![SurveyMonkey®]

2023 Social Impact Report

Powering curiosity to shape a better world.

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CEO LETTER

A year of transformation lays the foundation for progress

To say 2023 was a whirlwind for SurveyMonkey would be an understatement. By the middle of the year, we had made a number of huge changes: we became a private company, we switched our name back to SurveyMonkey, and I had the privilege of becoming CEO.

Coming into my role at this critical juncture, I was immediately impressed with two things: the product and the people. Our product is almost ubiquitous. From the leaders of major financial institutions concerned with macro trends in investor behavior to the deacon of a church in Australia wondering why collections are down this week—people of all walks of life use SurveyMonkey to answer questions big and small. But we aren't going to rest on our laurels—I believe in the simple notion of better is better. That means there is always room for improvement, and incremental changes can lead to a big impact.

In 2023 we launched some truly innovative solutions that continue to meet the evolving needs of our varied customers, including AI-generated surveys and an entirely new offering in SurveyMonkey Forms. These new solutions empower our users to gather information and insights they need to shape what's next in their businesses and communities.

On the people side, it was remarkable to me that throughout the major shifts we undertook, one constant remained: the team's tireless dedication to helping our customers and serving our communities. The people behind SurveyMonkey truly embody the idea of better is better by pursuing progress no matter the circumstances; they remained as resilient, dedicated, and enthusiastic as ever during this time of change, and I'm proud to work at an organization with such an enduring culture.

Our approach to hiring and developing our talent around the globe is a core tenet of that culture. Our annual Social Impact Report offers accountability and transparency into those practices—an opportunity to both reflect on the great

Eric Johnson
Chief Executive Officer

work we have achieved this year and to identify clear areas of improvement. Our goal is to create an equitable workplace where each person can truly belong and do the best work of their lives. This lofty goal is ever-evolving, which means our work will never truly be done—again, echoing the ethos of better is better.

At a time when the only constant is change, I am honored to lead this team through our next chapter. With the continued dedication of the SurveyMonkey Together team and all of our employees, we remain firmly committed to the ideals of diversity, equity, inclusion, and the power of our product and our people to make a difference.

CHIEF DIVERSITY AND SOCIAL IMPACT OFFICER LETTER

Consistency is the key to not just success, but impact

Antoine Andrews
Chief Diversity and
Social Impact Officer

The last year marked a pivotal moment for SurveyMonkey—we returned to our original name, transitioned to a private company, welcomed new leadership, and maintained our unwavering commitment to diversity, equity, and inclusion (DEI) and social impact. We proved that our work in the DEI and social impact space is not episodic or initiative-based; it's baked into our culture and a fundamental part of what we do, no matter what changes we undergo.

Here are just a few things I've been especially proud of in the last year:

Our ongoing investments in leadership development:
We've partnered with several impressive organizations to grow and retain our talent, which ultimately helps us diversify our leadership bench and create opportunities for our employees to make an even bigger impact on the business.

The great work coming from our ERGs and DIIGs:
Our employee-driven Employee Resource Groups (ERGs) and Diversity, Inclusion, & Impact Groups (DIIGs) continue to have a positive impact on our company culture. From celebrating and educating us all on important heritage days, to hosting educational sessions on topics as wide-ranging as caring for loved ones with Alzheimer's disease to hosting a conversation with a 1960s political activist and beyond, 2023 did not lack in opportunities for employees to drive change.

The continued impact of our Supplier Diversity Initiative:
SurveyMonkey met and exceeded all its supplier diversity goals in 2022, where we achieved our highest diverse spend yet. In 2023, we continued on this path, scoring in the top 90th percentile of the tech cohort for the Workplace Diversity Survey, and spending 5.1% of our overall supplier spend with diverse suppliers.

Our reaffirmed commitment to the Choice model:
While other companies are returning to the office, our steadfast commitment to flexible work empowers our employees to do their best work in the way most suitable to them. This also allows us to recruit the best talent, no matter where they live—not just the best talent that lives within driving distance to an office. "Where the curious come to grow" transcends physical walls.

When reflecting on the last year, a quote that resonates with me comes from the great Dr. Martin Luther King Jr.: "The arc of the moral universe is long, but it bends towards justice."

This quote feels especially timely in a moment where the role of DEI in the workplace is being questioned. But those narratives have not deterred our DEI and social impact efforts at SurveyMonkey. We understand that DEI is a business imperative. Better, more informed business decisions are made with a wealth of different perspectives involved. Equitable workplaces create an environment for creativity and innovation to thrive. And inclusive cultures are happier and more productive. All of these elements can positively impact a businesses' bottom line—and in today's economic climate, leaders cannot afford to overlook ways to strengthen the business. DEI and social impact are not just moral obligations, they are business-critical.

ABOUT SURVEYMONKEY

Shaping a better world starts with asking the right questions

That's where we come in. We provide answers to more than 20 million questions every day so people and organizations can attract new audiences, delight customers, create advocates, and extend their competitive advantage in the marketplace.

To make an impact, we ask the right questions, listen to our communities, take action based on what we learn—and we keep at it.

Our fast, intuitive feedback management platform connects millions of users worldwide with real-time, AI-powered insights that drive meaningful decisions.

Our vision, mission, and values help us turn insights into action—empowering growth, propelling innovation, and changing what's possible.

Vision	Raise the bar for human experiences by amplifying individual voices.
Mission	Power the curious so they can shape what's next.
Values	Our core values help shape our business decisions, define our culture, and inspire our growth. Through our choices, words, and actions, we strive to live our values every day.
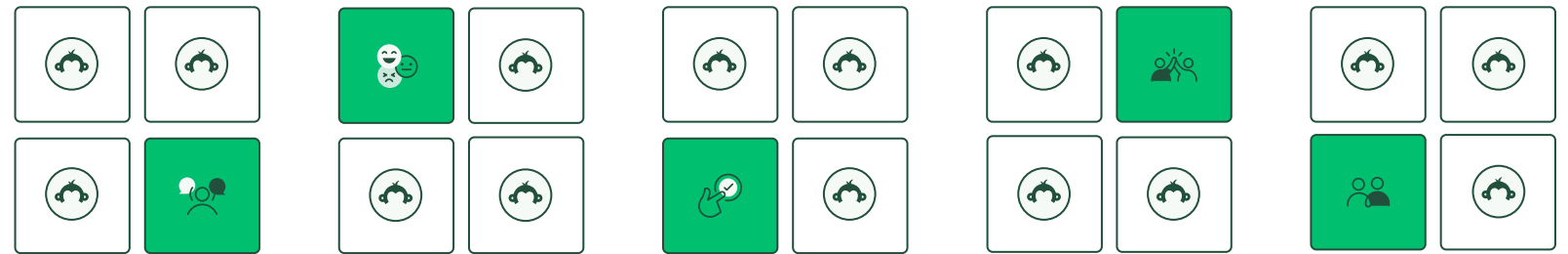
Stay curious   **Innovate for customers**   **Make it happen**   **Trust the team**   **Stand for equality**

About SurveyMonkey

In 2023, we entered a new chapter as a private company, joining forces with STG, a private equity partner dedicated to transforming and building outstanding technology companies across the data, software, and analytics sectors.
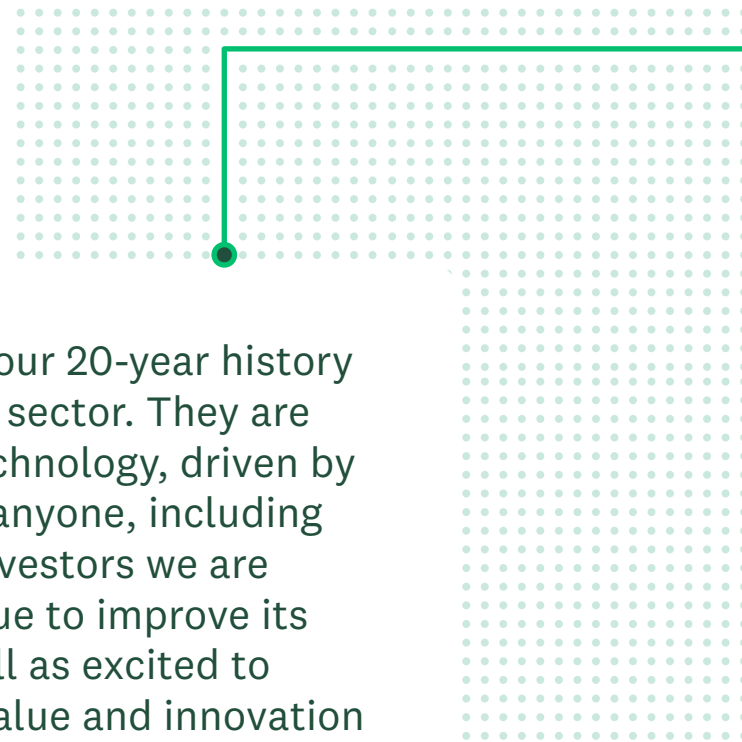
"We've admired SurveyMonkey throughout our 20-year history of investment in the insights and analytics sector. They are one of the most iconic brands in survey technology, driven by a purpose to give a voice to everyone and anyone, including those most often not heard. And as new investors we are proud of SurveyMonkey's efforts to continue to improve its social impact as a corporate citizen, as well as excited to partner with them to deliver exceptional value and innovation to individuals, organizations, and enterprises globally."

J.T. Treadwell,
Managing Director at STG

9
COUNTRIES*

where our offices and teams are located, headquarters in San Mateo, California

*As of FY2024.

1,000+
EMPLOYEES

12.4M
active users, including **95%** of Fortune 500 companies

26.9M
questions answered every day

41
an "Excellent" Net Promoter Score (NPS®) for SurveyMonkey® Enterprise

SurveyMonkey Together

How do we create a social impact strategy that sparks meaningful and lasting change?

Amplifying, unifying, and leading by example

The SurveyMonkey Together team uses an insights-driven, values-centered, and business-aligned strategy for social impact and diversity, equity, and inclusion (DEI). At its heart is our belief that together we can drive real progress for equity, sustainability, and social justice—building a better future for everyone.

Within this, our focus includes bringing equity and inclusion further into our business and the employee experience, leveraging our assets to jointly advance equity and sustainability, and sharing our depth of insights in social impact and DEI with the world. A historic foundation for social impact underscores this—our employee resource groups (ERGs) and diversity, inclusion, and impact groups (DIIGs), diversity progress, engaged employees—and is pivotal to shaping what's next in social impact.

Our Purpose:

SurveyMonkey Together is focused on creating a more equitable, inclusive, sustainable, and just world in order to inspire our colleagues and customers, and amplify the voices throughout our employee ecosystem
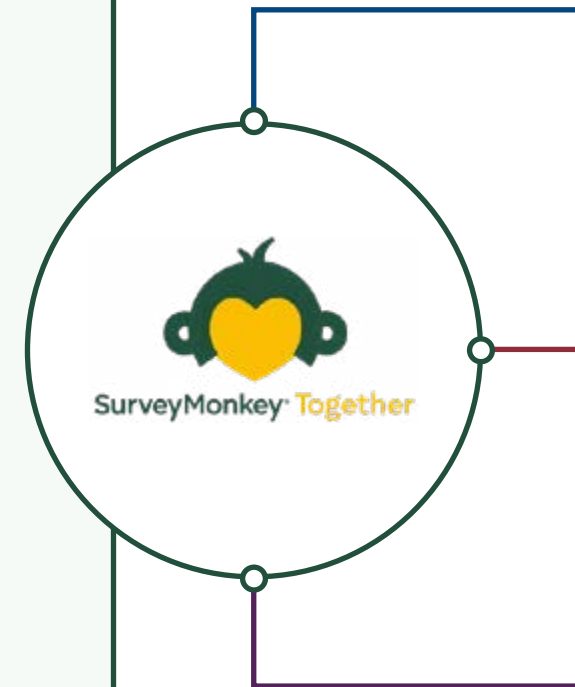
Enact an equitable & inclusive culture

We are creating one of tech's most inclusive cultures through purpose-driven team engagement.

By cultivating an environment rooted in equity, the voices throughout our entire employee ecosystem are amplified.

Invest in a more sustainable & just world

Through an intentional and intersectional lens, we are committed to driving change alongside our colleagues, within our products, and by leveraging capital, to support communities around the globe.

Create data-driven thought leadership

We leverage our internal superstar talent, in addition to DEI and social impact-focused data, to share insights and information that shape external conversations and storylines.

Our priorities

In 2023, we conducted a refresh to our previous materiality assessment that was conducted in 2020. This included desktop research of environmental, social, and governance (ESG) disclosure standards and ratings, academic research, media review, and interviews with internal stakeholders. We also used the SurveyMonkey platform to extend our stakeholder input to 270 additional stakeholders through our materiality survey.

Based on this, we identified the following priority issues:

- Robust data privacy and security

- Ethical and responsible business

- Accessible and inclusive product innovation

- Diversity, equity, and inclusion

- Energy and emissions management

- Employee wellness and growth

> Visit our website to learn more about our social impact priority issues and to access the SurveyMonkey materiality survey template.

