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Building your ETM study questionnaire

ETM Study Questionnaire Template

2022

## INTRODUCTION

This document outlines the **compulsory ETM questions** as well as **recommended questions,** most commonly used across ETM study projects and that have proven to be valuable to clients.

The compulsory questions will apply in **all circumstances** whether the client is an organization or a brand.

The document is designed to make questionnaire building more efficient, ensure scores are calculated consistently, and facilitate the creation of norms and benchmark database. Only 8 questions are compulsory leaving enough flexibility to add ‘’recommended’’ or client custom questions.

The rules outlined below clarify the questions that are compulsory and those that are flexible. Each team is empowered to create its own custom questions to answer specific client needs.

THE ETM STUDY QUESTIONNAIRE RULES

1. **The Trust Question**

The Trust question – ENTS1 – must always ask about trust in the organization or the brand **to do** **what is right**.

If you were using the previous ETM Brand question ‘’I trust [Brand]’’, please add ENTS1 to the questionnaire to perform comparison analysis with the goal to transition all clients to ‘’ENTS1 – Trust to do what is right’’

1. **The 5 Trust Pillars**

The 5 Trust pillar question ENTS2 – ENTS 6 must always be included in the same order.

If you were using the corporate 4 pillars, please add the Self question “is a good fit with who I am as a person’’ to your questionnaire.

If you were using the ETM Brand model with 15 statements, please add the 4 questions ENTS2 - ENTS5 i.e., Ability – Is good at what it does, Integrity – Is honest, Dependability – Keeps its promises, Purpose – Is trying hard to have a positive impact on society. The Self statement at ENTS6 ‘’Is a good fit with who I am as a person’’ is already part of the ETM Brand standard statements. Please reach out to [@EdelmanTrustManagementIPRequests](mailto:@EdelmanTrustManagementIPRequests) for support.

1. **Question numbering and naming convention**

Please always keep the name and # of Compulsory questions. They may not flow with standard questionnaire numbering but respecting the rule will considerably help databasing.

* Awareness question = “ENTS0”
* Trust = “ENTS1”
* 5 Trust Dimensions = “ENTS2 – ENTS6”

1. **Grid vs. monadic**

ENTS0 [Awareness], ENTS 1 [Trust], and ENTS 2 – ENTS6 [Trust pillars] should be asked as grids. The template only includes grid questions. Monadic questioning should only be considered when surveying employees. Please reach out to [@EdelmanTrustManagementIPRequests](mailto:@EdelmanTrustManagementIPRequests) if you need any support.

The Trust behaviours/drivers question for brands and corporations ENTS7\_CORP and brands ENTS7\_BRAND are asked monadically.

1. **Place in the questionnaire**

Compulsory questions should come as early as possible after the screener to collect best quality data. However, it is acceptable to add some questions before if necessary (e.g., spontaneous awareness, sector perception, etc.). Applying market research best practice is paramount. Compulsory questions should however always be asked together to avoid bias.

* Exception: Open end after Trust [see ENTS1a and ENTS1b]

1. **Follow programming and routing best practices**

* All questions after Familiarity [ENTS0] should only show the rows [companies/brands] of those each respondent is familiar with [ENTS0/row=c2-5]
  + Including code 2 – Slightly familiar (I have heard the name but not much else) can be very useful and help identify levers to pull to drive awareness and potentially trust.
* Hold row order --> All questions after Familiarity [ENTS0] should hold the randomized row order that was shown in ENTS0 [HOLD RANDOM ORDER FROM ENTS0]
* Pillars and Drivers of Trust ENTS 2-7 must be asked on an agree/disagree 7-pt scale. Any deviation will result in analysis outputs that will not indicate clear drivers of Trust
* Use standard nets to facilitate analysis and norm building:
  + ENTS0: Familiar (T4B)
  + ENTS1: High Trust (T3B); Low Trust (B4B); ENTS calc (T3B – B4B)
  + ENTS2 – ENTS6: Agree (T2B)

