



Consumer Technographics®

MAKING LEADERS SUCCESSFUL EVERY DAY

DECEMBER 2009

North American Technographics® Empowerment Online Survey, Q4 2009 (US)

NORTH AMERICAN TECHNOGRAPHICS

Forrester fielded this online survey of 10,111 US individuals during November 2009.

The purpose of this study was to analyze broad patterns in behavior and attitudes related to online peer influence and workforce technology adoption in the US. While the survey instrument focuses mostly on the online behaviors of connected consumers, it also includes questions about general technology attitudes and standard demographic and psychographic questions. The topic areas in this survey include (but are not limited to):

- Social technology adoption.
- Social technology use during the research process.
- Social network connections.
- Online peer influence.
- How the workforce adopts online technologies.
- Mobile behavior.

To help you perform custom analyses and profiling, you may segment consumers by their responses to any of the demographic questions. In addition, you have access to a set of variables that capture the Technographics segments that Forrester has used since 1997 to predict consumers' adoption of technology and their ongoing use of it.

For data subscribers, please contact the Technographics Team with any questions regarding the use of Forrester's North American Technographics Empowerment Online Survey, Q4 2009 (US) or custom data analyses. The Technographics Team can be reached at consumerdataadvisor@forrester.com.

For non-data subscribers, please contact the Technographics Business Development Team with any questions regarding the use of this data or custom data projects at data@forrester.com.

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[NOTE: The overall base for this survey is of “online” consumers – those that go on the Internet at least once a month or more]

[BASE: ASK ALL]

Q01.S What country do you live in? (Select one)

United States
Canada

[ONLY US, TERMINATE IF ANSWER CANADA]

[BASE: ASK ALL]

Q02.S What is your gender? (Select one)

Male
Female

[BASE: ASK ALL]

Q03.S How old are you?

[LIMIT AGE RANGE TO 18-88; ELSE TERMINATE]

[BASE: ASK ALL]

Q04.S How often do you go online (including weekdays and weekends)? This includes access from home, work, or elsewhere to an online service, the Internet, or the World Wide Web. (Select one)

I do not go online at all
Less often than once a month
About once a month
Several times a month
About once a week
Several times a week
About once a day
Several times a day

[LOGIC: IF DO NOT GO ONLINE AT LEAST MONTHLY OR MORE, TERMINATE]

[IF Q4=[1|2] END THE SURVEY]

[ask all]

Q05.CT What kind of Internet connection do you usually use at home? (Select one)

I don't have a home connection
Cable modem
DSL
Dial-up modem
Satellite
Fiber (e.g., Verizon FiOS, AT&T U-Verse)
Other (please specify)
Don't know



Now, we'd like to ask you about some activities you may do online. There are different ways you can use the Internet, and we'd like to know how often you participate in the following activities.

[BASE: ASK ALL]

Q1.MA There are many ways to put your own opinions, videos, music, and photos on the Internet. How frequently do you do each of the following activities? (Select one for each row)

ROW HEADINGS

Publish, maintain, or update a blog
Upload video you created to a public Web site (e.g., YouTube or MySpace)
Upload audio/music you created to a public Web site
Upload photos to a public Web site (e.g., Flickr, Photobucket)
Publish or update your own Web pages
Write articles, stories, poems etc. and post them online (e.g., Gather, Helium)

COLUMN HEADINGS

At least daily
At least weekly
At least monthly
Less than monthly
Never

[BASE: ASK ALL]

Q2.MA There are also many ways to contribute to, organize, or "tag" content on Web sites on the Internet. How frequently do you do each of the following activities? (Select one for each row)

ROW HEADINGS

Comment on someone else's blog
Post ratings/reviews of products or services (e.g., Amazon, Epinions, Yelp)
Contribute to online forums or discussion groups
Contribute to/edit articles in a wiki (e.g., Wikipedia)
Use RSS (Really Simple Syndication) feeds
Add labels or "tags" to Web pages, online photos, etc. (e.g., Delicious, Flickr)
"Vote" for Web sites online (e.g., Digg, Reddit)

COLUMN HEADINGS

At least daily
At least weekly
At least monthly
Less than monthly
Never

Q3a.MA There are many ways to participate in online social networks like MySpace, Facebook, and LinkedIn. How frequently do you do each of the following activities? (Select one for each row)

ROW HEADINGS

Post updates on Twitter
Read other people's updates on Twitter
Visit social networking sites (e.g., MySpace, Facebook, LinkedIn)
Update/maintain a profile on a social networking site (e.g., MySpace, Facebook, LinkedIn)



Add comments to someone's page or profile on a social networking site (e.g., MySpace, LinkedIn, Facebook)
Converse with friends through social networking sites (e.g., MySpace, Facebook, LinkedIn)
Update your status on a social networking site (e.g., MySpace, Facebook, LinkedIn)

COLUMN HEADINGS

At least daily
At least weekly
At least monthly
Less than monthly
Never

Q3b.MA There are also many ways to consume content, including social content, on Web sites, on the Internet. How frequently do you do each of the following activities? (Select one for each row)

ROW HEADINGS

Read blogs
Watch video from other users (e.g., YouTube)
Listen to or download audio/music from other users
Read online forums or discussion groups
Read customer ratings/reviews of products or services (Amazon, Epinions, Yelp)
Listen to podcasts
Use personal portal/content sites (e.g., iGoogle, My Yahoo!, My MSN)

COLUMN HEADINGS

At least daily
At least weekly
At least monthly
Less than monthly
Never

[PROGRAMMER NOTE: RANDOMIZE THE ORDER THAT RESPONDENTS SEE Q4A THROUGH Q5C, BUT ALWAYS START THE QUESTIONS WITH THE INTRO BELOW]

Now we'd like to ask you about how you research the products you buy and the choices you make.

