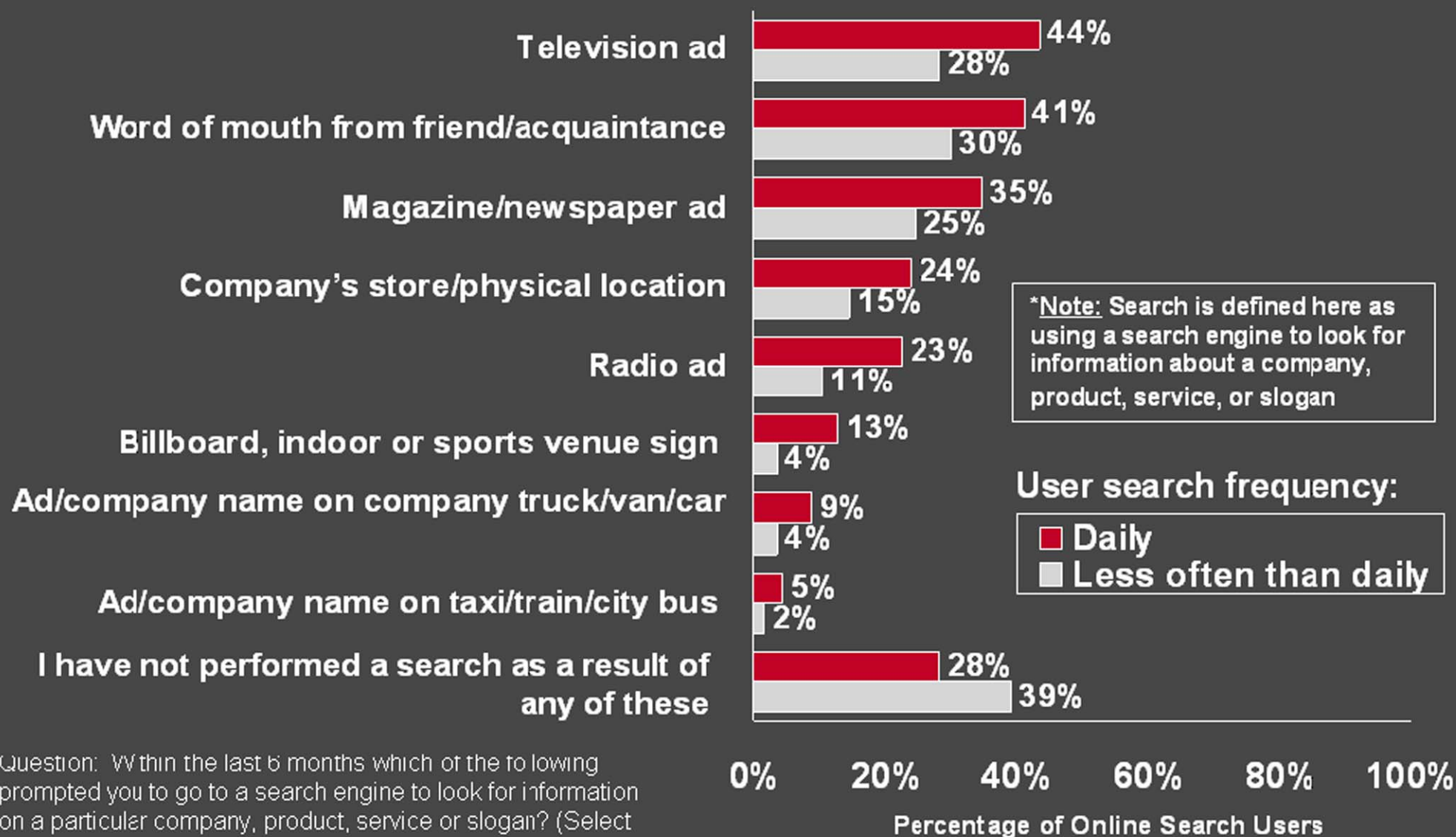


Offline Channel Influence In Driving Online Search Behavior Is More Apparent With Daily Searchers.



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)