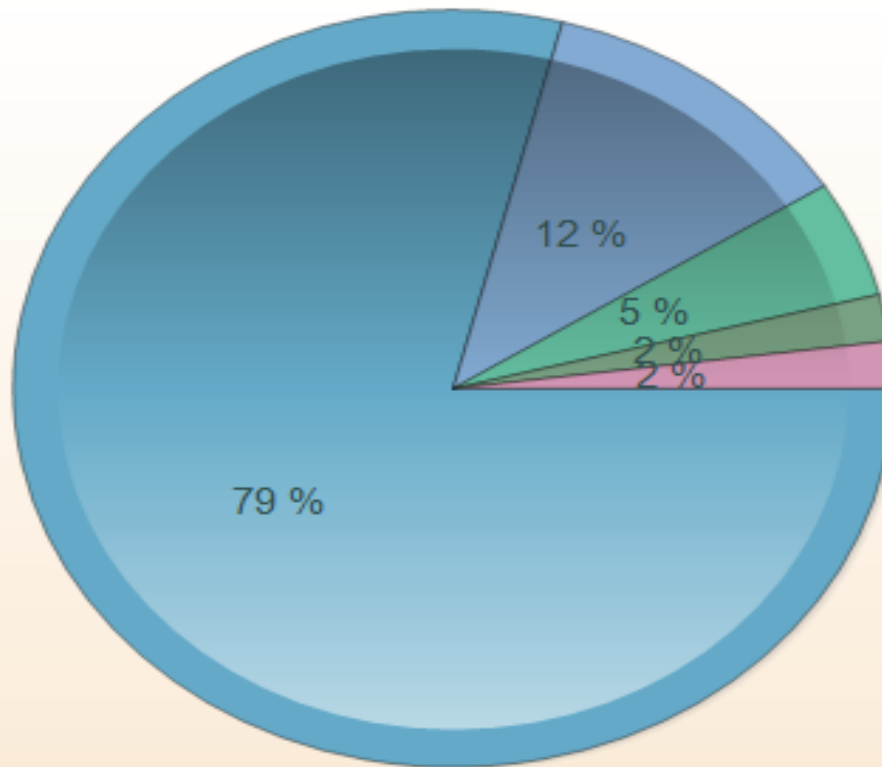


How Social a Social Customer Are You?



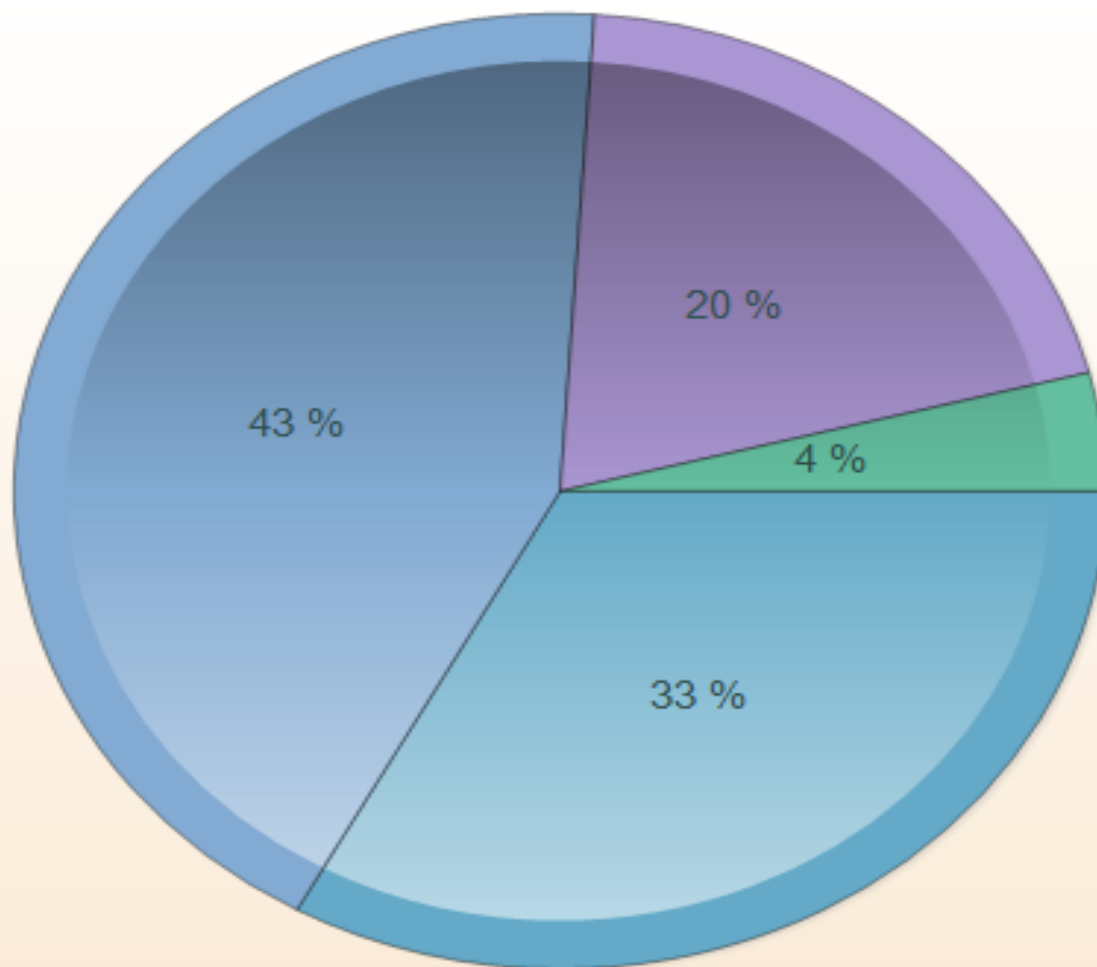
When researching a product or service, where do you go for information first?

