

# THE VOICE OF GENERATION Z

## WHAT POST-MILLENNIALS ARE SAYING ABOUT WORK

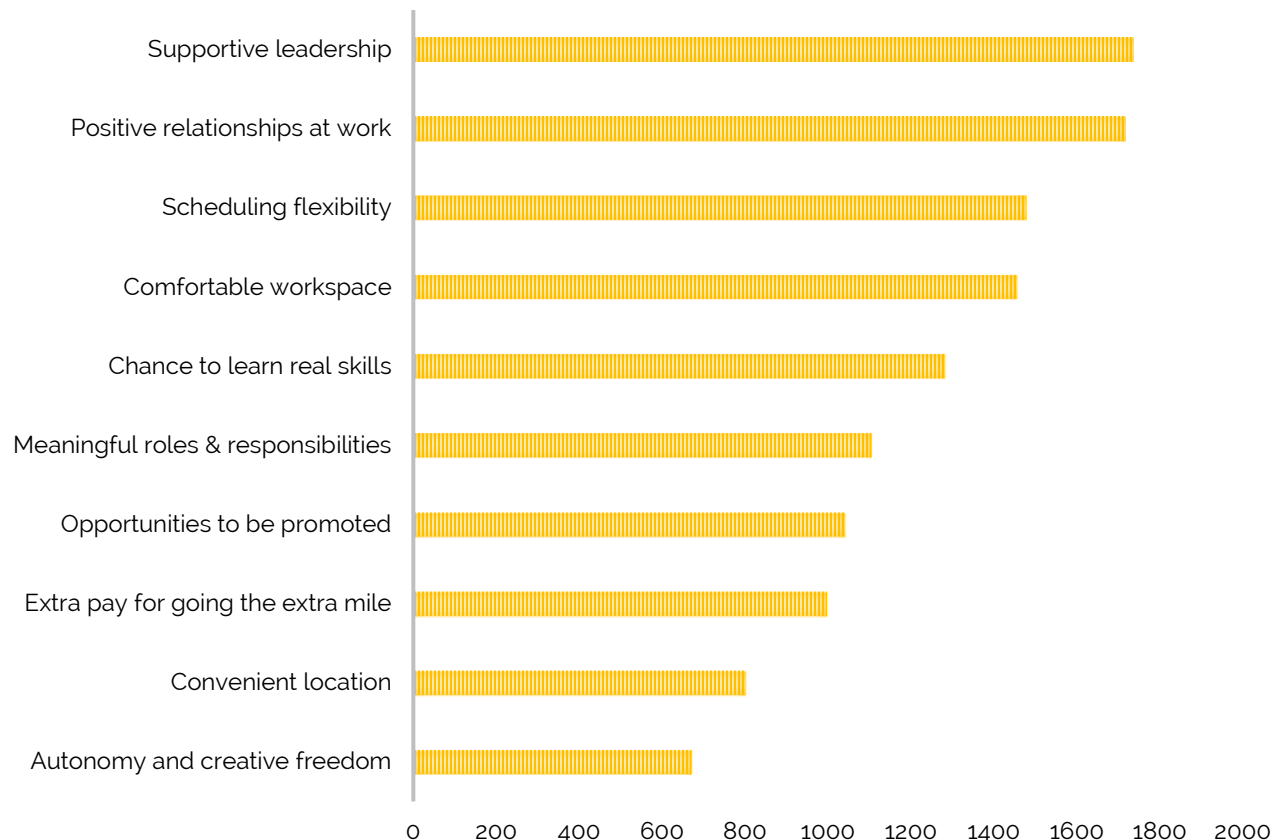


### GEN Z CARES MORE ABOUT THE HUMAN ELEMENT THAN ANYTHING ELSE IN THE WORKPLACE

GEN Z (b.1995-2002) are arguably the first true digital natives in the workplace. But that doesn't mean they only want to interact with screens.

In our survey of 4,093 respondents, **Supportive Leadership** and **Positive Relationships at Work** ranked as Gen Zers' top two most important factors to consider in a job.

