

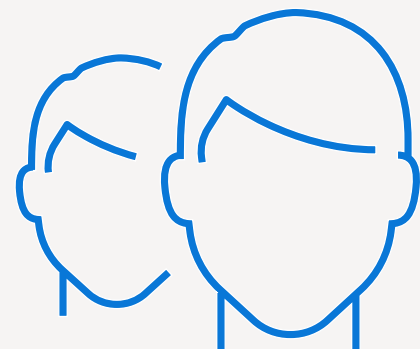
What Job Seekers Wish Employers Knew

Focus on Deskless Workers

JANUARY 2023



Deskless workers



Deskless workers are employed in jobs that require them to be physically present at the worksite (e.g., in health, hospitality, retail, manufacturing)

11,533
respondents



72% say they are approached about job opportunities at least a few times a year, but slightly fewer than average think they are in a positive negotiating position



Money remains the most important factor for deskless workers when considering a job offer, but job security and appreciation matter, too



The best ways to approach them are through word of mouth and personal networks



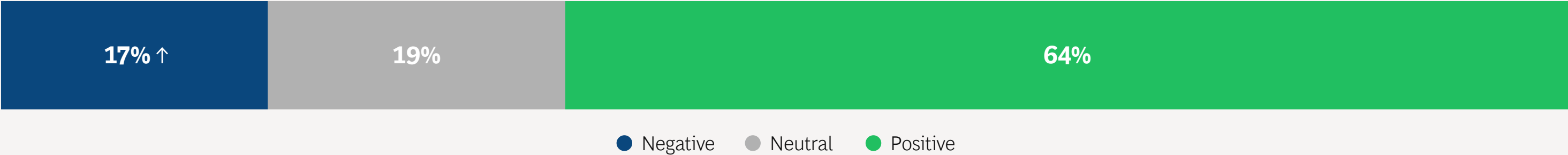
They are more open than other workers to showing their work through a trial period



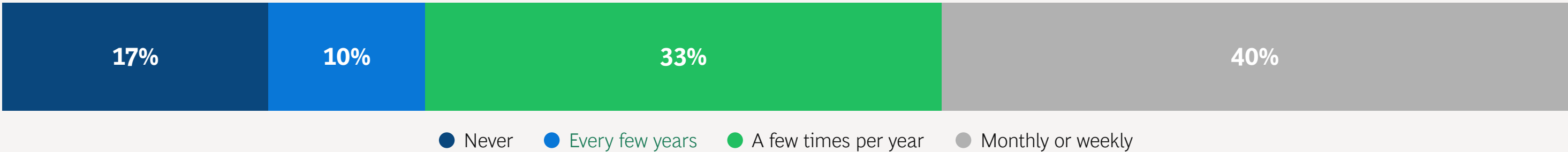
When deciding about an offer, they appreciate receiving a tour of the workplace and connecting with potential colleagues

Deskless workers are often approached about opportunities, and most of them consider their negotiation position to be positive

How do you perceive your negotiating position?



How often are you approached with potential job opportunities?



Source: 2022 BCG/The Network proprietary web survey and analysis of 90,547 respondents.

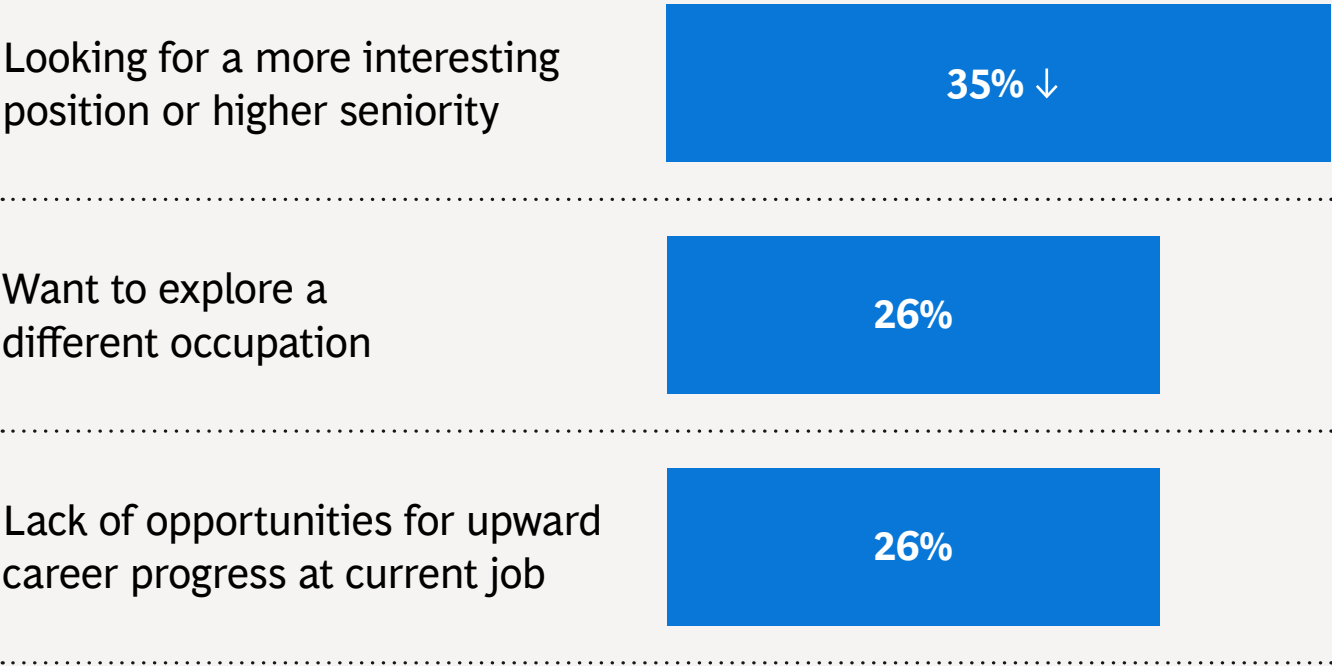
↑ >3% higher than the average job seeker ↓ >3% lower than the average job seeker

