GLOBAL THOUGHT LEADERSHIP

Supporting a Global Workforce
– across generations, lifestyles, and cultures

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Fidelity INTERNATIONAL

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Global Thought Leadership

Our Global Employer Survey highlighted multinational corporations rank talent-related efforts, like attraction, development, and retention, as top priorities. But, with changing market conditions and an increasingly diverse working population, how do employers know how to viably meet talent-related priorities, especially when factoring workforces now span countries, if not, continents?

Here are some of our findings from the latest **Global Sentiment Survey** that may help employers better support workers around the world.

Key Takeaways

- While most workers describe the state of work as "good," there are **some groups that are more likely to rate work as "good" than others**.

- **Across all genders, multiple generations, and in most regions, workers are consistent** in what they say are important parts of their workplace benefits package and types of support they want from their employers.

- Nonetheless, there are **certain demographics of workers that want specific types of benefits and support** from their employers.

The Fidelity Global Sentiment Survey

reflects a snapshot of the attitudes of
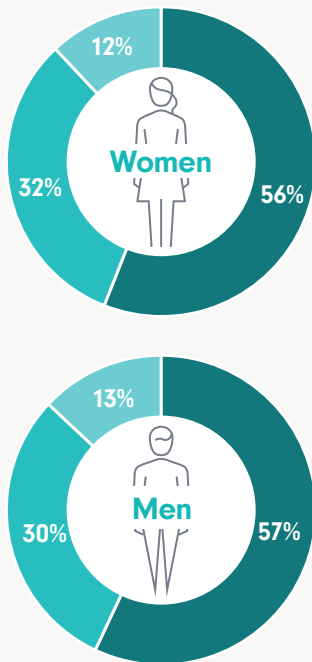
20,000

working professionals in

17 international markets.

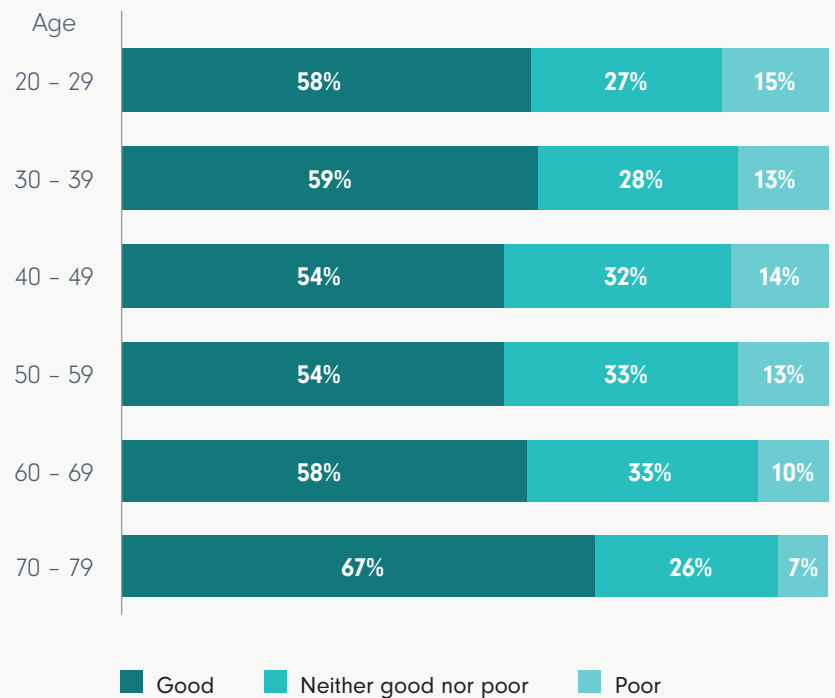# How are workers around the world feeling about work?

