



# **The State of Motivation 2023**



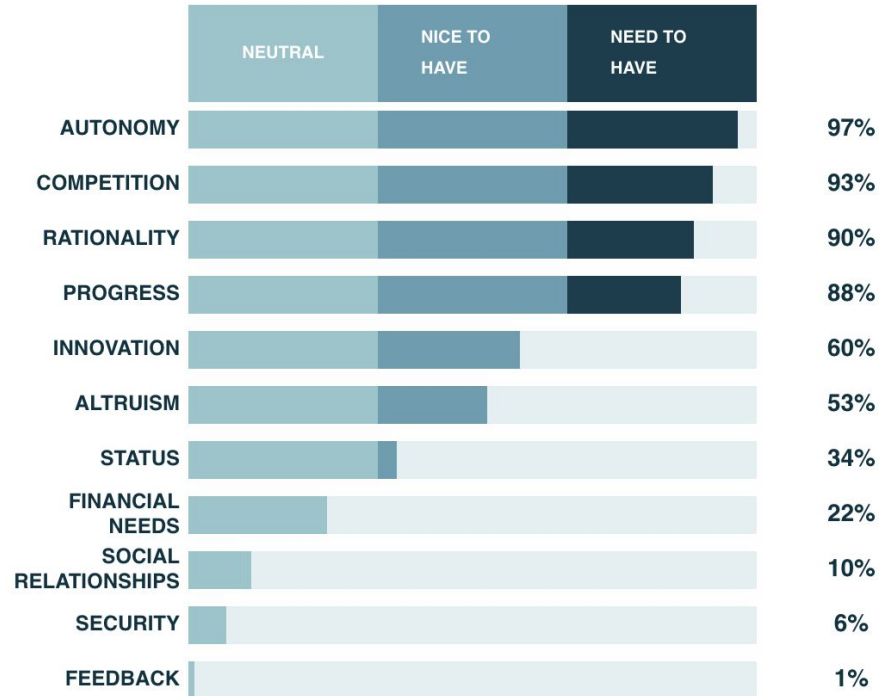
# CASEY WAHL

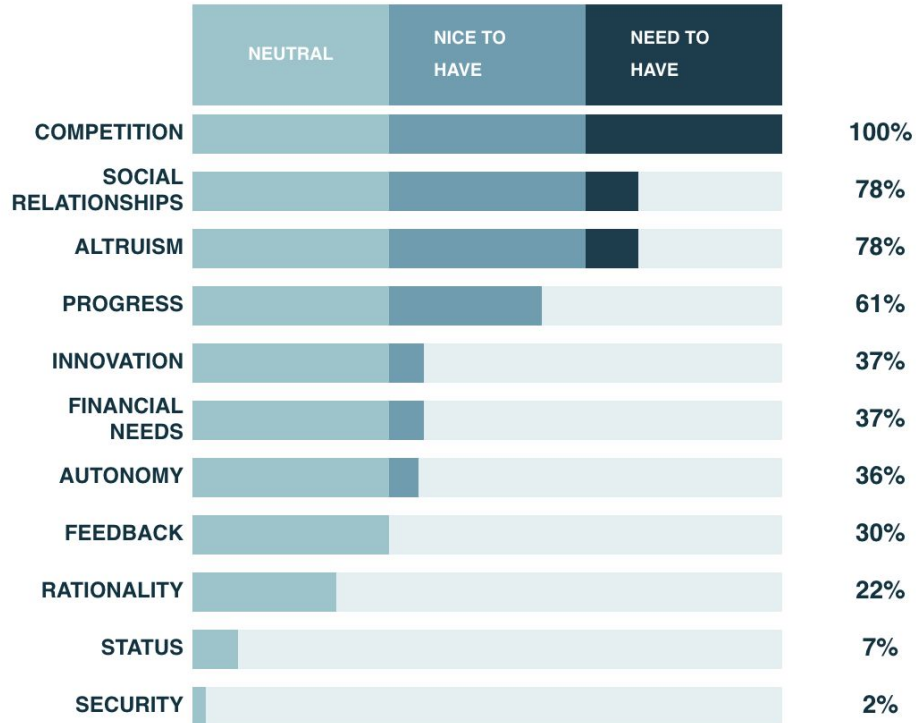
[Click on the motivators to learn more](#)

