

2026 Survey of Job-Hunting Students in Greater Tokyo on Company Selection <Summary Report>

65% of job-hunting students say their ideal work style is a hybrid model; 80% use generative AI

March 12, 2026

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 toward being 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, might have different behaviors and values than those of previous generations when choosing their employers.

Since 2016, Xymax Research Institute has conducted ten Office Worker Surveys. In 2024, it conducted its first survey of job-hunting students. This **Summary Report** is an excerpt from the results of the 2nd survey of job-hunting students, conducted between December 2025 and January 2026. By understanding the behaviors and values of job-hunting students—who could be described as the future workforce—in choosing their employers, we hope to offer insights to companies seeking young talent.

Main Findings

- The work style that most closely matched students' ideals was **"Hybrid work (Combination of coming to the office and teleworking)," chosen by 64.6% of the students** (Figure 1). Compared to the 2024 survey, the percentage of "Come to the office full time" (19.0%) increased by 4.7 pps.
- **73.0% agree (or somewhat agree) that they find it appealing to work for a company that offers a satellite office or other telework locations for its employees** (Figure 2).
- The office criteria that the largest number of students consider "(somewhat) important" was **"Located in an area close to home with a short commute (e.g., suburb, residential area),"** outweighing those who prioritized **"Located in a central office district with convenient access"** (Figure 3).
- The most common concern when choosing a company was **"There might be differences in work style flexibility depending on the department or supervisor ('assignment lottery)," at 37.9%** (Figure 4). Although there was an overall declining trend compared to the 2024 survey, the percentage of respondents who said, **"I might be required to come to the office every day to do work that can be done remotely" (29.1%) increased from the previous survey.**
- When we compared students' concerns when choosing a company based on their usage of generative AI, we found that, across many items, **the percentage of respondents** tended to be **higher among the group with higher usage frequency** (Figure 5).

<Survey Overview>

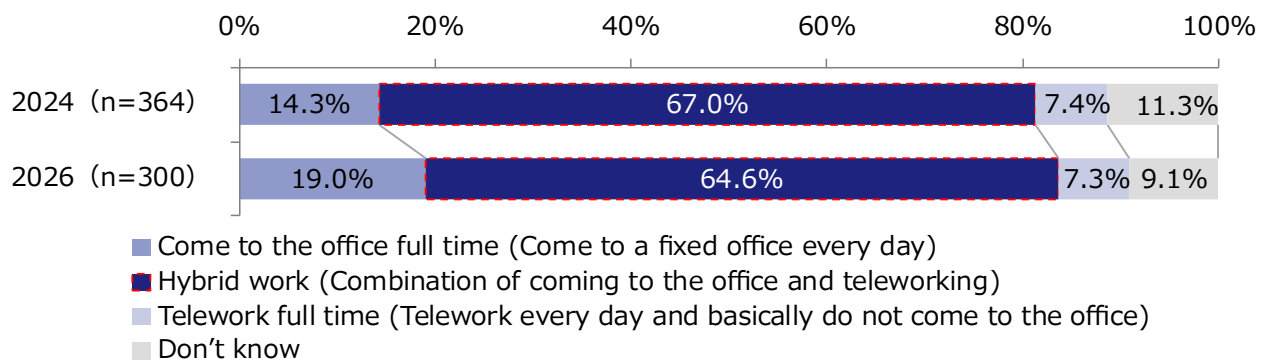
- Survey period: December 26, 2025 – January 6, 2026
- Target respondents: Third-year undergraduates and graduate students living in Greater Tokyo whose job-hunting status is: "Have secured a job and ended job search," "Currently job hunting," or "Plan to start job hunting soon."
- *Target universities: A total of 39 universities located in Greater Tokyo (Keio University, Sophia University, The University of Tokyo, Tokyo University of Foreign Studies, Institute of Science Tokyo, University of Tsukuba, Hitotsubashi University, Yokohama National University, Waseda University, and others), as well as graduate schools located in Greater Tokyo
- Sample size: 300 responses collected; 300 respondents after weighting
*To ensure consistency in the year-over-year comparison, the data was weighted and aggregated based on the breakdown (two age groups × two job-hunting statuses) from the same survey conducted in 2024. To prevent any extreme weightings, we have consolidated the categories as follows.
• Two age groups: 23 and under / 24 and older
• Two job-hunting status categories: "Have secured a job and ended job search" / "Currently job hunting" and "Plan to start job hunting soon"
- 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 (Combination of 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 (64.6%) chose “Hybrid work” (Figure 1).

