Generation Y: Attracting, Engaging, and Leading a New Generation at Work



We found that there was a lot written about Generation Y (born 1980-1994) but much of it is mere observation or opinion. So in early 2006, Drake International felt that it was important to conduct significant original research. Therefore we surveyed over 3000 Australians in all States and Territories and benchmarked the findings of Generation Y against the older generations. We followed this up with a series of in-depth focus groups, interviewing 32 Generation Y's.

In releasing this white paper we provide employers with valuable insights into Generation Y and how they might approach generation diversity in their own organisations. Regardless, the statistics we have found support that engaging and getting the most from Generation Y is one of the greatest challenges for business today.