

Abode

Working for The Future

A Report on Recruiting and Retaining Gen Z

And How Gen Z is Driving Workplace Transformation



Report breakdown

Gen Z in the Workplace

impact | challenges | current approach | our approach

The 4 Tenets of Gen Z Recruitment and Retention

expectations | transparency | respect | connection

Change in action: Communicating with Gen Z

how to communicate effectively with Gen Z

Conclusion

future of the workplace | appendix | methodology | special thanks

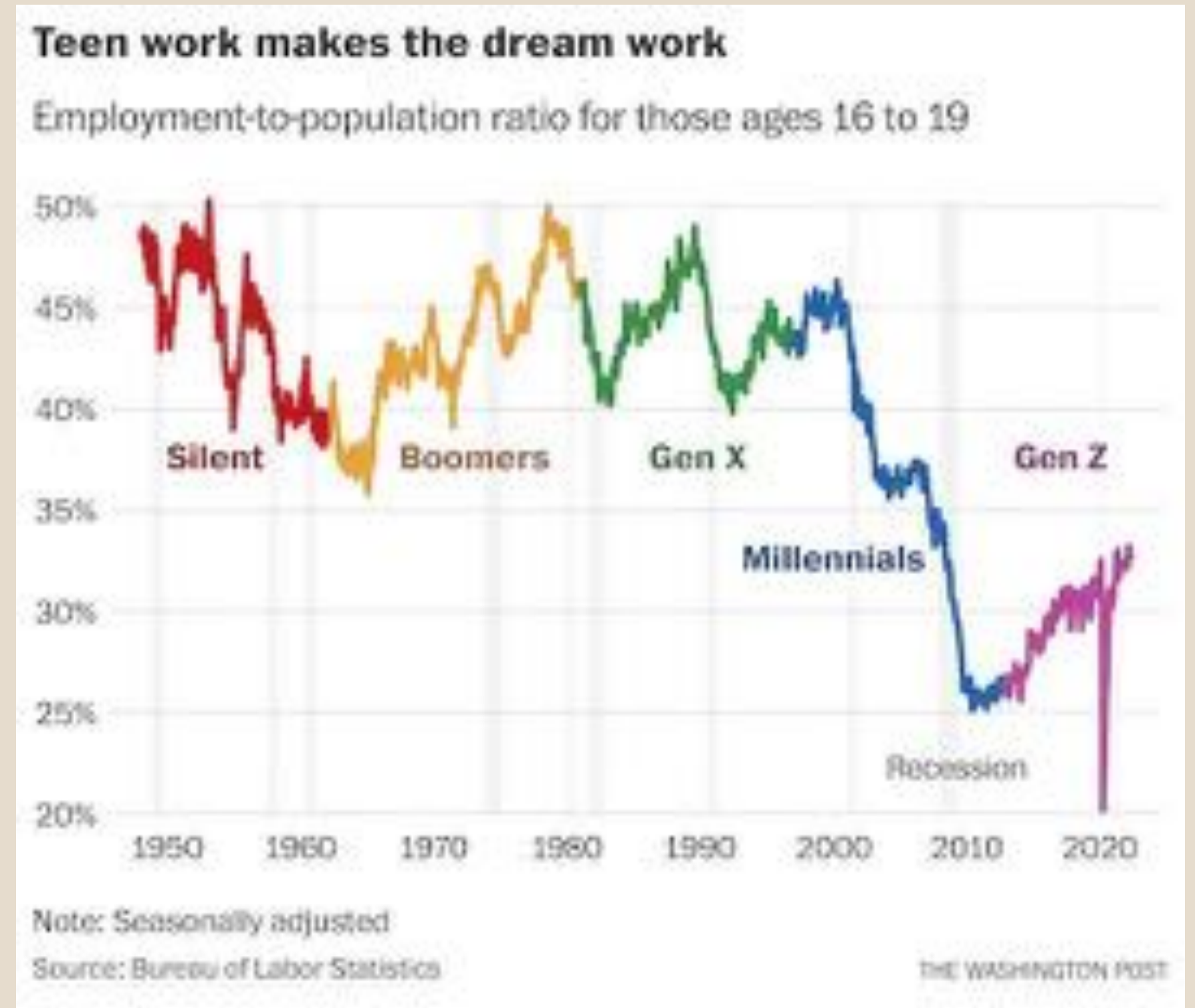


Gen Z are rapidly becoming a force in the workplace.

30%

By 2030, Gen Z is estimated to make up 30% of the workforce (and already 27% by 2025).¹

Gen Z'ers are also bucking the trend set by Millennials to join the workforce late. The teen rate of employment (aged 16-19) is up to 33%, up from 26% of Millennials teens.²



1: 70+ statistics on Gen Z spending habits for 2022 - Lexington Law

2: Millennial teens fled the workforce. Why are Gen Z teens coming back? - The Washington Post



Companies are facing unrivaled challenges around Gen Z recruitment and retention.

With the cost of a new hire hovering at 40% of an employee's base salary and averaging 42 days for recruitment, recruitment and retention issues around Gen Z in the workplace create major financial challenges for organizations. With current signs pointing to more "reshuffling", these financial problems may increase for organizations that fail to appropriately integrate young employees into the workplace. ¹

27% of Gen Z expect to work for their first full-time employer for 2 years or less. ²

31% of Gen Z and younger millennials reported the lowest engagement of all during the first quarter of 2022 ⁴

80% job transitions are up 80% year over year for Gen Z in "the Great Reshuffle" vs 50% for Millennials ³

10x Gen Z could change jobs up to 10 times between the ages of 18 and 34, based on a survey of U.S. students.⁵

1: Average Cost Per Hire [2022]: All Cost Of Hiring Statistics – Zippia

2: Full Report: Generation Z in the workplace- Kronos (2019)

3 : LinkedIn job listing updates (2021)

4: If Your Co-Workers Are 'Quiet Quitting,' Here's What That Means - WSJ

5: How will Gen Z change the workplace? | Zurich Insurance



Gen Z makes up 25% of the workplace —but do most of the complaining

By Greg Giangrande

November 20, 2021 | 9:34am | Updated

Gen Z At Work - 8 Reasons To Be Afraid

Gen Z Has Arrived At the Office—And It's Freaking Everyone Out

The 37-Year-Olds Are Afraid of the 23-Year-Olds Who Work for Them

Twenty-somethings rolling their eyes at the habits of their elders is a longstanding trend, but many employers said there's a new boldness in the way Gen Z dictates taste.

Gen Z workers baffle older colleagues

By Gianna Prudente, Editor at LinkedIn News

Updated 10 months ago ⓘ

The Wall Street Journal
@WSJ

Some Gen Z professionals are saying no to hustle culture; 'I'm not going to go extra'.



wsj.com

If Your Co-Workers Are 'Quiet Quitting,' Here's What That Means

The current approach to Gen Z workforce strategy is harmful.

*Research companies, other "Gen Z consultants" and news outlets continue to highlight the differences and extremes surrounding Gen Z in the workforce, creating articles that pin generations against each other and stimulate aggressive responses from people that feel **threatened by change**.*

This approach fortifies in-group and out-group sentiments and furthers the generational workplace divide.

It pins *change* as an upheaval of societal norms.

Manager 1
Chief

Qq: is Gen Z the same ones who ate tide pods a couple of years ago? Or was that the younger millennials? Either way that was the dumbest generation. I'm out

Senior Engineer 1
New Member

Gen Z is literally the worst generation so far.

Product Designer 1

Babies in the real world

But Gen Z has been changing these "norms" across all facets of society.

Gen Z has demonstrated time and again that they have the power to affect change. Creating needed change in the workforce will be no different.

The New York Times

TikTok Teens and K-Pop Stans Say They Sank Trump Rally

Did a successful prank inflate attendance expectations for President Trump's rally in Tulsa, Okla.?



Gen-Z for Change

Change is brewing. @SeanDaBlack coded a way to send a false application every 20 seconds to a Starbucks chain firing pro-union workers and hiring scabs. GO TO changeisbrewing.org AND APPLY!!

12:10 AM - Feb 23, 2022

52 Reactions

Read 3 replies

Gen-Z Activists Flood Starbucks Applications Over Firings

BY KHALEDA RAHMAN ON 2/23/22 AT 11:38 AM EST

The Stock Market Has Always Been a Game. Now Gen Z Is Learning To Play.

WTF is going on with the stock market right now?



Monique Mansour

As a millennial, I do respect the Gen Z boundary creating. Wish I would've learned to do this wayy earlier in my career!

5-22 Reply

83



WE BELIEVE

Gen Z is leading a workplace transformation based on shared values across all generations.

and by understanding how to recruit and retain Gen Z, we deepen our understanding of the forces shaping the future of work.



QUESTION

**How can organizations
create cohesive Gen Z
workforce strategies?**



The 4 Tenets of Gen Z Recruitment and Retention

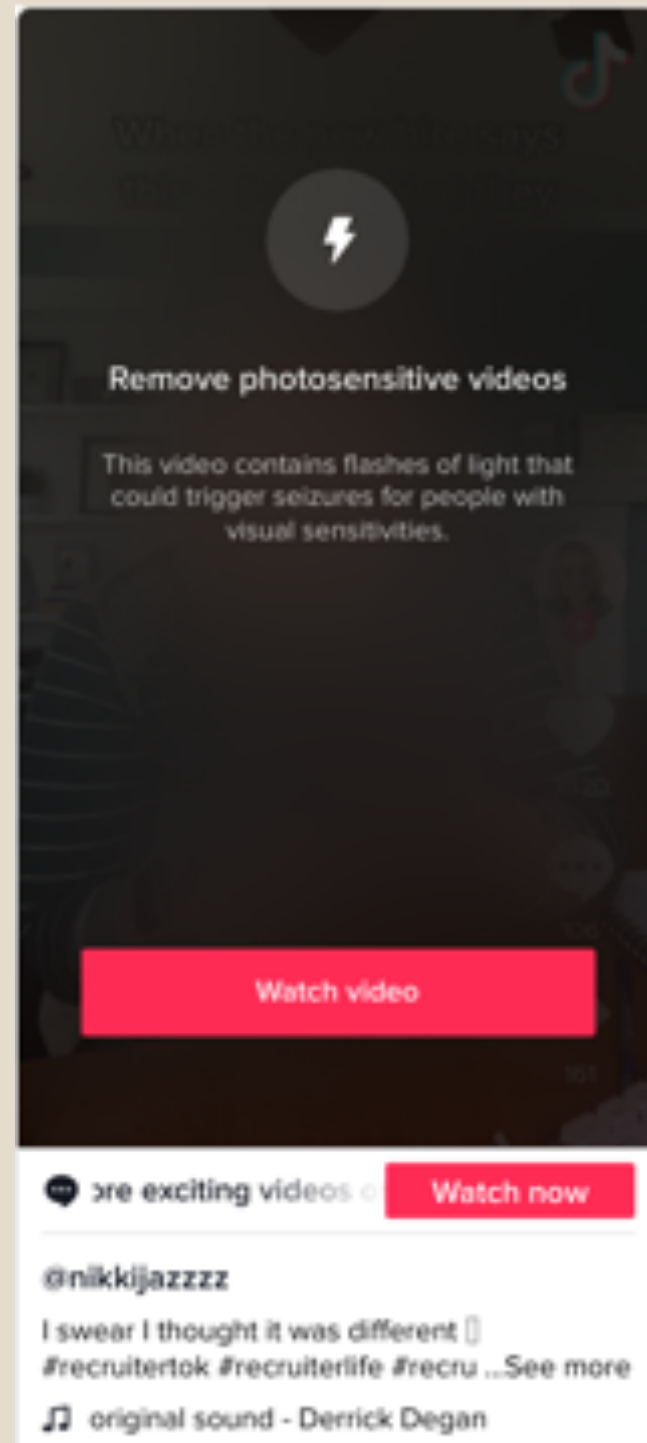
*the keys to building effective and inclusive workplace strategies for Gen Z
and beyond*



1. Expectations



Establishing clear expectations enables Gen Z to prepare for the challenges they may face in the workplace.



