

Opinion Survey of Job-Hunting Students in Greater Tokyo on Company Selection 2024 <Detailed Report>

More than 80% find it attractive to work for a company that offers a satellite office, etc. for its employees

March 14, 2024

Xymax Real Estate Institute

Survey Overview

In Japan, with its low birth rate and aging society, it has become increasingly important and difficult for companies to attract young workers. The first step for companies to be chosen by young people would be to understand their values and preferences. However, today's job-hunting students, who have witnessed the social changes brought about by the COVID pandemic and have experienced remote lectures by their universities, may have different behaviors and values than the older generation when choosing the company they want to work for. Specifically, they may be more focused on the flexibility of working location and hours, in addition to traditional value standards such as salary and job details.

Xymax Real Estate Institute ("Xymax REI"), which has conducted eight Greater Tokyo Office Worker Surveys since 2016 to analyze the changes in office workers' work styles and the workplace, has carried out its first survey of job-hunting students. By understanding the behaviors and values of job-hunting students, who are potential office workers, in choosing the company they want to work for, we hope to provide clues to companies seeking to attract the ever-decreasing number of young workers.

Period	December 25–27, 2023 and January 24–February 4, 2024
Target respondents	<p>Third-year university students and graduate students living in Greater Tokyo whose job-hunting status is "Employer has been decided, and job-hunting has ended," "Currently job hunting," or "Planning to start job hunting."</p> <p>Target universities: 51 universities located in Greater Tokyo, including Keio Univ., Sophia Univ., Tokyo Univ., Tokyo Univ. of Foreign Studies, Tokyo Institute of Technology, Tsukuba Univ., Hitotsubashi Univ., Yokohama National Univ. and Waseda Univ., and graduate schools located in Greater Tokyo</p>
No. of valid answers	364
Method	Online survey

Respondent attributes

Age	19	1 (0.3%)	Gender	Male	140 (38.5%)
	20	19 (5.2%)		Female	224 (61.5%)
	21	109 (29.9%)	Place of residence	Tokyo	158 (43.4%)
	22	122 (33.5%)		Kanagawa	73 (20.1%)
	23	52 (14.3%)		Chiba	49 (13.5%)
	24	35 (9.6%)		Saitama	55 (15.1%)
	25	21 (5.8%)		Ibaraki	16 (4.4%)
26	5 (1.4%)	Tochigi		4 (1.1%)	
Grade	3rd-year university	119 (32.7%)		Arts or sciences major	Yamanashi
	4th-year university or above	193 (53.0%)	Gunma		3 (0.8%)
	1st-year master's degree	9 (2.5%)	Arts		241 (66.2%)
	2nd-year master's degree or above	39 (10.7%)	Sciences		120 (33.0%)
	1st-year doctoral program	1 (0.3%)	Other	3 (0.8%)	
	2nd-year doctoral program or above	3 (0.8%)	Job-hunting status	Employer has been decided, and job-hunting has ended	189 (51.9%)
		Currently job hunting		121 (33.2%)	
		Planning to start job hunting		54 (14.8%)	

The percentage mix in the charts contained in this report is rounded to the first decimal place and, therefore, may not add up to 100%.

Main Findings

1. Job-Hunting Students' Tendencies and Values When Choosing a Company (From p.4)

- The top conditions that students consider important when choosing a company are “Salary and benefits” (71.4%) and “Job details” (67.0%). We also found that 20–30% of job-hunting students place importance on flexibility in work styles, such as “Consideration for work-life balance” (33.5%), “Freedom in where to work (e.g., teleworking)” (26.4%) and “Freedom in working hours (e.g., flex-time program)” (23.4%).
- The work style closest to students' ideal is “Hybrid work (switch between coming to the office and teleworking),” chosen by 67.0% of the students.
- 81.6% find it attractive (or somewhat attractive) to work for a company that offers a satellite office or other telework locations for its employees.
- The office conditions that many students consider important (or somewhat important) are “Located in a central office district with convenient access” and “Located in an area close to home and requires only a short commute (e.g., suburban, residential).”
- The top work style initiatives that students want their employer companies to have in place are “Flex-time program” (47.3%) and “Work-from-home allowance (e.g., for supplies and utilities)” (40.7%). We also found that a certain percentage of students value advanced initiatives such as “Workation” (20.9%) and “Programs allowing employees to work in the same company even if they make U-turns or I-turns in the future” (8.8%).
- The top concern when choosing a company is “There may be a difference in work style flexibility depending on the place of assignment or supervisor (lottery of assignment)” (46.2%), followed by “I may be forced to telework immediately after joining the company, resulting in insufficient training opportunities or being left to my own devices” (35.2%), outweighing “I may be required to come to the office every day to do work that can be done by telework” (24.5%).
- In terms of attitudes and values toward working, as much as 53.1% say they “value personal life more than work,” more than double the percentage who “value work more than personal life” (24.2%). Furthermore, “Want to work for a company with job-based employment” (37.1%) outweighed “Want to work for a company with membership-based employment” (25.9%).

1. <Data (1)> Characteristics by Gender (From p.12)

2. <Data (2)> Characteristics by Major (From p.16)

