



Gen Z in the Classroom

Creating the Future

www.adobeeducate.com/genz

METHODOLOGY

WHO	HOW MANY	ACCURACY	WHEN	HOW
Gen Z Students (Ages 11-17) in the US, UK, Australia and Germany	US n=1,007	MOE = +/- 3.1%	Data collected September 26 - October 6, 2016	Online Survey
	UK n=509	MOE = +/- 4.4%		
	AU n=505			
	DE n=500			
Gen Z Teachers (Teach students ages 11-17) in the US, UK, Australia and Germany	US n=414	MOE = +/- 4.9%		
	UK n=202	MOE = +/- 6.9%		
	AU n=200			
	DE n=200			

A top-down view of a wooden desk. On the left is a book titled 'Oh, the Places You'll Go!' by Dr. Seuss, featuring a colorful, wavy pattern. A white smartphone with a play button icon on its screen is connected to a white charging cable and rests on the book. To the right is a spiral-bound notebook. A hand is holding a pencil and a ruler over the notebook. A red circular object is partially visible in the foreground on the right. The text 'EXECUTIVE SUMMARY' is overlaid in large white letters across the center of the image.

EXECUTIVE SUMMARY

GEN Z PERCEPTIONS

GEN Z STUDENTS

Gen Z is more creative than past generations

Believe Gen Z is always looking for a new way to do things

GEN Z EDUCATORS

Past generations are more creative than Gen Z

More likely to think that most of what Gen Z creates is done digitally

Consider technology the defining characteristic of Gen Z

Believe Gen Z learns best by doing/creating

Think Gen Z is only somewhat prepared for their future

Want more of a focus on creativity in the classroom

Believe creativity will play a big role in Gen Z's future success and solving today's challenges

REGIONAL DIFFERENCES



- Students consider themselves to be most creative
- Most likely to believe they will create in their future
- More likely to think Gen Z is prepared for the future, especially students
- Teaching has a greater focus on computer skills and less on communications skills



- Students and teachers are least likely to think Gen Z is prepared for the future
- Students feel more worried and scared for the future
- Teachers are more likely to want to evolve the curriculum to better prepare Gen Z for the future
- Greater prioritization on communications skills



- Less prioritization on creativity in the classroom and future jobs
- Curriculum has less focus on hands-on learning and solving real-world problems
- Most likely to say their curriculum and technology is out of date
- Students are most confident and happy about their future
- Most likely to prioritize a steady paycheck in their future job



- Teachers feel most confident about Gen Z's preparedness for the future and most optimistic about their job prospects
- Teachers are more likely to want to evolve the curriculum to better prepare Gen Z for the future
- Greater prioritization on communications skills

INSIGHT 1



GEN Z STUDENTS SEE TECH AND CREATIVITY AS IMPORTANT AND INTERSECTING ASPECTS OF THEIR IDENTITIES

- Both students and teachers agree that coming up in the age of technology is the defining characteristic of Gen Z – and technology provides more digital tools and outlets for creativity
- Across markets, Gen Z students are most likely to describe themselves as “creative” and “team players”
- Gen Z students think they are more creative than past generations and say that they are “always looking for a better way to do something”

“They have grown up with the most recent technologies ... Since technology is such a big part of their world, it can become a hindrance for them to think without it.” **Teacher, US**

“We [Gen Z] can be creative, able to develop and we have several ways to develop professionally.” **Student, DE**

“I have more digital tools and information on other people's ideas to inspire me when I feel creative.”
Student, AU

INSIGHT 2

GEN Z STUDENTS ARE EXCITED BUT NERVOUS FOR THEIR FUTURES, AND THEY DO NOT FEEL FULLY PREPARED FOR THE “REAL WORLD”

- Gen Z students have mixed emotions when it comes to their future after they finish school – their top emotions are “excited” but also “nervous”
- Both students and teachers feel that Gen Z is only somewhat prepared for their futures after school
- Many students feel uncertain about what they want to do, worried about finding a job and concerned that school has not properly prepared them for the “real world”
- Most students are not thinking about how their online presence will be interpreted by future universities or employers, and while some plan to create online portfolios in the future, the vast majority have not started

“School hasn't taught me any of the vital things like paying my bills and organising taxes, but they teach me how to properly do quadratics, etc. I am 100% unprepared to deal with actual real world challenges.”

Student, AU

“I'm not sure what I want to do when I leave school yet or if I'll be able to find employment.” **Student, UK**

“I feel unprepared due to a lack of jobs, the high cost of education, not learning important life skills after high school.” **Student, US**

INSIGHT 3

GEN Z LEARNS BEST BY DOING AND CREATING, AND STUDENTS AND TEACHERS ALIKE WANT MORE FOCUS ON CREATIVITY

- Both students and teachers alike agree that Gen Z learns best through doing/hands-on experience (e.g., Lab work, creating content)
- Both audiences wish that there was more of a focus on creativity in the classroom
- Teachers say that having more opportunities for this type of hands-on learning is the number one way they can better prepare Gen Z students for the workforce. Most feel that the technology is already in place, but the curriculum needs to catch up

INSIGHT 4

CREATIVITY WILL PLAY A CRITICAL ROLE IN THE FUTURE WORKFORCE

- Students and teachers agree that being creative will be essential to their future success, and that creativity is going to play an integral role in solving many of the challenges the world faces today
- Students believe that they will be creating things in their future career, and that there are a lot of professions that require creativity

INSIGHT 5

TECHNOLOGY WILL SET GEN Z APART IN THE FUTURE WORKFORCE

- Most say that increased access to digital tools and technology will make Gen Z more creative and better prepared for the future workforce. Still, some students and teachers think Gen Z's reliance on technology is holding them back from thinking "outside the box"
- Across all markets, computers & technology classes are the "sweet spot" – both a top class to prepare students for the future and a top class for creativity
- Teachers say that their students will one day have careers that we didn't even know would exist today









DETAILED RESULTS



Gen Z students are more likely than their teachers to describe themselves as creative

Describing Gen Z
(Shown: % Top 5 Selected)

	STUDENTS				TEACHERS			
								
1	Smart (63%)	Hard working (50%)	Creative (46%)	A little lazy (45%)	A little lazy (76%)	A little lazy (65%)	A little lazy (74%)	A little lazy (70%)
2	Creative (47%)	Team player (42%)	Team player (44%)	Creative (44%)	Social (65%)	Social (51%)	Social (60%)	Bored by the past (49%)
3	Hard working (47%)	Social (40%)	Smart (43%)	Outgoing (42%)	Bored by the past (49%)	Nervous about the future (35%)	Bored by the past (49%)	Outgoing (41%)
4	Team player (42%)	Smart (39%)	Social (42%)	Smart (40%)	Follower (30%)	Bored by the past (33%)	Confident (40%)	Social (30%)
5	Curious (39%)	Creative (37%)	Curious (37%)	Team player (40%)	Multi-tasker (27%)	Confident (33%)	Outgoing (34%)	Creative (26%)

[Click here to see full list of statements asked of students and teachers](#)

Technology is Gen Z's native environment

Differences Between Gen Z and Past Generations

(Shown: Open End Responses)

- Teachers and students agree that technology is the biggest difference between Gen Z and past generations.
- Students think about social media, computers, cellphones and generally being better with technology.
- Many teachers note that their Gen Z students are more reliant on technology and are heavy social media users.

STUDENTS

- "Our generation is definitely different in how we learn, we are more reliant on technology than actually figuring things out for ourselves compared to older generations where they constantly had to work things out without the answers being already on the internet for them." (AU)
- "They don't seem to understand technology. As stereotypical as that is, it does actually affect everyone a bit because they assume we just don't care and sit on our phones when in reality we have the world in our pocket." (UK)
- "I think that myself and my generation looks for smarter solutions to problems, instead of the long and tedious solutions." (US)

TEACHERS

- "They are 'digital natives' and have grown up with technology - great in some ways but also makes it difficult." (UK)
- "They have grown up with the most recent technologies ... Since technology is such a big part of their world, it can become a hindrance for them to think without it." (US)
- "Everything is too convenient. Gen Z has access to everything whereas previous generations were disconnected in communities and not affected by issues present in other areas of the globe. Media is in our lives now 24 hrs of every day." (AU)

Technology gives Gen Z unprecedented access to information and global connectivity...

Gen Z Advantages (Shown: Open End Responses)

- Gen Z sees interconnectivity, access to information, inclusion, and the greater variety of professional choices as their greatest advantages. This generation is filled with hope at this age and sees potential and possibility through the lens of technology and a global network.
- Teachers say that the ease of access and familiarity Gen Z has with technology opens a whole world of possibility, but they also allude to the lack of self-reliance and technological dependence because of this.

