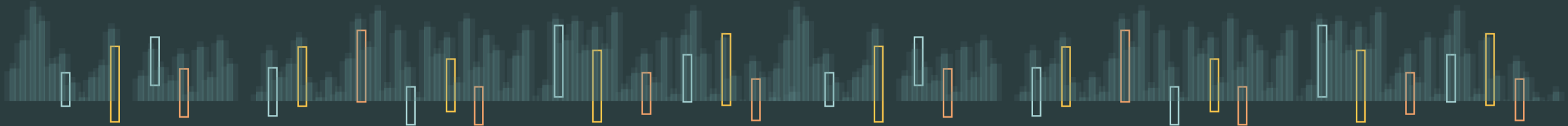




# Washington Job Seeker Needs: Statewide data from 2022-2023

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# Research purpose

- Track Washington voter opinions across various political, policy, and economic topics and over time.
- Assess Washington's employment landscape.
- Provide insights to employers in Washington by helping them understand how to connect with jobseekers in a meaningful way amid a shifting job market.

# Methodology

- Data presented is from various DHM Research statewide online panel surveys; unless otherwise noted, sample size for each survey is N=500
- DHM Research panel surveys take between 10 and 15 minutes to complete
- Quotas set and data weighted by age, gender, region of the state, level of education, and political party/vote share to ensure a representative sample.
- For 2022 sample, only Washingtonians in the workforce were sampled
- Margin of error  $\pm 4.4\%$
- Due to rounding, some totals may differ by  $\pm 1$  from the sum of separate responses.

# Key takeaways

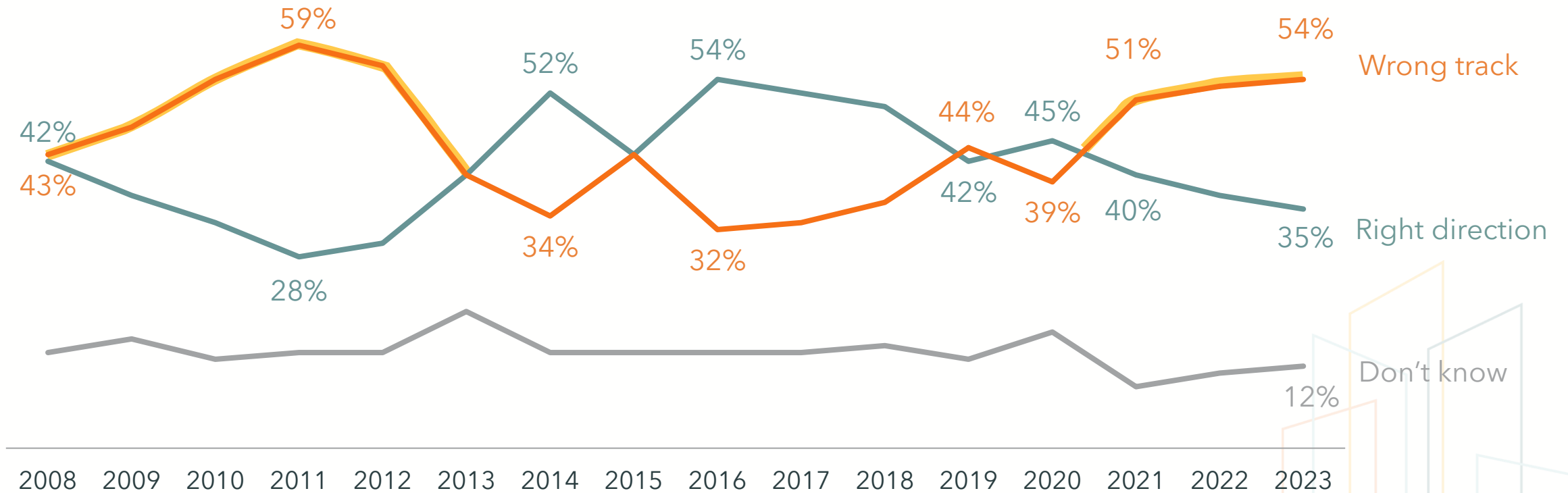
- The “great resignation” is over and was likely overstated.
- Employees in Washington seemed to be more engaged in their jobs, compared to national averages.
- Job seekers and current employees want growth opportunities.
- Despite cooling inflation, workers continue to worry about the state’s economy and their personal finances.
- Mental health and work life balance are important to job seekers, especially from workers in Generation Z.

# General Sentiment in Washington

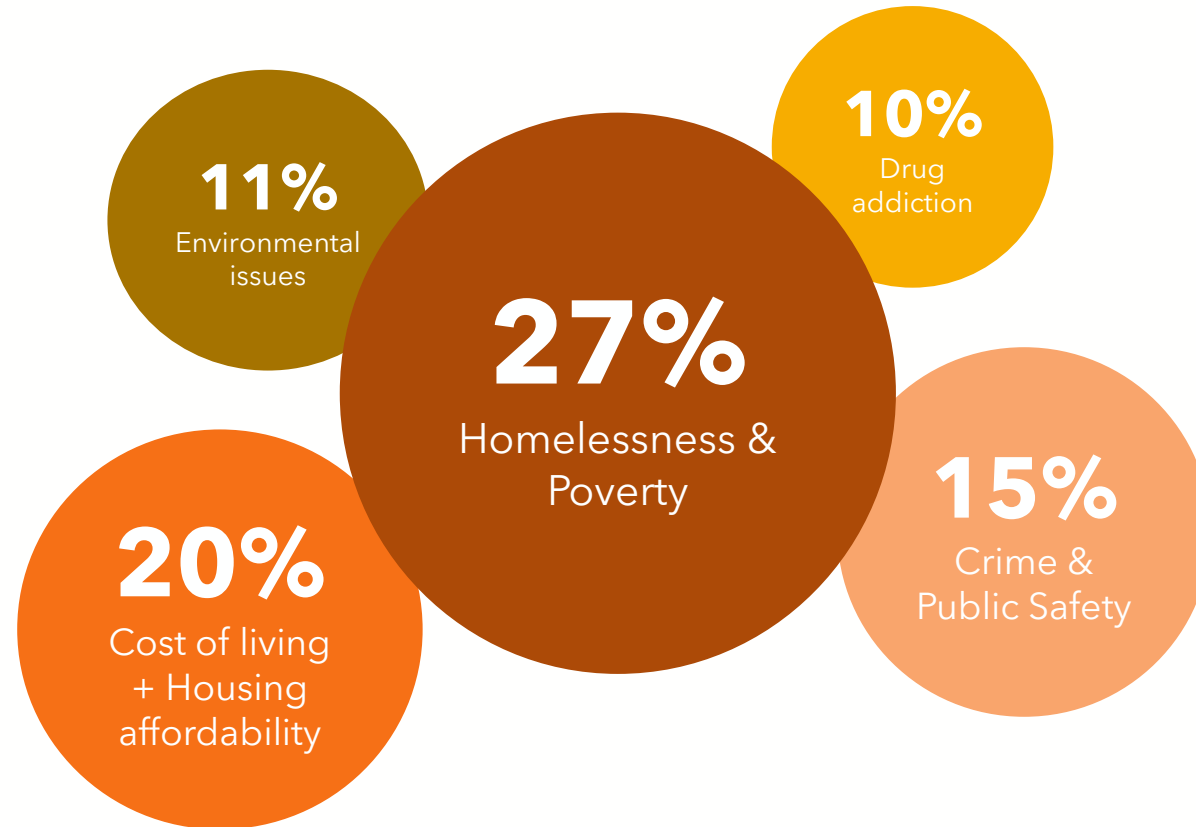


# Overall sentiment in Washington has been more negative than positive since 2020.

All in all, would you say Washington state is headed in the right direction or are things on the wrong track?

