June 2020 Pulse Poll

Business Recovery Insights: The Mindset of Georgia’s Employees Today

Note: We invite you to use these images for your business communications. Please credit goBeyondProfit for the insights.

Contextual details are provided in the downloadable report and Press Release available on goBeyondProfit.org.

goBeyondProfit is a statewide alliance launched by business leaders for business leaders to spur corporate generosity and improve people’s lives.
Methodology

• An online survey was conducted among employed Georgians between June 4-7, 2020.
• goBeyondProfit contracted with Dynata, a provider of first-party data contributed by people who opt-in to participate in surveys and market research, for the sample.
• Respondents qualified for the survey if they were employed by a company that has a Georgia presence or a Georgia office. Respondents indicated their work was in the full range of workplace environments from office to manufacturing.
• The survey drew 569 completes. At a 95% confidence level, the survey has an error range of +/- 4%.
• Survey lead: Sheri Sorrell, Director, Intelligence & Analytics at Jackson Healthcare
Summary

- Most of our respondents worked in an office prior to the pandemic (31%), followed by retail/restaurant (14%), hospital/emergency/healthcare (12%) and school/educational facility (12%)

- In employer’s pandemic response, respondents rated them most highly in demonstrating care for employees (mean 4.10) and communicating well with transparency (mean 3.95)

- Employers’ pandemic response has engendered a higher level of trust and loyalty in employees. 57% rated their level of trust and loyalty for their employers higher than it was before the pandemic.

- Employees most want to feel secure that their workplace is a safe physical environment (mean 4.22) and to feel appreciated and valued by the business (4.17)

- Employees gauge their mental well-being at a 3.59 and their work productivity 3.48 on a five point scale

- Employees are most worried about job security (25%), coronavirus exposure (23%) and the health of family/myself/friends (23%)
Workplace Settings Prior to Pandemic

“Which of the following best describes your work setting prior to the pandemic?”

- Office: 31%
- Retail / Restaurant: 14%
- Hospital / Emergency / Healthcare: 12%
- School / Educational Facility: 12%
- Manufacturing / Processing: 9%
- Multiple Sites Daily: 7%
- Outdoors: 6%
- Vehicle / Transportation: 5%
- Other: 4%
Rating Employer’s Pandemic Response

“How would you rate your employer’s pandemic response on…”

- Demonstrating care for employees
  - Mean: 4.10
  - Top Two Box: 76%
- Communicating well with transparency to employees
  - Mean: 3.95
  - Top Two Box: 70%
- CEO/President visibility and accessibility
  - Mean: 3.83
  - Top Two Box: 67%
- Outreach to help community needs
  - Mean: 3.84
  - Top Two Box: 65%
- Adapting the business to market shifts
  - Mean: 3.83
  - Top Two Box: 65%
Level of Trust and Loyalty for Employer Compared to before Pandemic

“Based on their pandemic response, how would you characterize the level of trust and loyalty you have for your employer compared to before the pandemic?”

Mean 3.71

- Much higher: 25%
- Slightly higher: 32%
- About the same: 34%
- Slightly lower: 4%
- Much lower: 4%
Employee Workplace Wishes

“How strongly do you agree or disagree with each of the following statements? I want to (my)…”

- Feel appreciated and valued by the business
- Feel a sense of purpose in my work
- Feel secure that workplace is a safe physical environment
- Employer to communicate the steps they’re taking to make workplace safe
- Allow work location flexibility between home and work
- Employer to communicate frequently about business recovery progress
- Understand that sometimes I am emotionally impacted

Mean:
- 4.17
- 4.14
- 4.22
- 4.11
- 4.02
- 4.12
- 3.88

Top Box:
- 75%
- 75%
- 78%
- 75%
- 68%
- 75%
- 66%

Strongly agree
Somewhat agree
Neither
Somewhat disagree
Strongly disagree
Work Productivity and Mental Well-Being

“How would you characterize your work productivity overall right now compared with before the pandemic?”
“How would you characterize your mental well-being now?”

Mean: 3.48

Mean: 3.59
Top Worries

“In relation to your job, what are you most worried about right now? Please choose one.”

- Job security, financial well-being: 25%
- Coronavirus exposure: 23%
- Health of my family/myself/friends: 23%
- None of these - no worries: 11%
- Advancing work skills and development: 9%
- Family logistics: 7%