[BASE: ASK ALL]

[LOGIC: RANDOMIZE RESPONSES ONCE, AND KEEP THE SAME ORDER FOR Q4A THROUGH Q5C]

Q4a.MA What resources do you typically check before making a large purchase like a car, TV, or refrigerator? (Select all that apply)

Online blogs
Online news or information sites
Use a cell phone to check online information
Online ratings and reviews
Online forums or discussion groups
Talk in person or by phone to friends
Friends' opinions on social networking sites (e.g. Facebook, MySpace)
Friends' opinions on Twitter



I don't check any of these before making this purchase **[ANCHOR - EXCLUSIVE]**

I don't make these sorts of purchases **[ANCHOR - EXCLUSIVE]**

[BASE: ASK ALL]

Q4b.MA What resources do you typically check before purchasing an ongoing service, like cell phone service? (Select all that apply)

Online blogs

Online news or information sites

Use a cell phone to check online information

Online ratings and reviews

Online forums or discussion groups

Talk in person or by phone to friends

Friends' opinions on social networking sites (e.g. Facebook, MySpace)

Friends' opinions on Twitter

I don't check any of these before making this purchase **[ANCHOR - EXCLUSIVE]**

I don't make these sorts of purchases **[ANCHOR - EXCLUSIVE]**

[BASE: ASK ALL]

Q4c.MA What resources do you typically check before making an entertainment choice, like a movie or a restaurant? (Select all that apply)

Online blogs

Online news or information sites

Use a cell phone to check online information

Online ratings and reviews

Online forums or discussion groups

Talk in person or by phone to friends

Friends' opinions on social networking sites (e.g. Facebook, MySpace)

Friends' opinions on Twitter

I don't check any of these before making this choice **[ANCHOR - EXCLUSIVE]**

I don't make these sorts of choices **[ANCHOR - EXCLUSIVE]**

[BASE: ASK ALL]

Q5a.MA What resources do you typically check before choosing a financial investment, like a stock or mutual fund? (Select all that apply)

Online blogs

Online news or information sites

Use a cell phone to check online information

Online ratings and reviews

Online forums or discussion groups

Talk in person or by phone to friends

Friends' opinions on social networking sites (e.g. Facebook, MySpace)

Friends' opinions on Twitter

I don't check any of these before making this choice **[ANCHOR - EXCLUSIVE]**

I don't make these sorts of choices **[ANCHOR - EXCLUSIVE]**

[BASE: ASK ALL]



Q5b.MA What resources do you typically check before choosing a treatment for a health condition? (Select all that apply)

- Online blogs
- Online news or information sites
- Use a cell phone to check online information
- Online ratings and reviews
- Online forums or discussion groups
- Talk in person or by phone to friends
- Friends' opinions on social networking sites (e.g. Facebook, MySpace)
- Friends' opinions on Twitter
- I don't check any of these before making this choice **[ANCHOR - EXCLUSIVE]**
- I don't make these sorts of choices **[ANCHOR - EXCLUSIVE]**

[BASE: ASK ALL]

Q5c.MA What resources do you typically check before making a purchase for use in your job (e.g., software)? (Select all that apply)

- Online blogs
- Online news or information sites
- Use a cell phone to check online information
- Online ratings and reviews
- Online forums or discussion groups
- Talk in person or by phone to friends
- Friends' opinions on social networking sites (e.g. Facebook, MySpace)
- Friends' opinions on Twitter
- I don't check any of these before making this purchase **[ANCHOR - EXCLUSIVE]**
- I don't make these sorts of purchases **[ANCHOR - EXCLUSIVE]**

[BASE: ASK ALL]

Q6.MA In the past year, which of the following have you researched online? (Select all that apply)

- Software
- Computer hardware
- Consumer electronics
- Office supplies
- Books
- Music (e.g., CDs, tapes, vinyl)
- Digital music/video (e.g., MP3, subscription services)
- Videos/DVDs
- Video games
- Toys
- Sporting goods
- General apparel/clothing
- Footwear
- Clothing accessories
- Jewelry
- Baby/children's products (not including toys)
- Beauty products (e.g., cosmetics, fragrances)
- Health products (personal care & over-the-counter drugs)
- Healthcare professionals (e.g., Doctors, Dentists)



Treatments for health conditions
Event tickets
Movie tickets
Food and beverage/groceries
Restaurants
Flowers/cards/gifts
Furniture
Linens/home décor
Personal appliances (e.g., hairdryer)
Domestic appliances (e.g., refrigerator)
Tools/hardware/garden supplies
Automobiles
Auto parts
Airline tickets
Car rentals
Hotel reservations
Business services
Careers
Political candidates
None of these **[EXCLUSIVE]**

We'd like to know a little more about how you connect and share with other people online.