1. **How to read this document?**

* Questions are written in black
* Scripting instructions – Not shown to respondents - in purple
* Notes to Edelman DxI teams are in blue

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## ETM STUDY QUESTIONNAIRE OVERVIEW

|  |  |  |
| --- | --- | --- |
| **Section** | **Objective** | **Description** |
| **Screener** | Identify and recruit the target audience | Includes only questions necessary for general population and Informed public. Should be optimized and customized by project. |
| **Compulsory Trust module** | Assess Trust Capital following ETM model best practice | Includes compulsory questions necessary to assess trust capital and diagnose it according to ETM framework |
| **Recommended questions module** | Provide additional diagnostic to explain trust scores | Selection of questions that help to provide deeper understanding of trust results |
| **Campaign / concept test module** | Test campaign and impact on trust | Selection of question to provide testing on statements before and after creatives are shown to provide demonstrable impact of each creative |
| **Classification & Demographics** | Provide standard optional classification questions to help segment audiences more deeply | Set of optional classification questions |

### Screener

Note: The screener questions are a guide to facilitate questionnaire creation. It is essential that the screener section is adapted to the needs and specifications of each project. More example questions can be found here.

**P1\_PRELOAD: Audiences**

|  |  |
| --- | --- |
| **US Gen Pop** | **1** |

**S0\_CONSENT.** The survey data collected will be used for research purposes only, and all responses you provide are voluntary, anonymous and will be processed in aggregate to assist us and our client in understanding audiences like you. All information collected and processed will be done in accordance with local and international data protection laws.

Based on the information above, do you agree to participate?

|  |  |  |
| --- | --- | --- |
| Yes | 1 |  |
| No | 2 | **[TERMINATE]** |

1. What is your gender? *Please select one.*

|  |  |  |
| --- | --- | --- |
|  | CODE | INSTRUCTION |
| Man | 1 |  |
| Woman | 2 |  |
| Non-binary | 3 |  |
| Prefer to self-describe | 4 | [SPECIFY] |
| Prefer not to answer | 99 |  |

1. How old are you? Please type your age in the box below.

[INSERT MANDATORY NUMERIC BOX; RANGE=1-100] [INCLUDE CHECK BOX THAT SAYS, “Prefer not to answer” AND **TERMINATE** IF SELECTED]

[OPEN END] years

|  |  |  |
| --- | --- | --- |
| **S2A.** HIDDEN QUESTION - RECODE INTO THE FOLLOWING AGE GROUPS: | CODE | INSTRUCTION |
| 0-17 | 1 | **[TERMINTATE]** |
| 18-24 | 2 |  |
| 25-34 | 3 | QUAL IP - young |
| 35-44 | 4 | QUAL IP |
| 45-54 | 5 | QUAL IP |
| 55-64 | 6 | QUAL IP |
| 65 or more | 7 |  |

**S3\_US.** What state do you live in?

[DROPDOWN MENU OF ALL U.S. STATES INCLUDING DC] [SINGLE SELECT] [INSERT EXCLUSIVE OPTIONS “I do not live in the U.S.” AND “Prefer not to answer” BELOW THE DROPDOWN MENU AND TERMINATE IF RESPONDENT SELECTS EITHER OPTION]

|  |  |  |
| --- | --- | --- |
| Other | 54 | **[TERMINATE]** |
| I do not live in the U.S. | 98 | **[TERMINATE]** |
| Prefer not to answer | 99 | **[TERMINATE]** |

**S3a\_US.** RECODE

|  |  |  |  |
| --- | --- | --- | --- |
| Northeast: | CT, ME, MA, NH, RI, VT, NJ, NY, PA | 1 |  |
| Midwest: | IL, IN, MI, OH, WI, IA, KS, MN, MO, NE, ND, SD | 2 |  |
| South: | DE, DC, FL, GA, MD, NC, SC, VA, WV, AL, KY, MS, TN, AR, LA, OK, TX | 3 |  |
| West: | AZ, CO, ID, MT, NV, NM, UT, WY, AK, CA, HI, OR, WA | 4 |  |

