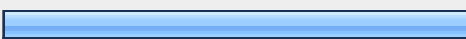
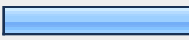
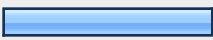
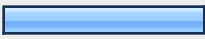
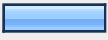
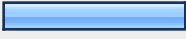

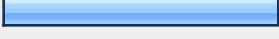
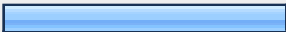
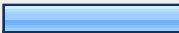
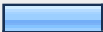
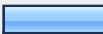
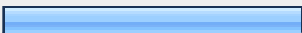
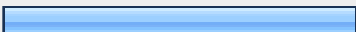


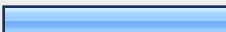
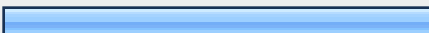
Business Record/Hanser & Associates Social Media 2010 Survey

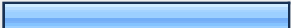
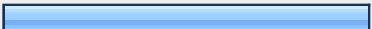
1. Does your organization use social media?			
		Response Percent	Response Count
Yes		71.5%	647
No		28.5%	258
		<i>answered question</i>	<b>905</b>
		<i>skipped question</i>	<b>0</b>


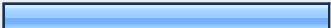
2. Why is your organization not using social media? (select all that apply)			
		Response Percent	Response Count
Lack of knowledgeable staff		32.0%	73
Inability to measure ROI		30.7%	70
Lack of budget funding		15.4%	35
Management resistance		27.6%	63
Lack of technical resources		16.7%	38
<b>Not relevant to our market</b>		<b>42.1%</b>	<b>96</b>
		<i>answered question</i>	<b>228</b>
		<i>skipped question</i>	<b>677</b>

3. How long has your organization been using social media?			
		Response Percent	Response Count
Started in the last 12 months		43.3%	172
More than a year		26.7%	106
More than two years		14.9%	59
More than three years		15.1%	60
		<i>answered question</i>	<b>397</b>
		<i>skipped question</i>	<b>508</b>

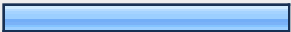


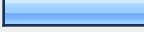
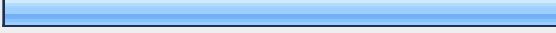

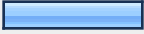
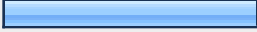




4. Does your organization have a defined strategy for using social media?			
		Response Percent	Response Count
Yes		45.8%	182
No		54.2%	215
		<i>answered question</i>	<b>397</b>
		<i>skipped question</i>	<b>508</b>

5. Has your organization established ways to measure social media success?			
		Response Percent	Response Count
Yes		34.3%	136
No		65.7%	261
		<i>answered question</i>	<b>397</b>
		<i>skipped question</i>	<b>508</b>

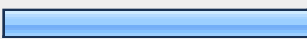

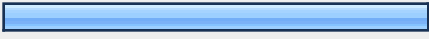

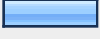


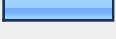
6. Does your organization have a policy or guidelines for employees using social media?			
		Response Percent	Response Count
Yes		43.8%	174
No		56.2%	223
		<i>answered question</i>	397
		<i>skipped question</i>	508

7. Does your organization have a process for responding to relevant discussion discovered through social media?			
		Response Percent	Response Count
Yes		49.9%	198
No		50.1%	199
		<i>answered question</i>	397
		<i>skipped question</i>	508

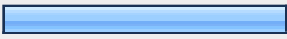
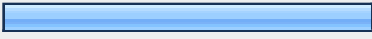
**8. Select all of the following tools your organization uses...**

		Response Percent	Response Count
Blogging (Blogger, WordPress, Moveable Type, etc.)		43.8%	174
Microblogging (Twitter, Yammer, etc.)		55.4%	220
Internet forums/message boards (phpBB, Yahoo, etc.)		28.7%	114
Instant messageing/chat (AIM, Gtalk, etc.)		21.4%	85
<b>Social networking (Facebook, Ning, etc.)</b>		<b>85.4%</b>	<b>339</b>
Wikis (Pbwiki, etc.)		13.4%	53
Photo sharing (Flickr, Picasa, etc.)		21.2%	84
Video sharing (Vimeo, Youtube, etc.)		38.8%	154
Podcasting (iTunes, Libsyn, etc.)		15.4%	61
Presentation sharing (Scribd, Slideshare, etc.)		12.8%	51
Social Bookmarking (Delicious, Digg, etc.)		8.6%	34
Monitoring (Radian6, SM2, etc.)		8.1%	32
		<b><i>answered question</i></b>	<b>397</b>
		<b><i>skipped question</i></b>	<b>508</b>

**9. Which of the following departments in your organization are directly involved in social media activity (select all that apply):**

