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ÖSTERREICH'S GRÖSSTES JOBPORTAL

GEN Z AND THEIR PERCEPTION OF WORK-LIFE

insights from a karriere.at study



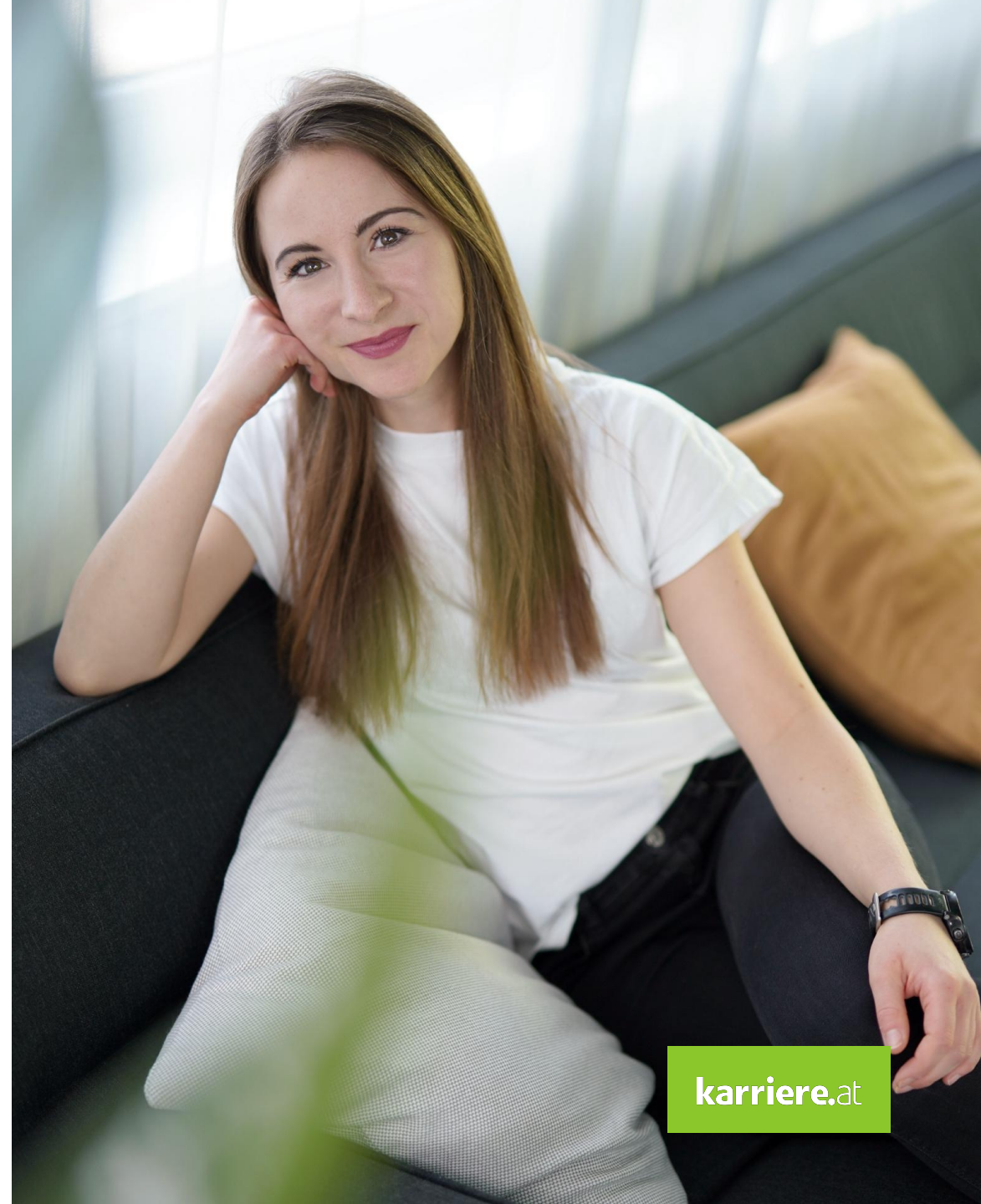
About

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About the study

- **qualitative study:** 18–29 years
- 3.400 analyzed posts
- **online forum:** 10 days, 64 participants
- **in-depth interviews:**
12 interviews à 45 min.
- psychological representativeness
- **level of education:** A-levels or higher

