

Employee Demographic Report

Prepared for: Sample Company



Best Companies Group

| | OVERALL | | Prior Year | LENGTH OF SERVICE | | | | | GENERATION | | | | | GENDER | | | ETHNIC BACKGROUND | | | | | | | STATUS | | JOB ROLE | | | | | | | DEPARTMENT | | | | | | | | | |
|--|-------------|----------------|------------|--------------------|---------------------------------|-----------------------------------|-----------------------------------|-------------------|--------------------------------|---|----------------------------------|--|---|--|-----------|-----------|-------------------|---------------------------|-----------|--------------------|--------------------|--|------------------|---------------------------|-----------|-----------|---|----------------------|---------------------------|---|----------------------|-----------|-----------------------------|-----------------------------------|----------------------|-----------------|------------------------|-------------------------|--------------------------|------------|---------------------------------------|-----------|
| | % Agreement | % Disagreement | | Less than one year | One year to less than two years | Two years to less than five years | Five years to less than ten years | Ten years or more | Generation Z (Born after 1997) | The Millennial Generation (Born 1981 to 1997) | Generation X (Born 1965 to 1980) | The Baby Boomer Generation (Born 1946 to 1964) | The Silent Generation (Born 1928 to 1945) | The Greatest Generation (Born before 1928) | Female | Male | Non-Binary | Black or African-American | Asian | White or Caucasian | Hispanic or Latino | Native American (not Pacific Islander) | Pacific Islander | Bi-Racial or Multi-Racial | Full-Time | Part-Time | Executive (CEO/President, VP, Director, etc.) | Manager / Supervisor | Administrative / Clerical | Professional / Salesperson / Analyst / Technician | Production / Service | Other | Administration / Management | Customer Service / Care / Support | Finance / Accounting | Human Resources | Information Technology | Marketing / Advertising | Maintenance / Operations | Production | Sales / Retail / Business Development | Other |
| Total number of responses: 578 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| LEADERSHIP | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| I understand the long-term strategy of this organization | 91 | 4 | 97 | 91 | 90 | 88 | 89 | 95 | x | 89 | 94 | 93 | x | x | 94 | 91 | x | 100 | 97 | 92 | 93 | x | x | 86 | 91 | 91 | 100 | 100 | 95 | 88 | 89 | 85 | 96 | 100 | 97 | 100 | 79 | 100 | 91 | 91 | 94 | 86 |
| I have confidence in the leadership of this organization | 92 | 4 | 97 | 95 | 97 | 90 | 90 | 95 | x | 94 | 93 | 95 | x | x | 99 | 93 | x | 100 | 100 | 95 | 87 | x | x | 71 | 92 | 91 | 100 | 100 | 95 | 94 | 93 | 82 | 98 | 100 | 100 | 100 | 83 | 93 | 96 | 93 | 90 | 89 |