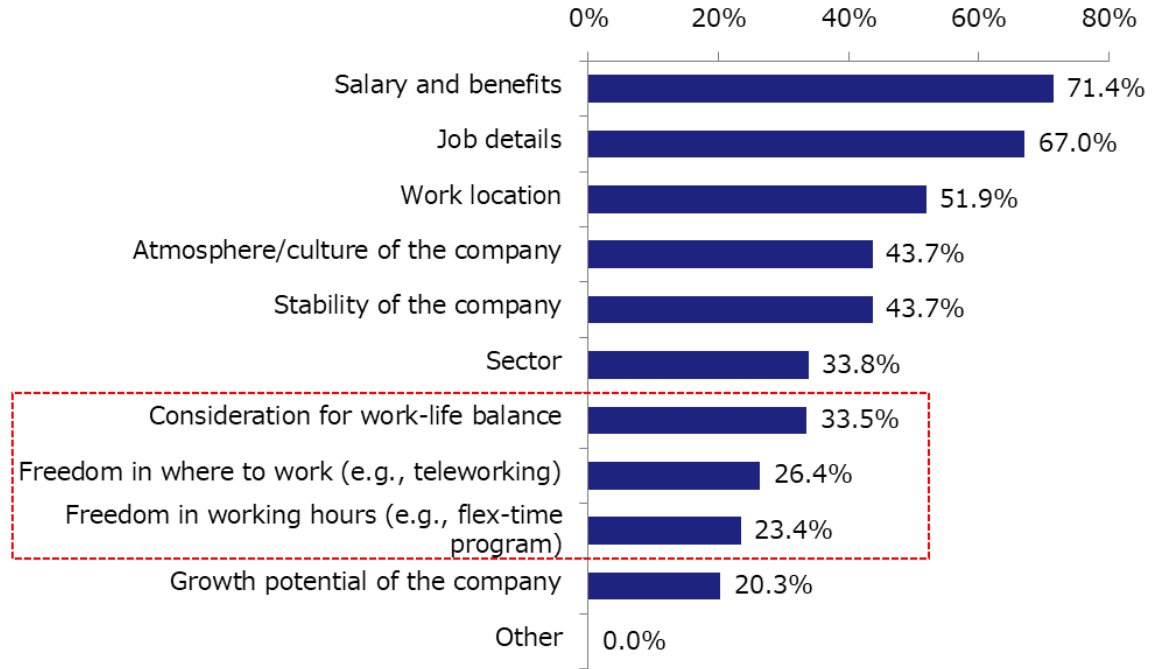
1. Job-Hunting Students' Tendencies and Values When Choosing a Company

Approx. 30% value “Consideration for work-life balance” and “Freedom in where to work”

When we asked the students to choose from multiple choices those they consider important when choosing a company during job-hunting, the top conditions were “Salary and benefits” (71.4%) and “Job details” (67.0%) (Figure 1).

We also found that 20–30% of job-hunting students place importance on flexibility in work styles, such as “Consideration for work-life balance” (33.5%), “Freedom in where to work (e.g., teleworking)” (26.4%) and “Freedom in working hours (e.g., flex-time program)” (23.4%).

Figure 1: Important Conditions When Choosing a Company During Job-Hunting



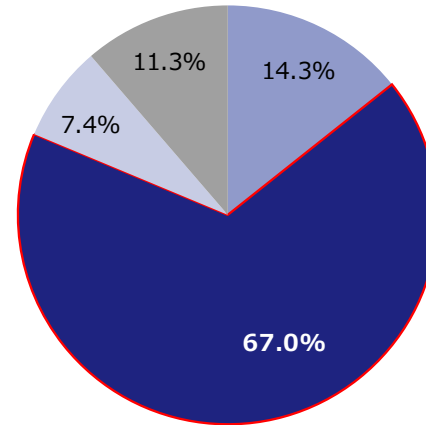
(All respondents (n=364); MA)

Hybrid work the ideal work style of approx. 70% of job-hunting students

When asked which of the three work styles (“Come to the office full time (Come to a fixed office every day),” “Hybrid work (Switch between coming to the office and teleworking)” and “Telework full time (Telework every day and basically do not come to the office)”) was closest to their ideal, the largest percentage of students (67.0%) chose “Hybrid work” (Figure 2).

In contrast, we found that “Come to the office full time” (14.3%) and “Telework full time” (7.4%) were in the minority.

Figure 2: Ideal Work Style



- Come to the office full time (Come to a fixed office every day)
- Hybrid work (Switch between coming to the office and teleworking)
- Telework full time (Telework every day and basically do not come to the office)
- Don't know

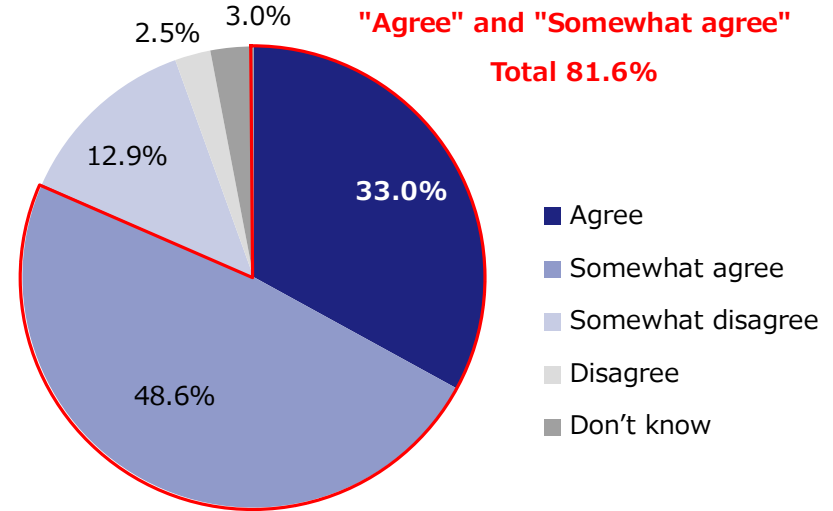
(All respondents (n=364))

More than 80% attracted to working for a company that offers a satellite office, etc.

Upon adopting telework, an increasing number of companies have been signing up for corporate satellite office services, in addition to introducing work-from-home policies.

After explaining telework location services such as satellite offices and shared offices, we asked the students if they would find it attractive to work for a company that offers a satellite office or other telework locations for its employees, and 81.6% said they agreed or somewhat agreed (Figure 3).

Figure 3: Percentage of Students Who Find It Attractive to Work for a Company That Offers a Satellite Office, etc. for Its Employees



(All respondents (n=364))