STUDENTS

- "We are more open minded. We follow our own pathways. We love technology and everything new. We are ready to learn new things." (AU)
- "You can gain world knowledge quickly. It's easier to find things out because we can search for it online." (UK)
- "My generation is more modern and has more technology so we don't have to face more of the challenges that past generations had to face. We have contact with all cultures through globalization." (DE)
- "My generation is more open and tolerant to different types of people. I think a new generation can bring fresh ideas and more thinking outside the box." (US)

TEACHERS

- "Gen Zs are not intimidated by technology. They have many more opportunities available to them. They can have a broader world view, in that technology and the media has made it possible for them to know what is going on all over the world." (UK)
- "They are so familiar with technology and social media. They keep outrunning us adults in the platforms they use so we have trouble reaching and following them. They can navigate new technologies so much faster than older generations." (US)
- "Their biggest weakness is also their strength. They are awesome with technology and like to be current with it. They figure it out quickly and manipulate it to fit their interests." (DE)

...However, some teachers worry that Gen Z has become too reliant on technology

Gen Z Challenges (Shown: Open End Responses)

- Teachers see the negative side in a globally connected world with global competition. They also point to interpersonal, social, independent and logical thinking as skills Gen Z students are not adequately developing.
- Students are less concerned about the negative impact of technology, though many mention online bullying. Students are more concerned about their future job opportunities, student loan debt and global issues like the environment.

STUDENTS

- "Getting a job, having lots of student debt when I am older, having enough money to be able to save to buy a house when I am older." (UK)
- "Finding good, interesting, well paid job without racking up a huge debt in student loans" (US)
- "There is lots more pressure and social media is a constant source of drama and bullying." (AU)
- "We have to think of new ways to get power as pollution is destroying the environment." (UK)

TEACHERS

- "The information that is readily available is not always reliable." (UK)
- "It is almost too easy to find out information, so they feel they don't actually need to learn the information." (AU)
- "Staying healthy, earning enough money to survive on, keeping up with technology." (US)
- "They are used to looking at a screen all day instead of talking with people face to face." (UK)
- "Kids are under a lot of pressure from parents to excel at everything." (DE)

Technology provides more tools and inspiration for Gen Z creativity

How Gen Z is More Creative (Shown: Open End Responses)

- Gen Z students think that their creativity comes from access to a greater variety of tools, platforms, opportunities, and avenues to express oneself. They also point to the ability to access other people's ideas as something that inspires their own creativity.
- Teachers say that Gen Z students have greater opportunities and are naturally exploratory. Teachers also mentioned visual skills like photography and social skills like personal branding as assets to creativity.

STUDENTS





- "We don't just have a pen and paper. We have the technology. We have more ways to be creative." (UK)
- "We have so much more to offer and accept nowadays. Performing arts, music, art etc. are all a lot more accepted now." (US)
- "I am surrounded by diversity and I am more open to new types of people and experiences. Also, through technology, I have more ways to express myself." (DE)
- "I have more digital tools and information on other people's ideas to inspire me when I feel creative." (AU)

TEACHERS

- "Because they have so much electronic media at their fingertips, they don't have to spend time reinventing the wheel. Their efforts can be directed at NEW things, thoughts, and projects." (AU)
- "So many creative things can be done digitally rather than by hand." (DE)
- "They are really good at photography and controlling their self-images." (US)
- "Lack of inhibitions allow for wider variances in what they might try." (DE)
- "They can explore new ideas and don't need as many set directions." (AU)

Gen Z says they are innovative, and they are less likely than teachers to say that what they create is mostly digital

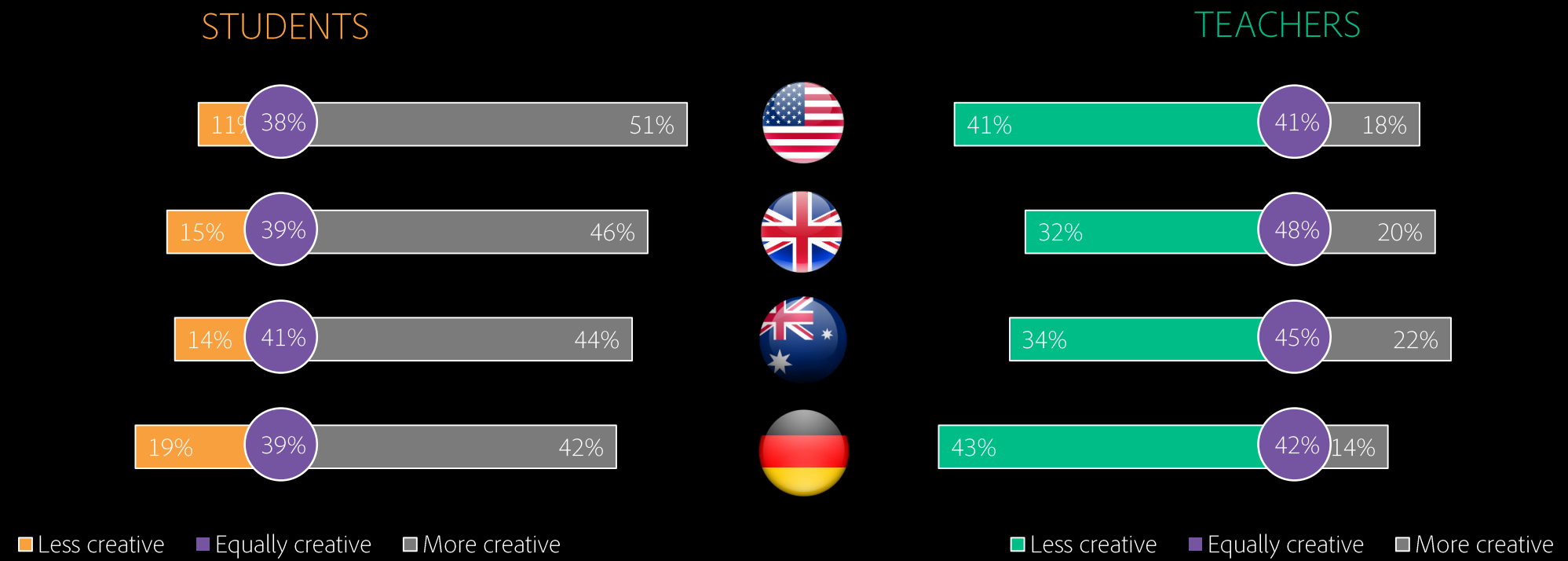
Perceptions of Gen Z & Creativity
(Shown: % Somewhat Agree/Strongly Agree)

								
	STUDENTS	TEACHERS	STUDENTS	TEACHERS	STUDENTS	TEACHERS	STUDENTS	TEACHERS
I like / Gen Z likes products that can be personalized	89%	92%	86%	90%	91%	91%	83%	83%
I enjoy / Gen Z enjoys taking ideas and creating something from them	86%	63%	84%	69%	88%	75%	73%	61%
I am / Gen Z is always looking for a better way to do something	83%	48%	81%	49%	84%	46%	70%	33%
Most of what I create / Gen Z creates is done using digital or online tools / devices	65%	86%	67%	73%	70%	88%	64%	80%
Multi-tasking comes naturally to me / Gen Z	64%	58%	64%	39%	64%	51%	76%	63%

*Shaded boxes indicate significantly higher percentages among audiences.





Gen Z feel they are more creative than past generations; teachers say less or equally so

Gen Z Creativity Compared to Older Generations



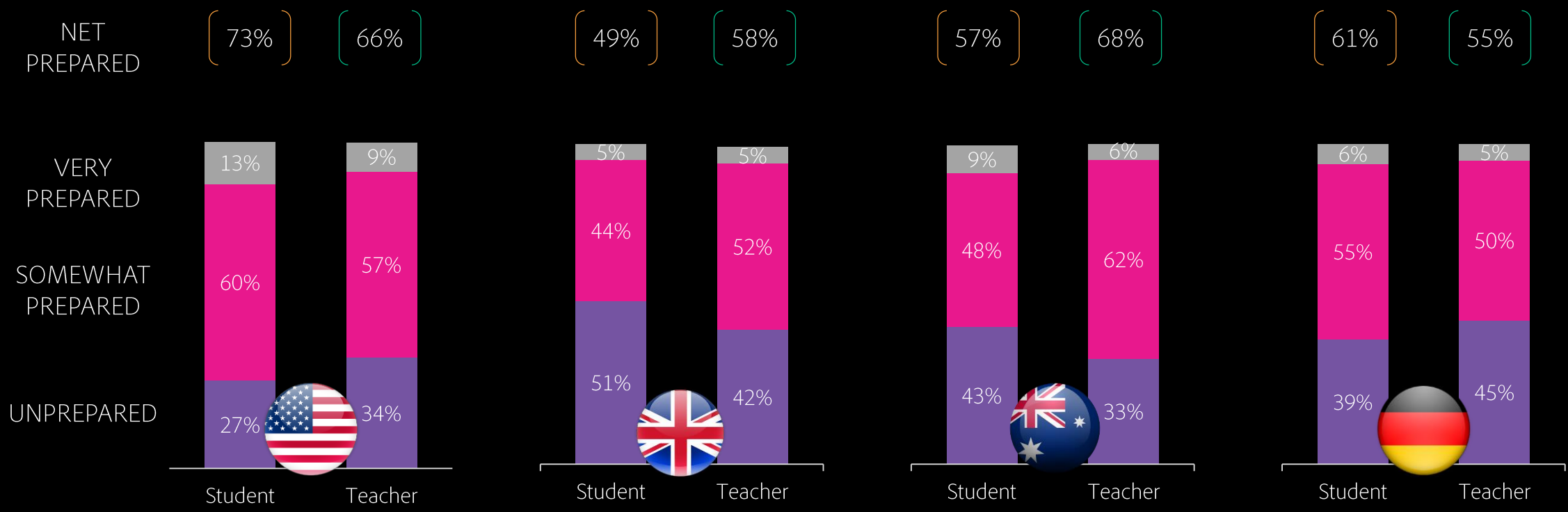
Gen Z is equally excited and nervous about their future after school