98%

of Gen Z agree that it is important to have clear expectations of the role before starting a new job (P9)

with nearly 9 in 10 Gen Z'ers strongly agreeing

41%

of Gen Z say day-to-day expectations are what they are *most* interested in learning about before starting a new job (P6)

tied for #1 answer with salary details

if expectations are so important for Gen Z, then

What do clear expectations look like?

What do Gen Z want clear expectations on?

And why are clear expectations so critical?



EXPECTATIONS: KEY GEN Z WORKPLACE INSIGHTS

Gen Z wants clear expectations on day-to-day responsibilities, long-term objectives, and the real time commitment required for the job.

Q: What is 1 thing you wish every company told you before working there?

a sample of 20 open-ended responses to Q1

78% of total responses were related to **expectations**.



Salary and benefit details are as important to Gen Z as knowing the day to day expectations.

Q: what is most important to know before starting a job?

"Anything that they can provide on expectations of the role would be"
- F, 23

"The most important information to receive before an internship is what is expected of you in your role"
- M, 23

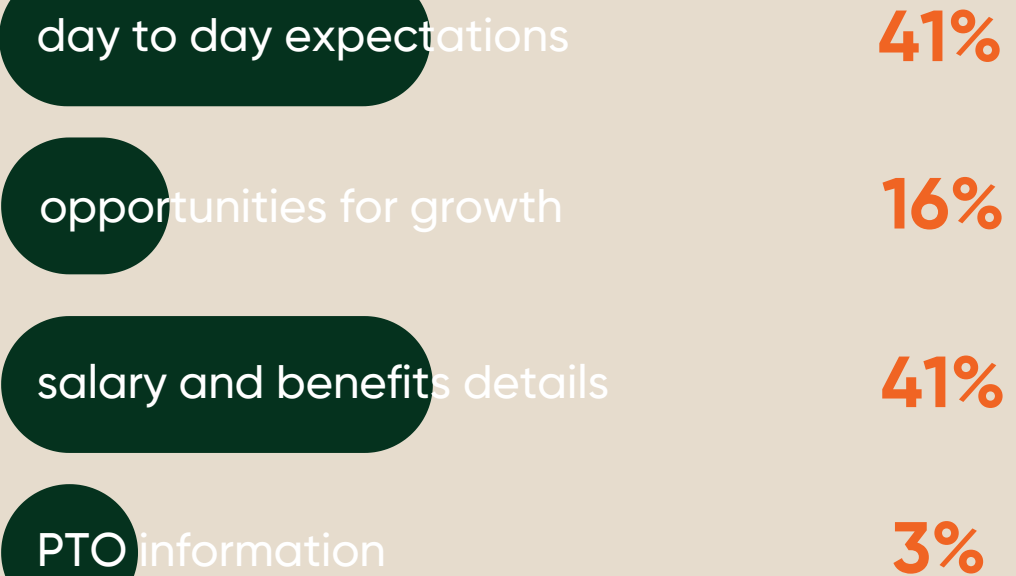
In an interview it is important to talk about, "Learning what kind of expectations the job or employer has for the everyday and then also as a career at that company."
- F, 22

Before starting an internship she would want to know "responsibilities and what we are actually going to be doing there"
- F, 22

Before starting a full time job, "I would have liked to have known what was going to be expected of me in the day to day"
- F, 23

"I want to know what I'm expected to be working on, and a full run down of what this experience is going to look like"
- F, 23

What are you most interested in learning about before starting a new job?



n=415 respondents

P6 in appendix

Day to day expectations are more important than learning about opportunities for growth or vacation time, and equally as important as salary details.



EXPECTATIONS: KEY GEN Z WORKPLACE INSIGHTS

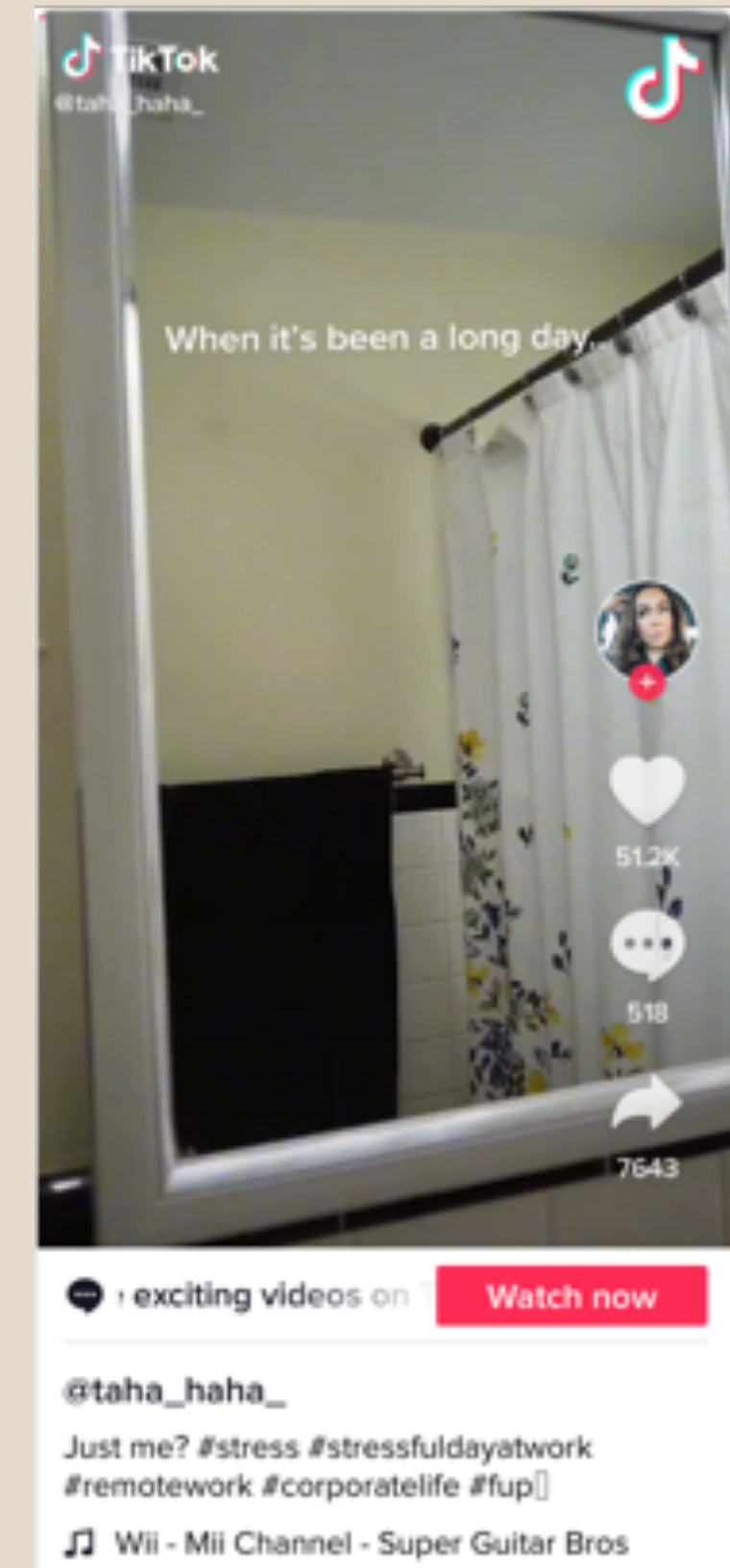
Why are clear expectations so critical to the Gen Z workplace experience?

Creating an internal locus of control

Clear expectations offer Gen Z an internal locus of control that creates more mental and emotional stability around the workplace, reduces anticipatory anxiety in an increasingly uncontrollable world and gives them the best shot at success.

Finding mental and emotional stability

Protecting emotional and mental well-being in the workplace is a priority for a generation that has been plagued by mental health challenges. By establishing clear expectations around key stressors, employers can help Gen Z create mental and emotional stability in the workplace that are foundational to psychological safety.

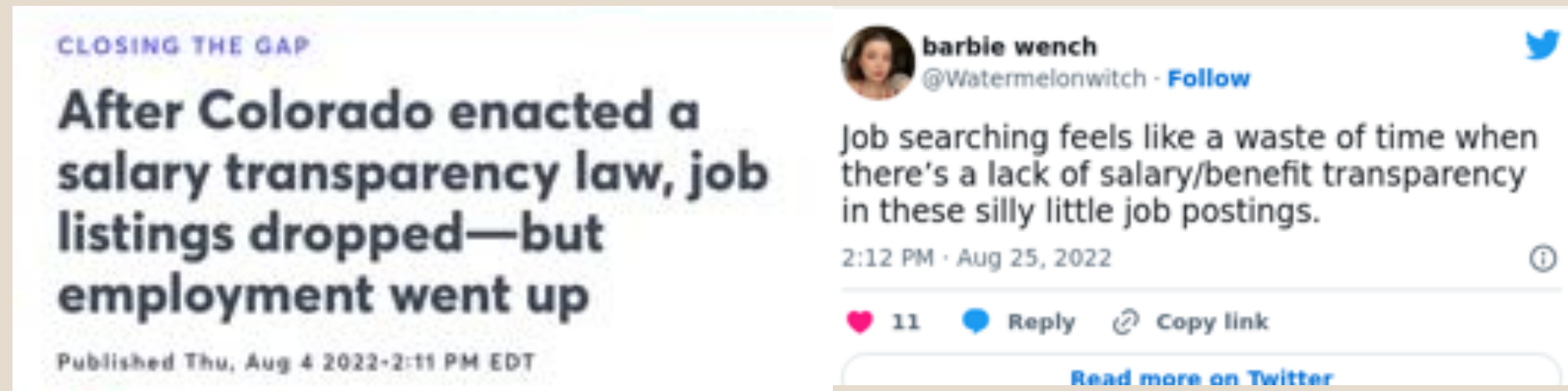


2. Transparency



TRANSPARENCY: KEY GEN Z WORKPLACE INSIGHTS

Transparency relieves stress for Gen Z because it takes away the worry for what the future will hold.