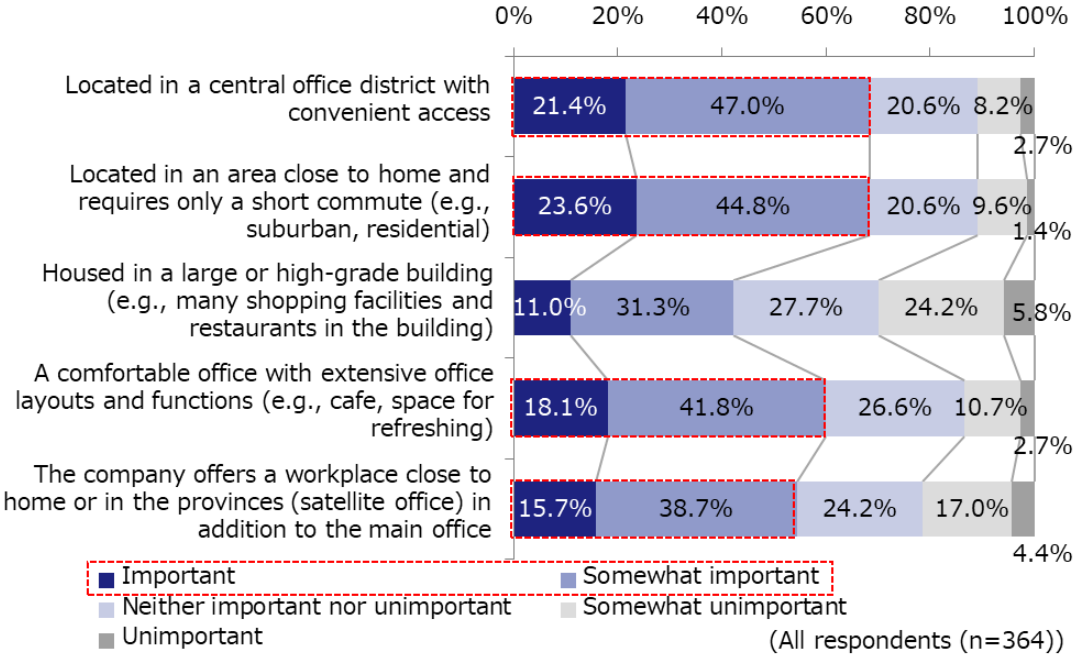
“Central” and “suburban” office locations not binomial opposites, but both attractive

Figure 4 is the result of how important students thought various office conditions were when choosing the company they wanted to work for. The top conditions they considered “important (somewhat important)” were “Located in a central office district with convenient access” (68.4%) and “Located in an area close to home and requires only a short commute (e.g., suburban, residential)” (68.4%).

This result indicates that the office location’s “convenient access” and “proximity to home” are both attractive conditions for job-hunting students. The majority of the students also value “The company offers a workplace close to home or in the provinces (satellite office) in addition to the main office” (54.4%), suggesting that the need for a hybrid office strategy is also growing among young people.

A relatively large percentage of students also placed importance on “A comfortable office with extensive office layouts and functions (e.g., café, space for refreshing)” (59.9%), outweighing “Housed in a large or high-grade building (e.g., many shopping facilities and restaurants in the building)” (42.3%).

Figure 4: Important Office Conditions

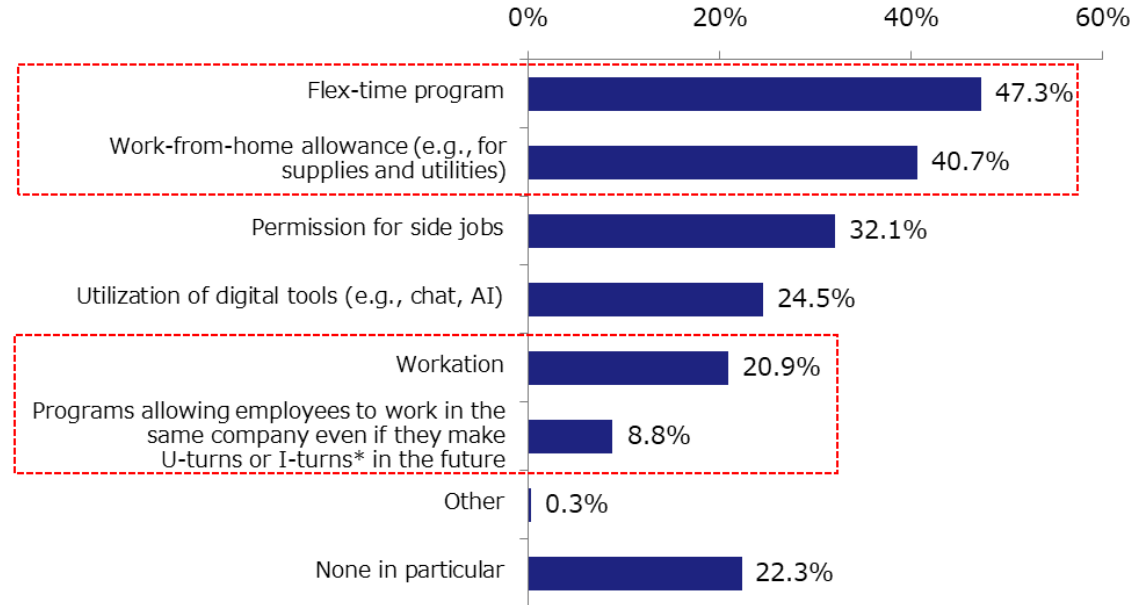


High-in-demand work style initiatives: Flex-time program and work-from-home allowance

In terms of work style initiatives the students wanted their employer companies to have in place, the top initiatives were “Flex-time program” (47.3%) and “Work-from-home allowance(e.g., for supplies and utilities)” (40.7%).

We also found that a certain percentage of students, although not a large percentage, value advanced initiatives such as “Workation” (20.9%) and “Programs allowing employees to work in the same company even if they make U-turns or I-turns in the future” (8.8%).

Figure 5: Work Style Initiatives Students Want Employer Companies to Have in Place



(All respondents (n=364); MA)

*U-turn: Returning to one's hometown; I-turn: Moving to a rural area other than one's hometown