Apart from money and a good work-life balance, deskless workers value job security and being appreciated

ACTIVE CANDIDATES

42% of respondents are actively searching for a job

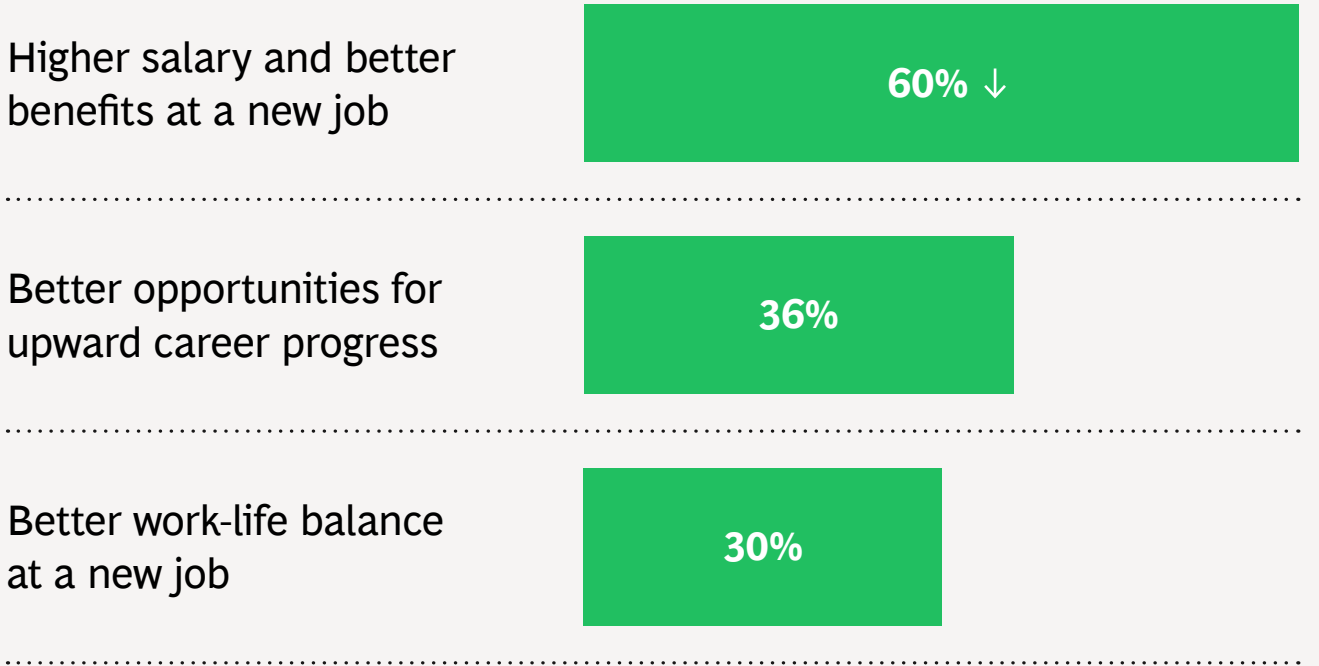
WHY ARE YOU LOOKING FOR A NEW JOB?



PASSIVE CANDIDATES

41% of respondents are not searching for a job, but would consider a good offer

HOW COULD AN OFFER CATCH YOUR INTEREST?