[BASE: ASK ALL]

Q7.MA Which social networking sites do you have an account with? (Select all that apply)

Facebook
MySpace
LinkedIn
Twitter
Another social networking site (please specify)
I don't visit social networking sites **[EXCLUSIVE]**

[LOGIC: IF Q7 = I DON'T VISIT SNS, GO TO Q9]

[LOGIC: PIPE IN RESPONSES FROM Q7]

[BASE: PEOPLE WHO HAVE AT LEAST ONE ACCOUNT IN Q7]

**Q8.MA Approximately how many friends, followers, or connections do you have on each site?
(Select one for each row)**

ROW HEADINGS

Facebook
MySpace
LinkedIn
Twitter
[PIPE IN TEXT FROM Q7 for Other specify]

COLUMN HEADINGS

None **[0]**
1-25 **[13]**



26-50 [38]
51-100 [75.5]
101-150 [125.5]
151-200 [175.5]
201-300 [250.5]
301-400 [350.5]
401-600 [500.5]
601 or more [700.5]

[LOGIC: GO TO Q10, IF PUBLISH MAINTAIN OR UPDATE A BLOG IN Q1 = NEVER]

[BASE: RESPONDENTS WHO BLOG BASE: Q1_1 NOT "NEVER"]

Q9.MA How many people typically read your blog posts? (Select one)

I don't publish a blog
None [0]
1-10 readers [5.5]
11-25 readers [18]
26-50 readers [38]
51-100 readers [75.5]
101-300 readers [200.5]
301-500 readers [400.5]
501 or more readers [600.5]
Not sure

[BASE: ASK ALL]

[LOGIC: PIPE IN SOCIAL NETWORKS FROM Q7, ALWAYS PIPE IN RESPONSES 1 THROUGH 4]

Q10.MA Thinking about the past 12 months, how many times did you post or write your opinions of products or services (large purchases, ongoing services, or other choices) in the following places? (Select one for each row)

ROW HEADINGS – RANDOMIZE FIRST 4 ITEMS

On your own blog
On comments on someone else's blog
On a site with online ratings and reviews
On an online forum or discussion group
On Facebook
On MySpace
On LinkedIn
On Twitter
On another social networking site [PIPE IN RESPONSE FROM Q7]

COLUMN HEADINGS

None [0]
1 time [1]
2-5 times [3.5]
6-10 times [8]
11-20 times [15.5]
21-40 times [30.5]
41 or more times [50.5]



[LOGIC: IF ALL = NONE IN Q10, GO TO Q12]

[BASE: CONSUMERS WHO HAVE GIVEN THEIR OPINION AT LEAST ONCE ON A SITE IN Q10]

Q11.MA Now consider all the opinions you've posted online about products or services (large purchases, ongoing services, or other choices) in the past 12 months.

How would you describe the comments you've made? (Select one)

- Nearly all negative
- More negative than positive
- Split about 50/50; both positive and negative
- More positive than negative
- Nearly all positive

[BASE: ASK ALL]

Q12.MA How often do your friends and family ask for your opinion before making a purchase? (Select one)

- Never
- Hardly ever
- Sometimes
- Often, but not always
- Always

[BASE: ASK ALL]

Q13.MA Which of the following are you likely to express your opinion about using the Web? (Select all that apply)

- Software
- Computer hardware
- Consumer electronics
- Office supplies
- Books
- Music (e.g., CDs, tapes, vinyl)
- Digital music/video (e.g., MP3, subscription services)
- Videos/DVDs
- Video games
- Toys
- Sporting goods
- General apparel/clothing
- Footwear
- Clothing accessories
- Jewelry
- Baby/children's products (not including toys)
- Beauty products (e.g., cosmetics, fragrances)
- Health products (personal care & over-the-counter drugs)
- Healthcare professionals (e.g., Doctors, Dentists)
- Treatments for health conditions
- Event tickets
- Movie tickets



Food and beverage/groceries
Restaurants
Flowers/cards/gifts
Furniture
Linens/home décor
Personal appliances (e.g., hairdryer)
Domestic appliances (e.g., refrigerator)
Tools/hardware/garden supplies
Automobiles
Auto parts
Airline tickets
Car rentals
Hotel reservations
Business services
Careers
Political candidates
None of these **[EXCLUSIVE]**

Now we'd like to know about where you work.

[BASE: ASK ALL]

Q14.BU Which of the following best describes your employment status? (Select all that apply)

Part-time student
Full-time student
Part-time employee
Full-time employee
Retired
Unemployed

[LOGIC: IF Q14 ≠ PART-TIME OR FULL-TIME EMPLOYEE, GO TO Q34]

[BASE: FULL OR PART TIME EMPLOYEES]

Q15.BU How big is the company or organization you work for in your primary job? (Select one)

I work for myself **[1]**
Fewer than 10 employees **[4.5]**
10 to 99 employees **[54.5]**
100 to 999 employees **[549.5]**
1,000 to 4,999 employees **[2999.5]**
5,000 or more employees **[6999.5]**
Don't know
Prefer not to answer

[BASE: FULL/PART TIME EMPLOYEES]

Q16.BU How would you describe the structure of your company or organization? (Select one)

Single location
Multiple locations in the same country
Multiple locations, some in different countries

[BASE: FULL/PART TIME EMPLOYEES]