- Search engine
- E-commerce site (e.g. Amazon, Zappos, Crutchfield)
- Social site (e.g. Facebook, Twitter, product/industry-specific community)
- Brands or companies' own websites
- Friend or colleague
- Print publication (e.g., magazine, newspaper)
- Other, please specify

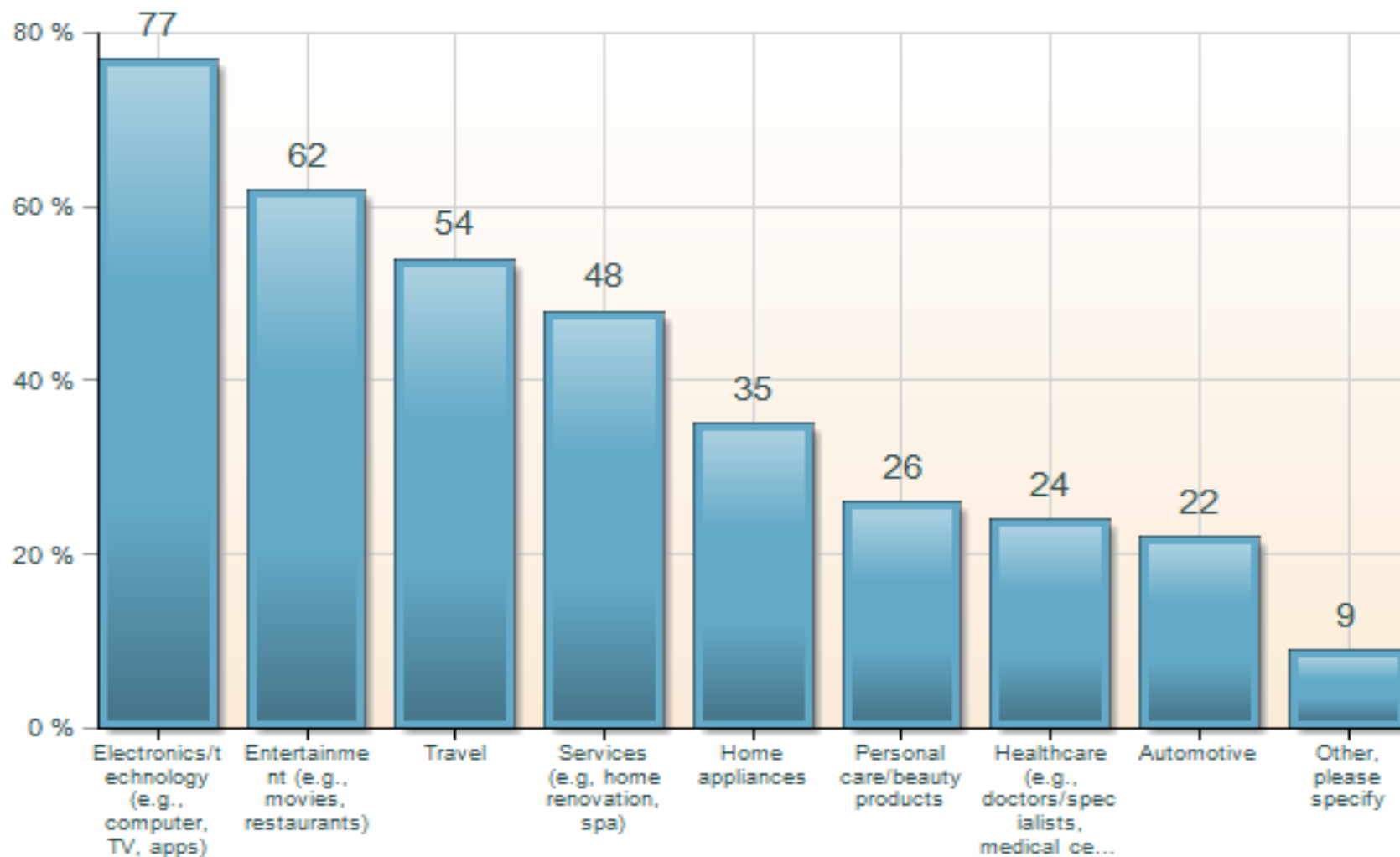


Before making a considered purchase (an item that you research first), how often do you seek recommendations:

