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

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

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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

<table>
<thead>
<tr>
<th>Negative/Low Trust</th>
<th>Neutral Trust</th>
<th>Positive/High Trust</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Disagree</td>
<td>Disagree</td>
<td>Neither Agree nor Disagree</td>
</tr>
<tr>
<td>Somewhat Disagree</td>
<td>Somewhat Agree</td>
<td></td>
</tr>
</tbody>
</table>

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:

<table>
<thead>
<tr>
<th>Humanity</th>
<th>Negative/Low Trust</th>
<th>Neutral Trust</th>
<th>Positive/High Trust</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>11%</td>
<td>43%</td>
<td>46%</td>
</tr>
</tbody>
</table>
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

   High Trust (46) – Low Trust (11) = Humanity Factor score (35)

4. Repeat this calculation for the remaining Four Factors

   **Transparency**

<table>
<thead>
<tr>
<th>Negative/Low Trust</th>
<th>Neutral Trust</th>
<th>Positive/High Trust</th>
</tr>
</thead>
<tbody>
<tr>
<td>7%</td>
<td>45%</td>
<td>48%</td>
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</table>

   Transparency Factor score: \(48 - 7 = 41\)

   **Capability**

<table>
<thead>
<tr>
<th>Negative/Low Trust</th>
<th>Neutral Trust</th>
<th>Positive/High Trust</th>
</tr>
</thead>
<tbody>
<tr>
<td>5%</td>
<td>40%</td>
<td>55%</td>
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   Capability Factor score: \(55 - 5 = 50\)

   **Reliability**

<table>
<thead>
<tr>
<th>Negative/Low Trust</th>
<th>Neutral Trust</th>
<th>Positive/High Trust</th>
</tr>
</thead>
<tbody>
<tr>
<td>9%</td>
<td>38%</td>
<td>53%</td>
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</tbody>
</table>

   Reliability Factor score: \(53 - 9 = 44\)

5. To calculate the brand/organization’s composite score, we would take a straight average of the Four Factors.

   Composite HX TrustID score: \((35 + 41 + 50 + 44) / 4 = 43\)