



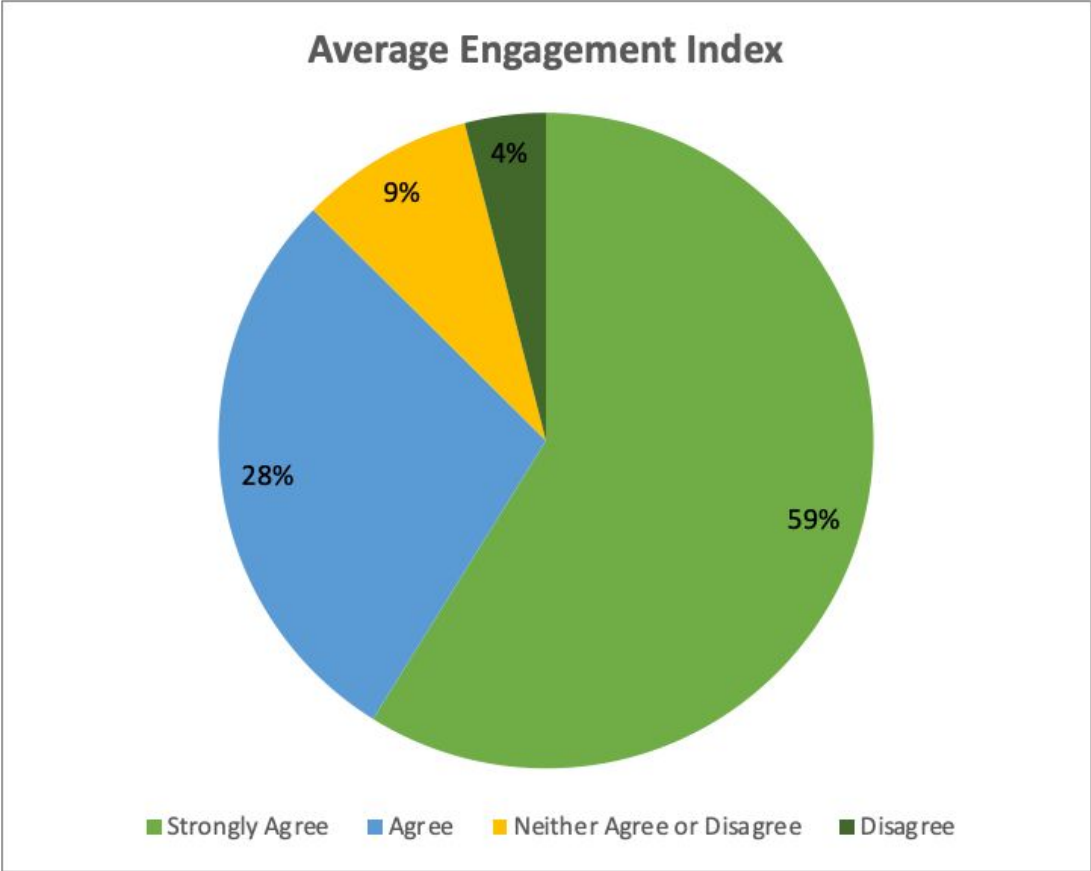
CULTURE SURVEY 2024

OVERVIEW OF RESULTS

April 2025

ENGAGEMENT

ENGAGEMENT QUESTIONS (7):	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
8. At work, I have the opportunity to do what I do best every day.	52.00%	28.00%	16.00%	4.00%	0.00%
9. There is someone at work who encourages my development.	56.00%	32.00%	4.00%	8.00%	0.00%
10. I have the opportunity to explore my potential and skills at the company.	52.00%	28.00%	12.00%	8.00%	0.00%
21. I feel that my contributions are valued.	60.00%	28.00%	12.00%	0.00%	0.00%
22. I am enthusiastic about my job.	68.00%	28.00%	4.00%	0.00%	0.00%
27. In my team we often try out new methods and approaches.	64.00%	20.00%	8.00%	8.00%	0.00%
29. My team balances our workload effectively.	60.00%	36.00%	4.00%	0.00%	0.00%



