



Social Impact Report

2020





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About this report

This report has been prepared in accordance with the GRI Standards: Core option. We also disclose metrics in alignment with the Sustainability Accounting Standards Board’s (SASB) [Software & IT Services sector standard](#). We have included information from across SurveyMonkey’s global operations, and all information is provided for the fiscal year ended December 31, 2019, unless otherwise noted.





Our mission is to power the curious.

We know that asking the right questions is the first step toward building a better world—but in this time of unprecedented challenges, it seems there are more questions than ever before.



Zander Lurie
Chief Executive
Officer

The COVID-19 crisis is challenging every organization on every continent. Much of the world is in isolation from human contact. The depth and duration of the current economic recession is uncertain—so, too, are the effects on our employees' livelihood and wellbeing. We have leveraged our platform to support the needs of our stakeholders—from creating new measures to ensure our Team stays safe, healthy, and supported in their new work arrangements, to launching resources that enable our customers to get the feedback they need to make critically important decisions.

The killings of Black men and women like Breonna Taylor, Ahmaud Arbery, Tony McDade, George Floyd, and the growing racial justice movement around the world have further exposed systemic racism. Now more than ever, there is a sense of urgency for companies to step up in creating a more just society for everyone. At SurveyMonkey, we are on a journey to become anti-racist, creating an organization that is more diverse, equitable, and inclusive—a place where everyone can do the best work of their lives. And in the broader world, we're advocating for racial justice in society at large and will continue to be outspoken advocates.

Our response to these events reflects the values that guide our company—not simply in moments of crisis, but every day. In this, our inaugural Social Impact Report, we have outlined the progress we are making as well as the areas where we need to do better. Our notable achievements to date include:

- We continued to invest in data privacy and security, implementing a comprehensive security framework that prioritizes the needs of our customers.
- We added new benefits to our benefits package to better address our employees' needs, and we reimagined the way our performance reviews are conducted to create a culture that embraces the growth mindset and delivers on our employee value proposition.

- We set public diversity goals and conducted our biennial gender and ethnicity pay equity study.
- We partnered with the Justice Collective to analyze our diversity, equity, and inclusion (DEI) practices, provided anti-racist training to all employees, and continued to build our strategic approach to DEI.
- We launched our vendor diversity program.
- We partnered with nonprofit organization LeanIn.Org to highlight barriers for women's achievement in the workplace and beyond.
- We've donated more than \$15 million in nonprofit donations via SurveyMonkey Contribute as an ongoing effort since its inception in 2011, and more than \$300,000 through our Team Gives Back program and racial justice double matching initiative.

These are challenging and uncertain times, but I feel confident that as a company and community, we can change what's possible—and transform our teams, organizations, and the world for the better. My confidence comes from the SurveyMonkey Team—people with a shared commitment to our vision: To raise the bar for human experiences by amplifying individual human voices.

We will overcome the challenges we face and create a more sustainable, equitable, and just society. There has never been a better time for all of us to not only imagine the future we want to create, but to start building it together.

Stay curious,

Zander Lurie, CEO



Stay curious

Curiosity is our superpower. We embrace a growth mindset, we take risks, and we learn from the outcomes.



About SurveyMonkey

SurveyMonkey (Nasdaq: SVMK) is a leader in agile software solutions for customer experience, market research, and survey feedback.

Founded in 1999 and based in San Mateo, California, SurveyMonkey’s employee base throughout North America, Europe, and Asia Pacific is dedicated to powering the curious.

Our vision, mission, and values

Our vision is to raise the bar for human experiences by amplifying individual voices. This vision guides every decision we make—whether it’s about our products, policies, or culture.

Our mission is to power the curious. We enable organizations around the world turn feedback into action, fueling their ability to grow and innovate. We know that asking the right questions is the first step toward building a better world, and we believe in equality and in elevating all voices—especially the ones that might not otherwise be heard. We believe that by harnessing the power of feedback we can change what’s possible—and transform our teams, organizations, communities, and the world into better, brighter futures.

At SurveyMonkey, we’re devoted to supporting the curious and inspiring their growth. Our workplace is collaborative and inclusive, a place where curiosity is celebrated. We move with the agility of a startup but enjoy the perks of being an industry leader. As an organization, we want to make a positive impact that extends far beyond our office doors. From fundraising for global charities to helping our local communities, we know the easiest way to live in a better world is to start building it.

Our core values are our guiding principles for how we operate day-to-day. We use them to make business decisions, define our culture, and measure our success. We developed them with the best interests of our customers, employees, and community in mind and pursue them relentlessly every day.

- Stay curious
- Innovate for customers
- Make it happen
- Trust the team
- Stand for equality

SurveyMonkey at a glance*

Founded in 1999

IPO in 2018

Headquarters
San Mateo, CA
USA

10 offices
in 7 countries
worldwide

Over 17 million
active users

335K
organizational
domains

20 million questions
answered daily

\$307.4M in
FY19 Revenue

*As of December 31, 2019



Identifying our strategic focus

Our environmental, social, and governance (ESG) priorities are aligned with what our key stakeholders care about most.

SurveyMonkey conducted its first materiality analysis in 2018. The ESG priorities we identified are essential to our business success and reflect the topics of highest concern to us and to our stakeholders.

In spring 2020, we completed our second materiality analysis. As part of this process, we not only engaged our stockholders, customers, and board members, we also engaged our Team to ensure that our priorities continue to align with current stakeholder expectations, market trends, and business risks and opportunities. We hosted 4 virtual focus groups with representatives from all offices, job levels, and departments. The findings from both the analysis and focus groups confirmed our strategic focus around the following material issues:

- **Providing unbiased research**
- **Customer satisfaction**
- **Diversity, inclusion, and belonging**
- **Energy and emissions management**
- **Social equity**
- **Data privacy and security**
- **Employee health and safety**



Our materiality matrix





Trust the team

We succeed as one global team. We are accountable to one another, value opinions, and communicate with clarity and kindness. We prioritize health and support one another.

Employee health and safety

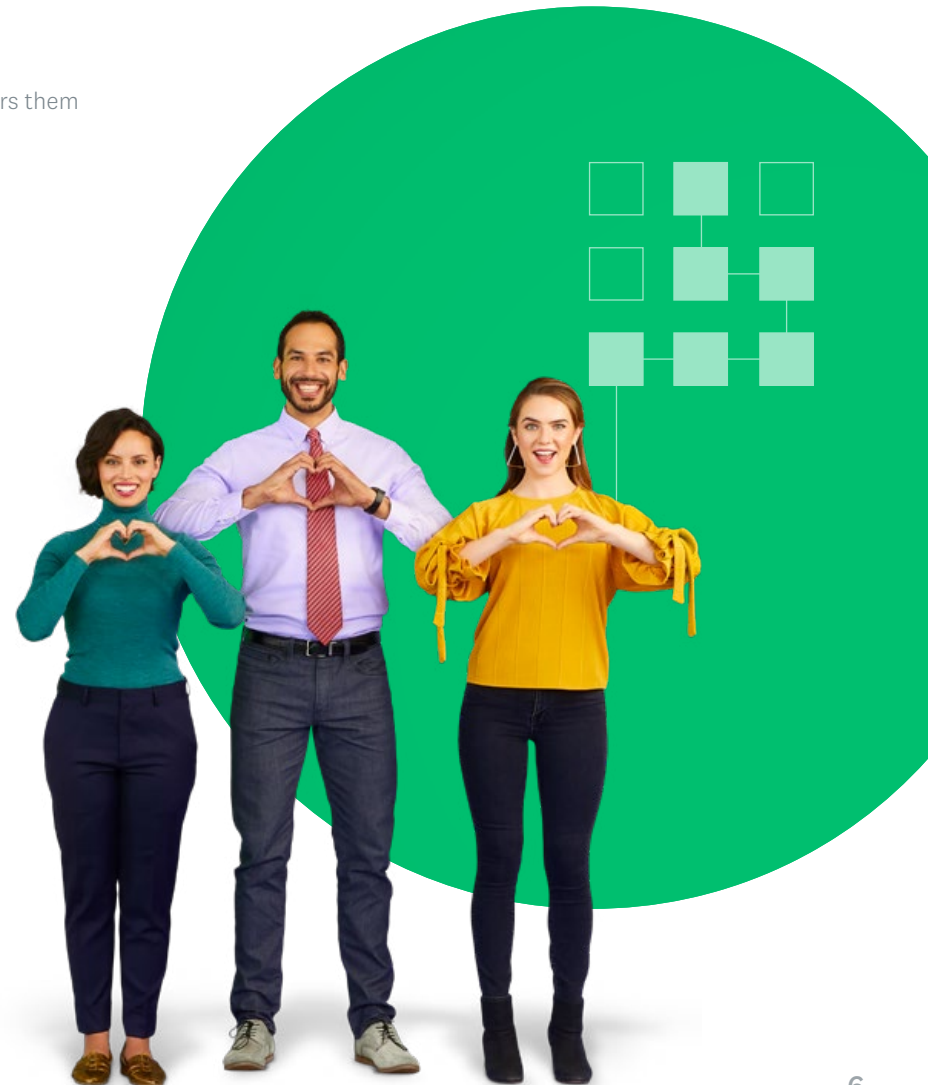
We take pride in providing our employees a safe and supportive work environment that empowers them to stay curious, be authentic, fulfill their passions, and balance work goals with life goals.

