



Press release

Edenred – Ipsos Barometer 2012

“Employee well-being and motivation”: Europe split between cautious optimism and real concern

Paris, 3rd April 2012 – The sixth edition of the Edenred - Ipsos* Barometer on the “*Well-being at work and employee motivation*” covers six countries this year: Belgium, France, Germany, Italy, Spain and the United Kingdom. In the context of crisis, this comparison of different European countries underlines major disparities that are both cultural and economic in nature.

Europe becoming polarised...

While overall, the survey underlines the relative stability of European employee satisfaction with their work situation, the results nonetheless reveal a Europe that is much more polarised than in 2008¹. The “work” value points to a high degree of variability from one country to another.

German, Belgian and English workers declared themselves respectively 74%, 77% and 63% “satisfied with their work situation”. Only 20% of Germans and 25% of Belgians reported a reduction in their motivation at work. In contrast to this contentment, the economic situation and growing unemployment levels in Southern Europe are a source of major concern for employees. The “primary professional concern” of most employees in this region is “staying employed”: 39% of Italians and 55% of Spaniards stated this as their chief concern, compared with 29% and 37% in 2008. Consequently, for 40% of Spaniards and 35% of Italians, work mainly implies “security”.

... and displaying a trend for more positive attitudes in the civil service towards work

Europe’s civil servants state that they have a more positive relationship with their work and experience greater “pleasure at work”. For 32% of Belgians and 38% of Germans in this category, work is a “pleasure” and, for 16% of Spanish and 20% of English civil servants, work is even a “source of pride”.

This relative optimism is also expressed when employees look towards the future, regardless of their geographic location. All are generally confident in the future of their administration: 85% in Germany, 78% in Belgium, 75% in the United Kingdom, 68% in Spain and 65% in Italy. The one exception is French civil servants, who display record pessimism, with less than half saying they are confident about the future of their employer.

European workers more worried about their own future

For European managers, “time devoted to work” also constitutes a major and growing concern: +16% among German executives, +9% among their French counterparts and +6% in the case of Spanish managers compared with 2008.

Due to this growing unease, in the event of redundancy, only 43% of Belgians and 46% of Germans think they could quickly find a “comparable job”, and even 23% in both Italy and Spain. This trend is more prevalent in the 35-40 age group, which represents a period when the issue of employability begins to loom, most notably in Germany, Belgium and the United Kingdom.

* About the Edenred – Ipsos Barometer

Renowned for its leadership in the field of employee benefits, Edenred is also attentive to developments in their behaviour. Every year since 2007, Ipsos has conducted a survey of a large sample of 4,000 French workers. Its aim is to monitor their motivation levels, the state of their relationship with work and their well-being in the workplace. In 2012, the barometer was extended to cover five more European countries (Belgium, Germany, Italy, Spain and the United Kingdom). In each of these countries, the online poll was carried out among 300 workers, from 1st to 17th February 2012.

¹ In 2008, the scope of the Edenred-Ipsos barometer (country panel, questions) was similar to that of 2012, thus offering an appropriate point of comparison.



About Edenred

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 organisations.

Edenred solutions ensure that funds allocated by companies are used as intended. These solutions help to manage:

- **Employee benefits** (Ticket Restaurant®, Ticket Alimentación, Ticket CESU, Childcare Vouchers, etc.).
- **Expense management** process (Ticket Car, Ticket Clean Way, Ticket Frete, 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 38 countries, with some 6,000 employees, nearly 580,000 companies and public sector clients, 1.3 million affiliated merchants and 36.2 million beneficiaries. In 2011, total issue volume amounted to €15.2 billion, of which 58% was generated in emerging markets.

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With offices in 84 countries, Ipsos delivers insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,363 billion (1.897 billion USD) in 2011.

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