1. Job-Hunting Students' Tendencies and Values When Choosing a Company

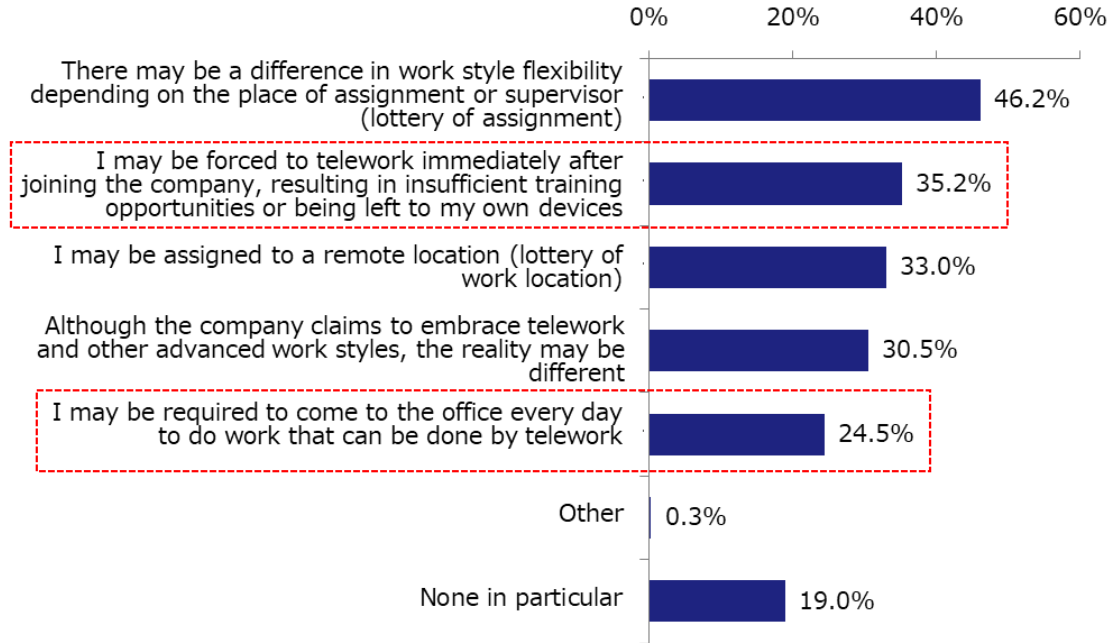
Top concern “Lottery of assignment,” followed by “Being left to own devices due to teleworking immediately after joining company”

Amid the proliferation of teleworking and other new ways of working, the top concern students have when choosing a company was “There may be a difference in work style flexibility depending on the place of assignment or supervisor (lottery of assignment)” (46.2%).

This was followed by “I may be forced to telework immediately after joining the company, resulting in insufficient training opportunities or being left to my own devices” (35.2%), which outweighed “I may be required to come to the office every day to do work that can be done by telework” (24.5%).

Although young people have high intentions to telework (hybrid work), it does not mean that they do not want to come to the office, but rather that they prefer an environment where they can switch between coming to the office and teleworking as needed.

Figure 6: Concerns When Choosing a Company



(All respondents (n=364); MA)

1. Job-Hunting Students' Tendencies and Values When Choosing a Company

More than 50% “value personal life more than work;” approx. 40% “want to work for a company with job-based employment”

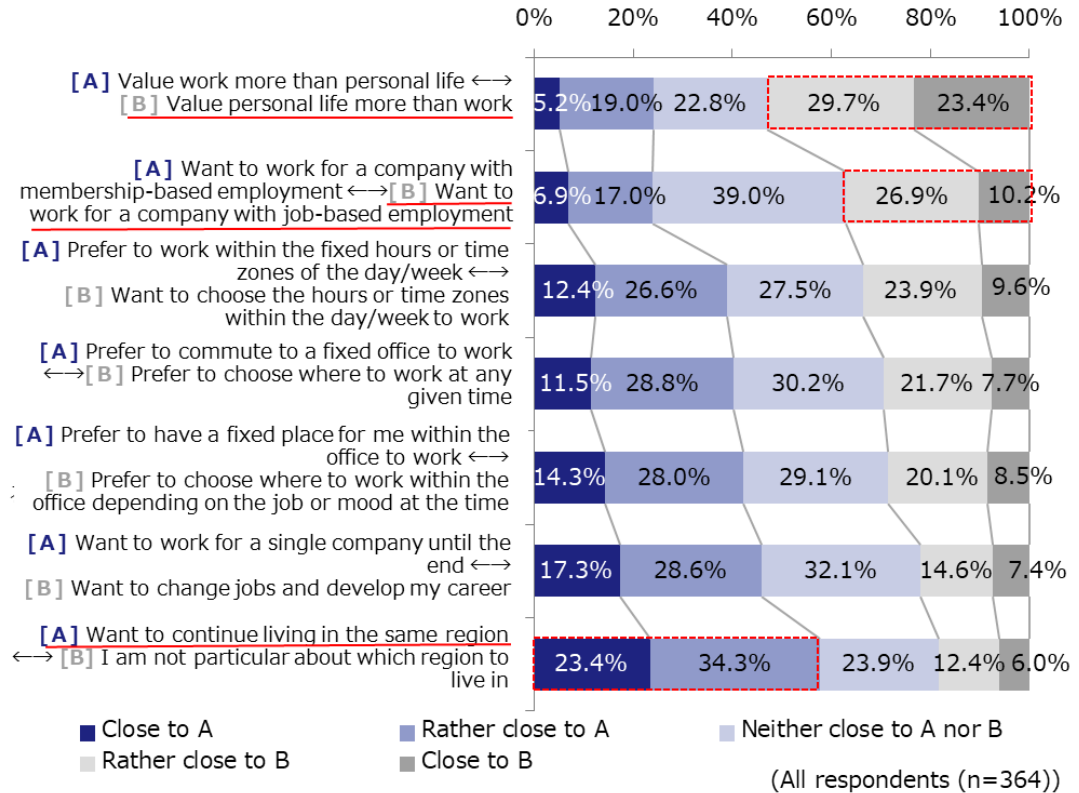
We asked students to rate, on a 5-point scale, which of choices A and B was closer to their attitudes and values toward working. The results are shown in Figure 7. Choice B represents more advanced or flexible preferences than choice A.

The choice that had the highest total percentage of “Close to B (Rather close to B)” was “Value personal life more than work” (53.1%), more than double the percentage for “Value work more than personal life” (24.2%).

“Want to work for a company with job-based employment” (37.1%) also outweighed the opposing “Want to work for a company with membership employment” (25.9%).

In questions concerning the flexibility of working location and hours, more students chose choice A, which is the more conservative/fixed choice. In particular, “Want to continue living in the same region” (57.7%) significantly outnumbered the opposite choice, “I am not particular about which region to live in” (18.4%).

