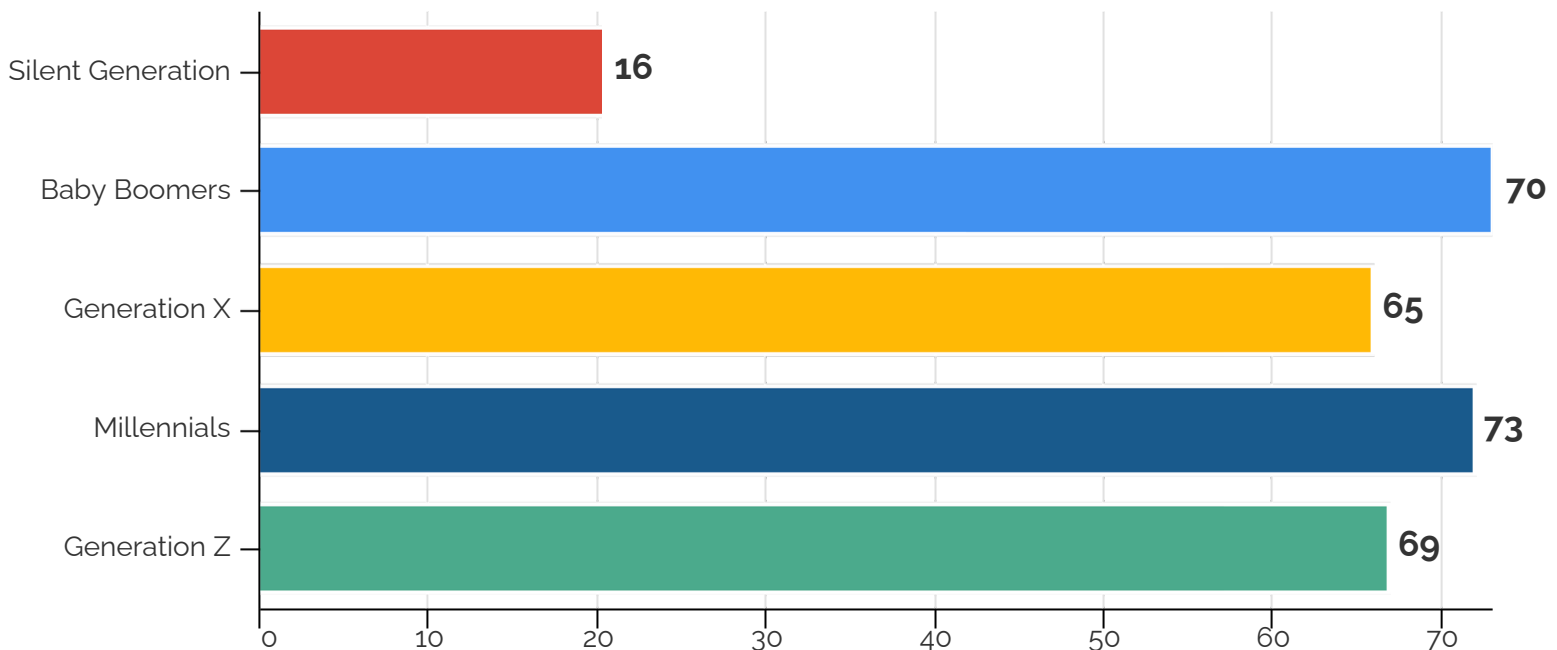


# Generation Z: by the numbers

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 7-22) as our birthyear cutoffs.

