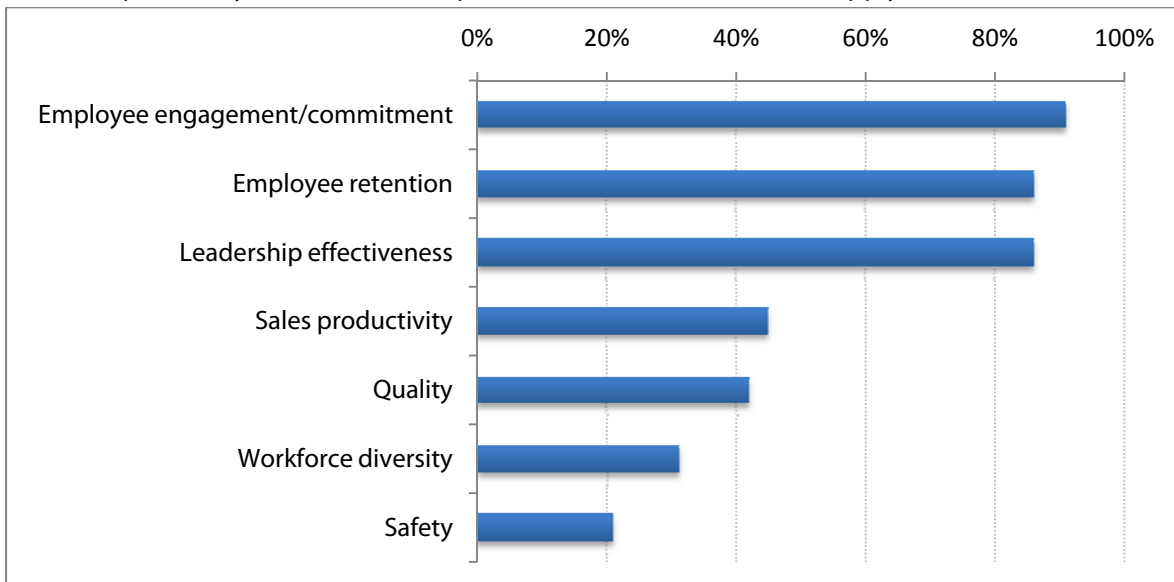


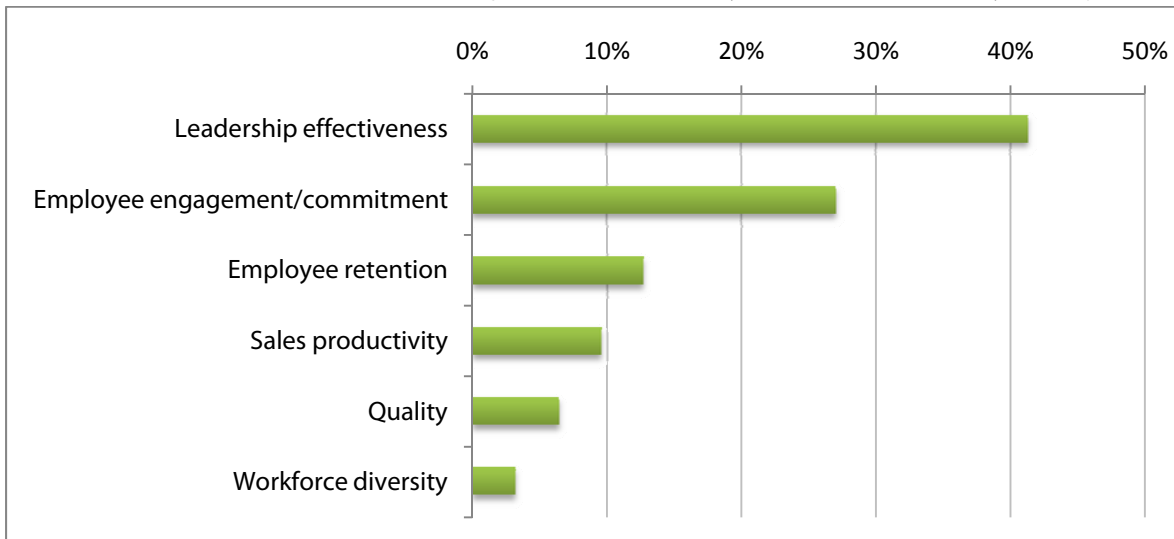
**RESULTS OF (UNSCIENTIFIC) SURVEY ON ORGANIZATIONAL APPLICATION OF  
HUMAN CAPITAL ANALYTICS  
October 2010**

In September 2010, McBassi asked its monthly newsletter subscribers to respond to a “quick poll” on their organizations’ use of human capital analytics. The survey drew a total of 65 completed responses. For-profit businesses (excluding consulting) represented 74% of the respondents. Over half of the respondents had more than 5000 employees (mean number of employees was 22,000). The survey results are reported below.

