

Meet Generation Z

NORTHEASTERN UNIVERSITY

4th Innovation Imperative Series Poll

November 18, 2014



Northeastern University



FTI
CONSULTING™



Methodology

- Northeastern University's 4th Innovation Imperative Poll examines the contours of Generation Z in America.
- For the purposes of the poll, Generation Z is defined as teens between the ages of 16yrs and 19yrs (N=1,015).
- The poll was fielded nationally by SSRS between Oct. 8 and Oct. 23, 2014.
- Participants were randomly selected and surveyed via cell phone and landline (n=506) as well as the internet (n=509).
- Respondents were given the option to participate in English or Spanish.
- The margin of error for a sample of 1,015 is +/-3.08% at the 95% confidence level.
- Key themes of the poll include views on higher education, civic engagement, public policy, technology, financial literacy, and personal aspirations.



Key Findings

1

Generation Z exhibits a strong entrepreneurial, independent and self-sustaining spirit, with a driving motivation to map out their own futures.

2

While highly self-directed, this cohort is also certain about the importance of higher education to achieve their goals.

3

At the same time, Generation Z has notable concerns about their financial futures, including the cost of college.

4

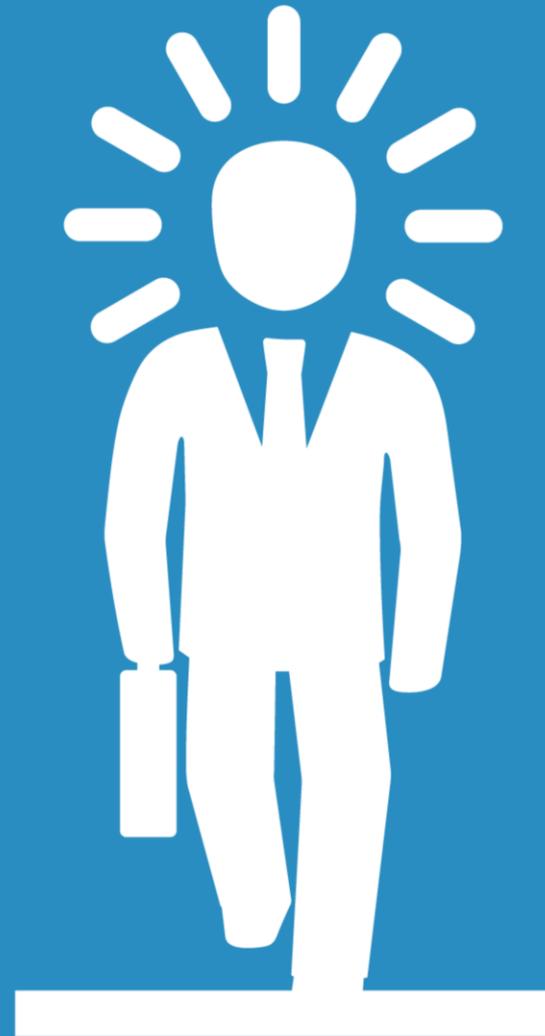
Despite being highly interconnected by technology and social media, Generation Z still values the importance of interpersonal interaction.

5

They are highly progressive when it comes to social policy, with strong support for universal healthcare, relaxed immigration laws and equal rights for all people, regardless of sexual orientation.

