



*Blue
Board*

New research: Employee appreciation linked to higher engagement and job security

67% of employed Americans feel appreciation in short supply at work.

In an era where employees are often portrayed as companies' most important assets, the clear majority see themselves as undervalued. In fact, **2 in 3 (67%) say they don't always feel appreciated for their contributions at work**, according to a survey of 400 employed Americans by Wakefield Research for Blueboard. Moreover, **42% of employees surveyed feel their company lacks a strong culture of appreciation.**

This research also further highlighted a pressing employee engagement gap: **Nearly half of employed Americans (49%) say employees are less than fully engaged in their work at their company.** It also revealed widespread feelings of job insecurity, with **nearly 3 in 5 employed Americans (57%) reporting they feel less than 100% secure in their current job.**

The good news? Companies can close these employee engagement and job security gaps by prioritizing a culture of appreciation.

4x

Employees who feel appreciated are four times more likely than those who are not often appreciated to say employees at their company are fully engaged.

7x

Employees who feel appreciated are seven times more likely than those who are not often appreciated to feel completely secure in their jobs.

Explore the key findings.

Recognizing workers for their contributions may be a key to keeping them engaged and productive.

- American workers who often or always feel appreciated for their contributions at work (68%) are more likely than those who feel appreciated sometimes or even less (16%) to say employees at their company are fully engaged in their work.
- Those who often feel appreciated are 4.17 times more likely than those who are not often appreciated to say employees at their company are fully engaged.
- More than half (51%) who identified their colleagues as less than fully engaged are much more likely to say their company lacks a strong culture of appreciation than those who report fully engaged employees (33%).
- Those at companies with lower engagement are 1.52 times more likely to say their company lacks a strong culture of appreciation compared to those at companies with fully engaged employees.

Feeling underappreciated may lead to workers questioning their future at the company.

- Nearly 3 in 5 employed Americans (57%) say they feel less than 100% secure in their current job.
- This number is higher among employees surveyed who feel their company lacks a strong culture of appreciation (64%).

Employers may be missing opportunities to support their most vulnerable workers.

- Notably, employees who felt completely secure in their job (94%) were significantly more likely to say they felt appreciated always or often than those who felt less than 100% secure (49%).
- Those who feel completely secure in their jobs are nearly two times (1.93) more likely than those who don't feel completely secure to feel appreciated often or always.

Executives may not be getting the complete picture when it comes to employee engagement.

- Non-executives (57%) are significantly more likely to report a less than fully engaged workforce than executives (36%).
- Non-executives are 1.57 times more likely than executives to say their workforce is less than fully engaged.
- This means that leadership may not have a complete view into the pervasiveness or impact of employee disengagement on their people and company culture.

Workers at larger companies are particularly more susceptible to feeling overlooked.

- Employed Americans at companies of more than 100 employees (41%) are more likely to note this lack of appreciation than those at companies with 1-100 employees (22%).
- Those at companies with more than 100 employees are 1.34 times more likely to feel this way than those at smaller companies.

The sentiment of younger workers indicates that showing appreciation must be a company-wide practice for years to come.

- Employed Millennials (49%) are much more likely to agree their company lacks a strong culture of appreciation than their Gen X counterparts (33%).
- Millennials are 1.5 times more likely than Gen X to say their company lacks a strong culture of appreciation.

Companies looking to increase employee engagement may need to assess their culture of appreciation.

- American workers who feel their company has a strong culture of appreciation (59%) are more likely than those at companies without that strong culture (41%) to say their colleagues are fully engaged in their work.
- Those at companies with a strong culture of appreciation are 1.43 times more likely than those at companies without a strong culture of appreciation to say employees at their company are fully engaged.

Creating an environment where employees are seen, heard, and valued can be a benefit to all.

- American workers who often or always feel appreciated for their contributions (59%) are more likely than those who only feel appreciated sometimes or even less (8%) to feel completely secure in their job.
- Those who feel appreciated in their jobs all the time or often are 7.27 times more likely to feel completely secure in their jobs than those who feel appreciated sometimes or less often.

Deeper dive: The experience of employees with marginalized identities.

With this research, Blueboard wanted to speak directly to employees with more marginalized identities to learn if their experiences of workplace appreciation, engagement, and job security differed from the general employee population. The results indicate a more pronounced experience for these employees:

While employed Americans with more marginalized identities largely agree about not always feeling appreciated, they say the problem is systemic and hurting them professionally.

- Half of employed people of color (50%) and more than half of employed people who identify as LGBTQ+ (53%) say their company lacks the strong culture of appreciation that's essential for their success, compared to 42% of employed workers overall.

Those who may feel marginalized in their non-professional lives may also doubt whether their company still sees them as a good fit.

- Nearly 2 in 3 employed people of color (64%) and employees who identify as LGBTQ+ (64%) say they feel less than 100% secure in their job, compared to 57% of employed workers overall.

Methodology.

The Blueboard Survey was conducted by Wakefield Research (www.wakefieldresearch.com) among 400 general population US employed adults, between January 18th and January 24th, 2023, using an email invitation and an online survey. Oversampling was conducted to reach 100 total non-white/ persons of color in the US who are employed and 100 LGBTQ+ Americans who are employed. Data has been weighted.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. For the interviews conducted in this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 4.9 percentage points in the main sample, and 9.8 percentage points in each oversample, from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.



About Blueboard.

Blueboard is the experiential rewards platform of choice for the world's most loved employers. We make it easy for companies to give experiential employee rewards, incentives, and gifts — from one-of-a-kind to once-in-a-lifetime experiences (think skydiving, dining through Michelin stars, learning to blow glass, or chasing the Northern Lights).

We support enterprise workforces across 70 countries and partner with hundreds of Best Places to Work, including Abbott Diabetes Care, Mixpanel, Segment, Glassdoor, Shake Shack, GoPro, and Ubisoft to help them celebrate their people in a more meaningful way. Learn more at Blueboard.com.