

IRISH BUSINESS TIPPING POINT SURVEY 2017

Key drivers and concerns of business
professionals in Ireland today



Summary Report
June 2017





Dear Reader,

In June 2017 PeopleSource conducted its first 'Tipping Point' survey of business professionals in Ireland.

We were thrilled by the interest generated in our questions, which dealt with everything from quality of life, to financial situations, to aspects of time management and even some socio-political issues.

Overall, we received almost 800 individual responses to our twenty-five questions, and as you will see on the following pages, some of these replies were quite revealing.

Please don't hesitate to contact me with any questions or comments you might like to share on our findings.

Sincerely yours,

Rachel

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Overview

- In June 2017, PeopleSource issued a survey to over 10,000 business professionals in Ireland
- The goal of the survey was to discover the 'Tipping Points' that influenced people's day-to-day attitudes at work
- The 25 questions asked included critical aspects of time management, financial situations, quality perceptions, and socio-political issues
- Almost 800 responses to the survey were received, mainly from professionals in the Financial, Human Resources and Property areas
- IT, Sales, Marketing, Engineering, Analytics, Operations and other disciplines were also represented in the survey results.

Summary of Findings – Time Management

- There is a significant disparity between male and female attitudes towards what are considered 'reasonable' working hours
- In almost every age bracket, more females than males believed it was never acceptable to show up late for work
- Over 50% of females indicated that they would not be willing to stay late more than two days per week v. 36% of males
- 44% of all males between 30-39 years of age believed it was acceptable to show up late for work v. just 21% of those aged 40-49.

Summary of Findings – Financial Situations

- Over 75% of respondents indicated that it would take an increase of 20% or more to make them change jobs
- Only 22% of all survey respondents believe that they are being paid what they are worth
- 76% of females aged between 20-29 responded that they allocated no more than 30% of their earnings towards mortgage or rental payments
- Around 70% of respondents indicated that their benefits were worth between 5-10% of their base salary.

Summary of Findings – Quality Perceptions

- 'Lack of Engagement' was cited as the most detrimental aspect of the company interview process
- Almost a quarter of all male respondents indicated that the job tenure expectation should be either indefinite or at least five years
- Older males (over 40) tended to favour less frequent team-building exercises when compared with females and other age categories
- Males over fifty were the only group in which the majority felt that 6-10 reports were too many to manage a team effectively.
- Double the norm (56% v. 27% overall) of Females over fifty years of age felt that the pressure was on them either 24/5 or 24/7.

Summary of Findings – Quality (continued)

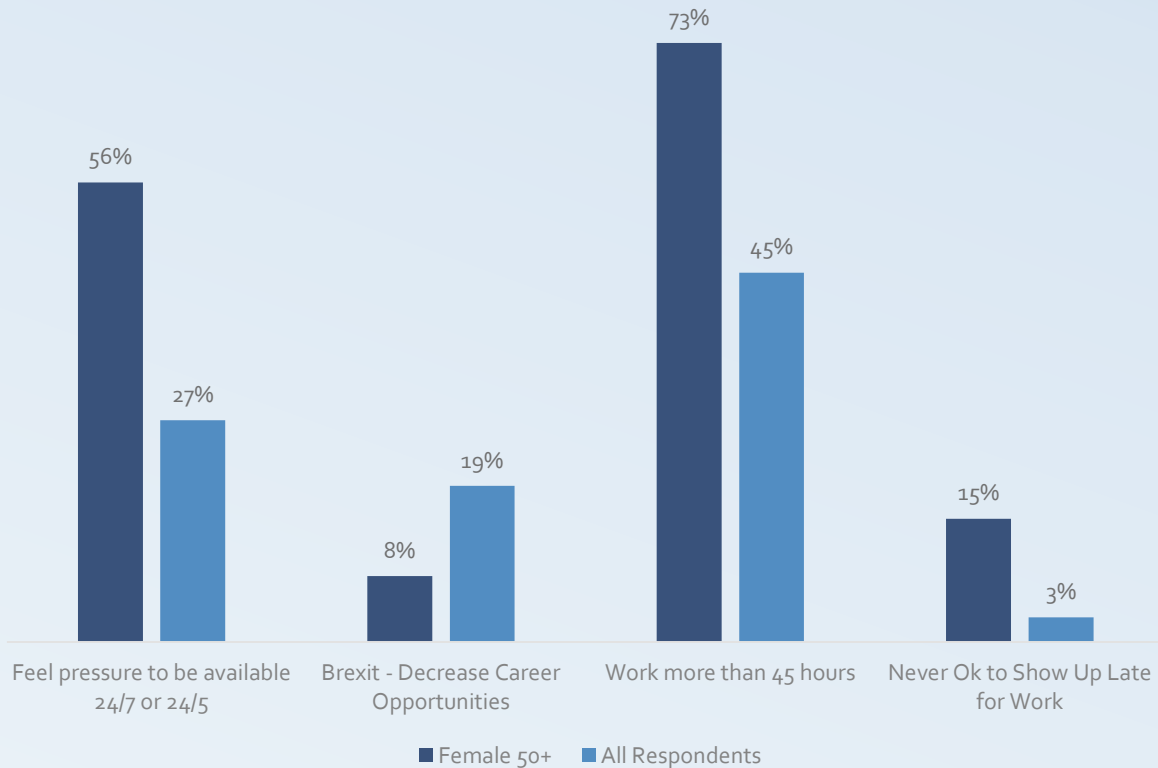
- Females aged over fifty were the only group to favour 'Flexibility in working hours' over 'Salary' as a reason for changing jobs
- Almost half of all respondents indicated that they would lose focus within 30 minutes during a meeting.

Summary of Findings – Other Topics

- 92% of female respondents over fifty years of age indicated they believe Brexit will either increase or have no affect on their career opportunities
- Less than 1 in 12 respondents indicated that job security is their biggest concern
- Three times as many females and almost four times as many males indicated positive discrimination is not the right way to go
- Only 5% of all females indicated that they would start their own business if they lost their current job, compared with 15% of males.

Summary of Findings – Age Differences

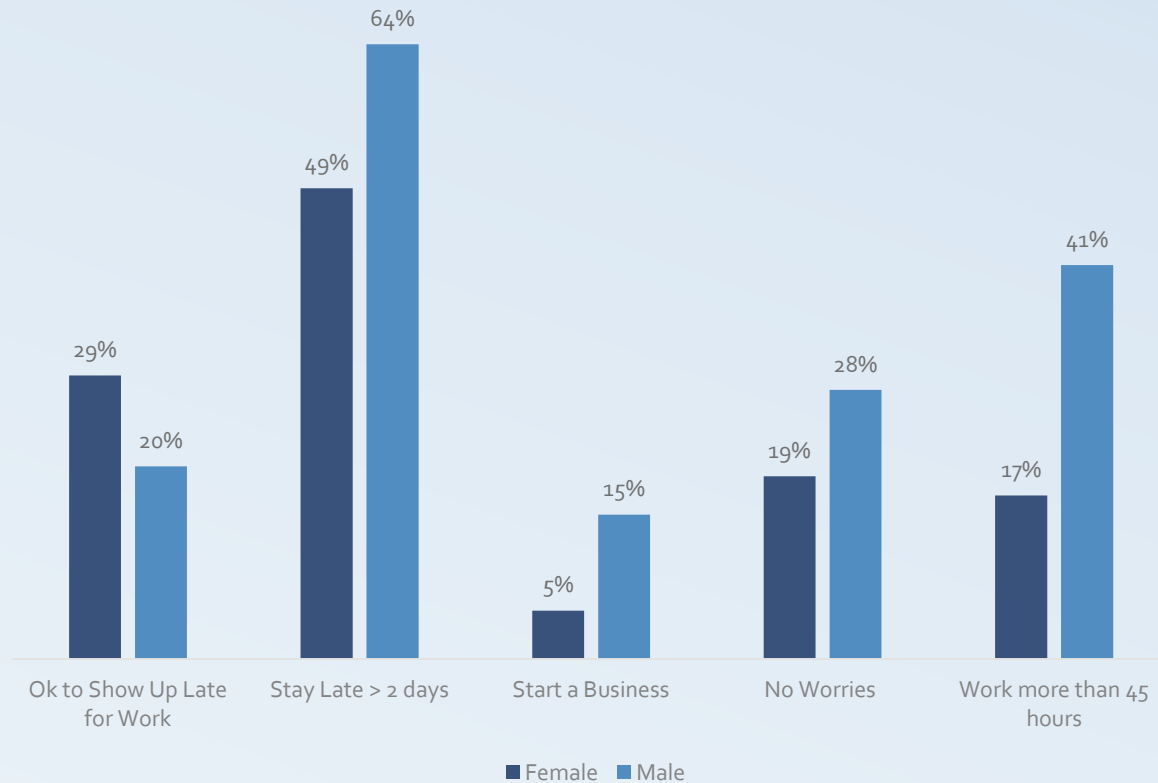
Some Differences between Females over fifty and all other respondents



- Over half of all female respondents aged over fifty felt pressured to be available 27/7 or 24/5 for work v. 27% of all others
- Only 8% of all female respondents aged over fifty felt that Brexit would decrease their career opportunities v. 19% of all other respondents
- 73% of all female respondents aged over fifty indicated that they worked more than 45 hours per week v. 45% of all others
- Five times more females over fifty felt that it was not ok to ever show up late for work v. 3% of all others.

Summary of Findings – Gender Differences

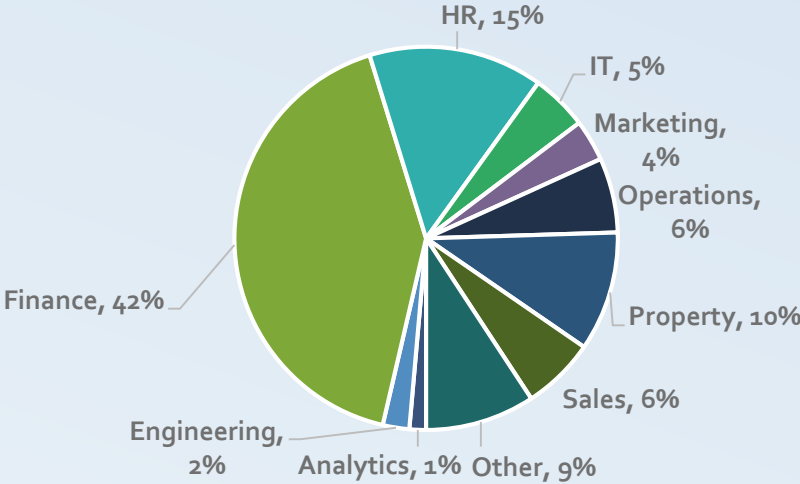
Differences in Female v Male Responses - Examples



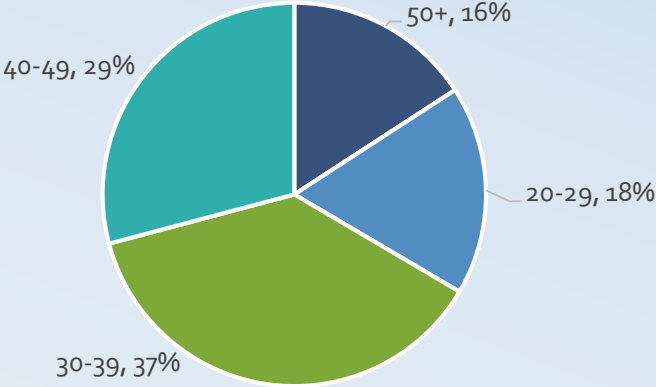
- Only 20% of all males v. 29% of females believed that it was ok to show up late for work under certain circumstances
- Almost two-thirds of males indicated that they would stay late at work more than two days per week v. half of all females
- Only 5% of females indicated that they would start their own business if they lost their job v. 15% of males
- 28% of all males indicated that they had no worries keeping them awake at night v. 19% of females
- 41% of all males suggested that it was reasonable to work more than 46 hours per week v. 17% of females.

Demographics – 750 Respondents

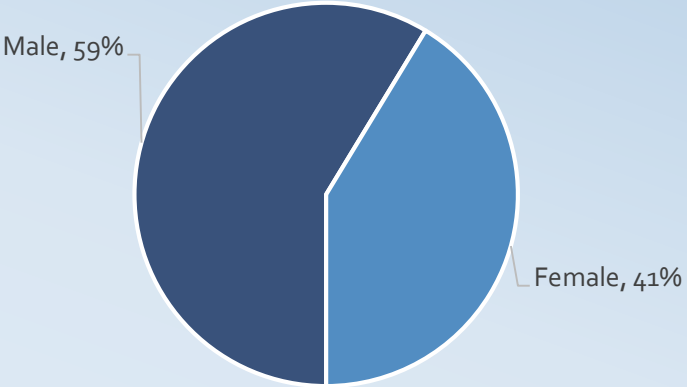
Survey Respondents by Discipline



Survey Respondents by Age



Survey Respondents by Gender



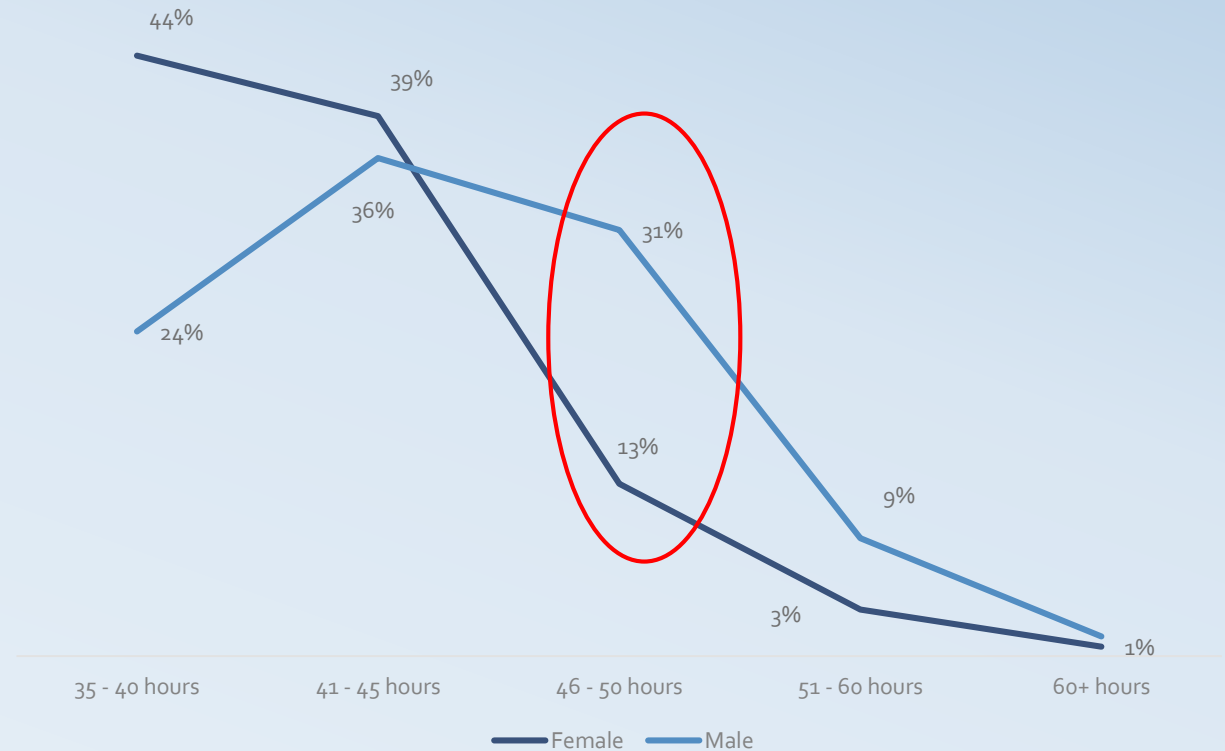
Time Management

Reasonable v Actual Working Hours, Commuting Time,
Overtime and Tardiness

Time – Reasonable Work Hours

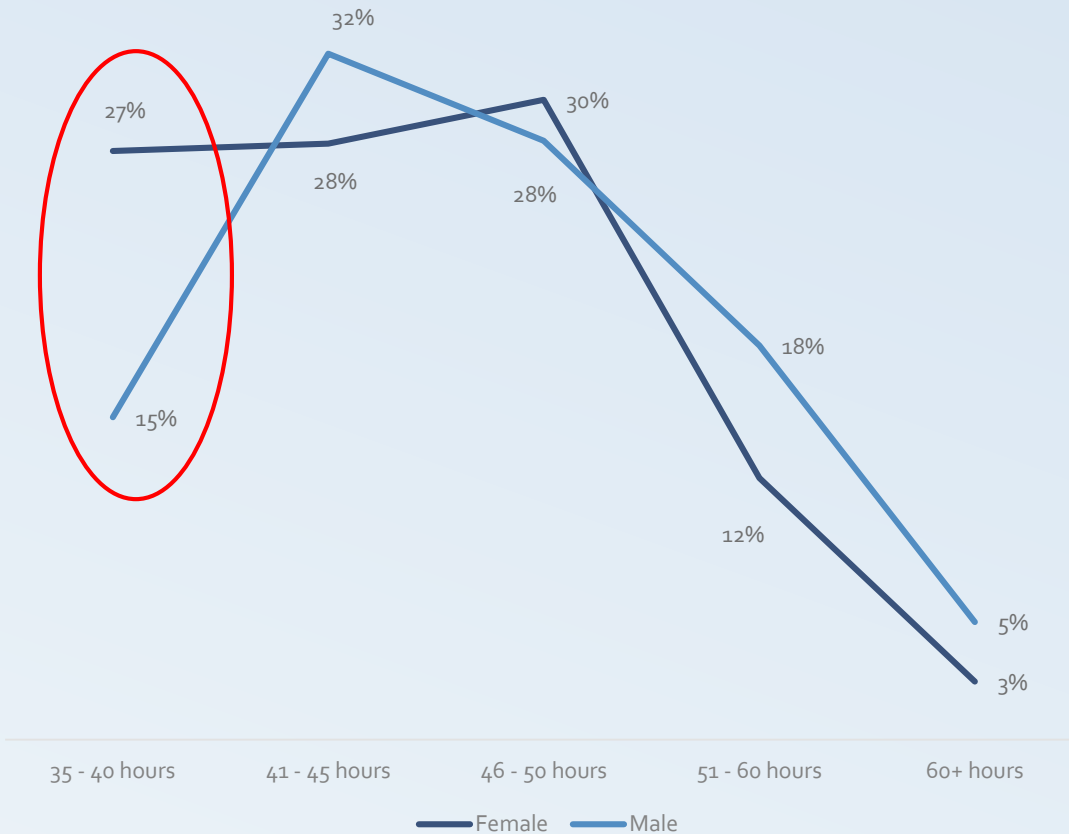
- There was a distinct disparity in the responses from females and males
- Only 13% of females believed that 46-50 working hours was reasonable, compared to 31% of males
- Conversely, 44% of females felt that 35-40 hours was reasonable, compared to just 24% of males.