**S4\_US.** What is the last grade in school you completed?

|  |  |  |
| --- | --- | --- |
| Grade school or less | 1 |  |
| Some high school | 2 |  |
| Graduated high school | 3 |  |
| Vocational school/ Technical school | 4 |  |
| Some college | 5 |  |
| Graduated college | 6 | QUAL - IP |
| Post-graduate degree (e.g. MA, MBA, LLD, PhD) | 7 | QUAL - IP |
| Prefer not to answer | 99 | **[TERMINATE]** |

**S5\_US.** Thinking about your annual household income in 2021, which of the following categories best describes your total household income that year?

|  |  |  |
| --- | --- | --- |
| Under $10,000 | 1 |  |
| $10,000 - $24,999 | 2 |  |
| $25,000 - $39,999 | 3 |  |
| $40,000 - $49,999 | 4 |  |
| $50,000 - $59,999 | 5 |  |
| $60,000 - $74,999 | 6 |  |
| $75,000 - $82,499 | 7 | QUAL IP - young |
| $82,500 - $99,999 | 8 | QUAL IP - young |
| $100,000 - $109,999 | 9 | QUAL IP |
| $110,000 - $119,999 | 10 | QUAL IP |
| $120,000 or more | 11 | QUAL IP |
| Don't Know | 98 |  |
| Prefer not to answer | 99 | **[TERMINATE]** |

S6. How often do you follow public policy matters in the news?

|  |  |  |
| --- | --- | --- |
| Nearly every day or every day | 1 | QUAL IP |
| Several times a week | 2 | QUAL IP |
| Once a week | 3 |  |
| I do not focus on public policy matters | 4 |  |
| Prefer not to answer | 99 | **[TERMINATE]** |

S7. How often do you follow business news and information?

|  |  |  |
| --- | --- | --- |
| Nearly every day or every day | 1 | QUAL IP |
| Several times a week | 2 | QUAL IP |
| Once a week | 3 |  |
| Less than once a week | 4 |  |
| Prefer not to answer | 99 | **[TERMINATE]** |

S9. Do you consider yourself to be of Hispanic or Latino/a/x origin? *Please select one response.* [SINGLE SELECT]

|  |  |  |
| --- | --- | --- |
| Yes | 1 |  |
| No | 2 |  |
| Prefer not to answer | 99 |  |

S8. Which of the following best describes your racial background? *Please select all that apply.* [MULTI-SELECT]

|  |  |  |
| --- | --- | --- |
| White or Caucasian | 1 |  |
| Black or African American | 2 |  |
| Asian or Asian American | 3 |  |
| Native Hawaiian or Other Pacific Islander | 4 |  |
| Indigenous American or Indigenous Alaskan | 5 |  |
| Middle Eastern or North African | 6 |  |
| Prefer to self-describe, specify: | 7 | **[SPECIFY]** |
| Prefer not to answer | 99 | **[EXCLUSIVE]** |

S9a. HIDDEN QUESTION: [RACE/ETHNICITY RECODE]

1. NH-White [(S8/01 or 06) and (S9/02 or 99) and S9 ANSWER COUNT = 1]
2. NH-Black [S8/02 and (S9/02 or 99) and S9 ANSWER COUNT = 1]
3. Hispanic [S9/01]
4. NH-Asian [(S8/03 or 04) and (S9/02 or 99) and S9 ANSWER COUNT = 1]
5. NH-Other [(S8/05 or 07) and (S9/02 or 99) and S9 ANSWER COUNT > 1]
6. Prefer not to answer [S8/99 and S9/03]

S9b. Recode (Multi/Biracial)

1. Multiracial [S8 ANSWER COUNT > 1]
2. Non-Multiracial [S8 ANSWER COUNT = 1]

**[NOTE: ADD S100 SECTION FOR AUDIENCE QUALIFICATIONS AND QUOTAS]**

**Compulsory Trust module**

Note: Keep question numbers, wording and order as stated below. If absolutely necessary, for questionnaire flow and data quality purposes, usage or purchase questions can be inserted between ENTS0 and ENTS1. If this is needed, **must confer with the ETM team to confirm it will not present data skew issues.**

