**Concept Test Survey Questionnaire Template**

Updated: May 2024

***This is a template for a concept test survey questionnaire - the [bracketed] text is intended to provide additional context, instructions, and commentary. Example language is based on a hypothetical campaign focused on higher education enrollment in New Jersey.***

[Start with the screener questions based on your targeting criteria. provide as much detail around the survey logic as possible ]

[For example:]

#### **SCREENER**

[Edit, replace, or delete the following questions in this section as needed]

Q1: In which state do you currently reside? - [Dropdown menu of all US states, disqualify if New Jersey is not selected]

Q2: How old are you?

* Under 18 [disqualify if selected]
* 18-24
* 25-34
* 35-44
* 45-54
* 55-64
* 65+ [disqualify if selected]

Q3: What is your total household annual income? [apply screen out logic if the target audience needs to meet specific HHI requirements]

* $20,000 or less
* $20,001 to $35,000
* $35,001 to $50,000
* $50,001 to $75,000
* $75,001 to $100,000
* $100,001 to $150,000
* $150,001 or more
* Prefer not to answer

Q4: Please select your highest degree or level of education completed: [apply screen out logic if the target audience needs to meet specific educational requirements]

* No schooling completed
* Regular high school diploma
* GED or alternative credential
* Some college credit, no degree
* College degree or higher

[Add any other screen out questions if needed]

#### 

#### **PRE-CONCEPT ATTITUDES/PERCEPTIONS/BELIEFS/BEHAVIORS QUESTIONS**

[Edit, replace, or delete the following questions in this section as needed]

#### [Add questions around the attitudes/perceptions/beliefs/behaviors you want to compare pre concept exposure. provide as much detail around the survey logic as possible.]

[For example:]

Q5: Please select the response that best describes your response to the following statement:

*I plan to enroll in a 2-year or 4-year college*

* Strongly agree
* Agree
* Neither disagree nor agree
* Disagree
* Strongly disagree

[Survey logic: show the following to respondents who answer “Strongly agree” or “Agree” for Q5]

Q6: Please select the response that best describes your response to the following statement:

*I plan to enroll in a 2-year or 4-year college in New Jersey*

* Strongly agree
* Agree
* Neither disagree nor agree
* Disagree
* Strongly disagree

[Survey logic: show to respondents who answer “Strongly agree” or “Agree” for Q5]

Q7: Please select the response that best describes your response to the following statement:

*I believe I will complete my undergraduate degree*

* Strongly agree
* Agree
* Neither disagree nor agree
* Disagree
* Strongly disagree

Q8: How would you describe the quality of 2-year or 4-year colleges in New Jersey?

* Excellent
* Good
* Fair
* Poor
* Very poor
* I’m not sure

Q9. How would you describe the government of New Jersey in terms of its ability to provide support to residents who plan to enroll in a 2-year or 4-year college?

* Extremely supportive
* Supportive
* Neither supportive nor unsupportive
* Unsupportive
* Extremely unsupportive
* I’m not sure

[Add any other questions if needed]

#### 

#### **CONCEPT EXPOSURE**

[Insert text to provide the participant with instructions for the concept exposure]

[For example:]

We are now going to show you a script for an advertisement concept for TV and streaming platforms. Please take a look at the concept and then answer the following questions.

#### [Add the concepts you want to test]

#### **POST-CONCEPT PERFORMANCE METRICS QUESTIONS**

[Edit, replace, or delete the following questions in this section as needed]

#### [Add questions around the performance metrics you want to measure post concept exposure. provide as much detail around the survey logic as possible .]

[For example:]

[Survey logic: Randomize question order of Q10 - Q13 to eliminate any order effects]

Q10: Overall, to what degree did you like this concept?

* Liked it a lot
* Liked it
* Neither liked nor disliked it
* Disliked it
* Disliked it a lot

Q11. Overall, to what degree did you find this concept appealing?

* Extremely appealing
* Appealing
* Neither appealing nor unappealing
* Unappealing
* Extremely unappealing

Q12: To what degree did you find the concept to be believable?

* Extremely believable
* Believable
* Neither believable nor unbelievable
* Unbelievable
* Extremely unbelievable

Q13: Based on the concept, how interested or disinterested are you in learning more about colleges in New Jersey?

* Extremely interested
* Interested
* Neither interested nor disinterested
* Disinterested
* Extremely disinterested

[Add any other questions if needed]

#### 

#### **POST-CONCEPT ATTITUDES/PERCEPTIONS/BELIEFS/BEHAVIORS QUESTIONS**

[Edit, replace, or delete the following questions in this section as needed]

#### [Add questions around the attitudes/perceptions/beliefs/behaviors you want to compare post concept exposure (these should be the same as the questions shown pre-exposure). provide as much detail around the survey logic as possible .]