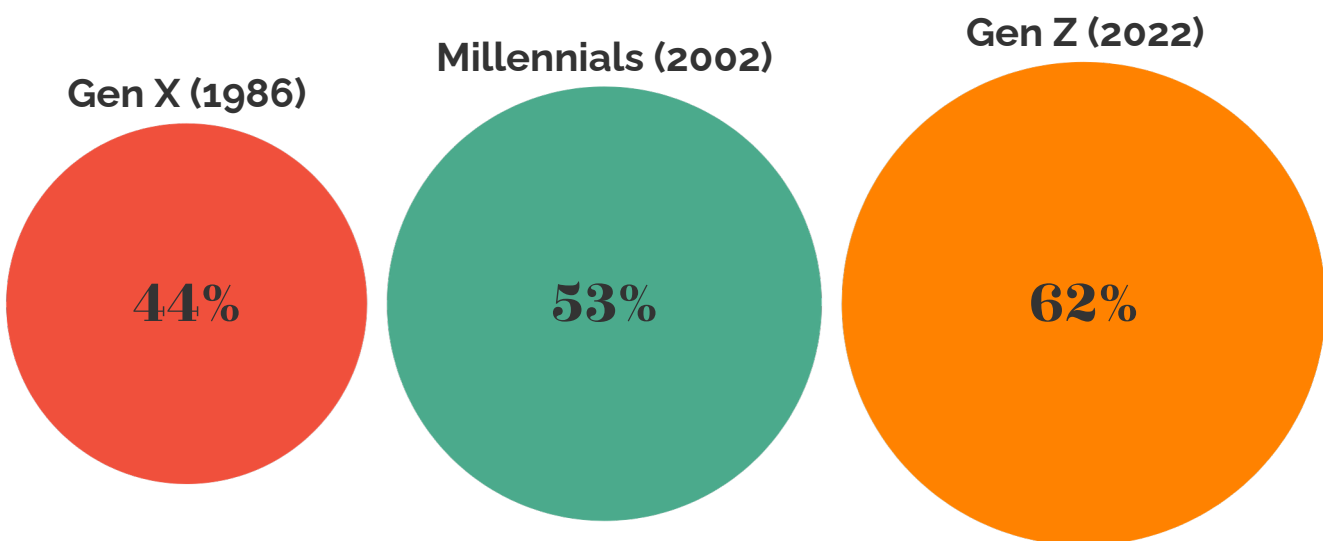
## U.S. Population in 2023, in millions



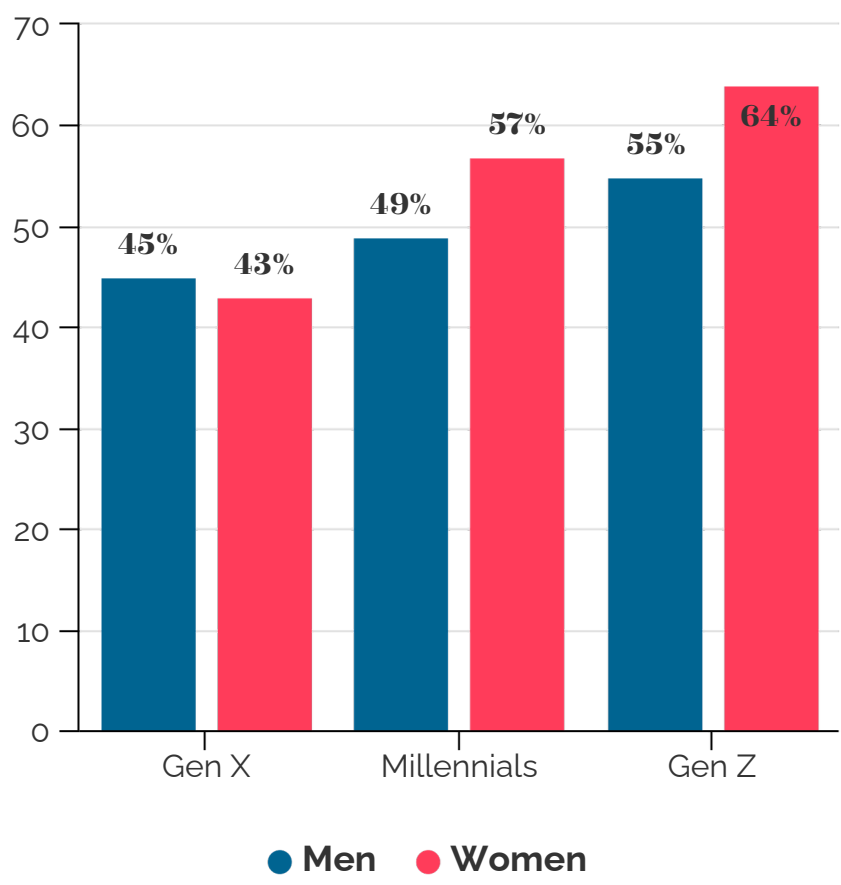
They are currently around **69 million** in number. For comparison, there were around 65.4 million millennials in 2002. Generation Z is expected to continue growing as immigration adds to their numbers.<sup>1</sup>

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

18 to 24-year-olds enrolled in college<sup>3</sup>



College Enrollment, ages 18 to 20, by sex



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-third are enrolled in college.<sup>4</sup>

