**University of Notre Dame**

Trust & Reputation Survey Questionnaire

January 2022

**CONFIDENTIAL**

Please find below a comprehensive quantitative survey questionnaire customized for Phase I of Notre Dame’s Trust and Reputation research.

The specific research objectives of this survey are to:

* Benchmark and understand current perceptions of Notre Dame among core stakeholder groups;
* Identify the drivers of trust in Notre Dame and its brand reputation; and
* Inform the roadmap for Notre Dame to communicate its value proposition as well as a future communications playbook to align communications initiatives and measures.

The survey will be 20-minutes long and will be fielded among three audiences, including:

* National Informed Public (n=1,000): U.S. adults ages 25-64 with a college degree, household income of at least $75K (if ages 25-34) or $100K (if ages 35-64), and who follow public policy and business news at least several times a week
* Note: This audience will be tracked for religious affiliation and, if necessary, will be supplemented by an oversample to ensure a readable base size of Catholics (n=250 including natural fallout from National Informed Public sample)
* Opinion Leaders in Data, Technology, Defense, Science, and Business (n=500): U.S. adults ages 25+ with at least a bachelor's degree who either:
  + Influence, write, or shape policy in data, technology, defense, science, or business/economics; or
  + Are business leaders (Director+) in data, technology, defense, science, or business/economics
* Alumni (n=300), recruited via existing lists owned by Notre Dame: Graduates from the University of Notre Dame, including:
  + 200 undergraduate alumni
  + 100 graduate alumni
* Donors (n=300), recruited via existing lists owned by Notre Dame: Individuals who donate to the University of Notre Dame

**Note**: University alumni/donors will be recruited by the University. Edelman DxI will host the University alumni survey for 21 days (3 weeks). The University alumni sample will be representative across target population donations and/or demographics, as provided by the University. University alumni respondents will be recruited to take the survey in up to 4 waves of survey invitation emails to be sent by the University.

Edelman DxI will provide 3 updates on University alumni demographic fallout during the 21-day fieldwork period so the University can target its alumni recruitment efforts accordingly. Only responses collected during the 21-day period will be included in the analysis. Participants will opt in to take the survey, and at the conclusion of the survey, participants will be asked if they would like to provide their name, email address, and shipping address for an incentive sweepstakes to be administered by the University.

Document navigation:

* To skip to the questionnaire outline, click [here](#QuestionnaireOutline)
* To skip to the respondent screening questions, click [here](#ScreeningQuestions)
* To skip to the questionnaire, click [here](#Questionnaire)
  + To skip directly to the trust drivers, click [here](#TrustDrivers)
  + To skip directly to the pillar statements, click [here](#PillarStatements)
  + To skip directly to Catholicism-related statements, click [here](#CatholicismStatements)

**QUESTIONNAIRE OUTLINE**

1. **Screening Questions**
2. **University Trust & Reputation**
   1. Trust the following universities to do what is right
   2. University brand equity / perceptions
      1. Open-ended associations (what words or phrases immediately come to mind?)
      2. Perception (positive/negative)
      3. Best days ahead/behind
      4. Likelihood to recommend
   3. University news recall
      1. News recall
      2. Open end about what news
      3. Impact of news on perceptions
   4. Drivers of trust & reputation
3. **University Pillar Deep-Dive**

*Pillars: Faith/Religious identity, Athletics, Academics, Global presence, Research*

* 1. Importance of each pillar in opinion of a university (general importance, not about a specific university)
  2. Degree of association of each pillar with each university
  3. Pillar-related trust & reputation drivers

1. **Notre Dame Leadership Trust & Reputation**

*Leadership: Overall university, Athletics, Academics, Research, Faith*

* 1. Familiarity with leadership
  2. Perception of leadership (positive/negative)
  3. Trust in leadership

1. **Notre Dame Catholicism Deep-Dive**
   1. Perception of Notre Dame as a Catholic university
   2. Catholicism-related statements
2. **Additional Demographics**
   1. Alumni demographics not asked in screener
   2. Catholicism-related questions
   3. Media-related questions

**SCREENING QUESTIONS**

**P1.**

1. **National Informed Public**
2. **National Informed Public Catholic Oversample**
3. **Opinion Leaders in Data, Tech, Defense, Science, and Business**
4. **Alumni**
5. **Donors**

S1. **[ASK P1/1-3 INFORMED PUBLIC + CATHOLIC OVERSAMPLE, OPINION LEADERS]** 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 understand audiences like you. All information collected and processed will be done in accordance with local and international data protection laws.

**[ASK P1/4-5 ALUMNI, DONORS]** 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 understand perceptions of the University of Notre Dame. All information collected and processed will be done in accordance with local and international data protection laws.

**[ASK ALL AUDIENCES]** Based on the information above, do you agree to participate? **[SINGLE SELECT]**

1. Yes
2. No **[TERMINATE]**

**[DISPLAY TO RESPONDENT ON SEPARATE SCREEN] [IF P1/1-3 INFORMED PUBLIC + CATHOLIC OVERSAMPLE, OPINION LEADERS]** Thank you for your interest in participating in this survey. The survey should take about 20 minutes to complete.

**[DISPLAY TO RESPONDENT ON SEPARATE SCREEN] [IF P1/4-5 ALUMNI, DONORS]** Thank you for your interest in participating in this survey. The survey should take about 15 minutes to complete.

S2. **[ASK P1/1-3 INFORMED PUBLIC + CATHOLIC OVERSAMPLE, OPINION LEADERS ONLY]** What is your gender? **[SINGLE SELECT]**

* 1. Man
  2. Woman
  3. Non-binary
  4. Prefer to self-describe, please specify: **[OPEN]**
  5. Prefer not to answer

S3. **[ASK ALL AUDIENCES]** Please indicate your current age. **[OPEN-END NUMERIC] [FOR ALL AUDIENCES, TERMINATE IF UNDER 18; FOR P1/1-3 INFORMED PUBLIC + CATHOLIC OVERSAMPLE, OPINION LEADERS, TERMINATE IF UNDER 25; FOR P1/1-2 INFORMED PUBLIC + CATHOLIC OVERSAMPLE, TERMINATE IF OVER 64] [ADD CHECKBOX FOR ‘PREFER NOT TO ANSWER’ AND TERMINATE IF SELECTED]**

**S3a\_RECODE [HIDDEN QUESTION] [CODE INTO AGE RANGE]**

1. Under 18 **[TERMINATE]**
2. 18-24 **[TERMINATE IF P1/1-2]**
3. 25-34
4. 35-44
5. 45-54
6. 55-64
7. 65 or older **[TERMINATE IF P1/1]**

**S3b\_RECODE [HIDDEN QUESTION] [CODE INTO GENERATION]**

1. Under 18 **[TERMINATE]**
2. 18-26 (Gen Z)
3. 27-42 (Millennial)
4. 43-58 (Gen X)
5. 59-77 (Boomer)
6. 78+ (Silent)

S4. **[ASK P1/1-3 INFORMED PUBLIC + CATHOLIC OVERSAMPLE, OPINION LEADERS ONLY]** What is your current state of residency? **[INSERT DROP-DOWN MENU OF 50 STATES AND WASHINGTON, DC WITH CENSUS REGION RECODE] [ADD TWO CHECKBOXES BELOW]**

