

Essential Facts to Know When Hiring Gen Z Talent

Gen Z talent (those born between 1997 - 2012) have been in the workforce for years now, with the oldest members starting work in 2018. But the latest batch of entry-level candidates and interns bring their own set of values and behaviors, in part due to the constantly changing economic landscape and expectations for work. Before bringing in your next cohort of Gen Z talent into the office, get up to speed on these essential facts to know when hiring Gen Z talent.

These stats were pulled from a survey of 1,028 Gen Z candidates, surveyed in August 2024 and supported by consistent surveys of Gen Z talent over the past two years.

For more content on Gen Z talent, visit

ripplematch.com/resource-library



68%

report using AI tools in their job search

Gen Z is embracing AI in their job search

68% of Gen Z candidates report using AI tools in their job search. The most common usage is ChatGPT type tools, with 56% reporting using it to tailor their cover letter or resume, 45% report using it to proofread communication with recruiters, and 21% report using it during hiring assessments.



71%

of candidates believe they will need to submit 100+ applications to receive an offer

Gen Z has ushered in the mass-apply era

Gen Z candidates believe they will need to submit hundreds of applications to land a role, placing pressure on employers who are already wading through high volumes of applications.



77%

of candidates are applying for roles via job boards

Gen Z is prioritizing online methods over in-person ones for their job search

A majority of candidates are finding roles through job boards, company career pages, or job search platforms. Only 41% say attending career fairs is a core part of their strategy.



79%

of candidates think the entire hiring process should take one month or less

Gen Z candidates have high expectations for employers to move quickly during the hiring process

64% of candidates expect to hear back after applying for a role within 5-7 business days, while 79% think the entire hiring process should take one month or less.

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53%

of candidates say they are less likely to apply for a role if there is no compensation listed

Pay transparency can make your roles more attractive to Gen Z

Candidates don't want to waste their time applying for a role if they don't know the pay. 53% say they are less likely to apply for a role if the pay isn't listed.



73%

of candidates say they plan to passively continue searching for a role even after accepting an offer

Gen Z candidates continue to passively search for roles after accepting an offer

Gen Z candidates are likely to keep their eyes open for better opportunities even after accepting a job or internship offer. 73% of candidates plan to continue their passive search.



69%

of candidates say they leverage Glassdoor reviews to assess company culture

Gen Z candidates turn to online reviews to assess company culture

Nearly 70% of candidates use Glassdoor to assess company culture, while 53% of candidates say they ask questions during the interview process. Only 18% said they look at company social media accounts.



74%

of candidates say a long-term career goals are 'very important' when considering an offer

Gen Z candidates value compensation and career growth when considering job offers

74% of candidates say a long-term career goals are 'very important' when considering an offer and 72% of candidates say compensation is very important. 63% cite company culture as 'very important.'



79%

of candidates prefer a hybrid work setting

Gen Z hires want to work in hybrid settings

45% would like to work hybrid based on personal preference, 34% would like to work hybrid based on company distinction, 14% prefer fully in-person, and only 7% prefer fully remote.



76%

of candidates say they are applying to roles even if they have no interest in the location in case the offer they receive is good enough

Gen Z candidates are fairly open to relocation

Candidates are open to relocation if the offer is compelling enough, with 78% reporting that a high salary in comparison to cost of living is 'very important' when considering relocating.