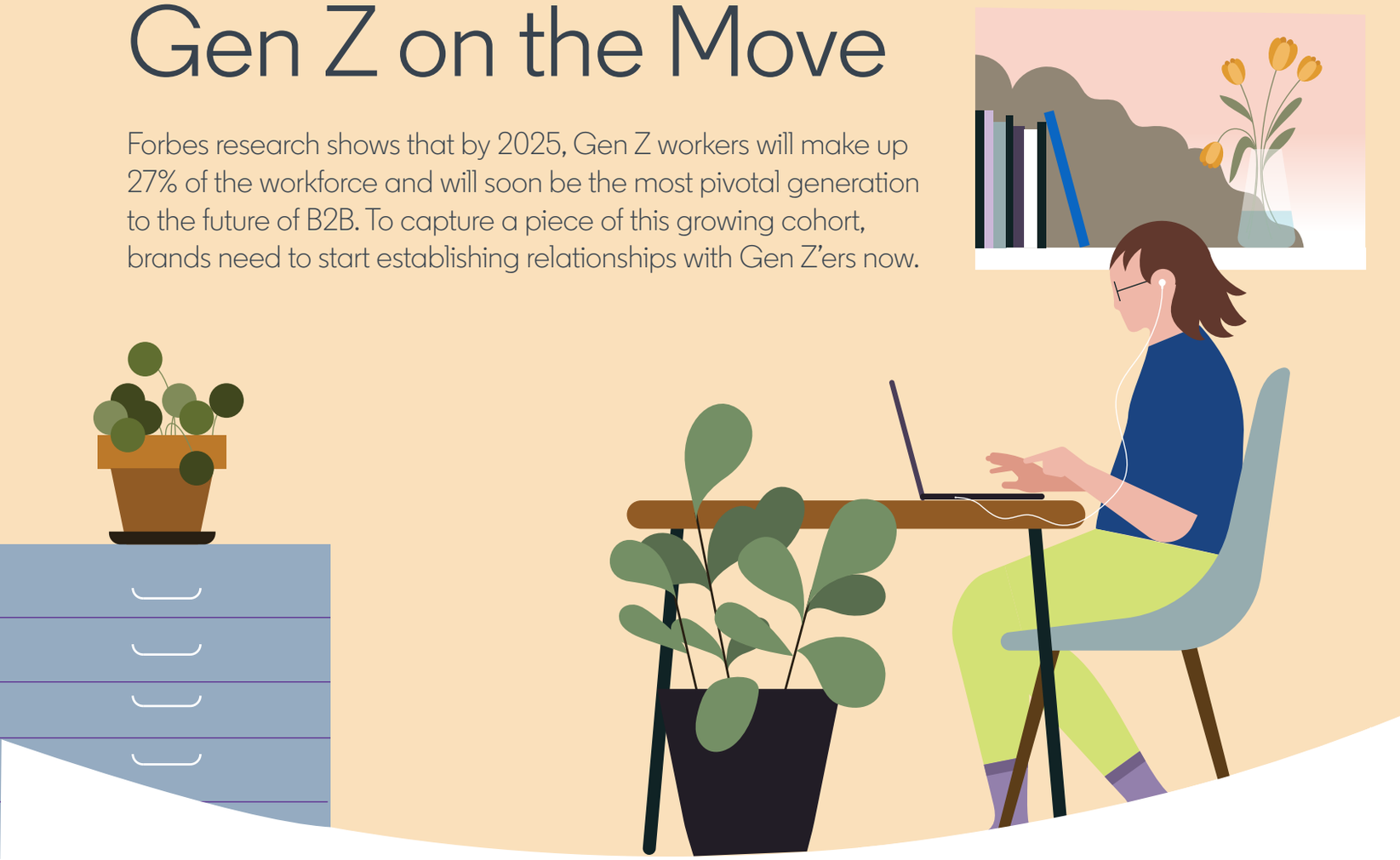
Gen Z on the Move

Forbes research shows that by 2025, Gen Z workers will make up 27% of the workforce and will soon be the most pivotal generation to the future of B2B. To capture a piece of this growing cohort, brands need to start establishing relationships with Gen Z'ers now.



