

## StrategyOne Labor Day Opinion Survey

# The Mindset of the American Worker

September 3, 2010





# Survey Methodology

- StrategyOne conducted 1,043 online interviews among a representative sampling of Americans between August 20 and 23, 2010.
- 613 of those interviews were conducted among full-or part-time employees.
- The margin of sampling error at the 95% level of confidence for the worker population is = +/- 3.96% overall and larger for subgroups.
- Statistical weights were designed from the United States Census Bureau statistics.



# Key Survey Insights

- **Most employees report being satisfied with their job and feel respected by their boss for the work they do. Co-workers are seen as the one of the best things about where people work.**
- **The work day however isn't all work! Its interesting to note how much time is spent on the Internet and on Social Media during the day.**
- **However, the news from employees isn't all good, in fact quite a bit is negative.**
- **Employees are evenly divided about whether their current employment constitutes a job or a long term career and almost 40% believe they are “underemployed” in that their skill set is above what is required by their present job.**



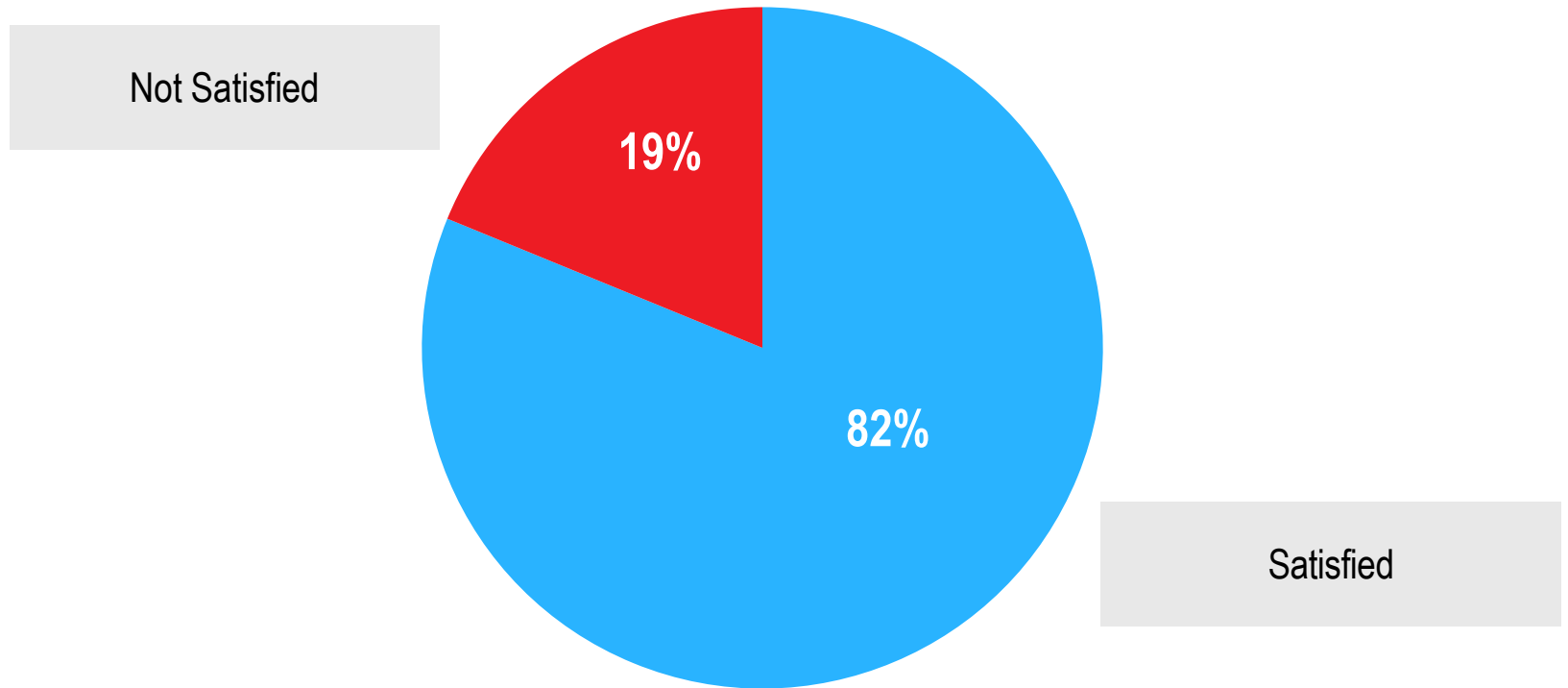
# Key Survey Insights

- **Nearly 2 in 3 say they don't believe they will ever be able to stop working and retire.**
- **Close to half of American workers report being concerned about having their hours reduced or being laid off.**
- **A surprising number – though a minority - of employees report being disconnected from their company in that they; don't understand the mission of the company other than to make money, don't believe the corporate 'values' posted on the wall mean anything, and admit are just at the job to pick up a paycheck.**
- **That's why its not surprising that more than half of employees would be interested in leaving their job if they could get the same compensation elsewhere.**