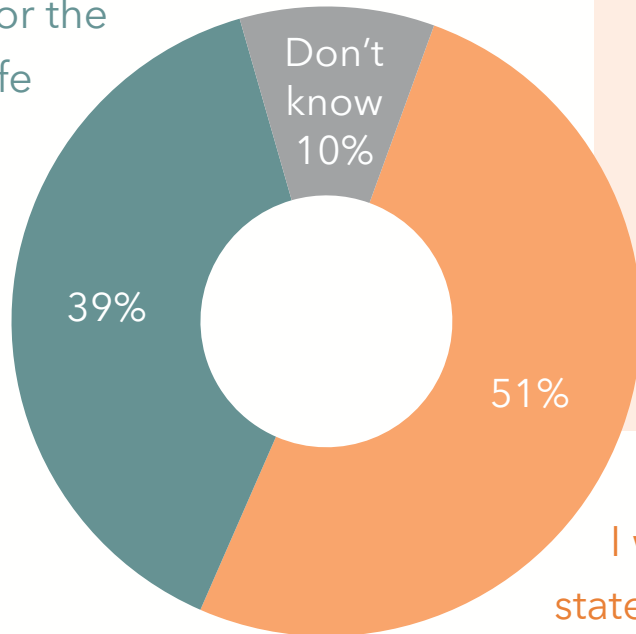


# Homelessness, cost of living, and public safety are the top issues facing Washington today.

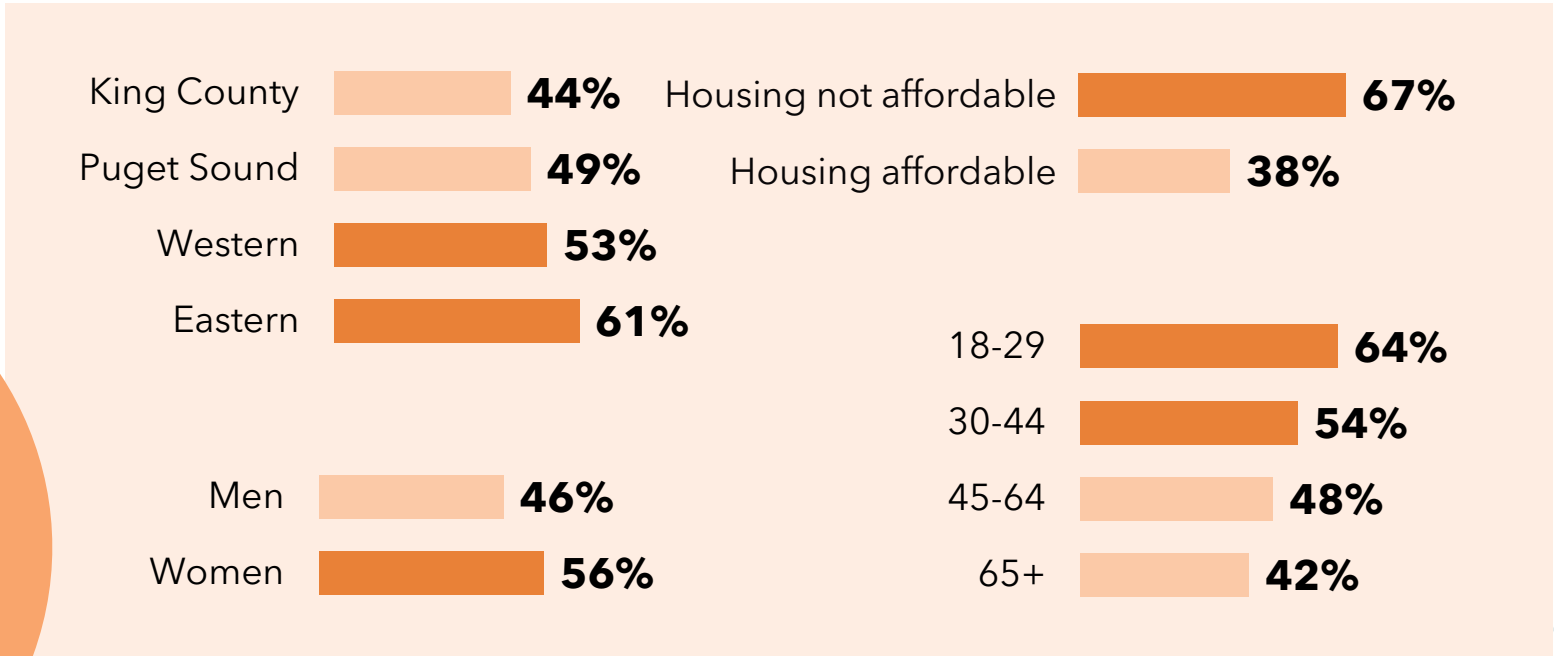


# 51% say they would move out of Washington if their situation allowed.

The cost of living in Washington is worth it for the quality of life



I would move to another state if my professional and personal situation allowed me to



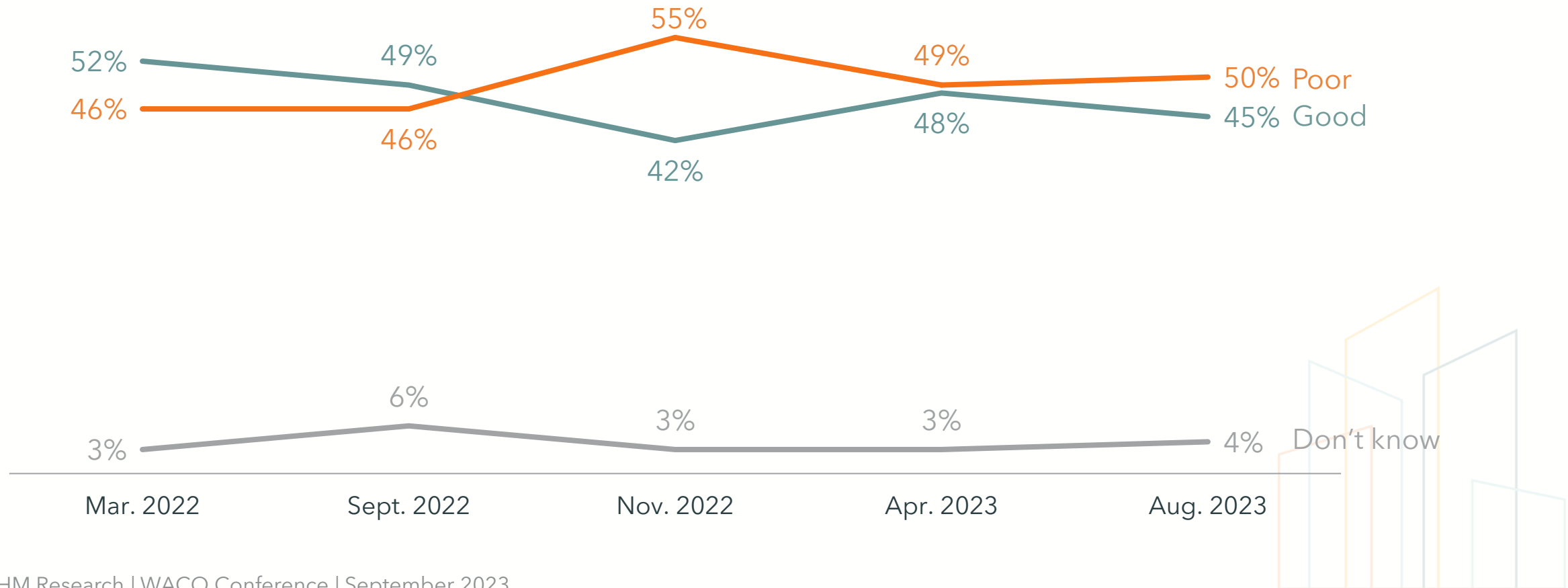


# Economic sentiment



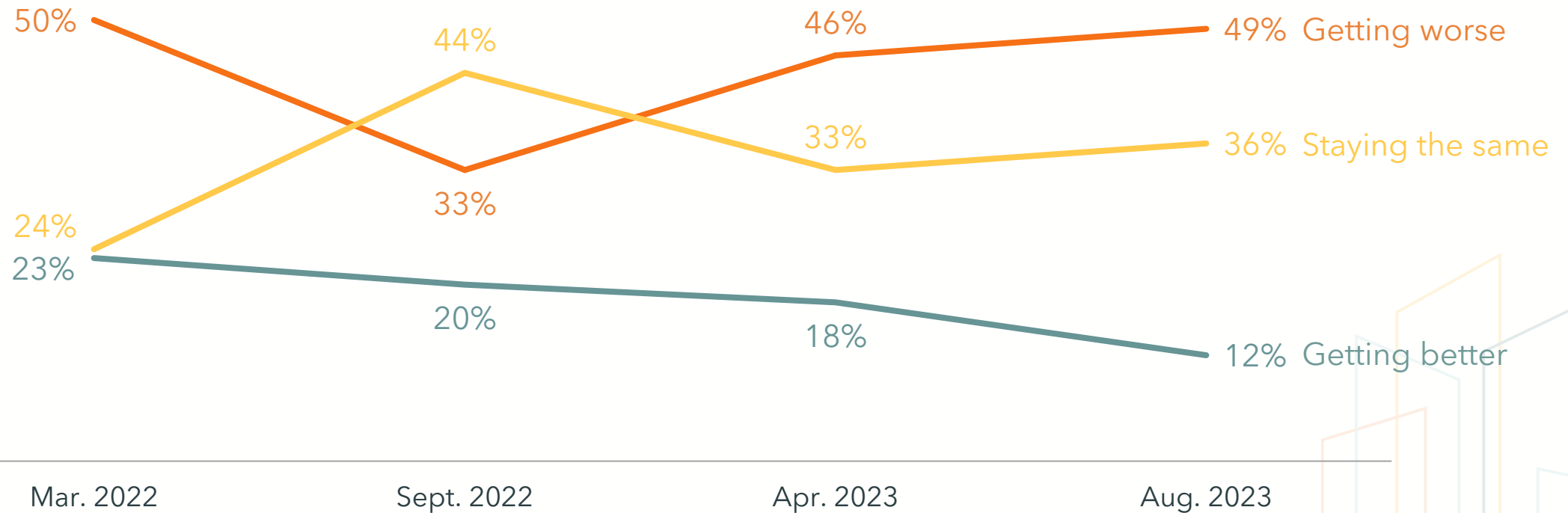
# Opinions of Washington's economy have become more negative in the past 18 months.

How would you rate Washington's economic conditions today?



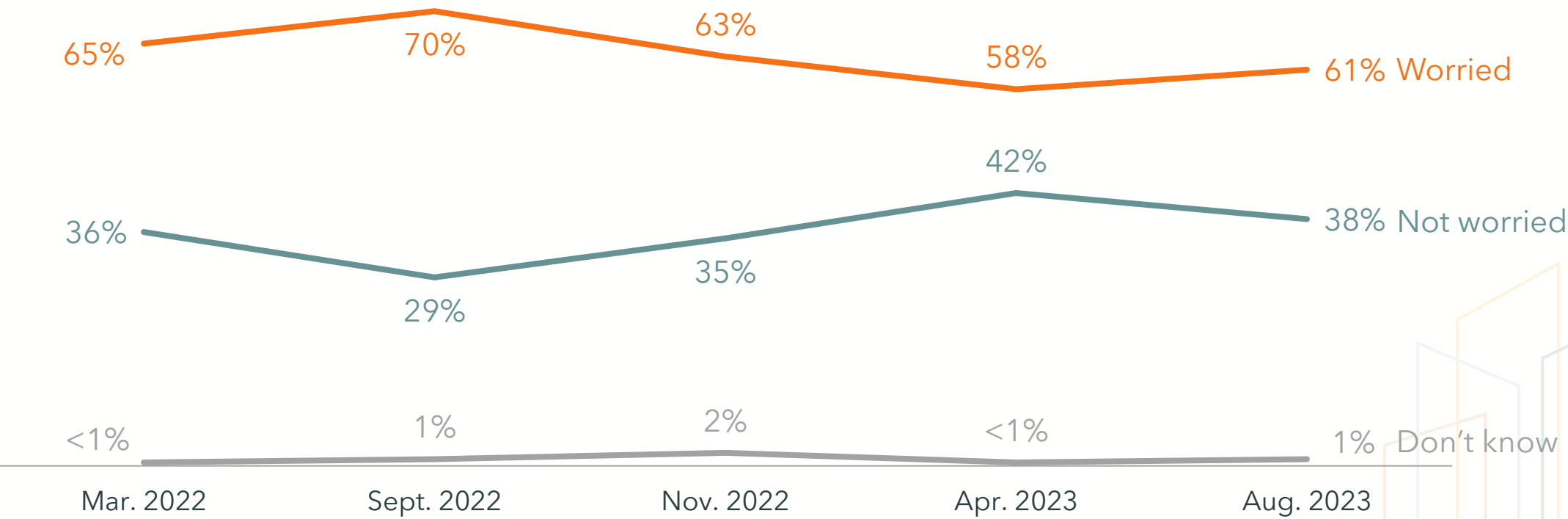
# Opinions of Washington's economy have become more negative in the past 18 months.