01 I do not live in the United States **[TERMINATE]**

02 Prefer not to answer **[TERMINATE]**

**S4a\_RECODE [HIDDEN QUESTION] [CODE INTO U.S. CENSUS REGIONS BASED ON THE FOLLOWING]**

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

S5. **[ASK P1/1-3 INFORMED PUBLIC + CATHOLIC OVERSAMPLE, OPINION LEADERS ONLY]** Do you consider yourself to be of Hispanic or Latino/a/x origin? *Please select one response.* **[SINGLE SELECT]**

1. Yes
2. No
3. Prefer not to answer

S6. **[ASK P1/1-3 INFORMED PUBLIC + CATHOLIC OVERSAMPLE, OPINION LEADERS ONLY]** Which of the following best describes your racial background? *Please select all that apply.* **[MULTISELECT]**

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

**S6a Recode (Race/Ethnicity)**

1. Hispanic [S5=01]
2. NH-Asian [S5=02,03 AND S6=03,04 AND S6 ANSWER COUNT = 1]
3. NH-Black [S5=02,03 AND S6=02 AND S6 ANSWER COUNT = 1]
4. NH-White [S5=02,03 AND S6=01,06 AND S6 ANSWER COUNT = 1]
5. NH-Other [S5=02,03 AND S6=05,07 OR S6 ANSWER COUNT > 1]

**S6b Recode (Multiracial)**

1. Multiracial [S6 ANSWER COUNT > 1]
2. Non-Multiracial [S6 ANSWER COUNT = 1]

S7. **[ASK P1/1-3 INFORMED PUBLIC + CATHOLIC OVERSAMPLE, OPINION LEADERS ONLY]** What is the last grade in school you completed? **[SINGLE SELECT]**

1. Grade school or less (Grade 1-8) **[TERMINATE IF P1/1-3 INFORMED PUBLIC + CATHOLIC OVERSAMPLE, OPINION LEADERS]**
2. Some high school (Grade 9-11) **[TERMINATE IF P1/1-3 INFORMED PUBLIC + CATHOLIC OVERSAMPLE, OPINION LEADERS]**
3. High school graduate **[TERMINATE IF P1/1-3 INFORMED PUBLIC + CATHOLIC OVERSAMPLE, OPINION LEADERS]**
4. Still in college **[TERMINATE IF P1/1-3 INFORMED PUBLIC + CATHOLIC OVERSAMPLE, OPINION LEADERS]**
5. Some college, no degree **[TERMINATE IF P1/1-3 INFORMED PUBLIC + CATHOLIC OVERSAMPLE, OPINION LEADERS]**
6. Associate degree **[TERMINATE IF P1/1-3 INFORMED PUBLIC + CATHOLIC OVERSAMPLE, OPINION LEADERS]**
7. Bachelor’s degree
8. Post-graduate degree
9. Other professional degree, please specify: **[OPEN] [MONITOR]**
10. Prefer not to answer **[TERMINATE]**

S8. **[ASK P1/1-3 INFORMED PUBLIC + CATHOLIC OVERSAMPLE, OPINION LEADERS ONLY]** Thinking about your annual **household** income in 2021, which of the following categories best describes your **total household** income that year? **[SINGLE SELECT]**

1. Under $10,000 **[TERMINATE IF P1/1] [ADD DQ FLAG IF P1/3 OPINION LEADERS]**
2. $10,000 - $24,999 **[TERMINATE IF P1/1] [ADD DQ FLAG IF P1/3 OPINION LEADERS]**
3. $25,000 - $39,999 **[TERMINATE IF P1/1] [ADD DQ FLAG IF P1/3 OPINION LEADERS]**
4. $40,000 - $49,999 **[TERMINATE IF P1/1] [ADD DQ FLAG IF P1/3 OPINION LEADERS]**
5. $50,000 - $59,999 **[TERMINATE IF P1/1]**
6. $60,000 - $74,999 **[TERMINATE IF P1/1]**
7. $75,000 - $82,499 **[ONLY QUALIFY AS P1/1-2 INFORMED PUBLIC + CATHOLIC OVERSAMPLE IF AGES 25-34]**
8. $82,500 - $99,999 **[ONLY QUALIFY AS P1/1-2 INFORMED PUBLIC + CATHOLIC OVERSAMPLE IF AGES 25-34]**
9. $100,000 - $109,999
10. $110,000 - $119,999
11. $120,000 or more
12. Don't know **[TERMINATE]**
13. Prefer not to answer **[TERMINATE]**

S9. **[ASK P1/1-3 INFORMED PUBLIC + CATHOLIC OVERSAMPLE, OPINION LEADERS ONLY]** Which of the following best describes your faith/religious affiliation? **[SINGLE SELECT]**

1. Christian, Protestant
2. Christian, Catholic
3. Christian, Evangelical

04 Jewish

05 Mormon

06 Muslim

07 Hindu

08 Buddhist

09 Sikh

10 Other, please specify: **[OPEN]**

11 None

12 Prefer not to answer

S10. **[ASK P1/1-2 INFORMED PUBLIC + CATHOLIC OVERSAMPLE ONLY]** How often do you follow public policy matters in the news? **[SINGLE SELECT]**

1. Nearly every day
2. Several times a week
3. Once a week **[TERMINATE]**
4. Less than once a week **[TERMINATE]**
5. I do not pay attention to public policy matters **[TERMINATE]**
6. Don’t know/prefer not to answer **[TERMINATE]**

S11. **[ASK P1/1-2 INFORMED PUBLIC + CATHOLIC OVERSAMPLE ONLY]** How often do you follow business news and information? **[SINGLE SELECT]**

1. Nearly every day
2. Several times a week
3. Once a week **[TERMINATE]**
4. Less than once a week **[TERMINATE]**
5. I do not pay attention to business news and information **[TERMINATE]**
6. Don’t know/prefer not to answer **[TERMINATE]**

S12. **[ASK P1/1-3 INFORMED PUBLIC + CATHOLIC OVERSAMPLE, OPINION LEADERS]** Which of the following best describes your employment status? **[SINGLE SELECT]**

1. Employed full-time
2. Employed part-time
3. Self-employed
4. Unemployed **[TERMINATE IF P1/2 OPINION LEADERS]**
5. Stay-at-home parent/caretaker **[TERMINATE IF P1/2 OPINION LEADERS]**
6. Student **[TERMINATE IF P1/2 OPINION LEADERS]**
7. Retired **[TERMINATE IF P1/2 OPINION LEADERS]**
8. Other **[TERMINATE IF P1/2 OPINION LEADERS]**

S13. **[ASK P1/3 OPINION LEADERS ONLY]** Which of the following **best** describes where you work? **[SINGLE SELECT]**

1. Private corporation
2. Public corporation
3. Small to medium-sized business (excluding Nonprofit organizations) **[TERMINATE]**
4. Consumer advocacy organization
5. Nonprofit association
6. Trade association
7. College, university, or other academic setting
8. Think tank or research institute
9. Non-governmental, multi-lateral organization (for example, the World Bank, World Health Organization, World Trade Organization)
10. Law firm
11. Lobbying firm
12. Local government agency
13. State government agency
14. Federal government agency
15. None of these **[TERMINATE]**

