

# DEMO COMPANY

THE EMPLOYEE AND BRAND INDEX

December 2023



brandr®

Employee and  
brand Index

The Employee and Brand Index is a data analysis solution that measures the constructs that matter most to employees.



brandr<sup>®</sup>  
**Employee and  
brand Index**

# The Employee and Brand Index

The Employee and Brand Index was developed by benchmarking multiple methods that have been used to determine brand value/brand equity and human resource. It has foundations in both academic branding theory and in practice.

The index indicates how your employees perceive your brand and it is the only available tool to see how your brand's positioning measures up to others around the world. The human resource and branding index discovers problem areas and highlights strong points. The index measures your activities within the company and how they are getting through.

The Employee and Brand Index is made specifically for measuring employees' perceptions. Several common constructs have been identified and integrated into the index. Constructs that are important to understand employees' behavior and emotions.

# Why is it important to measure your brand?

**Measuring your brand allows you to:**

- Get a global comparison
- See if HR-work is efficient
- Increase ROI on HR-expenditure
- Indicate whether employees are satisfied and obtain comparison
- Set relevant goals
- Obtain more focused and engaged employees
- See which areas of your image have the strongest perception
- Detect if there is a gap between internal and external image

The brand is a beacon of employees and management that sharpens all strategic planning. A strong brand simplifies complex realities. A strong brand forms a strong nerve to employees, handsome relationships and loyalty that reduces uncertainty and the likelihood of customers looking elsewhere.

# Three factors

The Employee and Brand Index consists of questions regarding three factors that affect staff.



## BRAND

How special the brand is in employees' minds and how well it has been able to differentiate itself from other brands.



## HUMAN RESOURCES

Measuring experience and well-being of employed personnel



## AUTONOMY

Measuring how much freedom and autonomy employees feel they have as individuals in their work.

The Employee and Brand Index is calculated by using a weighted mean formula. It incorporates all the elements that the index measures and weighs in all the values that have been assigned to its factor

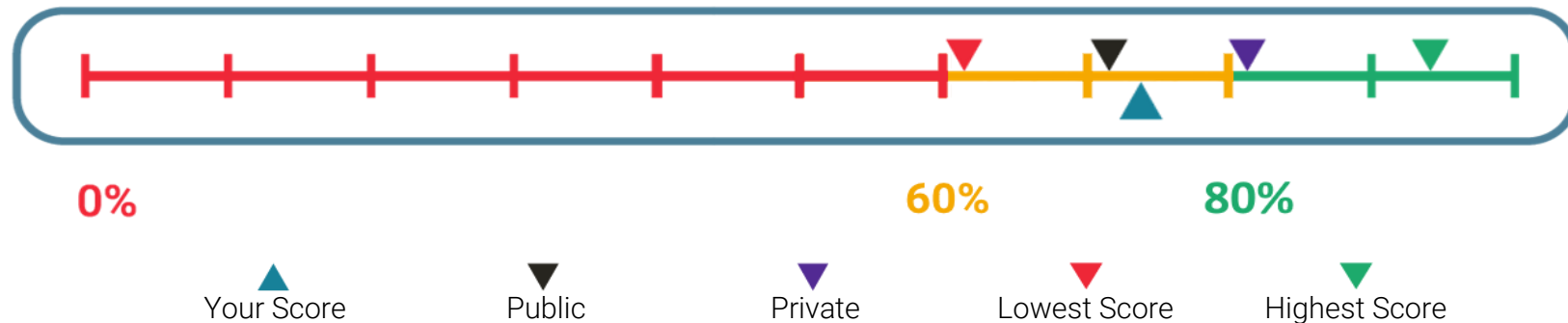
$$\text{brandr Index} = \sum_{i=1}^n \omega_i x_i * p_i + \beta * p_2$$

## Table of Contents

Three factors .....	4	<b>Autonomy</b> .....	<b>51</b>
The Index Scale Range .....	6	Independent Decisions .....	53
Your brandr index Dashboard .....	7	Advancement Opportunities .....	55
 		Opinion Matters .....	57
The dimensions .....	8	Flexibility .....	59
Most important items .....	9	 	
Descriptive Statistics .....	10	<b>Key Indexes</b> .....	<b>61</b>
Method .....	11	Net Promoter Score Results .....	63
Overview of Items .....	12	Trust Index Results .....	65
 		Loyalty Index Results .....	67
Top of Mind .....	13	 	
Word Cloud .....	14	<b>The Employee And Brand Index</b> .....	<b>70</b>
<b>Brand</b> .....	<b>15</b>	<b>Common Questions and Answers</b> .....	<b>71</b>
Appeals to you .....	17		
Proud .....	19		
Interesting .....	21		
Quality Service .....	23		
Reliability .....	25		
<b>Human Resources</b> .....	<b>31</b>		
Job Morale .....	33		
Information Shared .....	35		
Communication .....	37		
Likelihood of staying .....	39		
Feedback and Praise .....	41		
Working Conditions .....	43		
Well-being .....	45		
Job Satisfaction .....	47		
Trust in Management .....	49		

# The Index Scale Range

Your actual score shows how your brand compares to some of the world's best brands. To comprehend what the score may mean, the human resource and branding index score is broken down into three competence levels.



## Scores Under 60

MANY OPPORTUNITIES FOR CHANGES

The brand fails to connect with its employees – it's time to recharge. Some areas might be good but most areas have room for significant improvements

## Scores 60 to 80

SOME OPPORTUNITIES FOR CHANGES

An excellent rating for some key elements but is found lacking in others. The brand has great potential but has to do better in order to expand its customer base and increase employee loyalty

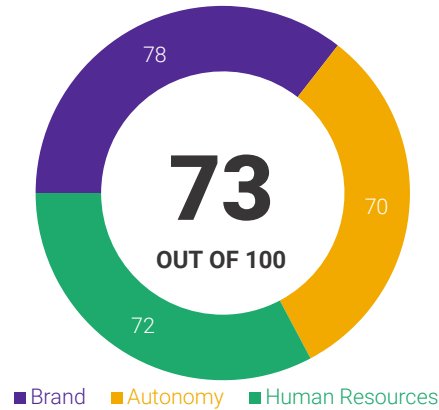
## Scores 80 to 100

ALMOST NO OPPORTUNITIES

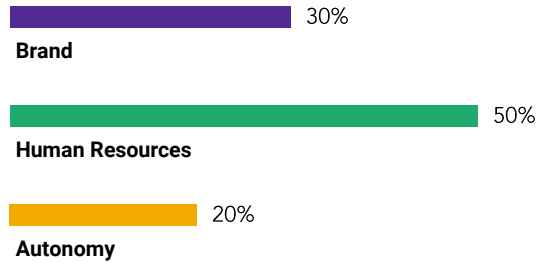
A brand that has a distinguished, unique, and positive relationship with employees. The brand is in an optimal position to connect with its employees in a meaningful way

# Your brandr index Dashboard

## Overall Score for the Company



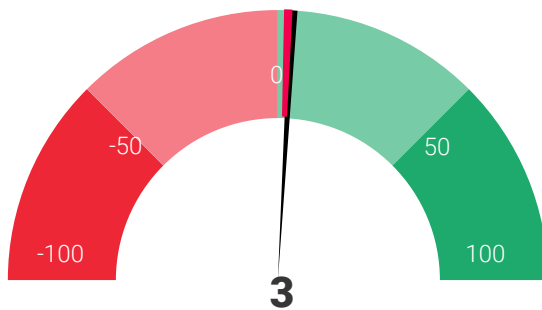
## Weight of Dimension in the Index



## About the dashboard

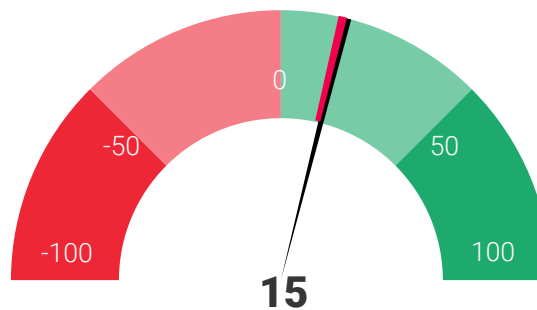
This dashboard includes the high-level insights of the index. Firstly, the brand Index score along with the score for each of the four dimensions gives an overview into the strength of your brand's positioning. Secondly, the weights of each of the dimensions in the total index score are presented. Finally, an overview of the indices key indicators; NPS, Trust and Loyalty. The weights of the dimensions are tightly related to the three KPI's as the weights indicate the relative effect a change on a dimensions score will have on the KPI's.

## Net Promoter Score



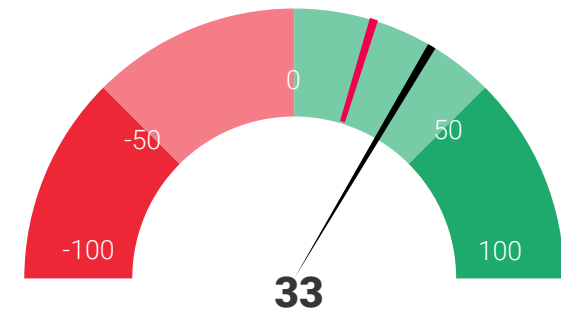
How likely are you to recommend Demo Company to a friend/colleague/relative?

## Trust Index



How well or poorly do you trust Demo Company?

## Loyalty Index



How loyal or unloyal do you consider yourself to Demo Company?

# The dimensions





# Most important items

**Trust in Management**  
How well or poorly do you trust Demo Company's management?



**Job Satisfaction**  
How satisfied or dissatisfied are you in your job?



**Job Morale**  
In general, is there a good or poor morale in your company?



**Appeals to you**  
How well or poorly does Demo Company appeal to you as a workplace?



**Well-being**  
In general, do you feel good or bad at work?



**Proud**  
I am proud to be Demo Company's employee



**Reliability**  
Demo Company is reliable



**Brand Promise**  
How well or poorly do you know what Demo Company stands for?



# Descriptive Statistics

## Background

	Descriptive statistics		Distribution				
	Count	Percentage	0	25	50	75	100
All	116	100%					
Male	39	38%					
Female	64	62%					
<25 years	3	3%					
26-35 years	19	18%					
36-45 years	29	28%					
46-55 years	37	36%					
56-65 years	14	13%					
> 66 years	2	2%					
<b>Employment in years</b>	Count	Percentage	0	25	50	75	100
Shorter than 1 year	37	42%					
1-3 year	22	25%					
4-6 year	17	19%					
7-10 year	13	15%					
More than 10 year	18	20%					

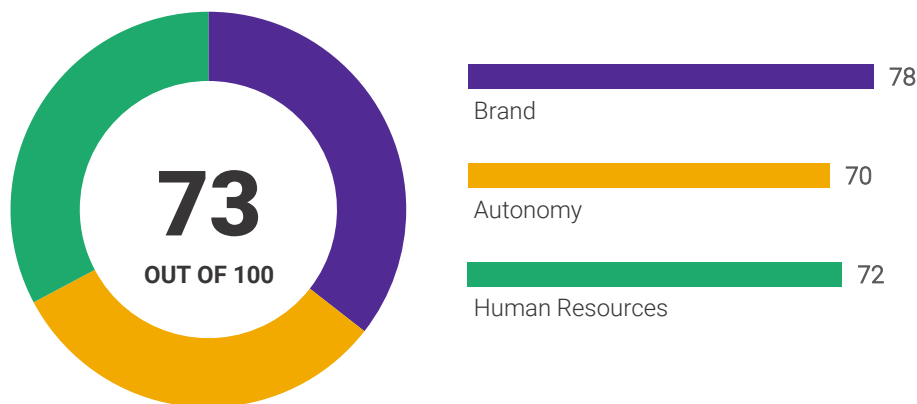
	Descriptive statistics		Distribution				
	Count	Percentage	0	25	50	75	100
<b>Net Promoter Score</b>	Count	Percentage	0	25	50	75	100
Detractors	33	29%					
Passives	45	39%					
Promoters	36	32%					
<b>Trust Index</b>	Count	Percentage	0	25	50	75	100
Sceptical	27	23%					
Passives	44	38%					
Secure	44	38%					
<b>Loyalty Index</b>	Count	Percentage	0	25	50	75	100
Wanderers	19	17%					
Passives	39	34%					
Loyal	57	50%					
<b>Education</b>	Count	Percentage	0	25	50	75	100
Primary education	4	4%					
Middle school ed.	23	22%					
Univeristy education	79	75%					

# Method

The index represents employees' perceptions of brands. The questions are founded on those attributes most important in employees perceptions of brands. The methodology is based on both academic and practical research on brands and consumer behavior.

The survey was conducted among Demo Company employees and took place from November 8th 2023 to November 20th 2023. Respondents were about 116 of both genders aged 18 to 75 years.

## Score Formulation of the Index



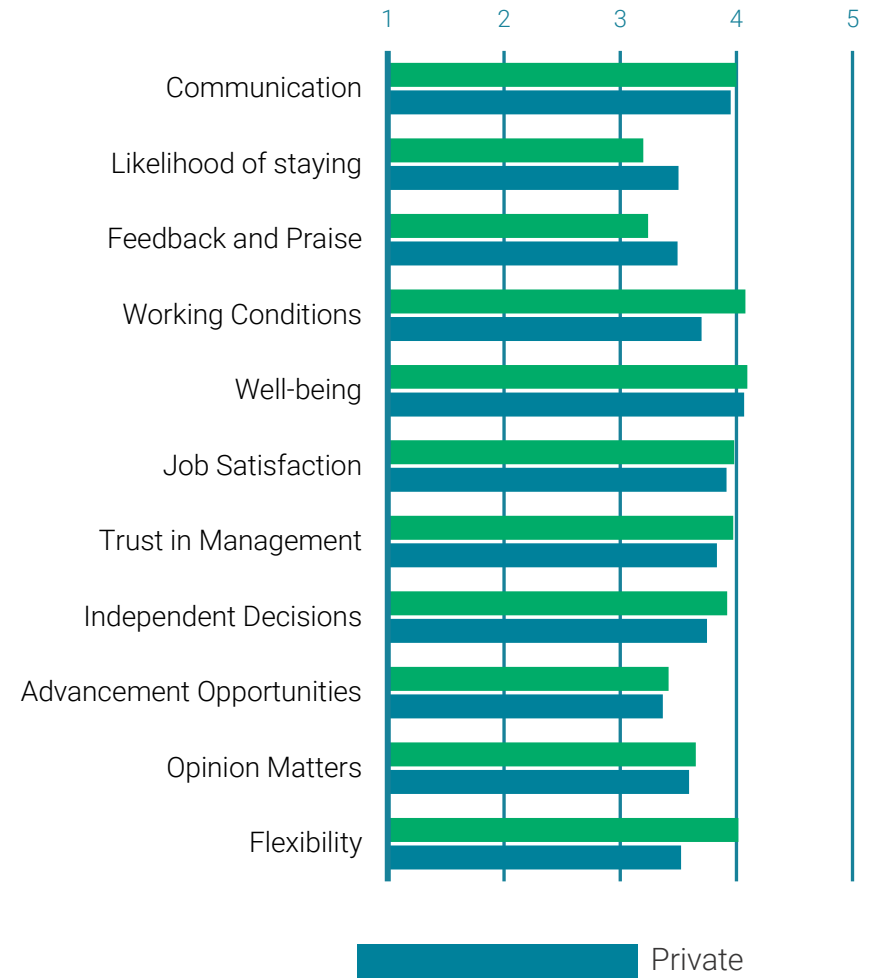
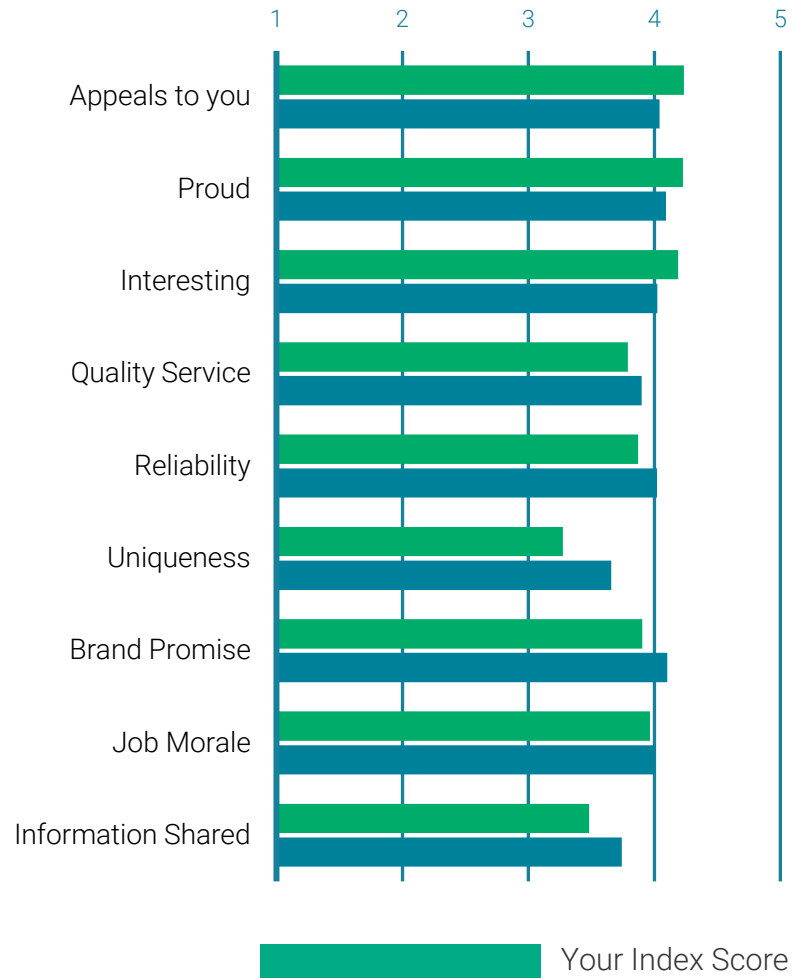
## Brief explanations of statistical terms of the report

Mean is the average value of a set of numbers. It tells you where the central tendency of the answers to a particular question lies. The mean is calculated by simply adding the numeric answers for all participants and then dividing the results with the total number of participants.

