

Picsart

2022 CREATOR ECONOMY TRENDS:

Gen Z and Millennials at Work

What is the Future of Work?

In the wake of the turmoil caused by the pandemic over the past two years, many facets of our daily lives continue to change. Having had a rare pause for thought and time to reflect, the world is now recalibrating and hitting reset as it gradually emerges from the aftermath. And one of the most notable changes has been seen in the workplace.

As lockdowns limited face-to-face interactions globally, many industries swiftly pivoted to a work-from-home model, with employees having to balance professional duties and personal responsibilities. That time to reflect also resulted in the Great Resignation, with record numbers of employees leaving their jobs to explore other roles. At the same time, the rise of the creator economy has inspired younger generations to turn their passions into professional pursuits. With remote, hybrid, and asynchronous working arrangements increasingly becoming the norm for many, it's clear that the definition of the "workplace" is evolving before our eyes.

To delve deeper into this phenomenon, Picsart partnered with Wakefield Research, an accredited market research consulting group, to conduct a study of 2,000 employed, nationally representative adults in the US, surveying their employment preferences, entrepreneurial undertakings, creative aspirations and pastimes. Over the next few pages you'll find some of the highlights of those findings, with insights into what they might mean for the future of work, Gen Z and millennials, and the creator economy as we know it.

At a Glance

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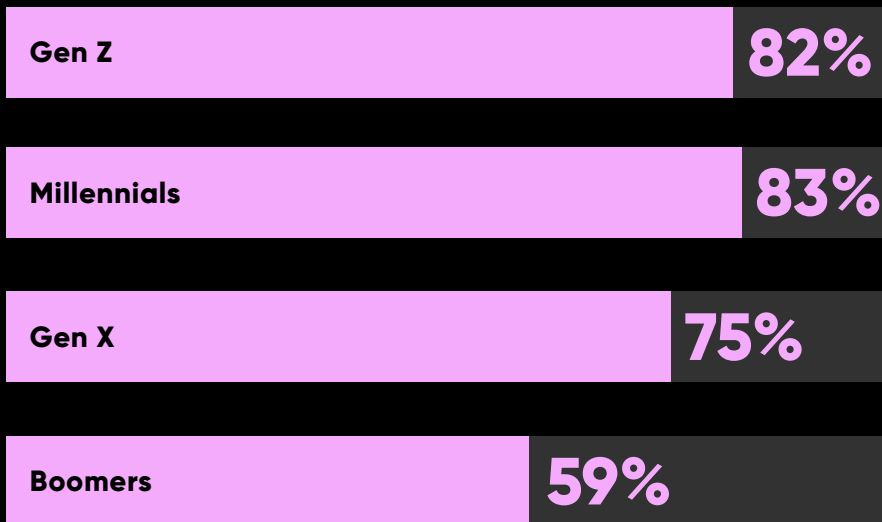


DIY? Why Not!



Gen Z and millennials are now more interested in starting their own business than they were pre-Covid.

Generational interest in starting a business now compared to pre-COVID:



WHAT DOES THIS TELL US?

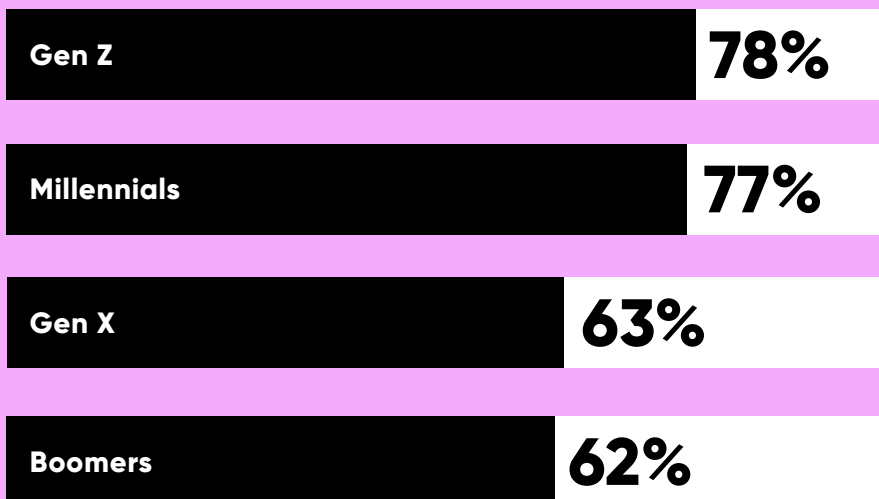
One of the most striking results of this research suggests that the next generations of workers are fuelled by an entrepreneurial spirit. In sharp contrast to their older counterparts, Gen Z and millennials are not just rethinking how the world of work will look in the future, they're remodeling it.

