



# Gen Z: The future has arrived

**DELL**Technologies



# 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.

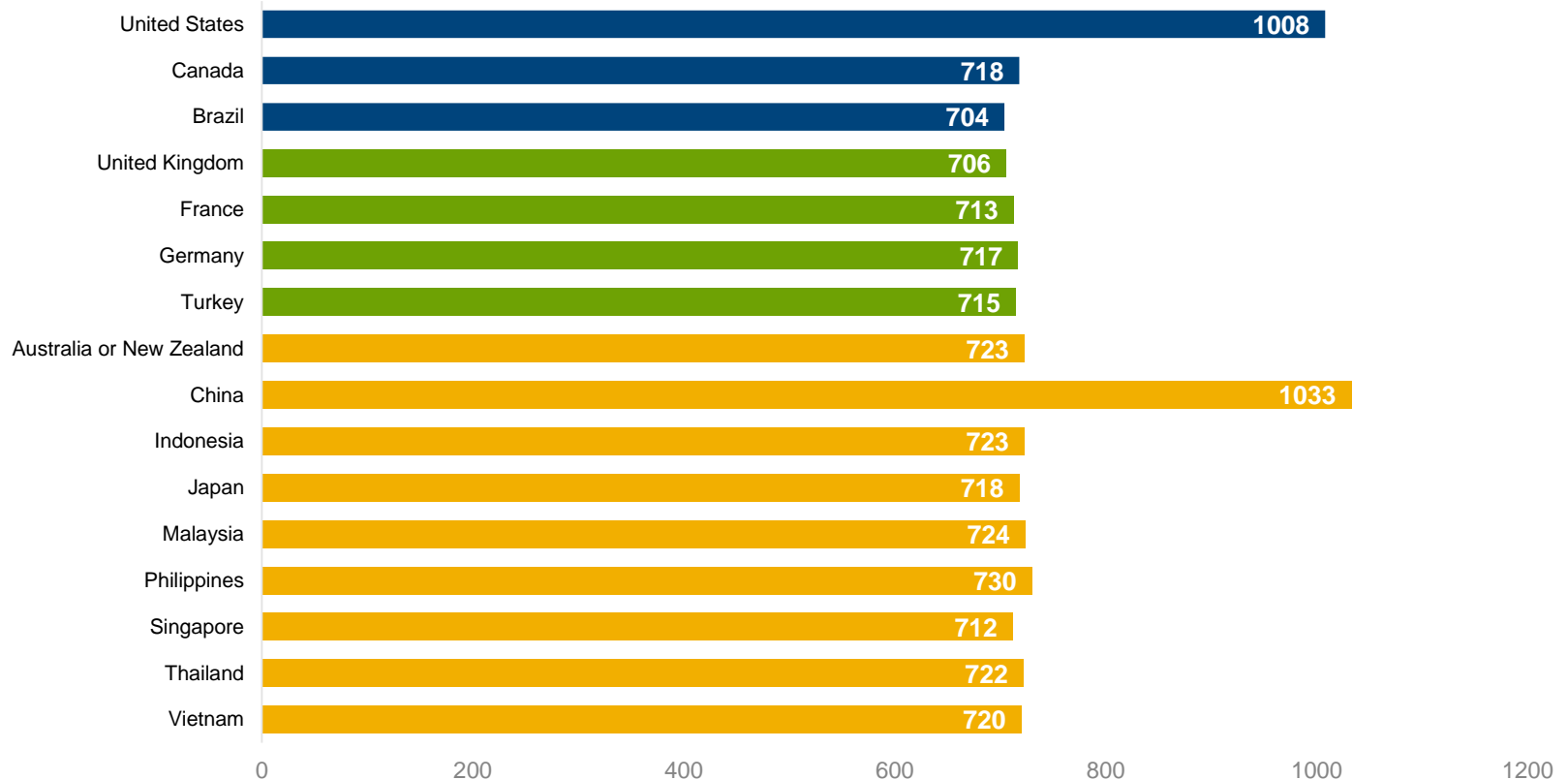
## Participants

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.



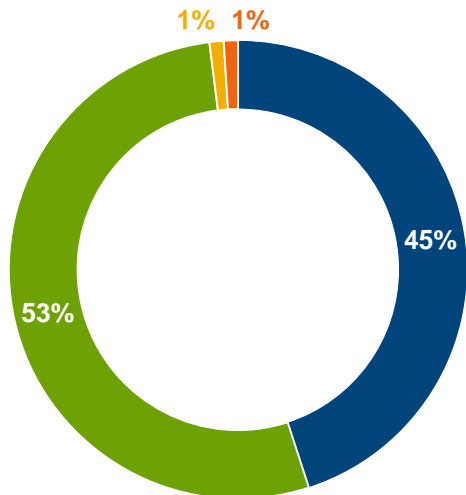
# 12,086 global participants by country

- Americas
- EMEA
- APJ



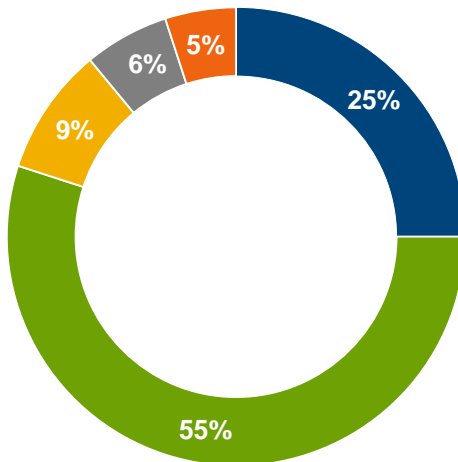
# Participant demographics

Gender



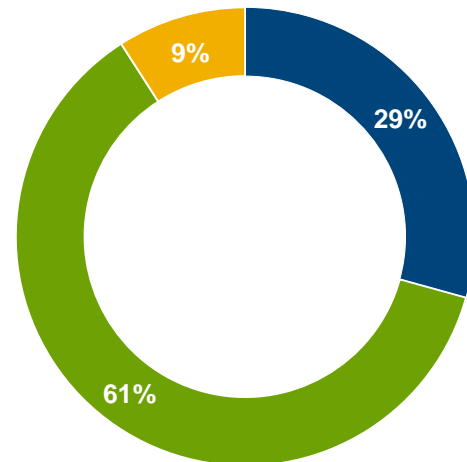
- Male
- Female
- Other
- Prefer not to say

Household Income



- Lower-income
- Middle-class
- Upper middle-class or wealthy
- I don't know
- Prefer not to say

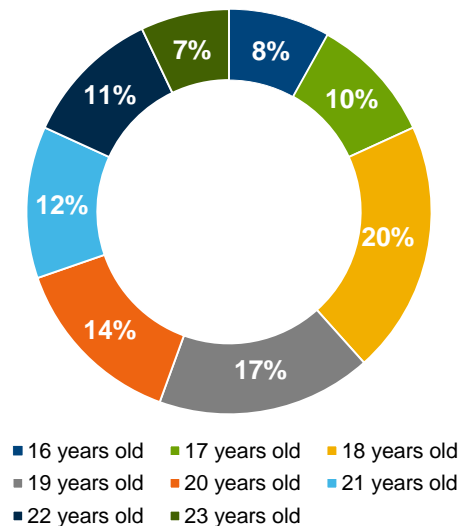
Type of School



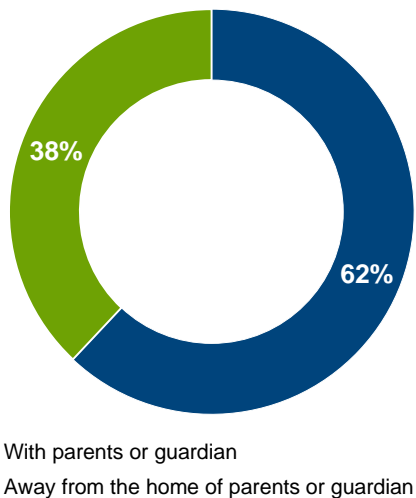
- High school / Secondary school
- College or university
- Vocational, trade or apprenticeship

# Participant demographics (cont'd)

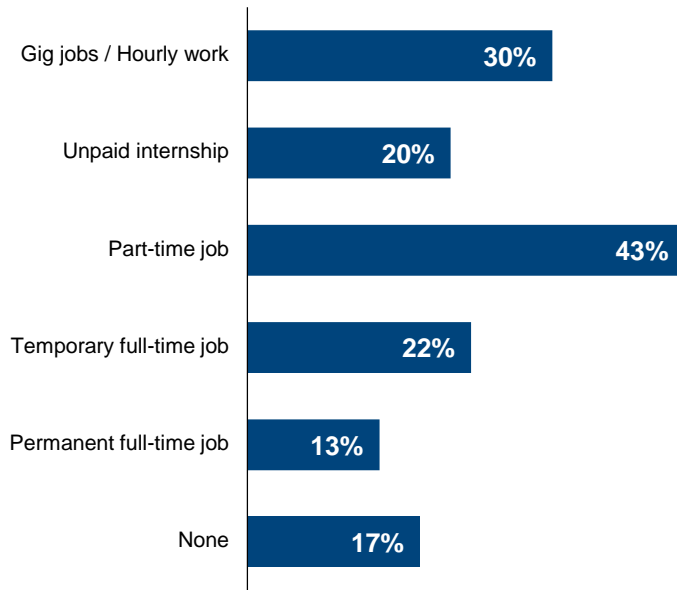
**Age**



**Living Situation**



**Work Experience**





# KEY FINDINGS



# KEY FINDINGS

1

**Gen Z** wants to work with cutting-edge technology and is eager to share its knowledge

2

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

3

**Gen Z** cares about data security, but is unsure how to address it

4

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

5

**Gen Z** wants more than just money for its work

6

**Gen Z** is eager for more human interaction



# KEY FINDINGS

1

2

3

4

5

6

**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

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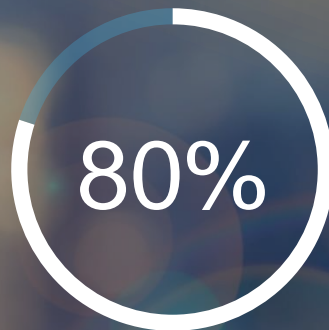
5

6

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



say the technology offered  
by an employer would be a  
factor in choosing among  
similar job offers



believe technology and  
automation will create a  
more equitable work  
environment

# KEY FINDINGS

1

2

3

4

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6

**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

1

2

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6

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



73%

rank their technology literacy as good or excellent



52%

are more confident they have the technology skills employers want than non-tech skills



57%

rank their education as good or excellent at preparing them for their future career



94%

have concerns about starting work

# KEY FINDINGS

1

2

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6

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

1

2

3

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6

**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 team  
vs. working independently

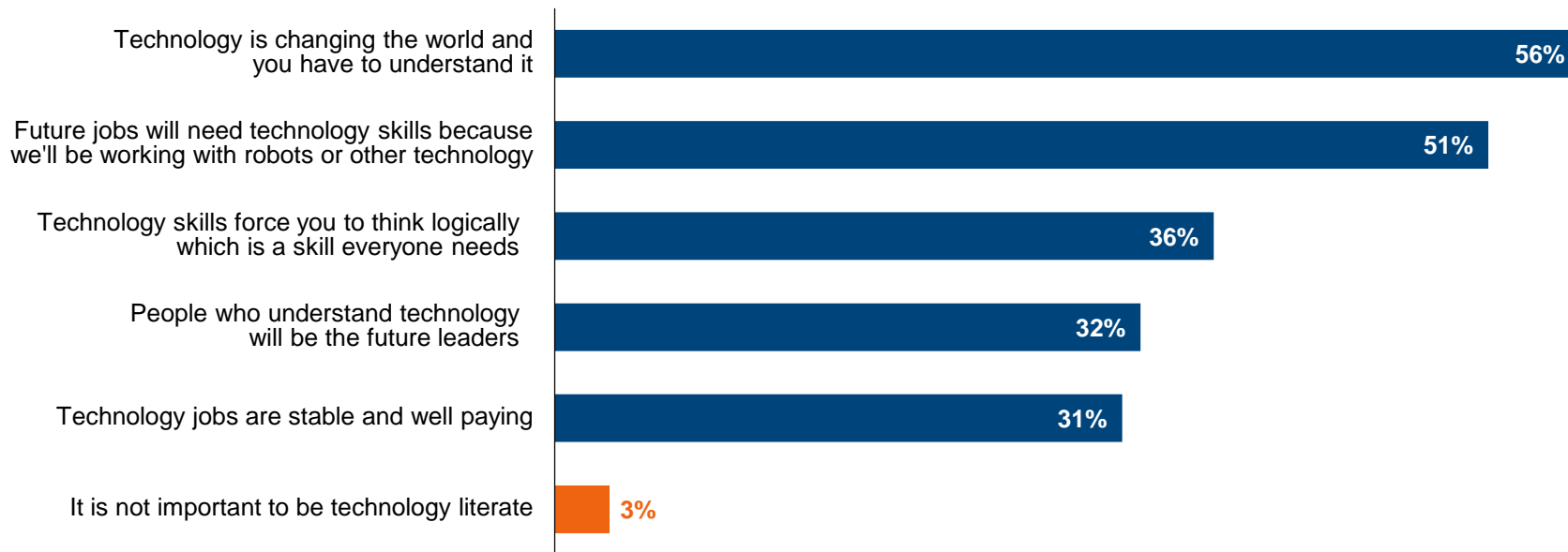


Detailed Findings:

Gen Z wants to work with  
cutting-edge technology

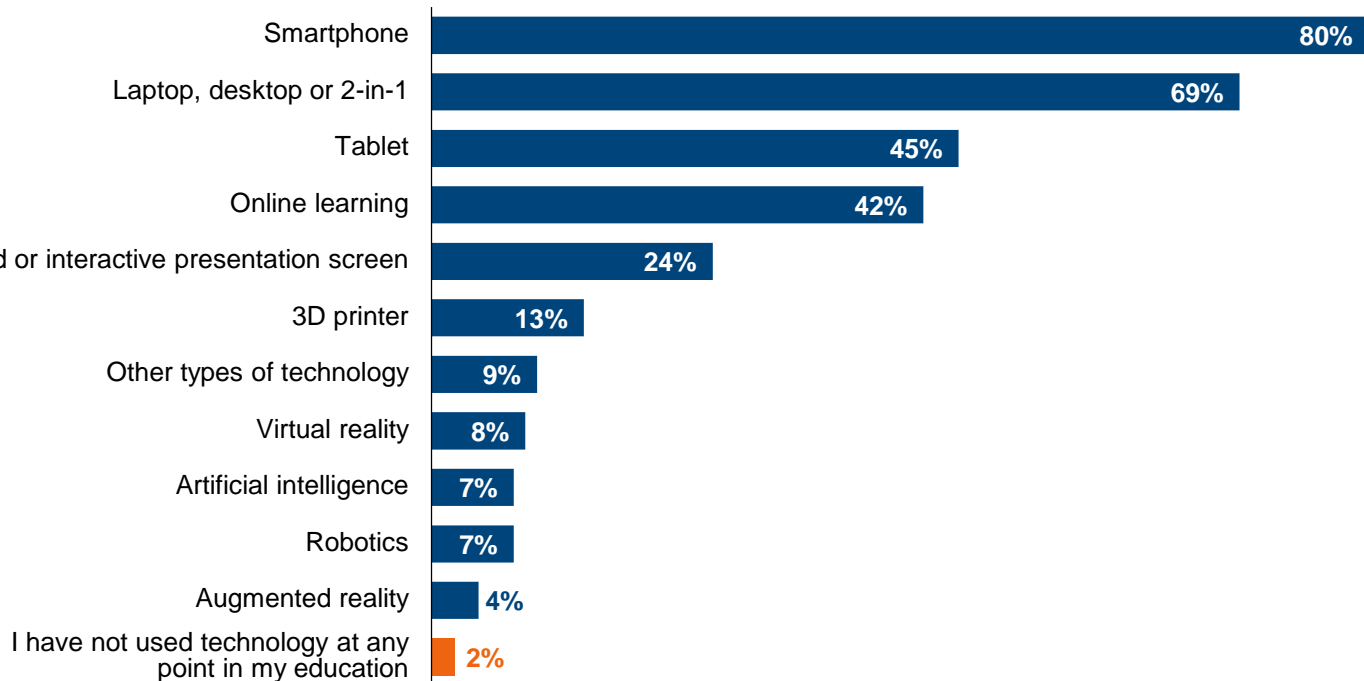
# Gen Z agrees technology literacy matters (97%)

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



# 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.



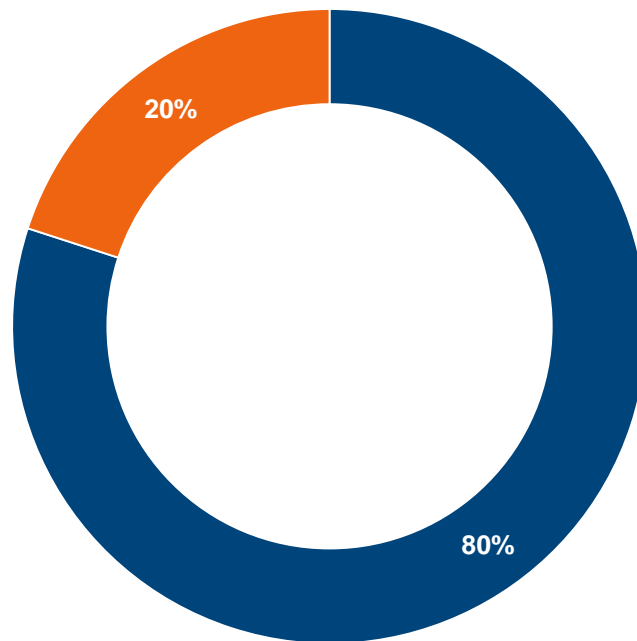


# Very high interest in jobs working with technology

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

■ Yes

■ No



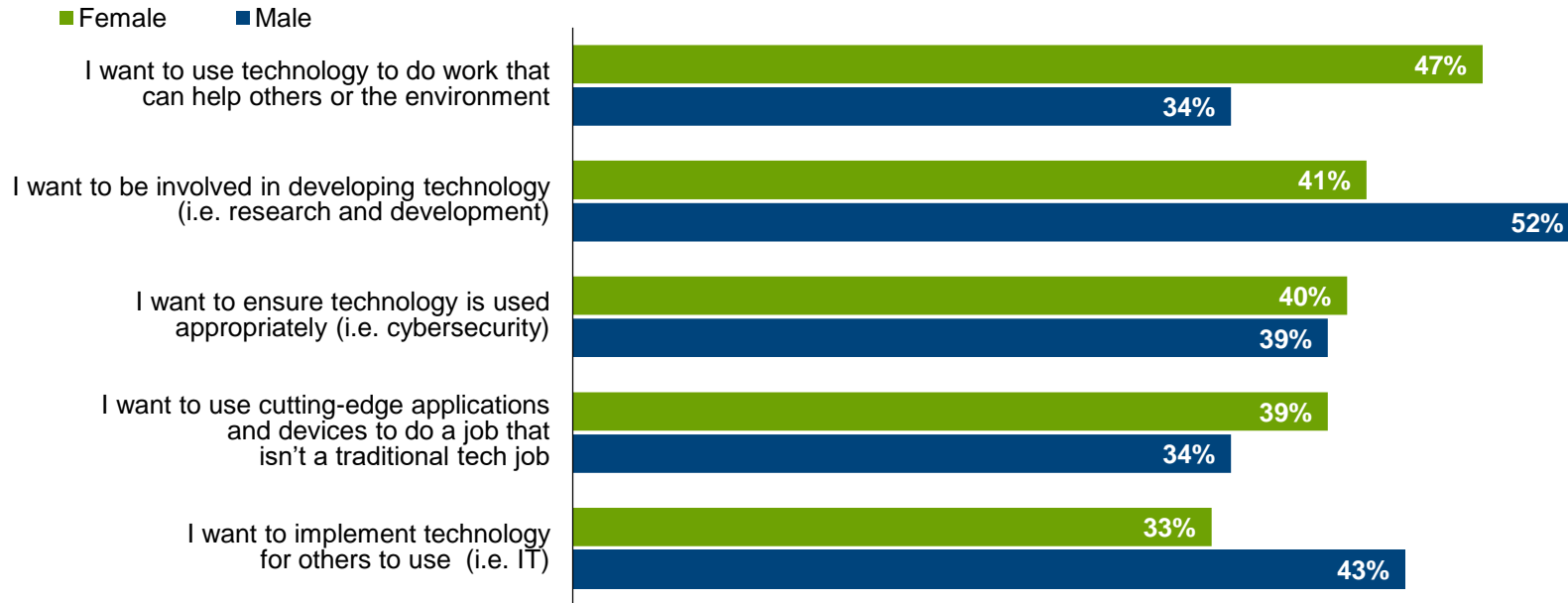
# Gen Z tech jobs will include a wide range of functions

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



# Genders have different views of technology careers

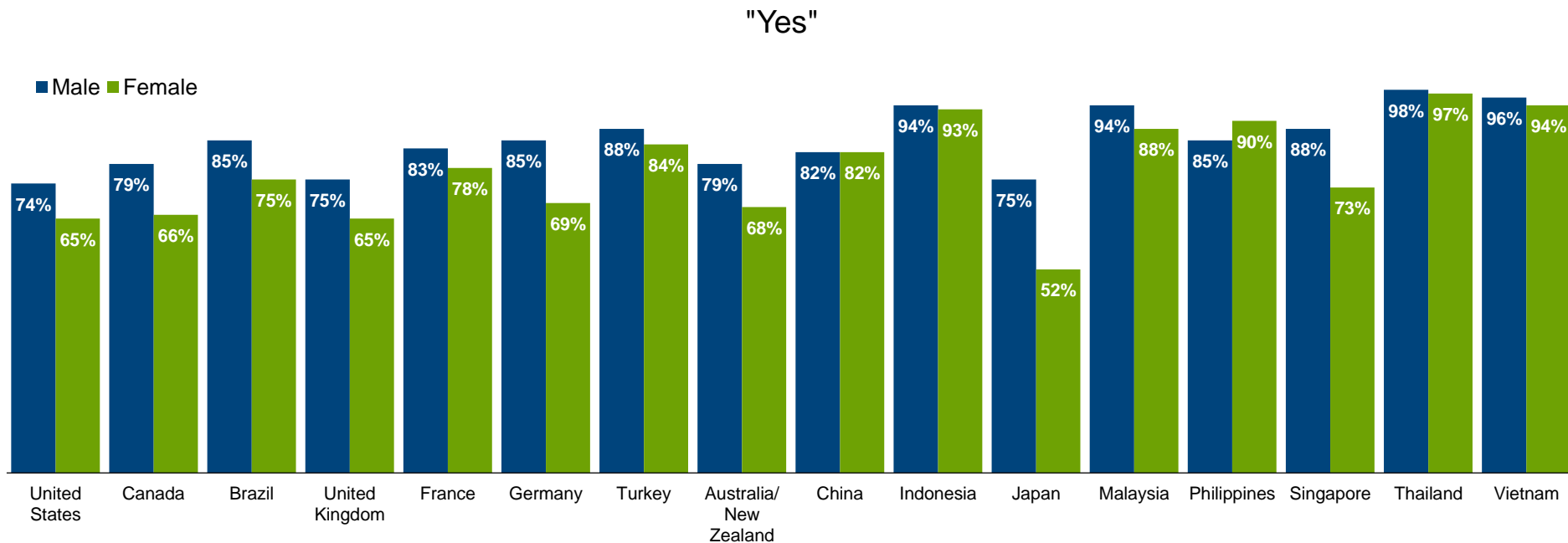
How would you like to work with technology in your future career? Choose all that apply.





# Wealthy countries have bigger gender gaps

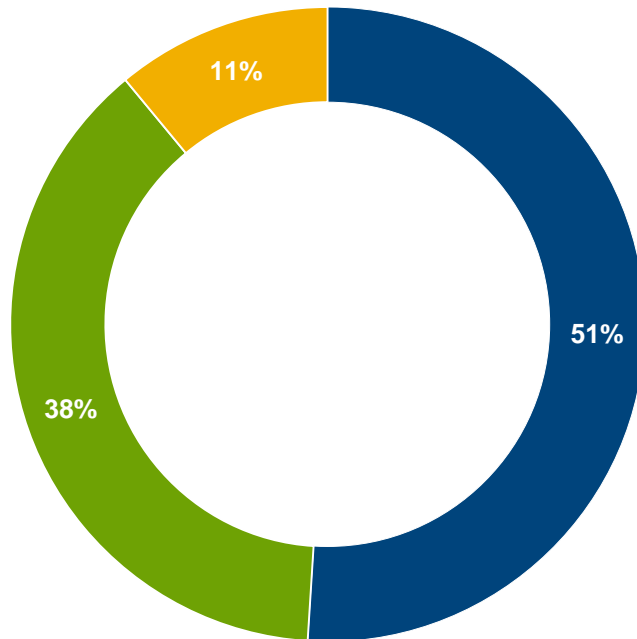
Are you interested in working with cutting-edge technology when you leave school and enter the workforce?