45%

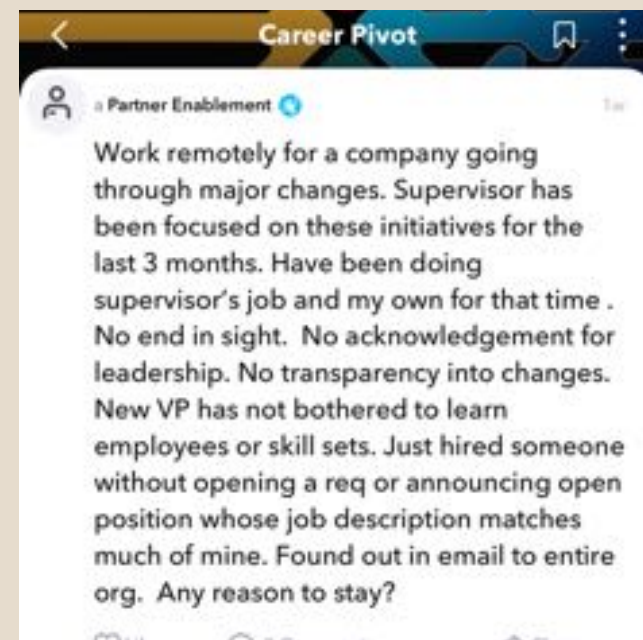
of Gen Z believe full transparency on next steps and timeline would improve the interview process the most

#1 answer choice on MC question (P1)

if transparency is so important, then

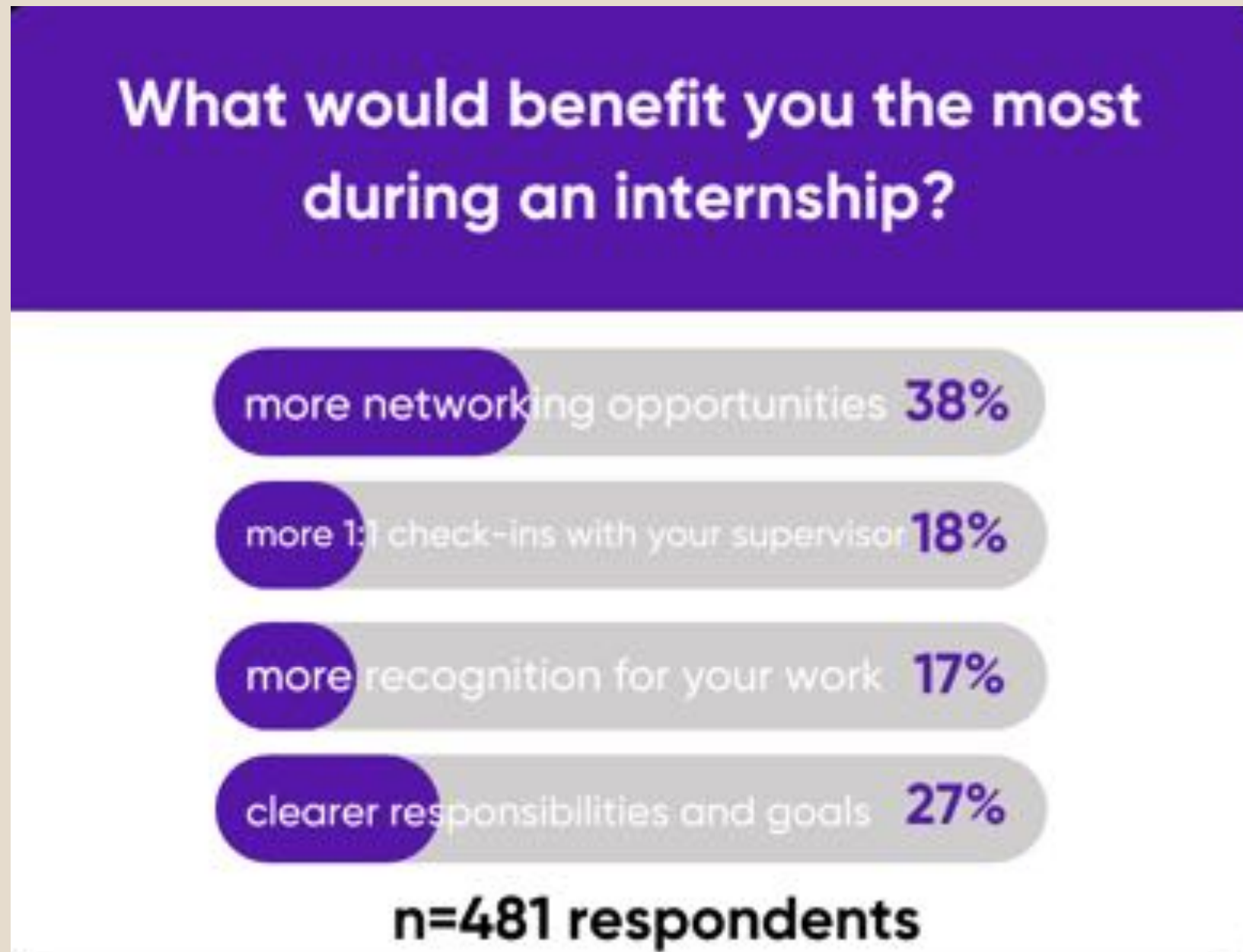
What does transparency look like?

What do Gen Z want employers to be transparent on? And why do Gen Z want employers to be transparent?



TRANSPARENCY: KEY GEN Z WORKPLACE INSIGHTS

Gen Z wants to see transparency in timelines, salaries, and opportunities for growth.



P2 in appendix

“I've seen how networking can get someone from point A to point B”

- F, 22

“If you do not have the opportunity to network that would be killer”

- M, 23

Gaining transparency into not only the details of the role, but also the opportunities available for growth heavily influence Gen Z job decisions.

While these responses show nuances into the different ways transparency can manifest in the workplace for Gen Z, they all similarly point out a need for more openness with this generation.

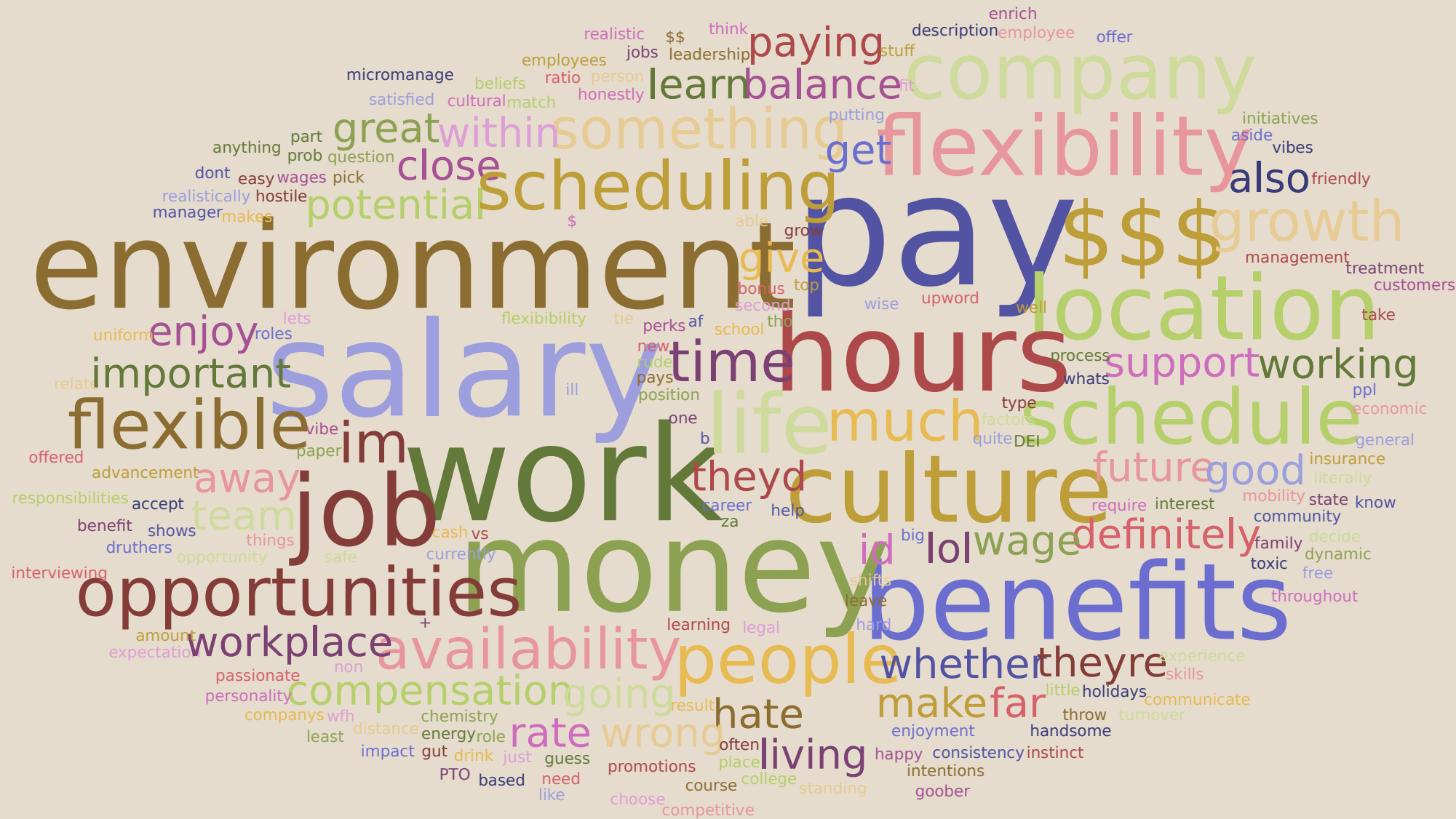


TRANSPARENCY: KEY GEN Z WORKPLACE INSIGHTS

Salary transparency holds the #1 influence on job decisions for Gen Z.

Q: What is the #1 factor influencing your decision on accepting a job offer

Graphical display of responses to Q2



52% of Gen Z responded with pay-related answers as the most important factor influencing whether they accept a job offer (Q2)

Q: Agree or Disagree: I would accept a job I don't like because the salary is good

68%

P10 in appendix

of Gen Z agreed that they would accept a job they do not like because the salary is good.

Companies that are transparent with their salaries will have better luck recruiting Gen Z employees.

They can do this by listing salaries or salary ranges within job listings and on websites to help get rid of the taboo around talking about salary.



Normalizing salary transparency on TikTok



@salarytransparentstreet has inspired generation-wide conversations around salary transparency. They have over 843.5K followers and 15M likes on their videos

With salary transparency being something Gen Z wants to see more of from companies, it is no surprise that people have taken to TikTok to make this information more accessible.

Pay transparency is "the right thing to do. It shows you're good to people." - Jessica Zwaan, Chief Operating Officer of Whereby

#salarytransparency is trending on TikTok, with the hashtag having 274M views as of 8/15/22.



TRANSPARENCY: KEY GEN Z WORKPLACE INSIGHTS

Transparent employers play helpful roles in the Gen Z recruitment process.

In today's world Gen Z can go online and learn anything they want within minutes. The seemingly unlimited amount of information available from online resources and social media enable this generation to make more informed decisions about their everyday lives. Yet this same level of access is also a curse - for information overload and analysis paralysis lead paradoxically to *less action*.

Transparent employers play a similar role as "authentic" brands; enabling Gen Z to make informed and confident decisions rooted in *trust*.



