

THE BRIGHTERMONDAY UGANDA EMPLOYEE SATISFACTION REPORT

2021



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ABOUT US

BRIGHTERMONDAY UGANDA

Welcome to Uganda's #1 online jobs platform. We connect qualified professionals like you to their dream jobs and employers to the best talent to help grow their businesses.

BrighterMonday Uganda was established in 2014 and has grown to become Uganda's leading recruitment and HR services platform. We have numerous candidates and employers, successfully using the platform to get access to the right opportunities.

At BrighterMonday Uganda, we fully understand the Ugandan market and have developed a portfolio of relevant and value-adding products that make recruitment simple, quick and effective. We ensure that we find the perfect match for our users.

We are part of the Ringier One Africa Media Group (ROAM). ROAM is one of Africa's largest digital publishers, allowing global brands to reach targeted audiences nationally, regionally, continentally and by each vertical in which we operate.



OUR NUMBERS

BrighterMonday is the #1 Jobs portal in Uganda with a long track record of happy handshakes.



8,470+
Registered
Employers



180,830+
Jobseeker
Profiles



30
Applications
per Job



98,840+
Job
Applications



OUR SERVICES



Profile
Development
and Boosting



Learning and
Development
Offerings



Testing &
Candidate Profiling
Capabilities



Online Job Listing
and Candidate
Recruiting



Executive
Recruitment

INTRODUCTION



As organisations continue to navigate the new world of work, employee satisfaction remains a fundamental aspect in the workplace. Employee satisfaction is imperative because most employees spend a significant portion of their life working, hence job satisfaction has its impact on their general life as a highly satisfied employee has a better overall well-being, which fosters productivity. Furthermore, the most important strategic resource of an organisation is people; but what are employers doing to ensure a conducive environment that allows for employee satisfaction to flourish, especially as organisations navigate a new changing world of work accelerated by the global pandemic?

The BrighterMonday Uganda Employee Satisfaction Report unpacks employee satisfaction among Ugandan employees, and explores themes around external and intrinsic traits, employee happiness, flight risk, employer advocacy, job satisfaction and delves into insights based on age, gender, location, job level and work experience for a demographic overview.

A total of **693** respondents were surveyed, and from the study findings, **Strong, Relatable Company Values & Goals** was ranked the most important external trait while **Competitive Package** was ranked the most important intrinsic trait that respondents desire in an ideal company.

Surprisingly, remote work was not highly ranked as one might think, despite being accelerated by COVID-19, which could be due to factors such as unreliable power supply and internet connection that affect remote work structures and hinders productivity. Interestingly, respondents said their current employers embody their ideal traits, which means they are not a merely hypothetical desire, but are actually practiced in their respective workplace. However, most of the respondents are neutral about their happiness levels, and pose a high flight risk, but they would recommend their current employer.

Therefore, this report serves as a call-to-action for employers to evaluate the fundamental factors that foster employee satisfaction for both current and future employees. In addition, the report also provides crucial market insights which can be used as a guideline to prioritise employee satisfaction in the workplace and improve productivity and overall long-term organisational success.

METHODOLOGY

We conducted an online survey targeted at the general public. The survey was shared out via email and social media platforms. We asked the respondents the following:

- Rank external traits that they desire in a company i.e. these are traits that are not as essential as intrinsic traits but are ideal to have.
- Rank the intrinsic traits that are most important to them in a company i.e. these are traits that every company must-have.
- Rank the external and intrinsic traits embodied by their current employer.
- We asked if they were happy with their current employer.
- We asked if they are satisfied with their current role.
- We asked if being satisfied with their job increases their productivity.
- We asked if they were willing to leave their current employer in the next 6 months.
- We asked if they would recommend their current employer to others.

We then used the data set from their responses to compile the Employee Satisfaction report.

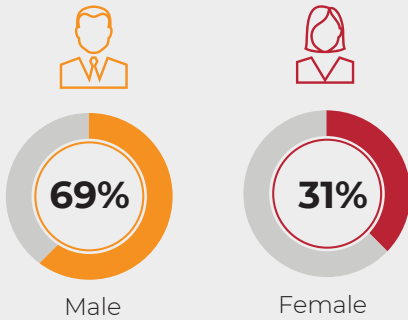




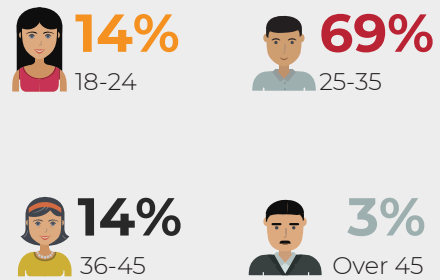
KEY PARAMETERS OF RESPONDENTS

KEY PARAMETERS OF RESPONDENTS

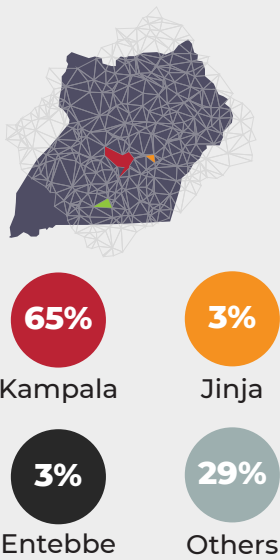
GENDER



AGE GROUP



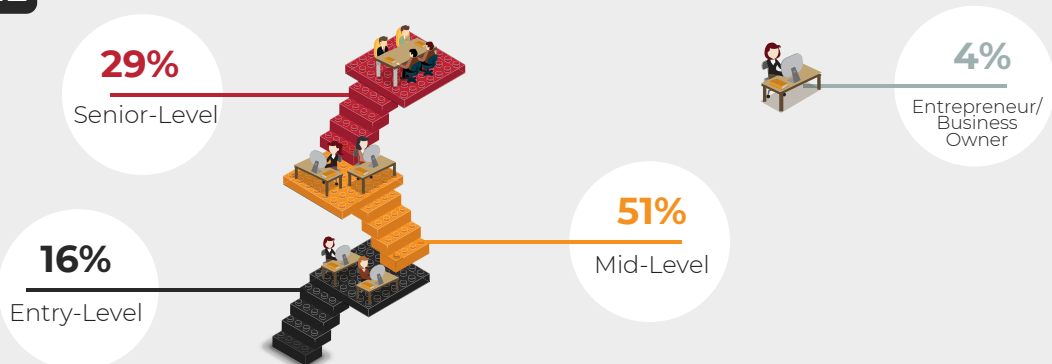
LOCATION



HIGHEST LEVEL OF EDUCATION



JOB LEVEL

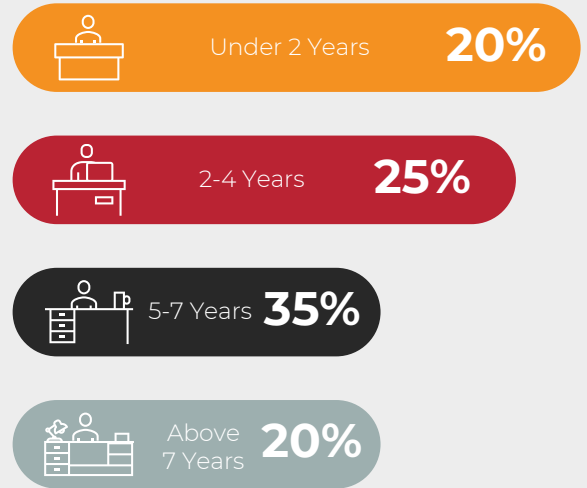


KEY PARAMETERS OF RESPONDENTS

SALARY BRACKETS



WORK EXPERIENCE



TOP 5 INDUSTRIES THAT RESPONDENTS WORK IN



TOP 5 JOB ROLES OF RESPONDENTS





GROUP LEVEL INSIGHTS: WHAT MAKES A GOOD COMPANY

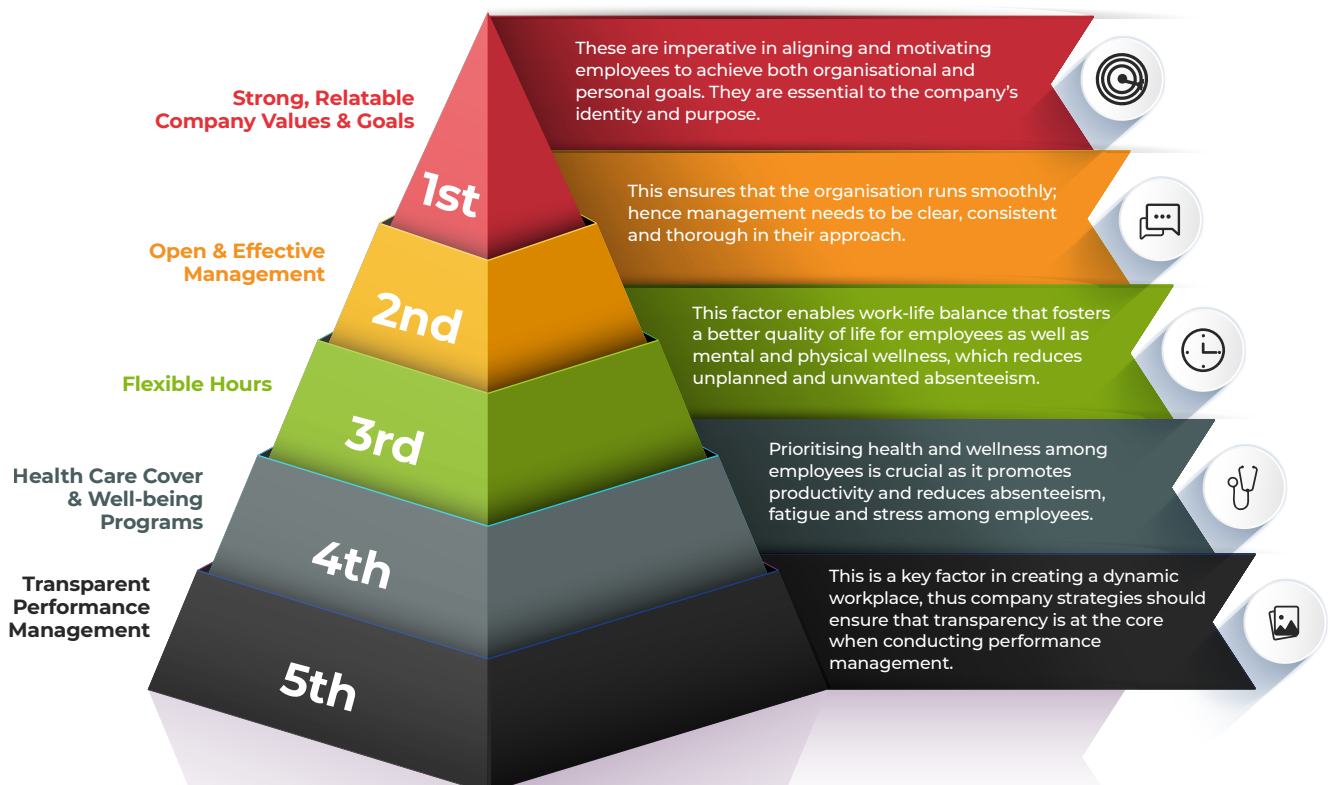
GROUP LEVEL INSIGHTS: WHAT MAKES A GOOD COMPANY

EXTERNAL TRAITS

External Traits refer to factors that employees desire and yearn for in an ideal workplace. Their existence allows employees to be more engaged and happy, which in turn is great for their productivity.