In contrast, we found that “Come to the office full time” (19.0%) and “Telework full time” (7.3%) were in the minority. However, the percentage who responded “Come to the office full time” increased by 4.7 pps compared to the 2024 survey (14.3%).

Figure 1: Ideal Work Style



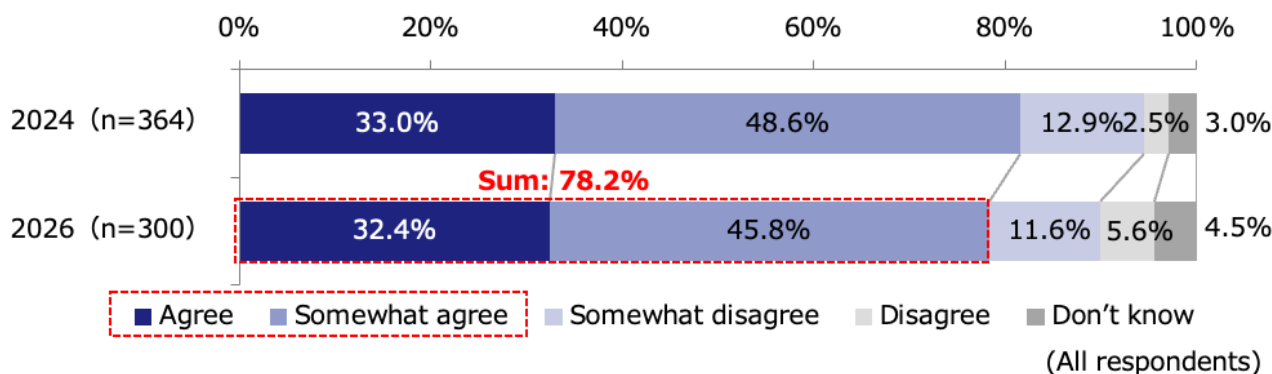
(All respondents)

topic 2

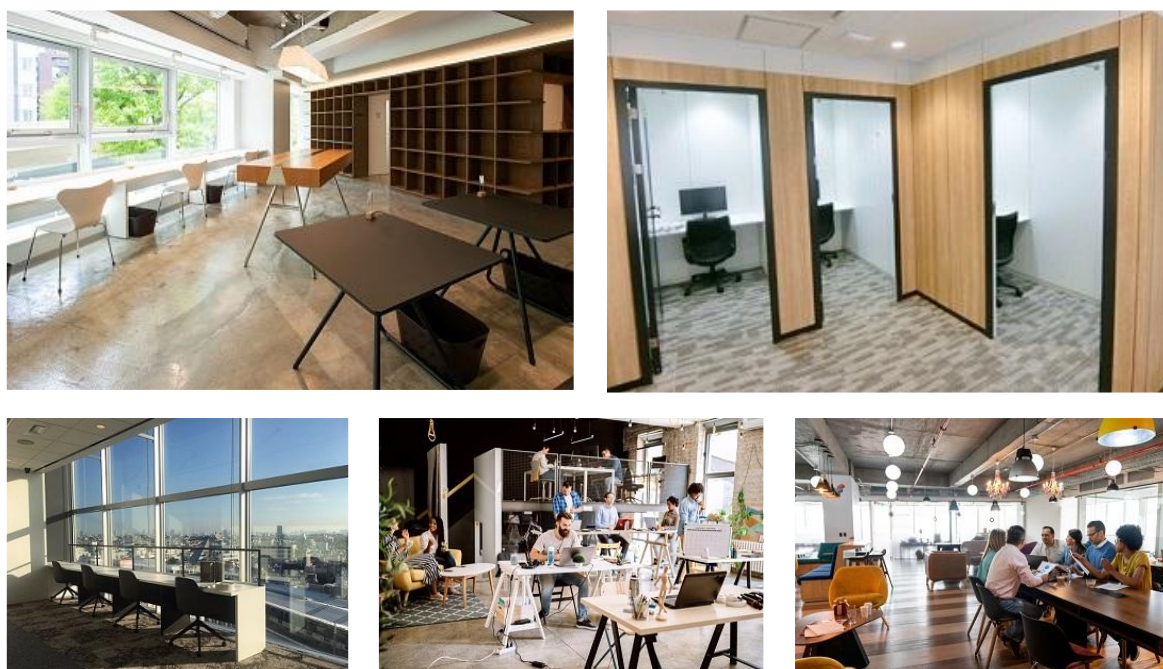
Upon adopting telework, an increasing number of companies have been signing up for corporate satellite office services, in addition to introducing work-from-home policies.