		Response Percent	Response Count
Executive management (Board, CEO, etc.)		46.9%	186
PR/communications		55.4%	220
<b>Marketing/sales</b>		<b>65.5%</b>	<b>260</b>
Human resources		10.3%	41
Customer service		13.9%	55
Legal		5.8%	23
R&D/product development		8.6%	34
Operations		16.6%	66
		<i>answered question</i>	<b>397</b>
		<i>skipped question</i>	<b>508</b>

**10. Are you the person directly responsible for social media in your organization?**

		Response Percent	Response Count
Yes		43.3%	172
<b>No</b>		<b>56.7%</b>	<b>225</b>
		<i>answered question</i>	<b>397</b>
		<i>skipped question</i>	<b>508</b>

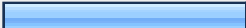
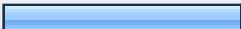
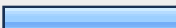
11. How many individual employees in your organization have social media activity as part of their job responsibilities?				
			Response Percent	Response Count
1 part-time			31.0%	123
2-5 part-time			26.7%	106
More than 5 part-time			6.8%	27
1 full-time			14.4%	57
More than 1 full-time			21.2%	84
			<b>answered question</b>	<b>397</b>
			<b>skipped question</b>	<b>508</b>


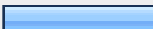
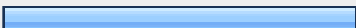

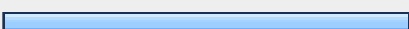


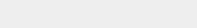

12. How many hours per week do you personally spend using social media for your organization?							
	1	2	3	4	5	6	7
Please select...	36.5% (145)	18.6% (74)	9.6% (38)	9.3% (37)	8.1% (32)	2.8% (11)	1.3% (5)

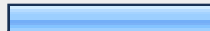
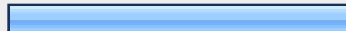
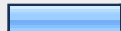
13. What budget did your organization allocate for social media in 2009?			
		Response Percent	Response Count
Under \$10,000		84.3%	317
\$11,000 to \$50,000		8.8%	33
\$51,000 to \$100,000		3.2%	12
\$100,000 to \$500,000		2.7%	10
More than \$500,000		1.1%	4
		<i>answered question</i>	<b>376</b>
		<i>skipped question</i>	<b>529</b>




14. How will your 2010 social media budget change?			
		Response Percent	Response Count
Spending more		21.9%	84
Spending less		6.3%	24
No change		71.9%	276
		<i>answered question</i>	<b>384</b>
		<i>skipped question</i>	<b>521</b>




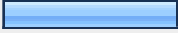

15. Does your organization have adequate staff and tools to manage social media?			
		Response Percent	Response Count
Yes		44.6%	177
No		27.2%	108
Don't know		28.2%	112
		<i>answered question</i>	<b>397</b>
		<i>skipped question</i>	<b>508</b>




16. Does your organization need additional expertise in social media?			
		Response Percent	Response Count
Yes		37.3%	148
No		36.3%	144
Don't know		26.4%	105
		<b>answered question</b>	<b>397</b>
		<b>skipped question</b>	<b>508</b>

17. What are your goals for social media (select all that apply)?			
		Response Percent	Response Count
Building awareness/exposure		92.0%	356
Collaborating internally		23.3%	90
Supporting customers		54.3%	210
Creating new business partnerships		51.7%	200
Generating leads		62.5%	242
Reducing expenses		20.2%	78
Closing sales		16.0%	62
Developing better products/services		29.5%	114
Other (please specify)		10.3%	40
		<b>answered question</b>	<b>387</b>
		<b>skipped question</b>	<b>518</b>

18. Do you measure the outcomes of your social media activity?			
		Response Percent	Response Count
Yes		30.9%	119
<b>No</b>		<b>52.2%</b>	<b>201</b>
Don't know		16.9%	65
		<i>answered question</i>	<b>385</b>
		<i>skipped question</i>	<b>520</b>

19. Why don't you measure this activity?			
		Response Percent	Response Count
Don't know what to measure		26.8%	53
<b>Don't know how to measure</b>		<b>48.0%</b>	<b>95</b>
Don't have budget to measure		25.3%	50
		<i>answered question</i>	<b>198</b>
		<i>skipped question</i>	<b>707</b>

20. Select all of the following measures your organization uses relative to social media...			
		Response Percent	Response Count
Volume (number of discussions of your organization)		64.3%	117
Sentiment (positive, negative or neutral discussion)		48.4%	88
<b>Attraction (traffic to events, store, Web site)</b>		<b>73.6%</b>	<b>134</b>
Financials (bottom line impacts)		26.4%	48
Other (please specify)		6.6%	12
		<i>answered question</i>	<b>182</b>
		<i>skipped question</i>	<b>723</b>







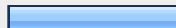


21. The results of my organization's social media activity meet our expectations.			
		Response Percent	Response Count
Yes		37.4%	141
No		21.5%	81
<b>Don't know</b>		<b>41.1%</b>	<b>155</b>
		<i>answered question</i>	<b>377</b>
		<i>skipped question</i>	<b>528</b>




