

Workforce Retention Survey

American Psychological Association
Harris Interactive

August 2012

Methodology

- The Workforce Retention Survey was conducted online by Harris Interactive on behalf of the American Psychological Association between August 3 and August 7, 2012 among 1,240 adults age 18 and older who reside in the U.S. and are employed either full time or part time. Data for the poll were collected using an omnibus survey.
- The reasons for staying with current employer survey items included a “not applicable” response. Data presented here were calculated excluding those who responded “not applicable.”
- Results were weighted as needed for age, sex, race/ethnicity, education, region and household income. Propensity score weighting was also used to adjust for respondents’ propensity to be online.
- Respondents for this survey were selected from among those who have agreed to participate in Harris Interactive surveys. Because the sample is based on those who were invited to participate in the Harris Interactive online research panel, no estimates of theoretical sampling error can be calculated.

Executive Summary

- Although a majority of working Americans said they remain with their current employers because of benefits (60%) and pay (59%), having a job that fits well with the other aspects of their lives and enjoying what they do (67% each) topped the list of reasons why they stay.
- More women than men cited both work-life fit (72% vs. 62%) and enjoying the work (72% vs. 63%) as reasons they stay with their current employers.
- Full-time employees were more likely than part-time employees to say they stay with their current employers because of the benefits (67% vs. 35%) and pay (62% vs. 50%).
- Employees with children under the age of 18 were also more likely than those without children to cite benefits (66% vs. 58%) and pay (65% vs. 57%) as reasons for staying on the job.

Executive Summary

- More full-time employees (58% vs. 53% of part-time employees) and women (59% vs. 53% of men) said they stay with their current employers because they feel connected to the organization.
- When it comes to relationships at work, full-time employees (54% vs. 43% of part-time employees) and women (55% vs. 48% of men) were more likely to say they stay with their current employers because of their co-workers.
- Similarly, although only just over one-third of men (34%) reported staying with their current employers because of their managers, almost half of women (46%) cited the boss as a reason to stay on the job.
- More part-time employees (46% vs. 40% of full-time employees) and those with children under the age of 18 (44% vs. 39% of those without children) also said their managers were an important factor in deciding to remain with their current employers.

Executive Summary

- Full-time employees (55% vs. 41% of part-time employees) and those with children under the age of 18 (60% vs. 48% of those without children) were more likely to say they stay with their current employers because the job provides an opportunity to make a difference.
- However, full-time employees (41% vs. 37% of part-time employees) and those with children under the age of 18 (43% vs. 38% of those without children) were also more likely to say they stay with their current employers because there aren't any other job opportunities available.
- Working Americans age 55+ were the most likely to cite enjoying the work (80%), work-life fit (76%), benefits (66%), feeling connected to the organization (63%) and having an opportunity to make a difference (57%) as reasons for staying with their current employers.
- Employees ages 18-34 were least likely to say enjoying the work (58%), work-life fit (61%) and benefits (54%) keep them on the job, but the most likely to endorse co-workers (57%) and managers (46%) as reasons to stay.

Executive Summary

- In general, employees who said they expect to remain with their current employers for extended periods of time were more likely to endorse all of the reasons for staying (except for lack of other job opportunities) than those who say they expect to leave sooner.
- Employees who say they plan to leave in less than one year were the least likely to endorse all of the reasons for staying, with only 27% citing feeling connected to the organization, 42% reporting enjoying the work and 46% saying work-life fit were reasons for staying on the job.
- For employees who say they plan to stay with their current employers for more than two years, the biggest drivers of expected tenure were enjoying the work, having a job that fits well with other life demands and feeling connected to the organization.

Reasons for Staying with Current Employer

Although a majority of working Americans said they remain with their current employers because of benefits (60%) and pay (59%), work-life fit and enjoying what they do (67% each) topped the list of reasons why they stay.

% Strongly Agree/Agree



Staying Because of the Work

More women than men (72% vs. 63%) said they stay with their current employers because they enjoy what they do.

% Strongly Agree/Agree



Staying Because of Work-Life Fit

More women than men (72% vs. 62%) said they stay with their current employers because their jobs fit well with the other areas of their lives.

