

2025 Job Seeker Nation Report

Job Market Truths

What's Driving Candidates in 2025



employ

Table of Contents

Executive Summary3

How Job Seekers Perceive the Market4

What Makes Employees Leave (or Stay)..... 13

What Workers Value in a Role 17

How to Win Over Candidates in a Job Search 22

Workers’ Opinions on Compensation..... 26

Candidates’ Perspectives on AI 29

Key Takeaways..... 34

Report Methodology..... 35

Executive Summary

Put simply, the employment market and job hunting landscape are **complex**. The [Bureau of Labor Statistics](#) reported that employment outside of farming rose by 228,000 in March 2025, which is higher than the average monthly gain of 158,000 over the past 12 months. However, **other current events are likely shaping job seekers' opinions**, and therefore the outcomes in this year's Job Seeker Nation report. This survey was held March 25-28, 2025, coming on the heels of at least one major shake-up in the world of work: tens of thousands of federal and public sector workers have faced layoffs since January 2025, and more are slated to come, with some anticipating this could ultimately affect [hundreds of thousands of workers](#). The wave of 2023-2024 tech layoffs that [NBC referred to](#) as “the most brutal round of tech layoffs since the dot-com bubble burst” are also not far in the rearview mirror. All of this context can help us make meaning of this year's findings around layoff concerns, job hunting burnout, and more.

Some findings, like job satisfaction and openness to new roles, haven't changed much since last year. Like 2024, over three-fourths of respondents reported being “somewhat” or “very” satisfied with their jobs (in 2024 this was 79%; in 2025 it's 83%). However, the percentage of respondents at least somewhat open to other job opportunities is virtually unchanged: 86% were open in 2024 compared to 85% in 2025. Almost half (46%) identified themselves as “very open” to new opportunities in 2024, and this figure didn't budge in 2025. Like 2024, close to half (42%) of workers report actively looking for a new job.

Other findings, like candidate motivations and communication preferences, have changed since last year. Respondents' reasons for leaving a job have moved slightly and so have the reasons that would make workers consider taking a

new job. New data shows a shift in how candidates prefer to be contacted during the job hunting process. And when it comes to finding a job in the current market—unsurprisingly, it isn't as easy as it used to be.

New findings offer fresh insight into what matters most to job seekers today. This year, we introduced new questions to explore emerging topics in talent acquisition. In doing so, we uncovered data on topics like candidates' opinions on AI, trust, and the job hunting process; insights on salary and benefits; and new findings about job hunt burnout and perceptions of broader job market conditions. These additions help paint a more complete picture of what's top of mind for today's talent.

All these results give recruiters and HR pros like you a window into what candidates are really thinking. From shifting motivations to evolving expectations, these insights can help you fine-tune your strategies, personalize your outreach, and stay ahead of hiring trends. Read on, learn what's changed, and use these findings to connect with top talent—and keep them.

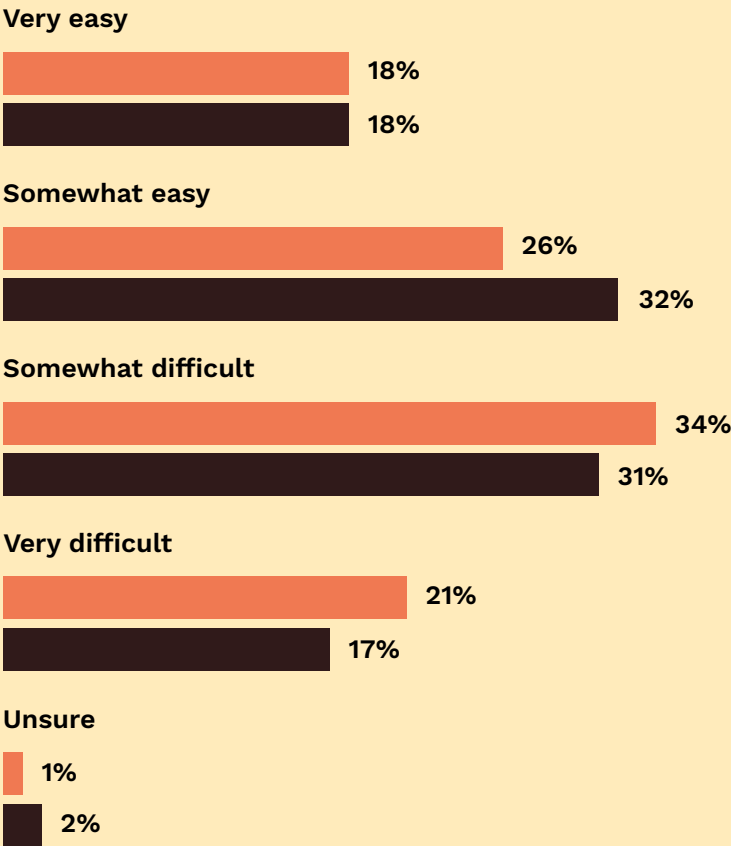


How Job Seekers Perceive the *Market*

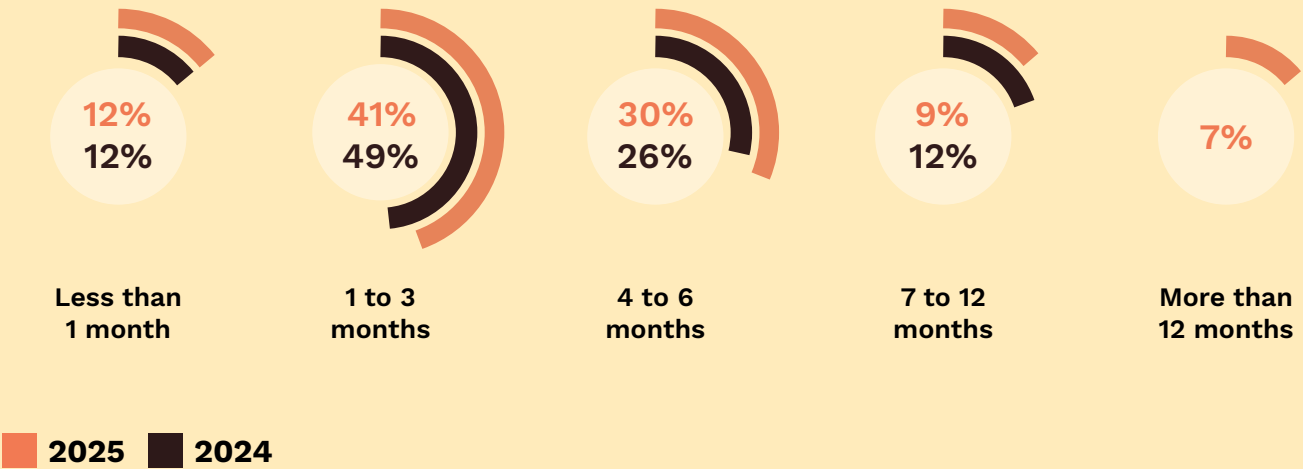
Key finding: Job hunters are less optimistic about landing new roles in this market and are focused on building new skills to stay competitive.

Job seeker optimism is still strong, but it's slipped in a few key areas. Fewer respondents now say it's easy to find a new job (44%, down from 50%), and confidence in landing a role within three months has also dipped (56%, down from 61%).

How easy do you think it is to find a job in the current labor market?

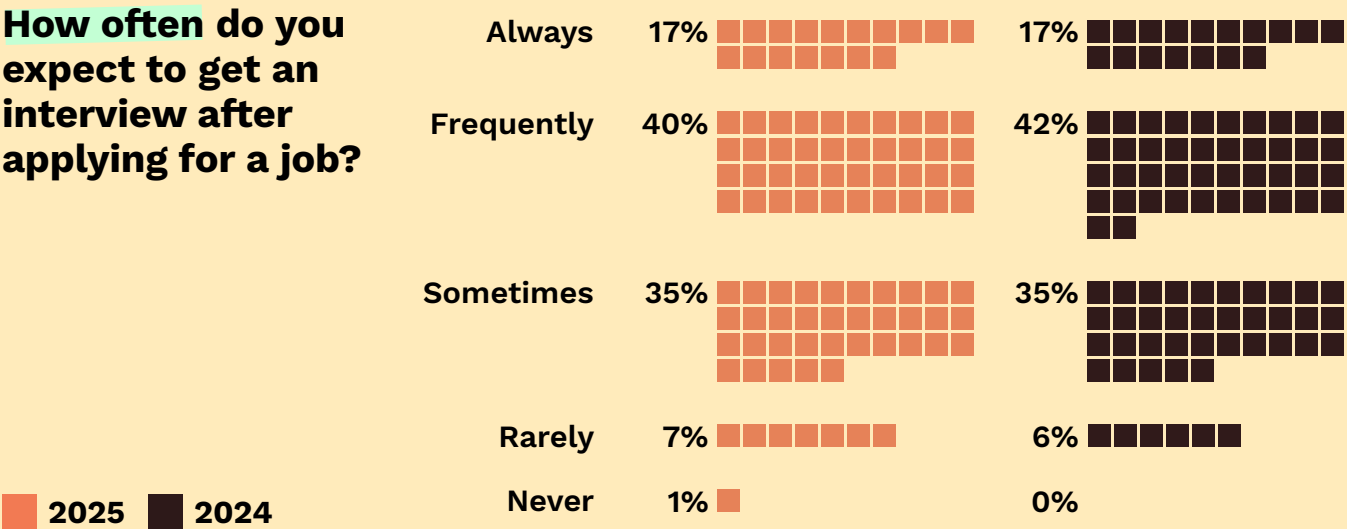


How long do you think it will take you to find a new job?



