

NOW & NEXT

PRESENTED BY RIPPLEMATCH

The Workplace of The Future:

**New Data on Gen Z Expectations and
Job-Seeking Behavior**

Agenda

Introduction

5 min

**The Top Data Points To Know
About Gen Z**

15 min

Q&A

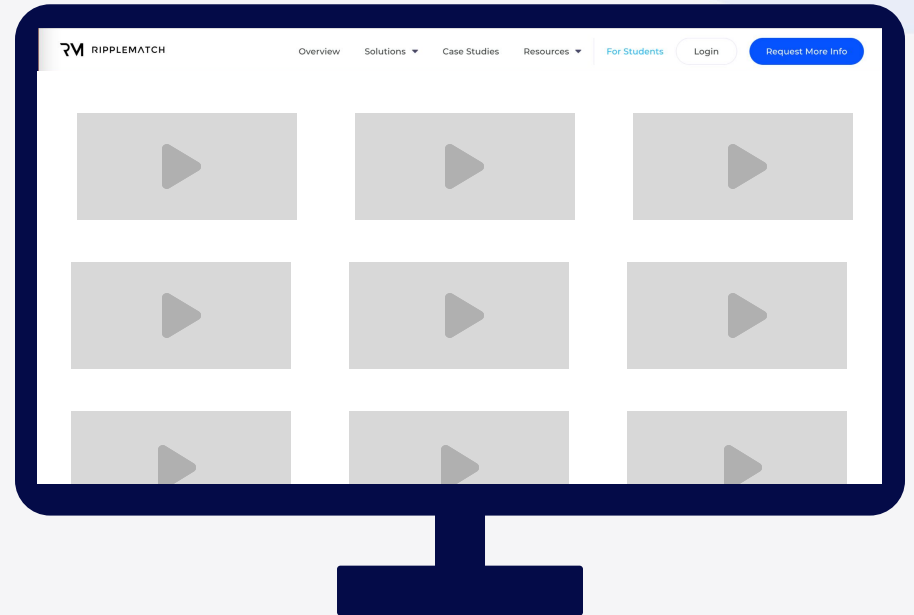
5 min

NOW & NEXT

Our weeklong customer event is exploring how you:

- Can take on today's most pressing challenges
- Can balance demands and complexities of an unpredictable future
- Attract Gen Z talent
- Prepare for tomorrow's hiring landscape

For all session recaps, recordings, and materials visit,
resources.ripplematch.com/now-next-recap



NOW&NEXT Pulse Survey

What percent of teams are returning to in-person recruitment this fall? What strategies and methods will be leveraged most for the season ahead?

After completing the survey, we will send you a \$5 gift card, you'll be entered in a raffle to win a RM audio speaker, and we will share the final results after the conference!



Speaker

Kate Beckman

Executive Manager,
Community &
Insights



NOW & NEXT

The Data on Gen Z

EXPECTATIONS AND JOB-SEEKING BEHAVIOR

Why this topic?

30% of the workforce by 2025

Gen Z is set to make up nearly one-third of the workforce by 2025, making it essential to understand their motivations and behaviors.

Rapidly changing landscape

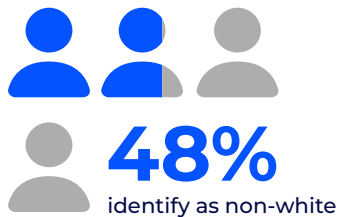
Entering the workforce during a global pandemic means this generation is unlike any before – how can we understand what they want from work?

Conflicting narratives about Gen Z

Anecdotes and emerging narratives makes it hard to know the truth about Gen Z. Are they a remote generation, or dying to return to the office? Are they motivated by money or career fit?

Gen Z at a Glance

Gen Z is the most diverse generation to date



Gen Z is the most racially diverse generation in U.S. history, with nearly half of its members identifying as non-white. To compare, just 39% of Millennials, 30% of Gen Xers, and 18% of Boomers identify as non-white.

Gen Zers are inclusive



of Gen Zers and Millennials say increasing racial and ethnic diversity is good for society

As of 2021, one in five members of Gen Z identify as LGBTQIA+. And more than one third of Gen Z knows someone who uses gender-neutral pronouns — compared to 25% of Millennials and 16% of Gen Xers.