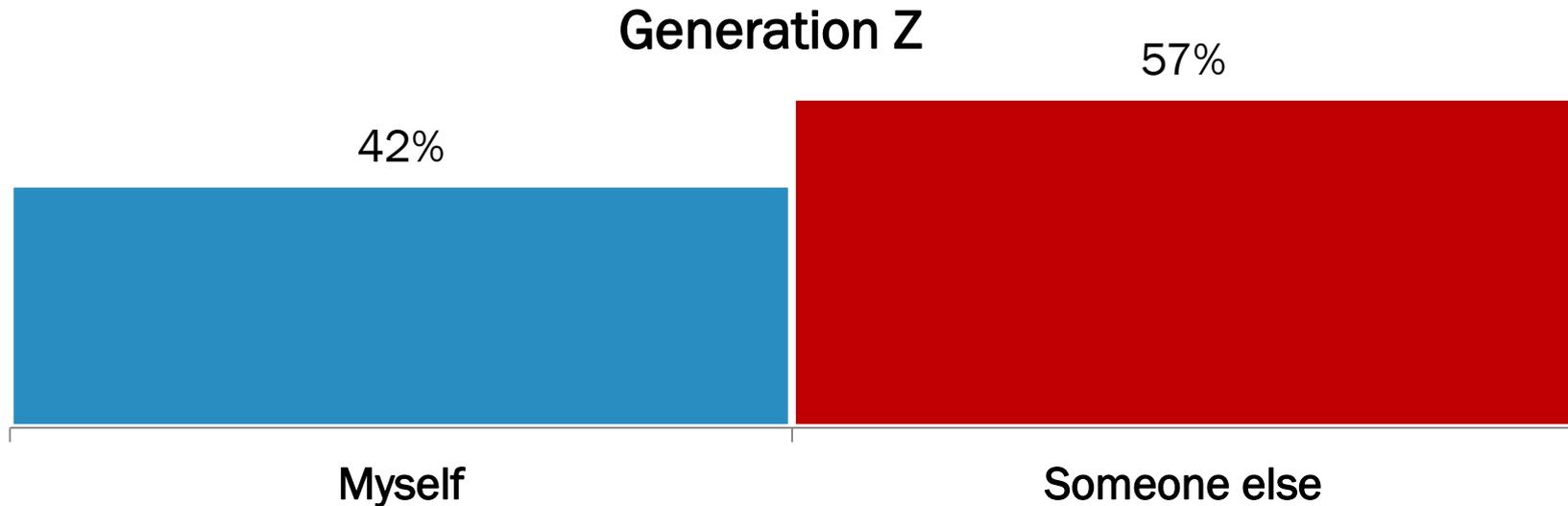


The Self-Starter Generation

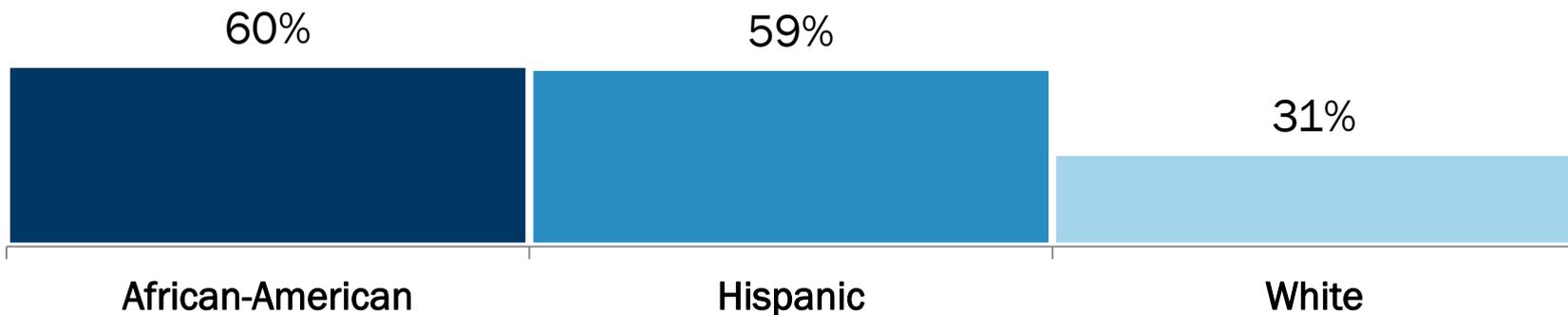


Generation Z exhibits a strong entrepreneurial and self-sustaining spirit

In your career, do you expect to work for yourself or someone else?



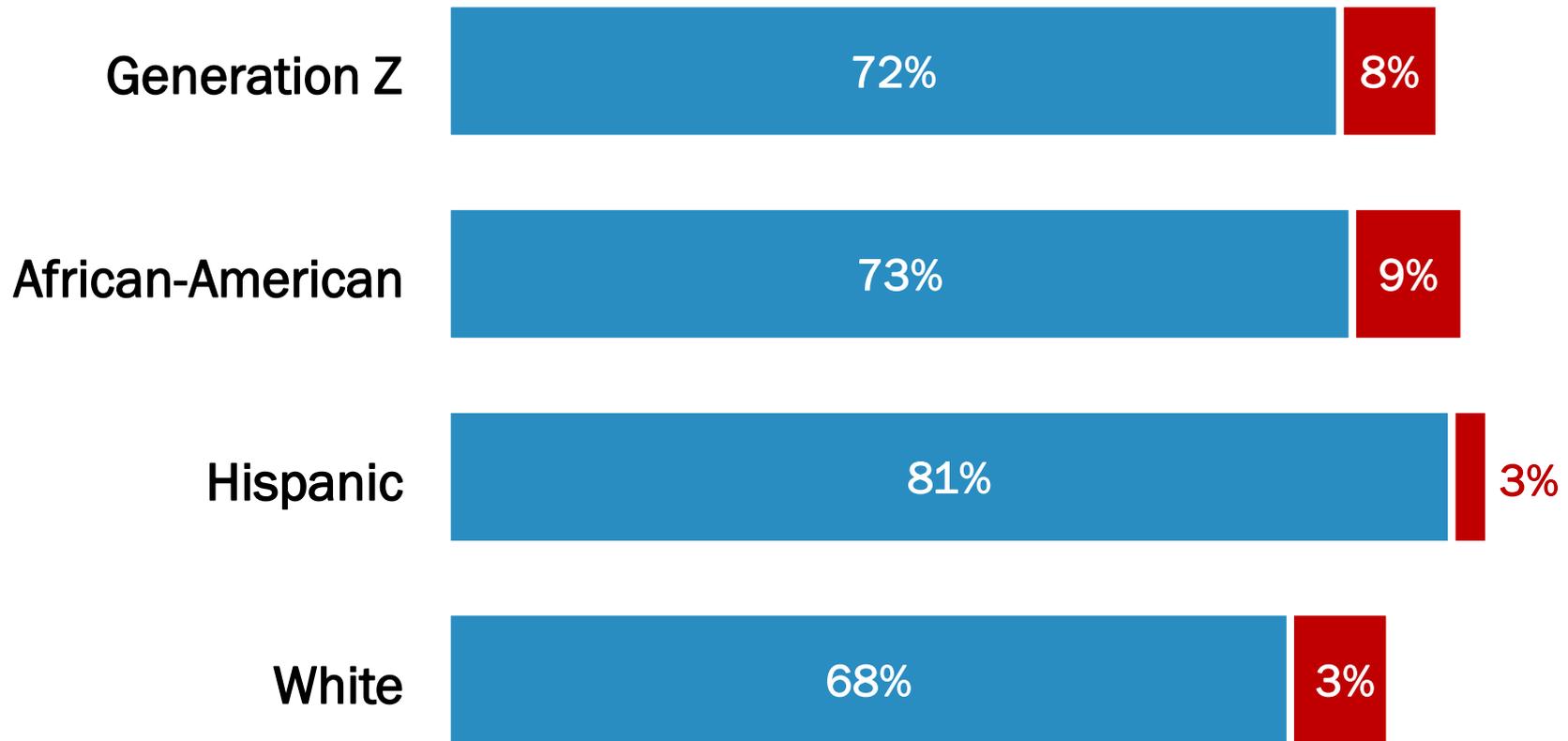
Expect to Work Independently By Race



Nearly three-quarters believe colleges should allow students to design their own course of study or major

