



# The Future of Hiring:

Insights from Nexxt's  
Job Seeker Survey



# What Employers Can Expect from Job Seekers

At Nexxt, we surveyed over 1,100 job seekers at the end of 2024 to uncover key trends shaping the hiring landscape in 2025. This report highlights shifting job seeker priorities, workplace expectations, and application behaviors that employers need to know to attract top talent.

## 1. Increased Job Seeker Activity

- **48% of job seekers said they are actively looking**, up from 45% in 2024 and 41% in 2023.
- **76% plan to apply to more jobs in 2025 than in previous years**, signaling higher competition for roles.
- **66% are considering a career change**, reflecting increased openness to new opportunities.



## 2. Shifting Job Priorities: Stability and Pay Matter Most

- **Salary, job security, benefits**, and flexibility remain the top priorities for job seekers.
- **Positive work environment is the #1 factor in job decisions**, surpassing competitive pay (which is a close second).
- **50% of job seekers feel confident they will find a job in 2025, but only 35% believe they'll find the right one**—this presents an opportunity for employers to attract top talent by showcasing strong employer branding and clear career growth paths.





### 3. Work Preferences: In-Person Interest Remains the Same, While Hybrid & Remote Stay Strong

- **60% of job seekers remain open to in-person roles**, maintaining last year's level of interest.
- **Hybrid (49%) and fully remote (47%) work options continue to be highly desirable**, reinforcing the importance of flexible work environments.

### 5. AI Adoption in the Job Search

- **23% of job seekers said they use or plan to use AI in their job search**, up 7 percentage points from last year.
- **32% said they have used AI in their most recent job and 40% are learning about AI for future workplace use**, highlighting growing expectations for tech-savvy employers.

### 4. Streamlining the Hiring Process

- **61% of job seekers prefer employers to reach out via email or text**, rather than job searching independently.
- **Job seekers' biggest hiring frustrations include:**

*Writing a cover letter (most disliked)*

*Employment tests*

*Lengthy application processes*

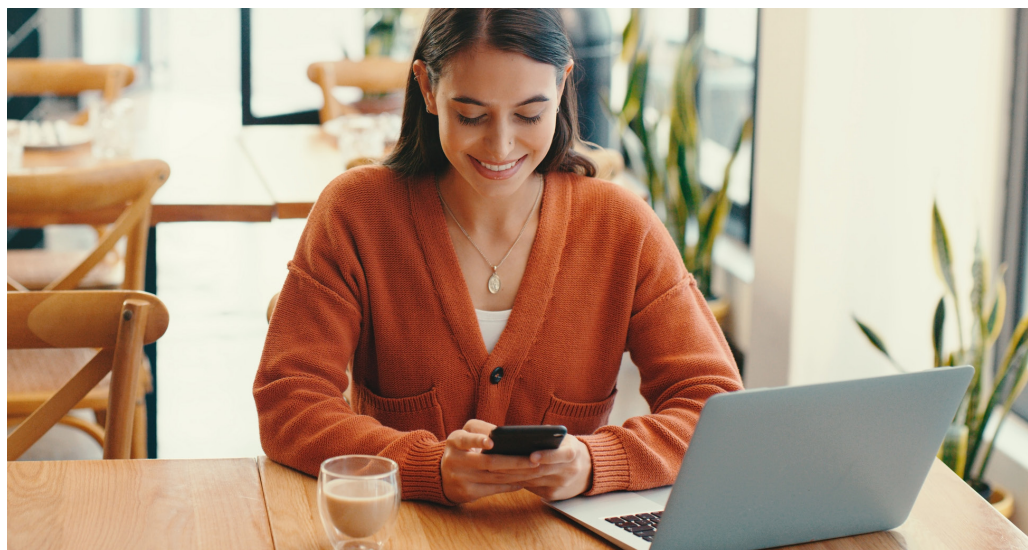
### 6. Key Demographic Shifts & Industry Interest

- **There are 10% fewer Baby Boomers in the job market according to our pool of survey respondents**, signaling a generational workforce shift.
- **Top industries job seekers want to work in:**

*Customer Service, Healthcare & Medical, Business & Management, Clerical & Administrative, Information Technology*

# 61%

of job seekers prefer employers to reach out via email or text, rather than job searching independently.





# Key Takeaways for Employers

## To attract and retain top talent in 2025, employers should:

- Review planned job openings to ensure pay and total compensation is competitive. Highlight any benefits that demonstrate current employee satisfaction and work-life balance.
- Simplify the application process by reducing lengthy steps and unnecessary information.
- Be clear if a job opening supports on site, remote, or hybrid location options.
- Proactively reach out to candidates via email or text to improve engagement.
- Leverage AI-driven hiring tools to both increase automation and personalization.

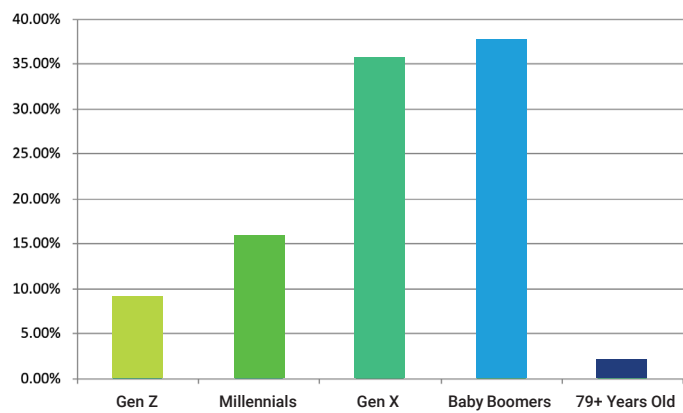
With the job market remaining dynamic, staying ahead of these trends will be critical for attracting and hiring top talent in 2025.

## About Nexxt

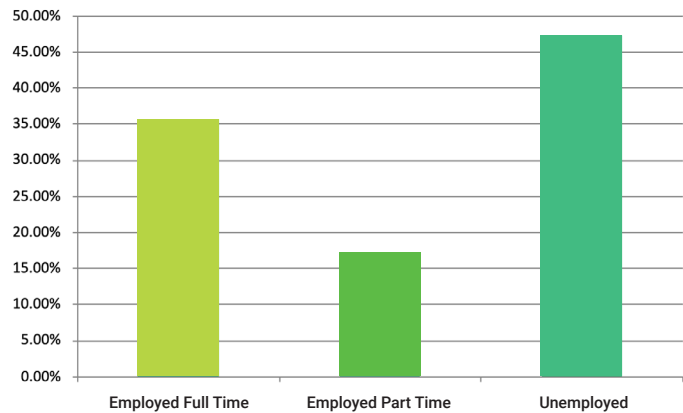
Nexxt is a leading HR technology company for reaching candidates at scale. The Nexxt software allows employers to source the right people quickly and confidently, putting employers, agencies, and staffing companies on the path to making the best hires. Through a multi-channeled approach, Nexxt's patented technology makes sure the right job opportunities are seen by the right audiences, including Nexxt's diverse pool of more than 100 million members. [Learn more about hiring with Nexxt.](#)

The charts below show the full survey results, displayed in the same order the questions appeared in the survey.

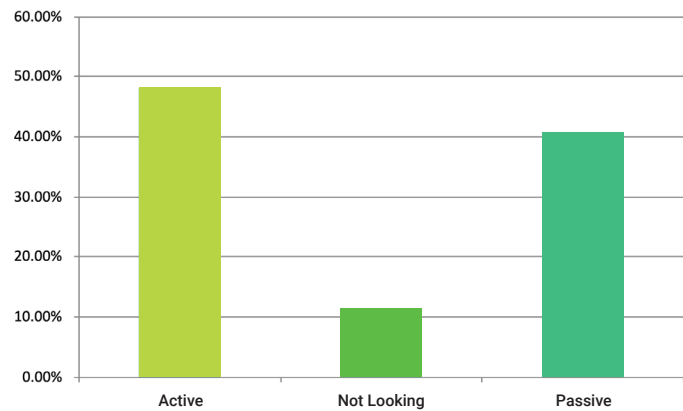
What age group do you fall into?



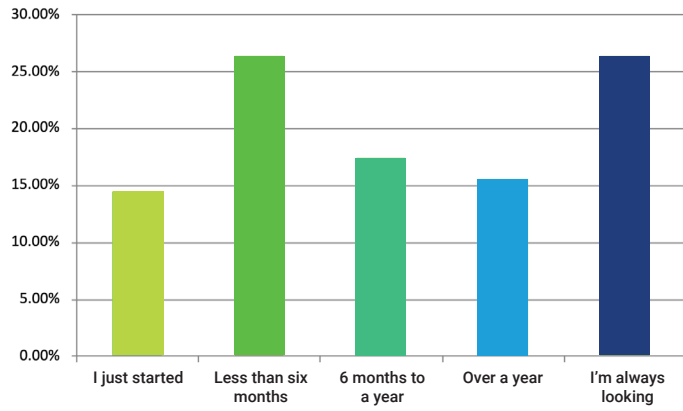
What is your employment status?



