

## Media Release

6 December 2010

For immediate release

### Gen Y Women Working in Media and Travel & Leisure With Shares In Employer – Most Loyal.

Women are more loyal than men in the workplace while the Media and Travel & Leisure sectors have the highest levels of aggregated employee loyalty out of 17 industry sectors, new research reveals.

Offering employees shares in the companies they work for is a sure fire way to boost loyalty and engagement among employees with an almost perfect positive correlation.

The research is based on a study by UK based share registrar, Equiniti, involving more than 1,350 employees working across 17 industry sectors in the UK - covering a balanced representation of Britain's leading private sector companies (FTSE 100, FTSE 250 and FTSE 350 companies).

Equiniti has produced a *Workplace Loyalty Index* (WLI) out of the research, which has a number of implications for businesses seeking to boost loyalty, affection and retention levels among staff.

The Equiniti WLI reveals a general increase in employee loyalty as a result of providing staff with shares in the companies they work, but the boost is mixed across sectors, age groups, and sex:

- The greatest loyalty boost is delivered by those aged between 41 and 50, who move from being the least loyal age group to the second most loyal after receiving some form of employee share plan (ESP).
- From an industry perspective the three sectors demonstrating the biggest jump in loyalty after staff take up an opportunity to buy shares are the Media, Food & Beverage and Automobiles & Parts sectors.
- Females with an ESP versus those without demonstrate a threefold boost in loyalty compared to their male counterparts.

Meanwhile in general terms, more than half of women would say they are *very loyal* to their workplace (56.2%) compared to 42.5% of men.

One in four females describes themselves as *somewhat loyal* (26.4%) compared to 29.1% of men.

Interestingly despite a consensus view that *Generation Ys* (typically adults aged 30 and below) generally lack loyalty in the workplace and have a tendency to 'job hop' is dispelled somewhat by this research.

In fact *Generation Ys* are just as likely to be as loyal to their employers as those aged between 51 and 60, according to statements made by both age groups.

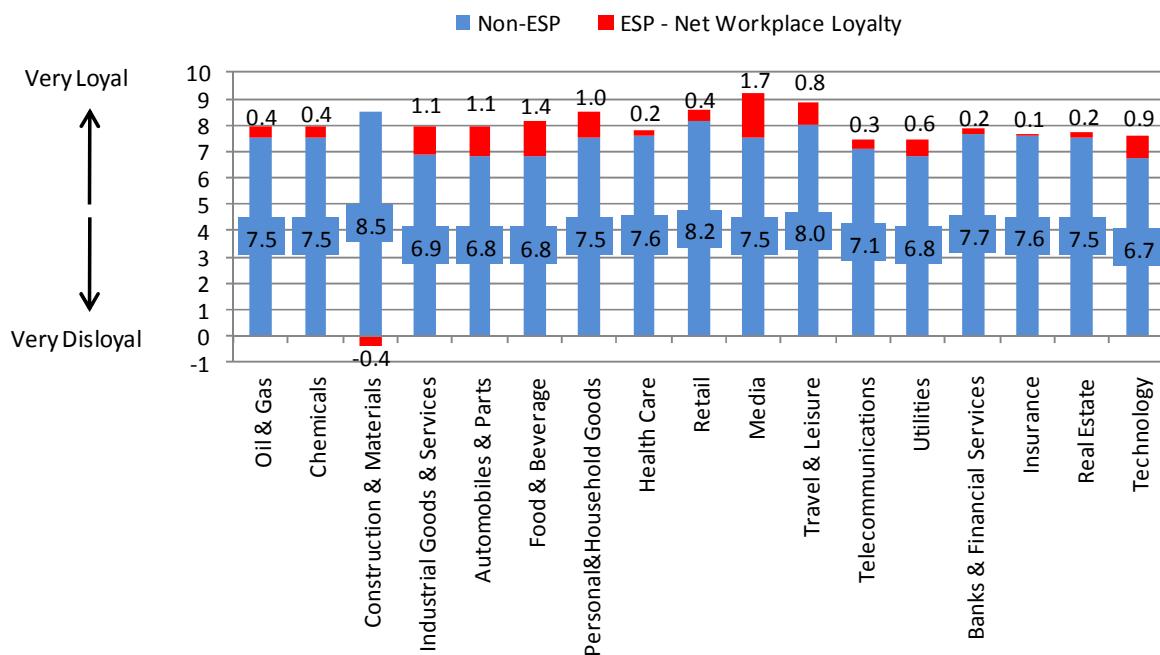
Generation Ys actually demonstrated the highest levels of stated employer loyalty in terms of the proportion who claimed to be *Very Loyal* out of all age cohort groups.