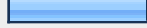
22. How is social media changing the way your organization communicates with...				
	Positive	Negative	No change	Response Count
Employees	31.2% (178)	2.1% (12)	<b>66.7% (381)</b>	571
Customers	<b>56.7% (324)</b>	1.1% (6)	42.2% (241)	571
Media	35.4% (202)	1.4% (8)	<b>63.2% (361)</b>	571
Government	14.5% (83)	1.2% (7)	<b>84.2% (481)</b>	571
	<b>answered question</b>			<b>571</b>
	<b>skipped question</b>			<b>334</b>



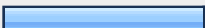





23. Mark your agreement with the following statements:					
	Strongly agree	Agree	Disagree	Strongly disagree	Response Count
Social media is less expensive than traditional media	36.0% (191)	<b>52.5% (279)</b>	10.0% (53)	1.5% (8)	531
Social media is worth the investment	27.9% (148)	<b>54.2% (288)</b>	16.2% (86)	1.7% (9)	531
The rewards of social media outweigh the risks	17.9% (95)	<b>58.6% (311)</b>	21.1% (112)	2.4% (13)	531
Social media is easier to measure than traditional media	6.8% (36)	32.2% (171)	<b>51.4% (273)</b>	9.6% (51)	531
My organization understands social media	8.1% (43)	36.7% (195)	<b>47.1% (250)</b>	8.1% (43)	531
My organization does a good job with social media	4.9% (26)	33.7% (179)	<b>47.8% (254)</b>	13.6% (72)	531
Social media's utility and value will increase this year	21.3% (113)	<b>66.5% (353)</b>	10.4% (55)	1.9% (10)	531
My organization will commit more time and money to social media this year	11.9% (63)	<b>46.9% (249)</b>	34.7% (184)	6.6% (35)	531
	<b>answered question</b>				<b>531</b>
	<b>skipped question</b>				<b>374</b>

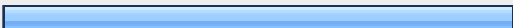
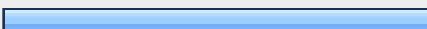

24. Company type:			
		Response Percent	Response Count
For-profit		73.6%	379
Not-for-profit		26.4%	136
		<i>answered question</i>	515
		<i>skipped question</i>	390

25. Company size:			
		Response Percent	Response Count
Under \$5M		41.2%	212
\$6M-\$10M		12.8%	66
\$11M-\$25M		12.4%	64
\$26M-\$50M		6.2%	32
\$50M-\$100M		5.2%	27
Over \$100M		22.1%	114
		<i>answered question</i>	515
		<i>skipped question</i>	390

<b>26. Industry (defined by Standard Industrial Classification codes):</b>			
		<b>Response Percent</b>	<b>Response Count</b>
Agriculture, Forestry, and Fishing		1.0%	5
Mining		0.0%	0
Construction		6.8%	35
Manufacturing		1.9%	10
Transportation, Communications, Electric, Gas, and Sanitary Services		5.2%	27
Wholesale Trade		1.7%	9
Retail Trade		5.4%	28
Finance, Insurance, and Real Estate		25.4%	131
<b>Services</b>		<b>46.0%</b>	<b>237</b>
Public Administration		6.4%	33
		<b><i>answered question</i></b>	<b>515</b>
		<b><i>skipped question</i></b>	<b>390</b>

<b>27. Title:</b>			
		<b>Response Percent</b>	<b>Response Count</b>
CEO/President/Executive Director		24.3%	125
Vice President (EVP, SVP, etc.)		15.9%	82
<b>Director/manager</b>		<b>38.6%</b>	<b>199</b>
Associate/assistant		21.2%	109
		<b><i>answered question</i></b>	<b>515</b>
		<b><i>skipped question</i></b>	<b>390</b>

28. Function:			Response Percent	Response Count
Executive management			31.1%	160
PR/communication			13.4%	69
Marketing/sales			30.5%	157
Customer service			2.3%	12
Human resources			2.3%	12
Finance			5.0%	26
Legal			1.4%	7
Other (please specify)			14.0%	72
	<i>answered question</i>			515
	<i>skipped question</i>			390

29. My organization's customers are (select all that apply):			Response Percent	Response Count
Other businesses			78.4%	404
Individual consumers			65.2%	336
Government agencies			34.8%	179
	<i>answered question</i>			515
	<i>skipped question</i>			390

30. Email address: (Optional; provide if you want complete results of this survey sent to you directly)		Response Count
		185
	<i>answered question</i>	185
	<i>skipped question</i>	720

31. Please provide any additional questions or comments about this survey.		Response Count
		41
	<i>answered question</i>	41
	<i>skipped question</i>	864