Would you say economic conditions in Washington are getting better, getting worse, or staying about the same?



# 6 in 10 are worried about their personal financial situations.

How worried, or not, are you about your personal financial situation?

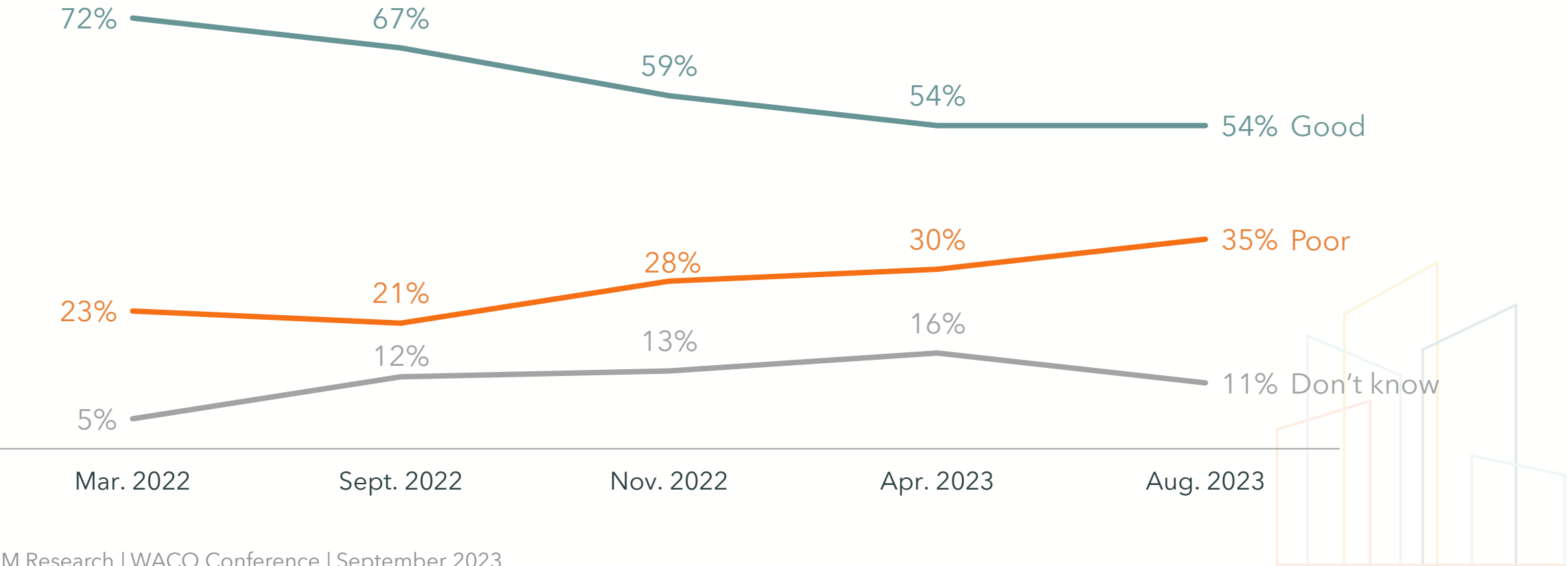


# Job market thoughts and perceptions

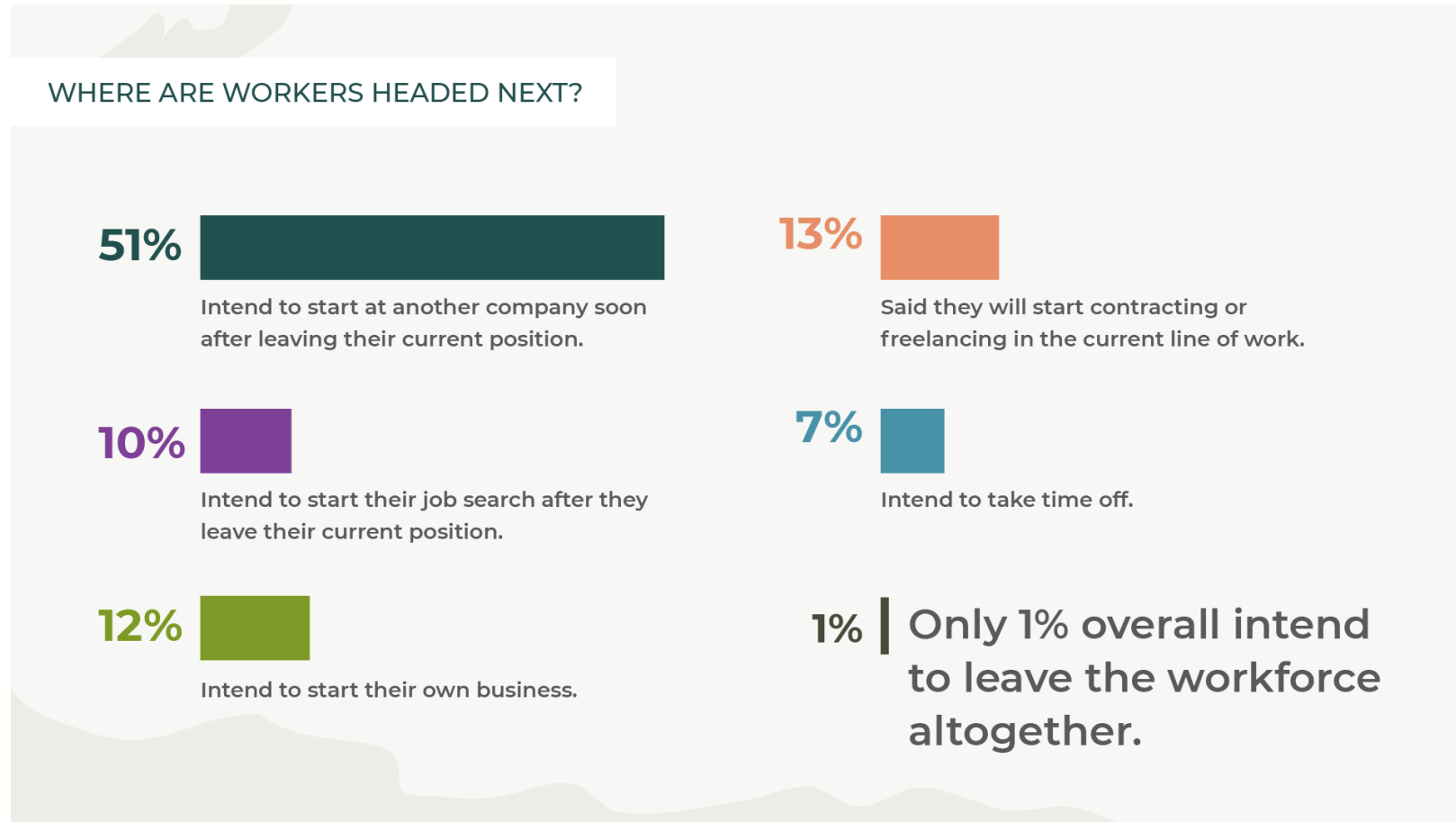


# A majority in Washington still think it is a good time to find a job, but that confidence has waned since March 2022.

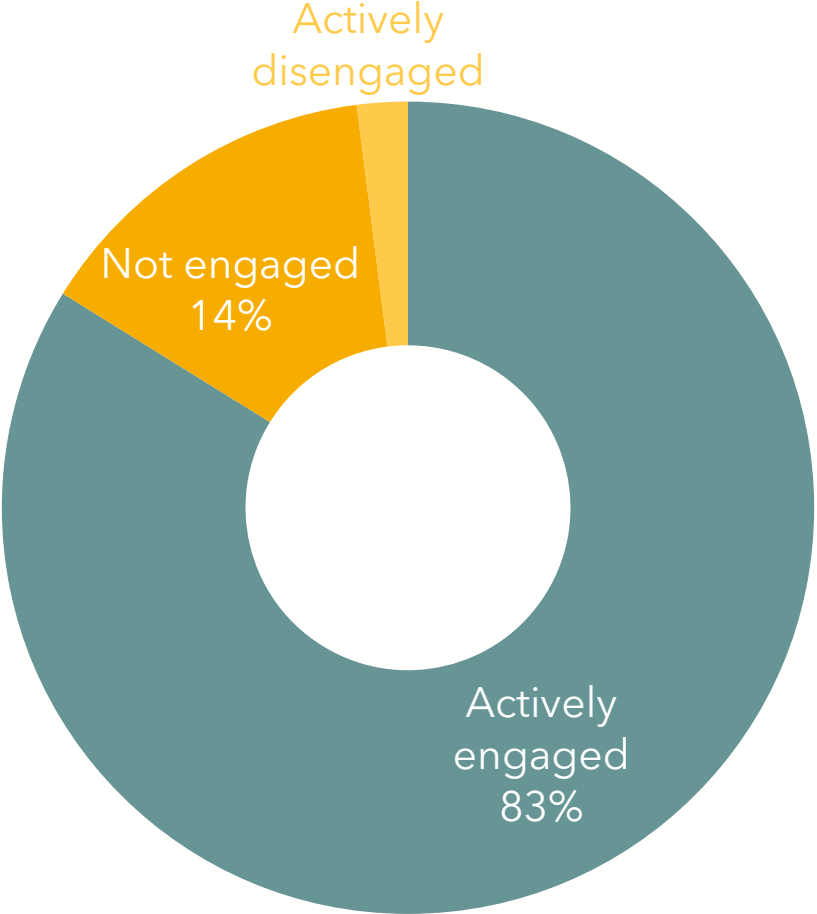
How would you rate Washington's economic conditions today?



The great resignation was exaggerated in Washington, with no evidence of large-scale worker exit from Washington's talent pool.

