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ÖSTERREICH'S GRÖSSTES JOBPORTAL

# GEN Z AND THEIR PERCEPTION OF WORK-LIFE

insights from a karriere.at study



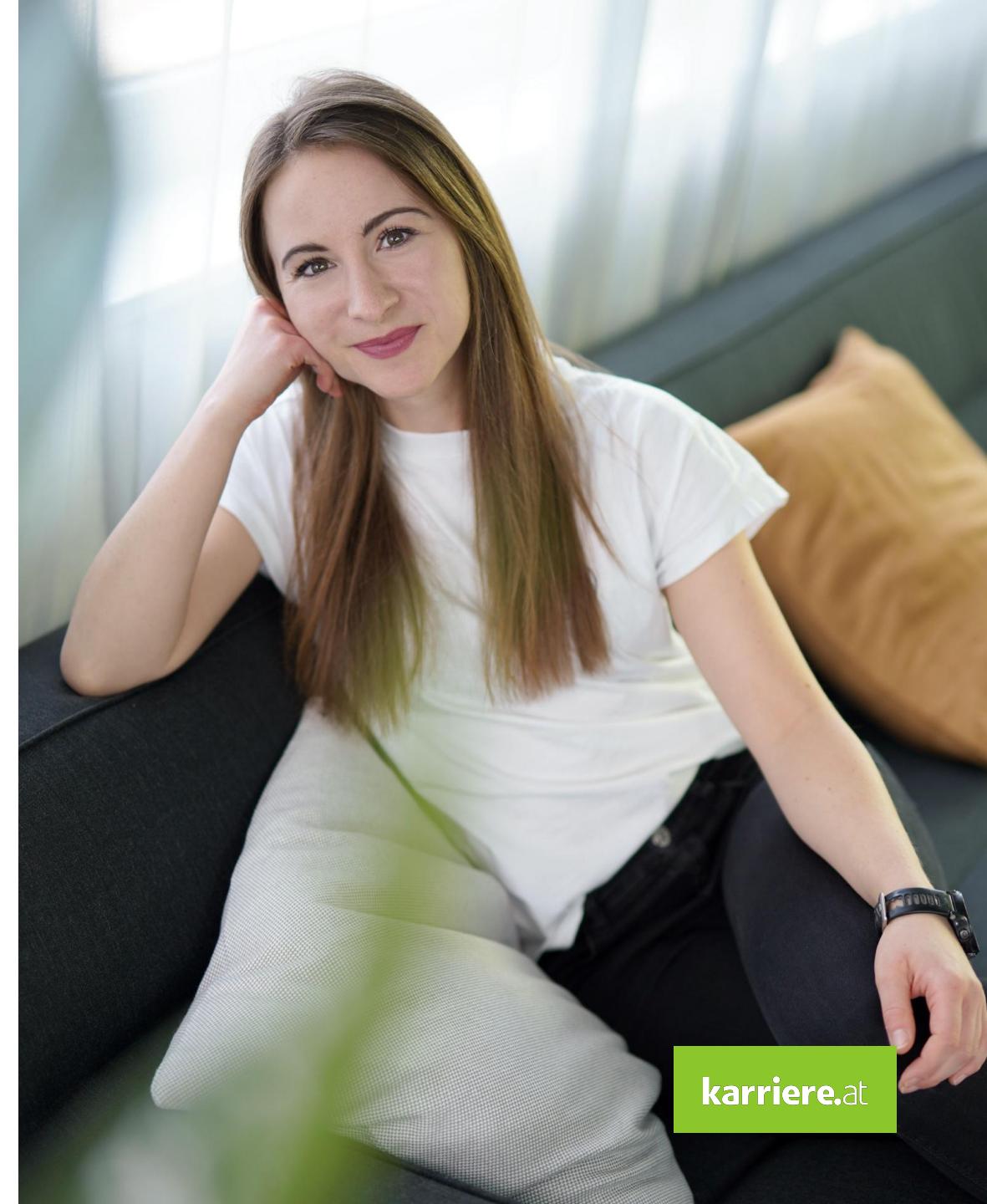
# About

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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



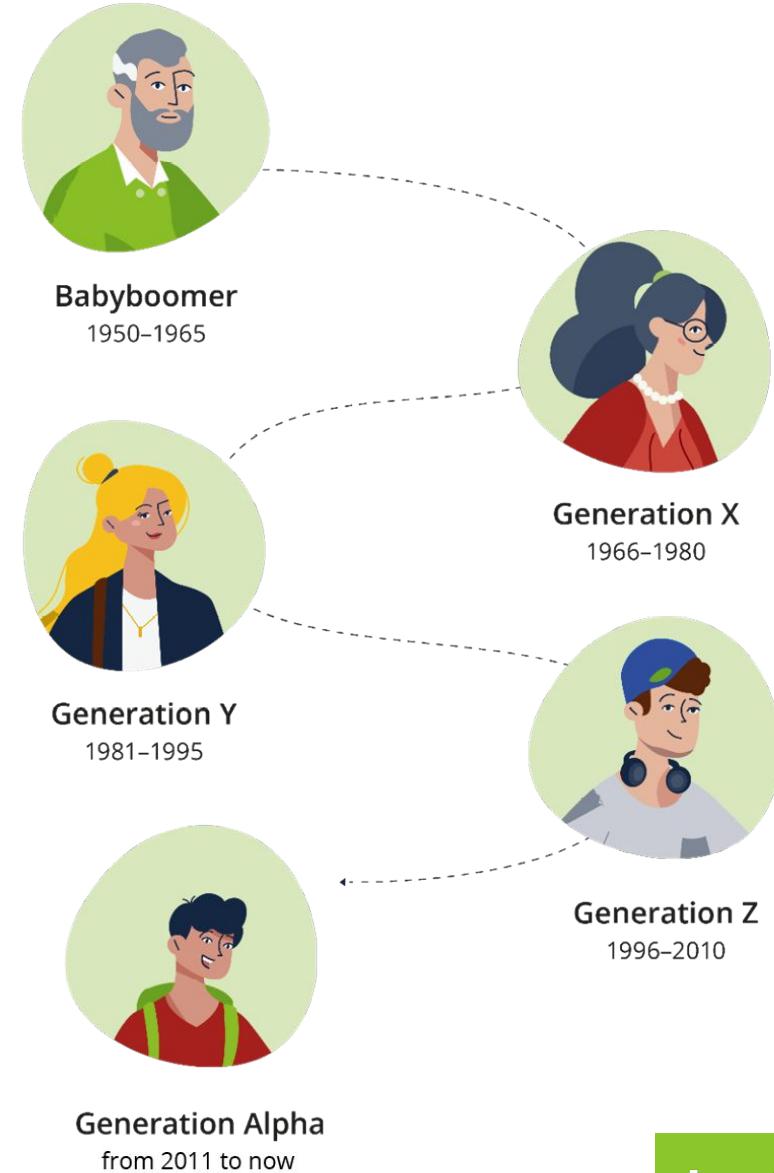
# „Gen Z: what is the first thing that comes to your mind?“