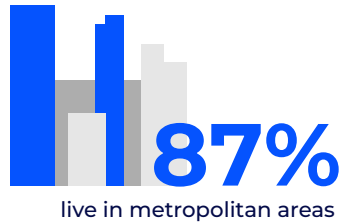
Gen Zers share their progressive views with Millennials



Studies from the Pew Research Center indicate that Gen Z generally shares similar liberal views as Millennials when it comes to a range of social issues such as those related to race, gender, and the role of the government.

Gen Z at a Glance

Most Gen Zers live in urban and suburban areas



More members of this generation live in cities and suburbs than previous generations. In fact, only 13% of Generation Z lives in rural areas, compared to 18% of Millennials and 36% of Boomers at the same age.

Gen Zers understand economic distress



As children and teens, Gen Z witnessed how the Great Recession affected the careers and finances of their Gen X or Boomer parents, as well as their Millennial older siblings.

Technology plays a core role in Gen Z's lives



Gen Z never knew a world without the internet or smartphones, and grew up during an era defined by rapid technological advancement. The advent of social media influenced the way that this generation learns, works, and socializes.

The Fact & Fiction of Gen Z Candidates

What the data from 5,000 Gen Z candidates shows

1

Personalization or efficiency? The one thing Gen Z wants most.

2

Money over mission? Why candidates accept job offers.

3

Remote vs. In-person vs. Hybrid: What does Gen Z want?

4

A job-hopping generation? The truth about Gen Z tenure.

Personalization or efficiency? What Gen Z wants from a candidate experience



Fast Response Time

70% of survey respondents say that fast response time to application (within 5-7 business days) is the No. 1 contributor to a positive candidate experience



Knowing Where They Stand

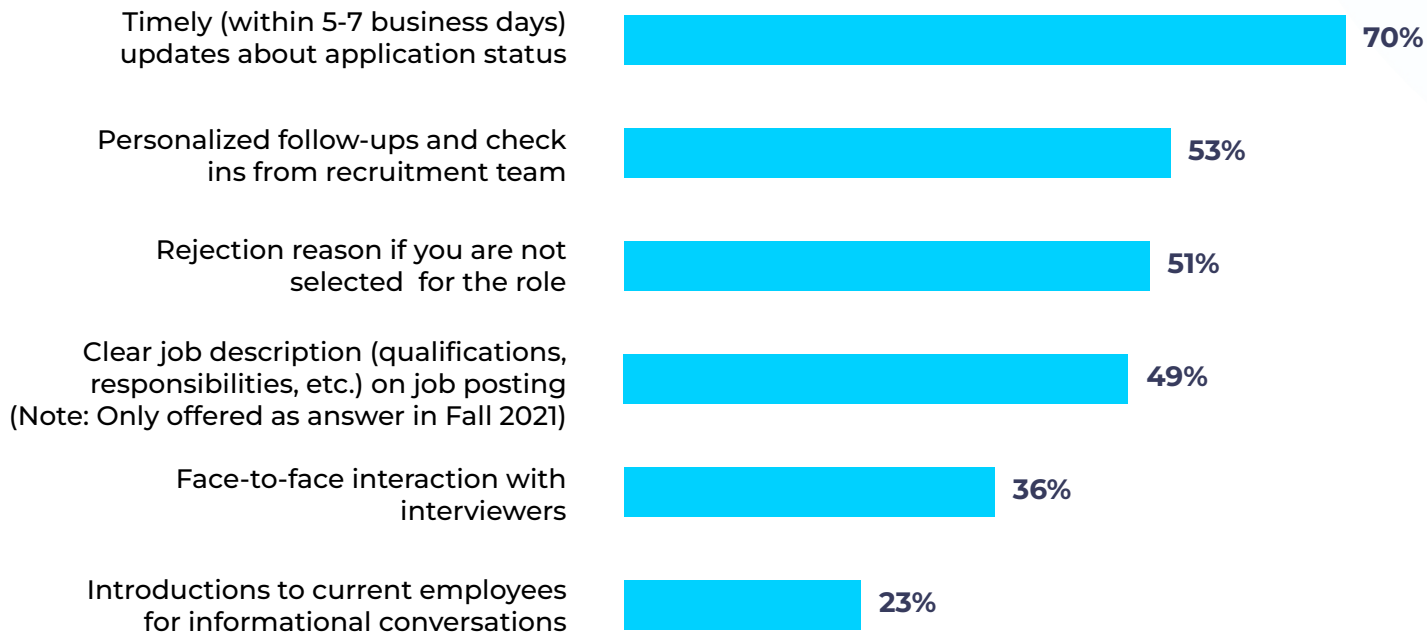
68% of survey respondents said that not hearing back from a company when they are no longer advancing in the process create a negative experience