Gen Z Feelings About Future After School
(Shown: Top 5 Responses, Students)

	STUDENTS			
				
1	Excited (59%)	Nervous (51%)	Excited (52%)	Confident (50%)
2	Nervous (50%)	Excited (48%)	Nervous (49%)	Excited (47%)
3	Curious (43%)	Curious (41%)	Curious (39%)	Happy (31%)
4	Happy (26%)	Worried (26%)	Happy (27%)	Nervous (26%)
5	Confident (25%)	Scared (20%)	Worried (22%)	Worried (25%)

Few students or educators think Gen Z is very prepared for their future

Gen Z Preparedness for the Future



Q23: How prepared do you [feel for your / think your students are for their] future after [you / they] finish school? [SINGLE SELECT]

Both students and teachers are nervous about having Gen Z be prepared for the real world

How Gen Z is Unprepared (Shown: Open End Responses)

- Students who feel unprepared for their future after school are uncertain about what they want to do for a career or are worried about their job prospects. Some also say that the information they are learning in school is not adequately preparing them for the "real world."
- Teachers are also concerned that Gen Z is lacking "real-world skills," and that they need stronger ambitions and work ethic to be prepared for the future after school.

STUDENTS

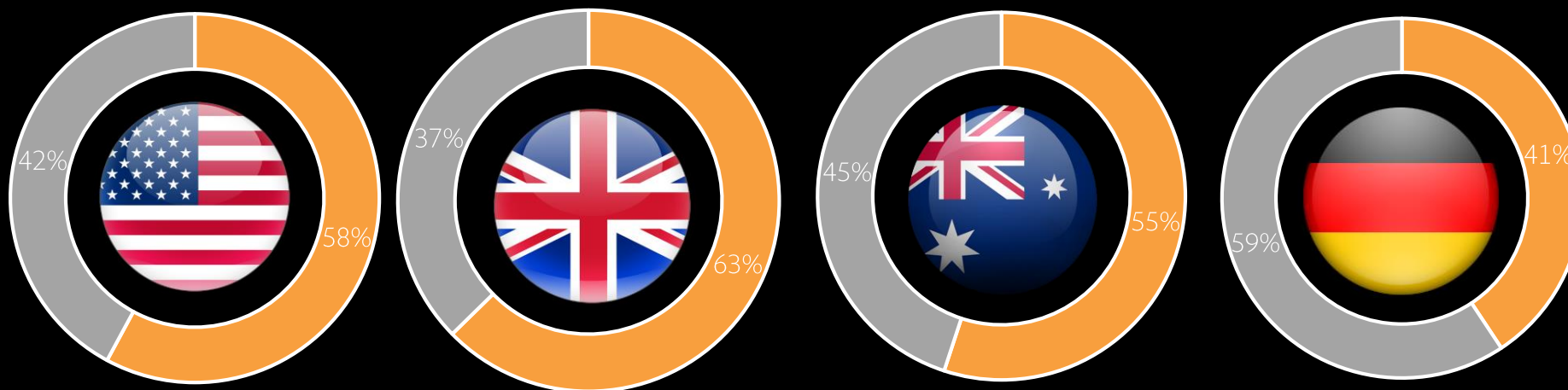
- "All we learn in school is basically the memorization of facts; the real life is not just based on grades" (DE, 16)
- "I have an idea of what college I'd like to go to, but no way to pay for it. The same goes for the degree I would like to obtain. (US, 16)
- "I don't know what I want to do when I leave school - I feel pressured to make a decision because the subjects I choose need to be related to what I want to do after school." (UK, 16)
- "The stuff I learn at school won't help me - they don't want us to learn stuff like taxes and sex ed. They refuse to teach it." (US, 16)

TEACHERS

- "We spend too much time preparing our students for the ACT and other standardized tests that ultimately will serve them very little in the real world. We also aren't updating our curriculum to the technological age." (US)
- "Lacking critical thinking and writing skills; not expected to take much ownership of their lives as minors, so not prepared to make adult decisions when they leave school; little to no training on making financial decisions." (AU)
- "The teaching they receive in schools mean many are unable or unwilling to take responsibility for their own learning." (DE)

Students are split on whether the things they are learning in school vs. out of school are more important in preparing them for their future





Gen Z Views Preparation for the Future After School
(Shown: Students)



- What I'm learning IN SCHOOL is most important in preparing me for my future after I finish school
- What I'm learning OUTSIDE OF SCHOOL is most important in preparing me for my future after I finish school

Gen Z learns best by creating and hands-on experiences...





Effectiveness of Gen Z Teaching Methods

								
	STUDENTS	TEACHERS	STUDENTS	TEACHERS	STUDENTS	TEACHERS	STUDENTS	TEACHERS
Doing / Creating	78%	77%	65%	81%	74%	80%	43%	79%
Watching	62%	66%	56%	56%	59%	67%	49%	56%
Researching online	46%	59%	51%	47%	53%	62%	52%	51%
Collaborating	43%	62%	41%	57%	47%	67%	44%	68%
Listening	41%	21%	48%	21%	41%	20%	45%	30%
Reading	37%	14%	41%	16%	40%	19%	45%	33%
Writing	32%	17%	37%	24%	36%	19%	52%	46%

*Shaded boxes indicate significantly higher percentages among audiences.

...Yet students and teachers agree the current curriculum is more focused around lectures, writing and reading

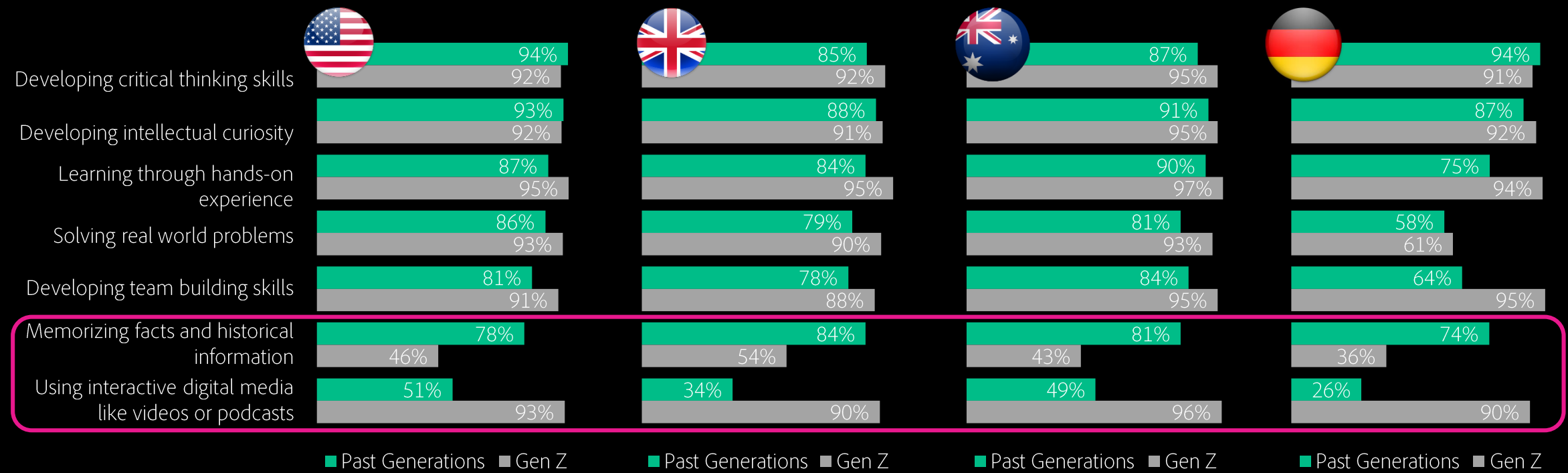
Frequency of Gen Z Teaching Methods
(Shown: % All of the Time)

								
	STUDENTS	TEACHERS	STUDENTS	TEACHERS	STUDENTS	TEACHERS	STUDENTS	TEACHERS
Listening	57%	33%	58%	45%	56%	38%	54%	61%
Writing	52%	42%	54%	63%	49%	41%	65%	52%
Reading	50%	30%	40%	39%	44%	13%	54%	58%
Researching Online	28%	15%	23%	16%	29%	22%	25%	25%
Doing / Creating	16%	24%	15%	29%	13%	24%	20%	33%
Watching	15%	17%	9%	22%	15%	21%	17%	27%
Collaborating	14%	32%	14%	21%	18%	25%	29%	53%

*Shaded boxes indicate significantly higher percentages among audiences.

