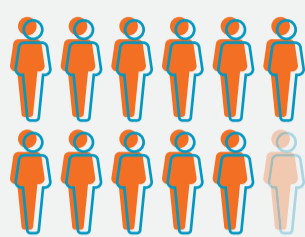




GEN Z: MEET THE NEW HOURLY WORKFORCE

Born after
1995



60M

Americans make up
this generation

1 in 5

(and counting!)
are hourly workers



67%

are students



WHAT GEN Z WANTS IN A JOB

PAY

HOURS

JOB LOCATION

SCHEDULE FLEXIBILITY

COMPANY CULTURE



94%

say pay is the **#1 factor** when
looking and applying for jobs

A HARDWORKING GENERATION



37%

of workers want
more hours than
they're getting



2X

more willing
to work multiple
jobs to get the
hours they
need than older
generations



74%

are willing to
work multiple
jobs to get
desired hours

CONNECTING WITH GEN Z WORKERS

This post-internet generation craves genuine connections, especially during the job search. Quick follow-ups and mobile-friendly communication with employers are key.



73%

of Gen Z workers
expect a follow-
up within 6 days
of applying

82%

of Gen Z employees
want quick, in-person
feedback on the job

2X

more likely to open
a social media
update than a text,
email, etc.

Start attracting **Gen Z talent**

Get more tips to hire Gen Z workers
and keep them engaged on the job.

[Download eBook](#)