**Number of Competitors Recommendation:**

* At Awareness (ENTS0), generally recommend **5** competitors

If you will be asking more companies at Awareness than through the rest of the module, then NO MORE than 15 at Awareness (still recommend 5 competitors through the core module)

FAMILIARITY

ENTS0. How familiar are you with the following [COMPANIES OR BRANDS]?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **SP: [RANDOMIZE, SINGLE SELECT PER ROW]** | Not at all familiar | Slightly familiar  (I have heard the name but not much else) | Moderately familiar | Very familiar | Extremely familiar |
| 1 | CLIENT | 1  **[POTENTIAL TERMINATE – MUST INCLUDE IN BID]** | 2 | 3 | 4 | 5 |
| 2 | COMPETITOR 1 | 1 | 2 | 3 | 4 | 5 |
| 3 | COMPETITOR 2 | 1 | 2 | 3 | 4 | 5 |
| 4 | COMPETITOR 3 | 1 | 2 | 3 | 4 | 5 |
| 5 | COMPETITOR 4 | 1 | 2 | 3 | 4 | 5 |
| 6 | COMPETITOR 5 | 1 | 2 | 3 | 4 | 5 |
|  | ADD AS NEEDED – RECOMMENDED UP TO 5 COMPETITORS | 1 | 2 | 3 | 4 | 5 |

[SHOW IF ENTS0/r1/c2-5]

ENTS0a. What words or phrases come to mind when you think about [COMPANY OR BRAND]? [OPEN END]

TRUST-ENTS

ENTS1. Please indicate how much you trust the following [COMPANIES OR BRANDS] to do what is right, using a 9-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal".

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **SP: [HOLD RANDOM ORDER FROM ENTS0, SINGLE SELECT PER ROW, SHOW ROW IF ENTS0/c2-5]** | Do not trust them at all |  |  |  |  |  |  |  | Trust them a great deal | Don't Know |
| 1 | CLIENT | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 98 |
| 2 | COMPETITOR 1 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 98 |
| 3 | COMPETITOR 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 98 |
| 4 | COMPETITOR 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 98 |
| 5 | COMPETITOR 4 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 98 |
| 6 | COMPETITOR 5 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 98 |
|  | ADD AS NEEDED – RECOMMENDED UP TO 5 COMPETITORS | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 98 |

[IF ENTS1=row1/c07-09] [OPEN END]

ENTS1a. You rated your trust in CLIENT as [PIPE-IN ENTS1/row1 RESPONSE]. Why do you trust [CLIENT] to do what is right?

[IF ENTS1=row1/c01-04] [OPEN END]

ENTS1b. You rated your trust in CLIENT as [PIPE-IN ENTS1/row1 RESPONSE]. Why do you not trust [CLIENT] to do what is right?

ABILITY

ENTS2. How much do you agree or disagree that the following [COMPANIES OR BRANDS] are **good at what they do**?

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **SP: [HOLD RANDOM ORDER FROM ENTS0, SINGLE SELECT PER ROW, SHOW ROW IF ENTS0/c2-5]** | Totally disagree |  |  | Neither agree nor disagree |  |  | Totally agree | Don’t know enough to say |
| 1 | CLIENT | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 2 | COMPETITOR 1 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 3 | COMPETITOR 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 4 | COMPETITOR 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 5 | COMPETITOR 4 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 6 | COMPETITOR 5 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 7 | ADD AS NEEDED – RECOMMENDED UP TO 5 COMPETITORS | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |

INTEGRITY

ENTS3. How much do you agree or disagree that the following [COMPANIES OR BRANDS] are **honest**?

