

RecruitFirst

Are Gen-Z Reluctant To
Come To Shanghai?

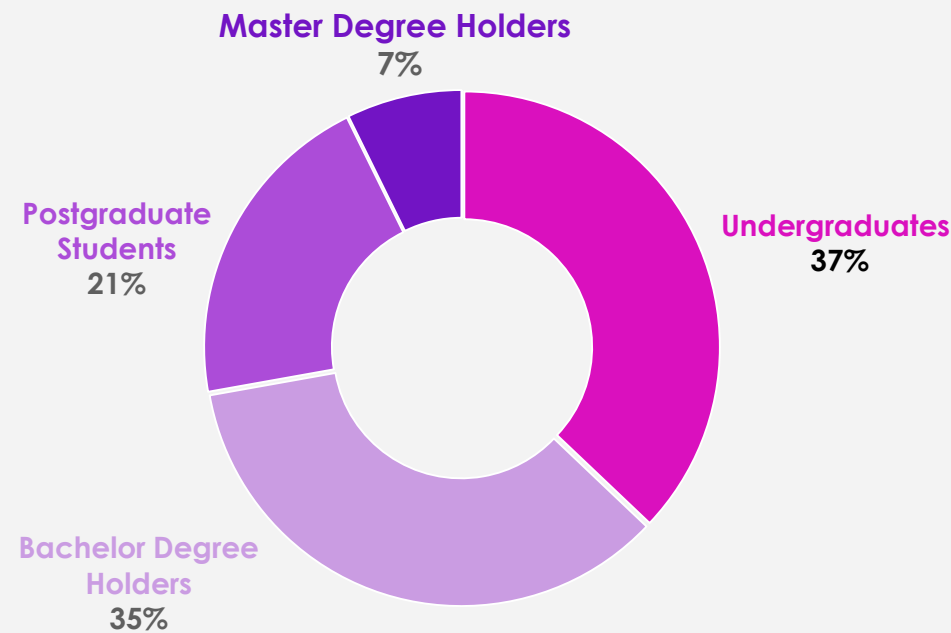


SAMPLE DATA OF PARTICIPANTS

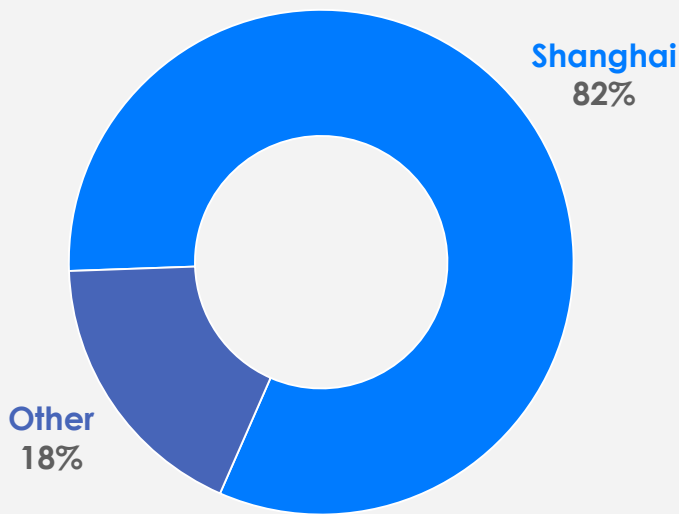
A total of 269 students participated in the survey, 82% of whom were from Shanghai.

Over 70% are undergraduate students and bachelor degree holders, and less than 30% are postgraduate students and master degree holders.

