Gen Z: The future has arrived
Methodology and participants
Goals and methodology

**Research Goal**
The primary research goal was to capture hard data on current attitudes and opinions on technology and the workplace among Generation Z students who will be entering the workforce in the coming years.

**Methodology**
Dimensional Research, an independent research firm, conducted an online survey fielded to independent sources of students attending secondary and post-secondary school in countries around the globe. The survey included a wide range of questions on the topic of expectations for future employment, use of technology and more. The survey was fielded in 17 countries and 12 languages from August to September 2018.

**Participants**
More than 12,000 individuals completed the survey. All were between the ages of 16-23 (Generation Z) and were currently attending school. Demographic information was captured on specific age, type of school, income levels, gender and more to enable comparative analysis.
12,086 global participants by country

- United States 1008
- Canada 718
- Brazil 704
- United Kingdom 706
- France 713
- Germany 717
- Turkey 715
- Australia or New Zealand 723
- China 1033
- Indonesia 723
- Japan 718
- Malaysia 724
- Philippines 730
- Singapore 712
- Thailand 722
- Vietnam 720
Participant demographics (cont’d)

**Age**
- 16 years old: 11%
- 17 years old: 14%
- 18 years old: 20%
- 19 years old: 17%
- 20 years old: 17%
- 21 years old: 12%
- 22 years old: 7%
- 23 years old: 8%

**Living Situation**
- With parents or guardian: 38%
- Away from the home of parents or guardian: 62%

**Work Experience**
- Gig jobs / Hourly work: 30%
- Unpaid internship: 20%
- Part-time job: 43%
- Temporary full-time job: 22%
- Permanent full-time job: 13%
- None: 17%
KEY FINDINGS
<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>1</strong></td>
<td><strong>Gen Z</strong> wants to work with cutting-edge technology and is eager to share its knowledge.</td>
<td></td>
</tr>
<tr>
<td><strong>2</strong></td>
<td>Great technology will entice <strong>Gen Z</strong> job candidates.</td>
<td></td>
</tr>
<tr>
<td><strong>3</strong></td>
<td><strong>Gen Z</strong> cares about data security, but is unsure how to address it.</td>
<td></td>
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<tr>
<td><strong>4</strong></td>
<td><strong>Gen Zers</strong> are confident about their tech skills, but that doesn’t equate to workforce readiness.</td>
<td></td>
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<tr>
<td><strong>5</strong></td>
<td><strong>Gen Z</strong> wants more than just money for its work.</td>
<td></td>
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<tr>
<td><strong>6</strong></td>
<td><strong>Gen Z</strong> is eager for more human interaction.</td>
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</tbody>
</table>
Gen Z wants to work with cutting-edge technology and is eager to share its knowledge

- 80% want to work with cutting-edge technology in their future careers
- 77% are willing to be technology mentors to others on the job
- 98% have used technology as part of their formal education
- 97% say technology literacy matters
**KEY FINDINGS**

Great technology will entice **Gen Z** job candidates

- **91%** say the technology offered by an employer would be a factor in choosing among similar job offers
- **80%** believe technology and automation will create a more equitable work environment
Gen Z cares about data security, but is unsure how to address it.

- 73% rank data security as a high priority.
- 31% say they are doing everything they can to protect their data.
- 95% are careful about what they post to social media because it could impact their future career.
**KEY FINDINGS**

Gen Zers are confident about their tech skills, but that doesn’t equate to workforce readiness.

<table>
<thead>
<tr>
<th>%</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>73</td>
<td>rank their technology literacy as good or excellent</td>
</tr>
<tr>
<td>52</td>
<td>are more confident they have the technology skills employers want than non-tech skills</td>
</tr>
<tr>
<td>57</td>
<td>rank their education as good or excellent at preparing them for their future career</td>
</tr>
<tr>
<td>94</td>
<td>have concerns about starting work</td>
</tr>
</tbody>
</table>
KEY FINDINGS

Gen Z wants more than just money for its work

- 38% want to work for a socially or environmentally responsible organization
- 50% want the ability to learn new skills and have new experiences
- 45% want work that has meaning and purpose beyond just getting paid
**KEY FINDINGS**

Gen Z is eager for more human interaction.