Personalized Interactions

53% of survey respondents said that personalized follow-ups and check-ins from recruiters creates a positive candidate experience

We asked Gen Z candidates: What are the attributes of a positive candidate experience?



We asked Gen Z candidates: What are the attributes of a negative candidate experience?



Money over mission? Why Gen Z candidates really accept – or renege – on offers



Money Matters

Compensation was the No. 1 ranked factor in what candidates care about when searching for a role. Professional development was ranked a close second, while social impact was in last place.



Career Fit is Essential

The top reason candidates would renege on an offer for a 'better' one isn't actually compensation – it's perceived career fit. Culture & work-life balance play a role as well.



Multiple offers play a role

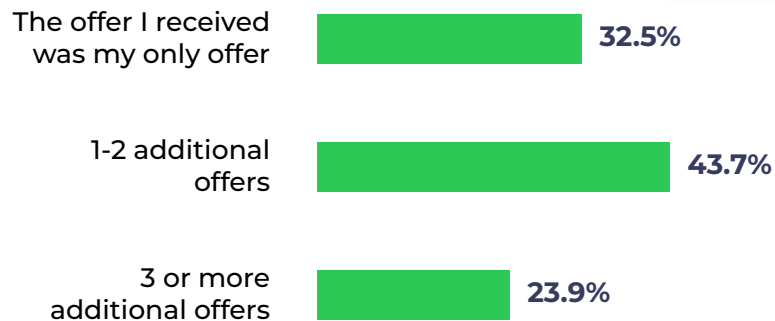
The 2021-2022 season was competitive – 68% of Gen Z candidates were juggling at least two offers when deciding where to start their careers.

We asked Gen Z candidates: How many offers did you receive in addition to the offer you accepted?

Internships



Entry-level



We asked Gen Z candidates: Did you renege on an offer this past hiring season and if so, why?

Internships

18.5%

Yes

81.5%

No

The new position better aligned with my long-term career goals



58.2%

I was offered higher pay in this position



48.5%

I preferred the company culture at the new company over the original offer



32.9%

The new position offered better work-life balance/flexibility



21.5%

The company made a decision that no longer aligned with my moral values (political support for a cause, a lack of support for a cause, negative consumer treatment, etc)



5.5%

Entry-level

19.6%

Yes

80.4%

No

The new position better aligned with my long-term career goals



58.7%

I was offered higher pay in this position



52.7%

I preferred the company culture at the new company over the original offer



44.3%

The new position offered better work-life balance/flexibility



27.9%

The company made a decision that no longer aligned with my moral values (political support for a cause, a lack of support for a cause, negative consumer treatment, etc)



6%

We asked Gen Z candidates: If you're still searching for a role, would you renege if a better offer came along? If yes, why?

Internships

62%

Yes

38%

No

If the new position better aligned with my long-term career goals



If I was offered higher pay in this position



If the new position offered better work-life balance/flexibility



If I preferred the company culture at the new company over the original offer



If the company made a decision that no longer aligned with my moral values (political support for a cause, a lack of support for a cause, negative consumer treatment, etc)



Entry-level

72.9%

Yes

27.1%

No

If the new position better aligned with my long-term career goals



If I was offered higher pay in this position



If the new position offered better work-life balance/flexibility



If I preferred the company culture at the new company over the original offer



If the company made a decision that no longer aligned with my moral values (political support for a cause, a lack of support for a cause, negative consumer treatment, etc)



We asked Gen Z candidates: Please rank the following factors from most important (1) to least important (6) in your job search.

I want a job at a company that...

