

# How Often Should We Survey Employees?

A more continuous listening strategy elicits higher engagement but there might be trade-offs with survey fatigue

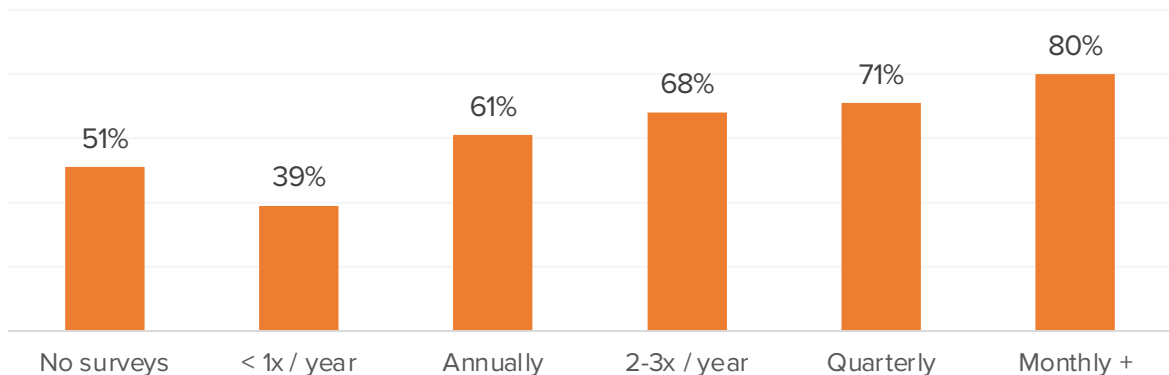
## Overview

The annual employee survey has been widely used by HR to evaluate the employee experience, but many organizations are moving toward a continuous listening approach. What is the optimal frequency of surveys to maximize feedback for employees and organizations?

## Research Findings

Our research found that annual employee surveys alone are insufficient. Employees who are surveyed more regularly had higher levels of employee engagement. However, employees with a monthly survey cadence were most likely to say that their “organization sends too many surveys”. This indicates that there is a balance between continuous listening, survey fatigue, and the organization’s ability to act on results when designing an employee listening strategy.

## Employee Engagement Levels by Survey Cadence



## Recommendations

- Launch an employee engagement survey to all employees on an annual basis. This survey is an opportunity to hear from all employees on key topics.
- Supplement this annual survey with pulse surveys that capture feedback at critical employee milestones or about important topics that help you better understand the employee experience.
- Aim for employees to participate in at least four surveys in a year but do not exceed so many surveys that the organization cannot take effective action.