**Equiniti’s Chief Executive, Wayne Story, commented:**

*“We were surprised at some of the findings in our latest research that looked into the levels and drivers of workplace loyalty. Younger employees, what we’re referring to as Gen Ys, are often regarded as less loyal compared to say long-serving employees; however our research shows that their levels of workplace loyalty are actually the highest amongst those people up to age 60 with 49.5% of Gen Ys stating that they were “very loyal” to their workplace. Our figures showed also that their average levels of workplace loyalty were further boosted when they were able to access an Employee Share Plan program.”*

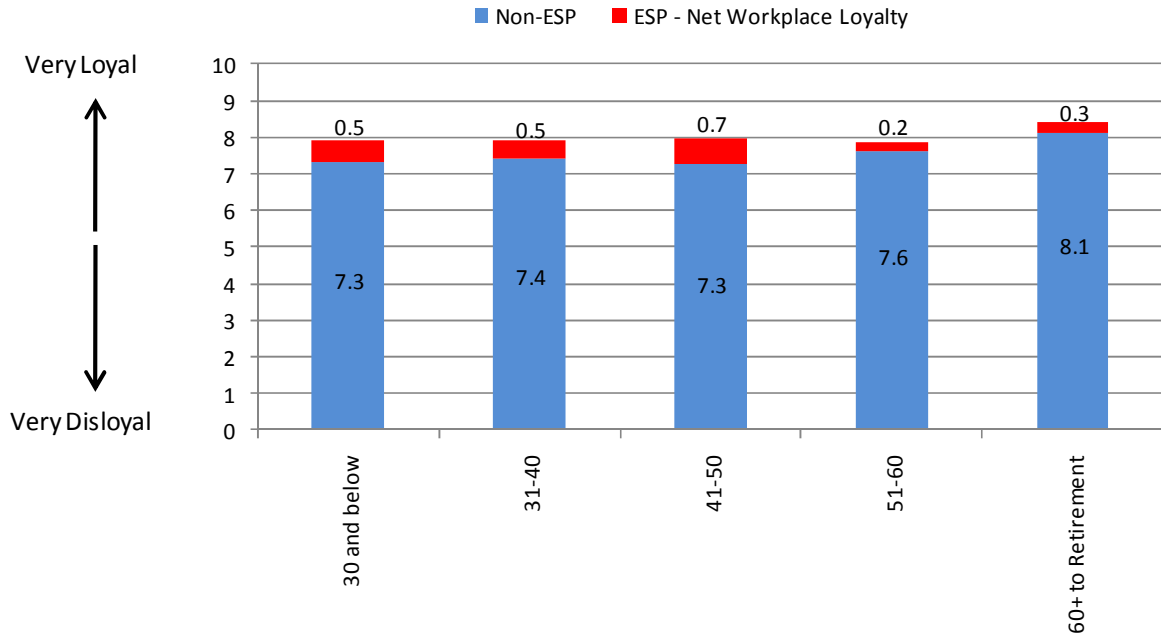
Meanwhile the following chart illustrates the mean level of loyalty among employees within each of the industry sectors listed. The blue column is the level of loyalty among employees without an ESP, while the red is the net change of those with an ESP.

The biggest boost to workplace loyalty via ESPs is in the Media and Food & Beverage sectors, while the most loyal employees without an ESP, by sector, are in Construction & Materials and Retail.