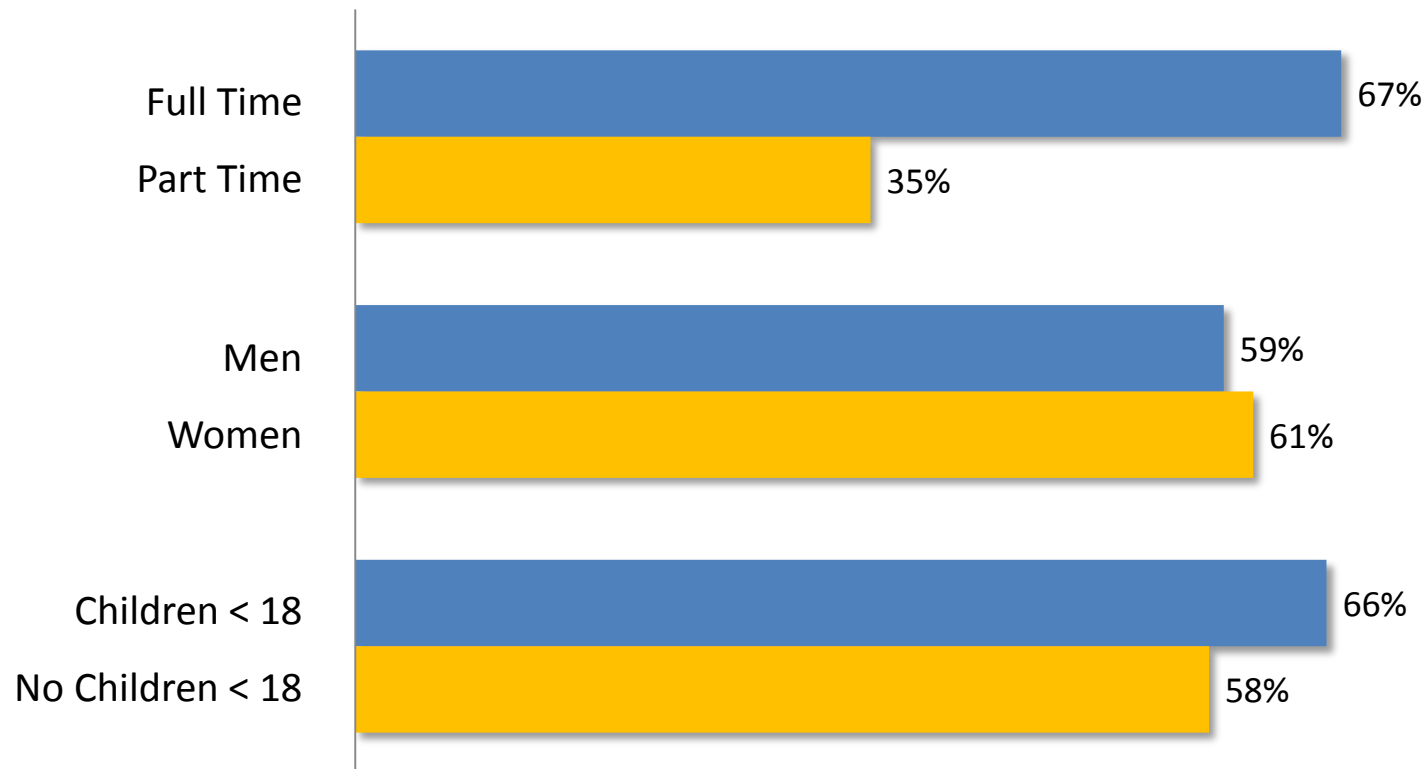
% Strongly Agree/Agree



Staying for the Benefits

Full-time employees were more likely than part-time employees to say they stay with their current employers because of the benefits (67% vs. 35%), as were employees with children under the age of 18 (66% vs. 58% of those without children).

% Strongly Agree/Agree



Staying for the Money

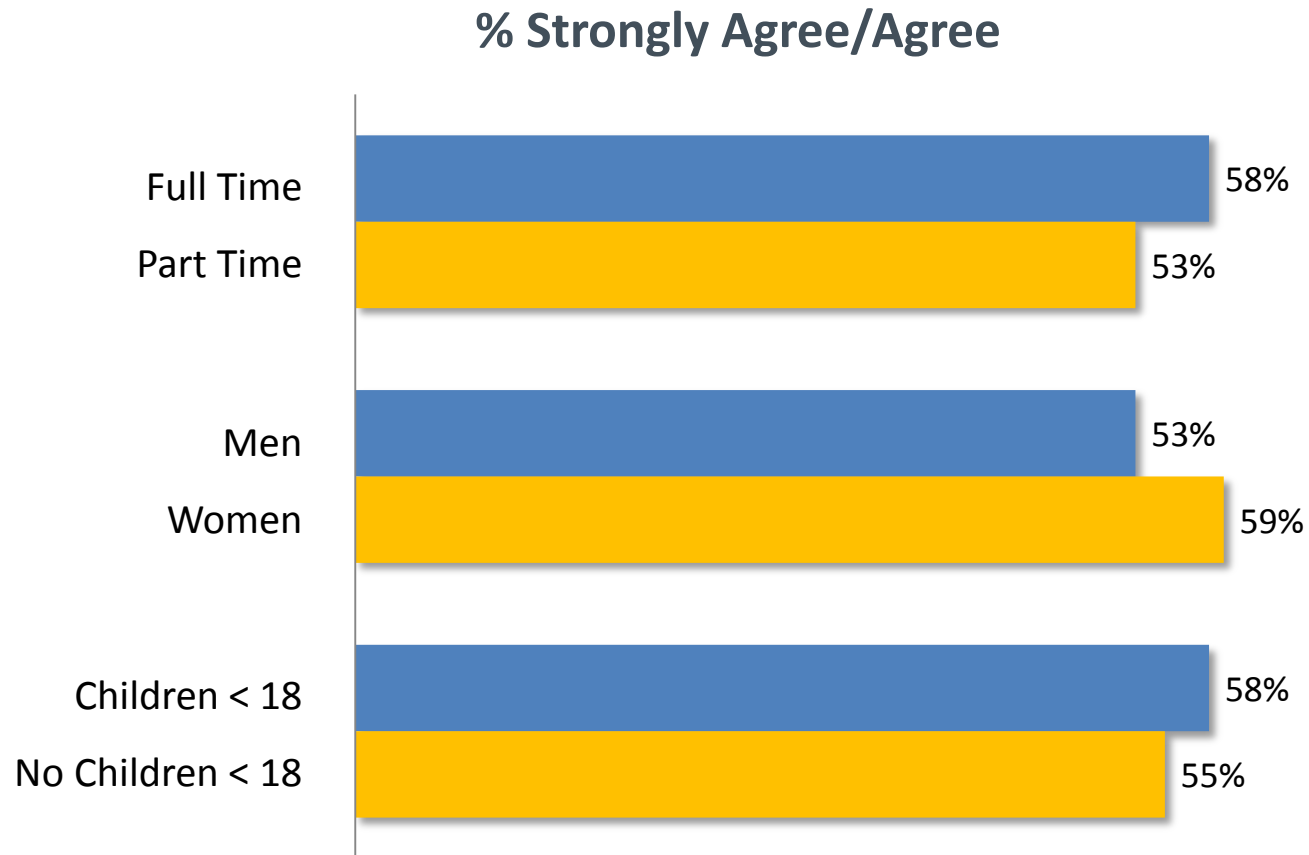
Full-time employees (62% vs. 50% of part-time employees), men (62% vs. 57% of women) and employees with children under age 18 (65% vs. 57% of those without children) were more likely to report that they stay with their current employers because of the pay.