Standard deviation tells you how much the answers to a particular question, on a continuous scale, are spread around its mean. So when the standard deviation to a particular question is low it means that there are small differences in the attitudes of respondents. When, on the other hand, the standard deviation is high it means the differences in the respondent's attitude is greater.

Median provides a helpful measure of the centre of a dataset. By comparing the median to the mean, you can get an idea of the distribution of a dataset. When the mean and the median are the same, the dataset is more or less evenly distributed from the lowest to highest values.

# Overview of Items



# Top of Mind

Branding is about creating associations in the minds of employees, inducing emotional reactions and creating lasting relationship with them. When assessing your brand and your branding efforts, it's crucial to know what comes into the minds of employees when they think of your brand. This way you learn what associations they make with your brand and whether efforts should be made to change these associations or not.

# Word Cloud

The next page contains a word cloud with the words that came to the top of employees' mind when thinking of the brand. The size of words is relative to how frequently they were mentioned by participants.



## Word Cloud

A word cloud featuring several adjectives in various colors and sizes. The words are: Reliable (purple), Hard (purple), working (purple), Interesting (purple), Fast (blue), Safe (red), Scientific (orange), Professional (red), Fun (red), Pleasant (orange), Friendly (blue), and Serious (orange). The words are arranged in a cluster, with 'Fast' and 'Scientific' being the largest.

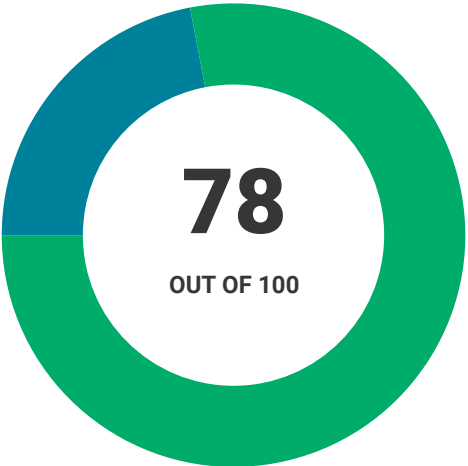


BRAND

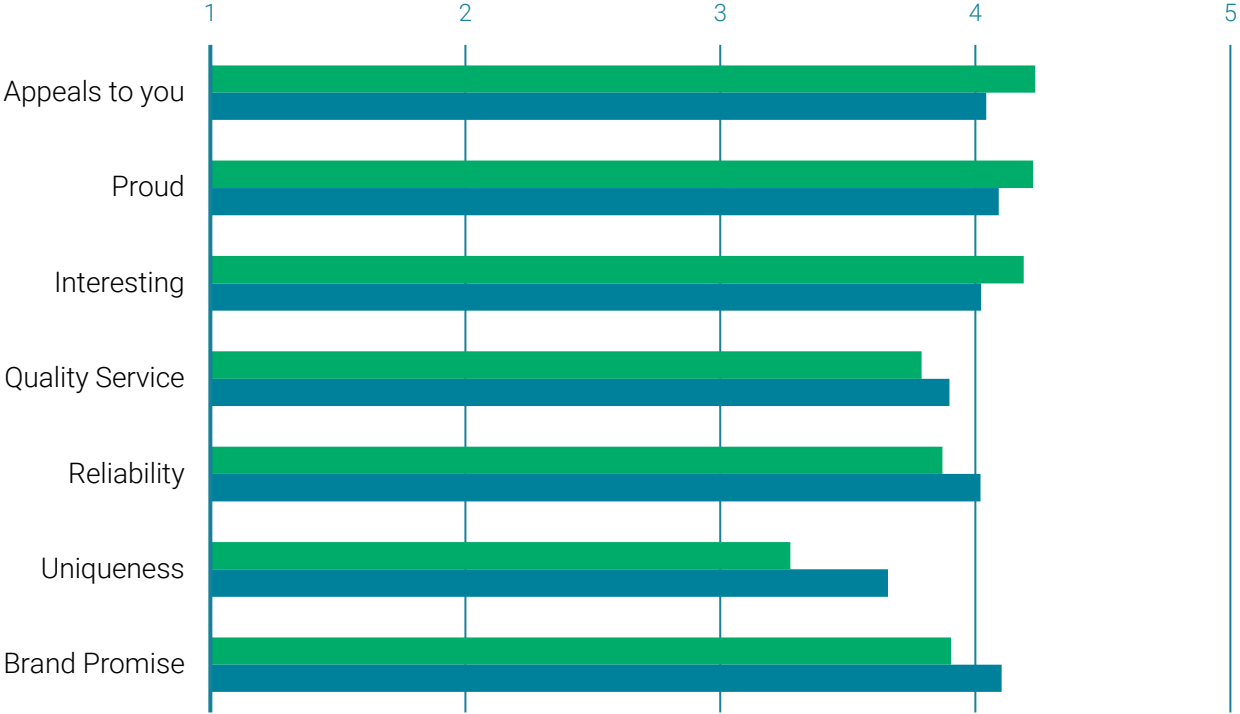


brandr<sup>®</sup>  
**Employee and  
brand Index**

# Brand



Score for brand

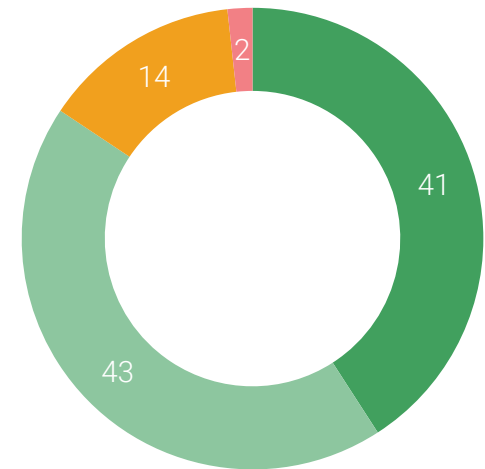


Your Index Score Public

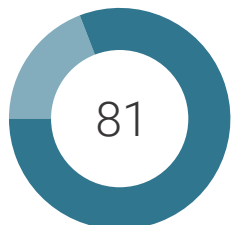


# Appeals to you

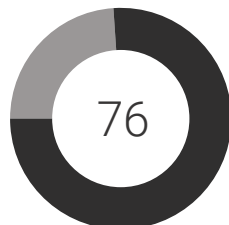
How well or poorly does Demo Company appeal to you as a workplace?



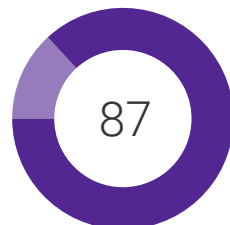
Answers Distribution



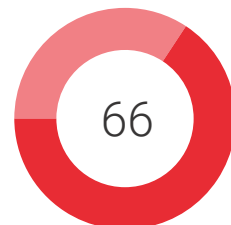
Your Score



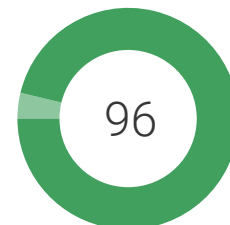
Public



Private



Lowest Score



Highest Score

Response	Count	%
Very well	47	40,9
Rather well	50	43,5
Moderate	16	13,9
Rather poorly	2	1,7
Very poorly	0	0,0
Valid answers	115	99,1
Did not answer	1	0,9
Total answers	116	100

Descriptives			
Mean	4,23	Std. deviation	0,75
Median	4,00		



# Group Comparison | Appeals to you

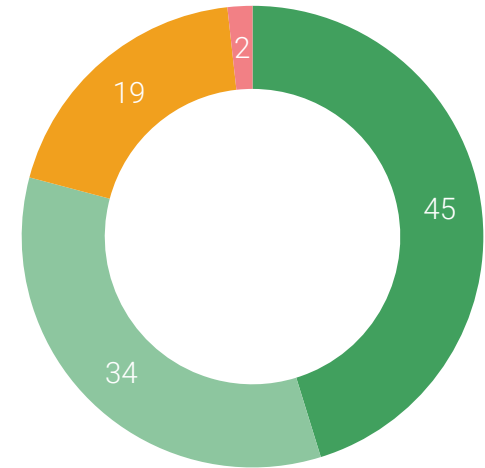
## Background

	Answers Distribution			Mean score				
	Well	Mod.	Poorly	1	2	3	4	5
All (116)	84	14	2	4,2				
Male (39)	90	10	0	4,3				
Female (64)	87	11	2	4,3				
<25 years (3)	100	0	0	4,3				
26-35 years (19)	89	11	0	4,3				
36-45 years (29)	83	14	3	4,1				
46-55 years (37)	81	19	0	4,2				
56-65 years (14)	100	0	0	4,6				
> 66 years (2)	100	0	0	5,0				
<b>Employment in years</b>	Well	Mod.	Poorly	1	2	3	4	5
Shorter than 1 year (37)	86	14	0	4,3				
1-3 year (22)	82	14	5	4,1				
4-6 year (17)	71	29	0	4,0				
7-10 year (13)	92	8	0	4,2				
More than 10 year (18)	94	6	0	4,7				

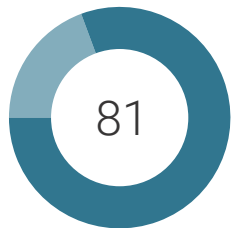
	Answers Distribution			Mean score				
	Well	Mod.	Poorly	1	2	3	4	5
<b>Net Promoter Score</b>	Well	Mod.	Poorly	1	2	3	4	5
Detractors (33)	58	36	6	3,5				
Passives (45)	93	7	0	4,3				
Promoters (36)	97	3	0	4,8				
<b>Trust Index</b>	Well	Mod.	Poorly	1	2	3	4	5
Sceptical (27)	44	48	7	3,4				
Passives (44)	95	5	0	4,2				
Secure (44)	98	2	0	4,8				
<b>Loyalty Index</b>	Well	Mod.	Poorly	1	2	3	4	5
Wanderers (19)	53	37	11	3,5				
Passives (39)	82	18	0	4,0				
Loyal (57)	96	4	0	4,6				
<b>Loyalty Index</b>	Well	Mod.	Poorly	1	2	3	4	5
Primary education (4)	100	0	0	4,8				
Middle school ed. (23)	87	13	0	4,4				
Univeristy education (79)	85	15	0	4,2				

# Proud

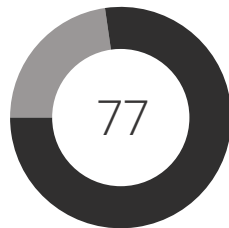
I am proud to be Demo Company's employee



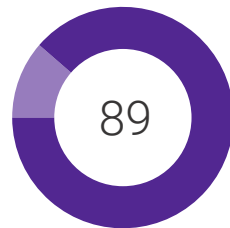
Answers Distribution



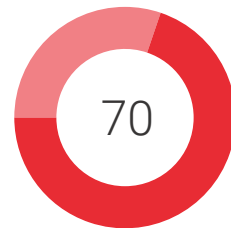
Your Score



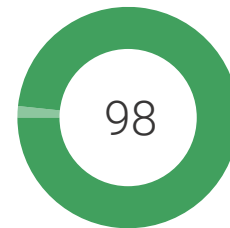
Public



Private



Lowest Score



Highest Score

Response	Count	%
Strongly agree	52	45,2
Rather agree	39	33,9
Neither/nor	22	19,1
Rather disagree	2	1,7
Strongly disagree	0	0,0
Valid answers	115	99,1
Did not answer	1	0,9
Total answers	116	100

Descriptives			
Mean	4,23	Std. deviation	0,82
Median	4,00		



# Group Comparison | Proud

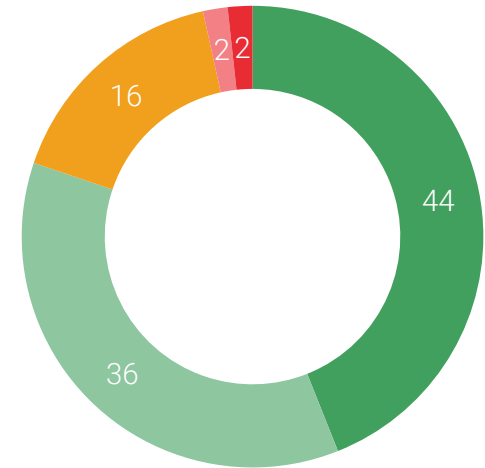
## Background

	Answers Distribution			Mean score				
	Agree	Neither	Disagree	1	2	3	4	5
All (116)	79	19	2	4,2				
Male (39)	79	21	0	4,2				
Female (64)	84	14	2	4,3				
<25 years (3)	100	0	0	4,7				
26-35 years (19)	84	16	0	4,3				
36-45 years (29)	79	17	3	4,1				
46-55 years (37)	75	25	0	4,2				
56-65 years (14)	93	7	0	4,6				
> 66 years (2)	100	0	0	5,0				
<b>Employment in years</b>	Agree	Neither	Disagree	1	2	3	4	5
Shorter than 1 year (37)	81	19	0	4,2				
1-3 year (22)	81	14	5	4,1				
4-6 year (17)	59	41	0	3,9				
7-10 year (13)	85	15	0	4,2				
More than 10 year (18)	94	6	0	4,8				

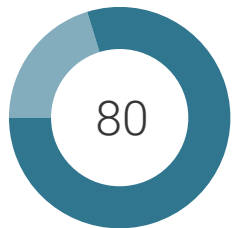
	Answers Distribution			Mean score				
	Agree	Neither	Disagree	1	2	3	4	5
<b>Net Promoter Score</b>	Agree	Neither	Disagree	1	2	3	4	5
Detractors (33)	42	52	6	3,4				
Passives (45)	91	9	0	4,3				
Promoters (36)	97	3	0	4,9				
<b>Trust Index</b>	Agree	Neither	Disagree	1	2	3	4	5
Sceptical (27)	37	56	7	3,3				
Passives (44)	86	14	0	4,2				
Secure (44)	98	2	0	4,8				
<b>Loyalty Index</b>	Agree	Neither	Disagree	1	2	3	4	5
Wanderers (19)	53	37	11	3,5				
Passives (39)	68	32	0	3,9				
Loyal (57)	95	5	0	4,7				
<b>Loyalty Index</b>	Agree	Neither	Disagree	1	2	3	4	5
Primary education (4)	100	0	0	4,8				
Middle school ed. (23)	78	22	0	4,4				
Univeristy education (79)	81	19	0	4,2				

# Interesting

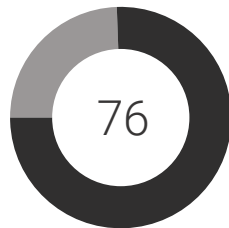
Demo Company is interesting



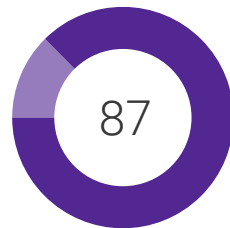
Answers Distribution



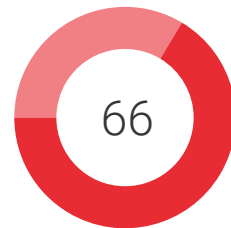
Your Score



Public



Private



Lowest Score



Highest Score

Response	Count	%
Strongly agree	51	44,0
Rather agree	42	36,2
Neither/nor	19	16,4
Rather disagree	2	1,7
Strongly disagree	2	1,7
Valid answers	116	100,0
Did not answer	0	0,0
Total answers	116	100