Before starting a full-time job, Gen Z wants to know ***"anything you can't Google"***

- M, 22

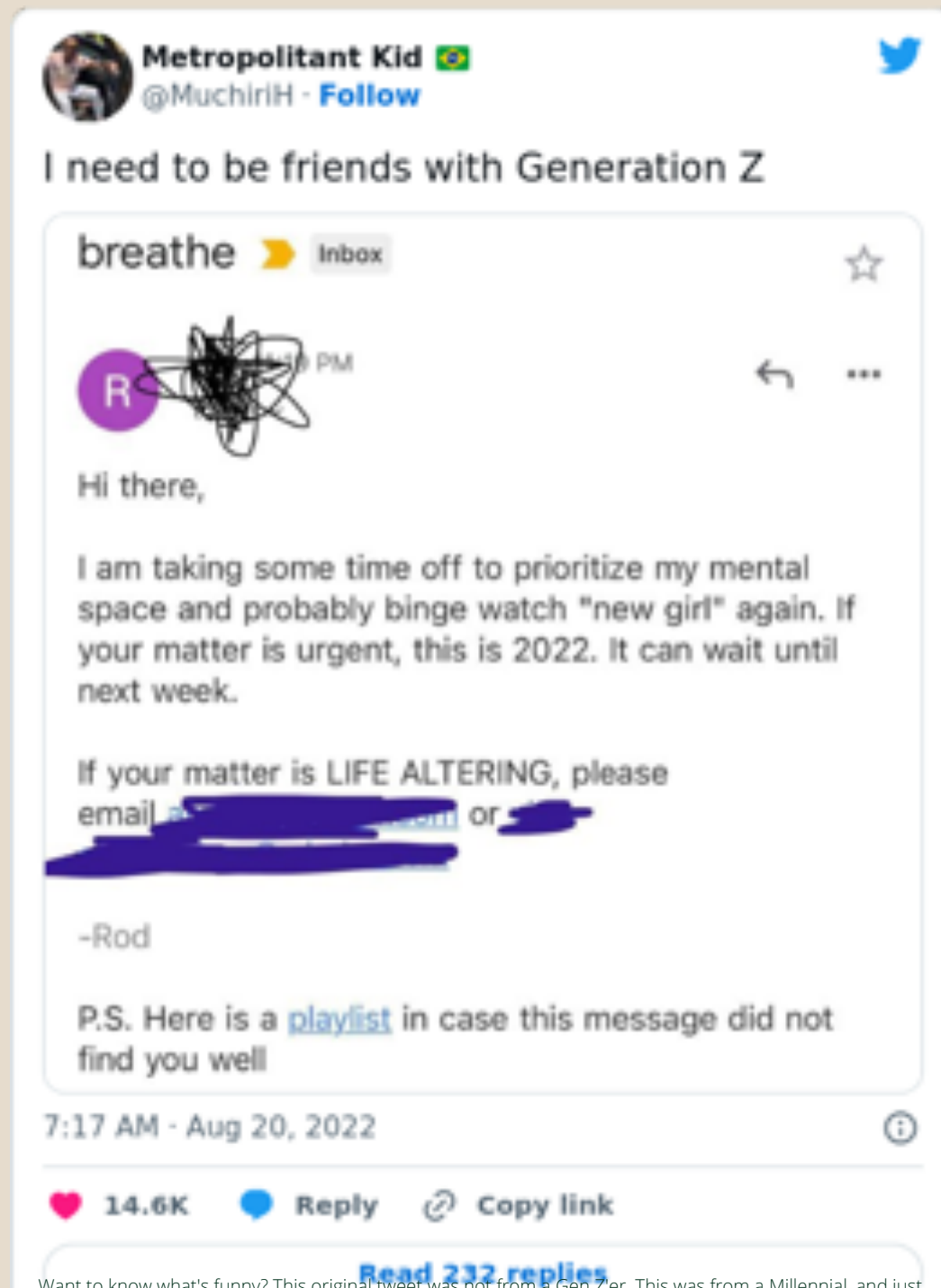


3. Respect



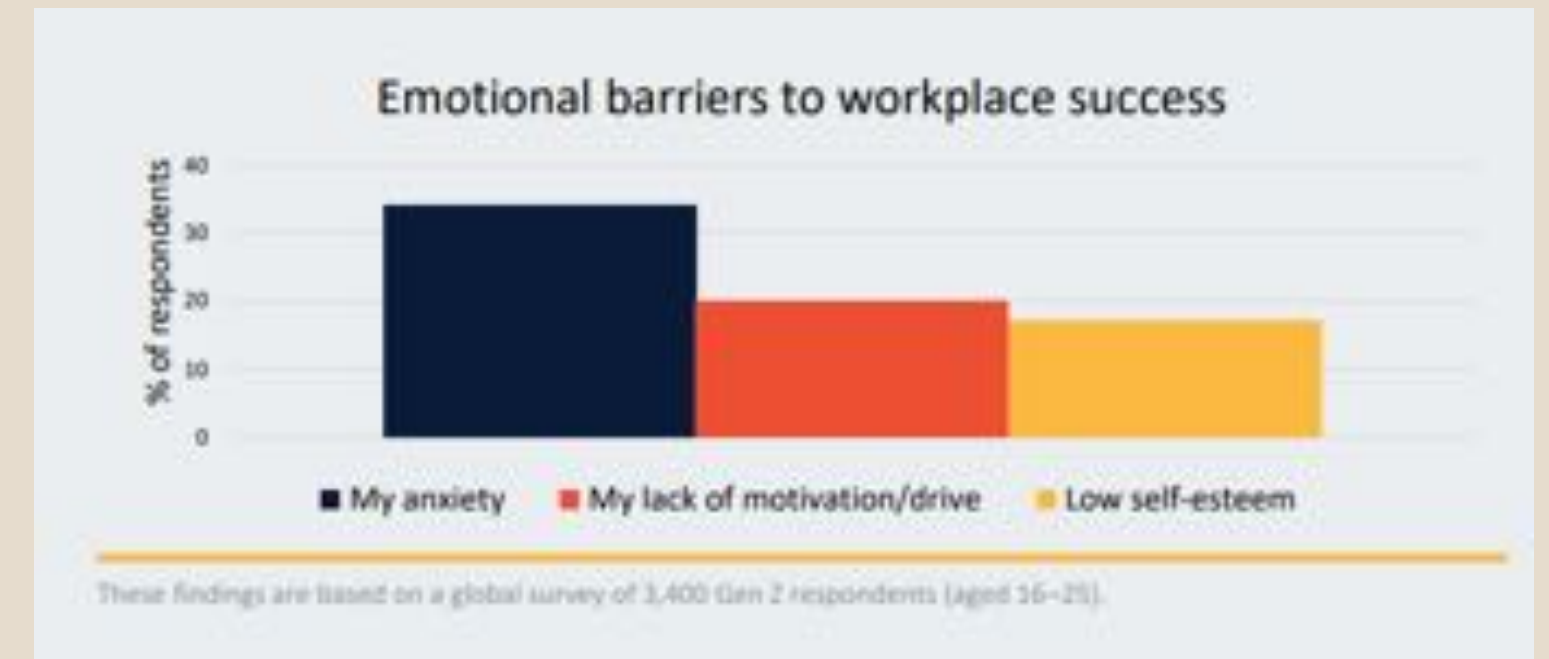
RESPECT: KEY GEN Z WORKPLACE INSIGHTS

Workplace respect for Gen Z means honoring boundaries, valuing contributions and protecting mental health.



34%

of Gen Z say their anxiety is an emotional barrier to workplace success.¹



Full Report: Generation Z in the workplace- Kronos (2019)

if workplace respect is important, then

What does respect look like to Gen Z?

What do Gen Z want employers to respect?

And why do Gen Z want employers to establish respect?

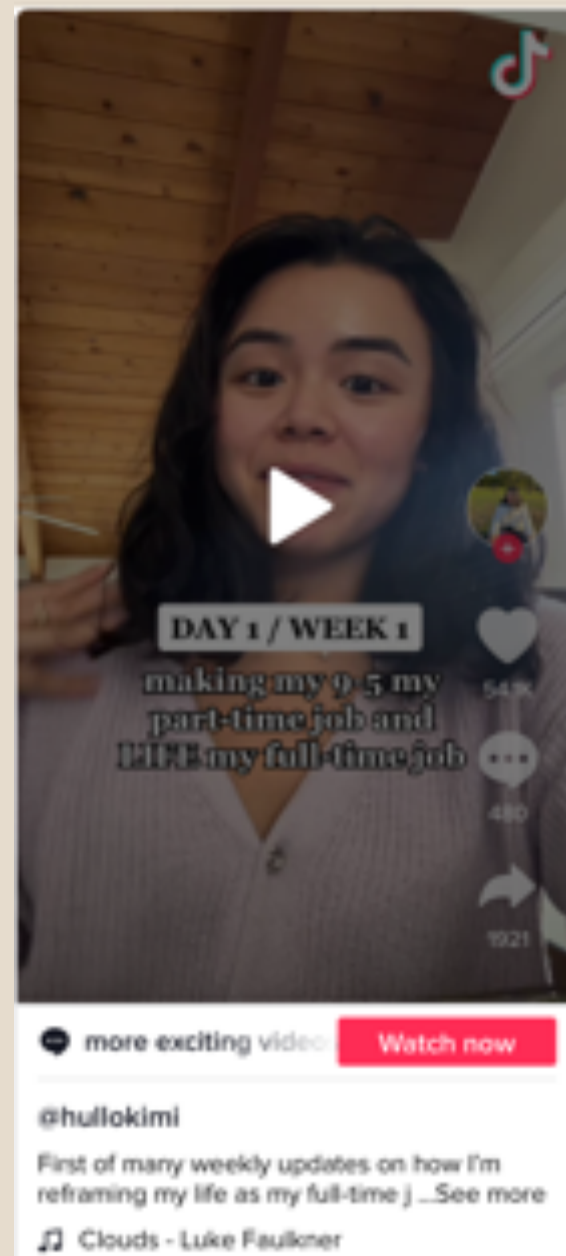
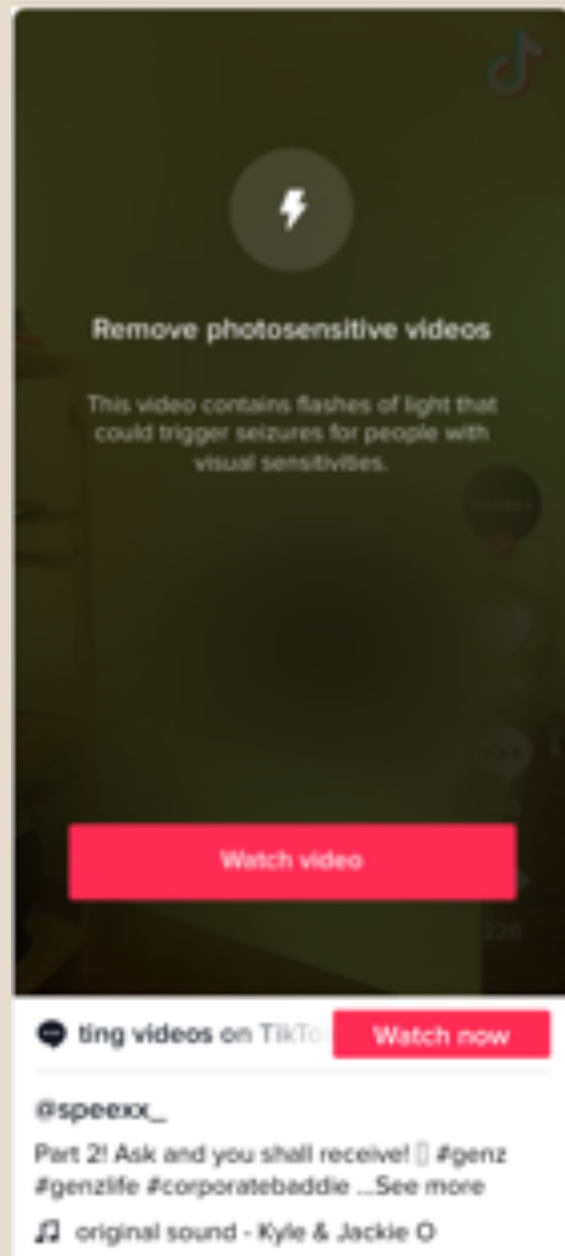
Want to know what's funny? This original tweet was not from a Gen Z'er. This was from a Millennial, and just shows how similar generations are in their true desires for workplace respect.