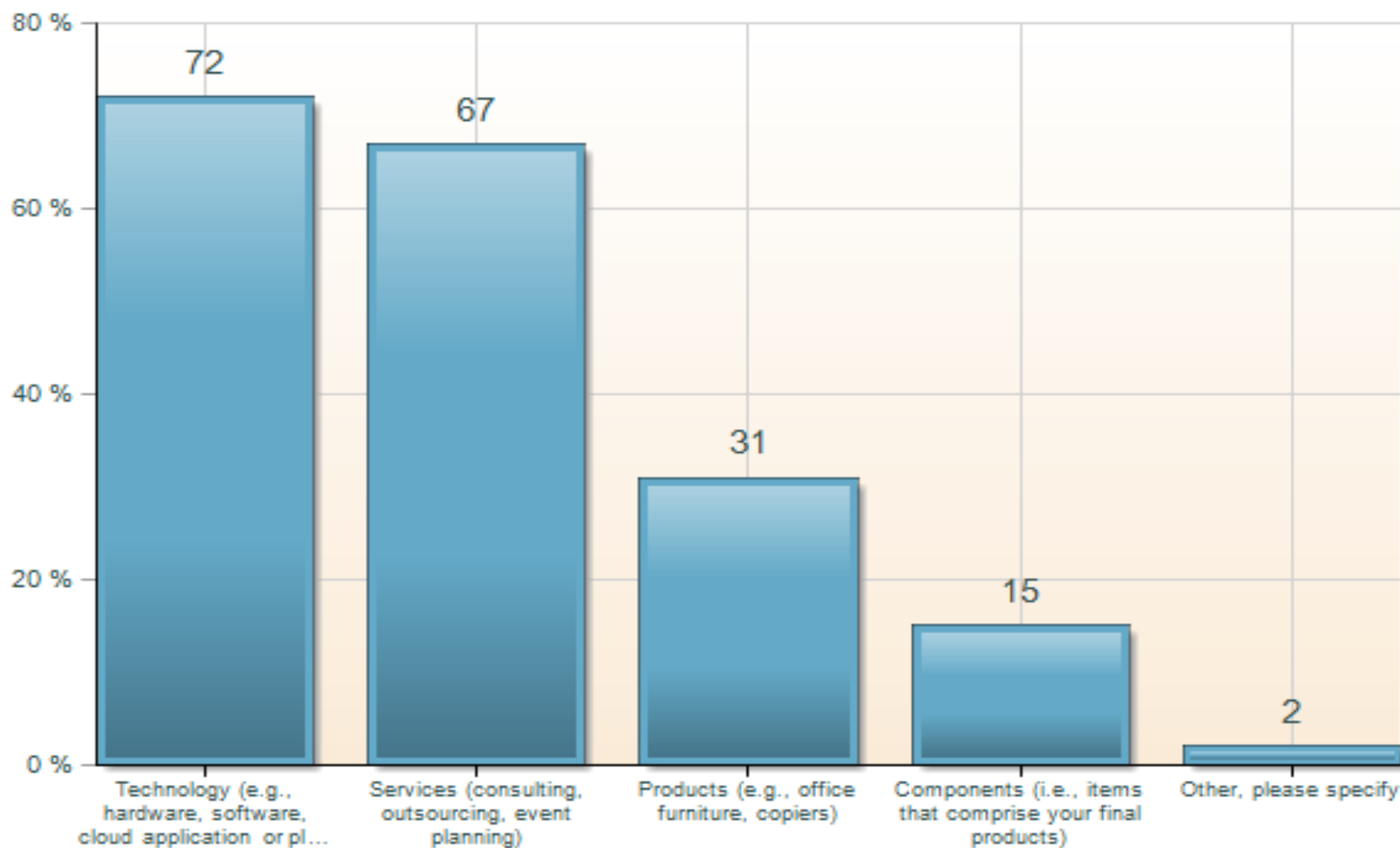
Always Often Sometimes Rarely Never











When you research products as a consumer, which items are you most likely to ask for a recommendation via social? (Check all that apply.)