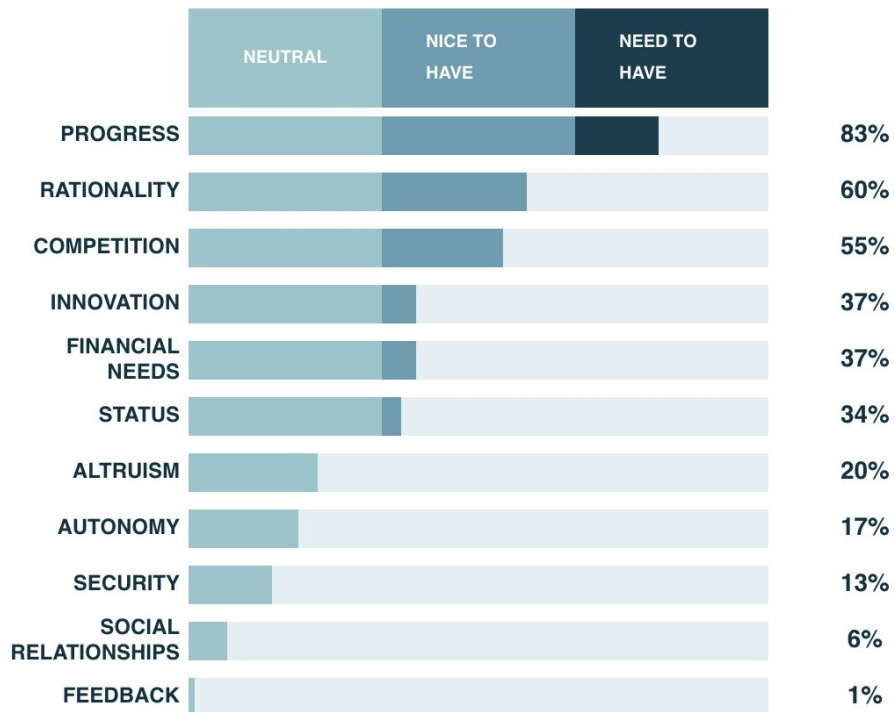
## Intrinsic Motivator Report

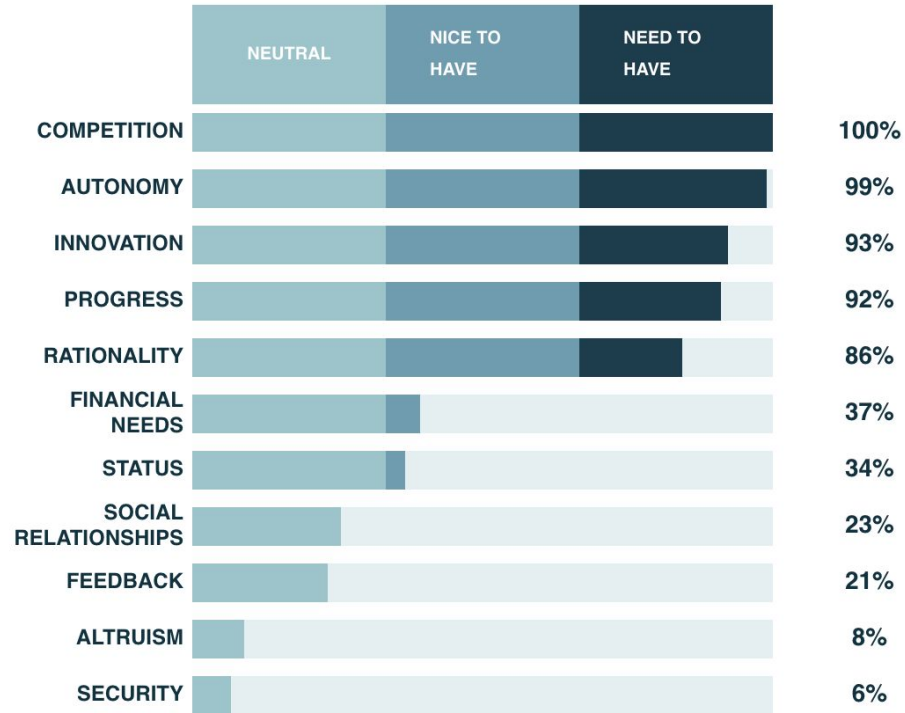
Version 2

October 12, 2021

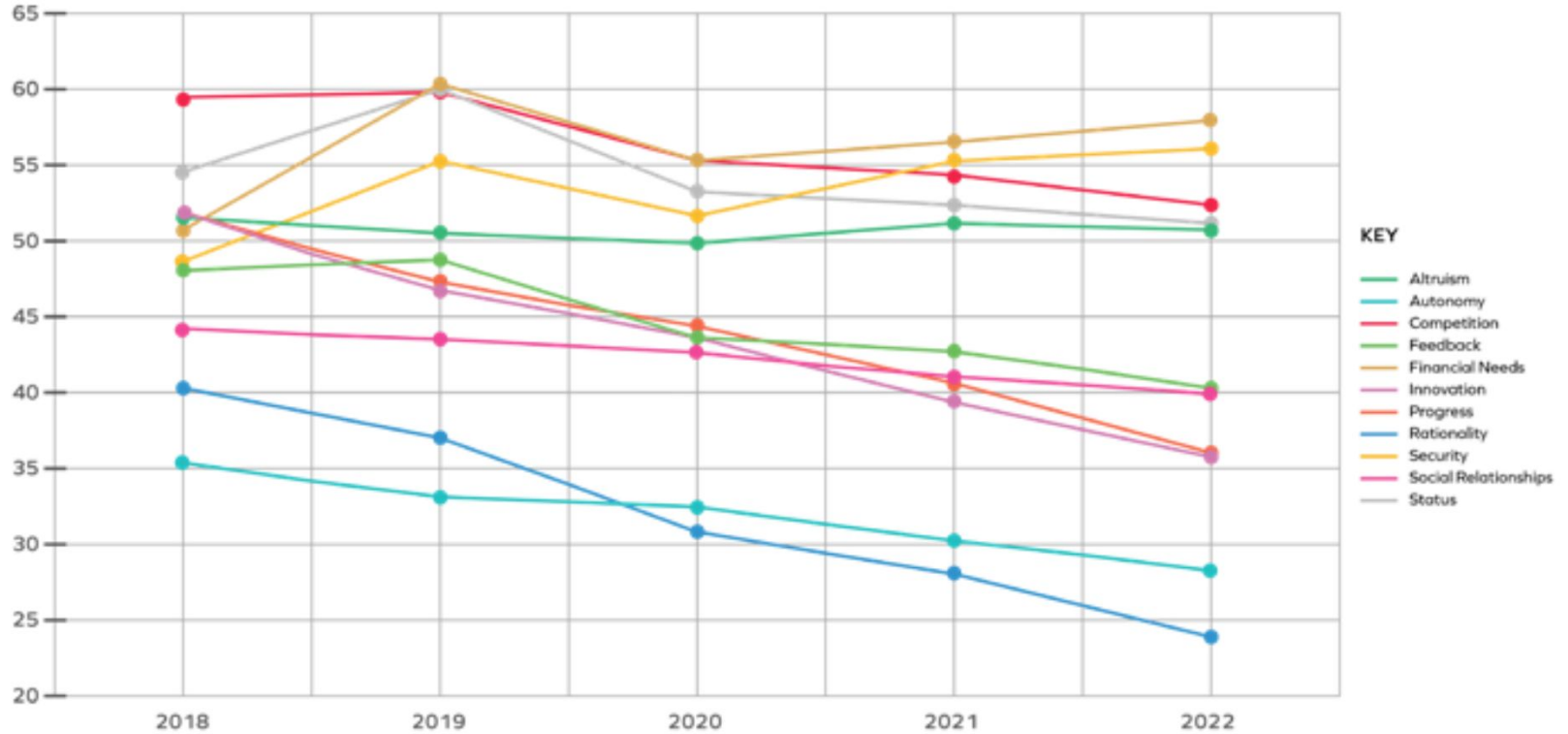








# Average Motivator Scores Globally (Q1/2018 to Q4/2022)



Why have some motivational needs increased in relative importance?



