

New Data on What Candidates Want to See from You



About

- Chief Research Officer, Lighthouse Research & Advisory
- Author, *Artificial Intelligence for HR*
- Host, *We're Only Human* Podcast and *HR Tech Talks* Livestream Show
- Dad of four (11 and under)
- Ice cream is my love language



Ben Eubanks



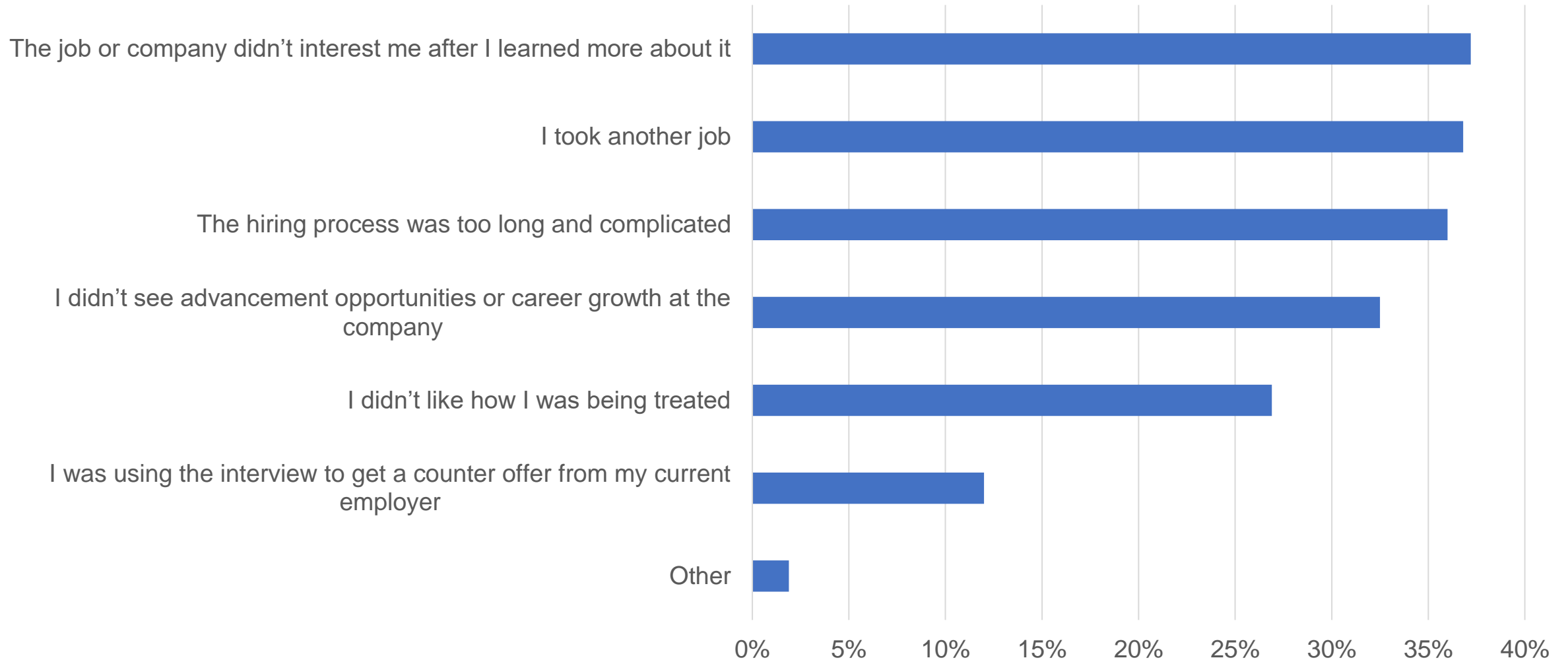
The background features a pattern of overlapping, light gray silhouettes of human heads in profile, facing right. Each head contains a large, black question mark. The silhouettes are layered, creating a sense of depth. In the center, a lightbulb icon is drawn in a blue line-art style, with several short lines radiating from its top, symbolizing an idea or thought. The overall color palette is muted, with shades of gray, teal, and blue.