- 43% prefer to communicate with coworkers in-person over any other method.
- 75% expect to learn on the job from coworkers or other people – not online.
- 82% say that social media can be a valuable tool in the workplace.
- 53% prefer to go to a workplace vs. working from home.
- 58% prefer to work as part of a team vs. working independently.
Detailed Findings:

Gen Z wants to work with cutting-edge technology
## Gen Z agrees technology literacy matters (97%)

### Why is it important for people of your age to be technology literate? Choose all that apply.

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technology is changing the world and you have to understand it</td>
<td>56%</td>
</tr>
<tr>
<td>Future jobs will need technology skills because we'll be working with robots or other technology</td>
<td>51%</td>
</tr>
<tr>
<td>Technology skills force you to think logically which is a skill everyone needs</td>
<td>36%</td>
</tr>
<tr>
<td>People who understand technology will be the future leaders</td>
<td>32%</td>
</tr>
<tr>
<td>Technology jobs are stable and well paying</td>
<td>31%</td>
</tr>
<tr>
<td>It is not important to be technology literate</td>
<td>3%</td>
</tr>
</tbody>
</table>
98% of Gen Z globally have used tech at school

What types of technology have you used as part of your formal education? Choose all that apply.

- Smartphone: 80%
- Laptop, desktop or 2-in-1: 69%
- Tablet: 45%
- Online learning: 42%
- Smartboard or interactive presentation screen: 24%
- 3D printer: 13%
- Other types of technology: 9%
- Virtual reality: 8%
- Artificial intelligence: 7%
- Robotics: 7%
- Augmented reality: 4%
- I have not used technology at any point in my education: 2%
Very high interest in jobs working with technology

Are you interested in working with cutting-edge technology when you leave school and enter the workforce?

- Yes: 80%
- No: 20%
### Gen Z tech jobs will include a wide range of functions

How would you like to work with technology in your future career? Choose all that apply.

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I want to be involved in developing technology (i.e. research and development)</td>
<td>46%</td>
</tr>
<tr>
<td>I want to use technology to do work that can help others or the environment</td>
<td>40%</td>
</tr>
<tr>
<td>I want to ensure technology is used appropriately (i.e. cybersecurity)</td>
<td>39%</td>
</tr>
<tr>
<td>I want to implement technology for others to use (i.e. IT)</td>
<td>38%</td>
</tr>
<tr>
<td>I want to use cutting-edge applications and devices to do a job that isn't a traditional tech job</td>
<td>37%</td>
</tr>
</tbody>
</table>
Genders have different views of technology careers

How would you like to work with technology in your future career? Choose all that apply.

- **Female**
  - I want to use technology to do work that can help others or the environment: 47%
  - I want to be involved in developing technology (i.e. research and development): 41%
  - I want to ensure technology is used appropriately (i.e. cybersecurity): 40%
  - I want to use cutting-edge applications and devices to do a job that isn’t a traditional tech job: 39%
  - I want to implement technology for others to use (i.e. IT): 33%

- **Male**
  - I want to use technology to do work that can help others or the environment: 34%
  - I want to be involved in developing technology (i.e. research and development): 52%
  - I want to ensure technology is used appropriately (i.e. cybersecurity): 39%
  - I want to use cutting-edge applications and devices to do a job that isn’t a traditional tech job: 34%
  - I want to implement technology for others to use (i.e. IT): 43%
Wealthy countries have bigger gender gaps

Are you interested in working with cutting-edge technology when you leave school and enter the workforce?