#### JOB FACTORS RANKED IN ORDER OF IMPORTANCE BASED ON "CHOOSE YOUR TOP THREE"



# THE VOICE OF GENERATION Z

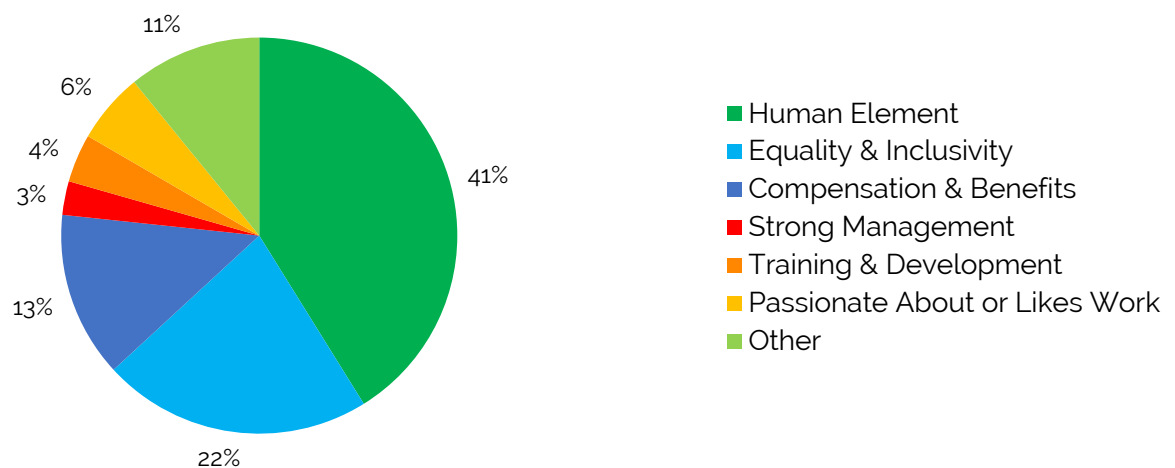
## WHAT POST-MILLENNIALS ARE SAYING ABOUT WORK



Of those who chose to provide further detail in the form of open-ended responses, a whopping **41%** reiterated the value of the human element.

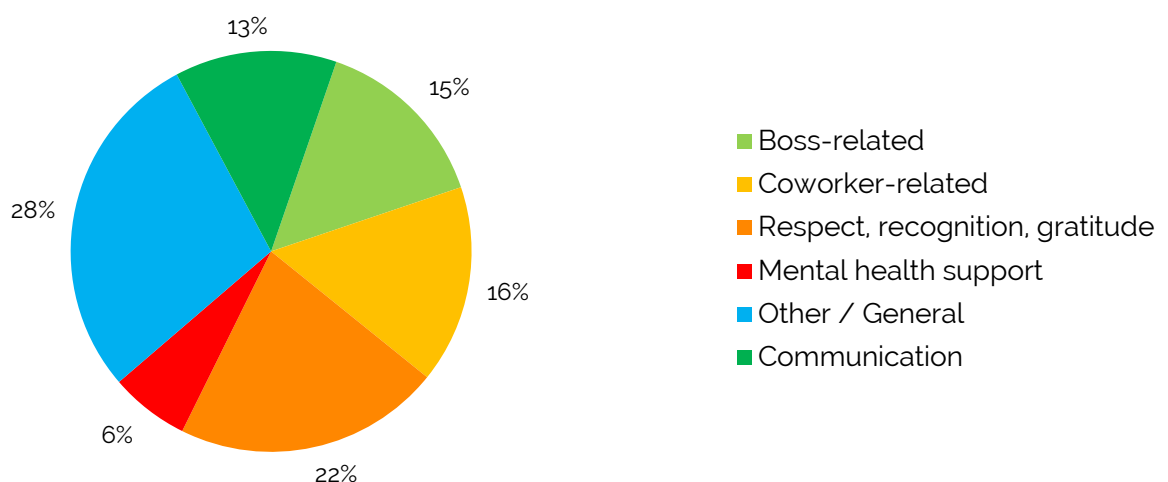
### SIGNIFICANT OPEN-ENDED RESPONSES

TOTAL: 836



Mutual respect, gratitude, and recognition between coworkers and leadership was a recurring theme throughout the data.

