



## Entitlement or Ambition? 39% of Gen Z and 35% of Millennials Seen as Most Entitled for Raises and Promotions

### Many Job Seekers Haven't Seen Raises or Promotions in Years

**OKLAHOMA CITY, March 12, 2025** — Are younger generations truly more entitled, or are they simply more ambitious? As the debate rages on, new insights reveal that Gen Z (39%) and millennials (35%) are perceived as the most entitled when it comes to raises and promotions, followed by Gen X (18%) and boomers (8%).

This is according to a recent Express Employment Professionals-Harris Poll survey.

However, this perception of entitlement may actually reflect the ambition and drive of younger workers, as 61% of U.S. hiring managers agree that younger employees are just as ambitious as older generations were at the start of their careers.



### Raises and Promotions a Mixed Bag for Job Seekers

Some U.S. job seekers say they haven't seen a raise or promotion in the last two years, with more than 1 in 10 reporting they received a raise or promotion more than two years ago (12%) or never received one at all (11%).

Among those who have received a raise or promotion, the most common reasons include:

- Meeting individual accomplishments (40%)
- Receiving positive performance evaluations (38%)
- Positive feedback from colleagues (37%)
- Skill growth (31%)
- Company success (28%)

Interestingly, most of those who received a raise or promotion (71%) report their employer proactively gave it to them, while only 29% proactively requested it. A significant 90% of job seekers who received a raise or promotion felt entitled to it.

### Wage Increases and Employer Concerns for 2025

Looking ahead, wages are expected to rise in 2025, with more than three-quarters (77%) of hiring managers anticipating the average wage at their company will increase compared to 2024.

Despite these plans, more than half (52%) of companies fear that they will be unable to meet employee expectations for benefits and compensation, potentially leading to higher turnover rates.

Raises and promotions are particularly interesting to employees, especially in light of ongoing inflation. Around half of hiring managers indicate raises and promotions at their company are determined by:

- Performance evaluations (53%)
- Individual accomplishments (48%)

Fewer consider length of time with the company (38%) and employee desire (26%) in their decisions.

There is some optimism among job seekers, though, with 46% believing overall wages will increase in 2025 compared to 2024, while only 14% expect a decrease.

"As we look at the changing workplace, it's clear that every generation has its own way of seeking growth and recognition," said Bill Stoller, Express Employment International CEO. "Whether it's seen as entitlement or ambition, the push for raises and promotions shows employees' desire to move forward and make meaningful contributions in their careers."

### **Survey Methodology**

The Job Insights survey was conducted online within the United States by The Harris Poll on behalf of Express Employment Professionals Nov. 11 – 26, 2024, among 1,001 U.S. hiring decision-makers.

The Job Seeker Report was conducted online within the United States by The Harris Poll on behalf of Express Employment Professionals from Nov. 21 to Dec. 10, 2024, among 1,039 adults ages 18 and older.

For full survey methodologies, please contact [Sheena.Hollander@ExpressPros.com](mailto:Sheena.Hollander@ExpressPros.com), Director of Corporate Communications & PR.

\*\*\*

If you would like to arrange for an interview to discuss this topic, please contact [Sheena.Hollander@ExpressPros.com](mailto:Sheena.Hollander@ExpressPros.com), Director of Corporate Communications & PR.

**About Bill Stoller**

William H. "Bill" Stoller is chairman and chief executive officer of Express Employment International. Founded in Oklahoma City, Oklahoma, the international staffing franchisor supports the Express Employment Professionals franchise and related brands. The Express franchise brand is an industry-leading, international staffing company with franchise locations in the U.S., Canada, South Africa, Australia and New Zealand.

**About Express Employment Professionals**

At Express Employment Professionals, we're in the business of people. From job seekers to client companies, Express helps people thrive and businesses grow. Our international network of franchises offers localized staffing solutions to the communities they serve across the U.S., Canada, South Africa, Australia and New Zealand, employing 427,000 people globally in 2024 and more than 11 million since its inception. For more information, visit [ExpressPros.com](https://ExpressPros.com).