

NPAworldwide Global Retention Survey

Candidate motivation for changing jobs

as reported by NPAworldwide member recruiters

2018 Results Compared with 2013 Results



NPAworldwide®

Recruitment Network

About the Survey

The NPWorldwide Recruitment Network is a recruiter-owned cooperative facilitating split placements between members. Recruiters participating in successful placements were asked to complete a survey to better understand the reason and motivation for candidates leaving existing employers for new employment opportunities. This survey is the result of data collected from member recruiters for placements made in 2012 and then again in 2017.

A list of potential reasons for making a change was compiled and grouped into three categories:

- Organizational Reasons
- Job-Specific Reasons
- Personal Reasons

Respondents were not required to offer a reason in each category and the final question allowed for write-in answers to capture reasons not offered. *Each respondent could list multiple reasons for each candidate on whom they were reporting, which means that totals do not add up to 100%. All results are shown in percentages.*

Two surveys of this type have been done by NPWorldwide. The first survey was reported in 2013 for 2012 placements and the most recent is reported in 2018 for 2017 placements.

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Executive Summary

The NPWorldwide Recruitment Network initiated a survey of member recruiters making placements of candidates into new jobs. Each was a change of employers for the candidate resulting from the efforts of member recruiters. For 2018 more than 350 specific placements were queried as a part of this effort. The following are the highlights of what can be viewed in the accompanying slides:

- There is remarkable similarity to the survey results from 2013 and 2018. Personal reasons are consistently mentioned by respondents as the cause for change of employer.
- Job-specific reasons were the second most frequently referenced category driving employee change. Up slightly from 2013 with nearly 30% of respondents mentioning at least one job-specific item as the cause for accepting a new job.
- Organizational reasons were cited in 22.2% of responses.
- Compensation was mentioned in just 5.1% of responses as the reason for change, up from 2013's results.
- In 2018 the top 3 reasons for change were:
 - Seeking Growth/Challenge/Change 21.7% of all listed responses
 - Unsatisfactory Career Progression 15.1%.
 - Seeking a New Location 10.6%

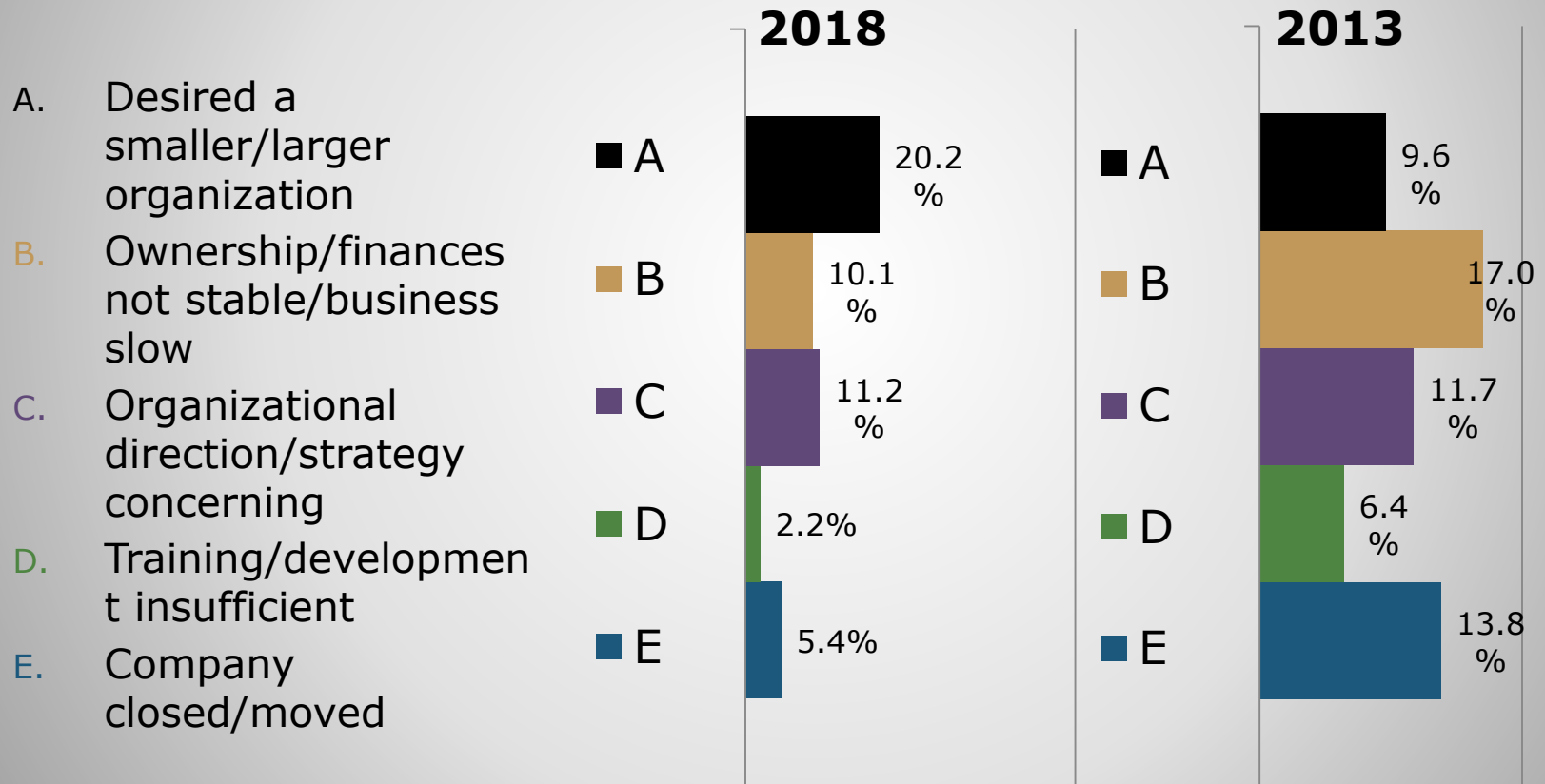
While the candidates themselves were not interviewed, recruiters typically spend significant time understanding motivation for change to ensure a successful placement. At the end of a process that may take weeks or months, the recruiter is an accurate source of information to document the motivations of employees changing of employers.

