

# Standard Survey Questions

## To build a Motivational model

Grid: Randomized

1. Rate your level of agreement with the following statements about BRAND. Use a scale of 1 to 7 where 1 is completely disagree, and 7 is completely agree. **Please answer as best as you can based on any impressions you have.**

- |                                                                                                                                                                |                                                                                                                                                                       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <b>Authentic:</b> BRAND always represents their core beliefs in their actions |  <b>Meaningful:</b> BRAND stands for something more than their products and services |
|  <b>Joyful:</b> Dealing with BRAND always puts a smile on my face              |  <b>Uncomplicated:</b> Dealing with BRAND is easy                                    |
|  <b>Honest:</b> BRAND is an open and transparent organization                  |  <b>Predictable:</b> I can always look forward to a consistent experience from BRAND |
|  <b>Dependable:</b> I feel like BRAND has my back                              |  <b>Affordable:</b> BRAND's fees are not an issue for me                             |
|  <b>Principled:</b> BRAND always makes up for any mistakes                     |  <b>Responsive:</b> BRAND's staff are accessible and helpful                         |
|  <b>Relatable:</b> I see myself reflected in the BRAND                         |  <b>Forward-Thinking:</b> BRAND is innovative                                        |
|  <b>Respectful:</b> BRAND treats me like a human being                         |  <b>Involved:</b> BRAND helps make my community better                               |
|  <b>Empathetic:</b> BRAND understands me                                       |  <b>Distinct:</b> BRAND offers unique products and services                          |
- .....

2. Rate your level of agreement with the following statements about BRAND. **Use a scale of 1 to 7 where 1 is completely disagree, and 7 is completely agree.**

- I would readily encourage others to use BRAND for the products and services they provide.
  - I plan on turning to BRAND first, the next time I need what they provide.
- .....

3. Describe your most recent interaction with BRAND. What was the nature of your interaction, what went well, and what didn't go so well? **Please be as descriptive as possible in your response (Open End).**

.....

4. Describe your full perspective on BRAND as a company. Include any opinions on what their company represents, how they operate, and how the brand makes you feel. **Please provide as much detail as possible. Most people provide 2-3 sentences (Open End).**

**Scale:** 1 - Completely disagree // 2, 3, 4 - Neither agree or disagree // 5, 6, 7 - Completely agree  
**\*Do not provide "I don't know" as an option.**