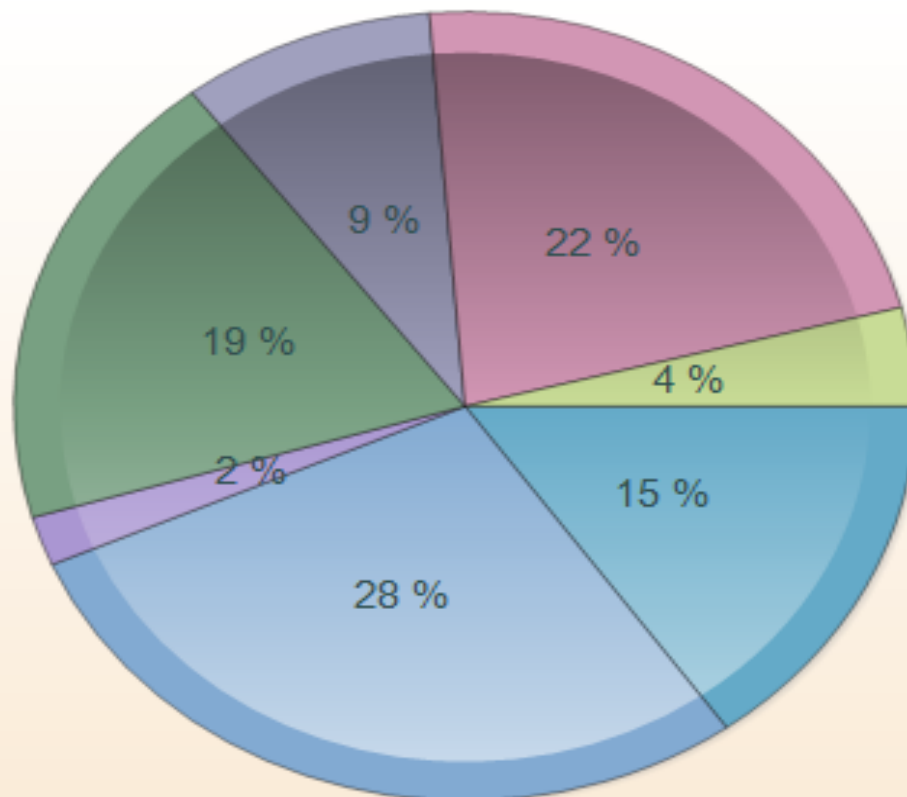


When you research products as a business customer, which items are you most likely to ask for a recommendation via social? (Check all that apply.)