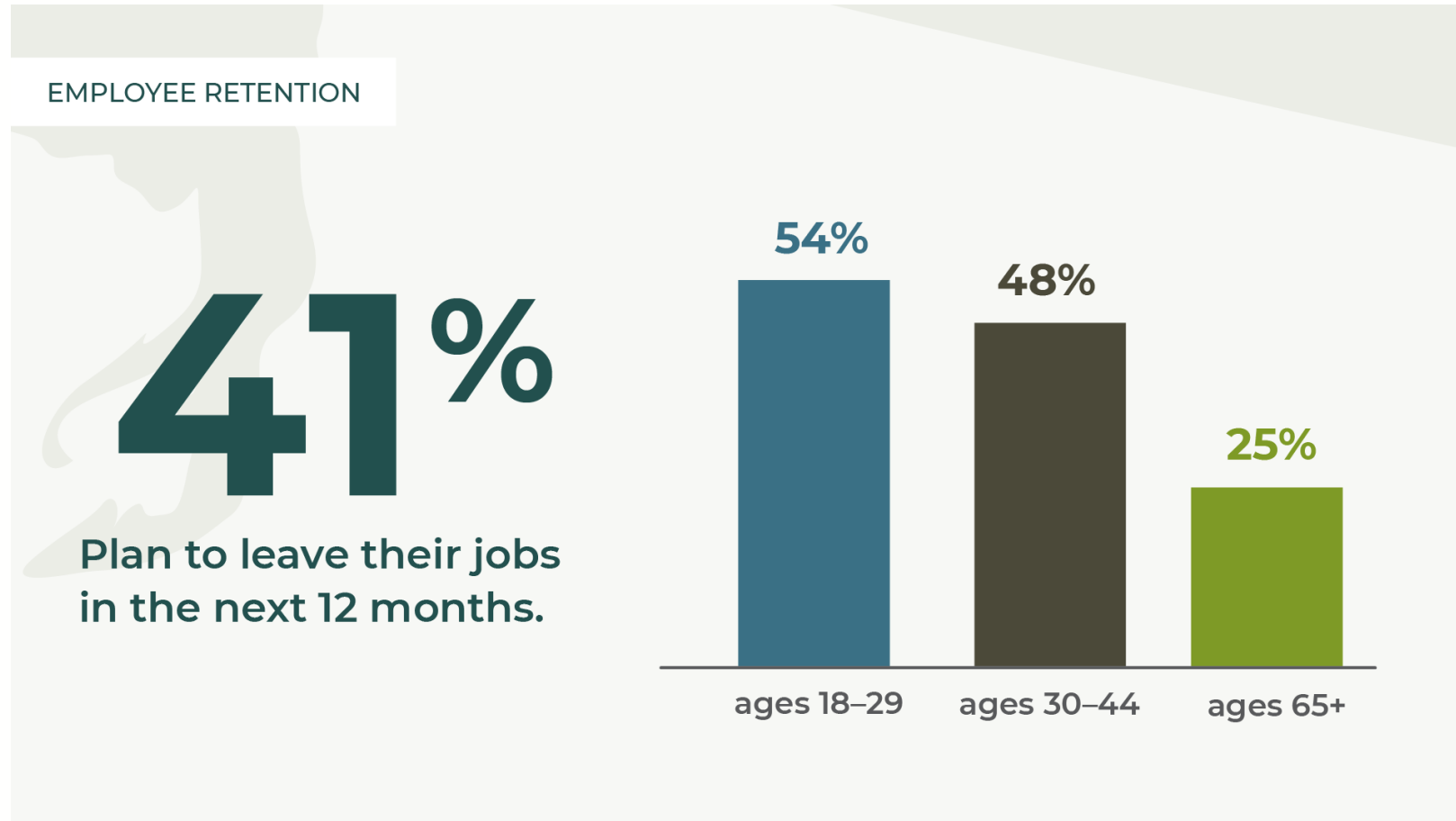


# Washington workers are more engaged than the average American worker.

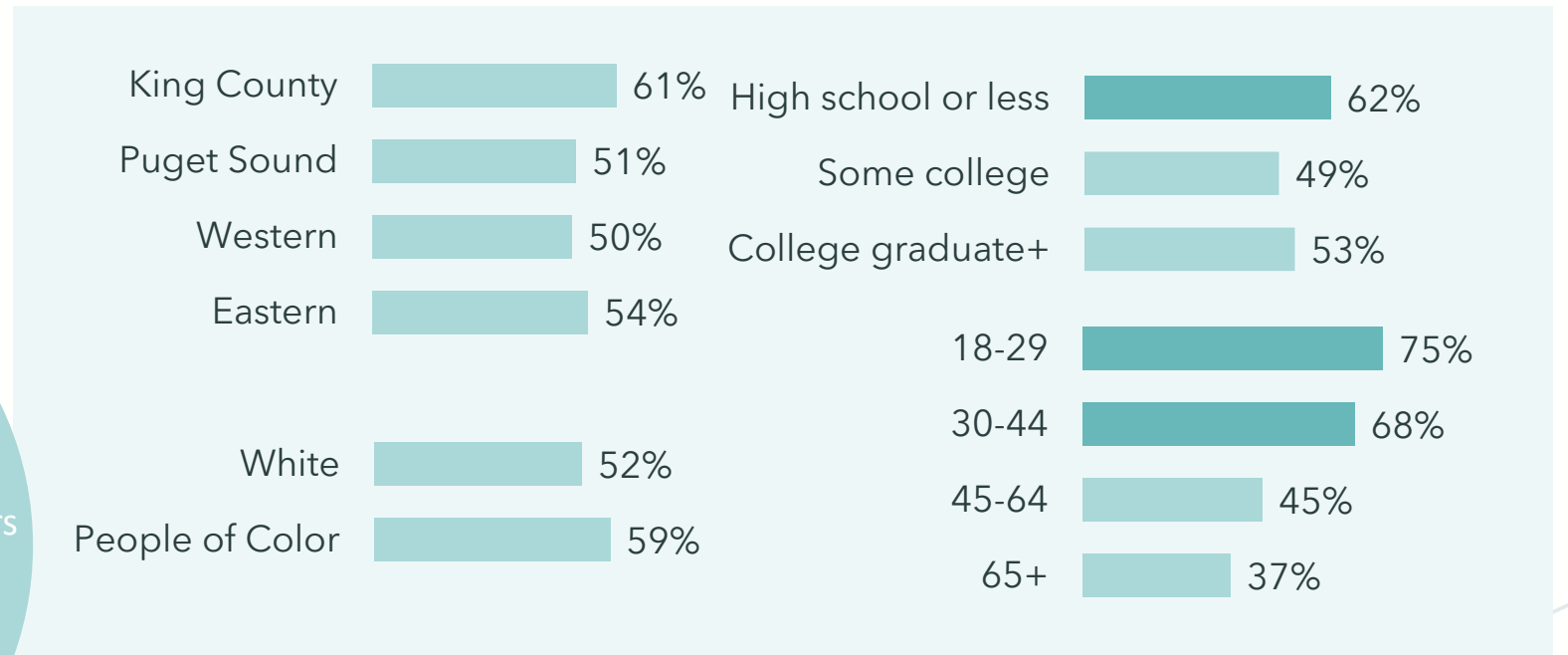
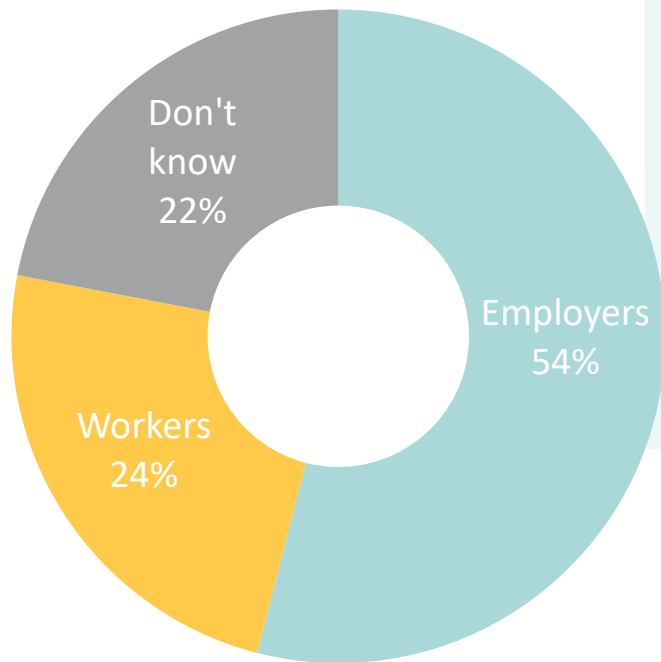




Retention challenges will likely persist but become less acute. In March 2022, 41% of workers said they plan to leave their job in the next year.