After explaining telework location services such as satellite offices and shared offices, we asked the students if they would find it appealing to work for a company that offers a satellite office or other telework locations for its employees. 78.2% said they “agree” or “somewhat agree” (Figure 2).

Figure 2: Percentage of Students Who Find It Appealing to Work for a Company That Offers Satellite Offices, etc.



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

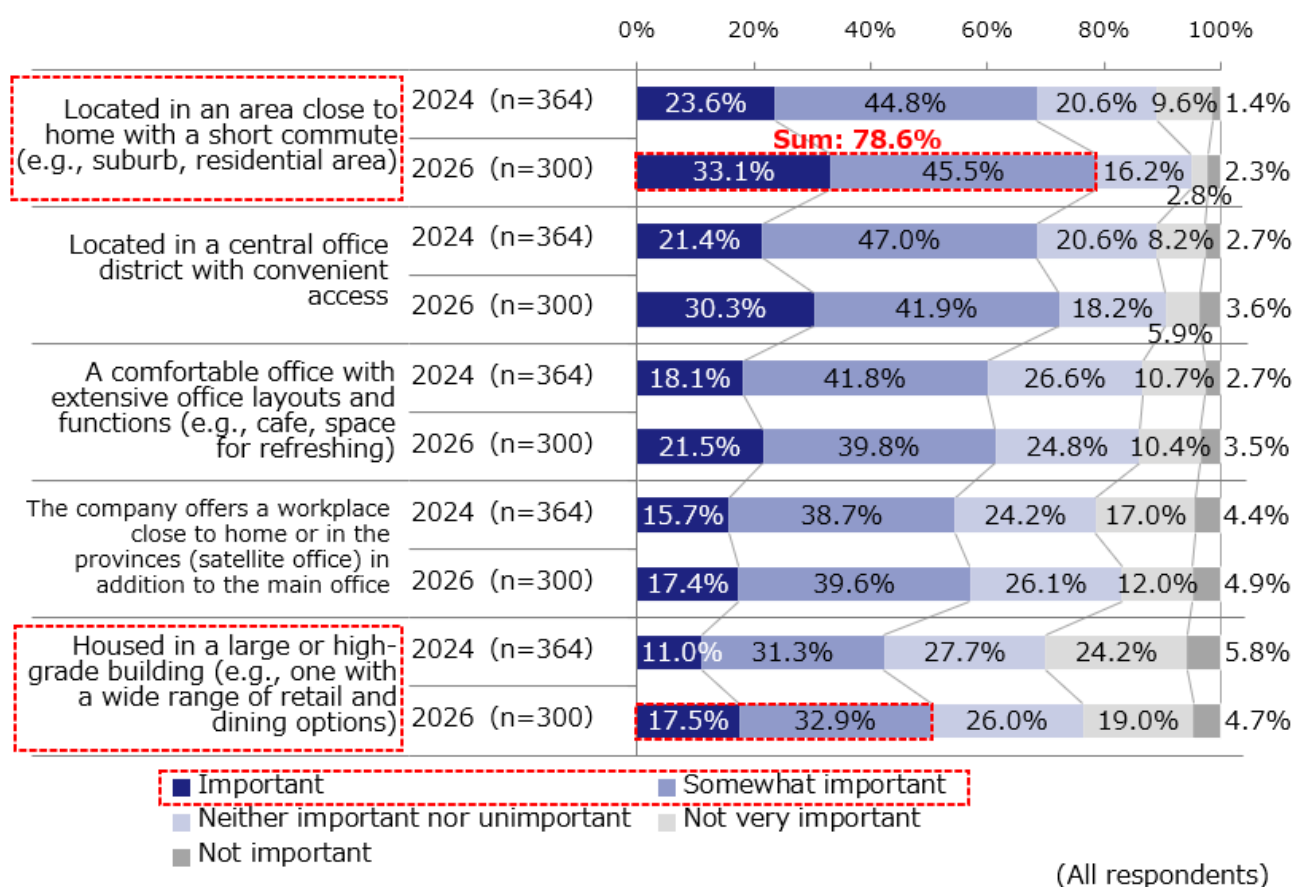


topic 3

When we asked the students how much weight they place on various office-related criteria when selecting a company, the criteria that the largest number of students considered “(somewhat) important” was “Located in an area close to home with a short commute (e.g., suburb, residential area)” (78.6%), outweighing those who prioritized “Located in a central office district with convenient access” (72.2%) (Figure 3). For young people, who prioritize a time-efficient lifestyle, the aversion to long commutes may be stronger than among previous generations.

