






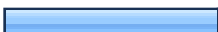





1. Which of the following best describes the nature of your relationship to the marketing and advertising world?

		Response Percent	Response Count
I am a marketer or client		25.6%	308
I work for an agency		29.7%	358
I am a marketing consultant		15.7%	189
I work for a media company		11.7%	141
I work for a marketing-services company		9.6%	116
I am a student, educator or university employee		1.5%	18
Other (please specify)		6.2%	75
		answered question	1,205
		skipped question	0










2. How involved are you in making decisions on your social media marketing strategy?

		Response Percent	Response Count
I oversee my company's social strategy		31.9%	352
I am very involved		35.1%	387
I am somewhat involved		24.9%	275
I am not involved at all		8.1%	89
		answered question	1,103
		skipped question	102




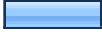




3. What is the approximate annual revenue of your company?

		Response Percent	Response Count
Under \$5 million		33.5%	293
\$5 million to \$9 million		11.3%	99
\$10 million to \$99 million		19.7%	172
\$100 million to \$499 million		9.3%	81
\$500 million to \$1 billion		4.1%	36
More than \$1 billion		15.3%	134
Not sure		6.9%	60
answered question			875
skipped question			330









4. What is the approximate size of your annual marketing budget?

		Response Percent	Response Count
Under \$500 thousand		40.7%	356
\$500 thousand to \$1 million		8.7%	76
\$1 million to \$5 million		9.5%	83
\$5 million to \$10 million		5.4%	47
\$10 million to \$50 million		7.0%	61
\$50 million to \$100 million		2.7%	24
More than \$100 million		6.5%	57
Not sure		4.0%	35
Cannot disclose		15.5%	136
		answered question	875
		skipped question	330


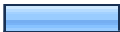
5. On average, what percentage of your marketing budget is spent on Online/Internet channels?

		Response Percent	Response Count
0%		2.3%	20
1% - 10%		27.7%	242
11% - 20%		18.3%	160
21% - 30%		13.9%	122
31% - 40%		8.1%	71
41% - 50%		5.7%	50
More than 50%		17.3%	151
Not sure		6.7%	59
answered question			875
skipped question			330

6. What percentage of your company's overall marketing budget has been designated for use in social media?

		Response Percent	Response Count
0%		4.5%	39
1% - 10%		49.7%	435
11% - 20%		16.2%	142
21% - 30%		8.3%	73
31% - 40%		3.4%	30
41% - 50%		2.4%	21
More than 50%		4.8%	42
Not sure		10.6%	93
answered question			875
skipped question			330

7. Do you use Facebook as a marketing channel?

		Response Percent	Response Count
Yes		83.0%	719
No		17.0%	147
answered question			866
skipped question			339




8. What percentage of your Online/Internet marketing budget is currently allocated to Facebook?

		Response Percent	Response Count
0%		9.4%	65
1%-10%		50.0%	347
11%-20%		13.7%	95
21%-30%		6.6%	46
31%-40%		3.3%	23
41%-50%		2.6%	18
More than 50%		3.9%	27
Not sure		10.5%	73
answered question			694
skipped question			511












9. Do you plan to use Facebook as a marketing channel in the next 12 months?

		Response Percent	Response Count
Yes		95.7%	664
No		4.3%	30
answered question			694
skipped question			511

10. Over the next year, I expect my online advertising budget to:

		Response Percent	Response Count
Increase		71.3%	471
Decrease		2.3%	15
Stay the same		26.5%	175
answered question			661
skipped question			544

11. Of your social media budget designated to Facebook, what percentage is spent on ads?

		Response Percent	Response Count
0%		26.5%	175
1% - 10%		27.1%	179
11% - 20%		9.5%	63
21% - 30%		7.6%	50
31% - 40%		6.1%	40
41% - 50%		4.8%	32
51% - 60%		3.2%	21
61% - 70%		3.0%	20
71% - 80%		4.5%	30
81% - 90%		2.4%	16
91% - 100%		5.3%	35
answered question			661
skipped question			544

12. Over the next year, I expect my Facebook advertising budget to:

		Response Percent	Response Count
Significantly increase		11.2%	74
Modestly increase		44.5%	294
Stay the same		38.4%	254
Modestly decrease		4.2%	28
Significantly decrease		1.7%	11
answered question			661
skipped question			544

13. What is your primary goal in Facebook advertising? Please rank the following in order of importance from 1-6, with 1 being the most important.