Our leadership

The SurveyMonkey Together team is led by our Chief Diversity and Social Impact Officer (CDSIO), Antoine Andrews. Together with cross-functional leads across our company, our CDSIO drives the social impact strategy and reports directly to the CEO. He provides regular updates to our Board on our social impact strategy and progress. The Social Impact team also engages frequently with functional leadership through our ERGs and DIIGs. Annually, our Executive Team receives a DEI and social impact report card that assesses their engagement and leadership on DEI and social impact throughout the year. The report card is used to assess each executive's overall performance for the year.

Ask, listen, act: stakeholder engagement

We are in the business of feedback, and our social impact strategy is no different. In 2023, our stakeholder engagement took many forms, from Town Halls to our SurveyMonkey Together newsletter, to elevating the leadership of our employee-driven groups. For example, we sunsetted our Social Impact Advisory Council and use our ERGs and DIIGs as critical voices to gain insights and perspectives to support our actions and strategy. This allowed us to elevate leadership development at SurveyMonkey and helped shape the DEI and social impact work we do.

For every question, there's another question, and many answers. Throughout this report, you will see examples of how we ask, listen, and act to bring new perspectives to DEI and social impact; those that can hone in on the tactics that will enable us to make the greatest impact in the areas that matter most.

> "The feedback you gather can be one of your greatest tools in progressing your DEl and social impact goals—especially when it's gathered consistently and evaluated regularly."
>
> **Antoine Andrews,** Chief Diversity and Social Impact Officer, writing in Forbes

Making it happen: 2023 social impact highlights

Our customers, colleagues, and community inspire us to compete, win, and give back. We focus, we act with integrity, and we own the results.

47.1%
of global workforce identify as women

100%
of employees agree to our Code of Business Conduct and Ethics

65.5%
participation in our Gender Identity Campaign, including tracking of trans and nonbinary representation

$300K
donated via SurveyMonkey Contribute

3,354
volunteer hours

5.1%
of annual supplier spend allocated to diverse suppliers

76%
of employees feel their experiences, perspectives, and unique identity are valued

EQUALITY 100
HUMAN RIGHTS CAMPAIGN FOUNDATION
2023 2024 Leader in LGBTQ+ Workplace Inclusion

Corporate Equality Index 100 Award: Leader in LGBTQ+ Workplace Inclusion for 2023-2024

2023 OnCon Icon Awards: 'Top 100 Acquisition Team' and 'Top 100 Executive Team'

Best Company BAY AREA 2023

Comparably: Best Places to Work in the Bay Area for 2023

Goals and targets

Goals and targets across our core focus areas drive accountability and help us track where we are excelling or lagging. These include:

- By 2024, achieve gender parity for women and men in our workplace, while also including space for representation from the gender non-conforming and non-binary community.

- By 2030, achieve net zero greenhouse gas emissions across our operations and supply chain.

Community impact

How can we motivate and inspire ourselves and others to build a more sustainable and just world?

Advancing equality and the power of elevating voices—especially those that are not always heard

At SurveyMonkey, we're proud of our legacy of corporate philanthropy and the continued impact of our programs, partnerships, and strategic giving initiatives. Our philanthropic strategy centers on three pillars that we believe are foundational for a better world: educational equity, reshaping the workforce, and environmental responsibility. Through an intentional and intersectional lens, we leverage our product and capital to support our communities and inspire our employees to give back in meaningful ways, wherever they are.

Educational equity

Expand opportunities for low-income and underserved early education and secondary students by supporting programs that provide high-value, equitable education.

Building a more equitable workforce

Help dismantle inequitable systems and ensure that everyone, regardless of their background, has what they need to succeed.

Environmental responsibility

Invest our money and time in organizations that address environmental causes and help us reduce our organizational and individual impact on the environment.

Impact at a glance

$9.3M
in product discounts through 2023

$17M
donated via SurveyMonkey Contribute through 2023

$1.1M
employee matched contributions to 200+ nonprofits as of 2023

11,100
employee volunteer hours through 2023

Technology for good

We are inspired by the potential of our product to drive positive change. We pinpoint unique opportunities that benefit our customers and communities and power nonprofits taking action.

SurveyMonkey Contribute is our largest mechanism for supporting communities and one of the ways we integrate social impact into our business and operations. This initiative allows people everywhere to raise money for nonprofits by completing simple surveys online. For every survey completed, we donate US 50¢ to the nonprofit of their choice.

This is not just a philanthropic effort—SurveyMonkey Contribute is an important part of our business because it fuels our SurveyMonkey Audience product. Companies can use SurveyMonkey Audience to conduct market research. Since 2011, SurveyMonkey Contribute has raised more than $17 million for

causes such as social justice, animal welfare, and education. Nearly a half million surveys were completed in 2023.

Through a nonprofit partner, Listen4Good other nonprofits can build high-quality feedback loops with clients, make strategic decisions, deliver services, and partner more closely with the communities they serve. With a commitment to amplify the voices of those often least heard, Listen4Good's program is grounded in principles and practices of equity and inclusion. Listen4Good uses our SurveyMonkey products to allow nonprofits to gather data on the effectiveness of their services. They can then use this data to increase the impact, to make sure that they are reaching their intended beneficiaries.

PLEDGE 1%

SurveyMonkey surveys connect **Pledge 1%** companies with resources that will help them donate time, equity, product, and profit. And as a Pledge 1% Builder, we are committed to giving back to communities through our Survey Monkey Contribute program.

In 2023, we continued our computer hardware donation program as another means to support nonprofit organizations, giving new life to no longer needed computers, monitors, and other computer accessories. One successful donation was to Aerie Africa, a US-based nonprofit organization, dedicated to providing a home for orphaned and vulnerable children in the Wolaita Soddo region of Ethiopia. SurveyMonkey donated computers to the nonprofit, which helps accelerate students' ability to learn and improve access to information.

Aerie Africa

Supporting customers and communities

Since 2017, nonprofit Soroptimist International of the Americas, Inc. has used the SurveyMonkey Apply platform to power their Live Your Dream Awards. The Live Your Dream Awards help women offset any costs associated with higher education and training, including books, childcare, tuition, and transportation. Many of the award recipients are survivors of domestic violence, trafficking or sexual assault or have overcome enormous obstacles including poverty or substance abuse.

As the relationship grew, we recognized an opportunity to expand our work together. Each year, SurveyMonkey sponsors two awards to head-of-household women that are working to pursue further education. We are deeply inspired following the stories of award recipients who are using the grants to overcome difficult challenges in the pursuit of life-changing education.

A culture of giving

We unleash the passion and curiosity of our employees to enrich communities in the nine countries where our offices and teams are located. Through Team Gives Back, our employee community engagement initiatives, employees donate their time and money to communities year-round—through volunteer events, skills-based volunteering, giving campaigns, corporate matching, and the activities of our employee resource groups (ERGs), and location-based diversity, inclusion, and impact groups (DIIGs). To celebrate the time and efforts of our employees, we recently launched a Volunteer of the Quarter program, celebrated at our company Town Halls and featured in the SurveyMonkey Together newsletter and on our blog.

Our 2023 CNBC|SurveyMonkey Workplace Survey[1] confirmed that there is a link between purpose and work.

Employees who find meaning in their work are happier—and having a strong sense of purpose scored higher than being well paid, autonomy at work, and having opportunities to advance.

We are continually listening and innovating to deepen our culture of volunteering and giving. For example, every volunteer event is followed by a survey. This year, our surveys showed that our employees want to share our volunteer program with others, awarding it an NPS score of 88. Employees enjoy getting to know colleagues better while making an impact in their community.

In 2023, SurveyMonkey employees volunteered a total of 3,354 hours, with 25% of employees participating in volunteering and giving.

Week of Service

Each October, we dedicate a Week of Service to our communities to honor the legacy of our late CEO Dave Goldberg. Ahead of Week of Service, we surveyed all employees to assess the issues they care about supporting during the week. The top choices included food insecurity, animal welfare, environmental stewardship, and youth education.

[1] CNBC|SurveyMonkey Workforce Survey; This SurveyMonkey online poll was conducted May 23-31 2023 among a national sample of 8,874 workers in the United States. Data were weighted initially for age, race, sex, education, and geography using the Census Bureau's American Community Survey to reflect the demographic composition of the United States, age 18 and over.

In turn, we organized 30 in-person and virtual volunteer events supporting the issues chosen by our employees. Through the American Red Cross' MapSwipe event, employees helped validate mapping accuracy for vulnerable locations. The team supported youth at the Ronald McDonald Houses of Ireland, Washington, and Oregon. In total, 250 employees devoted 740 hours across 30 events and ten geographies. Since 2015, Week of Service has brought together employees for 6,000 hours of giving back to our communities.

> "The event I participated in felt really rewarding. It was great to get a break from my computer in a meaningful and impactful way. I'd highly recommend doing it again next year and would even consider going on my free time to volunteer again. The staff were lovely and so appreciative of our efforts."
>
> **SurveyMonkey Employee**

2023 Week of Service

250 unique volunteers

30 events

10 geographies

740 hours

6,000 hours since 2015

Dollars for Doers

The SurveyMonkey Dollars for Doers program supports employees with time off to volunteer, and a grant of $20 USD per hour to their chosen nonprofit, up to $3,000 a year or 150 hours. Employees logged over 3,354 volunteer hours, less than the previous year and expected given all of the changes throughout the company.

Matching gifts

Through our matching gift program, in 2023 SurveyMonkey employees gave $94,941 USD, and the company matched nearly $88,608 USD, for a total of $183,549 USD donated to causes we care about.

Skills-based volunteering

In 2023, we launched a skills-based volunteering program in partnership with TaprootPlus that allows employees to develop existing skills or learn new ones—while making a difference. In the first year, 41 employees donated 67 hours of their time to nonprofits on the platform. This time is valued at $12,305. Employees helped with projects like grant writing, marketing plans, and how to improve surveys to better engage donors and supporters.

100% of participating employees reported that they benefited from making an impact alongside a case they care about.

100% of participating employees said they are somewhat or extremely likely to use Taproot Plus in the next 12 months.

Top three areas supported by employees are education, animals, and health services.

Our people

How do we provide employees with engaging, inclusive, and inspiring experiences that will enable them to do the best work of their careers?

Creating a space where the curious come to grow

We experienced our fair share of changes in 2023—from becoming a privately held company to shifts in our workforce. Although change often comes with challenges, we're proud to remain committed to putting our people first and succeeding as one global team.

We amplify our employees' voices, prioritize transparency, and strive to create the most inclusive workplaces possible, no matter where we are in the world.

Building a world-class employee experience starts with listening. We use surveys at touchpoints across the employee lifecycle. Our unique ability to bring together utilization and sentiment data gives us the holistic picture we need to ask the right questions, make important decisions, and ultimately, get things done.

[2] Curiosity at Work, by Becky Cantieri, "The choice program at SurveyMonkey: remote, in-office, or hybrid options for employees."

[3] Benevity, The State of Workplace DEI 2023. Published April 13, 2023.

[4] Curiosity at Work, by Sam Gutierrez, "AAPI Data | SurveyMonkey poll: 2023 diversity in American life"

For example:

- Through careful research, we gauged employees' interest and preferences in remote and hybrid work to shape our choice flexible working program. A full 84% of our employees[2] now say having a choice in where they work positively impacts their work experience.

- We're evolving our learning and development strategy to bring more on-demand e-learning content to employees. This follows a survey conducted in 2023 where employees said they prefer self-guided and more role-specific learning. We've also assigned "learning partners" to each internal team to support specific learning and development opportunities.

- Research shows that 95% of candidates compare employers' DEI efforts when choosing between similar job offers[3].

- We've learned that workers who are Asian American or Native Hawaiian and Pacific Islander (NHPI) face a lack of leadership representation and support at their workplaces and seek out ERGs as vital spaces for connection[4].

- We continue to leverage cross-functional social impact champions, along with our ERG and DIIG leaders, to gain insights, feedback, and perspective on our DEI and social impact priorities.

- We solicit feedback from employees in our annual Organization Health Survey as well as intermittent pulse surveys throughout the year. In October 2023, 72% of our employees believed that "our senior leadership views diversity as an important priority," and 76% felt that "my experiences, perspectives, and unique identity are valued."

Talent management and engagement

We want SurveyMonkey employees to do the best work of their careers. Our data-driven approach to human capital management means our employees share significant input in our decision-making processes, and our company-wide support for learning and development gives them the support they need to grow every day.

As we expand into new talent markets, like India and Costa Rica, and leverage new tools, like AI, we continue to let our core values guide us in terms of how we show up for our teams.

Employee experience

Employees come to SurveyMonkey for many reasons, but they stay for our culture of curiosity. We embrace a growth mindset, we take risks, and we learn from those outcomes.

We're accountable to one another, value opinions, and communicate with clarity and kindness.