### BREAKDOWN OF HUMAN ELEMENT RESPONSES



# THE VOICE OF GENERATION Z

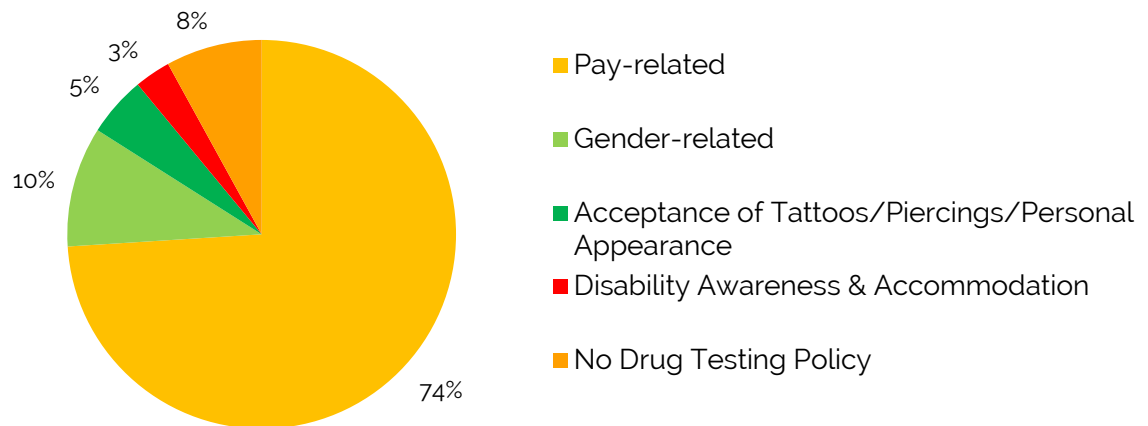
## WHAT POST-MILLENNIALS ARE SAYING ABOUT WORK



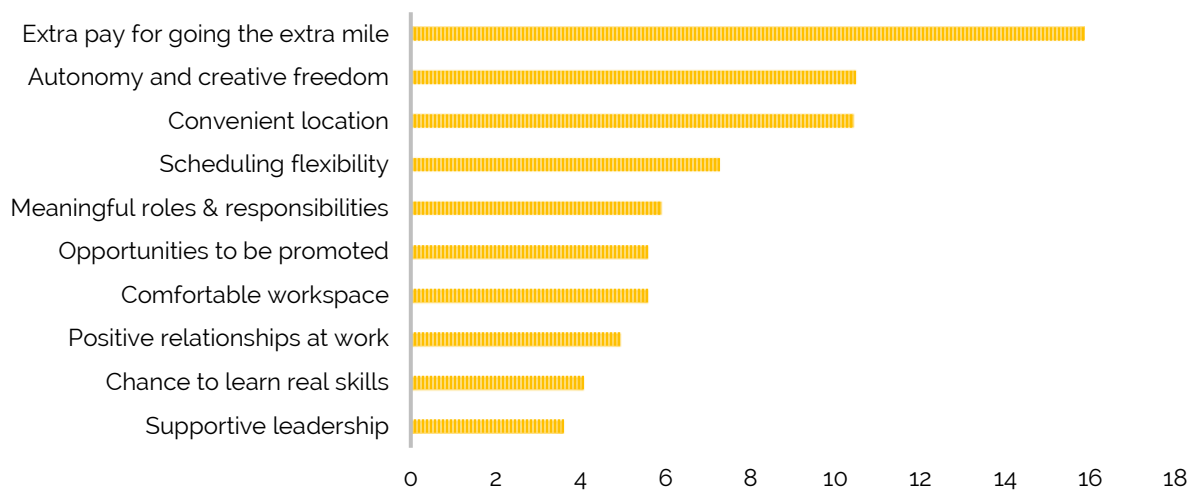
Issues related to equality and inclusivity were the second most-represented in open-ended responses. **74%** of these responses mentioned the importance of "equal" or "fair" pay, with a noted emphasis on gender pay equity.

This data further reinforces the importance of the human element to Gen Z - they would rather see pay fairly distributed among all employees than to individually receive extra pay for extra effort.

### BREAKDOWN OF EQUALITY & INCLUSIVITY RESPONSES



### PERCENTAGE OF RESPONDENTS WHO RATED FACTOR AS UNIMPORTANT TO THEM



# THE VOICE OF GENERATION Z

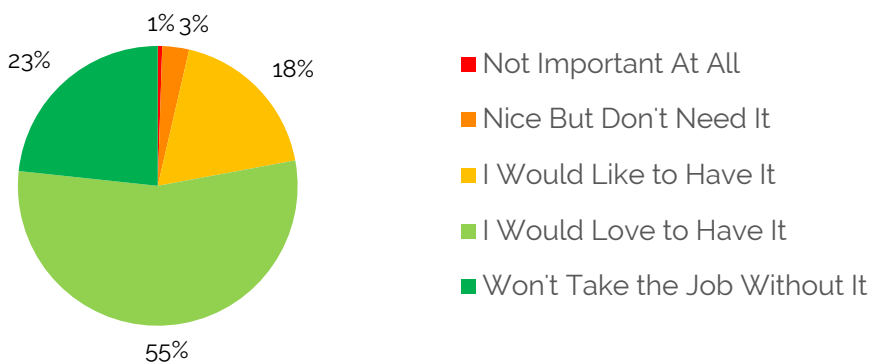
## WHAT POST-MILLENNIALS ARE SAYING ABOUT WORK