RESPECT: KEY GEN Z WORKPLACE INSIGHTS

Work-life balance is a critical part of Gen Z's desire to feel respected in the workplace.

what we are hearing online



what we heard from Gen Z

"I have a life outside of work, so I want to be able to know what that work life balance is"

- F, 24

"I'm only in touch with my boss on days scheduled to work, so I'm very strict about having work life balance"

- M, 23



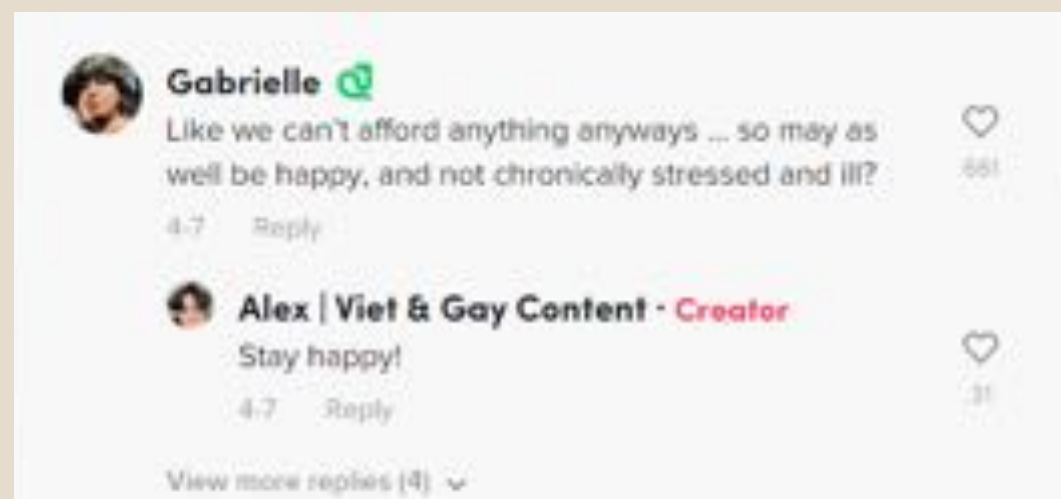
RESPECT: KEY GEN Z WORKPLACE INSIGHTS

Respecting Gen Z means not only showing them you value their work, but also giving them reasons to value the work they do.

42%

of Gen Z say genuinely liking the job would most encourage them to return to a company after the internship.

P3 in appendix



Gen Z'ers talking about happiness and jobs in the comment section of a TikTok video

24%

of Gen Z say knowing the company truly values [them] would most encourage them to return to a company after an internship.

P3 in appendix



Interview quotes

"I want to feel valuable at my job in the day to day activities"

- F, 23

I would be inclined to return to a company "knowing that the work I would do would be valued and that I can find value in my own work as well"

- F, 22

I want feedback after an internship because "it is nice to be assured that you are good at your job"

- M, 22

During my internship, "They set expectations, but they never looked at me like, 'oh I'm the intern', they definitely saw me as an equal"

- M, 23

I'm not considering leaving my current role because "they really make it clear what my tasks are doing and the overall goals, it is really rewarding to me to see my impact"

- F, 23



RESPECT: KEY GEN Z WORKPLACE INSIGHTS

Respect in the workplace promotes positive mental health for a generation facing a daunting mental health crisis.

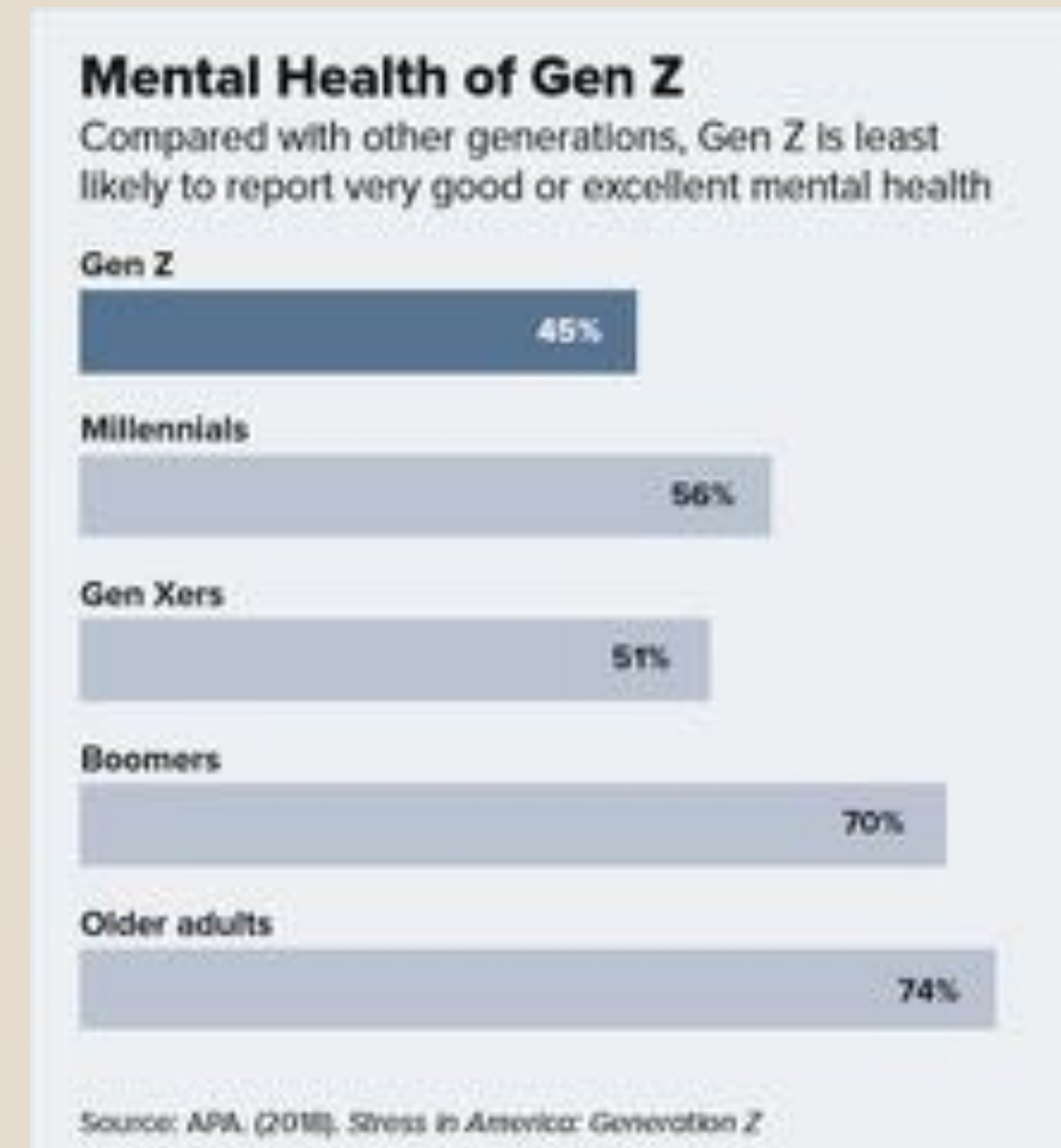
42% of Gen Z would quit their job due to burnout and a lack of work-life-balance.¹

46% of Gen Z workers feel stressed all or most of the time.²

38% of Gen Z workers have taken time off work to deal with anxiety and stress.²

82% of Gen Z workers want their jobs to offer mental health days.¹

Gen Z experiences additional mental health challenges in the workplace, and they want their employers to take steps to mitigate this. Knowing their employers respect them and respect the decisions they make to protect their mental well-being is very important.



1: Gen Z in the Workplace- Survey by TalentLMS and BambooHR

2: Many Gen Z and millennial workers feel employers only pay lip service mental health | Fortune



WSJ The Wall Street Journal @WSJ

Some Gen Z professionals are saying no to hustle culture; 'I'm not going to go extra'.



wsj.com
If Your Co-Workers Are 'Quiet Quitting,' Here's What That Means

Gen Z embraces 'quiet quitting'

Some workers are "quiet quitting" by doing the bare minimum to keep their jobs — and they're posting...

[View news story](#)



... "quiet quitting" isn't new, here's why Gen Z is taking blame
newsweek.com • 5 min read

Tomi Lahren @TomiLahren

Apparently the younger generation is trying out a new fad called "quiet quitting" in which they put in less effort at work and do only the bare minimum. It's actually called being LAZY AF!



6,454 8:05 PM - Aug 21, 2022

2,500 people are talking about this

Culture study: Quiet Quitting



WTF is quiet quitting (and why is Gen Z doing it)?

worklife.news • 8 min read

Inc. @Inc · Aug 19

Are your people 'quiet quitting'? @petercohan



inc.com

4 Ways To Keep Your Gen Z Workers From Quiet Quitting

Make your values clear, listen to and engage, actively hire next generation leaders

Quiet quitting demonstrates how shared generational sentiments are being both spoken up for and negatively framed.

Quiet quitting is a trending topic that promotes the idea of saying no to hustle culture and not going above and beyond for your job. After speaking out on the topic, Gen Z'ers are also being framed for a seemingly lazy approach to work. Yet it's clear from the follow-up response that this is a sentiment shared widely by many.



Tomi Lahren @TomiLahren

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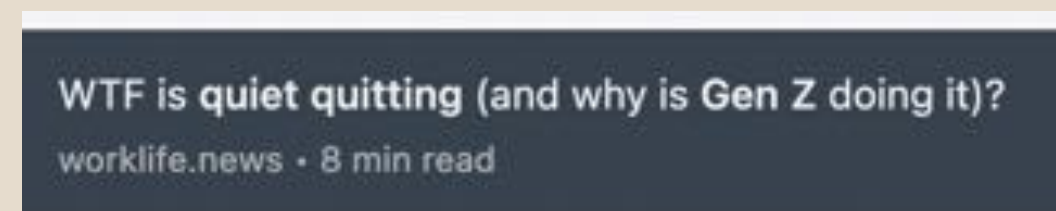
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WSJ The Wall Street Journal @WSJ

