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.

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 to 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.

Volunteering for assignments/additional work
Being courteous
Seeking advice or feedback from colleagues

81% 89% 93%
65% 71% 80%
64% 67% 72%
48% 43% 44%

Making oneself visible to management
Staying late to complete work
Bringing food, drinks, etc. to share with coworkers
Meeting with other staff members outside of work for happy hour, lunch, etc.
Being active on social media

38% 33% 34%
33% 27% 34%
34% 14% 15%
30% 19% 13%
12% 3% 4%

1% 7% 5%

For more information about Millennials@Work: Perspectives on Reputation, please contact:
Sarab Kochhar, Ph.D.
Director of Research
Institute for Public Relations
sarab@instituteforpr.org
@sarabkochhar

Leslie Gaines-Ross
Chief Reputation Strategist
Weber Shandwick
lgaines-ross@webershandwick.com
@reputationrx

Bradley Honan
CEO
KRC Research
bhonan@krcresearch.com

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 new 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.