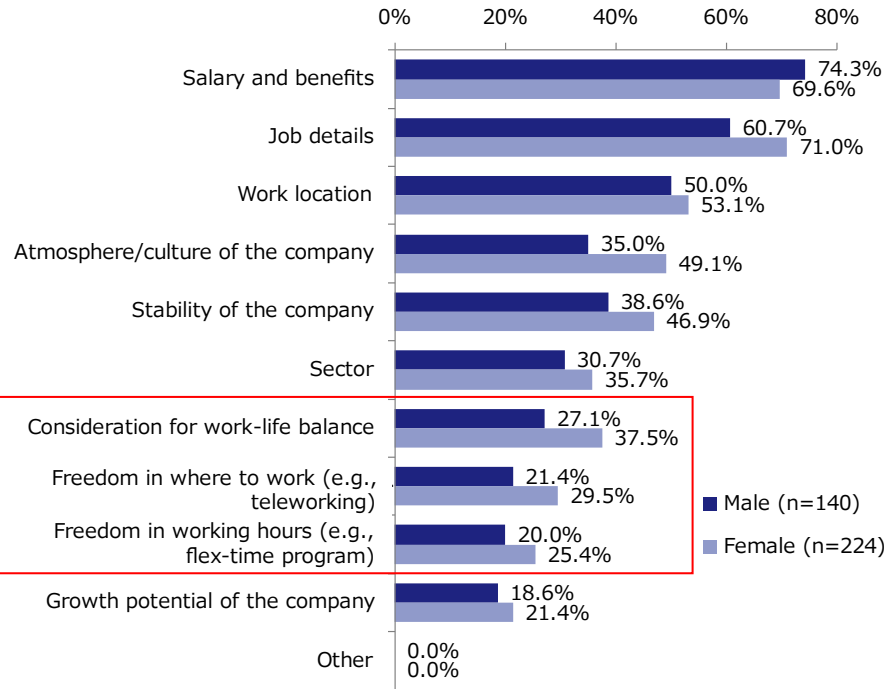
Figure 7: Attitudes and Values Toward Working



2. <Data (1)> Characteristics by Gender

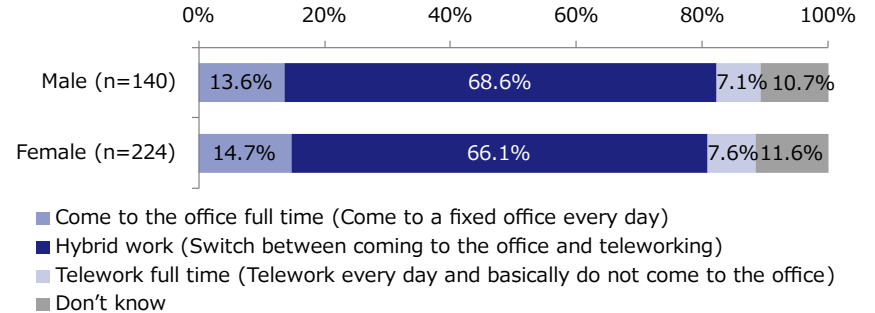
More women (85%) than men find it attractive to work for a company with a satellite office (Figure 10)

Figure 8: Important Conditions When Choosing a Company – By Gender



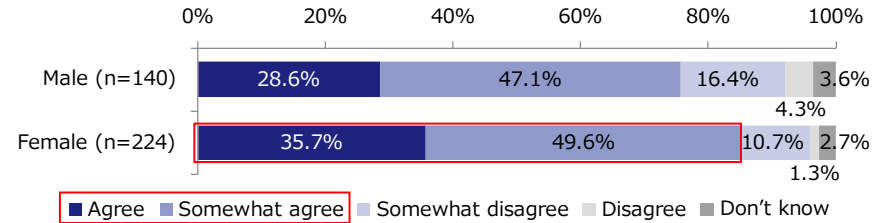
(All respondents; MA)

Figure 9: Ideal Work Style – By Gender



(All respondents)

Figure 10: Percentage of Students Who Find It Attractive to Work for a Company That Offers a Satellite Office, etc. for Its Employees – By Gender



(All respondents)

Women demand more measures, but men have higher needs for digital tools (Figure 12)

Figure 11: Important Office Conditions – By Gender

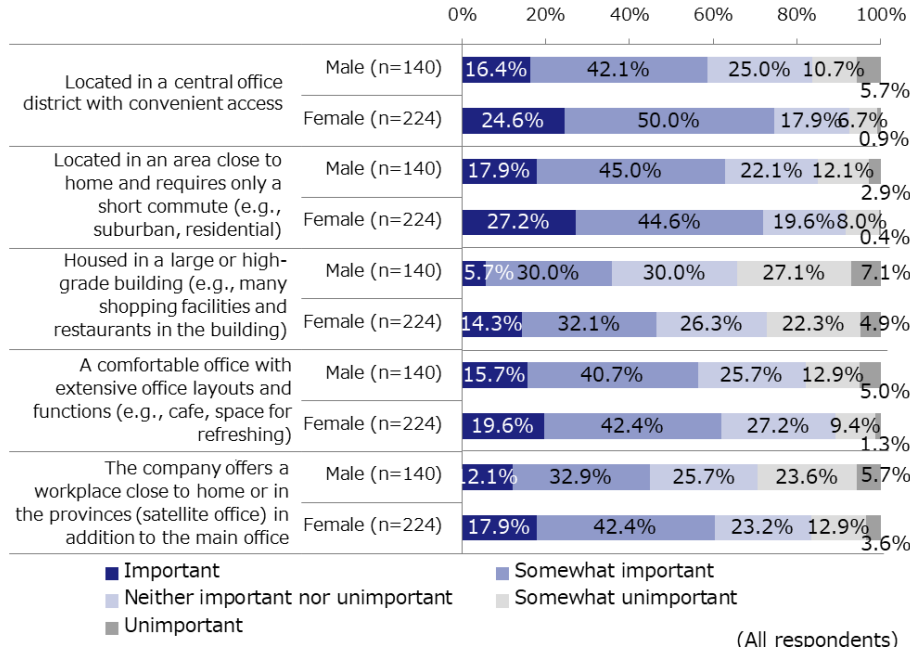
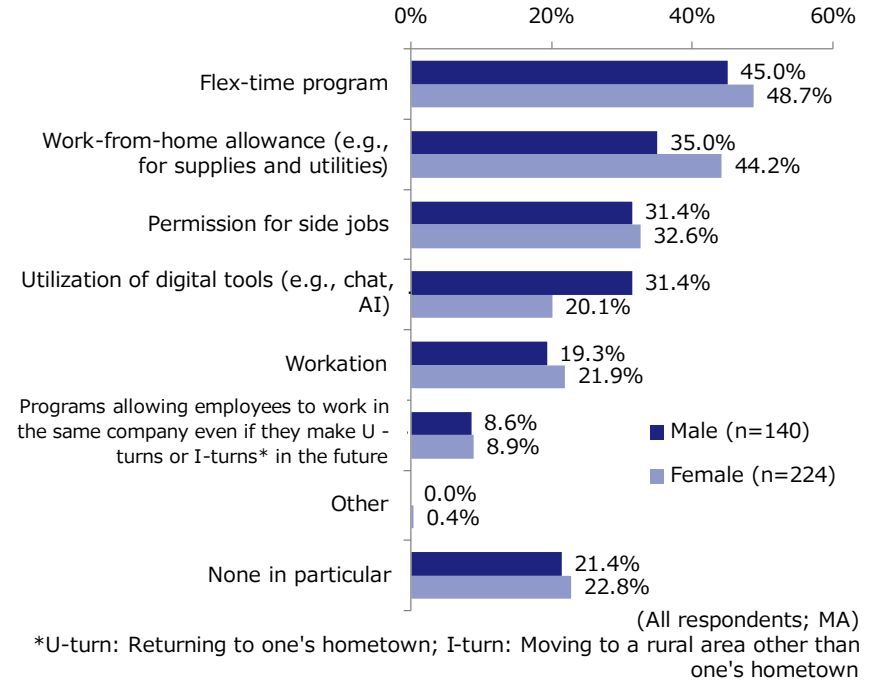