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **SP: [HOLD RANDOM ORDER FROM ENTS0, SINGLE SELECT PER ROW, SHOW ROW IF ENTS0/c2-5]** | Totally disagree |  |  | Neither agree nor disagree |  |  | Totally agree | Don’t know enough to say |
| 1 | CLIENT | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 2 | COMPETITOR 1 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 3 | COMPETITOR 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 4 | COMPETITOR 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 5 | COMPETITOR 4 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 6 | COMPETITOR 5 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 7 | ADD AS NEEDED – RECOMMENDED UP TO 5 COMPETITORS | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |

DEPENDABILITY

ENTS4. How much do you agree or disagree that the following [COMPANIES OR BRANDS] are **keeping their promises**?

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **SP: [HOLD RANDOM ORDER FROM ENTS0, SINGLE SELECT PER ROW, SHOW ROW IF ENTS0/c2-5]** | Totally disagree |  |  | Neither agree nor disagree |  |  | Totally agree | Don’t know enough to say |
| 1 | CLIENT | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 2 | COMPETITOR 1 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 3 | COMPETITOR 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 4 | COMPETITOR 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 5 | COMPETITOR 4 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 6 | COMPETITOR 5 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 7 | ADD AS NEEDED – RECOMMENDED UP TO 5 COMPETITORS | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |

PURPOSE

ENTS5. How much do you agree or disagree that the following [COMPANIES OR BRANDS] are **trying hard to have a positive impact on society**?

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **SP: [HOLD RANDOM ORDER FROM ENTS0, SINGLE SELECT PER ROW, SHOW ROW IF ENTS0/c2-5]** | Totally disagree |  |  | Neither agree nor disagree |  |  | Totally agree | Don’t know enough to say |
| 1 | CLIENT | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 2 | COMPETITOR 1 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 3 | COMPETITOR 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 4 | COMPETITOR 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 5 | COMPETITOR 4 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 6 | COMPETITOR 5 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 7 | ADD AS NEEDED – RECOMMENDED UP TO 5 COMPETITORS | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |

SELF

ENTS6. How much do you agree or disagree that the following [COMPANIES OR BRANDS] are **a good fit with who you are as a person**?

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **SP: [HOLD RANDOM ORDER FROM ENTS0, SINGLE SELECT PER ROW, SHOW ROW IF ENTS0/c2-5]** | Totally disagree |  |  | Neither agree nor disagree |  |  | Totally agree | Don’t know enough to say |
| 1 | CLIENT | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 2 | COMPETITOR 1 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 3 | COMPETITOR 2 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 4 | COMPETITOR 3 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 5 | COMPETITOR 4 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 6 | COMPETITOR 5 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 7 | ADD AS NEEDED – RECOMMENDED UP TO 5 COMPETITORS | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |

Note: a set of five drivers are compulsory for corporations (ENTS7\_CORP) and brands (ENTS7\_BRAND). That will help to build norms. Additional example statements are also provided to facilitate questionnaire creation.

A minimum of 10 statements should be included to provide diagnostic. Ideally, we will have the same number of statements per pillar to ensure we are not giving more weight to one pillar.

Always ask client company or brand and adapt the number of peers asked per respondent to the commissioned length of interview.

NEW SCREEN/ASK ALL

Now we would like to focus in more detail about how specific companies in [**MARKET**] perform on a set of specific behaviors.

**ENTS7\_CORP**. How much do you agree or disagree about the following statements about [COMPANY]? Please use a 7-point scale where 1 means that you ‘strongly disagree’ and 7 means that you ‘strongly agree’.