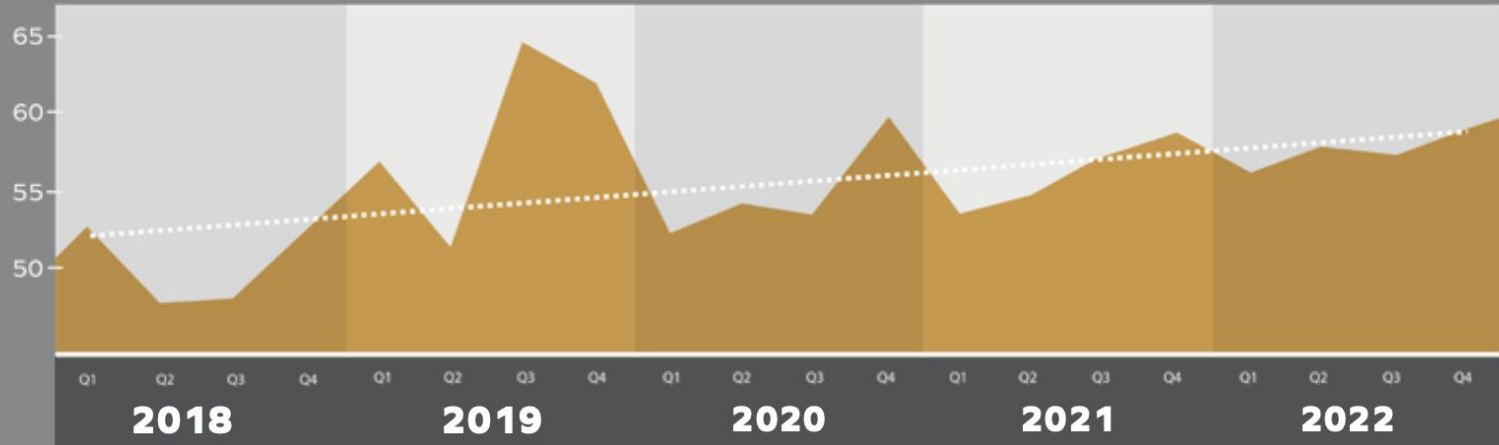
 **FINANCIAL NEEDS**



# The Covid Effect

The avg. score for Financial Needs was **5% lower** in Q3 of 2022 compared to Q4 of 2019.

## Average Financial Needs Scores Globally



All-time Low  
(Q2 2018)

**48%**

All-time High  
(Q3 2019)

**64%**

% Change  
ATH vs ATL

**16%**



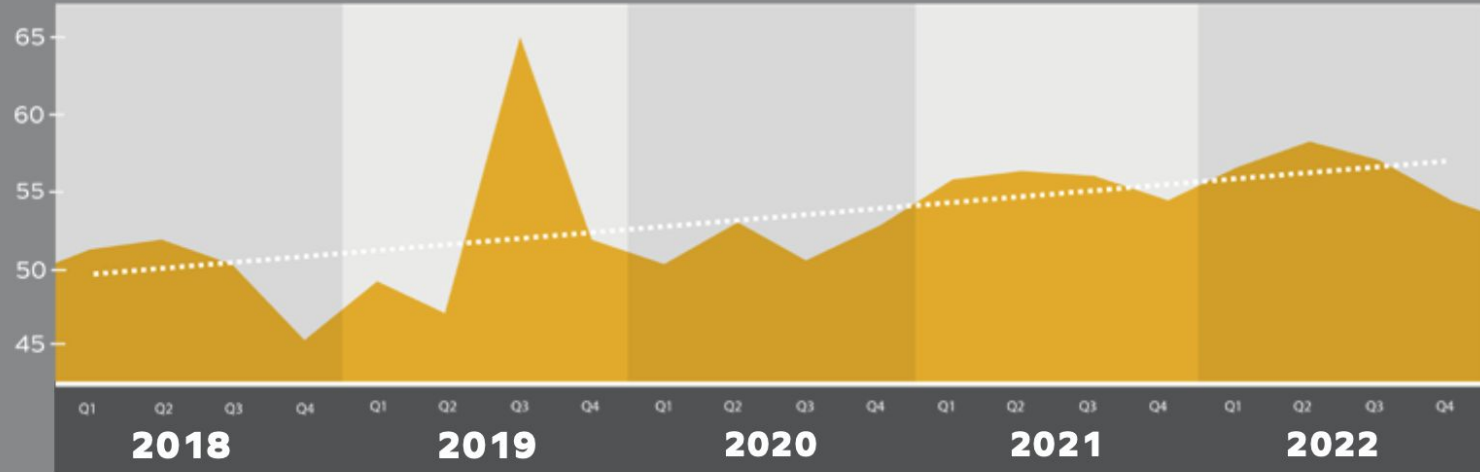
**SECURITY**



# The Covid Effect

The avg. score for Security was **5% higher** in Q3 of 2022 compared to Q4 of 2019.

## Average Security Scores Globally



All-time Low  
(Q4 2018)

**45%**

All-time High  
(Q3 2019)

**65%**

% Change  
ATH vs ATL

**20%**

Why have **Financial Needs** and  
**Security** increased in relative  
importance?

