

QUESTION EXAMPLES

Trust

How much do you trust ...?

- A great deal
- Some
- Not much
- Not at all
- Unsure

Time Bound Interest

In the next three months, how likely are you to consider purchasing ...?

- Very likely
- Somewhat likely
- Somewhat unlikely
- Very unlikely
- Unsure

Tunnl Survey Questions

Tunnl provides a set of standardized KPI questions that organizations commonly use to measure awareness, reputation, usage, concerns, and other campaign impact metrics. These proven benchmarks ensure consistency and comparability across measurement studies. At the same time, Tunnl offers full flexibility to customize question types and formats, allowing organizations to tailor surveys to their unique goals and need for strategic insight.

STANDARD

KPIs

- Awareness
- Favorability
- Trust
- Quality
- Value
- Consideration
- Time Bound Interest
- Promoter
- Usage
- Buzz
- Respect
- Community Impact
- Leadership
- Admired Employer
- Investment
- Industry Reputation
- Policy Support
- Vote Motivator
- Impact
- Ad Recall
- Concern
- Agreeance



Ask the Questions that Matter Most



Action Oriented



Have you ever taken any of the following types of actions after hearing an audio ad on a podcast?

Scaled Consideration



On a scale of 1 to 10, how would you rank the threat posed by each of the following countries to U.S. competitiveness in AI?

Frequency or Adoption



How often do you purchase products online, such as through websites or mobile apps?

Why Start with Surveys?

At Tunnl we use thoughtfully designed survey questions that people respond to as the foundation of our models and audiences. Machine learning helps us scale those insights to full audience universes, but it's the people behind the data who give our models their grounding in reality. Each survey answer adds judgment, context, and perspective that algorithms alone can't replicate. Every survey question becomes an audience that lives in our platform and can be directly exported to media buying tools. It creates a closed loop system from data to insights to activation and eventually, campaign measurement.