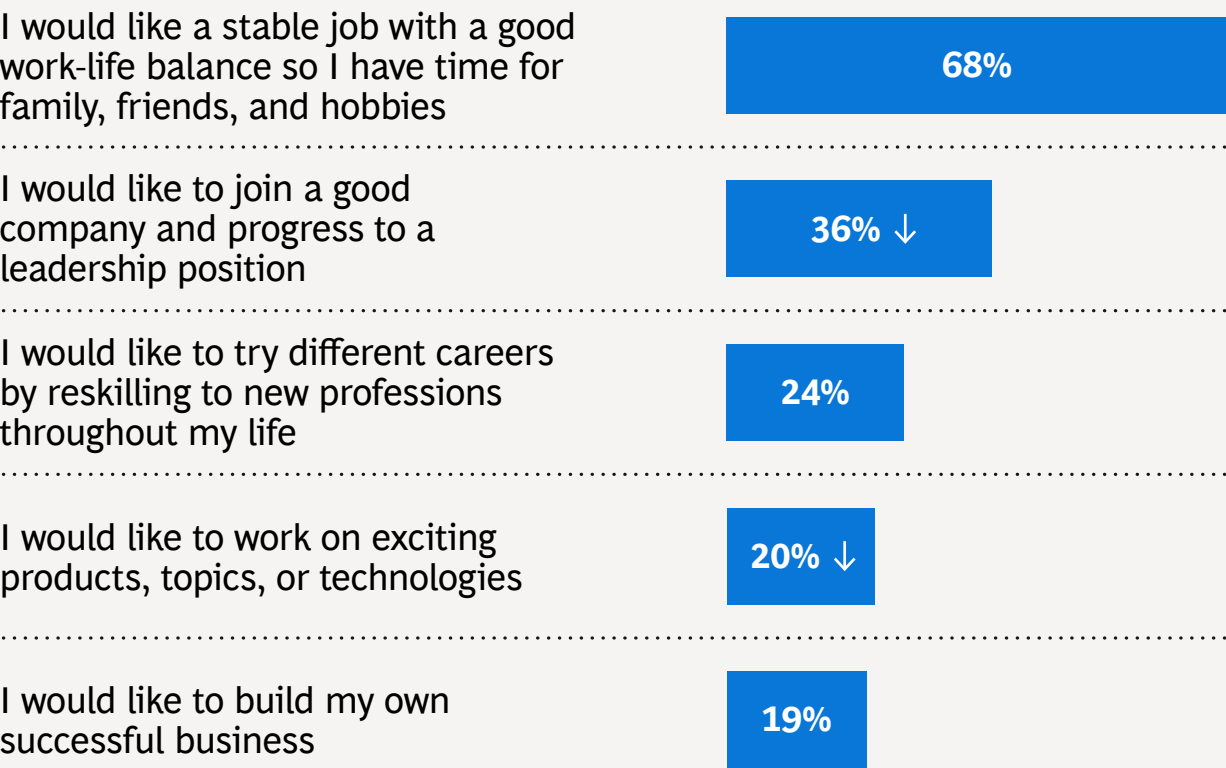


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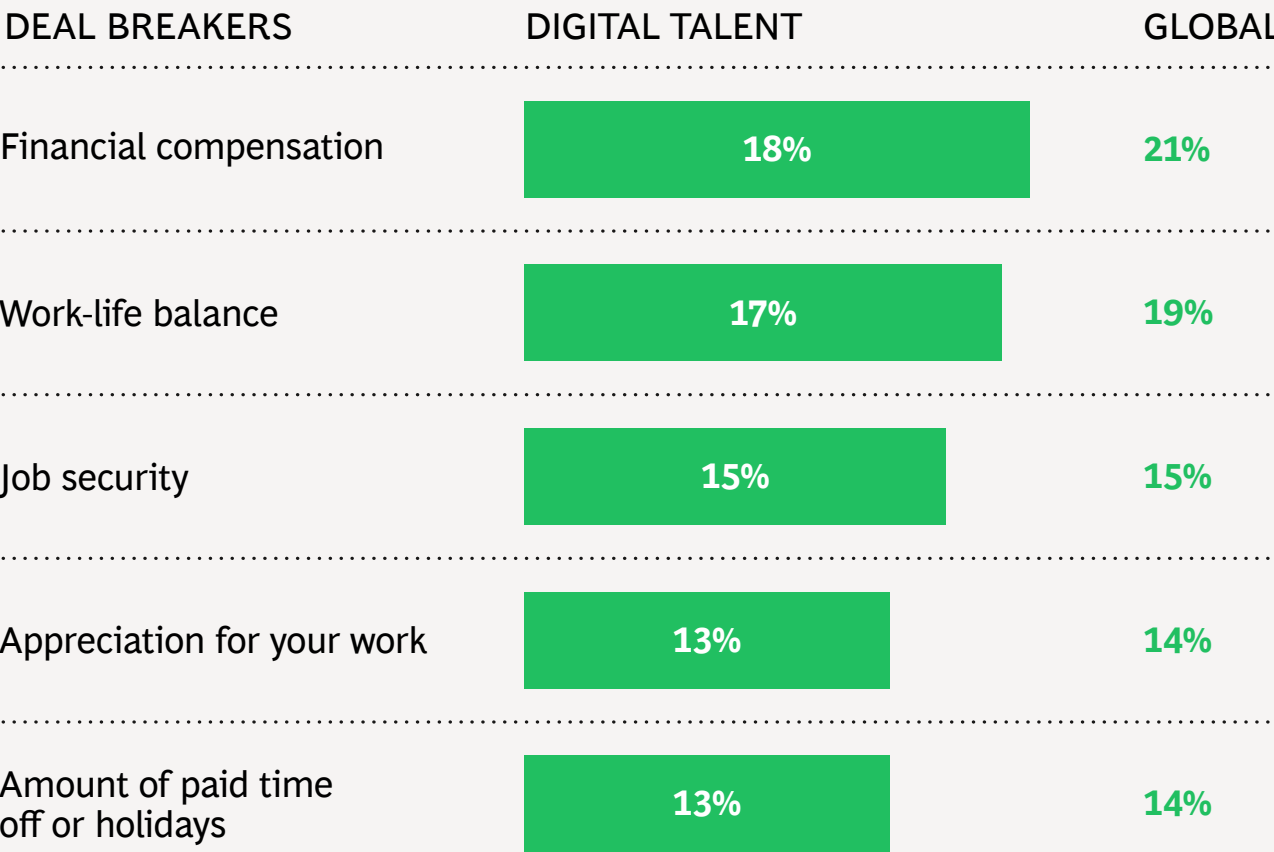
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Deskless workers are searching for higher seniority and career progress, and companies can attract their interest by offering a higher salary

How do you envision your ideal career path?



What are the key deal breakers in a job?



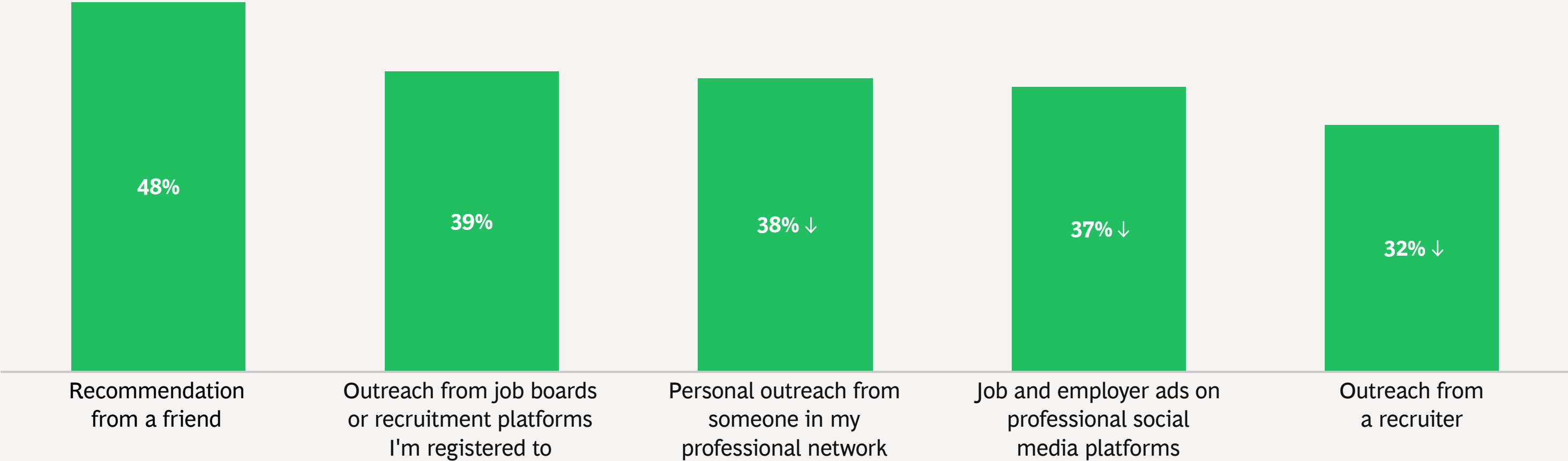
Source: 2022 BCG/The Network proprietary web survey and analysis of 90,547 respondents.