Respondents were asked to rank their most important external traits in a company. They were given a choice of 10 external traits: Flexible Hours, Strong, Relatable Company Values & Goals, Open & Effective Management, Health Care Cover & Well-being Programs, Transparent Performance Management, Mentoring & Coaching, Remote Working Options, Effective Working Tools, Diversity & Inclusion and Training & Development, and these are the top 5 most ranked external traits.

OVERALL TOP 5 EXTERNAL TRAITS THAT MATTER THE MOST IN A COMPANY



GET MORE RELEVANT APPLICANTS

At a price you can afford.



Harold Tatume

Experience: 5 years
Availability: Available for work
Location: Kampala, Uganda.



Joseph Walaale

Experience: 5 years
Availability: Available for work
Location: Kampala, Uganda.



THAT'S
STANDARD

REQUEST A CALL NOW!

+256 200 412 700

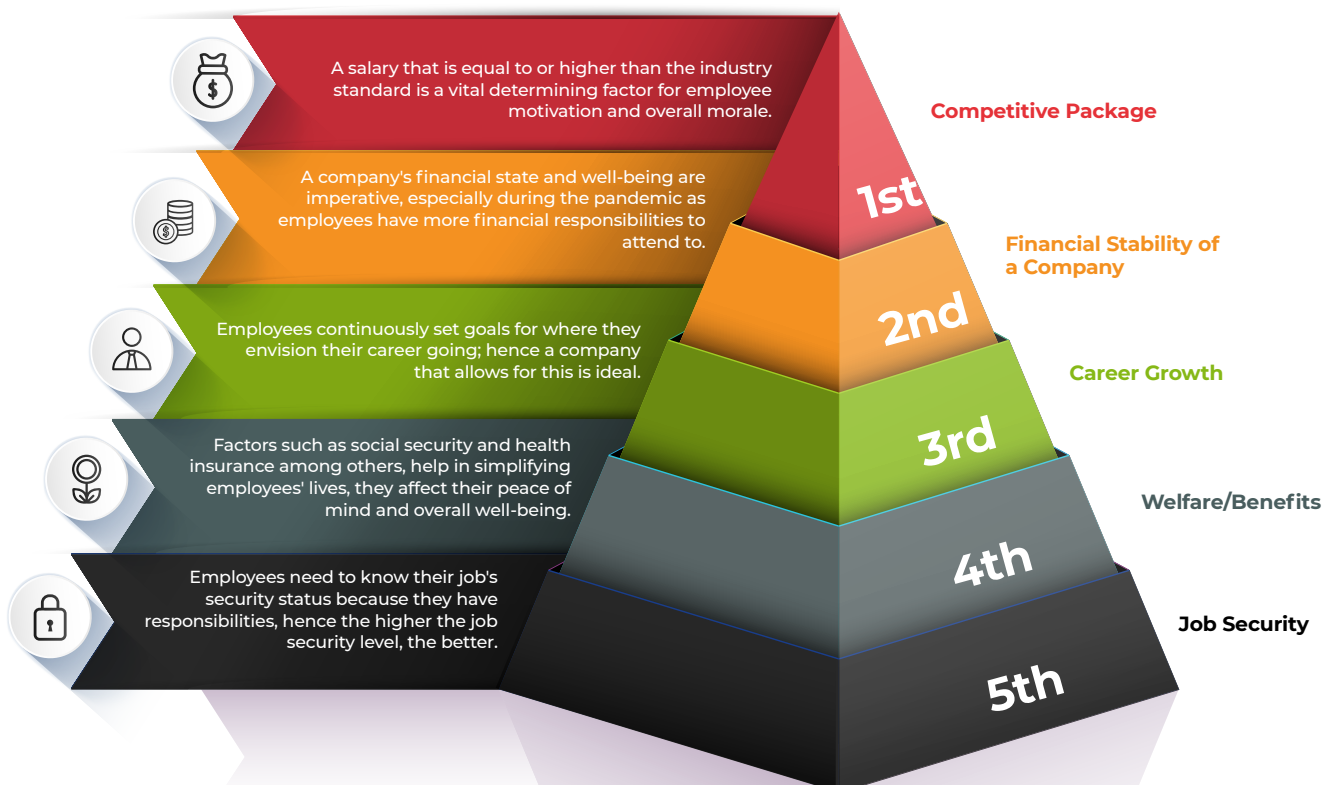
GROUP LEVEL INSIGHTS: WHAT MAKES A GOOD COMPANY

INTRINSIC TRAITS

Intrinsic Traits refer to innate qualities that a workplace should have, they are basic in nature; their existence creates a higher employee retention and satisfaction.

Respondents were asked to rank their most important intrinsic traits in a company. They were given a choice of 5 intrinsic traits: Competitive Package, Welfare/Benefits, Financial Stability of a Company, Job Security and Career Growth, and this is how they ranked them.

OVERALL TOP 5 INTRINSIC TRAITS THAT MATTER THE MOST IN A COMPANY



GROUP LEVEL INSIGHTS: WHAT MAKES A GOOD COMPANY?

OVERALL TOP 5 EXTERNAL TRAITS EMBODIED BY THEIR CURRENT EMPLOYER



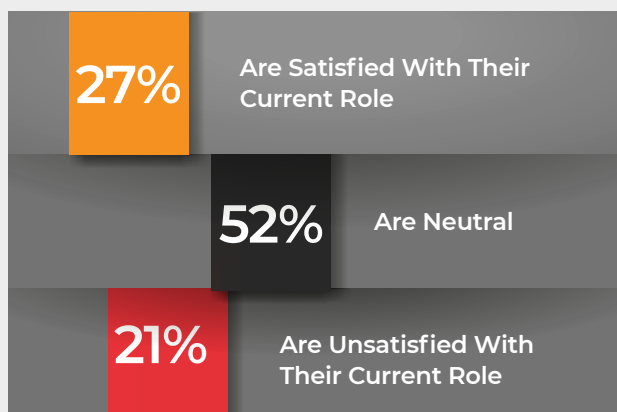
OVERALL TOP 3 INTRINSIC TRAITS EMBODIED BY THEIR CURRENT EMPLOYER



OVERALL PRODUCTIVITY BOOST QUOTA



OVERALL JOB SATISFACTION QUOTA



GROUP LEVEL INSIGHTS: WHAT MAKES A GOOD COMPANY?

OVERALL FLIGHT RISK



Are Likely To Leave Current Employer in the Next 6 Months



Don't Want To Leave Current Employer



Are Not Sure

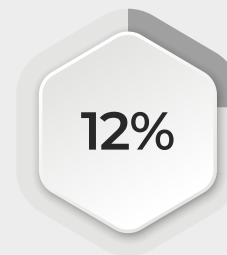
OVERALL ADVOCACY QUOTA



Said They Would Recommend Their Current Employer



Said They Wouldn't Recommend Their Current Employer



Are Not Sure

OVERALL HAPPINESS QUOTA



Are Happy With Their Current Employer



Are Neutral



Are Unhappy With Their Current Employer



AGE DEMOGRAPHIC INSIGHTS

This section highlights insights from an age demographic perspective. The insights are analysed based entirely on each particular age group's responses.

The majority of the respondents in all age groups are neutral about their job satisfaction levels. Even though the majority of the respondents across all age groups are happy with their current employer, they are likely to leave their current employer in the next six months, and despite their high flight risk, they said they would recommend their current employer.

AGE DEMOGRAPHIC INSIGHTS

EXTERNAL & INTRINSIC TRAITS THEY DESIRE IN AN IDEAL EMPLOYER BY AGE GROUP

All respondents within the 18-24, 24-35 and over 45 age groups ranked **Strong, Relatable Company Values & Goals, Open & Effective Management** and **Flexible Hours** as their top three most important external traits. Respondents within the 36-45 age group ranked **Strong, Relatable Company Values & Goals, Open & Effective Management** and **Health Care Cover & Well-being Programs** as their top three most important traits.

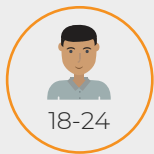
Respondents within the 25-35 & 36-45 age brackets ranked **Competitive Package** as the most important intrinsic trait followed by **Financial Stability of a Company** and **Career Growth**. However, respondents in the 18-24 age bracket ranked **Financial Stability of a Company** as the most important intrinsic trait followed by **Career Growth** and **Competitive Package**. Respondents aged over 45 ranked **Competitive Package, Job Security** and **Financial Stability of a Company** as their top three most important intrinsic traits.

Career Growth remains an important factor to the youngest age group (18-24), which is understandable as it is a crucial factor they need to advance their careers. Respondents aged Over 45 also value Job Security, this may be due to various obstacles in finding a new job or have felt discouraged from applying to a position due to fear of ageism in the workplace. It could also be due to the current pandemic times and the uncertainty it brings, job security is imperative for them to ensure their careers are safe.