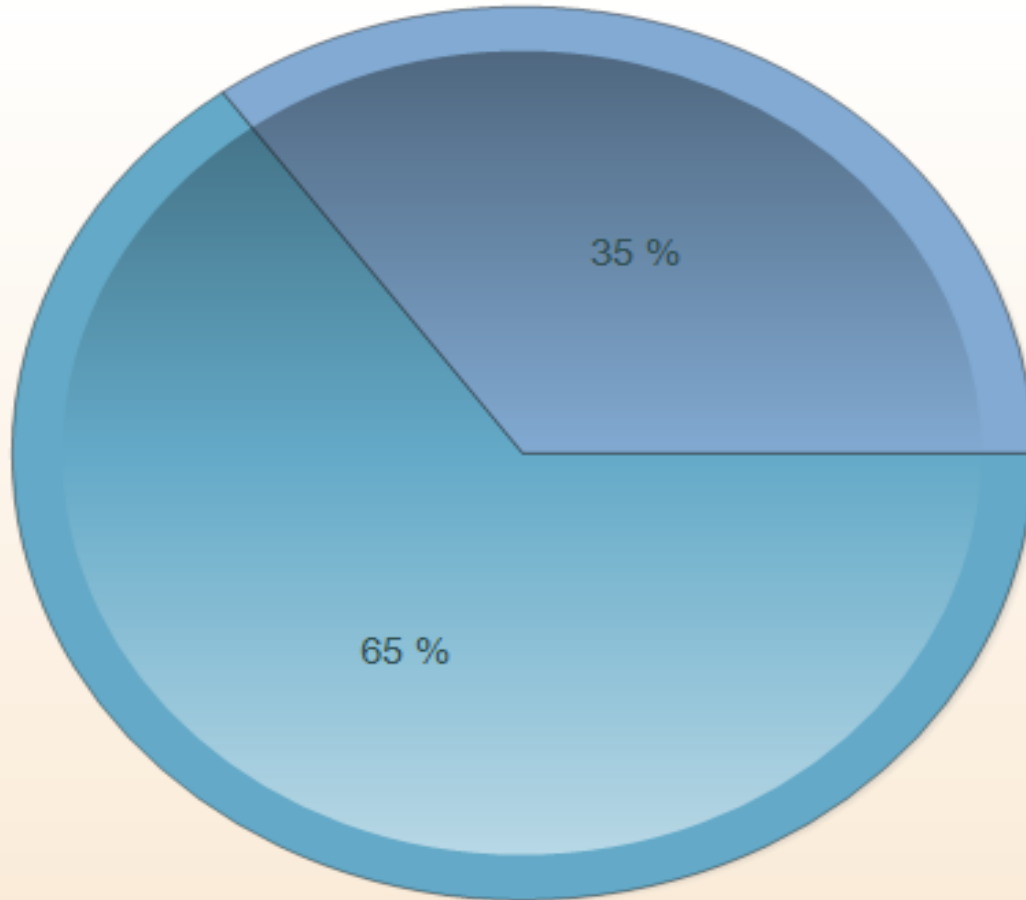
Whose recommendation would you trust the most?

- | | | |
|--|--|---|
|  Family member |  Blogger |  Someone with expertise on that item despite whether I know them |
|  Friend |  A publication with expertise in a specific area |  Other, please specify |
|  Business associate |  A member of an online community focused around a specific product set or topic | |