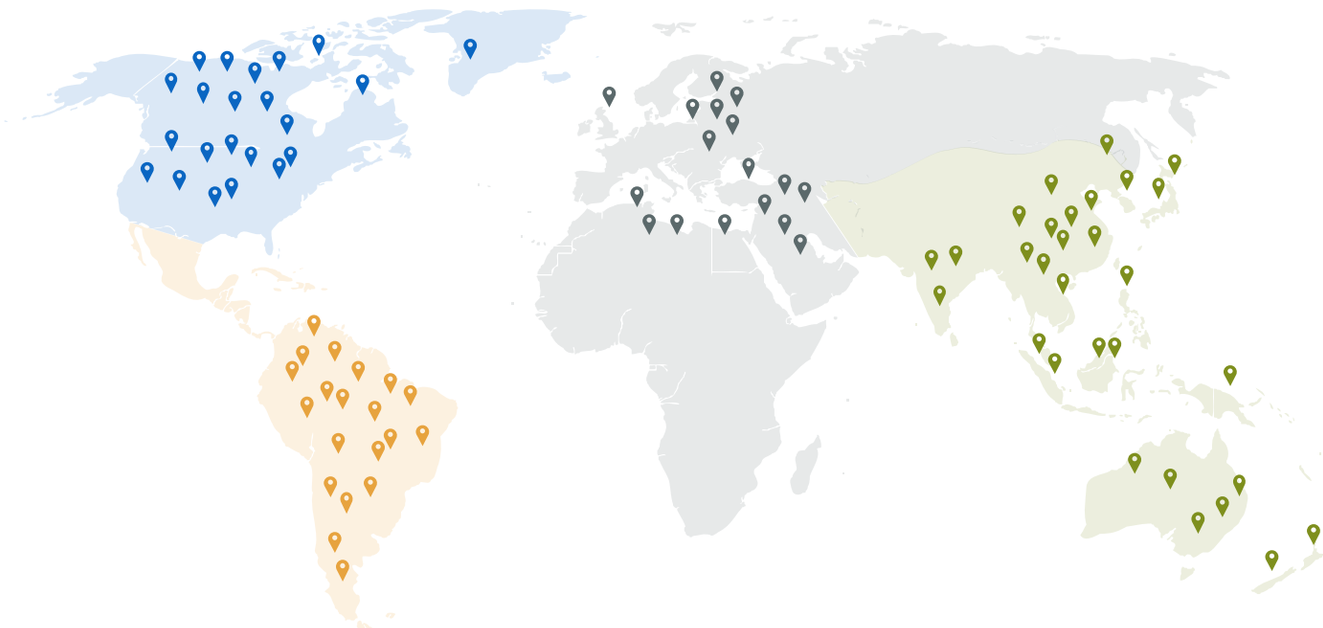
Who is Gen Z?

Gen Z is defined as the demographic cohort of individuals born in the years between 1997 to 2012 (ages 9 to 24 in 2021)

