GEN Z SAYS THEY KNOW THE ARMY, SURVEY SAYS THEY DON'T.

A new survey points to significant knowledge gaps between Gen Z and the U.S. Army, leading to misperceptions of what it's like to serve and the opportunities available in the military's largest branch.

73% OF GEN Z

CLAIMS TO BE FAMILIAR WITH THE ARMY – THE HIGHEST OF ANY GENERATION – yet they lack an accurate understanding of the opportunities available today.

HERE'S WHAT THEY THINK ABOUT ...

WELLNESS

83% think Soldier health CENTERS ON PHYSICAL FITNESS

DID YOU KNOW?

THE U.S. ARMY'S HOLISTIC HEALTH AND FITNESS SYSTEM (H2F) IS AN INTEGRATED APPROACH TO IMPROVING SOLDIERS' OVERALL HEALTH, WELLNESS, AND PERFORMANCE,

addressing five domains, including physical, mental, sleep, spiritual, and nutritional readiness.

JOBS

3 IN 10

30%

believe most Army jobs are **COMBAT ROLES**

DID YOU KNOW?

The Army offers **200+ CAREERS,** spanning nearly every field imaginable, including **LAW, MEDICINE, ENGINEERING, THE CULINARY ARTS, AND BEYOND.**

BENEFITS

% OF GEN Z who knows the Army offers:

TUITION ASSISTANCE **53%**

ABILITY TO EARN UP TO FULL COLLEGE TUITION **53%**

ADVANCED TRAINING CERTIFICATES **36%**

DID YOU KNOW?

Comprehensive training and education benefits include access to tuition assistance and **MORE THAN 1,500 ADVANCED TRAINING CERTIFICATES, MAKING IT EASY FOR SOLDIERS TO NOT JUST ADVANCE THEIR CAREERS, BUT CHANGE THEM –** and many do!

% OF GEN Z who knows the Army offers:

HOME-BUYING BENEFITS **34%**

DID YOU KNOW?

The VA loan is a guaranteed, lifetime benefit for qualified Soldiers which boasts **NO DOWN PAYMENTS, COMPETITIVELY LOW INTEREST RATES,** and no need for **PRIVATE MORTGAGE INSURANCE (PMI).**

% OF GEN Z who knows the Army offers:

EARLY RETIREMENT **31%**

DID YOU KNOW?

Army service allows Soldiers to **RETIRE AFTER ONLY 20 YEARS OF SERVICE** and receive benefits for qualified Soldiers from the Army's retirement income fund **AFTER ONLY TWO YEARS.**

% OF GEN Z who knows the Army offers:

FREE HEALTH CARE FOR THOSE WHO QUALIFY **44%**

AND COMPLETE HEALTH CARE COVERAGE **42%**

DID YOU KNOW?

Soldiers never have to worry about health care coverage because **THEY GET HEALTH CARE AT LITTLE TO NO COST** (for themselves and their families).

% OF GEN Z who knows the Army offers:

AFFORDABLE CHILDCARE **23%**

PAID PARENTAL LEAVE **21%**

DID YOU KNOW?

The Army supports parents and **OFFERS GENEROUS PAID PARENTAL LEAVE, INCLUDING 12 WEEKS FOR BOTH PARENTS** (a non-gender benefit) which includes 6 weeks of convalescent leave for mothers.

% OF GEN Z who knows the Army offers:

WORK-LIFE BALANCE

ONLY HALF OF GEN Z **51%**

think the Army allows time for recreation and hobbies and they are the generation least likely to think Soldiers have work-life balance

DID YOU KNOW?

With hours that may mirror typical civilian jobs, and more paid vacation days than the average American (30!), **SOLDIERS HAVE TIME TO BE PARENTS, SPOUSES, FRIENDS, GAMERS, ATHLETES, CHESS-PLAYERS, SIDE-HUSTLERS, AND MORE.**

Source: U.S. Army "Know Your Army" National Consumer Survey (n=3,000 U.S. adults 18-76), fielded March 7-17, 2022. / **For more information about opportunities in the U.S. Army, visit GoArmy.com.**