The chart below reflects the mean level of loyalty among different age groups. The blue column is the level of loyalty among the age groups without an ESP, while the red is the net change of those with an ESP.

People aged 60+ are most loyal but those aged between 41 and 50 demonstrate the biggest spike after participating in an ESP.

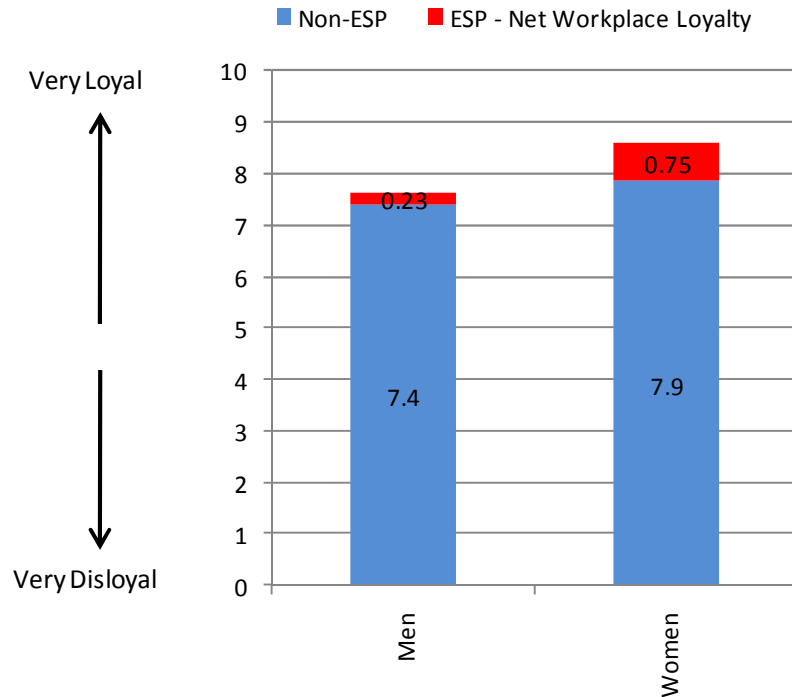


A breakdown of the above data, looking at all respondents (i.e. ESP and non-ESPs together) reveals Gen Ys have the most *Very Loyal* sample size out of those aged up to 60 towards workplace loyalty.

	30 and below	31-40	41-50	51-60	60 to Retirement
Very Disloyal	6.1%	2.0%	2.1%	3.6%	3.4%
Somewhat Disloyal	5.1%	4.0%	4.8%	5.2%	2.6%
Neither Loyal or Disloyal	14.1%	17.3%	15.8%	19.1%	19.2%
Somewhat Loyal	25.3%	32.2%	33.9%	25.9%	21.4%
Very Loyal	49.5%	44.6%	43.3%	46.3%	53.4%

From a male versus female perspective the chart below reflects the mean level of loyalty among the sexes. The blue column is the level of loyalty to their workplace among the two sexes without an ESP, while the red is the net change of those with an ESP.

Not only are females most loyal but they also exhibit a three-fold boost to loyalty, compared to men, after participating in an ESP.



ENDS

**Notes to editors:**

**Generation Y (Gen Ys)**, describes the demographic cohort following Generation X. As there are no precise dates for when the Gen Y generation starts and ends, commentators have used birth dates ranging somewhere from the late-1970s to the early 2000s. Characteristics of Gen Y vary by region, depending on social and economic conditions. However, it is generally marked by an increased use and familiarity with communications, media, and digital technologies.

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**About Equiniti:**

Equiniti is the UK’s leading provider of share registration, retail investor services and employee share plan administration services, acting for over 50% of the FTSE100 and 40% of the FTSE250. Equiniti is responsible for 17 million shareholder accounts and over 3 million employees. Equiniti is part of the

Equiniti Group which, in addition to the services listed above, is a leading specialist provider of pensions administration and payments services under sister company, Xafinity. The Equiniti Group serves over 1,700 clients, has combined revenues of over £300 million and has offices in 22 locations across the UK and Northern Ireland.

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