

GEN Z CAN BE A LOYAL WORKFORCE, BUT HOW DO YOU MAKE SURE THEY WANT TO WORK FOR YOU?



Gen Z are a big cohort that cannot be ignored – they make up roughly 20% of the population and will soon be over a quarter of the active workforce. It is no surprise that employers are keen to understand the needs of this cohort, and how their attitudes and opinions on working will shape the workplace of tomorrow.

Their experiences so far haven't removed their optimism, and many are looking forward to experiencing the workplace they have heard about from their older peers. Although 1/3 of Gen Z are actively looking for a new job this figure is the same for Millennials.

The majority are optimistic about their future career and will reward a company that meets that optimism with loyalty. Highlighting why you deserve loyalty will be key in attracting talent, and there are four main aspects they look for in a role:

THEY WANT TO FIND SOMEWHERE THAT WILL SUPPORT THEM IN GROWTH

The covid-19 pandemic has had a huge impact on their career, perhaps more than any other generation. They worry they have missed out.



**83% OF GEN Z SAY THAT THE
PANDEMIC HAS LEFT THEM
FEELING LIKE THEY MISSED
OUT ON A STAGE OF THEIR
CAREER VS 57% OF
MILLENNIALS.**

Often Gen Z and Millennials agreed on many workplace opinions and issues. But 60% of Gen Z we spoke to were either in their first ever full-time job or had never had a full-time job. The biggest differences in attitudes are being driven by Gen Z's lack of experience.

There is a high expectation for companies to have a genuine role in supporting those that work for them. After all they have been through it isn't surprising that 84% say they want their employer to support their mental health at work.

[Source: LADnation Survey, May 2022, Sample = 1,519, UK 18+]

THEY WANT TO SEE THAT THEY CAN BUILD GENUINE CONNECTIONS AND RELATIONSHIPS

They value being in the office for at least some of their working life - being at home all the time can lead to loneliness and boredom. Social connections have a large role to play for them whilst they build up their network and friendships.



**GEN-Z ARE 1.5X MORE LIKELY
THAN MILLENNIALS TO SAY,
'IN AN IDEAL WORLD, THE
PERSON I SIT NEXT TO AT
WORK WOULD BECOME MY
BEST MATE.'**

Less Gen Z than Millennials are able to agree that they 'have made friends at work... who are now friends for life.' because they haven't had the same scale of time and opportunity. This explains why 'spending time with their colleagues' is the biggest benefit chosen by Gen Z when talking about being in the office.

Clearly friendships and connection are a huge draw to a role and a career, and this is hard to replicate online. Half of them say that being lonely is the worst part of working from home – compared with 36% of Millennials.

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THEY WANT TO SEE PROGRESSION IN ROLES AND BE REWARDED FOR SUCCESS

Overall motivators are still led by money, but it is important to them that a company genuinely cares for them. Perks and benefits must come from a place of respect.



**77% OF GEN Z SAID SALARY
LEVEL WAS A REASON THEY
WOULD LEAVE A JOB.**

This shouldn't be surprising given what this generation have gone through. A major recession, Brexit, Covid-19. Several 'once in a generation' events have coloured how they view the world outside of themselves and given them an economic spectre ever present.

THEY WANT A GOOD WORK-LIFE BALANCE TO HONE THEIR OTHER SKILLS

The side hustle has always existed, Gen Z simple digitised it. Many of their side hustles are more like side haggles, with selling online being the most predominant.



**58% SAY THAT THEY FEEL
LIKE THEY ARE NOT
ACHIEVING ENOUGH IF THEY
SPEND THEIR FREE TIME
RELAXING, AND 25% OF GEN
Z SAY THEY CURRENTLY
HAVE A SIDE HUSTLE.**

Gen Z 'side hustles' are more likely to be online focused – mentions of TikTok, Vinted, Depop and Cryptocurrencies dominated conversation. For the Millennials, side hustles were often focused on developed skills, existing hobbies, or an expansion of their main job - the word 'freelance' came up much more frequently.

Due to their age and experience Gen Z have yet had the time to build up their skillset in the same way. But the digital world allows them to have a good work life balance for side hustles, therefore it amplifies their entrepreneurial spirit.

[Source: LADnation Survey, May 2022, Sample = 1,519, UK 18+]

WANT TO DO SOME RESEARCH INTO GEN Z? GET IN TOUCH WITH US TO DISCUSS HOW WE CAN USE LADNATION TO REACH THIS AUDIENCE AT SCALE.
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