



PUBLIC POLL FINDINGS AND METHODOLOGY

Salary and location most important to Americans when deciding on a job

A new Ipsos poll finds compensation and price drive Americans' decision making on employment and household purchases

Topline Findings

Washington DC, June 24, 2022 –

These are the findings of an Ipsos poll conducted between June 16 - 17, 2022. For this survey, a sample of 999 adults, including 580 adults that are currently working, age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 3.8 percentage points for all respondents.

For full results, please refer to the following annotated questionnaire:





PUBLIC POLL FINDINGS AND METHODOLOGY

Full Annotated Questionnaire

1. Which of the following most closely describes your current working or employment status?

Total Agree Summary

	Total (N=999)
Working full-time	41%
Retired	23%
Student, homemaker, or other not currently working	11%
Working part-time	8%
Self-employed	8%
Unemployed, looking for work	8%

2. Last time you started a new job, how did you prioritize the following before you decided to take the job? Please rank the following in order, from 1 being most important to 6 being least important.

Base: Currently Working – Selected Working full-time, Working part-time, or Self-employed in Q1

Total Mean Summary

	Total (N=580)
Salary or pay	2.3
Job location or schedule	3.0
Interest in job role	3.2
Benefits like health insurance or a retirement plan	3.9
Company's management, culture, or work environment	4.1
Company's values, purpose, or contribution to society	4.5

3. When you are buying things for your household, how do you decide which brand to buy a particular product from? Please consider the following factors and rank them in order, from 1 being most important to 5 being least important

Base: Currently Working – Selected Working full-time, Working part-time, or Self-employed in Q1

Total Mean Summary

	Total (N=580)
Price	2.0
Quality or style	2.2
Availability or ease of purchasing	3.0
Recommendations from people	3.8
Company or manufacturer's values, purpose, or contribution to society	4.0





PUBLIC POLL FINDINGS AND METHODOLOGY

4. How important, if at all, are each of the following to you in deciding whether or not to take a job?

Base: Currently Working – Selected Working full-time, Working part-time, or Self-employed in Q1

Total Important Summary

	Total (N=580)
Salary or pay	93%
Job location or schedule	92%
Interest in job role	92%
Company's management, culture, or work environment	88%
Benefits like insurance or retirement	86%
Company's values, purpose, or contribution to society	79%

Salary or pay	Total
Very important	73%
Somewhat important	20%
Not very important	3%
Not at all important	1%
Dont know/Not applicable	2%
<i>Important (Net)</i>	93%
<i>Not important (Net)</i>	5%

Benefits like insurance or retirement	Total
Very important	57%
Somewhat important	29%
Not very important	9%
Not at all important	3%
Dont know/Not applicable	2%
<i>Important (Net)</i>	86%
<i>Not important (Net)</i>	12%

Job location or schedule	Total
Very important	62%
Somewhat important	30%
Not very important	5%
Not at all important	1%
Dont know/Not applicable	3%
<i>Important (Net)</i>	92%
<i>Not important (Net)</i>	5%



PUBLIC POLL FINDINGS AND METHODOLOGY

4. How important, if at all, are each of the following to you in deciding whether or not to take a job?
(Continued)

Interest in job role	Total
Very important	65%
Somewhat important	28%
Not very important	5%
Not at all important	1%
Dont know/Not applicable	2%
<i>Important (Net)</i>	<i>92%</i>
<i>Not important (Net)</i>	<i>6%</i>

Company's management, culture, or work environment	Total
Very important	47%
Somewhat important	41%
Not very important	9%
Not at all important	2%
Dont know/Not applicable	1%
<i>Important (Net)</i>	<i>88%</i>
<i>Not important (Net)</i>	<i>11%</i>

Company's values, purpose, or contribution to society	Total
Very important	36%
Somewhat important	43%
Not very important	14%
Not at all important	6%
Dont know/Not applicable	1%
<i>Important (Net)</i>	<i>79%</i>
<i>Not important (Net)</i>	<i>20%</i>



PUBLIC POLL FINDINGS AND METHODOLOGY

5. How much do you agree or disagree with the following statements?

Base: Currently Working – Selected Working full-time, Working part-time, or Self-employed in Q1

Total Agree Summary

	Total (N=580)
My company acts in accordance to their stated values	85%
My company communicates their values to employees clearly	83%
My company communicates their values to the public clearly	80%
Leaders at my company share my values	80%

My company acts in accordance to their stated values	Total
Strongly agree	46%
Somewhat agree	38%
Somewhat disagree	9%
Strongly disagree	3%
Don't know/Not applicable	6%
<i>Agree (Net)</i>	<i>83%</i>
<i>Disagree (Net)</i>	<i>11%</i>

My company communicates their values to employees clearly	Total
Strongly agree	45%
Somewhat agree	35%
Somewhat disagree	11%
Strongly disagree	3%
Don't know/Not applicable	6%
<i>Agree (Net)</i>	<i>80%</i>
<i>Disagree (Net)</i>	<i>14%</i>

My company communicates their values to the public clearly	Total
Strongly agree	48%
Somewhat agree	36%
Somewhat disagree	8%
Strongly disagree	3%
Don't know/Not applicable	5%
<i>Agree (Net)</i>	<i>85%</i>
<i>Disagree (Net)</i>	<i>11%</i>





PUBLIC POLL FINDINGS AND METHODOLOGY

5. How much do you agree or disagree with the following statements? (*Continued*)

Leaders at my company share my values	Total
Strongly agree	42%
Somewhat agree	38%
Somewhat disagree	11%
Strongly disagree	3%
Don't know/Not applicable	6%
<i>Agree (Net)</i>	<i>80%</i>
<i>Disagree (Net)</i>	<i>15%</i>

6. Which of the following best describes your current job?

Base: Currently Working – Selected Working full-time, Working part-time, or Self-employed in Q1

	Total (N=580)
Office job (e.g. work in an office setting, primarily at a computer)	37%
Retail job (e.g. working directly with customers, stock, or store operations)	16%
Labor job (e.g. construction, landscaping, etc.)	13%
Foodservice job (e.g. server, cashier, cook, chef, etc.)	6%
Not-for-profit job (e.g. churches, public schools, public charities, etc.)	6%
Government job (e.g. local, state, or government)	6%
Gig job(s) (e.g. food delivery, rideshare driving, tasks for hire, etc.)	5%
Other	11%

7. How much of your job would you say you perform on a computer?

Base: Currently Working – Selected Working full-time, Working part-time, or Self-employed in Q1

	Total (N=580)
100%	20%
75-99%	22%
50-74%	21%
25-49%	15%
1-25%	13%
0%/None	10%





PUBLIC POLL FINDINGS AND METHODOLOGY

About the Study

These are the findings of an Ipsos poll conducted between June 16 - 17, 2022. For this survey, a sample of 999 adults, including 580 adults that are currently working, age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

The sample was randomly drawn from [Ipsos' online panel, partner online panel sources, and "river" sampling](#) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a 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 2019 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, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability 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 3.8 percentage points for all respondents. 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=999, DEFF=1.5, adjusted Confidence Interval=+/-5.3 percentage points).

The poll has a credibility interval of plus or minus 5.0 percentage points for those that are currently working.

For more information on this news release, please contact:

Mallory Newall
Vice President, US
Public Affairs
+1 202 374-2613
mallory.newall@ipsos.com





PUBLIC POLL FINDINGS AND METHODOLOGY

About Ipsos

Ipsos is the world's third largest Insights and Analytics company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1st, 1999. 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