# Most employees are satisfied with their current job

## Satisfaction with Current Job

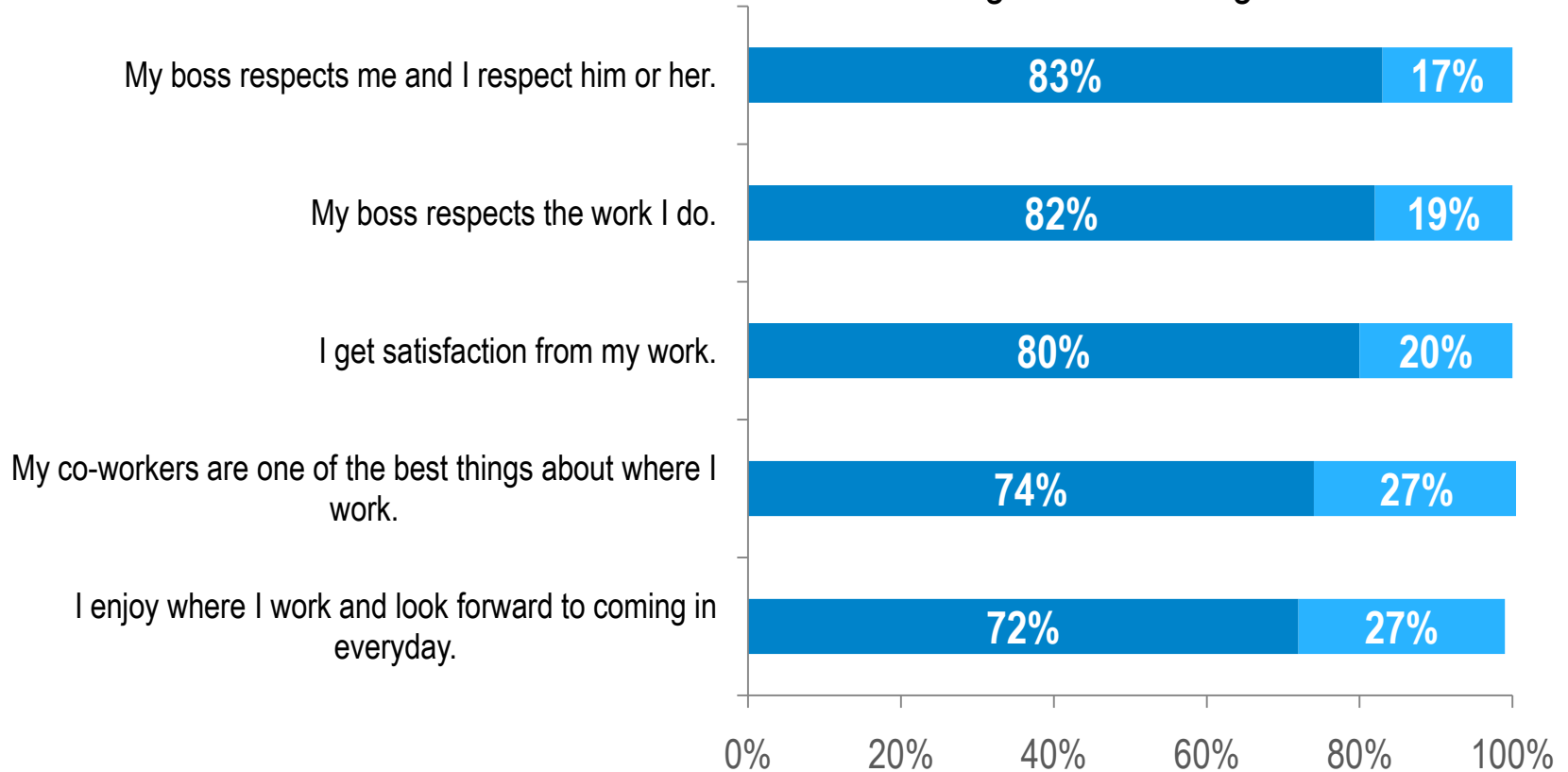


Question text: How satisfied are you with your current job?