S14. **[ASK P1/3 OPINION LEADERS ONLY]** In your day-to-day job role, do you work in or deal with any of the following issue areas/topics? *Please select all that apply.* **[MULTI SELECT] [MUST SELECT ONE OF 01, 03-04, 09 TO CONTINUE]**

1. Business and Economics **[MUST SELECT ONE TO CONTINUE]**
2. Children, Families, and Communities
3. Cyber and Data Sciences **[MUST SELECT ONE TO CONTINUE]**
4. Defense and Security **[MUST SELECT ONE TO CONTINUE]**
5. Education and Literacy
6. Energy and Environment
7. Health, Healthcare, and Aging
8. Infrastructure and Transportation
9. Science and Technology **[MUST SELECT ONE TO CONTINUE]**
10. None of the above **[EXCLUSIVE] [TERMINATE]**

S15. **[ASK IF S13/01-02 CORPORATE SECTOR]** Which of the following best describes, or is equivalent to, your current job role? **[SINGLE SELECT]**

1. C-Suite Executive (e.g., CEO, COO, CFO, etc.)
2. President
3. Executive Vice President
4. Senior Vice President
5. Vice President
6. Senior Director
7. Director
8. Manager **[TERMINATE]**
9. Team Lead **[TERMINATE]**
10. Supervisor **[TERMINATE]**
11. Administrator **[TERMINATE]**
12. Individual Contributor **[TERMINATE]**
13. Other **[TERMINATE]**

S16. **[ASK IF S13/04-09, 11-14 PUBLIC SECTOR, NON-PROFIT, ACADEMIA]** In your current role which, if any, of the following describe your primary job responsibilities? *Please select all that apply.* **[MULTI SELECT]**

1. Researching policy/legislation **[QUALIFY AS OPINION LEADER]**
2. Advising on policy/legislation **[QUALIFY AS OPINION LEADER]**
3. Writing or drafting policy/legislation **[QUALIFY AS OPINION LEADER]**
4. Lobbying for policy/legislation
5. None of these **[TERMINATE]**

S17. **[ASK IF S16/01-03]** How long have you worked on policy issues? **[SINGLE SELECT]**

1. Less than 1 year **[TERMINATE]**
2. 1 year to less than 2 years **[TERMINATE]**
3. 2 years to less than 5 years
4. 5 or more years

ENTS0. **[ASK ALL AUDIENCES]** How familiar are you with the following universities? **[SINGLE SELECT] [RANDOMIZE ROWS]**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | Not at all familiar | Slightly familiar  (I have heard the name but not much else) | Moderately familiar | Very familiar | Extremely familiar |
| 01 | The University of Notre Dame | 1  **[TERMINATE IF P1/1-3 INFORMED PUBLIC + CATHOLIC OVERSAMPLE, OPINION LEADERS] [ADD DQ FLAG IF P1/4-5 ALUMNI, DONORS]** | 2 | 3 | 4 | 5 |
| 02 | Stanford University | 1 | 2 | 3 | 4 | 5 |
| 03 | The University of Michigan | 1 | 2 | 3 | 4 | 5 |
| 04 | Duke University | 1 | 2 | 3 | 4 | 5 |
| 05 | Northwestern University | 1 | 2 | 3 | 4 | 5 |
| 06 | Harvard University | 1 | 2 | 3 | 4 | 5 |
| 07 | The University of North Carolina at Chapel Hill | 1 | 2 | 3 | 4 | 5 |
| 08 | The University of Southern California | 1 | 2 | 3 | 4 | 5 |
| 09 | Vanderbilt University | 1 | 2 | 3 | 4 | 5 |
| 10 | Ramsel University – **DUMMY** | 1 | 2  **[TERMINATE IF P1/1-3 INFORMED PUBLIC + CATHOLIC OVERSAMPLE, OPINION LEADERS] [ADD DQ FLAG IF P1/4-5 ALUMNI, DONORS]** | 3  **[TERMINATE IF P1/1-3 INFORMED PUBLIC + CATHOLIC OVERSAMPLE, OPINION LEADERS] [ADD DQ FLAG IF P1/4-5 ALUMNI, DONORS]** | 4 **[TERMINATE IF P1/1-3 INFORMED PUBLIC + CATHOLIC OVERSAMPLE, OPINION LEADERS] [ADD DQ FLAG IF P1/4-5 ALUMNI, DONORS]** | 5 **[TERMINATE IF P1/1-3 INFORMED PUBLIC + CATHOLIC OVERSAMPLE, OPINION LEADERS] [ADD DQ FLAG IF P1/4-5 ALUMNI, DONORS]** |

S18. **[ASK P1/1-3 INFORMED PUBLIC + CATHOLIC OVERSAMPLE, OPINION LEADERS]** Are you an alumnus/alumna, current student, faculty, or staff at any of the following colleges/universities? *Please select all that apply.* **[DISPLAY AS GRID] [MAINTAIN ORDER OF ENTS0]**

**[ROWS]**

01 The University of Notre Dame

02 Stanford University

03 The University of Michigan

04 Duke University

05 Northwestern University

06 Harvard University

07 The University of North Carolina at Chapel Hill

08 The University of Southern California

09 Vanderbilt University

10 Ramsel University **[DUMMY]**

**[COLUMNS, MULTI SELECT]**

1. Alumnus/Alumna **[IF P1/1-3, TERMINATE IF 10]**
2. Current student **[IF P1/1-3, TERMINATE IF 01, 10]**
3. Faculty **[IF P1/1-3, TERMINATE IF 01, 10]**
4. Staff **[IF P1/1-3, TERMINATE IF 01, 10]**
5. None of these             **[EXCLUSIVE]**

**S100\_OVERALL AUDIENCE QUALIFIER**

**S100A\_NATIONAL INFORMED PUBLIC (n=1,000)**

TO QUALIFY, RESPONDENTS MUST:

* P1/1
* Consent (S1/01)
* Be 25-64 (S3 AGE RECODE/03-06)
* Live in the U.S. (S4 REGION RECODE/01-04)
* Have a college degree (S7/07-09)
* Have an HHI of $75K+ if ages 25-34 (S8/07-11 IF AGES 25-34) or $100K+ if ages 35-64 (S8/09-11 IF AGES 35-64)
* Follow public policy matters regularly (S10/01-02)
* Follow business news regularly (S11/01-02)
* Be at least slightly familiar with Notre Dame (ENTS0A=02-05)
* Not be a current student or faculty/staff at Notre Dame (S18/01≠02-04)

**S100B\_NATIONAL INFORMED PUBLIC CATHOLIC OVERSAMPLE (n=COUNTER)**

TO QUALIFY, RESPONDENTS MUST:

* P1/2
* Consent (S1/01)
* Be 25-64 (S3 AGE RECODE/03-06)
* Live in the U.S. (S4 REGION RECODE/01-04)
* Have a college degree (S7/07-09)
* Have an HHI of $75K+ if ages 25-34 (S8/07-11 IF AGES 25-34) or $100K+ if ages 35-64 (S8/09-11 IF AGES 35-64)
* Identify as Catholic (S9/02)
* Follow public policy matters regularly (S10/01-02)
* Follow business news regularly (S11/01-02)
* Be at least slightly familiar with Notre Dame (ENTS0A=02-05)
* Not be a current student or faculty/staff at Notre Dame (S18/01≠02-04)