Why have some motivational needs decreased in relative importance?



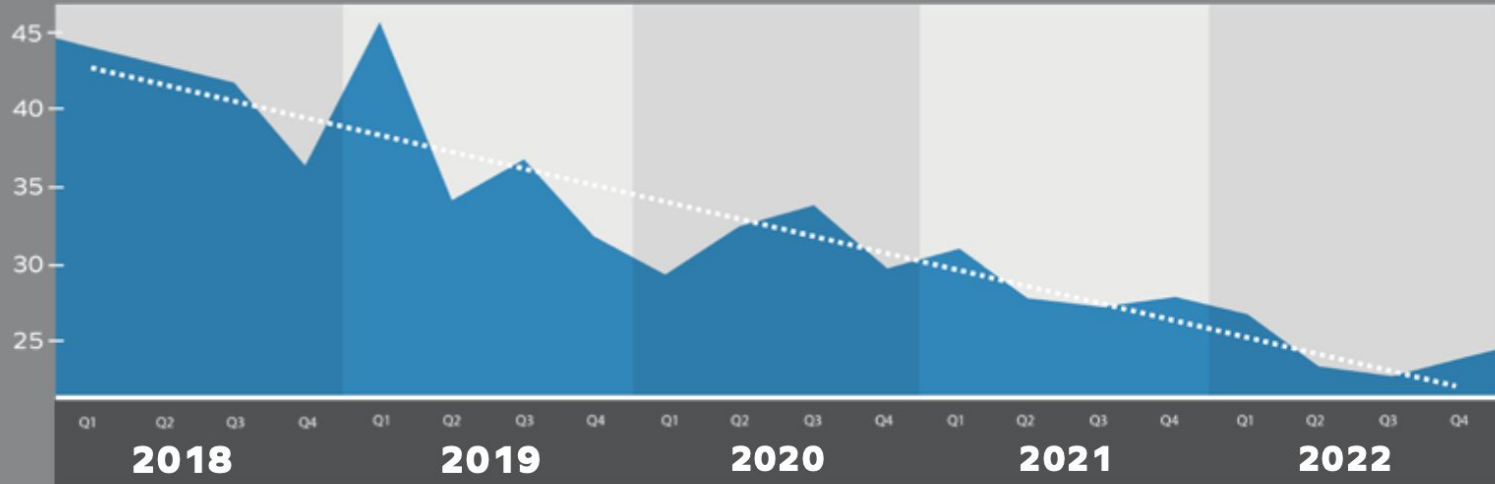
# RATIONALITY



# The Covid Effect

The avg. score for Rationality was **9% lower** in Q3 of 2022 compared to Q4 of 2019.

## Average Rationality Scores Globally



All-time Low  
(Q3 2022)

**23%**

All-time High  
(Q1 2019)

**45%**

% Change  
ATH vs ATL

**22%**





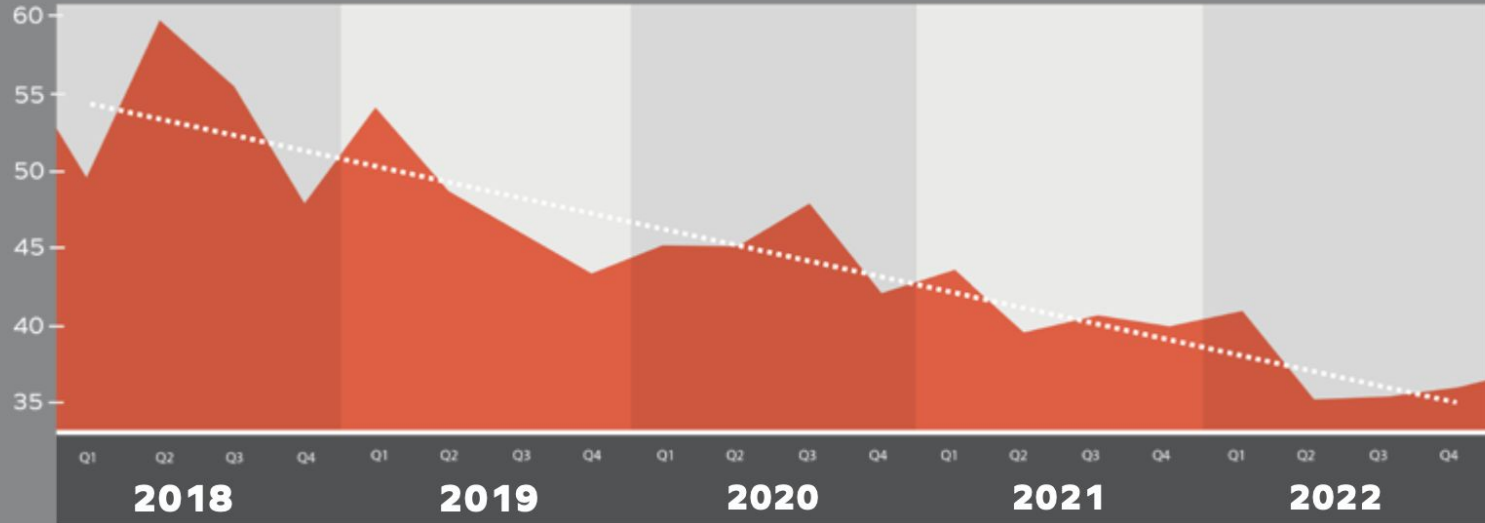
**PROGRESS**



# The Covid Effect

The avg. score for Progress was **8% lower** in Q3 of 2022 compared to Q4 of 2019.