Offers competitive compensation that allows me to live comfortably (save for the future, cover living expenses, take vacations/pursue hobbies)

Invests in my professional development and helps me learn new skills (both hard and soft)

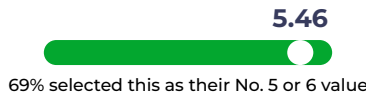
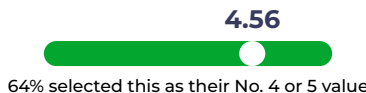
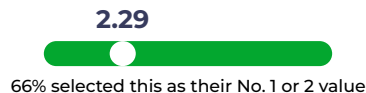
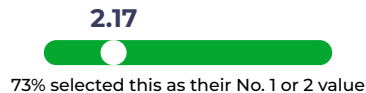
Invests in upward mobility at the org. over time and provides a clear path for promotions

Offers the flexibility for me to customize my ideal work-life balance

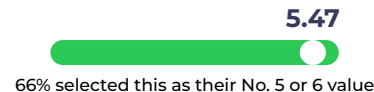
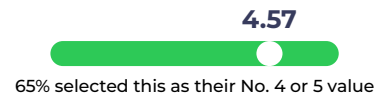
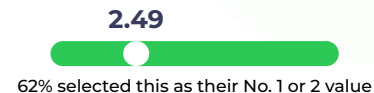
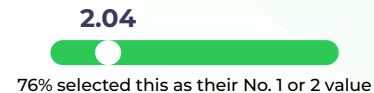
Has a strong sense of community and where I feel like I belong

Makes a positive social impact, either through its mission or corporate initiatives

Internships (avg. ranking)



Entry-level (avg. ranking)



Remote vs. Hybrid: How the next generation of talent wants to work



A Third of Internships Are In-person This Summer

According to candidate surveys, around $\frac{1}{3}$ of internships are in-person, 21% are remote, and the remaining are hybrid.



Hybrid Is Preferred

Around 70% of candidates for internships and full-time roles would prefer roles that are hybrid in nature, while only close to 10% would prefer in-person or remote.

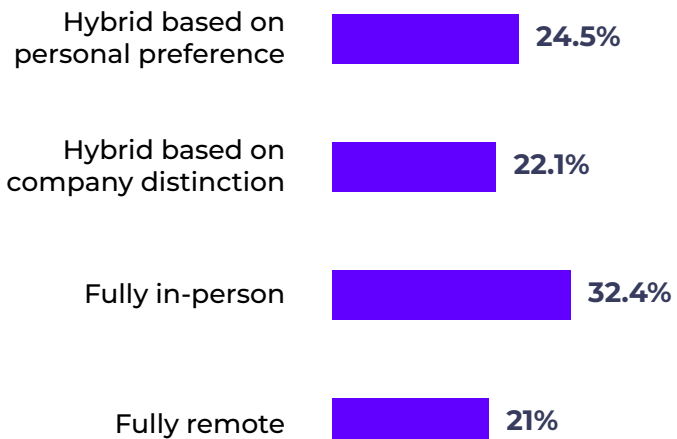


Hybrid *and* Flexible is Best

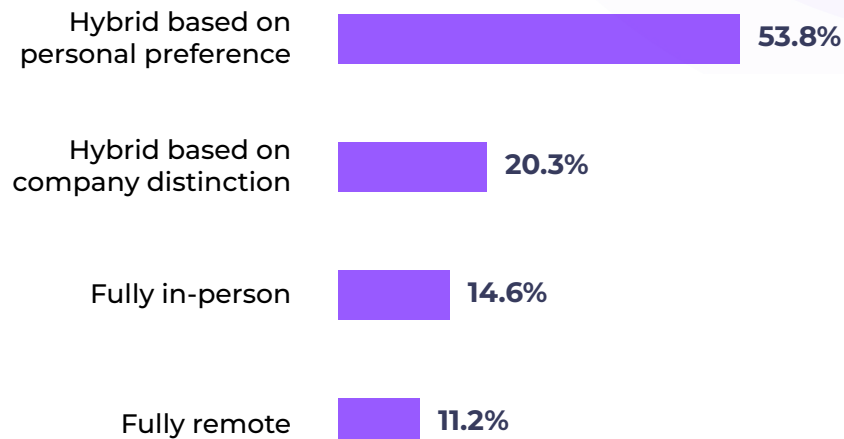
It's not just hybrid work Gen Z wants – it's hybrid work at their preference. The largest share of 'hybrid' preferences were for 'hybrid based on personal preference.'