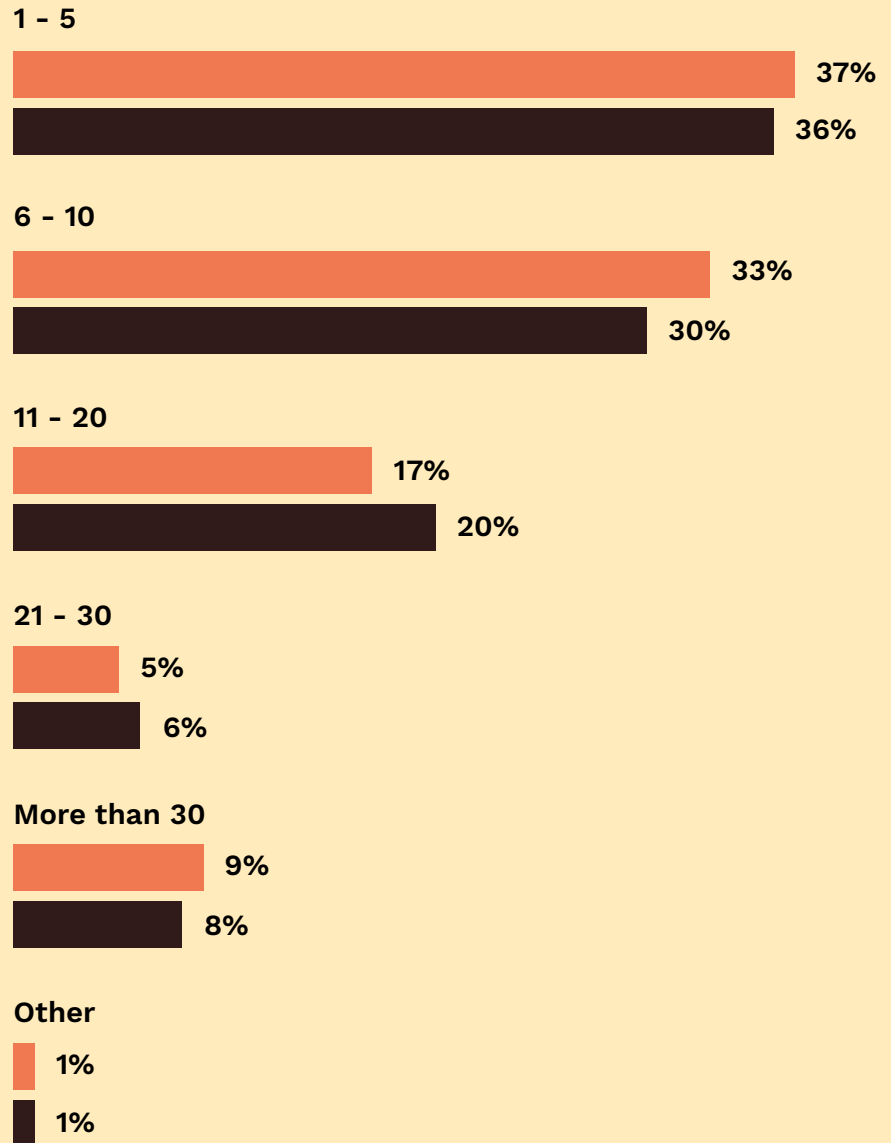
Despite these broader beliefs, respondents reported positive feelings about their own individual prospects: more than half (57%) expect to receive an interview when they apply for a role. Over a third (37%) believe they will be hired after submitting no more than five applications, and more than two-thirds (70%) expect to secure a job within 10 applications.

How often do you expect to get an interview after applying for a job?



How many applications do you expect you will have to submit before you are hired for a new role?

2025 2024



Who's interviewing more?

White-collar and desk-based workers are interviewing more often than those in frontline or on-site roles. Overall, 64% of respondents reported having more than two interviews in the past year—but that number drops to 55% among fully on-site workers, compared to those who work remotely 1–2 days per week (77%) or split their time 50/50 between being remote and in office (75%).

This gap may stem from both flexibility and function. Remote workers have more privacy to take interviews without being seen or overheard, while on-site workers may need to take PTO just to participate. And with more volatility in desk-based industries like tech, white-collar workers may feel greater urgency to stay in the market—especially amid the uncertainty outlined earlier in this report.

Quit rates have fluctuated since the onset of the COVID-19 pandemic, with the [Bureau of Labor Statistics reporting a quits rate](#) for all private industry hitting a 1.7% low in April 2020 and rebounding to a 3.3% high in January and April of 2021 before steadily falling again to 2.1% by November of 2024. This fairly recent drop in quits suggests employees are staying in roles longer, which could be due to competition and lack of work. Other factors that could be driving this unevenness in interviews may include:

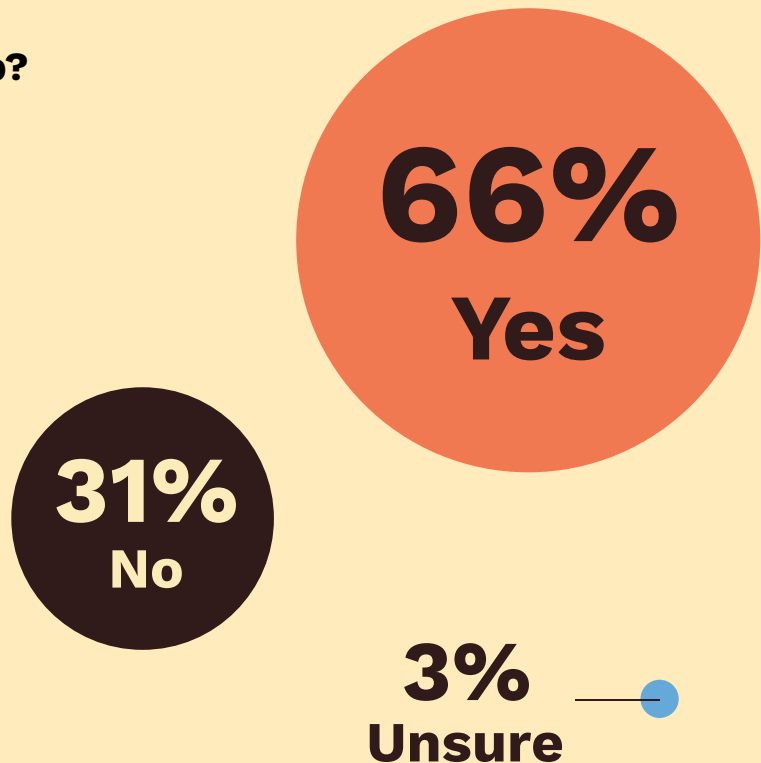
- An overall surge in white-collar job applications
- Stronger competition for white-collar roles due to employees staying in their positions longer
- An insufficient number of open roles to meet demand
- A longer hiring process for desk jobs



New Job-Hunting Burnout, Macroeconomic Conditions, and What Workers Think They'll Need to Succeed