Distribution Of Participants' **Education**

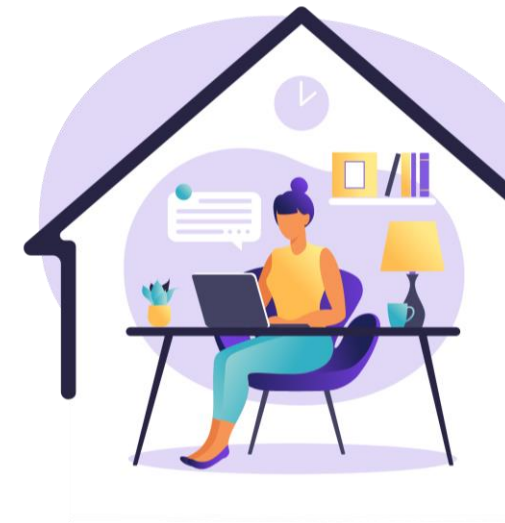


Regional Distribution Of Participants' **Schools**

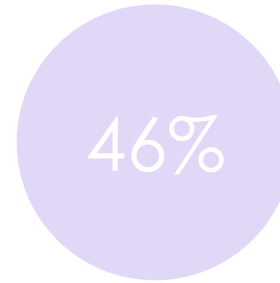
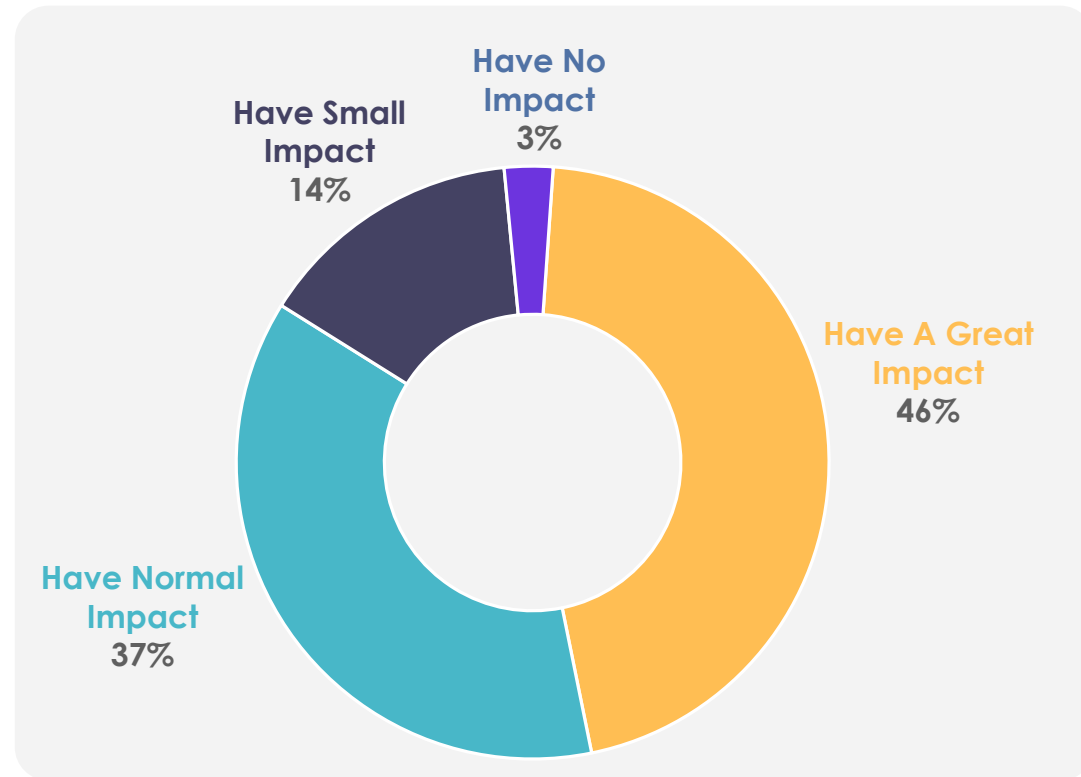


POSITIVE IMPACT OF COVID-19 LOCKDOWN

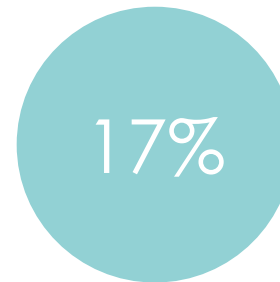
It is found that COVID-19 lockdown in Shanghai has had a great impact on people's choice of cities to work in.



Impact Of Lockdown On Future Choice Of City To Work



thinks that the COVID-19 lockdown will have a **great** impact on the future choice of city to work in.



thinks that the COVID-19 lockdown will have almost **no** impact on the future choice of city to work in.