# Few expect machines to replace humans

**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

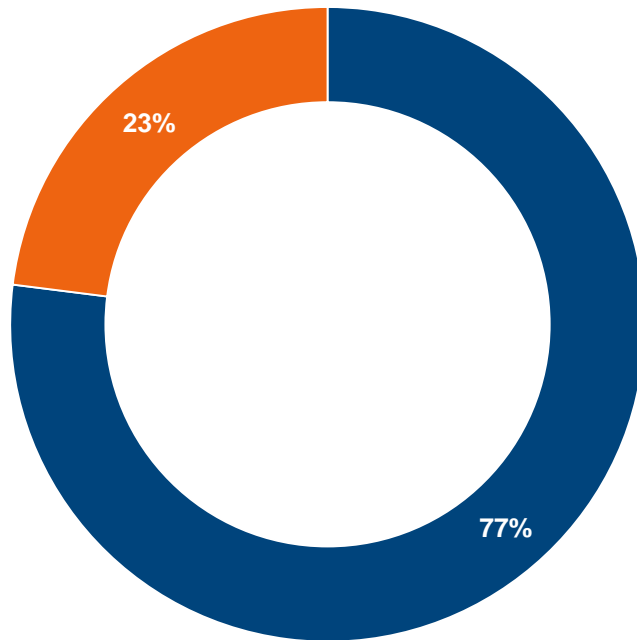


# Gen Z willing to be technology leaders at work

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

■ Yes

■ No

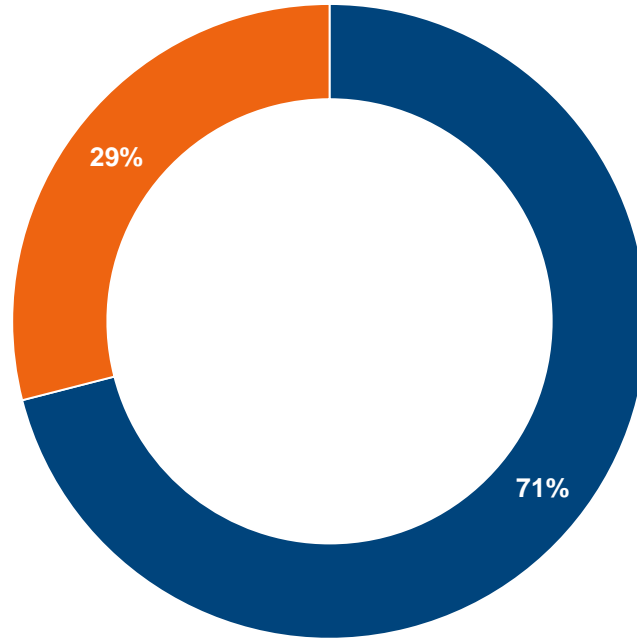


# Gen Z willing to be technology leaders at work

**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

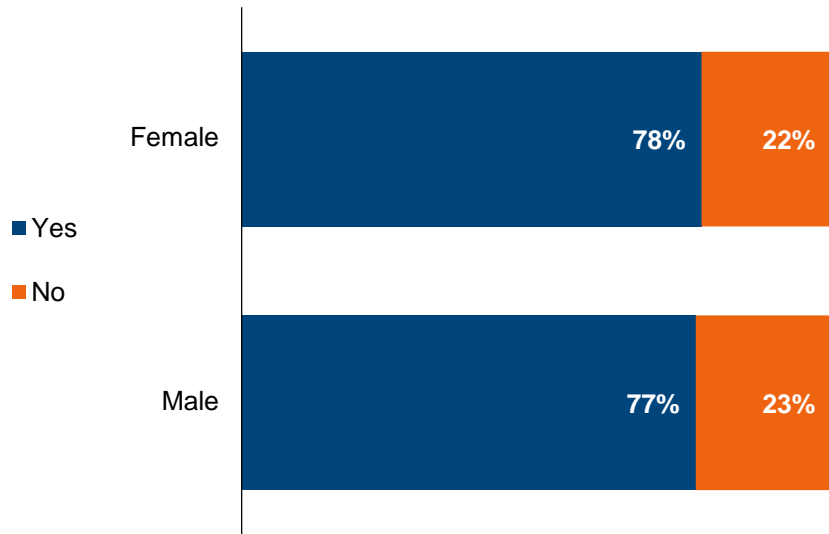
■ No



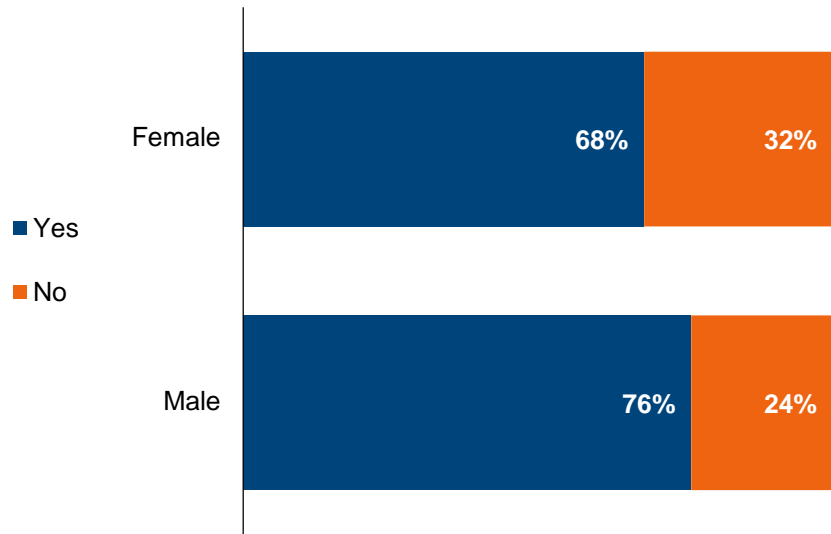


# Men more comfortable as “digital ambassador”

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

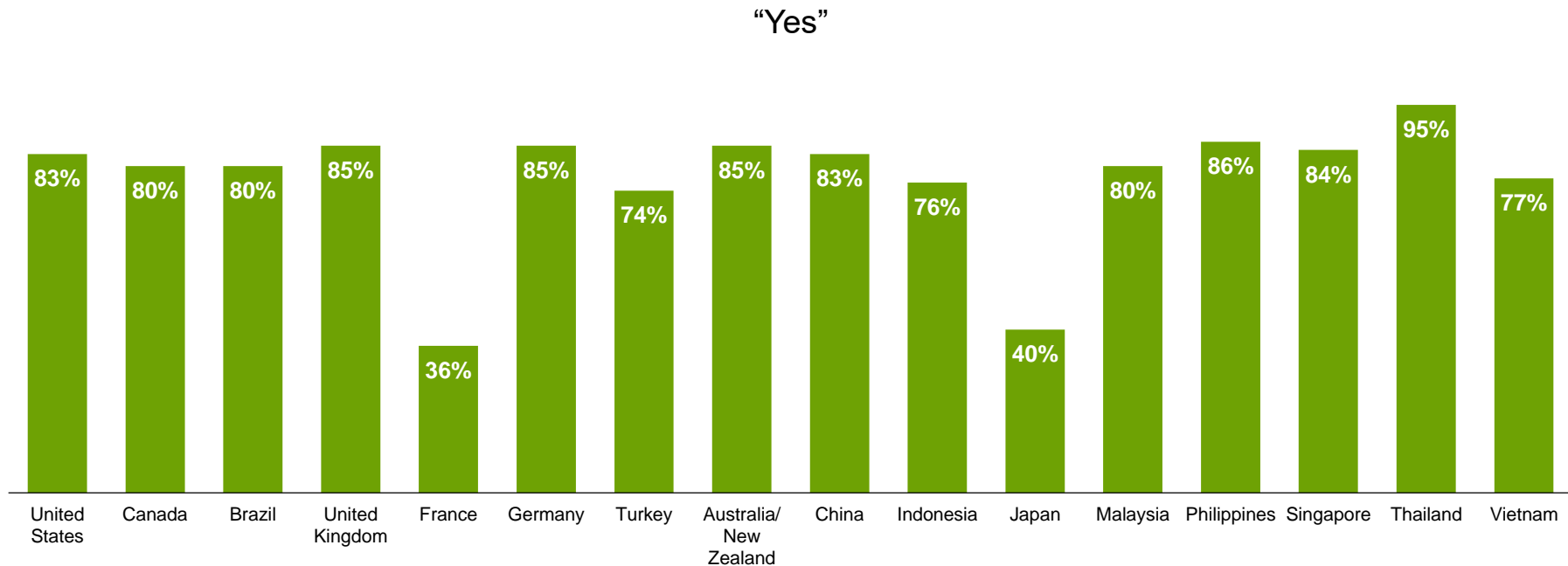


**Could you picture yourself as a "digital ambassador" or technology-savvy employee who would be responsible for learning and promoting new technology to other employees?**



# 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?



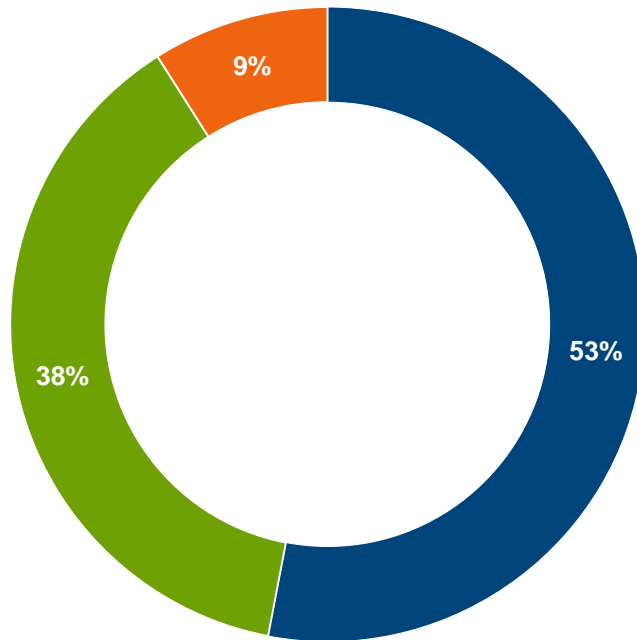
Detailed Findings:

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?**

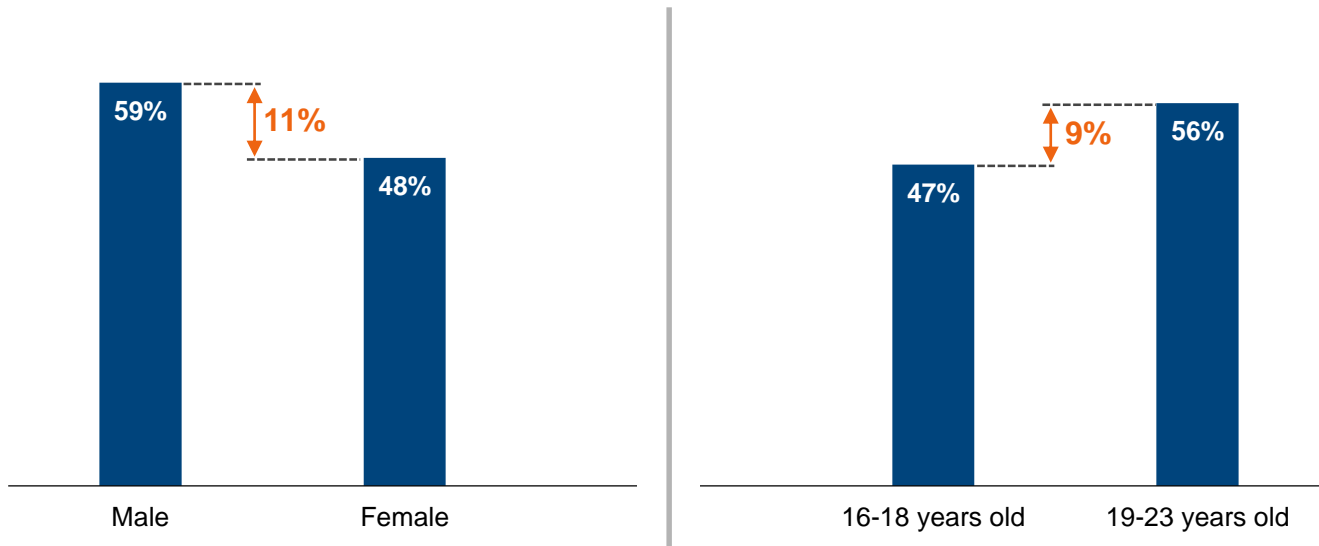
- Yes, it would be an important part of my choice
- Yes, but only a minor part of the choice
- No, it wouldn't be a factor



