
Frequently asked questions.

All you need to know about taking part in the EO People Survey.

The 'EO People Survey' has been specifically designed to help employee-owned organisations listen to, and act upon, their people's views and to provide an industry standard benchmark of the whole EO sector. It will provide valuable insights to help EO organisations improve employee engagement and the employee experience and to enhance their EO journey.

1. What are the benefits of taking part in the EO People Survey?

There are a number of benefits of taking part in the EO People Survey:

- The survey questions have been designed by employee engagement research specialists with decades of experience, and they are **scientifically-proven to be the drivers of employee engagement**. The survey includes questions on key topics such as leadership, culture, voice, equality and inclusion, wellbeing, reward and performance management.
- The survey has been **specifically designed for employee-owned organisations**, with questions exploring people's experience of the EO journey.
- Participating organisations receive an **insight-driven report** showing where they are performing well and where improvements can be made, particularly **how they can improve employee engagement** and enhance the employee experience (the drivers of engagement).

- The survey results will be **benchmarked against the wider EO sector**, helping to identify each organisation's relative strengths and areas for growth.
- The survey process will be **managed by a team of employee specialists at DJS Research**, making it easy and simple for you to facilitate.

2. I already do an employee survey, why should I take part in this?

We appreciate that some organisations may already run their own employee survey, and in some instances, we expect this to continue to be the case. However, there are a number of ways in which the **EO People Survey could either replace or compliment (run alongside) your in-house survey**, offering additional benefits.

- The survey questions have been **specifically designed for organisations across the employee ownership sector**, to identify the drivers of employee engagement and to enhance the EO journey. This includes a section dedicated to understanding people's views of EO – do they understand what it means; do they act and behave like owners?
- It is the only survey tool offering organisations the opportunity to **benchmark their performance with other EO organisations**.

- Organisations are not just provided with their raw survey results. They are provided with a report which includes valuable insights and deep dive analysis of where they are performing well and where improvements need to be made. This includes **how and where employee engagement can be improved (the priority drivers of engagement)**.
- You can **save time, resources and expense** by using the EO People Survey team at DJS Research to support your organisation through the process. You will receive a dedicated project manager who will support you along the way.

3. Who are DJS Research?

DJS Research are a full-service research agency, employing 100+ partners, and they are proud to have been employee-owned since 2021. They have a team of employee research specialists who have managed surveys like these for more than 120 organisations across the public, private and not for profit sectors.

www.djsresearch.co.uk

4. Is the survey confidential?

Yes, the survey is completely confidential.

For organisations participating through the *Starter* and *Plus* packages, a generic link to access the survey will be provided. This means that it is not possible to identify any individual person from their response.

For those participating through the *Pro* package, DJS Research may distribute unique links for each person by email. This provides a number of benefits – for example, being able to send targeted reminders to those who have not taken part and to 100% ensure only one response is sent per person. However, at no point will anyone outside DJS Research know who did and did not take part in any given survey or have access to data that can identify individuals or small groups.

DJS Research is a company partner of the Market Research Society and abides

by their code of conduct to protect the anonymity of respondents at all times.

There are other ways in which we protect the identity of respondents:

- To protect the anonymity of small groups, only groups (teams, demographic sub-groups etc.) with a **minimum of six responses** will be reported on in any outputs or data tables.
- Any free text comments will be cleaned by the EO People Survey team to remove any identifiable information (e.g. names or job titles).

5. How does the process work?

Starter and *Plus* packages

For organisations participating in the EO People Survey through the *Starter* and *Plus* packages, a generic link and QR code to access the survey will be provided for your own distribution (e.g. by email). The EO People Survey team can also provide a poster showing the link and QR code that can be printed and made available in any locations where there are employees who do not have email access (e.g. depots, catering facilities, care homes).

It will be necessary to provide the EO People Survey team with some further information to populate a number of bespoke elements of the survey content – for example, your team breakdown and grade structure.

To support the survey process, all organisations will also receive the following collateral: a set of FAQs and a privacy guarantee video animation.

For those on the *Plus* package, it is also possible to add up to five new questions to the survey.

All the collected data is sent directly and confidentially to DJS Research for analysis. Organisations will receive an insight-driven report in PowerPoint, showing where they are performing well and where improvements are needed; how they perform against

the EO benchmark; and the drivers of engagement.

