

# Reader's digest

## Trusted Brand 2021 Questionnaire

All respondents must be U.S. Residents Age 18+

### TRUSTED BRAND VOTING SECTION

#### TRUST INTRO.

Following is a series of screens in which we'd like you to tell us your most trusted brand for various categories. A most trusted brand may not necessarily mean it's a brand you use or purchase most often. PLEASE NOTE WE ARE LOOKING FOR ACTUAL PRODUCT BRANDS AND NOT NECESSARILY THE NAME OF THE COMPANY THAT MAKES THE PRODUCT. Please list only one brand for each category.

**Q3.** What is your single most trusted brand in each of the following categories?

(Please list only one brand per category.)

\_\_\_\_\_ [Open-end box]

None [Exclusive]

#### CATEGORIES [RANDOMIZE]:

##### Health and Wellness

##### **[Vitamins/Supplements]**

- Nutritional Drink/Meal Replacement
- Multi-Vitamin
- Herbal Supplement

##### **[Fitness]**

- Fitness Trackers
- Workout Apparel

##### **[Personal Care]**

- Haircare

##### **[OTC Remedies]**

- Allergy relief
- CBD (cannabidiol)
- Cold/Flu Remedy
- Cough Remedy
- Headache/Pain reliever
- Heartburn/Antacid

##### **[Other]**

- Healthy Cereal
- Health Insurance
- National Pharmacy/Drugstore

##### Home and Family

##### **[Auto]**

- Auto Insurance
- Passenger cars (excluding trucks)
- SUV/Crossover

## Readers' Digest Trusted Brand - Wave 2 Questionnaire

### [Entertainment]

- Streaming Service

### [Travel]

- Cruise Line

### [Household]

- Home Furnishings Retailer
- Household Cleaning Product
- Laundry Detergent
- Mattress
- Vacuum Cleaner
- Trash Bags
- Coffee Maker (single serve)
- Food Storage/Organization

### [Home Improvement]

- Interior Paint
- Paint Primer

### [Retirement/Financial]

- Home Insurance
- Retirement/Investment Services

### [Pets]

- Pet Food
- Pet Treats
- Cat Litter
- Pet Insurance
- Pet Retailer

### [Other]

- Home Security
- Wireless provider

**[TERMINATE IF NONE SELECTED FOR ALL CATEGORIES AT Q3]**

**QCBD.** Out of the CBD (cannabidiol) brands listed below, which do you consider to be the most trusted brand?

### [RANDOMIZE]

1. Charlotte's Web
2. Medterra
3. CBDistillery
4. NuLeaf Naturals
5. cbdMD
6. Recess
7. Joy Organics
8. Spruce CBD
9. Other (please specify) **[ANCHOR] [OPEN END]**
10. None **[ANCHOR]**

**Q4.** What is the single most trusted **product** you have used in the past year (either from a brand you've mentioned previously or from another brand)? Please indicate the name of the brand as well as the specific product name.

**(Please be as specific as possible).** \_\_\_\_\_ **[Open-end box]**

**[REPEAT FOR THREE CATEGORIES FROM Q3 WHERE RESPONDENT DID NOT ANSWER "NONE"]**

**Q6.** You had mentioned **[Q3 BRAND]** as your most trusted **[CORRESPONDING CATEGORY]** brand. Please tell us why it is your favorite.

**(Please be as specific as possible).** \_\_\_\_\_ **[Open-end box]**

**REPEAT FOR FIVE CATEGORIES FROM Q3 WHERE RESPONDENT DID NOT ANSWER "NONE"]**

**Q3A.** You had mentioned you trust the brands from different categories below. Out of these **brands**, please tell us which one you trust the most. Select one.

**[INSERT BRAND, INSERT CATEGORY]**

**Q2.** On a scale of 1 to 5, where 1= Not Important At All and 5= Very Important, please rate the importance of trust when purchasing a product within each category.

**(Select one per row)**

1= Not Important At All

2

3

4

5= Very Important

N/A- Does not apply to me

**[RANDOMIZE]**

Cars and Trucks

Over-the-Counter Medicines (e.g., cold remedies/pain relievers)

Personal Care Products (e.g., haircare)

Vitamins and Supplements

Household Cleaning Products

Pet Products

Travel (e.g. Airlines, cruises, hotels, etc.)