AGE DEMOGRAPHIC INSIGHTS

TOP EXTERNAL & INTRINSIC TRAITS EMBODIED BY THEIR CURRENT EMPLOYER BY AGE GROUP



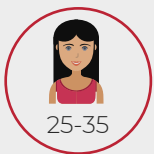
18-24

Top 5 External Traits

- Training & Development
- Strong, Relatable Company Values & Goals
- Flexible Hours
- Open & Effective Management
- Transparent Performance Management

Top 3 Intrinsic Traits

- Financial Stability of a Company
- Competitive Package
- Welfare/Benefits



25-35

Top 5 External Traits

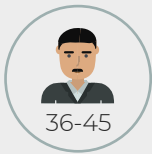
- Strong, Relatable Company Values & Goals
- Flexible Hours
- Open & Effective Management
- Transparent Performance Management
- Health Care Cover & Well-being Programs

Top 3 Intrinsic Traits

- Competitive Package
- Financial Stability of a Company
- Welfare/Benefits

AGE DEMOGRAPHIC INSIGHTS

TOP EXTERNAL & INTRINSIC TRAITS EMBODIED BY THEIR CURRENT EMPLOYER BY AGE GROUP



36-45

Top 5 External Traits

- Strong, Relatable Company Values & Goals
- Flexible Hours
- Open & Effective Management
- Health Care Cover & Well-being Programs
- Transparent Performance Management

Top 3 Intrinsic Traits

- Competitive Package
- Financial Stability of a Company
- Welfare/Benefits



Over 45

Top 5 External Traits

- Strong, Relatable Company Values & Goals
- Open & Effective Management
- Flexible Hours
- Transparent Performance Management
- Effective Working Tools

Top 3 Intrinsic Traits

- Competitive Package
- Financial Stability of a Company
- Welfare/Benefits

AGE DEMOGRAPHIC INSIGHTS

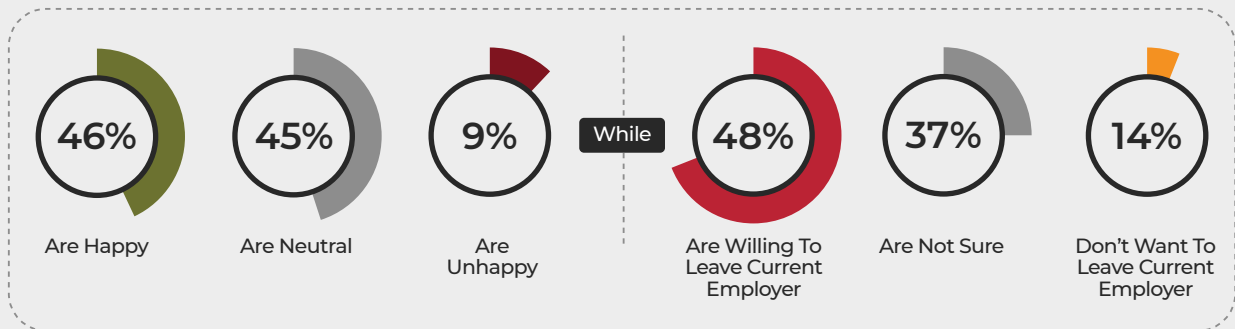
HAPPINESS & FLIGHT RISK QUOTA BY AGE GROUP

The majority of respondents across all age groups are happy with their current role, especially respondents within the 18-24 age bracket. However, most of the respondents within the 18-24, 25-35 and 36-45 age brackets pose a high flight risk, especially respondents within the 18-24 age bracket, while the majority of respondents over 45 years of age are unsure about leaving their current employer.

18 - 24



25 - 35



36 - 45



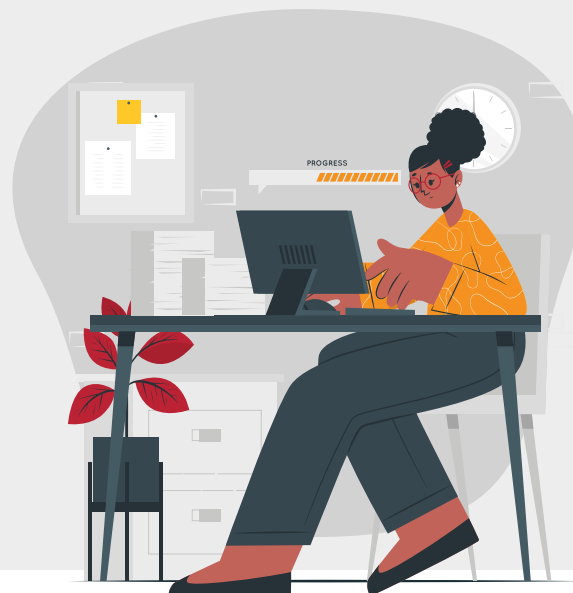
AGE DEMOGRAPHIC INSIGHTS

HAPPINESS & FLIGHT RISK QUOTA BY AGE GROUP

OVER 45



Despite the high happiness levels among the youngest age group, they pose the highest flight risk, which could be attributed to a search for greener pastures in order to attain more skills and experience in a different environment. The oldest respondents aged over 45 years' uncertainty about leaving their current employer could be due to different reasons such as a fear of ageism in the job market or they're not keen on adapting to a new work environment.

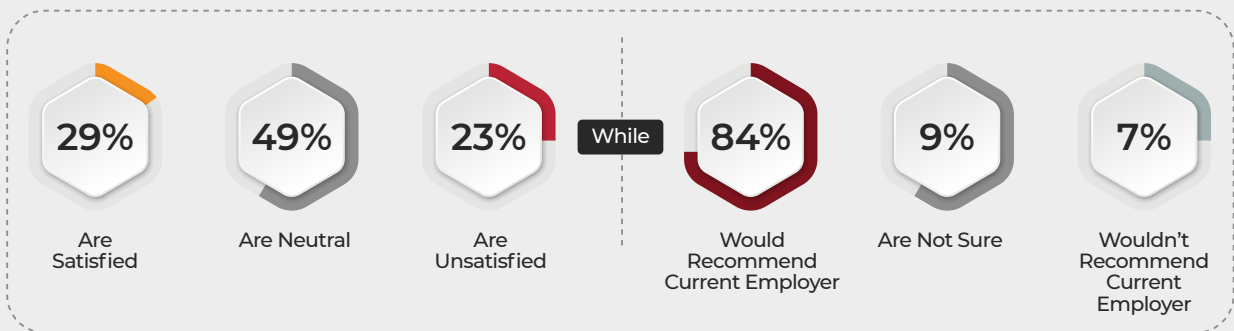


AGE DEMOGRAPHIC INSIGHTS

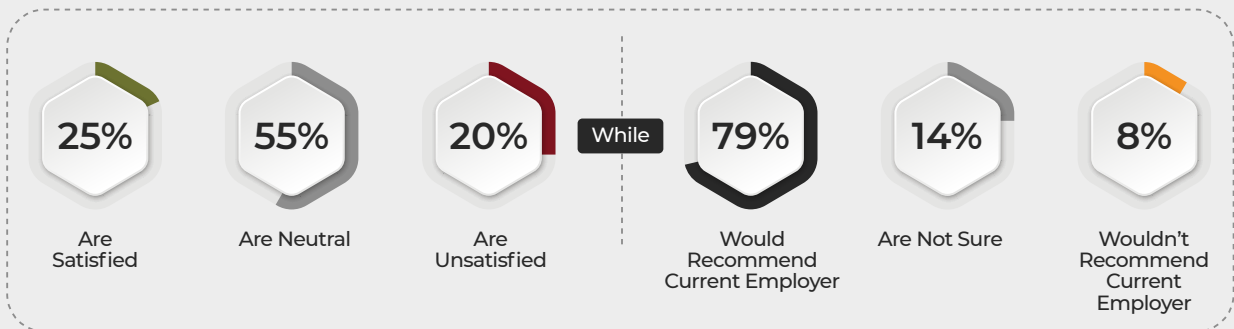
SATISFACTION & ADVOCACY QUOTA BY AGE GROUP

The majority of respondents within the 25-35, 18-24 and 36-45 are neutral about their satisfaction with their current role respectively. Despite the high satisfaction levels across most of the age groups being neutral, most respondents said they would recommend their employer.

18 - 24



25 - 35



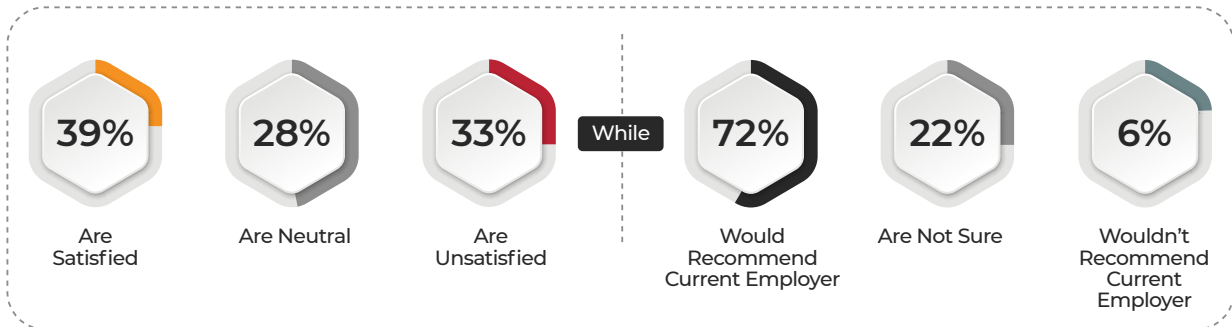
36 - 45



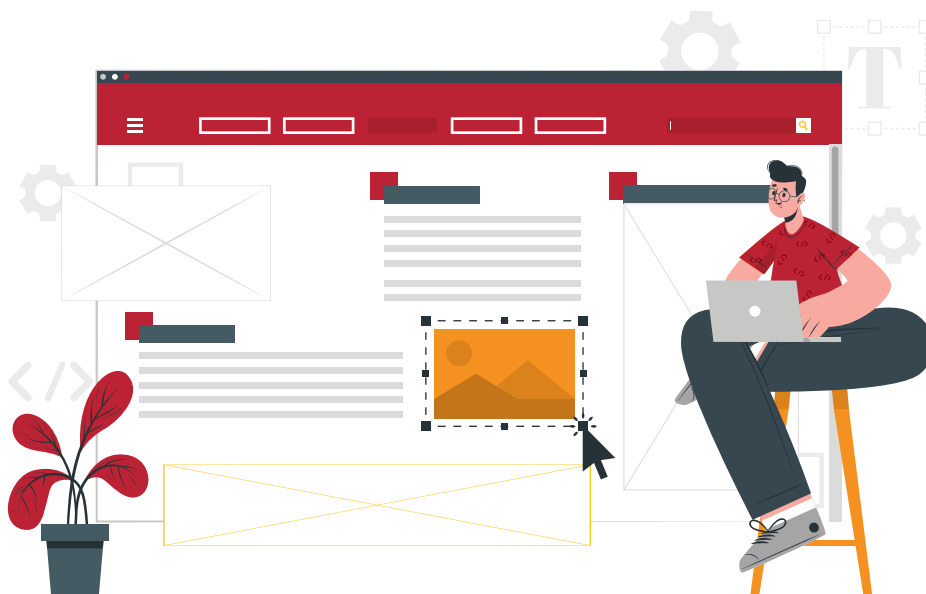
AGE DEMOGRAPHIC INSIGHTS


SATISFACTION & ADVOCACY QUOTA BY AGE GROUP

OVER 45



The high neutral satisfaction levels across most of the age groups could be due to various factors such as some of their external traits not being met by their employer or their jobs are not as fulfilling at the moment, so they are hanging in there until they find better opportunities. Despite these sentiments, an overwhelming majority of them said they would recommend their employer to others.



