

## TIPS for Reading your Employee Demographic Report

Your surveyed employees were asked to indicate their level of agreement with each statement, from “Disagree Strongly” to “Agree Strongly.”

The first two columns represent the entire respondent population’s overall percent agreement and disagreement. All columns to the right of these two report the percent agreement only. The third column represents your organization’s percent agreement from the prior year (if applicable), followed by columns reflecting the current year’s response data within each demographic category.

---

### READ YOUR REPORT:

#### **Interpret your levels of agreement**

Because we are measuring agreement, we consider levels of agreement above 70% to indicate strong levels of engagement and satisfaction, while 80% agreement is considered greatness.

#### **Consider the “overall engagement” section**

How engaged are your respondents?

#### **Identify your bottom set**

The attributes with the lowest levels of agreement and the highest levels of disagreement offer up great opportunities for improvement.

**Once you’ve identified an opportunity for improvement,** review the demographic categories of reporting within that line item to determine what action steps are appropriate to take, to increase your levels of agreement.

**Consider using one of our mid-year Pulse surveys** to measure the progress of any improvement initiatives, to be sure you’re having the desired impact without having to wait a full year to re-measure.

---

We at Best Companies Group are thrilled to have helped you gather your employee feedback. To learn more about how to get the most out of your response data, watch our video about how to read your Employee Demographic Report or contact us to learn more about our Pulse surveys, advanced reporting, or to set up an analysis call with our team to review your reports. Email us at [reports@bestcompaniesgroup.com](mailto:reports@bestcompaniesgroup.com) to learn more.

**Best Companies Group** ▶▶▶  
[www.BestCompaniesGroup.com](http://www.BestCompaniesGroup.com)