What candidates are thinking

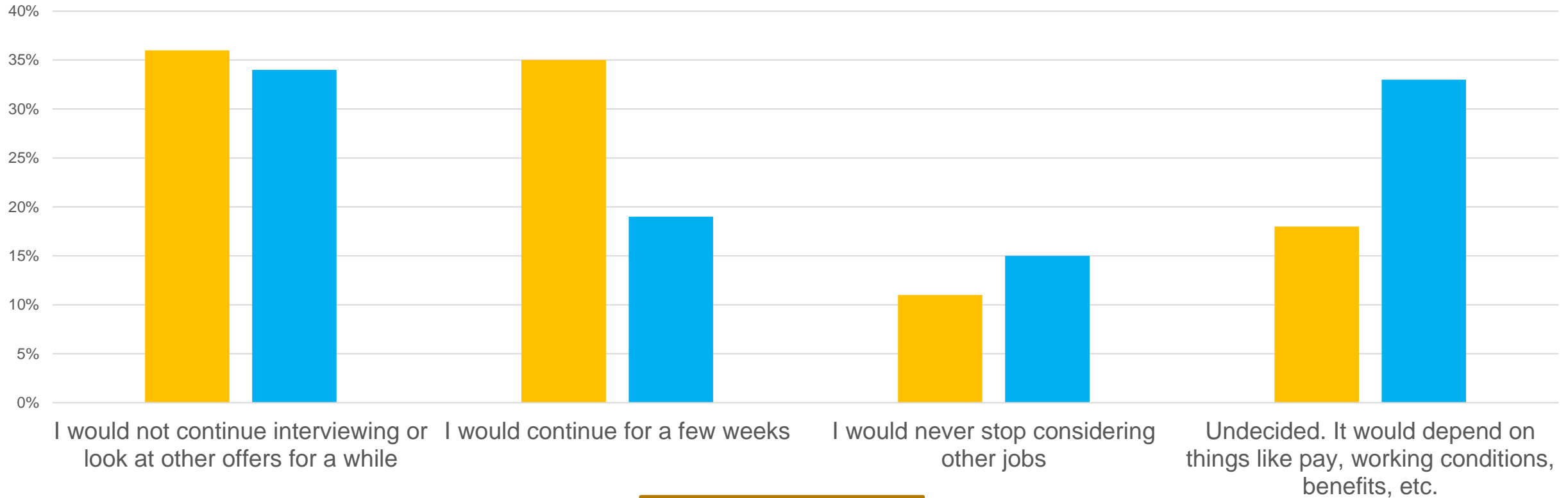
What kinds of video content would be most helpful to you during the job application process?



When you drop out of a hiring process after applying for a job (ghosting), what are the most common reasons?



The Candidate Mindset Today (by Gender)



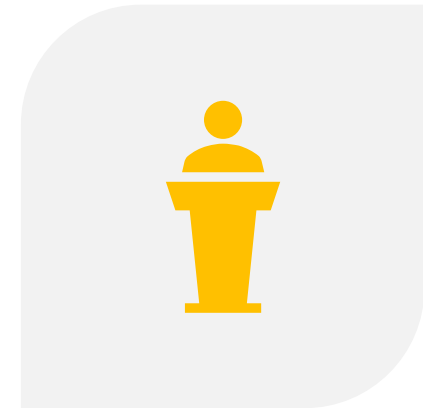
Why did you quit?



STRESS AND BURNOUT



**BETTER JOB AND/OR
HIGHER PAY**



**I DIDN'T LIKE THE COMPANY'S
POLICIES/LEADERSHIP**

What matters to you most in your job?



**WORK/LIFE
BALANCE**



COMPENSATION



RELATIONSHIPS

What do you notice about each age group's top two?

