

# STATS YOU SHOULD KNOW ABOUT Generation Z

Gen Z is wholly unique from earlier generations.



**1997-  
2000**

Year  
(experts  
vary)  
of this  
generation's  
birth

Max time  
being  
phoneless  
before many  
(31%) feel  
uneasy<sup>3</sup>

**30  
minutes**



**8  
seconds**

Length  
of  
attention  
span<sup>4</sup>

connected  
to the  
Internet for  
10+  
hours/day<sup>4</sup>

**~50%**



**95%**

use or  
access a  
smartphone<sup>3</sup>



use  
phones for  
5+  
hours/day<sup>3</sup>

55%



45%

online  
“almost  
constantly”<sup>3</sup>

use  
phones  
after  
midnight  
every  
night<sup>3</sup>

29%



71%

watch 3+  
hours/day  
of online  
videos<sup>3</sup>

want to  
communicate  
face-to-face  
at work<sup>6</sup>

72%



12

# of times  
they text  
during  
class on  
average<sup>7</sup>

1 Higher Ed Survey: AI and Academic Video [Web log post]. (2018, September 11). Retrieved from <https://www.surveymonkey.com/results/SM-WMXZKSNNL/>.

2 Barnes & Noble College. Getting to Know Gen Z: Exploring Middle and High Schoolers' Expectations for Higher Education. Basking Ridge, N.J., 2016.

3 The Center for Generational Kinetics. The State of Gen Z 2018. Austin, Texas, 2018.

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5 Teens, Social Media & Technology 2018 [Web log post]. (2018, May 31). Retrieved from [https://www.pewinternet.org/2018/05/31/teens-social-media-technology-2018/pi\\_2018-05-31\\_teenstech\\_0-05/](https://www.pewinternet.org/2018/05/31/teens-social-media-technology-2018/pi_2018-05-31_teenstech_0-05/).

6 Generation Z: What to Expect From the Newest Addition to the Workforce [Web log post]. 2019, February. Retrieved from <https://www.weforum.org/agenda/2019/02/meet-generation-z-the-newest-member-to-the-workforce/>.

7 Flanigan, A.E., & Kiewra, K.A. (2018). What College Instructors Can Do About Student Cyber-Slacking. *Educational Psychology Review*, 30, 585-597.

8 How to Teach Gen Z Students [Web log post]. (2017, May 9). Retrieved from <https://www.aicpa.org/interestareas/accountingeducation/newsandpublications/how-to-teach-generation-z-students.html>.

9 Meeting the Generational Demands of Gen Z [Web log post]. (2018, October 25). Retrieved from <https://edtechmagazine.com/higher/article/2018/10/meeting-educational-demands-generation-z>