

March 2019

Siliconconfidential

Bay Area Tech Workers
Survey Report



BRUNSWICK **INSIGHT**

An aerial photograph of a city street with white zebra crossings on a dark asphalt surface. Several people are walking across the street. A large teal diagonal shape is overlaid on the left side of the image, partially covering the street and the text.

What Tech Workers Tell Us About Tech & The Future

Brunswick Insight conducted an online survey of **n=300 Tech Workers in the San Francisco Bay Area** January 25 – February 8 2019.

The **purpose of the survey** was to quantify attitudes towards the health of the tech industry, market opportunities, impending threats, confidence in leadership, and the importance of strategic communication.

#1 OPTIMISM

Better Days Are Ahead

#2 BETTER TOMORROW

Technology Is Good For Society

#3 WE'RE HIRING

Expected Increase In Hiring

#4 YOUTH EXODUS

Millennials Leaving The Bay Area

#5 BAY AREA RIVAL

Regional Competition Expected

#6 PEOPLE + CULTURE

Talent & Culture Make
The Bay Unique

#7 BIG IDEAS

Ideas Are Adopted and Rewarded

#8 OUT IN THE OPEN

Willingness To Speak Out If
Values Are Neglected

#9 LEADERSHIP MATTERS

Need For Strong, Visionary Leaders

#10 RACE TO AI SUPREMACY

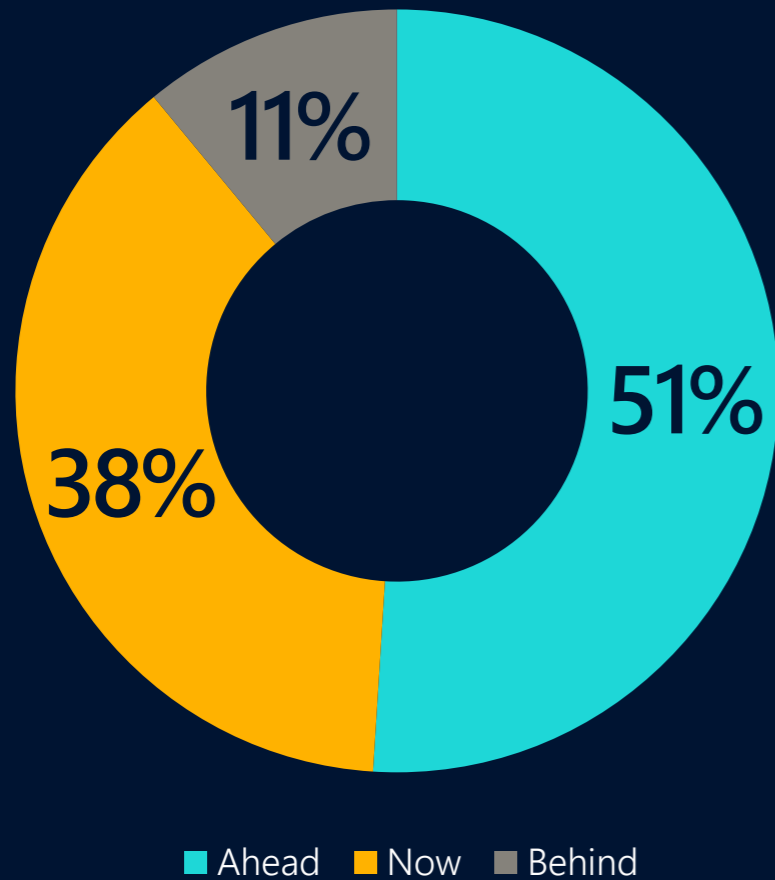
Expectation AI Will Drive Innovation

#1 OPTIMISM

Despite negative media coverage the tech community has endured over the past year, **optimism for the future among tech workers remains high**, especially given encouraging views of the business climate in the Bay Area.

The Tech Community Is Optimistic About The Future

Bay Area Tech Industry's Best Days Are....