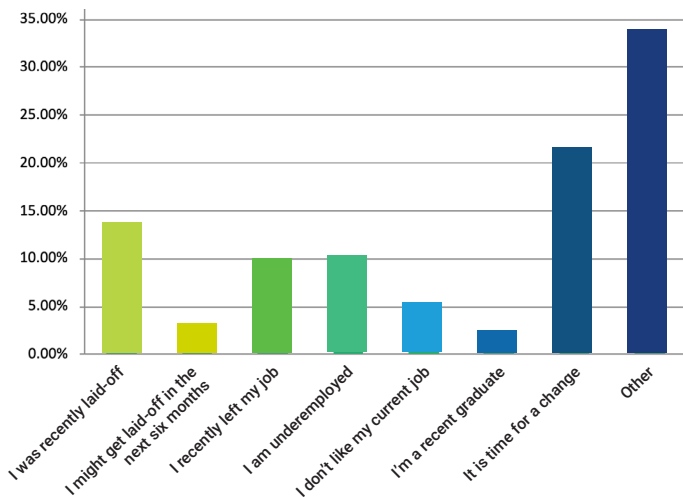
What would best describe your job search?



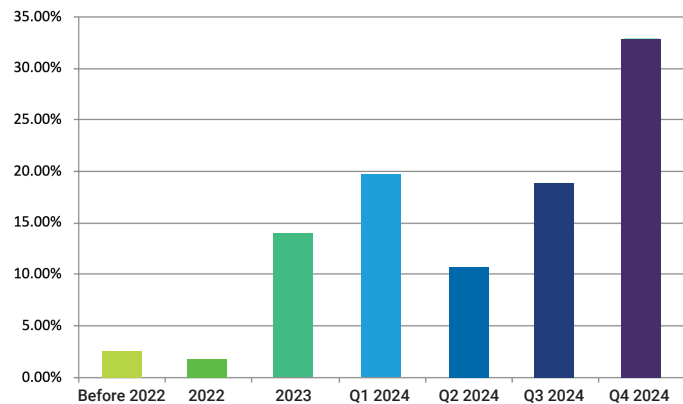
How long have you been searching for a job?



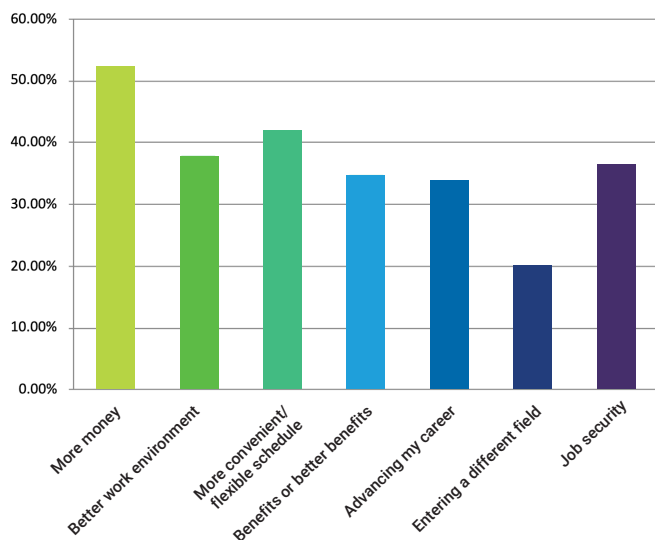
What best describes why you are looking for a job?



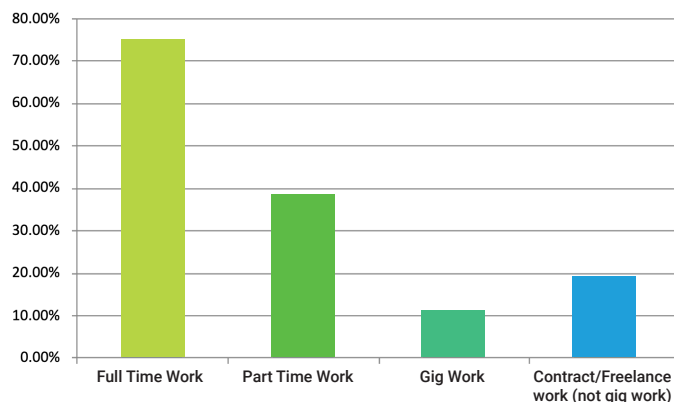
(If you were laid off) When were you laid off?



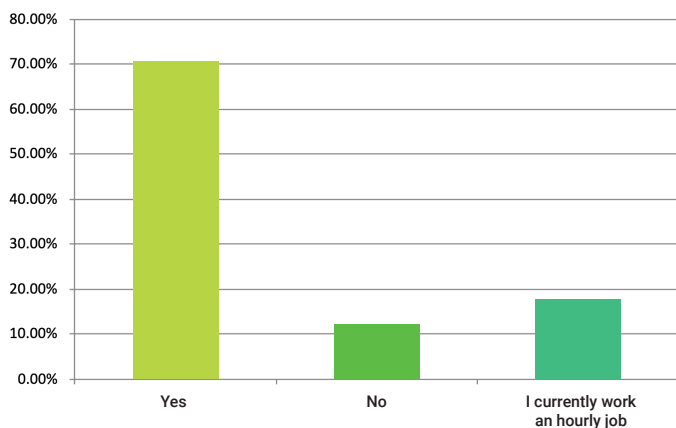
### What are you looking for in your next role? (Select all that apply)



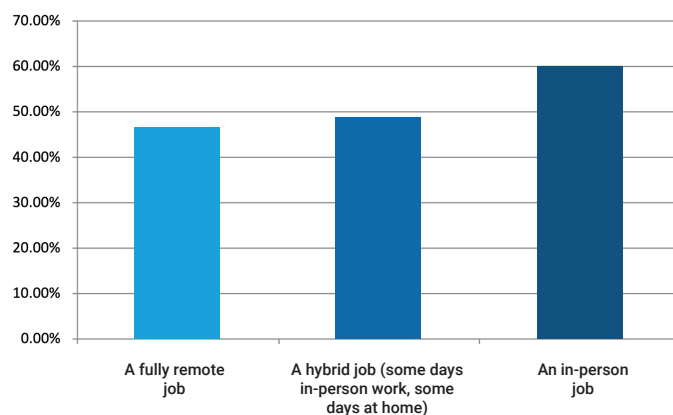
### What kind of work are you looking for? (Select all that apply)



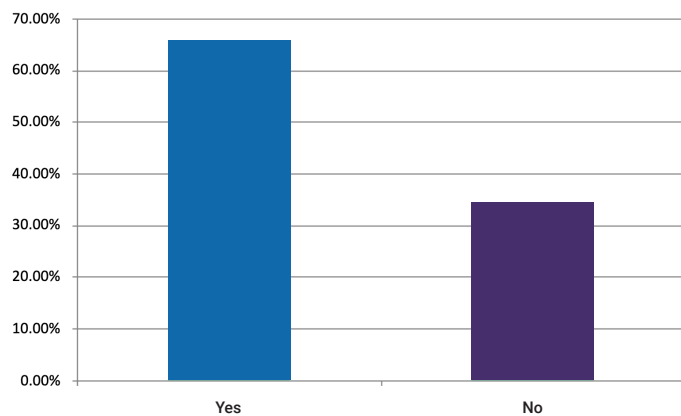
### Would you consider working an hourly job?



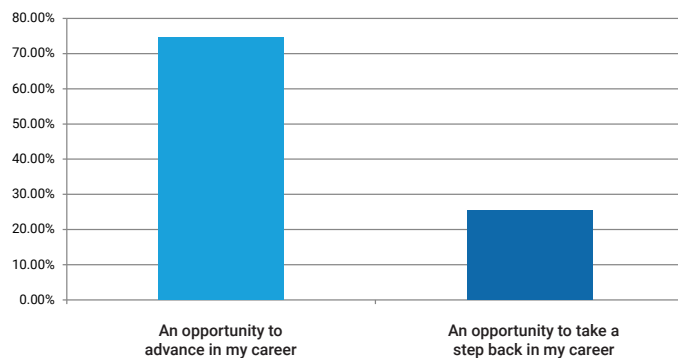
### What type of job are you interested in? (Select all that apply)