# 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”

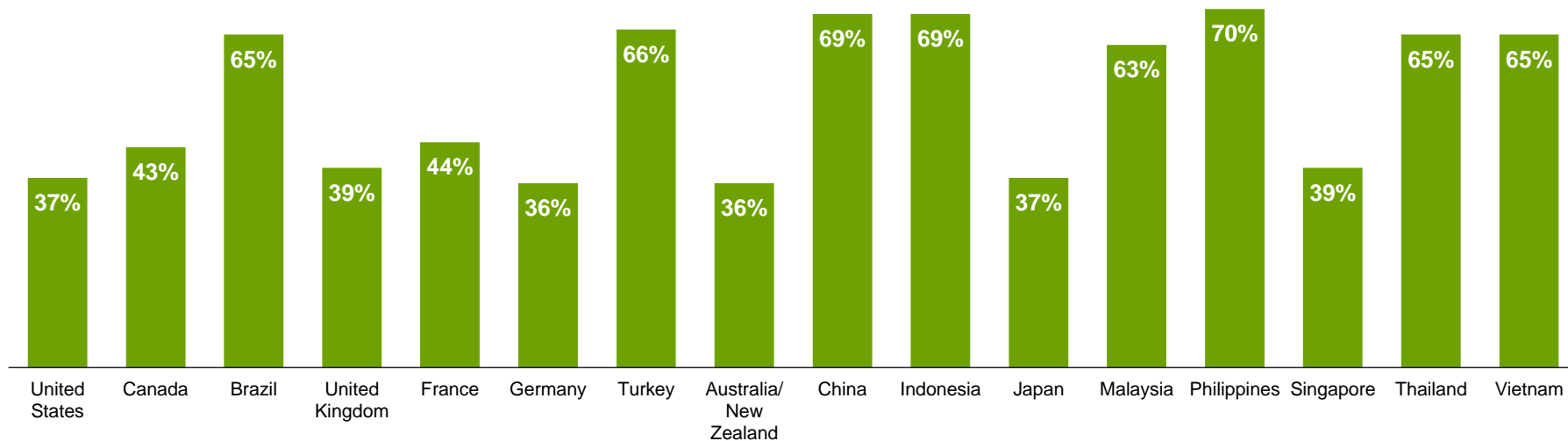




# Wealthy countries least likely to say tech a factor

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"

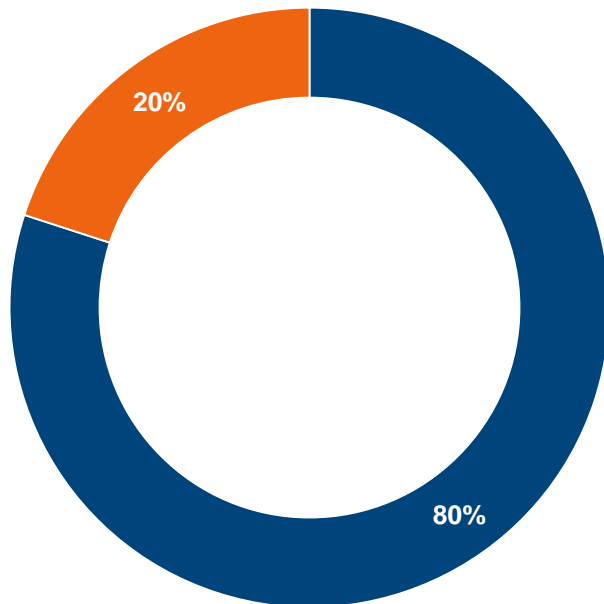


# Technology will be expected to help bring equality

**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

■ No



# 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?**

■ Yes

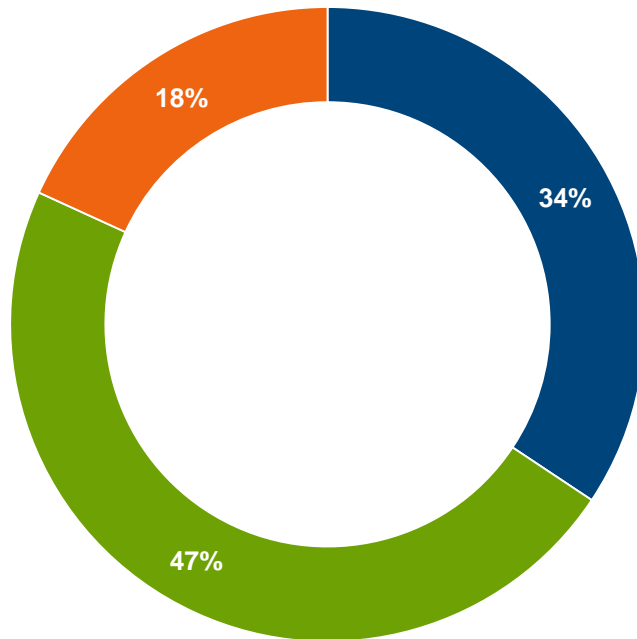
■ No



# 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
- 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.)
- I want to keep my work technology and my personal technology completely separate, even if it means carrying around multiple devices





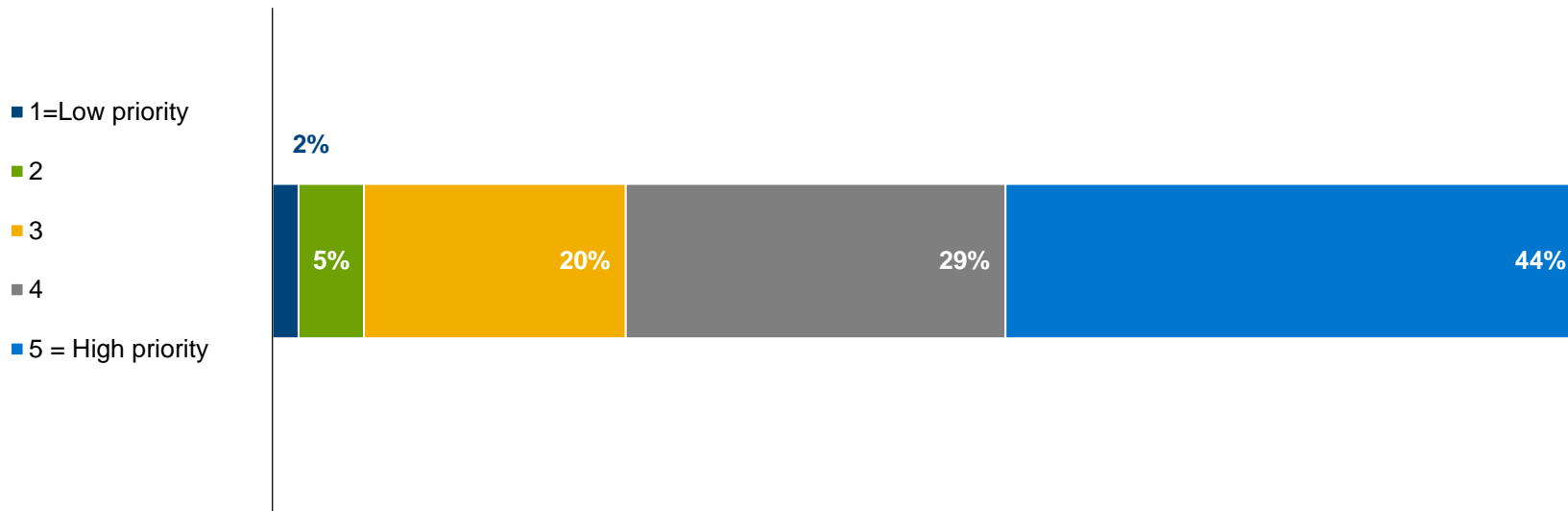
Detailed Findings:

Gen Z cares about data security, but is unsure how to address it



# Gen Z considers data security a high priority

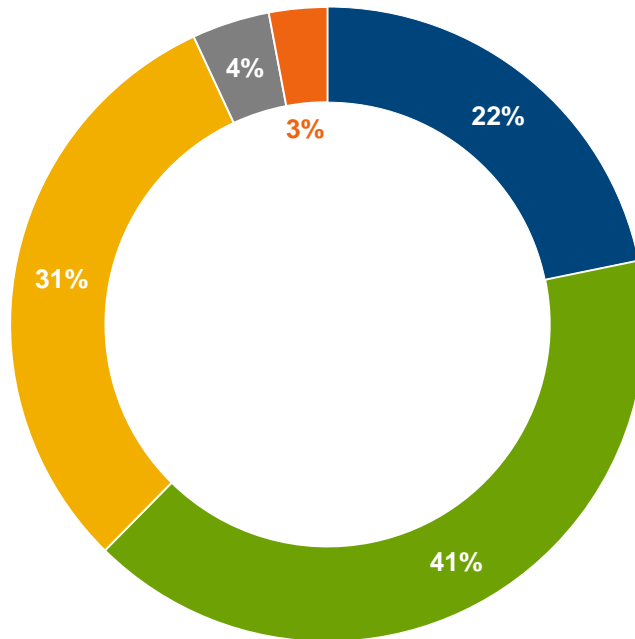
How much of a priority is the security of your personal data when you are using technology?



# Only a third feel good about their security efforts

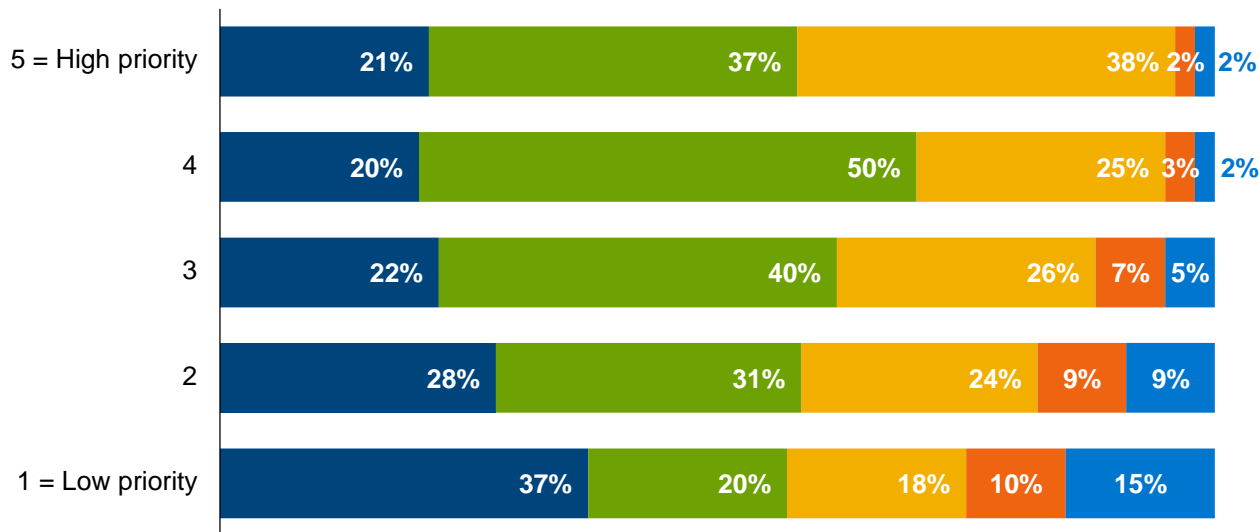
**Which of the following statements best describes your efforts to protect your personal data and files? Choose the one answer that most closely applies.**

