

To the press

2022 June 1

As designated by the government, June 1 is the first day to start job hunting.
It is an opportunity to think about “What is a rewarding work for myself?”

Fact-finding survey on rewarding work

Currently, the generation Z have the lowest level of happiness for work.

The younger the generation, the lower the happiness for work. 26.5% of the generation Z feel happy about their work while so do 41.0% of the people born in mid-1960s to 1970s.

The Research Institute for Rewarding Work, operated by BeNext-Yumeshin Group Co., conducted a fact-finding survey on rewarding work for a total of 800 working men and women in their 10s to 50s.

<Summary of survey results>

1. “Happiness for work” for working men and women in their 10s to 50s

- ☑ The average of happiness for work is 60 points.
- ☑ About 30% of respondents answered that the point of happiness for work is over 80, meaning that they find their work rewarding.

When evaluating the current level of happiness for work on a scale of 100 points, the average score is 60.1 points. Of these, about 30% of respondents answered that they find their work rewarding with a happiness score of 80 points or over. The respondents whose level of happiness is below the average complained that seniority system still exists, sexual harassment occurs and salary doesn't increase.

2. Breakdown by generation, marital status, and gender

- ☑ The generation Z have the lowest number of respondents whose happiness score is over 80 points, more than 14% lower than that of the people born in mid-1960s to 1970s.

The ratio of people whose happiness score is over 80 points (working for rewarding work) is smaller in the younger generation, accounting for only 26.5%. The ratio is the biggest in the people born in mid-1960s to 1970s, accounting for 41.0%, which results in a gap of about 14% between those generations.

3. Level of happiness for work and financial circumstances

- ☑ The expected average of bonus in this summer is equivalent to the 2.7-month salary.
- ☑ For those with 80 points or over and those with scores below the average, the amount of bonus varies by 0.8 months.

The overall average of estimated bonus in this summer is equivalent to the 2.7-month salary. The amount of bonus for respondents with 80 points or over is equivalent to the 3.3-month salary, while that for respondents with scores below the average is equivalent to the 2.5-month salary, resulting in a gap of about 0.8 months.

4. Based on Maslow's hierarchy of needs, a rewarding work is defined as follows.

- ☑ The condition of rewarding work (workplace) in this time is to satisfy belongingness and love needs!
- ☑ The generation Z have the lowest level of needs that are satisfied at all stages, while the people born in mid-1960s to 1970s have the highest.

According to a survey targeted at those with 80 points or over and those with scores below the average to ascertain whether their current work is rewarding, there is a gap in the answer for belongingness and love needs as found in Maslow's hierarchy of needs. When examining whether all of the needs are satisfied, the generation Z have the lowest average among all generations, while the people born in mid-1960s to 1970s have the highest level.

Outline of the survey	Survey method: Internet survey; Survey period: April 28 to May 1, 2022; Responsible organization: Signal research Survey target: Total 800 working men and women in their 10s to 50s *Equal allocation for each gender and age group ★The generation Z: 18-26 years old, millennial generation: 27-42 years old, people born in 1970s to 1980s and people born in mid-1960s to 1970s; 200 persons each
-----------------------	--

1. “Happiness for work” for working men and women in their 10s to 50s

- ☑ The average of happiness for work averages is 60 points.
- ☑ About 30% of respondents answered that the point of happiness for work is over 80, meaning that they find their work rewarding.



When asking all participants about the current level of happiness for work with the highest score at 100 points, the average is 60.1. Of these, about 30% of respondents answered that the point of happiness for work is over 80, meaning that they find their work rewarding.

Also, when asking those with the level of happiness 80 points or over about the reasons they find their work rewarding, they answered that they can balance work and their private lives. Details are as follows.

Male aged 56 years old, born in mid-1960s to 1970s	I work in an environment that makes it easier to take vacations and to spend time for my family.
Female aged 45 years old, born in 1970s to 1980s	There is no need to hesitate to take paid vacations and avoid overtime, so I can spend time for my family and my private life.

On the other hand, when asking those with the level of happiness below the average of 60.1 points about the reasons they can't find their work rewarding, they answered as follows.

Male aged 32 years old, in the millennial generation	I can't be sure whether or not I'm evaluated fairly.
Female aged 25 years old, in the generation Z	The seniority system still strongly exists, and sexual harassment sometimes occurs. Besides, my salary doesn't increase easily.

2. Breakdown by generation, marital status, and gender

☑ The generation Z have the lowest number of respondents whose happiness score is over 80 points, more than 14% lower than that of the people born in mid-1960s to 1970s.



