Beyond Millennials: The Next Generation of Learners

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Research Source

The research was conducted by The Harris Poll, a global market research firm based in New York. Results are based on responses from a 30-minute nationally representative online survey of 2,587 respondents, 14 to 40-years old. Results were weighted for age, gender, race/ethnicity, marital status, household income, and education where necessary to align them with their actual proportions in the population. Survey respondents were selected based on their age, education, and quality of response from leading online research panels.
Outlook & Values of GenZ
GenZ’s outlook is positive...

While both groups are optimistic about their futures, GenZ is more likely to feel that they have opportunities available to them that previous generations didn’t.

% believe **they have more opportunities to succeed than their parents did**

- **GenZ**: 56%
- **Millennials**: 51%

% are **optimistic about their futures**

- **GenZ**: 57%
- **Millennials**: 57%
...which enables risk-taking

GenZ is more likely to be excited by risk taking than their Millennial counterparts.
...and also drives ambition

While also in a different life stage than Millennials – two-thirds of GenZ say that their goal in life is to make it to the top of their profession.

My goal is to make it to the top of my profession/future profession one day.
GenZ sees the value of an education

While everyone sees the value of education in their future success, GenZ is less likely to believe that they can succeed in their career without college.

**College is an important stepping stone for future success.**

- **Gen Z**: 67% Agree
- **Millennials**: 61% Agree

**I can have a rewarding career WITHOUT going to college.**

- **Gen Z**: 25% Agree
- **Millennials**: 40% Agree
GenZ has a more diverse, global base of friends

Technology has enabled diverse, global relationships.

GenZ values diverse relationships

75% of GenZ indicate they have friends from different backgrounds, races and beliefs
(Versus 63% of Millennials)

61% agree that having diverse friends makes them a better person
(Versus 51% of Millennials)

Social Media = Friendships around the world

41% of GenZ uses social media to develop friendships from around the world
(Versus 29% of Millennials)
Though they wish for more family time

Four-in-ten would like to have more time to spend with their family.

Gen Z
39% Agree

Millennials
45% Agree

I frequently wish I had more time to spend with my family.
Modern Experiences in Education
GenZ demonstrates more current online behaviors

YouTube is king, especially among GenZ, who also use more modern versions of social media (Instagram and Snapchat vs. Facebook).
GenZ also spends more time with online visual and video mediums

GenZ spends more time online overall than their Millennial counterparts for visual and game content.

Average weekly online usage

- **Watched movies online**: 43% (GenZ) vs. 27% (Millennials)
- **Visited video sharing websites**: 66% (GenZ) vs. 55% (Millennials)
- **Played online games**: 53% (GenZ) vs. 35% (Millennials)
Reflecting the types of social media they're using, GenZ is more often using these sites to share pictures, videos or music with others. While Millennials largely stick to using social media to stay connected with their friends.
Preferences for YouTube, apps & videos translates to preferred ways of learning

GenZ is more likely to prefer YouTube or Apps to Millennials, who prefer printed books for learning.
YouTube takes a significant role in GenZ learning

While Millennials see value in YouTube as well, they are more likely than GenZ to prefer traditional textbooks to supplement their learning.
GenZ expects modern experiences but takes tech for granted

GenZ has been so immersed in technology in every aspect of their lives that they no longer see it as a transformative phenomena, but rather as a normal, integral part of life.

59% Agree

66% Agree

Technology will transform how college students learn in the future.
For now, GenZ is device agnostic

They are just as likely as Millennials to learn best on their laptop, followed by smartphones. But they are more likely to say that they learn the same regardless of device.

Which device do you learn best on?
Influencers of Personal Development
Though GenZ embraces technology, they still value “traditional” methods of instruction

Although GenZ are considered “Digital Natives” and bypass traditional learning methods, many still value printed materials and teacher interactions as part of the college experience. Millennials, however, need the flexibility of online methods of learning.
But they are still more likely to try and figure out problems on their own first

This is true for both Millennials and GenZ, although more pronounced with the latter.
Educators and parents have the greatest impact on learning and personal development regardless of age.

Millennials are more likely to have others in their network of influence, such as co-workers or mentors.

How important do you think each of the following individuals are in your learning and/or personal development?
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