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Have no fear, GEN Z IS HERE!



Finally, the HEAT is off Millennials

There's a new generation in town and they think their presence is going to improve the workforce.

71%

of Gen Z said that their presence in the workforce will make it better.

Meanwhile, their parents aren't as confident.

ONLY

32%

of Gen Z parents said their children's presence in the workforce will make it better.

40%

of parents to Gen Zers warned that their children are lazier than Millennials.

What Will the Job Market Be Like In 2018?

CONFIDENCE IS KEY WHEN IT COMES TO LANDING A JOB.

63%

of job seekers said it will be harder to find a job in 2018.

Young, Naive and... Confident.

42%

of Gen Z say their job prospects are promising

33%

of Gen Y say their job prospects are promising

30%

of Gen X say their job prospects are promising

25%

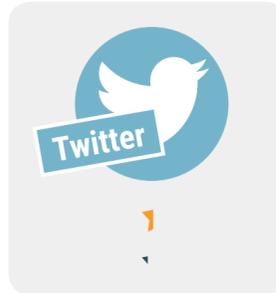
of Baby Boomers say their job prospects are promising

TO RECRUIT GEN Z, Recruiters Will Need a New Bag of Tricks

They don't value the same things as their older co-workers.

With new tools popping up to make recruiting the best people easier, what communication methods do job seekers prefer?

★ Gen Y, Gen X, & Baby Boomers
★ Gen Z



The most IMPORTANT workplace factors to JOB SEEKERS

- 1 Strong Leadership Team
- 2 Competitive Salary with Bonuses
(Gen Z ranks salary 4th.)
- 3 Great Benefits
- 4 Present and accountable coworkers
(Bob Who? I haven't seen him in weeks.)
- 5 Flexible work hours and schedule
- 6 An innovative and exciting office space
(Those fancy workspaces...are they worth it? They are to Gen Z who rank this job factor 2nd.)

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Source: A Nexxt survey of 3,890 job seekers from December 16 to December 19, 2017.

Contact: Julie Shenkman at media@nexxt.com