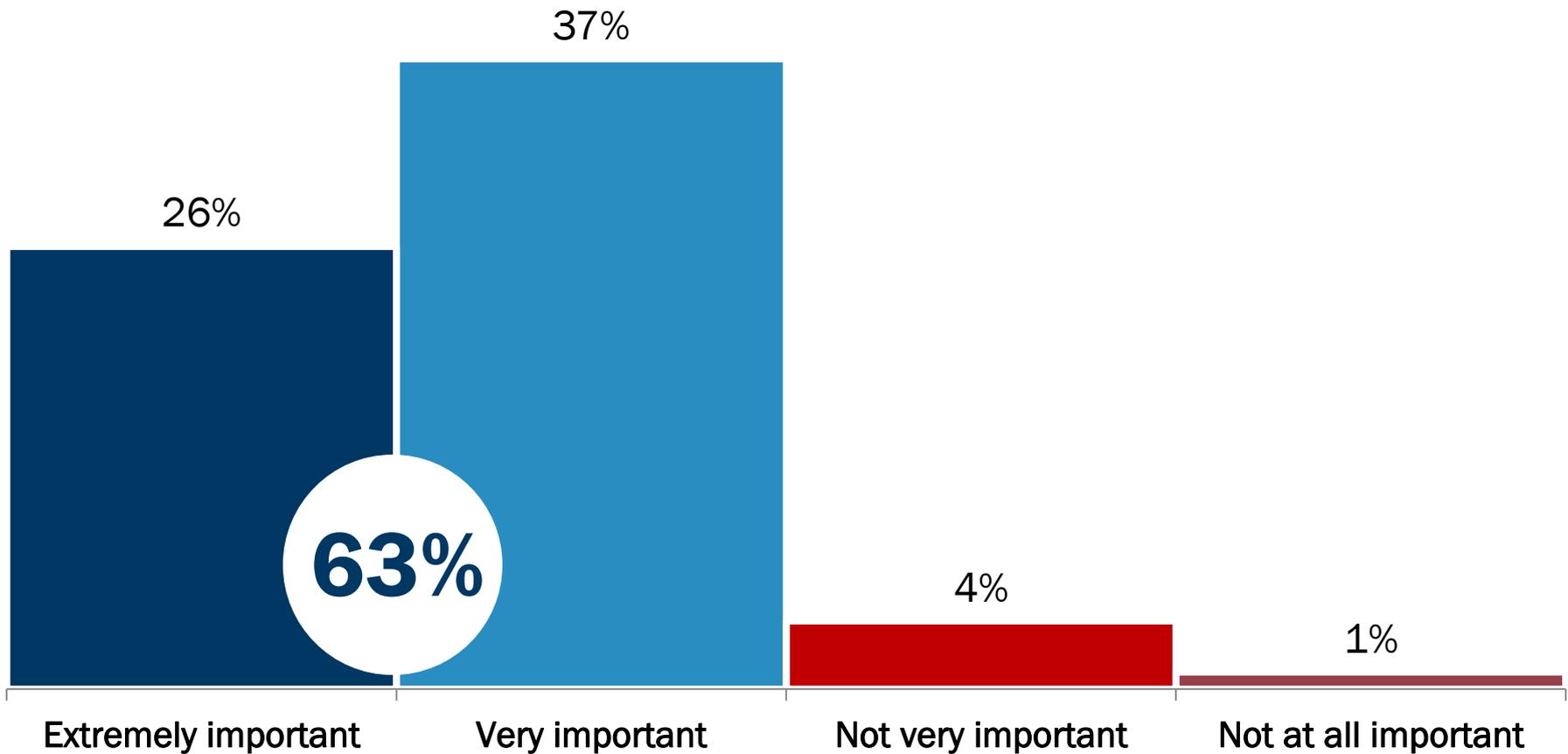
Now, please indicate whether you agree or disagree with the following: Colleges should allow students to design their own course of study or major.

AGREE / DISAGREE



Nearly two-thirds believe it is important for colleges to teach students about entrepreneurship

Please indicate how important you think each of the following is for U.S. colleges and universities to focus on: Teaching students about entrepreneurship, including how to start a business.