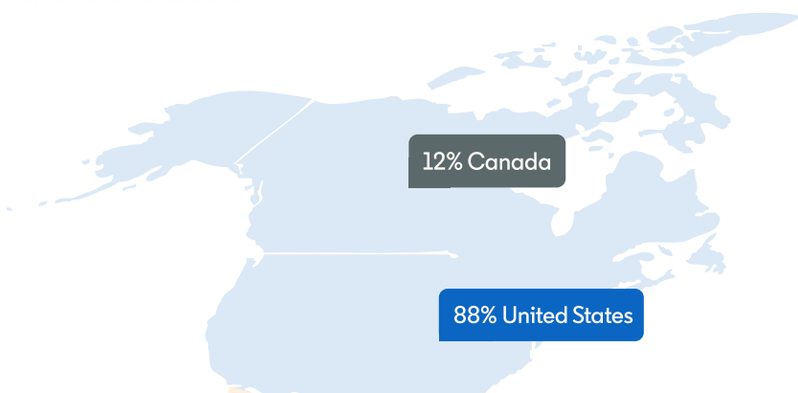
Gen Z	Millennials	Gen X	Baby Boomers

Born:	1997-2012	1981-1996	1965-1980	1946-1964
Ages:	9 to 24	25 to 40	41-56	57-75

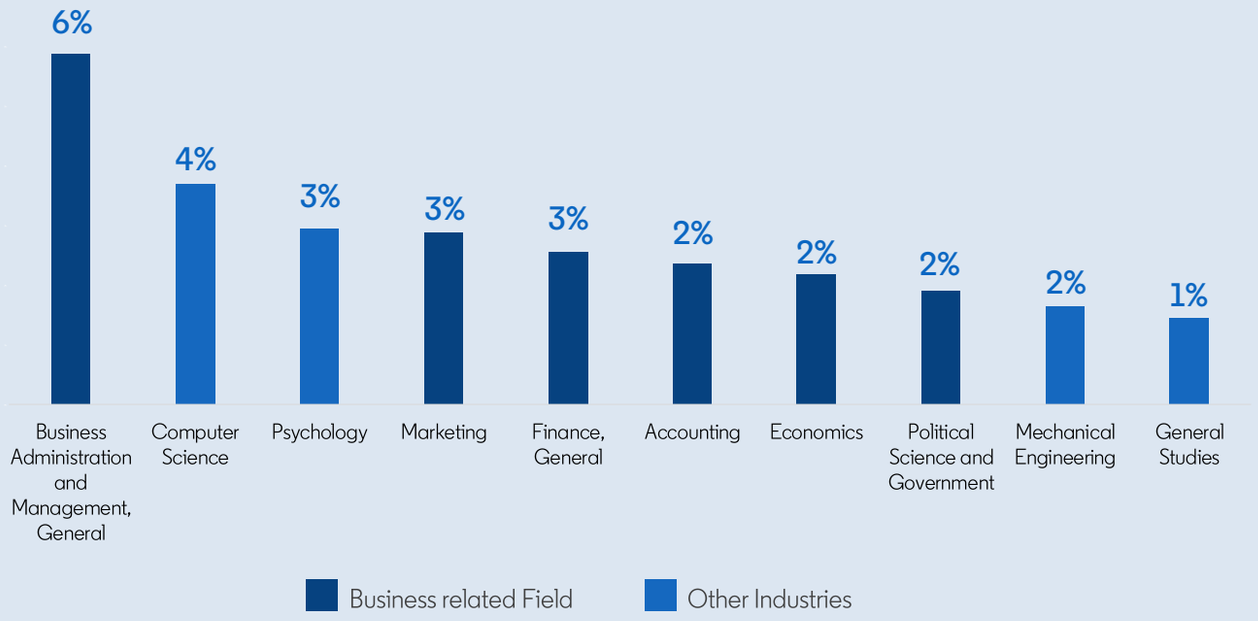
The largest Gen Z Audience on the platform is in the U.S., followed by India, Brazil and France.



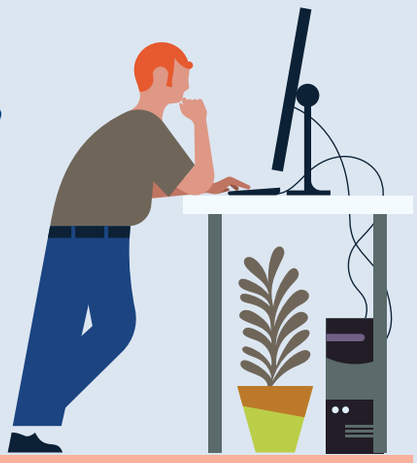
88% of **NAMER Gen Z** are US based



Most Gen Z members join LinkedIn right after graduating from high school. Of those that attend university, almost 20% of Gen Z members in North America study in a business-related field.



Gen Z is leading the 'Great Reshuffle.'



