

Workforce Demographics Survey

Our survey methodology provides for secure, confidential, and representative data collection and reporting on the demographic makeup of a workforce allowing individuals to self-identify anonymously through a standard seven-minute survey.

The Workforce Demographics package provides a baseline measurement of a workforce’s demographic makeup in comparison to the broader community. Suitable for any sector across the nation, the survey enables reporting on individual organizations as well aggregated information for regional communities or cohorts. Synthesis of this data can be utilized for informed decisions on advancing diversity, equity and inclusion within individual organizations or across a cohort or region.

WORKFORCE DEMOGRAPHIC COMPONENTS

Base Study Cost for Data Collection **\$12,000**

Data collection on the demographics (age, race/ethnicity, gender identity, sexual orientation and disability status) and workplace satisfaction and psychological safety of a workforce.

Participating Organization Costs **\$40 each for the first 300 participating organizations**
\$20 for each participating organization beyond 300

Participating organizations that achieve a high enough response rate and have 10 or more staff receive a standard aggregated report with results of their organization’s workforce responses that roles up to ensure anonymity while still displaying an organization’s demographic makeup. - *aligns with Candid’s GuideStar organizational demographic profile.* [Link to sample report](#)

Survey Customization **\$5,000 for first 3 custom questions**
\$900 each additional custom question

Community Report **\$8,000**

A standard community report with results for the entire workforce’s responses describing workforce demographics, with a comparison to population demographics in your community. Details can be broken out in more detail by role to show clearer demographic makeup. [Link to sample report](#)

Additional Custom Tables & Analysis **\$1,000 per table**

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Look Before You Buy

Workforce Demographic Studies we've conducted

SMU DataArts has been fortunate to have great partners since launching our Workforce Demographic Studies. A sampling of the dozens of studies we have conducted over the past several years are available on our website.

[Link to our partners studies](#)

Making Your Workforce Demographics Study a Success!

We want you to know what to expect as you begin your workforce demographics study with SMU DataArts. Our goal is to help you administer the study successfully, and achieve high response rates among your workforce.

[Link to how you can prepare for a successful study](#)

Make Ongoing Workforce Demographic Studies a Priority

Conducting a study today will give you a baseline of your staff make up at this moment in time. How will you measure progress in embracing change and meet the needs of an evolving population with unique identities?

Schedule a second or third study in the next two to five years and receive a discount when contracting multiple studies at the same time. No obligation to tie yourself to a future study date, only the first one in the contract.

MULTI-STUDY CONTRACT DISCOUNT	2 STUDIES	3 STUDIES
Percentage off total	10%	15%

Contact businessdevelopment@culturaldata.org for more information.

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