Age Bracket	Priority #1	Priority #2
18-24	Work/life balance	Relationships (TIE)
25-34	Work/life balance	Compensation
35-44	Work/life balance	Career growth
45-54	Compensation	Relationships
54+	Compensation	Benefits package

Age/Stage Changes Priorities



Addressing the big three



SOUP & SALAD

Served with House Soup

SOUP OF VEGETARIAN BLACK BEAN CHILI Bowl 6.95

SOUP & SALAD COMBO 9.95
Choice of Green, Garden or Caesar Salad

GREEK 9.95
Dilled Lentils, Tomato, Cucumber, Cornichons, Red Onion, Feta Cheese & Fresh Olives

TUNA 10.95
Dilled Lentils, Onion, Tomato, Cucumber, Cornichons, Feta Cheese & Fresh Olives

CAESAR 9.95
Roasted Chicken, Parmesan Cheese & Croutons

GARDEN 9.95
Tomato, Bell Peppers, Spinach, Cucumber, Cornichons, Feta Cheese & Fresh Olives

WHEAT CHICKEN 10.95
Roasted Chicken, Spinach, Cucumber, Cornichons, Feta Cheese & Fresh Olives

SANDWICHES

CALIFORNIA 8.95
Smoked Turkey, Tomato, Sprouts, Lettuce, Mayo & Mustard

FLORENCE 8.95
Smoked Ham, Swiss, Tomato, Lettuce, Mayo & Mustard

VEGETARIAN 8.95
Cream Cheese, Tomato, Lettuce, Cucumber, Avocado and Sprouts

GRILLED CHICKEN 9.95
Chicken Breast, Tomato, Lettuce, Mozzarella Cheese & Pesto

TUNA 10.95
White Albacore Tuna, Tomato, Lettuce, Sprouts, Mustard & Mayo

ROASTED EGGPLANT 9.95
Eggplant, Roasted Pepper, Feta Cheese & Pesto

APPLE-TURKEY 10.95
Smoked Turkey, Apple, Avocado, Bacon, Lettuce and Mustard

DESSERT CREPES

Served with Ice Cream or Whipped Cream

BLINTZ 7.95
Ricotta Cheese, Strawberry Preserves, Sour Cream, Strawberry, Cottage Cheese & Orange Marmalade