# 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

**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

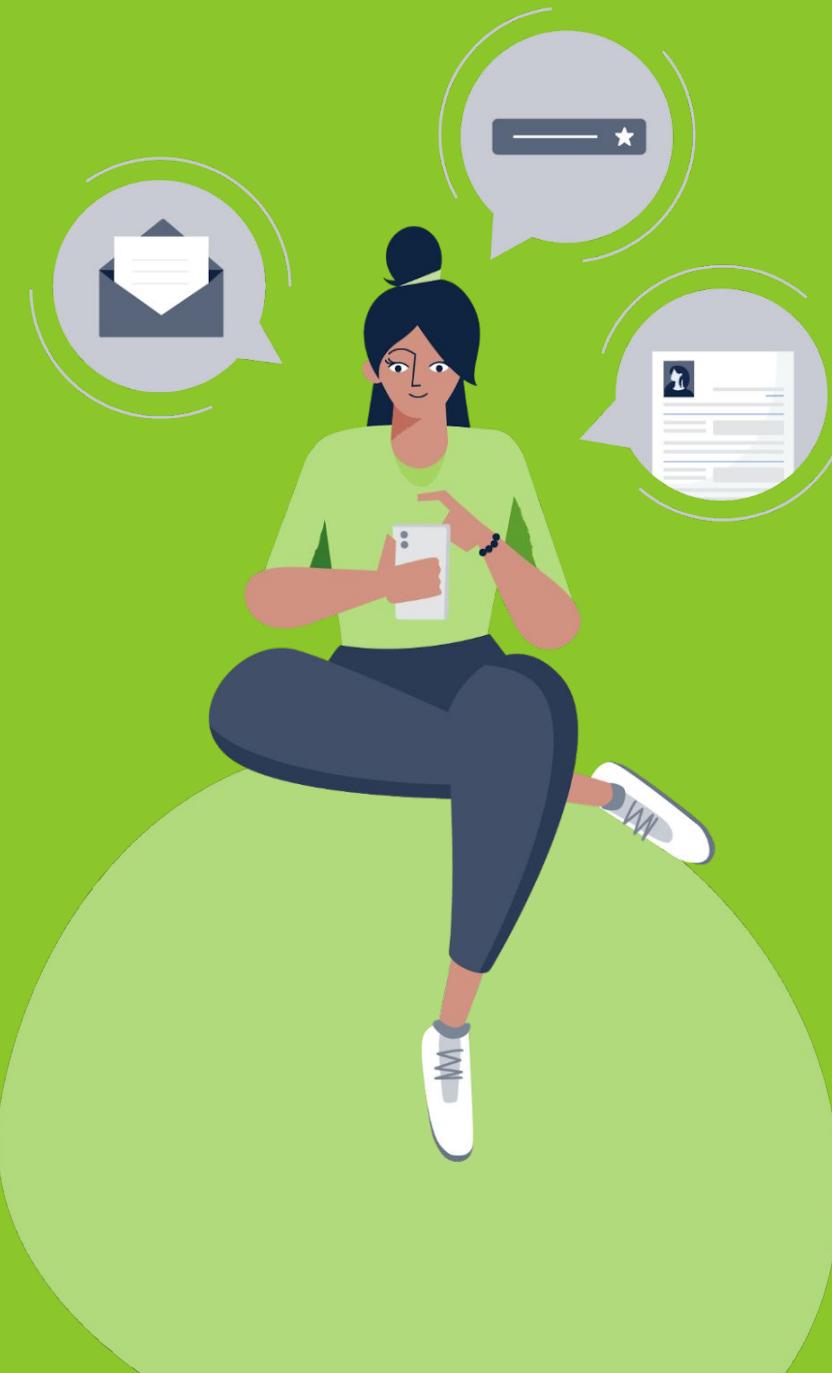
## home office?

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

[karriere.at](http://karriere.at)



## 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



# 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.

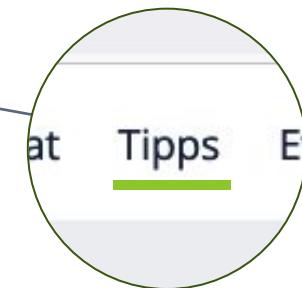
# Recommendations

## 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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