The creator economy is about looking beyond traditional methods and pathways into working life. Instead, Gen Z and millennials are taking matters into their own hands and creating entirely new ways of earning a living. They're turning their passions into entrepreneurial pursuits. In the coming years, expect to see even more of these solo trader ventures as these generations develop and evolve their creative interests into small businesses.



Be Your Own Boss

Generational confidence about starting a successful side-hustle:



TURNING PASSION INTO PROFITS

Younger generations aren't just leading the way in their desire to do things differently. When it comes to starting new ventures, Gen Z and millennials are far more confident about it than their forebears. **In fact, 78% of Gen Zs and 77% of millennials already believe they have a creative passion that could become a lucrative business.**

Among older adults however, just 63% of Gen X and 62% of Boomers feel that they could turn their side interests into a viable income. This generational split illustrates how digital natives are increasingly looking inwards for career opportunities rather than to their existing employers.

Happiness in the Workplace



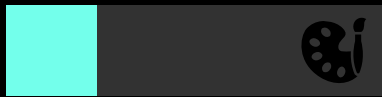
78%

of people feel that their current job is not the best way to pursue their passions.



41%

say they can pursue their passions through a side hustle or entrepreneurship.



24%

find fulfillment through their hobbies.



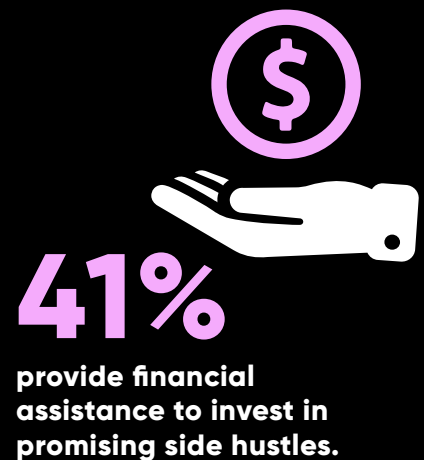
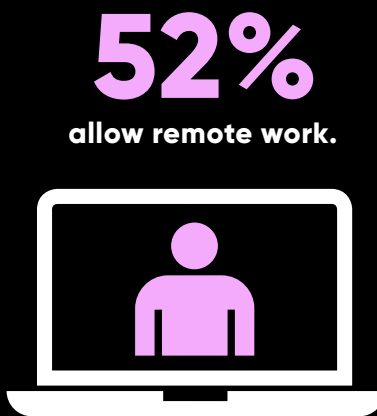
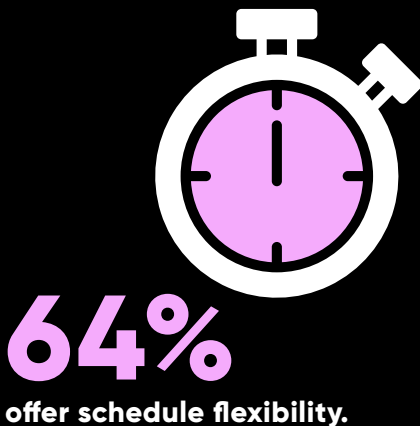
12%

find fulfillment through different jobs.