Principles like collaboration and transparency are not just empty gestures. We work to build them into every level of our organization, and the results speak for themselves. Our latest organizational health assessment (formerly our

employee engagement survey) found that 82% of employees feel supported by their managers and that managers are very collaborative, and 81% of employees describe the culture as safe, supportive, and inclusive.

These values start on day one. All new hires take part in our Global Virtual Onboarding Program, a week-long initiation on our culture and values. All new hires, regardless of function, also participate in Survey FUNdamentals, a group project introducing them to our product. Our Choice program allows workers to choose how they'd like to work, selecting from in-person, fully remote, or hybrid models.
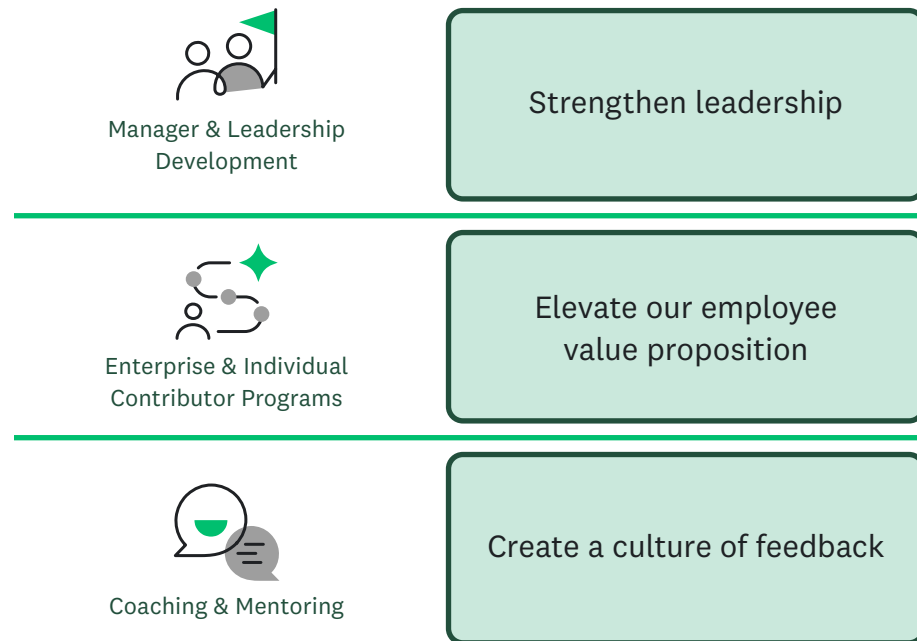
Through our organizational health survey, we learned that we needed to communicate more, especially about our company direction. As we navigated a transitional year going from a public company to a private one, we hosted monthly town halls not only to share our strategy, priorities, and progress but also to listen to employees' perspectives and take their thoughts into account.

Employee learning and development

Accelerating the growth of our employees is a major part of our commitment to curiosity. Our Learning and Development vision and framework mirror who we aspire to be as a company— insights- and feedback-based, authentic, and inclusive. It expands the skills of our employees to meet the needs of our customers and to keep pace with a rapidly changing world.

Manager & Leadership Development — Strengthen leadership

Enterprise & Individual Contributor Programs — Elevate our employee value proposition

Coaching & Mentoring — Create a culture of feedback

Our focus for 2023 included investing heavily in leadership and management development, embedding equity and inclusion into our learning strategy, elevating our employee value proposition, and continuing our coaching and mentoring schemes.

- **Developing our leaders:** Learning and Talent Development for LEAD, our new leadership program launched in 2023, gives leaders access to monthly resources, exclusive manager-only workshops, a bi-annual virtual conference, and a suite of e-learning resources. Those at the Director level and above attend the LEAD+ conference that includes a deep focus on business strategy, skill development, and connection.

- **Bringing DEI and learning together:** Through our DEI Learning Strategy, our partnerships with The Leadership Consortium, Advancing Women Executives, and BetterUp Coaching developed leaders who identify as Black, Indigenous, Latinx, Pacific Islander, two or more races, and/or members of the LGBTQ+ community. For more information, see Diverse leadership development.

- **Offering learning anytime, anywhere:** We're dedicated to providing accessible, high-quality skills training for all employees. Our engineering team took part in the Just-In-Time training from Udemy, certifying their skills in teamwork, discipline, and supplier involvement. Bite-sized learning through the 7taps microlearning tool has enhanced many of our management trainings, which now have an 85% completion rate.

- **Mentoring the next generation:** We partnered with Imperative to organize our peer-to-peer mentoring programs. Of the 66 participants in 2023, 100% said they felt an increase in fulfillment because of the program, and 96% said their conversations were helpful.

- **Embracing a growth mindset:** We hosted a company-wide Curiosity Week, during which employees from all departments and levels of expertise were encouraged to take a step back from their day-to-day, embrace their growth mindsets, and invest in themselves by investing in their learning. Curiosity Week 2023 included 24 sessions from 14 instructors and reached 570 participants.

Supporting human resources thought leadership

Human resources is one of our top use cases. From measuring employee engagement to creating a better candidate experience, our customers use our product to keep as current as possible on how their systems and culture affect their talent. We also offer a suite of resources, such as webinars and articles, that complement our surveys and help those within human resources streamline processes to drive impact.

Diversity, equity, and inclusion

At SurveyMonkey, we believe in doing everything in our power to create a more diverse, inclusive, and equitable world. We stand for equality and work hard to embed DEI into everything we do. As a company and as a community, meeting our DEI goals is critical to our success. While we recognize the work will never be done, we strive to make continuous headway as social issues progress, workplaces become more equitable, and communities grow stronger. We aim to be tech's most inclusive workplace and inspire the collective effort it takes to boost social change.

DEI strategy and approach

Reaching our DEI goals is a business imperative. Through an integrated DEI and Social Impact strategy we're expanding opportunities to leverage our culture, assets, and insights to achieve our goals. Visit the SurveyMonkey Together section for more on our DEI and Social Impact strategy.

Our Gender Identity Campaign, launched in 2022, expanded employees' options to capture more inclusive gender representation of our internal workforce. In 2023, the Gender Identity Campaign had 65.5% company-wide participation and we can now track trans and nonbinary representation, this year at 1.6%.

2023 Representation numbers

Gender in 2023

1.6%
Trans and Non-Binary

48.7%
Men

47.1%
Women

Ethnicity/Race
(U.S./Canada)

White	47.9%
Asian	28.6%
Latinx	8.6%
Black	5.8%
Native/Indigenous	0.4%
Pacific Islander	0.9%
Two or more	4.9%
Not-declared	2.5%
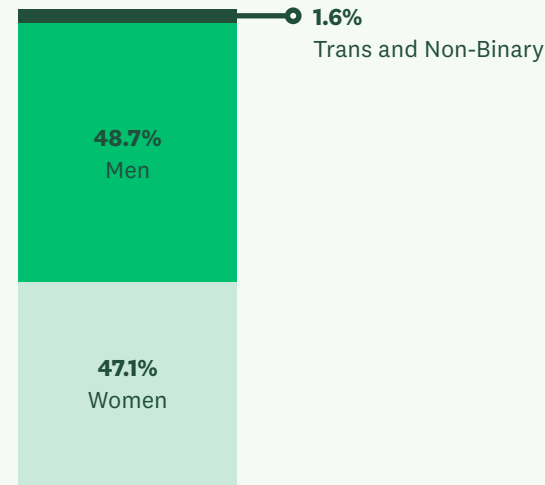
Charts do not include "Blank" and "Undeclared" answers
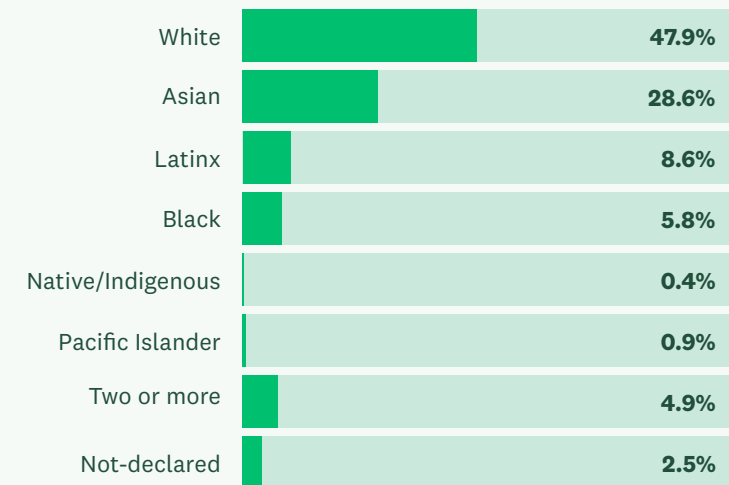
Charts do not include "I do not wish to answer"

Diverse recruiting and hiring

Ensuring that the talent pipeline reflects the breadth and depth of our customer and user base is a top priority for our recruiting and hiring teams. We're committed to doing our part to dismantle inequitable systems and ensure marginalized communities get the access they need.

Increasing inclusive recruiting and hiring practices

	Further referral **incentive for diverse candidates**	1 woman + 1 person of color **interviewed for** every role
Screening tool to analyze job **postings for bias**		Diversity-first rule **for executive hires**
	Sourcing team specializing in **diverse hires**	Candidate survey to gauge **experience during interviews/hiring**

survey feedback and awareness of diverse recruiting/hiring best practice informs continual improvements in recruiting and hiring

Leadership accountability

No matter where you sit at SurveyMonkey, we champion diversity and work together to create an equitable workplace. In our recent organizational health assessment, 72% of employees said it was clear to them how much our leaders care about DEI, and accountability for these efforts is paramount to our strategy's continued success. Progress against DEI markers is presented to executives in an annual report card, which is aligned with their performance for the year, and we've continued to achieve gender parity within the Executive team throughout our transition to becoming a private company.

In June, more than 80 leaders from across the company gathered for our first LEAD+ Conference, a day-long summit on leadership development, management training, social impact, and DEI at our office in San Mateo, California. Our Chief Diversity and Social Impact Officer, Antoine Andrews, hosted a fireside chat about leadership and the importance of building trust. Kailey Cartwright, Senior Program Manager, DEI Learning, led a session on trust, authenticity, and inclusion, and alumni of The Learning Consortium facilitated small group breakouts. The event also included a Give Back session boosted by corporate donations through our Dollars for Doers program.

DEI learning strategy

We believe we can bring DEI to life through learning. Our DEI Learning Strategy, launched in 2022, engages all employees, empowering them to deepen their learning while creating and fostering an inclusive environment. The strategy has three key components that all work together to help us meet our company's goals around DEI and learning and development: Engage, Empower, and Embed.

Engage

Goal: Build DEI champions and aspire to have every SurveyMonkey employee skillfully engage with DEI terms and concepts, articulate individual DEI goals, and champion DEI in their work.

Actions: Individual DEI-related goals | Leaders sharing DEI game plans with their teams

Empower

Goal: Help ensure that every SurveyMonkey people manager and leader understands how to embed equity and inclusion into their daily management practices and deepen their inclusive management skills through practice and application.

Actions: Managerial trainings on inclusivity | Development experiences with a DEI lens

Embed

Goal: Integrate DEI into the full lifecycle of every employee's experience, from learning and events to processes and systems, so that disparities in successful outcomes are reduced and eventually eliminated.

Actions: DEI integrated into quarterly GIGs, performance management, and succession planning

Diverse leadership development

We're committed to investing in 10% of our most promising leaders—at all career levels—through targeted leadership development with an intentional focus on individuals who identify as Black, Indigenous, Latinx, Pacific Islander, two or more races, or as members of the LGBTQ+ community, as well as our ERG and DIIG group leaders.

Our partnerships with The Leadership Consortium, Advancing Women Executives, and BetterUp coaching apply a DEI lens to systems and processes that support and accelerate employee growth, creating new systems that support advancement from within and construct environments where employees feel comfortable being their authentic selves. 100% of participants in all three of these programs say their work has improved and their skills have grown since taking part. We work closely with the Learning and Talent Development team and have embedded equity and inclusion into our manager learning strategy this year. For example, our workshop series Creating Inclusive Environments help managers establish a baseline understanding of DEI, manage people with an equity and inclusion lens, and apply practical learnings while leading teams.

Data-centered thought leadership

We leverage our internal superstar talent, in addition to DEI and social impact-focused data, to share insights and information that shape external conversations and storylines.

SurveyMonkey partnered with several organizations in 2023 to do this. For the third year in a row, AAPI Data and SurveyMonkey partnered on the Diversity in American Life poll, which examined Asian American, Native Hawaiian, and Pacific Islander attitudes and experiences with gun violence, hate incidents, and more general experiences at work and in their communities. We also partnered with LeanIn.Org to build our Gender in the Workplace survey template, designed to help companies assess gender inclusivity at work.

When it comes to creating data-driven thought leadership, we created a DEI and social impact series on the SurveyMonkey Curiosity Blog, which explored topics such as "Harnessing the Power of DEI and Social Impact Together" and "Belonging and Inclusion Today: The Importance of DEI and Talent Integration."

