

About Gen Z

ABC conducted extensive research into the attitudes, beliefs, and motivations of the campaign's target audience – people 14-28 years old, also known as "Generation Z," or "Gen Z." These are the key findings:

Gen Z thinks about their career path and how they can make a difference in the world. They seek value in a career that provides them with a **fulfilling and rewarding experience** much more than they look for salary incentives, and they want to truly enjoy going to work each day.

Sharing where you find inspiration and what makes you feel good about your work is important to young students.

When learning about career possibilities, Gen Z values **authenticity and creativity**. They want to know your day-to-day activities in the profession. Most importantly, they want to know the personal effect you have on the people you help and what you are doing for them. To capture their attention and to help Gen Z **envision** their life in the POP profession.

Gen Z wants to know what it's like to be in your shoes.

Gen Z benefits from **knowing what to expect** in a career before fully committing to one. Providing demonstration videos, walking them through a day in your life, and guiding them along their career path will resonate with them as they consider a future in the profession.

Tips to connect with Gen Z:

Present information
in a conversational
manner

Encourage
questions

Provide
visuals

Bring in fun
demonstrations
(prostheses, braces, etc.)

Tell them
about
how your
job makes
you feel

Walk
them
through
a day in
your life

This information is based on a national online survey of 1,020 respondents ages 14-28, focus groups and one-on-one interviews with people ages 15-24, and a review of existing social media content among the relevant age group.