Q17.BU What is your profession? (Select one)

- Retail sales (e.g., in store sales, online sales, etc.)
- Other sales (e.g., sales account management, client management, business development, etc.)
- Financial professional (e.g., accountant, financial analyst, broker, tax consultant, insurer, realtor, etc.)
- Professional services (e.g., business services, management consulting, attorney, doctor, nurse, etc.)
- Educator (e.g., teacher, professor, professional trainer, etc.)
- Engineer (e.g., mechanical, electrical, software, industrial, chemical, manufacturing engineering, packaging engineer, architect, etc.)
- Design (e.g., graphic design, Web site design, industrial design, etc.)
- Human resources (e.g., hiring, compensation design and administration, etc.)
- Marketing (e.g., sales support, campaign management, mar-com, PR, etc.)
- Manager (e.g., executive, program manager, project manager, people manager, etc.)
- Manufacturing or trade (e.g., assembly or building, electrician, plumber, building construction, etc.)
- Customer services (e.g., call agent, technician, etc.)
- Clerical/Administrative
- Other (please specify)

[BASE: FULL/PART TIME EMPLOYEES]

Q18.BU What is your organization's primary type of business at your location? (Select one)

- Agriculture, Food, & Beverage
- Consumer Product Manufacturing
- Chemicals and Metals
- Electronics
- Manufacturing and Materials
- Retail
- Technology products and services
- Transportation Services
- Business Services
- Consumer Services
- Media and Leisure
- Construction
- Energy, Utilities, and Waste Management
- Telecommunications Services
- Financial Services
- Insurance
- Education
- Non-profit
- Healthcare
- Government
- Other (please specify)

[BASE: FULL/PART TIME EMPLOYEES]

Q19.BU Who does your company or organization primarily sell to or serve? (Select one)

- Consumers, citizens, or patients
- Other businesses, organizations, or governments
- Don't know

[BASE: FULL OR PART TIME EMPLOYEES]



Q20.BU Please indicate how much each statement describes your attitudes towards technology and your work style. (Select one for each row)

ROW HEADINGS - RANDOMIZE

Technology is important to me.
I am very competitive when it comes to my career.
I like technology.
The technology I have at home is better than what I have at work.
I put a lot of time and energy into my career.
I like sharing what I know with others.

COLUMN HEADINGS

- 1 – Doesn't describe me at all [1]
- 2 [2]
- 3 [3]
- 4 [4]
- 5 [5]
- 6 [6]
- 7 [7]
- 8 [8]
- 9 [9]
- 10 – Describes me completely [10]

[BASE: FULL OR PART TIME EMPLOYEES]

Q21a.BU Which devices do you use for work? (Select all that apply)

Desktop computer
Laptop computer
Smartphone (cell phone with email and Internet access)
None of these [EXCLUSIVE]

[LOGIC: IF Q21A = NONE OF THE ABOVE, GO TO Q34]

[LOGIC: PIPE IN ROWS SELECTED FROM Q21A]

[BASE: FULL OR PART TIME EMPLOYEES WHO USE TECHNOLOGY FOR WORK]

Q21b.BU Who paid for the devices you use for work? (Select one for each row)

ROW HEADINGS

Desktop computer
Laptop computer
Smartphone (cell phone with email and Internet access)

COLUMN HEADINGS

My company paid for this
I bought this myself and I use it for work

[LOGIC: IF DON'T USE A SMARTPHONE FOR WORK, GO TO Q24]

[BASE: FULL/PART TIME EMPLOYEES WHO USE TECHNOLOGY FOR WORK AND USE SMARTPHONE AT WORK]

Q22.BU Who pays the monthly bill for the smartphone you use for work? (Select one)



I pay the entire bill
My company pays a portion of the bill and I pay the rest
My company pays the entire bill

[BASE: FULL/PART TIME EMPLOYEES WHO USE TECHNOLOGY FOR WORK AND USE SMARTPHONE AT WORK]

Q23.BU What is the brand of the smartphone you use for work? (Select one)

Apple iPhone (all types)
Palm (e.g. Pre, Treo)
RIM (e.g. BlackBerry Bold, Pearl, Curve)
Windows Mobile device
Other smartphone (please specify)

[BASE: FULL/PART TIME EMPLOYEES WHO USE TECHNOLOGY FOR WORK]

Q24.BU We are interested in whether you've downloaded and used software applications (browsers, instant messaging, word processors, etc.) that your company doesn't provide or explicitly authorize (non-authorized software applications). Have you downloaded any non-authorized software applications to your primary work computer? (Select one)

Yes
No

[LOGIC: IF Q24 = NO, GO TO Q27]

[BASE: FULL/PART TIME EMPLOYEES WHO USE TECHNOLOGY FOR WORK AND USE UNAUTHORIZED APPS]

Q25.BU How many non-authorized software applications have you downloaded in the last 12 months for work purposes? (Select one)

None [0]
1 application [1]
2-3 applications [2.5]
4-5 applications [4.5]
6 or more applications [6.5]
I don't know / I don't remember

[BASE: FULL/PART TIME EMPLOYEES WHO USE TECHNOLOGY FOR WORK AND USE UNAUTHORIZED APPS]

Q26.BU Approximately how often do you use these non-authorized software applications that you've downloaded to help you do your job? (Select one)

