

THE STATE OF GEN Z[®]

2025

A Breakthrough National Study to Separate Myth from Truth About Gen Z as Workforce Trendsetters and Ambassadors of Change

Get the full study with all the best findings:

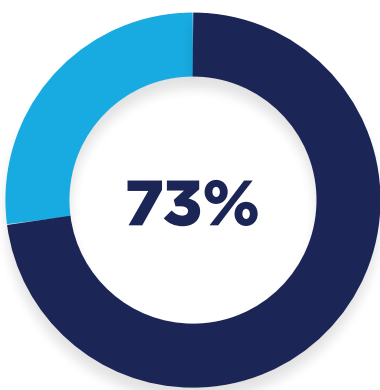
BUILDING TRUST WITH GEN Z



45% of Gen Z employees would accept a 10% pay cut to work for a boss they completely trust

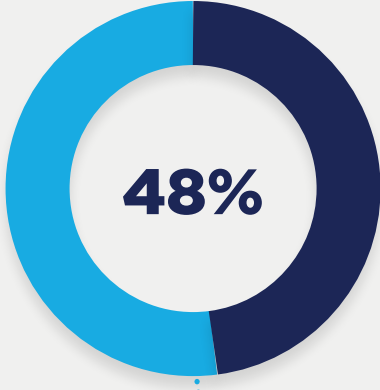


MENTAL HEALTH IS KEY WHEN IT COMES TO GEN Z



of Gen Z believe there is a mental health crisis in today's workforce

GEN Z'S COMPLICATED VIEW OF WORK TODAY

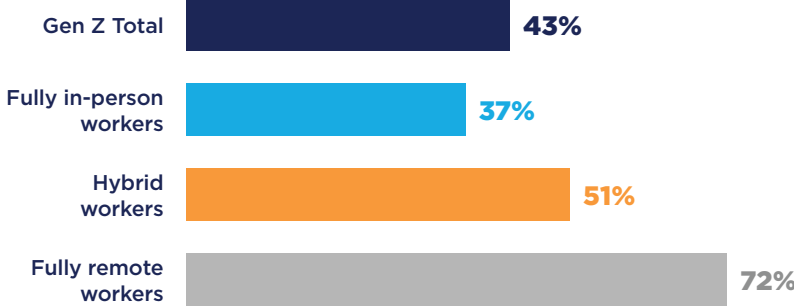


of Gen Z are actively looking for a new or different job right now



REMOTE WORK FOR GEN Z

WORKING FULLY REMOTE RANKED AS THE MOST IMPORTANT BENEFIT:



FACTORS GEN Z MOST VALUES FOR RETENTION

Factors Gen Z prioritizes most when determining long-term commitment to an employer:



EMPLOYEE BENEFITS
(TIE 38%)



FAIRNESS AND HONESTY
(TIE 38%)

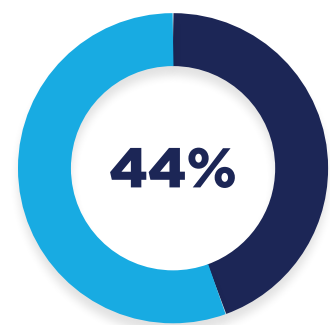


COMPETITIVE SALARY
(36%)

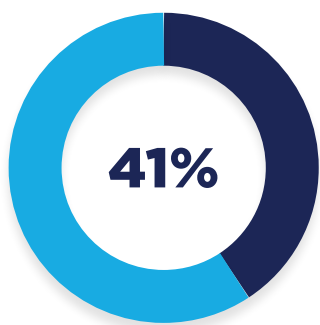


IDENTIFYING AND BRIDGING DIVIDES

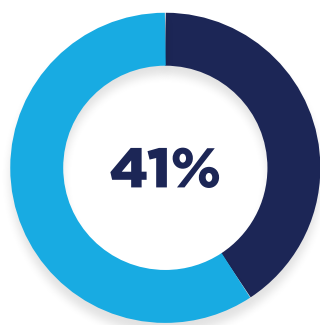
When asked to identify the top divides or disconnects in their workplace, four workplace divides or disconnects stood out in the data:



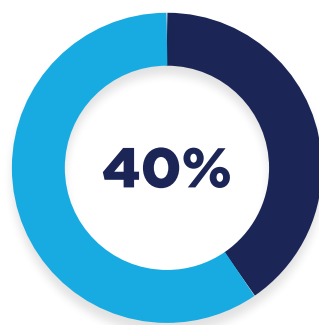
BETWEEN MANAGERS AND EMPLOYEES



BETWEEN DIFFERENT GENERATIONS



BETWEEN HIGHER- AND LOWER-EARNING EMPLOYEES



BETWEEN NEW AND EXPERIENCED EMPLOYEES

Gen Z is not just the future of work—they're reshaping work *right now*

Understand how Gen Z thinks, feels, and operates within today's work environment. Access the latest State of Gen Z white paper so you have all the facts and insights!



METHODOLOGY

This year's *State of Gen Z*[®] study included 768 Gen Z participants, ages 18–28, all employed part-time or full-time, to capture a true snapshot of “Gen Z Working America.” The sample was weighted to align with the 2020 U.S. Census for age, gender, geography, and ethnicity. The research was fielded online from December 4–14, 2024, with statistically significant results at the 95% confidence level and a margin of error of +/-3.54%.

ABOUT CGK

CGK leads its annual *State of Gen Z*[®] National Research Study each year to bring new research-backed insights that inform workforce strategy and leadership approaches, foster innovation, and fuel bottom-line growth across generations.

Are you ready to go deeper into the Gen Z discoveries to transform them into actions that drive measurable results? Reach out to CGK's friendly team to schedule an introductory conversation and learn more about our custom take-action keynotes, in-depth research solutions, and acclaimed advisory services.

Our team is proud to work with many of the world's most respected and global brands across industries such as financial services, healthcare, technology, manufacturing, hospitality, and many more.

CONTACT OUR FRIENDLY TEAM TODAY:



Info@GenHQ.com



+1 (512) 259-6877



GenHQ.com



[JasonDorsey.com](https://www.linkedin.com/in/jasondorsey)