## Average Progress Scores Globally



All-time Low  
(Q2 2022)

**35%**

All-time High  
(Q2 2018)

**60%**

% Change  
ATH vs ATL

**25%**



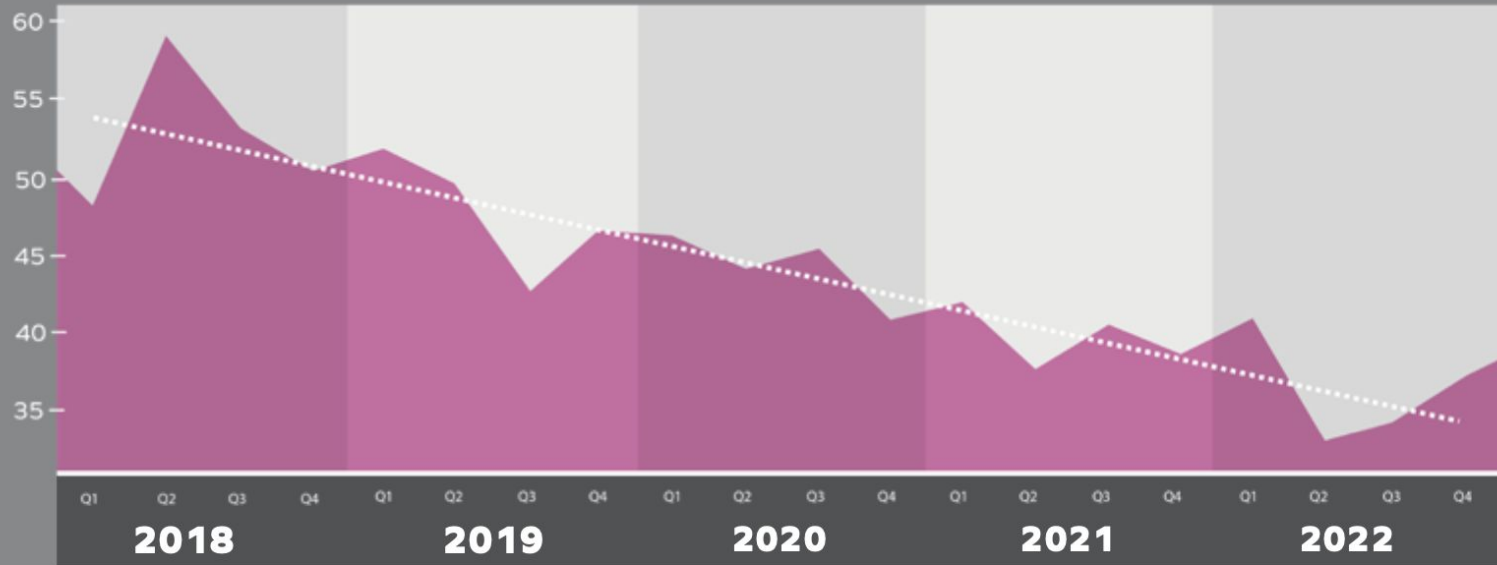
**INNOVATION**



# The Covid Effect

The avg. score for Innovation was **12% lower** in Q3 of 2022 compared to Q4 of 2019.

## Average Innovation Scores Globally



All-time Low  
(Q2 2022)

**33%**

All-time High  
(Q2 2018)