% Strongly Agree/Agree



Staying Because of the Organization

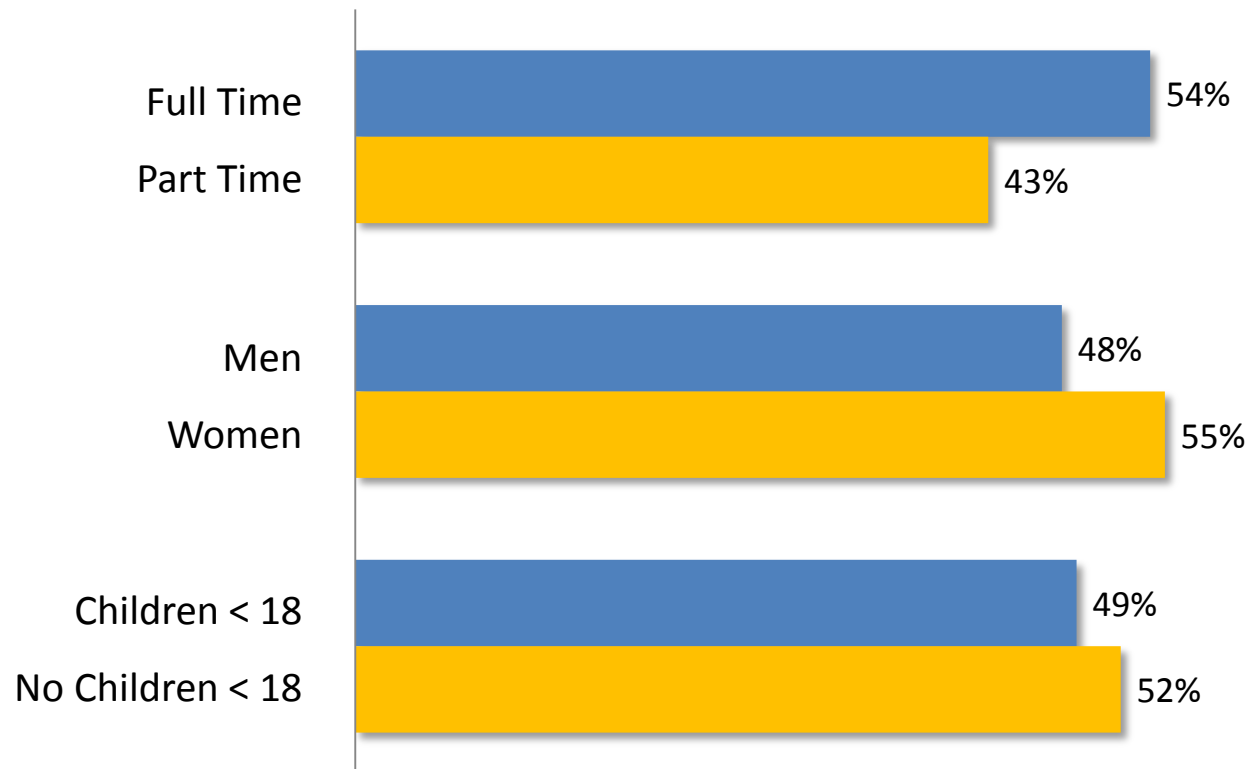
More full-time employees (58% vs. 53% of part-time employees) and women (59% vs. 53% of men) said they stay with their current employers because they feel connected to the organization.



Staying Because of Co-Workers

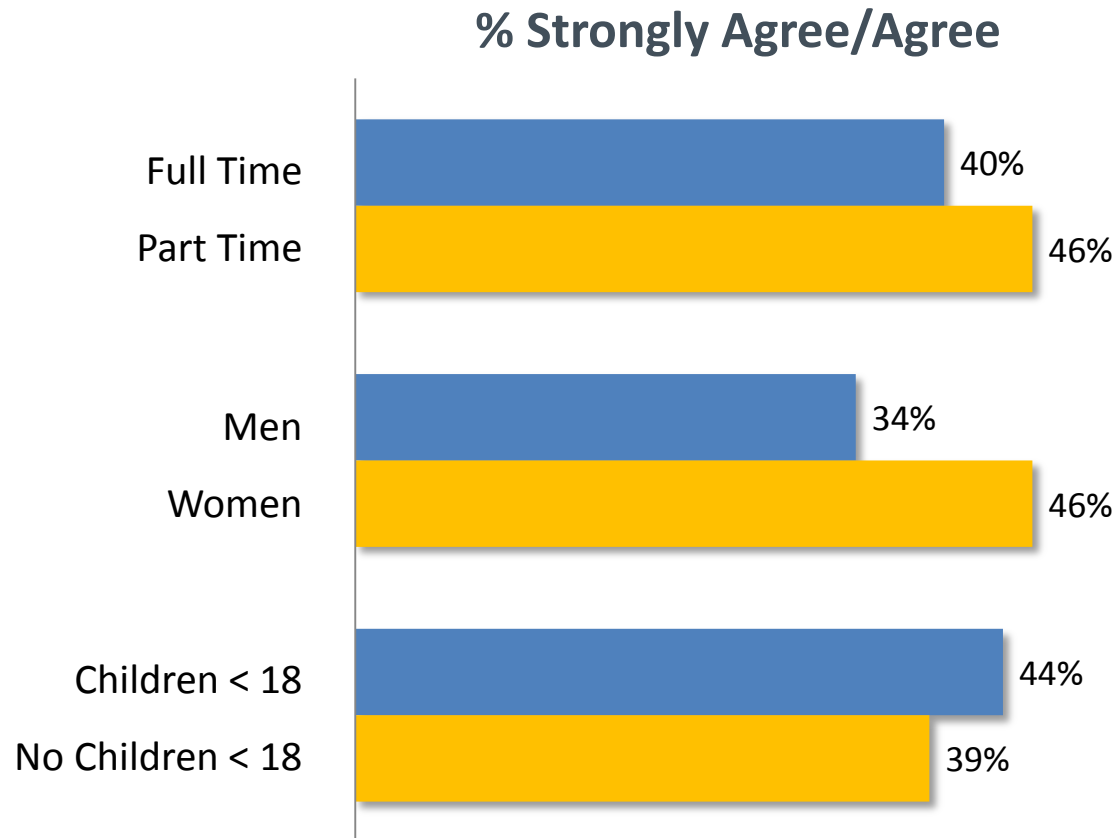
When it comes to relationships at work, full-time employees (54% vs. 43% of part-time employees) and women (55% vs. 48% of men) were more likely to say they stay with their current employers because of their co-workers.

