**What:**

The report discusses the characteristics, behaviors, and values of Generation Z (born between mid 1990s and Early 2000s). It explores their tech habits, communication preferences, workplace expectations, and the factors that have shaped their worldview.

**Who:**

The target audience includes employers, business leaders, HR professionals, and marketers who need to understand and attract Gen Z as employees and consumers.

**When:**

The report focuses on Gen Z, who are now entering the workforce and starting to have a significant impact on businesses and the economy.

**Where:**

The focus is on Gen Z in the United States, though many of the insights can be applied to Gen Z globally.

**Why:**

The report was created to help organizations prepare for the influx of Gen Z into the workforce, understand their unique characteristics, and adapt strategies to engage and retain them effectively.

**How:**

The report presents insights through a combination of demographic data, survey results, and analysis of Gen Z's values and behaviors. It highlights key trends such as their preference for ethical companies, the importance of diversity and inclusion, and their entrepreneurial mindset combined with a desire for job stability

**Conclusion**:

The report provides tactical actions for companies to attract and retain Gen Z talent, such as leveraging social media, promoting diversity, and offering mentoring programs.