

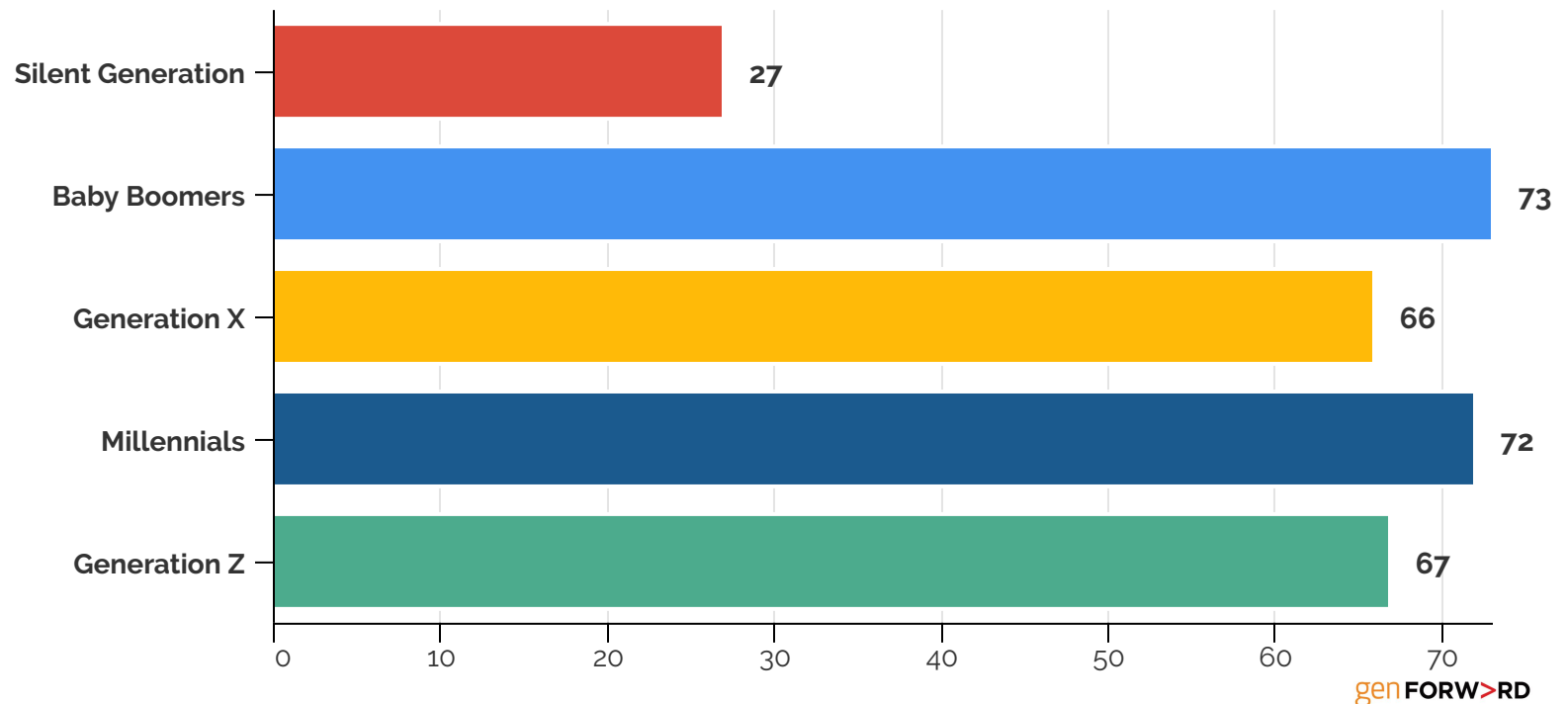
# Generation Z:

## by the numbers

Also deemed "Post-Millennials," Generation Z is known for having grown up in the ever-changing digital era. With the oldest of them just graduating college, here are a few things to know about them.