Teaching priorities today are more about interactive tools and less about memorizing facts

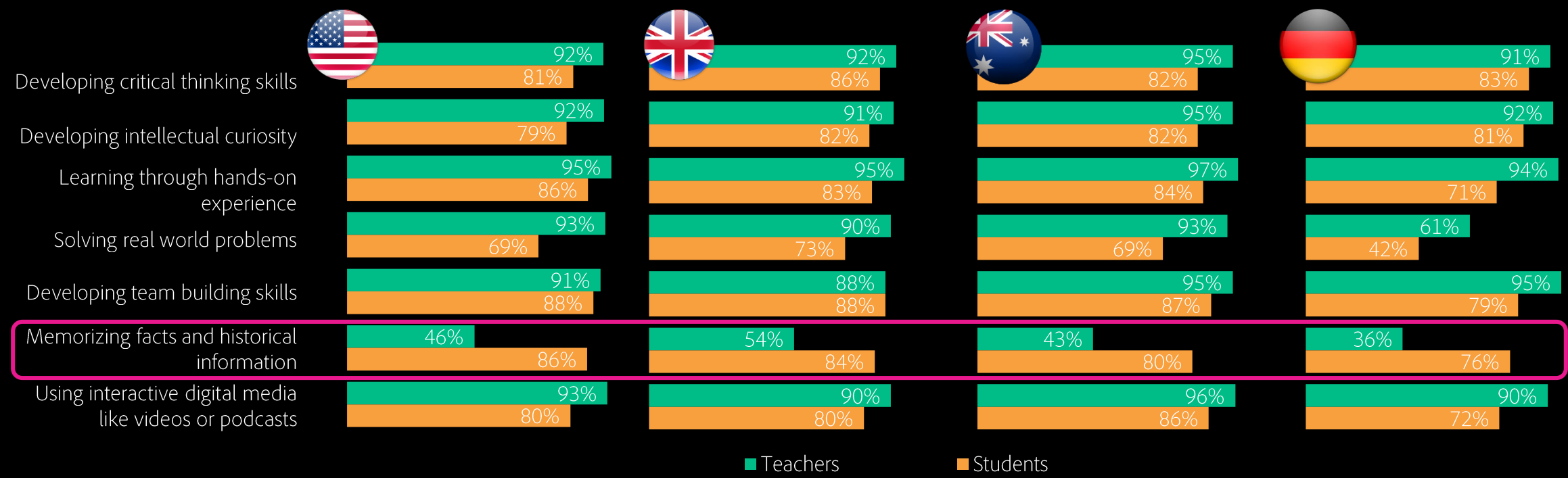
Educational Priorities for Gen Z and Past Generations
(Shown: % Somewhat / Very Important, Teachers)



Q17: Below is a list of different educational priorities. How important were each of the following in educating previous generations of students?
Q18: Today, how important are each of the following in educating Gen Z students?

Despite shifting priorities, Gen Z students still learn through memorization at least some of the time

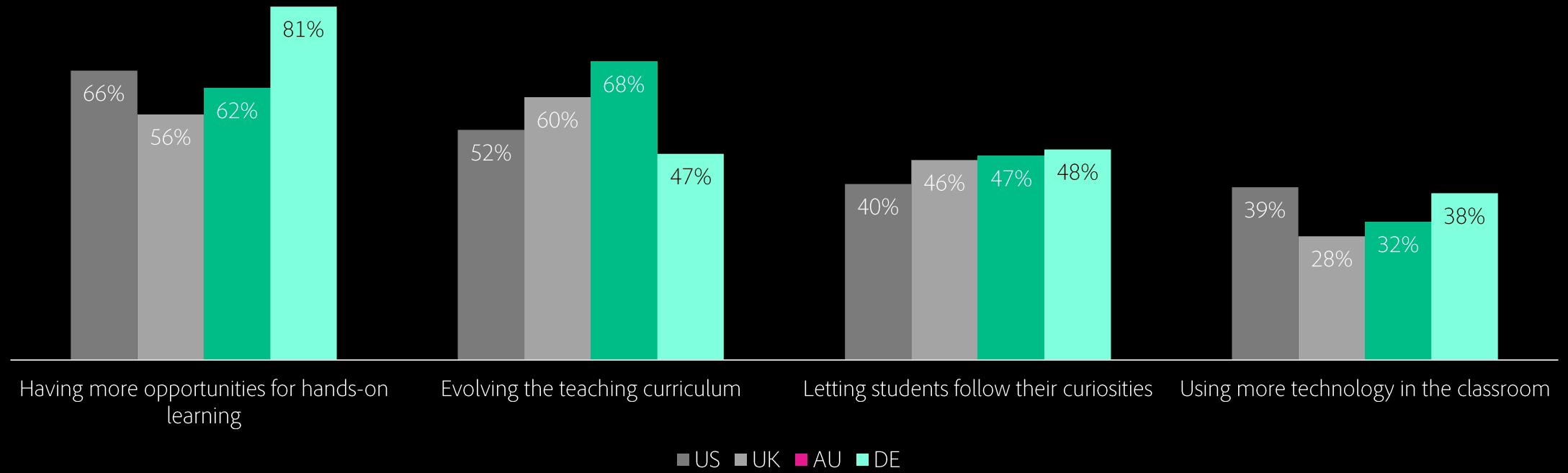
Educational Priorities for Gen Z
 (Shown: % Somewhat / Very Important; % At Least Some of the Time)



Q18: Today, how important are each of the following in educating Gen Z students?
 Q19: Thinking about your own experience at school, how often do you learn in each of the following ways?





Teachers want more opportunities for hands-on learning to prepare students for the workforce

Methods to Better Prepare Gen Z for the Future Workforce
(Shown: Teachers)



Although teachers already inspire curiosity, both audiences want more creativity in the classroom

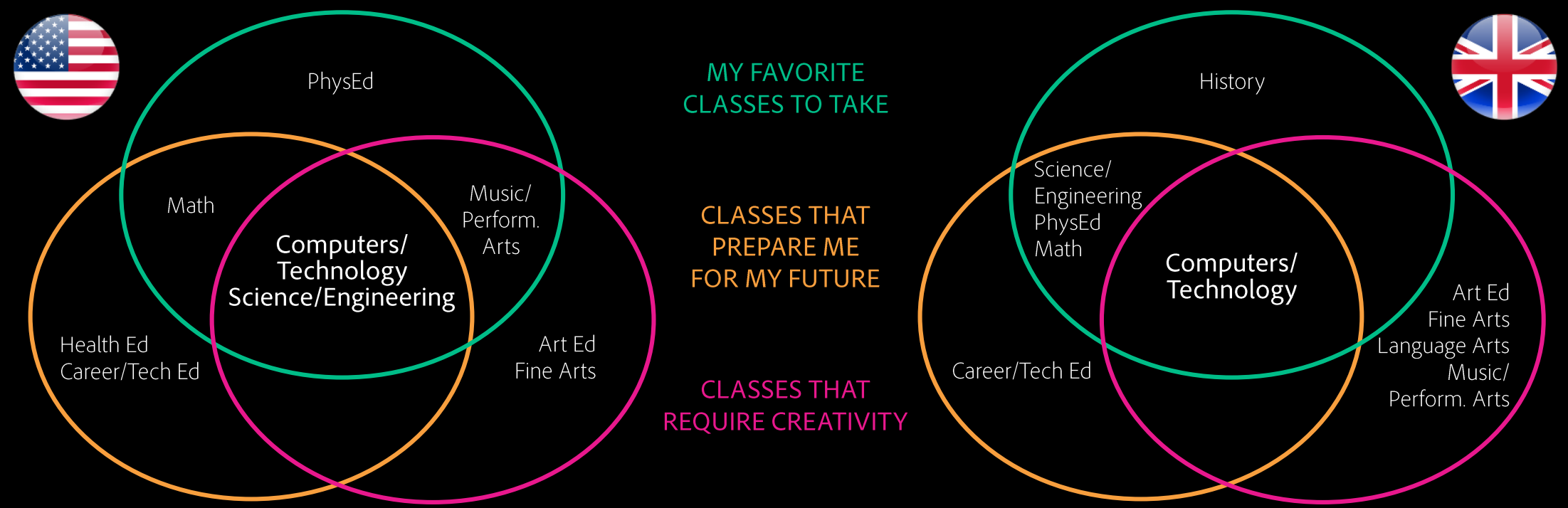
Perceptions of Gen Z Classes & Curriculum
(Shown: % Somewhat Agree/Strongly Agree)

								
	STUDENTS	TEACHERS	STUDENTS	TEACHERS	STUDENTS	TEACHERS	STUDENTS	TEACHERS
I wish there was more of a focus on creativity in my classes / curriculum	76%	75%	70%	75%	79%	71%	67%	61%
My teachers / I inspire me / my students to be curious	72%	93%	71%	94%	66%	96%	55%	98%
I / Gen Z would rather work with others on a project than work alone	60%	77%	68%	75%	62%	77%	78%	87%
It can be hard for me / Gen Z to understand all of the information that is taught in school	58%	81%	69%	86%	70%	82%	77%	93%
The classes / curriculum at my school are outdated	45%	45%	45%	39%	52%	37%	62%	47%
The technology used in my school is outdated	37%	44%	37%	48%	40%	44%	60%	59%

*Shaded boxes indicate significantly higher percentages among audiences.

