

GLOBAL THOUGHT LEADERSHIP

# Supporting a Global Workforce

– across generations, lifestyles, and cultures

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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

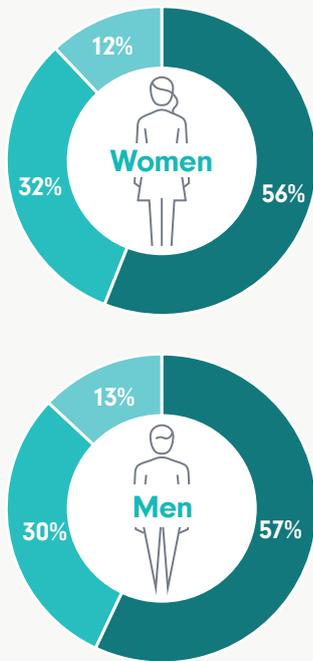
**17** international markets.

## How are workers around the world feeling about work?

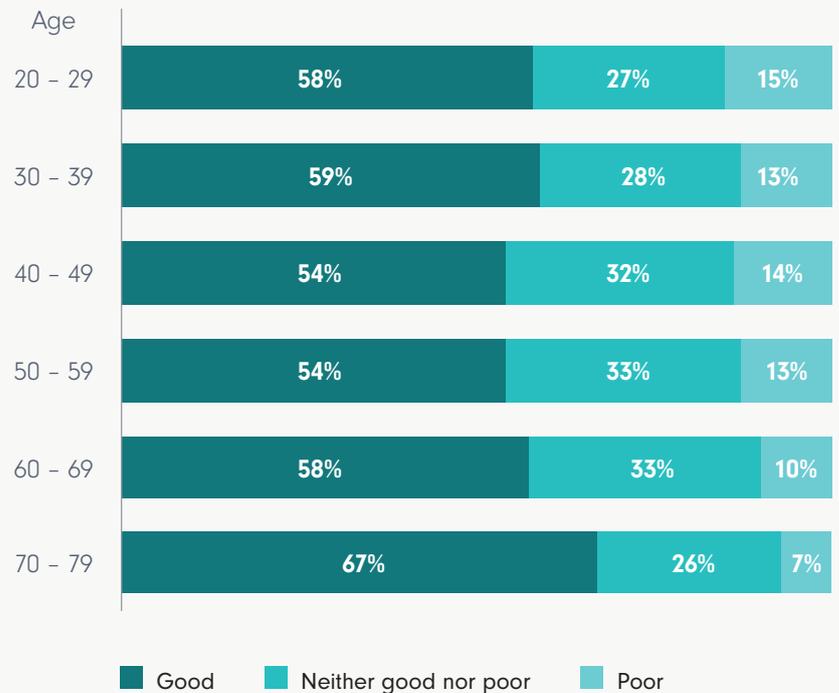
Across multiple generations and most regions, **more than half** of individuals that identify as either men or women describe their state of work as **"good."**