# Employee are satisfied with boss and co workers

■ Agree ■ Disagree

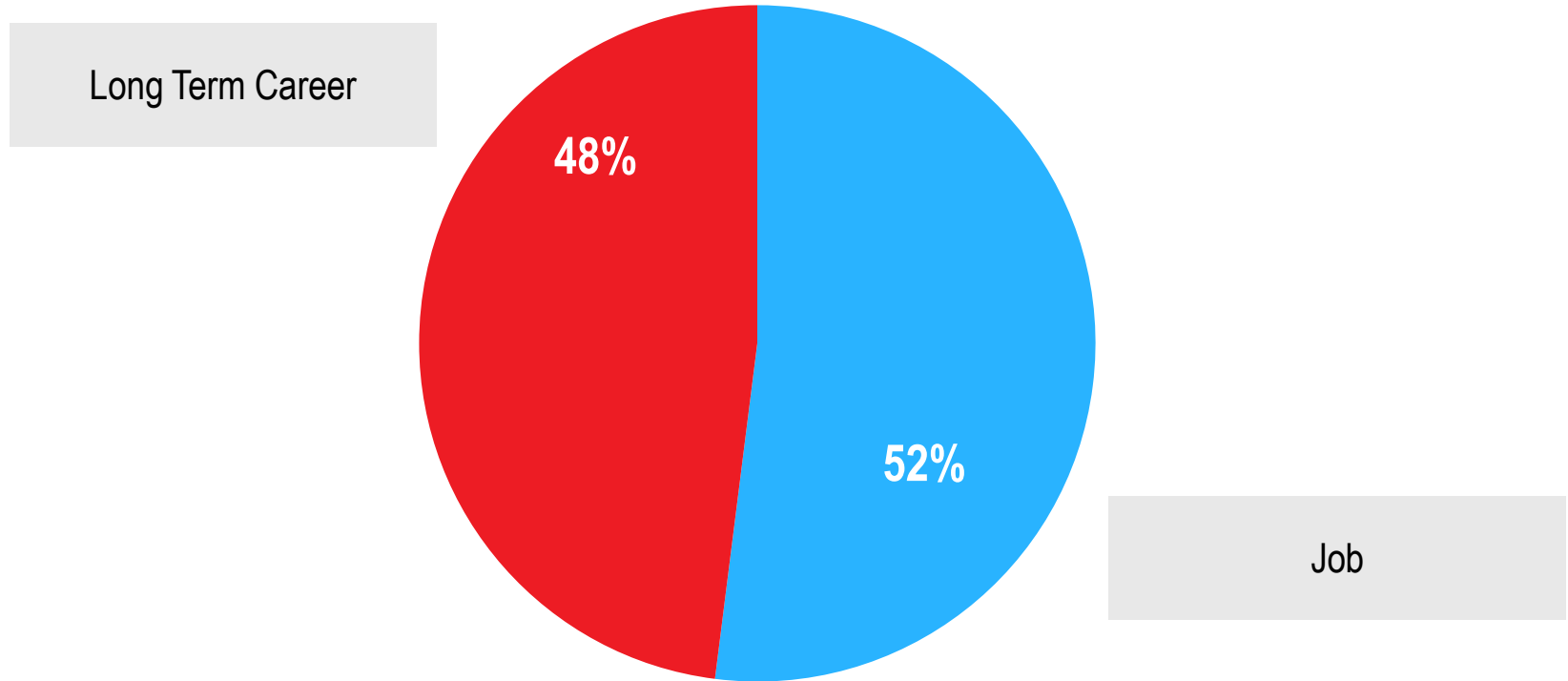


Question text: Do you agree or disagree with this statement?