**S100C\_OPINION LEADERS IN DATA, TECH, DEFENSE, SCIENCE, BUSINESS (n=500)**

TO QUALIFY, RESPONDENTS MUST:

* P1/3
* Consent (S1/01)
* Be 25+ (S3 AGE RECODE/03-07)
* Live in the U.S. (S4 REGION RECODE/01-04)
* Have a college degree (S7/07-09)
* Be employed (S12/01-03)
* Work in the corporate, nonprofit, or government sector (S13/01-02, 04-09, 11-14)
* Work in data, tech, defense, science, and/or business (MUST SELECT ONE OF S14/01, 03-04, 09)
* If in corporate sector, be a Director+ (S15/01-07)
* If in nonprofit/government sector, research, write, or advise on policy (S16/01-03) and have worked on policy for at least 2 years (S17/03-04)
* Be at least slightly familiar with Notre Dame (ENTS0A=02-05)
* Not be a current student or faculty/staff at Notre Dame (S18/01≠02-04)

**S100D\_NOTRE DAME ALUMNI (n=300)**TO QUALIFY, RESPONDENTS MUST:

* P1/4
* Consent (S1/01)
* Be 18+ (S3 AGE RECODE/02-07)

**S100E\_NOTRE DAME DONORS (n=300)**

TO QUALIFY, RESPONDENTS MUST:

* P1/5
* Consent (S1/01)
* Be 18+ (S3 AGE RECODE/02-07)

**[NOTE: Unless they do not consent to take the survey or say they are under 18, we will not terminate any respondents coming from Notre Dame distribution lists. Instead, we will ask traditional screening questions in the demographics section and flag potential disqualifying responses for review and will remove these respondents from our data on the back end if they do not meet criteria.]**

1. **NATIONAL INFORMED PUBLIC (S100A)                                                                          n=1,000**
2. **NATIONAL INFORMED PUBLIC CATHOLIC OVERSAMPLE (S100B)                 n=COUNTER**
3. **OPINION LEADERS IN DATA, TECH, DEFENSE, SCIENCE, BUSINESS (S100C)            n=500**
4. **NOTRE DAME ALUMNI DONORS (S100D)                                                                       n=300**

**S101\_NATIONAL INFORMED PUBLIC CATHOLIC (n=250 INCLUDING FALLOUT FROM NATIONAL INFORMED PUBLIC SAMPLE)**

1. NATIONAL INFORMED PUBLIC CATHOLIC FROM NATUAL FALLOUT (S100A AND S9/02)
2. NATIONAL INFORMED PUBLIC CATHOLIC FROM OVERSAMPLE (S100B)

**S102 OPINION LEADER CORPORATE/NON-CORPORATE TRACKING**

1. CORPORATE OPINION LEADER (S100C AND S13/01-03, 10)
2. GOVERNMENT OPINION LEADER (S100C AND S13/12-14)
3. OTHER OPINION LEADER (S100C AND S13/04-09, 11)

**S103 OPINION LEADER SECTOR TRACKING**

1. BUSINESS AND ECONOMICS OPINION LEADER (S100A AND S14/01)
2. CYBER AND DATA SCIENCES OPINION LEADER (S100A AND S14/03)
3. DEFNSE AND SECURITY OPINION LEADER (S100A AND S14/04)
4. SCIENCE AND TECHNOLOGY OPINION LEADER (S100A AND S14/09)

**S104 UNDERGRAD/GRAD ALUMNI TRACKING**

1. Undergraduate Alumni (S100D AND D1/01)
2. Graduate Alumni (S100D AND D1/02)

**S105 GENDER TRACKING**

1. NATIONAL INFORMED PUBLIC MAN (S100A AND S2/01)
2. NATIONAL INFORMED PUBLIC WOMAN (S100A AND S2/02)
3. NATIONAL INFORMED PUBLIC OTHER (S100A AND S2/03-05)
4. OPINION LEADERS MAN (S100C AND S2/01)
5. OPINION LEADERS WOMAN (S100C AND S2/02)
6. OPINION LEADERS OTHER (S100C AND S2/03-05)
7. ALUMNI MAN (S100D AND S2/01)
8. ALUMNI WOMAN (S100D AND S2/02)
9. ALUMNI OTHER (S100D AND S2/03-05)
10. DONORS MAN (S100E AND S2/01)
11. DONORS WOMAN (S100E AND S2/02)
12. DONORS OTHER (S100E AND S2/03-05)

**S106 GENERATION TRACKING**

1. NATIONAL INFORMED PUBLIC GENZ (S100A AND S3b/02)
2. NATIONAL INFORMED PUBLIC MILLENNIAL (S100A AND S3b/03)
3. NATIONAL INFORMED PUBLIC GEN X (S100A AND S3b/04)
4. NATIONAL INFORMED PUBLIC BOOMER (S100A AND S3b/05)
5. OPINION LEADERS GENZ (S100C AND S3b/02)
6. OPINION LEADERS MILLENNIAL (S100C AND S3b/03)
7. OPINION LEADERS GEN X (S100C AND S3b/04)
8. OPINION LEADERS BOOMER (S10CB AND S3b/05)
9. ALUMNI GENZ (S100D AND S3b/02)
10. AUMNI MILLENNIAL (S100D AND S3b/03)
11. ALUMNI GEN X (S100D AND S3b/04)
12. ALUMNI BOOMER (S100D AND S3b/05)
13. DONORS GENZ (S100E AND S3b/02)
14. DONORS MILLENNIAL (S100E AND S3b/03)
15. DONORS GEN X (S100E AND S3b/04)
16. DONORS BOOMER (S100E AND S3b/05)

**S107 REGION TRACKING**

1. NATIONAL INFORMED PUBLIC NORTHEAST (S100A AND S4a\_RECODE/01)
2. NATIONAL INFORMED PUBLIC MIDWEST (S100A AND S4a\_RECODE/02)
3. NATIONAL INFORMED PUBLIC SOUTH (S100A AND S4a\_RECODE/03)
4. NATIONAL INFORMED PUBLIC WEST (S100A AND S4a\_RECODE/04)
5. OPINION LEADERS NORTHEAST (S100C AND S4a\_RECODE/01)
6. OPINION LEADERS MIDWEST (S100C AND S4a\_RECODE/02)
7. OPINION LEADERS SOUTH (S100C AND S4a\_RECODE/03)
8. OPINION LEADERS WEST (S10CB AND S4a\_RECODE/04)
9. ALUMNI NORTHEAST (S100D AND S4a\_RECODE/01)
10. AUMNI MIDWEST (S100D AND S4a\_RECODE/02)
11. ALUMNI SOUTH (S100D AND S4a\_RECODE/03)
12. ALUMNI WEST (S100D AND S4a\_RECODE/04)
13. DONORS NORTHEAST (S100E AND S4a\_RECODE/01)
14. DONORS MIDWEST (S100E AND S4a\_RECODE/02)
15. DONORS SOUTH (S100E AND S4a\_RECODE/03)
16. DONORS WEST (S100E AND S4a\_RECODE/04)

**QUESTIONNAIRE**

*UNIVERSITY TRUST & REPUTATION*

**[DISPLAY TO P1/1-3 INFORMED PUBLIC + CATHOLIC OVERSAMPLE, OPINION LEADERS]** Thank you for participating in this research.