% Strongly Agree/Agree



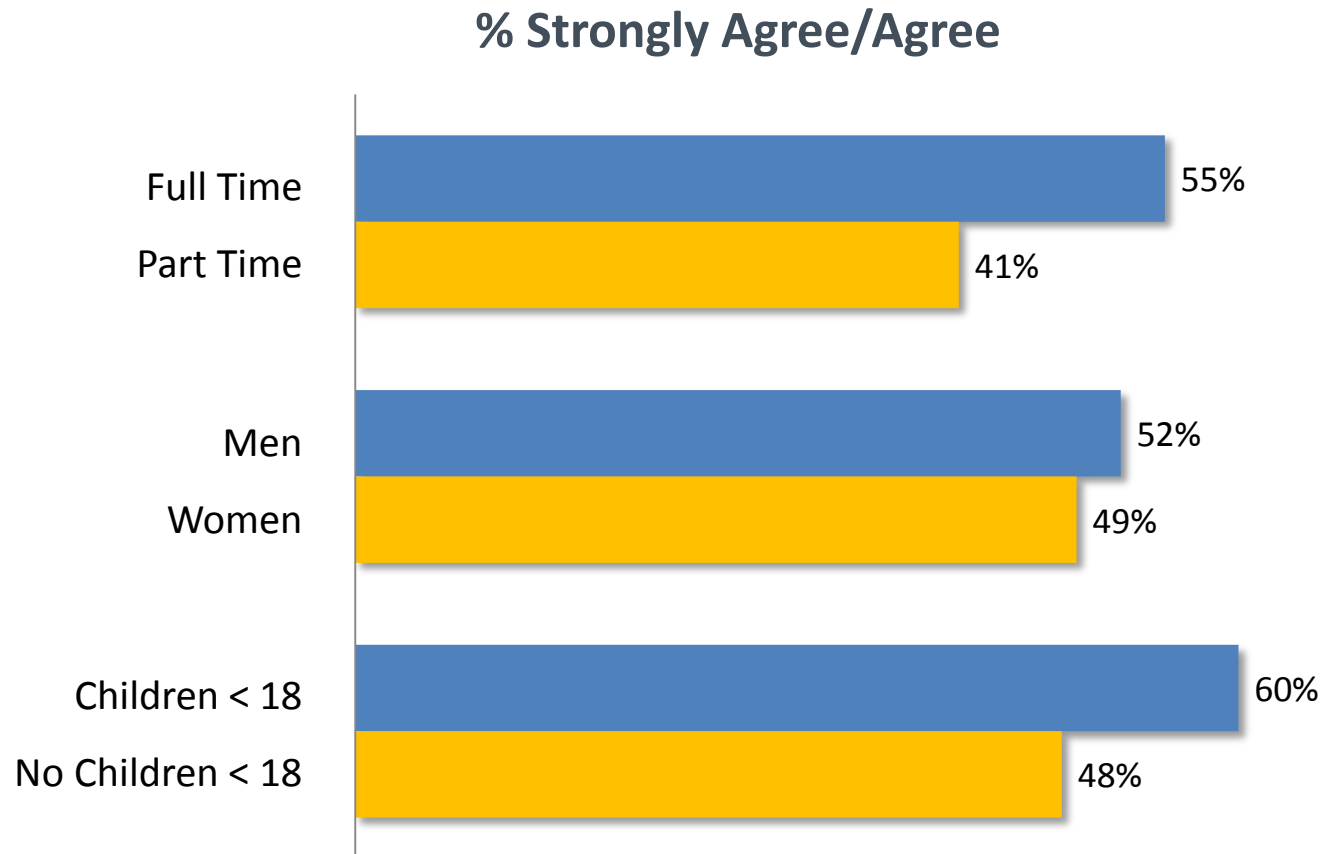
Staying Because of the Boss

Although only just over one-third of men (34%) reported staying with their current employers because of their managers, almost half of women (46%) cited the boss as a reason to stay on the job. More part-time employees (46% vs. 40% of full-time employees) and those with children under the age of 18 (44% vs. 39% of those without children) also said their managers were an important factor.



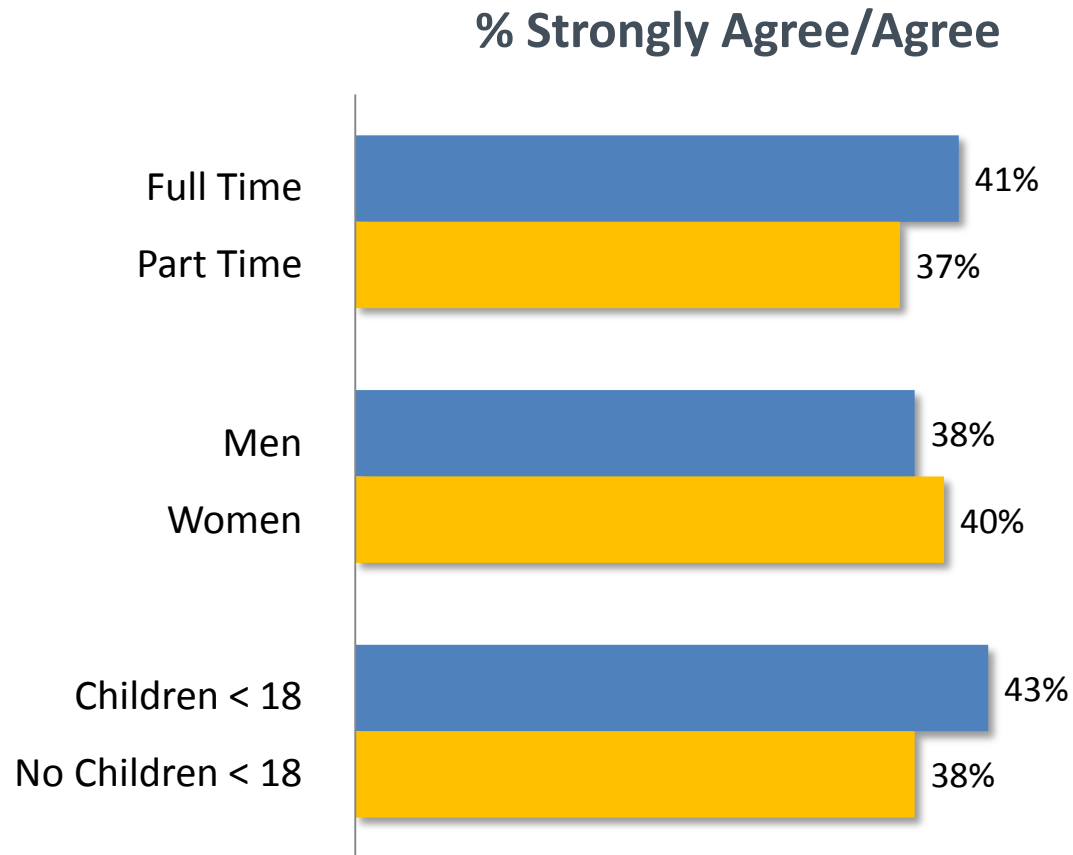
Staying Where They Can Make a Difference

Full-time employees (55% vs. 41% of part-time employees) and those with children under the age of 18 (60% vs. 48% of those without children) were more likely to say they stay with their current employers because the job provides an opportunity to make a difference.



