

# Better Workplaces, Better World

## The Story of Louisville's Workforce



Master of Science in Business Analytics 625 | Storytelling with Data (Part Two)



*Blue* Team – Tenure and Job Classification

*Green* Team – Age and Generation Analysis

*Gold* Team – Remote versus Traditional Work

*Black* Team – Employees with Children

*Yellow* Team – Value & Satisfaction

*Red* Team – Job Satisfaction Index

*Orange* Team – The Impact of Covid-19

*Purple* Team – Conclusion & Takeaways from Qualitative Data

Taught by Dr. Zac Goldman and Dr. Abby Koenig

**Better Workplaces, Better World**  
The Story of Louisville's Workforce



Blue Team

Better Workplaces, Better World (Part Two)



Adam Bratcher | Crystal Hodges | Hans Stromberg | Arjun Subedi | Shijie Zhang



83%

Employed Full-Time

1%

Employed but looking to  
change jobs

4.2

National Turnover Rate in  
years (BLS)

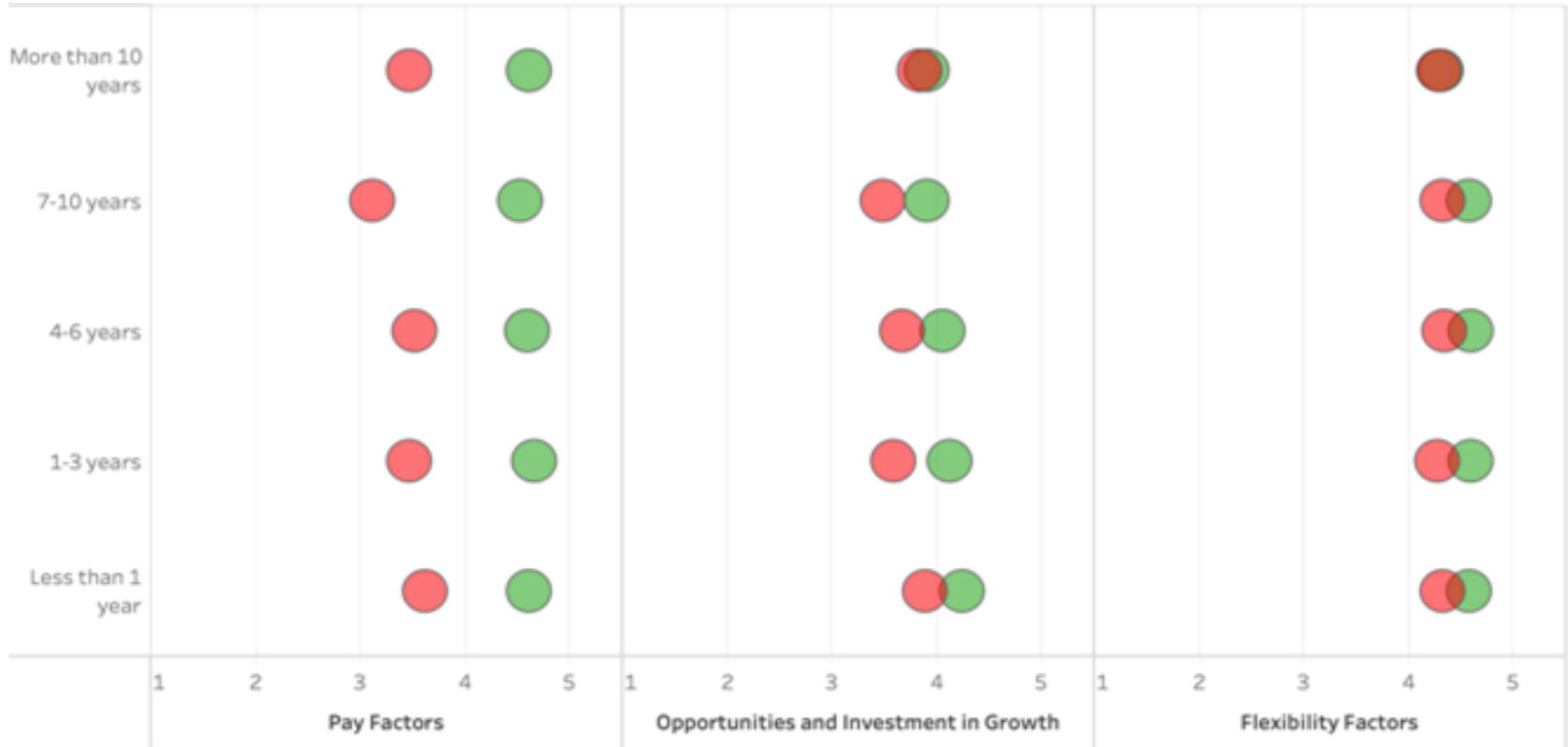
37.6%

Have been in the same  
position for more than 3  
years

The largest gaps between **satisfaction** and **importance** occur in pay factors and opportunities and investment in growth.

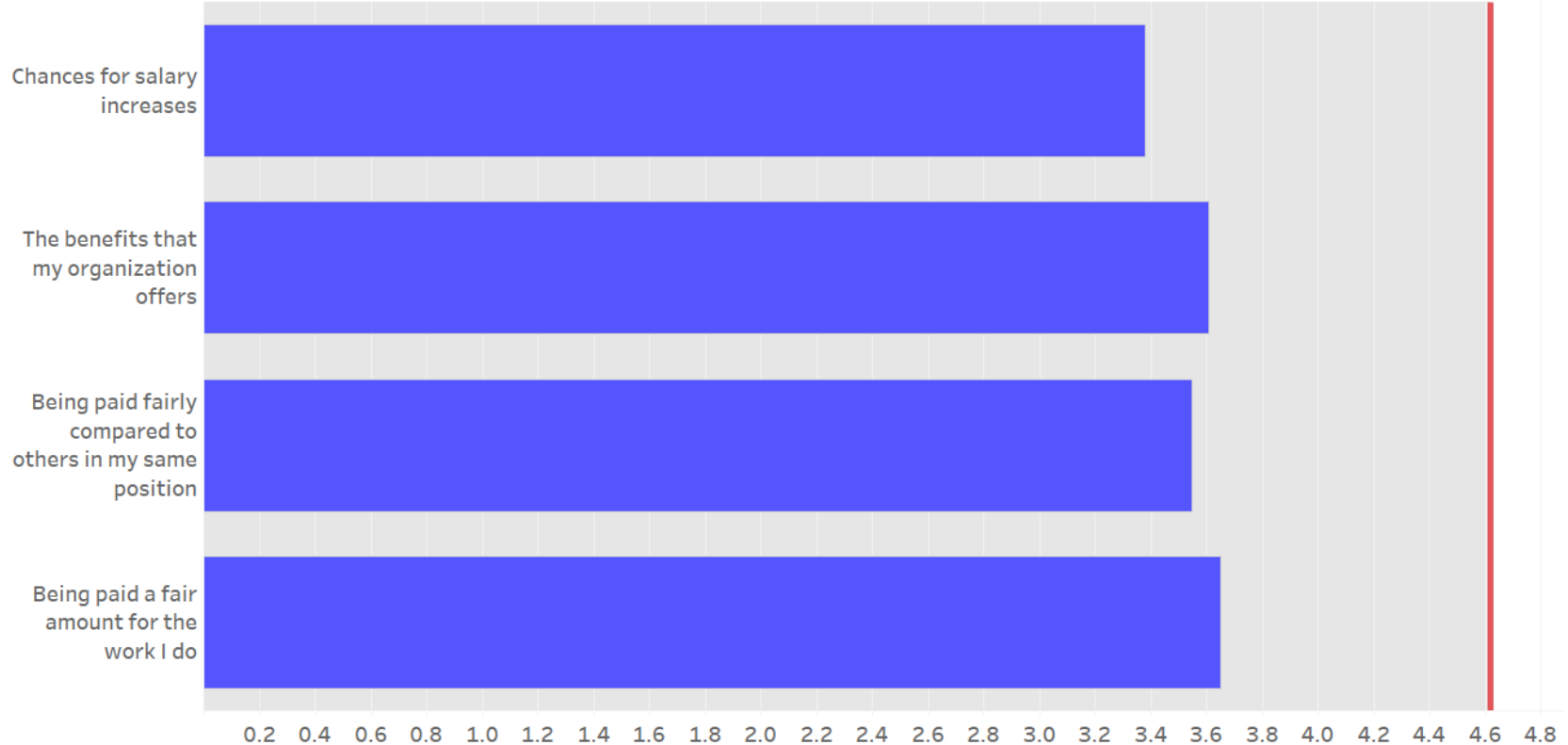


Employees are least satisfied with **pay factors** after **7-10 years** in their current position.



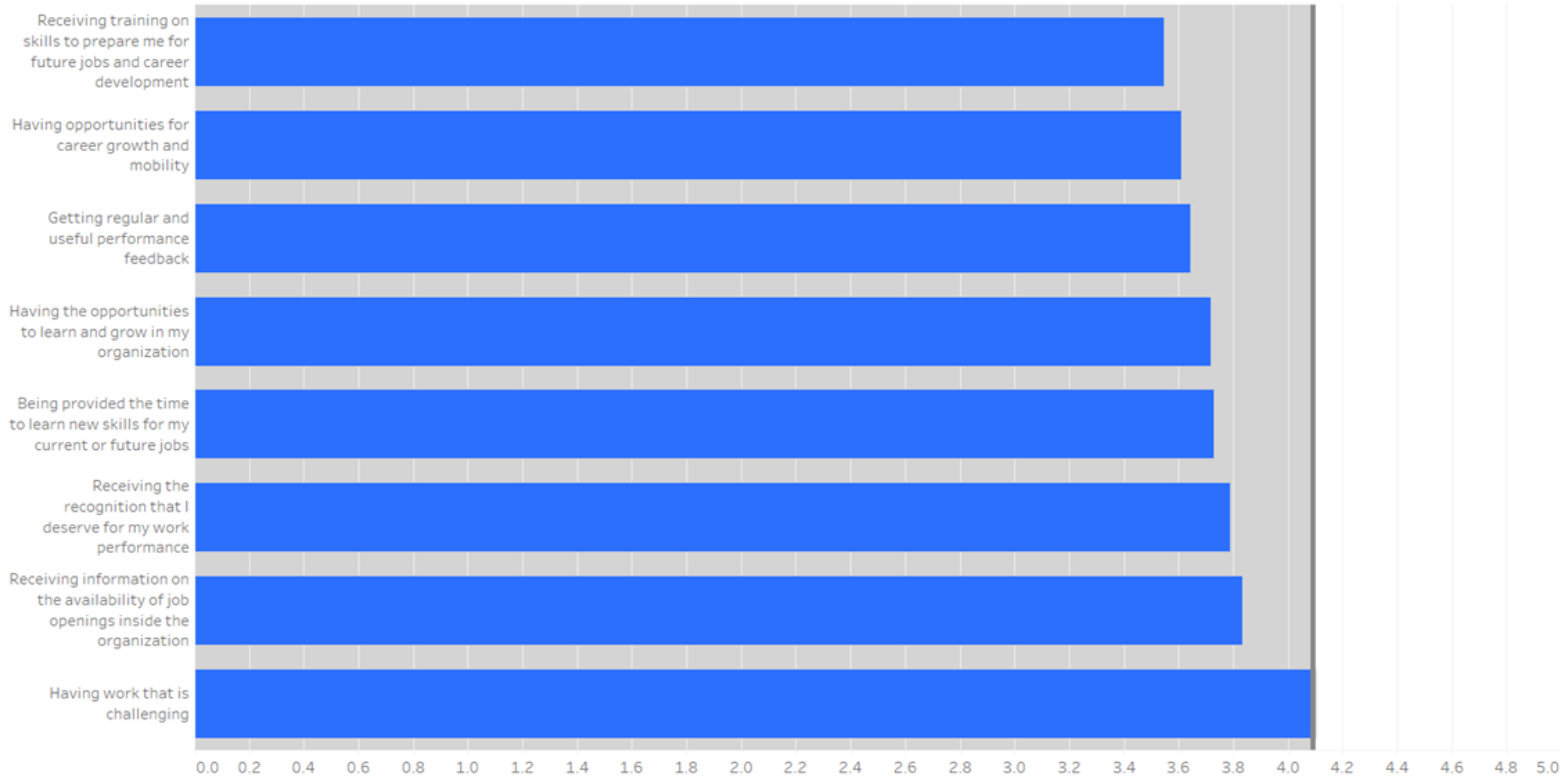
# Employees would like to see more **chances for salary increases.**

Satisfaction with Pay among Full- and Part-Time Employees



# Employees would like more **training for career development.**

Satisfaction with Opportunities and Investment in Growth among Full- and Part-Time Employees





Employers should review their **pay scale** and **training opportunities** to retain employees.

- **Pay:** Offer transparency about factors that relate to salary increases.
- **Pay:** Evaluate benefits package and usage.
- **Opportunities:** Develop soft skills training plan.
- **Opportunities:** Reevaluate performance review process and encourage a frequent-feedback culture.

Green Team

Better Workplaces, Better World (Part Two)



Kyle Hoskins | Kyle Hudson | Emily Poteet-Berndt | Rebekah Roberts | Sean Stills



# Green Team Agenda

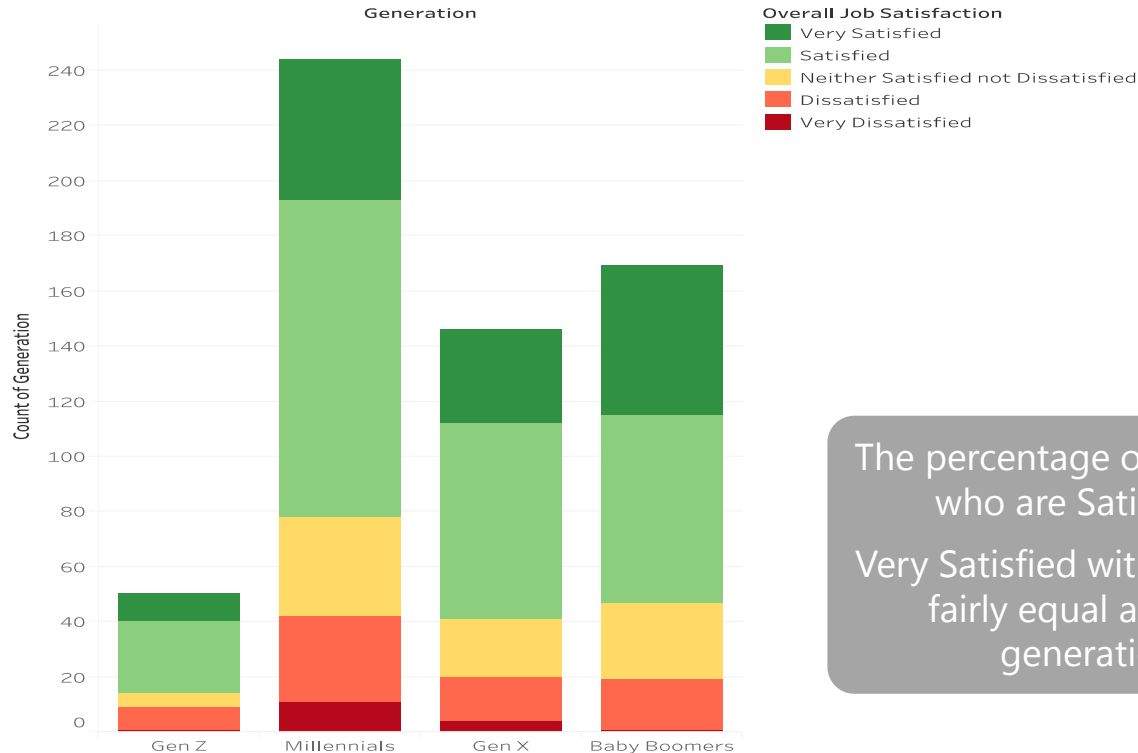
- Overall Job Satisfaction by Generation
- Generational Breakdown by Gender
- Pay Importance vs Satisfaction
- Generational Differences in Benefits Preferred
- Louisville Data & National Data Comparison
  - Benefits Preferred
  - Workplace Satisfaction

To prepare the data, **generational** categories were defined.

Original Data Value	Age Group Represented	Assigned Generation
1	Less than 18	Gen Z
2	18 to 22	Gen Z
3	23 to 27	Gen Z
4	28 to 32	Millennial
5	33 to 37	Millennial
6	38 to 42	Millennial
7	43 to 47	Gen X
8	48 to 52	Gen X
9	53 to 57	Baby Boomer
10	58 to 62	Baby Boomer
11	Over 62	Baby Boomer

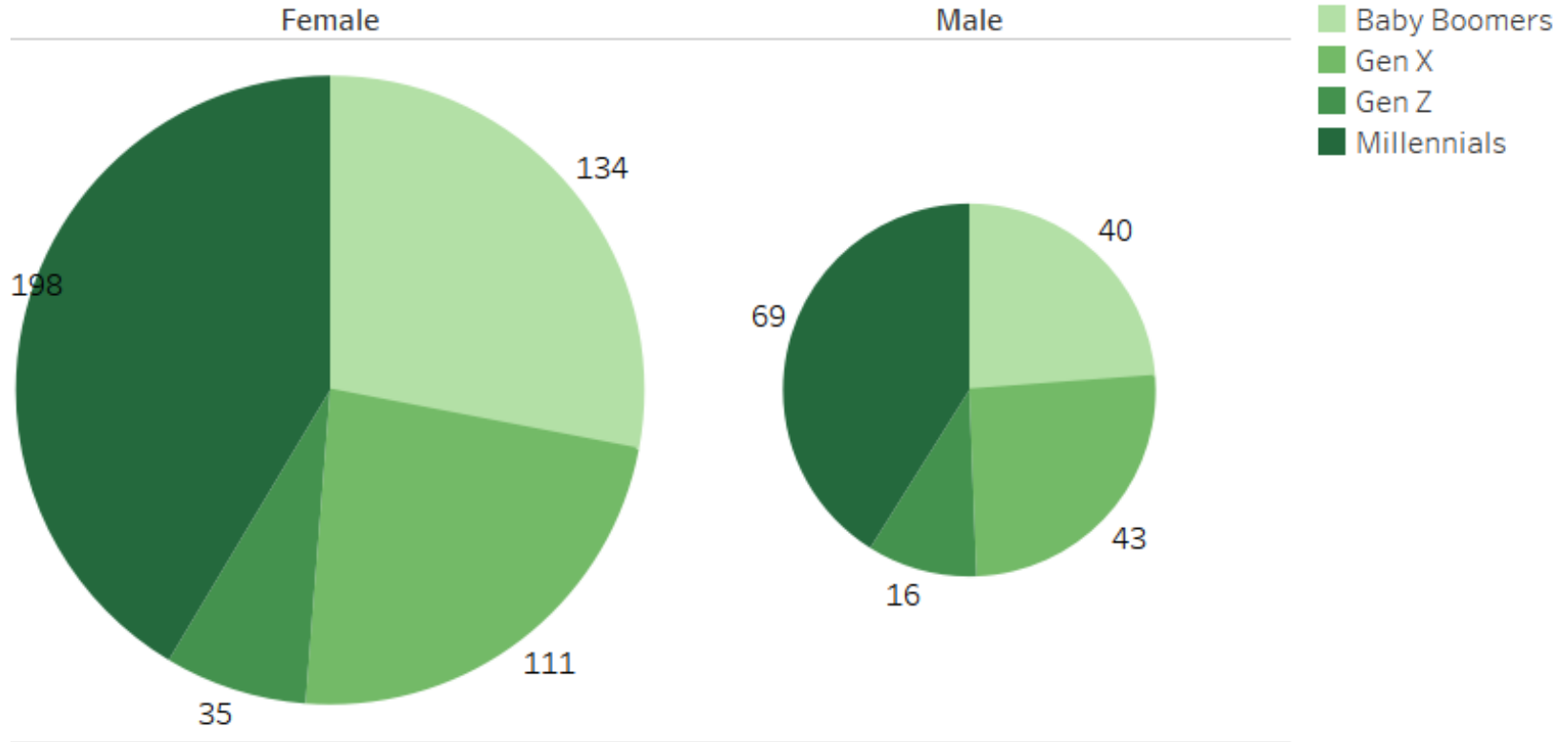
# The percentage of employees who are Dissatisfied or Very Dissatisfied with their job **decreases as age increases.**

Overall Job Satisfaction by Generation

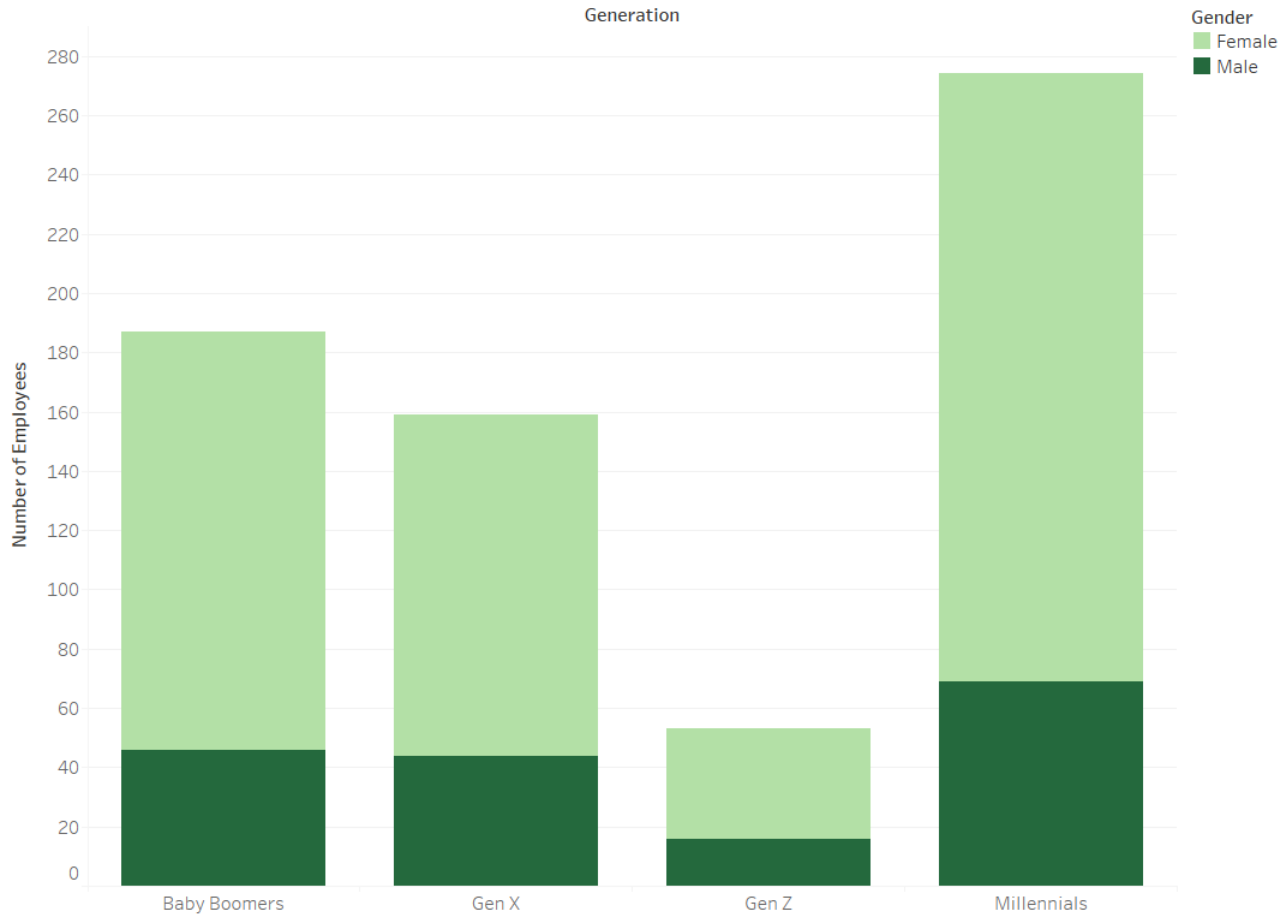


The percentage of employees who are Satisfied or Very Satisfied with their job is fairly equal across all generations

