

[COPY TEST QUESTIONNAIRE: SMALL BUSINESSES]

Introduction: Thank you for your participation in this survey. We will be showing a commercial by Facebook for their “Support Small Business Campaign.” The purpose of this survey is to obtain your opinions about small businesses using social platforms and to help us make better advertising for people like you. This survey will take about 10 minutes. Please answer the questions honestly and to the best of your knowledge. Your responses will be held confidentially and only used for the purposes of the study. Thank you for your participation.

If you have any questions or concerns, please contact:

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Thank you again for your participation.

[THIS STUDY WILL INCLUDE MALES AND FEMALES AGED 25-55 WHO USE SOCIAL MEDIA DAILY AND FALL UNDER THE CATEGORY OF:

-NEUTRAL TO PURCHASE AN ITEM OFF OF A SOCIAL MEDIA PLATFORM

-LIKELY TO PURCHASE AN ITEM OFF OF A SOCIAL MEDIA PLATFORM

-VERY LIKELY TO PURCHASE AN ITEM OFF OF A SOCIAL MEDIA PLATFORM

EACH CATEGORY WILL HAVE 400 PARTICIPANTS]

[SCREENING]

Please answer the following questions before proceeding to the questions about small businesses on social media.

S1. Gender – Please select the gender to which you identify:

1. Female
2. Male
3. Other _____
4. Prefer not to respond

[IF RESPONDENT SELECTS 3 OR 4, DISQUALIFY AND GO TO CLOSE. SELECT 50% MALE AND 50% FEMALE FOR EACH CELL.]

S2. Age – Please select your age range.

1. Under 19
2. 20-24
3. 25-30
4. 31-35
5. 36-40
6. 41-45
7. 46-50
8. 51-55
9. 56+

[IF RESPONDENT SELECTS 1, 2, OR 9, DISQUALIFY AND GO TO CLOSE.]

S3. Most used Social Media Platform- Please select the Social Media Platform you use the most.

1. Instagram
2. Facebook
3. Twitter
4. Pinterest
5. Snapchat
6. Other _____
7. I don't use social media

[IF RESPONDENT SELECTS 7, DISQUALIFY AND GO TO CLOSE.]

S4. How often do you use each social media platform? Please select one frequency for each platform.

	Daily 4.	Weekly 3.	Monthly 2.	Never 1.
1.Instagram				
2.Facebook				
3.Twitter				
4.Pinterest				
5.Snapchat				

[IF RESPONDENT SELECTS WEEKLY, MONTHLY OR NEVER FOR FACEBOOK, DISQUALIFY AND GO TO CLOSE]

[IF RESPONDENT SELECTS NEVER FOR AT LEAST ONE PLATFORM, DISQUALIFY AND GO TO CLOSE].

S5. How likely are you to purchase an item off of each social media platform? Please select one frequency per platform.

	Very unlikely 1	Unlikely 2	Neutral 3	Likely 4	Very likely 5
1.Instagram					
2.Facebook					
3.Twitter					
4.Pinterest					
5.Snapchat					
6.Other					

[IF RESPONDENT SELECTS UNLIKELY OR VERY UNLIKELY FOR FACEBOOK, DISQUALIFY AND GO TO CLOSE]

[IF RESPONDENT SELECTS UNLIKELY OR VERY UNLIKELY FOR THREE OR MORE PLATFORMS, DISQUALIFY AND GO TO CLOSE].

[PLEASE HAVE RESPONDENTS ANSWER QUESTIONS 1- 5 BEFORE WATCHING THE COMMERCIAL]

Please answer the following questions as truthfully as possible.

Q1. How familiar are you with the following social media platforms?

	<u>Very Unfamiliar</u>	<u>Unfamiliar</u>	<u>Somewhat Unfamiliar</u>	<u>Neutral</u>	<u>Somewhat Familiar</u>	<u>Familiar</u>	<u>Very Familiar</u>
	1	2	3	4	5	6	7
<u>1.Facebook</u>							
<u>2.Instagram</u>							
<u>3.Twitter</u>							
<u>4.Pinterest</u>							
<u>5.Snapchat</u>							

[RANDOMIZE THE LIST]

Q2. How often do you notice commercials for any social media platforms?

1. Less than once per month (Hardly ever)
2. Once a month
3. Once a week
4. Three times a week
5. Every day
6. Multiple times a day
7. Other _____

Q3. Which social media platform do you use the most frequently?