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Organizational Reasons for Job Change

As reported by the recruiter placing the candidate in the new position.

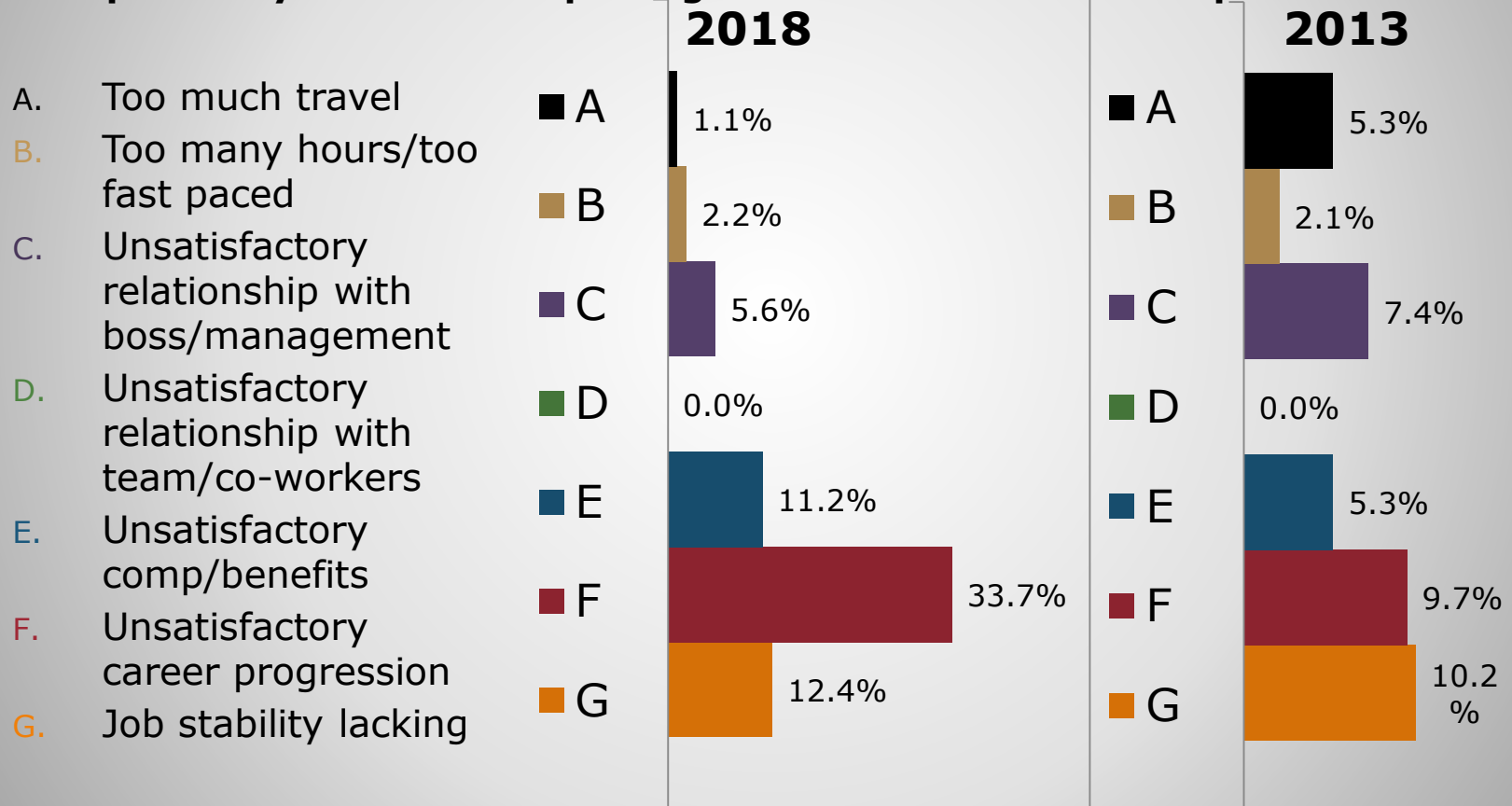


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Job-Specific Reasons for Change

As reported by the recruiter placing the candidate in the new position.

