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?

(Subnet)

Has not changed

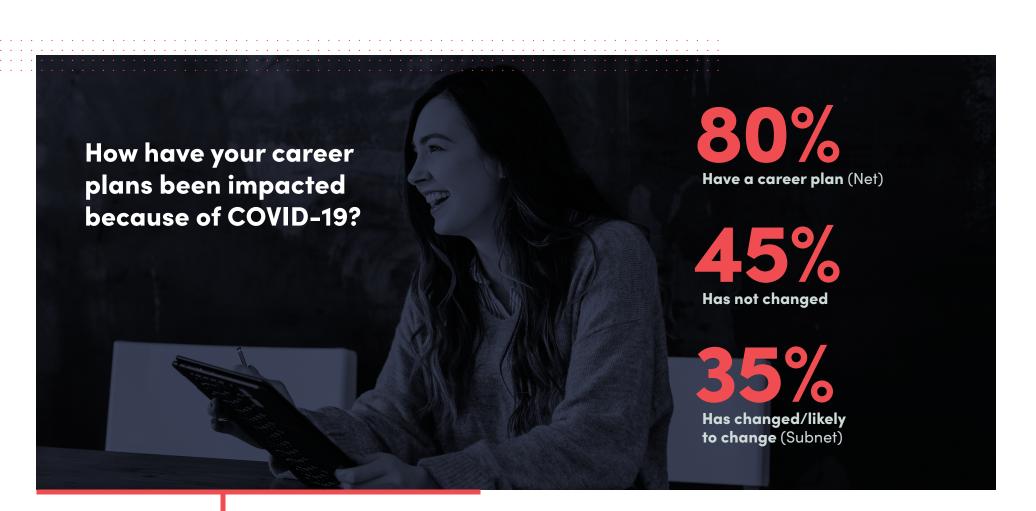
Has changed/ likely to change



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

You need an undergraduate college education (bachelor's degree) to be successful in life 66%

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

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% 25% DISAGREE

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

Please select the one statement from each Please select the one statement from each pair below that you agree with more. pair below that you agree with more. I value traditional I would rather education more be unemployed I value on-the-job I would rather have a job, even if I don't like it education more



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

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

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.

strategy group that studies trendsetting young consumers.