

# Mission & Culture Survey 2019

Having a strong mission and culture is business-critical when it comes to attracting top talent, with the wider employer value proposition becoming increasingly valuable in today's competitive jobs market. **Glassdoor's Mission & Culture Survey 2019**, conducted online by The Harris Poll in June 2019, found that over three-quarters (77 percent) of adults across four countries (**the United States, UK, France, Germany**) would consider a company's culture before applying for a job there, and 79 percent would consider a company's mission and purpose before applying.<sup>1</sup>

As part of Glassdoor's ongoing look into future workplace trends, this research makes it clear that today's adults may not prioritize pay and benefits as much as one would think. Rather, people are looking to work for a company whose values align with their own and whose mission they can support. Those businesses that don't invest in their culture, or in creating a clear mission, are at risk of missing out on key talent.

## Key Findings

Glassdoor's survey uncovers the importance of culture and company mission to both employee recruitment and retention, as well as the extent to which adults are now looking for employers whose values align with their own personal values:

- Company culture matters significantly more amongst younger adults; Millennials (18 - 34 year olds) are more likely to place culture above salary than those age 45 and older in two of the four countries surveyed – U.S. (65 percent vs. 52 percent age 45+) and UK (66 percent vs. 52 percent age 45+).
- 79 percent of adults would consider a company's mission and purpose before applying for a job there, while over three quarters (77 percent) would consider a company's culture.
- Company culture is one of the main reasons that almost two-thirds (65%) of employees stay in their job.
- Employees would vote with their feet: if their current company's culture deteriorates, 71 percent of employees would start looking for new opportunities elsewhere.
- Over three quarters (77 percent) of adults believe that employers are becoming more mission-driven to recruit and retain employees.

1. For the purpose of this release, adults refers to adults in the U.S., UK, France and Germany

# Mission

	All Countries	United States	United Kingdom	France	Germany
It is important for an employer to have a clear mission and purpose	89%	89%	89%	91%	88%
I would consider a company's mission and purpose before applying for a job there	79%	80%	77%	81%	79%
Employers are becoming more mission-driven to recruit and retain employees	77%	78%	78%	75%	76%
People where I work are more motivated and engaged because of our strong company mission (Base: Employed)	66%	69%	66%	66%	65%
My company's mission is one of the main reasons I stay in my job (Base: Employed)	64%	64%	60%	70%	63%

## Demographic Breakdown

### Employers that adopt mission-focused recruitment and retention strategies are the most likely to attract talent

- Almost eight in 10 (79 percent) adults would consider a company's mission and purpose before applying for a job, and this is fairly consistent across all countries within the study.
- A company's mission is one of the main reasons that 64 percent of employees stay in their job. French employees are more likely to feel this way (70 percent) compared to the U.S. (64 percent), Germany (63 percent) and UK (60 percent).

### Mission and purpose important to all ages, but especially the over-55s

- In three of the four countries surveyed, adults over 55 years of age are more likely to say it's important for an employer to have a clear mission and purpose than Millennials (18 - 34 years old): UK (93 percent compared to 85 percent), France (94 percent compared to 85 percent), Germany (93 percent compared to 78 percent).
- Two-thirds (66 percent) of employed adults believe people at their work are more motivated and engaged because of a strong company mission. In terms of gender breakdown, more men than women believe this in all markets except the UK.

# Culture

	All Countries	United States	United Kingdom	France	Germany
I would consider a company's culture before applying there	77%	77%	75%	79%	77%
I would not apply to a company unless its values align with my own personal values	73%	70%	69%	76%	76%
If my current company's culture deteriorates, I would look for a job elsewhere (Base: Employed)	71%	74%	70%	75%	67%
My company's culture is one of the main reasons I stay in my job (Base: Employed)	65%	66%	63%	69%	61%
Company culture is more important than salary when it comes to being satisfied at work	56%	58%	57%	56%	54%

## Demographic Breakdown

### French value company culture

- Adults in France are more likely than adults in the UK to consider a company's culture before applying for a job (79 percent vs. 75 percent), those who are employed are more likely than their German counterparts to look for a new job if their company's culture deteriorates (75 percent vs. 67 percent) and employed French adults are more likely to say that their company's culture is one of the main reasons they stay in their job than those in the UK or Germany (69 percent vs. 63 percent and 61 percent).

### Employed adults in Germany less likely to stay or leave a job due to culture

- Significantly fewer employed German adults than employed French and U.S. adults would leave their current job if the company culture deteriorates (67 percent compared to 75 percent in France and 74 percent in the U.S.).
- 61 percent of employed German adults cited company culture as one of the main reasons for staying in their job (significantly less than adults in France at 69 percent).

### Over half (56 percent) of adults place culture above salary when it comes to job satisfaction

- Millennials (18 - 34 year olds) are more likely to place culture above salary than those age 45 and older in two of the four countries surveyed – U.S. (65 percent vs. 52 percent age 45+) and UK (66 percent vs. 52 percent age 45+).
- Those with children in their household more likely to place culture above salary than those without children in two of the four countries surveyed: UK (63 percent vs. 54 percent) and U.S. (63 percent vs. 54 percent).

## Conclusion

The world of work has drastically changed — and continues to evolve — over recent years and the behaviours and motivations of employees have evolved at the same time. Today's employees — of all ages and nationalities — place high significance on values and this resonates with the growth of passion-based causes springing up around the globe. For an employer, it's critical that they are able to clearly define and communicate their values, as well as consistently demonstrate that they are living up to them.

Company culture can be a key differentiator in securing top talent and can also be a significant cause of losing it. Employers in the respective countries surveyed have individual challenges and nuances to address, but employers in France in particular must be paying close attention to their company culture, with a strong majority of French employees likely to take action if the culture is not as they wish it to be. Salary and compensation will always be a major factor in recruitment and retention but [Glassdoor's Mission & Culture Survey 2019](#) clearly highlights how culture has overtaken compensation in terms of workers' priorities.

The good news is that 77 percent of employees across all countries surveyed believe employers are becoming more mission-driven to recruit and retain talent. Employers are clearly doing the right thing but this survey demonstrates there is still much work to be done to attract and keep hold of top talent, so mission and culture should be a top priority.

Coinciding with this survey, Glassdoor Economic Research published a new report on the leading drivers of Employee Satisfaction across five countries: U.S., UK, France, Germany and Canada. According to millions of reviews shared voluntarily and anonymously by employees on Glassdoor, across four of the five countries studied, the culture and values of an organization are the strongest predictors of employee satisfaction.

[Find Out More](#)

This survey was conducted online within the United States (U.S.), United Kingdom (UK), France and Germany by The Harris Poll on behalf of Glassdoor from June, 10 - 13 2019 among 5,113 adults aged 18 and older, among which 2,025 are in the U.S., 1,041 are in the UK, 1,027 are in France, and 1,020 are in Germany. Furthermore, among all countries, 2,757 are employed full-time/part-time/self employed, 937 are employees in the U.S., 582 are employees in the UK, 583 are employees in France, and 655 are employees in Germany.

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