| The leaders of this organization care about their employees' well being | 93 | 3 | 96 | 98 | 97 | 91 | 93 | 96 | x | 94 | 96 | 94 | x | x | 99 | 94 | x | 100 | 97 | 95 | 100 | x | x | 71 | 93 | 91 | 100 | 100 | 98 | 96 | 93 | 82 | 98 | 100 | 97 | 89 | 93 | 93 | 96 | 92 | 94 | 90 |
| Senior leaders live the core values of the organization | 93 | 2 | 97 | 94 | 94 | 90 | 95 | 95 | x | 92 | 96 | 95 | x | x | 99 | 93 | x | 100 | 100 | 94 | 93 | x | x | 86 | 93 | 91 | 100 | 100 | 98 | 91 | 92 | 83 | 100 | 100 | 89 | 86 | 100 | 92 | 88 | 94 | 90 | |
| The leaders of this organization are open to input from employees | 91 | 4 | 95 | 93 | 95 | 89 | 89 | 94 | x | 93 | 94 | 91 | x | x | 93 | 93 | x | 100 | 97 | 92 | 87 | x | x | 100 | 91 | 100 | 91 | 100 | 93 | 91 | 93 | 79 | 92 | 100 | 97 | 89 | 97 | 93 | 88 | 91 | 87 | 87 |
| Leadership - AVERAGE | 92 | 3 | 96 | 94 | 95 | 89 | 91 | 95 | x | 93 | 95 | 93 | x | x | 97 | 93 | x | 100 | 98 | 94 | 92 | x | x | 83 | 92 | 93 | 96 | 100 | 96 | 92 | 92 | 82 | 97 | 100 | 98 | 93 | 88 | 96 | 92 | 91 | 92 | 89 |
| CORPORATE CULTURE AND COMMUNICATIONS | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| This organization's corporate communications are frequent enough | 92 | 2 | 98 | 94 | 95 | 90 | 93 | 94 | x | 94 | 91 | 96 | x | x | 96 | 93 | x | 100 | 100 | 93 | 87 | x | x | 86 | 92 | 91 | 95 | 100 | 94 | 97 | 91 | 88 | 96 | 100 | 94 | 89 | 93 | 100 | 96 | 92 | 94 | 88 |
| This organization's corporate communications are detailed enough | 92 | 3 | 97 | 94 | 95 | 90 | 91 | 95 | x | 94 | 90 | 95 | x | x | 95 | 92 | x | 100 | 97 | 93 | 87 | x | x | 86 | 92 | 91 | 95 | 100 | 92 | 96 | 91 | 90 | 96 | 100 | 94 | 100 | 89 | 100 | 96 | 93 | 90 | 88 |
| This organization effectively communicates its progress towards meeting departmental goals | 91 | 2 | 96 | 81 | 95 | 87 | 94 | 94 | x | 89 | 94 | 91 | x | x | 93 | 91 | x | 100 | 91 | 92 | 100 | x | x | 86 | 91 | 91 | 86 | 100 | 98 | 97 | 89 | 78 | 94 | 100 | 97 | 89 | 89 | 87 | 92 | 92 | 94 | 85 |
| I have a good understanding of how this organization is doing financially | 91 | 2 | 96 | 81 | 95 | 87 | 94 | 94 | x | 89 | 94 | 91 | x | x | 93 | 91 | x | 100 | 91 | 92 | 100 | x | x | 86 | 91 | 91 | 86 | 100 | 98 | 97 | 89 | 78 | 94 | 100 | 97 | 89 | 89 | 87 | 92 | 92 | 94 | 85 |
| I can trust what this organization tells me | 94 | 2 | 97 | 95 | 98 | 87 | 94 | 96 | x | 94 | 96 | 95 | x | x | 97 | 94 | x | 100 | 100 | 95 | 93 | x | x | 86 | 94 | 100 | 95 | 100 | 96 | 93 | 95 | 84 | 96 | 100 | 89 | 93 | 93 | 96 | 93 | 97 | 90 | |