Across multiple generations and most regions, **more than half** of individuals that identify as either men or women describe their state of work as **"good."**

Q. How would you describe the state of your work?

Gender identities

Women
12%
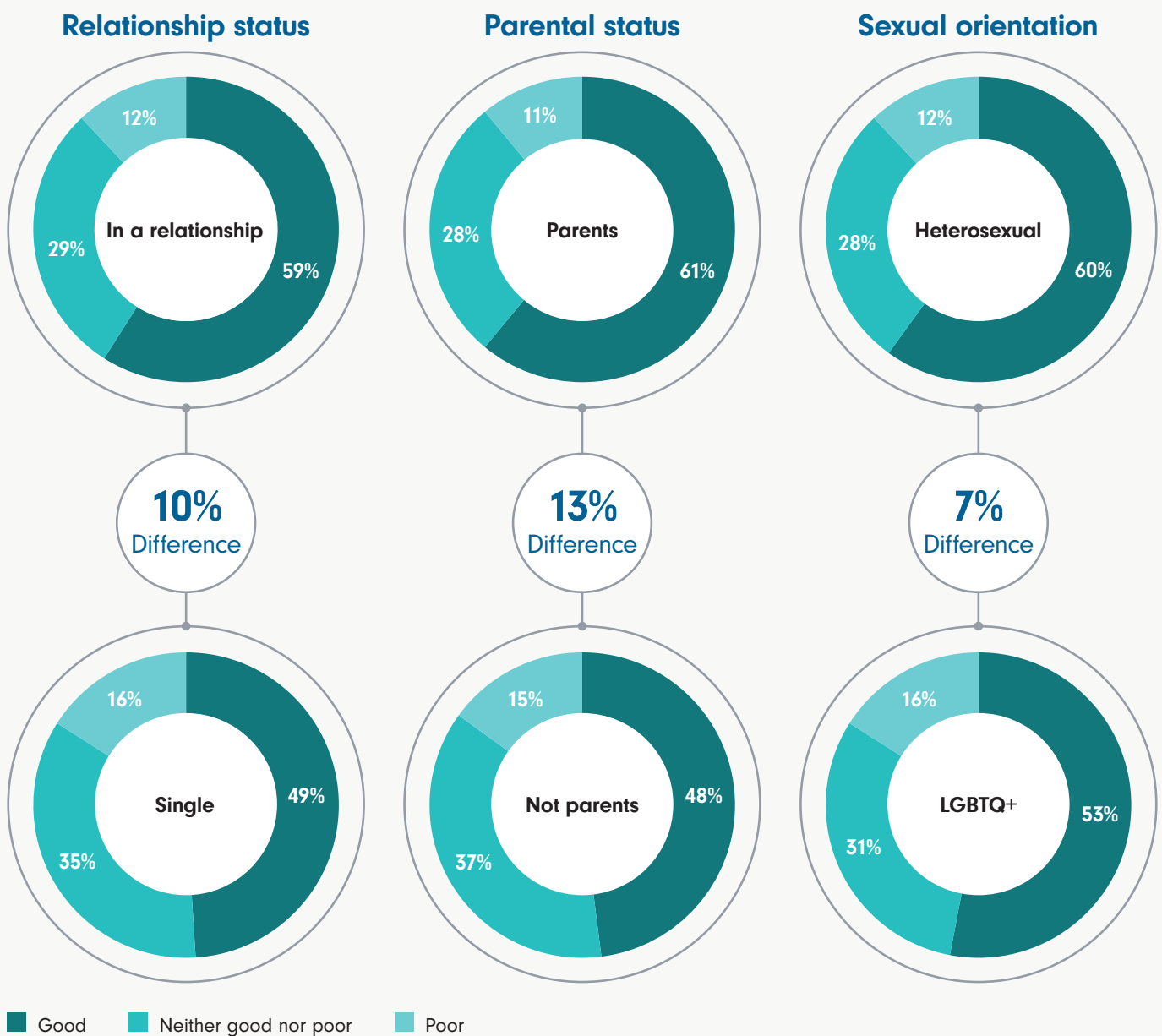32%
56%

Men
13%
30%
57%

Multiple generations

Age	Good	Neither good nor poor	Poor
20 – 29	58%	27%	15%
30 – 39	59%	28%	13%
40 – 49	54%	32%	14%
50 – 59	54%	33%	13%
60 – 69	58%	33%	10%
70 – 79	67%	26%	7%

■ Good   ■ Neither good nor poor   ■ Poor

Source: The Fidelity Global Sentiment Survey 2022

What kind of workers feel differently by demographics?

