



THE TALENT
TRIFECTA

Standard Employee EVP Survey Questions



Thinking back to when you were considering working at <organization name>, **what made you join?** (Select up to 4.)

- | | |
|---|---|
| ☐ Salary | ☐ Quality of co-workers |
| ☐ Benefits | ☐ Commitment to diversity, equity, and inclusion |
| ☐ The company's reputation | ☐ Educational assistance |
| ☐ Learning and development opportunities | ☐ Working with leading-edge technology |
| ☐ Site location | ☐ Remote/Work from home |
| ☐ Type of work | ☐ Quality of leadership |
| ☐ Flexibility in work hours | ☐ Company impact (environmental, philanthropic, ethical, and economic) |
| ☐ Opportunities for advancement | ☐ My direct supervisor |
| ☐ Culture | ☐ Organizational communication |
| ☐ Opportunities to serve the community | ☐ Workplace environment (physical environment and facilities) |
| ☐ Other (please specify) | |
| <input type="text"/> | |

As an employee, **what keeps you here?** (Select up to 4.)

- | | |
|---|---|
| ☐ Salary | ☐ Quality of co-workers |
| ☐ Benefits | ☐ Commitment to diversity, equity, and inclusion |
| ☐ The company's reputation | ☐ Educational assistance |
| ☐ Learning and development opportunities | ☐ Working with leading-edge technology |
| ☐ Site location | ☐ Remote/Work from home |
| ☐ Type of work | ☐ Quality of leadership |
| ☐ Flexibility in work hours | ☐ Company impact (environmental, philanthropic, ethical, and economic) |
| ☐ Opportunities for advancement | ☐ My direct supervisor |
| ☐ Culture | ☐ Organizational communication |
| ☐ Opportunities to serve the community | ☐ Workplace environment (physical environment and facilities) |
| ☐ Other (please specify) | |
| <input type="text"/> | |



Please rate the following categories at <organization name>:

	Positive	Neutral	Negative	N/A
Salary	☐	☐	☐	☐
Benefits	☐	☐	☐	☐
The company's reputation	☐	☐	☐	☐
Learning and development opportunities	☐	☐	☐	☐
Site location	☐	☐	☐	☐
Type of work	☐	☐	☐	☐
Flexibility in work hours	☐	☐	☐	☐
Opportunities for advancement	☐	☐	☐	☐
Culture	☐	☐	☐	☐
Opportunities to serve the community	☐	☐	☐	☐
Quality of co-workers	☐	☐	☐	☐
Commitment to diversity, equity, and inclusion	☐	☐	☐	☐
Educational assistance	☐	☐	☐	☐
Working with leading-edge technology	☐	☐	☐	☐
Remote/Work from home	☐	☐	☐	☐
Quality of leadership	☐	☐	☐	☐
Company impact (environmental, philanthropic, ethical, and economic)	☐	☐	☐	☐
My direct supervisor	☐	☐	☐	☐
Organizational communication	☐	☐	☐	☐
Workplace environment (physical environment and facilities)	☐	☐	☐	☐



Please rate how the values are followed within the organization.

	Not at all followed	Mostly not followed	Sometimes followed	Mostly always followed	Always followed
Value 1	☐	☐	☐	☐	☐
Value 2	☐	☐	☐	☐	☐
Value 3	☐	☐	☐	☐	☐
Value 4	☐	☐	☐	☐	☐

How likely is it that you would recommend <organization name> as an employer to a friend or former colleague?

Not at all likely

Extremely Likely

0	1	2	3	4	5	6	7	8	9	10
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Your Role

Which part of the organization do you work for?

ADAPT THIS QUESTION AND THE ANSWER CHOICES TO YOUR ORGANIZATION STRUCTURE



Outside of Work

Outside of your work at <organization name> how do you prefer to spend your time? (Select all that apply.)