Furthermore, compared to the 2024 survey, the percentage of respondents who placed importance on “Located in an area close to home with a short commute (e.g., suburb, residential area)” and “Housed in a large or high-grade building (e.g., one with a wide range of retail and dining options)” (50.4%) both increased.

Figure 3: Important Office Criteria



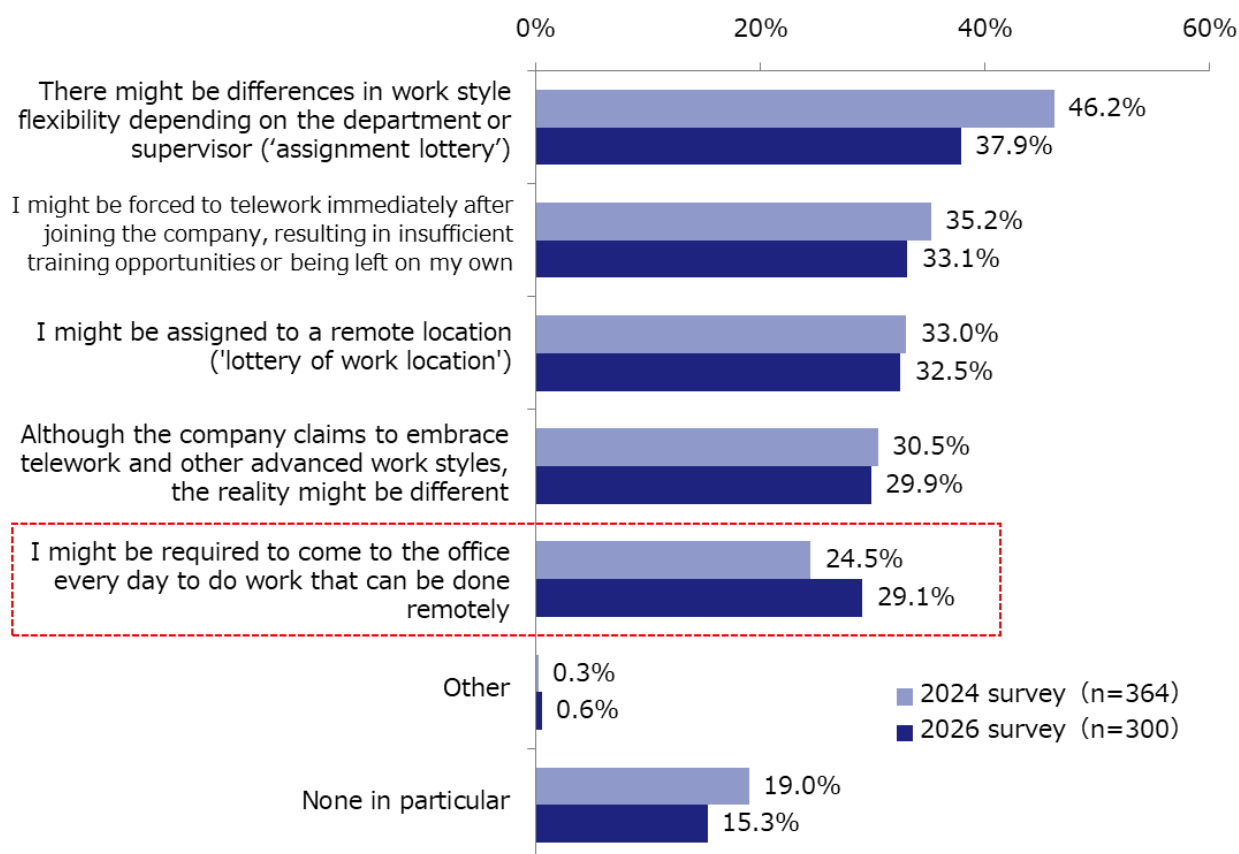
topic 4

Amid the proliferation of teleworking and other new ways of working, the top concern among students regarding company selection was “There might be differences in work style flexibility depending on the department or supervisor (‘assignment lottery’),” cited by 37.9% of students (Figure 4).

However, compared to the 2024 survey, the percentage of respondents citing this concern has dropped significantly, and a general downward trend was observed across other areas of concern as well. As the job market remains favorable for new graduates, anxiety about the job-hunting process itself may have relatively eased. On the other hand, 29.1% of respondents—an increase from the previous survey—cited “I might be required to come to the office every day to do work that can be done remotely.”