Staying Because There Are No Other Options

Full-time employees (41% vs. 37% of part-time employees) and those with children under the age of 18 (43% vs. 38% of those without children) were more likely to say they stay with their current employers because there aren't any other job opportunities available.

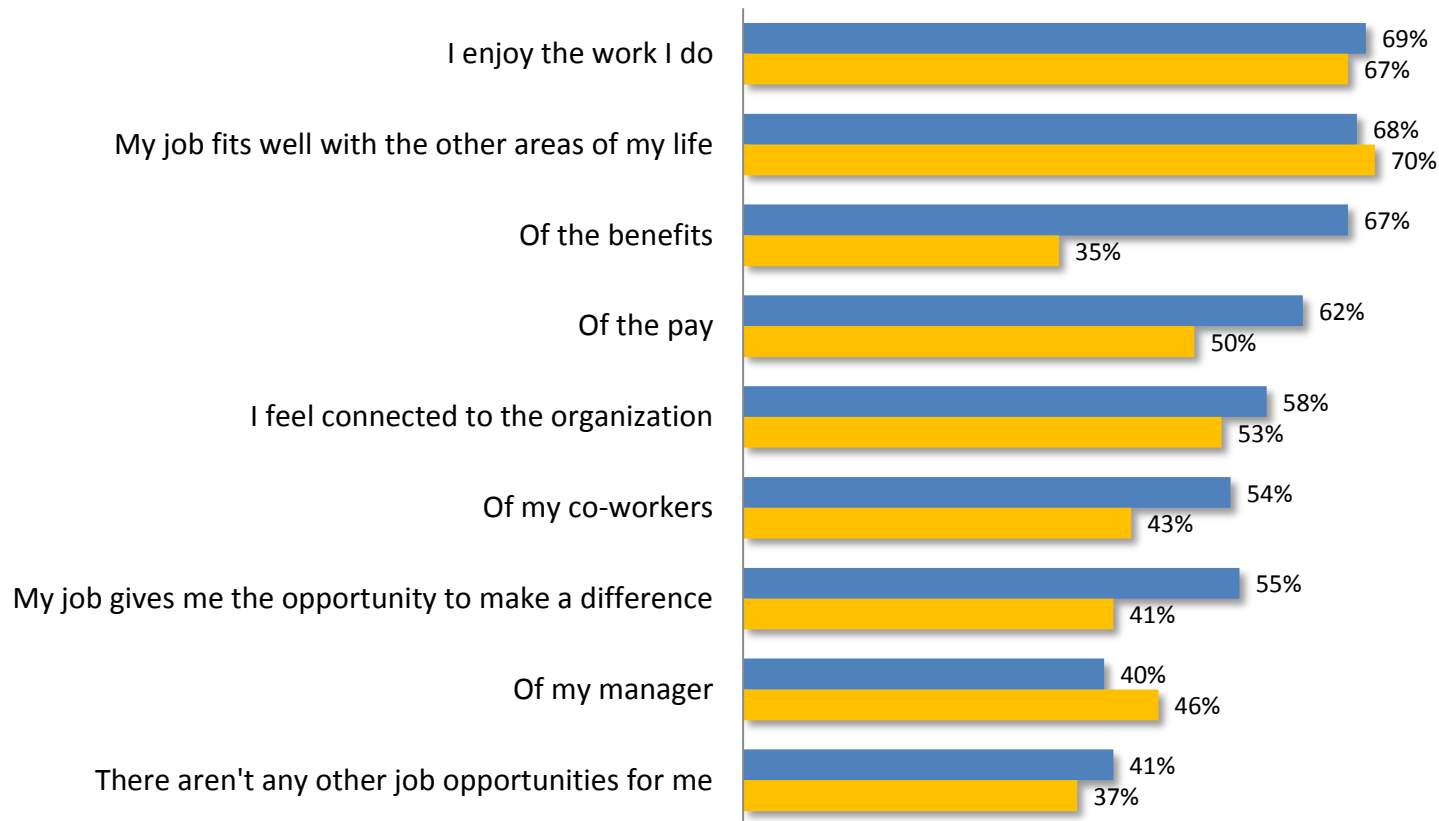