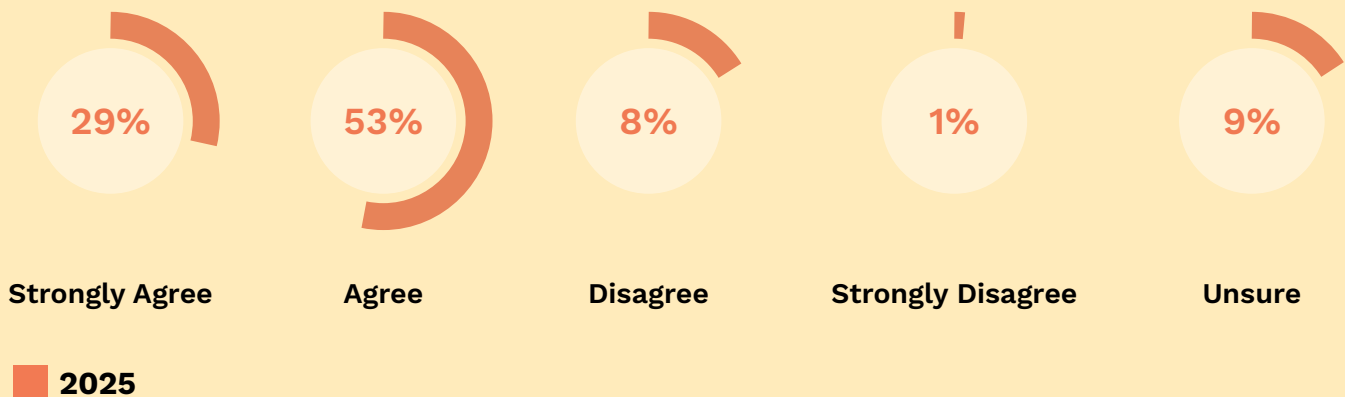
When asked, “Are you feeling burned out from searching for a new job?” 66% of respondents answered “yes.” Respondents in communications/marketing/advertising (100%), government (91%), clinical healthcare (81%), and restaurant/food service (80%) industries are more likely to report burnout from job searching than those in other sectors. The uncertainty in formerly stable public or federal sector roles may help explain the high burnout rate among government respondents. Additionally, those in communications/marketing/advertising generally report the highest rates of turnover (29%) across all sectors—a finding that aligns with their burnout levels.

Are you feeling burned out from searching for a new job?



Many respondents are open to staying at their current companies and making a role change there: 58% of respondents report having looked internally for a new role. This internal focus aligns with another finding this year—respondents’ sense that the broader job market remains challenging. While 56% believe the current job market favors candidates, 82% are worried about a “white-collar recession.” A cluster of findings support this worry: Fewer respondents believe it’s easy to find a job in today’s labor market (44%, down from 50%), well over half agree that the hiring market is stagnant, and only a third of respondents would feel comfortable quitting a job without having another lined up.

Do you agree or disagree with the following statement? Recently, some economists have said that there is a stagnant hiring market where employers are cautious, while more employees are staying put at their current jobs, leading some to call it a “white-collar recession”?



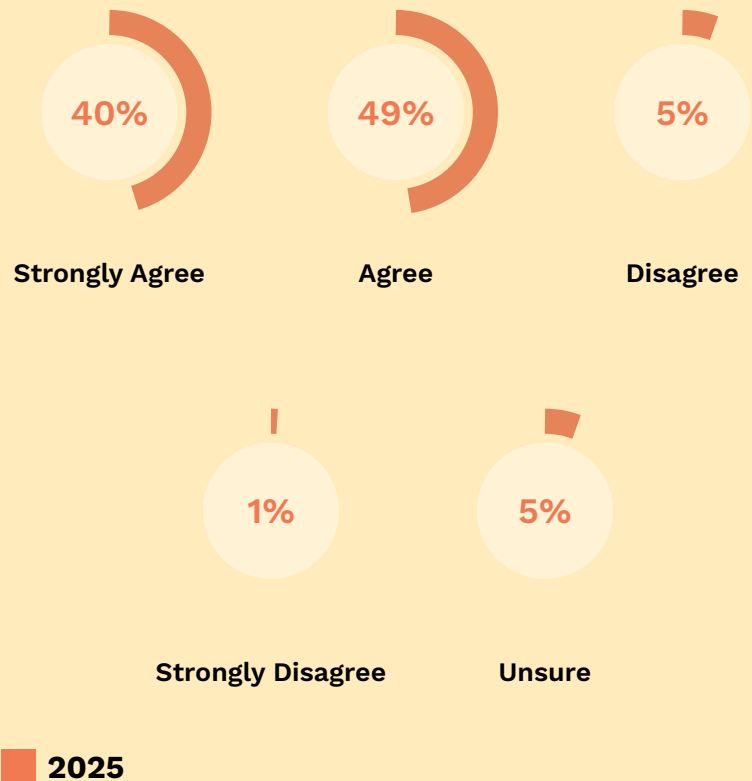
“The skills market can feel a lot like matchmaking—every hiring manager is looking for something different. As a recruiter, the challenge isn’t reshaping candidates to fit shifting expectations but recognizing and championing the strengths that make them stand out. Focus on what candidates are genuinely great at and passionate about. When you align talent with opportunity—not just requirements—you’ll find better fits and better outcomes.”

Tim Sackett,

Talent Acquisition & HR Analyst, HRU Technical Resources

In response to these concerns, these job seekers are now proactively seeking new skill sets to stay competitive. 81% of respondents believe it's important to get trained in new technologies like AI in order to secure a job this year, and 89% of respondents agree that being able to address skills gaps for employers can improve their odds of moving into a new role this year.

Do you agree or disagree that being able to address skills gaps for employers can improve your chances of transitioning into a new role in 2025?



Who's prioritizing tech training?

Workers in the government and software/technology/IT sectors are more likely to emphasize the importance of training in new technologies (100% and 94%, respectively) than those in other industries. Again, macro-level changes to government sector jobs may inform this finding. These workers are coming to the job-seeking cohort with broad and deep skill sets, from budget and project management to multiple language fluencies, and we'll be interested to see where these broad shifts go from here.

“

“In a market that rewards adaptability over tenure, the edge belongs to those who treat learning like a job requirement, not an option. Closing the skills gap isn't just about getting hired—it's about staying relevant in a world that's rewriting the rules in real time.”

Stephanie Manzelli,
CHRO, Employ

What This *Means*

- Current events could be affecting candidates' broader beliefs about the market compared to their own personal odds of success. Understanding these fears can help recruiters address common concerns early in the hiring process in order to make it as efficient as possible.
- Employers should be prepared to answer questions from job seekers about general hiring trends at the company or organization, as well as other questions candidates may have about financial stability.
- HR pros should communicate clearly about hiring timelines. Having an applicant tracking system (ATS) makes this more straightforward, less manual, and ultimately quicker—the right platform can even save you up to 10-15 hours per hire each week.
- Employers should clearly define the skills required for each role—not just in the job description, but throughout the interview process. Using behavioral-based interviewing helps validate skills and gives candidates a clearer sense of what success looks like in the role.
- To retain top talent and strengthen internal mobility, HR teams should invest in skills-based development. Upskilling and reskilling initiatives help employees grow within the organization—and ensures your hiring strategy keeps pace by connecting qualified talent to emerging roles.



What Makes Employees Leave *(or Stay)*

Key finding: Candidates are open to new opportunities but worry about a stagnant market.

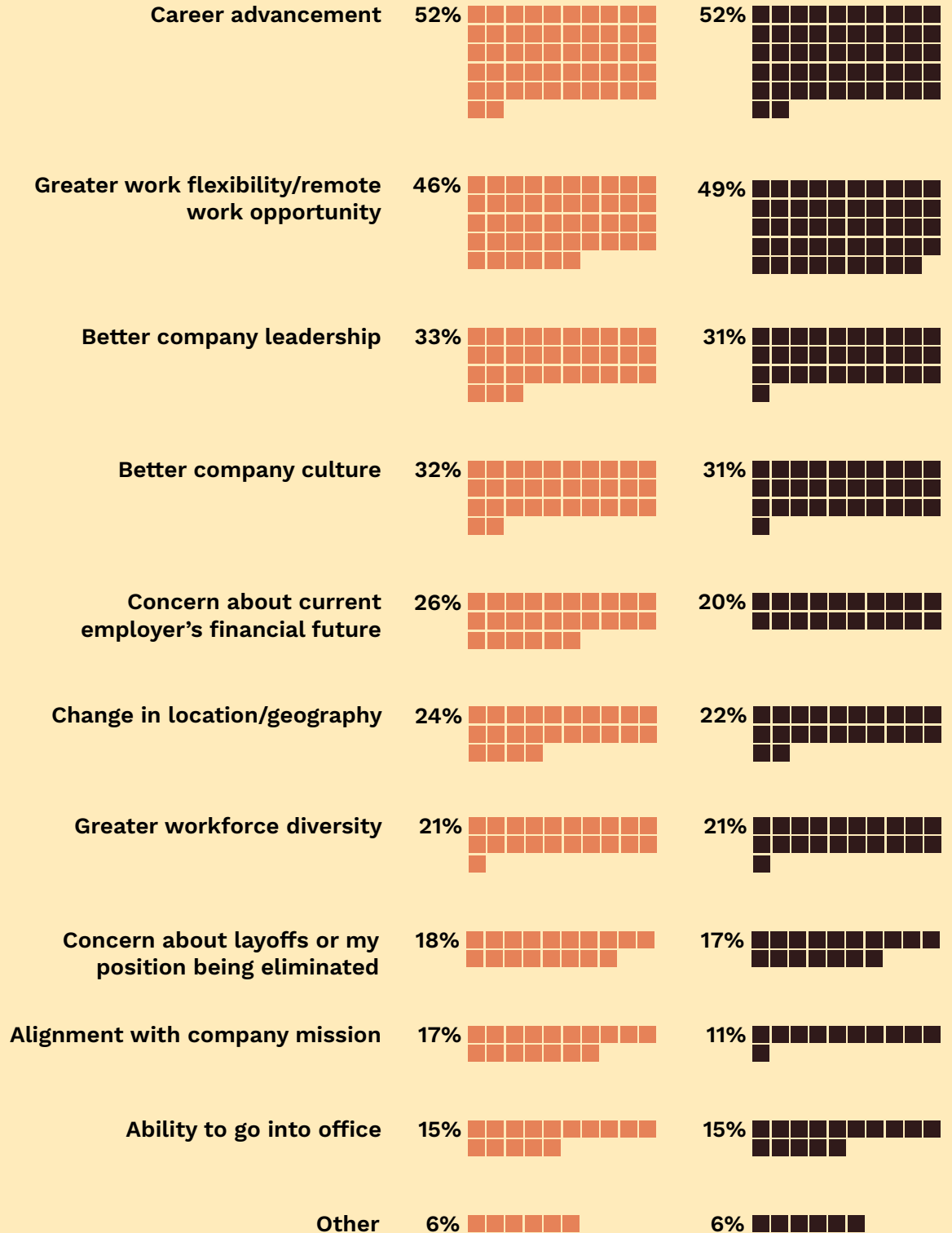
There's a long list of reasons why employees consider new opportunities—even in the face of a less-than-friendly market. This year, 82% of respondents said they were either very or somewhat satisfied with their current job, yet 85% were open to other opportunities (almost half are “very open,” which is the same figure as last year.) Nearly half (42%) reported they were actively looking for a new job.