These results suggest that, while young people are highly inclined to telework (hybrid work), they are not simply seeking to avoid coming to the office; rather, they desire an environment where they can appropriately switch between working in the office and teleworking depending on the nature of their work and the circumstances.

Figure 4: Concerns When Choosing a Company



(All respondents; MA)

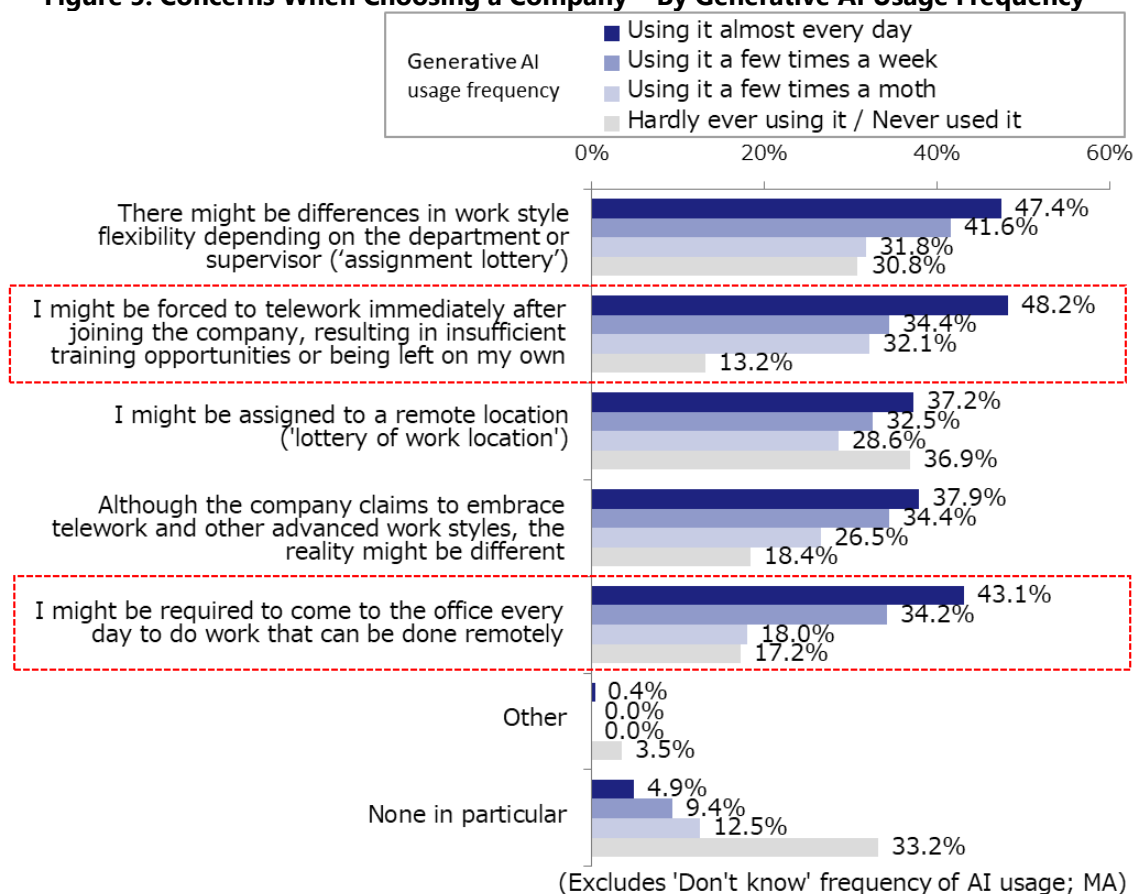
topic 5

When comparing students' concerns when choosing a company based on their usage of generative AI, we found that, across many items, the percentage of respondents tended to be higher among the group with higher usage frequency (Figure 5).

In particular, concerns such as "I might be forced to telework immediately after joining the company, resulting in insufficient training opportunities or being left on my own" and "I might be required to come to the office every day to do work that can be done remotely" showed a relatively strong correlation with generative AI usage frequency. Among those who are "using it almost every day," over 40% expressed each of these concerns.

It is likely that those who use generative AI frequently are highly attuned to information and are proactive in gathering information for job hunting. As a result, they may have a concrete image of companies' programs and how they actually work, making them more prone to feeling anxious. Companies will be expected to go beyond simply stating whether programs exist; they will need to clearly communicate how they are actually implemented and their approach to employee development in order to alleviate the concerns of job-hunting students.

Figure 5: Concerns When Choosing a Company – By Generative AI Usage Frequency



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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