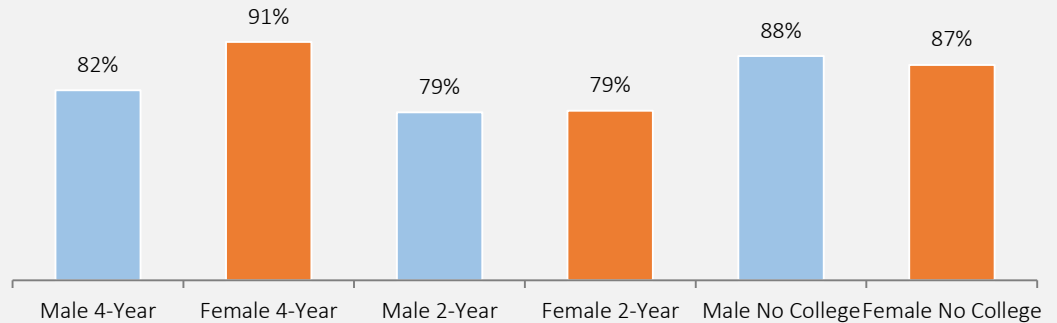
Facebook and Generation Z

Securing Facebook's Future

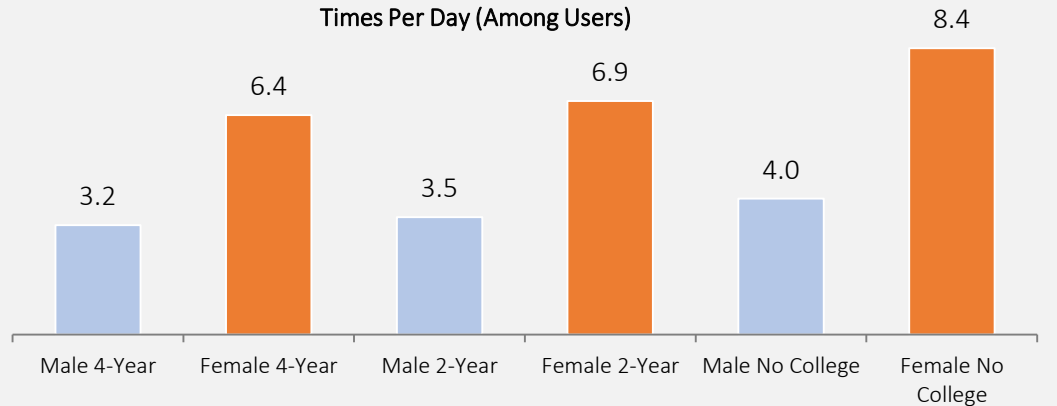
- ❖ 81% of students surveyed said they use Facebook
- ❖ 66% of students surveyed said they use Facebook daily
- ❖ 91% of females with a 4-year college degree use Facebook daily
- ❖ 6.7 – the average number of times Gen Z females use Facebook daily
- ❖ 3.3 – the average number of times Gen Z males use Facebook daily
- ❖ Facebook Messenger has been gaining popularity among Gen Z as it provides a less invasive platform that includes features such as digital stickers, emojis, and Facebook games

Sources: Facebook Statistics, www.socialmediaweek.org, and UPCEA Generation Z and Millennial Survey - 2017

Daily Users



Times Per Day (Among Users)



Source: UPCEA Generation Z and Millennial Survey – 2017 (Generation Z Only Results)



We are second to Snapchat, but serve a purpose ... to store our permanent public memories.

Instagram Facts

More than 40 billion photos have been shared on Instagram

Launched in 2010. Instagram was purchased by Facebook in 2012 for \$1 billion.

Women use Instagram more than men

Most followed Instagram user is Selena Gomez with over 113 million followers

Most popular brand on Instagram is National Geographic

Nike is the most popular fashion brand

There have been over 1 billion installs of Instagram from the Google Store

Nearly a third of all internet users are on Instagram

Source: <https://www.pastbook.com/txt/25-instagram-facts-that-you-want-to-know/> and <https://www.statista.com/topics/1882/instagram/>

Instagram Stats

Active users: 800 million

59% of internet users age 18 to 29 use Instagram

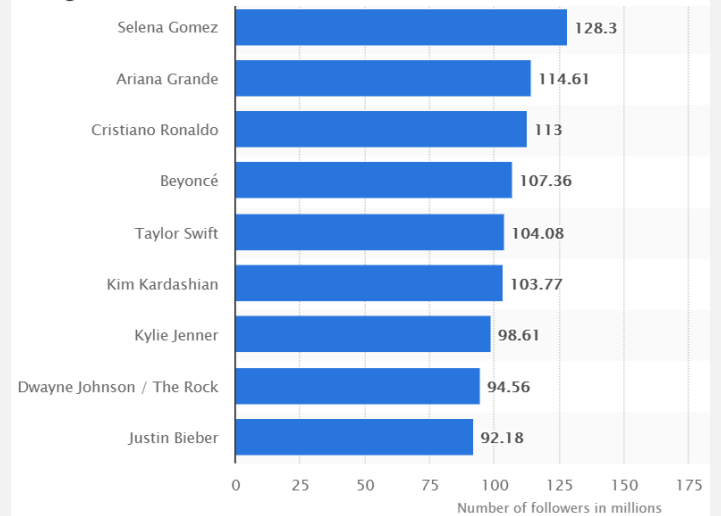
U.S. Instagram users spend 255 minutes a month on Instagram

2.5 million active advertisers on Instagram as of April 2018

\$6.82 billion in mobile ad revenue forecasted for 2018

Source: <http://www.businessofapps.com/data/instagram-statistics/>

Instagram accounts with the most followers worldwide as of October 2017





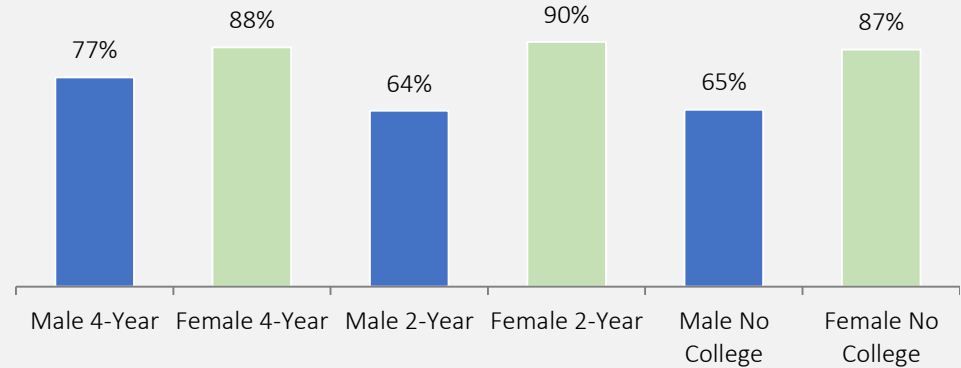
Instagram and Generation Z

“Pics or it didn’t happen”

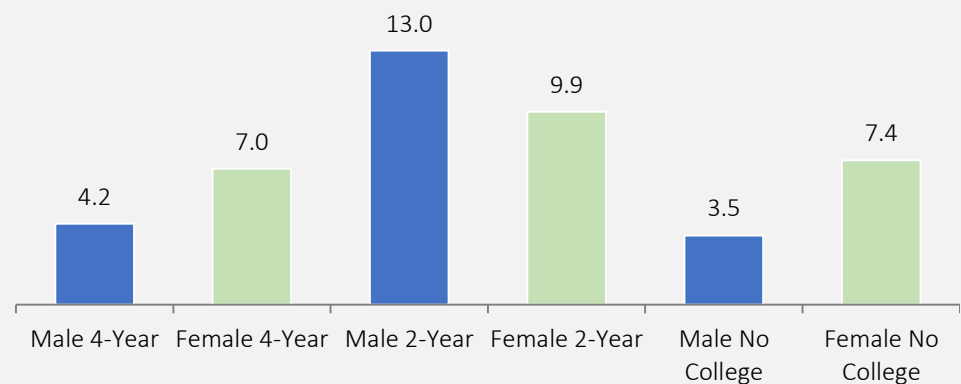
- ❖ 88% of students surveyed use Instagram
- ❖ 76% of students surveyed said they use Instagram daily
- ❖ 63% of 22-27 year olds responded that Instagram is the most important social media account to them (Facebook 2nd, 51%)
- ❖ 72% of 17-21 year olds responded that Instagram is the most important social media account to them (YouTube 2nd, 61%)
- ❖ 57% of 13-16 year olds responded that Instagram is the most important social media account to them (YouTube 1st, 71%)
- ❖ 44% of Gen Z claim that their purchasing decisions are influenced directly by Instagram
- ❖ 7.8 – the average number of times Gen Z females use Instagram daily
- ❖ 5.9 – the average number of times Gen Z males use Instagram daily

Source: AnchorFree, www.socialmediaweek.org

Daily Users



Times Per Day (Among Users)



Source: UPCEA Generation Z and Millennial Survey – 2017 (Generation Z Only Results)



We watch YouTube videos with the same ferocity Baby Boomers watched “the tube”

YouTube Facts

Launched in 2005

Expected to have a revenue of \$27.4 billion in 2020

62% of users are male, compared to 38% of their female counterpart

YouTube currently gets over 30 million visitors a day worldwide

More than 5 billion YouTube videos are watched per day

Over half of YouTube’s views come from mobile devices, approximately 1 billion a day

By 2025, half of viewers under 32 will not subscribe to a pay-TV service

“Despacito” – Luis Fonsi is the most viewed YouTube video with 4.42 billion views and counting

Source: <https://fortunelords.com/youtube-statistics/>

YouTube Stats

Audience reach: 1.3 billion users, 80% of views come from outside the U.S.

1 million businesses are on Pinterest

User Percentage by Age: Age 18-24: 11%; 25-34: 23%; 35-44: 26%; 45-54: 16%; 50-64: 8%; 65+: 3%; unknown age: 14%

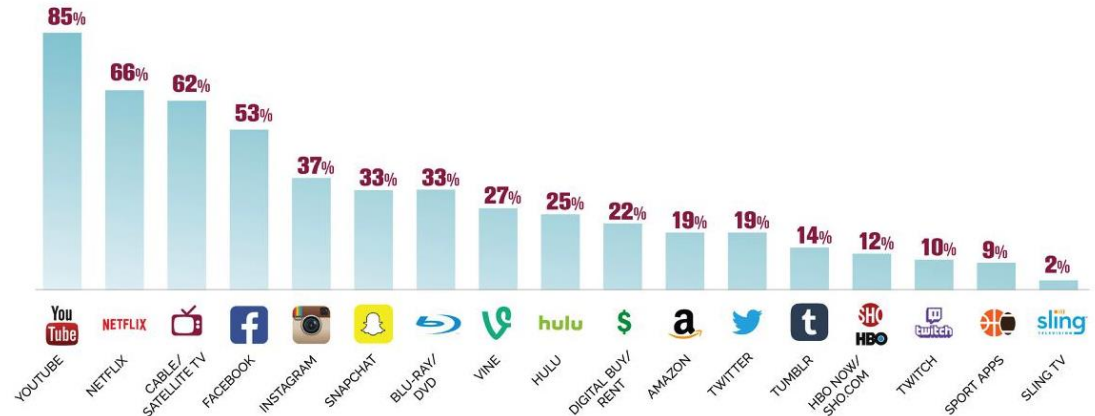
9% of U.S. small businesses use YouTube

10,113 YouTube videos have each generated over 1 billion views

Source: <https://fortunelords.com/youtube-statistics/>

VIDEO SOURCES WATCHED (% 13-24 year olds)

Source: Defy Media



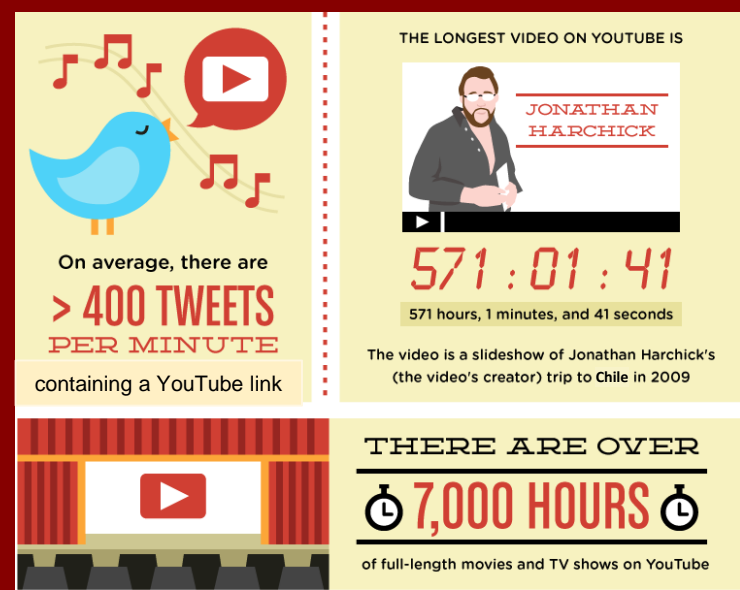
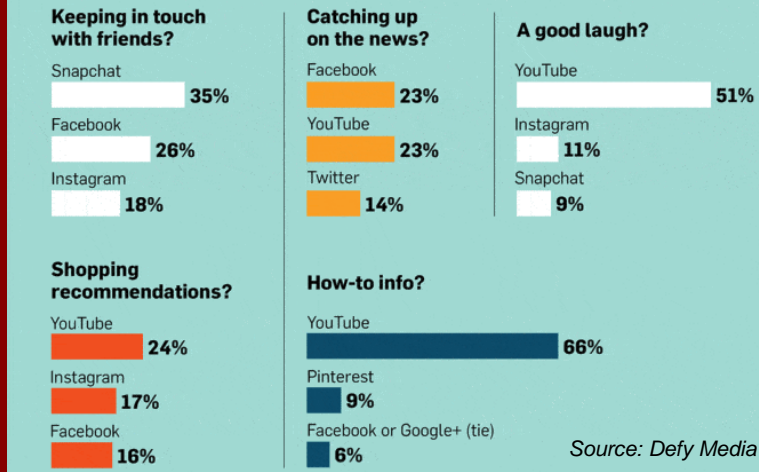


YouTube and Generation Z

“Like, I literally can’t live without it”

- ❖ 95% of Gen Z’ers surveyed said that they use YouTube
- ❖ 50% of those surveyed said that they could not live without YouTube
- ❖ 38% of Gen Z’ers surveyed said that they do not have cable/satellite box
- ❖ 0 out of 10 Gen Z’ers would select their TV if they could only save 1 device
- ❖ 77% of YouTube viewers claim to be multitasking while watching on a daily basis
- ❖ 63% of Gen Z’ers say they prefer to see real people rather than celebrities in ads. Many of those “real people” have built massive followings for themselves, and as a result earned the title of Influencer – which means they have an audience.