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Preferences along the recruitment journey for deskless workers



How could a new opportunity catch your attention when you aren't looking for a job?



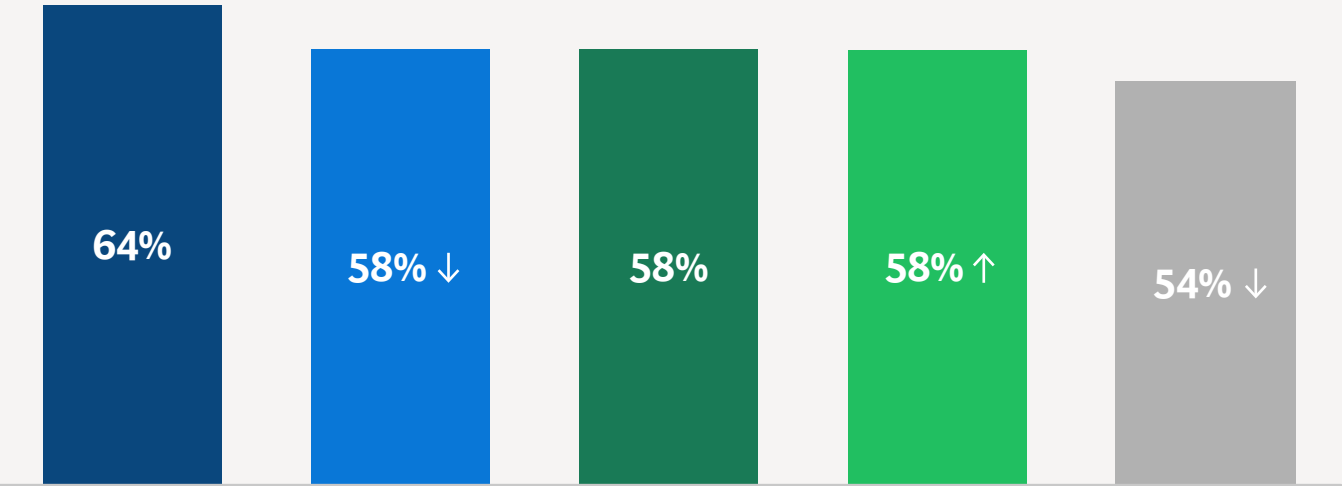
Source: 2022 BCG/The Network proprietary web survey and analysis of 90,547 respondents.
Note: Respondents were asked to select all options that were applicable.

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Preferences along the recruitment journey for deskless workers

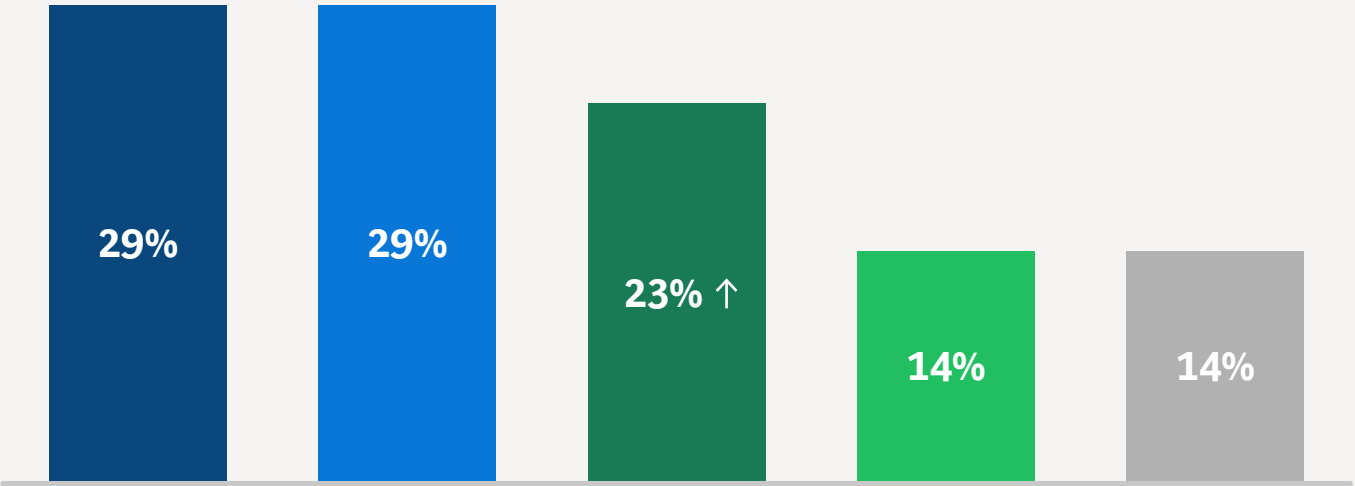


Which channels would you use when looking for a new job?



- Company websites
- Ask friends
- My personal professional network
- Search engines
- Professional social media platforms

Through which channels did you get your current job?