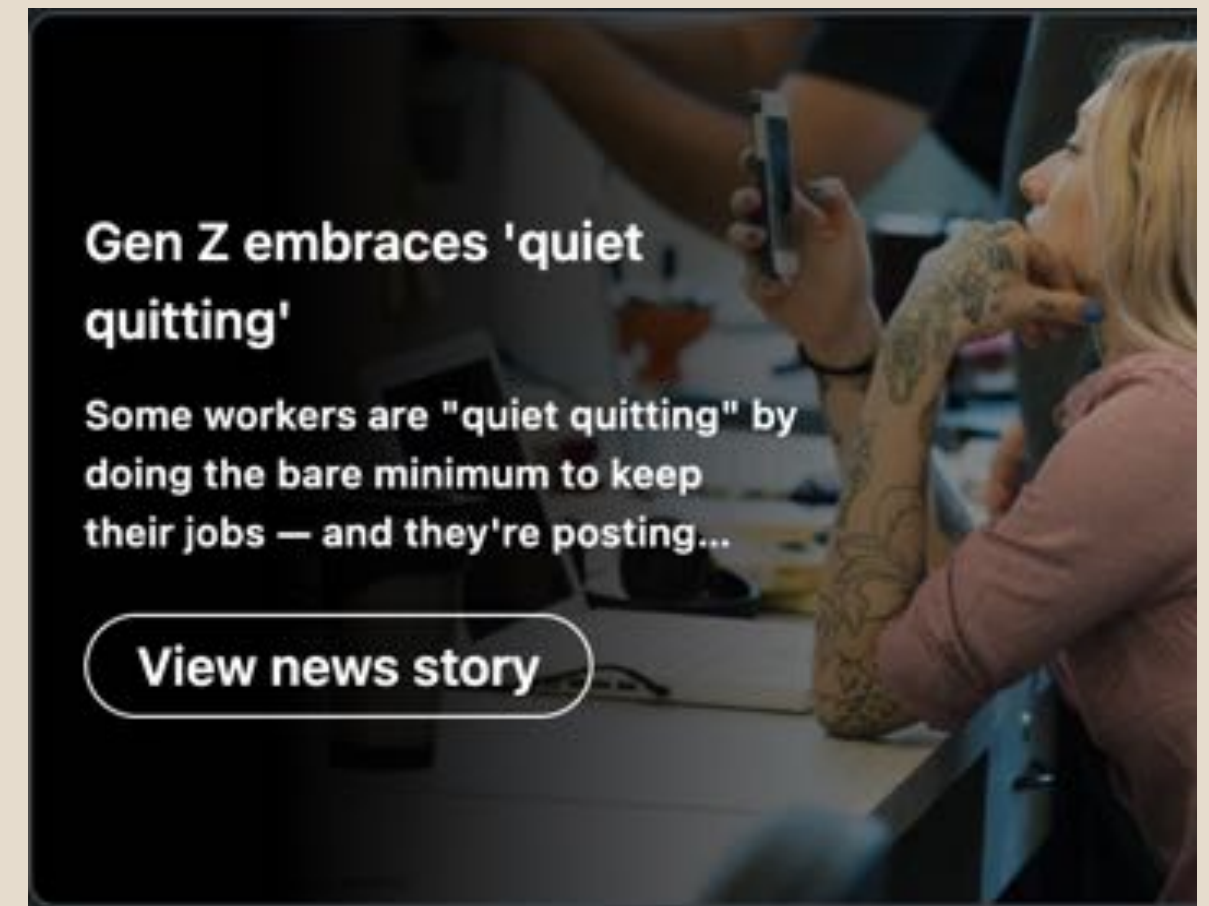
Some Gen Z professionals are saying no to hustle culture; 'I'm not going to go extra'.

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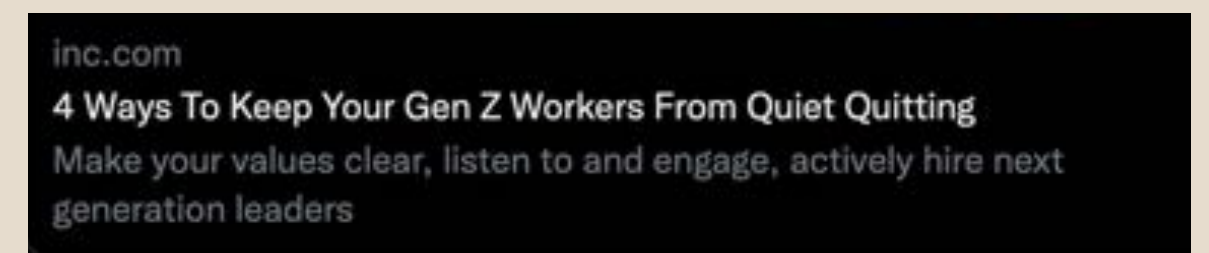
worklife.news • 8 min read



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inc.com

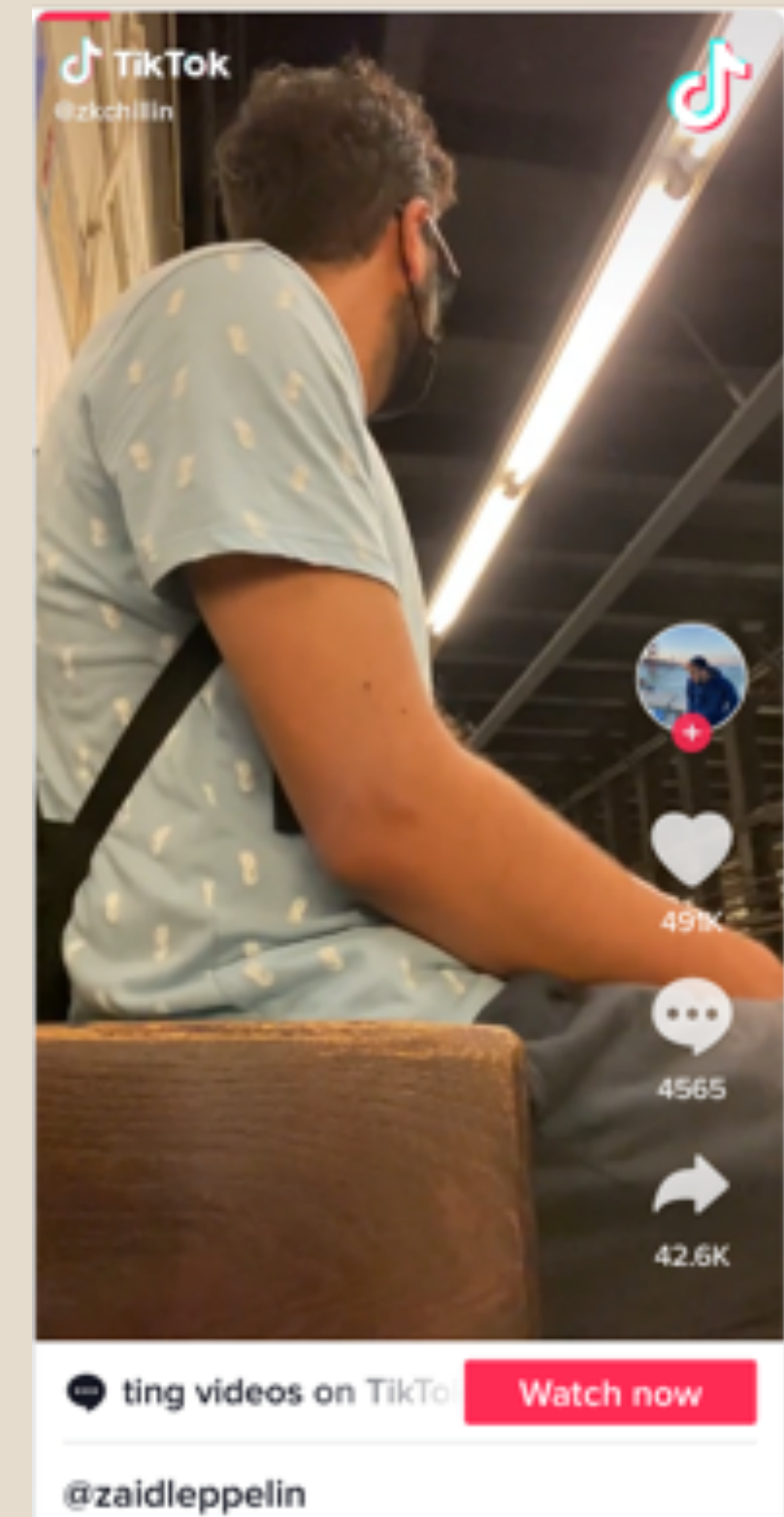
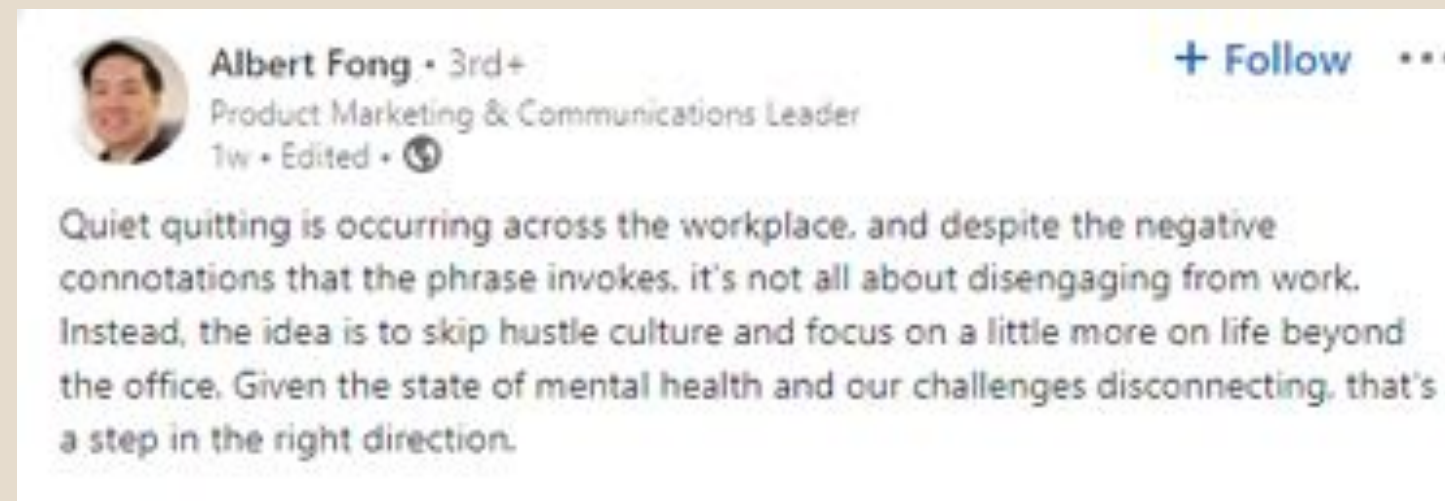
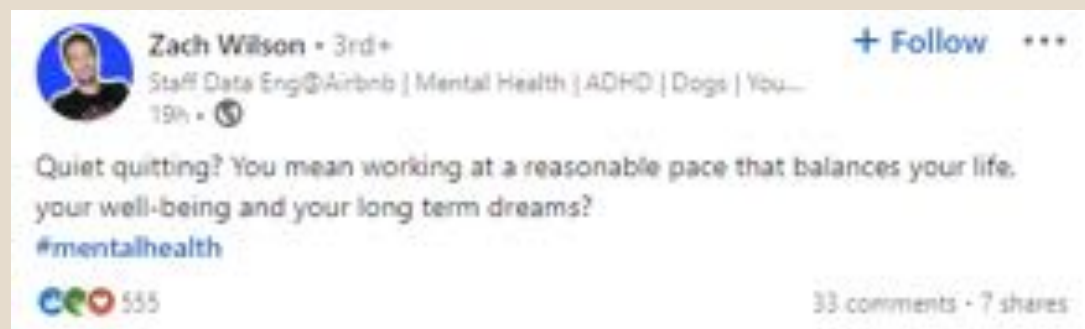
4 Ways To Keep Your Gen Z Workers From Quiet Quitting

Make your values clear, listen to and engage, actively hire next generation leaders



Quiet quitting really unveils a universal desire for balance and respect in the workplace.

This case study highlights how Gen Z is willing to speak up in different ways for issues that many generations feel, but may not have voiced in this manner. It is also an example of the division and hatred that can arise from framing this as a Gen Z challenge compared to a people challenge.



4. Connection



Gen Z highly values social workplace connections.

> 2x

More Gen Z'ers prefer to communicate with members of their team before starting a new job than their direct supervisor, signaling the strong demand for personal connections in the workplace.

