



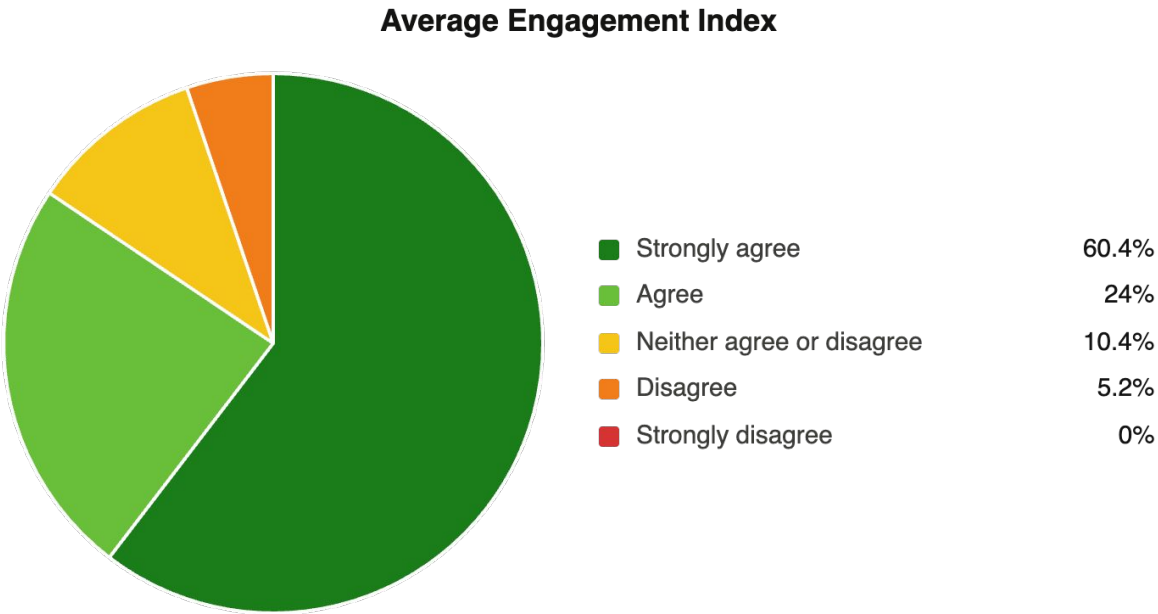
CULTURE SURVEY 2025

OVERVIEW OF RESULTS

June 2026

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.	63.6%	22.7%	9.1%	4.5%	0.0%
9. There is someone at work who encourages my development.	50.0%	27.3%	13.6%	9.1%	0.0%
10. I have the opportunity to explore my potential and skills at the company.	59.1%	22.7%	13.6%	4.5%	0.0%
21. I feel that my contributions are valued.	59.1%	27.3%	9.1%	4.5%	0.0%
22. I am enthusiastic about my job.	68.2%	27.3%	4.5%	0.0%	0.0%
27. In my team we often try out new methods and approaches.	63.6%	22.7%	9.1%	4.5%	0.0%
29. My team balances our workload effectively.	59.1%	18.2%	13.6%	9.1%	0.0%