A black and white photograph of a woman's face, looking directly at the camera. The image is overlaid with a grid of dark hexagons. The right side of her face is highlighted with a red glow. The text "GENDER DEMOGRAPHIC INSIGHTS" is written in large, bold, orange capital letters across the center of the image.

GENDER DEMOGRAPHIC INSIGHTS

This section delves into insights from respondents within a particular gender. The insights are analysed based entirely on each particular gender's responses.

Both men and women ranked their external traits similar and slightly different for intrinsic traits, however, men ranked Financial Stability of a Company as the most important intrinsic trait in a company while women ranked Competitive Package, and despite the high happiness levels across both genders, the majority of them pose a high flight risk.

GENDER DEMOGRAPHIC INSIGHTS

EXTERNAL & INTRINSIC TRAITS THEY DESIRE IN AN IDEAL EMPLOYER BY GENDER

Both men and women ranked **Strong, Relatable Company Values & Goals, Open & Effective Management** and **Flexible Hours** as their top three most important external traits.

Traits relating to finances are prevalent between both genders, men ranked **Financial Stability of a Company** as the most important intrinsic trait followed by **Competitive Package** and **Career Growth**. Women ranked **Competitive Package** as the most important intrinsic trait, in addition to **Financial Stability of a Company** and **Career Growth**.

Traits relating to finances and career growth are dominant between both genders, which means money is not the only highly valued motivator as they also value career growth opportunities for their job satisfaction and overall professional development.



GENDER DEMOGRAPHIC INSIGHTS

TOP EXTERNAL & INTRINSIC TRAITS EMBODIED BY THEIR CURRENT EMPLOYER BY GENDER



Top 5 External Traits


-  Strong, Reliable Company Values & Goals
-  Flexible Hours
-  Open & Effective Management
-  Transparent Performance Management
-  Mentoring & Coaching

Top 3 Intrinsic Traits



-  Competitive Package
-  Financial Stability of a Company
-  Welfare/Benefits



Top 5 External Traits

-  Strong, Reliable Company Values & Goals
-  Flexible Hours
-  Open & Effective Management
-  Transparent Performance Management
-  Health Care Cover & Well-being Programs

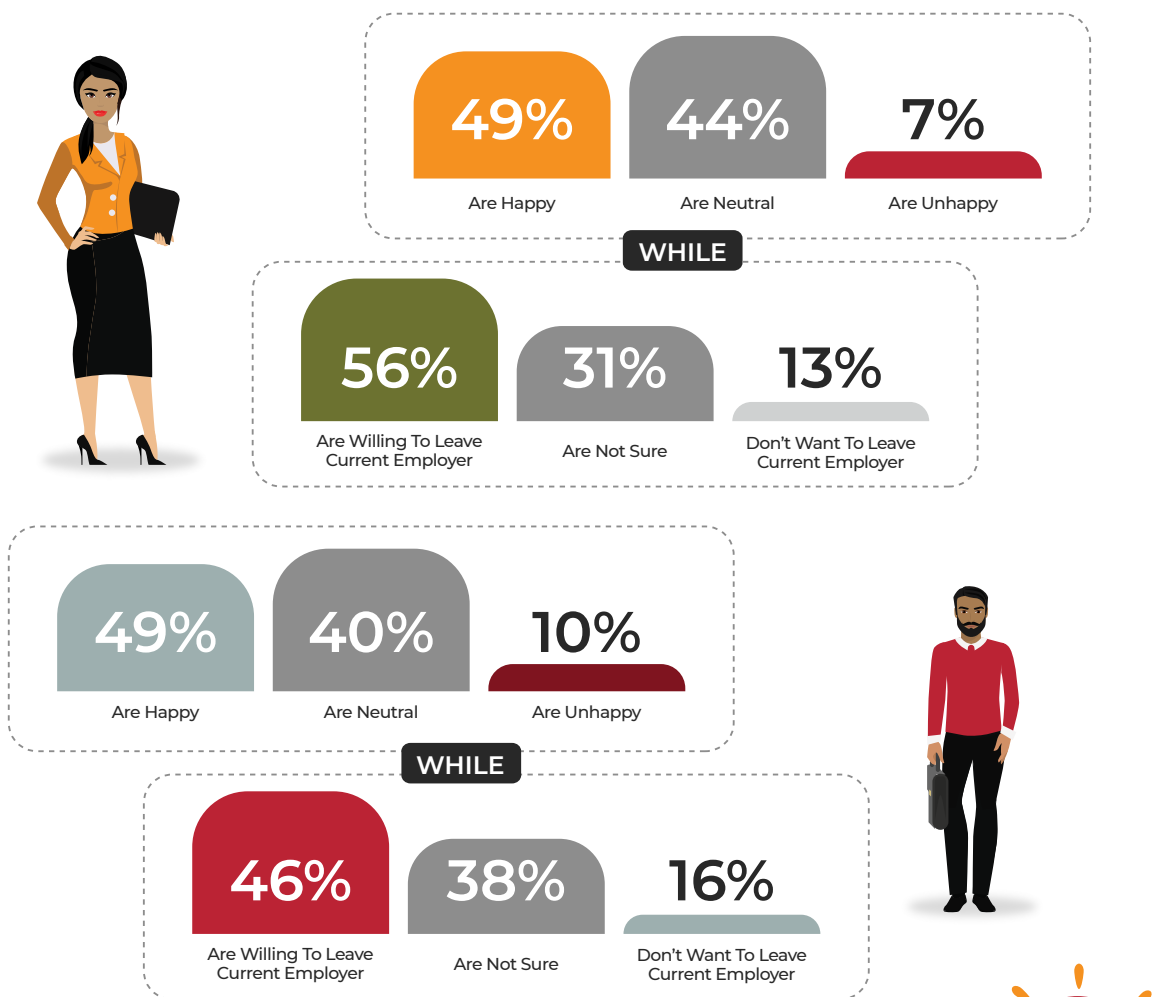
Top 3 Intrinsic Traits

-  Financial Stability of a Company
-  Competitive Package
-  Welfare/Benefits

GENDER DEMOGRAPHIC INSIGHTS

HAPPINESS & FLIGHT RISK QUOTA BY GENDER

The majority of the respondents across both genders are happy with their current employer. However, there's also quite a big number of them who are neutral, which makes it hard to determine their actual happiness levels. Both men and women pose a high flight risk as they are willing to leave their current employer within the next six months, especially women.



Even though most of the respondents across all genders are happy with their current employer, they pose a high flight risk, which may be influenced by a search for higher salaries, better professional opportunities and new challenges, especially women.

GENDER DEMOGRAPHIC INSIGHTS

SATISFACTION & ADVOCACY QUOTA BY GENDER

Satisfaction across both genders is high, especially amongst the women. The majority of both men and women said they would recommend their employer, despite their willingness to leave their current employer in the next six months.



58%

Are Satisfied

20%

Are Neutral

22%

Are Unsatisfied

WHILE

79%

Would Recommend Current Employer

13%

Are Not Sure

8%

Wouldn't Recommend Current Employer

49%

Are Satisfied

30%

Are Neutral

21%

Are Unsatisfied

WHILE

81%

Would Recommend Current Employer

12%

Are Not Sure

7%

Wouldn't Recommend Current Employer



Despite their high flight risk, the majority of respondents across all genders are satisfied with their current role and are willing to recommend their current employer to others, which could mean their employers are fulfilling a good number of their external and intrinsic traits; something employers should always strive to uphold as employee happiness is critical for their productivity.

GENDER DEMOGRAPHIC INSIGHTS

SALARY BRACKETS BY GENDER

The majority of both women and men earn between UGX 501,000 - 999,999 respectively. Despite the majority of both men and women earning between the second lowest salary bracket, the highest salary bracket consists of more men than women, while the lowest salary bracket comprises women. In addition, men make up the majority of the highest earning bracket of Over UGX 2,000,000.



31%

Earn Under
UGX500,000

32%

Earn Between
UGX501,000 - UGX999,999

18%

Earn Between
UGX1,000,000 - UGX1,499,999

WHILE

9%

Earn Between
UGX1,500,000 - UGX2,000,000

10%

Earn Over
UGX2,000,000

26%

Earn Under
UGX500,000

30%

Earn Between
UGX501,000 - UGX999,999

19%

Earn Between
UGX1,000,000 - UGX1,499,999

WHILE

8%

Earn Between
UGX1,500,000 - UGX2,000,000

16%

Earn Over
UGX2,000,000



Despite the majority of both women and men earning between UGX 501,000 - 999,999 respectively, the usual suspect is that the gender pay gap is undoubtedly still persistent, which highlights gender inequality in the job market and a call for employers to create thorough diverse and inclusive opportunities in the workplace through company policies and practices that promote gender equality.

A low-angle photograph of a cable-stayed bridge with two prominent white towers and numerous red cables. The image is overlaid with a dark red, semi-transparent hexagonal grid pattern. The text "LOCATION DEMOGRAPHIC INSIGHTS" is centered in a large, bold, orange font.

LOCATION DEMOGRAPHIC INSIGHTS

This section looks at insights from a location demographic level. The insights are analysed based entirely on the responses of respondents from each particular location.

Respondents in Entebbe, Kampala and Other Small Cities ranked their traits similarly while respondents in Jinja ranked their traits a bit differently. Apart from respondents in Jinja, most respondents across other cities are neutral about their happiness levels.