Reasonable Work Hours Per Week



Time – Actual Work Hours

Actual Work Hours Per Week

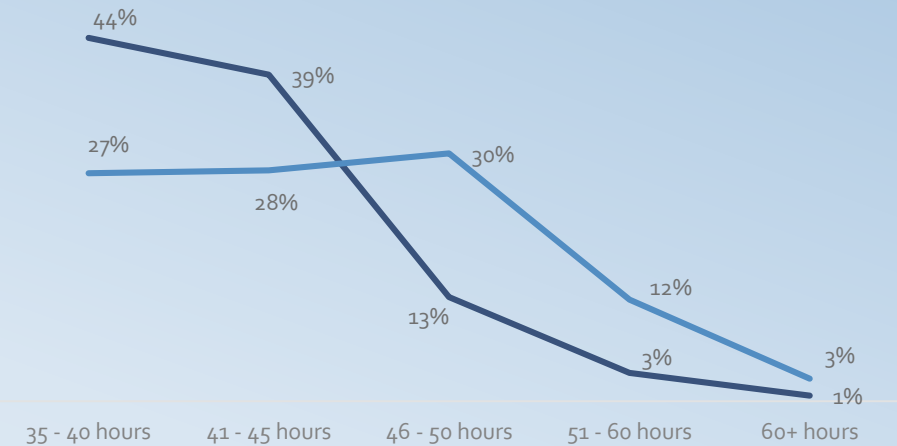


- Again, there was a disparity in the responses between males and females
- Only 15% of males worked less than 41 hours per week, compared to 27% of females

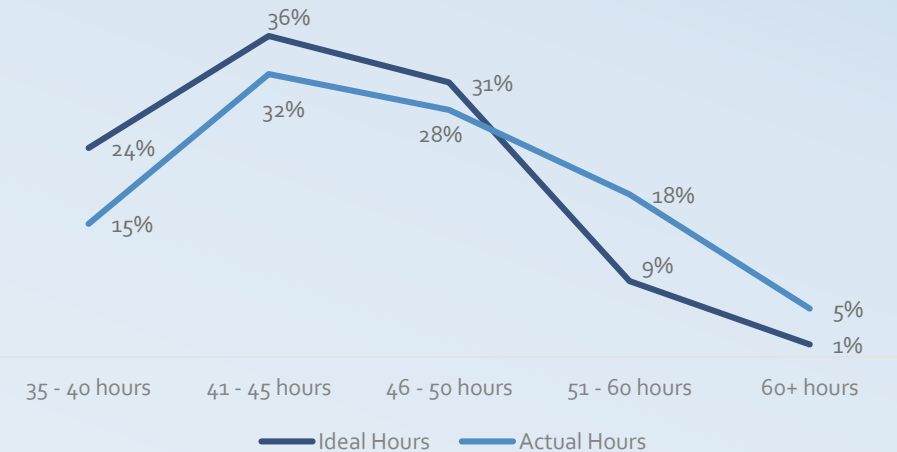
Time – Reasonable v. Actual Work Hours

- Male attitudes to what are considered reasonable work hours v. actual hours worked are fairly closely aligned
- Female attitudes are far more disparate, with a clear distinction between the two variables
- Based on these findings, while only 1 in 10 males appears to believe that his working hours are unreasonable, 1 out of every 6 females are dissatisfied with the time their working week demands.

Reasonable v Actual Work Hours - Female

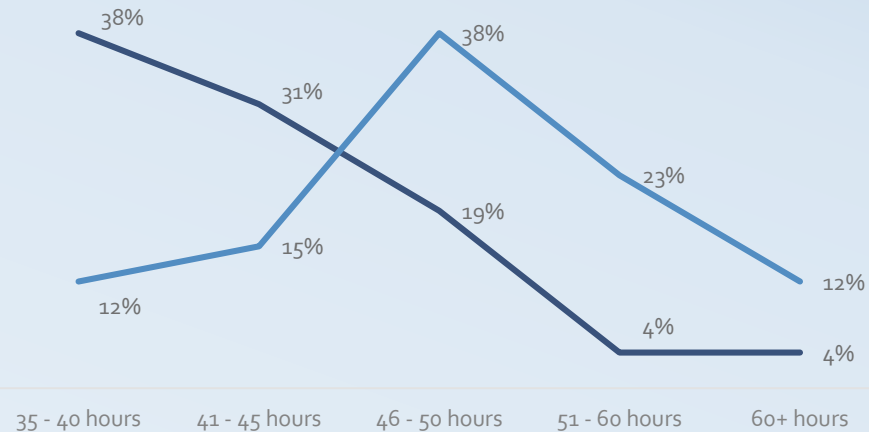


Reasonable v Actual Work Hours - Male

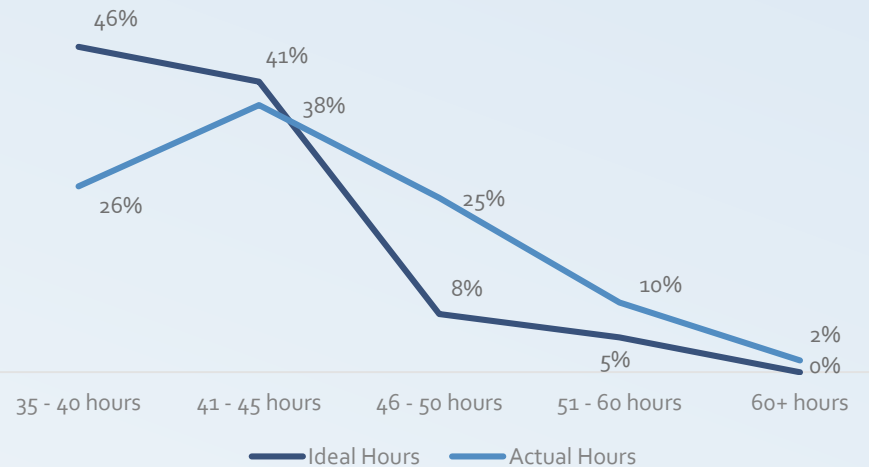


Time – Reasonable v. Actual Work Hours

Reasonable v Actual Work Hours - Females 50+



Reasonable v Actual Hours - Females 20-29

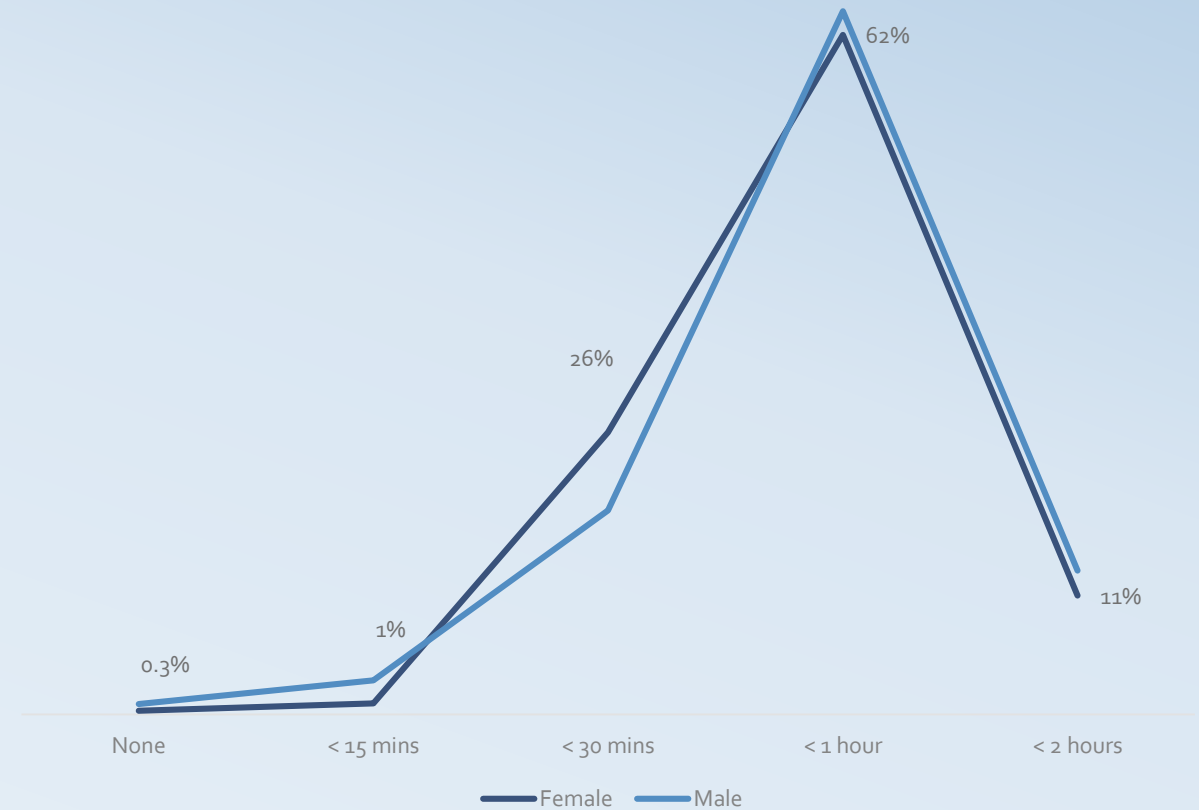


- These graphs demonstrate female attitudes to what are considered reasonable working hours v. actual hours worked
- Regardless of age bracket, there is not a great deal of disparity in attitudes towards 'reasonable' working hours
- However, 64% of younger female respondents (20-29 age group) v. only 27% of females aged over fifty work less than 46 hours per week
- Only 13% of females (v 36% of their male counterparts) aged 20-29 believe that working more than 46 hours per week is reasonable.

Time – Length of Commute

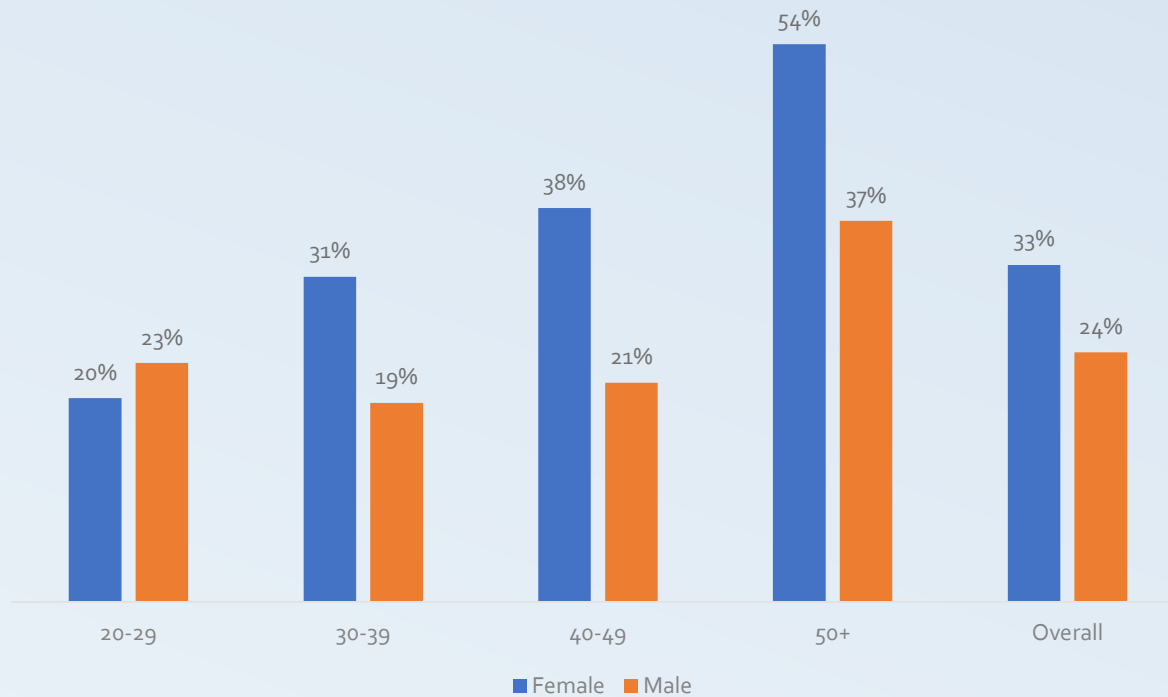
- Both male and female respondents were consistent in their opinions, with the majority opining that less than a one-hour one-way commute was the maximum
- Only 1% of respondents believed that their one-way commute should be less than 15 minutes.

Maximum Commuting Time - One Way



Time – Tardiness

Acceptable to show up late for work? Never or Once in a Blue Moon

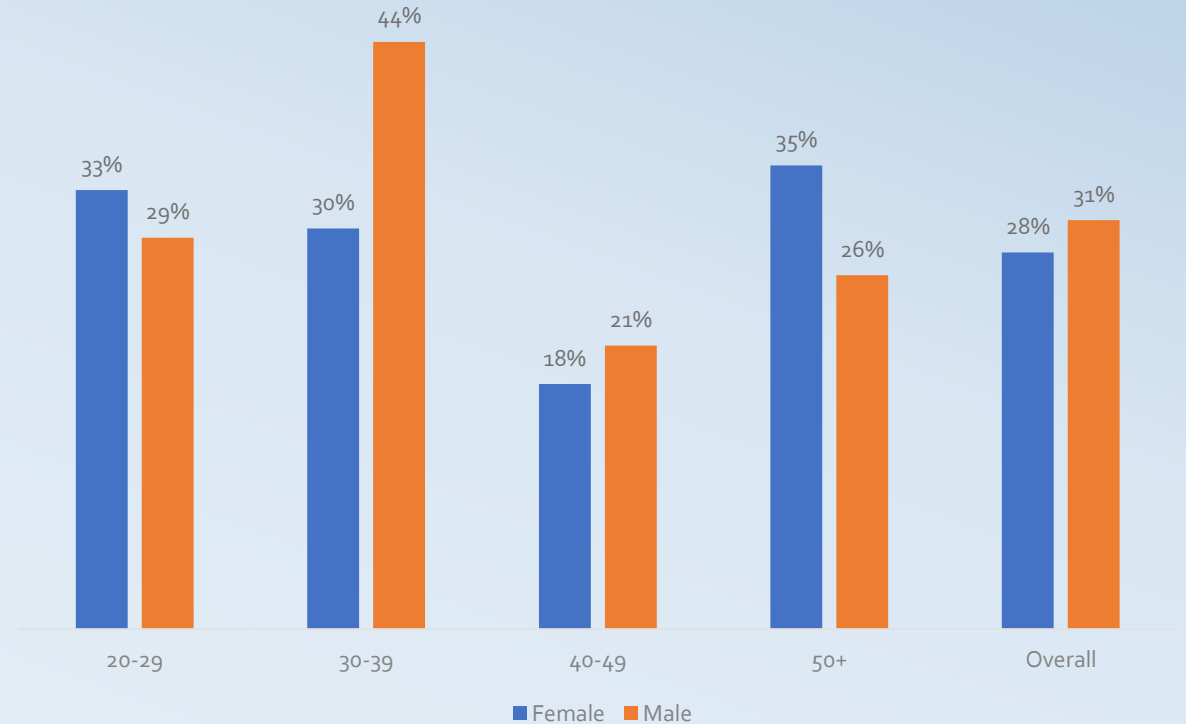


- In almost every age bracket, more females than males believed it was never acceptable to show up late for work
- This was particularly the case among older females, with more than half of all respondents over fifty years of age adopting a hard line
- Overall, 1 in 3 females and 1 in 4 males believed that it was never or rarely acceptable to show up late.

Time – Tardiness

- 44% of all males between 30-39 years of age believed it was acceptable to show up late for work v. just 21% of those aged 40-49
- With the exception of the 40-49 years of age group (18%), over 3 out of every 10 females believed it was acceptable to show up late as often as necessary.

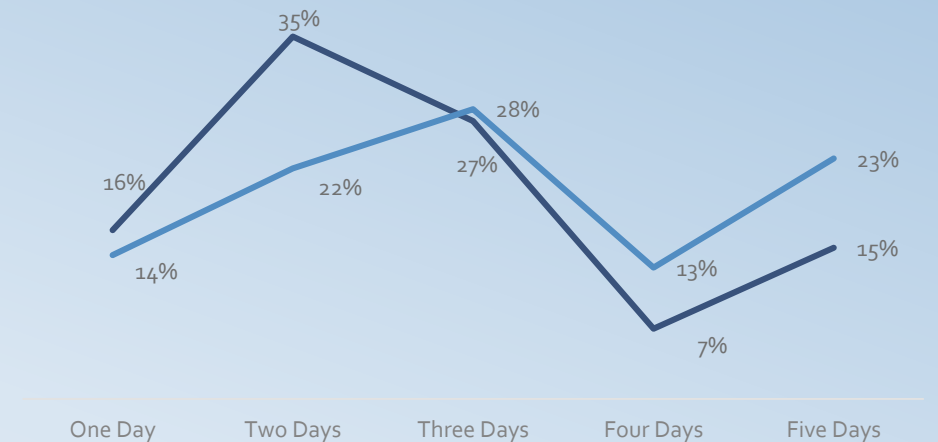
Acceptable to show up late for work as often as necessary



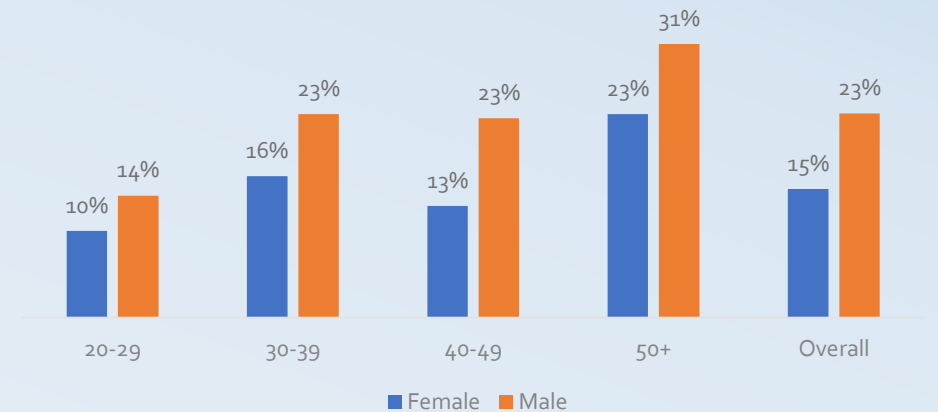
Time – Overtime

- In general, the older the respondent, the more likely the individual would be willing to stay late on more days each week
- Over 50% of females indicated that they would not be willing to stay late more than two days per week v. 36% of males
- Almost a third of males over fifty years of age indicated they would stay late five days per week v. 23% of females.