To get started, we will ask you some questions about the universities you saw earlier.

**[DISPLAY TO P1/4-5 ALUMNI, DONORS ONLY]** Thank you for participating in this research.

Please note that your responses are completely confidential and will not affect your current or future standing with the University of Notre Dame, if any. Your input will be very valuable.

To get started, we will ask you some questions about the universities you saw earlier.

ENTS1. **[ASK ALL AUDIENCES]** How much do you trust the following universities to do what is right? **[SINGLE SELECT] [****MAINTAIN ORDER OF ENTS0] [ONLY SHOW UNIVERSITIES RESPONDENT IS FAMILIAR WITH; ENTS0/01-09=2-5]**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Do not trust them at all |  |  |  |  |  |  |  | Trust them a great deal | Don’t know |
| 01 | The University of Notre Dame | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 98 |
| 02 | Stanford University | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 98 |
| 03 | The University of Michigan | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 98 |
| 04 | Duke University | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 98 |
| 05 | Northwestern University | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 98 |
| 06 | Harvard University | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 98 |
| 07 | The University of North Carolina at Chapel Hill | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 98 |
| 08 | The University of Southern California | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 98 |
| 09 | Vanderbilt University | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 98 |

**[DISPLAY TO P1/1-3 INFORMED PUBLIC + CATHOLIC OVERSAMPLE, OPINION LEADERS ONLY ON SEPARATE SCREEN] [INSERT 3 UNIVERSITIES – UNIVERSITY OF NOTRE DAME (ENTS0/01) AND 2 RANDOMLY SELECTED UNIVERSITIES (FROM ENTS0/02-09) BASED ON LEAST FILL AND ONLY UNIVERSITIES RESPONDENT IS FAMILIAR WITH ENTS0/01-09=2-5] [RANDOMIZE ORDER IN WHICH UNIVERSITIES ARE INSERTED]** For the remainder of this survey, we will ask you about **three** randomly selected universities – **[INSERT UNIVERSITY 1]**, **[INSERT UNIVERSITY 2]**,and **[INSERT UNIVERSITY 3]**.

**[DISPLAY TO P1/4-5 ALUMNI, DONORS ONLY ON SEPARATE SCREEN]**

For the remainder of this survey, we will ask you about just one school in particular – the University of Notre Dame.

**[IF P1/1-3 INFORMED PUBLIC + CATHOLIC OVERSAMPLE, OPINION LEADERS, LOOP Q2-Q9 FOR EACH UNIVERSITY. ALL RESPONDENTS WILL SEE NOTRE DAME AND THE 2 UNIVERSITIES RANDOMLY SELECTED EARLIER. SHOW UNIVERSITIES IN ORDER THEY WERE INSERTED IN EARLIER]**

**[IF P1/4-5 ALUMNI, DONORS, ONLY SHOW NOTRE DAME AND INSERT “THE UNIVERSITY OF NOTRE DAME” FOR ALL QUESTIONS]**

1. **[ASK ALL AUDIENCES]** When you think about [INSERT UNIVERSITY], what words or phrases immediately come to mind? *Please be as specific as possible.* **[OPEN END]**
2. **[ASK ALL AUDIENCES]** What is your perception of [INSERT UNIVERSITY]? **[SINGLE SELECT]**
3. 1 – Extremely negative
4. 2
5. 3
6. 4 – Neither positive nor negative
7. 5
8. 6
9. 7 – Extremely positive
10. Don’t know
11. **[ASK ALL AUDIENCES]** Thinking about [INSERT UNIVERSITY], would you say its best days are behind or its best days are ahead? **[SINGLE SELECT]**
12. Best days behind
13. Best days ahead

99 Don’t know enough to say

1. **[ASK ALL AUDIENCES]** How likely are you to recommend [INSERT UNIVERSITY] to each of the following? **[RANDOMIZE ROWS]**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Not at all likely |  |  |  |  |  |  |  |  |  | Extremely likely | Don’t know |
| 01 | A prospective undergraduate student | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 98 |
| 02 | A prospective graduate student | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 98 |
| 03 | A prospective donor (i.e., anyone who would donate money to the university) | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 98 |
| 04 | The parent of a prospective undergraduate student | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 98 |
| 05 | A business looking to recruit talent | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 98 |

**[DISPLAY] [IF P1/1-3 INFORMED PUBLIC + CATHOLIC OVERSAMPLE, OPINION LEADERS]** Now we would like you to answer a few more questions about these universities and what you recall hearing about them in recent months.

**[DISPLAY]** **[IF P1/4-5 ALUMNI, DONORS]** Now we would like you to answer a few more questions about the University of Notre Dame and what you recall hearing about it in recent months.

1. **[ASK ALL AUDIENCES]** Have you seen, read, or heard anything about [INSERT UNIVERSITY] in the past 6 months? **[SINGLE SELECT]**

01 Yes

02 No **[SKIP TO Q9]**

03Don’t know **[SKIP TO Q9]**

1. **[ASK ALL AUDIENCES IF RECALL SEEING/HEARING SOMETHING ABOUT THE UNIVERSITY – Q6=01]** What specifically did you see, read, or hear about [INSERT UNIVERSITY]? *Please be as specific as possible.* **[OPEN END]**
2. **[ASK ALL AUDIENCES IF RECALL SEEING/HEARING SOMETHING ABOUT THE UNIVERSITY – Q6=01]** Did what you see, read, or hear about [INSERT UNIVERSITY] make you feel more positive, more negative, or have no impact on your perceptions of the university? **[SINGLE SELECT]**
3. Much more negative
4. Somewhat more negative
5. It had no impact
6. Somewhat more positive
7. Much more positive
8. **[ASK ALL AUDIENCES]** To what extent do you agree or disagree with the following statements about [INSERT UNIVERSITY]? **[SINGLE SELECT] [RANDOMIZE ROWS]**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Totally disagree |  |  | Neither agree nor disagree |  |  | Totally agree | Don’t know enough to say |
| 01 | Has a clear mission and purpose | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 02 | Has stable leadership | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 03 | Creates a safe environment for all community members | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 04 | The value of a degree from the university is worth the money | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 05 | Communicates openly and transparently | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 06 | Consistently behaves in an ethical way | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 07 | Factors university values in its decisions, even if they go against short-term interests | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 08 | Takes accountability for any missteps made | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 09 | Champions values and beliefs that matter to people | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 10 | Creates a welcoming environment for people of all backgrounds | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 11 | Is a diverse institution | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 12 | Provides opportunity for students of different financial means | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 13 | Speaks out on important societal issues | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |

**[END LOOP]**

*PILLAR DEEP-DIVE*

1. **[ASK ALL AUDIENCES]** How important is each of the following criteria in influencing your opinion of a university? **[SINGLE SELECT] [RANDOMIZE ROWS]**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Extremely unimportant |  |  | Neutral |  |  | Extremely important | Don’t know |
| 01 | University’s faith/religious identity | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 02 | University’s academics | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 03 | University’s global presence | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 04 | University’s research | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 05 | University’s athletic programs | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |

**[IF P1/1-3 INFORMED PUBLIC + CATHOLIC OVERSAMPLE, OPINION LEADERS, LOOP Q11-Q12 FOR EACH UNIVERSITY. ALL RESPONDENTS WILL SEE NOTRE DAME AND THE 2 UNIVERSITIES RANDOMLY SELECTED EARLIER. SHOW UNIVERSITIES IN ORDER THEY WERE INSERTED IN EARLIER]**

**[IF P1/4-5 ALUMNI, DONORS, ONLY SHOW NOTRE DAME AND INSERT “THE UNIVERSITY OF NOTRE DAME” FOR ALL QUESTIONS]**

1. **[ASK ALL AUDIENCES]** How much do you associate each of the following with [INSERT UNIVERSITY]? **[SINGLE SELECT] [MAINTAIN ORDER OF Q11]**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Do not associate it with the university at all |  |  | Neutral |  |  | Associate it with the university a great deal | Don’t know |
| 01 | Faith/Religious identity | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 02 | Academics | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 03 | Global presence | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 04 | Research | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 05 | Athletics | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 06 | **[ASK ONLY OF NOTRE DAME]** Catholic mission | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |

1. **[ASK ALL AUDIENCES]** To what extent do you agree or disagree with the following statements about [INSERT UNIVERSITY]? **[SINGLE SELECT] [RANDOMIZE ROWS] [DO NOT DISPLAY CATEGORY TITLE IN BRACKETS] [SPLIT SCREEN TO SHOW 8 STATEMENTS PER SCREEN]**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Totally disagree |  |  | Neither agree nor disagree |  |  | Totally agree | Don’t know enough to say |
| 01 | Has a top-tier collegiate athletics program **[ATHLETICS]** | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 02 | Holds student athletes to the same academic standards as non-student athletes **[ATHLETICS]** | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 03 | Has athletes that live the university's values on and off the field **[ATHLETICS]** | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 04 | Is defined by its athletics **[ATHLETICS]** | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 05 | Prioritizes athletics over academics **[ATHLETICS]** | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 06 | Is known just as much for academic success as it is for athletic success **[ATHLETICS]** | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 07 | Is primarily known for being a football school **[ATHLETICS]** | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 08 | Attracts and retains world-class faculty members **[ACADEMICS]** | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 09 | Has academic programs that rank among the top universities **[ACADEMICS]** | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 10 | Offers a top-tier, elite education **[ACADEMICS]** | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 11 | Champions voices of diverse students and faculty **[ACADEMICS]** | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 12 | Is a place of academic freedom and open discussion **[ACADEMICS]** | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 13 | Employs researchers who are leading experts in their fields **[RESEARCH]** | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 14 | Does research that helps positively impact the world **[RESEARCH]** | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 15 | Is a top-tier research university **[RESEARCH]** | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 16 | Is a hub for innovation **[RESEARCH]** | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 17 | Allows for intellectual freedom in research **[RESEARCH]** | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 18 | Is perceived globally as a leading university **[GLOBAL PRESENCE]** | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 19 | Has a global presence **[GLOBAL PRESENCE]** | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 20 | Has a global impact **[GLOBAL PRESENCE]** | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 21 | Has a mission defined by Catholicism at its core **[CATHOLIC MISSION]** | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 22 | Takes actions informed by its Catholic faith **[CATHOLIC MISSION]** | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 23 | Fosters community and service grounded in Catholic values **[CATHOLIC MISSION]** | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 24 | Is a Catholic university that draws its inspiration from Jesus Christ **[CATHOLIC MISSION]** | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |

**[END LOOP]**

*NOTRE DAME LEADERSHIP TRUST & REPUTATION*

**[DISPLAY TO P1/1-3 INFORMED PUBLIC + CATHOLIC OVERSAMPLE, OPINION LEADERS ONLY ON SEPARATE SCREEN]** Now we would like to ask just a few more questions about one of the universities you just saw. You've been randomly assigned to see questions about the University of Notre Dame.

**[DISPLAY TO P1/4-5 ALUMNI, DONORS ONLY ON SEPARATE SCREEN]** Now we would like to ask just a few more questions about the University of Notre Dame.

1. **[ASK ALL AUDIENCES]** How familiar are you with the following at the University of Notre Dame specifically? **[SINGLE SELECT] [RANDOMIZE ROWS, WITH A EITHER AT TOP OR BOTTOM]**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | Not at all familiar | Slightly familiar  (I have heard of it but not much else) | Moderately familiar | Very familiar | Extremely familiar |
| 01 | Overall university leadership | 1 | 2 | 3 | 4 | 5 |
| 02 | Athletic leadership | 1 | 2 | 3 | 4 | 5 |
| 03 | Academic leadership | 1 | 2 | 3 | 4 | 5 |
| 04 | Research leadership | 1 | 2 | 3 | 4 | 5 |
| 05 | Faith leadership | 1 | 2 | 3 | 4 | 5 |

1. **[ASK ALL AUDIENCES]** What is your perception of each of the following at the University of Notre Dame? **[SINGLE SELECT] [MAINTAIN ORDER OF Q13] [ONLY SHOW LEADERSHIP RESPONDENT IS FAMILIAR WITH; Q13/01-05=2-5]**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Extremely negative |  |  | Neither positive nor negative |  |  | Extremely positive | Don’t know |
| 01 | Overall university leadership | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 02 | Athletic leadership | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 03 | Academic leadership | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 04 | Research leadership | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 05 | Faith leadership | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |

1. **[ASK ALL AUDIENCES]** How much do you trust the following at the University of Notre Dame to do what is right? **[SINGLE SELECT] [MAINTAIN ORDER OF Q13] [ONLY SHOW LEADERSHIP RESPONDENT IS FAMILIAR WITH; Q13/01-05=2-5]**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Do not trust them at all |  |  |  |  |  |  |  | Trust them a great deal | Don’t know |
| 01 | Overall university leadership | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 98 |
| 02 | Athletic leadership | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 98 |
| 03 | Academic leadership | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 98 |
| 04 | Research leadership | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 98 |
| 05 | Faith leadership | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 98 |

1. **[ASK ALL AUDIENCES]** How familiar are you with the following majors offered at the University of Notre Dame? **[SINGLE SELECT] [RANDOMIZE ROWS]** **[DON’T SHOW SCHOOL IN BRACKETS]**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | Not at all familiar | Slightly familiar  (I have heard of it but not much else) | Moderately familiar | Very familiar | Extremely familiar |
| 01 | Accountancy **[MENDOZA COLLEGE OF BUSINESS]** | 1 | 2 | 3 | 4 | 5 |
| 02 | Aerospace Engineering **[COLLEGE OF ENGINEERING]** | 1 | 2 | 3 | 4 | 5 |
| 03 | Architecture **[SCHOOL OF ARCHITECTURE]** | 1 | 2 | 3 | 4 | 5 |
| 04 | Computer Science **[COLLEGE ARTS AND LETTERS] [COLLEGE OF ENGINEERING]** | 1 | 2 | 3 | 4 | 5 |
| 05 | Film, Television, and Theatre **[COLLEGE ARTS AND LETTERS]** | 1 | 2 | 3 | 4 | 5 |
| 06 | Finance **[MENDOZA COLLEGE OF BUSINESS]** | 1 | 2 | 3 | 4 | 5 |
| 07 | Global Affairs **[KEOUGH SCHOOL OF GLOBAL AFFAIRS]** | 1 | 2 | 3 | 4 | 5 |
| 08 | Information Technology, Analytics, and Operations **[MENDOZA COLLEGE OF BUSINESS]** | 1 | 2 | 3 | 4 | 5 |
| 09 | Science Preprofessional **[COLLEGE OF SCIENCE]** | 1 | 2 | 3 | 4 | 5 |
| 10 | Psychology **[COLLEGE ARTS AND LETTERS]** | 1 | 2 | 3 | 4 | 5 |