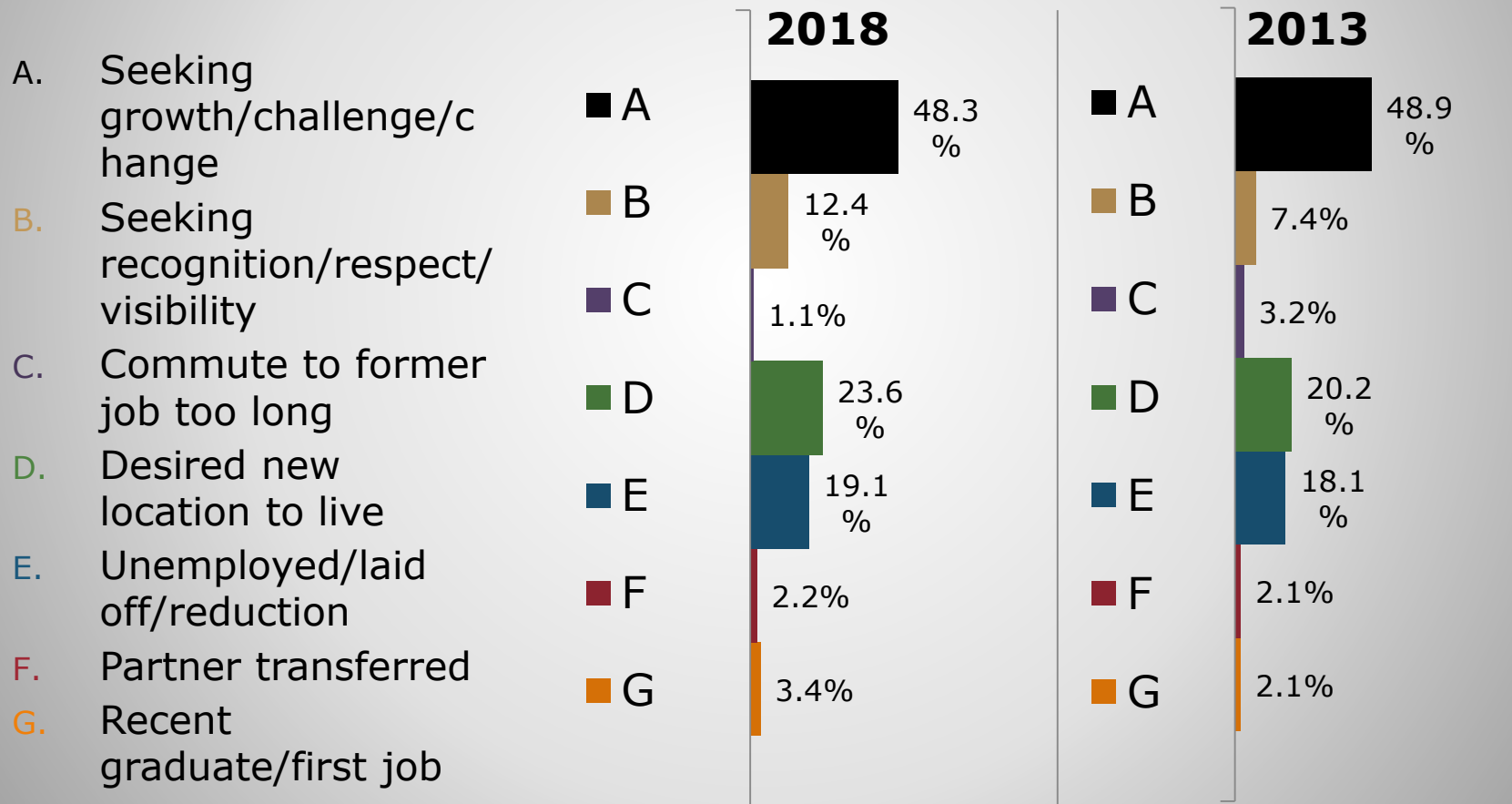


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Personal Reasons for Job Change

As reported by the recruiter placing the candidate in the new position.



