

2022 Job Seeker Nation Report

Dynamic Motivations of Modern Workers



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Introduction

Each year, [Employ](#), the new parent company of [Jobvite](#), [JazzHR](#), and [NXTThing RPO](#), surveys U.S. workers for its annual Job Seeker Nation Report to understand the preferences and experiences of today's job seekers. Last year's report gave an inside look at the changing dynamics of the U.S. labor market as the country faced an unemployment rate of 6.2% and nearly 10 million people were unemployed.

One year later, the labor market has entered an entirely new reality as priorities and expectations in the workplace have drastically shifted. With millions of available jobs in the U.S. and talent who seek roles that better align with their requirements, workers are making it clear they want more from employers — and they feel empowered to ask for it. Today's job seekers are leveraging their upper hand to secure new jobs, higher wages, and better benefits.

Modern workers are so confident that nearly one in every three would quit a job without having another lined up, and nearly half are actively looking for a new job or plan to within the next year. While 62% of respondents are satisfied with their jobs, close to half remain open to other job opportunities. As a result, 40% of surveyed workers have experienced high employee turnover at their organization during the past year.

This job market shift has many organizations struggling to engage, attract, and retain top talent, and forgoing recruiting strategies that previously worked. Recruiters and employers must quickly adapt to the current reality of talent acquisition to remain competitive in today's labor market. This includes creating workplaces that align with job seekers' preferences and desires, while also being equipped with the right systems, tools, skills, and channels to effectively navigate the current reality.

The 2022 Job Seeker Nation Report enables job seekers, employers, and recruiting decision makers to understand:

- The changing reality of the job market during the past year
- How job market perceptions have shifted during the past year
- U.S. workers' attitudes toward their jobs
- The impact of organizational turnover on workers
- Top influences in accepting or rejecting a job offer
- The importance of the recruiter-candidate relationship
- Preferred communication styles, interview tactics, and platforms
- How today's job seekers are finding jobs and applying for them
- The effect of the current job market on salary and negotiations
- The significance of salary transparency among job seekers
- The essential role of company culture, remote work, and professional development
- Additional market findings and insights

Key Takeaways

Worker confidence is at an all-time high, with 35% of job seekers believing it's easier to find a job this year than the previous year and one-third feeling comfortable quitting a job without having another lined up. [\(Page 6 & Page 8\)](#)

Close to half of all surveyed workers are actively looking for a new job or planning to within the next year. Money is on their minds with half believing they could make more right now simply by switching jobs. [\(Page 5 & Page 18\)](#)

Engaging top talent requires delivering high-quality candidate experiences, yet recruiters still engage in practices that are frustrating to job seekers, including promoting too low-paying jobs, not being responsive to prospective candidates, and posting deceiving job descriptions. [\(Page 6\)](#)

With only 37% of workers feeling like they are paid fairly, employers who fall short on compensation expectations may see an increase in turnover as it was the most significant factor among workers who left a job in the past year. [\(Page 9 & Page 25\)](#)

A good employee onboarding experience is critical as one in every three new hires today will leave a job in the first 90 days. [\(Page 9\)](#)

Internal mobility lacks emphasis, as 54% of workers who are actively looking for a job have not looked at their current company for a new position. [\(Page 5\)](#)

As more companies determine their return to workplace plans, nearly half of all workers are willing to accept a lower salary to work remotely and 30% say their ideal work situation/set up is 100% remote. [\(Page 20\)](#)

As 40% of workers report high employee turnover at their organization and an increase in their workloads, they are feeling increased stress levels and burnout. However, the number of employers offering mental health benefits and resources is at the lowest level in the past three years. [\(Page 8 & Page 26\)](#)

About the Study

Using internal and trusted partner resources, thousands of adults were randomly invited to participate in this interactive survey. Each invitation was password coded and secure so that one respondent could only access the survey one time.

Based on census data, voter registration figures, CIA fact books, and exit polls, Zogby Analytics, an interactive research partner, used complex weighting techniques to best represent the demographics of the population being surveyed. Weighted variables may include age, race, gender, region, party, education, and religion.

The final sample consisted of 60% full-time workers and 59% of workers with college degrees, covering a variety of industries. Thirty-nine percent of respondents have children under age 18 living in their households, and 40% are currently frontline or essential workers.

Based on a confidence interval of 95%, the margin of error for 1,514 respondents is ± 2.5 percentage points. This means that all other things being equal, if the identical survey were repeated, its confidence intervals would contain the true value of parameters 95 times out of 100.

Subsets of the data have a larger margin of error than the whole data set. As a rule, Zogby does not rely on the validity of very small subsets of the data, especially sets smaller than 50-75 respondents. At that subset, Zogby can make estimations based on the data, but in these cases, the data is more qualitative than quantitative.

Additional factors can create error, such as question wording and question order.



Data snapshot

Frontline workers include, but are not limited to, healthcare workers, protective service workers (police and EMTs), cashiers in grocery and general merchandise stores, production and food processing workers, janitors and maintenance workers, agricultural workers, and truck drivers.

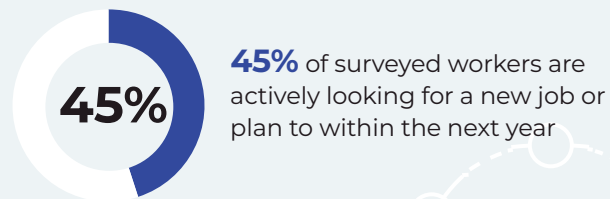
Source: [Essential and Frontline Workers in the Covid-19 Crisis](#)