Additionally, we're pleased to highlight our Chief Diversity and Social Impact Officer's invitation to join the Forbes Human Resources Council as an expert contributor. Throughout the year, he authored multiple articles focused on the intersection of human resources and DEI, talent development, and social impact, among other topics.

Pay equity

We continuously monitor our pay practices and policies to ensure they align with our values. As part of our efforts in maintaining pay equity, we regularly engage legal counsel to conduct pay equity audits to ensure that we are complying with applicable equal pay laws. This is just one way we hold ourselves accountable for creating a workplace where everyone feels supported and can do the best work of their lives.

EQUALITY 100
HUMAN RIGHTS CAMPAIGN 2023 2024
Leader in LGBTQ+ Workplace Inclusion

SurveyMonkey receives top score of 100 on Human Rights Campaign Corporate Equality Index

We're proud to be celebrated as a leader in LGBTQ+ workplace inclusion as part of the Human Rights Campaign's Corporate Equality Index (CEI). We earned the top score of 100 for the first time, satisfying all CEI criteria, and designating us with the Equality 100 Award: Leader in LGBTQ+ Workplace Inclusion for 2023-2024.

Employee-led groups

Our employee-driven groups are the backbone of our DEI and Social Impact strategy. Employee Resource Groups (ERGs) are identity-based groups that support the unique experiences of people in our employee base who identify as, or are read as, women, caregivers, neurodivergent, Asian Pacific Islander, Black, Latinx, and/or LGBTQ+. Diversity, Inclusion, and Impact Groups (DIIGs) are affiliated with our offices across the globe in Amsterdam, the Bay Area, Dublin, Ottawa, and Portland. Together, ERGs and DIIGs are a channel for employee insights, a voice building awareness, our next generation of diverse leaders, and community advocates. ERG and DIIG leadership convene each year for their annual Summit to connect, learn, and share their annual goals. We continue to offer leaders from both groups development opportunities such as seats in our BetterUp coaching program. In 2023, we launched regular office hours for leaders, giving them a direct line of support to the Chief Diversity and Social Impact Officer Antoine Andrews and the Social Impact team, and expanding opportunities for cross-functional collaboration.

Activities of our ERGs and DIIGs included:

- June is significant for the 2SLGBTQ+ and Black communities, with Pride and Juneteenth both recognized. The Queerious and BUILD collaborated to bring together SurveyMonkey leaders to discuss the importance of intersectionality, how we can build a diverse team of leaders, earning allyship, learning from each other through openness and grace, and

finding commonality through different lived experiences.

- To celebrate Latinx Heritage Month, Unidos partnered with DIIG Bay Area to host a screening of Blue Beetle, DC's first Latino superhero movie.

- Neurotopia launched its first Neurotopia Book Club Series—a fun, casual way to connect about neurodiversity topics.

- Mosaic hosted a mental health focused fireside chat, a professional development workshop, and a fireside chat with Chief Diversity and Social Impact Officer Antoine Andrews and AAPI Data discussing this year's research project on the experience of Asian and Pacific Islander (NHPI) workers.

Employee Resource Groups (ERGs)
affinity-based

BUILD
Blacks United in Leadership Development

C.A.R.E
Caregivers

Mosaic
Asian and Pacific Islanders

Unidos
Latino/Latinx

The Queerious
LGBTQ+

Neurotopia
Neurodiversity*

WIN
Women's International Network

"To develop products that truly amplify all voices, we have to create from an authentically diverse viewpoint. There is a member of our engineering team on every ERG and through this they interact with people and functions they normally wouldn't. The synergies they uncover, the friends and connections built, the expanded curiosity, it's incredible."

Robin Ducot, Chief Technology Officer

Diversity, Inclusion, and Impact Groups (DIIGs) location-based

DIIG Bay Area

DIIG Portland

DIIG Ottawa

DIIG Amsterdam-London

DIIG Dublin

Supplier diversity

Through our supplier diversity initiative we're committed to bringing our own and others' business to a diverse group of third-party vendors, advisors, and local small businesses. Our strategy is two-pronged: to help our suppliers understand and improve their diversity practices and to direct SurveyMonkey supplier investments toward diverse businesses.

In 2022, we formally launched our internal supplier diversity program, including our Supplier Diversity Policy, a Diverse Supplier Sourcing Guide for procurement, an intranet page with resources, and supplier diversity goals. In 2023, we nearly achieved our goal to spend 5.5% of all supplier spend with diverse suppliers, reaching 5.1%[5].

Additionally, any company can use our publicly available Workplace Diversity Survey to quickly and easily assess the diversity, equity, and inclusion of suppliers they use and companies they're considering working with. Unlike past vendor diversity programs (which typically only track minority ownership), this survey tracks representation of women, racial minorities, and LGBTQ+ individuals within a vendor's employee base, leadership team, and board of directors, for a more holistic understanding. It also evaluates vendor policies and practices to determine how inclusive they are. Additionally, our supplier diversity toolkit, created in partnership with The Justice Collective, shares best practices on how to source diverse suppliers.

After three successful years, in 2023, we concluded our Supplier Diversity Coalition. Created in 2020, the Supplier Diversity Coalition brought together 24 companies[6] on a regular basis to share best practices, learnings, and failures to advance supplier diversity. At its height in 2022, the coalition represented $240 million in spending with diverse suppliers, making a significant positive impact for diverse businesses. Looking ahead, we will focus on engagement with existing suppliers and sourcing new ones to continue to foster an inclusive supply chain.

Visit our 2021 Social Impact Report for more on the Workplace Diversity Survey we developed for current and potential suppliers, our Workplace Diversity Report, and our Supplier Diversity Coalition.

[5] Operating expenses were lower in 2023 in categories where we historically source from diverse suppliers. We are working to identify additional sources of diverse suppliers to meet our goal in coming years.
[6] Includes SurveyMonkey.

Employee wellness and growth

At SurveyMonkey, we take our employees' entire experience into account, centering growth in both the workplace and their personal lives. As a result, we're honored to have been recognized by the 2023 OnCon Icon Awards as a 'Top 100 Talent Acquisition Team' and a 'Top 100 Executive Team.' Comparably also named us a Best Places to Work in the Bay Area for 2023.

Benefits

Our world-class benefits package includes comprehensive medical, dental, and vision insurance, mental health benefits, generous time off, parental leave and family support, flexible remote/hybrid work models, ample learning opportunities, time off to volunteer, and our "Take 4" sabbatical, during which employees who have completed five years with the company can take an additional four weeks of paid time off.

We leverage our survey platforms to make regular adjustments to our benefits packages based on employee feedback. This process led to the development and enhancement of transgender health benefits throughout 2022 and 2023, which came about as a result of collaboration with ERG and DIIG

leaders. This included gender affirming benefits for Canadian employees and gender transition guides for global use.

In 2023, we launched another new benefit called the C.H.O.I.C.E Fund, which stands for Connection, Health, Office, Invest, Career, and Education. This fund is a dedicated budget that every full-time employee gets to use toward work, health, wellbeing, or self-improvement. Some examples of the ways employees have used this 100% customizable benefit include:

- **Connection:** caregiving for children or aging family members

- **Health:** gym equipment, meditation, Pilates classes, new hiking shoes

- **Office:** new chairs, internet, earbuds, standing desks

- **Invest:** tax prep services, financial planning

- **Career:** conferences, classes, certifications

- **Education:** student loan repayments, child education

We also launched Lyra in 2023, which greatly expanded our mental health benefits and support resources. With Lyra, employees and their benefits-eligible dependents can meet with a certified coach or licensed therapist virtually or in person for up to 12 sessions per year.

Parental Leave

All SurveyMonkey employees are eligible for 16 weeks of paid parental leave, from the birth or placement of a new child, whether through adoption, foster care, or surrogacy.

Employee health and safety

We care deeply about the safety and wellbeing of our employees and workers throughout our value chain. SurveyMonkey uses Zendesk, our internal intake tool, and maintains an internal incident reporting system to monitor safety across all our sites. Our buildings are compliant with all local safety laws, which are overseen by our Workplace Services Team.

Our products

What answers do curious people need to drive positive impact in their business, lives, and communities?

Designing our products and technology to understand people's perspectives and listen to their needs

Curiosity is our superpower. We give our customers the insights they need to make decisions quickly and confidently. For brave and ambitious teams, organizations, and communities, SurveyMonkey helps turn insights into action, empowering our customers to grow, innovate, and change what's possible.

With 95% of the Fortune 500 and more than 12.5 million people actively using our platform, we understand the need for the highest possible product standards. Customers use our survey features to collect everything from employee performance reviews to market research data to confidential personal information. And because we're always innovating, that list is growing.

Data privacy and security are part of how we operate day in and day out. We work tirelessly to protect the data our customers need, comply with the latest security guidance and regulations, and lead the way in a technological landscape that is constantly evolving.

68%
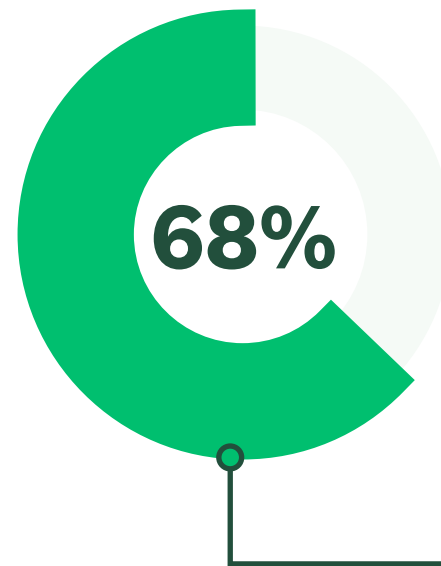
of consumers throughout the world said they are either somewhat or very concerned about their online privacy[7].

[7]The International Association of Privacy Professionals (IAPP), "Privacy and Consumer Trust", Published March 2023.

Robust data privacy and security

Through a combination of strong governance, stringent compliance, and a reliance on cutting-edge security features, we make sure our customers' and employees' personal information is treated with the respect and care it deserves.

Data privacy and security governance

Our endeavor to safeguard customer data extends to the highest levels of our organization. We have developed governance models to help ensure data privacy and security are clearly linked with our business strategy, that roles and responsibilities are defined and assigned to the right people, and that privacy and security needs are considered alongside other business priorities. Our Security Council and Data Governance Committee provide updates to our Executive team and Board quarterly. They also lead the security risk management strategy and implementation. Working groups drive risk management implementation and continuously enhance existing processes across key functions.

Visit the appendix for more details on our Data Privacy and Security governance structures.
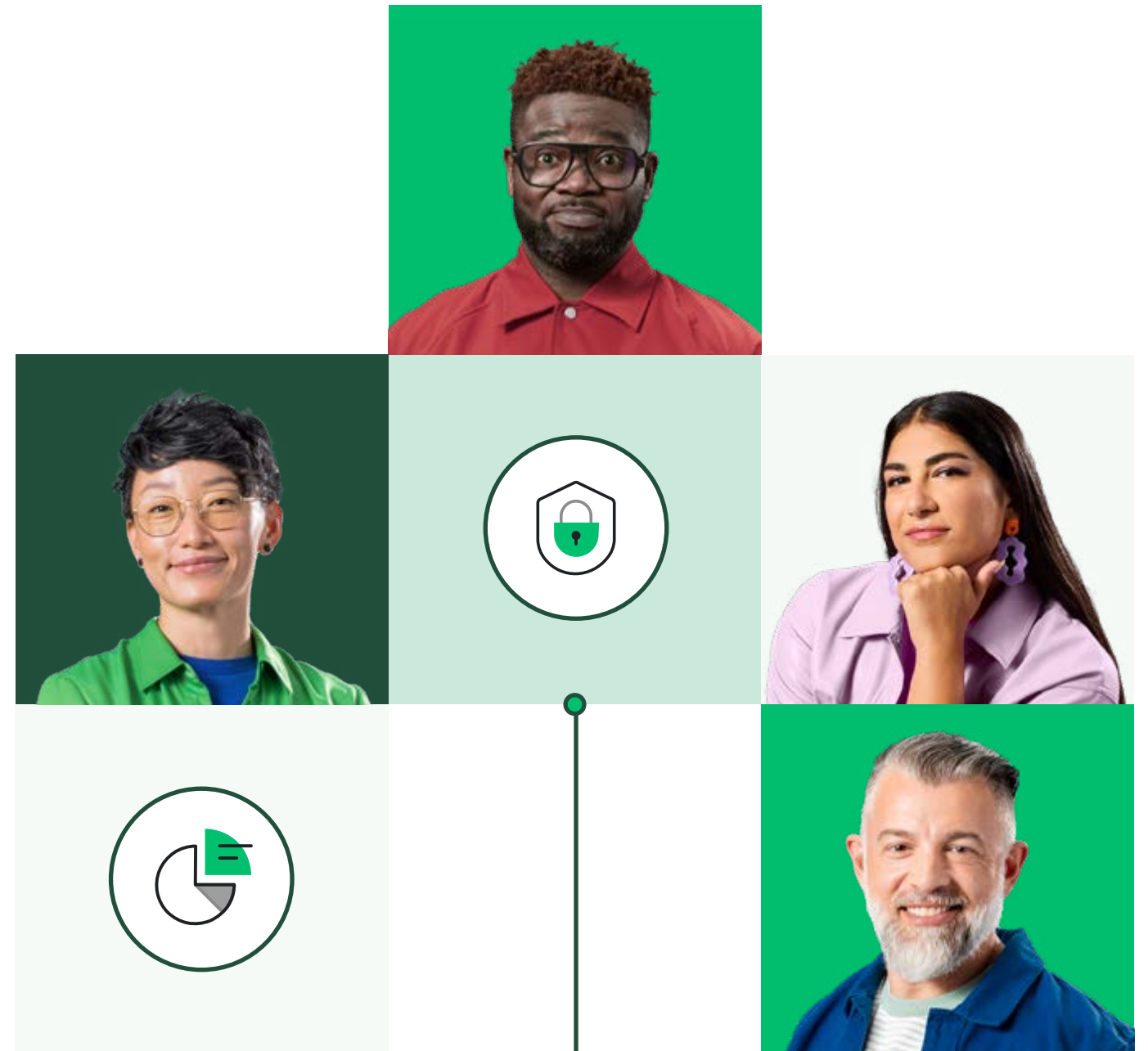
Data privacy

We believe that our customers' trust should be earned and maintained. We're dedicated to treating their data with care across the full lifecycle, and our privacy governance program emphasizes continuous improvement and a culture of privacy across the organization. That means designing products specifically with privacy in mind, designing processes and procedures to reflect privacy requirements and customers' expectations, being transparent about the kinds of data we collect, fully informing customers of their data privacy rights, taking a proactive, preventative approach to breaches and incident management, and investing in Data Loss Prevention (DLP) solutions, particularly in remote work environments.