Overall Business Conditions Today

Excellent

26%

Good

57%

Fair

16%

Poor

1%

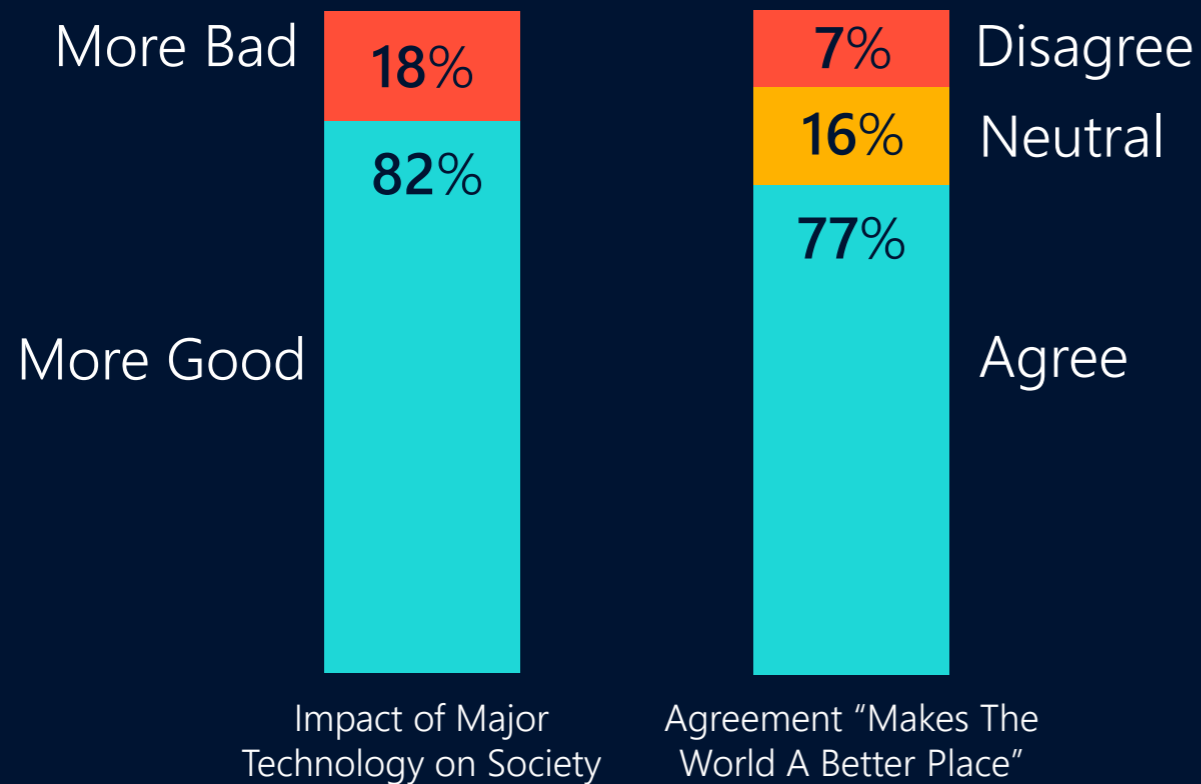
Q: Thinking specifically about the Bay Area, do you think the tech industry's best days are...
Q: How would you rate overall business conditions for tech companies in the Bay Area today?