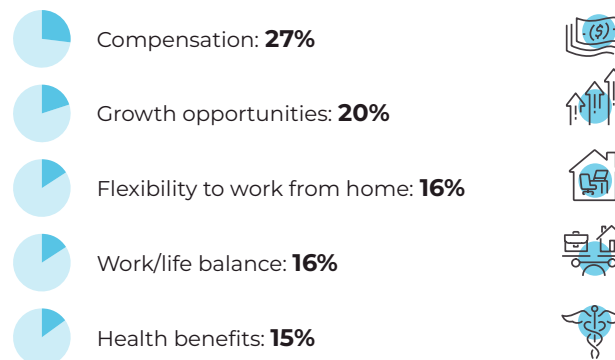
A Changing Reality

Keeping a lookout for new job opportunities

Looking for a new job

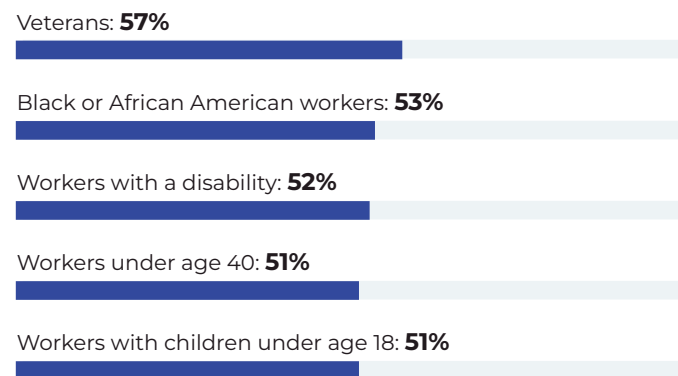


Top factors for actively looking for a new job



Workers more likely to be actively looking for a new job or planning to within the next year

Employers need to assess if their systems and processes limit advancement opportunities for talent across the board.



Data snapshot

Just two years ago, according to the [2020 Recruiter Nation Report](#), 35% of recruiters ranked internal hires as the top-rated source for hiring. The drastic changes that have occurred since this time show the considerable differences that now exist for finding and hiring top talent.



A Changing Reality

Keeping a lookout for new job opportunities

Industry breakdown

Workers more likely to be actively looking for a new job or planning to within the next year



Technology: **53%**



Manufacturing: **49%**



Education: **48%**



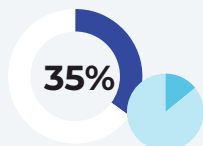
Retail services: **46%**



Finding a job



38% of workers believe it is now harder to find a job than it was last year, compared to **69%** who thought this in 2021



35% think it could become easier to find a job in 2022, versus **14%** who said they think it could become easier in 2021

The most frustrating aspects of the job search



Jobs that are too low-paying: **46%**



Not getting any interviews after applying for jobs: **42%**



Non-responsive employers and hiring managers: **35%**



Difficulty finding the right jobs to apply for: **31%**



The stress of the job-seeking process affecting mental health: **28%**



Being judged by algorithms rather than a recruiter or hiring manager: **28%**



Deceiving job description: **27%**



Not enough jobs in the preferred profession: **26%**



Writing and updating job materials: **20%**

Job Satisfaction

Satisfied workers want more from employers

Job satisfaction

62%

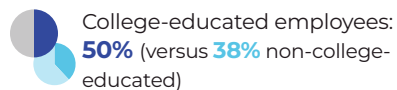
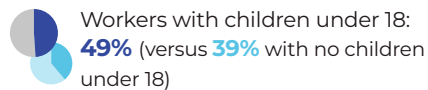
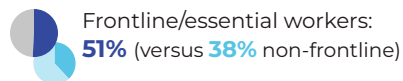
of workers are satisfied with their jobs



However, **43%** remain open to other job opportunities despite their satisfaction



Workers most satisfied with their current job yet open to other possibilities



Industry breakdown

Workers in the technology industry led all other industries in being satisfied yet open to other job opportunities at **54%**.



Organizational Turnover

32% of workers would quit a job without having another lined up

The impact of employee churn



40% of workers report high employee turnover at their organization over the past year



40% also report their own workload increasing due to high employee turnover



This has led to an increase in stress levels and feelings of burnout in **78%** of workers



56% of workers who experienced high employee turnover did not receive an increase in payment or salary to compensate for the workload increase

Data snapshot

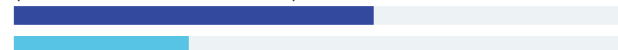
The impact of employee churn aligns with the [2021 Recruiter Nation Report](#) finding that **59%** of recruiters believe their organizations have experienced increased turnover since the onset of the pandemic.



Job seekers most likely to report working more in the past year because of high employee turnover



Frontline/essential workers: **58%**
(versus **28%** non-frontline)



Veterans: **53%**
(versus **39%** non-veterans)



Workers with children under 18: **51%**
(versus **34%** with no children under 18)



Workers under 40: **46%**
(versus **34%** over 40)



Industry breakdown

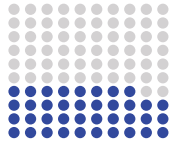
Perhaps unsurprising, **54%** of workers in the healthcare industry reported working more in the past year due to high employee turnover, higher than any other industry.



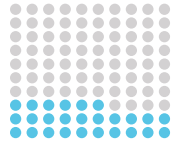
Organizational Turnover

32% of workers would quit a job without having another lined up

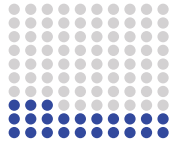
Top reasons for leaving a job in the past 12 months



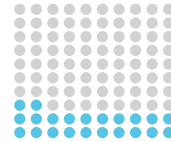
Compensation: **38%**



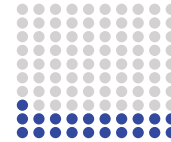
A need for change: **26%**



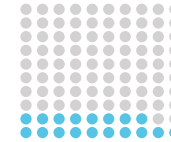
Poor work/life balance: **23%**



Limited or no growth opportunities: **22%**



Poor company culture: **21%**



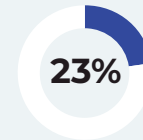
No flexibility to work from home/remotely: **18%**