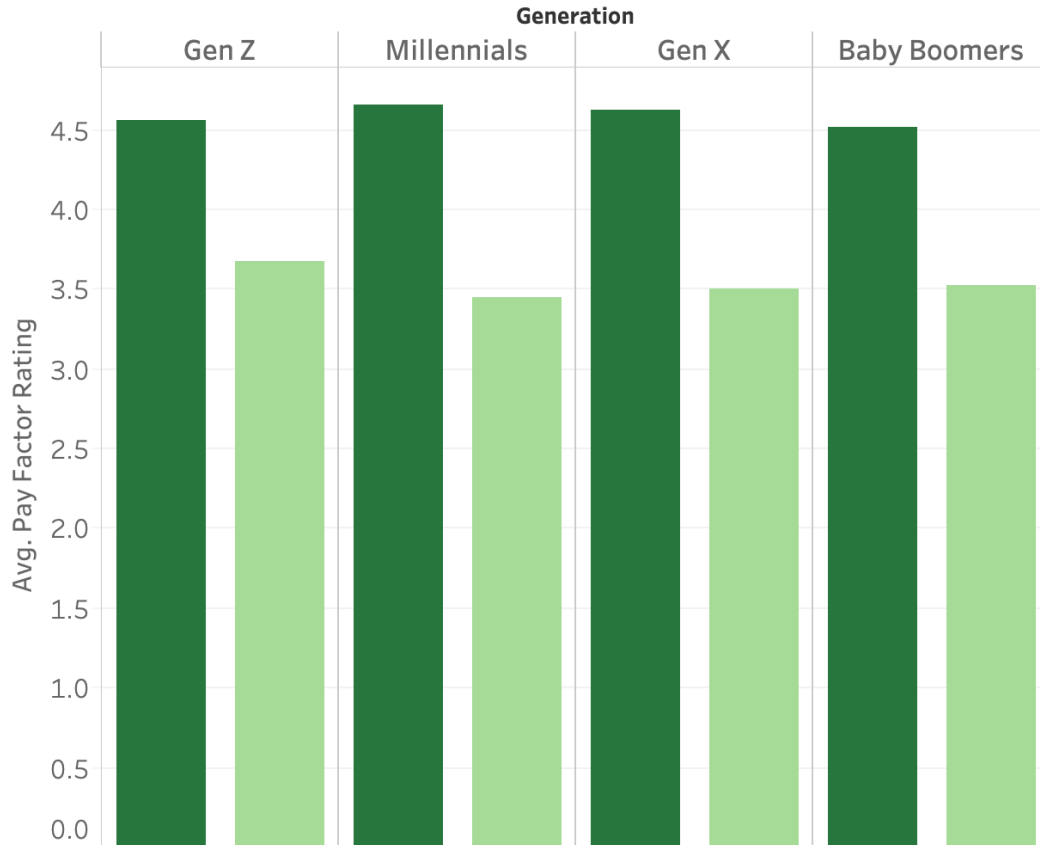
# Comparative Generational Breakdown by Gender



# Generational Gender Breakdown



## Pay Importance vs Satisfaction

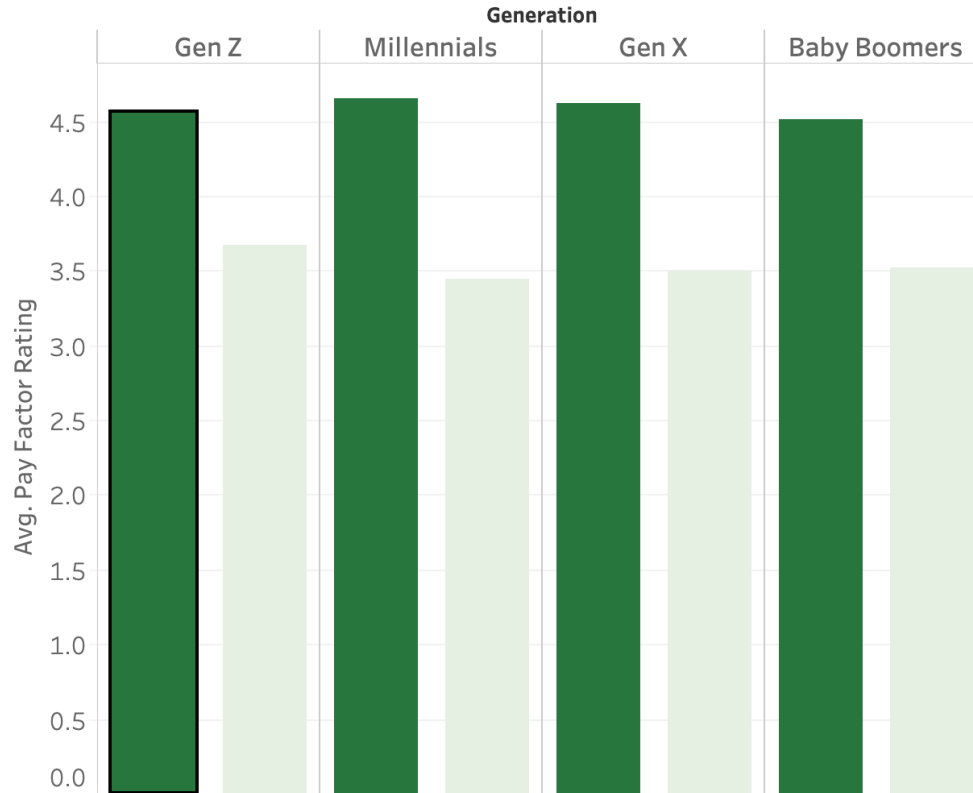


Across generations, pay is important, yet **no group** is fully satisfied.



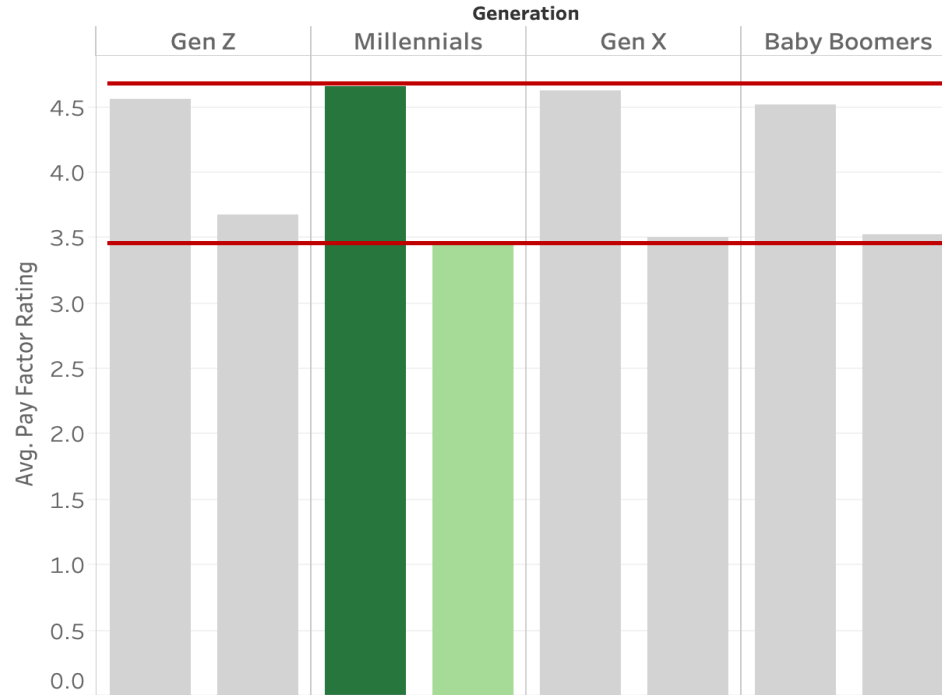
# Pay is rated important **across all generations.**

Pay **Importance** vs **Satisfaction**



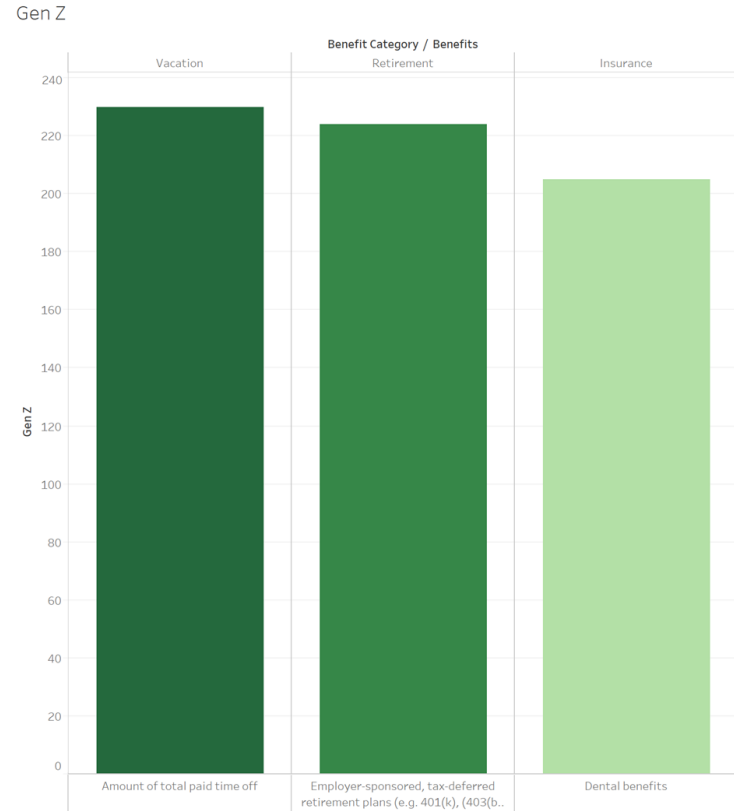
# Millennials harbor the **biggest opportunity** for improvement.

Pay **Importance** vs **Satisfaction**



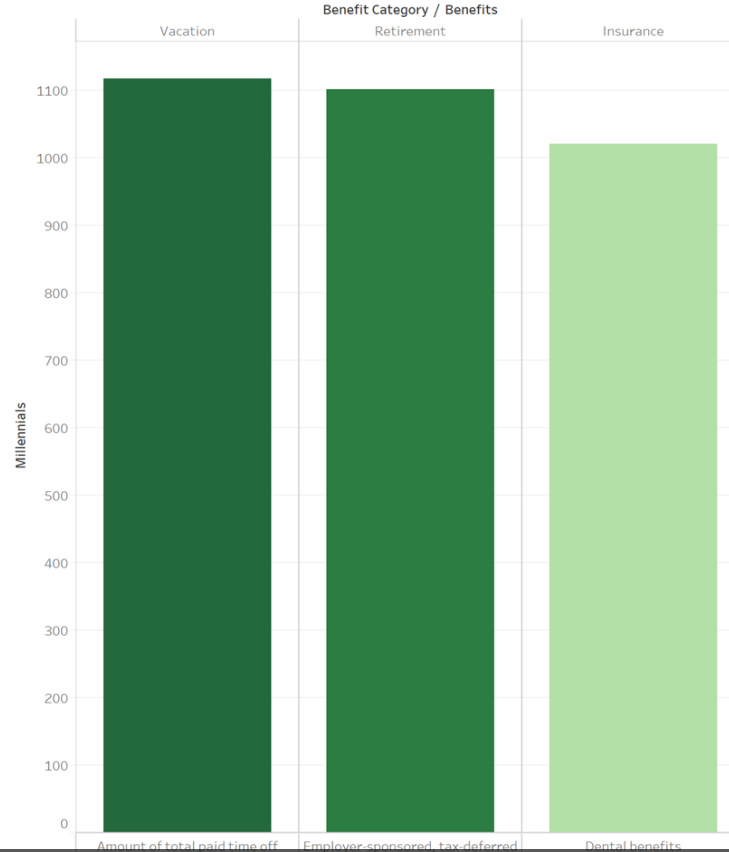
# Gen Z rate **vacation** as the most preferred benefit.

“Since I’m just starting out, tuition reimbursement and pay are more important than retirement or traditional benefits.” Emily (Gen Z)



# Millennials also rate **vacation** as the most preferred.

Millennials

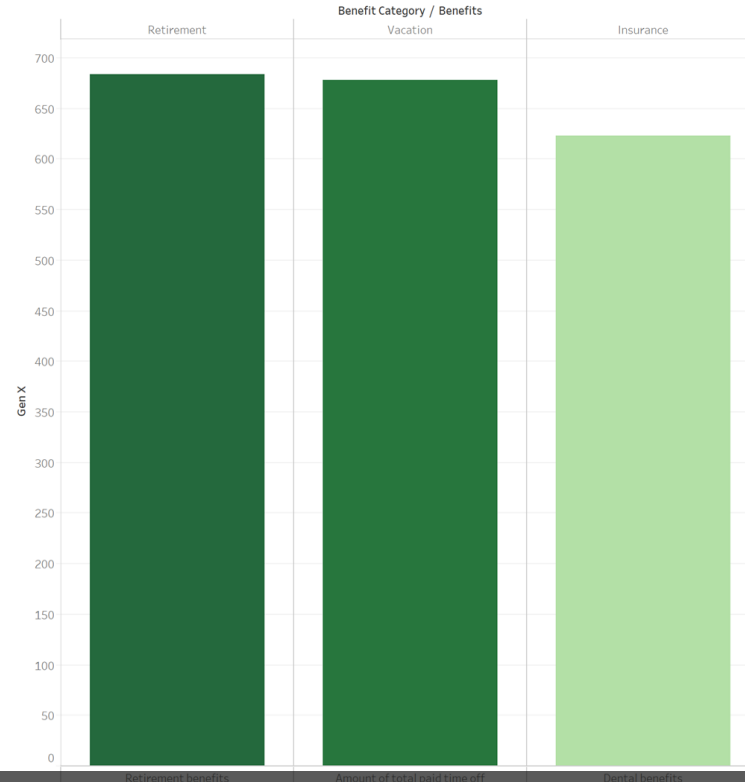


“Since I’m established in my career money isn’t as important to me as family benefits and time off” – Rebekah ( Millennial)

# Gen X rate **retirement** as most preferred benefit, only slightly above vacation.

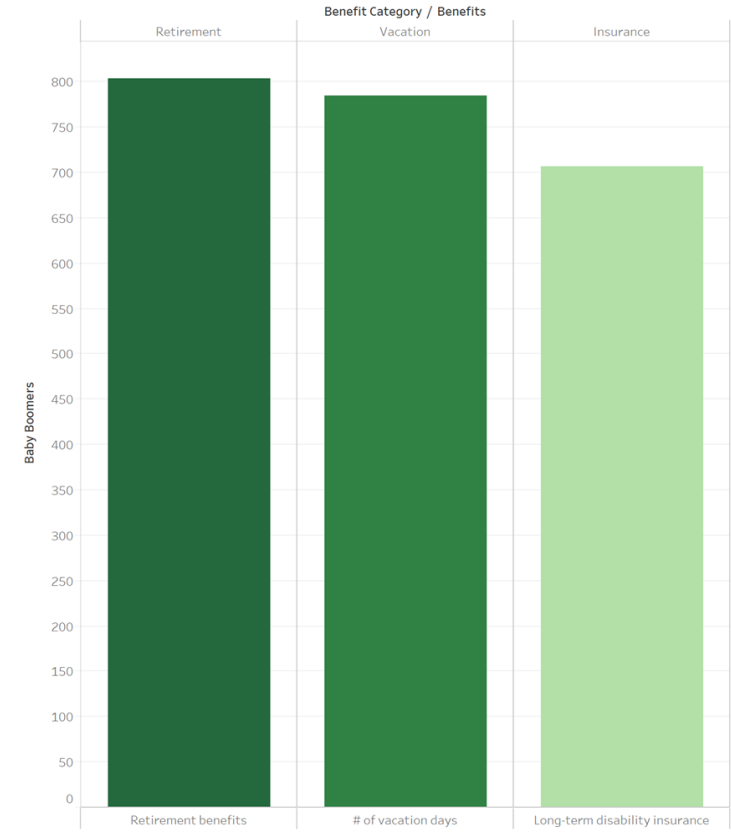
Gen X

“Having health insurance is important, but it would be nice if it wasn't so expensive” Gen Z



# Baby Boomers rate **retirement** as the most preferred benefit.

Baby Boomers



"401k needs to be available day 1, any match should be provided timely, and vestment period should be fair. Health plans should offer both high-deductible and traditional plans to reflect differing needs of all employees." – Baby Boomer

# Louisville Workplace Benefits and Workplace Environment

From the survey data these are the benefits and workplace variables I will be focusing on for Gen X and Millennials.

- **Benefits:**

- Compensation
- Retirement
- Flexible Work Schedule
- Work/Life balance
- Health Benefits
- Feels good about job
- Job Security
- Tuition reimbursement
- Wellness Programs

- **Workplace Variable:**

- Respected Boss
- Safe Work Environment
- Friends at Work
- Praise for Work Done
- Private Workspace
- Open Workspace

# Generational Breakdown: Millennials

From Important (4.0) to Very Important (5.0)

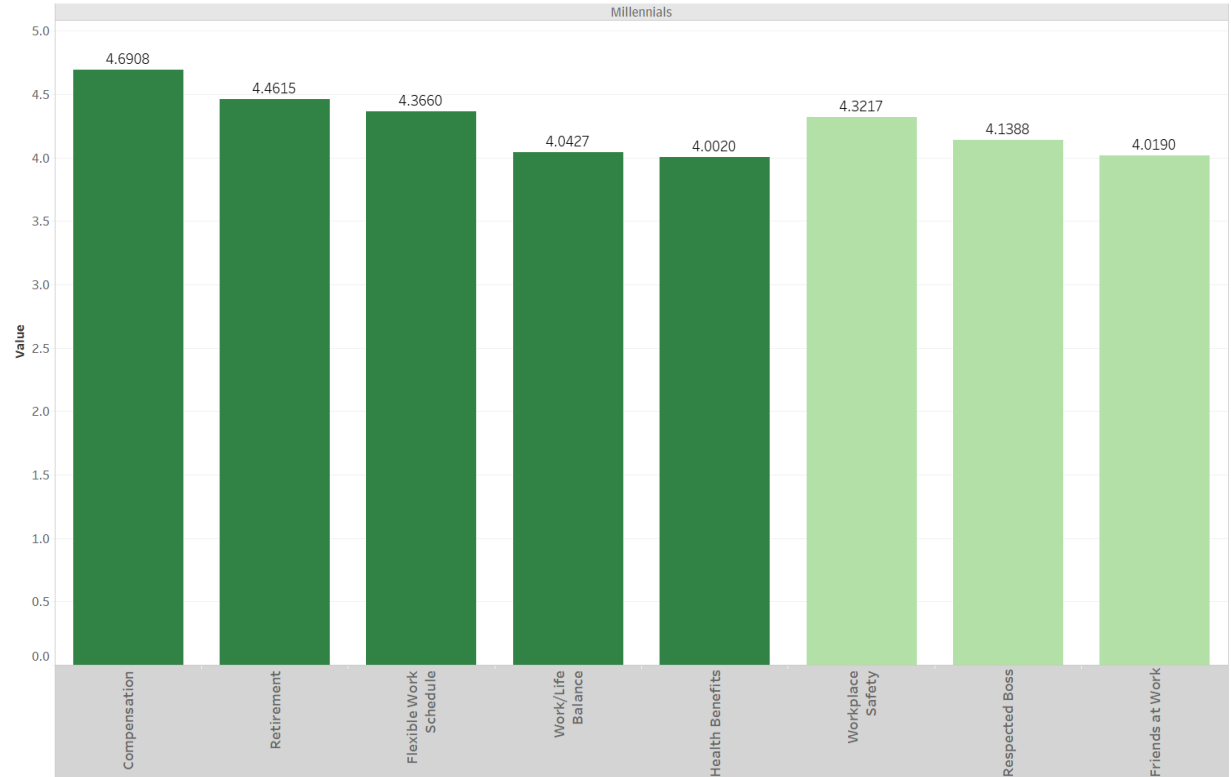
## Top Benefits:

1. Compensation
2. Retirement
3. Flexible Work Schedule
4. Work/Life Balance
5. Health Benefits

## Top Workplace Variables:

1. Workplace Safety
2. Respected Boss
3. Friends At Work

Millennial's Top Benefits and Workplace Environment





# Generational Breakdown: **Generation X**

From Important (4.0) to Very Important (5.0)

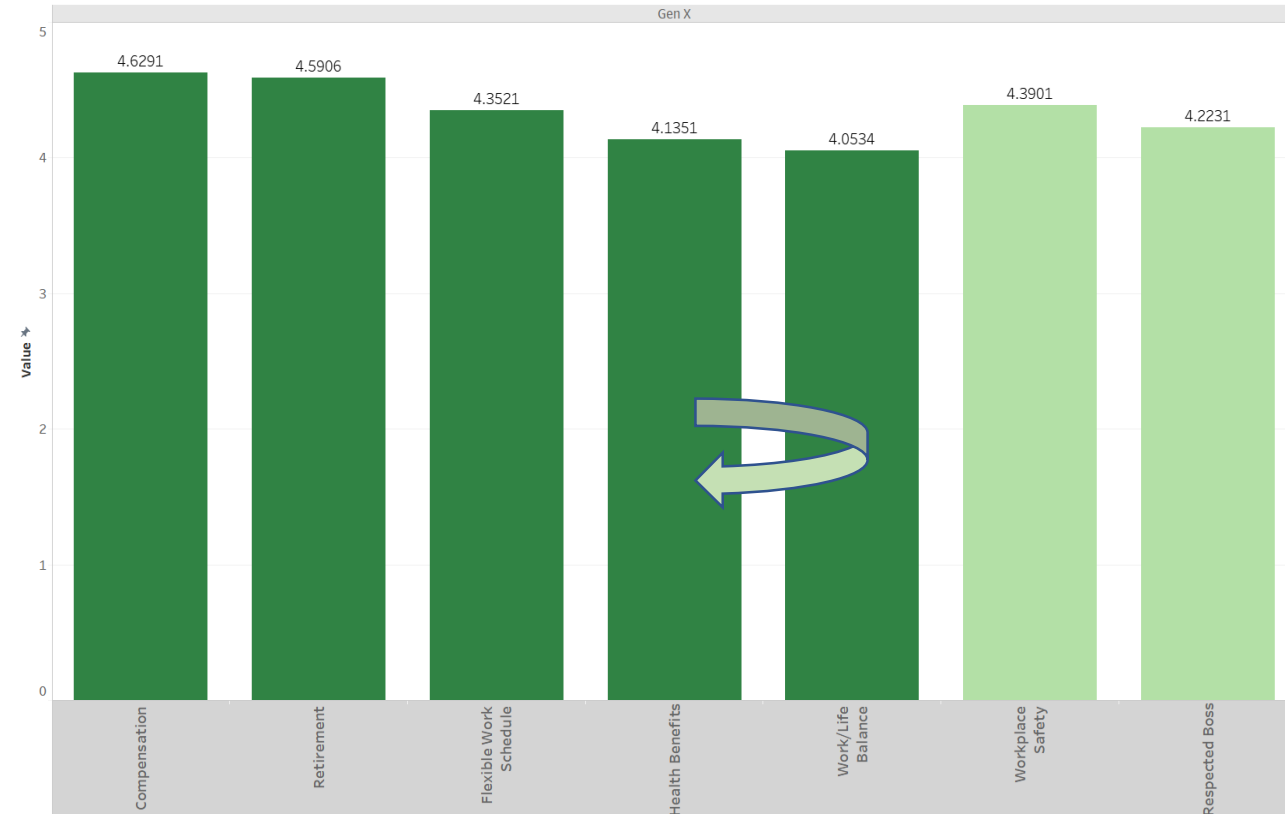
## Top Benefits:

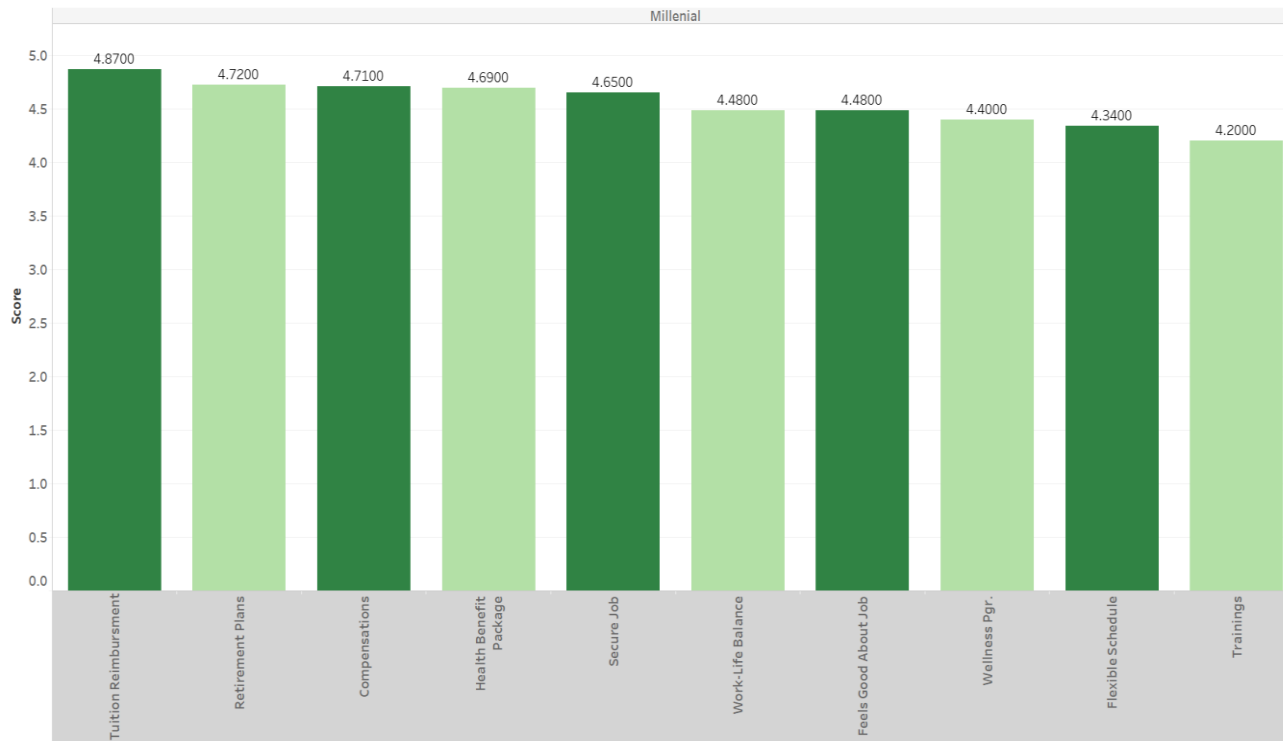
1. Compensation
2. Retirement 
3. Flexible Work Schedule
4. Health Benefits
5. Work/Life Balance

## Top Workplace Variables:

1. Workplace Safety
2. Respected Boss

Gen X's Top Benefits and Workplace Environment





“2016 Cross-Generational Benchmarking Report from “International Public Management Association for Human Resources”

## IMPA Top 5:

1. Tuition Reimbursement
2. Retirements
3. Pay
4. Health Plans
5. Secure Job

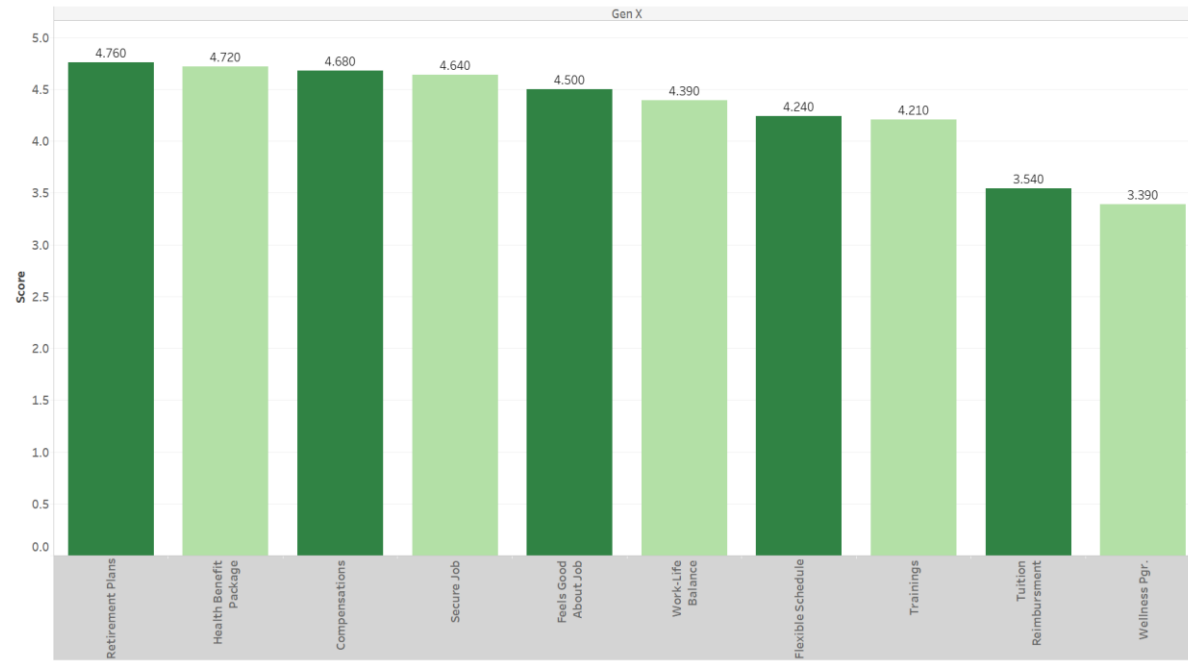
## Louisville’s Top 5:

1. Pay (3<sup>rd</sup>)
2. Retirements
3. Flexible Work Schedule (9<sup>th</sup>)
4. Work/Life Balance (6<sup>th</sup>)
5. Health Plans (4<sup>th</sup>)

In Louisville’s Survey, Millennials **score tuition reimbursement next to last**: maybe sacrificing that for more pay; however, nationally Millennials rank **tuition reimbursement as highest**.