Reasons for Staying with Current Employer

Full-Time vs. Part-Time Employees

% Strongly Agree/Agree

■ Full Time ■ Part Time

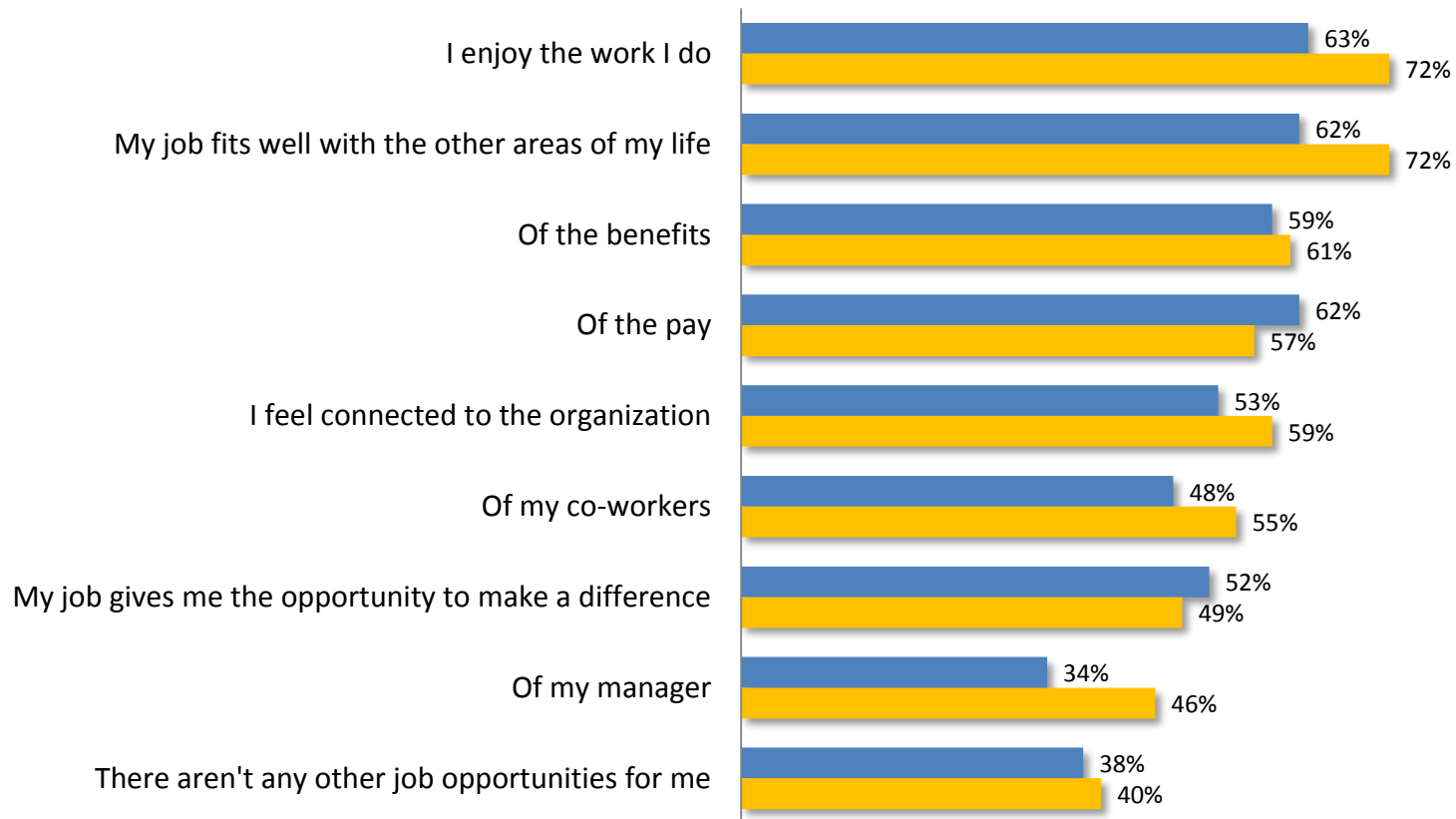


Reasons for Staying with Current Employer

Men vs. Women

% Strongly Agree/Agree

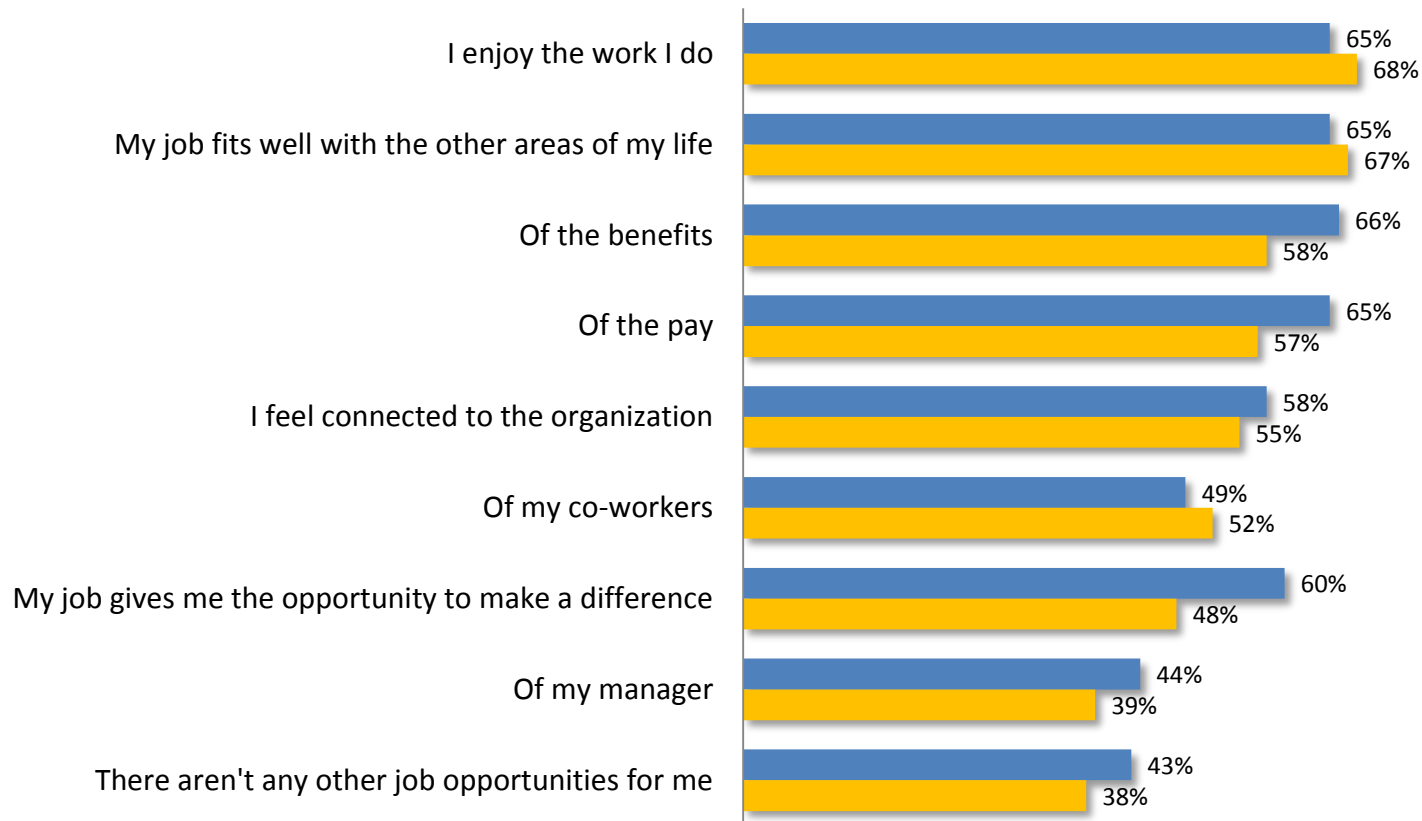
■ Men ■ Women