"Yes"

<table>
<thead>
<tr>
<th>Country</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>74%</td>
<td>65%</td>
</tr>
<tr>
<td>Canada</td>
<td>79%</td>
<td>66%</td>
</tr>
<tr>
<td>Brazil</td>
<td>85%</td>
<td>75%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>75%</td>
<td>75%</td>
</tr>
<tr>
<td>France</td>
<td>83%</td>
<td>78%</td>
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<tr>
<td>Germany</td>
<td>85%</td>
<td>69%</td>
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<tr>
<td>Turkey</td>
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<td>82%</td>
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<tr>
<td>China</td>
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<td>93%</td>
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<td>Indonesia</td>
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<td>Japan</td>
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<td>90%</td>
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<td>Malaysia</td>
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<td>Philippines</td>
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<td>Singapore</td>
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<td>96%</td>
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<td>Thailand</td>
<td>94%</td>
<td>96%</td>
</tr>
<tr>
<td>Vietnam</td>
<td>88%</td>
<td>94%</td>
</tr>
</tbody>
</table>
How do you expect your generation will interact with machines at work? Choose the one answer that most closely applies.

- Humans and machines will work together as an integrated team
- Machines will continue to be a tool for humans to use as needed
- Machines will replace human workers

- Humans and machines will work together as an integrated team: 51%
- Machines will continue to be a tool for humans to use as needed: 38%
- Machines will replace human workers: 11%
Gen Z willing to be technology leaders at work

Would you be comfortable mentoring an older coworker who was not as comfortable with technology as you are?

- Yes: 77%
- No: 23%
Gen Z willing to be technology leaders at work

Could you picture yourself as a "digital ambassador" or technology-savvy employee who would be responsible for learning and promoting new technology to other employees?

- Yes: 71%
- No: 29%
Men more comfortable as “digital ambassador”

Would you be comfortable mentoring an older coworker who was not as comfortable with technology as you are?

Could you picture yourself as a "digital ambassador" or technology-savvy employee who would be responsible for learning and promoting new technology to other employees?
France/Japan least comfortable being tech mentors

Would you be comfortable mentoring an older coworker who was not as comfortable with technology as you are?

"Yes"

- United States: 83%
- Canada: 80%
- Brazil: 80%
- United Kingdom: 85%
- France: 36%
- Germany: 85%
- Turkey: 74%
- Australia/New Zealand: 85%
- China: 83%
- Indonesia: 76%
- Japan: 40%
- Malaysia: 80%
- Philippines: 86%
- Singapore: 84%
- Thailand: 95%
- Vietnam: 77%
Detailed Findings:
Great technology will entice Gen Z job candidates
Tech a key consideration when evaluating jobs

If you were considering two similar jobs, would you consider the type of technology provided by each employer when evaluating which job to take?

- Yes, it would be an important part of my choice: 9%
- Yes, but only a minor part of the choice: 38%
- No, it wouldn't be a factor: 53%
Tech a greater factor for guys and older Gen Z

If you were considering two similar jobs, would you consider the type of technology provided by each employer when evaluating which job to take?

“Yes, it would be an important part of my choice”

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Male</th>
<th>Female</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>16-18 years old</td>
<td>59%</td>
<td>48%</td>
<td>11%</td>
</tr>
<tr>
<td>19-23 years old</td>
<td>47%</td>
<td>56%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Dell Technologies
Wealthy countries least likely to say tech a factor

If you were considering two similar jobs, would you consider the type of technology provided by each employer when evaluating which job to take?

"Yes, it would be an important part of my choice"
Technology will be expected to help bring equality

In your opinion, will technology and automation create a fairer and more equitable work environment for your generation than previous ones - for example, by providing decision-making data that prevents discrimination based on gender, race or age?

- Yes: 80%
- No: 20%
Genders agree on benefits of tech for equality

In your opinion, will technology and automation create a fairer and more equitable work environment for your generation than previous ones - for example, by providing decision-making data that prevents discrimination based on gender, race or age?

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
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</thead>
<tbody>
<tr>
<td>Yes</td>
<td>81%</td>
<td>79%</td>
</tr>
<tr>
<td>No</td>
<td>19%</td>
<td>21%</td>
</tr>
</tbody>
</table>
Slight preference for employers to choose tech

When you think about leaving school and entering the workforce, what approach to technology would you prefer on the job? Choose the one answer that most closely applies.