Highly Engaged + Engaged

2024 = **87%**

2023 = **94%**



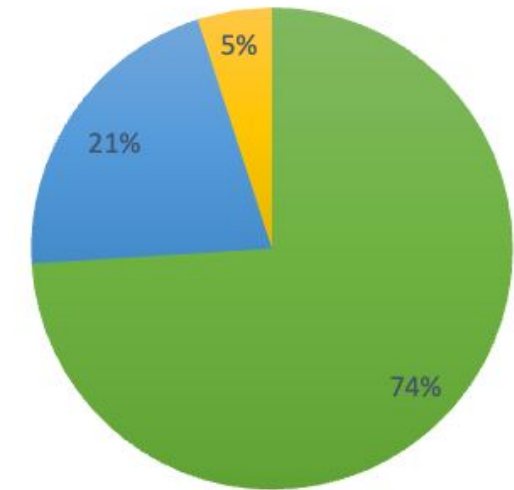
Staff Brand Promises

	2024	2023
CORE VALUES	95%	99%
CONNECTEDNESS	93%	92.4%
STAGE 5	90.5%	94.7%

CORE VALUES

CORE VALUES QUESTIONS (4):	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
2. I understand the core values at C4Media.	92.00%	8.00%	0.00%	0.00%	0.00%
3. I believe that our core values are shared by everyone in the Company.	44.00%	48.00%	8.00%	0.00%	0.00%
4. I am willing to go above and beyond in my role.	92.00%	8.00%	0.00%	0.00%	0.00%
26. The goals of our company are important to me personally.	68.00%	20.00%	12.00%	0.00%	0.00%

Average Core Values Index



■ Strongly Agree ■ Agree ■ Neither Agree or Disagree

Strongly Agree + Agree

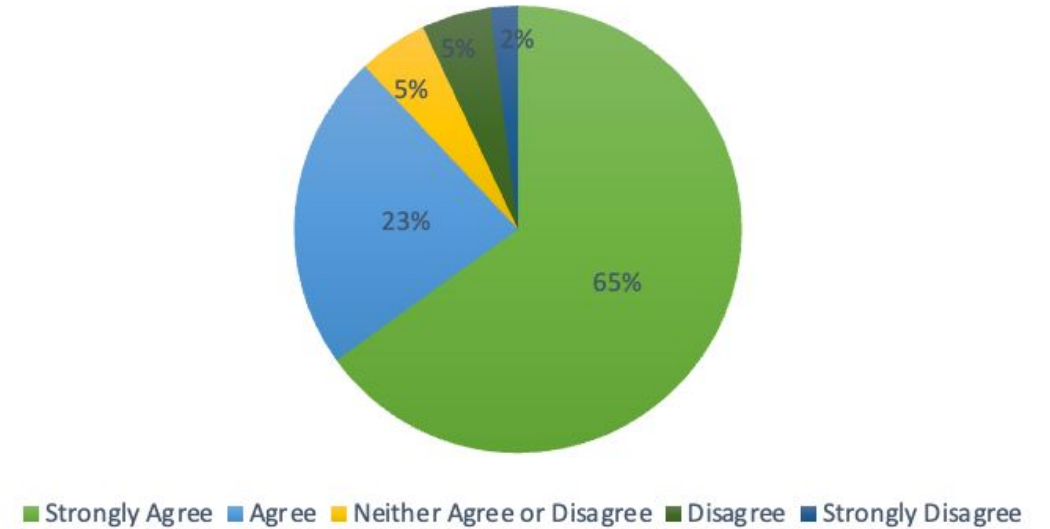
2024 = **95%**

2023 = **99%**

PSYCHOLOGICAL SAFETY

PSYCHOLOGICAL SAFETY (7):	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
5. I know what is expected of me.	80.00%	20.00%	0.00%	0.00%	0.00%
7. At work, my opinions seem to count.	64.00%	28.00%	8.00%	0.00%	0.00%
9. There is someone at work who encourages my development.	56.00%	32.00%	4.00%	8.00%	0.00%
11. In the last six months, someone at work has talked to me about my progress.	44.00%	20.00%	12.00%	16.00%	8.00%
12. My supervisor, or someone at work, seems to care about me as a person.	84.00%	16.00%	0.00%	0.00%	0.00%
16. In the last month, I have received recognition or appreciation for doing good work (including from peers and managers).	56.00%	20.00%	8.00%	12.00%	4.00%
30. I feel safe to voice my opinion - even if it differs from the team's or the manager's.	72.00%	24.00%	4.00%	0.00%	0.00%