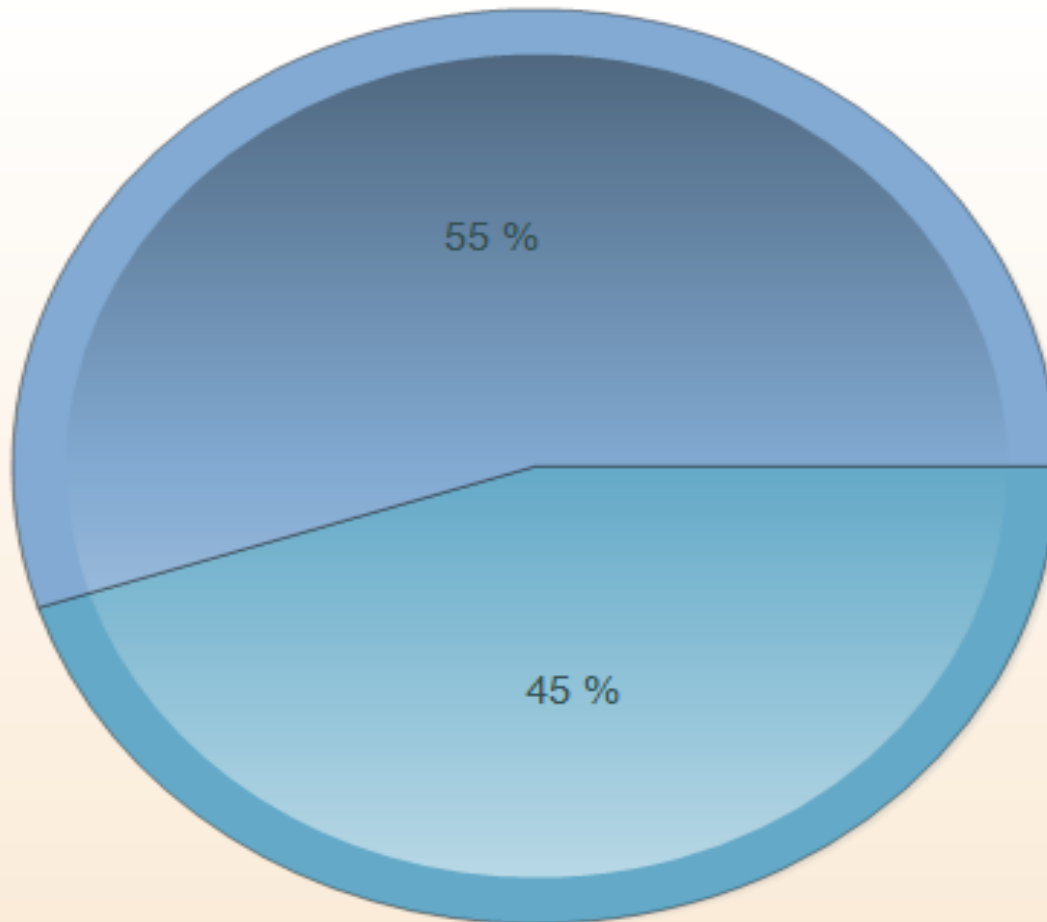
Have you made a purchase as a direct result of a recommendation(s) you received via your social network?

Yes No











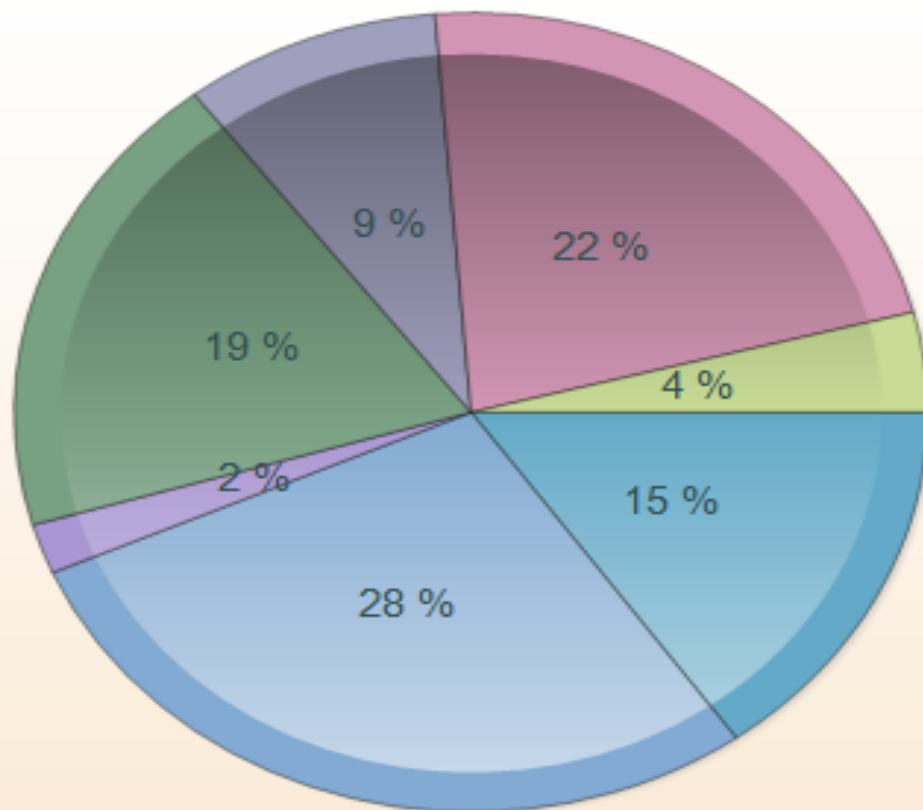
Have you made a purchase as a direct result of a recommendation(s) you received via someone you didn't know as a reply to a query you posted in a broader online community?