90 days or less



30% of workers have left a job within the first 90 days of starting

Switching industries



23% of respondents have changed industries since the onset of the pandemic

Top reasons for leaving a job within the first 90 days

The day-to-day role was not as expected: **41%**

Incident or bad experience: **35%**

Company culture was not as expected: **34%**

Unsatisfactory company leadership: **32%**

Top reasons for switching industries



Higher pay: **40%**



Toxic work environment/culture: **20%**



Better work/life balance: **31%**



Ability to work remotely: **20%**



Better benefits: **21%**



Ability to physically go into a workplace: **11%**

What Workers Want

Key considerations job seekers have on their radars

Top influences in accepting a job offer or not

	2022	2021
Overall compensation: 53%	53%	38%
Work/life balance and flex-time, vacation time, or proportion of work-to-time-off: 30%	30%	24%
Company location(s) and facilities, including accessibility and convenience: 29%	29%	34%
Company values and culture: 23%	23%	29%
Healthcare and other benefits: 23%	23%	22%
Quality of work: 22%	22%	21%
Job security: 22%	22%	26%

Industry breakdown

When deciding whether to accept a job offer, **39%** of healthcare industry workers factor healthcare and other benefits as one of their top three considerations — more than 10 percentage points higher than workers in other industries, especially the technology sector at **13%**.



Industry breakdown

How workers from different industries rank company values and culture in their decision to accept or reject a company



Technology: **33%**



Healthcare-clinical: **30%**



Hospitality and event planning: **29%**



Construction: **27%**



Education: **24%**



What Workers Want

Key considerations job seekers have on their radars

Top reasons for declining a job offer in the past 12 months



Compensation: **38%**

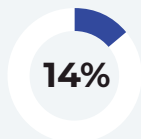


Location/geography: **27%**



No flexibility to work from home/remotely: **22%**

COVID-19 protocols



Only **14%** of workers said they have declined a job in the past 12 months due to limited or no COVID-19 safety protocols



In 2021, **58%** said they would decline a job offer if the employer did not have clear COVID-19 protocols in place



What workers want most from employers today

Higher compensation: **67%**

Flexibility and autonomy: **49%**

Long-term job security: **47%**

Praise, respect, and recognition: **39%**

100% remote work: **31%**

Promotions: **26%**

Learning and development opportunities: **26%**

Industry breakdown



56% of technology industry workers value flexibility and autonomy — nine percentage points higher than other industries



55% of manufacturing workers value long-term security — nine percentage points higher than other industries



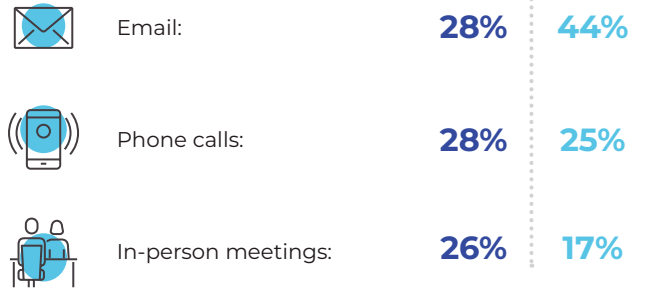
52% of clinical healthcare workers want praise, respect, and recognition from employers today

Preferred Communication

How candidates want to get in touch and “feel a vibe”

Preferred communication channels with a recruiter

Preference for email as a method of communication with a recruiter continues to decline:





Industry breakdown

Preferred communication methods with recruiters differ by industry. For instance, **40%** of workers in financial services prefer phone calls from recruiters, more than 10 percentage points higher than other industries.




Text messaging


 **42%** of workers have received a text message from a recruiter to schedule a job interview

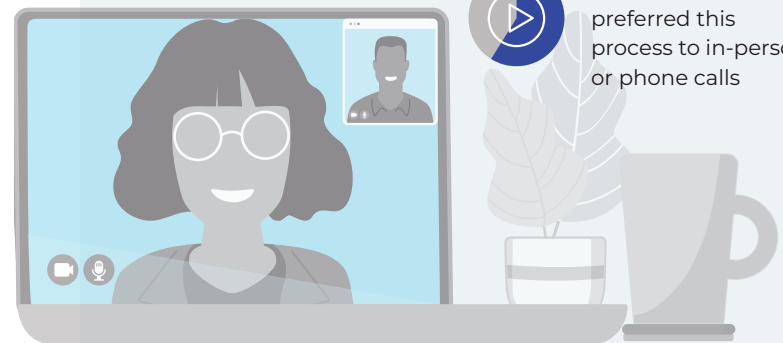
 Of those, **56%** preferred this process to scheduling interviews via email or a phone call



Video interviews

 **37%** of job seekers have been screened or interviewed by a recruiter using video

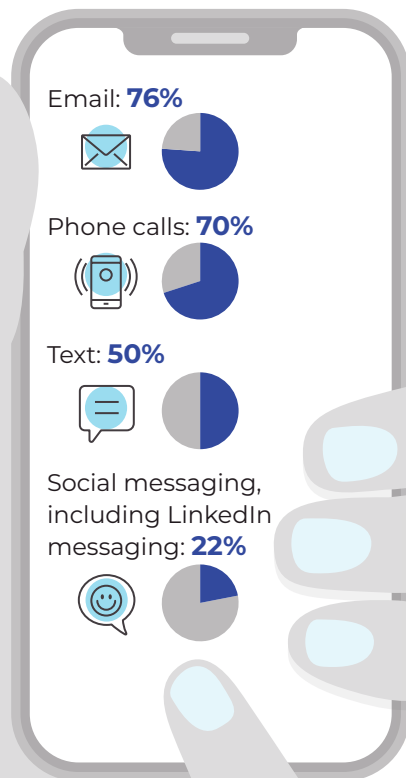
 Of those, **59%** preferred this process to in-person or phone calls



Preferred Communication

How candidates want to get in touch and “feel a vibe”

Job seekers are open to receiving the following types of messages from a recruiter as part of their outreach strategy:



Data snapshot

While **76%** of respondents are open to receiving email from recruiters, only **28%** listed on the previous page that it is their *preferred* method of communication from a recruiter. This gap likely shows email is no longer the preferred communication approach in connecting with job seekers.



Industry breakdown

At **33%**, technology workers are most open to receiving social messaging from recruiters.



