

Prograd's Future of Work study

# The Gen Z Employment Crisis: How to win or lose Gen Z talent

November, 2024

In partnership with



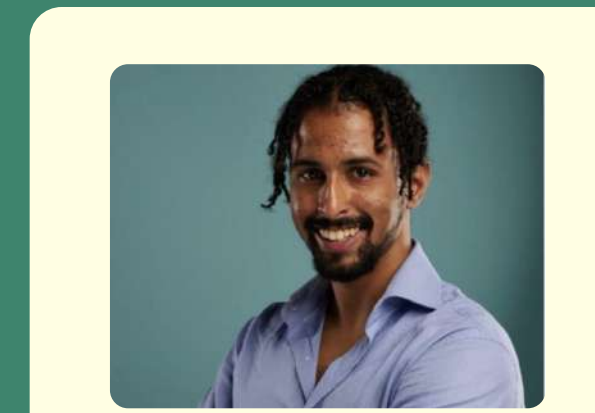


# A note from Prograd



EARN and LEARN about finance

Prograd is a free platform dedicated to helping Gen Z earn and manage money



Marco Logiudice [in](#)

Co-founder, Prograd

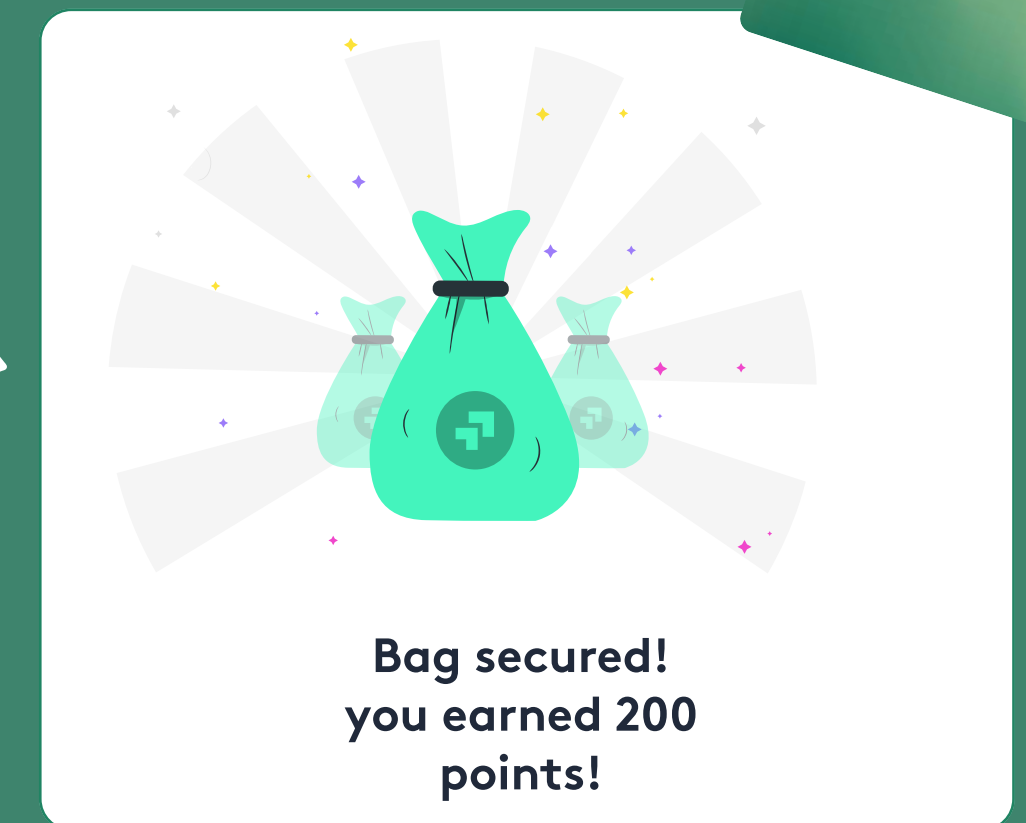
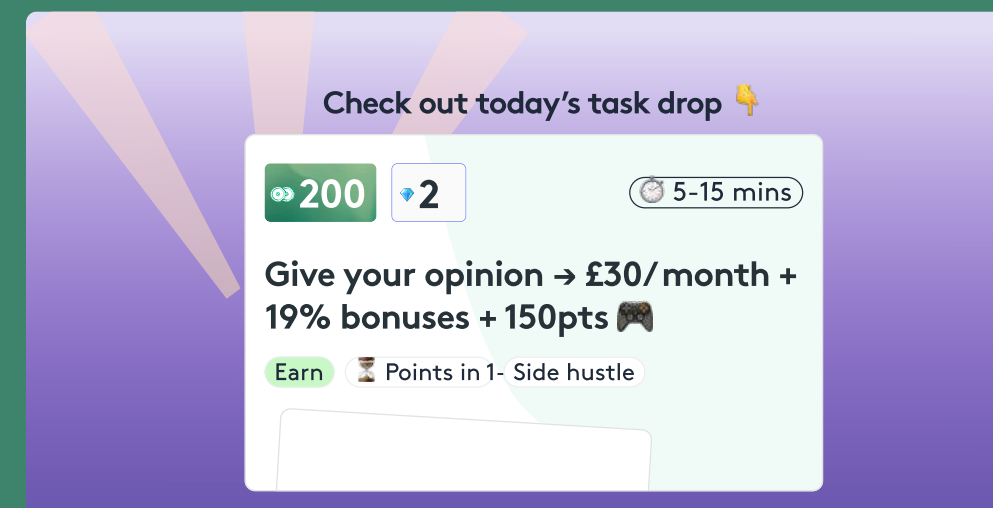


over 450k Users

Complete mini-finance lessons

Complete tasks like surveys

Earn points and exchange them for cash



# We're facing a Gen Z employment 'crisis'

**Forbes**

Gen-Z Is Labeled As 'Difficult' In The Workplace, But There's More To The Story

**Forbes**

Gen Z Careers The Worst To Manage, 45% Of Hiring Managers Say

**FORTUNE**

Gen Z really are the hardest to work with—even managers of their own generation say they're difficult. Instead bosses plan to hire more of their millennial counterparts