We leverage industry best practices and technology to enhance our data protection practices. In 2023, we began partnering with Ethyca to develop functionality that enables clear, timely, and systematic view and mapping of the personal data we process, both in our own environment and with third party vendors. This allows us to more proactively work on any privacy and security risks, track compliance, and keep us on the front line of protecting privacy as our products, partners, and processes change.

We're compliant with a host of global and regional privacy regulations, including the General Data Protection Regulation (GDPR) in the EU, which consists of some of the world's strictest obligations on data handling. We also comply with the California Consumer Privacy Act, the EU-U.S. Data Privacy Framework (DPF), the UK Extension, the Swiss-U.S. DPF Principles, the onward transfer liability provisions of the DPF, and the Trans-Atlantic Data Privacy Framework for data transfer.

Artificial Intelligence (AI) has also become a key focus area for our privacy and security teams in the last 12 months. We view ethical and transparent use of AI as critical to our business growth and to building trust with our customers and employees.

> Visit the responsible and ethical AI section to learn more.

IT security

In a threat landscape that is constantly evolving, the need for security is greater than ever. To that end, we practice constant vigilance when it comes to protecting our systems.

We have achieved ISO 27001 certification for our information security management systems. The SurveyMonkey Enterprise product offers HIPAA-compliant features, our SurveyMonkey Wufoo®, and SurveyMonkey Apply products carry the Payment Card Industry's Data Security Standards (PCI DSS 3.2) certification, and our SurveyMonkey Enterprise, GetFeedback Direct, and GetFeedback Digital products are SOC 2 Type 2 certified. Our technical infrastructure is hosted within world-class, SOC 2 accredited data centers. We encrypt all our data using AES 256 base encryption, and our development team employs secure coding techniques and best practices, focused around the OWASP Top Ten.

Our employees are our first and best defense against security threats. We maintain all-employee trainings for both security and privacy. We also conduct periodic simulated phishing campaigns to validate our awareness and regularly review and update our information security policies, which employees must acknowledge annually.

We strive for complete transparency around our privacy and security practices. For more information please visit our Privacy Notice and Security Statement.

Inclusive product innovation

We grow and innovate right alongside our customers. To deliver value to them, we listen, we understand, and we act. We demonstrate this not only in our approach to new products, like SurveyMonkey Forms and Build with AI, which we launched in 2023, but also in our approach to existing products.

We're making our offerings more accessible, more inventive, and more inclusive so that a wide spectrum of human perspectives, abilities, and backgrounds can find a home with us.

Visit our website for SurveyMonkey product accessibility features.

SurveyMonkey in the wild

For more than twenty years, we've seen our survey platform be a force for positive change across industries, audiences, and communities. We think of our customers as our partners in product innovation, putting our offerings to use in interesting, often surprising ways.

Honoring local teachers: McDonald's restaurants in Pittsburgh recognized area teachers for the fourth annual Outstanding Educators Awards, using the SurveyMonkey platform to nominate exceptional teachers in grades K-12.

Understanding support for writers and actors: As labor disputes spread throughout Hollywood in 2023, the LA Times used SurveyMonkey to find that nearly 75% of respondents were aware of the strikes and many said they sympathize with the striking actors and writers.

Talking to farmers about the health of their cattle: The Farming Community Network (FCN), a UK-based nonprofit, used SurveyMonkey to solicit British farmers' feedback on the impacts of bovine tuberculosis.

Checking in about mental health: FlexJobs relied on SurveyMonkey to complete its 2023 Work Insights Survey of more than 5,600 people, 96% of which said a remote or hybrid work arrangement is best for their mental health.

Taking the pulse on AI: Bank of America used SurveyMonkey to find that 59% of internet users are already using ChatGPT.

59% of U.S. internet users are already on ChatGPT, BofA survey finds
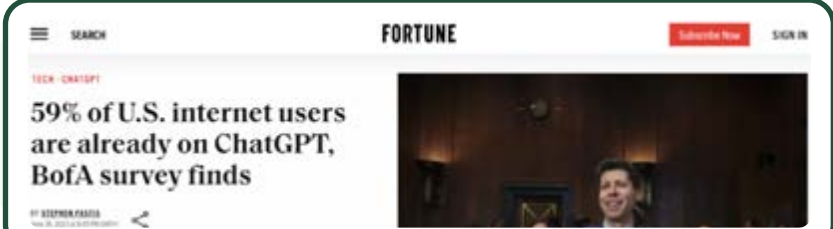
Authentic input: bringing together the two AIs

We're using AI to create better surveys, gather higher-quality responses, and spot insights quicker. We also believe in the power of human voices—the authentic input that powers every survey or form filled out. It's a challenging balance, but one we're committed to—weaving together the best of humanity, AI and machine learning (ML), and billions of questions and real responses.

In 2023, we continued to develop SurveyMonkey Genius®, our suite of products that utilize the power of AI/ML to help users create and send surveys and forms faster and better understand their data. Our newest feature, Build with AI, was developed by incorporating our expertise in the survey space on top of the latest GPT technology from OpenAI. It allows users to craft effective surveys in as little as 30 seconds by simply describing their survey goal in a few sentences. These products draw on our nearly 25 years of gathering data on survey structure, question content, and respondent behavior, which ensure that these features are as accurate, adaptive, and effective as possible.

Embracing ethical and responsible AI

AI is a major advancement in our industry, and we're committed to using it responsibly. We have undertaken significant work to establish an AI governance and risk management framework. These include a clear structure of ownership, accountability

and decision-making authority, corporate-wide policies and risk management procedures, compliance monitoring, a catalog of approved use cases, and upskilling for employees to develop and use AI systems responsibly, including participation in cross-industry forums, associations, knowledge-sharing groups, and more.

Our cross-functional AI Working Group collects expertise from across the company, gathering our leaders in legal, security, IT, data science, and engineering to set our AI policies and oversee risk management. We have also mapped our policies to the upcoming EU AI Act and the U.S. National Institute of Standards and Technology (NIST) Framework for AI.

In 2023, we participated in early adopter training as a member of the inaugural IAPP Governance Foundational Supporters. The initiative includes companies who are committed to training employees to ensure their company have the skillsets needed to scale and deploy AI safely and in line with emerging laws and policies.

In designing our AI-powered solutions, we take what's known as a "walled garden" approach. For example, in Build with AI we limit user access to survey creation content only. We have invested significant resources in constructing a de-identification pipeline, to protect private customer data from appearing in the general feed. We've also integrated with several features that look for bias in AI models and how to solve for it, ensuring that inclusivity is a cornerstone of our ongoing and ever-evolving product design.

AI-Generated Survey

Submit

Environment

What will it take to build a net zero business?

Shaping a more sustainable business that protects the planet and minimizes our negative impact on it

As a global company, we understand the urgency to address climate change and avoid its most harmful consequences. We're doing our part to responsibly measure, manage, and improve the impacts of our business on the planet.

To establish our environmental ambitions, in 2023 we turned to our peers and stakeholders. Through benchmarking and research we defined where we stand today, and where we aspire to be in the future. We learned that our peers are beginning to develop net-zero roadmaps rooted in science and that although absolute emissions for SurveyMonkey are among the lowest compared to its peers, our intensity-based emissions are higher. As our world continues to shift—with environmental sustainability coming further into focus for our communities—we've been even more inspired to rethink how our business can drive change.

Energy and emissions management

In 2023, we continued to minimize our overall environmental footprint by measuring our greenhouse gas (GHG) emissions and developing a roadmap to achieve net zero GHG emissions across our operations and supply chain by 2030. To start fulfilling this commitment, we determined our baseline environmental data, pinpointed the largest sources of our GHG emissions—across Scope 1, Scope 2, and Scope 3—and developed a multiyear strategy for reaching net zero by focusing on these key sources.

The vast majority of our overall GHG emissions [99%] are from three sources:

1. Purchased products, goods, and services (Scope 3)

2. Business travel (Scope 3)

3. Employee commutes and remote work (Scope 3)

For 2023, we decreased our GHG emissions 9% over 2022. This can be attributed to downsizing our office footprint and purchasing Energy Attribute Certificates (EAC's) to achieve 100% renewable electricity, essentially eliminating our Scope 2 emissions.

1%

Scope 1
Direct GHG emissions occurring from SurveyMonkey business operations

99%

Scope 3 (Upstream)
Indirect GHG emissions of our value chain (not including Scope 2), made up of:

Products, goods and services: 80% of total

Business Travel: 11% of total

Employee commute and remote work: 8% of total
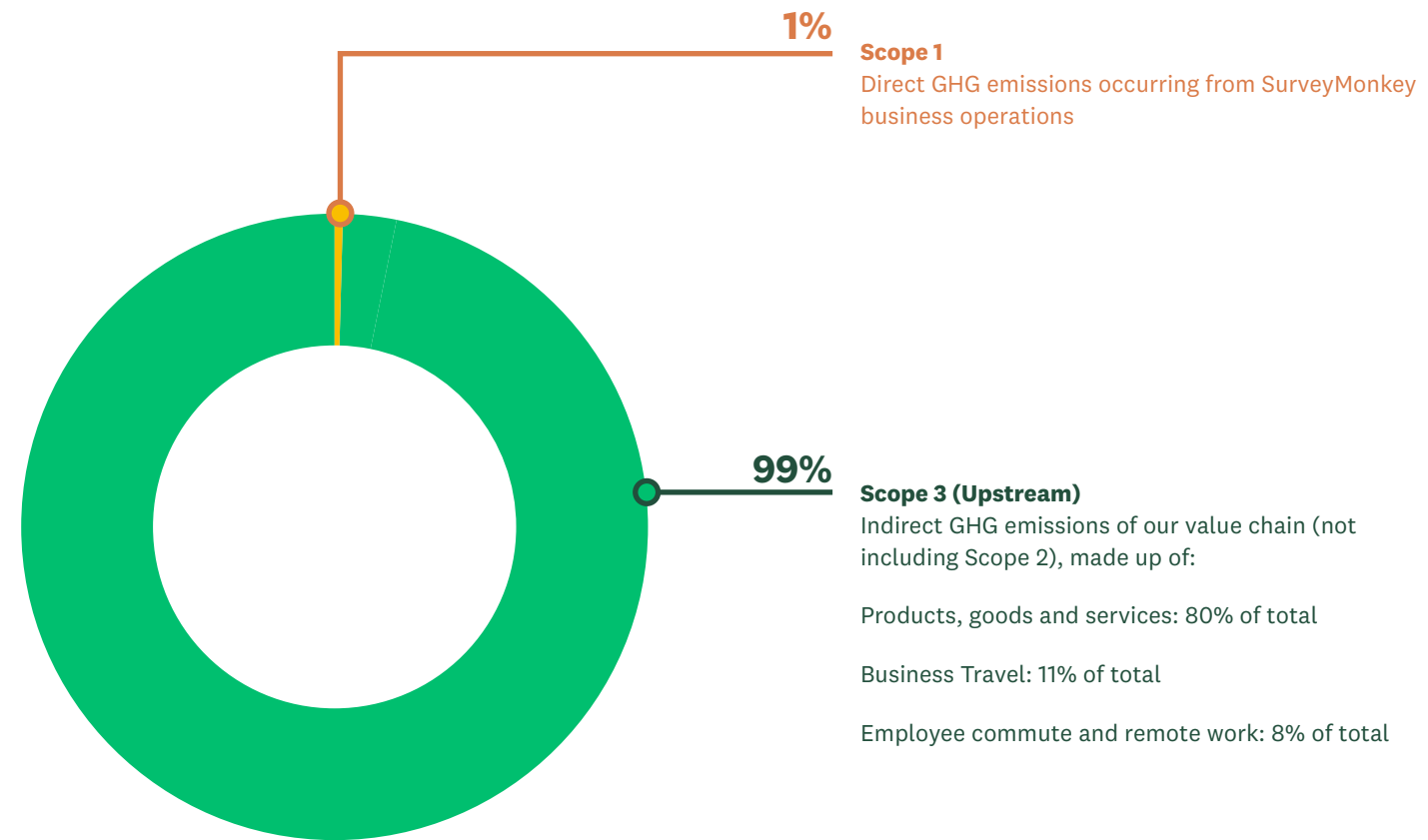
Total GHG emissions in 2023: **20,469 metric tons of CO2e**

Charting our path to net zero

In 2023, our company developed a robust, three-phase approach to achieve net zero GHG emissions by 2030, which we'll begin implementing in 2024.