# However employees are divided about whether they have a career or a job

Is your current employment a . . . ?

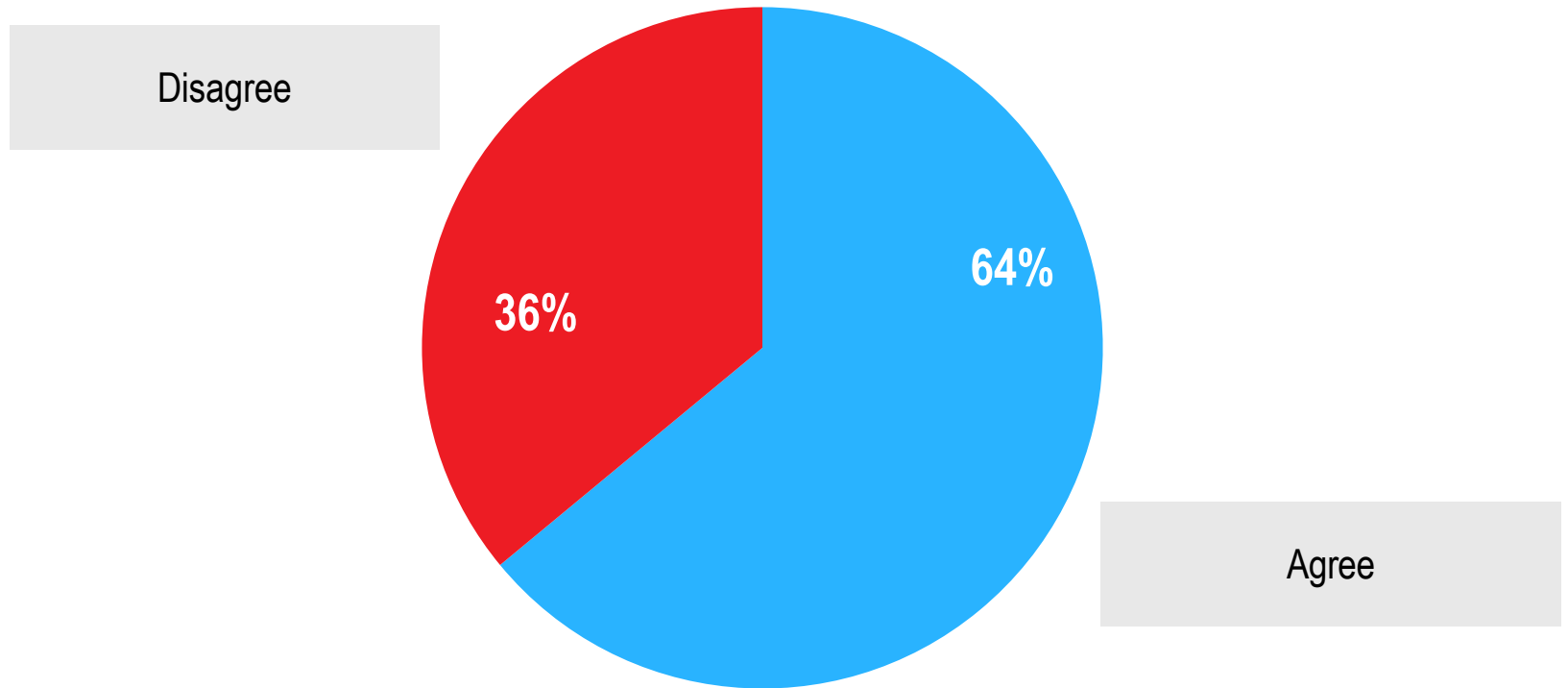


Question text: Do you view your current employment as just a job or do you view it as a long term career?