Sources: <https://blog.thesocialms.com/11-facts-pinterest-statistics/> and <https://expandedramblings.com/index.php/pinterest-stats/>

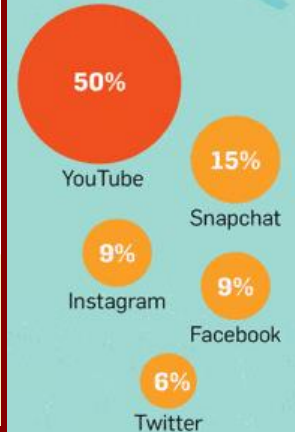


Which one could you not live without?

(Top 5)



Guys were **24%** likelier than girls to say they couldn't live without **YouTube**.





Generation Z Knows How to Tweet

Twitter Facts

Twitter was founded in 2006 and now employs 4,100.

The most retweets per day occur at 1pm; 12pm and 6pm have the highest CTR

Twitter is able to handle 18 quintillion user accounts

160 of the 193 UN member countries have Twitter presence

Katy Perry has the most twitter followers (108.37 million), followed by Justin Bieber (105.29 million) and Barack Obama (99.53 million)

The average Twitter account has 208 followers

48 million – the number of fake Twitter users (bots)

3.9% of the global population uses Twitter

Sources: <https://www.statista.com/statistics/273172/twitter-accounts-with-the-most-followers-worldwide/>

Twitter Stats

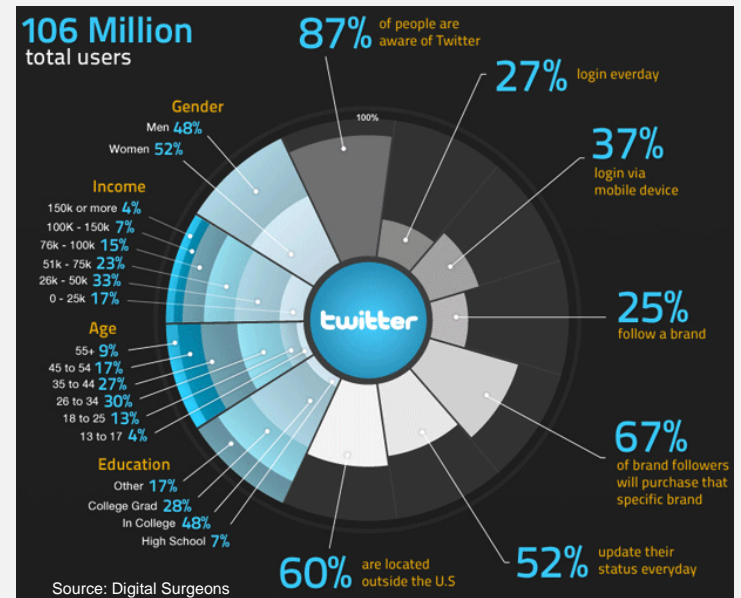
Users: 328 million active monthly users, 100 million daily users

Mobile Users: 80% of daily users are mobile (80 million daily)

Tweets Sent Per Day: 500 million tweets

Modal Age Range (Most representation from any age range): 18 to 29 year-olds represent 37% of all Twitter users.

Sources: <https://www.omnicoreagency.com/twitter-statistics/>



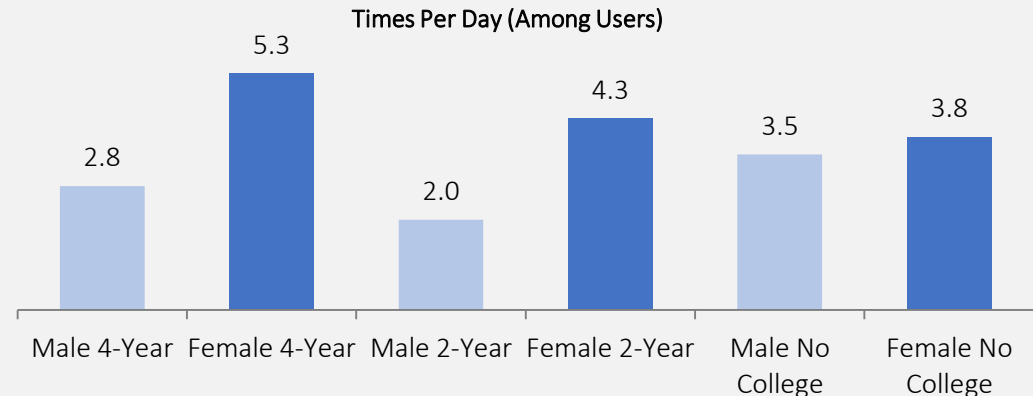
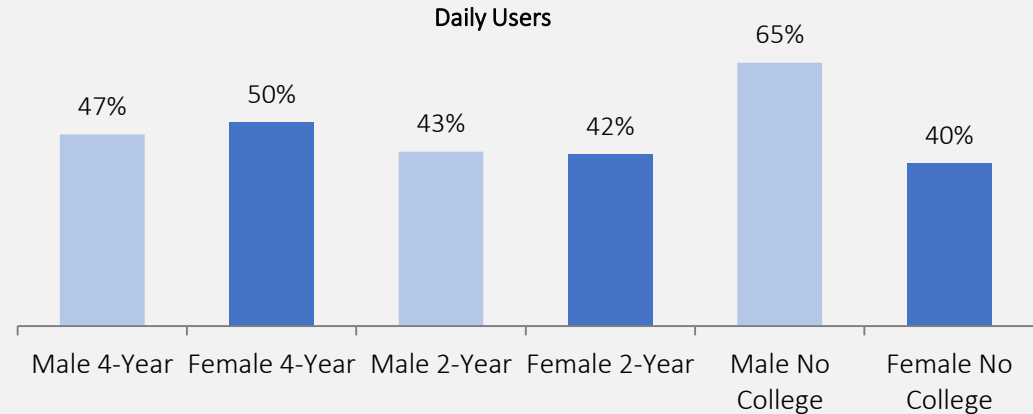


Generation Z Knows How to Tweet

Not Flying Away Anytime Soon

- ❖ 66% of students surveyed said that they use Twitter
- ❖ 50% of students surveyed said that they use Twitter “often”
- ❖ 65% of males with no college degree surveyed use Twitter daily, the highest of any demographic
- ❖ 4.5 – the average number of times Gen Z females use Twitter daily
- ❖ 2.7 – the average number of times Gen Z males use Twitter daily
- ❖ Twitter is often viewed by Gen Z as a media hub to discover trending topics, world news, and random thoughts or complaints of their favorite friends and influencers.

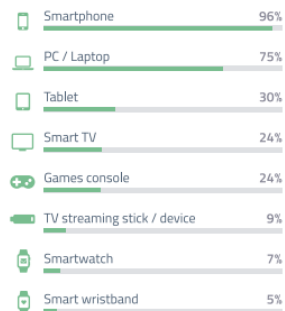
Sources: Twitter Statistics, www.socialmediaweek.org, and UPCEA Generation Z and Millennial Survey - 2017



Gen Z devices, top social platforms, and media consumption behaviors

DEVICE OWNERSHIP

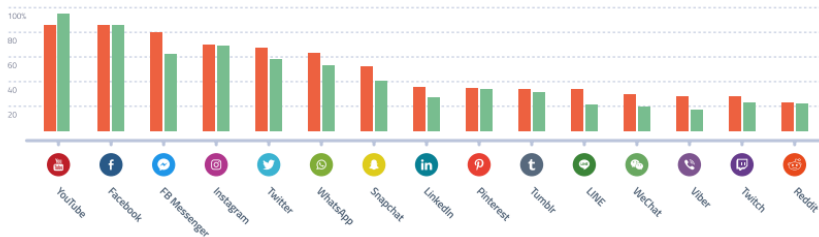
% who personally own the following



TOP SOCIAL PLATFORMS

% who have an account or visit / use the following

● Have Account ● Visit / Use



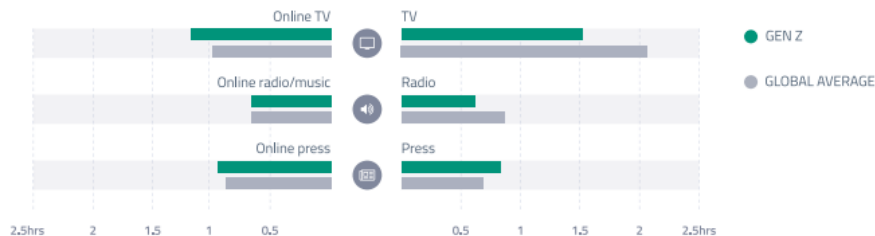
MEMBERSHIP

Top 3 Over-Indexes

SNAPCHAT	1.62
TUMBLR	1.48
TWITCH	1.45

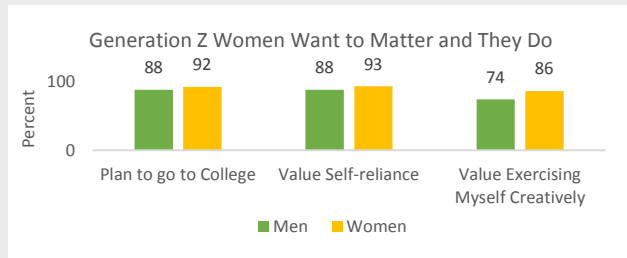
MEDIA CONSUMPTION BEHAVIORS

Average hours and minutes per day spent on...



- Gen Zers are enthusiastic about online TV. **Each day they spend 1 hour 11 minutes watching online TV – about 20% longer than the average internet user.** Traditional TV sets continue to capture 20 minutes more of their time, but they're considerably less enthusiastic about this than their older counterparts.
- For music-streaming, it's Spotify that comes top. 17% are using this each month and the service is particularly popular among those in the Americas and Europe where 30-40% are using it.
- Second-screening is a completely mainstream behavior: **9 in 10 say they used another device the last time they watched TV.** Gen Z are most likely to be social networking or chatting to friends as they second-screen.
- The availability of flexible and on-demand access to TV shows and films is something that resonates strongly with these young internet users. **1 in 4 are using Netflix each month, rising to 70% among those in North America.**

Implication for Higher Education and the Workforce



Source: <https://www.forbes.com/sites/deeppatel/2017/05/30/gen-z-hates-tv-and-what-that-means-for-traditional-advertising/#1334237632ed>

- Gen Z knows the internet. More than you. They know when they are being sold to online, and know when you're simply trying to make a quick sale or pitch.
- Stop trying to reach Gen Z with traditional advertising methods such as ad campaigns. They are a connected and creative generation who use technology to share their interests, learn and engage.
- 63% of Gen Z'ers say they prefer to see real people rather than celebrities in ads. Many of those "real people" have built massive followings for themselves, and as a result earned the title of Influencer – which means they have an audience.
- Gen Z actually wants brands to reach out to them and engage on social media. They are much more learner centric and visually appealed than previous generations.
- Gen Z'ers are far, far more likely to see and respond to a company's response on Twitter than to watch the ad you paid for to play before that YouTube video.

Gen Z's Perspective



As long as it doesn't become obnoxious, we like ads that target us based on our social media data and internet searches. Snapchat and Instagram are particularly effective at selling to us.

The recommendations of our close friends and family remain the most impactful.

We always look at reviews before we buy. Yelp and Amazon are just a few of the tools we use to gather information. We start backwards, reading negative reviews first, asking ourselves if we can live with these downsides. If we can, we buy it.

We are a generation of savers. We are acutely aware of Roth IRAs, understand that compound interest means we should be putting our money away now and not later, and are weary of debt.

- Thoughts of the 22-year old Gen Z authors who are about to graduate

Chapter 8:

How do they
get around?



While car ownership defined Generation X and Baby Boomers, Millennials and Generation Z have different values. Transportation is important, but not necessarily defining. Generation Z knows they need to get from Point A to Point B. Car ownership and the flexibility and prestige that could potentially come with it may not have a high enough return on investment.

It's more about transportation access now, not necessarily ownership.

There are parallels to consider regarding education and automobiles. Innovate or die.

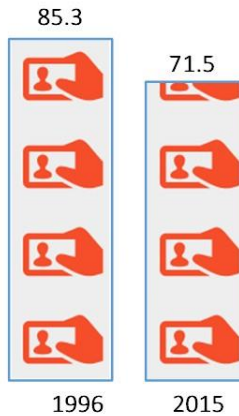


Will Gen Z still be driving or buying cars?

They understand the importance of vehicles, but may opt for alternative forms of transportation rather than ownership. Given the following Gen Z statistics, many predict that Gen Z will mirror Millennials, waiting until later in their lives to buy a car. However, the Big 3 U.S. automobile makers are not waiting to see if that demand materializes.

- ❖ 92% own or plan to own a vehicle
- ❖ 97% have their driver's license or plan to get one
- ❖ 72% would rather have a car for a year than use social media, 74% would rather have a car for a year than eat out
- ❖ 77% want a good price on their car over other car attributes
- ❖ 54% of Gen Z'ers find the idea of self-driving vehicles appealing because they feel roads will be safe; Ford, GM, and Fiat Chrysler are all developing their own fleets of self-driving cars
- ❖ Ford launched its own public bike-sharing service called the Ford GoBike to target consumers uninterested in buying a car
- ❖ General Motors started its own car-sharing app called Maven

High School Seniors with Driver's License



Source: University of Michigan, *Monitoring the Future, 2015*

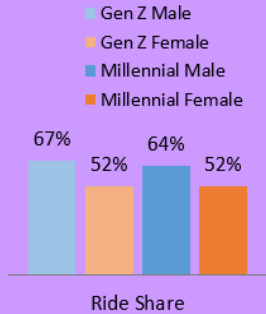


Sources:
<https://invers.com/news/the-future-of-mobility-is-with-the-next-generation/>
<https://coxautoinc.app.box.com/v/autotrader-kbb-gen-z-research/file/56691606014>
<https://autopublishers.com/generation-z-doesnt-want-to-own-cars-how-to-win-them-over>
<https://www.wired.com/story/guide-self-driving-cars/>
<https://santanderconsumerusa.com/blog/gen-z-attitudes-toward-car-ownership-driving-unexpected-survey>
<https://www.npr.org/2017/12/08/568362029/generation-z-may-not-want-to-own-cars-can-automakers-woo-them-in-other-ways>

Generation Z is part of a sharing economy

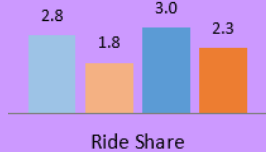
As strange as it may sound, the sharing economy feels more intuitive to Gen Z than driving a car does. They've been using internet technology since they were young, and these services are just extensions of a technology they grew up with. It may be more likely to see Gen Z behind a set of handle bars or in a backseat of a ride-share vehicle than behind the wheel.