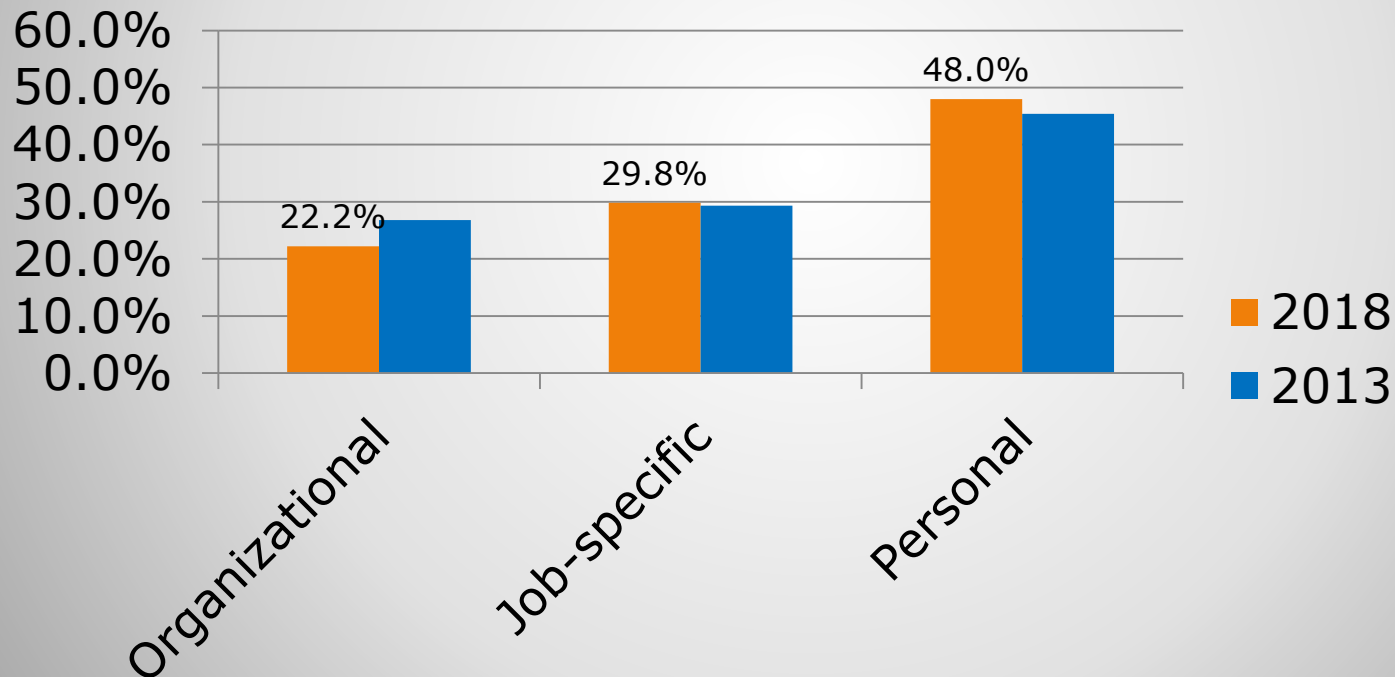
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Factors for Job Change

As reported by the recruiter placing the candidate in the new position.

