

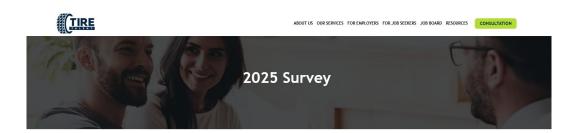
#### **Survey Objective**

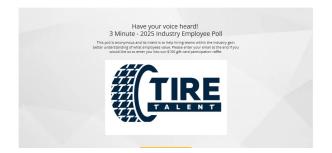
#### Q Purpose:

- Understand what employees prioritize in their workplace.
- Analyze trends in salary, growth opportunities, and work flexibility.
- Provide actionable insights for companies to improve retention.

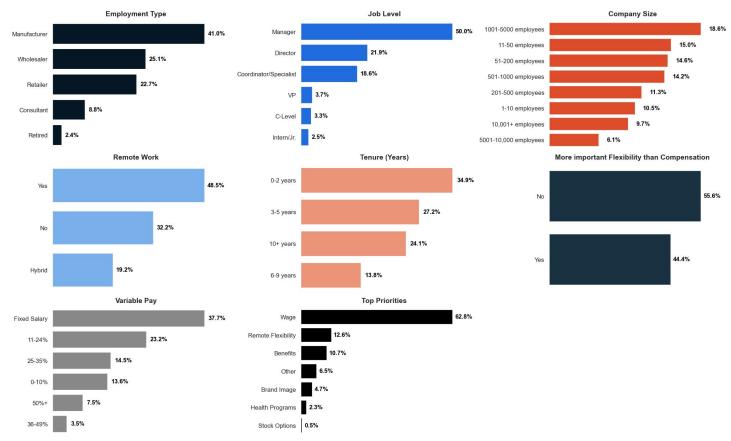
#### **Overview:**

- 25 question survey
- 343 responses collected by employees from C-Level to interns.
- Industries: Tire & Rubber sector.
- Work Modalities: Hybrid, Remote,
  On-site.