Perform At Least
Once Per Month?
(% Saying Yes)



Ride Share

Average Number
of Times Per
Month



Ride Share

Source: 2017 UPCEA
Generation Z and Millennial
Survey

- ❖ Electric scooters are strategically placed where Generation Z hangs out: the beach, college campuses, near subway stations, etc.
- ❖ E-scooters are available in over 100 U.S. cities
- ❖ Bird and Lime, the top two companies, are worth \$2 billion and \$1 billion
- ❖ Uber and Lyft are now moving into this space as well



- ❖ Between the ends of 2016 and 2017, the number of bike share bikes in the U.S. more than doubled from 42,500 to about 100,000 bikes
- ❖ Bike share companies operate in 25 U.S. cities and/or suburbs
- ❖ Uber recently purchased a bike sharing firm called JUMP in a move to woo Gen Z and Millennials



Sources:
<https://www.pcmag.com/news/364492/how-scooters-and-the-data-they-collect-can-transform-cities>
<https://optimus.guru/uber-with-a-big-move-for-millennials-and-gen-z-acquires-expands-into-bike-sharing/>
<https://nacto.org/bike-share-statistics-2017/>

Implication for Higher Education and the Workforce

- When targeting Gen Z, it is important to use strong visuals, interactivity and minimal words.
- Gen Z is very open to convenience such as ride sharing, but they ultimately want connectivity and customization.
- Do not become too focused on online and mobile products and services. They still highly value in-person experiences.
- Gen Z tends to look for alternative fuel technology and safety features in a new car. Focusing on practicality, safety and technology is a must.
- While Gen Z'ers tend to stick to their “go-to” brands, there is currently no manufacturer focused on being genuine and youthful to stand out to them.

Gen Z's Perspective



We don't plan on buying cars for the time being, but fully intend on buying one for family usage. Similar to our view on homes, we will use our parents' cars for our college and early career years purely as a cost-saving measure.

In urban areas, public transportation and ride sharing is cheaper and more convenient than owning a vehicle.

We are all-in on self-driving cars. As a generation, we find such technology exciting for its safety features and productivity potential.

We like the idea of small, personalized transportation. The craze behind bike sharing and e-scooters is easily explained: they're fun to use and better for the environment than cars.

-Thoughts of the 22-year old Gen Z authors who are about to graduate



Chapter 9: What are their consumer behaviors?

Convenience is critical for Generation Z. Shopping is at Generation Z's fingertips. While convenience is important, the information search before the purchase is expected and critical.

Getting Generation Z to part with their money will be harder than with other generations, as they are much more informed and entrepreneurial by nature.

They also carry very little physical money on their person. Millennials are the PayPal generation and Generation X is debit cards. Baby Boomers are the cash generation.

This generation also wants convenience and simplicity and thus apps connected to digital assets are quickly becoming the norm. They prefer digital payment services such as Venmo where they can make easy, immediate transfers to friends and vendors.



Generation Z

Consumer Spending Influenced Mostly by Friends and Family

Men Spend on Products, Women Spend on Experiences

Preparing Early for Retirement with a Slight Head Start

Value Ratings and Reviews Heavily, **AND Have Never Experienced Consumerism Without Ratings and Reviews Readily Available**

Rarely Do Banking in Person, Heavily Utilize Online Banking and Payment Apps

Well Educated by Parents About Finances

"Avoid Debt at All Costs"

Similar

Different

Millennials

Consumer Spending Influenced Mostly by Friends and Family

Men Spend on Products, Women Spend on Experiences

Preparing Early for Retirement; Aware of Retirement Cash Flows

Value Ratings and Reviews Heavily, **BUT Know a Time when They were not Immediately Available at your Fingertips**

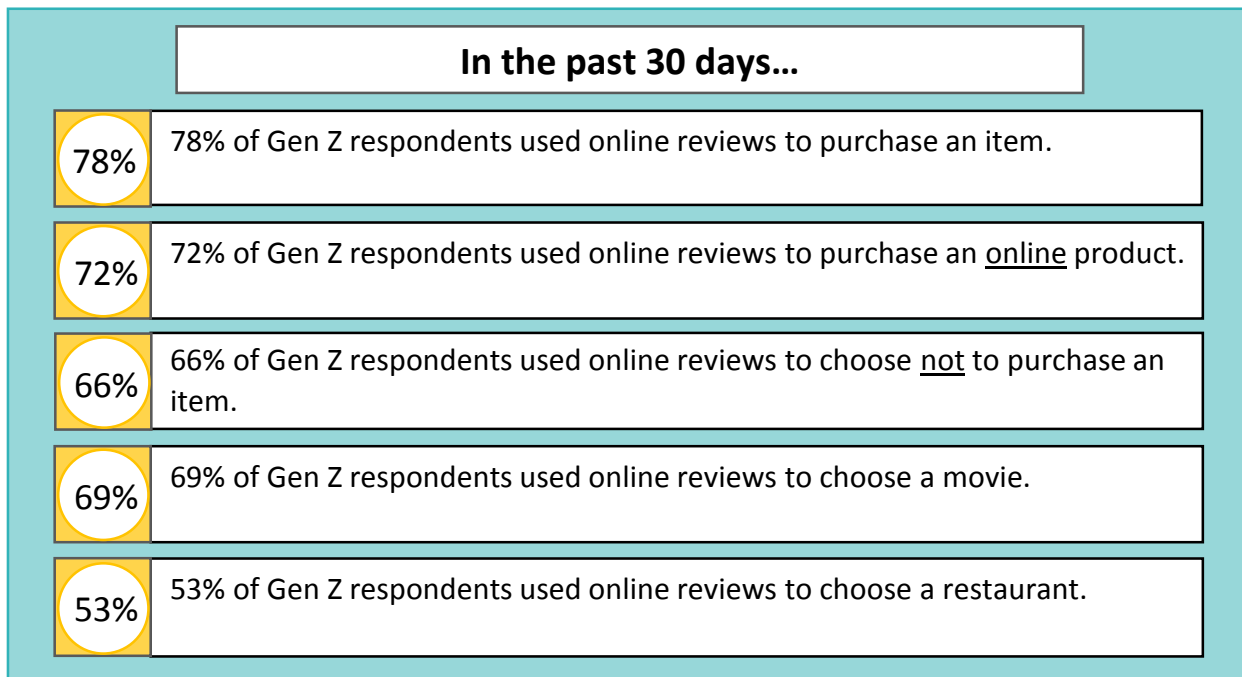
Do Their Banking in Person, but also Utilize Online Banking and Payment Apps

Not Educated about Finance; Had to Figure It out Themselves

"Debt is Inevitable"

They back up their knowledge with extensive research

Generation Z is resistant to being told how to think. They will conduct their own research to form their own opinions and ideas.

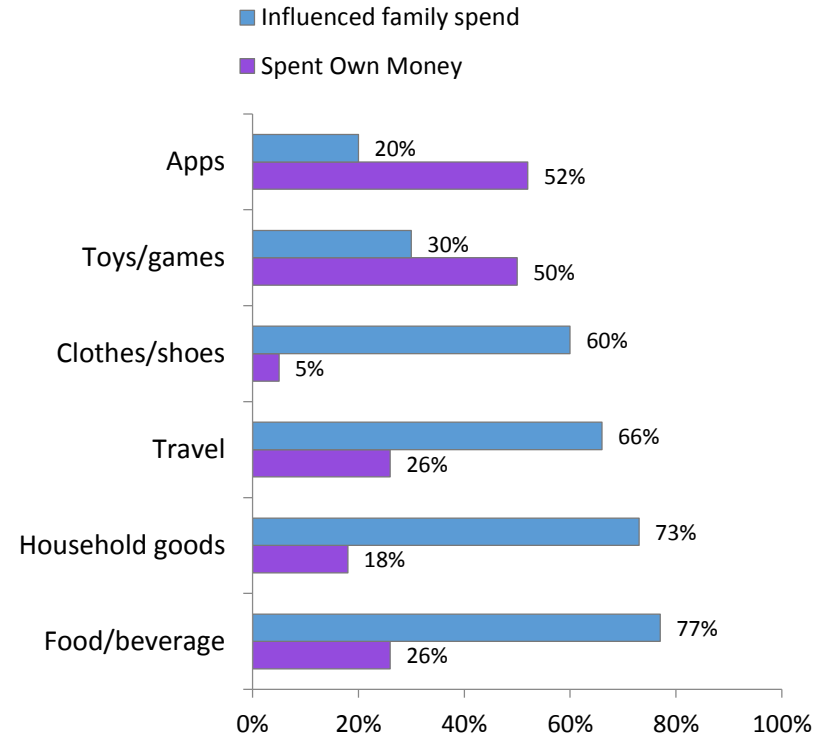


Gen Z accounts for 23% of the U.S. population, and will have \$3.2 trillion in purchasing power by 2020.

93% of parents say their children influence family household purchases, meaning Gen Z indirectly influences even more market spend

Source: <https://www.forbes.com/sites/jefffromm/2018/01/10/what-you-need-to-know-about-the-financial-impact-of-gen-z-influence/#332c0c6356fc>
<https://santanderconsumerusa.com/blog/gen-z-attitudes-toward-car-ownership-driving-unexpected-survey>

Generation Z Spending Habits and Influence

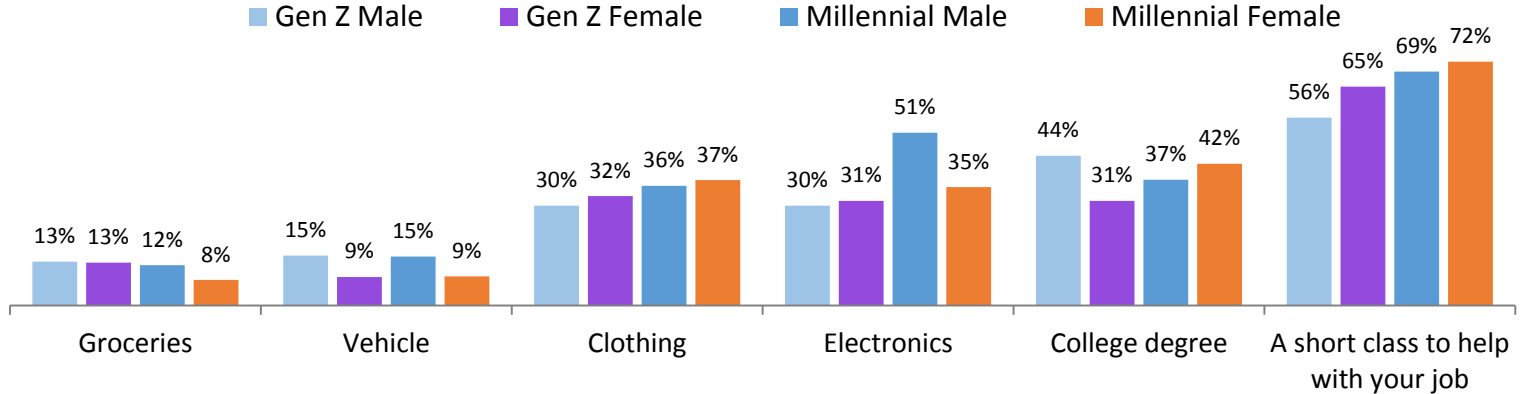


Source: <https://intelligence.businessinsider.com/amazon-brings-teens-into-the-fold-brick-and-mortar-retailer-apps-need-a-boost-2017-10>

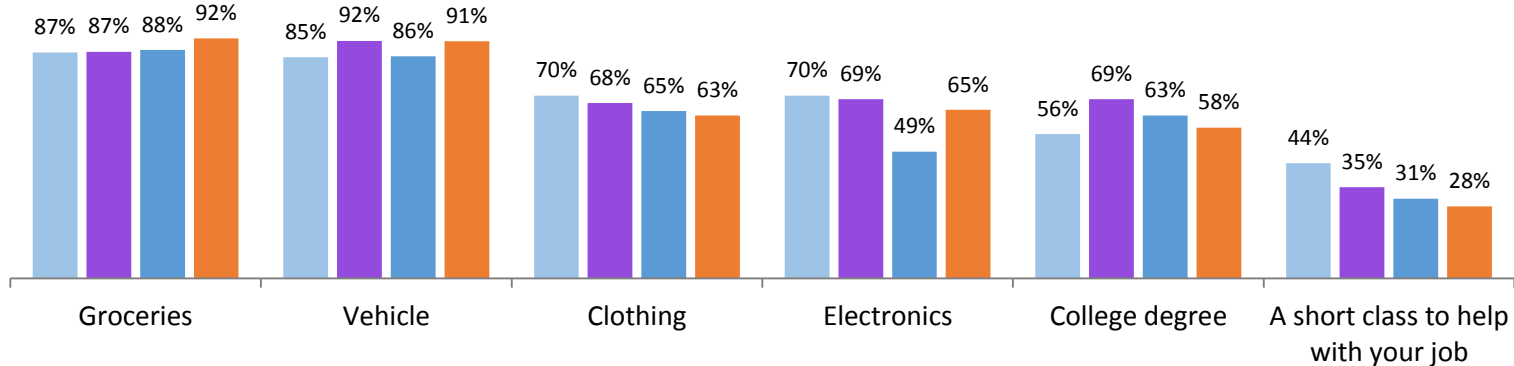
Behaviors: Purchasing In-Store Vs. Online

Generation Z is becoming divided on in-person versus online purchases of education. They also may be more open to MOOCs and other credentials.