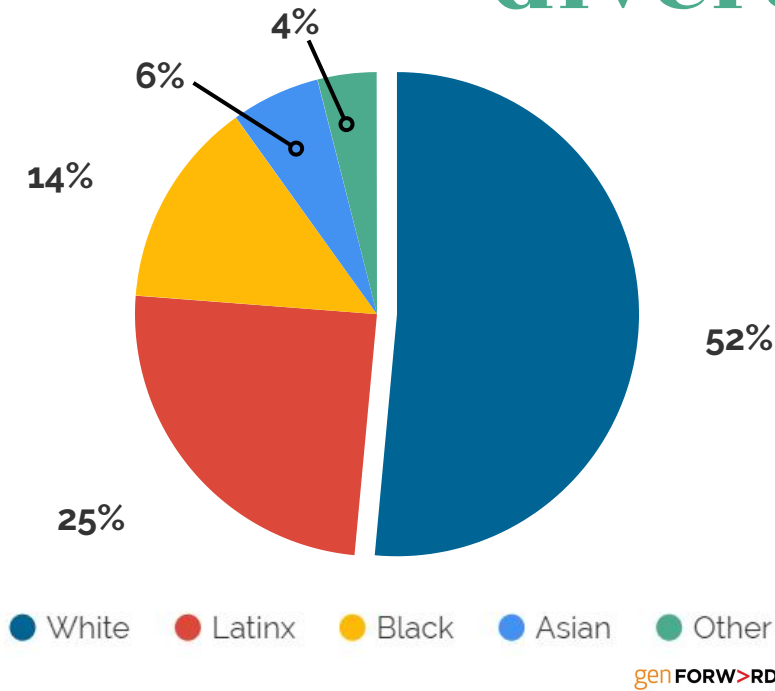
\*\*Though there are several ways to define the generation, here we will align ourselves with Pew Research Center in using **1997 and 2012** (ages 8-23) as our birthyear cutoffs.

### U.S. Population in 2018, in millions

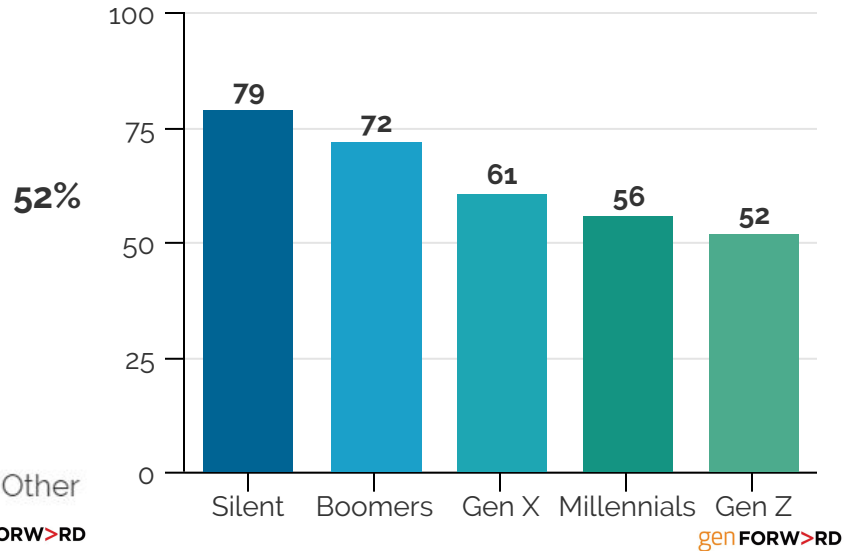


They are currently around **66.5 million** in number. For comparison, there were 65.4 million millennials in 2002. Generation Z is expected to continue growing as immigration adds to their numbers.<sup>1</sup>

# Millennials are already **the most diverse** generation yet.<sup>2</sup>



% White, by generation



Only a **bare majority** of Generation Z is white, and this unprecedented diversity is reflected in the U.S. general population's gradual diversification.