Who would you most want to communicate with before starting a new job?

Members of the team you'll be joining **59%**

Other new hires **11%**

Direct supervisor **24%**

Designated HR contact **6%**

n=438 respondents

P4 in appendix

"You might not interact with your hiring manager as much as you will interact with someone underneath them, like someone who has similar responsibilities to you. It would be nice to have a contact on the team, like an onboarding buddy"

- F, 23

"I think your peers are kind of like who you go to before you go to your boss, and knowing them and talking with them beforehand just makes the work experience better. It makes it less like work and cooler, more like a group project."

- M, 22

if connections are so important, then

Who do Gen Z most want to form connections with?

What is important to Gen Z when making connections?

Why do workplace connections have a different meaning for Gen Z?



COVID disrupted Gen Z professional and personal growth, fueling desires for both professional and social connection in the workplace.

78% of 18-24 year olds reported that their professional lives were impacted by COVID, in a study by the ADPRI.¹

But what often gets overlooked in these studies is that the workplace also offers social connections. For a generation that lost pivotal high school and college years from the pandemic, these social opportunities in the workplace cannot be overlooked.

While logistics was the #1 answer option (see expectations section), **45%** of Gen Z selected either a group chat or a full company event, showing just how important it is to develop those connections in the workplace.

"My favorite internships were the ones where I got to meet the most people"

-F, 22

"We weren't even sure if it was going to be in person, so the virtual communication aspect of it was very important. I'm very glad that we did because it made it so I kind of knew some of the people coming in."

- M, 22

What would be most beneficial to you before starting a new internship?

group chat with other new people **30%**

info on housing and the location **20%**

logistics on materials, onboarding, etc **38%**

a full company event **15%**

n=401 respondents

P5 in appendix

A group chat with other new people and a full company event were favored over logistics on materials, onboarding, etc., showing that connections can be equally or even more important than information providing clear expectations and transparency.

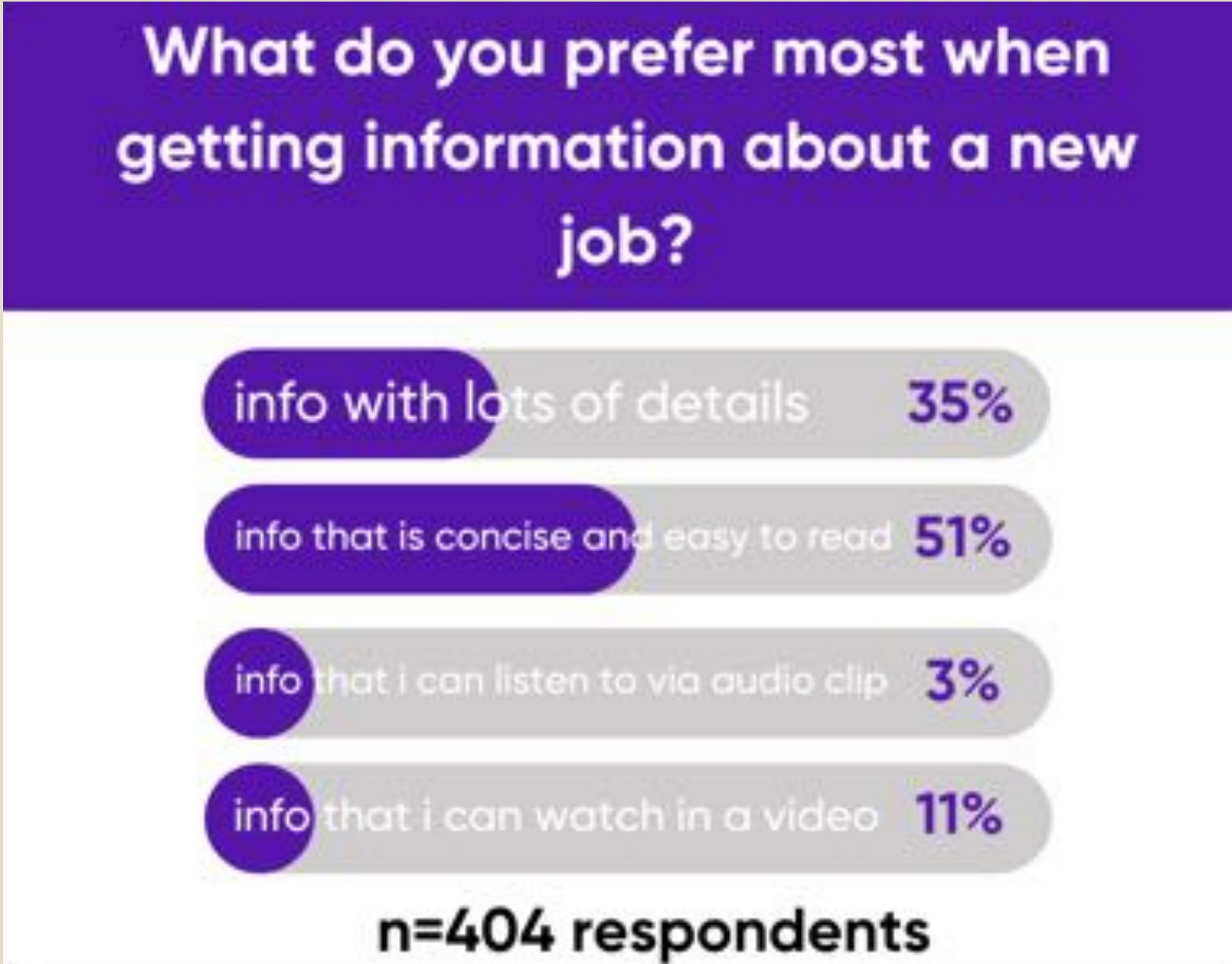


Change in action: communicating with Gen Z in the workforce

How can organizations appropriately communicate with this generation to begin enacting change?



Despite being digital natives, Gen Z prefers workplace info that is concise and easy to read over video or audio formats.



P7 in appendix

In 10 interviews we asked Gen Z'ers how they prefer to communicate with employers.

Overall, Gen Z prefers written electronic communication through email, Slack, Microsoft Teams, or another similar platform.

"I prefer email over a phone call, I feel like I can gather my thoughts before I respond to it. I can think about what I want to say and then respond"- F, 24

"I think group chats that have a distinctive reply function can be helpful. So like things like Slack, or WeChat, or WhatsApp do that, and iMessage does that as well now" - F, 22

Written information gives Gen Z the ability to consume on their own terms, and refer back to important information when needed.



GEN Z COMMUNICATION PREFERENCES

To stand out when recruiting Gen Z, follow up ASAP after an interview

During the interview process, Gen Z wants to be in contact with an employer as soon as possible following the interview. Waiting a long time after an interview creates additional anxiety and stress for Gen Z. .

Here is what Gen Z'ers have to say about when they wanted communication after an interview:

"Immediately after I want a timeline for hearing back"- F, 22

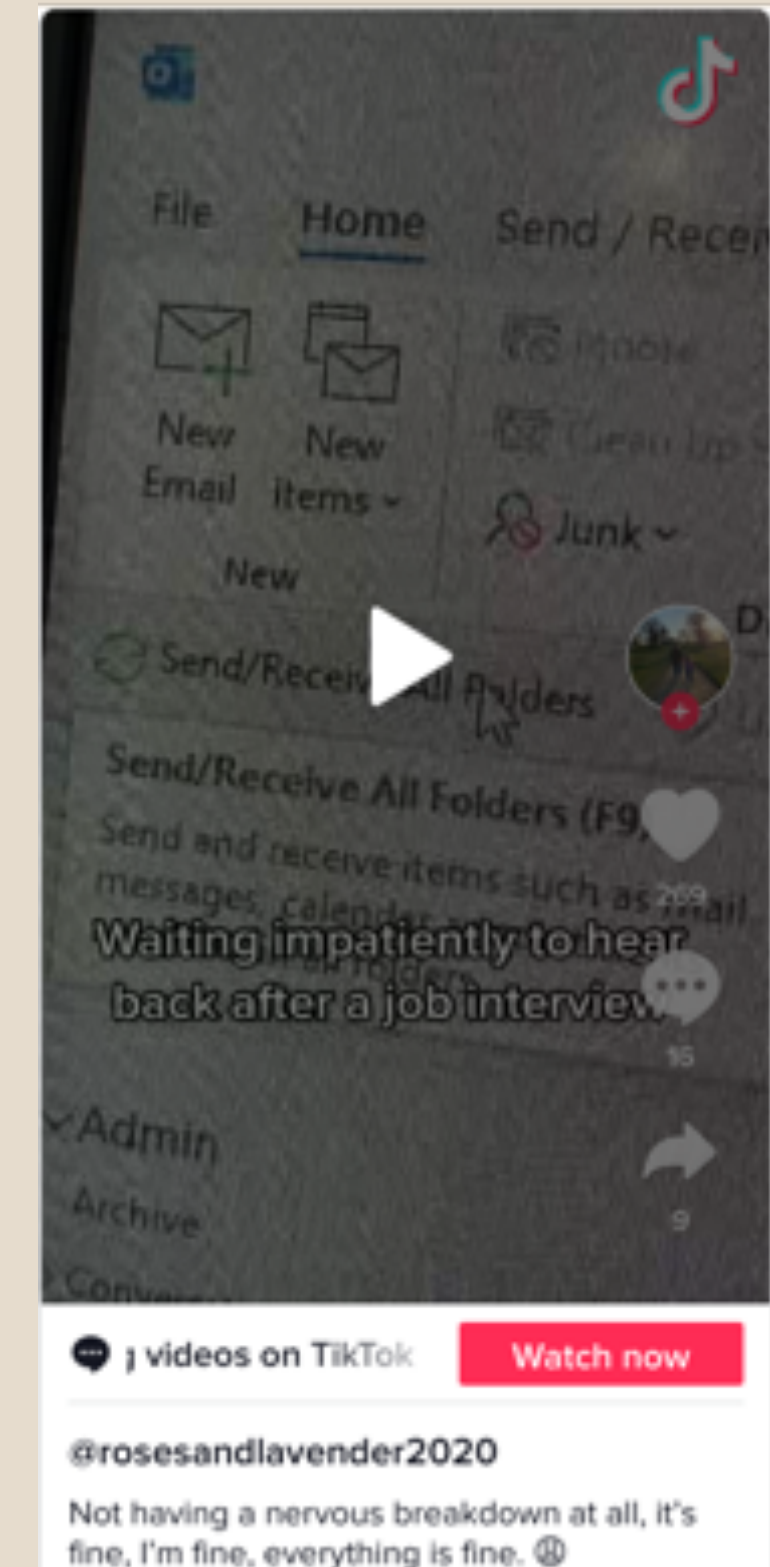
"I want to hear back within 1 day"- F, 23

