

Voice of the American Workplace Survey

Aligning for success: From conflict to consensus



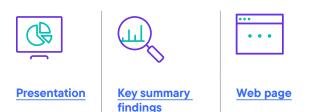
A survey that aims to analyze the current state of the American workplace. As we witness a shift from conflict to consensus, it's a critical time to help employers capitalize on improved alignment with employee expectations—especially since 90% of employers view retirement planning as a collaborative effort with their employees.

By gaining a deeper understanding of employee desires, employers can effectively create loyalty and attract top talent.

Voice of the American Workplace learning objectives

- Understand the impact of budget constraints on benefits alignment and the need for significant updates.
- Recognize the growing importance of mental health and financial security among employees and the expectation for employers to provide modern benefit offerings.
- Explore strategies to leverage improved employer-employee relationships to enhance loyalty and retention.
- Understand how personalization has empowered consumers and is becoming the market standard.

Resources available



When viewing digitally, all resources in blue are linked to their respective piece.

Accreditation (US) CIMA®, CPWA®, RMA®, HRCI®, SHRM®

81% of American employers

"Our benefit budget will need significant updates in the next 12 months."

76% of American workers

"Mental health support has become an increasingly important benefit for me."

85% of American workers

"I would be interested in a more personalized 401(k) investment option (i.e., personalized portfolio-using factors such as age and income) tailored to my unique financial situation."

Research methodology

The Voice of the American Employer Survey was conducted by The Harris Poll on behalf of Franklin Templeton from November 25 to December 6, 2024. All 1,002 respondents, based in the United States, are classified as employers, defined as having at least some influence over company benefits and/or hiring at organizations with over 100 employees. Respondents represent a mix of industries, company size, role, age, and race.

The Voice of the American Worker Survey was conducted by The Harris Poll on behalf of Franklin Templeton from November 27 to December 10, 2024, among 2,018 employed US adults. All respondents had some form of retirement savings. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated.

CE credit is only available for participants attending the live event for a minimum of 50 minutes. Attendance will be reported to the Investments & Wealth Board for individuals who provide all required information. A certificate of completion will be sent to all attendees requesting CE so they can submit to boards as appropriate. CIMA®, CPWA® and RMA® are registered certification marks of the Investments & Wealth Institute®. For more information about the Institute and the certifications, please visit investmentsandwealth.org. This program has been approved for 1 (HR (General)) recertification credit hour toward aPHR[™], aPHRi[™], PHR®, PHRca®, SPHR®, GPHR®, PHRi[™] and SPHRi[™] recertification through the HR Certification Institute. Franklin Templeton is recognized by SHRM to offer Professional Development Credits (PDC) for SHRM-CP® or SHRM-SCP® recertification activities.

Any information, statement or opinion set forth herein is general in nature, is not directed to or based on the financial situation or needs of any particular investor, and does not constitute, and should not be construed as investment advice, forecast of future events, a guarantee of future results or a recommendation with respect to any particular security or investment strategy or type of retirement account. Investors seeking financial advice regarding the appropriateness of investing in any securities or investment strategies should consult their financial professional.

Franklin Templeton is not affiliated with The Harris Poll, Harris Insights & Analytics, a Stagwell LLC Company.



(800) 342-5236 franklintempleton.com