



*From the 2022 Hireology Applicant Study*

# Gen Z: Definers of the New Workplace



By the end of 2022,  
Gen Z is predicted to make up  
36% of the modern workforce  
— a look at how to meet the  
needs of this generation

# Introduction

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For the first time in modern history, there are currently five generations active in the workforce. The newest addition to the workforce has been that of Generation Z — Gen Z, for short. These workers are 25 years old and younger and fresh to the labor market. Despite their brief time on the market, these applicants have forged their own path — complete with distinct differences from their predecessors.

While many of today's workers have reassessed their relationships with work, the newest generation to join the labor force have little to no prior experience in the traditional workplace for comparison. The revolutionization of the workplace was already taking place when the pandemic began in 2020, making the results that we see today a long time coming. Gen Z's predecessors came to the realization that they could work at jobs they love while making a liveable salary without sacrificing their personal lives or passions; this shift in perspective has led to Gen Z being able to reap all of the hardwon rewards that previous generations worked so hard to achieve. For Gen Z, there is no concept of work/life balance — instead, their adult lives have been a kaleidoscope of their personal life and work.

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While Gen Z is experiencing all of the benefits from the evolution of the workplace, the job market is even more heavily angled in their favor. There are so many options for employment that they can choose to be picky about what roles they take on — even as entry-level employees. Between the red hot economy, the Baby Boomer's mass exodus from the workforce as they retire, and the saturation of gig economy opportunities, there are around two vacant positions for every current job seeker.

With this in mind, Gen Z will soon take over as the most densely populated generation in the workforce, especially as the Baby Boomers we mentioned earlier ease out. Whether businesses are ready for it or not, this means that there will be an even greater need to cater to the melting pot of workers in the labor force in order to capture their share of top talent. Different approaches to attract applicants and convert them to new hires, complete with the benefits and perks that Gen Z places high emphasis on, will be necessary to competitively hire.

It's important to keep these findings in mind since Gen Z is the future of the workplace; in a short time, they will make up the bulk of the labor force. In this sense, getting ahead of the curb by adjusting your hiring approach now can alleviate future strains.

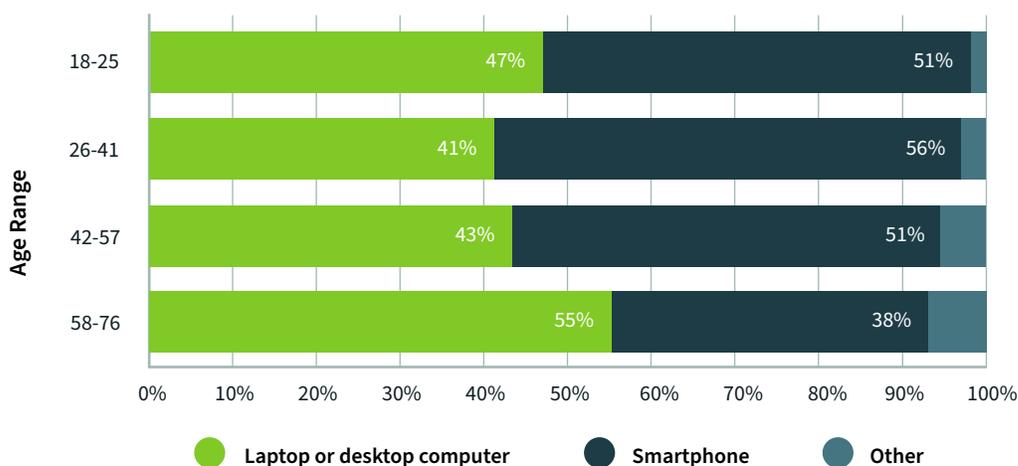
# How Gen Z's expectations for work and the job search differ from other generations

## Mobile-friendly applications are a must

While many in the hiring industry have predicted this day would come, Gen Z is the first generation to have a 50/50 split when it comes to submitting applications. Approximately 50% of Gen Z job seekers rely exclusively on applications that are mobile-friendly, which is impressively more than any of the preceding age groups. Of the individuals who responded to our applicant survey, 40% of Gen Z-ers admitted to not finishing an application because it was too difficult to complete on their phone; this is in stark contrast to previous generations, who typically prefer applying to positions on computers anyway.

Applications that can be submitted on phones typically do not require resumes, cover letters, or other documents that are difficult to access on mobile devices. Instead, when companies choose to **optimize their applications**, they only seek the bare minimum from applicants — think name and contact information — since everything else can be gathered later in the interview process.