Descriptives			
Mean	4,19	Std. deviation	0,89
Median	4,00		



# Group Comparison | Interesting

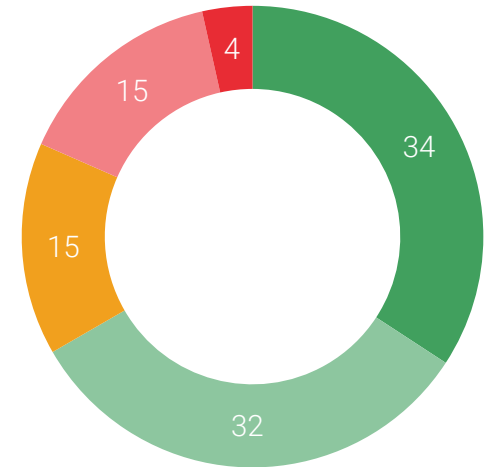
## Background

	Answers Distribution			Mean score				
	Agree	Neither	Disagree	1	2	3	4	5
All (116)	80	16	3	4,2				
Male (39)	82	15	3	4,2				
Female (64)	86	13	2	4,4				
<25 years (3)	67	0	33	3,7				
26-35 years (19)	84	16	0	4,3				
36-45 years (29)	79	14	7	4,0				
46-55 years (37)	84	14	3	4,3				
56-65 years (14)	79	21	0	4,4				
> 66 years (2)	100	0	0	5,0				
<b>Employment in years</b>	Agree	Neither	Disagree	1	2	3	4	5
Shorter than 1 year (37)	78	19	3	4,2				
1-3 year (22)	86	5	9	4,1				
4-6 year (17)	65	29	6	3,9				
7-10 year (13)	92	8	0	4,3				
More than 10 year (18)	89	11	0	4,7				

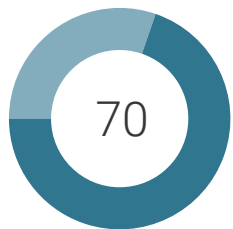
	Answers Distribution			Mean score				
	Agree	Neither	Disagree	1	2	3	4	5
<b>Net Promoter Score</b>	Agree	Neither	Disagree	1	2	3	4	5
Detractors (33)	48	42	9	3,4				
Passives (45)	89	9	2	4,3				
Promoters (36)	97	3	0	4,8				
<b>Trust Index</b>	Agree	Neither	Disagree	1	2	3	4	5
Sceptical (27)	48	41	11	3,4				
Passives (44)	82	16	2	4,1				
Secure (44)	98	2	0	4,8				
<b>Loyalty Index</b>	Agree	Neither	Disagree	1	2	3	4	5
Wanderers (19)	58	26	16	3,4				
Passives (39)	69	28	3	3,9				
Loyal (57)	95	5	0	4,6				
<b>Loyalty Index</b>	Agree	Neither	Disagree	1	2	3	4	5
Primary education (4)	100	0	0	5,0				
Middle school ed. (23)	74	26	0	4,3				
Univeristy education (79)	82	14	4	4,2				

# Quality Service

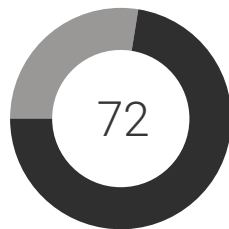
In my opinion, Demo Company provides quality services



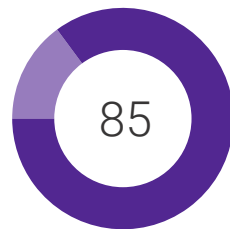
Answers Distribution



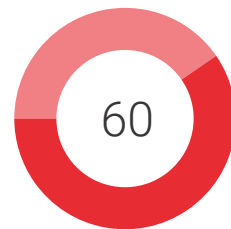
Your Score



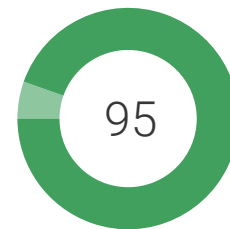
Public



Private



Lowest Score



Highest Score

Response	Count	%
Strongly agree	39	34,2
Rather agree	37	32,5
Neither/nor	17	14,9
Rather disagree	17	14,9
Strongly disagree	4	3,5
Valid answers	114	98,3
Did not answer	2	1,7
Total answers	116	100

Descriptives			
Mean	3,79	Std. deviation	1,17
Median	4,00		



# Group Comparison | Quality Service

## Background

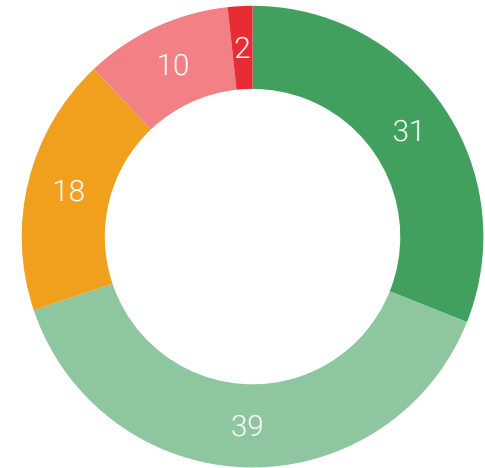
	Answers Distribution			Mean score				
	Agree	Neither	Disagree	1	2	3	4	5
All (116)	67	15	18	3,8				
Male (39)	69	10	21	3,8				
Female (64)	68	21	11	4,0				
<25 years (3)	100	0	0	4,3				
26-35 years (19)	83	6	11	4,2				
36-45 years (29)	62	14	24	3,6				
46-55 years (37)	54	27	19	3,6				
56-65 years (14)	86	0	14	4,4				
> 66 years (2)	100	0	0	4,5				
<b>Employment in years</b>	Agree	Neither	Disagree	1	2	3	4	5
Shorter than 1 year (37)	57	17	26	3,7				
1-3 year (22)	73	14	14	3,9				
4-6 year (17)	65	12	24	3,6				
7-10 year (13)	77	8	15	3,8				
More than 10 year (18)	83	17	0	4,4				

	Answers Distribution			Mean score				
	Agree	Neither	Disagree	1	2	3	4	5
<b>Net Promoter Score</b>	Agree	Neither	Disagree	1	2	3	4	5
Detractors (33)	30	24	45	2,8				
Passives (45)	73	16	11	3,9				
Promoters (36)	94	3	3	4,6				
<b>Trust Index</b>	Agree	Neither	Disagree	1	2	3	4	5
Sceptical (27)	22	22	56	2,6				
Passives (44)	64	24	12	3,6				
Secure (44)	98	0	2	4,7				
<b>Loyalty Index</b>	Agree	Neither	Disagree	1	2	3	4	5
Wanderers (19)	41	12	47	2,9				
Passives (39)	56	15	28	3,4				
Loyal (57)	82	14	4	4,3				
<b>Loyalty Index</b>	Agree	Neither	Disagree	1	2	3	4	5
Primary education (4)	100	0	0	4,8				
Middle school ed. (23)	83	0	17	4,1				
Univeristy education (79)	62	19	19	3,7				

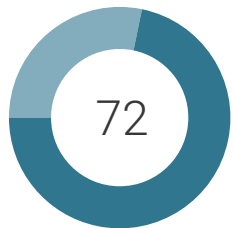


# Reliability

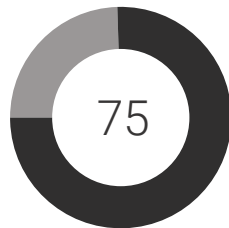
Demo Company is reliable



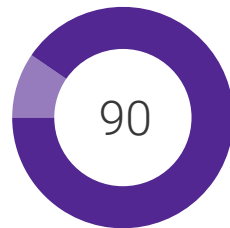
Answers Distribution



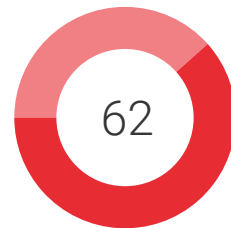
Your Score



Public



Private



Lowest Score



Highest Score

Response	Count	%
Strongly agree	36	31,0
Rather agree	45	38,8
Neither/nor	21	18,1
Rather disagree	12	10,3
Strongly disagree	2	1,7
Valid answers	116	100,0
Did not answer	0	0,0
Total answers	116	100

Descriptives			
Mean	3,87	Std. deviation	1,03
Median	4,00		



# Group Comparison | Reliability

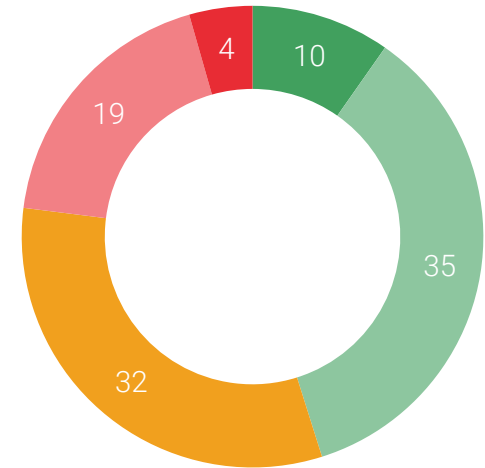
## Background

	Answers Distribution			Mean score				
	Agree	Neither	Disagree	1	2	3	4	5
All (116)	70	18	12	3,9				
Male (39)	72	15	13	3,8				
Female (64)	73	17	9	4,0				
<25 years (3)	67	33	0	4,0				
26-35 years (19)	84	11	5	4,0				
36-45 years (29)	62	24	14	3,7				
46-55 years (37)	68	22	11	3,9				
56-65 years (14)	86	7	7	4,4				
> 66 years (2)	100	0	0	4,5				
<b>Employment in years</b>	Agree	Neither	Disagree	1	2	3	4	5
Shorter than 1 year (37)	57	27	16	3,7				
1-3 year (22)	82	5	14	4,0				
4-6 year (17)	71	18	12	3,7				
7-10 year (13)	77	23	0	4,1				
More than 10 year (18)	89	11	0	4,3				

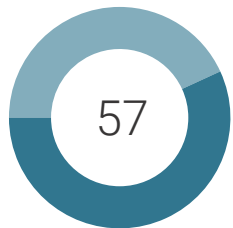
	Answers Distribution			Mean score				
	Agree	Neither	Disagree	1	2	3	4	5
<b>Net Promoter Score</b>	Agree	Neither	Disagree	1	2	3	4	5
Detractors (33)	27	42	30	3,0				
Passives (45)	80	11	9	4,0				
Promoters (36)	97	3	0	4,6				
<b>Trust Index</b>	Agree	Neither	Disagree	1	2	3	4	5
Sceptical (27)	19	37	44	2,7				
Passives (44)	73	23	5	3,8				
Secure (44)	100	0	0	4,7				
<b>Loyalty Index</b>	Agree	Neither	Disagree	1	2	3	4	5
Wanderers (19)	37	26	37	2,9				
Passives (39)	54	36	10	3,6				
Loyal (57)	93	2	5	4,4				
<b>Loyalty Index</b>	Agree	Neither	Disagree	1	2	3	4	5
Primary education (4)	100	0	0	4,8				
Middle school ed. (23)	91	4	4	4,3				
Univeristy education (79)	65	23	13	3,8				

# Uniqueness

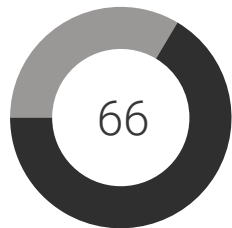
How unique or ordinary is Demo Company compared to other businesses in the same market?



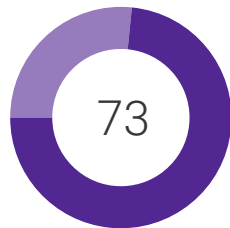
Answers Distribution



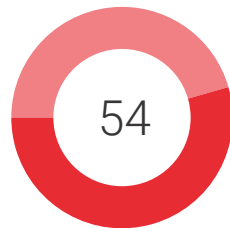
Your Score



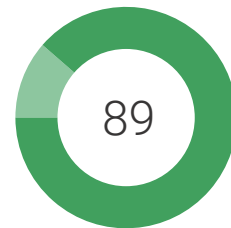
Public



Private



Lowest Score



Highest Score

Response	Count	%
Very unique	11	9,7
Rather unique	40	35,4
Moderate	36	31,9
Rather ordinary	21	18,6
Very ordinary	5	4,4
Valid answers	113	99,1
Did not answer	1	0,9
Total answers	114	100

Descriptives			
Mean	3,27	Std. deviation	1,02
Median	3,00		



# Group Comparison | Uniqueness

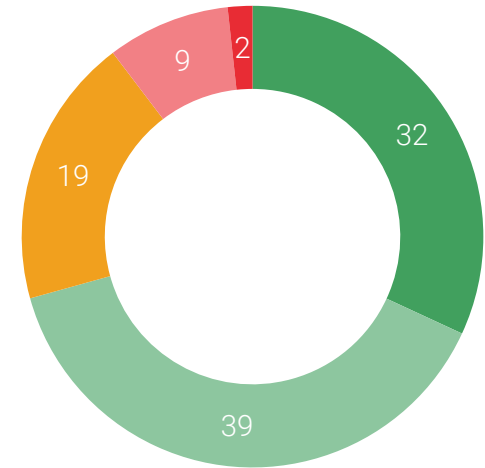
## Background

	Answers Distribution			Mean score				
	Unique	Mod.	Ordinary	1	2	3	4	5
All (114)	45	32	23	3,3				
Male (39)	41	31	28	3,2				
Female (62)	52	31	16	3,4				
<25 years (3)	67	0	33	3,3				
26-35 years (19)	37	42	21	3,1				
36-45 years (29)	62	7	31	3,4				
46-55 years (36)	34	46	20	3,2				
56-65 years (14)	57	29	14	3,6				
> 66 years (1)	100	0	0	4,0				
<b>Employment in years</b>	Unique	Mod.	Ordinary	1	2	3	4	5
Shorter than 1 year (36)	42	39	19	3,3				
1-3 year (22)	43	24	33	3,1				
4-6 year (17)	53	35	12	3,4				
7-10 year (13)	38	23	38	3,0				
More than 10 year (17)	65	24	12	3,7				

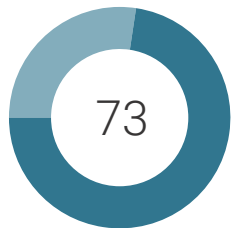
	Answers Distribution			Mean score				
	Unique	Mod.	Ordinary	1	2	3	4	5
<b>Net Promoter Score</b>	Unique	Mod.	Ordinary	1	2	3	4	5
Detractors (33)	18	36	45	2,6				
Passives (45)	41	45	14	3,3				
Promoters (34)	74	12	15	3,9				
<b>Trust Index</b>	Unique	Mod.	Ordinary	1	2	3	4	5
Sceptical (27)	15	44	41	2,7				
Passives (44)	33	37	30	3,0				
Secure (42)	76	19	5	3,9				
<b>Loyalty Index</b>	Unique	Mod.	Ordinary	1	2	3	4	5
Wanderers (19)	21	37	42	2,7				
Passives (39)	28	38	33	2,9				
Loyal (55)	65	26	9	3,7				
<b>Loyalty Index</b>	Unique	Mod.	Ordinary	1	2	3	4	5
Primary education (4)	75	0	25	3,8				
Middle school ed. (22)	59	32	9	3,6				
Univeristy education (78)	43	32	25	3,2				

# Brand Promise

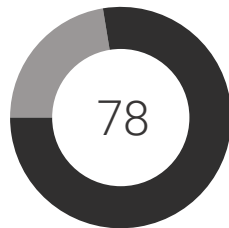
How well or poorly do you know what Demo Company stands for?