The Recruiter-Candidate Experience

Engaging top talent requires positive candidate experiences

Top reasons for a recent candidate experience that was positive

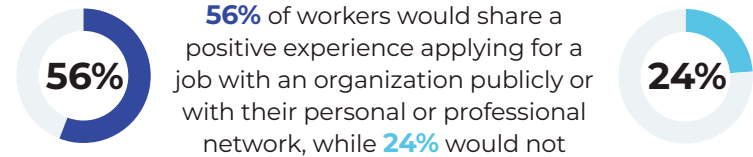
	2022	2020
Easy to schedule interview:	52%	44%
Easy job application process:	51%	49%
Great communication, including prompt feedback and follow-ups:	47%	58%
Short/quick hiring process:	35%	37%
Right amount of personal conversation during interview:	34%	40%
No cover letter requirement:	25%	No comparison available
Great explanation of company values, vision, mission, and culture:	23%	28%

Data snapshot

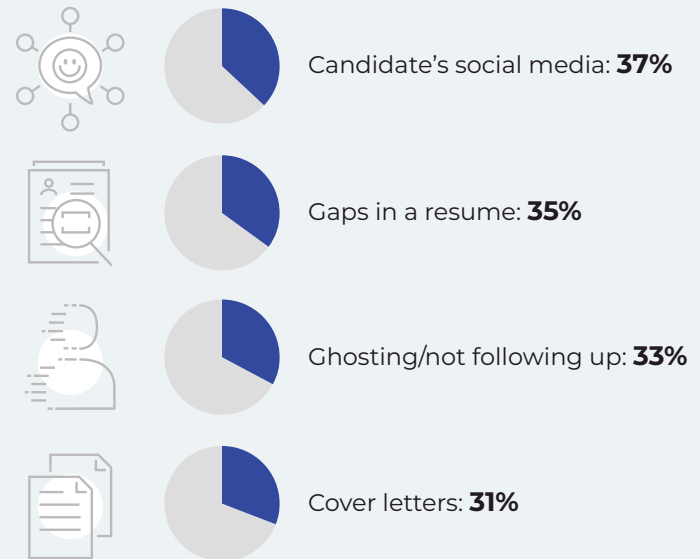
An easy application process ranks high among the top reasons for a positive candidate experience. However, [Jobvite's 2021 Fortune 500 Candidate Conversion Audit](#) found that nearly 85% of Fortune 500 companies lack optimized job application processes, and only 30% of applicants who start the application process actually complete it.



Sharing good experiences



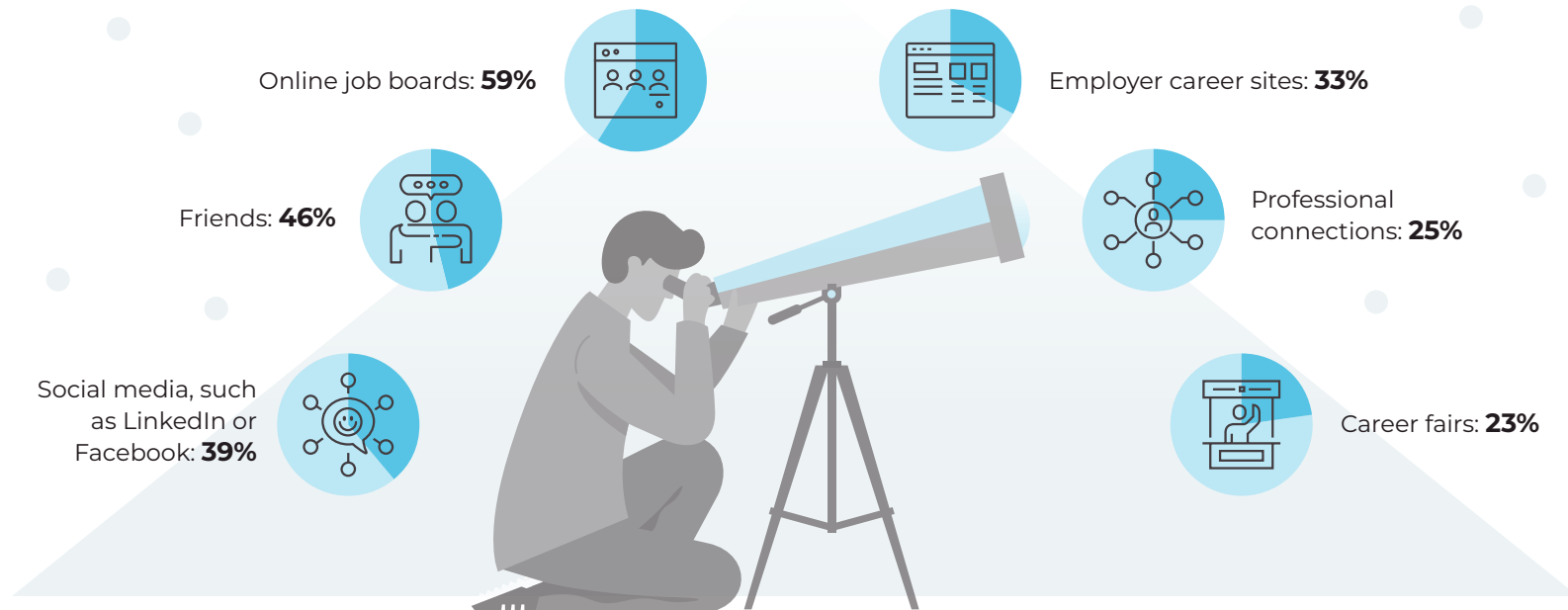
Areas job seekers want employers and hiring managers to abandon or focus on less



The Application Process

Convert job seekers into candidates

How workers search for or find out about job openings

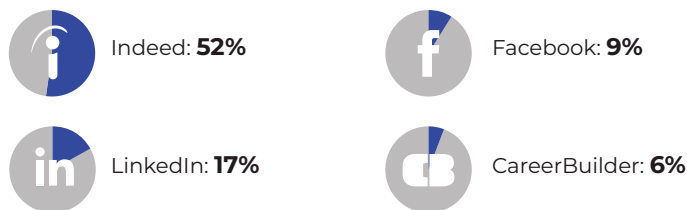


Data snapshot

The use of online job boards among job seekers is down 13 percentage points since 2020. On the flip side, finding jobs on employers' career sites is on the rise — up seven percentage points from the previous year. Learn strategies to optimize your [company's career site](#).