Computers and technology courses are important for both creativity and future preparation

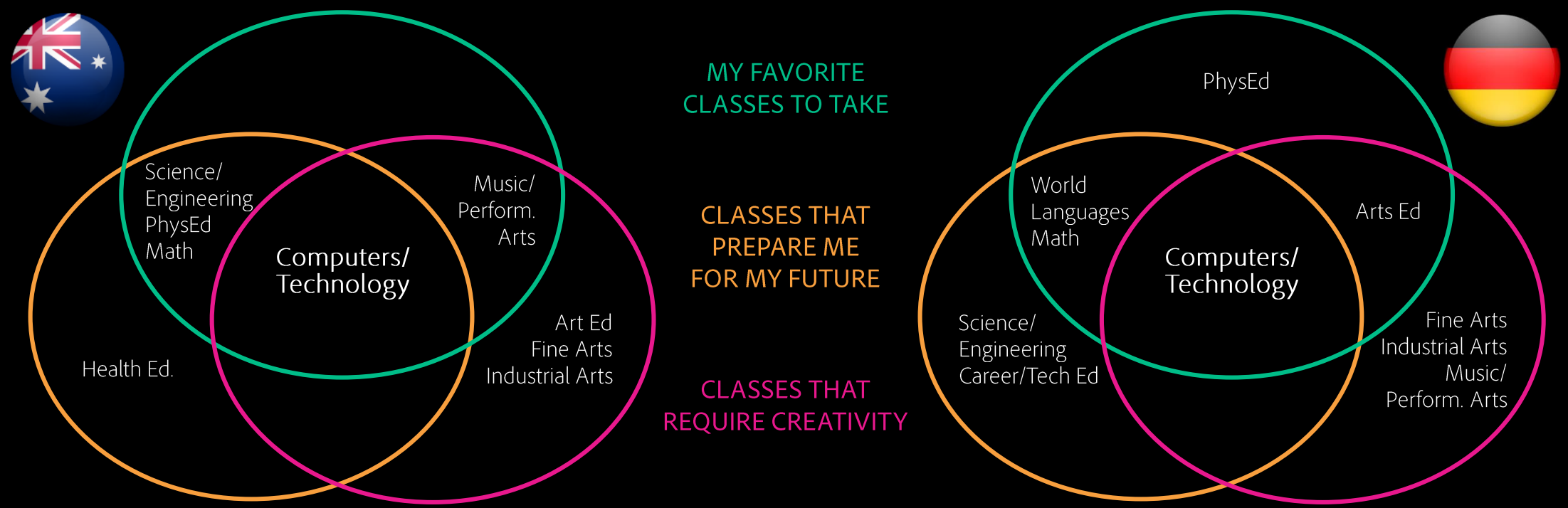
Course Intersection
(Shown: % Top 5 Selected, Students, US & UK)



Q1: What are your favorite subjects / classes to take? [MULTI-SELECT UP TO 3]
 Q29: Which of your classes is most useful to you in preparing for your future after you finish school? [MULTI-SELECT UP TO 3]
 Q42: Which of the following classes do you feel requires some form of creativity? [MULTI-SELECT]

Computers and technology courses are important for both creativity and future preparation

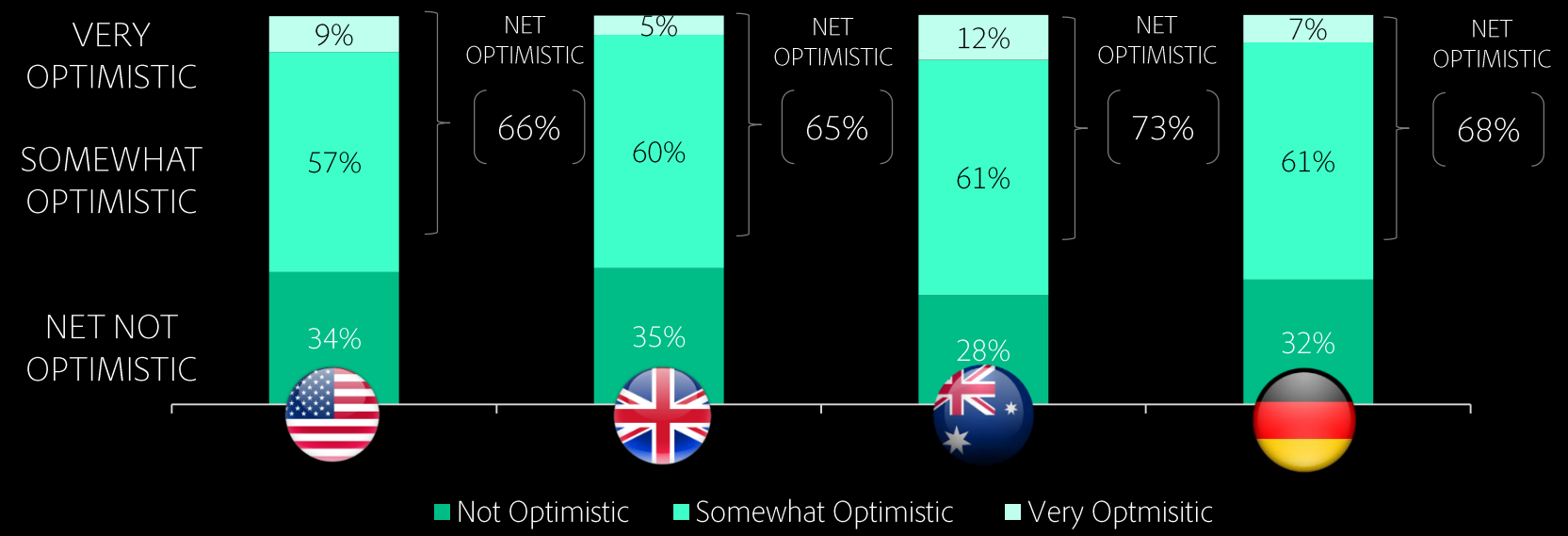
Course Intersection
(Shown: % Top 5 Selected, Students, AU & DE)



Q1: What are your favorite subjects / classes to take? [MULTI-SELECT UP TO 3]
 Q29: Which of your classes is most useful to you in preparing for your future after you finish school? [MULTI-SELECT UP TO 3]
 Q42: Which of the following classes do you feel requires some form of creativity? [MULTI-SELECT]

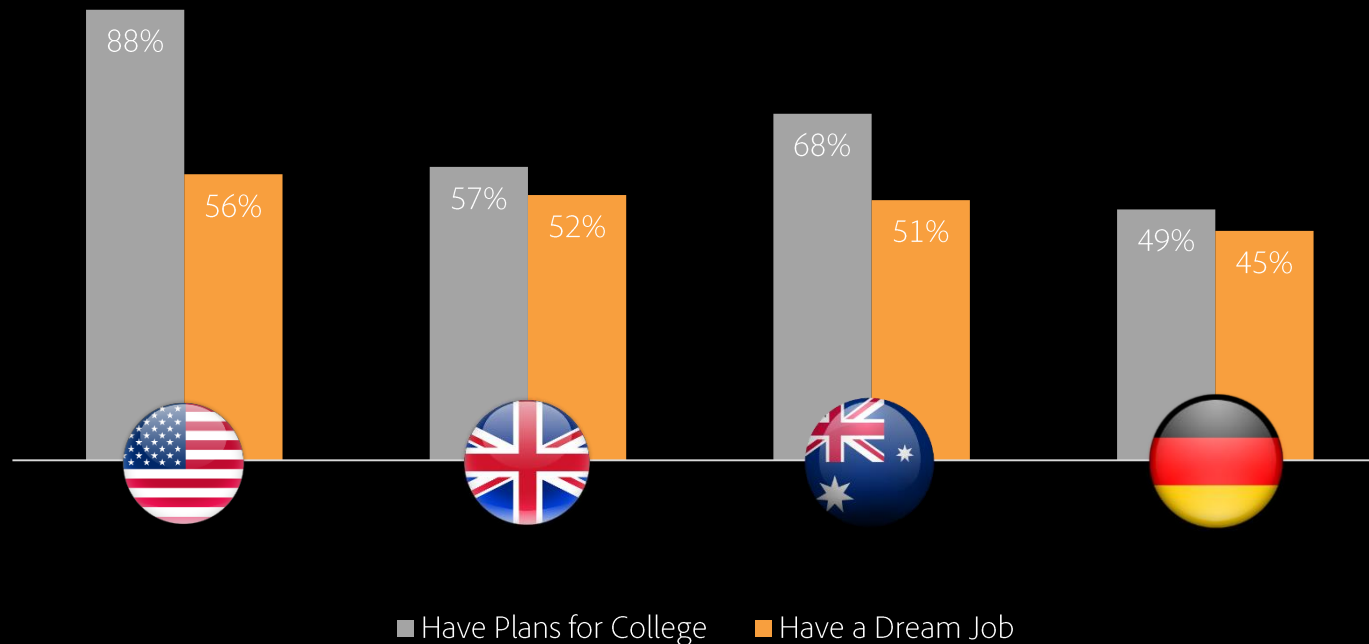
One in three Gen Z educators do not feel optimistic about the future career prospects of their students

Optimism about Gen Z Career Prospects
(Shown: Teachers)