LOCATION DEMOGRAPHIC INSIGHTS

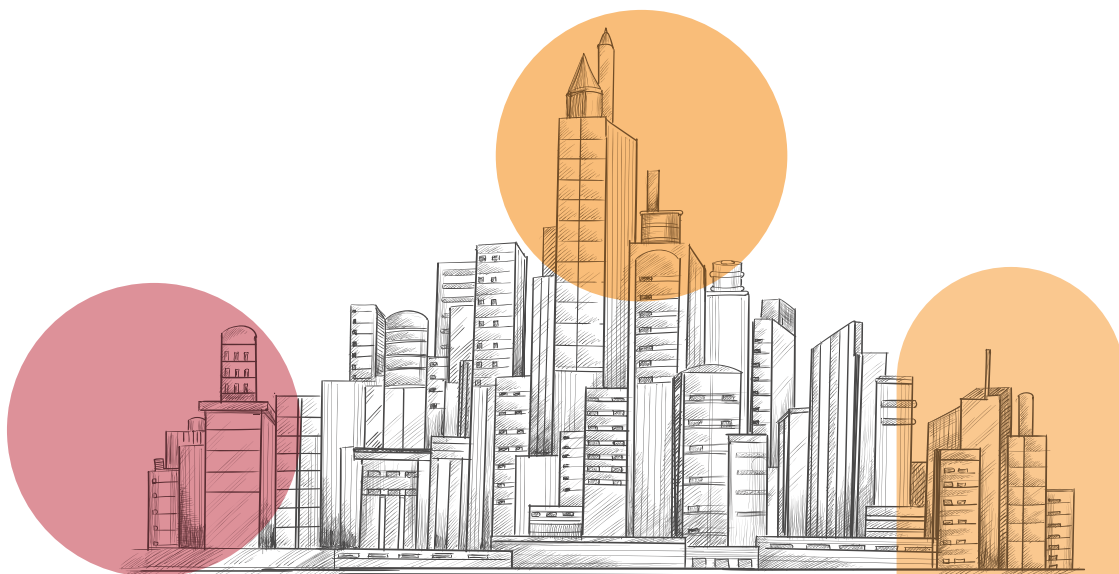
EXTERNAL & INTRINSIC TRAITS THEY DESIRE IN AN IDEAL EMPLOYER BY LOCATION

Respondents in Entebbe and Kampala ranked **Strong, Relatable Company Values & Goals, Open & Effective Management** and **Flexible Hours** as the top three most important external traits. However, respondents in Jinja ranked **Health Care Cover & Well-being Programs, Strong, Relatable Company Values & Goals** and **Effective Working Tools** as the top three most important external traits.

Respondents in Entebbe and Other Small Cities ranked **Financial Stability of a Company, Competitive Package** and **Welfare/Benefits** as the top three most important intrinsic traits while respondents in Jinja ranked **Welfare/Benefits, Competitive Package** and **Financial Stability of a Company** as their top three most important intrinsic traits. However, respondents in Kampala ranked **Competitive Package, Financial Stability of a Company** and **Welfare/Benefits** as their top three most important intrinsic traits.



Traits relating to finances and welfare/benefits are prevalent among respondents across all locations which may be due to the impact of the pandemic as COVID-19 has heightened employees' financial stress, hence financial wellness and employee benefits are crucial for employees' survival.








LOCATION DEMOGRAPHIC INSIGHTS

TOP EXTERNAL & INTRINSIC TRAITS EMBODIED BY THEIR CURRENT EMPLOYER BY LOCATION



ENTEBBE

Top 5 External Traits

-  Strong, Reliable Company Values & Goals
-  Flexible Hours
-  Open & Effective Management
-  Transparent Performance Management
-  Effective Working Tools

Top 3 Intrinsic Traits

-  Financial Stability of a Company
-  Competitive Package
-  Welfare/Benefits



JINJA

Top 5 External Traits

-  Strong, Reliable Company Values & Goals
-  Flexible Hours
-  Open & Effective Management
-  Transparent Performance Management
-  Mentoring & Coaching

Top 3 Intrinsic Traits

-  Welfare/Benefits
-  Competitive Package
-  Financial Stability of a Company

LOCATION DEMOGRAPHIC INSIGHTS

TOP EXTERNAL & INTRINSIC TRAITS EMBODIED BY THEIR CURRENT EMPLOYER BY LOCATION



LOCATION DEMOGRAPHIC INSIGHTS

HAPPINESS & FLIGHT RISK QUOTA BY LOCATION

The majority of respondents in Entebbe, Jinja and Kampala are happy with their current employer while respondents in Other Small Cities are the most neutral about their happiness with their current employer. However, the majority of respondents across most of the featured locations pose a high flight risk, especially those in Jinja. Furthermore, the majority of respondents in Entebbe are not sure about leaving their current employer in the next six months.

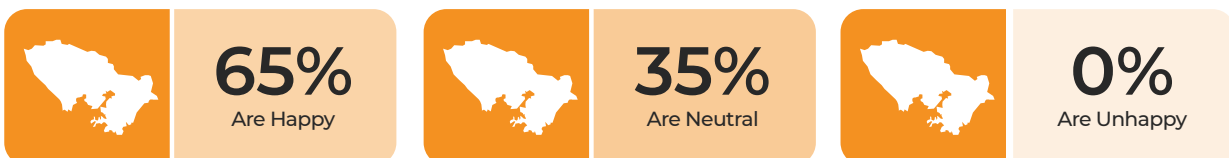
ENTEBBE



WHILE



JINJA

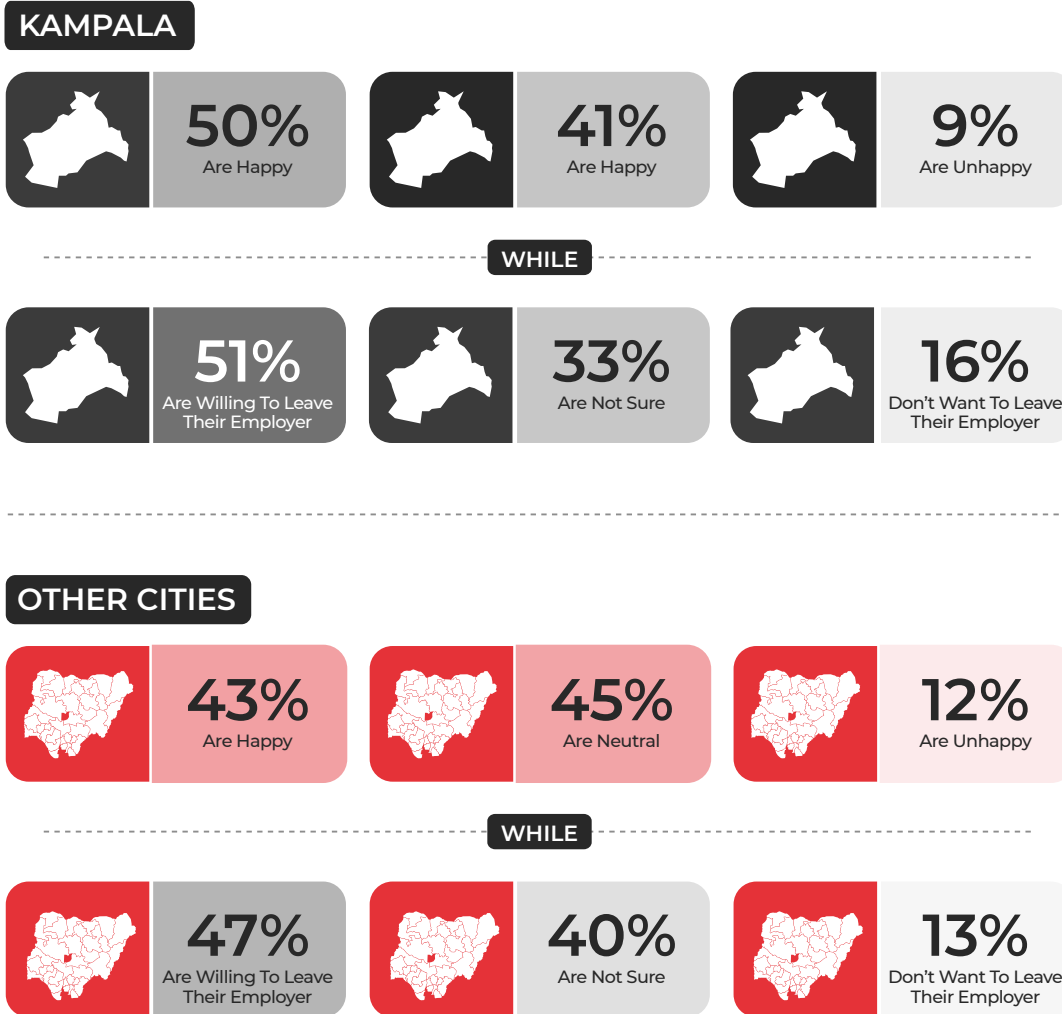


WHILE



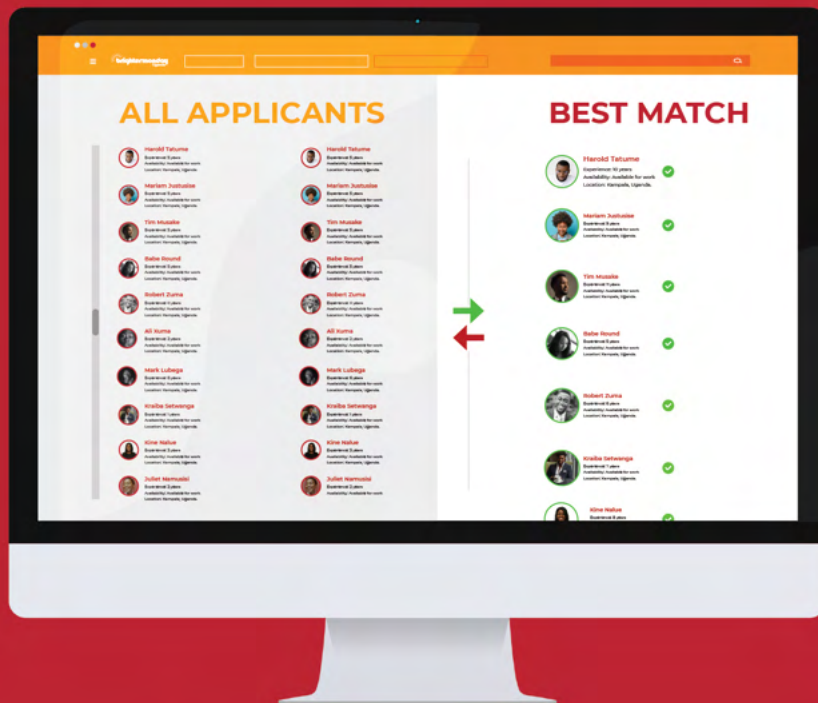
LOCATION DEMOGRAPHIC INSIGHTS

HAPPINESS & FLIGHT RISK QUOTA BY LOCATION



The very high neutral happiness levels among respondents in Other Small Cities could be that they would like to move to the capital city for greener pastures and advance their careers, but still have to devise a plan of action, hence holding on to their job for the time being. Respondents in Jinja pose the highest flight risk which could also mean they're interested in moving to the capital city or abroad for better opportunities. The reason respondents in Entebbe are not sure about leaving their current employer might be due to various uncertainties and they would rather wait and make an informed decision before they decide on leaving their current employer.