*CATHOLICISM DEEP-DIVE*

**[DISPLAY TO ALL AUDIENCES]** Lastly, we'd like to ask you specifically about the University of Notre Dame's Catholic affiliation.

1. **[ASK ALL AUDIENCES]** How much do you associate the University of Notre Dame with the Catholic Church? **[SINGLE SELECT]**
2. 1 – Do not associate it with the university at all
3. 2
4. 3
5. 4 – Neutral
6. 5
7. 6
8. 7 – Associate it with the university a great deal
9. Don't know
10. **[ASK ALL AUDIENCES]** How closely aligned do you feel the University of Notre Dame is with the Catholic Church?
11. 1 – Not at all aligned
12. 2
13. 3
14. 4 – Neutral
15. 5
16. 6
17. 7 – Extremely aligned
18. Don't know
19. **[ASK ALL AUDIENCES]** Does Notre Dame's association with the Catholic Church make you feel more positive, more negative or have no impact on your perceptions of the university? **[SINGLE SELECT]**
20. 1 – Much more negative
21. 2
22. 3
23. 4 – No impact
24. 5
25. 6
26. 7 – Much more positive
27. Don't know
28. **[ASK ALL AUDIENCES]** To what extent do you agree or disagree with the following statements about the University of Notre Dame? **[SINGLE SELECT] [RANDOMIZE ROWS]**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Totally disagree |  |  | Neither agree nor disagree |  |  | Totally agree | Don’t know enough to say |
| 01 | The university allows faculty to publish research that may not align directly with the teachings of the Catholic Church | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 02 | The university's catholic views are very conservative | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 03 | The university's catholic views are very progressive | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 05 | The university's emphasis on its Catholic identity alienates people who don't share the same views | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 06 | The university fosters freedom of thought independent of the Catholic Church | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 07 | The university’s Catholic mission allows it to make a distinctive contribution to the country and the world | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |

1. **[ASK ALL AUDIENCES]** How important are each of the following in your opinion of the University of Notre Dame? **[SINGLE SELECT] [RANDOMIZE ROWS]**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Not at all important |  |  | Neutral |  |  | Extremely important | Don’t know enough to say |
| 01 | The university was founded as a catholic university | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 02 | The university operates as a catholic university today | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 03 | The university's leadership is catholic | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |
| 04 | The university is independent of the Catholic Church | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 98 |

**ADDITIONAL DEMOGRAPHIC QUESTIONS**

**[DISPLAY TO P1/4-5 ALUMNI, DONORS ONLY ON SEPARATE SCREEN]**

Thank you for participating in this survey today. We’d like to ask you a few final questions for classification purposes only. Again, your responses are completely voluntary and confidential and will not impact your current or future standing with the University of Notre Dame.

D1. **[ASK IF P1/4-5 ALUMNI, DONORS]** Which of the following describe(s) your relationship to the University of Notre Dame? *Please select all that apply.* **[MULTI SELECT]**

1. Undergraduate Program Alumna/Alumnus
2. Graduate Program Alumna/Alumnus
3. Volunteer
4. Donor **[ADD DQ FLAG IF NOT SELECTED IF P1/5 DONORS]**
5. Current Student
6. Faculty
7. Staff
8. None of the above **[EXCLUSIVE]** **[ADD DQ FLAG]**
9. Prefer not to answer **[EXCLUSIVE]** **[ADD DQ FLAG]**

**[ADD DQ FLAG IF P1/4 ALUMNI DOES NOT SELECT EITHER 01 OR 02]**

D2. **[ASK IF D1/01]** Please select the year that you received your most recent degree from the University of Notre Dame. **[DROP-DOWN LIST OF YEARS RANGING FROM 1950-2022, WITH 2022 AT THE TOP OF THE LIST] [SINGLE SELECT]**

D3. **[ASK IF D1/01]** What level of degree did you obtain from the University of Notre Dame? **[SINGLE SELECT]**

1. Undergraduate degree only
2. Post-graduate degree only
3. Both undergraduate and post-graduate degree
4. Prefer not to answer **[ADD DQ FLAG]**

D4. **[ASK IF P1/4-5 ALUMNI, DONORS]** Which ofthe following describe(s) the type(s) of engagement you’ve had with the University of Notre Dame within the past five years? *Please select all that apply.*

***Note: This is for informational purposes only. Notre Dame will not contact you based on your answer to this question.* *Your responses are completely voluntary and anonymous and will not have an impact on your relationship or standing with Notre Dame.* [MULTI SELECT]**

1. I’ve volunteered my time
2. I’ve made financial contributions
3. I’ve viewed/attended athletic event(s)
4. I’ve attended non-athletic event(s)
5. I’ve mentored students or alumni
6. I’ve spoken in a class
7. I’ve spoken at university events
8. I’ve joined an alumni club
9. I’ve partnered with the Center for Career Development in helping students or alumni find jobs

10 I’ve participated with my local Notre Dame Club

11 Other, please specify: **[OPEN] [MONITOR]**

12 None of these **[EXCLUSIVE] [ADD DQ FLAG]**

D5. **[ASK IF MADE A FINANCIAL CONTRIBUTION D4/02]** What is the approximate amount of the total financial contributions you have made to the University of Notre Dame in the last three years?

***Note: This is for informational purposes only. Notre Dame will not contact you based on your answer to this question.* *Your responses are completely voluntary and anonymous and will not have an impact on your relationship or standing with Notre Dame.* [SINGLE SELECT]**

1. Less than $100
2. $100-$499
3. $500-$999
4. $1,000-$4,999
5. $5,000-$9,999
6. $10,000-$24,999
7. $25,000-$49,999
8. $50,000-$99,999
9. $100,000-$249,999
10. $250,000-$499,999
11. $500,000-$999,999
12. $1,000,000-$2,499,999
13. $2,500,000-4,999,999
14. $5,000,000-$9,999,999
15. $10,000,000 or more
16. Don’t know **[FLAG TO MONITOR]**

D6. **[ASK IF P1/4-5 ALUMNI, DONORS]** What is your gender? **[SINGLE SELECT]**

1. Man
2. Woman
3. Non-binary
4. Prefer to self-describe, please specify: **[OPEN]**
5. Prefer not to answer

D7.  **[ASK IF P1/4-5 ALUMNI, DONORS ONLY]** What is your current state of residency? **[INSERT DROP-DOWN MENU OF 50 STATES AND WASHINGTON, DC WITH CENSUS REGION RECODE] [ADD TWO CHECKBOXES BELOW]**

