

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

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

March 14, 2024

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 conducted its first survey of job-hunting students and released the results in a report. This **Summary Report** is an excerpt of the results.

Main Findings

- The work style closest to the 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 company to implement are "**Flex-time program**" (47.3%) and "**Work-from-home allowance (e.g., for supplies and utilities)**" (40.7%).
- 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%).

<Survey Overview>

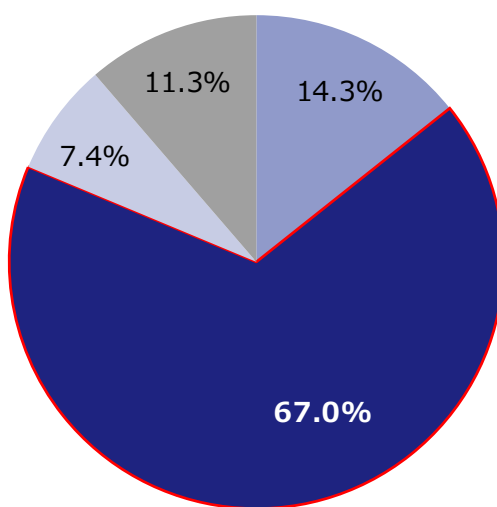
Survey period: December 25–27, 2023 and January 24–February 4, 2024
Target respondents: Third-year university students and graduate students living in Greater Tokyo whose job-hunting status is "Employer has been decided, and job-hunting has ended," "Currently job hunting," or "Planning to start job hunting."
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
No. of valid answers: 364
Survey method: Online survey

topic 1

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 1).

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

Figure 1: Ideal Work Style

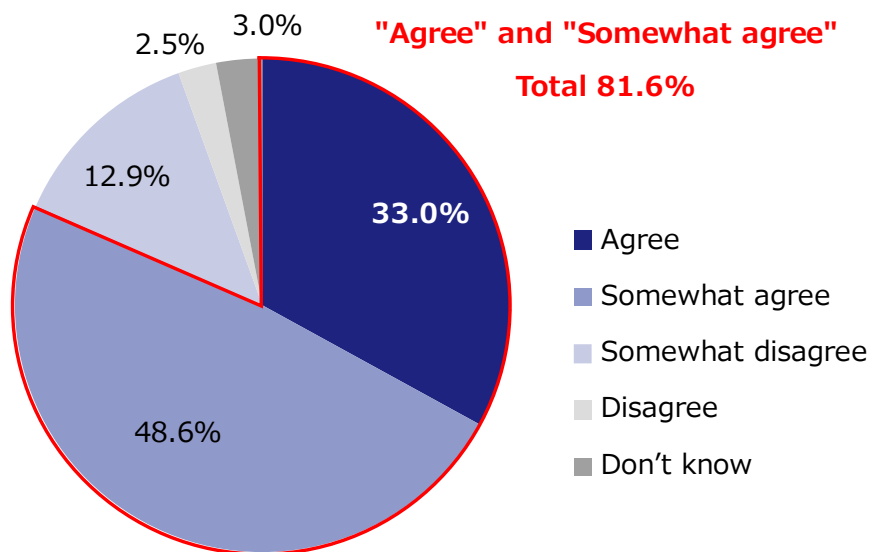


- Come to the office full time (Come to a fixed office every day)
 - Hybrid work (Switch between coming to the office and teleworking)
 - Telework full time (Telework every day and basically do not come to the office)
 - Don't know
- (All respondents (n=364))