When breaking down the ratio of those with the level of happiness 80 points or over (working for rewarding work) by generation, that of the generation Z is the smallest (26.5%), followed by the millennial generation (29.0%), the people born in 1970s to 1980s (32.0%) and the people born in mid-1960s to 1970s (41.0%). It is found that **the younger the generation is, the smaller the number of people who find the current work rewarding is.**

Furthermore, when examining the ratio of those with the level of happiness 80 points or over by marital status, the percentage is 42.9 for the married and 24.3 for the unmarried, resulting in a gap of 18.6%, indicating that **the married find their work rewarding.** Meanwhile, there is no significant gap between men (32.0%) and women (32.3%).

3. Level of happiness for work and financial circumstances

☑ The expected average of bonus in this summer is equivalent to the 2.7-month salary.

☑ For those with 80 points or over and those with scores below the average, the amount of bonus paid varies by 0.8 months.



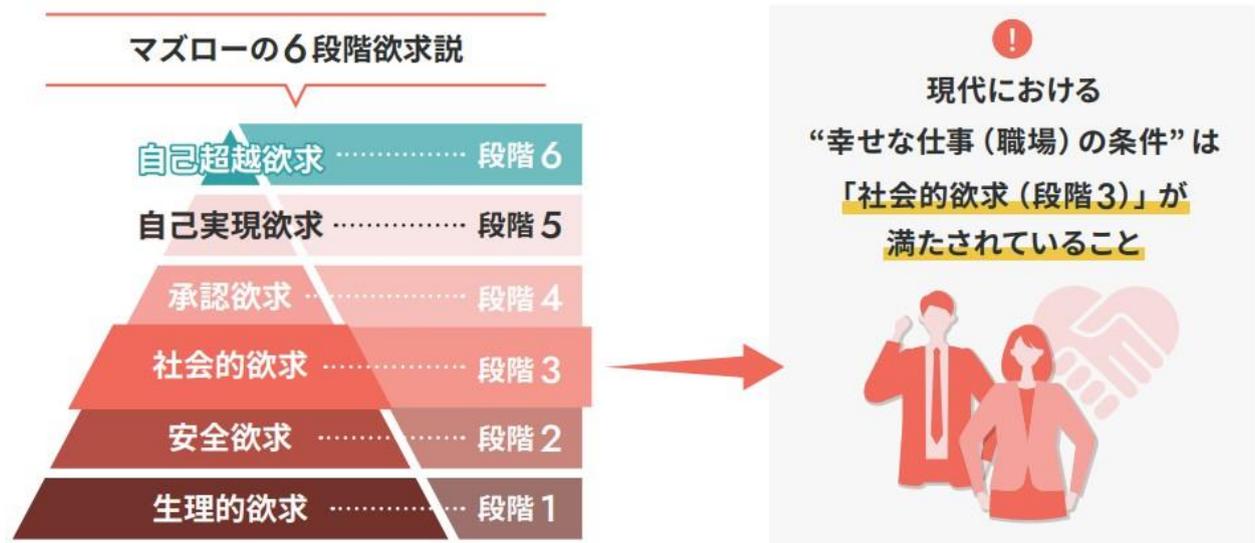
When asking all participants about the expected amount of bonus for this summer, the average is equivalent to the 2.7-month salary.

When breaking down the amounts of bonus for this summer for those with the level of happiness 80 points or over (working for rewarding work) and those with scores below the average, the bonus for the former is equivalent to the 3.3-month salary and that for the latter is equivalent to the 2.5-month salary, resulting in a gap of 0.8 months.

4. Based on Maslow’s hierarchy of needs, a rewarding work is defined as follows.

- ☑ The condition of rewarding work (workplace) in this time is to satisfy love and belongingness needs!
- ☑ The generation Z have the lowest level of needs that are satisfied at all stages, while the people born in mid-1960s to 1970s have the highest.

「マズローの6段階欲求説」を参考にした幸せな仕事（職場）の条件とは？



With reference to Maslow’s hierarchy of needs as advocated Abraham Harold Maslow, a psychologist of the U.S., 12 needs are set for the elements which are required for a rewarding work (workplace). We asked the participants about the “needs which are satisfied in their work” and the “needs which should be satisfied in their work” for realizing a rewarding work (workplace).

Needs	Stage	12 needs which are required for a rewarding work (workplace)	
Self-transcendence	6	Contribute to the world peace and stability through one’s own work.	There is a system and corporate culture that enables (recommends) volunteer activities, etc.
Self-actualization	5	Contribute to a workplace (business) by maximizing their own abilities.	Work to realize the ideal state of oneself rather than salaries and internal evaluations.
Esteem	4	Acknowledged by supervisors or given in-house awards.	There is a system that enables promotion if one’s performance is recognized.
Love and belonging	3	There are reliable colleagues, understanding supervisors, and kind families.	Able to secure one’s own place in a place of work.
Safety	2	Salary is paid on a fixed day every month.	Without fear of bankruptcy, takeover, or termination of work.
Physiological	1	It is a working environment in which one can take enough sleep and rest.	Salary is sufficient enough to buy an adequate diet and to lead a basic life.