# IPMA-HR Breakdown: **Generation X**

Gen X Country Benefits Averages



## IMPA Top 5:

1. Retirement Plans
2. Health Plans
3. Pay
4. Secure Job
5. Feel Good about Job

## Louisville's Top 5:

1. Pay (3<sup>rd</sup>)
2. Retirements (1<sup>st</sup>)
3. Flexible Work Schedule (7<sup>th</sup>)
4. Health Plans (2<sup>nd</sup>)
5. Work/Life Balance (6<sup>th</sup>)

In Louisville's survey, Gen X **rate pay as more important** over other factors; however, nationally they want to see themselves **feeling good** about their jobs and **more secure** in their positions.

**Gold Team**

Better Workplaces, Better World (Part Two)



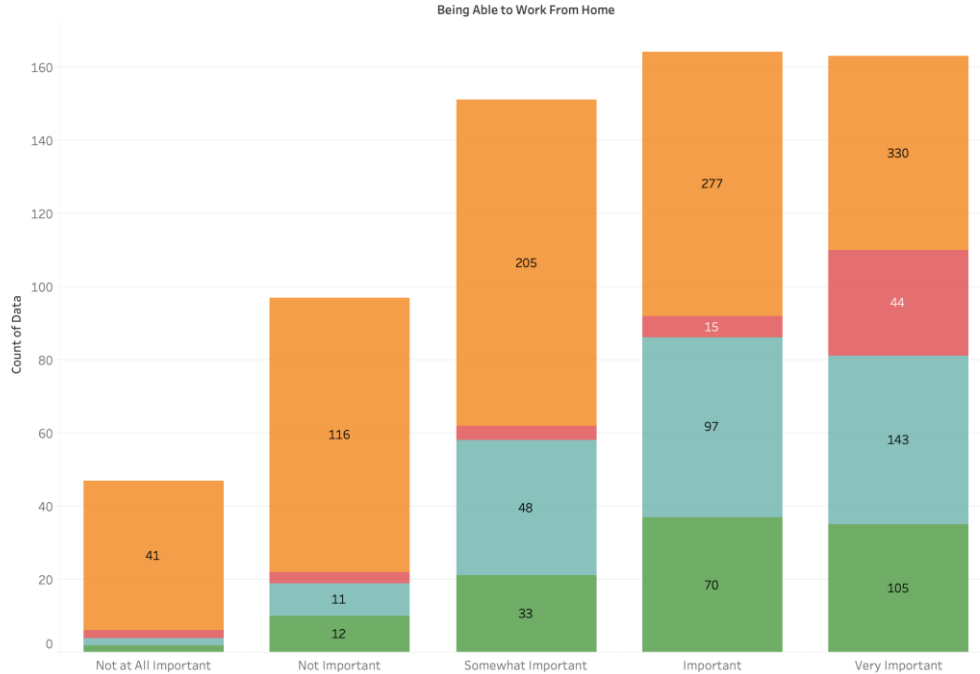
Matthew Prather | Kendall Ruber | Matt Schmahl | Abhishek Sharma | Qian Wan

Comments about values cited **leadership** has a top value.



# The majority of respondents value the ability to **work from home**.

How important of being able to work from home?



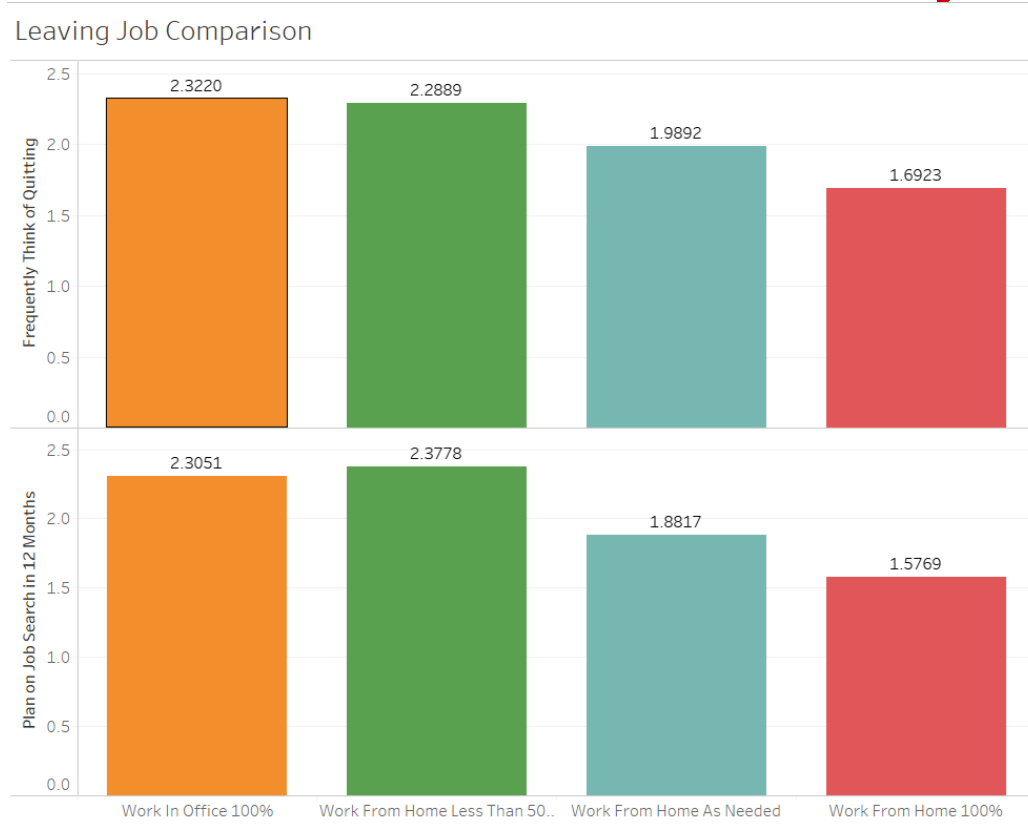
- Not at all important
  - Not important
- 24.8%

- Somewhat important
  - Important
  - Very important
- 75.2%

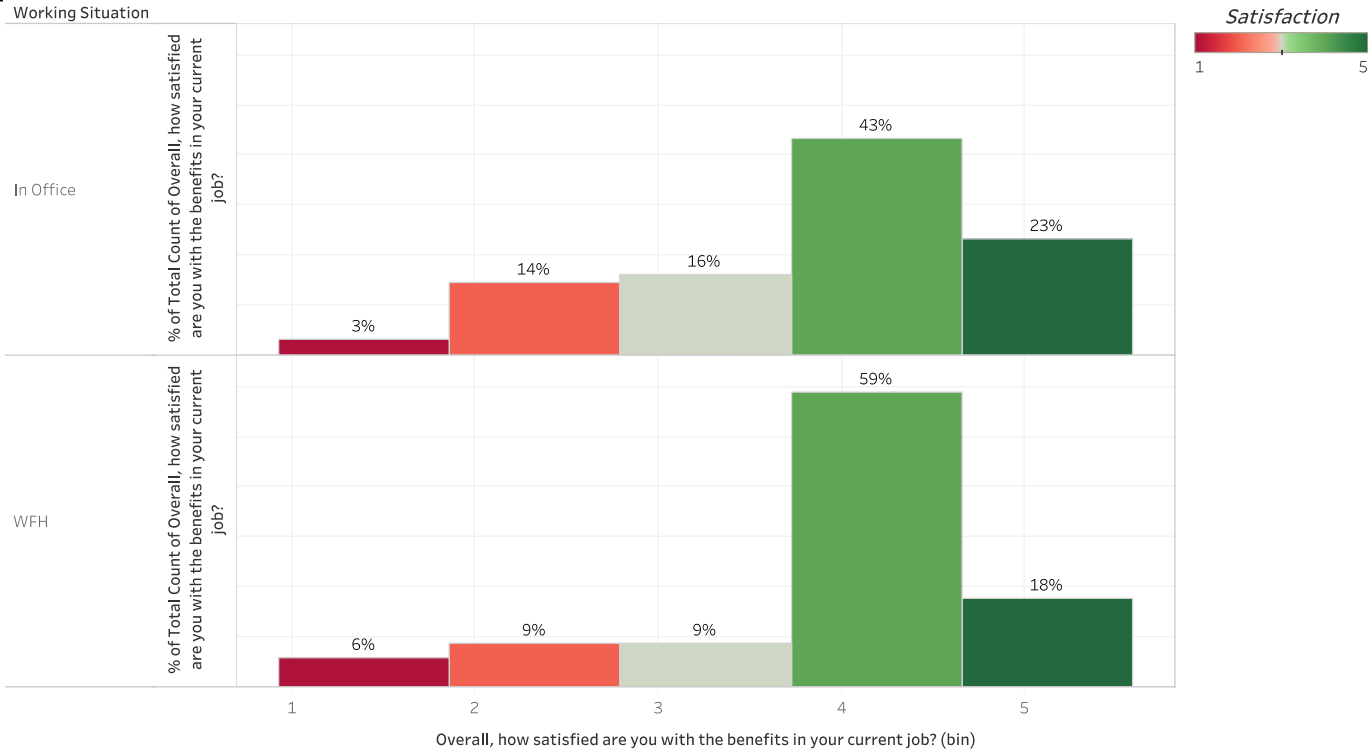
Current work situation:

■ Work From Employer's Place 100% 
 ■ Work From Home 100% 
 ■ Work From Home As Much As Needed 
 ■ Work From Home Less than 50%

Those who work from home are **less likely** to look for a new job.

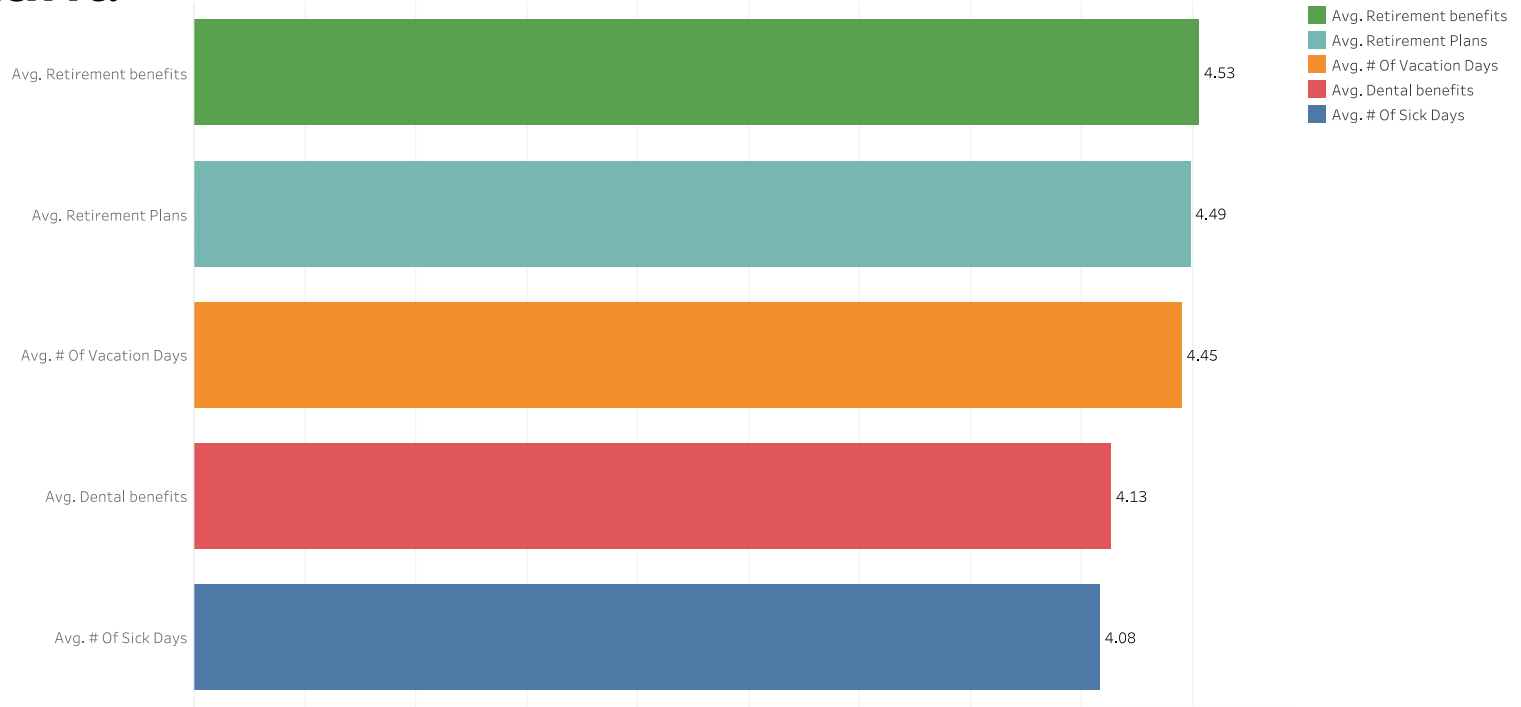


# Those who work from office are **less satisfied** with their current benefits as compared to those who work from home.

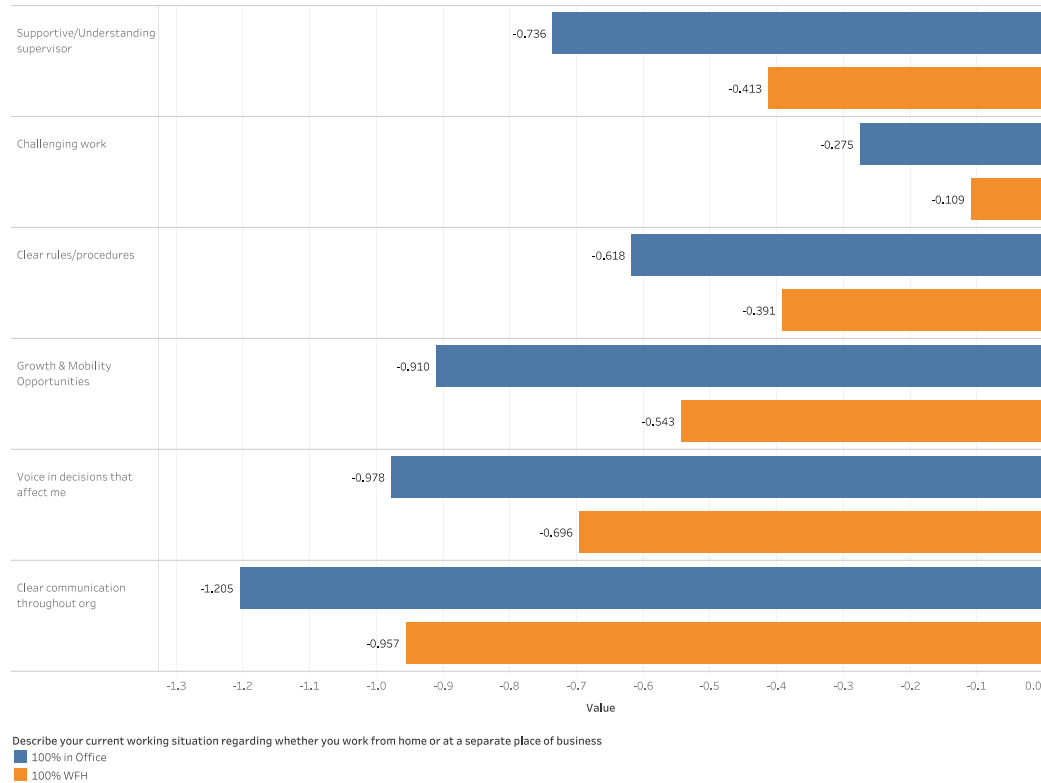




Across the survey, **retirement** benefits was rated most important.



# Respondents' biggest dissatisfaction with work environment is the **lack of clear communication**.



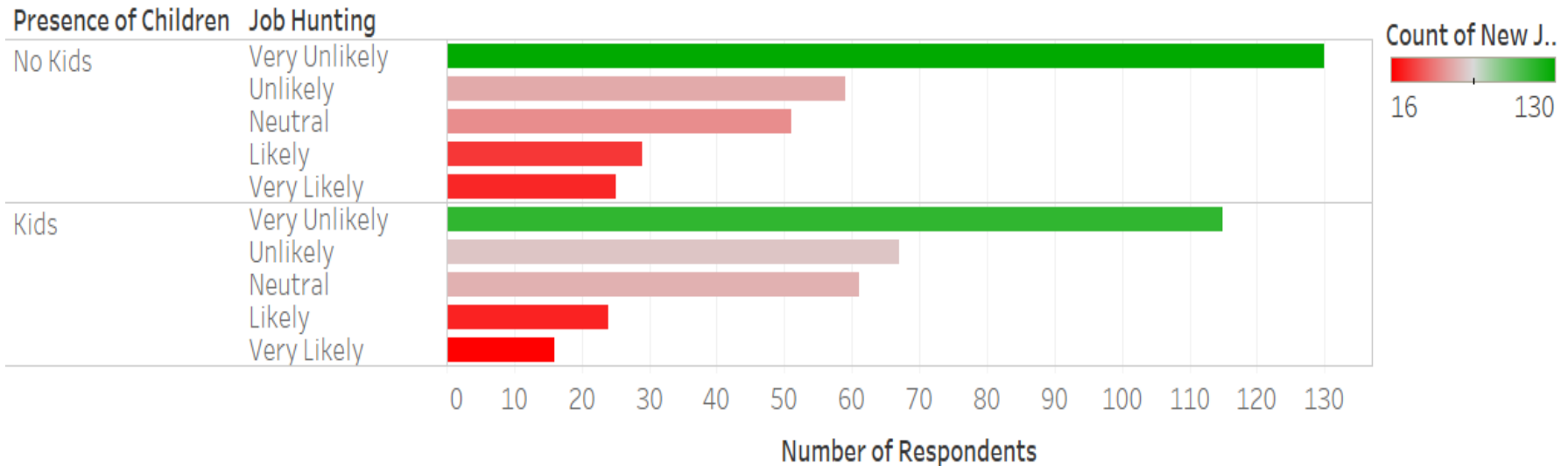
# Black Team

## Better Workplaces, Better World (Part Two)

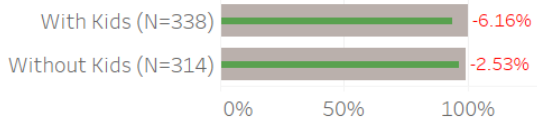


Nathan Azzarito | Anh Cao | Thomas Helldorfer | Mrunali Rajwade | Cory Smith

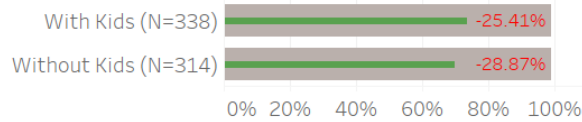
Most employees did not indicate they would search for another job. However, employees **without kids** are slightly more likely to look for another job.



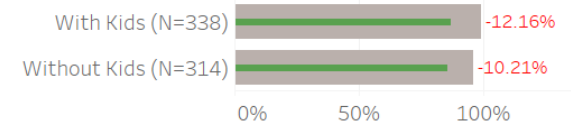
### Flexibility Factors



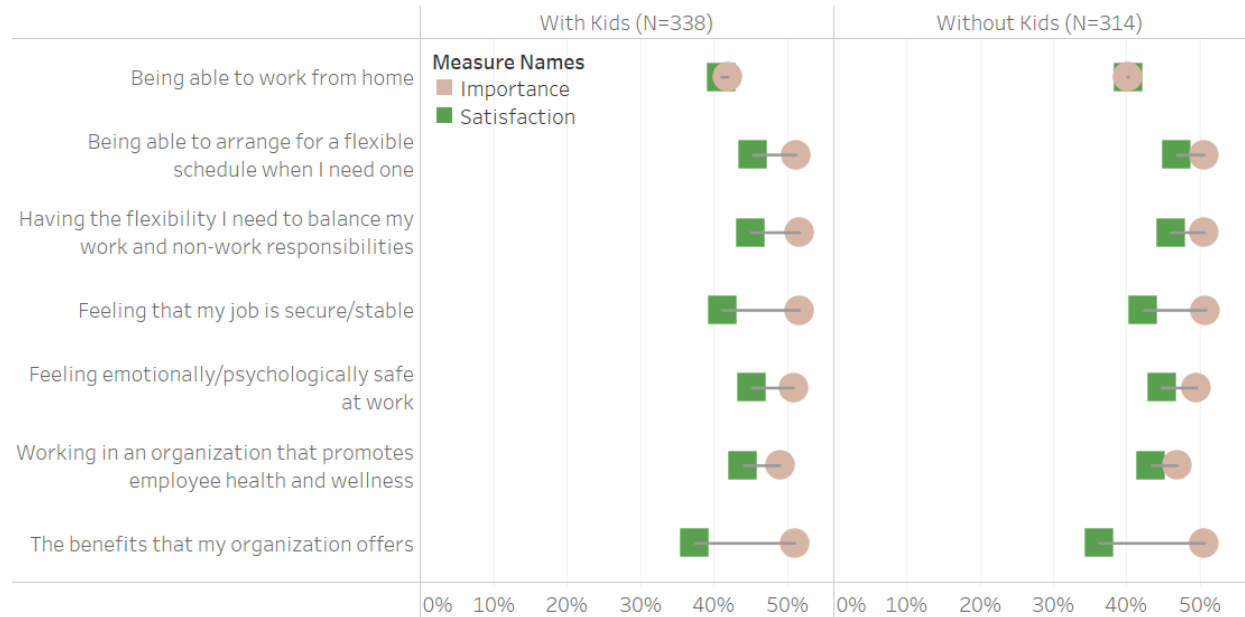
### Pay Factors



### Opportunities and Investment in Growth



### Workplace Culture and Benefits: Importance vs. Satisfaction



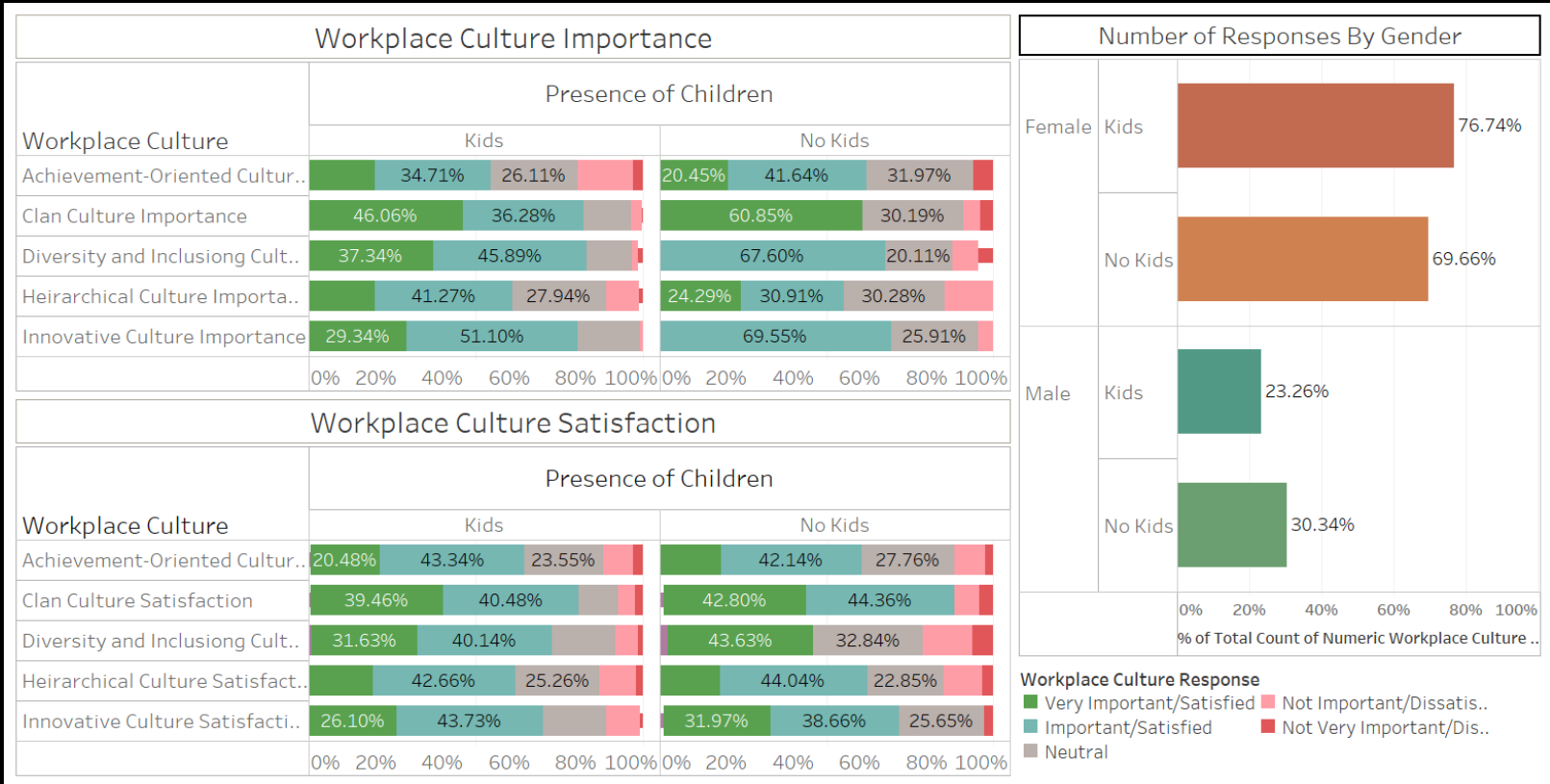
25% of the respondents are not satisfied with their current salaries

Employees **without kids** have greater intentions to leave their present organizations

Being dissatisfied with benefits correlates with leaving **more** with respondents **without kids** compared to those with kids



# Achievement-Oriented Culture





Companies face these **main issues**:

- Employees without kids are more likely to leave a job within the next 12 months.
- Employees without kids are more likely to leave due to dissatisfaction with benefits.
- Employees with kids are more likely to leave due to dissatisfaction with flexible work schedules.



