

HX TrustID Workforce Survey

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A. Core HX TrustID Questions

The following four questions should not be modified.

Note: We recommend that you randomize the question order to minimize respondent bias.

In-line labels (for example, [Humanity]) are for reference only, not to be included in the respondent view of the survey.

[My Employer] is to be replaced with the assigned employer / organization.

Please indicate the extent you agree or disagree with the following statements.

Each of the questions below will be on a scale of “Strongly Agree” to “Strongly Disagree”:

- Strongly Disagree
 - Disagree
 - Somewhat Disagree
 - Neither Agree nor Disagree
 - Somewhat Agree
 - Agree
 - Strongly Agree
1. [Humanity] [My Employer] demonstrates empathy and kindness towards me
 2. [Transparency] [My Employer] uses straightforward and plain language to share information, motives, and decisions that matter to me
 3. [Capability] [My Employer] creates a good work experience for me and provides the resources for me I need to do my job well
 4. [Reliability] [My Employer] consistently and dependably delivers upon commitments it makes to me
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B. [16] HX TrustID Attribute Questions

The following questions should be used as a starting point but may be customized and modified based on your organization’s needs – the more specific these attributes are, the more actionable your data will be.

Note: We recommend that you randomize the question order to minimize respondent bias.

Associated labels (e.g., **Humanity Attributes**) are for reference only and not to be included in the respondent view of the survey.

[My Employer] is to be replaced with the employer / organization.

Humanity Attributes:

1. [My Employer] cares about my well-being
2. [My Employer] values and treats workers with respect

3. [My Employer] treats everyone fairly
4. I feel engaged by the culture of [My Employer]

Transparency Attributes:

1. [My Employer] provides visibility into how their actions align with their stated values
2. Important communications provided by [My Employer] are timely and informative
3. The information I need to do my job is easy to find and understand
4. [My Employer] is open and communicative about how the business is doing

Capability Attributes:

1. [My Employer] delivers an exceptional work experience
2. [My Employer] follows through on and achieves its stated goals
3. I respect leadership's ability to make good decisions
4. [My Employer] provides tools, technology, and resources that allow me to do my job well

Reliability Attributes:

1. [My Employer] is committed to and accountable to its workforce
2. [My Employer] can be counted on to improve its policies and procedures in support of its employees
3. [My Employer] will support me and address issues that I raise
4. [My Employer] will handle an internal crisis or incident when it occurs

C. Recommended Demographics

The following questions should be used as a starting point but may be customized and modified based on your employer / organization's needs. Consider what you may like to know about each worker and their relationship to the organization (that you don't already).

Note: We recommend that you randomize the question order to minimize bias.

1. How long have you been working for [My Employer]?
 - Less than 1 year
 - Between 1 and 3 years
 - Between 3 and 5 years
 - Between 5 and 10 years
 - Over 10 years
2. What is your current age?
 - [Generation Z] 18-25
 - [Millennial] 26-30
 - [Millennial] 31-40
 - [Gen X] 41-55
 - [Baby Boomer] 56-75
 - [Silent Generation] 76+
3. What is your gender?
 - Male
 - Female

- Non-Binary/Other
 - Prefer not to answer
4. What is the zip code of where you primarily reside?
5. Which of the following best describes your race and ethnicity? Select all that apply.
- Alaska Native or Native American (North, Central, or South)
 - Asian
 - Black, African American, or Caribbean
 - Hispanic, Latino, or Spanish
 - Middle Eastern or North African
 - Native Hawaiian or Other Pacific Islander
 - White
 - Other race or ethnicity
 - Prefer not to answer
6. What is your current annual household income?
- Under \$30,000
 - \$30,000-\$49,999
 - \$50,000-\$99,999
 - \$100,000-\$149,999
 - \$150,000 or more
 - Prefer not to answer
7. How would you describe the area where you primarily reside?
- Urban
 - Suburban
 - Rural
8. What best describes your current living situation?
- Unmarried and living alone
 - Unmarried and living with roommates/family
 - Unmarried and living with significant other
 - Married
 - Divorced/Separated
 - Other
 - Prefer not to answer
9. Does your household include any children under the age of 18?
- Yes
 - No
10. Does your household include any seniors over the age of 65?
- Yes
 - No

11. Which best describes your current employment status?

- Employed full-time
- Employed part-time
- Employed on a temporary, contract, or gig basis
- Full-time homemaker
- Retired
- Unemployed
- Other

12. Your highest level of education completed is:

- Some High School
- High School Diploma
- Vocational Training
- Undergraduate Degree
- Graduate Degree
- Post-graduate Degree

13. Would you consider yourself to be LGBTQ?

- Yes
- No
- Unsure or don't know
- Prefer not to say

D. Trust Methodology

How to calculate the HX TrustID score

1. Define the responses:
 - a. Strongly Agree and Agree responses are defined as Positive/High Trust
 - b. Somewhat Agree, Neither Agree nor Disagree, and Somewhat Disagree responses are defined as Neutral Trust
 - c. Strongly Disagree and Disagree responses are defined as Negative/Low Trust

Negative/Low Trust		Neutral Trust			Positive/High Trust	
Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree

2. Based on the 7-point scale for humanity, here is an example of how the percentage of respondents broke out across these 3 buckets for a particular brand / organization:

Humanity

Negative/Low Trust	Neutral Trust	Positive/High Trust
11%	43%	46%

3. To get to this brand / organization's Humanity Factor score, we would subtract 11 (the Negative/Low Trust) from 46 (the Positive/High Trust) for a Humanity Factor score of 35

$$\text{High Trust (46)} - \text{Low Trust (11)} = \text{Humanity Factor score (35)}$$

4. Repeat this calculation for the remaining Four Factors

Transparency

Negative/Low Trust	Neutral Trust	Positive/High Trust
7%	45%	48%

$$\text{Transparency Factor score: } 48 - 7 = \mathbf{41}$$

Capability

Negative/Low Trust	Neutral Trust	Positive/High Trust
5%	40%	55%

$$\text{Capability Factor score: } 55 - 5 = \mathbf{50}$$

Reliability

Negative/Low Trust	Neutral Trust	Positive/High Trust
9%	38%	53%

$$\text{Reliability Factor score: } 53 - 9 = \mathbf{44}$$

5. To calculate the brand / organization's composite score, we would take a straight average of the Four Factors.
Composite HX TrustID score: $(35 + 41 + 50 + 44) / 4 = \mathbf{43}$