Financial/Investment/Insurance Products

Fitness Products

Entertainment (e.g., streaming services)

Home Improvement Products (e.g., paint)

**[REPEAT FOR THREE CATEGORIES FROM Q3 WHERE RESPONDENT DID NOT ANSWER "NONE"]**

**QEC.** Thinking specifically about the following category: **[INSERT CATEGORY]**, please indicate how much you agree with the following statements when it comes to buying a brand or product in the category.

**[ACROSS]**

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

**[RANDOMIZE]**

I would buy a **[CATEGORY]** brand/product online

When it comes to **[CATEGORY]**, I am often looking for products/brands that do things in new/innovative ways

I have noticed a lot of new brands in **[CATEGORY]**

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Social media influences me when deciding which [CATEGORY] brand/product to purchase

I have purchased [CATEGORY] brand/products directly through social media (e.g. Instagram's Shop feature)

**[KEEP WITH PREVIOUS] [ONLY SHOW FOR CATEGORIES: PERSONAL CARE PRODUCTS, VITAMINS AND SUPPLEMENTS, HOUSEHOLD CLEANING PRODUCTS, PET PRODUCTS, FITNESS]**

I am interested in purchasing direct-to-consumer [CATEGORY] brands/products (e.g., via monthly subscription services) **[ONLY SHOW FOR CATEGORIES: PERSONAL CARE PRODUCTS, VITAMINS AND SUPPLEMENTS, HOUSEHOLD CLEANING PRODUCTS, PET PRODUCTS, FITNESS]**

I am more likely to buy [CATEGORY] products if a celebrity I like is a co-creator and/or endorses it

I find it helpful when ads for [CATEGORY] products/brands are personalized/relevant to me

I try to buy local/support local businesses when buying [CATEGORY] brands/products

When it comes to buying [CATEGORY] products or brands, I consider sustainability and environmental impact in my purchase decision

**[INSERT CATEGORIES SHOWN IN QEC IN SAME ORDER]**

**Q5.** Thinking specifically about the following category: [INSERT CATEGORY], please indicate which five attributes are most likely to make you trust a brand or product.

(Select up to 5)

**[RANDOMIZE]**

Endorsement by a recognized professional

Word of mouth/recommendation by someone I know

Sustainable/environmentally friendly

Positive online reviews

"Seal of Approval" award from a reputable organization

Has health & safety of customers as a priority

Prior experience with the product

Overall reputation

Value that justifies the pricing

Brand that shares the same values as I do

Supports diversity / social justice

Other (please specify) **[ANCHOR]**

**[ASK Q7 FOR ALL CATEGORIES IN Q3 WHERE RESPONDENT DID NOT ANSWER "NONE"]**

**Q7.** Please indicate how much you agree or disagree with the following statements about **[INSERT EACH OF TRUSTED BRANDS LISTED IN Q3 FOR EACH OF THE ASSIGNED CATEGORIES]**.

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

**[RANDOMIZE]**

I am proud to associate myself with this brand

I feel a personal connection with this brand

I feel good about having my family use this brand

I would buy other products from this brand

It is a brand I would actively seek out

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- Nothing could replace this brand
- This brand cares / gives back
- This brand cares about social issues / my community
- This brand delivers consistent high quality
- This brand is unique
- This brand shares my ethics / values
- This brand makes health and safety of customers a priority

**[SPLIT SAMPLE AND ASK Q10-Q11 ABOUT EITHER "HEALTH & WELLNESS" OR "HOME & FAMILY. INSERT CORRESPONDING LOGO. ROTATE ORDER OF Q10 AND Q11]**

**Q10.** If you saw this seal on a [INSERT "health and wellness" or "home and family"] product, or in an advertisement for a [INSERT "health and wellness" or "home and family"] product or service, what effect would it have on your trust in that product/service?

**(Select one)**

**[INSERT RELEVANT LOGO]**

- Much more likely to trust
- Somewhat more likely to trust
- Neither more nor less likely to trust
- Somewhat less likely to trust
- Much less likely to trust

**Q11.** If you saw this seal on a [INSERT "health and wellness" or "home and family"] product, or in an advertisement for a product or service, what effect would it have on your decision to purchase that product or service?

**(Select one)**

**[INSERT RELEVANT LOGO]**

- Much more likely to purchase, or consider purchasing
- Somewhat more likely to purchase, or consider purchasing
- Neither more nor less likely to purchase, or consider purchasing
- Somewhat less likely to purchase, or consider purchasing
- Much less likely to purchase, or consider purchasing