- **Phase 1:** To begin, we'll first focus on reducing our Scope 1 and 2 GHG emissions, with an emphasis on renewable electricity and right-sizing our real estate footprint.

- **Phase 2:** By 2028, we'll establish a Scope 3 GHG emissions reduction target that's aligned with the Science Based Target initiative (SBTi).

- **Phase 3:** In Phase 3, we'll build on progress made in earlier phases and, ultimately, aim to achieve net zero GHG emissions across our operations and supply chain by 2030.

Our environmental roadmap

2024-2026   **Phase 1**
Reducing Scope 1 & 2

- Reach 100% renewable electricity by transitioning where possible and purchasing carbon offsets to account for any gaps (where renewables aren't yet available)

- Right-size our real estate footprint, continue to prioritize energy-efficient office spaces (e.g., LEED certification), and reduce overall consumption

2026-2028   **Phase 2**
Reducing Scope 3

- Set Scope 3 GHG emissions reduction target, aligned to the Science Based Target initiative (SBTi)

- Reduce GHG emissions of employees' commutes, business travel, and remote work

2028-2030, and beyond   **Phase 3**
Achieving Net Zero

- Advance progress of earlier phases—continuing to measure and manage our impacts

- Purchase high-quality carbon offsets with demonstrated positive impact, as needed, and after all other reduction efforts

Partnering with suppliers across each phase

- Begin gathering additional supplier data to better understand the greatest sources of our Scope 3 GHG emissions

- Analyze suppliers' GHG emissions reduction strategies and science-based targets

- Incentivize suppliers to minimize their environmental impacts and encourage them to set science-based targets

Innovating for more energy-efficient technologies

We're evolving our products and solutions in tandem with advances in AI and ML. As we do, we're aware of the power these features require to function, as well as the environmental implications of their increasing use. So, we're developing our AI and ML solutions with energy efficiency in mind—saving financial and environmental resources to offset the operational resources they require. Once launched, we'll measure and manage the environmental impacts of these products on an ongoing basis.

Globally, we also continue to operate 100% of our data processing and storage via the cloud. Shifting has allowed us to save up to 88% of CO2 emissions associated with data center usage.

Encouraging sustainable transportation

As part of our GHG emissions reduction strategy, we promote sustainable transportation options globally. Employees can use their C.H.O.I.C.E funds to cover the cost of their public transportation if they choose to do so.

"I love the C.H.O.I.C.E fund. I used mine to buy a new stationary exercise bike. Now, because I work mostly from home, the time I would be commuting I spend riding my bike. It's a win-win!"

SurveyMonkey Employee

AI Generated Survey
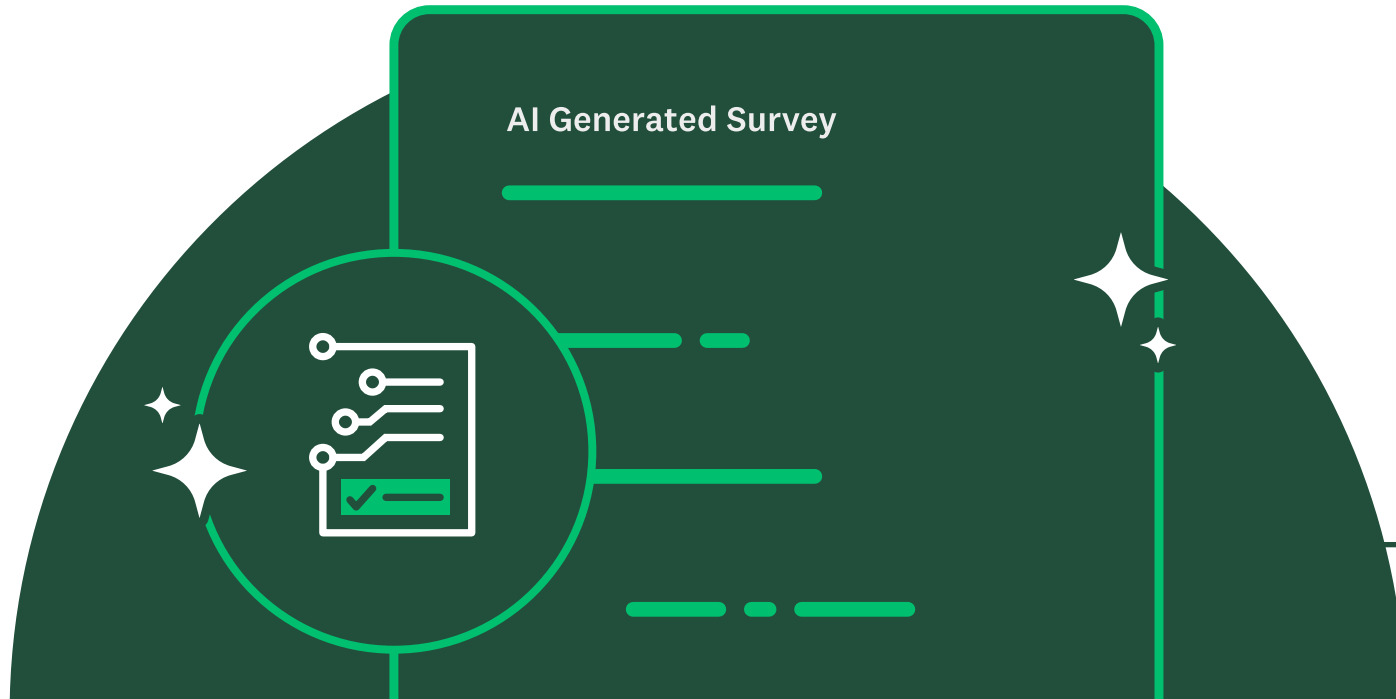
Sustainable facilities and waste reduction

Around the world, we're working to right-size our real estate footprint to match our employees' needs and our hybrid working model. This requires ongoing evaluation of how we're using our spaces and mindfulness of our environmental impacts within them. In 2023, we opened an office space in India and reduced office space across all our locations.

We're proud that three of our key office spaces have earned LEED certifications—demonstrating best practices in sustainable facilities management. When exploring new offices, we prioritize buildings that have received sustainability certifications.

LEED Gold Certification:
Portland and San Mateo

LEED Silver Certification:
Ottawa

Managing waste

Our waste management approach is focused on two key components: waste reduction and recycling. We have eliminated single use bottles and cutlery in our offices. All offices have a recycling program and some also offer composting.

Employee-led community impact

In 2023, we continued to deepen our community engagement with employee volunteering and donations that directly benefited our planet. On Earth Day, we provided employees with funds in their YourCause accounts to plant one tree each through donations to One Tree Planted, a nonprofit organization working to combat deforestation and promote environmental sustainability. During our Week of Service, employees participated in beach cleanups in the San Francisco Bay Area and numerous trail cleanups around the world, including Padua, Italy; Petrie Island, Ottawa, Canada; and Portland, Oregon.

Ethical and responsible business

What does it mean to authentically live our values?

Guiding principles for how we operate

Corporate governance

SurveyMonkey is a values-driven organization. Our values are more than just words: they serve as our expectations for each other and ourselves and drive the operating principles that we set internally for our team and externally for our partners.

Board structure and composition

SurveyMonkey was acquired by an investor consortium, led by the private equity firm STG. We have a single Board of Managers, with no committees.

Risk management

At SurveyMonkey, we emphasize risk management across our business, including evaluating risks from a business, compliance, privacy, security, and AI perspective. Our risk management is overseen by our Board.

Visit the Products section for our commitment to ethical and responsible AI.

Ethics and compliance

We value our reputation for integrity and strive to adhere to the highest ethical standards in conducting business and to comply with all applicable laws and regulations.

SurveyMonkey works to create a culture of trust, which is aligned to our core values. We embrace honest and ethical conduct in everything we do, and every employee has a responsibility to maintain and advance the ethical values of the company. We ask employees to agree to our See Something, Say Something policy. We believe that organizations that operate ethically and with integrity build value over time and have the best chance for long-term success. Our commitment to conducting business with honesty and integrity is captured in our Code of Business Conduct and Ethics. The Code serves as a source of guiding principles and applies to all our employees, officers, and directors, including our chief executive officer, chief financial officer, and other executive and senior financial officers. We require annual certification that our employees have received and will comply with the Code. Additionally, all new team members must sign an acknowledgment form confirming that they have read the Code and that they understand and agree to comply with its provisions.

Advocacy and public policy

Our public policy efforts are focused on three areas: social equity and human rights, environment and climate change, and data privacy and security. These areas align to our mission and values, business goals and objectives, and priority social impact issues.

Our external issues rubric, a scoring tool that's deployed within 24 hours of an issue breaking, identifies the events and issues most relevant to us, our customers, and the communities in which we operate. We make an impact through partnerships with leading organizations and movements, legislation and policy engagement, and data-driven thought leadership and research.

In 2023, we continued to build partnerships to influence legislation and policies, and created civic engagement guidance that aligns with our values and business priorities. This included supporting the Count Us In Pledge, being recognized by the Human Rights Campaign for our support of 2SLGBTQ+ inclusion and equality, and calling for deeper action and visibility. Additionally, we published our second annual "State of Our Nation" poll in partnership with The 19th News, an independent, nonprofit newsroom reporting on gender, politics, and policy. The survey of more than 20,000 adults across the US is designed to shed light on what women, particularly women of color, and 2SLGBTQ+ people think about the issues animating our politics. This year, in addition to questions about democracy, abortion, and other issues, we added questions on gender-affirming care and gun control.

We also continued providing civic engagement resources for our global employees and we continue to support a permanent path to US citizenship for Dreamers under the DACA legislation.

About this report

Our 2023 Social Impact Report includes information from across SurveyMonkey's global operations, and all information is provided for the fiscal year ended December 31, 2023, unless otherwise noted.

We disclose metrics in alignment with the Sustainability Accounting Standards Board's (SASB) Software & IT Services sector standard and with reference to the GRI 2016 Standards: Core option.

We look forward to your questions and feedback on how we continue to make a difference through social impact.
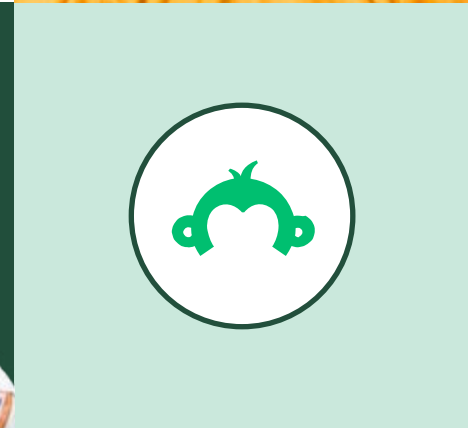
Appendix

DATA PRIVACY

Data privacy and security governance

This governing model formalizes and standardizes existing practices in the company (including through the Information Security Policies) and supports both our ISO and SOC standards.