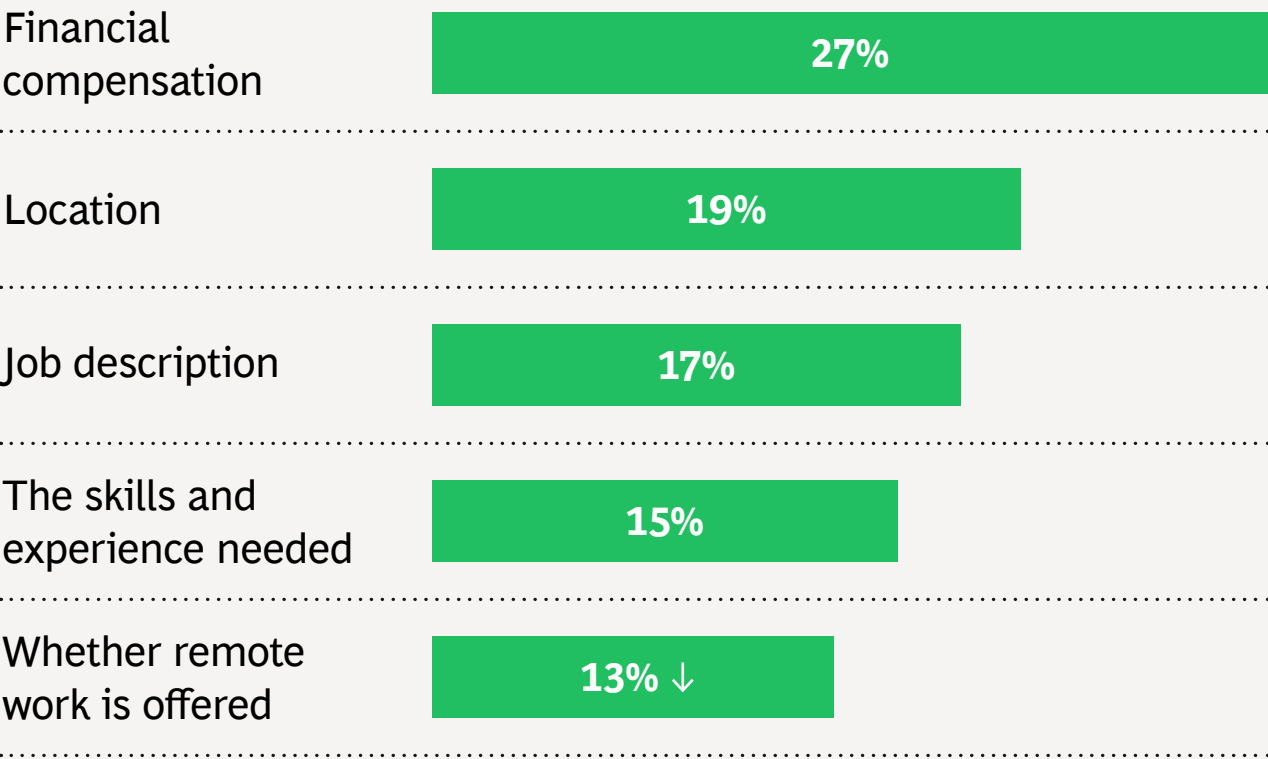
- Job boards or recruitment platforms
- My personal network (e.g., recommendation from a friend or colleague)
- Directly through company website
- Professional social media platforms
- Referral from a current employee

Source: 2022 BCG/The Network proprietary web survey and analysis of 90,547 respondents.
Note: Respondents were asked to select all options that were applicable.

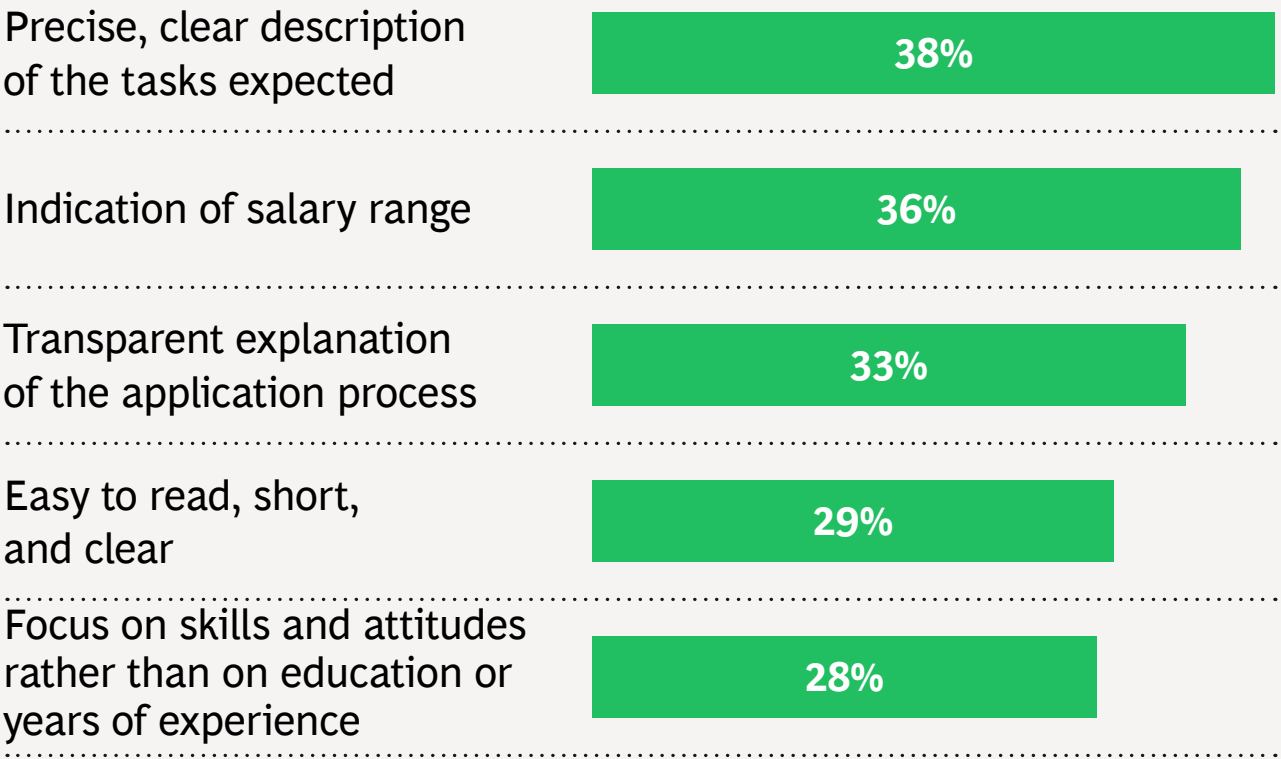
Preferences along the recruitment journey for deskless workers



What do you look at first in a job ad?