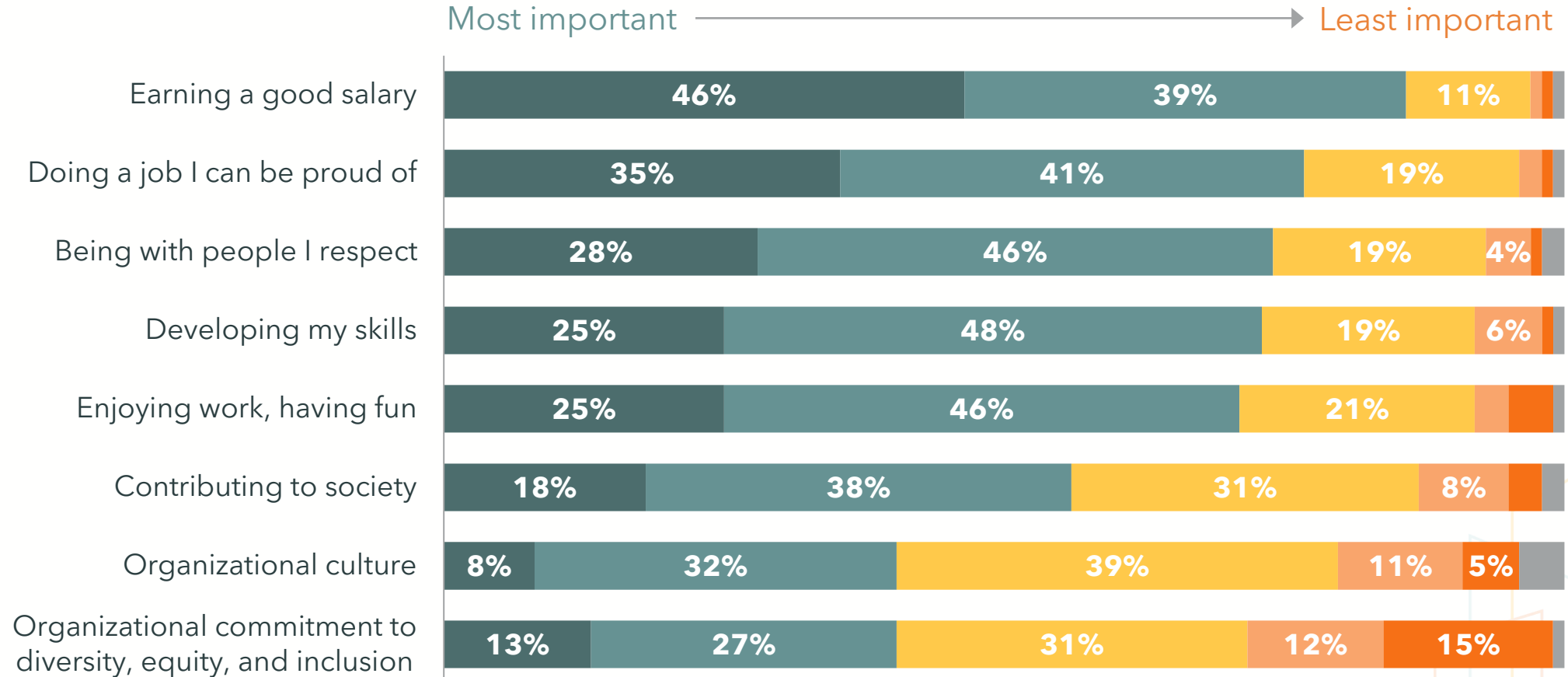
# 54% think employers have more power than workers in today's job market.



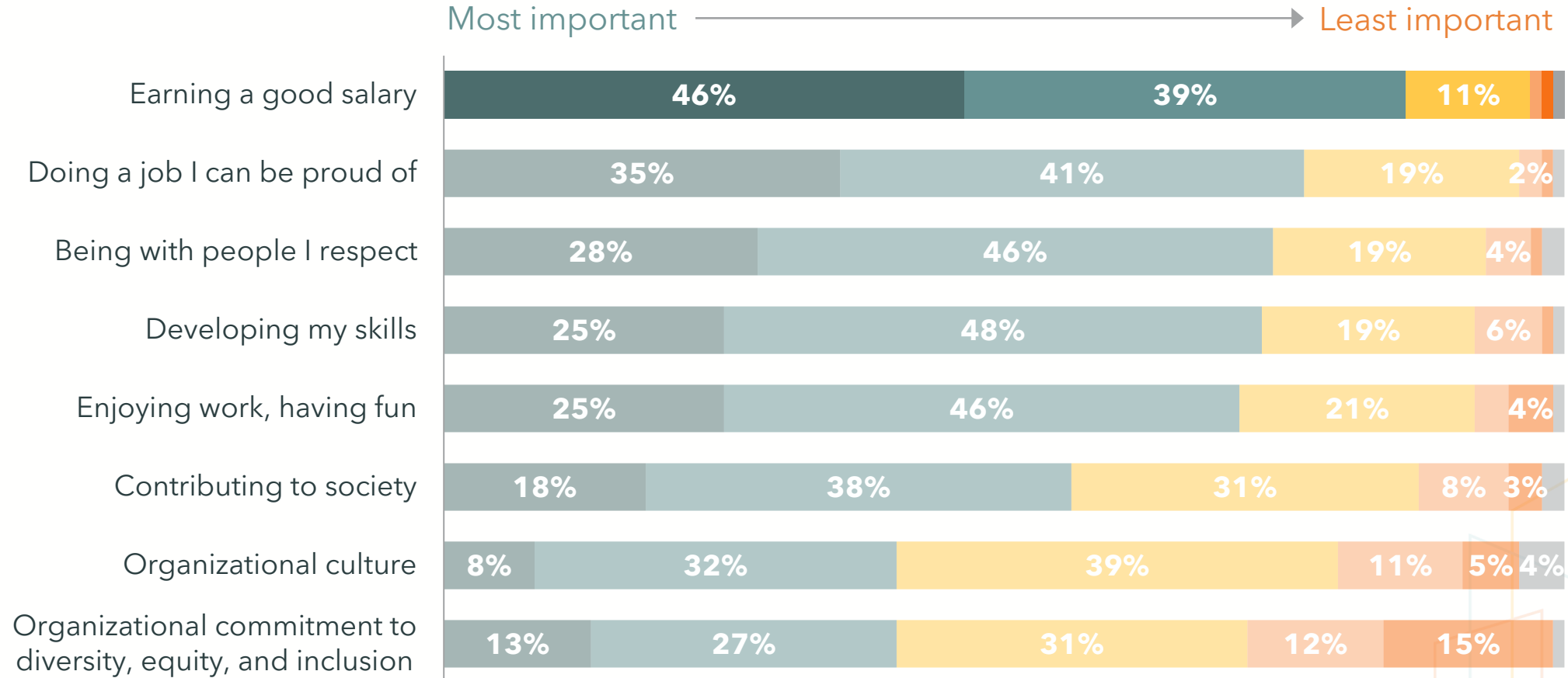
# Job seeker preferences



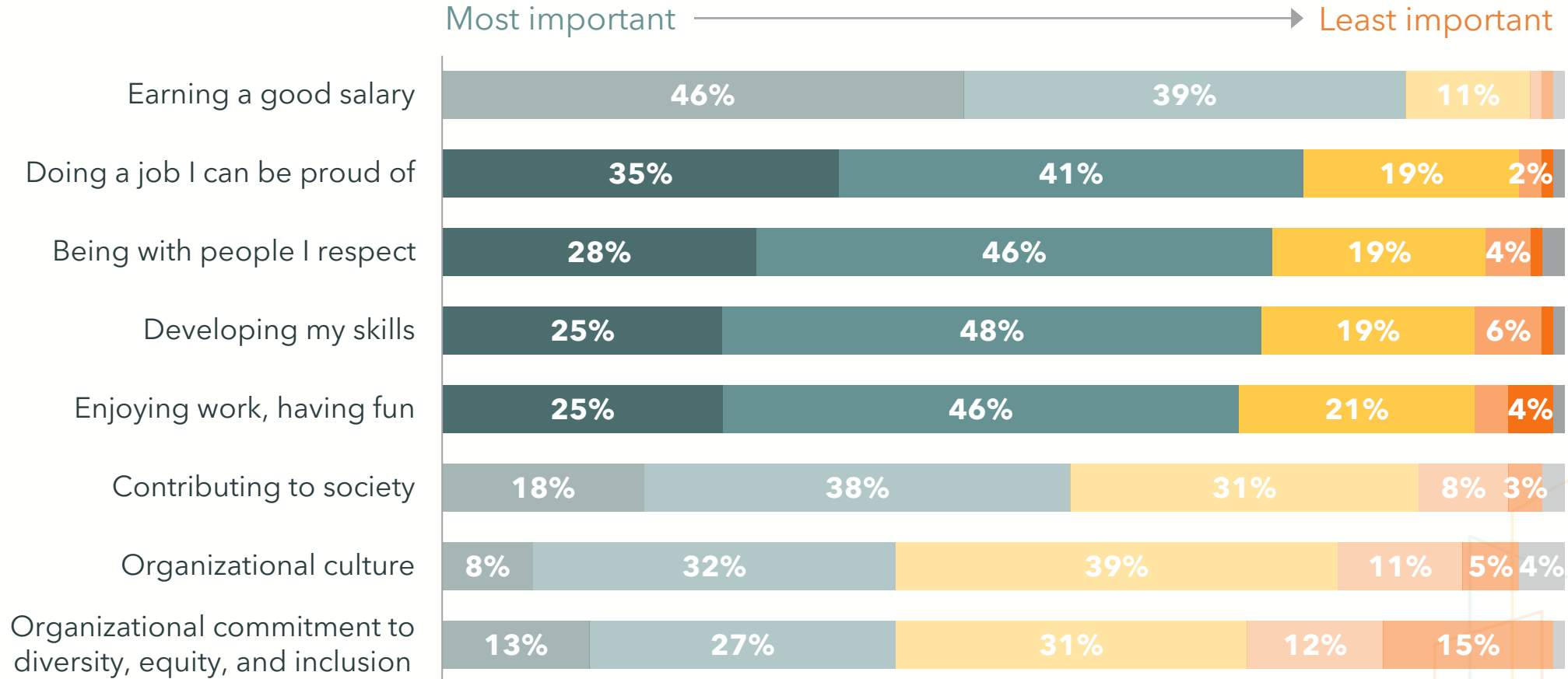
# What is important to workers in Washington?