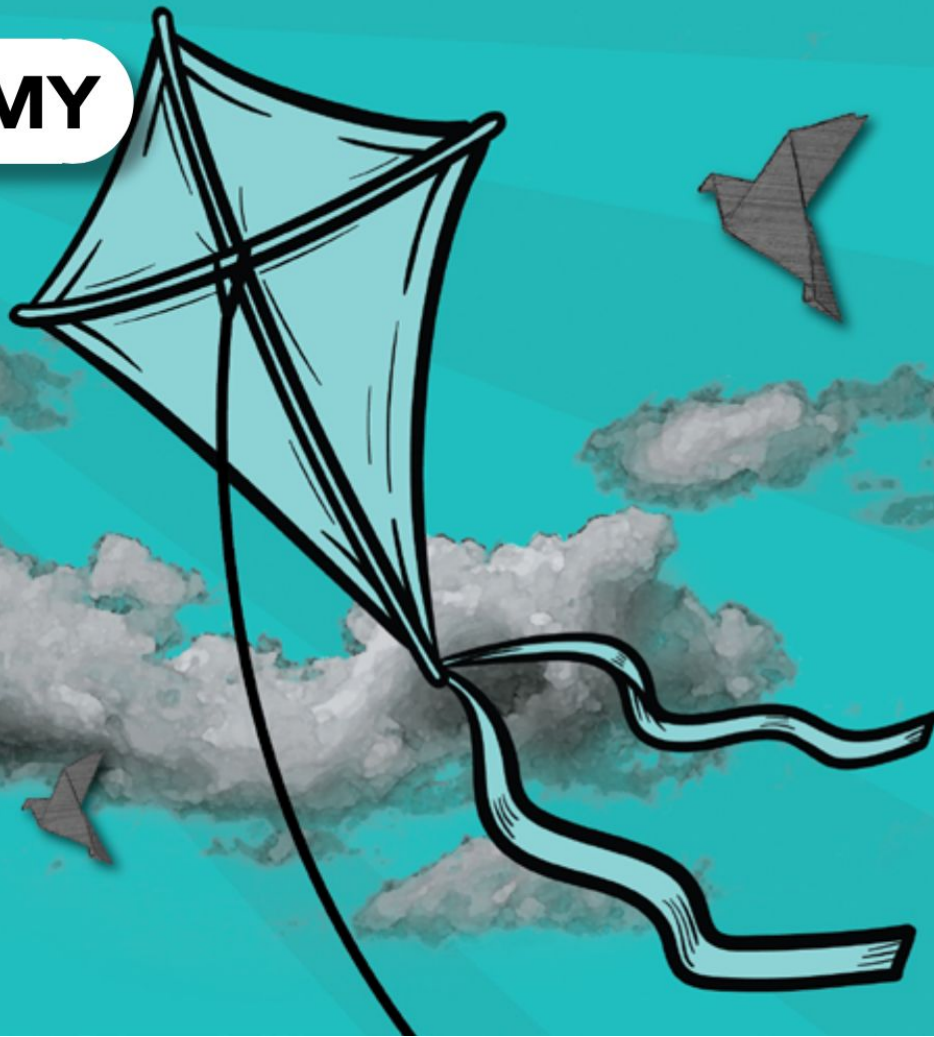
**59%**

% Change  
ATH vs ATL

**26%**



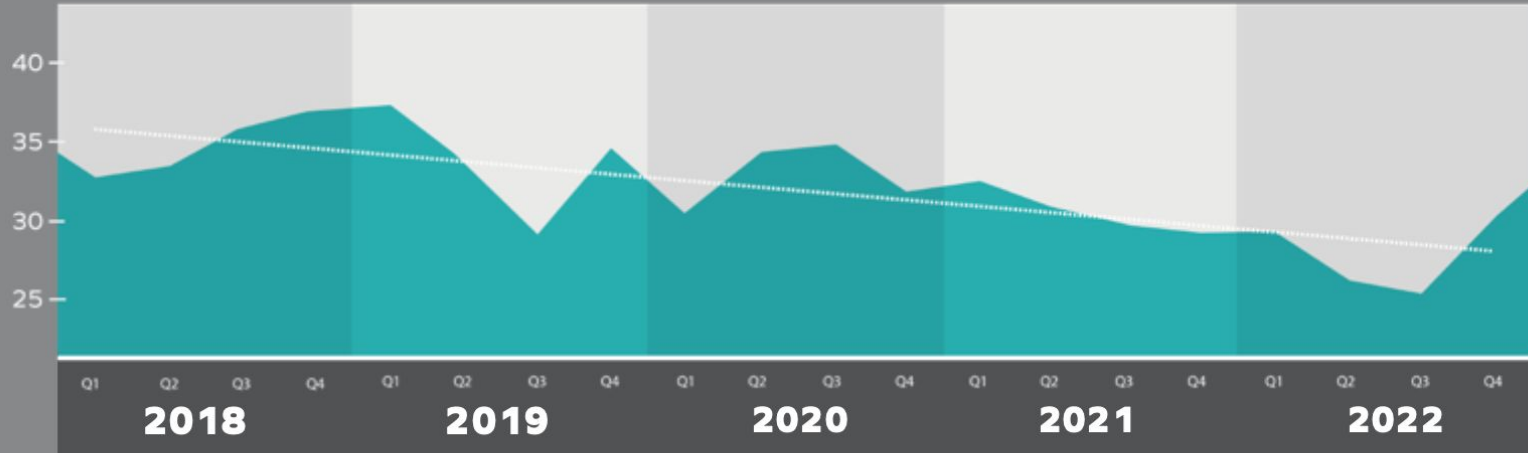
# AUTONOMY



# The Covid Effect

The avg. score for Autonomy was **9% lower** in Q3 of 2022 compared to Q4 of 2019.

## Average Autonomy Scores Globally



All-time Low  
(Q3 2022)

**26%**

All-time High  
(Q1 2019)

**37%**

% Change  
ATH vs ATL

**12%**

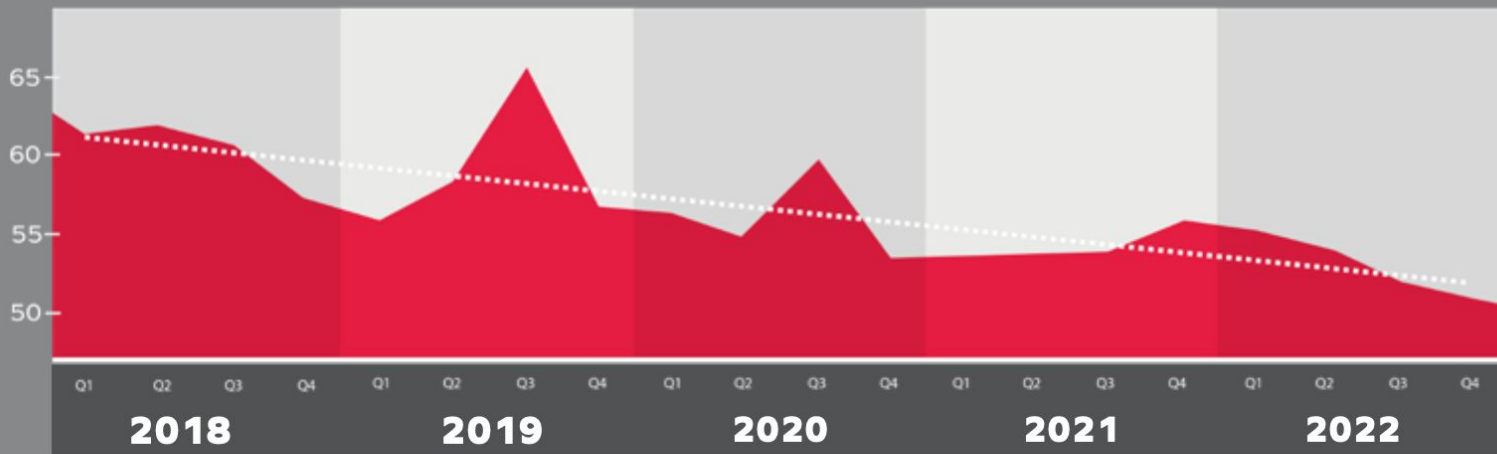
 **COMPETITION**



# The Covid Effect

The avg. score for Competition was **5% lower** in Q3 of 2022 compared to Q4 of 2019.