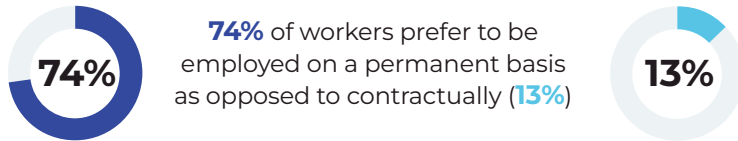
Top used job boards



The Application Process

Convert job seekers into candidates

Permanent versus contract workers



Job seekers most likely to prefer being a permanent worker versus a contract worker



Manufacturing workers: **89%**

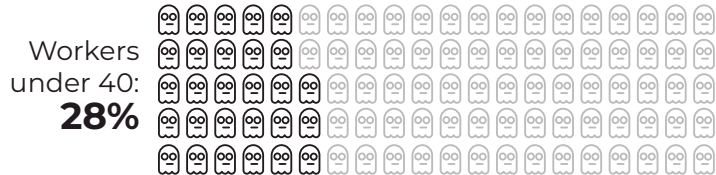


Veterans: **83%**



Frontline/essential workers: **82%**

Ghosting is most common among the following groups



Ghosting recruiters



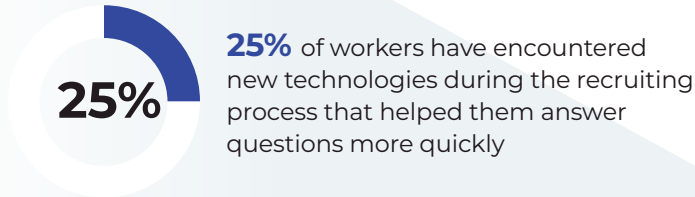
“Recruiters and employers should take a deeper look at their talent acquisition strategies to ensure that they are inclusively built to reduce ghosting in these talent communities. This year’s Job Seeker Nation Report is providing organizations an opportunity to get statistically significant data to drive decision making to better engage underrepresented communities.”

—Julie Sowash, Executive Director, Disability Solutions

Chatbots and Artificial Intelligence

Job seekers' views on commonly-used recruiting tools

Technology in the recruiting process



Interacting with chatbots



22% of workers have interacted with a chatbot during the recruiting or interview process



63% of those who have interacted with chatbots believe they have improved the process or experience



Of those, **80%** rated their experience as good or very good



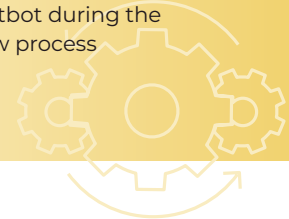
Industry breakdown



36% of finance workers and **33%** of technology workers have interacted with a chatbot during the recruiting or interview process



Only **6%** of government workers have interacted with a chatbot during the recruiting or interview process



Data snapshot

Of those workers with disabilities who have interacted with a chatbot, **68%** felt it improved the candidate experience and **26%** believe they accelerate the recruiting process.

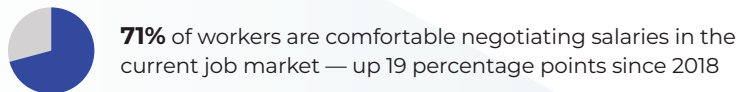


TA leaders must look at their systems and processes to ensure they are streamlining recruiting efforts and creating positive experiences for all demographics of talent.

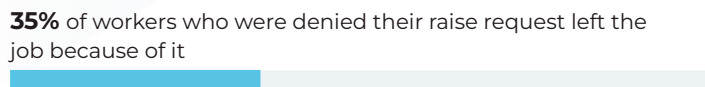
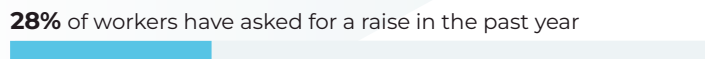
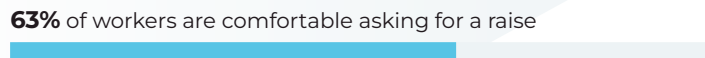
Salary and Negotiations

Workers are more confident than ever negotiating salaries

Negotiating salaries is at an all-time high



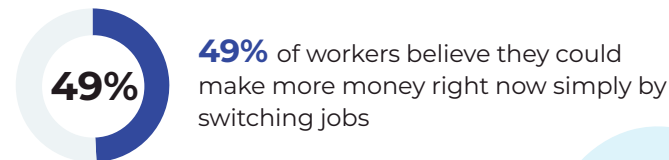
Asking for a raise



Data snapshot
This aligns with findings from the [2021 Recruiter Nation Report](#), in which **73%** of recruiters reported at least a moderate increase in negotiating for higher salaries among candidates and current employees — up more than 20 percentage points since 2020.

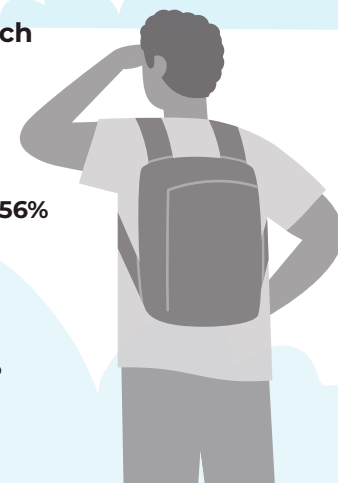
Data snapshot
Check out insights from **Allie Kelly, Chief Marketing Officer of Employ**, on the impact of inflation on raises in this [Vox.com article](#).