Structure of accountability

Escalation / Implementation

- Board of Managers — Compliance oversight
- Executive team — Compliance ownership, vision, and strategic decision making
- Data Governance Committee — Advisory and implementation guidance
- Data Stewards Working Group — Business and Technical Data Stewards across the organization — Controls design and implementation

Security structure of accountability

Coordination by GC/VP Global Privacy & Security

Escalation / Implementation

- SM Board of Managers — Governance oversight
- Executive team — Compliance ownership, vision, and approval of policies
- ISMS Council - Mgmt & Oversight — VP PrivSec/ VP IT/Bus Syst Head of Security and Head of SecEng — Strategic planning and support
- ISMS Advisory Committee — Advisory and risk management

SurveyMonkey 2023 GRI Content Index

GRI 102: General Disclosures		
Disclosure	**Description**	**Cross-Reference, Omissions, and Explanations**
Organizational Profile		
102-1	Name of the organization	SurveyMonkey
102-2	Products and Services	Products and Services
102-3	Location of headquarters	San Mateo, California, USA
102-4	Location of operations	SurveyMonkey has offices in 7+ countries including United States, Canada, United Kingdom, Ireland, Amsterdam, Australia, and India
102-5	Ownership and legal form	SurveyMonkey is a privately held C-Corporation
102-9	Supply chain	Looking ahead, we will focus on engagement with existing suppliers and sourcing new ones to continue to foster an inclusive supply chain.
102-10	Significant changes to the organization and its supply chain	In 2023, we were taken private through a sale of the Company to an investor consortium led by STG Partners. We expanded our internaional footprint through the formation of subsidiaries in Costa Rica and India, and we are in process of rightsizing our office spaces in San Mateo, Dublin and Amsterdam as a result of our hybrid workforce. Looking ahead, we will focus on engagement with existing suppliers and sourcing new ones to continue to foster an inclusive supply chain.
102-11	Precautionary Principle or approach	Following the sale of the company last year to an investor consortium led by STG Partners, the Company has continued to scale the business through the right-sizing of office space, workforce reduction, refined product and marketing strategies and efficiencies in the go-to-market strategy.
102-12	External initiatives	Pledge 1% Builders Network
102-13	Membership of associations	American Chamber of Commerce Ireland Dublin Chamber of Commerce
Strategy		
102-14	Statement from senior decision-maker	CEO letter, p.3
Ethics and Integrity		
102-16	Values, principles, standards, and norms of behavior	About SurveyMonkey, p.5
Governance		
102-18	Governance structure	We are managed by a Board of Managers

Disclosure	Description	Cross-Reference, Omissions, and Explanations
Stakeholder Engagement		
102-40	List of stakeholder groups	Board of Managers Customers Employees Nonprofits
102-41	Collective bargaining agreements	None of our U.S. employees is represented by a labor union or is the subject of a collective bargaining agreement.
102-42	Identifying and selecting stakeholders	**Board of Managers:** Selected by Symphony Technology Group (STG) **Customers:** Users of SurveyMonkey products, including both sales-assisted and self-service users. **Employees:** All SurveyMonkey employees globally. **Nonprofits:** Nonprofit partners identified through an application review and identification review process.
102-43	Approach to stakeholder engagement	All stakeholders groups were engaged as part of our 2023 Materiality Analysis. Regular channels and frequency for engagement with each stakeholder group include, but are not limited to: **Board of Managers:** Monthly meetings with executive staff **Customers:** Monthly CX Roundtable, NPS scoring survey, real time feedback on customer experience. **Employees:** Quarterly engagement surveys; annual employee survey; quarterly growth, impact, and goal (GIGs) conversations with managers; Curiosity Chats with executive leadership team. **Nonprofits:** Ad hoc engagement with current partners, inclusion in materiality process for all current partners.
102-44	Key topics and concerns raised	**Board of Managers:** General oversight of the business, including: strategy, operations, crisis and risk management; social impact and ESG efforts and performance; governance policies. **Customers:** Feedback on products, support and help content, and likeliness to recommend SurveyMonkey products and services. **Employees:** Employee experience, wellness, development opportunities, DEI initatives. **Nonprofits:** Community support through nonprofit partnerships, opportunities with SurveyMonkey Contribute, leveraging other company resources to support communities, and impact of contributions.
Strategy		
102-46	Defining report content and topic Boundaries	Contents, p.2
102-47	List of material topics	In 2023, we underwent a materiality analysis. Updated issues can be found on p. 9
102-48	Restatements of information	None
102-49	Changes in reporting	None
102-50	Reporting period	This report provides information for the period beginning January 1, 2023 through December 31, 2023, unless otherwise noted.
102-51	Date of most recent report	April 2023
102-52	Reporting cycle	Biennial
102-53	Contact point for questions regarding the report	SurveyMonkey Social Impact Team **Email:** surveymonkeytogether@surveymonkey.com **Mailing:** 1 Franklin Parkway, Building 910, San Mateo, CA 94403
102-54	Claims of reporting in accordance with the GRI Standards	This report has been prepared in accordance with the GRI Standards: Core option.
102-55	GRI content index	GRI Index, p. 47
102-55	External assurance	We have not received external assurance for this report.

SurveyMonkey 2023 GRI Content Index

GRI 200-400: Topic-Specific Disclosures 2016*		
Material Topic	**Management Approach Cross-Reference**	**Relevant External Entities**
Organizational Profile		
GRI 302: Energy 2016	Energy and emissions management, p. 37	Customers
GRI 305: Emissions 2016	Energy and emissions management, p. 37	Customers
Social		
GRI 403: Occupational Health and Safety 2018	Employee wellness and growth, p. 28	Board of Managers Customers
GRI 405: Diversity and Equal Opportunity 2016	Diversity, equity and inclusion, p. 22	Board of Managers Customers Nonprofits
GRI 413: Local Communities 2016	Diversity, equity and inclusion, p. 22	Board of Managers Customers Nonprofits
GRI 418: Customer Privacy 2016	Data privacy and Security, p. 31	Board of Managers Customers

*With the exception of GRI 403 that applies the 2018 version of the GRI Standards, this report applies the 2016 version of the GRI Standards; "2016" refers to the Standards issue date, not the date of information presented in this report.

SurveyMonkey 2023 GRI Content Index

GRI 200-400: Topic-Specific Disclosures 2016*			
Topic	**Disclosure**	**Description**	**Cross-Reference, Omissions, Explanations**
Environmental			
GRI 302: Energy 2016	302-1	Energy consumption within the organization	Enviromental performance, p. 36
	302-4	Reduction of energy consumption	Enviromental performance, p. 37
GRI 305: Emissions 2016	305-1	Direct (Scope 1) GHG emissions	Enviromental performance, p. 37
	305-2	Energy indirect (Scope 2) GHG emissions	Enviromental performance, p. 37
	305-3	Other indirect (Scope 3) GHG emissions	Enviromental performance, p. 37
	305-5	Reduction of GHG emissions	Enviromental performance, p. 37
GRI 306: Effluents and Waste 2016**	306-1	Waste by type and disposal method	Enviromental performance, p. 40
Social			
GRI 401: Employment 2016**	401-1	New employee hires and employee turnover	Workforce performance, p. 59
	401-2	Benefits provided to full-time employees that are not provided to temporary or part-time employees	Employee wellness and growth, p. 28
	401-3	Parental leave	Employee wellness and growth, p. 28
GRI 403: Occupational Health and Safety 2018	403-6	Promotion of worker health	Employee wellness and growth, p. 28
GRI 404: Training and Education 2016**	404-2	Programs for upgrading employee skills and transition assistance programs	Talent management and engagment, p. 20
	404-3	Percentage of employees receiving regular performance and career development reviews	Talent management and engagment, p. 20
GRI 405: Diversity and Equal Opportunity 2016	405-1	Diversity of governance bodies and employees	Diversity performance, p. 22
GRI 413: Local Communities 2016	413-1	Operations with local community engagement, impact assessments, and development programs	Community Impact, p. 13
GRI 418: Customer Privacy 2016	418-1	Substantiated complaints concerning breaches of customer privacy and losses of customer data	SurveyMonkey had no material breaches of customer privacy (unauthorized access, disclosure, or use of customer data) and there were no losses of customer data in 2023.

*With the exception of GRI 403 that applies the 2018 version of the GRI Standards, this report applies the 2016 version of the GRI Standards; "2016" refers to the Standards issue date, not the date of information presented in this report.

**We have reported additional disclosures not related to material topics.

SurveyMonkey 2023 SASB Table Update

Software & IT Services Sustainability Accounting Standard 2018*		
SASB Code	**Accounting Metric**	**Answer, Cross-Reference, Omissions, and Explanations**
Environmental Footprint of Hardware Infrastructure		
TC-SI-130a.1	"(1) Total energy consumed,	Environmental performance, p. 37
TC-SI-130a.2	(2) percentage grid electricity,	Environmental performance, p. 37
TC-SI-130a.3	Discussion of the integration of environmental considerations into strategic planning for data center needs	In June 2019, we executed a 5-year, $25M agreement with AWS to migrate our data processing and storage to AWS's cloud infrastructure, which took effect in 2020. AWS has a long-term commitment to use 100% renewable energy. By moving away from on premise infrastructure to the AWS Cloud, SurveyMonkey can reduce emissions by up to 88% due to environmental economies of scale.
Data Privacy & Freedom of Expression		
TC-SI-220a.1	Description of policies and practices relating to behavioral advertising and user privacy	SurveyMonkey, our service providers, and/or other third parties that we work with place cookies when users visit our website and open emails that we send. This is designed to provide our customers with more tailored marketing content about our services and/or other services, and to evaluate whether the content is useful or effective. We also use data from these cookies and equivilent technologies to find other interested parties who may be interested in our products and services and tailor ads to those individuals. For instance, we evaluate which ads are clicked on most often, and whether those clicks lead users to make better use of our tools, features, and services. We have implemented cookie management tooling on our websites which, depending on the user's location, either allow the user to reject cookies prior to them being set (or to consent/reject use of some or all categories of cookies) or to opt out of further use of cookies on site landing. This cookie preference tool is intended to give our users choice as regards to which cookies they receive and the type of experience the want. Rejecting cookies or opting out does not necessarily mean users will not receive any ads on the internet; it just means that they will not receive tailored ads based on their activities and inferred preferences on our site. Privacy Notice - Personalize marketing
TC-SI-220a.2	Number of users whose information is used for secondary purposes	We only use information from users for the purposes of delivering the services, improving our services and marketing, and selling our services. We do not view any uses as secondary to these primary purposes as stated in our Privacy Notice: Privicy Notice - How we use the information we collect
TC-SI-220a.3	Total amount of monetary losses as a result of legal proceedings associated with user privacy	There were no legal proceedings associated with customer privacy in 2023.
TC-SI-220a.4	(1) Number of law enforcement requests for user information, (2) number of users whose information was requested, (3) percentage resulting in disclosure	This information is confidential and SurveyMonkey does not disclose it.
TC-SI-220a.5	List of countries where core products or services are subject to government-required monitoring, blocking, content filtering, or censoring	SurveyMonkey does not have material presence in any country where our core products or services are subject to these requirements. SurveyMonkey uses industry standard automated abuse monitoring technologies for specific abusive practices on our platform but SurveyMonkey does not actively block, filter, or censor information on our platform, unless it becomes explicitly aware of an infraction under our Acceptable Use or Anti-Spam Policies: Acceptable Uses Policy

Disclosure	Description	Cross-Reference, Omissions, and Explanations
Data Security		
TC-SI-230a.1	(1) Number of data breaches, (2) percentage involving personally identifiable information (PII), (3) number of users affected	SurveyMonkey does not publicly disclose this information.
TC-SI-230a.2	Description of approach to identifying and addressing data security risks, including use of third-party cybersecurity standards	SurveyMonkey employs a defense-in-depth approach across all domains of security employing a range of security tools and personnel to Identify, Detect and Respond to data security risks. These processes are periodically audited & reviewed by independent third party security companies against Cybersecurity industry standards. SurveyMonkey is PCI, ISO, SOC2 and HIPAA compliant. In addition to those our partners benchmark us against NIST, MITRE during the assessments. SurveyMonkey Security Statement
Recruiting & Managing a Global, Diverse & Skilled Workforce		
TC-SI-330a.1	Percentage of employees that are (1) foreign nationals and (2) located offshore	SurveyMonkey does not collect nationality information from our employees so this information is unavailable.
TC-SI-330a.3	Percentage of gender and racial/ethnic group representation for (1) management, (2) technical staff, and (3) all other employees	Diversity performance, p. 55
Intellectual Property Protection & Competitive Behavior		
TC-SI-520a.1	Total amount of monetary losses as a result of legal proceedings associated with anticompetitive behavior regulations	There were no legal actions for anti-competitive behavior, anti-trust, or monopoly practices in 2023.
Managing Systemic Risks from Technology Disruptions		
TC-SI-550a.1	Number of (1) performance issues and (2) service disruptions; (3) total customer downtime	(1) Performance issues: None (2) Service disruptions: SurveyMonkey systems and services were available 99.99% of the time month-over-month as published to our customers. Disruptions were related to Zoom services which impacted a small subset of users across our environment. (3) Total customer downtime: None
	Description of business continuity risks related to disruptions of operations	SurveyMonkey successfully completed the annual PCI 3.2.1 and ISO/IEC 27001:2013 certification reviews, and achieved SOC 2 Type 2 certification. In addition, the company conformed to the requirements of the HIPAA Security rule and HITECH Breach notification requirements as described in HIPAA PART 164 of CFR 45. Furthermore, one of the requirements for compliance is the disaster recovery standard and testing, which is described in our Security Statement.