**The Guardian** UK

**'A bigger paycheck? I'd rather watch the sunset!': is this the end of ambition?**

**The Telegraph**

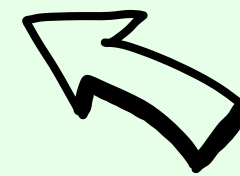
When did Gen Z decide 'ambition' is a dirty word?



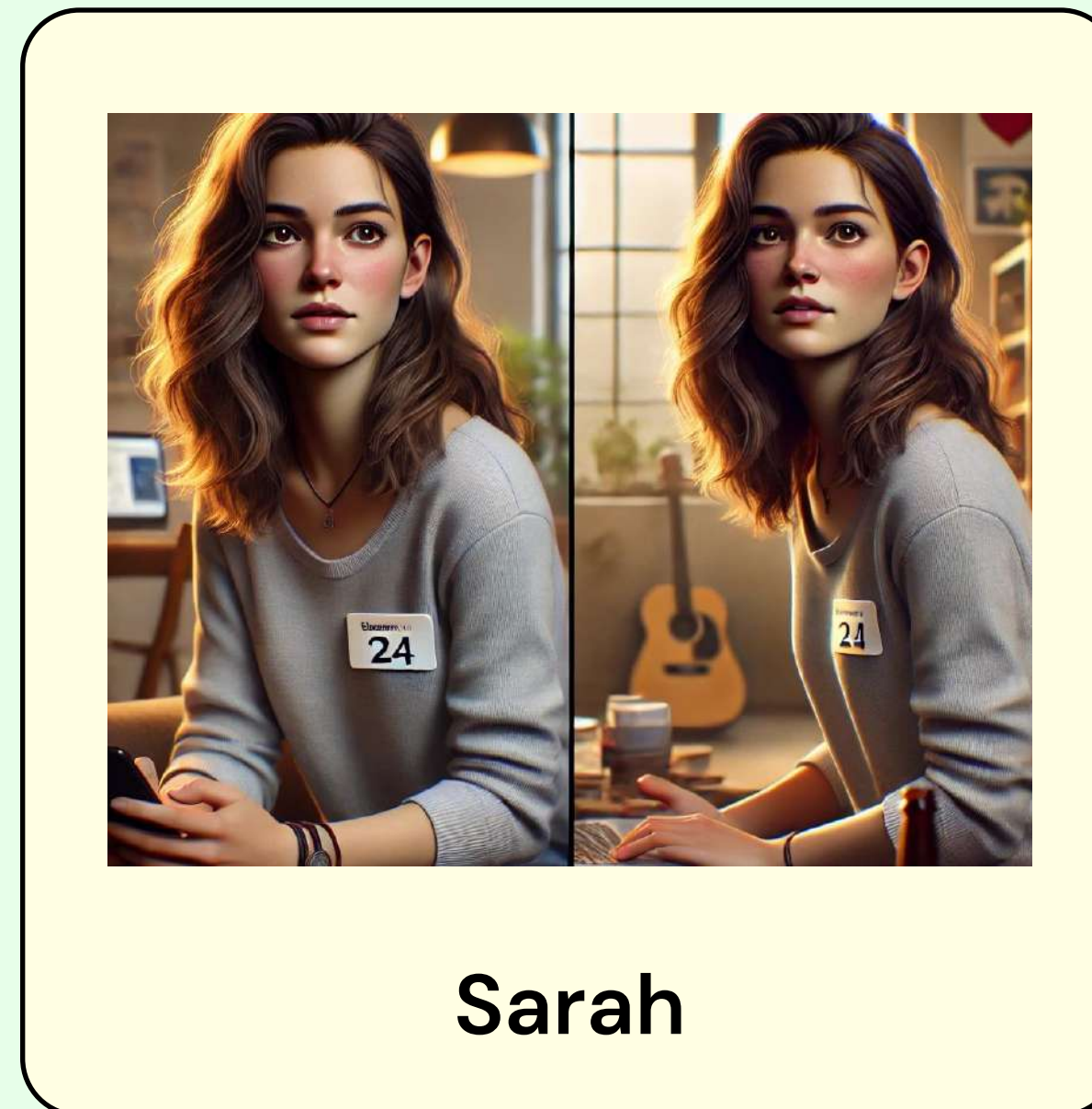
# Meet Sarah

Seeking  
independence

Grew up in a  
turbulent world