The global workforce is shifting at an accelerated pace.

54% of **Gen Z workers** are considering quitting their jobs.

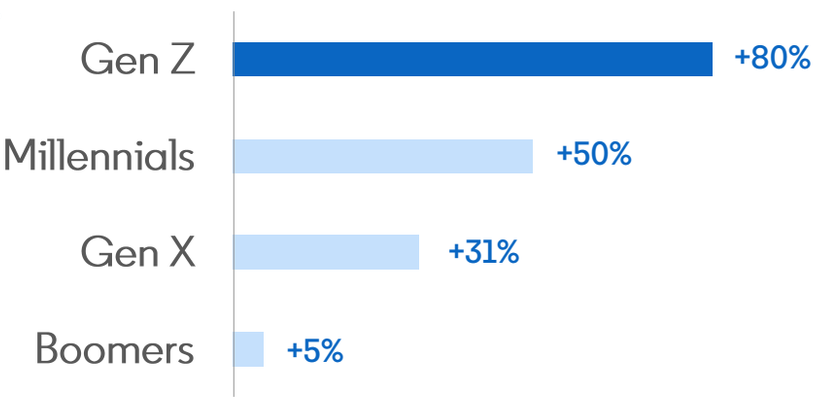
41% of the **global workforce** could be considering resignation.

> **"We are experiencing right now globally, one of the biggest changes to ever play out in the world of work... as of Sept 2021 we see a 54% increase year over year in job transitions across the platform."**
>
> **–Ryan Roslansky, CEO of LinkedIn**

Job Transitions Up

80% YoY

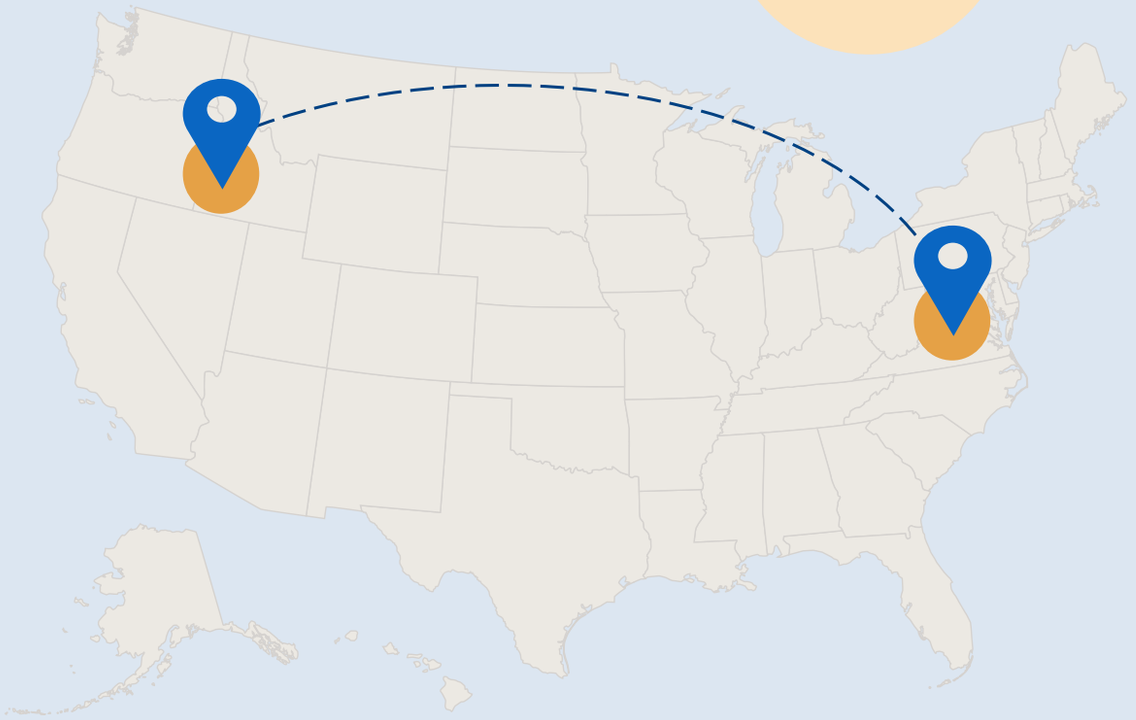
YoY Increase in Job Transitions on LinkedIn



Gen Z has surpassed Millennials to become the most mobile

segment of the workforce in the U.S..

