

I Love
My Job

B CORP WORKER SURVEY

B Corp Worker Satisfaction Survey May 2024



THE CURRENT STATE OF THE WORLD OF WORK:

CURRENTLY NEARLY
EVERY UK WORKER
90%
IS UNHAPPY
AT WORK

Gallup's State of the Global Workplace 2023 report.

& we're on a mission to
change that



PEOPLE ARE AT THE HEART OF B CORPS

When we talk about sustainability and the B Corp movement, we often focus on the environment. But it's important to also highlight how this movement positively impacts its workers too.

In the B Impact Assessment (BIA), a framework that's key to B Corp certification, two pillars stand out: workers and community. These pillars reflect the core values that guide companies through the certification process.

Our survey aims to show how working within a B Corp framework can make a real difference to employees.

We reached out to **109 people from 70 B Corp companies** through a survey to better understand this connection.

In the pages ahead, we'll share what we learned from our survey. We'll explore how being part of a **B Corp can empower and fulfil workers**. Through real stories and numbers, we want to highlight the experiences of those who make the B Corp movement what it is: **its dedicated and passionate workforce**.

I Love My Job is a purpose-driven recruitment company and certified B Corp, helping consumer brands hire for good. We specialise in connecting exceptional talent with values-led businesses, building trusted relationships that empower companies to achieve their goals. With a flexible and supportive approach, we make hiring straightforward and enjoyable, ensuring candidates thrive in roles where they can excel. As champions of better business practices, we're dedicated to creating positive change by putting people at the heart of everything we do.

1

EMPLOYEE PRIDE IN BEING PART OF A B CORP.

2

DID B CORP INFLUENCE THE HIRING PROCESS?

3

EMPLOYEE SENSE OF PURPOSE IN
WORKING FOR A B CORP.

4

LIKELIHOOD OF RECOMMENDING THE
COMPANY AS A GOOD PLACE TO WORK.

5

EMPLOYEE SENTIMENT TOWARD JOB
SATISFACTION WITHIN B CORP.

01

HOW PROUD ARE YOU TO WORK FOR A B CORP?



96%

of B Corp workers are proud
to work for a B Corp.

CAN YOU EXPLAIN IN A FEW WORDS WHAT IT FEELS
LIKE TO WORK FOR A B CORP COMPANY?

“

IT FEELS LIKE
WE ARE MORE
THAN A BUSINESS
WE ARE ON A
MISSION

TO MAKE THE WORLD 

A BETTER PLACE

Tom, Warner's Distillery Ltd

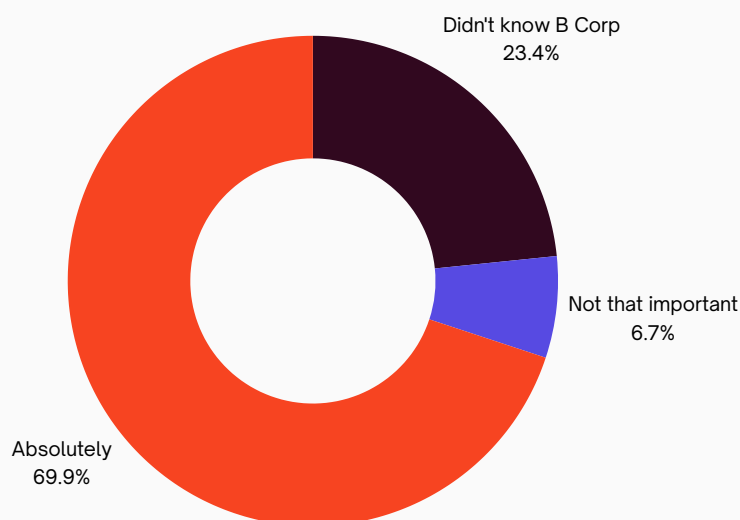
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DID THE FACT THAT YOUR COMPANY IS B CORP CERTIFIED POSITIVELY INFLUENCE YOUR DECISION TO JOIN THEM?