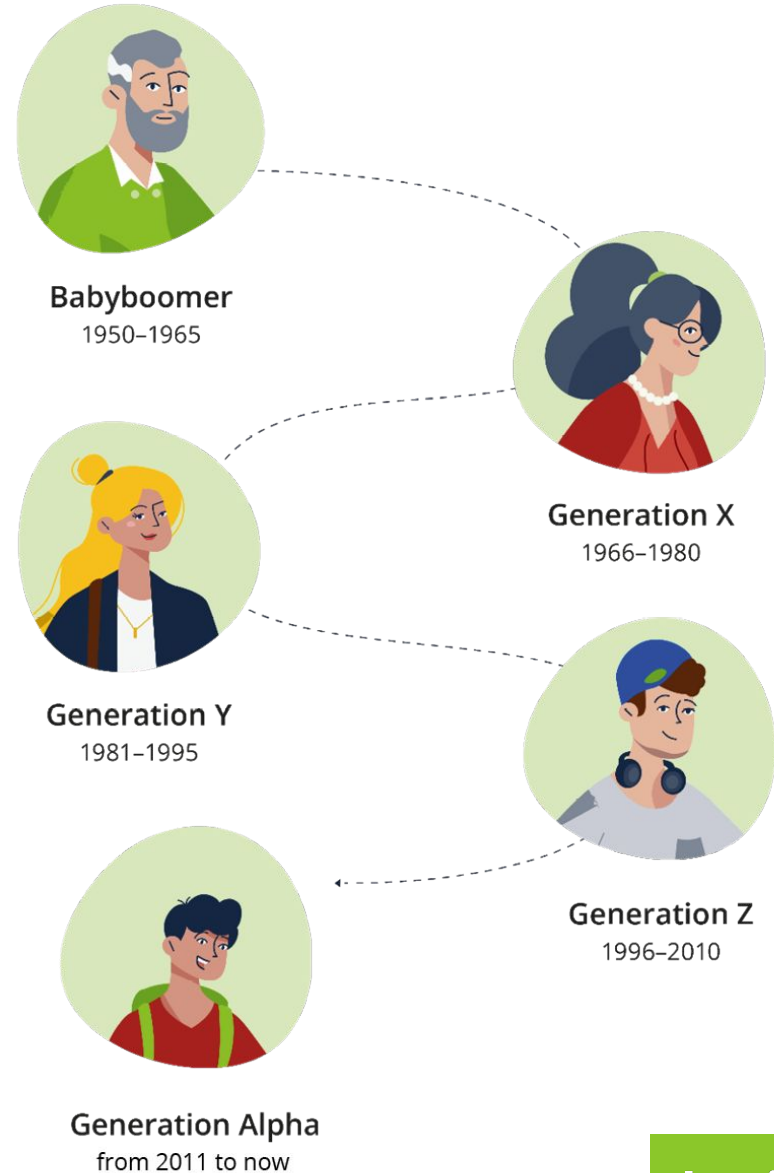


„Gen Z: what is the first thing that comes to your mind?“



Who is Gen Z?

- 13–28 years old
- **Gen Y:** optimistic picture of the future
Gen Z: more sensitive & sense-oriented
- focus on individual self-fulfilment
- Digital Natives ☐
different information-seeking behaviour
and needs



Main topics & findings

topics

- the importance of a career
- expectations of the working environment
- job search & application

findings

- benefits & values
- tips for job ads
- working with Gen Z

Findings

THE IMPORTANCE OF A CAREER



The importance of a career

up to 24 years: discovery phase

25+ years: wishes become clearer

The importance of career

- very important for 50%
- importance = pressure
- women use different words for career

fears:

- wrong decisions
- missing out on opportunities



Findings

EXPECTATIONS TOWARDS JOB AND EMPLOYERS



Expectations towards job and employers

a job should ...

- be fun
- be challenging
- be interesting
- make me happy
- have good work-life balance
- be varied

success at work

- appreciation
- fun at work
- happy with job
- development
- satisfied with my own work
- career advancement & salary increase

the perfect employer ...

- promotion opportunities
- good salary & benefits
- located nearby
- good working environment / team
- flexible working hours
- opportunities for further development
- open communication, fairness, respect & appreciation
- CSR
- crisis-proof