Globally connected  
but financially  
stressed



Sarah

Cautious about the  
future



Underprepared for  
financial realities




Ambitious but  
skeptical



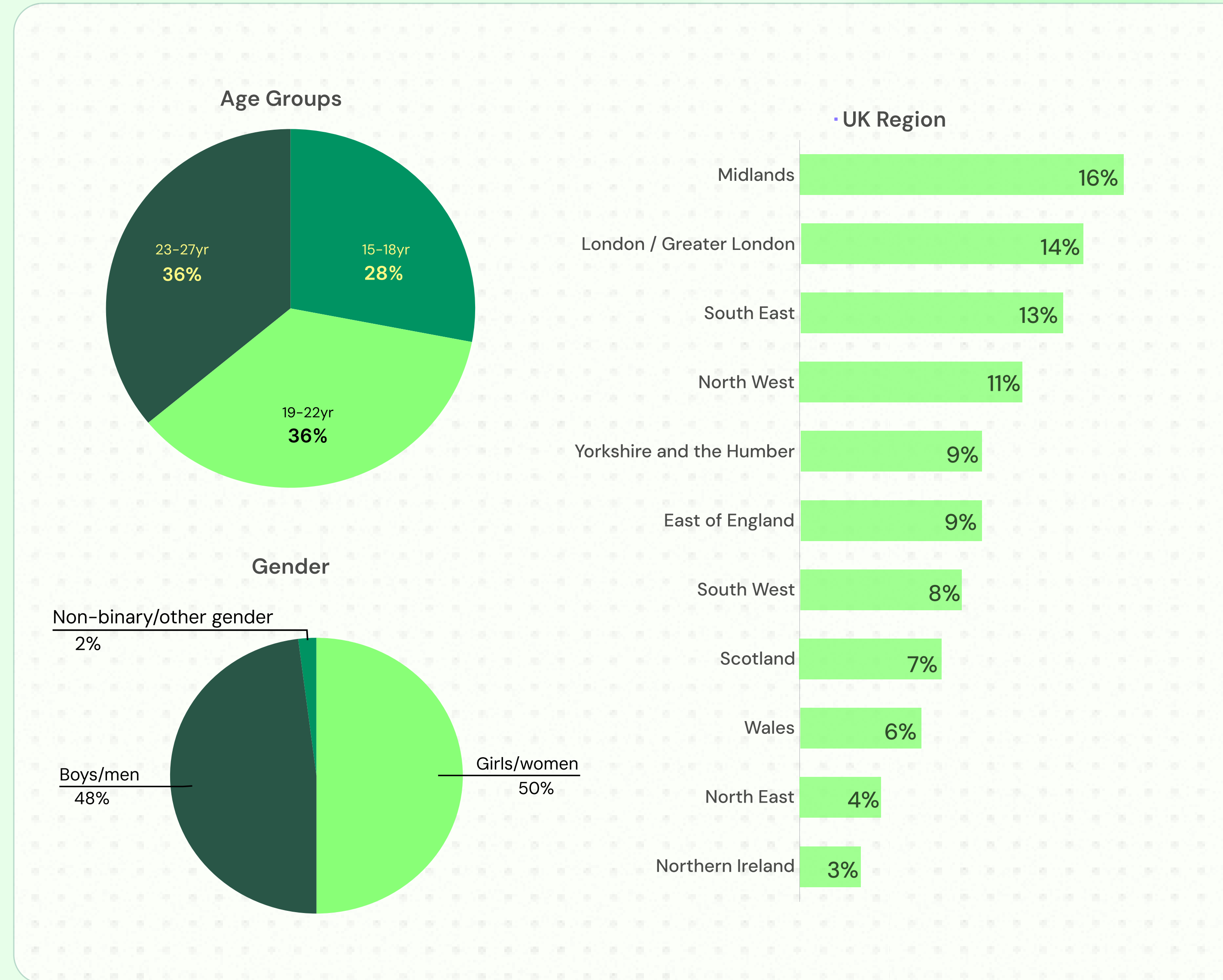
Part of a new generation redefining careers –  
Craves flexibility, autonomy, and a balance  
between security and freedom.