02

70%

said the B Corp certification positively influenced their decision to join the company.



CAN YOU EXPLAIN IN A FEW WORDS WHAT IT FEELS LIKE TO WORK FOR A B CORP COMPANY?

“
IT'S INSPIRING AND UPLIFTING
TO WORK FOR A COMPANY
THAT DOESN'T CARE PURELY
ABOUT PROFIT 💰
BUT ALSO ABOUT PEOPLE
”

Loren, Geek Girl Tech

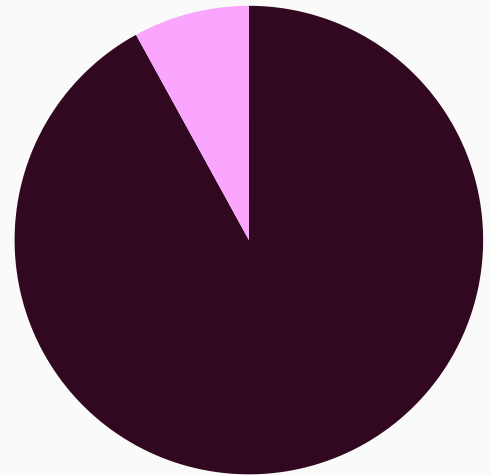


03

DO YOU FEEL AN INCREASED SENSE OF PURPOSE WORKING FOR A B CORP?

92%

of respondents feel a sense of
purpose working for a B Corp.



CAN YOU TELL US ONE THING THAT MAKES YOU
FEEL HAPPY AT WORK?

“

THE MORE
WE GROW,
THE
**BIGGER THE
IMPACT**
WE HAVE - IT GIVES A STRONG
**SENSE OF
PURPOSE** 💪

George, Ticket Tailor

”

CAN YOU EXPLAIN IN A FEW WORDS WHAT IT FEELS
LIKE TO WORK FOR A B CORP COMPANY?

“

I FEEL
I AM NOT ALONE
IN WANTING TO FULFIL MY
**SUSTAINABILITY
GOALS** 📌
AND NOT JUST
ENVIRONMENTALLY!

Farah, SMS Ecofleet Limited

”

HOW LIKELY ARE YOU TO RECOMMEND YOUR COMPANY AS A GOOD PLACE TO WORK?

04

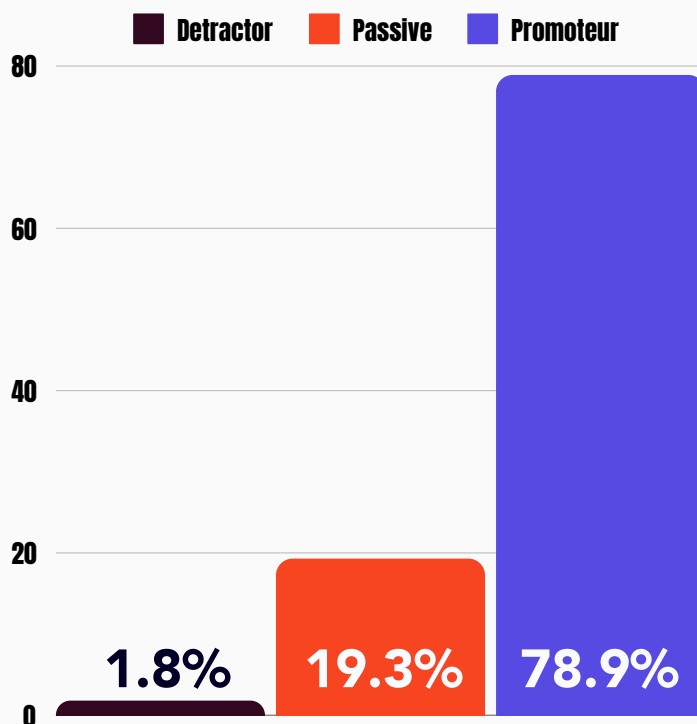
79%

of B Corp workers recommended their company as a good place to work (based on ENPs* scale).