+23% in the US



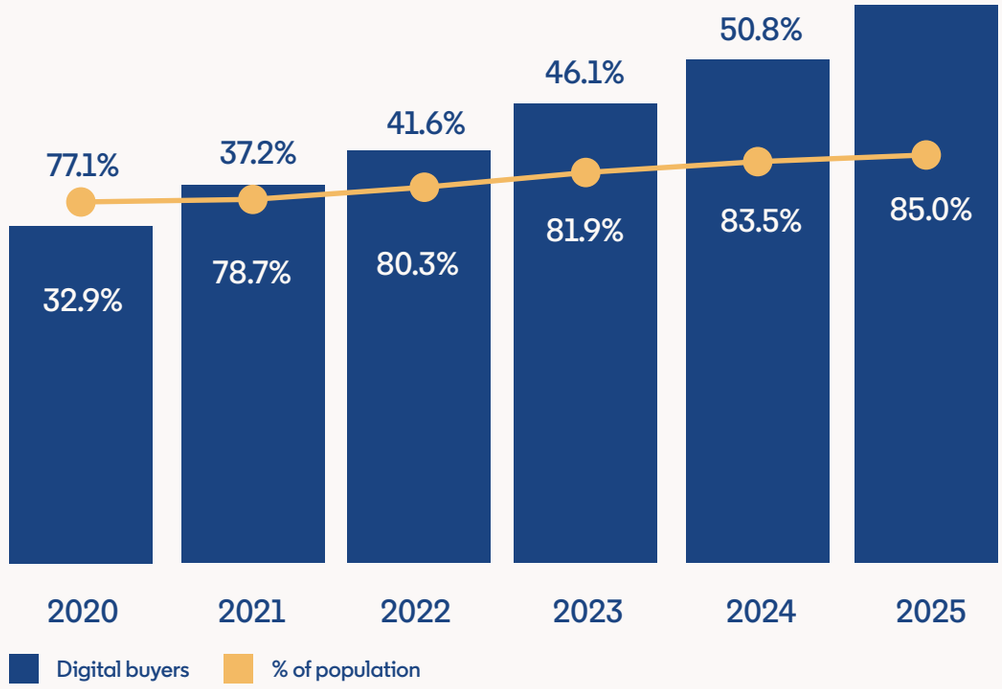
Gen Z is becoming the largest cohort of online consumers.

The number of US Gen Z digital buyers will surpass 37 million in 2021.