When examining the difference between those with the level of happiness 80 points or over and those with scores below the average regarding the “needs which are satisfied in their work,” the top 3 needs with a significant difference are as follows.

Needs which are satisfied		Percentage		Difference
		Those with 80 points or over	Those with scores below the average	
No. 1	There are reliable colleagues, understanding supervisors, and kind families. [Love and belonging: Stage 3]	44.0%	18.7%	25.3%
No. 2	Able to secure one’s own place in a place of work. [Love and belonging: Stage 3]	51.4%	28.8%	22.6%
No. 3	It is a working environment in which one can take enough sleep and rest. [Physiological: Stage 1]	61.1%	40.9%	20.2%

When publishing the results and analyses of this survey, please specify “According to a research by BeNext-Yumeshin Group Co.”

In addition, when asking all the participants about the “needs which should be satisfied in their work,” the top needs are occupied by the elements which can be found in [Physiological: Stage 1] and [Safety: Stage 2] as shown in the table below.

Needs which should be satisfied		Percentage
No. 1	It is a working environment in which one can take enough sleep and rest. [Physiological: Stage 1]	62.9%
No. 2	Salary is paid on a fixed day every month. [Safety: Stage 2]	56.9%
No. 3	Salary is sufficient enough to buy an adequate diet and to lead a basic life. [Physiological: Stage 1]	50.0%
No.4	Without fear of bankruptcy, takeover, or termination of work. [Safety: Stage 2]	35.3%

Based on the results of these analyses, it is found that, if we define a rewarding work (workplace) in relation to Maslow’s hierarchy of needs, [Physiological: Stage 1] and [Safety: Stage 2] must be satisfied and [Love and belonging: Stage 3] is also satisfied if possible.

●[Love and belonging: Stage 3] in Maslow’s hierarchy of needs
 This is the desire for belonging to a certain group* and for affection, and is expressed as the “Love and belonging needs.” It is said that human beings have the desire to gain a sense of security by belonging to a certain society or group.
 *Group: In this survey, it means a place of work, colleagues, etc.

As for the ratio of needs which are satisfied in their work in all six stages, the generation Z have the lowest average among all generations while the people born in mid-1960s to 1970s have the highest.

Needs	Stage	Average/Ratio of needs which are satisfied in their work		
		Generation Z (ages of 18-26)	People born in mid-1960s to 1970s (aged 52-57)	Difference
Self-transcendence	6	56.9%	73.8%	16.9%
Self-actualization	5	65.6%	70.9%	5.3%
Esteem	4	56.3%	68.6%	12.3%
Love and belonging	3	63.7%	68.0%	4.3%
Safety	2	57.2%	62.8%	5.6%
Physiological	1	62.0%	69.8%	7.8%



From the fact-finding survey on rewarding work, it is found that the ratio of those working for a rewarding work (those with the level of happiness 80 points or over) and the ratio of needs which are satisfied in their work are generally low in the generation Z and that of the people born in mid-1960s to 1970s is high.

The Research Institute for Rewarding Work will conduct various surveys and awareness-raising activities so that more people can find a rewarding work.

Company Profile of BeNext-Yumeshin Group Co.	
Contents of business	A pure holding company with the human resource service business (temporary staffing business) as a core business
Date of establishment and capital	Established in August 1997/4,439 million yen*1
Head office	NBF Comodio Shiodome, 2-14-1 Higashi-shimbashi, Minato-ku, Tokyo
Representative	Yutaka Nishida, Chairman and Representative Director, CEO Daio Sato, President and Representative Director, COO
Stock listing	Prime Market, Tokyo Stock Exchange (Securities code: 2154)
Number of group companies	17 companies (domestic) and 26 companies (overseas)/Total of 43 companies*2

*1: As of December 31, 2021

*2: As of April 1, 2022

About the Research Institute for Rewarding Work

Based on our purpose: “Open up individual potential through rewarding work,” BeNext-Yumeshin Group Co. contemplates on the rewarding work for our employees on a daily basis.

The Research Institute for Rewarding Work, which we have established inside our group, carefully and independently considers the indices for the rewarding work for each individual. Furthermore, through the awareness-raising activities, it creates an environment in which many people can find rewarding work.

Contact for this release:

The Research Institute for Rewarding Work

Please contact us from the inquiry form on the Internet.

1. Access the website of BeNext-Yumeshin Group Co.: <https://www.yumeshin-benext.co.jp/>
2. Click “Contact” on the website footer.
3. Select “Inquiry to the Research Institute for Rewarding Work” in “Type of inquiry” at the top of the website.
4. Please fill in the required items including inquiry content.