Hourly
Daily
Weekly
Monthly
Less than monthly
Never

[BASE: FULL/PART TIME EMPLOYEES WHO USE TECHNOLOGY FOR WORK]

Q27.BU You may be using Web sites or Internet services for work purposes that require a login. Some of these sites are not provided by or explicitly authorized by your company (e.g. LinkedIn, Google Docs, other login-required Web site). How many login-required, non-authorized Web



sites or Internet services have you used in the last 12 months to help you do your job? (Select one)

- None [0]
- 1 [1]
- 2-3 [2.5]
- 4-5 [4.5]
- 6-10 [8]
- 11-20 [15.5]
- 21 or more [25.5]

[LOGIC: IF Q27 = NONE, GO TO Q29]

[BASE: FULL/PART TIME EMPLOYEES WHO USE TECHNOLOGY FOR WORK AND USE AT LEAST ONE UNAUTHORIZED WEB SITE]

Q28.BU Approximately how often do you use these login-required, non-authorized Web sites or Internet services to help you do your job? (Select one)

- Hourly
- Daily
- Weekly
- Monthly
- Less than monthly
- Never

[BASE: FULL/PART TIME EMPLOYEES WHO USE TECHNOLOGY FOR WORK]

Q29.BU Why are you using non-authorized software applications, Web sites, or Internet services for work purposes? (Select all that apply)

[RANDOMIZE]

- It is better than what my company provided
- I needed it and my company didn't provide an alternative
- It was something that I use in my personal life and wanted to use at work
- My manager suggested it to me
- A colleague suggested it to me
- Other (please specify) [ANCHOR]
- I don't know [ANCHOR, EXCLUSIVE]
- I don't use non-authorized software applications, Web sites, or Internet services for work purposes [ANCHOR, EXCLUSIVE]

[BASE: FULL/PART TIME EMPLOYEES WHO USE TECHNOLOGY FOR WORK]

[LARGE TEXT BOX: 1,000 CHARACTERS]

[DO NOT FORCE]

Q30.BU Please share in your own words why you are (or are not) using non-authorized software applications, Web sites, or Internet services for work purposes.

[BASE: FULL/PART TIME EMPLOYEES WHO USE TECHNOLOGY FOR WORK]

Q31.BU Please indicate how much each statement describes your attitudes towards technology and your work style. (Select one for each row)

ROW HEADINGS - RANDOMIZE

- I feel empowered to solve my own problems and challenges at work.
- I feel rewarded when I show people new ideas for solving business problems.



I feel rewarded when I use technology and the Internet in new ways at work.
I feel guilty when I download non-authorized applications to my work computer.
I feel guilty when I use non-authorized Web sites for work purposes.

COLUMN HEADINGS

- 1 – Doesn't describe me at all [1]
- 2 [2]
- 3 [3]
- 4 [4]
- 5 [5]
- 6 [6]
- 7 [7]
- 8 [8]
- 9 [9]
- 10 – Describes me completely [10]

We'd also like to know how you participate in your company's purchasing decisions.

[BASE: FULL/PART TIME EMPLOYEES WHO USE TECHNOLOGY FOR WORK]

Q32.TI What role do you have in purchases your company makes? (Select one for each row)

ROW HEADINGS

Technology purchases (e.g. hardware, software, telecom services, IT services)
Other business products or services

COLUMN HEADINGS

I don't make this purchase, but have a heavy influence on what we buy
I share this purchase decision with other colleagues
I am the primary decision maker for this purchase
I don't have a role in this purchase

[LOGIC: Q32 = NO ROLE FOR TECH PURCHASES AND OTHER PURCHASES, GO TO Q34]

[BASE: FULL/PART TIME EMPLOYEES WHO USE TECHNOLOGY FOR WORK AND HELP DECIDE OR MAKE COMPANY PRODUCT PURCHASES]

[LOGIC: PIPE IN COLUMNS IN Q32 ≠ "I DON'T HAVE A ROLE IN THESE PURCHASES"]

Q33.TI What is the value of the purchases you influence in a typical year? (Select one for each row)

ROW HEADINGS

\$1 to \$100 [50.5]
\$101 to \$500 [300.5]
\$501 to \$2,000 [1250.5]
\$2,001 to \$5,000 [3500.5]
\$5,001 to \$20,000 [12500.5]
\$20,001 or more [27500.5]

COLUMN HEADINGS

Technology purchases (e.g. hardware, software, telecom services, IT services)
Other business products or services



Now we just have a few more questions about your activities and the products you buy.

[BASE: ASK ALL]

Q34.PR In a typical week, how many hours do you spend doing each of the following? (Select one for each row)

ROW HEADINGS

Reading newspapers (not online)
Reading magazines (not online)
Watching TV (not online)
Listening to the radio (not online)
Playing video games on a computer
Playing video games on a console or handheld player (e.g., PS2, Game Boy)
Using the Internet for personal purposes
Using the Internet for work purposes

COLUMN HEADINGS

None [0]
Less than 1 hour [.5]
1-4 hours [2.5]
5-9 hours [7]
10-14 hours [12]
15-19 hours [17]
20-24 hours [22]
25-29 hours [27]
30 or more hours [32]

[BASE: ASK ALL]

Q35.PR Which of the following magazines or newspapers do you read regularly in print and/or online? (Select all that apply)