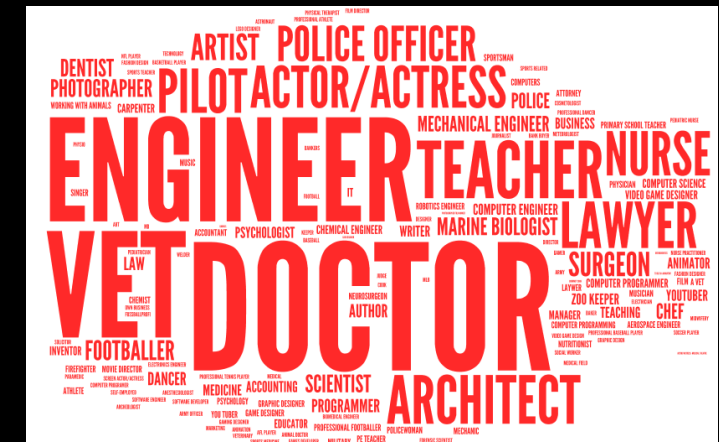


Gen Z students in the US are the most likely to aspire to go to college. Among those who have a dream job, many mention more traditional careers

Plans for the Future
(Shown: Students)







Gen Z Dream Jobs
(Shown: Open End Responses, Students)



Q27: Do you plan to go to college one day? [SINGLE SELECT]
Q28: Do you have a dream career? [IF YES, SPECIFY]

Students and teachers are aligned on the importance of creativity in Gen Z's future success

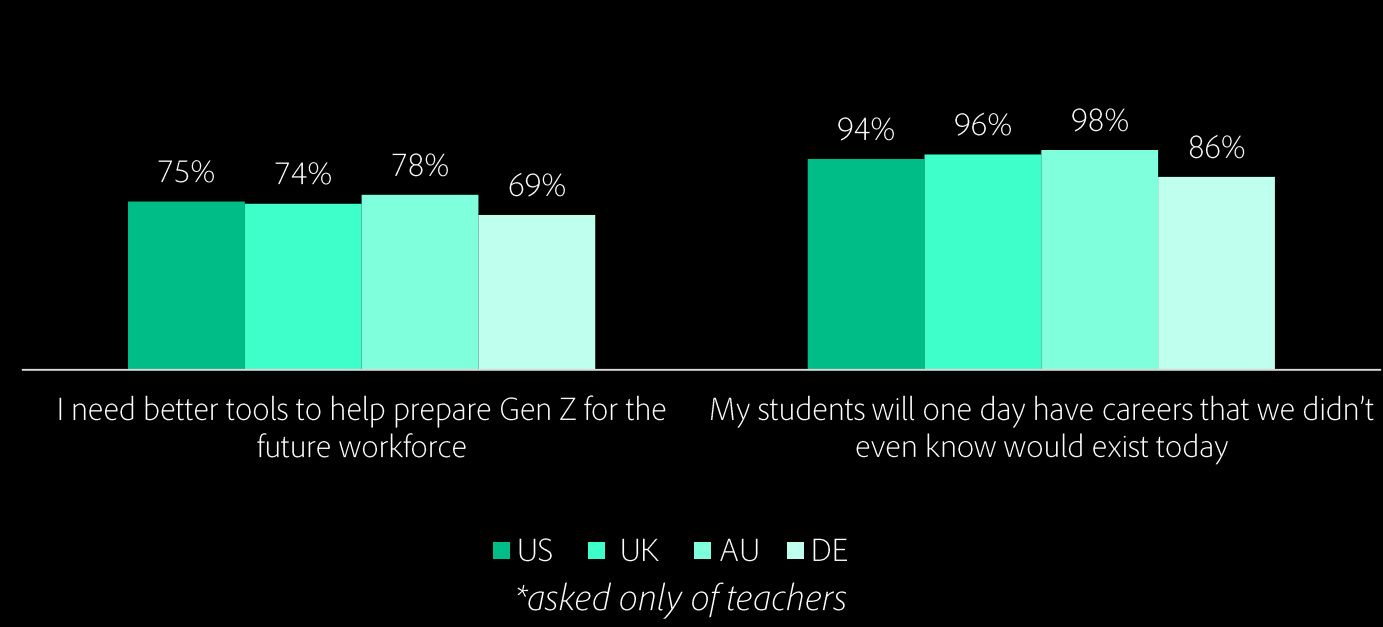
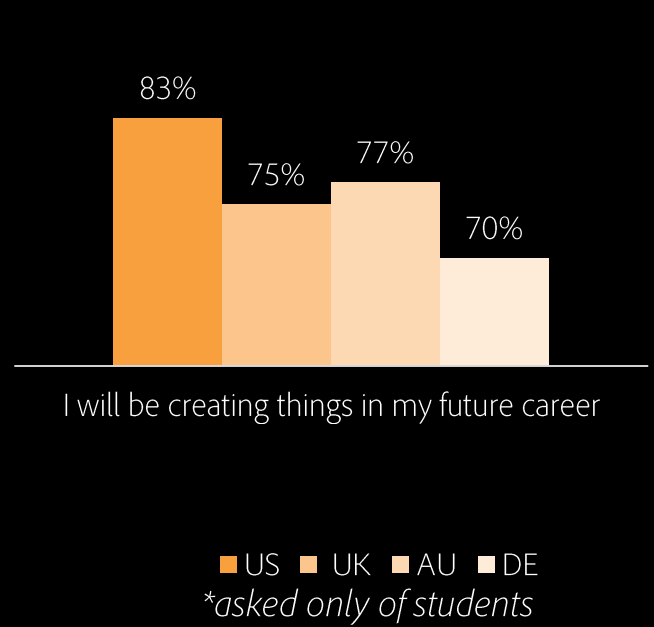
Perceptions of the Future Gen Z Workforce
 (Shown: % Somewhat Agree/Strongly Agree, Students, Teachers)

								
	STUDENTS	TEACHERS	STUDENTS	TEACHERS	STUDENTS	TEACHERS	STUDENTS	TEACHERS
I / Gen Z will be better prepared for the future given how well I / they understand technology	93%	73%	92%	82%	93%	78%	82%	70%
Creativity is going to play an integral role in solving many of the challenges the world faces today	89%	93%	79%	93%	87%	93%	79%	90%
Being creative will be essential to my / Gen Z's future success	85%	91%	77%	87%	78%	93%	71%	82%

*Shaded boxes indicate significantly higher percentages among audiences.

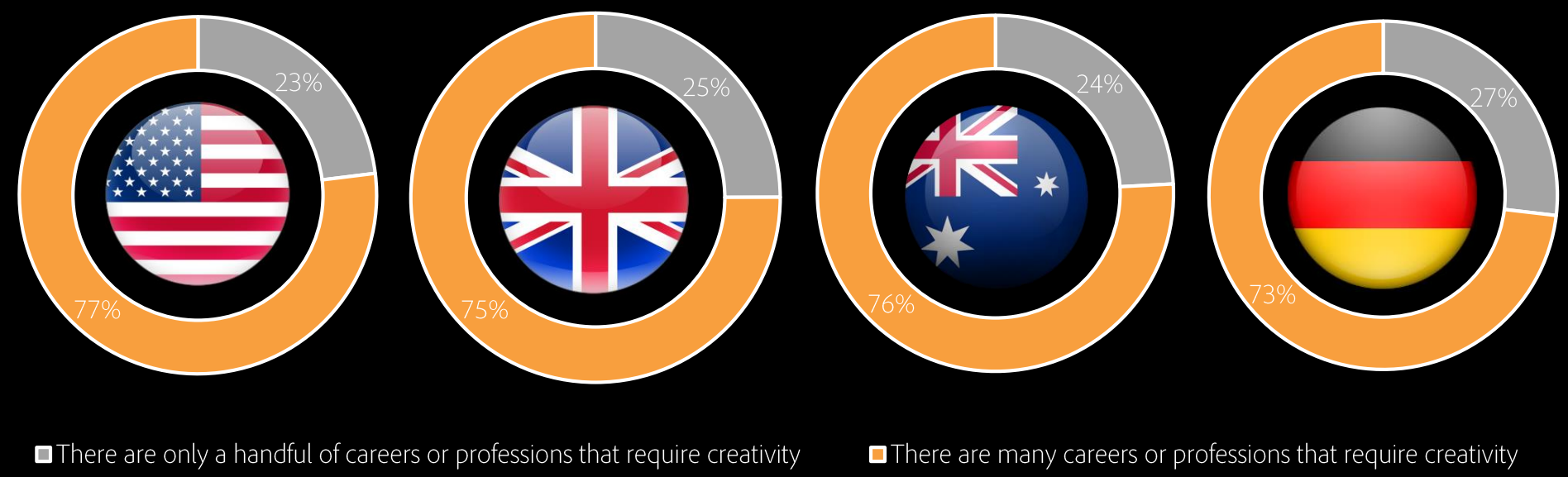
Teachers think their students will one day have careers that we didn't even know would exist today

Perceptions of the Future Gen Z Workforce
 (Shown: % Somewhat Agree/Strongly Agree, Students, Teachers)



Students feel that there are a variety of careers that require creativity

Gen Z Views on Career Opportunities
(Shown: Students)



APPENDIX: STUDENT PROFILES

US GEN Z STUDENT PROFILE

	Favorite Classes	Extracurricular Activities	Online Sites / Apps	Online Behaviors
1	Mathematics (34%)	Sports (46%)	(78%)	Post my own photos (70%)
2	Science & Engineering (33%)	Music (26%)	(56%)	Post my own videos (43%)
3	Computers & Technology (27%)	Volunteering (25%)	(55%)	Share someone else's photos (38%)
4	Music / Performing Arts (22%)	Dance (9%)	(50%)	Share someone else's videos (35%)
5	Physical Education (21%)	Drama (9%)	(31%)	Share someone else's link to a story or article online (29%)