Highly Engaged + Engaged

2025 = **84.4 %**

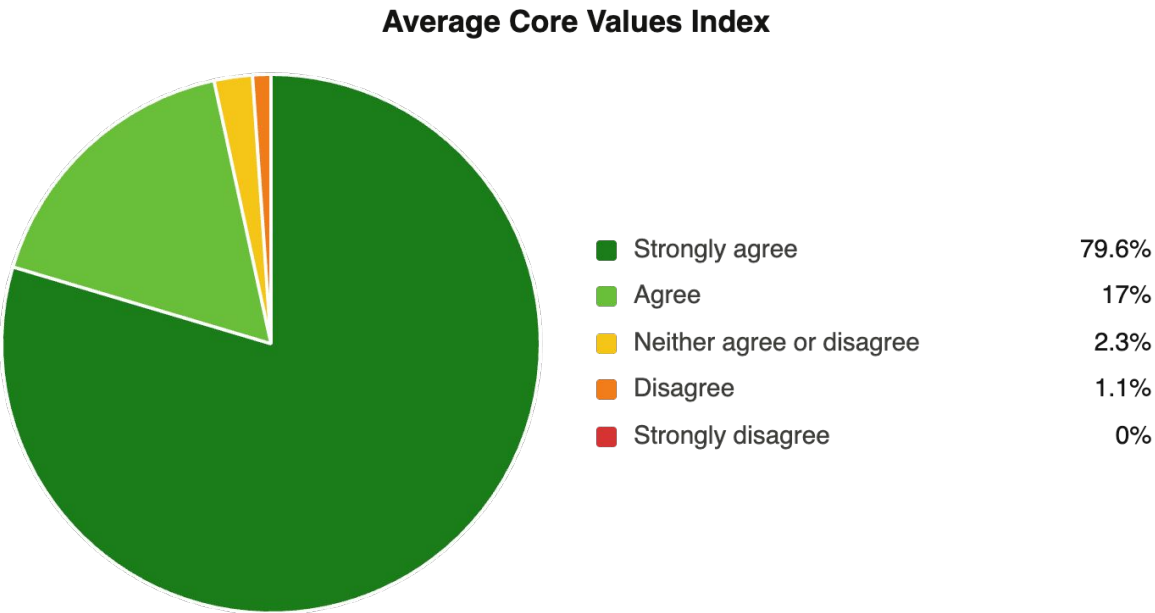
2024 = **87%**

Staff Brand Promises

	2025	2024
CORE VALUES	96.6%	95%
CONNECTEDNESS	90.3%	93%
STAGE 5	89.8%	90.5%

CORE VALUES

CORE VALUES QUESTIONS (4):	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
2. I understand the core values at C4Media.	86.4%	13.6%	0.0%	0.0%	0.0%
3. I believe that our core values are shared by everyone in the Company.	72.7%	18.2%	4.5%	4.5%	0.0%
4. I am willing to go above and beyond in my role.	86.4%	13.6%	0.0%	0.0%	0.0%
26. The goals of our company are important to me personally.	72.7%	22.7%	4.5%	0.0%	0.0%