- I would like to select and manage my own technology, and install anything I need for work myself (18%)
- I want my employer to be in charge of selecting and managing the best technology for my work, but let me customize it for my personal needs (i.e. install apps, get personal email, etc.) (34%)
- I want to keep my work technology and my personal technology completely separate, even if it means carrying around multiple devices (47%)
Detailed Findings:
Gen Z cares about data security, but is unsure how to address it
Gen Z considers data security a high priority

How much of a priority is the security of your personal data when you are using technology?

1 = Low priority
2 =
3 =
4 =
5 = High priority

2% 5% 20% 29% 44%
Only a third feel good about their security efforts

Which of the following statements best describes your efforts to protect your personal data and files? Choose the one answer that most closely applies.

- 22%: I want to make more of an effort but I don't know what to do
- 41%: I am doing some things to protect my data and hope that's enough
- 31%: I'm already doing everything possible to protect my data
- 3%: Bad stuff will happen no matter what I do so I don't bother
- 4%: I don't think my data is worth protecting so I don't make an effort

Dell Technologies
Security a low priority for those that say they don’t know what to do

- 5 = High priority
  - I want to make more of an effort but I don’t know what to do: 21% = Low priority, 37% = Medium priority, 38% = High priority
  - I am doing some things to protect my data and hope that’s enough: 20% = Low priority, 50% = Medium priority, 25% = High priority
  - I’m already doing everything possible to protect my data: 22% = Low priority, 40% = Medium priority, 26% = High priority
  - Bad stuff will happen no matter what I do so I don’t bother: 28% = Low priority, 31% = Medium priority, 24% = High priority
  - I don’t think my data is worth protecting so I don’t make an effort: 37% = Low priority, 20% = Medium priority, 18% = High priority

1 = Low priority, 2 = Medium priority, 3 = High priority
Are you careful about what you put on social media or other public forums today because it might impact your ability to be hired in the future?

- 72% Yes, I am always careful
- 23% I try, but I am not always careful
- 5% No, I don’t even try
Work experience increases awareness of social media

Are you careful about what you put on social media or other public forums today because it might impact your ability to be hired in the future?

"Yes, I am always careful"

78% Permanent full-time

67% Never worked
Japanese students least cautious on social media

Are you careful about what you put on social media or other public forums today because it might impact your ability to be hired in the future?

"Yes, I am always careful"

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
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<td>United States</td>
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<td>France</td>
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<td>Thailand</td>
<td>84%</td>
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<tr>
<td>Vietnam</td>
<td>81%</td>
</tr>
</tbody>
</table>
Detailed Findings:
Gen Zers are confident about their tech skills, but that doesn’t equate to workforce readiness.
### How would you rate your TECHNOLOGY skills in each of the following areas?

<table>
<thead>
<tr>
<th>Skill</th>
<th>Excellent</th>
<th>Good</th>
<th>Ok</th>
<th>Not Good</th>
<th>Not Sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technology literate - easily integrate new technology into work and life</td>
<td>33%</td>
<td>40%</td>
<td>20%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Installing and using software and applications</td>
<td>28%</td>
<td>36%</td>
<td>25%</td>
<td>8%</td>
<td>4%</td>
</tr>
<tr>
<td>Data science skills - comfortable analyzing data and drawing valid conclusions</td>
<td>23%</td>
<td>38%</td>
<td>27%</td>
<td>8%</td>
<td>3%</td>
</tr>
<tr>
<td>Troubleshooting device and connectivity problems</td>
<td>22%</td>
<td>34%</td>
<td>29%</td>
<td>11%</td>
<td>5%</td>
</tr>
<tr>
<td>Computational thinking - thinking and expressing solutions in ways machines can…</td>
<td>20%</td>
<td>33%</td>
<td>29%</td>
<td>12%</td>
<td>6%</td>
</tr>
<tr>
<td>Cybersecurity skills</td>
<td>18%</td>
<td>31%</td>
<td>32%</td>
<td>14%</td>
<td>5%</td>
</tr>
<tr>
<td>Coding</td>
<td>17%</td>
<td>26%</td>
<td>25%</td>
<td>23%</td>
<td>9%</td>
</tr>
</tbody>
</table>
Gen Z has more confidence in their tech skills

When you think about leaving school and entering the workforce, how do you feel about your technical skills compared to your non-technical skills? Choose the one answer that most closely applies.