## Average Competition Scores Globally



All-time Low  
(Q4 2022)

**51%**

All-time High  
(Q3 2019)

**66%**

% Change  
ATH vs ATL

**15%**





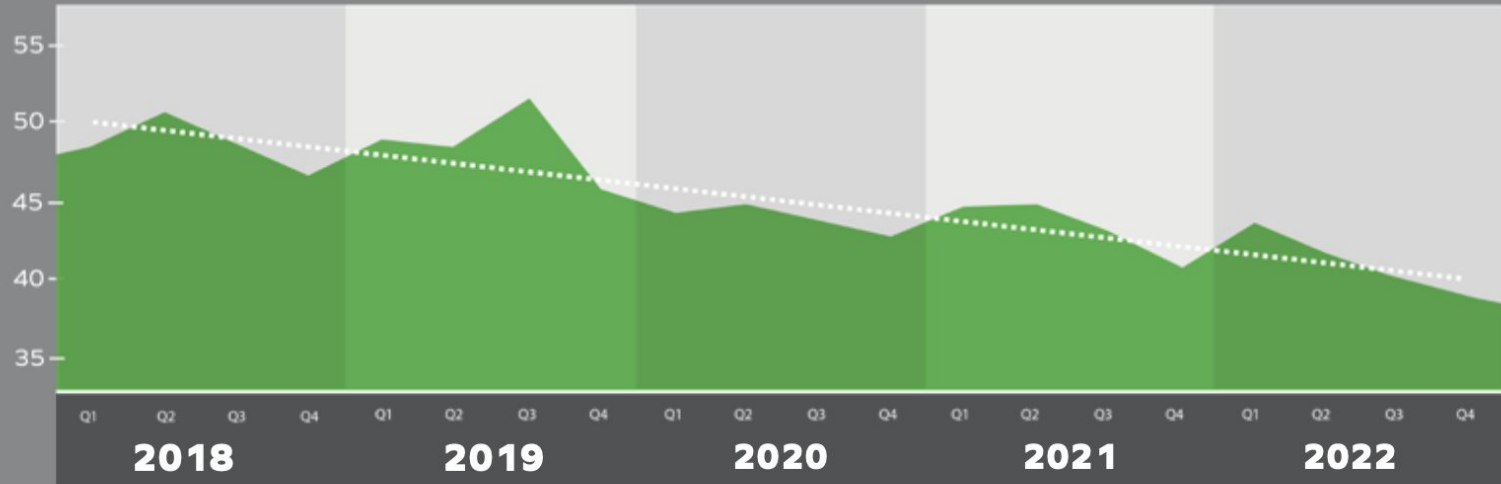
# FEEDBACK



# The Covid Effect

The avg. score for Feedback was **6% lower** in Q3 of 2022 compared to Q4 of 2019.

## Average Feedback Scores Globally



All-time Low  
(Q4 2022)

**39%**

All-time High  
(Q3 2019)

**52%**

% Change  
ATH vs ATL

**13%**

Why have **Rationality**, **Progress**,  
**Innovation**, **Autonomy**, **Competition**  
and **Feedback** decreased in relative  
importance?

Why have some motivational needs stayed roughly the same?



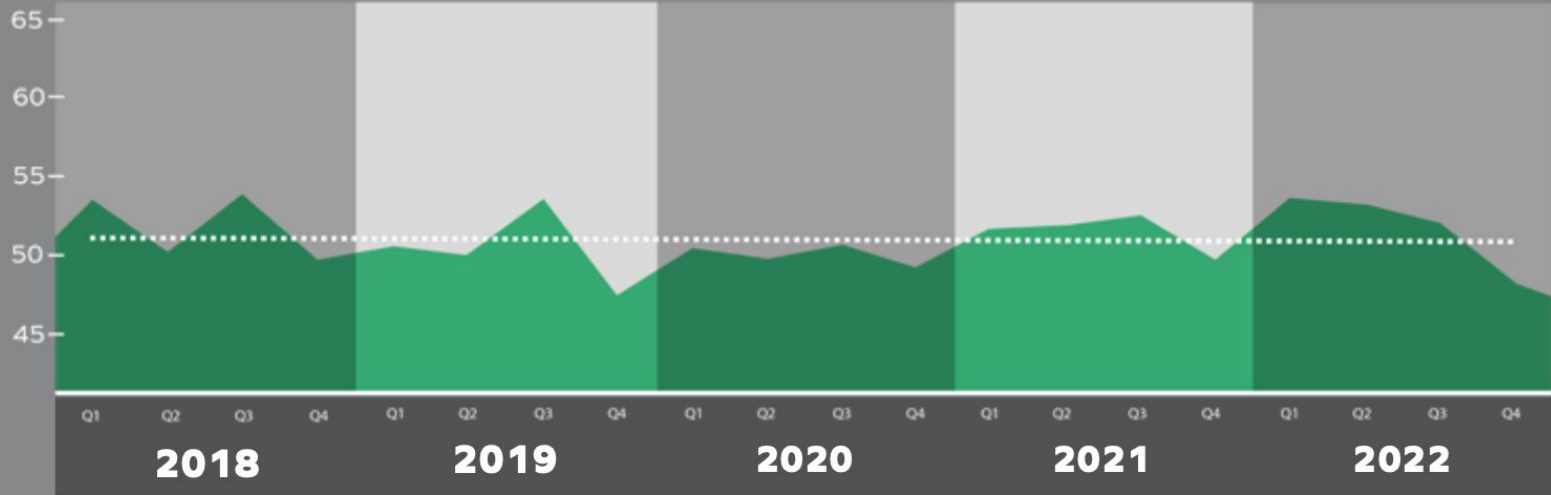
# ALTRUISM



# The Covid Effect

The avg. score for Altruism was **5% lower** in Q3 of 2022 compared to Q4 of 2019.

