



Nielsen

RESEARCH QUESTIONNAIRE

FEDERAL TRADE COMMISSION

BRAND CONTENT EFFECTIVENESS STUDY

DOTDASH MEREDITH

OCTOBER 2022



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RESEARCH OBJECTIVES

The purpose of this study is to evaluate the effectiveness of *Dotdash Meredith's* branded content at driving a lift in key brand metrics for *Federal Trade Commission*.

RESEARCH METHODOLOGY

The study will be conducted through an online panel and use a control vs. exposed methodology. Below are the key measures that will be evaluated:

BRAND PERCEPTIONS AND BEHAVIORS

- Recall (Aided and Unaided)
- Awareness
- Familiarity
- Affinity
- Purchase Intent
- Recommendation Intent
- Brand Attributes (e.g. "Creative", "Cool", "For People Like Me")
- Brand Fit
- Brand Integration ("Forced" vs. "Natural")
- Talent Fit

CONTENT ENGAGEMENT

- Overall Rating
- Intent to View Similar Content
- Intent to Share Content
- Uniqueness of Content
- Content Attributes (e.g. Authenticity, Credibility)
- Talent Rating/Attributes (e.g. Likability, Relatability, Trustworthiness)

SAMPLE DESIGN

- n=800 respondents
- Ages 25-54
- 100% Female

CELL DESIGN

- Cell 1: Exposed- 400 respondents view branded content
- Cell 2: Control- 400 respondents view unbranded content

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QUESTIONNAIRE

SCREENER

[GENDER]

Are you...?

Male

Female **[100%]**

Non-binary

Not listed

[AGE]

What is your age? **[OPEN END]**

[TERM UNDER 25; TERM OVER 54]

[CONTENT INTRO]

We will now present you with some content. Please enjoy, and the survey will continue after a couple minutes.

[EXPOSURE TO CONTENT]

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POST-SURVEY

CONTENT ENGAGEMENT METRICS

[OVERALL RATING]

How would you rate the content you viewed overall?

Excellent

Very good

Good

Fair

Poor

[INTENT TO VIEW]

Which one of the following statements best describes how likely you are to view similar content in the future?

Will you...

Make every effort to view

More than likely view

Might or might not view

Probably not view

Definitely not view

[INTENT TO SHARE]

How likely are you to share the content you just viewed with friends?

Very Likely

Somewhat Likely

Neither Likely nor Unlikely

Somewhat Unlikely

Very Unlikely

[UNIQUENESS]

How would you rate the content in terms of being new and different from other online content?

Extremely new and different

Very new and different

Somewhat new and different

Slightly new and different

Not at all new and different

[CONTENT ELEMENTS]

What words or phrases would you use to describe the content? (Select all that apply) (Randomize)

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Appealing
 Authentic
 Boring
 Credible
 Dishonest
 Entertaining
 Trustworthy
 For People like Me

Believable
 Funny
 Interesting
 Narrow-minded
 Overcritical
 Reliable
 Vague
 None of the Above

[TALENT RATING] *Optional* [EXPOSED CELLS ONLY]

How would you rate the talent, *Talent Name*, as a part of the content?

Excellent
 Very good
 Good
 Fair
 Poor

[TALENT ATTRIBUTES] *Optional* [EXPOSED CELLS ONLY]

What words or phrases would you use to describe *Talent Name* in the content? (Select all that apply)

(Randomize)

Aggressive
 An Expert
 Credible
 Fun
 Likeable
 Relatable
 Boring
 Dishonest
 Rude
 Untrustworthy
 None of the Above

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BRAND PERCEPTION METRICS**[RECALL-UNAIDED]**

Which organizations do you recall from your experience with the content? Please list as many as you can think of, or enter “none” if you do not recall any brands. **[OPEN END – CODE BRANDS]**

[AWARENESS-AIDED]

Which of the following organizations have you heard of?

RANDOMIZE	Heard Of It	Never Heard Of It
Federal Trade Commission		
COMP 1		
COMP 2		
COMP 3		
COMP 4		

[RECALL-AIDED]

You may have mentioned this already, but did you notice any of the following organizations in your recent experience viewing the content?

RANDOMIZE	Yes	No	Not Sure
Federal Trade Commission			
COMP 1			
COMP 2			
COMP 3			

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COMP 4			
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[FAMILIARITY]

How familiar are you with the following organizations?

[EXCLUDE BRANDS SELECTED AS 'NEVER HEARD OF IT' IN AWARENESS-AIDED]

RANDOMIZE INCLUDE ALL	Extremely Familiar 5	Very Familiar 4	Moderately Familiar 3	Somewhat Familiar 2	Never Heard of It 1
Federal Trade Commission					
COMP 1					
COMP 2					
COMP 3					
COMP 4					

[AFFINITY]

How do you feel about the following organizations?

[EXCLUDE BRANDS SELECTED AS 'NEVER HEARD OF IT' IN AWARENESS-AIDED]

RANDOMIZE INCLUDE ALL	Love It 5	Like It 4	Neutral 3	Dislike It 2	Hate It 1
Federal Trade Commission					
COMP 1					
COMP 2					
COMP 3					
COMP 4					

[PURCHASE INTENT]

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How likely are you to seek information from each of the following organizations?