| This organization treats me like a person, not a number | 94 | 2 | 97 | 99 | 94 | 93 | 93 | 96 | x | 96 | 94 | 95 | x | x | 99 | 95 | x | 100 | 100 | 93 | 100 | x | x | 86 | 94 | 91 | 100 | 100 | 95 | 97 | 93 | 88 | 98 | 100 | 100 | 100 | 86 | 100 | 96 | 97 | 90 | 90 |
| This organization gives me enough recognition for work that is well done | 86 | 6 | 92 | 90 | 92 | 81 | 82 | 91 | x | 89 | 88 | 90 | x | x | 88 | 88 | x | 100 | 97 | 92 | 99 | x | x | 71 | 86 | 82 | 86 | 100 | 93 | 93 | 85 | 69 | 94 | 71 | 84 | 89 | 86 | 80 | 88 | 89 | 90 | 79 |
| Staffing levels are adequate to provide quality products/services | 74 | 13 | 85 | 80 | 87 | 66 | 76 | 75 | x | 77 | 73 | 78 | x | x | 85 | 74 | x | 100 | 91 | 91 | 91 | x | x | 71 | 74 | 82 | 86 | 92 | 80 | 83 | 70 | 64 | 81 | 71 | 91 | 89 | 68 | 73 | 71 | 83 | 68 | 67 |
| Quality is a top priority with this organization | 91 | 4 | 95 | 93 | 94 | 87 | 92 | 93 | x | 90 | 93 | 94 | x | x | 97 | 91 | x | 100 | 94 | 95 | 93 | x | x | 86 | 91 | 91 | 95 | 100 | 91 | 94 | 91 | 82 | 96 | 100 | 97 | 100 | 86 | 93 | 88 | 91 | 90 | 88 |
| Safety is a top priority with this organization | 94 | 2 | 96 | 94 | 97 | 89 | 97 | 96 | x | 96 | 96 | 94 | x | x | 97 | 95 | x | 100 | 97 | 95 | 100 | x | x | 100 | 94 | 100 | 95 | 100 | 97 | 96 | 94 | 83 | 94 | 100 | 100 | 100 | 96 | 100 | 96 | 92 | 97 | 89 |
| I believe there is a spirit of cooperation within this organization | 93 | 2 | 96 | 96 | 92 | 89 | 94 | 96 | x | 92 | 95 | 95 | x | x | 96 | 93 | x | 100 | 97 | 94 | 94 | x | x | 86 | 93 | 91 | 95 | 100 | 98 | 96 | 91 | 85 | 94 | 100 | 100 | 100 | 86 | 100 | 96 | 89 | 90 | 91 |
| My employer enables a culture of diversity | 94 | 2 | 97 | 95 | 94 | 92 | 94 | 96 | x | 93 | 96 | 97 | x | x | 94 | 96 | x | 100 | 97 | 92 | 87 | x | x | 86 | 94 | 91 | 91 | 92 | 98 | 93 | 94 | 90 | 98 | 100 | 94 | 100 | 93 | 93 | 96 | 95 | 94 | 91 |
| This organization makes a strong effort to minimize discrimination | 96 | 1 | 98 | 96 | 97 | 95 | 96 | 97 | x | 95 | 97 | 98 | x | x | 97 | 98 | x | 100 | 97 | 93 | 93 | x | x | 100 | 96 | 100 | 91 | 100 | 99 | 96 | 96 | 89 | 96 | 100 | 100 | 100 | 93 | 100 | 92 | 97 | 100 | 93 |
| I like the people I work with at this organization | 96 | 1 | 98 | 96 | 97 | 95 | 96 | 97 | x | 95 | 97 | 98 | x | x | 97 | 98 | x | 100 | 97 | 97 | 93 | x | x | 100 | 96 | 100 | 91 | 100 | 99 | 96 | 96 | 89 | 96 | 100 | 100 | 100 | 93 | 100 | 92 | 97 | 100 | 93 |
| At this organization, employees have fun at work | 88 | 4 | 94 | 90 | 90 | 81 | 88 | 92 | x | 88 | 88 | 93 | x | x | 94 | 91 | x | 100 | 94 | 90 | 87 | x | x | 86 | 87 | 91 | 95 | 100 | 96 | 87 | 87 | 71 | 92 | 86 | 97 | 100 | 82 | 93 | 88 | 83 | 87 | 84 |
| I feel I can express my honest opinions without fear of negative consequences | 88 | 6 | 91 | 89 | 90 | 87 | 89 | 92 | x | 88 | 94 | 90 | x | x | 89 | 91 | x | 100 | 94 | 91 | 87 | x | x | 57 | 85 | 91 | 73 | 100 | 93 | 91 | 88 | 77 | 89 | 100 | 91 | 100 | 89 | 87 | 88 | 87 | 87 | 82 |