Q1: What are your favorite subjects / classes to take? [MULTI-SELECT UP TO 3]
 Q3: What extracurricular or after-school activities do you participate in? Please select all that apply. [MULTI-SELECT]
 Q43: First, which of the following websites or apps do you use? Please select all that apply. [MULTI-SELECT]
 Q45: And which of the following do you do online or using apps? Please select all that apply. [MULTI-SELECT]

70%
post content
53%
share content



DEMOGRAPHICS – US STUDENTS

Category	Sub-Category	%
Gender	Male	52%
	Female	48%
Grade	6th Grade	14%
	7th Grade	14%
	8th Grade	12%
	9th Grade	12%
	10th Grade	16%
	11th Grade	17%
	12th Grade	15%
Age	11-13	38%
	14-15	28%
	16-17	35%

Favorite Subject	%
Mathematics	34%
Science & Engineering	33%
Computers & Technology	27%
Music / Performing Arts	22%
Physical Education	21%
History	21%
Art Education	21%
Language Arts & Literature	16%
Social Studies / Political Science	16%
Fine Arts	11%
World Languages	7%
Career & Technical Education	7%
Health Education	5%
Other	4%
Industrial Arts	3%

Extracurricular	%
Sports	46%
Music	26%
Volunteering	25%
None	16%
Other	15%
Dance	9%
Drama	9%
Student government	7%
Journalism / Yearbook	6%
Computer science	6%
Fine arts	6%
Robotics	6%
Debate	3%
Internship	3%

Region	%
Northeast	20%
Midwest	25%
South	32%
West	23%

UK GEN Z STUDENT PROFILE

	Favorite Classes	Extracurricular Activities	Online Sites / Apps	Online Behaviors
1	Computers & Technology (36%)	Sports (47%)	(71%)	Post my own photos (60%)
2	Mathematics (35%)	Music (20%)	(68%)	Share someone else's videos (37%)
3	Science & Engineering (29%)	Volunteering (16%)	(57%)	Post my own videos (36%)
4	Physical Education (28%)	Drama (12%)	(57%)	Share someone else's photos (35%)
5	History (22%)	Dance (12%)	(35%)	Share someone else's link to a story or article online (32%)

Q1: What are your favorite subjects / classes to take? [MULTI-SELECT UP TO 3]

Q3: What extracurricular or after-school activities do you participate in? Please select all that apply. [MULTI-SELECT]

Q43: First, which of the following websites or apps do you use? Please select all that apply. [MULTI-SELECT]

Q45: And which of the following do you do online or using apps? Please select all that apply. [MULTI-SELECT]

70%
post content
55%
share content

DEMOGRAPHICS – UK STUDENTS






Category	Sub-Category	%
Gender	Male	53%
	Female	47%
Grade	Year 7	14%
	Year 8	15%
	Year 9	8%
	Year 10	14%
	Year 11	14%
	Year 12	17%
	Year 13	18%
Age	11-13	37%
	14-15	27%
	16-17	36%

Favorite Subject	%
Computers & Technology	36%
Mathematics	35%
Science & Engineering	29%
Physical Education	28%
History	22%
Art Education	21%
Music / Performing Arts	19%
Other	12%
Language Arts & Literature	10%
Social Studies / Political Science	10%
World Languages	8%
Health Education	5%
Career & Technical Education	4%
Fine Arts	4%
Industrial Arts	1%

Extracurricular	%
Sports	47%
None	20%
Music	20%
Volunteering	16%
Drama	12%
Dance	12%
Computer science	10%
Other	8%
Debate	6%
Robotics	3%
Student government	3%
Journalism / Yearbook	3%
Fine arts	3%
Internship	2%

Region	%
North East	5%
North West	15%
Yorkshire And The Humber	6%
East Midlands	9%
West Midlands	10%
East Of England	6%
London	13%
South East	15%
South West	8%
Wales	6%
Scotland	5%
Northern Ireland	2%

AUSTRALIA GEN Z STUDENT PROFILE

	Favorite Classes	Extracurricular Activities	Online Sites / Apps	Online Behaviors
1	Mathematics (34%)	Sports (56%)	 (71%)	Post my own photos (60%)
2	Physical Education (32%)	Music (28%)	 (65%)	Share someone else's videos (37%)
3	Science & Engineering (32%)	Volunteering (15%)	 (51%)	Post my own videos (36%)
4	Computers & Technology (30%)	Dance (14%)	 (49%)	Share someone else's photos (29%)
5	Music / Performing Arts (24%)	Drama (12%)	 (21%)	Share someone else's link to a story or article online (27%)

Q1: What are your favorite subjects / classes to take? [MULTI-SELECT UP TO 3]

Q3: What extracurricular or after-school activities do you participate in? Please select all that apply. [MULTI-SELECT]

Q43: First, which of the following websites or apps do you use? Please select all that apply. [MULTI-SELECT]

Q45: And which of the following do you do online or using apps? Please select all that apply. [MULTI-SELECT]

70%
post content
50%
share content



DEMOGRAPHICS – AU STUDENTS






Category	Sub-Category	%
Gender	Male	50%
	Female	50%
Grade	Year 6	17%
	Year 7	16%
	Year 8	9%
	Year 9	12%
	Year 10	16%
	Year 11	17%
	Year 12	13%
Age	11-13	38%
	14-15	28%
	16-17	35%

Favorite Subject	%
Mathematics	34%
Physical Education	32%
Science & Engineering	32%
Computers & Technology	30%
Music / Performing Arts	24%
Art Education	23%
History	14%
Health Education	11%
Language Arts & Literature	9%
Social Studies / Political Science	9%
Fine Arts	8%
World Languages	7%
Other	7%
Industrial Arts	5%
Career & Technical Education	4%

Extracurricular	%
Sports	56%
Music	28%
None	17%
Volunteering	15%
Dance	14%
Drama	12%
Computer science	9%
Other	8%
Debate	6%
Robotics	6%
Student government	5%
Fine arts	5%
Internship	2%
Journalism / Yearbook	1%

Region	%
New South Wales	30%
Victoria	28%
Queensland	21%
South Australia	8%
Western Australia	10%
Tasmania	2%
Northern Territory	0%
Australian Capital Territory	1%

DE GEN Z STUDENT PROFILE

	Favorite Classes	Extracurricular Activities	Online Sites / Apps	Online Behaviors
1	Physical Education (37%)	Sports (61%)	 (79%)	Post my own photos (50%)
2	Mathematics (33%)	Music (27%)	 (60%)	Share someone else's photos (38%)
3	World Languages (32%)	Dance (15%)	 (53%)	Share someone else's videos (36%)
4	Computers & Technology (29%)	Volunteering (11%)	 (42%)	Post my own videos (23%)
5	Science & Engineering (20%)	Internship (9%)	 (25%)	Share someone else's link to a story or article online (20%)

Q1: What are your favorite subjects / classes to take? [MULTI-SELECT UP TO 3]

Q3: What extracurricular or after-school activities do you participate in? Please select all that apply. [MULTI-SELECT]

Q43: First, which of the following websites or apps do you use? Please select all that apply. [MULTI-SELECT]

Q45: And which of the following do you do online or using apps? Please select all that apply. [MULTI-SELECT]

62%
post content
53%
share content



DEMOGRAPHICS – DE STUDENTS

Category	Sub-Category	%
Gender	Male	51%
	Female	48%
Grade	Grade 6	22%
	Grade 7	8%
	Grade 8	10%
	Grade 9	12%
	Grade 10	19%
	Grade 11	17%
	Grade 12	11%
	Grade 13	1%
Age	11-13	36%
	14-15	26%
	16-17	38%