How Many Days Would You Stay Late?



% of Respondents Willing to Work Late 5 Days Per Week by Age Group



Financial Situations

Salary, Personal Worth, Mortgage, and Benefits

Financial – Salary

What Increase in Salary Would Make You Change Jobs?

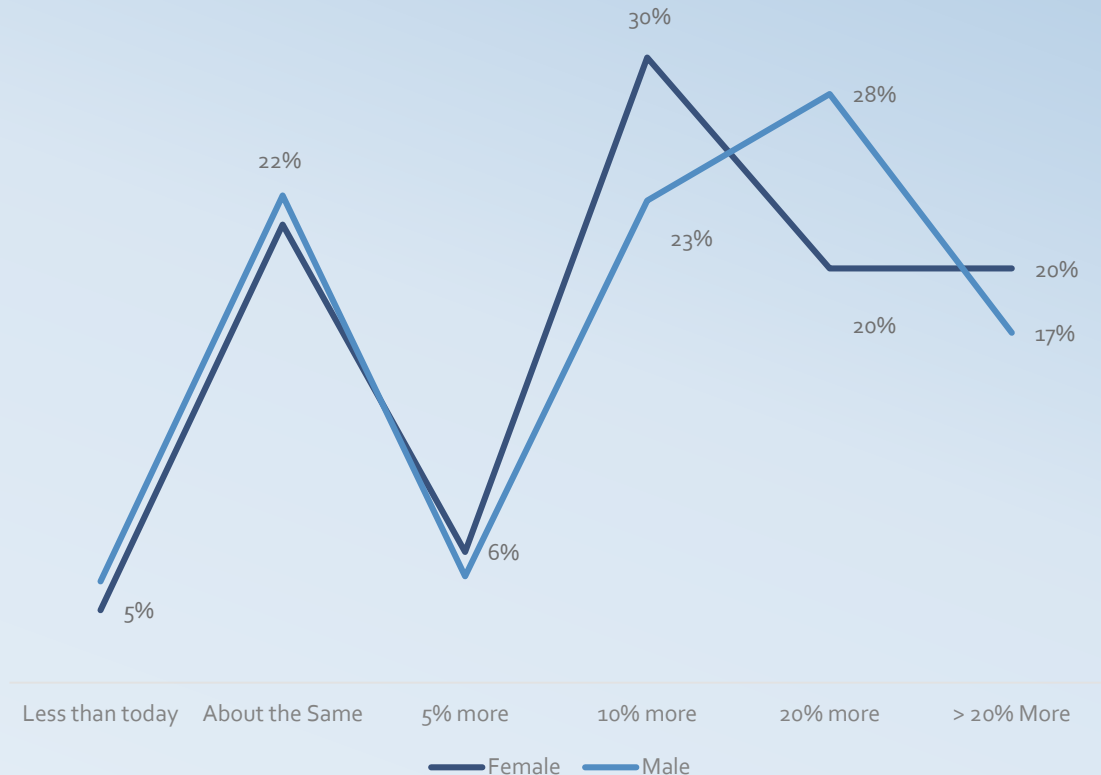


- The responses to this question were consistent across both genders
- Around a quarter of all males and females responded that a salary increase of between 5-10% would make them change jobs
- However, over 75% of respondents indicated that it would take an increase of 20% or more to make them change jobs
- A small number of respondents also suggested that no amount would make them change jobs.

Financial – Personal Worth

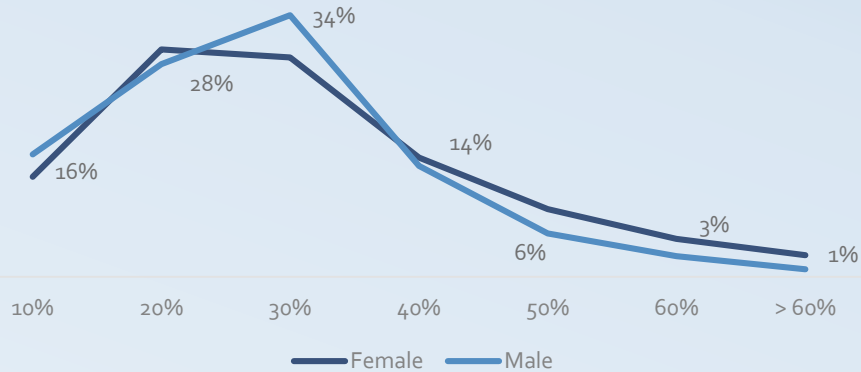
- Over 50% of both male and female respondents suggested that they would be paid between 10-20% more
- Overall, almost 1 in 5 people of both genders believe they are worth more than 20% of what they are being paid today
- Only 22% of all survey respondents believe that they are being paid what they are worth.

If you were to place a true value on your work v. your current salary, what would you be paid?

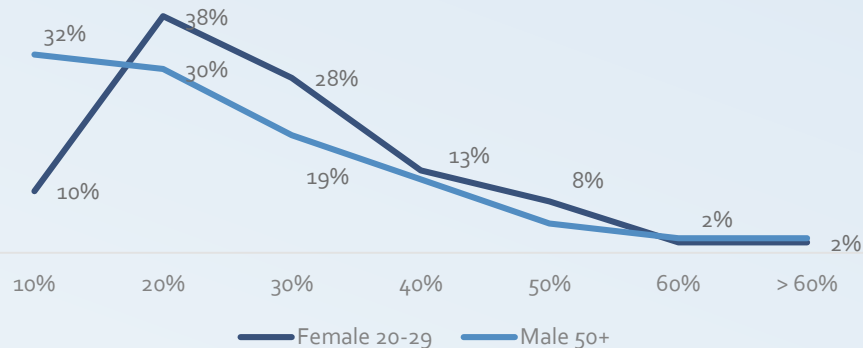


Financial – Mortgage

What % of your salary is the amount that you allocate to your mortgage or rental payment?



What % of your salary is the amount that you allocate to your mortgage or rental payment?

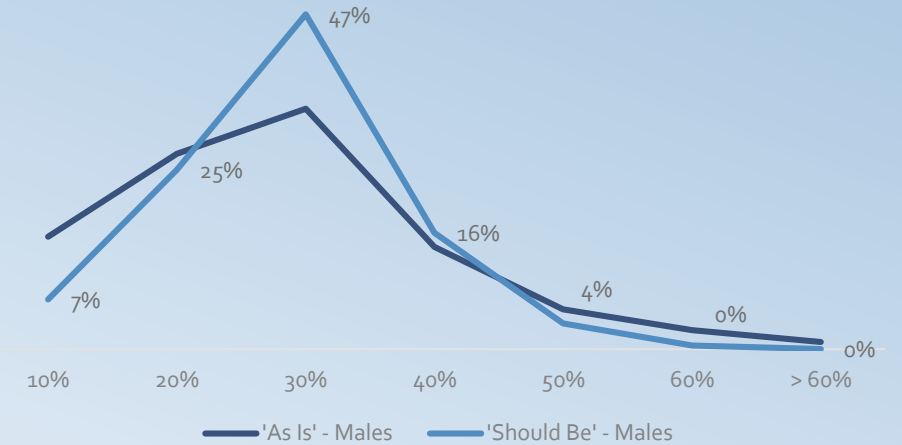


- Answers were consistent across both genders, with around 62% indicating that between 20-30% of their salaries go towards mortgage or rental payments
- 62% of males over fifty years of age indicated that only between 10-20% of their salaries were allocated to mortgage or rent
- 76% of females aged between 20-29 responded that they allocated no more than 30% of their earnings towards mortgage or rental payments.

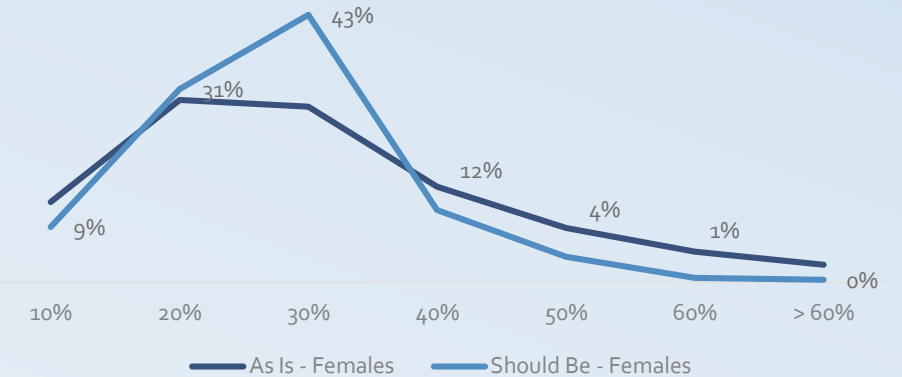
Financial – Mortgage (continued)

- Results were consistent across both genders, with females indicating that they were allocating slightly less of their salaries towards mortgage and rental payments
- Only 20% of respondents believed that such payments should ever exceed 30% of income, with almost half stating that 30% is the correct allocation
- Only 5% of both males and females indicated that they are allocating 50% or more of their salary towards mortgage and rental payments.

Mortgage & Rent - 'As Is' v. 'Should Be' - Males

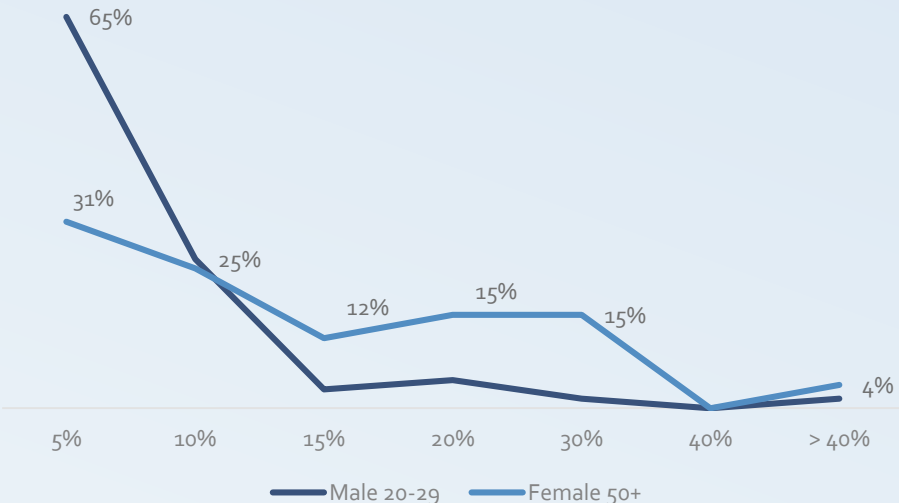
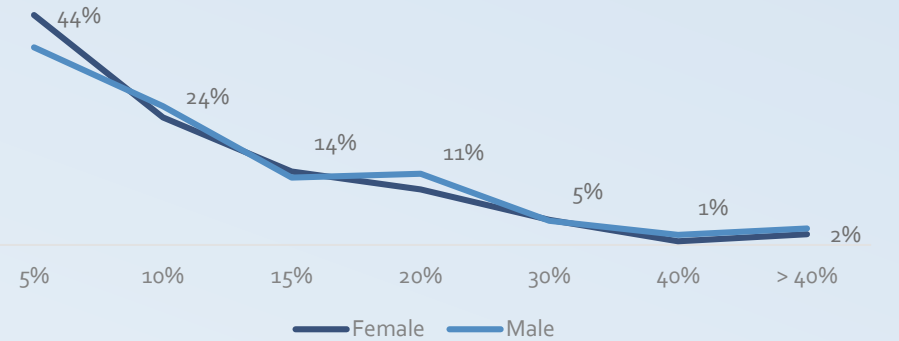


Mortgage & Rent - 'As Is' v. 'Should Be' - Females



Financial – Benefits

As a percentage of your base salary, not including bonus, what are your benefits **ACTUALLY** worth?



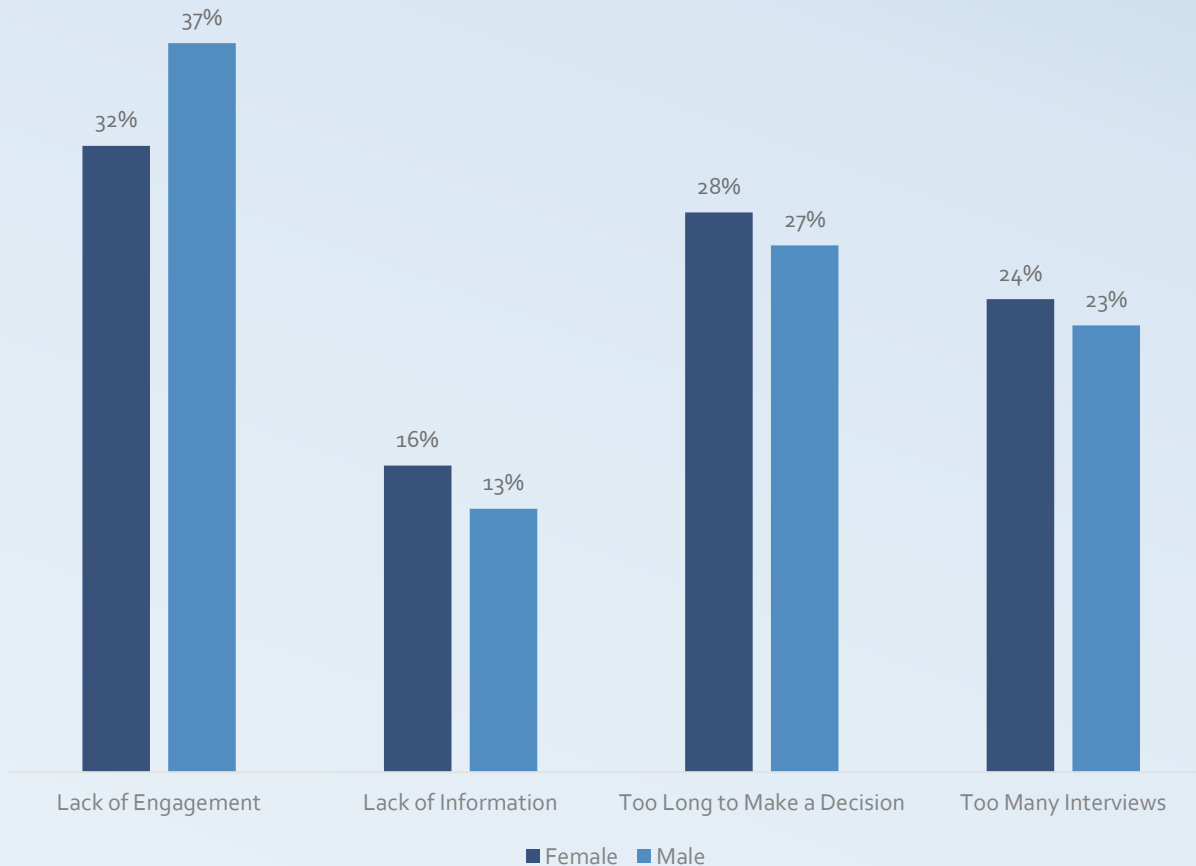
- Answers were consistent across both genders, with around 70% indicating that their benefits were worth between 5-10% of their base salary
- However, 90% of males aged between 20-29 suggested that their benefits were worth no more than 10% of their base salary
- 39% of males (v. 32% of their female counterparts) in the 30-39 age group indicated that their benefits were worth more than 10% of base salary.

Quality Perceptions

Interviews, Longevity, Team Building, Team Management, Performance, Meeting Time, Job Change, Job Dissatisfiers

Quality – Interview Process

During an interview process - what is the biggest turn-off?

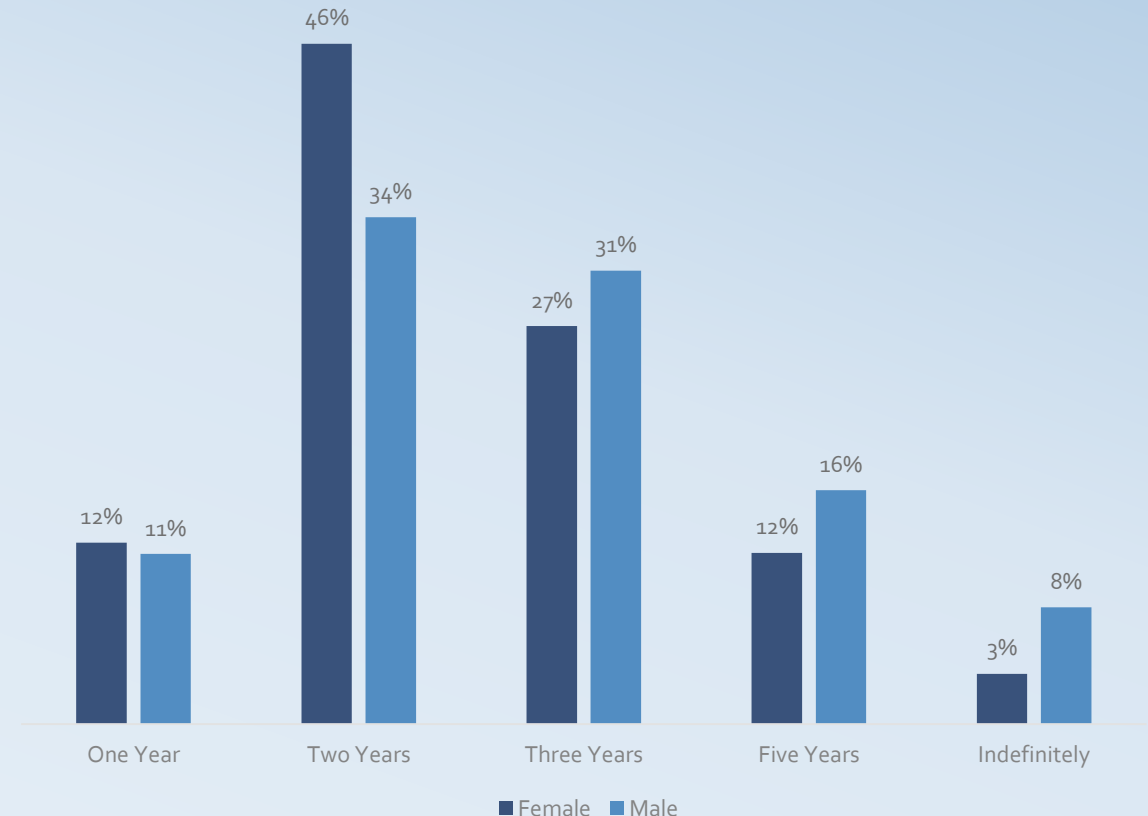


- Results across both genders were fairly consistent, with 'Lack of Engagement' being cited as the most detrimental aspect of the interview process
- About a quarter of the survey participants each cited 'Too Long to Make a Decision' and 'Too Many Interviews' as being key factors
- 'Lack of Information' was perceived as most detrimental by around 15% of the survey respondents.