# Earning a good salary is most important.



# People also want jobs they can be proud of, to work with people they respect, and to develop their skills.



# Growth opportunities are a must.

## ADVANCEMENT IS A TOP ATTRACTOR



**52%** feel like there are no growth opportunities in their current jobs.

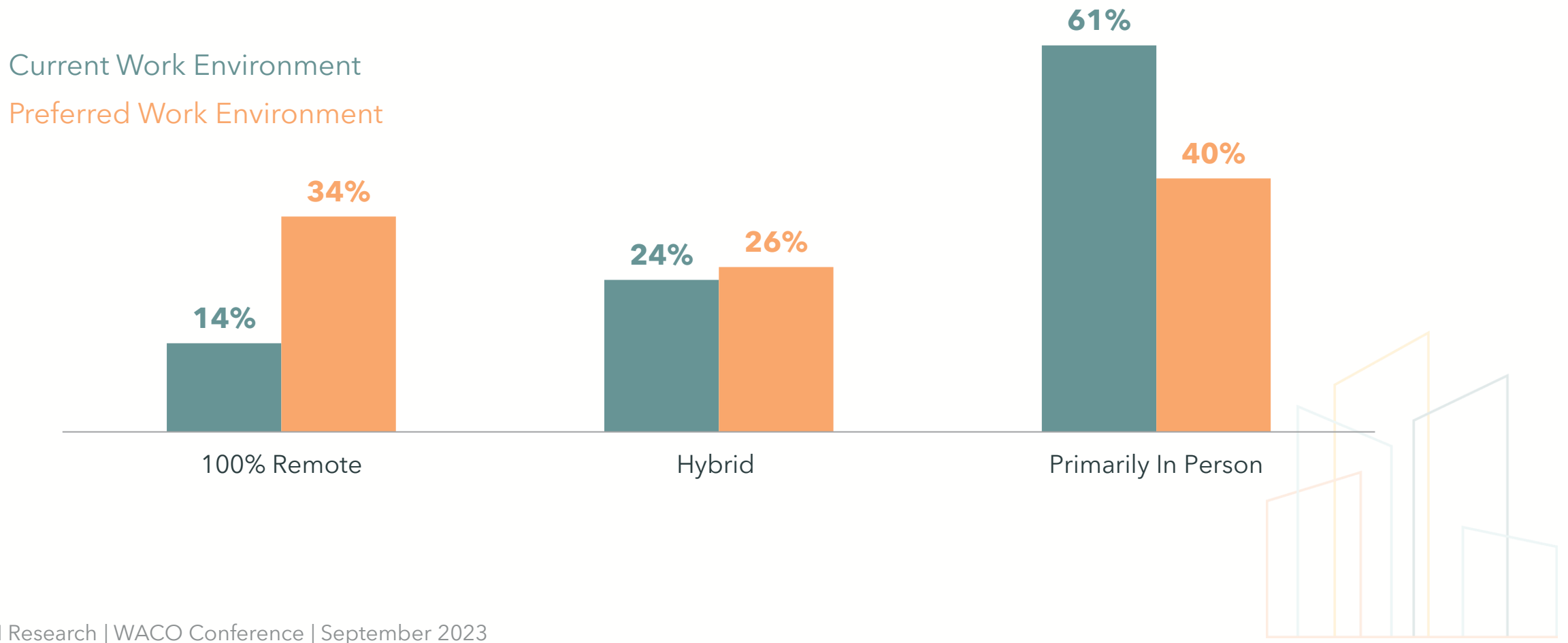


**42%** feel like advancement is a reason to stay in their current position.



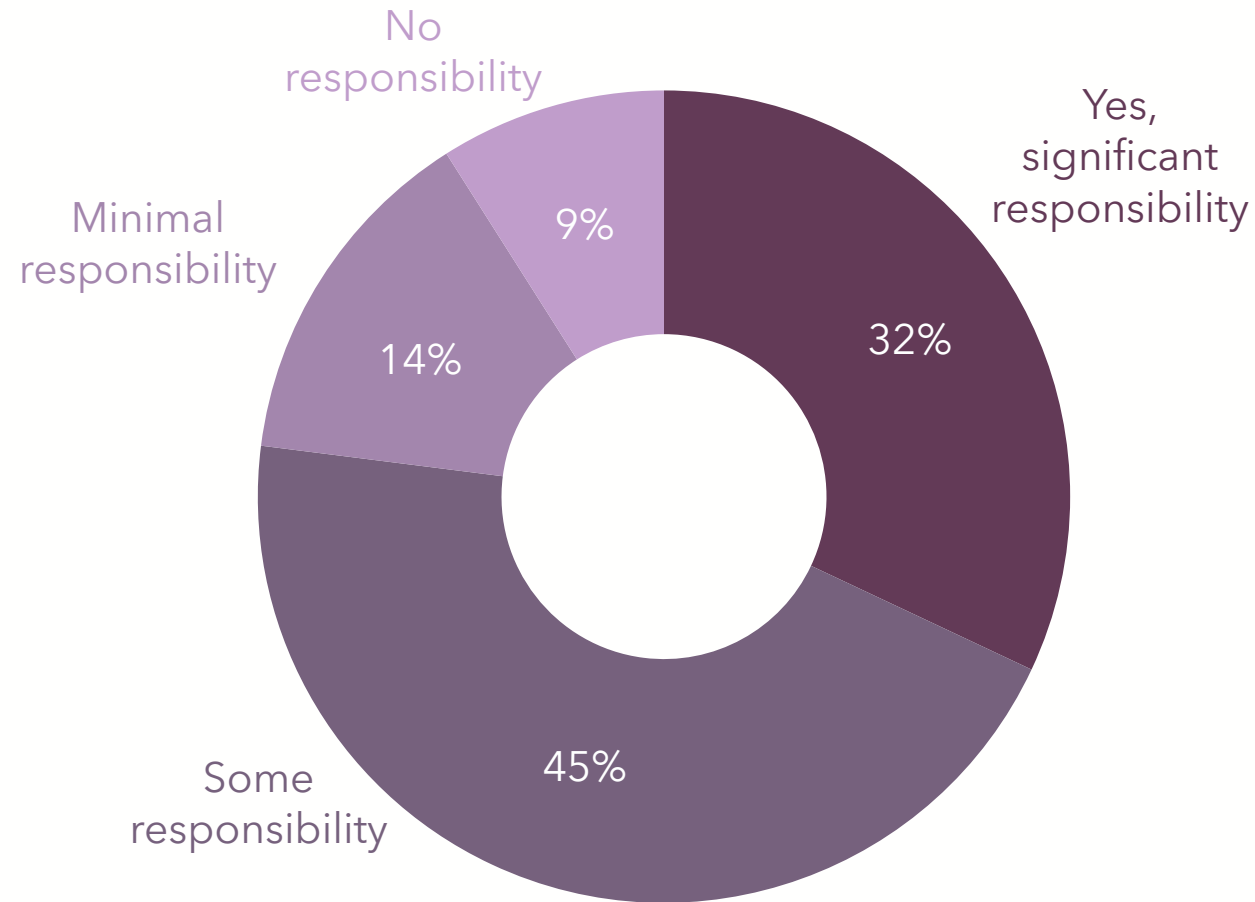
**78%** are attracted to job postings that use phrases like “We provide growth opportunities.”