# We dug into the data

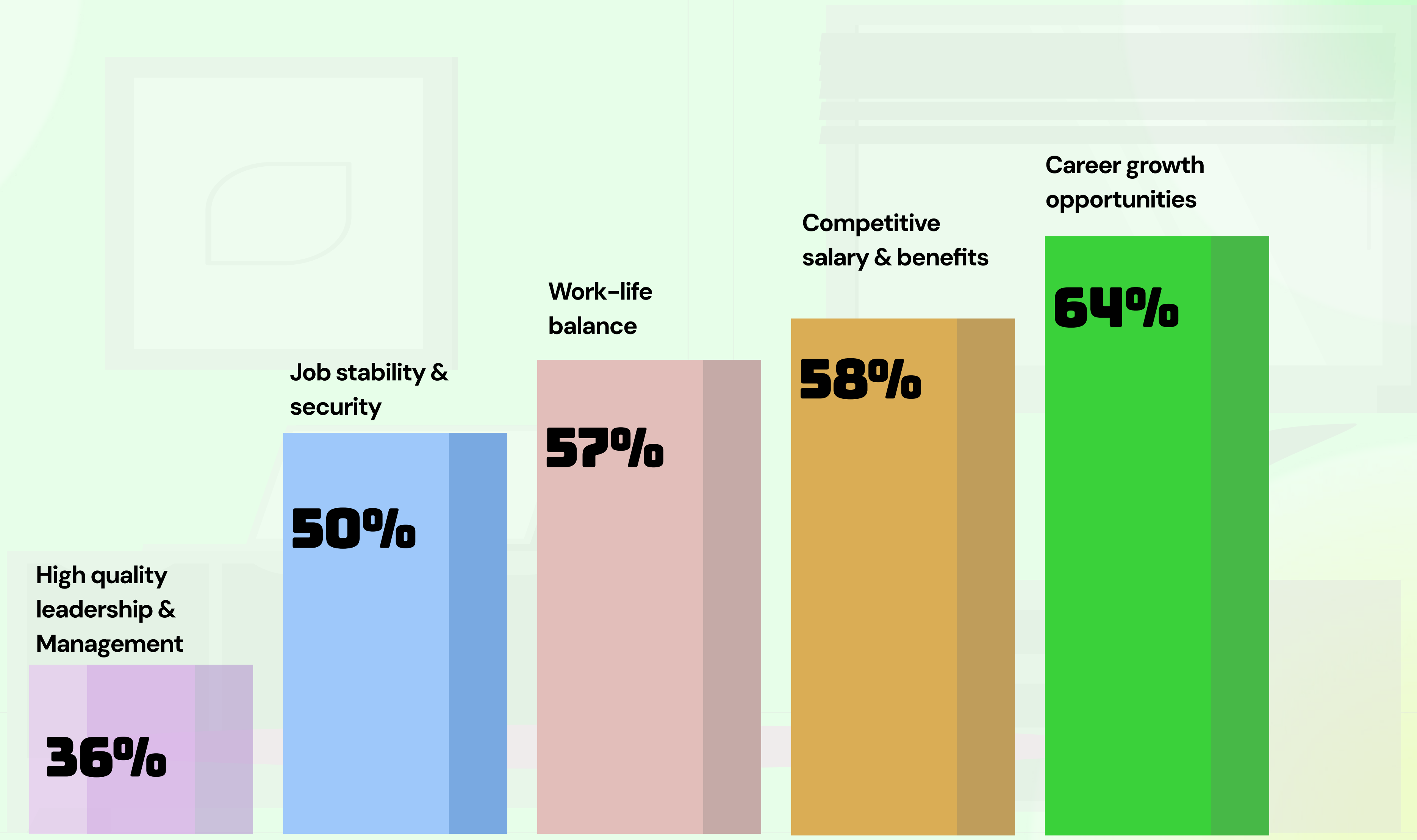
Our Future of Work study took a 3 stage approach:

-  Initial research & pre-survey
-  Shortlisting process
-  Main survey

The results presented in this report come from our main survey of n=1,997 Gen Z aged 15–27 in the UK, obtained via the Prograd panel. To ensure that our results are nationally representative of this audience, quotas were applied by age, gender and region according to the ONS. Where exact quotas were not achieved, the data was weighted.



# What Gen Z Really Values in Their Careers





# Dream 100: The top employers winning with Gen Z



1



2



3



4



5



6



7



8



9



10



11



12



13



14



15



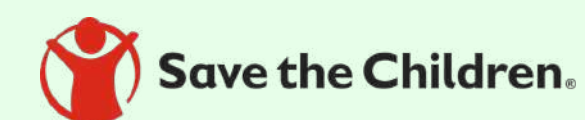
16



17



18



19



20

# Tech employers take the lead

The top three employers are all in the IT, Technology and Software industry:  
**Microsoft, Google & Apple**

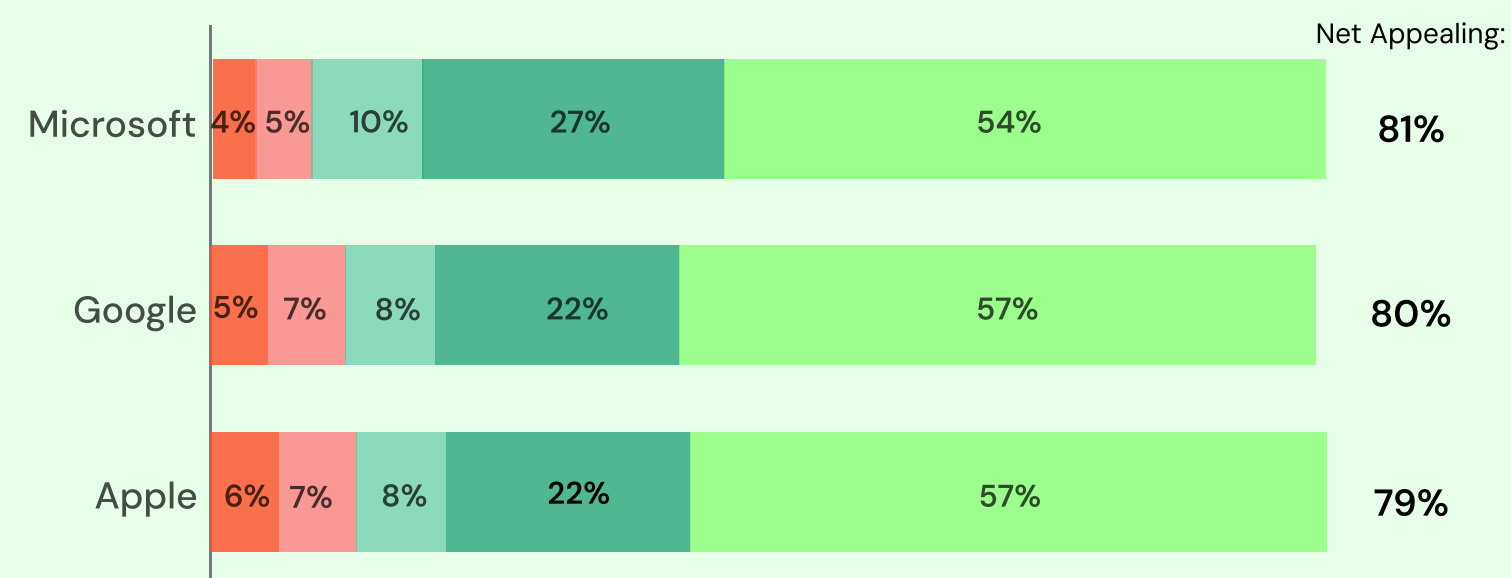
Consistently, these employers have high 'very appealing' scores, and perform extremely well against three specific values which Gen Z care about:

 **Career Growth Opportunities**

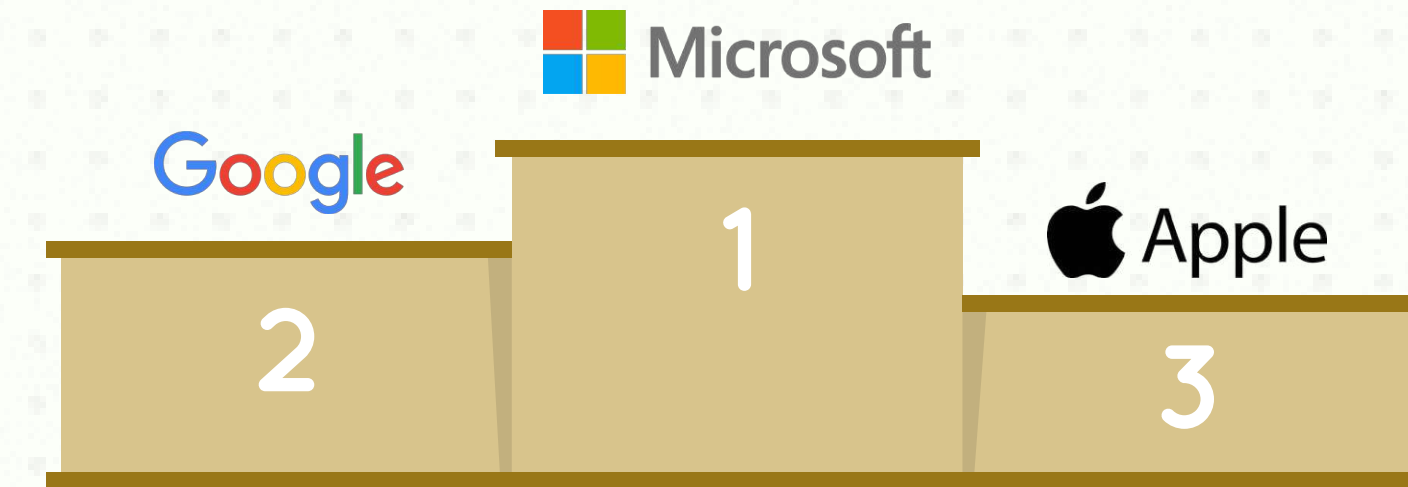
 **Competitive Salary & Benefits**

 **Innovation, Fresh Ideas & Use of Technology**

**How appealing is this employer as somewhere you might want to work in the future?**



Very unappealing   Slightly unappealing   Neither appealing or unappealing   Slightly appealing   Very appealing



*"I think **Microsoft** is a great company which looks after its employees, as well as supporting them to grow their own career as an individual" – Woman, 18*

*"**Google's** culture stands out – it values creativity, collaboration, and a healthy work-life balance, which makes it a great place to grow both personally and professionally. Plus, the impact of working on products that millions of people use every day is incredibly motivating." – Woman, 24*



*"**Apple** can give me a huge opportunity to grow and make a huge amount of money!" – Man, 18*



# Gen Z's top workplace values, and who is setting the standard

The study uncovered the values that Gen Z are most likely to look for in employers, and which employers Gen Z think are doing well at delivering (and communicating) these values.

## 1 Career growth opportunities

 Winner: British Airways

"They offer a range of job opportunities to grow a career and develop new skills."



## 2 Competitive salary and benefits

 Winner: Rolls-Royce

"Luxury cars would be amazing to work with as it would often times lead to a high paying role."



## 3 Work-life balance, flexible working & remote working

 Winner: Uber Eats

"It's easy to make money and it's flexible."



## 4 Job stability and security

 Winner: Tesco

"My mum's always had a good job there and they pay generously."



## 5 High quality leadership and management

 Winner: John Lewis Partnership

"You have the opportunity to be a partner as well, it also seems to be a good work environment."



Our Industry Deep Dive reports uncover the rest of the values that Gen Z find important, and whether or not employers in your industry are delivering on these.

# The Gen Z Playbook: Four priorities redefining work

1

**Beyond the paycheck:  
Competitive pay opens the  
door, but growth keeps Gen Z**

Eight in ten of Gen Z

**81%**

said they often worry  
about money, which  
was even higher  
among women (87%)

2

**The side hustle surge and Gen  
Z's entrepreneurial mindset**

...They may also be tempted to start a side hustle; having grown up with the rise of the gig economy these extra ways of earning income are the new normal for Gen Z.

A quarter of Gen Z

**26%**

are prioritising starting a  
side hustle in the next 5  
years.

3

**Embracing AI: A duality of  
enthusiasm and uncertainty**

Gen Z display a complex relationship with AI in the workplace – while they're enthusiastic about its productivity benefits, they also worry about job displacement and industry disruption.

Two thirds

**64%**

agree that companies  
should incorporate AI  
tools to improve  
productivity

**48%**

of Gen Z feel worried  
about AI taking over  
their jobs.

4

**Zen Z: Prioritising balance and  
happiness**

Eight in ten (81%) admit they view work primarily as a means to fund their lifestyle rather than their whole life...