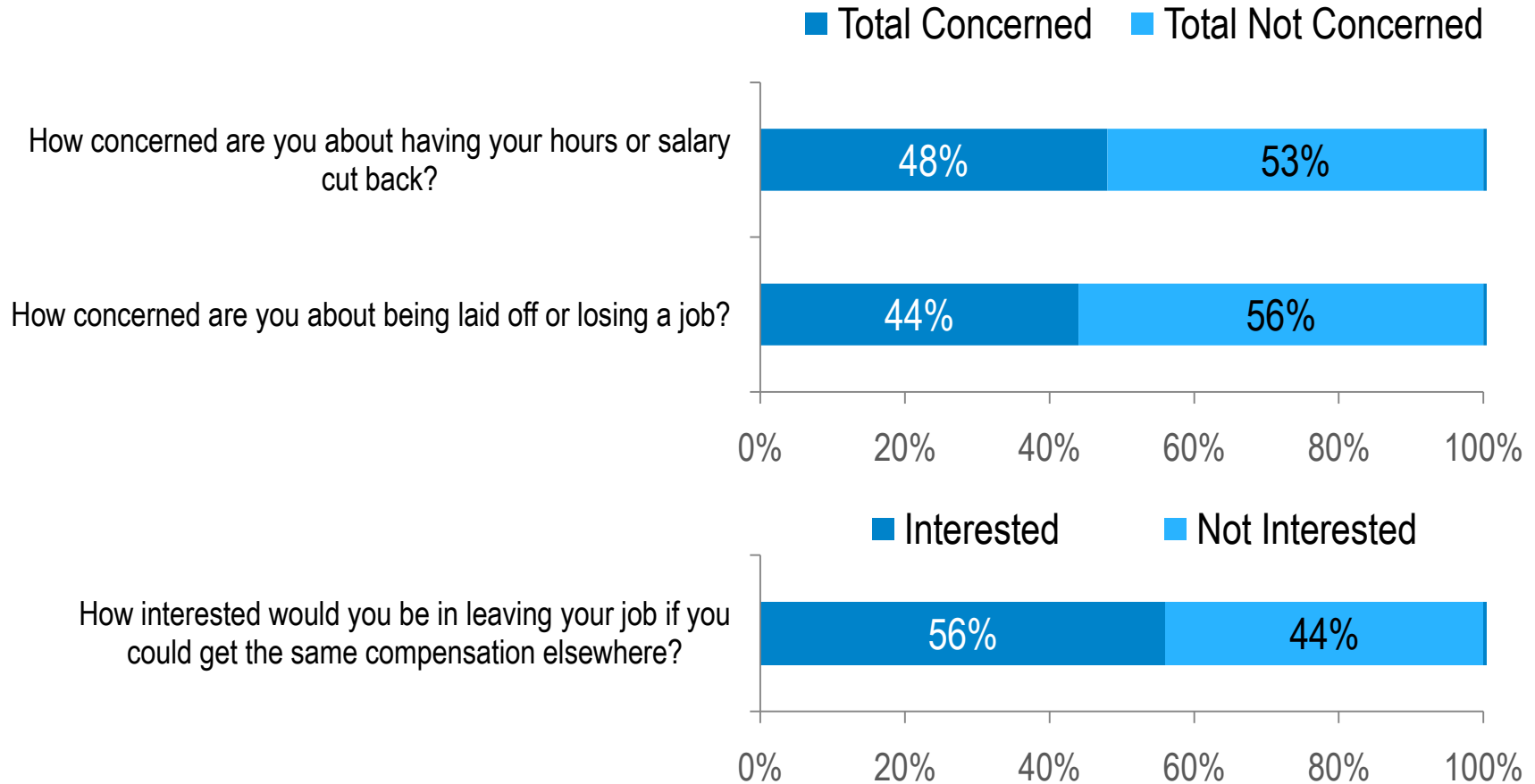
# Retirement is seen as out of reach

*I don't believe I will realistically ever be able to stop working and retire.*





# Nearly half of employees are concerned about their jobs, and more than half would be interested in leaving



Question text: How concerned are you...?