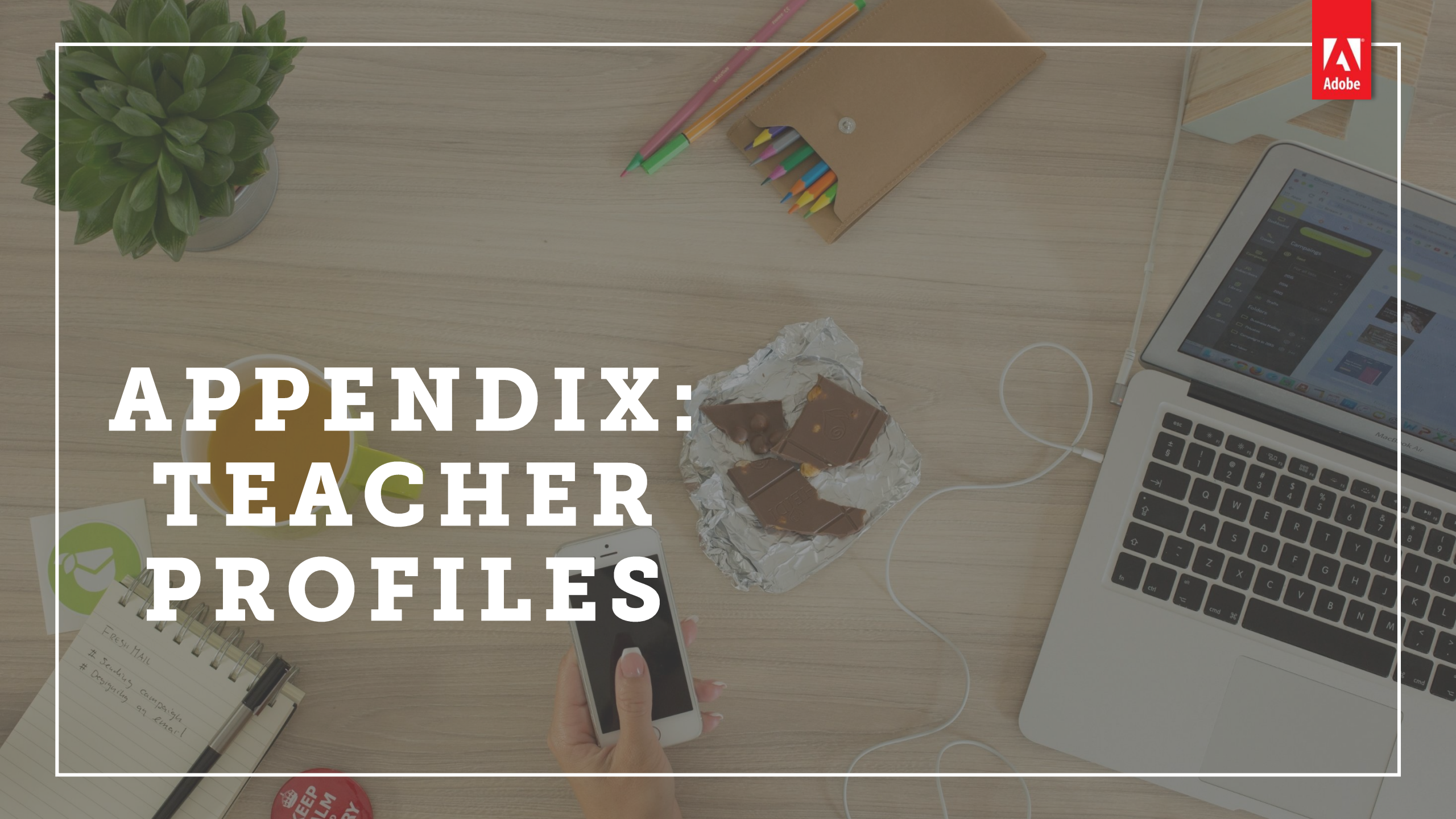
Favorite Subject	%
Physical Education	37%
Mathematics	33%
World Languages	32%
Computers & Technology	29%
Art Education	20%
Science & Engineering	19%
Music / Performing Arts	14%
Language Arts & Literature	13%
History	13%
Social Studies / Political Science	10%
Industrial Arts	8%
Health Education	5%
Other	4%
Career & Technical Education	4%
Fine Arts	3%

Extracurricular	%
Sports	61%
Music	28%
Dance	15%
None	11%
Volunteering	11%
Other	10%
Internship	9%
Computer science	9%
Student government	8%
Fine arts	6%
Journalism / Yearbook	5%
Robotics	3%
Debate	3%
Drama	2%

Region	%
Baden-württemberg	12%
Bayern	14%
Berlin	6%
Brandenburg	4%
Bremen	1%
Hamburg	3%
Hessen	9%
Mecklenburg-vorpommern	1%
Niedersachsen	9%
Nordrhein-westfalen	21%
Rheinland-pfalz	6%
Saarland	2%
Sachsen	4%
Sachsen-anhalt	2%
Schleswig-holstein	3%
Thüringen	5%



APPENDIX: TEACHER PROFILES





DEMOGRAPHICS – US TEACHERS

Category	Sub-Category	%
Gender	Male	35%
	Female	65%
Age	22-24	1%
	25-34	20%
	35-44	22%
	45-54	27%
	55-64	24%
	65-74	6%
	75 and over	1%
Employment	Full-Time	87%
	Part-Time	13%

Category	Sub-Category	%
Grade(s) Teach	6th Grade	22%
	7th Grade	30%
	8th Grade	30%
	9th Grade	50%
	10th Grade	53%
	11th Grade	54%
	12th Grade	54%
Years of Experience	1-5 years	16%
	6-10 years	15%
	11-20 years	31%
	More than 20 years	37%

Subject(s) Taught	%
Mathematics	28%
Language Arts & Literature	22%
Social Studies / Political Science	19%
Science & Engineering	17%
History	13%
Special Education	11%
World Languages	7%
Physical Education	7%
Music / Performing Arts	6%
Computers & Technology	6%
Other	6%
Health Education	5%
Career & Technical Education	5%
Art Education	4%
Fine Arts	3%
ESOL/Bilingual Programs	2%
Library Media Programs	2%
Industrial Arts	1%

Region	%
Northeast	21%
Midwest	23%
South	28%
West	27%

DEMOGRAPHICS – UK TEACHERS

Category	Sub-Category	%
Gender	Male	35%
	Female	65%
Age	22-24	0%
	25-34	19%
	35-44	31%
	45-54	22%
	55-64	23%
	65-74	5%
	75 and over	0%
Employment	Full-Time	68%
	Part-Time	32%

Category	Sub-Category	%
Grade(s) Teach	Year 6	11%
	Year 7	77%
	Year 8	87%
	Year 9	88%
	Year 10	83%
	Year 11	84%
	Year 12	50%
	Year 13	45%
Years of Experience	1-5 years	16%
	6-10 years	25%
	11-20 years	28%
	More than 20 years	31%

Subject(s) Taught	%
Mathematics	23%
Science & Engineering	20%
Language Arts & Literature	14%
Other	13%
Special Education	11%
World Languages	11%
Music / Performing Arts	9%
Physical Education	8%
Computers & Technology	6%
History	5%
Health Education	5%
Social Studies / Political Science	4%
Art Education	4%
Career & Technical Education	2%
ESOL/Bilingual Programs	2%
Fine Arts	2%
Industrial Arts	1%
Library Media Programs	1%

Region	%
North East	5%
North West	15%
Yorkshire And The Humber	6%
East Midlands	9%
West Midlands	10%
East Of England	6%
London	13%
South East	15%
South West	8%
Wales	6%
Scotland	5%
Northern Ireland	2%

DEMOGRAPHICS – AU TEACHERS

Category	Sub-Category	%
Gender	Male	30%
	Female	70%
Age	22-24	0%
	25-34	15%
	35-44	22%
	45-54	25%
	55-64	30%
	65-74	9%
	75 and over	0%
Employment	Full-Time	57%
	Part-Time	44%

Category	Sub-Category	%
Grade(s) Teach	Year 6	41%
	Year 7	43%
	Year 8	44%
	Year 9	45%
	Year 10	51%
	Year 11	48%
	Year 12	52%
Years of Experience	1-5 years	9%
	6-10 years	20%
	11-20 years	21%
	More than 20 years	51%

Subject(s) Taught	%
Mathematics	38%
Language Arts & Literature	25%
Science & Engineering	24%
History	23%
Social Studies / Political Science	21%
Music / Performing Arts	20%
Health Education	19%
Physical Education	18%
Computers & Technology	16%
Other	15%
Special Education	14%
Art Education	14%
World Languages	7%
Library Media Programs	6%
Fine Arts	5%
Career & Technical Education	4%
ESOL/Bilingual Programs	4%
Industrial Arts	2%

Region	%
New South Wales	31%
Victoria	30%
Queensland	16%
South Australia	9%
Western Australia	11%
Tasmania	2%
Northern Territory	1%
Australian Capital Territory	2%

DEMOGRAPHICS – DE TEACHERS

Category	Sub-Category	%
Gender	Male	35%
	Female	65%
Age	22-24	1%
	25-34	26%
	35-44	23%
	45-54	24%
	55-64	24%
	65-74	2%
	75 and over	0%
Employment	Full-Time	76%
	Part-Time	24%

Category	Sub-Category	%
Grade(s) Teach	Grade 6	61%
	Grade 7	59%
	Grade 8	65%
	Grade 9	65%
	Grade 10	69%
	Grade 11	42%
	Grade 12	40%
Years of Experience	Grade 13	24%
	1-5 years	23%
	6-10 years	19%
	11-20 years	30%
	More than 20 years	27%

Subject(s) Taught	%
Language Arts & Literature	38%
World Languages	36%
Mathematics	33%
History	31%
Social Studies / Political Science	18%
Computers & Technology	17%
Other	17%
Science & Engineering	15%
Art Education	15%
Physical Education	13%
Career & Technical Education	13%
Health Education	9%
Music / Performing Arts	8%
Special Education	7%
Industrial Arts	4%
ESOL/Bilingual Programs	3%
Library Media Programs	2%
Fine Arts	0%

Region	%
Baden-württemberg	10%
Bayern	13%
Berlin	8%
Brandenburg	5%
Bremen	0%
Hamburg	4%
Hessen	7%
Mecklenburg-vorpommern	1%
Niedersachsen	11%
Nordrhein-westfalen	23%
Rheinland-pfalz	5%
Saarland	2%
Sachsen	3%
Sachsen-anhalt	1%
Schleswig-holstein	4%
Thüringen	3%