Technology in the Workplace: Four in Ten (39%) Say They'd Consider Leaving Their Current Employer For One Who Makes Better Use of Technology

But Attitudes Towards Technology Vary By Industry Sector

Public Release Date: Tuesday, December 2, 2008, 6:00 AM EST

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New York, NY – A new Ipsos poll conducted on behalf of Fairfax County Economic Development Authority has revealed that most working Americans (80%) 'agree' (52% strongly/28% somewhat) that technology gives their company/organization a 'competitive advantage' in their industry. Furthermore, a similar proportion 'agrees' (56% strongly/24%) that 'technology is critical to their individual productivity at work' as well as their 'creativity' (78% total, 50% strongly/28% somewhat).

Clearly, working Americans are putting great emphasis on technology and its importance to their work. But there appears to be a disconnect between what employees are saying is important and what employers are providing for their employees. Only four in ten (41%) 'strongly agree' that their employer gives them 'excellent training' on all the latest innovations in their industry, compared to the 29% who only 'somewhat agree' and the three in ten 27%) who 'disagree' (13% strongly/14% somewhat) that this is the case.

In fact, technology appears to be so crucial for some working Americans that they would be prepared to leave their employer in search for one who makes better use of technology. Four in ten (39%) would go so far as to 'agree' (20% strongly/19% somewhat) that they'd consider leaving their employer to work for another company/organization that makes better use of available technology'. A majority (59%), though, 'disagrees' (42% strongly/18%) that they would make this step.

Similarly, four in ten (37%) 'agree' (21% strongly/16% somewhat) that they would consider leaving their employer to work for another company or organization that provided more in-depth training on the latest technologies available'. Six in ten (61%) 'disagree' (40% strongly/21% somewhat) with this sentiment.

Importance of Technology varies by Industry Sector…

Interestingly, the data reveal significant difference among respondents depending on in which industry sector they work:

- Those working in the manufacturing/construction sector (88%) as well as the health sector (87%) are more likely than those working in direct services (83%), professional services (79%), education (75%) or other (74%) sectors to agree that technology gives their company/organization a competitive advantage in their industry.

- Americans working in professional services are more likely (90%) to say that technology is critical to their individual productivity at work, when compared with those working in manufacturing/construction (80%), direct services (77%), health (77%), other sectors (76%) or education (72%).
- Similar trends are noticed when comparing the responses of those who 'agree' that access to technology is critical to their creativity at work, with those working in professional services (89%) being considerably more likely than those in manufacturing/construction (82%), education (76%), health (72%), direct services (72%) or other sectors (69%) to say that this is the case.
- Employees of the health sector are most likely (79%) to say that their employer gives them excellent training on the latest innovations. Those working in professional services (72%), manufacturing/construction (71%), education (70%), direct services (70%) and other sectors (61%) are less likely to agree.
- Americans working in the manufacturing sector (52%) are significantly more likely than those working in direct services (43%), health (39%), other sectors (39%), professional services (37%), or education (22%) to say that they would consider leaving their employer for another company that makes better use of available technology.
- Similarly, manufacturing/construction employees are more likely (48%) than direct service employees (43%), health workers (39%), those working in other services (38%), professional services (31%) or the education sector (26%) to agree that they would consider leaving their current employer to work for another company that provided more in-depth training on the latest technology.

Importance of Technology By Key Demographics…

There also appears to be significant differences in attitudes towards technology in the workplace by key demographics:

- Men (43%) are significantly more likely than women (31%) to suggest that they would work for another employer that provided more in-depth training on the latest technology. Perhaps this is because men (84%) are also more likely than women (77%) to suggest that technology in their workplace gives them a competitive advantage in their sector.
- Perhaps not surprisingly, younger workers, are more likely to place an emphasis on technology than their older counterparts. For example, those between aged 18-34 are more likely (47%) than those aged 35 to 54 (41%) and those aged 55+ (29%) to say that they would consider leaving their employer to work for another organization that makes better use of technology.
- Middle-aged Americans (85%) are more likely than their younger (79%) or older (74%) counterparts to say that technology is critical to their individual productivity at work.
- Those who live in the West (84%) and the Midwest (83%) are more likely than those in the South (79%) or Northeast (71%) to say that technology is critical to

their individual productivity at work. However, those in the South (74%) are most likely to say that their employer gives them excellent training on the latest technological innovations in their field, while those in the Midwest (71%), West (69%) and Northeast (63%) are less likely to say this.

These are some of the findings of an Ipsos poll conducted September 18-29,2008. For the survey, a nationally representative sample of 1004 employed Americans were interviewed by telephone via Ipsos' U.S. Telephone Express omnibus. With a sample of this size, the results are considered accurate within ± 3.1 percentage points, 19 times out of 20, of what they would have been had the entire population of working adults in the U.S. been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were weighted to ensure the sample's regional and age/gender composition reflects that of the actual U.S. population according to data from the U.S. Census Bureau.

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