Employee benefits

When it comes to providing our Team with perks, our goal is to ensure a sense of belonging and genuine growth for employees.

Our team [benefits](#) include:

- A first-class benefits package offering comprehensive medical, dental, and vision plans
- Fertility and family planning benefits
- Mental and emotional health resources
- 401k retirement plans
- Equity plan and stock purchase program to promote a sense of ownership
- Life and disability insurance
- Paid time off
- Food and snacks in the office
- 16 weeks of paid parental leave for moms and dads
- Extended bereavement leave
- 4 paid weeks off to celebrate an employee's fourth work anniversary
- Employee donation matching programs
- Fitness reimbursement
- Free access to financial advice and legal services



Listening to create a better experience for our team and beyond

It's no surprise that at SurveyMonkey, we use our survey platform in all areas of the business, including as a tool to help shape the employee experience. Every year during our annual benefits enrollment, we ask our employees for feedback on the benefits and perks we offer. We listen and respond to their needs, investing broadly in their ideas. For example, feedback is the reason we recently added fertility and mental health benefits, as well as decreased the cost to employees of their healthcare premiums.

This feedback is also the reason we ensured that [our contractors have access to similar benefits](#) to our employees. We received a great question in the benefits survey: Do our janitorial services workers have access to the same great benefits that we do? This question ignited our curiosity and we set out to answer it. What we found was that these workers weren't receiving benefits at nearly the level as the SurveyMonkey team. And the reason wasn't entirely financial.

The challenge for our vendor was navigating the complicated employee benefit landscape with a language barrier. Once we understood the challenge, we mobilized our resources. We enlisted the help of translators and SurveyMonkey's own benefits broker who worked pro-bono to develop an improved framework for our vendor partners for health benefits, personal time off, and transportation. Ultimately, we arrived at a standard that's not only better aligned to what we offer our employees, but also sits in the top tier of each of our vendors' industries.

Keeping employees safe during COVID-19

At the start of the global pandemic in spring 2020, we [responded](#) quickly based on the credible information we were tracking from the CDC and the WHO. We increased our office cleaning schedule, reduced business travel, and encouraged hand washing.

The next wave of decisions we faced were much more drastic and required the prioritization of resources to support our employees through an unparalleled period of history. For those decisions, we wanted to bring our own employees' voices into our decision-making process—and that's where our anonymous [Coronavirus leadership check in template](#) came in. The survey had dual benefits - it made them feel heard and gave them a chance to weigh in on the support they needed most. Our customers have since deployed that same template hundreds of times as a way to connect with their own employees throughout the pandemic.

Talent management and employee engagement

We put our team's success at the heart of everything we do. SurveyMonkey strives for a workplace culture where everyone feels engaged and inspired each day. We want to be a place where the curious come to grow and do the best work of their lives.

Employee learning and development

We are proud of the culture we've built. We start at a fundamental level by creating a work environment where everyone can think creatively, have fun, and achieve personal growth. Through unique and varied opportunities, employees can craft their own career goals and develop their personal and professional skills.

Learning on-demand

Through our Learning Hub, our Team is empowered to proactively take charge of their careers. The Hub enables employees to tap into learning on-demand by completing self-guided and instructor-led courses, such as:

- 2,000+ career growth and professional development courses
- Functional and compliance training courses
- SurveyMonkey product training courses

We also offer opportunities to attend workshops, online courses and conferences, obtain certifications, seek mentorship opportunities, set goals, and purchase learning resources.

Leaders at SurveyMonkey can be invited to participate in leadership development opportunities like the [Leadership Consortium](#) or the [BetterManager](#) program.

Reimagining performance reviews

When we surveyed our Team to understand how our current performance review practices impact the career experience, one finding stood out: our employees wanted more consistent feedback and more opportunities to learn and grow.

From that feedback, we [reimagined performance reviews](#) and launched GIGs—or Growth, Impact, and Goals. Prior to a GIG meeting with their managers, employees are encouraged to answer questions that focus on the impact the employee has made on the team, organization, product, or culture, and what they can do to have a greater impact and further their career goals in the quarter ahead. These meaningful conversations happening at regular intervals have resulted in greater alignment between employee and manager. Together, they're able to set stretch goals that further the employee's career and empower them to make a greater impact.

Six months after launching GIGs, we began phase 2, providing survey templates designed to help employees get comfortable asking for, and providing, feedback. We also created templates for peer and manager feedback.

In 2019, we began feedback training with SurveyMonkey's in-house instructors. These workshops help employees understand and practice how to ask for, give, and receive impactful feedback.



A diagram of our GIG performance review model

By talking quarterly, employees can more quickly course correct, speed their learning curve, and iterate on their impact and goals to align with changing priorities.

Tracking our progress over time

The results speak for themselves—our internal surveys show **95% of employees say they are in sync with their managers on their impact, and 80% feel aligned on goals for the next quarter.** According to one employee, “I much prefer GIGs to the annual evaluation cycle. Having it framed as a guided conversation takes a lot of stress and pressure off. I can now think better and evaluate myself better.”

Employee engagement

At SurveyMonkey, we believe curiosity inspires creative thinking, collaborative problem solving, and ultimately drives innovation. We engage our employees to determine what's working, what's not—and why. And we don't just ask for feedback once a year. We check in regularly so that we build an ongoing dialogue with the people who matter most to us about the issues that matter most to them.

Engagement at every point in the employee lifecycle

We [embed survey touchpoints](#) at every point in the employee lifecycle—attraction, recruitment, onboarding, development, retention, and separation—to collect feedback, extract insights, and positively shape the employee experience in a way that aligns with what our team wants.

We deploy quarterly employee engagement surveys and have started deploying surveys in more categories—belonging, candidate satisfaction, benefits and perks, COVID-19, and our office design. The results affect our decisions and our ability to better understand our team.

“The connection between feedback and insight has always been really strong and we’ve been extending the feedback into more categories.”

Becky Cantieri, Chief People Officer

Achieving a sustainable work-life balance

There was a time when most employees considered work and “life” to be 2 separate things. But in the modern, technologically connected world, the lines between these 2 elements have blurred. We are committed to prioritizing health, and we take that to heart. We strive to create a [work environment](#) that provides employees with a lifestyle that's fulfilling and sustainable.



SurveyMonkey is a great place to work

Great Place to Work® and *FORTUNE* recognized SurveyMonkey as one of the 2019 Best Workplaces in Technology. SurveyMonkey took the #16 spot on the list.



Stand for equality

We champion diversity and welcome individuality. Together, we create an equitable workplace where each person can truly belong and do their best work.

Diversity, equity, and inclusion

At SurveyMonkey, our goal is to create an environment where everyone—no matter their background—can succeed. With the strong support of our CEO and leadership, and true passion from our employees, we strive to be an industry leader and create a culture that represents our values.

Building a stronger company

Our [Diversity, Equity, and Inclusion program](#) has 3 main aspirations:



Building diverse, equitable, and inclusive communities:

To truly deliver for our customers, our team needs to reflect the communities we serve. We believe in equal rights, equal pay, and equal opportunity within our workplace and in the broader communities where we live and work. We will actively advocate against actions—both internal or external—that conflict with these values.



Measuring inclusion with data:

The benefits of building a workforce that's not just diverse but also inclusive are clear. At SurveyMonkey, we want employees to bring their full and authentic selves to work every day. We believe inclusion should be measured and actively cultivated, and know that understanding the lived experiences of our employees and giving them a voice helps build a true sense of belonging.