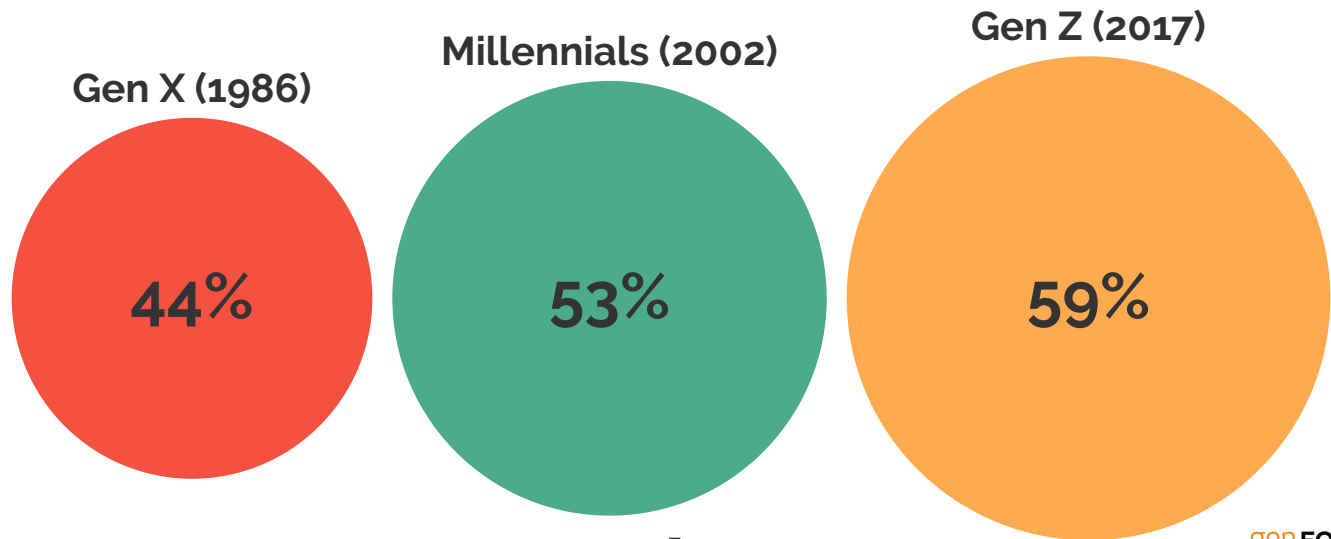


# 1 in 4

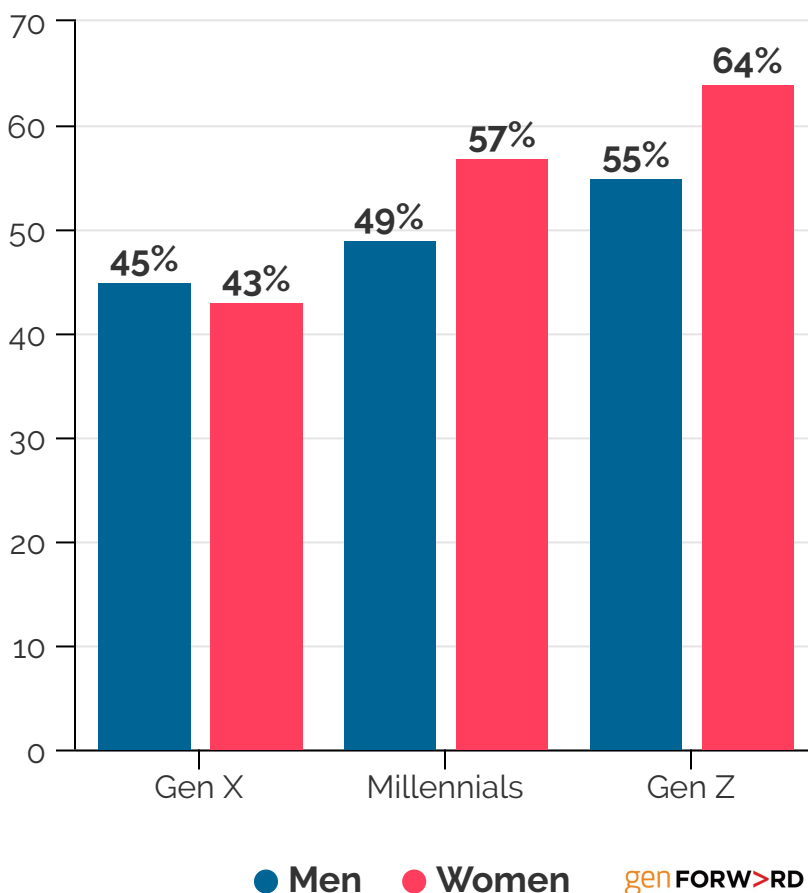
Gen Zers are of Latinx descent, a **larger proportion** than any previous generation.<sup>3</sup>

