[Client] Community Member Survey - NEW COMMUNITY

We're in the early stages of launching a community for [audience type].

However, we need your help to make it the perfect place for you. 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) **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 or Community features 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.*

4) 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.

5) 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 to stimulate their thinking.

6) Where 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]

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