RISE IN SEARCH FOR JOB OPPORTUNITIES

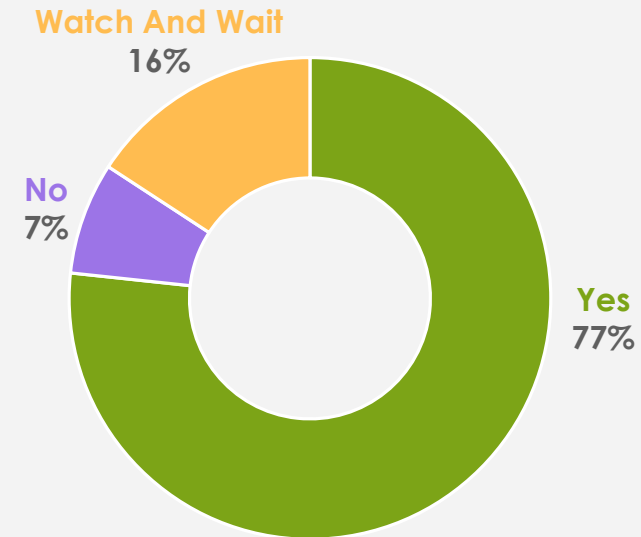
Despite the lockdown, the younger generation in particular, chose to seek for job opportunities in Shanghai.

88%

of the participants **considered staying/going to Shanghai** to seek for job opportunities before the Covid-19 lockdown



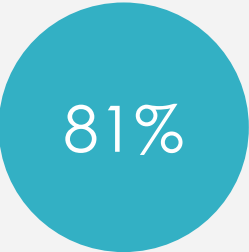
Current Plans On Staying/Going To Shanghai To Seek For Job Opportunities



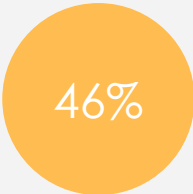
OPTIMISM AMONG YOUNG PEOPLE

Gen-Z in Shanghai are still optimistic about the opportunities and resources.

Reasons For Staying And Working In Shanghai



“There are more job opportunities and talented people in Shanghai, and working here will be more rewarding.”



“Shanghai is rich in resources in all aspects.”

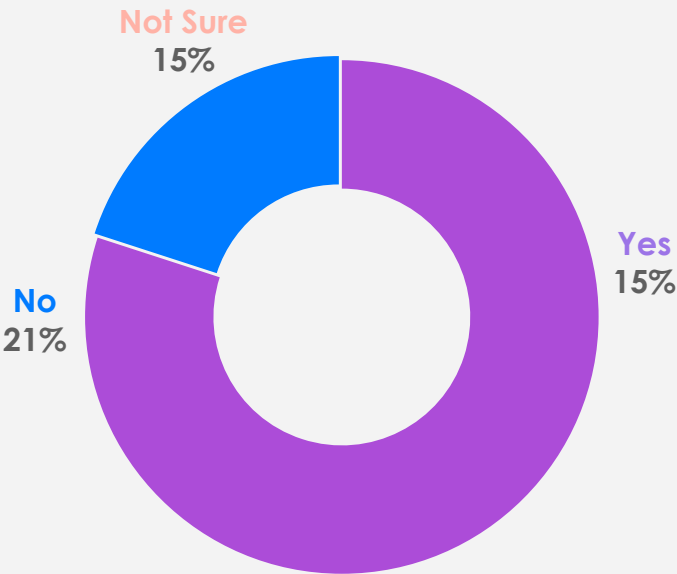


“Like the city of Shanghai and want to continue to live here in the future.”



“Have friends, relatives and other resources in Shanghai.”

Relaxation Of Household Registration Permit Regulations As A Motivator To Stay In Shanghai



ATTRACTIVENESS OF NEW FIRST-TIER CITIES

New first-tier cities are the most attractive to young people who decide to leave Shanghai.