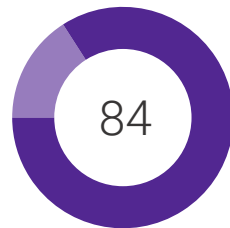
Answers Distribution



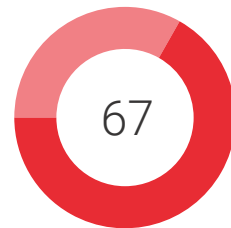
Your Score



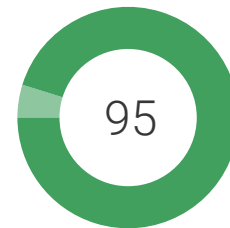
Public



Private



Lowest Score



Highest Score

Response	Count	%
Very well	37	31,9
Rather well	45	38,8
Moderate	22	19,0
Rather poorly	10	8,6
Very poorly	2	1,7
Valid answers		116 100,0
Did not answer		0 0,0
Total answers		116 100

Descriptives			
Mean	3,91	Std. deviation	1,00
Median	4,00		



# Group Comparison | Brand Promise

## Background

	Answers Distribution			Mean score				
	Well	Mod.	Poorly	1	2	3	4	5
All (116)	71	19	10	3,9				
Male (39)	67	23	10	3,8				
Female (64)	80	16	5	4,1				
<25 years (3)	100	0	0	4,3				
26-35 years (19)	58	37	5	3,8				
36-45 years (29)	62	17	21	3,5				
46-55 years (37)	78	19	3	4,2				
56-65 years (14)	86	0	14	4,1				
> 66 years (2)	100	0	0	4,0				
<b>Employment in years</b>	Well	Mod.	Poorly	1	2	3	4	5
Shorter than 1 year (37)	57	24	19	3,6				
1-3 year (22)	73	14	14	3,9				
4-6 year (17)	65	29	6	3,8				
7-10 year (13)	92	8	0	4,4				
More than 10 year (18)	94	6	0	4,5				

	Answers Distribution			Mean score				
	Well	Mod.	Poorly	1	2	3	4	5
<b>Net Promoter Score</b>	Well	Mod.	Poorly	1	2	3	4	5
Detractors (33)	48	30	21	3,4				
Passives (45)	71	20	9	3,9				
Promoters (36)	89	8	3	4,3				
<b>Trust Index</b>	Well	Mod.	Poorly	1	2	3	4	5
Sceptical (27)	48	22	30	3,3				
Passives (44)	59	32	9	3,7				
Secure (44)	95	5	0	4,5				
<b>Loyalty Index</b>	Well	Mod.	Poorly	1	2	3	4	5
Wanderers (19)	37	21	42	2,9				
Passives (39)	64	28	8	3,8				
Loyal (57)	86	12	2	4,3				
<b>Loyalty Index</b>	Well	Mod.	Poorly	1	2	3	4	5
Primary education (4)	100	0	0	4,3				
Middle school ed. (23)	78	13	9	4,2				
Univeristy education (79)	68	22	10	3,8				

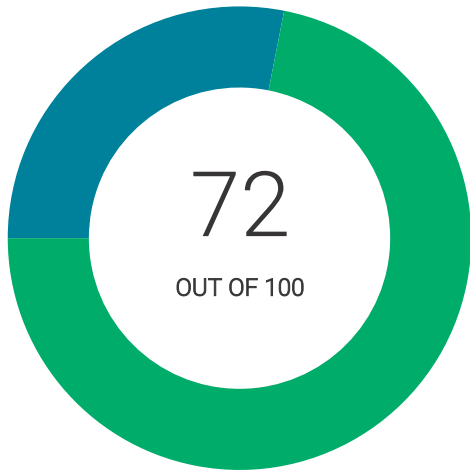


# HUMAN RESOURCES

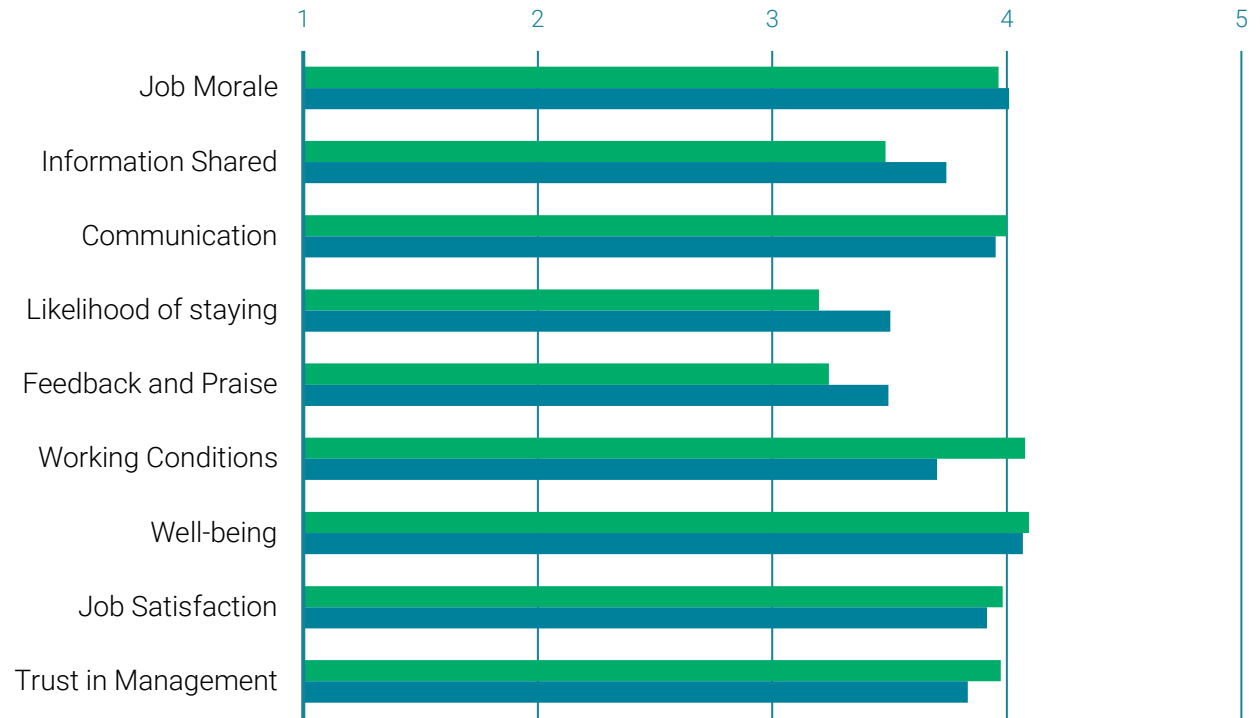


brandr<sup>®</sup>  
**Employee and  
brand Index**

# Human Resources



Score for human resources

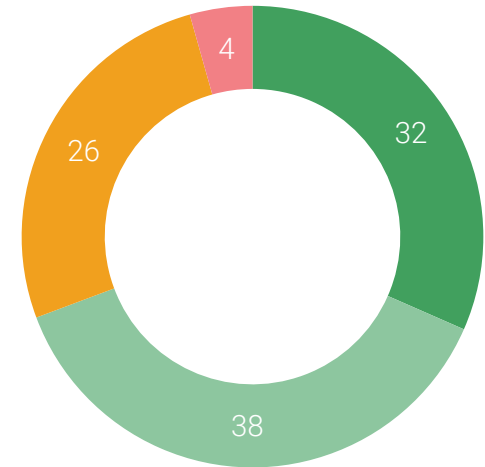


Your Index Score Public

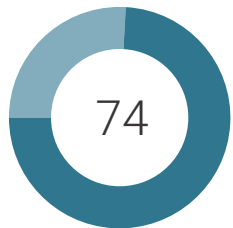


# Job Morale

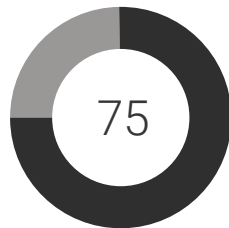
In general, is there a good or poor morale in your company?



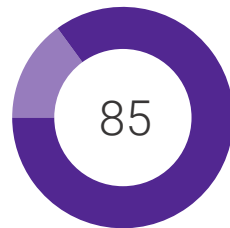
Answers Distribution



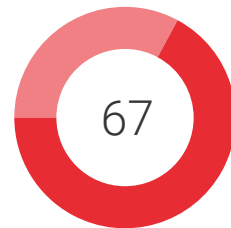
Your Score



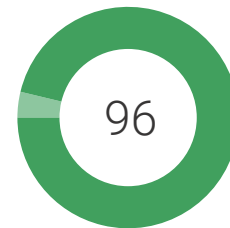
Public



Private



Lowest Score



Highest Score

Response	Count	%
Very good	36	31,6
Rather good	43	37,7
Moderate	30	26,3
Rather poor	5	4,4
Very poor	0	0,0
Valid answers	114	98,3
Did not answer	2	1,7
Total answers	116	100

Descriptives			
Mean	3,96	Std. deviation	0,87
Median	4,00		



# Group Comparison | Job Morale

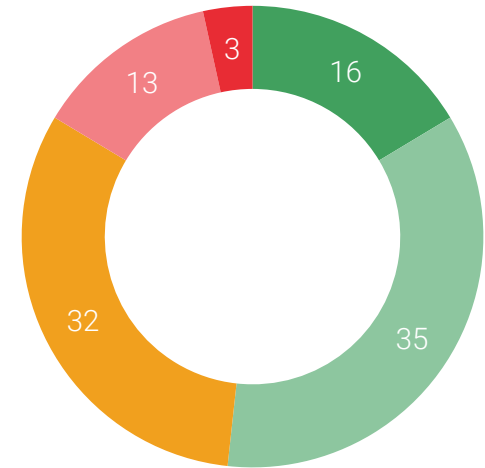
## Background

	Answers Distribution			Mean score				
	Good	Mod.	Poor	1	2	3	4	5
All (116)	69	26	4	4,0				
Male (39)	76	21	3	4,0				
Female (64)	72	25	3	4,0				
<25 years (3)	100	0	0	4,3				
26-35 years (19)	68	32	0	3,8				
36-45 years (29)	64	29	7	3,9				
46-55 years (37)	75	17	8	4,0				
56-65 years (14)	79	21	0	4,4				
> 66 years (2)	100	0	0	5,0				
<b>Employment in years</b>	Good	Mod.	Poor	1	2	3	4	5
Shorter than 1 year (37)	65	30	5	4,0				
1-3 year (22)	73	23	5	4,0				
4-6 year (17)	63	31	6	3,8				
7-10 year (13)	77	23	0	4,0				
More than 10 year (18)	88	6	6	4,4				

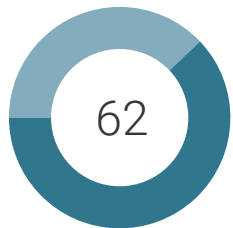
	Answers Distribution			Mean score				
	Good	Mod.	Poor	1	2	3	4	5
<b>Net Promoter Score</b>	Good	Mod.	Poor	1	2	3	4	5
Detractors (33)	39	48	13	3,3				
Passives (45)	76	22	2	4,0				
Promoters (36)	89	11	0	4,5				
<b>Trust Index</b>	Good	Mod.	Poor	1	2	3	4	5
Sceptical (27)	27	58	15	3,2				
Passives (44)	67	30	2	3,8				
Secure (44)	98	2	0	4,6				
<b>Loyalty Index</b>	Good	Mod.	Poor	1	2	3	4	5
Wanderers (19)	37	53	11	3,4				
Passives (39)	51	41	8	3,6				
Loyal (57)	93	7	0	4,4				
<b>Loyalty Index</b>	Good	Mod.	Poor	1	2	3	4	5
Primary education (4)	100	0	0	4,5				
Middle school ed. (23)	73	27	0	4,1				
Univeristy education (79)	71	23	6	3,9				

# Information Shared

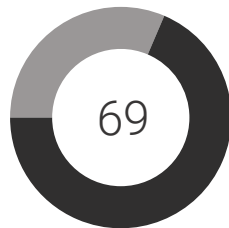
How well or poorly does management share necessary information to its employees?



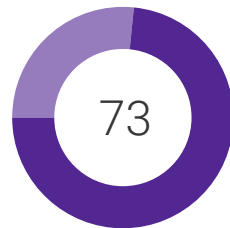
Answers Distribution



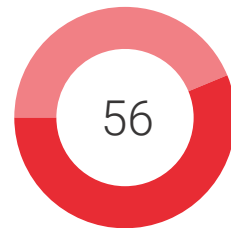
Your Score



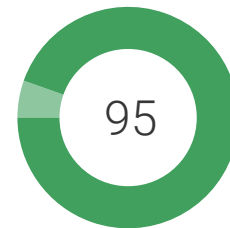
Public



Private



Lowest Score



Highest Score

Response	Count	%
Very well	19	16,4
Rather well	41	35,3
Moderate	37	31,9
Rather poorly	15	12,9
Very poorly	4	3,4
Valid answers	116	100,0
Did not answer	0	0,0
Total answers	116	100

Descriptives			
Mean	3,48	Std. deviation	1,03
Median	4,00		



# Group Comparison | Information Shared

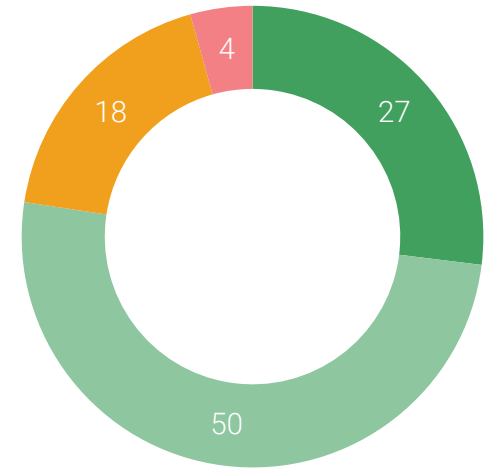
## Background

	Answers Distribution			Mean score				
	Well	Mod.	Poorly	1	2	3	4	5
All (116)	52	32	16	3,5				
Male (39)	64	23	13	3,6				
Female (64)	53	34	13	3,6				
<25 years (3)	67	33	0	4,0				
26-35 years (19)	63	32	5	3,7				
36-45 years (29)	45	38	17	3,3				
46-55 years (37)	54	27	19	3,5				
56-65 years (14)	64	29	7	3,8				
> 66 years (2)	100	0	0	4,5				
<b>Employment in years</b>	Well	Mod.	Poorly	1	2	3	4	5
Shorter than 1 year (37)	57	27	16	3,6				
1-3 year (22)	50	36	14	3,5				
4-6 year (17)	41	35	24	3,2				
7-10 year (13)	46	38	15	3,5				
More than 10 year (18)	72	28	0	3,9				

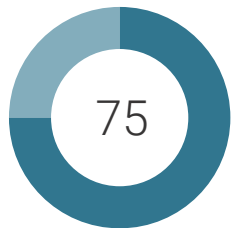
	Answers Distribution			Mean score				
	Well	Mod.	Poorly	1	2	3	4	5
<b>Net Promoter Score</b>	Well	Mod.	Poorly	1	2	3	4	5
Detractors (33)	9	48	42	2,5				
Passives (45)	56	36	9	3,6				
Promoters (36)	83	14	3	4,2				
<b>Trust Index</b>	Well	Mod.	Poorly	1	2	3	4	5
Sceptical (27)	7	33	59	2,3				
Passives (44)	45	48	7	3,5				
Secure (44)	84	16	0	4,2				
<b>Loyalty Index</b>	Well	Mod.	Poorly	1	2	3	4	5
Wanderers (19)	16	32	53	2,5				
Passives (39)	31	49	21	3,1				
Loyal (57)	77	21	2	4,1				
<b>Loyalty Index</b>	Well	Mod.	Poorly	1	2	3	4	5
Primary education (4)	75	25	0	4,0				
Middle school ed. (23)	52	39	9	3,7				
Univeristy education (79)	56	28	16	3,5				

# Communication

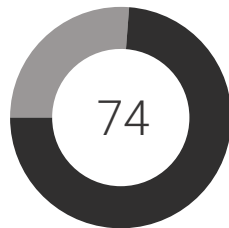
In general, how good or poor do you think communication is between employees in the company?