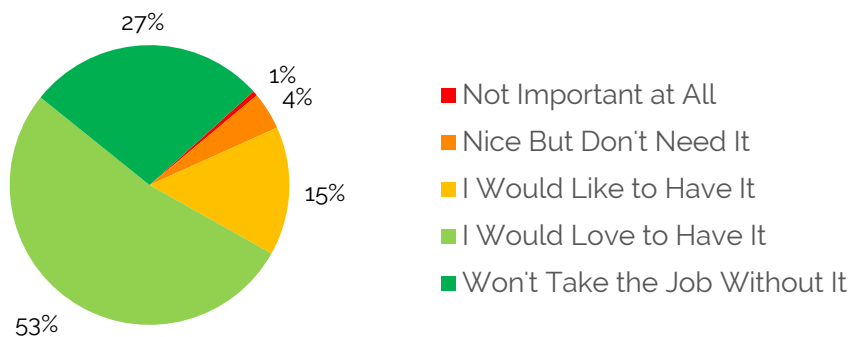
### JOB FACTOR RATINGS

In addition to choosing their top three job factors, respondents rated each factor individually:

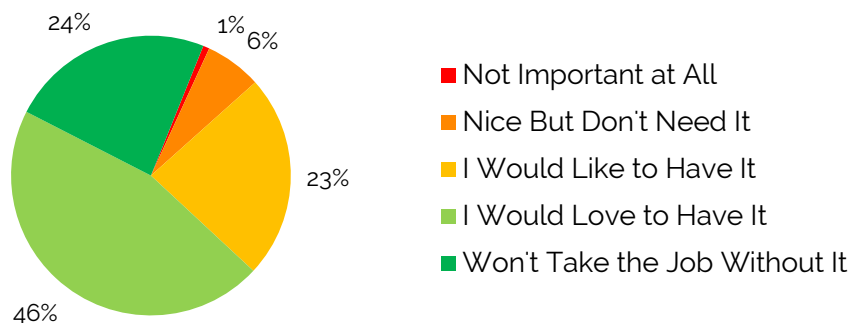
#### SUPPORTIVE LEADERSHIP



#### POSITIVE RELATIONSHIPS AT WORK



#### SCHEDULING FLEXIBILITY



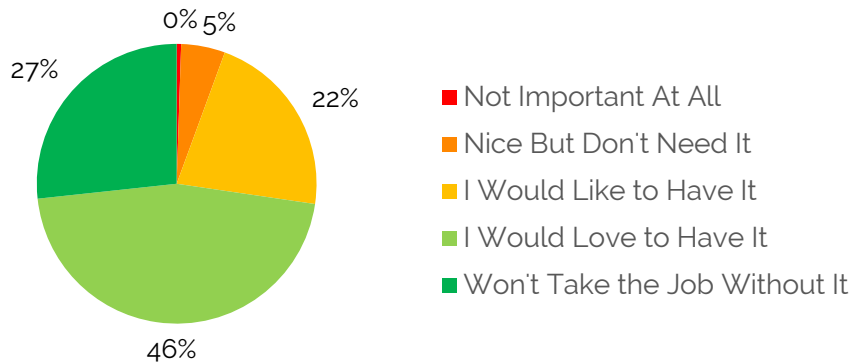
# THE VOICE OF GENERATION Z

## WHAT POST-MILLENNIALS ARE SAYING ABOUT WORK

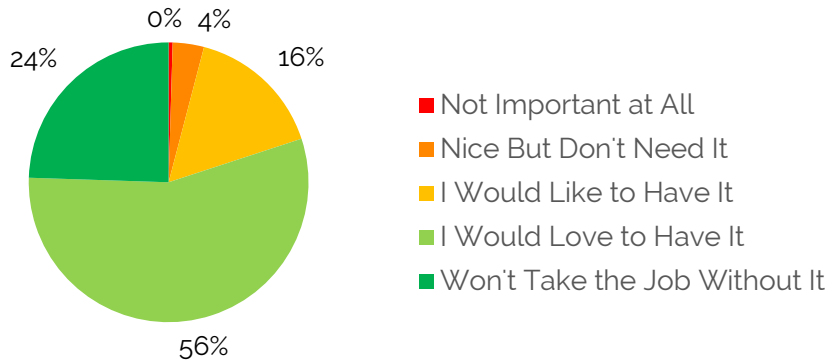


### JOB FACTOR RATINGS

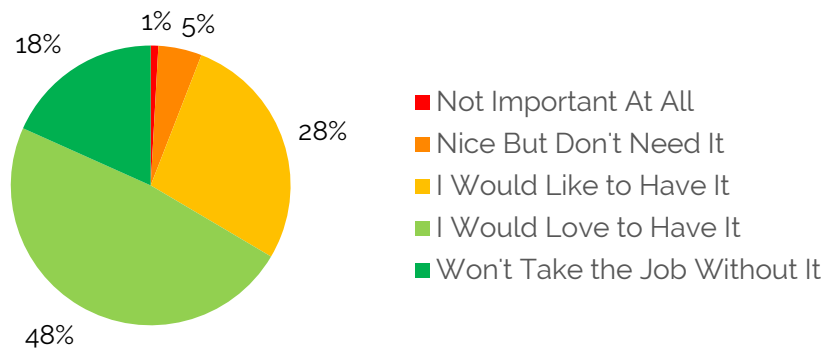
#### COMFORTABLE WORKSPACE



#### CHANCE TO LEARN REAL SKILLS



#### MEANINGFUL ROLES & RESPONSIBILITIES



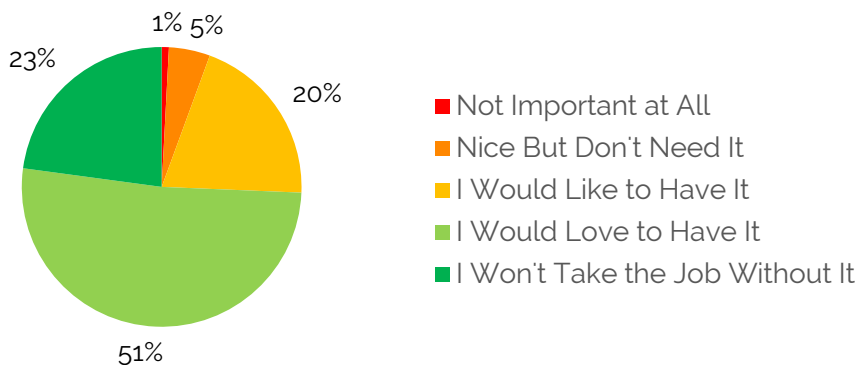
# THE VOICE OF GENERATION Z

## WHAT POST-MILLENNIALS ARE SAYING ABOUT WORK

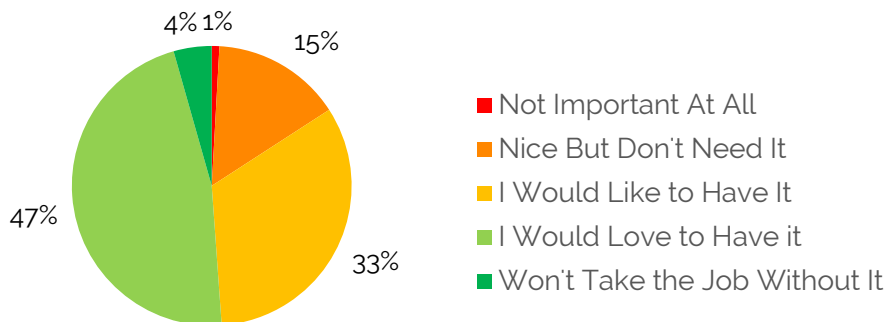


### JOB FACTOR RATINGS

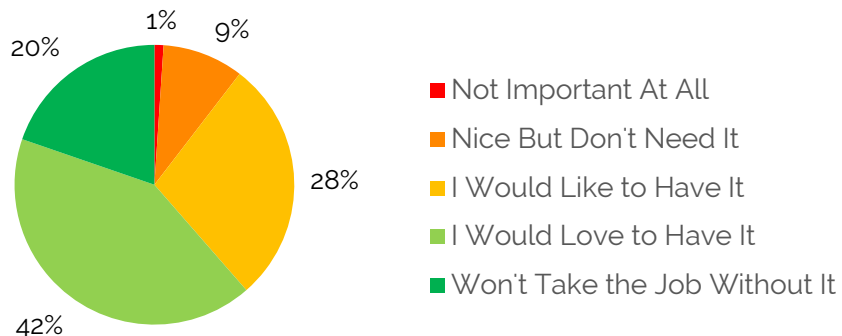
#### OPPORTUNITIES TO BE PROMOTED



#### EXTRA PAY FOR GOING THE EXTRA MILE



#### CONVENIENT LOCATION



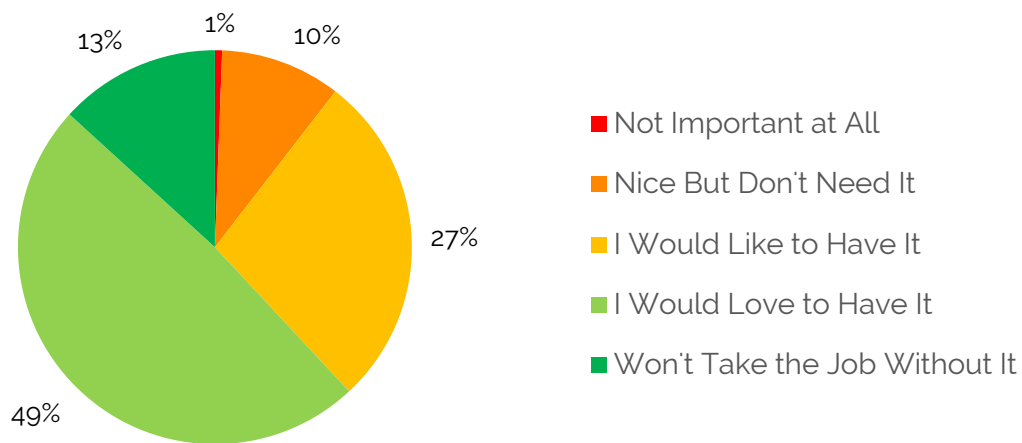
# THE VOICE OF GENERATION Z

## WHAT POST-MILLENNIALS ARE SAYING ABOUT WORK



### JOB FACTOR RATINGS

#### AUTONOMY AND CREATIVE FREEDOM



### OUR RESEARCH PROCESS

**OUR DATA** was gathered