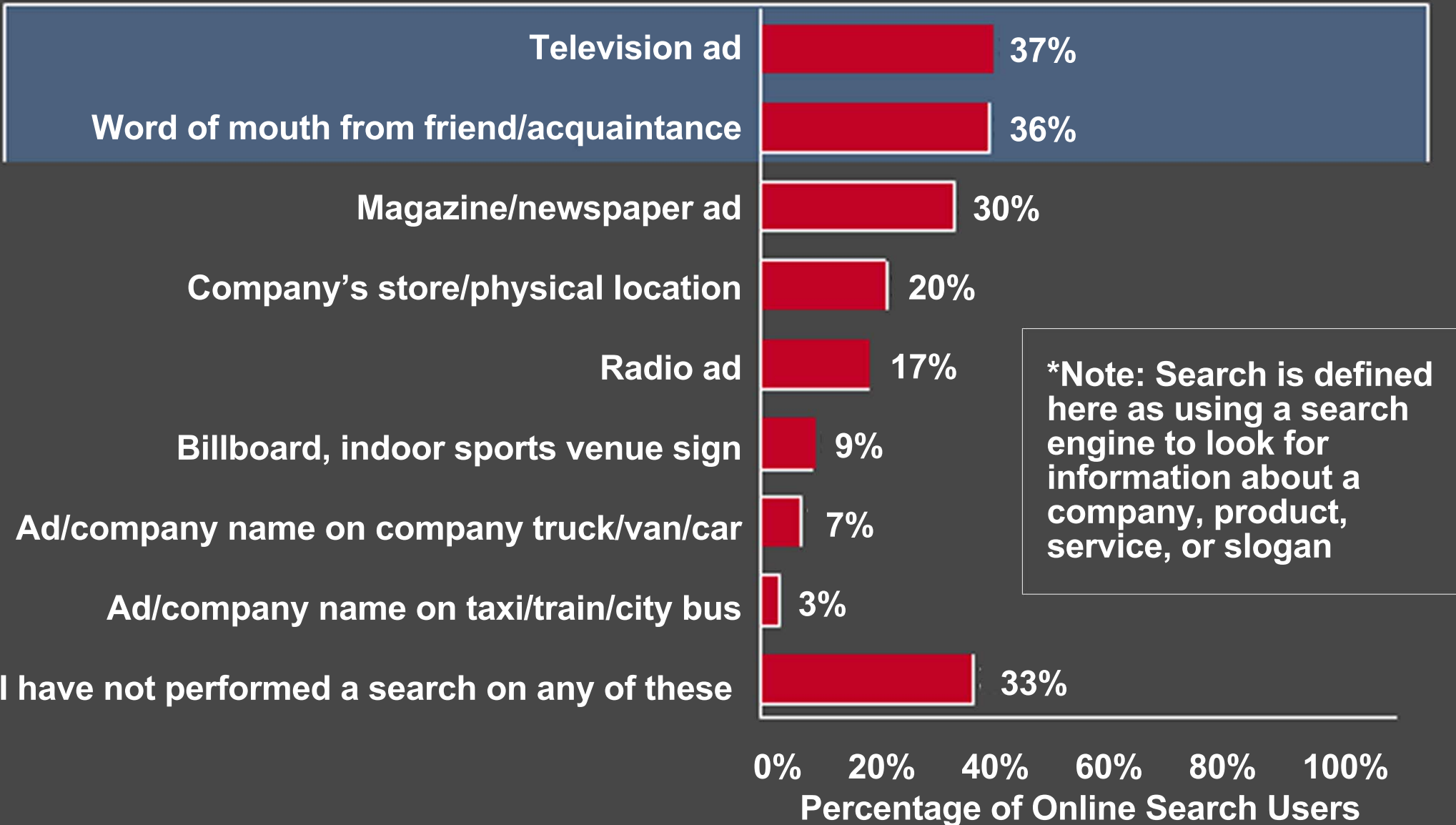


Two-Thirds of Online Search Users Are Driven to Perform Searches As a Result of Exposure to Some Offline Channel. Both Television and Word of Mouth Influence Over One-Third.



Question: Within the last 6 months which of the following prompted you to go to a search engine to look for information on a particular company, product, service or slogan? (Select all that apply)