The perfect employer differences by age

18–24 years

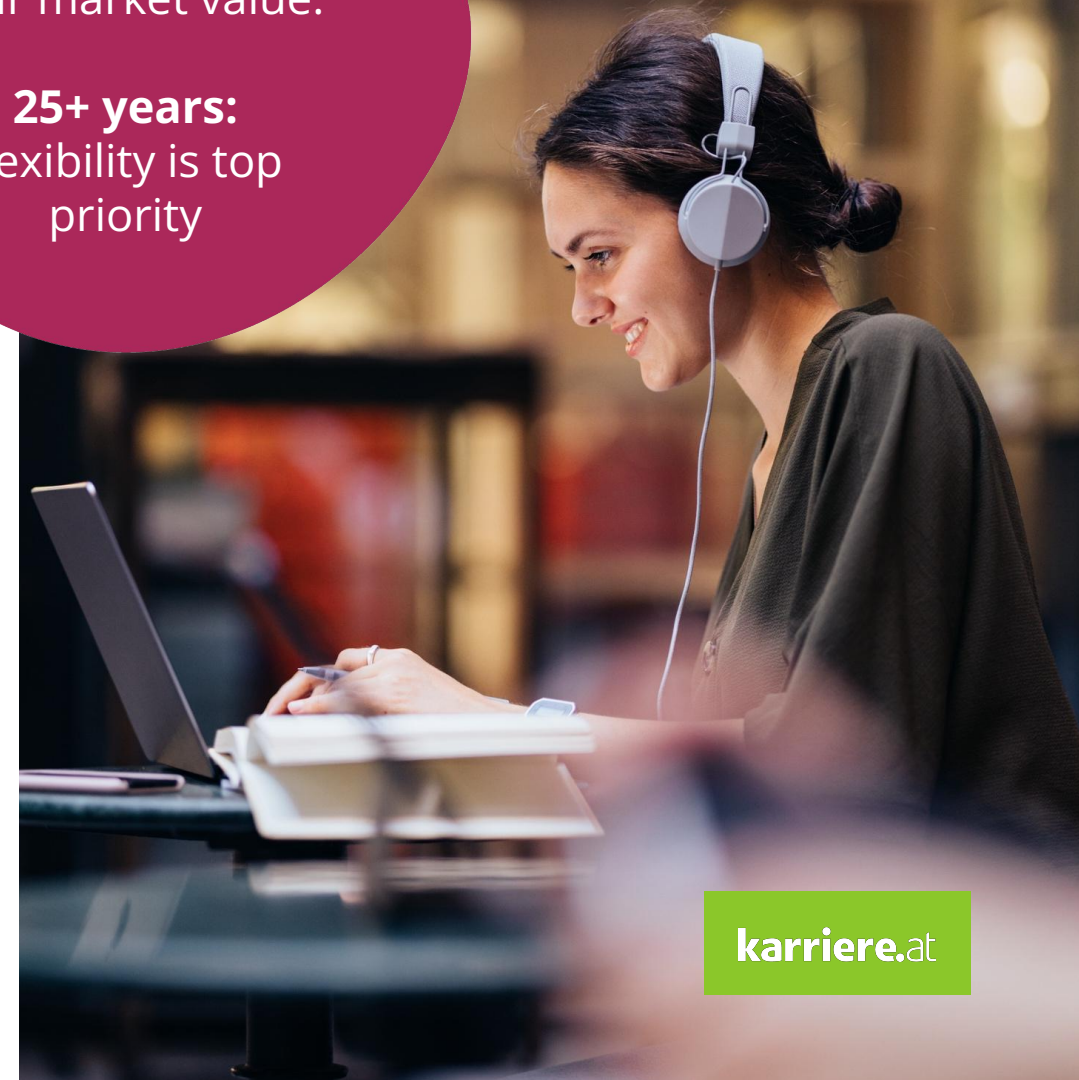
- **salary**
- benefits, autonomy, colleagues & working atmosphere, flat hierarchies, fairness

25–29 years

- **flexible working hours**
- ecological & social responsibility, work-life balance, home office, location

< 25 years:
focus on building
their market value.

25+ years:
flexibility is top
priority




The perfect employer differences by gender

women

- fairness (e.g. salary, CSR)
- trustworthy, motivating, communicative environment

men

- good salary
- promotion and development opportunities, status, flat hierarchies, positive environment

A photograph of a man and a woman in an office setting. The man, on the left, has curly brown hair and glasses, wearing a striped shirt. The woman, on the right, has dark hair in a bun and glasses, wearing an orange turtleneck. They are both smiling and looking at a laptop screen. A large purple circle is overlaid on the image, containing text about gender preferences.

Men want
higher salaries and
promotion opportunities.

Women want
fairness and a positive
environment.

Professional self-image

job hopper?

if expectations
are met, they don't
want to change jobs

career?

< 24 years:
willing to go the extra mile;
want to climb up the career
ladder

25+ years:
focus on work-life balance &
meaning of life; start to show
their limits

men are more likely to go
the extra mile

home office?

Home office especially important
for **25+ year olds**

commute:
max. 1h / 100 km each way

Findings

JOB SEARCH & APPLICATION



Perception of job search

searching for a job is ...

- hard
- exhausting
- time-consuming
- confusing

but it's also ...

- exciting
- a challenge
- the minority is „always on“:
 - find out market value
 - seize opportunities

Majority
has little experience
with job search.