- I feel more confident that I will have the TECHNOLOGY skills that employers want
- I feel more confident I will have the NON-TECHNOLOGY skills that employers will want
- I don’t think either my TECHNOLOGY or NON-TECHNOLOGY skills will be good enough

52% 35% 13%
Gen Z fairly confident in non-technology skills

How would you rate your NON-TECHNOLOGY skills in each of the following areas?

<table>
<thead>
<tr>
<th>Skill</th>
<th>Excellent</th>
<th>Good</th>
<th>OK</th>
<th>Not good</th>
<th>Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learning agility - easily learn new things, work with new tools</td>
<td>32%</td>
<td>40%</td>
<td>21%</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Teamwork and collaboration</td>
<td>30%</td>
<td>39%</td>
<td>23%</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
<td>Creativity</td>
<td>29%</td>
<td>37%</td>
<td>26%</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
<td>Emotional intelligence - ability to recognize and effectively respond to emotions</td>
<td>29%</td>
<td>36%</td>
<td>25%</td>
<td>7%</td>
<td>3%</td>
</tr>
<tr>
<td>Communication</td>
<td>27%</td>
<td>39%</td>
<td>25%</td>
<td>7%</td>
<td>2%</td>
</tr>
<tr>
<td>Logical thinking</td>
<td>26%</td>
<td>43%</td>
<td>24%</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Entrepreneurial mindset - identify new opportunities and take initiative</td>
<td>24%</td>
<td>35%</td>
<td>29%</td>
<td>8%</td>
<td>4%</td>
</tr>
<tr>
<td>Judgment and complex decision-making</td>
<td>20%</td>
<td>38%</td>
<td>30%</td>
<td>8%</td>
<td>4%</td>
</tr>
<tr>
<td>Project management</td>
<td>18%</td>
<td>37%</td>
<td>33%</td>
<td>8%</td>
<td>4%</td>
</tr>
</tbody>
</table>
Males confident with tech skills; females non-tech

When you think about leaving school and entering the workforce, how do you feel about your technical skills compared to your non-technical skills? Choose the one answer that most closely applies.

- I feel more confident that I will have the TECHNOLOGY skills that employers want
- I feel more confident I will have the NON-TECHNOLOGY skills that employers will want
- I don’t think either my TECHNOLOGY or NON-TECHNOLOGY skills will be good enough

### Female
- I feel more confident on TECHNOLOGY: 47%
- I feel more confident on NON-TECHNOLOGY: 39%
- I don’t think my skills will be good enough: 14%

### Male
- I feel more confident on TECHNOLOGY: 59%
- I feel more confident on NON-TECHNOLOGY: 30%
- I don’t think my skills will be good enough: 11%
Gen Z doesn’t think employers prioritize tech skills

Which of the following work skills do you expect employers value most in their employees? Choose up to five of the following.

- Teamwork and collaboration
- Communication
- Learning agility - easily learn new things, work with new tools
- Logical thinking
- Creativity
- Judgment and complex decision-making
- Technology literate - easily integrate new technology into work and life
- Emotional intelligence - ability to recognize and effectively respond to emotions
- Entrepreneurial mindset - identify new opportunities and taking initiative
- Project management
- Data science skills - comfortable analyzing data and drawing valid conclusions
- Computational thinking - thinking and expressing solutions in ways machines can..
- Troubleshooting device and connectivity problems
- Cybersecurity skills
- Installing and using software and applications
- Coding
- I’ve never thought about what an employer might want in an employee

- Non-tech
- Tech
Students mostly think schools are OK at job prep

What score would you give your education for how well it is preparing you for your future work and a career?