CAN YOU TELL US ONE THING THAT MAKES YOU FEEL HAPPY AT WORK?

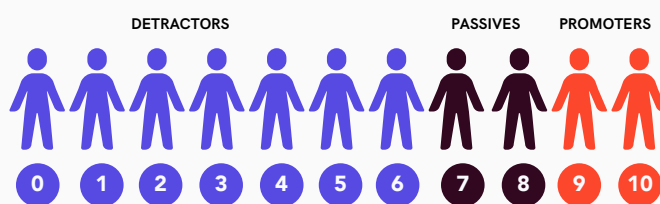
“IT SOUNDS CORNY BUT I DO FEEL LIKE MY **COWORKERS ARE FAMILY** THEY ARE SUPPORTIVE OF DIFFICULT SITUATIONS, **MY BIGGEST CHEERLEADERS** IN SUCCESS AND I KNOW THAT THEY’VE **ALWAYS GOT MY BACK**”

Ashley, Hattiers



*WHAT'S ENPS?

ENPS, or Employee Net Promoter Score, measures employee satisfaction and loyalty by asking how likely they are to recommend their company as a place to work. It's calculated by subtracting the percentage of unhappy employees from the percentage of happy ones.



$$\text{eNPS} = \% \text{ promoters} - \% \text{ detractors}$$

05

DO YOU LOVE YOUR JOB?

91%

of B Corp workers love their job.



COMPARED TO

17%

of all British workers love their job according to a recent UK YouGov poll.

CAN YOU EXPLAIN IN A FEW WORDS WHAT IT FEELS
LIKE TO WORK FOR A B CORP COMPANY?

“
**WORKING FOR A B
CORP COMPANY
FEELS LIKE
I AM VALUED
FOR WHO I AM
AND NOT JUST THE WORK THAT I
PRODUCE** ❤️
”

Jess, Butterfly Data

70

B CORP COMPANIES

109

B CORP WORKERS

Back Market

waterbear



Ellie's kitchen

futureproof



TOAST BREWING

MILK & HONEY
Nurturing Reputations



empower



geek gir/
tech

BARE KIND

yoyo™



BigGreen Smile



beam



Pulse



Boldr.

Fluidit



sensat®

skylark media

BENNETTS ASSOCIATES

happy
Creating joy at work



Leesman



Don't Panic®



Joseph Homes.
LIVE WELL®

temple

FORSTER COMMUNICATIONS

energylab_

MASECO

pixelededggs



AG
Communicating with purpose for people & planet

DAVINES GROUP
davines | 30 | (comfort 2022)

Fountain

costello medical



higher ring
ETHICAL OUTSOURCING

oomph



LIFT
ECONOMY



THE INKEY LIST™



Valiant.

Thank you!

Our survey aimed to highlight the positive impact of the B Corp movement on its workers, emphasising that sustainability goes beyond environmental concerns to include **employee satisfaction and happiness**.

Reaching out to 109 individuals from 70 B Corp companies, we discovered that B Corp employees report significantly **higher job satisfaction** compared to those in non-B Corp companies. This is a testament to the supportive and empowering environments fostered by B Corp organisations, where workers feel valued, motivated, and aligned with their company's mission.

Thank You to Our Participants

We extend our heartfelt thanks to everyone who participated in the survey. Your insights and experiences are invaluable in demonstrating the positive impact of the B Corp movement on its workers. Your dedication and passion are what make B Corps truly special.

As we move forward, let these results remind us of the importance of prioritising people in our quest for sustainability. Together, we can continue to build a movement that not only cares for the planet but also for the individuals who are at the heart of our companies. Thank you for being a part of this journey.

I Love My Job

We're proud to have conducted this survey during B Corp Month in March 2024, representing our commitment to understanding and promoting employee satisfaction within the B Corp community.

I Love My Job
Positive impact recruitment agency