# They are also on track to becoming the **best educated** generation yet.

18 to 20-year-olds enrolled in college<sup>4</sup>



College Enrollment, ages 18 to 20, by sex<sup>5</sup>



College enrollment rates among young adults continue to **rise with each new generation.**

This upward trend is especially notable among the **young women of Gen Z**, of which **nearly two-thirds** are enrolled in college.

They are just beginning to **enter the workforce**, and will keep making waves as they continue to do so.

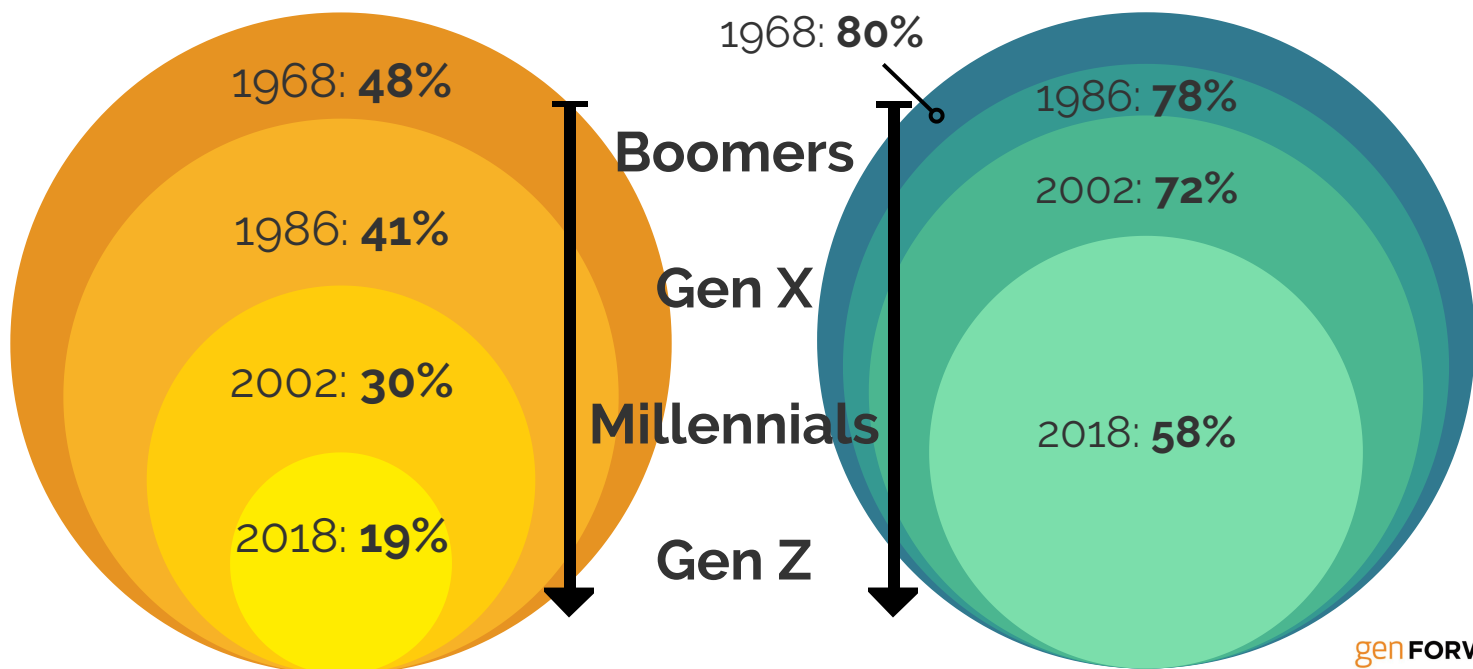


**30%** of the labor force will be Generation Zers by 2030.<sup>6</sup> genFORWARD

However, young adult **employment rates are down**, relative to previous generations.<sup>7</sup>