Quality - Longevity

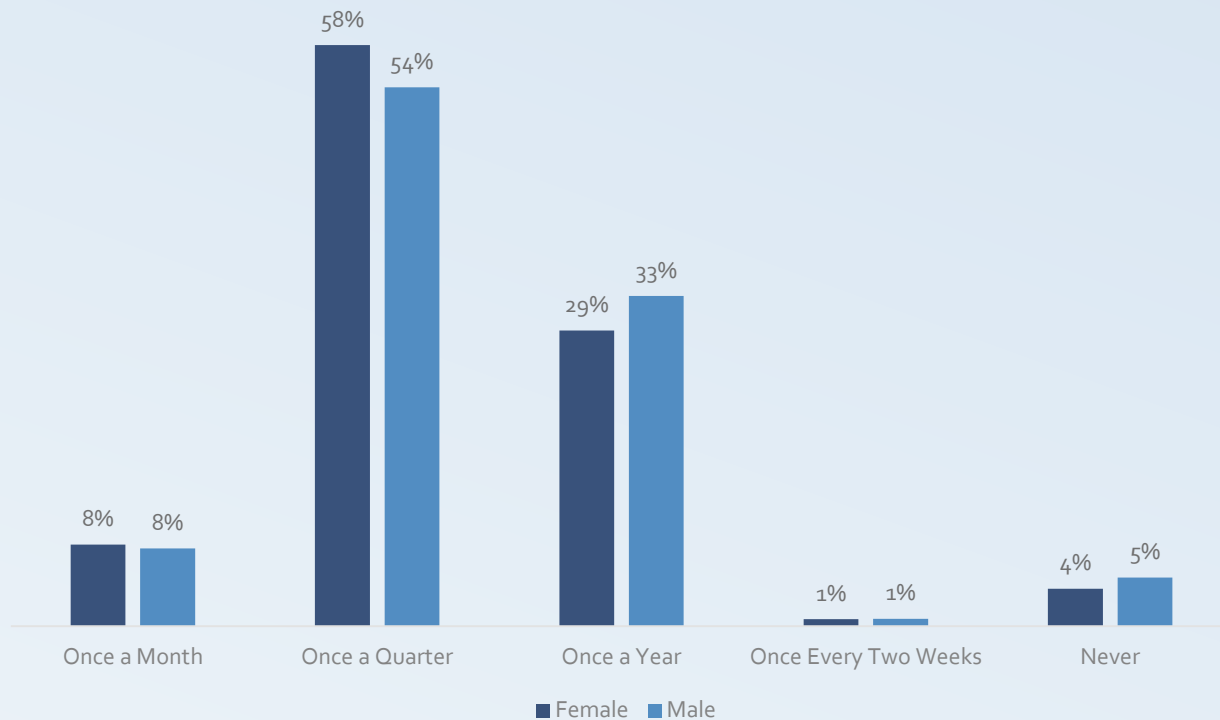
- While 46% of females cited two years as the expectation, 65% of males were divided between two and three years
- Almost a quarter of all male respondents indicated that the expectation should be either indefinite or at least five years.

How long should you be expected to stay in your current role before moving on to another job?



Quality – Team Building

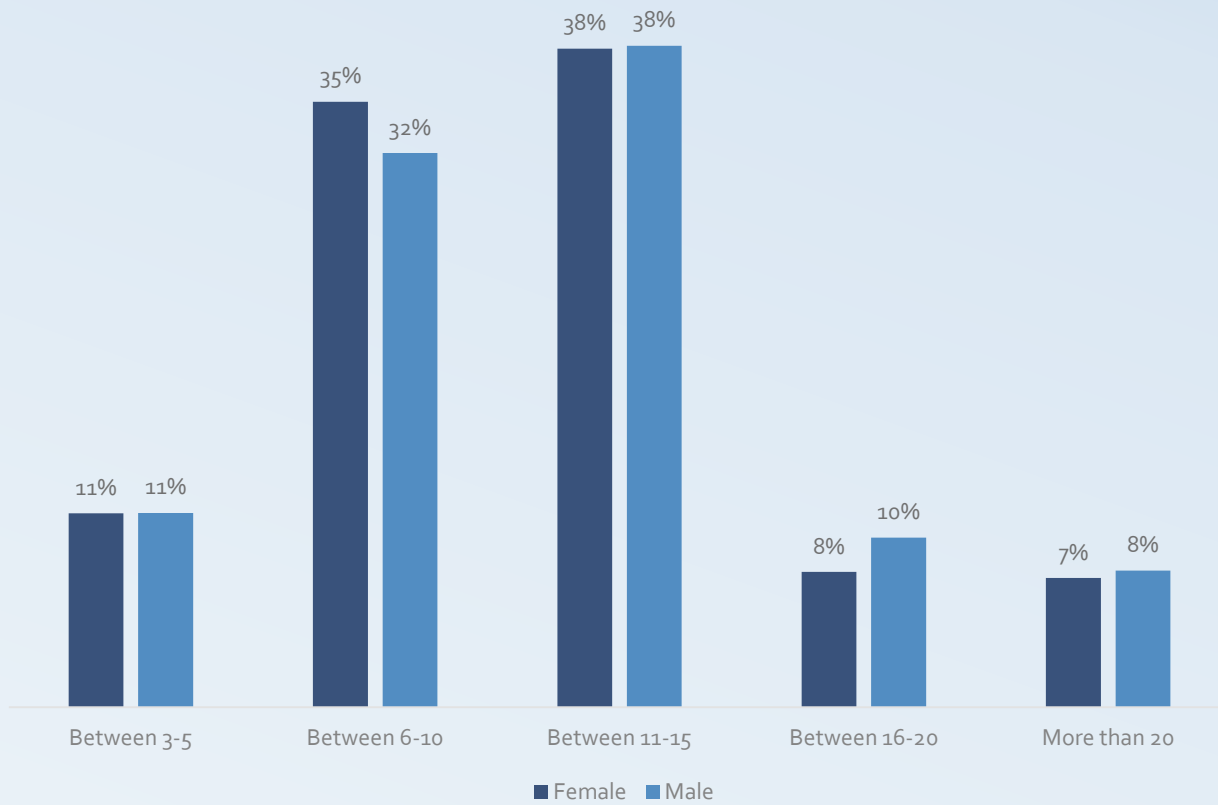
How often should your company conduct team-building exercises?



- The overall results overwhelmingly favoured team building exercises to be held each quarter.
- There was virtually no support for team building exercises to be held more than once a month
- Males between 40-49 were exceptional in that this group were equally divided in favour of once yearly v. quarterly team-building

Quality – Team Management

Team management - How many direct reports is too many to manage a team effectively?

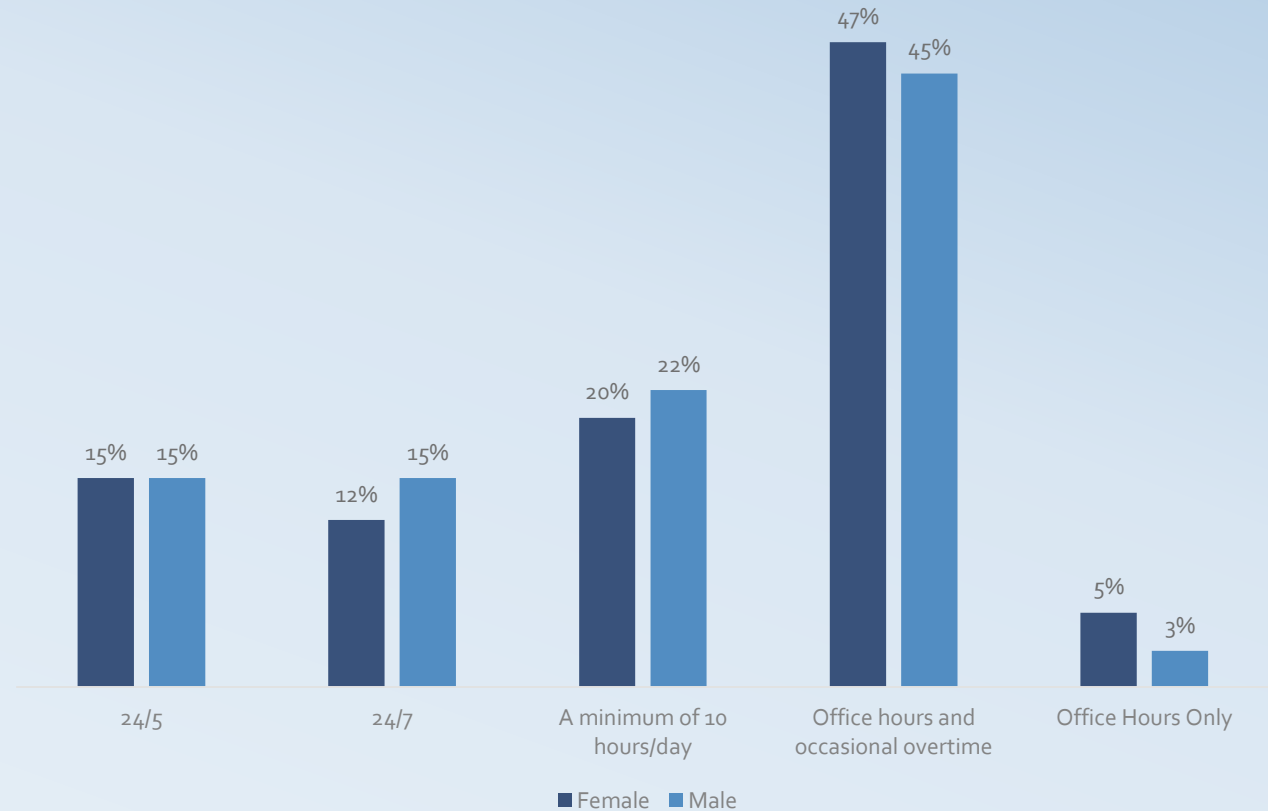


- Results were evenly split between both genders, with 'Between 6-10' and '11-15' direct reports favoured by 70% of respondents
- The remaining 30% of respondents covered the spectrum from 'Between 3-5' and 'More than 20'
- Males over fifty were the only group in which the majority felt that 6-10 reports were too many to manage a team effectively.

Quality - Performance

- The majority of respondents indicated that office hours and occasional overtime would meet minimum company expectations
- More than half of all respondents under age 39 work only office hours and occasional overtime
- Double the norm (56% v. 27% overall) of Females over fifty years of age felt that the pressure was on them either 24/5 or 24/7
- Only 30% of males felt that they were under round-the-clock pressure to perform.

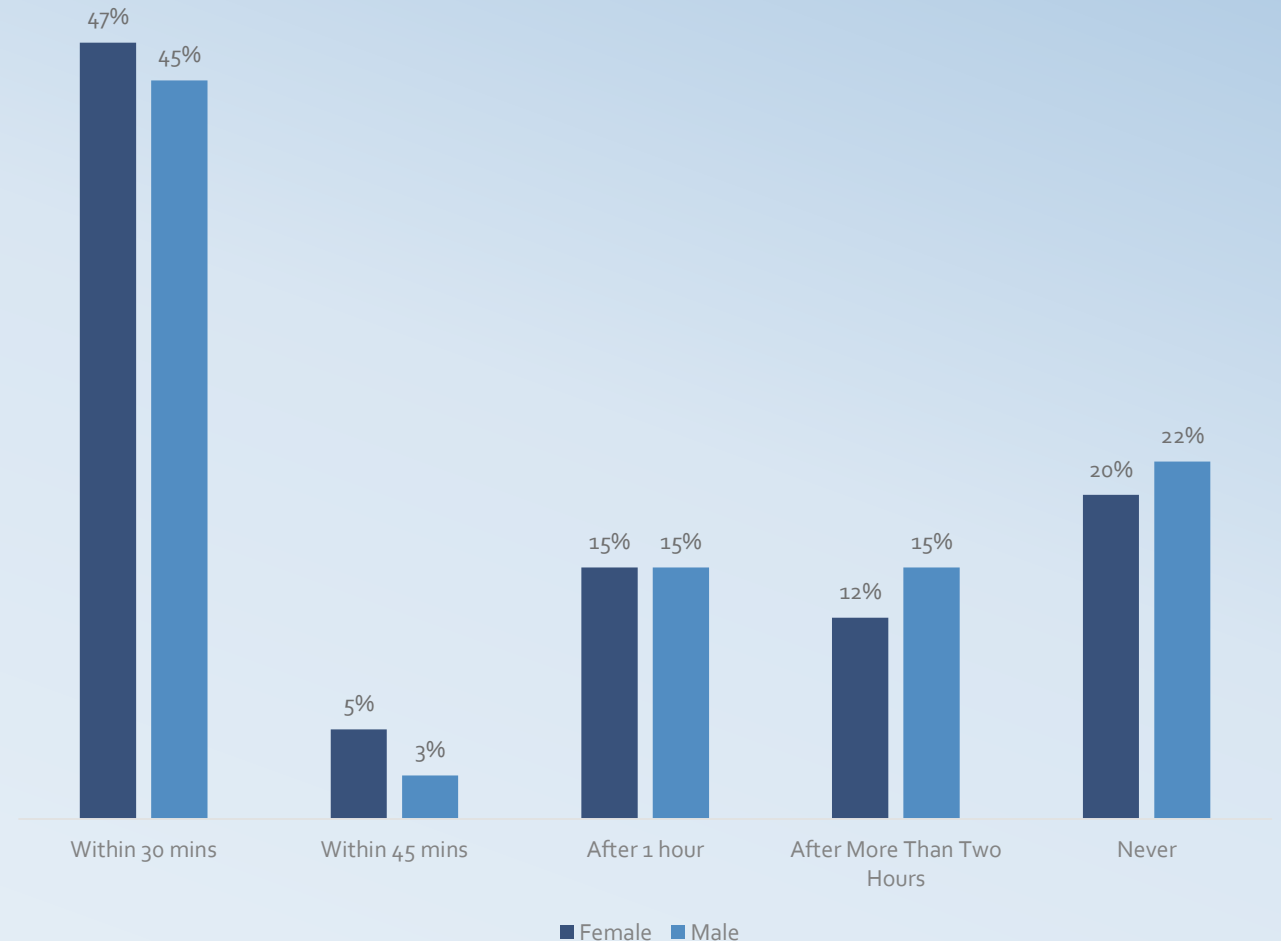
How 'on' or available do you feel you have to be in order to meet the company's minimum expectation of your on-the-job performance?



Quality – Meeting Time

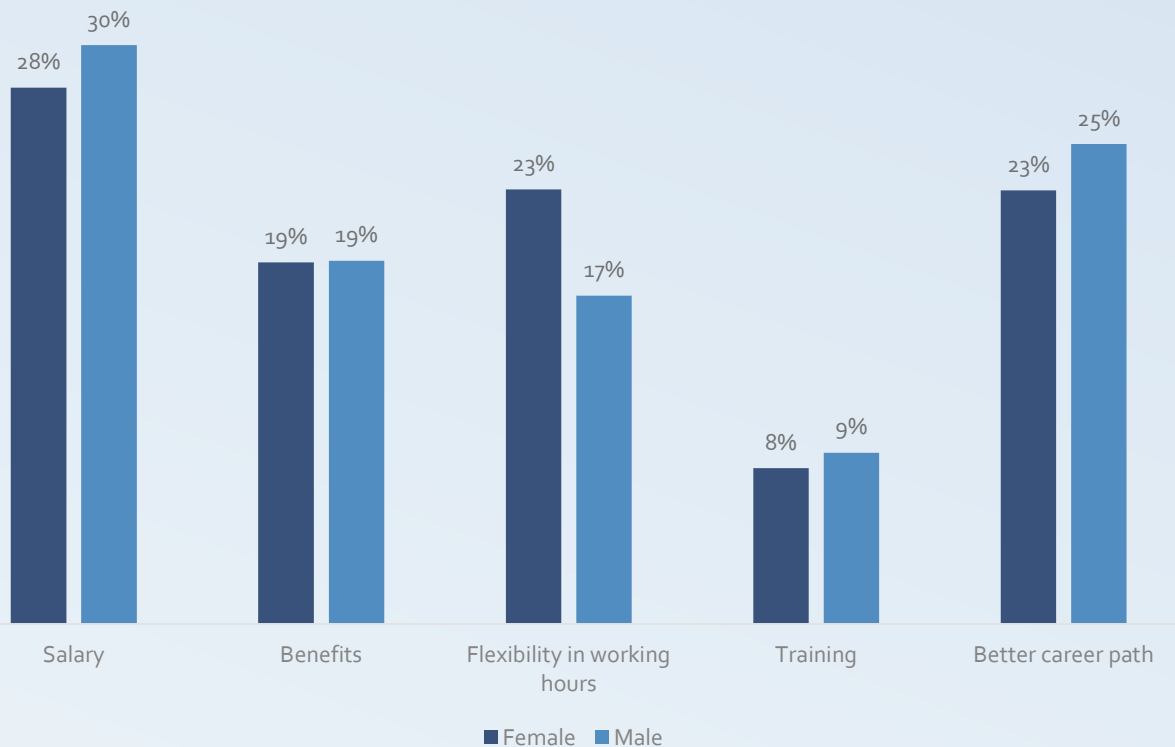
- Only a third of all respondents suggested that they could focus longer than one hour in a meeting
- Almost half of all respondents indicated that they would lose focus within 30 minutes during a meeting
- Results suggest that the younger the audience, the more quickly focus is lost during a meeting
- Around 1 in 5 respondents indicated that they never lose focus in a meeting.

How long before you 'switch off' and lose focus in a meeting?