[EXCLUDE BRANDS SELECTED AS 'NEVER HEARD OF IT' IN AWARENESS-AIDED]

RANDOMIZE INCLUDE ALL	Definitely Will 5	Probably Will 4	Might or Might Not 3	Probably Will Not 2	Definitely Will Not 1
Federal Trade Commission					
COMP 1					
COMP 2					
COMP 3					
COMP 4					

[RECOMMENDATION INTENT]

How likely are you to recommend each of the following organizations to a friend?

[EXCLUDE BRANDS SELECTED AS 'NEVER HEARD OF IT' IN AWARENESS-AIDED]

RANDOMIZE INCLUDE ALL	Definitely Will 5	Probably Will 4	Might or Might Not 3	Probably Will Not 2	Definitely Will Not 1
Federal Trade Commission					
COMP 1					
COMP 2					
COMP 3					
COMP 4					

[BRAND ATTRIBUTES]

To what extent do you agree or disagree with the following statements about the **Federal Trade Commission**?

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RANDOMIZE INCLUDE ALL	Strongly Agree 5	Somewhat Agree 4	Neither Agree Nor Disagree 3	Somewhat Disagree 2	Strongly Disagree 1
A trusted source for information about consumer fraud					
Protects consumers from deceptive or unfair business practices					
Creates and shares practical, plain-language educational programs for consumers and businesses					
Pursues strong and effective law enforcement against deceptive, unfair, and anti-competitive business practices					
Has up-to-date information on consumer					

[BRAND FIT] [EXPOSED CELLS ONLY]

To what extent did you think the **Federal Trade Commission** was a good fit with the content?

- Strongly Agree
- Somewhat Agree
- Neither Agree nor Disagree
- Somewhat Disagree
- Strongly Disagree

[INTEGRATION] [EXPOSED CELLS ONLY]

How did you feel about the integration of the **Federal Trade Commission** in the content?

- Natural - 1
- 2
- 3
- 4
- Forced - 5

[TALENT FIT] *Optional* [EXPOSED CELLS ONLY]

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To what extent did you think the talent, **Talent Name**, was a good fit with the **Federal Trade Commission**?

Strongly Agree

Somewhat Agree

Neither Agree nor Disagree

Somewhat Disagree

Strongly Disagree

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[TRUSTED SOURCE]

How likely are you to visit [FTC.gov/WeightLoss](https://www.ftc.gov/WeightLoss) for information regarding weight loss products in the future?

RANDOMIZE INCLUDE ALL	Definitely Will 5	Probably Will 4	Might or Might Not 3	Probably Will Not 2	Definitely Will Not 1
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How likely are you to report suspected scams regarding weight loss products to the Federal Trade Commission ([FTC.gov/WeightLoss](https://www.ftc.gov/WeightLoss)) in the future?

RANDOMIZE INCLUDE ALL	Definitely Will 5	Probably Will 4	Might or Might Not 3	Probably Will Not 2	Definitely Will Not 1
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AUDIENCE METRICS

Lastly, we want to find out a little more about you.

[ETHNICITY]

Which of the following represents your race/ethnicity/cultural identity? Please select all that apply. (Multi-Select)

- Black/African American
- Caucasian/White
- East Asian (Chinese, Japanese, Korean, Mongolian, etc.)
- Hispanic/Latinx
- Middle Eastern/North African
- Native American or Alaska Native
- Native Hawaiian or Other Pacific Islander
- South Asian (Pakistan, India, Nepal, etc.)
- Southeast Asian (Thailand, Vietnam, Cambodia, etc.)
- Other
- Prefer not to answer

[MARITAL]

Which of the following best describes your marital status?

- Single
- Married
- Domestic partnership
- Other
- Prefer not to answer

[KIDS]

Are you the parent of a child(ren) under the age of 18 who lives with you in the household?

- Yes
- No

[EMPLOYMENT]

Which of the following best describes your employment?

- Full-time
- Part-time
- Self-employed
- Not employed, but looking
- Not employed, not looking (e.g. retired, stay at home parent, etc.)
- Prefer not to answer

[EDUCATION]

Which of the following best describes your education?

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- Less than high school
- High school graduate
- Some college or associates degree
- College graduate
- Post-graduate degree
- Prefer not to answer

[STUDENT]

Are you currently enrolled as a student at a 2-year, 4-year or post-graduate education institute (i.e. college or university)?

- Yes
- No
- Prefer not to answer

[INCOME]

Which of the following best represents your annual household income before taxes?

- Less than \$15,000
- \$15,000 to \$29,999
- \$30,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more
- Prefer not to answer

[STATE]

Please select the state that you live in.

[\[SHOW LIST OF US STATES IN ALPHABETICAL ORDER\]](#)

THANK YOU FOR TAKING PART IN OUR SURVEY.

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ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers watch and buy. Nielsen’s Watch segment provides media and advertising clients with Nielsen Total Audience measurement services for all devices on which content — video, audio and text — is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry’s only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen also provides its clients with analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries, covering more than 90% of the world’s population. For more information, visit www.nielsen.com.

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