Your local newspaper
AARP, The Magazine
Better Homes and Gardens
BusinessWeek
Car and Driver
Conde Nast Traveler
Consumer Reports
Cosmopolitan
Entertainment Weekly
ESPN, The Magazine
Fortune
Glamour
Good Housekeeping
Martha Stewart Living
Maxim
Men's Health
Money
National Geographic



Newsweek
O, The Oprah Magazine
People
Playboy
Prevention
Reader's Digest
Rolling Stone Magazine
Self
Shape
Sports Illustrated
The Economist
The New Yorker
The New York Times
The Wall Street Journal
Time
TV Guide
USA Today
Us Weekly
Vanity Fair
Vogue
Wired
None of these **[EXCLUSIVE]**

[BASE: ASK ALL]

Q36.PR Which of the following TV channels do you regularly watch on TV? (Select all that apply)

A&E
ABC
Animal Planet
BET
Bravo
Cartoon Network
CBS
CMT
CNBC
CNN
Comedy Central
CurrentTV
Discovery Channel
Disney Channel
DIY Network
E!
ESPN
Food Network
Fox
Fox News Channel
Fox Sports Net
FX
HBO



HGTV
History Channel
HSN
Lifetime
Logo
Max (Cinemax)
MSNBC
MTV
MTV2
MyNetworkTV
National Geographic
NBC
Nickelodeon
Nick at Nite
Noggin
Oxygen
PBS
QVC
Syfy
Showtime
Spike
Starz
TBS
Telemundo
The CW
The N
The Weather Channel
TLC
TNT
Travel Channel
TV Land
Univision
USA Network
Versus
VH1
We
None of these **[EXCLUSIVE]**

[BASE: ASK ALL]

Q37.PR Which of the following do you or someone in your household currently own? (Select all that apply)

[RANDOMIZE]

Video game console (e.g., Xbox, PlayStation, Wii)
Handheld video game player (e.g., Nintendo DS, PSP)
Portable MP3 player (e.g., iPod, Creative, Zune)
HDTV (high-definition TV) set
Digital camera
Digital video camcorder (DV, MV)



DVD player
Blu-Ray Disc Player (including PS3)
Satellite radio (e.g., SiriusXM)
Home theater audio system (separate speakers for a TV)
Portable GPS (e.g., Garmin, TomTom)
Digital photo frame
Desktop computer
Laptop/notebook computer
Netbook computer
Inkjet printer
Laser printer
Photo dedicated printer
All-in-one printer/copier/fax
None of these **[ANCHOR, EXCLUSIVE]**

[BASE: ASK ALL]

Q38.PR Which of the following television services do you subscribe to? (Select all that apply)

Satellite
Digital cable
Regular (analog) cable
TV from a phone company (e.g., AT&T, Verizon, Qwest)
Don't know **[EXCLUSIVE]**
I don't subscribe to TV service **[EXCLUSIVE]**

[BASE: ASK ALL]

Q39.PR Do you have a computer in your household (including any provided by an employer)?

Yes
No

[LOGIC: IF Q39=NO, GO TO Q42]

[BASE: CONSUMERS WITH A COMPUTER IN HOUSEHOLD]

Q40.PR Is the computer your household got most recently a desktop, a laptop/notebook, or netbook? (Select one)

Desktop
Laptop/notebook
Netbook

[BASE: CONSUMERS WITH A COMPUTER IN HOUSEHOLD]

Q41.PR Which brand of computer did your household get most recently? (Select one)

Acer
Apple/Mac
Compaq
Dell
eMachines
Gateway
HP
Sony



Toshiba
I built it myself
Other
Don't know

[BASE: ASK ALL]

Q42.PR Which of the following sites do you use at least weekly for your Internet searches? (Select all that apply)

Ask.com
AOL/AOL.com
Google
Lycos
Bing (formerly MSN/Live.com)
Netscape
Yahoo!
My ISP
Other
None **[EXCLUSIVE]**

[BASE: ASK ALL]

Q43.PR Which of the following online activities do you do at least monthly? (Select all that apply)
[RANDOMIZE]

Use email
Use instant messaging
Read e-newsletters that I subscribe to
Use job boards (e.g., Monster.com)
Use search engines (e.g., Google, Yahoo!)
Bid in online auctions
Sell in online auctions
Track stocks, mutual funds, or bonds
Buy or sell stocks
Buy or sell bonds
Buy or sell mutual funds
Look up bank account balances
Look up investment account balances
None of these **[ANCHOR, EXCLUSIVE]**

[BASE: ASK ALL]

Q44.PR Who makes the cell phone/smartphone for your primary cell phone? (Select one)

The only brand on my phone is my cell provider (e.g., AT&T)
Apple iPhone
Blackberry
LG
Motorola
Nokia
Samsung
Sanyo
Sony Ericsson



Other
Don't Know
I don't have an active cell phone or smartphone

[LOGIC IF Q44= I DON'T HAVE A CELL PHONE, GO TO Q47]

[BASE: CONSUMERS WHO HAVE A CELL PHONE]

Q45.PR How frequently do you do the following activities on a cell phone/smartphone or handheld wireless device? (Select one for each row)

ROW HEADINGS - RANDOMIZE

Use a cell phone/smartphone or handheld device to . . .