We suggest the following **actions to reduce turnover**:

- Companies give employees the ability to work at home via a VPN when needed.
- Companies reevaluate their benefit packages to make them more comparable to the national average.
- Companies examine and self-reflect on the culture and make it more inviting and healthier for employees.



# Yellow Team

## Better Workplaces, Better World (Part Two)



Aqes Oliver | Diego Medina | Joseph Prather | Heather Shell | Christopher Spurlock

# Conceptual Overview

## Goal

- For this assignment we were tasked with examining the relationship between the reported importance/value of benefits and their satisfaction, potentially considering congruence/discrepancy in the process.

## Process

- To successfully analyze the data we were required to make a certain amount of transformations as well as rename some column names which can be seen in the attached excel file.

## Conclusions

- The average total value of flexibility and pay benefits remained consistent despite differing ratings of overall satisfaction.
- Flexibility and pay satisfaction seems to drop slightly as tenure increases.
- It is important to compensate fairly regardless gender as this is a very important factor for women especially.

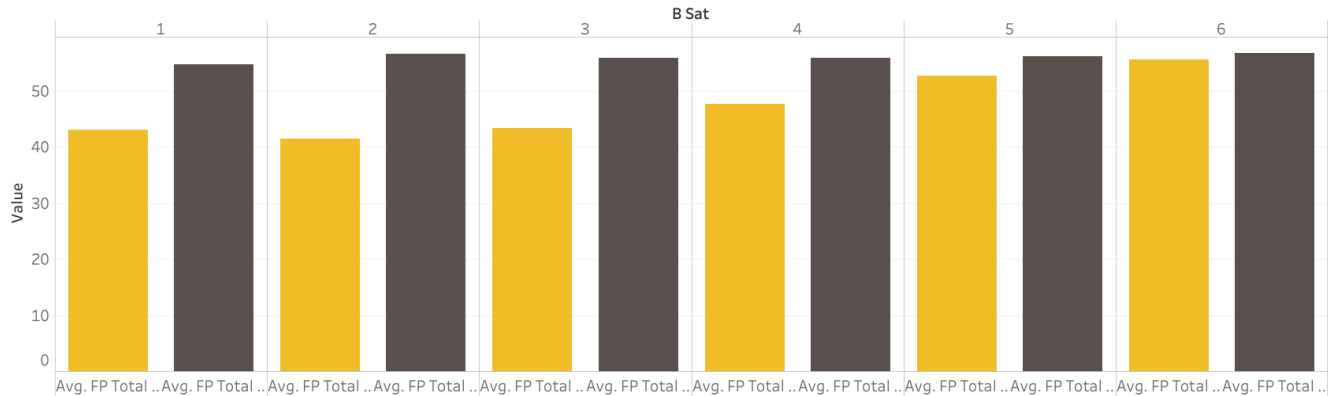
# The average total value of flexibility and pay benefits **remained consistent** despite differing ratings of overall satisfaction.

FP Avg. Val/Sat - Table

	B Sat						Grand Total
	1	2	3	4	5	6	
Avg. FP Total Sat	43.06	41.51	43.37	47.61	52.72	55.50	47.47
Avg. FP Total Val	54.71	56.53	55.79	55.82	56.08	56.75	55.95
% of Total Count of Observation...	2.74%	11.76%	14.49%	45.09%	23.99%	1.93%	100.00%

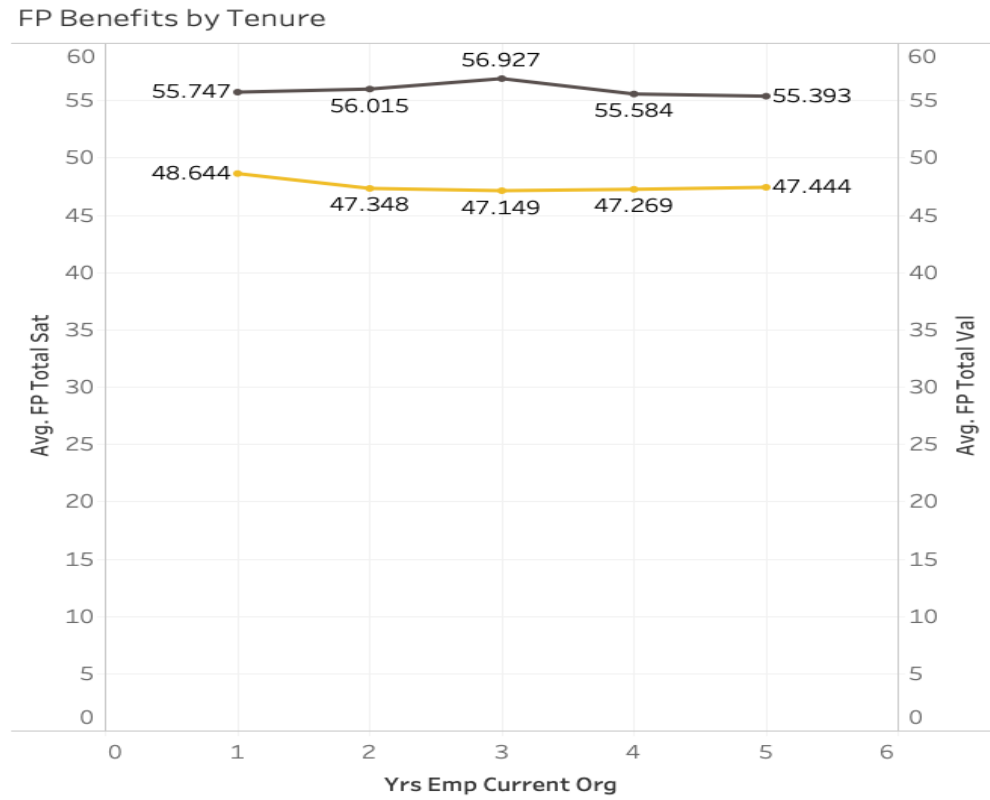
Measu.. ■ Avg. FP Total Sat ■ Avg. FP Total Val

FP Avg. Val/Sat - Bar



# Flexibility and pay satisfaction seems to drop slightly as tenure increases.

Measur.. ■ Avg. FP Tot.. ■ Avg. FP Tot..



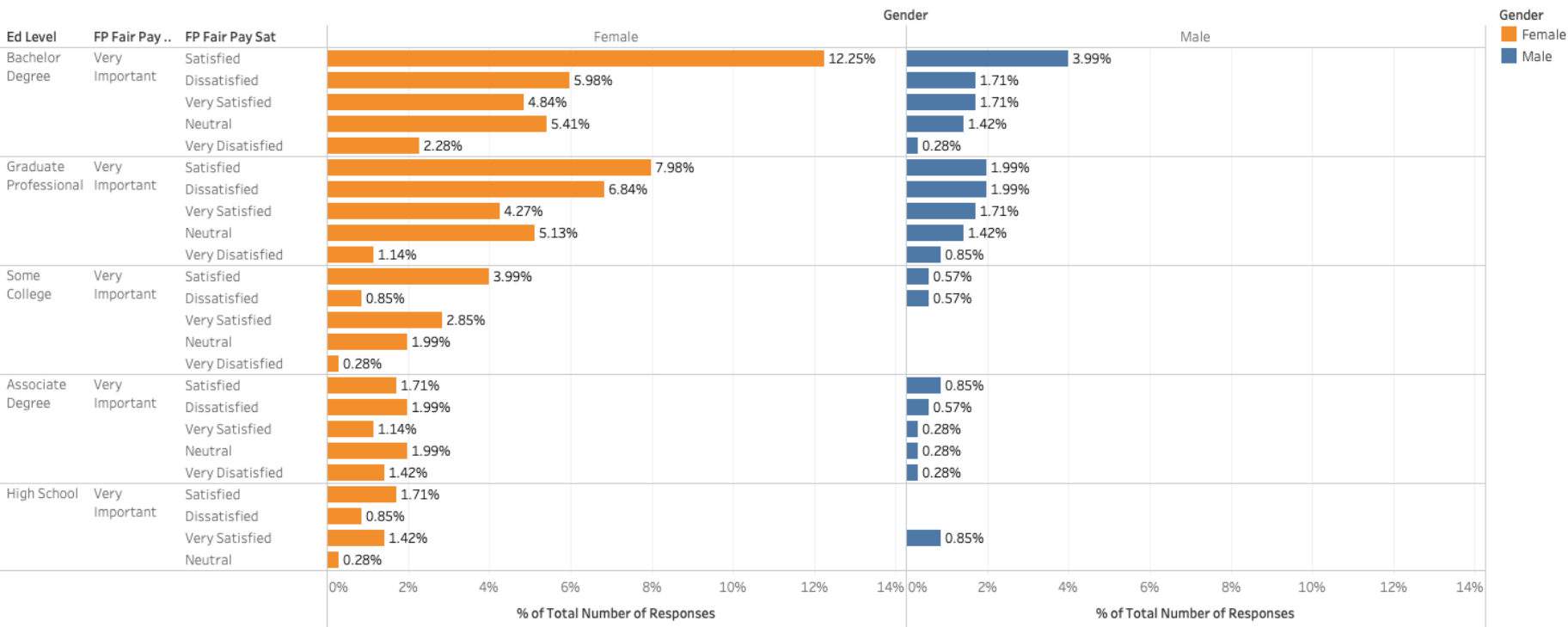
### FP Variables by Sat

Avg. FP Safe Sat	4.3798
Avg. FP Schedule S..	4.3719
Avg. FP Balance Sat	4.2601
Avg. FP Dress Sat	4.2124
Avg. FP Psy Safe Sat	4.1390
Avg. FP Work Hom..	4.0470
Avg. FP Secure Sat	3.8963
Avg. FP Health Sat	3.8679
Avg. FP Pay Sat	3.6566
Avg. FP Benefits Sat	3.6064
Avg. FP Onboard Sat	3.5544
Avg. FP Fair Pay Sat	3.5520
Avg. FP Sal Inc Sat	3.3864

### FP Variables by Val

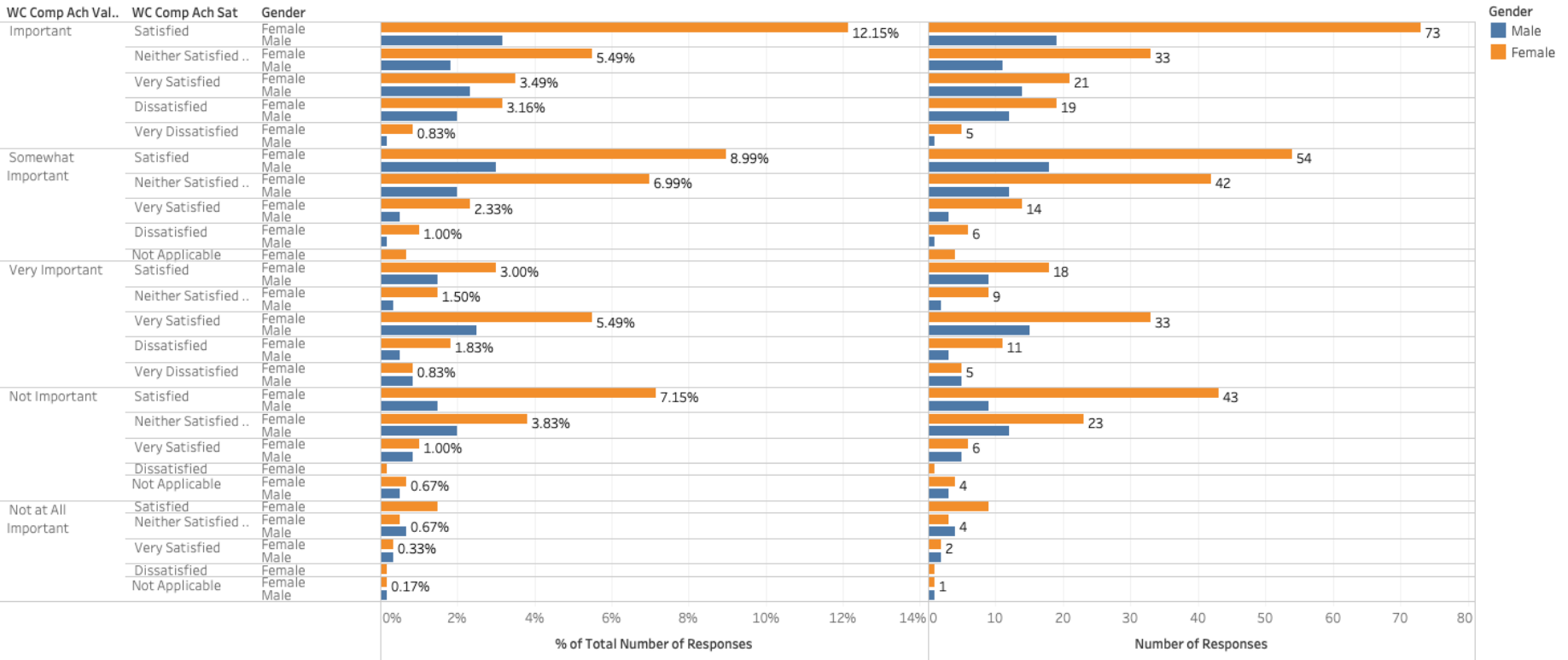
Avg. FP Pay Val..	4.742
Avg. FP Secure ..	4.667
Avg. FP Balance..	4.629
Avg. FP Sal Inc ..	4.564
Avg. FP Fair Pay..	4.507
Avg. FP Safe Val..	4.500
Avg. FP Schedul..	4.494
Avg. FP Benefit..	4.488
Avg. FP Psy Saf..	4.426
Avg. FP Onboar..	4.222
Avg. FP Health ..	3.960
Avg. FP Work H..	3.482
Avg. FP Dress V..	3.273

## Being paid fairly compared to others in my same position Importance vs Satisfaction



% of Total Number of Responses for each FP Fair Pay Sat broken down by Gender vs. Ed Level and FP Fair Pay Value. Color shows details about Gender. The view is filtered on Ed Level, FP Fair Pay Value, FP Fair Pay Sat and Gender. The Ed Level filter excludes Null. The FP Fair Pay Value filter has multiple members selected. The FP Fair Pay Sat filter excludes Null and 6. The Gender filter keeps Male and Female.

## Working in an organization with a competitive, achievement-oriented culture Importance vs Satisfaction

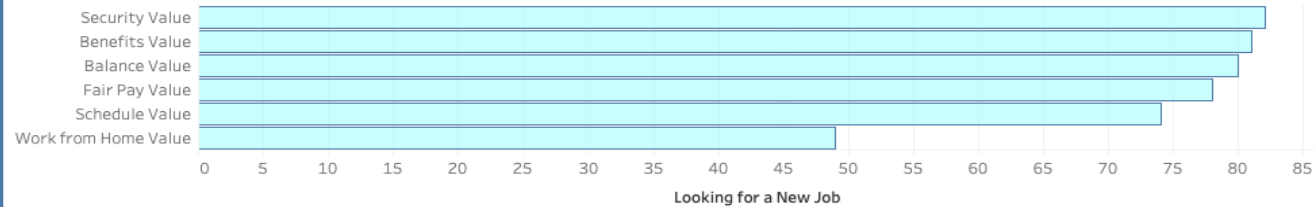


% of Total Number of Responses and sum of Number of Responses for each Gender broken down by WC Comp Ach Value and WC Comp Ach Sat. Color shows details about Gender. The view is filtered on WC Comp Ach Sat and Gender. The WC Comp Ach Sat filter excludes Null. The Gender filter keeps Male and Female.

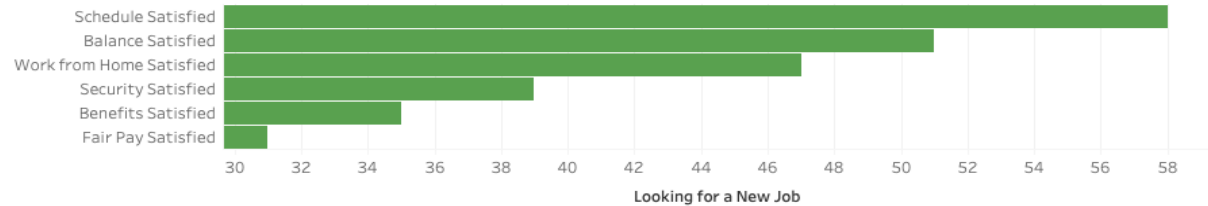
## Values Compared to Satisfaction of People Leaving their Company

Everyone has a personal list of qualities that they value in a workplace. Sometimes that company meets the employee's expectations, while others falter. Below is a comparison of job qualities that people who are currently seeking employment elsewhere value and those that are currently satisfying their needs.

### Valued by People Leaving their Company



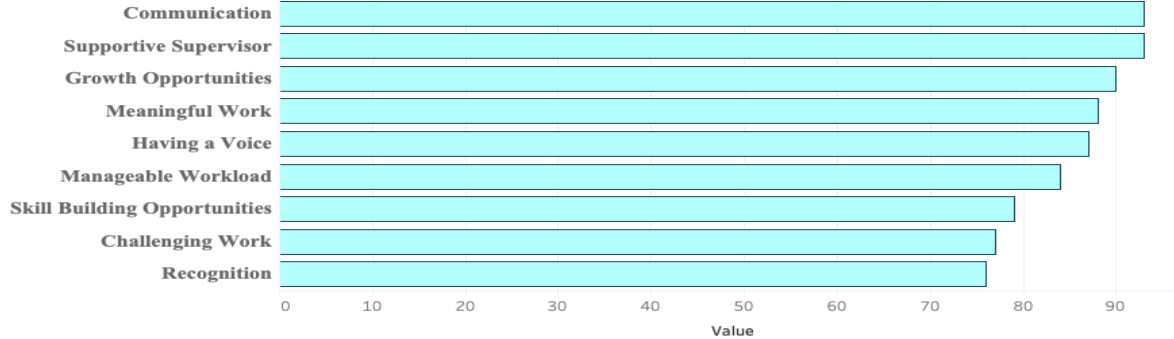
### Satisfaction of People Leaving their Company



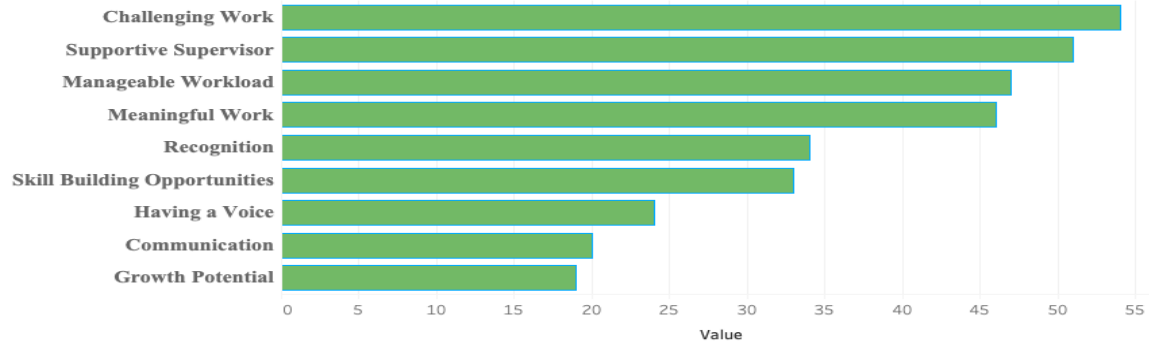


People who leave their current job are often **dissatisfied** with the communications that they receive.