What matters in a good job ad?



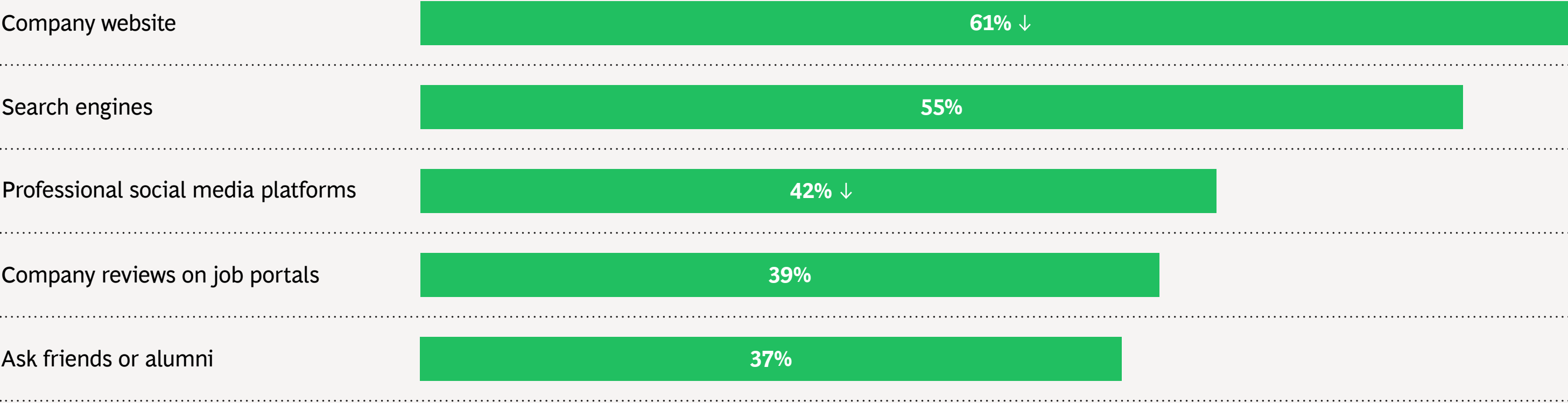
↑ >3% higher than the average job seeker ↓ >3% lower than the average job seeker

Source: 2022 BCG/The Network proprietary web survey and analysis of 90,547 respondents.
Note: Respondents were asked to rate each option as “not important,” “neutral,” or “very important”; the percentages of respondents who chose “very important” for each factor are shown here.

Preferences along the recruitment journey for deskless workers



Which of these channels would you use to find out more about job that caught your interest?



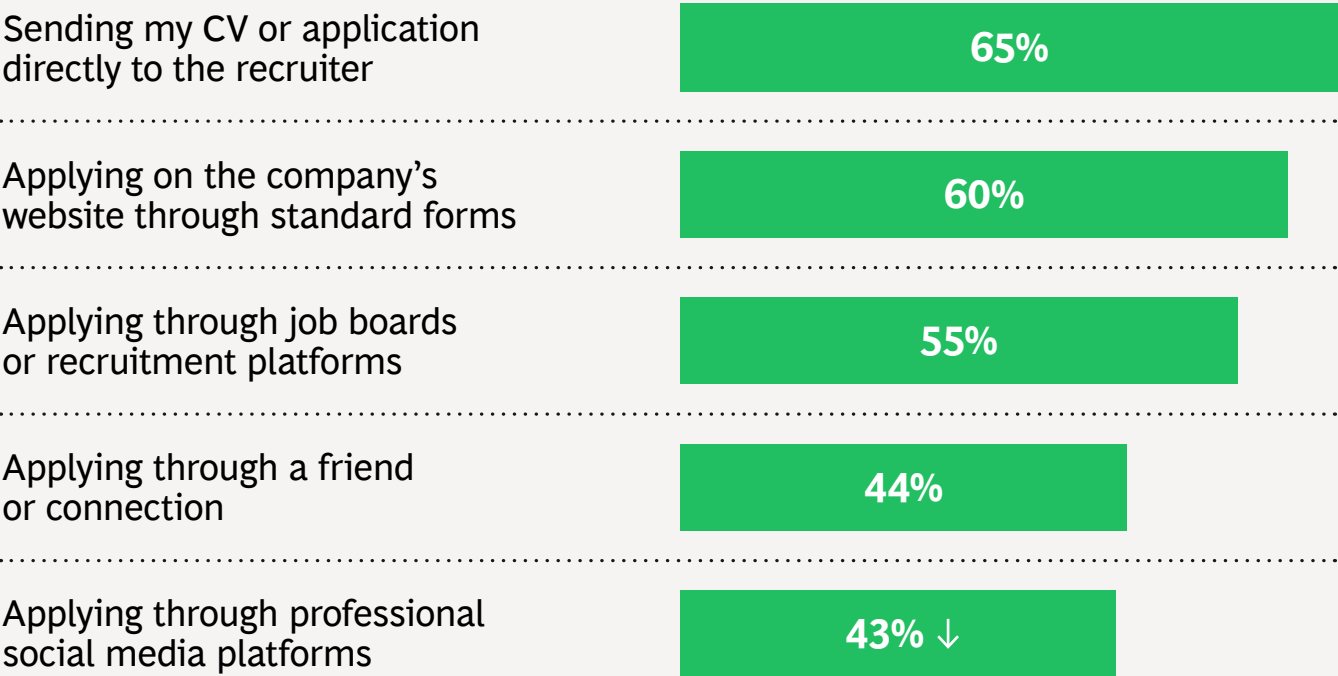
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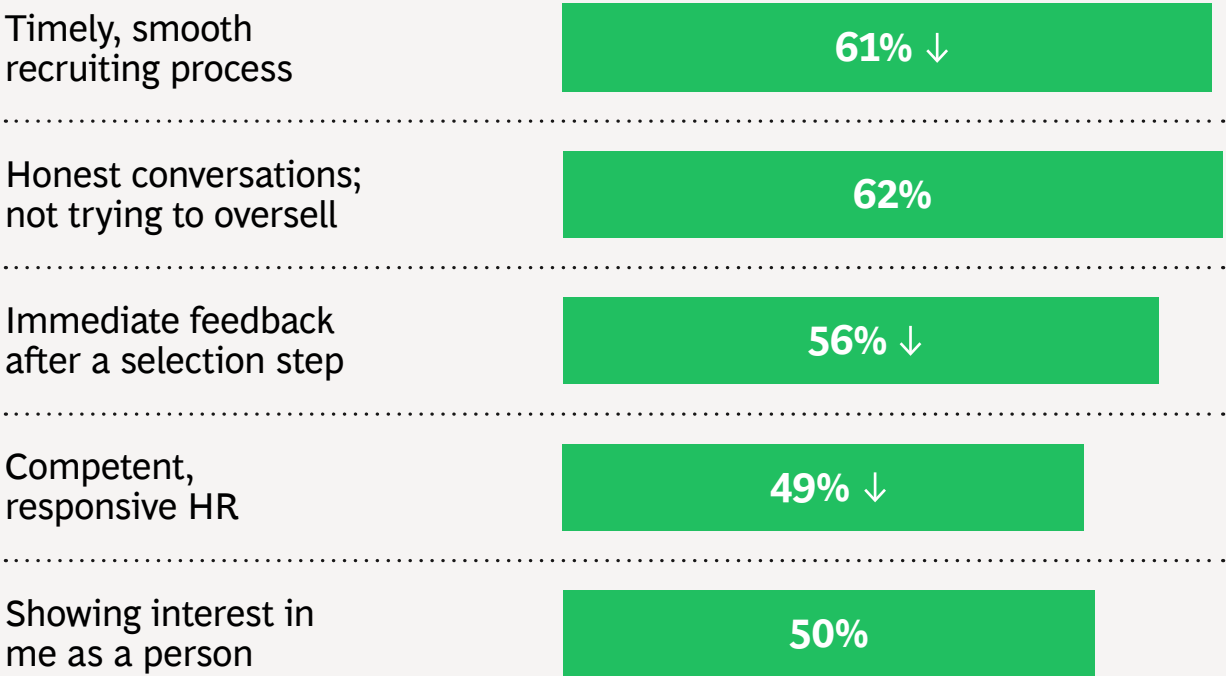
Preferences along the recruitment journey for deskless workers