1 = Terrible
2 = Poor
3 = Adequate
4 = Good
5 = Excellent

- Terrible: 2%
- Poor: 8%
- Adequate: 33%
- Good: 41%
- Excellent: 16%
Most (94%) students have concerns about starting work

What concerns do you have about leaving school and entering the workforce? Choose all that apply.

- Employers want work experience, but I can't get that without working (45%)
- Jobs for new graduates aren't steady (32%)
- The available jobs won't pay enough to cover my expenses (28%)
- I'm not sure what I want to do (27%)
- There aren't enough jobs available in my field (25%)
- I don't think I have the right skills to get a good job (23%)
- My job will be bad for my physical or mental health (17%)
- I think I'll be bored (14%)
- I don't have any concerns (6%)
Work experience breeds confidence

When you think about leaving school and entering the workforce, how do you feel about your technical skills compared to your non-technical skills? Choose the one answer that most closely applies.

- I feel more confident that I will have the TECHNOLOGY skills that employers want
- I feel more confident I will have the NON-TECHNOLOGY skills that employers will want
- I don’t think either my TECHNOLOGY or NON-TECHNOLOGY skills will be good enough

<table>
<thead>
<tr>
<th>Job Type</th>
<th>Technology Skills</th>
<th>Non-Technology Skills</th>
<th>Neither</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never worked</td>
<td>47%</td>
<td>32%</td>
<td>21%</td>
</tr>
<tr>
<td>Gig jobs</td>
<td>53%</td>
<td>37%</td>
<td>9%</td>
</tr>
<tr>
<td>Part-time job</td>
<td>51%</td>
<td>37%</td>
<td>12%</td>
</tr>
<tr>
<td>Temporary full-time</td>
<td>53%</td>
<td>36%</td>
<td>11%</td>
</tr>
<tr>
<td>Permanent full-time</td>
<td>61%</td>
<td>30%</td>
<td>9%</td>
</tr>
</tbody>
</table>
More than 4 in 5 expect jobs to disappear by 2030

In your opinion, what jobs won't exist by 2030 because technology will replace them? Choose all that apply.

- Legal positions (i.e. paralegals, lawyers, clerks)
- Educating children
- Caring for the elderly
- Surgery
- Managing employees
- Recruiting and training new employees
- Medical diagnoses
- Marketing and communications
- Sales
- Delivery drivers
- Customer service
- Secretary or admin (i.e. scheduling meetings, data input)
- Purchasing and bill payment
- All these jobs will still exist 20 years from now

- 18%
- 36%
- 30%
- 29%
- 25%
- 19%
- 19%
- 17%
- 14%
- 14%
- 12%
- 11%
- 10%
- 8%
Managers more likely to expect automation than Gen Z

Comparison with similar question about tasks automated by 2030 fielded to senior managers

<table>
<thead>
<tr>
<th>Task</th>
<th>Realizing 2030*</th>
<th>Gen Z</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchasing and bill payment</td>
<td>36%</td>
<td>41%</td>
</tr>
<tr>
<td>Secretary or admin (i.e. scheduling meetings, data input)</td>
<td>37%</td>
<td>30%</td>
</tr>
<tr>
<td>Customer service</td>
<td>32%</td>
<td>29%</td>
</tr>
<tr>
<td>Delivery drivers</td>
<td>37%</td>
<td>25%</td>
</tr>
<tr>
<td>Sales</td>
<td>19%</td>
<td>18%</td>
</tr>
<tr>
<td>Marketing and communications</td>
<td>29%</td>
<td>19%</td>
</tr>
<tr>
<td>Medical diagnoses</td>
<td>24%</td>
<td>19%</td>
</tr>
<tr>
<td>Recruiting and training new employees</td>
<td>27%</td>
<td>19%</td>
</tr>
<tr>
<td>Managing employees</td>
<td>21%</td>
<td>14%</td>
</tr>
<tr>
<td>Surgery</td>
<td>17%</td>
<td>14%</td>
</tr>
<tr>
<td>Caring for the elderly</td>
<td>13%</td>
<td>11%</td>
</tr>
<tr>
<td>Educating children</td>
<td>12%</td>
<td>10%</td>
</tr>
<tr>
<td>Legal positions (i.e. paralegals, lawyers, clerks)</td>
<td>22%</td>
<td>8%</td>
</tr>
</tbody>
</table>

* Business leader responses from Realizing 2030 research from Dell Technologies, January 2018
Detailed Findings: Gen Z wants more than just money for its work.
Money matters, but so do non-monetary factors

When you think about leaving school and entering the workforce, which of the following are important to you? Choose all that apply.