Prefer to Purchase Online



Prefer to Purchase In-Person

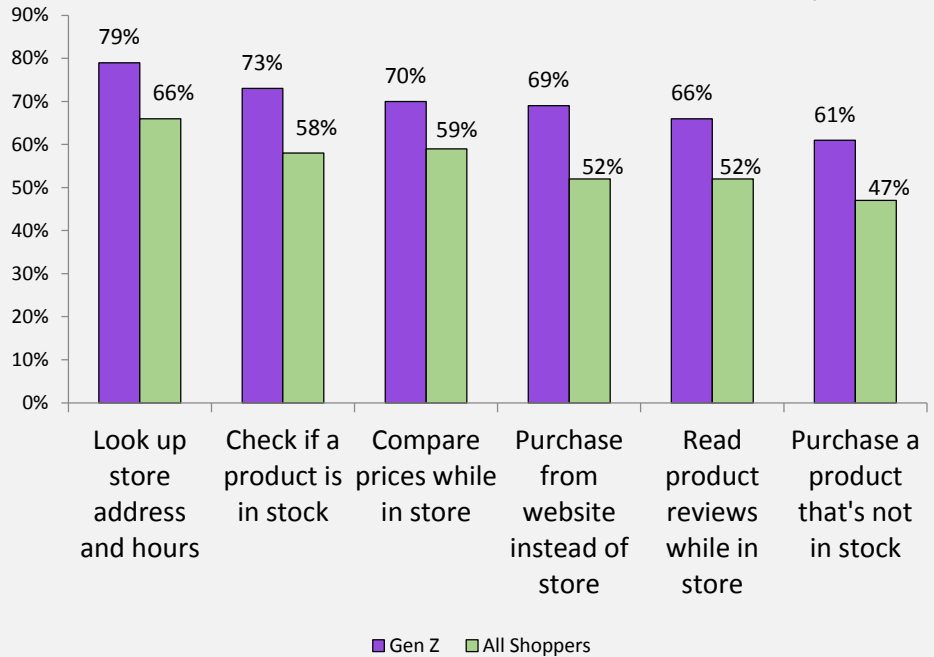


Source: UPCEA Generation Z and Millennial Survey – 2017
(Generation Z Only Results)

Gen Z is savvy

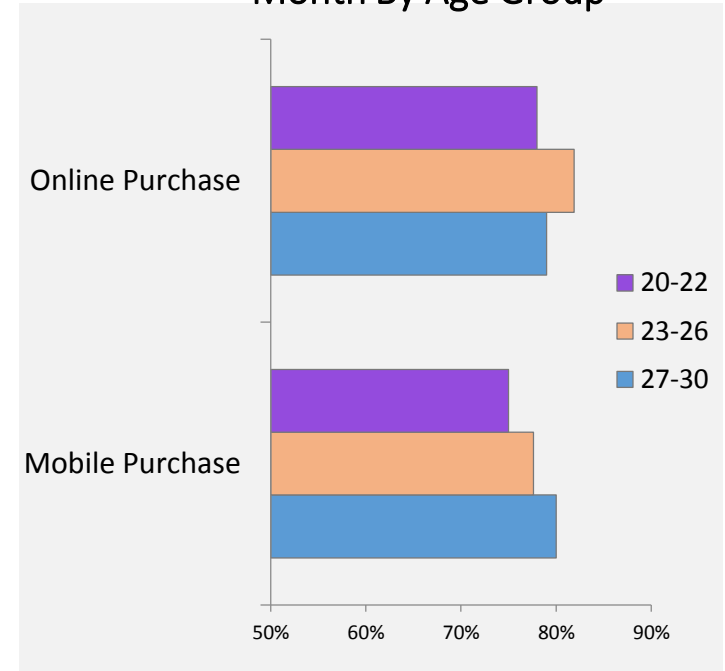
Generation Z currently has less income to spend than other generations. However, when they do shop, they prefer to do so using mobile devices. They also use their phones to shop prices. 63% of Gen Z'ers feel that shopping online saves time and 53% say the selection is better. 50% believe that prices are lower online.

How Gen Z Uses Their Phones to Shop



Source: <https://intelligence.businessinsider.com/the-retail-innovations-gen-z-wants-2017-10>

Online Purchases in The Past Month By Age Group

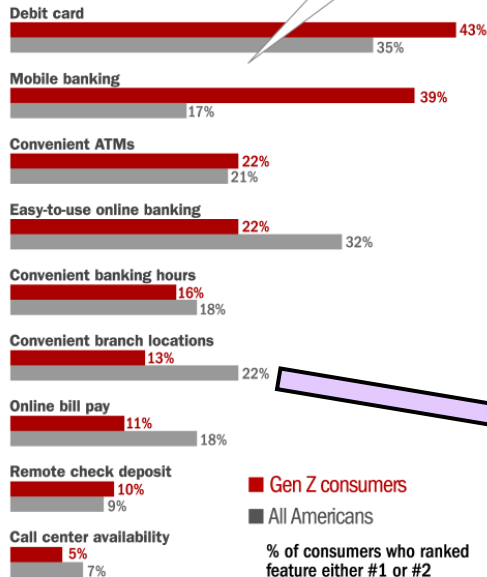


Source: <http://www.businessinsider.com/millennials-vs-gen-z-2016-2/#teens-shop-online-for-efficiency-purposes-3>

Gen Z is the “Venmo Generation”

Transactions have been getting progressively digitized and more efficient. Baby Boomers are the cash generation, Generation X is the debit card generation, and Millennials are the PayPal generation. While Gen Z likes the benefit of face-to-face experience, the convenience of online fintech will likely supersede that benefit. The way they treat fintech may be similar to their views toward online education.

Which of the following banking features are “most important” to you?



Source: TD Bank © October 2017 The Financial Brand

68%
of Gen Z consumers
are interested in
instant person-to-
person payments—
more than any other
age group.

Source: Accenture 2017 North America Consumer Payments Pulse Survey



Gen Z is leading the way in mobile payments. **70 percent of them** have made in-app mobile payments in the past year, more than any other generation.

source: 2017 U.S. Mobile App Report

Only 13% of Gen Z'ers rank convenient branch locations as a #1 or #2 banking feature. And why should they care about bank branches? They can access banking services anywhere they want thanks to the apps on their smart phones.

As Gen Z matures, physical cash erodes

U.S. teens are four times less likely to use cash than older Americans. Cashless options are preferred at restaurants, which companies like Dos Toros (a burrito minichain) have catered to by becoming completely cashless, but even cardless options are preferred at restaurants. Gen Z'ers only use cash for 6% of their transactions and the majority of people under 30 prefer to use cards over cash, even for transactions under \$5.

Total person-to-person (P2P) mobile payment volume is poised to grow nine-fold over the next five years, reaching \$336 billion by 2021.

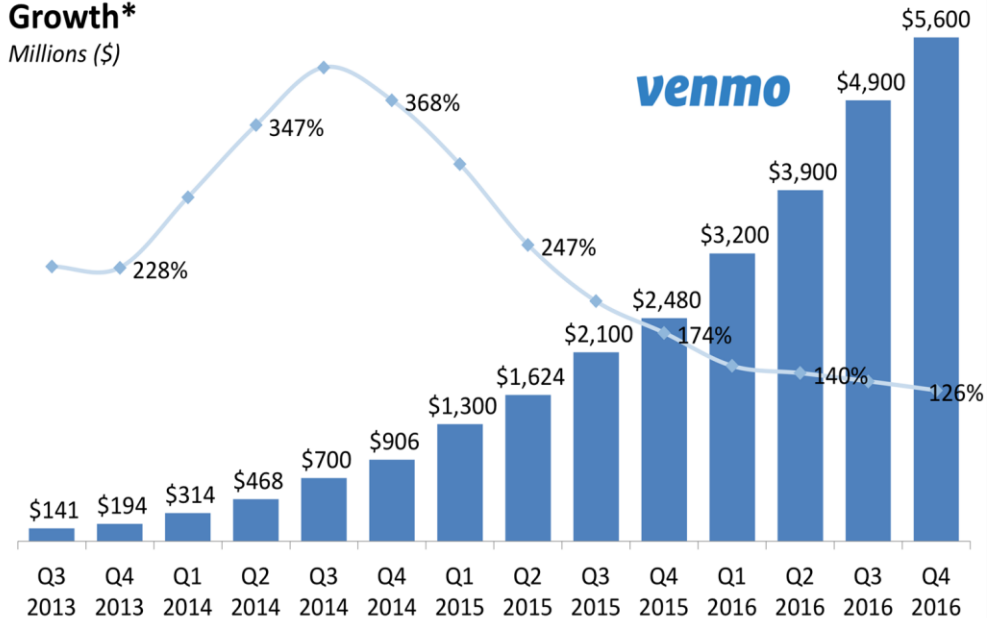
There is a major battle going on in the background as credit card companies, banks and major retailers are creating digital payment and financial technologies.

Generation Z and Millennials have looked at money differently and manage it differently as a result. They are saving more and watching their parents' and grandparents' finances. They understand currency and value much better than other generations.

This impacts higher education in that Generation Z looks at many things from a long-term perspective. Return on investment will factor in regarding future higher education and other big ticket item decisions. However, they are so much more informed that they will do more due diligence with trade-offs by looking at substitute educational products, such as badges, certificates and training.

Venmo Quarterly US Payment Volume And Annual Growth*

Millions (\$)



*2013 volume is estimated by BI Intelligence.
Source: PayPal, BI Intelligence

Source: <https://www.digitalcommerce360.com/2018/08/07/gen-z-generation-may-kill-malls-cash-football-and-print-magazines/>

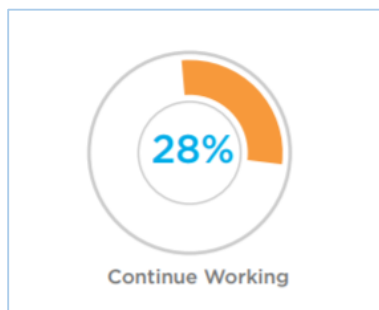
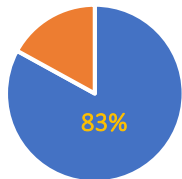
Gen Z's financial health report card

They are doing everything in their power to avoid the Great Recession's effect on their predecessors. For instance, 72% of Gen Z say that cost is the most important factor when making a purchase and 88% of Gen Z college graduates in 2017 chose their majors based on job availability.

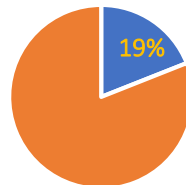
Gen Z's Expected Sources of Retirement Income



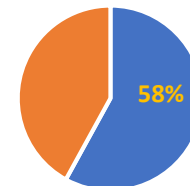
Teens currently saving money:



Teens currently an authorized user on a parent or guardian's credit card:



Teens that consider whether or not they have enough money saved before making a purchase:

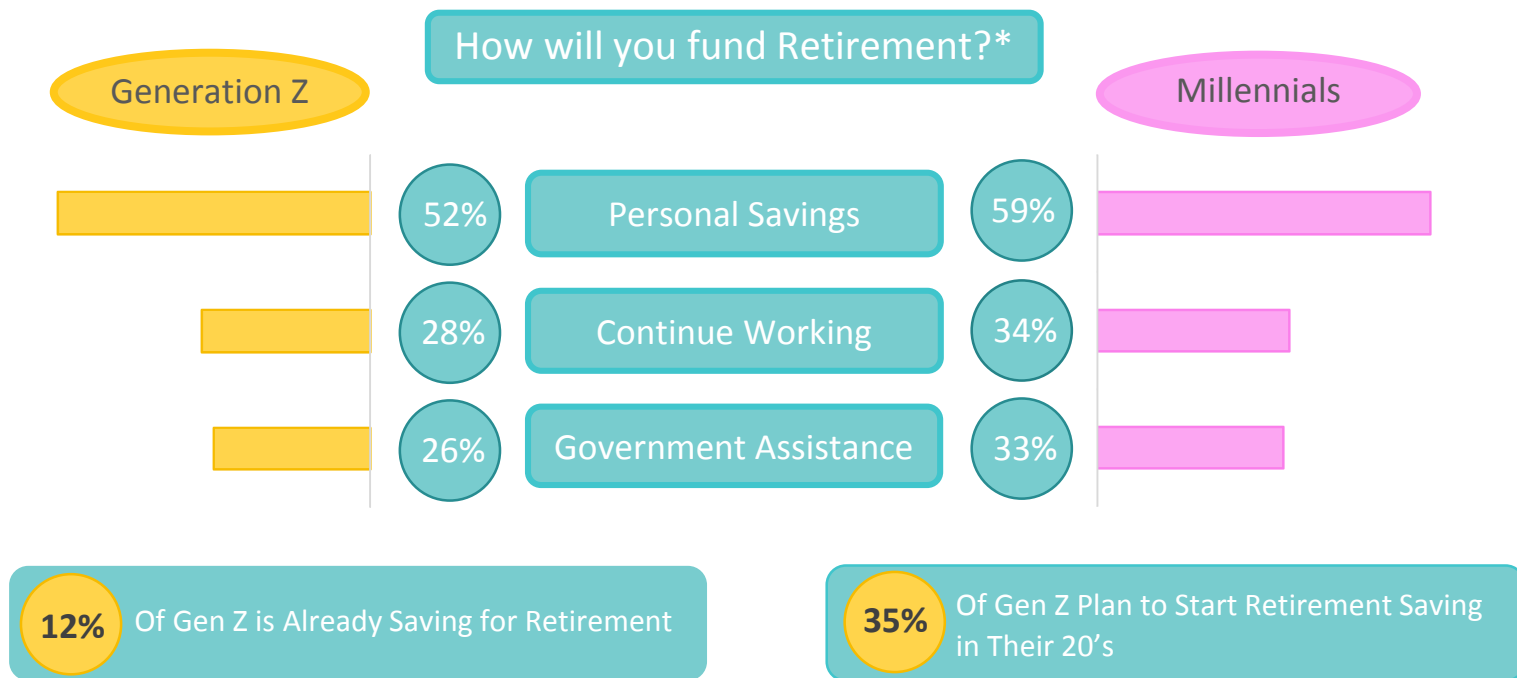


Sources:

2017 Transunion Generation Z Report | The State of Generation Z 2017 White Paper 2017, The Center for Generational Kinetics
<https://www.visualcapitalist.com/why-gen-z-approaching-money-differently/>

They are forward thinking when it comes to finance

Generation Z is already thinking about the importance of retirement saving. They are almost on par in their understanding of this topic with Millennials, who have several more years of life experience. Some have even started saving for retirement.