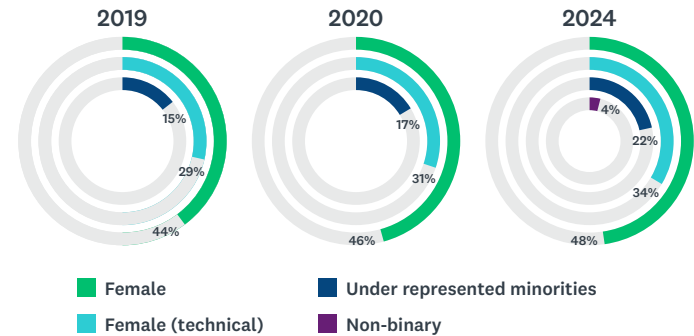


Cultivating equity through wellness:

We take pride in providing our employees with a supportive work environment that empowers them to balance work goals with life goals. We provide 16 weeks of parental paid leave and extended bereavement leave. We also provide our benefits not only to full-time employees but also to vendors and contractors.

Delivering on our commitment

Our [commitment](#) to fostering a diverse, equitable, and inclusive workplace is unwavering. We are proud of our progress to date but want to do more, which is why we are putting a stake in the ground and setting short and long-term goals for the representation of women and people of color on our team. And because we know that no workplace can be truly diverse, equitable, and inclusive without recognizing our employees who identify as non-binary or gender non-conforming, our 2024 goal is to achieve gender parity for males and females in our workplace, while also including representation from the gender non-conforming and non-binary community.



In the last year, we've made great progress in our efforts to close the gender gap. Today, 45% of our overall global workforce is female, and in the last year, female representation in technical roles at SurveyMonkey grew by 6 percentage points to 30%. Similarly, the number of females in leadership roles grew by 4 percentage points to 32%.

Year-over-year increases of women in roles across the company (Percentage Points)

+2% Overall +4% Leadership +6% Tech +6% Non-Tech

We have more work to do on the ethnic and racial diversity front and are creating programs to help grow our numbers. While we know there is room for improvement, we are proud to be moving in the right direction.

Promoting diversity during recruiting and hiring

Our commitment to diversity, equity and inclusion begins with our recruiting and hiring practices. All candidates are sent a survey, asking them to answer questions about their experience. We ask about a variety of topics, ranging from friendliness to our articulation of focused effort on diversity, equity, and inclusion. The results of these surveys are used to further tailor our recruiting and hiring process, as well as train our managers.

Our Talent Acquisition team supports efforts to advance SurveyMonkey's diversity goals. In 2020 alone, we:

- Invested in a new screening tool to analyze job postings for bias.
- Created a dedicated sourcing team that specializes in hiring for diversity.
- Expanded our referral bonus program to further incentivize our employees to help us achieve better diversity.
- Launched a pilot hiring program that would require at least 1 female and 1 candidate from an underrepresented racial group to be interviewed for every open role.
- Instituted the Diversity First rule for hiring at the director-level and above, meaning that we focus only on diverse candidates for the first 30 days of the hiring process.

In 2019, we began integrating bias training into all interview trainings, as well as dedicating resources and teams to building diversity into candidate pipelines.

When it comes to ethnic and racial diversity, we've taken steps to address the lack of growth we've seen by partnering with Historically Black Colleges and Universities (HBCUs). In working with HBCUs, we can connect with students interested in working at tech companies in Silicon Valley and engage them in our internship program. Our intern class of 2020, the first to be 100% virtual, consisted of 42 interns working across 11 departments and was the most diverse group to date.

We work hard to attract the best talent, and we work hard to retain it. One of the ways we help grow our talent pool and connect our team with meaningful career opportunities is to deepen our employee-focused partnerships with organizations that serve underrepresented communities.

- Our partnership with [HireMilitary](#) aligns with their mission to connect service members and military spouses with employers for meaningful careers. Through an internship and opportunity to convert to full-time, SurveyMonkey provides opportunities to veterans to promote civilian job training for transitioning service members.
- SurveyMonkey partners with [Watermark](#), the Bay Area's largest nonprofit organization dedicated to increasing the number of women in leadership positions. We are proud to be a sponsor of this organization and to provide all SurveyMonkey employees access to many of their learning and networking resources such as webinars, complimentary event tickets, and a discounted membership.

Celebrating diversity and inclusion

SurveyMonkey's diverse, global community of employees brings fresh perspectives to the table. We have dedicated Diversity, Inclusion, and Impact Groups (DIIGs) that drive locally relevant events, programming, and training to foster an inclusive work environment in their office and the local community. We currently have 6 of these groups based in San Mateo, California; Portland, Oregon; New York City, New York, Ottawa, Canada; Dublin, Ireland; and Amsterdam, Netherlands.

We also have Employee Resource Groups (ERGs) to help build community across the globe. These groups are voluntary and employee-led around a shared interest or common goal, to which individuals formally or informally belong. We provide bonuses to our ERG leaders as a way to recognize the valuable work completed in addition to their day jobs.

Each of our ERGs have distinct goals tied to SurveyMonkey for Good's focus areas and/or the business. Above all, they are dedicated to fostering a diverse and inclusive work environment for everyone. We currently have 7 ERGs:



BUILD



Mosaic



Unidos



WIN



Womxn in Engineering



The Queerious

*The logo for CARE, our newest ERG, is not included above.

Our internal programs are pivotal parts of our company culture and important sources of support for our employees and the business.

Harnessing the power of belonging

We believe inclusion should be measured, and actively cultivated. We know that understanding the lived experiences of our employees and giving them a voice helps build a true sense of belonging.

In November 2019, we conducted our annual company-wide Belonging and Inclusion Survey, which asks our team to share their experiences and perceptions about our culture anonymously. Overall, respondents report high levels of belonging, valuing diverse opinions, and respect across teams and between managers and direct reports:

81%

of employees feel like they belong

92%

of employees feel respected and valued by their direct teammates

82%

of employees feel that diverse points of view are welcomed

Standing for equality

To achieve our aspiration of genuine growth, our employees must be paid equitably for the work they do, regardless of gender or ethnicity. On a biennial basis, we conduct a formal gender and ethnicity pay study and commit to addressing any issues. The most recent study was conducted in 2020 and found that all employees were compensated equitably, regardless of gender or ethnicity.

Our work to promote diversity, equity, and inclusion is underpinned by SurveyMonkey for Good's (SM4G) initiatives and mission to use technology for good. By engaging with local communities and society at large, SM4G provides the platform for us to champion human rights, empower the voiceless, and create a more inclusive, just, and sustainable world.



“We measure our demographics to understand where we have gaps and study our inclusion practices to further tear down barriers for our employees and the industry. By creating an environment that strives to eliminate bias, we can unlock the true potential of all groups to thrive.”

Zander Lurie, CEO



Innovate for customers

We grow and innovate right alongside our customers. To deliver value to them, we listen, we understand, we act—and we keep at it.

Providing unbiased research

We provide the research that enables informed decision-making and equips professionals with the insights to shape strong workplaces and build profitable companies.

Our approach to rooting out research bias

Core to being a survey researcher is looking to identify and root out bias, both in the way questions are asked and the way answers are framed. Our job is to measure things well—a job we don't take lightly. Our team of [survey methodologists](#) stand behind our [data](#) because of 3 core principles that reduce bias:

- **Scale and Diversity:** We talk to people from a broad range of [demographic](#) groups.
- **Known Sampling:** We ask for demographic information on all our respondents, which provides important context for our results and allows for more sophisticated weighting of our data, making it more accurate.
- **Transparency:** It's our policy to be transparent about our [weighting](#) and [sampling](#) methods. The details of our survey methodology are open to anyone. Want to see? Just [ask](#).

Reducing bias in our software

Bias challenges the credibility of all surveys. As a survey tool, it's important for us to guard against bias to make sure our customers get reliable results. Over the years, we've offered [best practices](#) for designing surveys that address different types of bias in research, such as unbiased wording, structure, and styling. Through our own research, we are continually learning about what constitutes bias for different groups of respondents. And we are adapting our tools and approaches as needed.