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | I strongly disagree |  |  |  |  |  | I strongly agree | Don’t know enough to tell |  |
| ABILITY [DO NOT SHOW] | | | | | | | | | |  |
| 1 | **Creates game-changing innovations** | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 | COMPULSORY |
| 2 | Delivers strong business and financial performance | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |  |
| 3 | Delivers high quality products or services | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |  |
| 4 | Attracts and retains the best talent in the industry | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |  |
| 5 | Has a clear vision for the future of the industry | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |  |
| INTEGRITY [DO NOT SHOW] | | | | | | | | | |  |
| 6 | **Factors the company values in its decisions** | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 | COMPULSORY |
| 7 | Provides a diverse and inclusive environment to their employees | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |  |
| 8 | Handles customers’ data with integrity | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |  |
| 9 | Treats their employees well | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |  |
| 10 | Provides transparent and accurate information | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |  |
| 11 | Is fair in the way it does business | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |  |
| DEPENDABILITY [DO NOT SHOW] | | | | | | | | | |  |
| 12 | **Is truthful and transparent in its communication** | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 | COMPULSORY |
| 13 | Takes action to address any issue that could have a negative impact on people | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |  |
| 14 | Takes necessary measures to ensure errors made in the past cannot happen again | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |  |
| 15 | Delivers against the commitments they have communicated | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |  |
| 16 | Consistently operates within its core values | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |  |
| PURPOSE [DO NOT SHOW] | | | | | | | | | |  |
| 17 | **Clearly explains what it stands for as an organization** | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 | COMPULSORY |
| 18 | Cares for their employees’ best interests when making decisions | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |  |
| 19 | Cares for the environment / sustainability when making decisions | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |  |
| 20 | Takes specific actions to support diversity/inclusivity | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |  |
| 21 | Champions values and beliefs that matter to me | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |  |
| SELF [DO NOT SHOW] | | | | | | | | | |  |
| 22 | **Is relevant to my culture and my interests** | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 | COMPULSORY |
| 23 | Creates stories and experiences that are worth my time | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |  |
| 24 | Is a company I could see myself working for if they had a position that matched me | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |  |
| 25 | Supports causes that are important to me | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |  |
| 26 | Has values similar to my own | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |  |
| 27 | Is a company I would defend | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |  |

**ENTS7\_BRAND.** How much do you agree or disagree about the following statements about [COMPANY]? Please use a 7-point scale where 1 means that you ‘strongly disagree’ and 7 means that you ‘strongly agree’.

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | I strongly disagree |  |  |  |  |  | I strongly agree | Don’t know enough to tell |  |
| ABILITY [DO NOT SHOW] | | | | | | | | | |  |
| 1 | **Delivers high quality products or services** | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 | COMPULSORY |
| 2 | Creates products and services that put consumer safety first | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |  |
| 3 | Innovates and adapts to what people really need today | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |  |
| INTEGRITY [DO NOT SHOW] | | | | | | | | | |  |
| 4 | **Does what is right by its customers** | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 | COMPULSORY |
| 5 | Does what is right by its employees | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |  |
| 6 | Consistently behaves in an ethical way | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |  |
| DEPENDABILITY [DO NOT SHOW] | | | | | | | | | |  |
| 7 | **Is truthful and transparent in its communication** | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 | COMPULSORY |
| 8 | Gives value for money | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |  |
| 9 | Keeps its promises, even when something goes wrong | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |  |
| PURPOSE [DO NOT SHOW] | | | | | | | | | |  |
| 10 | **Champions values & beliefs that matter that matter to me** | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 | COMPULSORY |
| 11 | Cares more about people than profit | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |  |
| 12 | Does what it takes to have a positive impact on the environment | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |  |
| SELF [DO NOT SHOW] | | | | | | | | | |  |
| 13 | Is relevant to my culture and my interests | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 | COMPULSORY |
| 14 | Creates stories and experiences that are worth my time | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |  |
| 15 | Is a brand I would defend | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 99 |  |

**Recommended QUESTIONS module**

Note: Questions in this section are the most common ETM questions that have been proven to drive insights. They are optional and their order should be adapted to each client/project objectives.

**RECOMMENDATION - NPS**

ENTS8. How likely is it that you would recommend the following companies to a friend or colleague?

Note: This is the official NPS question and scale. Please do not change, so we can compare ENTS to NPS if useful.

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **SP: [HOLD RANDOM ORDER FROM ENTS0, SINGLE SELECT PER ROW, SHOW ROW IF ENTS0/c2-5]** | Not at all likely |  |  |  |  |  |  |  |  |  | Extremely Likely |
| 1 | CLIENT | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 2 | COMPETITOR 1 | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 3 | COMPETITOR 2 | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 4 | COMPETITOR 3 | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 5 | COMPETITOR 4 | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

Note: If you would like to include this recode for Promoters, Passives and Detractors, you will also need to include ENTS10 BEFORE this Recode.