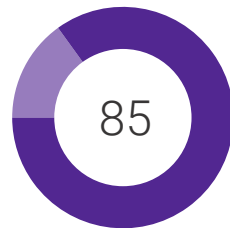
Answers Distribution



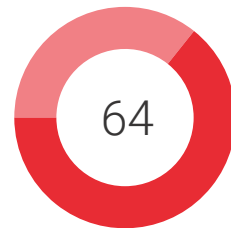
Your Score



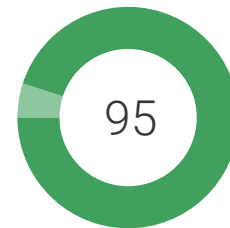
Public



Private



Lowest Score



Highest Score

Response	Count	%
Very good	31	27,0
Rather good	58	50,4
Moderate	21	18,3
Rather poor	5	4,3
Very poor	0	0,0
Valid answers	115	99,1
Did not answer	1	0,9
Total answers	116	100

Descriptives			
Mean	4,00	Std. deviation	0,79
Median	4,00		



# Group Comparison | Communication

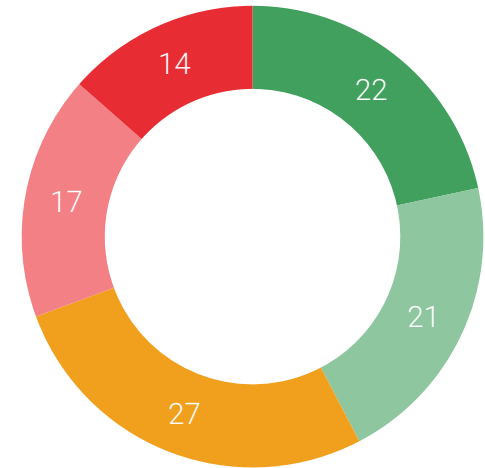
## Background

	Answers Distribution			Mean score				
	Good	Mod.	Poor	1	2	3	4	5
All (116)	77	18	4	4,0				
Male (39)	74	21	5	3,9				
Female (64)	81	17	2	4,1				
<25 years (3)	100	0	0	4,3				
26-35 years (19)	79	16	5	3,8				
36-45 years (29)	76	21	3	3,9				
46-55 years (37)	78	22	0	4,2				
56-65 years (14)	79	14	7	4,1				
> 66 years (2)	100	0	0	5,0				
<b>Employment in years</b>	Good	Mod.	Poor	1	2	3	4	5
Shorter than 1 year (37)	70	24	5	3,9				
1-3 year (22)	73	23	5	4,0				
4-6 year (17)	76	18	6	3,7				
7-10 year (13)	92	8	0	4,3				
More than 10 year (18)	94	6	0	4,5				

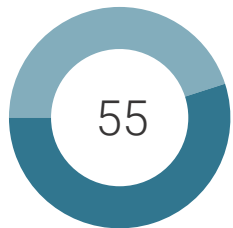
	Answers Distribution			Mean score				
	Good	Mod.	Poor	1	2	3	4	5
<b>Net Promoter Score</b>	Good	Mod.	Poor	1	2	3	4	5
Detractors (33)	58	33	9	3,5				
Passives (45)	78	18	4	3,9				
Promoters (36)	94	6	0	4,5				
<b>Trust Index</b>	Good	Mod.	Poor	1	2	3	4	5
Sceptical (27)	59	26	15	3,5				
Passives (44)	70	28	2	3,8				
Secure (44)	95	5	0	4,5				
<b>Loyalty Index</b>	Good	Mod.	Poor	1	2	3	4	5
Wanderers (19)	68	11	21	3,5				
Passives (39)	62	38	0	3,8				
Loyal (57)	91	7	2	4,3				
<b>Loyalty Index</b>	Good	Mod.	Poor	1	2	3	4	5
Primary education (4)	100	0	0	4,3				
Middle school ed. (23)	78	17	4	4,1				
Univeristy education (79)	75	22	4	4,0				

# Likelihood of staying

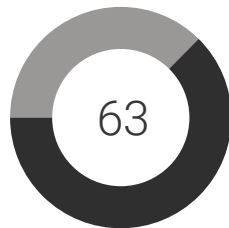
How likely or unlikely is it that you will try to find a job for another company in the next 12 months?



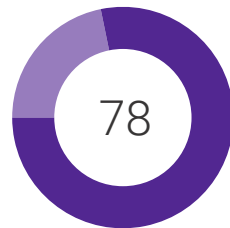
Answers Distribution



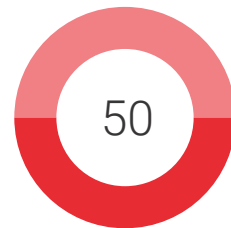
Your Score



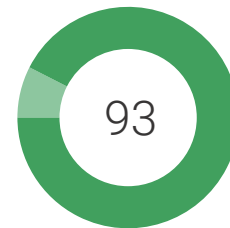
Public



Private



Lowest Score



Highest Score

Response	Count	%
Very unlikely	24	21,6
Rather unlikely	23	20,7
Moderate	30	27,0
Rather likely	19	17,1
Very likely	15	13,5
Valid answers	111	97,4
Did not answer	3	2,6
Total answers	114	100

Descriptives			
Mean	3,20	Std. deviation	1,33
Median	3,00		



# Group Comparison | Likelihood of staying

## Background

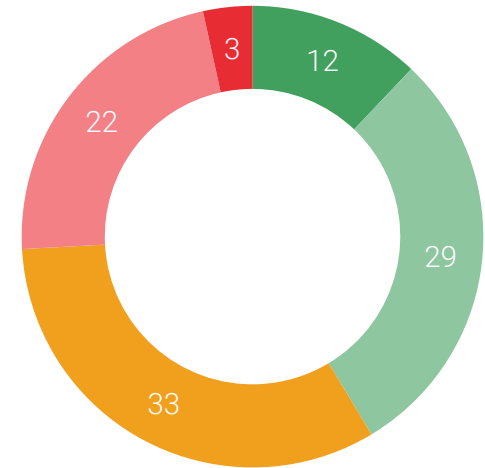
	Answers Distribution			Mean score				
	Unlikely	Mod.	Likely	1	2	3	4	5
All (114)	42	27	31	3,2				
Male (38)	32	35	32	3,1				
Female (63)	48	24	29	3,3				
<25 years (3)	33	67	0	3,7				
26-35 years (18)	11	11	78	1,9				
36-45 years (29)	41	24	34	3,1				
46-55 years (36)	41	38	21	3,3				
56-65 years (14)	79	21	0	4,3				
> 66 years (2)	100	0	0	5,0				
<b>Employment in years</b>	Unlikely	Mod.	Likely	1	2	3	4	5
Shorter than 1 year (37)	27	24	49	2,6				
1-3 year (20)	42	26	32	3,3				
4-6 year (17)	18	53	29	2,8				
7-10 year (13)	62	23	15	3,6				
More than 10 year (18)	82	12	6	4,3				

	Answers Distribution			Mean score				
	Unlikely	Mod.	Likely	1	2	3	4	5
<b>Net Promoter Score</b>	Unlikely	Mod.	Likely	1	2	3	4	5
Detractors (33)	36	42	21	3,1				
Passives (44)	32	29	39	2,9				
Promoters (35)	60	9	31	3,6				
<b>Trust Index</b>	Unlikely	Mod.	Likely	1	2	3	4	5
Sceptical (27)	41	52	7	3,4				
Passives (44)	21	29	50	2,6				
Secure (42)	66	7	27	3,7				
<b>Loyalty Index</b>	Unlikely	Mod.	Likely	1	2	3	4	5
Wanderers (19)	37	37	26	3,1				
Passives (39)	24	49	27	2,9				
Loyal (55)	57	7	35	3,4				
<b>Loyalty Index</b>	Unlikely	Mod.	Likely	1	2	3	4	5
Primary education (4)	100	0	0	4,5				
Middle school ed. (23)	68	18	14	3,9				
Univeristy education (77)	32	32	37	2,9				

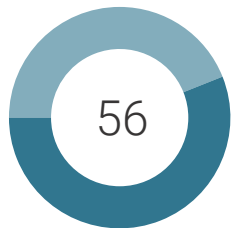


# Feedback and Praise

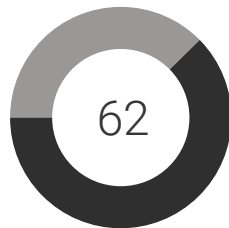
Do you often, sometimes, rarely or never receive compliments or feedback for good performance from your superior?



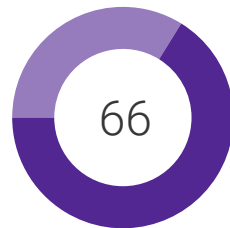
Answers Distribution



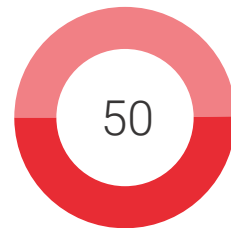
Your Score



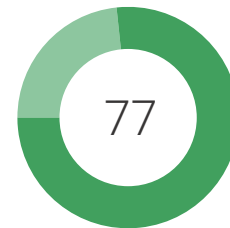
Public



Private



Lowest Score



Highest Score

Response	Count	%
Very often	14	12,1
Rather often	34	29,3
Sometimes	38	32,8
Rarely	26	22,4
Never	4	3,4
Valid answers	116	100,0
Did not answer	0	0,0
Total answers	116	100

Descriptives			
Mean	3,24	Std. deviation	1,04
Median	3,00		



# Group Comparison | Feedback and Praise

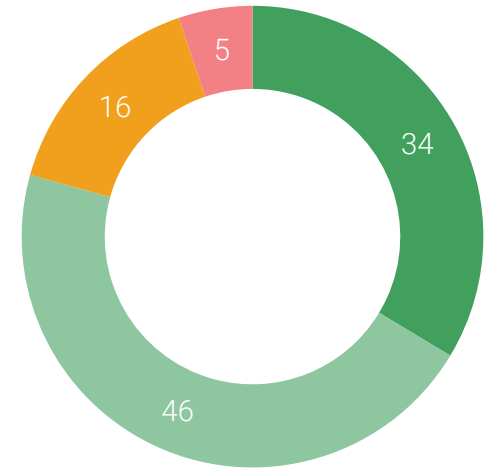
## Background

	Answers Distribution			Mean score				
	Often	Somet.	Rarely	1	2	3	4	5
All (116)	41	33	26	3,2				
Male (39)	49	33	18	3,4				
Female (64)	39	34	27	3,2				
<25 years (3)	33	33	33	3,0				
26-35 years (19)	53	32	16	3,6				
36-45 years (29)	52	38	10	3,6				
46-55 years (37)	35	38	27	3,1				
56-65 years (14)	36	14	50	3,1				
> 66 years (2)	100	0	0	4,0				
<b>Employment in years</b>	Often	Somet.	Rarely	1	2	3	4	5
Shorter than 1 year (37)	59	30	11	3,7				
1-3 year (22)	32	41	27	3,1				
4-6 year (17)	29	41	29	2,9				
7-10 year (13)	38	31	31	3,2				
More than 10 year (18)	44	28	28	3,3				

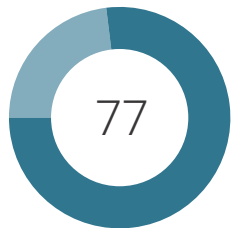
	Answers Distribution			Mean score				
	Often	Somet.	Rarely	1	2	3	4	5
<b>Net Promoter Score</b>	Often	Somet.	Rarely	1	2	3	4	5
Detractors (33)	15	33	52	2,5				
Passives (45)	40	36	24	3,3				
Promoters (36)	67	28	6	3,8				
<b>Trust Index</b>	Often	Somet.	Rarely	1	2	3	4	5
Sceptical (27)	15	30	56	2,4				
Passives (44)	39	34	27	3,3				
Secure (44)	61	32	7	3,7				
<b>Loyalty Index</b>	Often	Somet.	Rarely	1	2	3	4	5
Wanderers (19)	26	37	37	2,8				
Passives (39)	23	41	36	2,9				
Loyal (57)	60	25	16	3,6				
<b>Loyalty Index</b>	Often	Somet.	Rarely	1	2	3	4	5
Primary education (4)	50	50	0	3,5				
Middle school ed. (23)	43	22	35	3,2				
Univeristy education (79)	44	34	22	3,3				

# Working Conditions

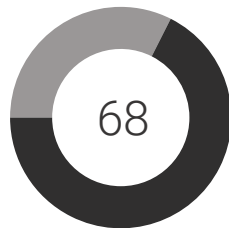
In general, are you happy or unhappy with your working environment/conditions?



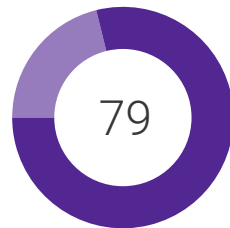
Answers Distribution



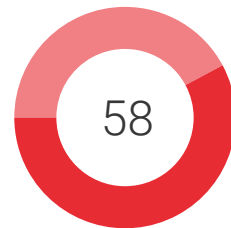
Your Score



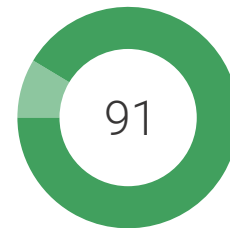
Public



Private



Lowest Score



Highest Score

Response	Count	%
Very happy	39	33,6
Rather happy	53	45,7
Moderate	18	15,5
Rather unhappy	6	5,2
Very unhappy	0	0,0
Valid answers	116	100,0
Did not answer	0	0,0
Total answers	116	100

Descriptives			
Mean	4,08	Std. deviation	0,84
Median	4,00		



# Group Comparison | Working Conditions

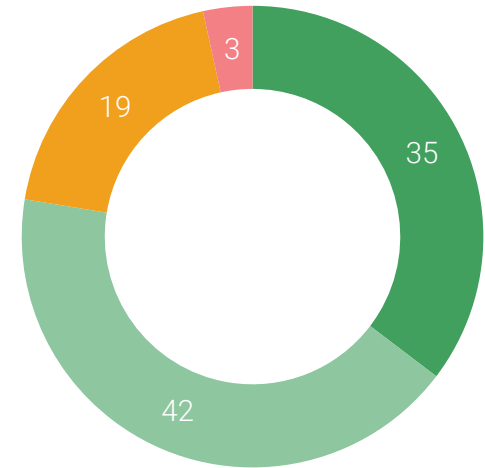
## Background

	Answers Distribution			Mean score				
	Happy	Mod.	Unhappy	1	2	3	4	5
All (116)	79	16	5	4,1				
Male (39)	79	15	5	4,2				
Female (64)	80	14	6	4,0				
<25 years (3)	67	0	33	3,3				
26-35 years (19)	68	26	5	4,1				
36-45 years (29)	76	21	3	4,0				
46-55 years (37)	86	8	5	4,2				
56-65 years (14)	79	14	7	4,1				
> 66 years (2)	100	0	0	4,5				
<b>Employment in years</b>	Happy	Mod.	Unhappy	1	2	3	4	5
Shorter than 1 year (37)	81	16	3	4,2				
1-3 year (22)	91	9	0	4,2				
4-6 year (17)	71	24	6	3,9				
7-10 year (13)	46	23	31	3,3				
More than 10 year (18)	83	17	0	4,3				

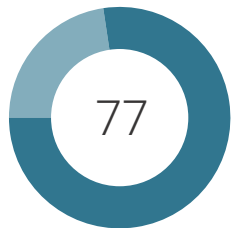
	Answers Distribution			Mean score				
	Happy	Mod.	Unhappy	1	2	3	4	5
<b>Net Promoter Score</b>	Happy	Mod.	Unhappy	1	2	3	4	5
Detractors (33)	67	24	9	3,7				
Passives (45)	73	20	7	4,0				
Promoters (36)	100	0	0	4,6				
<b>Trust Index</b>	Happy	Mod.	Unhappy	1	2	3	4	5
Sceptical (27)	67	30	4	3,7				
Passives (44)	77	11	11	4,0				
Secure (44)	91	9	0	4,5				
<b>Loyalty Index</b>	Happy	Mod.	Unhappy	1	2	3	4	5
Wanderers (19)	63	32	5	3,7				
Passives (39)	72	21	8	3,8				
Loyal (57)	91	5	4	4,4				
<b>Loyalty Index</b>	Happy	Mod.	Unhappy	1	2	3	4	5
Primary education (4)	100	0	0	4,3				
Middle school ed. (23)	70	13	17	3,8				
Univeristy education (79)	81	16	3	4,1				

# Well-being

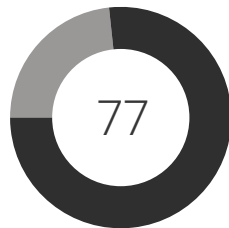
In general, do you feel good or bad at work?



