

# INTRODUCING THE CLASS OF 2028

## GENERATION Z SHARES WHAT MAKES THEM TIK(TOK)

**T**his fall, Eastern welcomed a surge of new energy and promise with its largest incoming class since the onset of the COVID-19 pandemic. The Class of 2028 is composed of just under 800 first-year students, marking a 32% growth from last year's cohort and pushing the overall campus residency to more than 90% – another post-pandemic high. Born in 2006 and averaging 18 years of age, these students represent the core of Generation Z – a group known for its distinctive values, digital fluency and evolving expectations. But what truly defines this generation? We surveyed 100 of Eastern's newest students to find out what drives their passions, concerns and hopes for the future.



### CLASS OF 2028 DATA

- 792** first-year full-time students
- 37%** first in their families to attend college
- 36%** students of color
- 87%** live on campus
- 4-to-6** male-female ratio
- 18** states



### TOP MAJORS

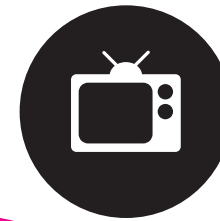
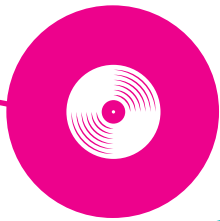
- Business Administration
- Health Sciences
- Psychology
- Nursing
- Criminology



FOLLOW US ON TIKTOK

### BEST ALBUM OF 2024

- "Short n' Sweet" | Sabrina Carpenter . . . . . **38%**
- "Hit Me Hard and Soft" | Billie Eilish . . . . . **26%**
- "Tortured Poets Department" | Taylor Swift . . . . . **19%**
- "Brat" | Charli XCX . . . . . **12%**
- "Cowboy Carter" | Beyoncé . . . . . **5%**



### REALITY TV OBSESSION

- Love Island . . . . . **60%**
- The Bachelor(ette) . . . . . **14%**
- America's Sweethearts: Dallas Cowboys. . . . . **11%**
- The Circle . . . . . **9%**
- Love is Blind . . . . . **6%**

### GO-TO DRINK ORDER

- Refreshers . . . . . **35%**
- Iced coffee . . . . . **30%**
- Soda . . . . . **24%**
- Matcha . . . . . **10%**



### KEEPING UP WITH CURRENT EVENTS

- Scrolling social media . . . . . **79%**
- Reading online news . . . . . **8%**
- Hearing it from friends/family . . . . . **7%**
- Watching TV news . . . . . **5%**
- Listening to podcasts . . . . . **1%**

### BIGGEST CHALLENGE THEY FACE

- Managing stress and mental health . . . . . **41%**
- Financial pressures (student loans, living costs, etc.) . . . . . **29%**
- Building community and meaningful relationships . . . . . **15%**
- Navigating career and future uncertainty . . . . . **15%**



### ARTIST OF THE SUMMER

- Chappell Roan . . . . . **45%**
- Zach Bryan . . . . . **23%**
- Sabrina Carpenter . . . . . **20%**
- Billie Eilish . . . . . **9%**
- Charli XCX . . . . . **3%**

### MOST IMPORTANT ISSUE FACING THEIR GENERATION

- Social justice (racial and gender equality, etc.) . . . . . **34%**
- Mental health awareness . . . . . **27%**
- Economic inequality . . . . . **17%**
- Climate change . . . . . **16%**
- Preserving democracy. . . . . **6%**

### FAVORITE STREAMING SERVICE

- Netflix . . . . . **61%**
- Max . . . . . **15%**
- Disney+ . . . . . **13%**
- Amazon Prime Video . . . . . **11%**