#2 BETTER TOMORROW

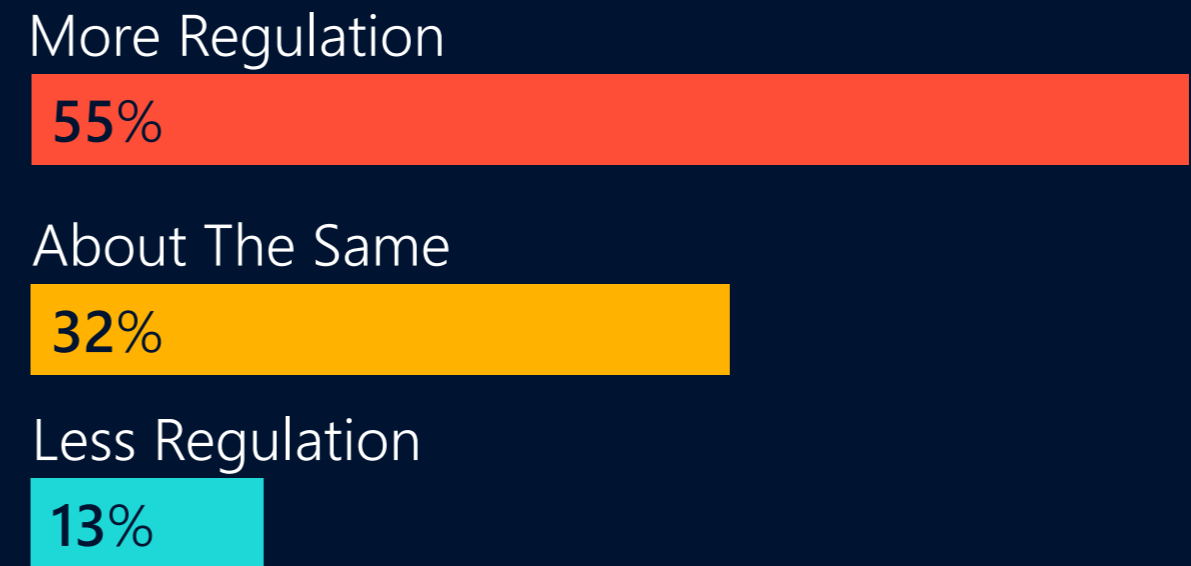
Optimism is driven by a strong belief that innovations and products from tech companies are **GOOD for society**, but most expect **MORE regulation** in the next 5 years.

Workers Believe They Are Making Contributions to Society

Impact of Technology on The World



Expected Change in Gov't Regulation



Q: Thinking about the impact major technology companies and their products and services have had on society, do you think that impact has been more good than bad, or more bad?

Q: Do you agree or disagree that technology companies in the Bay Area make the world a better place?

Q: Thinking about the role of government in regulating major technology companies in the next 5 years, do you think technology companies will be regulated more, less, or the same?

