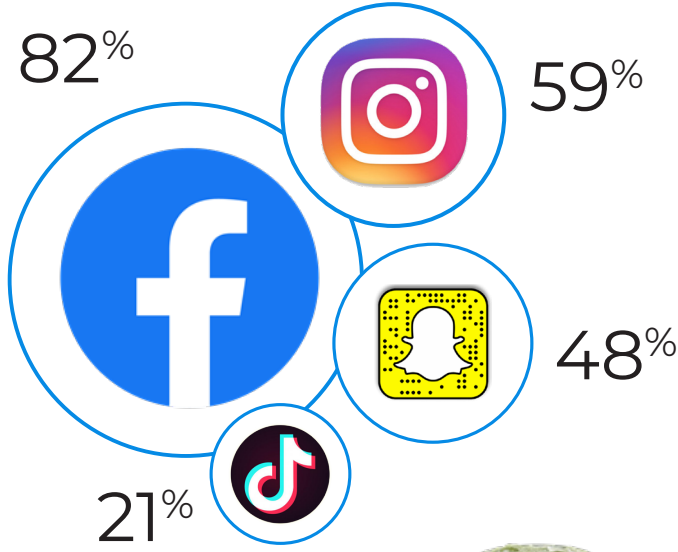


Helping HR Leaders Understand the Next Generation of Workers

MILLENNIALS

(% USING EACH PLATFORM)



MATCHA



FAVORITE APP



FAVORITE DRINK



FAVORITE BRAND



COMMUNICATION



PRIORITIES



FINANCE

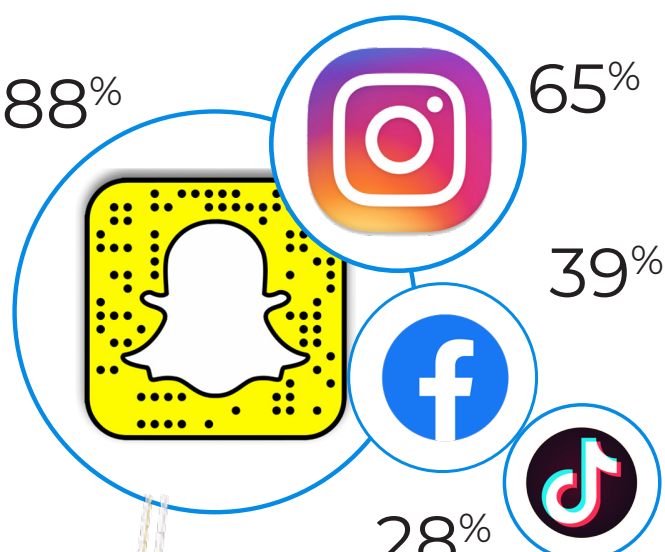


MUSIC TIMELINE
BASED ON AGE



GENERATION Z

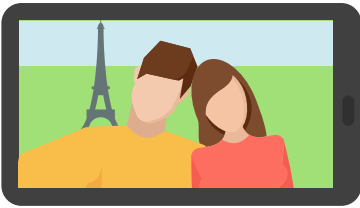
(% USING EACH PLATFORM)



BUBBLE TEA



79%
PREFER ONLINE
VIDEO/IMAGES



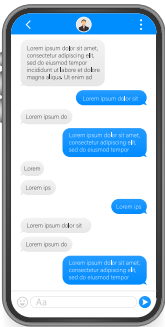
JOB
SECURITY

WANTS TO SAVE (values
financial knowledge and
prefers to own a home)



CAREER
GROWTH

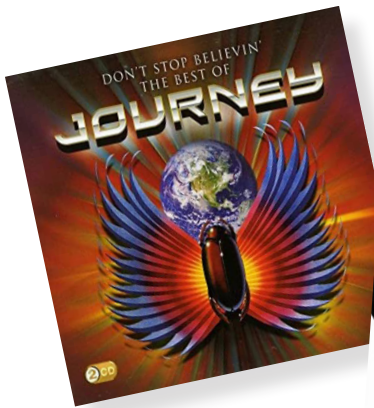
67%
PREFER ONLINE
WRITTEN



OPEN TO DEBT (currently
paying off student loans,
lives at home/ rents)



1981 ————— 1995



1996 ————— 2010



MILLENNIALS

34% of the workforce,
but estimates
forecast 75% by 2025

GENERATION Z

The oldest among
them are just
beginning to enter
the workforce

Each generation contributes unique perspectives and work styles to the enterprise environment.



Qualigence
International

We help you recruit the right people
and unlock their best performance