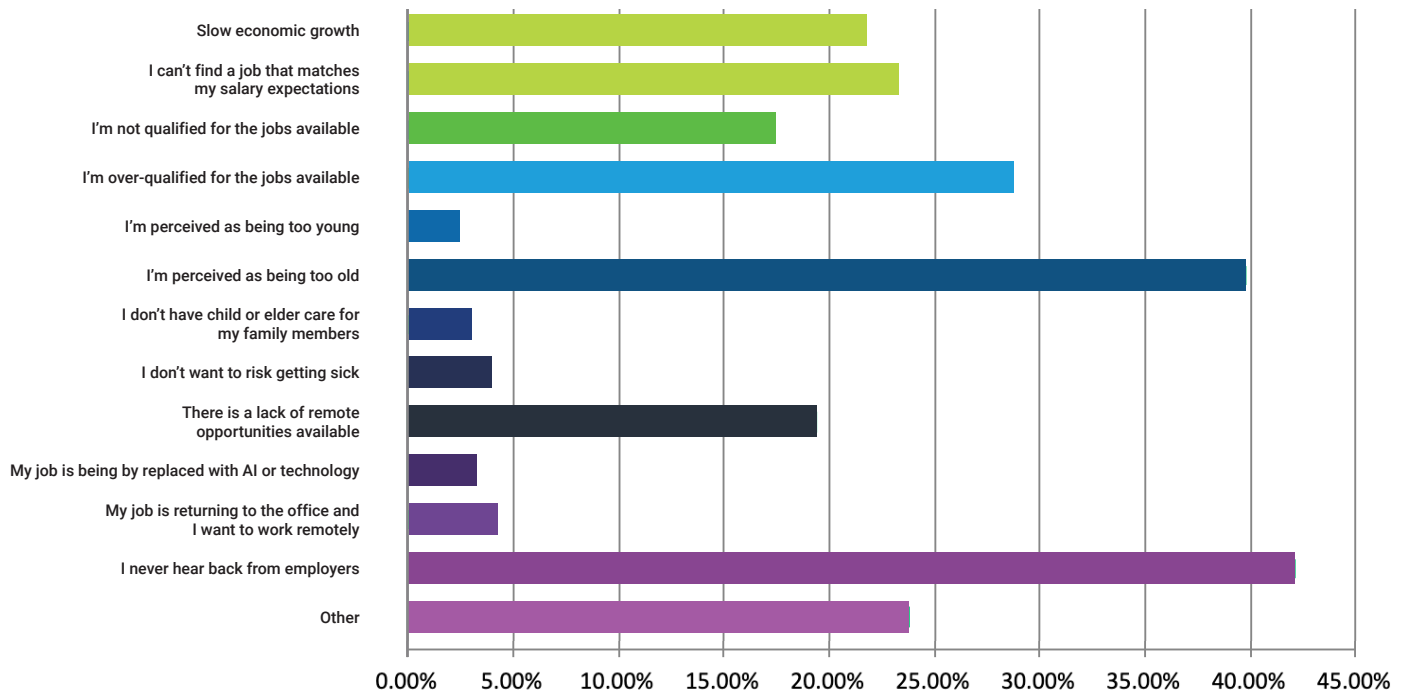
### Are you considering changing careers?



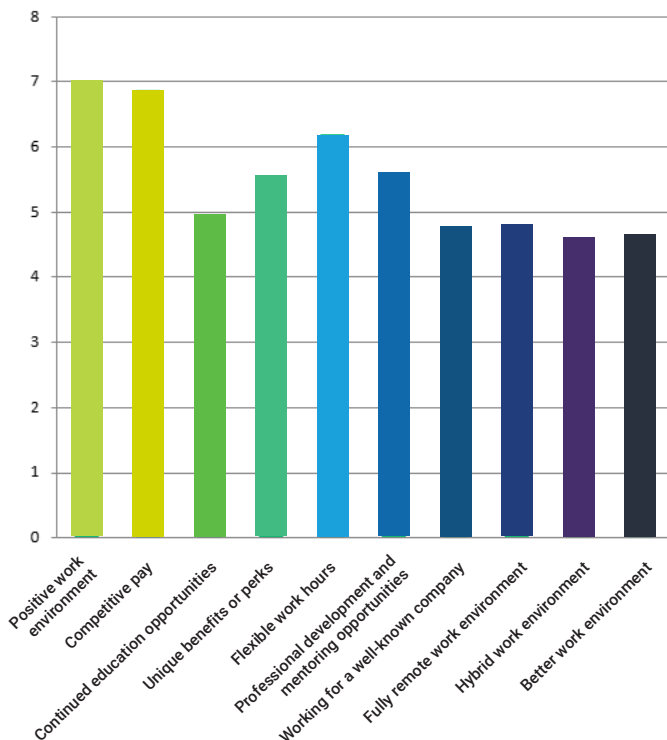
### For your next opportunity you're looking for...



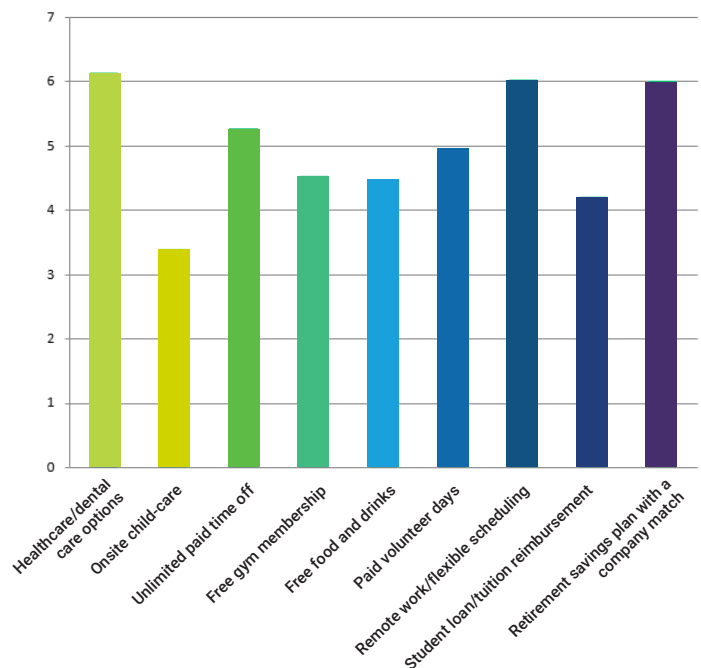
## What factors make finding a job difficult for you? (Select all that apply)



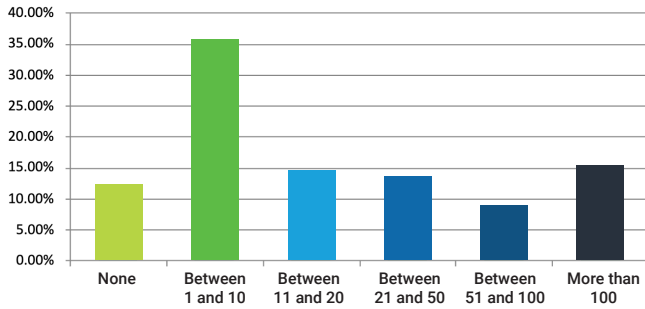
## Rank what you value most when searching for a new job opportunity.



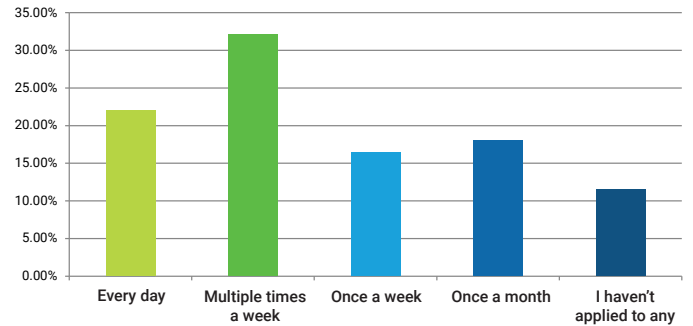
## Rank which added benefits or "work perks" would be the most exciting to you when searching for a new career opportunity.



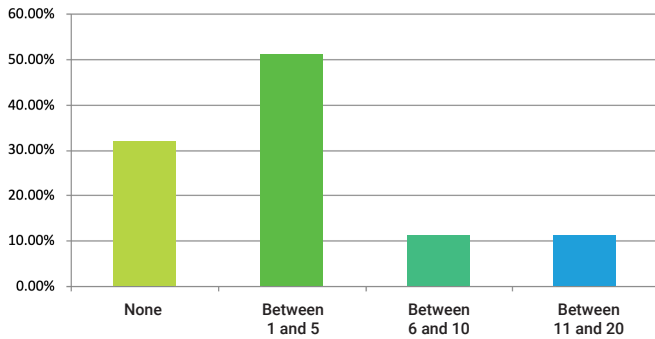
### How many jobs have you applied for during this year's search?



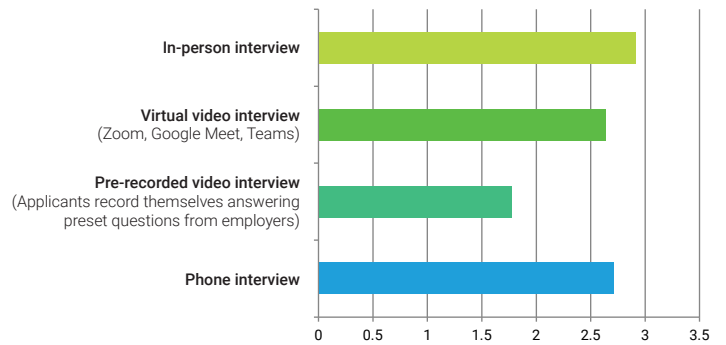
### How frequently have you been applying to jobs?