Figure 12: Work Style Initiatives Students Want Employer Companies to Have in Place – By Gender



50% of women have concerns over “Lottery of assignment” (Figure 13)

Figure 13: Concerns When Choosing a Company – By Gender

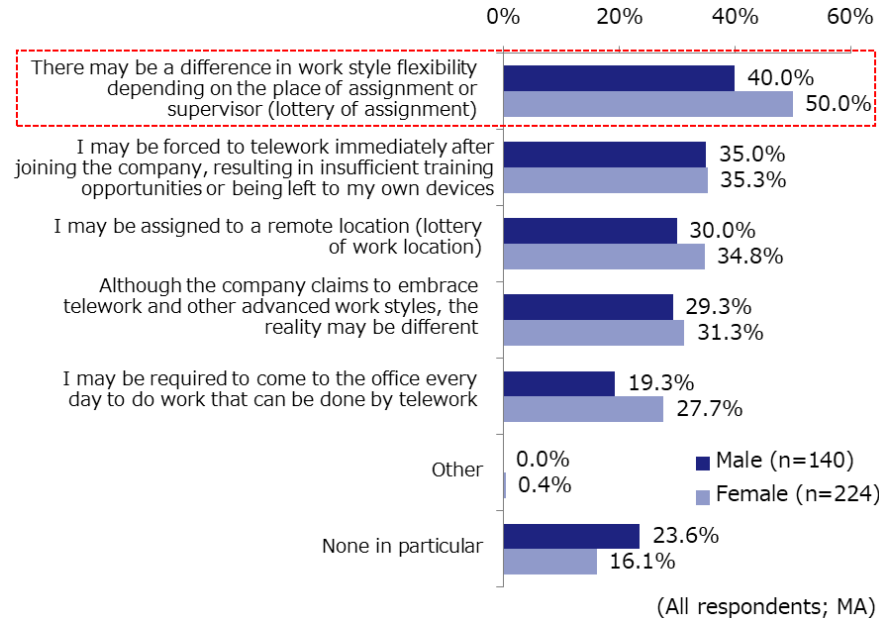
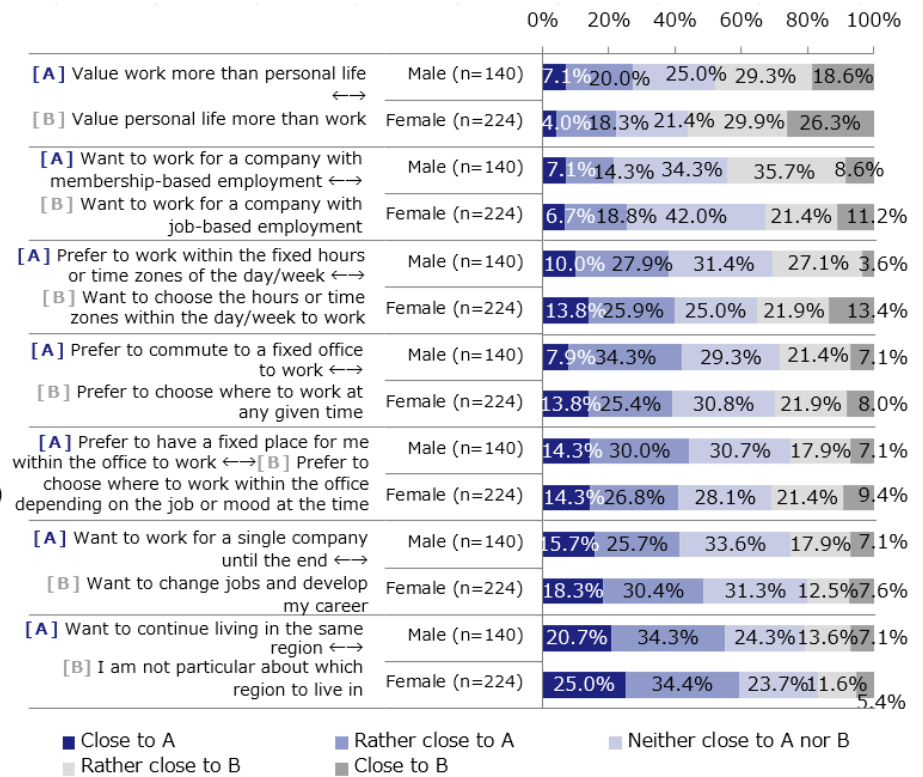


Figure 14: Attitudes and Values Toward Working – By Gender



3. <Data (2)> Characteristics by Arts/Sciences Major

Arts major students are more interested in hybrid work and satellite offices (Figures 16 & 17)

Figure 15: Important Conditions When Choosing a Company During Job Hunting – By Arts/Sciences Major

