3 insights about the generation z (18 - 24 years).

1. top 3 sectors for generation z.

- 1. services
- 2. informatics, consulting
- 3. FMCG



2. top 3 criteria for the choice of an employer.



3. where the generation z is different.

1. attractive salary & benefits	59% switzerland in general
	52% generation z (18-24 years)
2. career progression	31% switzerland in general
	42% generation z (18-24 years)
3. gives back to society	21% switzerland in general
	29% generation z (18-24 years)