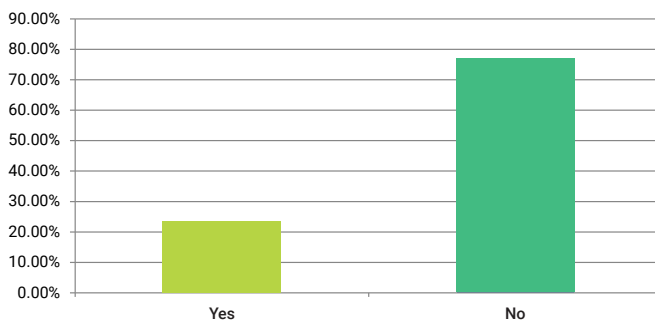
### How many job interviews have you had during this search?



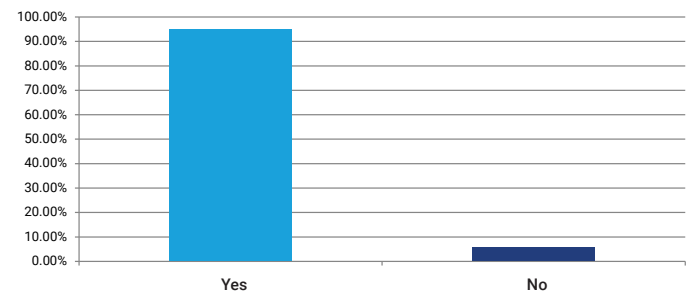
### Which interview format do you prefer most?



### Do you/have you use(d) artificial intelligence (AI) in your job search?

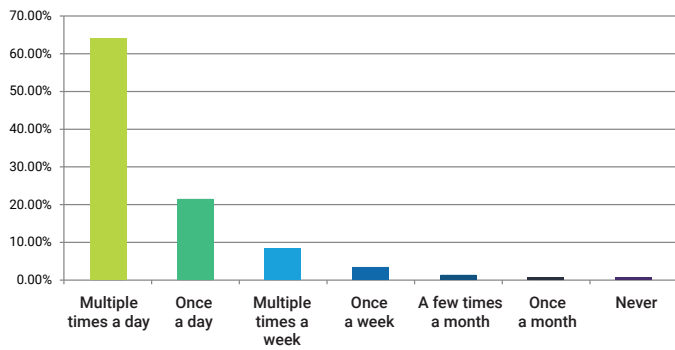


### Do you receive emails telling you about new job openings in your area of interest?

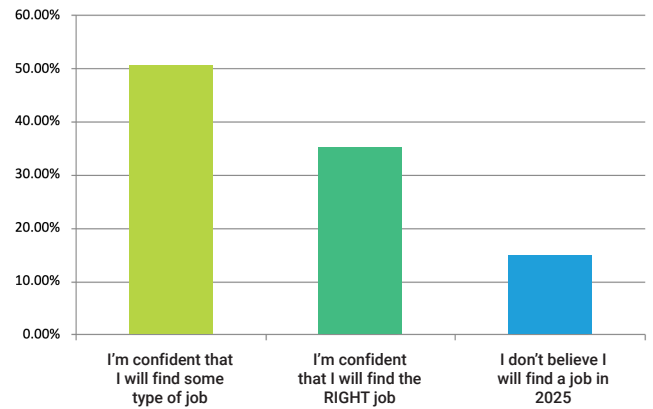




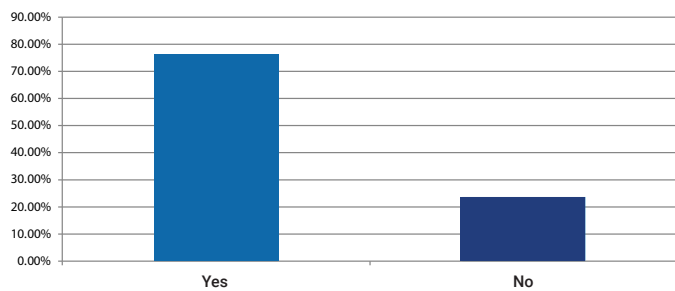
### How often do you check your email for new job opportunities?



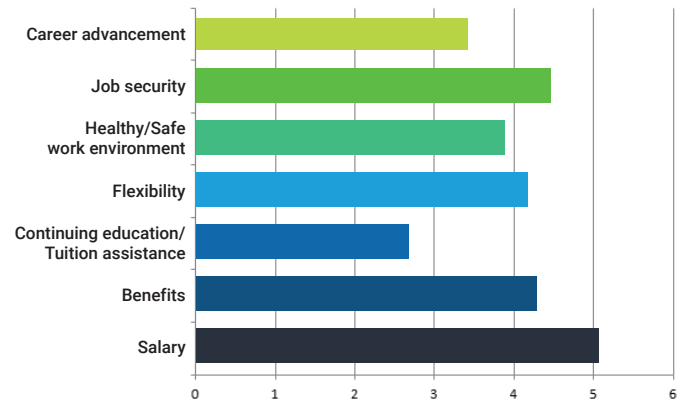
### How do you feel about finding a job in 2025?



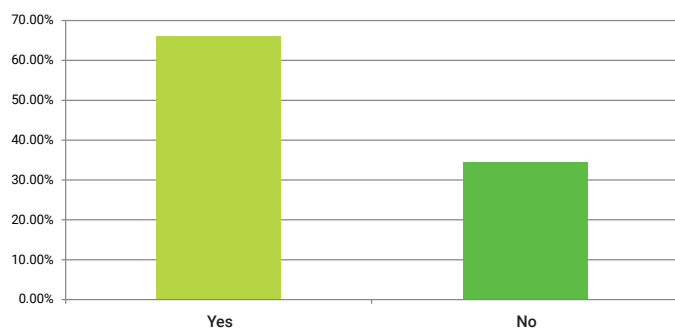
### If a recruiter was looking for candidates just like you, would you like to receive that job via text message?



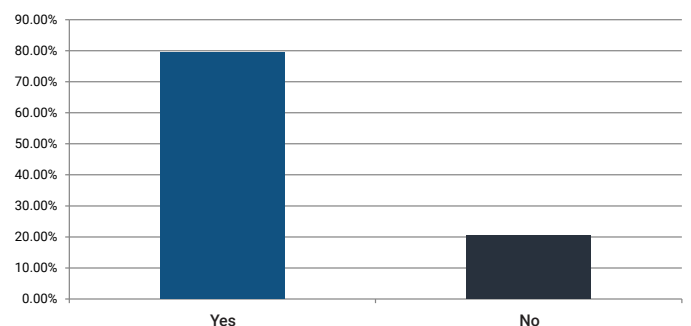
### What is the MOST important thing you're looking for from an employer at the moment?



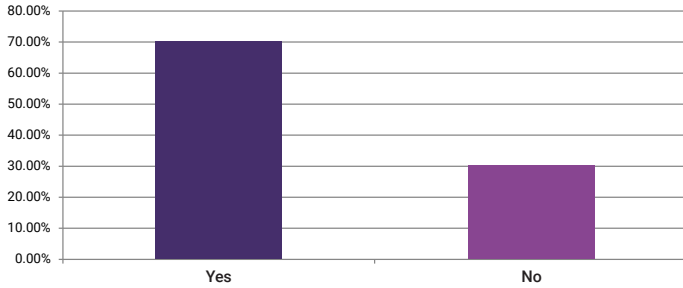
### In your current or most recent role, do you experience stress at work?



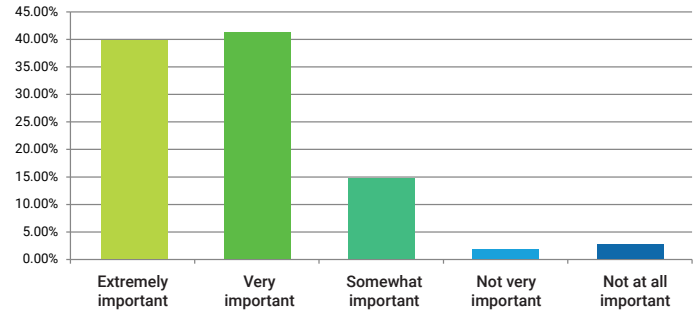
### Do you believe that your current or most recent role has purpose or meaning?



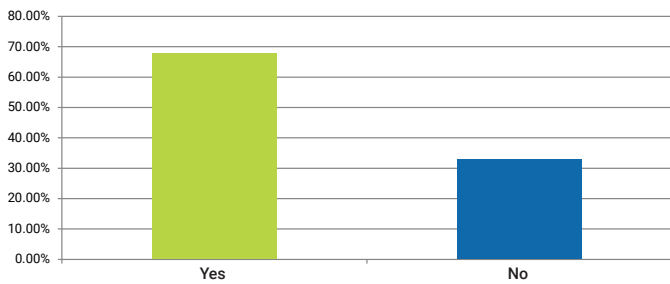
### In your most recent role did you feel closely aligned with the company's vision and values?