Reasons for Staying with Current Employer Children vs. No Children

% Strongly Agree/Agree

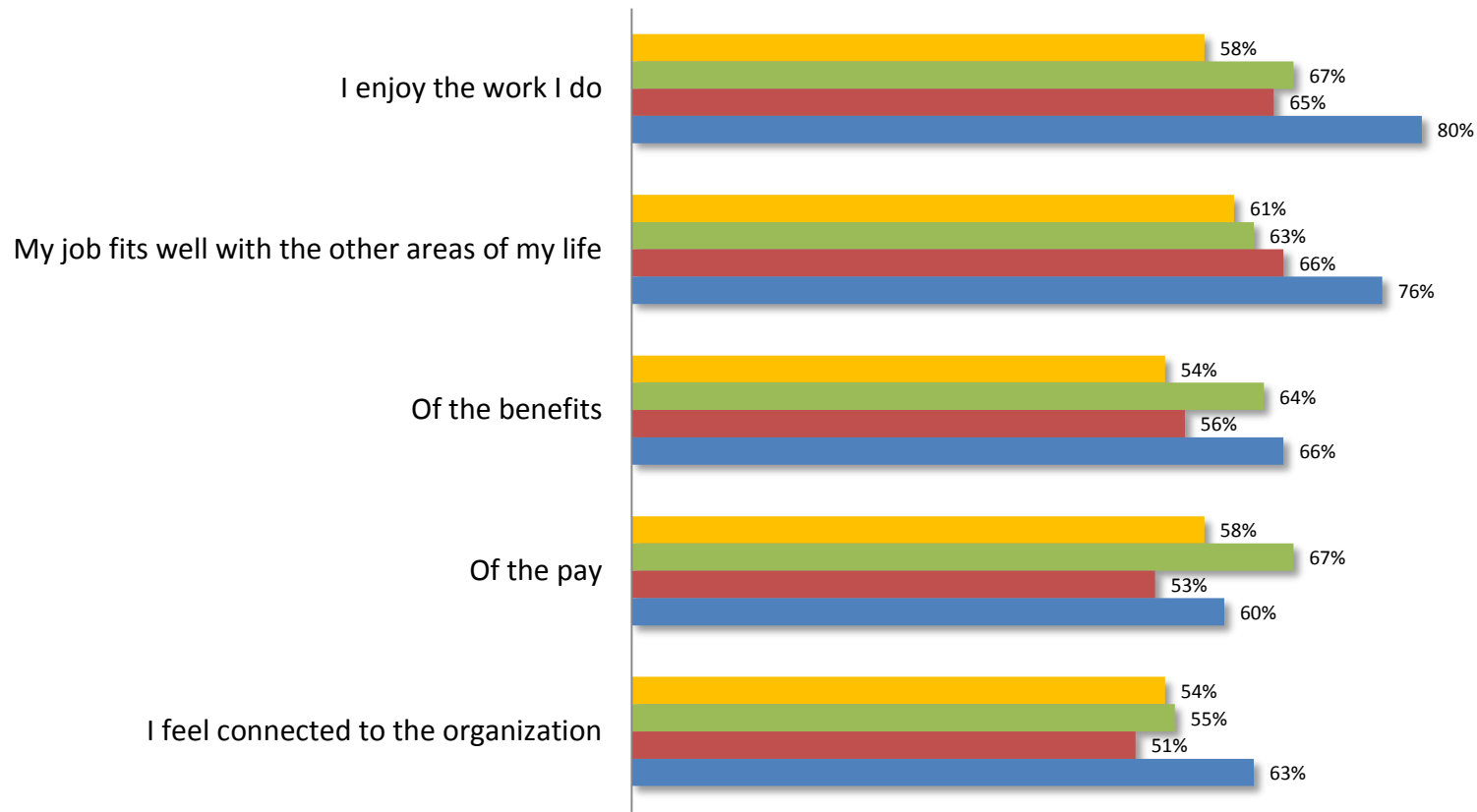
■ Children < 18 ■ No Children < 18



Reasons for Staying with Current Employer By Age Group

% Strongly Agree/Agree

■ 18-34 ■ 35-44 ■ 45-55 ■ 55+



Reasons for Staying with Current Employer By Age Group (cont'd)

