

All About You

Thanks for taking the time to complete this survey.

In case you're wondering, the goal of this survey is to document the media consumption habits of the new generation of consumers, so you **MUST** be between the ages of 24 and 30 to participate.

It's 28 questions long (including the ones below) and should only take 5 minutes (really) to answer.

This survey will only be live from 9/8/2011 - 9/11/2011 and one random lucky participant will win a \$50 Amazon Gift Card on 9/12/2011 as a token of our appreciation for **COMPLETING** the survey (that's right, you've gotta do the whole thing).

For everyone else, you'll get a virtual high-five!

***1. Your email address (to send that possible \$50 gift card!):**

2. Your Twitter URL (if you have one.. example: <http://twitter.com/buzzfarmers>):

***3. Your job title:**

***4. Your age:**

- 24
- 25
- 26
- 27
- 28
- 29
- 30

The Easy Ones

Yes... or no?

***5. Do You Subscribe to Any Print Magazines?**

- Yes
- No

***6. Do You Subscribe to Any Digital Magazines? (Kindle, iPad, etc.)**

- Yes
- No

***7. Do You Have a Facebook Account?**

- Yes
- No

***8. Do You Have a Twitter Account That You Use?**

- Yes
- No

***9. Do You Subscribe to Any Email Newsletters to Brands/Publications You Like?
(Example: Old Navy, People Magazine Daily Dish, Groupon, etc.).**

- Yes
- No

Web Usage

How much time you spend on the web and the tools you use to consume it.

*10. How Many Hours Do You Spend on the Internet Every Day (includes mobile usage)?

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12
- All day

*11. How Often Do You Browse The Web On Your Phone?

- Rarely
- Frequently throughout the day
- Pretty much whenever there's a dull moment

*12. What Gadgets Do You Own?

- Smartphone (iPhone, Droid, etc.)
- iPad
- Tablet Device other than iPad
- Kindle
- Compact Video camera (Flip, Kodak Zi8, etc.)
- Laptop
- Desktop Computer

13. How Do You Prefer to Communicate With Your Friends Digitally? (Pick Up to Two)

- Text Message
- Phone
- Email
- Facebook
- Twitter

Interaction With Favorite Brands

How you keep in touch with the brands you love.

*** 14. If You Could Only Subscribe to ONE Platform That Your Favorite Brand Uses to Send Out Messages and Sales, Which One Would You Choose?**

- Email Newsletter
- Twitter
- Facebook
- YouTube

*** 15. If You Love a Brand, How Many of These Platforms Are You Realistically Going to Use to "Follow" or "Subscribe to" Them In Order to Get Updates, Sales, Etc?**

- Email Newsletter
- Twitter
- Facebook
- YouTube

*** 16. If That Favorite Brand Started Sending Too Many Updates, Which Platform Would You Unsubscribe From First?**

- Email Newsletter
- Twitter
- Facebook
- YouTube

*** 17. If You Like an Article, Are You More Likely to Share it With Your Friends/Family Through Email, Twitter or Facebook?**

- Email
- Twitter
- Facebook

Consuming Media

How you prefer to get and consume your information.

*18. How Do You Get Your News The Most?

- Smartphone News App
- Blogs
- Newspaper
- TV
- Facebook
- Twitter
- Friends

*19. Are You More Likely To Buy a CD or a Digital Download?

- CD
- Digital Download

*20. Have You Ever Bought An Item Because Someone Blogged / Tweeted / FB Posted About It (even a cup of coffee?)

- Yes
- No

*21. If You Have a Question About Product, How Do You Try to Find Out The Answer?

- Google reviews about the product
- Call the company
- Email the company
- Tweet at the company
- Facebook at the company

*22. Do You Look Up Online Reviews Before Buying a Product?

- Yes
- No

*23. Do You Read More Magazines Online or In Print?

- Print
- Online
- On a Tablet Device

***24. Does Location Matter When Choosing Between Print and Tablet/E-Reader?**

- I prefer to read physical books/magazines on a plane
- I prefer to read digital books/magazines on a plane
- I prefer to read physical books/magazines when I'm in a waiting room
- I prefer to read digital books/magazines when I'm in a waiting room
- I prefer to read physical books/magazines when I'm at home
- I prefer to read digital books/magazines when I'm at home

***25. How Often Do You Watch Online Video vs. Broadcast Television?**

- 90% Online / 10% Television
- 70% Online / 30% Television
- 50% Online / 50% Television
- 30% Online / 70% Television
- 10% Online / 90% Television

***26. What Type of Videos Do You Watch Most on YouTube?**

- Funny
- Music Videos
- How-To
- Movie Trailers
- Business

Web History

How long you've been consuming media.

***27. How Old Were You When Your Family First Had a Computer in the House?**

- 8
- 9
- 10
- 11
- 12
- 13
- 14
- 15

***28. How Old Were You When You First Started Using Computers (at school or otherwise)**

- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12
- 13
- 14