



Press Release

Two in Five Americans with a College Degree Are Likely to Look for a New Job in the Next 30 Days

“Flexible Hours” Rank Second Only to “More Money” on Candidates’ Wish List

New York, NY, May 19, 2017 — According to a recent online study conducted by Ipsos on behalf of LADIV, just over two in five (42%) Americans between the ages of 25-55, who have a college degree, say that they are at least somewhat likely to search for a new job in the next 30 days – including one in five (19%) who report being extremely likely to do so. Potential job seekers are especially likely to be male (57% vs. 43%), between the ages of 25-34 (41% vs. 23%, ages 45-55), have children living at home (60% vs. 40% no kids), and be employed part-time (64% vs. 52%, employed full-time).

- The remaining 58% say that they are not very/ not at all likely to search for a new job over the course of the next month. This is especially true for women (65%), older adults (72%, ages 45-55), those with no children at home (64%), and those who are currently employed full-time (61%).

When it comes to factors that would motivate respondents to consider moving to a new company/job - even if they are not currently searching - better salary/compensation is top ranked, with more than three quarters (77%) selecting this option. Another six in ten (60%) say that flexible work hours would encourage them to consider moving to a new company/ job. This signals a seismic shift from the traditional candidate requirements for a long-term fit (such as health benefits, retirement or growth opportunities), and underscores the need for work-life balance.

- Women are significantly more likely than men to rate better compensation (83% vs. 71%, respectively) and flexible work hours (66% vs. 53%) as being important to them when deciding to switch jobs/employer. Those not likely to search for a new job in the next 30 days mirror this pattern, with greater proportions rating these things as important to them versus those who are likely to look for new career opportunities soon.
- Better salary/ compensation is also more likely to be a motivating factor for older adults (86%, ages 45-55), the less affluent (87%, earning less than \$50,000 annually), and those who are not married (85%).

Healthcare coverage (48%) and career advancement (46%) make up a secondary tier, with not quite half saying that these factors would make them consider switching employers, while nearly a third say the same thing of stock options/ profit sharing/retirement saving programs (32%) and a shorter commute (31%).

At least two in five mention better top management (26%), telecommute options (24%), company mission/ values (24%), and continuing education programs and/or reimbursement (21%) as factors that would motivate them to consider moving to a new company/ job. Slightly fewer say the same thing about having access to fitness programs/ gym (18%), a collaborative environment (17%), private/ better offices (16%), and better line managers (15%). While on-site meals or snacks (13%) and being close to public transportation/ free parking (10%) are important factors for at least one in ten, other factors such as daycare (9%), concierge services

Address: Time & Life Building, 1271 Avenue of the Americas, 15th Floor
New York, NY 10020
Tel: +1 212 265-3200

Contact: **Negar Ballard**
Senior Account Manager, U.S., Ipsos Public Affairs
Email: negar.ballard@ipsos.com
Tel: +1 312 292-8366



Press Release – continued –

(6%) and wheelchair access (4%) fall below this threshold. Very few (3%) mention some other factor as being most likely to make them consider leaving their current company/ job for another.

- Those who report being likely to search for a new job in the next 30 days are also significantly more likely to emphasize the importance of lower rated factors (those other than money/ salary, flexible hours, and healthcare) when thinking about what would make them consider moving to a new company/ job

Sample Profile

Among those surveyed, roughly one in ten report working the field of education/ training (13%), IT/ cyber security (10%), accounting/ administration (9%), engineering (9%), or healthcare (8%). Another one in twenty report working instead in customer service (6%), management/ general business/ strategy/ planning (6%), sales (5%), or finance (4%), while other job departments/ fields are mentioned by few. Just over one in ten (14%) report working in some other field not listed.

- Adults working in IT/ cyber security/ infrastructure (13%) are among the most likely to say that they are planning on searching for a new professional opportunity in the near future (versus 8%, unlikely).
- On the other hand, those working in the field of education/ training are more likely to say that they are not planning on searching for a new job in the next 30 days (16% vs. 9%, likely).

About the Study

These are the findings from an Ipsos poll conducted February 9 – 15, 2017 on behalf of LADIV. For the survey, a sample of 1,320 adults between the ages of 25-55 from the continental U.S., Alaska and Hawaii, was interviewed online in English. In order to qualify for the survey, respondents had to have a college education (Associate's degree or higher) and also be currently employed full-time, part-time, or unemployed but looking for a job. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.1 percentage points for all respondents surveyed.

The sample for this study was randomly drawn from Ipsos's online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, region, race/ethnicity and income.

Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents (see link below for more info on Ipsos online polling "Credibility Intervals"). Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,320, DEFF=1.5, adjusted Confidence Interval=4.6).

For more information about conducting research intended for public release or Ipsos' online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.

Address: Time & Life Building, 1271 Avenue of the Americas, 15th Floor
New York, NY 10020
Tel: +1 212 265-3200

Contact: **Negar Ballard**
Senior Account Manager, U.S., Ipsos Public Affairs
Email: negar.ballard@ipsos.com
Tel: +1 312 292-8366



Press Release – continued –

For more information on this news release, please contact:

Negar Ballard
Senior Account Manager, U.S.
Ipsos Public Affairs
+1 312 292-8366
negar.ballard@ipsos.com

Marie-Pierre Lemay
Account Manager, U.S.
Ipsos Public Affairs
+1 613 793-1622
marie.lemay@ipsos.com

About Ipsos Public Affairs

Ipsos Public Affairs is a non-partisan, objective, survey-based research practice made up of seasoned professionals. We conduct strategic research initiatives for a diverse number of American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

Ipsos has media partnerships with the most prestigious news organizations around the world. In Canada, the U.S., UK, and internationally, Ipsos Public Affairs is the media polling supplier to Reuters News, the world's leading source of intelligent information for businesses and professionals. Ipsos Public Affairs is a member of the Ipsos Group, a leading global survey-based market research company. We provide boutique-style customer service and work closely with our clients, while also undertaking global research.

About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 89 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,782.7 million in 2016.

Address: Time & Life Building, 1271 Avenue of the Americas, 15th Floor
New York, NY 10020
Tel: +1 212 265-3200

Contact: **Negar Ballard**
Senior Account Manager, U.S., Ipsos Public Affairs
Email: negar.ballard@ipsos.com
Tel: +1 312 292-8366



Press Release – continued –

GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society. We make our changing world easier and faster to navigate and inspire clients to make smarter decisions. We deliver with security, speed, simplicity and substance. We are Game Changers.

Ipsos is listed on Eurolist – NYSE-Euronext.
The company is part of the SBF 120 and the Mid-60 index
and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP
www.ipsos.com

Address: Time & Life Building, 1271 Avenue of the Americas, 15th Floor
New York, NY 10020
Tel: +1 212 265-3200

Contact: **Negar Ballard**
Senior Account Manager, U.S., Ipsos Public Affairs
Email: negar.ballard@ipsos.com
Tel: +1 312 292-8366