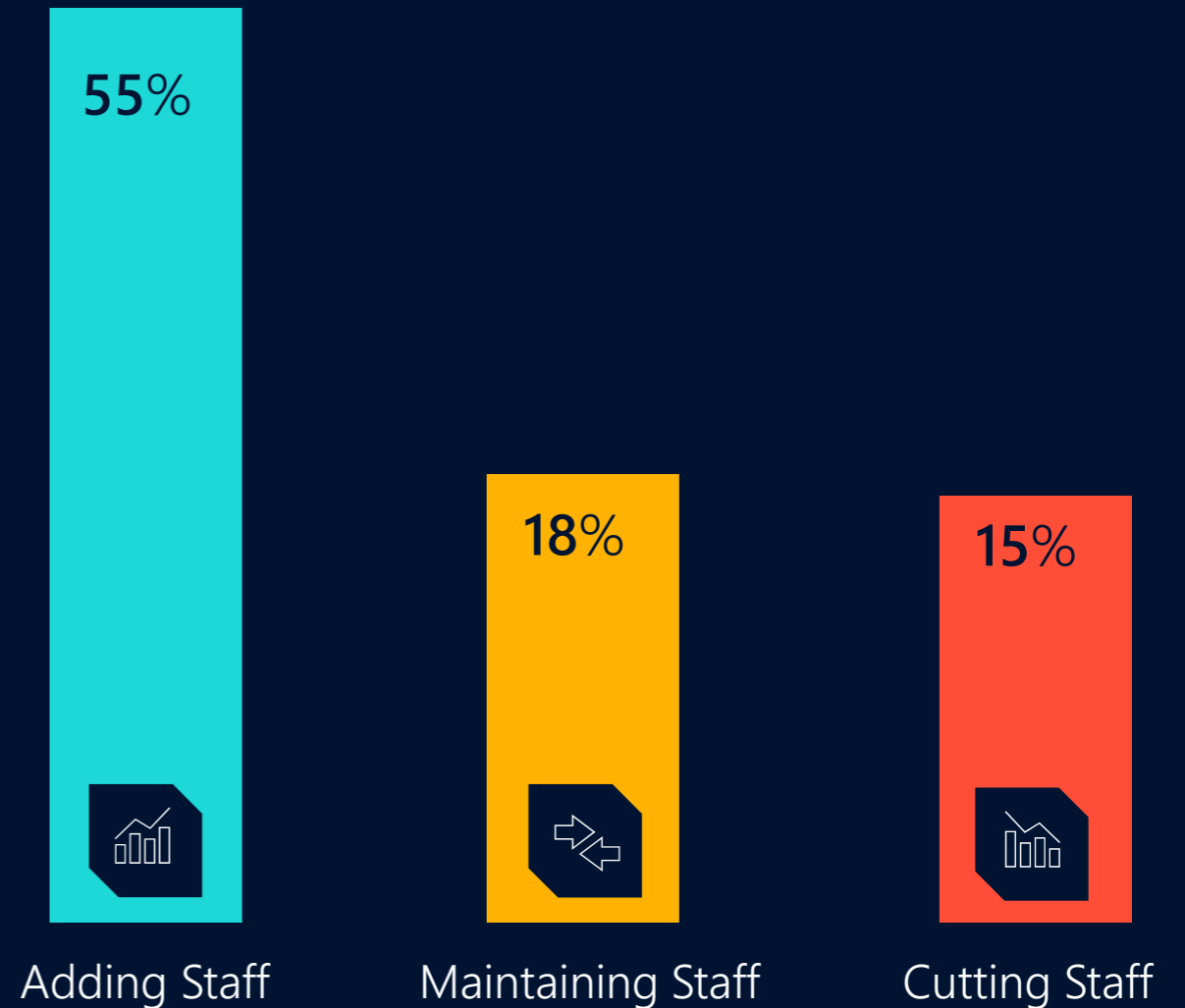
#3 WE'RE HIRING

Optimistic outlooks on the health of the tech industry are **expected to continue** over the next 12 months, as companies plan to **add additional** staff – hiring is expected to be strongest among **smaller, private firms**.

Growth Is Expected to Continue Into The Next Year

Expected Change in Company Employees

71% Private
61% Public



Q: To the best of your knowledge, over the next 12 months, will the total number of employees at your company...

#4 YOUTH EXODUS

Despite optimism about the future and expectations of hiring in the coming year, many younger **tech workers are planning to leave the Bay Area in the next 12 months**, creating a tension between growth expectations and employee retention.