US Gen Z Digital Buyers and Penetration, 2020-2025

millions and % of population

55.6%

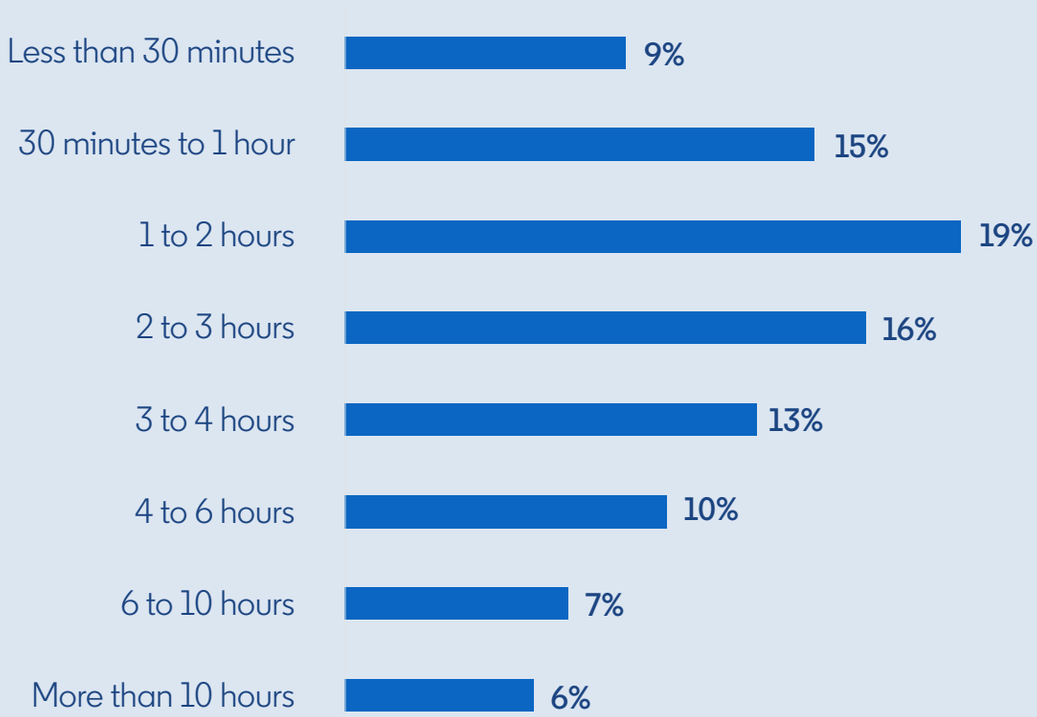


Note: digital buyers are defined as internet users who have made at least one purchase via any digital channel (including online, mobile and tablet) during the calendar year; Gen Z are individuals born between 1997 and 2012
Source: eMarketer, May 2021

Gen Z is the fastest growing audience demographic on LinkedIn, and is estimated to account for $29 to $143 billion in direct spending.

The majority of Gen Z members spend more than an hour on social media everyday and visit LinkedIn more than once a week.

On an average day, how long do you spend on social media?
(Gen Z - Global)



+71% spend more than an hour on social media every day

+63% visit LinkedIn at least every week

Gen Z is a defined cohort with distinct traits.

Only 23% of Millennials think they were similar to Gen Z at the same age.

Millennials

Demographic cohort also known as Generation Y, born in the years between 1981 to 1996 (ages 24 to 39 in 2020).

Gen Z

Demographic cohort also known as Zoomers, born in the years between 1997 to 2012 (ages 9 to 24 in 2021)

Gen Z'ers on LinkedIn are ambitious and value learning.

Mindset

Learning Ambition Wealth

Attitude

- I never want to stop growing
- I value transparency and authenticity
- I want to be a part of something bigger

Gen Z

10% of LinkedIn audience

Life Goals

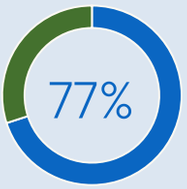
- Learning New Skills
- Career success
- Financial Security

Brand Values

- Authenticity
- Sustainability
- Giving Back

They are also career-motivated, crave stability, are analytical and well researched, and have a high aptitude for social awareness.

Career Motivated



Analytical & Well Researched

65%

65% of surveyed Gen Zers said that they value knowing what is going on around them and being in control. When it comes to a new technology adoption, they

77% of Gen Zers "believe they will need to work harder compared to those in past generations to have a satisfying and fulfilling professional career

Crave Stability

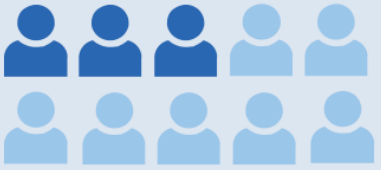
Digital Natives

Gen Z is the first generation to be born into a world of peak technological innovation.

Technology has become a necessity for this generation, as many have not seen a time without Internet

research more vendor options compared to the general population

High Aptitude for social awareness



3 in 10

Gen Zers care about politics and social issues

Gen Z displays an increasing regard for eco-consciousness and social equality, putting extra pressure on companies to showcase their contribution to fighting widespread issues.

Sources:

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