When asked, “Other than higher compensation, why are you actively looking for a new job?” the top two responses were career advancement (53%) and more work flexibility or remote opportunities (46%). These responses outpaced all other options by at least 13 percentage points, setting them head and shoulders above the rest. That said, other top motivations for job hunting revealed a pattern of apprehension about stability and overall alignment with employers. In descending order, respondents also chose: better company leadership (33%), better company culture (32%), concerns about current employer's financial future (26%), change in location/geography (24%), and greater workforce diversity (21%).



Other than higher compensation, why are you actively looking for a new job?

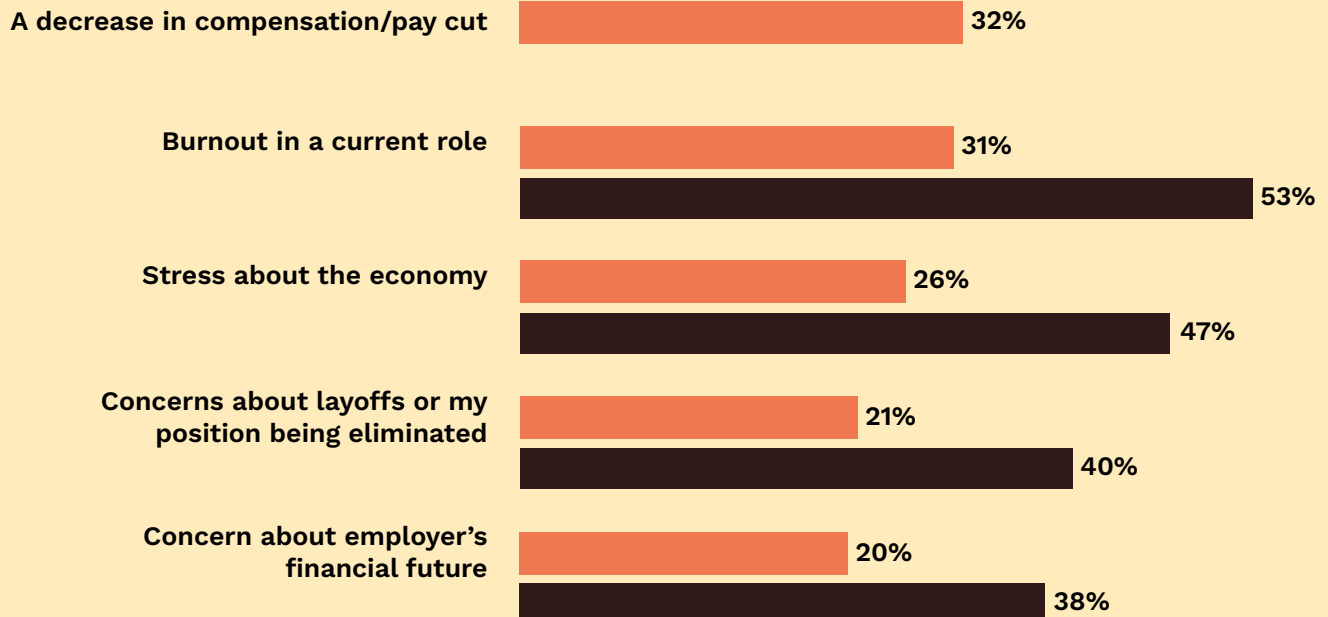
2025 2024



Also of note is that when asked “What motivates you to start looking for a new job?” respondents pointed to the following factors: a decrease in compensation/pay cut (32%), burnout in a current role (31%), stress about the economy (26%), concerns about layoffs or their position being eliminated (21%), and concern about their current employer’s financial future (20%). (All 10 other options on the list received responses that didn’t hit the 20% mark.) In 2024, 53% of respondents selected “burnout” as their primary reason for job searching. However, the inclusion of new response options this year—such as a decrease in compensation or a pay cut, lack of culture at their current employer, lack of upward mobility, an opportunity presenting itself (e.g., a recruiter reaches out), and a change in work flexibility (e.g., being required to return to the office)—may help explain why “burnout” no longer stands out as the dominant response in this year’s survey.

What motivates you to start looking for a new job?

2025 2024



What This *Means*

- Candidates remain open to new opportunities—but these findings help both recruiters and retention-focused HR professionals understand what’s driving that openness. Some factors push employees away from their current roles, such as pay cuts or burnout. Others pull them toward something new, including career advancement or greater flexibility.
- Understanding and addressing both types of job seeker motivations can help strengthen your recruiting and retention efforts. AI-powered tools can surface stronger candidate matches by analyzing preferences, behaviors, and patterns across your talent pool. Paired with the right tech stack, this enables more targeted outreach, smarter job recommendations, and a better alignment between what candidates want and what roles offer—both internally and externally.
- A clear thread connects respondents’ concerns about the economy, their employer’s financial future, and the potential for layoffs: workers are signaling a strong desire for stability. A smooth application experience, supported by your recruitment technology, can help convey that sense of reliability to candidates considering your organization.



What Workers Value in a *Role*

Key finding: Candidates still prefer flexible work arrangements, but a poor interview and/or hiring experience can make or break decisions.

Workers' preferences for remote over in-office work settings seem to have held steady from 2024 into 2025: about 20% would decline a job if it required full-time on-site work, and 63% say remote work is at least somewhat important when considering whether to accept or decline an offer.

“

“Employ’s Job Seeker Nation underscores the resilience of today’s job seekers, even in the face of constant market shifts. At the same time, the findings also speak directly to what candidates want from the hiring process, giving employers the opportunity to reimagine their strategies and improve the experience for everyone involved.”

Madeline Laurano,
Founder and Chief Analyst, Aptitude Research

In addition to compensation, leading motivators for voluntarily leaving a job include better company leadership (33%, an increase of 8 percentage points over last year), greater work flexibility or remote work opportunities (32%, also an 8-point increase), career advancement (31%), change in location or geography (27%), and a better company culture (26%).