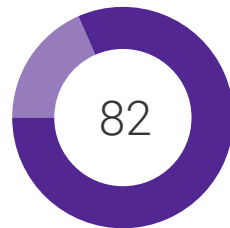
Answers Distribution



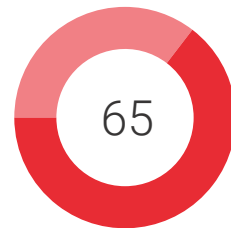
Your Score



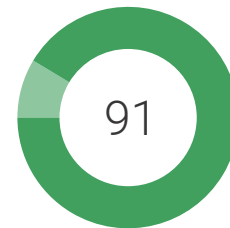
Public



Private



Lowest Score



Highest Score

Response	Count	%
Very good	41	35,3
Rather good	49	42,2
Moderate	22	19,0
Rather bad	4	3,4
Very bad	0	0,0
Valid answers	116	100,0
Did not answer	0	0,0
Total answers	116	100

Descriptives			
Mean	4,09	Std. deviation	0,82
Median	4,00		



# Group Comparison | Well-being

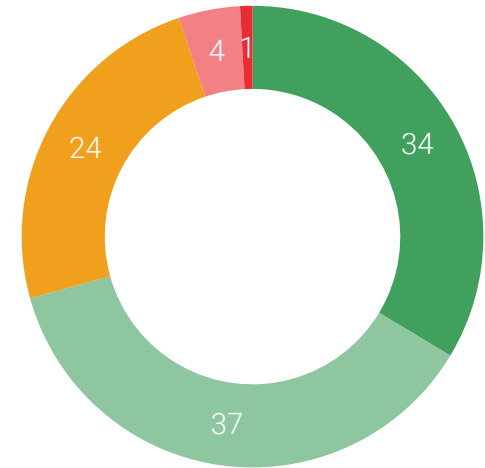
## Background

	Answers Distribution			Mean score				
	Good	Mod.	Bad	1	2	3	4	5
All (116)	78	19	3	4,1				
Male (39)	82	15	3	4,2				
Female (64)	77	22	2	4,1				
<25 years (3)	100	0	0	4,3				
26-35 years (19)	84	16	0	4,2				
36-45 years (29)	86	14	0	4,2				
46-55 years (37)	76	24	0	4,1				
56-65 years (14)	71	21	7	4,1				
> 66 years (2)	100	0	0	5,0				
<b>Employment in years</b>	Good	Mod.	Bad	1	2	3	4	5
Shorter than 1 year (37)	86	14	0	4,3				
1-3 year (22)	82	14	5	4,1				
4-6 year (17)	59	41	0	3,8				
7-10 year (13)	69	31	0	3,9				
More than 10 year (18)	89	11	0	4,4				

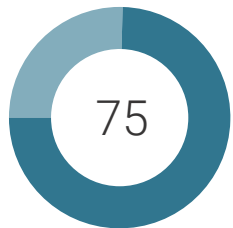
	Answers Distribution			Mean score				
	Good	Mod.	Bad	1	2	3	4	5
<b>Net Promoter Score</b>	Good	Mod.	Bad	1	2	3	4	5
Detractors (33)	48	39	12	3,5				
Passives (45)	82	18	0	4,1				
Promoters (36)	97	3	0	4,6				
<b>Trust Index</b>	Good	Mod.	Bad	1	2	3	4	5
Sceptical (27)	41	44	15	3,4				
Passives (44)	80	20	0	4,0				
Secure (44)	98	2	0	4,6				
<b>Loyalty Index</b>	Good	Mod.	Bad	1	2	3	4	5
Wanderers (19)	58	32	11	3,7				
Passives (39)	62	33	5	3,7				
Loyal (57)	95	5	0	4,5				
<b>Loyalty Index</b>	Good	Mod.	Bad	1	2	3	4	5
Primary education (4)	75	25	0	4,3				
Middle school ed. (23)	70	26	4	4,0				
Univeristy education (79)	82	16	1	4,2				

# Job Satisfaction

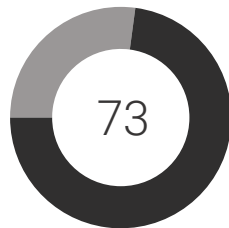
How satisfied or dissatisfied are you in your job?



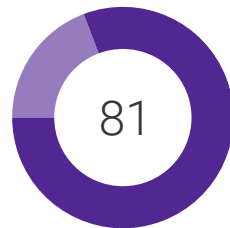
Answers Distribution



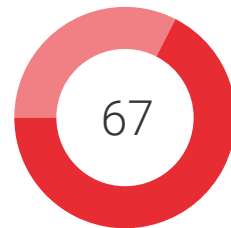
Your Score



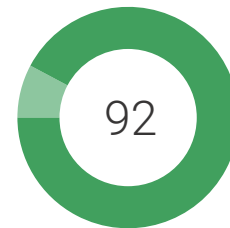
Public



Private



Lowest Score



Highest Score

Response	Count	%
Very satisfied	39	33,6
Rather satisfied	43	37,1
Moderate	28	24,1
Rather dissatisfied	5	4,3
Very dissatisfied	1	0,9
Valid answers	116	100,0
Did not answer	0	0,0
Total answers	116	100

Descriptives			
Mean	3,98	Std. deviation	0,91
Median	4,00		



# Group Comparison | Job Satisfaction

## Background

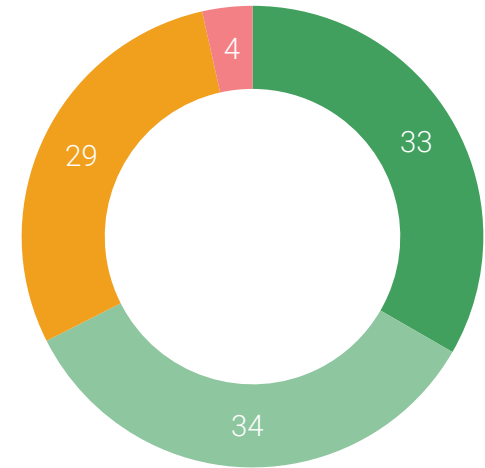
	Answers Distribution			Mean score				
	Satisfied	Mod.	Dissatisf.	1	2	3	4	5
All (116)	71	24	5	4,0				
Male (39)	77	18	5	4,1				
Female (64)	69	27	5	4,0				
<25 years (3)	100	0	0	4,3				
26-35 years (19)	68	32	0	4,1				
36-45 years (29)	62	31	7	3,8				
46-55 years (37)	73	22	5	4,1				
56-65 years (14)	86	7	7	4,1				
> 66 years (2)	100	0	0	5,0				
<b>Employment in years</b>	Satisfied	Mod.	Dissatisf.	1	2	3	4	5
Shorter than 1 year (37)	81	16	3	4,2				
1-3 year (22)	73	23	5	4,0				
4-6 year (17)	47	53	0	3,8				
7-10 year (13)	54	38	8	3,6				
More than 10 year (18)	89	6	6	4,3				

	Answers Distribution			Mean score				
	Satisfied	Mod.	Dissatisf.	1	2	3	4	5
<b>Net Promoter Score</b>	Satisfied	Mod.	Dissatisf.	1	2	3	4	5
Detractors (33)	27	55	18	3,1				
Passives (45)	80	20	0	4,0				
Promoters (36)	97	3	0	4,8				
<b>Trust Index</b>	Satisfied	Mod.	Dissatisf.	1	2	3	4	5
Sceptical (27)	26	52	22	3,0				
Passives (44)	70	30	0	3,9				
Secure (44)	98	2	0	4,6				
<b>Loyalty Index</b>	Satisfied	Mod.	Dissatisf.	1	2	3	4	5
Wanderers (19)	32	53	16	3,2				
Passives (39)	56	36	8	3,6				
Loyal (57)	93	7	0	4,5				
<b>Loyalty Index</b>	Satisfied	Mod.	Dissatisf.	1	2	3	4	5
Primary education (4)	75	25	0	4,3				
Middle school ed. (23)	70	26	4	4,0				
Univeristy education (79)	75	22	4	4,1				

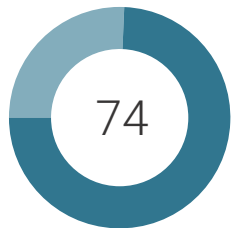


# Trust in Management

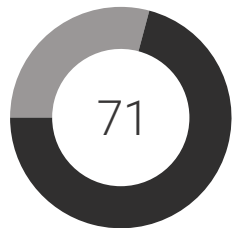
How well or poorly do you trust Demo Company's management?



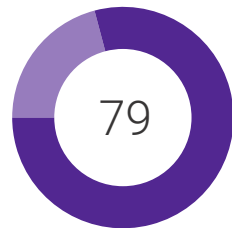
Answers Distribution



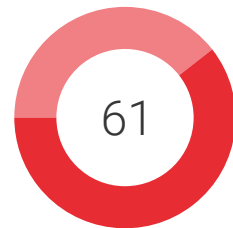
Your Score



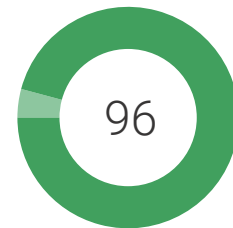
Public



Private



Lowest Score



Highest Score

Response	Count	%
Very well	38	33,3
Rather well	39	34,2
Moderate	33	28,9
Rather poorly	4	3,5
Very poorly	0	0,0
Valid answers		114 98,3
Did not answer		2 1,7
Total answers		116 100

Descriptives			
Mean	3,97	Std. deviation	0,88
Median	4,00		



# Group Comparison | Trust in Management

## Background

	Answers Distribution			Mean score				
	Well	Mod.	Poorly	1	2	3	4	5
All (116)	68	29	4	4,0				
Male (39)	74	23	3	4,1				
Female (64)	68	30	2	4,0				
<25 years (3)	67	33	0	4,0				
26-35 years (19)	79	21	0	4,1				
36-45 years (29)	55	38	7	3,8				
46-55 years (37)	68	32	0	4,0				
56-65 years (14)	77	15	8	4,2				
> 66 years (2)	100	0	0	5,0				
<b>Employment in years</b>	Well	Mod.	Poorly	1	2	3	4	5
Shorter than 1 year (37)	69	28	3	4,1				
1-3 year (22)	73	18	9	3,9				
4-6 year (17)	53	47	0	3,7				
7-10 year (13)	54	46	0	3,8				
More than 10 year (18)	83	17	0	4,3				

	Answers Distribution			Mean score				
	Well	Mod.	Poorly	1	2	3	4	5
<b>Net Promoter Score</b>	Well	Mod.	Poorly	1	2	3	4	5
Detractors (33)	19	69	13	3,1				
Passives (45)	80	20	0	4,0				
Promoters (36)	97	3	0	4,7				
<b>Trust Index</b>	Well	Mod.	Poorly	1	2	3	4	5
Sceptical (27)	12	73	15	3,0				
Passives (44)	74	26	0	3,9				
Secure (44)	95	5	0	4,6				
<b>Loyalty Index</b>	Well	Mod.	Poorly	1	2	3	4	5
Wanderers (19)	33	44	22	3,3				
Passives (39)	56	44	0	3,7				
Loyal (57)	88	13	0	4,4				
<b>Loyalty Index</b>	Well	Mod.	Poorly	1	2	3	4	5
Primary education (4)	100	0	0	4,8				
Middle school ed. (23)	83	17	0	4,3				
Univeristy education (79)	62	36	3	3,9				

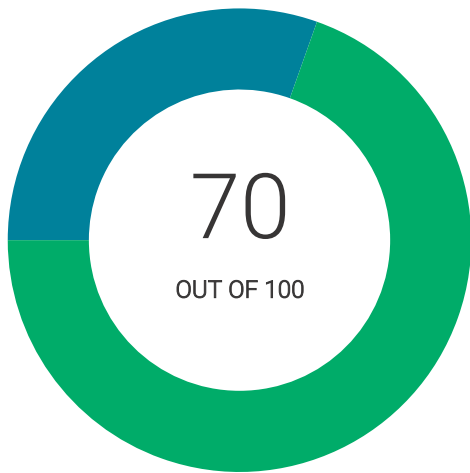


AUTONOMY

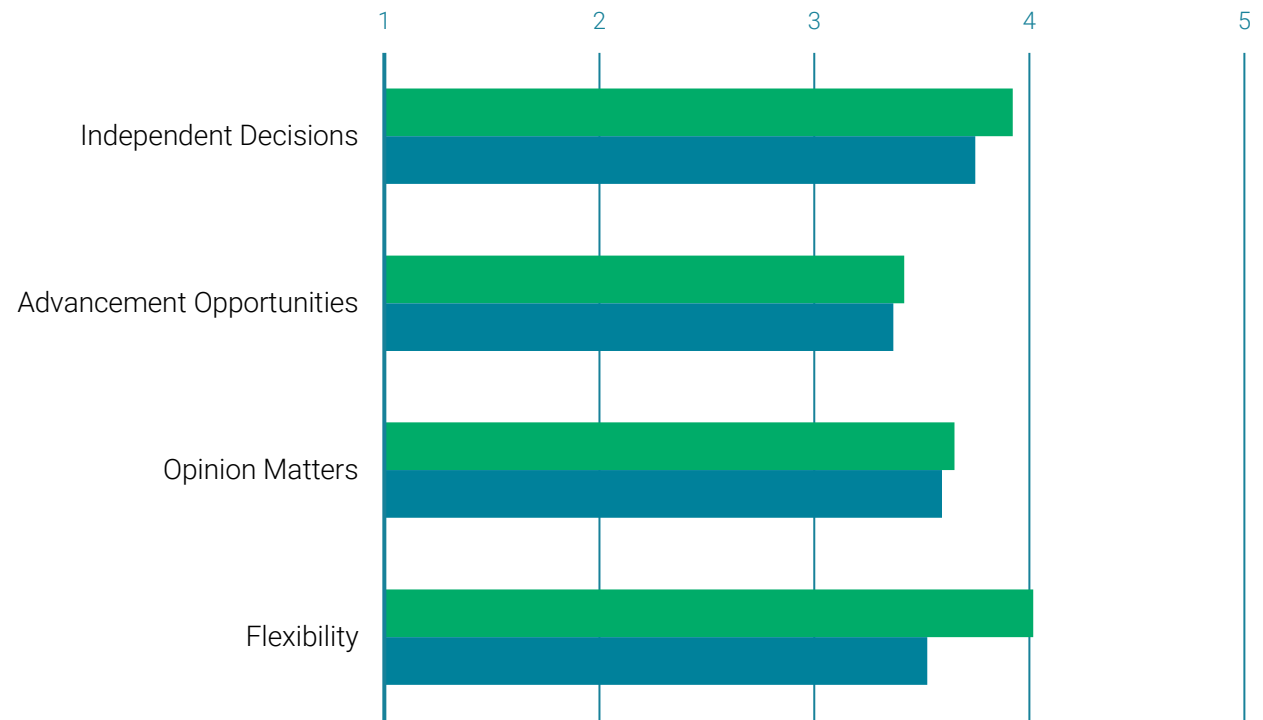


brandr  
**Employee and  
brand Index**

# Autonomy



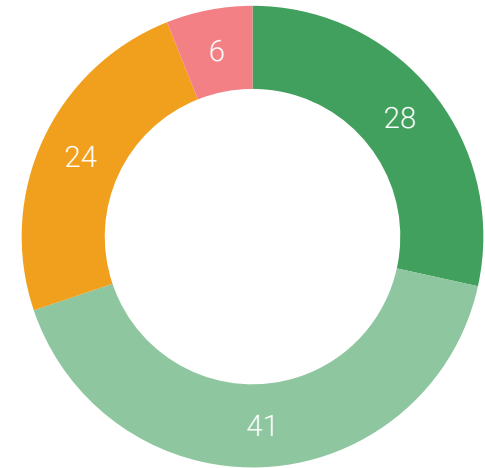
Score for autonomy



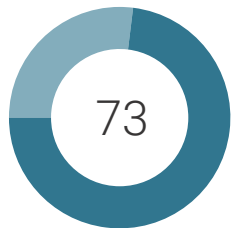
 Your Index Score  Public

# Independent Decisions

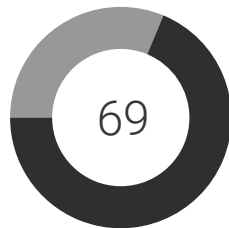
In general, do you have much or little freedom to make independent decisions in your job?



