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SEARCH RESULTS - STORY

Job-market survey reveals loyalty split

MATTHEW DEBOCK

Montreal Gazette

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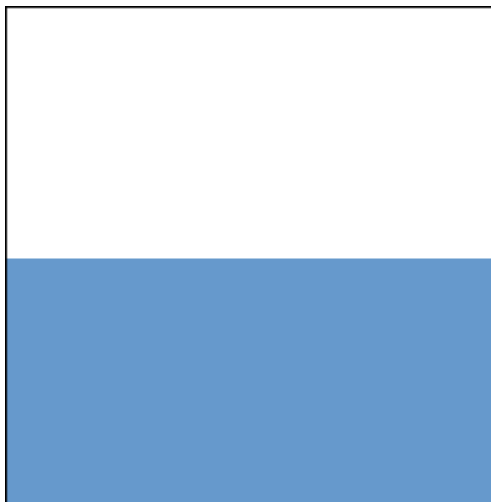
Think you are more loyal to your employer than it is to you? According to a new job-market survey, you're not alone.

The study, conducted by staffing firm Randstad and market researcher RoperASW, suggests that when it comes to the perception of loyalty, employees and employers see things quite differently.

While 65 per cent of employees said they are loyal to their employer, only 50 per cent of employers believed employees are loyal. Conversely, 70 per cent of employers said they are loyal to their employees, but only 41 per cent of staffers agreed. Why the discrepancy?

Psychologist Jim Browning said varying perceptions are not limited to professional relationships. "People often tend to emphasize their own positive points and emphasize the other person's critical points," he said.

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"It happens in marriages, it happens in all situations, so it wouldn't be surprising that it would happen with employers and employees."

The survey also found that communication can increase satisfaction and loyalty and significantly reduce employee turnover. While 88 per cent of workers who receive formal performance evaluations said they expect to be with the same company a year from now, only 79 per cent of those who don't receive evaluations said they expect to stay put.

As well, 89 per cent of employees who are privy to company financial data said they plan to stay put compared with 81 per cent of those who are not aware of the company's financial position. In addition, the study suggests that more than 70 per cent of employees feel job security is a thing of the past, and fewer employees are now "job-hopping."

In Randstad's 2000 survey, 39 per cent said they were "always looking for a better job opportunity." For 2002, only 30 per cent said the same thing.

The survey found that the percentage of workers who consider family as their top priority has increased to 68 per cent from 54 per cent in 2000. Browning said the events of Sept. 11 are probably the main reason for the shift.

RoperASW conducted interviews in January and February 2002. A total of 1,105 employees and 882 employers were interviewed.

The sampling error for the employees is 3.6 per cent and 4.7 per cent for the employers.

Survey Findings

Percentage who think employees are loyal:

Employees: 65

Employers: 50

Percentage who think employers are loyal:

Employees: 41

Employers: 70

Percentage of employees who think job security is a thing of the past:

2000: 63

2002: 68

Percentage of employees who are "always looking for a better job:"

2000: 39

2002: 30

Percentage of employees who consider family their top priority:


2000: 54

2002: 68

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