

# Millennials@Work: Perspectives on Reputation

More than one in three employed Americans today is a Millennial, an astounding 53.5 million people. During the first quarter of 2015, this generation surpassed Generation X to become the largest share of the American workforce, according to a Pew Research Center analysis of U.S. Census Bureau data.

In this new study, co-sponsored with Weber Shandwick and the Institute for Public Relations (IPR) and conducted by KRC Research, we wanted to see how Millennials perceive the importance of their own reputations at work. We compared the three generations currently in the workforce - **Millennials** (ages 18 to 34), **Gen Xers** (35-50) and **Boomers** and beyond (51+) by interviewing 600 employed U.S. adults (ages 18 and older) using an online survey.



Millennials think about their reputations at work more than any other generation. They are nearly twice as likely as Boomers to be obsessed with their reputations at work.

Think about own reputation at work all or most of the time



47% Millennials



37% Gen X



26% Boomers+

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Millennials, like their older colleagues, believe first impressions count. Millennials are slightly more sensitive to the importance of a first impression at work.

At what point is a person's reputation at work established?

	Millennials	Gen X	Boomers+
Within the first month on the job	59%	54%	54%
Within the first 3 months on the job	24%	20%	21%
3 months or longer on the job	17%	18%	21%
Don't know	1%	7%	5%

Job performance trumps all when it comes to reputation at work, but Millennials also see the social side of business. Regardless of the generation, doing a good job and being prompt top the list of reputation at work builders. Networking during off hours and sharing snacks at work are more important to Millennials than any other generation.



Millennials, like older generations, recognize that reputation at work hinges on performance and punctuality, but should take note from their elders' experiences when it comes to what they say about their coworkers.



Which of the following helps build a person's positive reputation at work?



Which of the following can damage a person's reputation at work?

	Millennials	Gen X	Boomers+
Doing a good job	81%	89%	93%
Being prompt to work, meetings, etc.	65%	71%	80%
Being courteous	64%	67%	72%
Volunteering for assignments/ additional work	48%	43%	44%
Seeking advice or feedback from colleagues	47%	40%	37%
Staying late to complete work	38%	33%	34%
Making oneself visible to management	33%	27%	34%
Meeting with other staff members outside of work for happy hour, lunch, etc.	34%	14%	15%
Bringing food, drinks, etc. to share with coworkers	30%	19%	13%
Being active on social media	12%	3%	4%

	Millennials	Gen X	Boomers+
Doing a poor job	83%	88%	89%
Being late to work, meetings, etc.	73%	78%	81%
Saying negative things about your coworkers	68%	74%	79%
Engaging in gossip about your coworkers	64%	72%	74%
Not being helpful or collaborative	70%	70%	66%
Posting negative things about work on social media	59%	55%	62%
Being too outspoken	36%	31%	36%
Being too competitive	37%	29%	28%
Too frequently seeking feedback	21%	14%	13%
Being too quiet	19%	13%	12%
Not being social with coworkers outside of work	20%	13%	7%

Millennials take reputation at work seriously. Seven in 10 or more US adult workers - who report to be social media users - vote that their work reputation is more important than their social media reputation. However, one in five Millennials - more than any other generation - believe both their work and social media reputations are equally important.

What is more important to you - your reputation at work or your reputation on social media?

	Millennials	Gen X	Boomers+
My reputation at work	70%	73%	72%
My reputation on social media	2%	1%	3%
Both are equally important to me	21%	14%	13%
Neither is important to me	8%	11%	13%

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