For instance, we harness the power of [SurveyMonkey Genius](#) and the insights gleaned from millions of surveys to highlight potential biases and errors in survey questions, responses, and logic. Thanks to AI and nearly 20 years of machine learning, SurveyMonkey Genius provides actionable tips and best practices to help customers make smart improvements, maximize their response rate, and get back data that they can use.



Partnering to expose ongoing barriers to women in the workplace and beyond

In 2019, we continued our partnership with [LeanIn.Org](#) to explore public awareness of gender bias. In a recent study, we examined what people think companies, the government, and individuals can do to ultimately reduce the pay gap. In another [study](#), we explored the lack of access to opportunity women are provided in the workplace. In working with our partners on mission critical items, it is our goal to showcase what we can do with our scale of respondents to help tell an impactful story. The opportunity for SurveyMonkey is to help our partners deploy high quality surveys so that, together, we can drive progress in areas that matter, such as public policy, social justice, gender equality, and economic opportunity.

Supporting our customers' research

While it's critical that our stakeholders trust in the validity of the survey research SurveyMonkey conducts as a company, it's also important that our customers learn how to conduct unbiased methodologically sound survey research. That's why we publish thought leadership content on our [blog](#) that aims to teach customers about the science that goes into creating a high-quality survey.

For example, people often shy away from asking about sexuality and gender in surveys. What if they say the wrong thing or use the wrong term? These are understandable concerns, which is why we share knowledge and [best practices](#) from both our in-house experts and external industry voices.

Additionally, we've created a [series of guides](#) designed to walk customers through the entire process of running a survey project suited for specific job functions, including customer feedback; measuring diversity, equity, and inclusion; concept testing; and content marketing.

Through our thought leadership content, we want to give our customers the confidence to ask the tough questions in order to get valuable information from their respondents.

Customer satisfaction

We believe in treating our customers the way they want to be treated—with empathy and incredible service. At SurveyMonkey, we aspire to create consistently wonderful experiences tailored to customer needs. And to understand what those needs are, we continue to work on building relationships with our customers to foster trust.

Listening to create a better customer experience

We embrace curiosity in every aspect of our business to deliver for our customers. To truly understand their needs, we are continually striving to improve how we gather insights to develop new products and how we deliver customer service. In particular, we continue to reinforce our culture of listening to customers—giving them a seat at the table with the decisions we make. By prioritizing deep understanding and combining it with our data, we can create comprehensive solutions for a better customer experience.

In 2019, SurveyMonkey also ranked #1 in Enterprise Feedback Software Category in the Fall 2019 G2 Grid, and #1 Survey Software Solution by Capterra's Top 20 Survey Software Report. In 2020, SurveyMonkey ranked #2 on G2's [Best Software Companies](#).



Our customers can provide feedback on their experience digitally, following a transaction or through a relationship survey in the following ways:

- **Real-time feedback on the customer experience:** We use our own product, GetFeedback Digital at key points of the online customer journey, as customer feedback provided on the web via GetFeedback Digital helps us to respond in real-time to improve our products and customer experience.
- **Helpfulness of the help center content:** We also gather digital feedback in our [help center](#) to ensure that the help content we provide answers our customers' questions.
- **Feedback after a support case is closed:** Customers provide feedback on transactions every time a support case is closed to better understand the level of satisfaction.
- **Understanding the likeliness to recommend:** All sales-assisted customers and a subset of self-service customers provide feedback through an emailed relational net promoter score (NPS*) survey via GetFeedback Direct, which helps us understand their likeliness to recommend SurveyMonkey and their level of satisfaction with our products.

*Net Promoter Score is trademarked by Bain & Company and Satmetrix

Our Customer Experience team is dedicated to gathering and sharing customer feedback so we can continue to excel in adapting to changing customer needs and to keep exceeding our own high standards. We use customer feedback to not only improve our articles and better answer customer questions, but also to join that feedback with customer attributes and behaviors. For example, we learned that some customers in their first 90 days were struggling to manage the devices they can use with their account. In these instances, our team can use GetFeedback Digital to pop out access to the “how do I article” for customers in their first 90 days to proactively educate our customers before a problem arises.

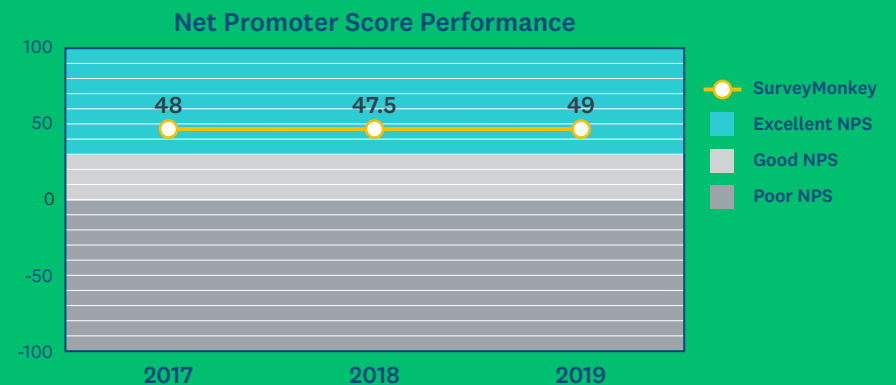
Connecting through leadership roundtables

With so many organizations turning to SurveyMonkey's solutions to run their customer experience (CX) programs, we had an idea: What if we convened a roundtable of senior CX leaders from some of the most admired high-growth organizations in the world to share stories and best practices?

Founded by SurveyMonkey's Vice President of Customer Experience and Advocacy, our [CX Leaders Roundtable](#) has been wildly successful. We originally convened 15 CX leaders to meet monthly for honest, practical conversations on a topic relevant to the group. Two months later, the group exploded to 80 participants and 3 roundtables, and the momentum continues to grow. Feedback ranges from “I'm so appreciative that I've found my people” to “We always feel like our conversation could go on for hours” to “I can't wait for our next session.” This is just another more way that we continue to build relationships with our customers.

Measuring how well we meet customer needs

We send a **Net Promoter Score (NPS)** survey to all customers to better understand how likely they are to recommend SurveyMonkey. Over the last 3 years, our NPS score has been above 45, which is considered “excellent,” according to Bain & Company, the source of the NPS system.





Make it happen

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



Social equity and community engagement

At SurveyMonkey, we believe that by empowering others with data, we can change the world. It's SurveyMonkey for Good's ([SM4G](#)) mission to unlock the potential of People Powered Data to improve our world and to give everyone a voice. This idea drives how we do business and inspires our team to do their best work. SM4G accomplishes its mission by empowering local communities, cultivating diversity, equity, and inclusion, and using technology for good.

Empowering local communities

We are committed to using our products, resources, and time to make our communities better places for all. The stronger our communities are, the stronger we are. We do this through SM4G's [signature giving initiatives and service events](#), including:

- **Social Impact Fund:** Employees can participate in our planned giving through our strategic giving fund by deciding where the funds should go.
- **Team Gives Back:** This program allows the team to give back to the causes and organizations they care about most. SurveyMonkey matches all contributions up to \$1,500 per year per employee. In 2019, SurveyMonkey donated over \$61,000 through employee-matched contributions.
- **Racial Justice contribution matching:** We recently launched YourCause, a platform for employee giving and volunteering. Through that platform, we have been double matching all contributions made to racial justice organizations to the tune of over \$300,000.
- **Power the Community:** Power the Community is our opportunity to show our new employees our passion for giving back by making it part of our onboarding experience. In 2019, new employees [worked with Hands of Gratitude](#) to build over 100 3D printed prosthetic hands for children and young adults in need.
- **Week of Service:** During our annual company-wide Week of Service, employees in each office honor the legacy of our late CEO Dave Goldberg, by volunteering in their communities, engaging in team-based give-back activities, and making an impact in a way that is meaningful to each team member. In 2019, our team volunteered 973 hours and served 29 organizations.

SM4G impact at-a-glance*

\$1.9M+ in product discounts (has increased by more than 100% each year)

\$15M in non profit donations via SurveyMonkey Contribute since 2011

\$300K+ in employee-matched contributions to racial equity-focused organizations in 2020

3100+ employee volunteer hours during Weeks of Service 2015-2020

260 nonprofits that have received free product licenses via Listen4Good

*As of November 2020

“Every year the events that happen as part of Week of Service have a special place on my calendar. It’s a fantastic tribute to Dave and a great way to give back across the globe.”