Quality – Job Change

Rank the following as factors that would convince you to change jobs

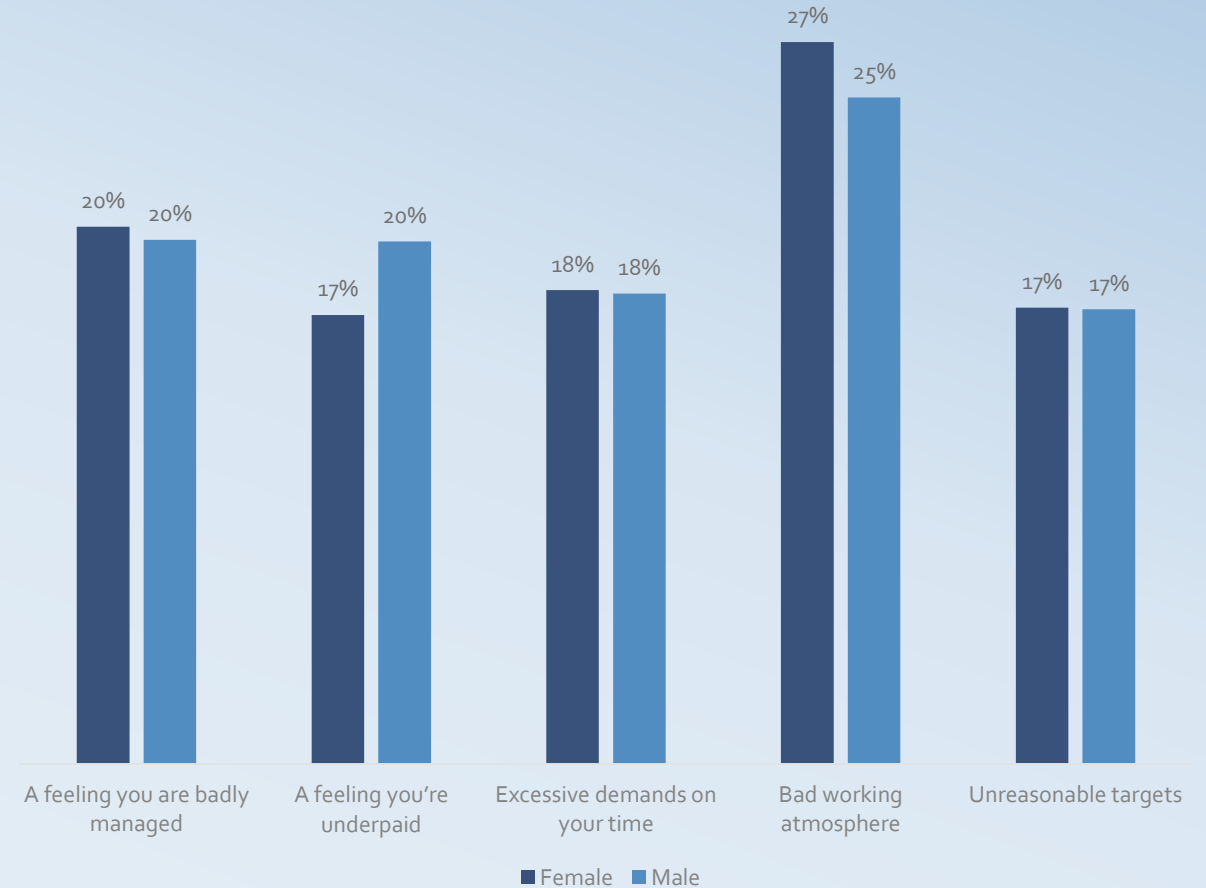


- Both genders chose 'Salary' as the number one reason to change jobs
- More females than males designated 'Flexibility in Working Hours' to be of prime importance, particularly those in the over fifty category (27% v. 25% favouring 'Salary')
- Conversely, more males chose 'Better Career Path' as a determining factor
- 'Benefits' were more important to those in the 20-29 age category than any other group.

Quality – Job Dissatisfiers

- Both gender responses were consistent and reasons were fairly evenly split amongst all five factors
- Over 25% of respondents cited 'Bad working atmosphere' as a primary dissatisfier
- Among females aged 20-29, only 1 in 10 cited 'excessive demands on your time' as a factor, compared to twice that amount among older groups.

Rank the following as factors that would tend to push you 'out the door'

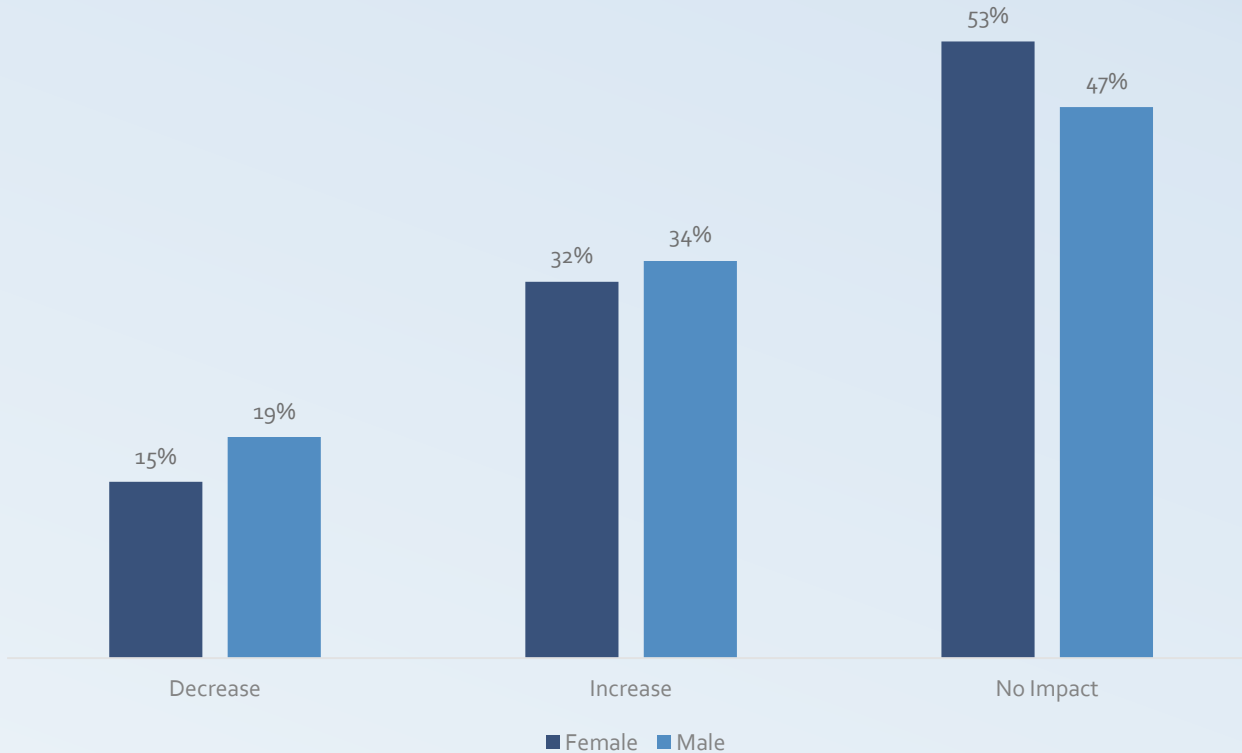


Other Topics

Brexit, Personal Concerns, Job Loss, Positive Discrimination

Brexit

How do you feel Brexit will affect your career opportunities?

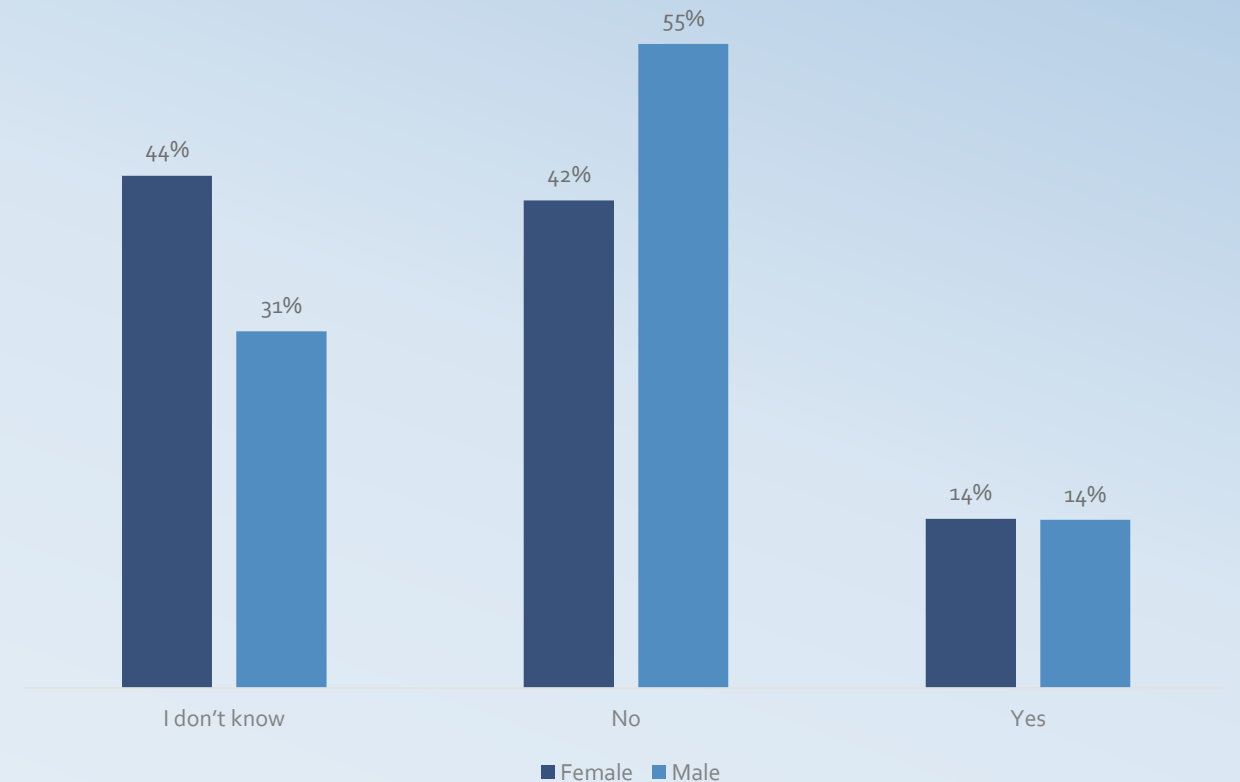


- Half of all respondents indicated Brexit will have no impact on their career opportunities
- 92% of female respondents over fifty years of age suggested that Brexit will either increase or have no affect on their career opportunities
- Conversely, 24% of male respondents aged forty and over believe that Brexit will have a negative impact on their career opportunities
- Overall, twice as many respondents believe that Brexit will increase their career opportunities.

Positive Discrimination

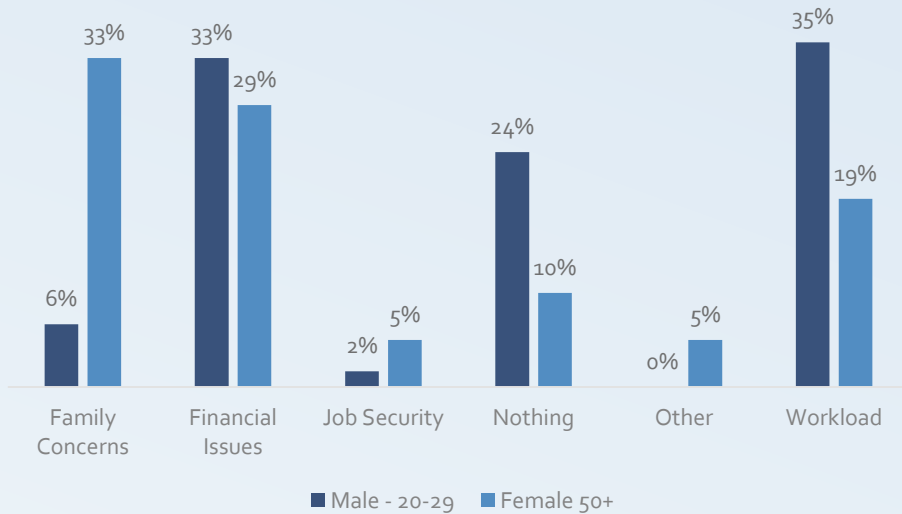
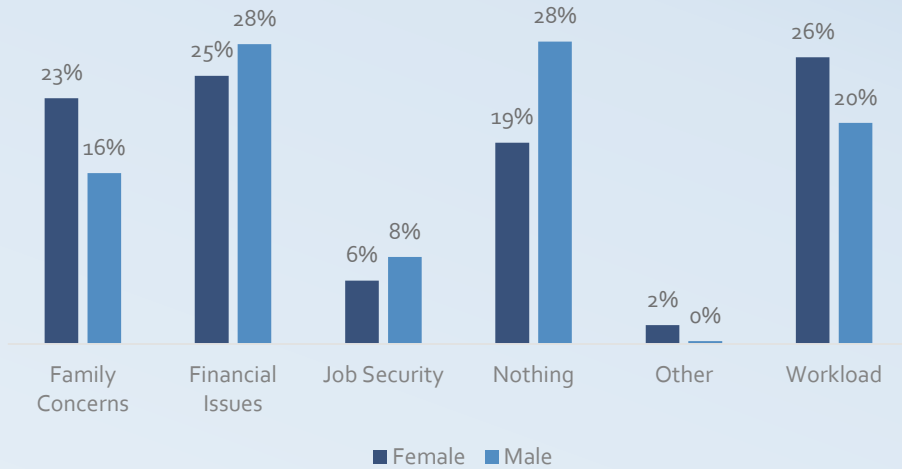
- The results were predominantly negative, with three times as many females and almost four times as many males indicating positive discrimination is not the right way to go
- Over a third of all participants indicated that they did not know if positive discrimination is the right way to go
- Less than 1 in 10 female respondents aged 20-29 are in favour of positive discrimination
- Over 85% of all respondents between the ages of 20-39 either have no opinion or do not favour positive discrimination.

Do you feel positive discrimination is the right way to go?



Biggest Worry

What keeps you up at night?

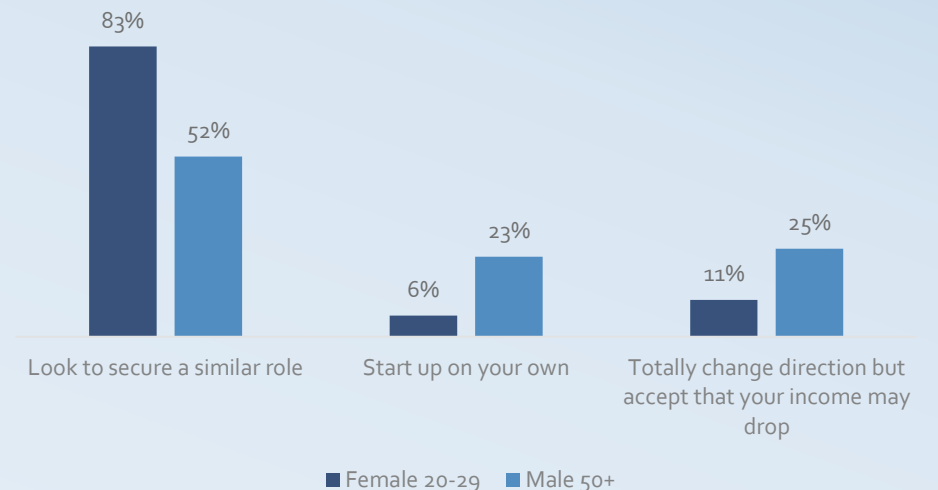
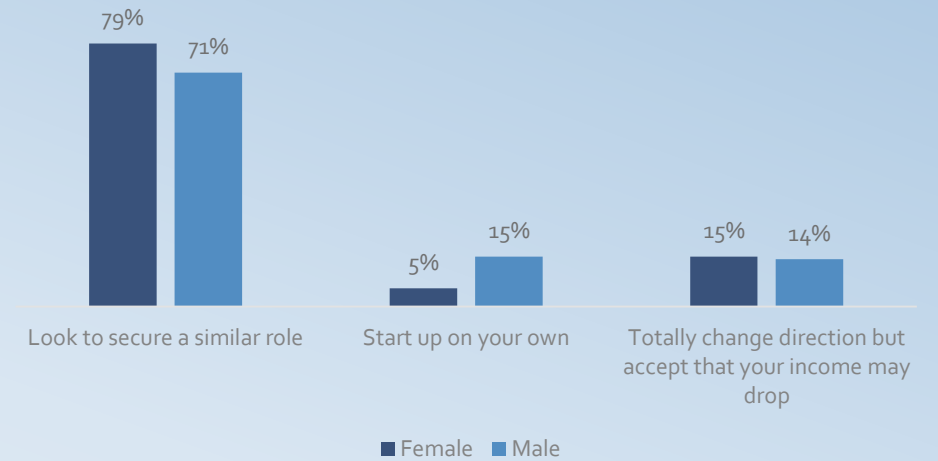


- Almost a third of all male respondents indicated that nothing keeps them up at night
- Males aged between 20-29 were almost twice as worried about workload as males aged between 40-49
- Less than 1 in 12 respondents indicated that job security is their biggest concern
- Female respondents aged 20-29 were more than three times more likely to have family concerns than their male counterparts.

Job Loss

- Over 80% of respondents aged between 20-39 indicated that they would look to secure a similar role
- However, almost half of all males aged over fifty suggested that they would either start up on their own (23%) or totally change direction (25%)
- Only 5% of all females indicated that they would start their own business
- Almost 1 in 6 females suggested that they would totally change direction if they lost their jobs.

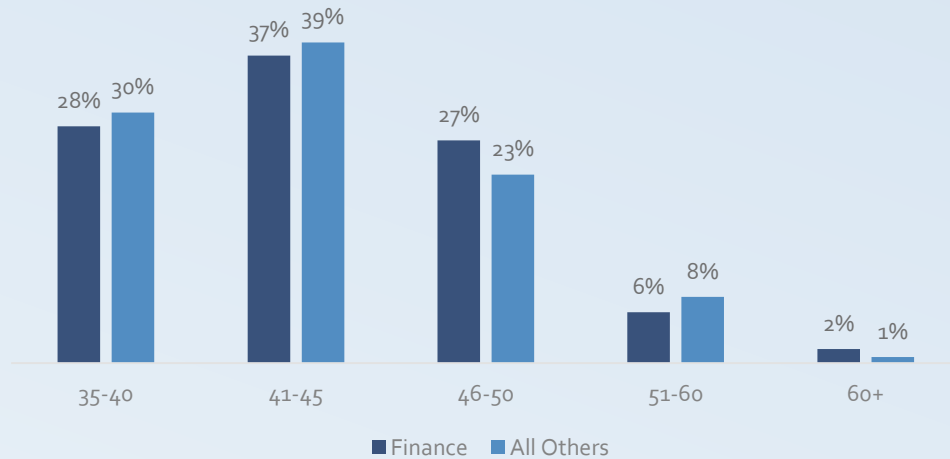
If you lost your job tomorrow, which route would you choose?