TWO PLAIN CREPES 6.25
Butter & Sugar

SBK 7.95
Strawberry, Banana & Kiwi with Cinnamon & Brown Sugar

BAKLAVA 7.45
Walnuts, Raisins, Honey Syrup, and Cinnamon

SUZETTE 7.95
Orange Juice, Orange Juice, Butter

LEMON 7.45
Lemon Juice, Lemon Juice, Butter

NUTELLA CHOCOLATE 7.45
Nutella, Banana and Walnuts

NUTELLA BANANA 7.95
Nutella, Banana and Walnuts

SAVORY CREPES



SERVED with SALAD OR FRUIT OR POTATOES

ORIGINAL 7.95
Cheddar and Onions

TORINO 9.95
Feta Cheese, Fresh Basil, Tomato & Mushrooms

BREAKFAST 9.95
Cheddar Cheese, Ham, Onions, Eggs and Bell Peppers

FLORENTINE 9.95
Cheddar, Spinach, Cottage Cheese & Onions

EGGPLANT 9.95
Cheddar, Tomato, Garlic, Fresh Basil Sun-Dried Tomato & Eggplant

SALSA 9.95
Cheddar, Onions, Tomato, Avocado, Olives, Salsa & Sour Cream

PESTO 9.95
Cheddar, Tomato, Spinach, Pine Nuts, Feta Cheese, Pesto & Avocado

MEDITERRANEAN 9.95
Cheddar, Onion, Tomato, Feta, Artichoke, Olives & Avocado

EGGS OMELET

Served with Potatoes and Choice of Wheat, Sourdough or English Muffin

TWO EGGS 7.45
Any Style

SALMON SCRAMBLE 11.95
Eggs and Salmon Topped with Chives

TOFU SCRAMBLE 9.95
Eggs & Smoked Tofu, Green Peppers, Onions and Cilantro

CHORIZO SCRAMBLE 9.95
Eggs, Onion, Cilantro & Spicy Pork Sausage

BASIC CHEDDAR 7.95

MILANO 9.95
Mozzarella, Tomato, Garlic & Fresh Basil

ACAPULCO 9.95
Cheddar, Salsa, Avocado, Sour Cream and Black Bean Chili

ATHENS 9.95
Feta, Spinach and Olives

POST STREET 9.95
Cheddar, Ham, Onions, Mushroom & Green Peppers

CABLE CAR 11.75
Cream Cheese, Capers, Red Onions & Smoked Salmon

BAGELS

1. Butter & Jam 2.95

2. Cream Cheese 3.95

3. Cream Cheese, Onion & Sprouts 4.95

4. Mozzarella, Tomato, Garlic Olive Oil and Fresh Basil 4.95

5. ...

#1: Flexibility

SIDE ORDERS

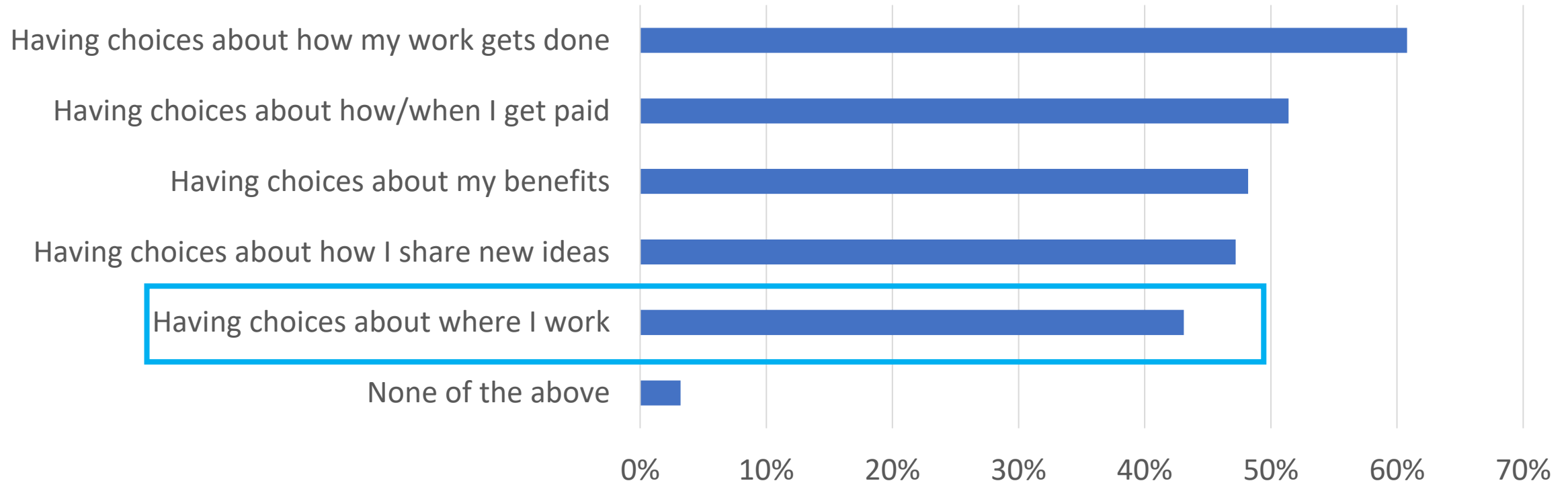
BACON SAUSAGE (Chicken-Apple)

CHORIZO (Pork)

FRUIT ...