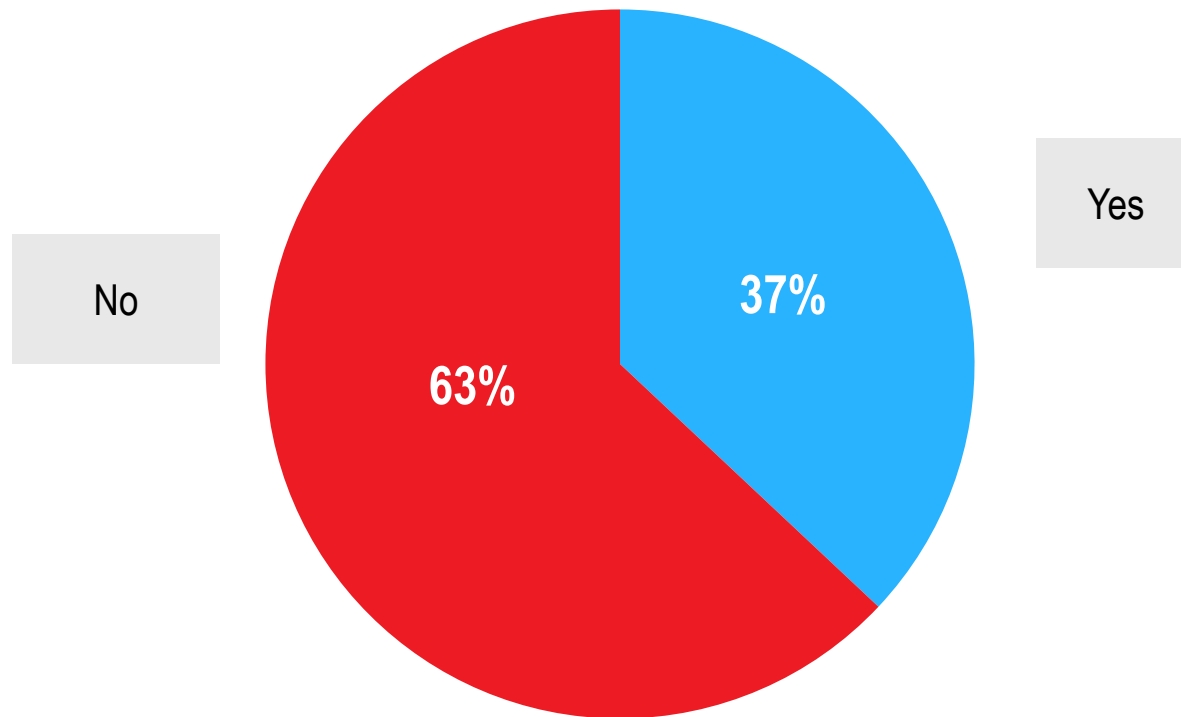
Question text: How interested are you...?