Finance v All Others

Ideal Working Hours

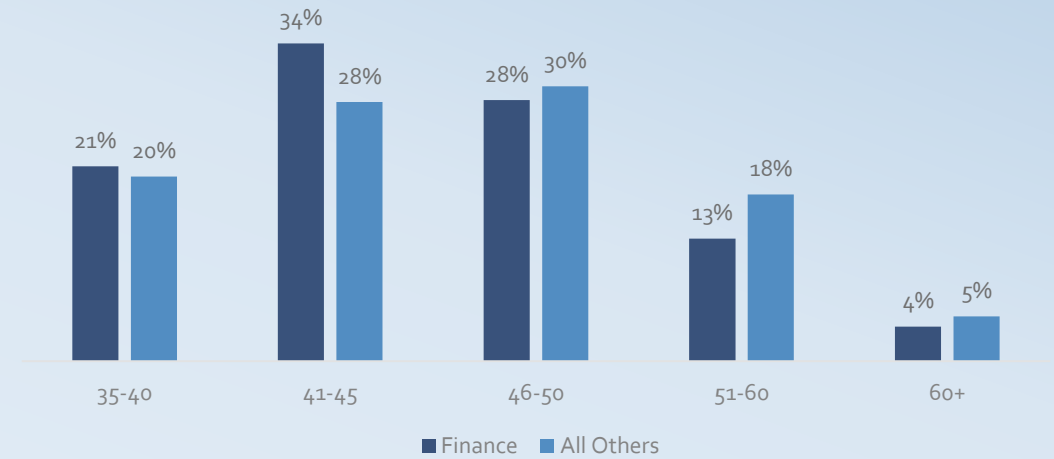
Finance v All Others



- Finance employees were somewhat more inclined to see 46-50 hours per week as reasonable than those in other disciplines

Actual Working Hours

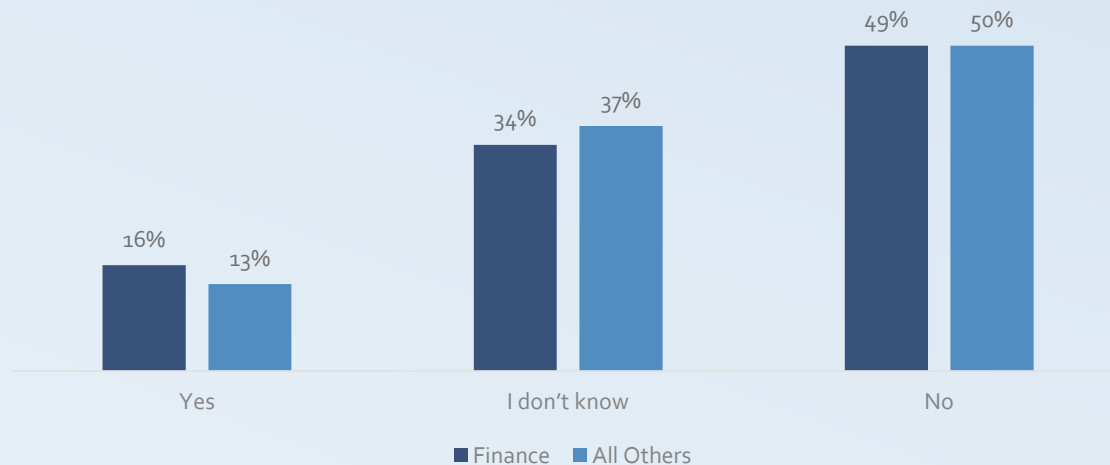
Finance v All Others



- Other disciplines tended to work longer hours than financial people (53% v 45% > 46 hours)

Positive Discrimination

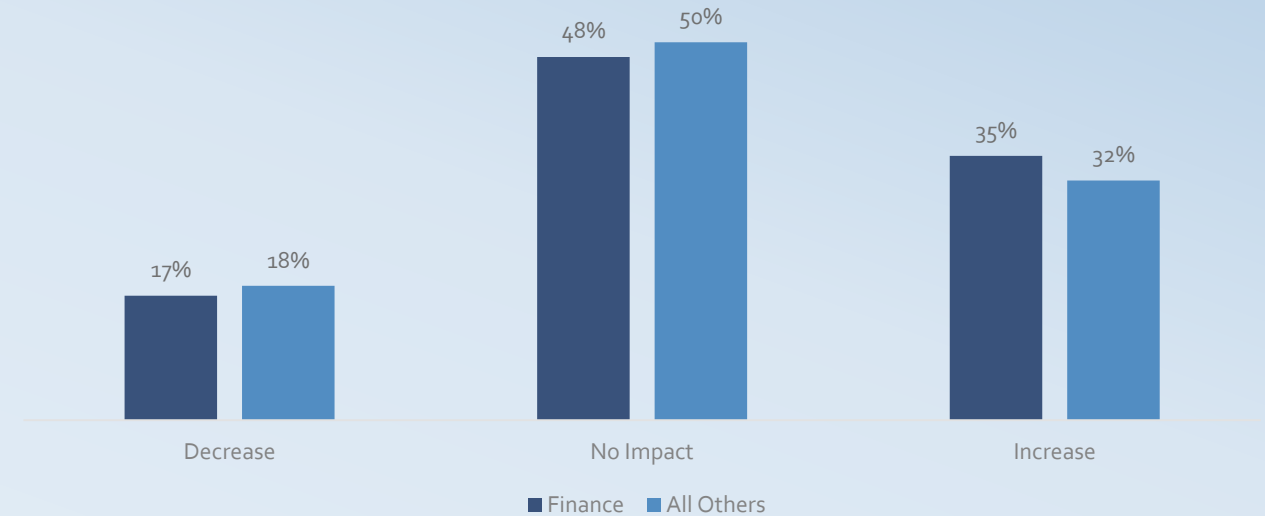
Do You Feel that Positive Discrimination is the Right Way to Go?



- A slightly higher percentage of financial people agree with positive discrimination

Brexit

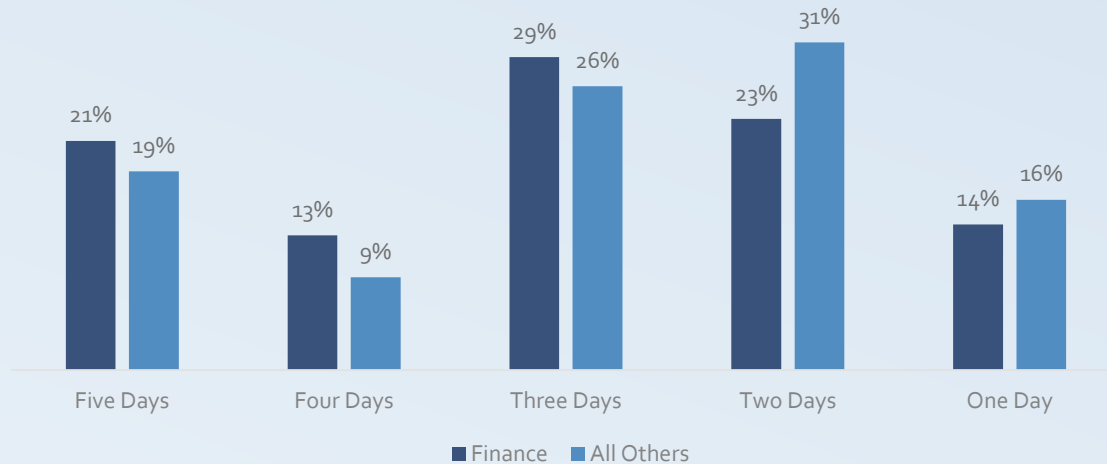
Impact of Brexit - Job Opportunities



- A slightly higher percentage of financial people believed that Brexit would have a positive impact on job opportunities

Staying Late

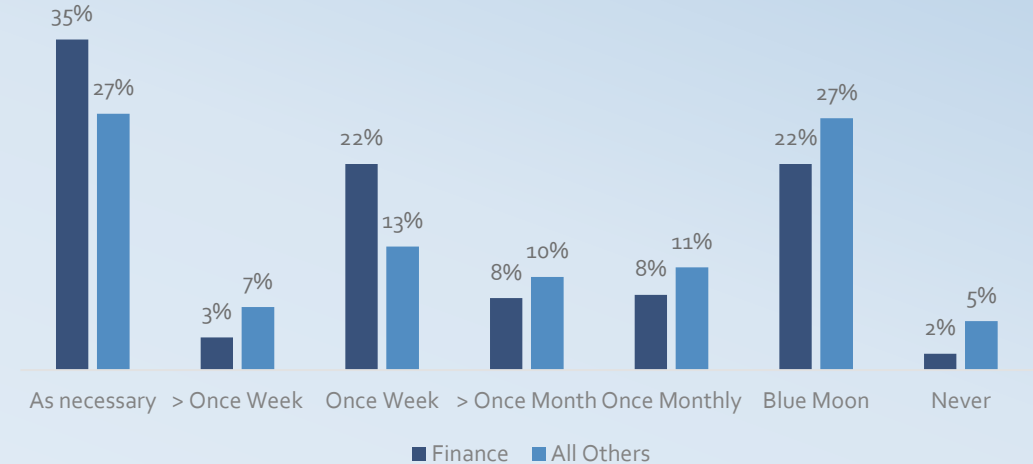
Willingness to Stay Late



- Financial respondents indicated more willingness to work late more than two days per week than those in other disciplines (63% v 54%)

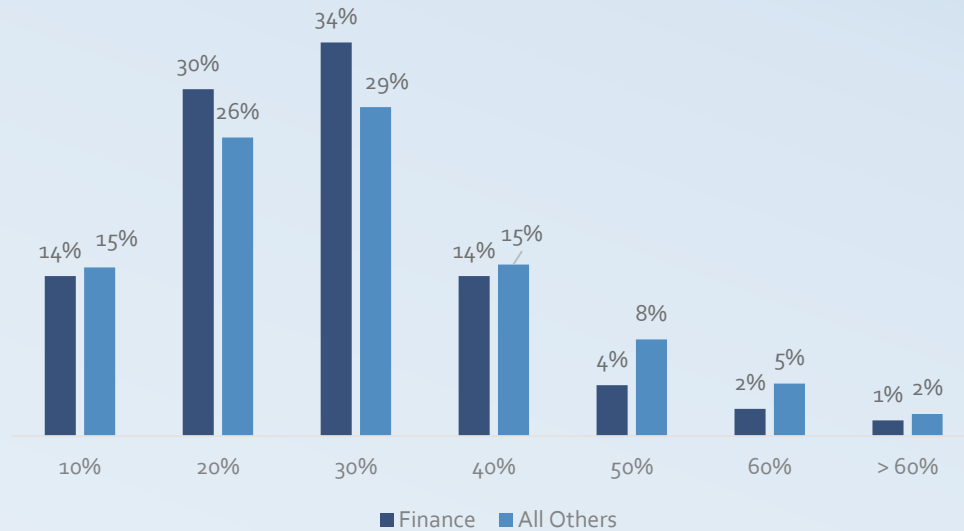
Arriving Late

Acceptable to Arrive Late for Work



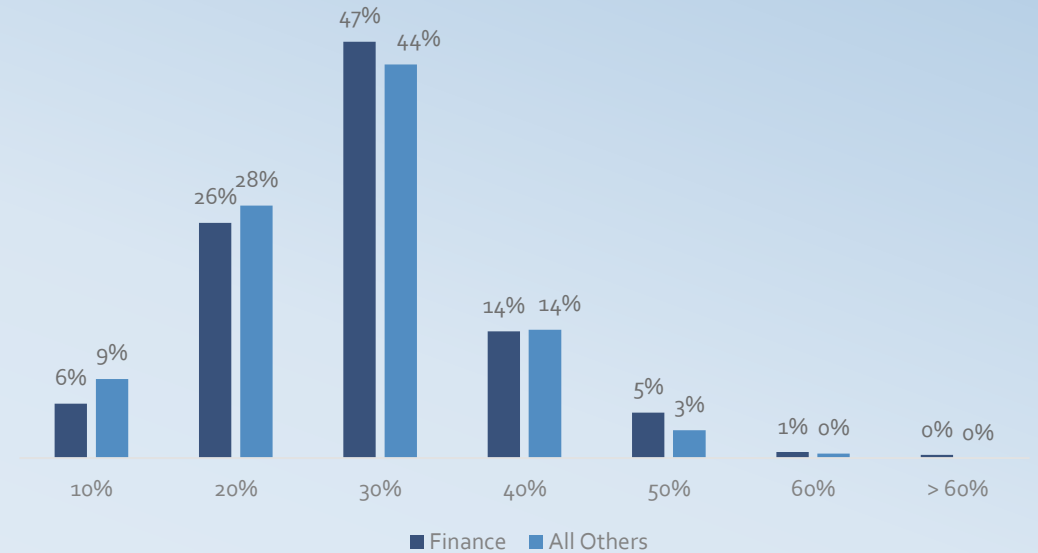
- Financial respondents were significantly more sympathetic to frequent late arrival to work than those in other disciplines (60% v 47%)

Mortgage & Rent – As Is



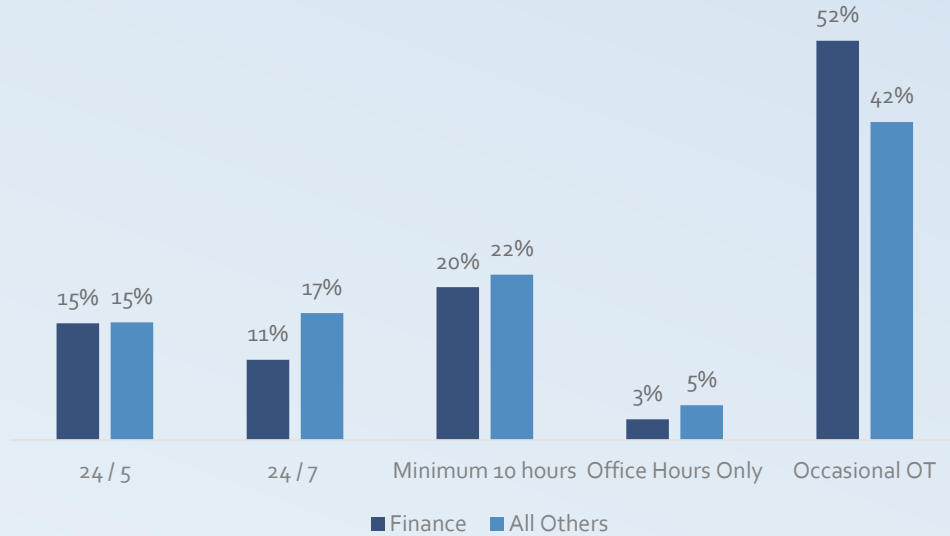
- Financial respondents contribute a lesser percentage of their salary to mortgage and rent than others

Mortgage & Rent – Should Be



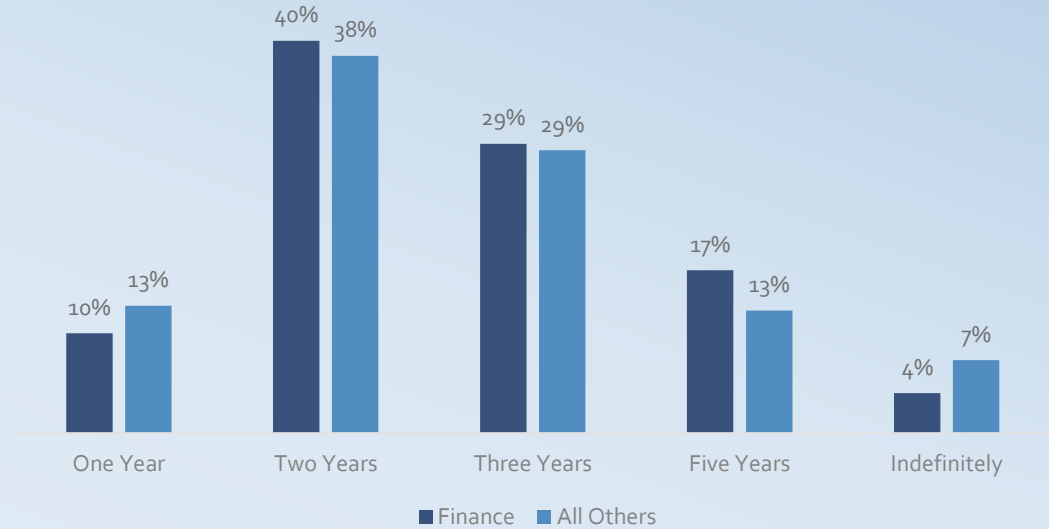
- Finance and other disciplines were closely aligned on how much salary should be contributed to mortgage and rent

Availability



- Financial respondents were less prone than other disciplines to being 'on' the job over and above occasional overtime

Longevity



- Finance and other disciplines were closely aligned on how long one should stay in a particular job

Worries

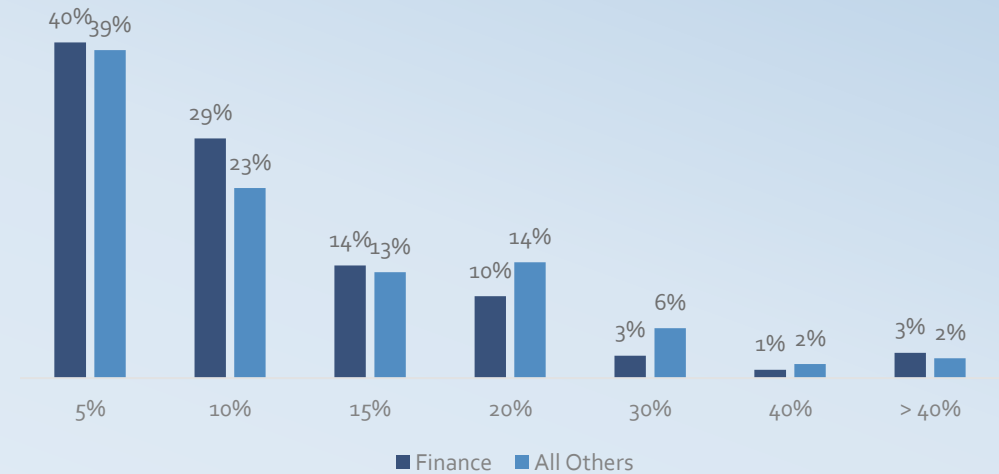
What Keeps You Up at Night?