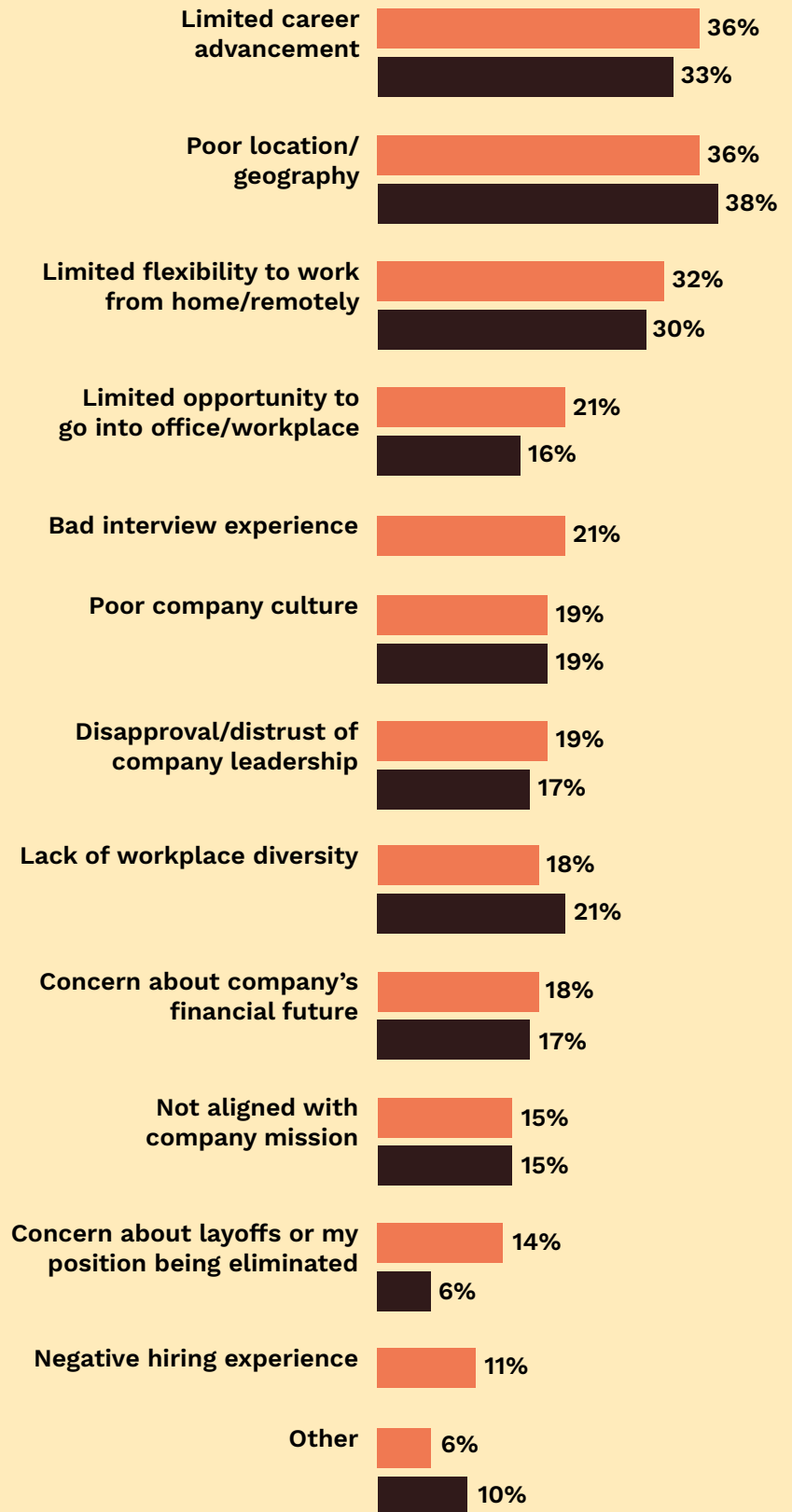


Among candidates who had declined a job offer in the last 12 months—23% of 2025 respondents, compared to 21% in 2024—nearly 40% cited limited career advancement or poor location/geography as the reason. About one-third reported turning down an offer due to limited flexibility to work remotely. Roughly 20% said they declined because of limited opportunity to work on-site, a poor interview experience (new this year as a response option), or negative perceptions of company culture, including distrust of leadership. Just 11% selected the other new response option this year: a negative hiring experience. Most other reasons saw little change from 2024, with the exception of concern about layoffs, which more than doubled from 6% in 2024 to 14% in 2025.

Occasionally, workers didn't realize they'd landed in a less-than-ideal situation until they'd already been hired and gotten started in a new role: 36% of respondents reported having left a job in the first 90 days due to a "mismatch in hiring process," or a disconnect between what they were told while interviewing and the reality of the role once they were on the job. This was a new response option this year, and the second most popular choice after "poor company culture" (39%), indicating room for growth in the interview and hiring process.

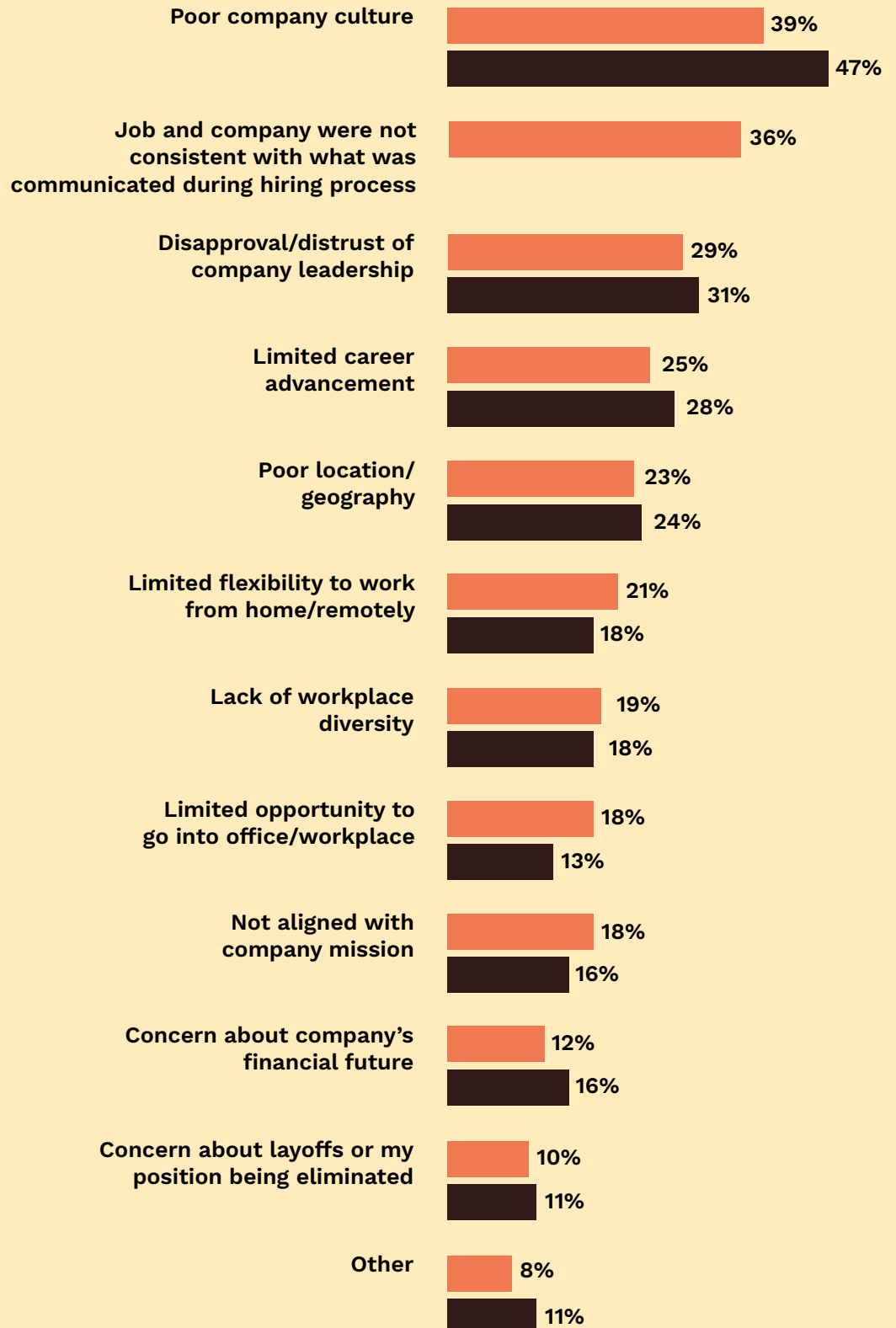
If you declined a job offer in the last 12 months, which of the following factors other than compensation had the most significant impact on your decision to decline the offer?

2025 2024



If you have left a job within the first 90 days of starting a new job, why?

2025 2024



What This *Means*

- Candidates place a clear emphasis on flexibility, and employers that offer it will likely have an easier time retaining talent.
- HR pros can help prevent unwanted attrition through proactive communication—both about the organization’s overall financial health and about expectations around potential layoffs.
- Everyone benefits when candidates have a clear, realistic understanding of the role before joining. By slashing administrative work, an ATS gives recruiters more time and space to focus on meaningful, candidate-centered interactions—helping ensure the right fit from the very start.
- Employers can reinforce expectations set during the interview process by delivering a personalized, thoughtful onboarding experience. That means using what recruiters learned about the candidate to shape their first days and weeks on the job—building trust early and setting the stage for long-term success.