Strongly Agree + Agree

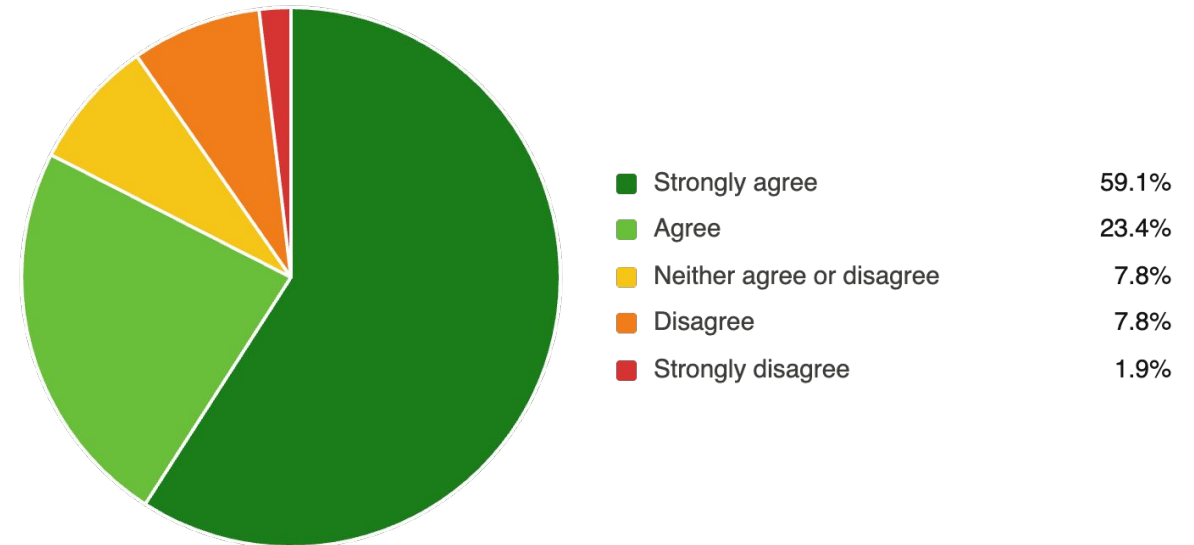
2025 = **96.6%**

2024 = **95%**

PSYCHOLOGICAL SAFETY

PSYCHOLOGICAL SAFETY (7):	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
5. I know what is expected of me.	68.2%	31.8%	0.0%	0.0%	0.0%
7. At work, my opinions seem to count.	59.1%	22.7%	13.6%	4.5%	0.0%
9. There is someone at work who encourages my development.	50.0%	27.3%	13.6%	9.1%	0.0%
11. In the last six months, someone at work has talked to me about my progress.	36.4%	18.2%	13.6%	22.7%	9.1%
12. My supervisor, or someone at work, seems to care about me as a person.	86.4%	4.5%	9.1%	0.0%	0.0%
16. In the last month, I have received recognition or appreciation for doing good work (including from peers and managers).	40.9%	36.4%	4.5%	13.6%	4.5%
30. I feel safe to voice my opinion - even if it differs from the team's or the manager's.	72.7%	22.7%	0.0%	4.5%	0.0%

Average Psychological Safety Index



Strongly Agree + Agree

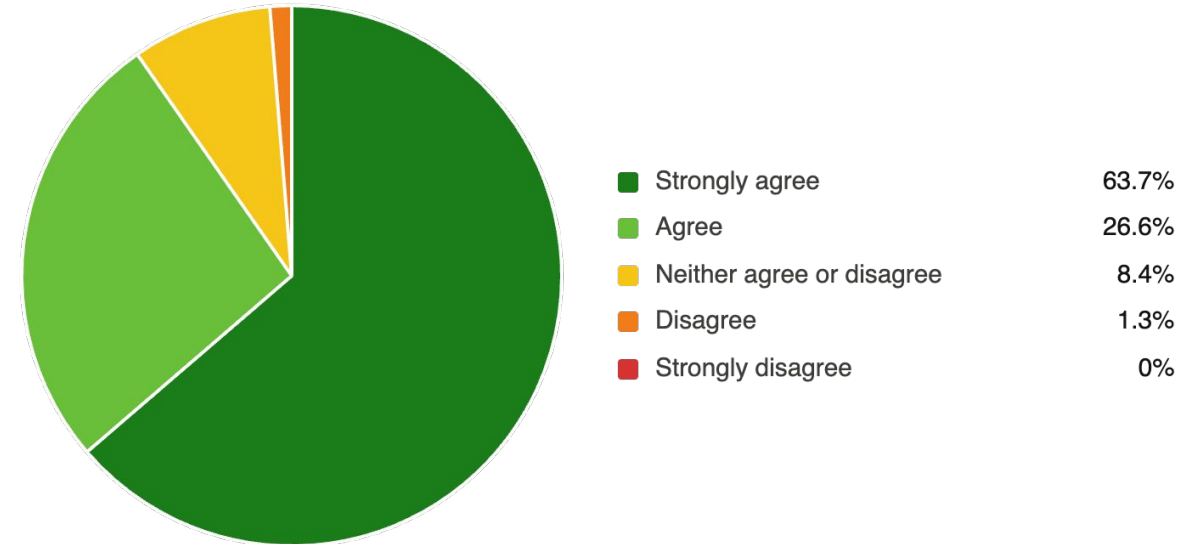
2025 = **82.5%**

2024 = **88%**

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.	68.2%	31.8%	0.0%	0.0%	0.0%
13. I am encouraged to make time to connect with my colleagues.	40.9%	31.8%	22.7%	4.5%	0.0%
14. I have a friend at work.	72.7%	9.1%	18.2%	0.0%	0.0%
15. I believe that I can reach out to anyone in the company if I need to.	72.7%	18.2%	4.5%	4.5%	0.0%
20. Knowledge and information is freely shared at C4Media.	54.5%	40.9%	4.5%	0.0%	0.0%
22. I am enthusiastic about my job.	68.2%	27.3%	4.5%	0.0%	0.0%
24. The company is interested in my well-being.	68.2%	27.3%	4.5%	0.0%	0.0%

