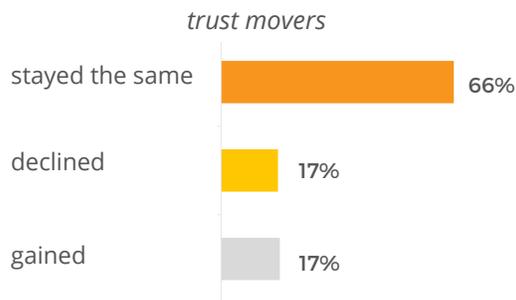


# CHANGING LANDSCAPE OF EMPLOYEE TRUST DURING COVID-19

Organizations that are delivering accurate, transparent information at the right frequency in the right channels have the potential to come out of the crisis ahead. Here is what we know.

## TRUST IS ON THE MOVE



Percentage of people whose reported level of trust prior to COVID-19 and now has either stayed the same, increased or declined.<sup>1</sup>



## ACCURACY MATTERS. A LOT.

**86%**  
v.  
**59%**

Satisfaction rating among people who said communications were "always accurate" v. accurate "most of the time."<sup>2</sup>

Similar differences were observed in ratings of communications trust, tone, clarity, honesty/openness.

## FREQUENCY AND USE OF THE RIGHT CHANNELS MATTER TOO

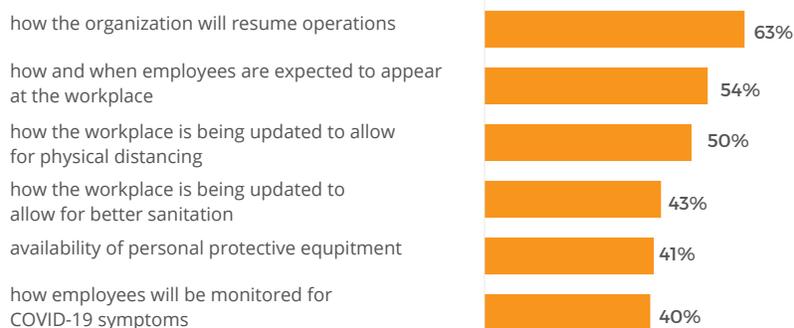
**70% v. 22%**

Satisfaction rating among people who responded "yes" v. "no" when asked if they believed communication was frequent enough.<sup>3</sup>

**57% v. 9%**

Satisfaction rating among people who said communications had used the right/appropriate channels to reach employees.<sup>4</sup>

## TOP 6 THINGS EMPLOYEES WANT TO KNOW WHEN STAY-AT-HOME ORDERS CHANGE<sup>5</sup>



# CHANGING LANDSCAPE OF EMPLOYEE TRUST DURING COVID-19

ACT NOW WITH AN EYE TOWARD THE FUTURE



*"Keep in mind, your employees' attitude towards you after COVID ends depends on your communication during this time."*

- Survey respondent in response to, "What is the most important thing you would like to share with leaders regarding how they communicate with employees during the COVID-19 pandemic?"

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## SURVEY METHODOLOGY

The research was conducted online on April 28, 2020, with 469 completed responses. All respondents were required to be employed at the time they completed the survey. For results based on the total sample of employed national adults, the margin of error is +/-4.4% at a confidence level of 95.

Reach out to [info@orangefiery.com](mailto:info@orangefiery.com) to learn more or visit the [COVID-19 Resource Center](#).

## FOOTNOTES

1. Answer compares the responses to Q7: "In general, how much did you trust your organization to do the right thing prior to the COVID-19 pandemic?" and Q10: "In general, how much do you trust your organization to do the right thing now?" Answer choices were: extremely, very, moderately, not very, not at all. "Gained" represents the percentage of individuals whose trust rating increased from Q7 to Q10; "declined" represents the percentage of individuals whose trust rating decreased from Q7 to Q10.
2. Answer compares the response to Q12: "How would you rate the communications your organization has been sending about COVID-19?" a. "How satisfied are you with the messages?" among respondents who answered "always" or "most of the time" to Q18: "Do you believe the communications have been factually accurate?"
3. Answer compares the response to Q12: "How would you rate the communications your organization has been sending about COVID-19?" a. "How satisfied are you with the messages?" among respondents who answered "yes" to Q16: "Do you believe the communications have been frequent enough?"
4. Answer compares the response to Q12: "How would you rate the communications your organization has been sending about COVID-19?" a. "How satisfied are you with the messages?" among respondents who answered "yes" to Q17: "Do you believe the communications have used the right/appropriate channels (e.g., email, internal messaging platform, meetings) to reach employees?"
5. Responses to Q24: "When restrictions around sheltering in place change, what issues do you expect your organization to address in their communications? (please select all that apply)."