

# GENERATION

Who are they and why  
does it matter



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**Born  
between  
1999-2015**

**Two groups  
- Pre and  
Post Covid**

**Largest  
Generation  
on Earth**



- Most diverse generation ever
- This is not always represented in studies
  - 63% White (51%)
  - 17% Black (14%)
  - 21% Hispanic (25%)
  - 9% Asian (5%)
  - 3% Other (5%)
- 29% are immigrants or children of immigrants
- Hispanic and Asian are fastest growing demographic



**Family is not a major priority (First Time)**

- **However, parents are a major influence (half)**

**Religious belief is less influential**

- **Interested in search for individual truth**

**Only 1 in 5 wants to be married by 30**

- **They start everything later**

**2/3 want to**

- **Finish education**
- **Start a career**
- **Become financially independent**



- September 13 : Who is Gen Z and why does it matter?
- September 20: Gen Z in the Classroom
- September 27: Gen Z Engaging teaching techniques
- October 4: Gen Z Real World Connections
- October 11: Gen Z Electronic Dilemma