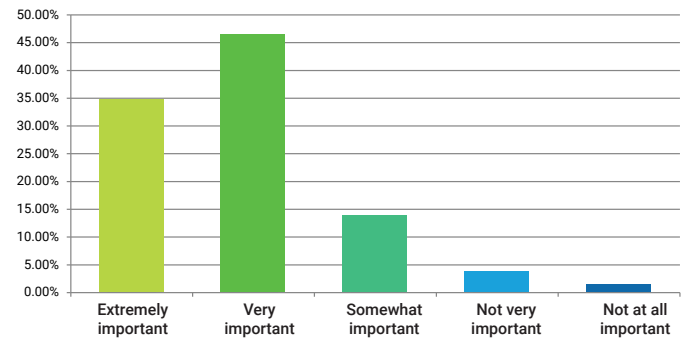
### How important is it for you to feel closely aligned with your company's vision and values?



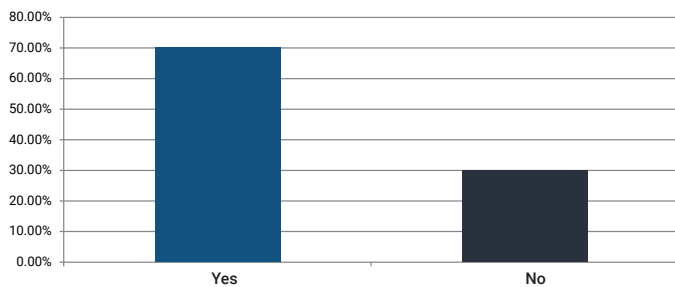
### Do you feel like your current or most recent role allowed you to have work-life balance?



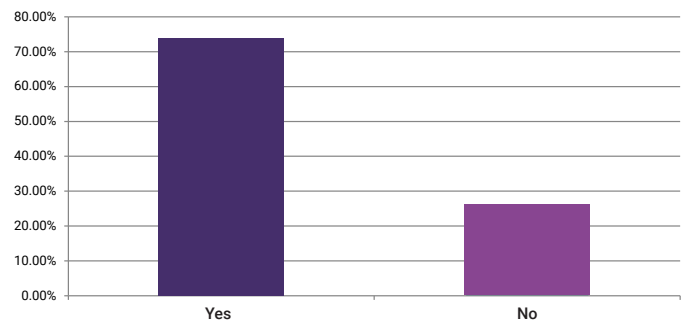
### How important is it for you to have a work-life balance?



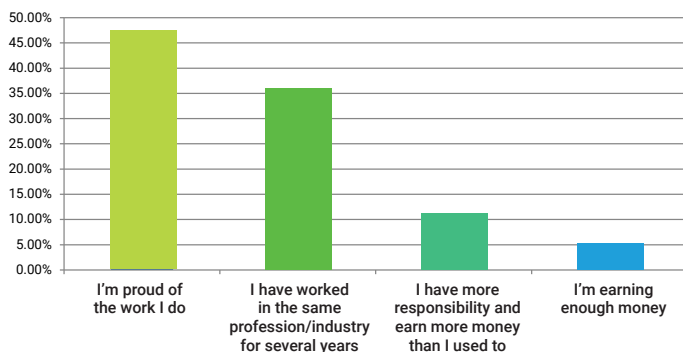
### In your current or most recent role do you feel like you have the tools and support to do your job to the best of your ability?



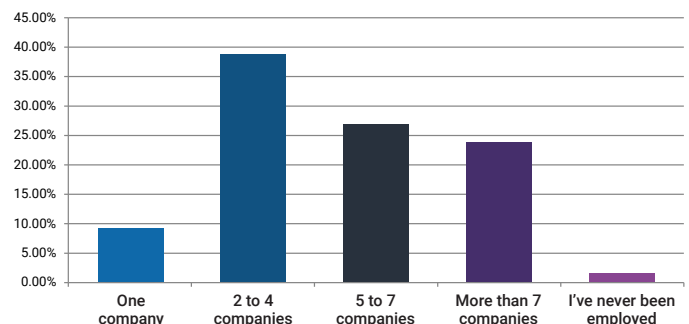
### Do you believe you've had a successful career?



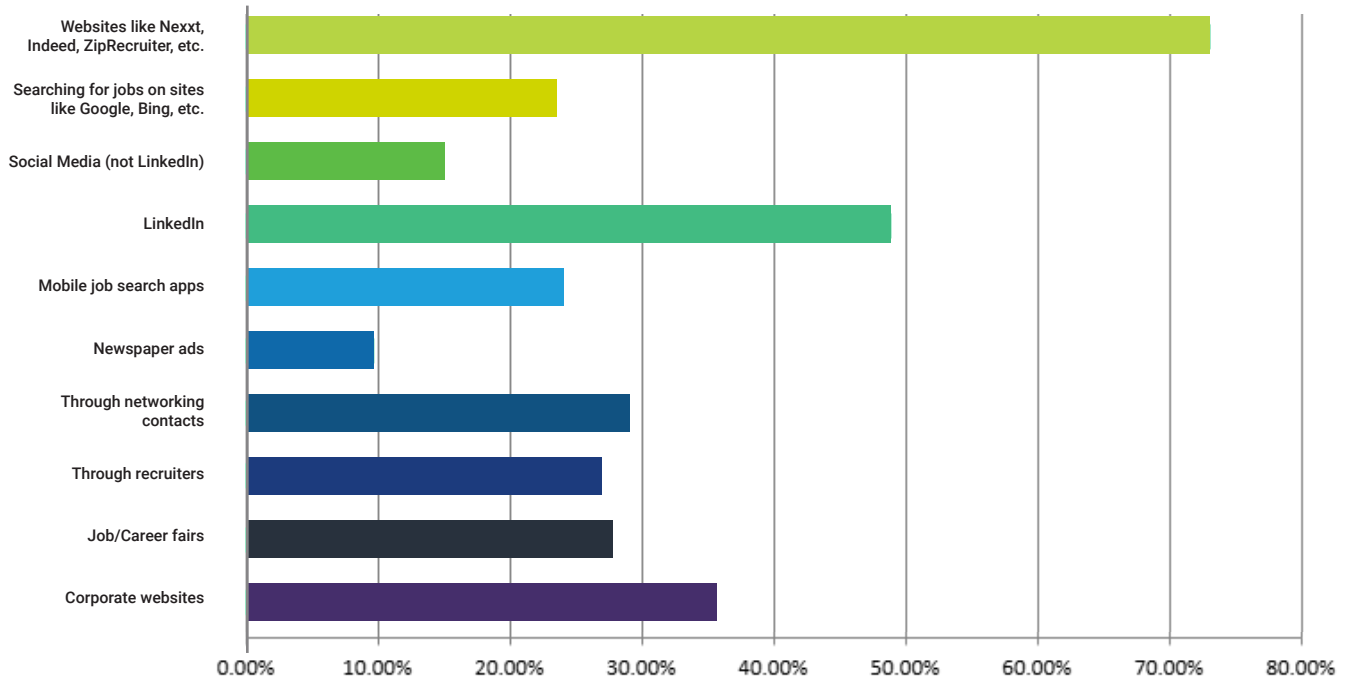
### What is the top reason why you feel you've had a successful career?



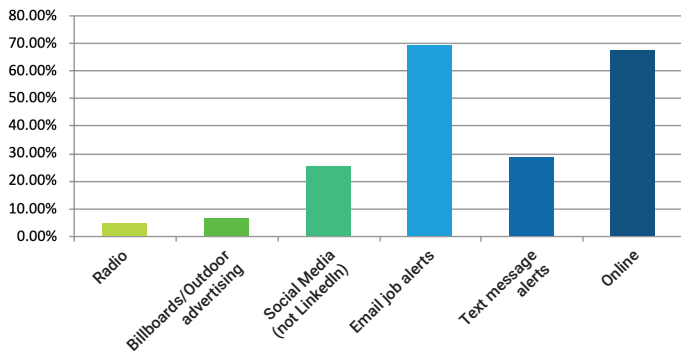
### How many companies have you worked for over the course of your career?