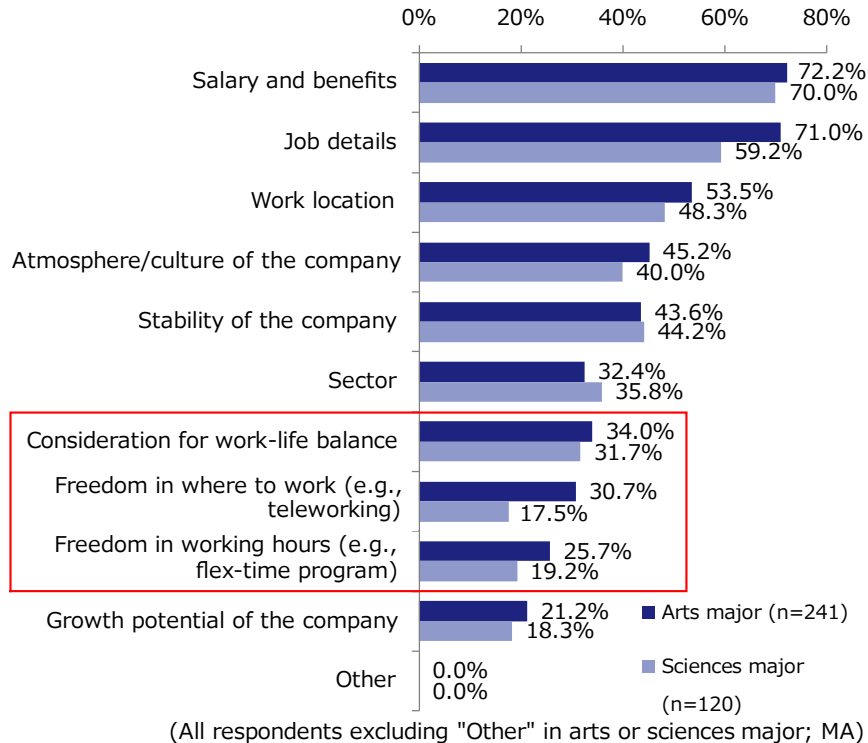


Figure 16: Ideal Work Style – By Arts/Sciences Major

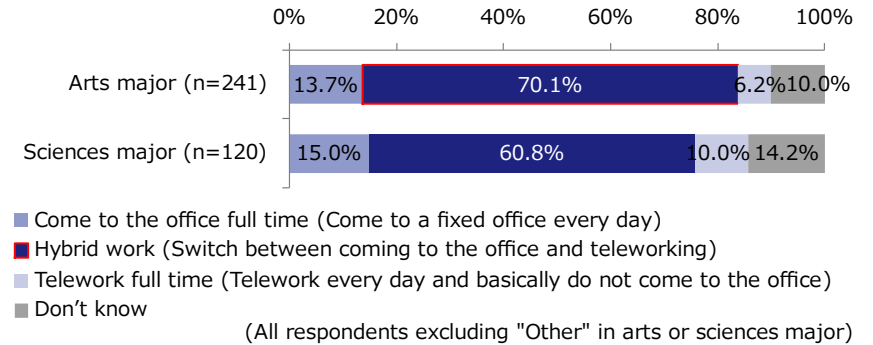
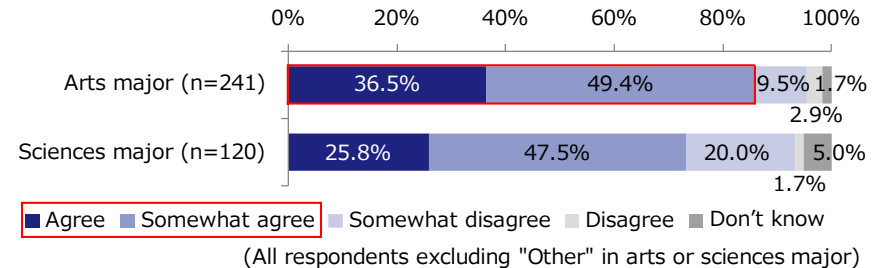


Figure 17: Percentage of Students Who Find It Attractive to Work for a Company That Offers a Satellite Office, etc. for Its Employees – By Arts/Sciences Major



Arts major students expect more from offices (Figure 18)

Figure 18: Important Office Conditions – By Arts/Sciences Major

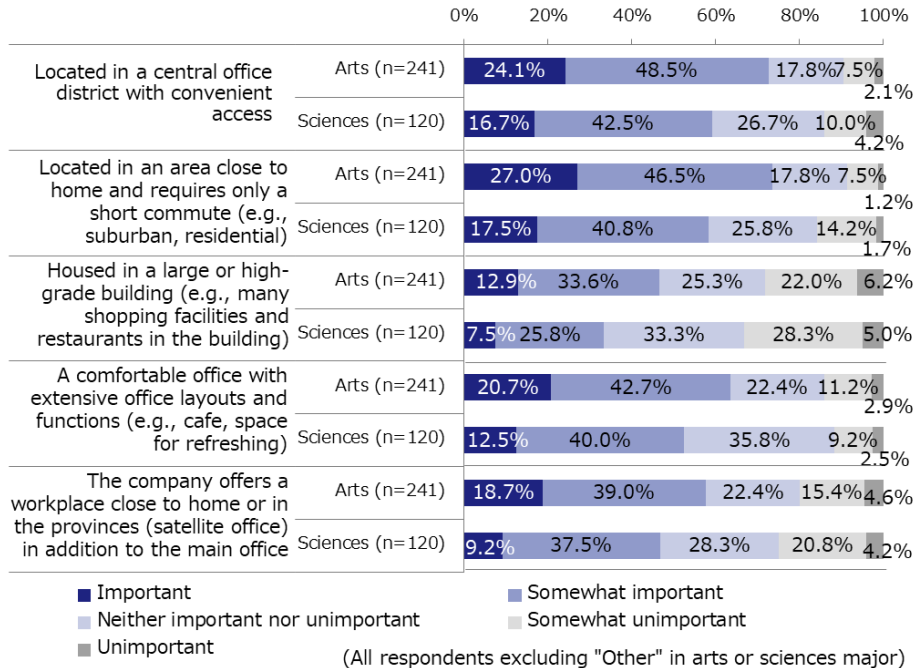
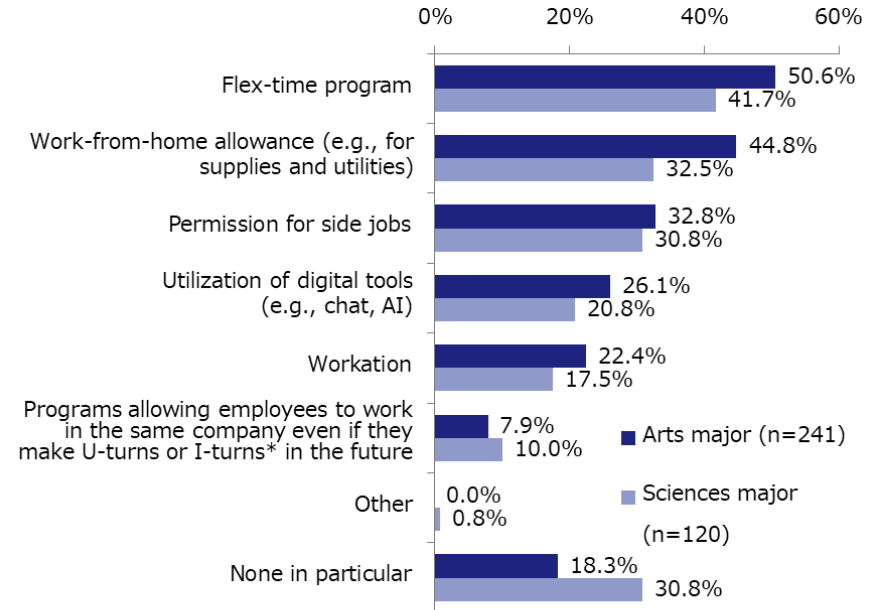