- Finance and other disciplines were closely aligned on the issues that worry individuals

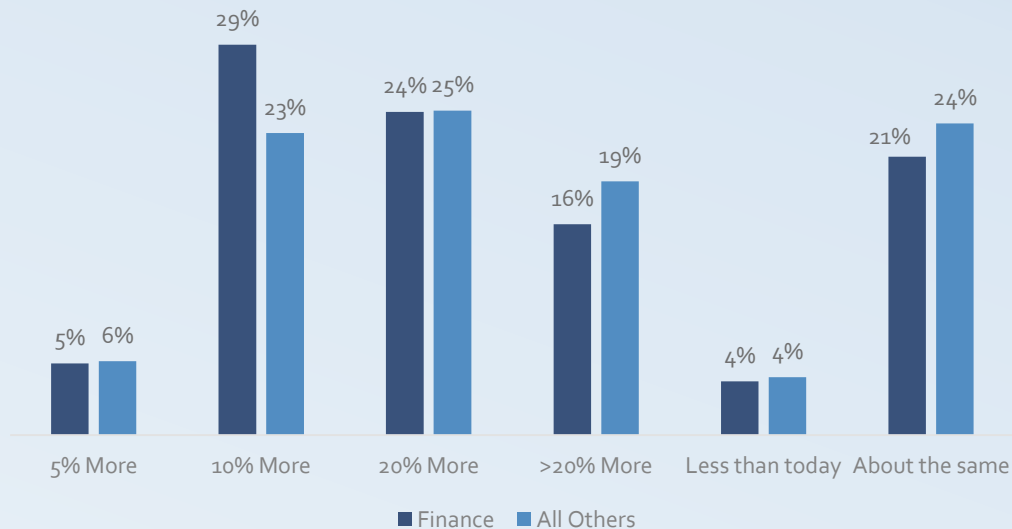
Benefits

Value of Benefits



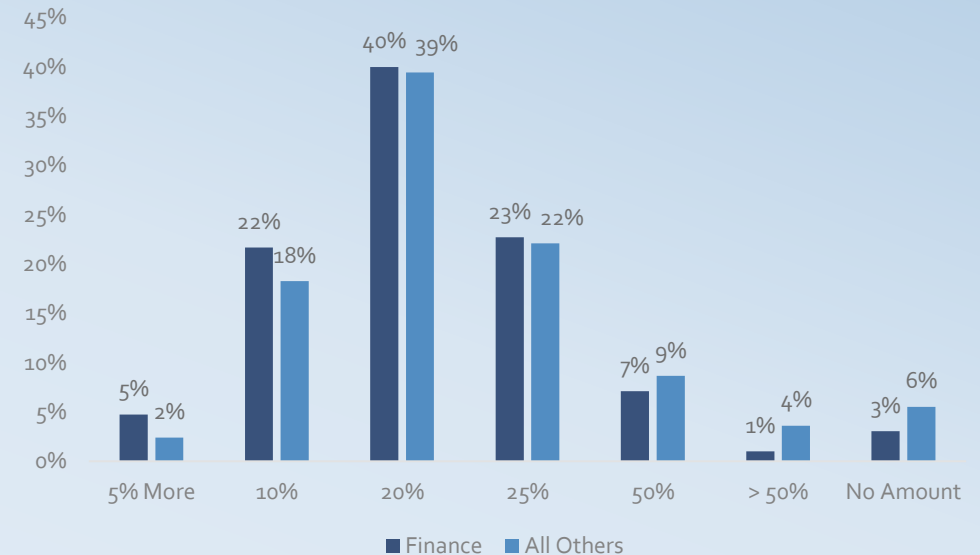
- Other disciplines tended to have slightly more valuable benefits packages than financial people

Ideal Salary



- Almost half of all finance respondents feel they are paid within 10% of their actual worth (and more than half of other disciplines comply with this evaluation of worth)

Amount to Change Job

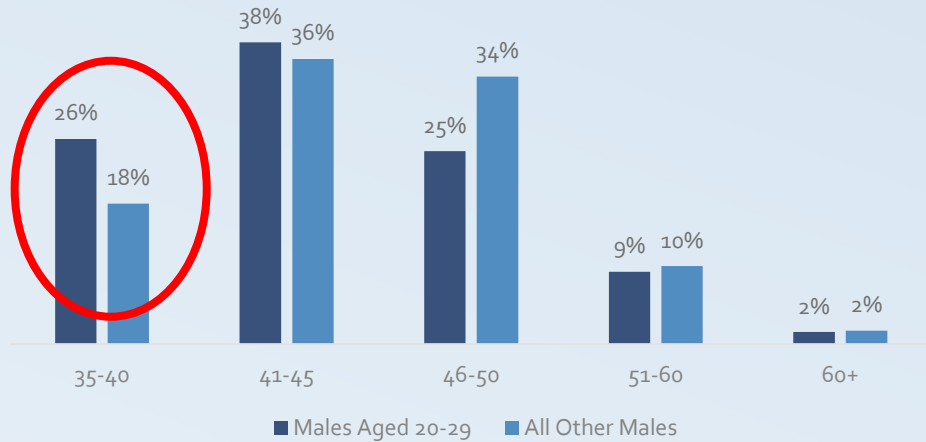


- Almost three-quarters of all financial respondents would require a 20% or greater raise to consider changing their jobs (this is similar to other disciplines)

20-29 Age Group v All Others

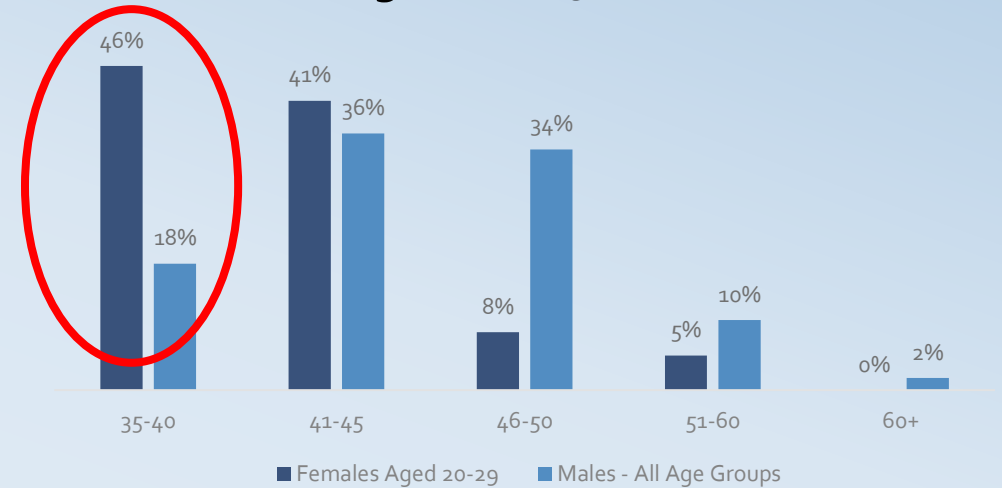
'Reasonable' Working Hours

Males Aged 20-29 v Other Males



- By favouring shorter hours, males in the 20-29 age bracket showed some disparity with older males in terms of what are considered 'reasonable' working hours.

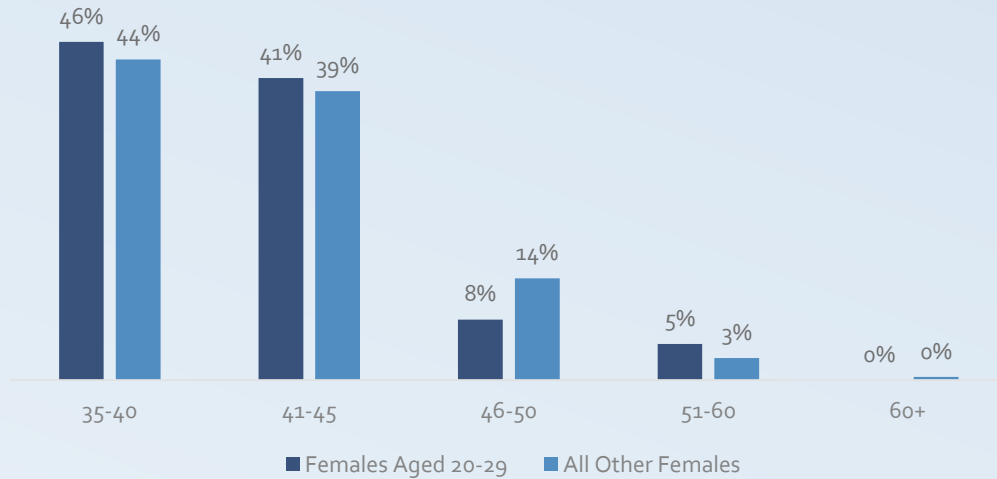
Females Aged 20-29 v Older Males



- The disparity in opinion between females in the 20-29 age bracket and males in all other age groups is highly significant, with younger females four times more likely to favour shorter hours.

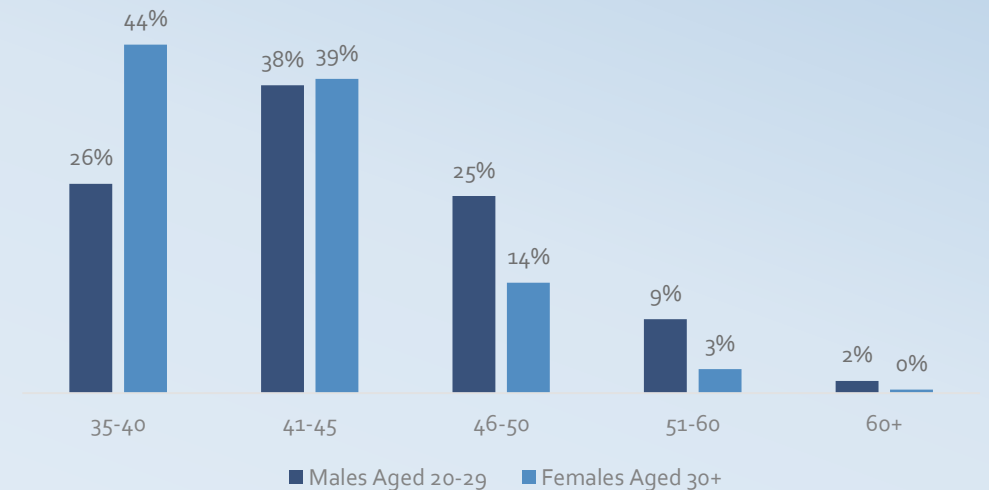
'Reasonable' Working Hours (continued)

Females Aged 20-29 v Older Females



- There was a fairly close alignment among females in all age groups in terms of what are considered 'reasonable' working hours, with older females being somewhat more prone to working longer hours.

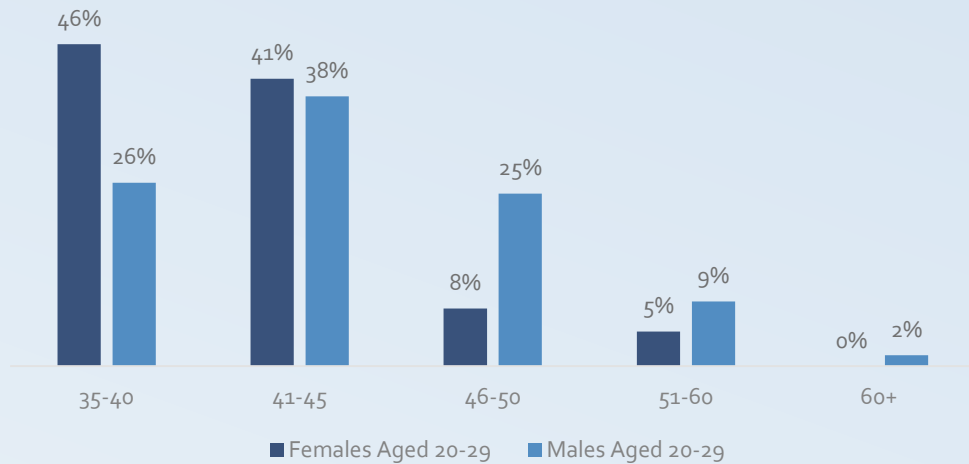
Males Aged 20-29 v Older Females



- Younger males (20-29) were significantly more inclined to state that longer working hours were reasonable than older females (30+ years of age).

'Reasonable' Working Hours (continued)

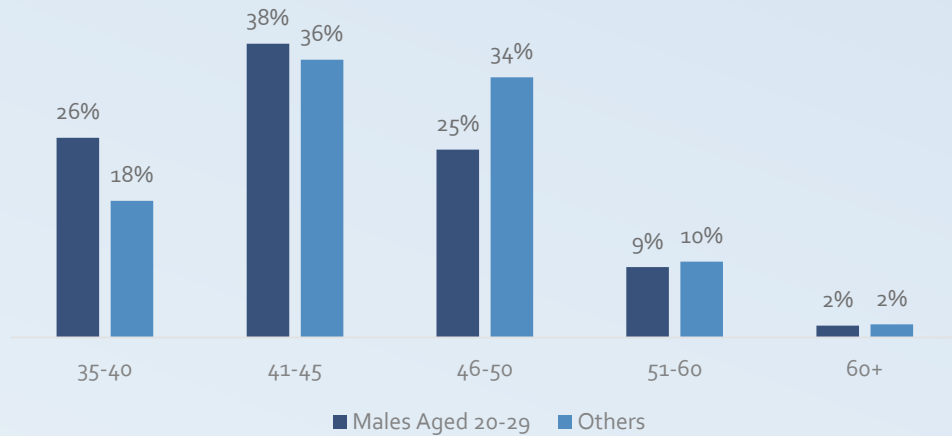
Females 20-29 v Males 20-29



- Females aged 20-29 were significantly more in favour of shorter working hours than their male counterparts.

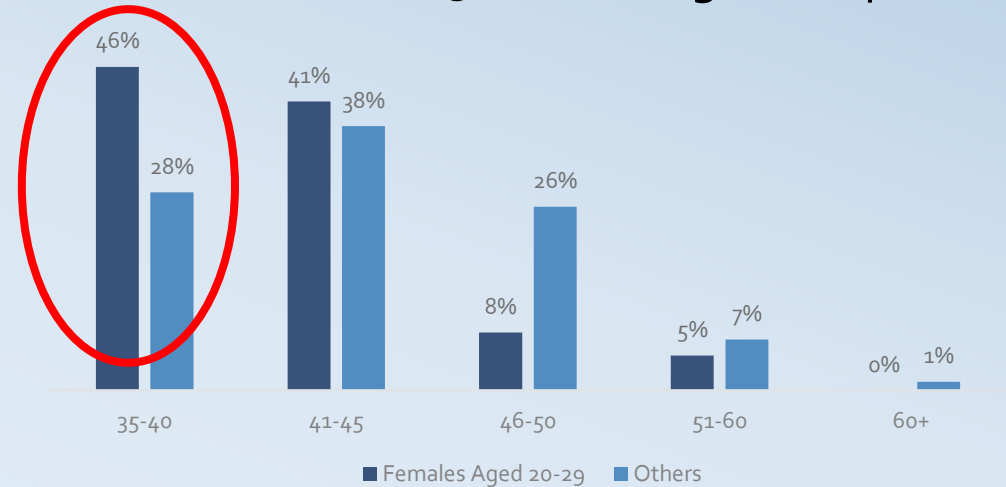
Actual Working Hours

Males 20-29 v Other Age Groups



- Males in the 20-29 age bracket tend to work shorter hours than those in other age groups.

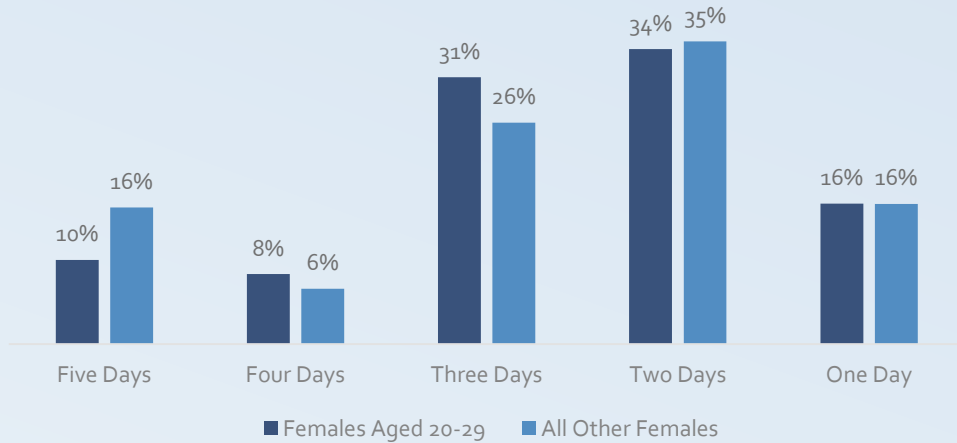
Females 20-29 v Other Age Groups



- Females in the 20-29 age group work far shorter hours than those in other age groups.

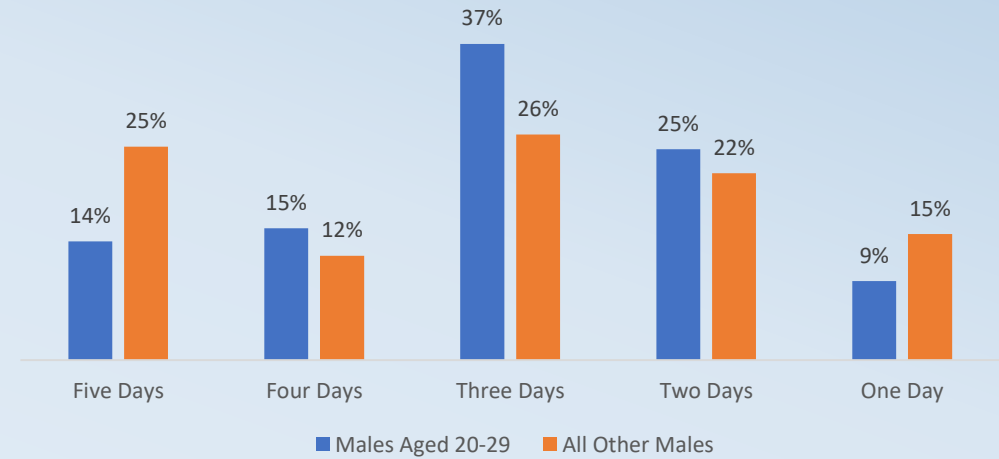
Working Late

Willingness to Stay Late - Females



- There was very little disparity in female attitudes towards staying late during the working week, although older females were slightly more willing to work late every day of the week.

