

New Research Confirms that Workplace Loyalty is Declining

Talent retention is a top priority for companies worldwide, a recent study sheds light on concerning trends regarding the loyalty of younger employees.

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/EINPresswire.com/ -- According to the study, conducted by WorkProud, only 23% of workers aged 42 years or younger expressed a strong interest in remaining with their current employers long term. This further declines to a mere 18% for workers aged 30 years or younger.

Even more alarming is the revelation that only 16% of workers aged 42 or younger would choose to remain loyal to their companies, even if presented with better compensation for the same job elsewhere. This number again declines to 11% for workers aged 30 or younger, underscoring the challenges companies face in retaining young talent.

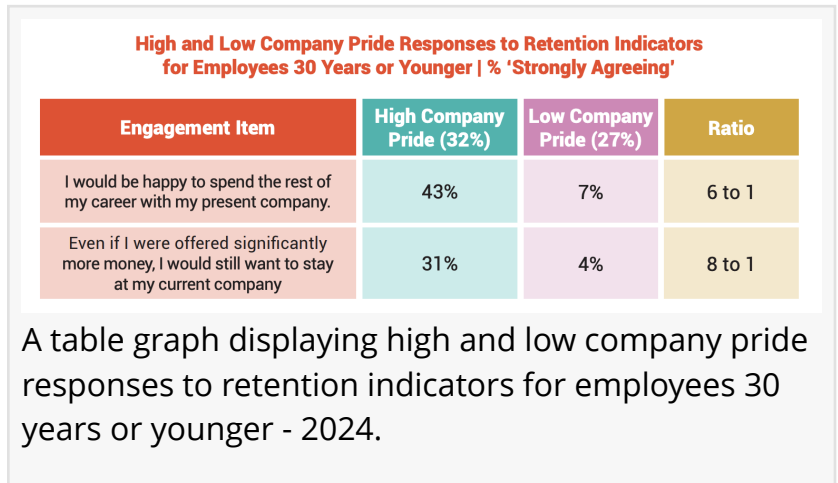


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Dr. Rick Garlick

"These findings underscore the evolving nature of workplace loyalty, particularly among younger employees," said Lead Researcher Dr. Rick Garlick. "As the younger workforce continues to prioritize factors such as work-life balance and company culture, employers must adapt their retention strategies to meet the evolving needs and expectations of this demographic."

The research, which surveyed 1,000 full-time employees across various industries, provides



valuable insights into the shifting dynamics of employee loyalty in the modern workplace. It serves as a wake-up call for companies to reevaluate their approaches to talent management and employee engagement to foster a more loyal and committed workforce.

About WorkProud

At WorkProud, we believe in empowering workforces through pride. That's why we build globally recognized employee recognition and rewards platforms to energize company cultures by inspiring, appreciating, and engaging employees. We offer solutions that promote connections and cultivate a workplace where employees take pride in their work and company. Trusted by millions of users at some of the world's most recognized employer Brands.

www.workproud.com

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Link to The 2024 WorkProud Study:

<https://acrobat.adobe.com/id/urn:aaid:sc:VA6C2:e24f96ed-3a66-491c-8f25-1fbe943fe418>

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