What People Actually Want

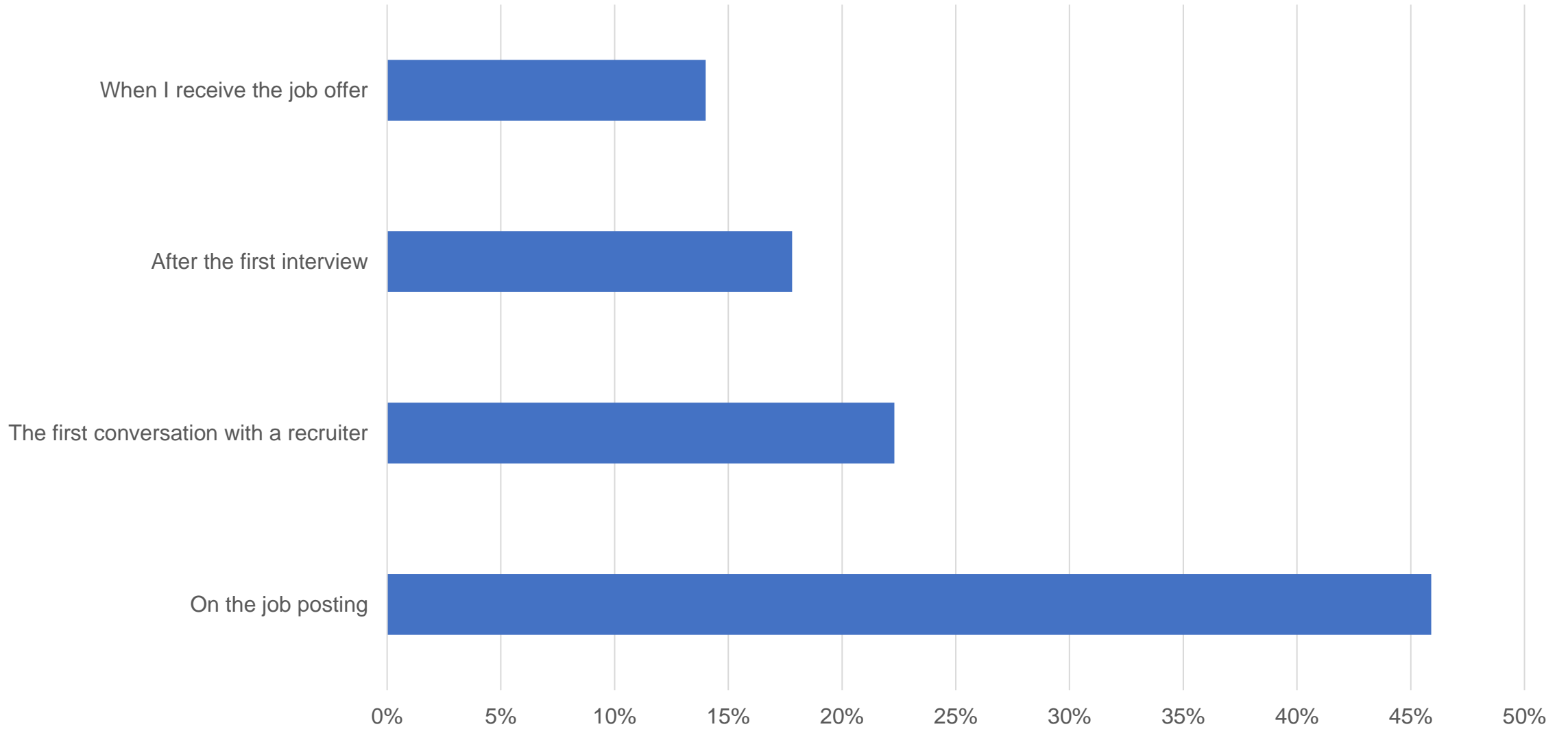
What does flexibility mean to you when it comes to work?