## Average Altruism Scores Globally



All-time Low  
(Q4 2019)

**48%**

All-time High  
(Q3 2018)

**54%**

% Change  
ATH vs ATL

**6%**



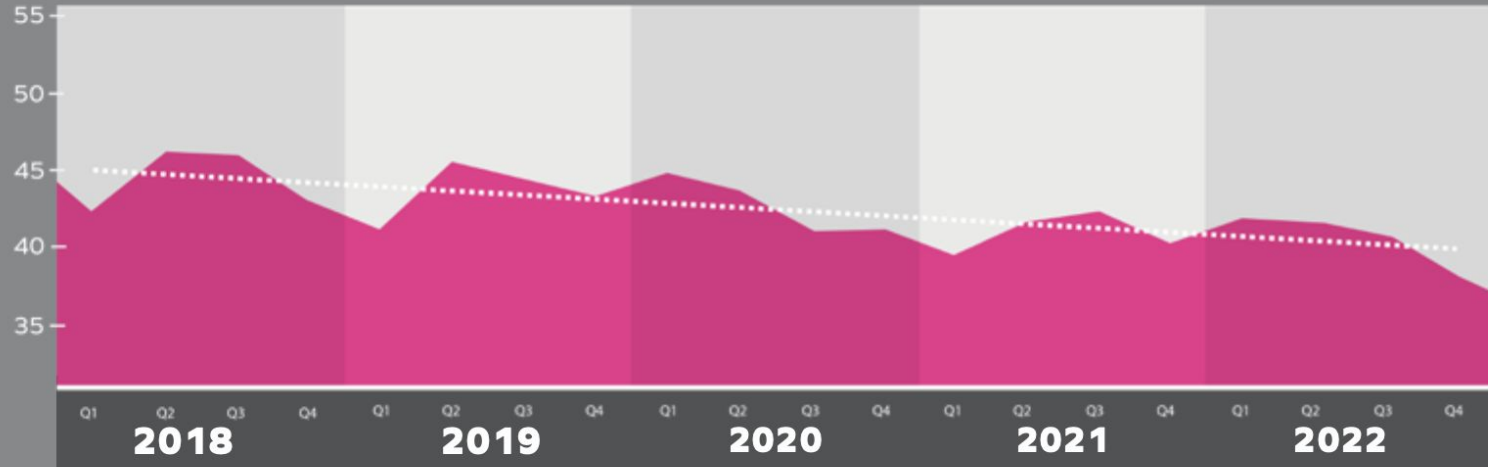
# **SOCIAL RELATIONSHIPS**



# The Covid Effect

The avg. score for Social Relationships was **3% lower** in Q3 of 2022 compared to Q4 of 2019.

## Average Social Relationships Scores Globally



All-time Low  
(Q4 2022)

**38%**

All-time High  
(Q2 2018)

**46%**

% Change  
ATH vs ATL

**8%**



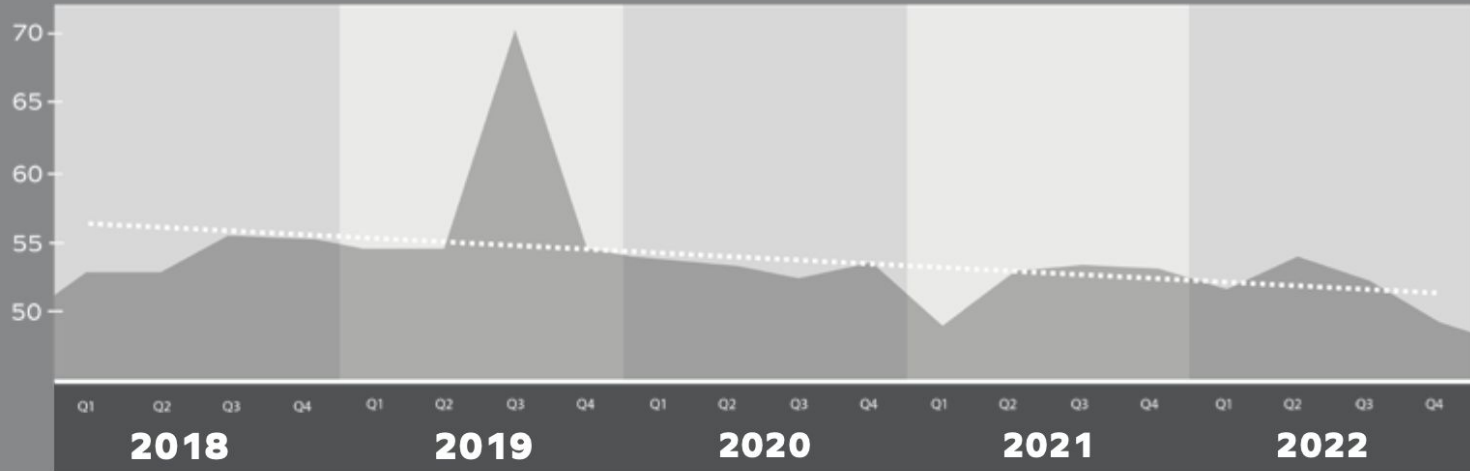
 **STATUS**



# The Covid Effect

The avg. score for Status was **3% lower** in Q3 of 2022 compared to Q4 of 2019.

## Average Status Scores Globally



All-time Low  
(Q1 2021)

**49%**

All-time High  
(Q3 2019)

**70%**

% Change  
ATH vs ATL

**21%**

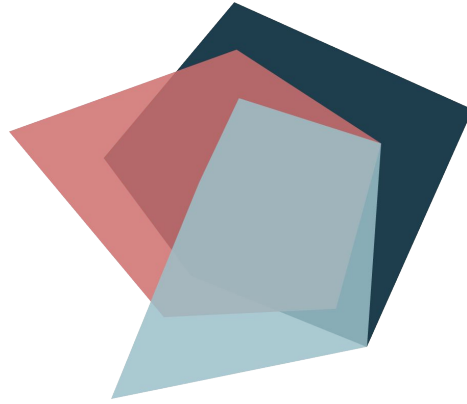
Why have **Altruism**, **Social Relationships** and **Status** stayed roughly the same?

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