

GENERATION Z

# Experiences and Interests of Rural Gen Zers

*To learn more about the attitudes, opinions and experiences of American youth, reach out to us:*

**Kristjan Archer**

*Sr. Communications Consultant, Gallup*

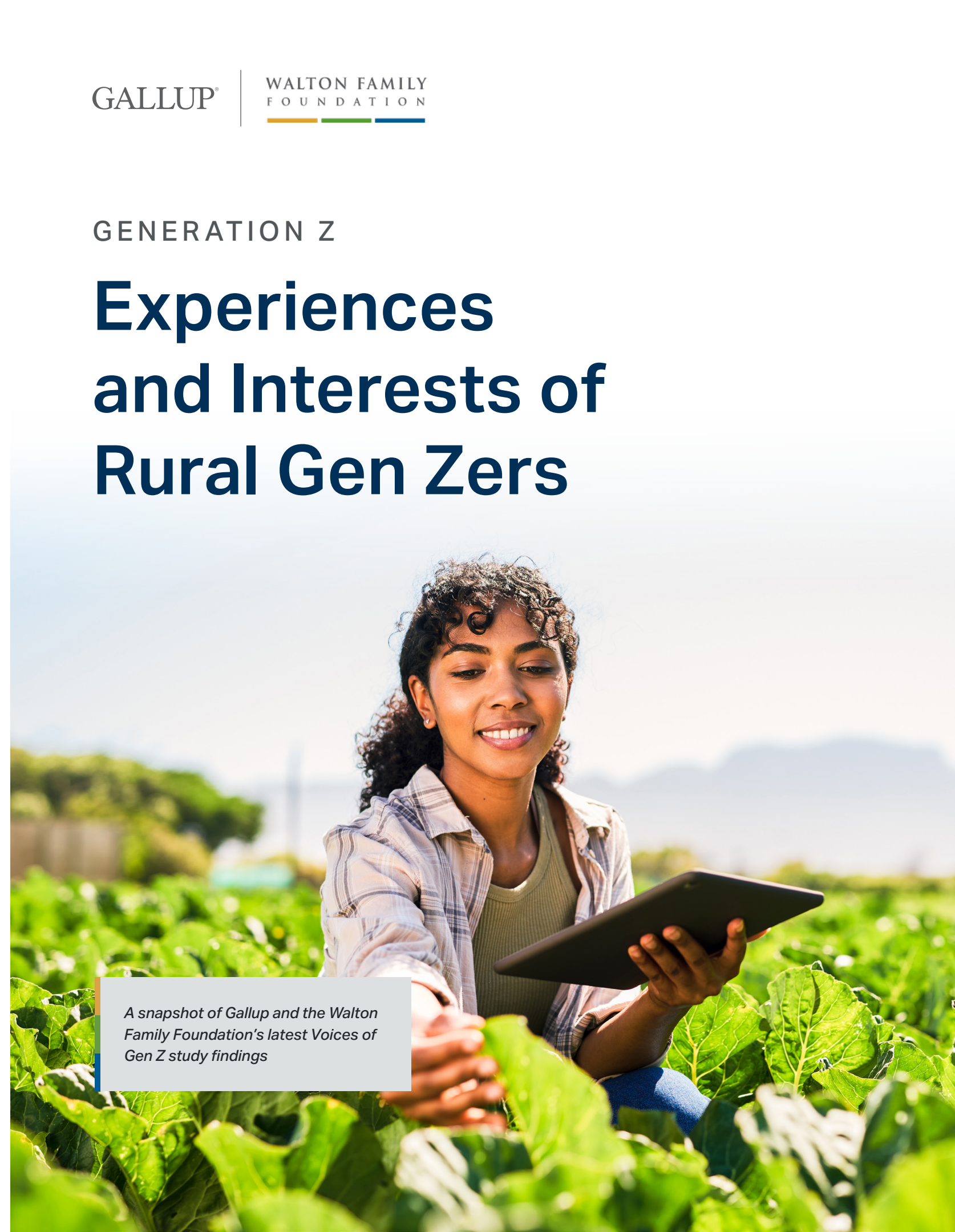
[kristjan\\_archer@gallup.com](mailto:kristjan_archer@gallup.com)

**Donielle Lee**

*Sr. Communications Officer, Education Program,  
The Walton Family Foundation*

[dlee@wffmail.com](mailto:dlee@wffmail.com)

*A snapshot of Gallup and the Walton Family Foundation's latest Voices of Gen Z study findings*



# Barriers and Opportunities Facing Rural Gen Zers

## 1 Gen Z desires more non-traditional instruction and career-connected learning.



Over eight in 10 rural Gen Zers say they would be interested in learning from non-traditional instructors in class (such as subject matter experts and industry professionals), as well as career-connected learning activities.

However, fewer than one in three students say any of their classes have done so.



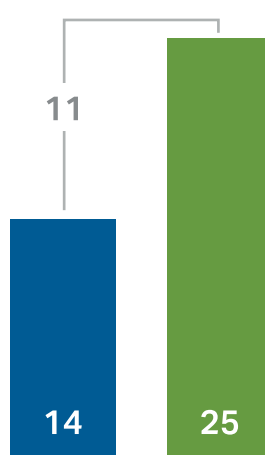
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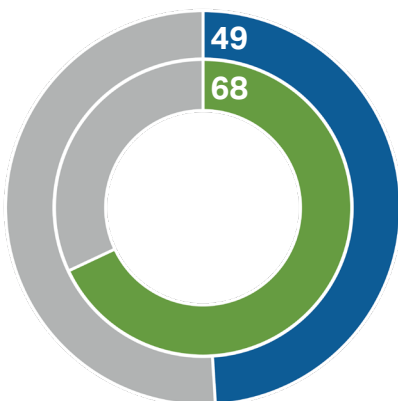
## 2 Rural Gen Z students report fewer STEM opportunities than their peers.

Gen Z students living in nonmetro, rural areas are 10-13 percentage points less likely to strongly agree they have access to a variety of STEM-related courses and extracurricular activities, or that their schools have helped them learn about and pursue STEM careers.

This likely contributes to rural students' lower interest in STEM careers — 14% of rural students intend to pursue a STEM career, compared to 25% of their urban peers — and lower knowledge of the STEM landscape. Students whose schools provide them opportunities to learn about STEM careers are two-to-three times as likely as their peers to know "a great deal" about eight different STEM industries.



## 3 Gen Zers are less confident that they can find a good job in rural communities.



Less than half of rural Gen Z students and adults are confident they will be able to find a good job in the area where they currently live, compared to more than two-thirds of their urban peers. They are also less confident that they will be able to find an internship, get a college degree or get job training in their rural communities.

### Parents are also worried about their Gen Z child's ability to succeed in rural communities.

Nearly half of parents who live in rural counties believe their Gen Z child will "probably not" or "definitely not" be able to achieve their long-term goals if they remain in their community — more than double the percentage of parents in more urban areas who say the same.