Which application channels would you use?



What makes an employer stand out during application and selection?



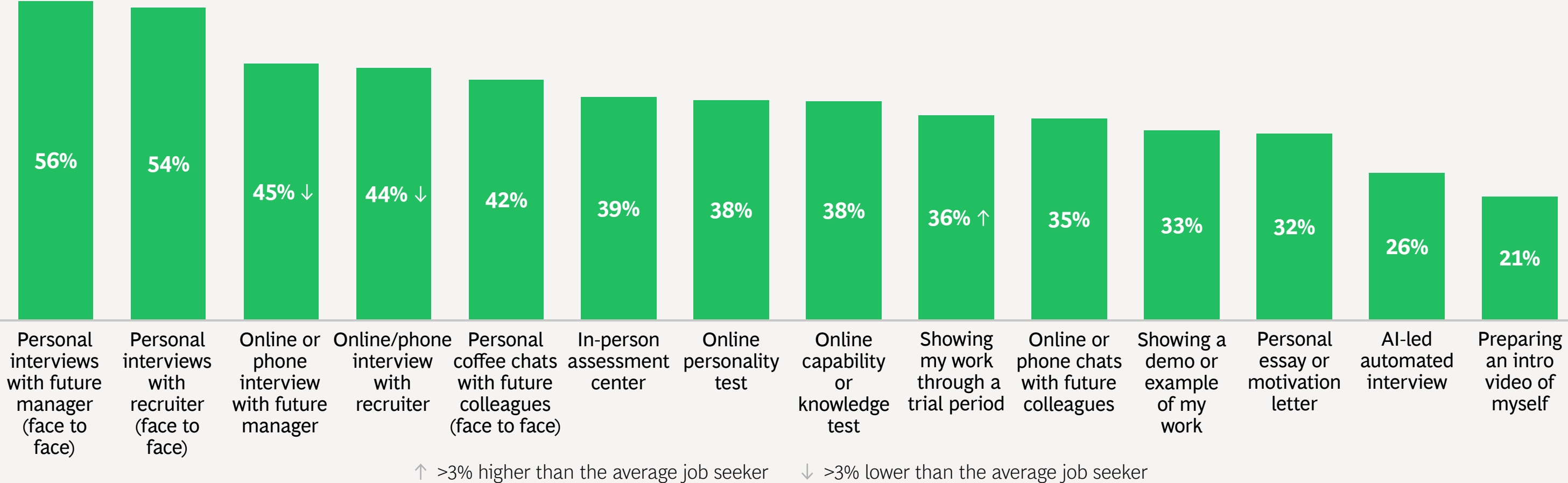
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Preferences along the recruitment journey for deskless workers



Which selection methods do you prefer?