# Washington workers would prefer to work in person less and have more fully remote or hybrid options.



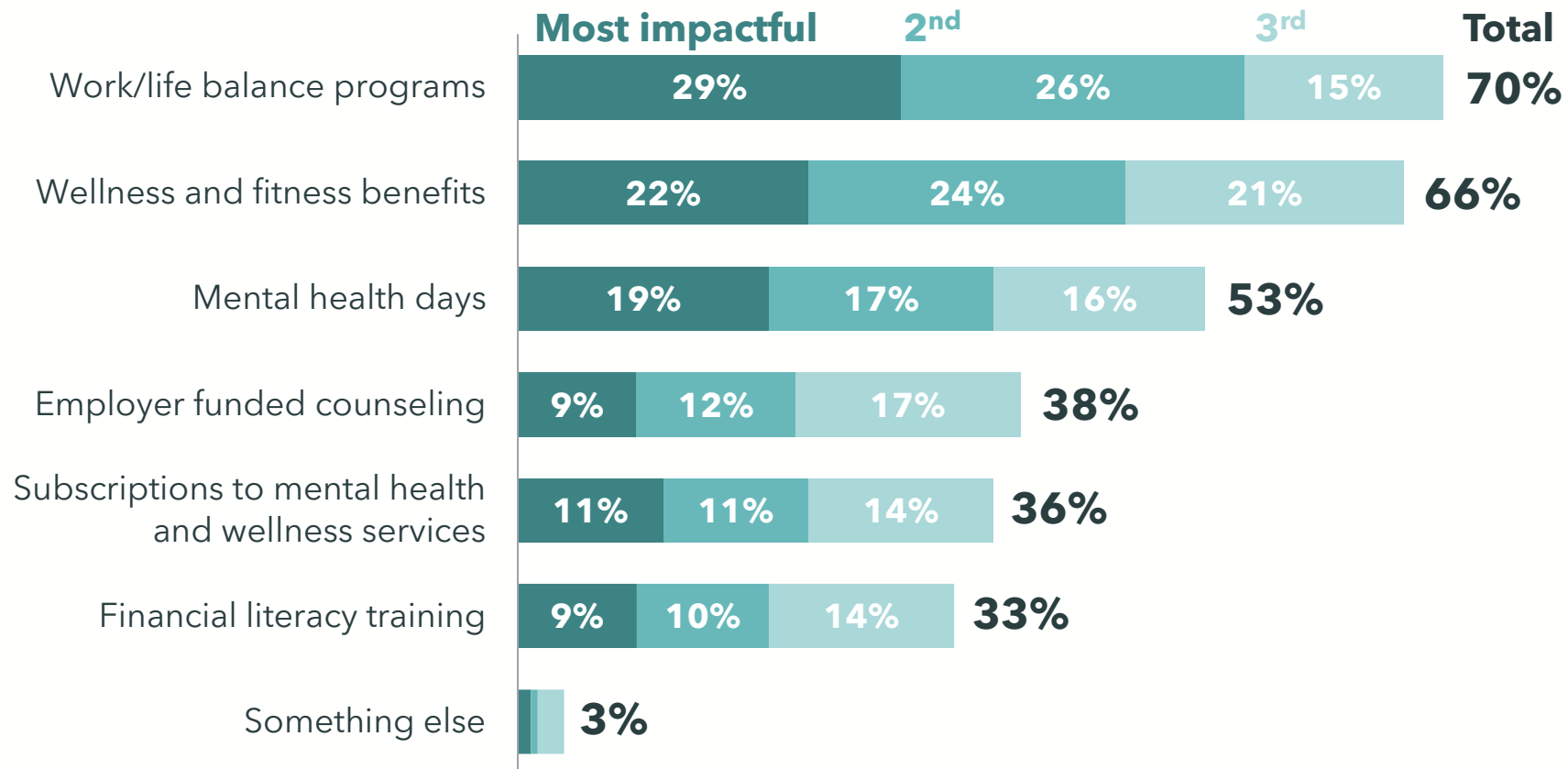


# Washingtonians believe that workplaces have a responsibility to provide mental health support.

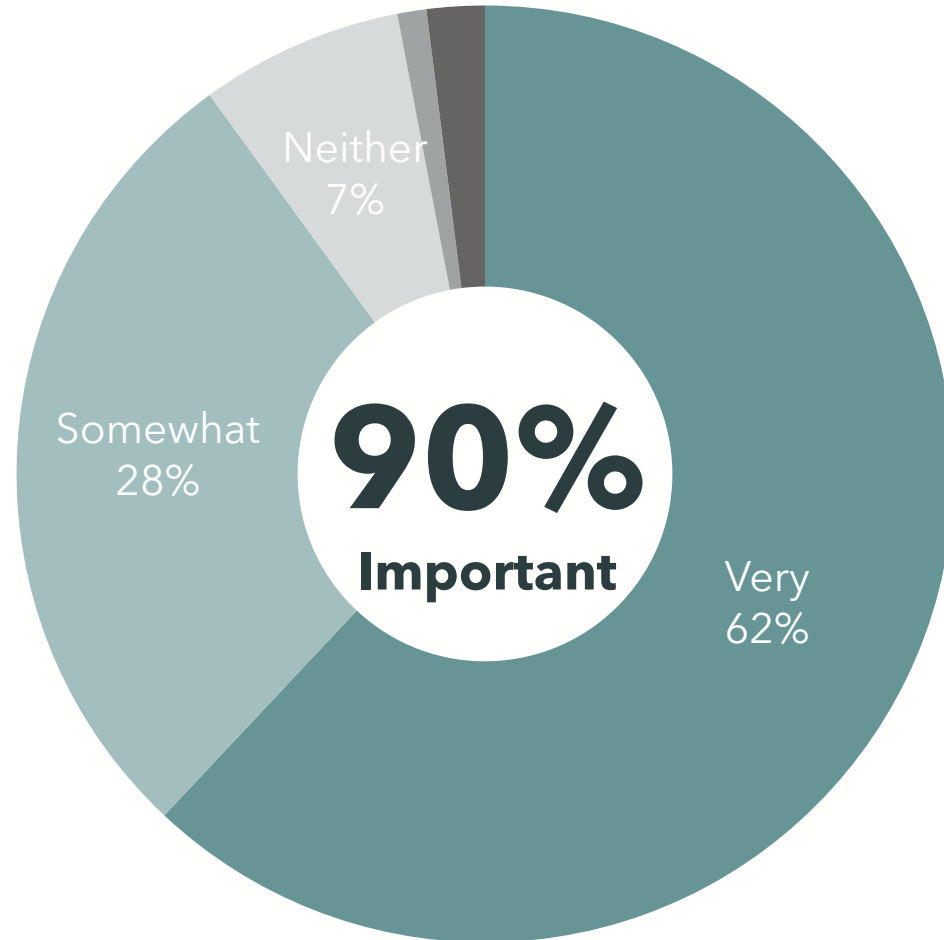


# Workers rank work/life balance programs, wellness and fitness benefits, and mental health days highest.

What employer provided support programs do you think are most impactful?



# Prioritizing quality manager relationships is key to keeping employee well-being high.



# What about Gen Z?

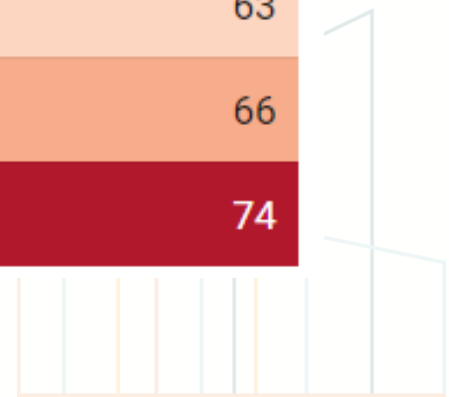


# Perceptions of Gen Z are more negative than positive, even among Gen Z.

## Average feeling thermometer ratings of generations by generations

Scale 0=very cold to 100=very warm

Generation	Gen Z	Millennial	Gen X	Baby Boomer	Silent
Gen Z	48	51	49	46	54
Millennial	53	70	54	49	55
Gen X	50	60	73	57	63
Baby Boomer	40	51	62	73	66
Silent	48	56	67	71	74



# Gen Z work values are similar to those of the general population.

Important Factors to Consider when Choosing a Place to Work:  
General Population to Gen Z



# Gen Z workers place more value on organizational culture and commitment to diversity, equity, and inclusion.

Important Factors to Consider when Choosing a Place to Work:  
General Population to Gen Z



# While Gen Z workers value work life balance, the notion that they do not work hard is overblown.

Which of the following best describes your approach to work/how you envision yourself approaching work?

I will work overtime if it leads to promotion and career advancement.

**37%**

I chose a job that pays the bills but doesn't interfere with my priorities outside of work.

**14%**

**49%**

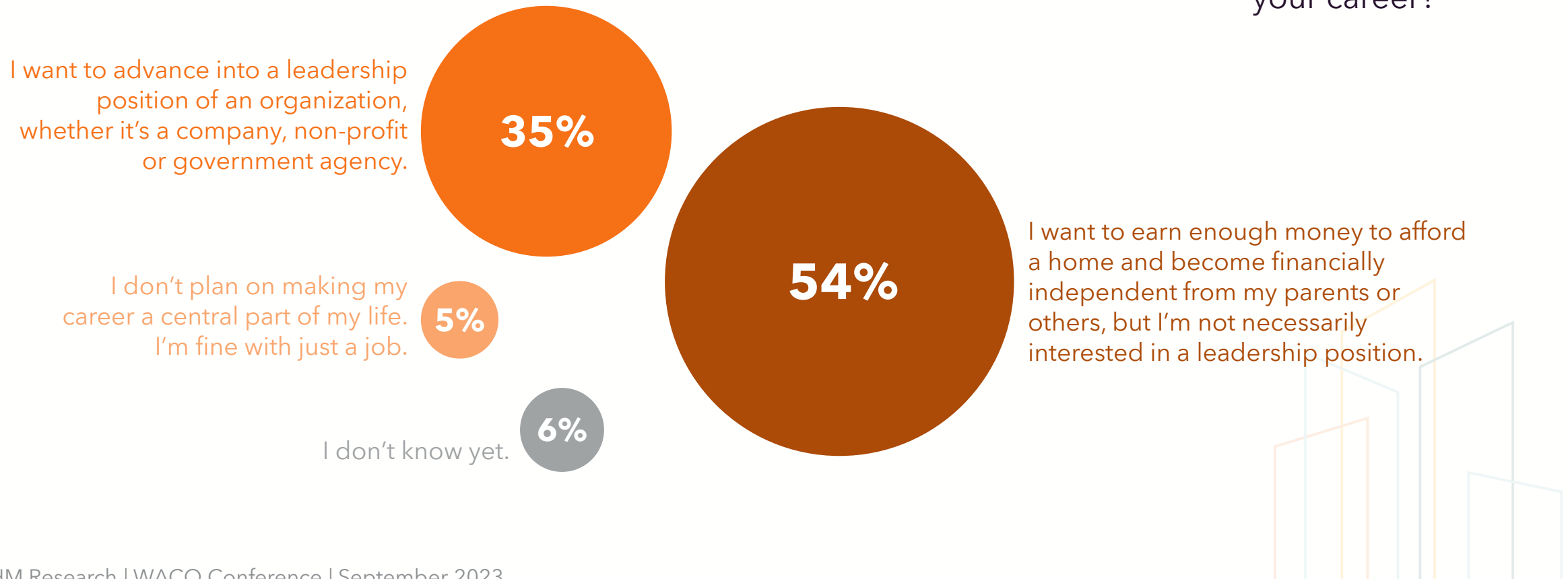
I work hard during my regular 40-hour week, but I want to protect work/life balance.



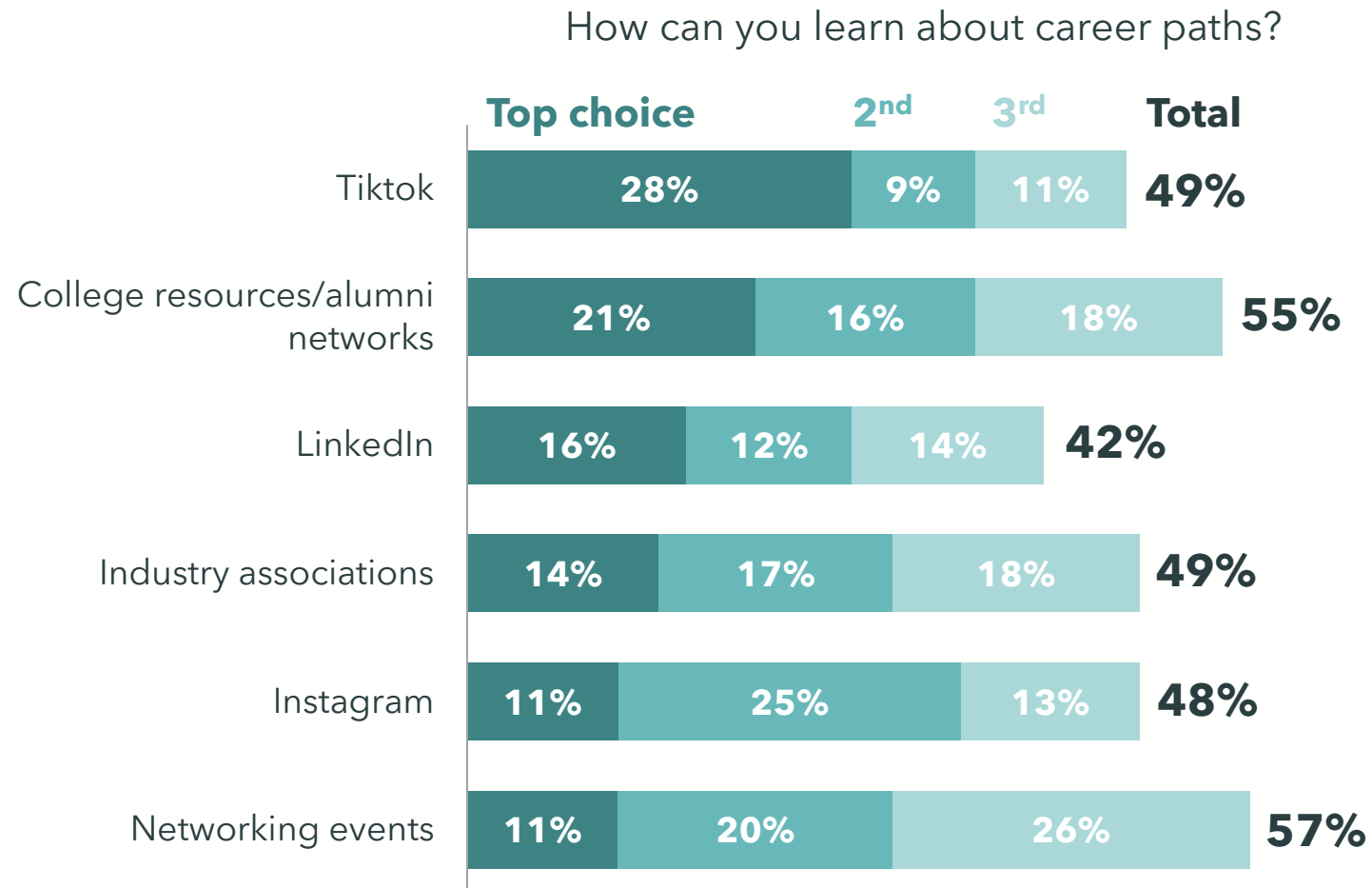


# Over half want to earn enough money to afford a home while maintaining work life balance while over one-third seek leadership positions.

