MetLife Role of the Company Survey

December, 2017
Survey Methodology

- Survey fielded July 2017
- Conducted in the U.S. among 1,006 part and full-time employees
- Ages 21 and over
- Margin of error is plus or minus 3.5%
- Fielded by ORC International
Role of Company Survey – Core Findings

- Company “values” matter. They have tangible business benefit, leading to higher satisfaction, retention, loyalty.

- Employees would tradeoff salary to work at a place with aligned values.
As work and life continue to blend together, employees are bringing their personal values into the office and want companies not only to recognize those values, but share them. Fully nine out of 10 employees (89%) say they are willing to trade some of their salary to work at a company whose values match their own—a great deal of their salaries in some cases.

9-in-10 employees are willing to trade some share of their salary to work at a company whose values match their own.
On average, employees are willing to take a 21% pay cut to work for a company with values aligned with theirs.
The importance of aligned values was strongest for Millennials, who were willing to take the largest pay cut – 34% on average – to work for a company that shared their values. While Millennials are typically viewed as the most idealistic generation in the workforce today, Gen X and Baby Boomers weren’t too far behind: Gen X is willing to take an 18% pay cut and Baby Boomers, 15%, to share values with the company where they work. This willingness to trade off salary for aligned values is not reserved for higher income levels but is consistent across all income brackets: on average, those making less than $50K, between $50-100K, and $100K+ would take a 22%, 21%, and 19% cut, respectively.

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29% among non-profit employees.

And 25% among singles.
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Companies can reap rewards when they share values and act on these values, as employees who felt their values aligned with those of their employers were more than twice as likely to be satisfied in their jobs (78%) and feel loyal to their companies (77%) than those whose values didn’t match (32% and 31%, respectively). When values match, more than three-quarters (78%) plan to stay at their company, compared to 57% when values are misaligned.
Nearly two-thirds of American workers expect companies to go beyond providing a paycheck and contribute to their well-being (59%).

Responding to [shared] values took the form of a responsibility of companies to act, including working broadly to solve problems that impact employees (63% agree).
As part of their expectations on sharing values, employees want companies to take action on those values, as respondents were three times more likely to agree that “companies should contribute to the well-being of communities and society” than “companies should focus solely on making money” (57% vs. 18%).

Part of sharing values is looking outside the four walls of the office – 61% of employees say it is important to them to work for a company that contributes to the local community.

Responding to these values took the form of a responsibility of companies to act, including to improve local communities (75% agree).
Are companies fulfilling their employees’ desire for values alignment and action? More so than you might think. Respondents were four times more likely to agree their own company “makes the world a better place” than they were to disagree (56% vs. 13%).

56% of employees agree that their company “makes the world a better place.”
Another finding sheds light on this optimistic view of their employer held by many American workers: Despite a common perception that trust in companies is eroding, 57% still say they trust their company to “do the right thing” always or most of the time, versus only 37% who trust companies in general and 26% who feel that way about the government.
When employees feel that their company “contributes to the well-being of communities and society…

- Trust their company: 75% (versus 57% among employees who don’t feel their company contributes)
- Feel loyal to their company: 84% (versus 69% among employees who don’t feel their company contributes)
- Plan to stay at their company: 83% (versus 57% among employees who don’t feel their company contributes)