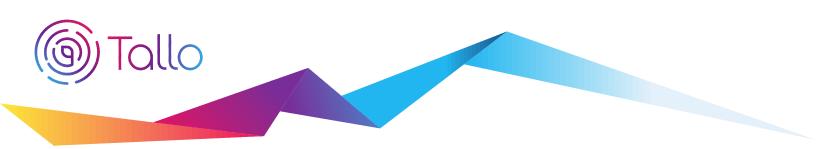# User Survey: Generation Z

December 10, 2019

METHODOLOGY

Tallo, the nation's premier online platform for connecting talented students with companies and colleges, conducted a survey of 512 high school and college students from Nov. 20, 2019 to Dec. 2, 2019 in order to better understand Generation Z's attitudes towards personal and professional branding, communication preferences, and how potential employers can appeal to their interests.

Learn more at Tallo.com

RESULTS

QUESTION 1

How strongly do you agree with the statement: I feel it is important to build a professional brand for myself online.

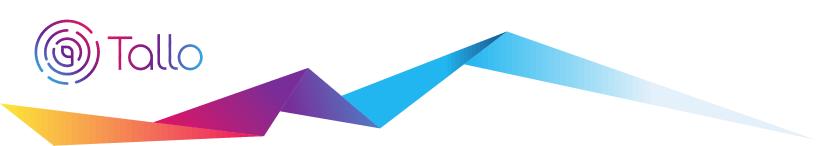| RESULTS	
Don't know / No opinion	6.05%
Strongly disagree	1.37%
Somewhat disagree	5.86%
Somewhat agree	43.36%
Strongly agree	43.36%

QUESTION 2

From the following list select the three most important places to build your professional brand online:

RESULTS	
Tallo or LinkedIn	73.05%
Online portfolio	59.38%
Instagram	52.34%
Facebook	27.73%
YouTube	26.17%
Twitter	15.63%
TikTok	3.52%

QUESTION 3

How strongly do you agree with the statement: It is important to build a personal brand for myself online.

RESULTS	
Don't know / No opinion	6.84%
Strongly disagree	2.93%
Somewhat disagree	8.20%
Somewhat agree	44.53%
Strongly agree	37.50%

QUESTION 4

From the following list select the three most important places to build your personal brand online:

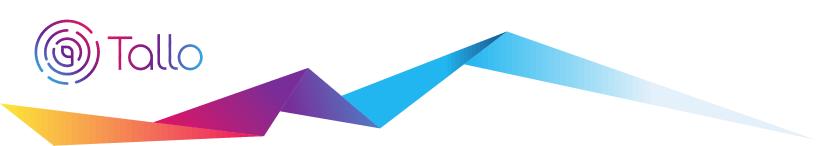| RESULTS	
Instagram	63.28%
Tallo or LinkedIn	45.12%
Online portfolio	38.87%
YouTube	36.13%
Twitter	28.13%
Facebook	15.63%
TikTok	8.98%

QUESTION 5

How strongly do you agree with the statement: I feel my personal social media accounts accurately represent who I am as a potential employee.

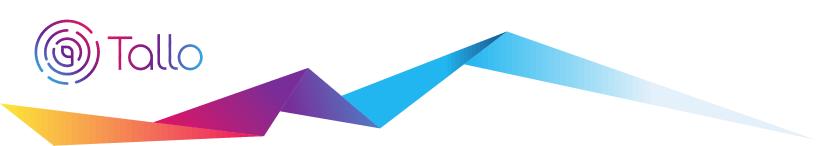| RESULTS	
Don't know / No opinion	7.81%
Strongly disagree	8.79%
Somewhat disagree	17.97%
Somewhat agree	35.35%
Strongly agree	30.08%

QUESTION 6

How strongly do you agree with the statement: A potential employer should know professional details about me before reaching out about an open position.

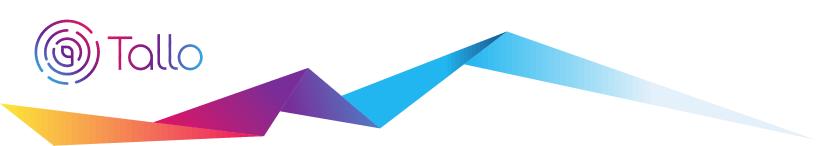| RESULTS	
Don't know / No opinion	1.95%
Strongly disagree	0.59%
Somewhat disagree	6.64%
Somewhat agree	38.28%
Strongly agree	52.54%

QUESTION 7

How strongly do you agree with the statement: A potential employer should know personal details about me before reaching out about an open position.