Pro package

The *Pro* package is fully bespoke and the process will be agreed on a case-by-case basis depending on the objectives. It is a requirement that *Pro* customers use the core EO People Survey question set, but with the option to customise up to 20 additional/new questions. This ensures there is sufficient data collected within the survey to benefit from the EO benchmark comparisons, but also the flexibility to tailor the content to suit the unique context of the organisation.

The *Pro* package benefits from access to a wide range of additional features:

- Additional output formats including infographics, dashboards and team-level reports.
- Extensive deep dive analysis of the survey findings by demographic group, job role and team.
- Support with action planning and strategic recommendations.
- Senior leadership team presentations and/or workshops.
- Supporting communications and survey branding (e.g. logo, digital poster, screensaver).
- Open text and sentiment coding of free text responses.

6. Can we change or add any questions to the survey?

To ensure it is possible to benchmark the results of each survey, it will be necessary for all participating organisations to run the survey with the full EO People Survey question set. However, it is possible to add up to five new questions as part of the *Plus* package and up to 20 new questions as part of the *Pro* package.

The EO People Survey team can support organisations with the design of any new questions.

7. What type of results outputs will we receive?

Starter and Plus packages

For organisations participating in the survey through the *Starter* and *Plus* packages, they will receive the following results outputs:

- An **insight-driven report in PowerPoint**, detailing the organisation's strengths and areas for improvement, how the results compare to the EO benchmark, the A.C.T employee engagement index scores, the drivers of employee engagement, and the full breakdown of scores at a total and team level.
- A comprehensive set of **data tables in Excel**, with crossbreaks by team, job role (e.g. grade, length of service), and demographics (e.g. age, disability etc.).
- Cleaned and redacted open text comments.

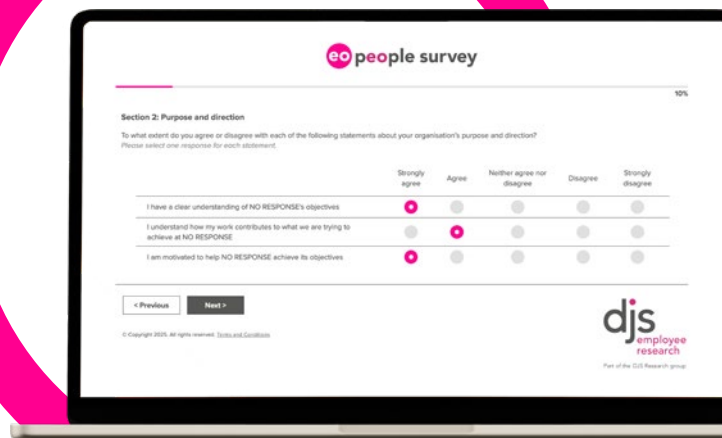
Pro package

For organisations participating in the survey through the *Pro* package, they will receive the same outputs as listed above, but with additional features:

- Demographic and job role **subgroup analysis** within the insight-driven report.
- Open text comment **coding and sentiment analysis**.
- Access to the **Displayr dashboard** to run ad hoc queries on the results, by applying filters and combining variables, and exporting the data into Excel, PowerPoint or pdf.
- **Team-level reports** in PowerPoint.
- Support from our Creative Services team to produce infographic summaries of the results and video animations.

8. How will the results be used by DJS Research?

The EO People Survey team at DJS Research intend to produce an aggregated benchmark of results across the EO sector. This is a combined dataset and at no time will the scores of any individual organisation be made publicly available outside DJS Research. The aggregated benchmark dataset may be reported as a standalone report on a quarterly and annual basis.



9. How much does it cost to participate in the EO people survey?

	Pulse £1,900	Starter £5,200	Plus £6,900	Pro £POA
Core survey questions	✗	✓	✓	✓
Bespoke questions	✗	✗	✓ <5	✓ <20
EO index questions	✓	✓	✓	✓
Supporting collateral supplied	✗	✓	✓	✓
Supporting communications pack	✗	✗	✗	✓
Live response rate tracking	✓	✓	✓	✓
Dedicated email helpline	✓	✓	✓	✓
Insight-driven report	✗	✓	✓	✓
EO benchmarking report	✓	✓	✓	✓
Data tables	✗	✓	✓	✓
Open text coding	✗	✗	✗	✓
Additional output formats	✗	✗	✗	✓
Presentation/workshop	✗	✗	✗	✓

Get in touch with our specialists to find the right survey package for your organisation.

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Part of the DJS Research group