June 5, 2018

TECH DOMINATES THE LIST OF COMPANIES GEN Z WANTS TO WORK FOR

AS GEN Z GEARS UP TO ENTER THE WORKFORCE, WE WANTED TO KNOW WHAT COMPANIES THEY WANT TO WORK FOR MOST, AND THEIR ANSWERS SHOW HOW MUCH TECH DOMINATES THEIR WORLDS...

While many teens are currently wrapped up in promposals and summer plans, the generation is actually at a pivotal moment in their lives—entering adulthood. The oldest Gen Zs are just graduating high school and getting ready to enter college, and that means they're beginning to think about their careers. And while 13-17-year-olds are still several years away from getting their first "real" jobs (we're not talking about the movie theater or pizza joint). Gen Z is known for taking a pragmatic approach to their future, which could have a big impact on the future of work—after watching their Millennial peers stumble into adulthood, 13-35-year-olds are hoping to have a smoother path. In fact, Gen Z is 37% more likely to say they want to work for a big company than Millennials, according to Accenture.

Gen Z's penchant for stability doesn't mean they're not idealistic about their careers, however. Over four in five 13-17-year-olds tell Ypulse they don't want a job they're not passionate about, and when asked what industry they'd most like to work in, nearly a third said artist/creative—the top response for the generation. According to Adecco Staffing USA, 32% of Gen Z expects to be working their dream job within 10 years. To find out what that might look like for the generation, we asked them "If you could work for any company in the world, what company would you most like to work for?"* Their answers how us that they're not shy about shooting for the moon—sometimes literally—and that their dream futures are all about the tech world:

*These were open-end response questions to allow us to capture the full range of companies that 13-17-year-olds are interested in working for—without our preconceived ideas shaping their responses. As with any qualitative question, the responses include those that are top of mind and those that are most popular. The list is ordered according to number of responses received, and alphabetically when ties occurred.

What Companies Do They Want to Work For Most?
13-17-year-olds

1. Google
2. Apple
3. NASA
4. My own company
5. Hospital
6. Amazon
7. Adidas
8. Netflix
9. Microsoft
10. BuzzFeed

Google has mass employer appeal, topping the list of companies that Gen Z wants to work for, just as it has for Millennials. This year and last, 18-35-year-olds also selected Google as their dream company, and both generations were twice as likely to choose Google over the second

most popular selection, Apple. As with their older peers, Google and Apple hit a lot of Gen Z's workplace priorities—they're large, stable, and offer good benefits, but are also creative, have fun office cultures, and are innovative. Tech dominates the list of their dream employers, with web-based giants Amazon, Netflix, Microsoft, and BuzzFeed all making the top ten. The list also shows Gen Z's preference for STEM-based careers, with science another major theme. NASA ranked high for 13-17-year-olds, a testament to the agency's push to attract younger employees. By jumping onto social media and engaging with younger generations, NASA went from having 40% of Millennials disapprove of its mission to becoming one of the top companies among Gen Z. (NASA doesn't even crack the top ten for Millennials' dream employers.)

Though Millennials have been thought of as the startup generation, Gen Z is actually more likely than 18-35-year-olds to say they want to work for themselves, but their practicality will likely keep most of them from risking it. When we asked 13-17-year-olds their thoughts on starting their own company, 47% said they would rather have stability working for a big company than risk losing money starting my own, compared to 25% who said they plan to do it anyway.

Terms & Conditions: *Use of this content must adhere to the Terms & Conditions, published at http://www.ypulse.com/about-ypulse/terms*