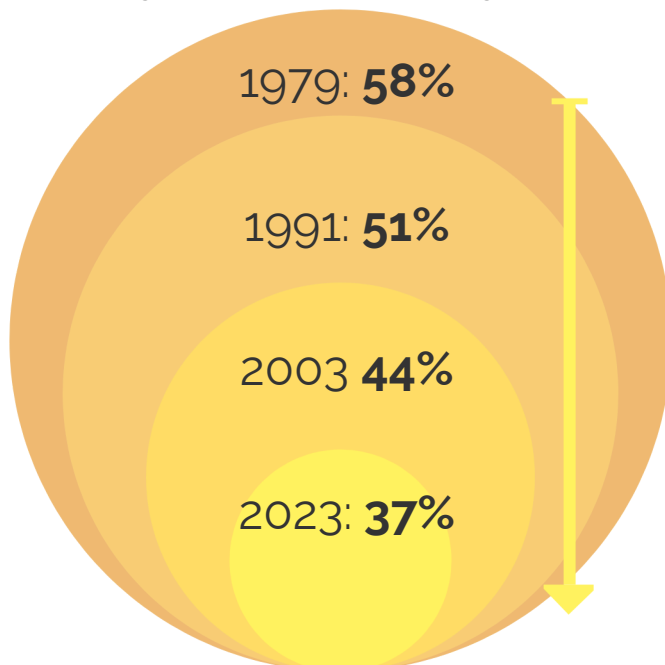
They are just beginning to **enter the workforce**, and will keep making waves as they continue to do so.



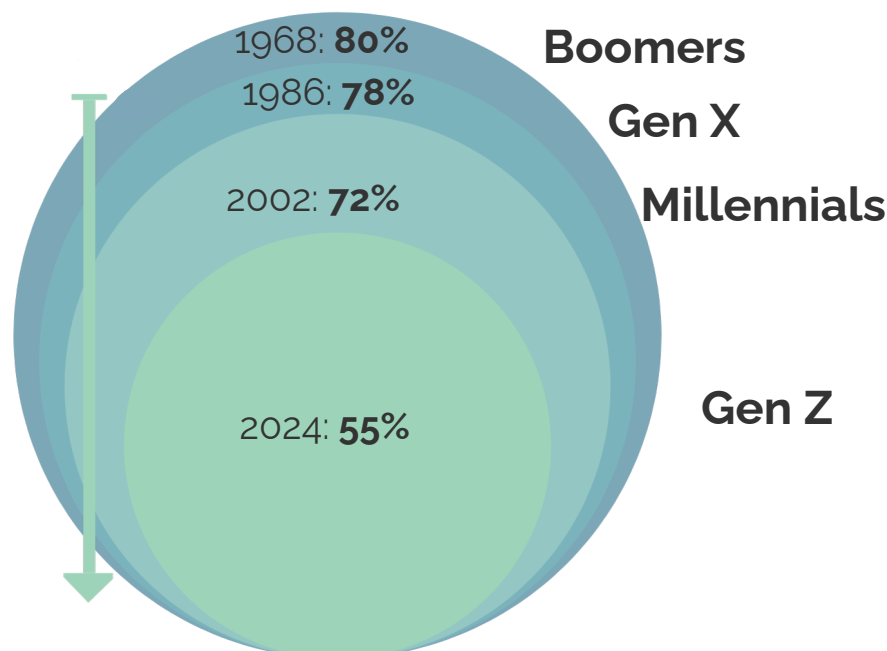
**30%** of the labor force will be Generation Zers by 2030.

However, young adult **employment rates are down**, relative to previous generations.<sup>5</sup>

Employment, 16 to 19 year-olds



Employment, by generation



Generation Z is projected to become the **largest generation of consumers** by 2030, by then they will hold

**\$13 trillion**

in estimated spending power.