Gen Z on Brand Advocacy and Online Retail



47%

have posted an online review of a product or company in the past month

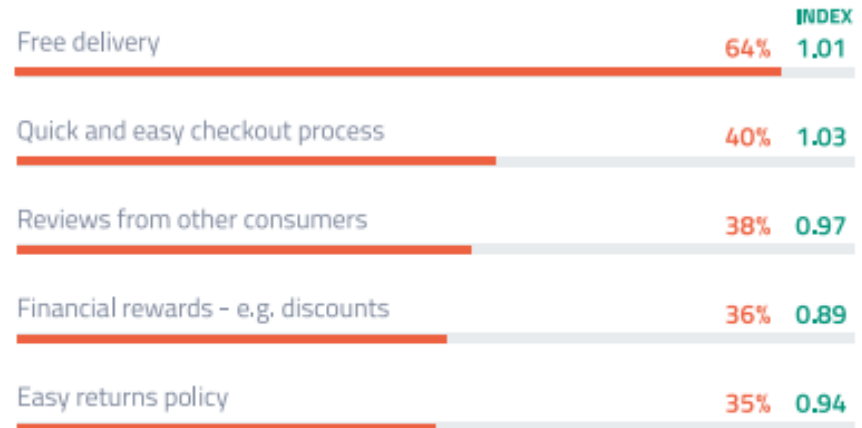
BRAND ADVOCACY

% who say they would promote their favorite brand for the following reasons

★ High-quality products	51%
🎁 Rewards (e.g. discounts, free gifts, etc)	42%
♥ Love for the brand	37%
🙋 When something is relevant to my own interests	32%
💬 When I've received great customer service	29%
👥 The feeling of taking part / being involved	21%
👥 When something is relevant to my friends' interests	20%
👁️ Having insider knowledge about the brand or its products	17%
🔑 Access to exclusive content or services	17%
👤 When I have a personal relationship with a brand	16%

TOP 5 ONLINE PURCHASE DRIVERS

% who say the following would encourage them to buy something online



Implication for Higher Education and the Workforce

- Don't think that they are going to be impressed with your social media presence. They expect it. Follow their trends and make the most out of interactions.
- Gen Z is always connected and to succeed, you have to be too.
- They expect on-demand services to be available at any time with low barriers to access. They do not have patience for slow connectivity, lines or poor service.
- Gen Z is the largest and most diverse generation yet, making up 25% of the population. You are not going to win them all.
- 56% of Gen Z'ers want to write their own job description and 62% want to customize their career path. They want to customize their own major and degree path.
- Stop thinking anyone under 30 is in the same generation. Millennials and Gen Z'ers have radically different shopping habits, interests, and mindsets.

Gen Z's Perspective



While we prefer to not use cash, we want the option of multiple forms of payment. We understand there are social issues behind cashless stores. Philadelphia, for example, banned cashless stores because they exclude people without bank accounts. However, we don't like places that only accept cash. It would be amazing if bar covers could be paid through Venmo.

Our phones have become the go-to for online retail. We try to avoid pulling out our laptops unless we have to.

We've been hit with financial literacy lessons from every possible angle. The Great Recession happened during our childhood, many colleges have mandatory financial planning seminars, and our parents have stressed the importance of planning out our retirement.

-Thoughts of the 22-year old Gen Z authors who are about to graduate

Chapter 10:

How will they affect the workforce?

By 2020 it is estimated that Gen Z will account for at least 20% of the country's workforce. There will be an enormous amount of potential employees who are sophisticated, industrious, collaborative and eager to build their careers.

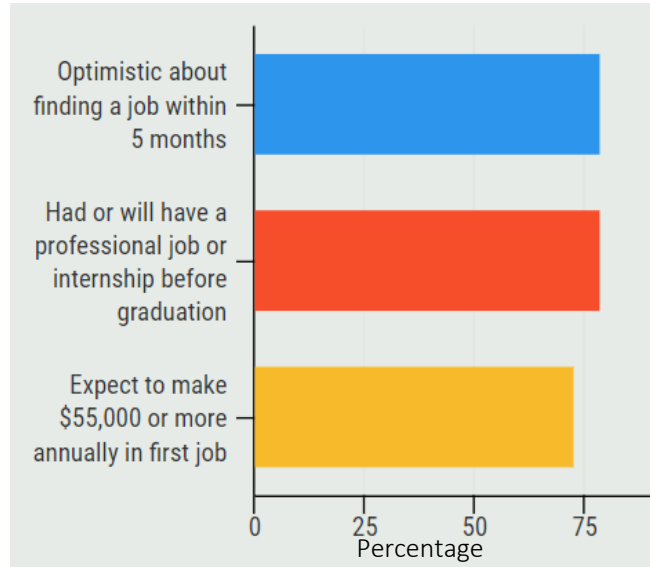
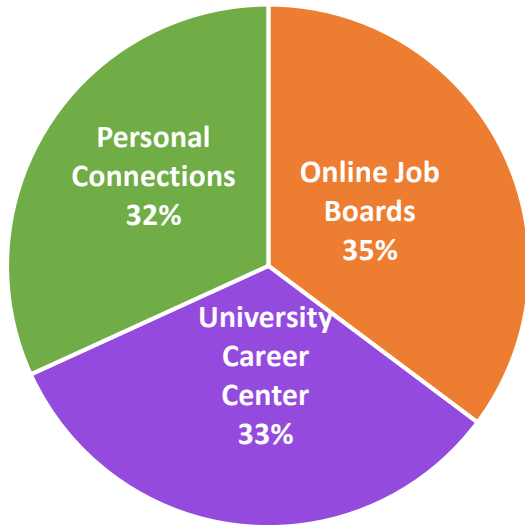


Source: <https://hiring.monster.ca/hr/hr-best-practices/recruiting-hiring-advice/acquiring-job-candidates/generation-z-enters-the-workforce.aspx>

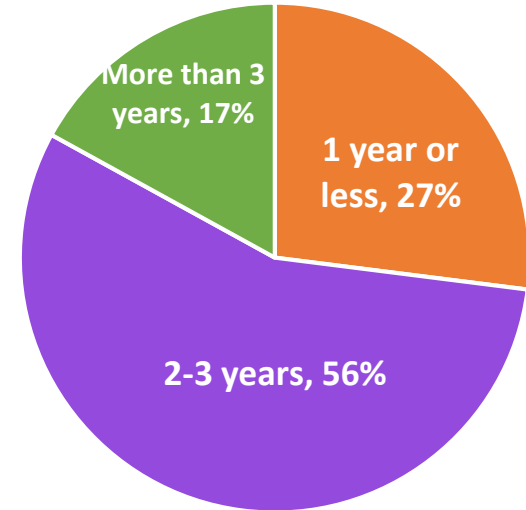
Generation Z enters the workforce optimistically

Generation Z knows where to search for jobs and is optimistic about their outlook. However, they do not plan to stay at their first job very long.

Job Search Tools



How Long to Stay at First Job



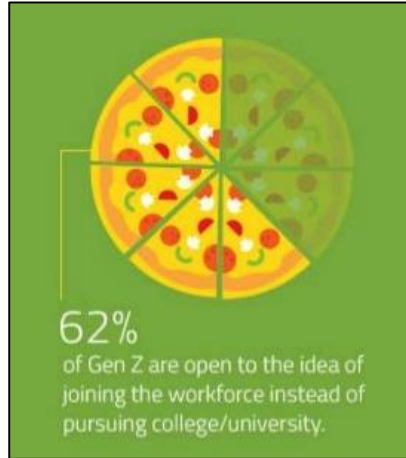
Source: <http://pages.adeccousa.com/rs/107-IXF-539/images/generation-z-vs-millennials.pdf>

New values in the workplace

Generation Z brings with them a strong set of values into the workforce. This young generation wants to work in an empowering work culture and a forward-thinking environment.

Most Millennials in their late 20's and early 30's are now past their entry-level, junior, and associate roles. Employers will now be turning their attention to recent Gen Z college graduates.

When asked what would make Gen Z stay at their job for more than 3 years, the top response was an empowering work culture (29%), ahead of those who said a high salary (15%).



What Should Employers Know About Gen Z?

Giving back comes first.

Gen Z favors companies with corporate social responsibility that aligns with their beliefs and values which consist of bold ideas, creativity and optimism.

Gen Z is chasing the dream job.

Gen Z is pragmatic and realistic, but they also believe it is possible to achieve their "dream job" and build a career doing what they love.

Career growth counts, too.

Opportunities for professional development are most essential when attracting Gen Z talent.

Gen Z expects to work for a minimum of four companies, on average, during their career. Nearly a third of them would even take a pay cut of up to 20% to work for a company with a mission that they strongly care about. They are also more likely to value personal success above all else.

Sources:

<https://hiring.monster.ca/hr/hr-best-practices/recruiting-hiring-advice/acquiring-job-candidates/generation-z-enters-the-workforce.aspx>

<https://www.forbes.com/sites/ashleystahl/2018/09/26/gen-z-what-to-expect-from-the-new-workforce/#3a6aa4dd63e0>

A generation of change makers

Gen Z'ers have been empowered by different technologies and flooded with information. They will want to propagate change throughout their careers, and they are eager to leave jobs that do not encourage change.



Attitude & Culture

- Want greater job responsibilities
- Want performance feedback
- Want to feel empowered by company culture
- Want to make significant changes to the company
- Want social engagement with peers
- Want supervisor interaction

Willingness to Change

- 401k's allow Gen Z'ers to pick up and leave firms if unsatisfied unlike pensions
- Optimistic about job market and do not feel the need to stay put in one place
- Distrust of corporations and do not feel loyalty to them
- Plan for 1-2 years at a firm and expect to move elsewhere

Where change is viewed by Baby Boomers with caution and by Gen X'ers as something that's only optional, Gen Z'ers view change as expected, inevitable, and overall for the better.

“A Mentally Conscious Generation”

Gen Z’ers are old enough to remember the struggles of their Gen X parents, and recognize the troubled society that they are inheriting.

Gen Z’ers were “coming of age” during 2008 financial crisis

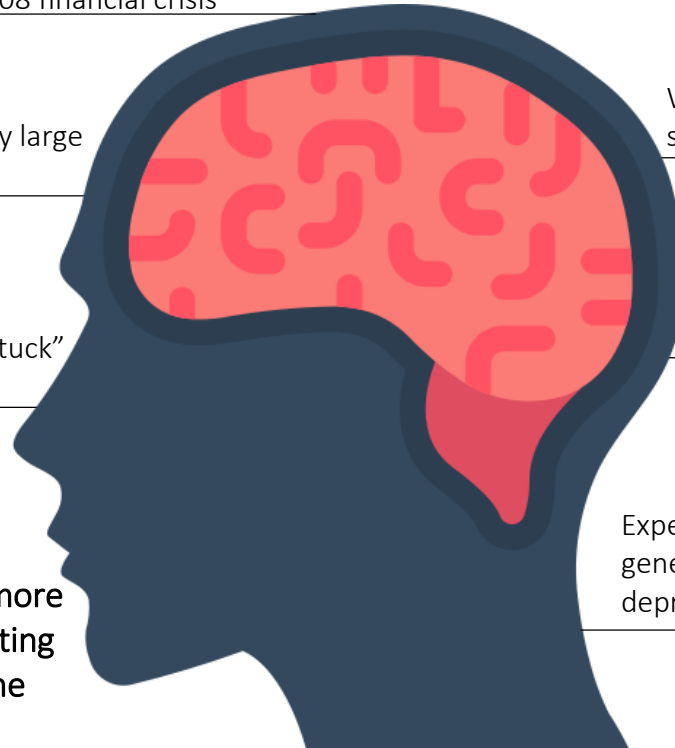
Saw parents get laid off by large corporations

Raised by Gen X parents who seemed “stuck” in jobs that they disliked

Watched family members deal with ballooning student debt

Grew up with the war on terror and trouble in the Middle East

Experience more mental health problems than all prior generations (1 in 8 college freshman felt frequently depressed in 2016)



Overall, this has left the generation more fiscally conscious, self-aware, distrusting of big business, and eager to avoid the vulnerabilities of their parents’ generation.

The mental health of a generation

Gen Z'ers are more likely to report higher stress levels than adults overall regarding national news issues and personal matters.

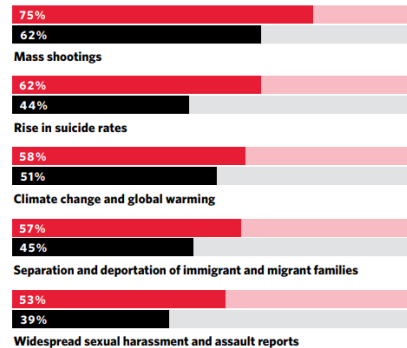
Gen Z Reports the Most Stress Regarding Issues in the News

- ❖ Gen Z is most concerned for their safety, especially mass shootings
- ❖ 75% of Gen Z consider mass shootings a huge stressor
- ❖ 41% of Gen Z say that security measures taken by schools has done nothing to reduce their stress levels

% FEELING STRESSED BY ISSUES IN THE NATIONAL NEWS

GEN Zs VS ADULTS OVERALL

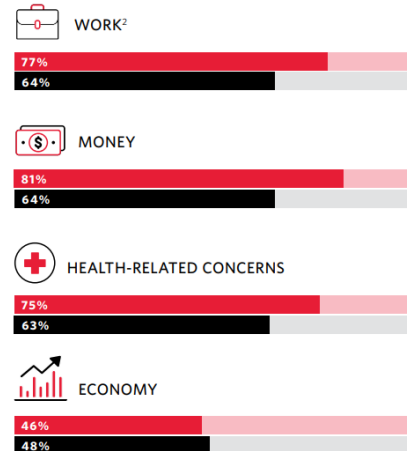
■ GEN Zs
■ ADULTS OVERALL



COMMON STRESSORS

GEN Z ADULTS VS ADULTS OVERALL

■ GEN Z ADULTS
■ ADULTS OVERALL



Gen Z Reports the Most Stress Over Personal Matters

- ❖ Top concerns for Gen Z are health-related or money-related
- ❖ Other personal stressors include personal debt (33%), and housing instability (31%)
- ❖ Gen Z's of color are more likely to report higher levels of stress over personal debt, housing, and getting enough to eat

The mental health of a generation

Gen Z'ers are overall more likely to have mental health concerns, and are also more likely to seek out help.

Increased Awareness of Mental Health Concerns

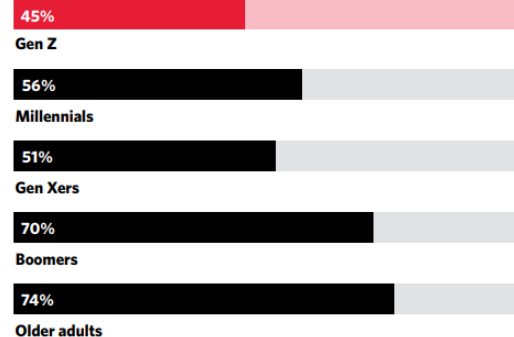
- ❖ Although less likely to report good mental health, they are most likely to receive help (37% of Gen Z)
- ❖ More likely to be diagnosed with an anxiety disorder (18% of Gen Z) and depression (23% of Gen Z)
- ❖ Only 14% of Millennials reported depression



91 percent of Gen Zs between ages 18 and 21 say they have experienced at least one physical or emotional symptom due to stress in the past month compared to 74 percent of adults overall

MENTAL HEALTH OF GEN Z LEAST LIKELY TO SAY THEIR MENTAL HEALTH IS EXCELLENT OR VERY GOOD

% reporting excellent or very good mental health



Lowest Intention to Vote Historically

- ❖ 68% of Gen Z feel significantly stressed about the nation's future
- ❖ 66% do not believe the nation is improving
- ❖ However, only 54% had intentions to vote in the 20187 mid-term elections
- ❖ After a controversial 2016 election, this could change

Gen Z's Perspective



Most of us go through recruiting with a mindset that we will not be working with the company we select for more than 2 or 3 years. While we like the companies we work for, we do not feel an attachment to them. This is partly because we do not feel that these firms have an attachment to us.