Employee, San Mateo, CA

Cultivating diversity, equity, and inclusion

SurveyMonkey is committed to fighting against systemic racism, white supremacy, and the historic oppression of the Black community. There are 2 ways we are pursuing racial justice: internally within our company and externally in the world at large. We're [committed](#) to both. Recently, we have:

- Created the cross-functional Racial Justice Task Force of leaders to develop a long-term strategy for furthering racial justice at SurveyMonkey and in our broader business community.
- Engaged [The Justice Collective](#) to develop anti-racist training for the team and help in developing a longer-term strategy to become a truly anti-racist organization.
- Established an internal Anti-Racism Resources page which houses resources for managers, BIPOC (Black, Indigenous, People of Color) employees, allies, and customer-facing teams.
- Launched a [resource page](#) that features free racial equity resources, including half a dozen survey templates, findings on the issue from our research team, and a statement reiterating SurveyMonkey's commitment to racial justice.
- Complemented our implicit bias and inclusivity trainings with allyship and anti-racism learning resources to help employees learn without burdening our ERGs or DIIGs.
- Spearheaded an initiative that brings together over 20 leading organizations in requiring diversity, equity, and inclusion efforts from our largest vendors and partners.
- Pledged to take action to improve the representation of Black directors on our Board through [the Board Challenge](#).

Using technology for good

We want to use technology to build a better world—to improve the health of institutions, people, and the planet. We believe in the power of data to help people solve tough problems and effect change. Our technology and our people, together, power our ability to create impact through data and bring value to customers.

Technology for Good takes this 1 step further. This initiative enables us to use technology—our own and others'—to champion human rights, empower the voiceless, and create a more inclusive, just, and sustainable world.

- **SurveyMonkey Contribute:** Millions of Americans take surveys to earn dollars for their favorite charities. We [donate](#) 50¢ per completed survey to the nonprofit of their choice, totaling over \$15 million dollars to date.
- **Listen4Good:** Nonprofit organizations receive free SurveyMonkey licenses as an initiative to collect feedback from the communities they serve. “Listening” helps improve their programs and scale their impact.
- **Pledge 1%:** Our surveys help [Pledge 1%](#) provide better resources to the companies willing to donate time, equity, product, and profit.

Empowering youth to move beyond homelessness

In 2019, we partnered with [Larkin Street Youth Services](#), an organization that has helped empower more than 75,000 youth in San Francisco to transition out of homelessness. Our contribution to this organization demonstrates our commitment to supporting organizations that have a direct impact on our local community. Since 2017, there has been a 10% decrease in youth homelessness in San Francisco, and we know that together we can keep making progress towards ending youth homelessness.





Protecting the environment

We understand that we have a role to play in minimizing the impact our business has on the environment, whether directly or indirectly.



Energy and emissions management

SurveyMonkey is committed to an environmentally sustainable future. As we grow, we hold ourselves to a higher standard of stewardship in areas where we have the greatest impact and influence. We push ourselves to operate efficient spaces, use resources responsibly, reduce waste, and limit our greenhouse gas (GHG) footprint.

Reducing our energy use and GHG emissions

Across our global footprint—10 offices in 7 countries—we have worked with our landlords to install energy efficient fixtures in our spaces, including:

- Motion sensor lights
- Energy saving light bulbs
- ENERGY STAR appliances

In addition to our offices, data centers are another contributor to our energy use and GHG emissions. To mitigate the impacts, we are moving data center operations to the cloud. By storing data with large-scale cloud providers, SurveyMonkey will ultimately reduce its overall environmental footprint. Large-scale cloud providers use a power mix that is 28% less carbon intense than the global average, because they use world class facility designs, cooling systems, and workload-optimized equipment.

Encouraging public transportation

Our team expects SurveyMonkey to be environmentally responsible as part of being a great place to work. As such, we have made them a part of our emissions reduction strategy by promoting and subsidizing the use of public transportation by our employees whenever possible.

Facilities and waste management

As we grow and scale, SurveyMonkey is working to implement best practices for managing the impacts associated with our facilities. This will help us drive environmental sustainability in the future.

Green building

We look for LEED-certified buildings when we establish a new office. Currently, 3 of our office spaces are in LEED-certified buildings. We have also retrofitted some spaces with LEED design elements where possible.

We also conserve water using infrared taps, and water efficient faucets.

Waste management

Our waste reduction strategy includes 2 elements—waste reduction and recycling. We divert waste from landfill by recycling paper, plastic, and glass in all SurveyMonkey facilities. In our Portland and San Mateo offices, the installation of flavored water machines has led to a significant decrease in plastic waste. To date, we have reduced by 40,000 our consumption of single-use beverage containers.





Acting with integrity

Our values drive our decisions and define our culture. We use them to measure our success.



Corporate governance

SurveyMonkey is a values-driven organization. Our values are more than just words to make us feel good. They are guiding principles for how we operate, and they are our expectations for each other and ourselves. These standards also drive the expectations that we set internally for our team and externally for our partners.

Ethics and compliance

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 every member of our team has received and will comply with the Code.

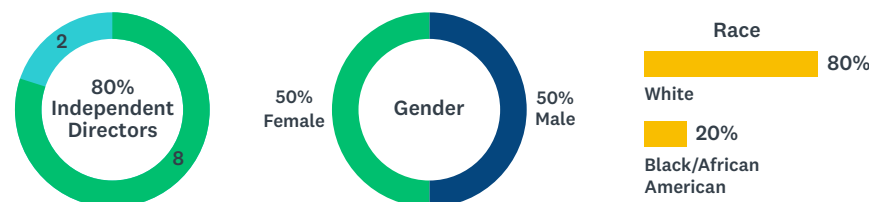
Board of directors

Our business is managed under the direction of our board of directors, which is currently composed of 10 members, 8 of whom are independent. Our board is divided into 3 classes with staggered 3-year terms. At each annual meeting of stockholders, a class of directors is elected for a 3-year term.

In 2018, we achieved equal gender representation on our board—5 women and 5 men—and 20% of our board is comprised of racially diverse individuals, including 2 women of color. To further punctuate our commitment to diversity, we became charter pledge partners of [The Board Challenge](#). As a charter pledge partner, we are among the organizations that already have at least 1 Black director, playing a critical role in driving visibility around the importance and value of increasing diversity at the boardroom level.

Our board has adopted [Corporate Governance Guidelines](#). These guidelines address items such as the qualifications and responsibilities of our directors and director candidates and corporate governance policies and standards applicable to us in general. A key function of our board is informed oversight of our risk management process which risks include, among others, strategic, financial, business and operational, cybersecurity, legal and regulatory compliance, and reputational risks. Our board of directors does not have a standing risk management committee, but rather administers this oversight function directly through the board as a whole, as well as through its standing committees that address risks inherent in their respective areas of oversight.

Snapshot of 2020 Directors



Data privacy and security

As a data company, privacy and [security](#) are 2 of our biggest priorities. As SurveyMonkey expands in the enterprise and internationally, we are dedicated to continuous privacy and security improvements that benefit our customers. To that end, we take continual, proactive measures to remain transparent with users, protect all data and keep up with an evolving regulatory landscape.

Governance practices

Our Security and Data Protection Governance Committee works to ensure that data security and data privacy are properly and clearly linked with the SurveyMonkey's overall company 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.

We take a risk-based approach to both privacy and information security, which keeps our privacy and security controls and practices relevant to our business and customers. The Security Governance Committee maintains and regularly reviews and updates our information security policies on an annual basis and our Privacy team conducts quarterly reviews of all internal data practices with our Data Protection Officer.

- Our [Security Statement](#) demonstrates our commitment to complete transparency by detailing our security practices, which include physical security, compliance, vulnerability management, incident response and breach notification, among other topics.
- Our [Privacy Basics page and Privacy Notice](#), which applies to all SurveyMonkey products, details how we handle personal data, including which information we collect, how we use that information, and with whom we share it. These also offer information for how users can exercise rights over their data.

Safeguarding the security and privacy of survey responses

As a leading global provider of survey software products, we know that survey-creators place a lot of trust in us. Respondents are elemental to what SurveyMonkey does as a business and they are crucial for our customers to get the insights they need to make the right decisions. We both benefit from respondents' trust, which means both customers and SurveyMonkey must both do our part to make sure we keep it.