[For example:]

Q14: Based on the concept you saw, please select the response that best describes your response to the following statement:

*I plan to enroll in a 2-year or 4-year college*

* Strongly agree
* Agree
* Neither disagree nor agree
* Disagree
* Strongly disagree

[Survey logic: show to respondents who answer “Strongly agree” or “Agree” for Q14]

Q15: Based on the concept you saw, please select the response that best describes your response to the following statement:

*I plan to enroll in a 2-year or 4-year college in New Jersey*

* Strongly agree
* Agree
* Neither disagree nor agree
* Disagree
* Strongly disagree

[Survey logic: show to respondents who answer “Strongly agree” or “Agree” for Q14]

Q16: Based on the concept you saw, please select the response that best describes your response to the following statement:

*I believe I will complete my undergraduate degree*

* Strongly agree
* Agree
* Neither disagree nor agree
* Disagree
* Strongly disagree

Q17: After seeing the concept, how would you describe the quality of 2-year or 4-year colleges in New Jersey?

* Excellent
* Good
* Fair
* Poor
* Very poor
* I’m not sure

Q18: After seeing the concept, how would you describe the government of New Jersey in terms of its ability to provide support to residents who plan to enroll in a 2-year or 4-year college?

* Extremely supportive
* Supportive
* Neither supportive nor unsupportive
* Unsupportive
* Extremely unsupportive
* I’m not sure

Q19: How likely or unlikely are you to share this information with a friend or family member?

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 0  Extremely unlikely | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10  Extremely likely |

[Add any other questions if needed]

#### **TAGLINES [OPTIONAL, IF YOU ARE ALSO TESTING TAGLINES]**

[Edit, replace, or delete the following questions in this section as needed]

#### [Optional, if you are also testing taglines - add questions to measure the performance metrics of the taglines. provide as much detail around the survey logic as possible.]

[For example:]

Q20: Which tagline did you see in the concept? [Survey logic: randomize order of taglines]

* Tagline 1
* Tagline 2
* Tagline 3
* Tagline 4
* I don’t remember

Q21: Which of the following taglines is most appealing and least appealing to you? [Survey logic: best-worst scale, randomize order of taglines]

1. Tagline 1
2. Tagline 2
3. Tagline 3
4. Tagline 4

Q22. Please rank the following taglines from most to least appealing (1 = Most appealing, 5 = least appealing) [Survey logic: randomize order of taglines]

1. Tagline 1
2. Tagline 2
3. Tagline 3
4. Tagline 4

[Add any other questions if needed]

#### 

#### **BENEFITS [OPTIONAL, IF YOU ARE ALSO TESTING BENEFITS]**

[Edit, replace, or delete the following questions in this section as needed]

#### [Add questions to measure the performance metrics of the benefits. provide as much detail around the survey logic as possible.]

[For example:]

Q23: Which of the following benefits is most and least appealing to you? [Survey logic: best-worst scale, randomize order of benefits]

1. Benefit 1
2. Benefit 2
3. Benefit 3
4. Benefit 4

Q24. Please rank the following benefits from most to least appealing (1 = Most appealing, 5 = least appealing) [Survey logic: randomize order of benefits]

1. Benefit 1
2. Benefit 2
3. Benefit 3
4. Benefit 4

[Add any other questions if needed]

#### **DEMOGRAPHIC INFORMATION**

[Edit, replace, or delete the following questions in this section as needed]

[Add questions to collect demographic data]

[For example:]

Q25: Which of the following best describes your gender?

* Male
* Female
* Transgender
* Non-binary/non-conforming
* My gender identity is best described as: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Prefer not to respond

Q26: Which racial/ethnic identity best describes you? (Select all that apply)

* American Indian or Alaska Native (e.g., Navajo Nation, Blackfeet Tribe, Inupiat Traditional Gov't., etc.)
* Asian or Asian American (e.g., Chinese, Japanese, Filipino, Korean, South Asian, Vietnamese, etc.)
* Black or African American (e.g., Jamaican, Nigerian, Haitian, Ethiopian, etc.)
* Hispanic or Latino/a (e.g., Puerto Rican, Mexican, Cuban, Salvadoran, Colombian, etc.)
* Middle Eastern or North African (e.g., Lebanese, Iranian, Egyptian, Moroccan, Israeli, Palestinian, etc.)
* Native Hawai`ian or Pacific Islander (e.g., Samoan, Guamanian, Chamorro, Tongan, etc.)
* White or European (e.g., German, Irish, English, Italian, Polish, French, etc.)
* My race/ethnicity is best described as: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Prefer not to respond

[Add any other demographic questions if needed]