

KPMG Intern Pulse Survey

Gen Z leans into loyalty

90%

believe the biggest misconception about their generation is that they are lazy and do not want to work hard.

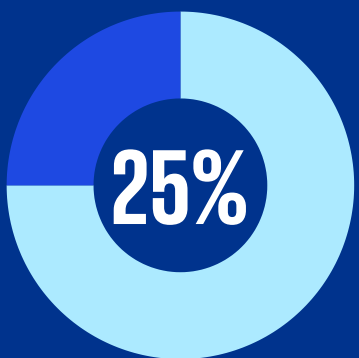
34%

plan to stay with their first employer/in their first job for over five years.

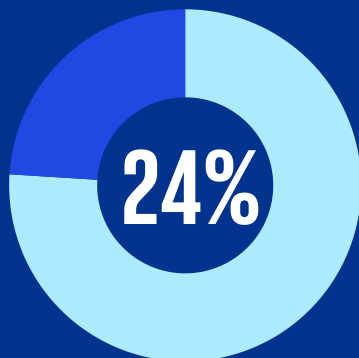
88%

say access to trainings on “soft skills” or professional skills is an important factor when considering a job/employer.

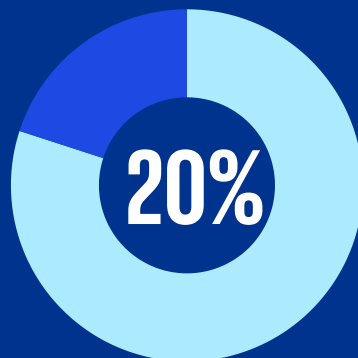
What factors do you value most in a future employer?



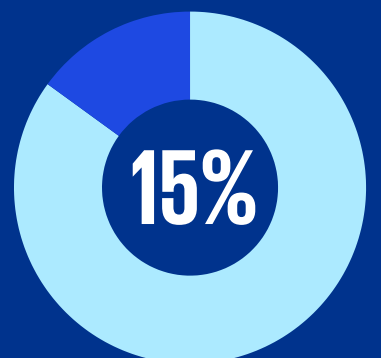
Salary



Positive culture and working environment



Opportunities for advancement



Scheduling flexibility (flexible hours)

Nearly half of all respondents believe that 20% of their future full-time job as it exists today will be automated by AI.



82% plan to vote in the upcoming U.S. presidential election.



A majority get most of their news updates from social media platforms (e.g., TikTok, Instagram, X, YouTube).



69% plan to watch the Paris 2024 Olympics.