However, there are **notable differences** between various groups who describe the state of work as **"good."**
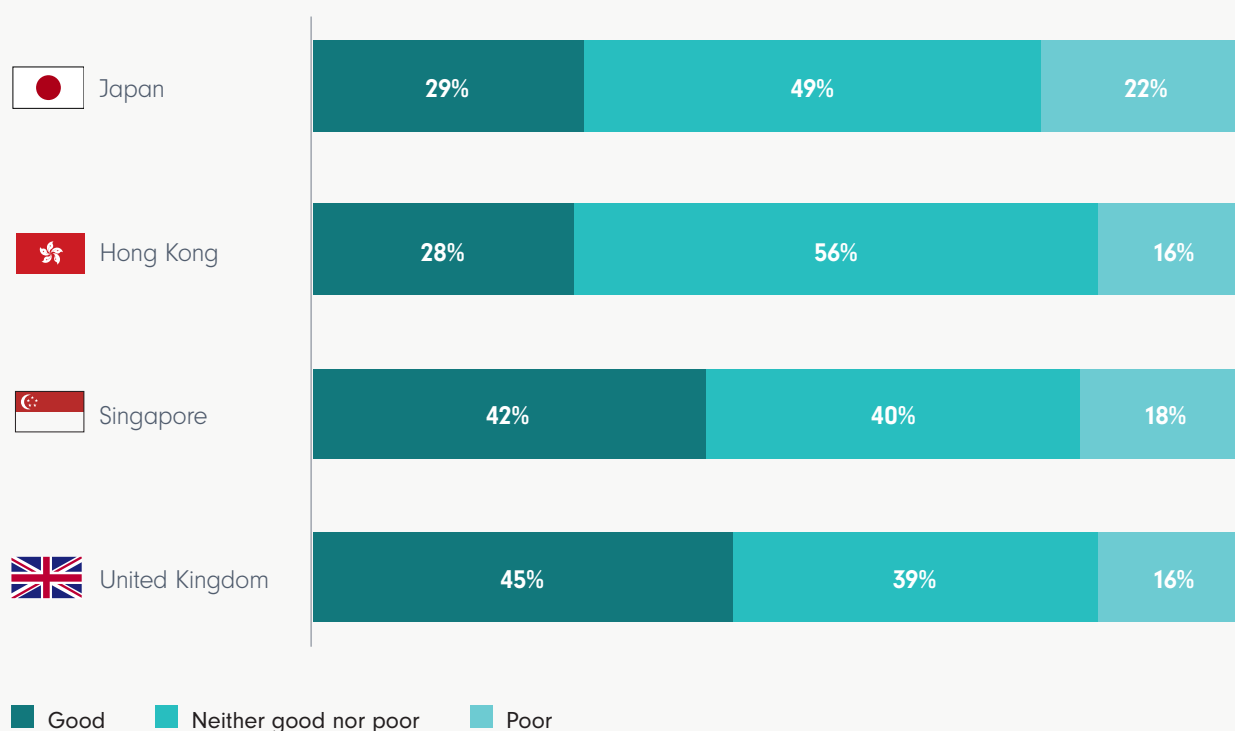
Q. How would you describe the state of your work?

Relationship status

In a relationship
- 12%
- 29%
- 59%

10% Difference

Single
- 16%
- 35%
- 49%

Parental status

Parents
- 11%
- 28%
- 61%

13% Difference

Not parents
- 15%
- 37%
- 48%

Sexual orientation

Heterosexual
- 12%
- 28%
- 60%

7% Difference

LGBTQ+
- 16%
- 31%
- 53%

■ Good ■ Neither good nor poor ■ Poor

Source: The Fidelity Global Sentiment Survey 2022

What kind of workers feel differently by region?

Additionally, there are certain regions where **less than half of workers** describe the state of work as **"good."**

Q. How would you describe the state of your work?

	Good	Neither good nor poor	Poor
Japan	29%	49%	22%
Hong Kong	28%	56%	16%
Singapore	42%	40%	18%
United Kingdom	45%	39%	16%

■ Good　■ Neither good nor poor　■ Poor

Source: The Fidelity Global Sentiment Survey 2022

What do workers consider the most attractive workplace benefits?

Across all genders, multiple generations, and in most regions, workers are consistent in what they say are **important parts of their workplace benefits package**.