Expectations vs. reality: Summer internship format vs. desired format

Internship Format for 2022



Desired Internship Format



Expectations vs. reality: Summer entry-level role format vs. desired format

Entry-level Role Format for 2022

Hybrid based on personal preference 29.8%

Hybrid based on company distinction 32.8%

Fully in-person 27.1%

Fully remote 10.2%

Desired Entry-level Role Format

Hybrid based on personal preference 56.1%

Hybrid based on company distinction 21.5%

Fully in-person 11.6%

Fully remote 10.7%

A job hopping generation? The truth about tenure



Most Candidates Want to Stay at a Company for at Least 2.5 years

According to candidate surveys, around 60% of candidates envision themselves staying with one company for at least 2.5 years.



Small Share of Candidates Expect Short Tenure

Encouragingly, only around 10% of candidates expect that they would change companies after only one year of work.



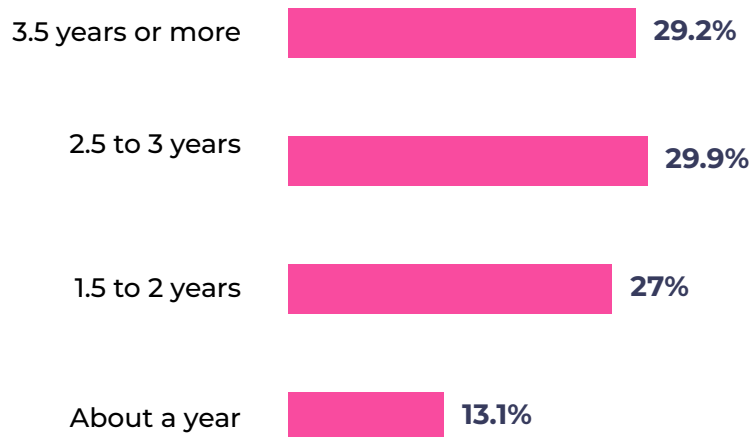
Fast Promotions are Expected

Candidates might want to stay at a company for a few years, but expect to move up fast. 72% of entry-level candidates expect to receive a promotion within one year at the company.

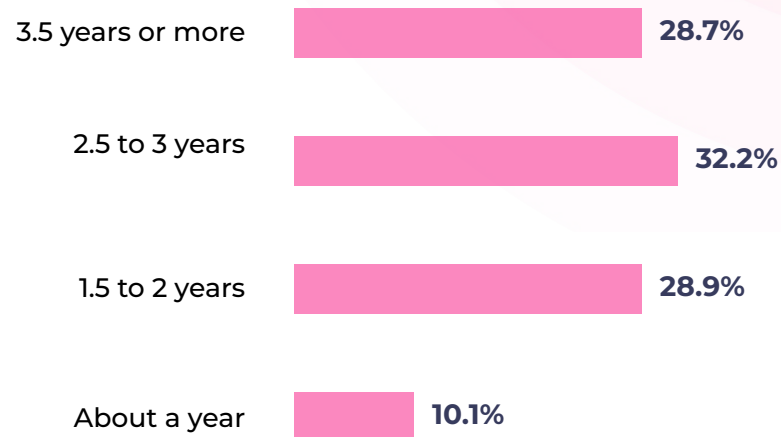
Gen Z Tenure Expectations Are Encouraging

We asked candidates: How long do you expect to stay with the company you're joining, in any role?