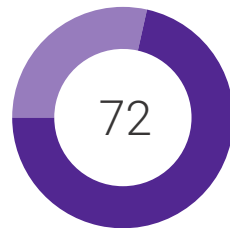
Answers Distribution



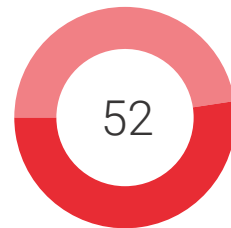
Your Score



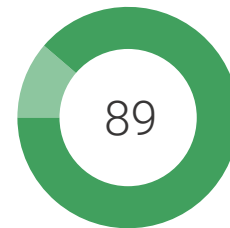
Public



Private



Lowest Score



Highest Score

Response	Count	%
Very much	33	28,4
Rather much	48	41,4
Moderate	28	24,1
Rather little	7	6,0
Very little	0	0,0
Valid answers	116	100,0
Did not answer	0	0,0
Total answers	116	100

Descriptives			
Mean	3,92	Std. deviation	0,88
Median	4,00		



# Group Comparison | Independent Decisions

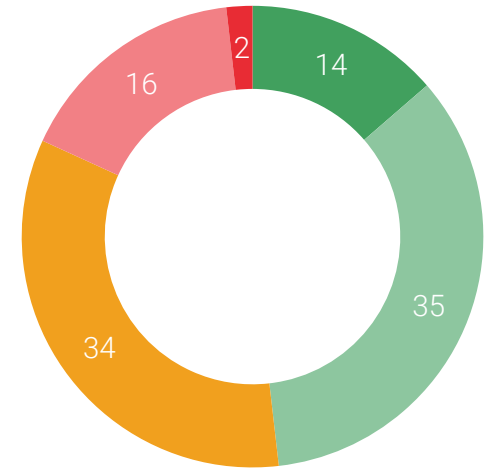
## Background

	Answers Distribution			Mean score				
	Much	Mod.	Little	1	2	3	4	5
All (116)	70	24	6	3,9				
Male (39)	77	18	5	4,1				
Female (64)	67	27	6	3,9				
<25 years (3)	100	0	0	4,0				
26-35 years (19)	84	16	0	4,3				
36-45 years (29)	55	41	3	3,8				
46-55 years (37)	68	27	5	3,9				
56-65 years (14)	86	0	14	4,1				
> 66 years (2)	100	0	0	4,0				
<b>Employment in years</b>	Much	Mod.	Little	1	2	3	4	5
Shorter than 1 year (37)	73	19	8	4,0				
1-3 year (22)	73	27	0	4,0				
4-6 year (17)	71	24	6	3,9				
7-10 year (13)	69	23	8	3,8				
More than 10 year (18)	61	33	6	3,9				

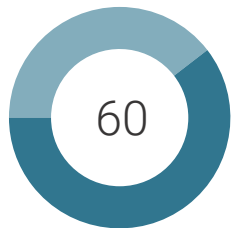
	Answers Distribution			Mean score				
	Much	Mod.	Little	1	2	3	4	5
<b>Net Promoter Score</b>	Much	Mod.	Little	1	2	3	4	5
Detractors (33)	45	52	3	3,5				
Passives (45)	67	22	11	3,8				
Promoters (36)	94	3	3	4,4				
<b>Trust Index</b>	Much	Mod.	Little	1	2	3	4	5
Sceptical (27)	37	48	15	3,3				
Passives (44)	73	20	7	3,9				
Secure (44)	86	14	0	4,4				
<b>Loyalty Index</b>	Much	Mod.	Little	1	2	3	4	5
Wanderers (19)	47	37	16	3,4				
Passives (39)	59	36	5	3,7				
Loyal (57)	84	12	4	4,3				
<b>Loyalty Index</b>	Much	Mod.	Little	1	2	3	4	5
Primary education (4)	50	25	25	3,5				
Middle school ed. (23)	65	30	4	3,8				
Univeristy education (79)	72	23	5	4,0				

# Advancement Opportunities

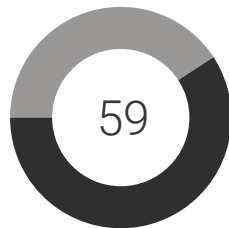
Do you have much or little opportunity to advance within your company?



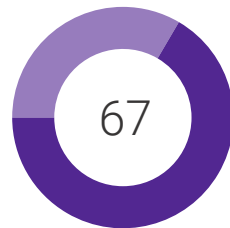
Answers Distribution



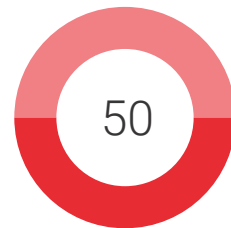
Your Score



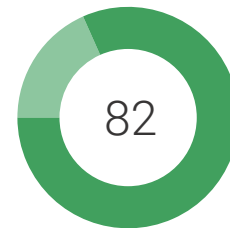
Public



Private



Lowest Score



Highest Score

Response	Count	%
Very much	15	13,6
Rather much	38	34,5
Moderate	37	33,6
Rather little	18	16,4
Very little	2	1,8
Valid answers	110	95,7
Did not answer	5	4,3
Total answers	115	100

Descriptives			
Mean	3,42	Std. deviation	0,98
Median	3,00		



# Group Comparison | Advancement Opportunit

## Background

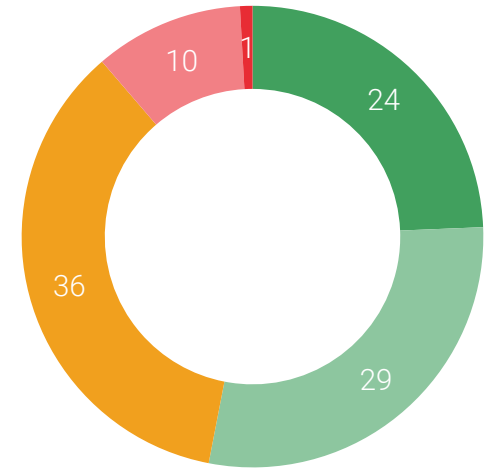
	Answers Distribution			Mean score				
	Much	Mod.	Little	1	2	3	4	5
All (115)	48	34	18	3,4				
Male (39)	56	28	15	3,6				
Female (63)	47	35	18	3,3				
<25 years (3)	67	0	33	3,3				
26-35 years (19)	58	16	26	3,5				
36-45 years (29)	52	37	11	3,5				
46-55 years (36)	46	34	20	3,4				
56-65 years (14)	46	46	8	3,5				
> 66 years (2)	50	50	0	3,5				
<b>Employment in years</b>	Much	Mod.	Little	1	2	3	4	5
Shorter than 1 year (36)	59	38	3	3,7				
1-3 year (22)	57	14	29	3,3				
4-6 year (17)	29	29	41	3,0				
7-10 year (13)	54	31	15	3,5				
More than 10 year (18)	39	50	11	3,4				

	Answers Distribution			Mean score				
	Much	Mod.	Little	1	2	3	4	5
<b>Net Promoter Score</b>	Much	Mod.	Little	1	2	3	4	5
Detractors (33)	23	48	29	2,9				
Passives (45)	36	45	19	3,3				
Promoters (35)	86	6	9	4,1				
<b>Trust Index</b>	Much	Mod.	Little	1	2	3	4	5
Sceptical (27)	8	65	27	2,8				
Passives (44)	50	33	18	3,4				
Secure (43)	72	14	14	3,8				
<b>Loyalty Index</b>	Much	Mod.	Little	1	2	3	4	5
Wanderers (19)	24	59	18	3,0				
Passives (39)	30	46	24	3,1				
Loyal (56)	69	16	15	3,8				
<b>Loyalty Index</b>	Much	Mod.	Little	1	2	3	4	5
Primary education (4)	75	0	25	3,8				
Middle school ed. (23)	30	48	22	3,1				
Univeristy education (78)	53	31	16	3,5				

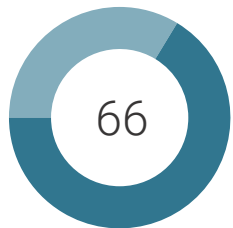


# Opinion Matters

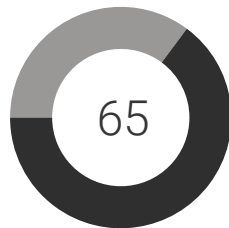
Does your opinion matter in your job?



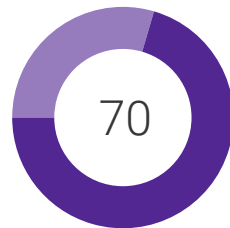
Answers Distribution



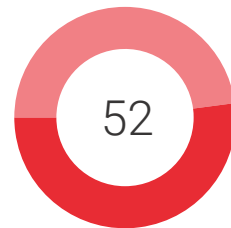
Your Score



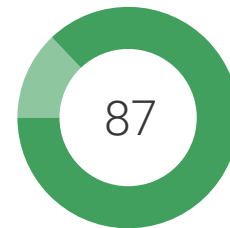
Public



Private



Lowest Score



Highest Score

Response	Count	%
Very much	28	24,3
Rather much	33	28,7
Moderate	41	35,7
Rather little	12	10,4
Very little	1	0,9
Valid answers	115	99,1
Did not answer	1	0,9
Total answers	116	100

Descriptives			
Mean	3,65	Std. deviation	0,99
Median	4,00		



# Group Comparison | Opinion Matters

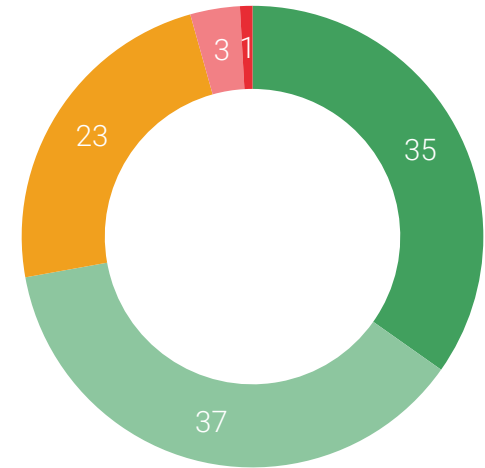
## Background

	Answers Distribution			Mean score				
	Much	Moderate	Little	1	2	3	4	5
All (116)	53	36	11	3,7				
Male (39)	67	26	8	3,8				
Female (64)	49	43	8	3,7				
<25 years (3)	33	67	0	3,3				
26-35 years (19)	68	21	11	3,9				
36-45 years (29)	55	38	7	3,7				
46-55 years (37)	54	43	3	3,8				
56-65 years (14)	54	15	31	3,4				
> 66 years (2)	50	50	0	3,5				
<b>Employment in years</b>	Much	Moderate	Little	1	2	3	4	5
Shorter than 1 year (37)	69	25	6	3,9				
1-3 year (22)	59	23	18	3,8				
4-6 year (17)	47	47	6	3,6				
7-10 year (13)	23	77	0	3,3				
More than 10 year (18)	50	33	17	3,4				

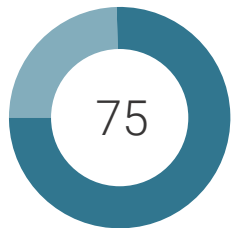
	Answers Distribution			Mean score				
	Much	Moderate	Little	1	2	3	4	5
<b>Net Promoter Score</b>	Much	Moderate	Little	1	2	3	4	5
Detractors (33)	27	52	21	3,1				
Passives (45)	43	43	14	3,5				
Promoters (36)	89	11	0	4,4				
<b>Trust Index</b>	Much	Moderate	Little	1	2	3	4	5
Sceptical (27)	22	56	22	3,0				
Passives (44)	49	42	9	3,6				
Secure (44)	77	16	7	4,1				
<b>Loyalty Index</b>	Much	Moderate	Little	1	2	3	4	5
Wanderers (19)	37	37	26	3,2				
Passives (39)	28	59	13	3,3				
Loyal (57)	77	18	5	4,1				
<b>Loyalty Index</b>	Much	Moderate	Little	1	2	3	4	5
Primary education (4)	50	50	0	3,5				
Middle school ed. (23)	39	35	26	3,2				
Univeristy education (79)	62	35	4	3,9				

# Flexibility

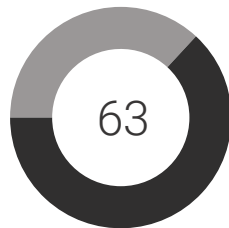
Do you have much or little flexibility in your job?



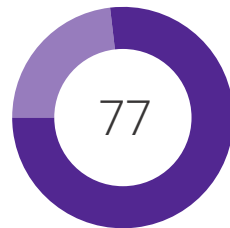
Answers Distribution



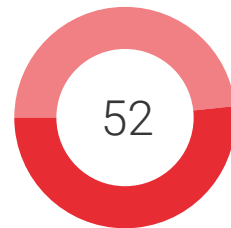
Your Score



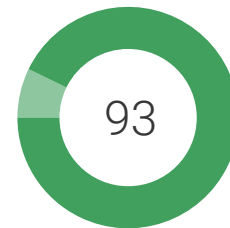
Public



Private



Lowest Score



Highest Score

Response	Count	%
Very much	40	34,8
Rather much	43	37,4
Moderate	27	23,5
Rather little	4	3,5
Very little	1	0,9
Valid answers	115	99,1
Did not answer	1	0,9
Total answers	116	100

Descriptives			
Mean	4,02	Std. deviation	0,90
Median	4,00		



# Group Comparison | Flexibility

## Background

	Answers Distribution			Mean score				
	Much	Mod.	Little	1	2	3	4	5
All (116)	72	23	4	4,0				
Male (39)	79	13	8	4,3				
Female (64)	67	30	3	3,9				
<25 years (3)	50	50	0	3,5				
26-35 years (19)	84	11	5	4,5				
36-45 years (29)	72	28	0	3,9				
46-55 years (37)	68	27	5	4,0				
56-65 years (14)	71	14	14	4,1				
> 66 years (2)	50	50	0	3,5				
<b>Employment in years</b>	Much	Mod.	Little	1	2	3	4	5
Shorter than 1 year (37)	78	19	3	4,1				
1-3 year (22)	82	18	0	4,2				
4-6 year (17)	65	24	12	3,8				
7-10 year (13)	69	31	0	3,9				
More than 10 year (18)	56	33	11	3,8				

	Answers Distribution			Mean score				
	Much	Mod.	Little	1	2	3	4	5
<b>Net Promoter Score</b>	Much	Mod.	Little	1	2	3	4	5
Detractors (33)	70	27	3	3,8				
Passives (45)	66	25	9	3,8				
Promoters (36)	81	19	0	4,4				
<b>Trust Index</b>	Much	Mod.	Little	1	2	3	4	5
Sceptical (27)	70	30	0	3,8				
Passives (44)	63	28	9	3,8				
Secure (44)	82	16	2	4,3				
<b>Loyalty Index</b>	Much	Mod.	Little	1	2	3	4	5
Wanderers (19)	72	22	6	3,8				
Passives (39)	67	23	10	3,8				
Loyal (57)	75	25	0	4,2				
<b>Loyalty Index</b>	Much	Mod.	Little	1	2	3	4	5
Primary education (4)	50	50	0	3,8				
Middle school ed. (23)	57	26	17	3,6				
Univeristy education (79)	77	22	1	4,2				

# KEY INDEXES



brandr<sup>®</sup>  
**Employee and  
brand Index**

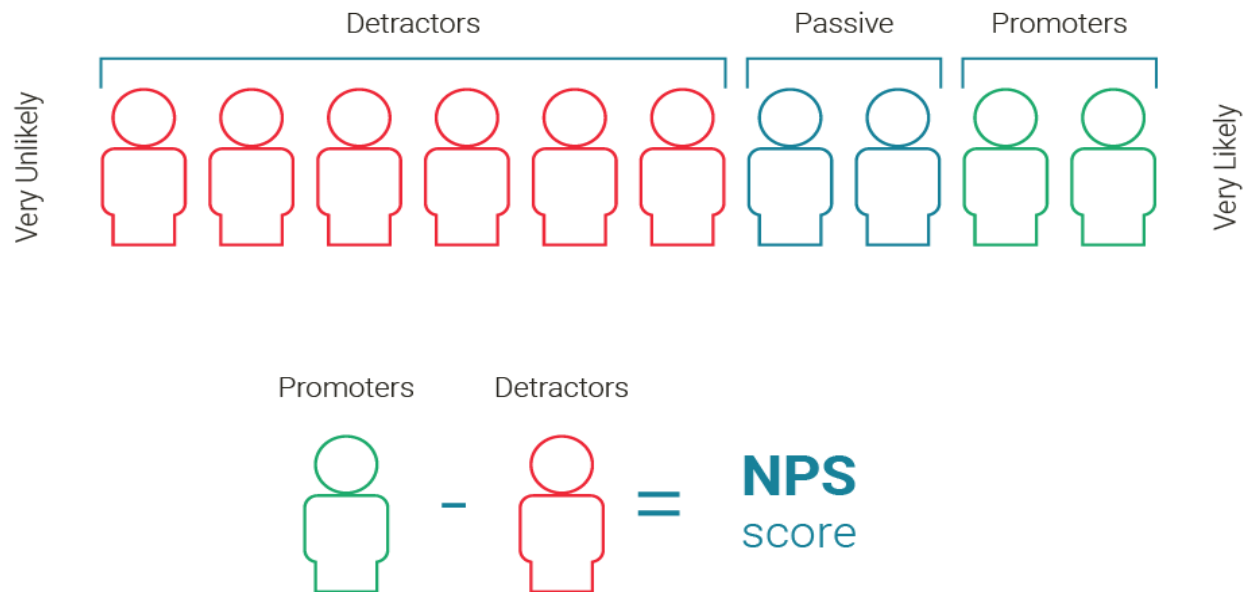
# Net Promoter Score

**To measure the overall customer satisfaction of your brand and how likely your customers are to recommend your brand to friends or relatives, the Net Promoter Score of the brand is measured.**

Net Promoter Score (NPS) is a mathematical classification of a employees brand loyalty. Usually measured within the scale of 1-10, it provides a simplified, yet highly effective vision of a provider's brand popularity and share-ability amongst its employees.

