



Press release

## 2013 Edenred-Ipsos Barometer on the well-being and motivation of European employees

*During a crisis period, how do the opinions of  
European employees and their motivation at work change?*

2013, June 12 – The eighth edition of the Edenred-Ipsos barometer on the well-being and motivation of European employees surveyed employee populations in six countries: Germany, Belgium, Spain, France, Italy and the United Kingdom. This online survey was conducted among a sample of 7,200 employees<sup>1</sup>, between 18 February and 15 March 2013. This edition of the survey revealed three major trends: high employee concern about the job market, affirmed claims of loyalty by "default" to the employer, and unequal capacities to sustain motivation in the crisis between national models.

### GROWING CONCERN ABOUT JOBS ACROSS ALL COUNTRIES

At a time when the unemployment rate in the European Union has reached 10.9%<sup>2</sup>, the 2013 Edenred-Ipsos Barometer confirms that **European employees are more concerned about jobs compared to 2012**. For 44% of German employees (+10 points vs. 2008) and 50% of Italian employees (+21 points vs. 2008), holding onto their jobs is a major concern. 58% of the French employees surveyed this year, think it would be difficult to find a comparable job if they became unemployed. 70% of Italian employees responded similarly.

Moreover, **purchasing power expectations**, especially in Southern Europe and France, are high: in France, 67% of employees say they are dissatisfied with their purchasing power; in Italy, this figure is 73%. Northern Europeans (Germany, Belgium, UK) are significantly less critical on this subject: in Germany, only 33% of employees affirm they are dissatisfied with their purchasing power.

### EUROPEAN EMPLOYEES SHOW LOYALTY BY "DEFAULT" AND ARE LESS SATISFIED WITH THEIR PROFESSIONAL SITUATION

The 2013 results show that **European employees are very loyal to their company**, in a difficult economic context: 58% of French employees say they are not considering leaving it; this figure is 60% in Germany and 66% in Belgium.

<sup>1</sup> Breakdown of the sample: 3 000 employees in France, 1,000 in Italy, 800 in Germany, Belgium, Spain and the United Kingdom.

<sup>2</sup> Source : Eurostat – 2013 February

This **loyalty by "default"** to the employer is observed at a time when dissatisfaction with the professional situation is somewhat higher than last year, with mobility being perceived as a risky enterprise: for example, 27% of employees say they are dissatisfied in Germany (+2 points vs. 2012) and 45% in Spain (+10 points vs. 2012).

Widely "loyal" but more dissatisfied, **the percentage of European employees who think they often spend too much time working** is generally higher than in 2012: 29% of German employees (+7 points vs. 2012), 29% of French employees (-1 point vs. 2012), 29% of Belgian employees (+2 points vs. 2012), 37% of British employees (+2 points vs. 2012), 37% of Spanish employees (+2 points vs. 2012), 35% of Italian employees (stable vs. 2012).

## THE CAPACITY TO KEEP EMPLOYEES MOTIVATED IS UNEQUAL BETWEEN COUNTRIES

The 2013 edition of the Edenred-Ipsos barometer shows **sharp differences between national models**.

**In France, Italy and Spain**, there is a marked imbalance between the feeling of commitment among employees and the feeling of recognition: only 43% of French employees, 48% of Italian employees and 49% of Spanish employees say they are satisfied with recognition of their commitment. The potential for "frustration" is high. It appears to reach its peak in France where only 23% of employees give a rating of 8 to 10 for their quality of life at work (vs. 42% of German employees, 40% of British employees, 39% of Belgian employees, 31% of Spanish employees and 29% of Italian employees) and 38% affirm that their motivation is decreasing, reaching a record level among the survey's six countries.

The expectations of Spanish, Italian and French employees are very high towards their company, particularly for implementation of actions to manage talent (45% of Spanish employees consider that actions conducted by their employer in this area are insufficient) and transfer skills (37% of Italian employees say they are insufficient). Likewise, 55% of French employees consider actions conducted by their employer in the area of well-being at work are insufficient (vs. 31% in Germany, 28% in Belgium, 28% in the United Kingdom, 31% in Spain and 34% in Italy).

**In Germany and Belgium, where working environments are more "contractual"** with a relative balance between commitment and expectations, particularly in terms of recognition (55% of German employees and 59% of Belgian employees say they are dissatisfied with this point), demotivation is lesser (22% in Germany and 27% in Belgium).

As for the **Anglo-Saxon model, which is more "opportunistic,"** it relies on employees who are more detached from their company. This model is weathering the crisis, largely thanks to human resources policies which are particularly dynamic when it comes to quality of life at work and career development. For instance, 40% of British employees give a rating of 8 to 10 for their quality of life at work (vs. 23% in France).

These latter two models share positive perceptions of **managerial practices** among employees, who feel that their immediate superiors meet their commitments (64% of Belgian employees vs. 58% of French employees), are attentive to needs (60% of German employees vs. 49% of Italian employees), play an active role in the development of skills (55% of British employees) and value group performance (66% of German employees vs. 49% of Italian employees).

**Antoine Solom**, International Director, Ipsos Loyalty, emphasizes: *"In crisis periods, it is important not to rely on a 'loyalty' by default but rather develop active, targeted employee policies, especially in the two key areas of well-being at work and professional development."*

## THE EDENRED-IPSOS BAROMETER

A reference on the employee benefits market, Edenred has been developing a wide range of tools to understand social trends for over 50 years. For the eighth year in 2013, Edenred partnered with Ipsos to conduct a survey among a large sample of European employees to assess their motivation levels and their well-being in the workplace. This year, 7,200 German, Belgian, British, Spanish, French and Italian employees took part in the study.

*"Since the Edenred-Ipsos Barometer was created, we have surveyed over 65,000 European employees in order to analyze their expectations. As an observatory for the job market, we constantly monitor social trends to stimulate the spirit of innovation among our teams and develop new solutions that improve the quality of life of employees,"* declares **Jacques Stern**, Chairman and Chief Executive Officer of Edenred.

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### About Edenred

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**Edenred**, which invented the Ticket Restaurant® meal voucher and is the world leader in prepaid corporate services, designs and delivers solutions that make employees' lives easier and improve the efficiency of organizations.

By ensuring that allocated funds are used specifically as intended, these solutions enable companies to more effectively manage their:

- **Employee benefits** (Ticket Restaurant®, Ticket Alimentación, Ticket CESU, Childcare Vouchers, etc.)
- **Expense management process** (Ticket Car, Ticket Clean Way, Repom, etc.)
- **Incentive and rewards programs** (Ticket Compliments, Ticket Kadéos, etc.)

The Group also supports public institutions in managing their **social programs**.

Listed on the NYSE Euronext Paris stock exchange, Edenred operates in 40 countries, with some 6,000 employees, nearly 610,000 companies and public sector clients, 1.3 million affiliated merchants and 38 million beneficiaries. In 2012, total issue volume amounted to €16.7 billion, of which 61% was generated in emerging markets.

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### About Ipsos

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Ipsos is the third largest market research company in the world; it delivers insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management. With 16,000 people and offices in 85 countries, Ipsos Group generated global revenues of €1,789 million (2,300 million USD) in 2012.

[www.ipsos.com](http://www.ipsos.com) / [www.ipsos.fr](http://www.ipsos.fr)

**Ipsos Loyalty:** Specialized in employee engagement surveys and leadership development programs to assist transforming organizations, Ipsos Loyalty supports its customers needs' from survey creation to action planning definition.

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