

# SURVEY DEMOGRAPHICS: UNLOCKING CRITICAL DATA INSIGHTS



## STRATEGIC ALIGNMENT



## MERGER & ACQUISITION



## TRANSFORMATION & TURNAROUND



## TALENT MANAGEMENT

The ability to analyze and understand your survey data will be critical to driving the honest conversations necessary to identify root cause issues and to target action. When administering a culture assessment, an important question is how to segment your data by demographics. These demographics should help to shed light on areas of cultural alignment as well as highlight gaps that are impacting your performance. It is also important to consider the extent to which the demographic data will be actionable.

Below, we offer examples of common demographics that organizations use to better understand and manage their culture. Our team at Denison will help you consider the custom demographics that will be most insightful for your organization and the data collection methods that will facilitate the collection of that data.

The most common demographics captured include:

- Function (or Job Title/Work Unit)
- Level
- Location
- Tenure (or Years of Service)

Larger organizations might consider:

- Business Unit or Division
- Region and/or Country

Other possible demographics:

- Age (of interest when looking at Generational differences)
- Gender
- Ethnicity
- Race
- Remote vs. Onsite
- Expatriate vs. Local National
- Legacy Company (used in M&A projects)
- Leader (reports can be generated based respondents who report to a specific leader)

When selecting your demographics, please also consider the ability to maintain the confidentiality of respondents.

\* Please note that ethnicity and race are considered "sensitive personal data" under the EU General Data Protection Regulation (GDPR) and Denison recommends against collecting these demographic categories for EU residents