How to Win Over Candidates in a *Job Search*

Key finding: Simple, communicative application processes win with workers.

This year's survey results are clear: candidates have a limited tolerance for time-consuming applications. Nearly three-quarters (71%) of respondents expect the application process to take less than 30 minutes, and 35% said they would abandon an application if it takes too long—especially if they are required to re-enter information already on their resume (32%), join a talent network (22%), or register to apply (19%).

When it comes to follow-up, candidates overwhelmingly prefer email over phone calls or in-person communication. However, preferences can shift depending on the role. Frontline or on-site workers—like those in hospitality, retail, or healthcare—may favor phone or text outreach, which tends to be more accessible while on the job and away from a desk.

As recruiters adapt communication styles to fit different roles, many are also turning to automation to support the process. Among candidates who interacted with a chatbot during recruitment, 66% said it either somewhat or significantly improved their experience.

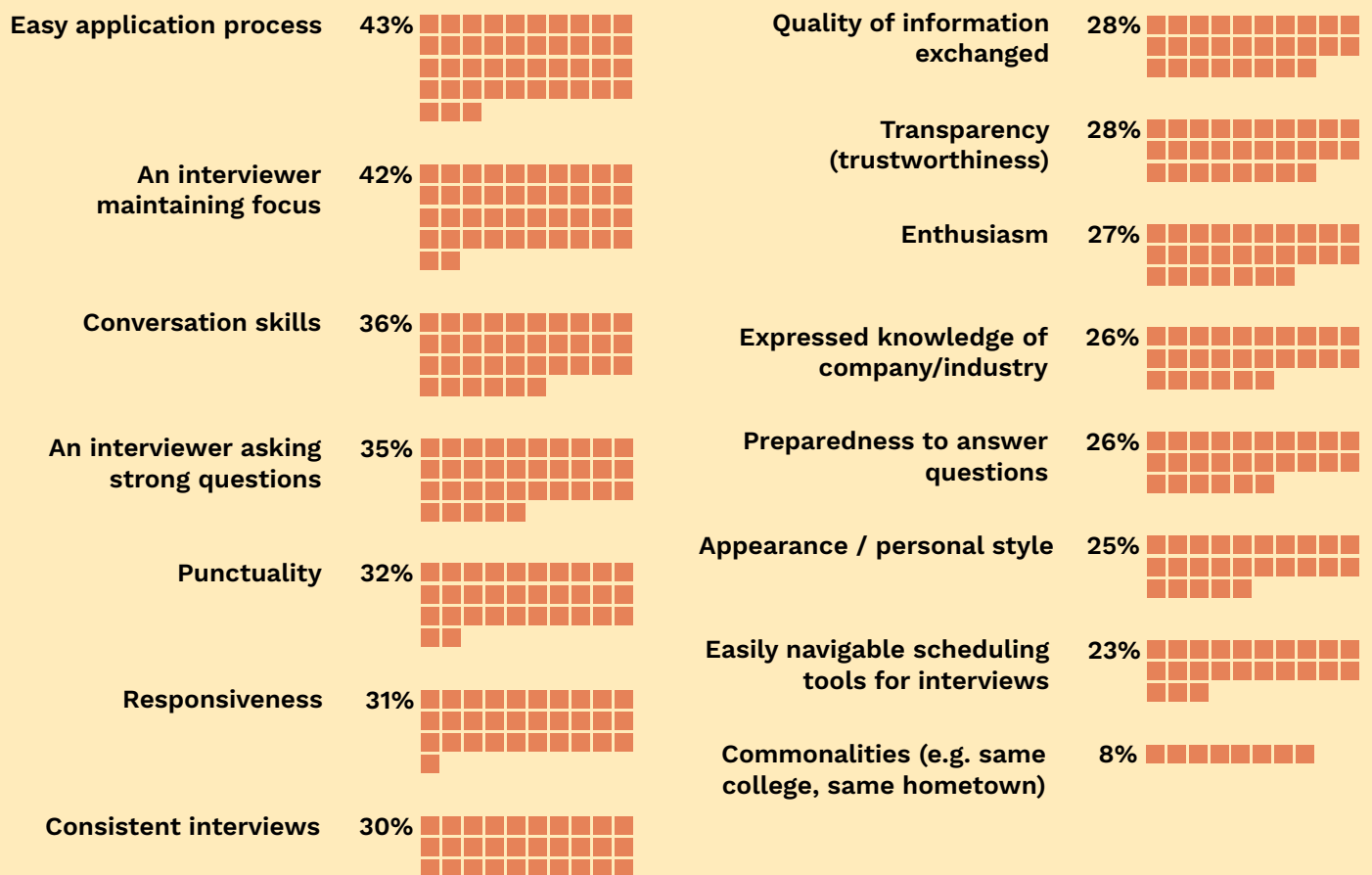
Over half of respondents pointed to three key factors that contribute most to a positive candidate experience: strong communication from recruiters (including prompt feedback and follow-ups), an easy application process, and flexible interview scheduling (all selected by 51%).

This year, for the first time, we asked a related question: what has the greatest impact on a candidate's impression of a company during the interview process? The top response by far was an easy application process, selected by 43% of respondents.



Which of the following impacts your opinion of a company during the interview process?

2025



Communication channels are just one part of the candidate experience—timing matters too. More than half (57%) of respondents said they expect to hear back within three days if they're not selected for a role.

This desire for timely responses may stem from candidates' own experiences with ghosting. Fewer than 1 in 5 job seekers say they've ghosted a recruiter or employer, but nearly one-third report having been ghosted themselves. Nearly half of those say it's happened more than three times.

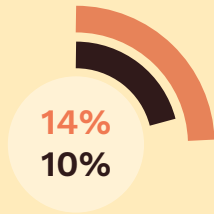


“The importance of clear, timely communication with candidates can’t be overstated. Building a scalable and repeatable hiring program that helps attract, engage, interview, and advance the right internal and external talent efficiently, gives candidates a smooth experience and reliable follow-ups. With text capabilities and a single-source ATS and CRM, you will enhance efficiency, optimize the user experience, and increase visibility into how you move the needle when it comes to metrics like time to fill and cost per hire.”

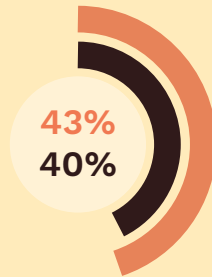
Neil Lenane,

Business Leader of Talent Acquisition, Progressive Insurance

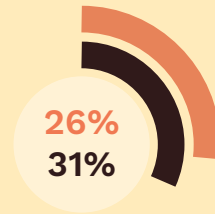
If you are not selected for a job, how long should the employers / hiring managers take to inform you?



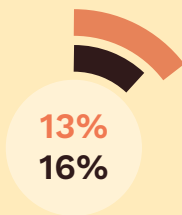
Less than 1 day



1 to 3 days



Less than 1 week



1 to 2 weeks



More than 2 weeks



I prefer not to know
I was rejected

2025 2024

What This *Means*

- Follow up and follow through with candidates—whether they move forward in the process or not. Recruitment technology can support consistency by helping ensure every candidate receives timely, thoughtful communication.
- Simplify and streamline your application process wherever you can, including making it easy to schedule interviews—you could be losing candidates to a clunky process. Implementing newer tools like chatbots can also help you meet your ultimate goal: giving applicants a smooth and clear process.
- Pay attention to communication preferences within your industry or sector. Email may be popular overall, but other channels—like phone or text—may be more effective depending on the roles you're hiring for.



New Workers' Opinions on *Compensation*

Key finding: Candidates are increasingly ready to ask for more—and are often seeing higher salaries than expected.

It likely goes without saying: compensation is top of mind for most job seekers. Candidates commonly turn to peers and transparency platforms like Glassdoor to avoid surprises and gauge the market rate for roles they're pursuing. Encouragingly, 80% of respondents said the salary offer for their current or most recent role met or exceeded their expectations: 40% reported the offer was higher than expected, and another 40% said it was on par with what they anticipated.

For your current / most recent job, was your initial salary offer what you expected?

Significantly More



12%

Slightly More



28%

On Par



40%

Slightly Less



15%

Significantly Less



4%

2025

We're also seeing slow but steady growth in salary negotiations. In 2025, 37% of respondents said they had negotiated their salary—up from 29% in 2017. In other words, it has taken nearly a decade for this figure to rise by just 8 percentage points. Meanwhile, 48% of respondents noticed increased salaries for job postings similar to their current role. With more information available, candidates are empowered—and perhaps more motivated—to negotiate. Hearing about successful negotiations may also play a role: in almost 80% of negotiations, candidates report winning higher pay, and two-thirds of those received increases between 5% and 10%.