ENTS8. HIDDEN QUESTION: NPS RECODE

1. PROMOTERS (ENTS8/10 or 9 AND USERS of brand and corporation at ENTS11/1)
2. PASSIVES (ENTS8/8 or 7 AND USERS of brand and corporation at ENTS11/1)
3. DETRACTORS (ENTS8/0-6 AND USERS of brand and corporation at ENTS11/1)

Note: Consider using **either** ENTS9 or ENTS9a.

MEDIA BUZZ

ENTS9. Have you read, heard or seen anything in the news about the following companies and was the news positive, negative or neutral?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | SP: [HOLD RANDOM ORDER FROM ENTS0, SINGLE SELECT PER ROW, SHOW ROW IF ENTS0/c2-5] | Yes, and the news was **positive** | Yes, and the news was **negative** | Yes, and the news was **neutral** | No, I did not read, see or hear any news | Don’t know |
| 1 | CLIENT | 1 | 2 | 3 | 4 | 98 |
| 2 | COMPETITOR 1 | 1 | 2 | 3 | 4 | 98 |
| 3 | COMPETITOR 2 | 1 | 2 | 3 | 4 | 98 |
| 4 | COMPETITOR 3 | 1 | 2 | 3 | 4 | 98 |
| 5 | COMPETITOR 4 | 1 | 2 | 3 | 4 | 98 |

ENTS9\_OPEN. [ASK IF SAW NEWS ON CLIENT, ENTS9/r1/c1-c3]

What specifically did you see, hear, or read about [CLIENT]? Please be as specific as possible.

1. [OPEN-END TEXT BOX]
2. Not sure [EXCLUSIVE]

GENERAL BUZZ

ENTS9a. Which of the following statements best describes the buzz aboutthe following brands right now? By “buzz” we mean what you are hearing about the brand in the news, on social media, or in conversations.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| SP: [HOLD RANDOM ORDER FROM ENTS0, SINGLE SELECT PER ROW, SHOW ROW IF ENTS0/c2-5] | Right now, the buzz about this brand is  very positive | Right now, the buzz about this brand is quite positive | Right now, the buzz about this brand is neutral | Right now, the buzz about this brand is  quite negative | Right now, the buzz about this brand is  very negative | I haven’t heard much about this brand lately |
| CLIENT | 1 | 2 | 3 | 4 | 5 | 99 |
| COMPETITOR 1 | 1 | 2 | 3 | 4 | 5 | 99 |
| COMPETITOR 2 | 1 | 2 | 3 | 4 | 5 | 99 |
| COMPETITOR 3 | 1 | 2 | 3 | 4 | 5 | 99 |
| COMPETITOR 4 | 1 | 2 | 3 | 4 | 5 | 99 |

ENTS9a\_OPEN. [ASK IF SAW NEWS OF CLIENT, ENTS8a/r1/c1-c5]

What specifically did you see, hear, or read about [CLIENT]? Please be as specific as possible.

1. [OPEN-END TEXT BOX]
2. Not sure [EXCLUSIVE]

BEST DAYS AHEAD

ENTS10. Based on what you know about the following companies, would you say its best days are ahead or its best days are behind it?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **SP: [HOLD RANDOM ORDER FROM ENTS0, SINGLE SELECT PER ROW, SHOW ROW IF ENTS0/c2-5]** | Its best days are ahead | Its best days are behind it | Don’t know |
| 1 | CLIENT | 1 | 2 | 98 |
| 2 | COMPETITOR 1 | 1 | 2 | 98 |
| 3 | COMPETITOR 2 | 1 | 2 | 98 |
| 4 | COMPETITOR 3 | 1 | 2 | 98 |
| 5 | COMPETITOR 4 | 1 | 2 | 98 |