Switching jobs



Job seekers most likely to switch jobs to make more money

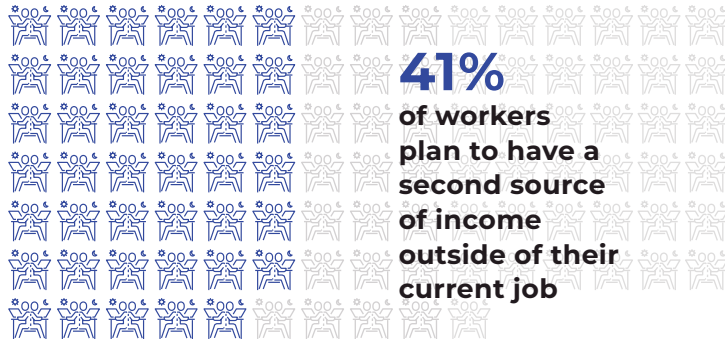
- Workers under 40: **58%**
- Workers with children under 18: **56%**
- Veterans: **56%**
- Frontline/essential workers: **55%**



Salary and Negotiations

Workers are more confident than ever negotiating salaries

Side hustles

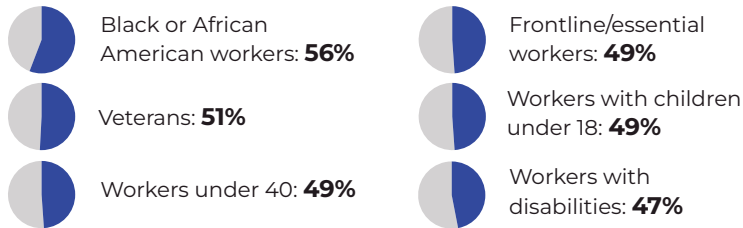


Top reasons for side hustles

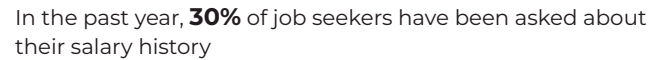
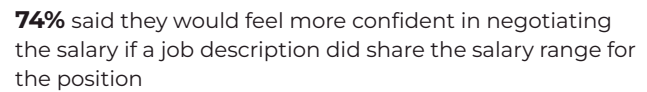


Job seekers most likely to pursue a side hustle

Employers should examine their pay policies to root out inequities.



Salary transparency



Of these, **86%** answered truthfully

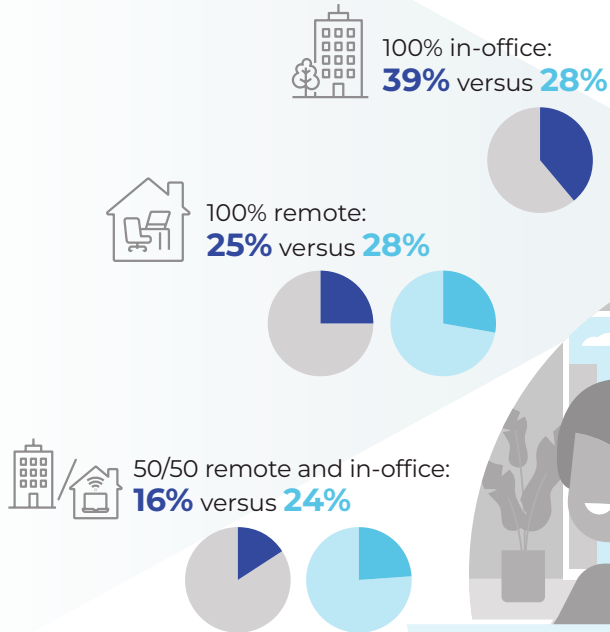
Food insecurity



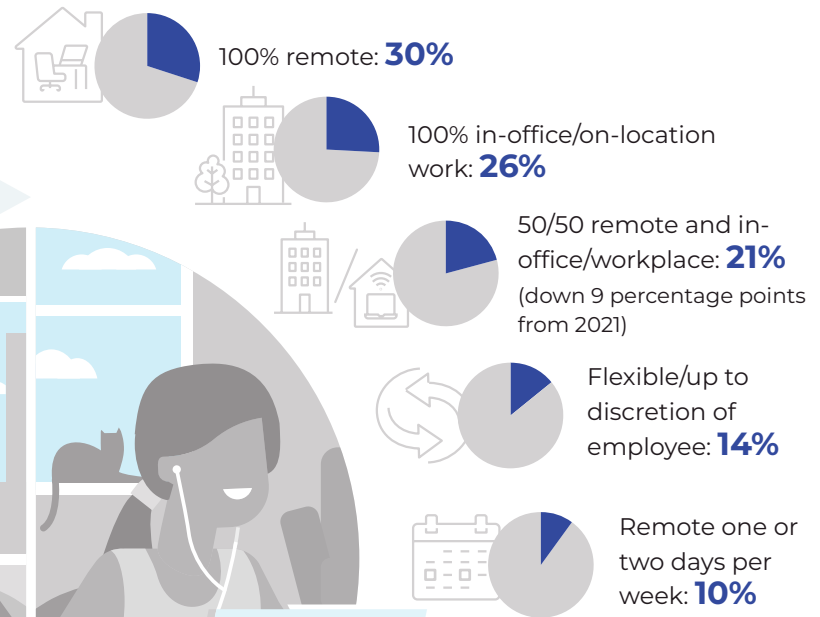
Remote Work

40% of job seekers would be willing to accept a lower salary to work remotely

The state of work today (2022 versus 2021)



Ideal work situation/set up



Remote Work

40% of job seekers would be willing to accept a lower salary to work remotely

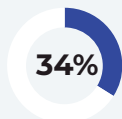
Job seekers most likely to decline a job offer that requires them to work full-time on location/in an office/worksite



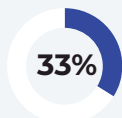
Veterans:



Workers with disabilities:



Black or African American workers:



Data snapshot

Experts share that remote and flexible work for Black employees increases sense of belonging at work and reduces certain instances of microaggressions and discrimination.

(Source: [Future Forum: A new era of workplace inclusion](#))



Regardless of the work environment — remote or on-site, organizations must consider how they are fostering inclusive cultures, where all employees are heard, can succeed, are actively engaged, and feel secure.