	1	2	3	4	5	6	N/A	Rating Average	Rating Count
Build awareness and sentiment for my brand	48.4% (278)	22.5% (129)	12.4% (71)	7.3% (42)	3.1% (18)	3.0% (17)	3.3% (19)	2.00	574
Drive traffic to my website	17.9% (103)	23.3% (134)	25.3% (145)	15.2% (87)	9.2% (53)	5.4% (31)	3.7% (21)	2.90	574
Build fans or "likes"	10.1% (58)	18.3% (105)	24.0% (138)	19.2% (110)	13.4% (77)	12.5% (72)	2.4% (14)	3.46	574
Generate sales leads	7.8% (45)	9.6% (55)	13.2% (76)	24.4% (140)	26.7% (153)	10.3% (59)	8.0% (46)	3.91	574
Sell products	4.4% (25)	5.9% (34)	8.4% (48)	10.8% (62)	23.9% (137)	36.9% (212)	9.8% (56)	4.71	574
Stay in touch with my customers	9.6% (55)	18.5% (106)	14.6% (84)	19.3% (111)	16.4% (94)	17.6% (101)	4.0% (23)	3.70	574
answered question									574
skipped question									631

14. Please rank the following advertising platforms in terms of ROI in order of importance from 1-6, with 1 being the most important.

	1	2	3	4	5	6	N/A	Rating Average	Rating Count
Facebook	32.4% (186)	31.0% (178)	18.3% (105)	9.8% (56)	3.3% (19)	1.4% (8)	3.8% (22)	2.22	574
Twitter	7.8% (45)	24.2% (139)	29.8% (171)	19.9% (114)	7.1% (41)	3.1% (18)	8.0% (46)	3.04	574
LinkedIn	9.8% (56)	15.0% (86)	20.0% (115)	22.3% (128)	10.8% (62)	7.7% (44)	14.5% (83)	3.38	574
Google	45.5% (261)	15.5% (89)	13.9% (80)	18.3% (105)	1.0% (6)	0.3% (2)	5.4% (31)	2.10	574
Yahoo	0.7% (4)	10.6% (61)	8.2% (47)	13.9% (80)	47.7% (274)	1.4% (8)	17.4% (100)	4.23	574
AOL	1.0% (6)	0.3% (2)	2.8% (16)	3.3% (19)	9.2% (53)	60.1% (345)	23.2% (133)	5.60	574
answered question									574
skipped question									631

15. How has your ROI on Facebook changed over the past 6 months?

		Response Percent	Response Count
It has dramatically improved		6.1%	35
It has somewhat improved		36.6%	210
It has stayed the same		48.3%	277
It has somewhat deteriorated		7.8%	45
It has dramatically deteriorated		1.2%	7
answered question			574
skipped question			631

16. How satisfied are you with the data and analytic tracking you receive from Facebook?

		Response Percent	Response Count
Very satisfied		10.5%	56
Somewhat satisfied		65.2%	347
Somewhat dissatisfied		19.9%	106
Very dissatisfied		4.3%	23
answered question			532
skipped question			673

17. How has Facebook's support for advertisers changed over the past six months?

		Response Percent	Response Count
It has dramatically improved		6.0%	32
It has somewhat improved		42.5%	226
It has stayed the same		41.0%	218
It has somewhat deteriorated		8.1%	43
It has dramatically deteriorated		2.4%	13
answered question			532
skipped question			673




18. Based on your marketing objectives and needs, how important is it to market on Facebook's mobile app?

		Response Percent	Response Count
Very important		33.1%	176
Somewhat important		41.4%	220
Somewhat unimportant		16.5%	88
Very unimportant		9.0%	48
answered question			532
skipped question			673




19. How would you compare the ROI on Facebook Mobile Ads to Facebook Desktop Ads?

		Response Percent	Response Count
Mobile ROI is much greater		7.7%	41
Mobile ROI is somewhat greater		27.4%	146
Mobile and Desktop ROI are about the same		38.0%	202
Desktop ROI is somewhat greater		20.3%	108
Desktop ROI is much greater		6.6%	35
answered question			532
skipped question			673



20. How would you characterize the role of Facebook marketing in your overall mix?

		Response Percent	Response Count
Useful but still optional part of my strategy		45.5%	242
A regular element of my strategy		43.8%	233
Critical to my marketing efforts		10.7%	57
		answered question	532
		skipped question	673





21. How do you buy advertising on Facebook?

		Response Percent	Response Count
From an ad agency		21.6%	115
Through an ad tech vendor		14.5%	77
Directly from Facebook		63.9%	340
		answered question	532
		skipped question	673

22. Do you use the Facebook Exchange (FBX)?

		Response Percent	Response Count
Yes		17.9%	95
No		82.1%	436
		answered question	531
		skipped question	674

23. How effective has FBX been for your campaigns?

		Response Percent	Response Count
Very effective		19.8%	18
Somewhat effective		67.0%	61
Somewhat ineffective		12.1%	11
Very ineffective		1.1%	1
		answered question	91
		skipped question	1,114