MEET OUR ALGORITHM



THAT'S
BEST MATCH

REQUEST A CALL NOW!

+256 200 412 700

OR VISIT OUR WEBSITE

www.brightermonday.co.ug/employer/best-match

LOCATION DEMOGRAPHIC INSIGHTS

SATISFACTION & ADVOCACY QUOTA BY LOCATION

The majority of respondents in Jinja are satisfied with their current role unlike respondents in Entebbe, Kampala and Other Small Cities while most of the respondents who live in Kampala are neutral with their satisfaction in their current role, despite being the commercial hub as the capital city.



ENTEBBE

27%

Are Satisfied

50%

Are Neutral

23%

Are Unsatisfied

WHILE

86%

Would Recommend Current Employer

9%

Are Not Sure

5%

Wouldn't Recommend Current Employer



JINJA

48%

Are Satisfied

35%

Are Neutral

17%

Are Unsatisfied

WHILE

91%

Would Recommend Current Employer

9%

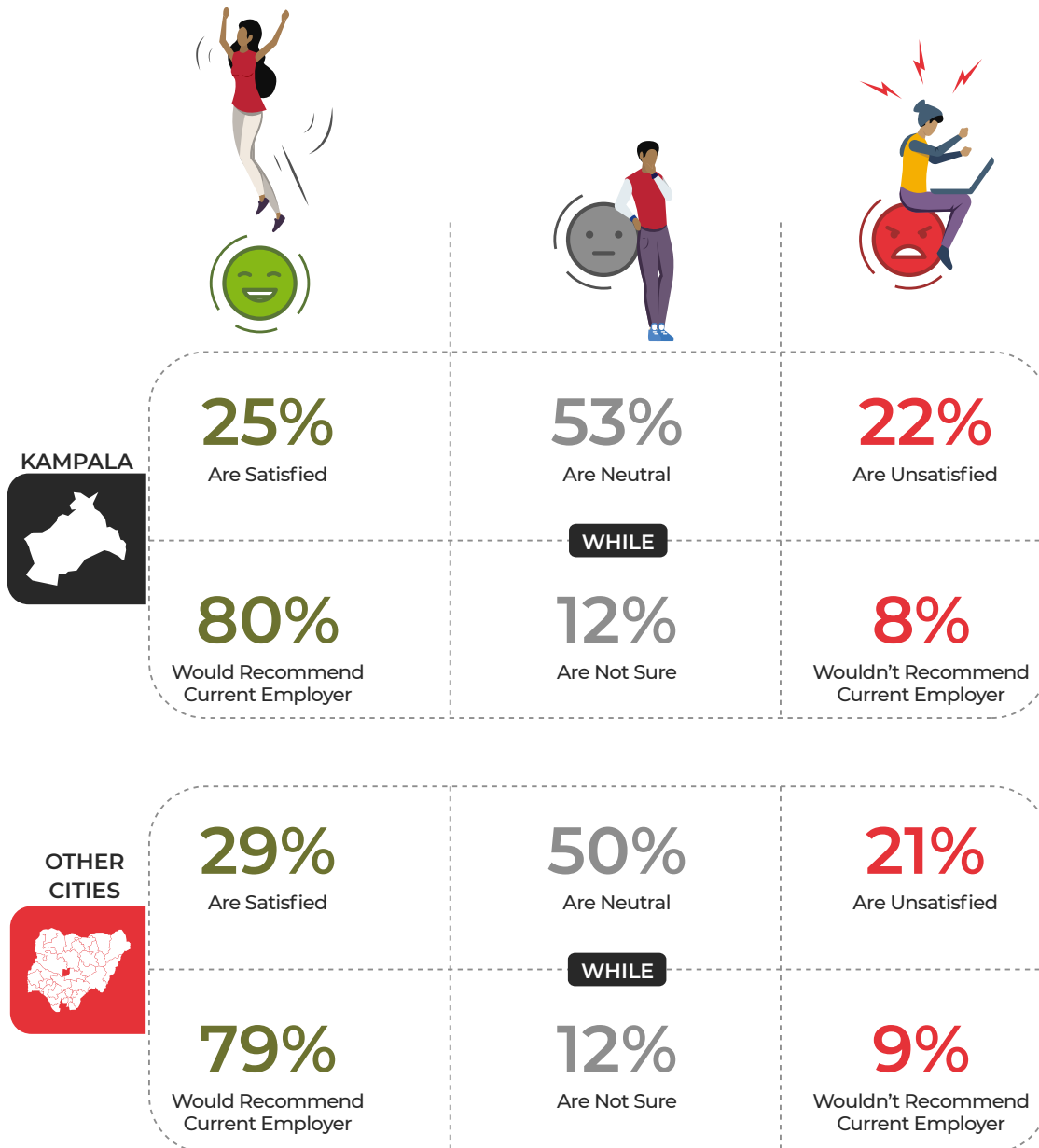
Are Not Sure

0%

Wouldn't Recommend Current Employer

LOCATION DEMOGRAPHIC INSIGHTS

SATISFACTION LEVELS & ADVOCACY BY LOCATION



Even though the majority of the respondents across all locations said they would recommend their current employer, the high neutral levels regarding their job satisfaction might be caused by the uncertainty about their current job because of the effects of the pandemic, or could this be due to some setbacks in the workplace which are not as pressing but ought to be addressed by their employer?



A black and white photograph of a young man with a wide smile, wearing a dark suit jacket, a light-colored patterned shirt, and a red tie. The image is overlaid with a red hexagonal grid pattern. The text "JOB LEVEL DEMOGRAPHIC INSIGHTS" is written in large, bold, orange capital letters across the center of the image.

JOB LEVEL DEMOGRAPHIC INSIGHTS

This section explores insights from respondents within the job level demographic. The insights are analysed based entirely on responses from respondents within each particular job level.

Respondents are drawn to similar traits but with slightly different ranking and the majority of Mid-Level and Senior-Level respondents are happy with their current employer, however, they pose a high flight risk.

JOB LEVEL DEMOGRAPHIC INSIGHTS

EXTERNAL & INTRINSIC TRAITS THEY DESIRE IN AN IDEAL EMPLOYER BY JOB LEVEL

All Mid-Level and Senior-Level respondents ranked **Strong, Relatable Company Values & Goals, Open & Effective Management** and **Flexible Hours** as the top three most important external traits. However, respondents in the Entry-Level category ranked **Strong, Relatable Company Values & Goals, Open & Effective Management** and **Health Care Cover & Well-being Programs** as the top three most important external traits.

Entry-Level respondents ranked **Competitive Package, Financial Stability of a Company and Welfare /Benefits** as the top three most important intrinsic traits while Mid-Level respondents ranked **Financial Stability of a Company, Welfare/Benefits** and **Competitive Package** as the top three most important intrinsic traits. Senior-Level respondents ranked **Financial Stability of a Company, Competitive Package and Welfare/Benefits** as the top three most important intrinsic traits.



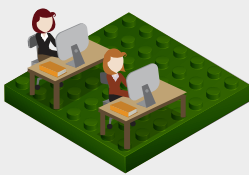
Financial stability is a key factor to Mid-Level Senior-Level respondents, especially with the current environment where jobs have been affected by the pandemic. Their concern about the financial well-being of a company is understandable given the current uncertainty levels, hence employers should strive to reassure their employees through transparent and thorough communication on the company's financial standing.



JOB LEVEL DEMOGRAPHIC INSIGHTS

TOP EXTERNAL & INTRINSIC TRAITS EMBODIED BY THEIR CURRENT EMPLOYER BY JOB LEVEL

ENTRY-LEVEL



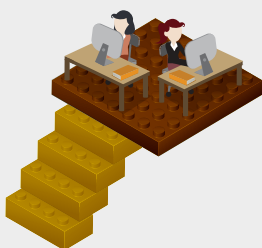
Top 5 External Traits

-  Strong, Relatable Company Values & Goals
-  Flexible Hours
-  Open & Effective Management
-  Transparent Performance Management
-  Mentoring & Coaching

Top 3 Intrinsic Traits

-  Competitive Package
-  Financial Stability of a Company
-  Welfare/Benefits

MID-LEVEL



Top 5 External Traits

-  Strong, Relatable Company Values & Goals
-  Flexible Hours
-  Open & Effective Management
-  Transparent Performance Management
-  Health Care Cover & Well-being Programs

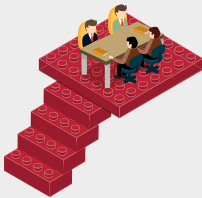
Top 3 Intrinsic Traits

-  Financial Stability of a Company
-  Welfare/Benefits
-  Competitive Package


JOB LEVEL DEMOGRAPHIC INSIGHTS

TOP EXTERNAL & INTRINSIC TRAITS EMBODIED BY THEIR CURRENT EMPLOYER BY JOB LEVEL


SENIOR-LEVEL



Top 5 External Traits

-  Strong, Relatable Company Values & Goals
-  Flexible Hours
-  Open & Effective Management
-  Transparent Performance Management
-  Health Care Cover & Well-being Programs

Top 3 Intrinsic Traits

-  Financial Stability of a Company
-  Competitive Package
-  Welfare/Benefits



JOB LEVEL DEMOGRAPHIC INSIGHTS

HAPPINESS & FLIGHT RISK QUOTA BY JOB LEVEL

Most respondents within the Senior-Level category are happy with their current employer. In addition, the majority of respondents are willing to leave their current employer in the next six months, especially Entry-Level respondents.