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



# Security a low priority for those that say they don't know what to do

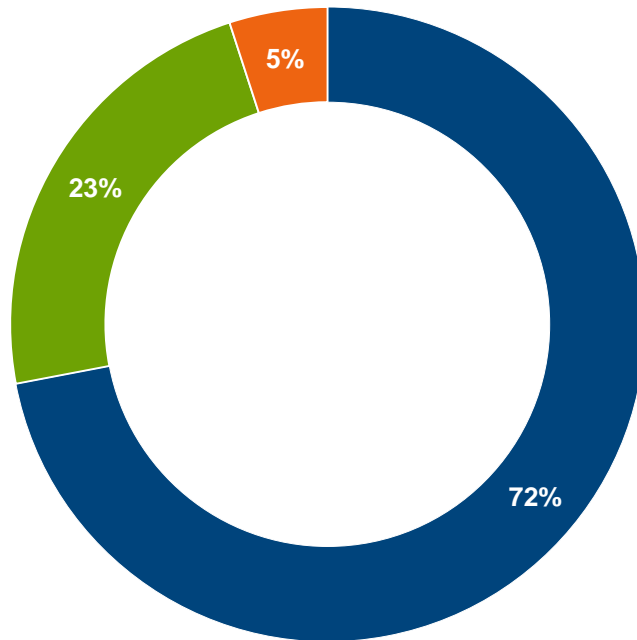
- I want to make more of an effort but I don't know what to do
- I am doing some things to protect my data and hope that's enough
- I'm already doing everything possible to protect my data
- Bad stuff will happen no matter what I do so I don't bother
- I don't think my data is worth protecting so I don't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



# Gen Z aware of social media impact on work future

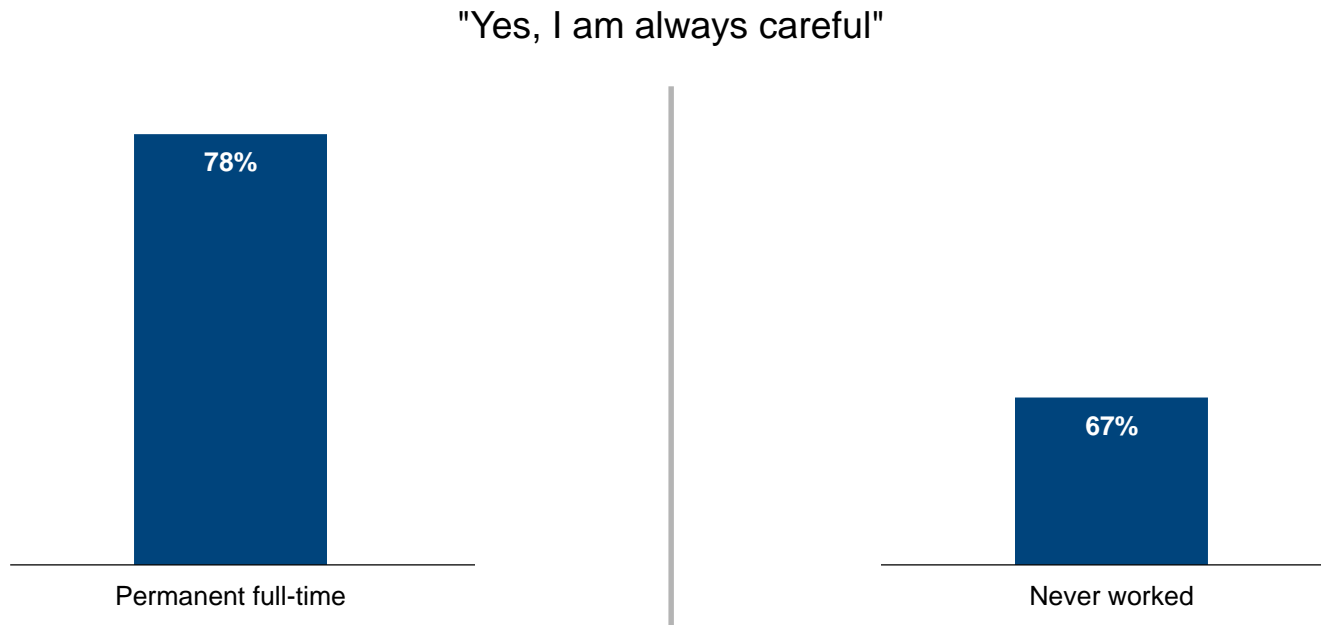
**Are you careful about what you put on social media or other public forums today because it might impact your ability to be hired in the future?**

- Yes, I am always careful
- I try, but I am not always careful
- 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?**

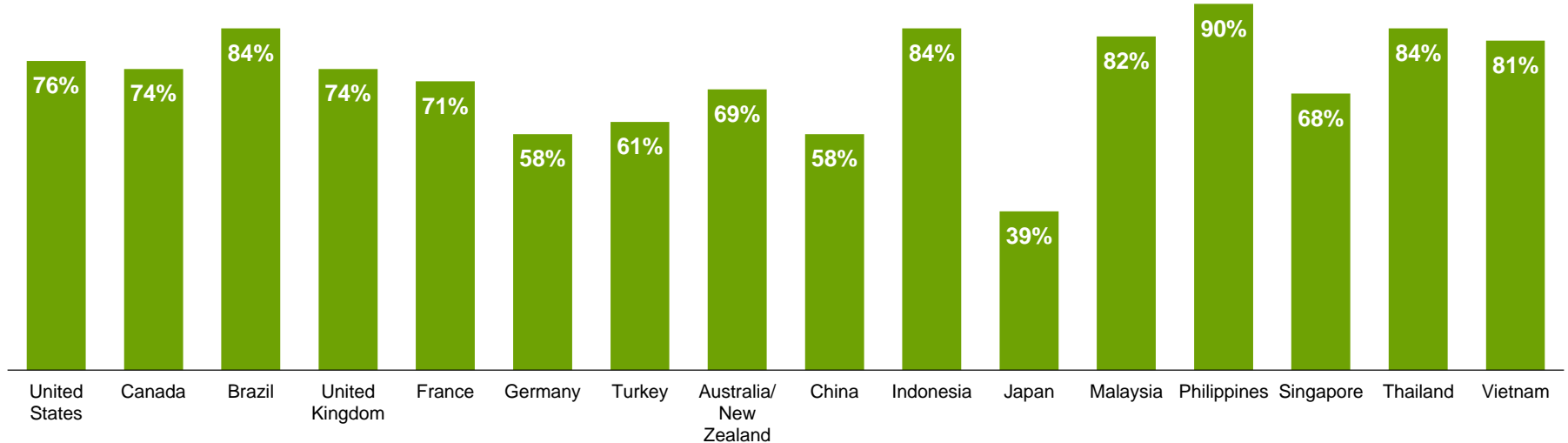




# Japanese students least cautious on social media

**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"



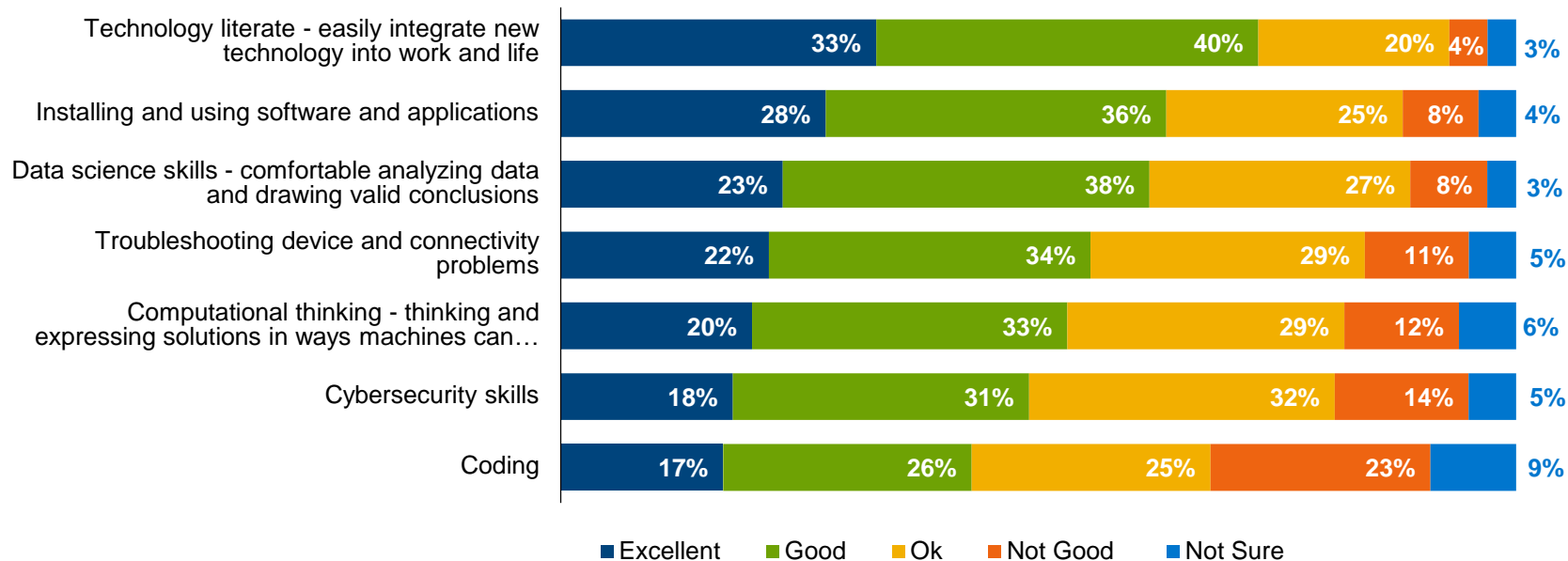


Detailed Findings:

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

# Gen Z confident in a variety of technology skills

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

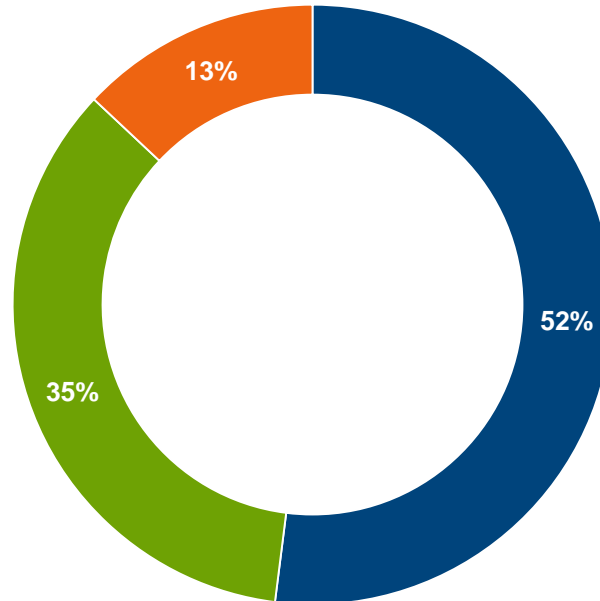


# Gen Z has more confidence in their tech skills

**When you think about leaving school and entering the workforce, how do you feel about your technical skills compared to your non-technical skills?**