Percentage of respondents per generation who used a smartphone or computer to submit an application



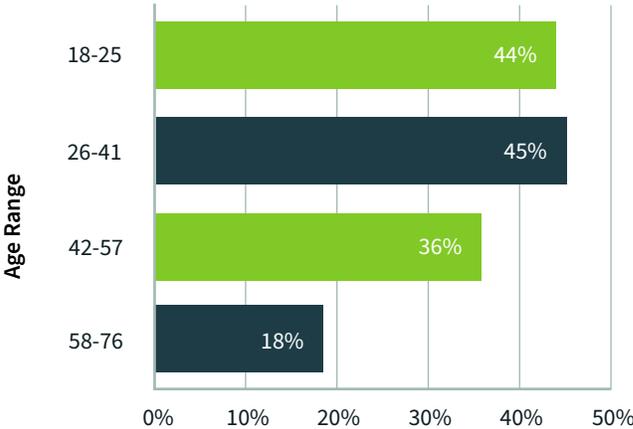
# Growth and company culture hold more weight

One of the more interesting findings from the 2022 applicant study was that while flexibility is important to Gen Z, they are more concerned with the ability to grow in their careers and the overall company culture of potential employers than previous generations. While pay range and flexibility are still very important to Gen Z job seekers, it's important to remember that they're not going to apply for positions that are wildly out of their comfort zone or sell themselves short. More so than any other generation, hiring managers need to ensure that the promises made in job descriptions transfer to the interview process as well since Gen Z looks at all aspects of the hiring process holistically.

Instead, the trends that we're seeing are that the ability to grow in their careers at companies is initially what determines where Gen Z submits applications if the job description matches all of their "must-haves" — salary and flexibility included. In fact, our survey indicated that Gen Z were up to a third more likely to apply to positions with the promise of available **career pathways** than any other generation.

What ultimately sways candidates to accept or decline positions, on the other hand, is what they can glean of the **company culture** from a variety of sources, including the interview process itself, the company's career site, and any additional research they conduct online. Nearly 40% of Gen Z respondents said that they would rather stay in a position that provided more meaningful work rather than accepting a higher paying role. During the interview process, candidates can tell when the employees they interact with actually enjoy working for the company. The way that hiring managers present themselves and speak about the organization and other coworkers or departments (including what's not said) helps Gen Z decide whether they align with the business.

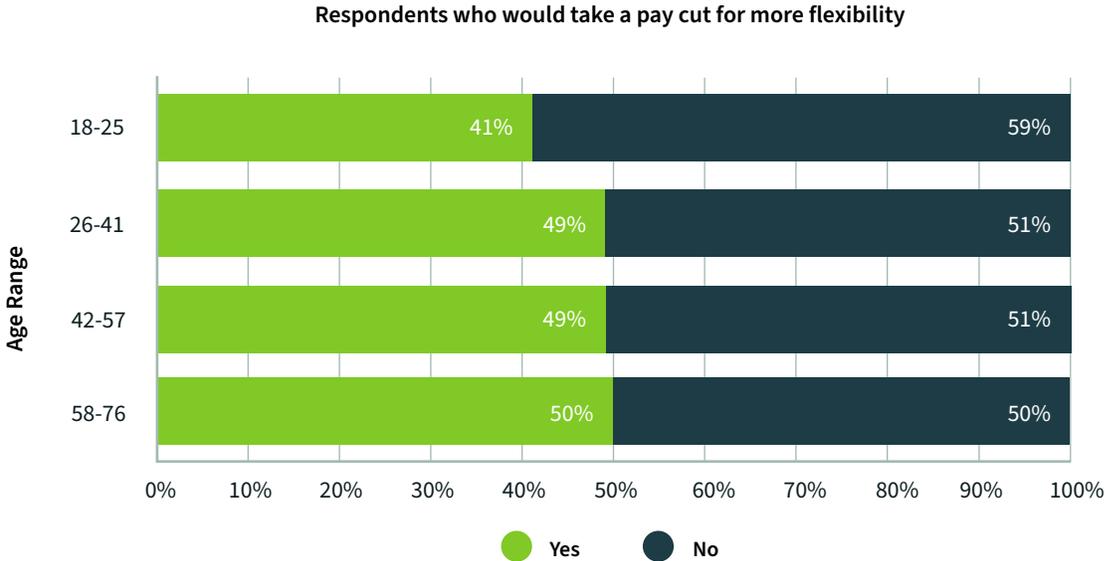
Percentage of respondents who chose career growth when asked what would keep them at a lower paying job



# They're less interested in flexibility than other generations

Interestingly enough, Gen Z reported being 10% less than interested in flexibility as a perk to *offset competitive pay* than other generations. While we didn't ask them to go into detail about their reasons why, one can assume that remote work and flexible schedules aren't much of a priority due to their young age, general lack of children, and less responsibilities on their shoulders that older generations typically have.