ENTRY-LEVEL



42%

Are Happy

46%

Are Neutral

12%

Are Unhappy

WHILE

56%

Are Willing To Leave Their Employer

34%

Are Not Sure

10%

Don't Want To Leave Their Employer

MID-LEVEL



49%

Are Happy

43%

Are Neutral

8%

Are Unhappy

WHILE

49%

Are Willing To Leave Their Employer

35%

Are Not Sure

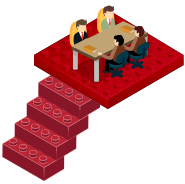
16%

Don't Want To Leave Their Employer

JOB LEVEL DEMOGRAPHIC INSIGHTS

HAPPINESS & FLIGHT RISK QUOTA BY JOB LEVEL

SENIOR-LEVEL



57%

Are Happy

35%

Are Neutral

8%

Are Unhappy

WHILE

46%

Are Willing To Leave
Their Employer

38%

Are Not Sure

16%

Don't Want To Leave
Their Employer



The majority of Entry-Level respondents being neutral about their happiness levels and posing a very high flight risk could be due to a desire for career advancement in a new challenging environment that allows them to experiment, innovate and grow.

JOB LEVEL DEMOGRAPHIC INSIGHTS

SATISFACTION & ADVOCACY QUOTA BY JOB LEVEL

The majority of respondents within Mid-Level and Entry-Level categories are neutral about their satisfaction with their current employer. However, most respondents across all job levels said they would recommend their current employer.



ENTRY-LEVEL



19%

Are Satisfied

52%

Are Neutral

29%

Are Unsatisfied

WHILE

72%

Would Recommend
Current Employer

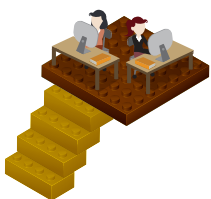
18%

Are Not Sure

10%

Wouldn't Recommend
Current Employer

MID-LEVEL



27%

Are Satisfied

53%

Are Neutral

20%

Are Unsatisfied

WHILE

82%

Would Recommend
Current Employer

10%


Are Not Sure

8%

Wouldn't Recommend
Current Employer

JOB LEVEL DEMOGRAPHIC INSIGHTS

SATISFACTION & ADVOCACY QUOTA BY JOB LEVEL



The high neutral satisfaction levels among Mid-Level and Entry-Level respondents could be due to limited career growth and advancement as they yearn to enhance their careers in the form of various ways such as appreciation from their employer through promotion accompanied by a salary raise.



WORK EXPERIENCE DEMOGRAPHIC INSIGHTS

This section delves into insights of respondents within the work experience demographic. The insights are analysed based entirely on responses from respondents within each particular work experience bracket.

Happiness levels remain neutral across all work experience categories while the least and most experienced respondents pose the highest flight risk.

WORK EXPERIENCE DEMOGRAPHIC INSIGHTS

EXTERNAL & INTRINSIC TRAITS THEY DESIRE IN AN IDEAL EMPLOYER BY WORK EXPERIENCE

All respondents with 2-4 years, 5-7 years and Above 7 years of work experience ranked **Strong, Relatable Company Values & Goals, Open & Effective Management** and **Flexible Hours** as the top three most important external traits. However, respondents with Under 2 years of work experience ranked **Effective Working Tools, Strong, Relatable Company Values & Goals, Open & Effective Management** as their top three most important external traits.

Respondents with Under 2 years and 5-7 years of work experience ranked **Financial Stability of a Company, Competitive Package** and **Welfare/Benefits** as their top three most important intrinsic traits while respondents with 2-4 years of work experience ranked **Competitive Package, Financial Stability of a Company** and **Welfare/Benefits** as their top three most important intrinsic traits. Furthermore, respondents with Above 7 years of work experience ranked **Competitive Package, Career Growth** and **Financial Stability of a Company** as their top three most important intrinsic traits.



Financial stability and welfare/benefits remain key factors to respondents across all work experience levels; they are of the essence, especially in these pandemic times. In addition, the least experienced respondents also highly rate effective working tools as they juggle adapting to the workplace and understanding how to use the right tools for their benefit and productivity.



WORK EXPERIENCE DEMOGRAPHIC INSIGHTS

TOP EXTERNAL & INTRINSIC TRAITS EMBODIED BY THEIR CURRENT EMPLOYER BY WORK EXPERIENCE



UNDER 2 YEARS

Top 5 External Traits

- Strong, Reliable Company Values & Goals
- Flexible Hours
- Open & Effective Management
- Transparent Performance Management
- Health Care Cover & Well-being Programs

Top 3 Intrinsic Traits

- Financial Stability of a Company
- Competitive Package
- Welfare/Benefits



2-4 YEARS

Top 5 External Traits

- Strong, Reliable Company Values & Goals
- Flexible Hours
- Open & Effective Management
- Transparent Performance Management
- Health Care Cover & Well-being Programs

Top 3 Intrinsic Traits

- Competitive Package
- Financial Stability of a Company
- Welfare/Benefits



WORK EXPERIENCE DEMOGRAPHIC INSIGHTS

TOP EXTERNAL & INTRINSIC TRAITS EMBODIED BY THEIR CURRENT EMPLOYER BY WORK EXPERIENCE






5-7 YEARS

Top 5 External Traits

-  Strong, Reliable Company Values & Goals
-  Flexible Hours
-  Open & Effective Management
-  Transparent Performance Management
-  Mentoring & Coaching






Top 3 Intrinsic Traits

-  Financial Stability of a Company
-  Competitive Package
-  Welfare/Benefits



ABOVE 7 YEARS

Top 5 External Traits

-  Strong, Reliable Company Values & Goals
-  Flexible Hours
-  Open & Effective Management
-  Transparent Performance Management
-  Health Care Cover & Well-being Programs

Top 3 Intrinsic Traits

-  Welfare/Benefits
-  Financial Stability of a Company
-  Competitive Package

WORK EXPERIENCE DEMOGRAPHIC INSIGHTS

HAPPINESS & FLIGHT RISK QUOTA BY WORK EXPERIENCE

Most of the respondents with 2-4 years of work experience are the happiest with their current employer. Interestingly, the least experienced respondents with Under 2 years of work experience and the most experienced respondents with above 7 years of work experience pose the highest flight risk respectively.



UNDER 2 YEARS

47%

Are Happy

41%

Are Neutral

12%

Are Unhappy

WHILE

53%

Are Willing To Leave Current Employer

32%

Are Not Sure

15%

Don't Want To Leave Current Employer



2-4 YEARS

52%

Are Happy

41%

Are Neutral

7%

Are Unhappy

WHILE

46%

Are Willing To Leave Current Employer

39%

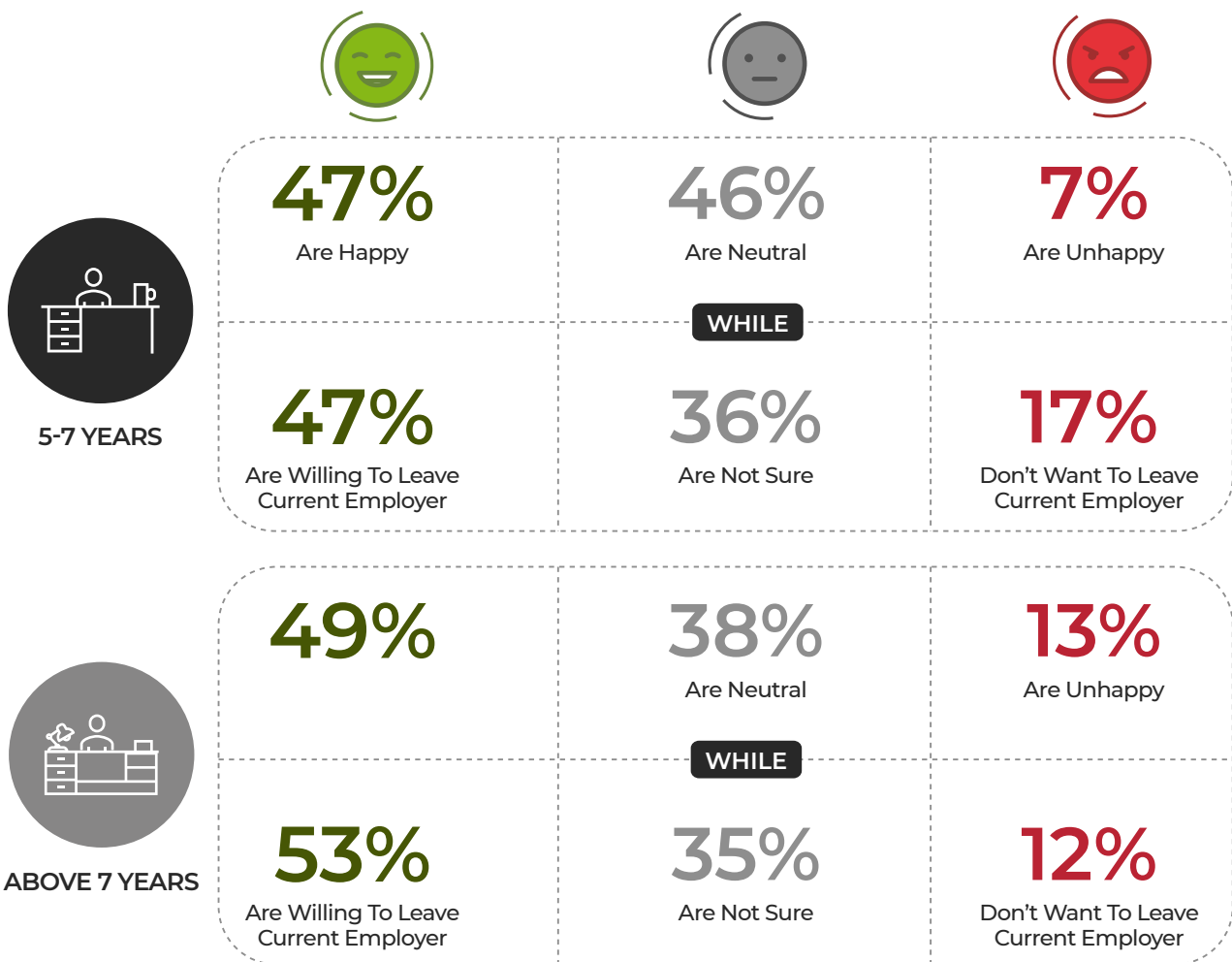
Are Not Sure

15%

Don't Want To Leave Current Employer

WORK EXPERIENCE DEMOGRAPHIC INSIGHTS

HAPPINESS & FLIGHT RISK QUOTA BY WORK EXPERIENCE



The high flight risk rates among the least and most experienced respondents could mean: the least experienced respondents are in search of greener pastures to broaden their knowledge span and acquire new skills while the most experienced respondents want to take a break from structured employment to maybe take up entrepreneurship or discover new work adventures.