Accepting or rejecting job offers

65% of workers say remote work is important in their decision to accept or reject a job offer (versus 74% in 2021)

31% believe remote work is very important in their decision to accept or reject a job offer (versus 37% in 2021)

26% have declined or would decline a job offer if required to work full-time on location (versus 35% in 2021)

2022	2021
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65%	74%
-----	-----

31%	37%
-----	-----

26%	35%
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Industry breakdown



84% of workers in the financial services industry said remote work is at least somewhat important in their decision to accept or reject a job offer



41% of workers in financial services would decline a job offer if they were required to work full-time on location



Learning and Development

Building new skills to enhance current abilities

Learning and development

54% of workers were not offered an increased number of opportunities for learning and development by their employers over the past year

35% said their employer does not offer any learning and development opportunities

Industry breakdown



52% of workers in the technology sector are offered learning and development opportunities versus **33%** of hospitality/retail workers.



Most common learning and development opportunities offered by employers

Paying for continuing education: **27%**



Tuition reimbursement: **23%**



Compensation for conferences: **20%**



Reimbursement for tools, software, and technology: **17%**



Succession planning: **16%**



One-on-one mentoring/coaching: **14%**



Industry breakdown

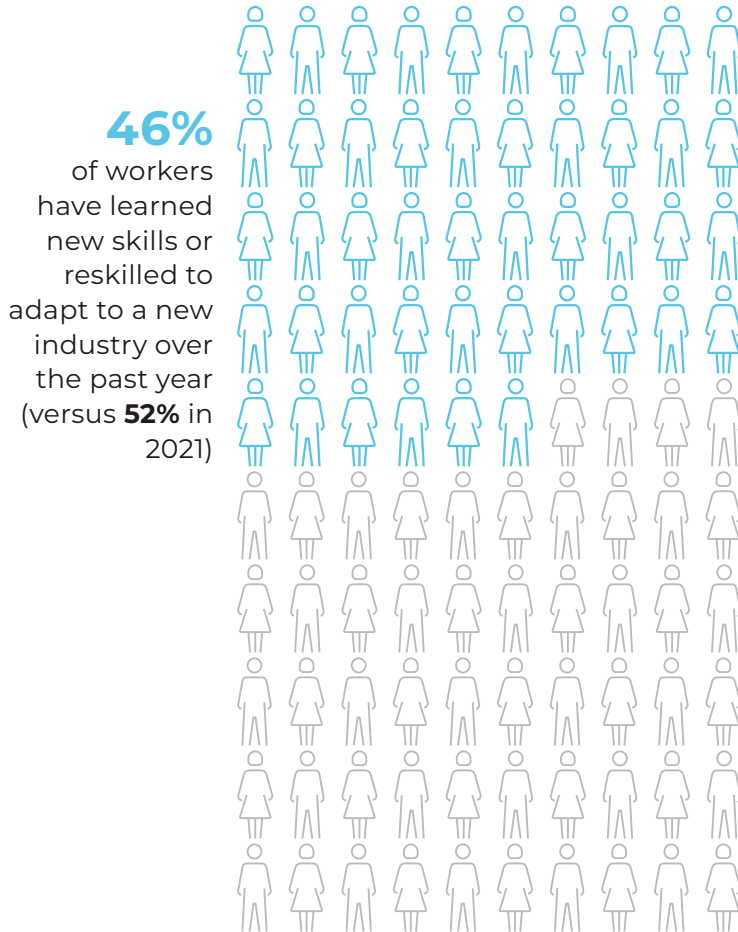
Tuition reimbursement is offered to **40%** of survey respondents working in the financial services industry, which is at least nine percentage points higher than in all other industries.



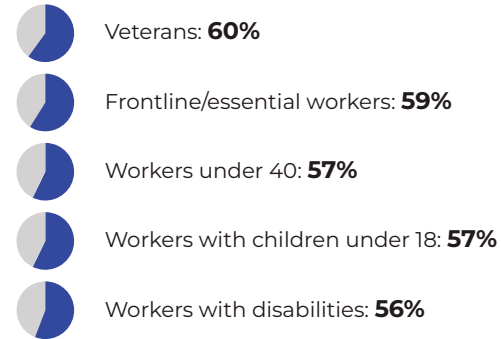
Learning and Development

Building new skills to enhance current abilities

Reskilling

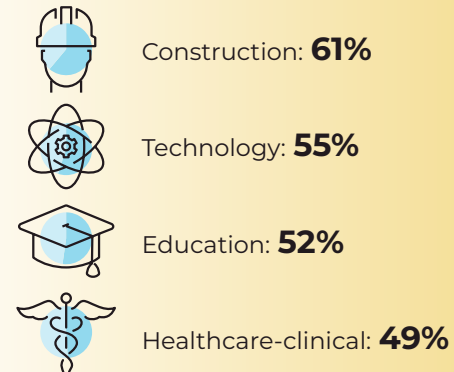


Job seekers who have learned new skills or reskilled



Industry breakdown

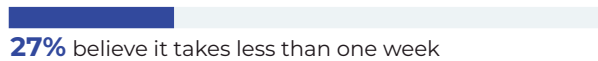
Workers who have learned new skills or reskilled



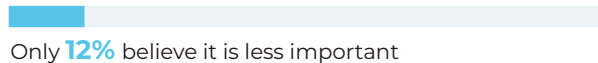
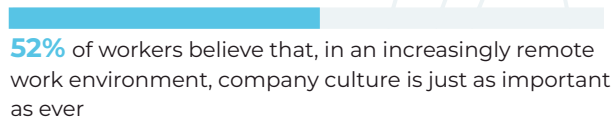
Employee Values

Company culture remains critical

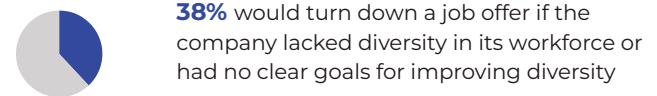
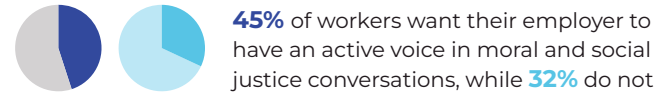
Determining if a new organization is a good culture fit does not take long



Job seekers continue to acknowledge that company culture matters



The importance of social justice and Diversity, Equity, & Inclusion (DEI) focus



Creating a more diverse, equitable, and inclusive workforce takes commitment to organizational change.