Average Psychological Safety Index



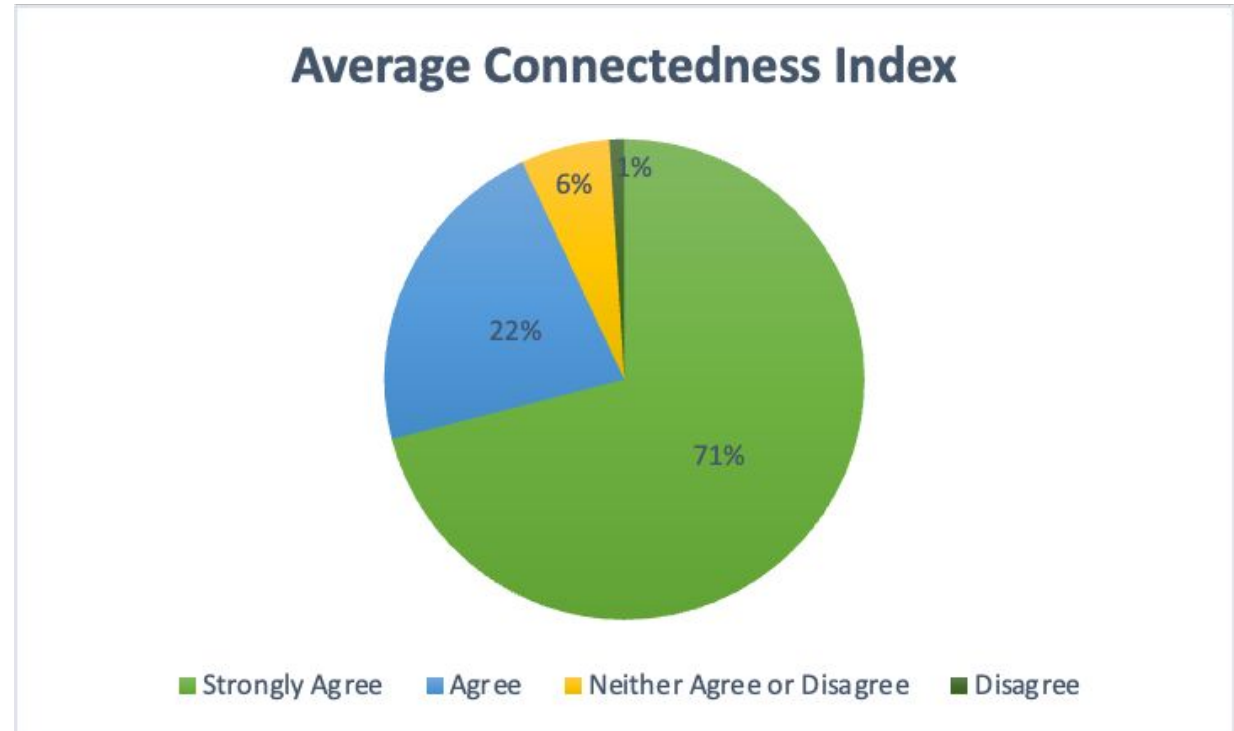
Strongly Agree + Agree

2024 = **88%**

2023 = **85%**

CONNECTEDNESS

Connectedness Questions (7):	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
6. I have the materials and equipment I need to do my work right.	88.00%	8.00%	0.00%	4.00%	0.00%
13. I am encouraged to make time to connect with my colleagues.	40.00%	40.00%	16.00%	4.00%	0.00%
14. I have a friend at work.	76.00%	16.00%	8.00%	0.00%	0.00%
15. I believe that I can reach out to anyone in the company if I need to.	76.00%	24.00%	0.00%	0.00%	0.00%
20. Knowledge and information is freely shared at C4Media.	80.00%	16.00%	4.00%	0.00%	0.00%
22. I am enthusiastic about my job.	68.00%	28.00%	4.00%	0.00%	0.00%
24. The company is interested in my well-being.	68.00%	24.00%	8.00%	0.00%	0.00%