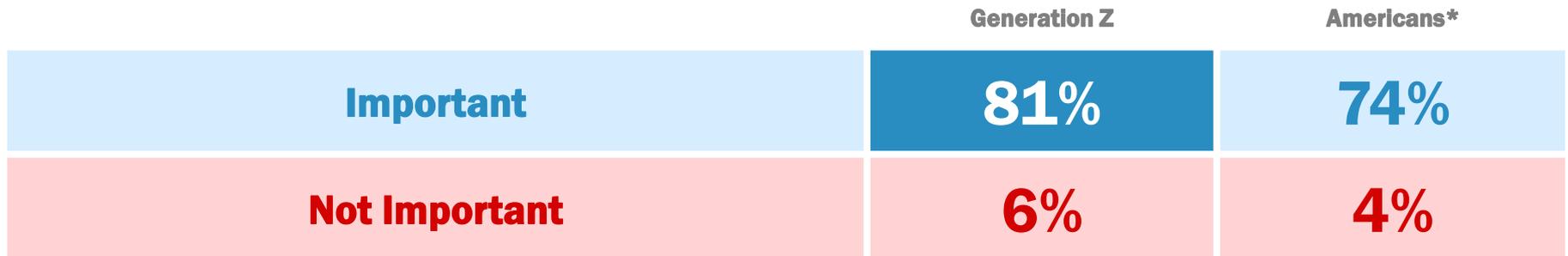


Views on Higher Education

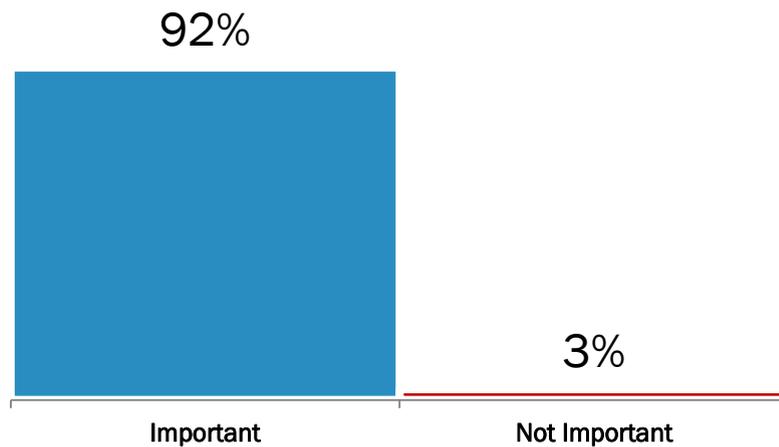


While highly self-directed, Gen Z is also certain about the importance of higher education to achieve their goals

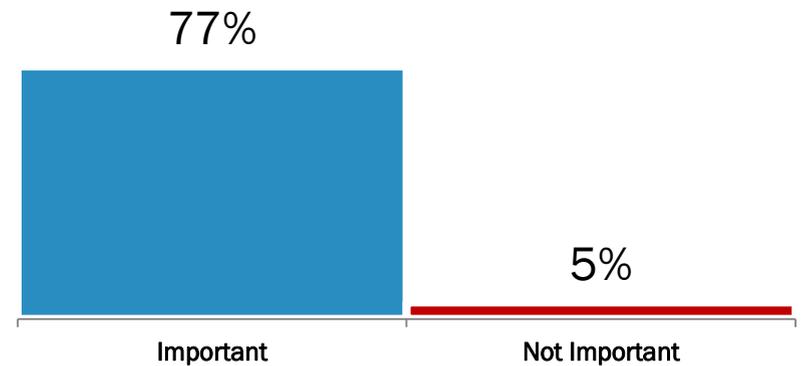
And, how important or unimportant would you say a college degree is to...Have the career you want



Gen Z Enrolled in Four-Year College

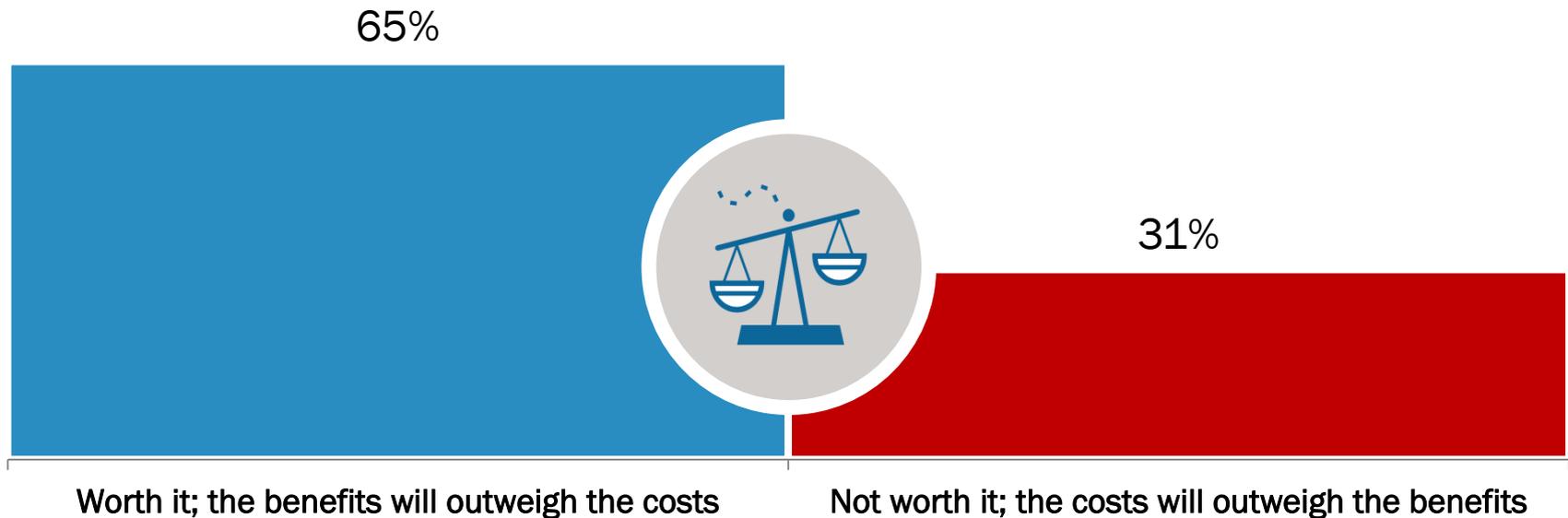


Gen Z Enrolled in Two-Year College



The majority of Gen Z believes the benefits of college outweigh the costs

Do you feel that college costs are...



Worth It (By Annual Family Household Income)

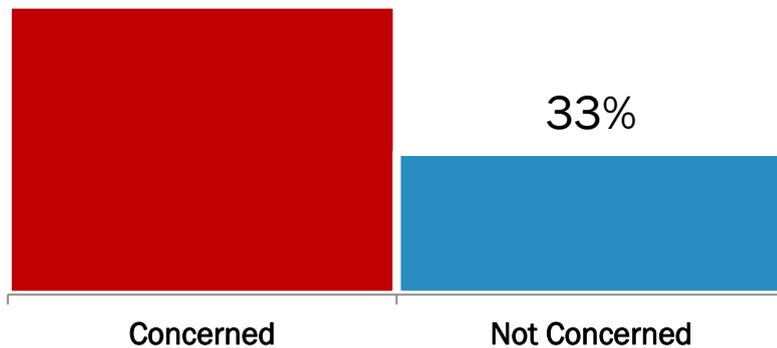
Less than \$15K	\$15K to <\$30K	\$30K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K or more
43%	63%	60%	75%	72%	73%

At the same time, most express concern about their financial futures, including the cost of college

Thinking about different topics or issues that you might pay attention to, how concerned are you about each of the following?