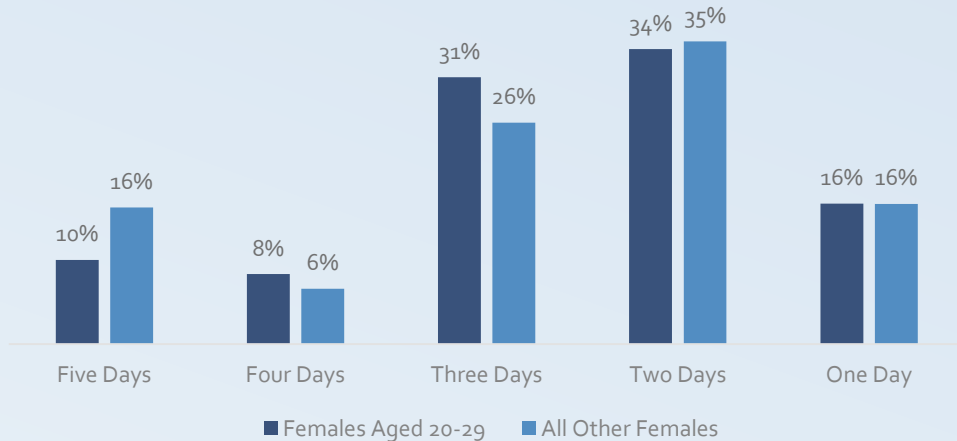
Willingness to Stay Late - Males



- Older males were more willing to work late every day of the week compared to their younger counterparts.

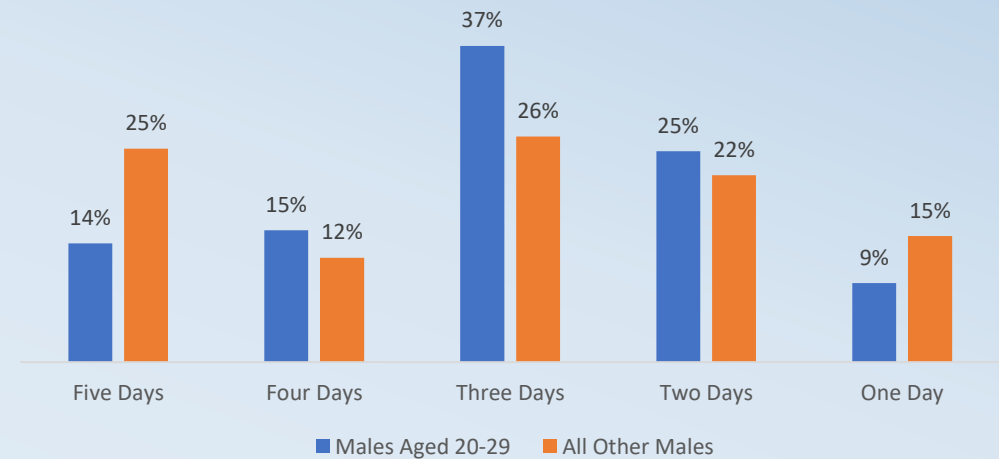
Working Late (continued)

Willingness to Stay Late - Females



- There was very little disparity in female attitudes towards staying late during the working week, although older females were slightly more willing to work late every day of the week.

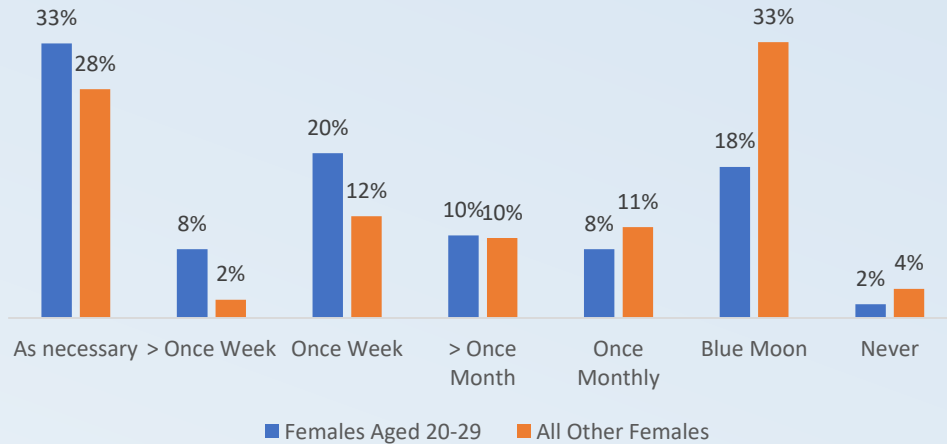
Willingness to Stay Late - Males



- Older males were more willing to work late every day of the week compared to their younger counterparts.

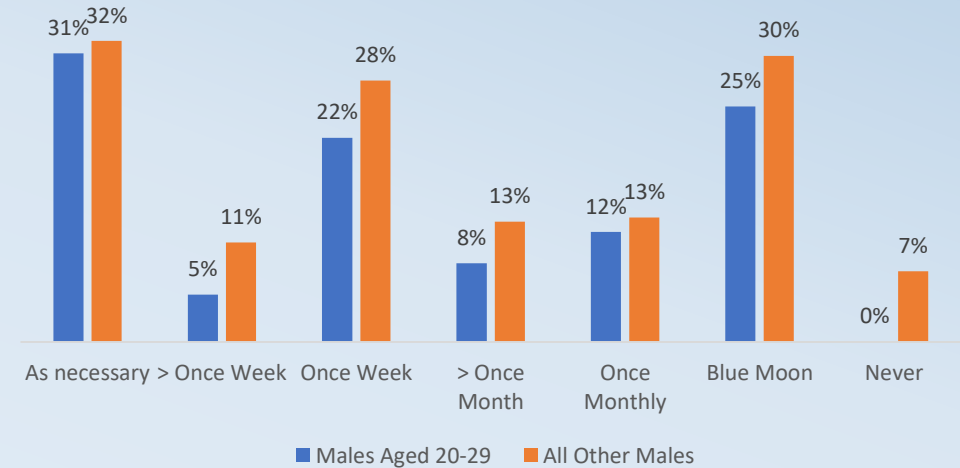
Late Arrival to Work

Tardiness - Females



- 61% of females in the 20-29 age bracket (v. 42% of all others) indicated that it was acceptable to show up late for work with cause at least once a week or as often as necessary.

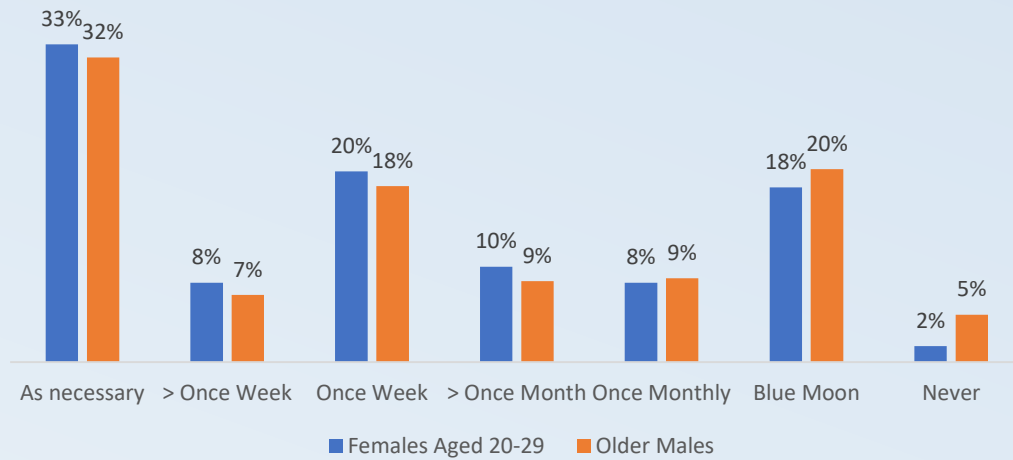
Tardiness - Males



- Males in all age groups were fairly closely aligned on their opinions regarding tardiness

Late Arrival to Work

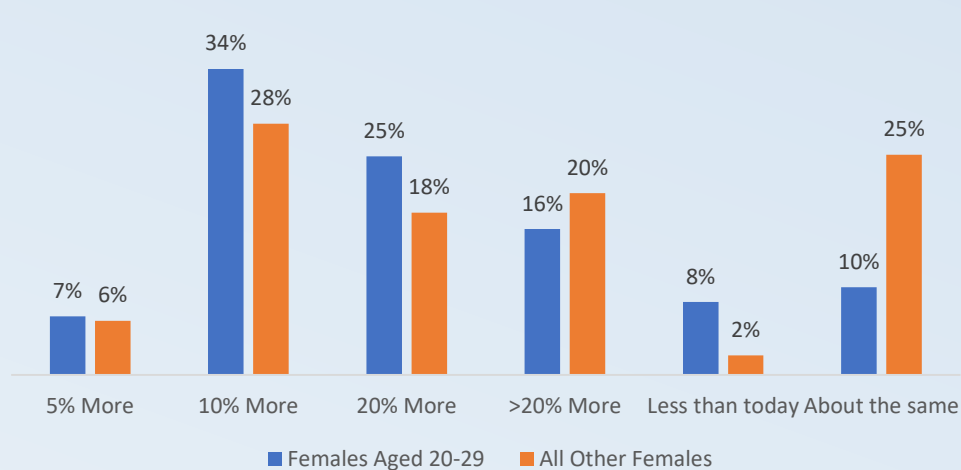
Tardiness - Younger Females v. Older Males



- Older males (30+) were very closely aligned with younger (20-29) females in their views on tardiness.

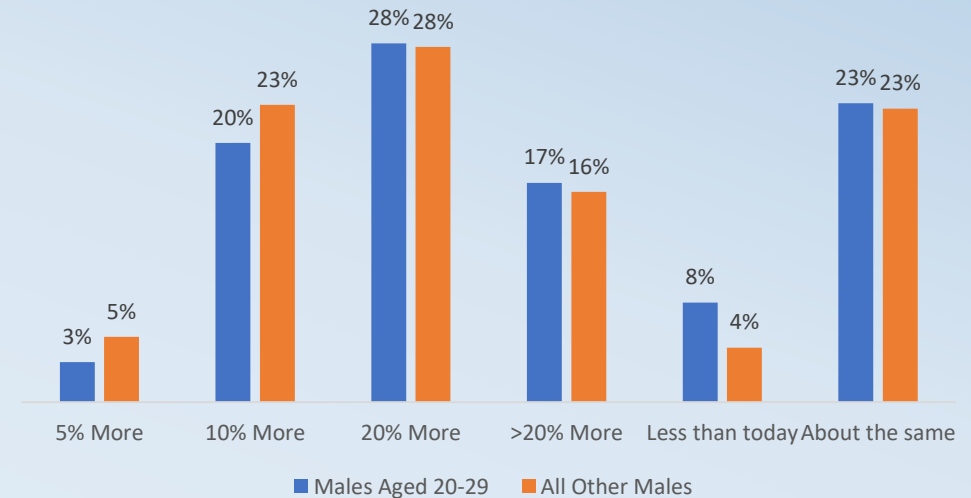
Salary – Perceived Worth

Salary - Perceived Worth - Females



- Only 10% of younger (20-29) females (v. 25% of all others) perceived themselves as being paid the correct salary.

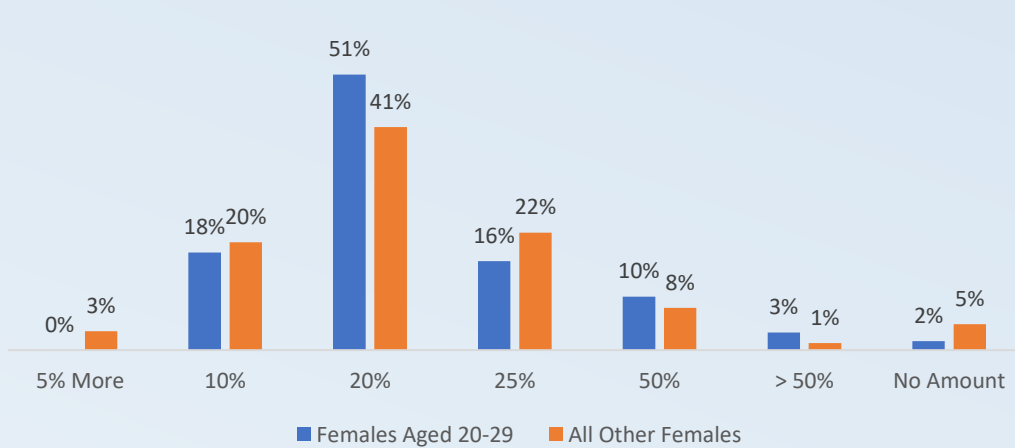
Salary - Perceived Worth - Males



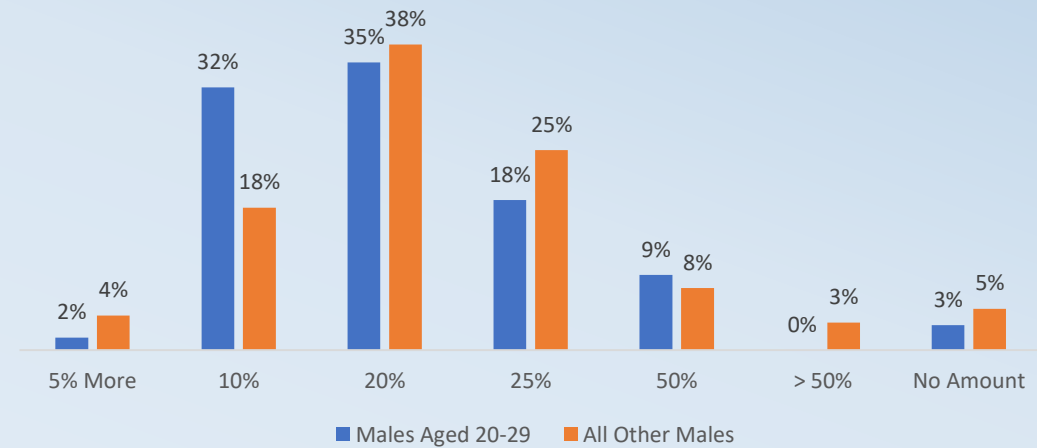
- Males of all age groups were closely aligned on their views about salary and actual worth (and these were also aligned with those of older females).

Salary Increase to Change Job

Salary Increase Needed to Change Jobs - Females



Salary Increase Needed to Change Jobs - Males

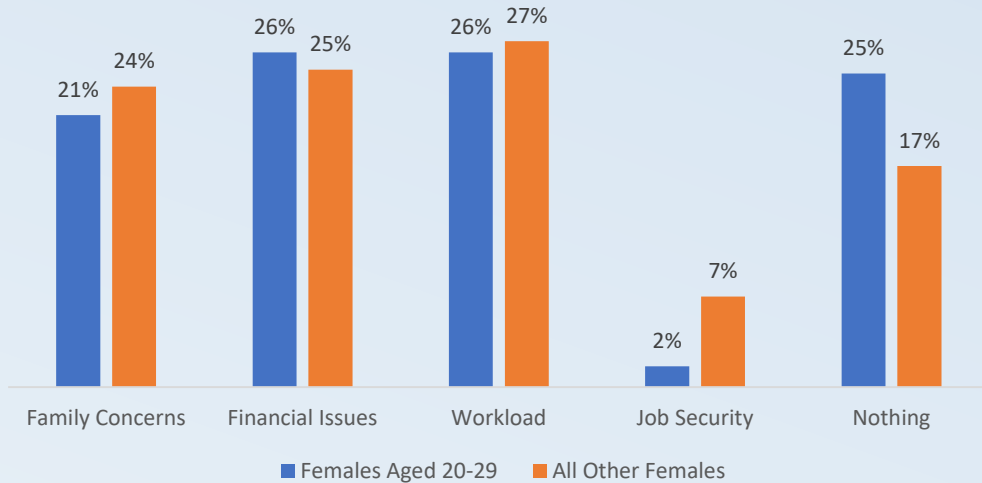


- Females of all ages were fairly closely aligned on their views about the salary increase they would need to change jobs.

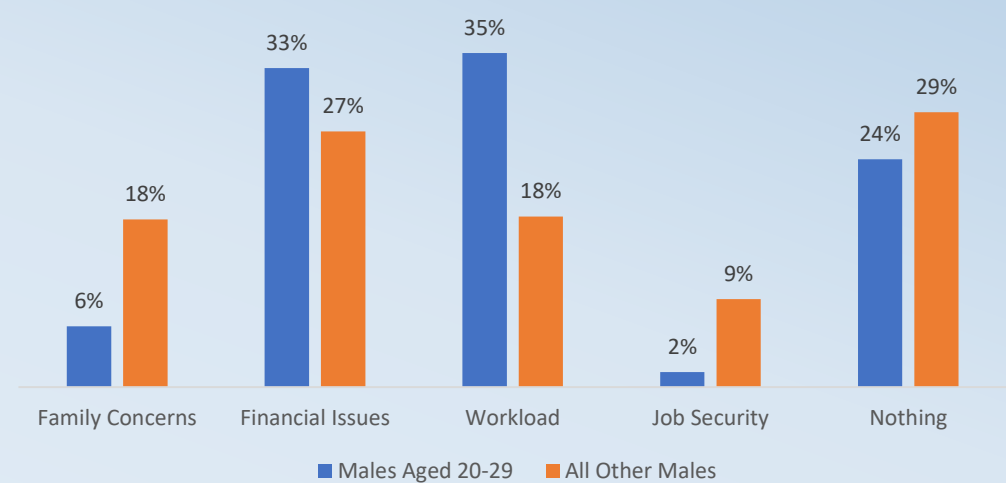
- Over a third of all younger males (20-29) indicated that they would change their jobs for a salary increase of 10% or less.

Worries

Biggest Concerns - Females



Biggest Concerns - Males



- Females of all age groups were closely aligned on their biggest concerns (i.e., 'What Keeps You Up at Night?')

- Younger males (20-29) were far less concerned with family issues than their female counterparts (6% v 21%)

For further information, please
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