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

**72%**

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

report to be planning to buy a house within the next 5 years.<sup>6</sup>



**86%**

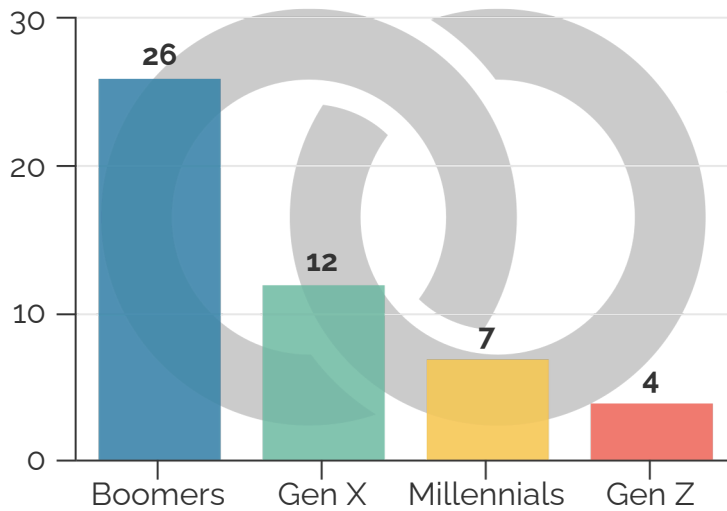
**of Generation Zers**

intend to pursue a college degree after high school.<sup>7</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 **\$22,948**, a figure that will only continue to climb as more of them age and progress through college.<sup>8</sup>

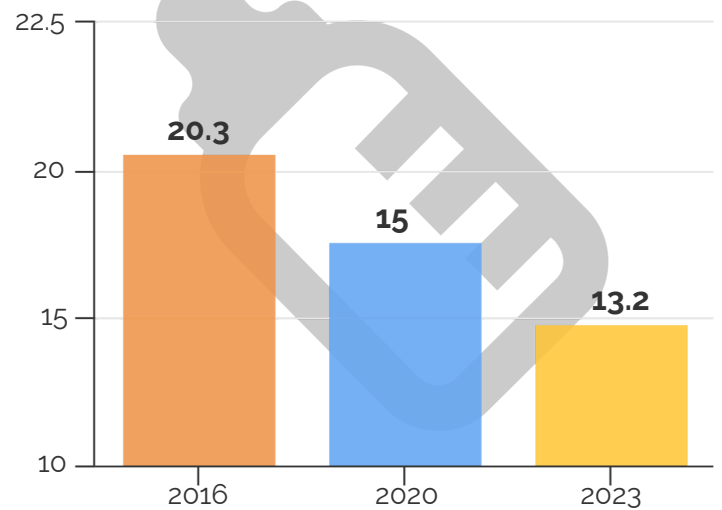
## % Married 18 to 21 year-olds, by generation



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

Teen **birth rates** have also **been declining for years**; Gen Z is no exception.<sup>9</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>10</sup>

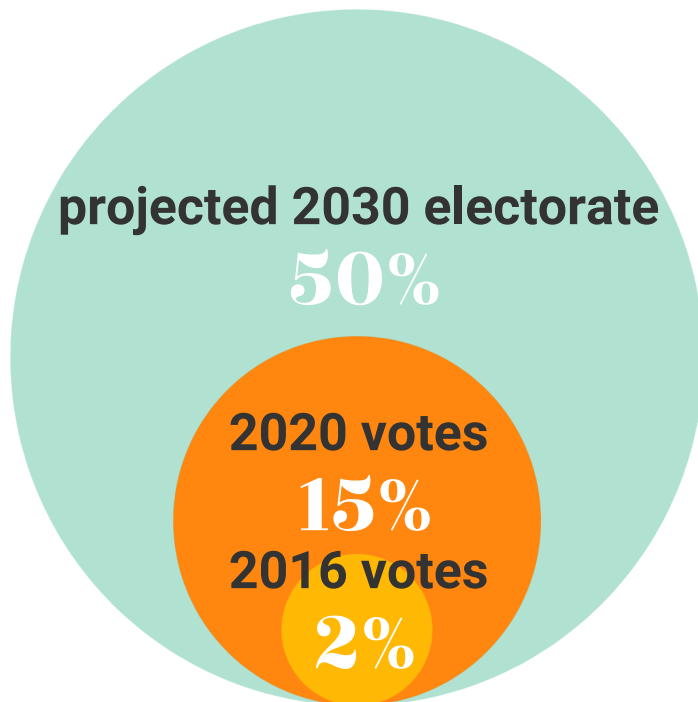
One third of people between ages 16 and 24

label themselves as

**LGBTQ+**

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

% 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 2020, this number rose to **23 million**, lending them a **50% turnout** and **15%** of all votes.<sup>11</sup>

They are projected to represent **50% of the 2020**

**electorate.**

Generation Z, Millennials, and Generation X continue to outvote previous generations.<sup>12</sup>

The shift in the electorate is due in part to most of Gen Z matriculating to voting age.



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