Yes No

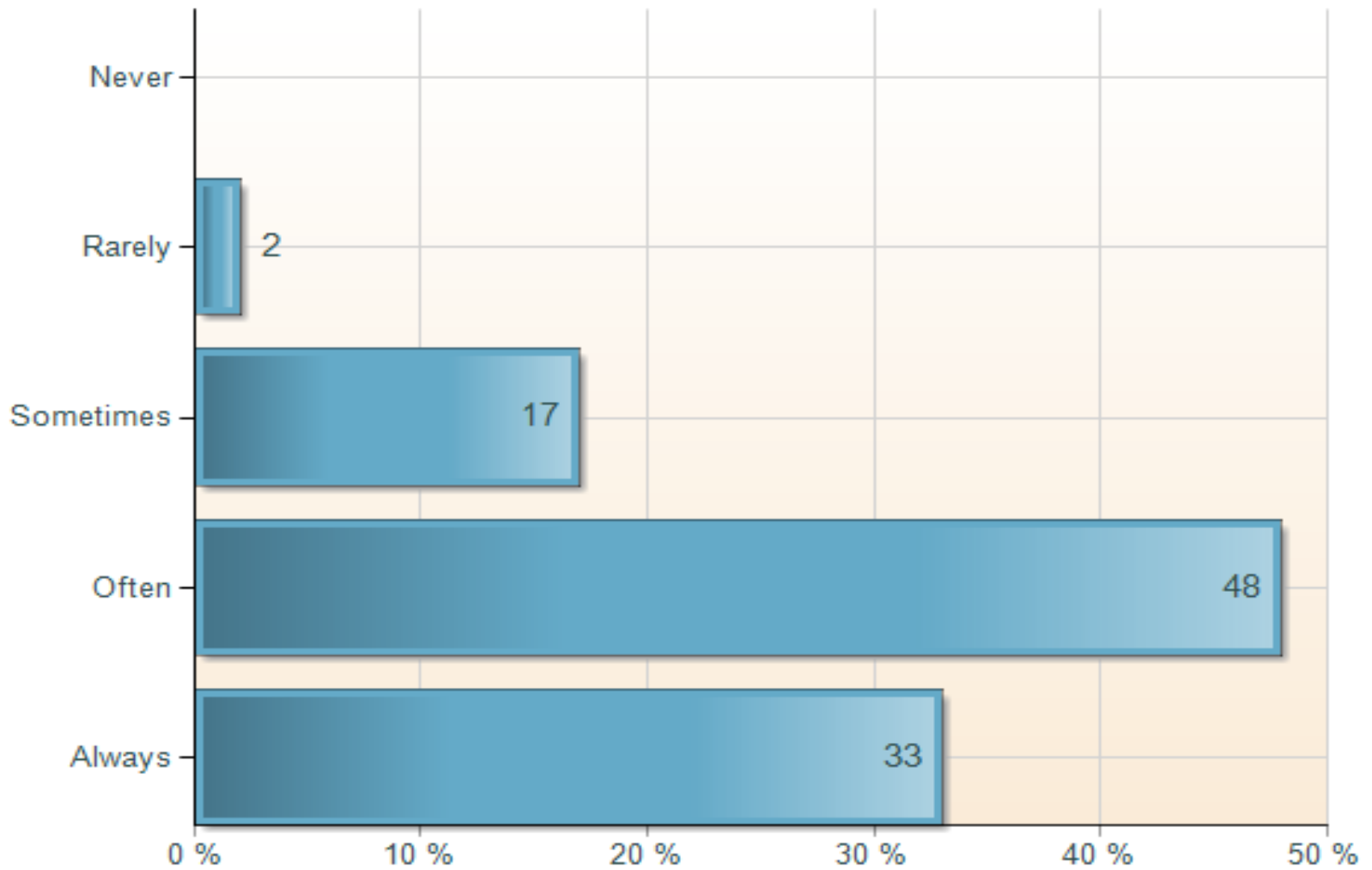


Whose recommendation would you trust the most?