**88%**

of Gen Z agree that  
employers should  
prioritise the mental  
health of their employees






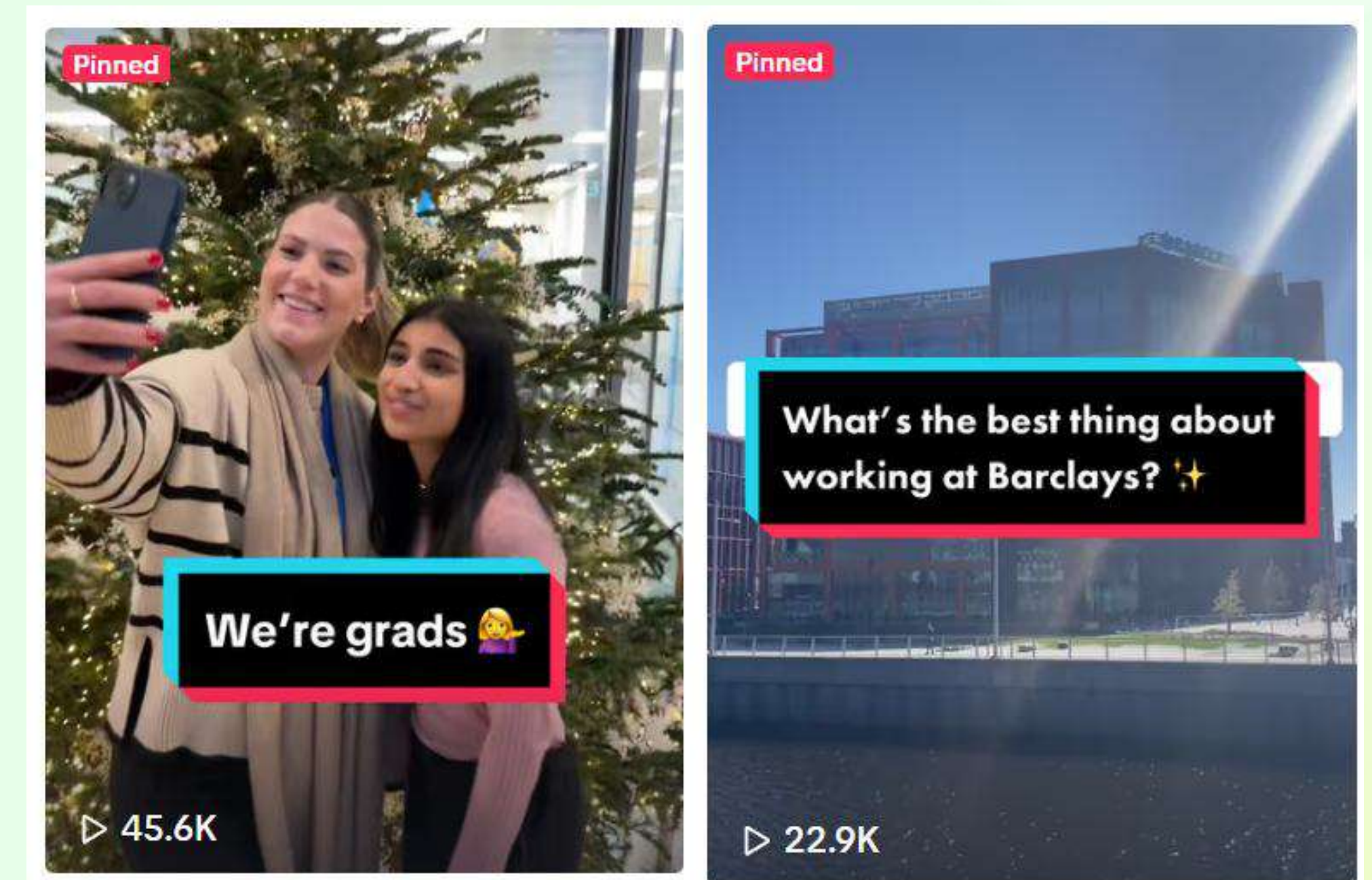
# Barclays showcases their values, and what it's like to be a graduate

Barclays is clearly communicating their values and what it's like to work with them on their TikTok page, with the hashtag #LifeAtBarclays featured in their bio.

Barclays' video showcasing what it's like to be on their graduate scheme is pinned as the #1 video on their profile and has racked up over 1.6k likes and almost 50k plays. This video taps into a recent trend, explaining 'I'm a grad, of course I'm...' and shows the audience what they could get up to.

Barclays also has a number of notable sponsorships that Gen Z may be aware of:

-  Premier League (one of the most significant sports sponsorships)
-  Barclays FA Women's Super League
-  Various tech and entrepreneurship programs.