Reasons Mentioned

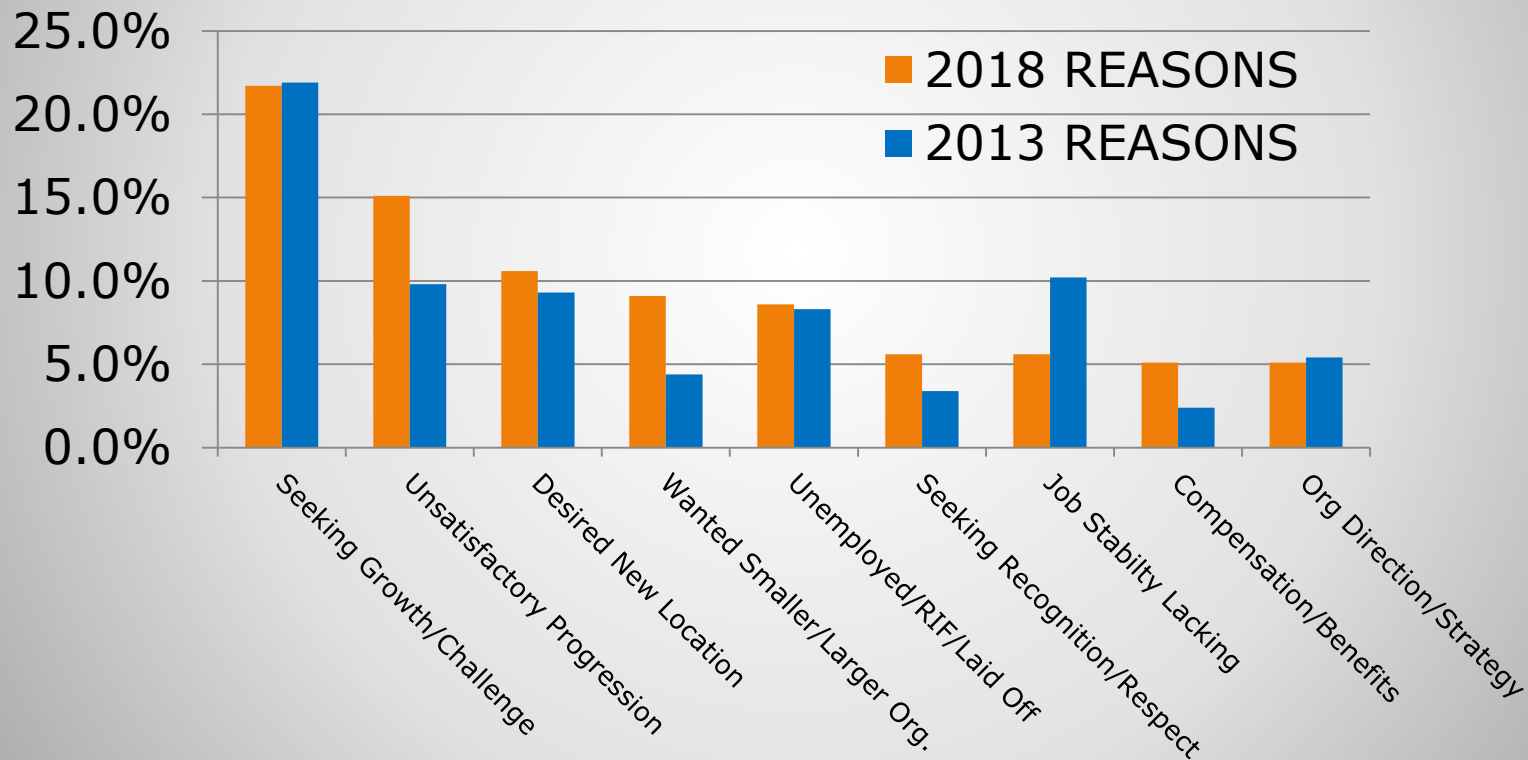


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Top Reasons Reported for Job Change

% of Total Reasons Mentioned



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