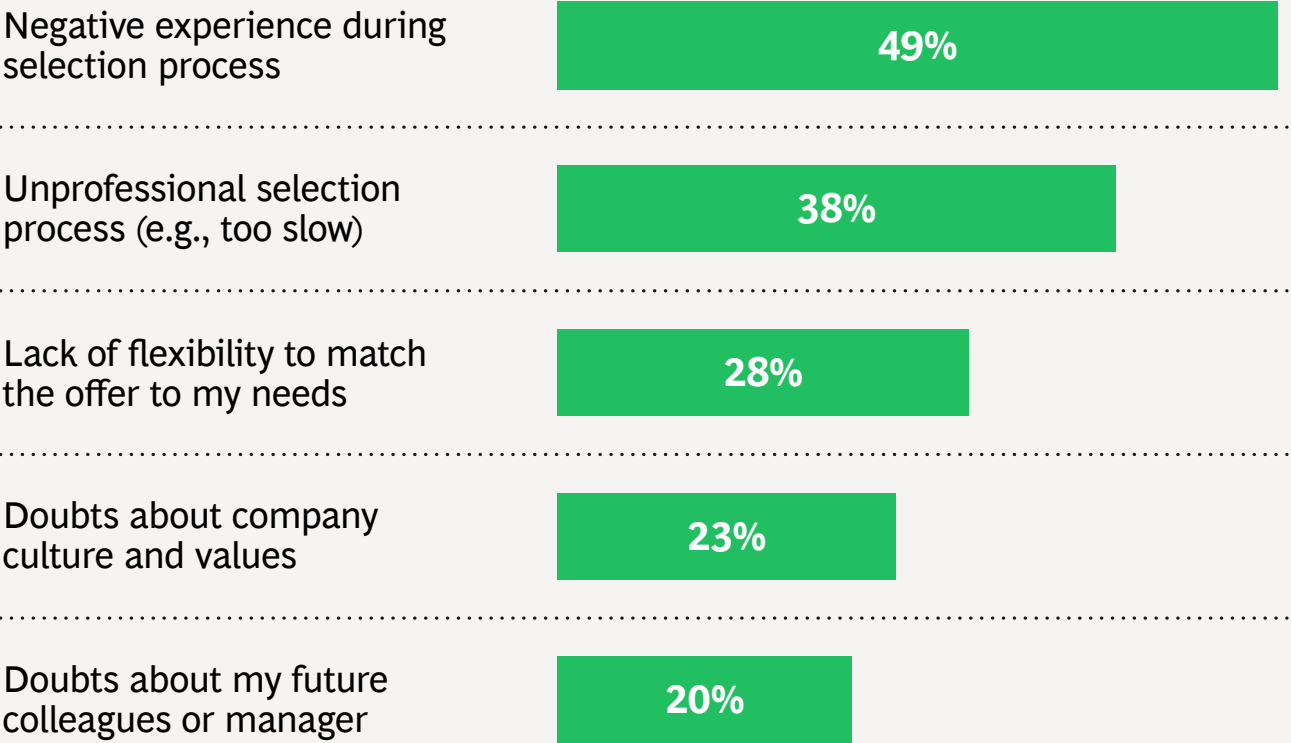


Source: 2022 BCG/The Network proprietary web survey and analysis of 90,547 respondents.
Note: Respondents were asked to each method as “not comfortable,” “neutral,” or “comfortable”; the percentages of respondents who chose “comfortable” for each factor are shown here.

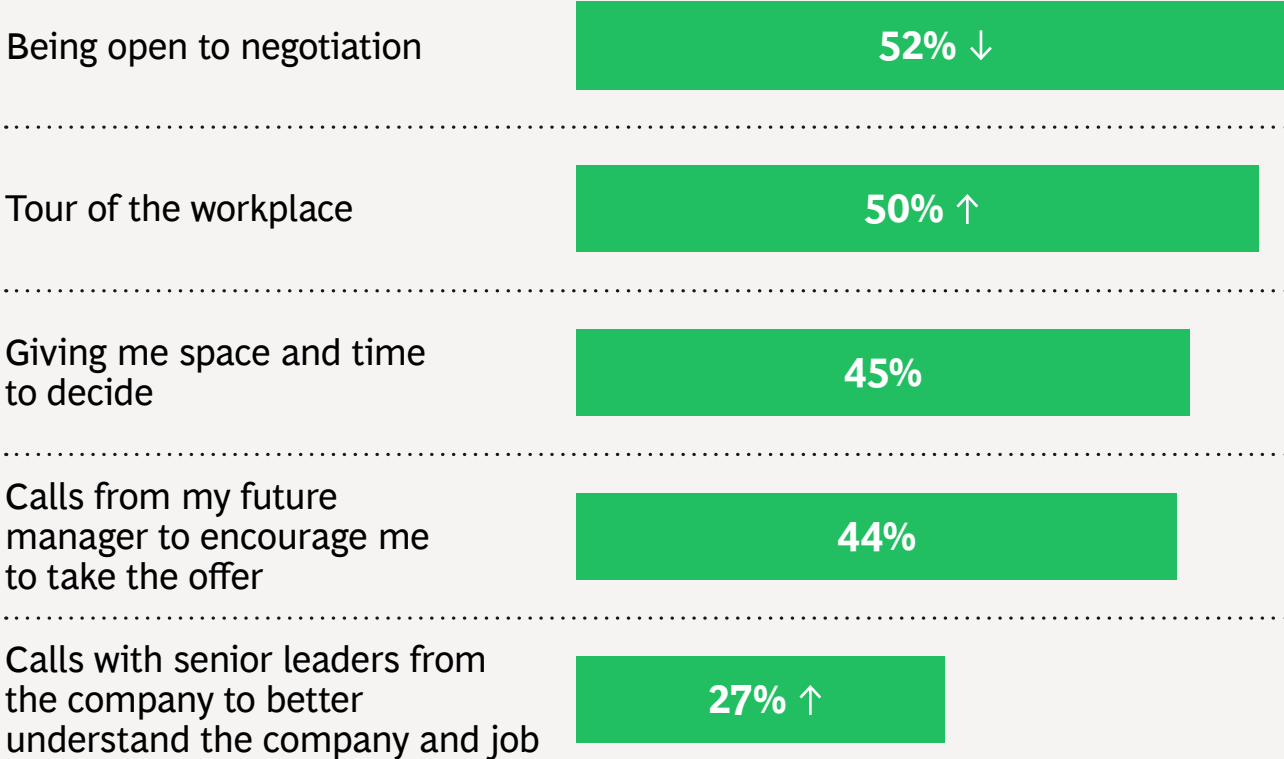
Preferences along the recruitment journey for deskless workers



What would make you refuse a good offer?



How can an employer motivate you to take the offer?



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Note: Respondents were asked to select all options that were applicable.