Strongly Agree + Agree

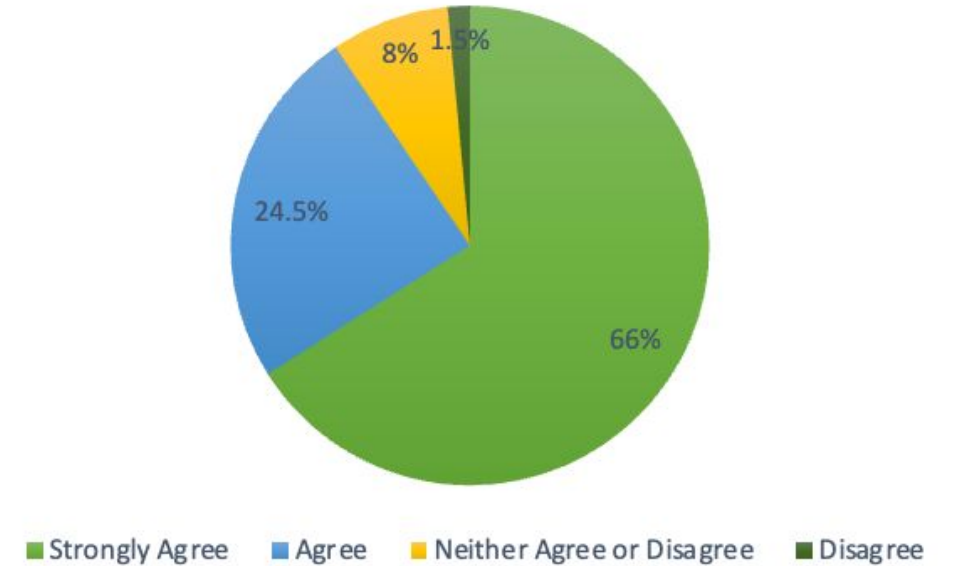
2024 = **93%**

2023 = **92.4 %**

STAGE 5

Stage 5 Questions (8):	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
1. The mission or purpose of my company makes me feel my job is important.	64.00%	36.00%	0.00%	0.00%	0.00%
8. At work, I have the opportunity to do what I do best every day.	52.00%	28.00%	16.00%	4.00%	0.00%
17. This last year, I have had opportunities at work to learn and grow.	64.00%	28.00%	4.00%	4.00%	0.00%
18. We compete for the best ideas (not for being better than another person or better than another company).	76.00%	16.00%	8.00%	0.00%	0.00%
19. My co-workers are committed to doing quality work.	80.00%	20.00%	0.00%	0.00%	0.00%
23. Our company inspires me to perform at my best.	68.00%	24.00%	8.00%	0.00%	0.00%
25. I plan to be working for the company one year from now.	72.00%	16.00%	8.00%	4.00%	0.00%
28. Our company is making the changes necessary to compete effectively.	52.00%	28.00%	20.00%	0.00%	0.00%

Average Stage 5 Index



Strongly Agree + Agree

2024 = **90.5%**

2023 = **94.7%**

STRENGTHS 2024

2024	% Favourable	% Neutral	% Unfavorable
1. The mission or purpose of my company makes me feel my job is important.	100%	0%	0%
2. I understand the core values at C4Media.	100%	0%	0%
4. I am willing to go above and beyond in my role.	100%	0%	0%
5. I know what is expected of me.	100%	0%	0%
12. My supervisor, or someone at work, seems to care about me as a person.	100%	0%	0%
15. I believe that I can reach out to anyone in the company if I need to.	100%	0%	0%
19. My co-workers are committed to doing quality work.	100%	0%	0%
6. I have the materials and equipment I need to do my work right.	96%	0%	4%
20. Knowledge and information is freely shared at C4Media.	96%	4%	0%
30. I feel safe to voice my opinion - even if it differs from the team's or the manager's.	96%	4%	0%
14. I have a friend at work.	92%	8%	0%
18. We compete for the best ideas (not for being better than another person or better than another company).	92%	8%	0%

OPPORTUNITIES 2024

2024	% Favourable	% Neutral	% Unfavorable
11. In the last six months, someone at work has talked to me about my progress.	64%	12%	24%
16. In the last month, I have received recognition or appreciation for doing good work (including from peers and managers).	76%	8%	16%

What about our company makes it a good place to work?

- **Supportive, inclusive culture:** Positive atmosphere, kind and respectful colleagues, no drama or toxicity, strong sense of belonging.
- **Great people:** Friendly, responsive, and collaborative team across time zones.
- **Empowering environment:** Trust, autonomy, freedom to experiment, and encouragement to grow and share knowledge.
- **Strong leadership & values:** Supportive management, open communication, and shared work ethics.
- **Flexibility & remote-first:** Flexible schedules, remote work, and occasional travel opportunities.
- **Continuous learning & innovation:** Encouragement to try new things, explore technologies, and keep learning.
- **Employee-focused perks:** Vacation/wellness allowances, event related incentives, and meaningful projects like the Donations initiative.
- **Inspiring purpose:** A shared mission and meaningful goals that bring the team together.