The growing desire to negotiate aligns with broader concerns. Fewer than one-third of respondents believe salaries are keeping pace with inflation. These two findings aren't contradictory—while many job seekers may be receiving offers that meet or exceed their expectations, they may still believe those salaries fall short of what's needed to match rising costs. This insight ties back to broader sentiments about a stagnant job market and the possibility of a white-collar recession.

When it comes to employer-provided benefits, over half of respondents (58%) said healthcare is a very important benefit, followed by 49% who said a 401(k) program or matching was very important.

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**Do you feel salaries are
keeping up with inflation?**

63%
No

28%
Yes

9%
Unsure

What This *Means*

- Since 2018, about a dozen states and localities have begun considering and implementing salary transparency laws, including more populous states like New York and California. The rise of remote work could mean more employers are including salary information in job postings, which could correlate to more candidates negotiating during the hiring process. Being prepared and staying up to date on requirements in your target hiring regions can help ensure a smoother recruitment experience—one that leaves candidates with a positive impression of your organization.
- Making benefits information easily accessible can also improve the candidate experience and reduce unnecessary back-and-forth. Your ATS can make it easier to standardize the way compensation and benefits details are shared across job postings, helping candidates make informed decisions from the start.



New

Candidates' Perspectives on AI

Key finding: There's no replacement for human interaction, but technology can give recruiters a helping hand.

Some of our newest survey questions offer valuable insight into how candidates feel about the use of AI in the job search process. Several questions were introduced in 2024, giving us year-over-year data for the first time. Others are brand new in 2025, and we look forward to tracking how perspectives evolve in the years ahead.

“As every job seeker starts adding AI to their toolkit, the opportunity for HR isn't just in keeping pace but in building trust. The future of hiring will belong to the teams who use AI to enhance human judgment, not replace it.”

Stephanie Manzelli,
CHRO, Employ

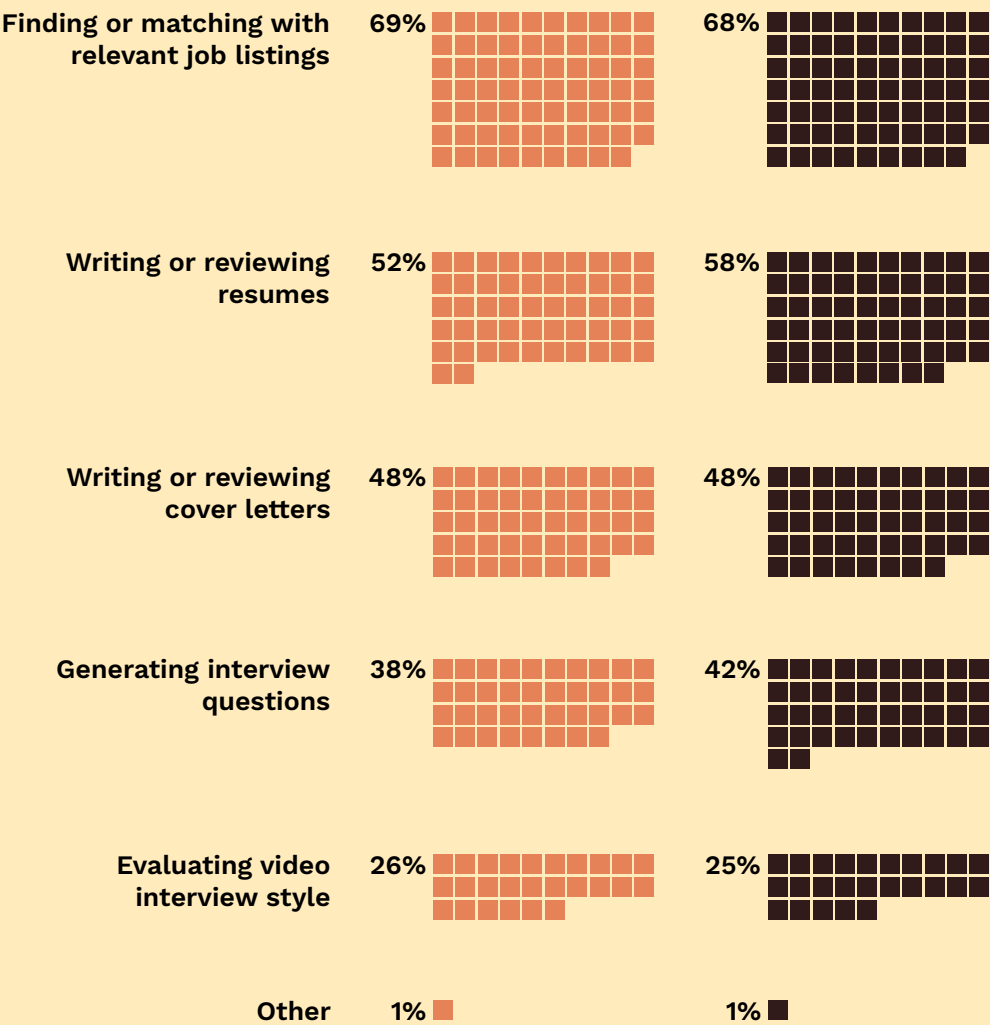
About one-third of respondents (31%) say they're using AI to support their job search—an increase of 7 percentage points from last year. While the ways candidates use AI have shifted slightly, some trends are holding steady. Fewer respondents reported using AI to write or review resumes (52%, down from 58%) and to generate interview questions (38%, down from 42%). However, AI usage in other areas remains consistent: nearly half (48%) still use it to write or review cover letters, and 69% continue to rely on AI to find or match with relevant job listings.

AI usage is notably higher among candidates in desk-based or white-collar roles, especially those in software/technology/IT (50%) and finance/insurance/accounting (47%). Usage also skews younger, with Millennials (39%) and Gen Z (33%) more likely to lean on AI tools during the job search than older generations.

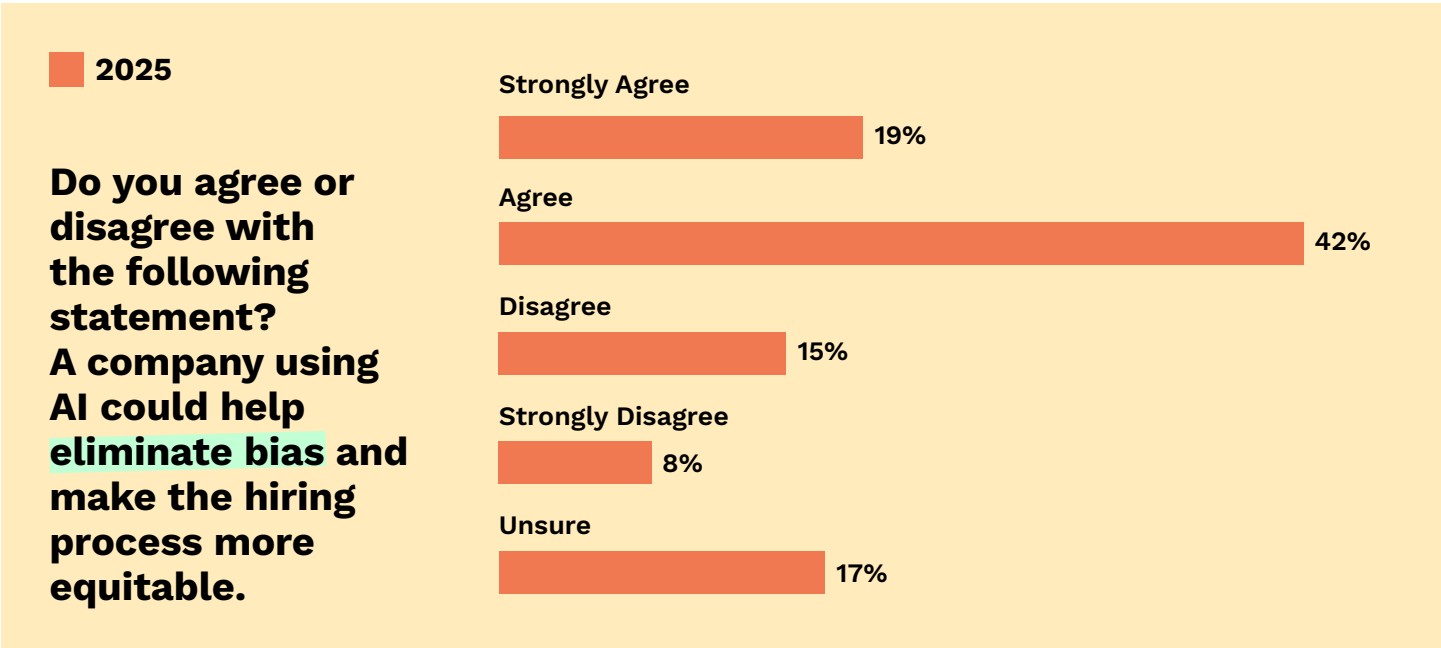
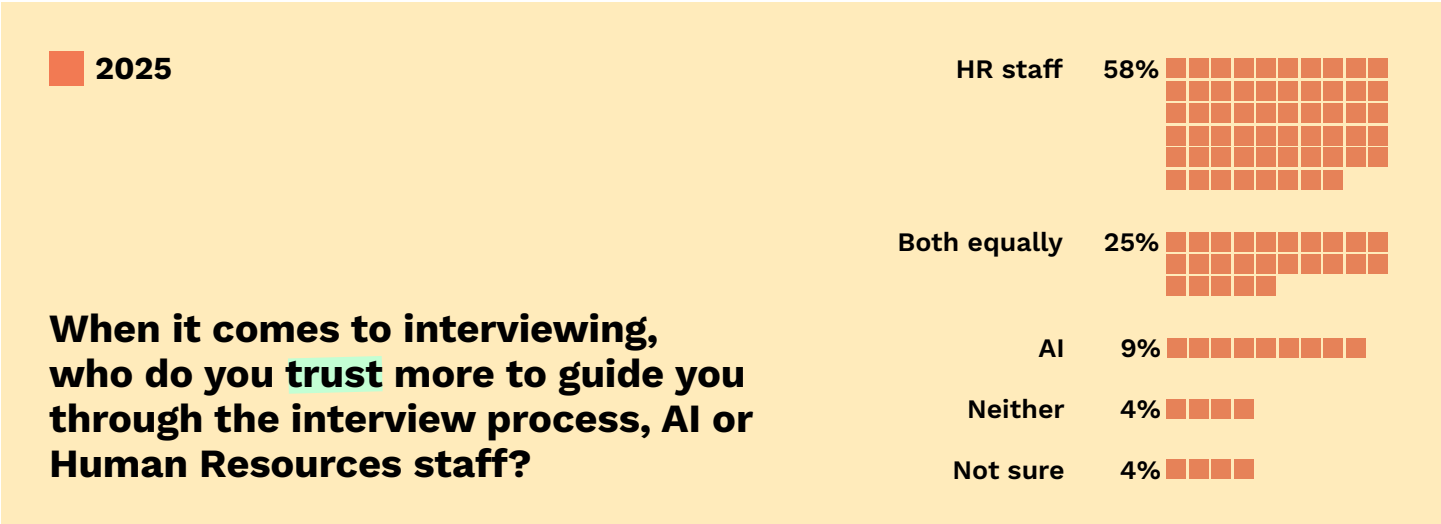