# More than a third of employed people say they are underemployed

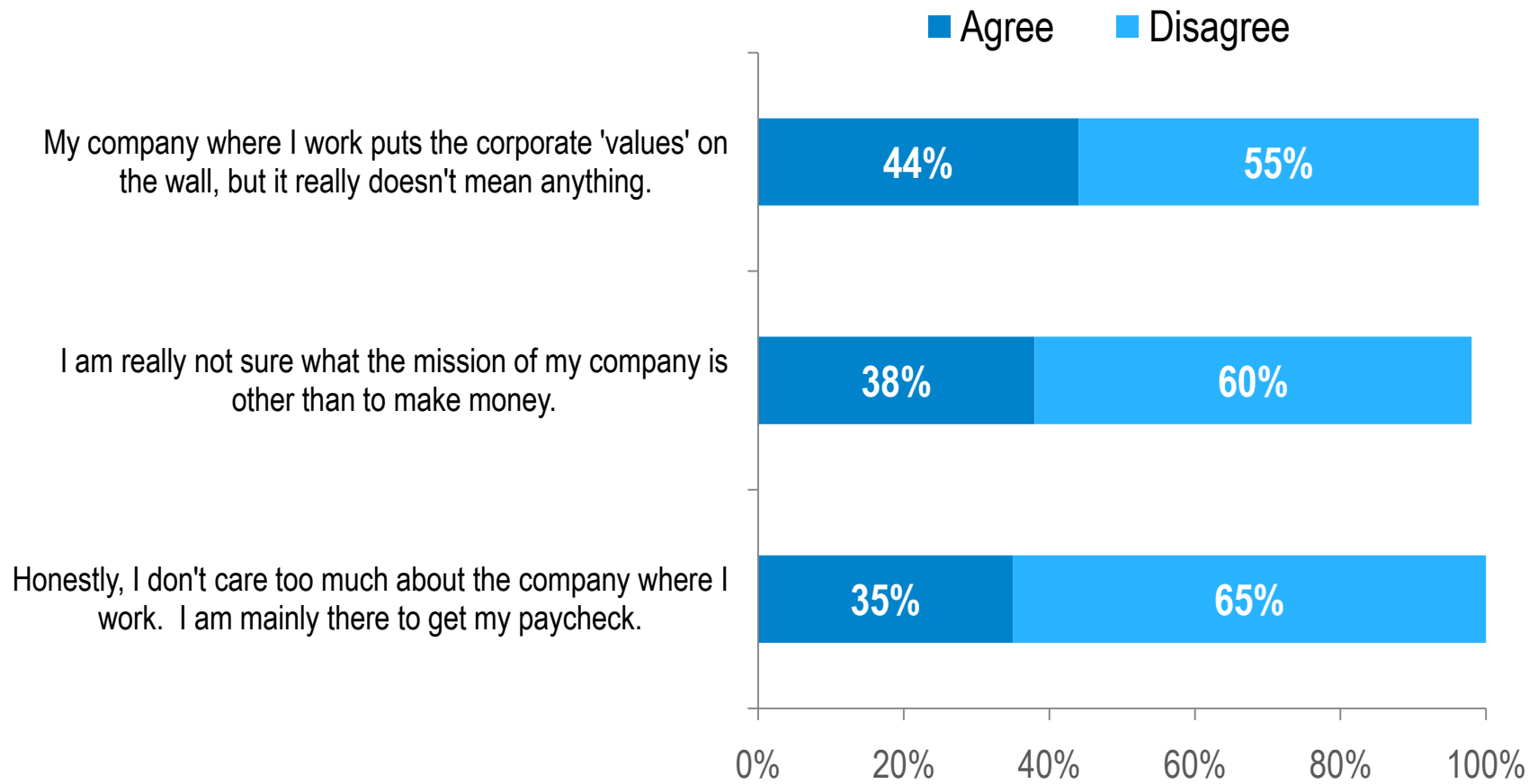
Underemployment is when you are employed but you have high skill levels in low-wage jobs that do not require such abilities

Would you say that you are underemployed?





