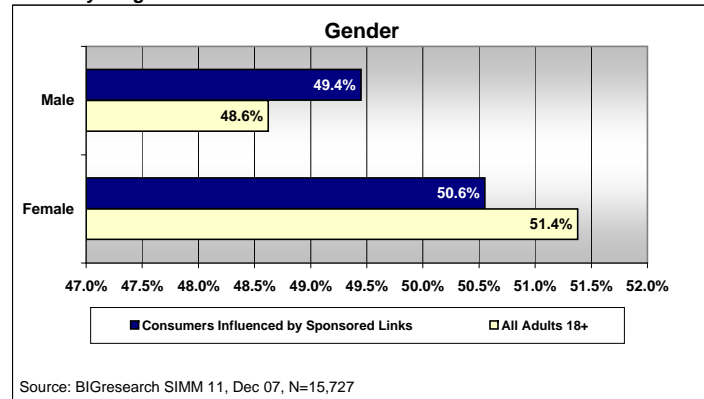


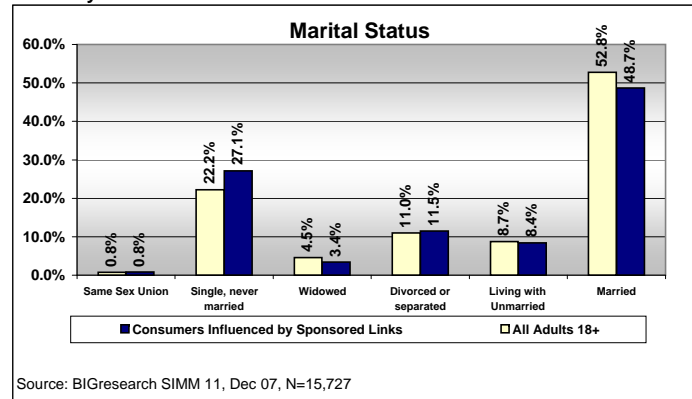


Consumers Influenced by Sponsored Links Online (Influenced or Greatly Influenced)
 Source: BIGresearch SIMM 11, Dec 07, N=15,727
 Consumers Influenced by Sponsored Links vs. All Adults 18+

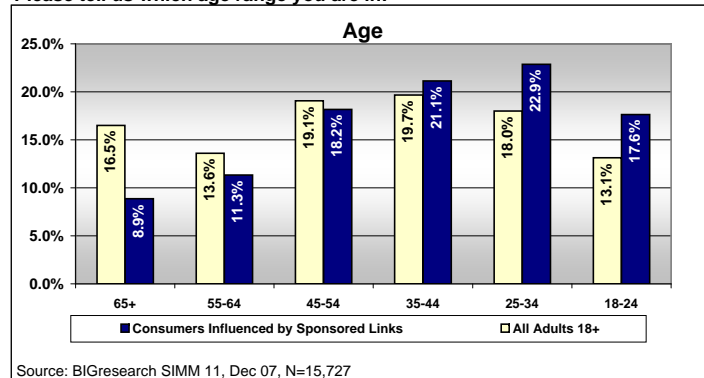
What is your gender?



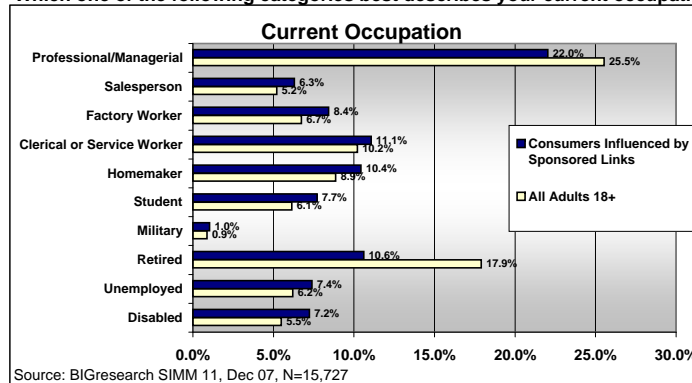
What is your marital status?



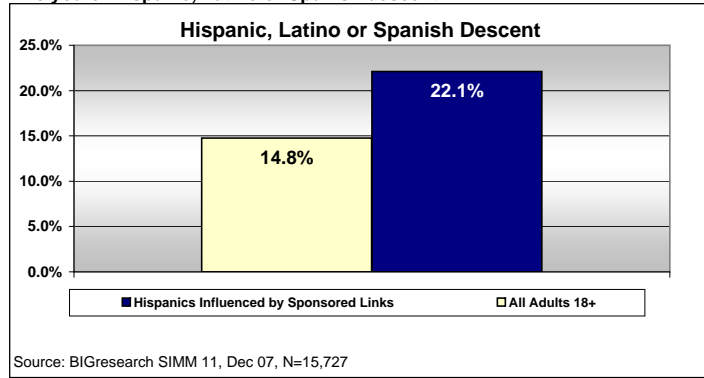
Please tell us which age range you are in:



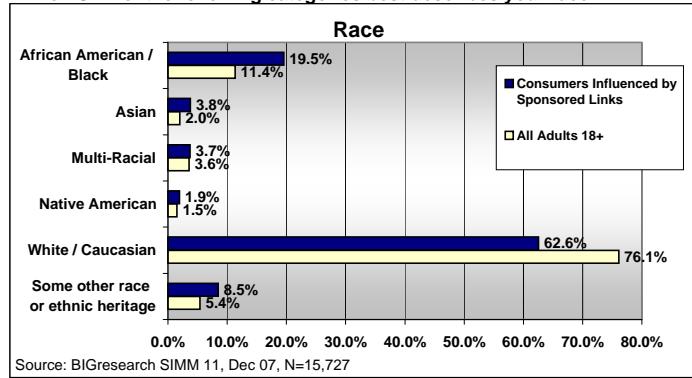
Which one of the following categories best describes your current occupation?



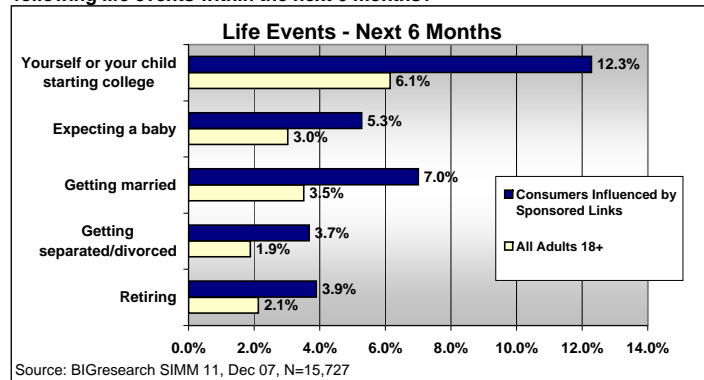
Are you of Hispanic, Latino or Spanish descent?



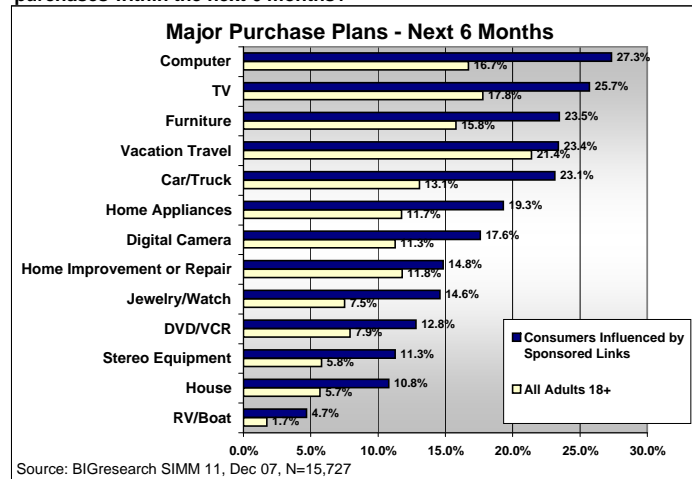
Which ONE of the following categories best describes your race?



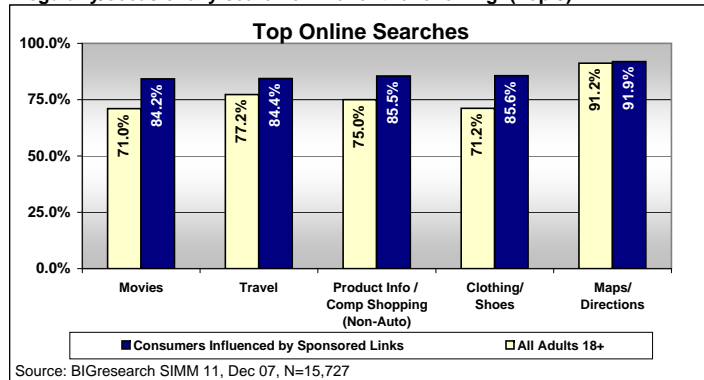
Are you PLANNING or ANTICIPATING any of the following life events within the next 6 months?



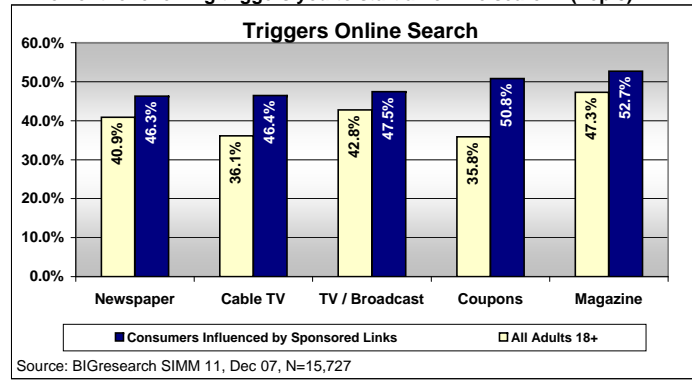
Do you plan to make any of the following major (big dollar) purchases within the next 6 months?



Regularly/occasionally search online for the following: (Top 5)



Which of the following triggers you to start an online search? (Top 5)



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 For more information, contact BIGresearch.
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