"After an interview I want to hear back within a day or two"- M, 22

"ASAP- I do not like a lot of time between"- M, 23

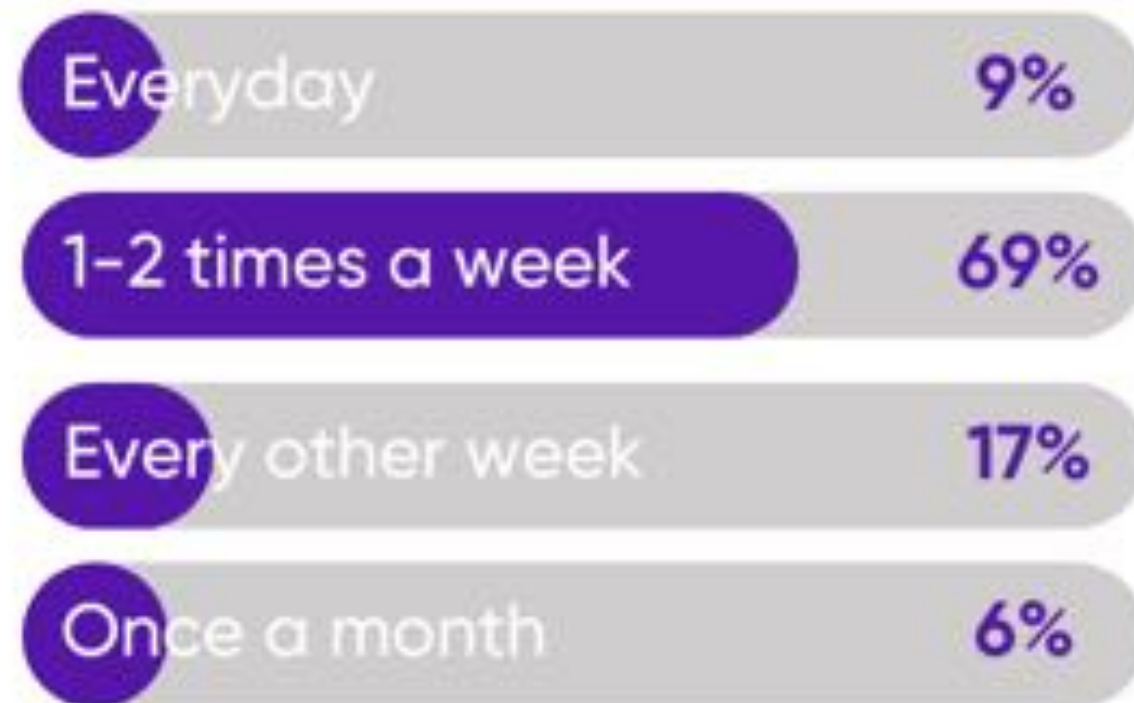
"1-2 weeks after interview for contact"- F, 22

"I prefer to hear back within a 2-week window"- M, 23



Frequent and intentional contact before starting a new job helps Gen Z feel welcomed and ready to join.

How often do you want to hear from your new employer prior to starting a job?



n=418 respondents

Weekly contact with Gen Z before starting a new job helps to create feelings of excitement and enthusiasm for the job for Gen Z'ers, without leaving them feeling overwhelmed.

"The more I hear from (a company), the more enthusiastic and happy they seem to be that I'm coming on the team"- F, 24

"Important to have constant communication without bombarding me"- F, 23

Before starting fulltime job, "I would have liked a little newsletter to be kept in the loop"- M, 22



Daily check-ins help facilitate all 4 of the key tenets.

While working at a job or internship, Gen Z wants to check in with their supervisor every day. Daily check-ins help to facilitate each of the 4 key tenets; creating clear expectations, being transparent with feedback and opportunities for growth, respecting contributions and strengthening social connections.

Here is what Gen Z'ers have to say about communication once starting a job:

"I need to be in contact everyday, let me know what to do and see what else needs done. Constant communication. Line out a plan"- M, 23

"Someone who directly oversees me should often check in, like an open line of communication every day or every other day."- M, 22

"If in person I would want to see someone every day, if virtual or hybrid at least twice a week follow ups, once a week isn't enough, daily would be best"- F, 22

"Daily check ins with a supervisor make me feel more supported"- F, 22

"Daily-2 times a week contact. I want to feel a part of the team."- F, 22

"Every time I'm online I want to be in contact with someone"- F, 23



Gen Z is distracted by design; effective workplace communication is written, frequent and intentional.

With screen time doubling that of millennials, rates of diagnosed ADHD and ADD at all-time highs (and undiagnosed attention deficits likely affecting more), communicating with Gen Z is a difficult challenge for many employers. The Gen Z world is distracted by design; social media intentionally targets our eyes, and to create effective, memorable and useful communication in the workplace, it should be written, frequent and intentional.

The average Gen Z mobile screen time in 2021

6 hours and 48 minutes

which is

2.9x Boomers

2.3x Gen X

1.9x Millennials

source: The Gen Z Screen Time Report by dcdx

Attention deficit is on the rise

+31%

increase in *diagnosed* ADHD from 2011 to 2017 among Americans aged 2-18 (*Additude*).



Takeaways and the future of the workplace



Key takeaways / cheat sheet

Expectations

1. Establishing clear expectations enables Gen Z to prepare for the challenges they may face in the workplace.
2. Gen Z wants clear expectations on day-to-day responsibilities, long-term objectives, and the real time commitment required for the job.
3. Why? *Clear expectations create an internal locus of control for Gen Z and contribute to higher levels of mental and emotional stability in the workplace.*

Transparency

1. Gen Z wants to see transparency in timelines, salaries, and opportunities for growth.
2. Salary transparency holds the #1 influence on job decisions for Gen Z.
3. Transparent employers play helpful roles in the Gen Z recruitment process.
4. Why? *Transparency relieves stress for Gen Z because it takes away the worry for what the future will hold.*

Respect

1. Workplace respect for Gen Z means honoring boundaries, valuing contributions and protecting mental health.
2. Work-life balance is a critical part of Gen Z's desire to feel respected in the workplace.
3. Respecting Gen Z means not only showing them you value their work, but also giving them reasons to value the work they do.
4. Why? *Respect in the workplace promotes positive mental health for a generation facing a daunting mental health crisis.*

Connections

1. Gen Z highly values social workplace connections.
2. Gen Z look to learn more about a co-workers personal life than their professional life.
3. Why? *COVID disrupted professional and personal growth, creating strong needs for both types of workplace connections.*

Communication

1. Despite being digital natives, Gen Z prefers workplace info that is concise and easy to read over video or audio formats.
2. To stand out when recruiting Gen Z, follow up ASAP after an interview
3. Frequent and intentional contact before starting a new job helps Gen Z feel welcomed and ready to join.
4. Daily check-ins help facilitate all 4 of the key tenets.
5. Why? *Gen Z face an information overload crisis.*



The Future of the Workplace

Reports on the future of work tend to focus on the logistics; remote vs hybrid vs in-person, automation and AI, etc. We base our predictions on the 4 core tenets that Gen Z are using to drive generation-wide changes in the workplace.

The workplace of the future is shaped equally by employees and employers.

There has been a shift in power since Gen Z began entering the workforce from employer to employee. Demands for clear expectations, transparency, respect and connection will cause workplaces unwilling to adapt to lose access to high quality talent.

The workplace of the future plays a pivotal role in addressing the mental health crisis.

With a third of life spent in the workplace, the ability of these spaces to impact the current mental health crisis is unparalleled in magnitude. Workplaces not only have the ability - they have the *responsibility* - to reverse the trend, and create spaces that build strong work life balance, facilitate social connections inside and outside of work, and give Gen Z opportunities to passionately remove themselves from the toxicity of being constantly online.



Appendix



Methodology

dcdx conducted both the quantitative and qualitative research for this report. The qualitative and quantitative sample of respondents was collected through The Loop, dcdx's in-house network of 75,000+ Gen Z'ers.

Funding for this research was provided by Abode, who were not permitted to approve findings from the research and were contractually prevented from having any edit privileges or contingencies over the report. While some of the findings of this study aligned with Abode's vision of recruiting and retaining Gen Z, this research aimed solely to deeper understandings of the ways in which companies can more effectively recruit and retain Gen Z talent in the workforce, and was not aligned to any one vision for the current state of or the future of work.

While the possibility always exists for bias in commissioned research, both Abode and dcdx sought to ensure the accuracy and objectivity of these findings that we believe to be novel, accurate, and generalizable.

Qualitative methodology:

- Social listening and secondary research
- 10 interviews
- 3 open ended questions
- Case studies

Quantitative methodology:

- 10 multiple choice poll questions



Appendix

Interviewee demographics

Total interviews: 10



Open ended/poll respondent estimated demographics

Estimation Method

Sampling method:

Non-probabilistic sampling

Type of non-probabilistic sampling:

Layered river sampling

% of estimated respondents between

14-26:

99%

Sample Demographics

Sample demographic estimates are collected quarterly and used to estimate both the broader population data and enable subgroup sampling estimates.

Age

Average: 21.7

Median: 23

Range: 19-24

Gender identity

Non-binary: 1.4%

Female: 47.5%

Male: 51.1%



Appendix

Poll 1: Which of the following would improve the interview process the most?

- 12.37% (71) A space dedicated to info about the company and role
- 11.50% (66) A personal note after the interview
- 31.53% (181) Tips from someone who was in your spot and got the job
- 44.60% (256) Full transparency on next steps and timeline

574 responses

15.80% response rate

Poll 2: What would benefit you the most during an internship?

- 38.05% (183) more networking opportunities
- 17.67% (85) more 1:1 check-ins with your supervisor
- 17.05% (82) more recognition for your work
- 27.23% (131) clearer responsibilities and goals

481 responses

21.78% response rate

Poll 3: What would encourage you most to return to a company after an internship?

- 17.14% (85) the company culture
- 16.53% (82) good relationships w/ co-workers
- 24.40% (121) knowing the company truly values you
- 41.94% (208) genuinely liking the job

496 responses

22.22% response rate

Poll 4: Who would you most want to communicate with before starting a new job?

- 58.68% (257) Members of the team you'll be joining
- 11.42% (50) Other new hires
- 23.52% (103) Direct supervisor
- 6.39% (28) Designated HR contact

438 responses

18.82% response rate

Poll 5: What would be most beneficial to you before starting a new internship?

- 29.94% (104) group chat with other new people
- 20.20% (81) info on housing and the location
- 38.40% (154) logistics on materials, onboarding, etc
- 15.46% (62) a full company event

401 responses

18.03% response rate

Poll 6: What are you most interested in learning about before starting a new job?

- 40.72% (169) day to day expectations
- 15.90% (66) opportunities for growth
- 40.72% (169) salary and benefits details
- 2.65% (11) PTO information

415 responses

20.31% response rate

Poll 7: What do you prefer most when getting information about a new job?

- 34.90% (141) info with lots of details
- 50.74% (205) info that is concise and easy to read
- 3.22% (13) info that i can listen to via audio clip
- 11.14% (45) Info that i can watch in a video

404 responses

18.63% response rate



Appendix

Poll 8: How often do you want to hear from your new employer prior to starting a job?

- 8.61% (36) Everyday
- 69.38% (290) 1-2 times a week
- 16.51% (69) Every other week
- 5.50% (23) Once a month

418 responses

24.23% response rate

Poll 9: Before starting a new job, it is important to have clear expectations of the role.

- 88.10% (370) Strongly agree
- 9.76% (41) Somewhat agree
- 0.95% (4) Somewhat disagree
- 1.19% (5) Strongly disagree

420 responses

23.62% response rate

Poll 10: I will accept a job I don't like because the salary is good.

- 14.36% (106) Strongly agree
- 54.34% (401) Somewhat agree
- 21.41% (158) Somewhat disagree
- 9.89% (73) Strongly disagree

738 responses

30.81% response rate

Open ended 1

What is one thing you wish every company told you before working there?

50 responses

4.1% response rate

Open ended 2

What is the #1 factor influencing your decision on accepting a job offer?

187 responses

4.71% response rate

Open ended 3

What is the most important thing you want to know about a new coworker?

112 responses

4.81% response rate



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