01 I do not live in the United States **[TERMINATE]**

02 Prefer not to answer **[TERMINATE]**

**[CODE INTO U.S. CENSUS REGIONS BASED ON THE FOLLOWING]**

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

D8.  **[ASK IF P1/4-5 ALUMNI, DONORS ONLY]** Do you consider yourself to be of Hispanic or Latino/a/x origin? *Please select one response.* **[SINGLE SELECT]**

1. Yes
2. No
3. Prefer not to answer

D9. **[ASK IF P1/4-5 ALUMNI, DONORS ONLY]** Which of the following best describes your racial background? *Please select all that apply.* **[MULTISELECT]**

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

**D9a Recode (Race/Ethnicity)**

1. Hispanic [S5=01]
2. NH-Asian [S5=02,03 AND S6=03,04 AND S6 ANSWER COUNT = 1]
3. NH-Black [S5=02,03 AND S6=02 AND S6 ANSWER COUNT = 1]
4. NH-White [S5=02,03 AND S6=01,06 AND S6 ANSWER COUNT = 1]
5. NH-Other [S5=02,03 AND S6=05,07 OR S6 ANSWER COUNT > 1]

**D9b Recode (Multiracial)**

1. Multiracial [S6 ANSWER COUNT > 1]
2. Non-Multiracial [S6 ANSWER COUNT = 1]

**[DISPLAY TO P1/1-3 INFORMED PUBLIC + CATHOLIC OVERSAMPLE, OPINION LEADERS ONLY ON SEPARATE SCREEN]**

Thank you for participating in this survey today. We’d like to ask you a few final questions for classification purposes only.

D10. **[ASK ALL AUDIENCES]** How often do you engage in the following activities related to news and information? **[SINGLE SELECT] [RANDOMIZE]**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | I never do this | I occasionally do this | I do this several times a month | I do this weekly | I do this several times a week | I do this daily | I do this several times a day |
| 01 | Share or forward news items that I find to be interesting **[CONTENT SHARING]** | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 02 | Pass on news and information to others without first checking its accuracy or the integrity of the source **[CONTENT SHARING]** | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 03 | Create and post my own opinions or other news/information content on social media platforms or other online sites **[CONTENT CREATION]** | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 04 | Confirm that a news story is really true by looking across multiple information sources **[TO CLASSIFY AS WELL-INFORMED/NOT WELL-INFORMED CONSUMERS]** | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

D11. **[ASK ALL AUDIENCES]** On an average day, how many different media sources or publications of any kind (online, offline, radio, TV, newspapers, magazines, newsfeeds, social media) do you check in order to stay informed? **[SINGLE SELECT]**

1. None **[ADD DQ FLAG IF P1/1]**
2. 1-2
3. 3-5
4. 6-10
5. More than 10

D12. **[ASK ALL AUDIENCES]** Which of the following best describes how often you view or read news content from the following media sources? **[SINGLE SELECT] [RANDOMIZE]**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Never | Almost never | Several times a year | Once or twice a month | Weekly | Daily |
| 01 | CNBC | 1 | 2 | 3 | 4 | 5 | 6 |
| 02 | CNN | 1 | 2 | 3 | 4 | 5 | 6 |
| 03 | Fox News | 1 | 2 | 3 | 4 | 5 | 6 |
| 04 | New York Times | 1 | 2 | 3 | 4 | 5 | 6 |
| 05 | NPR | 1 | 2 | 3 | 4 | 5 | 6 |
| 06 | USA Today | 1 | 2 | 3 | 4 | 5 | 6 |
| 07 | Wall Street Journal | 1 | 2 | 3 | 4 | 5 | 6 |
| 08 | Washington Post | 1 | 2 | 3 | 4 | 5 | 6 |

D13. **[ASK ALL AUDIENCES]** How often do you read or listen to information or points of view from people, media sources or organizations with whom you often disagree? **[SINGLE SELECT]**

1. Never
2. Almost never
3. Several times a year
4. Once or twice a month
5. Weekly
6. Daily

D14. **[ASK IF P1/4-5 ALUMNI, DONORS ONLY]** Which of the following best describes your faith/religious affiliation? **[SINGLE SELECT]**

1. Christian, Protestant
2. Christian, Catholic
3. Christian, Evangelical

04 Jewish

05 Mormon

06 Muslim

07 Hindu

08 Buddhist

09 Sikh

10 Other, please specify: **[OPEN]**

11 None

12 Prefer not to answer

D15. **[ASK IF S9/01-10 OR IF D14/1-10]** How often do you attend religious services? **[SINGLE SELECT]**

1. At least once a week
2. Once or twice a month
3. Once every few months
4. Once or twice a year
5. Less than once a year
6. I never attend

D16. **[ASK ALL AUDIENCES]** We asked you earlier about your faith/religious affiliation. We'd also like to know: do you consider yourself to be a member of a faith-based community or organization? **[SINGLE SELECT]**

1. Yes
2. No
3. Prefer not to answer

D17. **[ASK IF D10/01]** How often do you participate in activities related to your faith-based organization or religious community? **[SINGLE SELECT]**

1. At least once a week
2. Once or twice a month
3. Once every few months
4. Once or twice a year
5. Less than once a year
6. I never participate

**CLOSING**

**[DISPLAY TO P1/1-3 INFORMED PUBLIC + CATHOLIC OVERSAMPLE, OPINION LEADERS ONLY]** Those are all the questions we have for you today. Thank you for your time.

**[DISPLAY TO P1/4-5 ALUMNI, DONORS ONLY]** Thank you for your time today. Please enter your full name and email address below to receive a gift card for your participation. Your name and email address will be used solely for these purposes and will not be shared.

Please note, you are not required to enter your name and email in order to have your survey response recorded, but only respondents who provide this information will receive a gift card.

If you have not received a gift card within 6-8 weeks, please email [SurveyHelp@edelmandataxintelligence.com](mailto:SurveyHelp@edelmandataxintelligence.com).

**[DISPLAY TO P1/4-5 ALUMNI, DONORS ONLY]** Name (first and last): **[SMALL OPEN END TEXT BOX]**

**[DISPLAY TO P1/4-5 ALUMNI, DONORS ONLY]** Email address: **[SMALL OPEN END TEXT BOX]**

**[DISPLAY TO P1/4-5 ALUMNI, DONORS ONLY]** Confirm email address: **[SMALL OPEN END TEXT BOX]**

**[ADD IN SECOND TEXT BOX FOR ALUMNI EMAIL ADDRESS AND VERIFY THAT THE TEXT ENTERED IS THE SAME. IF IT IS NOT, PLEASE DISPLAY THE ERROR MESSAGE “Please check that your email addresses match.” MAKE ENTERING NAME AND EMAIL ADDRESS TO BE OPTIONAL. RESPONDENTS CAN COMPLETE THE SURVEY WITHOUT IT]**

**[DISPLAY ON NEW SCREEN TO P1/4-5 ALUMNI, DONORS ONLY]** Those are all of the questions we have for you today. Thank you for completing our survey.