For our part, we continually strive to comply with our obligations under applicable laws and regulations—whether it's the European Union's General Data Protection Regulation ([GDPR](#)), the [California Consumer Privacy Act \(CCPA\)](#), or [HIPAA's requirements](#) for collecting and handling protected health information. But given how important this issue is to our customers and their respondents, we're continuing to invest in more initiatives.

Here's how we're investing in data privacy and security:

- **We're proactively addressing security vulnerabilities.** Our vulnerability management program performs a continuous review and remediation effort of network equipment, workstations, servers, and applications. And to make sure that each of these items is secure, we also partner with multiple third parties to perform biannual penetration tests.
- **We've carefully chosen hosting providers that adhere to security and technical best practices.** Physical security controls at our data centers include 24/7 monitoring, cameras, visitor logs, and strict entry requirements.

- **We're keeping our team informed and responsible.** Our entire Team receives annual customer privacy and security trainings to preserve our high standards. Our comprehensive annual privacy training, required for global regulatory compliance, has a more than 95% completion rate across the organization.
- **We are investing in governance.** Both from a technological and an expertise perspective, we have invested in data privacy and security governance in the past year and intend to continue this trend into the next 12 months because we view it as a long-term strategy for our privacy and security maturity.

We recently launched the Privacy Wizard—a new internal privacy impact assessment tool used during the development phase of each product, service, or feature to assess potential privacy and data protection risks. The Privacy Wizard is designed to streamline the privacy impact assessment process. This harnesses the power of our own tool SurveyMonkey Apply to collect responses to privacy questions and facilitate a cross functional review process. This new measure enables us to more efficiently assess that our products, services, and features and continue to meet stringent data privacy and security requirements.

Protecting sensitive information in the work-from-home era

Like the rest of the world, the recent surge of remote workers has increased the potential for data security risk, prompting SurveyMonkey to rethink some information security policies protocols. For example, we:

- Updated our employee-facing Privacy Notices and Acceptable Use Policy.
- Deployed a new cloud-based firewall to protect all devices within our virtually protected network.
- Launched data loss prevention technology to minimize any unintentional disclosure of sensitive data.
- Launched a new framework for compliance trainings which will provide all of our employees with a focus on security and privacy respectively for 1 month each year and ensure more focused trainings for those teams who really need it.

In 2019, SurveyMonkey achieved ISO/IEC 27001:2013 certification.

In regular person speak, that means that we've been recognized for implementing one of the most comprehensive security frameworks in the world. ISO 27001 covers the legal, physical, technical, and logical aspects of information security practices.

It reflects positively on where we store data, how we treat it, and the processes and policies we have in place to keep it protected.



Appendix



2020 GRI content index

GRI 102: General Disclosures 2016*

Organizational Profile

DISCLOSURE	DESCRIPTION	CROSS-REFERENCE, OMISSIONS, AND EXPLANATIONS
102-1	Name of the organization	SVMK Inc.
102-2	Activities, brands, products, and services	2019 Annual Report, pp. 4-8
102-3	Location of headquarters	San Mateo, California, USA
102-4	Location of operations	2019 Annual Report, pp. 7, 38 SurveyMonkey has offices in 7 countries.
102-5	Ownership and legal form	2019 Annual Report, p. 9
102-6	Markets served	2019 Annual Report, pp. 5, 38
102-7	Scale of the organization	2019 Annual Report, pp. 5, 8, 38, 72 Economic performance , p. 31 Workforce performance , p. 34
102-8	Information on employees and other workers	Workforce performance , p. 34
102-9	Supply chain	2019 Annual Report, p. 7
102-10	Significant changes to the organization and its supply chain	2019 Annual Report, p. 1 In June 2019, we executed a 5-year, \$25M agreement with AWS to migrate SurveyMonkey's data processing and storage to AWS's cloud infrastructure.
102-11	Precautionary Principle or approach	Protecting the environment , p. 19 SurveyMonkey has applied the precautionary principle in its approach to environmental challenges by adopting sustainable practices in its facilities. These efforts include the reduction of resource consumption, effective management of our waste stream, and outsourcing data processing and storage to a provider with industry-leading environmental performance.
102-12	External initiatives	Pledge 1% CEO Action Network Leadership Now Project
102-13	Membership of associations	Internet Association Product Marketing Alliance Watermark

Strategy

DISCLOSURE	DESCRIPTION	CROSS-REFERENCE, OMISSIONS, AND EXPLANATIONS
102-14	Statement from senior decision-maker	CEO letter , p. 2

Ethics and Integrity

DISCLOSURE	DESCRIPTION	CROSS-REFERENCE, OMISSIONS, AND EXPLANATIONS
102-16	Values, principles, standards, and norms of behavior	Stay curious , p. 4

* With the exception of GRI 403 that applies the 2018 version of the GRI Standards, SurveyMonkey's 2020 Social Impact 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.

2020 GRI content index

GRI 102: General Disclosures 2016*

Governance

DISCLOSURE	DESCRIPTION	CROSS-REFERENCE, OMISSIONS, AND EXPLANATIONS
102-18	Governance structure	Governance

Stakeholder Engagement

DISCLOSURE	DESCRIPTION	CROSS-REFERENCE, OMISSIONS, AND EXPLANATIONS
102-40	List of stakeholder groups	Board of Directors Customers Employees Investors 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 Directors: The Nominating and Corporate Governance Committee of our Board is responsible for board composition, evaluation, and nominations of new members. Customers: Users of SurveyMonkey products, including both sales-assisted and self-service users Employees: All SurveyMonkey employees globally. Investors: SurveyMonkey shareholders and potential investors. 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 2020 Materiality Analysis. Regular channels and frequency for engagement with each stakeholder group include, but are not limited to: Board of Directors: Quarterly Board meetings and conference calls. Customers: Monthly CX Roundtable, NPS scoring survey, real time feedback on customer experience. Employees: Quarterly engagement surveys; annual belonging and inclusion survey; quarterly growth, impact, and goal (GIGs) conversations with managers; Curiosity Chats with executive leadership team. Investors: Quarterly earnings materials and conference calls, investor conferences and presentations, investor meetings, annual meeting of shareholders, SEC filings, investor outreach. Nonprofits: Ad hoc engagement with current partners, inclusion in materiality process for all current partners.
102-44	Key topics and concerns raised	Board of Directors: 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, development opportunities, racial equity, COVID-19 support. Investors: Company performance. Nonprofits: Community support through nonprofit partnerships, opportunities with SurveyMonkey Contribute, leveraging other SurveyMonkey resources to support communities, and impact of contributions.

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2020 GRI content index

GRI 102: General Disclosures 2016*

Reporting Practice

DISCLOSURE	DESCRIPTION	CROSS-REFERENCE, OMISSIONS, AND EXPLANATIONS
102-45	Entities included in the consolidated financial statements	2019 Annual Report, p. 9
102-46	Defining report content and topic Boundaries	Identifying our strategic focus , p. 5
102-47	List of material topics	Identifying our strategic focus , p. 5
102-48	Restatements of information	Because this is SurveyMonkey's inaugural report, there are no restatements of information.
102-49	Changes in reporting	None.
102-50	Reporting period	This inaugural report provides information for the period beginning January 1, 2019 through December 31, 2019, unless otherwise noted.
102-51	Date of most recent report	December 2020
102-52	Reporting cycle	Biennial
102-53	Contact point for questions regarding the report	Rebecca Nalder Email: rnalder@surveymonkey.com Mailing: One Curiosity Way, 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 Content Index , p. 24
102-56	External assurance	We have not received external assurance for this report.