<table>
<thead>
<tr>
<th>Non-monetary</th>
<th>Monetary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Offers great non-pay benefits and perks (free food, transportation, employee events,...)</td>
<td>30%</td>
</tr>
<tr>
<td>Opportunity for fast career growth</td>
<td>37%</td>
</tr>
<tr>
<td>Work for an organization that is socially/environmentally responsible</td>
<td>38%</td>
</tr>
<tr>
<td>Schedule that allows me to pursue my personal interests</td>
<td>38%</td>
</tr>
<tr>
<td>Work has meaning and purpose beyond simply getting paid</td>
<td>45%</td>
</tr>
<tr>
<td>Safe and secure workplace</td>
<td>46%</td>
</tr>
<tr>
<td>Good salary</td>
<td>48%</td>
</tr>
<tr>
<td>Ability to learn new skills and have new experiences</td>
<td>50%</td>
</tr>
<tr>
<td>Steady income I can rely on</td>
<td>50%</td>
</tr>
</tbody>
</table>
Philippines most interested in responsible organizations

When you think about leaving school and entering the workforce, which of the following are important to you? Choose all that apply.

"Work for an organization that is socially/environmentally responsible"

- United States: 35%
- Canada: 38%
- Brazil: 48%
- United Kingdom: 32%
- France: 21%
- Germany: 41%
- Turkey: 40%
- Australia/New Zealand: 38%
- China: 24%
- Indonesia: 37%
- Japan: 35%
- Malaysia: 47%
- Philippines: 53%
- Singapore: 40%
- Thailand: 35%
- Vietnam: 43%
Females/college students interested in responsible orgs

When you think about leaving school and entering the workforce, which of the following are important to you? Choose all that apply.

"Work for an organization that is socially/environmentally responsible"

- Male: 35%
- Female: 39%
- High school: 33%
- College or University: 40%
- Vocational: 33%
Detailed Findings:

Gen Z is eager for more human interaction
Gen Z prefers talking to coworkers in person

What would be your preferred way to communicate with a colleague or supervisor? Choose the one answer that most closely applies.

- In person: 43%
- Phone: 10%
- Email: 14%
- Messaging app/instant messenger: 21%
- Text: 12%
Peers will be important for on-the-job learning

Imagine a scenario in the future when you need to do something at your job for the very first time. What is the most likely way that you will figure out how to do it?

- Just guess: 2%
- Ask a friend: 5%
- Ask a parent or guardian: 9%
- YouTube videos: 10%
- Online communities: 11%
- Ask my boss: 21%
- Ask a fellow employee: 40%
Social media good for both personal and work

What type of activities do you think social media can be good for? Choose all that apply.

- Keeping connected with friends and family: 66%
- Entertainment and news: 60%
- Communicating with people in your profession (co-workers, partners, mentors, etc.): 59%
- Businesses can use it to communicate to their customers: 56%
- Building connections that can be used to help a career: 55%
- Finding new friends that share my interests: 48%
- There is nothing good about social media: 3%

82% say there are work-related benefits to social media.
Gen Z has no strong feelings about work environments, yet a majority would prefer working in an office as part of a team. For each of the following, choose the environment you would most prefer in the workforce.

