

### Move Over, Millennials... And Welcome Gen Z!

1. Generation Z is typically defined as having been born between 1997 and 2012. The oldest of this generation are now 26 years old.
2. Members of Gen Z are Internet natives, debt-adverse, pragmatic, skeptical, politically progressive, and value diversity.
3. As employees, Gen Z critically values the ESG attributes of their employer, believes in workplace mental health and work-life balance, and holds a high standard of employment protections.
4. It is natural for Gen Z individuals to pay attention to several topics at the same time, so attorneys have the liberty to communicate with Gen Z plaintiffs in a fast-paced approach that shifts gears frequently.
5. Gen Z jurors can lean more pro-defense when the issue involves typical wrongdoing or irresponsible conduct. Gen Z jurors tend to lean more pro-plaintiff when the issue involves equity, discrimination, or sexual harassment.

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