# Not everyone is ranking you equally.

	Total	Men	Women	18-21	22-24	25-27	White British	Ethnic Minorities
Barclays	1	1	2	2	6	1	2	1
Lloyds Banking Group	2	2	1	1	7	2	1	3
HSBC	3	4	4	3	5	11	5	4

JP Morgan	4	7	3	5	4	6	14	2
Bank of England	5	3	8	9	2	3	7	5
NatWest	6	8	5	6	12	8	8	6
Halifax	7	10	6	7	8	10	4	10
Santander	8	6	10	4	13	12	3	11
Goldman Sachs	9	9	9	8	11	9	11	7
Revolut	10	5	14	12	3	5	10	8
Starling Bank	11	12	11	13	10	4	13	9
Monzo	12	13	12	11	9	13	6	14
Nationwide Building Society	13	14	7	10	17	9	9	13
RBS (Royal Bank of Scotland)	14	11	15	14	1	7	12	12
Legal & General	15	21	13	16	15	15	15	15
Metro Bank	16	17	16	15	21	16	16	18
Wise	17	15	18	17	20	17	18	17
Admiral Group	18	18	17	18	14	21	17	20
Allianz	19	16	20	20	16	18	21	16
Atom Bank	20	20	19	19	19	20	19	19
Aviva	21	19	21	21	18	19	20	21
Prudential	22	22	22	22	22	22	22	22
Base (n)	212	120	84	104	49	42	99	113

## How do scores differ across different subgroups of Gen Z?

As shown in the table, Barclays comes top among Men, 25-27 year olds and Ethnic Minorities.

However, Barclays didn't rank as high among other audiences.

Among women, 18-21s and White British Gen Z, the most appealing employer in this industry was Lloyds Banking Group, with Barclays instead in second place (but the scores were very close).

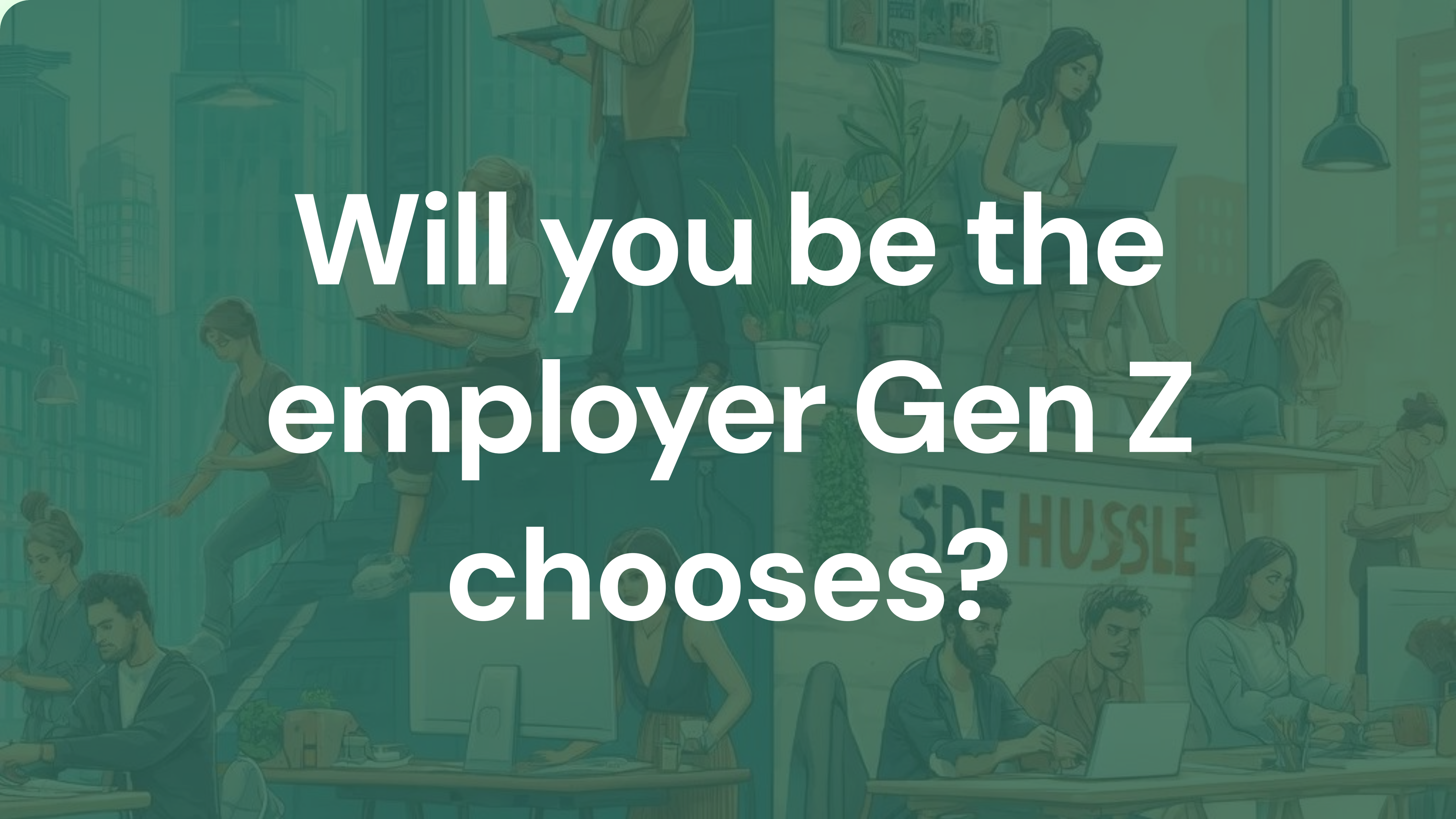
Among 22-24s, Barclays scored in 6th position, with RBS, Bank of England and Revolut in the top 3 for this age group.



