

Born between **1997**
and **2009**

Most diverse
generation in US
history—**almost 50%**
multiracial

More than **2 billion**
Gen Zers globally

Of US Gen Zers
who are teens,
70% are working
entrepreneurial jobs

Gen Z
at a
Glance

Will represent
one-third of the
workforce by 2025

85% say **they used**
YouTube in the
past week to learn
something new

Hit hardest by
pandemic layoffs

42% would **take**
lower pay to work
remotely