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2020 GRI content index

GRI 200-400: Topic-Specific Disclosures 2016*

Environmental

MATERIAL TOPIC	MANAGEMENT APPROACH CROSS-REFERENCE	RELEVANT EXTERNAL ENTITIES
GRI 302: Energy 2016	Protecting the environment , p. 19	Customers Employees Investors
GRI 305: Emissions 2016	Protecting the environment , p. 19	Customers Employees Investors

Social

MATERIAL TOPIC	MANAGEMENT APPROACH CROSS-REFERENCE	RELEVANT EXTERNAL ENTITIES
GRI 403: Occupational Health and Safety 2018	Trust the team , p. 6	Board of Directors Customers Employees Investors
GRI 405: Diversity and Equal Opportunity 2016	Trust the team , p. 6 Make it happen , p. 17	Board of Directors Customers Employees Investors Nonprofits
GRI 413: Local Communities 2016	Make it happen , p. 17	Board of Directors Customers Employees Nonprofits
GRI 418: Customer Privacy 2016	Acting with integrity , p. 20	Board of Directors Customers Investors

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2020 GRI content index

GRI 200-400: Topic-Specific Disclosures 2016*

Economic

TOPIC	DISCLOSURE	DESCRIPTION	CROSS-REFERENCE, OMISSIONS, EXPLANATIONS
GRI 201: Economic Performance 2016**	201-1	Direct economic value generated and distributed	Economic performance , p. 31

Environmental

TOPIC	DISCLOSURE	DESCRIPTION	CROSS-REFERENCE, OMISSIONS, EXPLANATIONS
GRI 302: Energy 2016	302-1	Energy consumption within the organization	Environmental performance , p. 32
	302-4	Reduction of energy consumption	Protecting the environment , p. 19
GRI 305: Emissions 2016	305-1	Direct (Scope 1) GHG emissions	Environmental performance , p. 32
	305-2	Energy indirect (Scope 2) GHG emissions	Environmental performance , p. 32
	305-3	Other indirect (Scope 3) GHG emissions	Environmental performance , p. 32
	305-5	Reduction of GHG emissions	Protecting the environment , p. 19
GRI 306: Effluents and Waste 2016**	306-1	Waste by type and disposal method	Environmental performance , p. 32

Social

TOPIC	DISCLOSURE	DESCRIPTION	CROSS-REFERENCE, OMISSIONS, EXPLANATIONS
GRI 401: Employment 2016**	401-1	New employee hires and employee turnover	Workforce performance , p. 34
	401-2	Benefits provided to full-time employees that are not provided to temporary or part-time employees	Trust the team , p. 6
	401-3	Parental leave	Trust the team , p. 6
GRI 403: Occupational Health and Safety 2018	403-6	Promotion of worker health	Trust the team , p. 6
GRI 404: Training and Education 2016**	404-2	Programs for upgrading employee skills and transition assistance programs	Trust the team , p. 6
	404-3	Percentage of employees receiving regular performance and career development reviews	Trust the team , p. 6
GRI 405: Diversity and Equal Opportunity 2016	405-1	Diversity of governance bodies and employees	Diversity performance , p. X
GRI 413: Local Communities 2016	413-1	Operations with local community engagement, impact assessments, and development programs	Make it happen , p. 17
GRI 418: Customer Privacy 2016	418-1	Substantiated complaints concerning breaches of customer privacy and losses of customer data	We had no breaches of customer privacy (unauthorized access, disclosure, or use of customer data) and there were no losses of customer data in 2019.

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



2020 SASB table

Software & IT Services Sustainability Accounting Standard 2018*

Environmental Footprint of Hardware Infrastructure

SASB CODE	ACCOUNTING METRIC	ANSWER, CROSS-REFERENCE, OMISSIONS, AND EXPLANATIONS
TC-SI-130a.1	(1) Total energy consumed, (2) percentage grid electricity, (3) percentage renewable	Environmental performance , p. 32
TC-SI-130a.2	(1) Total water withdrawn, (2) total water consumed, percentage of each in regions with High or Extremely High Baseline Water Stress	Environmental performance , p. 32
TC-SI-130a.3	Discussion of the integration of environmental considerations into strategic planning for data center needs	From 2015 to the end of 2019, SurveyMonkey housed its servers in leased space from Switch, a data center operator that operates on 100% renewable energy. In June 2019, we executed a 5-year, \$25M agreement with AWS to migrate SurveyMonkey's 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

SASB CODE	ACCOUNTING METRIC	ANSWER, CROSS-REFERENCE, OMISSIONS, AND EXPLANATIONS
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. 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. If users do not want to receive tailored ads based on their online activity, they may “opt out.” This can be achieved by going to YourAdChoices.com , the TrustArc Preference Manager, or, if located in the European Union, at YourOnlineChoices.eu Opting out in this way does not mean users will not receive any ads; it just means that they will not receive tailored ads based on their activities and inferred preferences. Privacy Policy - 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 Policy: Privacy Policy - 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 2019.
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 Anti-Spam Policy

*SurveyMonkey's 2020 Social Impact 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.

2020 SASB table

Software & IT Services Sustainability Accounting Standard 2018*

Data Security

SASB CODE	ACCOUNTING METRIC	ANSWER, CROSS-REFERENCE, OMISSIONS, AND EXPLANATIONS
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	Acting with integrity , p. 20

Recruiting & Managing a Global, Diverse & Skilled Workforce

SASB CODE	ACCOUNTING METRIC	ANSWER, CROSS-REFERENCE, OMISSIONS, AND EXPLANATIONS
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.2	Employee engagement as a percentage	The overall SurveyMonkey Engagement score is 78%. We have taken 2 Core Engage surveys this year, and have taken 1 of 2 Workforce Happiness Index (WHI) surveys. The second WHI survey will be in Q4.
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. 33

Intellectual Property Protection & Competitive Behavior

SASB CODE	ACCOUNTING METRIC	ANSWER, CROSS-REFERENCE, OMISSIONS, AND EXPLANATIONS
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 2019.

Managing Systemic Risks from Technology Disruptions

SASB CODE	ACCOUNTING METRIC	ANSWER, CROSS-REFERENCE, OMISSIONS, AND EXPLANATIONS
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 99.90% of the time month-over-month as published to our customers. (3) total customer downtime: None
TC-SI-550a.2	Description of business continuity risks related to disruptions of operations	2019 Annual Report, p. 13-14 In 2019, SurveyMonkey achieved ISO/IEC 27001:2013 certification. One of the requirements for compliance is the disaster recovery standard, which is described in our Security Statement .

SASB CODE	ACCOUNTING 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 : 20%
TC-SI-000.B	(1) Data processing capacity, (2) percentage outsourced	(1) Data processing capacity: 200 terrabites (2) Percentage outsourced : 100%
TC-SI-000.C	(1) Amount of data storage, (2) percentage outsourced	(1) Amount of data storage: 87 terrabites (2) Percentage outsourced : 100%

*SurveyMonkey's 2020 Social Impact 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.



2020 Performance data

Economic performance

Financial performance¹

REVENUE (IN THOUSANDS, USD)	2019	2018	2017	2016
Total revenue	307,421	254,324	218,773	207,295
REVENUE BY REGION (%)				
United States	65%	64%	65%	64%
International	35%	36%	35%	36%
COST OF REVENUE (IN THOUSANDS, USD)				
Total cost of revenue⁽²⁾⁽³⁾	76,524	77,982	62,679	67,755
OPERATING EXPENSES (IN THOUSANDS, USD)				
Total operating expenses	297,340	302,835	176,896	174,043
Research and development ²	90,545	106,188	53,660	37,985
Sales and marketing ⁽²⁾⁽³⁾	123,573	95,783	73,511	73,970
General administrative ²	83,288	97,339	47,940	36,832
Restructuring	(66)	3,525	1,785	25,256
INCOME TAX				
Provision for (benefit from) income taxes (In thousands, USD)	(2,779)	148	(16,047)	4,704
Effective income tax rate	4%	-	40%	(7)%
NET INCOME (IN THOUSANDS, USD)				
Net income (loss)	(73,859)	(154,740)	(24,010)	(76,350)

¹ For years ended December 31.

² Includes stock-based compensation.

³ Includes amortization of acquisition intangible assets.

2020 Performance data

Environmental performance

ENERGY CONSUMPTION (GIGAJOULES)	2019	2018	2017	2016
Total energy consumption¹	2,954.2	2,722.8	2,879.1	2,552.8
Non-renewable energy consumption²	2,312.1	2,208.6	2,544.3	2,255.1
Electricity	1,868.0	1,807.3	1,875.3	1,909.3
Fuel	444.1	401.3	669.0	345.8
Renewable energy consumption³	360.2	379.8	334.8	297.7
Hydroelectric	360.2	379.8	334.8	297.7

WASTE DISPOSAL (METRIC TONS) ⁴	2019	2018	2017	2016
Total waste disposal	5281.0	5288.0	5261.0	0.0
Landfill	1924.0	1925.0	1913.0	0.0
Recycling/composting	3357.0	3363.0	3348.0	0.0

WATER	2019	2018	2017	2016
Total water consumption (thousand m³ per year)⁵	10.9	9.3	2.3	2.7
Total water withdrawal (thousand m³ per year)⁶	7.2	7.0	0.0	0.0
Water intensity (thousand m ³ per million dollars of revenue) ⁵	28.3	27.3	0.0	0.0

GREENHOUSE GAS EMISSIONS	2019	2018	2017	2016
Total absolute emissions (thousands of metric tons of CO₂e)⁸	1715.9	1061.2	846.9	172.0
Scope 1 (natural gas, diesel, propane, refrigerants, gasoline) ²	22.0	20.0	34.0	17.0
Scope 2 market-based (purchased electricity and heating) ²	151.0	147.0	152.0	155.0
Scope 3 (air travel and rental cars) ⁹	1528.9	893.2	660.9	0.0

¹ 2018-19 figures include data from our offices in Amsterdam, Dublin, and Portland. 2016-17 figures include data from our Amsterdam and Portland offices only.