How do you use AI to help you in your job search?

2025 2024



Our brand-new findings this year include who or what candidates trust most in the hiring process, and their opinion on the use of AI to review resumes, reduce bias, and recorded interviews. Most respondents (58%) trust HR pros more than AI to guide them through the hiring journey, and 61% see potential for AI to help reduce bias during that process.



When asked about companies using AI to screen resumes, 56% of job seekers said they are either “comfortable” or “very comfortable” with it, while the remaining 44% reported feeling “uncomfortable,” “very uncomfortable,” or “unsure.”

Roughly one-third of respondents (33%) have participated in an interview that was recorded. Among those, 77% said they felt comfortable with the interview being recorded—a signal that interview technology can be a useful tool to help recruiters focus on relationship building rather than note-taking in the moment.

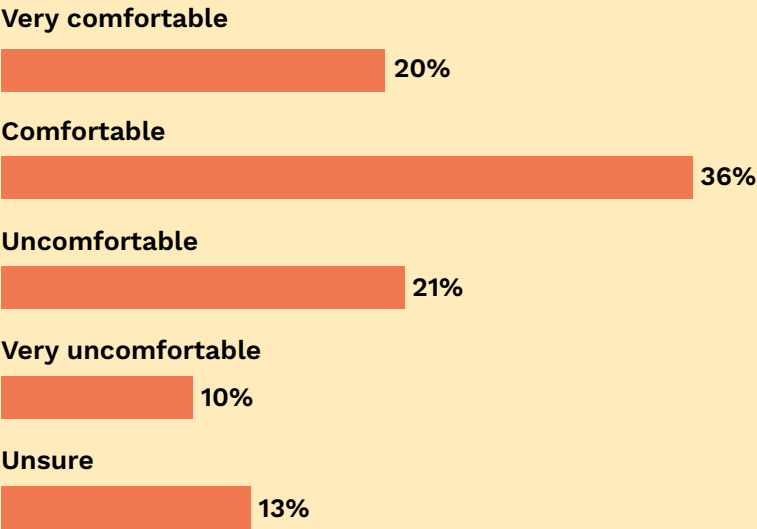


“Our own research at Lighthouse echoes some of the key themes the Employ team found. Candidates are generally okay with AI being used if they see it benefiting them, but they are more cautious if they feel like it’s replacing too much of the human element. With just 17% of candidates today (according to Lighthouse Research) saying that employer brands are “very honest,” employers need every edge they can get to connect with job seekers, build human connections, and develop trust.”

Ben Eubanks,
Analyst, Lighthouse Research & Advisory

**How comfortable
do you feel about
companies using AI to
review resumes?**

2025



What This *Means*

- Candidates still prefer human interaction during the hiring process, but many are open to AI when it improves fairness, transparency, and efficiency.
- Start embracing AI in your hiring process. Most candidates still look to HR pros—not algorithms—for guidance, support, and decision-making, but they are comfortable with the use of AI if the human touch is not lost.
- As you evolve your hiring strategies, focus on embedding AI at moments where it promotes equity, enhances consistency, reduces administrative burden, and accelerates time to hire. That's where technology delivers its real value.



Key Takeaways

Meeting candidates' expectations can help you meet your organization's hiring needs.

As always, understanding candidates' mindsets and motivations is essential for staying competitive in today's labor market. Consider applying these insights across your hiring and retention efforts:

1. Recognize that **most employees are open to new opportunities**—even those who report being satisfied in their current roles. This presents valuable chances to attract top talent through employee referral programs, employer brand strategies, and other activities outside of job postings.
2. **Establish trust—a critical currency in the current, unpredictable market.** Make a strong first impression by guiding candidates through a smooth, clear, and communicative application process. Start with making sure job postings are detailed and transparent to avoid losing qualified applicants due to unclear or incomplete information. A thoughtful experience can significantly improve how candidates perceive your organization.
3. **Champion a culture of positivity around AI and use it to create a hiring process that's not only efficient but also deeply connected to the candidate experience.** Tools that help automate repetitive tasks, structure the interview workflow, and capture hiring conversations can standardize evaluation, ensure fairness, and reduce manual notetaking. That means fewer distractions and more time for recruiters to focus on meaningful, people-first conversations.
4. **Center your strategy on growth and flexibility**—two of the most frequently cited motivators for leaving or staying in a role. These factors should guide both your hiring conversations and retention strategies.
5. **Prioritize long-term fit and invest in skill growth.** Hire with retention in mind by prioritizing candidates who are a good cultural and skill fit for long-term success. Within your existing workforce, maximize engagement by investing in upskilling current employees through learning and development.

The throughline in all of these findings is clear: it's essential to keep people at the center of your hiring and talent strategies. AI, automation, and technology can help reduce administrative tasks—like scheduling interviews or sending manual follow-ups—and free you to focus on what matters most: building relationships, setting expectations, and helping candidates understand what's needed to succeed in the role. When expectations are clear and the fit is right, employees stay longer, perform better, and strengthen the teams around them—delivering lasting value to the business. Because at the end of the day, it's not just about filling roles—it's about finding the right fit and making it stick.

Report *Methodology*

This report is based on a nationwide online survey conducted by Zogby Analytics on behalf of Employ. The survey includes responses from 1,500+ US adults, capturing a diverse range of individuals who are currently employed full-time, part-time, or actively seeking work.

Findings reflect both year-over-year comparisons to 2024 data and insights from new questions introduced in 2025—particularly around AI usage, trust in the hiring process, and candidate communication preferences. These data points provide talent acquisition and human resources teams with a current, research-backed view of how job seekers are thinking about their careers, the job market, and evolving recruiting technologies.

About Zogby Analytics

Zogby Analytics is respected nationally and internationally for its opinion research capabilities. Since 1984, Zogby has empowered clients with powerful information and knowledge critical for making informed strategic decisions.

The firm conducts multi-phased opinion research engagements for banking and financial services institutions, insurance companies, hospitals and medical centers, retailers and developers, religious institutions, cultural organizations, colleges and universities, IT companies, and Federal agencies. Zogby's dedication and commitment to excellence and accuracy are reflected in its state-of-the-art opinion research capabilities and objective analysis and consultation.

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