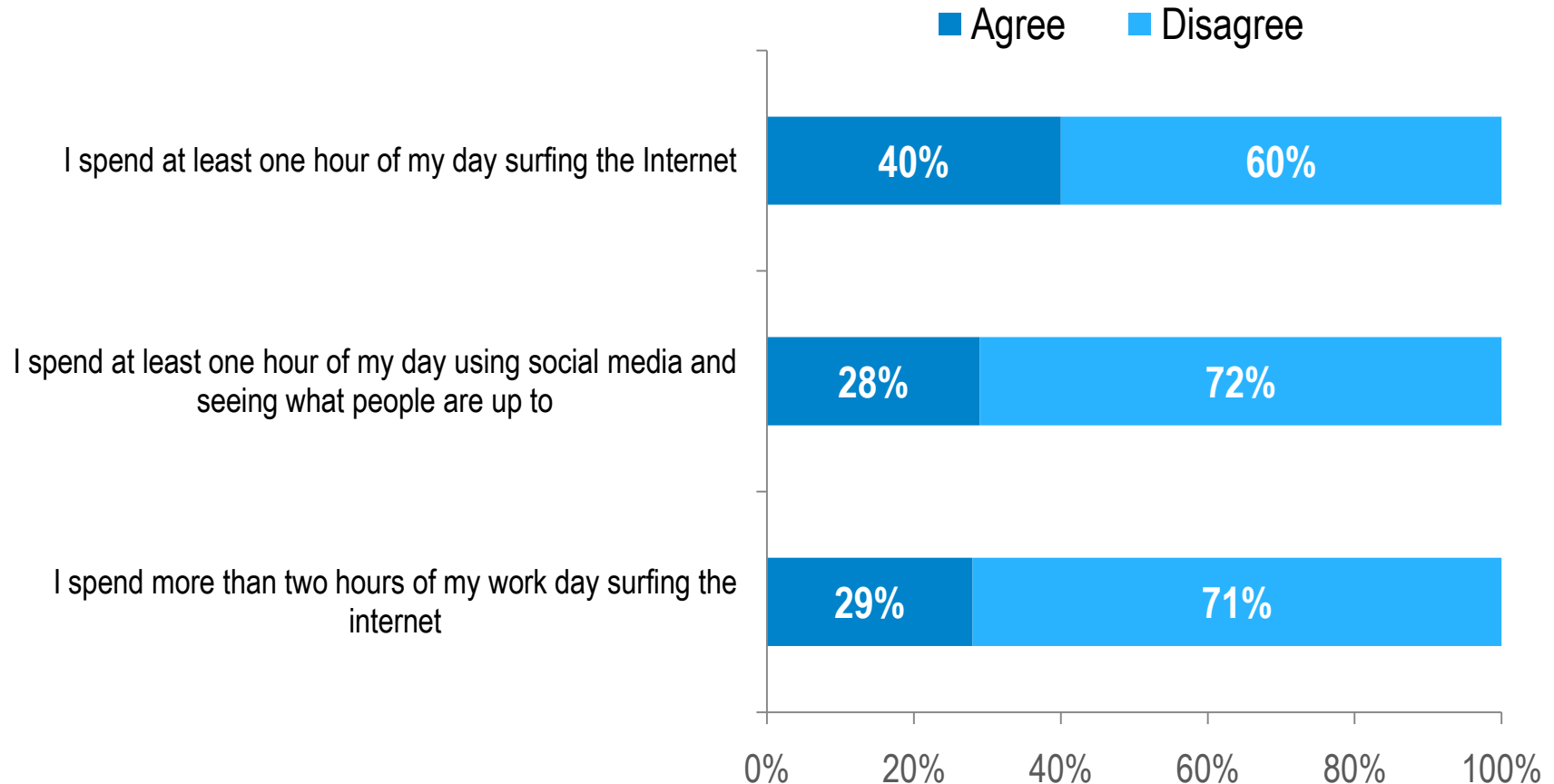
# Significant numbers of employees are disconnected from their company and their work



Question text: When do you expect that the economy will be fully recovered by?



# Internet and social media searching consumes significant parts of the workday



Question text: please indicate whether you agree or disagree with the statement?



## Follow up questions/ Requests for more information

- If you have any questions, please contact:

Bradley Honan

Senior Vice President, StrategyOne

212-704-8295

[Bradley.Honan@strategyone.net](mailto:Bradley.Honan@strategyone.net)



# About StrategyOne

## New York

250 Hudson Street, 16th Floor | New York, NY 10013  
newyork@strategyone.net

## London

Southside | 105 Victoria Street | London SW1E 6QT, UK  
london@strategyone.net

## Paris

54, Rue de Monceau | 75008 Paris, France  
paris@strategyone.net

## Washington, DC

1875 Eye Street, NW, Suite 900 | Washington, DC 20006  
washington@strategyone.net

## Chicago

200 East Randolph Street, 63rd Floor | Chicago, IL 60601  
chicago@strategyone.net

## Silicon Valley

201 Baldwin Ave. | San Mateo, CA 94401  
siliconvalley@strategyone.net

## Atlanta

Centennial Tower | 101 Marietta Street, Suite 2900 | Atlanta, GA 30303  
atlanta@strategyone.net

## Abu Dhabi

Regus Al Batin Business Center | Building C6, Bainuna Street 34 | Abu Dhabi, UAE  
abudhabi@strategyone.net

- StrategyOne, a Daniel J. Edelman company, employs custom public opinion research and secondary research methodologies to deliver strategic counsel to corporate, organizational and governmental clients globally.
- With offices in Atlanta, Chicago, London, New York, Paris, San Mateo, Washington, D.C. and Abu Dhabi we provide global clients with evidence based stakeholder insights, analysis and measurement.
- Visit [www.strategyone.net](http://www.strategyone.net) for more information