Frequently we think about what might happen if we are at a massive football game, crowded concert, class, or even work regarding the potential for a mass shooting. It is something that most of us stress over, going to extremes such as knowing where the exits or the safest places to hide are at all times.

We do not trust large corporations, and feel the opposite about startups. We think startups are more pure and have more ethical business practices than 20th century legacy firms.

Mental health is an issue we are aware of. Specifically in regards to the workplace. We think employers, and the rest of society, need to view mental health the same way they view physical fitness. Time-off and checkups (such as therapy) should be expected and encouraged.

-Thoughts of the 22-year old Gen Z authors who are about to graduate

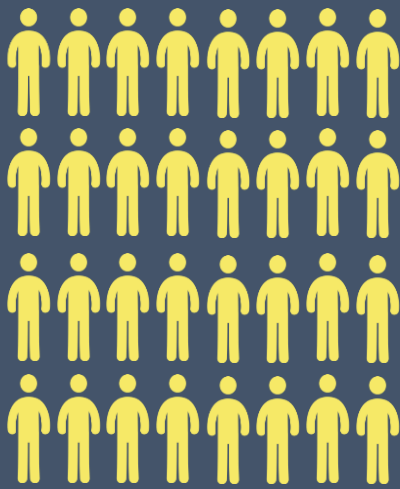
Implication for Higher Education and the Workforce

- Gen Z'ers bring their savviness to their job search. If they are given tools in searching for employment, they will efficiently utilize them.
- Generation Z feels more prepared to work and communicate with Generation X over Baby Boomers. There may be a profound generation gap between incoming and outgoing workers.
- Generation Z backs up their strong set of values with tangible actions. These young employees care about the ideology of the company they are working for and will make decisions in the workforce based on these ideologies.
- Offering continual technology and learning upgrades will be vital to keep talent in your company. Targeting recruiting tactics that appeal to specific employee pools will also be necessary.

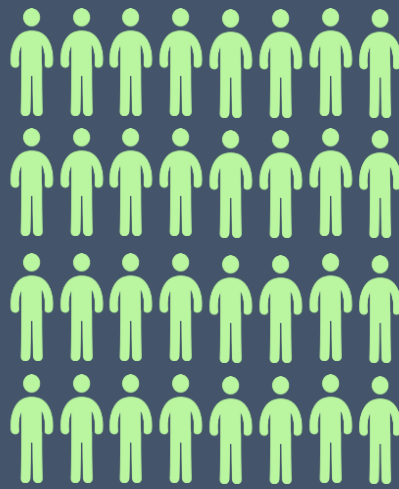


Chapter 11:

What are their views on education?



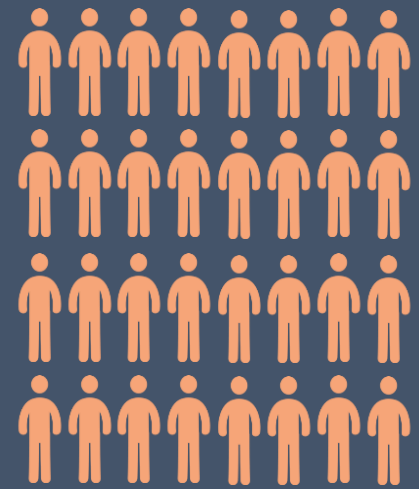
40% or 17
Million are in
High School



34% or 14.5
Million will Still
be in College



4% or 1.5
Million will
Graduate this
Spring



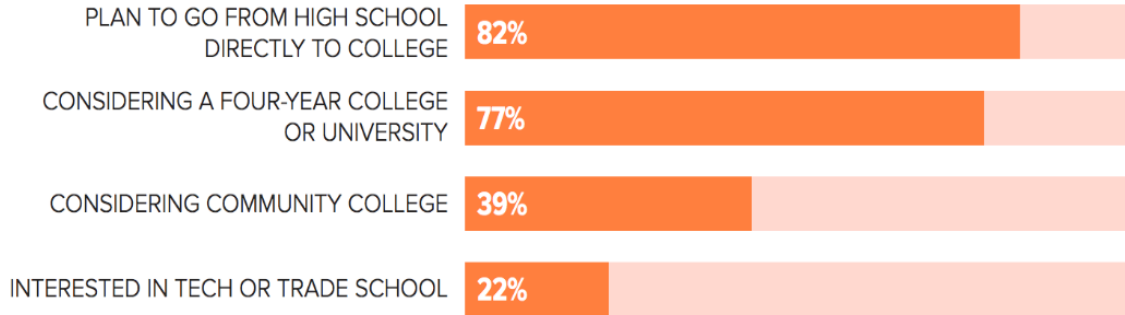
19% or 8
Million Did Not
Go to College

42 Million Generation Z'ers (iGen Segment, 14-22)

Approximately 75% of Generation Z say there are other ways of getting a good education than going to college.

They are more prepared coming in, and have higher expectations

GEN Z FUTURE PLANS



Top 3 Factors in Choosing a College



CAREER
PREPARATION



INTERESTING
COURSEWORK



PROFESSORS THAT CARE
ABOUT STUDENT SUCCESS



Have already taken a class for college credit (older teens)

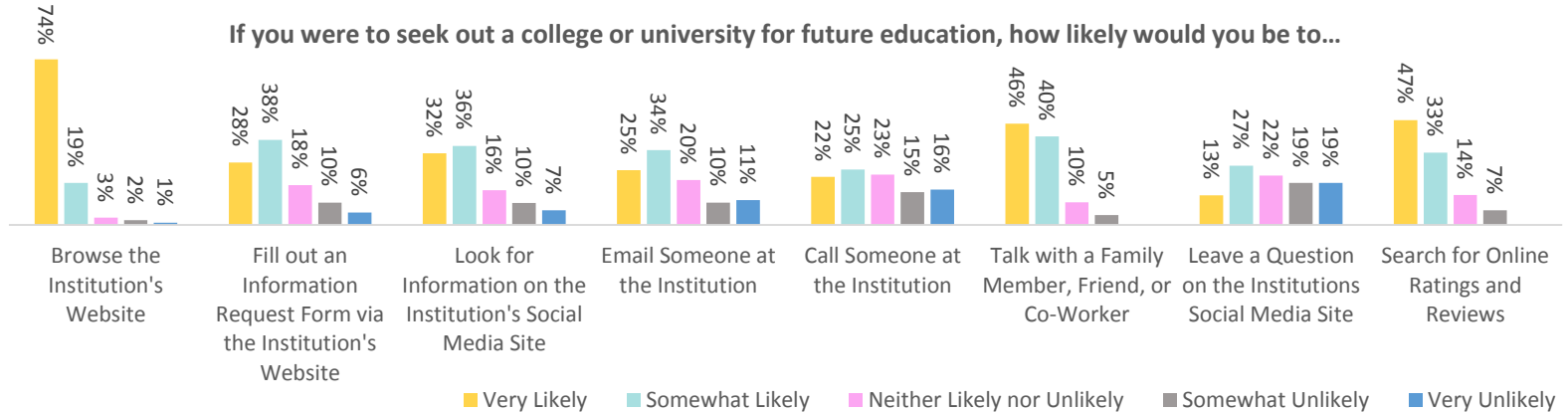


Plan to take a course for college credit (younger teens)

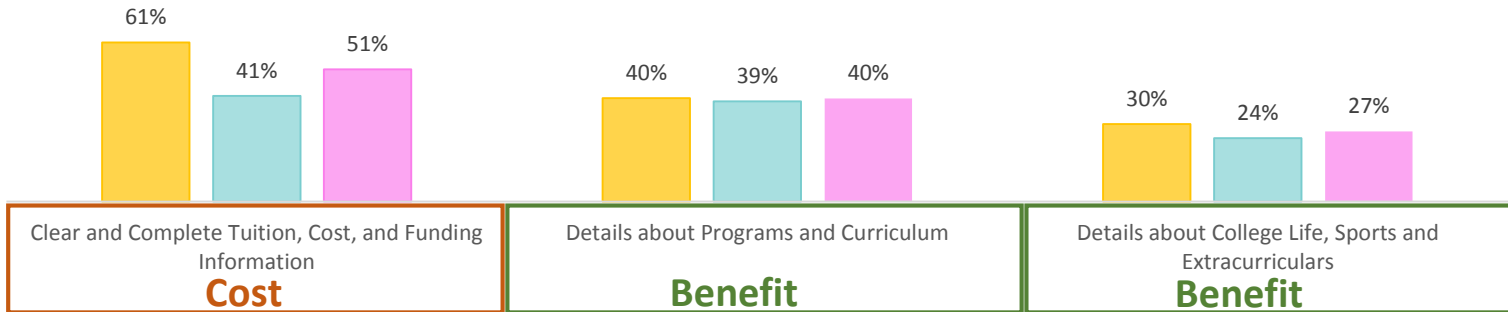


Like advanced classes as much or better

Similar to how they behave as consumers, Generation Z will do their due diligence. This includes the search for Higher Ed.

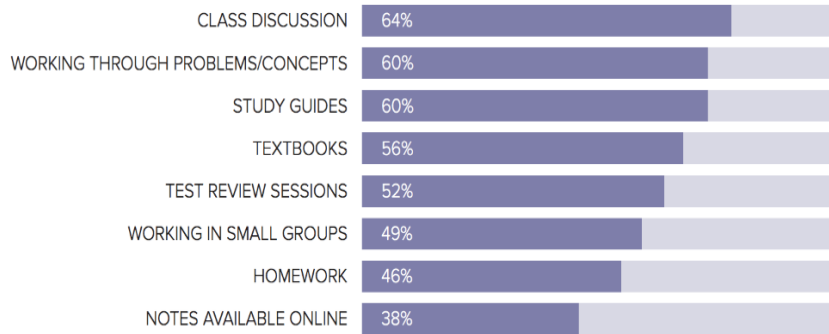


Most Important Research Topics for Higher Education (from a list)



How do they learn?

MOST HELPFUL TOOLS FOR LEARNING

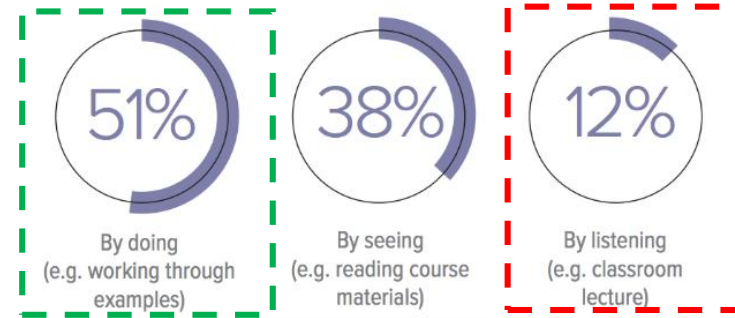


TOP 5 WAYS GEN Z RESEARCHES COLLEGES



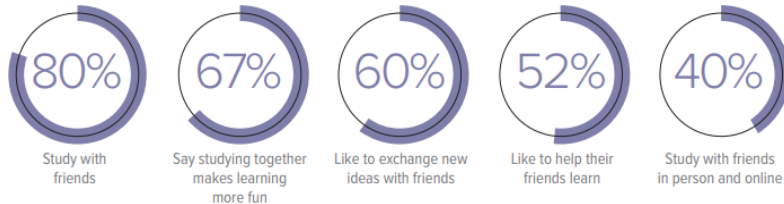
1. USE ONLINE COLLEGE RESOURCES (e.g. College Greenlight, MyMajors, College Board)
2. VISIT SPECIFIC SCHOOLS' WEBSITES
3. GET ADVICE FROM TEACHERS/COUNSELORS
4. CONSULT WITH PARENTS/FAMILY MEMBERS
5. TALK TO FRIENDS

HOW DOES GEN Z LEARN?



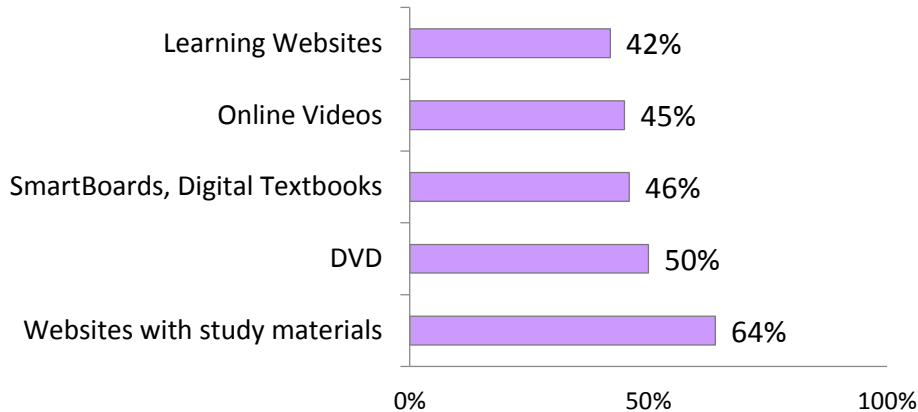
Generation Z'ers are applied learners who work well together and work well independently

STUDENT STUDYING PREFERENCES

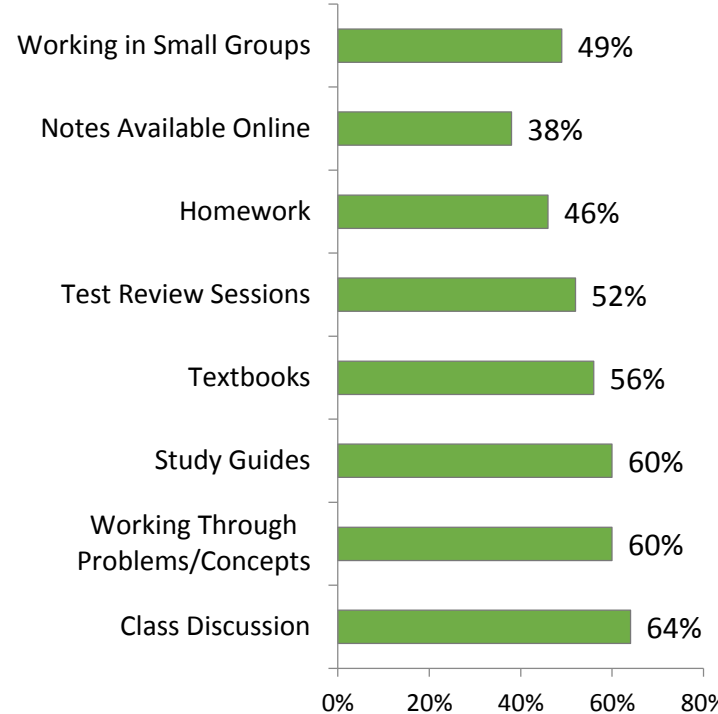


Respondents cited Skype as the top online tool to study with friends.