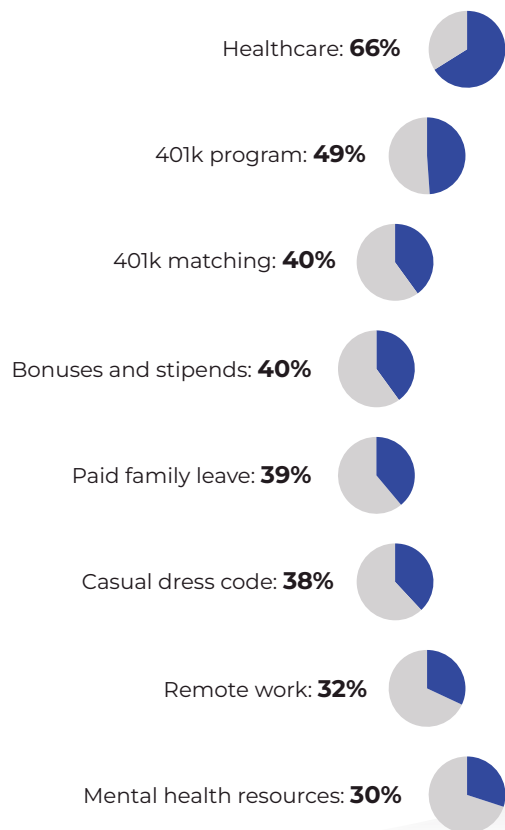
Check out Jobvite's e-book, ["The Who, What, Why, Where, and When of Diversity, Equity, and Inclusion: A Comprehensive Guide for Amplifying Your DEI Approach"](#) to learn more about expanding DEI in recruiting.



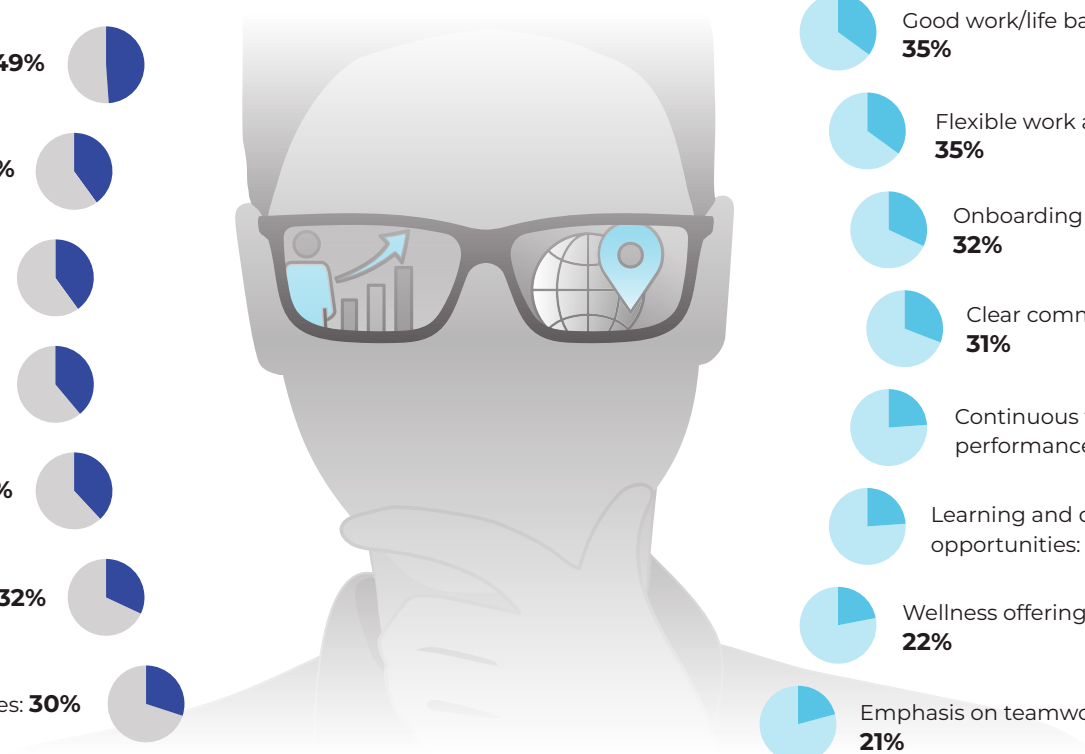
Finally, Benefits and Perks

What workers want from employers today versus what they have

Workers expect the following benefits from employers



Workers reported employers currently provide



Finally, Benefits and Perks

What workers want from employers today versus what they have

Mental health in the workplace



40% said their employer offers mental health benefits/resources to employees — the lowest level in the past three years



27% of workers whose employers offer mental health benefits report using them more since the onset of the pandemic



63% said the pandemic has caused them to focus more on their own mental health



48% feel comfortable disclosing their mental health challenges to company leadership and/or HR

Data snapshot

Mental health benefits/resources offered to employees over the years compared to this year
 2022: **40%**

2021: **53%**
 2020: **46%**
 2019: **45%**



Job seekers more likely to feel comfortable disclosing mental health challenges to company leadership or HR



Technology workers: **59%**
 (versus lowest in manufacturing at **46%**)



Workers with children under 18: **57%**
 (versus **42%** with no children under 18)



Frontline/essential workers: **56%**
 (versus **43%** non-frontline)



Industry Contributors

Employ Inc. is pleased to share the results of the 2022 Job Seeker Nation Report and acknowledges the following contributors who served as thought leaders during this process to drive greater insights into the habits of today's job seekers



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2022 Job Seeker Nation Report

Dynamic Motivations of Modern Workers

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