The Net Promoter Score Question is simple but the responses collected to this one question could be critical to your organization's growth strategy. This is especially the case when you are considering the future of your product/service and how it can grow "organically" through word-of-mouth.

You are further able to use your employees' NPS score as a background variable to explore your brand's results on all the brandr constructs.

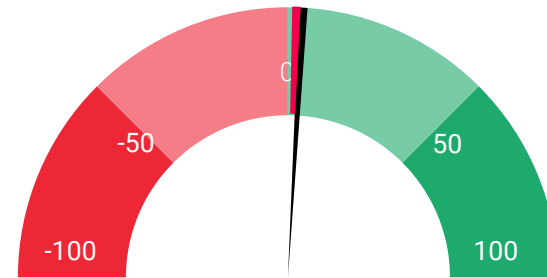
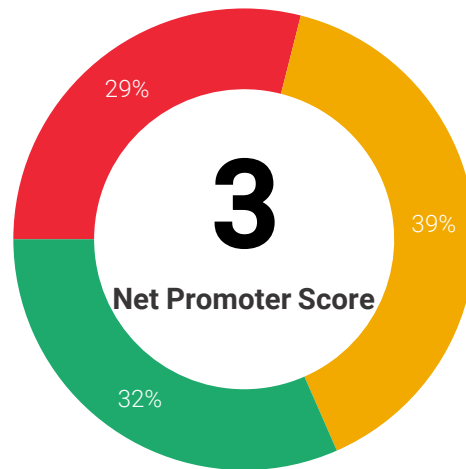


# Net Promoter Score Results

How likely are you to recommend Demo Company to a friend/colleague/relative?

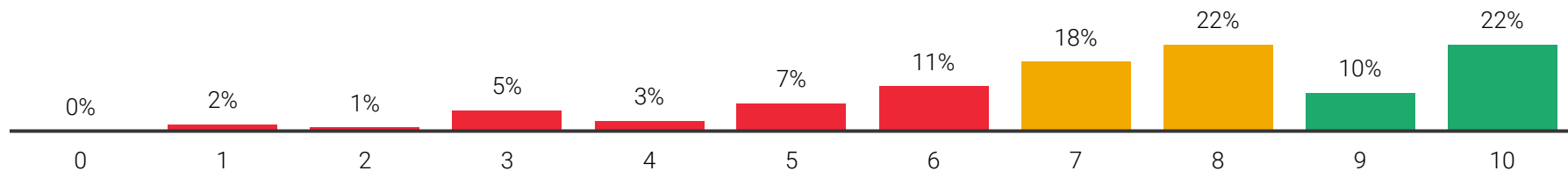
## NPS Total

32	Promoters	36
39	Passives	45
29	Detractors	33



Based on the global NPS standards, any score above 0 would be considered good, 50 and above being excellent while 70 and above is considered world-class.

## Score Breakdown



# Group Comparison | Net Promoter Score

## Background

	Answers Distribution				Mean score	
	9-10	7-8	1-6	0	5	10
All (116)	32	39	29		7,4	
Male (38)	37	39	24		7,6	
Female (63)	32	41	27		7,6	
<25 years (3)	33	67	0		7,7	
26-35 years (19)	42	42	16		7,9	
36-45 years (29)	18	36	46		6,6	
46-55 years (37)	35	41	24		7,8	
56-65 years (14)	38	38	23		7,8	
> 66 years (2)	100	0	0		10,0	
<b>Employment in years</b>	9-10	7-8	1-6	0	5	10
Shorter than 1 year (37)	35	41	24		7,7	
1-3 year (22)	32	45	23		7,2	
4-6 year (17)	25	31	44		7,2	
7-10 year (13)	23	38	38		7,2	
More than 10 year (18)	41	47	12		8,1	

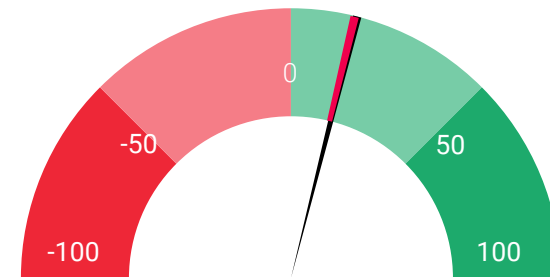
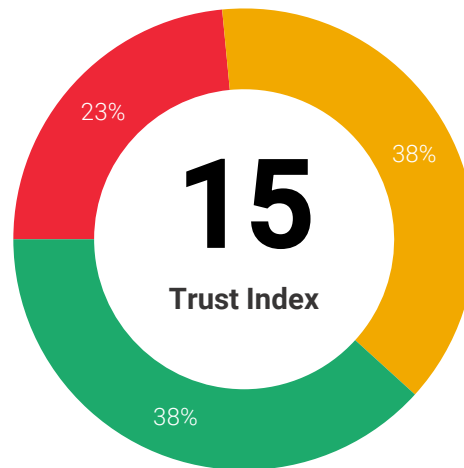
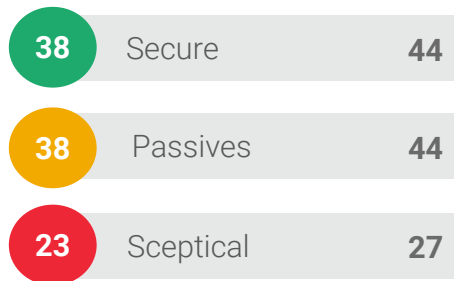
	Answers Distribution				Mean score	
	9-10	7-8	1-6	0	5	10
<b>Net Promoter Score</b>	9-10	7-8	1-6	0	5	10
Detractors (33)	0	0	100		4,6	
Passives (45)	0	100	0		7,6	
Promoters (36)	100	0	0		9,7	
<b>Trust Index</b>	9-10	7-8	1-6	0	5	10
Sceptical (27)	0	11	89		4,7	
Passives (44)	16	66	18		7,5	
Secure (44)	67	30	2		8,9	
<b>Loyalty Index</b>	9-10	7-8	1-6	0	5	10
Wanderers (19)	11	26	63		5,3	
Passives (39)	8	46	46		6,5	
Loyal (57)	55	39	5		8,7	
<b>Búseta</b>	9-10	7-8	1-6	0	5	10
Primary education (4)	75	25	0		9,3	
Middle school ed. (19)	36	36	27		7,5	
Univeristy education (83)	29	42	28		7,5	



# Trust Index Results

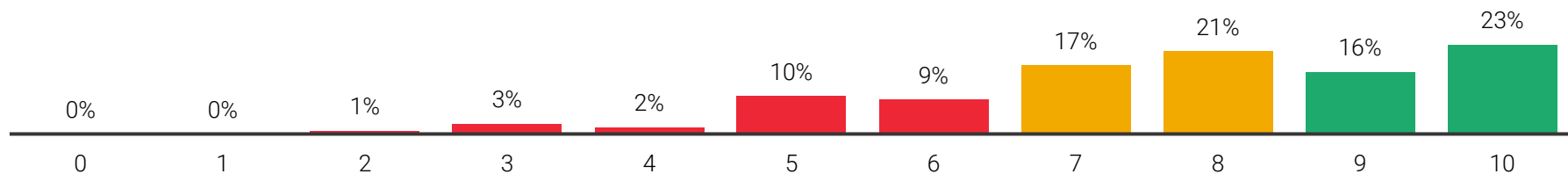
How well or poorly do you trust Demo Company?

## Trust Index Total



Based on the global NPS standards, any score above 0 would be considered good, 50 and above being excellent while 70 and above is considered world-class.

## Score Breakdown



# Group Comparison | Trust Index

## Background

	Answers Distribution				Mean score	
	9-10	7-8	1-6	0	5	10
All (116)	32	39	29		7,4	
Male (38)	37	39	24		7,6	
Female (63)	32	41	27		7,6	
<25 years (3)	33	67	0		7,7	
26-35 years (19)	42	42	16		7,9	
36-45 years (29)	18	36	46		6,6	
46-55 years (37)	35	41	24		7,8	
56-65 years (14)	38	38	23		7,8	
> 66 years (2)	100	0	0		10,0	
<b>Employment in years</b>	9-10	7-8	1-6	0	5	10
Shorter than 1 year (37)	35	41	24		7,7	
1-3 year (22)	32	45	23		7,2	
4-6 year (17)	25	31	44		7,2	
7-10 year (13)	23	38	38		7,2	
More than 10 year (18)	41	47	12		8,1	

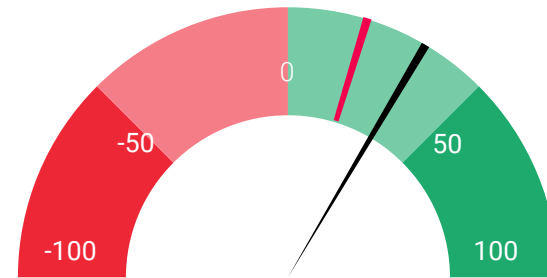
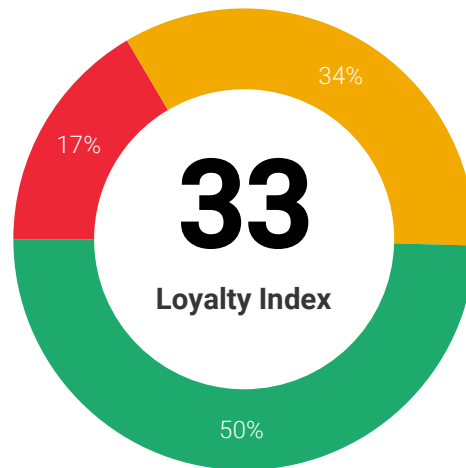
	Answers Distribution				Mean score	
	9-10	7-8	1-6	0	5	10
<b>Net Promoter Score</b>	9-10	7-8	1-6	0	5	10
Detractors (33)	0	0	100		4,6	
Passives (45)	0	100	0		7,6	
Promoters (36)	100	0	0		9,7	
<b>Trust Index</b>	9-10	7-8	1-6	0	5	10
Sceptical (27)	0	11	89		4,7	
Passives (44)	16	66	18		7,5	
Secure (44)	67	30	2		8,9	
<b>Loyalty Index</b>	9-10	7-8	1-6	0	5	10
Wanderers (19)	11	26	63		5,3	
Passives (39)	8	46	46		6,5	
Loyal (57)	55	39	5		8,7	
<b>Búseta</b>	9-10	7-8	1-6	0	5	10
Primary education (4)	75	25	0		9,3	
Middle school ed. (19)	36	36	27		7,5	
Univeristy education (83)	29	42	28		7,5	

# Loyalty Index Results

How loyal or unloyal do you consider yourself to Demo Company?

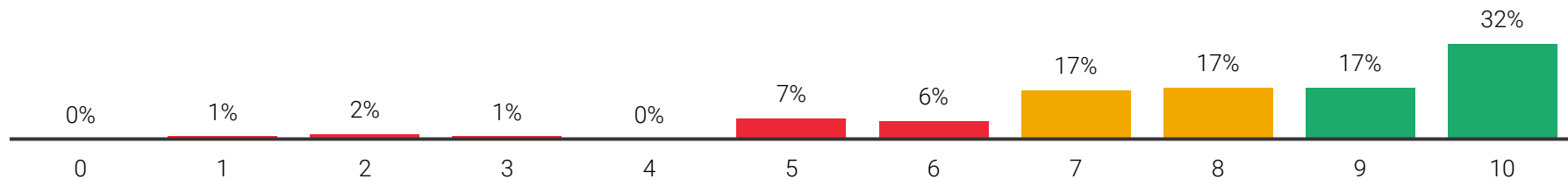
## Loyalty Index Total

50	Loyal	57
34	Passives	39
17	Wanderers	19



Based on the global NPS standards, any score above 0 would be considered good, 50 and above being excellent while 70 and above is considered world-class.

## Score Breakdown



# Group Comparison | Loyal Index

## Background

	Answers Distribution				Mean score	
	9-10	7-8	1-6	0	5	10
All (116)	32	39	29		7,4	
Male (38)	37	39	24		7,6	
Female (63)	32	41	27		7,6	
<25 years (3)	33	67	0		7,7	
26-35 years (19)	42	42	16		7,9	
36-45 years (29)	18	36	46		6,6	
46-55 years (37)	35	41	24		7,8	
56-65 years (14)	38	38	23		7,8	
> 66 years (2)	100	0	0		10,0	
<b>Employment in years</b>	9-10	7-8	1-6	0	5	10
Shorter than 1 year (37)	35	41	24		7,7	
1-3 year (22)	32	45	23		7,2	
4-6 year (17)	25	31	44		7,2	
7-10 year (13)	23	38	38		7,2	
More than 10 year (18)	41	47	12		8,1	

	Answers Distribution				Mean score	
	9-10	7-8	1-6	0	5	10
<b>Net Promoter Score</b>	9-10	7-8	1-6	0	5	10
Detractors (33)	0	0	100		4,6	
Passives (45)	0	100	0		7,6	
Promoters (36)	100	0	0		9,7	
<b>Trust Index</b>	9-10	7-8	1-6	0	5	10
Sceptical (27)	0	11	89		4,7	
Passives (44)	16	66	18		7,5	
Secure (44)	67	30	2		8,9	
<b>Loyalty Index</b>	9-10	7-8	1-6	0	5	10
Wanderers (19)	11	26	63		5,3	
Passives (39)	8	46	46		6,5	
Loyal (57)	55	39	5		8,7	
<b>Búseta</b>	9-10	7-8	1-6	0	5	10
Primary education (4)	75	25	0		9,3	
Middle school ed. (19)	36	36	27		7,5	
Univeristy education (83)	29	42	28		7,5	



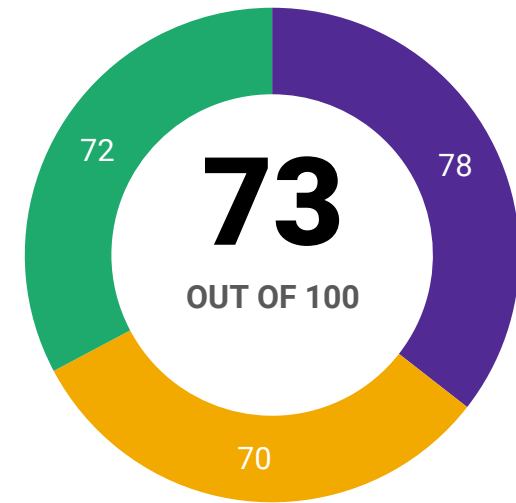
# THE EMPLOYEE AND BRAND INDEX



brandr  
**Employee and  
brand Index**

# The Employee and Brand Index Score

Demo Company obtained a score of 73 on the The Employee and Brand Index



# Common Questions and Answers

## **How are the data collected?**

A link to an online questionnaire is sent out, along with an introduction message, from the company's general email address to a sample of the employees or directly from brandr depending on the customer's preference. All gathered data is untraceable to individual employees.

## **How can I be sure that my data are not shared with others?**

Brandr ensures the safety of your information. Only the total average mean for all measured brands will be presented to others. By only presenting a calculated mean of all the measured brands it is impossible to identify the score of any individual brand.

## **Who stores the data?**

During the data collection all data are stored on servers that are colocated in off-site data centers that undergo periodic SSAE 16 SOC audits and are constantly monitored for unauthorized access. When the data are analyzed the data are encrypted and stored on secure local servers in Iceland.

## **What does my The Employee and Brand Index actually mean?**

The index score gives you a hint showing how employees perceive your brand. It indicates what is being done well and what needs to be fixed. The provided comparisons of each question with the worst, average and best brands offer deeper understanding of employees' brand perceptions in general.

## **How is the final score calculated?**

Each dimension has a different weight. Under each dimension are many questions that weigh differently as well. The concise formulation is not disclosed.



brandr<sup>®</sup>  
**Employee and  
brand Index**