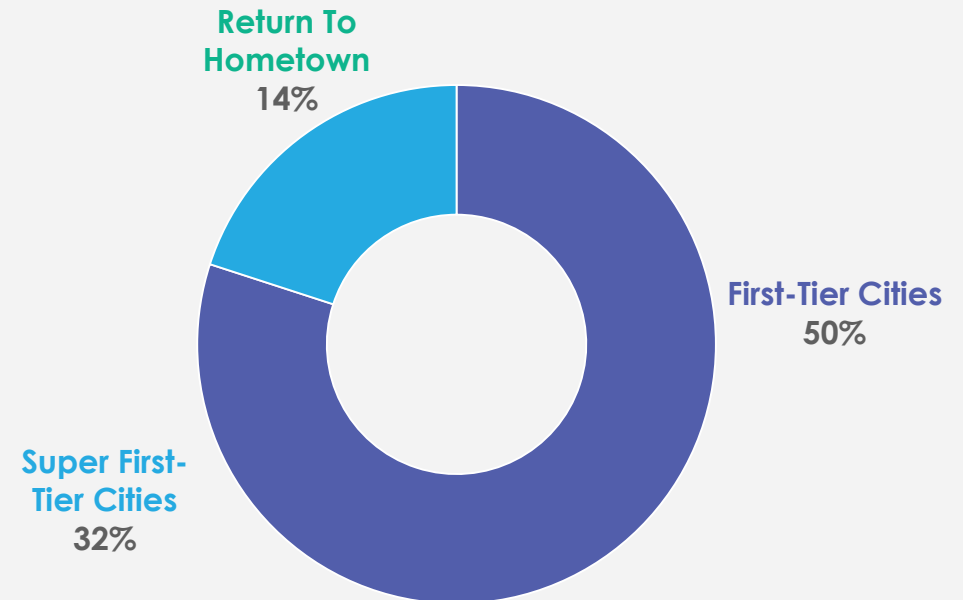
Main Reason For Leaving

1. Lack of a sense of security
2. Life stress
3. Optimistic about the development trends of other new first-tier/second-tier cities



Cities They Expect To Work In

- Though they leave Shanghai, most of these college students who just/are about to enter the society tend to make their way in the first-tier cities first.
- **First-Tier Cities:** E.g. Hangzhou, Suzhou, Chongqing and Hefei
- **Super First-Tier Cities:** E.g. Beijing, Guangzhou and Shenzhen



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What Do Gen-z Graduates Value When They Look For A Job?



WORK VALUES IN FIRST JOB

In comparison with the type of company and nature of work, college students value the potential of the industry more when looking for their first job.

While the relaxed household registration permit regulations will keep many college students in Shanghai, the following are **NOT** decisive factors when choosing a company.

0.6%

Household
Registration

5.9%

Work Team
Atmosphere

12%

Company
Benefits

79%

After the COVID-19 lockdown, 79% of college students would check whether the company they are interested in had **made any sort of donations** during the pandemic.

What Students Value The Most In Their First Job

56%

The development space of the industry in the future

45%

The company's popularity and scale, etc.

40%

The company can provide good platform and training for employees

30%

Whether the work is of interest to you

23%

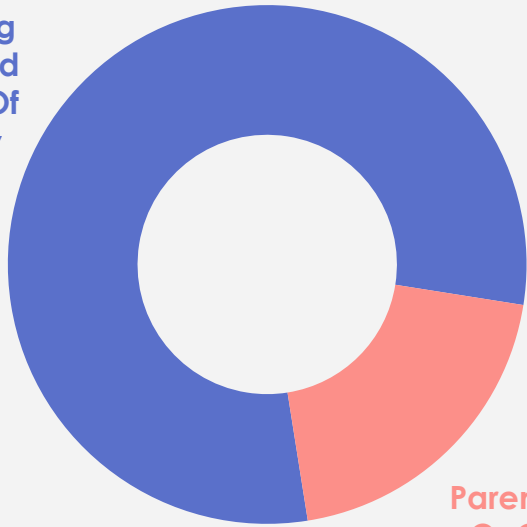
Whether the job content matches your profession

HOW DECISION IS MADE

In comparison with the type of company and nature of work, college students value the potential of the industry more when looking for their first job.