² Figures include data from our Portland office only.

³ Figures include data from our Amsterdam office only.

⁴ 2018-19 figures include data from our Portland and San Mateo offices only. 2017 figures include data from our San Mateo office only. Data for 2016 was unavailable.

⁵ 2018-19 figures include data from all offices with the exception of our Ottawa office.

⁶ 2018-19 figures include data from our San Mateo office only. Data for 2016-17 was unavailable.

⁷ 2018-19 figures include data from our Dublin office that could not be broken out by scope.

⁸ Figures for 2017-19 include data for all company travel. Data for 2016 was unavailable.

2020 Performance data

Diversity performance

Racial/ethnic composition of U.S. workforce and Board of Directors¹

U.S. WORKFORCE (%)	AMERICAN INDIAN/ALASKA NATIVE		ASIAN		BLACK/AFRICAN AMERICAN		HISPANIC/LATINO		NATIVE HAWAIIAN/ OTHER PACIFIC ISLANDER		TWO OR MORE RACES		WHITE		NOT SPECIFIED	
	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018
Total U.S. workforce	0.3%	0.3%	28.6%	28.5%	2.9%	3.2%	7.8%	6.4%	0.4%	0.8%	3.9%	4.1%	54.8%	54.9%	1.3%	1.8%
Regular	0.3%	0.3%	28.6%	28.5%	2.9%	3.2%	7.8%	6.4%	0.4%	0.8%	3.9%	4.1%	54.8%	54.9%	1.3%	1.8%
Fixed-term	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

U.S. WORKFORCE: FEMALE (%)	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018
Total U.S. workforce	0.3%	0.3%	30.5%	30.0%	2.8%	2.4%	8.3%	6.1%	0.6%	1.4%	4.0%	4.8%	52.4%	52.6%	1.1%	2.4%
Regular	0.3%	0.3%	30.5%	30.0%	2.8%	2.4%	8.3%	6.1%	0.6%	1.4%	4.0%	4.8%	52.4%	52.6%	1.1%	2.4%
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%	0.0%	0.0%	0.0%	0.0%

U.S. WORKFORCE: MALE (%)	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018
Total U.S. workforce	0.3%	0.3%	26.8%	27.3%	3.0%	3.8%	7.3%	6.6%	0.3%	0.3%	3.8%	3.6%	57.0%	56.8%	1.5%	1.4%
Regular	0.3%	0.3%	26.8%	27.3%	3.0%	3.8%	7.3%	6.6%	0.3%	0.3%	3.8%	3.6%	57.0%	56.8%	1.5%	1.4%
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%	0.0%	0.0%	0.0%	0.0%

BOARD OF DIRECTORS (%)	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018	2019	2018
Board of Directors	0.0%	0.0%	0.0%	0.0%	20.0%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	80.0%	80.0%	0.0%	0.0%

Age composition of workforce¹

EMPLOYEE CATEGORY (%)	OVER 50 YEARS OLD		30-50 YEARS OLD		UNDER 30 YEARS OLD		NOT DECLARED	
	2019	2018	2019	2018	2019	2018	2019	2018
Regular	6.4%	5.6%	66.1%	64.5%	27.5%	29.9%	0.0%	0.0%
Fixed-term	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

BOARD OF DIRECTORS (%)	2019	2018	2019	2018	2019	2018	2019	2018
Board of Directors	30.0%	30.0%	60.0%	60.0%	0.0%	0.0%	10.0%	10.0%

¹ For years ended December 31.

2020 Performance data

Workforce performance

Workforce breakdown by gender¹

EMPLOYMENT CONTRACT	TOTAL		MALE		FEMALE		NOT DECLARED	
	2019	2018	2019	2018	2019	2018	2019	2018
Permanent (employees)	1,108	866	616	487	491	375	1	4
Temporary (contingent workers)	0	0	0	0	0	0	0	0

EMPLOYMENT TYPE	2019	2018	2019	2018	2019	2018	2019	2018
	Full-time	1,105	855	615	485	489	366	1
Part-time	3	11	1	2	2	9	0	0

EMPLOYEE CATEGORY	2019	2018	2019	2018	2019	2018	2019	2018
	Regular	1,080	852	595	483	485	365	0
Fixed-term	28	14	21	4	6	10	1	0

EMPLOYEE AGE GROUP	2019	2018	2019	2018	2019	2018	2019	2018
	Under 30 years old	318	290	165	140	153	147	0
30-50 years old	731	532	422	321	308	210	1	1
Over 50 years old	59	44	29	26	30	18	0	0
Not declared	0		0		0	0	0	0

WORKFORCE BY REGION	2019	2018	2019	2018	2019	2018	2019	2018
	United States ²	746	659	395	366	351	293	0
International	362	207	221	121	140	82	1	4

Percentage of female employees¹

	2019	2018	2017	2016
Companywide	44.3%	43.3%	44.2%	44.8%
United States	47.1%	44.5%	44.8%	44.4%
International	38.7%	39.6%	41.9%	46.3%

¹ For years ended December 31.

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

2020 Performance data

Workforce performance

Employee turnover and rate ⁽¹⁾⁽²⁾	EMPLOYEE TURNOVER		EMPLOYEE TURNOVER RATE	
	2019	2018	2019	2018
Voluntary (absolute)	202	156	19.7%	19.9%
Involuntary (absolute)	45	19	4.4%	2.4%
Total (absolute)	247	175	24.1%	22.3%

TURNOVER BY REGION	2019	2018	2019	2018
United States	200	144	81.0%	82.3%
International	47	31	19.0%	17.7%

TURNOVER BY GENDER	2019	2018	2019	2018
Female	80	77	32.4%	44.0%
Male	155	98	62.8%	56.0%
Not declared	12	0	4.9%	0.0%

TURNOVER BY AGE GROUP	2019	2018	2019	2018
Under 30 years old	79	69	32.0%	39.4%
30-50 years old	142	101	57.5%	57.7%
Over 50 years old	13	5	5.3%	2.9%
Not declared	13	0	5.3%	0.0%

New employee hires⁽¹⁾⁽³⁾

	2019	2018
Total (absolute)	625	322

NEW EMPLOYEE HIRES BY REGION	2019	2018
United States	59.4%	74.5%
International	40.6%	25.5%

NEW EMPLOYEE HIRES BY GENDER	2019	2018
Female	42.4%	44.1%
Male	57.5%	55.9%
Not declared	0.2%	0.0%

NEW EMPLOYEE HIRES BY AGE GROUP	2019	2018
Under 30 years old	35.5%	35.7%
30-50 years old	57.6%	60.6%
Over 50 years old	4.0%	3.7%
Not declared	2.9%	0.0%

¹For years ended December 31.

²Data represents regular employees only.

³Data represents regular and fixed-term employees only.

2020 Performance data

Philanthropic giving

PHILANTHROPIC GIVING (USD) ^{1,2}	2019	2018	2017	2016
Total giving	\$1,324,328	\$1,864,396	\$2,185,651	\$2,382,922
SurveyMonkey for Good	\$10,364	\$14,045	\$17,971	\$8,639
SurveyMonkey Contribute	\$884,286	\$1,705,250	\$2,108,386	\$2,324,292
Matching gifts	\$76,383	\$63,083	\$59,294	\$49,991
License and software donations (retail value of licenses)	\$353,295	\$82,018	\$-	\$-

EMPLOYEE CONTRIBUTIONS	2019	2018	2017	2016
Employee giving (USD)	\$76,383	\$63,083	\$59,294	\$49,991
Employee volunteer hours	973	569	544	406

¹For years ended December 31.

²Rounded to the nearest dollar.