- | | |
|---|--|
| ☐ Fitness activities | ☐ Shopping |
| ☐ Caring for / spending time / doing activities with my children | ☐ Eating out |
| ☐ Attending youth recreational activities | ☐ Going to the movies |
| ☐ Coaching youth recreational activities | ☐ Visiting family members |
| ☐ Volunteering | ☐ Hanging out with friends Going for drinks |
| ☐ Traveling | ☐ Sewing / Knitting / Quilting Wood / metalworking Activities with pets |
| ☐ Working a second job | ☐ Arts & crafts (painting, pottery, photography, etc.) |
| ☐ Caring for a parent or other elderly family member | ☐ Going to school |
| ☐ Watching TV or video streaming service (Netflix, Hulu, Amazon, etc.) | ☐ Spending time with significant other / spouse Playing music |
| ☐ Reading | ☐ Playing sports |
| ☐ Gardening | ☐ Watching sports |
| ☐ Playing video / internet games Surfing the internet | ☐ Home improvements / maintenance |
| ☐ Listening to music | ☐ Outdoor activities (hiking, camping, fishing, hunting, etc.) |
| ☐ Participating in church / religious activities | ☐ Visiting the theater and / or museums Auto restoration / repair |
| ☐ Cooking / baking | ☐ Dancing |
| ☐ Other (please specify) | |

Which social media site(s) or app(s) do you visit at least one time **per day**? (Select all that apply.)

ADAPT THE ANSWER CHOICES TO THE PLATFORMS AVAILABLE IN THE COUNTRIES WHERE YOUR EMPLOYEES LIVE

- | | |
|---|--|
| ☐ Facebook | ☐ Reddit |
| ☐ Twitter | ☐ WeChat |
| ☐ Instagram | ☐ Douyin |
| ☐ LinkedIn | ☐ Telegram |
| ☐ YouTube | ☐ Kuaishou |
| ☐ Pinterest | ☐ Sina Weibo |
| ☐ SnapChat | ☐ QQ |
| ☐ TikTok | ☐ I do not use social media |
| ☐ Other (please specify) | |



What are the primary reasons you visit the social media site(s) or app(s)? (Select all that apply.)
USE THE SURVEY TOOL LOGIC FEATURE TO ONLY PRESENT THE RESPONDENT WITH THE SOCIAL MEDIA SITES OR APPS THEY SELECTED IN THE PREVIOUS QUESTION

	Connect with family/friends	Catch up on local news	Catch up on national/global news	See what is happening with celebrities/rts teams/artists	Support social causes	Watch/steam movies/shows	Research for work needs	Research for personal needs	Keep up with what is happening in my industry	N/A
Facebook	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Twitter	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Instagram	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
LinkedIn	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
YouTube	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Pinterest	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
SnapChat	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
TikTok	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Reddit	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
WeChat	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Douyin	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Telegram	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Kuaishou	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Sina Weibo	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
QQ	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
I do not use Social Media	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
[Insert text from other]	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐



What types of organizations or pages do you follow on **any** social media site? (Select all that apply.)

- | | |
|---|--|
| ☐ My company | ☐ Political pages (individual politicians or parties, political activism pages) |
| ☐ Other companies | ☐ Celebrities / Sports figures |
| ☐ Non-profit / charity organizations or groups | ☐ Community pages (neighborhood, city, county, etc.) |
| ☐ News organizations | ☐ Parenting Hobbies |
| ☐ Sports teams | ☐ I do not use social media |
| ☐ Lifestyle sites (fitness, beauty, diet, wellness, fashion, etc.) | |
| ☐ Career-related organizations / sites | |
| ☐ Other (please specify) | |

What type of videos do you watch on YouTube? (Select all that apply.)

- | | |
|---|--|
| ☐ Vlogs | ☐ Unboxing videos |
| ☐ Gaming videos | ☐ Music videos |
| ☐ Comedy / Skit videos | ☐ Movies |
| ☐ Haul videos | ☐ Industry / Career specific videos |
| ☐ Tag or challenge videos | ☐ Educational videos |
| ☐ Favorites / Best of videos | ☐ I do not watch videos on YouTube |
| ☐ DIY videos | |
| ☐ Other (please specify) | |

What genre of podcasts do you listen to? (Select all that apply.)

