

What is Generation Z, and what are some of its defining characteristics?

David: Gen Z is the generation that comes after the Millennial generation. They were born between the mid-1990s to the early 2000s, so roughly 1995 to 2010. Many are surprised to hear that the leading edge of the cohort is already graduating college this spring and heading to work. They are 72.8 million strong. Like all generations, Gen Z has its own unique events and conditions that have shaped them, resulting in a different outlook.



Jonah: As my dad said, we have our own conditions that have