Employment, 15 to 17 year-olds

Employment, 18 to 21 year-olds



Generation Z is projected to become the **largest generation of consumers** by 2020, and already hold

**\$44 billion**

in estimated buying power.<sup>8</sup>

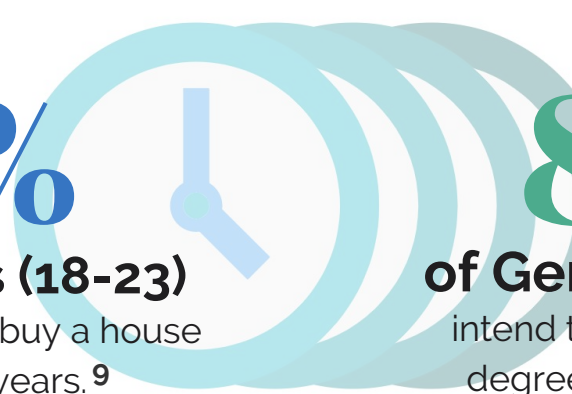


Though Gen Z is only just entering adulthood, they already have **high aspirations:**

**59%**

**of young adults (18-23)**

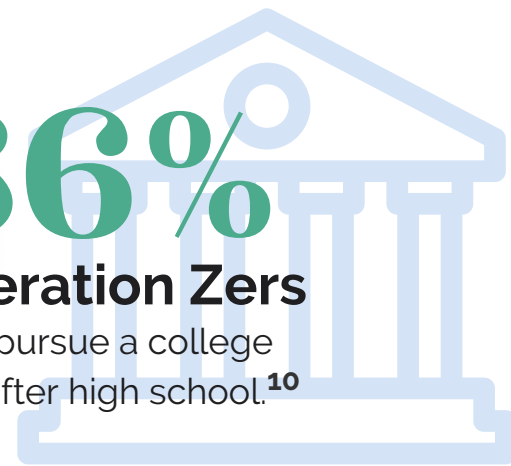
report to be planning to buy a house within the next 5 years.<sup>9</sup>



**86%**

**of Generation Zers**

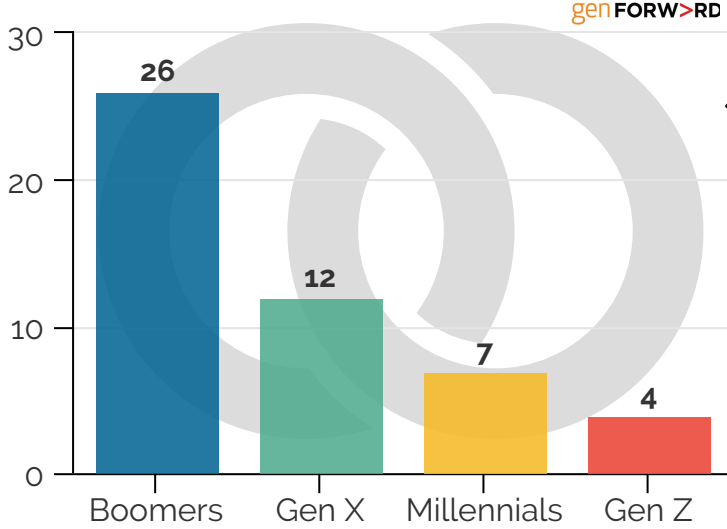
intend to pursue a college degree after high school.<sup>10</sup>



At the same time, 50% of Gen Zers report not being willing to take more than \$10,000 just in student debt.