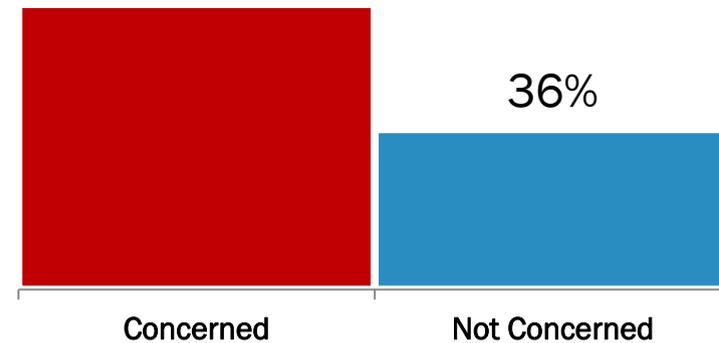
Being Able to Afford College

67%

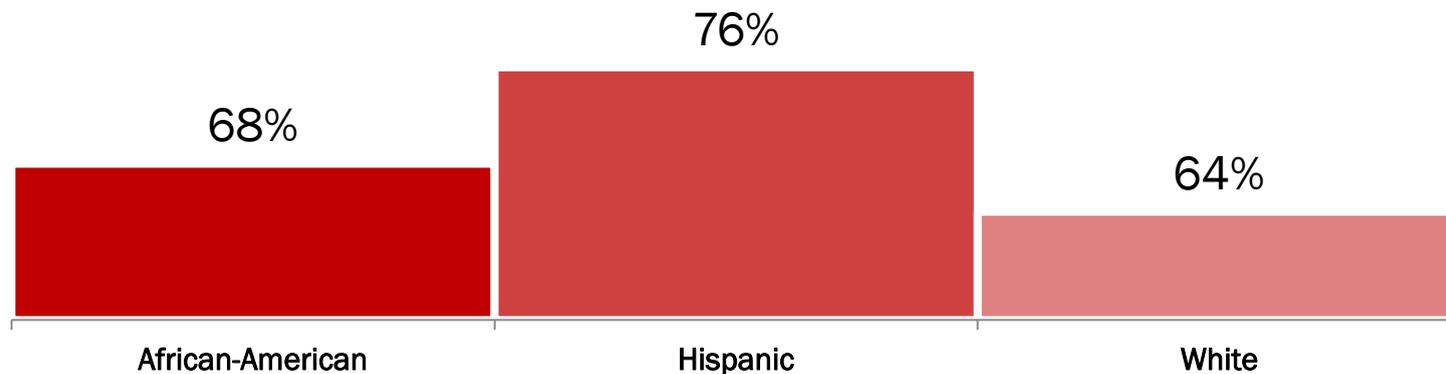


Being Able to Get a Job

64%

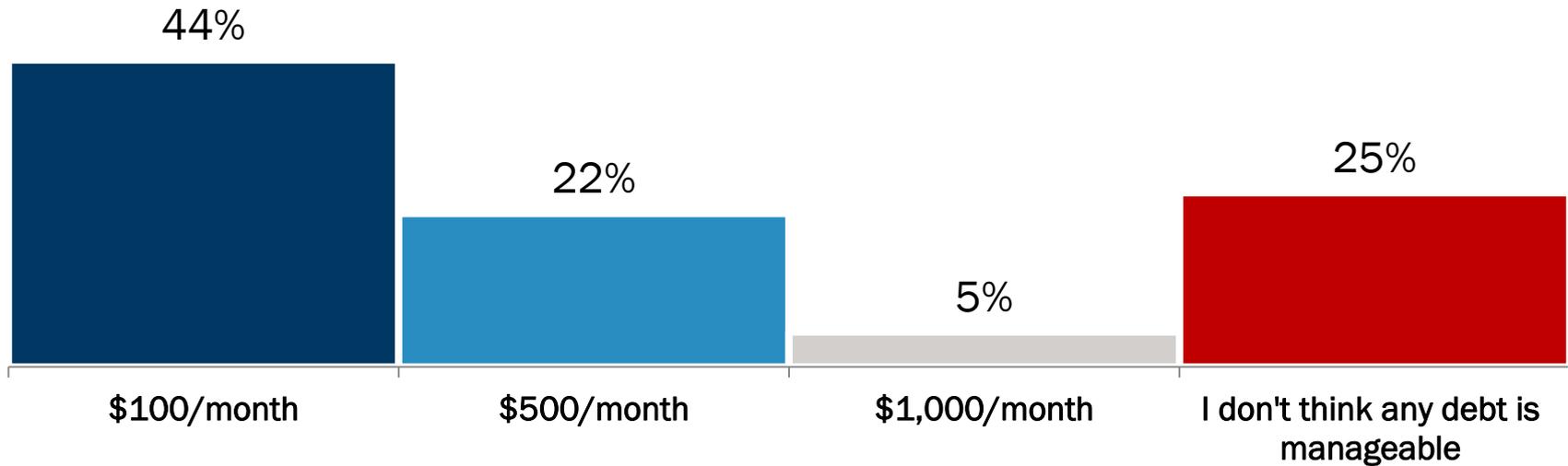


Concerns about Affording College by Race

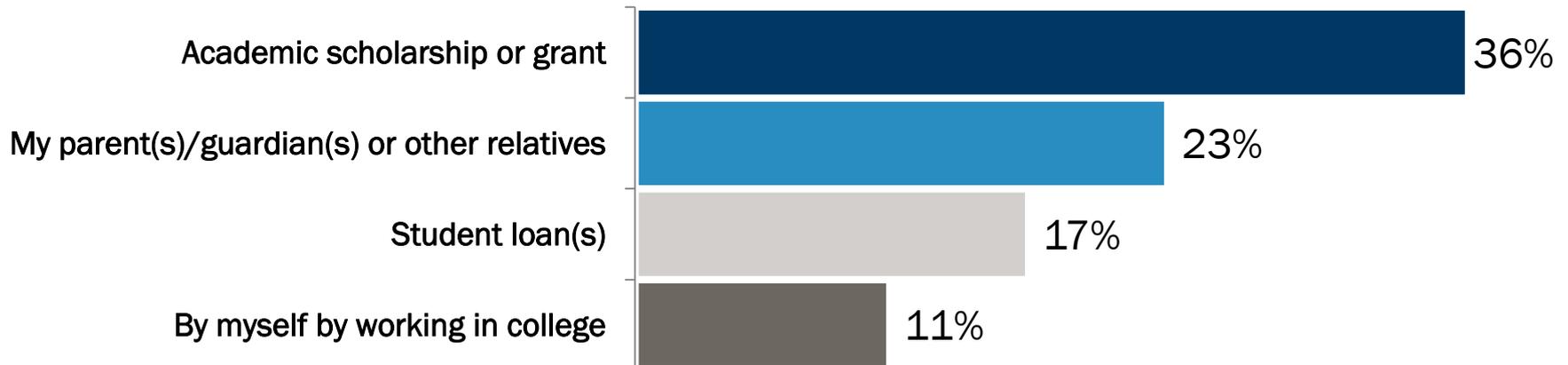