Figure 19: Work Style Initiatives Students Want Employer Companies to Have in Place – By Arts/Sciences Major

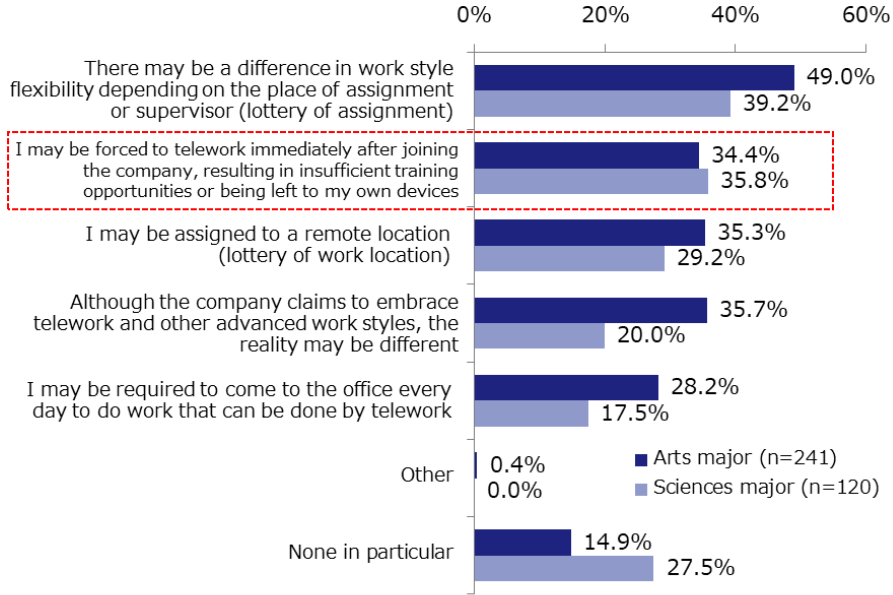


(All respondents excluding "Other" in arts or sciences major; MA)
 *U-turn: Returning to one's hometown; I-turn: Moving to a rural area other than one's hometown

3. <Data (2)> Characteristics by Arts/Sciences Major

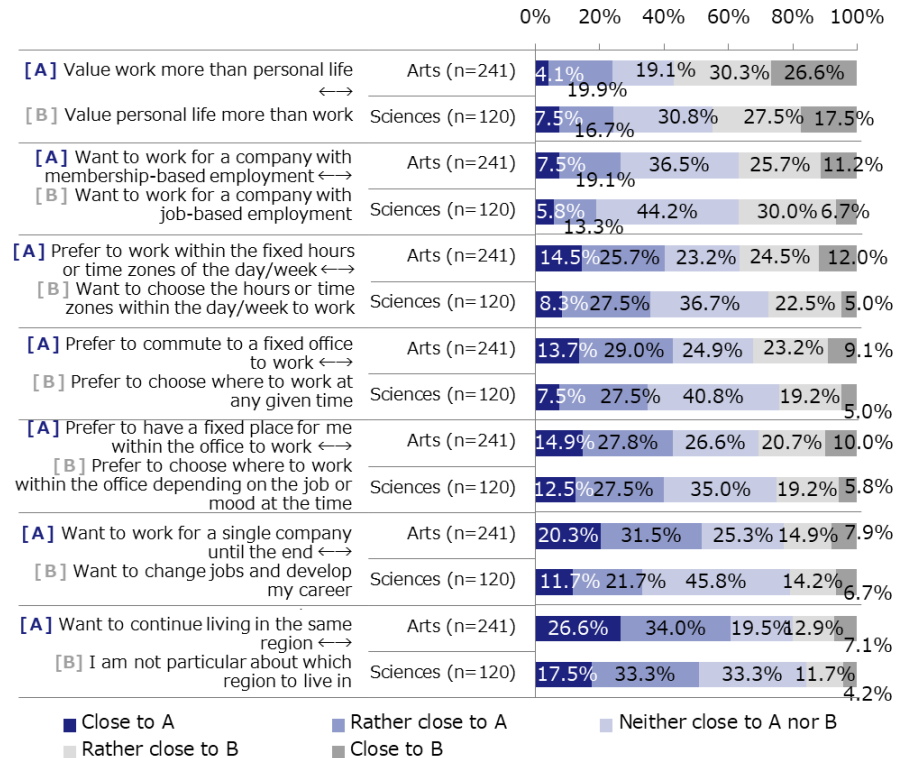
35.8% of sciences major students are concerned that “I may be forced to telework immediately after joining the company, resulting in insufficient training opportunities” (Figure 20)

Figure 20: Concerns When Choosing a Company – By Arts/Sciences Major



(All respondents excluding "Other" in arts or sciences major; MA)

Figure 21: Attitudes and Values Toward Working – By Arts/Sciences Major



(All respondents excluding "Other" in arts or sciences)