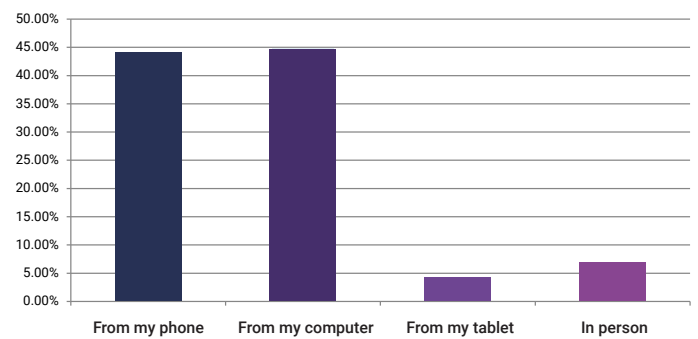
## Where are you most likely to search for jobs? (Select all that apply)



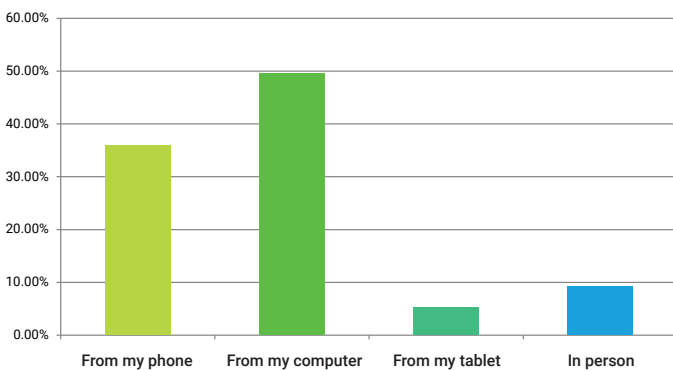
## Where do you hear about job opportunities? (Select all that apply)



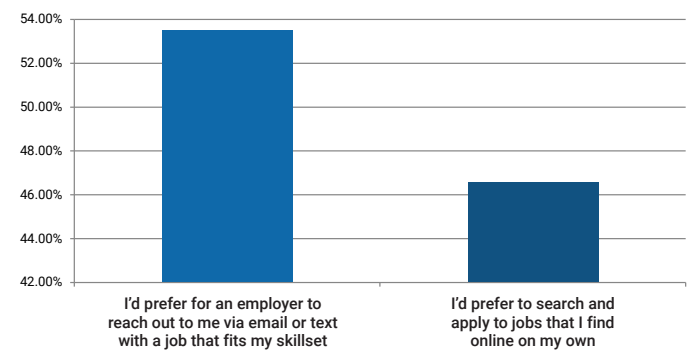
## How are you most likely to search for jobs?



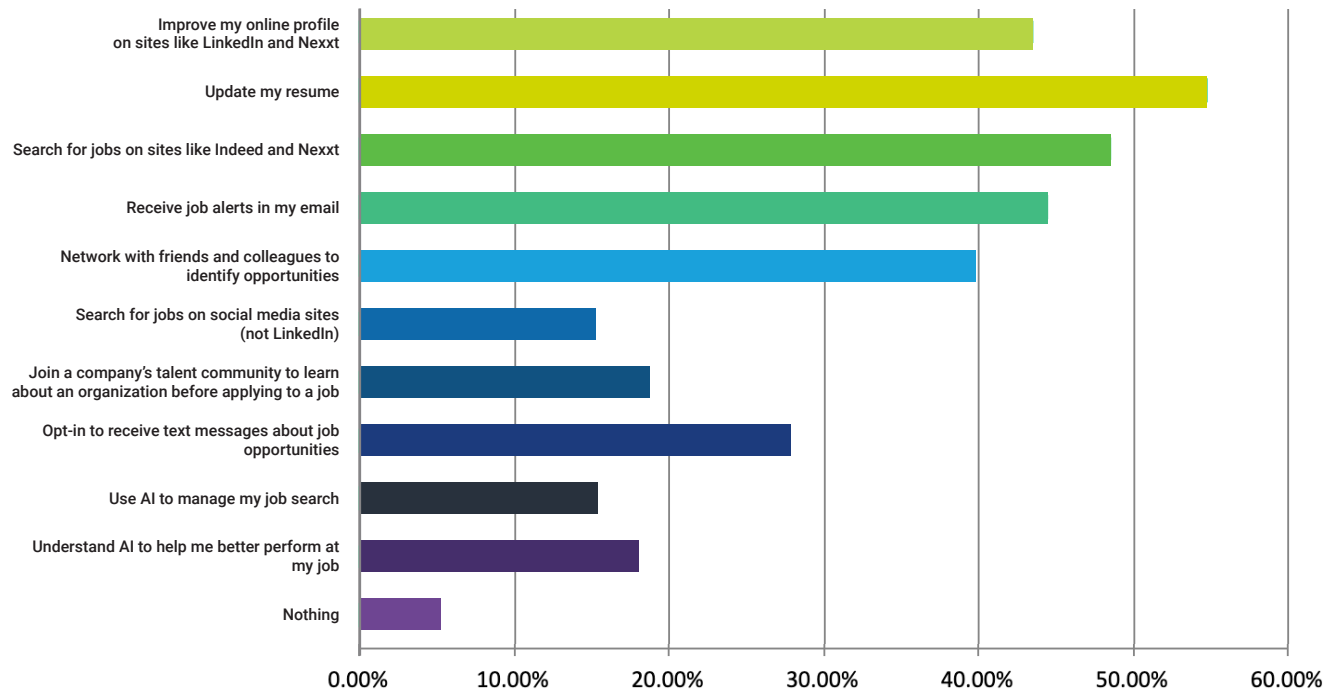
## How are you most likely to apply to jobs?



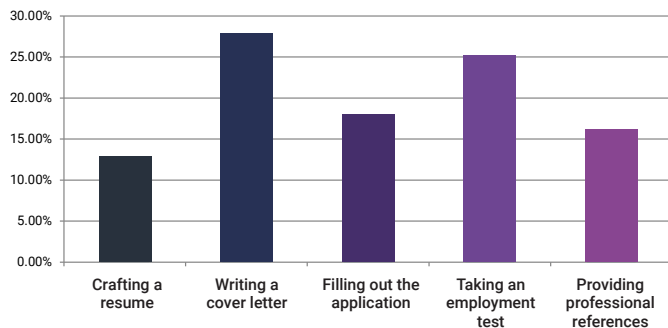
## When applying for a job, which would you prefer?



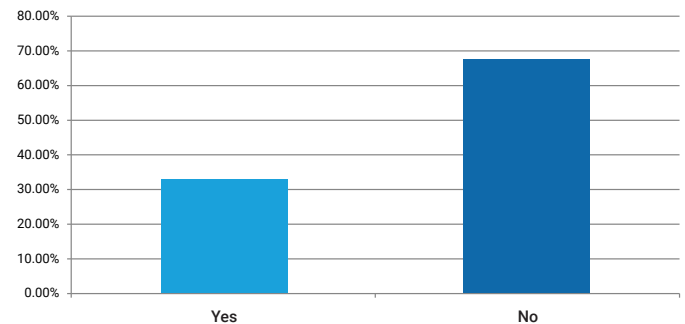
## What will you do to increase your chances of finding good employment opportunities? (Select all that apply)



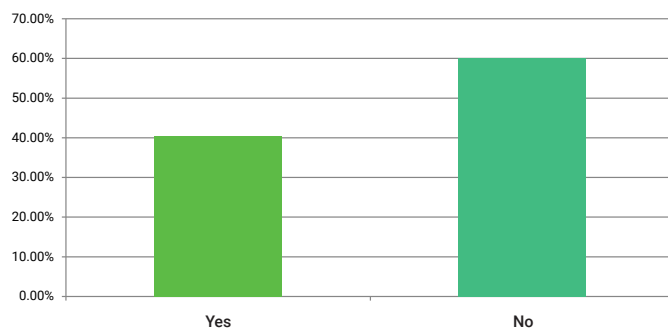
### If you could eliminate one thing from the application process, which would it be?



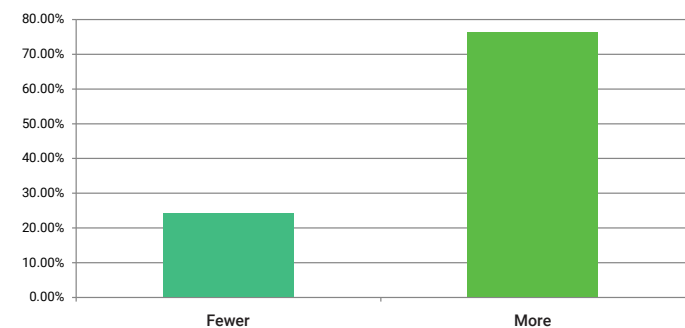
### Have you used or do you plan to use AI in your most recent job?