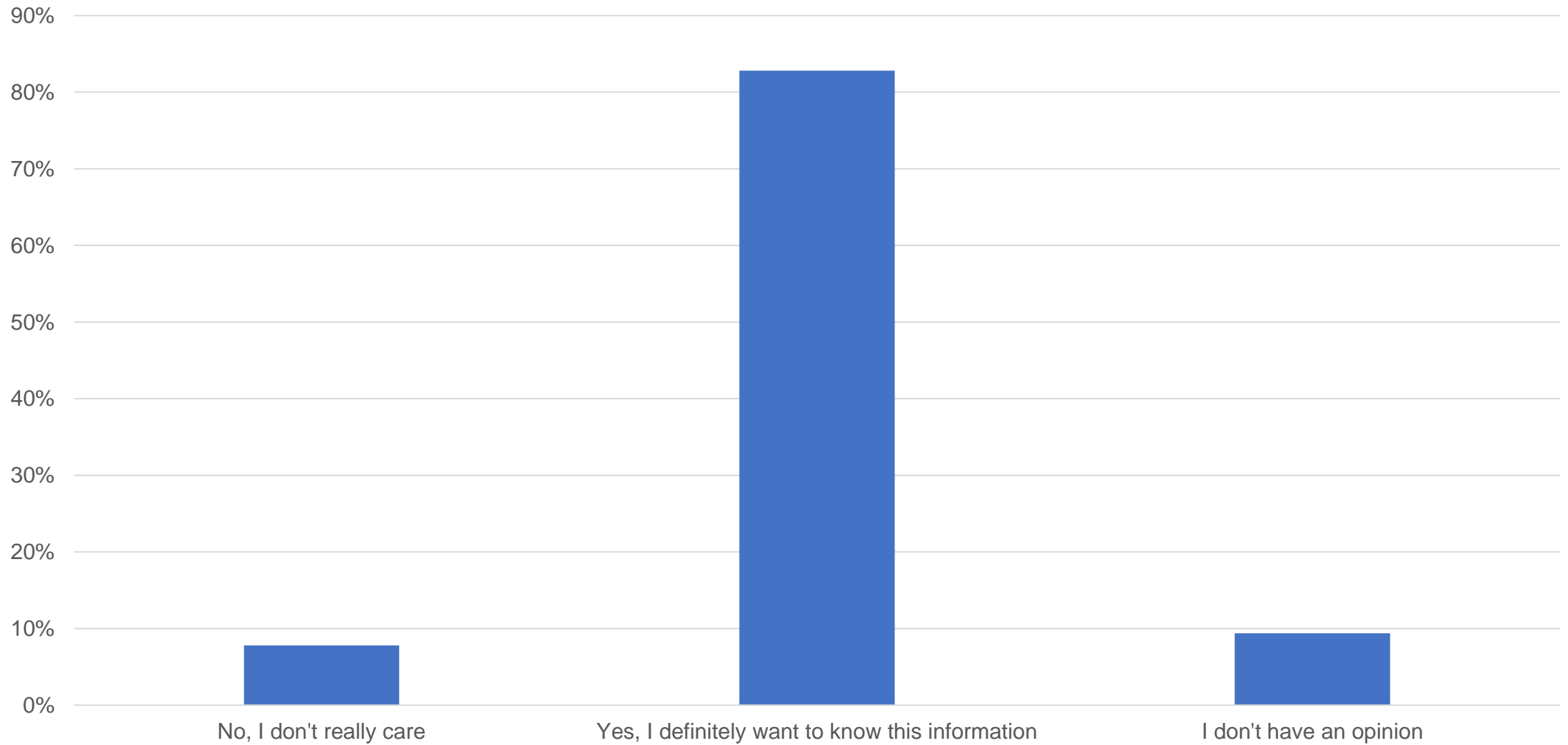


#2: Transparency

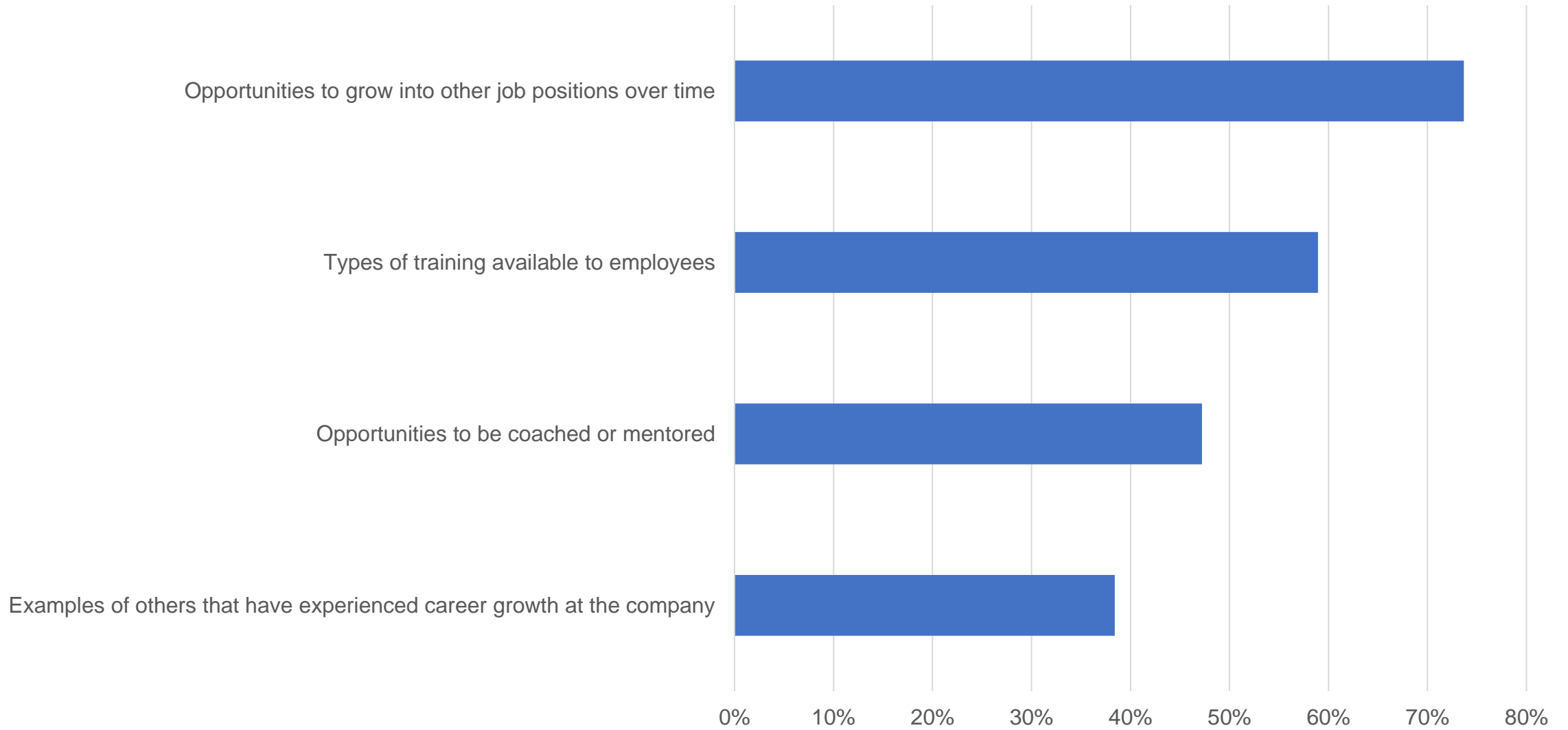
What's the earliest that you want to know about a job's pay rate?



Is it important to you that hiring managers talk about career growth opportunities during the hiring process?



What career growth information do you most want to know?





#3: Work/life balance

The background of the slide is a photograph of a swan swimming in a lake at sunset. The sun is low on the horizon, creating a bright, hazy glow that reflects on the water's surface. The swan is positioned on the right side of the frame, with its long neck curved upwards. The overall color palette is dark and moody, with deep blues and greys, punctuated by the warm orange and yellow of the sunset.



An Experiment



**PUT ON YOUR
OWN MASK FIRST**



Want to connect?



Get our latest research

[LHRA.io/access](https://lhra.io/access)



Contact me:

[research@LHRA.io](mailto:research@lhra.io)



LIGHTHOUSE

research & advisory