KEY TAKEAWAY

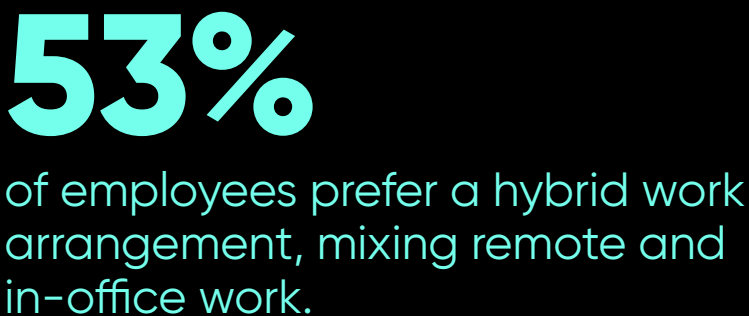
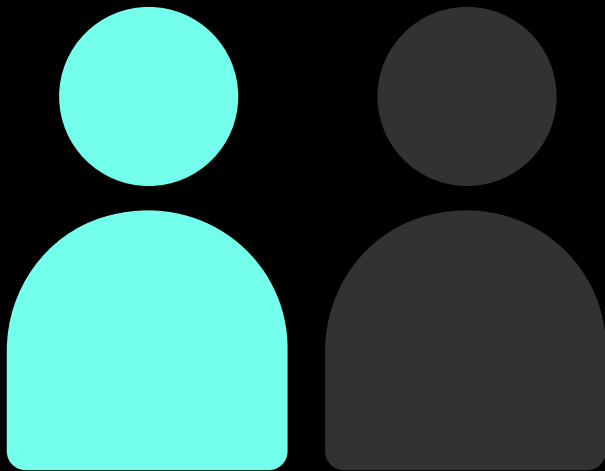
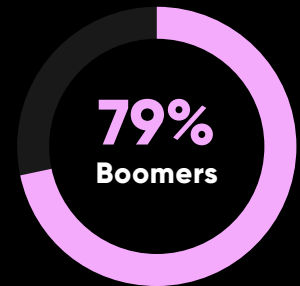
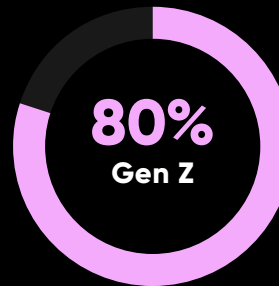
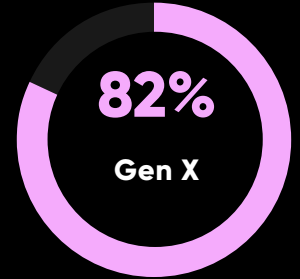
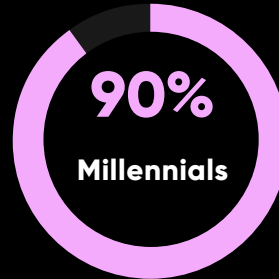
Mark Twain famously claimed that if you find a job you enjoy doing you'll never have to work a day in your life. Unfortunately, a lot of people surveyed don't seem to have found theirs yet. For many people, passions are simply not fulfilled in the workplace.

The top 3 ways employers can help workers pursue their passions:



Asynchronous Work

BY GENERATION



WHENEVER, WHEREVER

No one could have been prepared for the changes the pandemic brought about in the workplace.

But the impact of those changes look here to stay. How people earn a living isn't the only thing that's evolving. *When* and *where* they do it are just as important.

Cue the rise of asynchronous work, an arrangement where members of a team don't have to be online at the same time. If employers want to retain staff and keep workers happy, flexibility is key. That extends beyond the workplace environment to the daily schedule as well. Presenteeism, clocking in and clocking out, and doing things how they used to be *just* because, aren't cutting it anymore.

Final Words

If there are positives to be drawn from what the world has experienced over the past two years, it's that some things *can* change for the better, including the workplace. But businesses need to be ready to support their incoming Gen Z and millennial employees.

As many industries have learned, the office doesn't have to be a thing of the past, but traditional ideas about where, when, and how work gets done, increasingly are. Flexibility and evolution is the way forward, as demonstrated by younger generations who are confidently forging new ways of working, looking within and turning their creative passions into viable means of making a living.

Although we're still in the midst of this flux, there are early signs of encouragement. Greater work-life balance and the ability to pursue side hobbies are now firmly on the agenda, and the creator economy is helping to lead the way.

While our research shows that older generations seem slightly more content to return to the way things were, Gen Z and millennials are feeling empowered to make a change. They're seeing opportunities, starting their own businesses, and creating mini empires from existing passions. They're turning to the creative tools available across Picsart platforms to produce marketing materials, to help promote products, and to become their own bosses, whether that's through side hustles or dedicated small business ventures. And they're only just getting started.





Create at the Speed of Culture

Picsart is a full ecosystem of free-to-use content, powerful tools, and creator inspiration.

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