### Have you been learning more about AI in anticipation of using it at work?

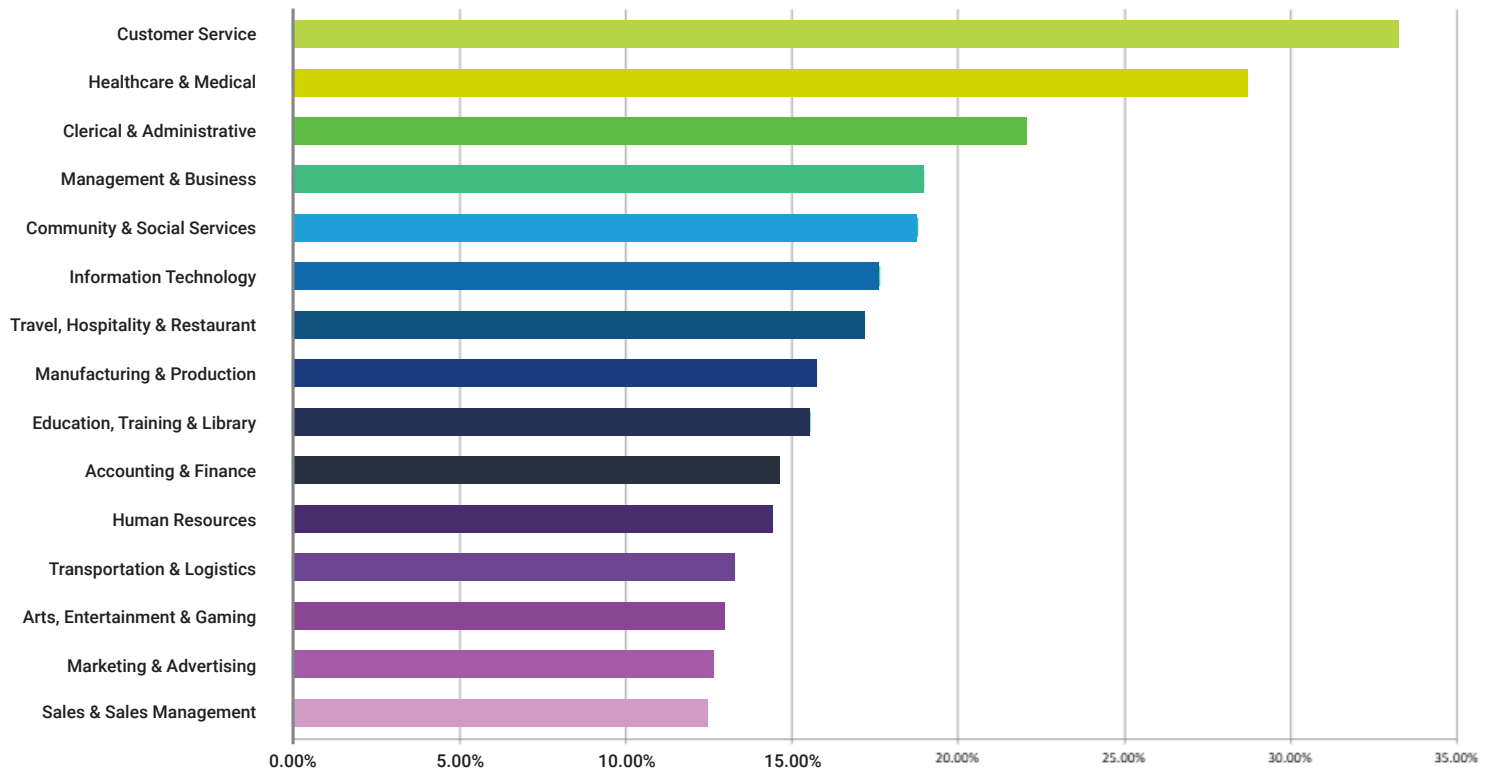


### Will you apply to more or fewer jobs than in previous years?

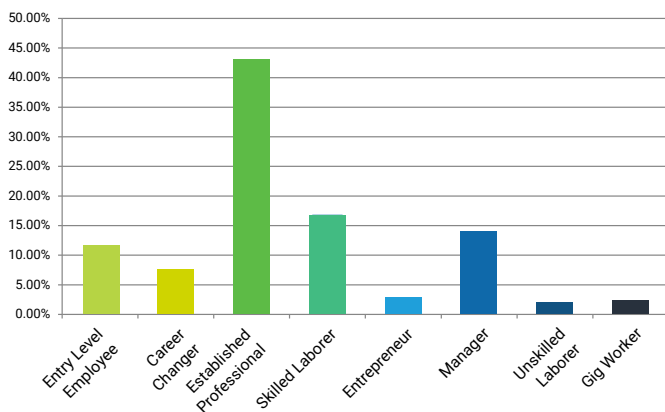




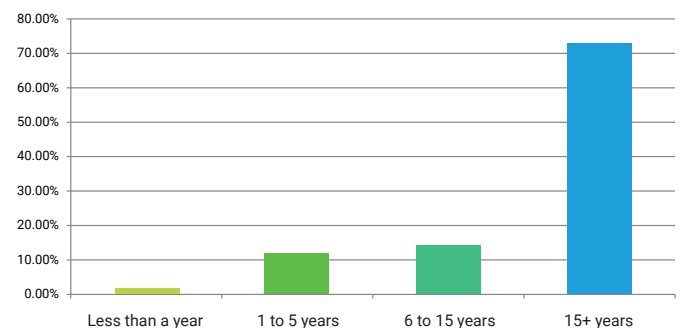
## What job function(s) or industry or industries do you/would you like to work in? (Top 15 results)



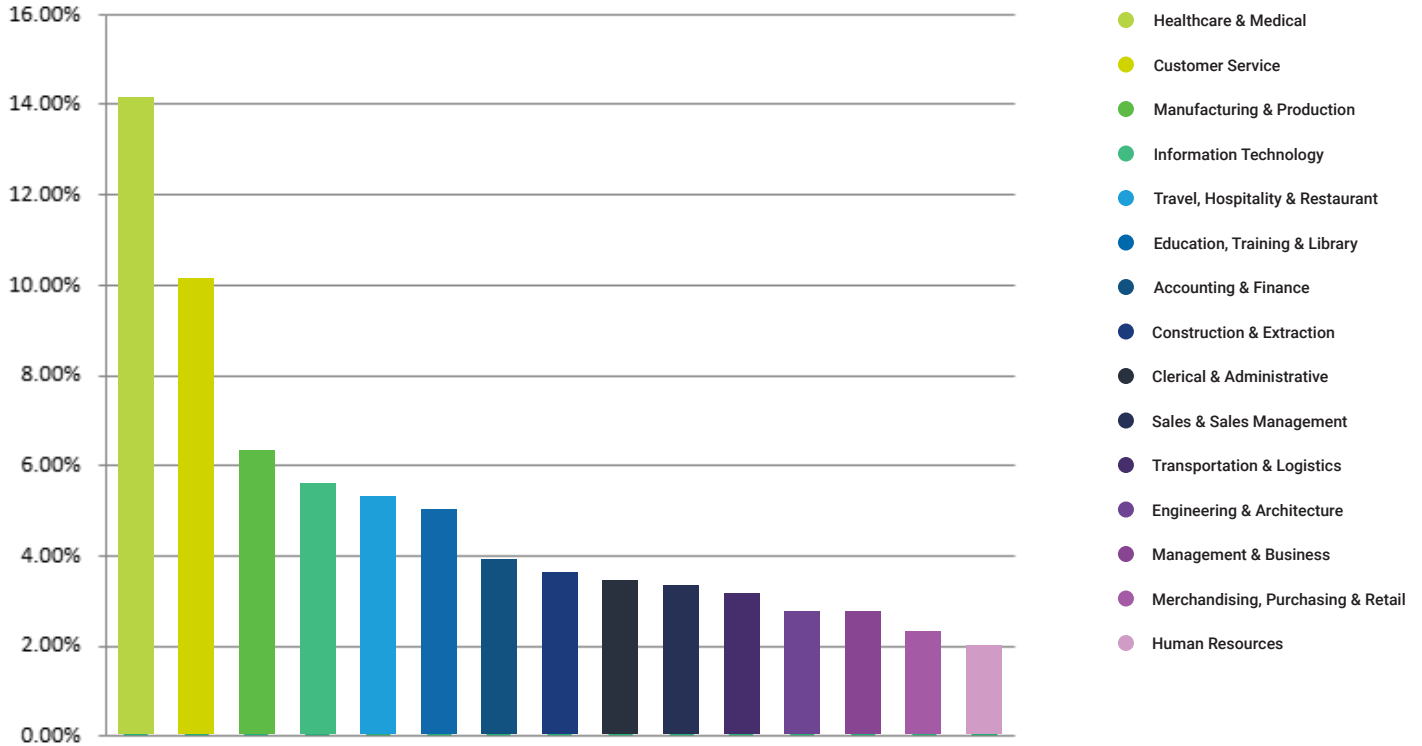
## Which of these best describes you?



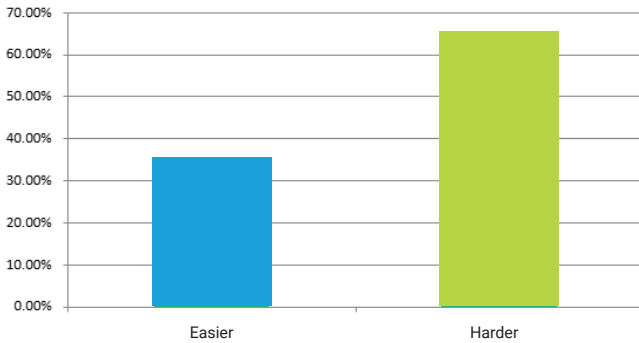
## How many years of work experience do you have?