SASB Code	Activity Metric	Answer, Cross-Reference, Omissions, and Explanations
TC-SI-000.A	(1) Number of licenses or subscriptions, and (2) percentage cloud based	(1) Licenses or subscriptions: 12 product lines (2) percentage cloud based : 100%
TC-SI-000.B	(1) Data processing capacity, (2) percentage outsourced	(1) Data processing capacity: ~300 terabytes (2) Percentage outsourced : 100%
TC-SI-000.C	(1) Amount of data storage, (2) percentage outsourced	(1) Amount of data storage: 100+ terabytes (2) Percentage outsourced : 100%

*This report applies the 2018 version of the Software & IT Services Sustainability Accounting Standards; "2018" refers to the Standards issue date, not the date of information presented in this report.

SurveyMonkey 2023 Performance Data

Environmental performance*[1]				
	2023	**2022**	**2021**	**2020**
Energy consumption (gigajoules)				
Total energy consumption[1]	**13,061.4**	**14,390.6**	**13,338.1**	**9,043.7**
Non-renewable energy consumption[2]	**2,454.1**	**14,390.6**	**13,160.8**	**8,803.3**
Electricity[11]	0.0	12,079.8	10,527.3	7,734.1
Fuel[12]	2,326.8	2,310.8	2,633.5	1,469.2
Other (heat, steam, chilled water)[13]	127.3	N/A	N/A	N/A
Renewable energy consumption[10]	**10,607.4**	**N/A**	**177.3**	**240.4**
Hydroelectric/REC	10,607.4	N/A	177.3	-
Waste disposal[4] (metric tons)				
Total waste disposal	**93.0**	**170.0**	**65.3**	**242.8**
Landfill	57.2	63.3	25.7	95.8
Recycling/Composting	35.8	106.7	39.6	145.8
Water				
Total water consumption (thousand m3 per year)	**252.2**	**358.1**	**53.1**	**6.9**
Total water withdrawal (thousand m3 per year)	-	-	-	-
Water intensity (thousand m3 per million dollars of revenue)	-	-	-	54.4

Environmental performance

	2023	2022	2021	2020
Greenhouse Gas Emissions[2]				
Total Scope 1, 2 & 3 emissions (metric tons of CO2e)	**20,469.06**	**22,978.92**	**20,126.01**	**426.00**
Scope 1 (natural gas, diesel, propane, refrigerants, gasoline)[2-7]	118.27	117.39	130.26	34.20
Scope 2 market-based (purchased electricity and heating)[2-7]	8.64	549.05	526.66	137.80
Scope 3 - Category 1 Purchased goods and services	16,267.32	19,952.22	16,838.72	-
Scope 3 - Category 2 Capital Goods	75.48	71.92	67.38	-
Scope 3 - Category 3 Fuel and energy-related activities (FERA/market-based)	43.98	148.65	316.33	-
Scope 3 - Category 5 (Waste in Operations) [6]	35.50	46.21	12.07	-
Scope 3 - Category 6 (Air travel and rental cars)[4-9-16]	2,190.53	291.88	19.11	254.00
Scope 3 - Category 7 (Employee commute)[5-17]	1,727.27	1,801.60	2,215.48	-
Scope 3 - Category 8 (Upstream Leased Assets)	2.07	N/A	N/A	N/A
Scope 3 Total Emissions	**20,342.15**	**22,312.48**	**19,469.09**	**254**

[1] 2021 figures include data from our Amsterdam, Dublin, Ottawa, Portland and San Mateo offices.

[2] 2021 include figures from our Amsterdam, Dublin, Ottawa, Portland and San Mateo offices (excep for natural gas - this only includes Dublin, Ottawa, Portland, San Mateo offices). 2019 figures include data from our Portland office only.

[3] Figures include data from our Amsterdam office only.

[4] The 2020 figure is much less than previous years due to a moratorium on travel due to the COVID-19 pandemic.

[5] Work from home calculations are market-based; employee commute based on 10 offices.

[6] For 2022 waste analysis, assumed that bins are full, and assumed weightage from volume

[7] For 2022 Scope 1 and 2, Portland data was extrapolated from last year data until September 16 2022

[8] For 2022 Scope 1 and 2, Ottawa data was extrapolated from 2021 data, as none were available at the time of inventory analysis

[9] For 2022 business travel, actual travel data are used to calcuate spend. 2022 business travel emissions applied with averaged emission factors for passenger classes and short, medium and long-haul flights

[10] No renewable energy consumptions documented in 2022 inventory year

[11] FY23 electricity was estimated for sites where no data was available but we knew electricity was consumed - this included the new Amsterdam site

[12] FY23 estimated natural gas usage at offices where no data was available but we knew natural gas was used - this included the new Amsterdam site

[13] Reporting on chilled water usage at PDX for the first time in the new building

[14] Estimted waste usage at offices where no data was available for first time FY23 - this included Amsterdam, Ottawa, San Mateo, Portland, and Padova

[15] Estimated water usage where no data was available for first time in FY23 - this included Padova, Amsterdam, Dublin, and San Mateo

[16] FY23 included hotel stays and rail/car travel for the first time

[17] FY23 included zip code analysis for the first time

SurveyMonkey 2023 Performance Data

Diversity performance

Racial/ethnic composition of U.S. workforce and Board of Directors[1]

	American Indian/Alaska Native			Asian			Black/African American			Hispanic/Latino			Native Hawaiian/ other Pacific Islander			Two or more races			White			Not declares		
	2023	2022	2021	2023	2022	2021	2023	2022	2021	2023	2022	2021	2023	2022	2021	2023	2022	2021	2023	2022	2021	2023	2022	2021
U.S. Workforce (%)																								
Total U.S. Workforce	**0.4%**	**0.8%**	**0.5%**	**28.6%**	**25.1%**	**24.2%**	**5.8%**	**5.9%**	**6.3%**	**8.6%**	**8.7%**	**8.7%**	**0.9%**	**0.7%**	**0.8%**	**4.9%**	**4.5%**	**4.9%**	**47.9%**	**52.0%**	**52.0%**	**2.5%**	**2.7%**	**2.6%**
Regular	0.4%	0.8%	0.5%	28.5%	25.1%	24.1%	5.8%	5.9%	6.3%	8.6%	8.7%	8.6%	0.9%	0.7%	0.8%	4.9%	4.5%	4.9%	48.0%	52.0%	52.0%	2.5%	2.7%	2.6%
Fixed-term	0%	0%	0%	0%	0%	0.1%	0%	0%	0%	0%	0%	0.1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
U.S. Workforce: Female (%)																								
Total U.S. Workforce	**0.3%**	**0.7%**	**0.7%**	**28.6%**	**26.6%**	**26.5%**	**6.4%**	**6.2%**	**6.1%**	**5.7%**	**7.4%**	**7.2%**	**1.0%**	**1.0%**	**1.1%**	**5.4%**	**4.4%**	**4.8%**	**49.5%**	**51.2%**	**51.5%**	**2.7%**	**2.5%**	**2.2%**
Regular	0.3%	0.7%	0.7%	28.6%	26.6%	26.5%	6.4%	6.2%	6.1%	5.7%	7.4%	7.0%	1.0%	1.0%	1.1%	5.4%	4.4%	4.8%	49.5%	51.2%	51.5%	2.7%	2.5%	2.2%
Fixed-term	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
U.S. Workforce: Male (%)																								
Total U.S. Workforce	**0.4%**	**0.2%**	**0.4%**	**28.8%**	**23.7%**	**22.0%**	**5.2%**	**5.5%**	**6.4%**	**11.8%**	**10.1%**	**10.0%**	**0.7%**	**0.5%**	**0.6%**	**4.4%**	**4.6%**	**5.0%**	**46.1%**	**53.0%**	**52.5%**	**1.8%**	**2.2%**	**3.0%**
Regular	0.4%	0.2%	0.4%	28.5%	23.7%	21.8%	5.2%	5.5%	6.4%	11.9%	10.1%	10.0%	0.7%	0.5%	0.6%	4.4%	4.6%	5.0%	46.3%	53.0%	52.5%	1.9%	2.2%	3.0%
Fixed-term	0%	0%	0%	0%	0%	0.2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

[1] For years ended December 31.

Diversity performance

Age composition of workforce[1]												
	Over 50 years old			30-50 years old			Under 30 years old			Not declared		
	2023	2022	2021	2023	2022	2021	2023	2022	2021	2023	2022	2021
Employee category (%)												
Regular	7.1%	6.9%	5.9%	75.5%	71.3%	65.6%	17.4%	21.8%	26.3%	0%	0%	0.2%
Fixed-term	0%	0%	0%	40.0%	0%	1%	60.0%	0%	1.0%	0%	0%	0%

[1] For years ended December 31.

SurveyMonkey 2023 Performance Data

Workforce performance											
Workforce breakdown by gender[1]											
	Total			Male			Female			Not declared		
	2023	2022	2021	2023	2022	2021	2023	2022	2021	2023	2022	2021
Employment contract												
Permanent (Employees)	1,020	1,368	1,580	551	735	880	489	623	692	6	10	8
Temporary (Contingent workers)	153	0	0	3	0	0	1	0	0	176	0	0
Employment type												
Full-time	1,018	1,368	1,574	533	735	876	479	623	690	6	10	8
Part-time	2	0	6	2	0	4	0	0	2	0	0	0
Employee category												
Regular	1,013	1,368	1,549	531	735	862	476	623	679	6	10	8
Fixed-term	5	21	31	2	12	18	3	8	13	0	1	0
Employee age group												
Under 30 years old	181	298	431	83	146	215	98	150	215	0	2	1
30-50 years old	769	975	1,052	414	537	614	352	433	435	3	5	3
Over 50 years old	70	95	94	38	52	51	29	40	42	3	3	1
Not declared	0	0	3	0	0	0	0	0	0	0	0	3
Workforce by region												
United States[2]	564	827	959	269	417	499	293	406	460	2	4	0
Rest of world	456	541	621	266	318	381	186	217	232	4	6	8

[1] For years ended December 31.

[2] There are no fixed-term workers in the U.S. Workforce, so only regular employees are included.

Workforce performance

Percentage of female employees[1]					
	2023	2022	2021	2020	2019
Companywide	**47.0%**	**43.0%**	**43.8%**	**44.5%**	**44.3%**
United States	52.0%	49.1%	48.0%	47.5%	47.1%
Rest of world	40.8%	40.1%	37.4%	38.9%	38.7%

[1] For years ended December 31.

SurveyMonkey 2023 Performance Data

Workforce performance						
Employee turnover and rate[1,2]						
	Employee Turnover			Employee Turnover Rate		
	2023	2022	2021	2023	2022	2021
Total (absolute)	457	598	414	36.0%	38.3%	27.3%
Voluntary (absolute)	135	362	383	9.6%	22.7%	24.8%
Involuntary (absolute)	322	236	31	26.4%	15.6%	2.5%
Employee category						
United States	312	371	299	29.4%	62.0%	72.2%
Rest of world	145	227	115	70.6%	38.0%	27.8%
Employee age group						
Female	190	241	179	33.7%	40.3%	43.2%
Male	245	337	235	36.0%	56.4%	56.8%
Not declared	3	20	0	40.0%	3.3%	0%
Workforce by region						
Under 30 years old	88	195	134	20.1%	32.6%	32.4%
30-50 years old	311	372	262	71.0%	62.2%	63.3%
Over 50 years old	41	27	18	8.7%	4.5%	4.3%
Not declared	1	4	0	0.0%	0.7%	0%

[1] For years ended December 31.

[2] Data represents Regular employees only.

Workforce performance		
New employee hires[1,2]		
	2023	**2022**	**2021**
Total (absolute)	**83**	**470**	**626**
New employee hires by region (%)		
United States	48.2%	57.4%	55.8%
Rest of world	51.8%	42.6%	44.2%
Rest of world		
Female	51.8%	52.8%	41.8%
Male	48.2%	46.8%	57.7%
Not declared	0%	0.4%	0.5%
New employee hires by age group (%)		
Under 30 years old	38.6%	52.8%	33.4%
30-50 years old	59.0%	45.5%	62.3%
Over 50 years old	2.4%	1.7%	4.0%
Not declared	0%	0%	0.3%

[1] For years ended December 31.

[2] Data represents Regular and Fixed-term employees only.

SurveyMonkey 2023 Performance Data

Philanthropic giving				
	2023	2022	2021	2020
Philanthropic giving[1,2] (USD)				
Total giving	$ 2,558,667	$ 2,679,312	$ 2,676,794	$ 2,968,428
Social Impact Fund (SurveyMonkey Together)	-	$ 33,645	$ 11,500	$ 165,260
SurveyMonkey Contribute	$ 308,693	$ 410,018	$ 637,764	$ 785,096
Matching gifts and Dollars for Doers	$ 141,464	$ 186,861	$ 159,970	$ 433,417
License and software donations and discounts (retail value of license or discount)	$ 2,108,510	$ 2,048,788	$ 1,867,560	$ 1,584,655
Employee contributions				
Employee giving	$ 94,941	$ 166,422	$ 190,081	$ 370,982
Employee volunteer hours	3,354	3,613	1,111	624

[1] For years ended December 31.

[2] Rounded to the nearest dollar.

![SurveyMonkey]

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