[Client] Community Member Survey - EXISTING COMMUNITY

Over the coming few months, we're going to make some drastic improvements in our community. However, we need your experience, expertise, and ideas to guide us.

If you have a few minutes, please answer a few quick questions:

1) **Which of the following best describes your relationship with [company]:**
   a) Customer.
   b) Staff.
   c) Reseller.
   d) Developer.
   e) Partner.
   f) Other [please describe]

   Note*: Only use this question if it's relevant to your audience. If you're building a community solely for customers you can skip this question or ask what products/services they purchase from you (or how frequently).*

2) ***[if customer]*** **- For how many years have you been a [customer] of [brand]**

   Note*: You may want to set ranges (i.e. 0 - 1, 1 - 2, 2 - 3 etc…) for easier analysis later.*

3) **Overall, how helpful or unhelpful do you find the community today?**

   a) 1 - Not very useful.
   b) 2 - Somewhat useful
   c) 3 - Neither useful nor unuseful
   d) 4 - Somewhat useful
   e) 5 - Very useful

   Note*: If utility isn't the primary goal, you can go for informative, entertaining, relevant, or any attribute which makes sense to your audience.*

4) **On a scale of 1 to 5 (with 1 being the least important and 5 being the most important), how important or unimportant are the following aspects to you?**
   [randomized order of options]

   a) I can get honest opinions from people about what products/services to buy.
   b) I can share my opinions, experiences, and expertise with others.
   c) I have opportunities to get free products and access to exclusive events
   d) I can get exclusive news and information.

e) I can learn about and attend upcoming events or community member meetups.
f) I can find specific groups about topics that matter to me.
g) I can ask questions and get help on problems I encounter.
h) I can get inspiration and expertise from experts.
i) I can build genuine friendships with like-minded people.

Note: *This is where you should drop in your beliefs about what members want along with an option for members to suggest their own needs.*

5) **On a scale of 1 to 5 (with 1 being the least important and 5 being the most important), which of the following topics are of interest to you.**

a) Topic 1
b) Topic 2
c) Topic 3
d) Topic 4
e) Topic 5
f) Topic 6
g) Topic 7
h) Topic 8

Note: *This is where you should list potential topics or products that might be of interest to gauge the importance of each of them.*

6) **What is one [topic] related challenge you would like to solve by this time next year?**
a) [open text box]

Note: *You can add some examples here if you would like to stimulate their thinking.*

7) **Where else do you presently go to get help and learn about [topic] - tick all that apply.**
a) Ask friends.
b) Search engines.
c) Email colleagues.
d) Facebook
e) Twitter
f) Books.
g) Other communities [please specify]
h) Other [please specify]

8) Is there anything else you would love to see in this community?
  a) [open text box]