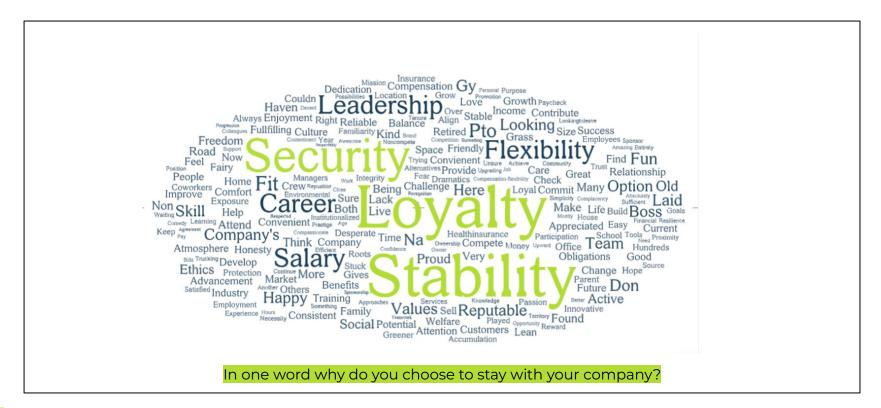


#### **Big Picture: Workforce & Priorities Overview**



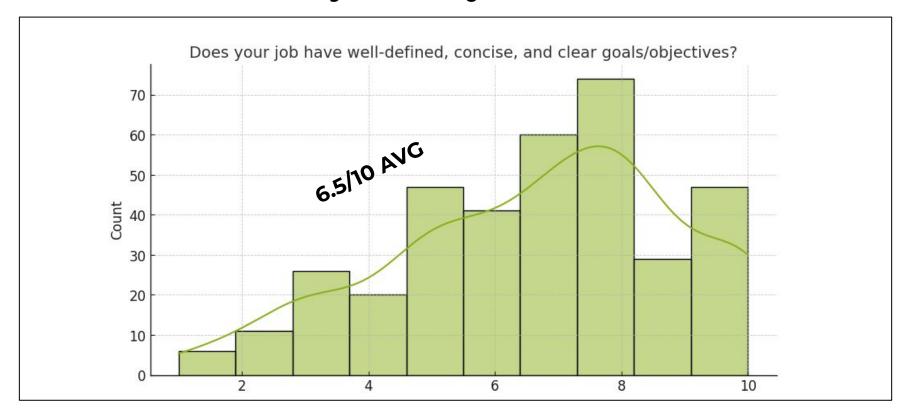


#### **Employee Retention & Satisfaction**



- **Loyalty, Security and Stability** are the top retention drivers.
- **Salary and flexibility** Fair pay signals long-term opportunity, while flexibility improves work-life balance and satisfaction.
- Career growth and strong leadership- enhance employee satisfaction.

#### Does KPI and job clarity affect retention?



Insights Found: Uncertainty about KPIs and job clarity is a retention risk.

**Takeaway:** Structured career development plans and regular reviews can enhance employee retention through job satisfaction.

#### **Can you Grow? Does Leadership listen?**



Limited growth opportunities (3/5)

1 2	3	4	5
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#### **?** Takeaways:

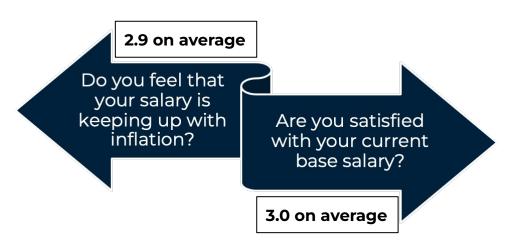
Transparent communication and frequent feedback.

Mentorship and coaching for career development.

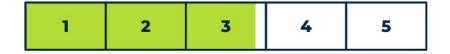
Recognition and milestones celebration.

3.1 Average

#### **Salary Satisfaction & Retention Risks**









Fair pay signals long-term opportunity-Salary reviews + benefits packages.

Development support.

Regularly benchmark salaries against industry standards.

#### **Key Survey Takeaways**

- ✓ **Retaining Talent:** Clear job expectations, career growth, competitive compensation and good work life balance.
- ✓ **Attracting:** Employee Reviews on social media, competitive comp, growth plan.
- ✓ **Stronger Leadership:** Strong leadership, improved communication and accurately representing company culture in the hiring process leads to long-term retention.



#### **Survey for Reference**





#### 3 Minute — Tire Industry Employee Poll

362 polled

This poll is anonymous and its intent is to help hiring teams within the industry gain better understanding of what employees value



#### Which below best describes you?

I work for a manufacturer that makes tires of tire related goods	40%
I work for a wholesaler that distributes tires primarily	20%
Other (Consultant, etc)	10%
I work for a retailer that sells tires to the end consumer (Online or Brick & Mortar)	26%
Retired	3%



### What makes you stay with your company?

(Multiple answers allowed in this question)

Compensation and benefits	24%
Company reputation and brand recognition	23%
Career growth and development opportunities	21%
Alignment with personal values and company culture	15%
I don't want to stay	15%
Referral or recommendation from a trusted source	2%



## If there's something you can change about your current company, what would it be?

(Multiple answers allowed in this question)

Compensation and benefits	19%
Processes and operational efficiency	34%
Work-life balance and flexibility	15%
Opportunities for career advancement	19%
Company culture and leadership	13%

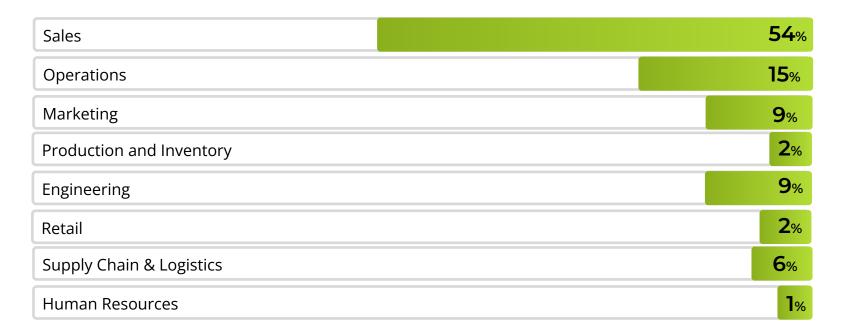


## Are you currently looking for employment with another employer?

Yes, everyday	21%
Maybe, if it was something that really excited me	54%
Not at all, love my company	25%