Teens are wary about managing student loan debt, and expect to pay for college through scholarships or grants

How much student loan debt do you think is manageable?



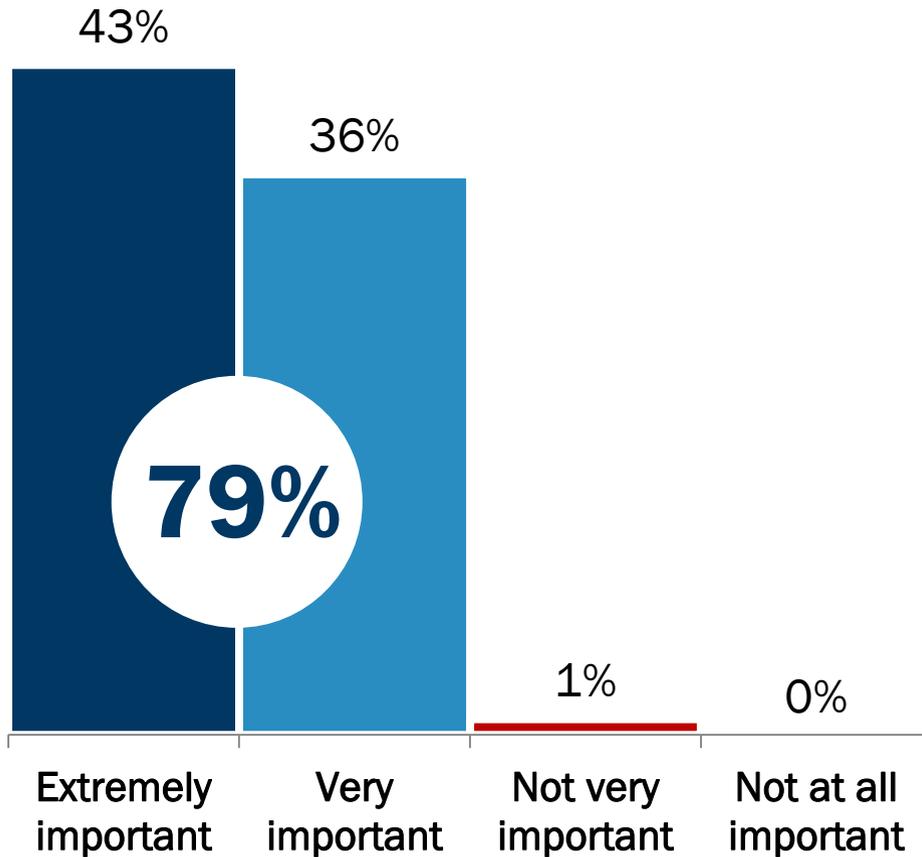
Which of the following is the main way you pay [expect to pay] for college?