Average Connectedness Index



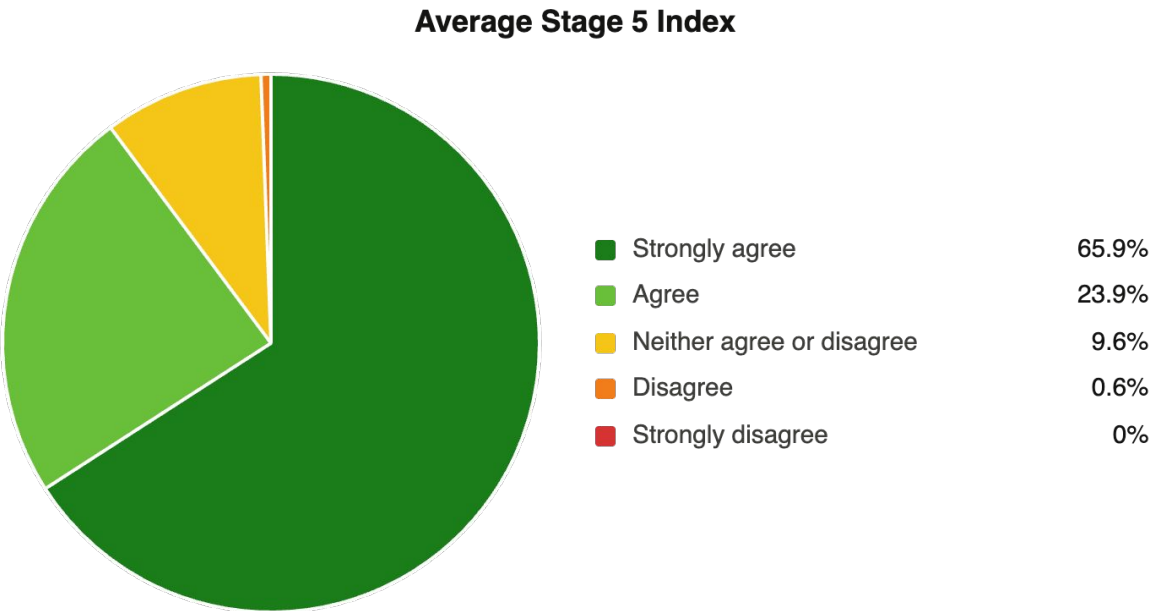
Strongly Agree + Agree

2025 = **90.3%**

2024 = **93%**

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.	72.7%	22.7%	4.5%	0.0%	0.0%
8. At work, I have the opportunity to do what I do best every day.	63.6%	22.7%	9.1%	4.5%	0.0%
17. This last year, I have had opportunities at work to learn and grow.	63.6%	22.7%	13.6%	0.0%	0.0%
18. We compete for the best ideas (not for being better than another person or better than another company).	50.0%	40.9%	9.1%	0.0%	0.0%
19. My co-workers are committed to doing quality work.	86.4%	4.5%	9.1%	0.0%	0.0%
23. Our company inspires me to perform at my best.	63.6%	22.7%	13.6%	0.0%	0.0%
25. I plan to be working for the company one year from now.	68.2%	27.3%	4.5%	0.0%	0.0%
28. Our company is making the changes necessary to compete effectively.	59.1%	27.3%	13.6%	0.0%	0.0%



Strongly Agree + Agree

2025 = **89.8%**

2024 = **90.5%**

Strengths 2025

2025	% Favourable	% Neutral	% Unfavorable
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%
6. I have the materials and equipment I need to do my work right.	100%	0%	0%

Opportunities 2025

2025	% Favourable	% Neutral	% Unfavorable
11. In the last six months, someone at work has talked to me about my progress.	54.6%	13.6%	31.8%
16. In the last month, I have received recognition or appreciation for doing good work (including from peers and managers).	77.3%	4.5%	18.1%
9. There is someone at work who encourages my development.	77.3%	13.6%	9.1%
29. My team balances our workload effectively.	77.3%	13.6%	9.1%

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

- **Work-Life Balance & Flexibility**
Remote-first culture with genuine respect for personal time, boundaries, and encouraged PTO.
- **Trust & Autonomy**
Team members own their work — with the freedom to make decisions and drive solutions without micromanagement.
- **People, Culture & Communication**
A collaborative, inclusive team where staff across different time zones are approachable, supportive, and easy to work with. Open communication makes cross-team partnership and idea sharing easy.
- **Growth & Impact**
Diverse, meaningful projects paired with real opportunities for skill development and career growth.
- **Mission & Values**
Strong alignment between daily work and company mission — staff feel they're contributing to something bigger.
- **Industry-Respected Brands**
Home to InfoQ and QCon — well-established, trusted names that carry weight across the tech community.