Factors When Choosing A Job Offer

Conducting
Background
Research Of
Company
80%



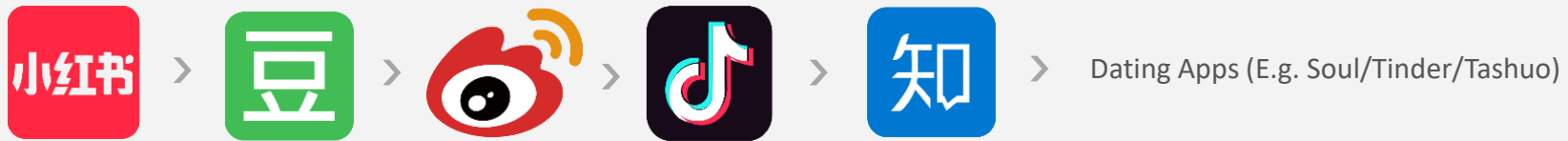
Refer To
Parents'/Teachers' Advice
Or Classmates'/Friend's
Choices
20%

Channels Used To Look For Information and Conduct Background Research

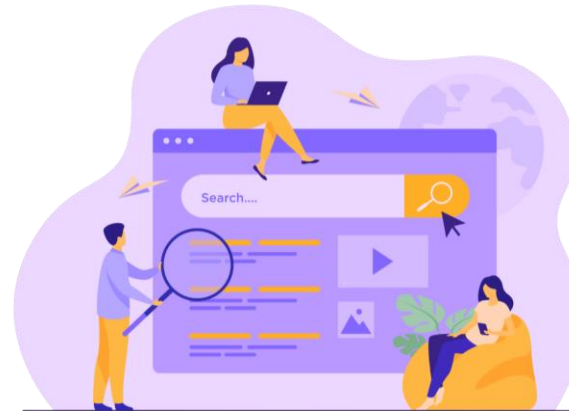


IMPORTANCE OF SOCIAL MEDIA PLATFORMS

Platforms Used To Learn About A New Company



- Experiences of working in famous companies shared by normal bloggers or well-made contents posted by workplace bloggers can be found for reference on Xiaohongshu.
- Search “fabulous company” on Douban and Weibo to find many groups and topics sharing real information on great corporate culture and benefit packages.



POSTS ON XIAOHONGSHU, DOUBAN AND WEIBO

People tend to learn about a new company and do background research on **Xiaohongshu**.