Education Technology in The Classroom



Most Helpful Tools For Learning

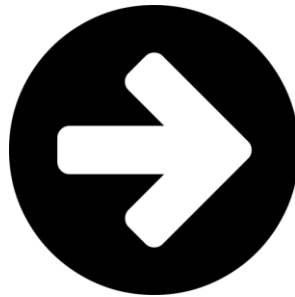


Passive learning is out, engagement is in.

Approximately 51% of students learn best by doing, while only 12% said they learn through just listening.

What's Out?

- Mindlessly sitting through lectures
- Standard curriculum for everyone
- Limited access to teaching materials and resources



What's In?

- Incorporating video and online visual media as well as in-person class discussions and activities
- Individualized, customizable curriculum for each student
- Unlimited access to teaching materials and resources

Personalize, Customize, & Individualize.

People increasingly expect a personalized experience from the brands they remain loyal to.

“79% of consumers say they are only likely to engage with an offer if it has been personalized to reflect previous interaction with that brand.”

Accessing and utilizing data is crucial to individualizing the customer experience.

Student Recruitment

- Deliver Relevant Content
- Customer Experience is the ONLY differentiator of your brand
- Increase Conversions

Student Retention and Development

- Self-Assessments & Skills Check-ins
- Competencies & Skills Medals
- Tools to track personal learning data and progress
- Interactive technology = engaged learning

Specialized Vs. Traditional Programs

Specialized Master's Degrees

- 3+2 undergraduate & master's combination degrees more popular
- Master of Science in Supply Chain is gaining more value and popularity over a traditional MBA
- Typically more affordable, flexible, and faster
- Follows closely with consumer personalization trend



Traditional MBA Degree

- Typically requires a residency
- Enrollments declining in 70% of all traditional MBA programs
- More expensive, usually 2 years
- Students and some firms report that it's too general of an education to warrant the expense

Millennial and Generation Z males and females have different values and opinions regarding education.

Females are more likely to place a higher value on a college education. They see a stronger return on investment than males regarding a college education.

Colleges and universities are worth the amount of time required.		
Gen Z vs. Millennials	Male	Female
Generation Z	65%	83%
Millennials	65%	75%

Colleges and universities are worth the amount of money invested.		
Gen Z vs. Millennials	Male	Female
Generation Z	64%	66%
Millennials	58%	61%

Earning a college degree is important because it prepares you for a career.		
Gen Z vs. Millennials	Male	Female
Generation Z	69%	83%
Millennials	76%	81%

Females are more likely to see the lifetime value of a college degree.

Earning a college degree is important because a college education will remain useful and relevant for a lifetime.		
Gen Z vs. Millennials	Male	Female
Generation Z	67%	85%
Millennials	72%	76%

Colleges and universities are prepared to accommodate my lifestyle.		
Gen Z vs. Millennials	Male	Female
Generation Z	67%	75%
Millennials	60%	61%

Millennials are less likely to believe that colleges and universities are in alignment. Female Gen Z'ers are more optimistic.

Colleges and universities would be more valuable if they awarded you certificates as you reached milestones.		
Gen Z vs. Millennials	Male	Female
Generation Z	73%	71%
Millennials	71%	73%

Colleges and universities are aligned with the needs and expectations of employers.		
Gen Z vs. Millennials	Male	Female
Generation Z	67%	76%
Millennials	61%	60%

Generation Z males who do not attend or leave college have lower views about colleges and universities. Those not in college place a higher value on certificates.

Those not in college are less likely to feel that colleges and universities are worth the money. Males not in college have a lower opinion of colleges and universities.

Colleges and universities are worth the amount of time required.

Gen Z Only	Male	Female
2/4 Year Degree	77%	84%
No College	59%	73%

Colleges and universities are worth the amount of money invested.

Gen Z Only	Male	Female
2/4 Year Degree	81%	65%
No College	47%	60%

Earning a college degree is important because it prepares you for a career.

Gen Z Only	Male	Female
2/4 Year Degree	71%	84%
No College	65%	87%

Females are more positive than males regarding college having lifetime value and also being accommodating to their lifestyle.

Earning a college degree is important because a college education will remain useful and relevant for a lifetime.

Gen Z Only	Male	Female
2/4 Year Degree	74%	86%
No College	65%	73%

Colleges and universities are prepared to accommodate my lifestyle.

Gen Z Only	Male	Female
2/4 Year Degree	68%	77%
No College	65%	73%

Certificates have a higher value for those not in college, but do appeal to those in college as well.

Colleges and universities would be more valuable if they awarded you certificates as you reached milestones.

Gen Z Only	Male	Female
2/4 Year Degree	71%	67%
No College	76%	80%

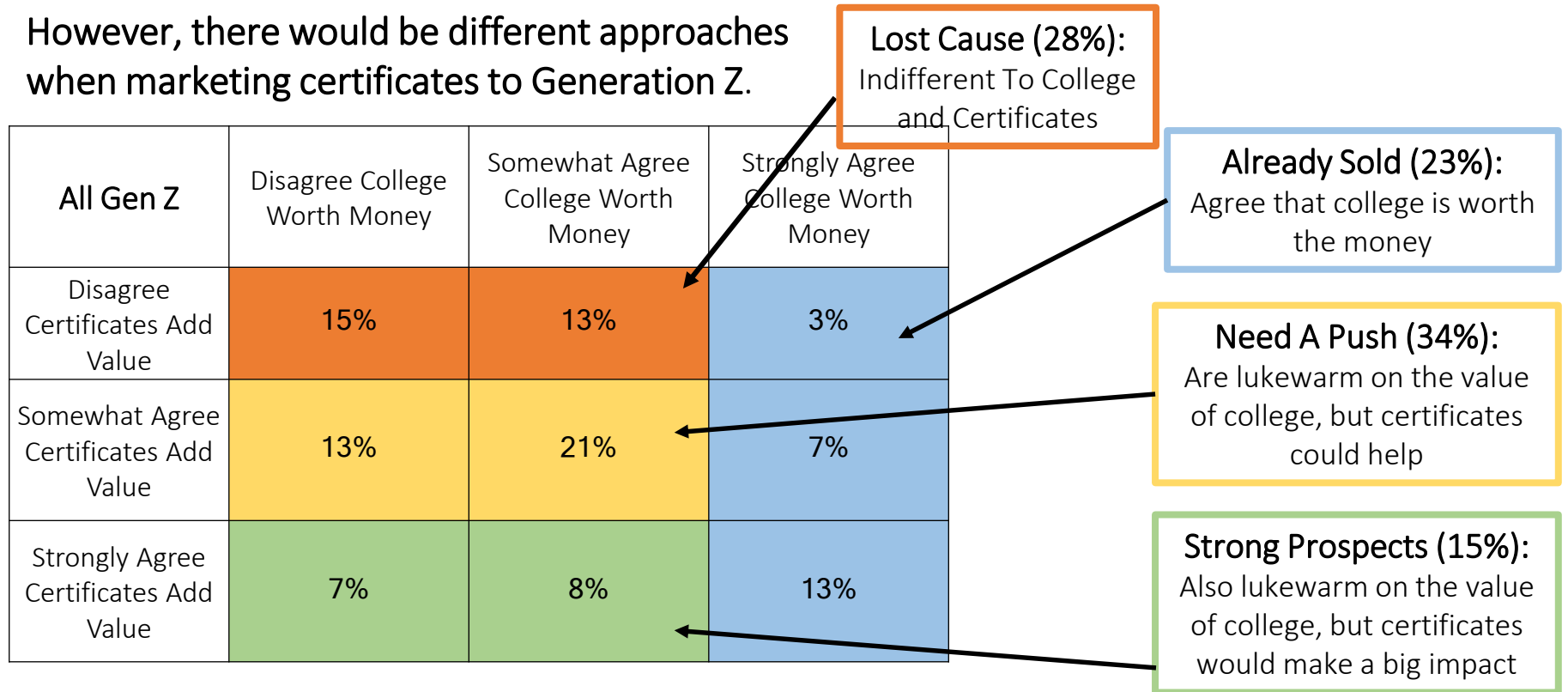
Colleges and universities are aligned with the needs and expectations of employers.

Gen Z Only	Male	Female
2/4 Year Degree	68%	77%
No College	65%	73%

Source: UPCEA Generation Z and Millennial Survey, 2017

The majority of Generation Z believes a certificate adds value. Most also see the value of college. When combining the two, there are a number of certificate opportunities for Generation Z. Twenty-two percent of Generation Z could be interested in certificates.

However, there would be different approaches when marketing certificates to Generation Z.



Source: UPCEA Generation Z and Millennial Survey, 2017

Over half of both Gen Z males and females are more open to a degree if there are certificates along the way. However, interest in certificates increases among those not in college.

College:

Lost Cause: 33%

Already Sold: 33%

Need A Push: 24%

Strong Prospects: 12%

Gen Z Males	College			No College		
	Disagree College Worth Money	Somewhat Agree College Worth Money	Strongly Agree College Worth Money	Disagree College Worth Money	Somewhat Agree College Worth Money	Strongly Agree College Worth Money
Disagree Certificates Add Value	15%	18%		12%	12%	
Somewhat Agree Certificates Add Value	6%	18%	12%	29%	24%	
Strongly Agree Certificates Add Value	3%	9%	21%	12%	6%	6%

No College:

Lost Cause: 34%

Already Sold: 6%

Need A Push: 53%

Strong Prospects: 18%

College:

Lost Cause: 29%

Already Sold: 27%

Need A Push: 28%

Strong Prospects: 16%

Gen Z Females	College			No College		
	Disagree College Worth Money	Somewhat Agree College Worth Money	Strongly Agree College Worth Money	Disagree College Worth Money	Somewhat Agree College Worth Money	Strongly Agree College Worth Money
Disagree Certificates Add Value	17%	12%	7%	13%	7%	
Somewhat Agree Certificates Add Value	10%	18%	8%	20%	40%	
Strongly Agree Certificates Add Value	8%	8%	12%	7%	7%	7%

No College:

Lost Cause: 20%

Already Sold: 7%

Need A Push: 60%

Strong Prospects: 14%

Gen Z's Perspective



When we don't understand things in class, our first instinct is to use the Web, whether that means a YouTube video or a Khan Academy lecture.

For us, the value of college is usually not the coursework. We go to college because of the connections we can make with professors, professionals, and our peers.

Given how expensive college has become, we often only select degrees with strong ROIs.

Most of us don't want to go to graduate school. Why would we spend 2 or more years outside of the workforce when the workforce is moving at a faster pace than academia? Integrated undergraduate programs such as BS/MBA programs for STEM students and integrated Master's in Accounting programs (each of which usually only requires an extra year of college) are becoming more common. We are also intrigued by online, specialized programs rather than on-location programs.

-Thoughts of the 22-year old Gen Z authors who are about to graduate

Implication for Higher Education and the Workforce

- Adding certificates along the way to a traditional degree may improve value for almost half of those who are skeptical.
- Given the strong connectedness to communities and sense of value measurement, Generation Z has potential to disrupt enrollments if other more viable credentials have proven effective.
- Especially for those who enroll but don't complete college, having something (a non-degree credential) to show for some effort and learning may prevent them from becoming anti-education, and may turn them into advocates later on.
- Generation Z'ers are applied learners. While they work well in groups, Gen Z'ers are capable of working independently, gathering information along the way.
- Gen Z'ers see value in certificates along the way to a degree: Over 70% who did not end up going to college might be persuaded to earn certificates as a means of their career advancement.*
- Students want to see education and marketing personalized to them. They want specialized degrees and are not as quick to see the value in a traditional college program when compared to its outrageous costs.

Conclusions and Final Insights

A photograph of a man with a beard and sunglasses standing with a bicycle in front of a brick wall. The image is overlaid with a semi-transparent orange filter. The text 'GenerZation' is written in white, with the letter 'Z' being significantly larger than the other letters.

GenerZation

Final Insights on Generation Z

Generation Z is slowly emerging as an economic force that will impact our higher education systems. Professional, continuing and online (PCO) education units that are most prepared will reap the benefits of a competitive advantage by having credentials that Generation Z wants, in content areas that will have a demonstrated economic return, **designed** in educational packages that meet their needs, and **delivered** in a manner that is socially positive or convenient for their lifestyles and with global consciousness. One thing that is clear, as this eBook may suggest, is that Generation Z is an informed generation with specific brand loyalties. They are savvy and will assess value against their resources.

As this generation moves into their mid and late 20's, they will grow their consumer power in a way that will significantly impact professional, continuing and online education units. PCO units will need to rethink content, credentials, delivery, enrollment management, marketing and more as they come to grips with this new adult learner market.



This eBook tells a story and each chapter adds to the impact that Generation Z will have on future educational decisions. As mentioned earlier, they are harder to reach, more informed and have to make choices regarding how they spend their precious money.

This generation is complex, but for higher education marketers and program developers, it's all about creating and managing value. Value cannot be assumed in future educational offerings. Offering online programs creates convenience which thus creates value. Since they are spending their precious money, they increasingly expect customization and personalization throughout their educational experience.

Strong content and credentials that create more job opportunities demonstrate value. Without good marketing, value in the educational offering may not be optimized.



Significance of Generation Z

Implications for Marketers

- ❖ Fragmentation of media and marketing channels
- ❖ Insufficient resources or expertise to stay ahead or in front of Gen Z
- ❖ Lack of expertise in social media platforms
- ❖ They may break our CRM systems ... and then we might be in trouble
- ❖ PR response to potential hazardous viral response
- ❖ Pinpointing value in the marketing equation and strategy

Implications for Student Services

- ❖ Some of these students or inquirers are used to having “handlers,” so the range of questions will be broad. Simple questions that might surprise you may be asked, but more complex and informed questions will also be asked.
- ❖ Be patient with this group, as a bad customer service experience could go viral.
- ❖ Having a system to respond appropriately may be needed.