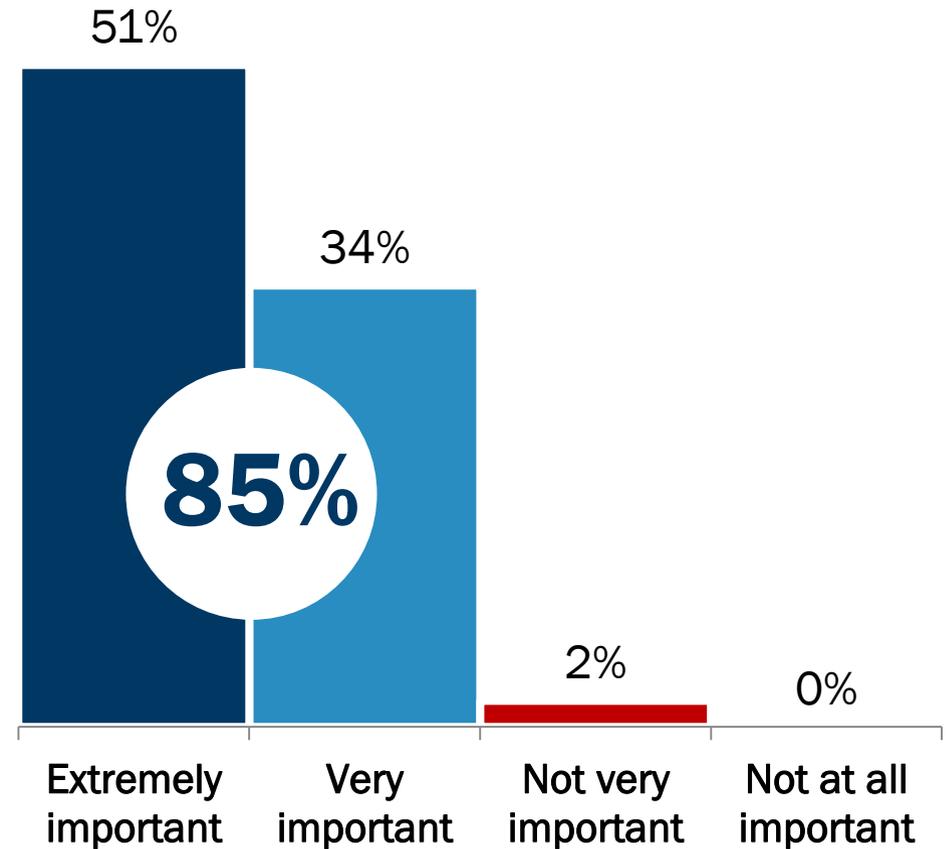
This financial anxiety is coupled with a desire to become more financially educated and obtain real-world experience

Please indicate how important you think each of the following is for U.S. colleges and universities to focus on:

Integrating education programs with practical experience, such as internships with employers



Teaching students practical skills like financial planning and saving for the future



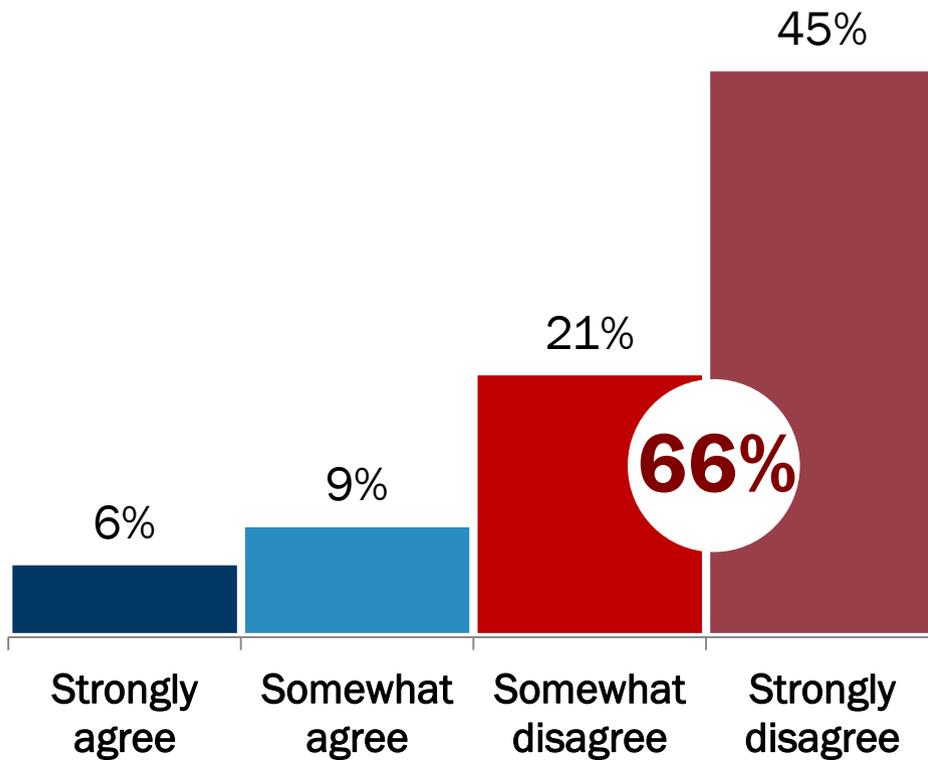
Technology and Cyber Safety



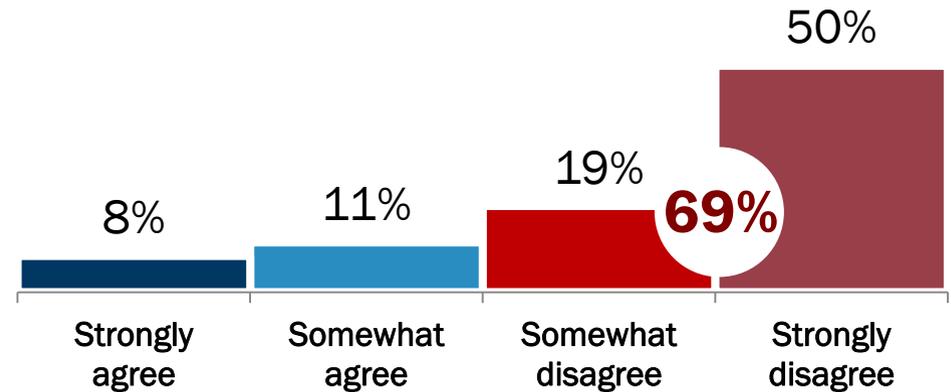
Online interaction has not fully supplanted interpersonal ties among today's teens

And, please indicate how you agree or disagree with each of the following:

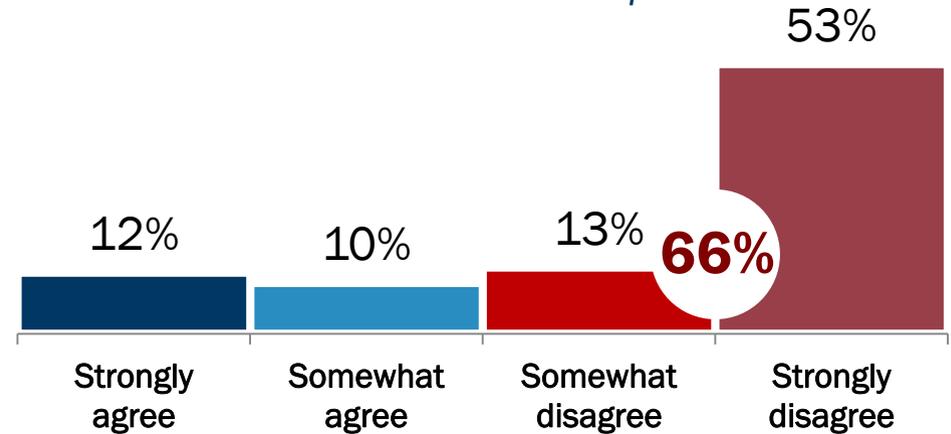
I prefer to interact with my friends via social media than in person



I prefer to ask someone out online vs in person



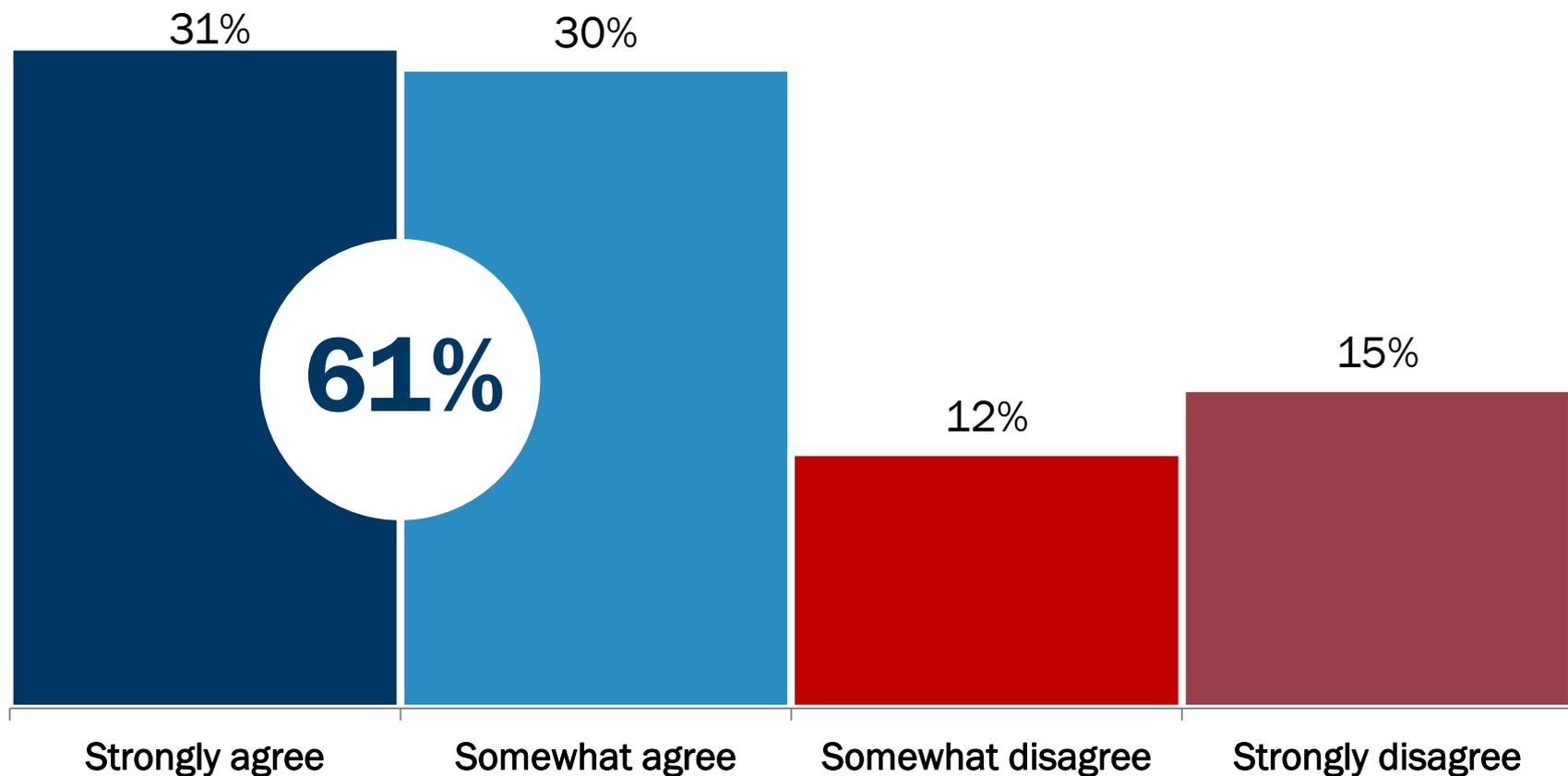
I have ended a relationship online



Still, an alarming majority – 6 in 10 – know people that have been cyberbullied or stalked online

And, please indicate how you agree or disagree with each of the following: I know people that have been cyberbullied or stalked online.

Know Someone Cyberbullied



Fairness and Equality for All



Generation Z supports equal rights for all, including universal healthcare and relaxed immigration laws

And, please indicate how you agree or disagree with each of the following:

	Total Agree	
	Gen Z	Gen Z Voters
Everyone should have the right to marry, regardless of sexual orientation	73%	75%
Transgender people should have equal rights	74%	83%
Healthcare should be free for everyone	64%	71%
Everyone should have the right to become a U.S. citizen, regardless of where they were born or how they came to the country	55%	63%