USAGE

ENTS11. When thinking about the following companies, which statement below describes whether you use their products or services?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | SP: [HOLD RANDOM ORDER FROM ENTS0, SINGLE SELECT PER ROW, SHOW ROW IF ENTS0/c2-5] | I currently use their products or services | I used to use their products or services, but don’t now | I have never used their products or services |
| 1 | CLIENT | 1 | 2 | 3 |
| 2 | COMPETITOR 1 | 1 | 2 | 3 |
| 3 | COMPETITOR 2 | 1 | 2 | 3 |
| 4 | COMPETITOR 3 | 1 | 2 | 3 |
| 5 | COMPETITOR 4 | 1 | 2 | 3 |

**CAMPAIGN/ MESSAGE TESTING module**

INT1. For the next few questions, we are going to show you a set of messages. These messages will focus on [INSERT FOCUS OF MESSAGE TESTING].

Q1. For the message below, please use the different colored markers to select any part of the message to indicate how you feel. **[INSERT PRELOADED THEME AS TEXT HIGHLIGHTER EXERCISE]**

1. Dislike [RED]

2. Like [GREEN]

Q2. How much do you agree or disagree with the following statements about the message listed below? **[GRID] [PRELOAD MESSAGING STATEMENT AS LINK]**

**[COLUMNS]**

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly Agree

**[ROWS][RANDOMIZE]**

1. This is believable
2. This is relevant to me
3. This is genuine
4. This is easy to understand
5. This is directed at someone like me

**Testing trust post-exposure to statements:**

Q3. Please indicate how much you trust [CLIENT] to do what is right, based on what you’ve heard today.

*Using a 9-point scale where 1 means that you “do not trust them at all” and 9 means that you “trust them a great deal”.*

*When evaluating [CLIENT], please think about the company as whole, rather than their specific products and services.* [SINGLE SELECT PER ROW, GRID]

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| I do not trust them at all |  |  |  |  |  |  |  | I trust them a great deal | Don’t Know |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 98 |

**CLASSIFICATION & DEMOGRAPHICS**

Note: Those classification questions are not compulsory. They are meant to facilitate questionnaire creation. Classification questions need to be adapted to the client/project needs.

INT2. Finally, we’d like to the following questions that will be used for classification purposes, only.

D1. Which of the following best describes your current employment status?

|  |  |
| --- | --- |
| 1 | Employed full-time |
| 2 | Employed part-time / Contract |
| 3 | Unemployed |
| 4 | Retired |
| 5 | Student |
| 6 | Homemaker/Caregiver/Stay-at-home parent |
| 7 | Other |

D2. Which of the following areas best describes your current professional area of focus?

|  |  |
| --- | --- |
| 1 | Aerospace, Defence & Security |
| 2 | Asset and Wealth Management |
| 3 | Automotive |
| 4 | Banking & Capital Markets |
| 5 | Consumer Markets |
| 6 | Energy, Utilities & Resources |
| 7 | Engineering & Construction |
| 8 | Financial Services |
| 9 | Government & Public Services |
| 10 | Healthcare |
| 11 | Hospitality & Leisure |
| 12 | Industrial Manufacturing |
| 13 | Insurance |
| 14 | News media |
| 15 | Pharmaceuticals & Life Sciences |
| 16 | Technology |
| 17 | Telecommunications |
| 18 | Transportation & Logistics |
| 19 | Other (SPECIFY) \_\_\_\_\_ [ANCHOR] |
| 99 | None of the above [ANCHOR, EXCLUSIVE] |

D3. How would you describe your political beliefs?

1. Very conservative
2. Somewhat conservative
3. Moderate
4. Somewhat liberal
5. Very liberal
6. Other
7. Prefer not to answer

QC2: In what year were you born? [Open numeric, allow responses 1900-2022]

DQC2.HIDDEN RECODE for QC2

1: (2022-S2) is +/- 2 of QC2 or equal

2: (2022-S2) is more than +/- 2 of QC

Those are all the questions we have for you today. Thank you for completing our survey.