Exodus of Young Employees

SPECIAL REPORT

February 25, 2019

Silicon Valley tech boom continues, but residents are exiting costly...

SPECIAL REPORT

February 14, 2019

Quest to leave Bay Area's high prices and traffic grows...

Plans to Leave The Bay Area in The Next 12 Months



18-34

41%



35-44

26%



45+

7%

#5 BAY AREA RIVAL

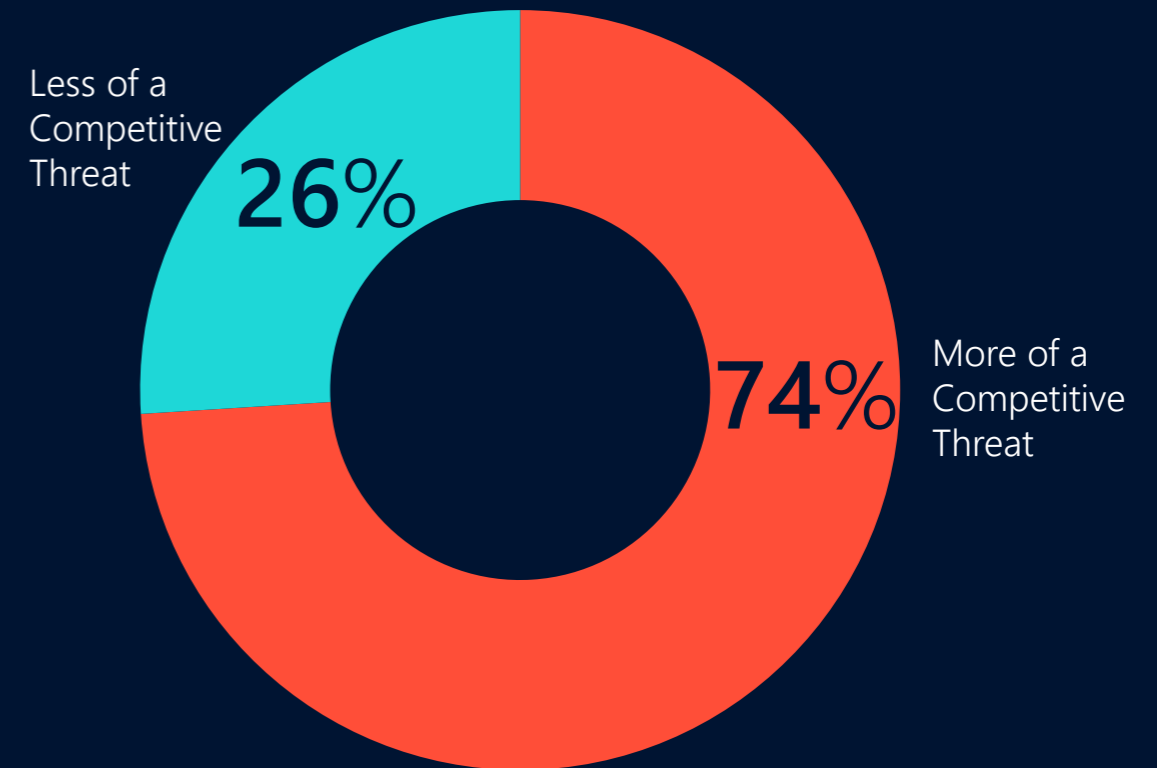
Bay Area tech workers anticipate other regions will compete as innovation hubs. 49% of workers **expect a serious rival to Bay Area Tech in the next 5 years**, with the most likely rival expected to be China.