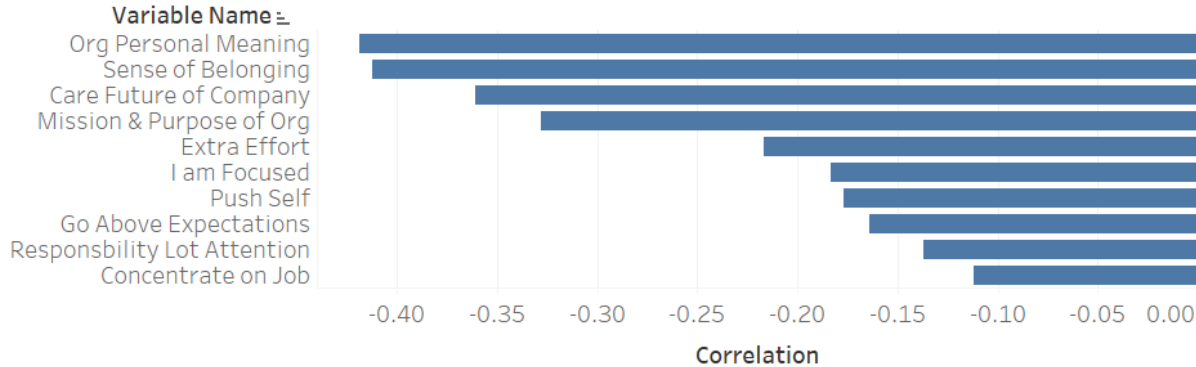
**Valued by People Leaving Their Company**



**Satisfaction of People Leaving Their Company**

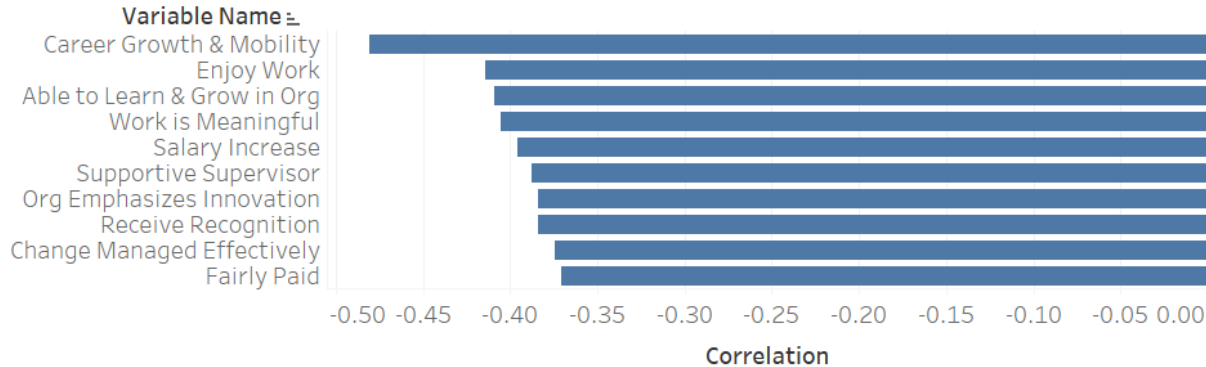


## Top 10: Looking For Job Correlated w Personal Beliefs

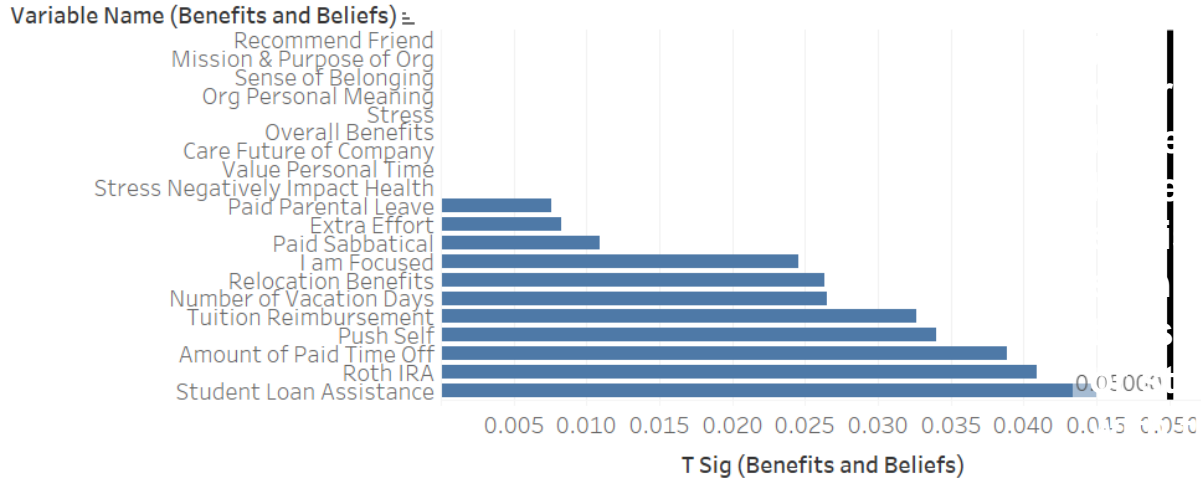


Some job characteristics, benefits and beliefs **correlate stronger with those looking for a new job** in the next 12 months more than others

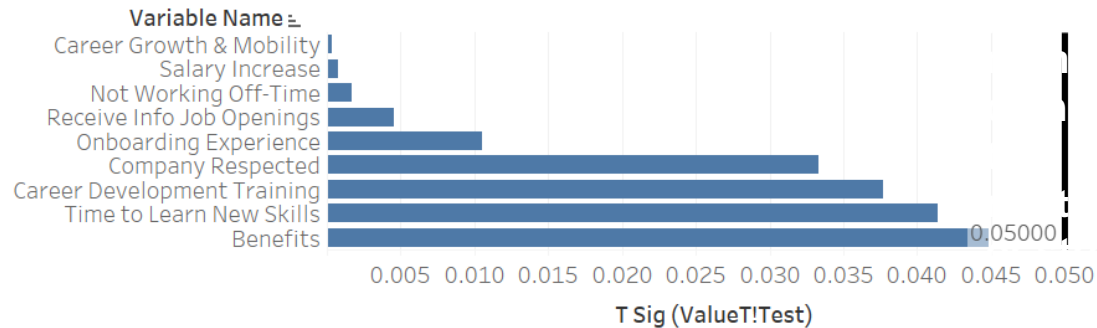
## Top 10: Looking For Job Correlated w Job Satisfaction



## Significant Benefits & Beliefs

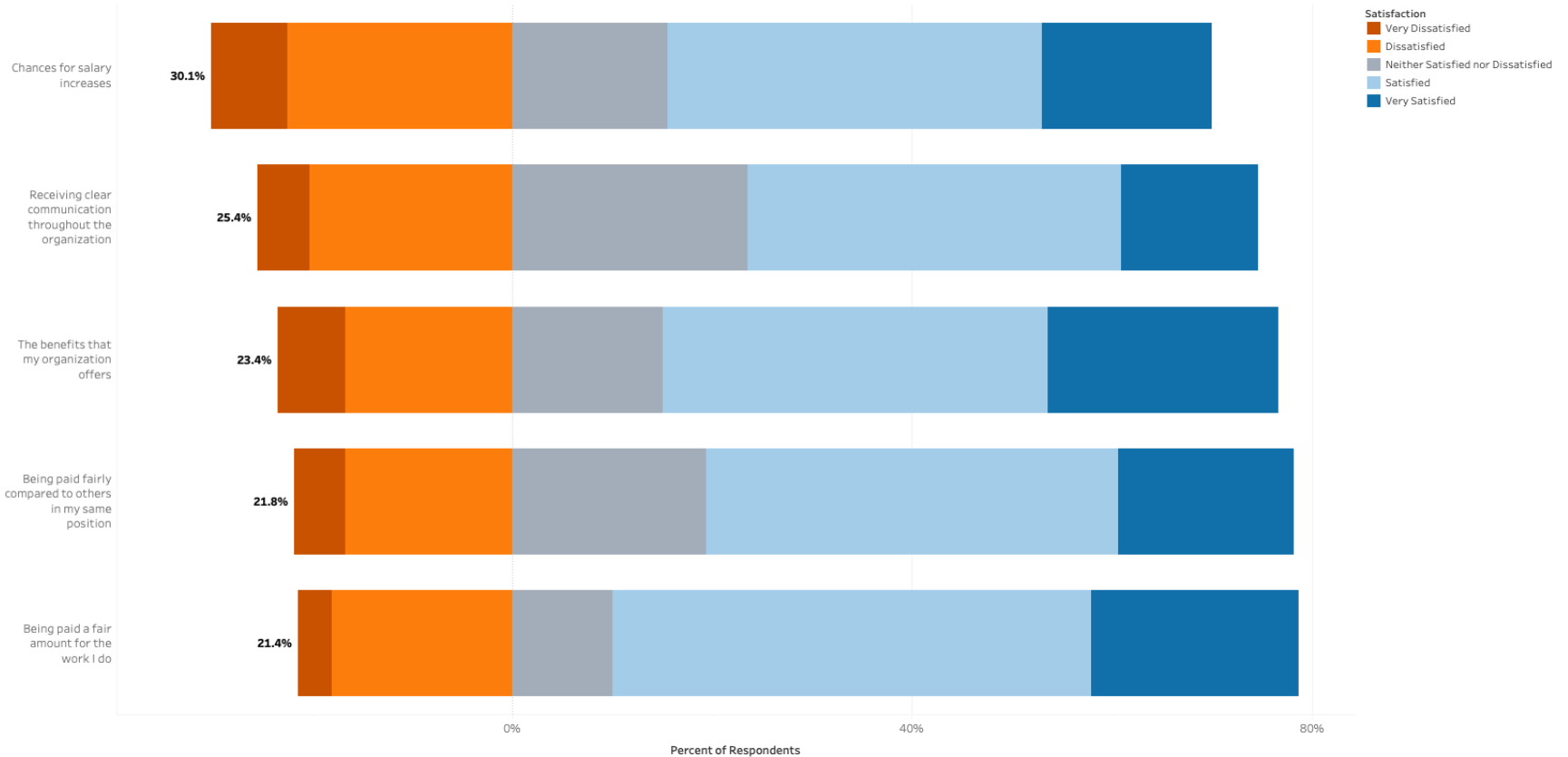


## Significant Values



#### 4 of the 5 job aspects with the highest dissatisfaction rate relate to benefits and pay.

How satisfied are you with this aspect at your current (primary) job?



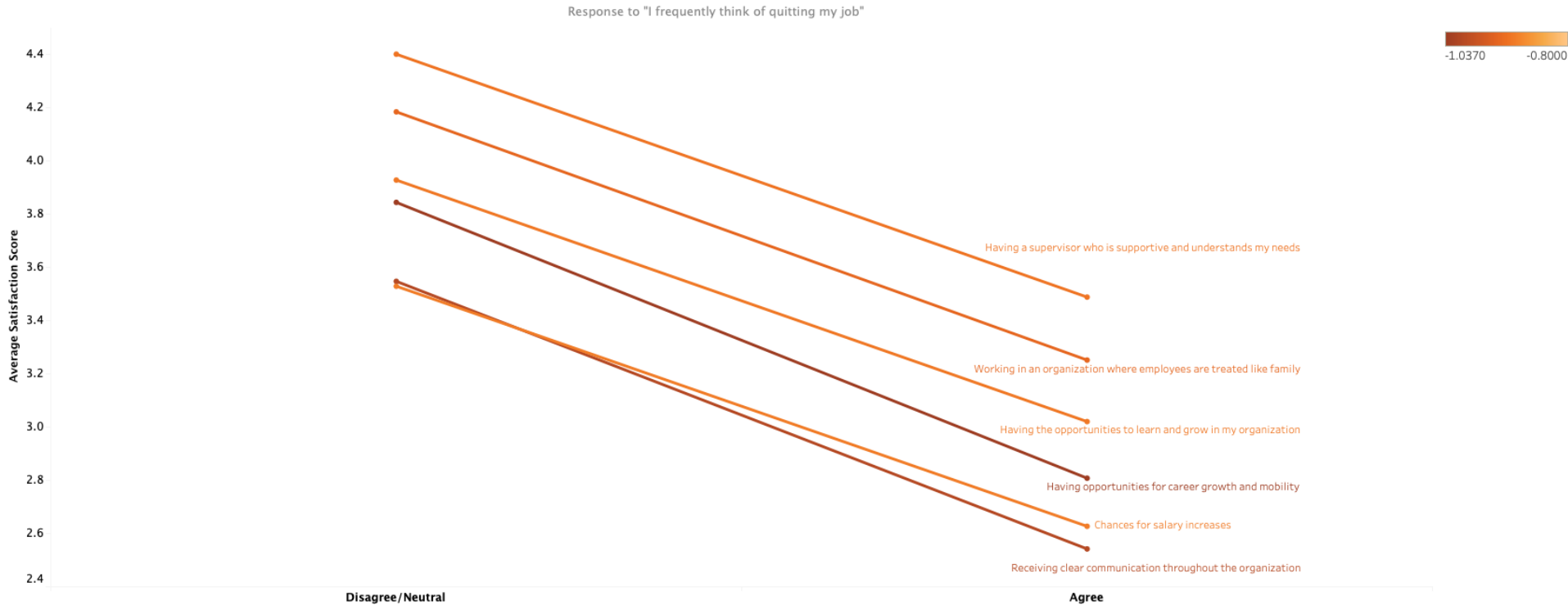
Gantt Percent 2 for each Question. Color shows details about Satisfaction. Size shows Percent of Total Sizing. The marks are labeled by Percent of Negative Responses. The view is filtered on Satisfaction and Question. The Satisfaction filter has multiple members selected. The Question filter has multiple members selected.

From those who do not frequently think of quitting their job to those who do, there is a decline in satisfaction across all job aspects.



Decline in average satisfaction from those who do not frequently think of quitting their job to those who do.

From those who do not frequently think of quitting their job to those who do, these are some of the job aspects that had the most marked decline in satisfaction.



The trend of average of Score for ThinkQuitting\_Group. Color shows ThinkQuitting\_Delta. The marks are labeled by Question. Details are shown for Question. The data is filtered on Question Category, which keeps Flexibility & Pay, Leadership, Work Environment, Recognition, & Growth Opportunities and Workplace Culture. The view is filtered on Question and ThinkQuitting\_Delta. The Question filter has multiple members selected. The ThinkQuitting\_Delta filter ranges from -1.0370 to -0.9000.



# Recommendations on Retaining Employees

- Improve communication of key events across the organization as well as how each event could affect each employee individually.
- To maintain a competitive environment it is necessary to offer equal opportunities for men and women, as women value a competitive workplace more than men.
- If employers would like to retain their top talent it may be beneficial to offer to match competing offers from other firms to retain good people.

**Red Team**

Better Workplaces, Better World (Part Two)



Kehinde Adebayo | Shruti Bandewar | Julie Graf | Brent Lozano | Junyuan Zhao



# Agenda



## Data Insights

General Data Trends. Multiple Models.



## Sentiment Analysis

Open Ended Question – Response Analysis



## Satisfaction Index

Estimating job satisfaction for employees based on survey responses.



## Impact of Salary on Job Satisfaction

Understanding one of the major reasons for high attrition rate in Louisville.



## Conclusions & Recommendations

Red Team Summary.

# Introduction to Data

## Workplace Satisfaction Survey



Total 88 Questions

Total 676 Respondents

Respondents Categorized into 25 Industries & 5 Job Roles

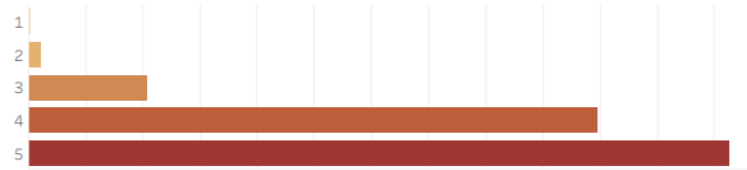
Responses to Open Ended questions



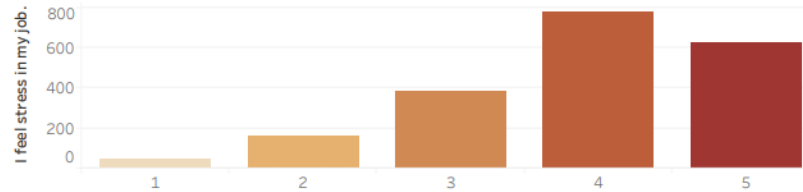
# Data Insights

## Stress at Work

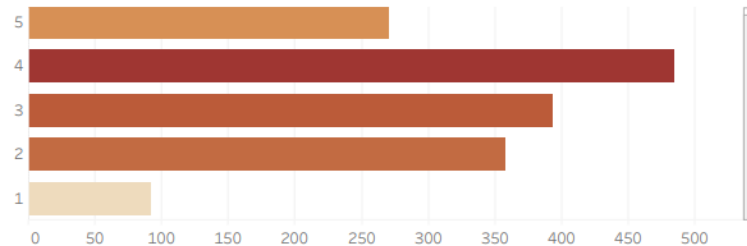
Employees Who Push Themselves Past what is Asked of Them



Employees Who Feel Stress at Work

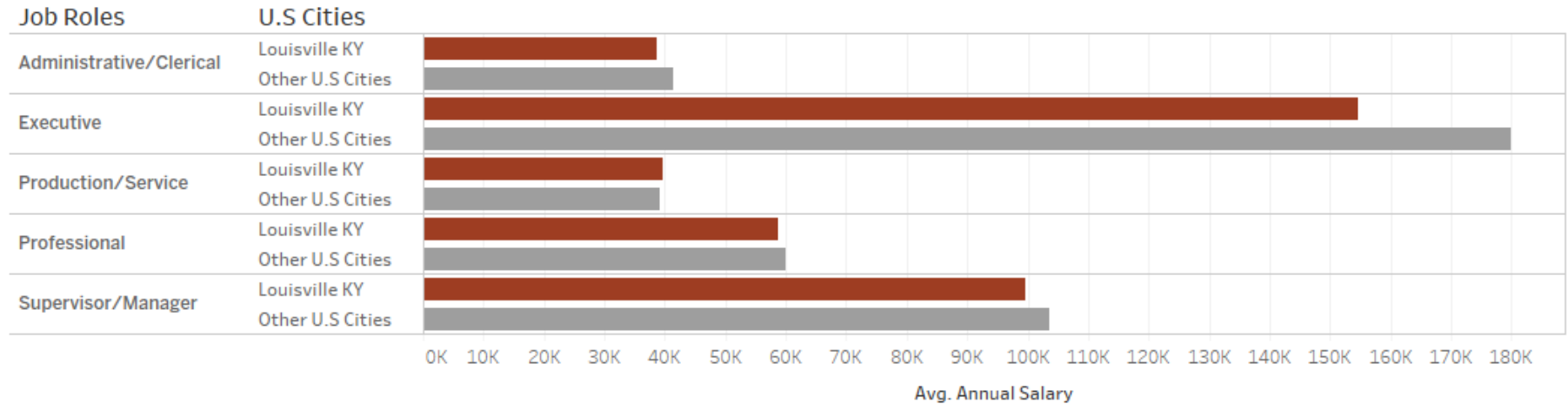


Work Stress Negative Impacting Health



# Data Insights

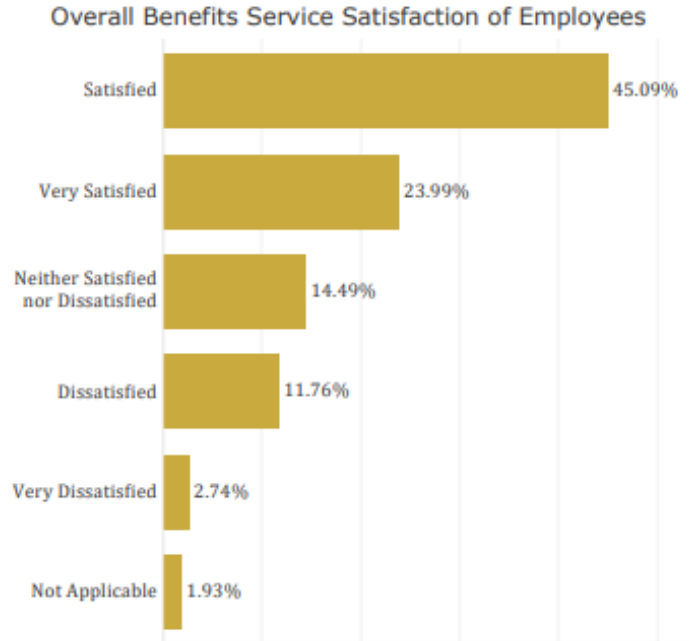
Comparing Salary per Job role in Louisville to other cities from US



Direct comparison of salaries from different cities shows **positive salary difference** in Louisville for most of the Job Roles

# Data Insights

## Source of Turnover in Labor Market



Employees *are satisfied* with benefits offered

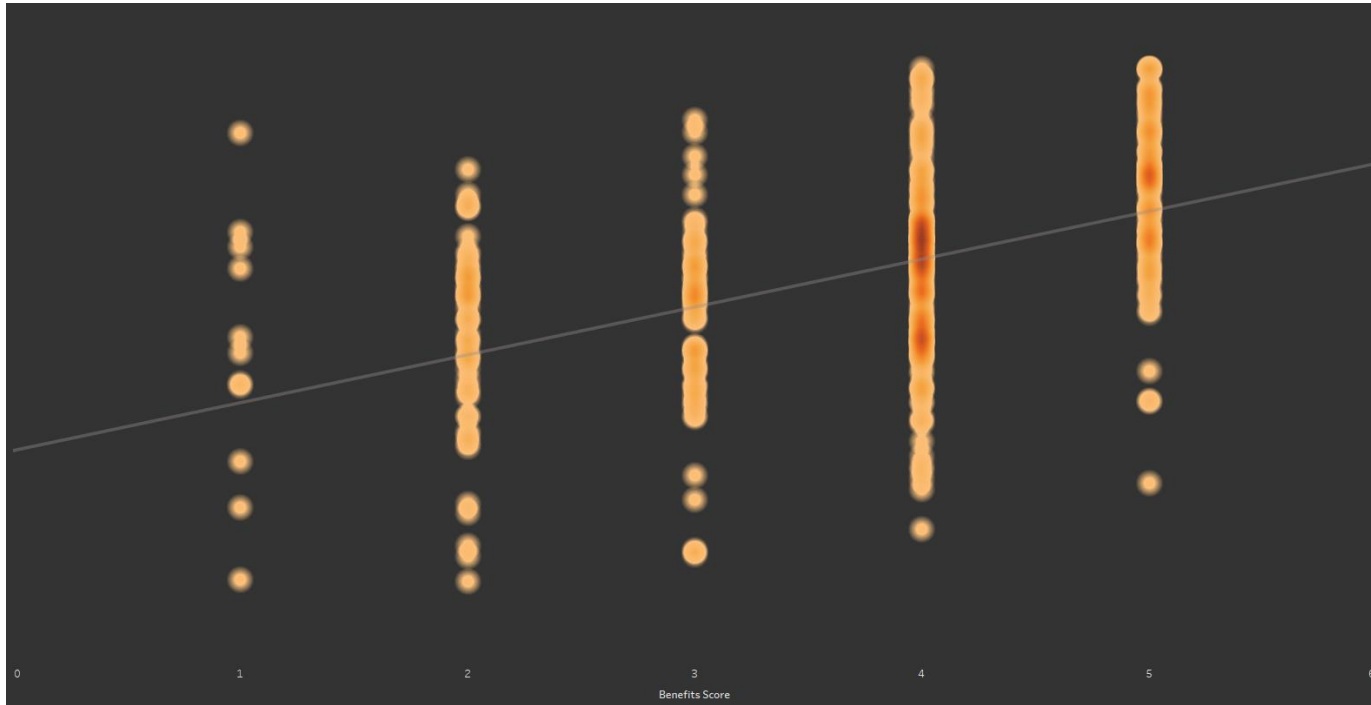
# Data Insights

## Employee Satisfaction per Survey Question



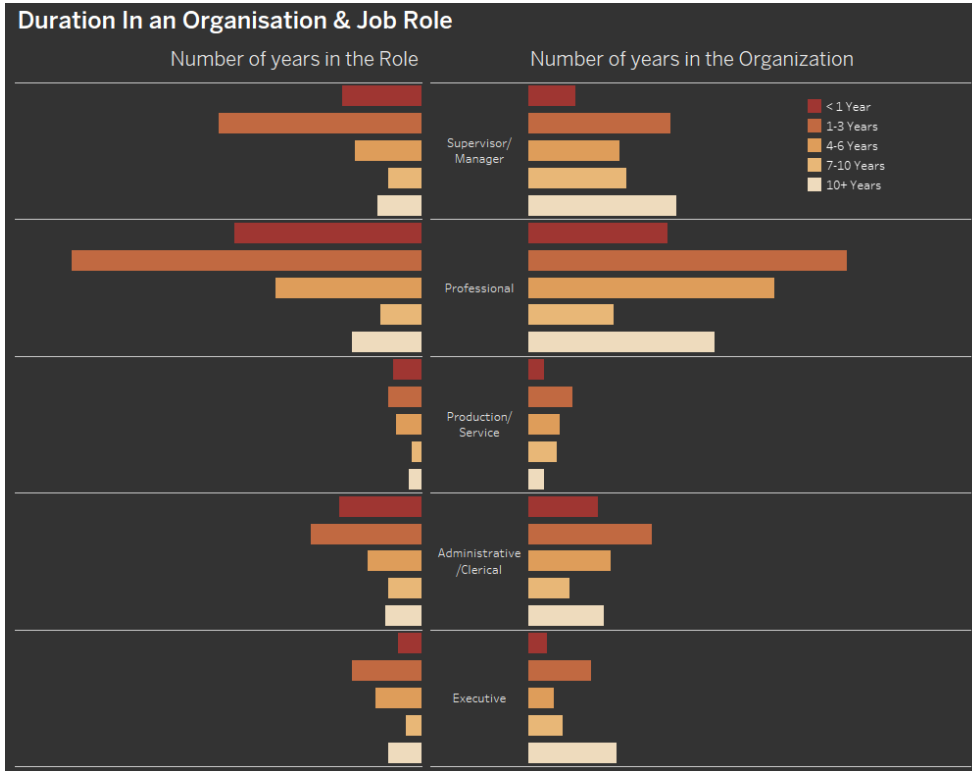
# Data Insights

## Job Satisfaction & Benefits Satisfaction



# Data Insights

## Employee Satisfaction per Survey Question



Majority of the work force is below 3 Years suggesting a ***High Attrition Rate***



# Sentiment Analysis

## Open-Ended Questions

Sentiment analysis was performed on responses to the following **open-ended questions**:

- Do you have any other comments on leadership, work environment, recognition, and growth opportunities that you value?
- Do you have any other comments on the flexibility, pay and benefits that are important to you?
- Do you have any other comments on your engagement, stress and balance, and intentions to stay in your current job?

### Polarity

In sentiment analysis, polarity describes how negative or positive the overall sentiment of the text being analyzed is.

Polarity score  $> 0$ : indicates the comment contains more positive words/ sentiments

Polarity score  $= 0$ : indicates the text being analyzed is neutral in wording/ sentiment

Polarity score  $< 0$ : indicates the text being analyzed contains more negative words/ sentiments

### Subjectivity

In sentiment analysis, subjectivity describes how objective or subjective the overall sentiment of the text being analyzed is.

If the subjectivity score is closer to 0, the comment is more objective (factual).

If the subjectivity score is closer to 1, the comment is more subjective (opinionated).