Candidates seeking Internships



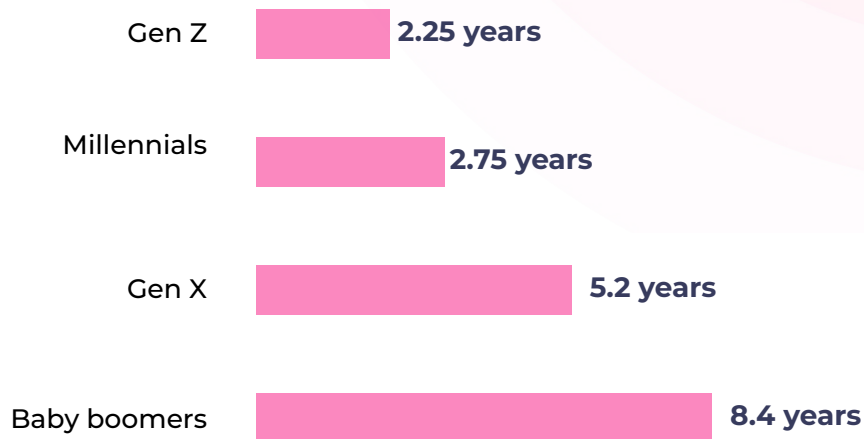
Entry-level Candidates



Their expectations match up with external data

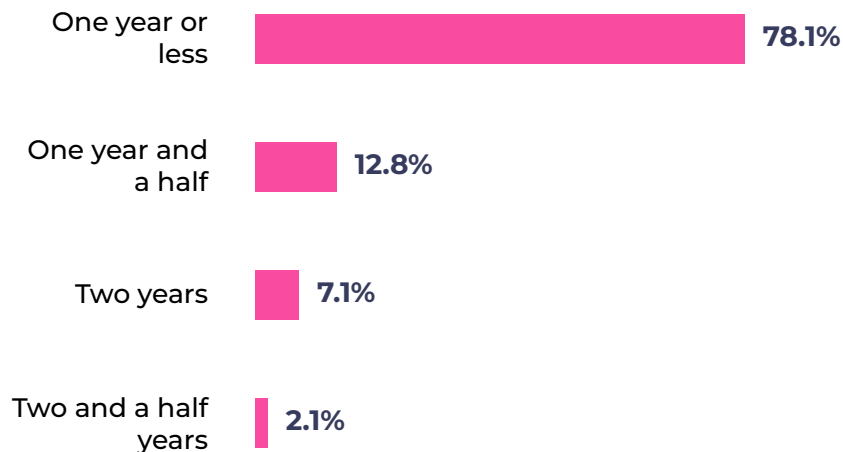
While Gen Z and Millennials have shorter tenure so far, The Bureau of Labor Statistics found that those born between 1957 and 1964 (which takes a sample from both Gen X and Boomers) worked 12.3 jobs on average — nearly half of which they held when they were 18-24 years old. Switching jobs may be a characteristic of young people, rather than generational.

Avg. Job Tenure of Generations So Far

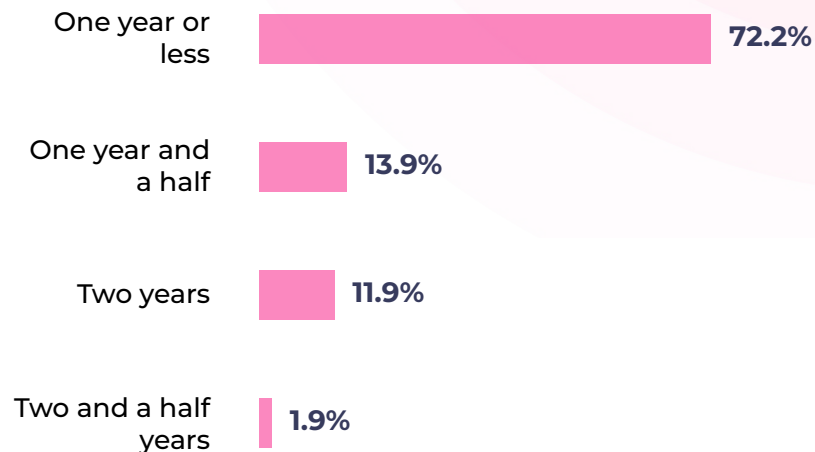


Gen Z Expects a Promotion Within One Year of Joining the Company

Internships



Entry-level



Key Takeaways for the Season Ahead

Ensure Career Fit is There

The No. 1 cause of reneges? Candidates believing they've found a role that's a better fit for their preferred career path. Be upfront with your values and role responsibilities, and ensure candidate interest is there.

Emphasize your flexibility

Gen Z desires a hybrid workplace, meaning they crave the flexibility they have acquired throughout COVID. Highlight the parts of your company that are flexible and support work-life balance.

Prioritize Professional Growth

While money matters to Gen Z, our data shows that professional growth is a top priority. Be sure you communicate your opportunities for growth throughout the hiring process, and invest in growth to increase retention.

YOUR QUESTIONS ANSWERED

Audience Q&A



Thank You!

Visit resources.ripplematch.com/now-next-recap for the replay
and additional resources