<table>
<thead>
<tr>
<th>Environment</th>
<th>Strongly prefer</th>
<th>Slightly prefer</th>
<th>Don't care</th>
<th>Slightly Prefer</th>
<th>Strongly Prefer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work as part of a team</td>
<td>30%</td>
<td>28%</td>
<td>20%</td>
<td>14%</td>
<td>8%</td>
</tr>
<tr>
<td>Big company</td>
<td>27%</td>
<td>25%</td>
<td>32%</td>
<td>11%</td>
<td>6%</td>
</tr>
<tr>
<td>Go to a workplace</td>
<td>26%</td>
<td>27%</td>
<td>23%</td>
<td>14%</td>
<td>10%</td>
</tr>
<tr>
<td>Detailed direction on how to do tasks</td>
<td>26%</td>
<td>27%</td>
<td>17%</td>
<td>17%</td>
<td>13%</td>
</tr>
<tr>
<td>Fixed schedule</td>
<td>26%</td>
<td>23%</td>
<td>17%</td>
<td>18%</td>
<td>15%</td>
</tr>
<tr>
<td>Work/life balance</td>
<td>24%</td>
<td>22%</td>
<td>18%</td>
<td>19%</td>
<td>17%</td>
</tr>
<tr>
<td>Employee</td>
<td>22%</td>
<td>28%</td>
<td>24%</td>
<td>14%</td>
<td>12%</td>
</tr>
<tr>
<td>Manage other employees</td>
<td>20%</td>
<td>23%</td>
<td>25%</td>
<td>19%</td>
<td>13%</td>
</tr>
<tr>
<td>Professional dress</td>
<td>19%</td>
<td>20%</td>
<td>27%</td>
<td>18%</td>
<td>16%</td>
</tr>
<tr>
<td>Busy and social</td>
<td>19%</td>
<td>29%</td>
<td>22%</td>
<td>19%</td>
<td>11%</td>
</tr>
</tbody>
</table>

19% strongly prefer, 20% slightly prefer, 22% don't care, 24% slightly prefer, 26% strongly prefer.

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19% strongly prefer, 20% slightly prefer, 22% don't care, 24% slightly prefer, 26% strongly prefer.

19% strongly prefer, 20% slightly prefer, 22% don't care, 24% slightly prefer, 26% strongly prefer.
Shift away from email and towards texting for youngest

What would be your preferred way to communicate with a colleague or supervisor? Choose the one answer that most closely applies.

<table>
<thead>
<tr>
<th>Age</th>
<th>Phone</th>
<th>In person</th>
<th>Text</th>
<th>Email</th>
<th>Messaging app/instant messenger</th>
</tr>
</thead>
<tbody>
<tr>
<td>23 years old</td>
<td>23%</td>
<td>42%</td>
<td>7%</td>
<td>15%</td>
<td>13%</td>
</tr>
<tr>
<td>22 years old</td>
<td>22%</td>
<td>43%</td>
<td>8%</td>
<td>14%</td>
<td>12%</td>
</tr>
<tr>
<td>21 years old</td>
<td>21%</td>
<td>46%</td>
<td>8%</td>
<td>16%</td>
<td>9%</td>
</tr>
<tr>
<td>20 years old</td>
<td>23%</td>
<td>44%</td>
<td>8%</td>
<td>14%</td>
<td>11%</td>
</tr>
<tr>
<td>19 years old</td>
<td>22%</td>
<td>40%</td>
<td>11%</td>
<td>14%</td>
<td>12%</td>
</tr>
<tr>
<td>18 years old</td>
<td>21%</td>
<td>42%</td>
<td>11%</td>
<td>13%</td>
<td>12%</td>
</tr>
<tr>
<td>17 years old</td>
<td>18%</td>
<td>45%</td>
<td>13%</td>
<td>11%</td>
<td>13%</td>
</tr>
<tr>
<td>16 years old</td>
<td>18%</td>
<td>40%</td>
<td>15%</td>
<td>13%</td>
<td>13%</td>
</tr>
</tbody>
</table>
About Dell Technologies

Dell Technologies is a unique family of businesses that provides the essential infrastructure for organizations to build their digital future, transform IT and protect their most important asset, information. The company services customers of all sizes across 180 countries – ranging from 98 percent of the Fortune 500 to individual consumers – with the industry's most comprehensive and innovative portfolio from the edge to the core to the cloud.