This lack of interest in flexibility is why it's so imperative to have a great company culture, along with providing available career pathways so that the younger generation feels confident in their decision to work for your business. If you want to attract top talent and convert them to your newest hires, you need to speak their language in the workplace — and that means offering them what they really want, rather than what has worked for other age groups.

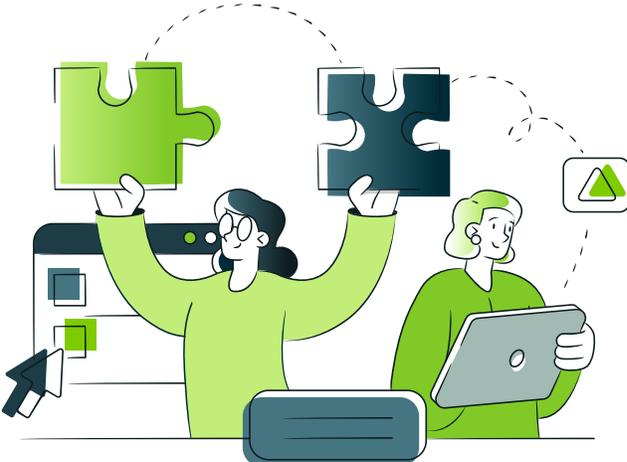
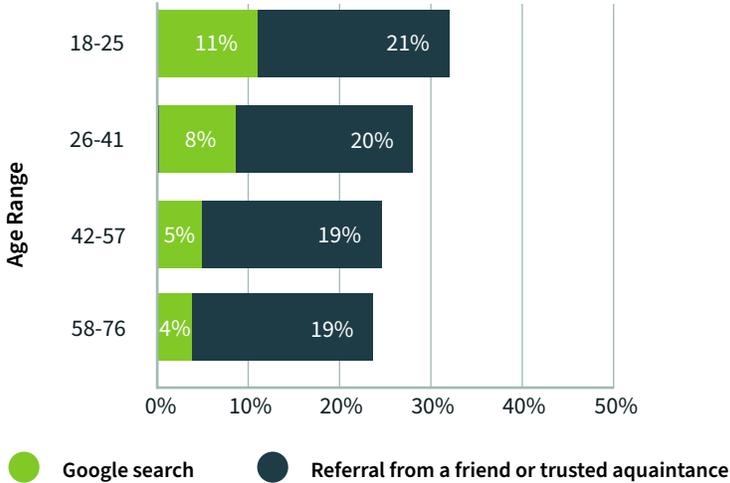


# Gen Z is more likely to find roles through Google and friends than any other age group

Gen Z appears to have moved away from traditional applicant sourcing methods like job boards. In fact, they were the least likely out of all the age groups to have found their last role on job boards.

Instead, 11% of respondents used Google to find new roles. For those seeking to have a competitive hiring edge, this means that honing your job description SEO tactics should be top priority if you want to get your roles in front of the youngest generation. Another generational difference we noticed amongst respondents was that a little over a fifth (21%) found their current roles through a friend. If your company hasn't revamped your employee referral program lately, you're likely missing out on quite a bit of top talent that you already have an in with — the friends, former colleagues, and acquaintances of your top performing employees.

