Generation Z

Your Student Community

Generation Z, who were born from **1995 to 2010,** are now your student population.

So who are they?

They are the first generation to grow up with the **Internet, social media and smartphone technology as part of their childhood**

Generation Z (Gen Z) has an **attention span of 8 seconds**, down from Millennials (12 seconds)

These students **view email as outdated** and are three times more likely to open a **chat message received through a push notification**

Source: Forbes

How do they connect?

95%
currently have a smartphone

65% of females and 50% of males **use their phones 5+ hours per day**

26% use it **10 or more hours per day**

65%
of Gen Z say they're on their phones after midnight a few times a week or more

29%
are on their phones after midnight every night

What social media platforms do they use?

SnapChat

Instagram

YouTube

Facebook and Twitter are declining in popularity.

What stresses them out on a national level?

75%
say mass shootings are a significant source of stress

62%
are concerned about the rise in suicide rates

53%
say widespread sexual harassment and assault reports concern them

What stresses out Gen Z on a personal level?

Source of significant stress for Gen Zs between the ages of 18 and 21:

81%	77%	75%	46%
Money	Work	Health Concerns	The Economy

Additional personal sources of stress

Bullying/Not getting along with others	35%
Personal debt	33%
Drug and alcohol use or addiction in their family	21%
Gender issues relating to sexual orientation/gender identity	21%

Gen Zs are also more attuned and open about their own mental health. When it comes to having an excellent or very good mental health status, here is how they compare to other generations.

Generation Z	45%
Millennials	56%
Generation X	51%
Baby Boomers	70%
Older Adults	74%

23%
of Gen Zs have been diagnosed with depression

18%
of Gen Zs have been diagnosed with an anxiety disorder

Common symptoms for Gen Zs

58% Report feeling depressed or sad

55% Have a lack of interest, motivation or energy

54% Express feeling nervous or anxious

What's the impact of drugs and alcohol on Gen Z?

25% of Gen Zs say they wouldn't know where to find help if they had a problem with drugs or alcohol

35% wouldn't know how to get help for a family member or friend

How do Gen Zs cope with stress?

50%
feel they do enough to manage their stress

73%
of Gen Zs believe they could have used more emotional support in the last year

Does social media help?

Provides a feeling of support	55%
Makes them feel judged	45%
Makes them feel bad about themselves	38%

Source: American Psychological Association

Find out how to **communicate more effectively** with your student population, as well as **help them feel connected to your campus** and **be prepared** if they need to act in the event of an emergency.

Download Now

RAVE MOBILE SAFETY