

# 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



[Presentation](#)



[Key summary findings](#)



[Web page](#)

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.

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