# Full employer rankings

1. Microsoft	40. AWS	79. Greenpeace	118. JLP	158. Npower	197. Slaughter and May	237. Sanofi	278. Deliveroo
2. Google	41. Adidas	80. Goldman Sachs	119. Bupa	159. Design Bridge	198. Next	238. Eversheds	279. VMLY&R
3. Apple	42. Dell	81. Revolut	120. British Museum	160. Lululemon	199. Admiral Group	239. Skanska UK	280. Danone
4. Rolls-Royce	43. Louis Vuitton	82. Coca-Cola	121. Channel 4	161. BDO	200. Tata Steel Europe	240. Expedia	281. McDonald's
5. BMW	44. HP	83. Oxfam	122. Oracle	162. VolkerWessels UK	201. Publicis Groupe	241. Schlumberger	
6. Mercedes	45. Logitech	84. Burberry	123. Asos	163. Urban Outfitters	202. Anglian Water	242. Morrisons	
7. McLaren	46. Chanel	85. Red Bull	124. Pinewood Studios	164. Bayer	203. Marriott	243. Liang O'Rourke	
8. Youtube	47. Amazon Prime	86. Age UK	126. Snapchat	165. Tesco	204. BBH	244. WPP	
9. Netflix	48. UN Foundation	87. BP	127. Johnson & Johnson	166. MSD	205. R/GA London	245. Royal Navy	
10. Samsung	49. National Grid	88. Alexander McQueen	128. BAE Systems	167. General Electric	206. Aldi	246. British Army	
11. Sony	50. HSBC	89. V&A	129. PepsiCo	168. Legal & General	207. Thames Water	247. Morgan Sindall Group	
12. Nintendo	51. PwC	90. Starling Bank	130. RSC	169. Accenture	208. Sports Direct	248. Balfour Beatty	
13. Jaguar Land Rover	52. Childline	91. Sky	131. Grant Thornton	170. Civil Service	209. Police Force	249. Seven Trent Water	
14. Spotify	53. RAA	92. eBay	132. BT	171. Superdrug	210. John Deere	250. Saatchi & Saatchi	
15. Instagram	54. EDF Energy	93. Scottish Power	133. McKinsey	172. TUI Group	211. Takeda	251. Co-op	
16. Warner Brothers	55. Alzheimer's Society	94. EY	134. Nestlé	173. Meta	212. Allianz	252. JDO	
17. UNICEF	56. Deloitte	95. Shopify	135. Marks & Spencer	174. United Utilities	213. Baker Hughes	253. Royal Marines	
18. Cancer Research UK	57. NHS	96. AstraZeneca	136. BCG	175. Centrica	214. Atom Bank	254. Procter & Gamble	
19. Save the Children	58. JP Morgan	97. IBM	137. Linklaters	176. Metro Bank	215. Virgin Media	255. HelloFresh	
20. Dior	59. Gucci	98. Royal Opera House	138. SSE	177. Mother London	216. AbbVie	256. Havas Group	
21. Nike	60. AMD	99. Monzo	139. GSK	178. Innocent Drinks	217. Waitrose	257. Greggs	
22. Vogue	61. Nuffield Health	100. Tate	140. Boots	179. X	218. Fire Service	258. Dentsu Aegis Network	
23. Intel	62. Bank of England	101. Electronic Arts	141. Activision	180. Omnicom Group	219. Wieden+Kennedy	259. Wolf Olins	
24. Mind	63. National Theatre	102. Nationwide	142. The Body Shop	181. Babcock	220. Kier Group	260. Coastguard	
25. BHF	64. KPMG	103. Airbus UK	143. Mars	182. Pinsent Masons	221. Sainsbury's	262. Kraft Heinz	
26. Tesla	65. BBC	104. UK Universities	144. Roche	183. Nando's	222. McCann Worldgroup	263. Coastain Group	
27. British Airways	66. Shell	105. Hilton Hotels	145. Siemens	184. Wise	223. Primark	264. Uber Eats	
28. Universal	67. ITV	106. Samaritans	146. Easy Jet	185. Novartis	224. Asda	265. Just Eat	
29. Walt Disney	68. Natwest	107. Clifford Chance	147. Allen & Overy	186. Gilead Sciences	225. Southern Water	266. Pret A Manger	
30. British Red Cross	69. Amazon	108. The Princess Trust	148. Ubisoft	187. CMS	226. Ashurst	267. BrewdOG	
31. Macmillan	70. Prad	109. RBS	149. Army	188. TCS	227. DLA Piper	268. Prudential	
32. Nvidia	71. UK Power Networks	110. Barnado's	150. Uber	189. Eli Lilly and Company	228. Arup Group	269. Interserve	
33. Tiktok	72. YSL	111. L'Oreal	151. Airbnb	190. Freshfields	229. RAF	270. Pentagonam	
34. RSPCA	73. Pinterest	112. JD Sports	152. Stella McCartney	191. UK Schools	230. Yorkshire Water	271. Mondelez	
35. Open AI	74. Halifax	113. McKinsey	153. Twitch	192. Virgin Group	231. Capgemini	272. ISG	
36. WWF	75. Vivienne Westwood	114. E.ON	154. Sephora	193. Affinity Water	232. Aviva	273. Ocado	
37. Barclays	76. Octopus Energy	115. Vitality	155. Booking.com	194. Superunion	233. Costa Coffee	274. AKQA	
38. Lloyds Banking Group	77. Santander	116. L'Oréal	156. Zara	195. Unilever	234. Ryanair	275. KFC	
39. British Gas	78. Amnesty	117. Pfizer	157. Ambulance Service	196. Cisco	235. Lidi	276. Reckitt	
					236. Dare	277. Diageo	





**Will you be the  
employer Gen Z  
chooses?**



# Find us at our booth

 Calendly <https://calendly.com/proinsights/meetme>

 LinkedIn <https://www.linkedin.com/company/prograduk/>

 Website <http://prograd.uk/future-of-work>