Xiaohongshu



Douban

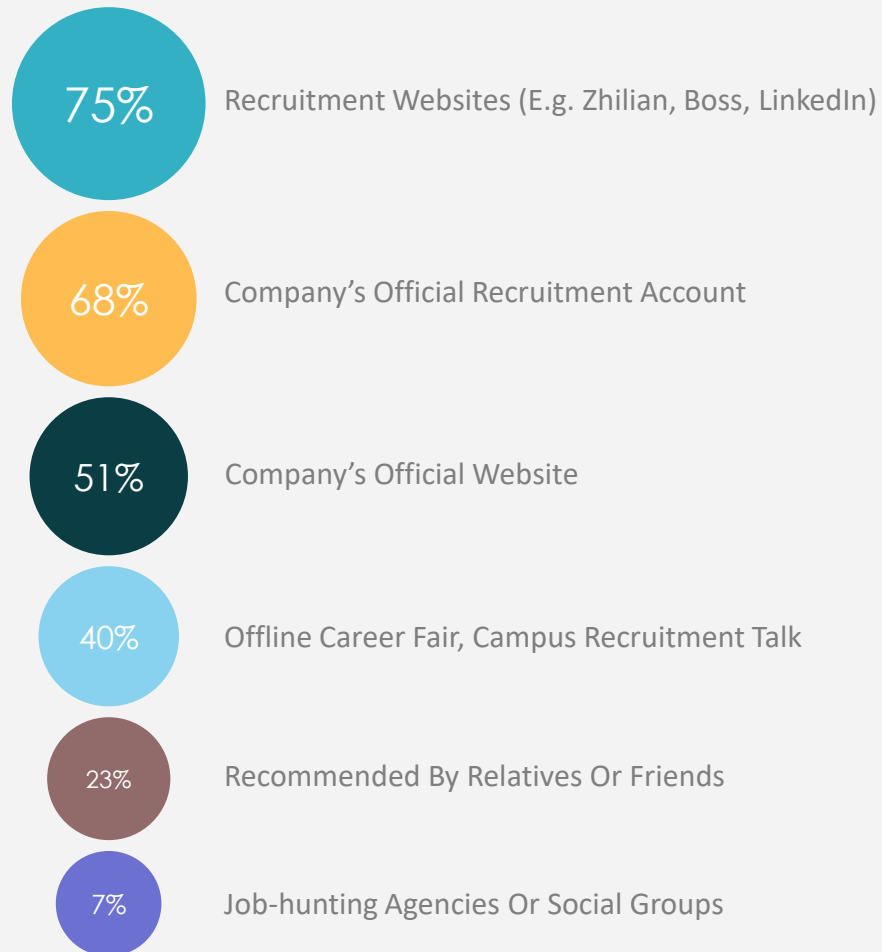


Weibo Topics

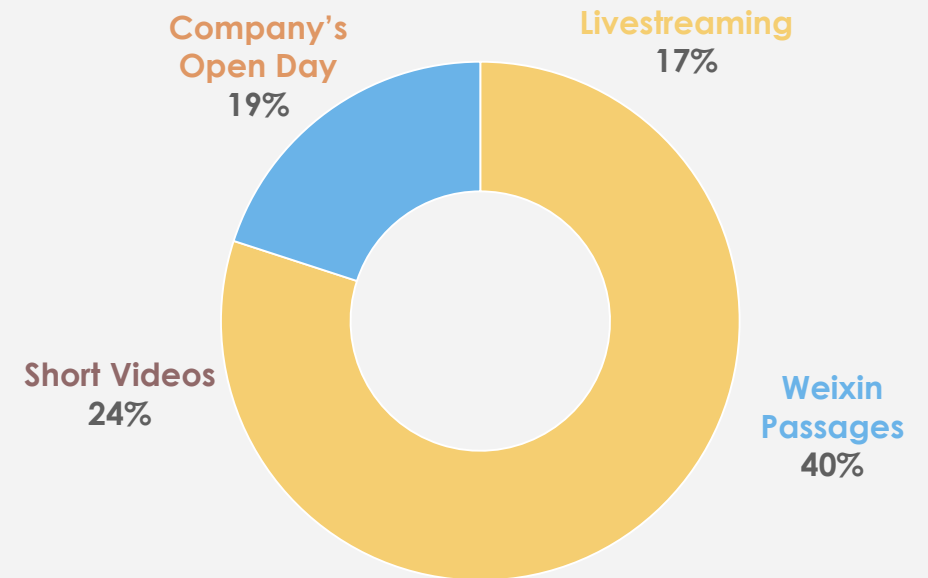
JOB APPLICATION CHANNELS

College students tend to send out their resumes through **traditional channels**, and follow **recruitment channels** of corporate-owned media.

Job Application Channels



Ways To Learn About A Company



According to the survey, though this COVID-19 lockdown has influenced the decision in the city to work among Gen-Z to a certain extent, most still decided to stay because of Shanghai's industry agglomeration, and the number of working opportunities and abundant talent resources. They believe that the city's accumulated strength will not be dissipated due to the temporary uproar of COVID-19.

According to the expectations that the college students have of their first job paired with the reasons for job-switching by Beisen, the potential of the industry seems to reign at the top. However, when deciding to change a job, the focus shifted to whether the nature of work is in line with their interests and whether the interpersonal relationship in the workplace is harmonious.

For enterprises, showing care to the employees under such unprecedented times can provide employees with a sense of security and as a result, increase their appeal to talents. In terms of recruitment, they should leverage key social platforms such as Xiaohongshu, Weibo, and Douban to build awareness. On the other hand, as college students tend to conduct background research before accepting a job offer, companies should maintain their reputation and respond to the negative reviews left on their websites in time to minimize the impact.