WORK EXPERIENCE DEMOGRAPHIC INSIGHTS

SATISFACTION & ADVOCACY QUOTA BY WORK EXPERIENCE

The majority of respondents across all work experience levels are neutral about their satisfaction with their current role, especially respondents with 5-7 years of experience. Despite this, employer advocacy remains high across all respondents with different work experience as most of them said they would recommend their employer to others, especially respondents with 2-4 years of work experience.



UNDER 2 YEARS

20%

Are Happy

51%

Are Neutral

29%

Are Unhappy

WHILE

73%

Are Willing To Leave Current Employer

16%

Are Not Sure

11%

Don't Want To Leave Current Employer



2-4 YEARS

29%

Are Happy

52%

Are Neutral

19%

Are Unhappy

WHILE

85%

Are Willing To Leave Current Employer

10%

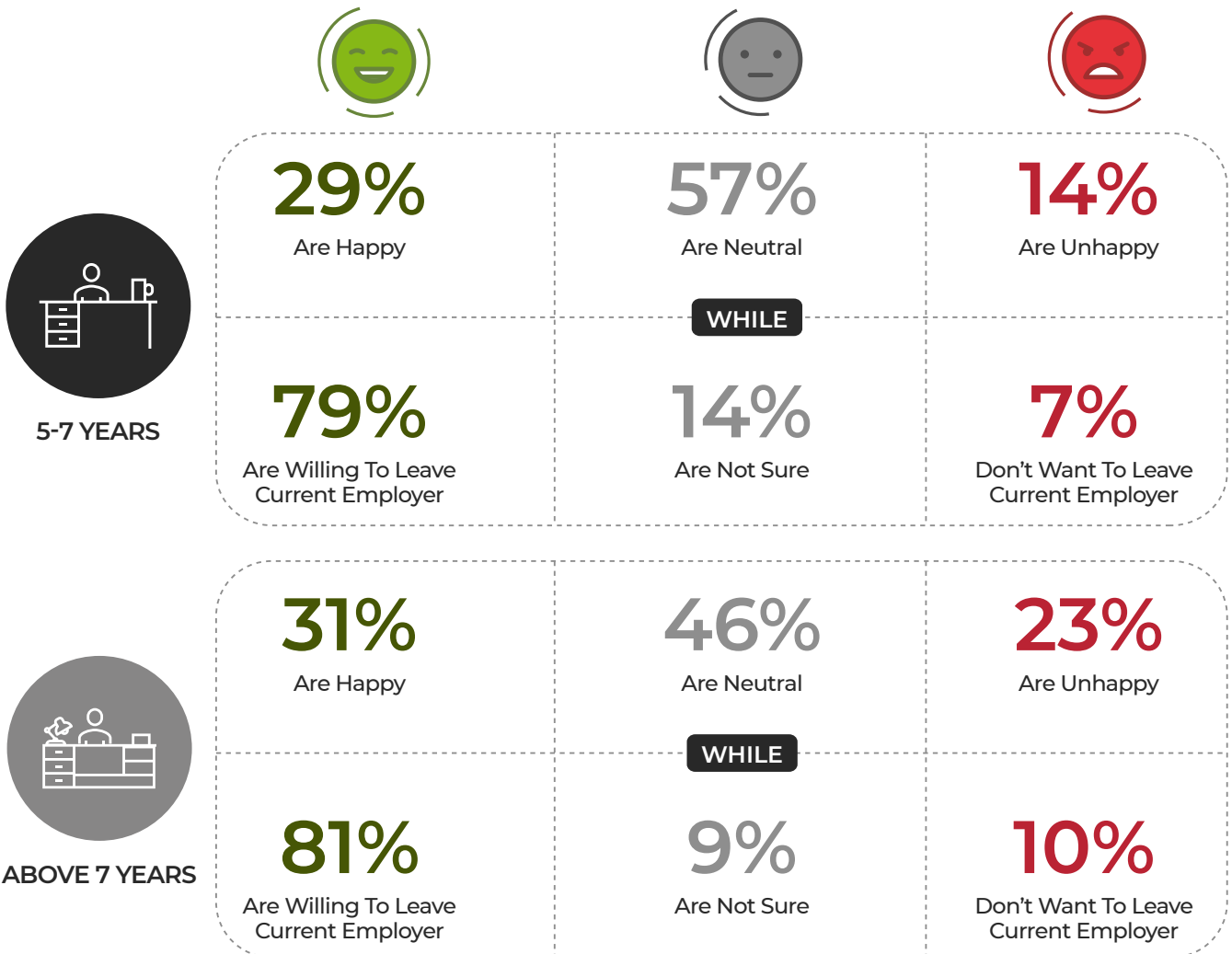
Are Not Sure

5%

Don't Want To Leave Current Employer

WORK EXPERIENCE DEMOGRAPHIC INSIGHTS

SATISFACTION & ADVOCACY QUOTA BY WORK EXPERIENCE



The neutrality levels could be that they feel stagnant in their career; trying to “hang in there” while looking for new opportunities; especially with the impact of the pandemic, some may be holding on to their jobs as the job market recuperates. Or it could be attributed to factors such as low pay or monotonous work, but they are still willing to recommend their employer nonetheless because they fulfill their other traits, such as external traits.



SIT BACK
LET THE PROS
DO THE HEAVY LIFTING.

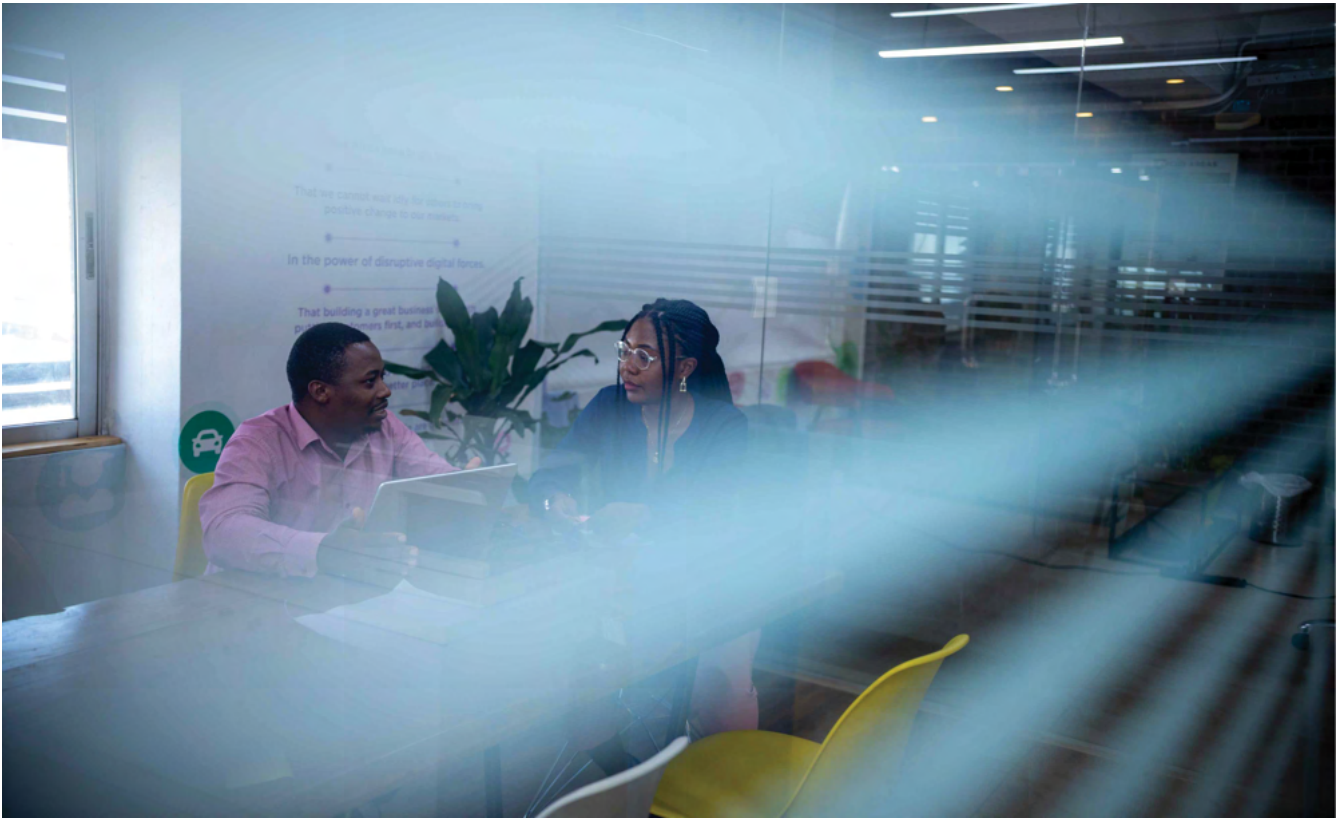


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CONCLUSION



Along with innate intrinsic traits such as competitive package, financial stability of a company and career growth, it is evident that Ugandan employees highly value firm values and goals, which should be relatable, and before anything else, these mirror what the organisation stands for, in addition to open & effective management and flexible hours, among other external traits.

Employers should strive to develop and sustain comprehensive employee satisfaction strategies that address employee achievement, personal development, job satisfaction and recognition through various ways such as: improving the work environment with healthy inclusive conditions, decent compensation, enhancing communication on all levels, providing development and learning opportunities that foster professional growth and career advancement, creating tangible employee recognition programs that acknowledge their hard work and contribution to the company's success as well as ensuring overall employee well-being in all relevant spheres.

The most important strategic resource of an organisation is people, hence employers should use insights from this report to leverage and address employee satisfaction in the workplace to the benefit of both employee productivity and organisational success, especially now more than ever as the nature of the workplace continues to shift, it is vital for employers to keep a pulse on how their employees are doing and how satisfied they are.

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