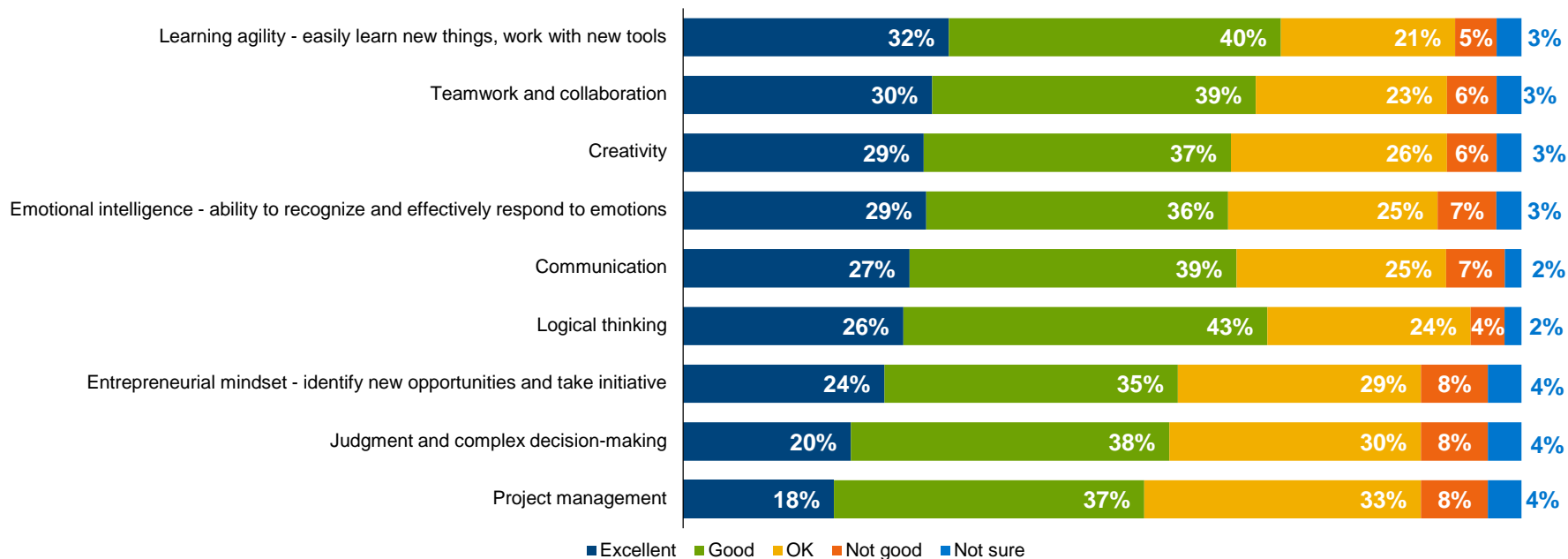
**Choose the one answer that most closely applies.**

- 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



# Gen Z fairly confident in non-technology skills

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





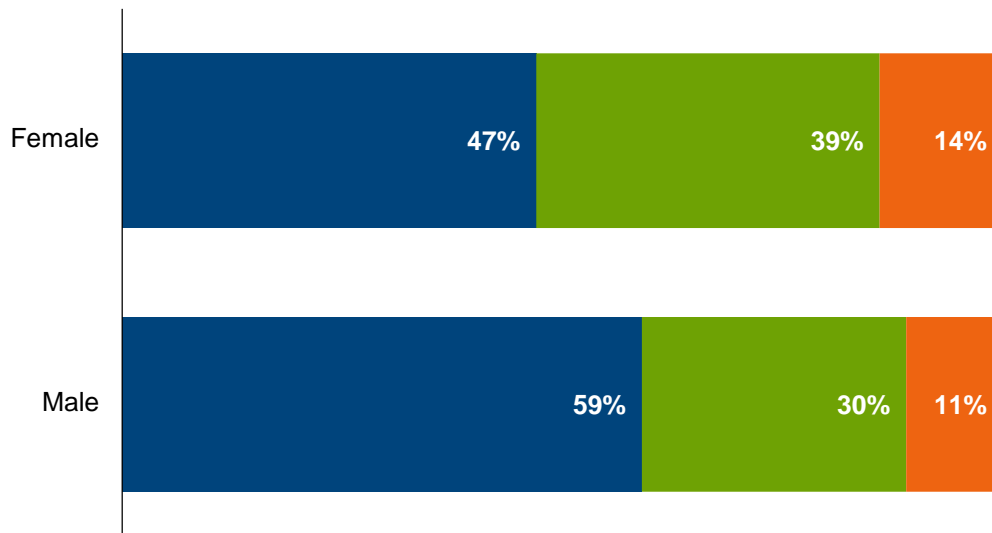
# Males confident with tech skills; females non-tech

**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 want

■ I don't think either my TECHNOLOGY or NON-TECHNOLOGY skills will be good enough



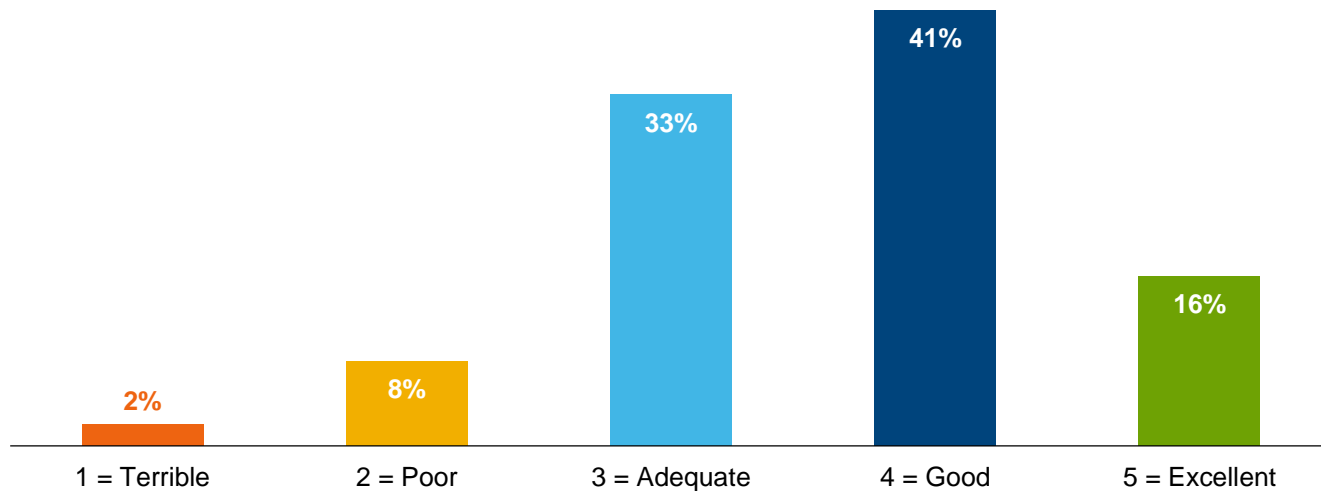
# Gen Z doesn't think employers prioritize tech skills

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



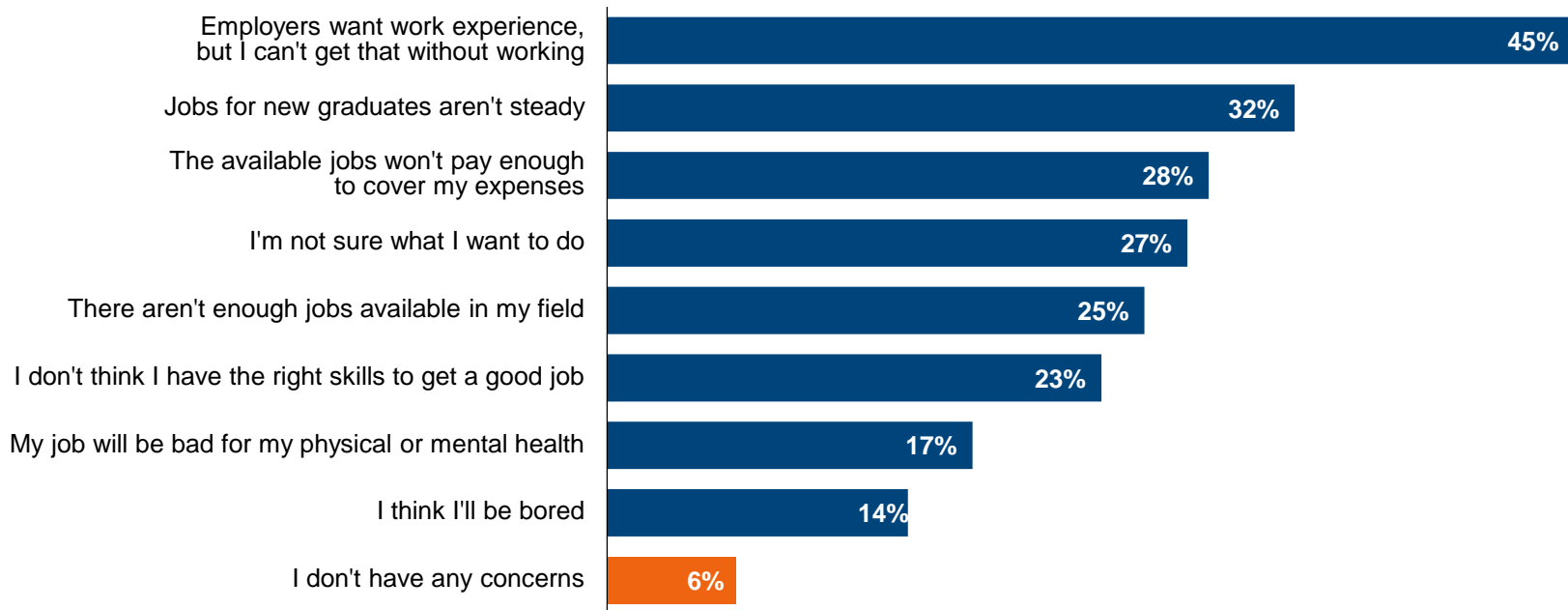
# Students mostly think schools are OK at job prep

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



# Most (94%) students have concerns about starting work

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



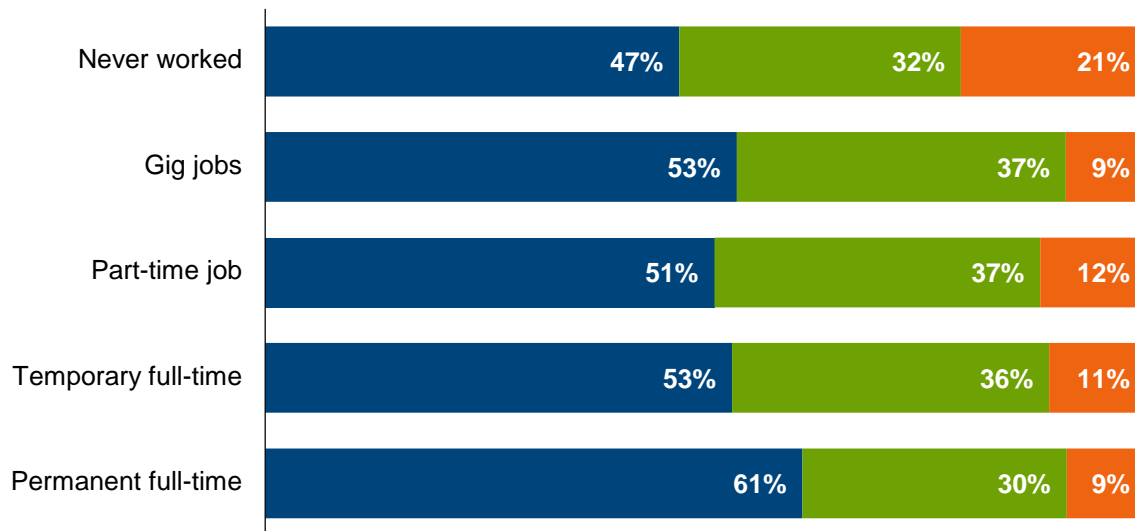
# Work experience breeds confidence

**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

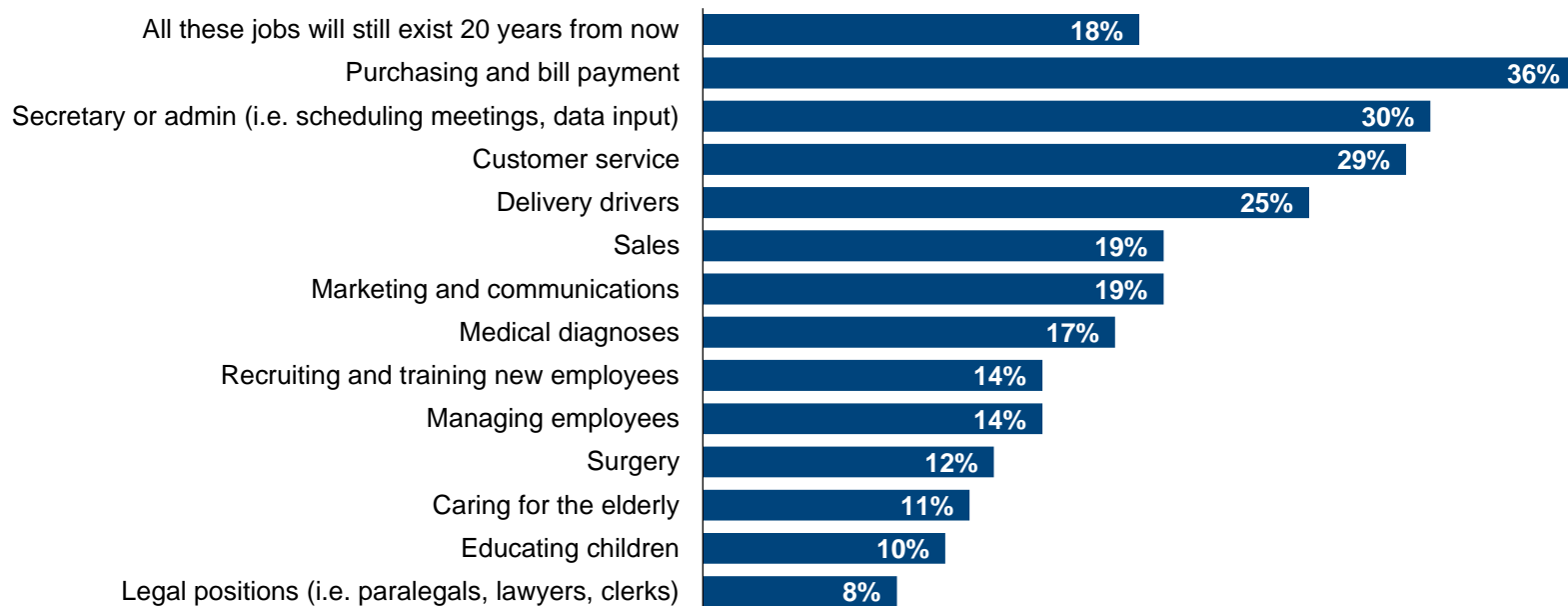
■ I feel more confident I will have the NON-TECHNOLOGY skills that employers will want

