

LIFE: INTERRUPTED

The Education, Work & Success Perspective

CASSANDRA
by **BiG VILLAGE**

The most recent edition of Cassandra's "Life of Interrupted" report explores the future of education and work seen through the eyes of Gen Zs and Millennials. What are young Gen Z's (aged 13-17) viewpoints?

[Learn more by taking a look at some of the findings below:](#)

How has your plan to attend college been impacted because of COVID-19?

60%

Has not changed

24%

Has changed/
likely to change
(Subnet)



Please select the ONE statement from each pair below that YOU AGREE WITH MORE.

57%

I'd rather take college classes, even if it is to be remote/online learning

43%

I'd rather wait to take college classes until I can attend in person

How have your career plans been impacted because of COVID-19?

80%

Have a career plan (Net)

45%

Has not changed

35%

Has changed/likely to change (Subnet)

How much, if at all, do you AGREE OR DISAGREE with each of the following statements?

45%

AGREE

You need an undergraduate college education (bachelor's degree) to be successful in life

66%

AGREE

My generation will be more likely to work freelance jobs than past generations

34%

AGREE

I believe I will make less money in my lifetime as a result of COVID-19

I believe that new careers will be created because of COVID-19.

75%

AGREE

25%

DISAGREE

I am lowering my expectations of the SUCCESS I will have in life.

27%

AGREE

73%

DISAGREE

Please select the one statement from each pair below that you agree with more.

57%

I value traditional education more

43%

I value on-the-job education more

Please select the one statement from each pair below that you agree with more.

19%

I would rather be unemployed

81%

I would rather have a job, even if I don't like it



At Cassandra, we are constantly in the field talking to young consumers and observing their habits and behaviors to help brands See Tomorrow™. We're still in the field at this critical moment—albeit digitally and virtually—seeking out the cultural signals that will help brands understand what they need to do right now and learn what they need to do to prepare during this unprecedented time and for the future.

Methodology

This online CARAVAN® Omnibus survey was conducted between May 14-19th among a representative sample of 1,000 individuals aged 13-17 on behalf of Cassandra, ENGINE's insights and strategy group that studies trendsetting young consumers.

CASSANDRA

by **BiG VILLAGE**

For more insights and to inquire about custom research, please contact michael.corti@cassandra.co.