Send or receive text messages
Send or receive email
Send or receive picture messages (MMS)
Use instant messaging (e.g., AIM, MSN or Yahoo! Messenger)
Access the Internet (e.g., Yahoo!, Google, NYTimes.com)
Access my carrier's Web portal (e.g., AT&T MediaNet, Sprint Vision)

COLUMN HEADINGS

At least daily
At least weekly
At least monthly
Less than monthly
Never

[BASE: CONSUMERS WHO HAVE A CELL PHONE]

Q46.PR Which of the following activities do you do on a cell phone/smartphone or handheld wireless device at least monthly? (Select all that apply)

[RANDOMIZE]

Read news
Access my social network (e.g., Facebook, MySpace)
Check the weather
Check sports scores/updates
Check stock quotes
Check financial accounts
Check flight status
Play games
Play music
Watch video/TV
Search for information
Search telephone directories
Look up directions or maps
Research products for purchase
Receive coupons/promotions
Send text message to vote or enter a contest
None of these **[EXCLUSIVE]**

[BASE: ASK ALL]



Q47.PR Which of the following retailers have you shopped at (either online, at the physical store, by catalog, etc.) in the last 30 days? (Select all that apply)

Abercrombie and Fitch
Amazon
American Eagle Outfitters
Apple
Babies "R" Us
Banana Republic
Barnes & Noble
Bed Bath & Beyond
Best Buy
Borders
Costco
CVS
Dell
Dick's Sporting Goods
Dillard's
eBay
Gap
Hallmark
Home Depot
JCPenney
Kmart
Kohl's
Land's End
L.L. Bean
Lowe's
Macy's
Marshalls
Nordstrom
Office Depot
Old Navy
PetSmart
QVC
Radio Shack
Sam's Club
Sears
Sports Authority
Staples
Target
TJ Maxx
Toys "R" Us
Walgreens
Walmart
None of these **[EXCLUSIVE]**

[BASE: ASK ALL]



Q48.PR In total, how much have you spent online in the past 3 months (actually paid for the product or service online)? (Select one)

- \$0 [0]
- \$1 to \$50 [25.5]
- \$51 to \$100 [75.5]
- \$101 to \$250 [175.5]
- \$251 to \$500 [375.5]
- \$501 to \$1,000 [750.5]
- \$1,001 to \$5,000 [3000.5]
- \$5,001 or more [7000.5]
- Don't know [9998]

[BASE: ASK ALL]

Q49a.PR What is the make of the vehicle that you purchased or leased most recently? (Select one)

- Acura
- BMW
- Buick
- Cadillac
- Chevrolet
- Chrysler
- Dodge
- Ford
- GMC
- Honda
- Hyundai
- Jeep
- Kia
- Lexus
- Lincoln
- Mazda
- Mercedes-Benz
- Mercury
- Mitsubishi
- Nissan
- Pontiac
- Saturn
- Subaru
- Toyota
- Volkswagen
- Other make
- I have never purchased or leased a vehicle

[BASE: ASK ALL]

Q49b.PR In the following question, leisure/personal and business travel refer to trips that are more than 50 miles each way from your home, excluding trips for commuting and routine errands.

In the past 12 months, how many trips have you taken for leisure/personal travel, and how many trips have you taken for business travel? (Select one for each row)



ROW HEADINGS

Leisure/personal trips
Business trips

COLUMN HEADINGS

None
1
2
3
4
5
6
7
8-10
11-19
20 or more

[BASE: ASK ALL]

Q50.PR Which of the following diseases or medical conditions have you been diagnosed with? (Select all that apply)

Allergies
Arthritis
Asthma
Other respiratory condition (e.g., COPD, emphysema)
Bladder/urinary conditions
Cancer
High cholesterol
Cardiovascular heart disease
Hypertension/High blood pressure
Other heart condition
Depression
Anxiety
Other mood disorder (e.g., ADHD)
Diabetes
Erectile dysfunction
Gastrointestinal (e.g., IBS, acid reflux, ulcer)
Headaches/Migraines
Other chronic pain
Osteoporosis
Menopause
Physical disability that impedes mobility/walking
Skin disorder (e.g., psoriasis, eczema)
Sleep disorder (e.g., insomnia, sleep apnea)
Thyroid condition
Weight problem/obesity
Other disease/medical condition
I have not been diagnosed with any disease or medical condition **[EXCLUSIVE]**



We just have a few more question for you regarding your financial activities.

[BASE: ASK ALL]

Q51.PR Do you or members of your household currently have an investment account (an account where you can buy, sell, or hold stocks, bonds, or mutual funds)? Please include brokerage accounts, IRAs, and 401(k) accounts. (Select one)

Yes

No

[LOGIC: IF Q51=NO, GO TO Q53]

[BASE: CONSUMERS WITH AN INVESTMENT ACCOUNT]

Q52.PR Which of the following investment firms do you or members of your household currently have an investment account with? (Please don't include any firms where you ONLY have an employer-sponsored retirement account). (Select all that apply)

Ameriprise

Bank of America Investments

Charles Schwab

Edward Jones

E*TRADE

Fidelity Investments

Merrill Lynch

Morgan Stanley

Scottrade

ShareBuilder

Smith Barney

TD Ameritrade

UBS

USAA

Vanguard

Wachovia Securities/Wells Fargo Investments

My bank or credit union

Other full-service brokerage

Other discount brokerage

[BASE: ASK ALL]