Yet the **average student loan balance** for Gen Zers is already **\$11,380**, a figure that will only continue to climb as more of them age and progress through college.<sup>11</sup>

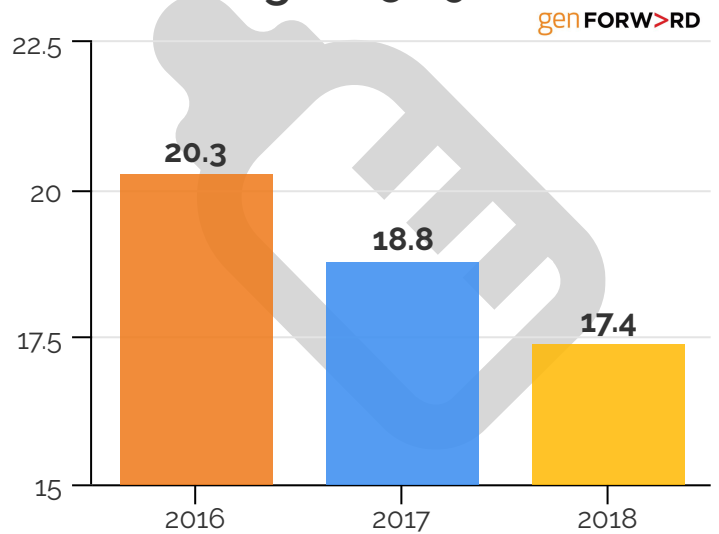
**% Married 18 to 21 year-olds, by generation**



Young adults are **getting married later and later**, with marriage rates among 18 to 21 year-olds at an all time low.<sup>12</sup>

Teen **birth rates** have also **been declining for years**; Gen Z is no exception.<sup>13</sup>

**Birth Rate (per 1,000 women aged 15-19)**



America's adult **LGBTQ+** population has been steadily rising, no doubt in part due to Generation Z.

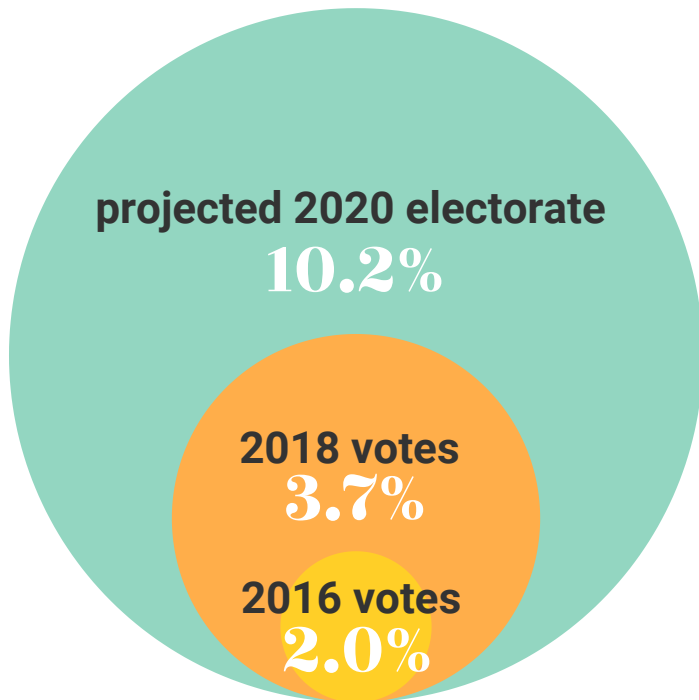
They are also **changing the conversation surrounding gender identity**. Roughly **33%** of Gen Zers know someone who uses **gender neutral pronouns**. To compare, this number is 25% for millennials, and even lower for preceding generations.<sup>15</sup>

Only 66% of people between ages 16 and 22

label themselves as **[exclusively heterosexual]**<sup>14</sup>

As more members of Generation Z gradually **reach voting age**, they become an increasingly important demographic in the electorate.<sup>16</sup>

% Generation Z in...



When the oldest of them were just 19, Generation Z cast **2.7 million votes**, making up **2.0%** of all votes in the 2016 election.

In 2018, this number rose to **4.5 million**, lending them a **30% turnout** and **3.7%** of all votes.

They are projected to represent **10.2% of the 2020 electorate**.<sup>17</sup>

**Generation Z, Millennials, and Generation X outvoted previous generations** (Baby Boomers and older) in both 2016 and 2018.<sup>18</sup>

This shift in the electorate will only become more prominent as more Gen Zers reach legal voting age.



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