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

#### Gender identities



#### Multiple generations

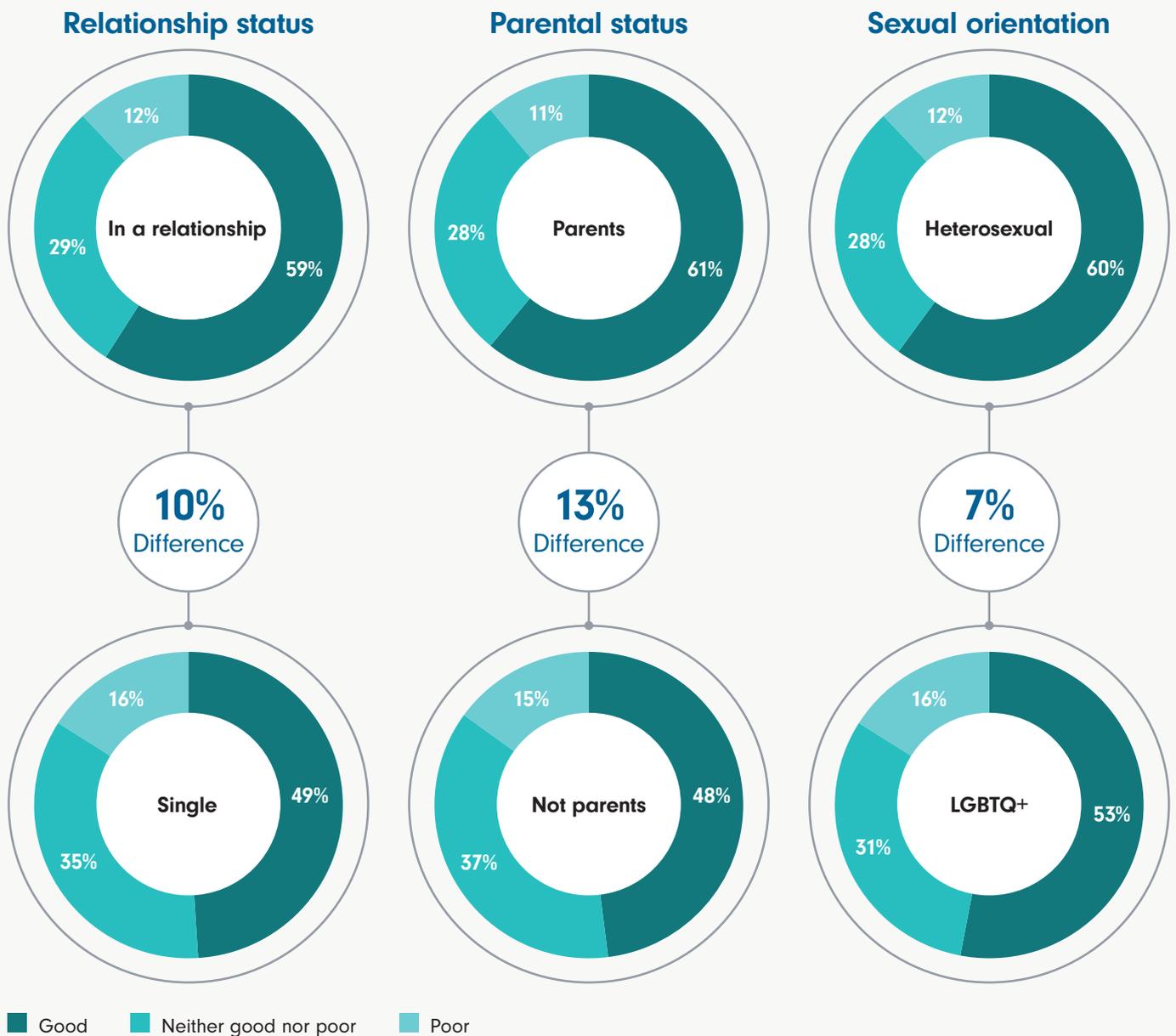


Source: The Fidelity Global Sentiment Survey 2022

## 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?

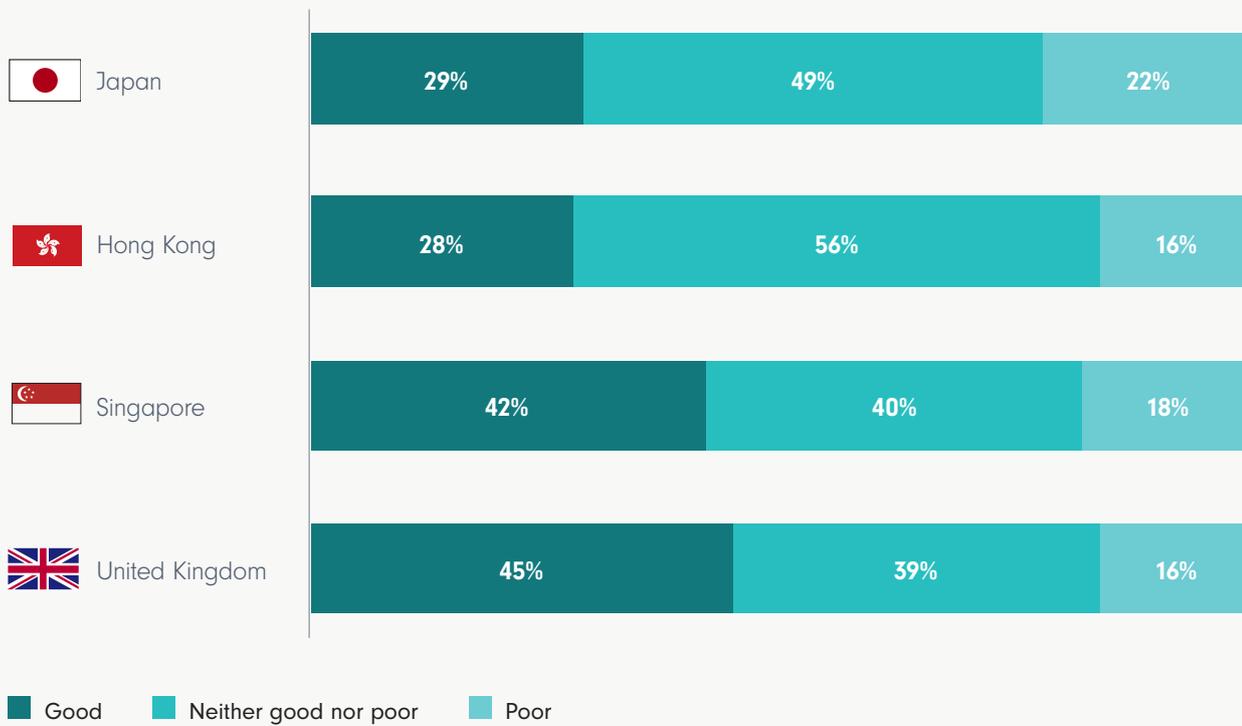


Source: The Fidelity Global Sentiment Survey 2022

## 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?



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)



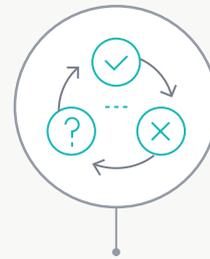
### Pension and/or Retirement Savings Plan

(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)



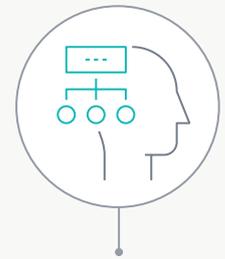
**Mental Health & Well-Being Support**  
(most popular with workers under 40)



**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

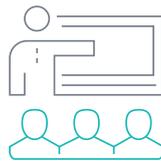
## Offering benefits that matter to workers drives greater outcomes for employers.

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

### Contributors



**Ali Ahmed**  
Global Thought  
Leadership



**Elizabeth Ryan**  
Global Thought  
Leadership



**Mike Shamrell**  
Workplace Thought  
Leadership

### Endnotes & other important information

\* The Fidelity 2022 Global Sentiment Survey refers to the data collection, research and analysis for the above markets in regard to global employees and was completed in partnership with Opinium, a strategic insight agency. Data collection took place between August 2022 and September 2022. The sample consisted of 20,000 respondents with the following qualifying conditions: Aged 20 – 75; Either they or their partner were employed full-time or part-time; not all regions were asked about sexual orientation or gender identities. Individuals that did not identify as either as male or female did not represent a statistically significant sample size and are not presented within this piece. A minimum household income of: Australia: A\$45,000 annually; China: RMB 5,000 monthly; Hong Kong: HK\$15,000 monthly; USA: US\$20,000 annually; Canada: CA\$30,000 annually; UK: £10,000 annually; Mexico: \$4,500 MXN monthly; Ireland: €20,000 annually; Germany: €20,000 annually; Netherlands: €20,000 annually; France: €20,000 annually; Italy: €15,000 annually; Spain: €15,000 annually; Japan: 3m yen annually; Brazil: R\$1,501 monthly; India: ₹55,001 annually; Singapore: SGD\$2,000 monthly.

‡ The Fidelity 2022 Global Employer Survey refers to the data collection, research and analysis for the above markets in regards to multinational firms also known as global employers was completed in partnership with Dynata, a third-party market research company, using their global research panel in conjunction with their partner vendors. Data collection took place between December 2021 to January 2022.

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