

Chapter 13

Dealing with Data Online Survey

1. What is your age?
 Under 18 18-29 30-44 45-59 60+

{If respondent selects "Under 18", the survey terminates and data is not saved.}

2. Have you visited an online social media site within the last 30 days?
 Yes No

3. Do you have a Facebook profile page?
 Yes No

4. Social media sites are used by individuals to communicate with others. Listed below are five categories of individuals. When you think about the way you communicate through social media sites, what percent of your communications is in each of the following categories? The total should add to 100 percent.

Friends

Siblings

Children

Significant other

Colleagues

100% TOTAL

5. Approximately how many purchases of any kind have you made online in the last 60 days?

6. When considering all of the purchase you make, what percent are typically made online?
_____%

Brands are now using social media to communicate with and advertise to consumers. Using the scale below as a reference, please indicate your level of agreement or disagreement with each of the following statements by circling the number that best corresponds to your response.

- | | Strongly
Disagree | | | | | Strongly
Agree |
|---|------------------------------|---|---|---|---|---------------------------|
| 7. I am likely to purchase products I see advertised on a social media site. | 1 | 2 | 3 | 4 | 5 | |
| 8. I like to follow my favorite brands on social networking sites. | 1 | 2 | 3 | 4 | 5 | |
| 9. I trust product information that I get from social networking sites. | 1 | 2 | 3 | 4 | 5 | |
| 10. Social networking sites are a way for me to tell people about my favorite brands. | 1 | 2 | 3 | 4 | 5 | |
| 11. I am more likely to purchase products I see used or recommended by someone on a social networking site. | 1 | 2 | 3 | 4 | 5 | |
| 12. I often post comments on social network sites about my brands. | 1 | 2 | 3 | 4 | 5 | |
| 13. Do you upload photos and videos to social networking sites? | | | | | | |
| _____ Yes _____ No | | | | | | |
| 14. Please tell us your gender. | | | | | | |
| _____ Female _____ Male | | | | | | |
| 15. Please tell us your race. | | | | | | |
| _____ Caucasian (white) _____ African-American (black) _____ Hispanic _____ Other | | | | | | |

Do we have permission to use online cookie technology to see how many times you visited Facebook in the last 30 days, how long you visited, and where you went after your last visit to Facebook?

_____ Yes _____ No