topic 2

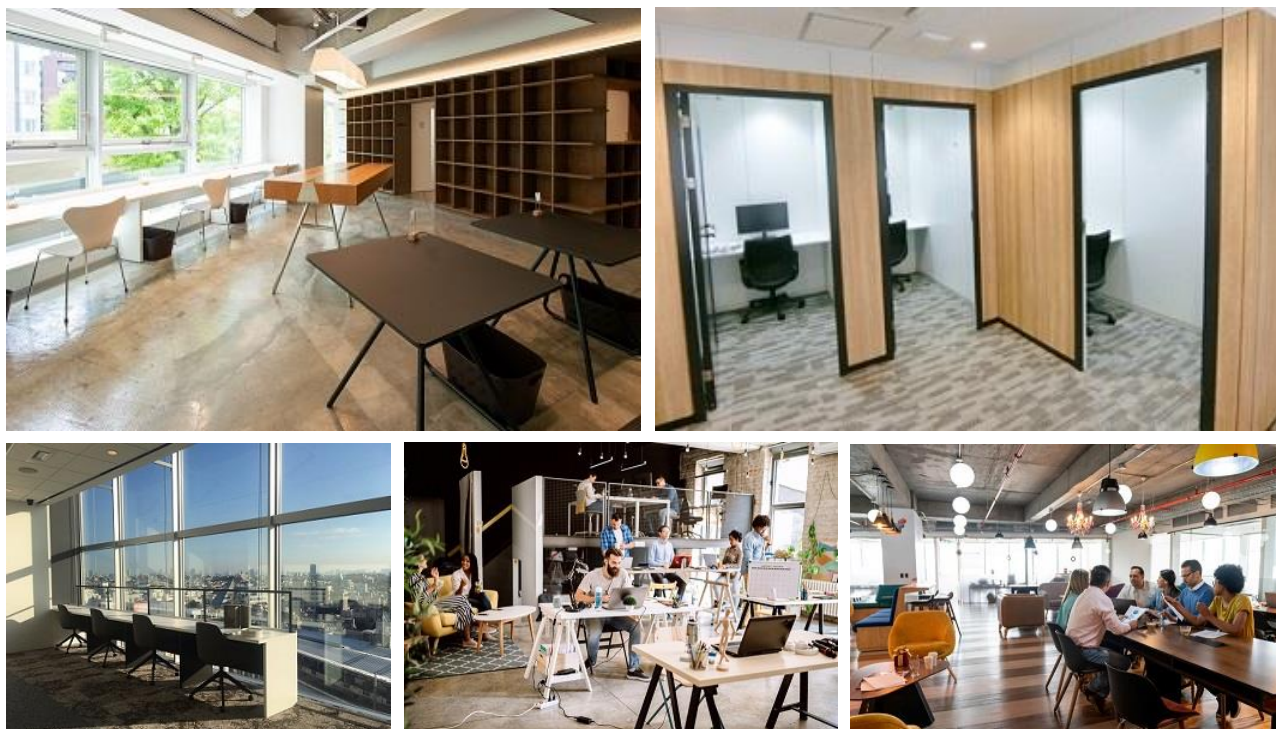
Upon adopting telework, an increasing number of companies have been signing up for corporate satellite office services. After explaining telework location services such as satellite offices and shared offices, we asked the students if they would find it attractive to work for a company that offers a satellite office or other telework locations for its employees, and 81.6% said they agreed or somewhat agreed (Figure 2).

Figure 2: Percentage of Students Who Find It Attractive to Work for a Company Offering a Satellite Office or Other Telework Locations for Its Employees



(All respondents (n=364))

Reference: Image Photos of Satellite Offices and Shared Offices Shown in the Survey