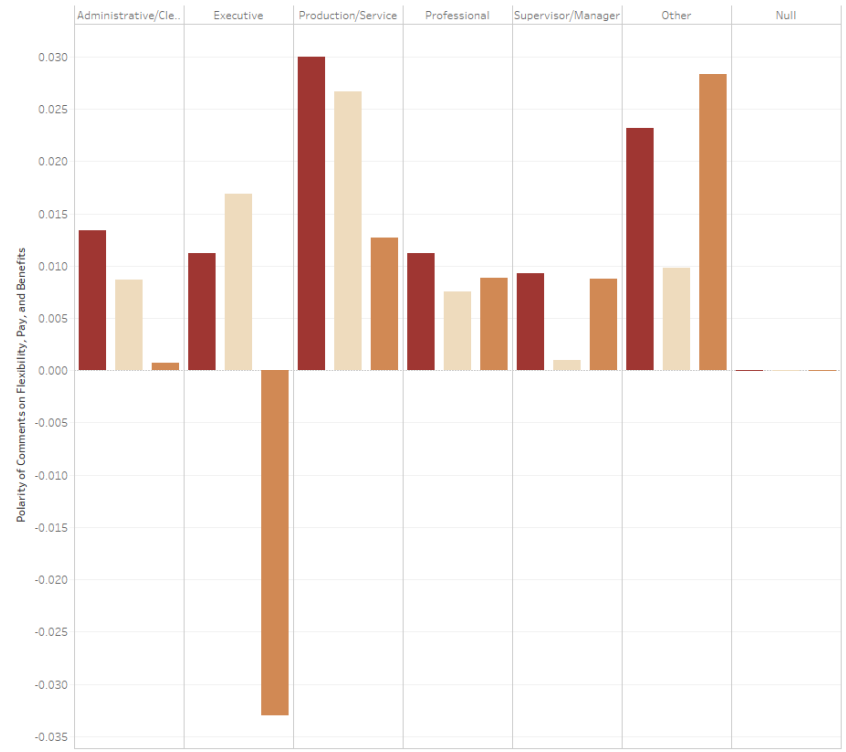
# Sentiment Analysis

By Job Position

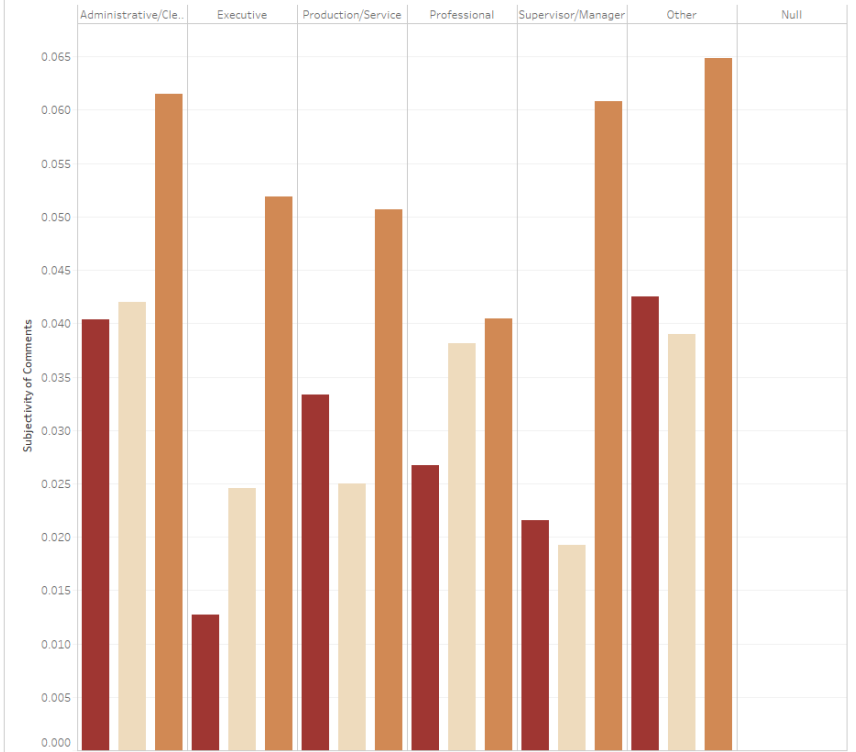
Measure Names

- Engagement, Stress/Balance, Intent to Stay
- Flexibility, Pay, and Benefits
- Leadership, Work Environment, Recognition, ..

Polarity of Comments by Job Position



Subjectivity of Comments by Job Position

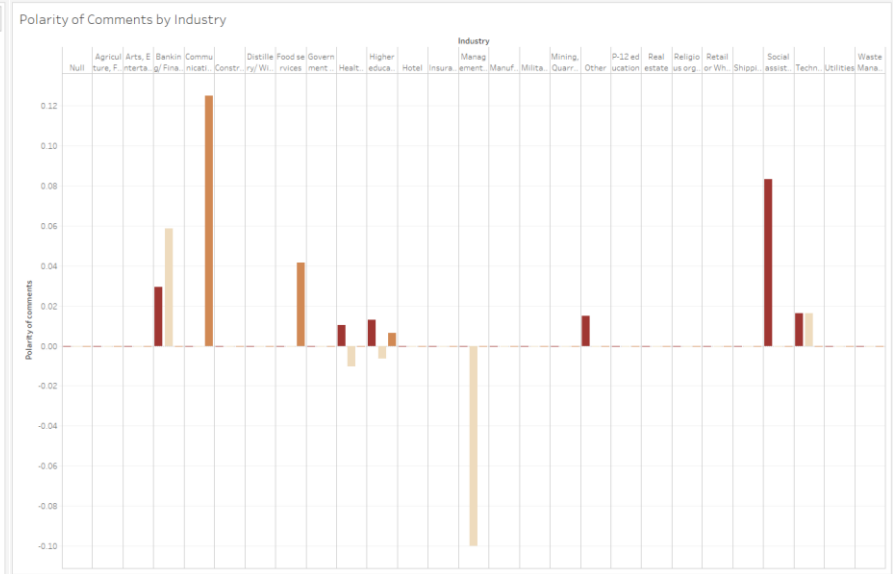
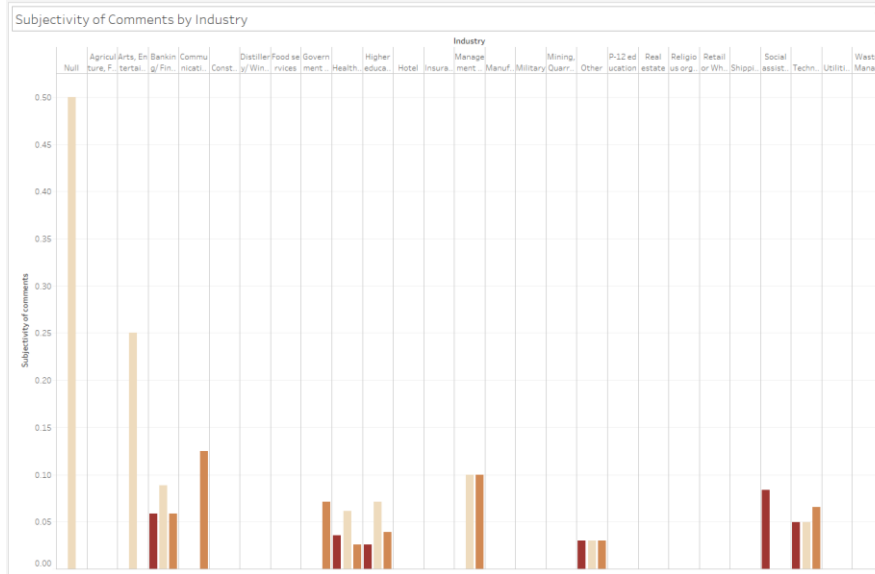


# Sentiment Analysis

By Industry

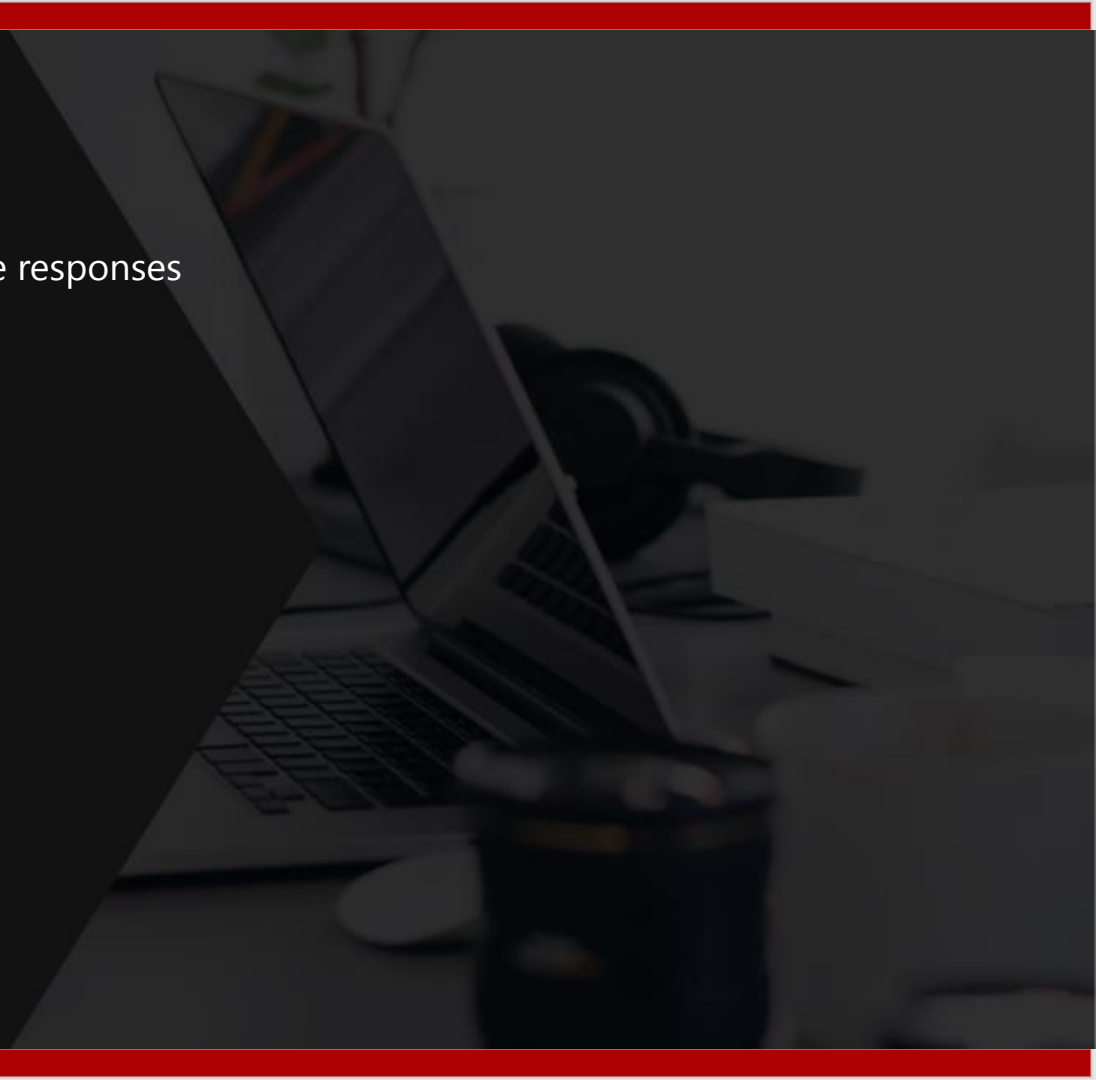
Measure Names

- Engagement, Stress/Balance, Intent to Stay
- Flexibility, Pay, and Benefits
- Leadership, Work Environment, Recognition, ..



# Satisfaction Score

Creating a Mathematical Model to quantify the responses



# Understanding Job Satisfaction

Using the responses for these questions a satisfaction score was calculated.



## Workplace Culture

5 Questions



## Flexibility & Pay

13 Questions



## Leadership

20 Questions



## Benefits

27 Questions

# Calculating Job Satisfaction Score

Weighted criteria used for calculating satisfaction score.

How Important

Not at All Important

1

Not Important

2

Somewhat Important

3

Important

4

Very Important

5

-25

Very Important  
Very Dissatisfied



25

Very Important  
Very Satisfied

How Satisfied

-5

Very Dissatisfied

-2

Dissatisfied

1

Neither Satisfied Nor  
Dissatisfied

2

Satisfied

5

Very Satisfied

# Calculating Job Satisfaction Score

Steps used to Calculate Satisfaction Score



Calculate Score  
per Response



Average all responses  
per Category



Divide Categories based  
on Industry &  
Job Role



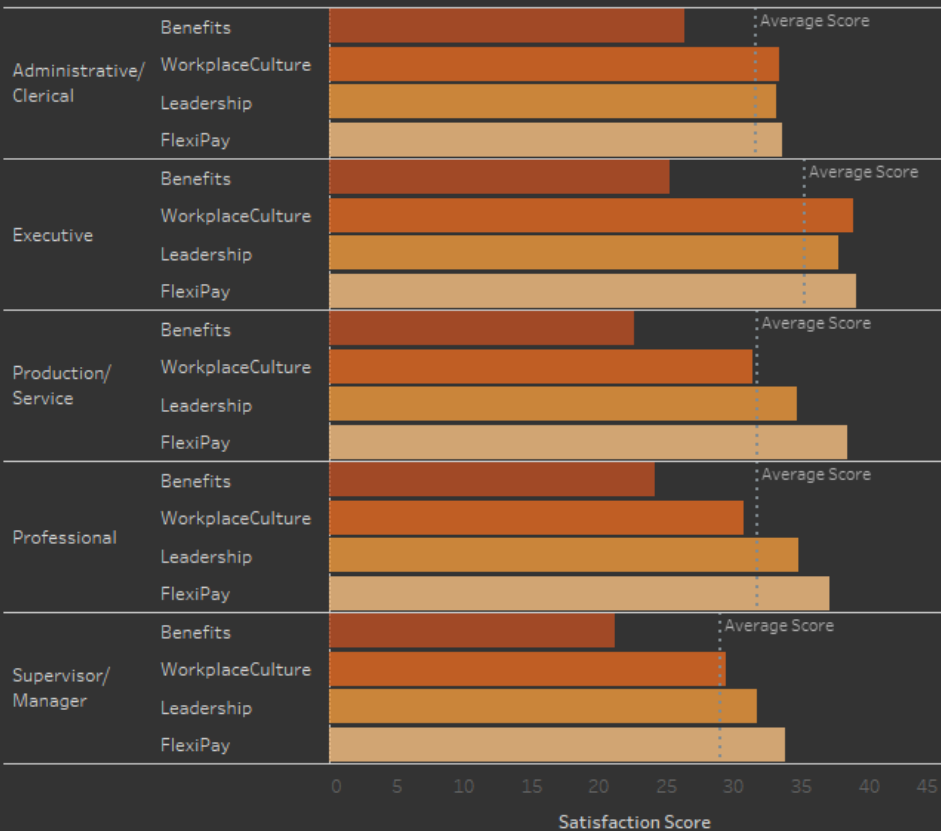
Avg. all categories  
for this division

# Job Satisfaction Relies Heavily on Industry & Job Role

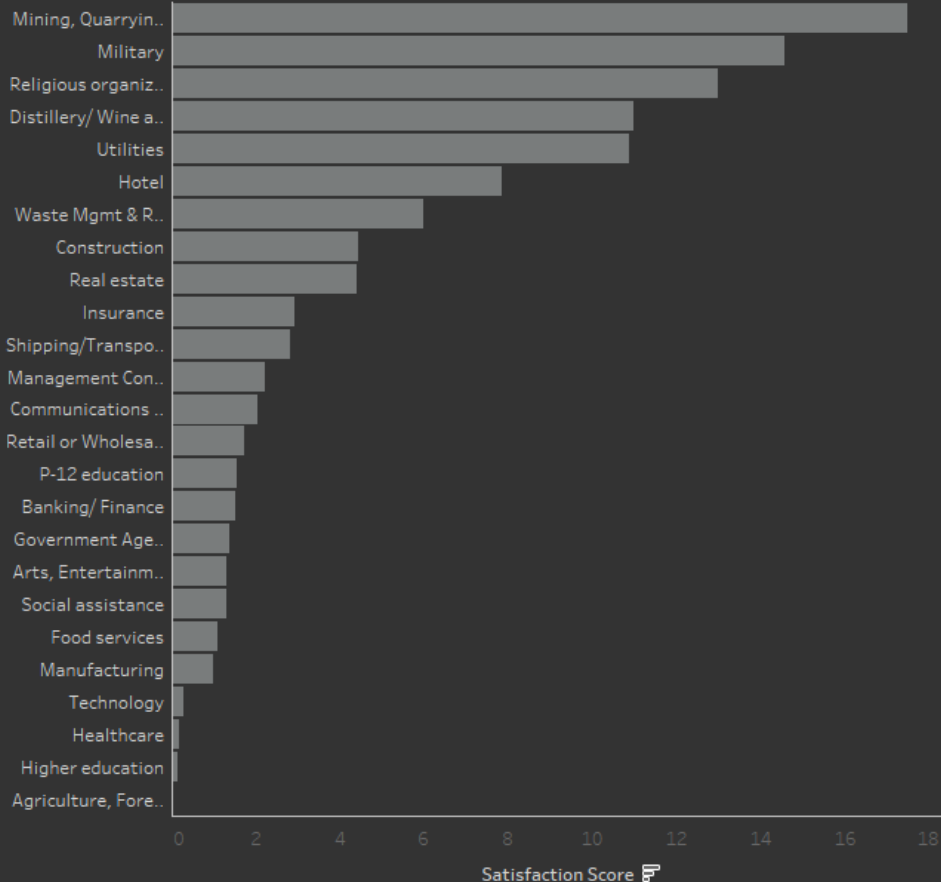
## Job Satisfaction by Job Role

Supervisors & Managers are *least satisfied* while

Executives are *most satisfied* with their jobs



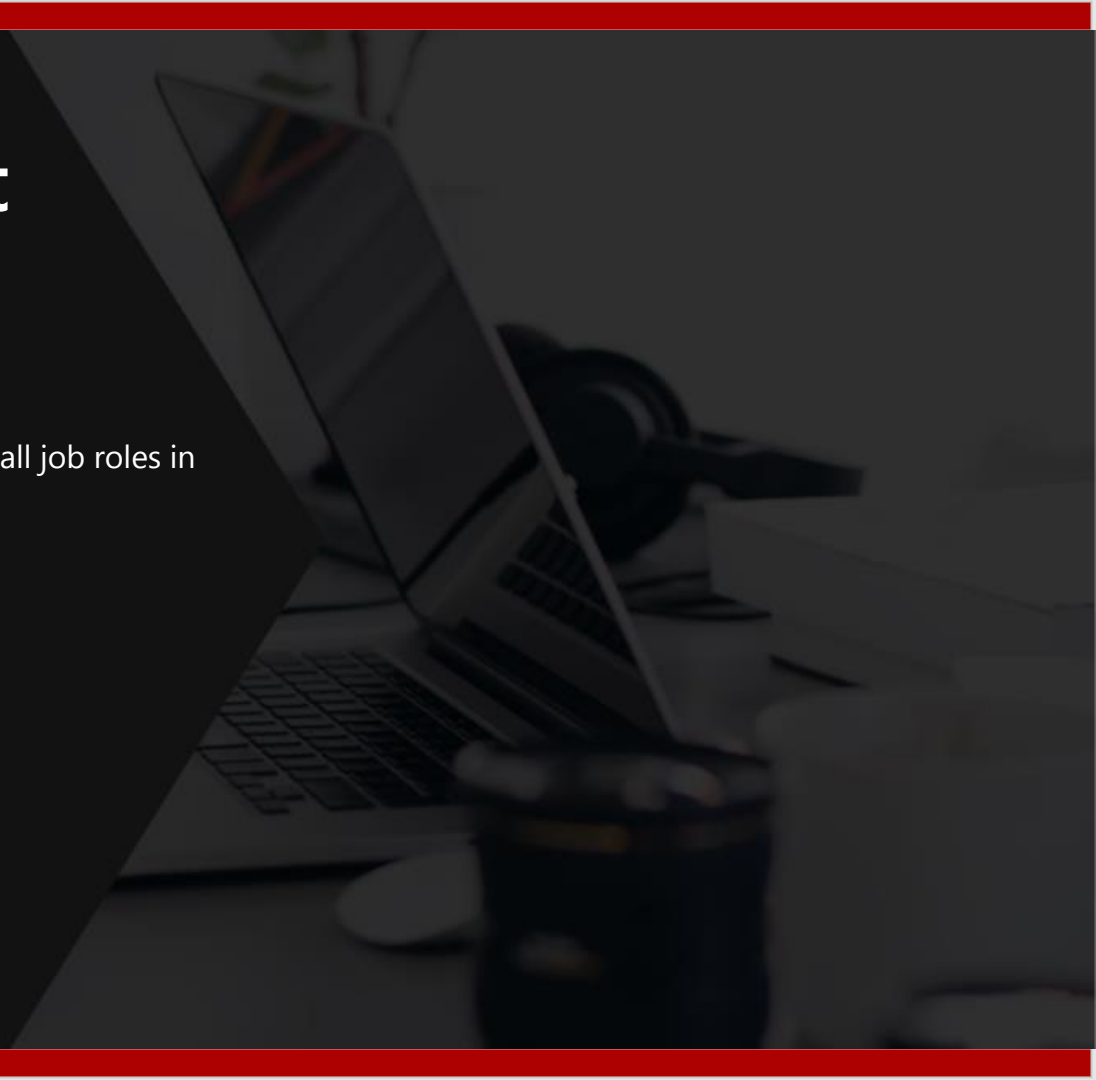
## Job Satisfaction varies *drastically* by Industry





# Understanding Impact of Salary on Job Satisfaction

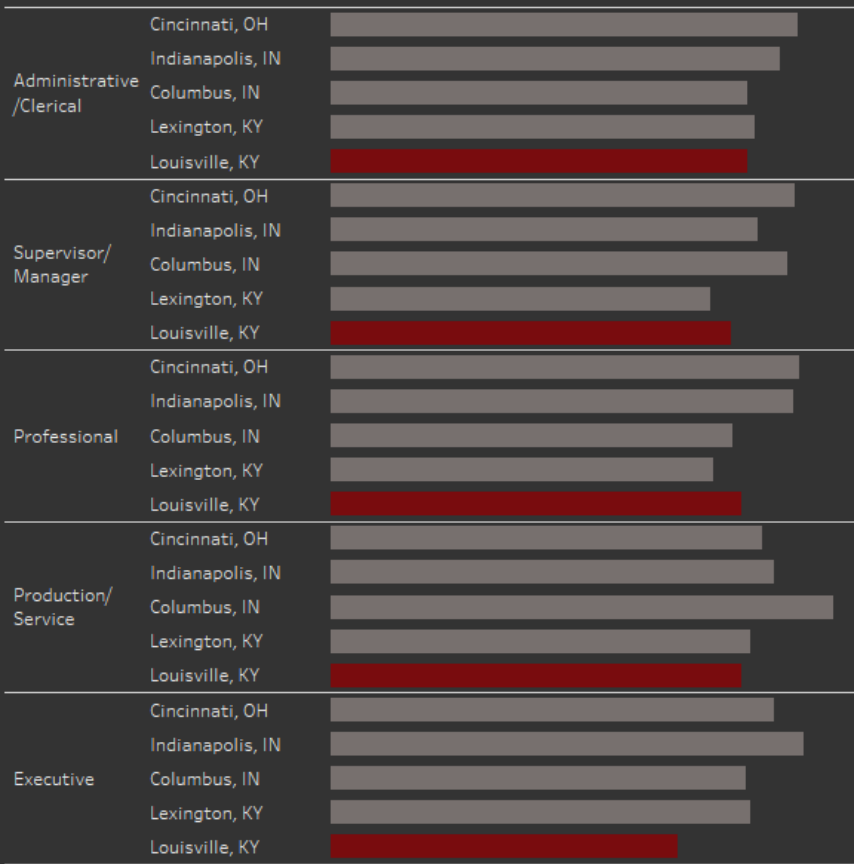
Cost of living index was used to standardize salary for all job roles in selected cities of the US & compared with each other.