Silicon Valley Rivals Will Emerge

41%

Expect A Serious Rival
To Bay Area Tech in Next 5 Years

Expected Competition from China in Next 5 Years



Q: Will any other area of the world emerge as an innovation rival to the Bay Area/Silicon Valley over the next 5 years?

Q: In the next 5 years, do you think technology companies based in China will be more or less of a competitive threat to Bay Area technology companies?

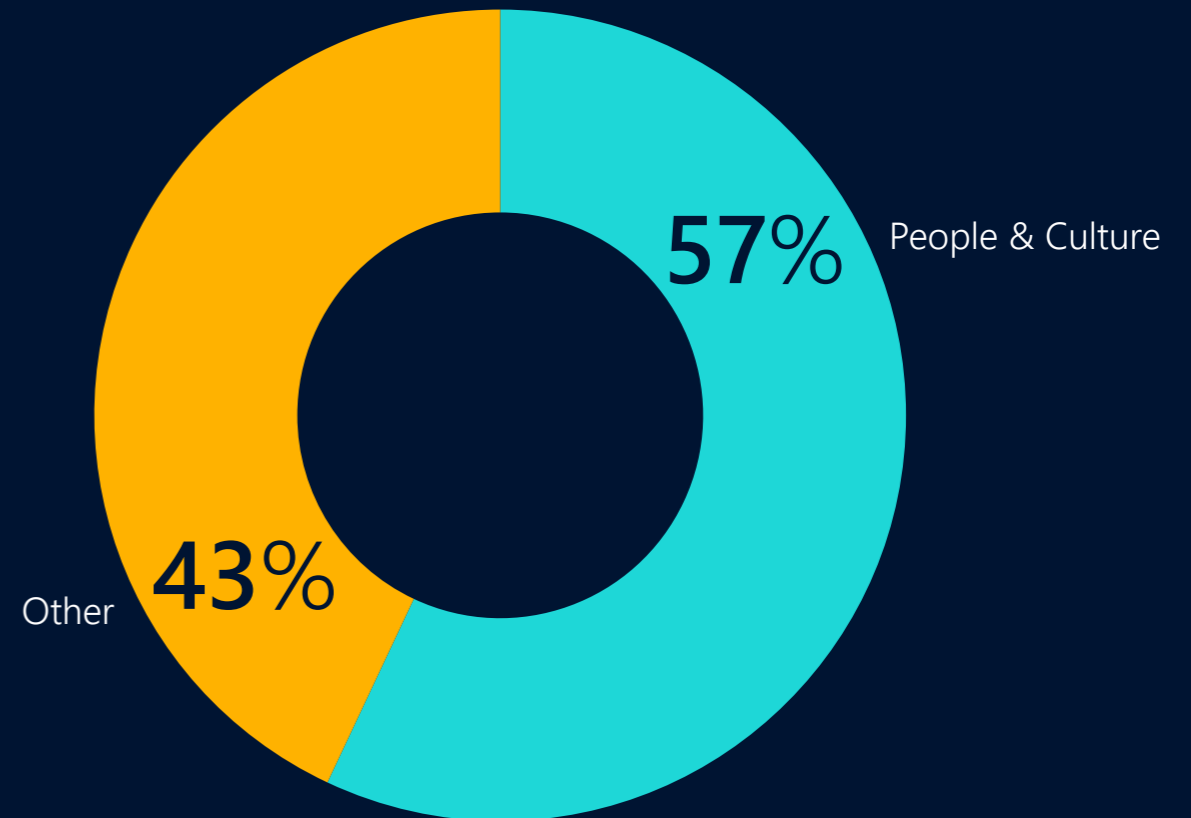
#6 PEOPLE + CULTURE

Although a regional rival is expected, the view is that the **Bay Area is difficult to replicate**. Workers say that the **concentration of talent and a culture open to new ideas** are the main two reasons, more important than VC money or a concentration of world class universities.

People & Culture Are Unique to The Bay Area

Hardest Part of
the Bay Area to
Replicate:

People & Culture

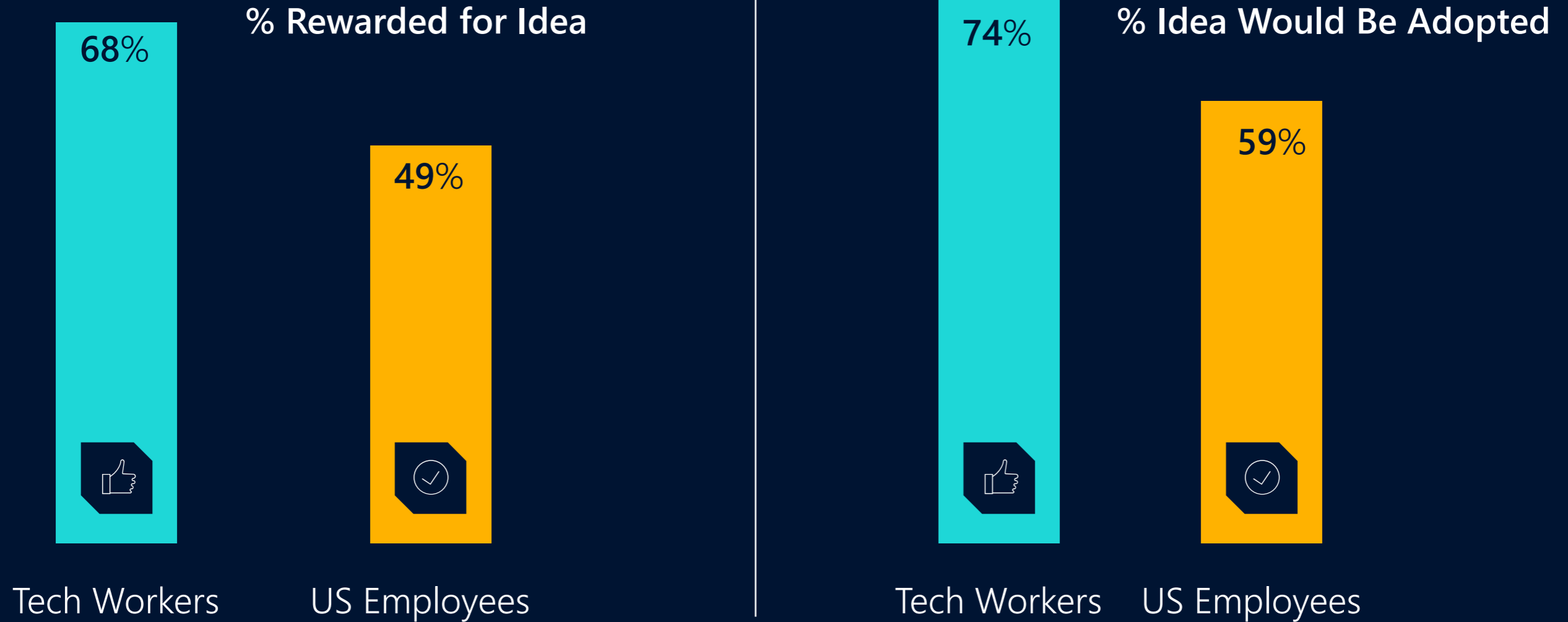


Q: Which ONE of the following is hardest to replicate in other regions?