■ I don't think either my TECHNOLOGY or NON-TECHNOLOGY skills will be good enough



# More than 4 in 5 expect jobs to disappear by 2030

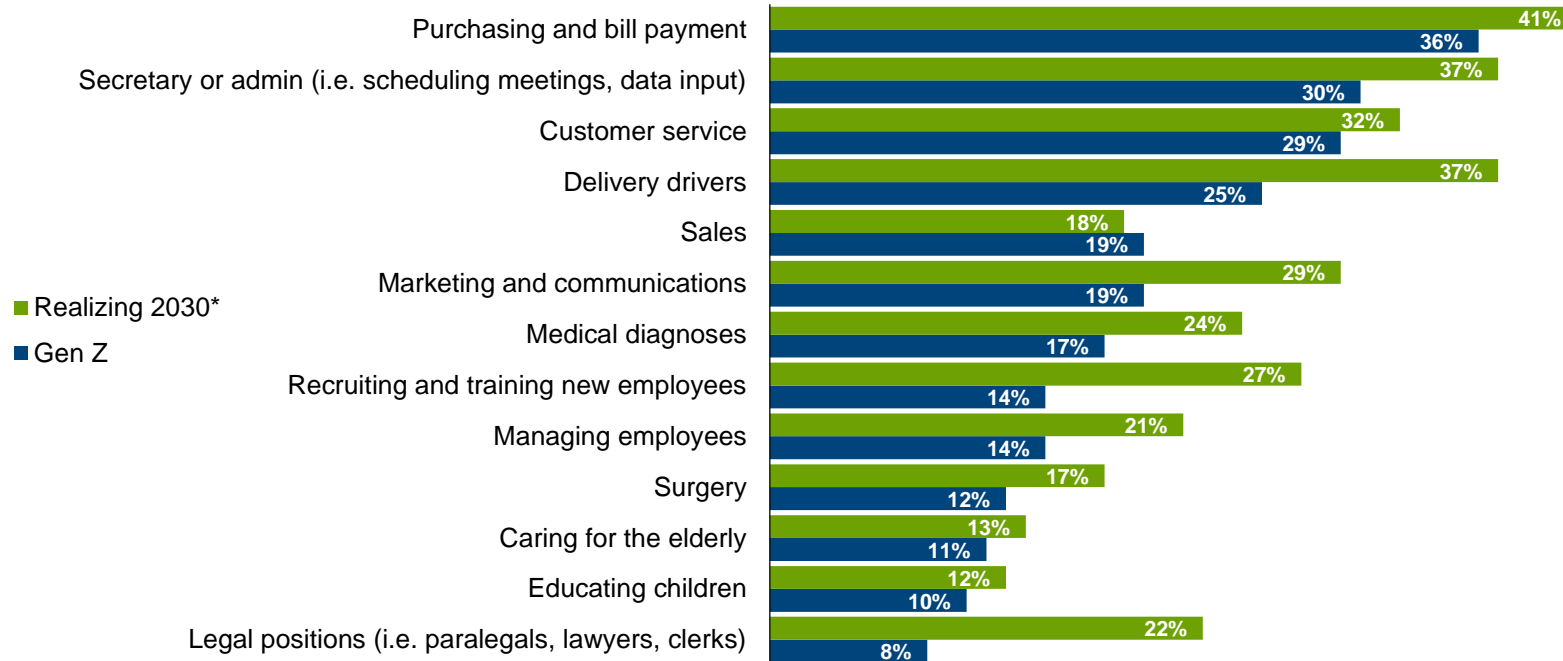
**In your opinion, what jobs won't exist by 2030 because technology will replace them?  
Choose all that apply.**





# Managers more likely to expect automation than Gen Z

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



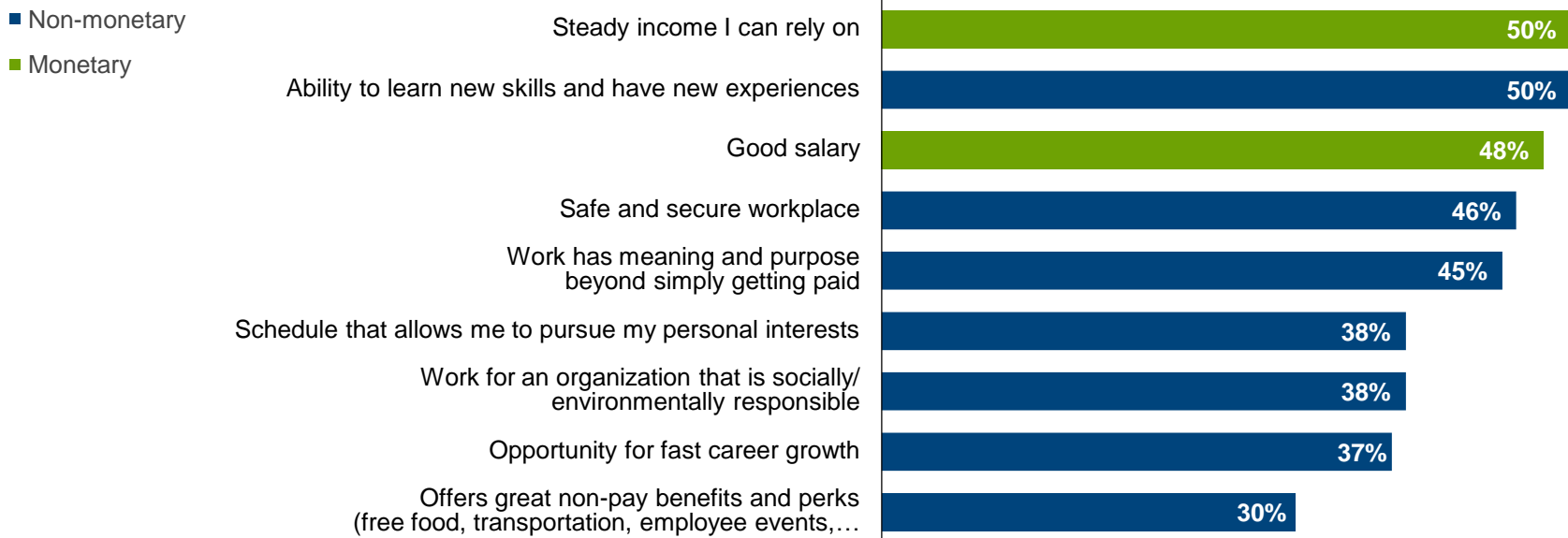
\* Business leader responses from Realizing 2030 research from Dell Technologies, January 2018

An aerial view of a city skyline, likely New York City, during sunset. The sky is a warm orange-yellow, and the city is filled with numerous skyscrapers and buildings. The Hudson River is visible in the foreground, and the Manhattan Bridge is partially visible on the right side of the image. The text is overlaid on the left side of the image.

# Detailed Findings: Gen Z wants more than just money for its work

# Money matters, but so do non-monetary factors

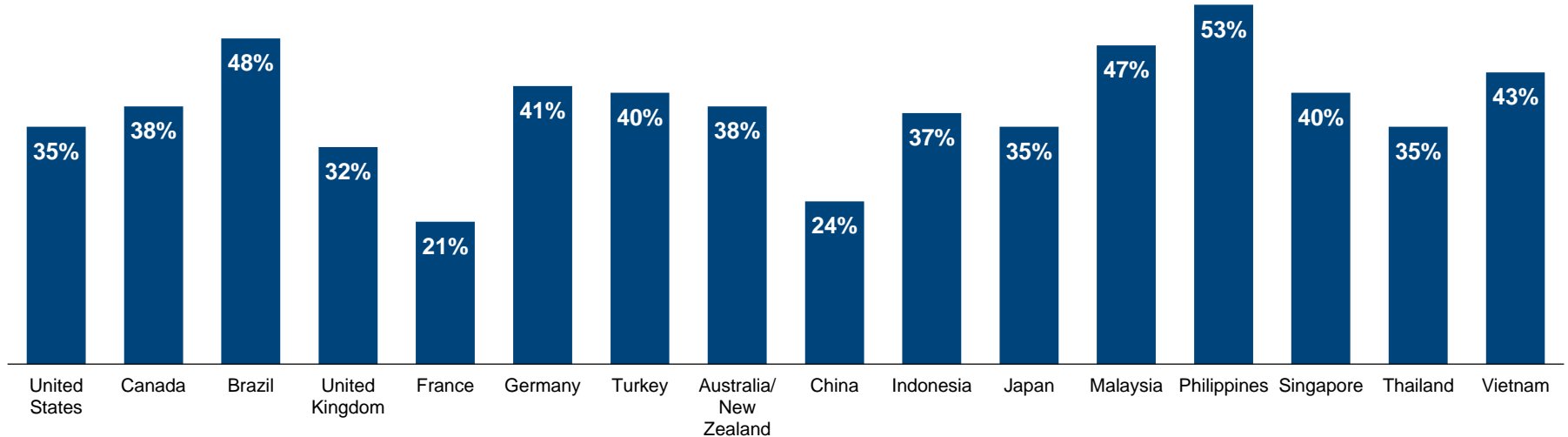
When you think about leaving school and entering the workforce, which of the following are important to you? Choose all that apply.



