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Gen Z's top concern is the cost of education.

- **71%** Cost of an education/student debt
- **64%** Affording my own place to live
- **63%** Finding a *fulfilling* job
- **61%** Achieving personal financial goals
- **59%** Finding a job



Yet **only half** of employed Gen Zs agree that their education prepared them for work or a meaningful career.

Most Gen Zs dream of working full-time jobs, not gig work.



• 4 in 1 • Gen Zs most value doing work they are passionate about... Yet financial instability is Gen Z's primary concern.

• The **top three** items Gen Zs want from an employer:



Salary



Work-life benefits (e.g., flexible schedule, compressed workweek, telecommuting)

Health insurance benefits



Want to talk to Gen Z?

They may love using tech, but they want to meet in-person, too.

Source: LIMRA Gen Z Study, 2018. For the purposes of this project, Gen Z generation is defined as those born between 1996 and 2000.