# Why Employers in Louisville **Struggle** to Retain Employees?

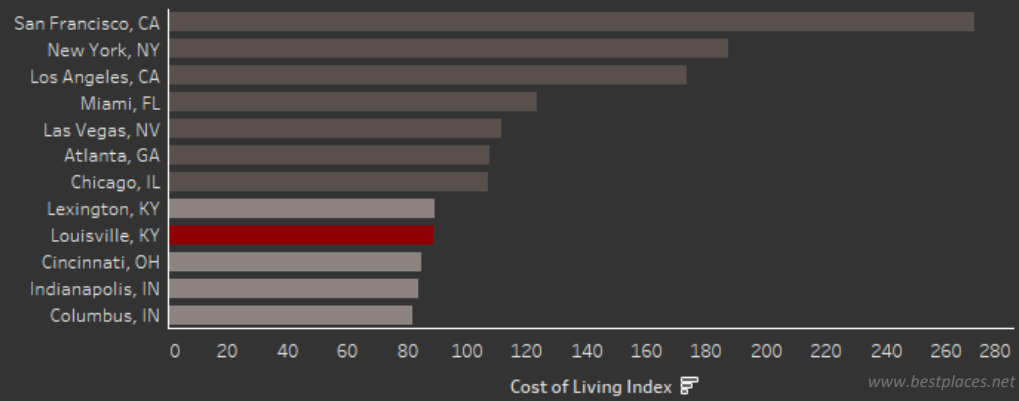
## Standardized Salaries based on Cost of Living

Salaries in **Louisville** are **lower** compared to other major cities in the region



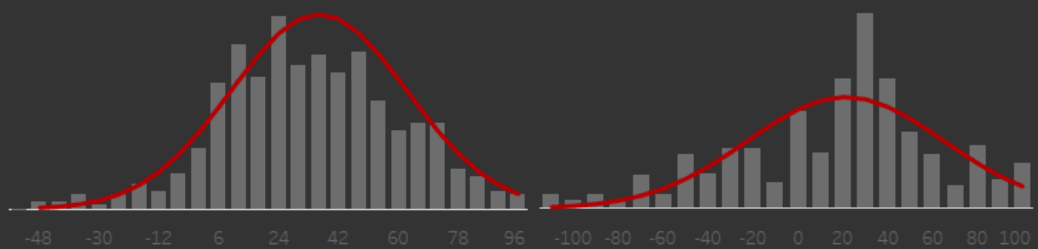
## Cost of Living Index

Louisville is **more expensive** than most of the major cities in the region



## Satisfaction Score Distribution

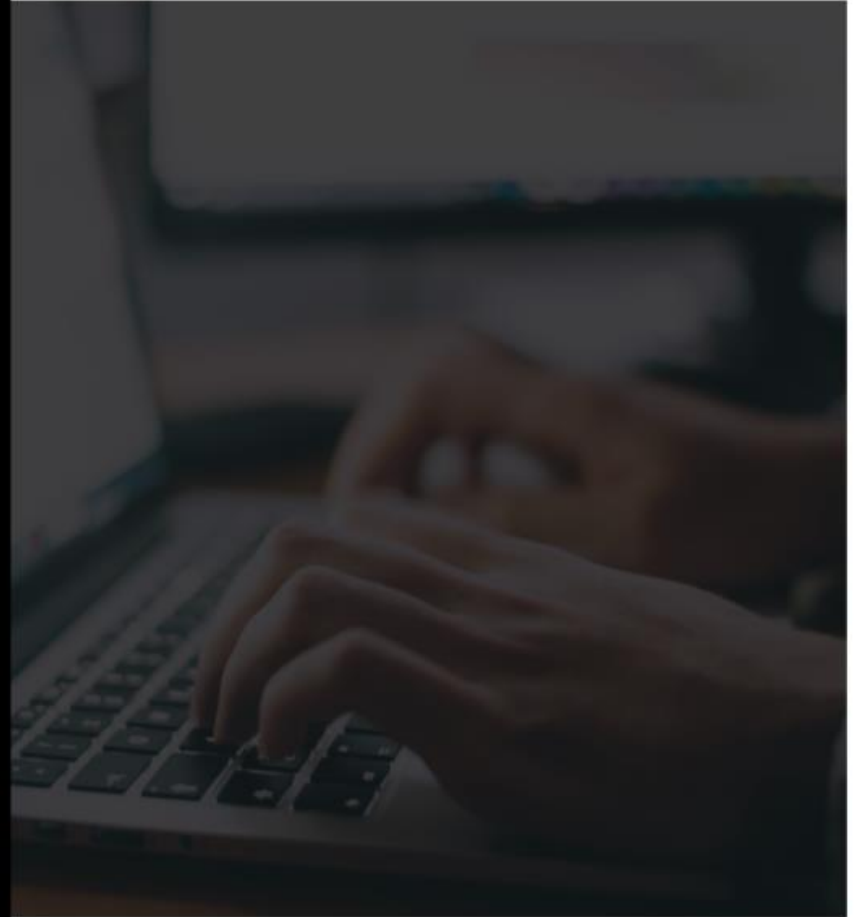
Both Flexibility and Pay: Employees **are satisfied** with the score overall  
 Just the Pay: Employees are **less satisfied** with Pay



Salary Data from Bureau of Labor Statistics

# Conclusions

- Supervisors & Managers are *least satisfied*
- Executives are *most satisfied* with their jobs
- Job satisfaction varies *drastically* by Industry
- Salaries in Louisville are *lower* as compared to other major cities in the region
- Louisville is *more expensive* than most of the major cities in the region
- Employees are *less satisfied* with Pay in Louisville as compared to other categories



# Recommendations For Survey Improvements



## **Better Granularity of Data**

- Job Roles to align with US Labor Salary Data
- No. of Years in the Job & Organization to include exact number of years & Months



## **Diversify Respondents**

Majority of respondents from Healthcare & Higher Education



## **Similar Surveys in different Cities**

Perform similar surveys in other cities in the region to have a better comparison factor

Orange Team

Better Workplaces, Better World (Part Two)



Bennett Holland | Travis Rose | Jacob Shaffer | Devarsh Shah

# Pre-COVID-19 Preferences of Louisville Workers



# Louisville's COVID-19 Timeline

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3/9 First Louisville Case

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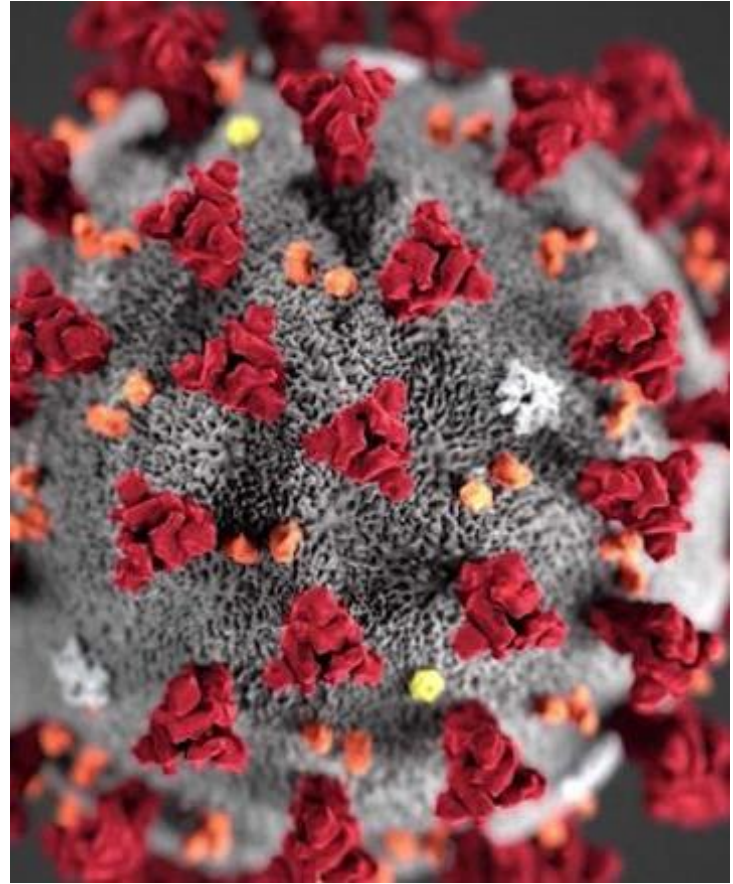
3/14 Closure of Most Public Gathering Places

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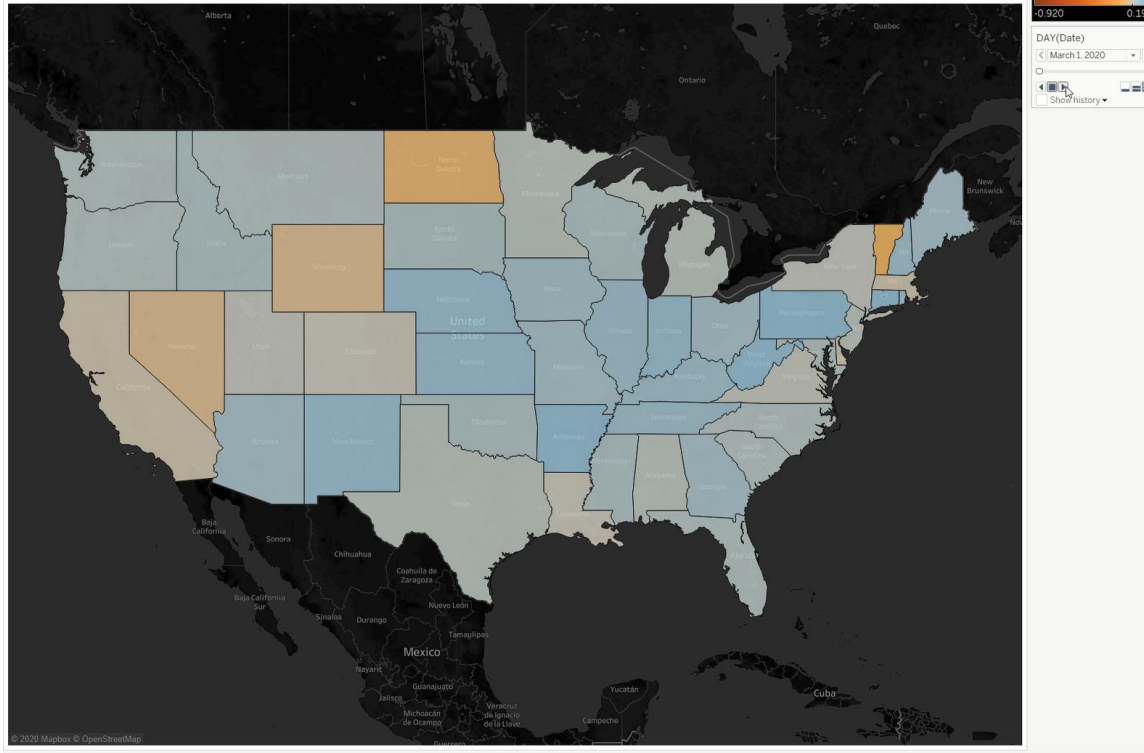
3/16 Closure of Restaurants and Bars

---

3/18 All Public Facing Business Forced to Close



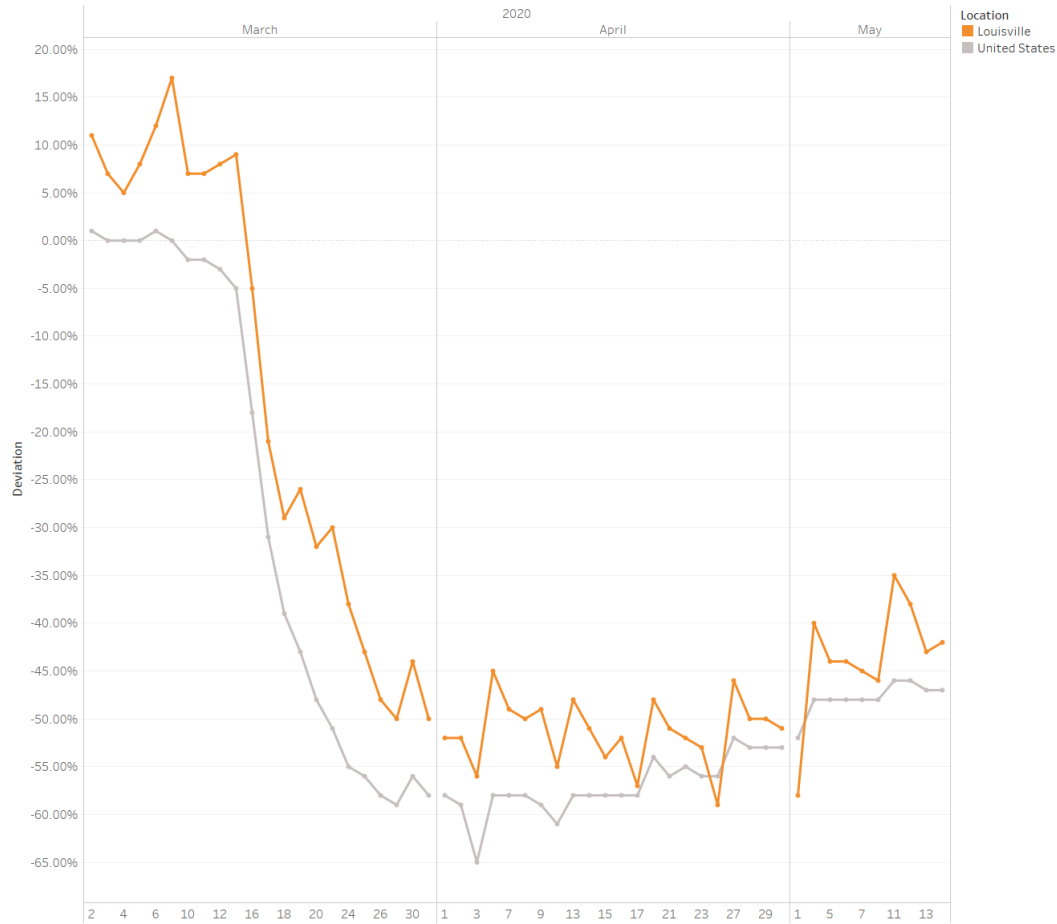
Hours Worked- March 1, 2020



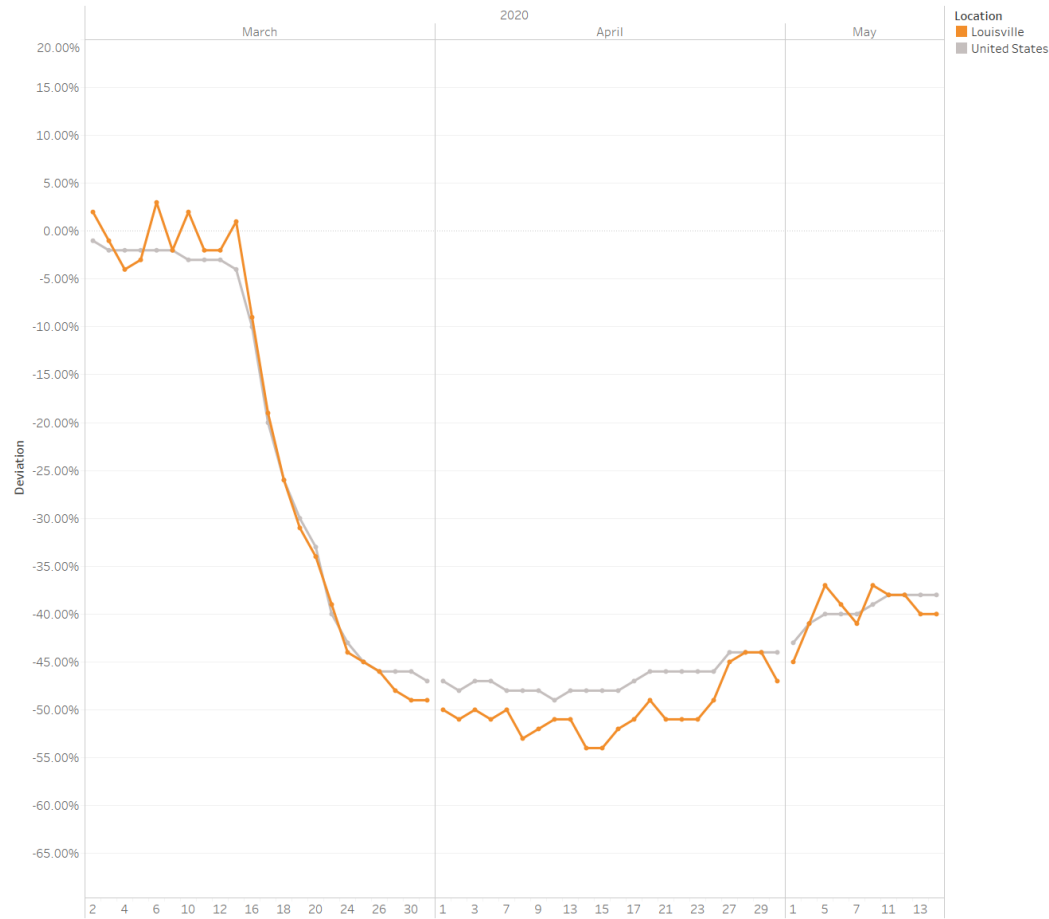
US  
unemployment  
claims **increase**  
**exponentially.**



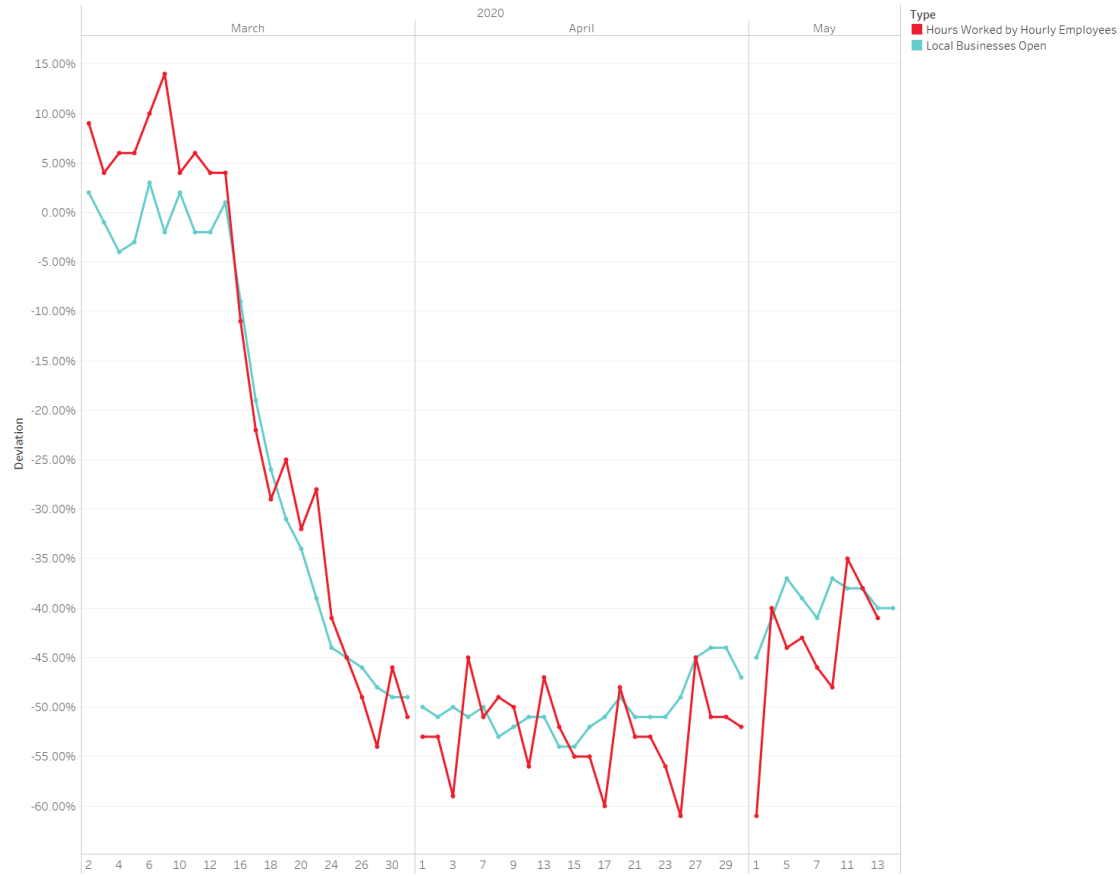
# Hours Worked



# Local Businesses Open



## Louisville Comparison



# How has COVID-19 impacted Jefferson County?

*Source: Kentucky Center For Statistics*

# New Unemployment Claims

The number of claims **skyrockets** as soon as the COVID hits Jefferson county

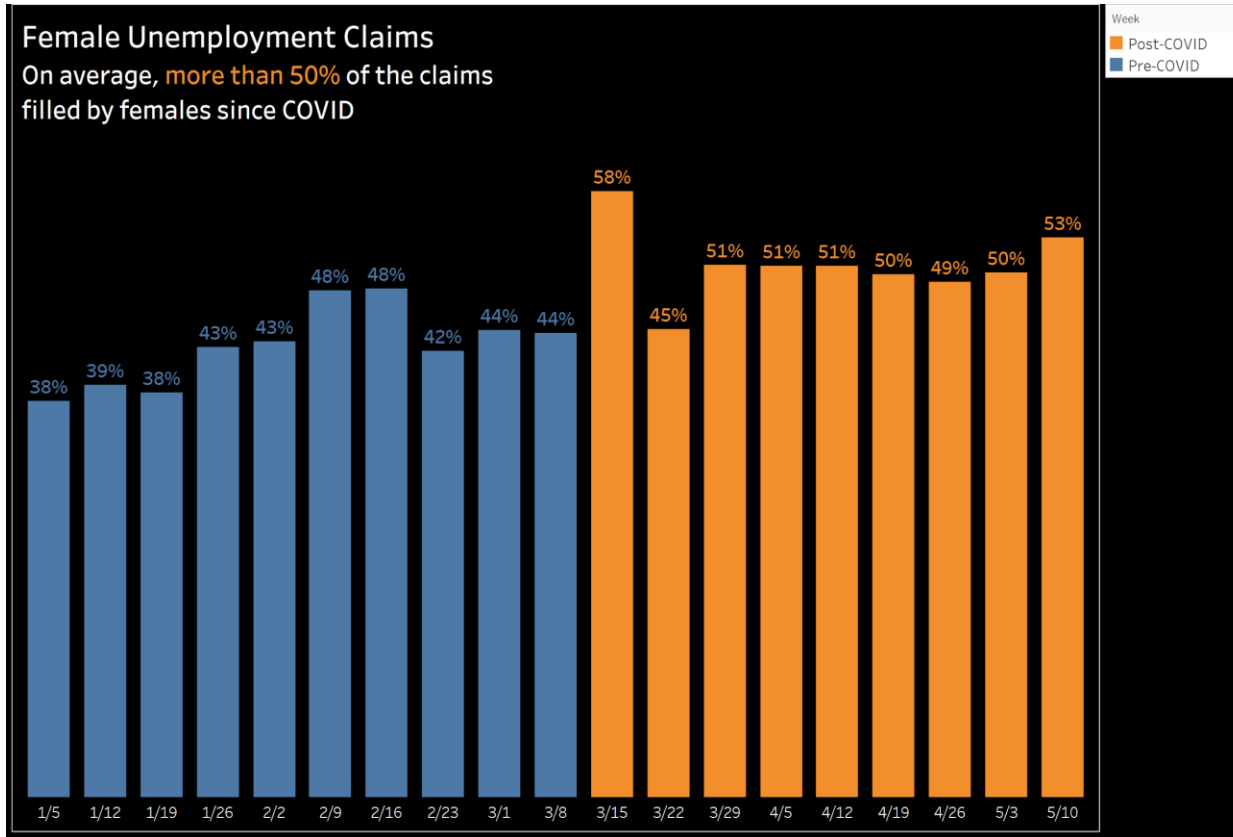


Jefferson County Weekly Unemployment Claims

# Who has Claimed Unemployment the Most as a Result of COVID-19?

*Source: Kentucky Center For Statistics*

# Women were impacted the more than men.

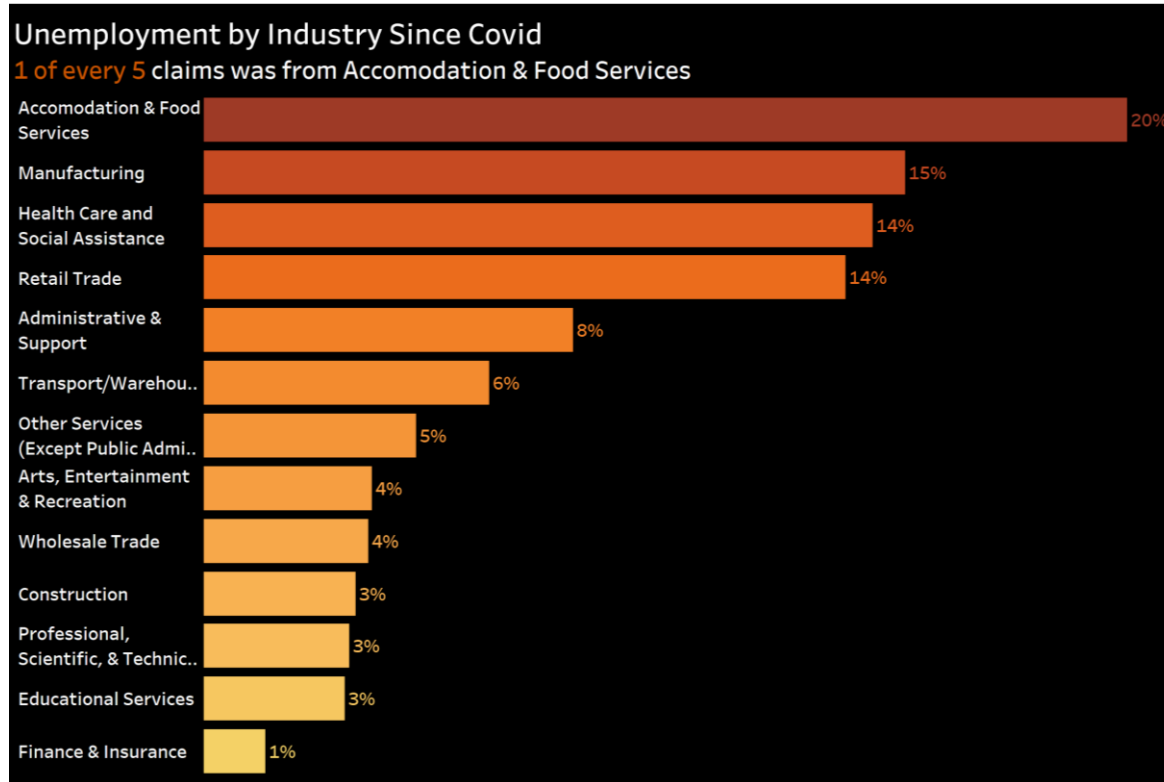


What industries are impacted during this pandemic?