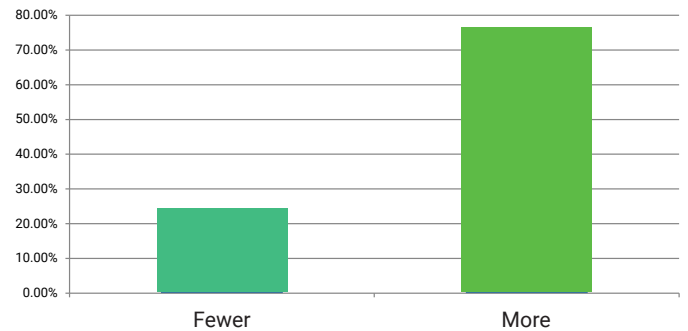
## What is your most current job function or industry? (Top 15 results)



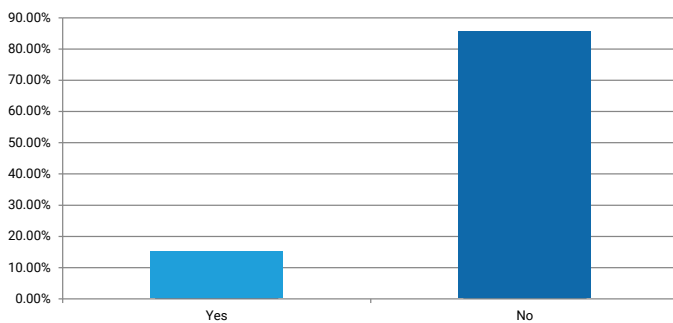
### Do you believe it will be easier or harder to find a quality job in 2025?



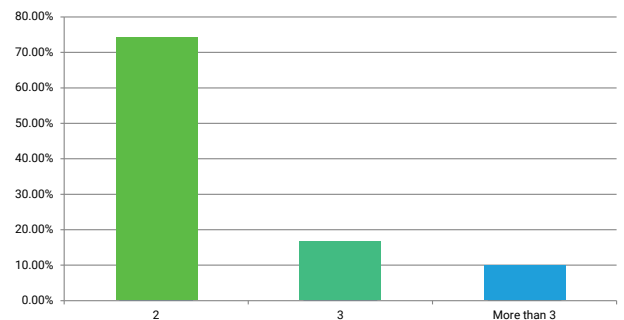
### Will you apply to more or fewer jobs than in previous years?



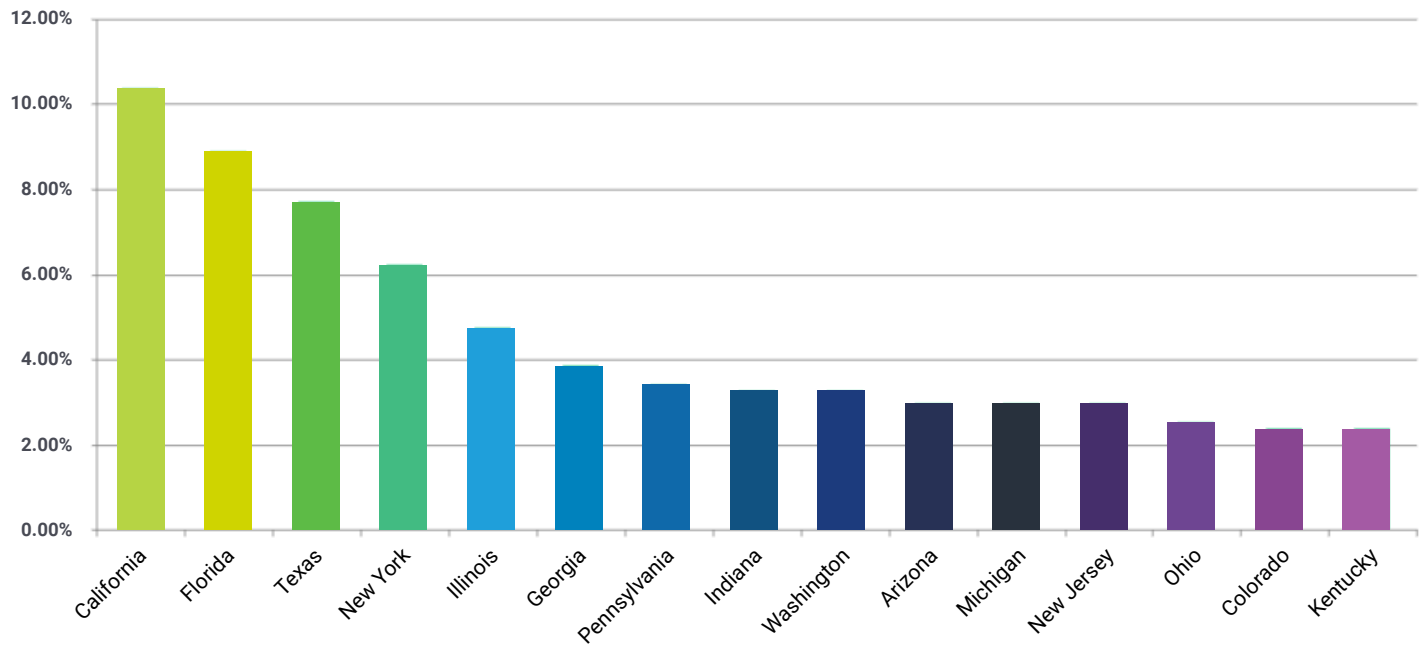
### Are you currently working more than one job?



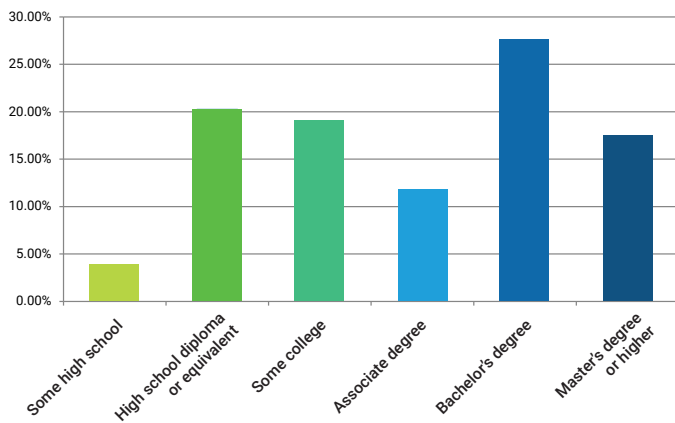
### (If working more than one job) How many jobs are you working?



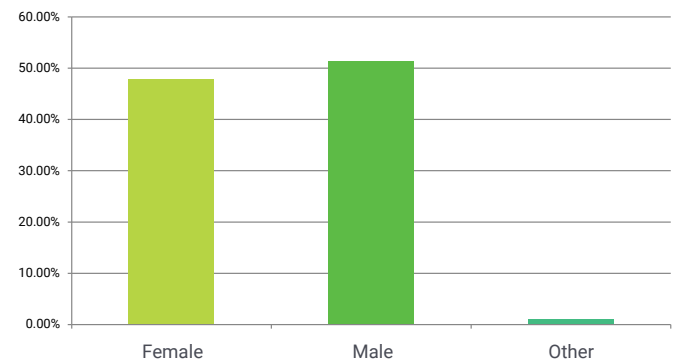
## 15 most represented states



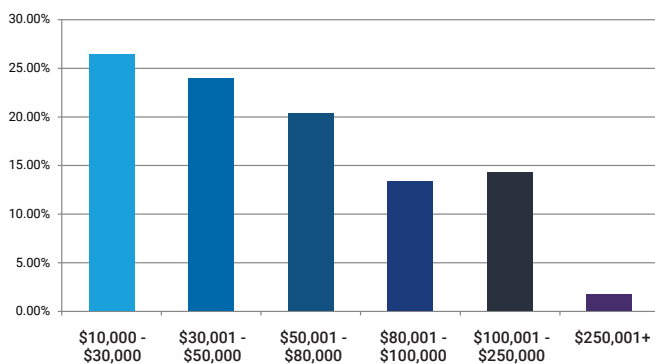
### What is your education level?



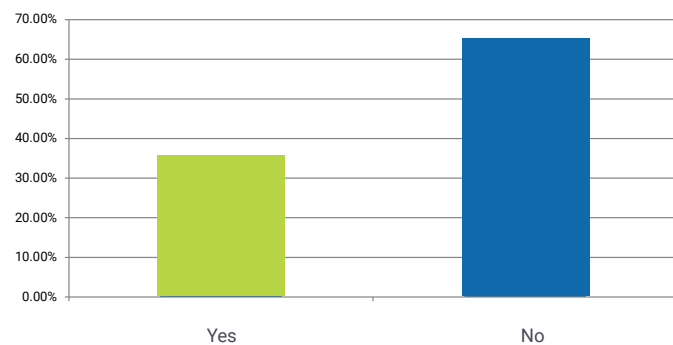
### What is your gender?



### What is your salary range?



### Does your household have a dual income?



## Sources

A Nexxt survey of 1,134 job seekers from Dec 2, 2024 to Dec 23, 2024.

A Nexxt survey of 1,266 job seekers from Dec 13, 2023 to Jan 14, 2024.

A Nexxt survey of 1,457 job seekers from Nov 17, 2022 to Dec 9, 2022.

A Nexxt survey of 1,318 job seekers from Nov 15, 2021 to Dec 20, 2021.

A Nexxt survey of 2,455 job seekers from Dec 8, 2020 to Dec 17, 2020.

A Nexxt survey of 1,081 job seekers from Nov 13, 2019 to Nov 20, 2019.