RESULTS	
Don't know / No opinion	2.93%
Strongly disagree	8.40%
Somewhat disagree	26.17%
Somewhat agree	41.60%
Strongly agree	20.90%

QUESTION 8
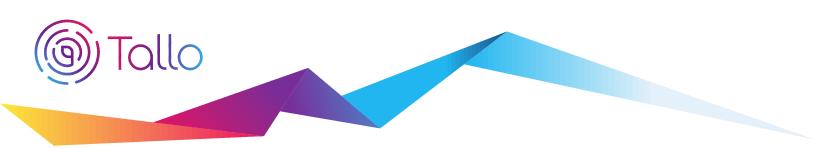
How comfortable would you feel about a potential employer reaching out to you on one of your personal social media accounts?

RESULTS	
Don't know / No opinion	6.25%
Very uncomfortable	6.45%
Somewhat uncomfortable	24.61%
Somewhat comfortable	39.65%
Very comfortable	23.05%

QUESTION 9

From the following list, select the three platforms you'd prefer a potential employer use to contact you about a job opportunity:

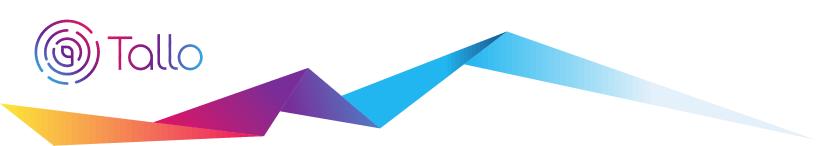| RESULTS	
Email	93.75%
Professional social media (like Tallo or LinkedIn)	62.89%
Job/resume site (like Indeed or Glassdoor)	49.80%
Phone call	43.75%
Text message	29.69%
Personal social media account (like Instagram)	14.26%

QUESTION 10

How long are you expecting to stay at your first full-time job after you finish school?

RESULTS	
0-1 year	7.42%
1-2 years	23.83%
2-3 years	25.59%
3-4 years	11.91%
4+ years	31.05%
Unsure	0.2%

QUESTION 11

How likely are you to pursue an opportunity that's a clear fit for you, but you're unfamiliar with the company?

RESULTS	
Don't know / No opinion	3.23%
Very unlikely	1.37%
Somewhat unlikely	7.81%
Somewhat likely	52.93%
Very likely	34.57%

QUESTION 12

How likely are you to pursue an opportunity that may not be a clear fit for you, but you are familiar with the company?

RESULTS	
Don't know / No opinion	4.50%
Very unlikely	12.70%
Somewhat unlikely	38.87%
Somewhat likely	35.94%
Very likely	8.01%

QUESTION 13

From the following list, where will you look to find information about a potential employer?

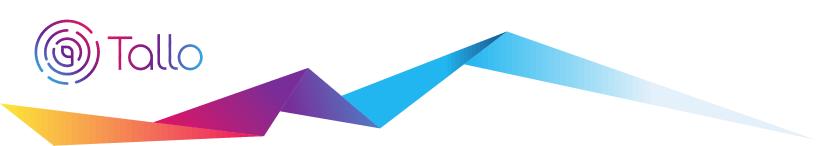| RESULTS	
Company website	85.55%
Job search website	75.20%
Career services	60.74%
Family and friends	36.13%
Social media	35.35%

QUESTION 14

How strongly do you agree with the statement: It is important to establish connections with employers even if they don't have an immediate job opening.

RESULTS	
Don't know / No opinion	2.15%
Strongly disagree	0.39%
Disagree	1.37%
Agree	36.91%
Strongly agree	59.18%

QUESTION 15

When considering a job, how important is it to you to find your work personally fulfilling?

RESULTS	
Don't know / No opinion	0.98%
Not important at all	0.39%
Somewhat important	21.88%
Very important	76.76%

QUESTION 16

When considering a job, how important is geographic location?

RESULTS	
Don't know / No opinion	1.37%
Not important at all	5.86%
Somewhat important	50.00%
Very important	42.77%