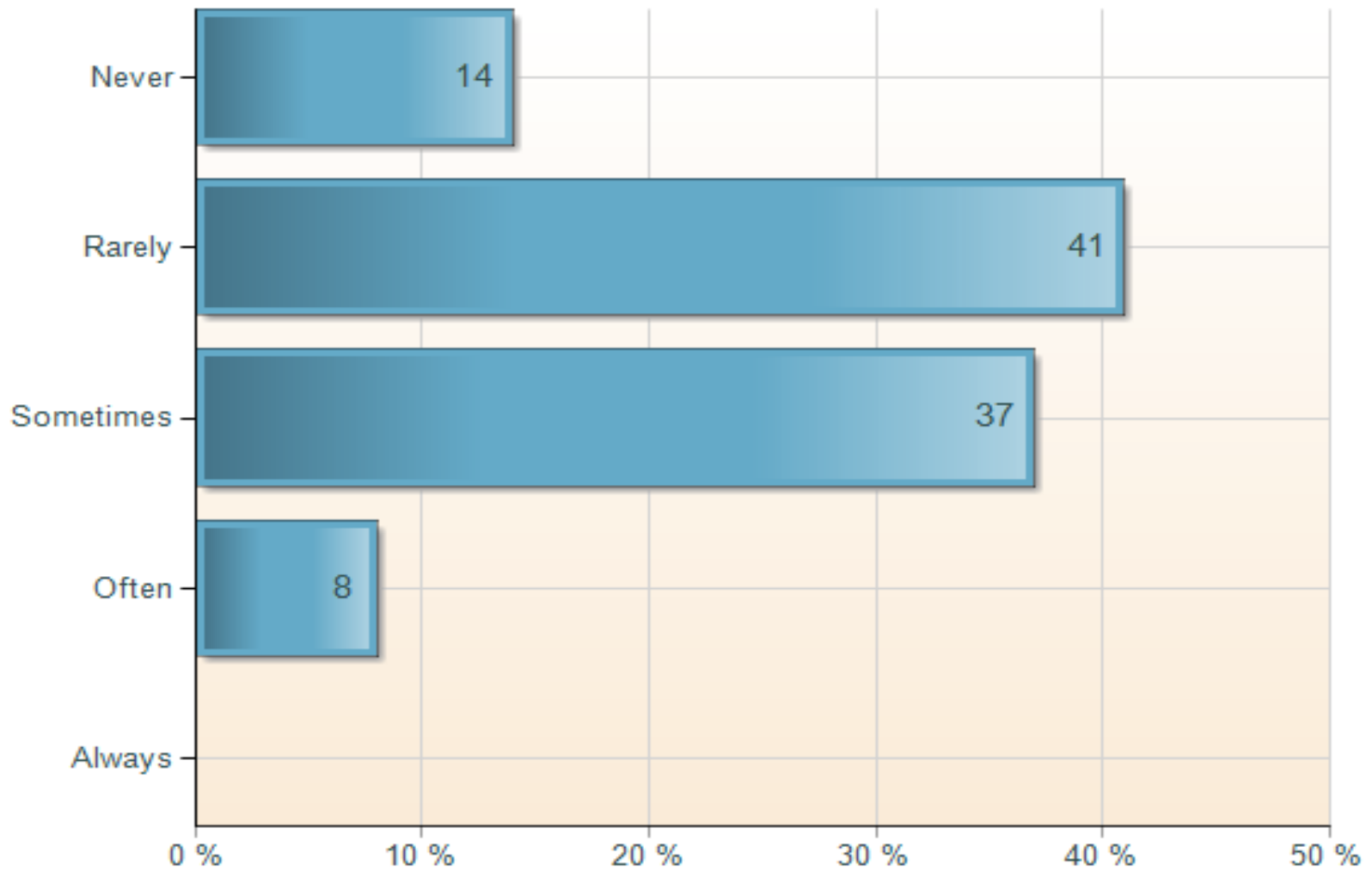
- | | | |
|--|--|---|
|  Family member |  Blogger |  Someone with expertise on that item despite whether I know them |
|  Friend |  A publication with expertise in a specific area |  Other, please specify |
|  Business associate |  A member of an online community focused around a specific product set or topic | |



Do you read reviews before making a purchase?



How often do you write reviews?



Why do you write reviews?