% Strongly Agree/Agree

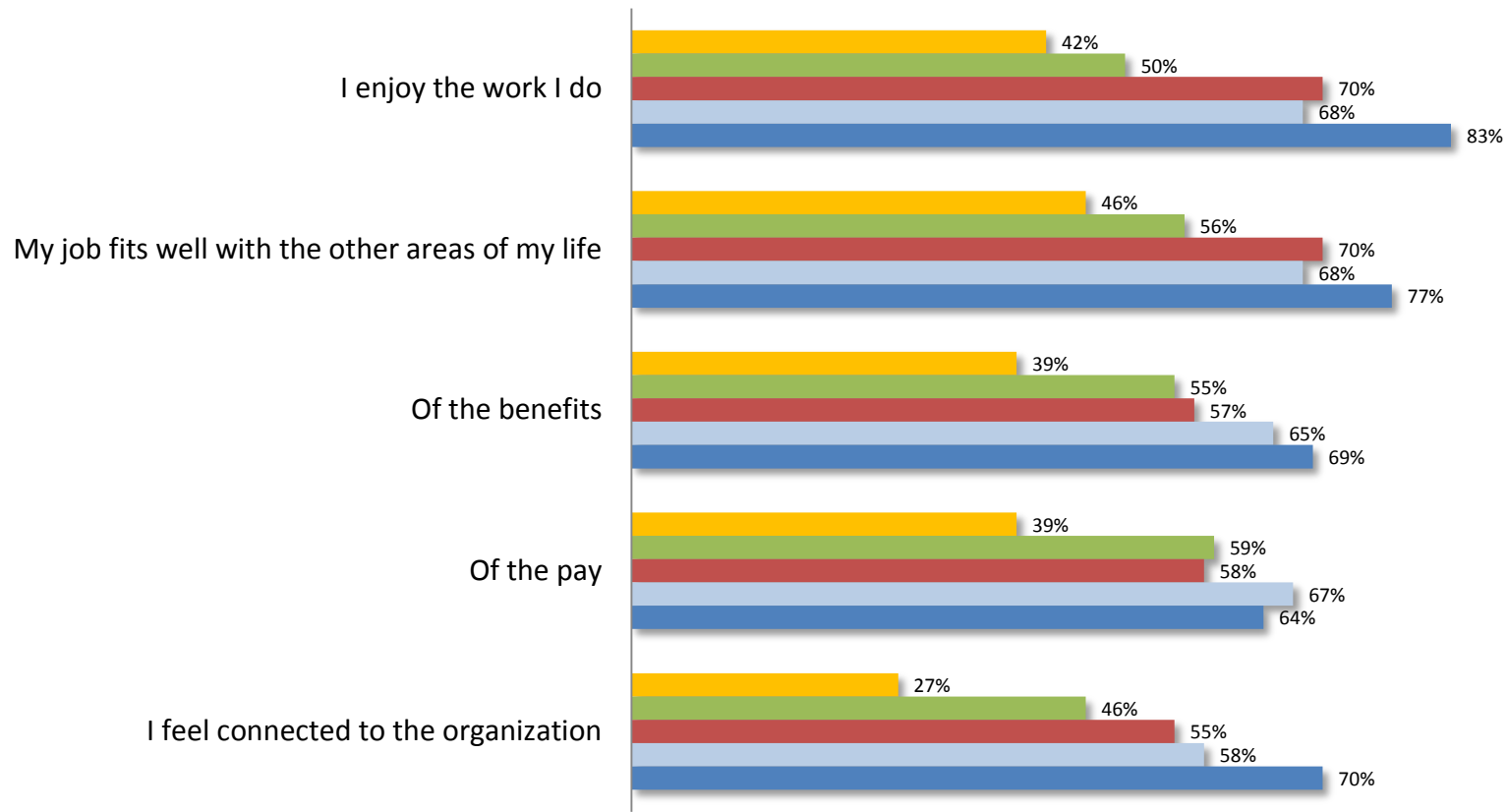
■ 18-34 ■ 35-44 ■ 45-55 ■ 55+



Reasons for Staying with Current Employer By Tenure Expectation

% Strongly Agree/Agree

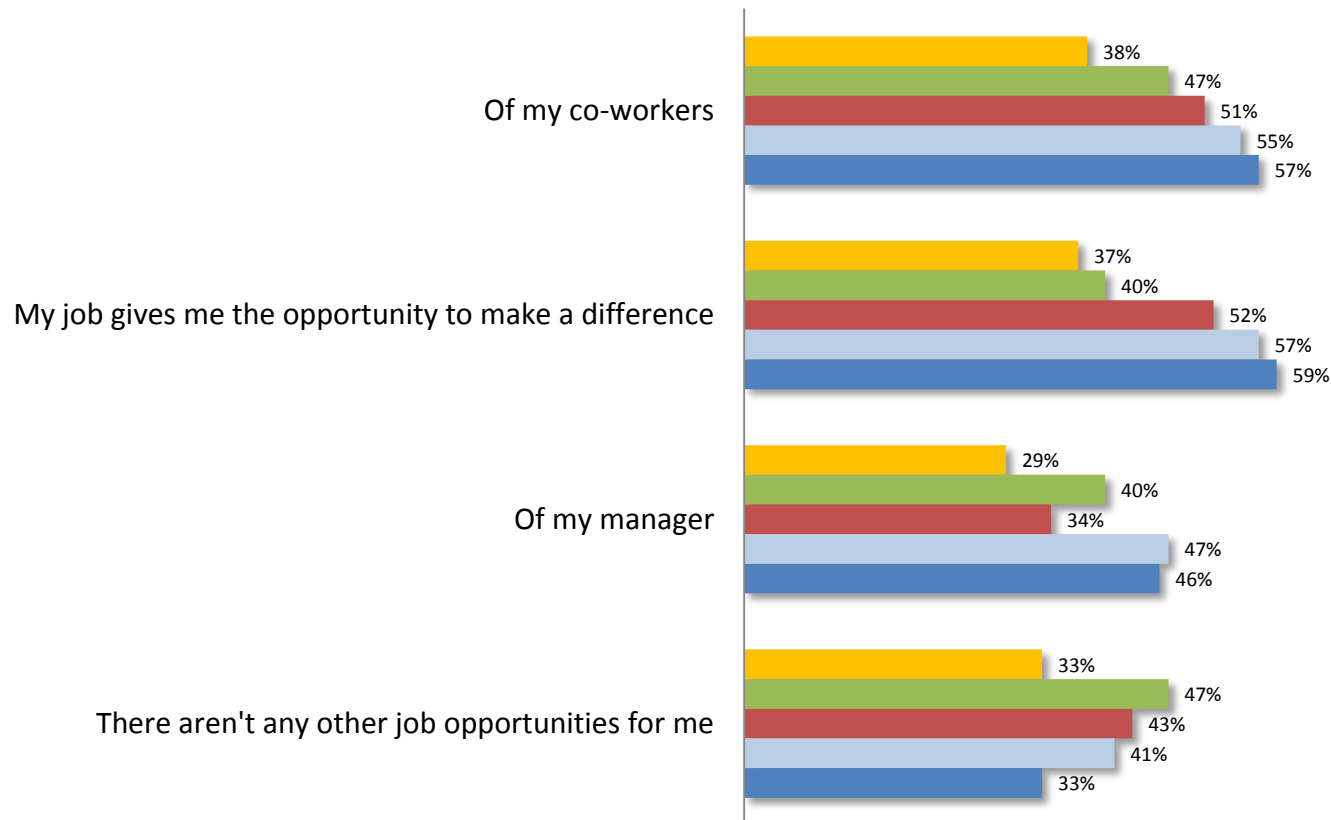
■ < 1 Year ■ 1-2 Years ■ 3-5 Years ■ 6-9 Years ■ 10 Years +



Reasons for Staying with Current Employer By Tenure Expectation (cont'd)

% Strongly Agree/Agree

■ < 1 Year ■ 1-2 Years ■ 3-5 Years ■ 6-9 Years ■ 10 Years +



Work Experience and Intent to Stay

For employees who say they plan to stay with their current employers for more than two years, the biggest drivers of expected tenure were enjoying the work, having a job that fits well with other life demands and feeling connected to the organization.