#7 BIG IDEAS

An open culture matters. 68% say they would be rewarded for a big idea at work, compared to only 49% of US employees who say the same.

Big Ideas are Rewarded and Adopted



Q: If you had a big idea at work that would give your company a significant advantage in its market, and you shared that idea with your company, which ONE statement below best describes what would happen next?

#8 OUT IN THE OPEN

An open culture also means that Bay Area tech workers will **speak out and act out against things that violate company values.**

Workers are Ready to Voice Their Concerns

Despite a generally open and honest culture, 70% of Bay Area tech workers would speak out publicly about their company if they felt their company was not behaving in line with its values. Is there a workplace culture revolution on the horizon?



Would Speak out Publicly

70%

Would Leak to the Media

41%

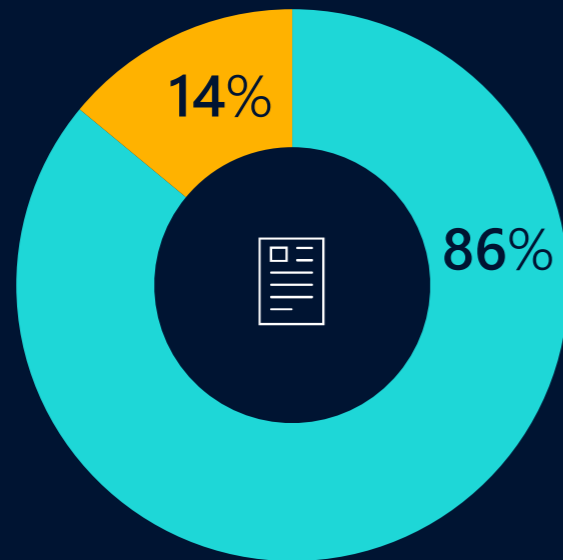
*Q: Would you speak out publicly about your company if you felt the company was not behaving in line with its values and the general code of conduct?
Q: If you did not trust senior management to behave in line with your company's values, would you leak information to the media?*

#9 LEADERSHIP MATTERS

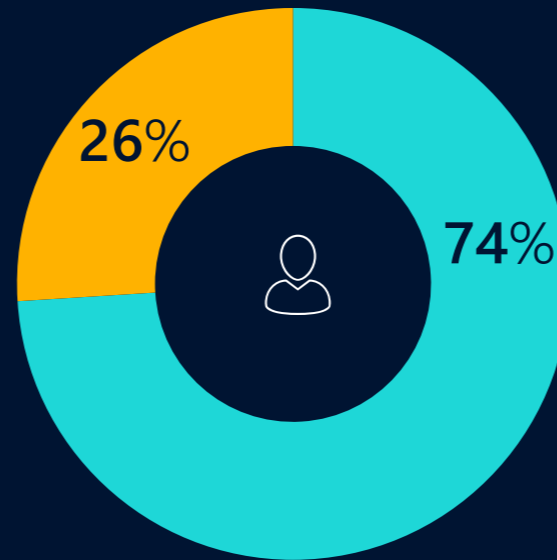
There is strong support and trust in senior leadership, but trust and opinions of CEOs/Founders are dependent on transparent, frequent communication about business strategy.

Tech Workers Believe in Their Leadership

Trust Company's Leadership to Execute Business Strategy



Positive Opinion of their CEO/Founder



Positive Opinion of CEO By Frequency of Communication With Employees About Business Strategy

Very Frequently

86%

Somewhat Frequently

76%

Not Frequently

55%

Q: Do you trust your company's leadership to be successful with its business strategy?
Q: Do you have a positive or negative opinion of your company's CEO/Founder?

#10 RACE TO AI SUPREMACY

Tech workers overwhelmingly believe AI is the next big tech advance. Is it winner take all?

Artificial Intelligence is the Next Big Technological Advance

AI / Artificial Intelligence

38%

Autonomous Driving

10%

Robotics

5%

Smart Phones / Cellular Networks

5%

VR / Virtual Reality

5%

IoT / Internet of Things

4%

Other

33%

Q: Which ONE technology will be THE most transformative over the next 10 years?

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