*Source: Kentucky Center For Statistics*



# The **food services industry** was impacted the most by COVID-19



# COVID-19's Impact on Worker Preferences

Safe work environments become a priority

Working from home becomes standard practice

Health benefits become non-negotiable

Job security becomes paramount

Salary increases are not guaranteed

# Recommendations for Louisville Employers post COVID-19



Prioritize employee health



Prepare your business for future  
work from home situations



Become more flexible as an  
organization



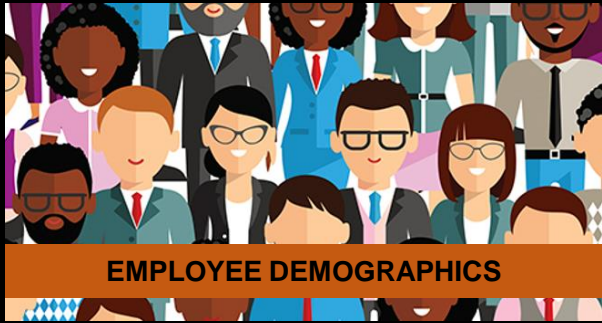
Invest in your employees

*Purple* Team

Better Workplaces, Better World (Part Two)



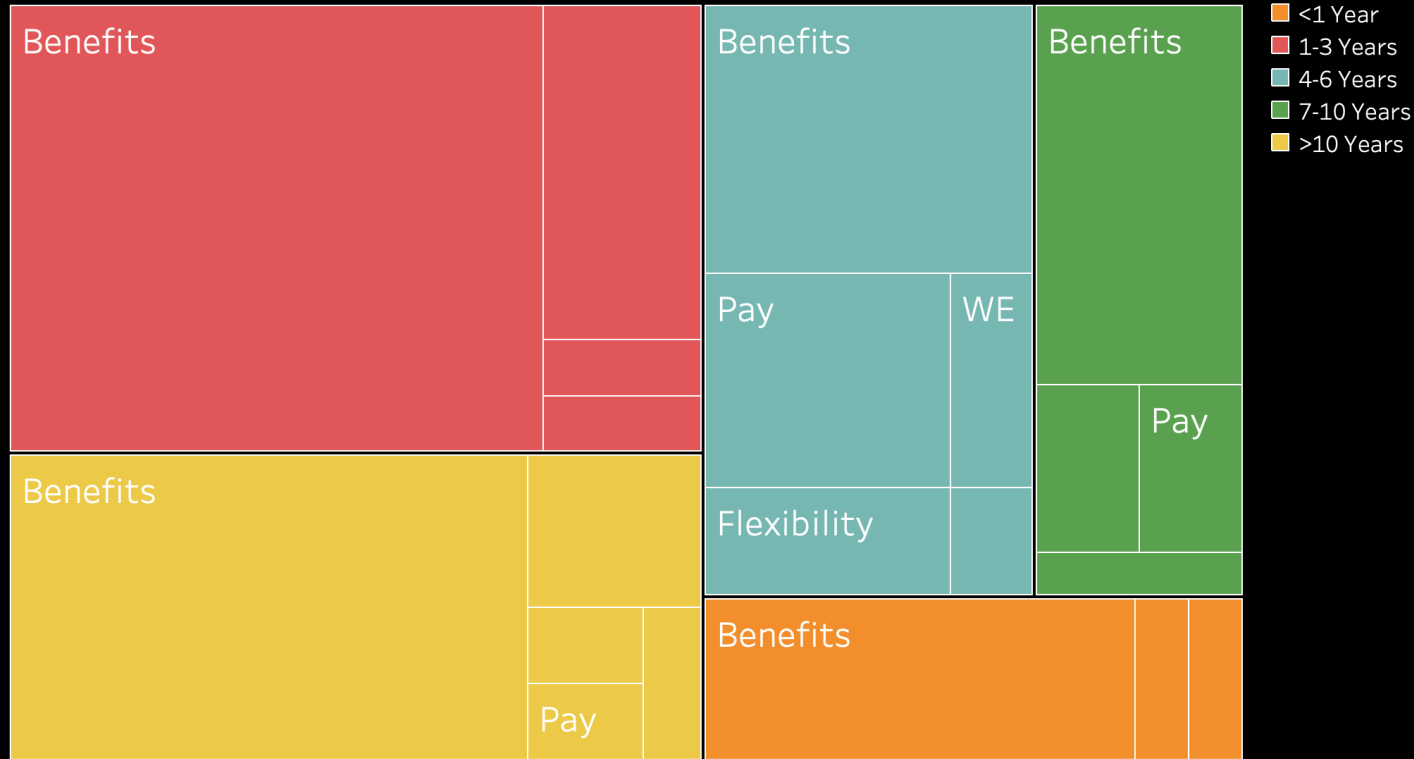
Leslie Dawson | Brandon Jackson | Weston Kostrzewsky | Ayodeji Oyewumi |  
Praveena Vutchula



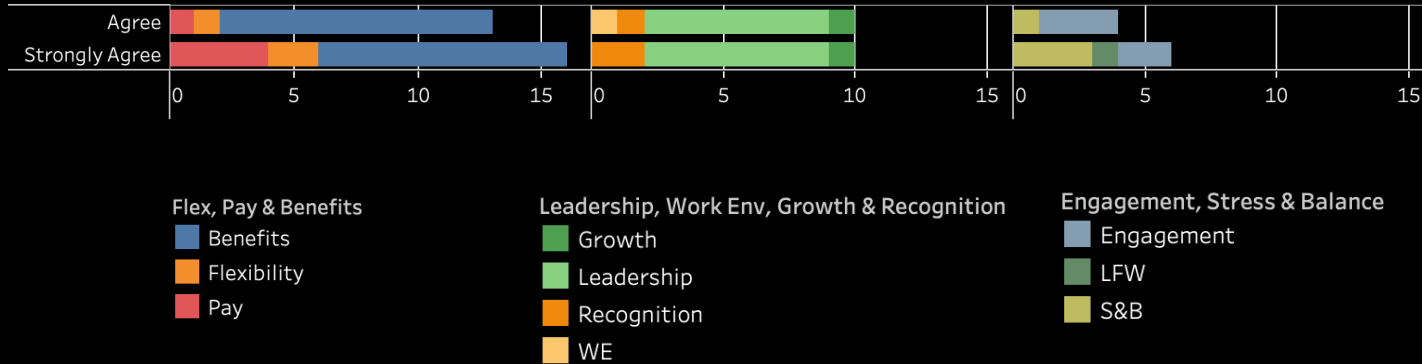
# BETTER WORKPLACE BETTER WORLD



# Regardless of tenure, more people care about the **Benefits** a company offers than any other theme.

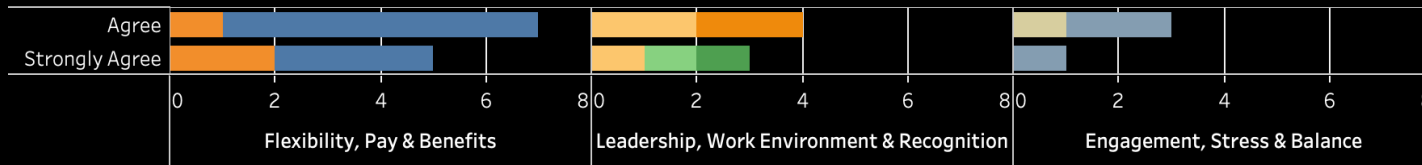


## Primary Themes for Likely Turnover



Among employees that agreed they were likely to leave, **Benefits** and **Leadership** warranted the most commentary.

## Secondary Themes for Likely Turnover

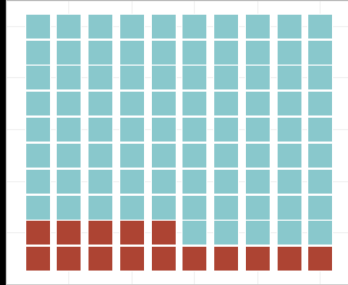


# Qualitative Analysis

Responders / Non - Responders

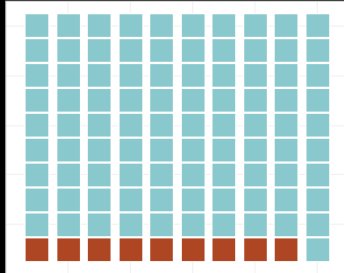
Importance of Flexibility, Pay and Benefits

Responders - 15%  
Non-Responders - 85%



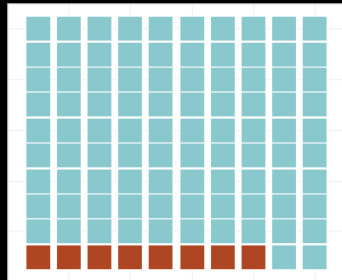
Work environment, Recognition & Growth opportunities

Responders - 8%  
Non-Responders - 92%



Engagement, Stress and Balance, and Intentions to stay Current job

Responders - 9%  
Non-Responders - 91%



# Participation

*48% of all respondents to the survey revealed their Employer names*

*Survey Respondents(676) represent 0.10% of Civilian Labor Force in Louisville-Jefferson County (668,077 as on March 2020)*

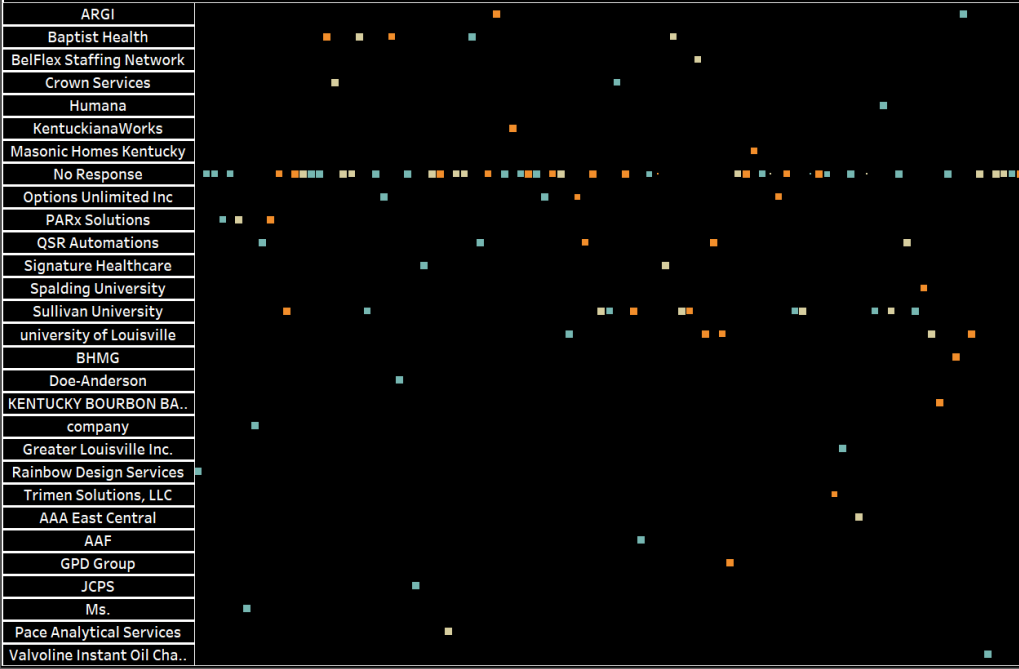


# JOB FLEXIBILITY , PAY, BENEFITS

## Sentiment Analysis - Job Flexibility - Company Wise

### Job Flexibility , Pay, Benefits

#### Company



#### Polarity - Job Flexibility

■ negative
 ■ neutral
 ■ positive

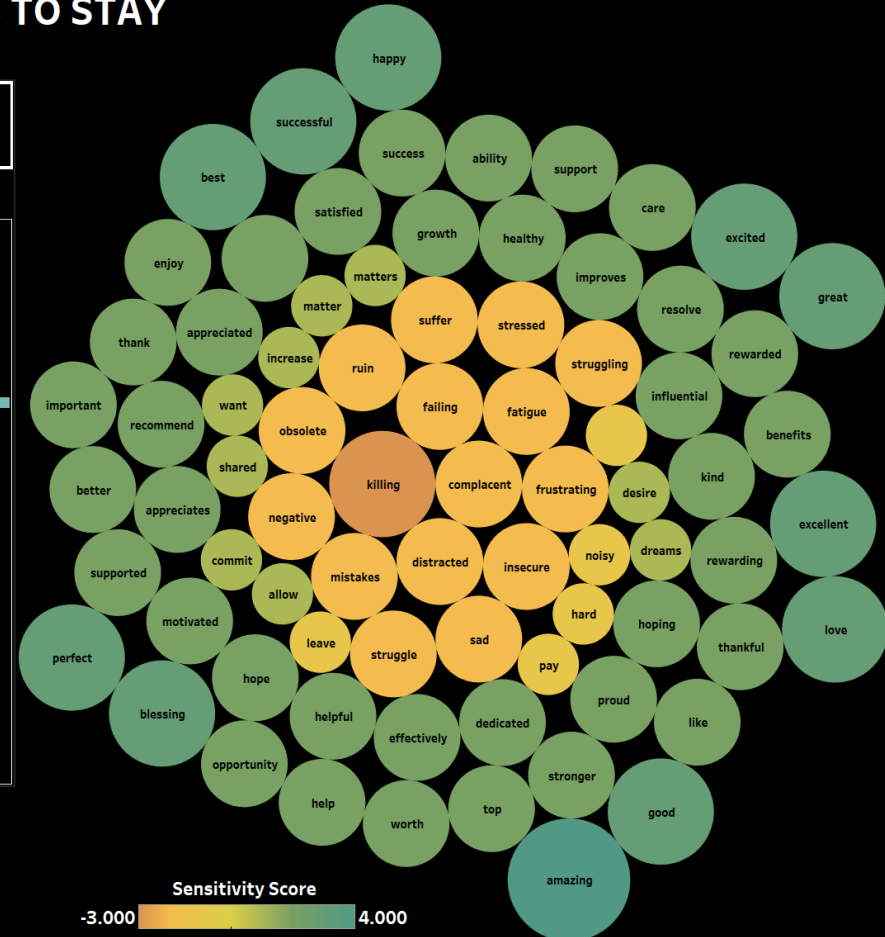
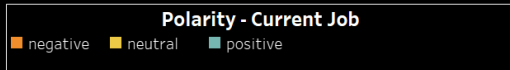
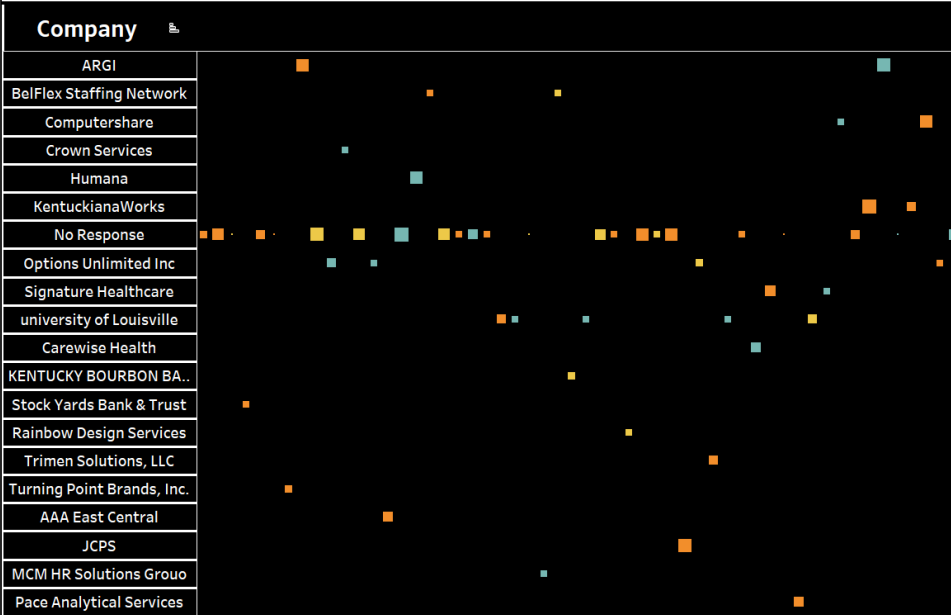
#### Sentiment Score

-3,000 ▬ ▬ 4,000

\*\* No Response in Company indicates all respondents who hasn't revealed their employer name.

# CURRENT JOB, ENGAGEMENT, STRESS & BALANCE, INTENSIONS TO STAY

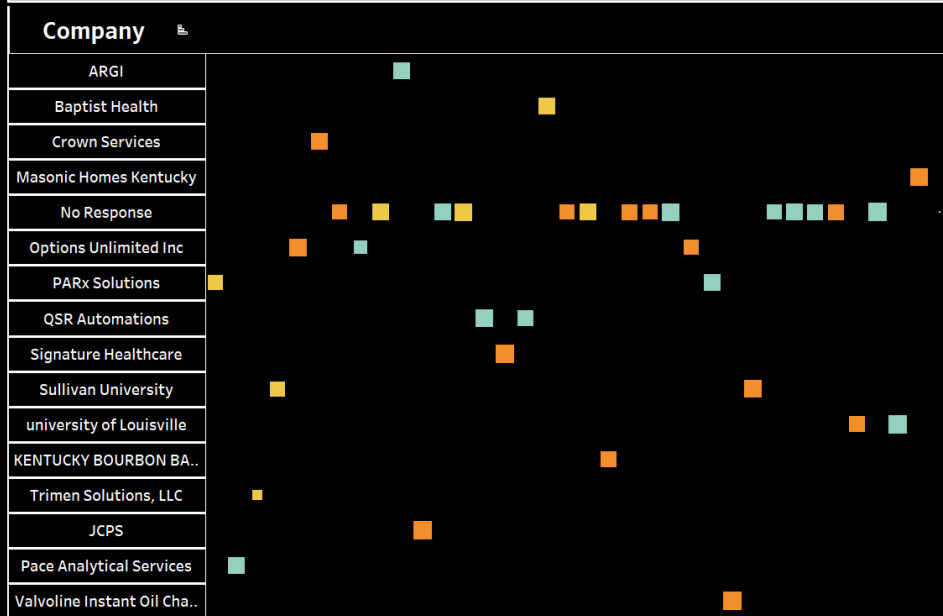
## Sentiment Analysis - Current Job - Company Wise Engagement, Stress & Balance, Intentions to Stay



\*\* No Response in Company indicates all respondents who hasn't revealed their employer name.

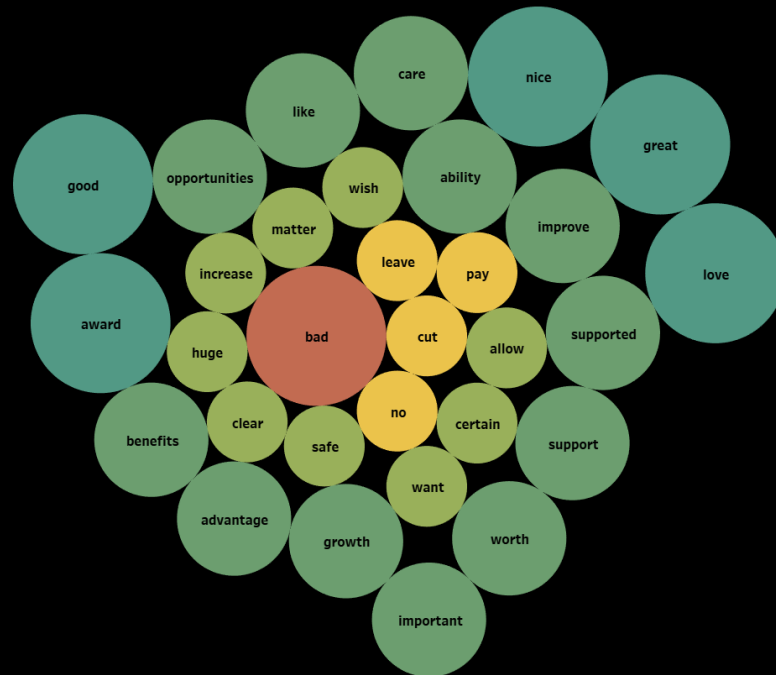
# LEADERSHIP , GROWTH OPPORTUNITY , RECOGNITION, WORK ENVIRONMENT

## Sentiment Analysis - Leadership - Company Wise Leadership, Growth Opportunities, Recognition



### Polarity - Leadership

negative neutral positive



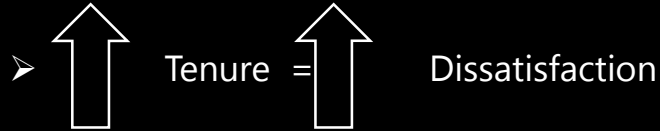
### Sentiment Score

-3.000 3.000

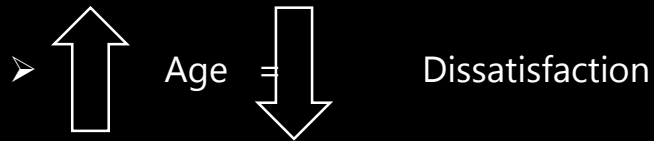
\*\* No Response in Company indicates all respondents who hasn't revealed their employer name.

# HIGHLIGHTS

## TENURE AND JOB CLASSIFICATION

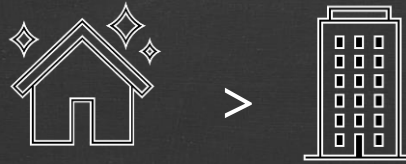


## AGE & GENERATION



- Gen X - Different priorities  
Louisville vs. National

## REMOTE VS. TRADITIONAL WORKERS



## EMPLOYEES WITH CHILDREN

- No Kids → Benefits
- Kids → Flexibility





# HIGHLIGHTS

## VALUE & SATISFACTION (YELLOW)



## JOB SATISFACTION INDEX

➤ Louisville cost of living 

➤ Employee pay satisfaction 

## IMPACT OF COVID-19 (ORANGE)



Employee Health and Safety has become a priority with a focus on health benefits

➤ Job Security is Important



## QUALITATIVE RESPONSES

➤ Job flexibility, pay, and benefits

15%



Where do we go from here?



## Factors Addressed:

- ✓ Current Job Satisfaction
- ✓ Flexibility, Pay, Benefits
- ✓ Employee Demographics
- ✓ Leadership, Growth Opportunities
- ✓ Work Culture
- ✓ Stress and Balance

## Future Survey Factors:

- ✗ Previous Work:
  - # of employers
  - Voluntary / Involuntary separation
  - If voluntary, why they left
- ✗ Current Work:
  - Public / Government sector
  - Level of job (C's, executives, manager, etc.)
- ✗ Demographics:
  - Include trade schools/alternative education
  - Income role in household (primary/secondary)
  - Louisville native vs. relocated

# Moving Forward: Recommended **Improvements** To Improve Data Collection

1. Collect the smallest unit possible and use number over categories when possible

# > Categories

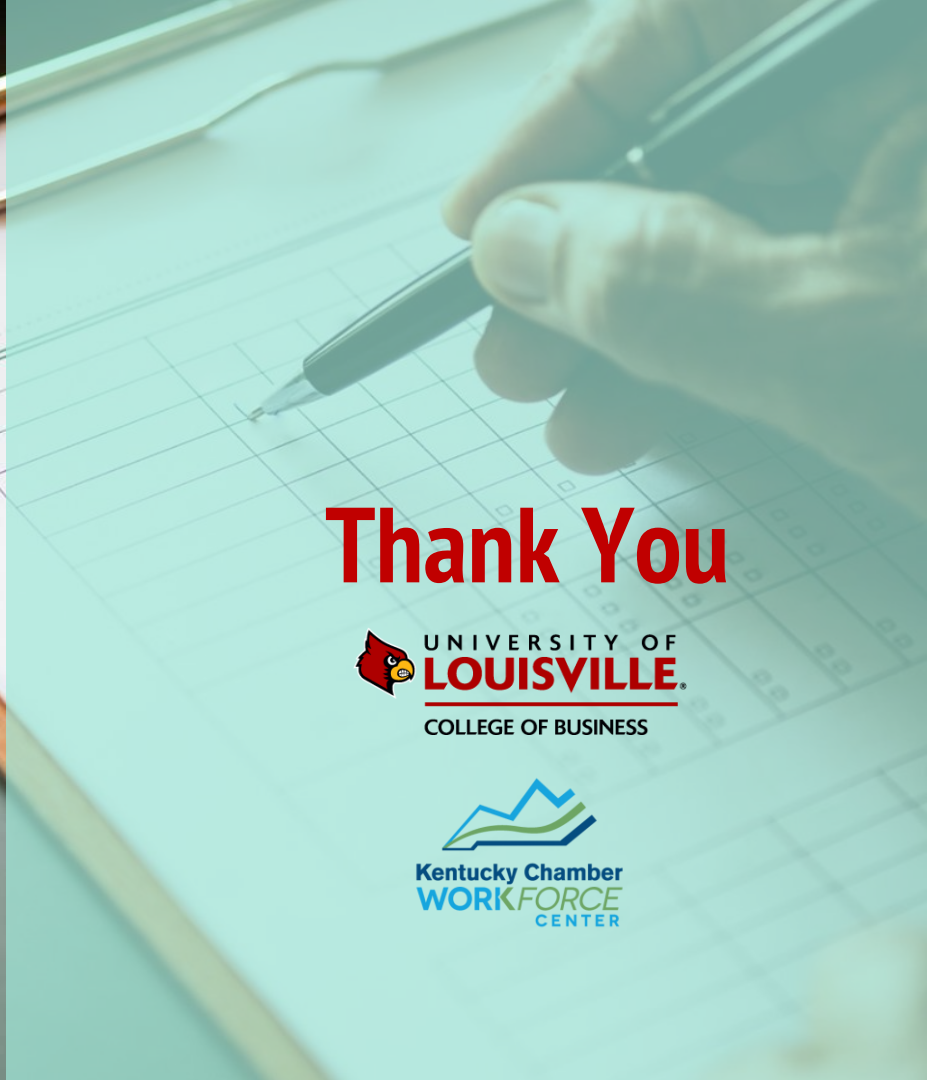
2. Use a representative sample / Define your target audience



3. Make fields required







# Thank You