**Insecurity
is high.**



6 facts Gen Z looks for in a job ad

01

salary

willingness to overpay,
financial benefits

02

hard facts

size of company, location,
working hours

03

soft facts

company values, professional
development, benefits

04

job

area of responsibility, promotion
opportunities, qualifications

05

team environment

culture, leadership, reviews

06

company

photos, videos, image

Where Gen Z searches for a job



job platforms

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offline

among friends,
open house days in
companies,
career fair, etc.



social media

LinkedIn, mainly for
building a network

**Gen Z is not
„digital only“.**
They want offline
experiences.

Findings

KEY FINDINGS & RECOMMENDATIONS



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Key findings about Gen Z

- If the job is right for them, Gen Z is willing to go the **extra mile**.
- The perfect job is **challenging**, yet **fun**.
- **Personal development** is their top priority.
- Gen Z wants to be **valued** and **taken seriously**.
- **Flexible working hours** are a must.

Recommendations

Job ads

- short & simple
- complete & specific info (e.g. working hours, location, salary)
- authentic employer impressions



High requirements discourage young people!
Clichés are a no-go.

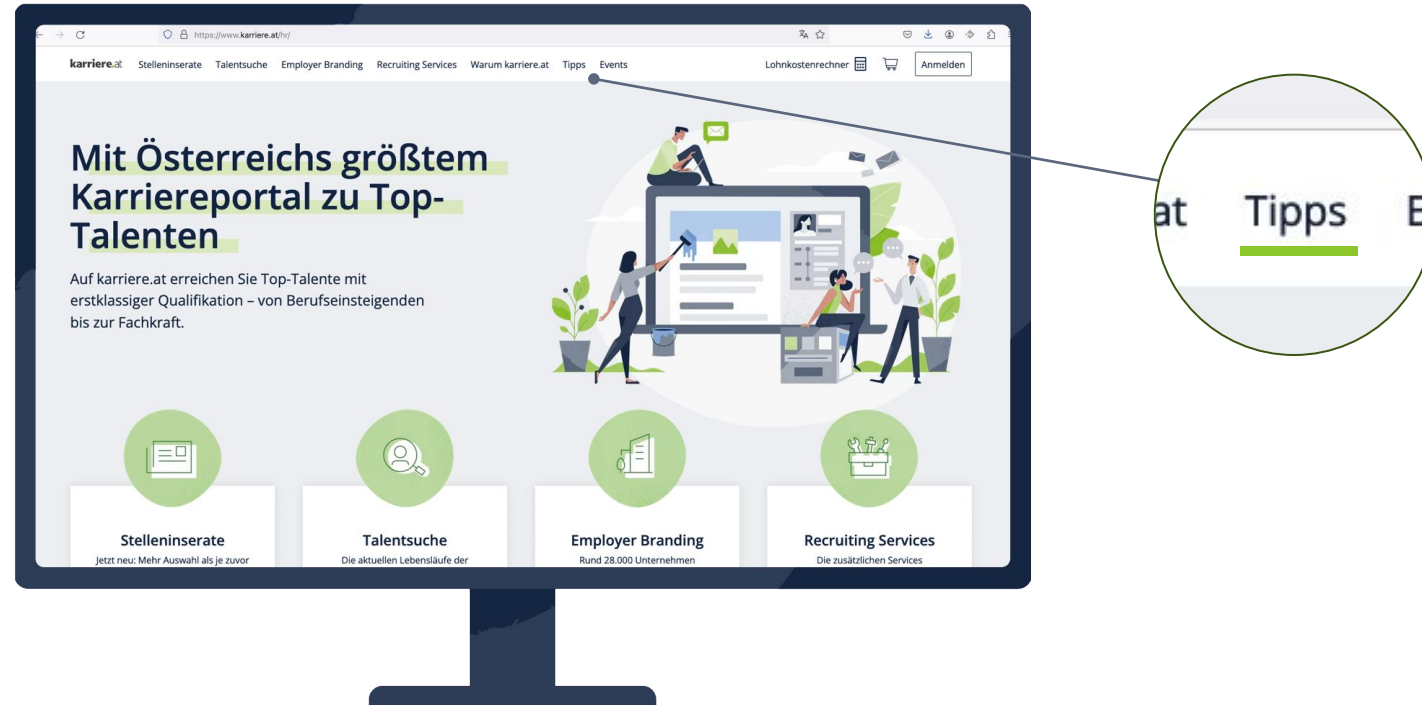
Recommendations

working together

- appreciation
- supporting personal development
- open communication
- positive team spirit



Whitepaper about the study



<https://www.karriere.at/hr/whitepaper/gen-z> (DE only)

It is time for
Q&A



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