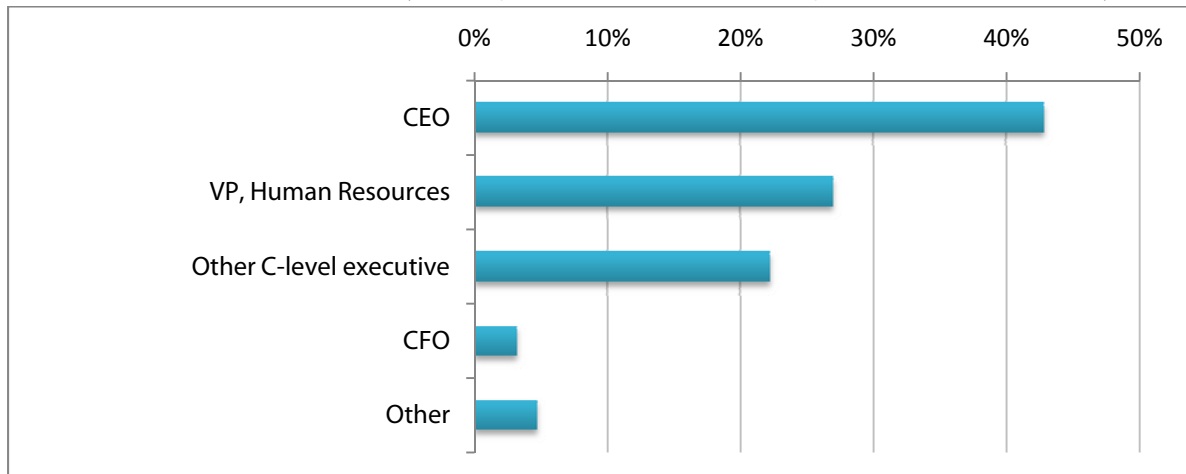
Which of the following are areas of focus for your organization AND areas where you think applying human capital analytics could have a positive effect? (Check all that apply.)



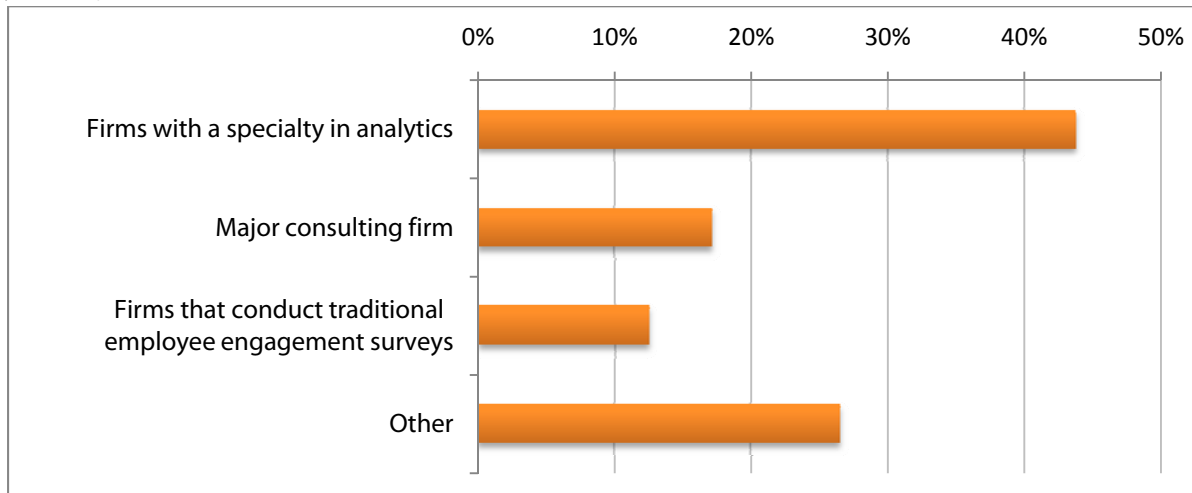
Of the areas listed above, which is the *highest* current priority for improvement in your organization?



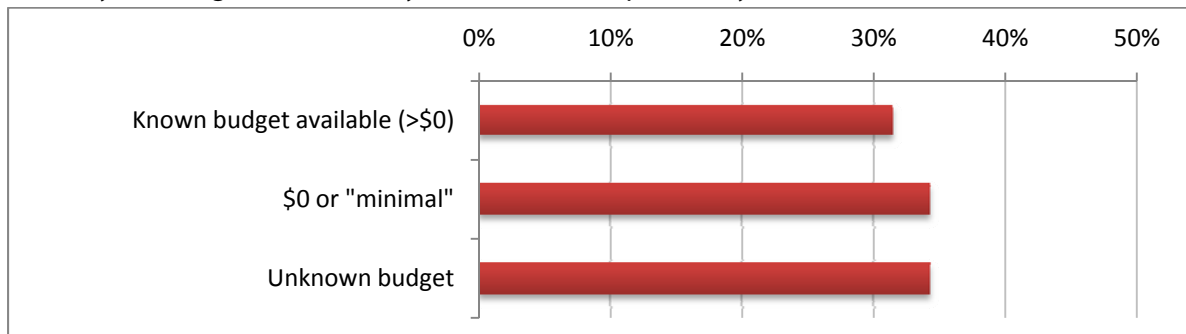
Who makes the final decisions in your organization about spending on human capital analytics?



To what type of outside organization would you turn first for support for human capital analytics in your organization?



What is your budget for the next year for human capital analytics initiatives?



Average spending on HC analytics per employee (calculated using known budget amounts only, including \$0):  
**\$6.90**