# 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.

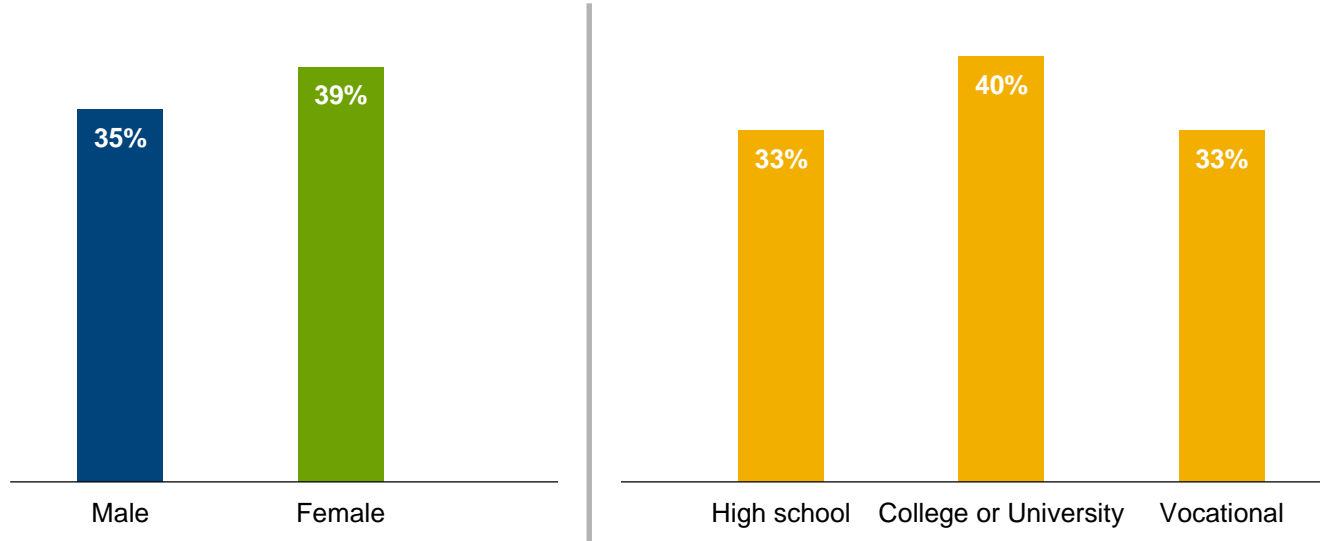
"Work for an organization that is socially/environmentally responsible"



# 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"





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.**

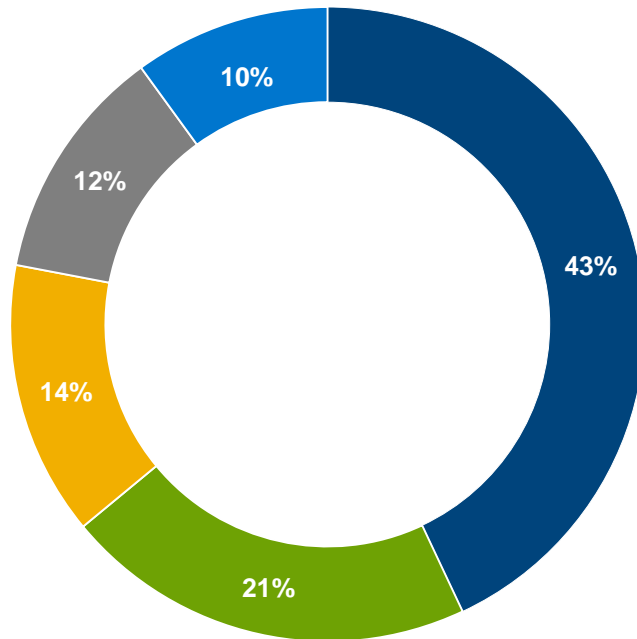
■ In person

■ Phone

■ Email

■ Messaging app/instant messenger

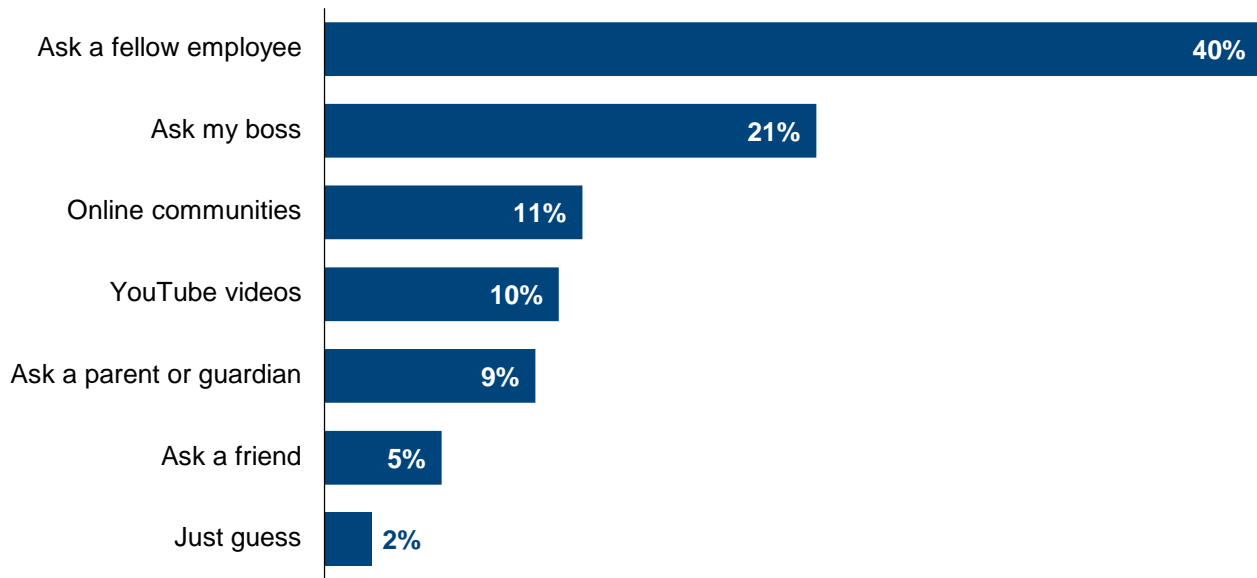
■ Text





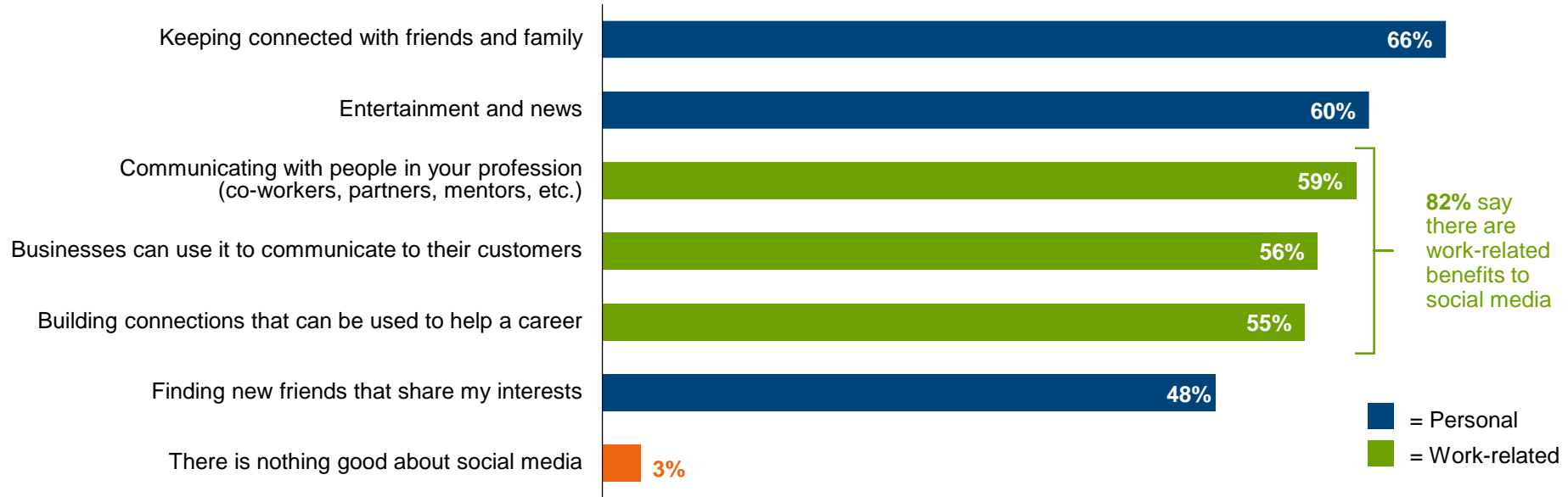
# Peers will be important for on-the-job learning

**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?**



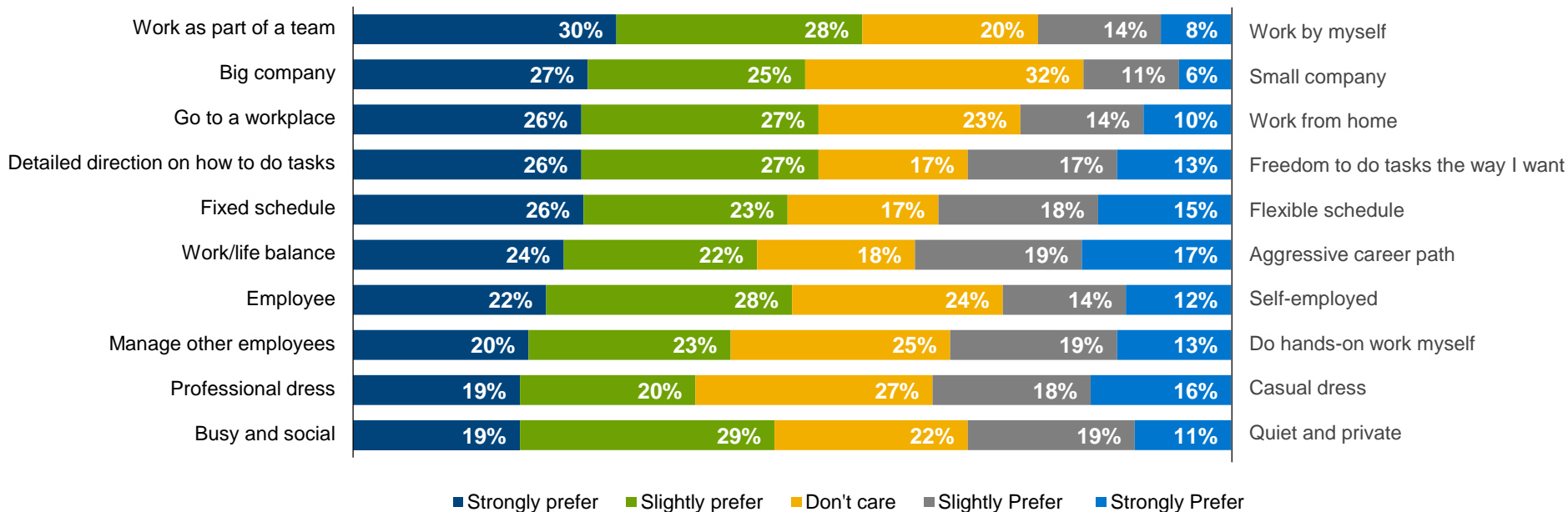
# Social media good for both personal and work

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



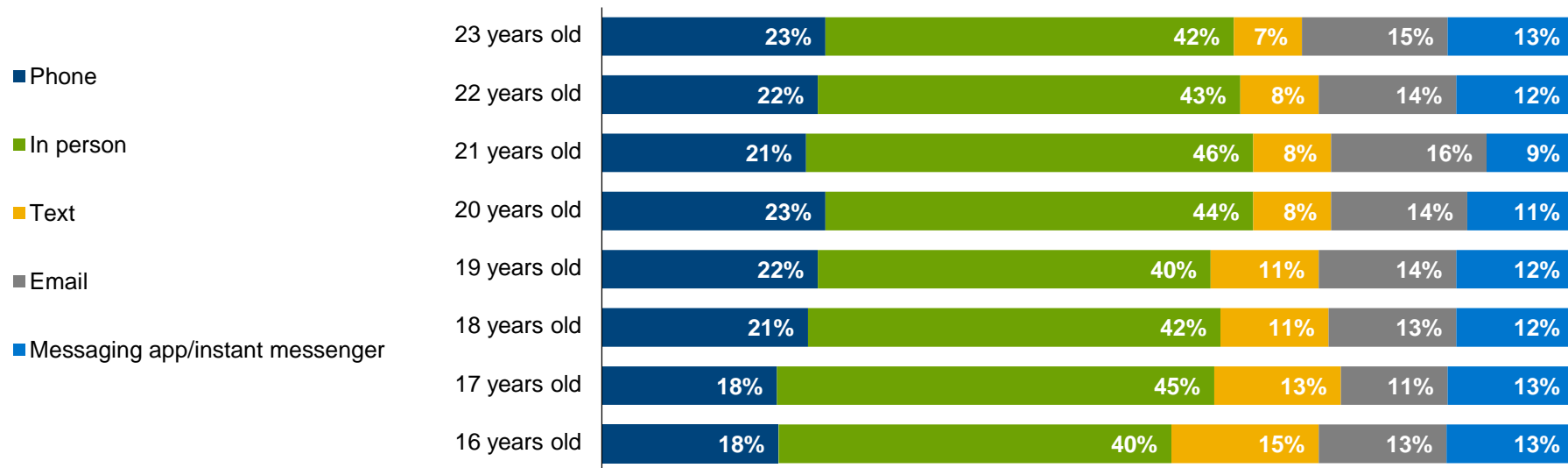
# Gen Z has no strong feelings about work environments, yet a majority would prefer working in an office as part of a team

For each of the following, choose the environment you would most prefer in the workforce.



# 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.**



# About Dell Technologies

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