| Changes that may affect me are communicated to me prior to implementation | 85 | 6 | 93 | 89 | 90 | 82 | 83 | 87 | x | 85 | 89 | 87 | x | x | 86 | 100 | 86 | 100 | 100 | 100 | 100 | x | x | 71 | 85 | 91 | 82 | 100 | 90 | 87 | 84 | 77 | 91 | 100 | 84 | 100 | 82 | 93 | 92 | 82 | 81 | 78 |
| Corporate Culture and Communications - AVERAGE | 90 | 4 | 95 | 91 | 94 | 87 | 91 | 93 | x | 91 | 92 | 93 | x | x | 98 | 96 | 92 | 93 | x | x | x | x | 84 | 90 | 92 | 91 | 99 | 95 | 93 | 90 | 81 | 94 | 96 | 95 | 96 | 88 | 93 | 91 | 91 | 86 | | |
| ROLE SATISFACTION | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| I like the type of work that I do | 94 | 2 | 96 | 93 | 95 | 94 | 96 | 96 | x | 93 | 95 | 96 | x | x | 95 | 95 | x | 100 | 94 | 95 | 100 | x | x | 100 | 94 | 100 | 91 | 92 | 97 | 93 | 95 | 89 | 91 | 100 | 100 | 100 | 90 | 100 | 92 | 95 | 100 | 92 |
| I am given enough authority to make decisions I need to make | 91 | 4 | 93 | 91 | 94 | 88 | 92 | 94 | x | 92 | 93 | 94 | x | x | 94 | 92 | x | 100 | 94 | 92 | 87 | x | x | 86 | 91 | 91 | 91 | 100 | 96 | 87 | 91 | 86 | 98 | 86 | 97 | 89 | 90 | 87 | 88 | 88 | 94 | 88 |
| I believe my job is secure | 91 | 3 | 92 | 88 | 90 | 88 | 91 | 95 | x | 89 | 95 | 93 | x | x | 92 | 93 | x | 100 | 94 | 92 | 100 | x | x | 71 | 91 | 91 | 77 | 100 | 95 | 94 | 92 | 79 | 87 | 100 | 88 | 100 | 76 | 87 | 96 | 95 | 81 | 90 |
| Deadlines at this organization are realistic | 80 | 9 | 92 | 84 | 90 | 73 | 81 | 82 | x | 83 | 92 | 92 | x | x | 90 | 79 | x | 100 | 91 | 80 | 80 | x | x | 86 | 80 | 91 | 91 | 92 | 89 | 81 | 76 | 73 | 89 | 71 | 91 | 100 | 79 | 100 | 83 | 71 | 90 | 77 |
| I feel I am valued in this organization | 89 | 5 | 93 | 91 | 92 | 86 | 88 | 93 | x | 90 | 92 | 93 | x | x | 91 | 92 | x | 100 | 97 | 91 | 93 | x | x | 86 | 89 | 82 | 86 | 100 | 95 | 91 | 89 | 74 | 88 | 100 | 94 | 100 | 79 | 93 | 92 | 92 | 81 | 83 |
| I feel part of a team working toward a shared goal | 92 | 4 | 96 | 96 | 94 | 89 | 90 | 95 | x | 92 | 94 | 95 | x | x | 95 | 93 | x | 100 | 97 | 94 | 93 | x | x | 86 | 92 | 91 | 91 | 100 | 97 | 90 | 92 | 81 | 94 | 100 | 100 | 100 | 83 | 87 | 86 | 89 | 87 | 89 |
| I am able to maintain a reasonable balance between work and my personal life | 89 | 6 | 91 | 93 | 94 | 89 | 83 | 92 | x | 90 | 81 | 92 | x | x | 95 | 88 | x | 100 | 100 | 89 | 87 | x | x | 71 | 89 | 82 | 95 | 100 | 89 | 94 | 87 | 89 | 91 | 86 | 91 | 100 | 79 | 87 | 83 | 81 | 87 | 88 |
| My job makes good use of my skills and abilities | 91 | 4 | 94 | 90 | 89 | 90 | 91 | 94 | x | 90 | 93 | 95 | x | x | 92 | 92 | x | 100 | 97 | 92 | 87 | x | x | 86 | 91 | 91 | 86 | 100 | 95 | 87 | 91 | 95 | 87 | 100 | 97 | 89 | 83 | 100 | 88 | 91 | 87 | 88 |