- | | |
|---|--|
| ☐ Comedy | ☐ Investigative journalism |
| ☐ News | ☐ Business / Finance |
| ☐ True Crime | ☐ History |
| ☐ Sports | ☐ Industry / Career specific |
| ☐ Health / Fitness Religion/Faith Politics | ☐ Celebrity / Gossip |
| ☐ Self-help / Productivity | ☐ I do not listen to podcasts |
| ☐ Other (please specify) | |



How do you listen to music or talk radio? (Select all that apply.)

- | | |
|---|---|
| ☐ Radio | ☐ SiriusXM |
| ☐ Spotify | ☐ Tidal |
| ☐ Pandora | ☐ Deezer |
| ☐ Amazon Prime | ☐ Tencent |
| ☐ Apple Music | ☐ YouTube |
| ☐ SoundCloud | ☐ I do not listen to music |
| ☐ Other (please specify) | |

What genres of music do you listen to? (Select all that apply.)

- | | |
|---|---|
| ☐ Blues | ☐ Talk Radio |
| ☐ Christian | ☐ Sports Radio |
| ☐ Comedy | ☐ Classical |
| ☐ Country | ☐ Heavy Metal |
| ☐ Club/House | ☐ Alternative Rock |
| ☐ Funk | ☐ Classic Rock |
| ☐ Gospel | ☐ Bluegrass |
| ☐ Hip Hop/R&B | ☐ Electronic |
| ☐ Rock | ☐ Jazz |
| ☐ Pop Punk | ☐ Indie Folk |
| ☐ Reggae | |
| ☐ Other (please specify) | |

What were you doing before joining <organization name>?

- | | |
|---|---|
| ☐ Student in High School | ☐ Similar role not in the <industry> |
| ☐ Student in College/University | ☐ Different role in the <industry> |
| ☐ Student in Trade School | ☐ Different role not in the <industry> |
| ☐ Similar role in the <industry> | ☐ Not actively employed |
| ☐ Other (please specify) | |



Your Career Aspirations

What are your top career aspirations? (Select up to 2.)

- | | |
|--|---|
| ☐ I have no interest in pursuing more than my current role | ☐ I want to be a part of the executive team I want to become an entrepreneur |
| ☐ I want to become an expert in my current field I want to lead others in my department | ☐ I want to explore roles outside my current field |
| ☐ I want to lead others in my function | |
| ☐ Other (please specify) | |

What motivates you to achieve your career aspirations? (Select up to 2.)

- | | |
|---|---|
| ☐ Recognition for my accomplishments | ☐ Achieve a perceivable role of success |
| ☐ Live up to the expectations of others Obtain financial rewards | ☐ Continuous learning |
| ☐ Validation of my success | ☐ Pass my knowledge onto others |
| ☐ Other (please specify) | ☐ Balance my other interests outside of work |

What is needed to achieve your career aspirations? (Select up to 2.)

- | | |
|---|---|
| ☐ Continued education to stay relevant | ☐ Leadership/supervisor support |
| ☐ Mentorship | ☐ Formal education (Degree/Certificate etc.) |
| ☐ Available opportunities | ☐ Continued education for advancement |
| ☐ Other (please specify) | |

What barriers at <organization name> get in the way of achieving your career aspirations? (Select up to 2.)

- | | |
|---|---|
| ☐ No or limited opportunity for education to stay relevant | ☐ No or limited resources to pursue formal education (Degree/Certificate) |
| ☐ No or limited mentorship opportunities No or limited available opportunities | ☐ Lack of organizational influence |
| ☐ No or limited leadership/supervisor support | ☐ Lack of continued education for advancement I do not see any barriers at <organization name> |
| ☐ Other (please specify) | |