Respondents who found their current roles through Google or friends



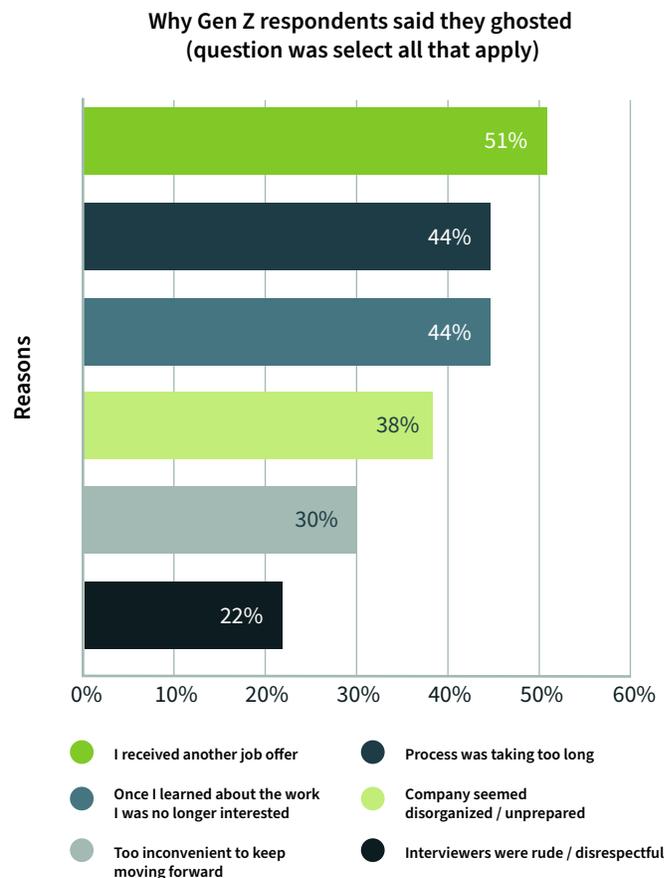
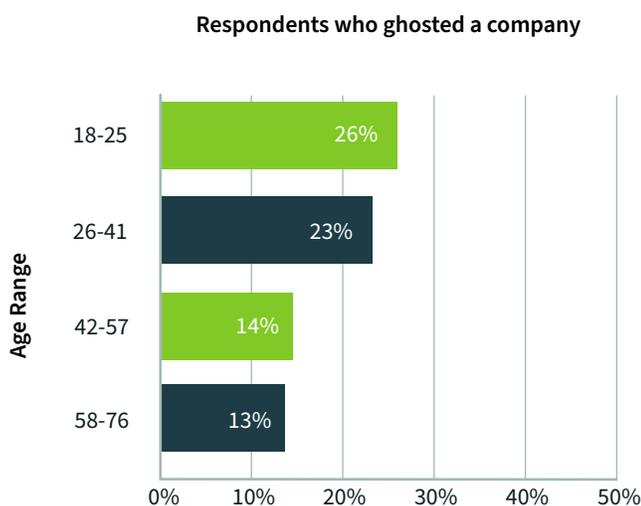
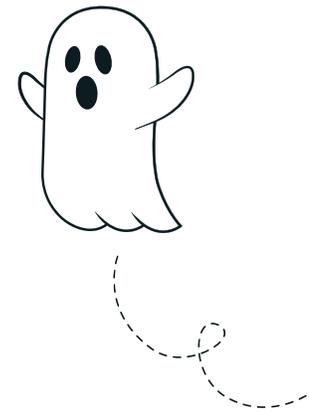
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## They're more likely to ghost

Of the four prevalent generations in the workforce, Gen Z is more likely to ghost a job interview than any other age group. In this recent study, 26% admitted to ghosting a company during the interview process.

According to respondents, half received another job offer during an interview process with another company. In past studies, it's become clear that the longer candidates are stuck in the hiring process, the less likely they are to accept a position. If your hiring process takes longer than two weeks from initial application to an offer, you could be losing up to 50% of the top talent that were initially interested in your roles.

What's more, 44% answered that they became uninterested in the position after they learned more. As we mentioned earlier, candidates can glean a lot of information from interactions with hiring managers and others during the hiring process. If they detect that the company is disorganized between interviews or impersonal in their approach, they will make assumptions about the company's culture overall that could deter them from continuing with the process.



# Key Takeaways

- Gen Z still wants you to lay out all of the benefits and perks that come along with a role at your company, but to really entice them you need to pay special attention to your culture and growth opportunities.
- While diversifying your applicant sources is still a strategy that needs to be implemented, enhancing your SEO tactics are very important to reach more Gen Z applicants since they typically use Google to find roles.
- If you haven't already done so, you need to make your applications mobile-friendly as quickly as possible since a little over half of Gen Z apply to positions on their smartphones.
- To avoid a Gen Z applicant ghosting your company, make sure that your hiring process is as efficient as possible.

With every new addition to the workforce, there are bound to be changes made to the hiring process — especially if you approach this aspect with a people-first mentality. To see how claiming your business's share of Gen Z workers can be made simpler, [schedule a demo today!](#)

## About Hireology

Hireology is an all-in-one recruiting, hiring, and employee management platform that empowers decentralized businesses to build their best teams. The company equips HR and business leaders with the support and tools needed to manage the full employee lifecycle — from pre- to post-hire — in one seamless platform.

With focused expertise across several industries — including retail automotive, healthcare, professional and consumer services, and hospitality — more than 7,500 businesses rely on Hireology for their hiring, HR, and payroll needs, putting people at the center of their organizations. For more information, visit [www.hireology.com](http://www.hireology.com).

