**[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]:**
   1. Customer.
   2. Staff.
   3. Reseller.
   4. Developer.
   5. Partner.
   6. 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).*

1. ***[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.*

1. **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]
   1. I can get honest opinions from people about what products/services to buy.
   2. I can share my opinions, experiences, and expertise with others.
   3. I have opportunities to get free products and access to exclusive events
   4. I can get exclusive news and information.
   5. I can learn about and attend upcoming events or community member meetups.
   6. I can find specific groups about topics that matter to me.
   7. I can ask questions and get help on problems I encounter.
   8. I can get inspiration and expertise from experts.
   9. 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.*

1. **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.** 
   1. Topic 1
   2. Topic 2
   3. Topic 3
   4. Topic 4
   5. Topic 5
   6. Topic 6
   7. Topic 7
   8. 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.*

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

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

1. **Where do you presently go to get help and learn about [topic] - tick all that apply.** 
   1. Ask friends.
   2. Search engines.
   3. Email colleagues.
   4. Facebook
   5. Twitter
   6. Books.
   7. Other communities [please specify]
   8. Other [please specify]
2. **Is there anything else you would love to see in this community?** 
   1. [open text box]