Significance of Generation Z (cont'd)

Implications for Faculty

- ❖ Delivering true new content
- ❖ Having comfort and experience with new teaching models and tools
- ❖ Integrating video and other relevant tools as needed
- ❖ Changing hats to be content expert and facilitator or leaning on a team to deliver learning
- ❖ Bridging the generational gap in communication
- ❖ Respecting and not underestimating the new learner

Implications for Instructional Designers

- ❖ Designing for multiple generations, as opposed to one
- ❖ Not only working with diverse learners, but diverse faculty
- ❖ While faculty are teaching the learner, you're teaching faculty
- ❖ Becoming an advocate for the learner and learner effectiveness
- ❖ Being the evangelist for new tools and approaches

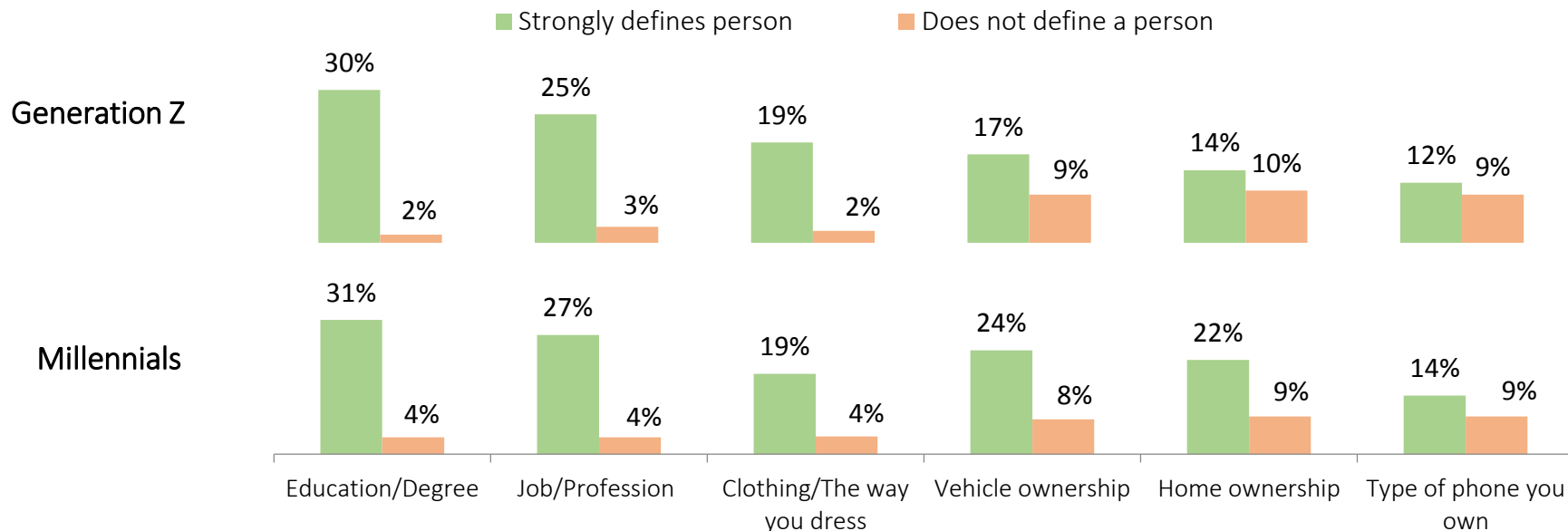
Implications for Administrators

- ❖ As you create systems and processes for today's enrollments, respect that Gen Z will enter them ... and potentially break them. Be prepared.
- ❖ Prepare faculty for the new generation.
- ❖ Prepare short and long-term responses to Gen Z in your marketing and program development.
- ❖ Invest in new tools, technologies and credentialing.
- ❖ Budget and staff in the long-term for the new learner, i.e., instructional design, faculty, marketing

Generation Z Higher Education Program and Marketing Checklist

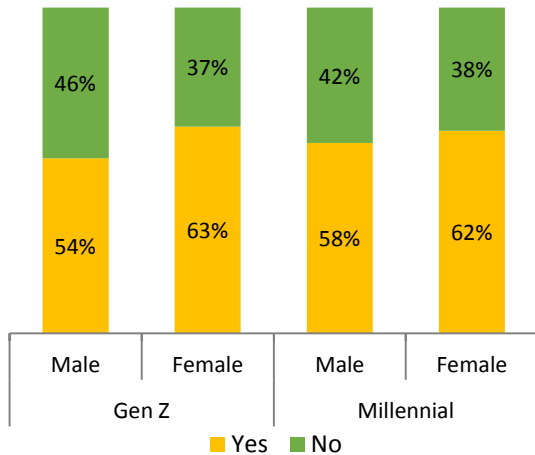
- Are you designing programs that Generation Z wants?
- Have you made your prices easy to find?
- Have you created value around your pricing?
- Have you thought of an “influentials” marketing approach?
- Have you marketed to their “influential”?
- Have you identified program areas in your portfolio that might appeal more to Generation Z’ers?
- Are the programs designed around their needs, e.g., convenience, smaller bundles?
- Are you communicating in their language and using their tools of communication?
- Are you approaching those who have already had an experience with you, i.e., alumni?
- Have you assessed the quality of the competition and whether they are vulnerable?
- Have you developed your customer relationship management systems around their patterns and preferences?
- Are you measuring your marketing efforts to make sure you are having success with Generation Z?
- In marketing to Millennials, are there easy ways to reach Generation Z?
- Does your organization have in its professional development plans a way to understand Generation Z?

In terms of what might define or influence them, Generation Z and Millennials have similar feelings regarding education and a job. However, Millennials also view vehicle and home ownership as influential.

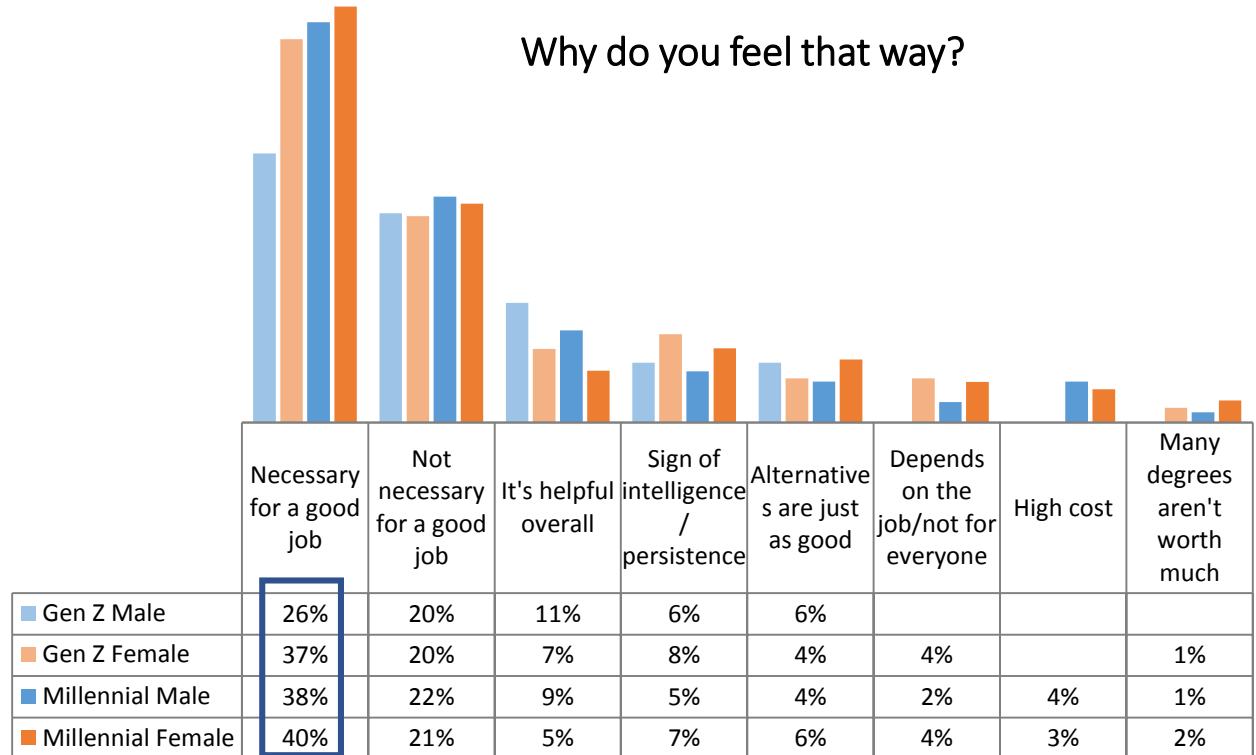


Young adults understand the need for education, but do they appreciate the value?

Do you believe that having at least a four-year college degree is essential for professional success?

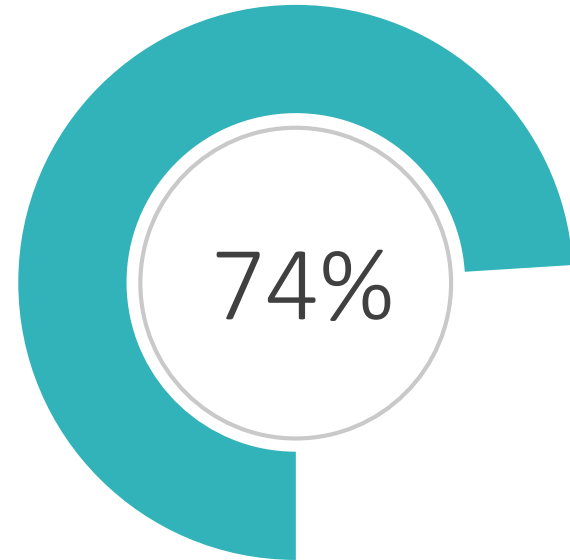
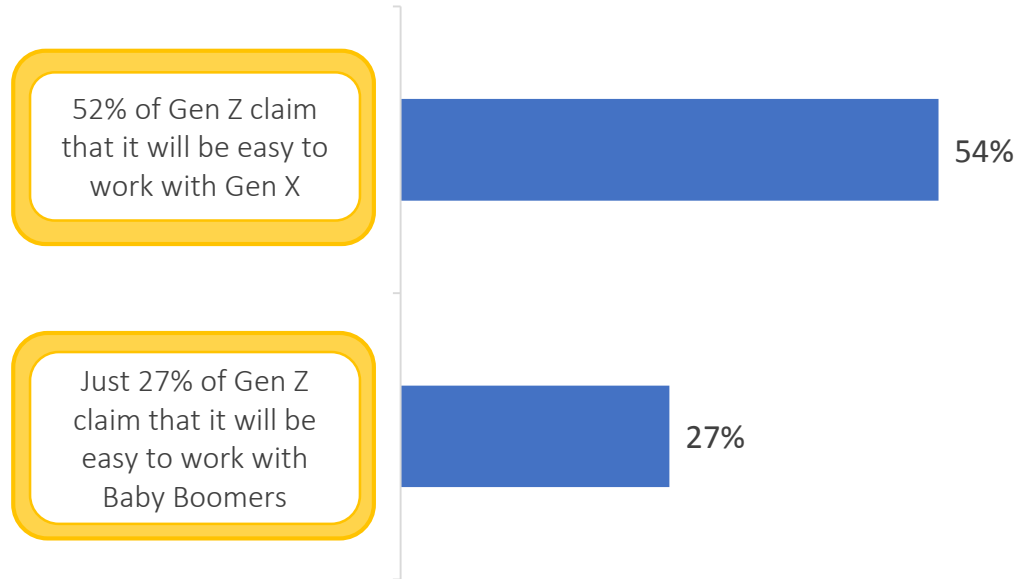


Why do you feel that way?



Intergenerational Communication in the Workplace

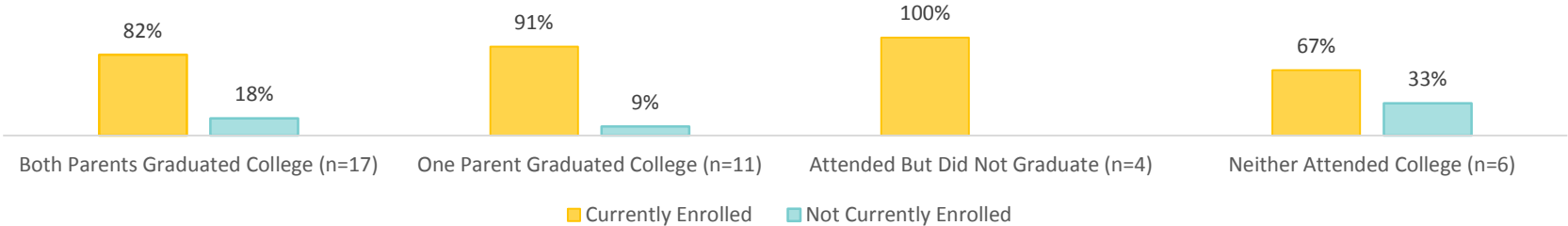
Generation Z appears to be confident about communicating in the workplace with Generation X, who will likely be their bosses and supervisors. They are less confident about communicating with Baby Boomers, who will soon be leaving the workforce.



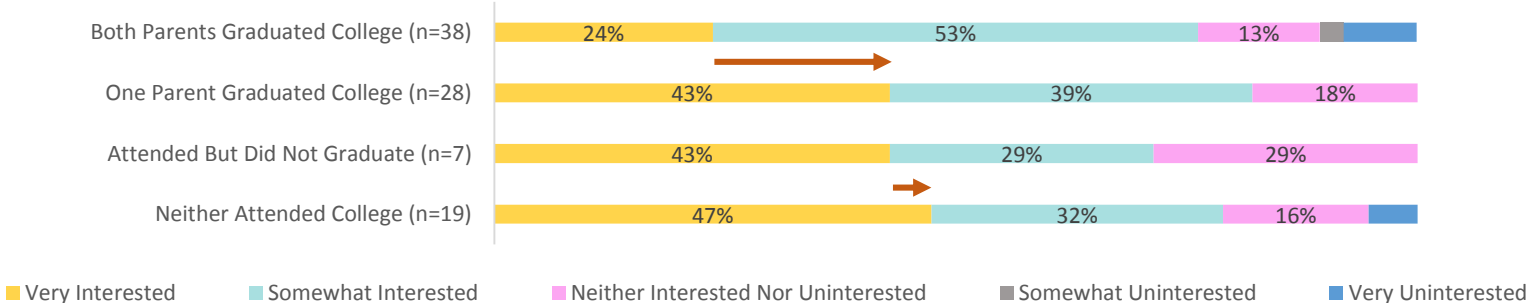
74% of Gen Z prefer face-to-face communication with their colleagues.

As expected, enrollment in college or university is higher in Gen Z'ers whose parents went to college or university. However, enthusiastic interest in earning future certificates and badges is higher for those whose parents did not attend college.

College Enrollment by Parent College Education Attainment



Interest in earning an educational, professional or skill-based certificate or badge in the future.



Source: UPCEA/Blackboard Survey 2017



About UPCEA

For over 100 years, the University Professional and Continuing Education Association (UPCEA) has been enhancing the quality of higher education and has established itself as the leading association for professional, continuing and online education. The association currently serves over 400 institutions through its Center for Research and Strategy, Center for Online Leadership, innovative conferences, and specialty seminars. The Center for Research and Strategy is the research and consulting arm of the association, formed to meet the research needs of its members.

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