1. Facebook
1. Instagram
2. Twitter
3. Pinterest
4. Snapchat
5. Other _____

[RANDOMIZE ANSWERS AND ANCHOR 5]

Q4. How often do you purchase from a small business?

1. Never
2. Once per quarter
3. Once a month
4. Once a week
5. Every day

Q5. How often do you use social media to locate small businesses in your area?

1. Never
2. Once per quarter
3. Once a month
4. Once a week
5. Every day

[PLEASE SHOW COMMERCIAL AT THIS TIME.]

LINK: <https://www.youtube.com/watch?v=0w2vNztgecl>

[Respondents:] Please press play to see the commercial. You can watch the commercial twice. After viewing, please answer the following questions.

1. Have you seen this commercial before now?

1. No
2. Yes

2. What are your feelings toward small businesses after watching this commercial? Please select all that apply.

1. Excited/ Hopeful
2. Encouraged/Confident
3. Surprised/Confused
4. Uncomfortable/Anxious
6. Nervous/Worried

3. What is your strongest reaction after watching this commercial? Please select only one.

1. Encouraged/ Confident
2. Happy/ Excited
3. Neutral
4. Sad/ Uncomfortable
5. Angry/ Upset

4. What in the advertisement evoked (selected emotion above)? Please write your response below:

[ALLOW 100 CHARACTERS FOR OPEN-END QUESTION]
[INSERT THE WORDS SELECTED IN Q3 INTO (SELECTED EMOTION ABOVE)]

5. Are you more likely to purchase from small businesses after viewing this commercial?

1. No
2. Yes

6. If you answered Yes to the above question, why? If you answered No to the above question, what would you need to feel from the commercial in order to purchase from a small business?

[ALLOW 100 CHARACTERS FOR OPEN-END QUESTION]

7. Select only one number according to your agreeance with each of the following statements.

	1	2	3	4	5
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I understood the intent of this commercial					
This commercial was bothersome to me					
I am more open to viewing commercials on social media after viewing this one					
This commercial changed my view on small businesses					
I am more likely to purchase from a small business after viewing this commercial					
This commercial made me feel pressured to purchase from small businesses					
This commercial seemed genuine to me					

8. How likely are you to share this commercial on social media or with friends? Please select one.

1. Very Unlikely
2. Unlikely

- 3. Neutral
- 4. Likely
- 5. Very likely

9. How likely are you to purchase from a small business after viewing this commercial?

- 1. Very unlikely
- 2. Unlikely
- 3. Neutral
- 4. Likely
- 5. Very likely

10. What platform would you engage with this commercial on? Please select all that apply.

- 1. Facebook
- 1. Instagram
- 2. Twitter
- 3. Snapchat
- 4. Pinterest
- 5. Other: _____

[RANDOMIZE ANSWERS AND ANCHOR 6]

11. What is one thing you liked about this commercial?

[ALLOW 100 CHARACTERS FOR OPEN-END QUESTION]

12. What is one thing you did not like about this commercial?

[ALLOW 100 CHARACTERS FOR OPEN-END QUESTION]

13. Is there any part of this commercial you think could be improved?

[ALLOW 100 CHARACTERS FOR OPEN-END QUESTION]

14. Is there anything you would like to see from this brand in the future?

[ALLOW 100 CHARACTERS FOR OPEN-END QUESTION]

[DEMOGRAPHICS]

D1. Please select your current marital status.

1. Single
2. Married
3. Divorced
4. Other (Please specify) _____
5. Prefer not to say

D2. Please select your race/ethnicity. Please select all that apply.

1. White/ Caucasian
2. Black/ African American
3. Hispanic
4. Asian
5. Native Hawaiian or other Pacific Islander
6. Native American
7. Other (Please specify) _____
8. Prefer not to say

D3. Please select your highest education level.

1. Less than high school
2. Some high school
3. High school or equivalent
4. Some college
5. Associate degree
6. Bachelor's degree
7. Master's degree
8. Professional or doctoral degree
9. Prefer not to say

D4. Which of the following describes your household income level?

1. Under \$34,999
2. \$35,000 to \$49,999
3. \$50,000 to \$79,999
4. \$80,000 to 124,999
5. \$125,000 or more
6. Prefer not to say

THANK YOU FOR PARTICIPATING IN THIS SURVEY.