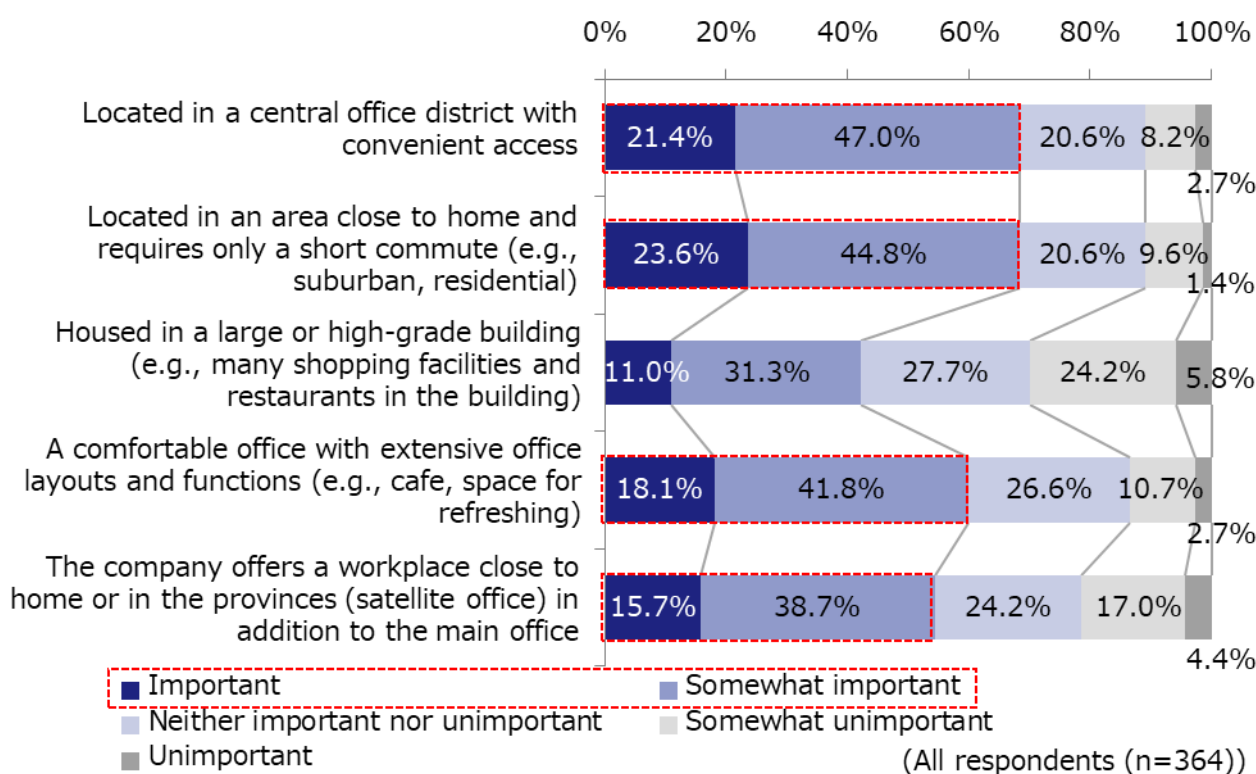
topic 3

When we asked the students how important they 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%) (Figure 3).

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 features (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 3: Important Office Conditions

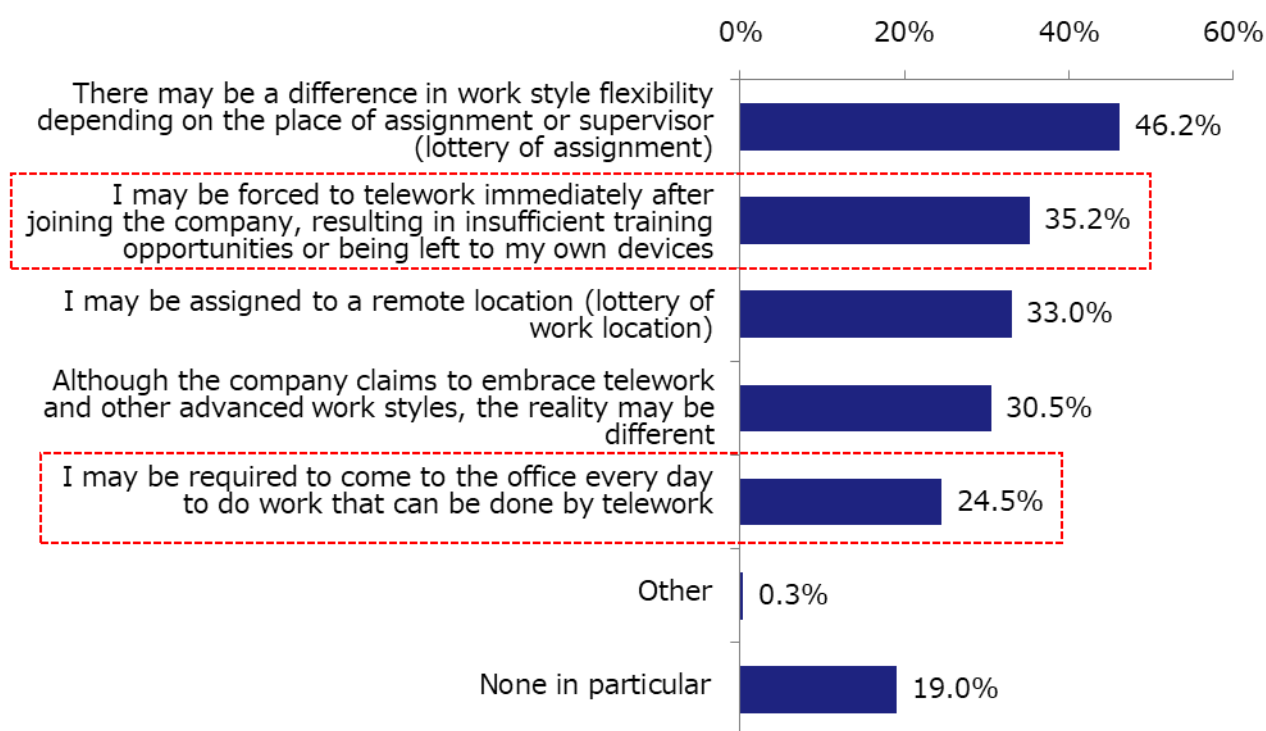


topic 4

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%) (Figure 4).

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 4: Concerns When Choosing a Company



(All respondents (n=364); MA)

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%.

For further inquiries please contact below:

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