Which of the following best describes your vision for your career?

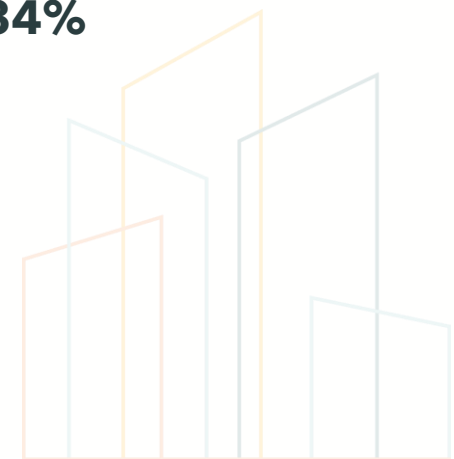
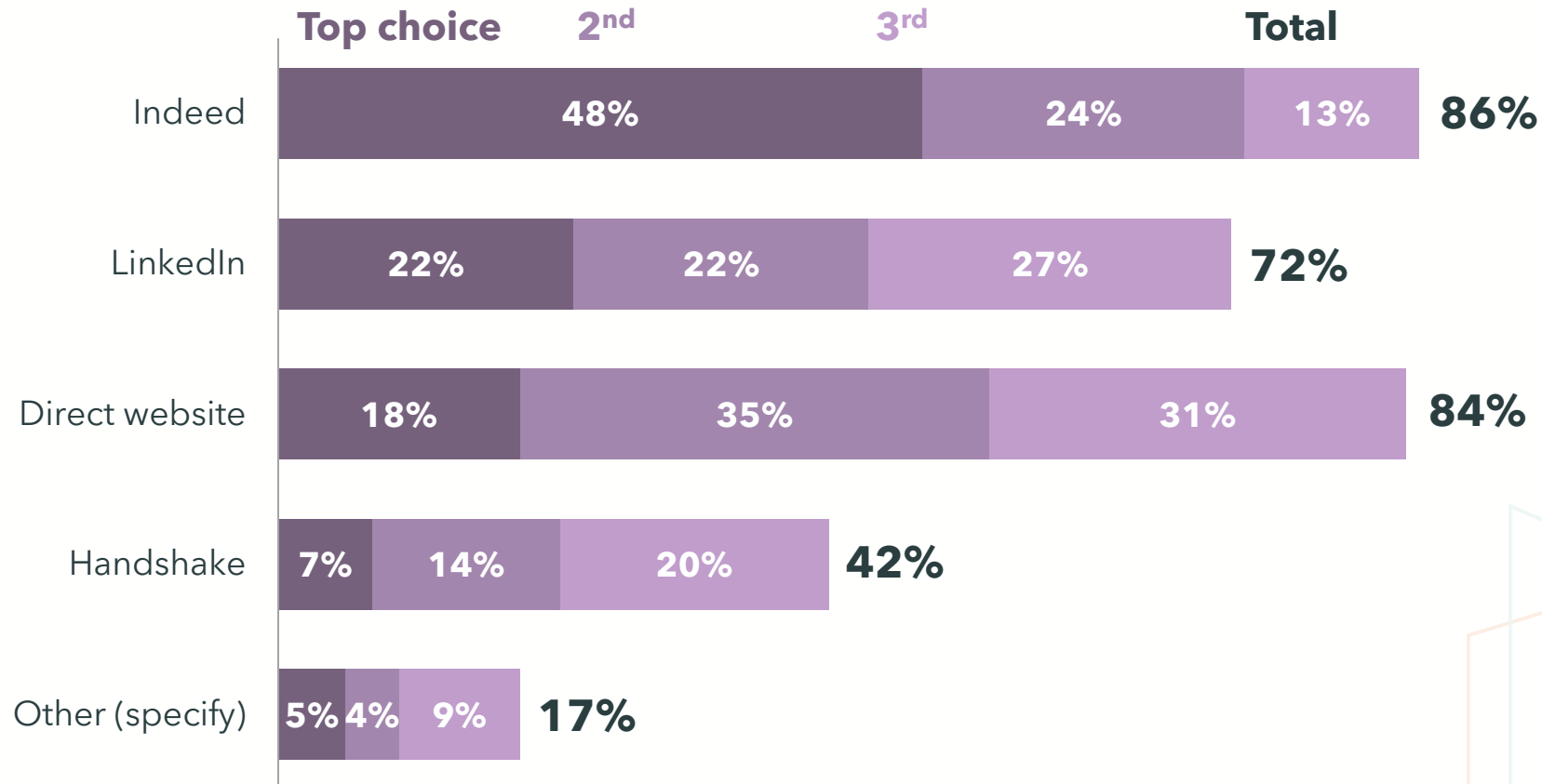


# Tiktok is the top place Gen Z learns about career paths.

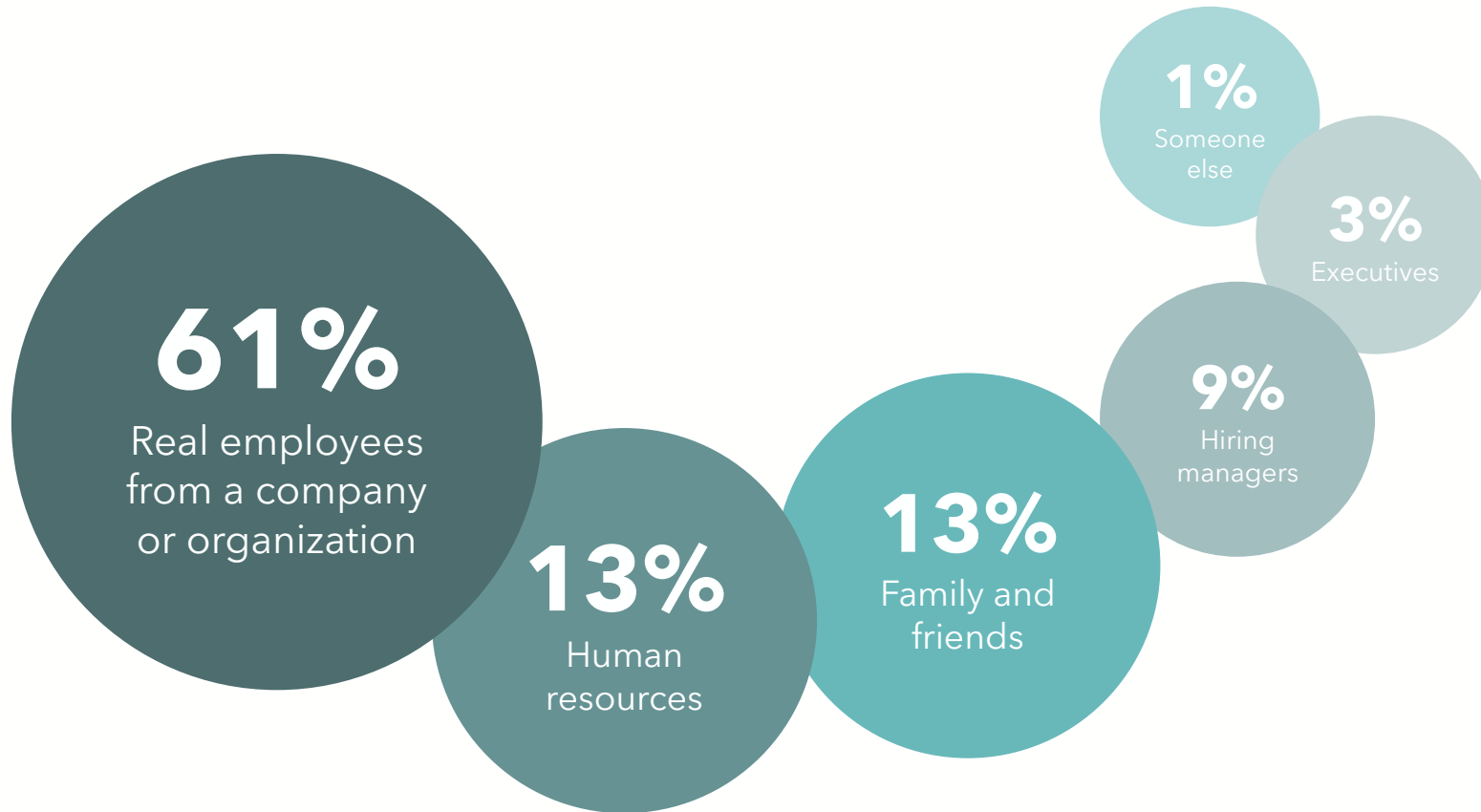


# Indeed, LinkedIn, and directly on websites are where Gen Z applicants apply for jobs.

What platforms do you use to find and apply for jobs?



# Real employees are the best messengers to promote career information.



# What this means for employers



# How to improve your candidate and employee communication.

Lean into positive feelings about current positions



Use real County employees as spokespeople



Authentically and thoughtfully incorporate DEI



Emphasize competitive pay and commitment to work life balance



Highlight growth and development opportunities



Revisit recruitment positions and employee value proposition





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