Q53.PR Which of the following insurance companies do you or members of your household currently have a policy (or policies) with? (Select all that apply)

AIG

Allstate

Farmers

GEICO

GMAC

Hartford

ING

Liberty Mutual

MetLife



Nationwide
Northwestern Mutual
NY Life
Progressive
Prudential
State Farm
Travelers
USAA
Another company
Don't have any type of insurance **[EXCLUSIVE]**

[BASE: ASK ALL]

Q54.PR Which of the following best describes you? (Select one)

Heterosexual
Gay
Lesbian
Bisexual
Prefer not to answer

[BASE: ASK ALL]

Q55.DM What is your current marital status? (Select one)

Never married
Engaged
Married
Separated
Widowed
Divorced
Living with partner, not married

[BASE: ASK ALL]

Q56.DM How many people live in your household? (Select one)

1 **[1]**
2 **[2]**
3 **[3]**
4 **[4]**
5 or more **[5]**
Prefer not to say **[99]**

[BASE: ASK ALL]

Q57.DM Are you a parent/step-parent? (Select all that apply)

I'm a parent/step-parent of a child under 18 and they live with me
I'm a parent/step-parent of a child under 18 and they do not live with me
I'm a parent/step-parent of a child over the age of 18
I'm not a parent/step-parent **[EXCLUSIVE]**

[BASE: ASK RESPONDENTS WHO ARE A PARENT (FROM Q57)]

Q58.DM How many children younger than 18 live in your household? (Select one)

None **[0]**



- 1 [1]
- 2 [2]
- 3 [3]
- 4 [4]
- 5 or more [5]
- Prefer not to say [99]

[BASE: ASK RESPONDENTS THAT HAVE A CHILD YOUNGER THAN 18 IN THE HOUSEHOLD (FROM Q58)]

Q59.DM Are there any children living in your household of the following ages? (Select all that apply)

- Younger than 12 months
- 12 months to 23 months
- 2 to 3 years old
- 4 to 5 years old
- 6 to 12 years old
- 13 to 17 years old
- Prefer not to say [EXCLUSIVE] [99]

[BASE: ASK ALL]

Q60.DM What is your Zip Code?

[LIMIT AGE RANGE TO 00600-99950]

[BASE: ASK ALL]

Q61.DM What is the highest level of education you have completed? (Select one)

- Some high school or less
- High school graduate
- Some college, no degree
- 2-year college degree/technical school
- 4-year college degree
- Post-graduate degree

[BASE: ASK ALL]

Q62.DM Which of the following best describes your race or ethnic background? (Select all that apply)

- Biracial or multiracial
- Black or African-American descent
- East Asian, Southeast Asian, or Pacific Islander descent
- Hispanic or Latino
- Native American, American Indian, or First Nation
- South Asian descent (Indian subcontinent)
- White or Caucasian
- Other (please specify)

[BASE: ASK ALL]

Q63.DM Which range best describes the total combined annual income of all members of your household? (Select one)

- Less than \$20,000 [9999.5]
- \$20,000 to \$24,999 [22499.5]
- \$25,000 to \$29,999 [27499.5]
- \$30,000 to \$34,999 [32499.5]



\$35,000 to \$39,999 [37499.5]
\$40,000 to \$44,999 [42499.5]
\$45,000 to \$49,999 [47499.5]
\$50,000 to \$54,999 [52499.5]
\$55,000 to \$59,999 [57499.5]
\$60,000 to \$64,999 [62499.5]
\$65,000 to \$69,999 [67499.5]
\$70,000 to \$74,999 [72499.5]
\$75,000 to \$79,999 [77499.5]
\$80,000 to \$84,999 [82499.5]
\$85,000 to \$89,999 [87499.5]
\$90,000 to \$94,999 [92499.5]
\$95,000 to \$99,999 [97499.5]
\$100,000 to \$124,999 [112499.5]
\$125,000 to \$149,999 [137499.5]
\$150,000 to \$174,999 [162499.5]
\$175,000 to \$199,999 [187499.5]
\$200,000 to \$249,999 [224999.5]
\$250,000 to \$299,999 [274999.5]
\$300,000 or more [324999.5]

[BASE: ASK ALL]

Q64.DM What would you estimate to be the total value of your household members' combined financial assets (do NOT include the value of your primary home, employer-sponsored retirement accounts (e.g., 401(k), RSP), or any ownership of a private business)? (Select one)

None [0]
Under \$25,000 [12499.5]
\$25,000 - \$49,999 [37499.5]
\$50,000 - \$99,999 [74999.5]
\$100,000 - \$149,999 [124999.5]
\$150,000 - \$199,999 [174999.5]
\$200,000 - \$249,999 [224999.5]
\$250,000 - \$499,999 [374999.5]
\$500,000 - \$749,999 [624999.5]
\$750,000 - \$999,999 [874999.5]
\$1,000,000 - \$2,499,999 [1749999.5]
\$2,500,000 - \$4,999,999 [3749999.5]
\$5,000,000 - \$9,999,999 [7499999.5]
\$10,000,000 - \$19,999,999 [14999999.5]
\$20,000,000 or more [24999999.5]
Prefer not to answer [99999999]