#### What department do you work in?



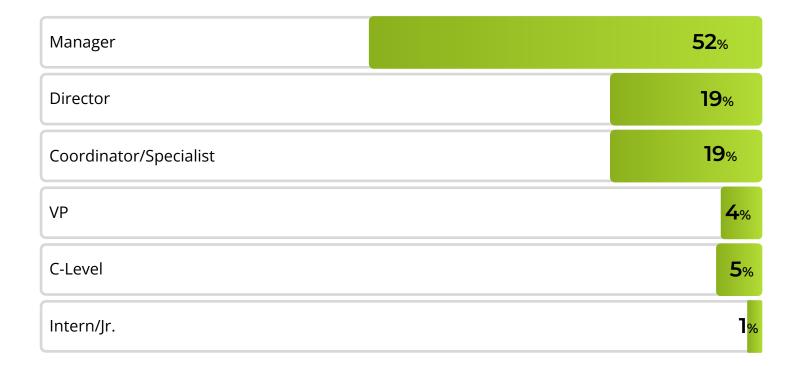


### How did you originally get to your current company?

Referred by a current or former employee	<b>32</b> %
Contacted by a recruiter	20%
Applied directly through the company's website for a job	13%
Applied through a job board or online platform (e.g., Indeed, LinkedIn)	13%
Attended a networking event or career fair	3%
Other	16%



#### What is your current title level?



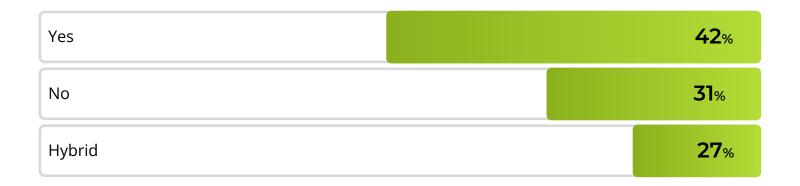


How many USA based employees does your company have approximately?

1-10 employees	8%
11-50 employees	18%
51-200 employees	12%
201-500 employees	10%
501-1,000 employees	12%
1,001-5,000 employees	14%
5,001-10,000 employees	8%
10,001+ employees	19%

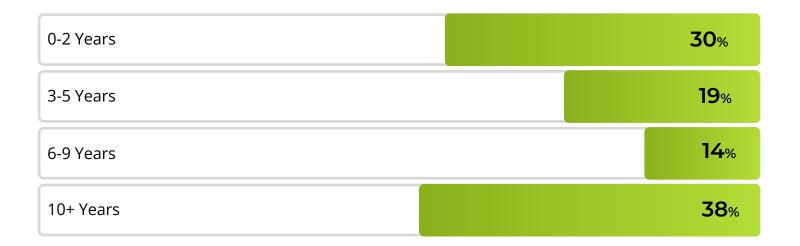


#### Do you currently work remote?





### How long have you been with your current company?





## In your current position, would you prefer more compensation or more flexibility?

Compensation	80%
Flexibility	20%



## Do you have the needed resources, training, and support to do your job efficiently and effectively?





### Do you feel you have good work life balance?







### Do you feel that your salary is keeping up with inflation?







### Are you satisfied with your current base salary?



3.0 Average



### Do you feel that your company listens to you and values your opinions?



3.3 Average



### Does your job have well-defined, concise, and clear goals/objectives?







### Do you feel you can grow within your current company?







# Do you have concerns about the potential impact of Artificial Intelligence (A I) and your job security?







### Have you used A I to be more efficient at your work?







### Do you feel your company is keeping up with technology?







Rate how accurately the hiring process reflected the company's environment, culture, and work upon your actual employment experience.







### Do your leaders live the values of the organization?









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