Q. After your main wage or salary, which of the following would be most important in your workplace benefit package?
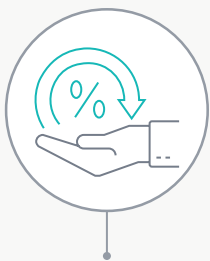
Bonus
(most popular with men & those aged 50-59)

Pension and/or Retirement Savings Plan
(most popular with those aged 50-59)
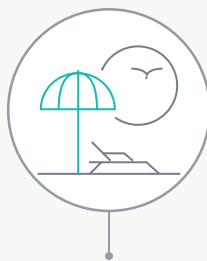
Annual Leave
(most popular with those aged 50-69)
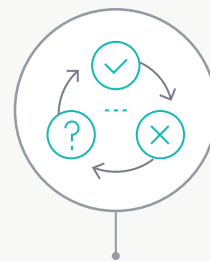
Work Flexibility
(most popular with workers younger than 30 & women)

Private Medical Insurance
(most popular with those aged 60-69)

However, there are **additional offerings** deemed just as important in **other regions**.
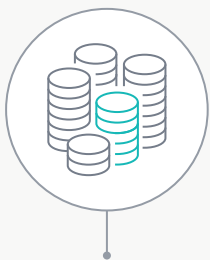
Financial Allowance
- Germany
- China
- Japan
- Hong kong
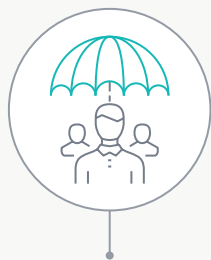
Life Insurance
- India
- Mexico
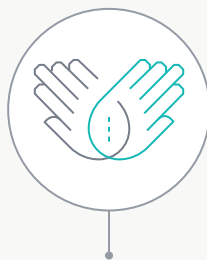
Well-Being Support
- Brazil
- China
- India

Benefits for Family/Children
- Brazil
- Italy
- Mexico

Source: The Fidelity Global Sentiment Survey 2022

What types of support are workers seeking from their employers?

Across all genders, multiple generations, and in most regions, workers are once again consistent in what types of support they want provided by their employers.

Q. Which of the following types of help or support would you like to see provided by your employer?
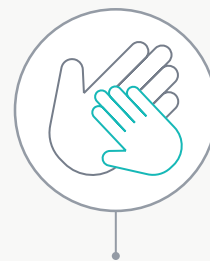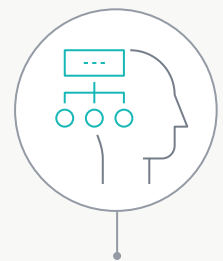
Work/Life Support
(most popular with workers under 50)

Mental Health & Well-Being Support
(most popular with workers under 40)

Phased Retirement
(most popular with workers older than 50)

Life and Disability Benefits & Support

Retirement Planning Education

However, for **workers younger than 40**, these types of support are also desired in addition to what's listed above.
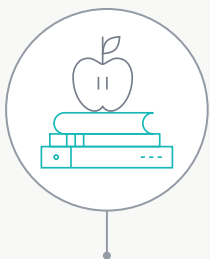
Opportunities for Ongoing Learning

Formal Education Support

Diversity, Equity, & Inclusion Programs

Financial Education
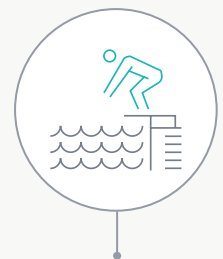
Physical Health Support

Source: The Fidelity Global Sentiment Survey 2022

Offering benefits that matter to workers drives greater outcomes for employers.

By better understanding the attitudes and needs of workers in their organization, employers may be able to effectively create cost-effective benefit offerings that prove valuable to workers – across generations, lifestyles, and cultures – that satisfy talent-related priorities.

Suggested actions for employers to consider to better meet the needs of their workers

Invest in employee well-being. Advocate for mental health support in the workplace and support employee resource groups.

Make manager training a priority. Continue to support and train managers with all changes and well-being strategies that support their teams.

Start with the fundamentals of a benefits strategy and understand where your **benefits budget has the most impact** by adapting to the specific needs of your workforce.

Global Thought Leadership

Acknowledgements and endnotes

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Endnotes & other important information

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