from June – July 2018 by the RainmakerThinking Summer Intern Research Team, themselves members of Generation Z. They administered the survey both in-person and online, gathering answers from a total of **4,093 respondents**, aged 16 – 23. In addition to rating and ranking job factors, survey respondents wrote in answers about what matters to them in a job.

Our Research Team also conducted **43 interviews** with interested respondents, both in-person and online. You can watch highlights [here](#).

# THE VOICE OF GENERATION Z

## WHAT POST-MILLENNIALS ARE SAYING ABOUT WORK



### ABOUT RAINMAKERTHINKING, INC.

RainmakerThinking, Inc. is a management research, training and consulting firm and the leading authority on generational issues in the workplace, founded in 1993 by best-selling author Bruce Tulgan.

We continue to lead three longitudinal workplace studies:

- **The Generational Shift in the Workforce** (since 1993): Monitoring the impact of generational change
- **Leadership, Management, and Supervision** (since 1995): Cataloguing management challenges and the best tools and techniques for solving those challenges
- **Human Capital Management** (since 1997): Cataloguing best practices in staffing, recruiting, selection, performance management, rewards, retention, succession planning, and leadership development

Hundreds of thousands of individuals from hundreds of different organizations have participated in our research since 1993.

Based on these ongoing studies, we have provided custom research, training, and consulting services for more than 400 different organizations ranging from the United States Army to Wal-Mart. We have produced 20 books, hundreds of articles, and have been the subject or source for thousands of news stories around the world.

### CONTACT US

Interview clips and highlights from this survey are available on our [YouTube channel](#).

**Web:** [rainmakerthinking.com](http://rainmakerthinking.com)

**Email:** [mail@rainmakerthinking.com](mailto:mail@rainmakerthinking.com)

**Twitter:** [@BruceTulgan](https://twitter.com/BruceTulgan)

**LinkedIn:** [brucetulganrmt](https://www.linkedin.com/company/brucetulganrmt)

Response & data analysis conducted by Liz Richards and Sam Malissa of RainmakerThinking, Inc.

Data was gathered by the RainmakerThinking Summer Intern Research Team:

Frances Applegate  
Joe Coffee

Samantha Butlien  
Corinna Del Greco